

Innovative Research Group, Inc.

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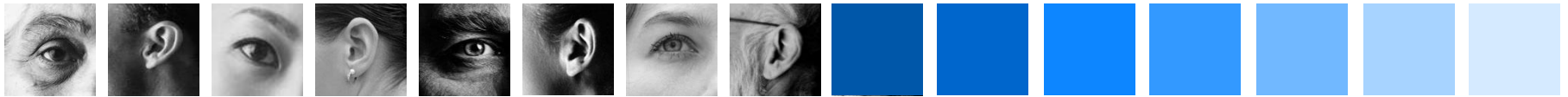
Toronto :: Vancouver



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# 2015 Election Polling Wave 3

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# Methodology

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# Methodology

- 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 total weighted sample size was reduced to 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?

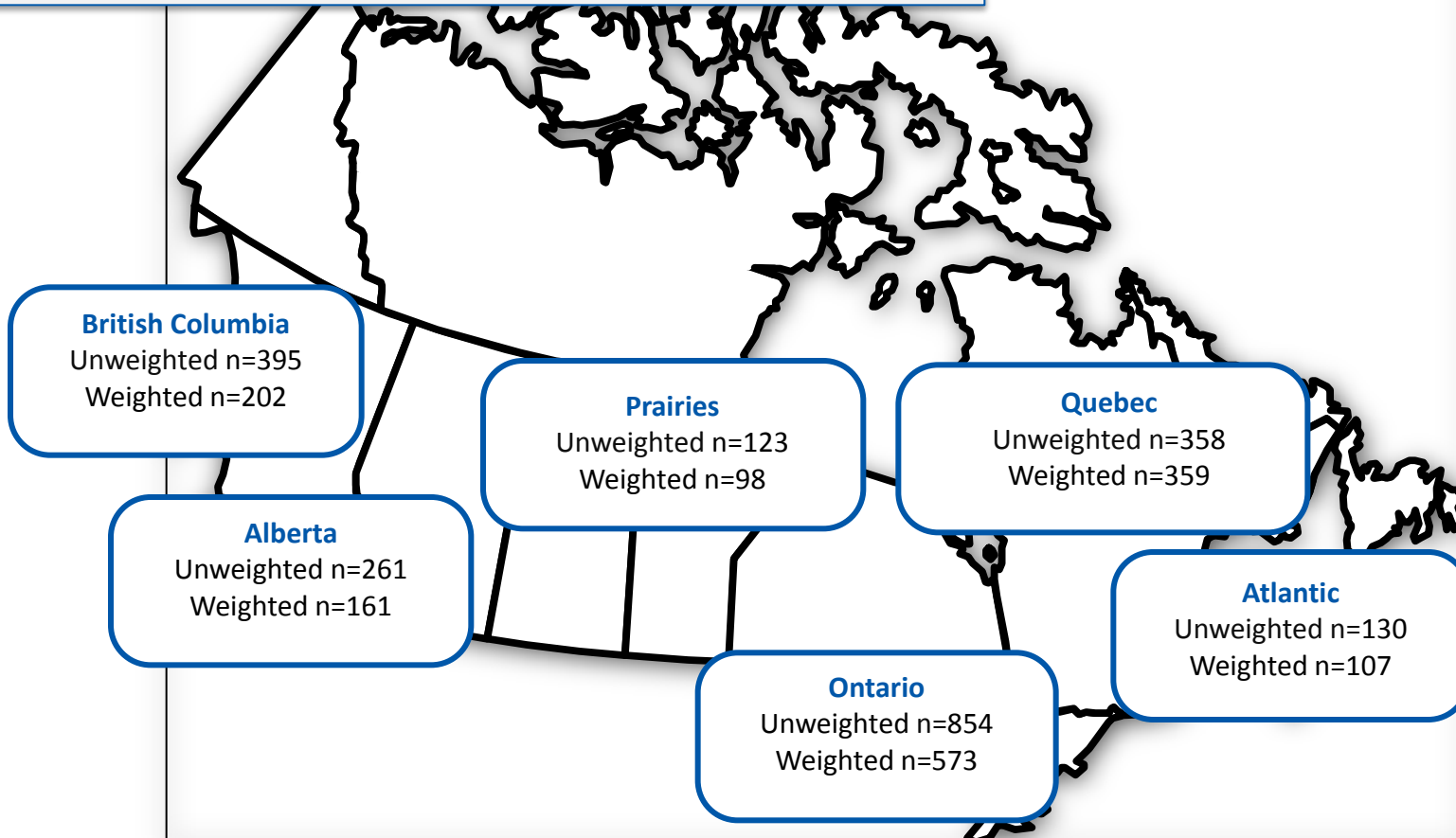
Regional groupings include:

- 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

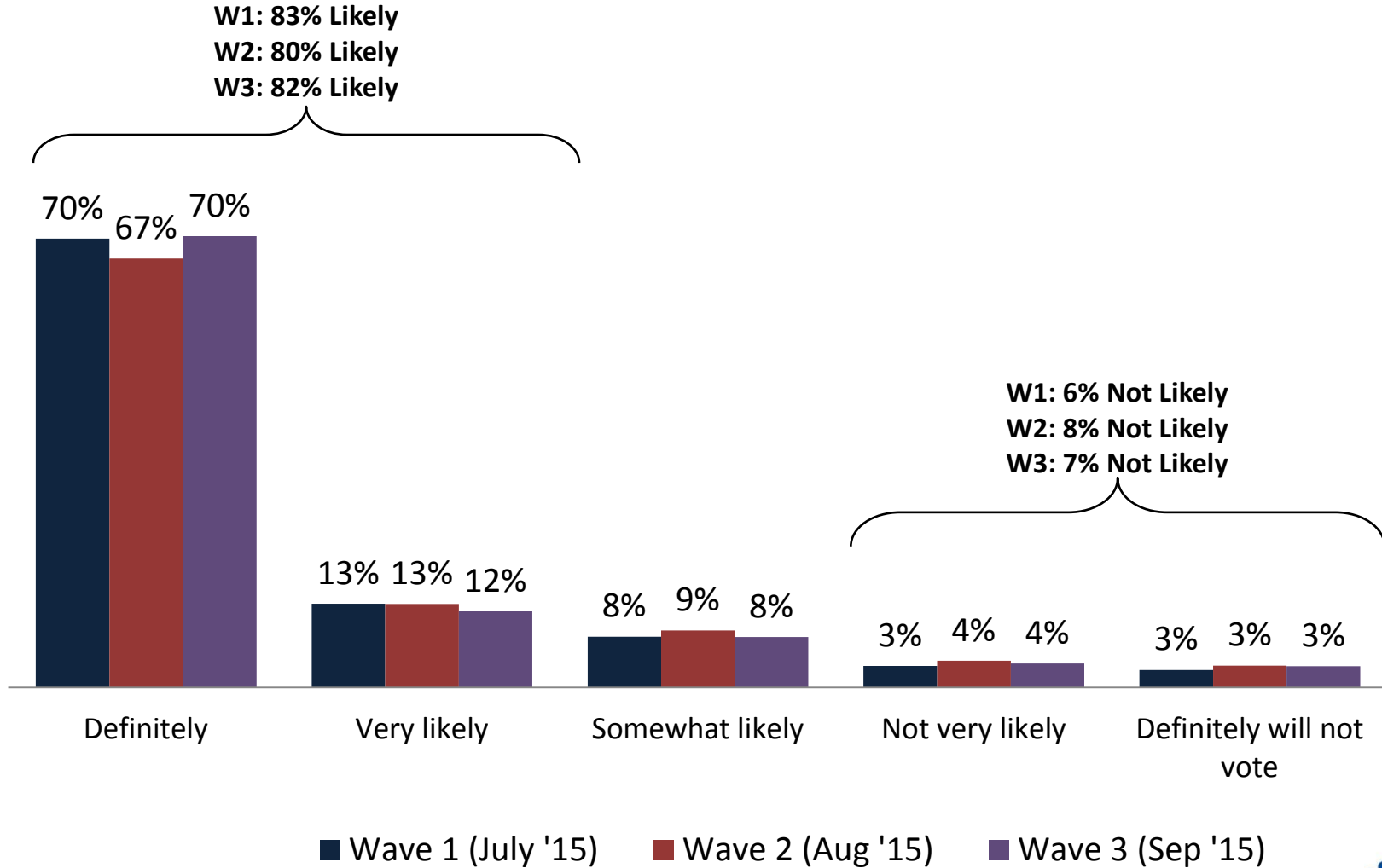
# Vote

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# Likelihood to vote: over 8-in-10 say they are likely to vote in election, up slightly since August <sup>7</sup>



As you may have heard there is going to be a federal election on October 19th of this year. How likely are you to vote in the upcoming Canadian federal election?

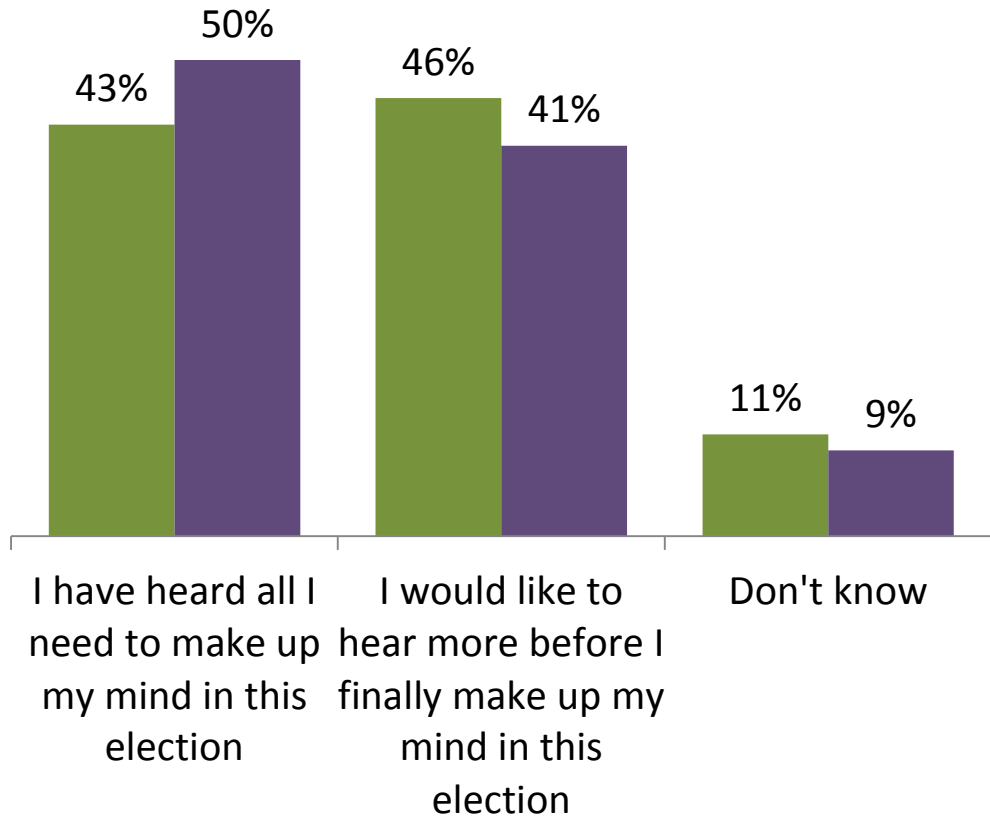


Note: 'Don't know' (3%) not shown

# Made up mind: now half have made up their mind, up 7 points since August; Libs, Undecided would like to hear more

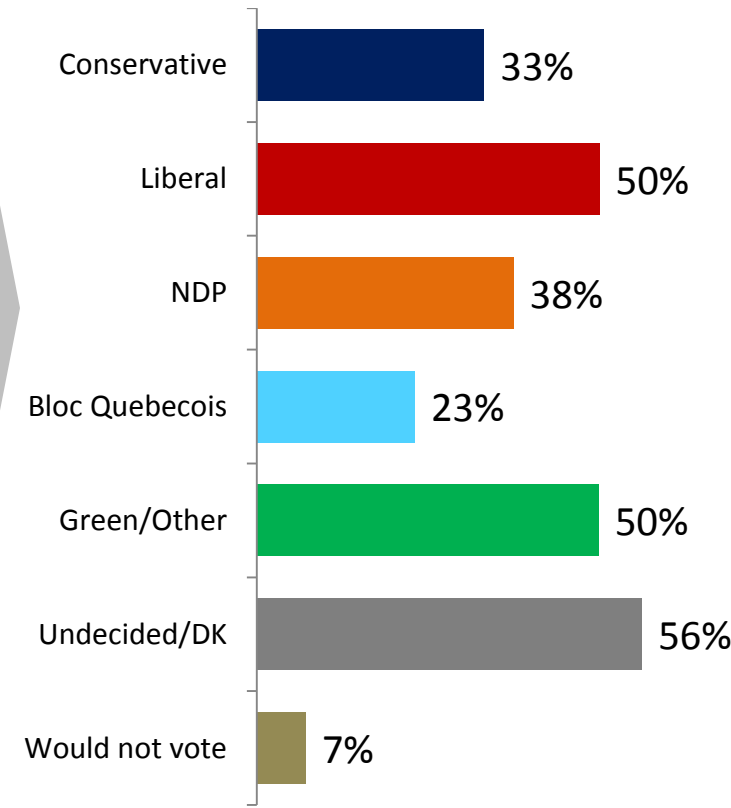


Which statement is closest to your view about the upcoming federal election?



