

Innovative Research Group, Inc.

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Toronto :: Vancouver



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# 2015 Election Polling Wave 5: Horse Race

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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 1,562 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?

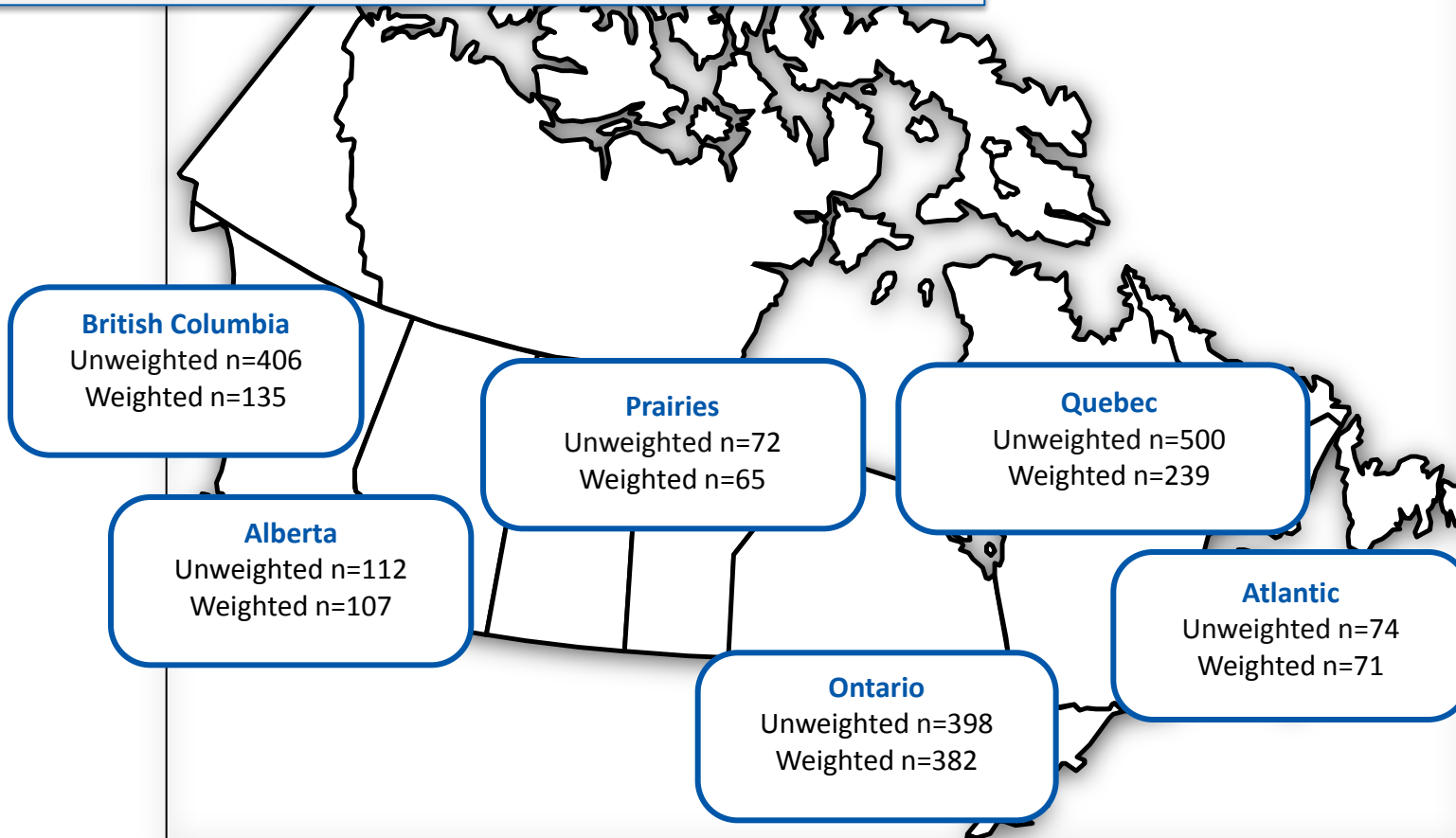
Regional groupings include:

