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FEDERAL ELECTION ONLINE AD TESTING



Testing Political Ads

Political ads serve two key purposes; they can motivate the sponsor party's supporters to vote and they can persuade target voters to vote for the sponsor party. Ads accomplish these goals through two mechanisms; they can "prime" or raise awareness of something people already know or feel that gives the sponsor party an advantage over its competitors or the ads can "persuade" by providing new information or framing existing information in a new light to change how people feel about the sponsor party and/or its opponents.

Do political ads really work? Answering that question involves addressing two key challenges:

- You need to examine reactions according to voters' initial views. The views voters hold before they see an ad influence how voters see that ad. Generally the supporters of a party are predisposed to like that party's ads and not to like the ads of parties they oppose. Unaligned voters may be open to several parties. To assess the effectiveness of ads, you need to control for voters' initial attitudes.
- Whether people say they like an ad or not really doesn't matter. What does matter is if the ad moves the numbers. However, if people have already seen the ads, the effect of the ad will already be factored in to initial attitudes. So we need to find people who have not already seen the ad and see how they respond.

We will use the following approach to test political ads throughout the campaign:

- First, we will identify the respondents initial views including Party Identification, their current vote and how respondents feel about the leaders and time for a change. These are our pre questions.
- We will show them an ad.
- We will ask if they have seen the ad before and what they feel about that ad. We call these diagnostic questions.
- We will re-ask their vote preference and how respondents feel about the leaders and time for a change. These are our post questions.
- We will show several others ads and ask if they have seen the ad before and what they feel about that ad to increase the sample size for the diagnostic questions.

The key test is whether people who are seeing the ad for the first time change their responses on the pre/post test. Does the ad "move the numbers". We then use the diagnostic questions to understand why the numbers are moving.

It is important to understand that an ad can make a positive difference to a campaign even if people say they don't like it. For instance, people may say they don't like an ad that provides negative information about another party, but if they feel the information is credible and informative, it can still move the numbers.

Methodology

- This report is of a survey that was conducted online among **1412** randomly-selected Canadian citizens or permanent residents 18 years or older, between July 28th and July 31st, 2015.
- *The sample has been weighted using Statistics Canada's 2011 Census data to reflect actual demographic breakdown of the Canadian population.*
- Respondents were asked:
 - Screening and Qualifying as voters
 - Pre-Test Vote, Leader attributes, and time for a change attitude
 - Shown 1 of 7 TV Ads and asked diagnostic questions about that ad: Overall, Impression, Main Message, Credibility; Agreement on Interesting Information, Made for Someone Like Me
 - Post-test vote, attributes, and time for a change Attitudes
 - Respondents then watched 2 more ads and answered the diagnostic questions about these ads only
 - Finally, the wrap-up included a series of values questions to segment results
- The goal of the survey was to see if the ads “moved the numbers”. We use T-tests to measure whether the post-test values improved from the pre-test measures.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Measuring Impact: Significance testing through T-tests

What is a T-test?

A paired-sample “t-test” is a statistical test that compares the means of two variables across the whole sample. In this instance, we are comparing the means between the pre- and post-campaign agreement for each of the key attitudes including social permission.

T-tests are used in this study to determine whether a change in response to the same questions asked at two different times (e.g. assessment of key performance attributes) are statistically significant. In other words, we are trying to determine whether a change in opinion is caused by chance sampling variation or is likely to exist in the population.

In terms of formal testing, a significance value of 0.05 or 0.1 is generally used to determine whether or not there is a relationship between variables. At 0.05, the relationship is significant at a confidence level of 95% or 19 times out of 20 and a 0.1 level of significance is at a confidence level of 90% or 9 times out of 10.

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

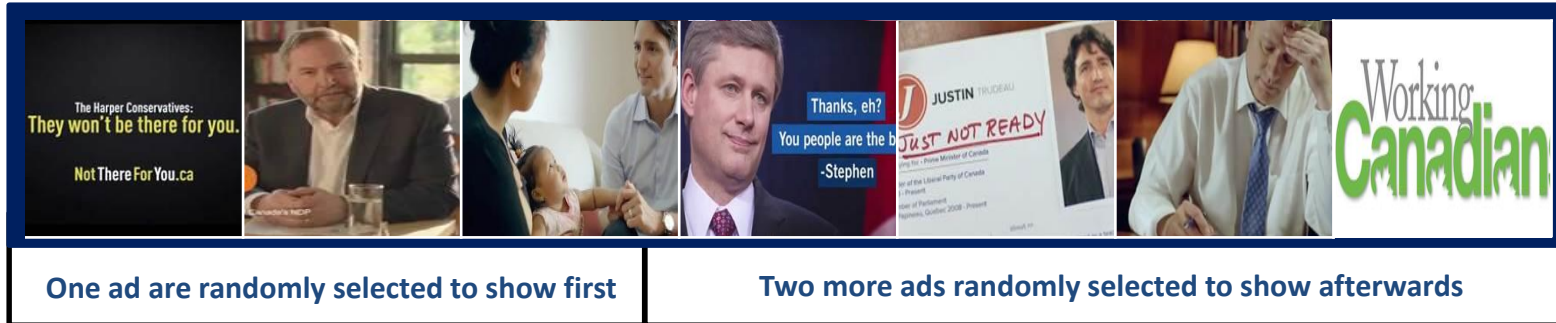
Impact of Ads on “time for a change”. These results show the change from before seeing each ad to afterwards in the net level of agreement with the “time for a change” attitude.

Impact of Ads on leader attributes. These results show the change from before seeing each ad to afterwards in the percentage of respondents who pick each leader on each leadership attribute.

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Net support in blue are significantly different from 0 at a 90% confidence level.

Measuring Impact: Significance testing though T-tests

Ad Pool



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 600 as each respondent provides diagnostics for each ad they view.

AD 2 – Liberal
"True Story"



AD 3 – Liberal
"Enjoying the playoffs"



AD 1 – NDP
"Bring Change to Ottawa"



ADS
TESTED



AD 7 – Working
Canadians
"Middle Class" (Radio)



AD 6 – Engage Canada
"Neglect"



AD 5 – CPC
"Proven Leadership"










AD 4 – CPC
"The Interview"

Summary of Diagnostic Results

All respondents

Summary – Diagnostics

								
*(net scores)		Ad 6 Engage Canada Neglect	Ad 1 NDP Bring Change	Ad 2 Liberal True Story	Ad 3 Liberal Enjoying the Playoffs?	Ad 4 CPC The Interview	Ad 5 CPC Proven Leadership	Ad 7 Working Can. Middle Class
Diagnostics	Impression	-9%	58%	41%	-4%	-19%	23%	-27%
	Credibility	33%	58%	45%	57%	10%	24%	17%
	Interesting information	34%	42%	41%	48%	1%	7%	10%
	Someone like me	22%	37%	-7%	35%	-11%	-2%	-1%
	Total net diagnostic score	81	195	120	136	-20	53	-1
Perceived Vote impact	Liberal	8%	-2%	7%	6%	-7%	-3%	-11%
	Conservative	-36%	-21%	-13%	-38%	-18%	-7%	-22%
	NDP	15%	29%	4%	12%	8%	3%	15%
Exposure	% who have seen/heard ad	20%	26%	24%	8%	72%	21%	17%

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. Net support **in blue** are significantly different from 0 at a 90% confidence level.