■ Wave 2 (Aug '15)    ■ Wave 3 (Sep '15)

**% Would like to hear more**  
**By current combined vote choice**





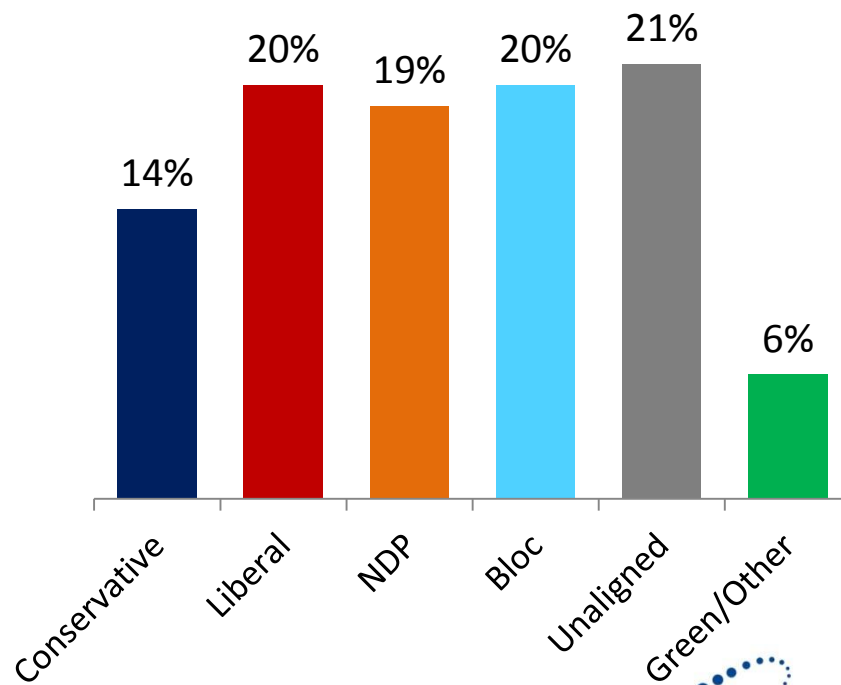
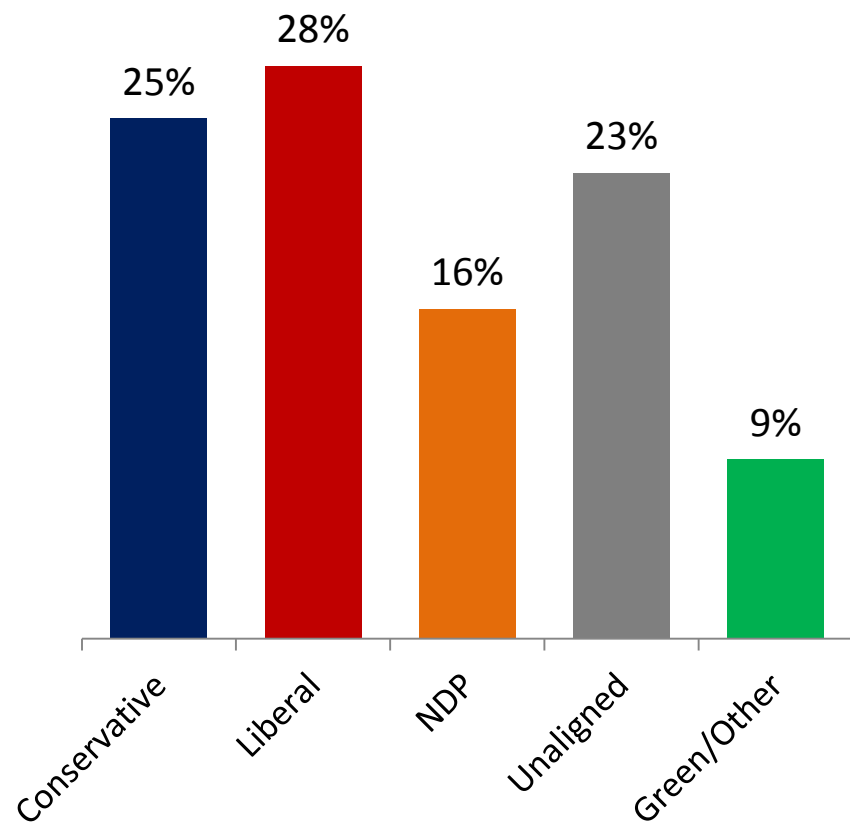
# Party ID: Liberals lead on Party ID in RoC with CPC close behind; 3-way tie in Quebec with CPC lagging in 4th

Q

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

## Rest of Canada

## Quebec



n=359

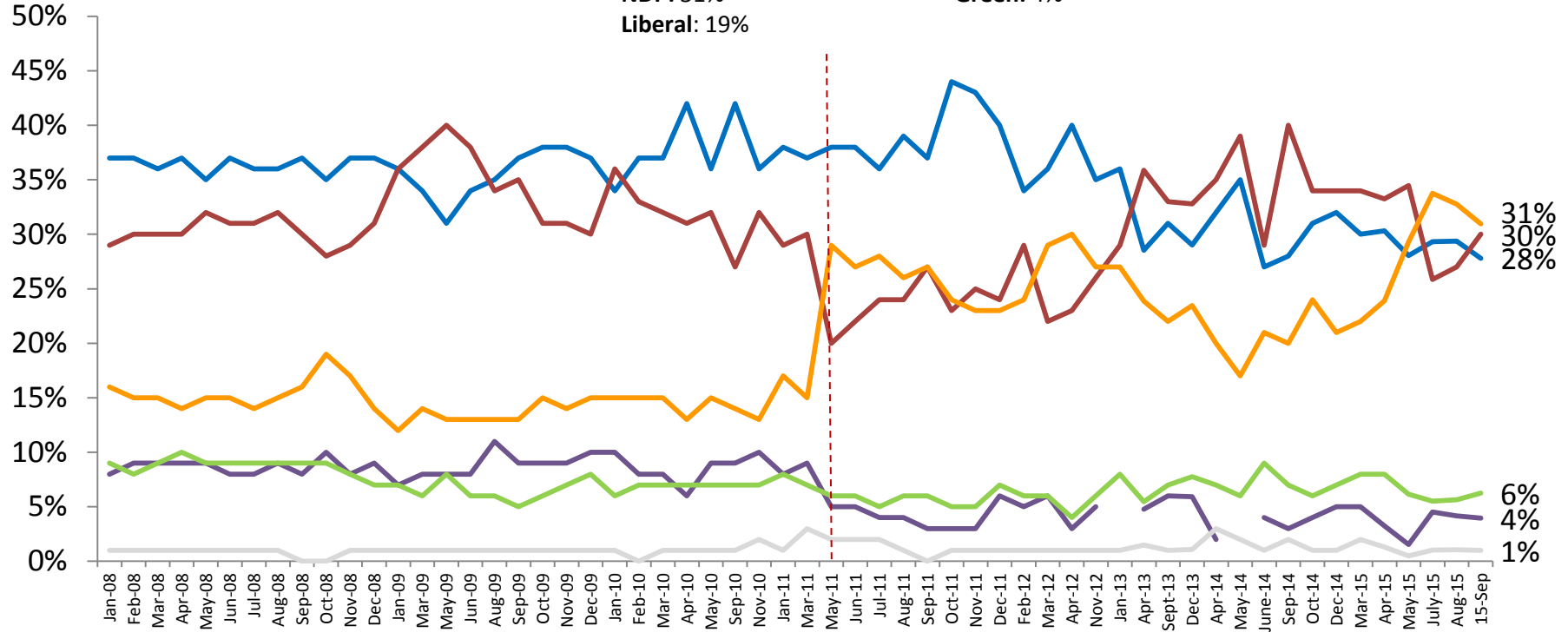
# Decided Federal Vote: NDP holds lead for third month in a row at 31%, but LPC closing in at 30%; CPC in 3<sup>rd</sup> at 28%.



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%



- The Conservative Party
- The Liberal Party
- The New Democratic Party
- The Bloc Québécois
- The Green Party
- Another party



# Decided Vote by Region (column percentages)

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Conservative	31%	<b>48%</b>	<b>35%</b>	28%	15%	24%
Liberal	22%	23%	31%	<b>39%</b>	21%	<b>39%</b>
NDP	<b>36%</b>	24%	28%	26%	<b>41%</b>	29%
Bloc Quebecois					17%	
Green	11%	3%	6%	6%	6%	6%
Other	1%	1%		1%	0%	2%

# Decided Vote by Party ID: NDP captures highest number of party identifiers, Unaligned split between NDP and LPC <sup>12</sup>

	Party Identification						
		Conservative	Liberal	NDP	Green/ Other	Bloc	Unaligned
Federal Vote (Decided)	Conservative	86%	6%	2%	21%	3%	19%
	Liberal	7%	71%	9%	16%	2%	32%
	NDP	5%	19%	88%	22%	18%	35%
	Green/Other	1%	3%	1%	34%	5%	12%
	Bloc			0%	1%	73%	2%
	Other	1%	0%		6%		2%



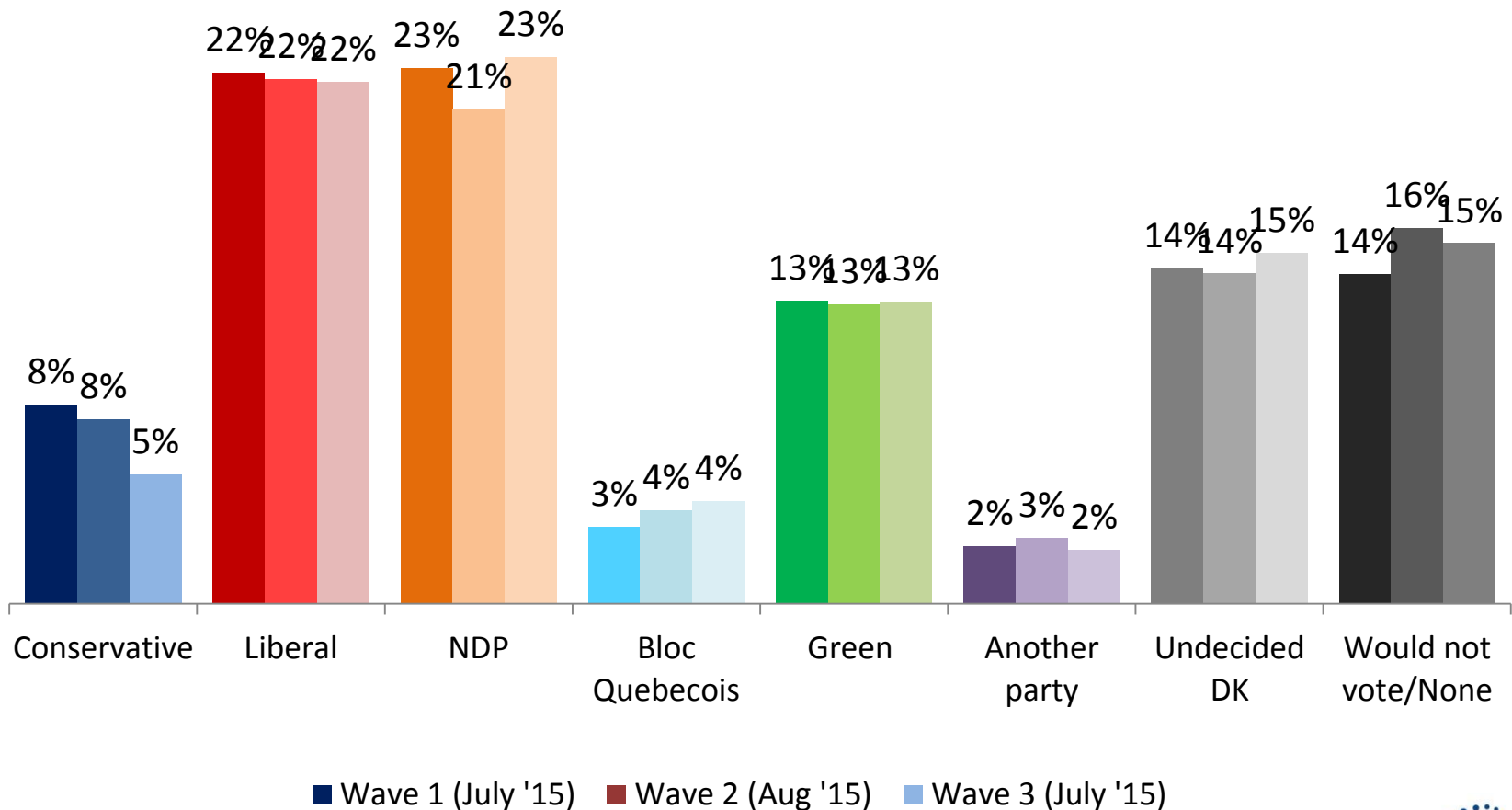
# Combined Vote by Region (column percentages):

## Libs now hold 10-point lead in Ontario

	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Conservative	29%	<b>43%</b>	<b>32%</b>	25%	13%	20%
Liberal	20%	20%	28%	<b>35%</b>	18%	<b>33%</b>
NDP	<b>33%</b>	21%	26%	23%	<b>35%</b>	24%
Bloc Quebecois					15%	
Green	10%	3%	5%	5%	5%	5%
Other	0%	1%		1%	0%	2%
Undecided/ Don't know	6%	8%	8%	8%	9%	15%
Would not Vote/ None	2%	4%	2%	2%	4%	2%

# Second choice: CPC now second choice of only 5% of voters

Q And which party would be your second choice?



## Second Choice by Combined Vote: among Liberal voters, nearly 6-in-10 (57%) choose NDP as 2<sup>nd</sup> choice.

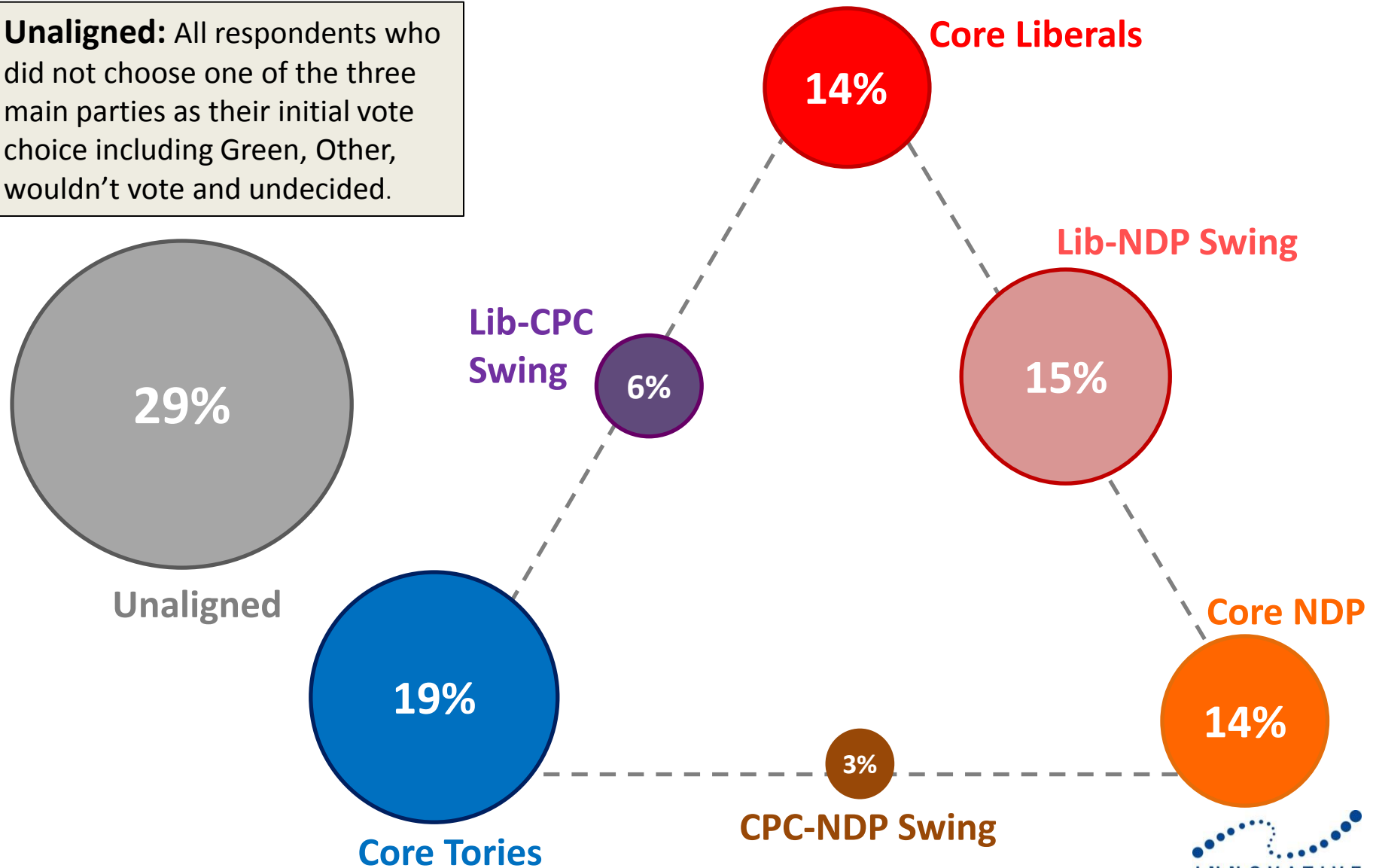
**Q** If, for some reason, you were unable to vote for your first choice candidate, which party's candidate would be your second choice? Would it be...?

