

Innovative Research Group, Inc.

[www.innovativeresearch.ca](http://www.innovativeresearch.ca)

Toronto :: Vancouver



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# 2015 Election Polling Wave 5: Attitudes and Attributes

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# Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 29<sup>th</sup> to October 1<sup>st</sup>, 2015. In the following slides we will refer to data from this poll as “Wave 5 (October)”.
- This online survey of 1,514 Canadians was conducted using sample provided by Survey Sampling International (SSI), a leading provider of online sample. Previous waves have drawn on a combination of SSI and INNOVATIVE’s own Canada 20/20 panel.
- Tracking is drawn from two previous waves of online polling: “Wave 1 (July)” from July 24<sup>th</sup>-30<sup>th</sup>, 2015, n=2,833; and “Wave 2 (August)” from August 24<sup>th</sup> to August 31<sup>st</sup>, 2015, n=3,631; “Wave 3 (September)” from September 4<sup>th</sup>-10<sup>th</sup>, 2015, n=2,121; and “Wave 4 (September 2)” from September 20<sup>th</sup>-24<sup>th</sup>, 2015.
- The sample is then weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data.
- To control for a possible attitudinal bias in online sample, when we can we weight online data using party identification from a random telephone poll. Waves, 1, 2, and 4 were weighted in this way. No recent telephone data was available for Wave 3 or the current Wave 5.
- Because the sample included oversamples in Quebec and BC, the final sample is weighted to N=1,000.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.
- Since online surveys are not random probability based samples, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

# Regions: Where did respondents come from?

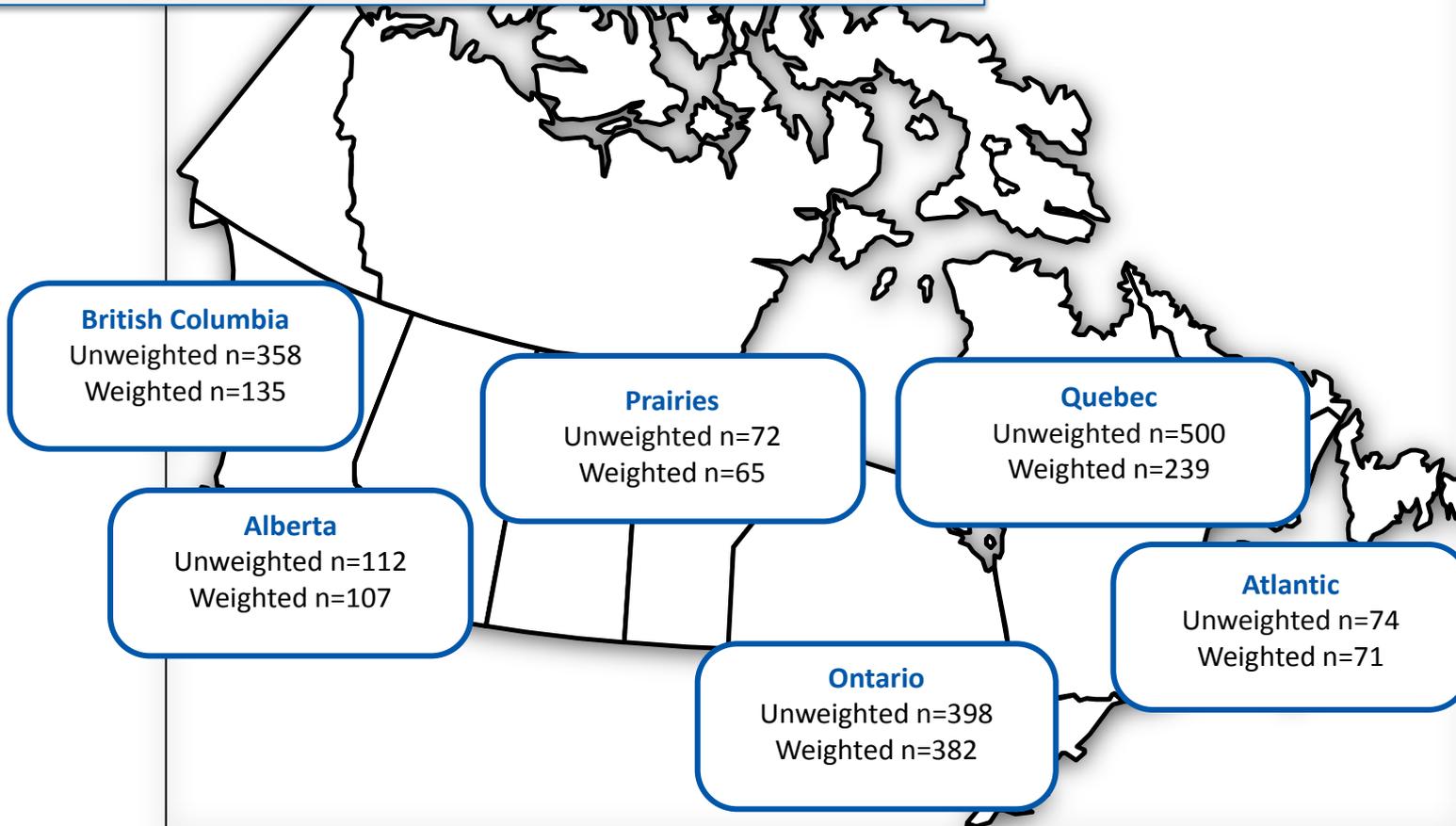
Regional groupings include:

- British Columbia (Yukon)
- Alberta (Northwest Territories)
- Prairie Region (Manitoba, Saskatchewan and Nunavut)
- Ontario
- Quebec
- Atlantic (PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador)

## National

Unweighted n=1,514

Weighted n=1,000



# Weighting: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	358	112	72	398	500	74
Weighted (n-size)	135	107	65	382	239	71

Age	18-34	35-44	55+
Unweighted (n-size)	399	571	544
Weighted (n-size)	279	370	351

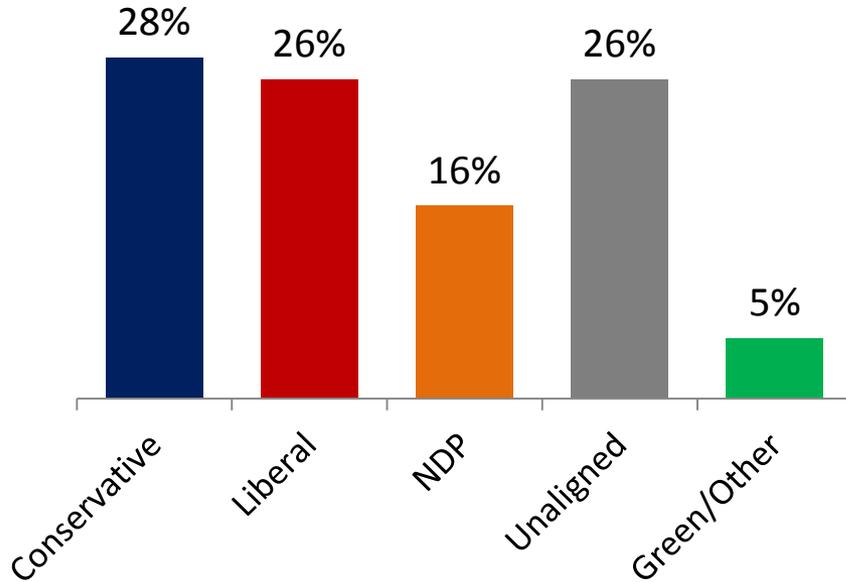
Gender	Men	Women
Unweighted (n-size)	686	828
Weighted (n-size)	485	515

# Party ID: CPC now leads slightly in Rest of Canada with 1-in-4 Undecided; Bloc tied for first with Liberals in Quebec

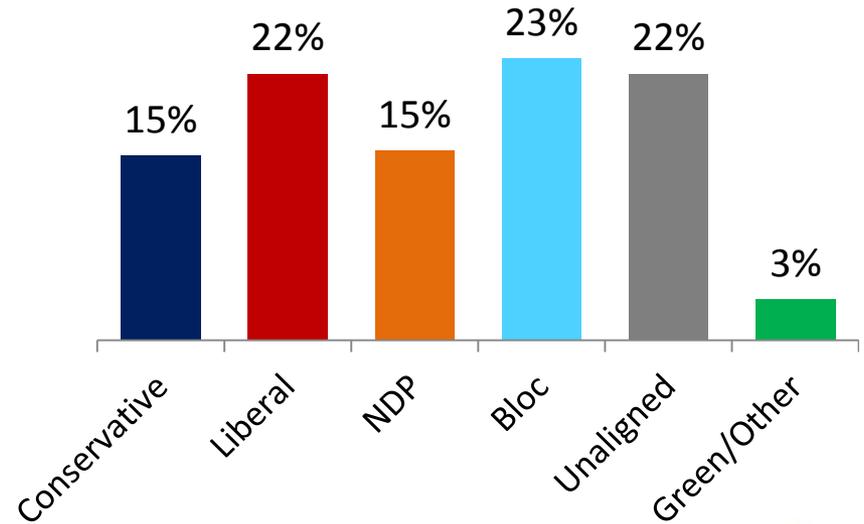


Thinking about federal politics, generally speaking do you think of yourself as a...

## Rest of Canada



## Quebec



n=239

Note: Oversample in Quebec up to n=500.

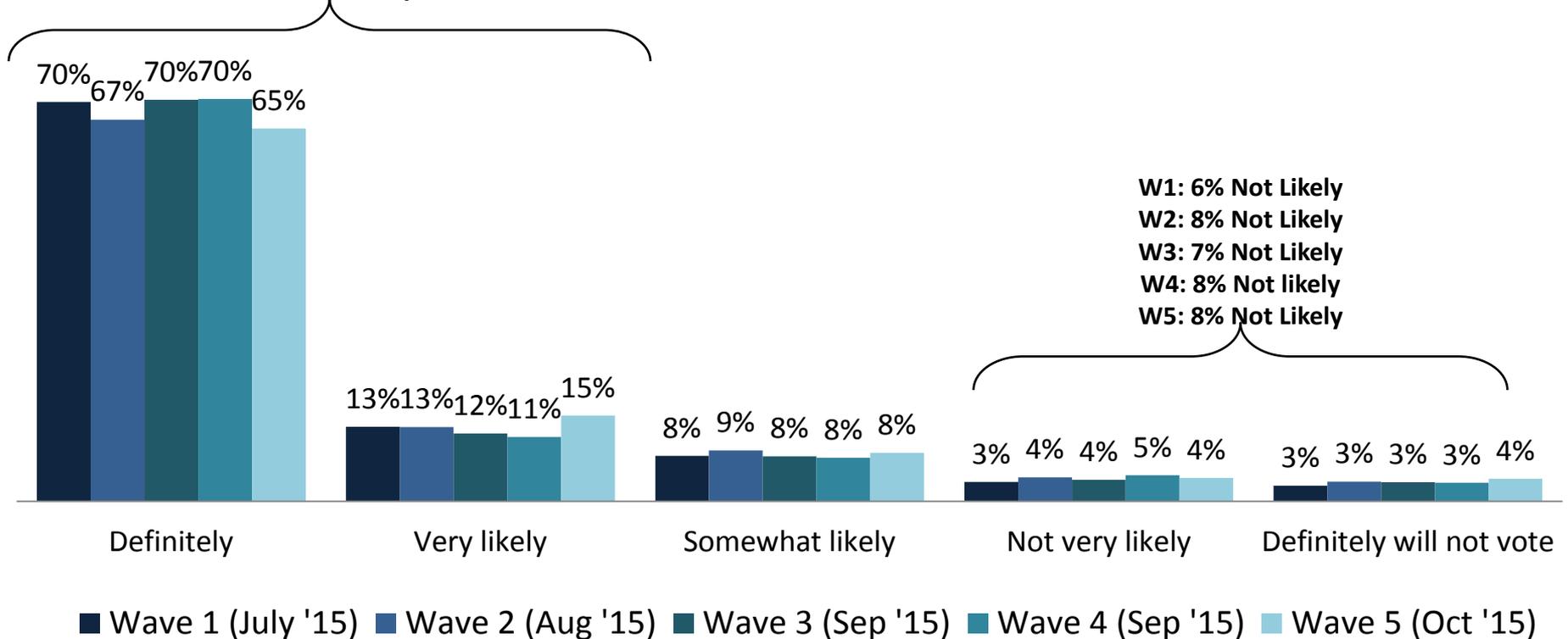
# Attention

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# Likelihood to vote: Less than 2-in-3 now say they will “definitely vote”, lowest since tracking began

**Q** As you may have heard there is going to be a federal election on October 19th of this year. How likely are you to vote in the upcoming Canadian federal election?