Vote Summary

by those who haven't seen the ad

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 6 Engage Canada "Neglect"	Ad 1 NDP "Bring Change"	Ad 2 Liberal "True Story"	Ad 3 Liberal "Enjoying the Playoffs?"	Ad 4 CPC "The Interview"	Ad 5 CPC "Proven Leadership"	Ad 7 Working Can. "Middle Class"
Conservative	-4	-6	-3	-2	+7	+1	-2
Liberal	+1	-1	+1	+1	-7	-2	-2
NDP	+2	+6	+2	-1	-4	0	+4
Undecided/WNV	+2	+5	+1	+2	+4	+1	+1
Impact on Agree: Time-for-Change (post minus pre)	-2	+2	+5	-1	-4	-3	0

Leadership Attributes Summary

by those who haven't seen the ad



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 change between pre-and post test]

*Numbers shown depict change from pre to post test		Ad 6 Engage Canada Neglect		Ad 1 NDP Bring Change		Ad 2 Liberal True Story		Ad 3 Liberal Enjoying the Playoffs?		Ad 4 CPC The Interview		Ad 5 CPC Proven Leadership		Ad 7 Working Can. Middle Class	
		The Harper Conservatives: They won't be there for you. Not There For You.ca		Thanks, eh? You people are the b... -Stephen		JUSTIN TRUDEAU JUST NOT READY		Working Canadian							
Harper	Cares	-4	+1	+2	-2	+1	+3	-1							
	Competent	-1	+1	+1	-3	+5	+4	+1							
	For the middle class	0	-3	-2	-2	+3	+1	0							
Trudeau	Cares	0	-8	+2	+1	+1	+2	-1							
	Competent	+1	-4	-2	+1	+2	-1	+3							
	For the middle class	+2	-8	+2	+1	-2	-2	-5							
Mulcair	Cares	+2	+8	-1	+2	-1	+1	0							
	Competent	-3	+5	0	+1	-2	-1	-4							
	For the middle class	-2	+12	-4	-6	+1	+1	-1							

Note: Cares: "Cares about people like me", For the middle class: "Will stand up for the middle class"

Vote Impact by Party ID

All respondents

Vote impacts by party ID: Engage - Neglect



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=196]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=624]

Ad 6 Engage: "Neglect"

Party ID

		Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact	Conservative	-14%	-4%	0%	-2%
	Liberal	+2%	-4%	0%	+2%
	New Democrat	+4%	+10%	0%	-2%
	Undecided/WNV	+4%	-2%	0%	+2%
Perceived vote impact (Net scores)	Conservative	26%	-68%	-61%	-40%
	Liberal	-34%	63%	-8%	-1%
	New Democrat	-25%	22%	73%	9%

Vote impacts by party ID: NDP - Bring Change



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=198]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=605]

Ad 1 NDP: "Bring Change"

Party ID



	Conservative	Liberal	NDP	Unaligned
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Pre-post Combined Vote Impact	Conservative	-10%	+2%	0%	-11%
	Liberal	0%	-5%	0%	0%
	New Democrat	+4%	+5%	0%	+11%
	Undecided/WNV	+4%	+2%	0%	+5%
Perceived vote impact (Net scores)	Conservative	34%	-41%	-61%	-26%
	Liberal	-17%	28%	-29%	-4%
	New Democrat	-6%	36%	75%	27%

Vote impacts by party ID: Liberal - True Story



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=200]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=598]

Ad 2 Liberal: "True Story"

Party ID



Conservative

Liberal

NDP

Unaligned

Conservative

-8%

+2%

0%

-2%

Liberal

+2%

-4%

-3%

+2%

New Democrat

+2%

+4%

+6%

0%

Undecided/WNV

+4%

0%

-3%

0%

Conservative

37%

-45%

-38%

-9%

Liberal

-24%

52%

2%

0%

New Democrat

-20%

-4%

58%

5%

Pre-post
Combined
Vote Impact

Perceived
vote impact
(Net scores)

Vote impacts by party ID: Liberal - Enjoying the playoffs?



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=218]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=599]

Ad 3 Liberal: "Enjoying the Playoffs?"

Party ID



	Conservative	Liberal	NDP	Unaligned
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Pre-post Combined Vote Impact	Conservative	-12%	+3%	-4%	-2%
	Liberal	+2%	-3%	+4%	0%
	New Democrat	+5%	-3%	-4%	0%
	Undecided/WNV	+2%	+3%	+4%	0%
Perceived vote impact (Net scores)	Conservative	19%	-63%	-69%	-38%
	Liberal	-34%	57%	1%	-14%
	New Democrat	-25%	15%	76%	1%

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

Vote impacts by party ID: CPC - The Interview

Q

Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=199]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=602]

Ad 4 CPC: "The Interview"

Party ID

		Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact	Conservative	-7%	+7%	0%	-2%
	Liberal	+5%	-9%	0%	+6%
	New Democrat	0%	+2%	-4%	-8%
	Undecided/WNV	0%	+2%	0%	+4%
Perceived vote impact (Net scores)	Conservative	48%	-54%	-45%	-24%
	Liberal	-46%	41%	-16%	-15%
	New Democrat	-26%	5%	76%	3%

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

Vote impacts by party ID: CPC - Proven Leadership

Q

Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=193]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=596]

Ad 5 CPC: "Proven Leadership"

Party ID



Conservative

Liberal

NDP

Unaligned

Conservative

-2%

+7%

0%

-4%

Liberal

0%

-4%

+3%

-2%

New Democrat

+5%

-2%

-8%

+8%

Undecided/WNV

-2%

0%

+5%

+4%

Conservative

63%

-35%

-48%

-12%

Liberal

-42%

41%

-11%

-6%

New Democrat

-42%

1%

61%

-1%

Pre-post
Combined
Vote Impact

Perceived
vote impact
(Net scores)

Vote impacts by party ID: Working Canadians - Middle Class



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=195]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=576]

Ad 7 Working Canadians: "Middle Class" (Radio)

Party ID



	Conservative	Liberal	NDP	Unaligned	
Pre-post Combined Vote Impact	Conservative	0%	+2%	0%	-2%
	Liberal	+3%	-8%	0%	-4%
	New Democrat	-3%	+3%	0%	+8%
	Undecided/WNV	0%	+3%	0%	-4%
Perceived vote impact (Net scores)	Conservative	35%	-51%	-58%	-18%
	Liberal	-38%	37%	-22%	-28%
	New Democrat	0%	2%	80%	1%

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

Diagnostic Testing by Party ID

Diagnostic testing by party ID: Engage - Neglect



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=196]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=624]

Ad 6 Engage: "Neglect"

Party ID

		Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	-49%	10%	25%	-11%
	Credibility	-28%	68%	69%	32%
	Interesting	-20%	59%	69%	34%
	Someone Like Me	-26%	48%	58%	22%
Total Net Diagnostic Score		-144	+126	+178	+33

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

Diagnostic testing by party ID: NDP - Bring Change



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=198]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=605]

Ad 1 NDP: "Bring Change"

Party ID



	Conservative	Liberal	NDP	Unaligned
Impression	31%	68%	91%	53%
Credibility	20%	75%	92%	55%
Interesting	12%	55%	72%	41%
Someone Like Me	5%	46%	85%	30%
Total Net Diagnostic Score	+68	+244	+339	+180

Diagnostic
Net Scores

Diagnostic testing by party ID: Liberal - True Story

Q

Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=200]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=598]

Ad 2 Liberal: "True Story"

Party ID



Conservative

Liberal

NDP

Unaligned

Diagnostic
Net Scores

Impression

15%

74%

51%

30%

Credibility

12%

79%

48%

40%

Interesting

11%

76%

37%

35%

Someone Like Me

-42%

28%

3%

-11%

Total Net Diagnostic Score

-4

+257

+139

+94

Diagnostic testing by party ID: Liberal - Enjoying the playoffs?



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=218]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=599]

Ad 3 Liberal: "Enjoying the Playoffs?"