	CPC 1 <sup>st</sup> choice	LPC 1 <sup>st</sup> choice	NDP 1 <sup>st</sup> choice	BQ 1 <sup>st</sup> choice	Green 1 <sup>st</sup> choice
CPC 2 <sup>nd</sup> choice		11%	5%	6%	4%
LPC 2 <sup>nd</sup> choice	<b>23%</b>		<b>49%</b>	8%	25%
NDP 2 <sup>nd</sup> choice	15%	<b>57%</b>		<b>36%</b>	<b>36%</b>
BQ 2 <sup>nd</sup> choice	2%	2%	9%		12%
Green 2 <sup>nd</sup> choice	5%	13%	22%	25%	
Other	5%	1%	0%		1%
Undecided/DK	22%	10%	9%	15%	14%
Would not vote/None	28%	7%	5%	11%	7%



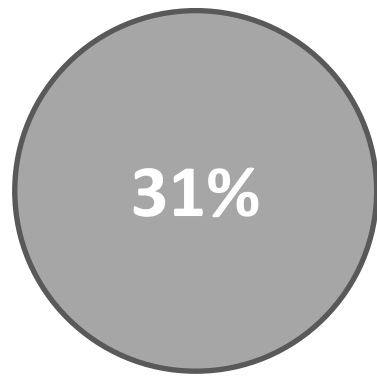
# Battleground Segments: Rest of Canada

**Unaligned:** All respondents who did not choose one of the three main parties as their initial vote choice including Green, Other, wouldn't vote and undecided.

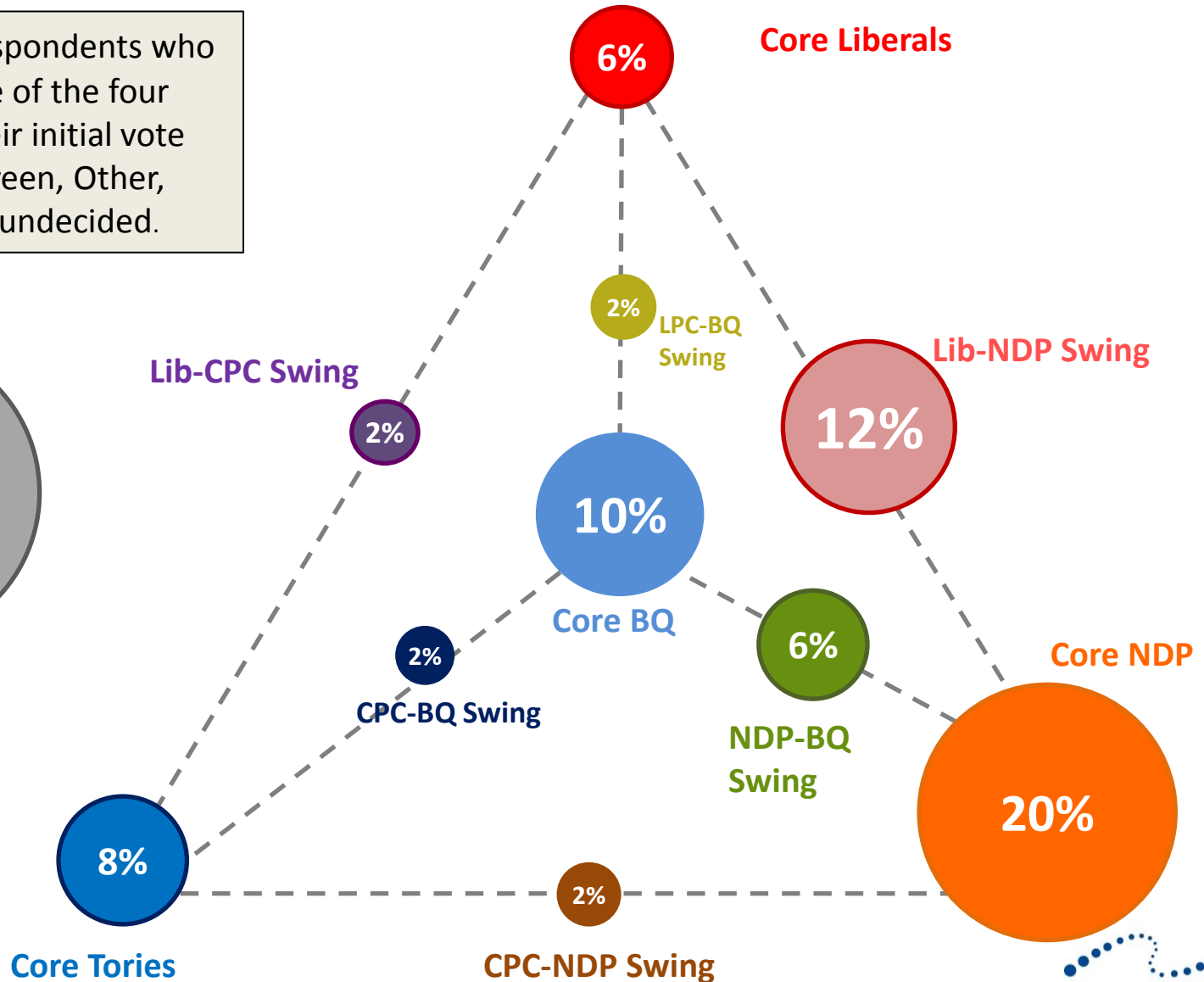


# Battleground Segments: Quebec

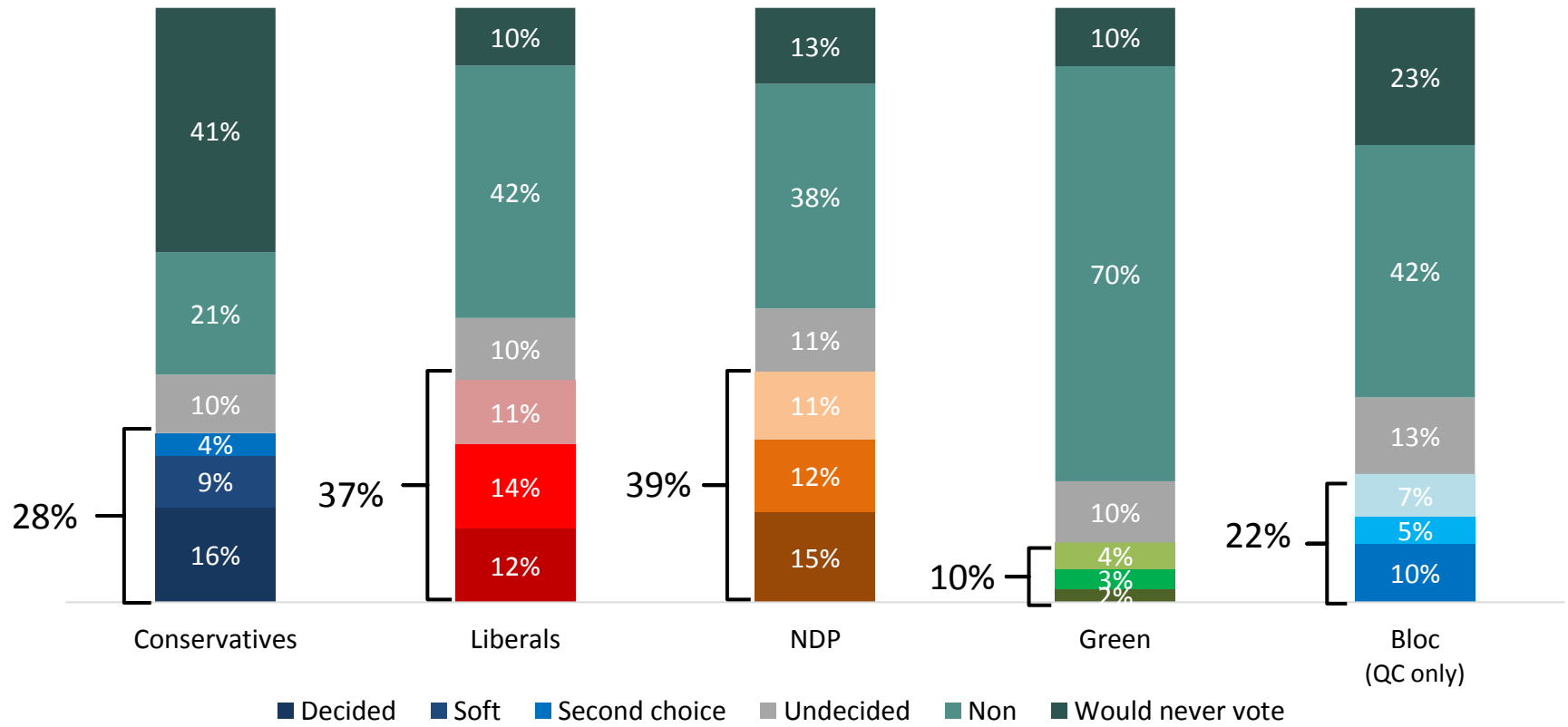
**Unaligned:** All respondents who did not choose one of the four main parties as their initial vote choice including Green, Other, wouldn't vote and undecided.



Unaligned



# Vote Potential: LPC pool of potential voters now nearly as large as NDP's, 4-in-10 would never vote CPC



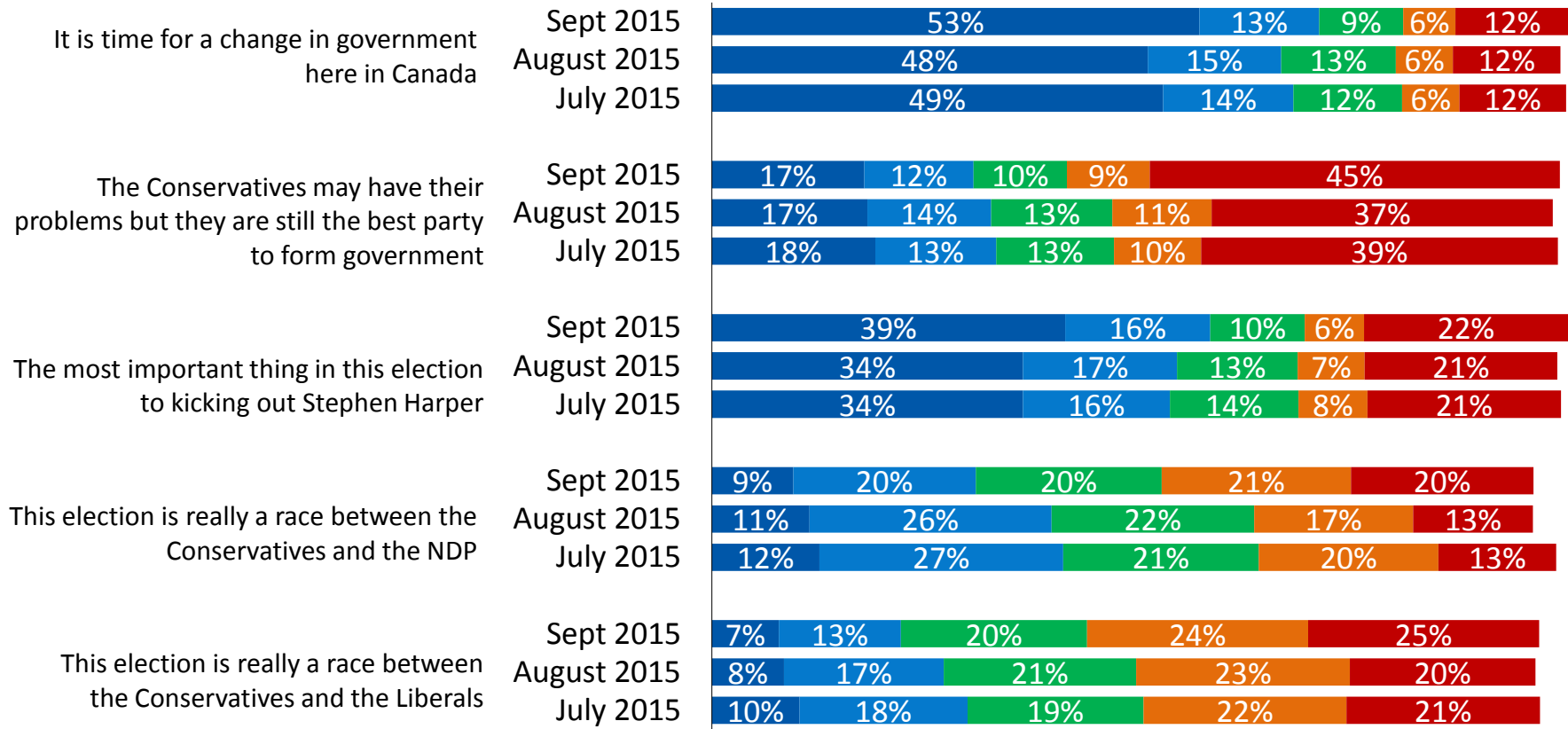
**Decided:** Voting for a party, and have heard all they need to make up their mind  
**Soft:** Voting for the party, but would like to hear more before making up their mind  
**Second Choice:** The party is second choice, and they would like to hear more before making up their mind  
**Undecided:** Undecided voters, except those that fall into the "Never vote" category  
**Non-party:** Voting for another party and second choice is not for the party, or they have made up their mind  
**Would never vote:** All those who say they would never vote for the party are placed in this category.

