Innovative Research Group, Inc.

www.innovativeresearch.ca

Toronto :: Vancouver

2015 Election Polling Post-Election:
Campaign Events Deck

Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) post-election poll conducted from October 20th to October 23rd, 2015. In the following slides we will refer to data from this poll as "Post-election: October 2015".

- This online survey of 2,874 Canadians was conducted using a combination of INNOVATIVE's Canada 20/20 panel (n=1,271) and Survey Sampling International (n=1,602).

- Tracking is drawn from six 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; "Wave 5 (October)" from September 29th to October 1st (n=1,514); and "Wave 6 (October)" from October 5th to October 8th (n=3,417)

- Certain slides also refer to the following phone polls: July: May 27-June 9 & July 20-30 (N=2437); September: Sept. 15-23rd (N=1,748); October: Oct 6-11th (N=1,143)

- 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 where it is available. Waves, 1, 2, and 4 were weighted in this way. No applicable telephone data was available for Wave 3, 5, 6 or the current Wave 7.

- 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.*

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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=2,874
Weighted n=2,000

British Columbia
Unweighted n=459
Weighted n=270

Prairies
Unweighted n=161
Weighted n=131

Quebec
Unweighted n=780
Weighted n=478

Alberta
Unweighted n=272
Weighted n=214

Atlantic
Unweighted n=233
Weighted n=142

Ontario
Unweighted n=969
Weighted n=764

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Weighting: Region, Age, Gender

Age	18-34	35-54	55+
Unweighted (n-size)	443	958	1473
Weighted (n-size)	557	740	703

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	459	272	161	969	780	233
Weighted (n-size)	270	214	131	764	478	142

Gender	Men	Women
Unweighted (n-size)	1,363	1,511
Weighted (n-size)	969	1,031

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Party ID: LPC boost in PID numbers after election, mainly driven by fewer identifying with no party

Q Thinking about federal politics, generally speaking do you think of yourself as a...

Rest of Canada

	Post-election	W6
Conservative	27%	27%
Liberal	34%	28%
NDP	13%	14%
Unaligned	18%	23%
Green/Other	8%	8%

Quebec
[n=478 both waves]

	Post-election	W6
Conservative	13%	14%
Liberal	25%	20%
NDP	15%	16%
Bloc	27%	24%
Unaligned	18%	22%
Green/Other	3%	4%

■ Post-election   ■ W6

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Campaign events

CPC: Strong negative reaction to ads, Harper during campaign, Duffy trial and Rob Ford appearance

Q Did the following factors related to the federal election leave you feeling more or less likely to vote for the Conservative party. If this is something you didn't hear about before the election please indicate that. [n=2000]

