Prepared by:

Innovative Research Group, Inc.

Toronto • Vancouver

www.innovativeresearch.ca

FEDERAL ELECTION ONLINE AD TESTING- WAVE 5 ENGLISH AND FRENCH ADS

Testing Political Ads

Political ads serve two key purposes; they can motivate the sponsor party's supporters to vote and they can persuade target voters to vote for the sponsor party. Ads accomplish these goals through two mechanisms; they can "prime" or raise awareness of something people already know or feel that gives the sponsor party an advantage over its competitors or the ads can "persuade" by providing new information or framing existing information in a new light to change how people feel about the sponsor party and/or its opponents.

Do political ads really work? Answering that question involves addressing two key challenges:

- You need to examine reactions according to voters' initial views. The views voters hold before they see an ad influence how voters see that ad. Generally the supporters of a party are predisposed to like that party's ads and not to like the ads of parties they oppose. Unaligned voters may be open to several parties. To assess the effectiveness of ads, you need to control for voters' initial attitudes.

- Whether people say they like an ad or not really doesn't matter. What does matter is if the ad moves the numbers. However, if people have already seen the ads, the effect of the ad will already be factored in to initial attitudes. So we need to find people who have not already seen the ad and see how they respond.

We will use the following approach to test political ads throughout the campaign:

- First, we will identify the respondents initial views including Party Identification, their current vote and how respondents feel about the leaders and time for a change. These are our pre questions.
- We will show them an ad.
- We will ask if they have seen the ad before and what they feel about that ad. We call these diagnostic questions.
- We will re-ask their vote preference and how respondents feel about the leaders and time for a change. These are our post questions.
- We will show several others ads and ask if they have seen the ad before and what they feel about that ad to increase the sample size for the diagnostic questions.

The key test is whether people who are seeing the ad for the first time change their responses on the pre/post test. Does the ad "move the numbers". We then use the diagnostic questions to understand why the numbers are moving.

It is important to understand that an ad can make a positive difference to a campaign even if people say they don't like it. For instance, people may say they don't like an ad that provides negative information about another party, but if they feel the information is credible and informative, it can still move the numbers.

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Methodology

- This report is part of INNOVATIVE's ongoing research to test election ads during the 2015 federal election campaign.

- The results in this report are from the fifth wave of our ad testing survey among 2200 randomly-selected Canadian citizens or permanent residents 18 years or older between September 21st and 28th.

- The sample is broken down into 1200 francophone respondents in Quebec only and 1000 Anglophone respondents nationally (including an n=200 oversample in BC)

- Ads 1-4 were in English and shown nationally. An additional English Ad (5) was shown in BC only. Ads 6 through 11 were French ads and were shown in Quebec only.

- Respondents were shown 3 ads in a random order and answered diagnostic questions about each one. For the first ad a respondent saw a pre-post test on vote, leader attributes, and a "time for a change" attitude was also administered.

- In total 6,000 respondents have been surveyed since July 28th, with each respondent seeing 3 ads out of the 30 ads tested to date.

- *The sample has been weighted using Statistics Canada's 2011 Census data to reflect actual demographic breakdown of the Canadian population.*

- The goal of the survey was to see if the ads "moved the numbers". We use repeated measures T-tests to measure whether the post-test values improved from the pre-test measures.

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.*

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Measuring Impact: Significance testing though T-tests

What is a T-test?

A repeated measures "t-test" is a statistical test that compares the means of two variables across the whole sample. In this instance, we are comparing the means between the pre- and post-campaign agreement for each of the key attitudes including social permission.

T-tests are used in this study to determine whether a change in response to the same questions asked at two different times (e.g. assessment of key performance attributes) are statistically significant. In other words, we are trying to determine whether a change in opinion is caused by chance sampling variation or is likely to exist in the population.

