

Innovative Research Group, Inc.

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Toronto :: Vancouver



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# 2015 Election Polling Wave 3: Spotlight Controversies Deck

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# Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 4<sup>th</sup> to September 10<sup>th</sup>, 2015. In the following slides we will refer to data from this poll as “Wave 3 (September)”.
- This online survey of 2,121 Canadians was conducted using both INNOVATIVE’s Canada 20/20 national panel (n=1,496) and additional sample provided by Survey Sampling International (n=624).
- Tracking is drawn from two previous waves of online polling: “Wave 1 (July)” from July 24<sup>th</sup>-30<sup>th</sup>, 2015, n=2833; and “Wave 2 (August)” from August 24<sup>th</sup> to August 31<sup>st</sup>, 2015, n=3,631.
- 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. While the first two waves of tracking applied a party ID weight based on our most recent telephone data, no such data was available for this wave. Only our standard demographic weights are applied.
- Because the sample included oversamples in some smaller provinces, the final weighted sample size is N=1,500.
- 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?

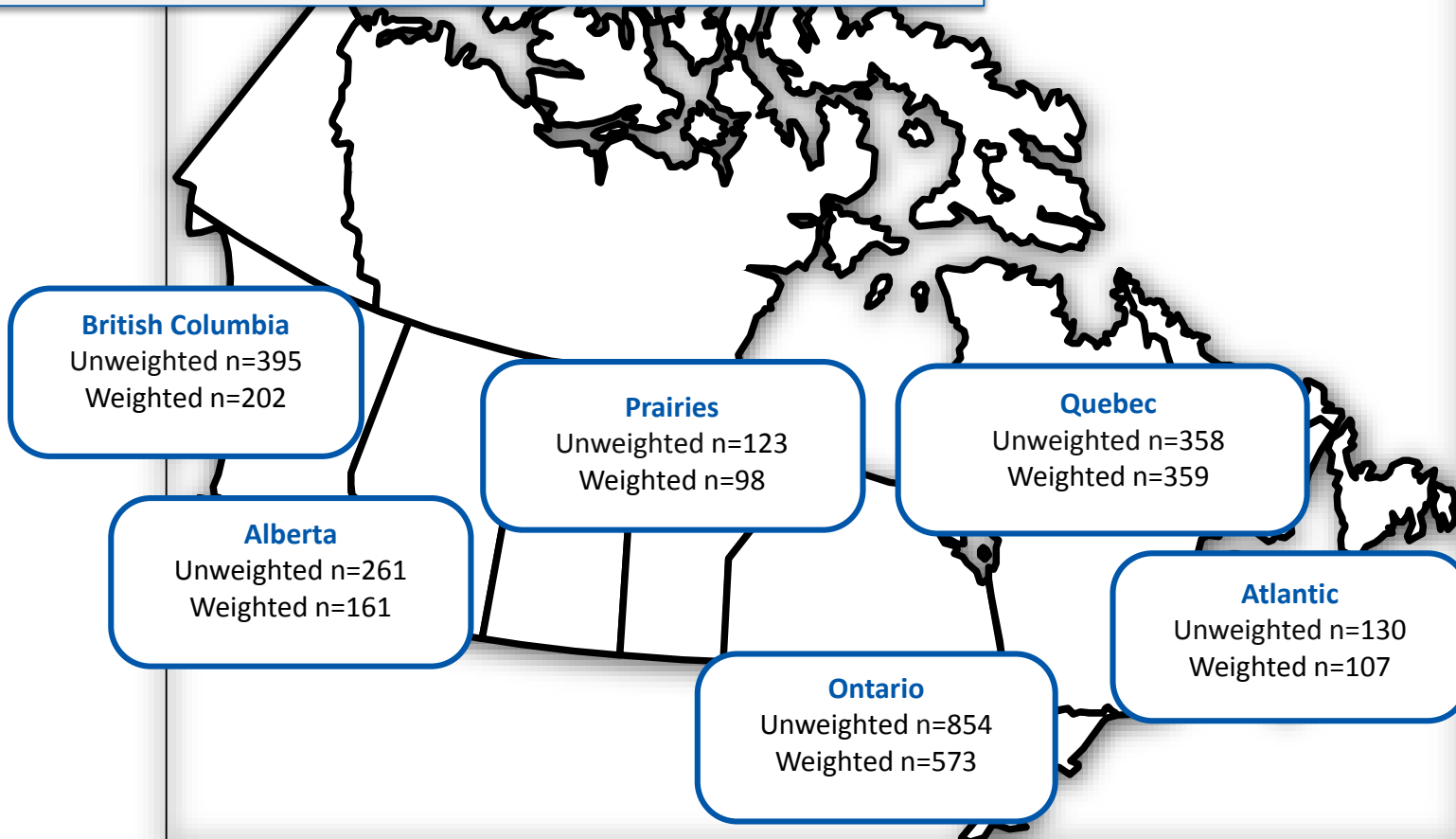
Regional groupings include:

- 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=2,121

Weighted n=1,500



# Weights: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	395	261	123	854	358	130
Weighted (n-size)	202	161	98	573	359	107

Age	18-34	35-44	55+
Unweighted (n-size)	393	549	1179
Weighted (n-size)	418	555	527

Gender	Men	Women
Unweighted (n-size)	1057	1064
Weighted (n-size)	727	773

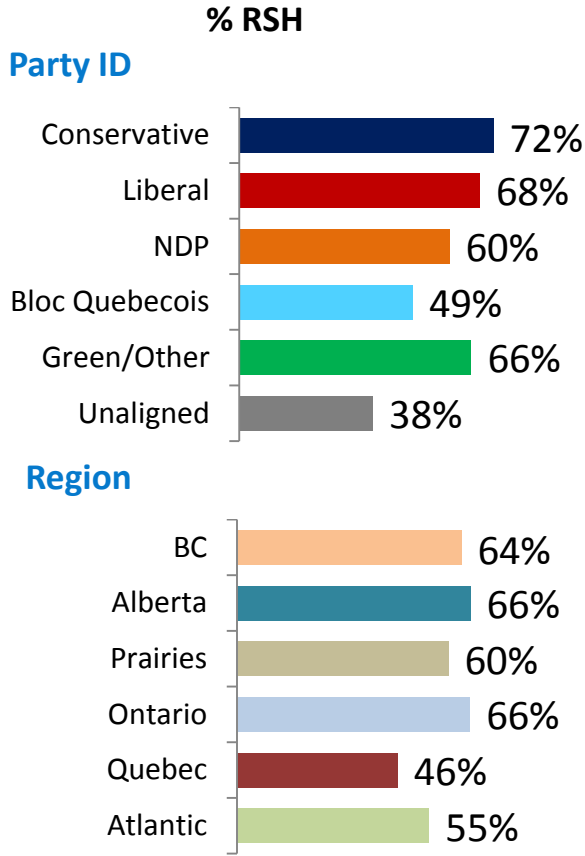
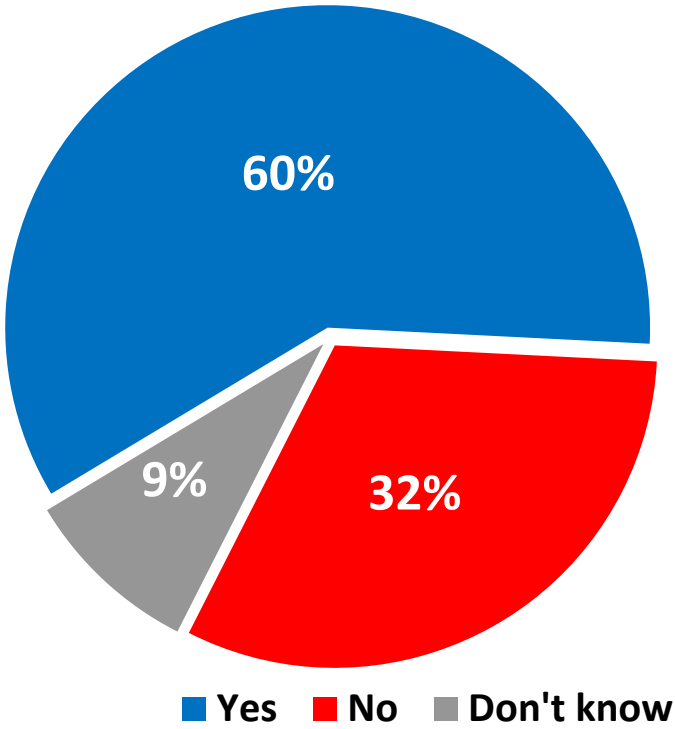
# Spotlight: Candidate Controversies

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# Most aware of controversies surrounding Conservative candidates; highest awareness among Tory identifiers