# Attitudes

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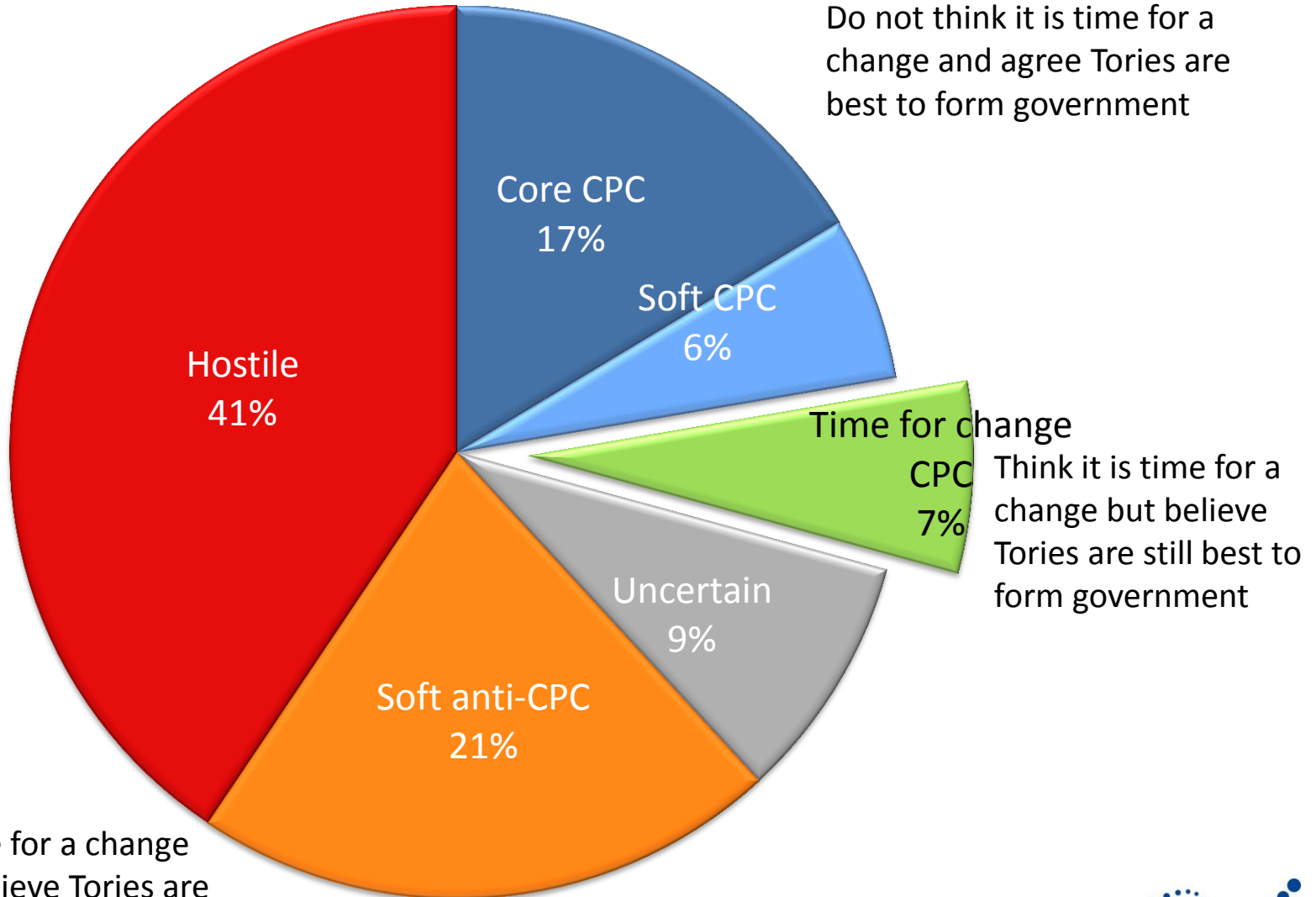
# Key attitudes: Time for a change and “most important to kick Harper out” both up since August

**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



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

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

# 32% of Time for a change Tories are voting CPC, down 8 points since July (40%)

Time for a change segmentations

	Core CPC	Soft CPC	Time-for-change CPC	Uncertain	Soft anti-CPC	Hostile
CPC	99%	64%	<b>32%</b>	11%	5%	0%
Liberal	0%	4%	28%	15%	34%	39%
NDP	0%	8%	16%	5%	32%	46%
Bloc Quebecois	0%	1%	3%	4%	7%	4%
Green/Other	0%	7%	11%	7%	7%	8%
Undecided/Would not vote	0%	16%	10%	58%	15%	3%

Combined Vote

# Leadership

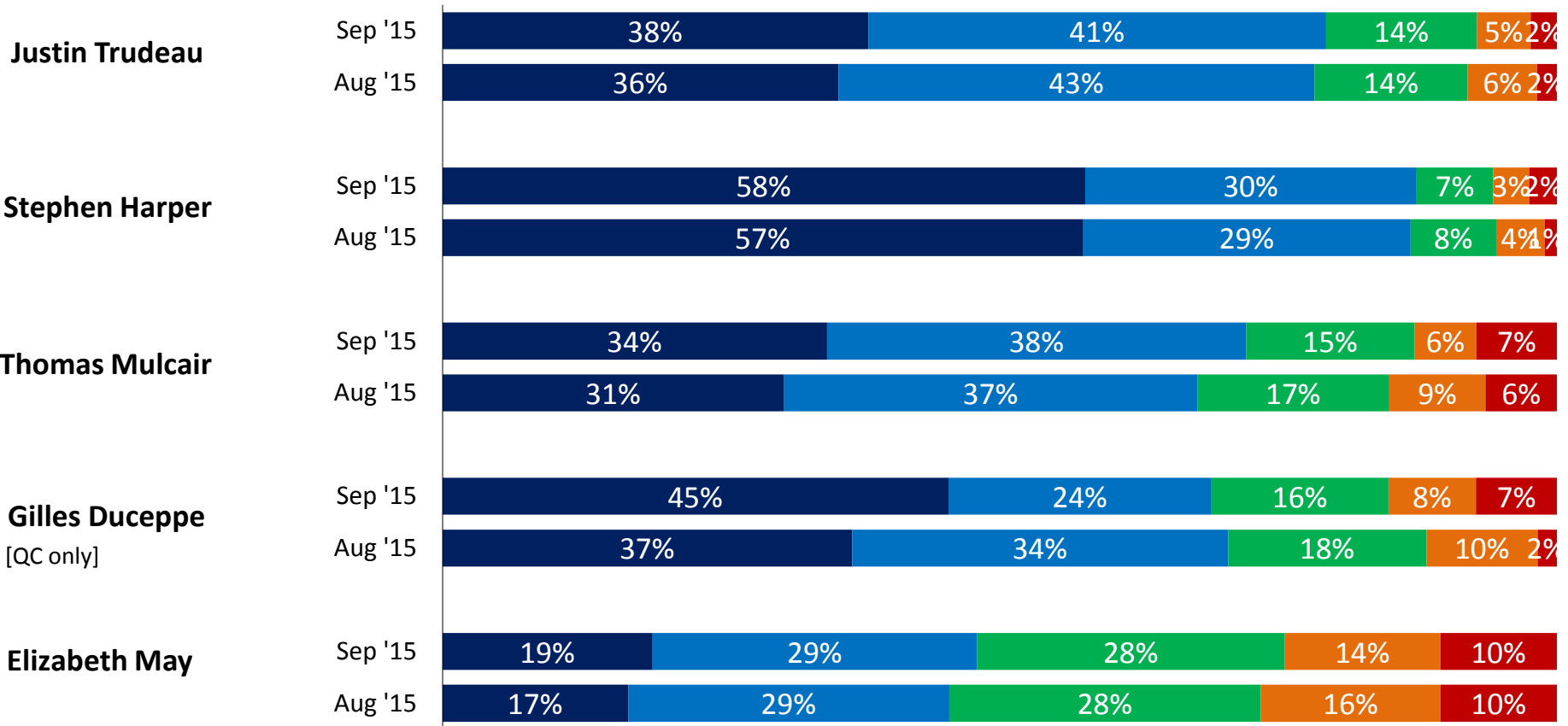
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# Leader familiarity: Small increases for Trudeau and Mulcair, but Harper still much more familiar



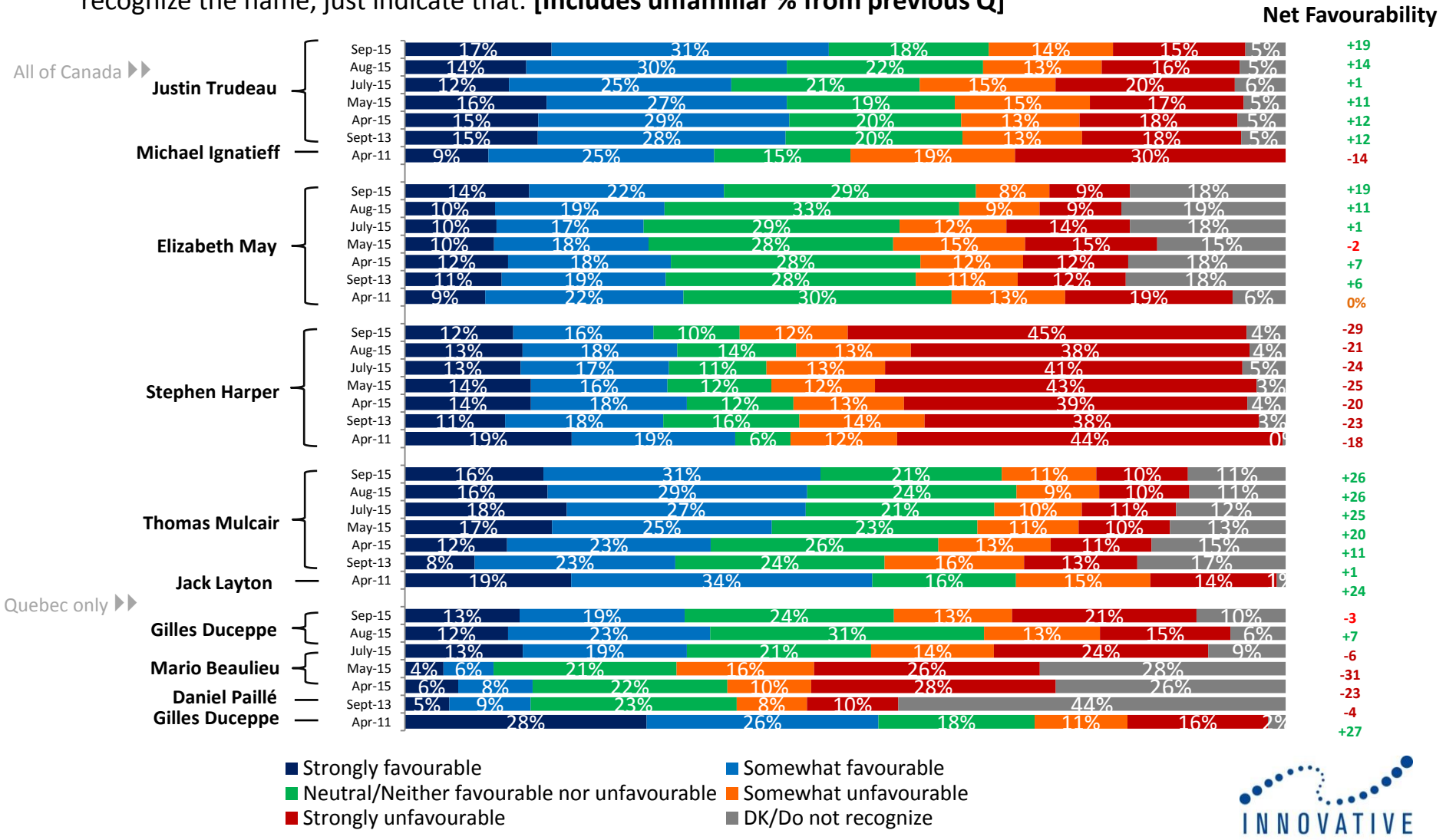
Now we are going to provide you with several names of public figures active in politics. How familiar are you with each of the following people? [Duceppe: Aug '15, n=479; Sep '15, n=359]



■ Very familiar with past and positions on issues     
 ■ Somewhat familiar  
■ Not very familiar     
 ■ Have heard of them but don't know anything about them  
■ Have not heard before this survey

# Leader Impressions [ALL]: Trudeau up another 5 points on net favourables, Harper down 8 points

**Q** Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **[Includes unfamiliar % from previous Q]**

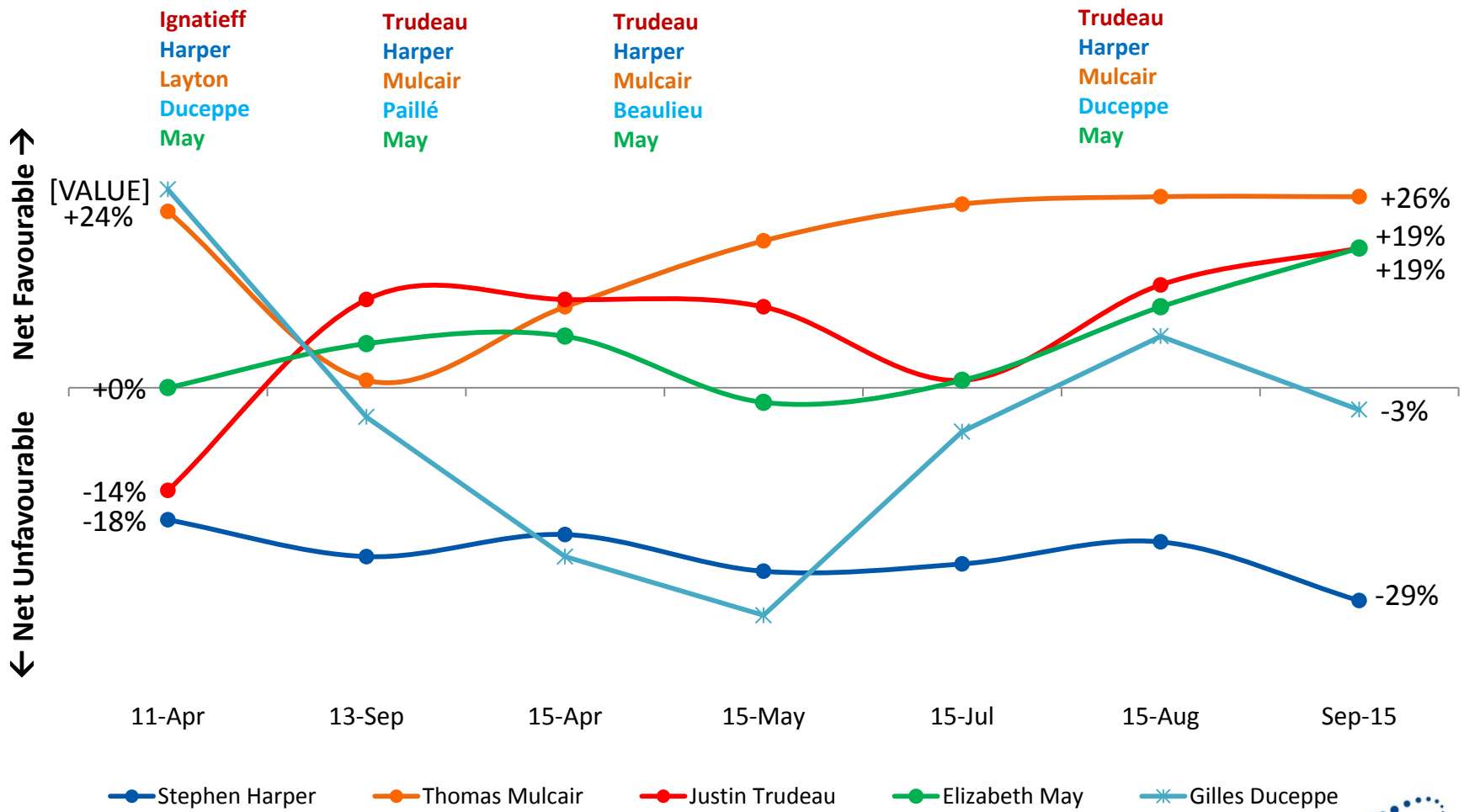


■ Strongly favourable      ■ Somewhat favourable  
■ Neutral/Neither favourable nor unfavourable      ■ Somewhat unfavourable  
■ Strongly unfavourable      ■ DK/Do not recognize



# Net leader favourables [ALL]: Mulcair plateauing as Trudeau and May closing the gap in favourables; Harper at all-time low.

Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Net favourables (% favourable-unfavourable) INCLUDES 'HAVE NOT HEARD' for tracking consistency.**



Note: BQ leaders asked in Quebec Only.

