

Prepared by:

Innovative Research Group, Inc.

Toronto • Vancouver

www.innovativeresearch.ca



FEDERAL ELECTION ONLINE AD TESTING- WAVE 6 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.

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 sixth wave of our ad testing survey among 2400 randomly-selected Canadian citizens or permanent residents 18 years or older between October 2nd and 5th.
- The sample is broken down into 800 francophone respondents in Quebec only and 1600 Anglophone respondents nationally.
- Ads 1-8 were in English and shown Ads 9 through 12 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 8,400 respondents have been surveyed since July 28th, with each respondent seeing 3 ads out of the 42 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.*

Measuring Impact: Significance testing through 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.

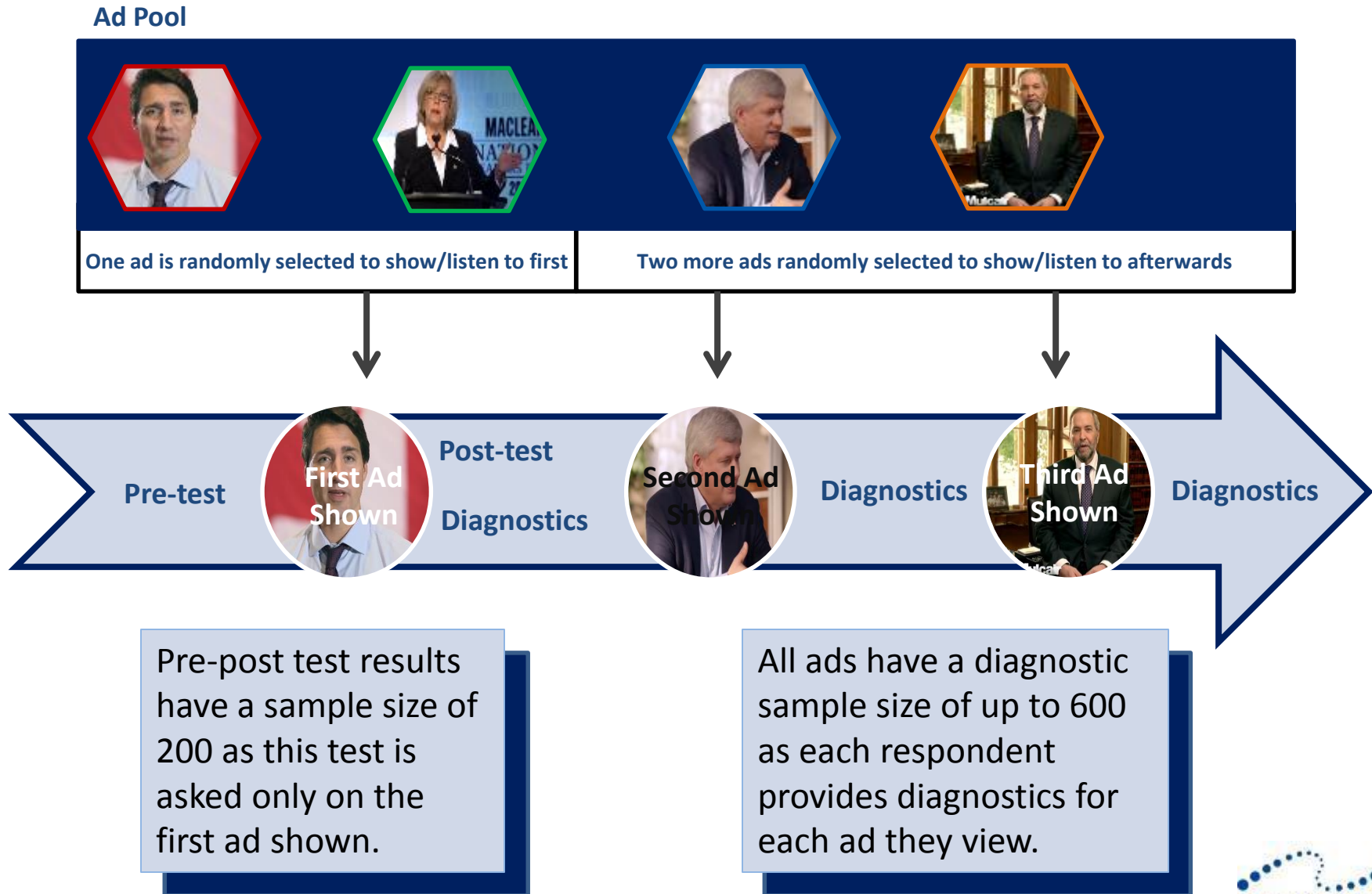
Impact of Ads on vote. These results show the change from before seeing each ad to afterwards in the combined vote share for each main party.