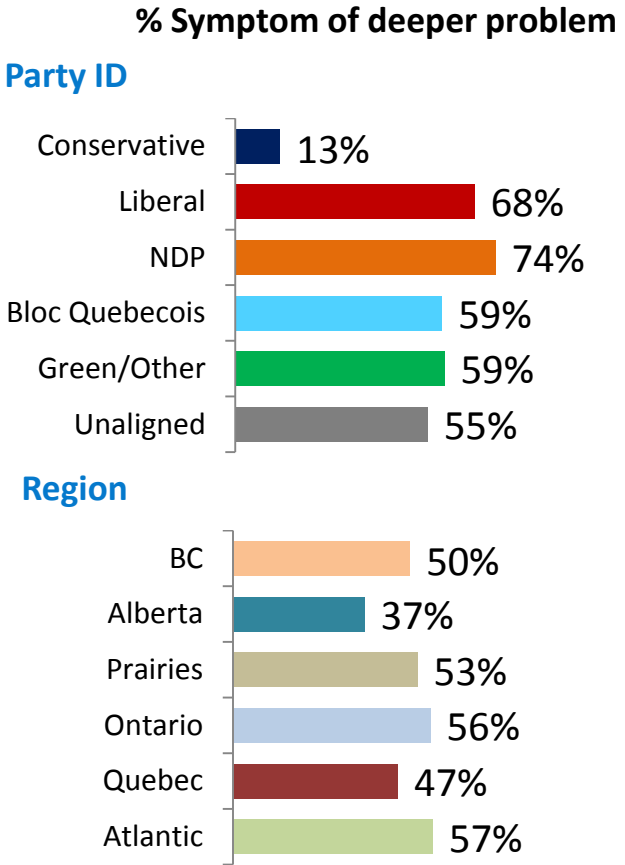
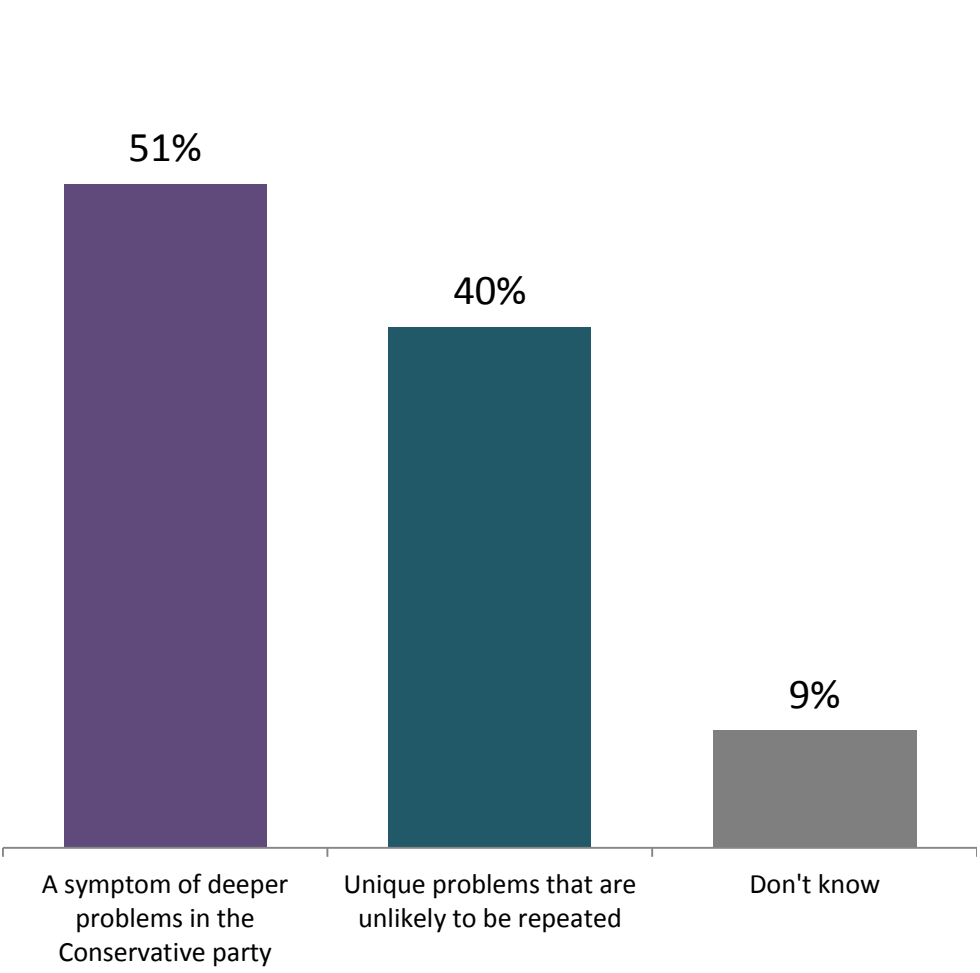
Have you read, seen or heard anything over the weekend about two Conservative candidates who had to be replaced because of controversies?