# Net Leader Impression by Party ID: Mulcair most well liked by his own base and by unaligned voters

	Conservative	Liberal	NDP	Bloc	Unaligned	Green/Other
Stephen Harper	70%	-66%	-79%	-73%	-41%	-43%
Justin Trudeau	-36%	79%	26%	-24%	11%	9%
Thomas Mulcair	-26%	45%	86%	23%	20%	20%
Gilles Duceppe	-56%	-56%	12%	81%	-11%	5%
Elizabeth May	-22%	42%	42%	25%	16%	40%

# Net Leader Impression by Region

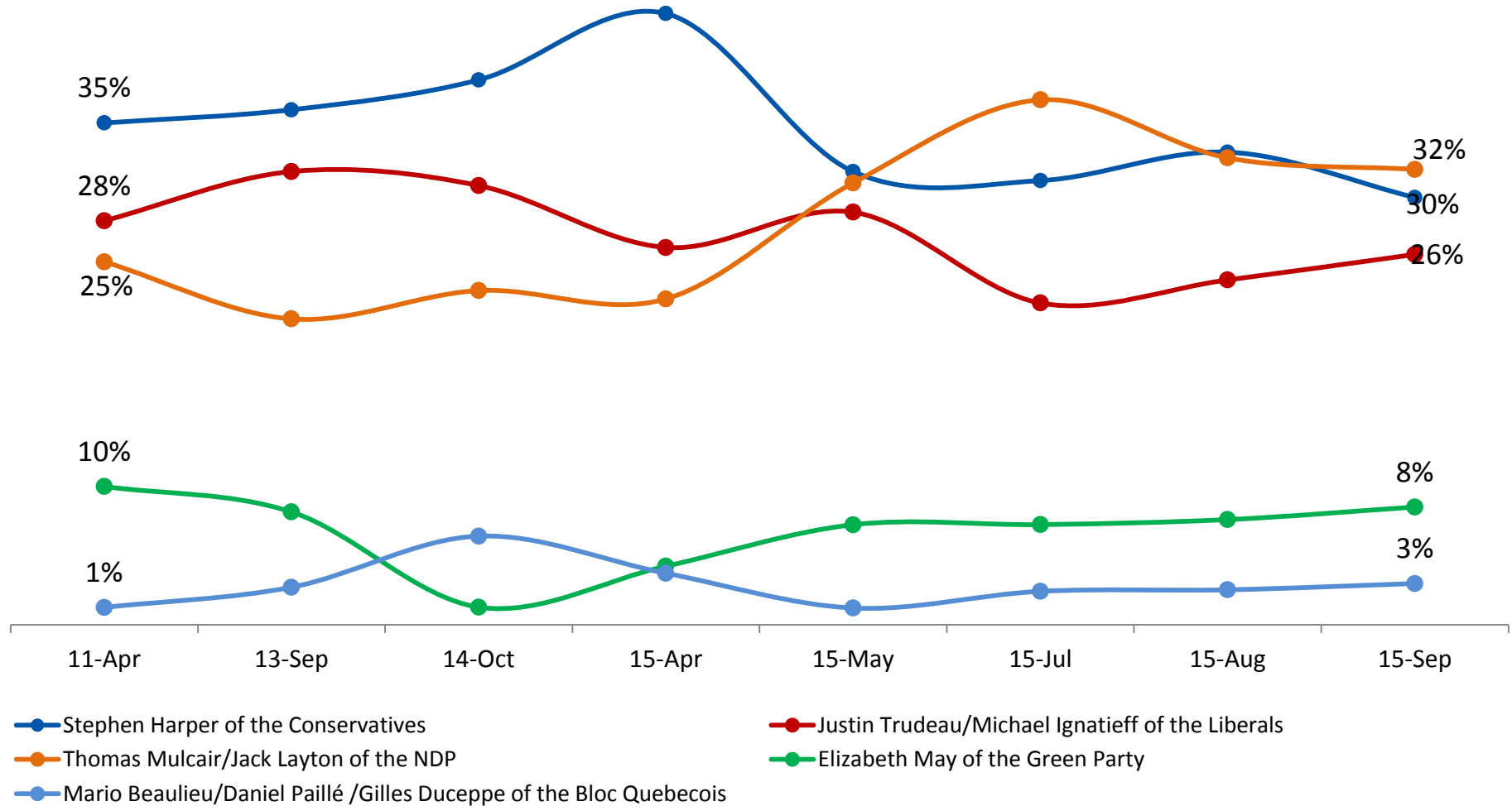
	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Stephen Harper	-33%	5%	-32%	-30%	-42%	-43%
Justin Trudeau	14%	-4%	19%	30%	7%	45%
Thomas Mulcair	27%	-10%	14%	31%	41%	41%
Gilles Duceppe					-3%	
Elizabeth May	27%	4%	26%	26%	11%	34%

# Best Prime Minister- Decided: Mulcair leads on Best PM with Harper close behind



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

[Bloc Quebecois asked only in Quebec]



Note: 'None', 'Don't know', 'Refused' not shown.

# Best Prime Minister by Party ID (column percentages)

	Conservative	Liberal	NDP	Bloc	Unaligned	Green/Other
Stephen Harper	79%	6%	2%	3%	8%	18%
Justin Trudeau	3%	54%	8%	8%	11%	13%
Thomas Mulcair	4%	18%	73%	35%	16%	16%
Gilles Duceppe	1%	0%	0%	34%	1%	3%
Elizabeth May	1%	5%	7%	4%	6%	27%
Undecided/ Don't know	8%	15%	8%	10%	42%	14%
None	4%	1%	1%	6%	16%	8%

Note: Total (%) include 'Undecided/Don't know' and 'None'

# Best Prime Minister by Region (column percentages)

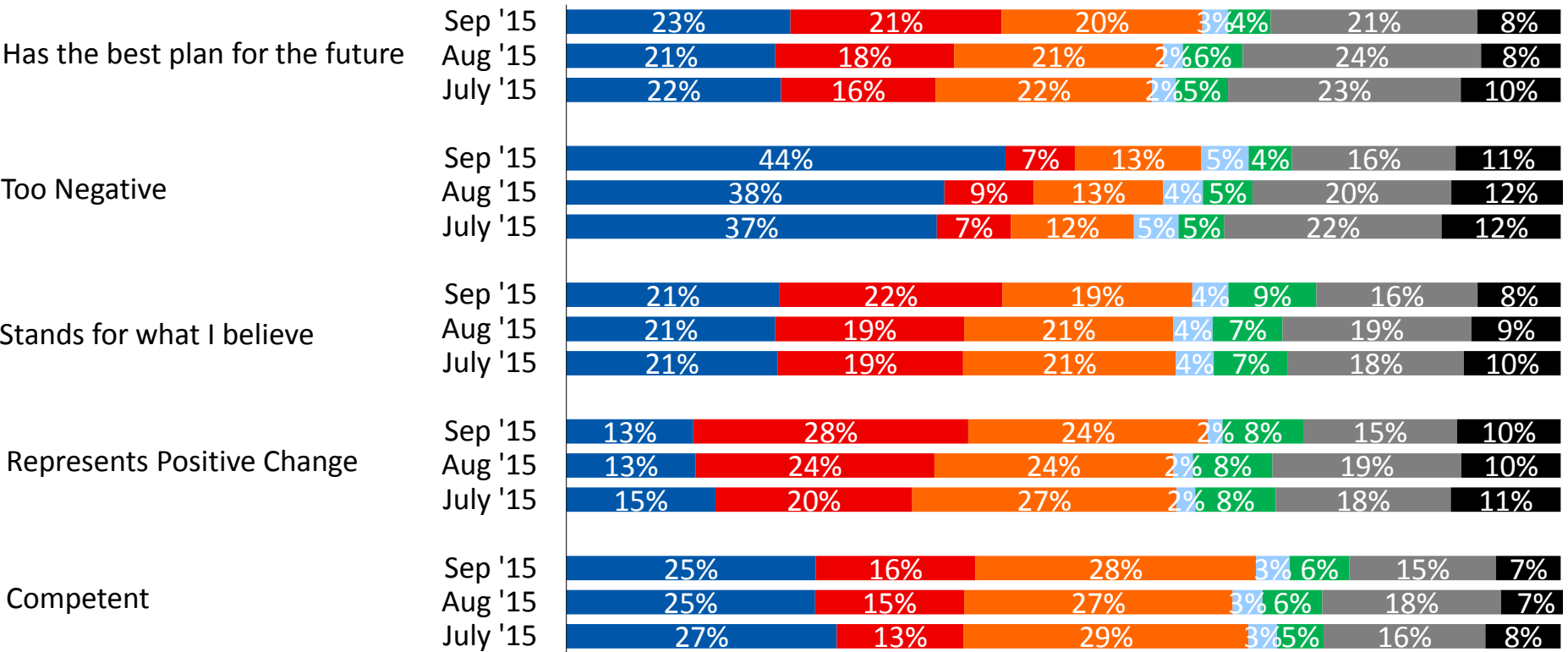
	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Stephen Harper	28%	41%	24%	23%	14%	15%
Justin Trudeau	15%	17%	23%	25%	16%	22%
Thomas Mulcair	26%	15%	18%	22%	34%	21%
Gilles Duceppe					9%	
Elizabeth May	10%	6%	8%	6%	4%	9%
Undecided/ Don't know	17%	16%	20%	18%	16%	29%
None	4%	6%	5%	6%	7%	4%



# Leader Attributes Tracking: Liberals pull ahead on “represents positive change”, NDP ahead on “competent”



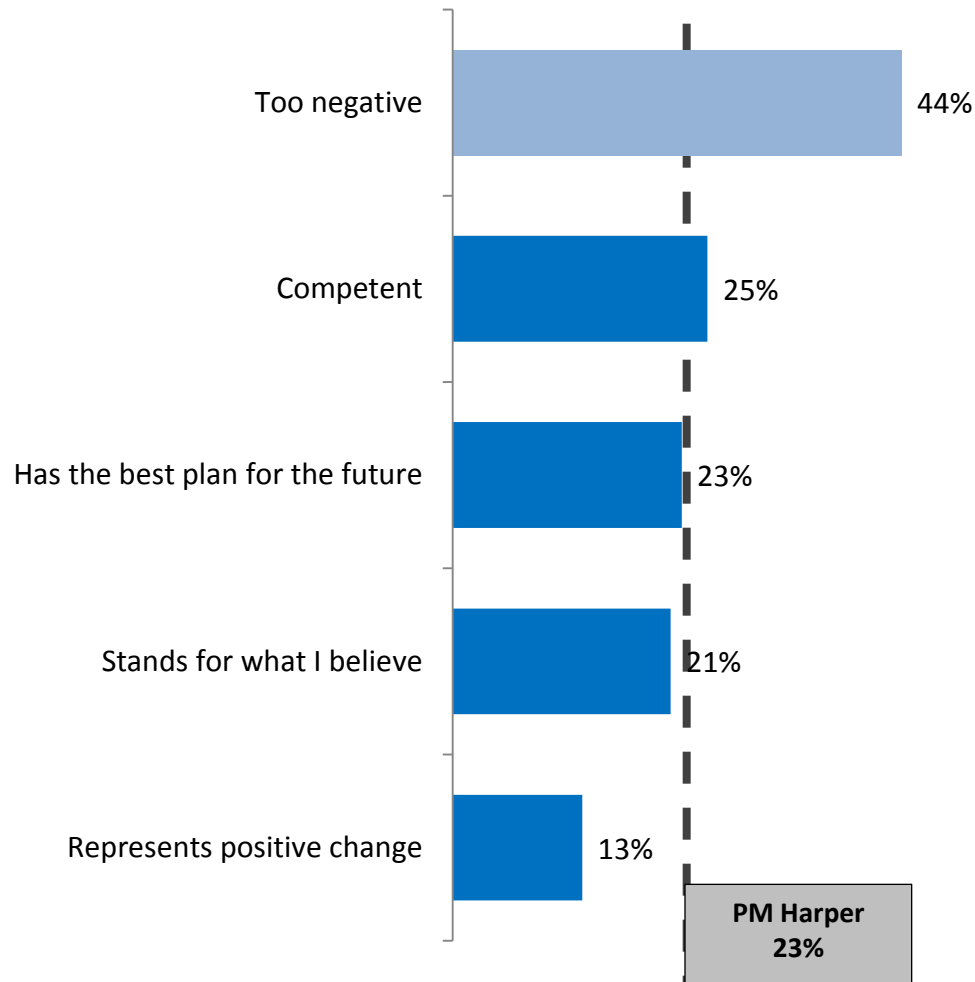
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA, DUCEPPE RESULTS FOR QC ONLY]**



■ Stephen Harper 
 ■ Justin Trudeau 
 ■ Thomas Mulcair 
 ■ Gilles Duceppe  
■ Elizabeth May 
 ■ Undecided 
 ■ None

# Harper seen as competent but too negative

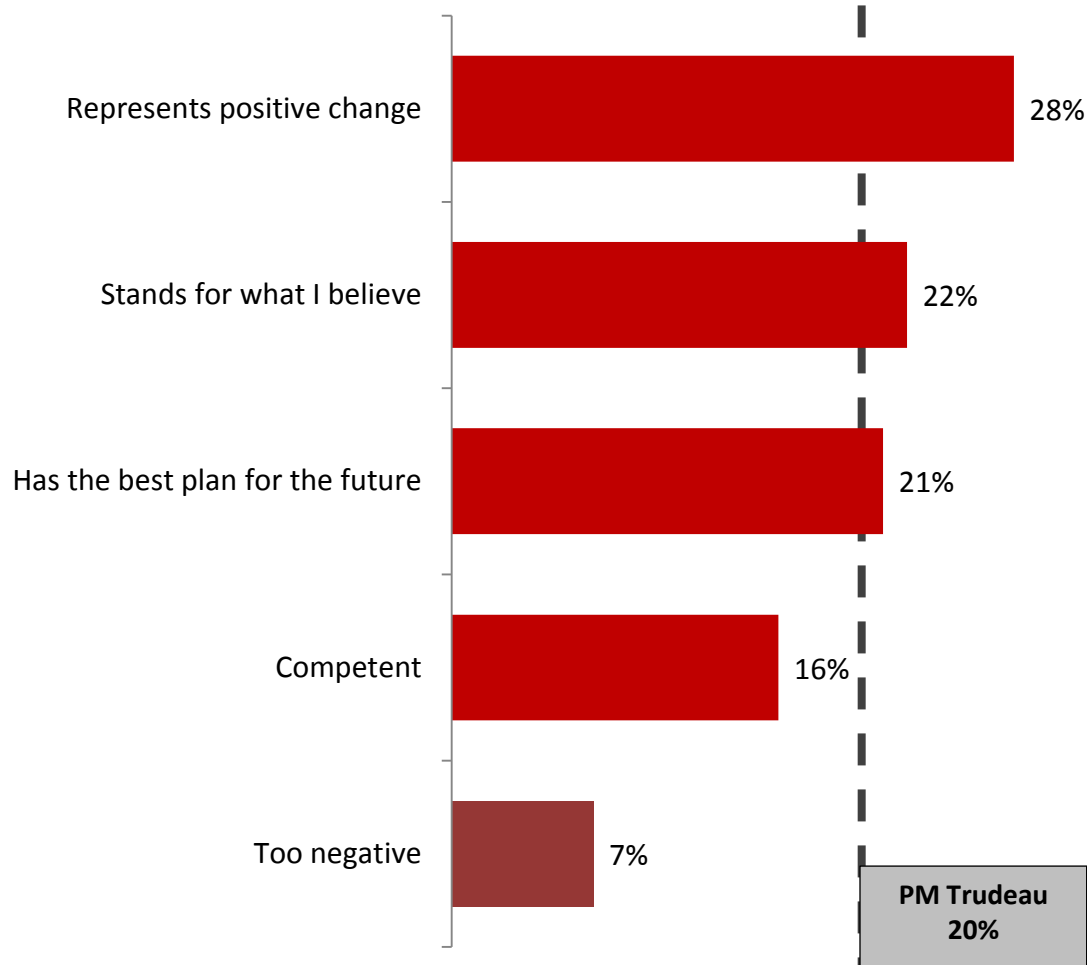
**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Stephen Harper**.



