

Innovative Research Group, Inc.

www.innovativeresearch.ca

Toronto :: Vancouver



2015 Election Polling Wave 2: Campaign Dynamics



Key Findings

Public opinion is stable

- Over the last month of the summer very little changed in how the public views this election. We still see a tight 3-way race with the NDP (down 2 points) in front and the Liberals (up 1 point) trailing only slightly. When we look at the what underlies people's choices not much has changed:
 - Respondent's second choices are stable. Conservatives continue to be the second choice of just 8% of respondents, while the Liberals are the second choice of 22% (unchanged) and the NDP 21% (down 2 points)
 - 62% say that is time for a change, stable from 63% a month ago.
 - On leadership, Harper's image (-21 net favourability, up 3 points) and Mulcair's (+26 net, up 1 point) are stable. Trudeau has improved from +1 to +14 net favourability.
 - There is little change on leadership attributes, where voters are split on who has the best plan and stands for what they believe in. Harper (25%, down 2) and Mulcair (27%, down 2) continue to lead Trudeau (15%, up 2) on competence. Harper (38%, up 1) is still by far the most likely to be seen as "Too Negative".
- The major news event that we might have expected to shift public opinion was the Duffy trial On the one hand we do see that people were paying attention (50% following it closely) and reacting negatively (34% say they are much less likely to vote Conservative). However almost all of the negative reaction is among those who identify with the opposition parties. Unaligned voters react negatively as well, but are also paying much less attention to the issue

The Conservatives tread water but may have potential to grow ⁴

- Although the Conservatives have the smallest pool of voters are currently voting or considering them (30%, compared to 35% for Liberals and 39% for the NDP) they may potential for growth among Time-for-a-Change Tories (TfC Tories), those who are looking for a change but still believe the Tories are the best option to form a government.
- Currently only 35% of TfC Tories are voting Conservative, making it a group where they have considerable room to grow, given that these voters already believe they are the best option to form a government.
- On the emerging issue of a recession, many more of these TfC Tory voters vastly prefer the Conservatives (47%) then choose the Liberals (24%) or NDP (20%).
- In the public debate, despite the shadow of the Duffy treal, Time for a Change Tories have been responding very favourably (50% favourable, just 21%) unfavourable to what they have read, seen, or heard from the Conservatives so far.

NDP campaign relatively low profile in August but continues to enjoy the largest potential pool of support

- There has been little change in opinion about the NDP and that may be because people are paying them less attention.
- Of the three major parties fewer people say they have read, seen, or heard something about the NDP (41%) than say the same about the Liberals (52%) or the Conservatives (60%).
- As a result we see that their vote choice (down 2 points), leader favourables (up 1 point on net), leader attributes (3 of 5 moved 1 point or less), and party image (4 of 6 moved 1 point or less) are all very static
- This may represent a vulnerability for the NDP as the Liberals inch ahead on areas like “protecting the middle class” and Mulcair remains only softly defined for many voters.
- However, the NDP continue to enjoy the largest voter poll with 39% actively considering the NDP compared to 35% for the Liberals and just 30% of the Conservatives.

Where there is change, the Liberals are inching forwards at NDP expense

- There are small but consistent signs that if anything is really changing it is to the Liberals benefit. First and foremost the race has tightened slightly in their favour. In addition:
 - Justin Trudeau's favourability ratings are up from net +1 to a net +14. This comes from both an increase in those who see him favourably (44% from 37%) and a decrease in those who see him unfavourably (29% from 35%)
 - More people have read, seen, or heard something about the Liberals (52%) than the NDP (41%). Those who have are left feeling more favourable (39%) more than less so (23%)
 - Trudeau has closed what was previously a 7 point gap with Mulcair on who represents positive change (24% a piece, from 27% Mulcair and 20% Trudeau in the last wave)
 - The Liberals have also closed the gap with the NDP on which party is best at protecting the middle class. 28% now choose the Liberals (up 5 points) while 27% say NDP (down 5 points).
- Trudeau benefitted from a solid debate performance. Although more voters picked May (26%) and Harper (22%) as the winner, Trudeau (18%) did better than Mulcair (13%) in the battle for progressive voters. Trudeau was also the pick of 17% of unaligned voters, second to May (31%) but again much higher than Mulcair (10%).
- Perhaps most importantly, Trudeau significantly outperformed expectations in the debate. 44% said he did better than they expected, with just 15% saying worse. This compares to 20% better and 22% worse for Mulcair and 14% to 19% worse for Harper.

Methodology

Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from August 24th to August 26th, 2015. In the following slides we will refer to data from this poll as “Wave 2 (August)”.
- This online survey of 3,274 Canadians was conducted using both INNOVATIVE’s Canada 20/20 national panel (n=1,297) and additional sample provided by Survey Sampling International (n=1,977).
- “Wave 1 (July)” refers to tracking data from INNOVATIVE’s last online poll conducted from July 24th to July 30th, 2015 (n=2,833 with n=1,780 from the Canada 20/20 national panel and n=1,053 from Survey Sampling International).
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole.
- The sample is then weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data and also by party identification for the major parties as estimated in Innovative’s telephone research from the last two months.
- Because the sample included oversamples in some smaller provinces, the total weighted sample size was reduced to 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?

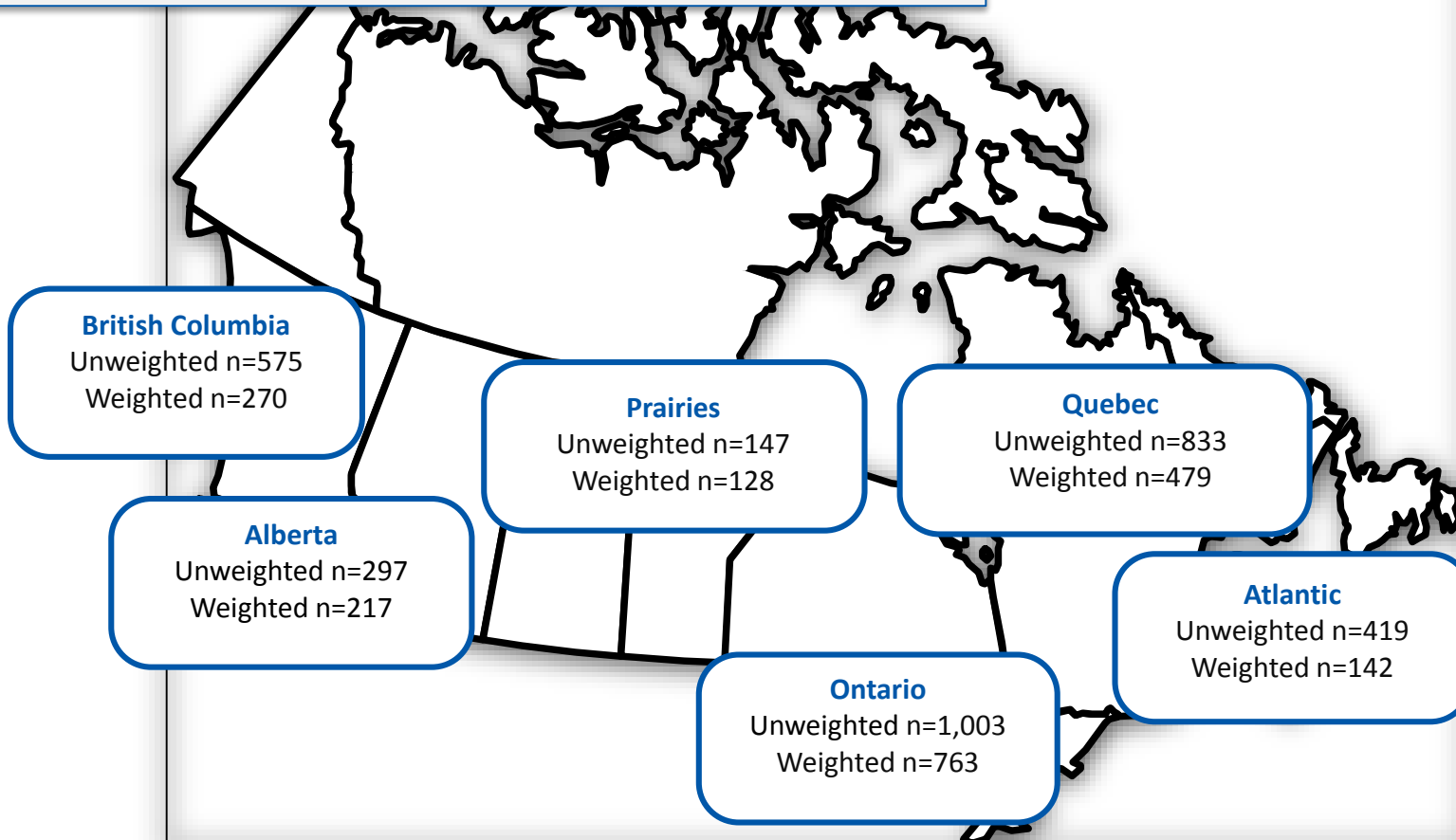
Regional groupings include:

- 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=3,274

Weighted n=2,000



Weights: Region, Party ID, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	575	297	147	1,003	833	419
Weighted (n-size)	270	217	128	763	479	142

Age	18-34	35-44	55+
Unweighted (n-size)	776	1,073	1,425
Weighted (n-size)	560	742	698

Party ID	CPC	Liberal	NDP	Bloc	Green/Other	Unaligned
Unweighted (n-size)	760	770	527	217	208	792
Weighted (n-size)	489	453	354	87	134	482

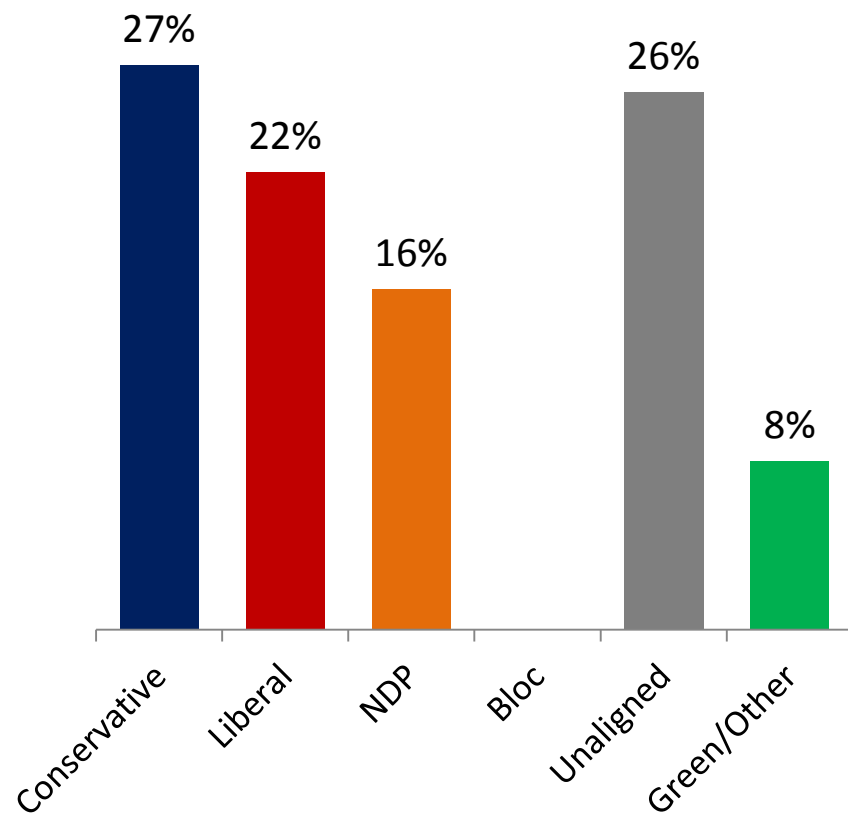
Gender	Men	Women
Unweighted (n-size)	1,575	1,699
Weighted (n-size)	974	1,025

Party ID: Conservatives have strongest ID in ROC, Liberals and NDP strongest in Quebec

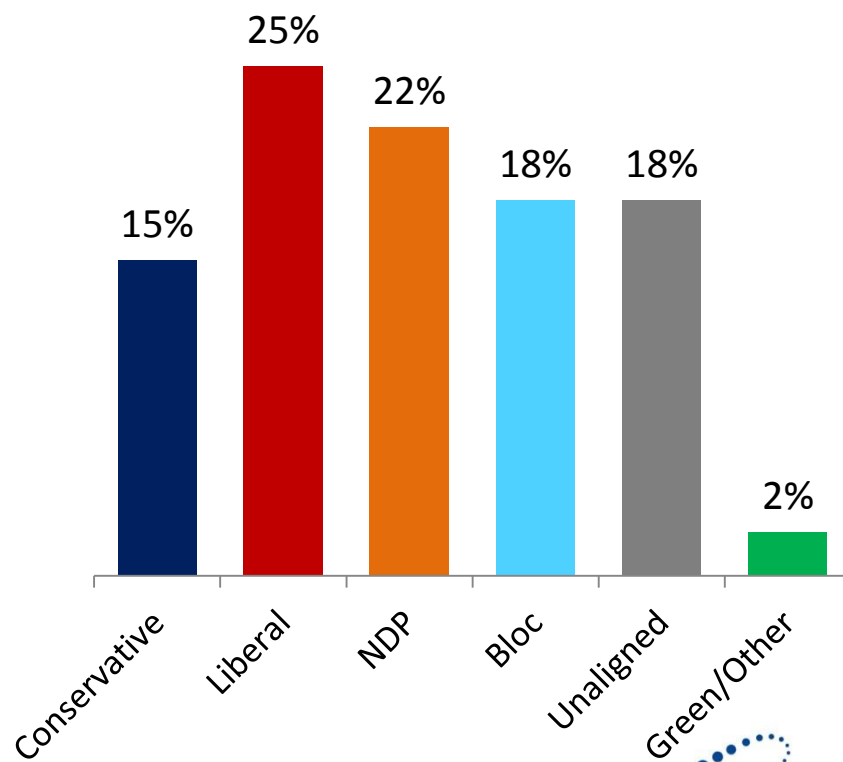
Q

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

Rest of Canada



Quebec



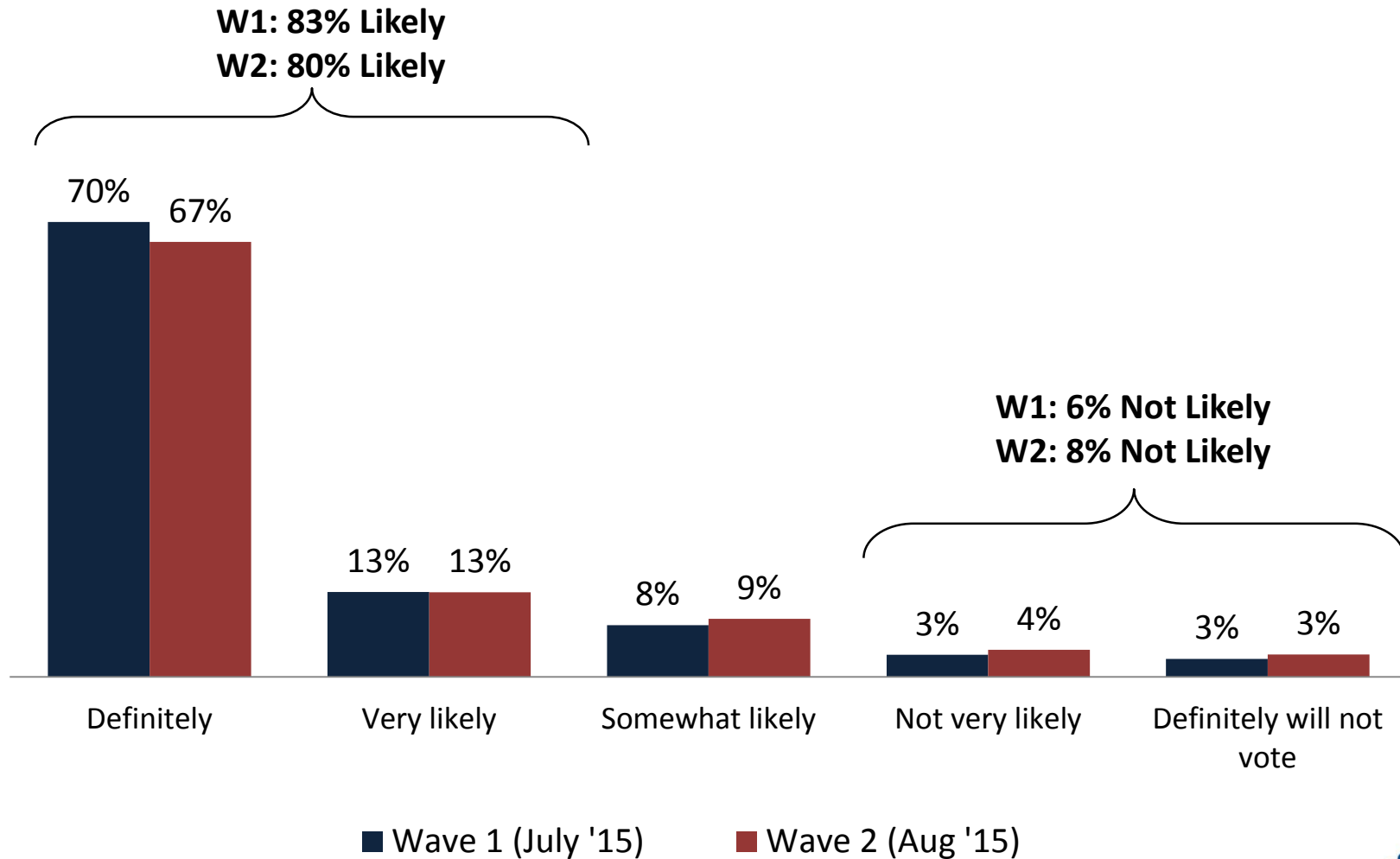
n=479

Vote

Likelihood to vote: down slightly over the last month; still, 8-in-10 say they are likely to vote in election

Q

As you may have heard there is going to be a federal election on October 19th of this year. How likely are you to vote in the upcoming Canadian federal election?



Note: 'Don't know' (4%) not shown

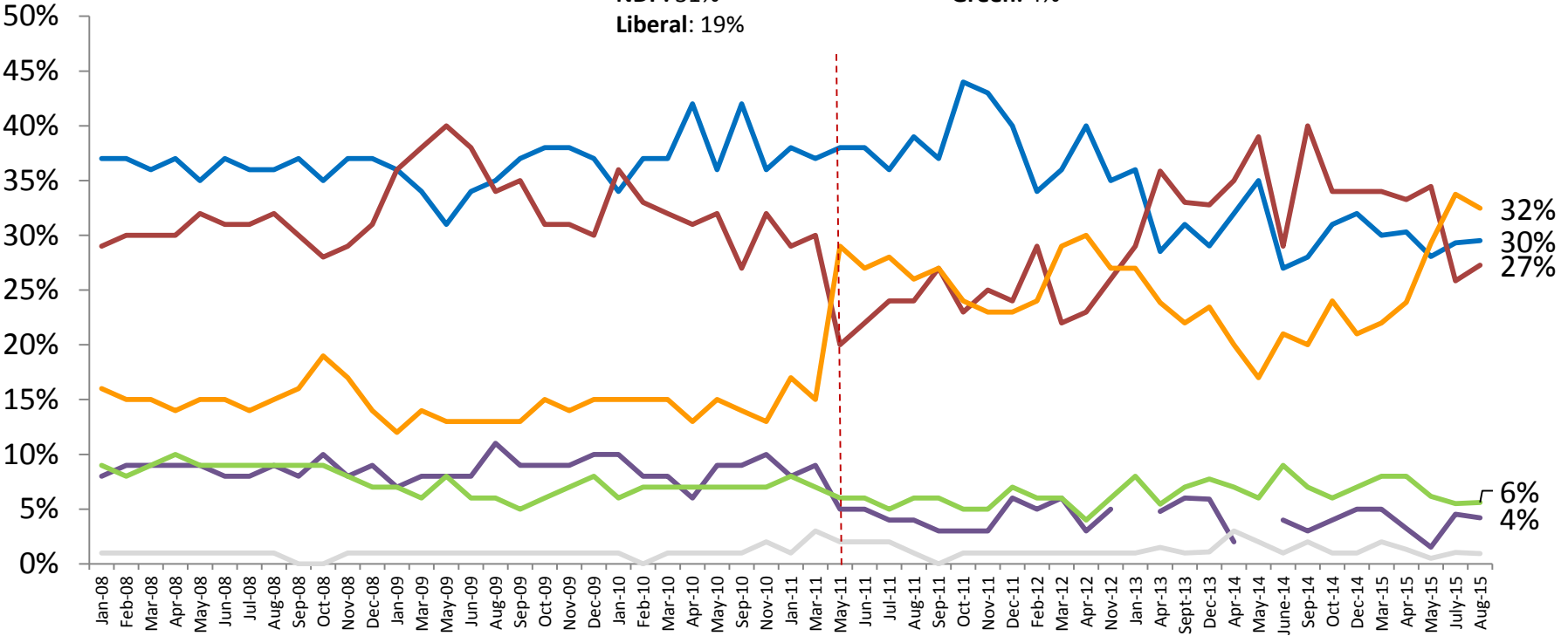
Decided Federal Vote: NDP holds lead for second month in a row at 32%, CPC close behind at 30%, LPC in 3rd at 27%



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED VOTE]

May 2011 Federal Election:

Conservatives: 40% BQ: 6%
NDP: 31% Green: 4%
Liberal: 19%



- The Conservative Party
- The Liberal Party
- The New Democratic Party
- The Bloc Québécois
- The Green Party
- Another party



Decided Vote by Region (column percentages)

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Conservative	30%	44%	41%	32%	17%	24%
Liberal	25%	19%	27%	31%	22%	43%
NDP	33%	32%	26%	29%	41%	27%
Bloc Quebecois					17%	
Green	11%	5%	5%	6%	2%	5%
Other	1%	1%	1%	1%	1%	1%

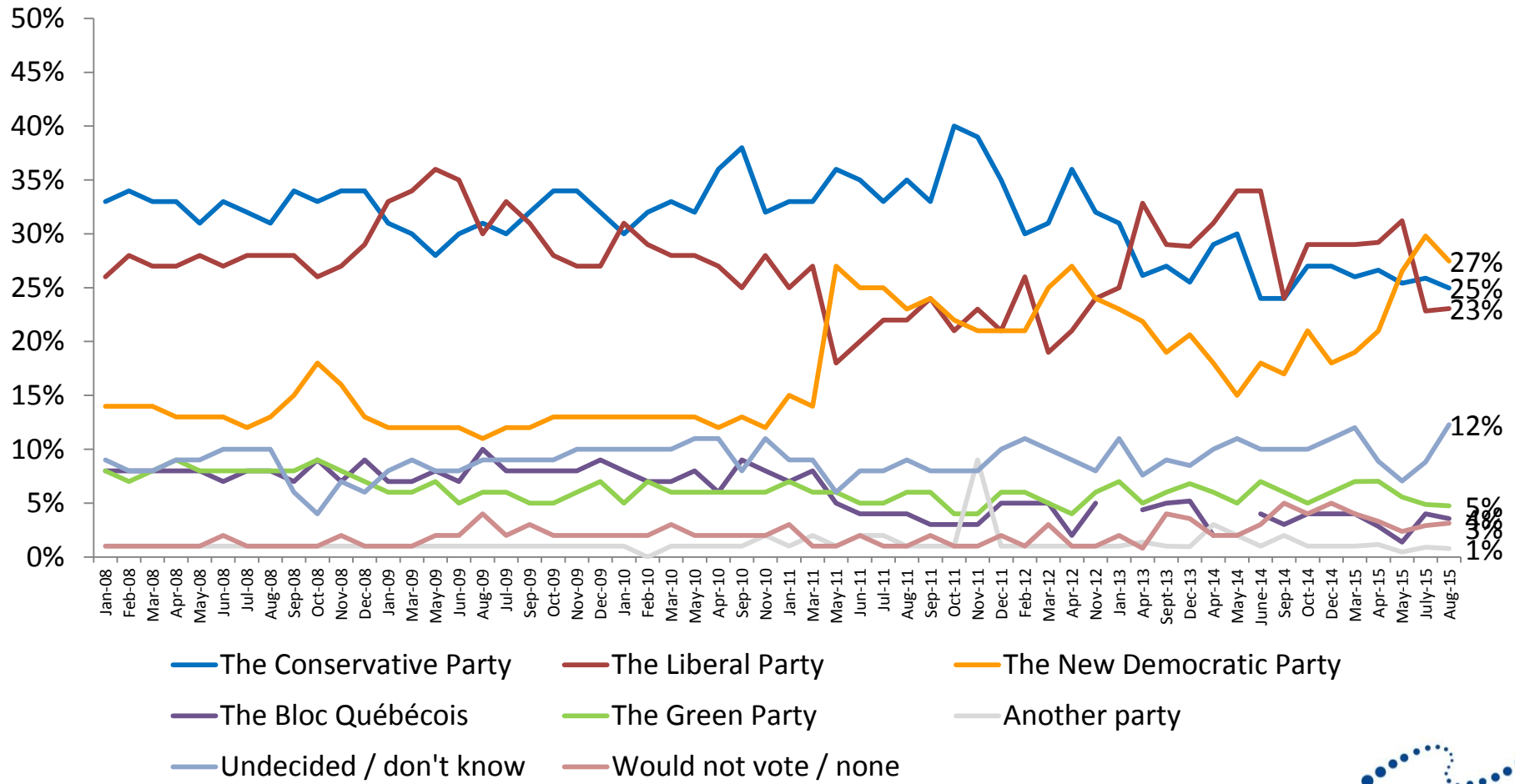
Decided Vote by Party ID: NDP captures 90% of NDP identifiers, higher than any other party

		Party Identification					
		Conservative	Liberal	NDP	Green/Other	Bloc	Unaligned
Federal Vote (Decided)	Conservative	84%	7%	2%	14%	2%	22%
	Liberal	6%	72%	7%	17%	4%	29%
	NDP	8%	19%	90%	20%	23%	34%
	Green/Other	1%	2%	1%	41%	0%	10%
	Bloc	1%	0%	0%	0%	71%	2%
	Other	0%	0%	0%	8%	0%	2%

Combined Federal Vote: NDP holds lead in August, 12% now undecided



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

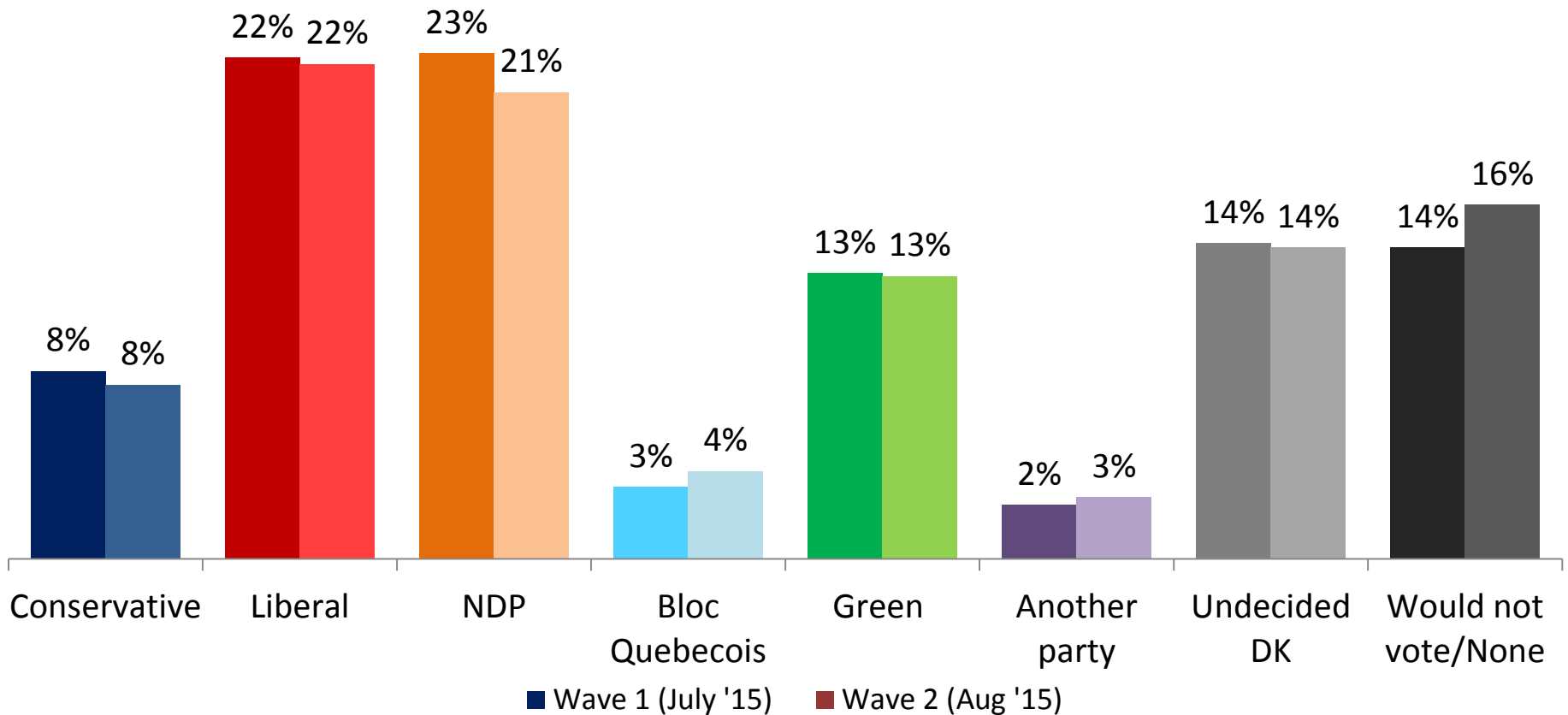


Combined Vote by Region (column percentages)

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Conservative	25%	39%	33%	27%	15%	20%
Liberal	21%	17%	22%	26%	19%	36%
NDP	27%	28%	21%	25%	35%	23%
Bloc Quebecois					15%	
Green	10%	4%	4%	5%	1%	5%
Other	1%	1%	1%	1%	1%	1%
Undecided/ Don't know	13%	7%	15%	13%	12%	9%
Would not Vote/ None	4%	4%	4%	3%	2%	5%

Second choice: Liberal and NDP still tied for lead on 2nd choice in August

Q And which party would be your second choice?