Impact of Ads on “time for a change”. These results show 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 show 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.

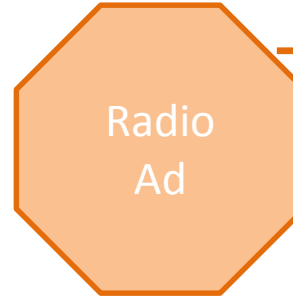
Measuring Impact: Significance testing through T-tests



AD 4 – NDP
"Change"



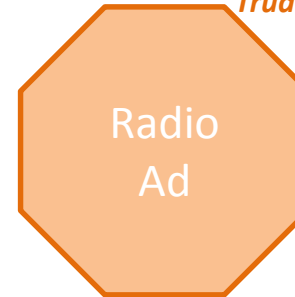
AD 5 (RADIO) – NDP
"Trudeau, Bill C-51"



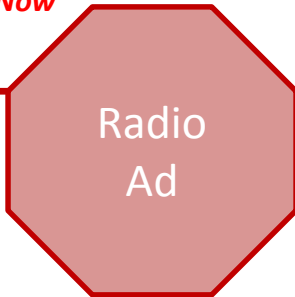
AD 3 – LPC
"Real Leadership"



AD 6 (RADIO) – NDP
"Trudeau, Speaking Fees"



AD 2 (RADIO) – LPC
"Real Change- Right Now"



AD 1 (TV) - LPC
"Over and Over"



AD 7 (TV) – Green
"A Canada that works together"



AD 8 (TV) – CPC
"Decision Time"

AD 9F (TV) – BQ
"Publicité du Bloc Québécois"



AD 10F (TV) – LPC
"Garderies"



AD 11F (TV) – NDP
"Élan"



AD 12F (TV) – CPC
"On est plus conservateur
qu'on le pense au Québec"











French
Ads
Tested

Note: Quebec only.

Summary of Diagnostic Results

All respondents

Summary – Diagnostics (English)

									
		RADIO		RADIO		RADIO			
*(net scores)		Ad 1 LPC (TV) <i>Over and Over</i>	Ad 2 LPC (RADIO) <i>Real Change Right Now</i>	Ad 3 LPC (TV) <i>Real Leadership</i>	Ad 4 NDP (TV) <i>Change</i>	Ad 5 NDP (RADIO) <i>Trudeau, Bill C-51</i>	Ad 6 NDP (RADIO) <i>Trudeau, Speaking Fees</i>	Ad 7 Green (TV) <i>A Canada that works together</i>	Ad 8 CPC (TV) <i>Decision Time</i>
Diagnostics									
Impression		+26%	+18%	+37%	+42%	-18%	-27%	+58%	+1%
Credibility		+31%	+26%	+36%	+37%	+18%	+16%	+59%	+2%
Interesting information		+27%	+22%	+25%	+35%	+14%	+11%	+50%	+19%
Someone like me		+20%	+8%	+17%	+13%	-6%	-8%	+29%	+5%
Total net diagnostic		+104	+74	+115	+127	+9	-8	+195	+27
Emotion: Hopeful		+16%	+11%	+22%	+23%	-16%	-19%	+36%	-5%
Emotion: Anxious		+4%	+9%	-4%	-2%	+16%	+19%	-8%	+16%
Emotion: Angry		+7%	+4%	-7%	-3%	+30%	+43%	-16%	+24%
Net positive emotion		+5	-2	+32	+28	-62	-80	+61	-45
Perceived Vote impact	Liberal	+11%	+3%	+13%	-4%	-8%	-12%	-7%	-7%
	Conservative	-16%	-15%	-19%	-18%	-15%	-8%	-19%	-9%
	NDP	-12%	-15%	-16%	+6%	-14%	-20%	-12%	-4%
Exposure	% seen/heard ad	35%	22%	19%	25%	16%	11%	12%	22%