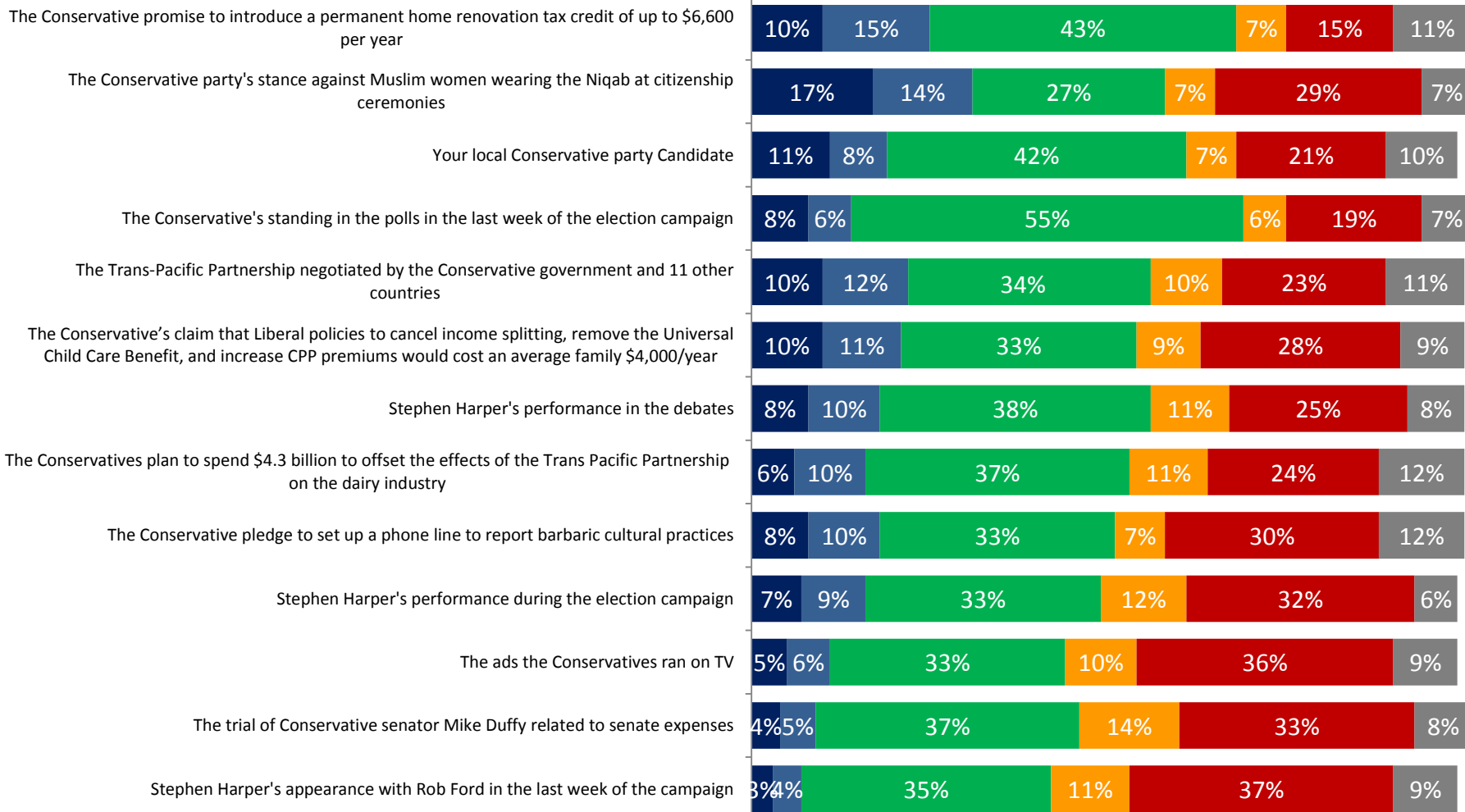| Factor	A lot more likely	Somewhat more likely	No difference	Somewhat less likely	A lot less likely	Don't Know
The Conservative promise to introduce a permanent home renovation tax credit of up to $6,600 per year	10%	15%	43%	7%	15%	11%
The Conservative party's stance against Muslim women wearing the Niqab at citizenship ceremonies	17%	14%	27%	7%	29%	7%
Your local Conservative party Candidate	11%	8%	42%	7%	21%	10%
The Conservative's standing in the polls in the last week of the election campaign	8%	6%	55%	6%	19%	7%
The Trans-Pacific Partnership negotiated by the Conservative government and 11 other countries	10%	12%	34%	10%	23%	11%
The Conservative's claim that Liberal policies to cancel income splitting, remove the Universal Child Care Benefit, and increase CPP premiums would cost an average family $4,000/year	10%	11%	33%	9%	28%	9%
Stephen Harper's performance in the debates	8%	10%	38%	11%	25%	8%
The Conservatives plan to spend $4.3 billion to offset the effects of the Trans Pacific Partnership on the dairy industry	6%	10%	37%	11%	24%	12%
The Conservative pledge to set up a phone line to report barbaric cultural practices	8%	10%	33%	7%	30%	12%
Stephen Harper's performance during the election campaign	7%	9%	33%	12%	32%	6%
The ads the Conservatives ran on TV	5%	6%	33%	10%	36%	9%
The trial of Conservative senator Mike Duffy related to senate expenses	4%	5%	37%	14%	33%	8%
Stephen Harper's appearance with Rob Ford in the last week of the campaign	3%	4%	35%	11%	37%	9%

■ A lot more likely   ■ Somewhat more likely   ■ No difference
■ Somewhat less likely   ■ A lot less likely   ■ Don't Know

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Even among CPC-identifiers Rob Ford appearance played poorly for CPC; all negative for unaligned except tax credit