In terms of formal testing, a significance value of 0.05 or 0.1 is generally used to determine whether or not there is a relationship between variables. At 0.05, the relationship is significant at a confidence level of 95% or 19 times out of 20 and a 0.1 level of significance is at a confidence level of 90% or 9 times out of 10.
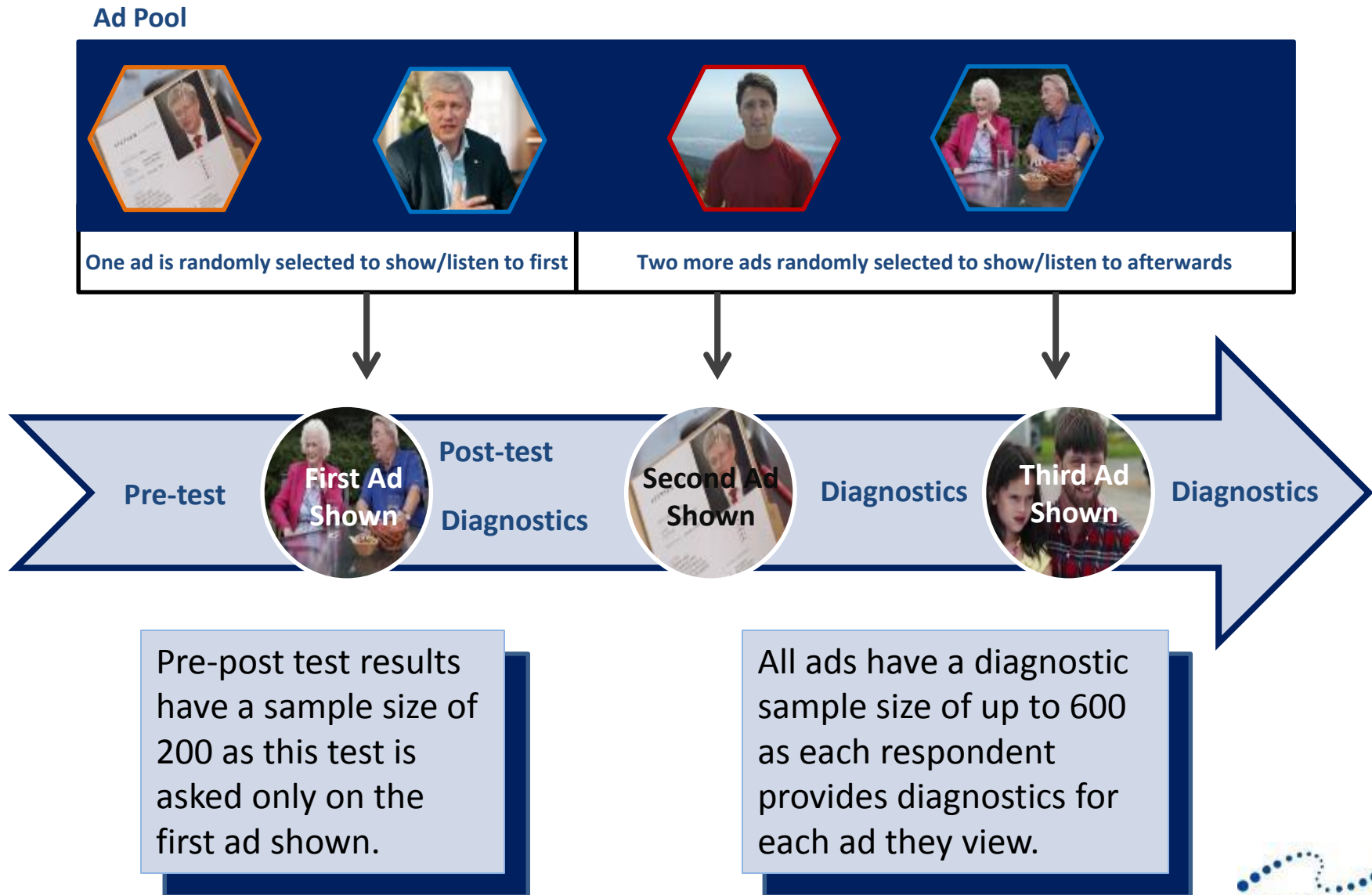
Impact of Ads on vote. These results shows the change from before seeing each ad to afterwards in the combined vote share for each main party.

Impact of Ads on "time for a change". These results shows the change from before seeing each ad to afterwards in the net level of agreement with the "time for a change" attitude.

Impact of Ads on leader attributes. These results shows the change from before seeing each ad to afterwards in the percentage of respondents who pick each leader on each leadership attribute.

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Net support in blue are significantly different from 0 at a 90% confidence level.

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Measuring Impact: Significance testing though T-tests

Ad Pool

One ad is randomly selected to show/listen to first

Two more ads randomly selected to show/listen to afterwards

Pre-test → **First Ad Shown** → Post-test Diagnostics → **Second Ad Shown** → Diagnostics → **Third Ad Shown** → Diagnostics

Pre-post test results have a sample size of 200 as this test is asked only on the first ad shown.

All ads have a diagnostic sample size of up to 600 as each respondent provides diagnostics for each ad they view.

AD 3 (TV) – CPC
"A balanced budget and lower taxes"

AD 2 (TV) – CPC
"NDP Can't Manage Money"

AD 4 (TV) – CPC
"The Choice"

AD 1 (TV) - NDP
"Performance Review"

English Ads Tested

AD 5 (TV) – CPC
"Investing in BC's Future"

Note: Ad 5 tested in BC only.

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AD 8F (TV) – LPC
"Gens Extraordinaire"

AD 7F (TV) – NDP
"Ensemble avec Tom"

AD 11F (TV) – LPC
"On n'avance plus escalier roulant"

AD 6F (TV) - BQ
"La goutte de trop"

AD 9F (TV) – CPC
"Un leadership qui a fait ses preuves pour un pays plus securitaire"

AD 10F (TV) – CPC
"On n'a pas les moyens de se payer le NPD"

French Ads Tested

Note: Quebec only.

Summary of Diagnostic Results
All respondents

Summary – Diagnostics (English)

(net scores) Diagnostics	Ad 1 NDP *Performance Review*	Ad 2 CPC *NDP can't manage money*	Ad 3 CPC *Balanced budget and lower taxes*	Ad 4 CPC *The Choice*	Ad 5 LPC *Investing in BC's Future*
Impression	+4%	-16%	+15%	-21%	+53%
Credibility	+22%	+2%	+14%	-7%	+44%
Interesting information	+10%	-2%	+16%	-16%	+29%
Someone like me	+1%	-6%	+4%	-15%	+22%
Total net diagnostic	**+38%**	**-21%**	**+48%**	**-59%**	**+148%**
Emotion: Hopeful	+6%	-10%	+6%	-12%	+33%
Emotion: Anxious	+6%	+15%	+5%	+15%	-5%
Emotion: Angry	+13%	+31%	+10%	+27%	-10%
Net positive emotion	**-13%**	**-56%**	**-9%**	**-54%**	**+48%**
Perceived Vote impact — Liberal	+4%	+6%	0%	+3%	+22%
Conservative	-16%	-14%	-6%	-18%	-30%
NDP	-8%	-16%	-7%	-4%	-9%
Exposure — % who have seen/heard ad	41%	35%	20%	54%	28%

Note: Ad 5 tested in BC only. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'.