**Note:** 'PM' based on 'Combined PM', including 'Undecided', 'None'.

# Trudeau perceived as representing positive change; least negative candidate, but also least competent

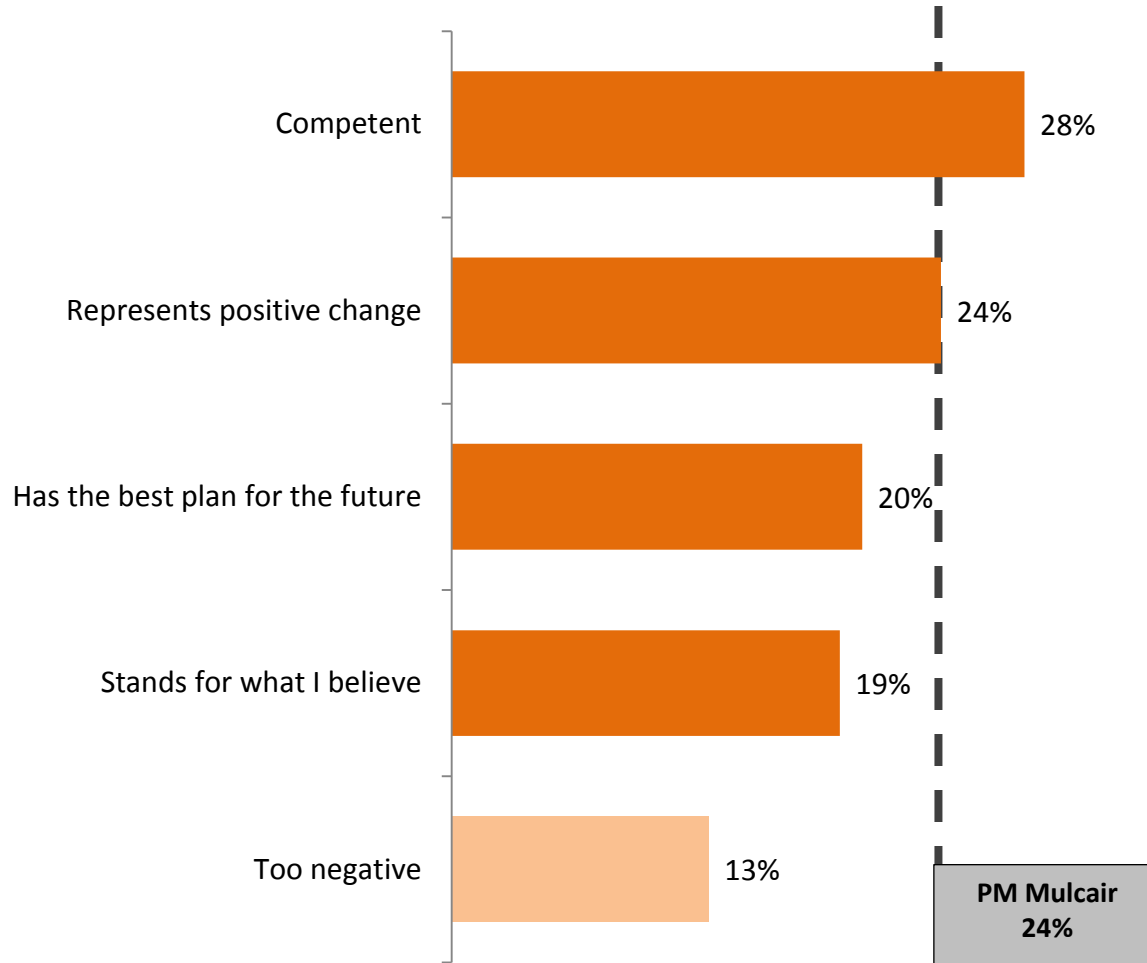
Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Justin Trudeau.**



# Mulcair thought to be competent, representing positive change, not seen as too negative



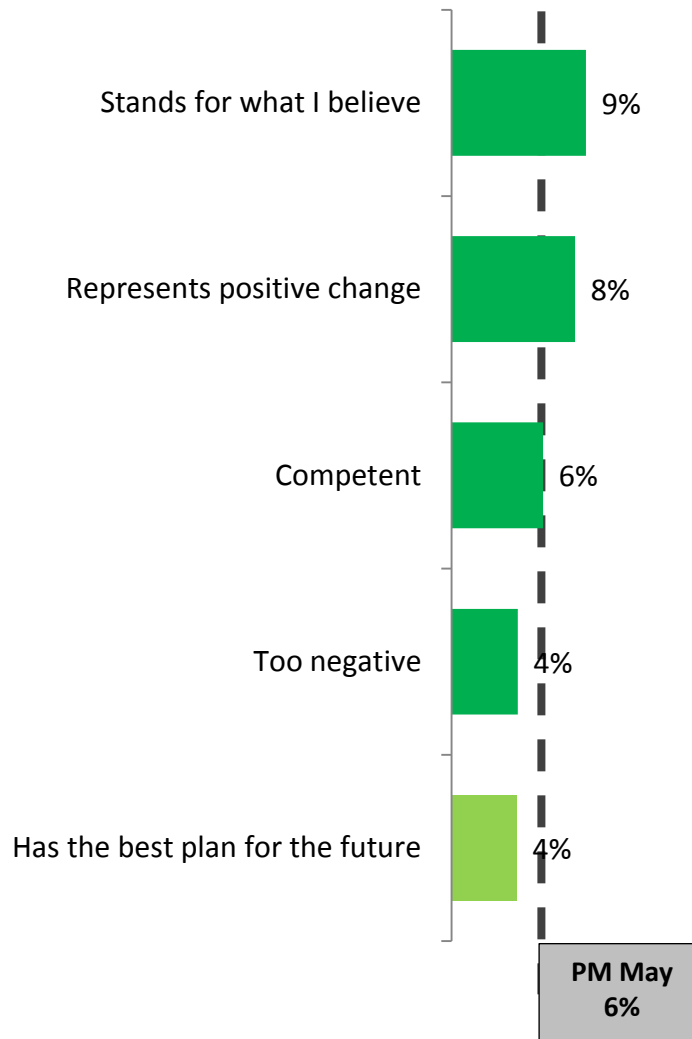
Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Thomas Mulcair**.



# Elizabeth May seen more as standing for what people believe in, representing positive change



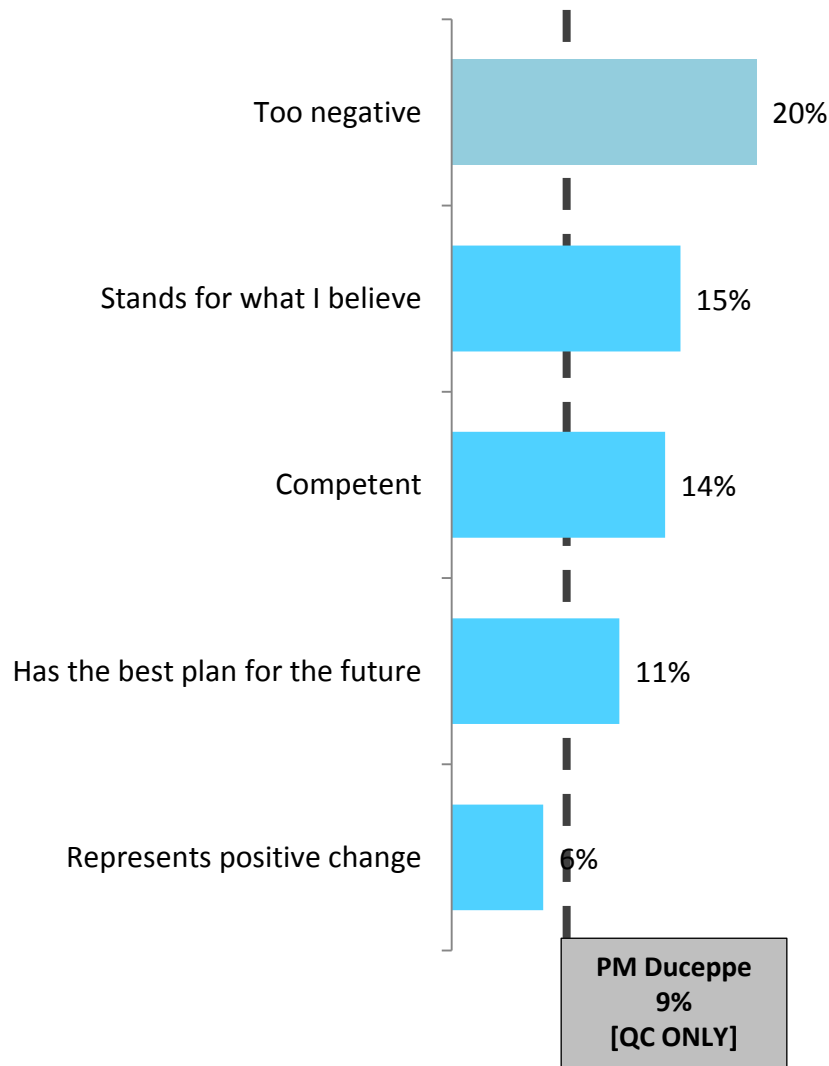
Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...**Elizabeth May**.



# [QC] Duceppe seen as too negative, but stands for what people believe in and competent

Q

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...**Gilles Duceppe**. [QC ONLY]



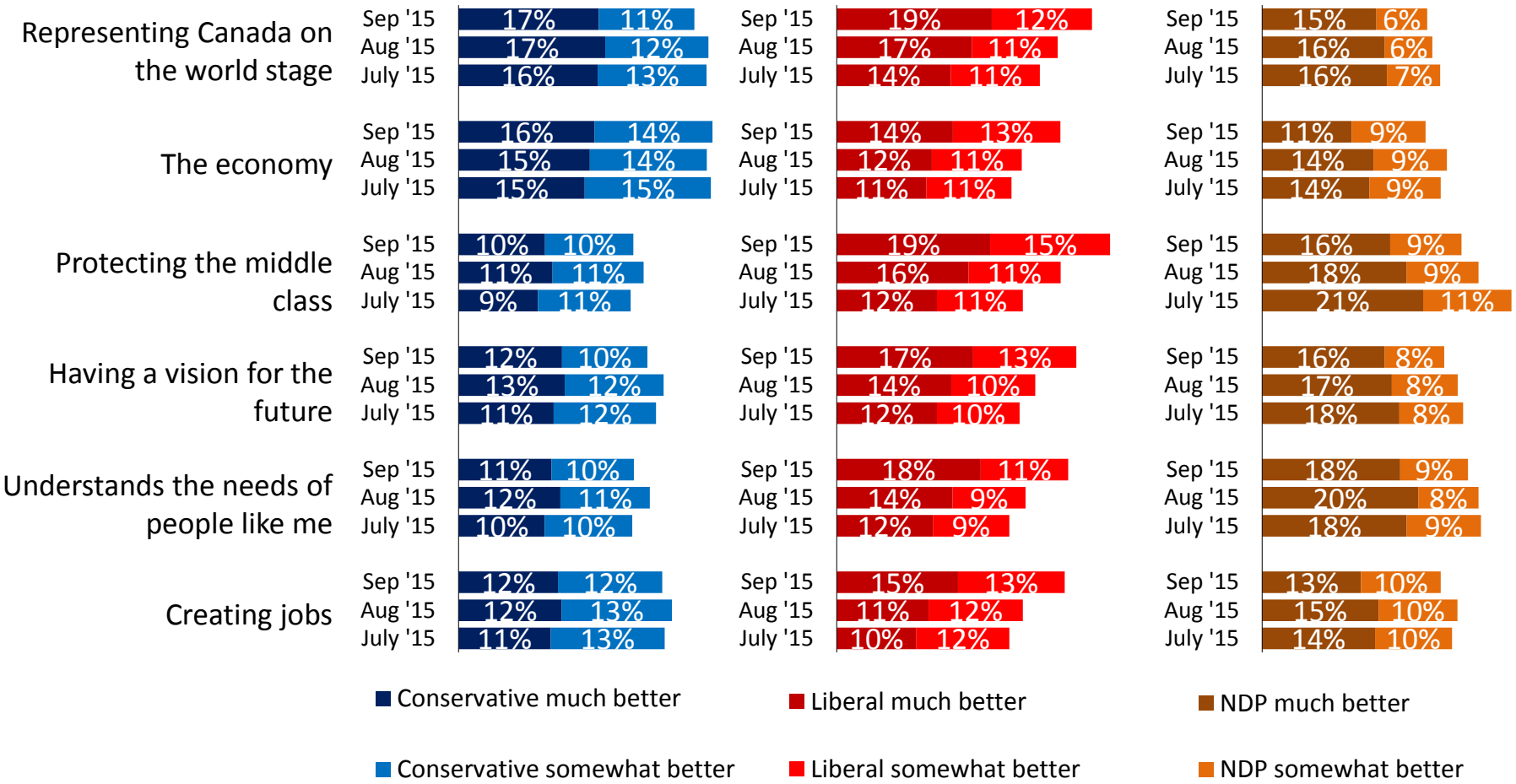
# Party Image and Issues

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# Party Qualities Tracking: Liberals ahead now on representing Canada abroad, protecting middle class