**W1: 83% Likely**  
**W2: 80% Likely**  
**W3: 82% Likely**  
**W4: 82% Likely**  
**W5: 80% Likely**

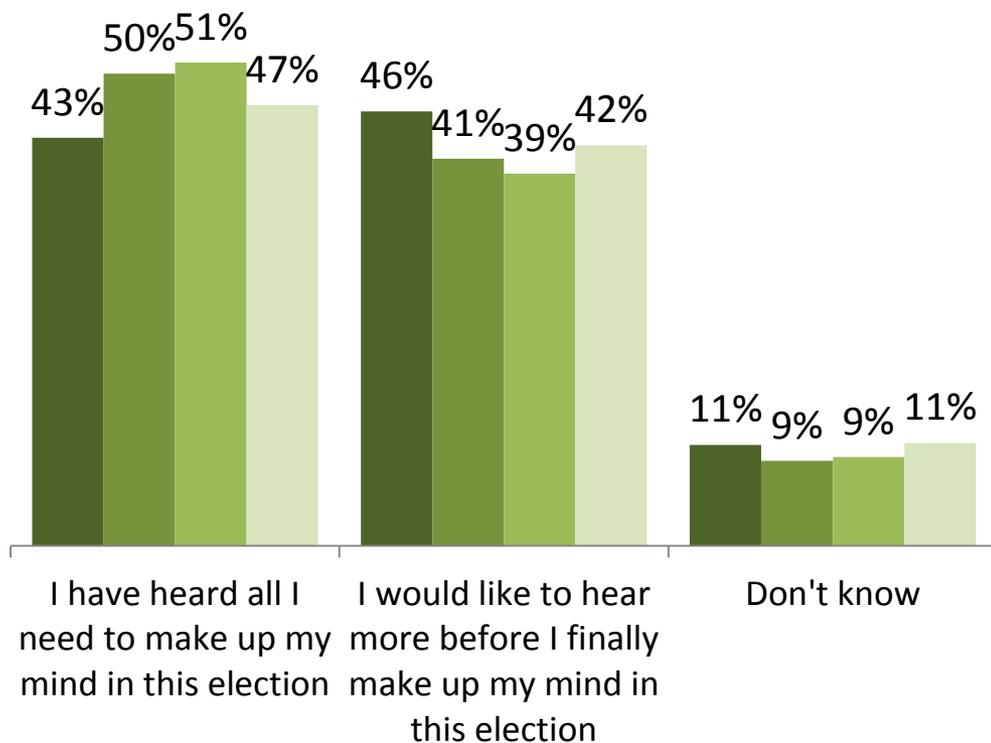


**Note:** 'Don't know' (3%) not shown

# Made up mind: almost half have made up their mind, down<sup>8</sup> slightly in October; CPC and BQ most likely to made up minds

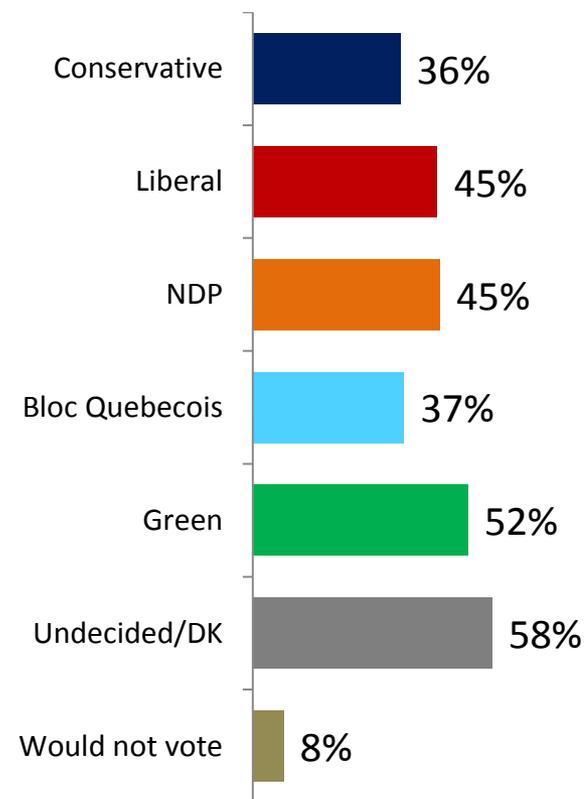
Q

Which statement is closest to your view about the upcoming federal election?



■ Wave 2 (Aug '15)    ■ Wave 3 (Sep '15)  
■ Wave 4 (Sep '15)    ■ Wave 5 (Oct '15)

**% Would like to hear more  
By current combined vote choice**

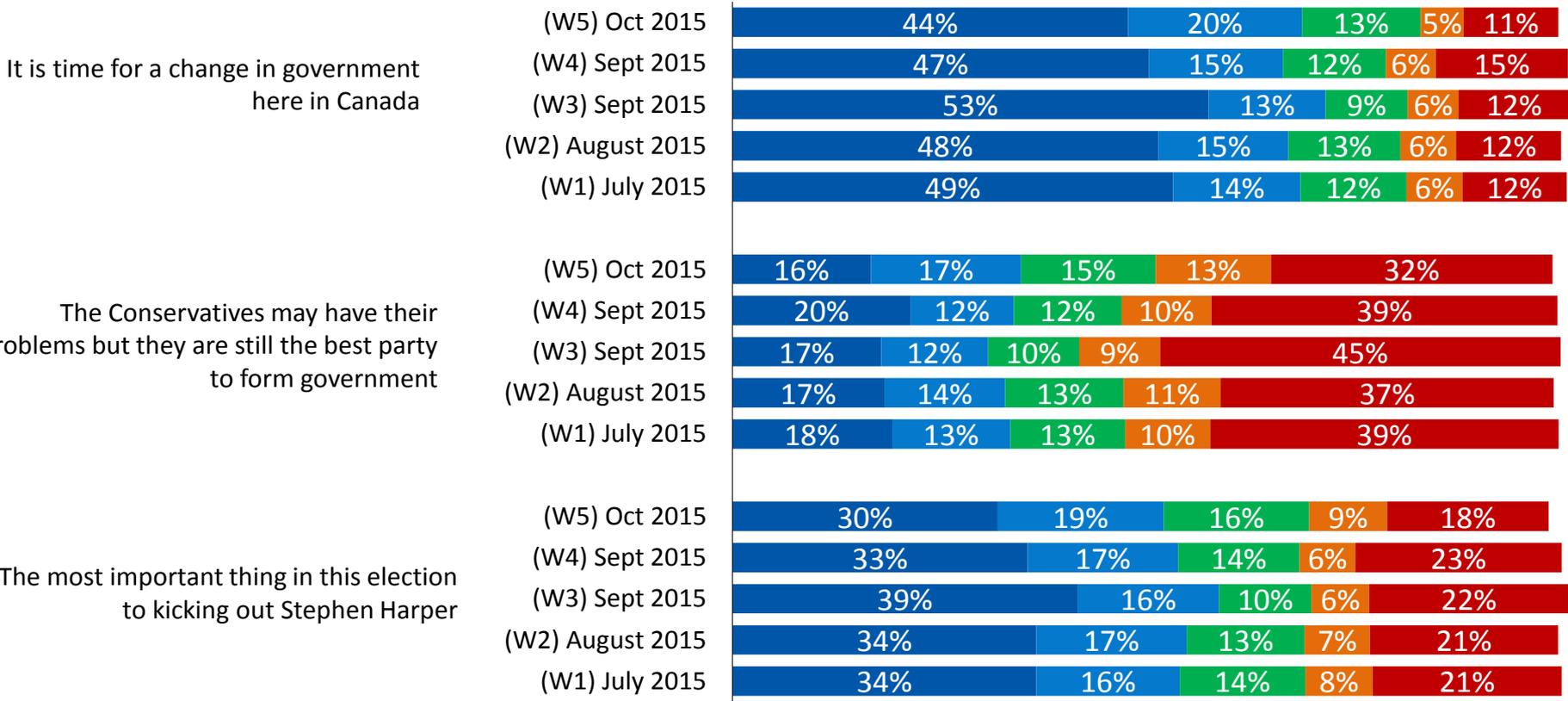


# Attitudes

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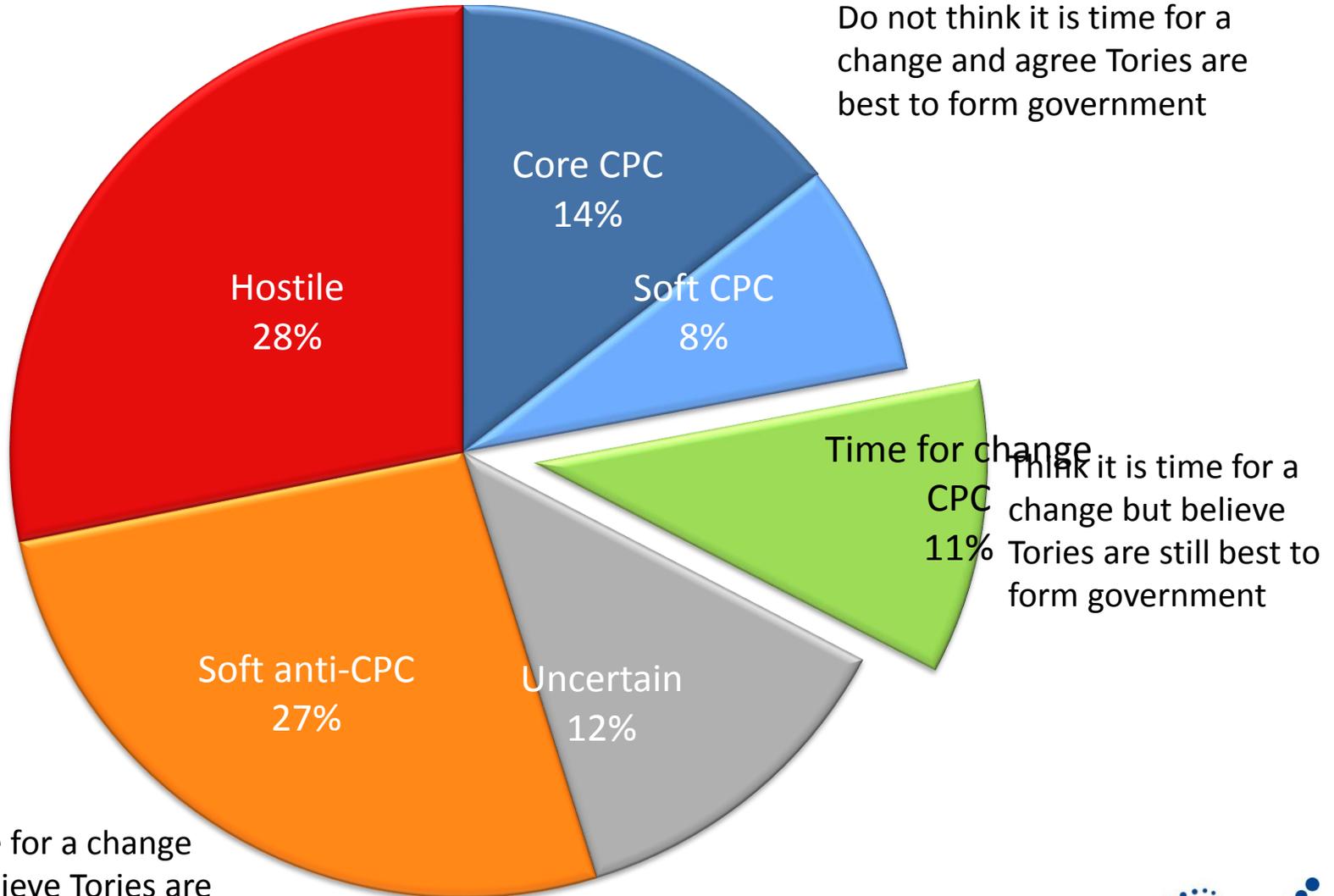
# Key attitudes: Time for a change sentiment up slightly to 64%, CPC “best party to run govt” steady

