

Innovative Research Group, Inc.

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Election Surveys 2015 Wave 6: Strategic Voting Analysis



Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from October 5th to October 8th, 2015. In the following slides we will refer to data from this poll as “Wave 6 (October)”.
- This online survey of 3,417 Canadians was conducted using a combination of INNOVATIVE’s Canada 20/20 panel (n=1,505) and Survey Sampling International (n=1,912).
- Tracking is drawn from five 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, n=2,805; and “Wave 5 (October)” from September 29th to October 1st (n=1,514).
- 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, we weight online data using party identification from a randomized telephone poll. Waves, 1, 2, and 4 were weighted in this way. No recent telephone data was available for Wave 3, 5 or the current Wave 6.
- Because the sample included oversamples in BC, Prairies, Quebec and Atlantic, the final sample is weighted to N=2,000.
- 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?

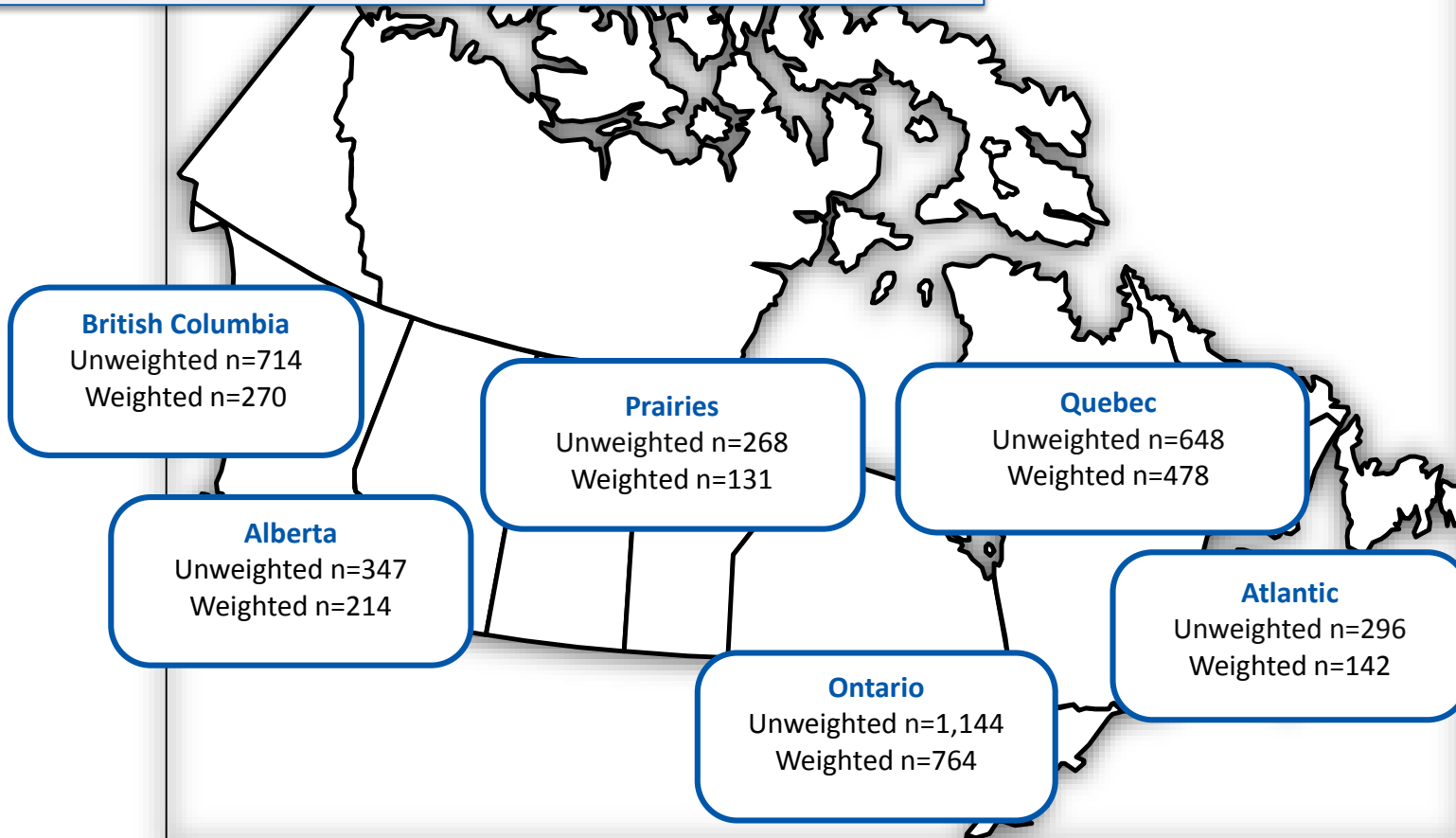
Regional groupings include:

- 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=3,417

Weighted n=2,000



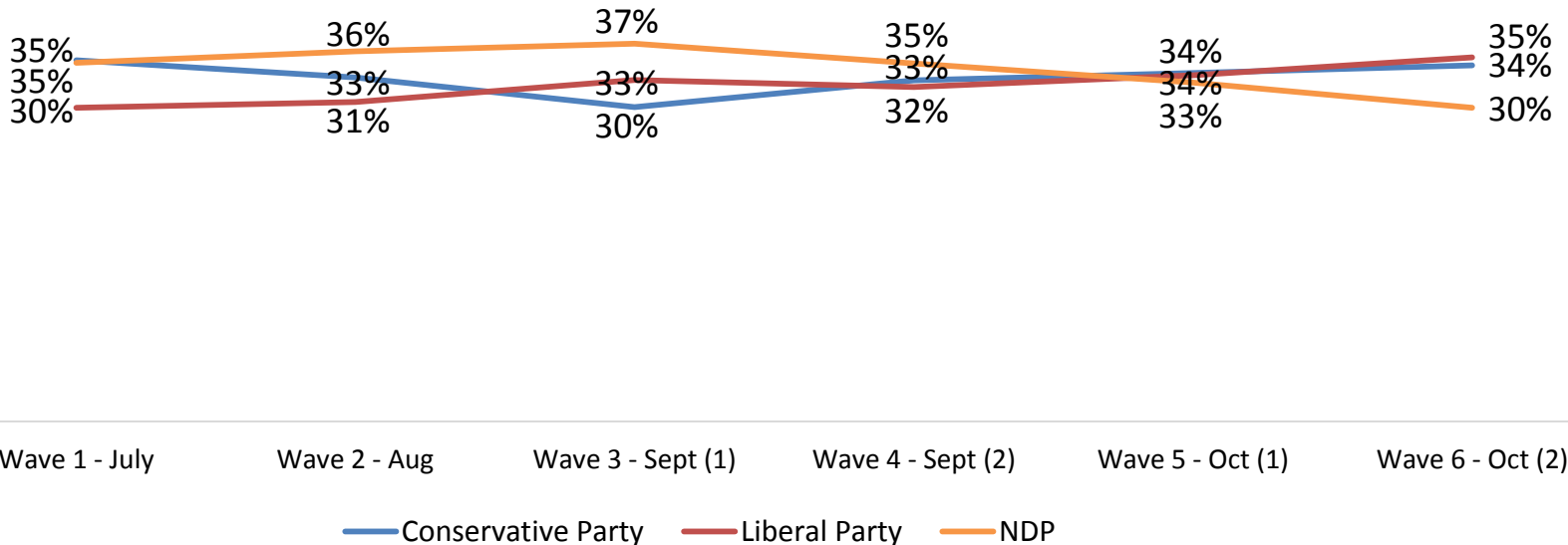
Estimating Strategic Voting

Expectations of an NDP win have been declining since September

Q

In the upcoming federal election, please indicate from 0 to 10, where 0 means no chance and 10 means definitely, how likely do you think it is for the following party to win the election and form a government.

