

Innovative Research Group, Inc.

www.innovativeresearch.ca

Toronto :: Vancouver



2015 Election Polling Wave 5: Public and Leaders Debate Deck



Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 29th to October 1st, 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 24th-30th, 2015, n=2,833; and “Wave 2 (August)” from August 24th to August 31st, 2015, n=3,631; “Wave 3 (September)” from September 4th-10th, 2015, n=2,121; and “Wave 4 (September 2)” from September 20th-24th, 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?

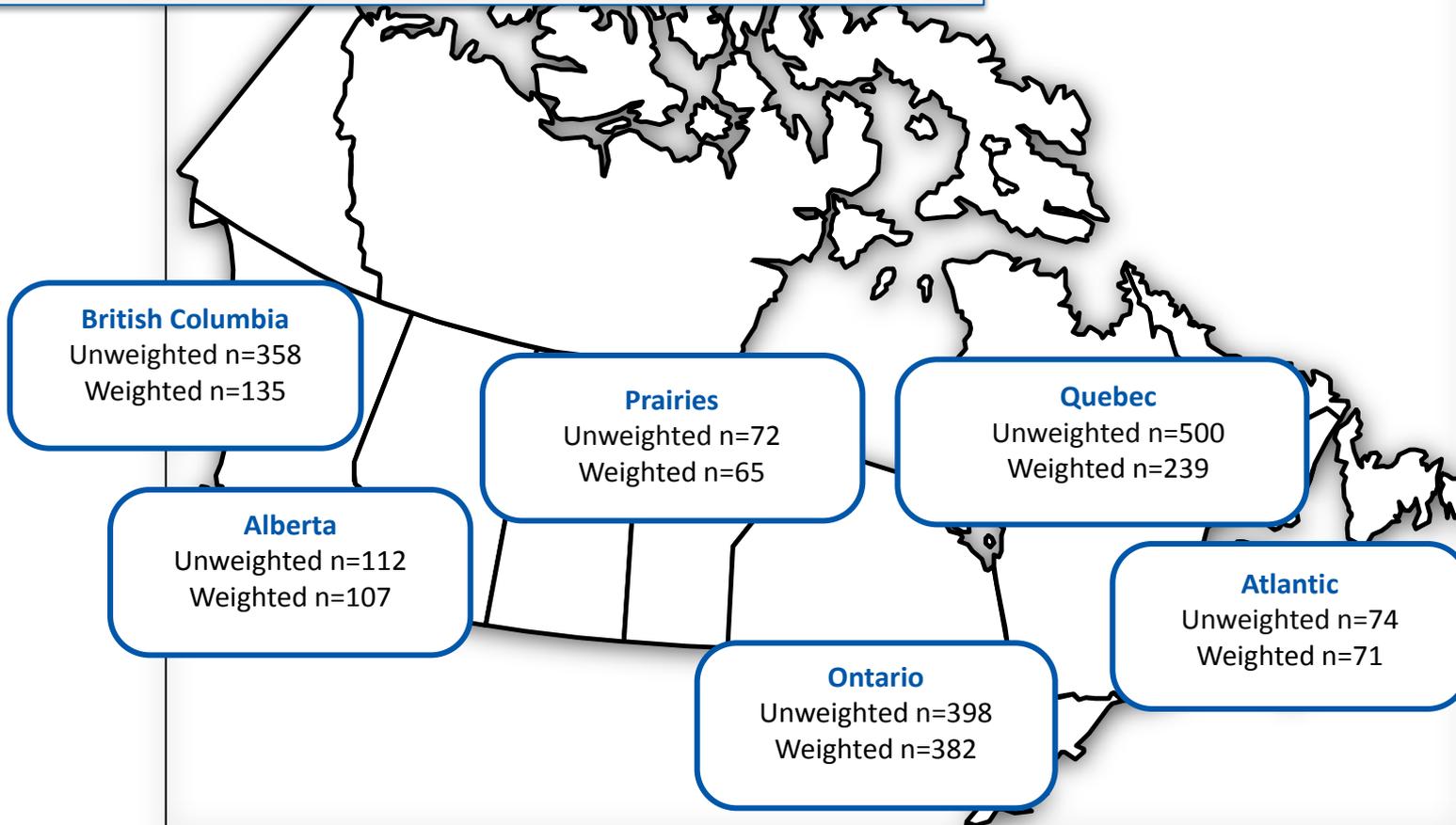
Regional groupings include:

- 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

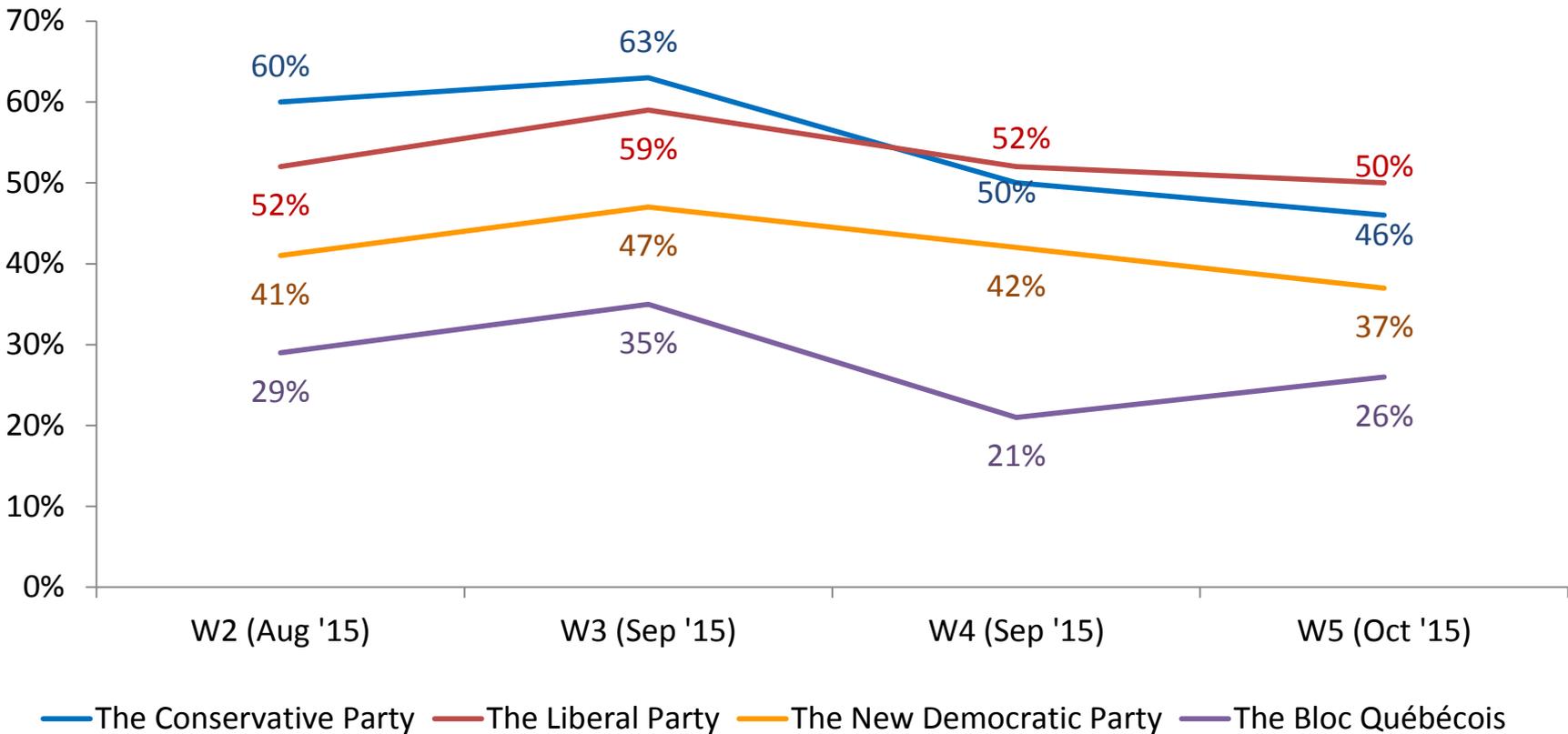
Gender	Men	Women
Unweighted (n-size)	686	828
Weighted (n-size)	485	515

Public Debate

RSH Tracking: RSH for main parties has declined since the last wave



Have you read, seen or heard anything about [Stephen Harper/Justin Trudeau/Thomas Mulcair/Gilles Duceppe] and the federal [Conservative/Liberal/NDP/Bloc Québécois] party in the last few days?

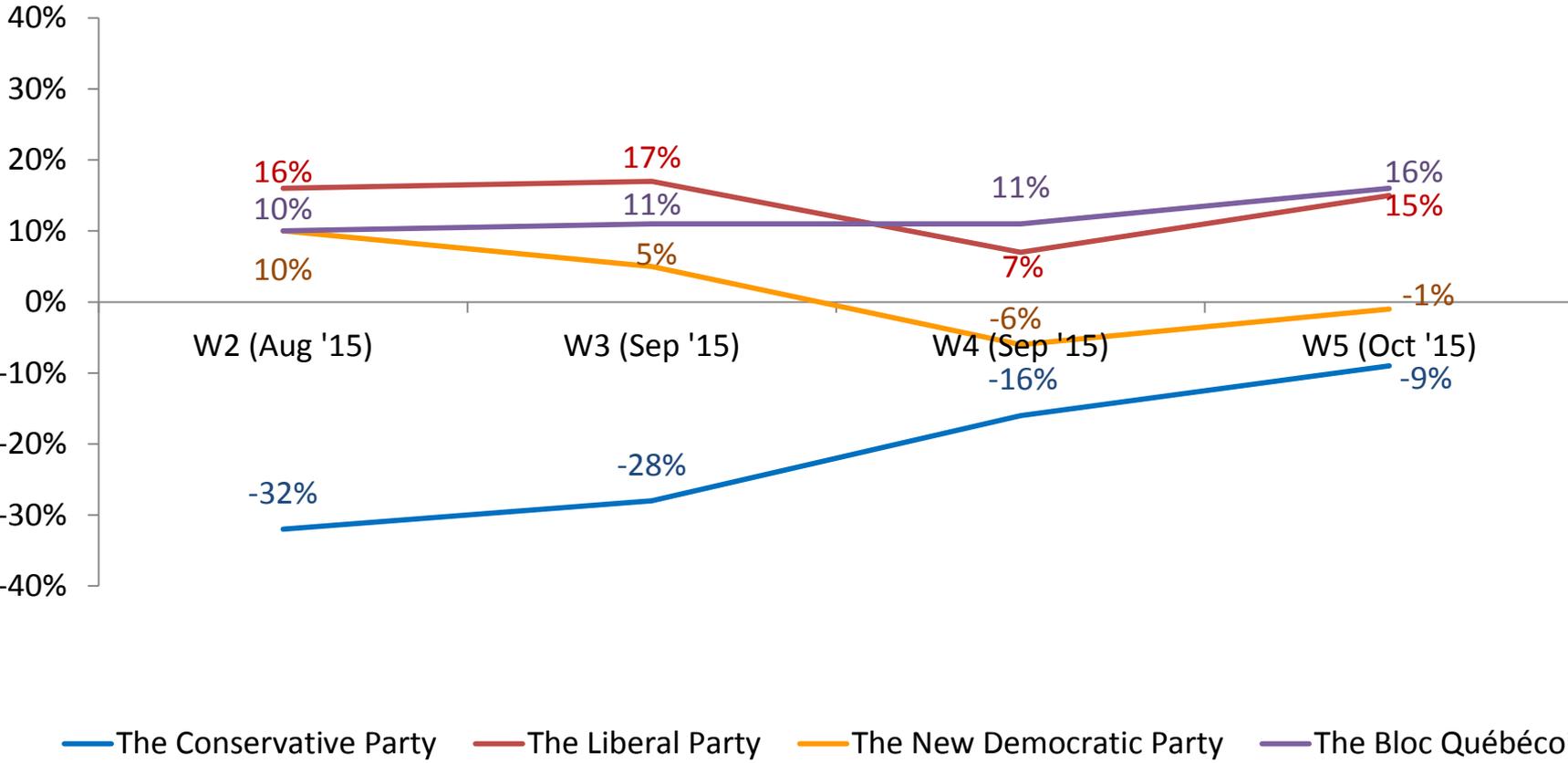


Note: Gilles Duceppe/Bloc Québécois asked in Quebec only

Net Impact of RSH Tracking: Impact of RSH is improving for the for all four parties, particularly Liberals



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [Stephen Harper/Justin Trudeau/Thomas Mulcair/Gilles Duceppe] and the federal [Conservative/Liberal/NDP/Bloc Québécois] party, or did it make no difference?