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

Summary – Diagnostics (French)

<i>Diagnostics</i>		*(net scores)				
		Ad 9 BQ (TV) <i>Publicité du Bloc Québécois</i>	Ad 10 LPC (TV) <i>Garderies</i>	Ad 11 NDP (TV) <i>Élan</i>	Ad 12 CPC (TV) <i>On est plus conservateur qu'on le pense au Québec</i>	
Impression		+27%	+36%	+41%	-2%	
Credibility		+20%	+27%	+38%	-21%	
Interesting information		+11%	+28%	+35%	-12%	
Someone like me		+4%	-10%	+18%	-15%	
Total net diagnostic		+62	+81	+133	-50	
Emotion: Hopeful		+12%	+14%	+26%	-14%	
Emotion: Anxious		+2%	+1%	-5%	+11%	
Emotion: Angry		+1%	+1%	-8%	+21%	
Net positive emotion		+9	+12	+39	-47	
Perceived Vote impact	Liberal	-9%	+3%	-11%	0%	
	Conservative	-18%	-20%	-23%	-23%	
	NDP	+4%	-2%	+18%	+12%	
	BQ	-1%	-5%	-8%	-1%	
Exposure		% seen/heard ad	24%	35%	36%	28%

Note: Emotion net score calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'. Quebec only.

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)



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)	RADIO		RADIO			RADIO		RADIO	
	Ad 1 LPC (TV) <i>Over and Over</i>	Ad 2 LPC (RADIO) <i>Real Change Right Now</i>	Ad 3 LPC (TV) <i>Real Leadership</i>	Ad 4 NDP (TV) <i>Change</i>	Ad 5 NDP (RADIO) <i>Trudeau, Bill C-51</i>	Ad 6 NDP (RADIO) <i>Trudeau, Speaking Fees</i>	Ad 7 Green (TV) <i>A Canada that works together</i>	Ad 8 CPC (TV) <i>Decision Time</i>	
Conservative	0	-3	-2	-1	+2	0	-2	+2	
Liberal	+1	+1	+6	-3	-2	-5	-5	-4	
NDP	0	-1	-5	+2	+1	+2	+1	+1	
Green							+3		
Undecided/WNV	+1	+5	+2	0	-1	+3	+3	+1	
Impact on Agree: Time-for-Change (post minus pre)	+4	+3	-3	0	-2	+1	+5	-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. Due to sample-size, Green shown in Green-specific ad only.

Vote Summary

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



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 9 BQ (TV) <i>Publicité du Bloc Québécois</i>	Ad 10 LPC (TV) <i>Garderies</i>	Ad 11 NDP (TV) <i>Élan</i>	Ad 12 CPC (TV) <i>On est plus conservateur qu'on le pense au Québec</i>
Conservative	-3	-1	+1	+2
Liberal	0	+1	-4	-3
NDP	-2	-1	+5	+1
BQ	+5	0	-2	0
Undecided/WNV	0	+2	0	+1
Impact on Agree: Time-for-Change (post minus pre)	0	-1	-2	-4

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)



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"

		RADIO		RADIO		RADIO		Election Day October 19		
		Ad 1 LPC (TV) <i>Over and Over</i>	Ad 2 LPC (RADIO) <i>Real Change Right Now</i>	Ad 3 LPC (TV) <i>Real Leadership</i>	Ad 4 NDP (TV) <i>Change</i>	Ad 5 NDP (RADIO) <i>Trudeau, Bill C-51</i>	Ad 6 NDP (RADIO) <i>Trudeau, Speaking Fees</i>	Ad 7 Green (TV) <i>A Canada that works together</i>	Ad 8 CPC (TV) <i>Decision Time</i>	
*Numbers shown depict change from pre to post test										
	Harper	Cares	-2	-1	-1	0	+1	+1	-2	+3
	Competent	0	-2	+1	+2	-1	-1	-5	+1	
	For the middle class	0	-3	0	0	+1	0	+1	+3	
Trudeau	Cares	+2	-2	+9	-5	0	-4	-4	-3	
	Competent	+2	+3	+6	-4	+1	-2	0	-1	
	For the middle class	+5	+11	+7	-5	-3	-2	-7	0	
Mulcair	Cares	-1	0	-3	+5	+1	-1	-6	-1	
	Competent	0	0	-2	+3	+1	-2	-2	-2	
	For the middle class	-3	-6	-6	+9	-1	-1	-2	-2	
May	Cares							+15		
	Competent							+12		
	For the middle class							+10		

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. Due to sample size May shown for Green-specific ad only.

