

Innovative Research Group, Inc.

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Toronto :: Vancouver



Maclean's Election Survey Series ▶▶

2011 Federal Election: Third Wave



Innovative Research Group

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Toronto, ON

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April 18, 2011

:: Report ::

STRICTLY PRIVILEGED AND CONFIDENTIAL

Methodology

- The online survey was conducted among current members of INNOVATIVE's Canada 20/20 panel from April 13th after the end of the debate to April 17th, 2011.
- The Canada 20/20 Panel is recruited from a wide variety of sources to be representative of the known distribution of Canadians by age, gender, region and language.
- Results are weighted according to Census data to ensure that the sample is representative of the age, gender, region and language breakdown of the Canadian population to provide results that are intended to approximate a probability sample.
- Each panellist is provided with a unique URL in their invitation so that only invited panel members are able to complete any specific survey. Each URL can only be used to complete one survey.
- The weighted total sample included 1897 responses eligible for inclusion in our analysis including 438 in Quebec. An unweighted probability sample of 1897 would have an estimated margin of error of ± 2.25 percentage points, 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample.

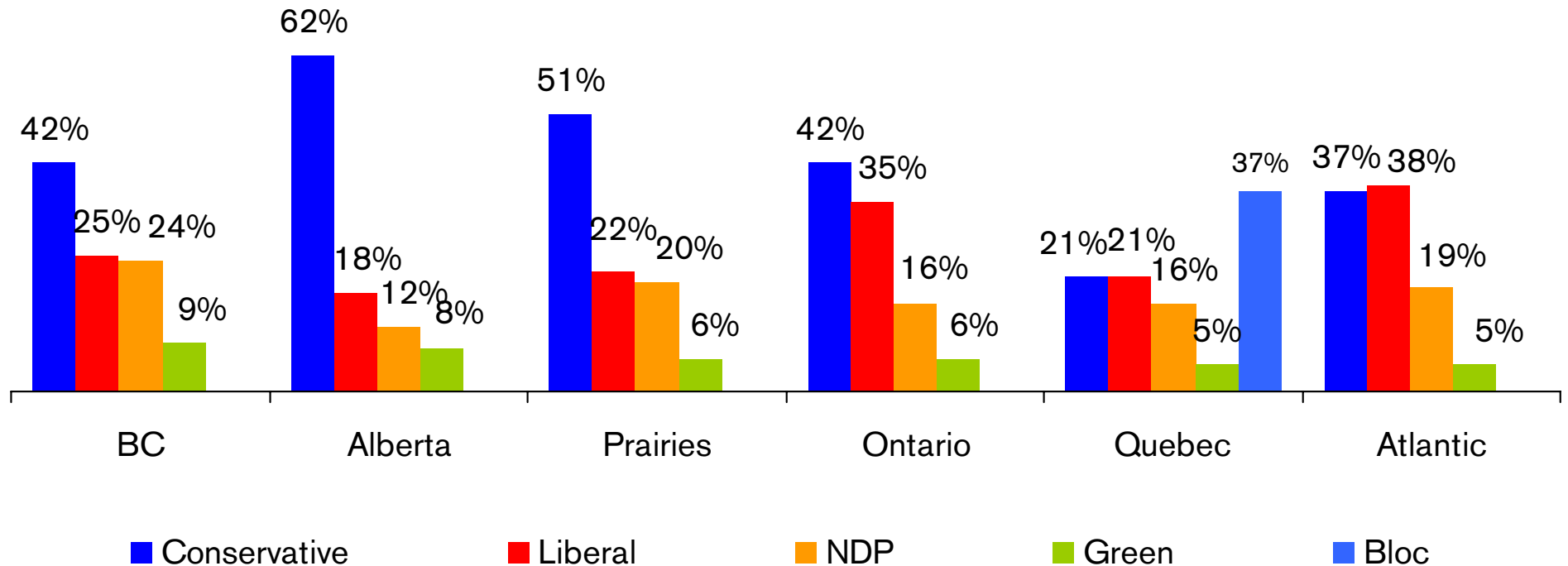


The Horserace



National Decided Vote by Region

Q If a Federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly?



National Vote Intention



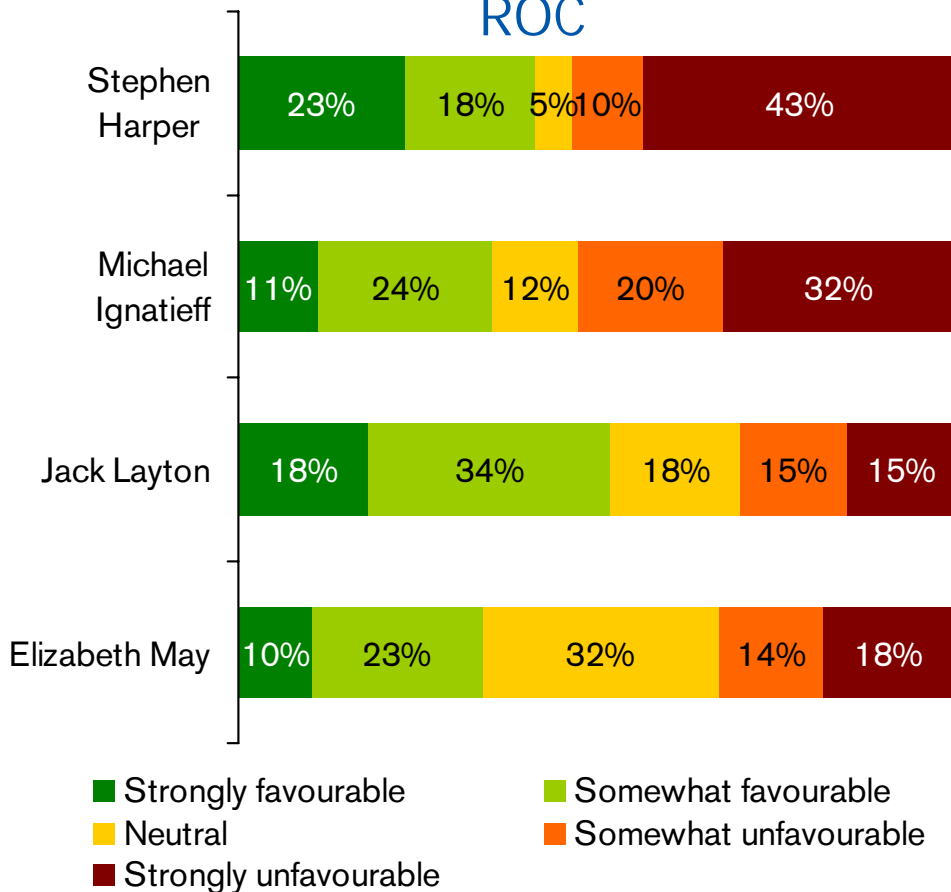
Federal Leaders



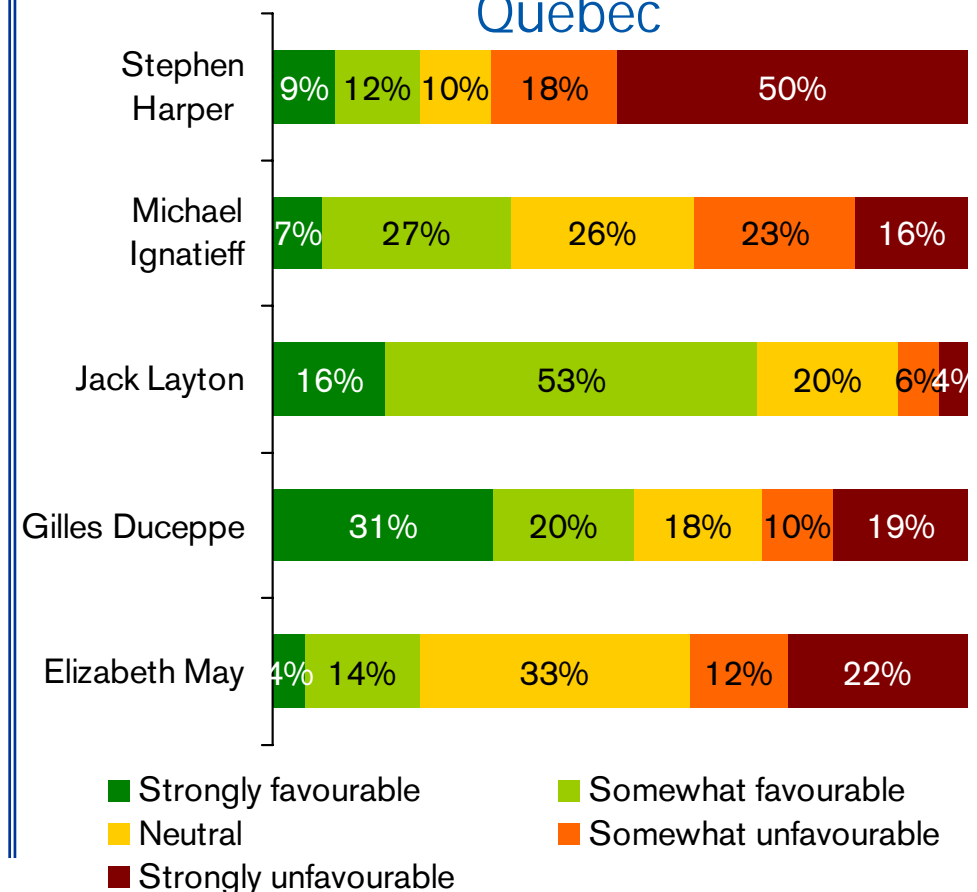
Leader Favourables

Q Now we are going to provide you with several names of public figures. Please indicate whether or not you have heard of that person and, if so, whether you have a strongly favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable impression of that person.

