

Innovative Research Group, Inc.

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Toronto :: Vancouver



Pre-Election Survey 2015



Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from July 24th to July 30th, 2015.
- This online survey of 2,833 Canadians was conducted on INNOVATIVE's Canada 20/20 national panel.
- 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. Each survey is administered to a series of randomly selected samples from the panel.
- 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 the online survey was not a random probability based sample, a margin of error could 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?

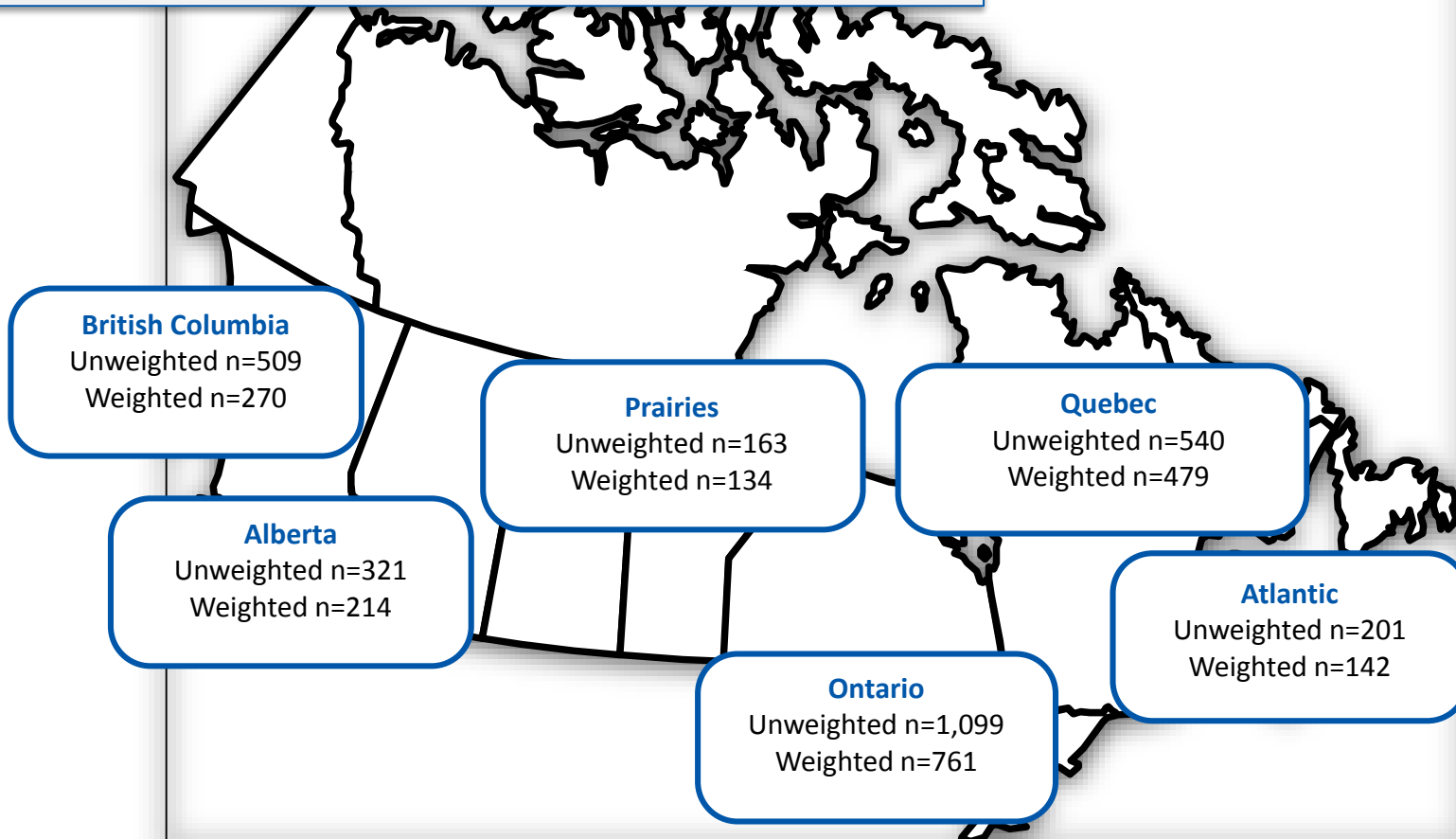
Regional groupings include:

- 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=2833

Weighted n=2,000

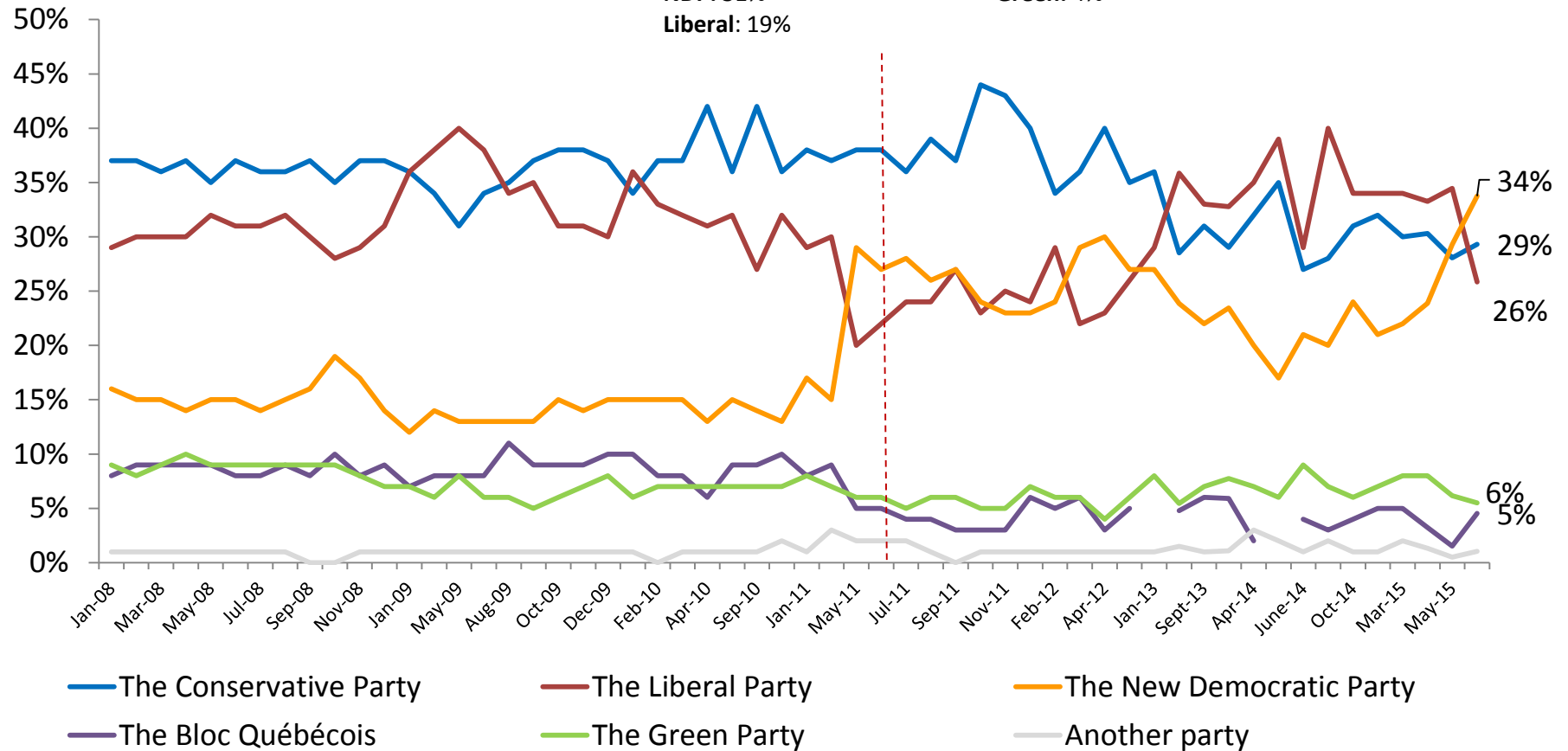


Decided Federal Vote: NDP jumps into lead since May poll

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%



Riding Clusters

- Parties have to win seats not votes, and so for the 2015 election Innovative has identified 9* key clusters of ridings based on the 2011 election results (as transposed to the new boundaries by Elections Canada) and the geography of the ridings.
- Each respondent in the sample is sorted into their particular federal electoral district and so that results can be presented based on the type of riding that a respondent lives in.