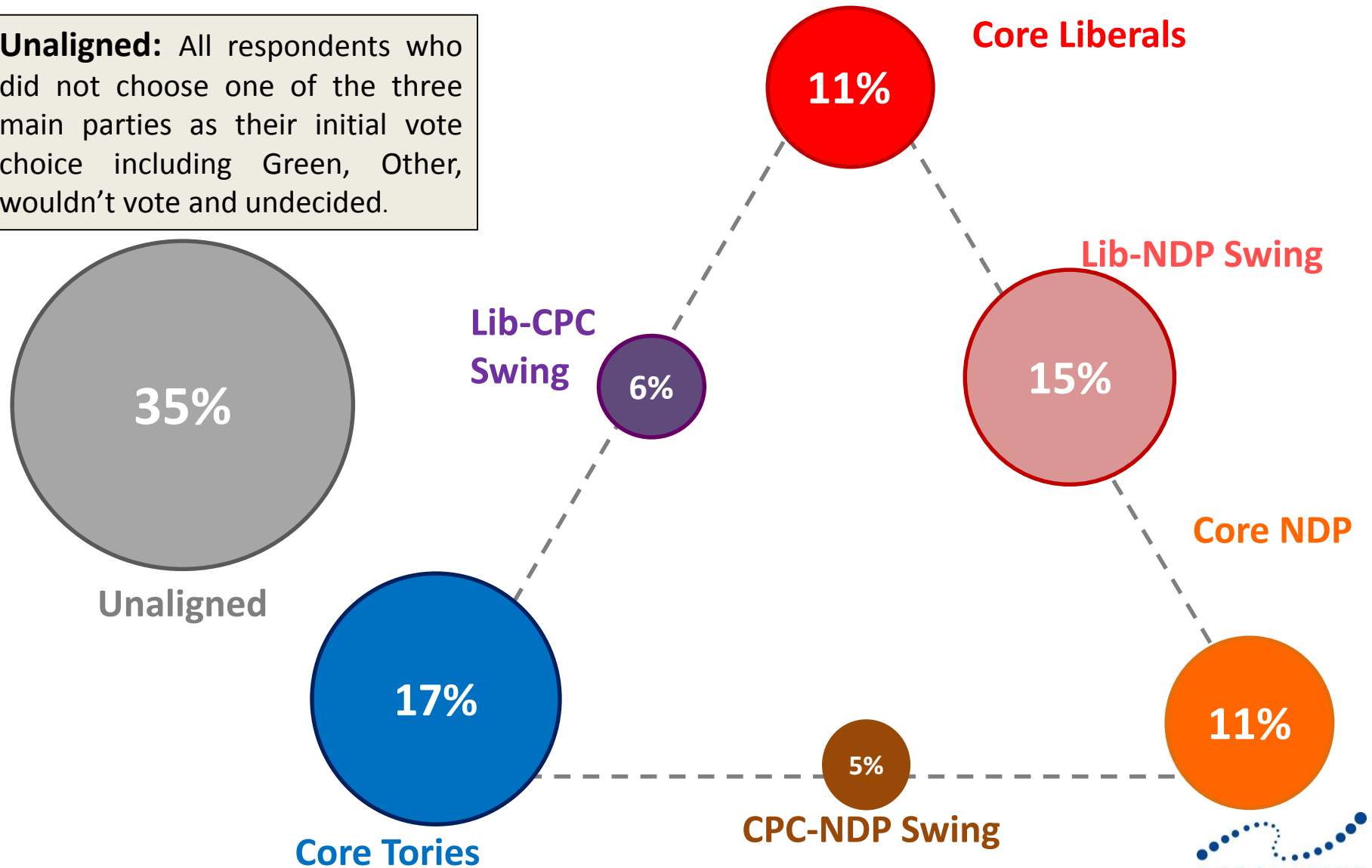
Second Choice by Combined Vote: among Liberal voters, over half (52%) would choose NDP as 2nd choice

Q If, for some reason, you were unable to vote for your first choice candidate, which party's candidate would be your second choice? Would it be...?

	CPC 1 st choice	LPC 1 st choice	NDP 1 st choice	BQ 1 st choice	Green 1 st choice
CPC 2 nd choice		15%	9%	7%	8%
LPC 2 nd choice	25%		45%	11%	31%
NDP 2 nd choice	18%	52%		37%	33%
BQ 2 nd choice	2%	2%	9%		1%
Green 2 nd choice	7%	16%	20%	14%	
Other	2%	0%	1%	3%	6%
Undecided/DK	21%	10%	9%	11%	13%
Would not vote/None	25%	5%	7%	17%	8%

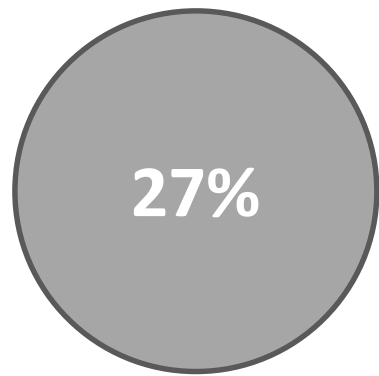
Battleground Segments: Rest of Canada

Unaligned: All respondents who did not choose one of the three main parties as their initial vote choice including Green, Other, wouldn't vote and undecided.

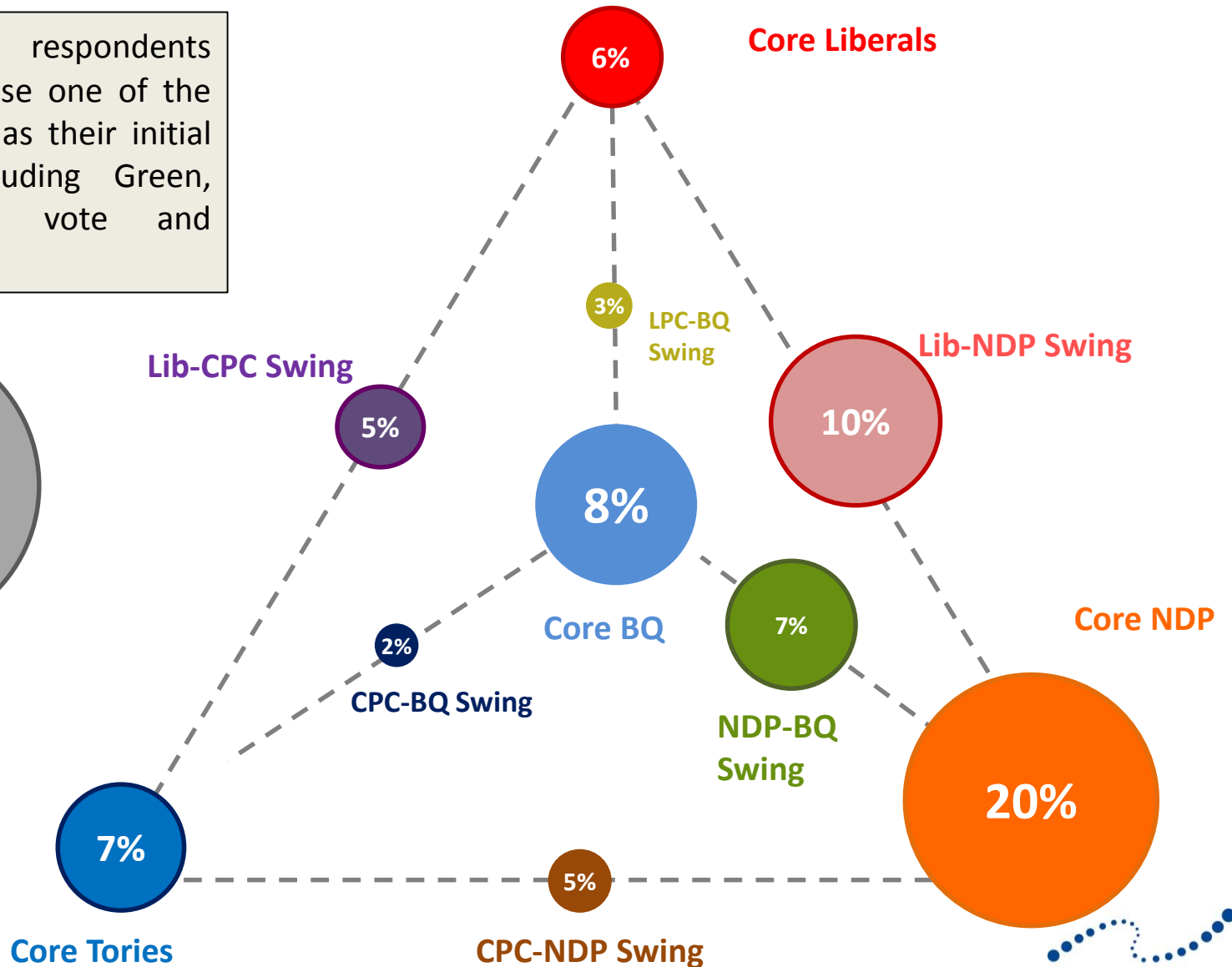


Battleground Segments: Quebec

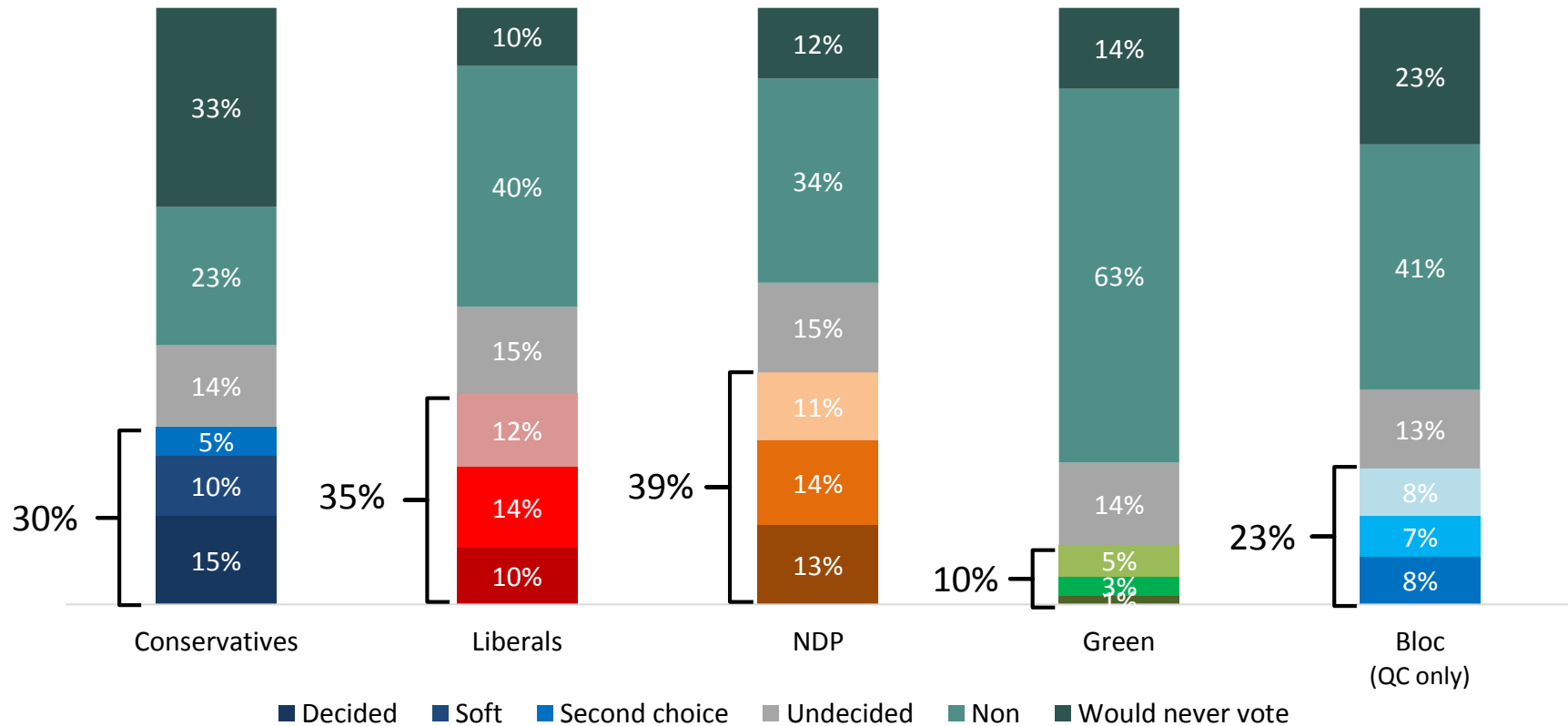
Unaligned: All respondents who did not choose one of the four main parties as their initial vote choice including Green, Other, wouldn't vote and undecided.



Unaligned



Vote Potential: CPC has lowest current voter pool of 3 major parties and most hostile



Decided: Voting for a party, and have heard all they need

Soft: Voting for the party, but would like to hear more before making up their mind

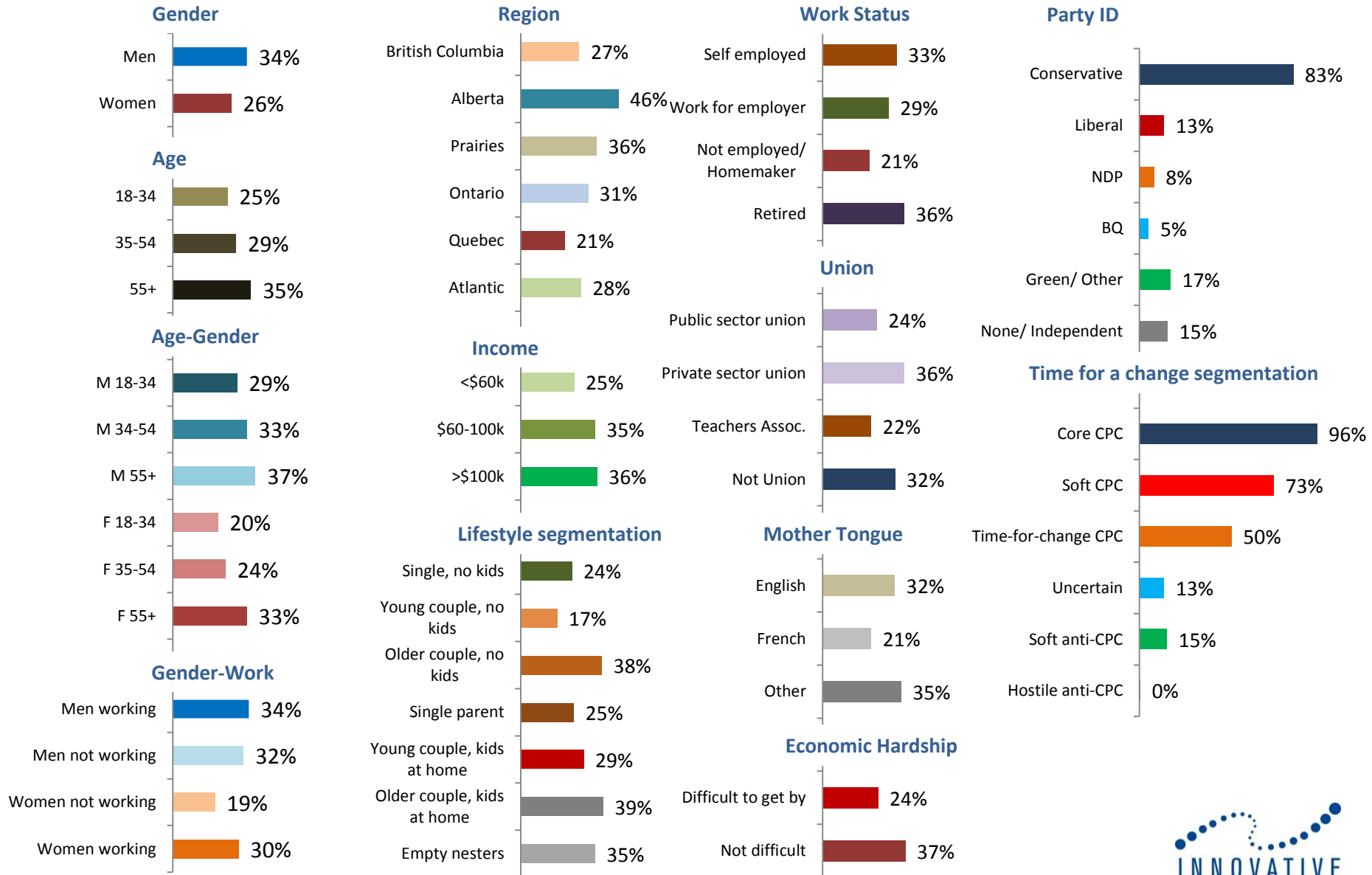
Second Choice: The party is second choice, and they would like to hear more before making up their mind

Undecided: Undecided voters, except those that fall into the "Never vote" category

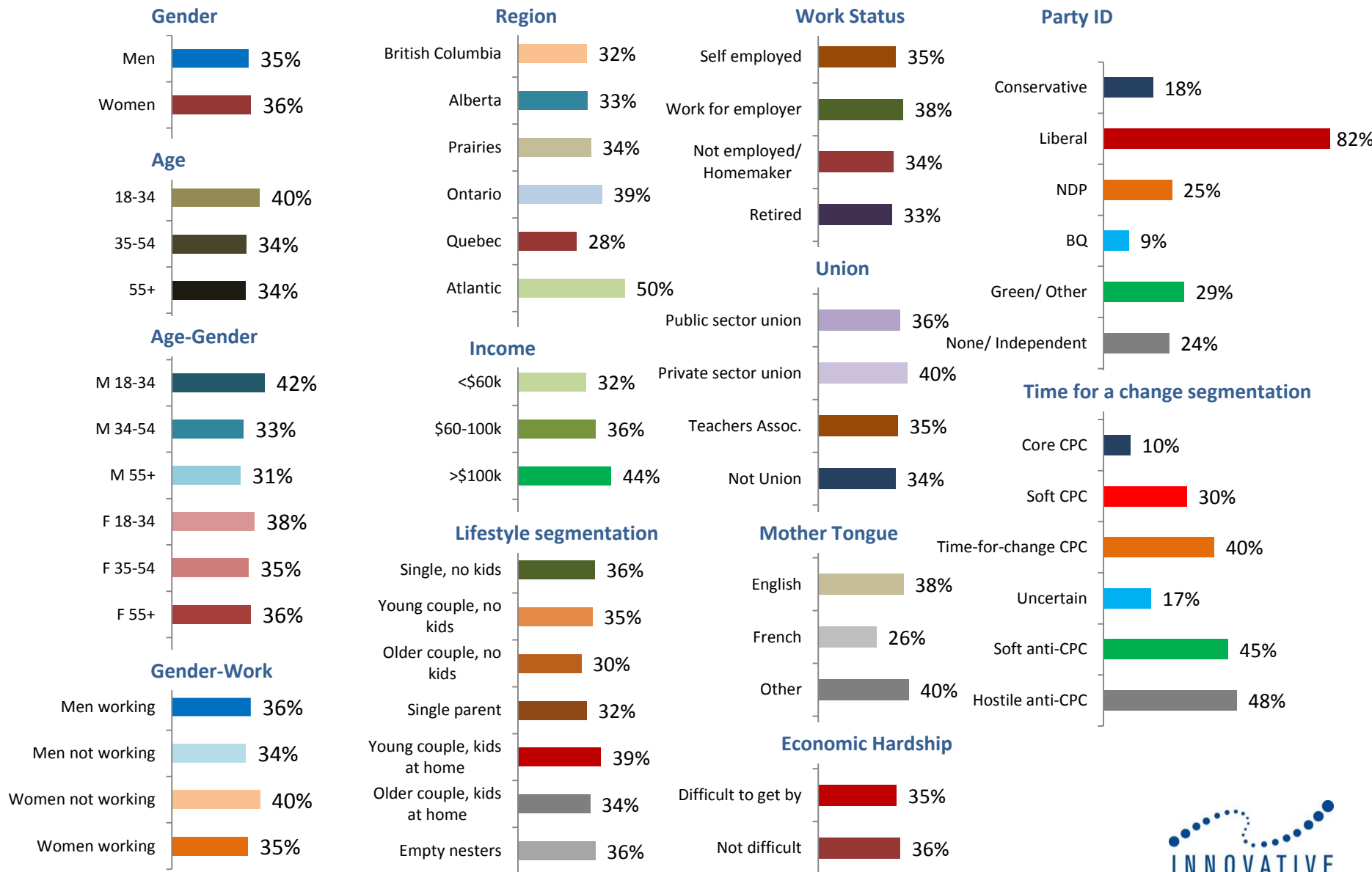
Non-party: Voting for another party and second choice is not for the party, or they have made up their mind

Would never vote: All those who say they would never vote for the party are placed in this category.

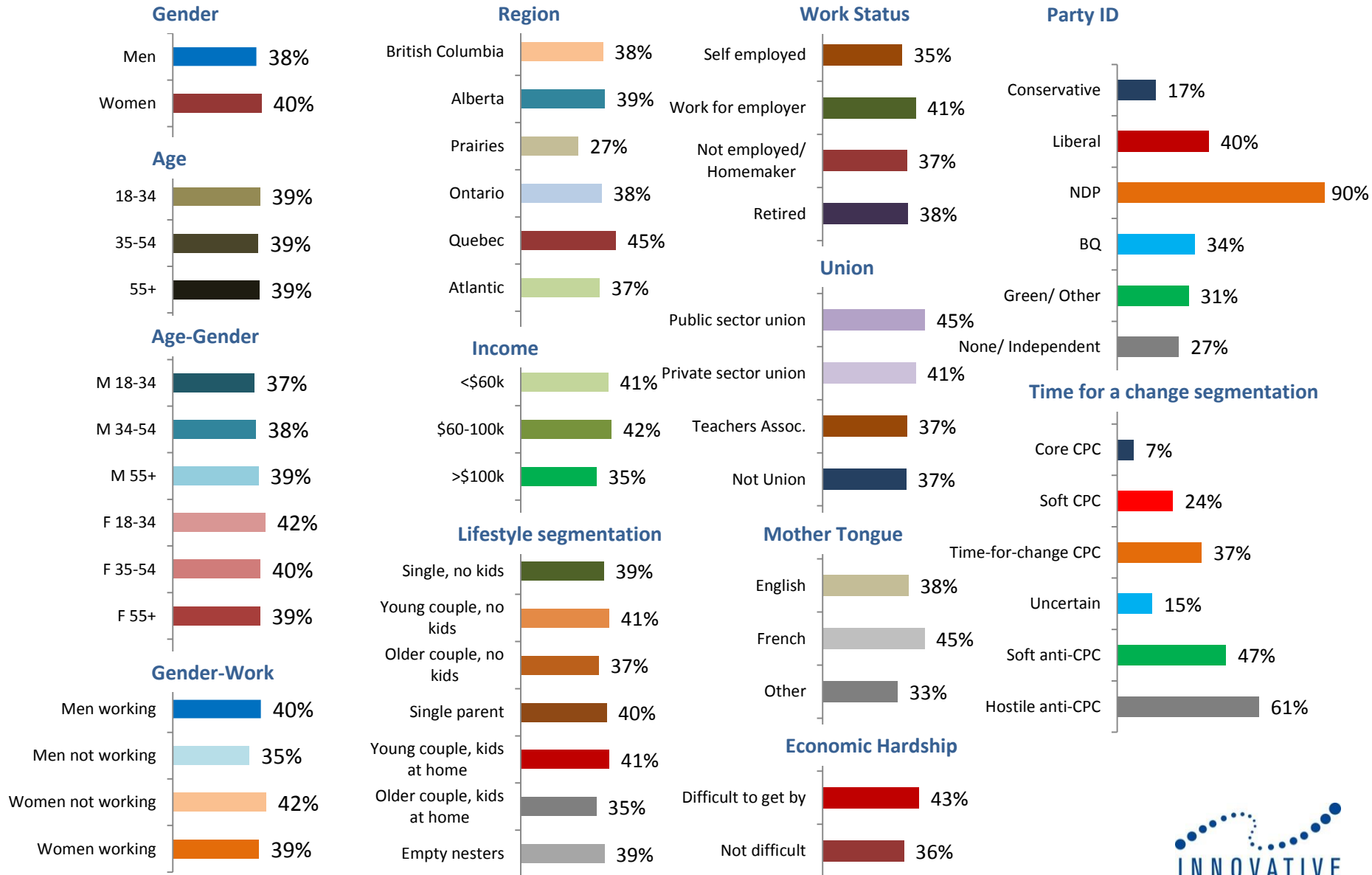
CPC Pool (30%): Most potential among Time-for-change Tories, retirees, older couples, men



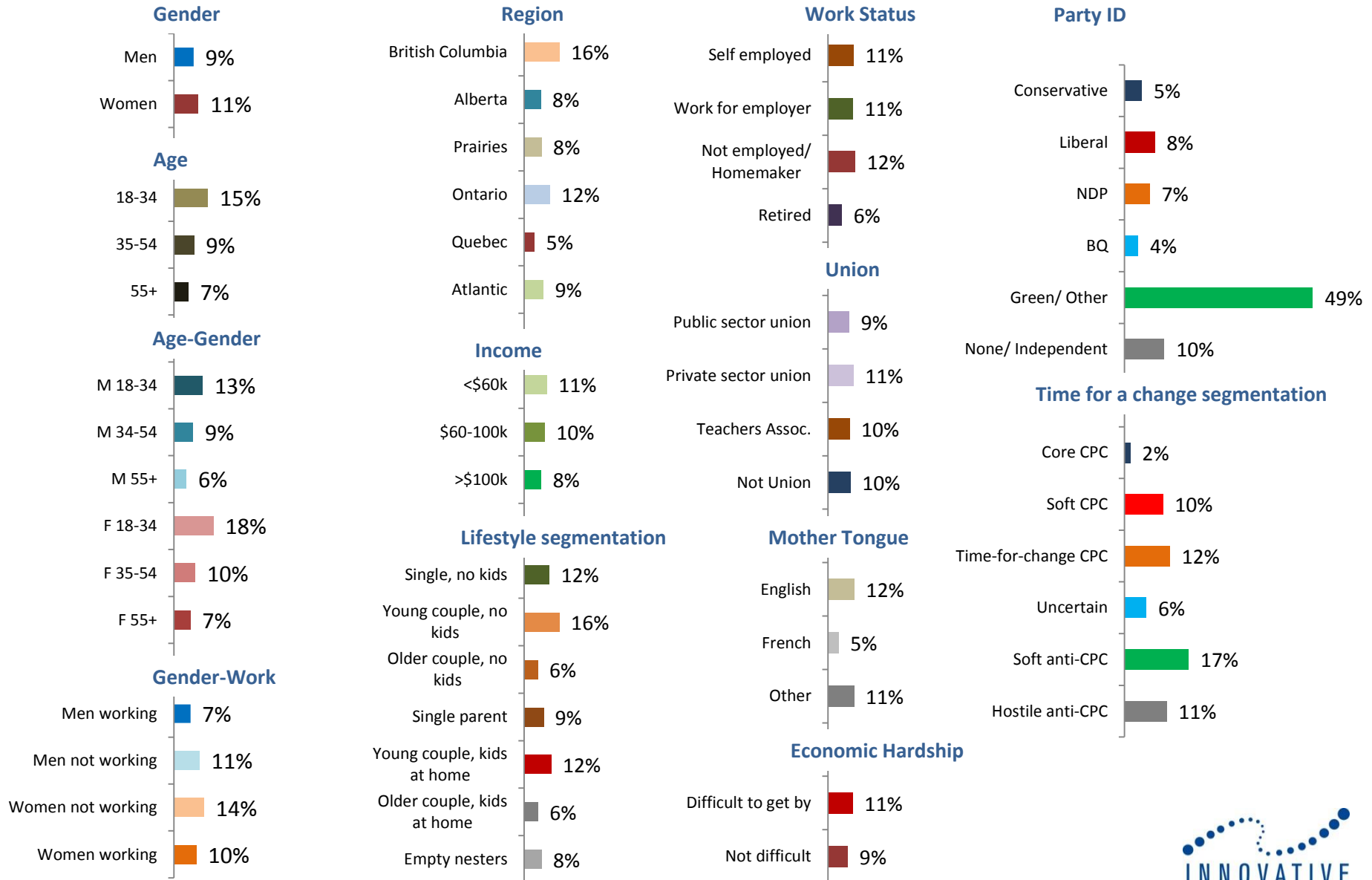
LPC Pool (35%): most potential among under 35s, higher income, families, Time-for-change Tories



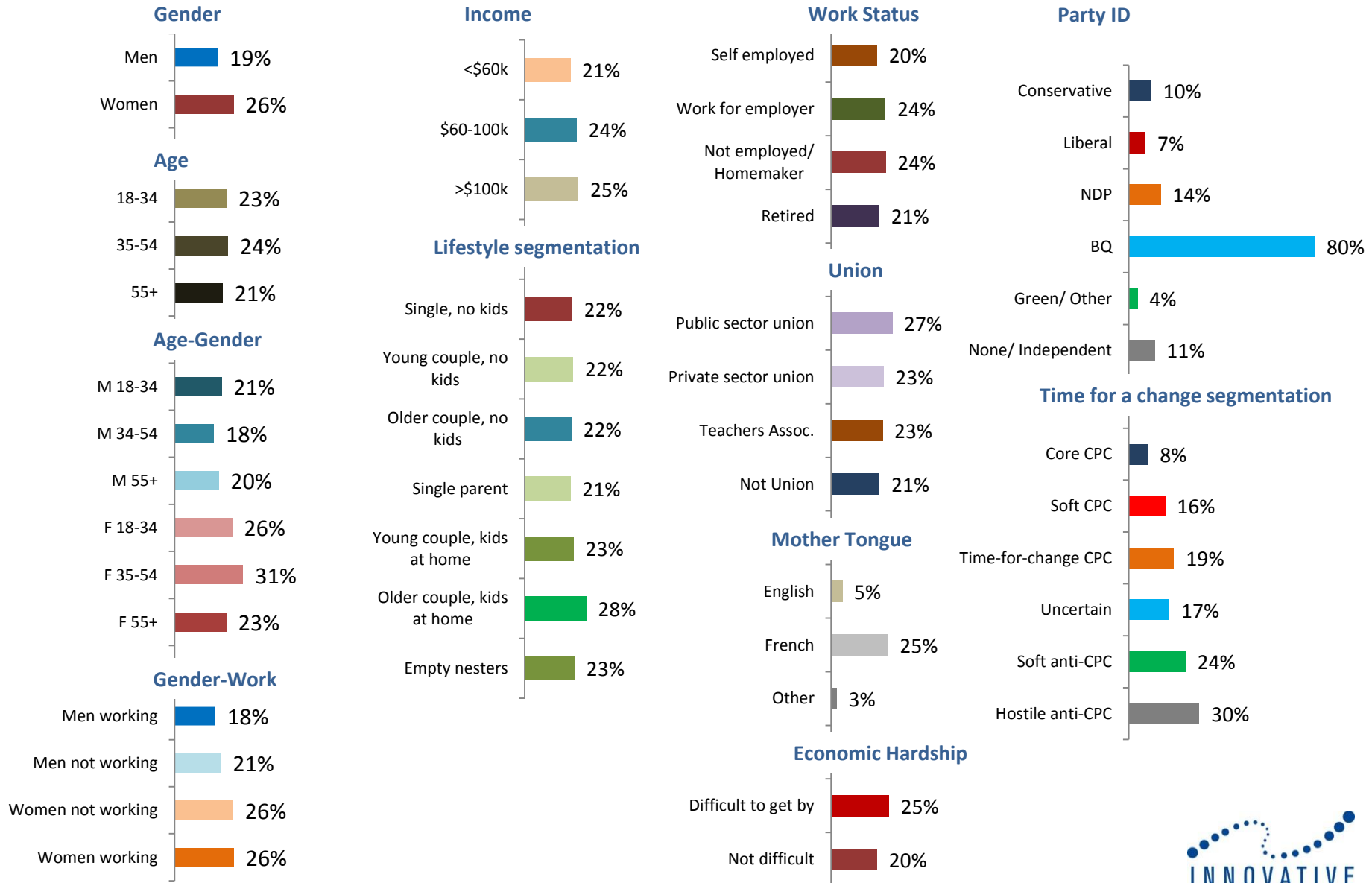
NDP Pool (39%): most potential among Francophones, anti-Conservative voters, public sector union members



Green Pool (10%): most potential in BC, among women under 35, young couples with no kids



BQ Pool (23%, QC Only): most potential among women, anti-CPC, public sector union members

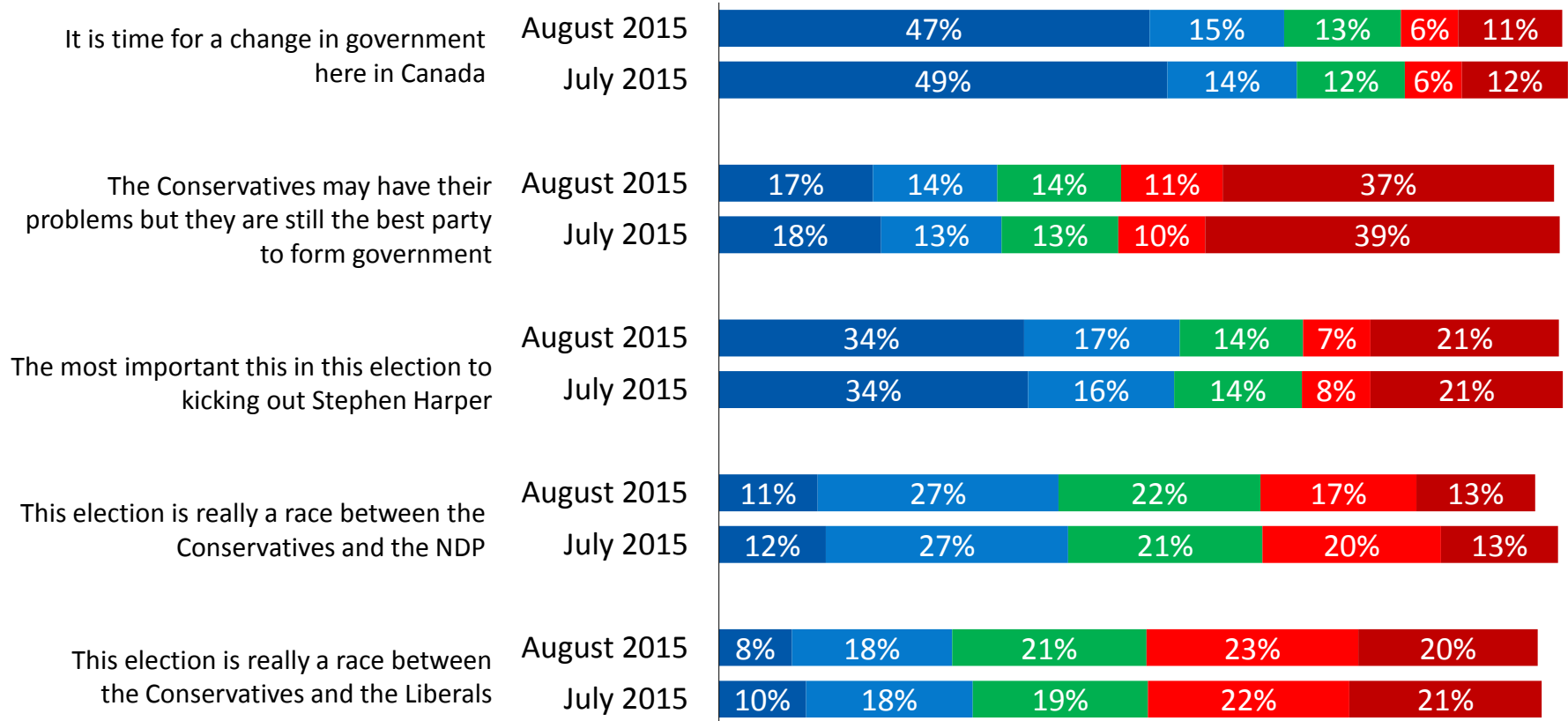


Attitudes

Time for change: 62% say it is time for a change in government, steady since July

Q

Do you agree or disagree with the following statements?