NET LIKELY (MORE LIKELY – LESS LIKELY)	CPC ID	LPC ID	NDP ID	BQ ID (QC only)	Unaligned
Conservative candidate	+45%	-34%	-36%	-35%	-12%
Harper's debate performance	+42%	-45%	-48%	-40%	-23%
Harper's campaigning	+34%	-57%	-60%	-39%	-34%
Poll numbers	+34%	-32%	-39%	-34%	-9%
Conservative ads	+14%	-60%	-63%	-41%	-44%
Home reno tax credit	+53%	-17%	-29%	-10%	+6%
Niqab stance	+54%	-37%	-44%	14%	-8%
TPP deal	+47%	-31%	-51%	-41%	-14%
Claims Liberal promises cost avg. family $4000/year	+50%	-46%	-54%	-32%	-21%
"Barbaric cultural practices" phone line	+38%	-49%	-52%	-15%	-25%
$4.3 billion dairy subsidies	+27%	-42%	-54%	-25%	-23%
Duffy Trial	+2%	-58%	-68%	-49%	-46%
Appearance with Rob Ford	-8%	-61%	-67%	-48%	-46%

Note: See previous slide for full text of each campaign issue

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Many campaign events hurt CPC among soft or accessible voters, especially Ford, Duffy, and their ads

NET LIKELY (MORE LIKELY – LESS LIKELY)	Core	Soft or 2nd choice/ accessible	Non-CPC voter	Hostile
Conservative candidate	55%	7%	-35%	-42%
Harper's debate performance	54%	2%	-49%	-55%
Harper's campaigning	50%	-11%	-61%	-59%
Poll numbers	46%	2%	-35%	-37%
Conservative ads	30%	-26%	-62%	-55%
"Barbaric cultural practices" phone line	42%	-2%	-47%	-47%
Niqab stance	65%	23%	-40%	-44%
Duffy trial	15%	-30%	-61%	-61%
TPP deal	62%	11%	-40%	-54%
Appearance with Rob Ford	5%	-33%	-62%	-61%
Claims Liberal promises cost avg. family $4000/year	66%	4%	-50%	-48%
$4.3 billion dairy subsidies	38%	-7%	-43%	-46%
Home reno tax credit	58%	20%	-19%	-26%

Note: See previous slide for full text of each campaign issue

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LPC: tax changes were a bigger positive for voters than infrastructure and deficit spending plan

Q Did the following factors related to the federal election leave you feeling more or less likely to vote for the Liberal party of Canada. If this is something you didn't hear about before the election please indicate that. [n=2000]

Factor	A lot more likely	Somewhat more likely	No difference	Somewhat less likely	A lot less likely	Have not heard of it/DK
The Liberal plan to cut the income tax rate by 1.5 points for the middle class and increase taxes for those making over $200,000 a year	23%	31%	28%	4%	8%	6%
Justin Trudeau's performance during the election campaign	22%	25%	32%	5%	9%	7%
Justin Trudeau's performance in the debates	19%	25%	34%	5%	9%	9%
The Liberal plan to replace the Universal Child Care Benefit with a Canadian Child Benefit that is increased for low income families and is phased out for higher income earners	18%	24%	35%	5%	11%	7%
The Liberal promise to change the current First Past the Post electoral system before the next election based on the recommendation of an all-party committee	15%	21%	38%	5%	10%	11%
The ads that the Liberals ran on TV	15%	19%	43%	6%	9%	8%
Your local Liberal Candidate	15%	16%	43%	6%	11%	10%
The Liberal standing in the polls in the last week of the election campaign	12%	13%	56%	3%	8%	7%
The Liberal plan to run spend $125 billion on infrastructure over 10 years, financed in part by 3 years of deficit spending	16%	22%	30%	9%	16%	8%
The Liberal promise not to raise the corporate tax rate from its current level	10%	16%	45%	11%	10%	7%
The Liberal plan to end income splitting for families in order to pay for other promises	12%	15%	38%	10%	16%	8%

Legend:
- ■ A lot more likely
- ■ Somewhat more likely
- ■ No difference
- ■ Somewhat less likely
- ■ A lot less likely
- ■ Have not heard of it/DK

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Liberal tax plan draws large support from NDP, BQ, and Unaligned ID; Trudeau a large positive driver