[Percentages are the implied probabilities translated from the total of each respondents 0-10 ratings, average implied probabilities are reported]

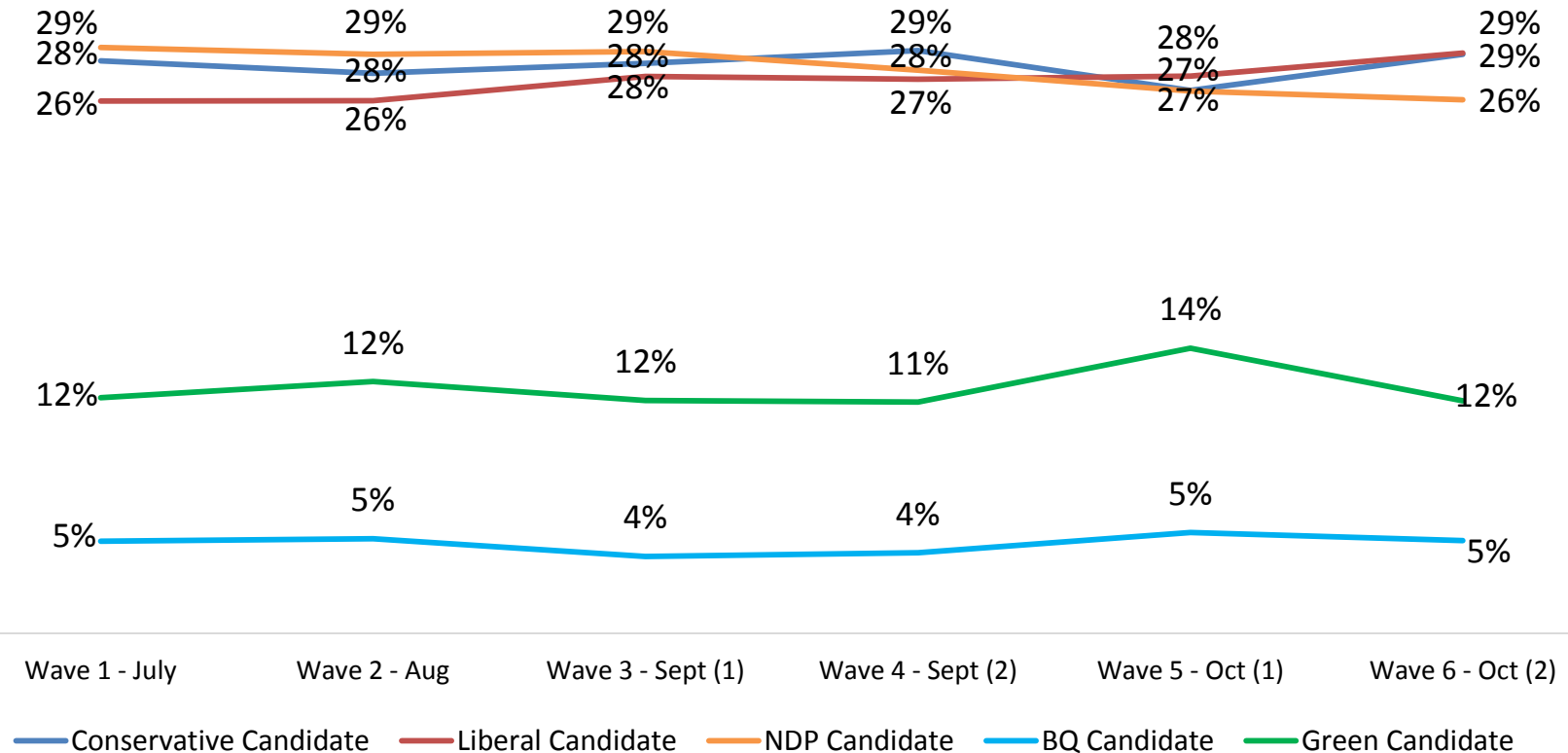


On average, expectations of who will win locally have been quite steady, with a slight NDP decline

Q

In the upcoming federal election, please indicate from 0 to 10, where 0 means no chance and 10 means definitely, how likely do you think it is for the following candidate to win in your local riding.