■ Strongly agree

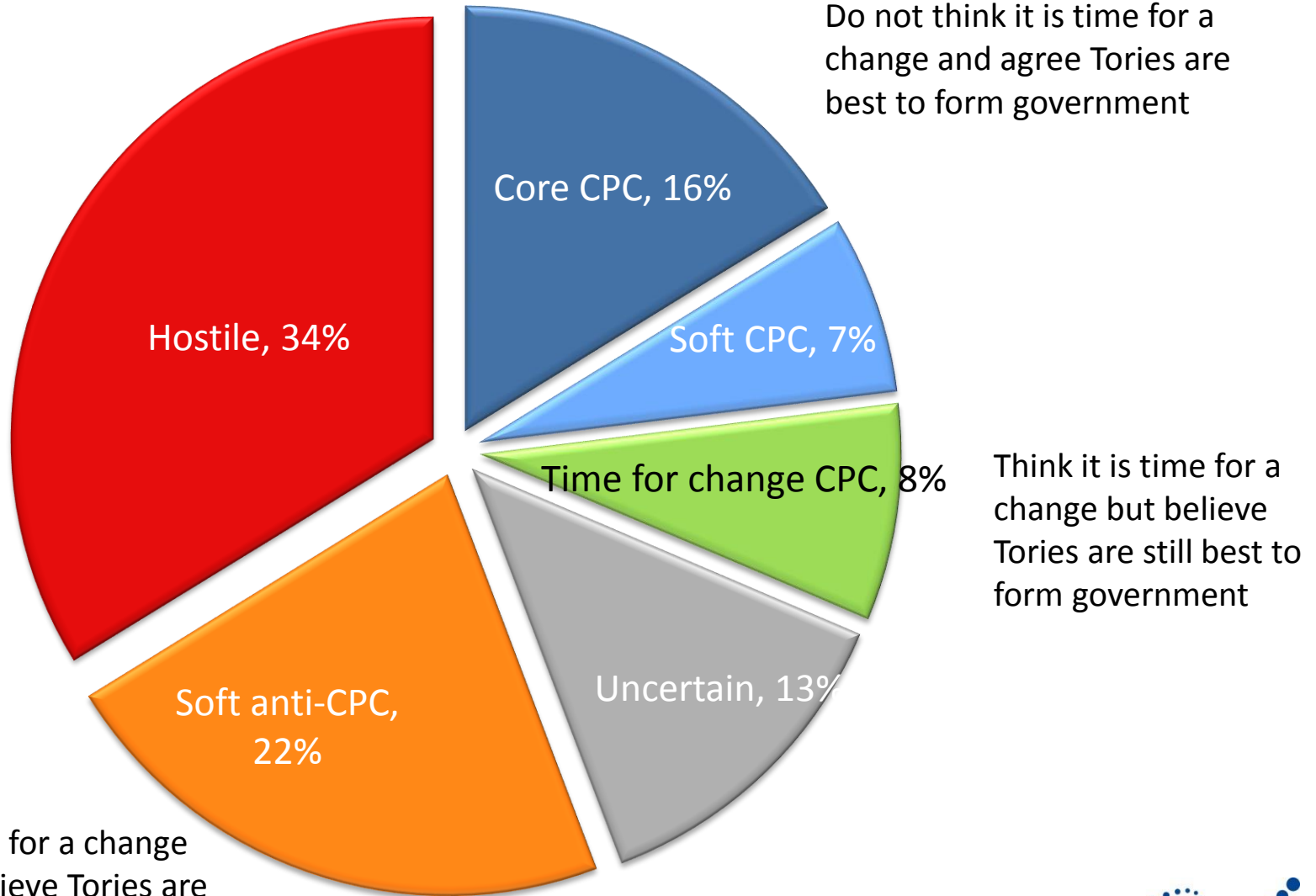
■ Somewhat agree

■ Neither agree nor disagree

■ Somewhat disagree

■ Strongly disagree

Time for Change Segmentation



Think it is time for a change and do not believe Tories are best to form government

35% of Time for a change Tories are voting CPC, down 5 points since July (40%)

Time for a change segmentations

	Core CPC	Soft CPC	Time-for-change	Uncertain	Soft anti-CPC	Hostile
CPC	95%	63%	35%	9%	5%	0%
Liberal	2%	11%	24%	12%	30%	36%
NDP	1%	11%	23%	10%	35%	46%
Bloc Quebecois		3%	2%	4%	5%	5%
Green/Other	1%	4%	6%	3%	9%	7%
Undecided/Would not vote	2%	8%	10%	62%	17%	6%

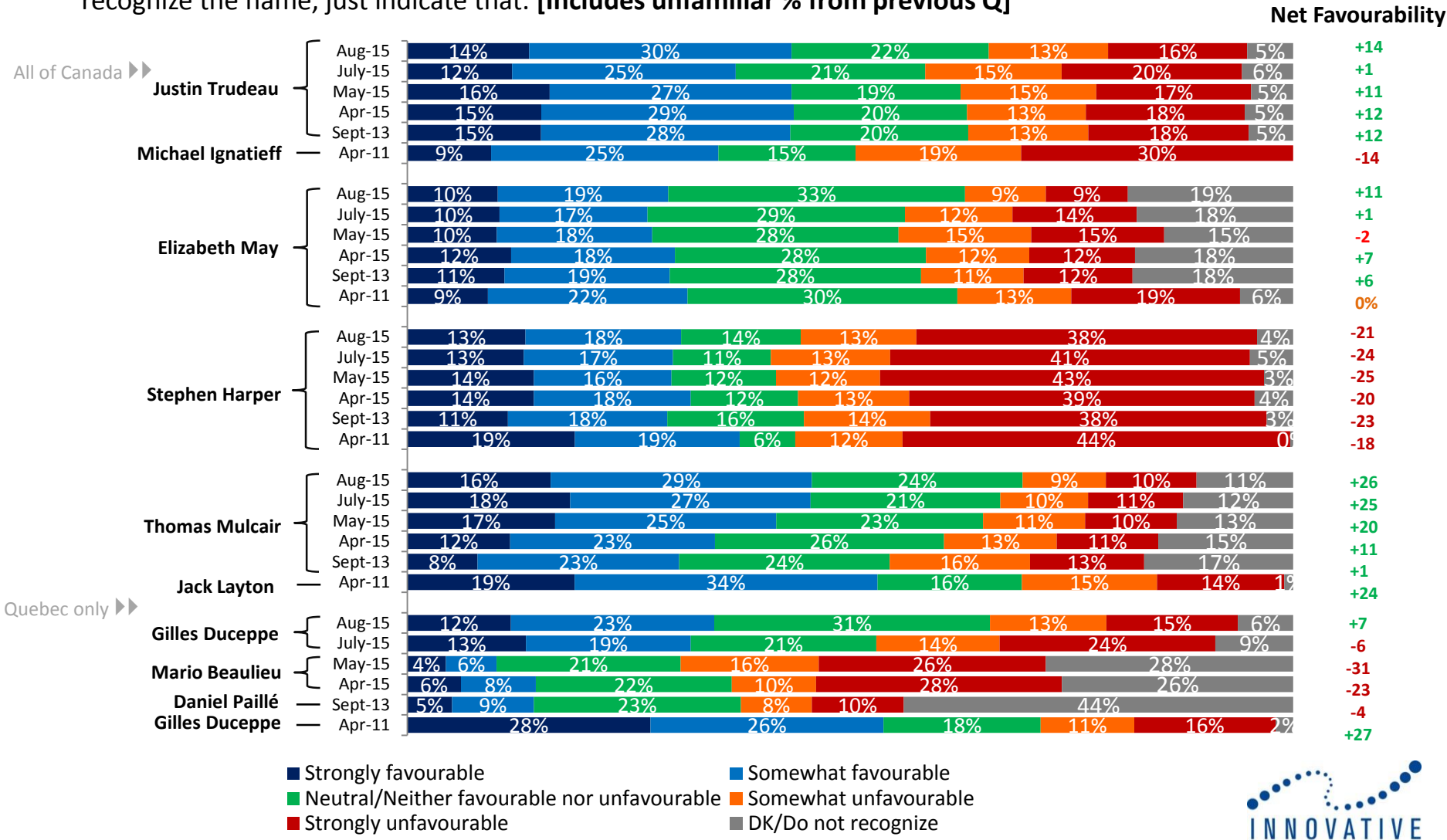
Combined Vote

Leadership

Leader Impressions [ALL]: Trudeau and May show big jump in favourables, Mulcair remains most favourable candidate



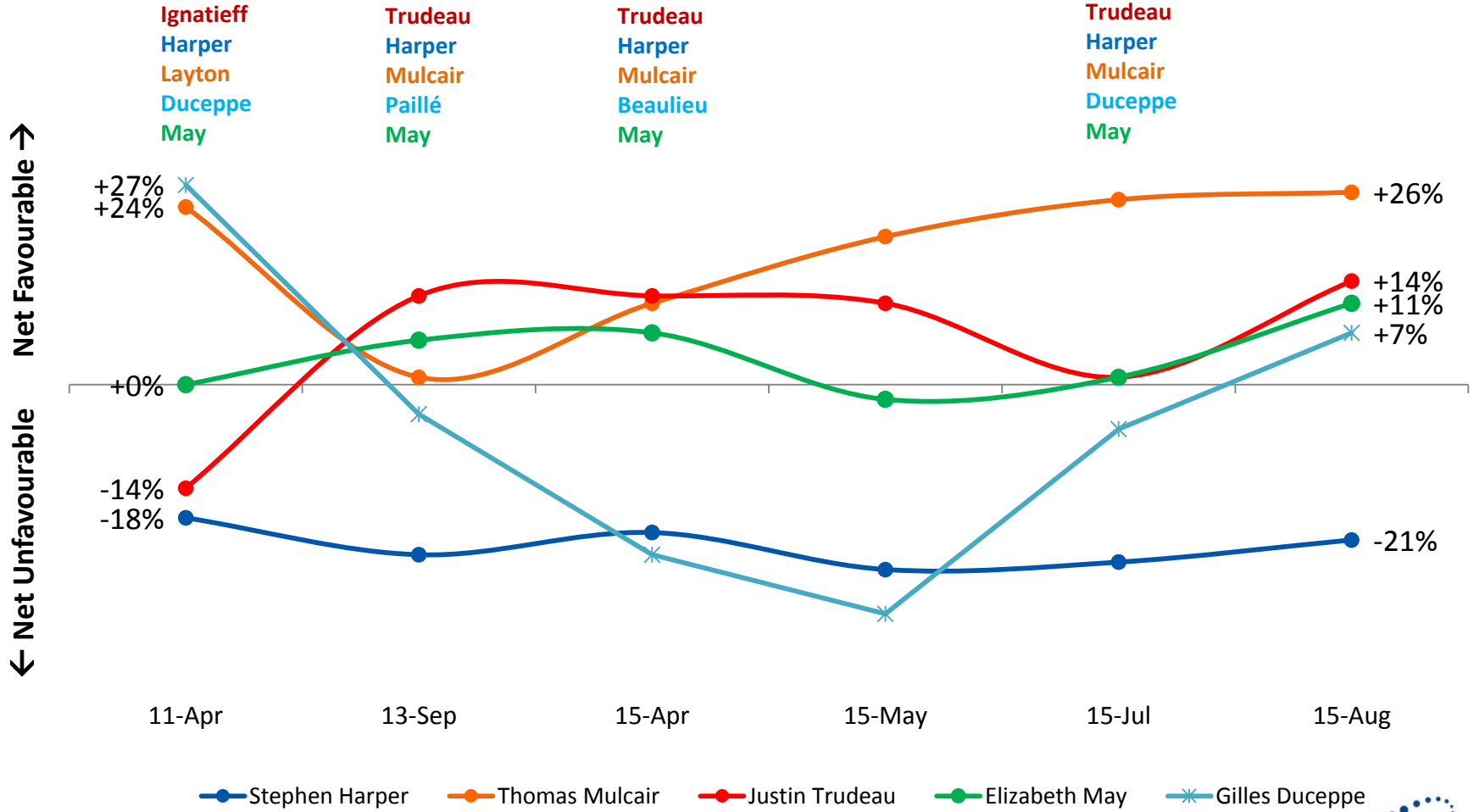
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **[Includes unfamiliar % from previous Q]**



Net leader favourables [ALL]: Mulcair shows steady lead on favourables, Trudeau, May and Duceppe on the rise



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Net favourables (% favourable-unfavourable) INCLUDES 'HAVE NOT HEARD' for tracking consistency.**



Note: BQ leaders asked in Quebec Only.

Net Leader Impression by Party ID

	Conservative	Liberal	NDP	Bloc	Unaligned	Green/Other
Stephen Harper	+68%	-51%	-67%	-73%	-30%	-54%
Justin Trudeau	-32%	+77%	+19%	-24%	+9%	+5%
Thomas Mulcair	-20%	+46%	+86%	+39%	+17%	+15%
Gilles Duceppe	-31%	-21%	+12%	+84%	-4%	-11%
Elizabeth May	-18%	+28%	+28%	+8%	+10%	+40%

Net Leader Impression by Region

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Stephen Harper	-28%	0%	-2%	-19%	-30%	-30%
Justin Trudeau	12%	-9%	25%	18%	12%	38%
Thomas Mulcair	23%	7%	8%	27%	47%	28%
Gilles Duceppe					+7%	
Elizabeth May	26%	0%	15%	16%	2%	18%

Leader impression by knowledge: contrary to others, those more familiar with Harper are less favourable towards him



Now we are going to provide you with several names of public figures active in politics. How familiar are you with each of the following people? BY Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

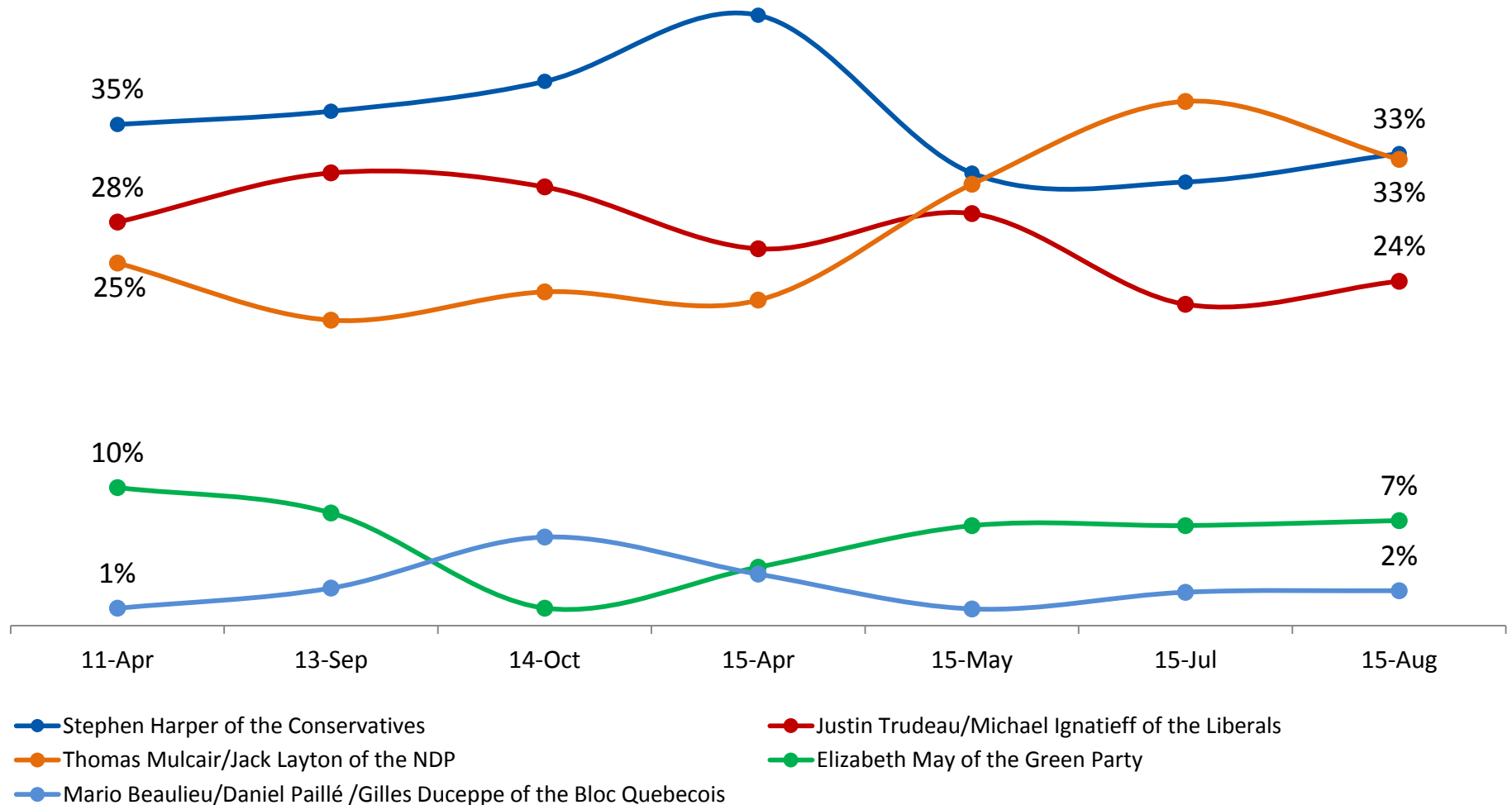
		Very familiar	Somewhat familiar	Not very familiar
Harper	Favourable	36%	29%	18%
	Neutral/DK	6%	22%	45%
	Unfavourable	58%	49%	38%
Trudeau	Favourable	55%	46%	28%
	Neutral/DK	12%	25%	44%
	Unfavourable	33%	29%	28%
Mulcair	Favourable	64%	57%	25%
	Neutral/DK	11%	22%	60%
	Unfavourable	25%	21%	15%
May	Favourable	57%	48%	19%
	Neutral/DK	16%	34%	64%
	Unfavourable	27%	18%	17%
Duceppe (QC Only)	Favourable	54%	34%	14%
	Neutral/DK	16%	36%	62%
	Unfavourable	30%	30%	24%

Best Prime Minister- Decided: Mulcair tied with Harper on Best PM among those who pick a leader

Q

Which of the following party leaders would make the best Prime Minister of Canada?

[Bloc Quebecois asked only in Quebec]



Note: 'None', 'Don't know', 'Refused' not shown.

Best Prime Minister by Party ID (column percentages)

	Conservative	Liberal	NDP	Bloc	Unaligned	Green/Other
Stephen Harper	77%	7%	2%	3%	11%	15%
Justin Trudeau	4%	53%	5%	7%	11%	15%
Thomas Mulcair	5%	17%	78%	34%	12%	13%
Gilles Duceppe				36%	1%	
Elizabeth May	3%	4%	5%		4%	32%
Undecided/ Don't know	9%	17%	9%	9%	48%	14%
None	3%	2%	2%	10%	13%	10%

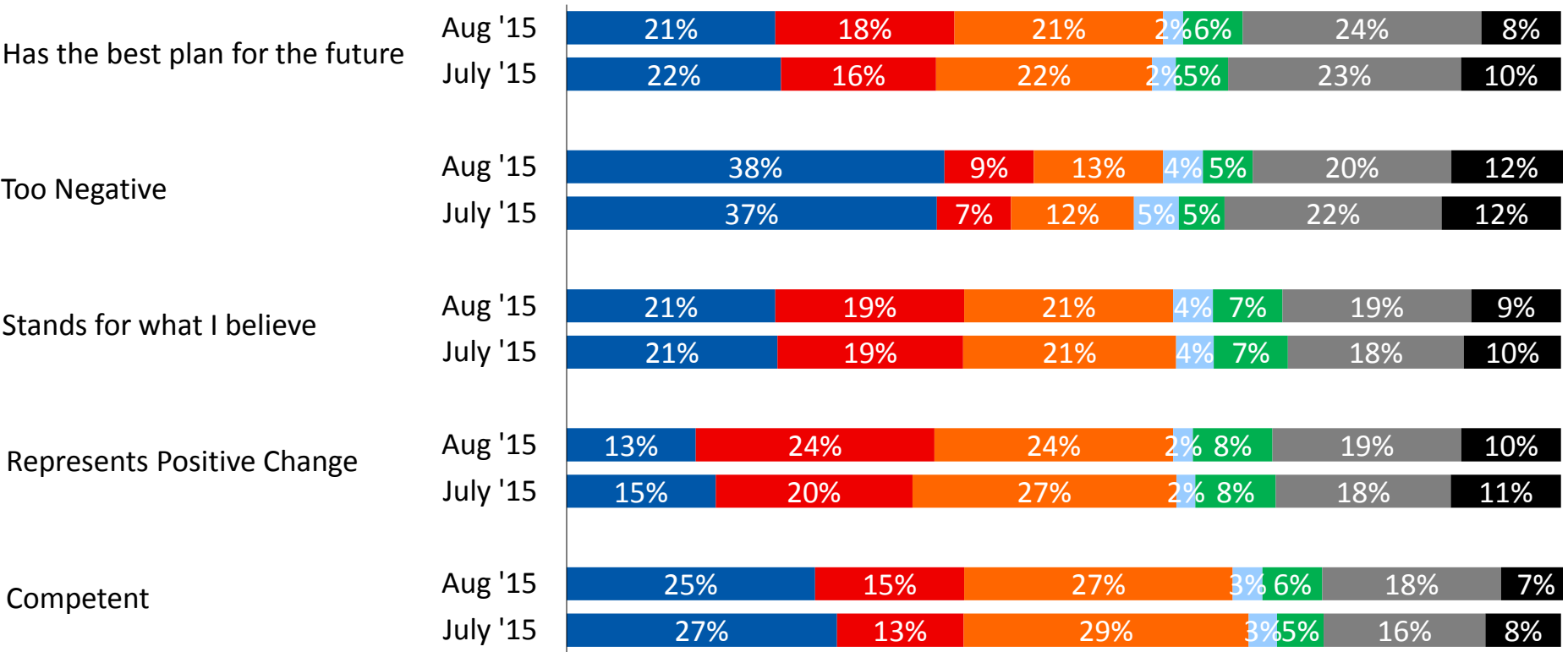
Note: Total (%) include 'Undecided/Don't know' and 'None'

Best Prime Minister by Region (column percentages)

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Stephen Harper	25%	36%	33%	26%	16%	18%
Justin Trudeau	19%	12%	16%	18%	17%	27%
Thomas Mulcair	22%	22%	18%	21%	35%	20%
Gilles Duceppe					7%	
Elizabeth May	8%	5%	3%	7%	2%	6%
Undecided/ Don't know	20%	19%	25%	22%	17%	25%
None	6%	6%	5%	6%	7%	4%

Leader Qualities Tracking: Liberals and NDP tied on “represents positive change”, NDP ahead on “competent”

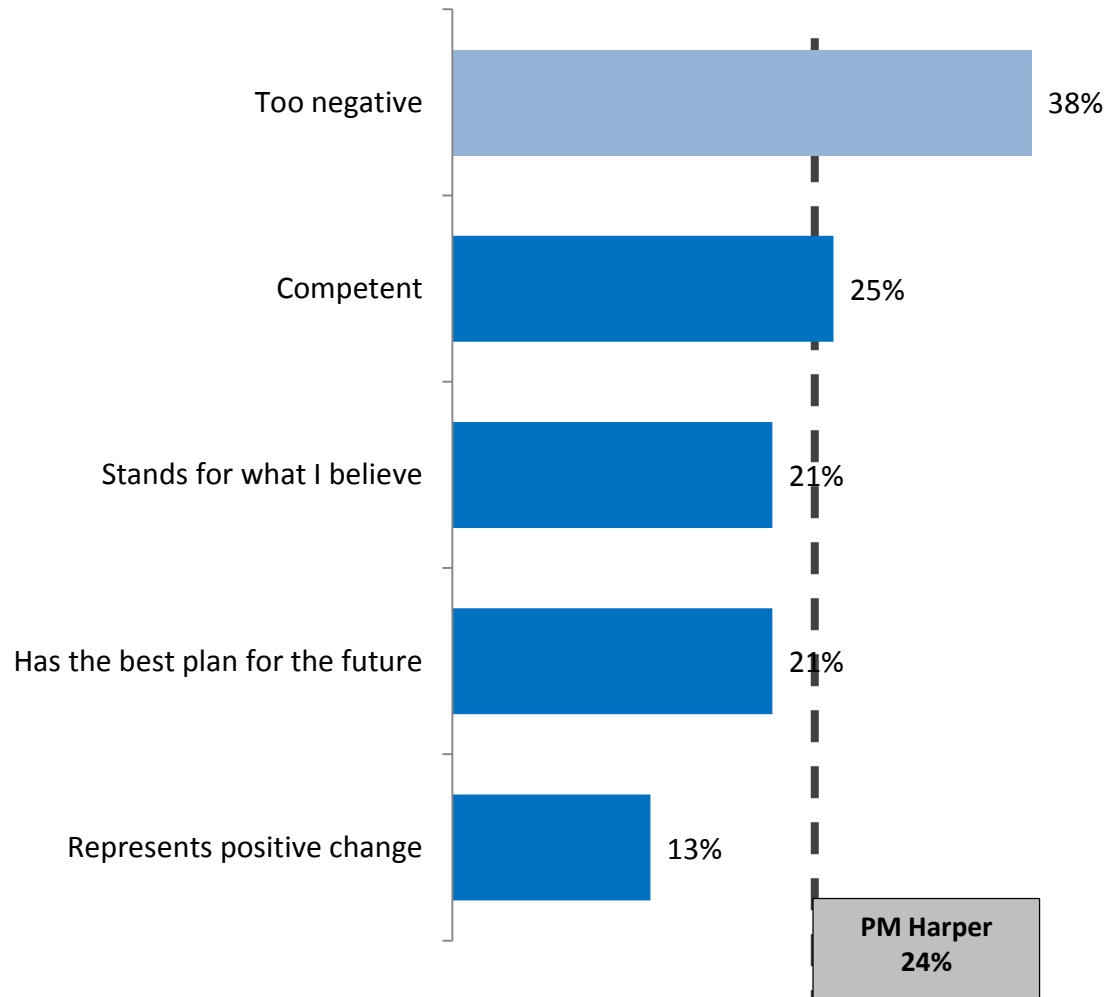
Q Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA, DUCEPPE RESULTS FOR QC ONLY]**



■ Stephen Harper
 ■ Justin Trudeau
 ■ Thomas Mulcair
 ■ Gilles Duceppe
■ Elizabeth May
 ■ Undecided
 ■ None

Harper seen as competent but too negative

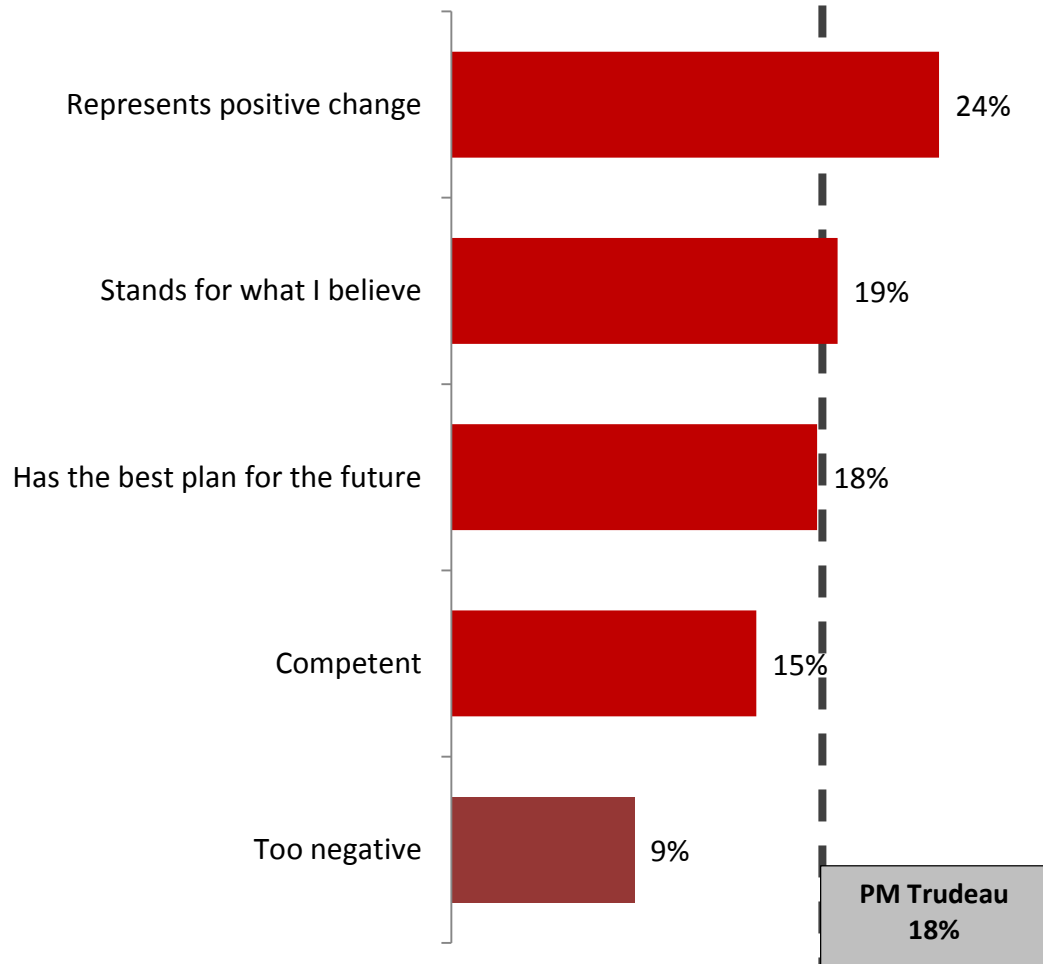
Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Stephen Harper**.