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

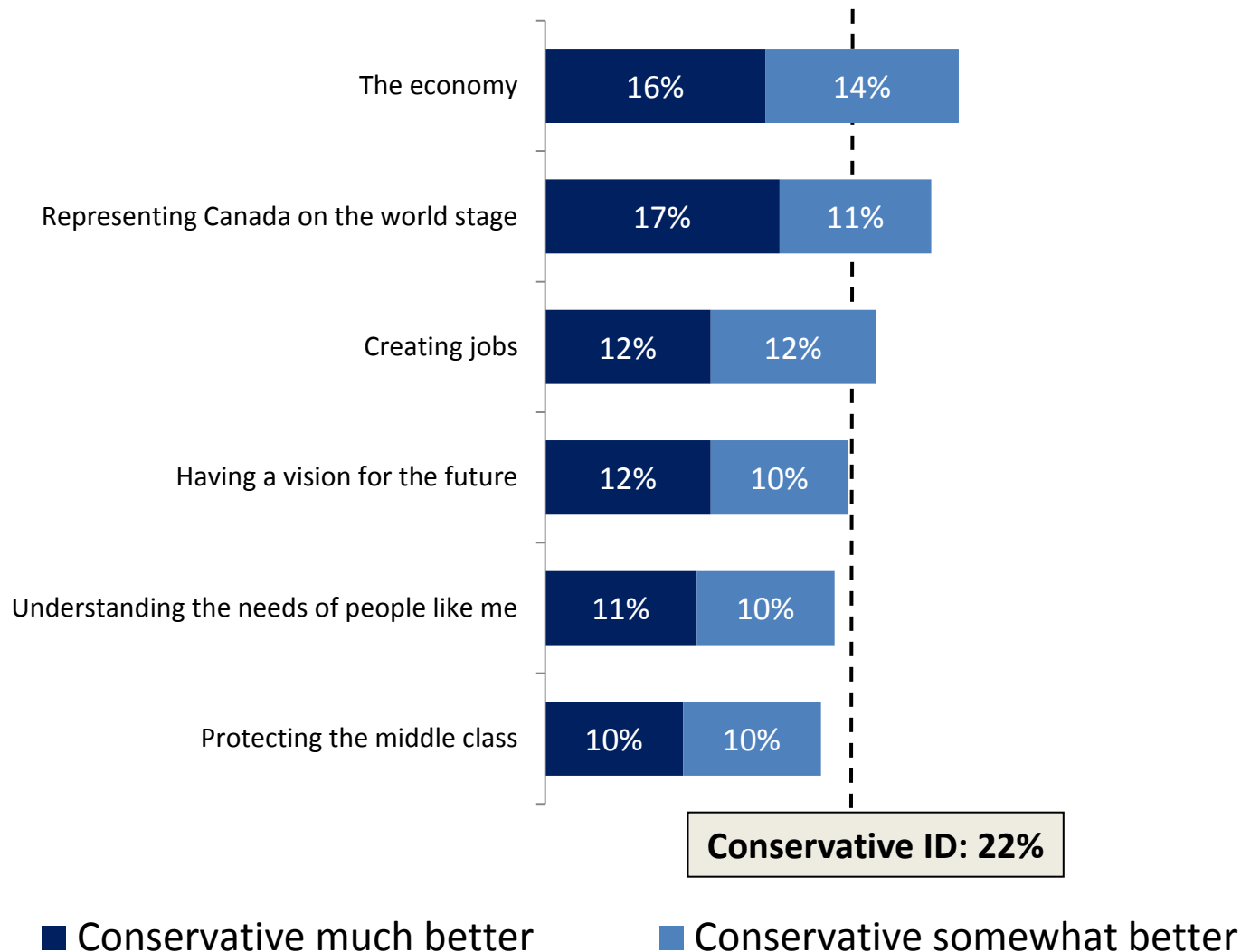




# Conservatives seen as strong on economy, representing Canada abroad, job creation; weakest on middle class



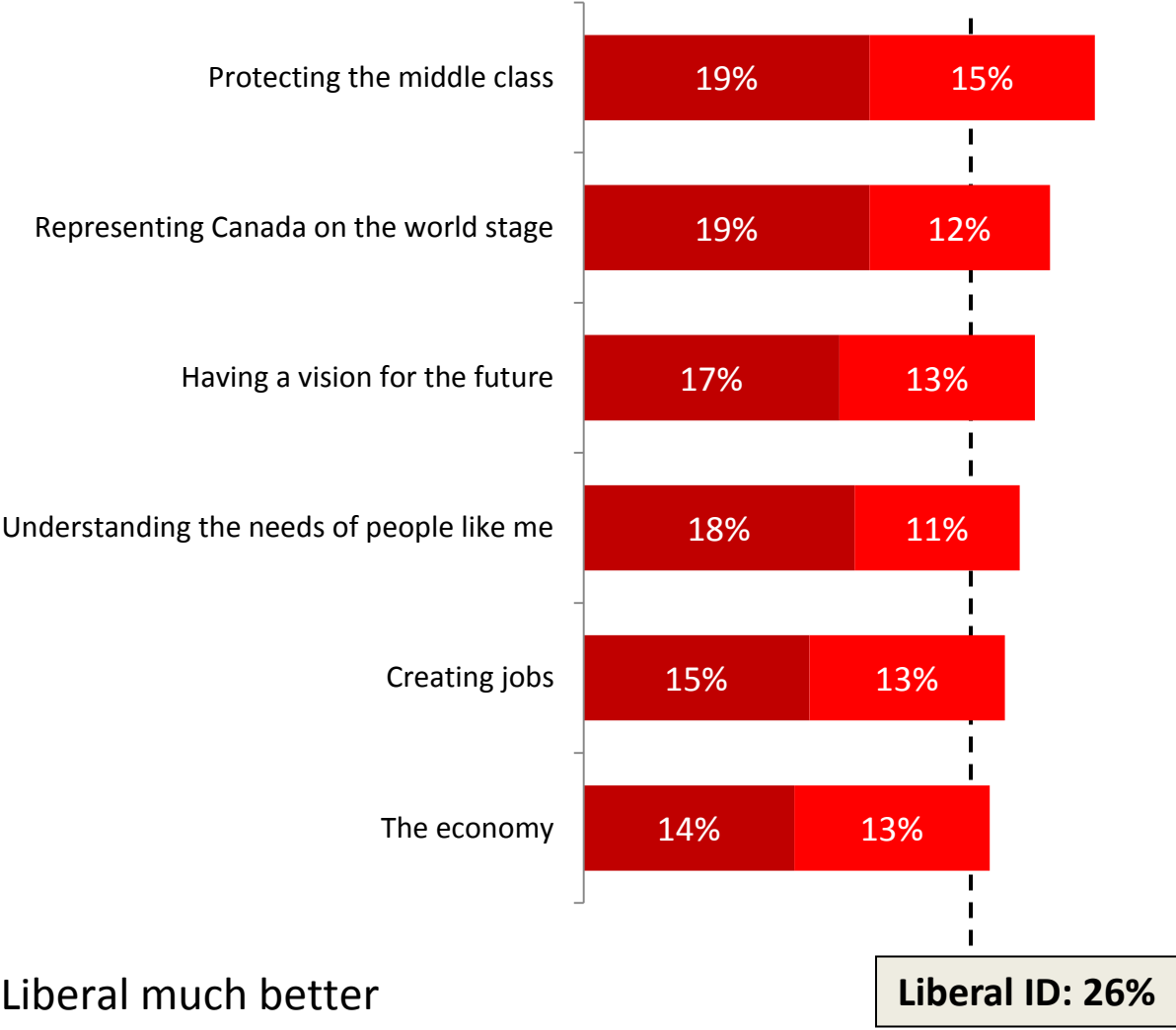
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Conservatives**



# Liberals strongest on protecting middle class, representing Canada abroad, and having vision for the future <sup>42</sup>



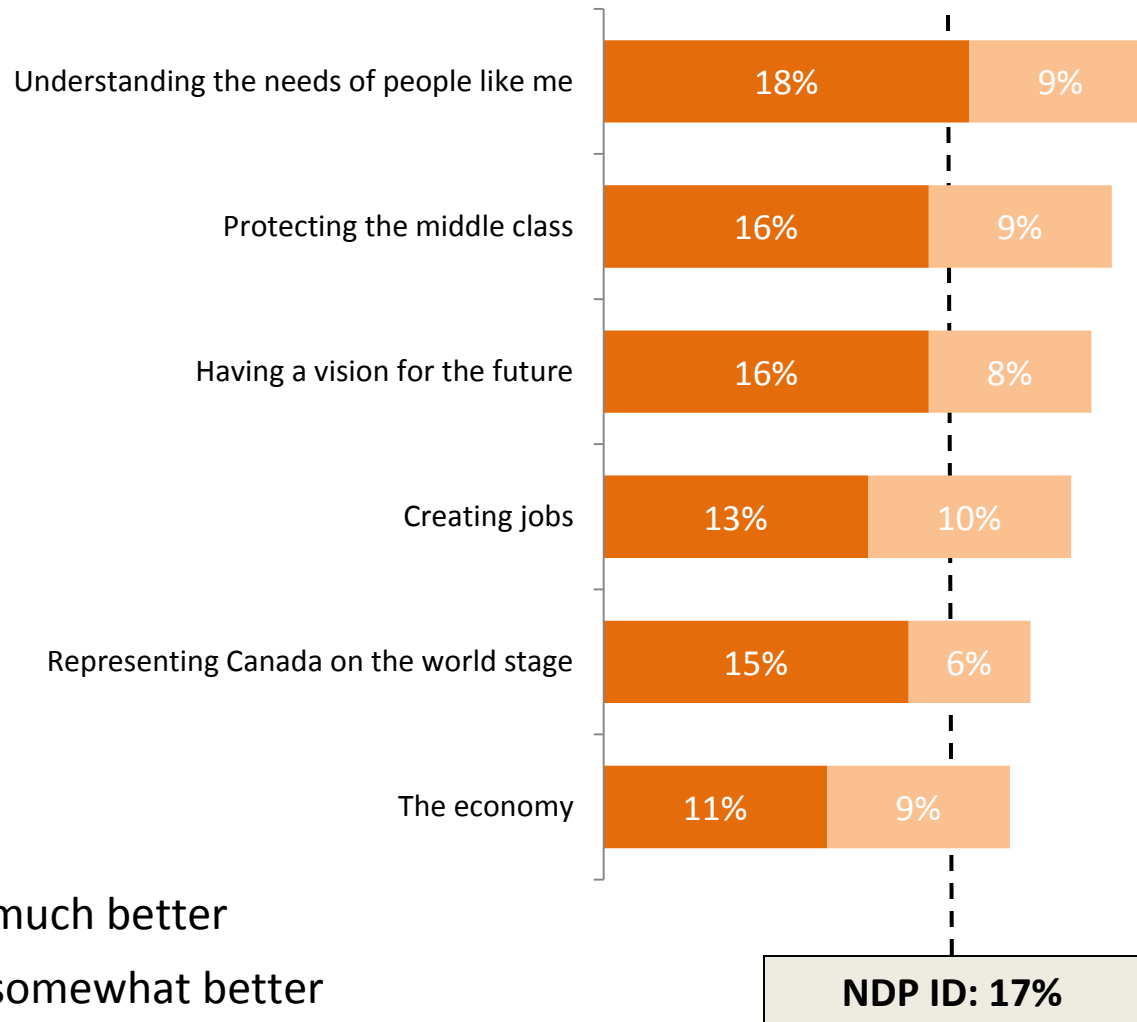
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Liberals**



# NDP seen as strongest on understanding needs of people like me, protecting middle class, having vision for future



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **New Democratic Party**

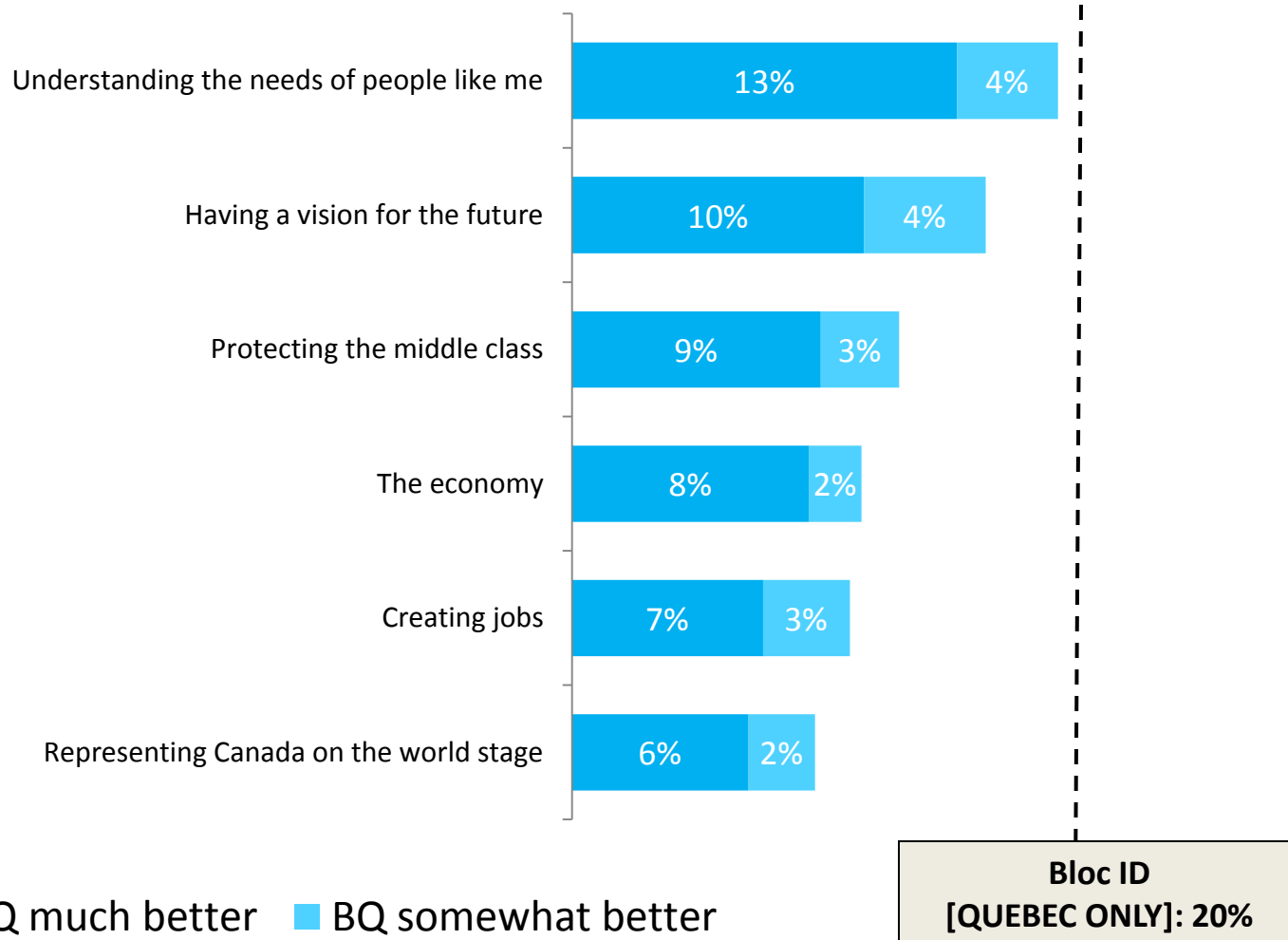


- NDP much better
- NDP somewhat better

# Bloc performing better on understanding needs of people, scores low on representing Canada on world stage



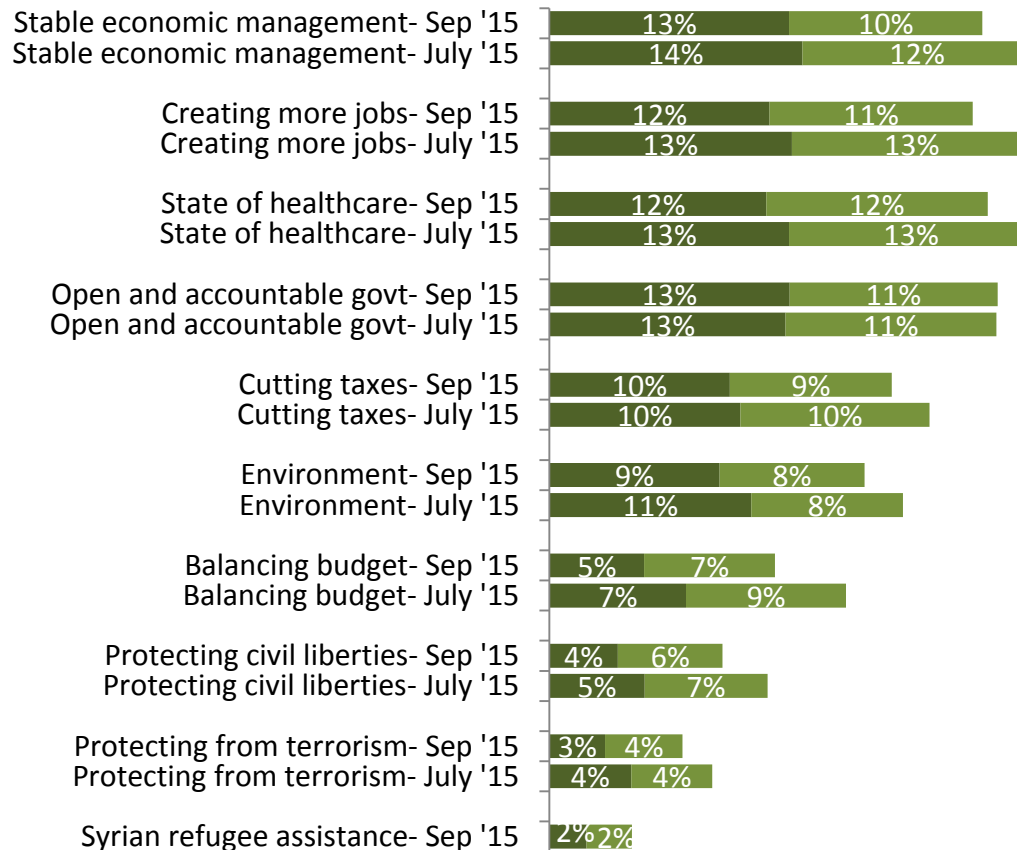
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Bloc Quebecois [QUEBEC ONLY]**



# Economy, jobs, healthcare and accountable government remain top priorities, 4% say refugees

Q

Below are some issues that have been in the news recently in Canada. Please indicate which of these issues is most important, the one you would most like to see the federal political parties and leaders address in the upcoming election campaign...And what is the second-most/third-most important issue that you would like to see the federal political parties and leaders address in the upcoming election campaign?