Party ID



	Conservative	Liberal	NDP	Unaligned
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Diagnostic Net Scores

Impression	-38%	24%	14%	-20%
Credibility	21%	80%	76%	44%
Interesting	10%	72%	76%	37%
Someone Like Me	-8%	63%	71%	26%
Total Net Diagnostic Score	-15	+238	+237	+88

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

Diagnostic testing by party ID: CPC - The Interview


Q

Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=199]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=602]

Ad 4 CPC: "The Interview"

Party ID

		Conservative	Liberal	NDP	Unaligned
Diagnostic Net Scores	Impression	24%	-56%	-29%	-13%
	Credibility	60%	-34%	3%	12%
	Interesting	46%	-37%	-3%	-2%
	Someone Like Me	30%	-52%	-2%	-11%
Total Net Diagnostic Score		+160	-179	-31	-15

Diagnostic testing by party ID: CPC - Proven Leadership

Q

Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=193]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=596]

Ad 5 CPC: "Proven Leadership"

Party ID



Conservative

Liberal

NDP

Unaligned

Diagnostic
Net Scores

	Conservative	Liberal	NDP	Unaligned
Impression	76%	6%	-7%	16%
Credibility	81%	-3%	0%	16%
Interesting	69%	-17%	-10%	-8%
Someone Like Me	61%	-28%	-32%	-8%
Total Net Diagnostic Score	+288	-41	-48	+16

Diagnostic testing by party ID: Working Canadians - Middle Class ²⁷

Class



Combined vote: If a federal election were held today, which party would you vote for? **[If undecided]:** In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=195]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=576]

Ad 7 Working Canadians: "Middle Class" (Radio)

Party ID



	Conservative	Liberal	NDP	Unaligned	
Diagnostic Net Scores	Impression	-12%	-41%	-21%	-20%
	Credibility	40%	-17%	19%	23%
	Interesting	28%	-15%	11%	16%
	Someone Like Me	21%	-24%	-10%	9%
Total Net Diagnostic Score	+26	-120	-42	-15	

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

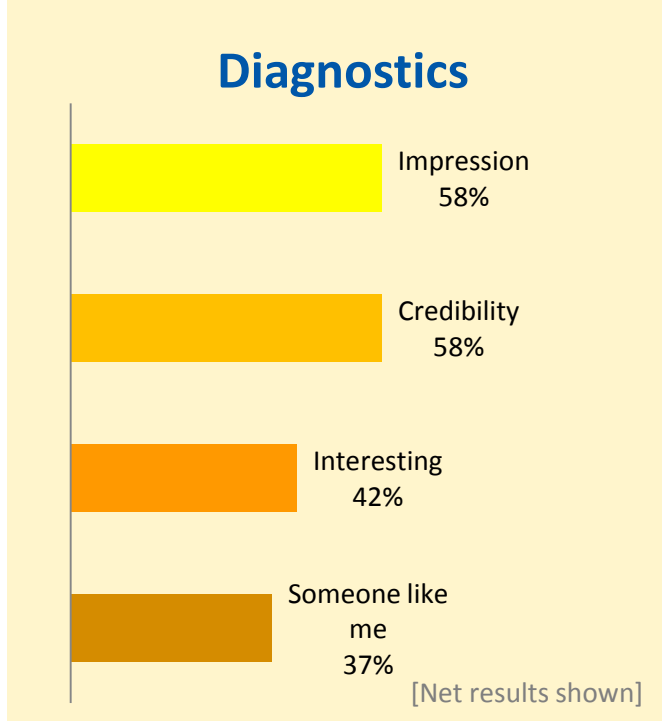
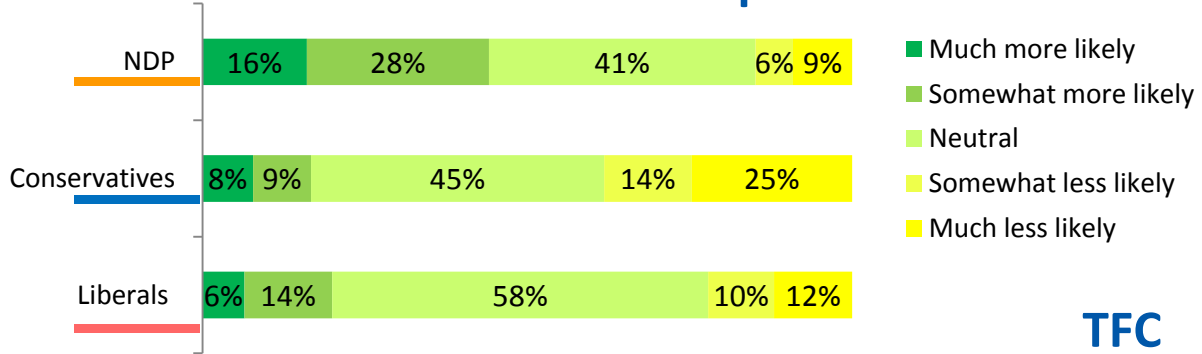
Detailed Results By Ad

All Respondents

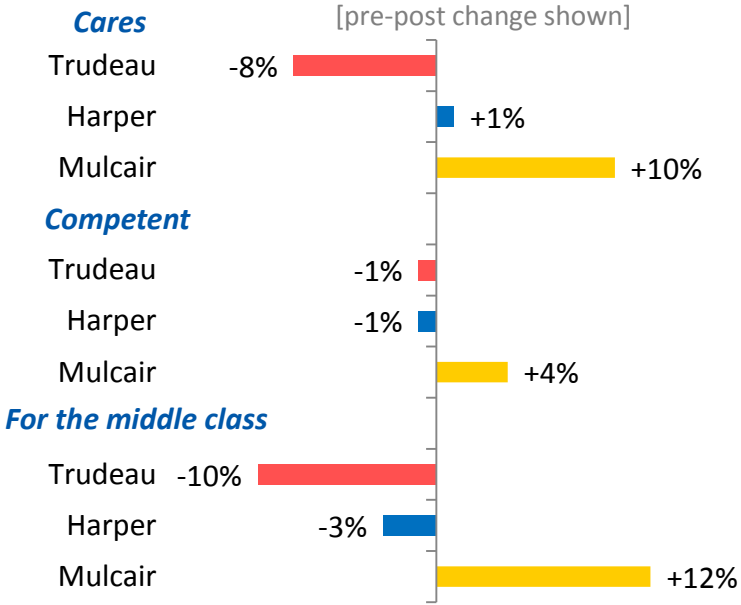


NDP's "Bring Change to Ottawa"

Perceived Vote Impact

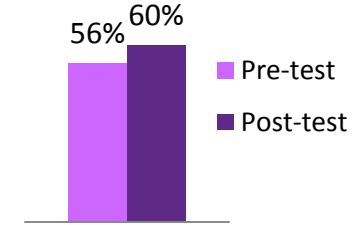


Leadership Attributes

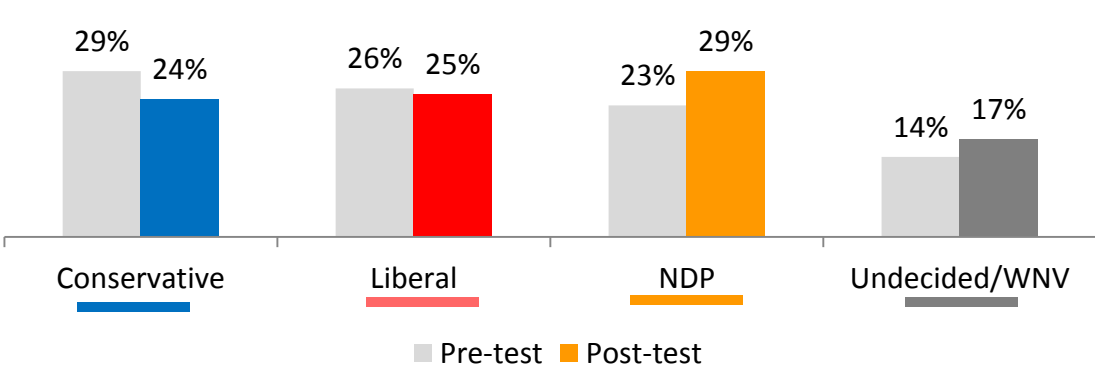


TFC

[net agreement shown]