Note: 'PM' based on 'Combined PM', including 'Undecided', 'None'.

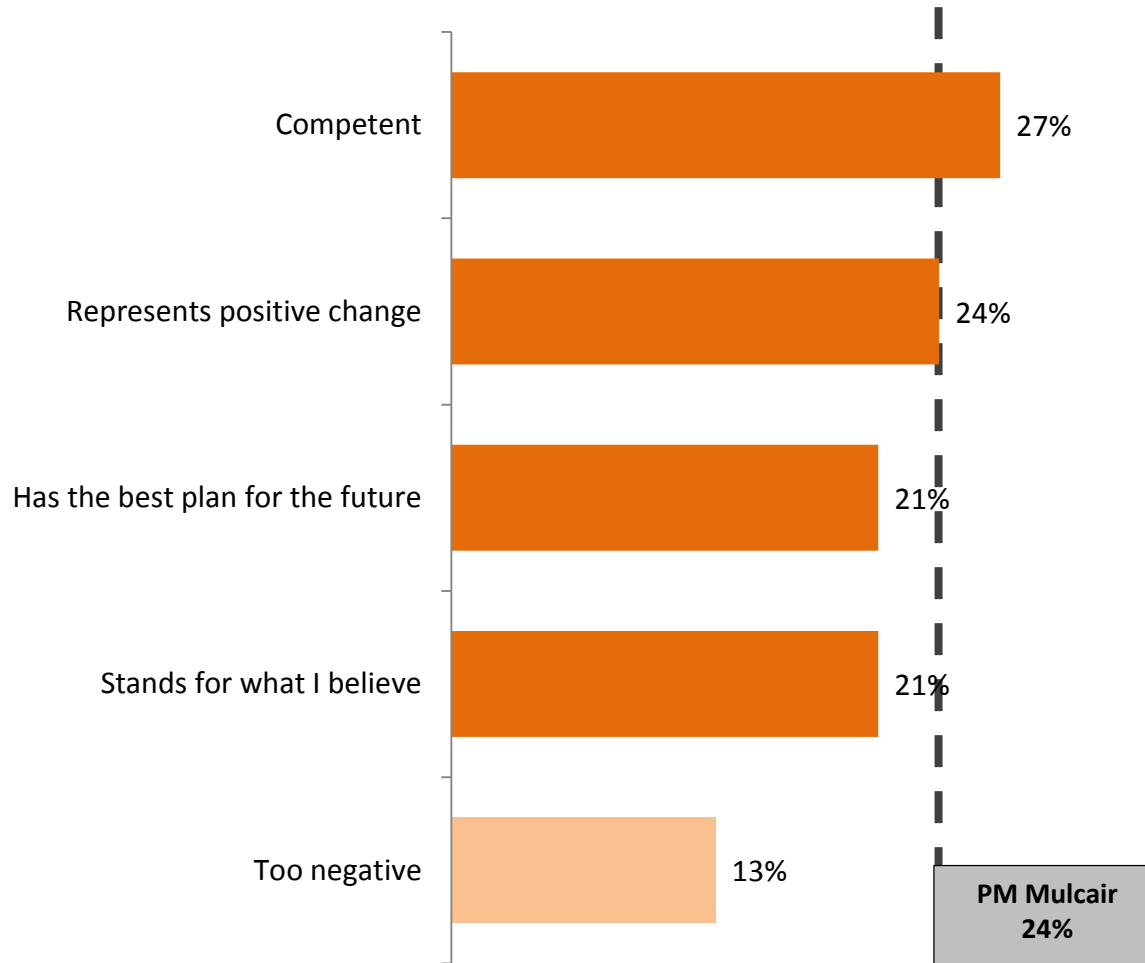
Trudeau perceived as representing positive change, least negative candidate

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...**Justin Trudeau.**



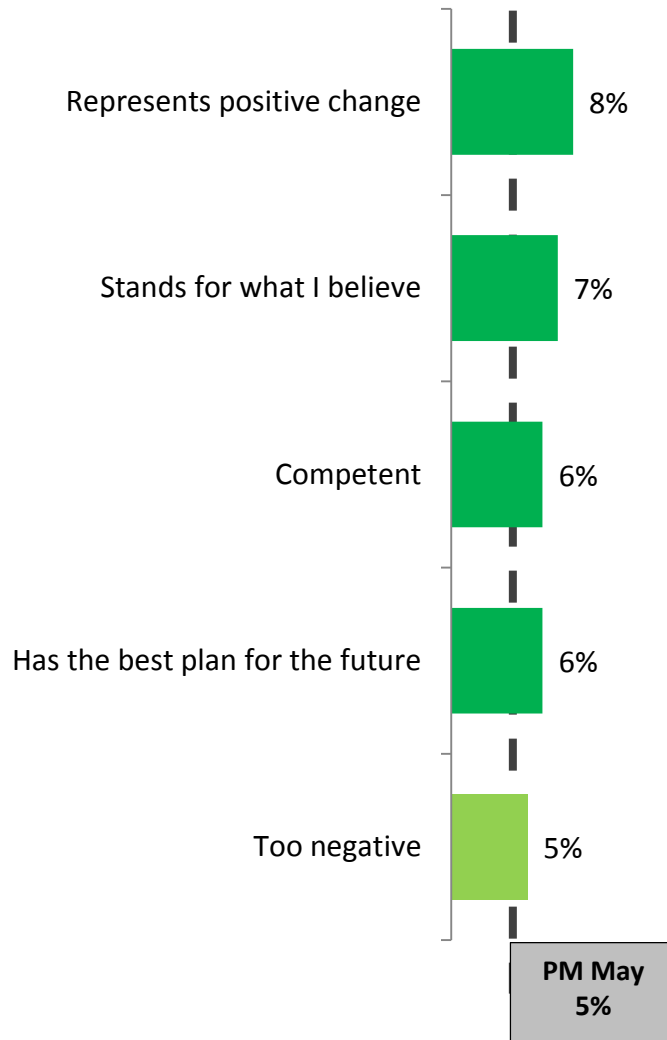
Mulcair thought to be competent, representing positive change, not seen as too negative

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...**Thomas Mulcair**.



Elizabeth May seen more as representing positive change, standing for what people believe in

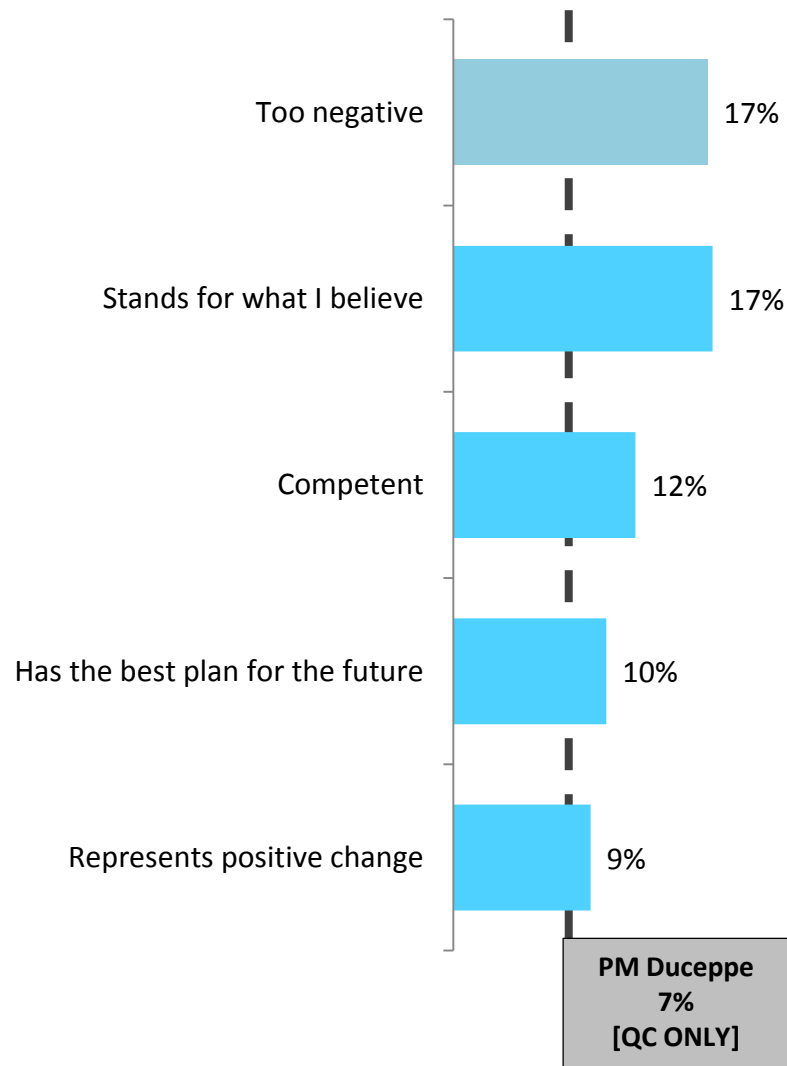
Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Elizabeth May**.



[QC] Duceppe seen as too negative, stands for what they believe in and competent

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...**Gilles Duceppe**. [QC ONLY]



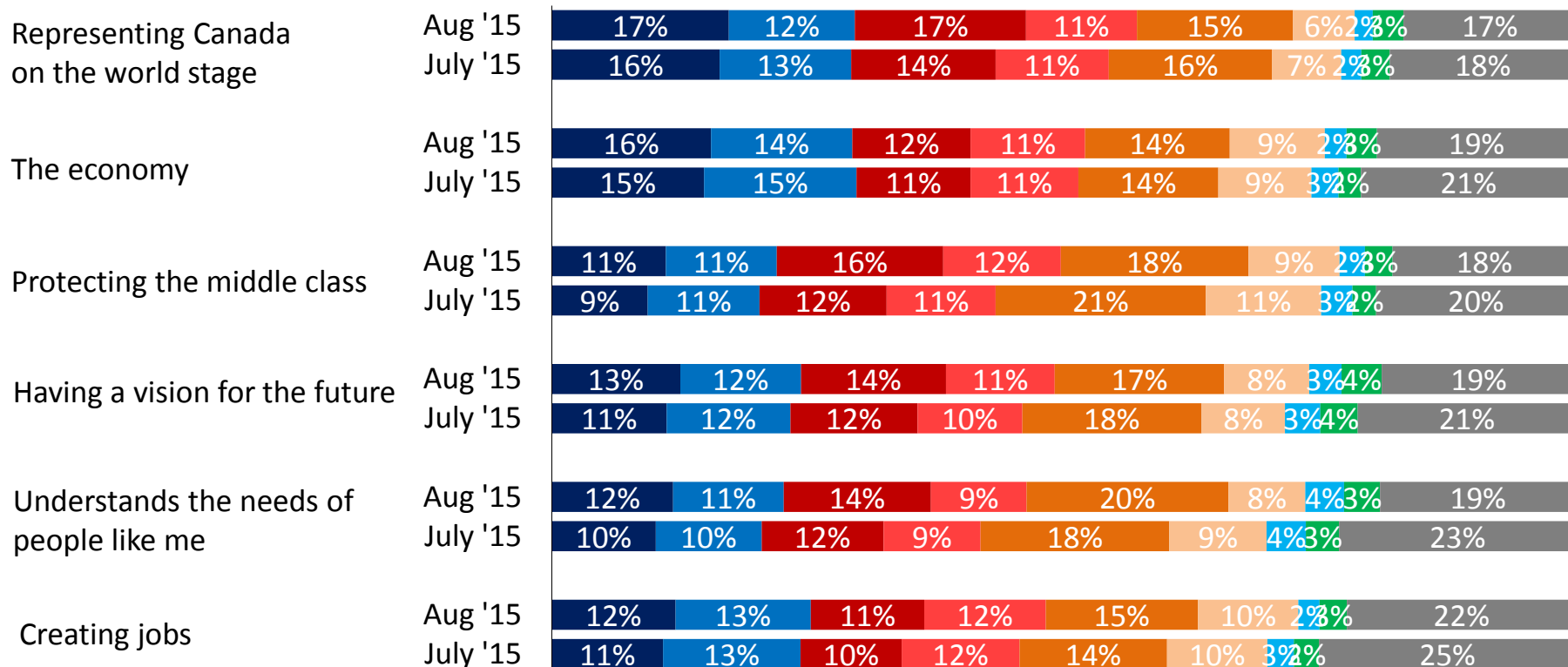
Party Image

Party Qualities Tracking: Liberals catch up on protecting the middle class, statistical tie for first with NDP ⁴⁹

middle class, statistical tie for first with NDP



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

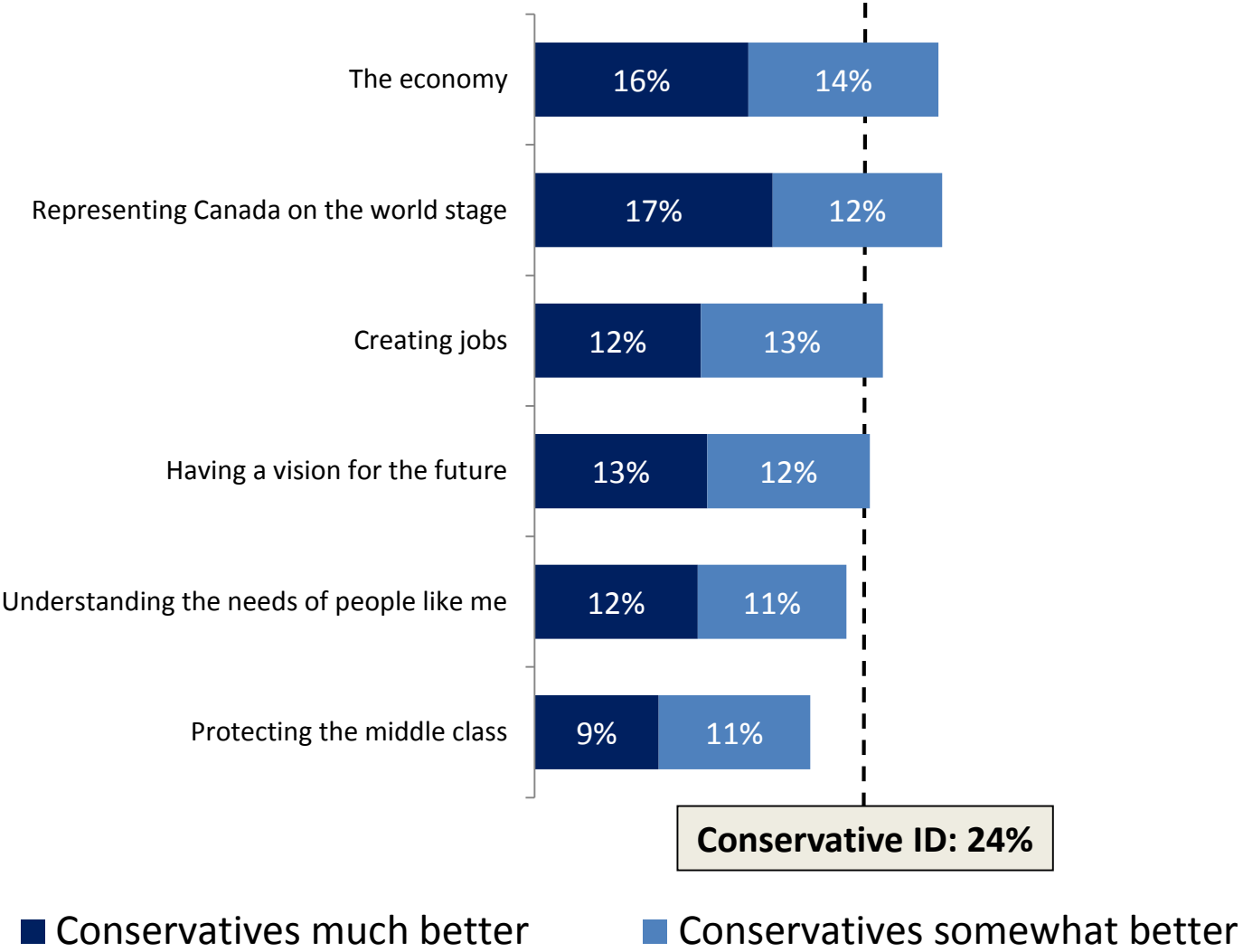


- Conservative much better
- Liberal somewhat better
- Bloc Quebecois better
- Conservative somewhat better
- NDP much better
- Other party better
- Liberal much better
- NDP somewhat better
- None

Conservatives seen as best party on economy, representing⁵⁰ Canada abroad, job creation and vision or future



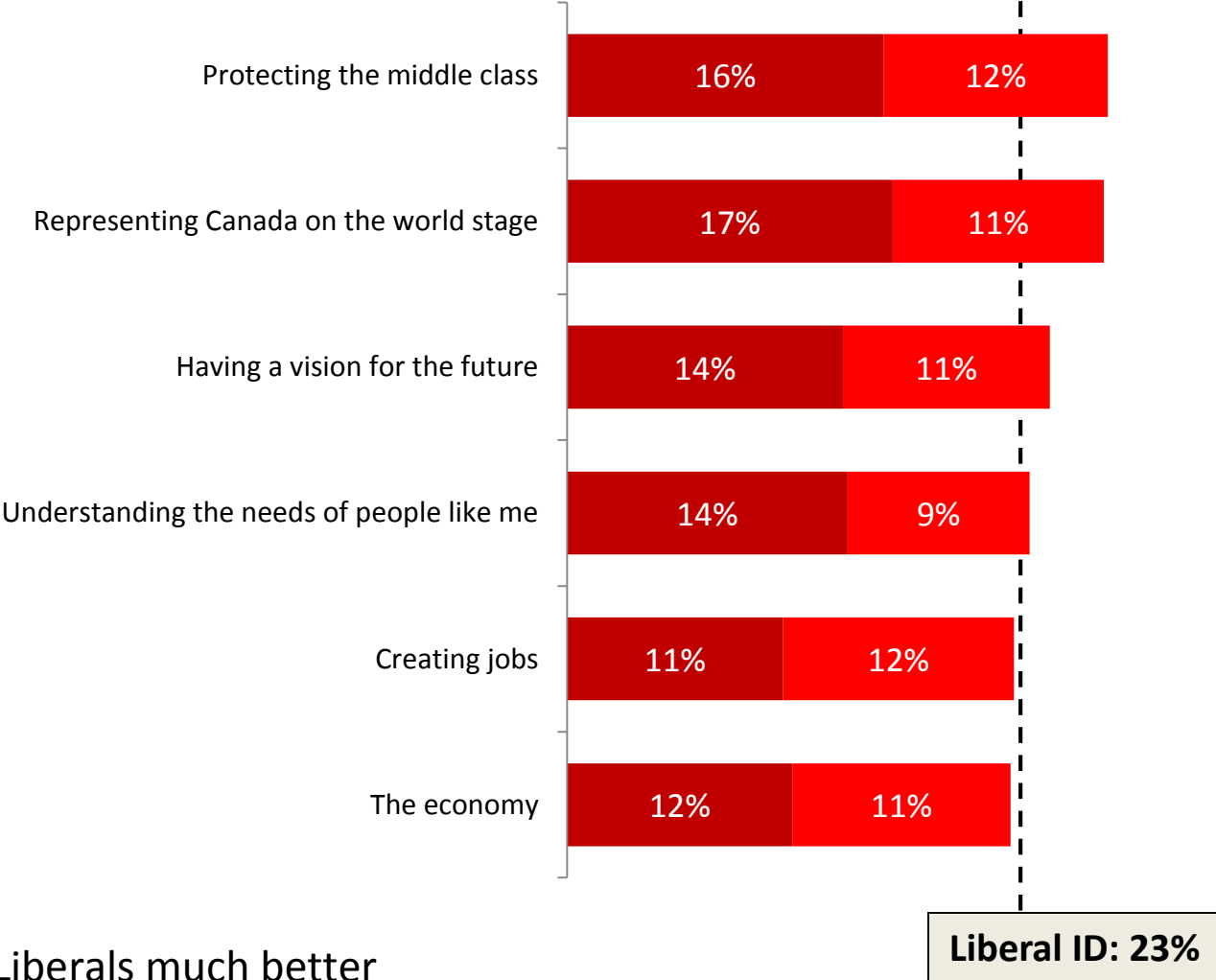
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Conservatives**



Liberals strongest on protecting middle class, representing Canada abroad, and having vision for the future ⁵¹



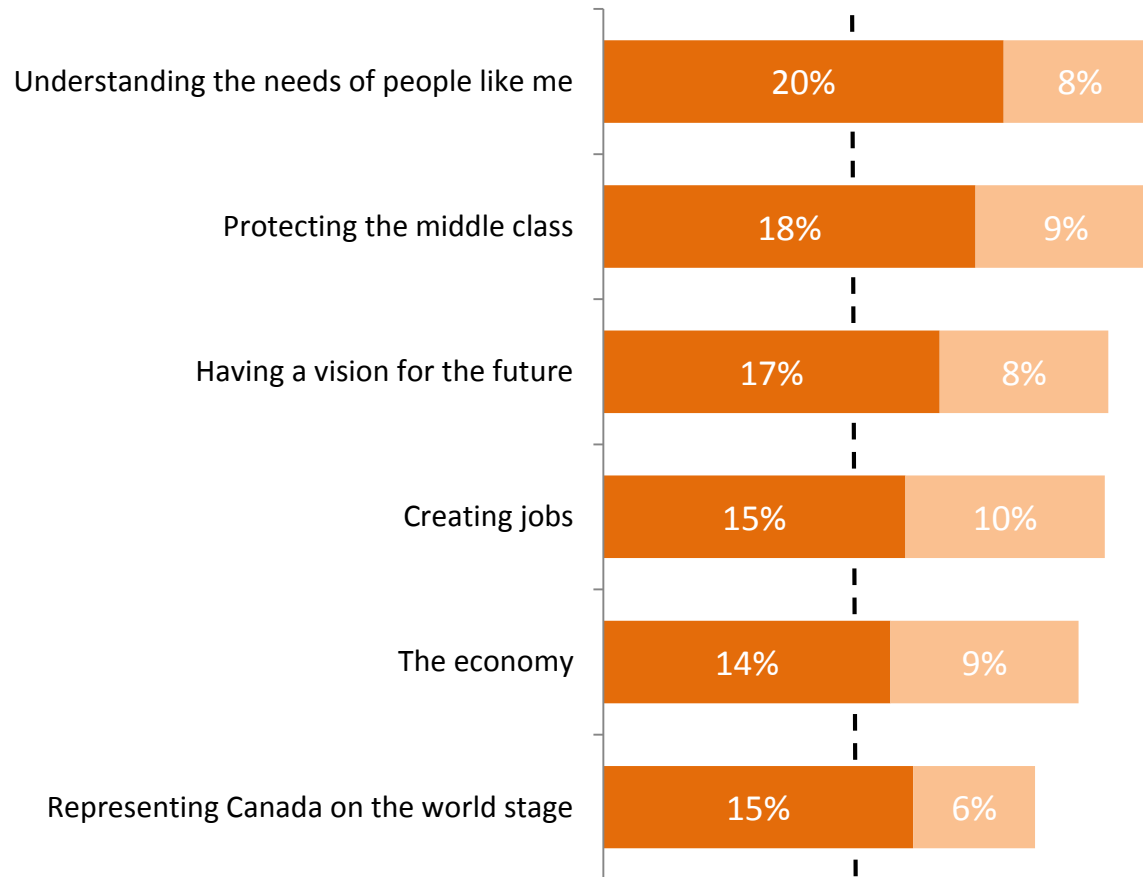
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Liberals**



NDP seen as strongest on understanding needs of people like me, protecting middle class, having vision for future



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **New Democratic Party**



■ NDP much better

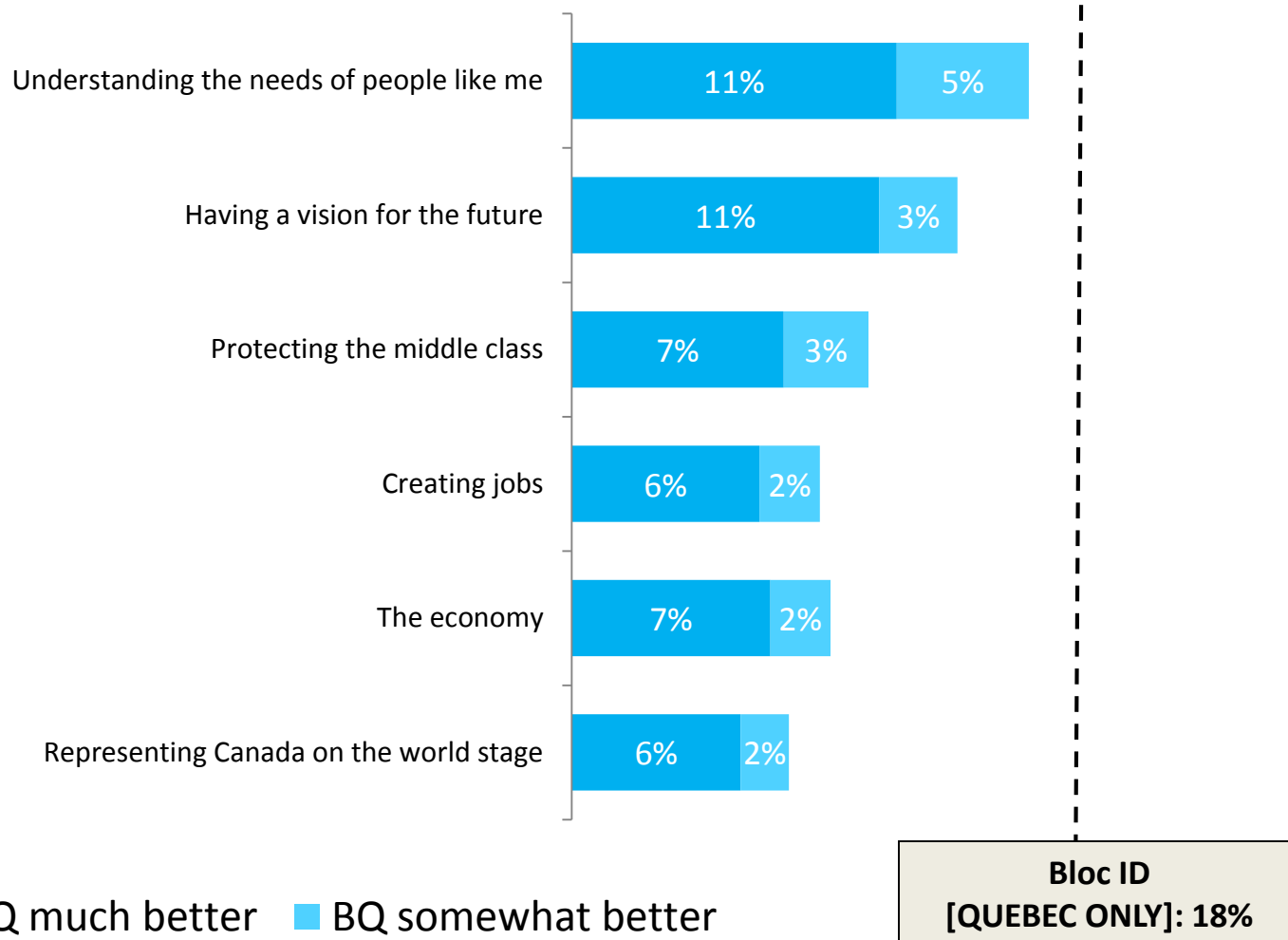
■ NDP somewhat better

NDP ID: 18%

Bloc performing better on understanding needs of people, scores low on representing Canada on world stage



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Bloc Quebecois [QUEBEC ONLY]**



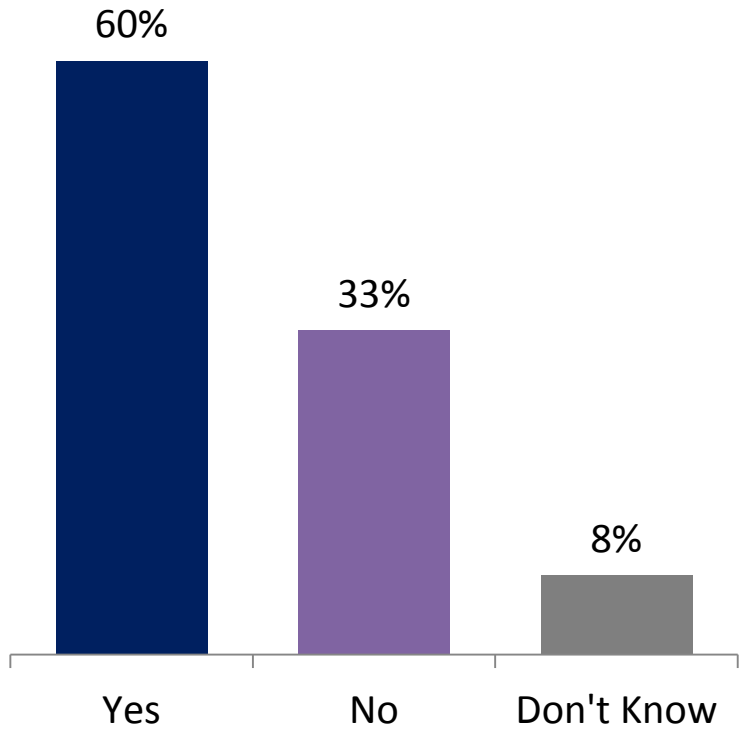
■ BQ much better ■ BQ somewhat better

Public Debate

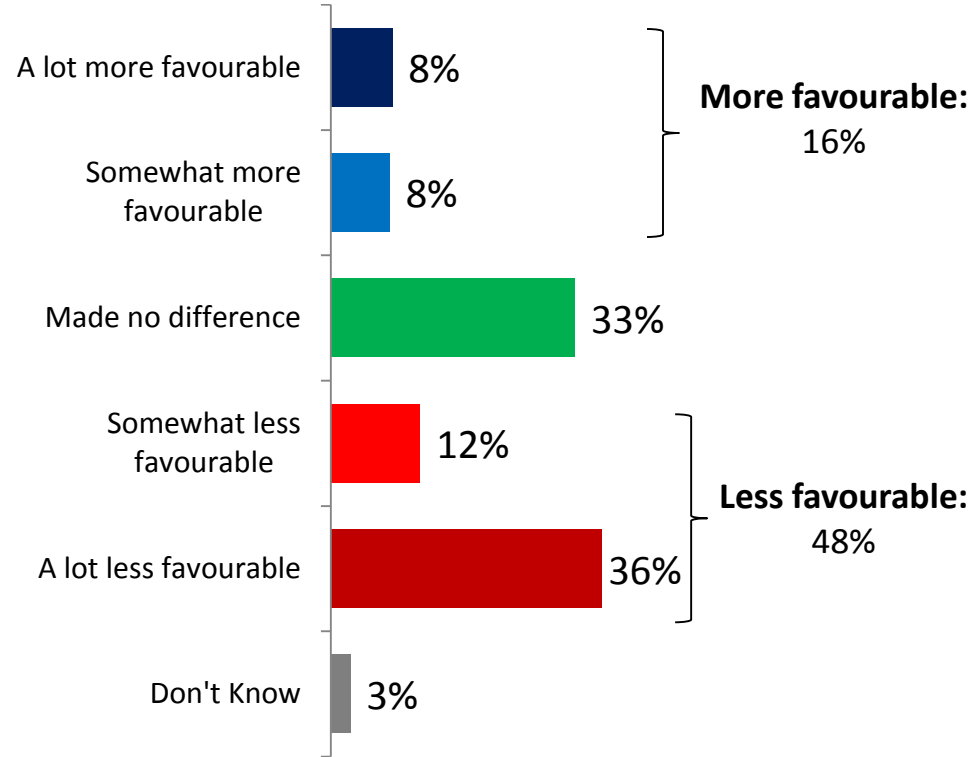
RSH about Conservatives: Close to a majority have been left feeling less favourable



Have you read, seen or heard anything about Stephen Harper and the federal Conservative party in the last few days?