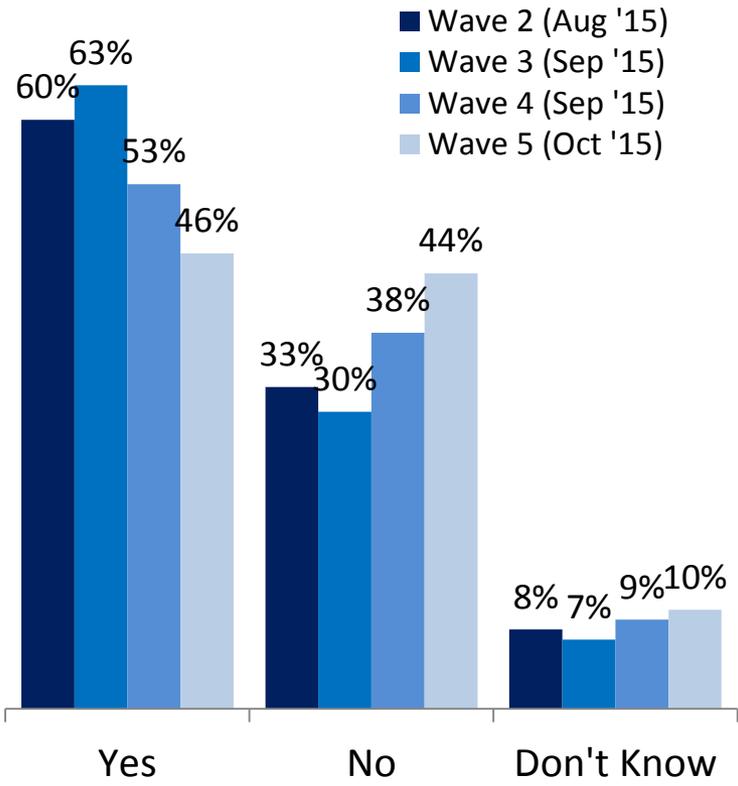
Note: Gilles Duceppe/Bloc Quebecois asked in Quebec only



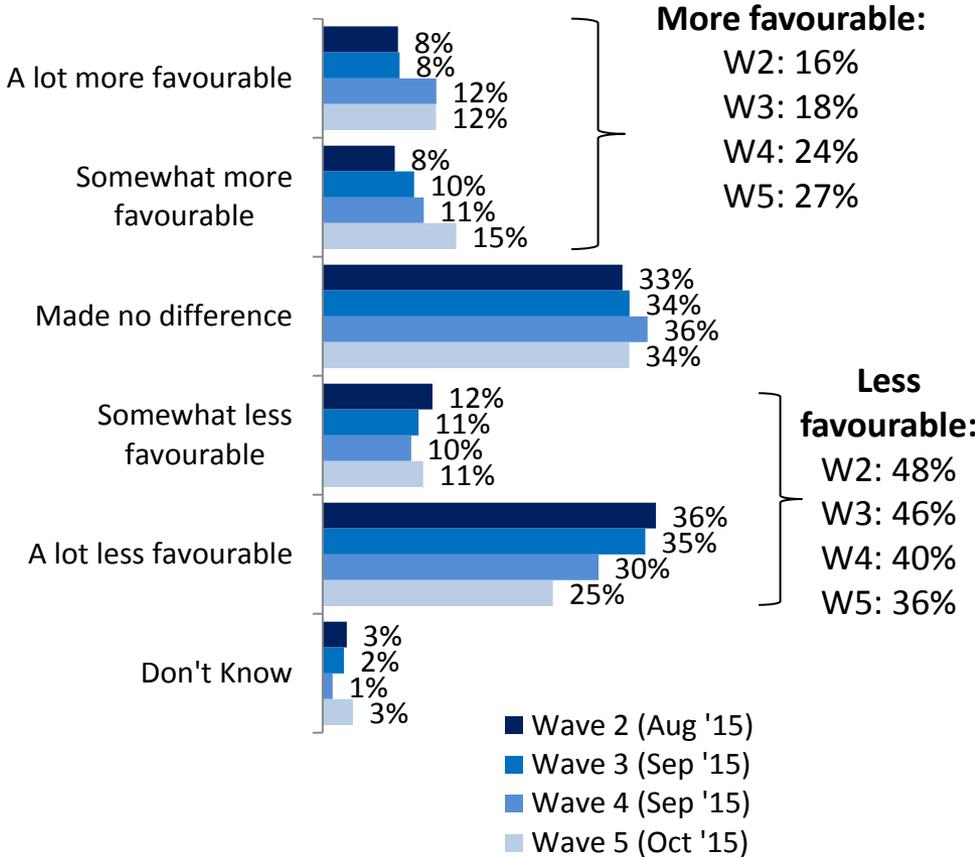
RSH about Conservatives: public debate impact is improving for CPC, but fewer people hearing about them



Have you read, seen or heard anything about Stephen Harper and the federal Conservative party in the last few days?



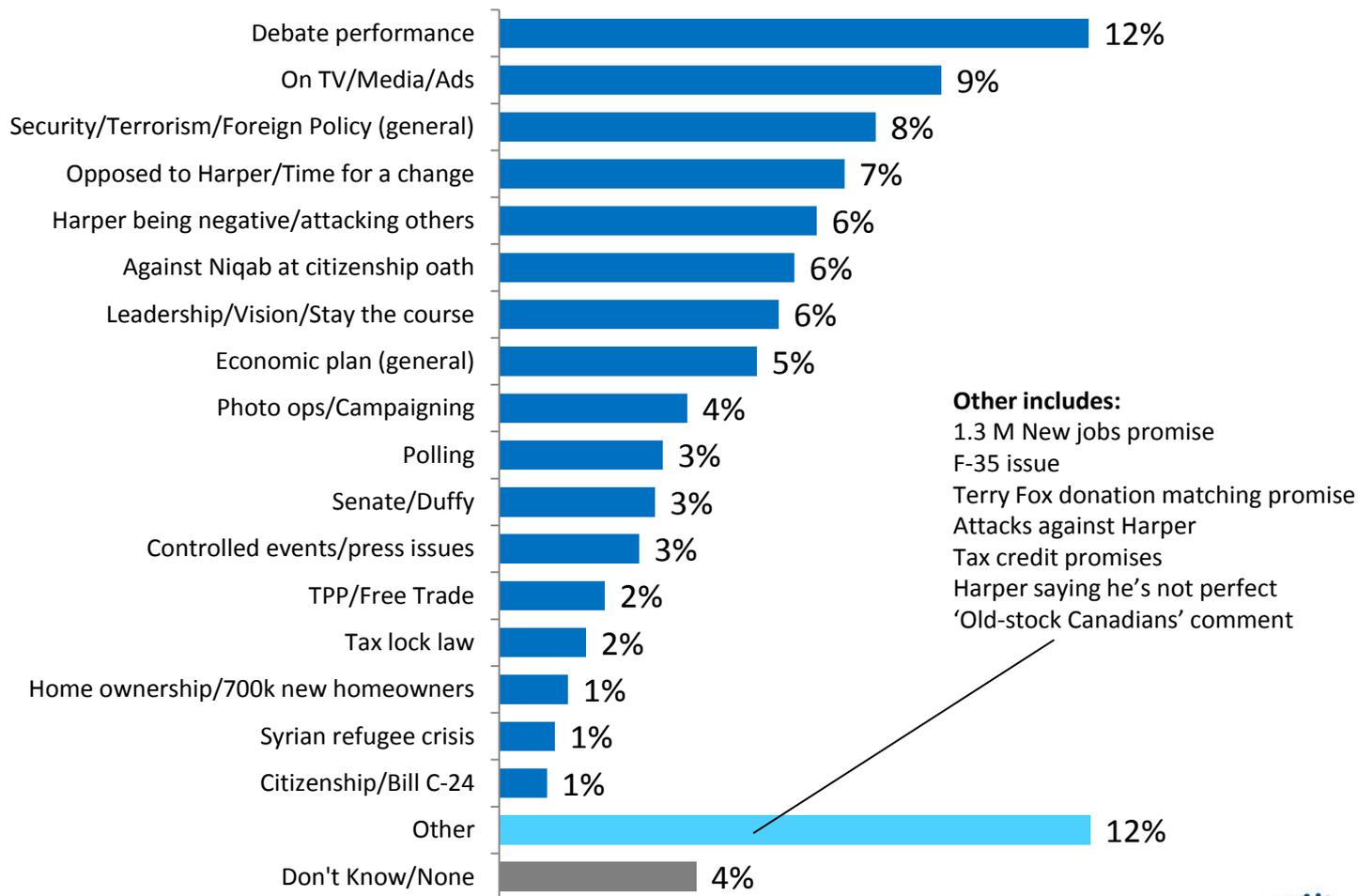
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?



RSH for CPC: debate performance, ads, security top issues, Niqab issue a frequent RSH this wave ¹⁰



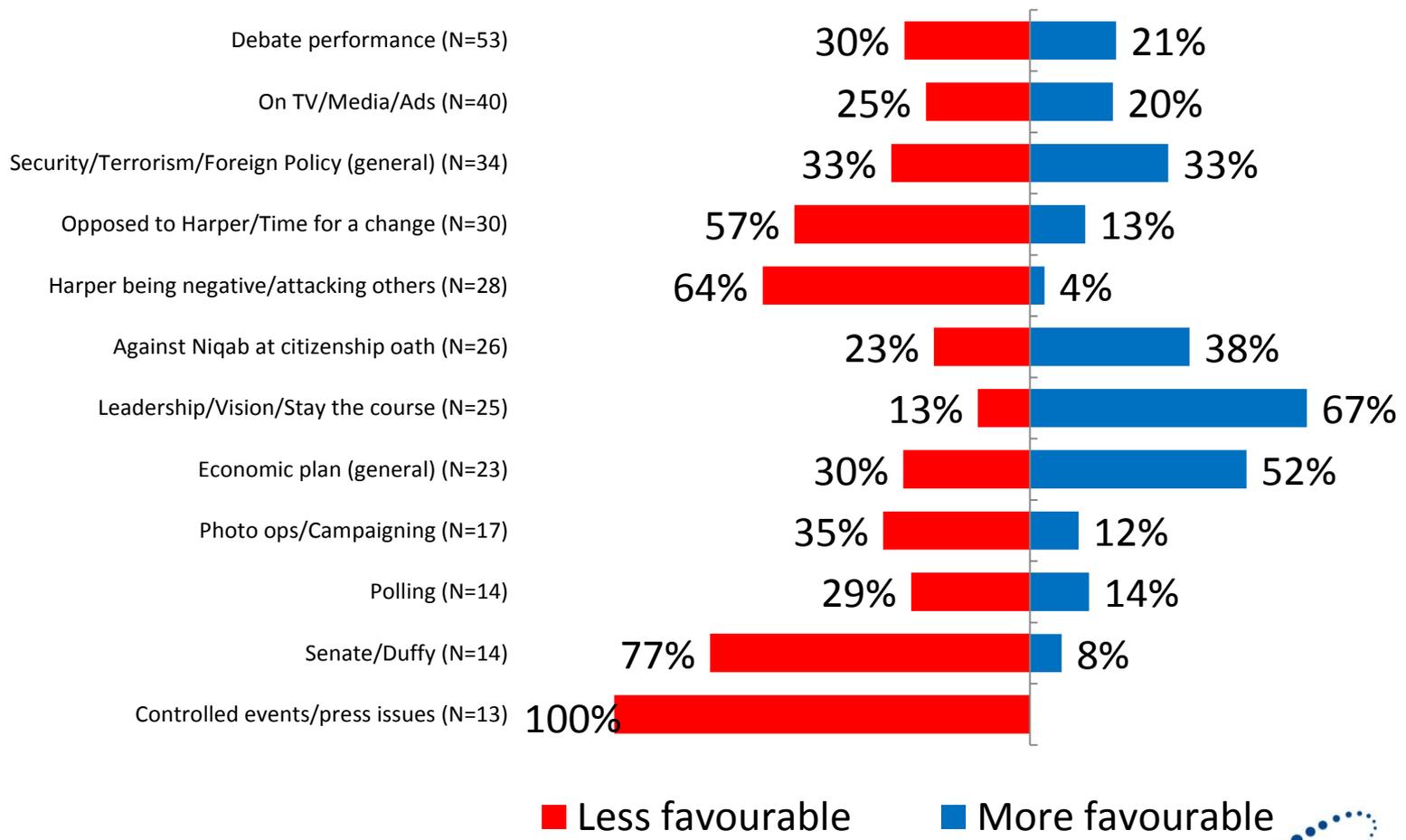
And what did you read, see, or hear about Stephen Harper and the federal Conservative Party? [n=440]



Note: Refused/Bad response (5%) not shown.