Leadership Attributes Summary

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



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 9 BQ (TV) <i>Publicité du Bloc Québécois</i>	Ad 10 LPC (TV) <i>Garderies</i>	Ad 11 NDP (TV) <i>Élan</i>	Ad 12 CPC (TV) <i>On est plus conservateur qu'on le pense au Québec</i>
Harper	Cares	-1	-1	-4	+4
	Competent	-1	-1	-1	+1
	For the middle class	+1	0	-1	+1
Trudeau	Cares	+1	+2	+1	-1
	Competent	-1	+1	-3	-3
	For the middle class	-2	+1	-9	-4
Mulcair	Cares	0	-1	+7	-1
	Competent	+2	+1	+5	+3
	For the middle class	-1	-3	+6	+3
Duceppe	Cares	+6	0	-5	-1
	Competent	+3	0	-1	+3
	For the middle class	+5	+1	-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. All French ads tested in Quebec only.

Vote Impact by Party ID

All respondents

Vote impacts by party ID: LPC– “Over and over”

Q

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

Ad 1 LPC: “Over and over”

Party ID



Conservative

Liberal

NDP

Unaligned

Conservative

+58%

-61%

-47%

-24%

Liberal

-50%

+72%

+15%

+10%

New Democrat

-35%

-23%

+34%

-3%

Perceived
vote impact
(Net scores)

Vote impacts by party ID: LPC- “Real change right now”

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 LPC (RADIO): “Real change right now”

Party ID

RADIO AD

Conservative

Liberal

NDP

Unaligned

Conservative

+58%

-60%

-55%

-15%

Liberal

-42%

+62%

-20%

0%

New Democrat

-30%

-36%

+43%

-16%

Perceived
vote impact
(Net scores)

Vote impacts by party ID: LPC-“Real leadership”

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 LPC: “Real Leadership”

Party ID



Conservative

Liberal

NDP

Unaligned

Conservative

+54%

-62%

-49%

-16%

Liberal

-41%

+70%

0%

+7%

New Democrat

-36%

-39%

+41%

-6%

Perceived
vote impact
(Net scores)

Vote impacts by party ID: NDP- “Change”

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 NDP: “Change”



Party ID

Conservative

Liberal

NDP

Unaligned

Conservative

+50%

-49%

-62%

-15%

Liberal

-39%

+37%

-25%

-8%

New Democrat

-34%

+7%

+70%

-1%

Perceived
vote impact
(Net scores)

Vote impacts by party ID: NDP- “Trudeau, Bill C-51”

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 NDP (RADIO): “Trudeau, Bill C-51”

Party ID

RADIO AD

Conservative

Liberal

NDP

Unaligned

Conservative

+60%

-50%

-55%

-12%

Liberal

-52%

+40%

-22%

-15%

New Democrat

-46%

-34%

+52%

-4%

Perceived
vote impact
(Net scores)

Vote impacts by party ID: NDP- “Trudeau, Speaking Fees”

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 NDP (RADIO):
“Trudeau, Speaking Fees”

Party ID

RADIO AD

Conservative

Liberal

NDP

Unaligned

Conservative

+61%

-40%

-43%

-9%

Liberal

-55%

+37%

-16%

-29%

New Democrat

-32%

-43%

+33%

-14%

Perceived
vote impact
(Net scores)