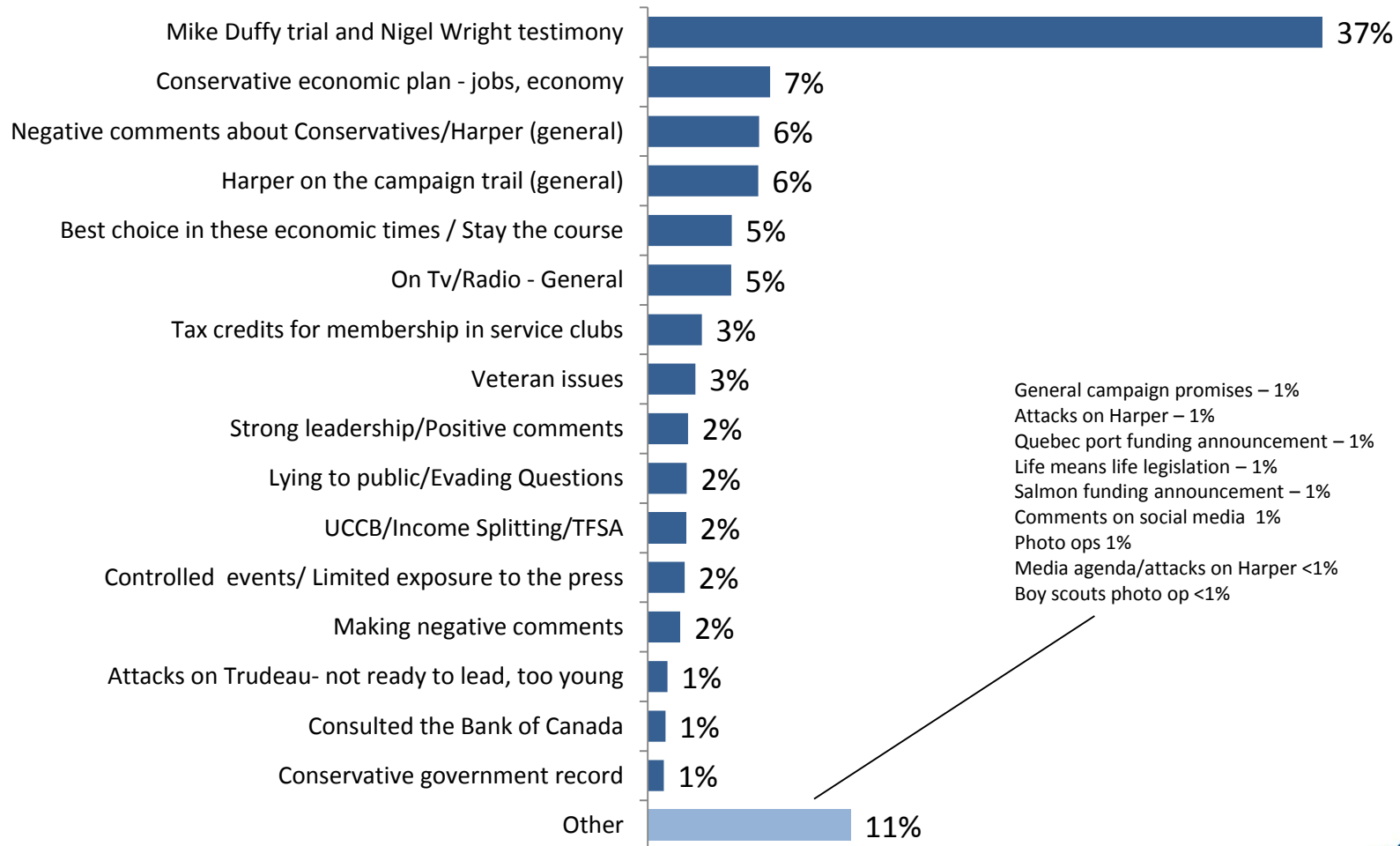
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?



RSH for CPC: Wright/Duffy dominates public debate around Conservatives



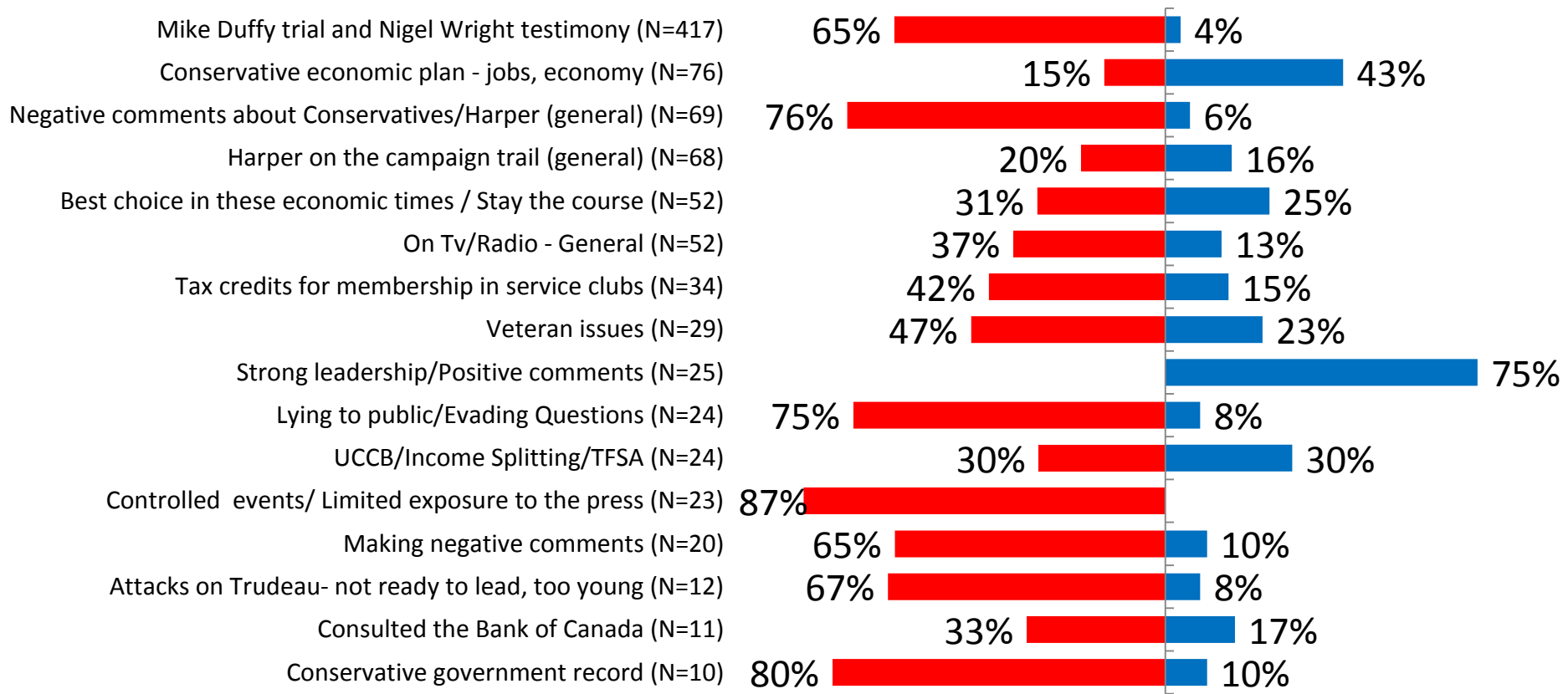
And what did you read, see, or hear about Stephen Harper and the federal Conservative Party?



Note: None (1%), Don't know (3%), Refused (2%) not shown.

RSH Impact for CPC: Wright/Duffy issue hurting conservatives, but focus on the economy helps

Q And what did you read, see, or hear about Stephen Harper and the federal Conservative Party? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?



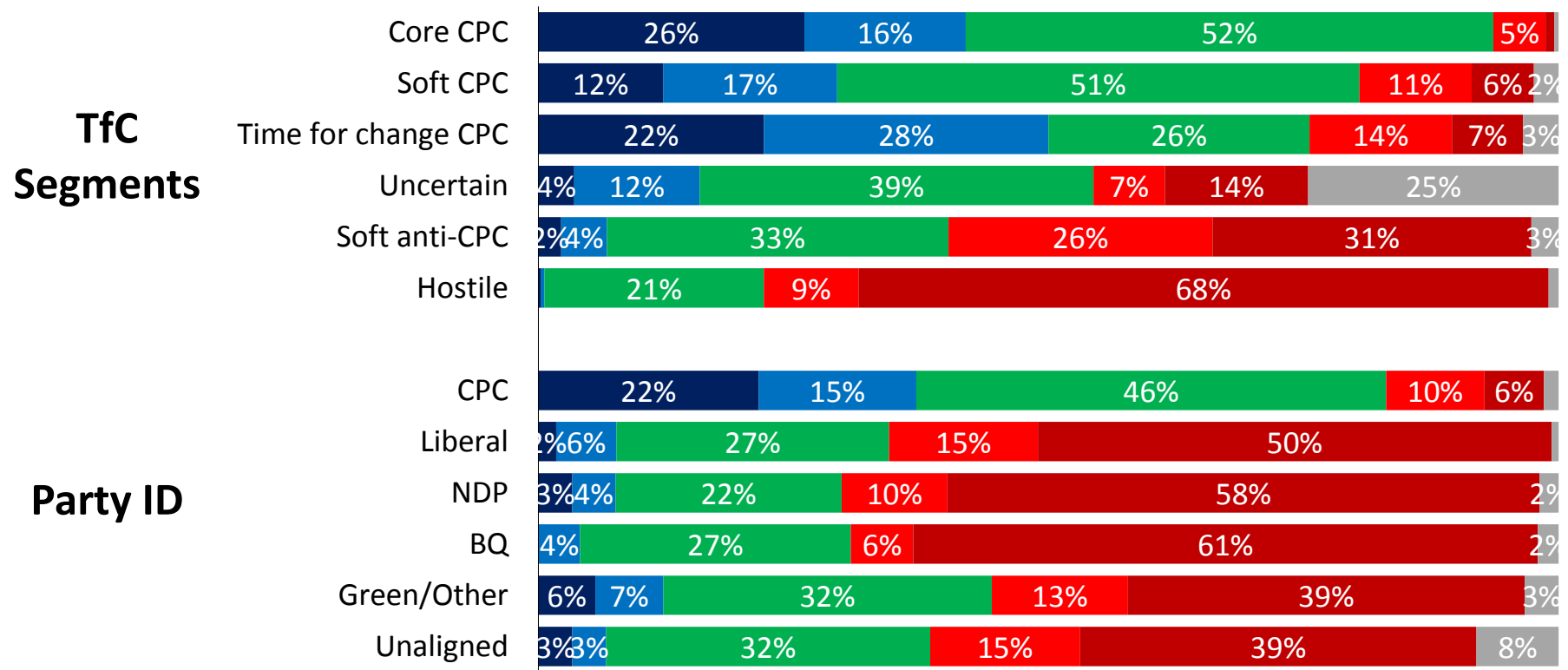
■ Less favourable ■ More favourable

Note: Only codes with N>=10 are included in this analysis



RSH impact for CPC: time for change Tories responding favourably to public debate about Conservatives

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?

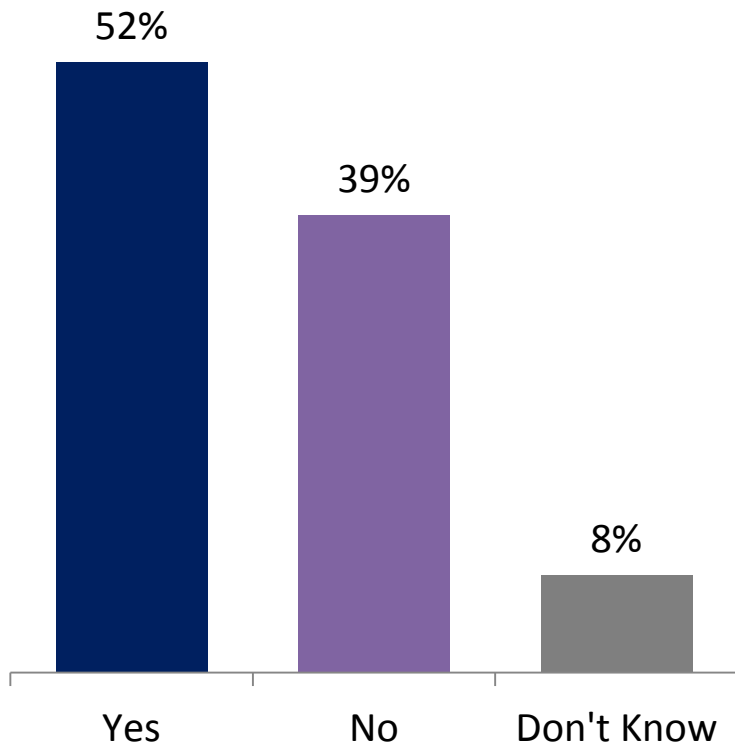


■ A lot more favourable
 ■ Somewhat more favourable
 ■ Made no difference
■ Somewhat less favourable
 ■ A lot less favourable
 ■ Don't Know

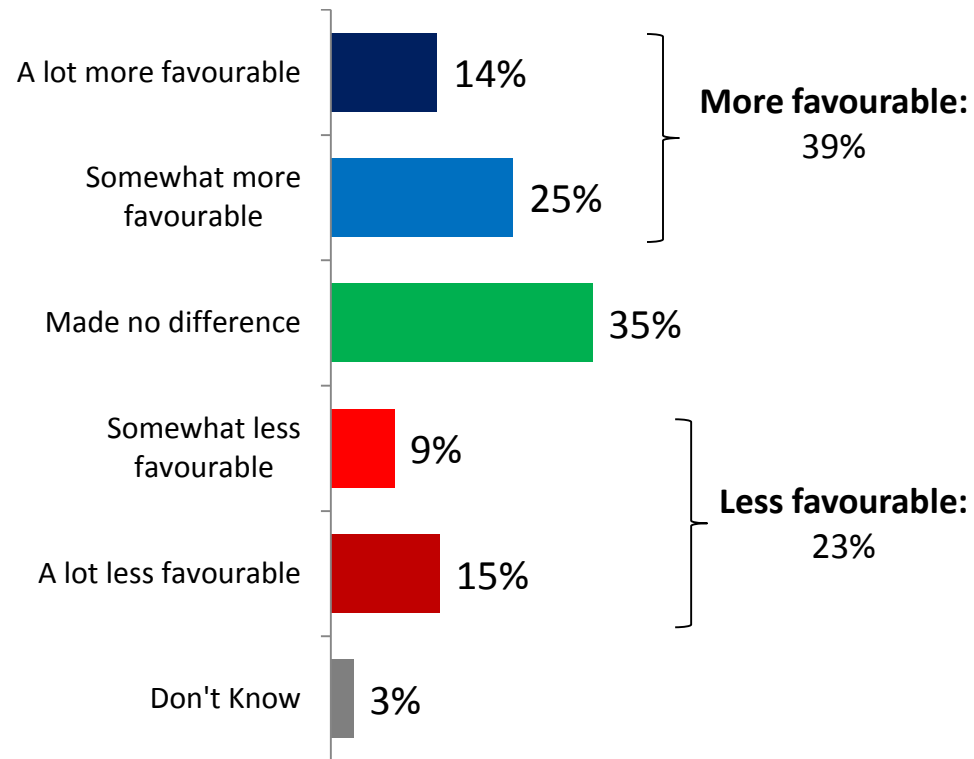
RSH about Liberals: A plurality say they are feeling more favourable about the Liberals



Have you read, seen or heard anything about Justin Trudeau and the federal Liberal party in the last few days?



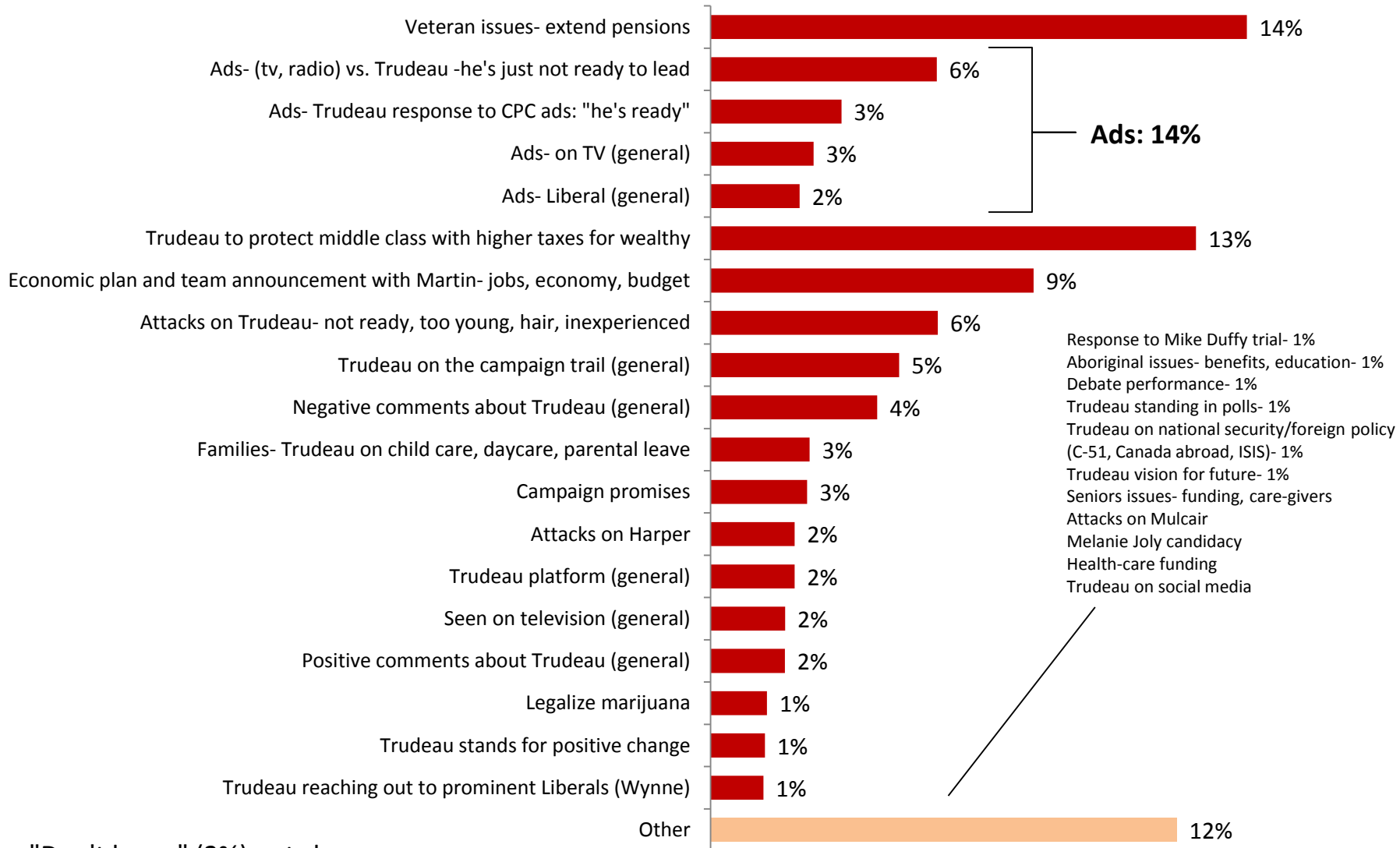
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?



RSH about Trudeau: Top mentions are pensions for veterans, ads, tax break paid for by higher taxes for wealthy

Q

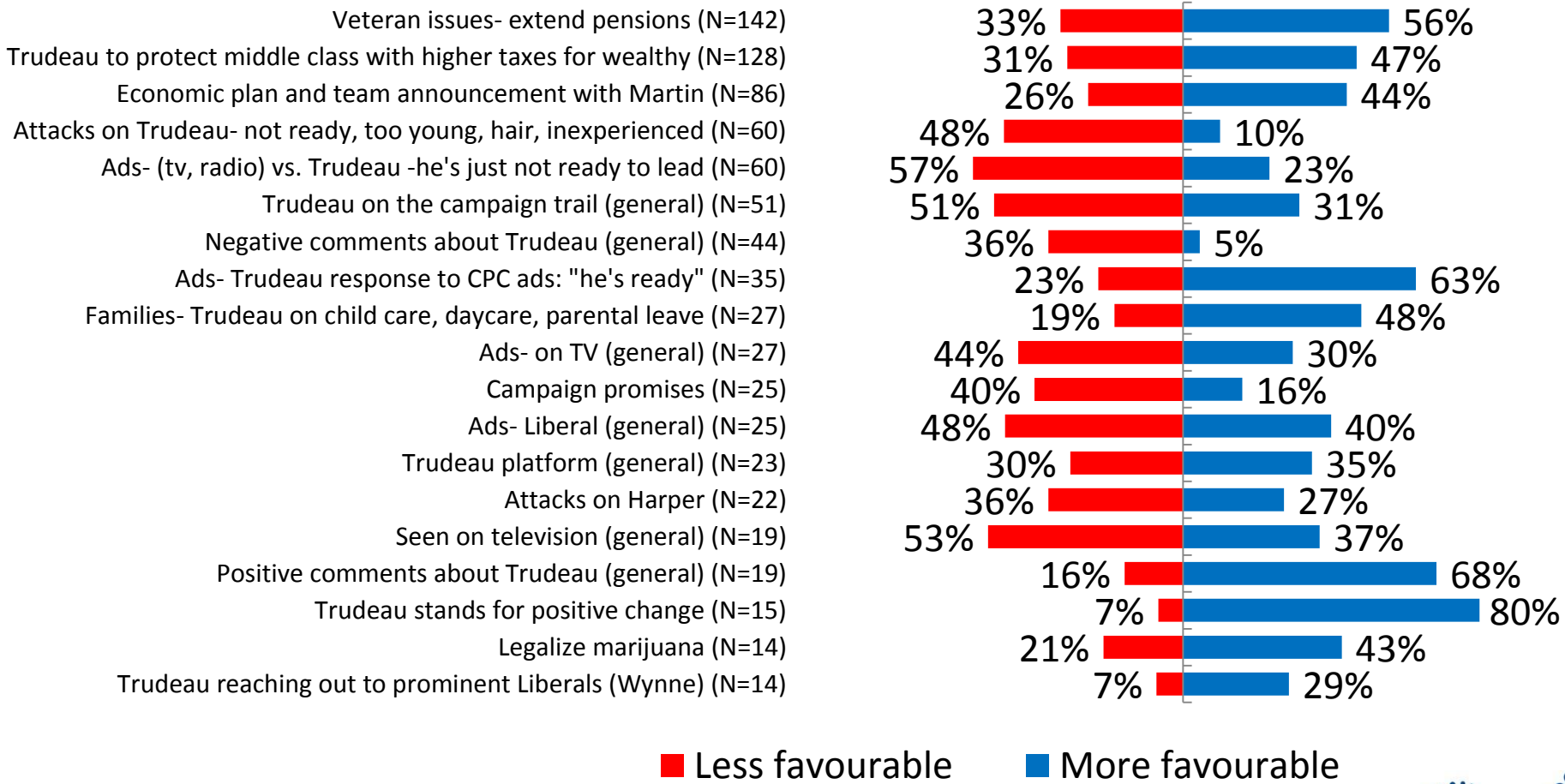
And what did you read, see, or hear about Justin Trudeau and the federal Liberal party?



Note: "Don't know" (2%) not shown.

RSH impact for LPC: Veteran pensions, tax changes, economic team all net positives for Trudeau and Liberal

Q And what did you read, see, or hear about Justin Trudeau and the Liberal Party? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal Party, or did it make no difference?



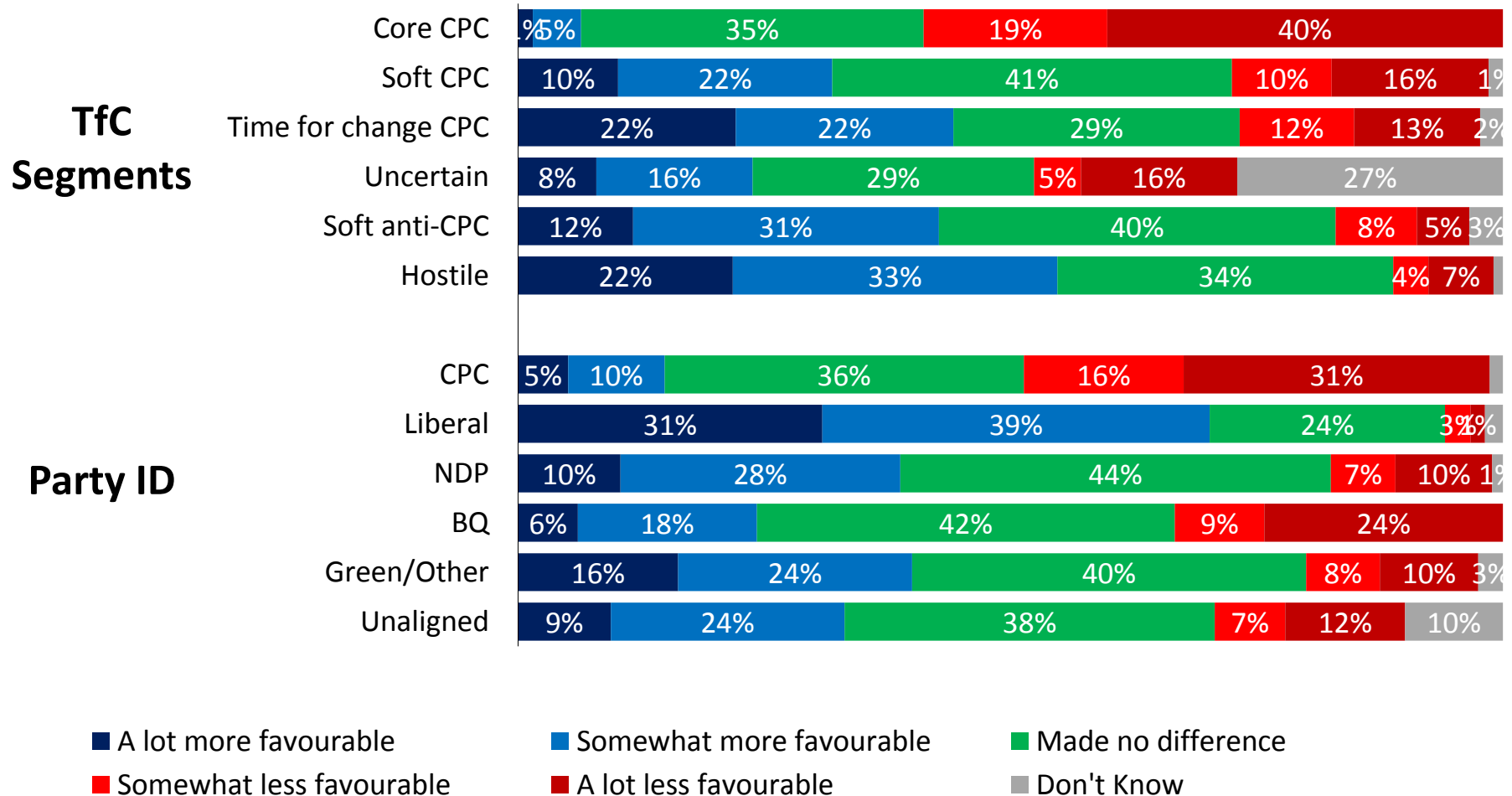
■ Less favourable ■ More favourable

Note: Only codes with N>=10 are included in this analysis

RSH impact for LPC: time for change Tories, unaligned, NDP IDers all responding favourably to Trudeau and LPC

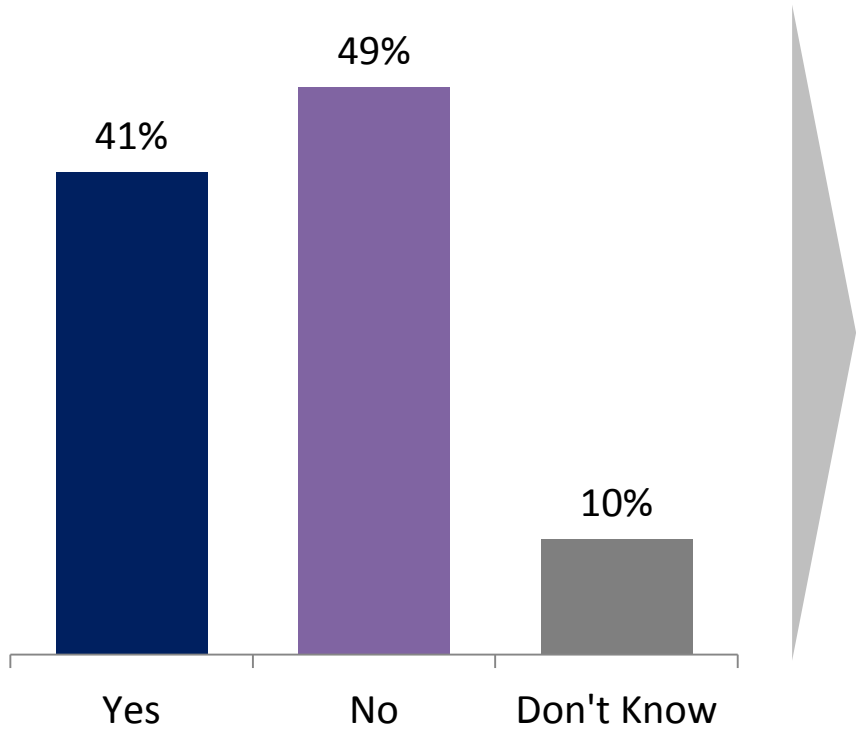


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?