Combined Vote

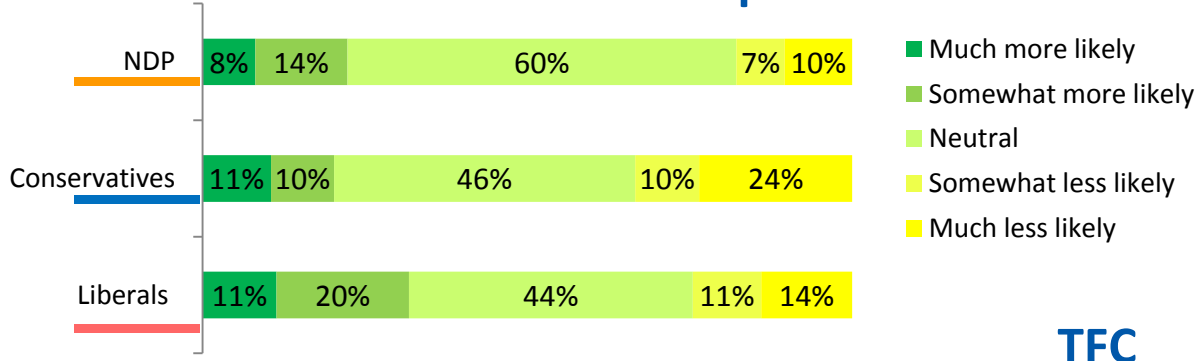


[TFC indicates "Time-for-Change" in Government]

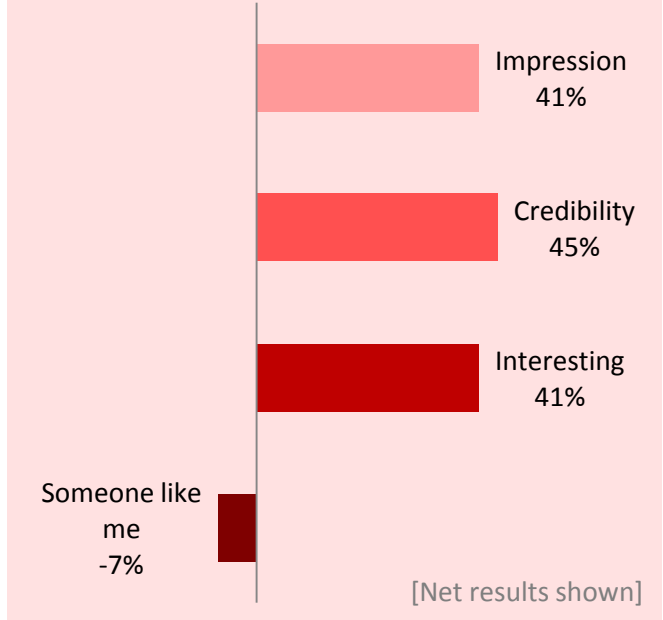
Liberal's "True Story"



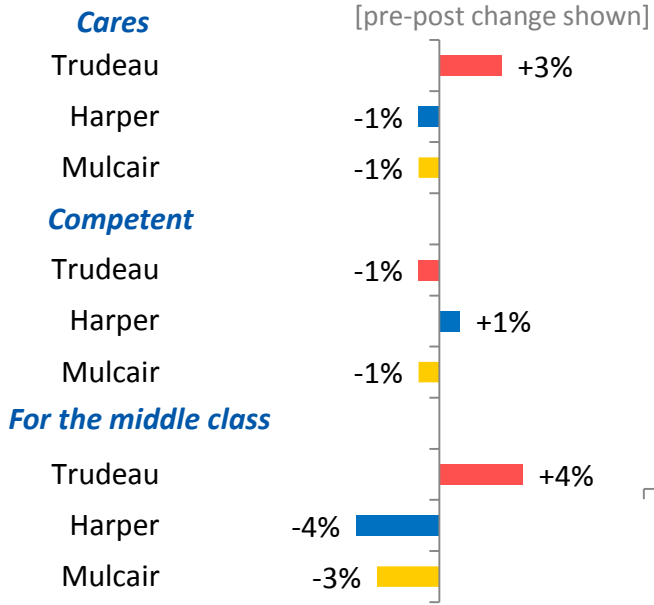
Perceived Vote Impact



Diagnostics

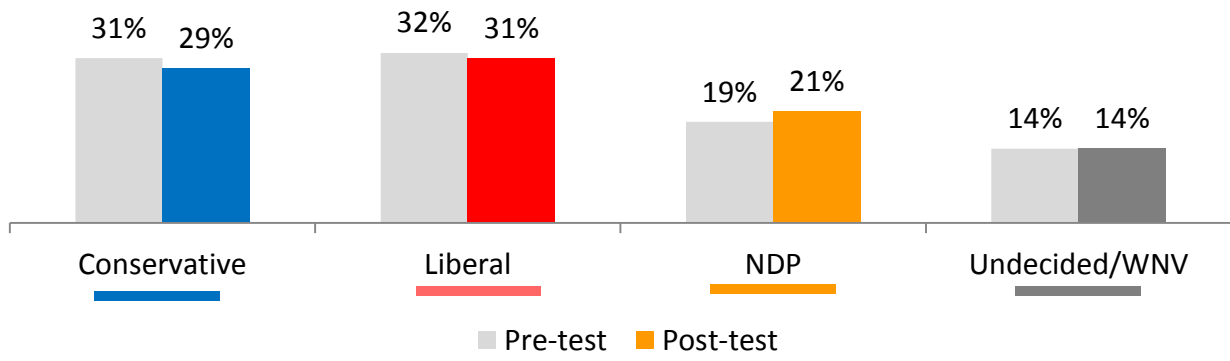
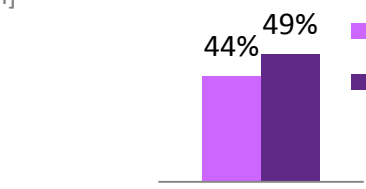


Leadership Attributes



TFC

[net agreement shown]



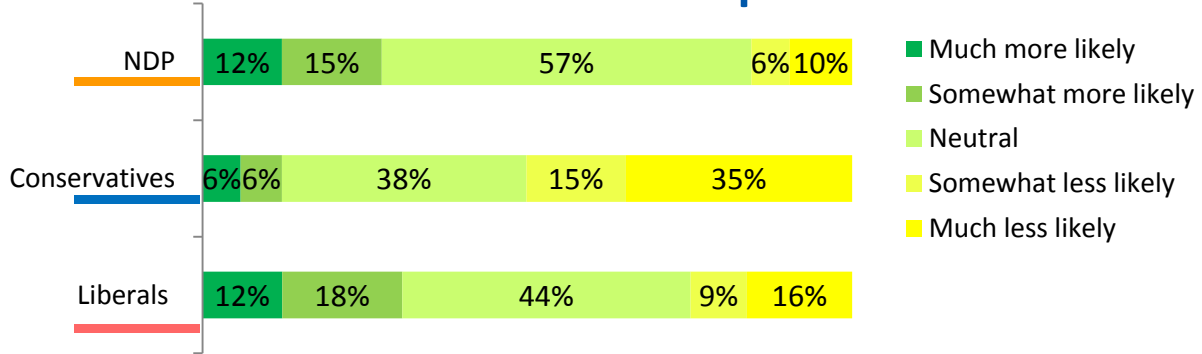
Combined Vote

[TFC indicates "Time-for-Change" in Government]

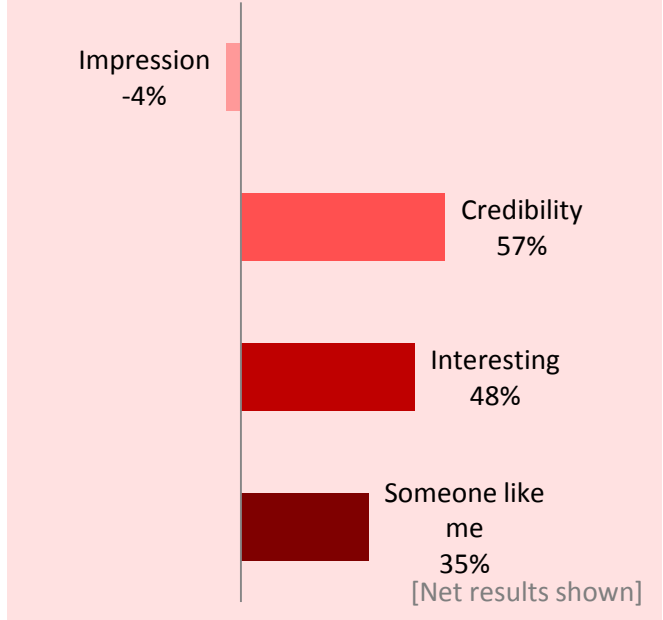


Liberal's "Enjoying the Playoffs"