**Q** Do you agree or disagree with the following statements?



■ Strongly agree     
 ■ Somewhat agree     
 ■ Neither agree nor disagree  
■ Somewhat disagree     
 ■ Strongly disagree

# Time for Change Segmentation



Think it is time for a change  
and do not believe Tories are  
best to form government

# 35% of Time for change Tories plan to vote CPC, down 8 points from September

Time for a change segmentations

	Core CPC	Soft CPC	Time-for-change CPC	Uncertain	Soft anti-CPC	Hostile
CPC	94%	68%	35%	12%	4%	0%
Liberal	1%	6%	24%	10%	38%	42%
NDP		8%	23%	13%	30%	41%
Bloc Quebecois	1%	1%	3%	2%	7%	5%
Green/Other	1%	4%	7%	5%	6%	5%
Undecided/Would not vote	3%	13%	8%	58%	14%	6%

Combined Vote

# Leadership

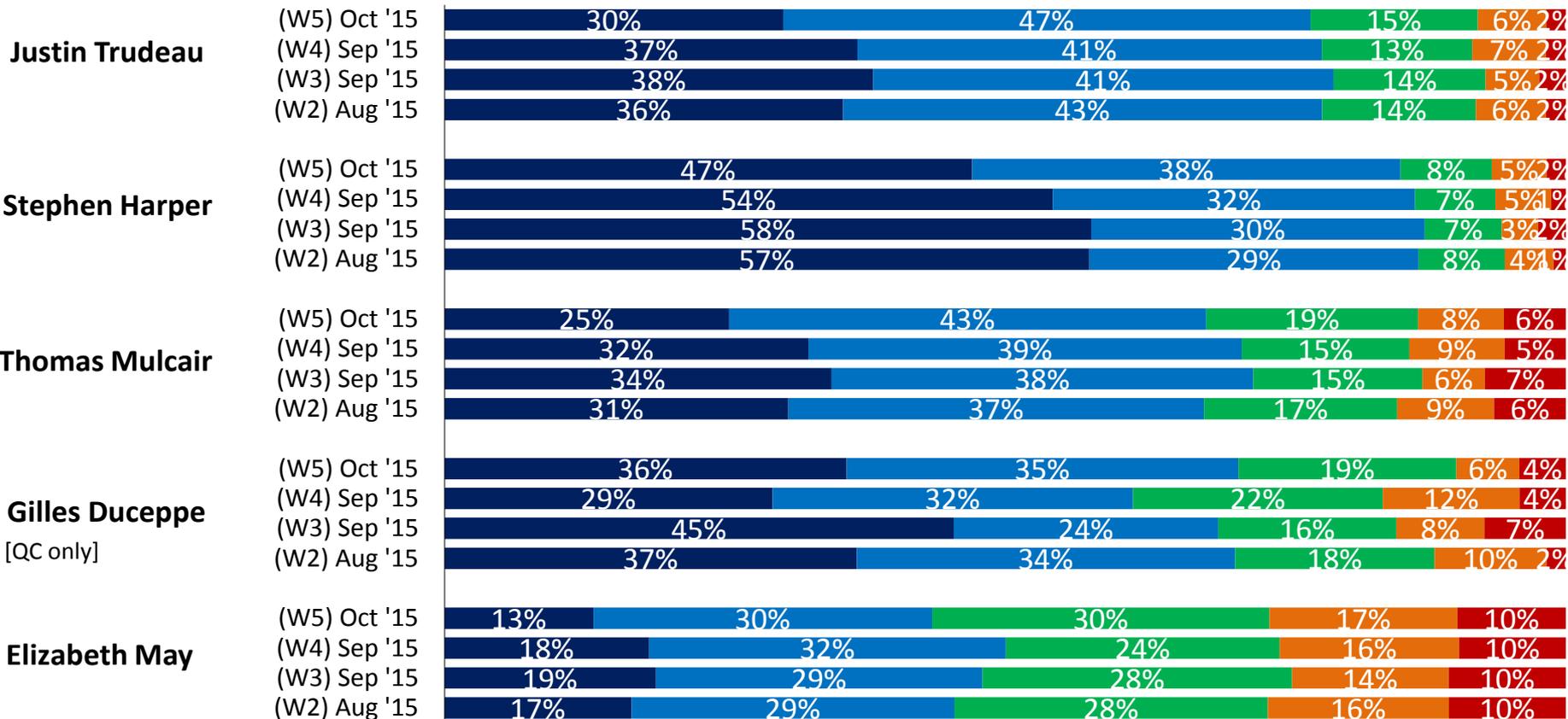
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# Leader familiarity: Recall steady, Mulcair still least familiar <sup>14</sup>

## of main party leaders



Now we are going to provide you with several names of public figures active in politics. How familiar are you with each of the following people? [Duceppe: Aug '15, n=479; W3, Sep '15 [1], n=359; W4, Sep '15 [2], n=478; Oct '15 n=239]

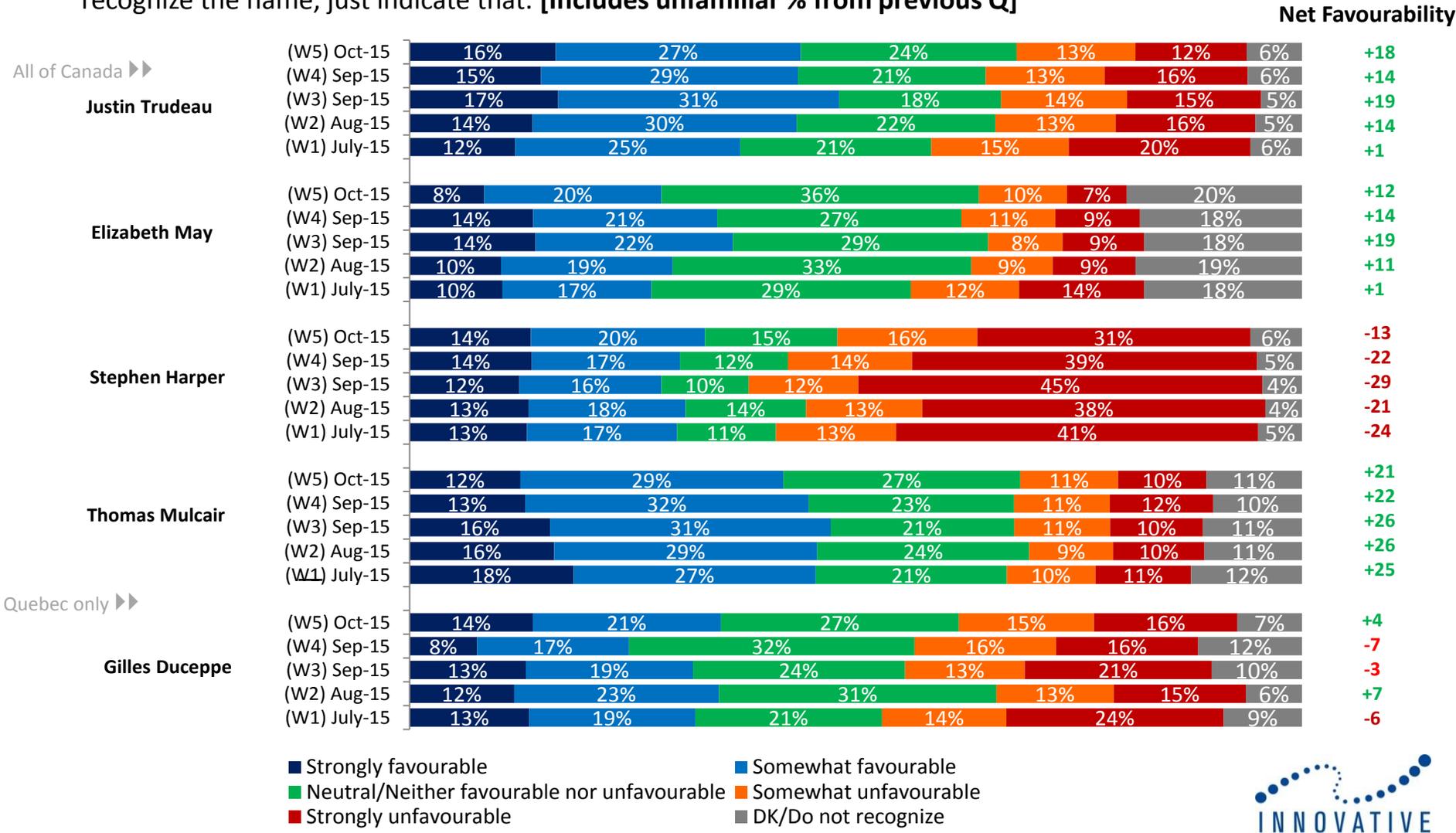


■ Very familiar with past and positions on issues  
■ Not very familiar  
■ Have not heard before this survey