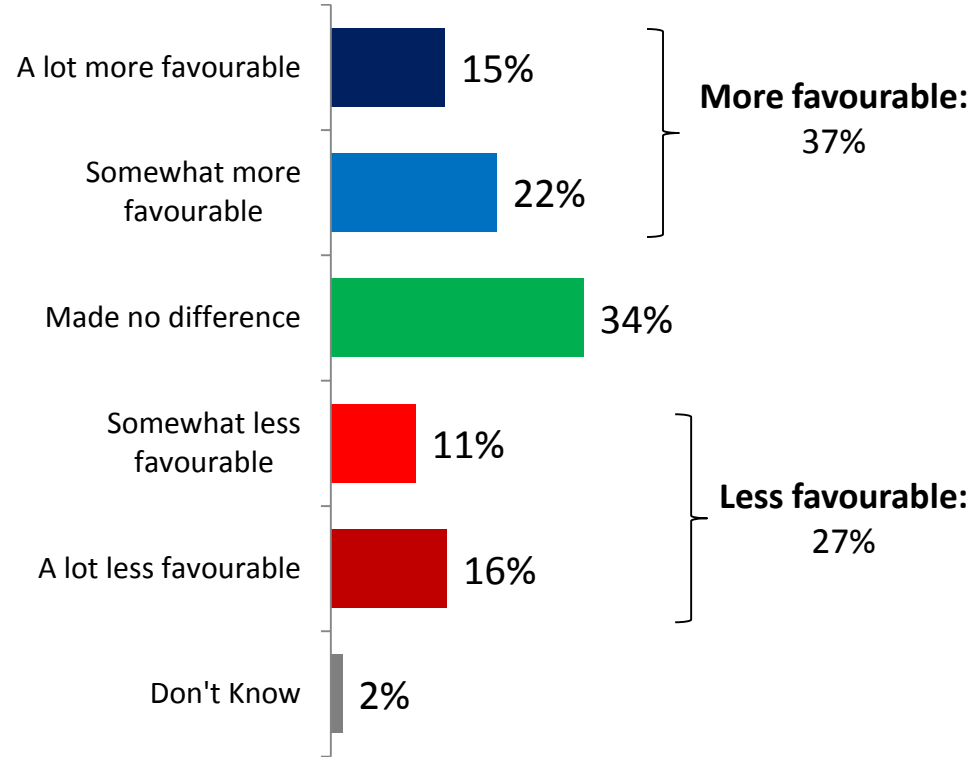


RSH about NDP: Fewer have heard about Mulcair and NDP than Trudeau or Harper

Q Have you read, seen or heard anything about Thomas Mulcair and the federal NDP in the last few days?

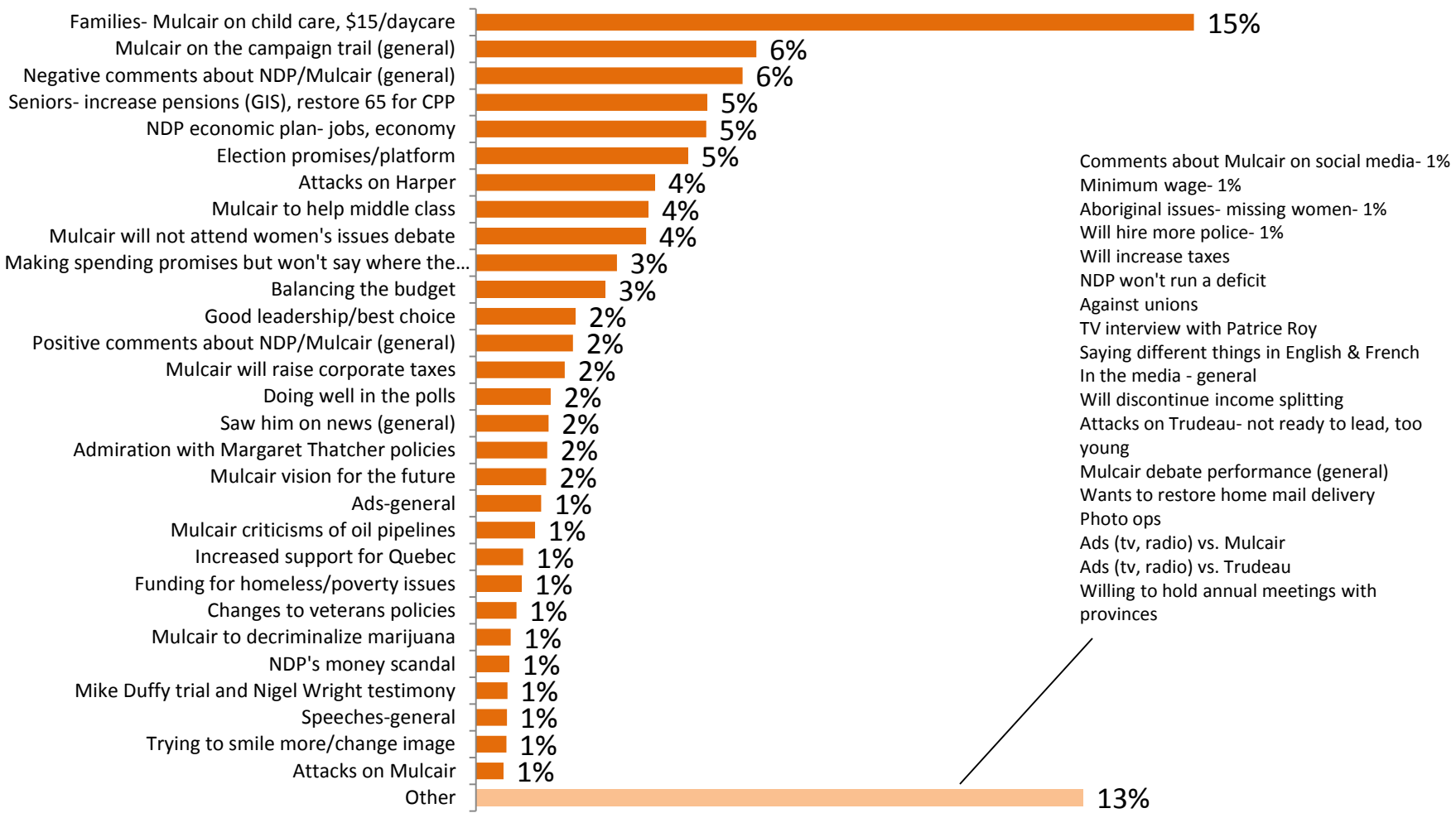


Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?



RSH for NDP: Plans for families and childcare, seniors pensions, NDP economic plan top specific mentions

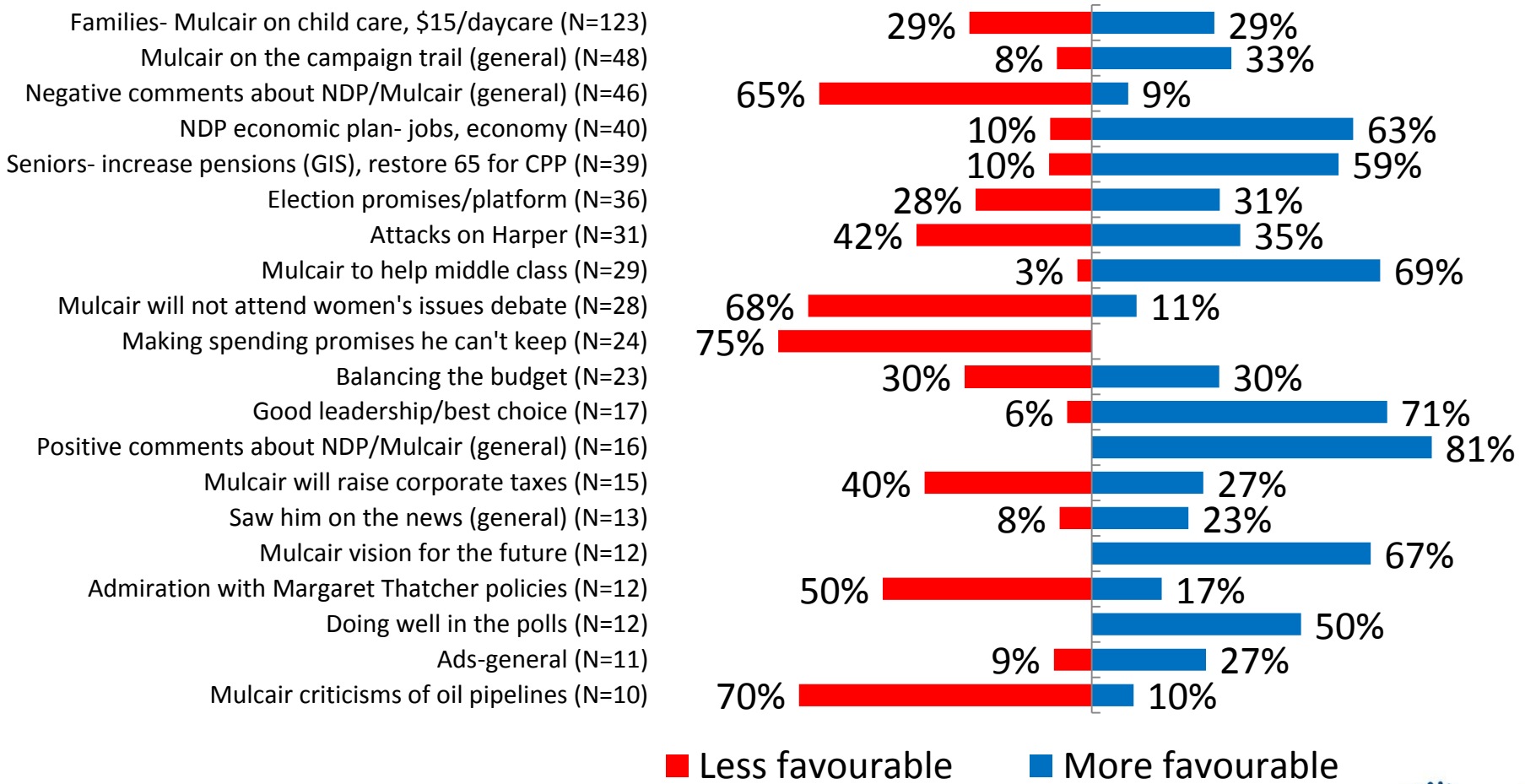
Q And what did you read, see, or hear about Thomas Mulcair and the federal NDP?



Note: "None" (1%), "Don't know/Refused" (5%) not shown.

RSH for NDP: Mixed reception on child care plan, very positive on economic plan, seniors, middle class

Q And what did you read, see, or hear about Thomas Mulcair and the federal NDP? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?



■ Less favourable ■ More favourable

Note: Only codes with N>=10 are included in this analysis

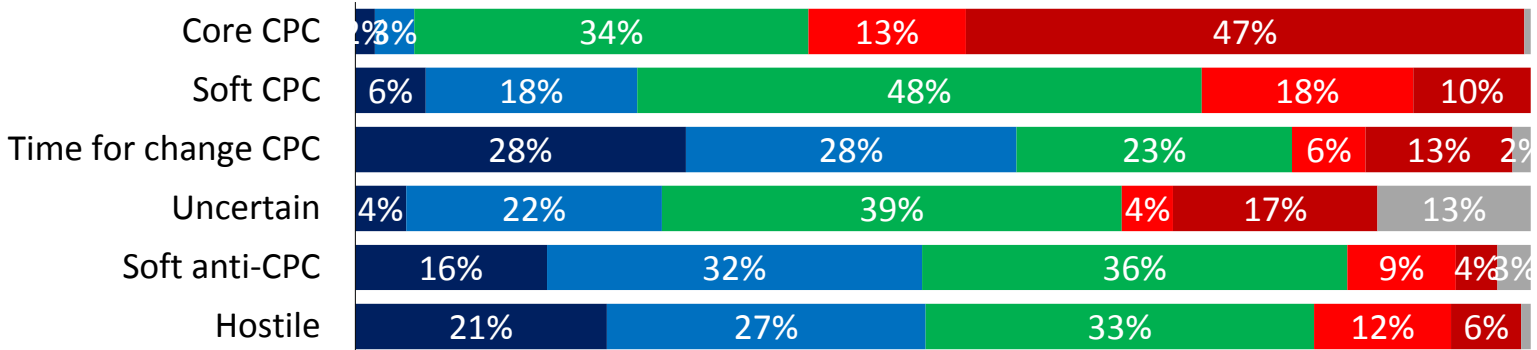


RSH impact for NDP: anti-CPC vote reacting favourably to NDP but unaligned voters are split

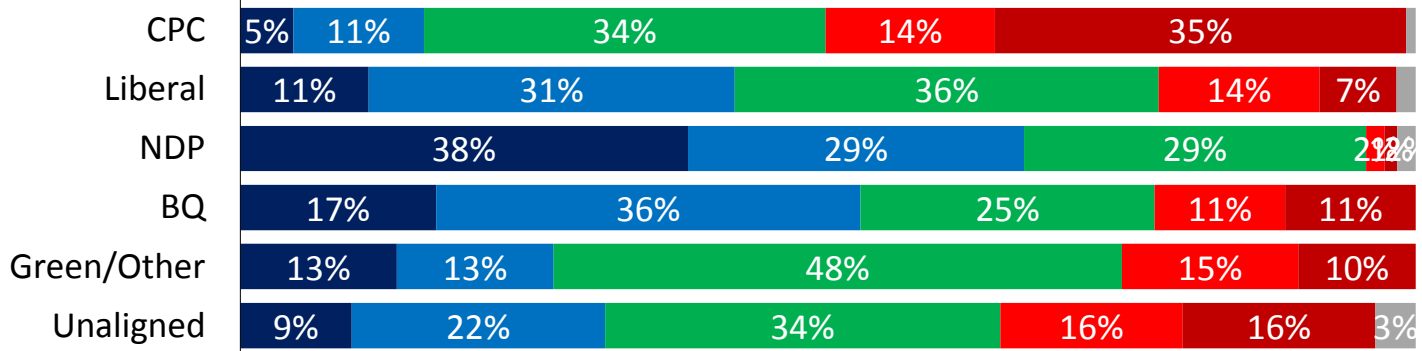


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?

TfC Segments



Party ID



■ A lot more favourable
 ■ Somewhat more favourable
 ■ Made no difference
■ Somewhat less favourable
 ■ A lot less favourable
 ■ Don't Know

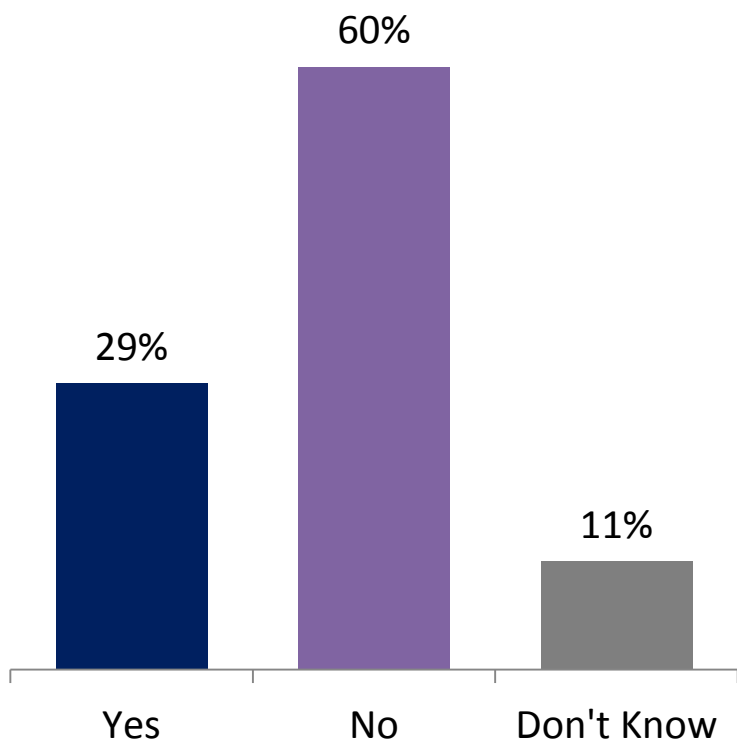


RSH about BQ: Close to a majority have been left feeling less favourable



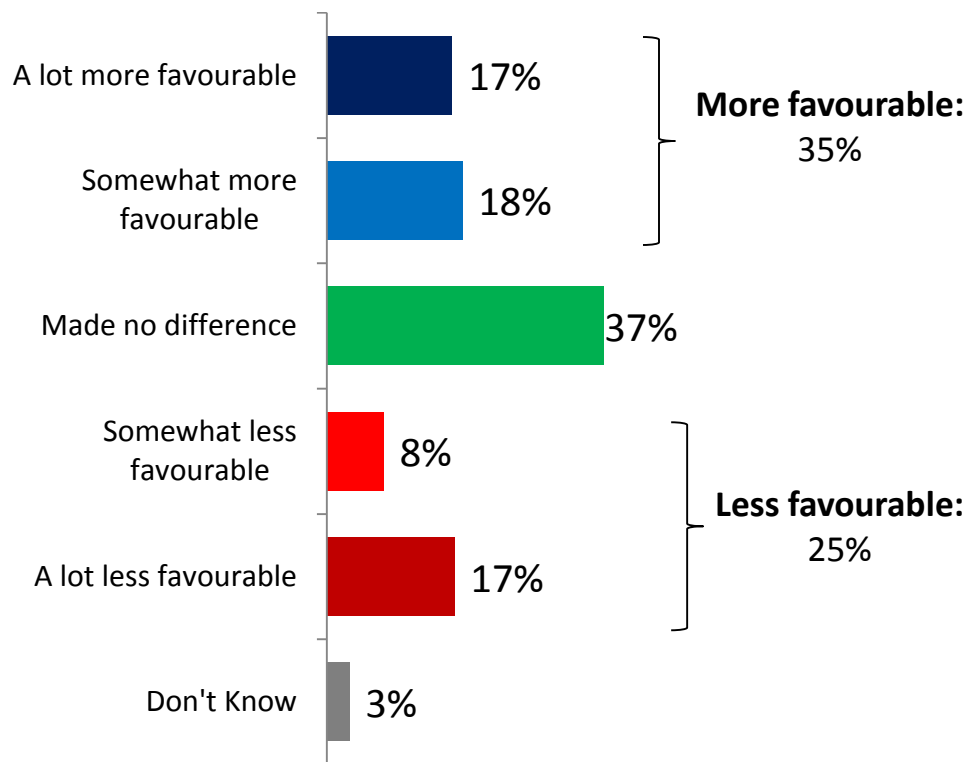
Have you read, seen or heard anything about Gilles Duceppe and the Bloc Quebecois in the last few days?

[QC Only]



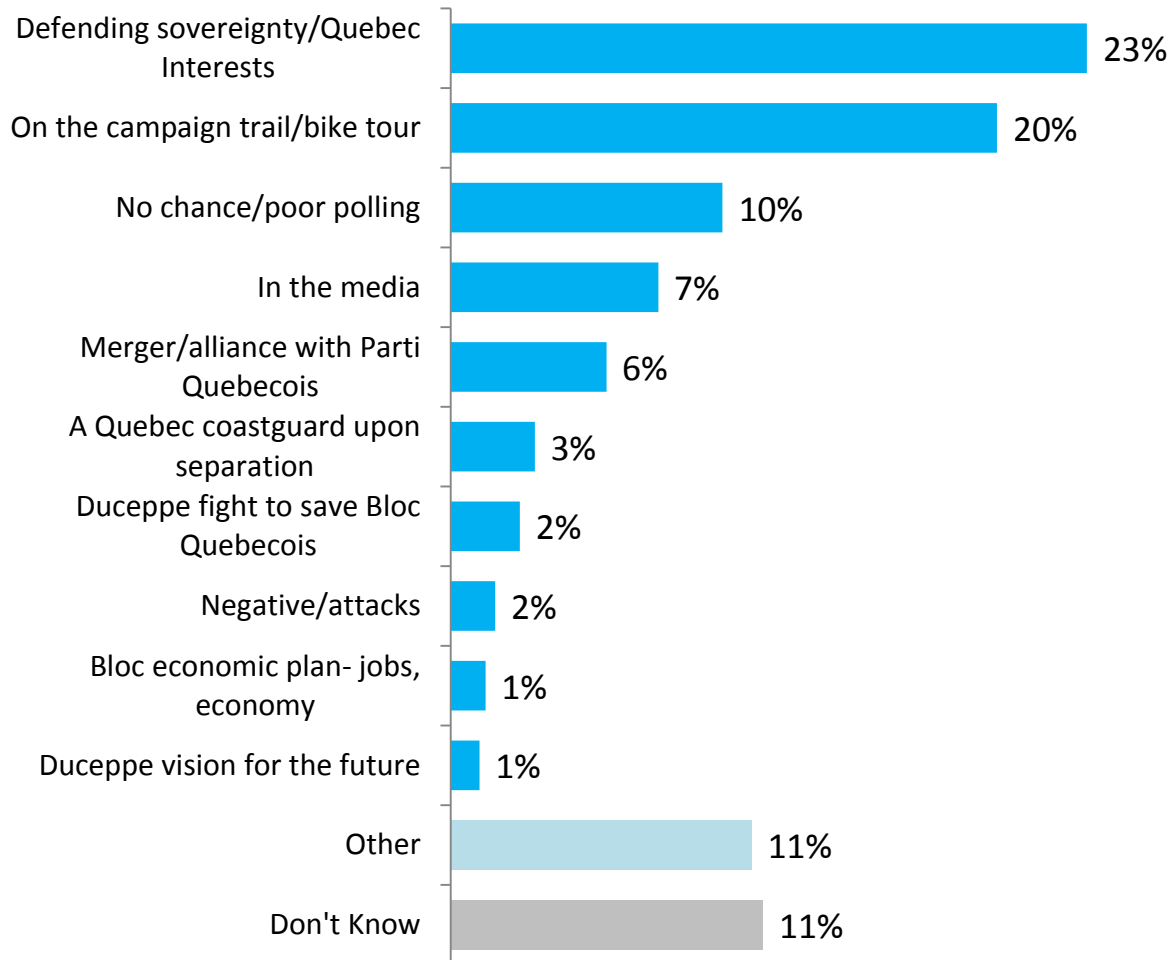
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference?

[QC Only]



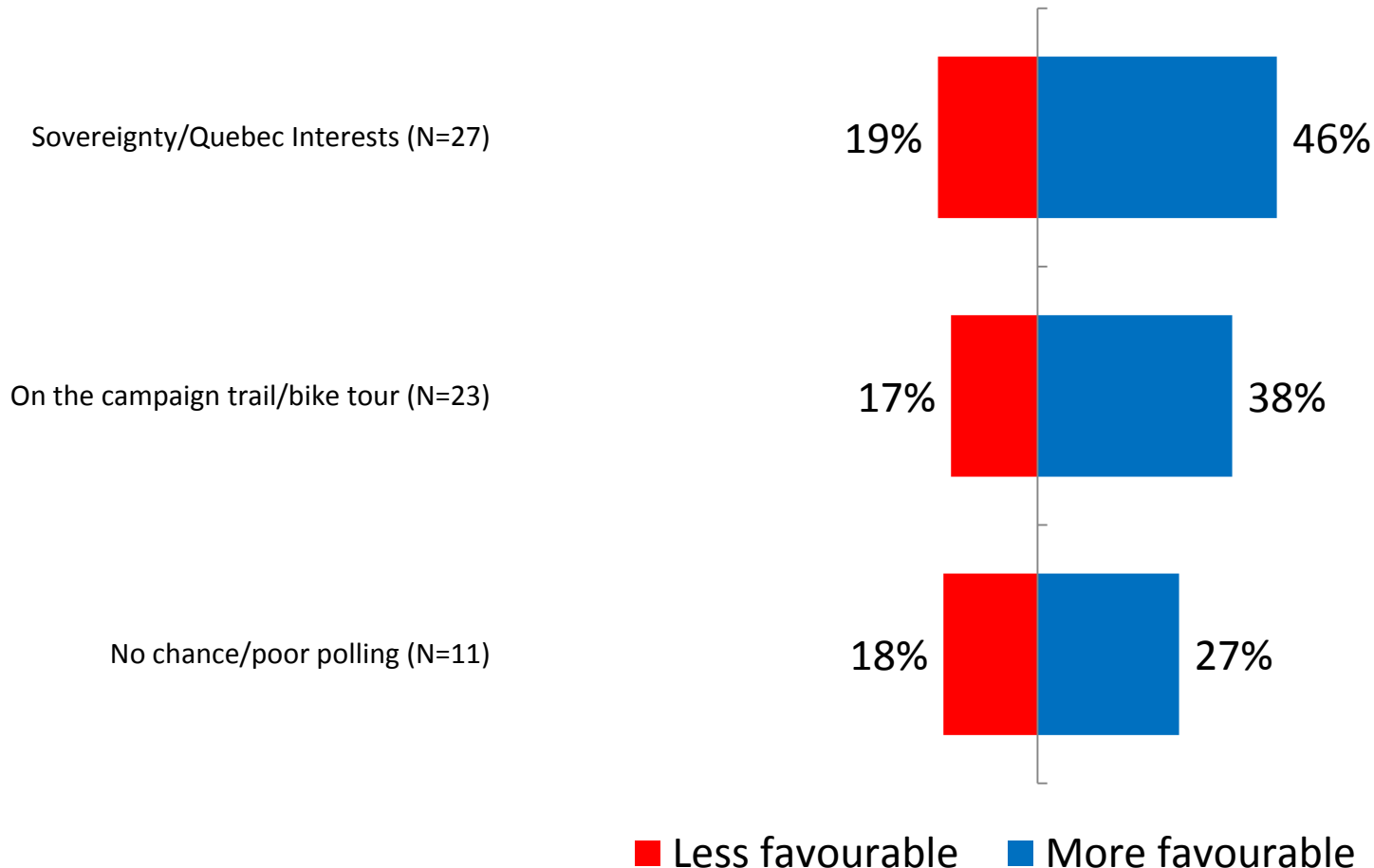
RSH for BQ: Most mentions are defences of sovereignty and general campaigning

Q And what did you read, see, or hear about Gilles Duceppe and the Bloc Quebecois?
[N=116]



RSH impact for BQ: All prominent issues are net favourable for BQ

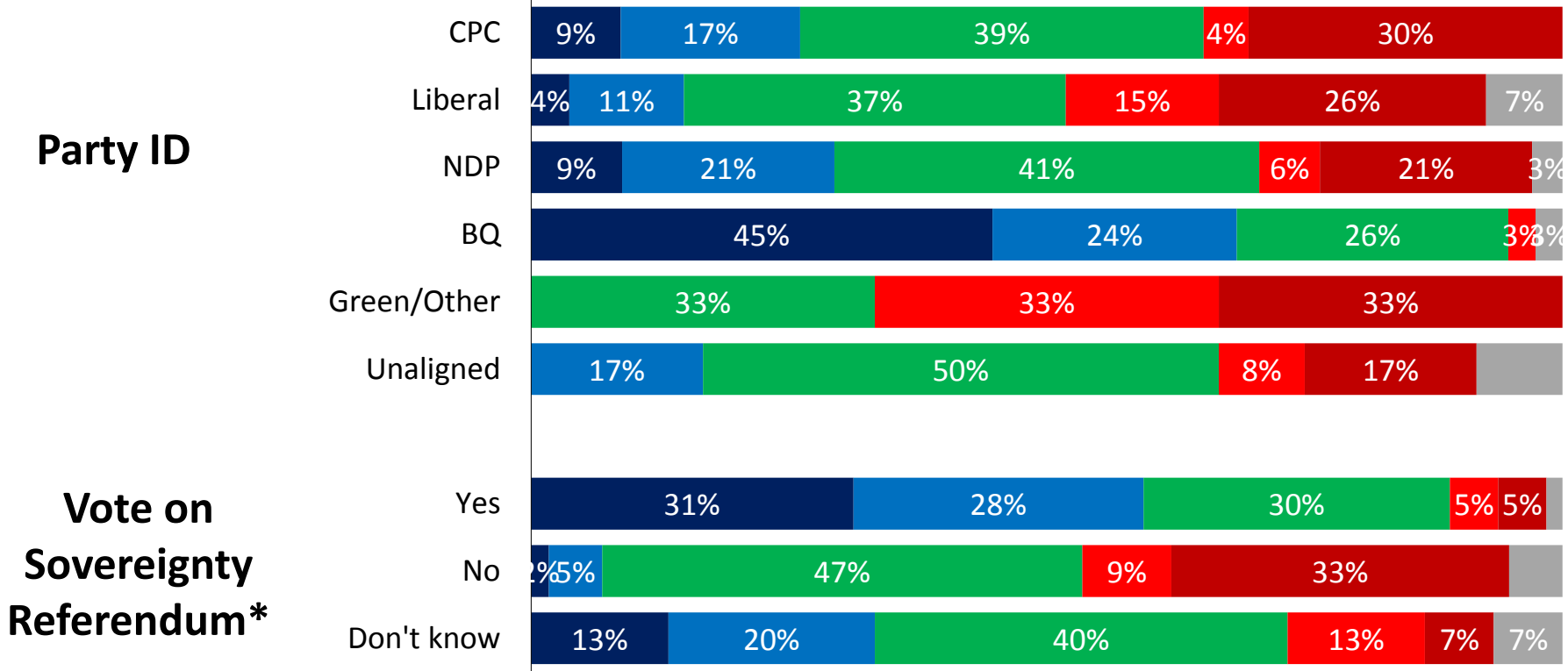
Q And what did you read, see, or hear about Gilles Duceppe and the Bloc Quebecois? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference?