Cluster	Number of ridings	July 2015 N size	Description
Rural CPC Blowouts	66	437	Rural; CPC wins by over 25 points
Urban/Suburban CPC Blowouts	36	363	Urban/Suburban, CPC wins by over 25 points
CPC Strong Wins	33	298	CPC wins by over 15 points
CPC-NDP Race	33	295	CPC-NDP races within 15 points
LPC 2-way races or strong wins	45	395	LPC 2-way races and wins by over 15 points
NDP Strong Wins	42	297	NDP wins by over 15 points
NDP Blowouts	22	217	NDP wins by over 25 points
BQ Competitive	21	149	BQ 2-way and 3-way races
NDP-LPC-CPC 3 way races	38	357	3 way races between NDP-LPC-CPC

*Two ridings are also classified as “Other” because they do not fit into any of the major designations

Decided vote by riding clusters

Riding Clusters	Data Source	Conservative	Liberal	NDP	Bloc Quebecois	Green Party	Other	Total
Rural CPC Blowouts	2015 IRG.29 Poll	44.3%	23.3%	23.3%		8.4%	0.4%	100%
	2011 Election Results	62.9%	11.4%	19.9%	0.0%	4.6%	1.2%	
Urban/Suburban CPC Blowouts	2015 IRG.29 Poll	42.1%	24.4%	28.2%		3.8%	1.4%	100%
	2011 Election Results	59.9%	16.4%	18.0%	0.0%	5.1%	0.7%	
CPC Strong Wins	2015 IRG.29 Poll	35.1%	21.4%	32.1%	1.8%	8.3%	1.2%	100%
	2011 Election Results	50.1%	20.5%	23.7%	0.7%	3.5%	1.4%	
NDP Strong Wins	2015 IRG.29 Poll	20.6%	18.2%	44.4%	12.1%	3.7%	0.9%	100%
	2011 Election Results	18.0%	12.8%	48.5%	17.6%	2.4%	0.7%	
NDP Blowouts	2015 IRG.29 Poll	18.2%	29.9%	41.6%	6.6%	3.6%		100%
	2011 Election Results	17.5%	15.3%	55.7%	7.7%	3.3%	0.5%	
CPC NDP Races	2015 IRG.29 Poll	26.3%	22.2%	40.4%	4.7%	4.7%	1.2%	100%
	2011 Election Results	42.8%	9.0%	40.9%	3.1%	3.7%	0.6%	
LPC 2-way races or strong wins	2015 IRG.29 Poll	22.7%	35.9%	30.5%	2.3%	7.0%	1.9%	100%
	2011 Election Results	35.0%	39.2%	21.0%	1.5%	2.9%	0.5%	
BQ Competitive	2015 IRG.29 Poll	14.5%	17.3%	42.7%	22.7%	2.7%		100%
	2011 Election Results	15.1%	12.4%	39.0%	31.0%	2.1%	0.3%	
NDP-LPC-CPC 3 way races	2015 IRG.29 Poll	27.4%	34.3%	31.7%	1.7%	3.9%	0.9%	100%
	2011 Election Results	31.9%	34.8%	27.8%	1.1%	3.9%	0.4%	
Total	2015 IRG.29 Poll	29.3%	25.8%	33.7%	4.6%	5.6%	1.0%	100%
	2011 Election Results	40.4%	19.4%	30.2%	5.4%	3.8%	0.8%	