- 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)	406	112	72	398	500	74
Weighted (n-size)	135	107	65	382	239	71

Age	18-34	35-44	55+
Unweighted (n-size)	404	684	574
Weighted (n-size)	279	370	351

Gender	Men	Women
Unweighted (n-size)	724	838
Weighted (n-size)	485	515

# Vote

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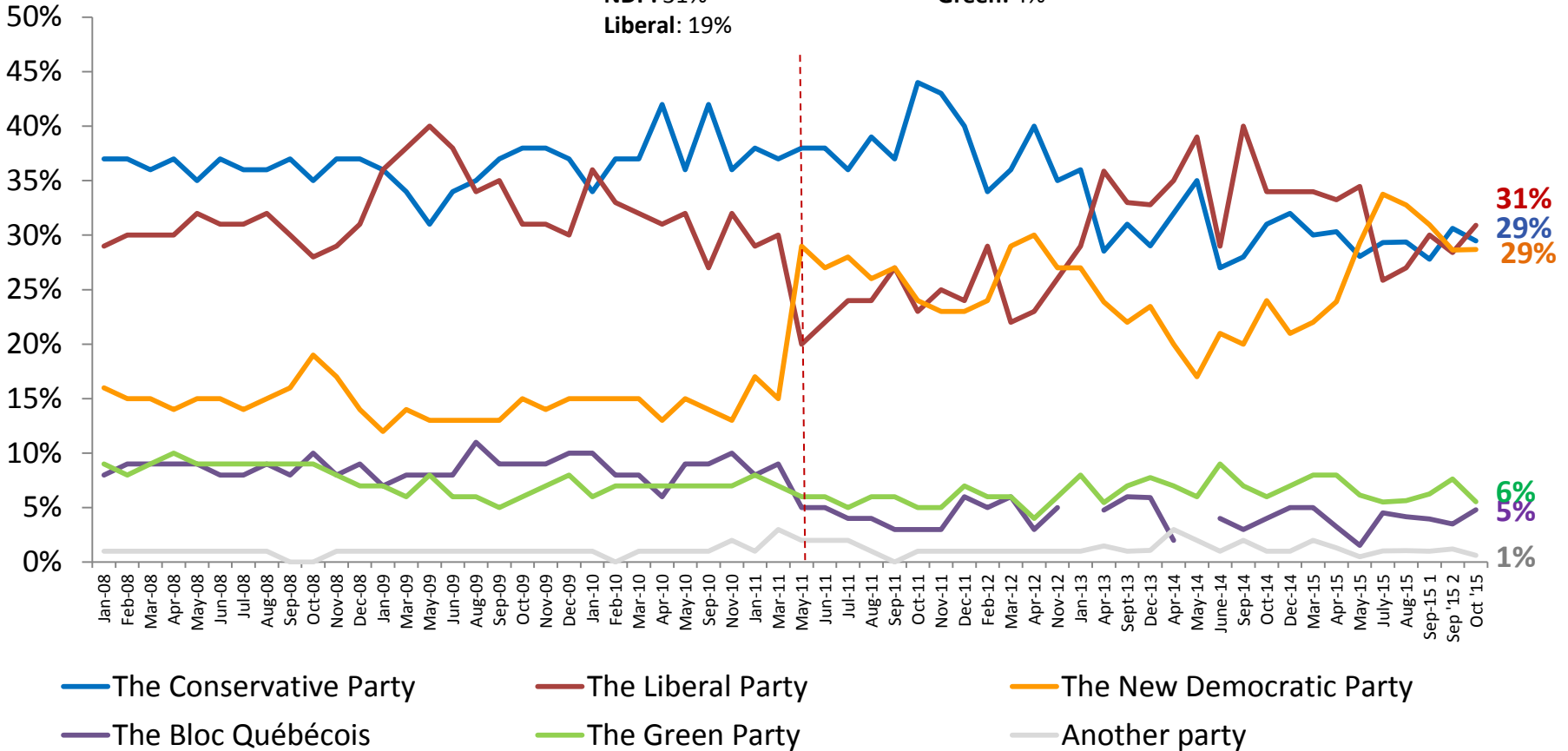
# Decided Federal Vote: LPC has taken the lead at 31% with NDP (29%) and CPC (29%) tied for second