Note: Only codes with N>=10 are included in this analysis

RSH impact for Bloc: BQ-identifiers, “Yes” on sovereignty voters much more favourable towards Duceppe and Bloc

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference? (QUEBEC ONLY; RSH DUCEPPE ONLY; n=137 weighted, n=242 unweighted)



■ A lot more favourable
 ■ Somewhat more favourable
 ■ Made no difference
■ Somewhat less favourable
 ■ A lot less favourable
 ■ Don't Know

*Question wording: “If a referendum were held today based on the same question that was asked during the last referendum in 1995, i.e. sovereignty combined with a partnership offer for the rest of Canada, would you vote YES or would you vote NO?”

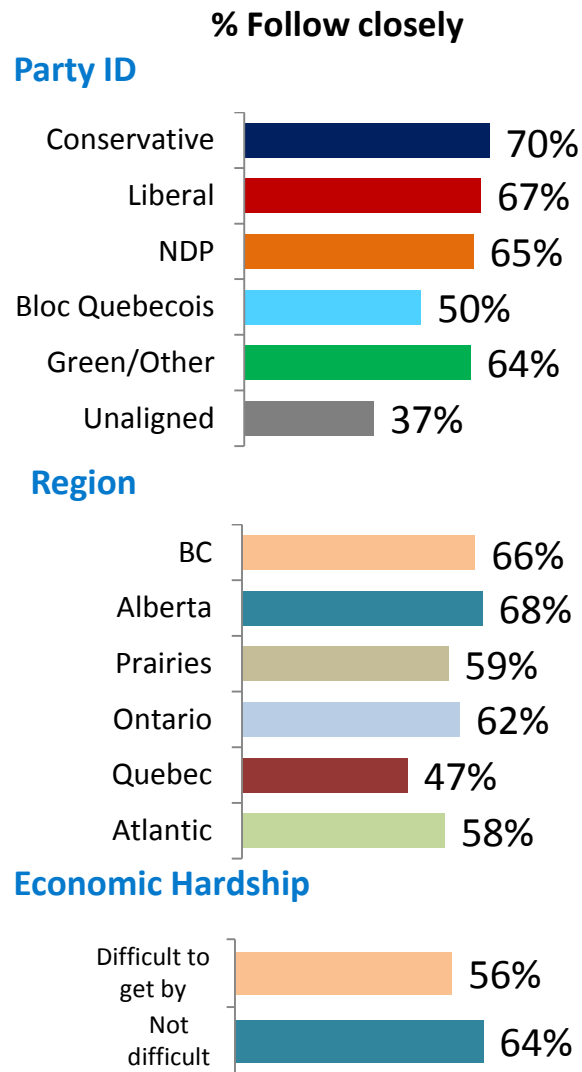
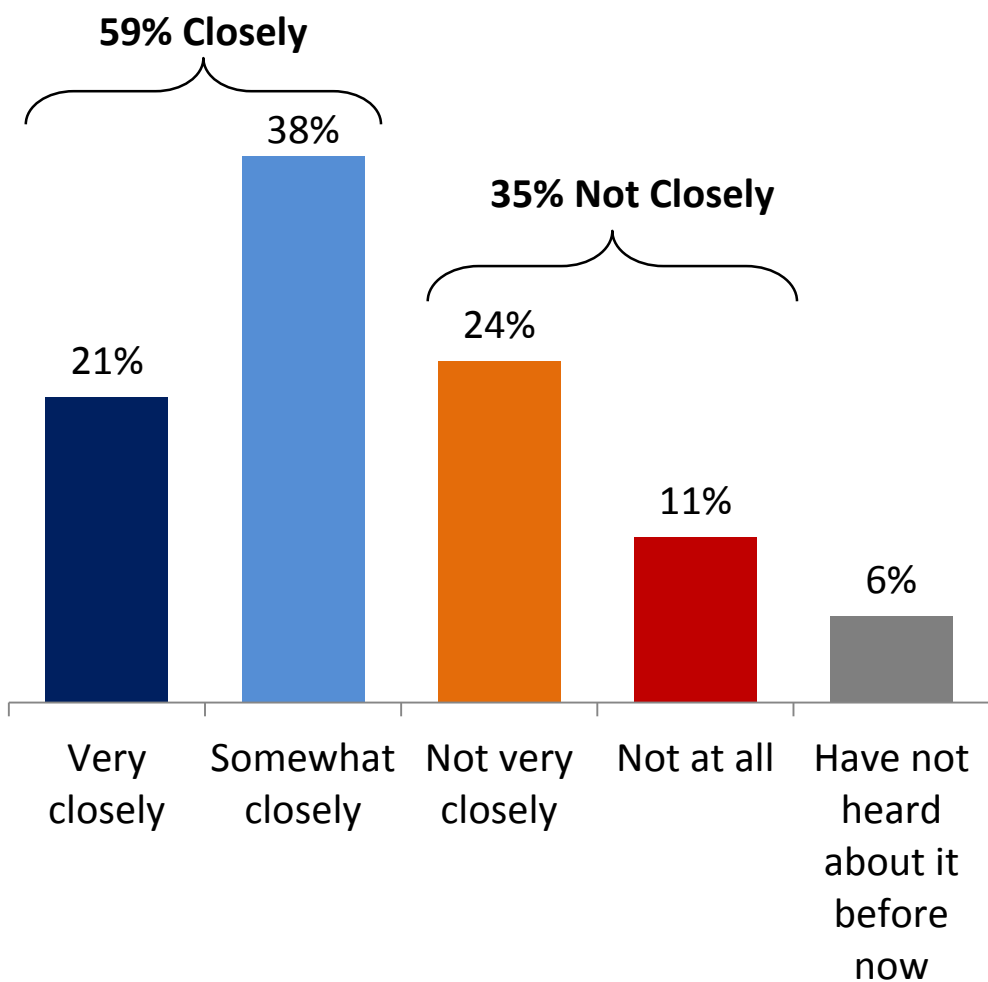


Recession

Attention to Recession discussion: 6-in-10 paying attention,⁷² particularly high-income, CPC and Western Canada

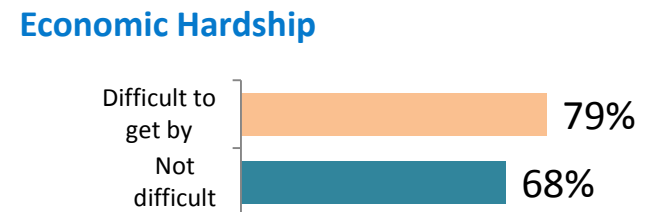
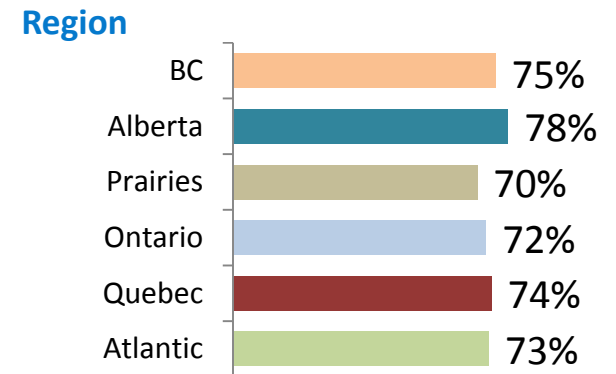
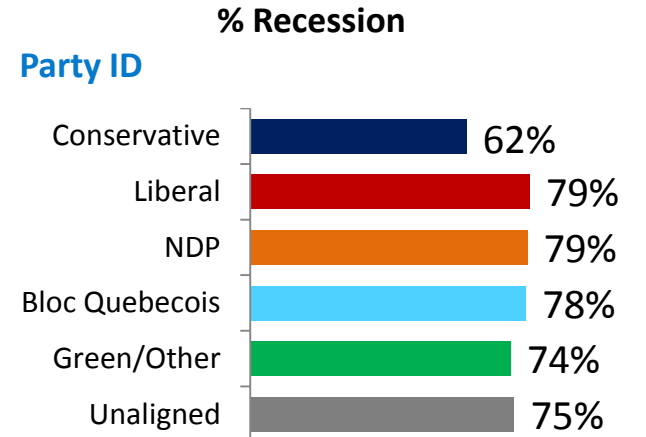
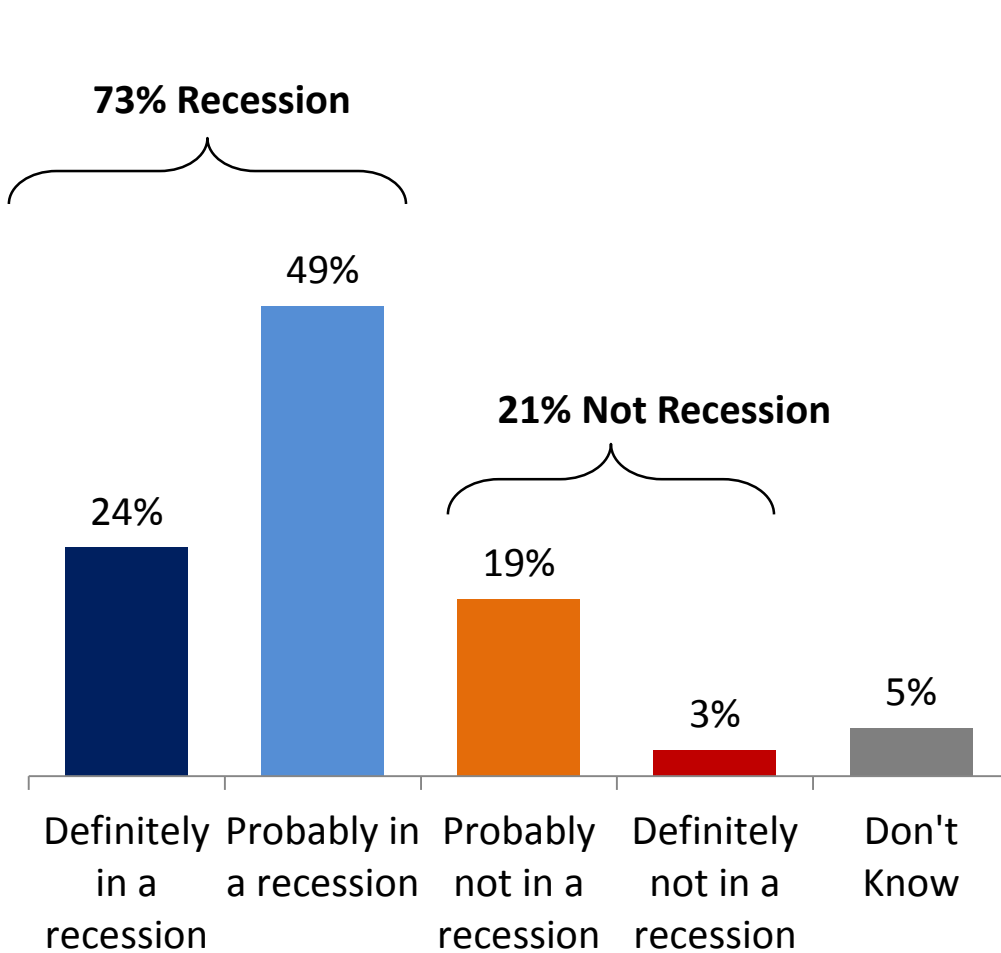


How closely have you been following the discussion in the media and elsewhere about whether or not Canada's economy is in a recession?



Canada in Recession: 3-in-4 say Canada in recession, CPC identifiers least likely to consider it a recession

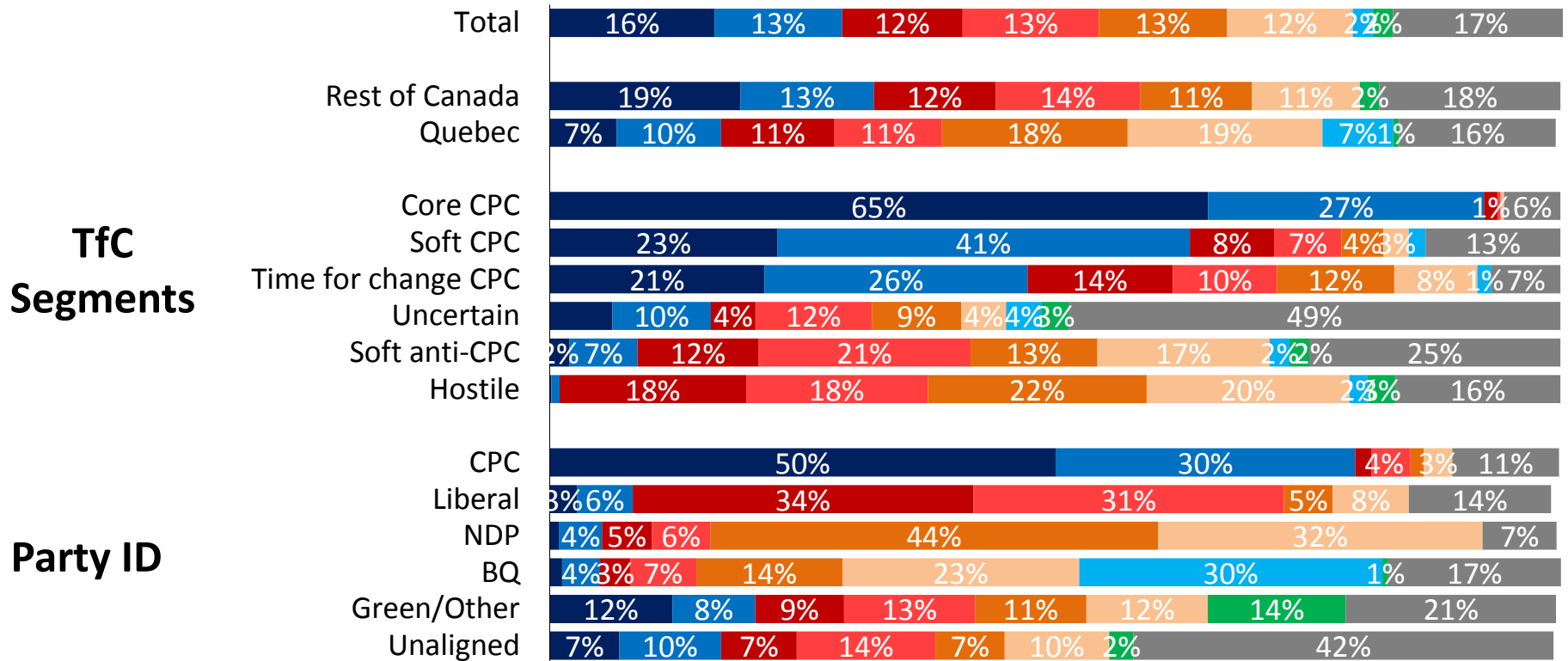
Q And in your opinion, is the Canadian economy in a recession or not?



Party best on Recession: 3-way split on which party best in a recession, CPC winning on this issue among Tfc Tories ⁷⁴



Please tell me which party you think would do a much better job or a somewhat better job of dealing with a recession, or if you think none of the parties would do a good job on that issue. [ALL CANADA, BQ ONLY IN QUEBEC]



- Conservative much better
- Liberal somewhat better
- Bloc Quebecois better
- Conservative somewhat better
- NDP much better
- Other party better
- Liberal much better
- NDP somewhat better
- None

Party best by Attention : Those following recession issue closely most likely to think CPC best to handle it



Please tell me which party you think would do a much better job or a somewhat better job of dealing with a recession, or if you think none of the parties would do a good job on that issue. [ALL CANADA, BQ ONLY IN QUEBEC]
 BY How closely have you been following the discussion in the media and elsewhere about whether or not Canada's economy is in a recession?

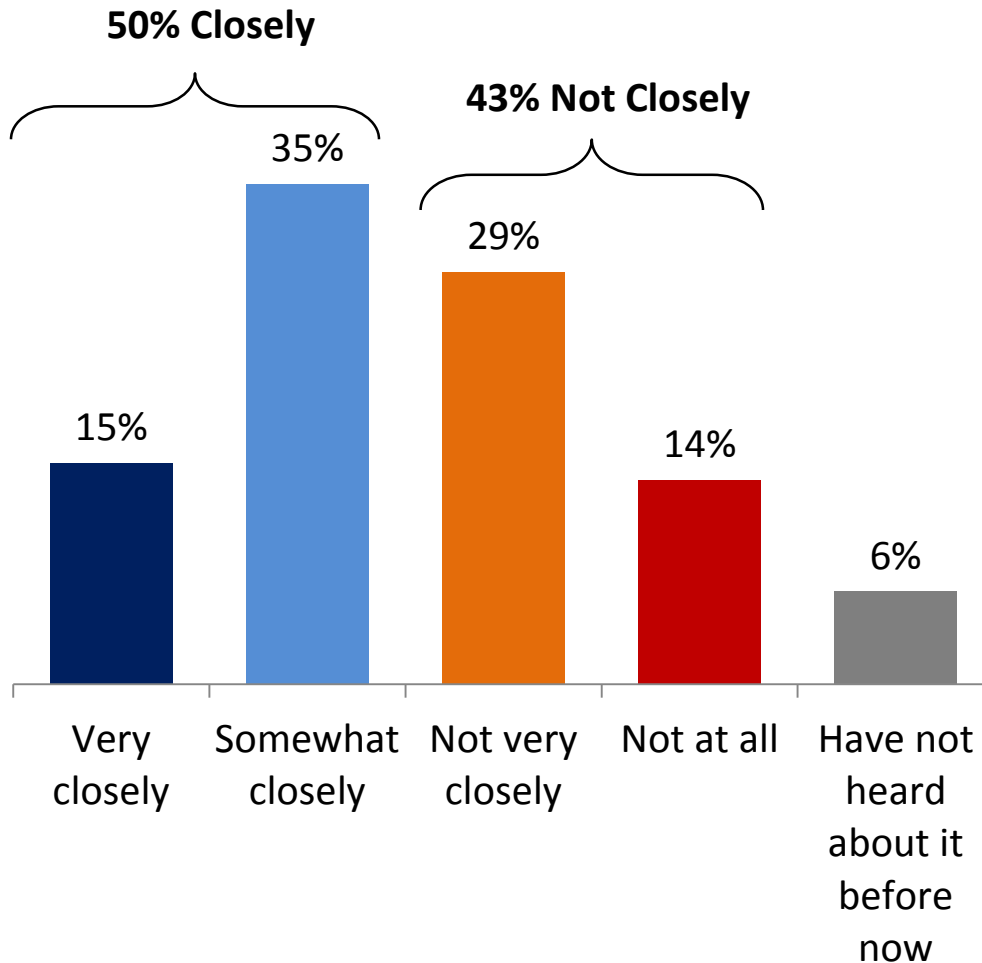
	Very closely	Somewhat closely	Not very/not at all closely
CPC Better	37%	29%	22%
LPC Better	24%	28%	22%
NDP Better	26%	25%	25%
BQ Better (QC Only)	5%	6%	10%
None	10%	16%	25%

Duffy Trial

Mike Duffy Trial interest: 50% of Canadians have been following it, but Unaligned are paying less attention

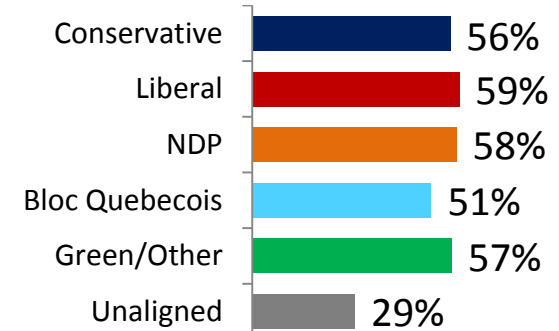


How closely have you been following the trial of former Conservative Senator Mike Duffy and allegations by some people of a cover-up by Stephen Harper's chief of staff Nigel Wright?

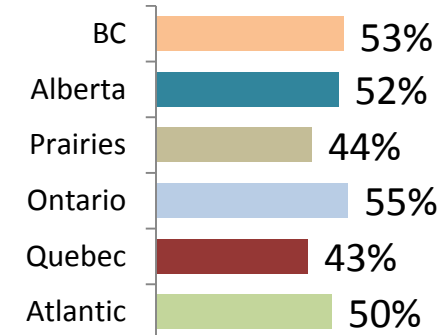


% Follow closely

Party ID



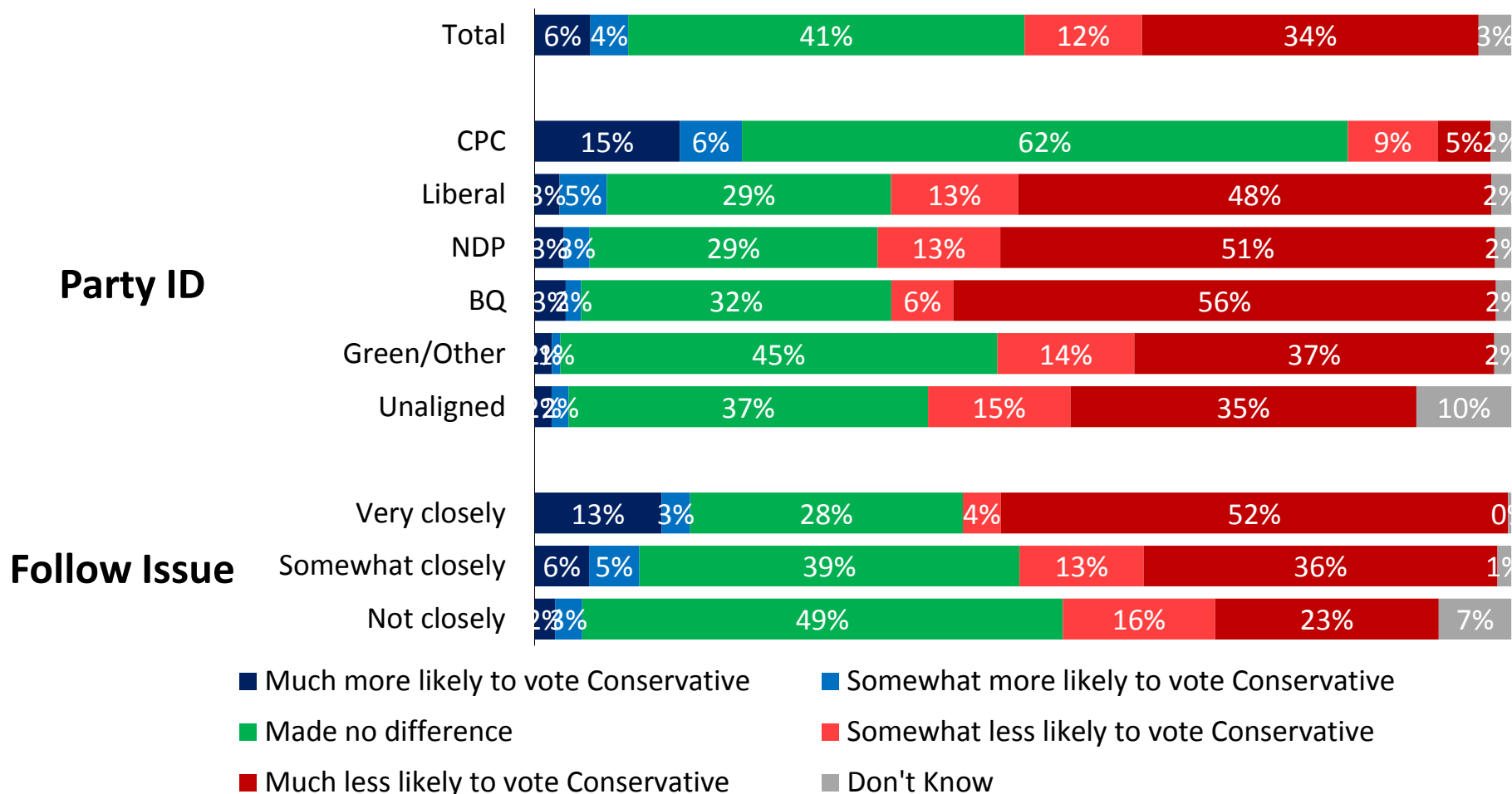
Region



Mike Duffy effect: 50% of unaligned voters following the issue⁷⁸ feel less likely to vote CPC, just 14% of CPC base.

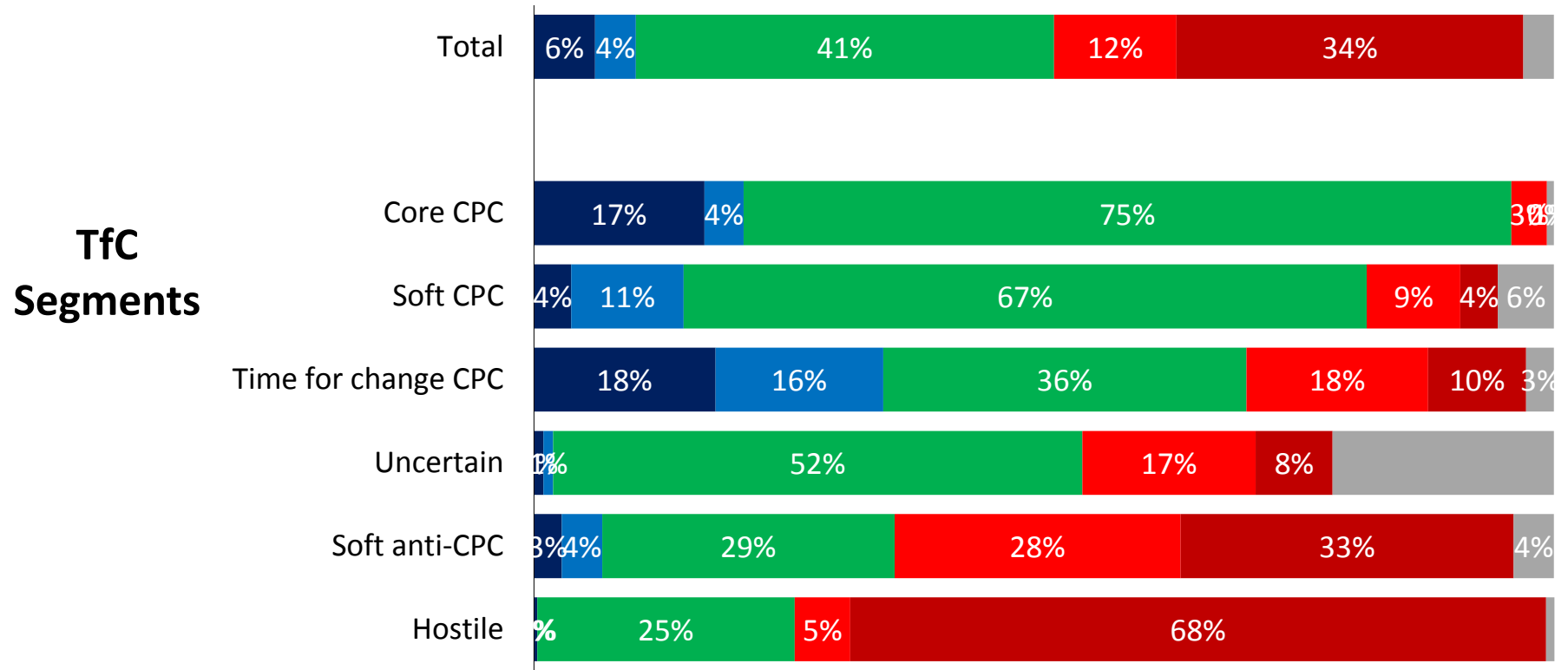


Have the Mike Duffy trial and accusations made against Nigel Wright left you feeling more or less likely to vote for Stephen Harper and the Conservative Party?



Duffy impact on Time for a Change Segments: Core CPC undamaged but quarter of TfC Tories less likely to vote CPC

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?

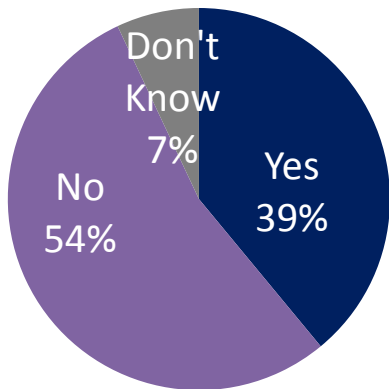


- Much more likely to vote Conservative
- Somewhat more likely to vote Conservative
- Made no difference
- Somewhat less likely to vote Conservative
- Much less likely to vote Conservative
- Don't Know

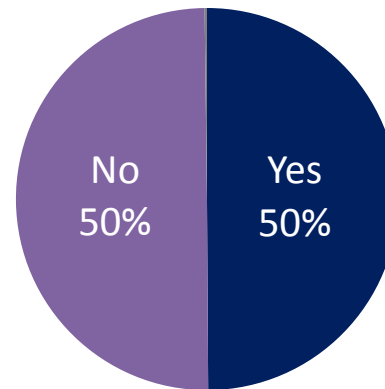
Leader's Debate

Debate attention: 39% heard anything about debate, half of those watched all or part of it

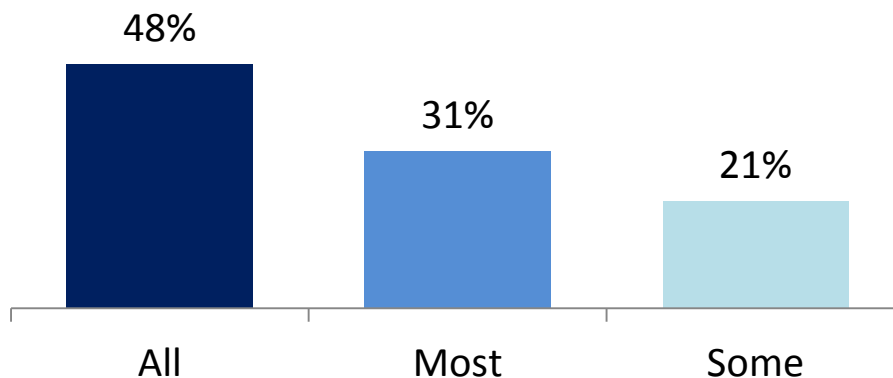
Q Have you read, seen, or heard anything about the federal leader's debate that was held on Wednesday, August 5th?