NET LIKELY (MORE LIKELY – LESS LIKELY)	CPC ID	LPC ID	NDP ID	BQ ID (QC only)	Unaligned
Liberal candidate	-16%	53%	-8%	9%	10%
Trudeau's debate performance	-9%	72%	12%	31%	32%
Trudeau's campaigning	-8%	72%	13%	39%	33%
Liberal ads	-20%	56%	-5%	20%	14%
Poll numbers	-17%	42%	-1%	10%	18%
Tax cuts for middle class/ increase for high earners	-2%	72%	43%	48%	47%
Means tested Canada child benefit	-15%	60%	19%	27%	29%
Change FPTP electoral system	-18%	51%	19%	23%	42%
$15 billion infrastructure investment, deficit for 3 years	-45%	58%	-7%	9%	23%
Won't raise corporate taxes	-4%	30%	-8%	-2%	-2%
End income splitting	-45%	35%	-6%	-4%	5%

Note: See previous slide for full text of each campaign issue

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Liberals showed most vulnerability among soft/accessible on corporate tax and income splitting, but still net positive

NET LIKELY (MORE LIKELY – LESS LIKELY)	Core	Soft or 2nd choice/ accessible	Non-CPC voter	Hostile
Liberal candidate	68%	23%	-20%	-18%
Trudeau's debate performance	75%	51%	-14%	-6%
Trudeau's campaigning	78%	55%	-12%	-5%
Poll numbers	46%	26%	-19%	-6%
Liberal ads	63%	31%	-19%	-9%
Infrastructure/deficit plan	66%	31%	-38%	-11%
Tax cuts for middle class/ increase for high earners	76%	56%	9%	15%
Means tested Canada child benefit	65%	40%	-9%	-1%
Will not raise corporate taxes	43%	8%	-16%	-29%
End income splitting	47%	8%	-34%	-7%
Change FPTP electoral system	54%	34%	-8%	7%

Note: See previous slide for full text of each campaign issue

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NDP: Promise to replace electoral system, tax corporations positive reaction, negative reaction on TPP, niqab

Q Did the following factors related to the federal election leave you feeling more or less likely to vote for the New Democratic party. If this is something you didn't hear about before the election please indicate that. [n=2000]

Factor	A lot more likely	Somewhat more likely	No difference	Somewhat less likely	A lot less likely	Don't Know
The NDP promise to replace the current First Past the Post electoral system before the next election with a Mixed Member Proportional electoral system	11%	18%	40%	6%	13%	13%
The NDP promise to raise the corporate tax rate by 2 points to 17%	10%	21%	39%	8%	14%	9%
Your local NDP Candidate	10%	12%	47%	6%	12%	13%
The NDP promise to balance the budget in every year of the next government	6%	18%	44%	11%	12%	9%
The NDP promise to provide $15/day national child care if elected	7%	15%	43%	9%	17%	9%
Thomas Mulcair's performance in the debates	5%	16%	44%	12%	13%	10%
The ads that the NDP ran on TV	4%	12%	51%	9%	13%	12%
Thomas Mulcair's performance during the election campaign	5%	15%	43%	14%	14%	9%
The NDP's opposition to the Transpacific Partnership negotiated by the Conservative government and 11 other countries	7%	14%	39%	12%	18%	11%
The NDP standing in the polls in the last week of the election campaign	3%	6%	61%	9%	12%	9%
The NDP's stance supporting Muslim women wearing the niqab at citizenship ceremonies	8%	14%	36%	10%	24%	9%

■ A lot more likely   ■ Somewhat more likely   ■ No difference
■ Somewhat less likely   ■ A lot less likely   ■ Don't Know

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For unaligned voters corp. taxes and electoral reform were plusses, poll numbers, Niqab and Mulcair hurt

NET LIKELY (MORE LIKELY – LESS LIKELY)	CPC ID	LPC ID	NDP ID	BQ ID (QC only)	Unaligned
NDP candidate	-24%	2%	52%	9%	11%
Mulcair's debate performance	-29%	-8%	43%	-6%	-1%
Mulcair's campaigning	-31%	-9%	37%	-14%	-9%
Poll numbers	-25%	-17%	15%	-15%	-7%
NDP ads	-32%	-9%	34%	-9%	-2%
Replace 1st-past-post	-24%	11%	57%	17%	16%
Raise corporate tax rate	-36%	10%	65%	21%	18%
Balance budget	-3%	-13%	36%	12%	4%
$15/day child care	-42%	0%	43%	8%	-2%
Opposition to TPP	-46%	-14%	39%	8%	-4%
Support women wearing niqab	-48%	3%	27%	-55%	-16%