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED VOTE]

**May 2011 Federal Election:**

**Conservatives: 40%**      **BQ: 6%**  
**NDP: 31%**                **Green: 4%**  
**Liberal: 19%**



# Decided Vote by Region (column percentages)

	BC	Alberta	Prairies*	Ontario	Quebec	Atlantic Canada*
Conservative	32%	49%	31%	29%	19%	27%
Liberal	28%	14%	33%	38%	23%	43%
NDP	31%	32%	28%	26%	34%	20%
Bloc Quebecois					20%	
Green	8%	3%	7%	6%	3%	10%
Other	1%	2%		1%		

\*Note: with a smaller overall sample sizes in this wave. Results in the Prairies (weighted n=65) and Atlantic Canada (weighted n=71) should be treated as directional only

# Decided Vote by ID: NDP and CPC capture highest number of party identifiers, plurality of Unaligned would vote NDP

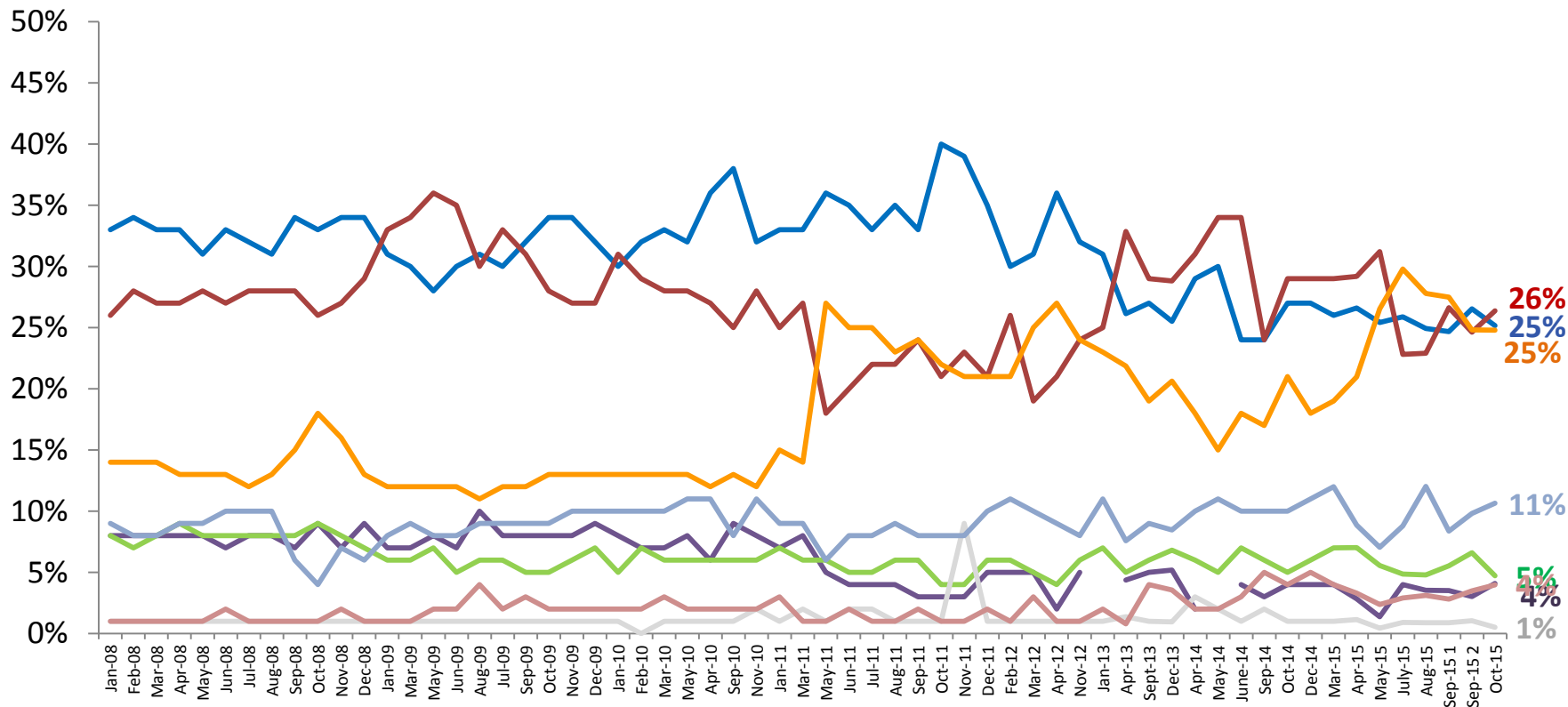
	Party Identification						
		Conservative	Liberal	NDP	Bloc	Unaligned	Green/Other
Federal Vote (Decided)	Conservative	84%	6%	3%	6%	20%	10%
	Liberal	6%	81%	6%	4%	29%	15%
	NDP	8%	11%	87%	25%	35%	15%
	Bloc	0%	0%	1%	65%	2%	2%
	Green/Other	2%	1%	2%		14%	59%