ROC



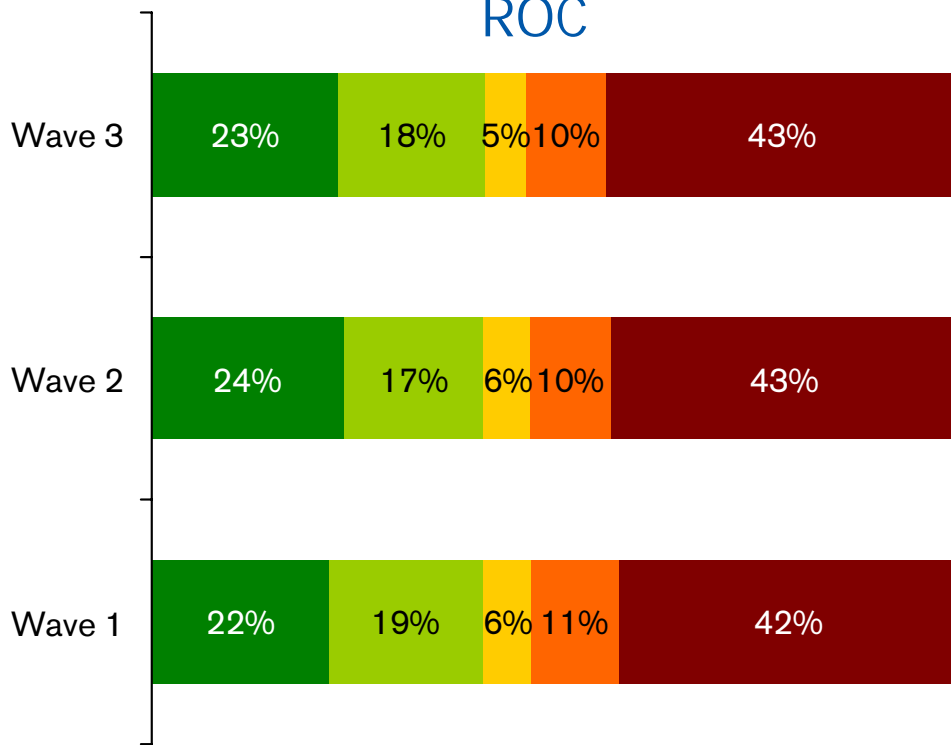
Quebec



Leader Favourables – Stephen Harper

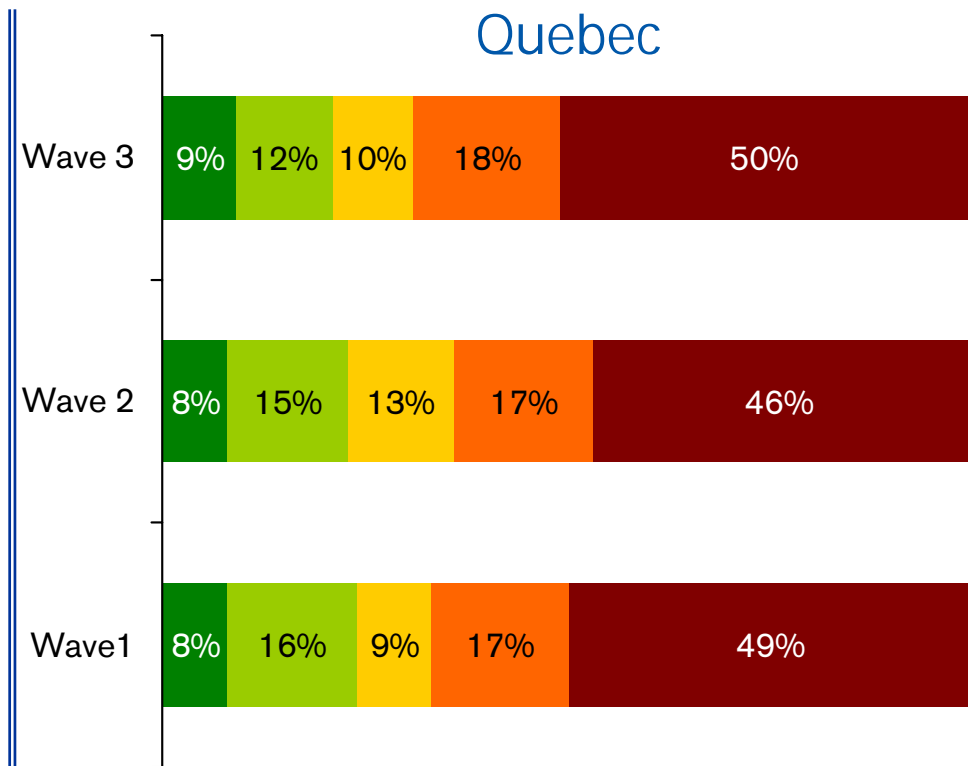
Q Now we are going to provide you with several names of public figures. Please indicate whether or not you have heard of that person and, if so, whether you have a strongly favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable impression of that person. **Stephen Harper**

ROC



■ Strongly favourable ■ Somewhat favourable
■ Neutral ■ Somewhat unfavourable
■ Strongly unfavourable

Quebec



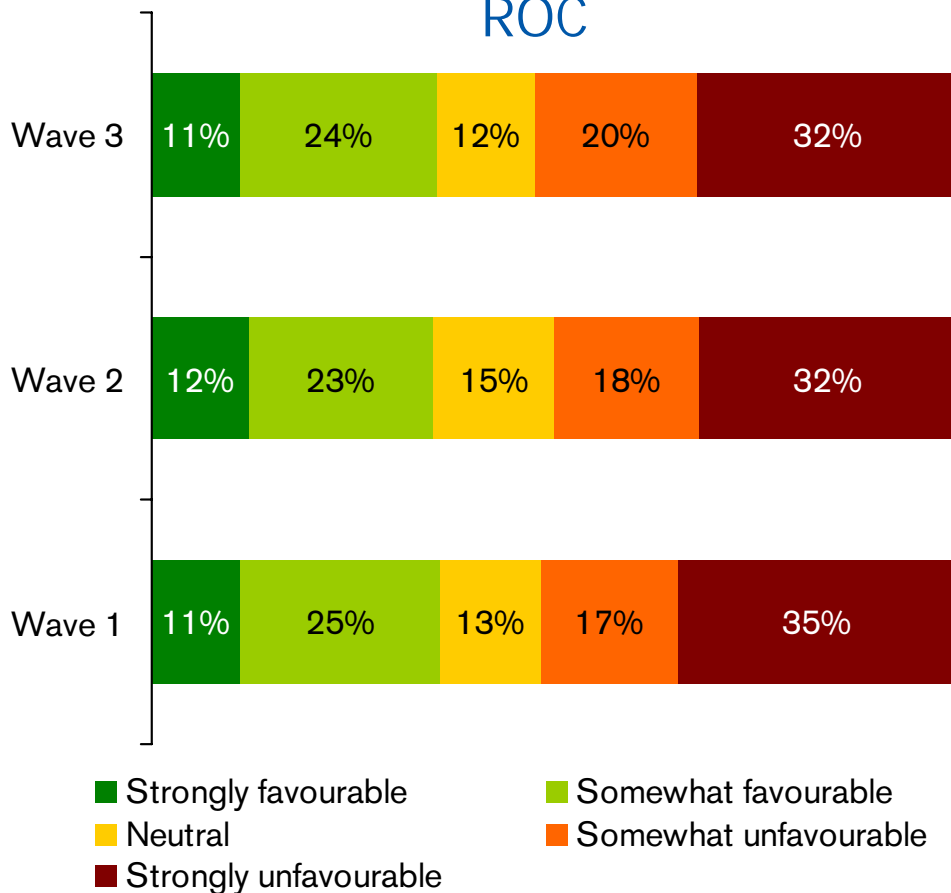
■ Strongly favourable ■ Somewhat favourable
■ Neutral ■ Somewhat unfavourable
■ Strongly unfavourable



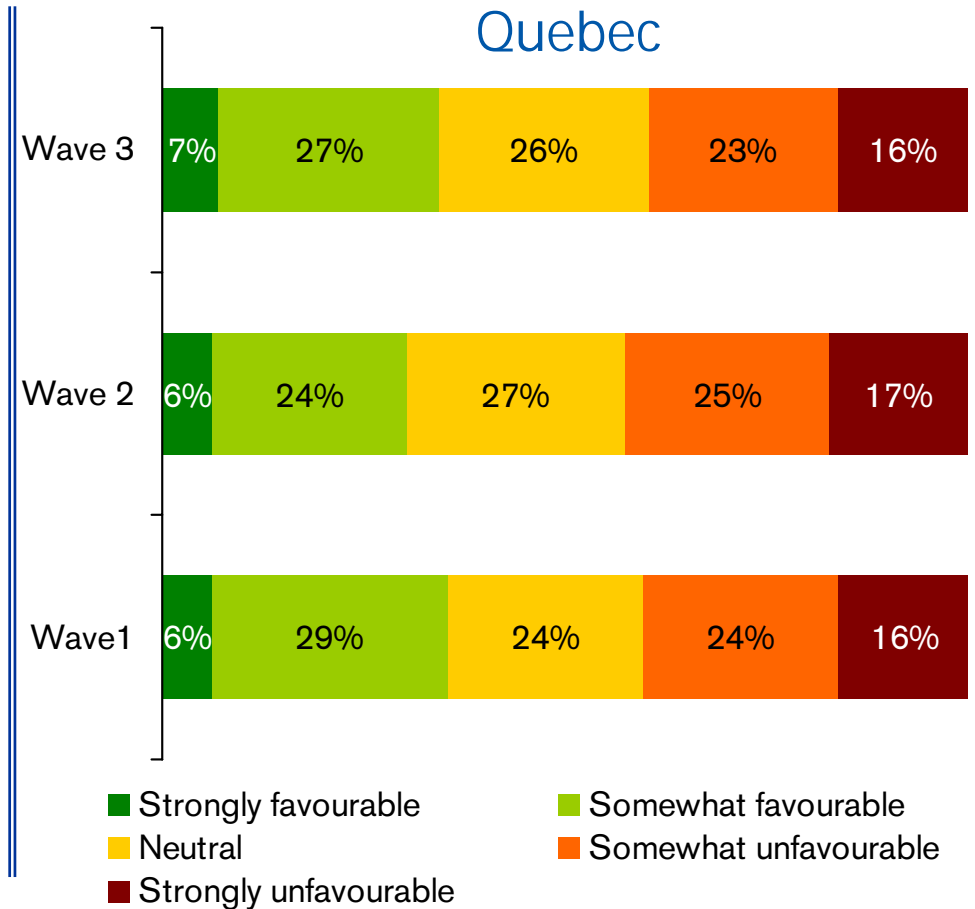
Leader Favourables – Michael Ignatieff

Q Now we are going to provide you with several names of public figures. Please indicate whether or not you have heard of that person and, if so, whether you have a strongly favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable impression of that person. **Michael Ignatieff**