Note: See previous slide for full text of each campaign issue
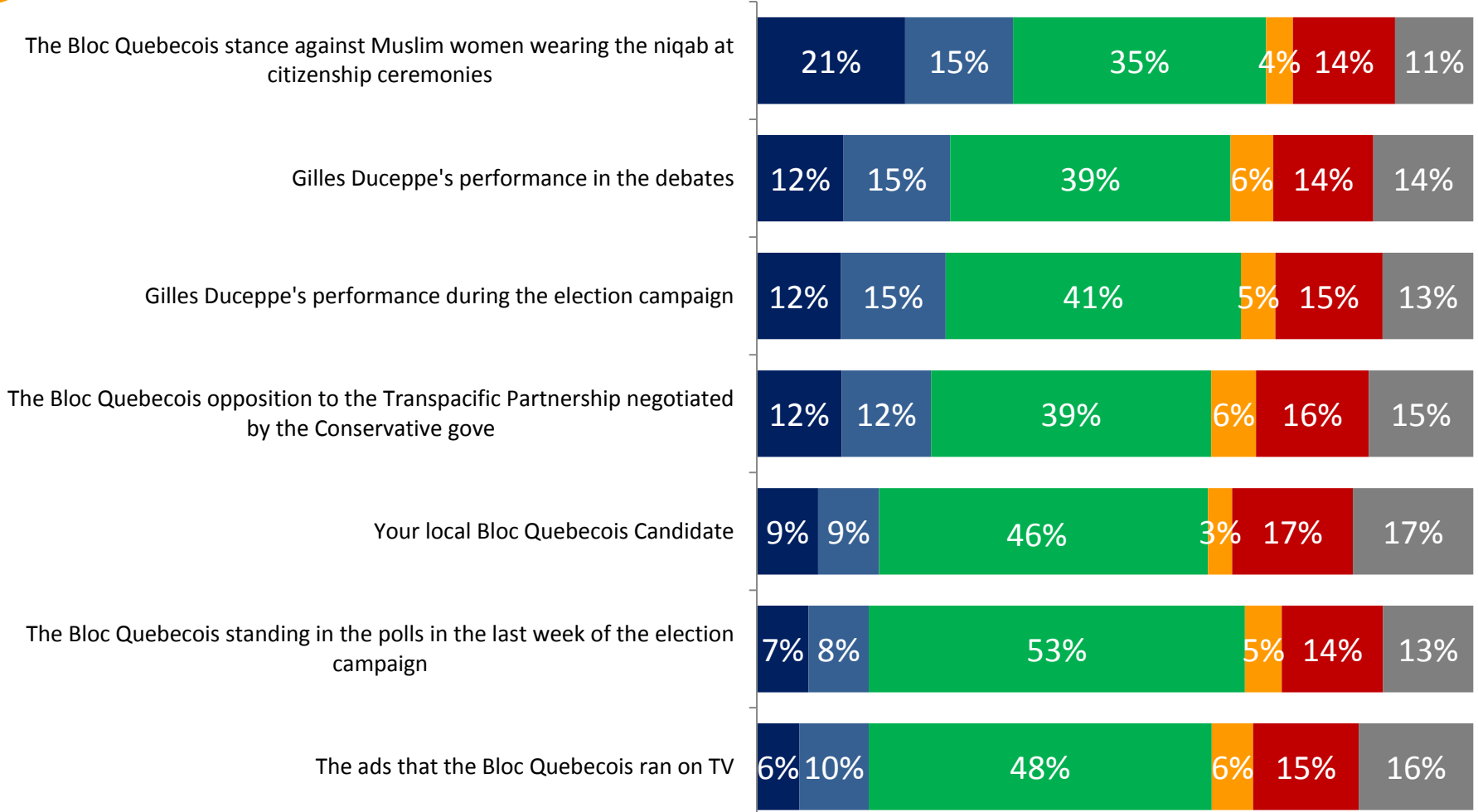
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NDP suffered from strategic desertion, showed vulnerability on Niqab, but it was still net positive

NET LIKELY (MORE LIKELY – LESS LIKELY)	Core	Soft or 2nd choice/ accessible	Non-CPC voter	Hostile
NDP candidate	62%	27%	3%	-19%
Mulcair's debate performance	48%	16%	4%	-30%
Mulcair's campaigning	46%	8%	-4%	-32%
Poll numbers	29%	-8%	-13%	-22%
NDP ads	36%	11%	-4%	-29%
Support for Niqab at citizenship ceremonies	24%	7%	-11%	-31%
Opposition to TPP	44%	16%	-15%	-32%
Balanced budget promise	43%	12%	7%	-18%
$15/day daycare	43%	17%	-4%	-27%
Raise corporate tax rate	66%	47%	5%	-22%
Introduce MMP electoral system	55%	42%	12%	-16%