Summary – Diagnostics (French)

Diagnostics *(net scores)	Ad 6 BQ *La goutte de trop*	Ad 7 NDP *Ensemble avec Tom*	Ad 8 LPC *Gens Extraordinaire*	Ad 11 LPC *On n'avance plus escalier roulant*	Ad 9 CPC *Un leadership…*	Ad 10 CPC *On n'a pas les moyens…*
Impression	-9%	+57%	+32%	+26%	-11%	-41%
Credibility	+3%	+52%	+25%	+15%	-11%	-41%
Interesting information	+4%	+52%	+26%	+23%	-13%	-30%
Someone like me	-7%	+40%	+10%	+9%	-25%	-32%
Total net diagnostic	**-10%**	**+202%**	**+92%**	**+74%**	**-60%**	**-144%**
Emotion: Hopeful	-5%	+34%	+18%	+17%	-10%	-18%
Emotion: Anxious	+12%	-9%	-4%	+1%	+12%	+13%
Emotion: Angry	+25%	-15%	-7%	0%	+24%	+34%
Net positive emotion	**-42%**	**+57%**	**+29%**	**+16%**	**-46%**	**-65%**
Perceived Vote impact — Liberal	-9%	-20%	+2%	+4%	-6%	-7%
Conservative	-10%	-24%	-22%	-15%	-27%	-26%
NDP	-12%	+28%	+3%	+2%	+12%	+6%
BQ	-14%	-14%	-9%	-8%	+1%	-3%
Exposure — % who have seen/heard ad	26%	54%	29%	47%	19%	20%

Note: Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'.

Pre-Post Summary
Respondents who haven't seen the ad

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Vote Summary
by those who haven't seen the ad (English)

Q If a federal election were held today, which party would you vote for?

In order to understand how ads affect voter decision, combined vote was asked of 200 respondents before and after watching/listening to the ad. The net change in vote preference ID is shown below, with statistically significant results highlighted in blue and red.

Change in Combined Vote (post minus pre)	Ad 1 NDP *Performance Review*	Ad 2 CPC *NDP can't manage money*	Ad 3 CPC *Balanced budget and lower taxes*	Ad 4 CPC *The Choice*	Ad 5 LPC *Investing in BC's Future*
Conservative	-3	+2	0	+3	-2
Liberal	-1	+6	0	-8	+3
NDP	+2	-6	-1	+1	-2
Undecided/WNV	0	-2	-1	+4	+2
Impact on Agree: Time-for-Change (post minus pre)	+4	+4	0	+1	+1

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Note: Ad 5 tested in BC only.

Vote Summary
by those who haven't seen the ad (French)

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Q If a federal election were held today, which party would you vote for?

In order to understand how ads affect voter decision, combined vote was asked of 200 respondents before and after watching/listening to the ad. The net change in vote preference ID is shown below, with statistically significant results highlighted in blue and red.

Change in Combined Vote (post minus pre)	Ad 6 BQ *La goutte de trop*	Ad 7 NDP *Ensemble avec Tom*	Ad 8 LPC *Gens Extraordinaire*	Ad 11 LPC *On n'avance plus escalier roulant*	Ad 9 CPC *Un leadership...*	Ad 10 CPC *On n'a pas les moyens...*
Conservative	-4	-2	+2	-4	0	-1
Liberal	-1	-2	+1	+5	-1	0
NDP	-6	+3	-3	0	+1	0
BQ	+3	-3	-4	-2	-1	+1
Undecided/WNV	+6	+5	+2	0	+2	0
Impact on Agree: Time-for-Change (post minus pre)	-2	-7	-6	-5	-6	-6

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Note: All French ads tested in Quebec only.

Leadership Attributes Summary
by those who haven't seen the ad (English)

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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. [values shown as a percentage point change between pre-and post test]

Note: Cares: "Cares about people like me", For the middle class: "Will stand up for the middle class"

Numbers shown depict change from pre to post test		Ad 1 NDP *Performance Review*	Ad 2 CPC *NDP can't manage money*	Ad 3 CPC *Balanced budget and lower taxes*	Ad 4 CPC *The Choice*	Ad 5 LPC *Investing in BC's Future*
Harper	Cares	+3	0	+2	+2	+1
	Competent	-3	-2	+1	-2	-1
	For the middle class	+2	+7	+1	+1	-2
Trudeau	Cares	-4	+1	-4	-2	+6
	Competent	+2	+4	+1	-2	+4
	For the middle class	-1	-4	+2	-4	+5
Mulcair	Cares	-1	-5	+1	0	-2
	Competent	+5	-1	+1	+3	+2
	For the middle class	+3	-2	0	-2	-3

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level. Ad 5 tested in BC only.