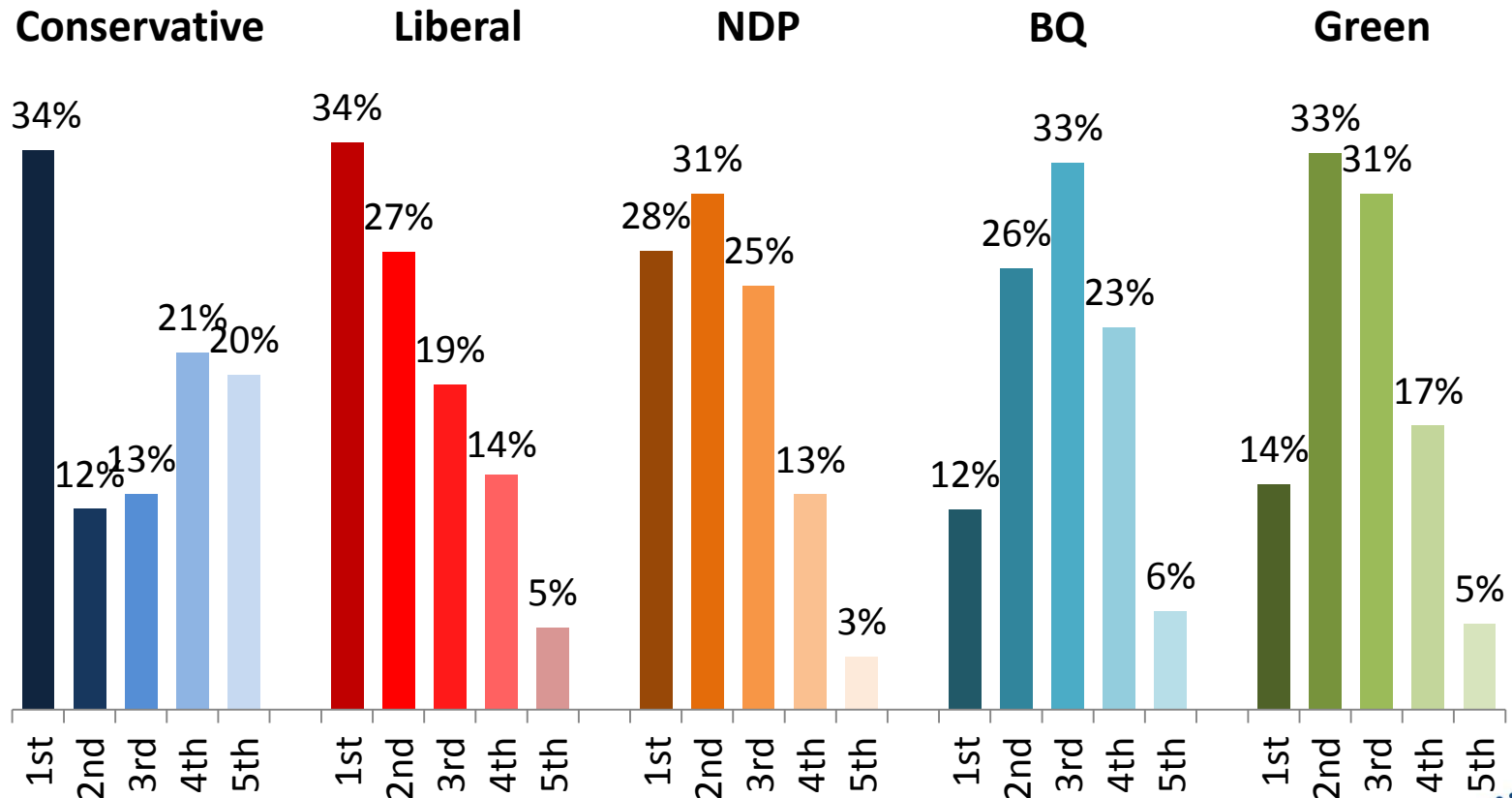
[Percentages are the implied probabilities translated from the total of each respondents 0-10 ratings, average implied probabilities are reported]



Preferences: Conservatives are the second or third choice of very few voters

Preference rankings below are based on an index score calculated for each party for each respondent that incorporates the following components: which party is best on the issues that the voter cares about the most, which party is best on all other issues, the voter's party ID, and the voter's assessment of each party leader.