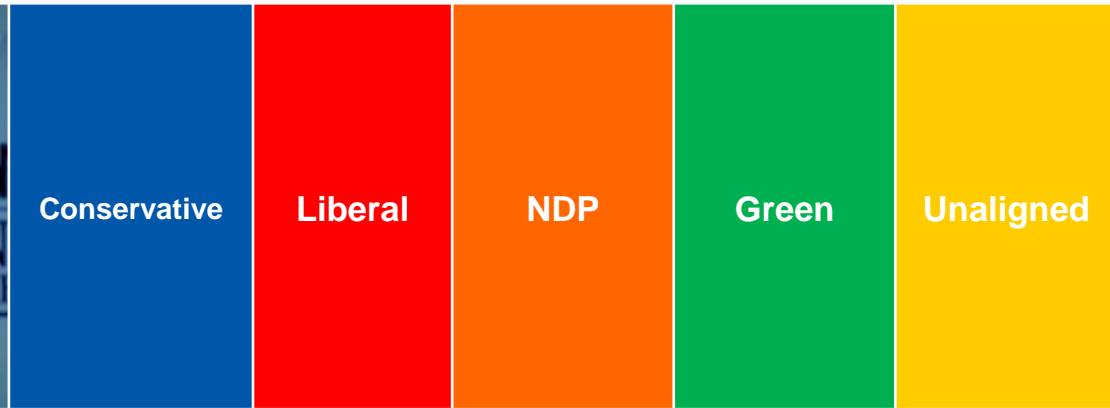
Vote impacts by party ID: Green- “A Canada that works together”



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 Green: “A Canada that works together”

Party ID



Conservative
Liberal
New Democrat

	Conservative	Liberal	NDP	Green	Unaligned
Conservative	+44%	-45%	-57%	-68%	-15%
Liberal	-37%	+32%	-28%	-52%	-9%
New Democrat	-30%	-21%	+42%	-43%	-13%

Perceived vote impact (Net scores)

Note: Green PID sample size is N=9, should be taken as directional results only.

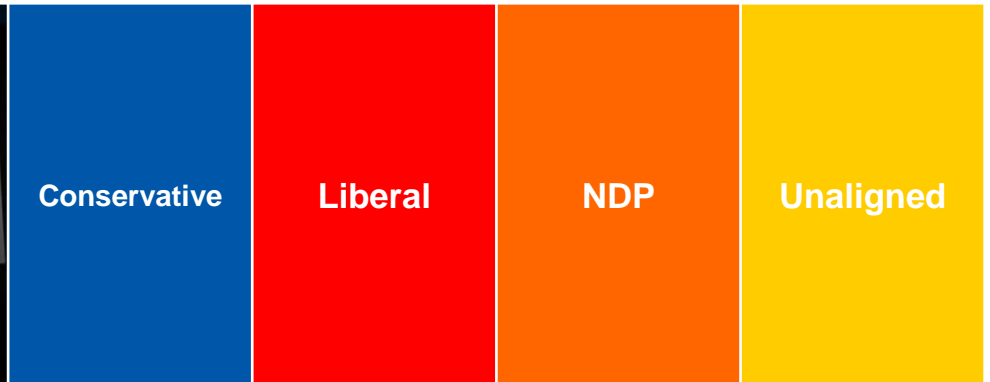
Vote impacts by party ID: Green- “A Canada that works together”



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 CPC: “Decision Time”

Party ID



Perceived vote impact (Net scores)

	Conservative	Liberal	NDP	Unaligned
Conservative	+74%	-51%	-56%	-9%
Liberal	-65%	+50%	-7%	-11%
New Democrat	-43%	-15%	+63%	-1%

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

Vote impacts by party ID: BQ-“Publicité du Bloc Québécois”

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 BQ “Publicité du Bloc Québécois”

Party ID



	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	+54%	-16%	-29%	-20%	-50%
Liberal	-8%	+48%	-11%	-12%	-45%
New Democrat	-15%	+18%	+44%	+2%	-27%
Bloc Quebecois	-36%	-47%	-11%	-11%	+65%

Perceived
vote impact
(Net scores)