Q Did you happen to watch the debate yourself?
[Only of those who RSH about it]

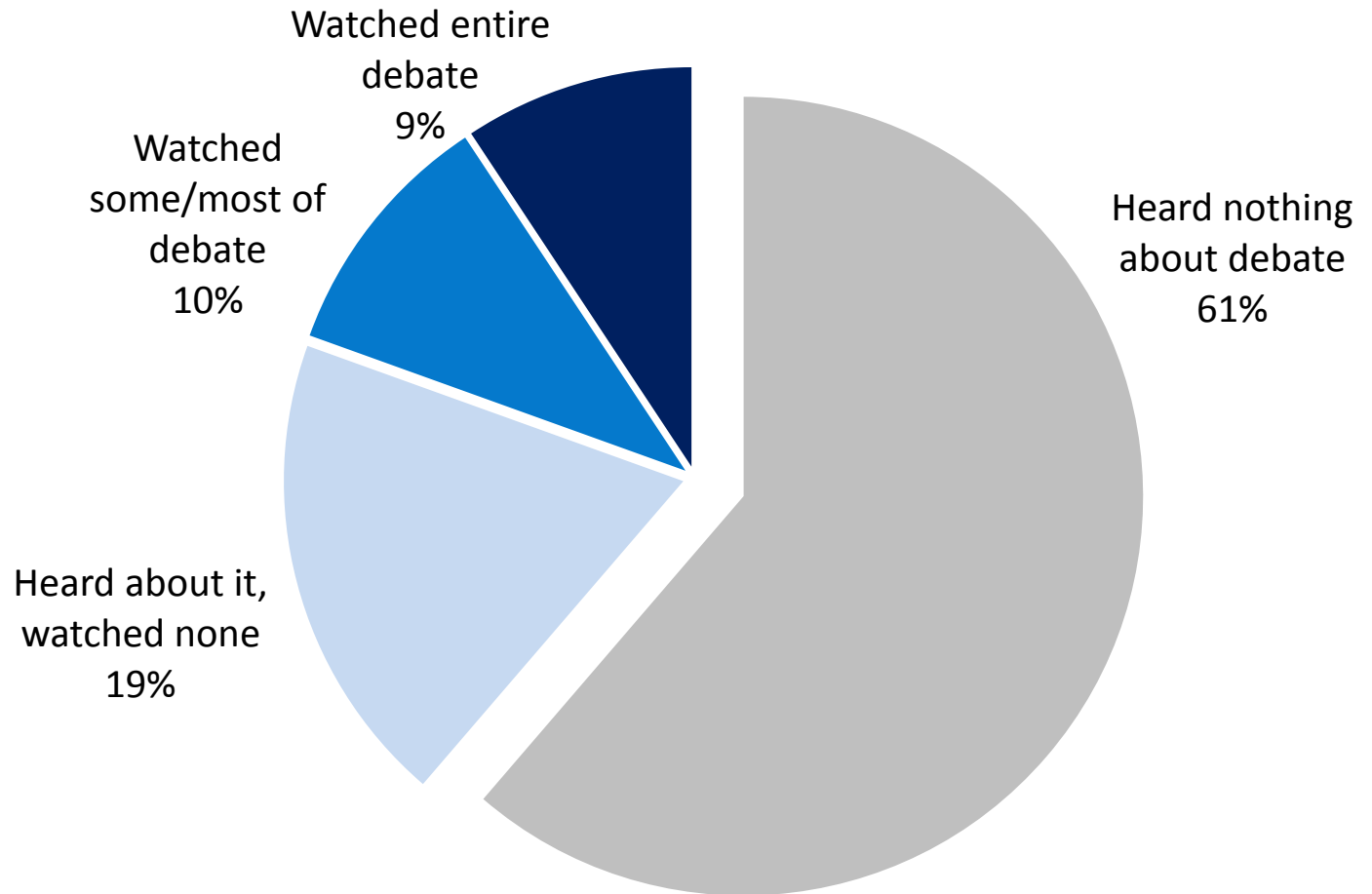


Q Did you watch all of the debate or just some of it?
[Only of those who watched debate]



Debate attention: one in ten respondents watched the entire debate

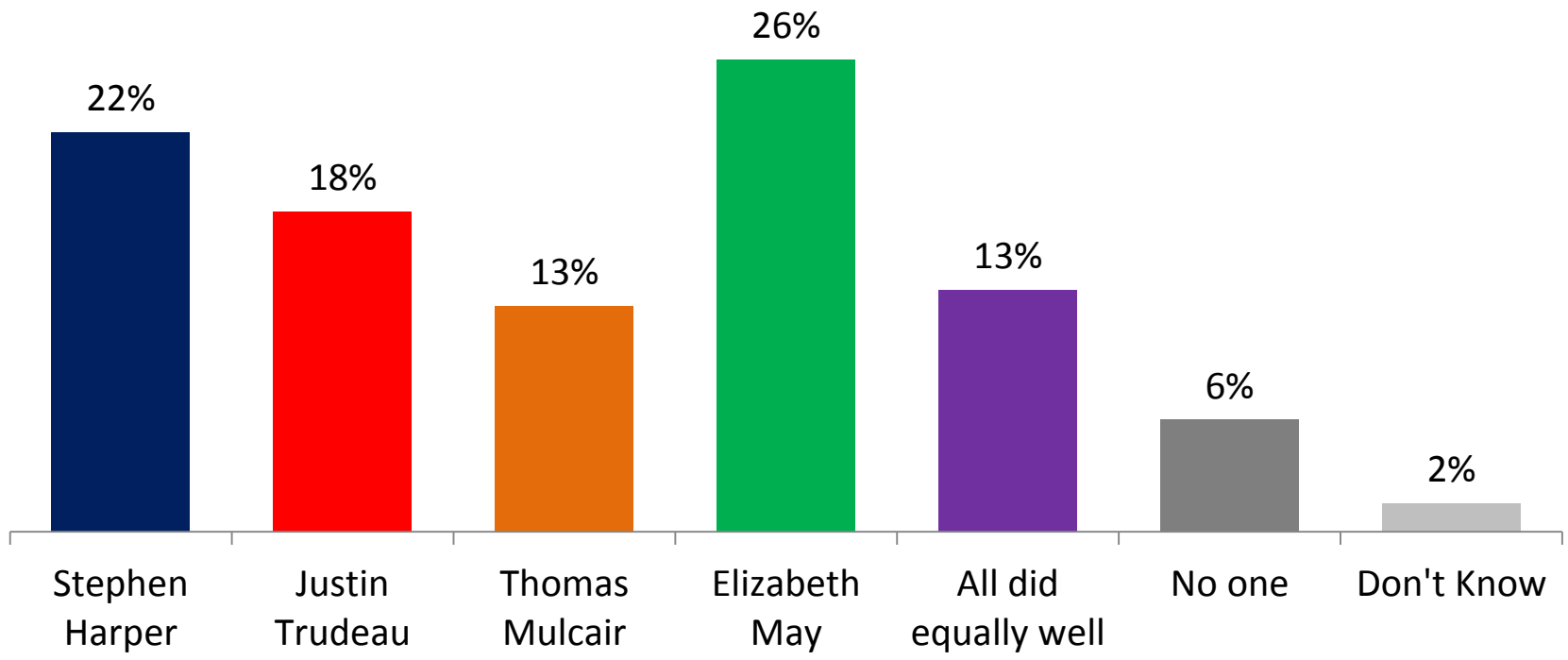
Debate watching segmentation



Debate winner: Plurality pick May, but Harper did better than his main rivals



In your opinion which leader did the best in that debate?



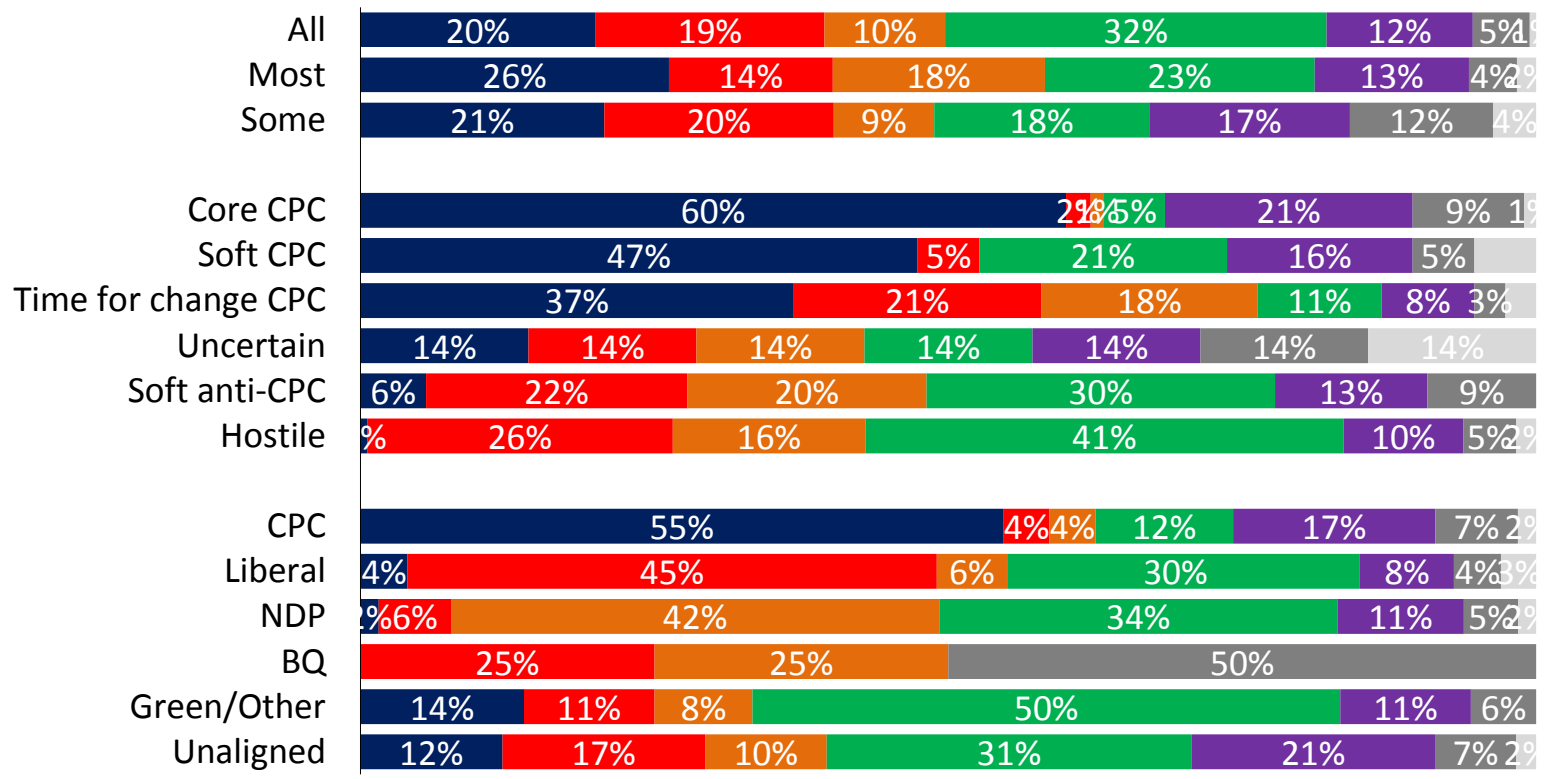
Who won: Harper won according to soft and Tfc voters, May won among unaligned and anti-CPC voters

Q In your opinion which leader did the best in that debate?

Watched:

Tfc Segments

Party ID

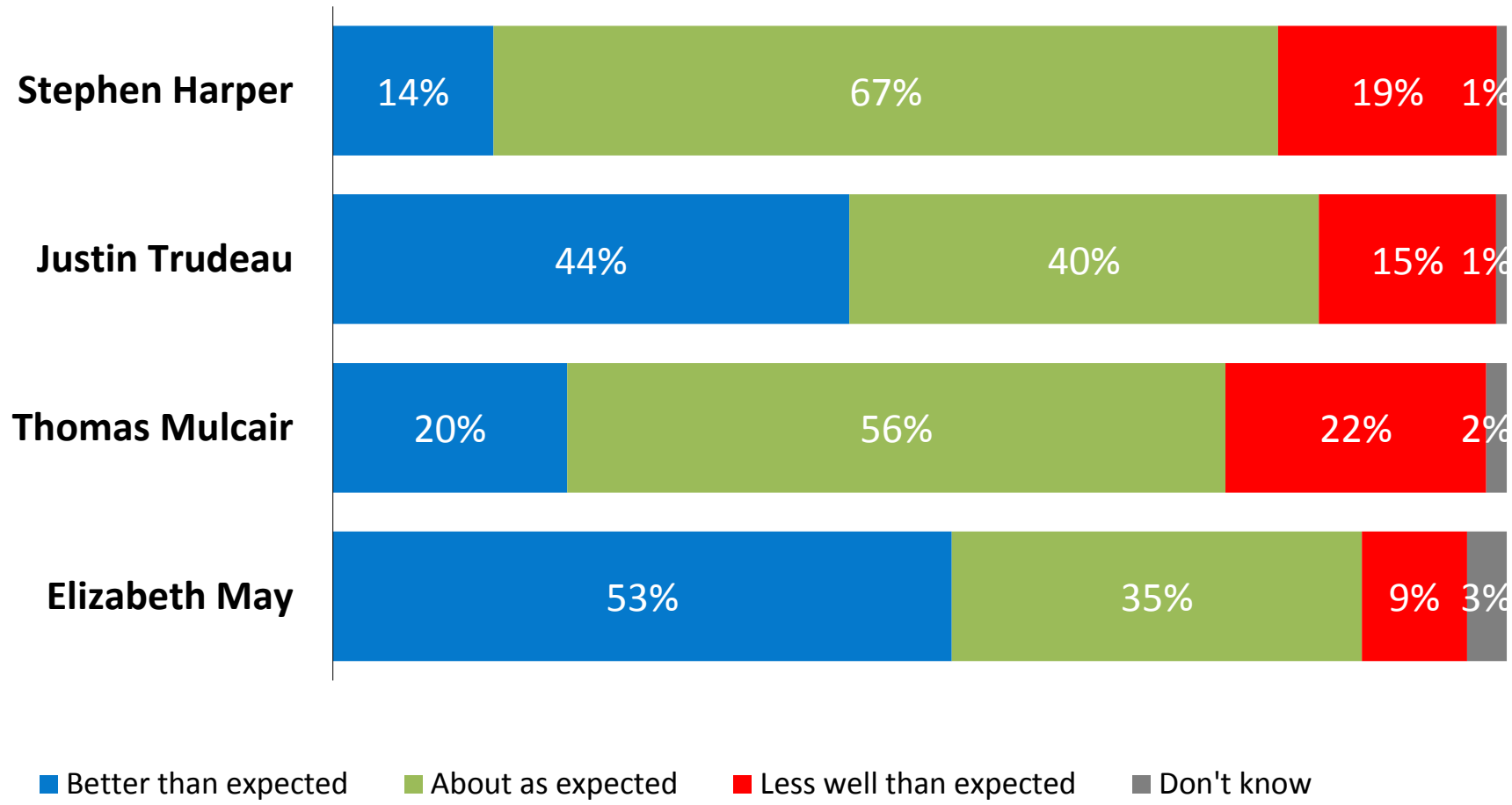


■ Stephen Harper
 ■ Justin Trudeau
 ■ Thomas Mulcair
 ■ Elizabeth May
■ All did equally well
 ■ No one
 ■ Don't Know

Trudeau and May both outperformed expectations, Harper slightly underwhelmed but most knew what to expect



For each leader, did they perform better than you expected, less well than you expected, or about as you expected the leader's debate?



Trudeau beat expectations among his second choice voters much more than Harper or Mulcair



For each leader, did they perform better than you expected, less well than you expected, or about as you expected the leader's debate?

		Decided	Soft	Second Choice	Undecided	Non	Would never vote
Harper	Better	28%	24%	25%	13%	14%	2%
	Same	69%	74%	50%	75%	62%	68%
	Worse	2%	3%	25%	13%	24%	29%
Trudeau	Better	68%	74%	55%	50%	29%	17%
	Same	28%	22%	36%	43%	47%	57%
	Worse	4%	4%	9%	7%	23%	23%
Mulcair	Better	32%	31%	27%	29%	14%	11%
	Same	53%	50%	54%	57%	61%	53%
	Worse	16%	17%	19%	14%	23%	33%
May	Better	75%	75%	62%	54%	55%	28%
	Same	25%	13%	14%	38%	36%	41%
	Worse	0%	13%	14%	0%	6%	26%

Note: Voter pools are specific to each party (e.g. decided Conservative voters, Decided Liberal voters, etc.). Those who don't know if a leader surpassed their expectations are not shown.

Expectations

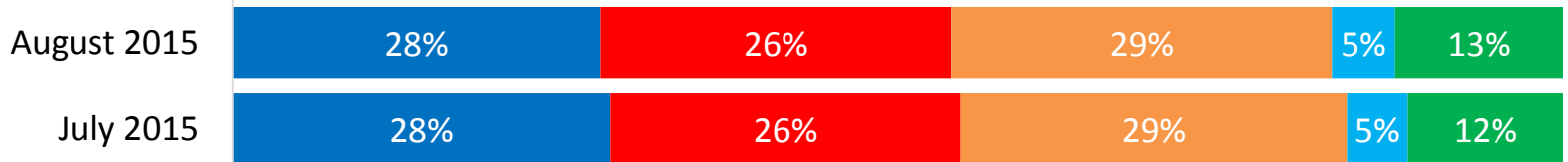
Expectations are biased by the voters' party ID

Q

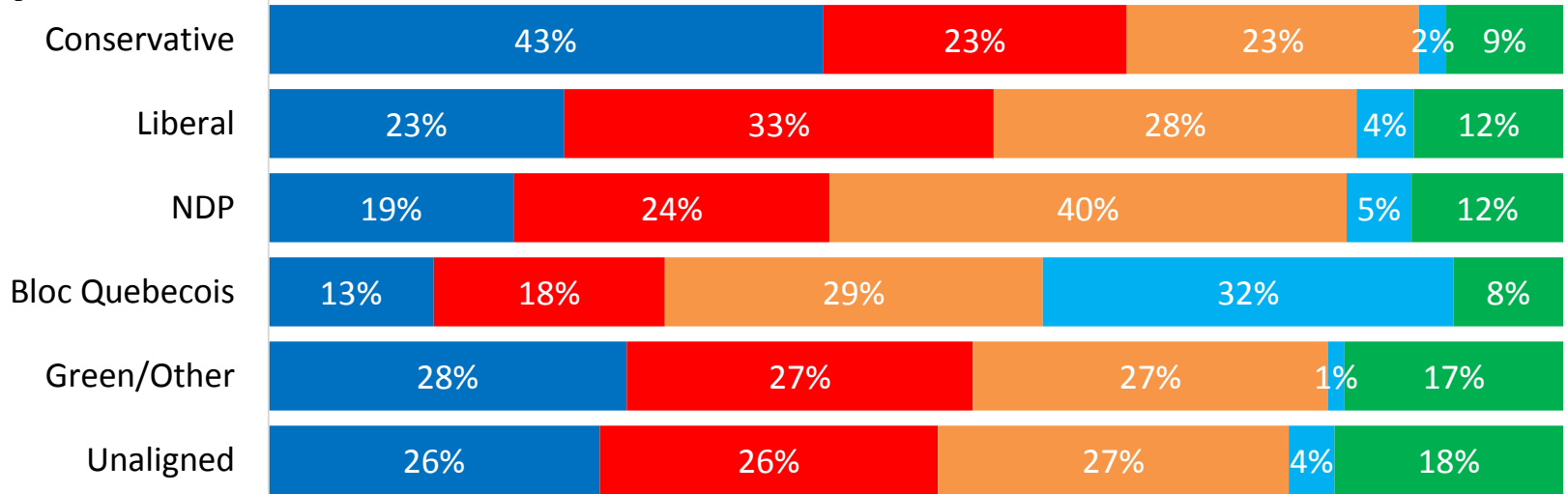
In the upcoming federal election, please indicate from 0 to 10, where 0 means no chance and 10 means definitely, how likely do you think it is for the following candidate to win in your local riding.

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

Tracking



By Party ID



■ Conservative Candidate ■ Liberal Candidate ■ NDP Candidate ■ BQ Candidate ■ Green Candidate

Liberal partisans less optimistic than NDP or Conservative, unaligned see tight race

Q

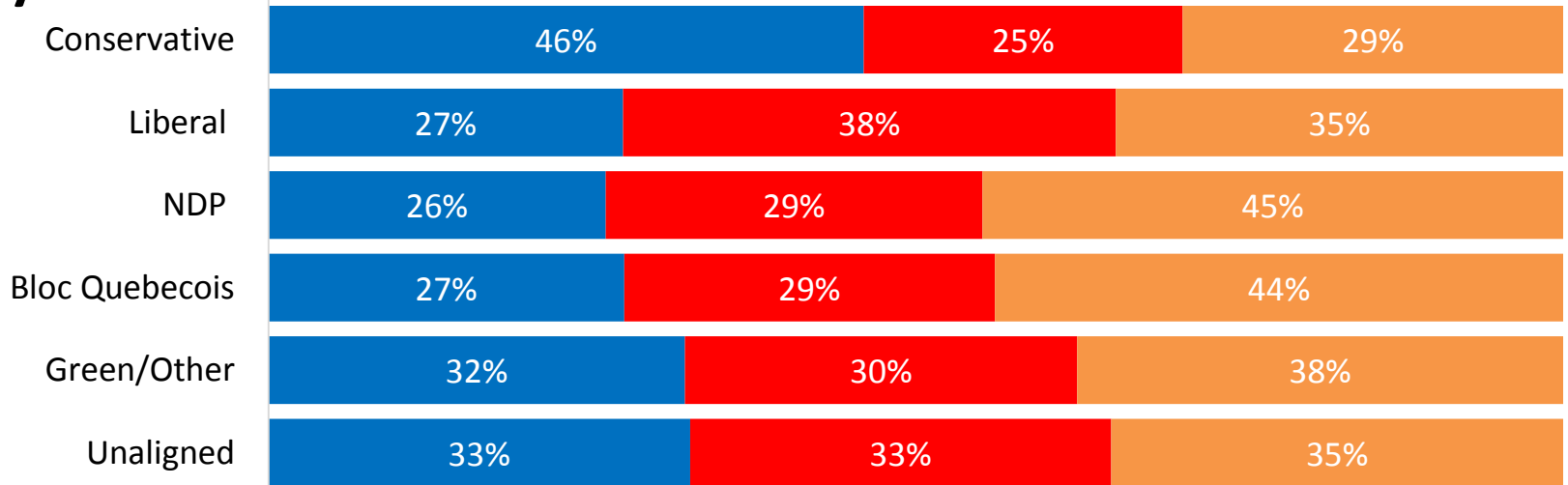
In the upcoming federal election, please indicate from 0 to 10, where 0 means no chance and 10 means definitely, how likely do you think it is for the following parties to win the election **nationally** and form the federal government.

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

Tracking



By Party ID



■ Conservative Party

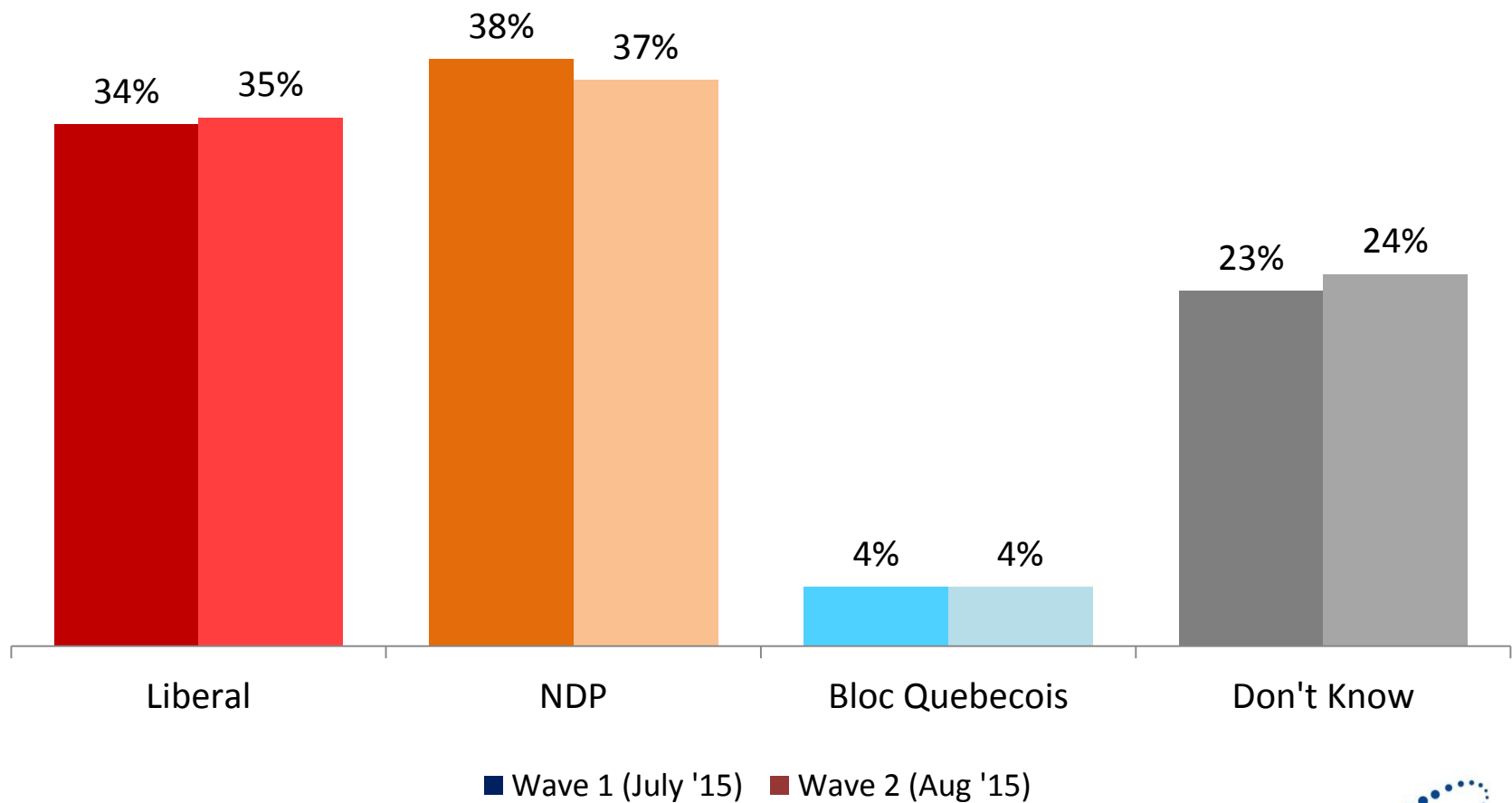
■ Liberal Party

■ NDP

Best chance: now just a 2 point gap on which party is most likely to beat the Conservatives

Q

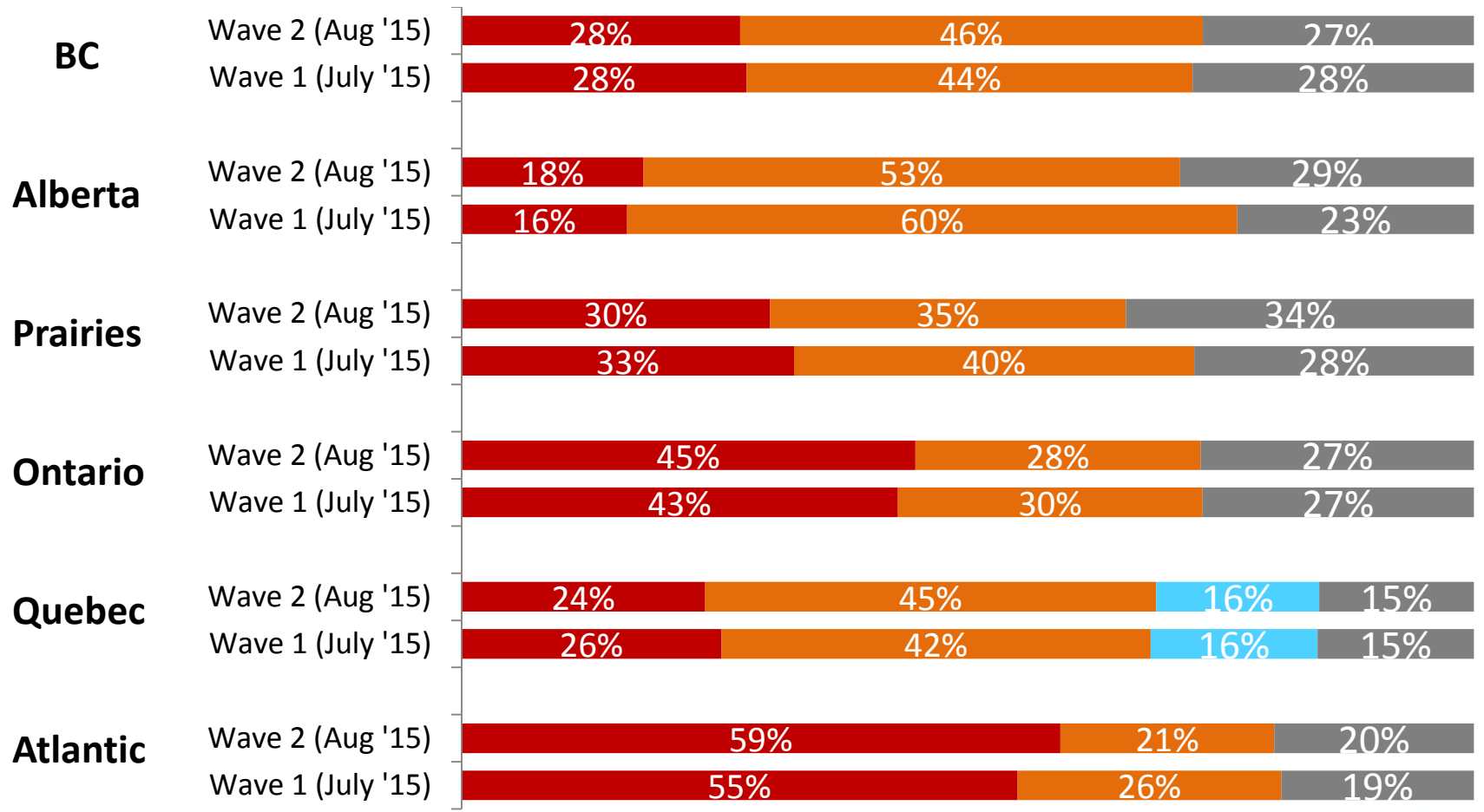
Thinking about the area where you live, which party do you think has the best chance of beating the Conservatives?



Best chance by region: Liberals thought to be best chance in Ontario, Atlantic Canada; NDP dominate elsewhere



Thinking about the area where you live, which party do you think has the best chance of beating the Conservatives?



■ Liberal
 ■ NDP
 ■ Bloc Quebecois
 ■ Don't Know



Research-based strategic advice.

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