

Innovative Research Group, Inc.

www.innovativeresearch.ca

Toronto :: Vancouver



2015 Election Polling Wave 2: Campaign Dynamics



Methodology

Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from August 24th to August 31st, 2015. In the following slides we will refer to data from this poll as “Wave 2 (August)”.
- This online survey of 3,631 Canadians was conducted using both INNOVATIVE’s Canada 20/20 national panel (n=1,557) and additional sample provided by Survey Sampling International (n=2,074). This release uses the same sample as the poll released by INNOVATIVE on August 28th with additional online panelists allowed to complete the survey until August 31st to provide larger provincial oversamples.
- 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 2,500.
- 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?

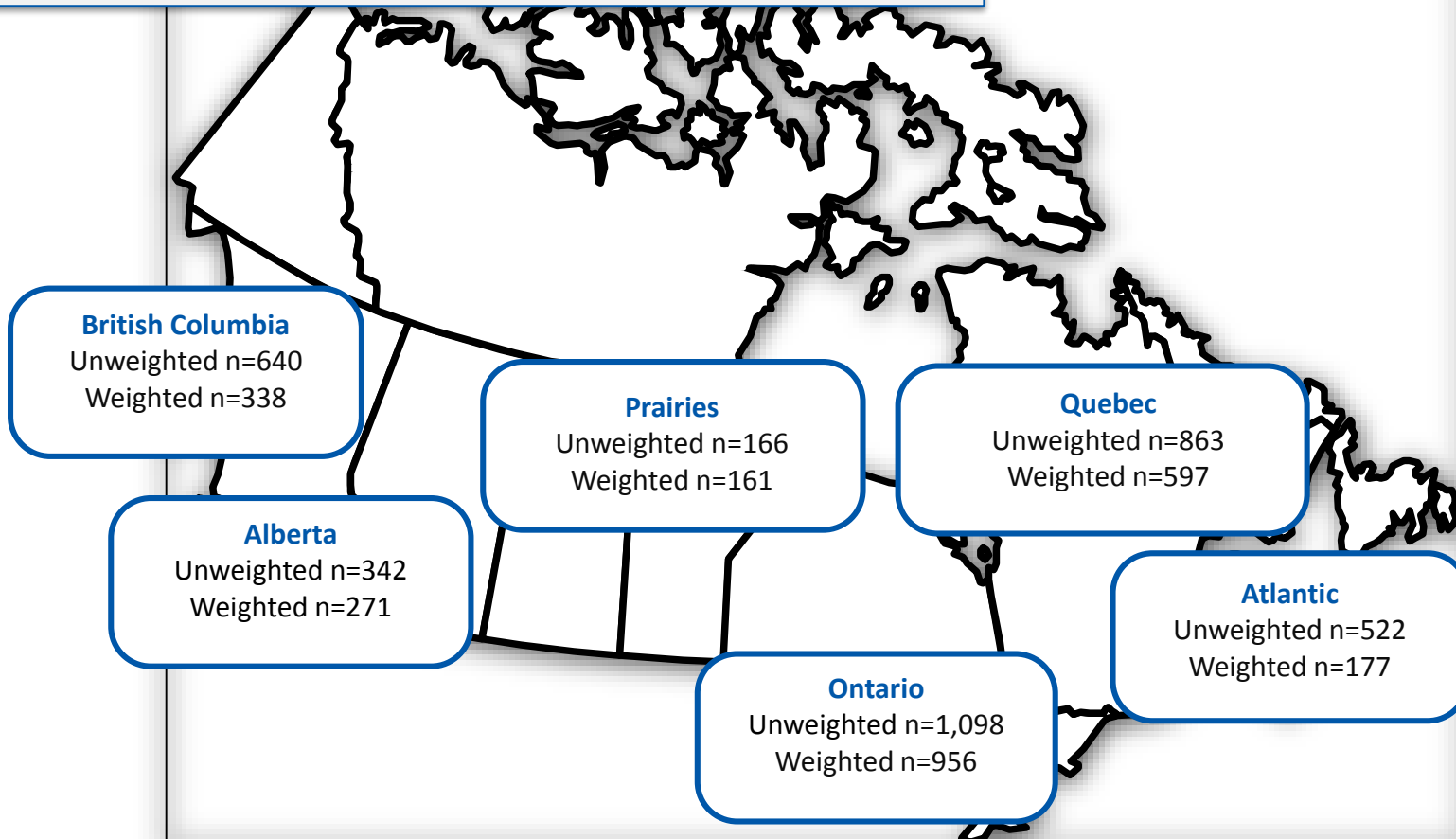
Regional groupings include:

- 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=3,631

Weighted n=2,500



Riding Clusters

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	August 2015 N size (unweighted)	Description
Rural CPC Blowouts	66	571	Rural; CPC wins by over 25 points
Urban/Suburban CPC Blowouts	36	377	Urban/Suburban, CPC wins by over 25 points
CPC Strong Wins	33	386	CPC wins by over 15 points
CPC-NDP Race	33	368	CPC-NDP races within 15 points
LPC 2-way races or strong wins	45	465	LPC 2-way races and wins by over 15 points
NDP Strong Wins	42	442	NDP wins by over 15 points
NDP Blowouts	22	286	NDP wins by over 25 points
BQ Competitive	21	256	BQ 2-way and 3-way races
NDP-LPC-CPC 3 way races	38	452	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

		Conservative	Liberal	NDP	Bloc Quebecois	Green Party	Other
Rural CPC Blowouts	2011 Election	63%	11%	20%	0%	5%	1%
	July 2015	44%	23%	23%		8%	1%
	August 2015	40%	27%	23%		9%	1%
Urban/Suburban CPC Blowouts	2011 Election	60%	16%	18%	0%	5%	1%
	July 2015	42%	24%	28%		4%	1%
	August 2015	44%	25%	26%		4%	2%
CPC Strong Wins	2011 Election	50%	20%	24%	1%	4%	1%
	July 2015	35%	21%	32%	2%	8%	1%
	August 2015	31%	30%	30%	1%	7%	1%
CPC NDP Race	2011 Election	43%	9%	41%	3%	4%	1%
	July 2015	26%	22%	40%	5%	5%	2%
	August 2015	28%	26%	38%	4%	5%	0%
LPC 2-way races or strong wins	2011 Election	35%	39%	21%	1%	3%	0%
	July 2015	23%	36%	30%	2%	7%	2%
	August 2015	27%	33%	32%	1%	5%	1%
NDP Strong Wins	2011 Election	18%	13%	48%	18%	2%	1%
	July 2015	21%	18%	44%	12%	4%	1%
	August 2015	18%	20%	43%	14%	5%	1%
NDP Blowouts	2011 Election	17%	15%	56%	8%	3%	0%
	July 2015	18%	30%	42%	7%	4%	
	August 2015	21%	26%	42%	6%	4%	1%
BQ Competitive	2011 Election	15%	12%	39%	31%	2%	0%
	July 2015	15%	17%	43%	23%	3%	
	August 2015	12%	22%	44%	20%	2%	1%
NDP-LPC-CPC 3 way races	2011 Election	32%	35%	28%	1%	4%	0%
	July 2015	27%	34%	32%	2%	4%	1%
	August 2015	30%	33%	32%	1%	4%	1%