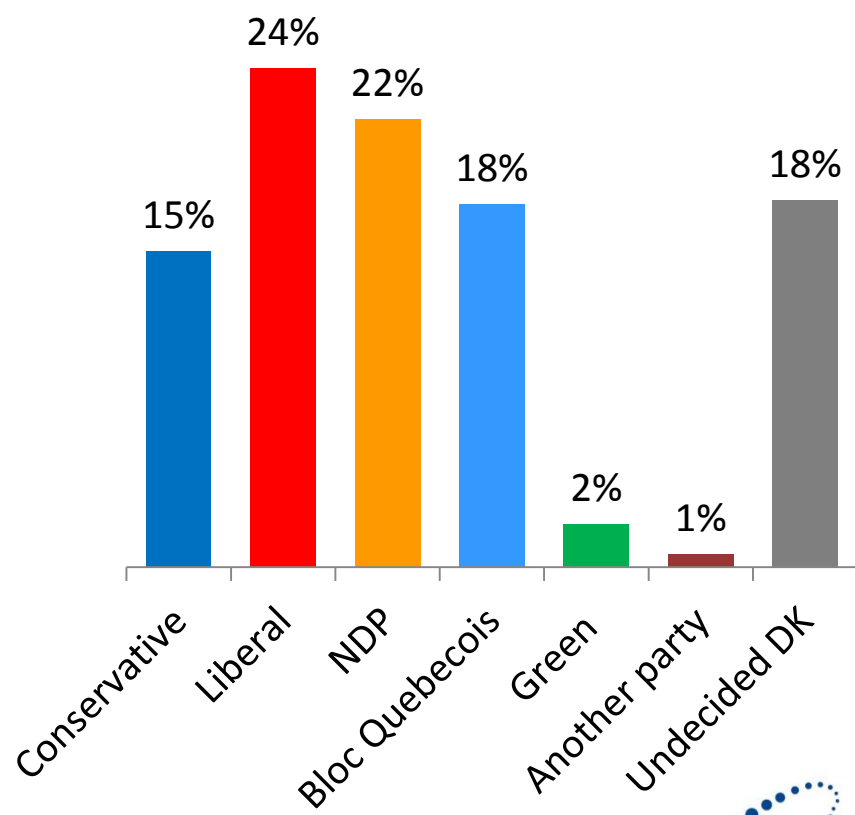
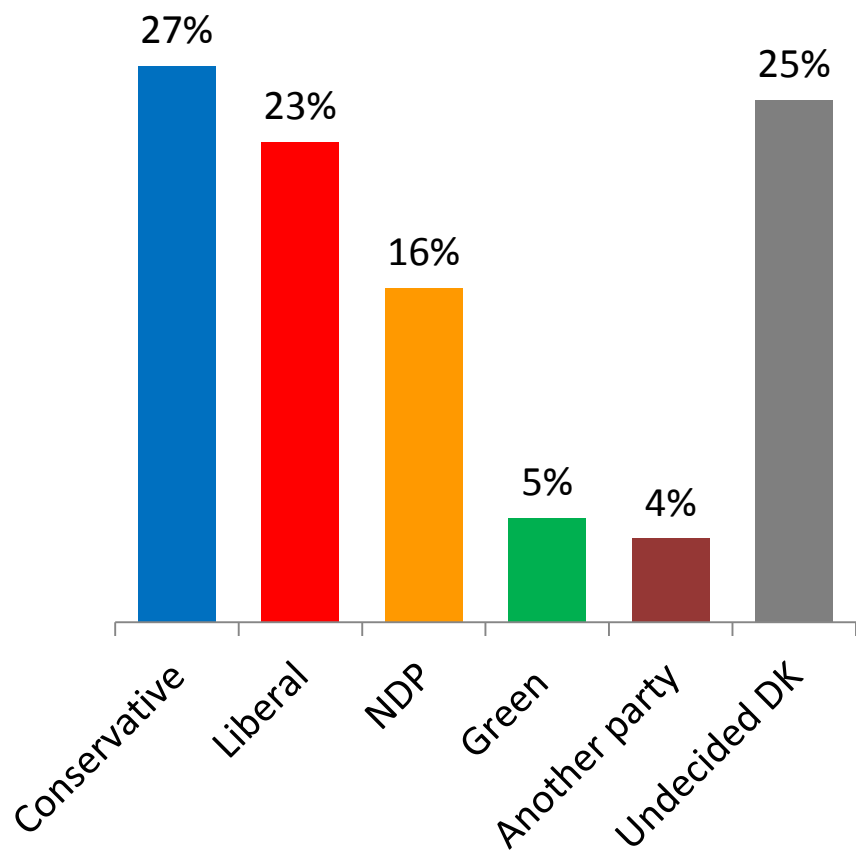
Party ID: Conservatives have strongest ID in ROC, Liberals strongest in Quebec despite NDP vote strength



