Prepared by:

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FEDERAL ELECTION ONLINE AD TESTING-WAVE 7 ENGLISH 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 sixth wave of our ad testing survey among 2400 randomly-selected Canadian citizens or permanent residents 18 years or older between October 13th and 15th.

- The sample is broken down into 1000 francophone respondents in Quebec only and 1400 English-speaking respondents nationally.

- Ads 1-7 were in English and shown Ads 8 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 10,800 respondents have been surveyed since July 28th, with each respondent seeing 3 ads out of the 54 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.
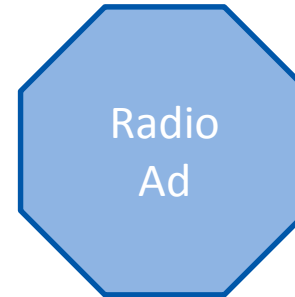
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AD 4 – NDP
"Stop Harper's Secretive TPP"

AD 5 – CPC
"Economically Clueless"

AD 3 – LPC
"Out of touch"

AD 2 – LPC
"Ready to lead"

AD 6 (RADIO) – CPC
"Not about me"

English Ads Tested

Radio Ad

AD 1 - LPC
"Real Change Now!"

AD 7– CPC
"This election isn't about me"

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AD 9F – LPC
"Changer ensemble- Investir dans la croissance economique"

AD 8F (TV) – LPC
"Changer ensemble maintenant!"

AD 10F - LPC
"Changer ensemble- Allocation familiale"

French Ads Tested

AD 11F – CPC
"Justin Trudeau est déconnecté des valeurs et priorités des Québécois"

AD 12F – CPC
"Le 19 octobre, il faut garder le cap avec un plan qui a fait ses preuves pour notre économie"

Note: Quebec only.

Summary of Diagnostic Results
All respondents

Summary – Diagnostics (English)

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(net scores) Diagnostics	Ad 1 LPC (TV) *Real Change Now!*	Ad 2 LPC (TV) *Ready to lead*	Ad 3 LPC (TV) *Out of touch*	Ad 4 NDP (TV) *Stop Harper's secretive TPP*	Ad 5 CPC (TV) *Economically clueless*	Ad 6 CPC (RADIO) *Not about me*	Ad 7 CPC (TV) *This election isn't about me*
Impression	47%	44%	41%	7%	-42%	12%	17%
Credibility	36%	40%	35%	20%	-11%	13%	15%
Interesting information	38%	40%	40%	27%	-10%	11%	12%
Someone like me	28%	28%	25%	3%	-20%	-4%	5%
Total net diagnostic	**+149**	**+151**	**+142**	**+58**	**-84**	**+32**	**+48**
Emotion: Hopeful	32%	29%	26%	-11%	-29%	4%	7%
Emotion: Anxious	-1%	2%	2%	23%	24%	5%	4%
Emotion: Angry	-1%	-4%	-1%	24%	41%	15%	13%
Net positive emotion	**+34**	**+32**	**+25**	**-57**	**-93**	**-16**	**-11**
Perceived Vote impact — **Liberal**	22%	20%	19%	-1%	-1%	10%	8%
Conservative	-19%	-16%	-20%	-16%	-13%	-8%	-7%
NDP	-14%	-18%	-15%	-7%	-2%	-4%	-8%
Exposure — **% seen/heard ad**	37%	68%	47%	15%	34%	19%	43%

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

Summary – Diagnostics (French)

Diagnostics *(net scores)	Ad 8 LPC (TV) *Changer ensemble maintenant!*	Ad 9 LPC (TV) *Changer ensemble - Investir dans la croissance economique*	Ad 10 LPC (TV) *Changer ensemble - Allocation familiale*	Ad 11 CPC (TV) Justin Trudeau est déconnecté des valeurs …	Ad 12 CPC (TV) Le 19 octobre, il faut garder le cap…
Impression	37%	35%	47%	-38%	-1%
Credibility	33%	27%	35%	-29%	-18%
Interesting information	33%	28%	41%	-23%	-25%
Someone like me	19%	14%	10%	-36%	-31%
Total net diagnostic	**+123**	**+104**	**+134**	**-126**	**-75**
Emotion: Hopeful	26%	18%	30%	-23%	-10%
Emotion: Anxious	-10%	-5%	1%	15%	4%
Emotion: Angry	-3%	-2%	0%	38%	14%
Net positive emotion	**+39**	**+25**	**+29**	**-75**	**-28**