Leadership Attributes Summary
by those who haven't seen the ad (French)

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. [values shown as a percentage point change between pre-and post test]

Note: Cares: "Cares about people like me", For the middle class: "Will stand up for the middle class"

Numbers shown depict change from pre to post test		Ad 6 BQ *La goutte de trop*	Ad 7 NDP *Ensemble avec Tom*	Ad 8 LPC *Gens Extraordinaire*	Ad 11 LPC *On n'avance plus escalier roulant*	Ad 9 CPC *Un leadership…*	Ad 10 CPC *On n'a pas les moyens…*
Harper	Cares	-3	-4	+1	-2	-2	+2
	Competent	-1	-5	0	-1	+1	+1
	For the middle class	0	-2	+2	-1	-1	+1
Trudeau	Cares	+2	-8	+9	+10	+3	-2
	Competent	+1	-2	+4	+4	+1	-1
	For the middle class	+1	-7	0	+13	-1	0
Mulcair	Cares	-4	+13	-7	-6	-2	+1
	Competent	-2	+8	-1	+1	-3	0
	For the middle class	-5	+7	-5	-6	+1	-2
Duceppe	Cares	0	0	-2	-2	+2	0
	Competent	0	-1	-2	0	+3	0
	For the middle class	+2	+3	+1	0	0	+1

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level. All French ads tested in Quebec only.

Vote Impact by Party ID
All respondents

Vote impacts by party ID: NDP – "Performance Review"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen]

Ad 1 NDP: "Performance Review"

Party ID

Perceived vote impact (Net scores)		Conservative	Liberal	NDP	Unaligned
	Conservative	+49%	-48%	-67%	-18%
	Liberal	-27%	+51%	-19%	+1%
	New Democrat	-55%	-8%	+62%	+4%

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: CPC- "NDP can't manage money"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 2 CPC: "NDP can't manage money"

Party ID

Perceived vote impact (Net scores)	Conservative	Liberal	NDP	Unaligned
Conservative	+60%	-44%	-60%	-27%
Liberal	-30%	+58%	-6%	+3%
New Democrat	-64%	-9%	+55%	-9%

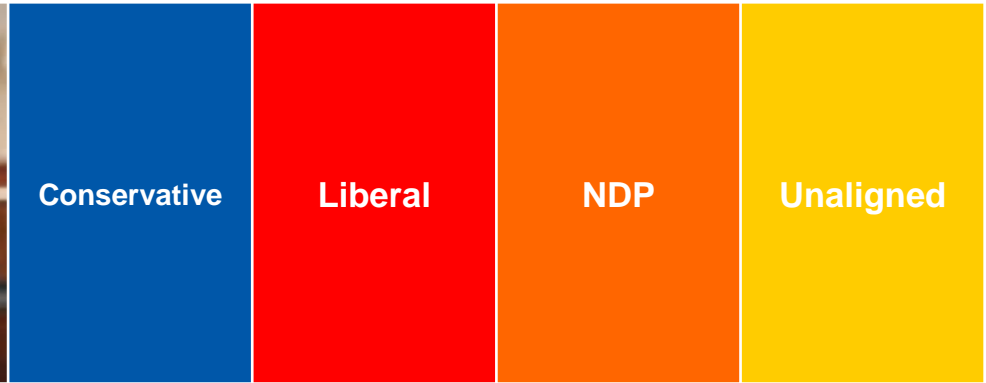**Note**: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: CPC- "Balanced Budget and Lower Taxes"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 3 CPC: "Balanced Budget and Lower Taxes"

Party ID

	Conservative	Liberal	NDP	Unaligned
Conservative	+67%	-32%	-59%	-14%
Liberal	-51%	+47%	+4%	-5%
New Democrat	-55%	-6%	+70%	-2%

Perceived vote impact (Net scores)

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: CPC- "The Choice"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 4 CPC: "The Choice"

Party ID

	Conservative	Liberal	NDP	Unaligned
Conservative	+47%	-49%	-54%	-32%
Liberal	-42%	+54%	+7%	-6%
New Democrat	-39%	-5%	+64%	-1%

Perceived vote impact (Net scores)

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: LPC- "Investing in BC's Future"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 5 LPC: "Investing in BC's Future"

Party ID

	Conservative	Liberal	NDP	Unaligned
Conservative	+32%	-68%	-60%	-21%
Liberal	-11%	+68%	+7%	+20%
New Democrat	-26%	-43%	+55%	-4%

Perceived vote impact (Net scores)

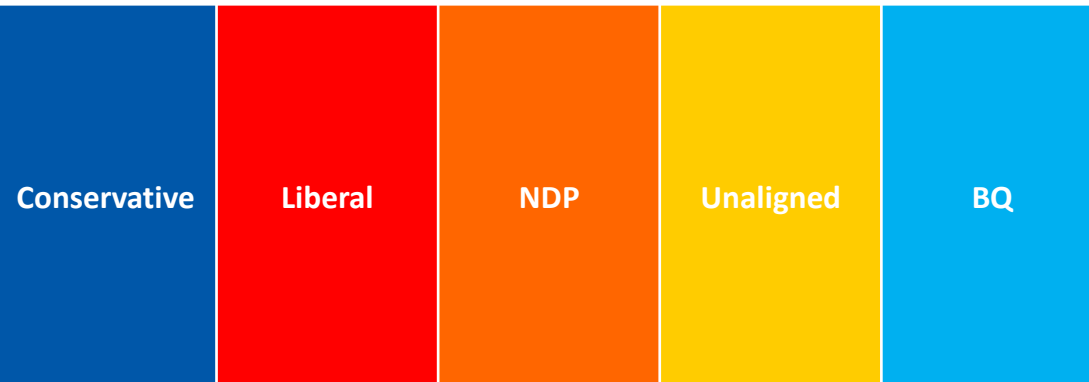**Note**: Green/BQ supporters not shown due to small sample size. Asked in BC only.