# Half feel controversies are symptom of deeper problems in CPC party, including 55% of unaligned voters



Do you think these controversies are...  
[asked only of those who have RSH about controversies, n=898]

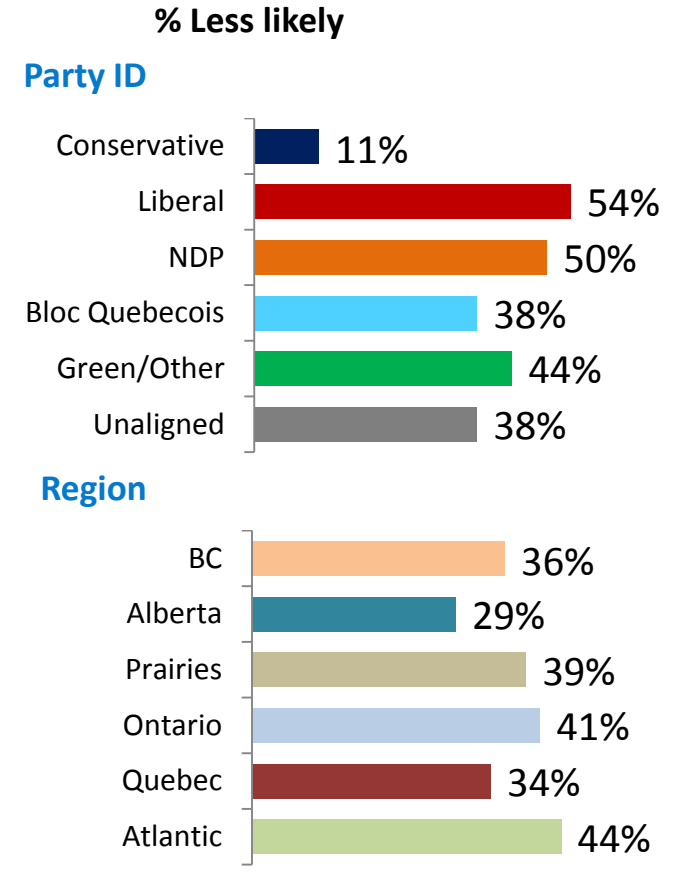
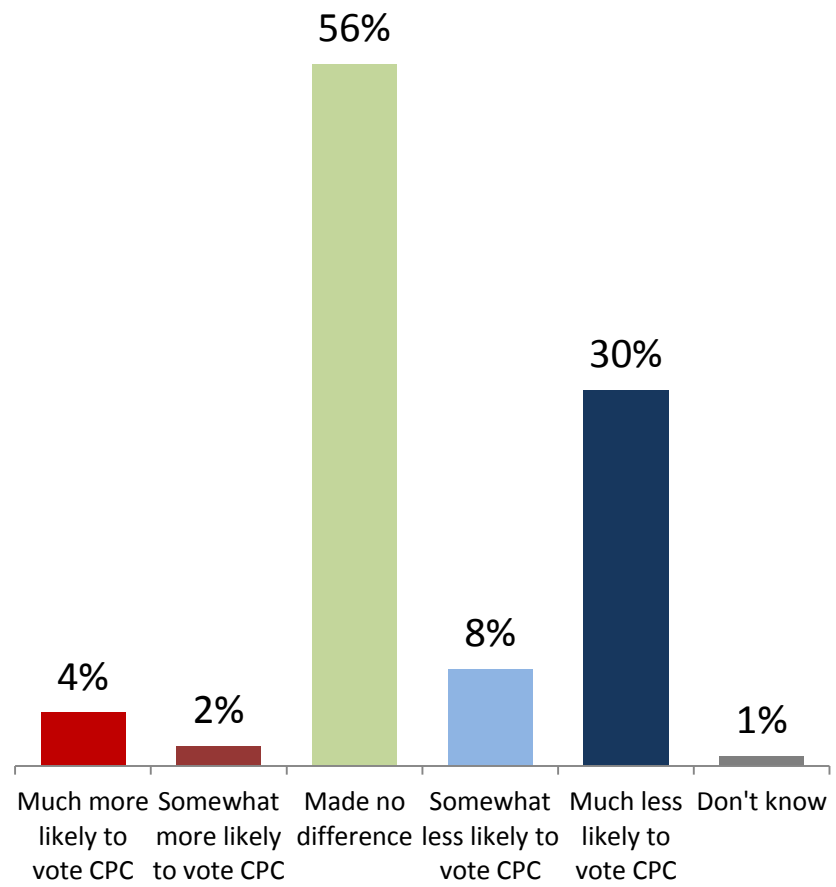




# CPC candidate controversies had no impact for most, but almost 4-in-10 say they are *less likely* to vote Conservative



Did hearing about these candidate controversies leave you feeling more or less likely to vote for Stephen Harper and the Conservative Party?  
[asked only of those who have RSH about controversies, n=898]





## Research-based strategic advice.

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