Perceived Vote impact		Ad 8	Ad 9	Ad 10	Ad 11	Ad 12
	Liberal	14%	13%	18%	-15%	4%
	Conservative	-23%	-21%	-19%	-29%	-18%
	NDP	-4%	-2%	-3%	-6%	3%
	BQ	-6%	2%	0%	-3%	5%
Exposure	% seen/heard ad	40%	49%	53%	21%	32%

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.

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

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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 1 LPC (TV) *Real Change Now!*	Ad 2 LPC (TV) *Ready to lead*	Ad 3 LPC (TV) *Out of touch*	Ad 4 NDP (TV) *Stop Harper's secretive TPP*	Ad 5 CPC (TV) *Economically clueless*	Ad 6 CPC (RADIO) *Not about me*	Ad 7 CPC (TV) *This election isn't about me*
Conservative	0	-5	-2	-1	+5	+1	+1
Liberal	-1	+5	-3	0	-5	+2	+3
NDP	0	-1	+4	0	2	0	-3
Undecided/WNV	+1	0	+1	0	-3	0	-1
Impact on Agree: Time-for-Change (post minus pre)	+5	-5	+5	+3	-1	-4	0

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)

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 8 LPC (TV) *Changer ensemble maintenant!*	Ad 9 LPC (TV) *Changer ensemble - Investir dans la croissance economique*	Ad 10 LPC (TV) *Changer ensemble - Allocation familiale*	Ad 11 CPC (TV) Justin Trudeau est déconnecté des valeurs …	Ad 12 CPC (TV) Le 19 octobre, il faut garder le cap…
Conservative	+2	-1	+2	-1	-1
Liberal	+2	+0	-1	-1	+1
NDP	+4	-1	-1	-1	-2
BQ	-3	0	0	+0	-1
Undecided/WNV	-4	+2	0	+4	+3
Impact on Agree: Time-for-Change (post minus pre)	-5	-3	-3	+1	+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)

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 LPC (TV) *Real Change Now!*	Ad 2 LPC (TV) *Ready to lead*	Ad 3 LPC (TV) *Out of touch*	Ad 4 NDP (TV) *Stop Harper's secretive TPP*	Ad 5 CPC (TV) *Economically clueless*	Ad 6 CPC (RADIO) *Not about me*	Ad 7 CPC (TV) *This election isn't about me*
Harper	Cares	-6	-1	-1	+3	-2	+3	+3
	Competent	-5	+1	-3	+3	+1	-1	+3
	For the middle class	-2	-7	-1	0	+3	+2	0
Trudeau	Cares	+6	+4	+2	+1	-4	-4	+1
	Competent	+5	+4	+2	-1	-2	0	+1
	For the middle class	+9	+5	+5	-3	-9	-3	-2
Mulcair	Cares	+3	-3	-3	+2	0	-1	0
	Competent	+3	0	0	-1	-1	+1	-1
	For the middle class	-6	-2	-4	0	+1	-1	+2

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)

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 8 LPC (TV) *Changer ensemble maintenant!*	Ad 9 LPC (TV) *Changer ensemble - Investir dans la croissance economique*	Ad 10 LPC (TV) *Changer ensemble - Allocation familiale*	Ad 11 CPC (TV) Justin Trudeau est déconnecté des valeurs …	Ad 12 CPC (TV) Le 19 octobre, il faut garder le cap…
Harper	Cares	0	-1	+2	-2	-1
	Competent	-1	-1	-1	-2	+1
	For the middle class	0	+2	0	0	-2
Trudeau	Cares	+1	-1	-1	-1	+7
	Competent	-1	-2	0	+1	0
	For the middle class	-8	+4	-1	-5	+2
Mulcair	Cares	+2	+2	+2	+1	-2
	Competent	+2	-3	+4	+6	+1
	For the middle class	-2	+2	+1	+2	+2
Duceppe	Cares	-3	0	-1	0	+4
	Competent	-1	0	-1	0	+1
	For the middle class	+3	0	+6	+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– "Real Change Now!"