Vote impacts by party ID: BQ- "La goutte de trop"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 6 BQ: "La goutte de trop"

Party ID

Perceived vote impact (Net scores)	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	+54%	-9%	-45%	-10%	-33%
Liberal	-19%	+34%	-14%	-9%	-33%
New Democrat	-28%	-8%	+25%	-14%	-42%
Bloc Quebecois	-30%	-49%	-29%	-13%	+46%

Note: Green supporters not shown due to small sample size. Asked in Quebec only.
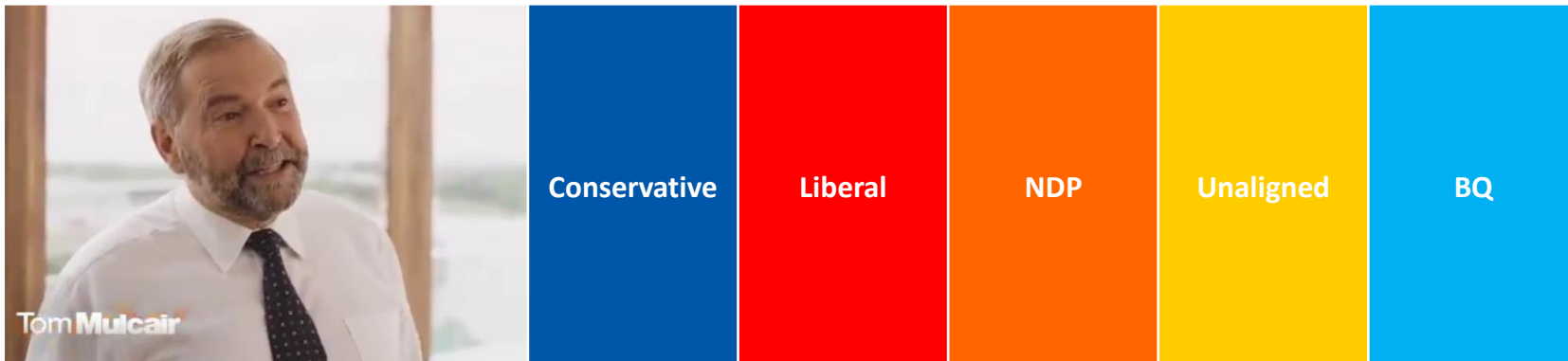
Vote impacts by party ID: NDP- "Ensemble avec Tom"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 7 NDP: "Ensemble avec Tom"

Party ID

		Conservative	Liberal	NDP	Unaligned	BQ
Perceived vote impact (Net scores)	**Conservative**	+42%	-38%	-62%	-18%	-35%
	Liberal	-25%	+18%	-41%	-13%	-23%
	New Democrat	-10%	+33%	+76%	+19%	+20%
	Bloc Quebecois	-33%	-38%	-37%	-7%	+38%

Note: Green supporters not shown due to small sample size. Asked in Quebec only.
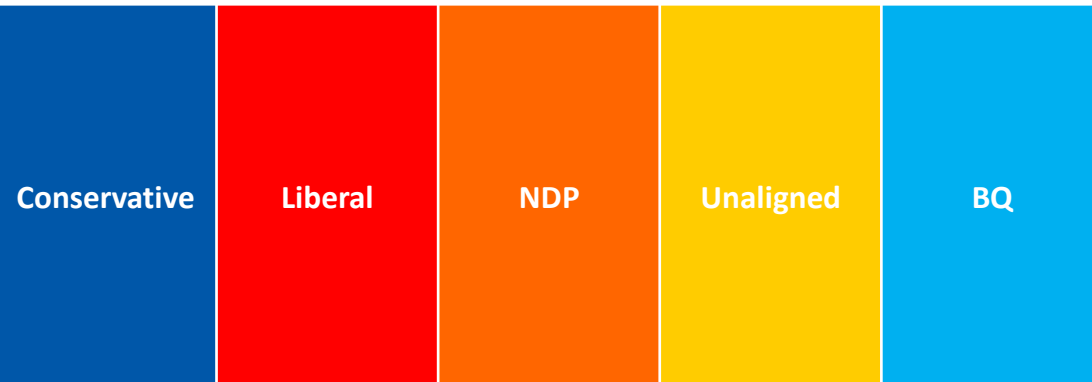
Vote impacts by party ID: LPC- "Gens Extraordinaire"

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 8 LPC: "Gens Extraordinaire"

Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	+45%	-43%	-45%	-16%	-32%
Liberal	-25%	+49%	-1%	+6%	-15%
New Democrat	-9%	-22%	+36%	+1%	-3%
Bloc Quebecois	-27%	-47%	-28%	-14%	+48%

Perceived vote impact (Net scores)

Note: Green supporters not shown due to small sample size. Asked in Quebec only.
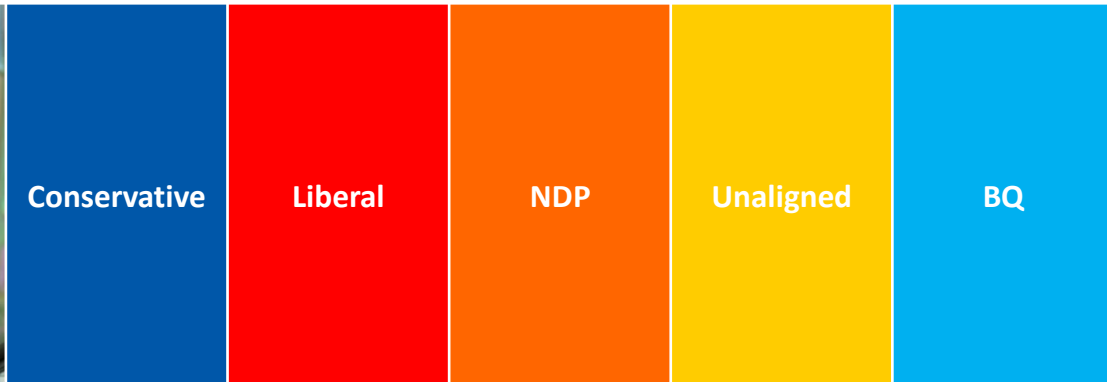
Vote impacts by party ID: LPC- *"On n'avance plus escalier roulant"*