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

Rest of Canada

Quebec



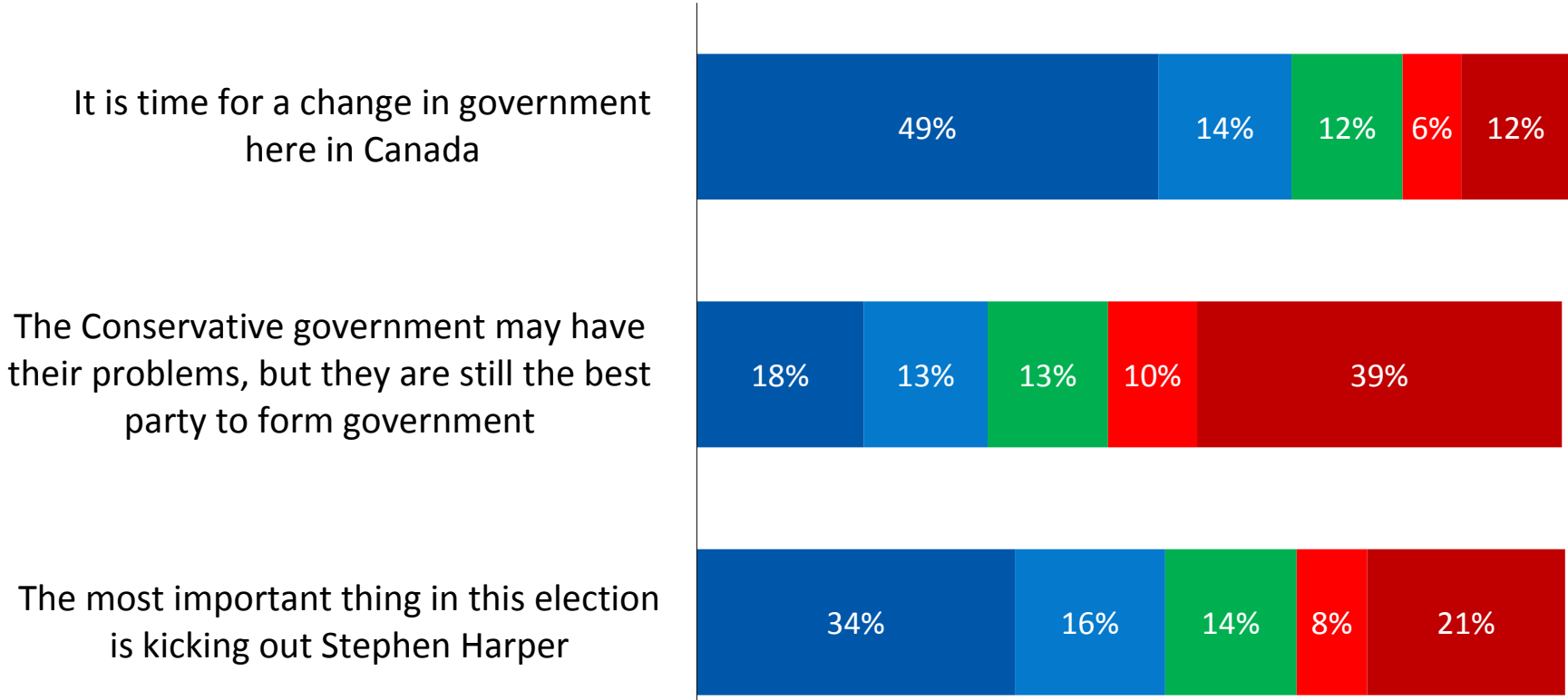
Note: 'Would not vote' (3%) not shown

Vote by Party ID: NDP captures 87% of NDP identifiers, higher than any other party

	Party Identification						
		Conservative	Liberal	NDP	Green/ Other	Bloc	Unaligned
Federal Vote	Conservative	80%	6%	3%	15%	2%	15%
	Liberal	7%	69%	6%	15%	0%	14%
	NDP	8%	20%	87%	25%	21%	23%
	Green/Other	2%	2%	2%	34%	1%	5%
	Bloc	1%	0%	1%	1%	74%	1%