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: "Real Change Now!"

Party ID

	Conservative	Liberal	NDP	Unaligned
Conservative	+56%	-65%	-59%	-22%
Liberal	-29%	+78%	+10%	+15%
New Democrat	-25%	-32%	+37%	-12%

Perceived vote impact (Net scores)

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

Vote impacts by party ID: LPC- "Ready to lead"

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: "Ready to lead"

	Party ID			
	Conservative	**Liberal**	**NDP**	**Unaligned**
Conservative	+58%	-57%	-66%	-23%
Liberal	-40%	+76%	+30%	+16%
New Democrat	-30%	-34%	+31%	-5%

Perceived vote impact (Net scores)

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

Vote impacts by party ID: LPC-"Out of touch"

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: "Out of touch"

Party ID

		Conservative	Liberal	NDP	Unaligned
Perceived vote impact (Net scores)	Conservative	+51%	-62%	-47%	-23%
	Liberal	-37%	+75%	+13%	+9%
	New Democrat	-33%	-30%	+53%	-11%

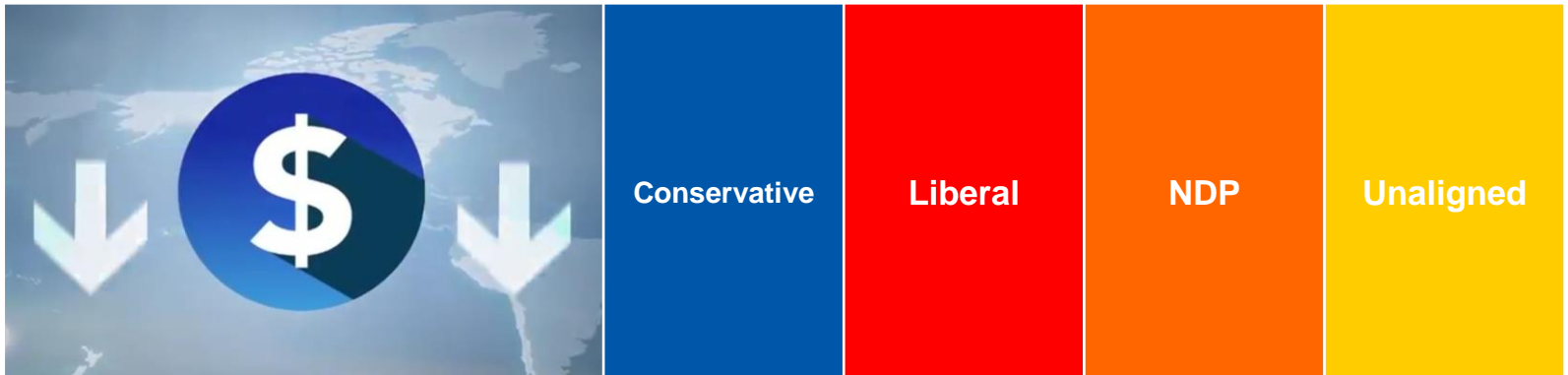**Note**: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: NDP- "Stop Harper's secretive TPP"

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: "Stop Harper's secretive TPP"

Party ID

Perceived vote impact (Net scores)		Conservative	Liberal	NDP	Unaligned
	Conservative	+41%	-35%	-74%	-27%
	Liberal	-37%	+54%	-23%	-18%
	New Democrat	-32%	-15%	+63%	+3%

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

Vote impacts by party ID: CPC- "Economically clueless"

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 CPC: "Economically clueless"