ROC



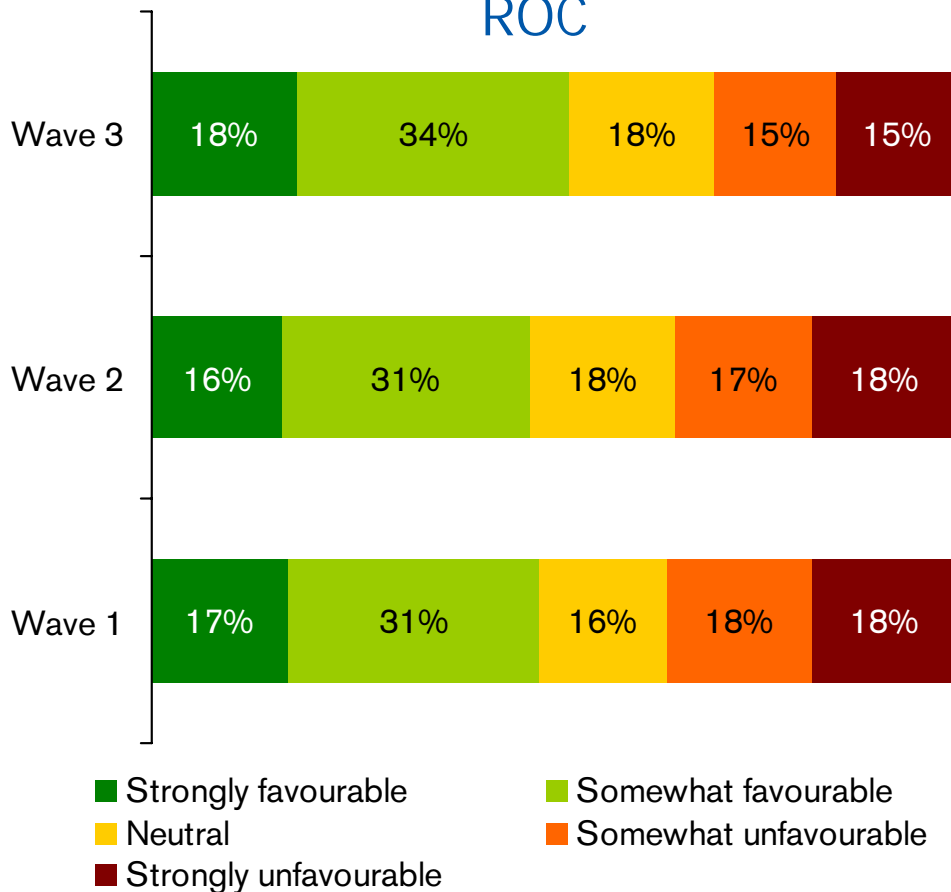
Quebec



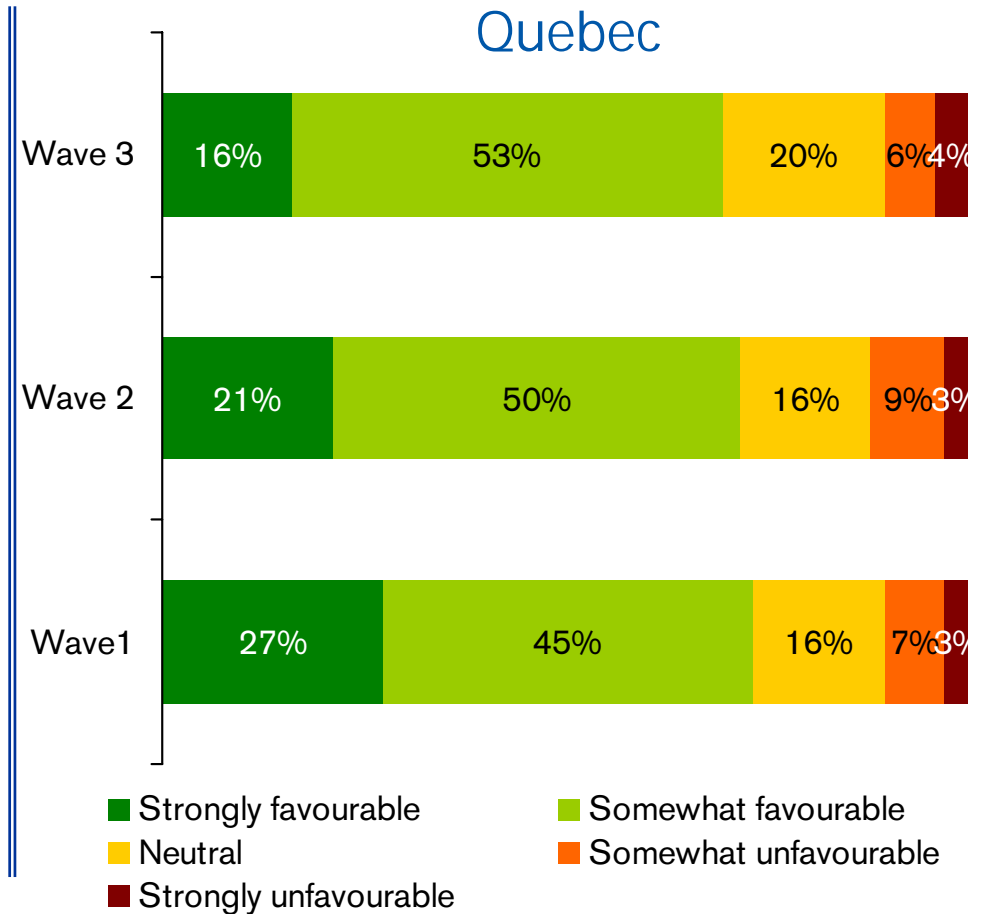
Leader Favourables – Jack Layton

Q Now we are going to provide you with several names of public figures. Please indicate whether or not you have heard of that person and, if so, whether you have a strongly favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable impression of that person. **Jack Layton**

ROC

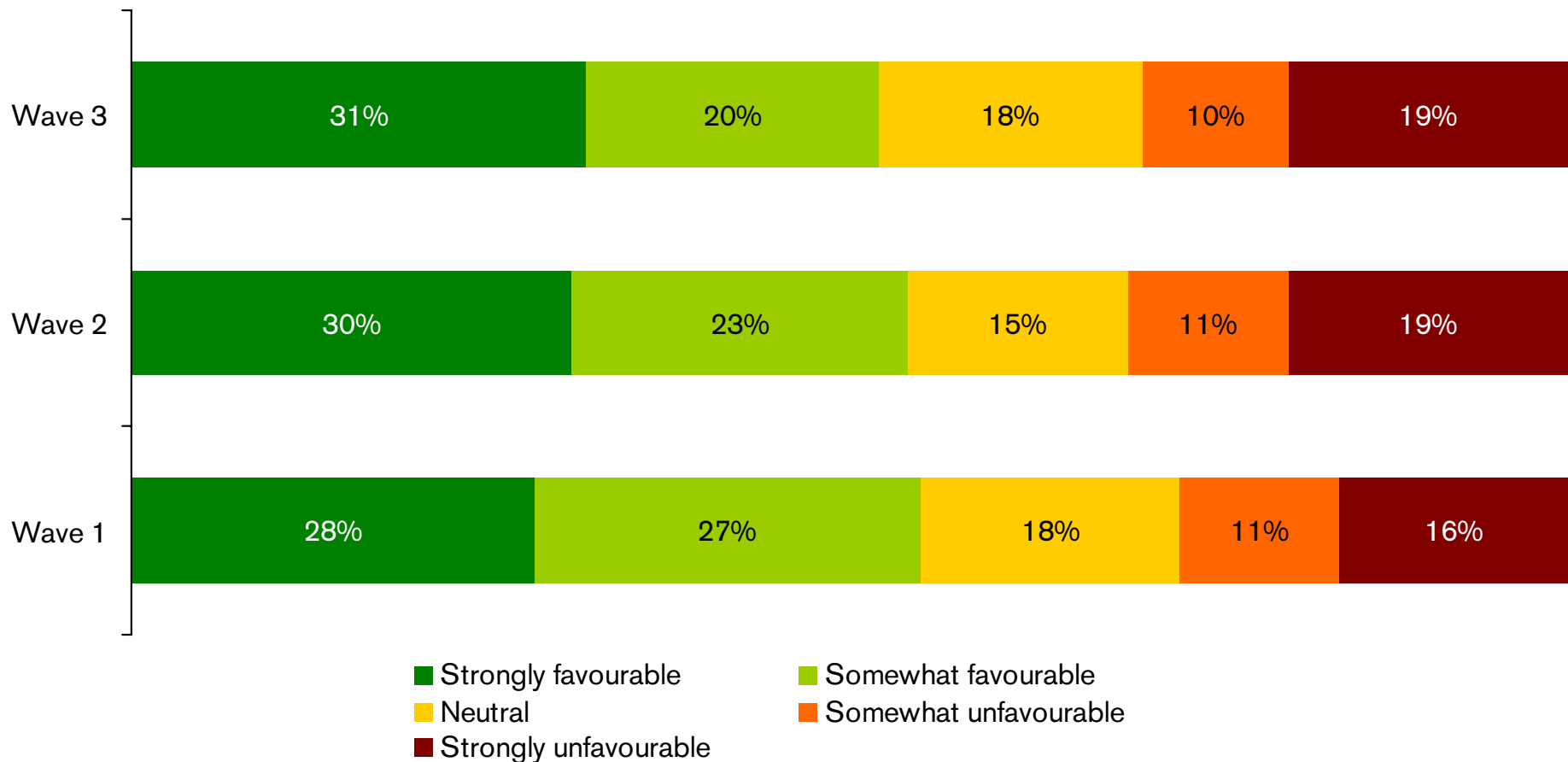


Quebec



Leader Favourables – Gilles Duceppe

Q Now we are going to provide you with several names of public figures. Please indicate whether or not you have heard of that person and, if so, whether you have a strongly favourable, somewhat favourable, neutral, somewhat unfavourable or very unfavourable impression of that person. **Gilles Duceppe**