# Combined Federal Vote: LPC slightly ahead at 26% with CPC (25%) and NDP (24%) virtually tied for second



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]



- The Conservative Party
- The New Democratic Party
- The Green Party
- Undecided / don't know
- The Liberal Party
- The Bloc Québécois
- Another party
- Would not vote / none

# Combined Vote by Region (column percentages):

## Libs gaining in BC, pulling ahead in Ontario

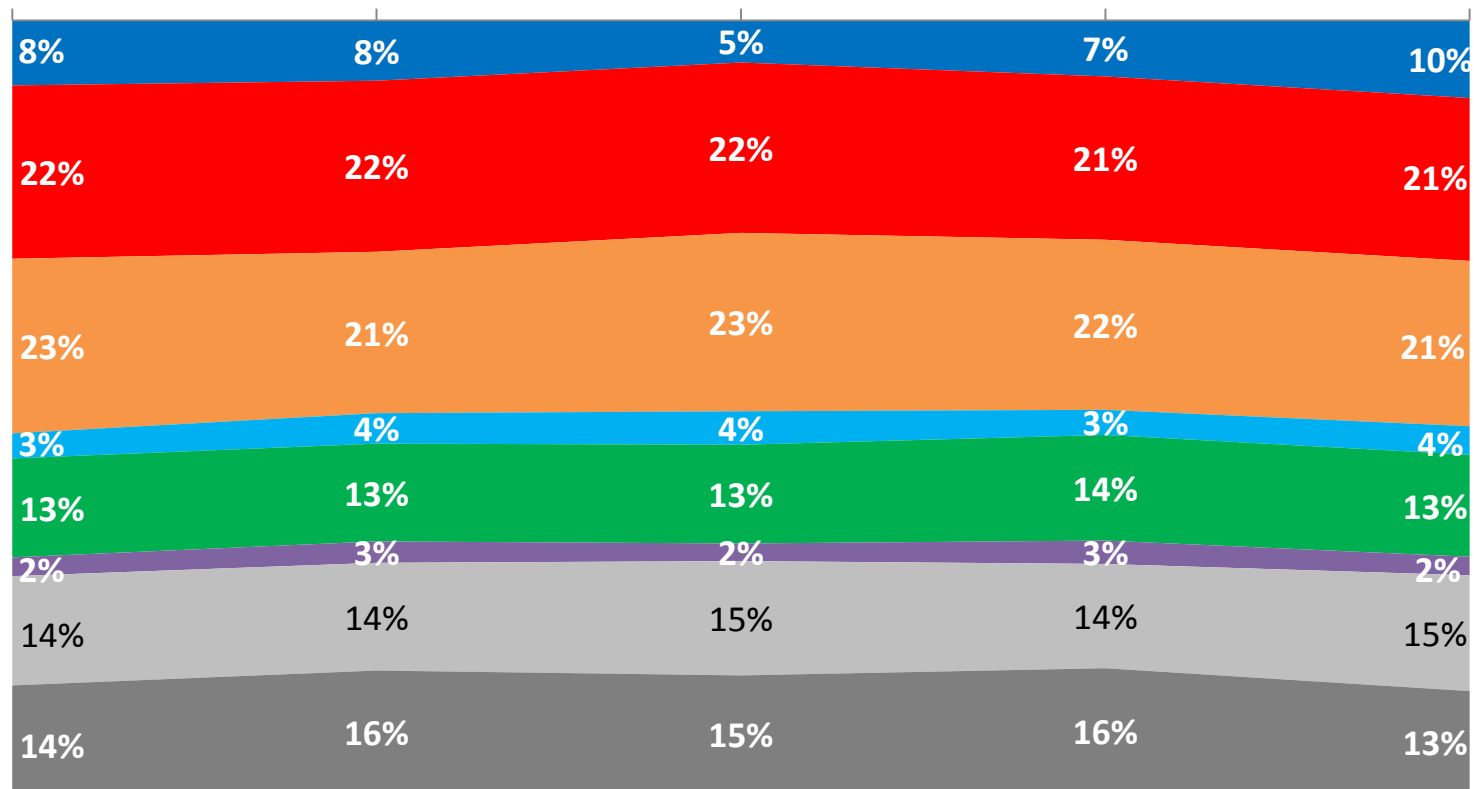
	BC	Alberta	Prairies*	Ontario	Quebec	Atlantic Canada*
Conservative	27%	42%	26%	25%	17%	22%
Liberal	24%	12%	27%	33%	20%	36%
NDP	27%	27%	23%	22%	30%	17%
Bloc Quebecois					17%	
Green	7%	3%	6%	5%	3%	8%
Other	1%	2%		1%		
Undecided/ Don't know	11%	10%	12%	10%	10%	14%
Would not Vote/ None	3%	4%	6%	5%	3%	3%