Party ID

Perceived vote impact (Net scores)	Conservative	Liberal	NDP	Unaligned
Conservative	+59%	-58%	-65%	-25%
Liberal	-58%	+52%	+15%	-2%
New Democrat	-27%	-8%	+78%	+2%

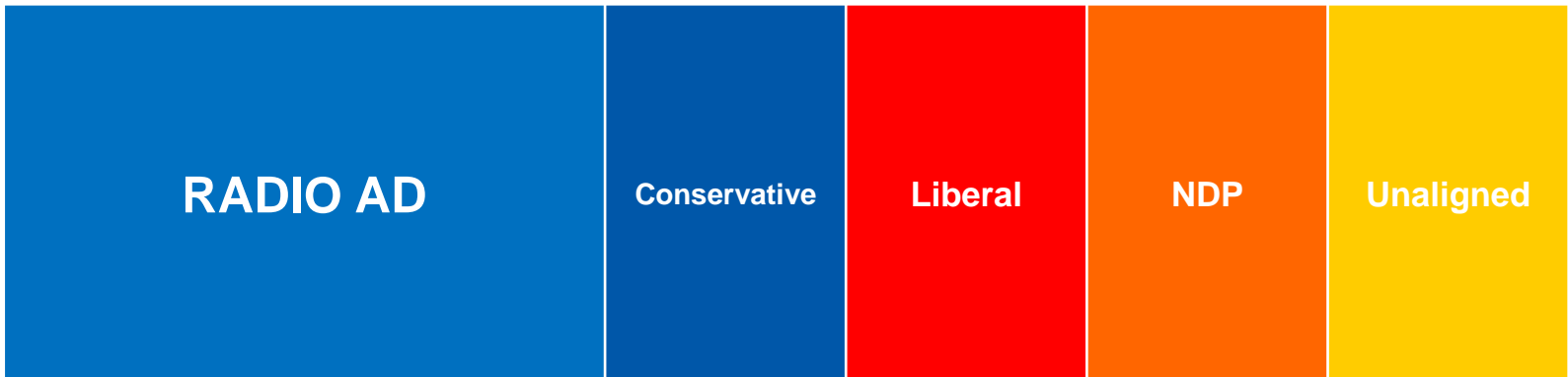**Note**: Green/BQ supporters not shown due to small sample size.

Vote impacts by party ID: CPC- "Not about me"

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

Party ID

Ad 6 CPC (RADIO): "Not about me" RADIO AD	Conservative	Liberal	NDP	Unaligned
Conservative	+69%	-43%	-61%	-16%
Liberal	-56%	+54%	+33%	+11%
New Democrat	-50%	0%	+67%	+2%

Perceived vote impact (Net scores)

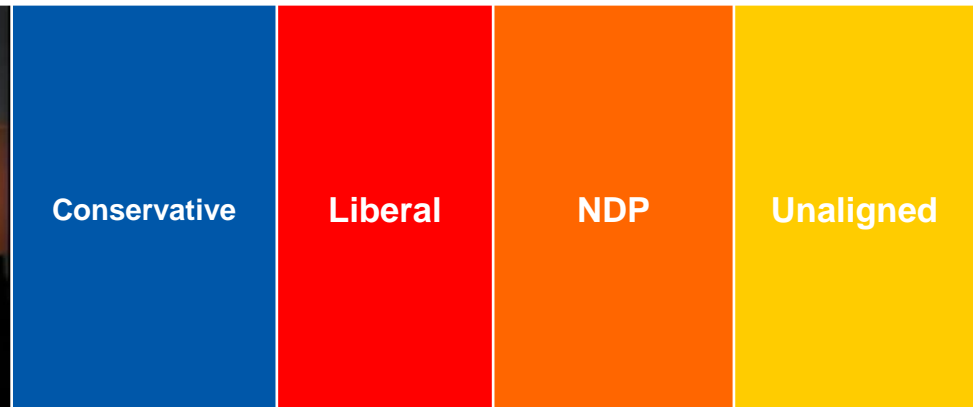**Note**: Green/BQ supporters not shown due to small sample size.