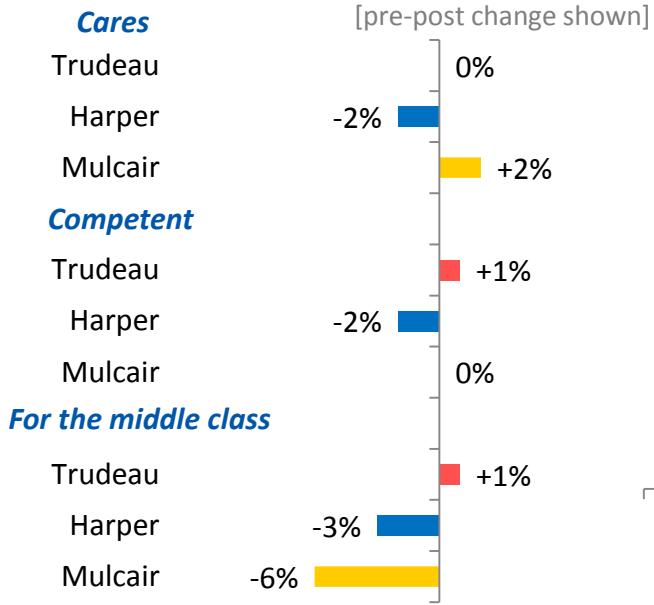
Perceived Vote Impact



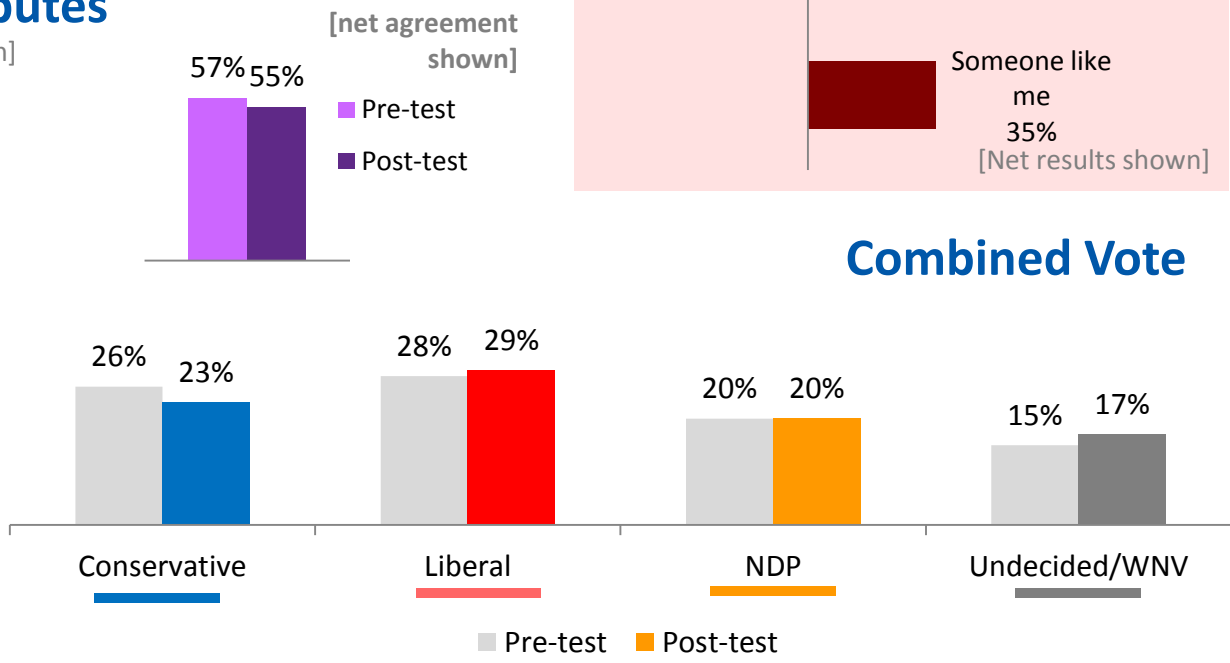
Diagnostics



Leadership Attributes



TFC



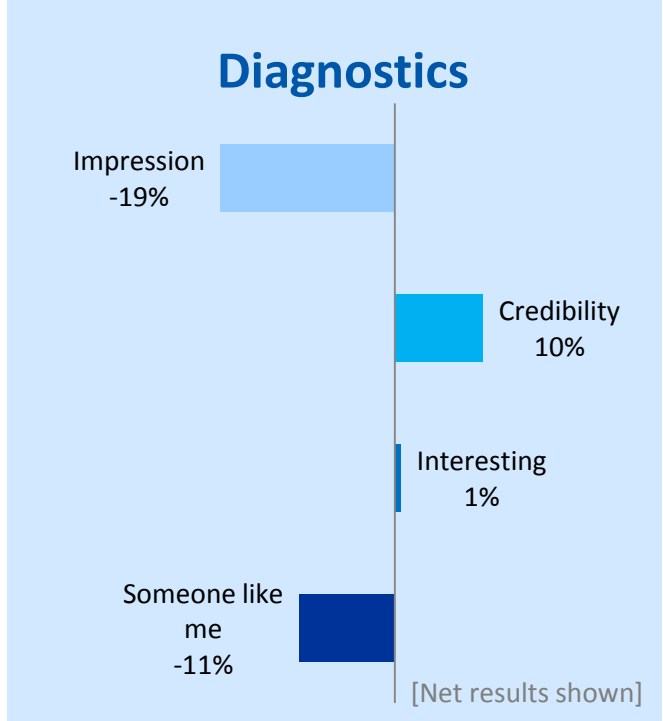
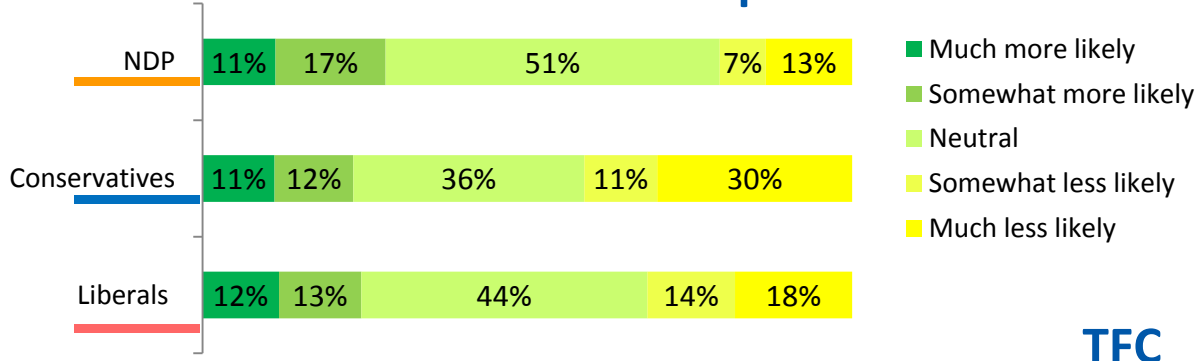
Combined Vote

[TFC indicates "Time-for-Change" in Government]