\*Note: with a smaller overall sample sizes in this wave. Results in the Prairies (weighted n=65) and Atlantic Canada (weighted n=71) should be treated as directional only

# Second choice: LPC and NDP tied for top second choice

Q And which party would be your second choice?

Wave 1 (July '15)      Wave 2 (Aug '15)      Wave 3 (Sep '15)      Wave 4 (Sep '15)      (W5) (Oct '15)



Conservative

Liberal

NDP

Bloc Quebecois

Green

Another party

Undecided DK

Would not vote/None

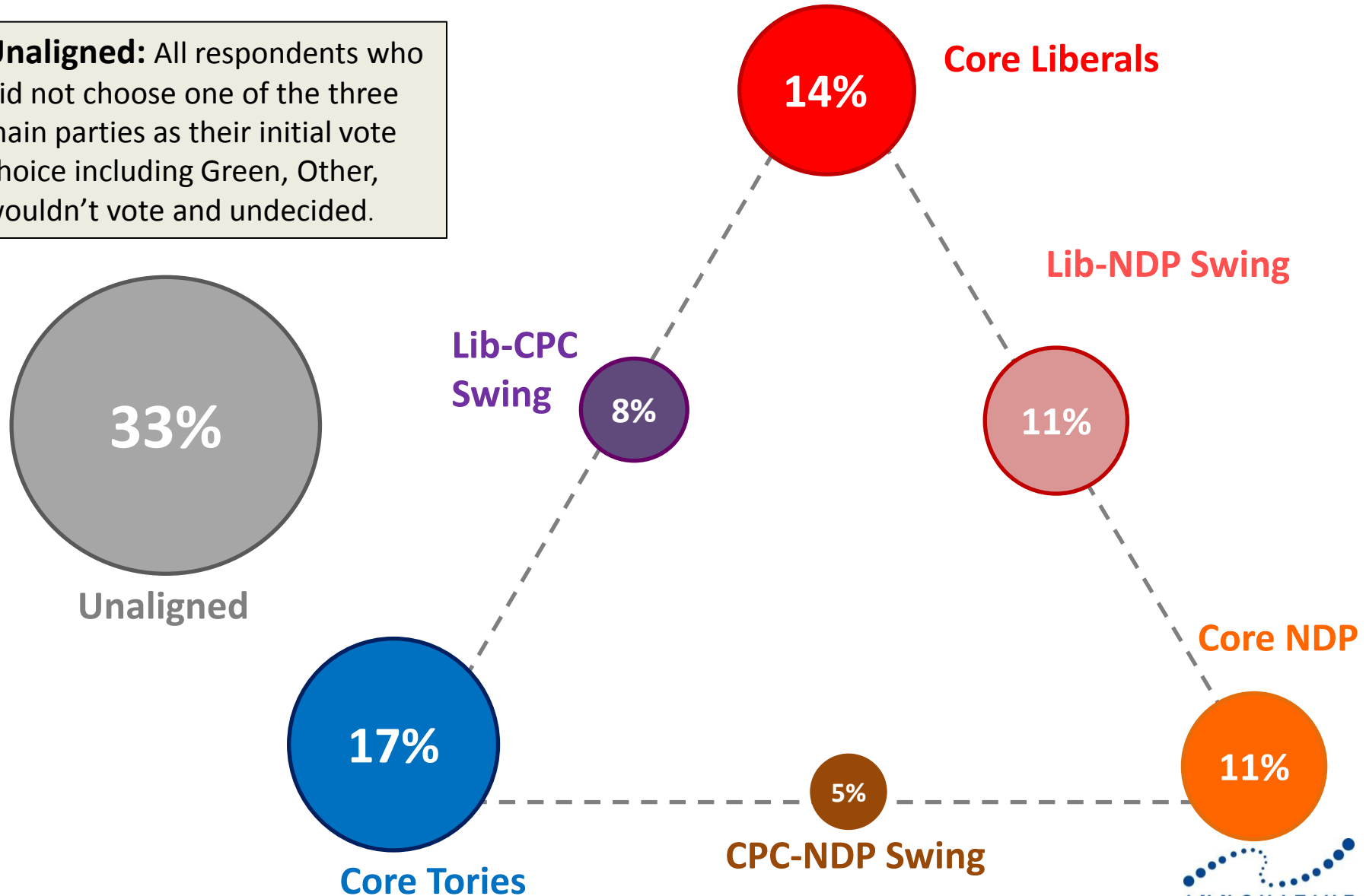
# Second Choice by Combined Vote: among Liberal voters, half (49%) choose NDP as 2<sup>nd</sup> choice

Q And which party would be your second choice?