Vote impacts by party ID: CPC- "This election isn't about me"

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 CPC: "This election isn't about me"

Party ID

Perceived vote impact (Net scores)		Conservative	Liberal	NDP	Unaligned
	Conservative	+70%	-45%	-60%	-17%
	Liberal	-61%	+58%	+41%	+8%
	New Democrat	-58%	-6%	+72%	+1%

Note: Green PID sample size is N=9, should be taken as directional results only.
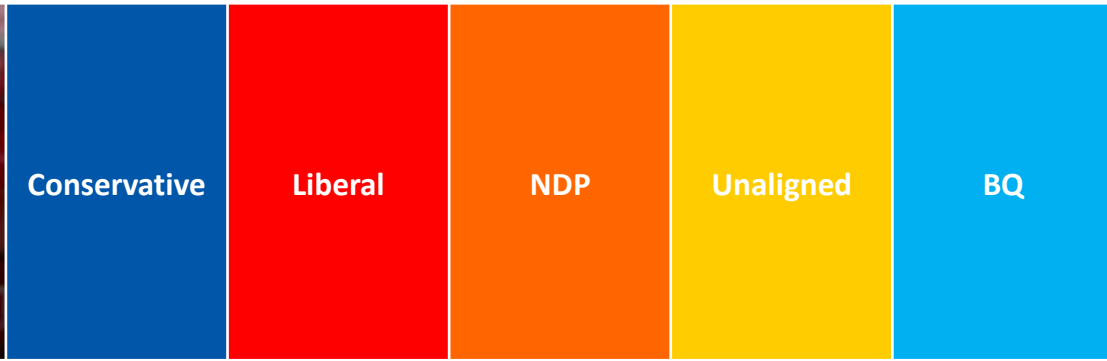
Vote impacts by party ID: LPC-"Changer ensemble maintenant!"

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 "Changer ensemble maintenant!"

Party ID

Perceived vote impact (Net scores)		Conservative	Liberal	NDP	Unaligned	BQ
	Conservative	48%	-48%	-49%	-6%	-44%
	Liberal	-19%	74%	12%	-3%	-12%
	New Democrat	-10%	-26%	32%	9%	-14%
	Bloc Quebecois	-8%	-46%	-23%	1%	49%

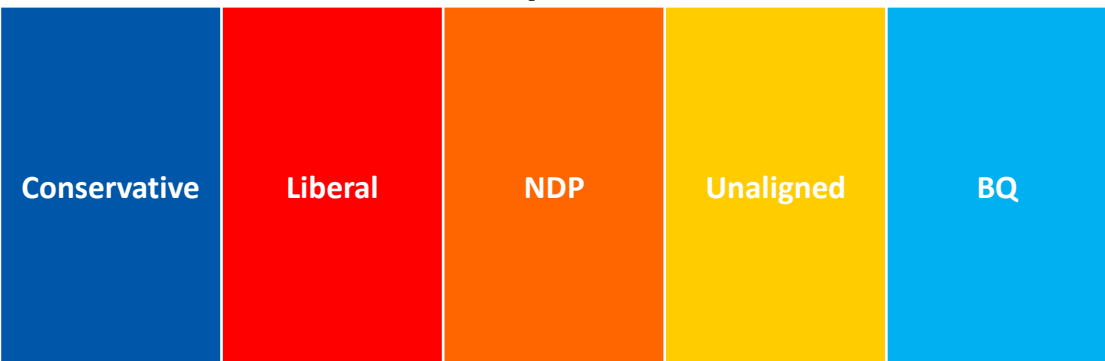**Note**: Green supporters not shown due to small sample size. Asked in Quebec only.