Note: See previous slide for full text of each campaign issue

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BQ: Niqab stance makes people more likely to vote BQ, net negatives on local candidate, ads and standing in polls

Q Did the following factors related to the federal election leave you feeling more or less likely to vote for the Bloc Quebecois. If this is something you didn't hear about before the election please indicate that. [QC only, n=478]

	A lot more likely	Somewhat more likely	No difference	Somewhat less likely	A lot less likely	Have not heard of it/DK
The Bloc Quebecois stance against Muslim women wearing the niqab at citizenship ceremonies	21%	15%	35%	4%	14%	11%
Gilles Duceppe's performance in the debates	12%	15%	39%	6%	14%	14%
Gilles Duceppe's performance during the election campaign	12%	15%	41%	5%	15%	13%
The Bloc Quebecois opposition to the Transpacific Partnership negotiated by the Conservative gove	12%	12%	39%	6%	16%	15%
Your local Bloc Quebecois Candidate	9%	9%	46%	3%	17%	17%
The Bloc Quebecois standing in the polls in the last week of the election campaign	7%	8%	53%	5%	14%	13%
The ads that the Bloc Quebecois ran on TV	6%	10%	48%	6%	15%	16%

Legend:
- ■ A lot more likely
- ■ Somewhat more likely
- ■ No difference
- ■ Somewhat less likely
- ■ A lot less likely
- ■ Have not heard of it/DK

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BQ – campaign issues played very positively among base, Niqab also drew unaligned voters

NET LIKELY (MORE LIKELY – LESS LIKELY)	CPC ID	LPC ID	NDP ID	BQ ID (QC only)	Unaligned
BQ candidate	-42%	-27%	-11%	38%	-6%
Duceppe's debate performance	-33%	-22%	6%	60%	4%
Duceppe's campaigning	-34%	-15%	-2%	57%	4%
BQ ads	-44%	-31%	-14%	41%	-11%
Poll numbers	-32%	-24%	-15%	32%	0%
Niqab Stance	0%	-10%	1%	66%	18%
Opposition to TPP	-44%	-23%	10%	48%	-4%