	CPC 1 <sup>st</sup> choice	LPC 1 <sup>st</sup> choice	NDP 1 <sup>st</sup> choice	BQ 1 <sup>st</sup> choice	Green 1 <sup>st</sup> choice
CPC 2 <sup>nd</sup> choice		18%	12%	12%	15%
LPC 2 <sup>nd</sup> choice	29%		43%	10%	28%
NDP 2 <sup>nd</sup> choice	19%	49%		27%	38%
BQ 2 <sup>nd</sup> choice	3%	2%	8%		2%
Green 2 <sup>nd</sup> choice	10%	15%	22%	17%	
Other	1%	0%	0%	5%	
Undecided/DK	20%	9%	11%	20%	9%
Would not vote/None	18%	7%	5%	10%	9%

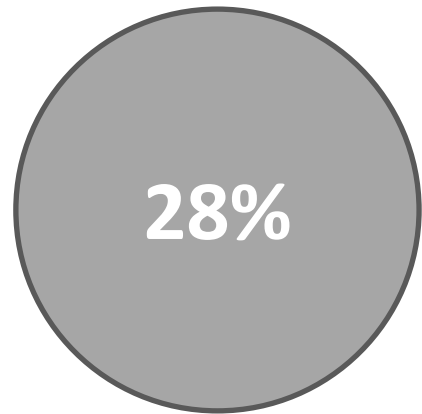
# Battleground Segments: Rest of Canada

**Unaligned:** All respondents who did not choose one of the three main parties as their initial vote choice including Green, Other, wouldn't vote and undecided.