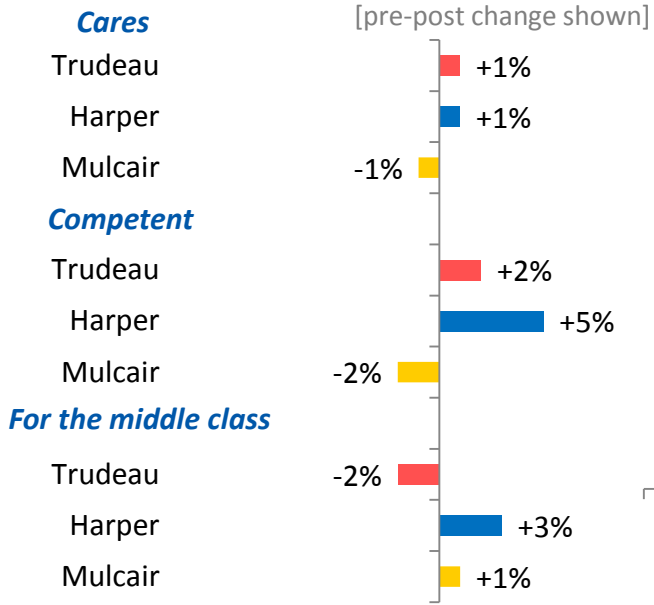


Conservative's "The Interview"

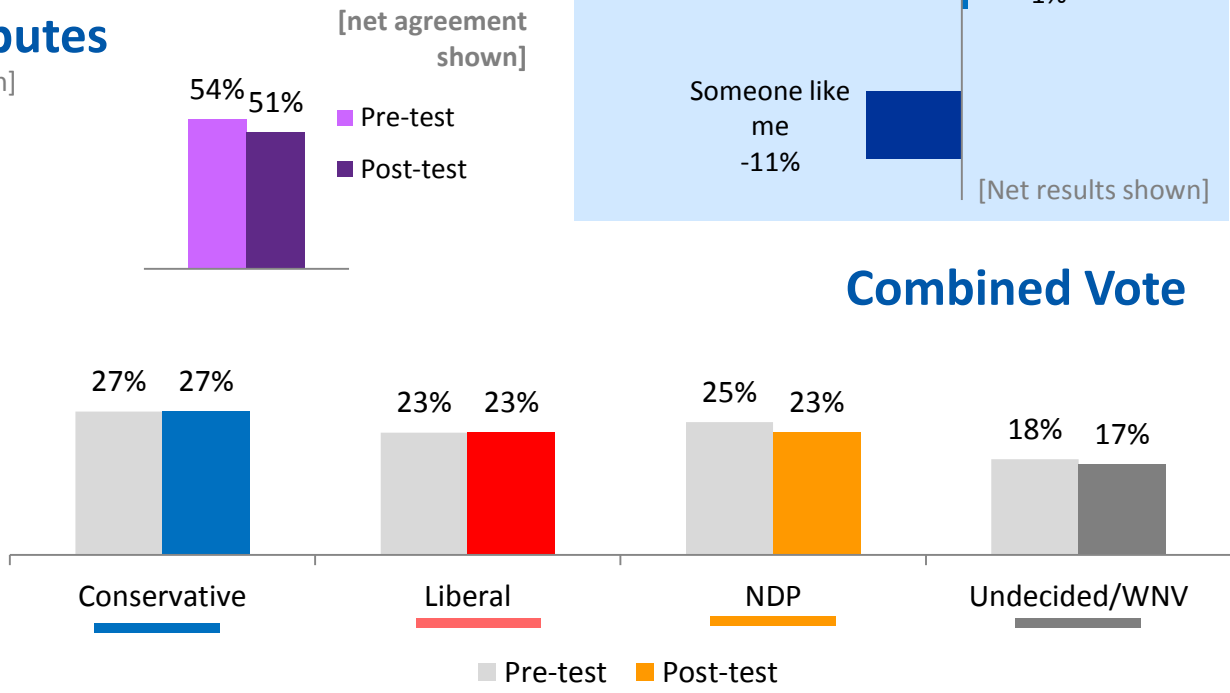
Perceived Vote Impact



Leadership Attributes



TFC



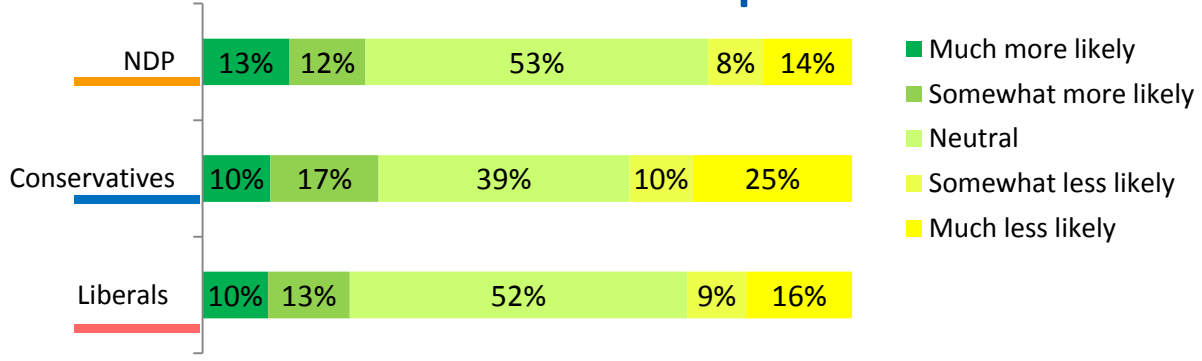
Combined Vote

[TFC indicates "Time-for-Change" in Government]

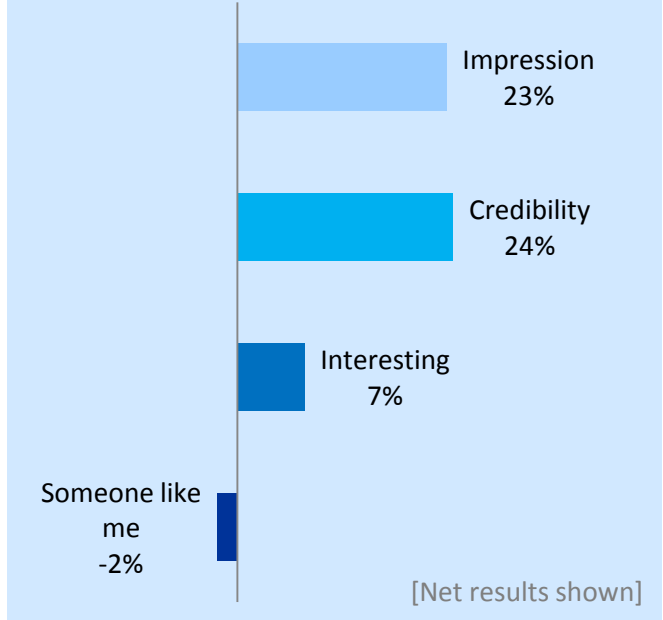


Conservative's "Proven Leadership"