RSH Impact for CPC: Debate performance, security mixed, Niqab, economic plan play net positive for CPC

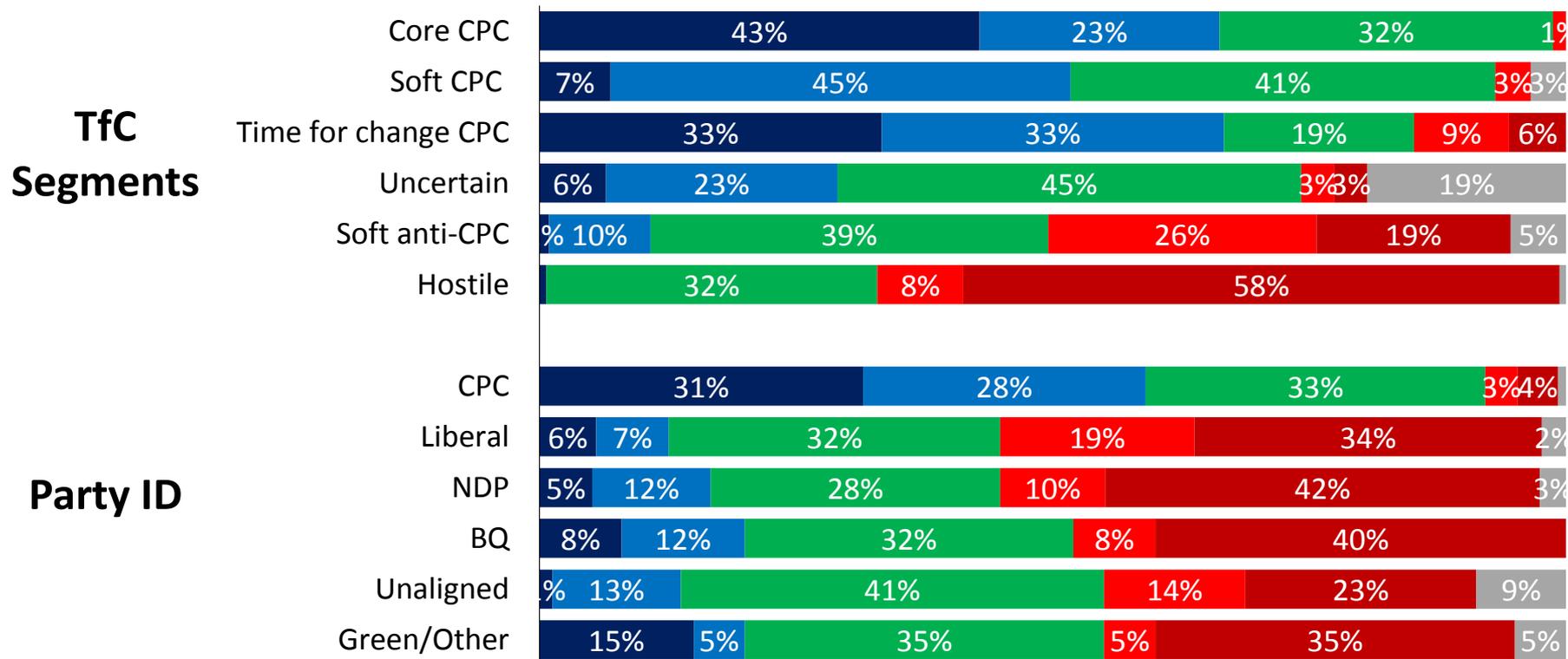
Q And what did you read, see, or hear about Stephen Harper and the federal Conservative Party? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?



Note: Only codes with N>=10 are included in this analysis

RSH impact for CPC: Tfc Tories and uncertain voters positive,¹² but unaligned voters responding negatively

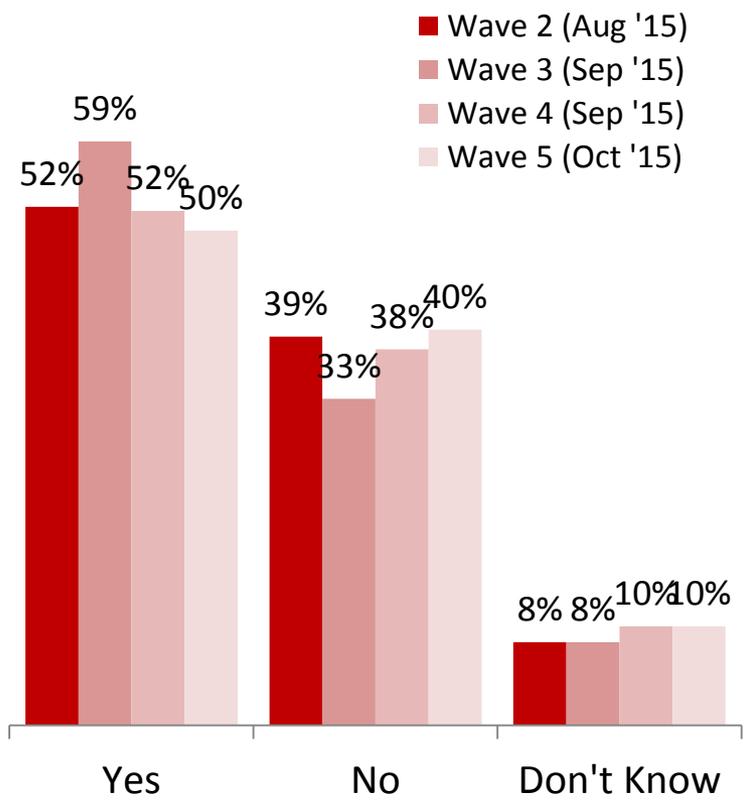
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?



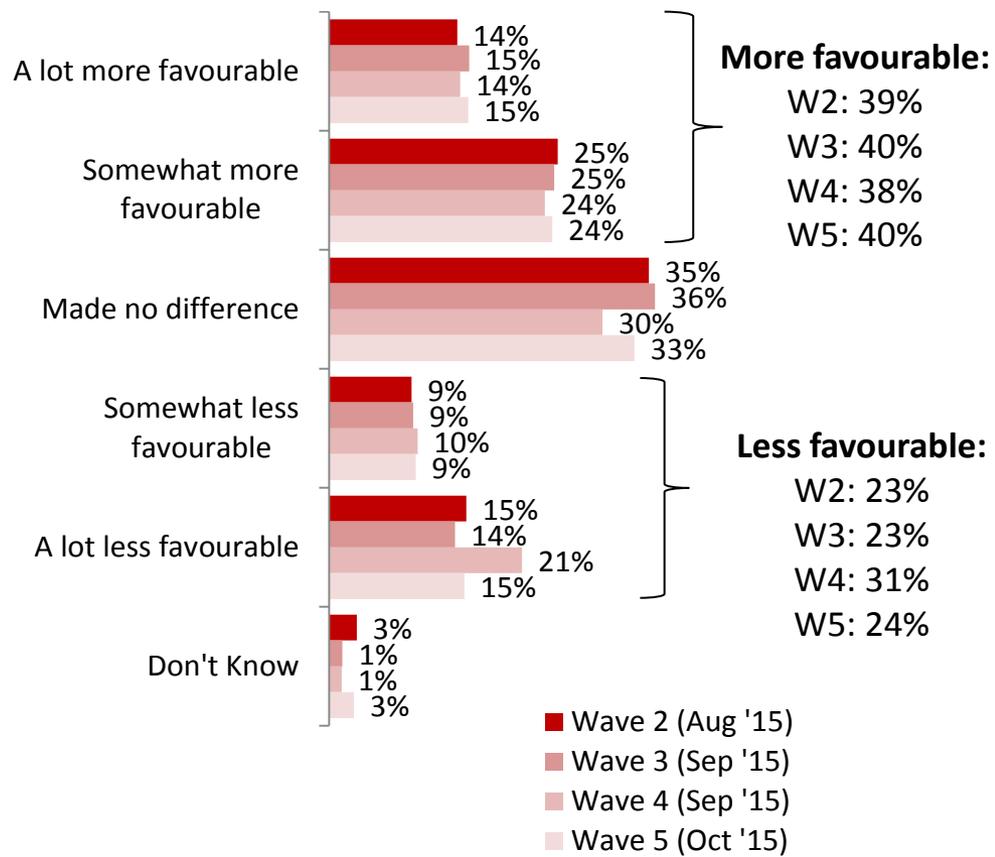
■ A lot more favourable
 ■ Somewhat more favourable
 ■ Made no difference
■ Somewhat less favourable
 ■ A lot less favourable
 ■ Don't Know

RSH about Liberals: RSH steady, unfavourable impressions back down after spike in last wave

Q Have you read, seen or heard anything about Justin Trudeau and the federal Liberal party in the last few days?



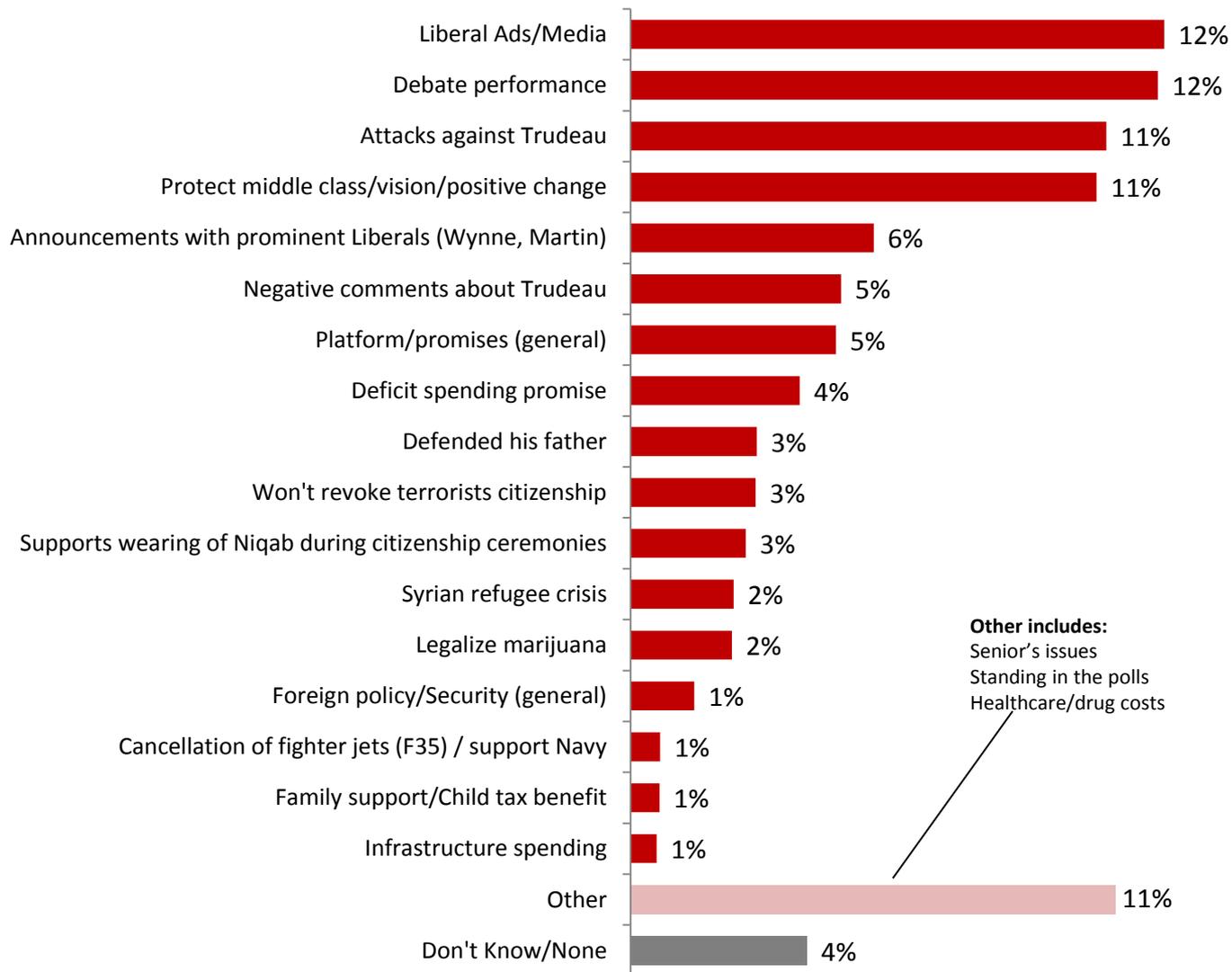
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?