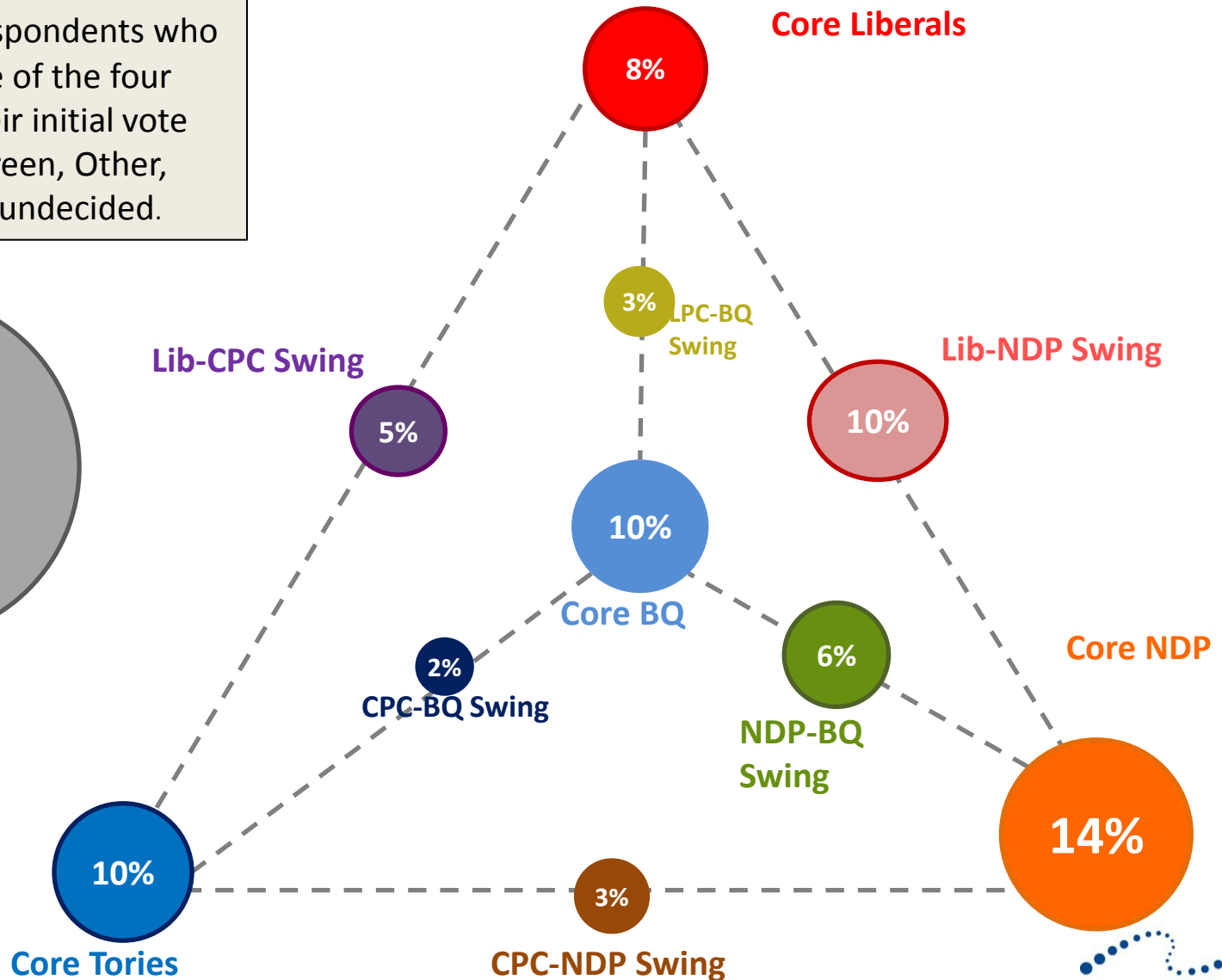


# Battleground Segments: Quebec

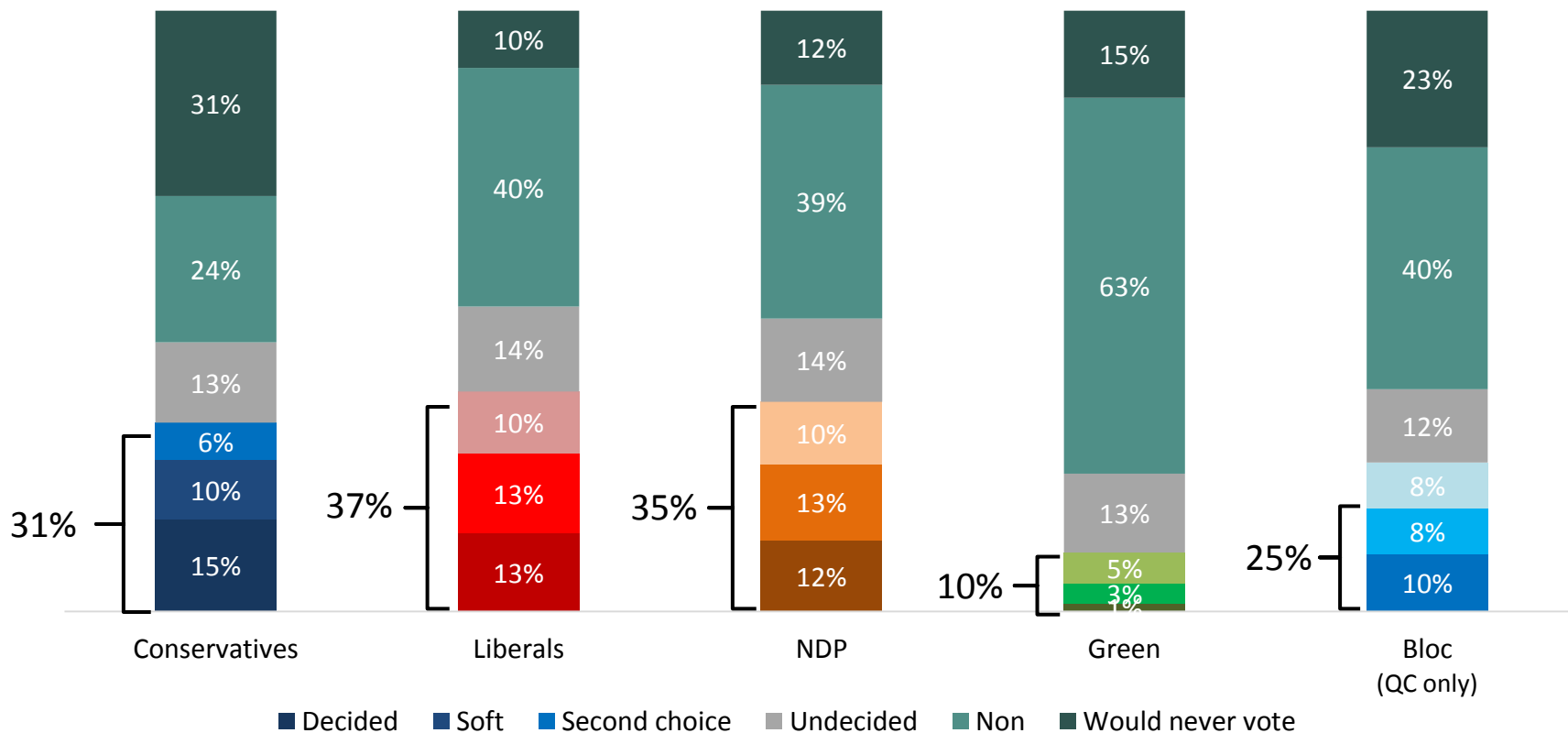
**Unaligned:** All respondents who did not choose one of the four main parties as their initial vote choice including Green, Other, wouldn't vote and undecided.



Unaligned



# Vote Potential: Now nearly 4-in-10 (37%) would consider voting LPC, 35% NDP; CPC in 3<sup>rd</sup> at 31%



**Decided:** Voting for a party, and have heard all they need to make up their mind  
**Soft:** Voting for the party, but would like to hear more before making up their mind  
**Second Choice:** The party is second choice, and they would like to hear more before making up their mind  
**Undecided:** Undecided voters, except those that fall into the “Never vote” category  
**Non-party:** Voting for another party and second choice is not for the party, or they have made up their mind  
**Would never vote:** All those who say they would never vote for the party are placed in this category.



## Research-based strategic advice.

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