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 11 LPC: *"On n'avance plus escalier roulant"*

Party ID

Perceived vote impact (Net scores)	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	+51%	-38%	-47%	-7%	-26%
Liberal	-24%	+49%	+7%	+9%	-12%
New Democrat	-26%	-11%	+40%	+3%	-1%
Bloc Quebecois	-34%	-41%	-19%	-5%	+44%

Note: Green supporters not shown due to small sample size. Asked in Quebec only.

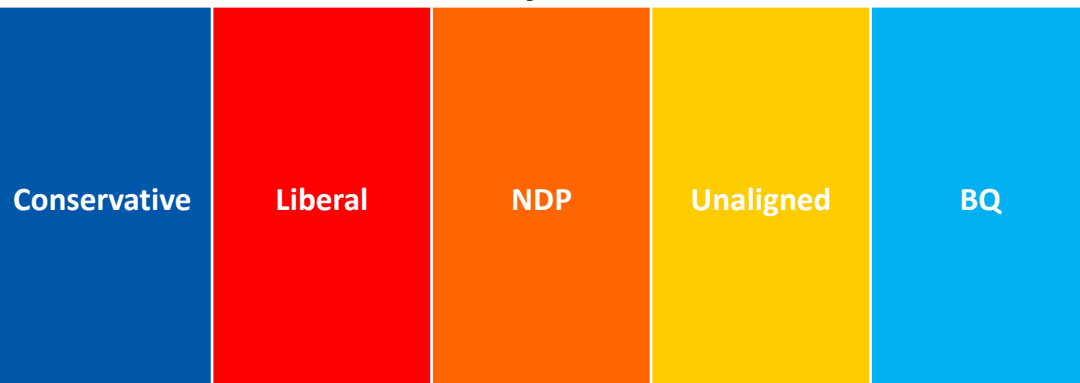# Vote impacts by party ID: CPC- *"Un leadership qui a fait ses preuves pour un pays plus securitaire"*

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=600]

Ad 9 CPC: *"Un leadership qui a fait ses preuves pour un pays plus securitaire"*

Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	+55%	-31%	-67%	-23%	-43%
Liberal	-40%	+32%	-2%	-2%	-15%
New Democrat	-37%	+1%	+70%	-1%	+13%
Bloc Quebecois	-46%	-26%	-6%	-5%	+57%

Perceived vote impact (Net scores)

Note: Green supporters not shown due to small sample size. Asked in Quebec only.

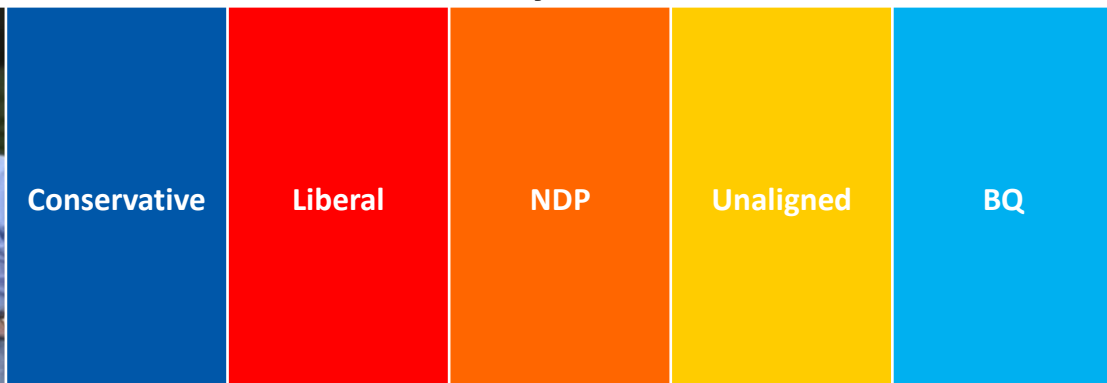# Vote impacts by party ID: CPC- *"On n'a pas les moyens de se payer le NPD"*

Q **Perceived vote impact:** Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=600]

Ad 10 CPC: *"On n'a pas les moyens de se payer le NPD"*

Party ID

Perceived vote impact (Net scores)	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	+56%	-33%	-66%	-16%	-43%
Liberal	-24%	+46%	-16%	-3%	-17%
New Democrat	-44%	-4%	+63%	-6%	+2%
Bloc Quebecois	-28%	-26%	-21%	-5%	+52%

Note: Green supporters not shown due to small sample size. Asked in Quebec only.