Vote impacts by party ID: LPC-"Changer ensemble - Investir[25] dans la croissance economique"

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 LPC "Changer ensemble - Investir dans la croissance economique"

Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	55%	-52%	-46%	-10%	-37%
Liberal	-16%	70%	-3%	13%	-8%
New Democrat	-3%	-22%	39%	0%	-14%
Bloc Quebecois	2%	-36%	-11%	4%	42%

Perceived vote impact (Net scores)

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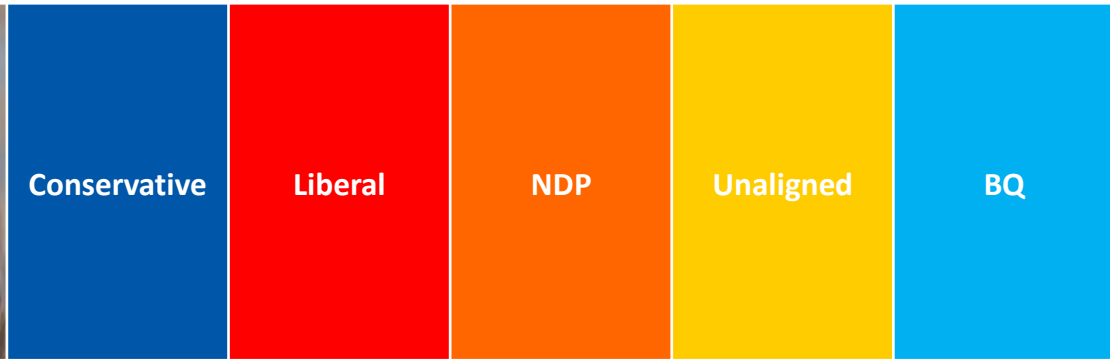
Vote impacts by party ID: LPC-"Changer ensemble - Allocation familiale"

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 "Changer ensemble - Allocation familiale"

Party ID

Perceived vote impact (Net scores)	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	61%	-41%	-38%	-8%	-42%
Liberal	-10%	69%	16%	10%	-1%
New Democrat	-12%	-28%	38%	6%	-7%
Bloc Quebecois	-15%	-36%	-7%	0%	45%

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

Vote impacts by party ID: CPC-"Justin Trudeau est déconnecté des valeurs…"

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 CPC "Justin Trudeau est déconnecté des valeurs…"

Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	68%	-54%	-49%	-18%	-50%
Liberal	-49%	33%	-18%	-14%	-38%
New Democrat	-26%	-19%	40%	-4%	-20%
Bloc Quebecois	-25%	-46%	-12%	-8%	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-"Le 19 octobre, il faut garder le cap…"

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 12 CPC "Le 19 octobre, il faut garder le cap…"

Party ID

Perceived vote impact (Net scores)

	Conservative	Liberal	NDP	Unaligned	BQ
Conservative	67%	-20%	-45%	-18%	-44%
Liberal	-44%	50%	7%	-7%	-5%
New Democrat	-34%	2%	46%	-7%	2%
Bloc Quebecois	-28%	-24%	-5%	3%	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 – Real Change 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 1 LPC: "Real Change Now!" Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	+2%	+89%	+59%	+35%
Credibility	-23%	+88%	+45%	+31%
Interesting	-14%	+81%	+58%	+30%
Someone Like Me	-24%	+84%	+41%	+14%
Total Net Diagnostic	**-60**	**+343**	**+203**	**+109**
Emotion: Hopeful	-11%	+80%	+32%	+22%
Emotion: Anxious	+26%	-22%	-7%	+2%
Emotion: Angry	+32%	-32%	+1%	+3%
Net positive emotion	**-69**	**+133**	**+38**	**+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: LPC – Ready to lead

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: "Ready to lead" **Party ID**

	Conservative	Liberal	NDP	Unaligned
Impression	-7%	+87%	+65%	+34%
Credibility	-17%	+85%	+56%	+34%
Interesting	-5%	+85%	+53%	+24%
Someone Like Me	-18%	+74%	+39%	+17%
Total Net Diagnostic	**-47**	**+331**	**+213**	**+109**
Emotion: Hopeful	-16%	+70%	+47%	+15%
Emotion: Anxious	+32%	-18%	-13%	0%
Emotion: Angry	+31%	-28%	-17%	-6%
Net positive emotion	**-79**	**+117**	**+77**	**+21**