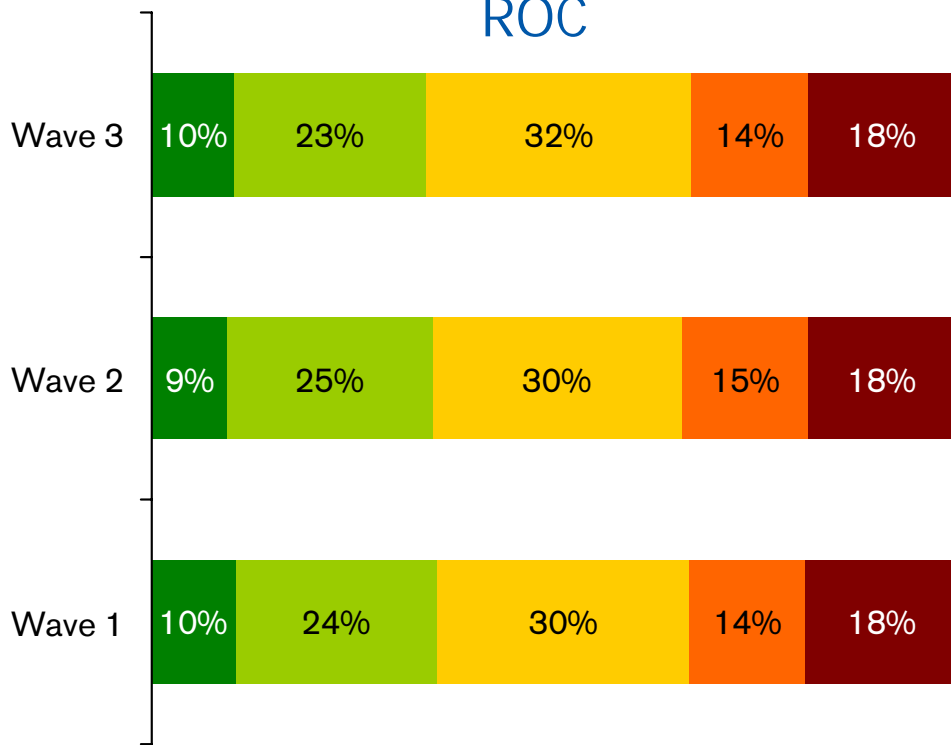


Leader Favourables – Elizabeth May

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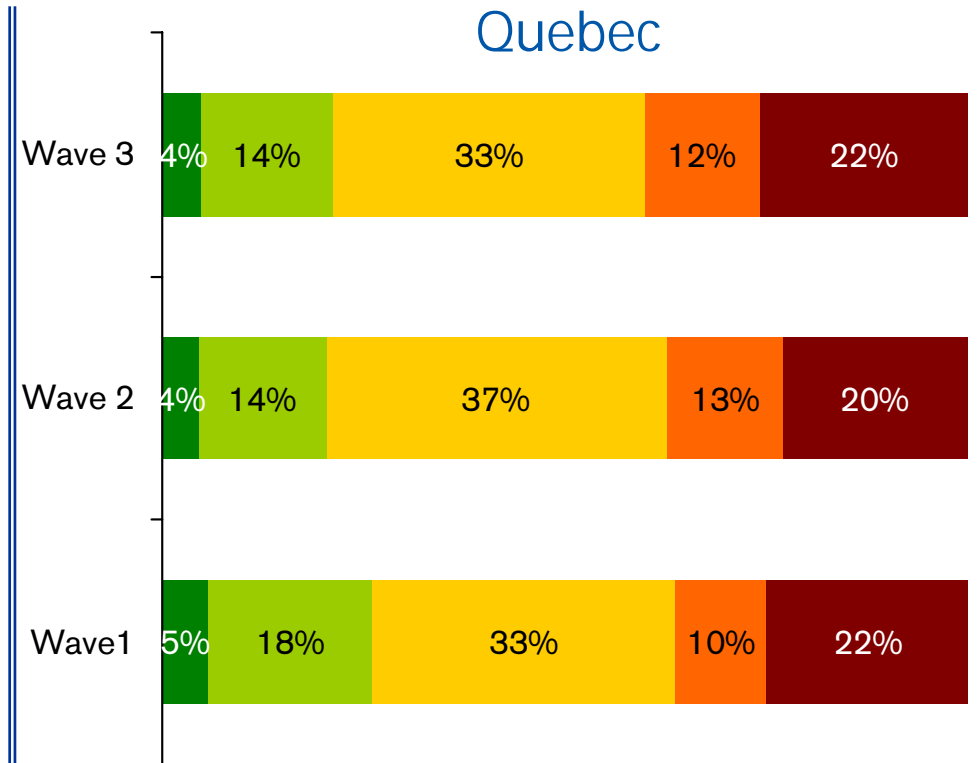
Elizabeth May

ROC



■ Strongly favourable ■ Somewhat favourable
■ Neutral ■ Somewhat unfavourable
■ Strongly unfavourable

Quebec

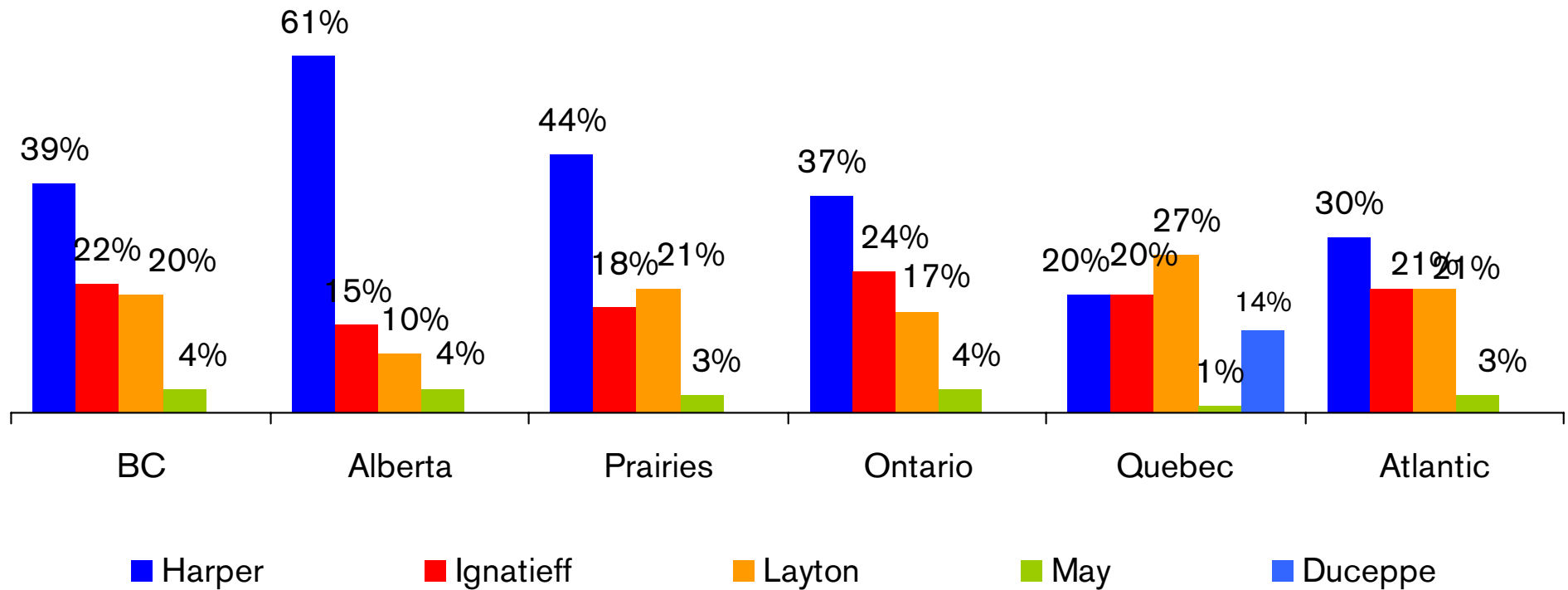


■ Strongly favourable ■ Somewhat favourable
■ Neutral ■ Somewhat unfavourable
■ Strongly unfavourable

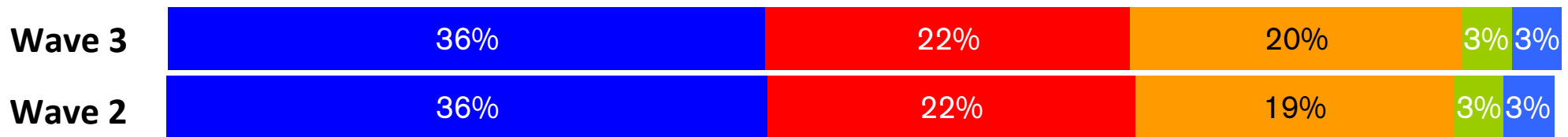


Best Prime Minister by Region (Wave 3)

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



Best Prime Minister (National)