RSH about Trudeau: Ads, debates top mentions this week

Q

And what did you read, see, or hear about Justin Trudeau and the federal Liberal party? [n=482]

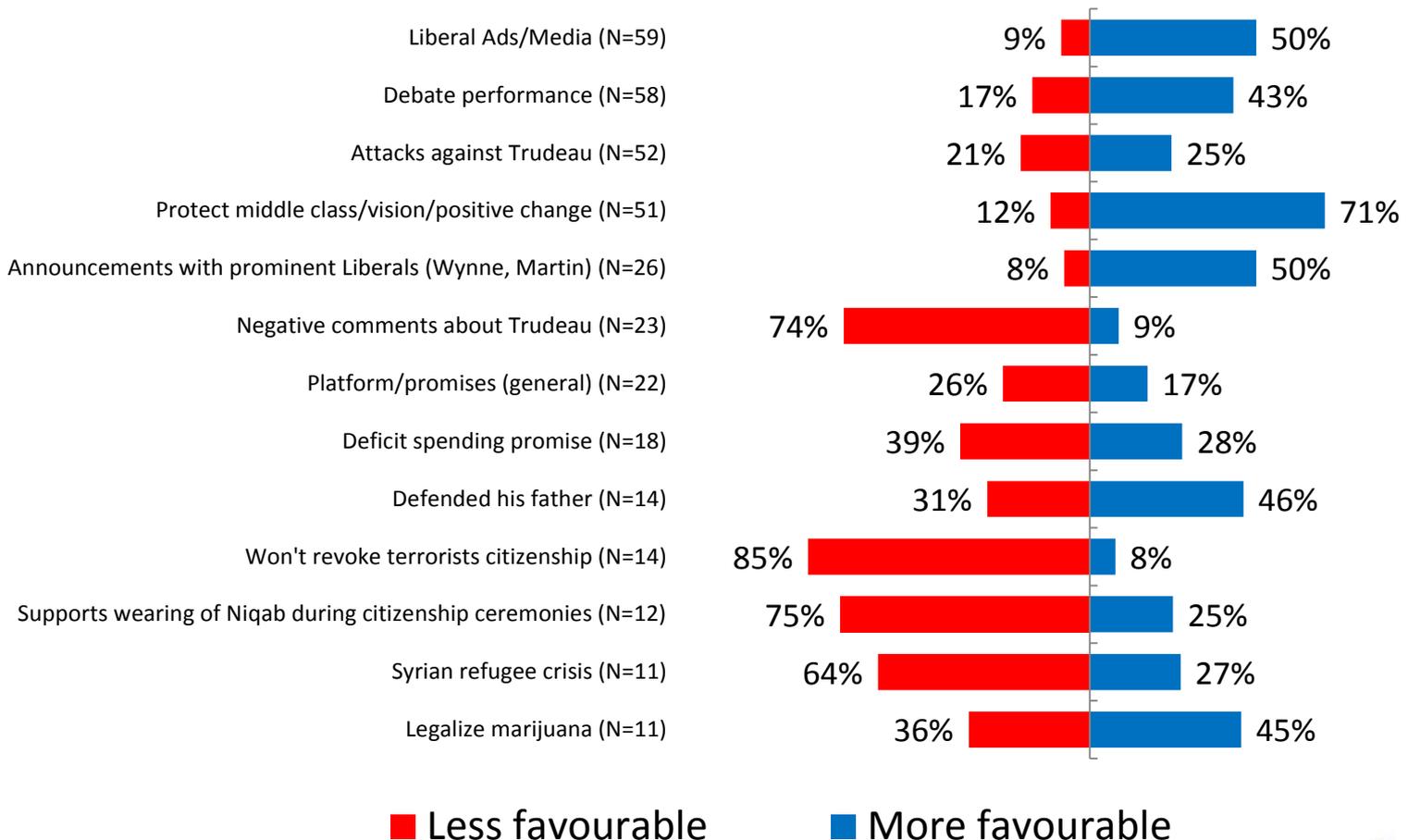


Note: Refused/Bad respondent (5%) not shown.

RSH impact for LPC: Liberal ads, debate make people feel more positive towards Trudeau and LPC

Q

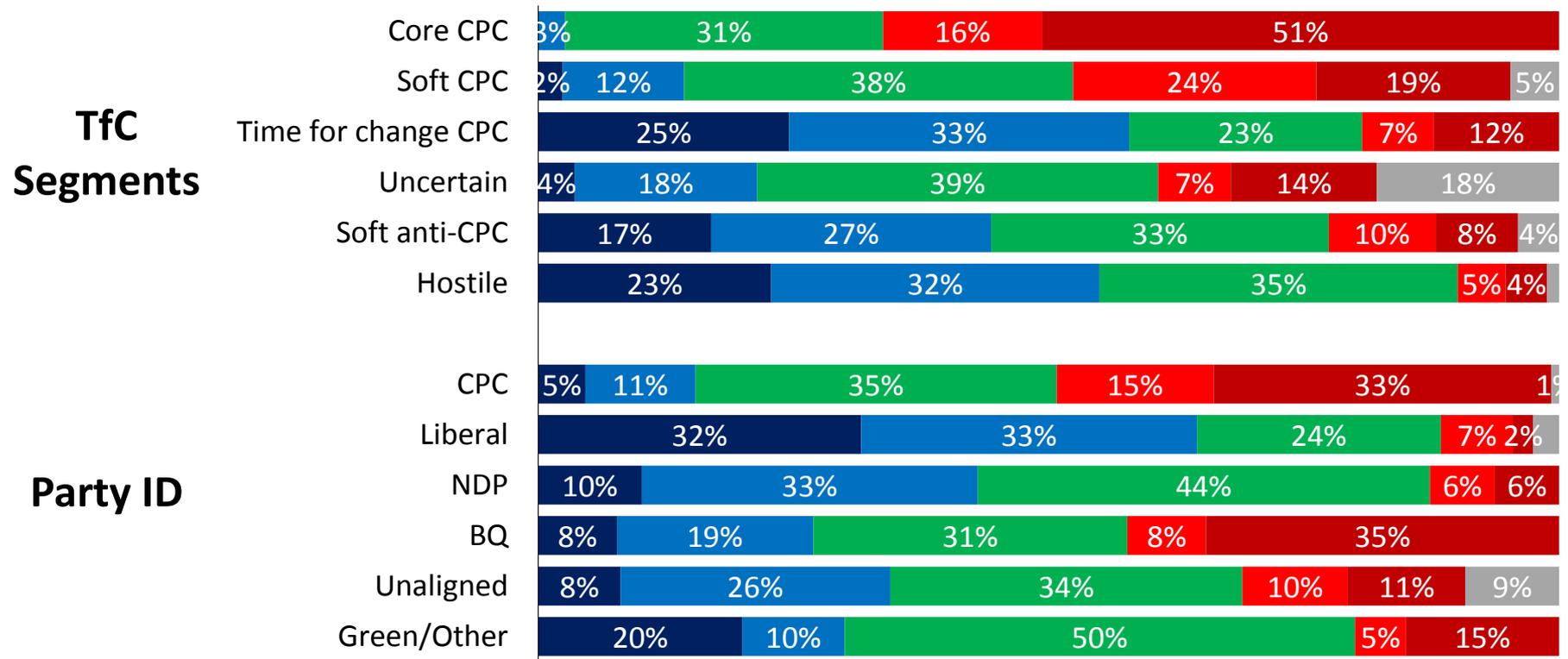
And what did you read, see, or hear about Justin Trudeau and the Liberal Party? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal Party, or did it make no difference?



Note: Only codes with N>=10 are included in this analysis

RSH impact for LPC: Tfc Tories, LPC and NDP identifiers, Unaligned like what they heard about Trudeau and Liberals

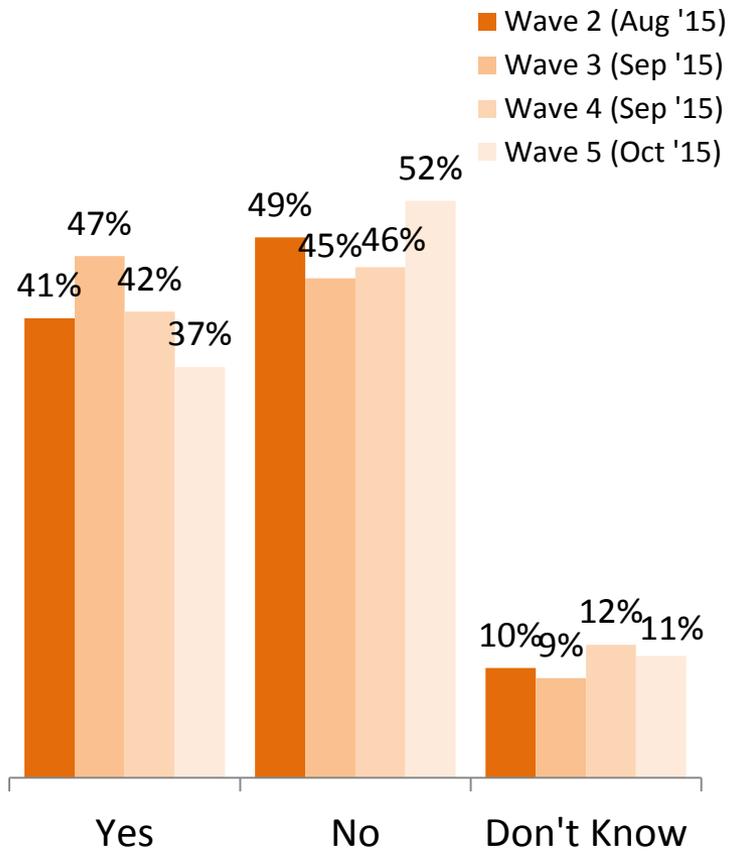
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?