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: LPC– Out of touch

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: "Out of touch"   Party ID

		Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	+4%	+76%	+49%	+28%
	Credibility	-11%	+73%	+71%	+13%
	Interesting	+14%	+71%	+55%	+18%
	Someone Like Me	-20%	+70%	+39%	+13%
	Total Net Diagnostic	**-13**	**+291**	**+215**	**+72**
Diagnostic Net Scores	Emotion: Hopeful	-7%	+66%	+30%	+6%
	Emotion: Anxious	+24%	-18%	+9%	+5%
	Emotion: Angry	+26%	-25%	+3%	0%
	Net positive emotion	**-56**	**+109**	**+18**	**+2**

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 – Stop Harper's secretive TPP

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 NDP: "Stop Harper's secretive TPP" — Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	-23%	+14%	+62%	+5%
Credibility	-21%	+38%	+70%	+12%
Interesting	-2%	+31%	+74%	+28%
Someone Like Me	-23%	5%	+63%	+2%
Total Net Diagnostic	**-69**	**+88**	**+268**	**+47**
Emotion: Hopeful	-24%	-3%	+15%	-14%
Emotion: Anxious	+32%	+20%	+21%	+9%
Emotion: Angry	+33%	+17%	+30%	+19%
Net positive emotion	**-89**	**-40**	**-36**	**-42**

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'.

Diagnostic testing by party ID: CPC – Economically clueless

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 CPC: "Economically clueless"   **Party ID**

	Conservative	Liberal	NDP	Unaligned
Impression	-9%	-61%	-71%	-55%
Credibility	+29%	-48%	-32%	-8%
Interesting	+29%	-40%	-26%	-18%
Someone Like Me	+13%	-48%	-35%	-22%
Total Net Diagnostic	**+62**	**-197**	**-165**	**-103**
Emotion: Hopeful	-28%	-27%	-39%	-25%
Emotion: Anxious	29%	+19%	+26%	+24%
Emotion: Angry	+35%	+50%	+62%	+29%
Net positive emotion	**-92**	**-96**	**-127**	**-78**

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 – Not about me

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 CPC (RADIO): "Not about me"   **Party ID**

RADIO AD	Conservative	Liberal	NDP	Unaligned
Impression	+76%	-10%	-47%	+4%
Credibility	+77%	-18%	-37%	+12%
Interesting	+69%	-16%	-29%	+4%
Someone Like Me	+64%	-27%	-53%	-14%
Total Net Diagnostic	**+285**	**-71**	**-166**	**+6**
Emotion: Hopeful	+55%	-13%	-41%	-7%
Emotion: Anxious	-19%	+14%	+33%	+2%
Emotion: Angry	-23%	+28%	+45%	+20%
Net positive emotion	**+96**	**-55**	**-118**	**-29**

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'.

Diagnostic testing by party ID: CPC – This election isn't about me

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 CPC: "This election isn't about me" Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	+79%	-7%	-27%	+1%
Credibility	+85%	-18%	-22%	-7%
Interesting	+76%	-14%	-19%	-13%
Someone Like Me	+79%	-22%	-44%	-15%
Total Net Diagnostic	**+320**	**-60**	**-112**	**-34**
Emotion: Hopeful	+64%	-19%	-38%	-2%
Emotion: Anxious	-31%	+19%	+31%	+8%
Emotion: Angry	-27%	+36%	+42%	+15%
Net positive emotion	**+121**	**-74**	**-111**	**-25**

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'.

Diagnostic testing by party ID: LPC – Changer ensemble maintenant!