In the event of ties, both parties are assigned the higher rank. For this reason the total number of preferences of a given rank will not total to 100% of the sample. **[Wave 6 data only]**

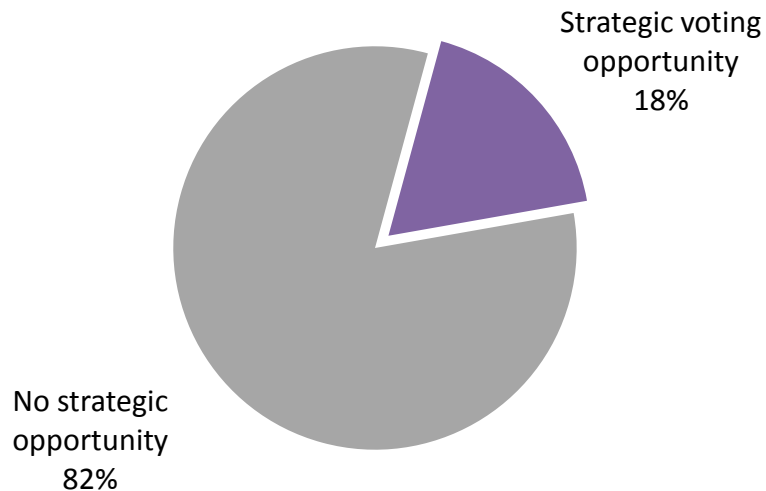


Strategic opportunity: less than 20% of voters beliefs set them up with an incentive to vote strategically

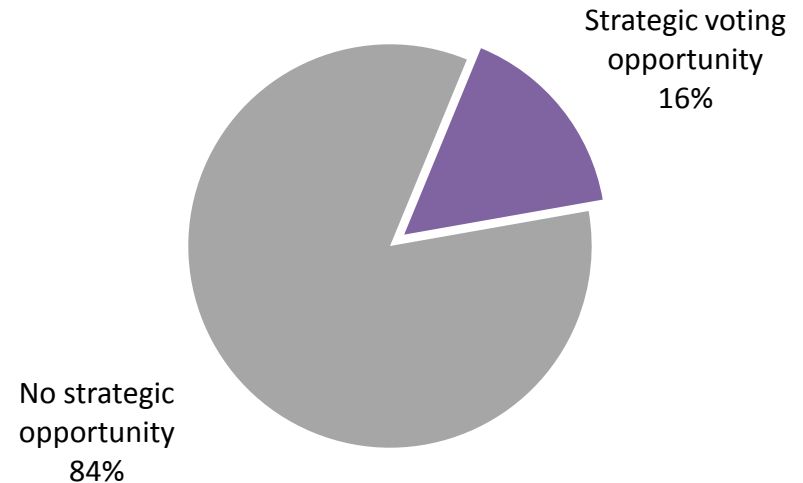
We define an opportunity to vote strategically by the following conditions:

- The voter believes that their second choice party is more likely to win than their first choice; AND
- They do **not** believe there is a clear two-way race between their first and second choices