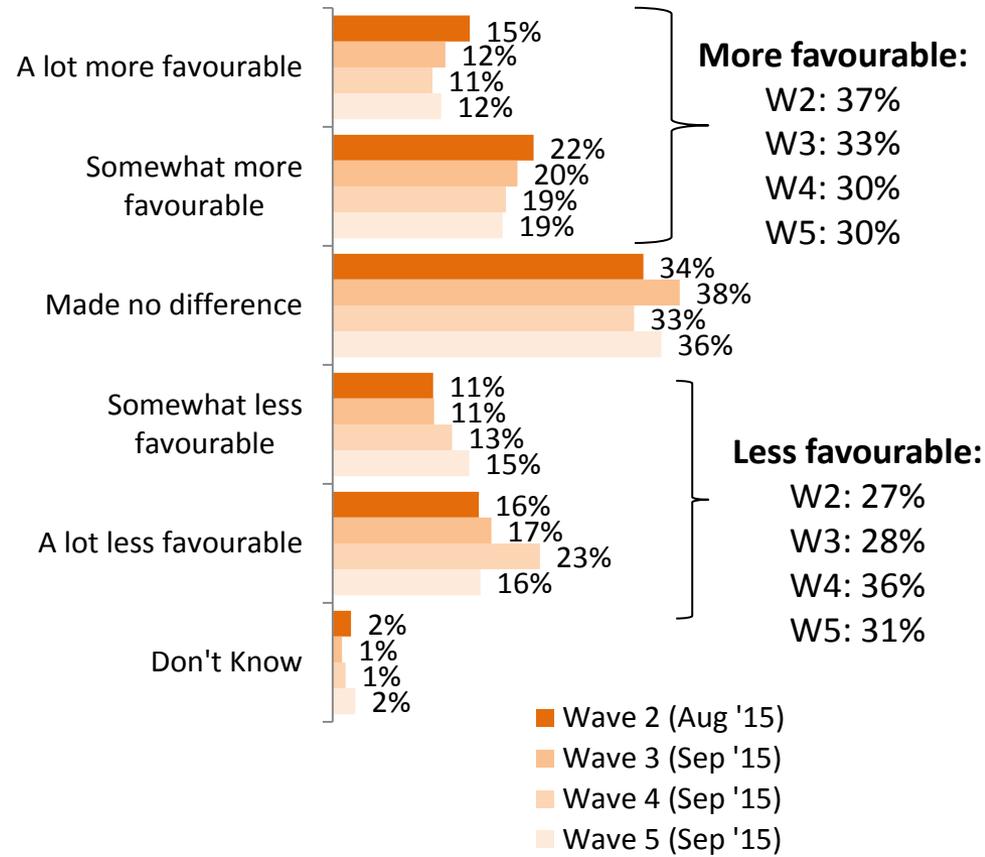
■ A lot more favourable
 ■ Somewhat more favourable
 ■ Made no difference
■ Somewhat less favourable
 ■ A lot less favourable
 ■ Don't Know

RSH about NDP: voters hearing less and less about NDP, unfavourables down after spike in last wave

Q Have you read, seen or heard anything about Thomas Mulcair and the federal NDP in the last few days?

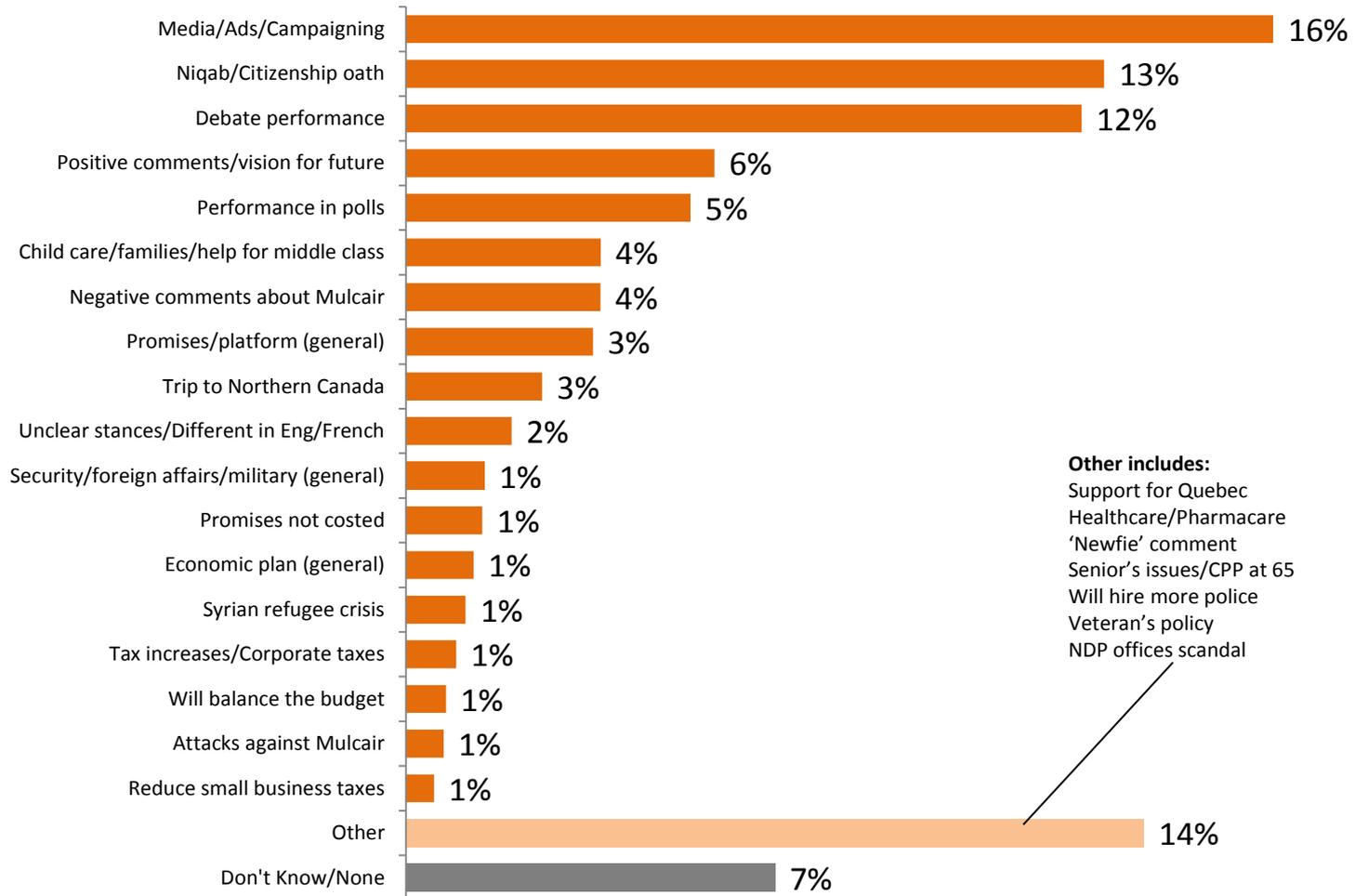


Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?



RSH for NDP: ads/media, Niqab issue, debates top mentions for NDP

Q And what did you read, see, or hear about Thomas Mulcair and the federal NDP? [n=366]

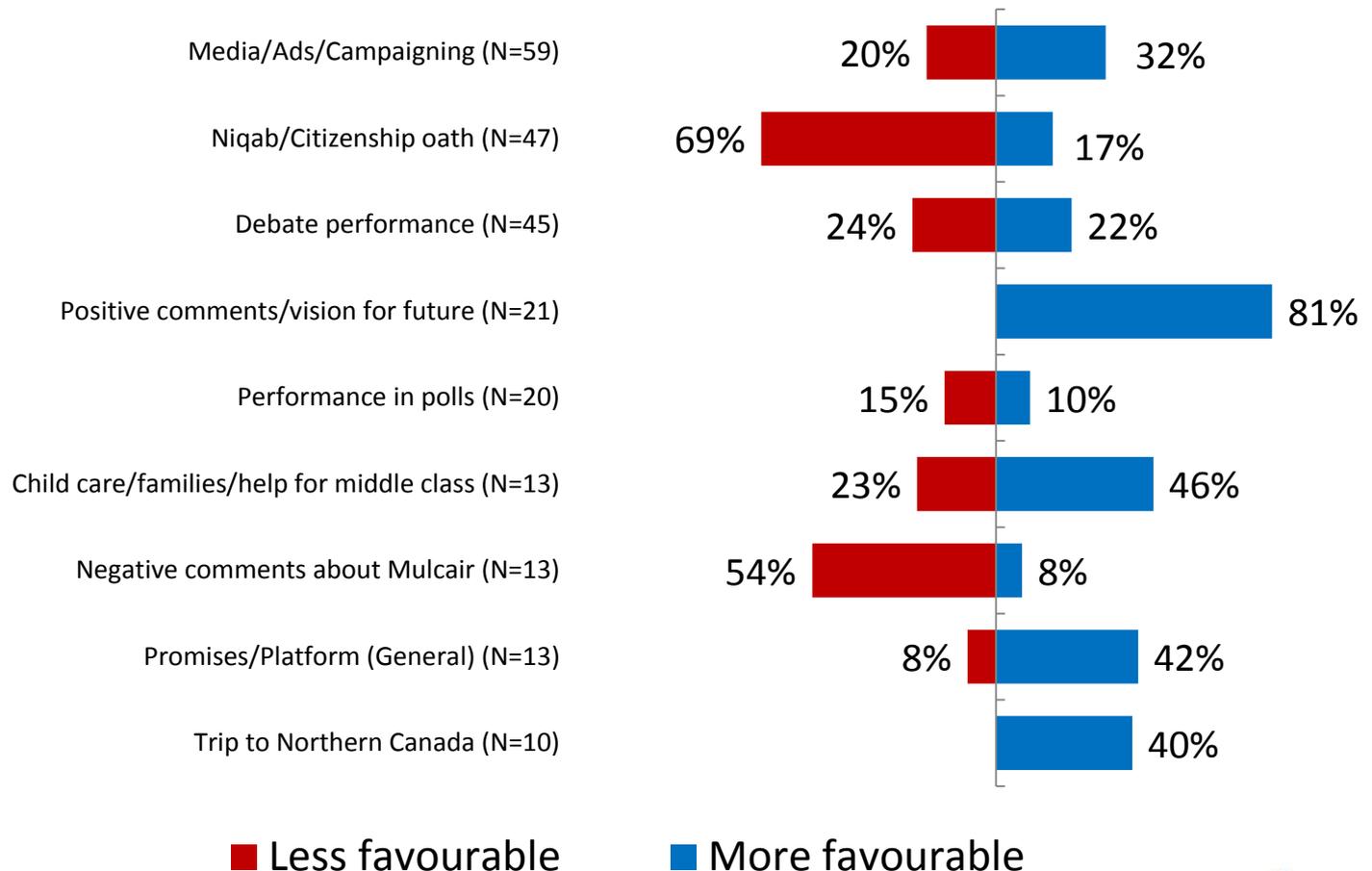


Note: Refused/Bad respondent (4%) not shown.

RSH for NDP: Niqab reads negative for NDP, debate performance mixed

Q

And what did you read, see, or hear about Thomas Mulcair and the federal NDP? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?

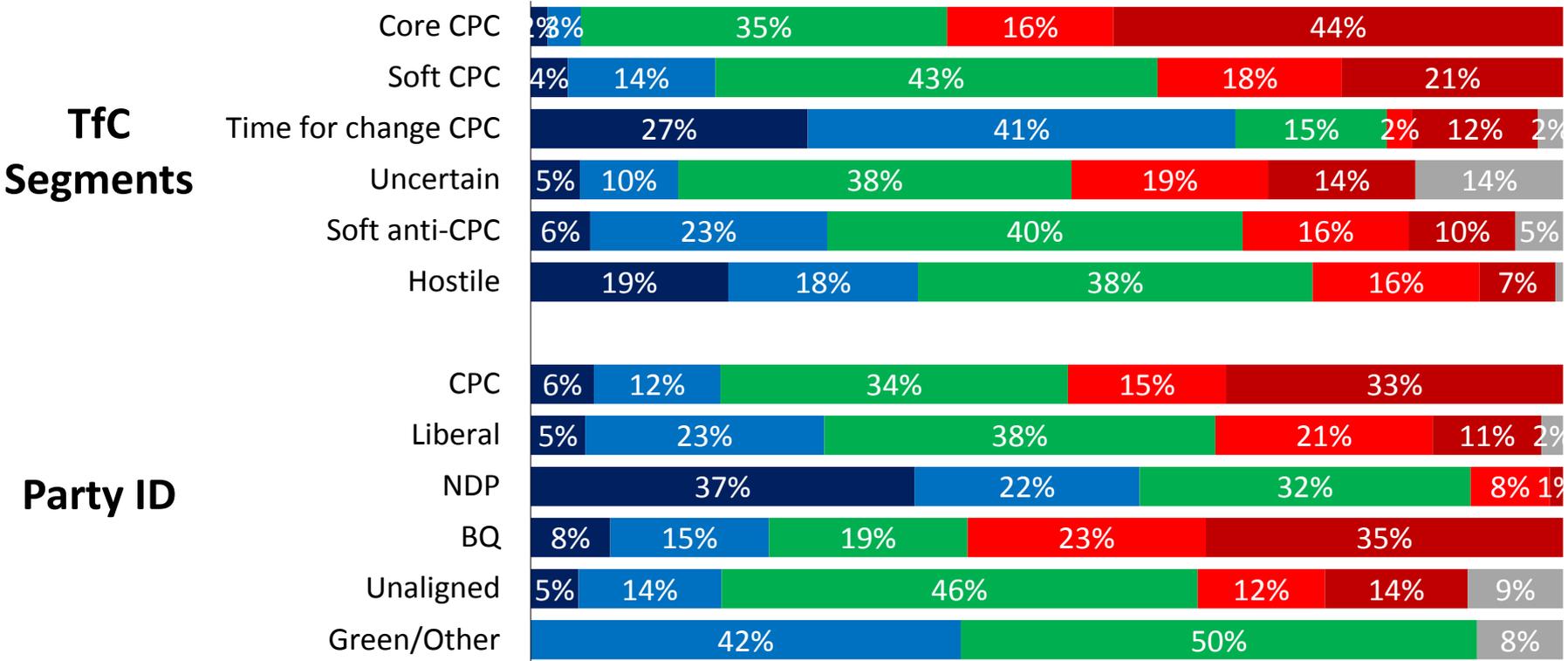


Note: Only codes with N>=10 are included in this analysis

RSH impact for NDP: unaligned, LPC, and BQ identifiers are²⁰ all negative on what they're hearing about NDP



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?