■ Somewhat familiar  
■ Have heard of them but don't know anything about them

# Leader Impressions [ALL]: Harper favourables up 9 points, Trudeau up 4 points, Mulcair steady in October

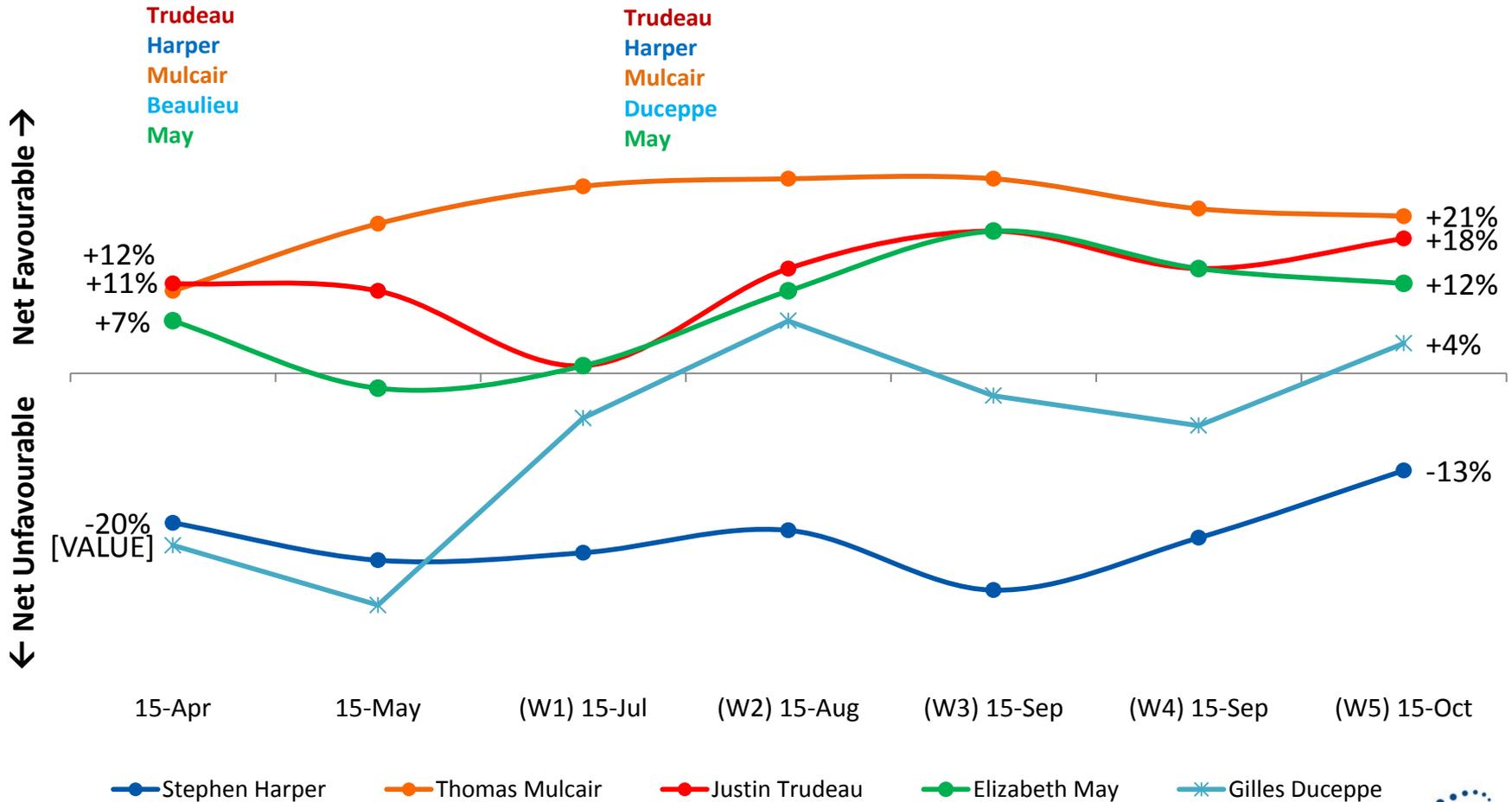
**Q** Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **[Includes unfamiliar % from previous Q]**



# Net leader favourables [ALL]: Harper and Trudeau make gains; Mulcair steady and still most favourable



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Net favourables (% favourable-unfavourable) INCLUDES 'HAVE NOT HEARD' for tracking consistency.**



Note: BQ leaders asked in Quebec Only.



# Net Leader Impression by Party ID: Mulcair still most well-liked by his own base and by unaligned voters

	Conservative	Liberal	NDP	Bloc	Unaligned	Green/Other
Stephen Harper	+76%	-50%	-55%	-50%	-25%	-52%
Justin Trudeau	-24%	+77%	+25%	-33%	+8%	+18%
Thomas Mulcair	-16%	+25%	+90%	+12%	+17%	+26%
Gilles Duceppe	-34%	-40%	+8%	+76%	-2%	-43%
Elizabeth May	-12%	+19%	+34%	-4%	+12%	+69%

# Net Leader Impression by Region: Mulcair still leads in Ontario, Trudeau close behind on favourables

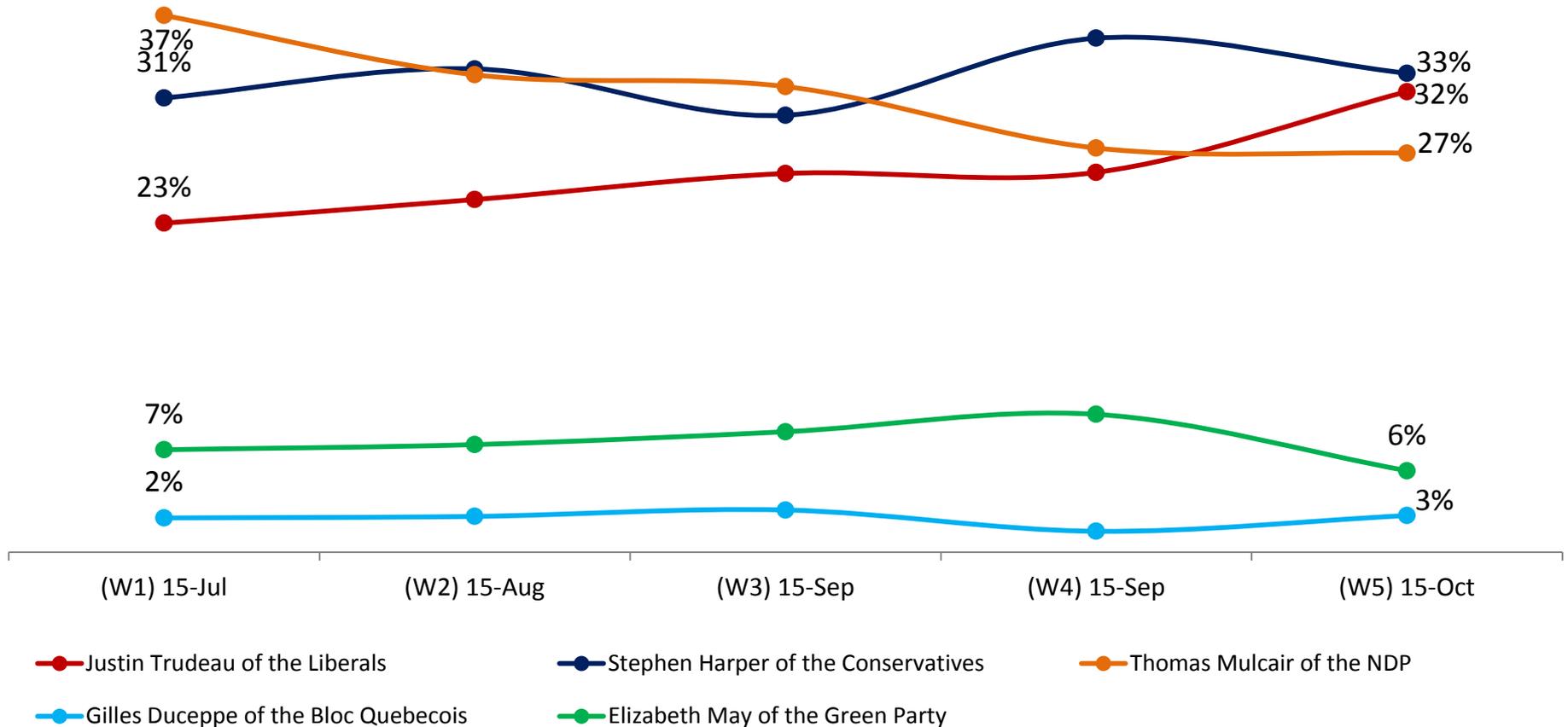
	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Stephen Harper	-23%	10%	-20%	-5%	-27%	-25%
Justin Trudeau	+15%	-8%	+23%	+24%	+13%	+44%
Thomas Mulcair	+18%	-12%	+2%	+33%	+28%	+27%
Gilles Duceppe					+3%	
Elizabeth May	+21%	-1%	+9%	+18%	+3%	+28%

# Best Prime Minister- Decided: Trudeau up 6 points and neck-and-neck with Harper on Best PM



Which of the following party leaders would make the best Prime Minister of Canada?

[Bloc Quebecois asked only in Quebec]



**Note:** 'None', 'Don't know', 'Refused' not included in calculations. Dupeppe asked in QC only.

# Best Prime Minister by Party ID: Liberal partisans least loyal of main parties on Best PM

	Conservative	Liberal	NDP	Bloc	Unaligned	Green/Other
Stephen Harper	77%	6%	2%	7%	10%	9%
Justin Trudeau	6%	67%	9%	11%	10%	13%
Thomas Mulcair	4%	8%	78%	25%	13%	9%
Gilles Duceppe				29%	1%	
Elizabeth May	1%	2%	3%	4%	2%	44%
Undecided/ Don't know	11%	14%	8%	15%	50%	18%
None	1%	4%		9%	14%	7%

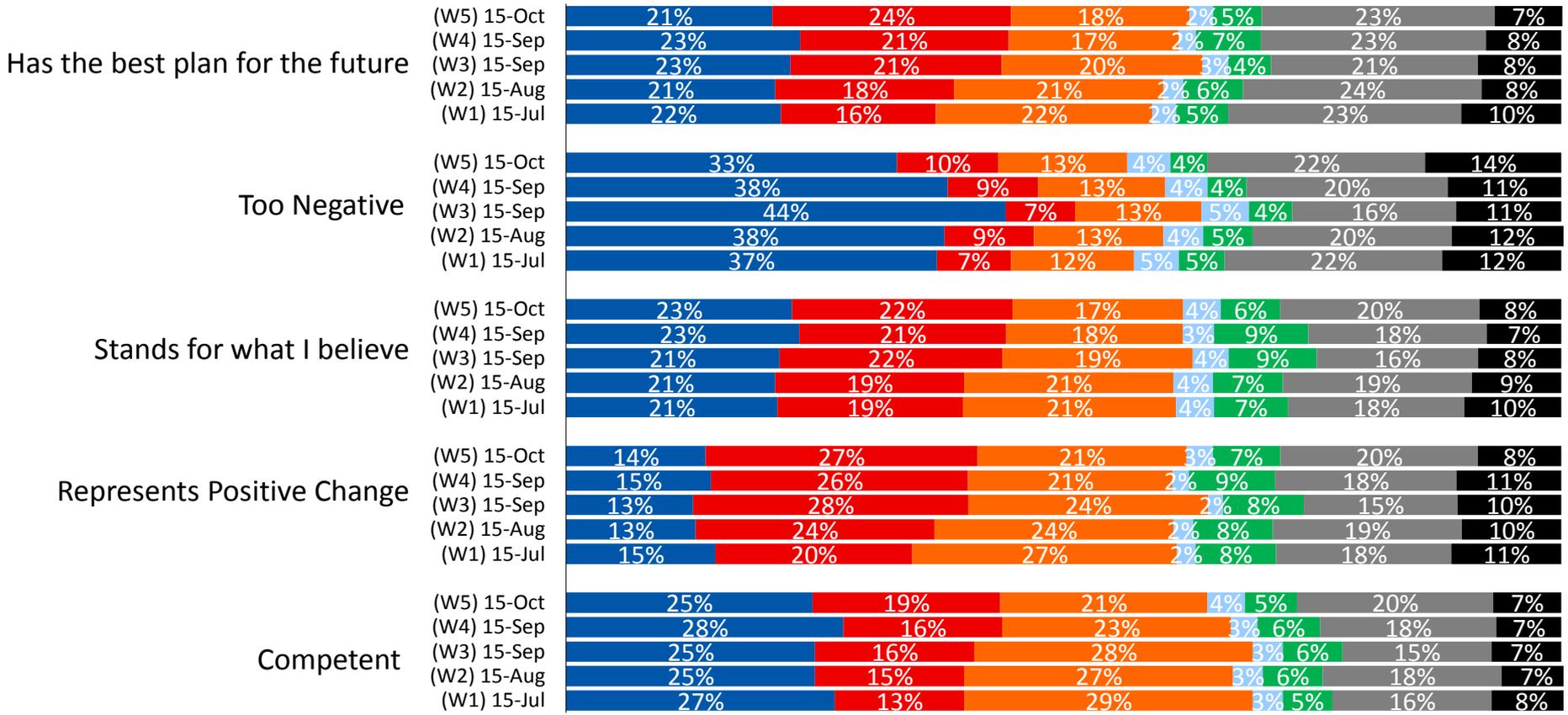
Note: Total (%) include 'Undecided/Don't know' and 'None'