Wave 1 - July

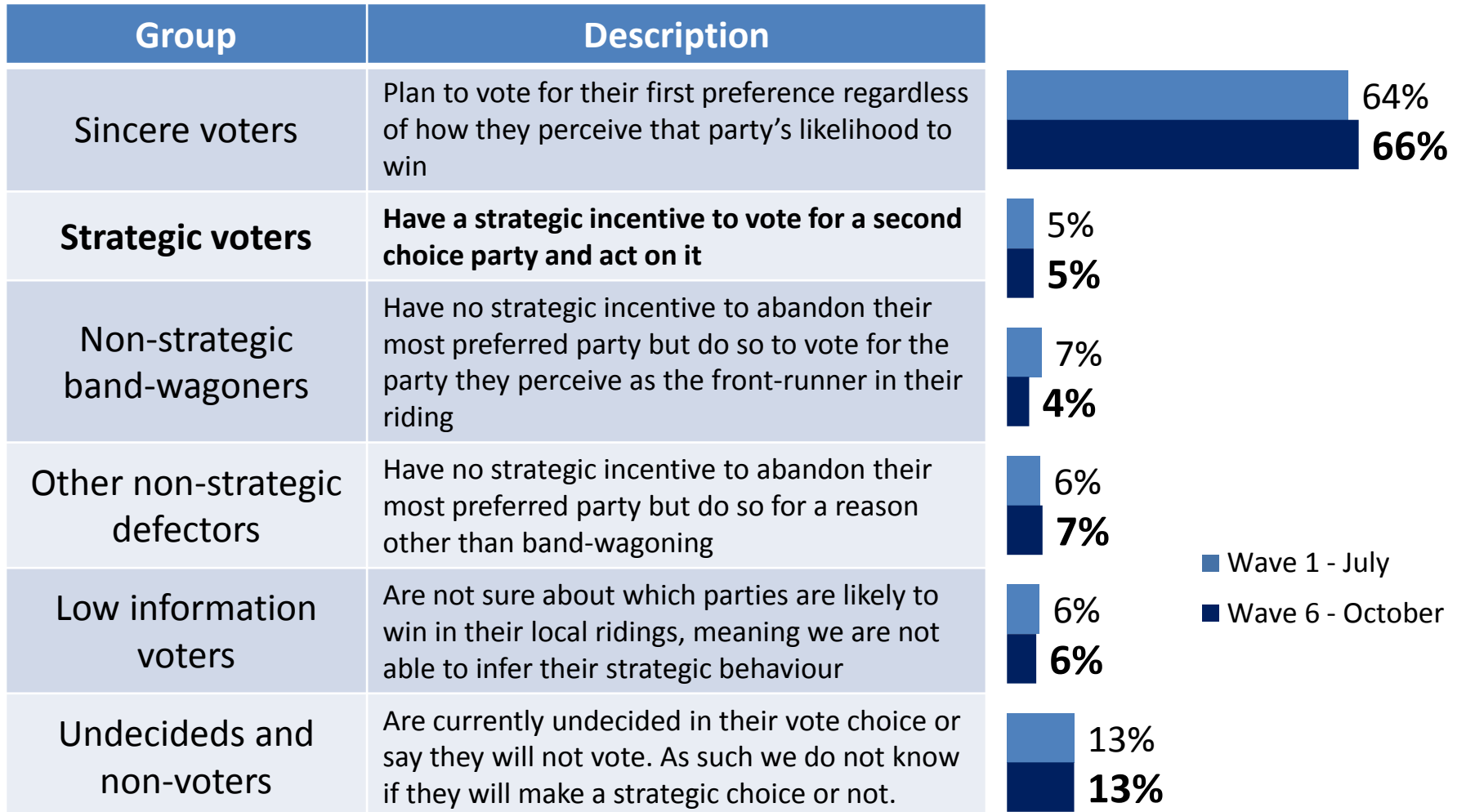


Wave 6 - October



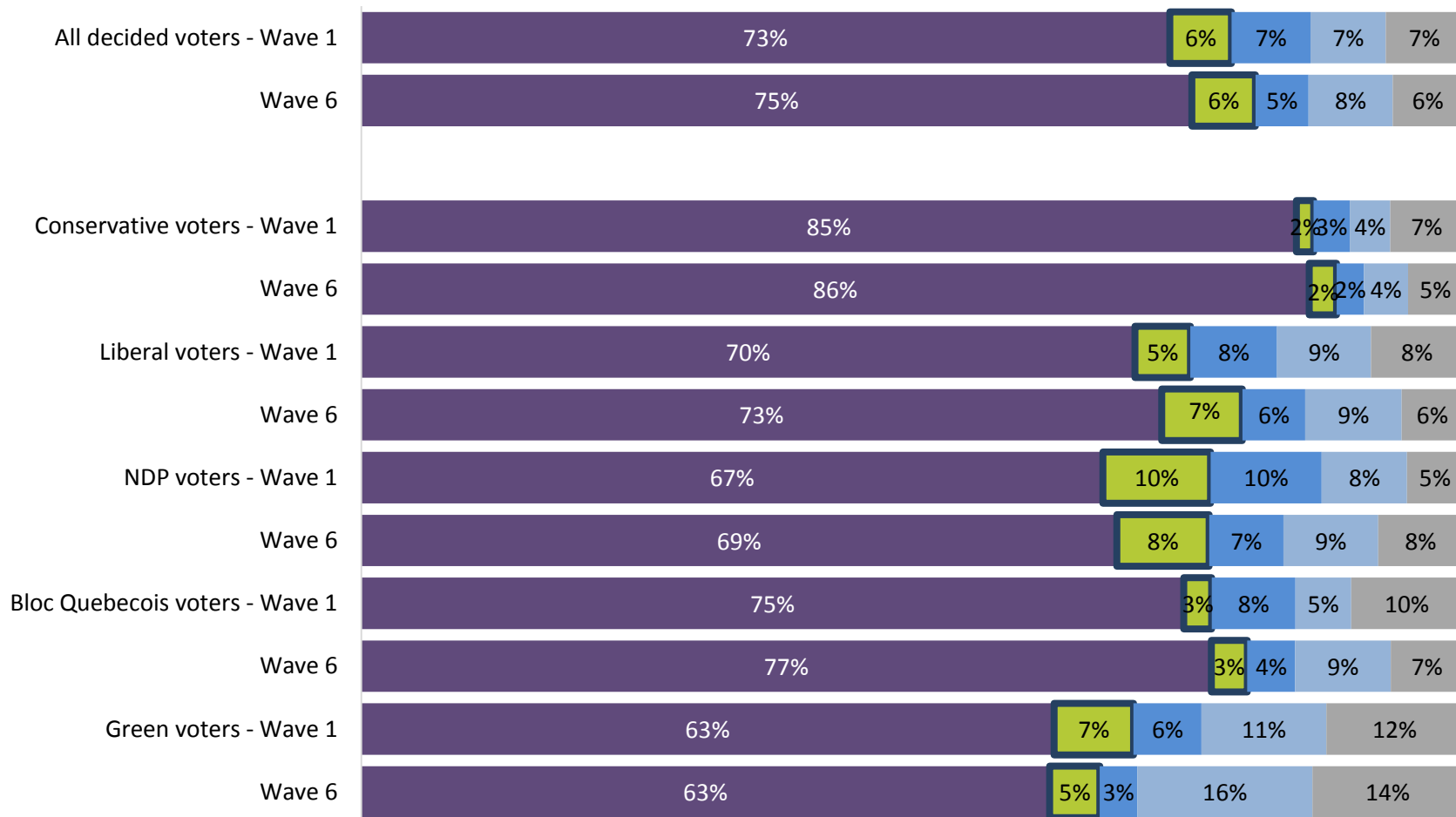
Incidence of strategic voting

Based on all of the above evidence, we can define a number of relevant voting groups



Who benefits? Composition of voters mostly the same, NDP and Greens have fewest sincere supporters

Incidence of strategic voting based on the vote choice the voter made.