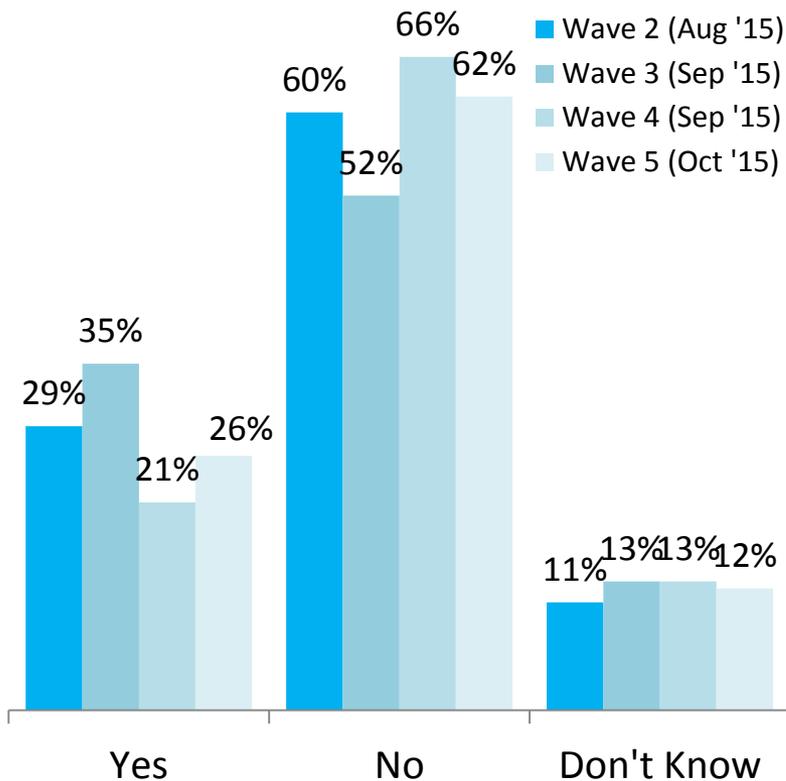


[QC ONLY] RSH about BQ: RSH up 5 points, impact slightly more favourable this week 21



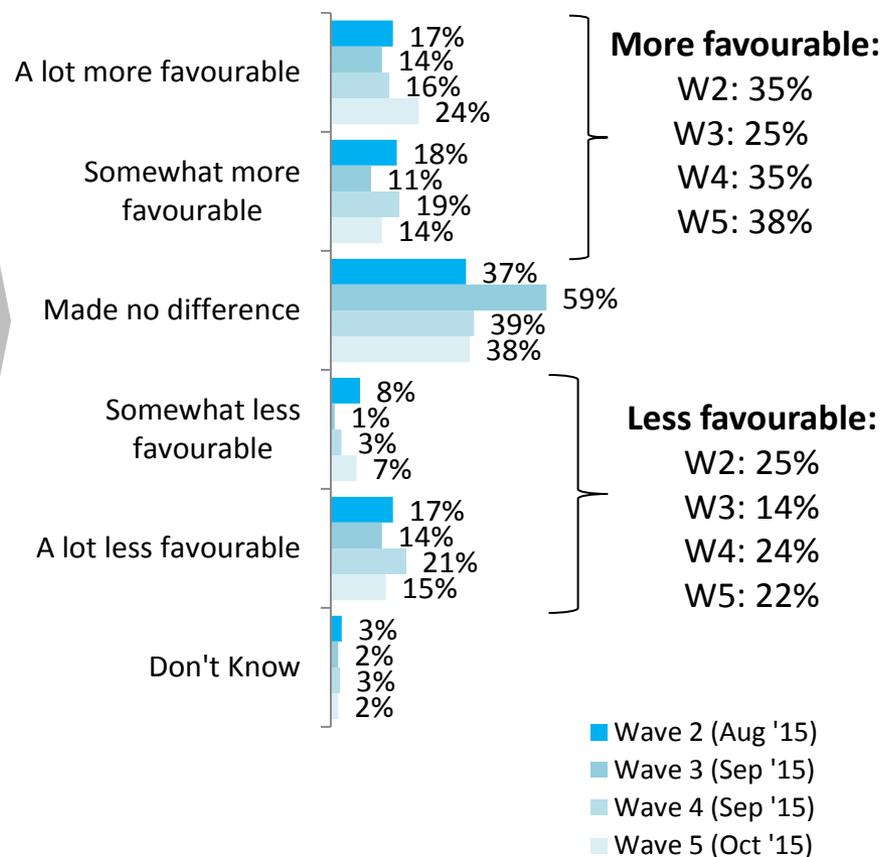
Have you read, seen or heard anything about Gilles Duceppe and the Bloc Quebecois in the last few days?

[QC Only]



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference?

[QC Only; RSH only n=61 weighted; n=129 unweighted]

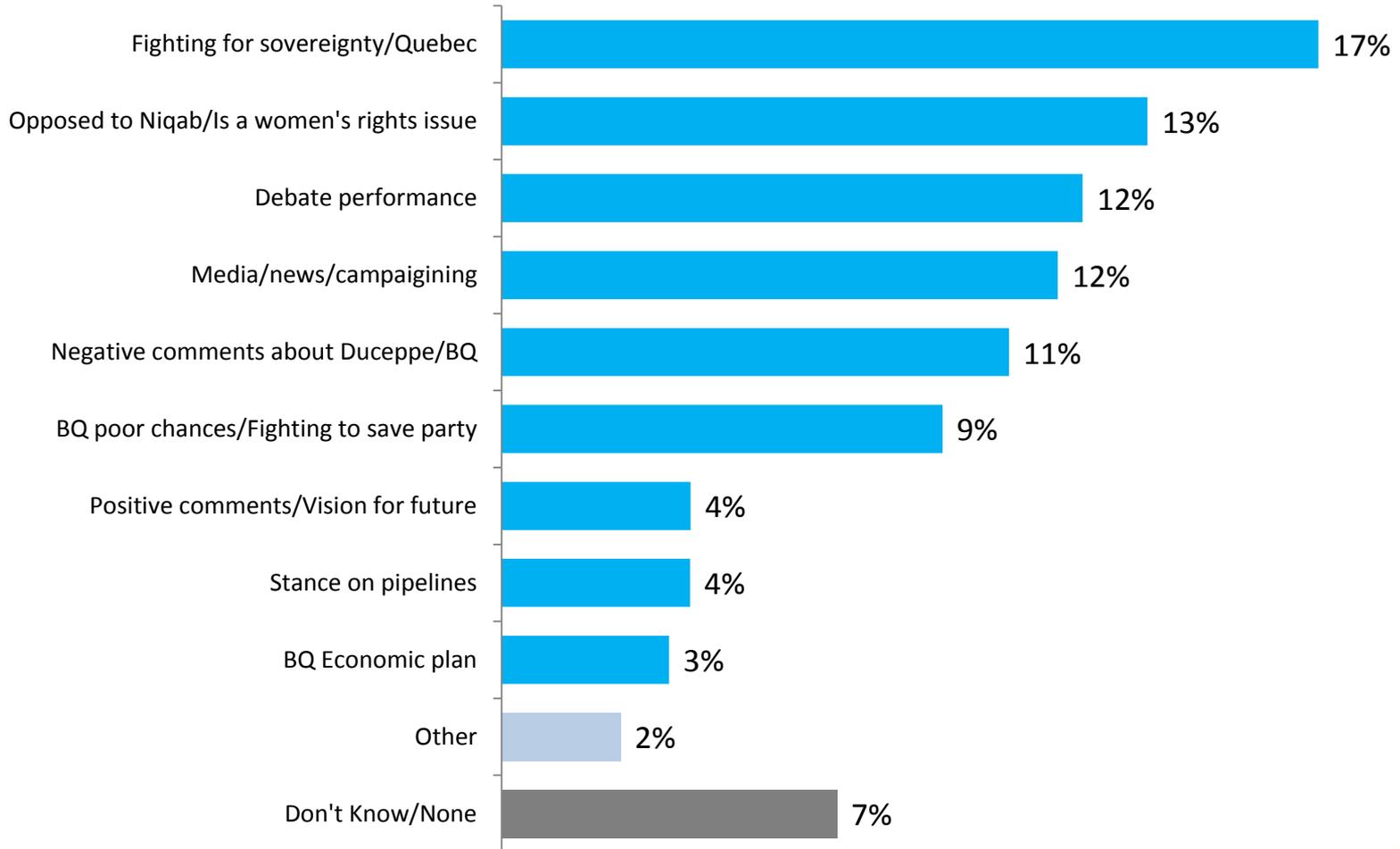


RSH for BQ: sovereignty top issue, followed by Niqab and debate performance



And what did you read, see, or hear about Gilles Duceppe and the Bloc Quebecois?

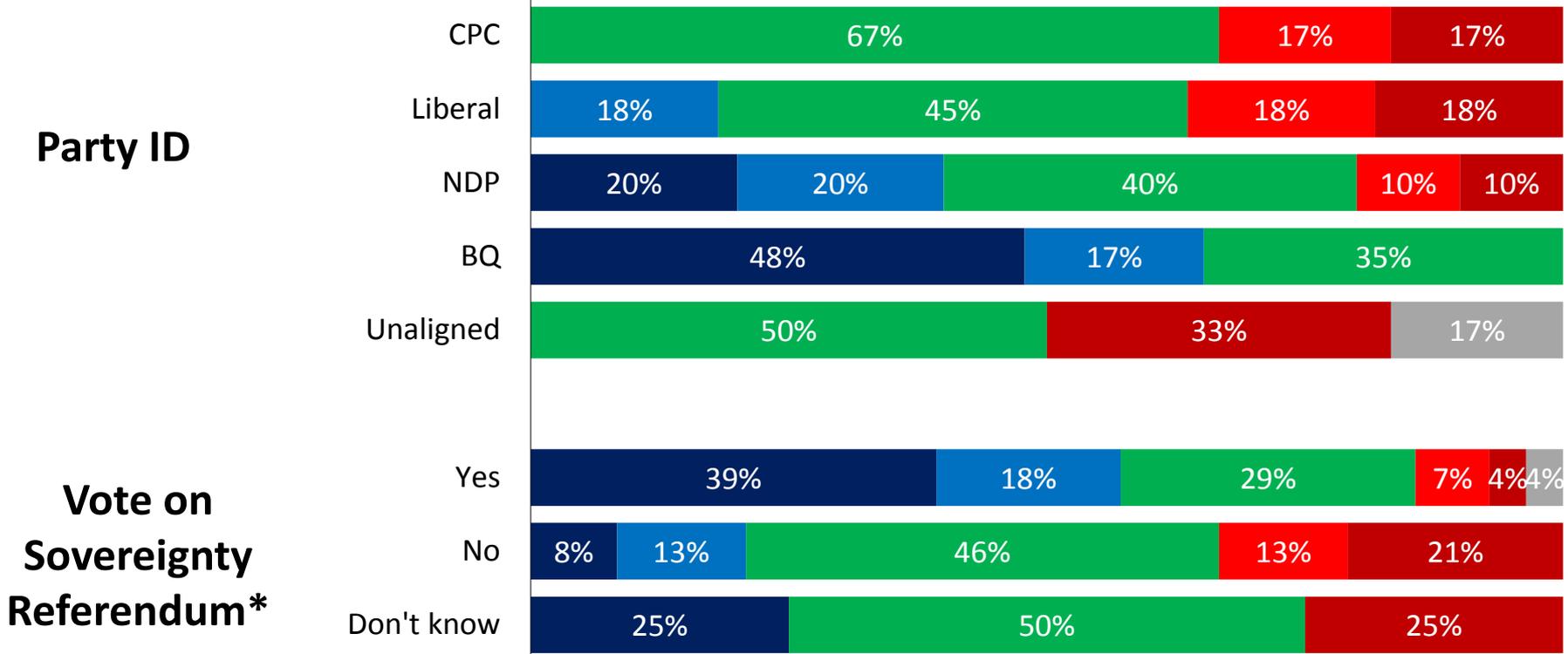
[N=59, QC ONLY]



Note: Refused/Bad response (5%) not shown.