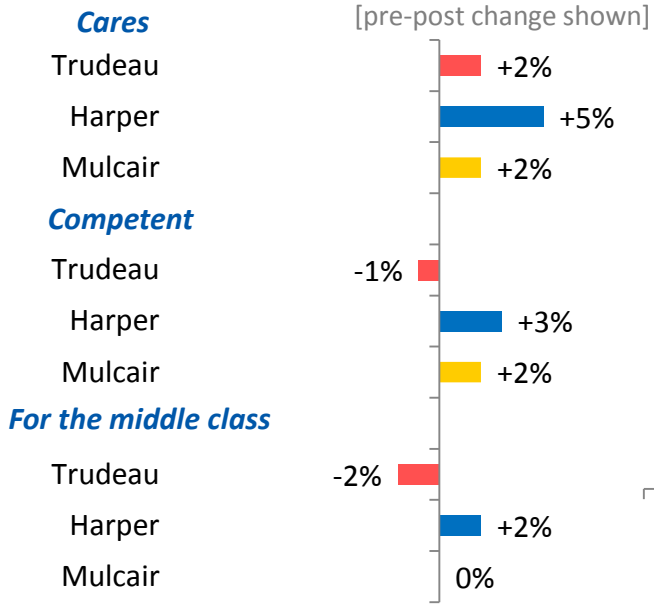
Perceived Vote Impact



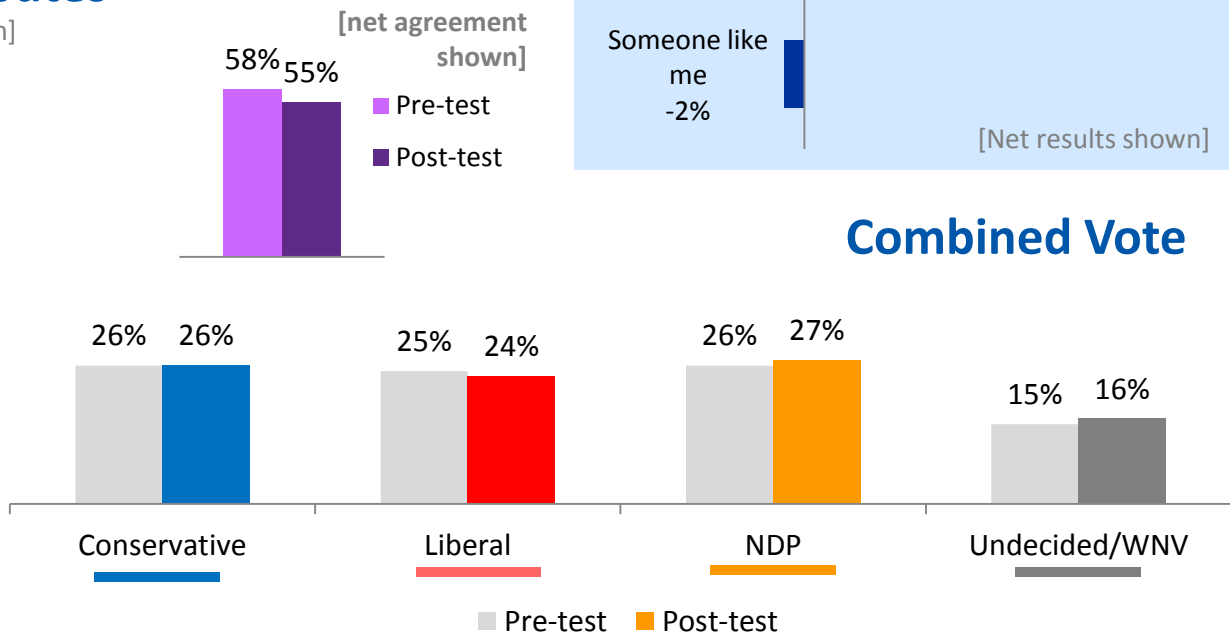
Diagnostics



Leadership Attributes



TFC



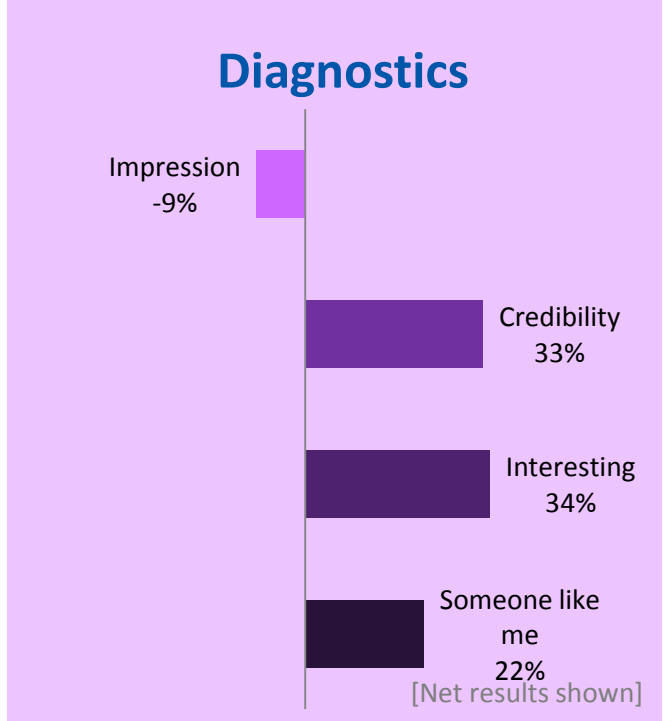
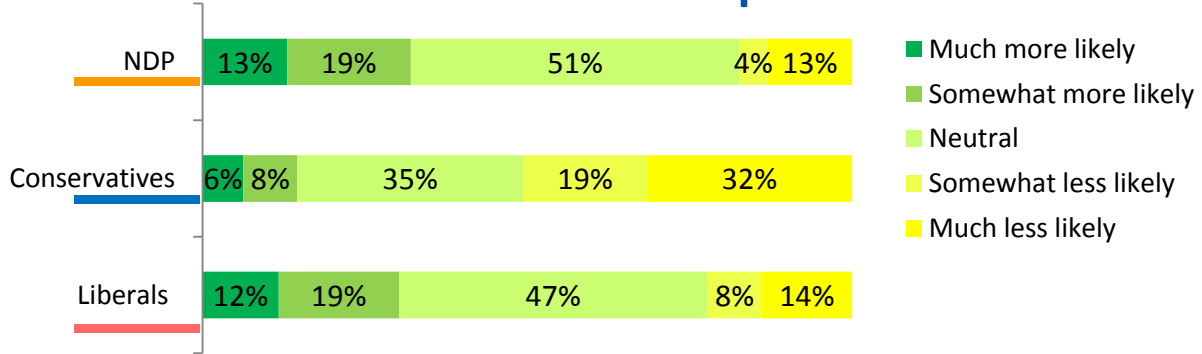
Combined Vote

[TFC indicates "Time-for-Change" in Government]

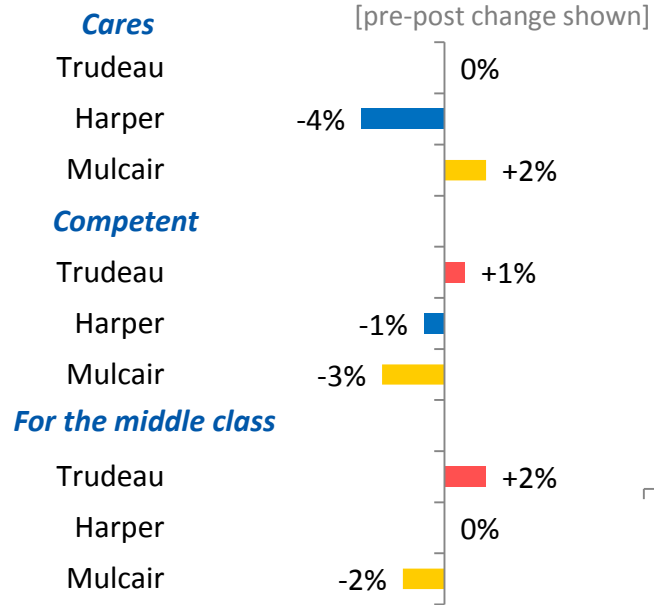
The Harper Conservatives:
 They won't be there for you.
 Not There For You.ca

Engage Canada's "Neglect"