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

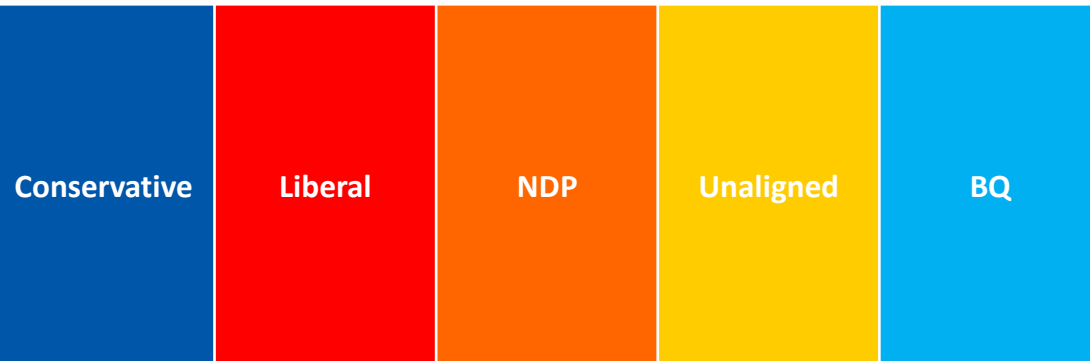
Vote impacts by party ID: LPC- “Garderies”

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 LPC: “Garderies”

Party ID



Perceived
vote impact
(Net scores)

Conservative
Liberal
New Democrat
Bloc Quebecois

+46%	-33%	-30%	-17%	-36%
-6%	+52%	-3%	+3%	-16%
-35%	-25%	+47%	-1%	-7%
-36%	-42%	-8%	-10%	+43%

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

Vote impacts by party ID: NDP- “Élan”

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 NDP: “Élan”

Party ID



	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	+46%	-24%	-41%	-22%	-42%
Liberal	-22%	+31%	-28%	-7%	-30%
New Democrat	-24%	+18%	+66%	+14%	+10%
Bloc Quebecois	-29%	-39%	-25%	-12%	41%

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 est plus conservateur qu'on le pense au Québec”



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

Ad 12 CPC: “On est plus conservateur qu'on le pense au Québec”

Party ID

		Party ID				
		Conservative	Liberal	NDP	Unaligned	BQ
Perceived vote impact (Net scores)	Conservative	+65%	-36%	-52%	-21%	-38%
	Liberal	-36%	+45%	+10%	-5%	-18%
	New Democrat	-38%	+7%	+64%	+9%	+6%
	Bloc Quebecois	-52%	-32%	+6%	-12%	+57%



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

Diagnostic Testing by Party ID

Diagnostic testing by party ID: LPC – Over and over

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 LPC: “Over and over”

Party ID

					
		Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	-30%	+74%	+47%	+25%
	Credibility	-31%	+81%	+58%	+27%
	Interesting	-31%	+76%	+62%	+20%
	Someone Like Me	-39%	+75%	+53%	+7%
Total Net Diagnostic		-130	+305	+219	+78
Diagnostic Net Scores	Emotion: Hopeful	-26%	+59%	+28%	+10%
	Emotion: Anxious	+23%	-15%	+12%	-3%
	Emotion: Angry	+31%	-14%	+5%	+4%
	Net positive emotion	-80	+88	+11	+9

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 – Real change right now

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 LPC (RADIO): “Real change right now”

Party ID

	RADIO AD	Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	-13%	+58%	+18%	+5%
	Credibility	-10%	+75%	+20%	+17%
	Interesting	-6%	+62%	+10%	+16%
	Someone Like Me	-31%	+57%	-9%	+6%
	Total Net Diagnostic	-59	+252	+38	+45
Diagnostic Net Scores	Emotion: Hopeful	-11%	+46%	+1%	+2%
	Emotion: Anxious	+22%	+1%	+12%	-2%
	Emotion: Angry	+28%	-16%	+4%	+3%
	Net positive emotion	-62	+62	-15	0

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– Real Leadership

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 LPC: “Real Leadership”

Party ID

		Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	-10%	+84%	+34%	+31%
	Credibility	-20%	+92%	+26%	+34%
	Interesting	-22%	+73%	+29%	+12%
	Someone Like Me	-35%	+70%	+17%	+6%
	Total Net Diagnostic	-87	+319	+106	+84
Diagnostic Net Scores	Emotion: Hopeful	-15%	+66%	+17%	+15%
	Emotion: Anxious	+17%	-22%	+9%	-8%
	Emotion: Angry	+21%	-36%	+3%	-5%
	Net positive emotion	-53	+123	+5	+28