RSH impact for Bloc: BQ-identifiers, “Yes” on sovereignty voters much more favourable towards Duceppe and Bloc

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference? [QC ONLY; RSH DUCEPPE ONLY; n=61 weighted; 129 unweighted]



■ A lot more favourable
 ■ Somewhat more favourable
 ■ Made no difference
■ Somewhat less favourable
 ■ A lot less favourable
 ■ Don't Know

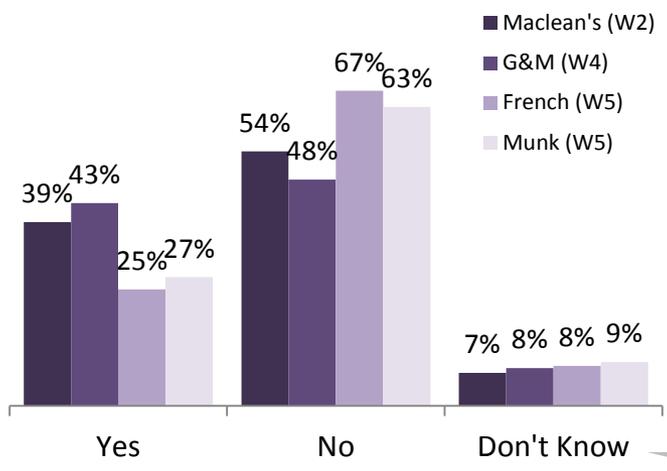
*Question wording: “If a referendum were held today based on the same question that was asked during the last referendum in 1995, i.e. sovereignty combined with a partnership offer for the rest of Canada, would you vote YES or would you vote NO?”



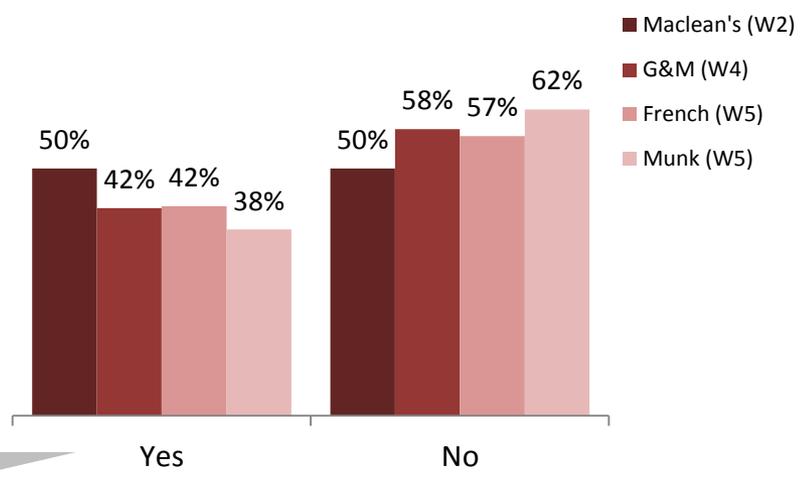
Leaders Debates Tracking: French language and Munk debates

Debate attention: only about 1-in-4 heard about the two more recent debates, fewer of those who heard watched

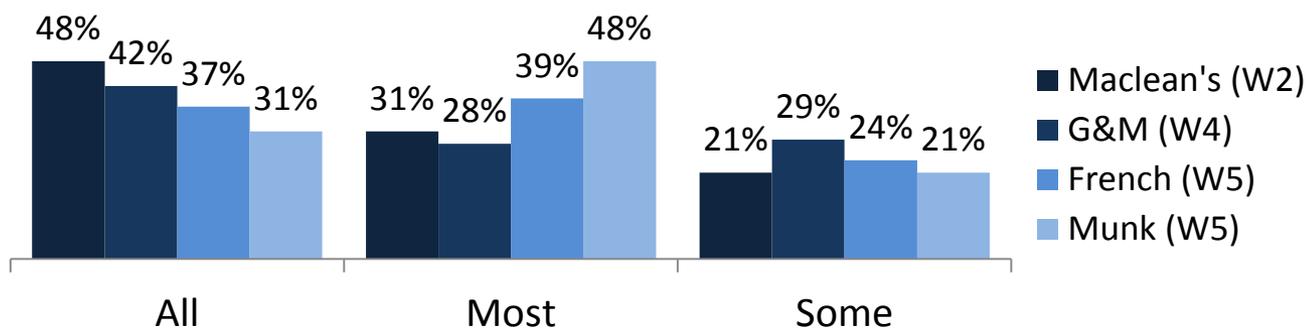
Q Have you read, seen, or heard anything about the [French language] federal leader's debate [on foreign policy] that was held on [date]?*



Q Did you happen to watch the debate yourself?
[Only of those who RSH about it]



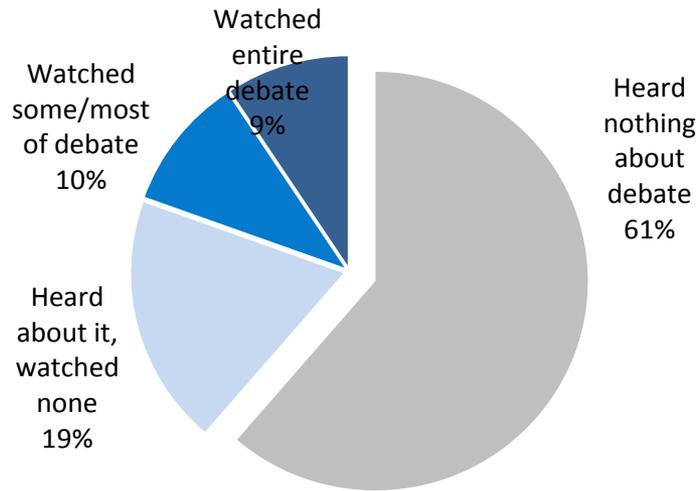
Q Did you watch all of the debate or just some of it?
[Only of those who watched debate]



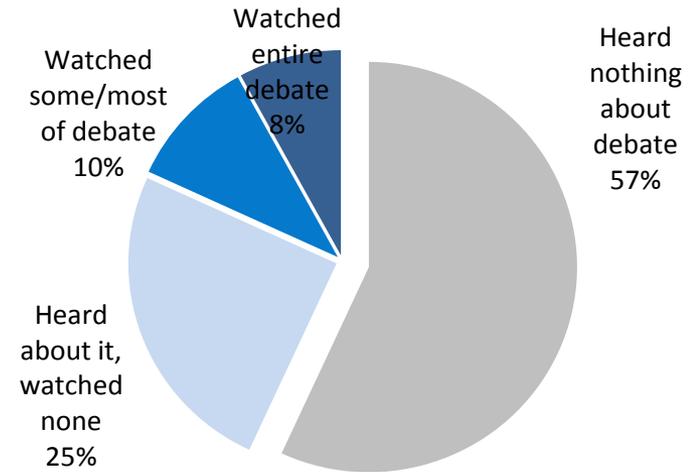
*Question wording is specific to each debate as noted by wording differences in square brackets

Debate attention: three quarters heard nothing about each recent debate, only 3-4% watched each in entirety

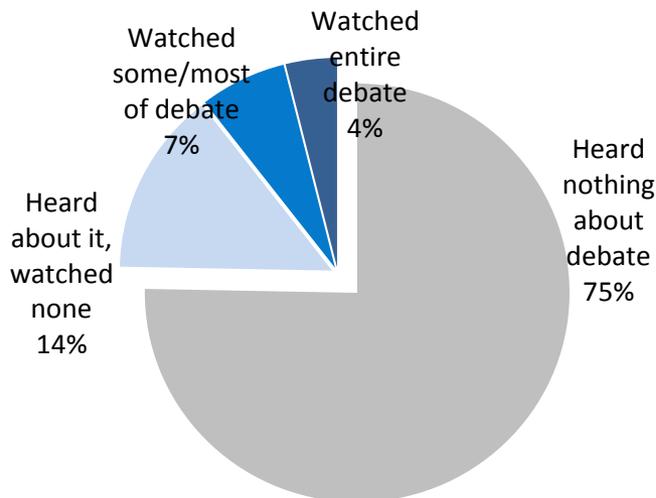
Debate watching segmentation: Maclean's



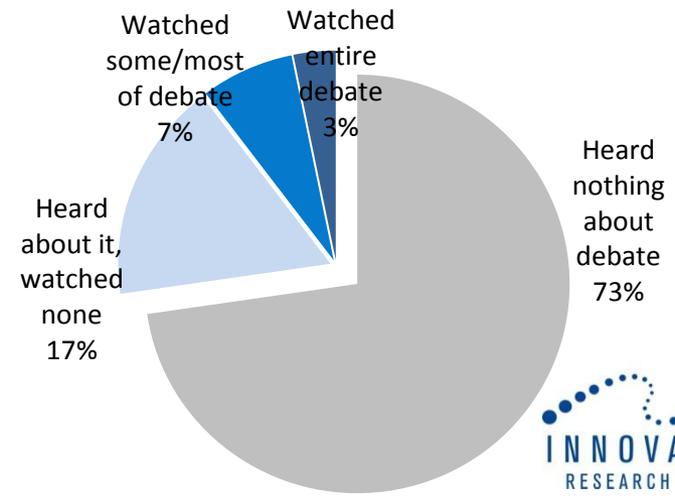
Debate watching segmentation: Globe and Mail



Debate watching segmentation: French Language



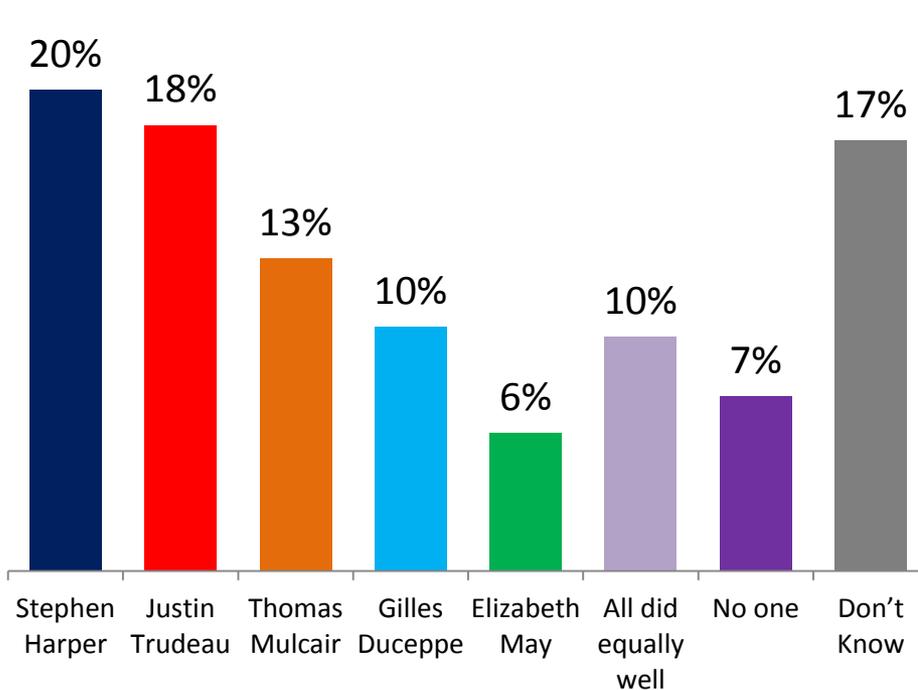
Debate watching segmentation: Munk Debate