Diagnostic Testing by Party ID

Diagnostic testing by party ID: NDP – Performance Review

Q **Impression:** What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 1 NDP: "Performance Review"   Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	-38%	+21%	+49%	+3%
Credibility	-34%	+44%	+74%	+25%
Interesting	-38%	+25%	+67%	+15%
Someone Like Me	-41%	+18%	+58%	-5%
Total Net Diagnostic	**-151**	**+108**	**+249**	**+38**
Emotion: Hopeful	-30%	+23%	+42%	+2%
Emotion: Anxious	+19%	+2%	-5%	+5%
Emotion: Angry	+28%	+6%	0%	+13%
Net positive emotion	**-76**	**15**	**+47**	**-17**

Diagnostic Net Scores (Impression, Credibility, Interesting, Someone Like Me)
Diagnostic Net Scores (Emotion: Hopeful, Anxious, Angry)

Note: Green/BQ supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'.

Diagnostic testing by party ID: CPC – NDP can't manage money

Q
Impression: What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 2 CPC: "NDP can't manage money" — Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	+30%	-30%	-54%	-25%
Credibility	+58%	-11%	-54%	-12%
Interesting	+47%	-17%	-39%	-16%
Someone Like Me	+43%	-21%	-42%	-25%
Total Net Diagnostic	**+179**	**-79**	**-188**	**-79**
Emotion: Hopeful	+11%	-18%	-14%	-21%
Emotion: Anxious	+14%	+17%	+33%	+3%
Emotion: Angry	+9%	+39%	+64%	+23%
Net positive emotion	**-13**	**-74**	**-110**	**-46**

Diagnostic Net Scores (Impression, Credibility, Interesting, Someone Like Me)
Diagnostic Net Scores (Hopeful, Anxious, Angry)

Note: Green/BQ supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'.

Diagnostic testing by party ID: CPC – A balanced budget and lower taxes

Q

Impression: What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 3 CPC: "A balanced budget and lower taxes"   **Party ID**

		Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	+76%	+1%	-32%	+2%
	Credibility	+83%	-7%	-36%	+5%
	Interesting	+72%	+6%	-22%	-2%
	Someone Like Me	+63%	-14%	-39%	-9%
	Total Net Diagnostic	**+293**	**-14**	**-129**	**-5**
Diagnostic Net Scores	Emotion: Hopeful	+58%	-5%	-34%	-8%
	Emotion: Anxious	-26%	+24%	32%	-4%
	Emotion: Angry	-27%	+22%	45%	+9%
	Net positive emotion	**+111**	**-51**	**-111**	**-13**

Note: Green/BQ supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'.

Diagnostic testing by party ID: CPC – The Choice

Q
Impression: What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 4 CPC: "The Choice" — Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	+23%	-42%	-41%	-33%
Credibility	+53%	-41%	-27%	-24%
Interesting	+36%	-46%	-36%	-30%
Someone Like Me	+30%	-39%	-26%	-27%
Total Net Diagnostic	**+141**	**-168**	**-131**	**-113**
Emotion: Hopeful	+13%	-16%	-22%	-22%
Emotion: Anxious	+5%	+22%	+23%	+11%
Emotion: Angry	+5%	+48%	+34%	+22%
Net positive emotion	**+4**	**-86**	**-78**	**-56**

Diagnostic Net Scores (for Impression, Credibility, Interesting, Someone Like Me)
Diagnostic Net Scores (for Emotion rows)

Note: Green/BQ supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'.

Diagnostic testing by party ID: LPC – Investing in BC's Future [BC ONLY]

Q **Impression:** What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 5 LPC: "Investing in BC's Future"   Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	+32%	+92%	+47%	+40%
Credibility	+14%	+85%	+39%	+43%
Interesting	-6%	+74%	+31%	+17%
Someone Like Me	-20%	+74%	+22%	0%
Total Net Diagnostic	**+20**	**+325**	**+139**	**+100**
Emotion: Hopeful	+8%	+65%	+28%	+24%
Emotion: Anxious	+11%	-28%	-2%	0%
Emotion: Angry	+3%	-31%	-12%	-3%
Net positive emotion	**-6**	**+123**	**+42**	**+27**

Diagnostic Net Scores (Impression, Credibility, Interesting, Someone Like Me)

Diagnostic Net Scores (Emotion: Hopeful, Emotion: Anxious, Emotion: Angry)

Note: Green/BQ supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. BC only.

Diagnostic testing by party ID: BQ – La goutte de trop [QC ONLY]

Q **Impression:** What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 6 BQ: "La goutte de trop" — Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	-16%	-26%	-25%	-15%	+37%
Credibility	0%	-10%	-7%	-16%	+53%
Interesting	-4%	-2%	-13%	-3%	+39%
Someone Like Me	-17%	-19%	-13%	-19%	+34%
Total Net Diagnostic	**-37**	**-58**	**-59**	**-52**	**+163**
Emotion: Hopeful	-9%	-11%	-14%	-14%	27%
Emotion: Anxious	+11%	+15%	+18%	+12%	+7%
Emotion: Angry	+30%	+31%	+33%	+16%	+13%
Net positive emotion	**-51**	**-57**	**-64**	**-42**	**+6**

Diagnostic Net Scores (Impression through Someone Like Me)
Diagnostic Net Scores (Emotion: Hopeful through Emotion: Angry)

Note: Green supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. QC only.