Campaign Discourse and Events

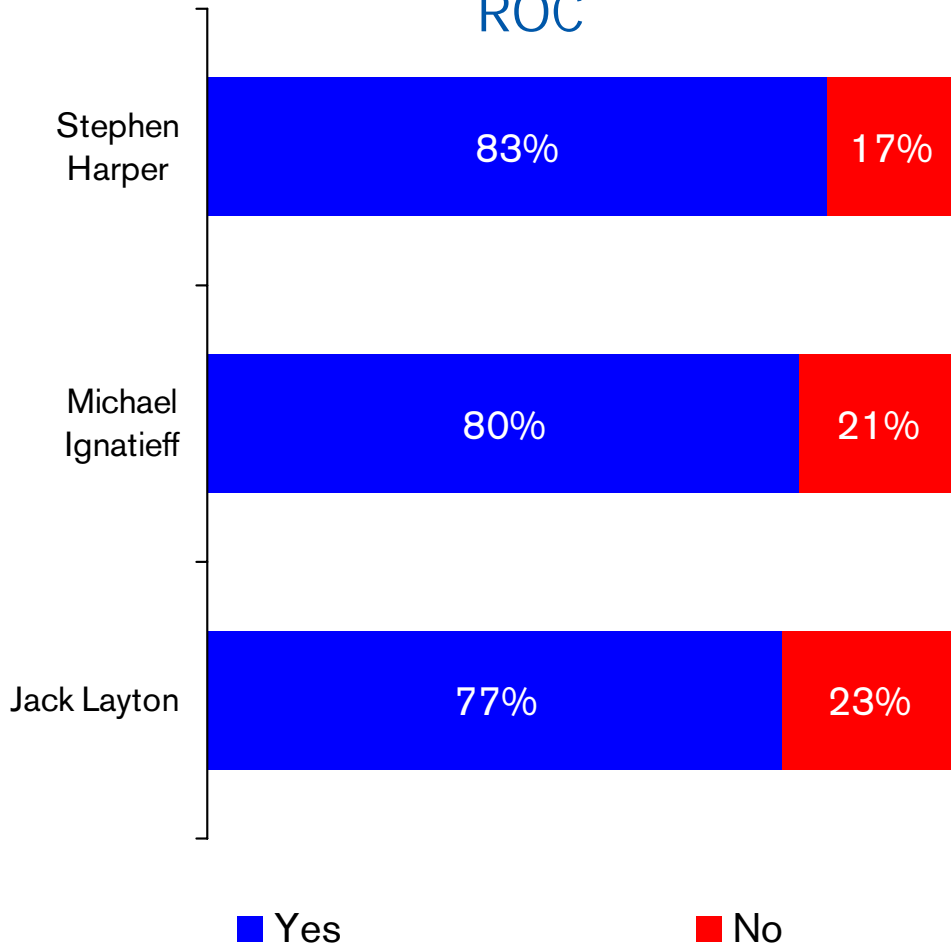


Awareness by Campaign

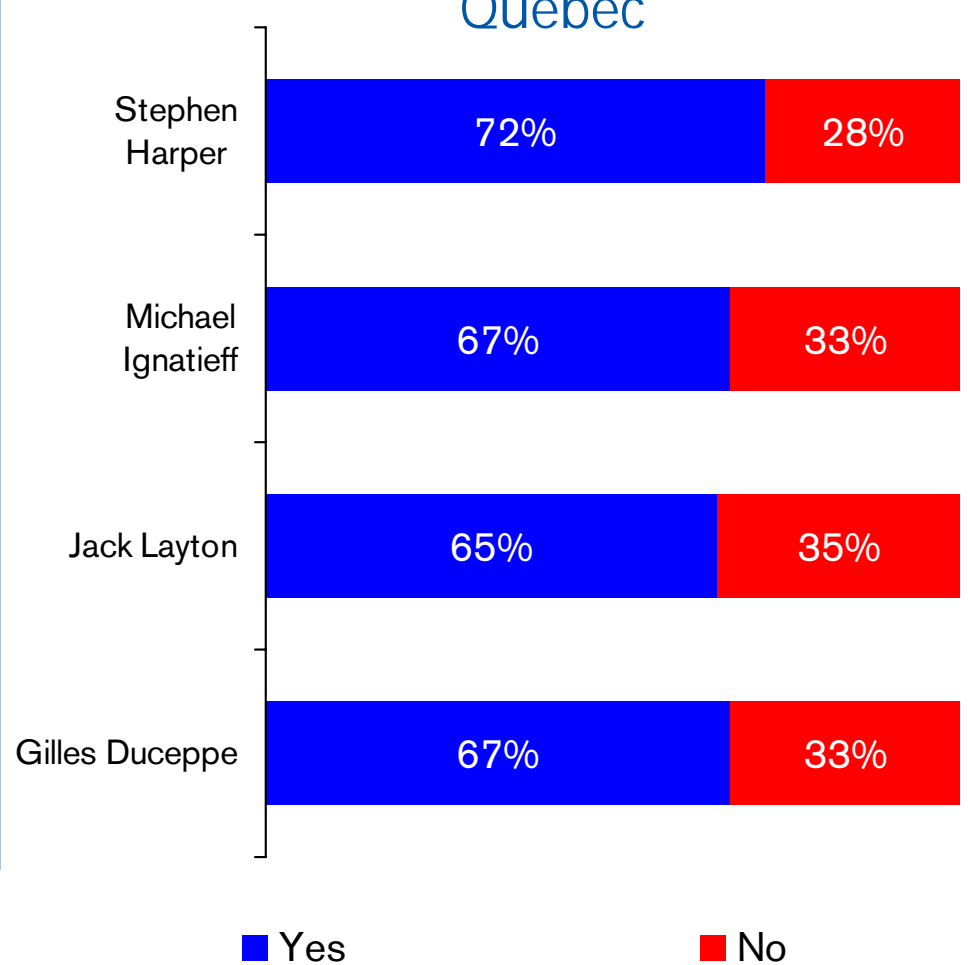


Have you read, seen or heard anything about...

ROC



Quebec

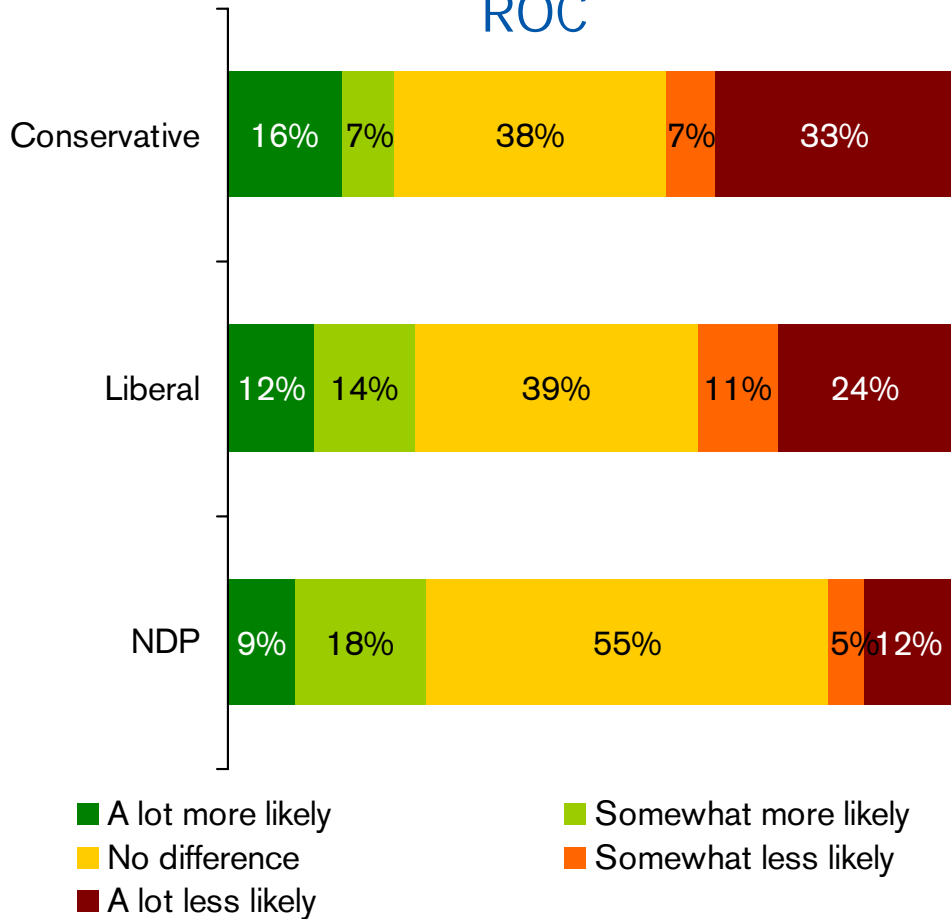


Tory appeal limited while NDP impress the most

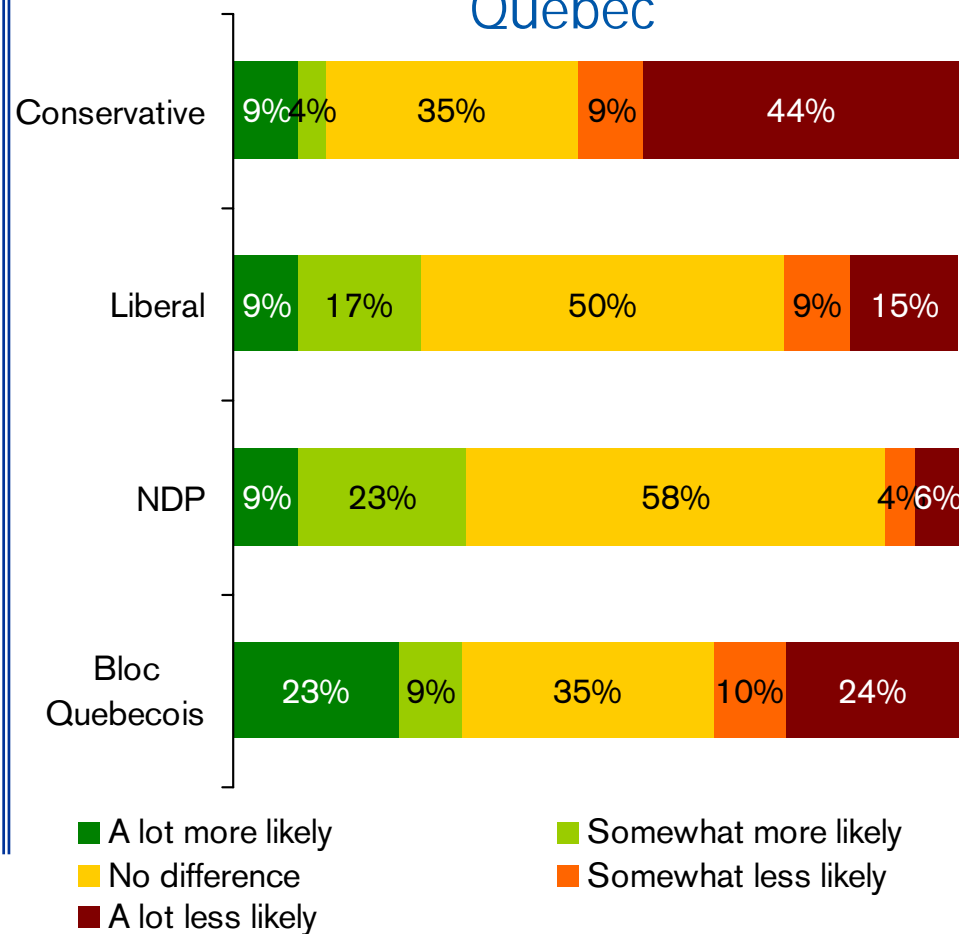


Did what you read, saw or heard leave you feeling more or less likely to vote...