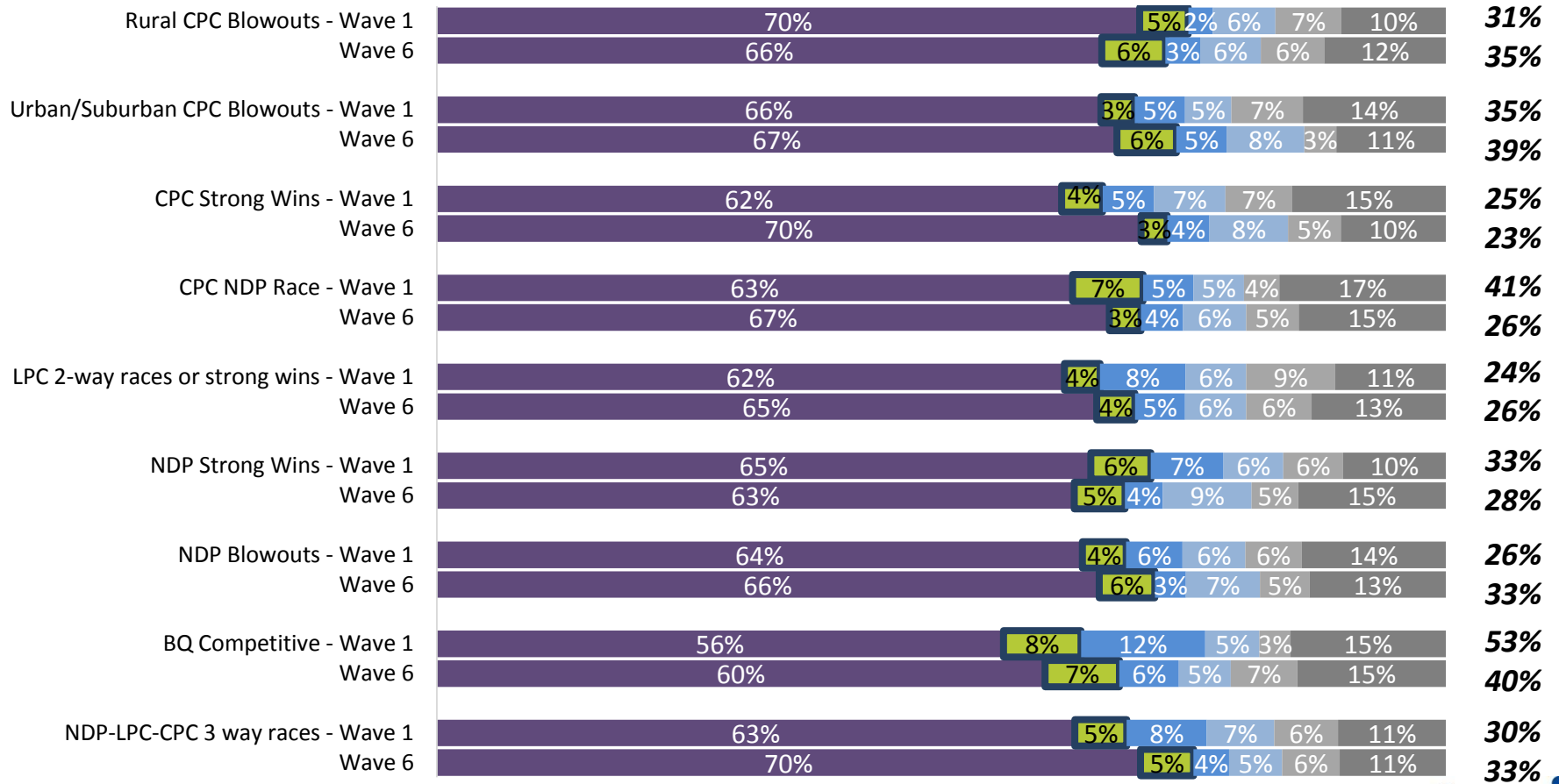


■ Sincere voter ■ Strategic voter ■ Non strategic bandwagoner ■ Other non-strategic defector ■ Low information voter

Strategic voting is most common where the Bloc are competitive, increasing in CPC blowouts

Incidence of strategic voting based on which kind of riding a respondent lives in. However different political contexts and beliefs will lead to different amounts of strategic opportunity. As such we also show the percentage who vote strategically out of *those who could vote strategically*.

% of strategic voters of those with strategic incentive:



- Sincere voter
- Strategic voter
- Non strategic bandwagoner
- Other non-strategic defector
- Low information voter
- Undecided/Non-voter

Most LPC gains and NDP losses come from sincere voters, but NDP also lost 2 points from band-wagoners

WAVE 1	Sincere	Strategic	Bandwagon	Other	Low-info	Total
Conservative	24.9%	0.4%	1.0%	1.1%	1.9%	29.3%
Liberal	18.2%	1.2%	2.2%	2.2%	2.2%	25.9%
NDP	22.7%	2.9%	3.5%	2.9%	1.7%	33.7%
Bloc	3.3%	0.1%	0.3%	0.3%	0.5%	4.5%
Green	3.5%	0.4%	0.4%	0.6%	0.7%	5.6%
Total	72.5%	5.0%	7.4%	7.2%	6.9%	

Cells show total percentages

WAVE 6	Sincere	Strategic	Bandwagon	Other	Low-info	Total
Conservative	25.5%	0.7%	0.7%	1.2%	1.5%	29.6%
Liberal	25.3%	2.5%	2.0%	3.1%	1.9%	34.8%
NDP	16.7%	2.0%	1.6%	2.1%	1.9%	24.3%
Bloc	4.0%	0.2%	0.2%	0.5%	0.3%	5.2%
Green	3.1%	0.2%	0.2%	0.8%	0.7%	5.0%
Total	74.6%	5.7%	4.7%	7.6%	6.3%	

Cells show total percentages



Research-based strategic advice.

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