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: "Changer ensemble maintenant!" Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	3%	82%	35%	24%	24%
Credibility	-12%	84%	33%	27%	16%
Interesting	-29%	79%	42%	27%	23%
Someone Like Me	-25%	84%	9%	9%	-3%
Total Net Diagnostic	**-63**	**+330**	**+120**	**+87**	**+60**
Emotion: Hopeful	-8%	71%	23%	8%	21%
Emotion: Anxious	8%	-31%	-9%	-4%	-3%
Emotion: Angry	17%	-27%	-2%	6%	-4%
Net positive emotion	**-33**	**+129**	**+34**	**+6**	**+29**

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 – Changer ensemble - Investir dans la croissance economique

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 LPC: "Changer ensemble – Investir…" Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	7%	80%	11%	37%	25%
Credibility	-6%	87%	13%	25%	5%
Interesting	-7%	80%	7%	32%	17%
Someone Like Me	-24%	71%	-18%	27%	-2%
Total Net Diagnostic	**-30**	**+318**	**+14**	**+121**	**+47**
Emotion: Hopeful	-12%	59%	8%	12%	12%
Emotion: Anxious	26%	-28%	-8%	-1%	-8%
Emotion: Angry	21%	-39%	-1%	9%	3%
Net positive emotion	**-59**	**+125**	**+18**	**+3**	**+17**

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 – Changer ensemble - Allocation familiale

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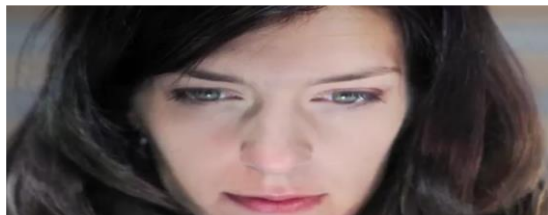**Credibility:** How credible was the information presented in the advertisement?
Interesting: Would you agree or disagree with the following statements: - This ad contained interesting information.
Someone Like me: Would you agree or disagree with the following statements: - This ad was made for someone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

Ad 10 LPC: "Changer ensemble – Allocation…''   Party ID

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	27%	84%	35%	32%	46%
Credibility	-3%	90%	30%	27%	21%
Interesting	1%	89%	41%	28%	36%
Someone Like Me	-1%	53%	3%	5%	-13%
Total Net Diagnostic	**+25**	**+315**	**+109**	**+91**	**+90**
Emotion: Hopeful	8%	67%	23%	20%	22%
Emotion: Anxious	21%	-16%	5%	4%	-3%
Emotion: Angry	22%	-20%	11%	0%	-6%
Net positive emotion	**-34**	**+103**	**+7**	**+16**	**+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: CPC – Changer ensemble - Allocation familiale

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 CPC: "Justin Trudeau est déconnecté…''   Party ID

Une large majorité de Québécois veut des cérémonies de citoyenneté à visage découvert. (Sondage Ipsos, 21 mars 2015)	Conservative	Liberal	NDP	Unaligned	BQ
Impression	-10%	-62%	-49%	-32%	-26%
Credibility	47%	-68%	-51%	-21%	-17%
Interesting	43%	-65%	-43%	-21%	-6%
Someone Like Me	22%	-72%	-56%	-34%	-16%
Total Net Diagnostic	**+102**	**-267**	**-199**	**-108**	**-66**
Emotion: Hopeful	-16%	-25%	-33%	-21%	-20%
Emotion: Anxious	15%	17%	12%	14%	14%
Emotion: Angry	23%	50%	33%	28%	42%
Net positive emotion	**-54**	**-91**	**-78**	**-62**	**-76**

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: CPC – Le 19 octobre, il faut garder le cap avec un plan qui a fait ses preuves pour notre économie

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: "Le 19 octobre, il faut garder…" **Party ID**

	Conservative	Liberal	NDP	Unaligned	BQ
Impression	84%	-4%	-28%	2%	-27%
Credibility	92%	-20%	-38%	-27%	-50%
Interesting	96%	-35%	-56%	-23%	-61%
Someone Like Me	82%	-35%	-70%	-26%	-65%
Total Net Diagnostic	**+354**	**-94**	**-191**	**-73**	**-204**
Emotion: Hopeful	71%	-19%	-27%	-13%	-31%
Emotion: Anxious	-31%	4%	14%	4%	13%
Emotion: Angry	-37%	14%	23%	20%	28%
Net positive emotion	**+139**	**-37**	**-64**	**-38**	**-72**

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.

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