ROC



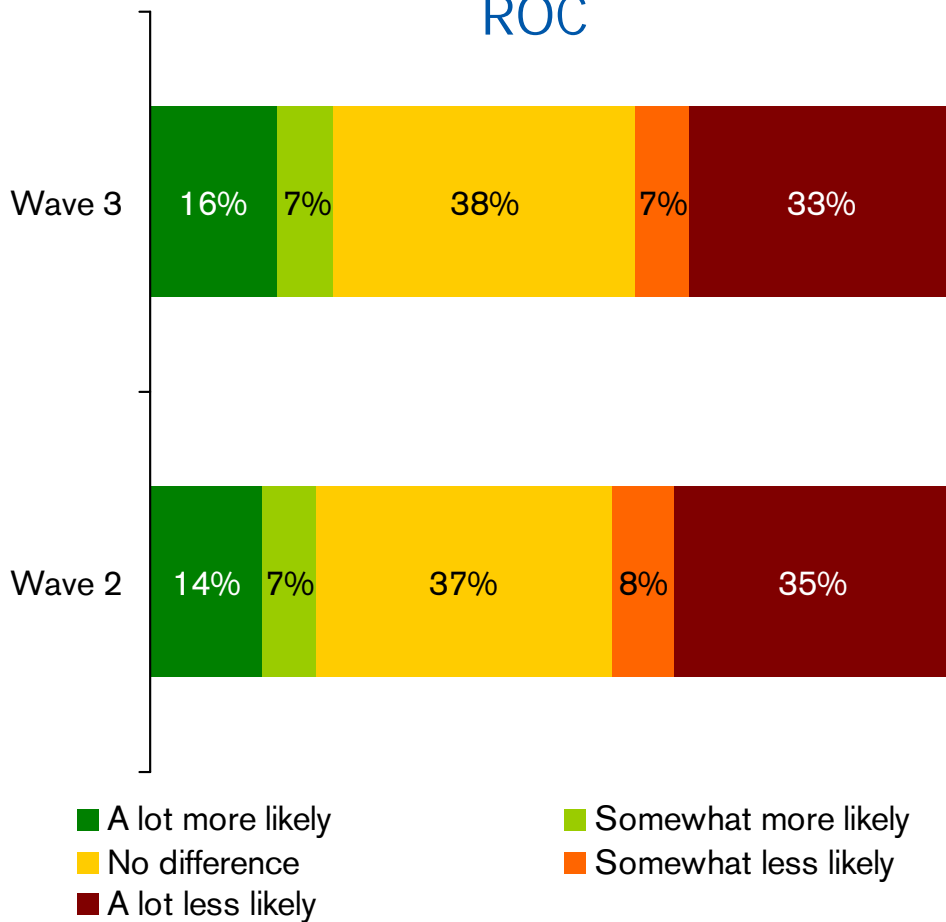
Quebec



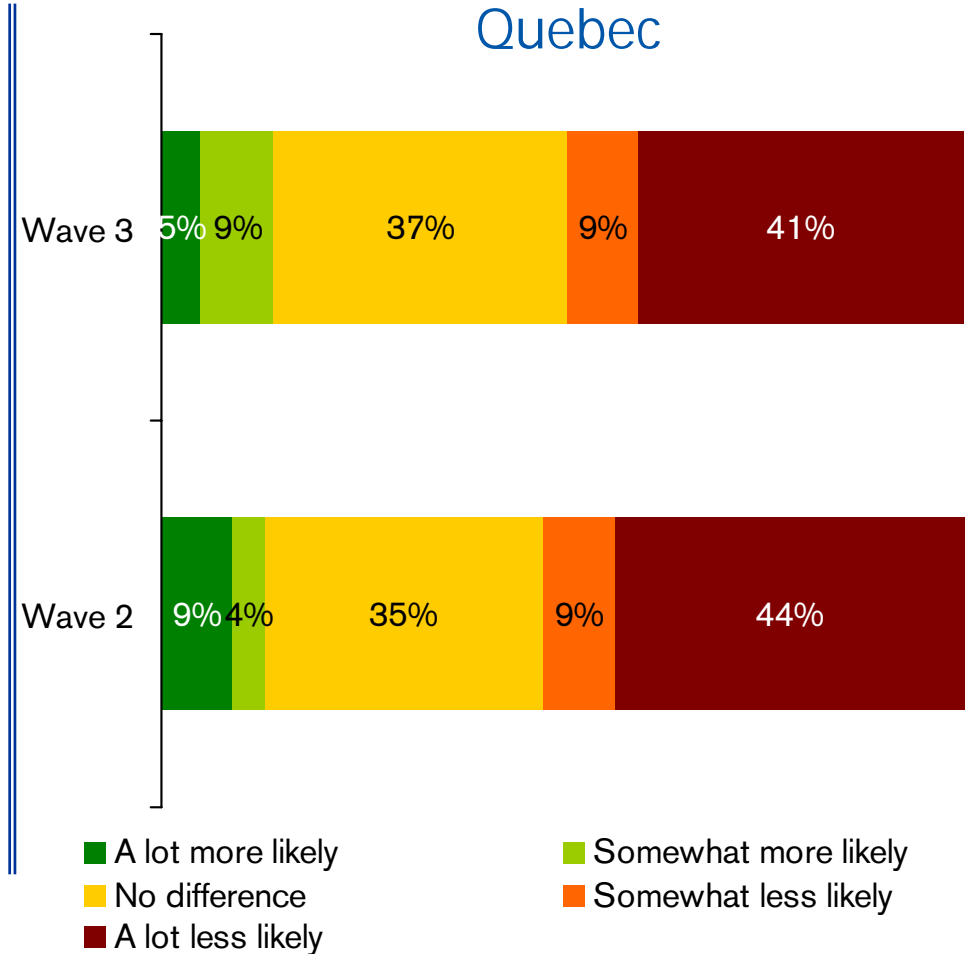
Conservative campaign impact statistically unchanged

Q Did what you read, saw or heard leave you feeling more or less likely to vote for the Conservatives

ROC

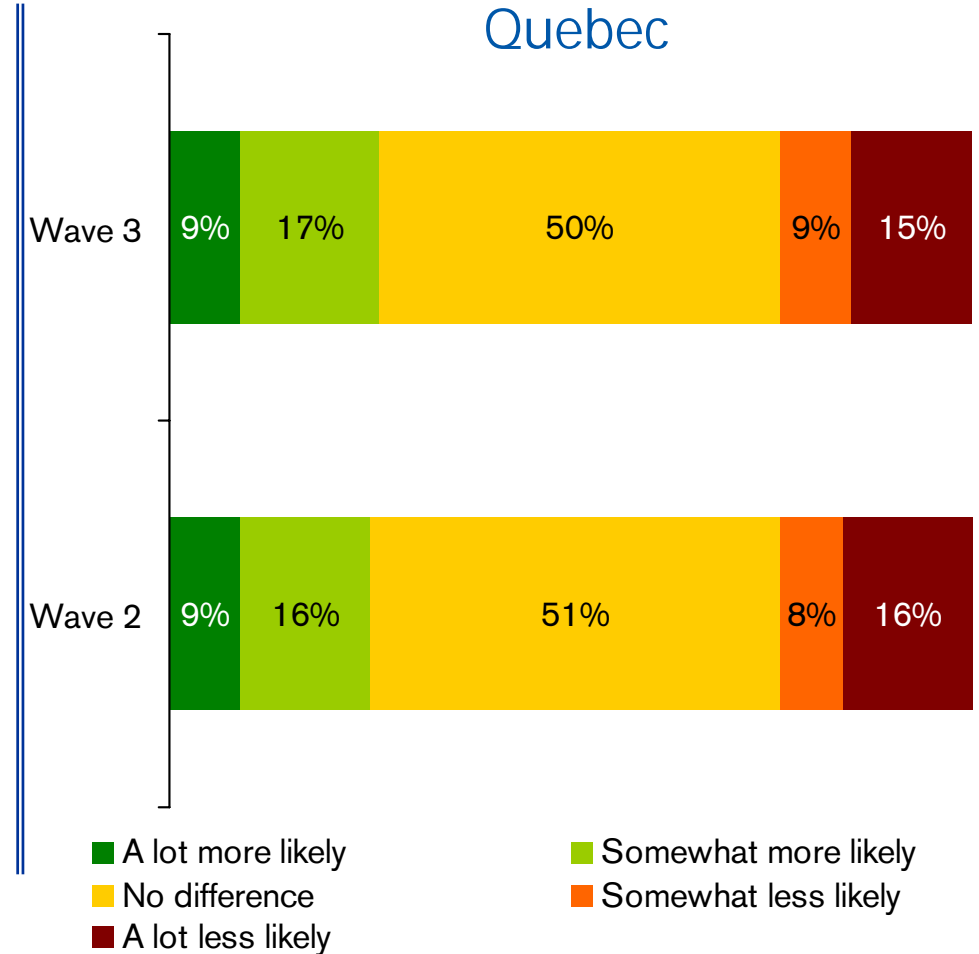
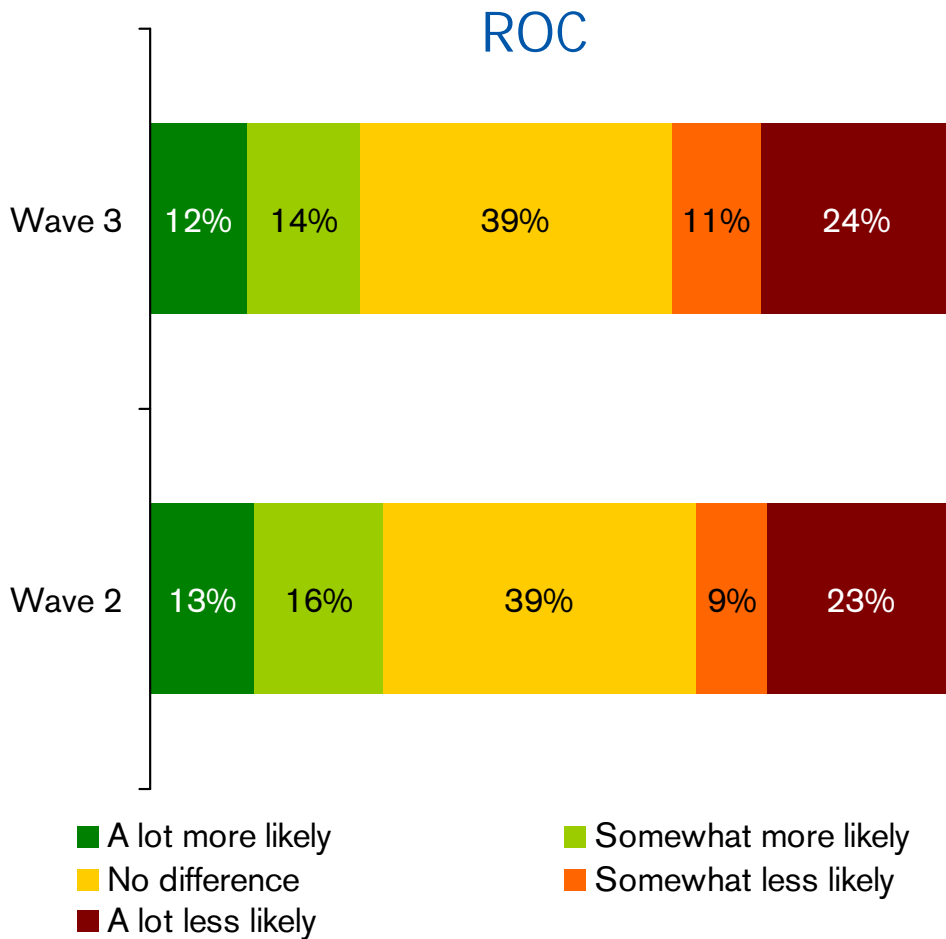