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: NDP – Change



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 NDP: “Change”

Party ID

			Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression		+8%	+50%	+87%	+33%
	Credibility		-6%	+45%	+94%	+26%
	Interesting		+6%	+44%	+78%	+23%
	Someone Like Me		-27%	+20%	+76%	-3%
Total Net Diagnostic			-19	+159	+336	+79
Diagnostic Net Scores	Emotion: Hopeful		-11%	+35%	+75%	+7%
	Emotion: Anxious		+15%	-6%	-16%	-5%
	Emotion: Angry		+17%	-8%	-28%	-2%
	Net positive emotion		-43	+49	+118	+14

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: NDP – Trudeau, Bill C-51



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 NDP (RADIO): “Trudeau, Bill C-51”

Party ID

	RADIO AD	Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	-7%	-39%	+8%	-15%
	Credibility	+33%	-10%	+50%	+18%
	Interesting	+20%	-7%	+42%	+19%
	Someone Like Me	-4%	-25%	+25%	-4%
	Total Net Diagnostic	+43	-82	+125	+18
Diagnostic Net Scores	Emotion: Hopeful	-10%	-14%	-16%	-23%
	Emotion: Anxious	+14%	+13%	+20%	+18%
	Emotion: Angry	+20%	+34%	+40%	+24%
	Net positive emotion	-45	-60	-77	-65

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: NDP – Trudeau, Speaking Fees



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 NDP (RADIO): “Trudeau, Speaking Fees”

Party ID

	RADIO AD	Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	-1%	-49%	-8%	-38%
	Credibility	+49%	-16%	+38%	+7%
	Interesting	+46%	-21%	+28%	+7%
	Someone Like Me	+13%	-32%	+12%	-8%
	Total Net Diagnostic	+106	-119	+70	-33
Diagnostic Net Scores	Emotion: Hopeful	-19%	-18%	-6%	-24%
	Emotion: Anxious	+17%	+20%	+23%	+14%
	Emotion: Angry	+41%	+48%	+44%	+35%
	Net positive emotion	-77	-86	-73	-73

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: Green – A Canada that works together



Impression: What was your overall impression of the ad?

Credibility: How credible was the information presented in the advertisement?


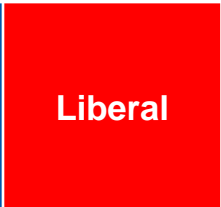

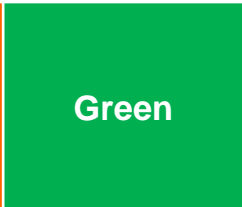
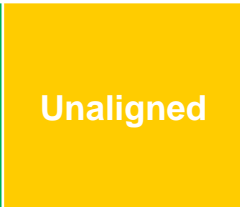
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.

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 Green : “A Canada that works together”

Party ID

						
Diagnostic Net Scores	Impression	+33%	+72%	+68%	+90%	+54%
	Credibility	+29%	+80%	+61%	+100%	+47%
	Interesting	+22%	+67%	+67%	+100%	+36%
	Someone Like Me	-10%	+50%	+44%	+90%	+18%
Total Net Diagnostic		+74	+269	+240	+381	+155
Diagnostic Net Scores	Emotion: Hopeful	+14%	+47%	+55%	+86%	+25%
	Emotion: Anxious	+2%	-9%	-8%	-59%	-10%
	Emotion: Angry	-3%	-20%	-19%	-48%	-19%
	Net positive emotion	+14	+77	+82	+193	+54

Note: Green sample size is N=9, results should be taken as directional only. Emotion net diagnostic calculated by taking net 'Hopeful' and subtracting net 'Anxious' and net 'Angry'.

Diagnostic testing by party ID: CPC – Decision Time

Q

Impression: What was your overall impression of the ad?

Credibility: How credible was the information presented in the advertisement?

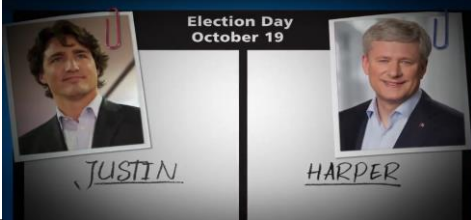
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.