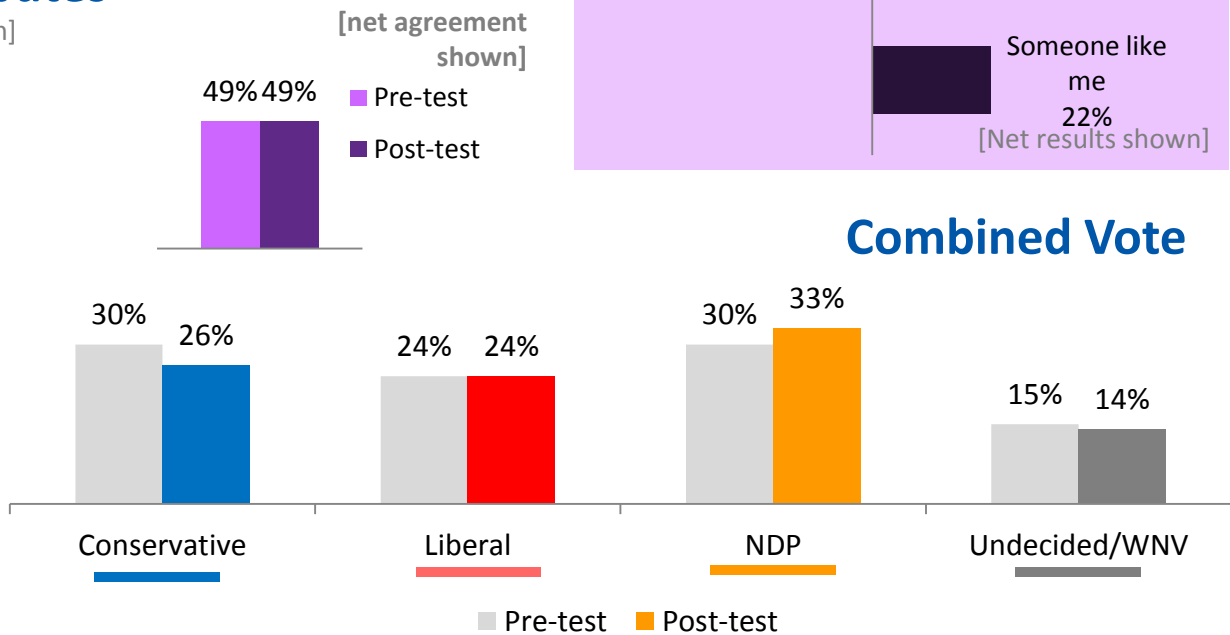
Perceived Vote Impact



Leadership Attributes



TFC



Combined Vote

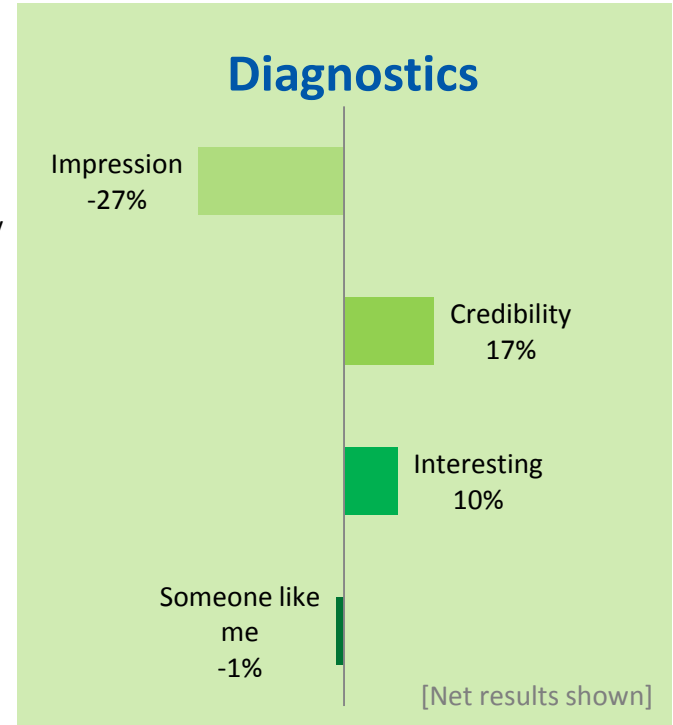
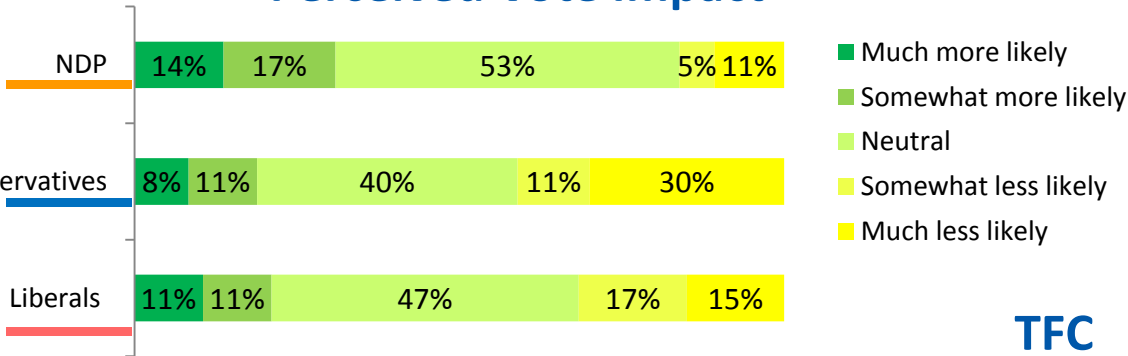
[TFC indicates "Time-for-Change" in Government]



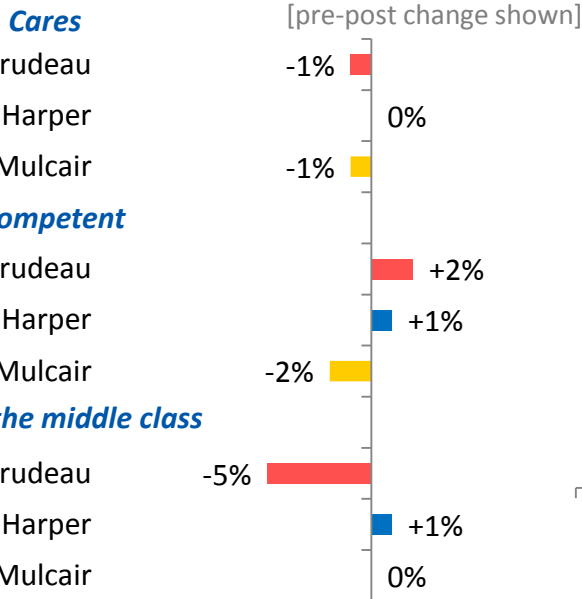
Working Canadians' "Middle Class"

(Radio)

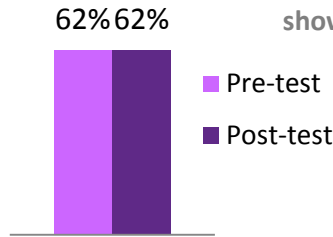
Perceived Vote Impact



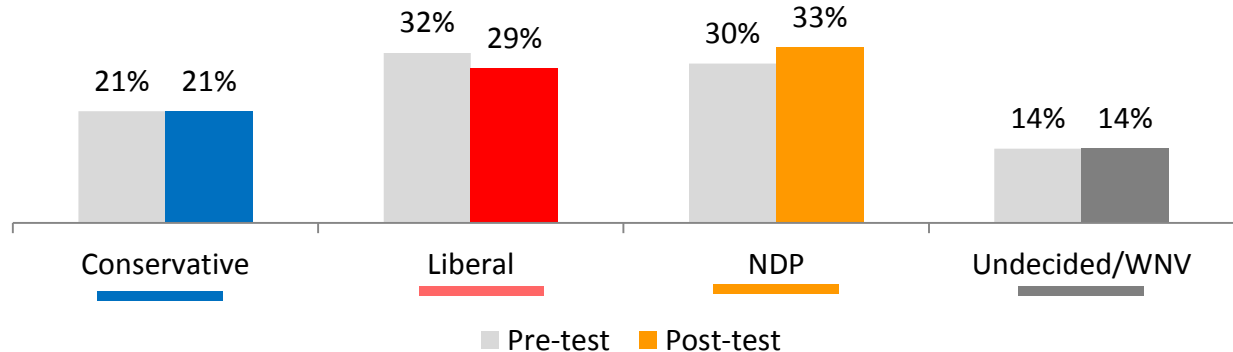
Leadership Attributes



TFC [net agreement shown]



Combined Vote



[TFC indicates "Time-for-Change" in Government]



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