Quebec



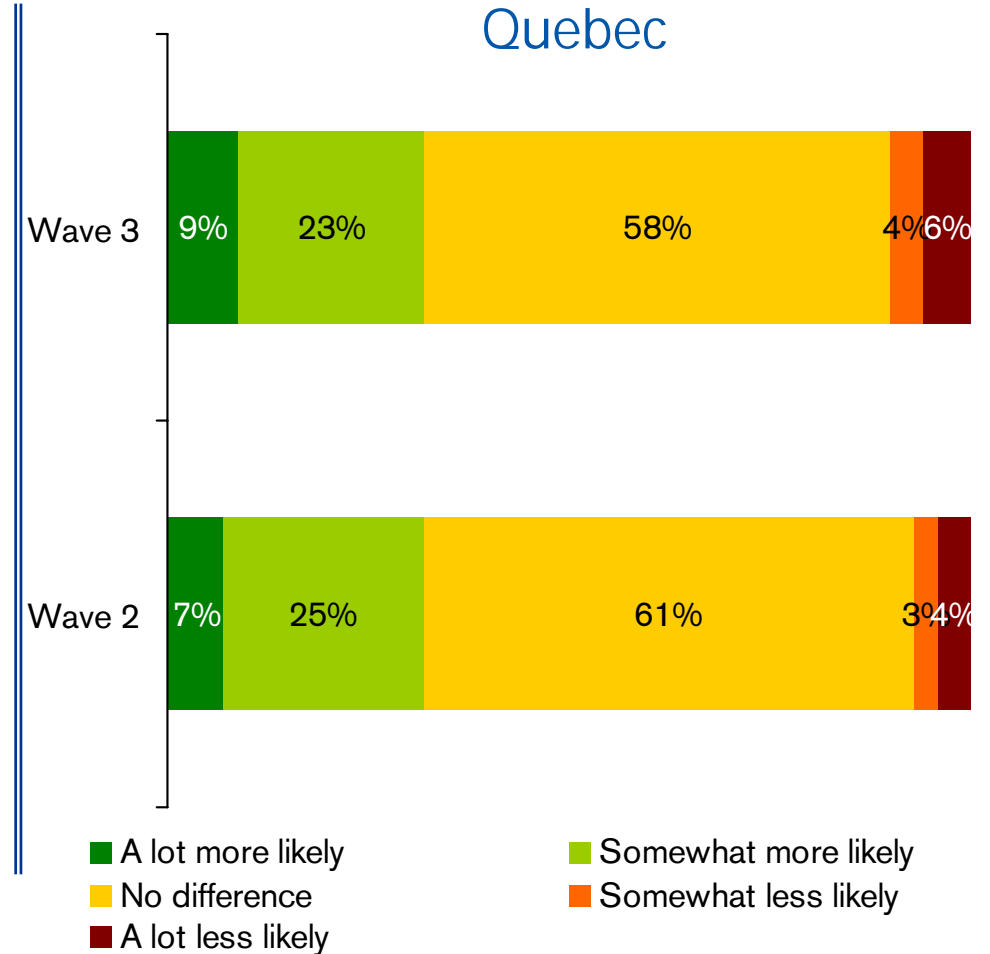
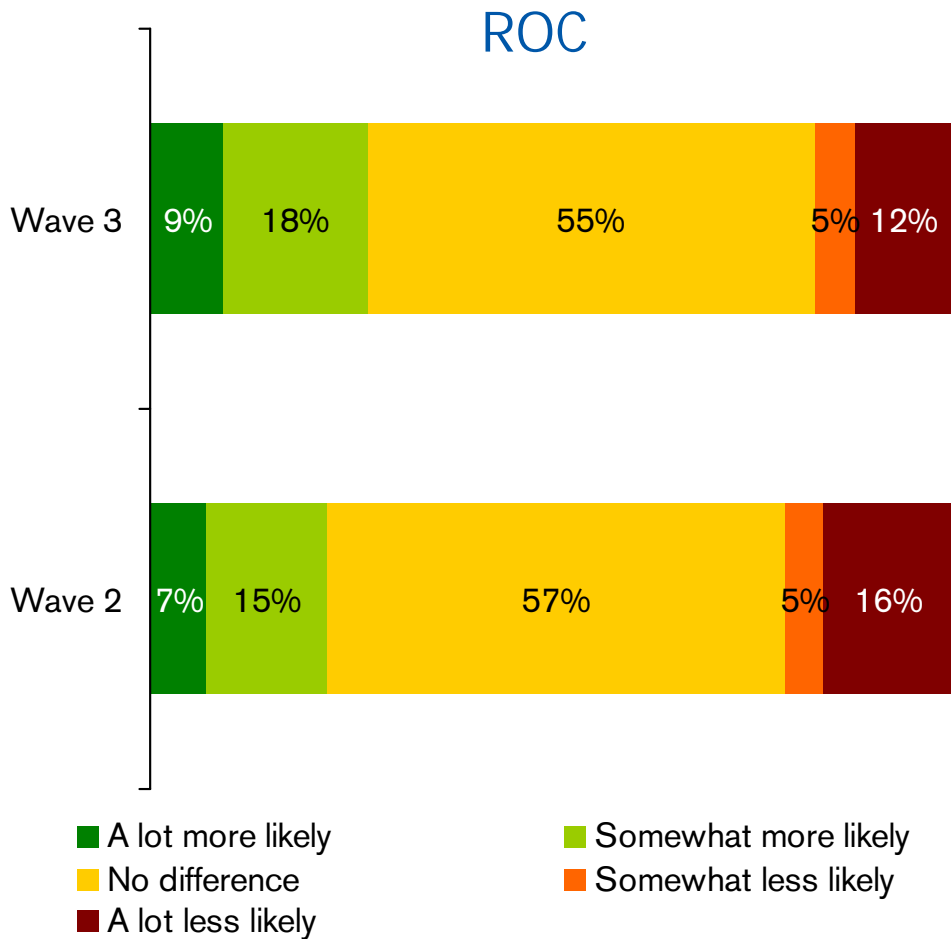
Liberal campaign impact statistically unchanged

Q Did what you read, saw or heard leave you feeling more or less likely to vote for the Liberals



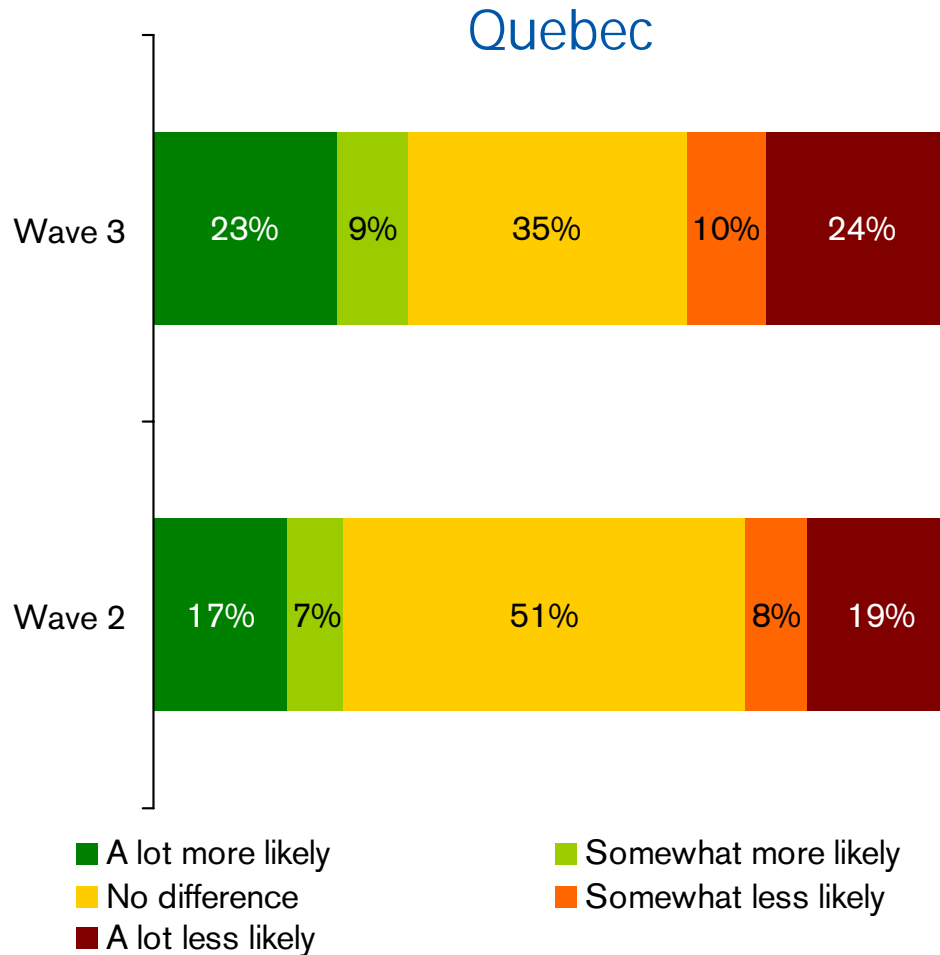
NDP pick up steam in ROC

Q Did what you read, saw or heard leave you feeling more or less likely to vote for the NDP



Bloc campaign more polarizing in third week

Q Did what you read, saw or heard leave you feeling more or less likely to vote the Bloc...