# Best Prime Minister by Region: Mulcair leads Quebec, Trudeau ahead of Harper on Best PM in Ontario

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Stephen Harper	25%	40%	26%	24%	16%	24%
Justin Trudeau	21%	14%	21%	28%	20%	29%
Thomas Mulcair	20%	19%	15%	18%	28%	14%
Gilles Duceppe					8%	
Elizabeth May	5%	1%	5%	4%	4%	8%
Undecided/ Don't know	24%	20%	29%	22%	18%	22%
None	4%	6%	5%	5%	7%	3%

# Leader Attributes Tracking: Trudeau catching up on “competent”, holds leads on “positive change”

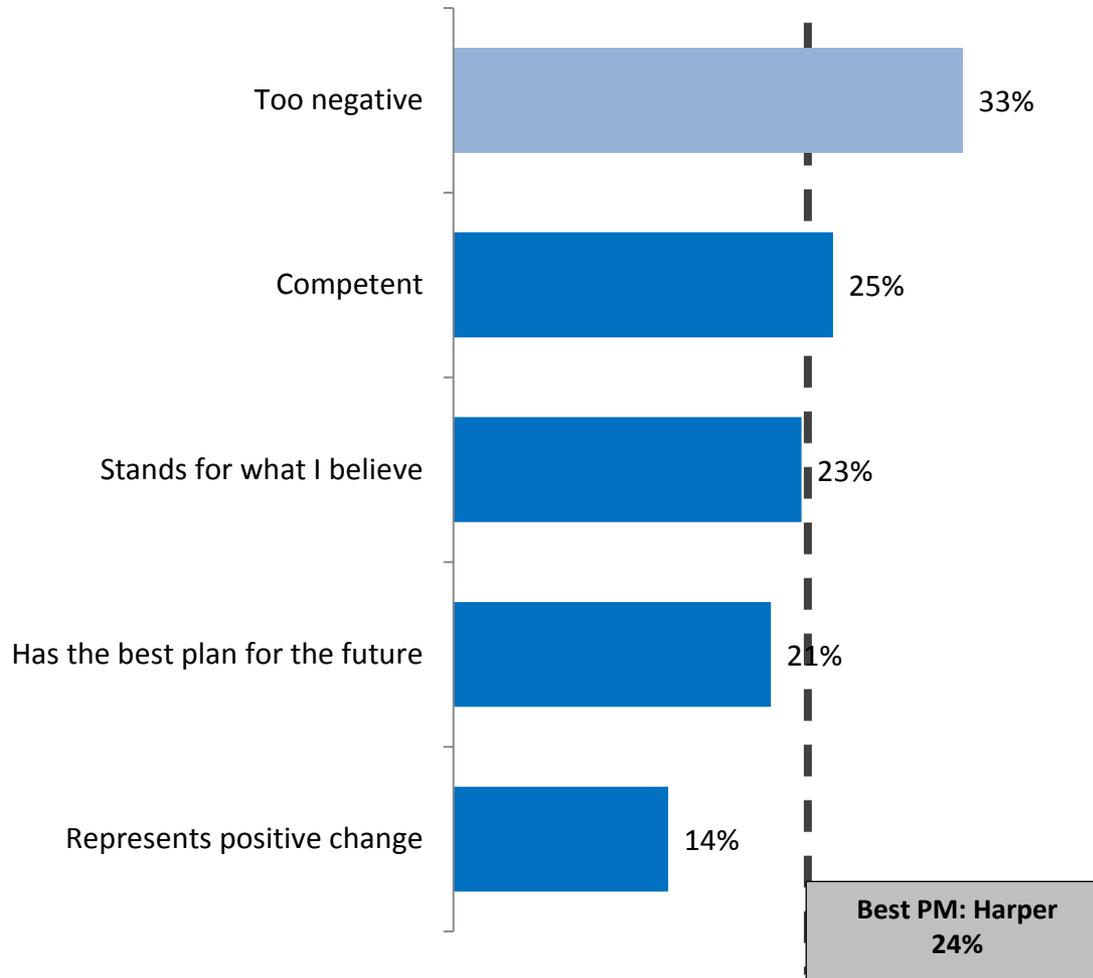
**Q** Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA, DUCEPPE RESULTS FOR QC ONLY]**



■ Stephen Harper 
 ■ Justin Trudeau 
 ■ Thomas Mulcair 
 ■ Gilles Duceppe  
■ Elizabeth May 
 ■ Undecided 
 ■ None

# Harper seen as competent, but too negative

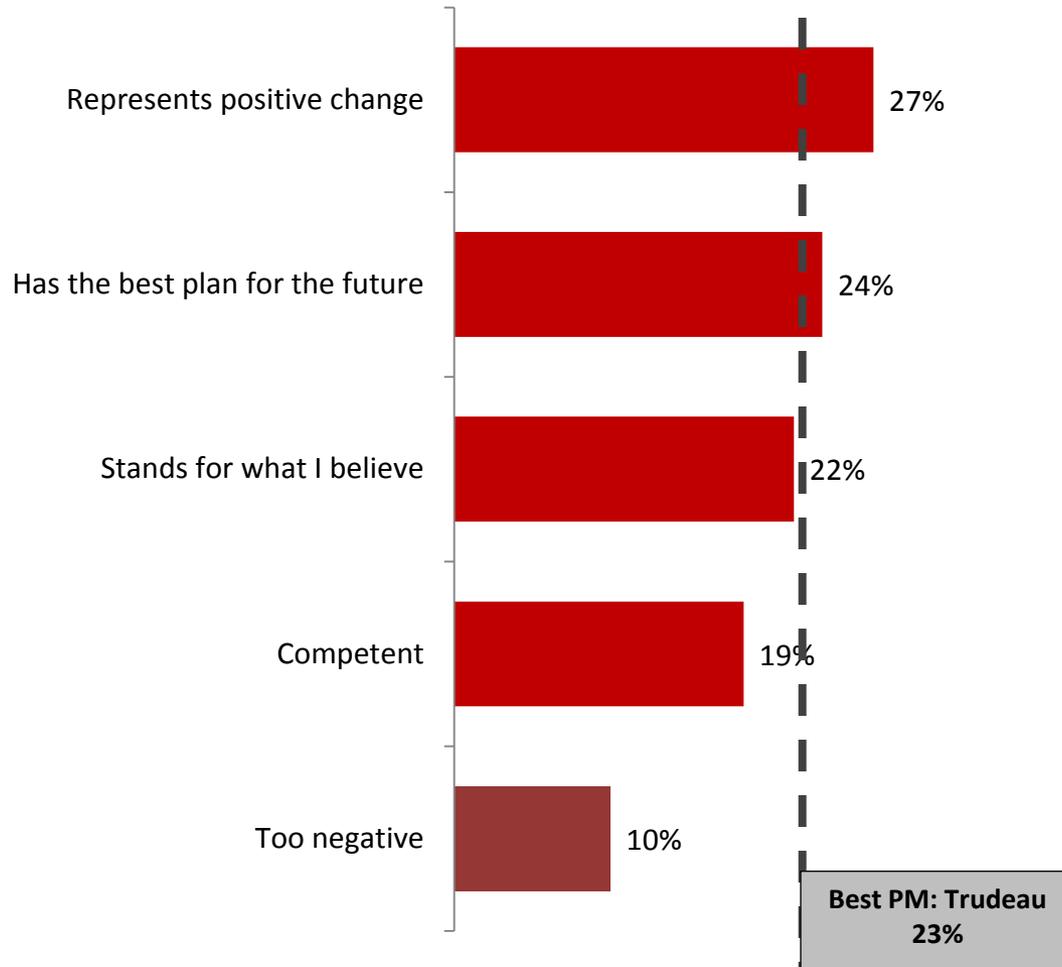
**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Stephen Harper**.



**Note:** 'Best PM' based on 'Combined PM', including 'Undecided', 'None'.

# Trudeau perceived as representing positive change, has best plan, and least negative candidate

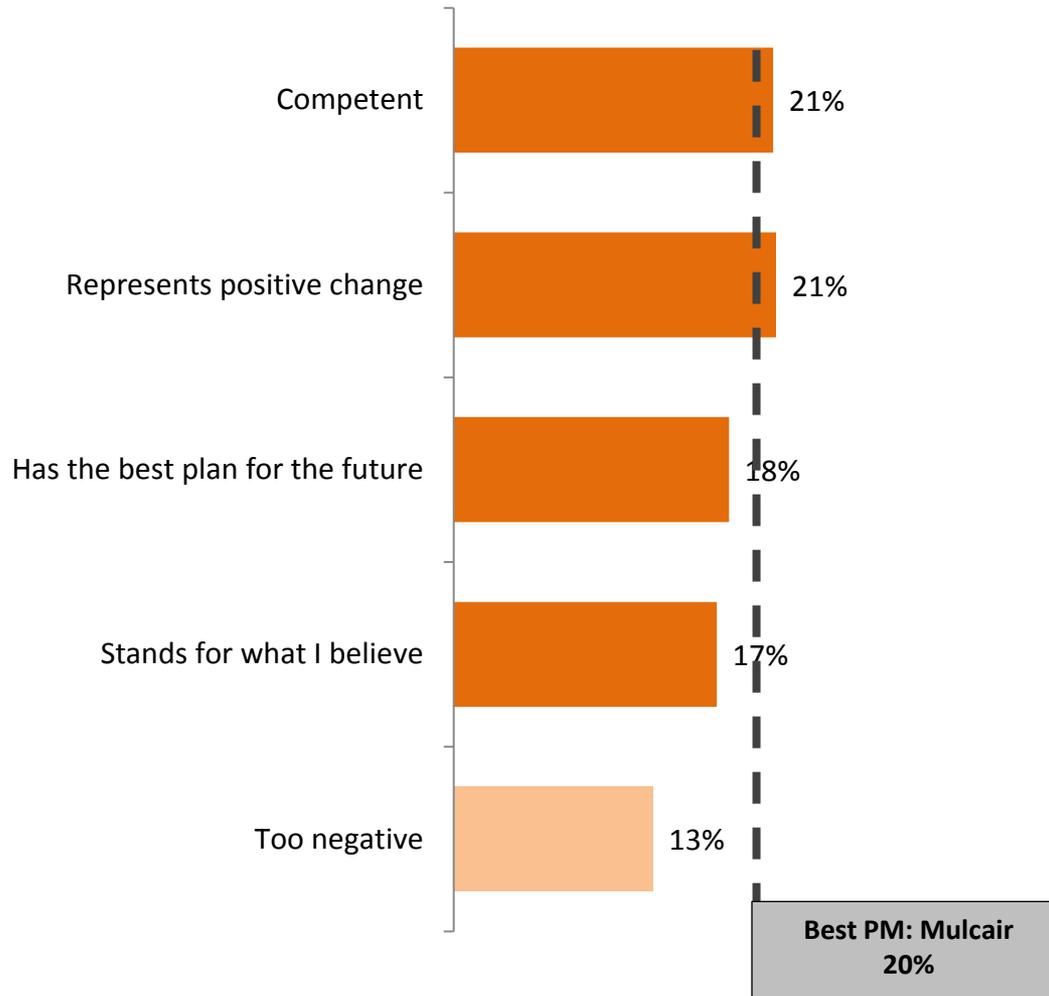
**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Justin Trudeau.**