Diagnostic testing by party ID: NDP – Ensemble avec Tom [QC ONLY]

Q **Impression:** What was your overall impression of the ad?
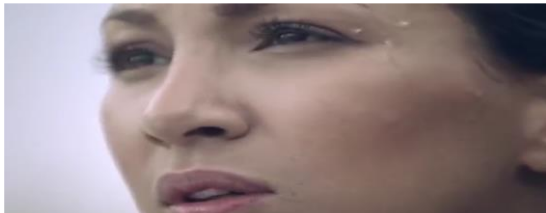**Credibility:** How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 7 NDP: "Ensemble avec Tom" — Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	+34%	+73%	+88%	+45%	+51%
Credibility	+17%	+75%	+85%	+44%	+44%
Interesting	+10%	+67%	+87%	+42%	+52%
Someone Like Me	-3%	+51%	+82%	+30%	+37%
Total Net Diagnostic	**+57**	**+266**	**+342**	**+160**	**+184**
Emotion: Hopeful	+5%	+33%	+72%	+25%	+27%
Emotion: Anxious	+10%	-8%	-31%	-9%	0%
Emotion: Angry	+7%	-18%	-42%	-11%	-4%
Net positive emotion	**-12**	**+60**	**+144**	**+46**	**+31**

Diagnostic Net Scores (Impression, Credibility, Interesting, Someone Like Me)

Diagnostic Net Scores (Emotion: Hopeful, Emotion: Anxious, Emotion: Angry)

Note: Green supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. QC only.

Diagnostic testing by party ID: LPC – Gens Extraordinaire [QC ONLY]

Q **Impression:** What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 8 LPC: "Gens Extraordinaire" — Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	+8%	+64%	+40%	+31%	+21%
Credibility	-19%	+74%	+31%	+23%	+13%
Interesting	-16%	+73%	+32%	+34%	+10%
Someone Like Me	-30%	+55%	+17%	+14%	-3%
Total Net Diagnostic	**-57**	**+265**	**+120**	**+102**	**+41**
Emotion: Hopeful	-7%	+49%	+22%	+18%	+11%
Emotion: Anxious	+7%	-14%	-4%	-9%	0%
Emotion: Angry	-1%	-21%	-10%	-10%	+5%
Net positive emotion	**-13**	**+84**	**+37**	**+37**	**+6**

Diagnostic Net Scores (Impression, Credibility, Interesting, Someone Like Me)

Diagnostic Net Scores (Emotion: Hopeful, Anxious, Angry)

Note: Green supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. QC only.

Diagnostic testing by party ID: LPC – On n'avance plus escalier roulant [QC ONLY]

Q

Impression: What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 11 LPC: "On n'avance plus…" — Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	+1%	+67%	+31%	+26%	+13%
Credibility	-27%	+73%	+13%	+16%	+5%
Interesting	-28%	+80%	+34%	+20%	+19%
Someone Like Me	-31%	+61%	+19%	+8%	-3%
Total Net Diagnostic	**-85**	**+281**	**+97**	**+71**	**+34**
Emotion: Hopeful	-11%	+55%	+20%	+16%	+11%
Emotion: Anxious	+15%	-10%	-8%	-2%	+7%
Emotion: Angry	+14%	-19%	-4%	-3%	+14%
Net positive emotion	**-39**	**+84**	**+32**	**+21**	**-10**

Diagnostic Net Scores (rows 1-4) / *Diagnostic Net Scores* (emotion rows)

Note: Green supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. QC only.

Diagnostic testing by party ID: CPC – Un leadership qui a fait ses preuves pour un pays plus securitaire [QC ONLY]

Q

Impression: What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 9 CPC: "Un leadership…"   **Party ID**

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	+63%	-4%	-48%	-16%	-26%
Credibility	+74%	-12%	-46%	-14%	-32%
Interesting	+71%	-14%	-57%	-9%	-33%
Someone Like Me	+64%	-29%	-70%	-21%	-48%
Total Net Diagnostic	**+272**	**-59**	**-221**	**-59**	**-139**
Emotion: Hopeful	+49%	-13%	-37%	-10%	-24%
Emotion: Anxious	-19%	+9%	+20%	+10%	+28%
Emotion: Angry	-16%	+18%	+46%	+15%	+39%
Net positive emotion	**+83**	**-40**	**-103**	**-35**	**-91**

Diagnostic Net Scores (Impression, Credibility, Interesting, Someone Like Me)

Diagnostic Net Scores (Emotion: Hopeful, Emotion: Anxious, Emotion: Angry)

Note: Green supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. QC only.

Q

Impression: What was your overall impression of the ad?
Credibility: How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone like me.
Emotions (3 questions): Did the ad leave you feeling more or less **hopeful/anxious/angry**?

Ad 10 CPC: "On n'a pas…"   Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	+9%	-31%	-73%	-44%	-43%
Credibility	+23%	-43%	-78%	-48%	-35%
Interesting	+31%	-26%	-77%	-28%	-25%
Someone Like Me	+25%	-23%	-73%	-32%	-32%
Total Net Diagnostic	**+87**	**-123**	**-301**	**-152**	**-136**
Emotion: Hopeful	10%	-17%	-38%	-16%	-17%
Emotion: Anxious	+9%	+11%	+13%	+14%	+17%
Emotion: Angry	+6%	+30%	+60%	+20%	+40%
Net positive emotion	**-5**	**-58**	**-110**	**-50**	**-73**

Diagnostic Net Scores (brackets for Impression, Credibility, Interesting, Someone Like Me)

Diagnostic Net Scores (brackets for Emotion: Hopeful, Anxious, Angry)

Note: Green supporters not shown due to small sample size. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. QC only.

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For more information, please contact:

Greg Lyle
President
Innovative Research Group Inc.
56 The Esplanade, Suite 310,
Toronto, ON| M5E 1A7

(t) 416-642-6429
(e) glyle@innovativeresearch.ca
www.innovativeresearch.ca