Note: See previous slide for full text of each campaign issue

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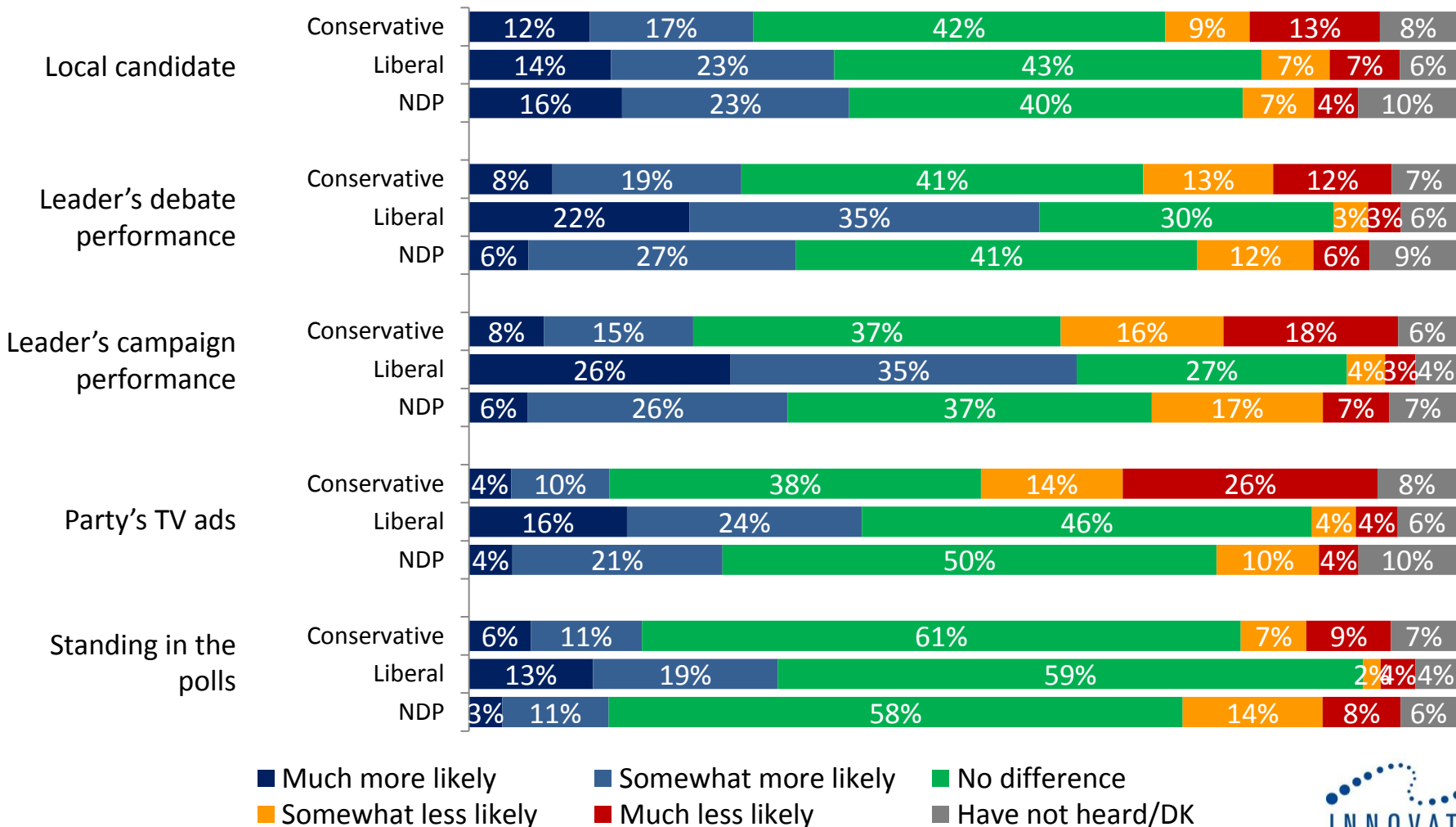# Soft BQ supporters generally reacted positively to their campaign

NET LIKELY (MORE LIKELY − LESS LIKELY)	Core	Soft or 2nd choice/ accessible	Non-CPC voter	Hostile
BQ candidate	65%	24%	-6%	-33%
Duceppe's debate performance	67%	56%	18%	-33%
Duceppe's campaigning	65%	56%	16%	-33%
Poll numbers	53%	22%	-8%	-27%
BQ ads	53%	31%	-8%	-32%
Opposition to TPP	49%	40%	2%	-27%
Niqab Stance	73%	63%	25%	-17%

Note: See previous slide for full text of each campaign issue

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Among their own swing voters: CPC hurt by ads, Harper's performance, and candidates to some extent also

Q Did the following factors related to the federal election leave you feeling more or less likely to vote for [PARTY]. If this is something you didn't hear about before the election please indicate that.
[SOFT, 2nd choice, accessible voters for the respective party only]

		Much more likely	Somewhat more likely	No difference	Somewhat less likely	Much less likely	Have not heard/DK
Local candidate	Conservative	12%	17%	42%	9%	13%	8%
	Liberal	14%	23%	43%	7%	7%	6%
	NDP	16%	23%	40%	7%	4%	10%
Leader's debate performance	Conservative	8%	19%	41%	13%	12%	7%
	Liberal	22%	35%	30%	3%	3%	6%
	NDP	6%	27%	41%	12%	6%	9%
Leader's campaign performance	Conservative	8%	15%	37%	16%	18%	6%
	Liberal	26%	35%	27%	4%	3%	4%
	NDP	6%	26%	37%	17%	7%	7%
Party's TV ads	Conservative	4%	10%	38%	14%	26%	8%
	Liberal	16%	24%	46%	4%	4%	6%
	NDP	4%	21%	50%	10%	4%	10%
Standing in the polls	Conservative	6%	11%	61%	7%	9%	7%
	Liberal	13%	19%	59%	2%	4%	4%
	NDP	3%	11%	58%	14%	8%	6%

Legend:
- ■ Much more likely
- ■ Somewhat more likely
- ■ No difference
- ■ Somewhat less likely
- ■ Much less likely
- ■ Have not heard/DK

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Research-based strategic advice.

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