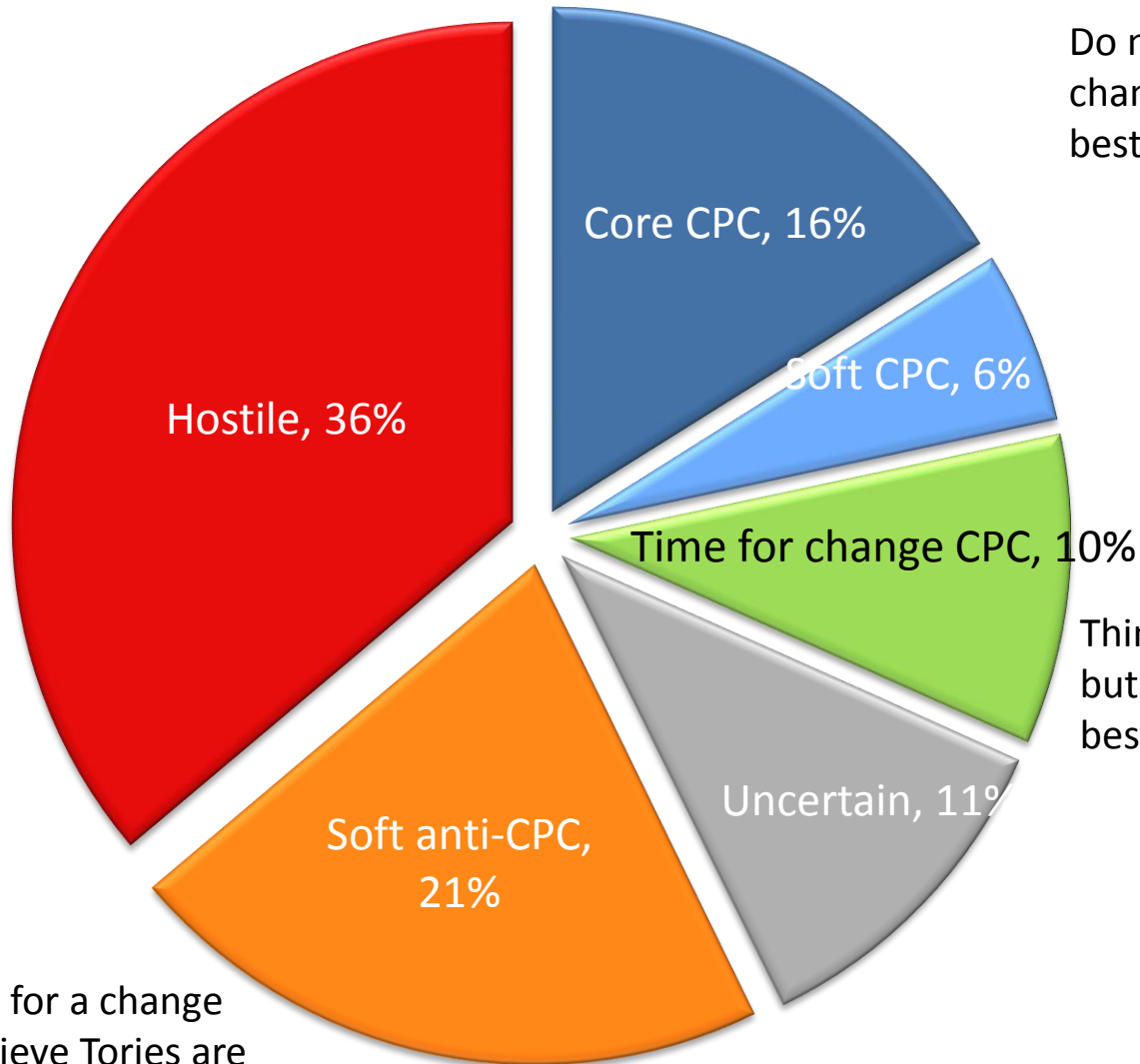
Time for change: 63% say it is time for a change in government

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



Do not think it is time for a change and agree Tories are best to form government

Think it is time for a change but believe Tories are still best to form government

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

40% of Time for a change Tories are voting CPC

Time for a change segmentations

	Core CPC	Soft CPC	Time-for-change	Uncertain	Soft anti-CPC	Hostile
CPC	95%	68%	40%	13%	4%	0%
Liberal	2%	12%	23%	12%	32%	33%
NDP	1%	7%	21%	14%	35%	52%
Bloc Quebecois	1%	2%	5%	4%	7%	4%
Green Party	1%		4%	4%	7%	7%
Undecided/Would not vote	1%	8%	6%	54%	15%	4%

Combined Vote



Research-based strategic advice.

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