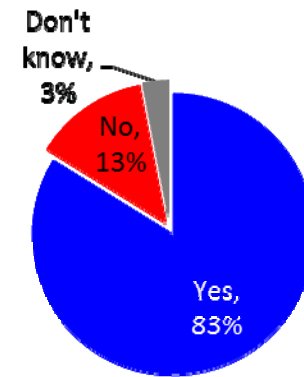


Auditor General's Report

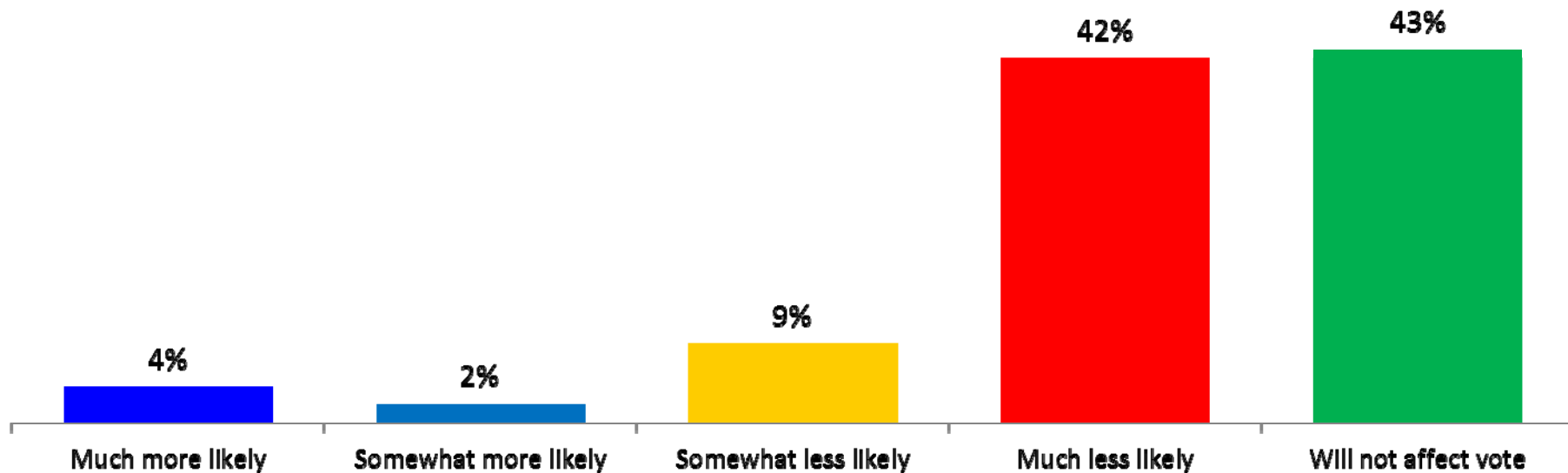


G8 and G20 spending story very negative for Conservatives with 85% less likely to support them

Q Have you read, seen or heard anything about a preliminary report by the Auditor General into questionable spending decisions in connection with the G8 and G20 summits?

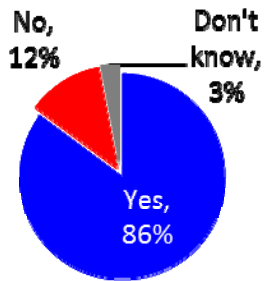


Q Did that coverage leave you more or less likely to vote Conservative?



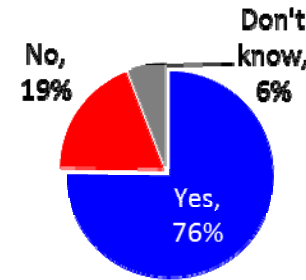
G8 and G20 spending very negative for Conservatives, especially in Quebec

Q Have you read, seen or heard anything about a preliminary report by the Auditor General into questionable spending decisions in connection with the G8 and G20 summits?

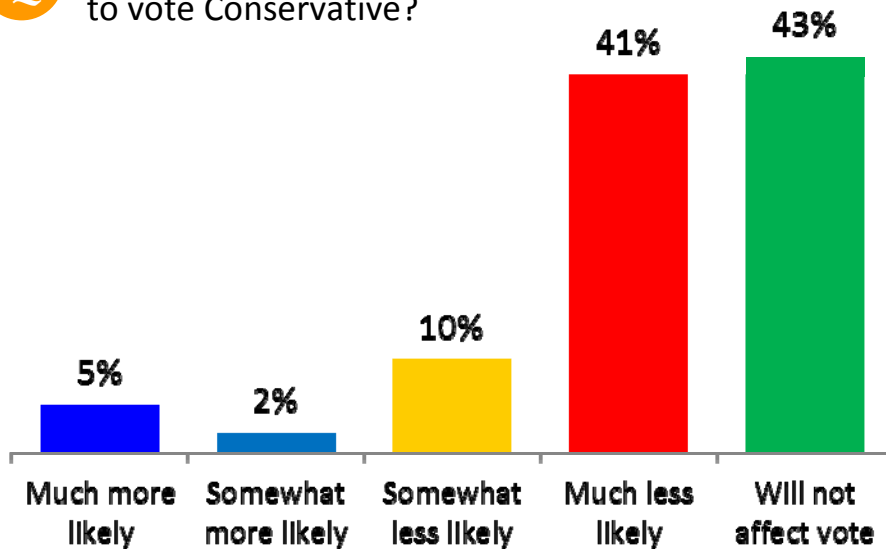


ROC

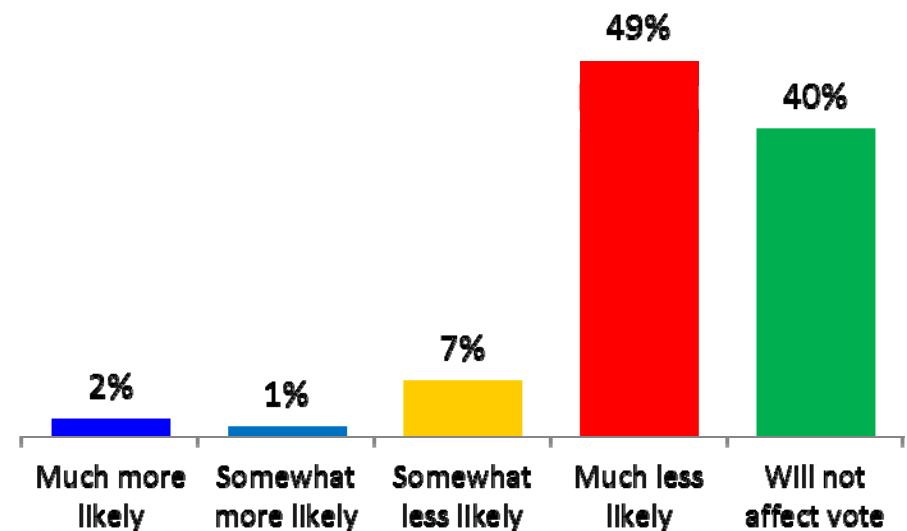
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Q Did that coverage leave you more or less likely to vote Conservative?



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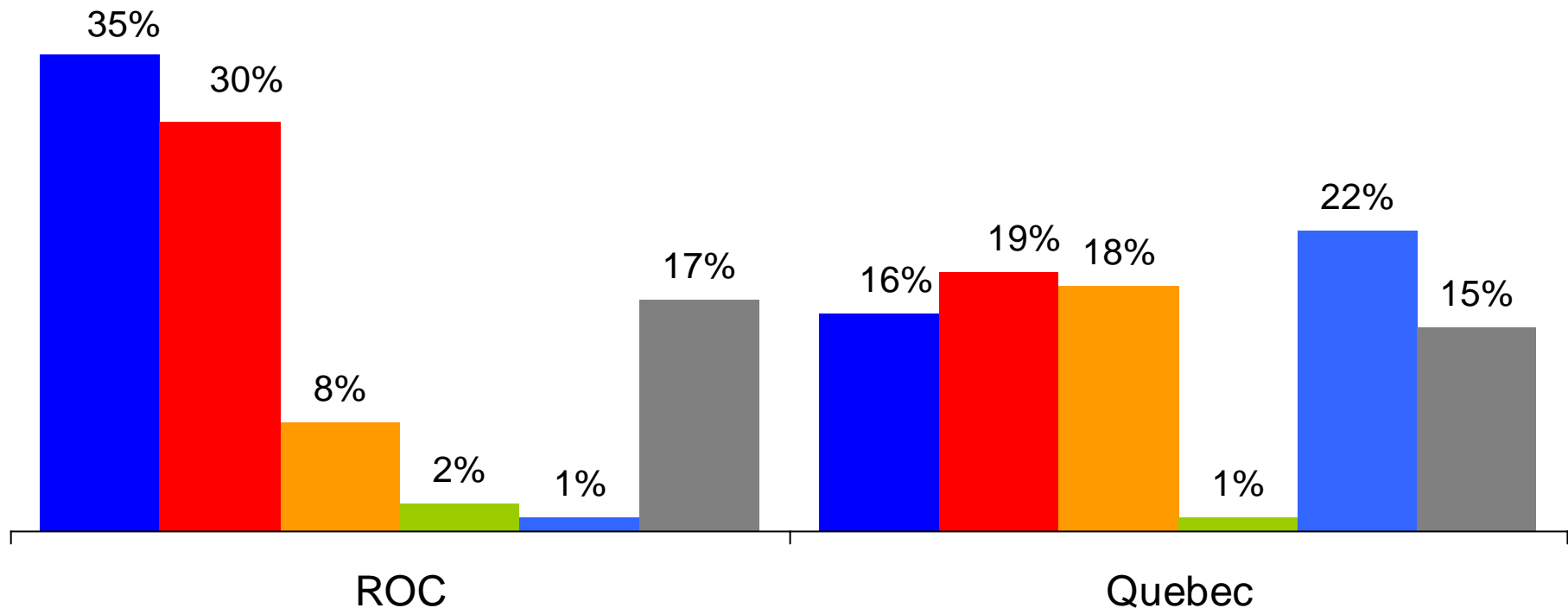


Dealing with the Parti Quebecois



Conservatives top party to deal with Bloc Quebecois in ROC; Bloc favoured in Quebec

Q If the Parti Quebecois win the next Quebec provincial election and Quebec sovereignty becomes a national issue again, which federal party do you feel is best to deal with the new Parti Quebecois government?



■ The Conservative Party ■ The Liberal Party ■ NDP ■ Green ■ Bloc Quebecois ■ Undecided/Don't know



Best party to deal with PQ by current vote

Best Party to deal with PQ	Current Vote					
	Conservative	Liberal	NDP	Bloc	Green	Undecided
Conservatives	76%	2%	3%	5%	13%	11%
Liberals	3%	77%	21%	6%	25%	20%
NDP	1%	3%	42%	23%	5%	8%
Bloc	1%	2%	7%	46%	1%	4%
Undecided	11%	12%	20%	10%	24%	42%
None	7%	4%	6%	10%	9%	15%



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