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 CPC: “Decision Time”

Party ID

			Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression		+71%	-40%	-25%	-7%
	Credibility		+70%	-29%	-24%	-16%
	Interesting		+71%	-7%	+7%	+2%
	Someone Like Me		+63%	-30%	-5%	-14%
Total Net Diagnostic			+275	-106	-46	-34
Diagnostic Net Scores	Emotion: Hopeful		+49%	-28%	-27%	-17%
	Emotion: Anxious		-4%	+32%	+18%	+17%
	Emotion: Angry		-5%	+43%	+49%	+18%
	Net positive emotion		+58	-103	-94	-52

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: BQ – Publicité du Bloc Québécois [QC ONLY]



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 BQ: “Publicité du Bloc Québécois”

Party ID

						
		Conservative	Liberal	NDP	Unaligned	BQ
Diagnostic Net Scores	Impression	-5%	-11%	+24%	+15%	+81%
	Credibility	-21%	-14%	+13%	+1%	+84%
	Interesting	-25%	-27%	0%	-10%	+83%
	Someone Like Me	-28%	-36%	-14%	-13%	+80%
Total Net Diagnostic		-79	-88	+23	-7	+328
Diagnostic Net Scores	Emotion: Hopeful	-11%	-28%	+11%	+1%	+62%
	Emotion: Anxious	+9%	+24%	+10%	+5%	-25%
	Emotion: Angry	+15%	+28%	+5%	+6%	-32%
	Net positive emotion	-35	-81%	-4	-10	+119

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– Garderies

[QC ONLY]



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 LPC: “Garderies”

Party ID

			Conservative	Liberal	NDP	Unaligned	BQ
Diagnostic Net Scores	Impression		+37%	+70%	+31%	+25%	+31%
	Credibility		+9%	+77%	+18%	+17%	+23%
	Interesting		+23%	+65%	+16%	+22%	+26%
	Someone Like Me		-16%	+29%	-13%	-10%	-22%
Total Net Diagnostic			+53	+241	+51	+53	+58
Diagnostic Net Scores	Emotion: Hopeful		+7%	+48%	+4%	+5%	+16%
	Emotion: Anxious		+4%	-18%	+7%	+5%	+5%
	Emotion: Angry		+9%	-25%	+13%	+2%	+7%
Net positive emotion			-6	+91	-17	-1	+3

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 – Élan [QC ONLY]



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 NDP: “Élan”

Party ID



	Conservative	Liberal	NDP	Unaligned	BQ
Impression	+17%	+43%	+86%	+27%	+36%
Credibility	-8%	+44%	+87%	+22%	+39%
Interesting	-14%	+29%	+86%	+26%	+37%
Someone Like Me	-23%	+19%	+82%	+2%	+7%
Total Net Diagnostic	-27	+136	+341	+75	+119
Emotion: Hopeful	-12%	+20%	+73%	+14%	+26%
Emotion: Anxious	+21%	-2%	-27%	-3%	-5%
Emotion: Angry	+21%	-9%	-31%	-5%	-6%
Net positive emotion	-55%	+31	+130	+22	+37

Diagnostic Net Scores

Diagnostic Net Scores

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 – On est plus conservateur qu'on le pense au Québec [QC ONLY]



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 12 CPC: "On est plus conservateur qu'on le pense au Québec"

Party ID

			Conservative	Liberal	NDP	Unaligned	BQ
Diagnostic Net Scores	Impression		+77%	+6%	-41%	-8%	-8%
	Credibility		+84%	-31%	-54%	-30%	-30%
	Interesting		+85%	-18%	-58%	-10%	-22%
	Someone Like Me		+85%	-18%	-52%	-16%	-32%
Total Net Diagnostic			+330	-60	-204	-64	-92
Diagnostic Net Scores	Emotion: Hopeful		+56%	-15%	-37%	-20%	-25%
	Emotion: Anxious		-17%	+15%	+25%	+8%	+16%
	Emotion: Angry		-22%	+19%	+43%	+18%	+26%
	Net positive emotion		+95	-49	-106	-45	-67

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