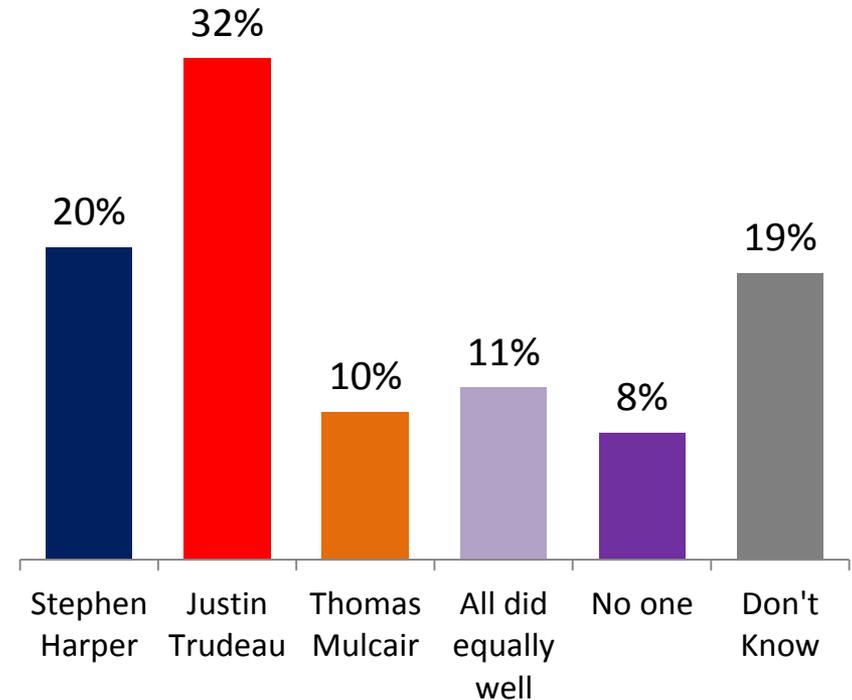
Debate winners: 24% say either “no one” or “don’t know” for French; Trudeau clear winner for Munk

Q In your opinion which leader did the best in that debate?

French Debate, Sept. 24



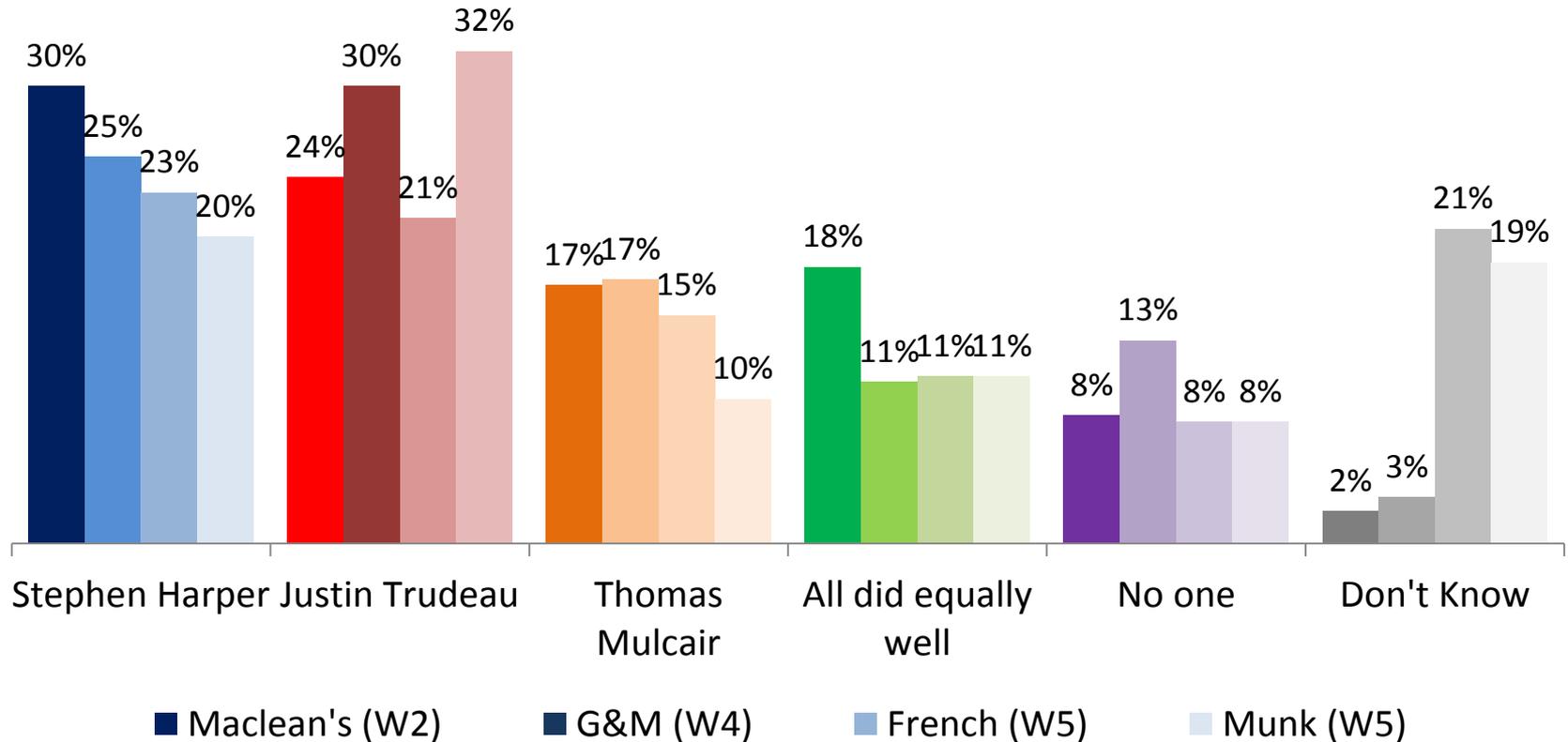
Munk Debate, Sept. 28 (English)



Debate tracking, main parties: among main party leaders, Harper has slipped each debate

Q

In your opinion which leader did the best in that debate? [MAIN PARTY CANDIDATES ONLY]

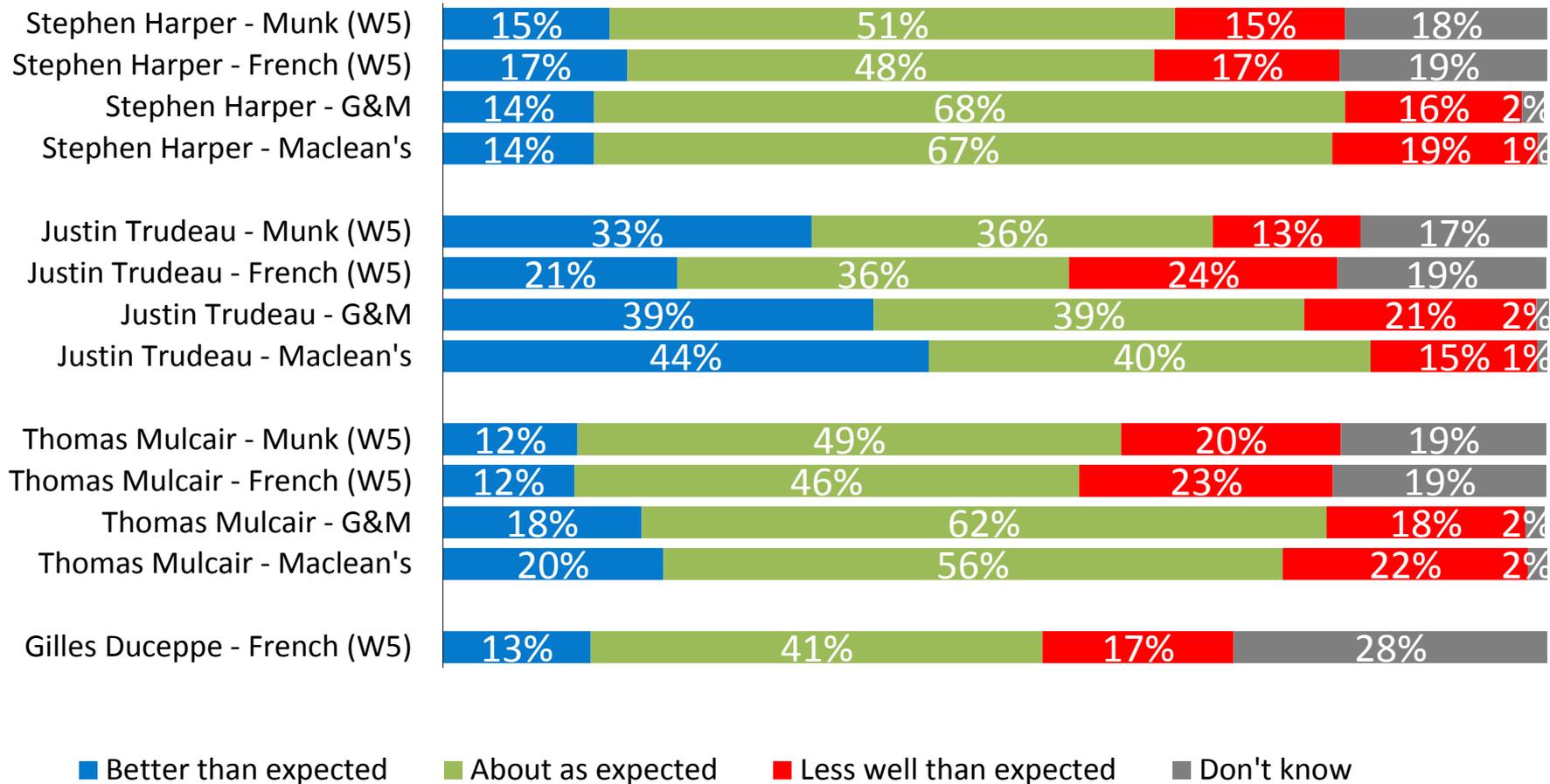


Note: Wave 2 includes Elizabeth May. Wave 5 French includes Duceppe, May.
Recalculated to not include May/Duceppe for tracking.

Trudeau outperformed expectations at Munk but not in French, Mulcair did poorly vs. expectation in both debates



For each leader, did they perform better than you expected, less well than you expected, or about as you expected the leader's debate?



French Debate: soft and second choice CPC liked Harper's performance in french



For each leader, did they perform better than you expected, less well than you expected, or about as you expected the leader's debate? **[FRENCH DEBATE]**

		Decided	Soft	Second Choice	Non	Would never vote
Harper by CPC vote pool	Better	33%	53%	31%	7%	6%
	Same/DK	67%	42%	54%	66%	71%
	Worse		5%	15%	28%	24%
Trudeau by LPC vote pool	Better	42%	48%	16%	15%	7%
	Same/DK	58%	38%	56%	56%	53%
	Worse		14%	28%	29%	40%
Mulcair by NDP vote pool	Better	31%	24%	10%	6%	6%
	Same/DK	59%	56%	70%	70%	58%
	Worse	10%	21%	20%	25%	36%

Note: Voter pools are specific to each party (e.g. decided Conservative voters, Decided Liberal voters, etc.). Those who don't know if a leader surpassed their expectations are not shown. 'BQ' and 'Undecided' not shown due to small sample size.

Liberals



For each leader, did they perform better than you expected, less well than you expected, or about as you expected the leader's debate? **[ENGLISH DEBATE]**

		Decided	Soft	Second Choice	Non	Would never vote
Harper by CPC vote pool	Better	38%	41%	11%	9%	3%
	Same/DK	62%	55%	84%	75%	70%
	Worse		3%	5%	16%	27%
Trudeau by LPC vote pool	Better	58%	53%	32%	21%	4%
	Same/DK	42%	39%	57%	61%	61%
	Worse		8%	11%	18%	36%
Mulcair by NDP vote pool	Better	27%	10%	16%	9%	8%
	Same/DK	68%	83%	72%	67%	51%
	Worse	5%	7%	13%	24%	41%

Note: Voter pools are specific to each party (e.g. decided Conservative voters, Decided Liberal voters, etc.). Those who don't know if a leader surpassed their expectations are not shown. 'Undecided' not shown due to small sample size.