**Note:** 'Best PM' based on 'Combined PM', including 'Undecided', 'None'.

# Mulcair thought to be competent, representing positive change, not too negative

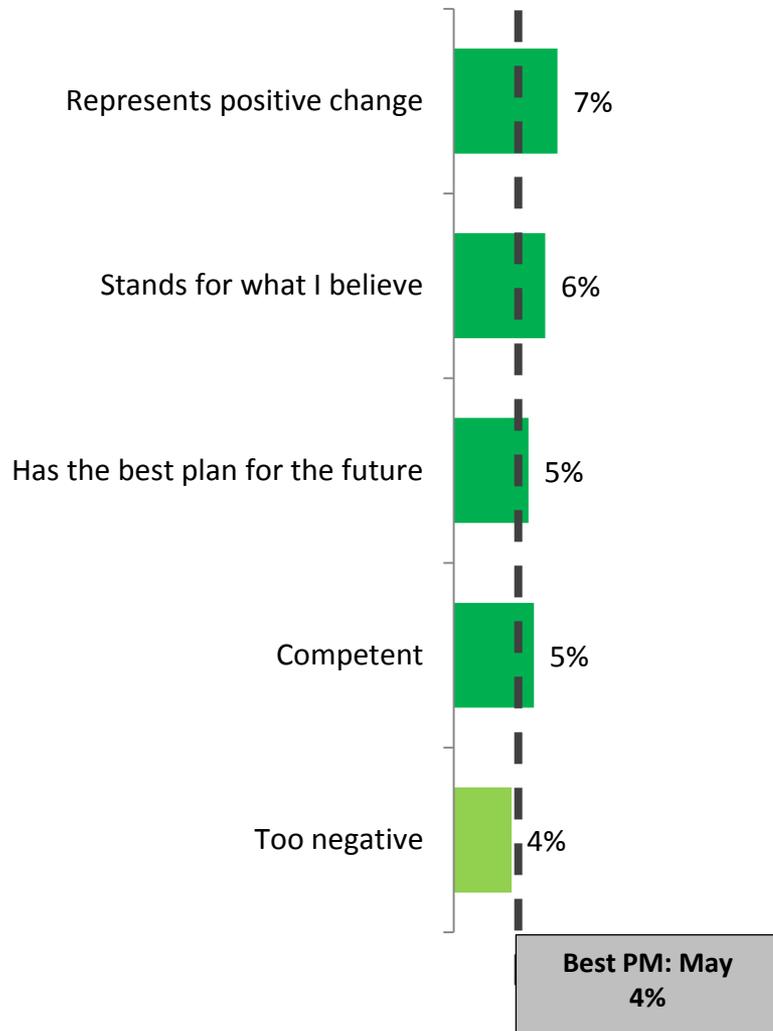
**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Thomas Mulcair**.



**Note:** 'Best PM' based on 'Combined PM', including 'Undecided', 'None'.

# Elizabeth May seen more as someone who represents positive change, stands for what people believe in

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Elizabeth May**.

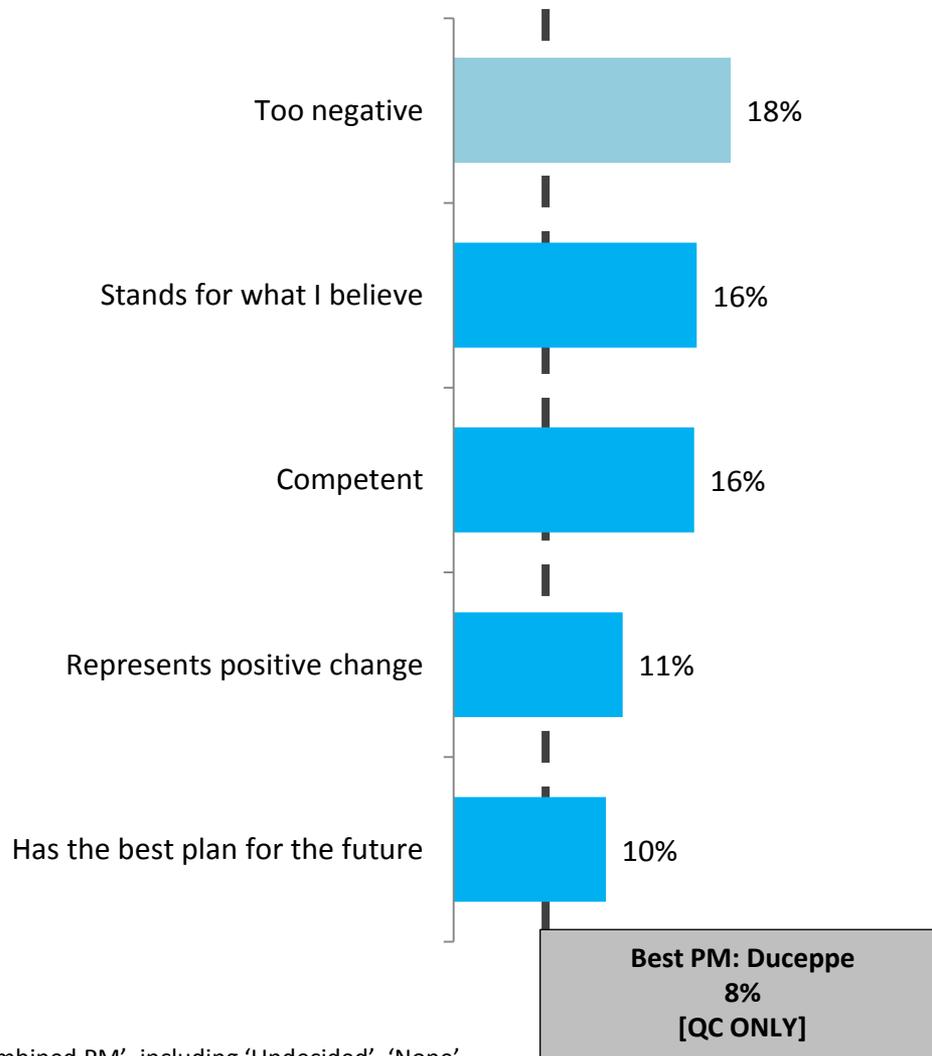


Note: 'Best PM' based on 'Combined PM', including 'Undecided', 'None'.

# Duceppe seen as too negative, but stands for what people believe in and competent

Q

Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Gilles Duceppe**. [QC ONLY]



**Note:** 'Best PM' based on 'Combined PM', including 'Undecided', 'None'.

# Party Image and Issues

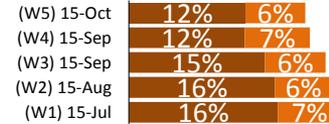
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# Party Attributes: Liberals see increases in all measures this week

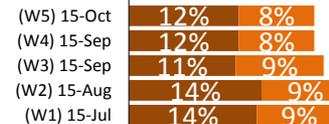
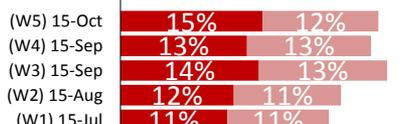


Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

## Representing Canada on the world stage



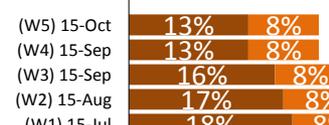
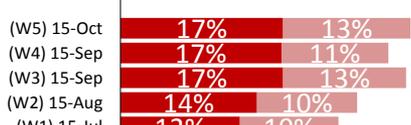
## The economy



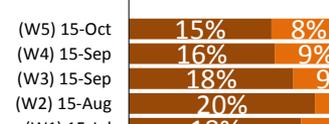
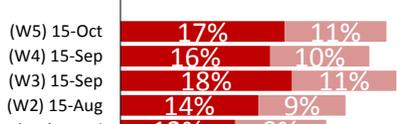
## Protecting the middle class



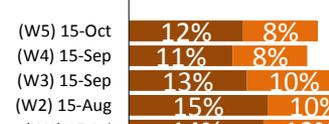
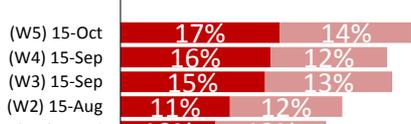
## Having a vision for the future



## Understands the needs of people like me



## Creating jobs



■ Conservative much better  
■ Conservative somewhat better

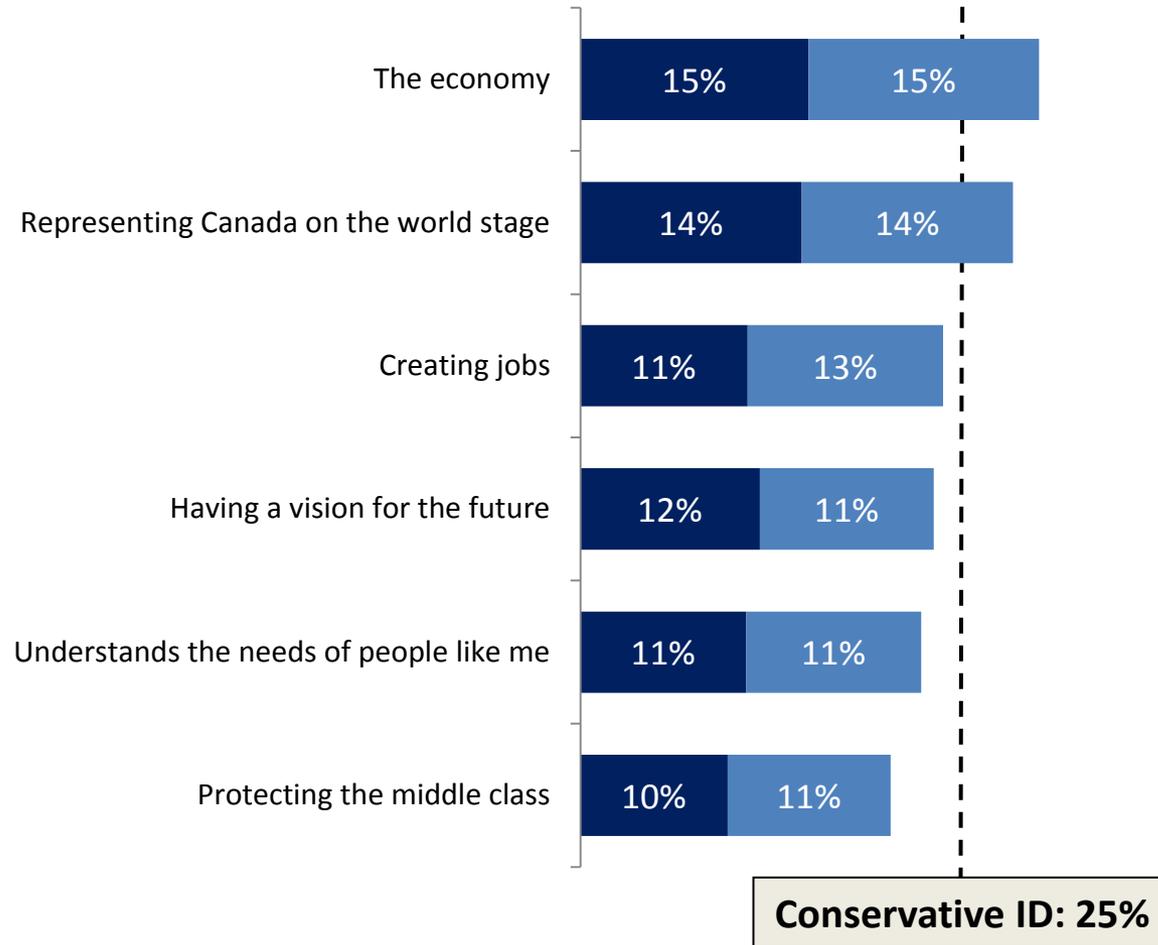
■ Liberal much better  
■ Liberal somewhat better

■ NDP much better  
■ NDP somewhat better

# Conservatives seen as strong on economy, representing Canada abroad, creating jobs



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Conservatives**

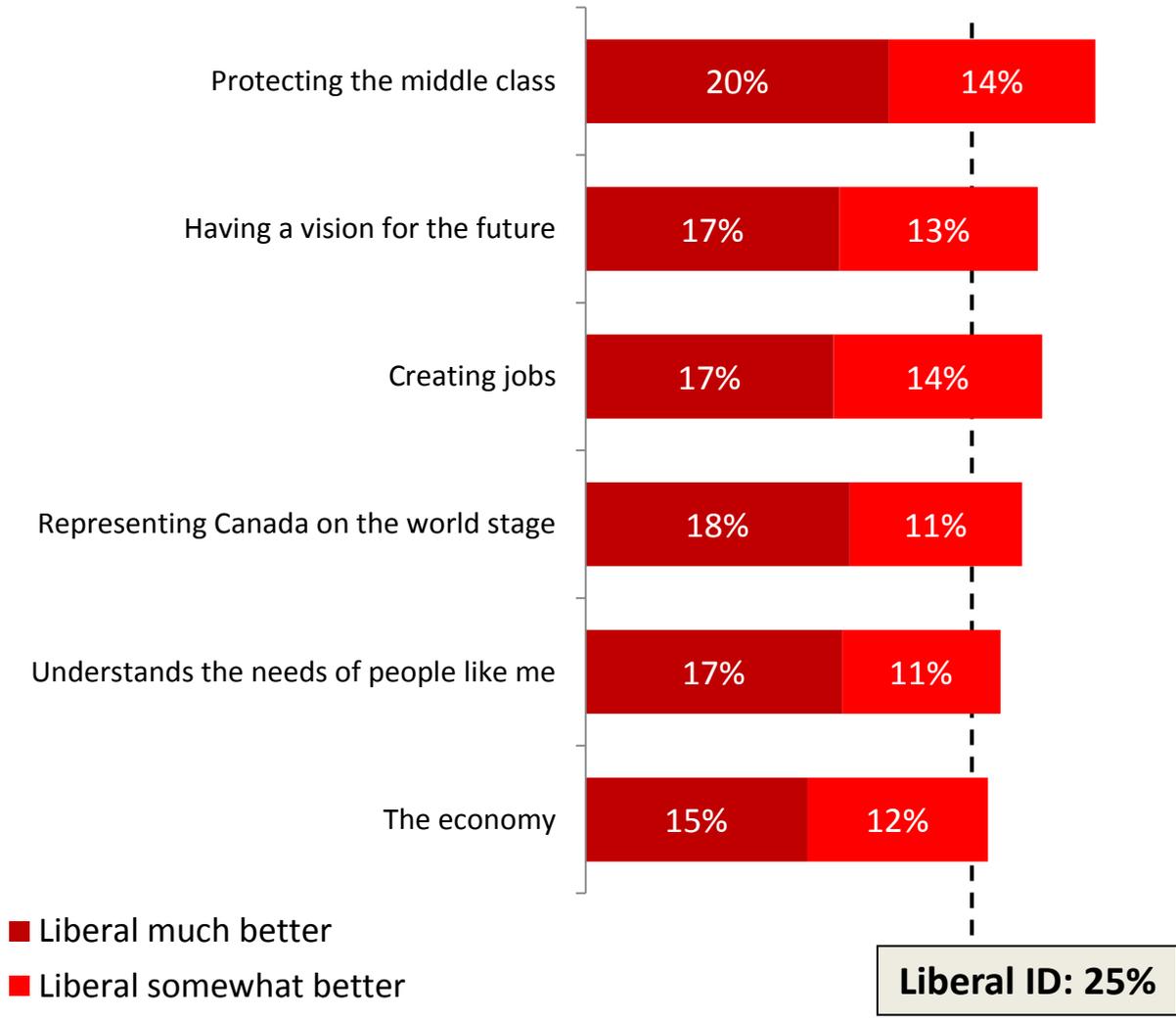


- Conservative much better
- Conservative somewhat better

# Liberals strongest on protecting middle class, having vision for the future <sup>31</sup>



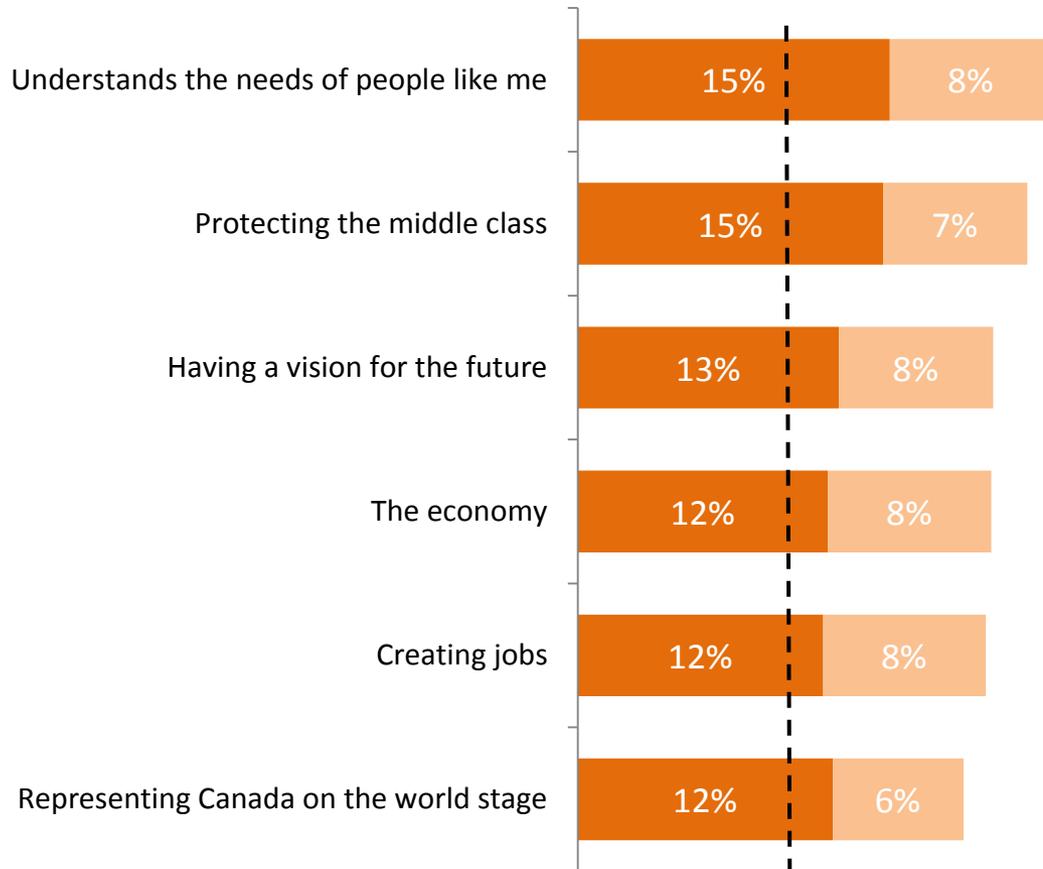
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Liberals**



# NDP seen as strongest understanding people and protecting middle class<sup>32</sup>



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **New Democratic Party**



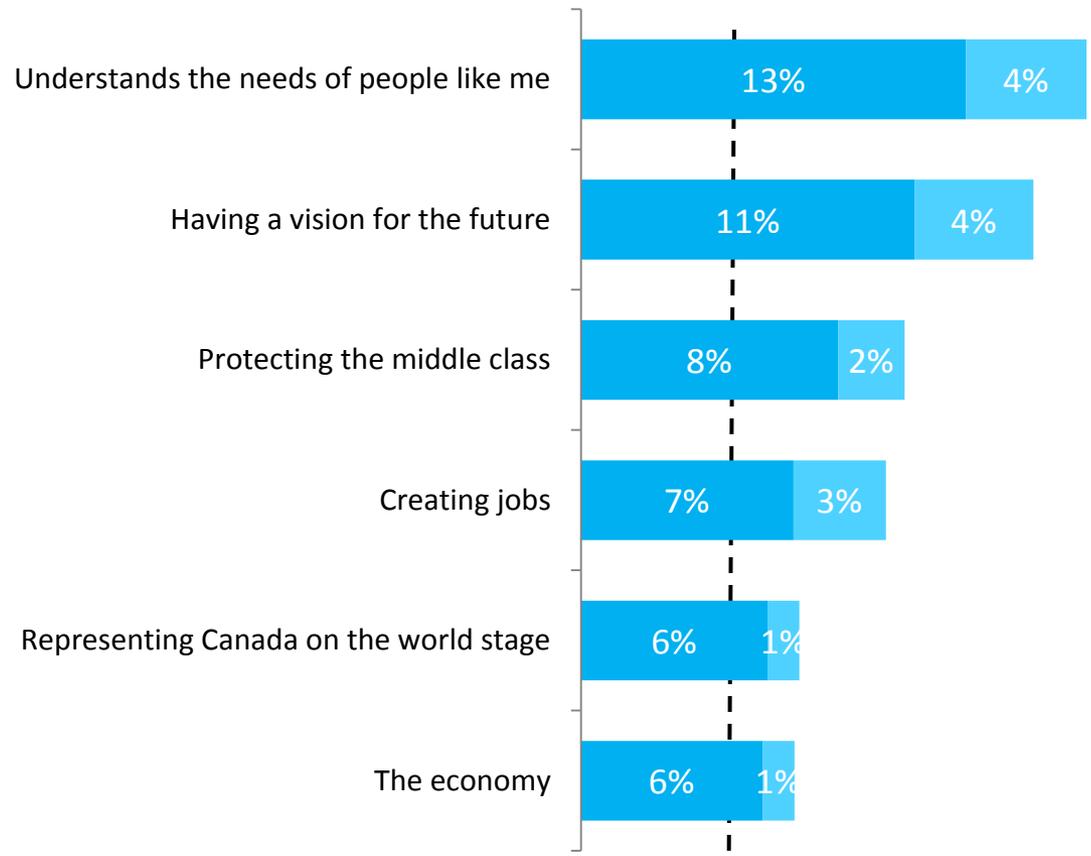
**NDP ID: 16%**

- NDP much better
- NDP somewhat better

# Bloc best on responding to understanding needs of people like me



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Bloc Quebecois [QUEBEC ONLY]**

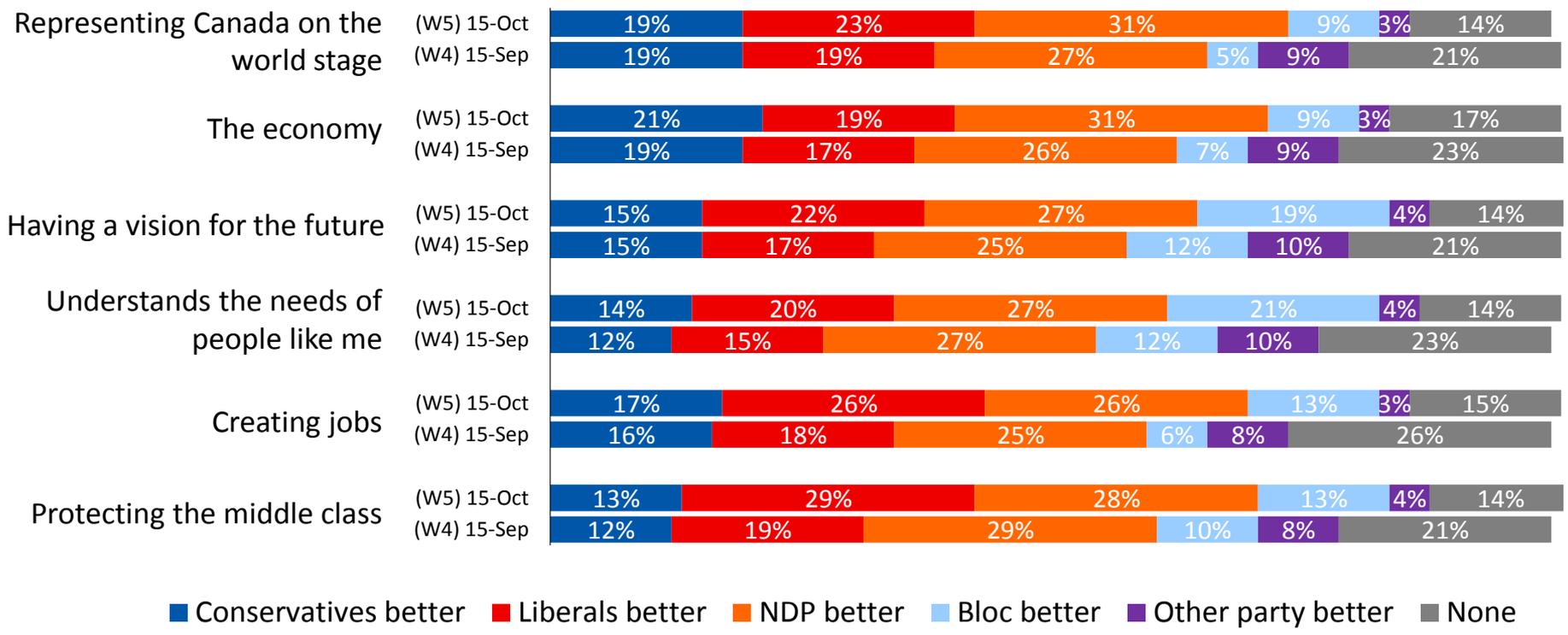
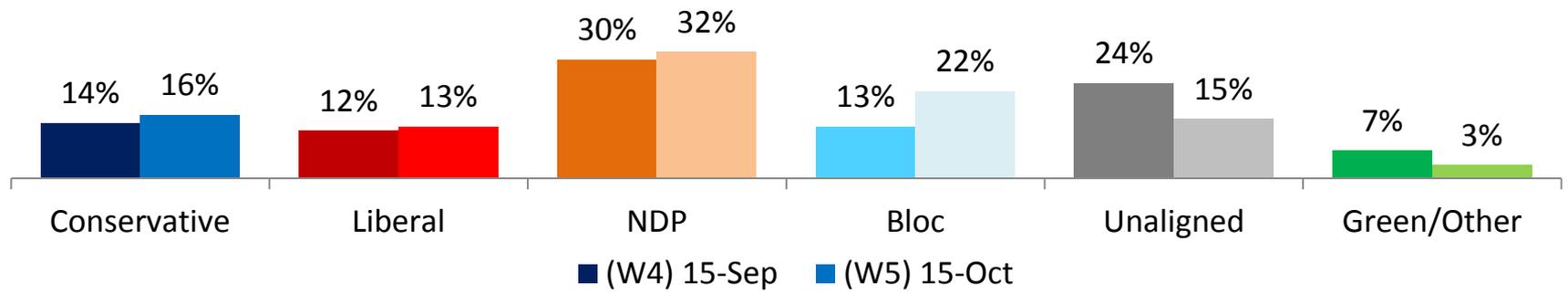


**Bloc ID**  
**[QUEBEC ONLY]: 23%**

- Bloc Quebecois much better
- Bloc Quebecois somewhat better



# Spotlight on Francophone Quebec: Support shifting from Unaligned to Bloc on vote and performance on key issues



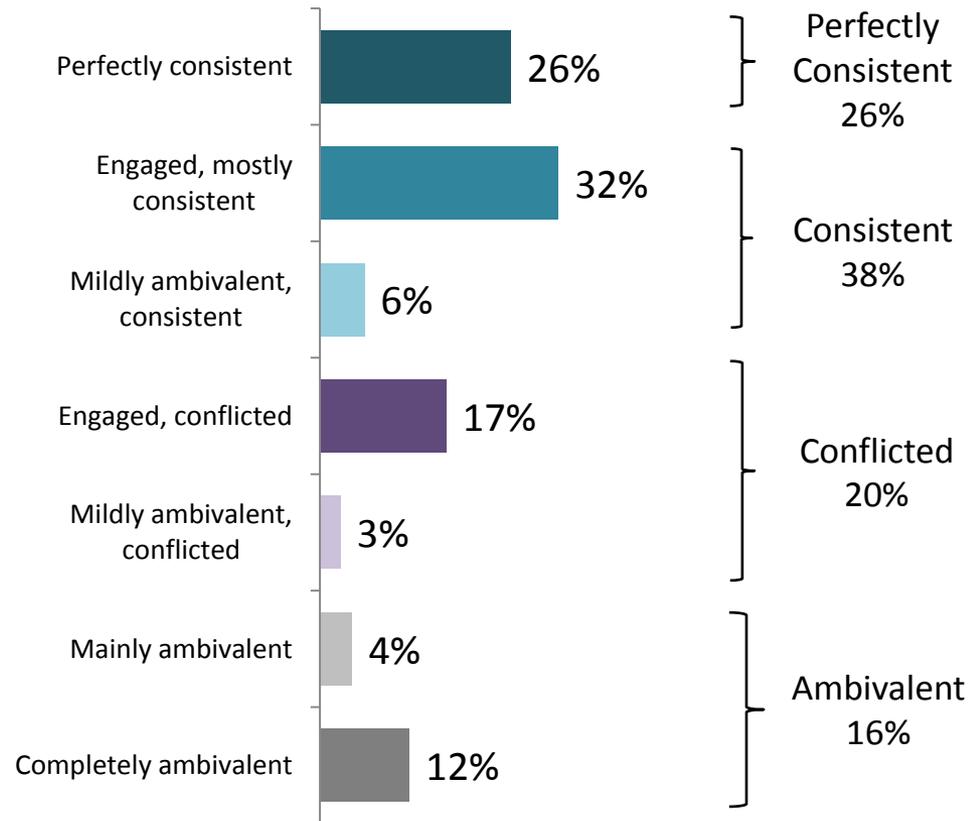
■ Conservatives better ■ Liberals better ■ NDP better ■ Bloc better ■ Other party better ■ None

# Consistency Segmentation

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# Consistency Segmentation

By measuring how consistent people are in which party they pick on the party and leader attributes (consistency) as well as how frequently they simply say they don't know which party to pick (ambivalence), we can understand both engagement and consistency of support for different parties.



# Made up Mind by Consistency: more than 6-in-10 conflicted voters are still making up their minds

Consistency Segmentation																
	Perfectly Consistent				Consistent				Conflicted				Ambivalent			
	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15
I have heard all I need	76%	79%	82%	76%	41%	48%	54%	46%	28%	35%	29%	32%	17%	23%	14%	18%
I would like to hear more	21%	19%	16%	20%	51%	45%	40%	47%	65%	58%	64%	63%	47%	42%	48%	44%
Don't know	3%	2%	2%	4%	8%	7%	6%	7%	8%	7%	7%	6%	36%	35%	38%	38%

# Combined Vote by Consistency: Perfectly Cons. most likely to vote LPC; NDP and LPC neck-and-neck among Conflicted

Combined Vote	Consistency Segmentation															
	Perfectly consistent				Consistent				Conflicted				Ambivalent			
	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15
Conservative	33%	33%	38%	31%	29%	29%	30%	30%	17%	12%	15%	19%	9%	11%	9%	10%
Liberal	25%	32%	31%	35%	25%	29%	28%	28%	27%	25%	20%	27%	7%	9%	10%	10%
NDP	35%	30%	25%	27%	29%	27%	26%	26%	31%	35%	32%	30%	10%	13%	11%	10%
Bloc Quebecois	3%	2%	2%	3%	4%	4%	3%	4%	5%	5%	6%	6%	1%	3%	1%	2%
Green	2%	2%	3%	2%	5%	4%	5%	4%	8%	13%	16%	9%	5%	7%	5%	4%
Other	0%	0%	0%		1%	1%	1%	0%	1%	1%	0%		1%	1%	3%	2%
Undecided /Don't know	1%	0%	1%	1%	7%	6%	6%	6%	9%	7%	8%	7%	48%	38%	42%	40%
Would not Vote/ None	0%	0%	0%	0%	1%	1%	1%	1%	2%	2%	2%	2%	18%	18%	19%	21%

# Likelihood to vote by Consistency: perfectly consistent still most likely to vote

		Consistency Segmentation															
		Perfectly consistent				Consistent				Conflicted				Ambivalent			
Likelihood to vote in upcoming election		Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 4: Sept '15	Wave 5: Oct '15
	Definitely	85%	87%	88%	83%	72%	75%	74%	67%	62%	66%	65%	64%	28%	27%	31%	34%
	Very likely	8%	7%	6%	7%	15%	13%	14%	18%	16%	14%	12%	20%	11%	14%	11%	15%
	Somewhat likely/DK	5%	5%	5%	7%	9%	8%	9%	11%	17%	13%	18%	9%	30%	30%	29%	23%
	Not very likely/ Definitely not	3%	1%	1%	2%	4%	4%	3%	4%	6%	7%	5%	6%	30%	30%	29%	27%



## Research-based strategic advice.

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