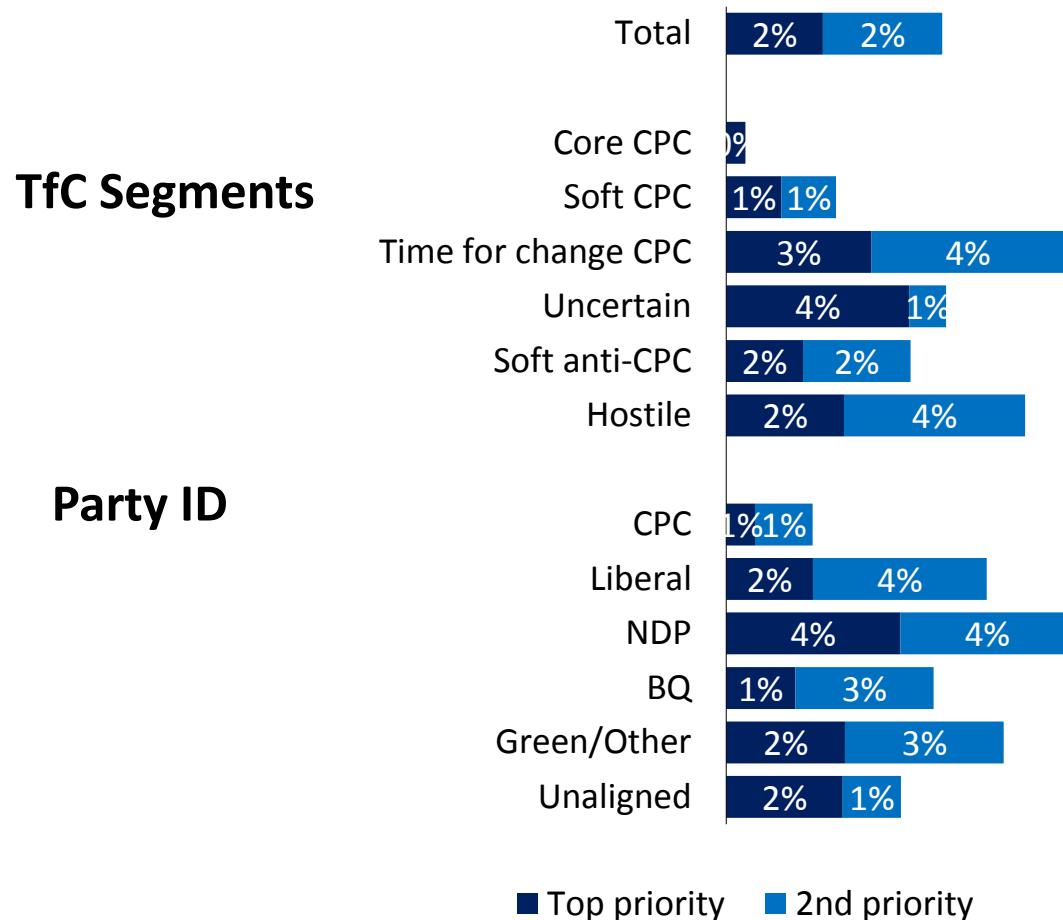


■ Top priority    ■ 2nd priority

# Spotlight on Syria: Tfc CPC, NDP identifiers slightly more likely to identify Syria as their top issue



Below are some issues that have been in the news recently in Canada. Please indicate which of these issues is most important, the one you would most like to see the federal political parties and leaders address in the upcoming election campaign...And what is the second-most/third-most important issue that you would like to see the federal political parties and leaders address in the upcoming election campaign? **Syrian refugee assistance**

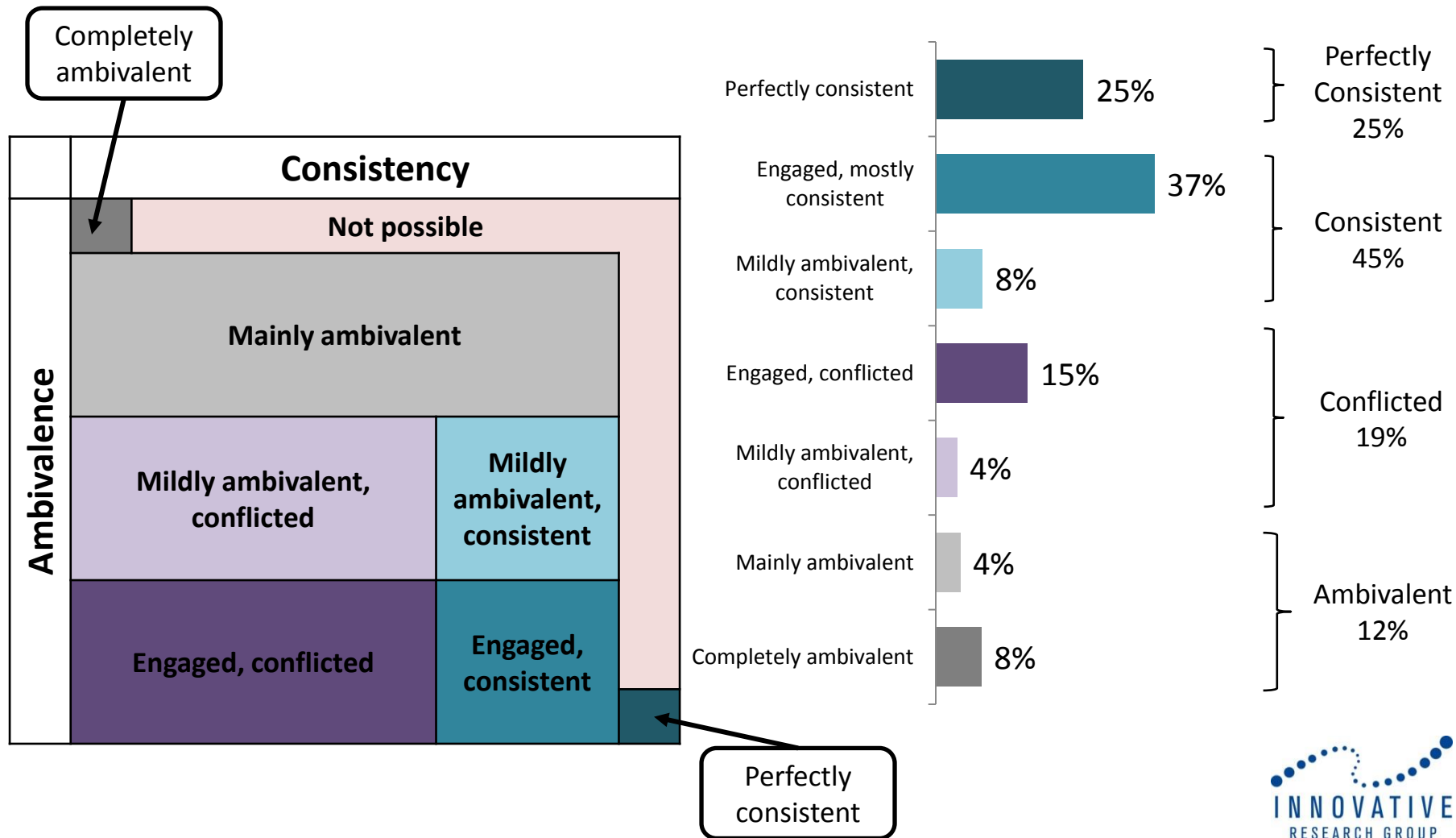


# Consistency Segmentation

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# Consistency Segmentation

By measuring how consistent people are in which party they pick on the party and leader attributes (consistency) as well as how frequently they simply say they don't know which party to pick (ambivalence), we can understand both engagement and consistency of support for different parties.





# Made up my Mind by Consistency: ambivalent who have heard all they need up 6 points in last month

		Consistency Segmentation							
		Perfectly Consistent		Consistent		Conflicted		Ambivalent	
		Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15
Made up mind vs. Like to hear more	I have heard all I need	76%	79%	41%	48%	28%	35%	17%	23%
	I would like to hear more	21%	19%	51%	45%	65%	58%	47%	42%
	Don't know	3%	2%	8%	7%	8%	7%	36%	35%

# Combined Vote by Consistency: “conflicted” NDP vote up 4 points since August; “ambivalent” undecided down 10 points

Combined Vote	Consistency Segmentation								
		Perfectly consistent		Consistent		Conflicted		Ambivalent	
		Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15
Conservative		33%	33%	29%	29%	17%	12%	9%	11%
Liberal		25%	32%	25%	29%	27%	25%	7%	9%
NDP		35%	30%	29%	27%	31%	35%	10%	13%
Bloc Quebecois		3%	2%	4%	4%	5%	5%	1%	3%
Green		2%	2%	5%	4%	8%	13%	5%	7%
Other		0%	0%	1%	1%	1%	1%	1%	1%
Undecided /Don't know		1%	0%	7%	6%	9%	7%	48%	38%
Would not Vote/ None		0%	0%	1%	1%	2%	2%	18%	18%

# Likelihood to vote by Consistency: conflicted, consistent more likely to vote since August

		Consistency Segmentation							
		Perfectly consistent		Consistent		Conflicted		Ambivalent	
		Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15	Wave 2: Aug '15	Wave 3: Sept '15
Likelihood to vote in upcoming election	Definitely	85%	87%	72%	75%	62%	66%	28%	27%
	Very likely	8%	7%	15%	13%	16%	14%	11%	14%
	Somewhat likely/DK	5%	5%	9%	8%	17%	13%	30%	30%
	Not very likely/ Definitely not	3%	1%	4%	4%	6%	7%	30%	30%

# Public Debate

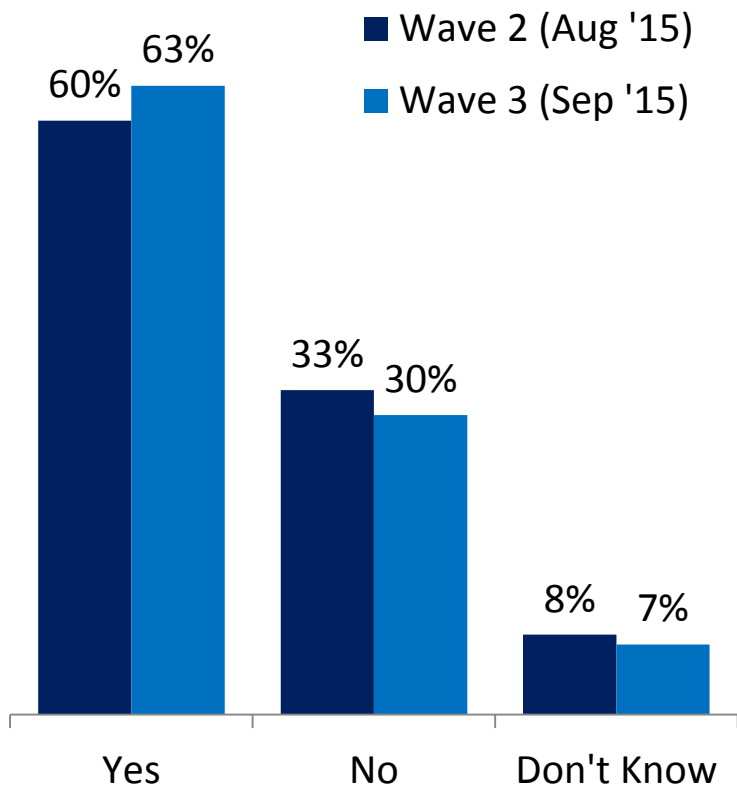
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# RSH about Conservatives: public debate impact is steady

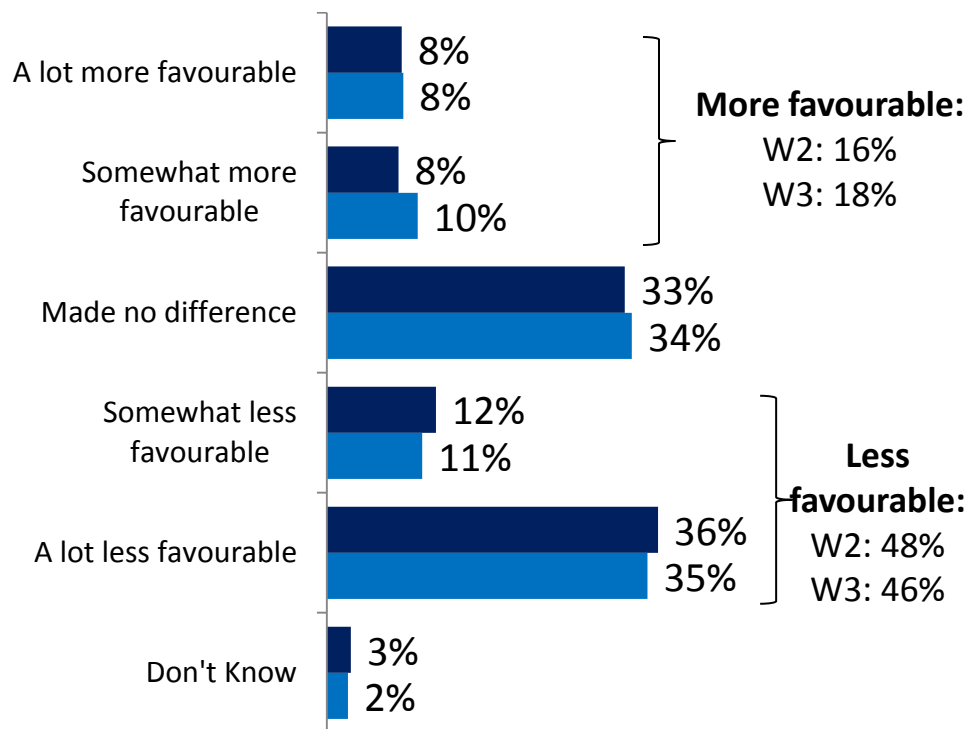
## for Conservatives



Have you read, seen or heard anything about Stephen Harper and the federal Conservative party in the last few days?



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?

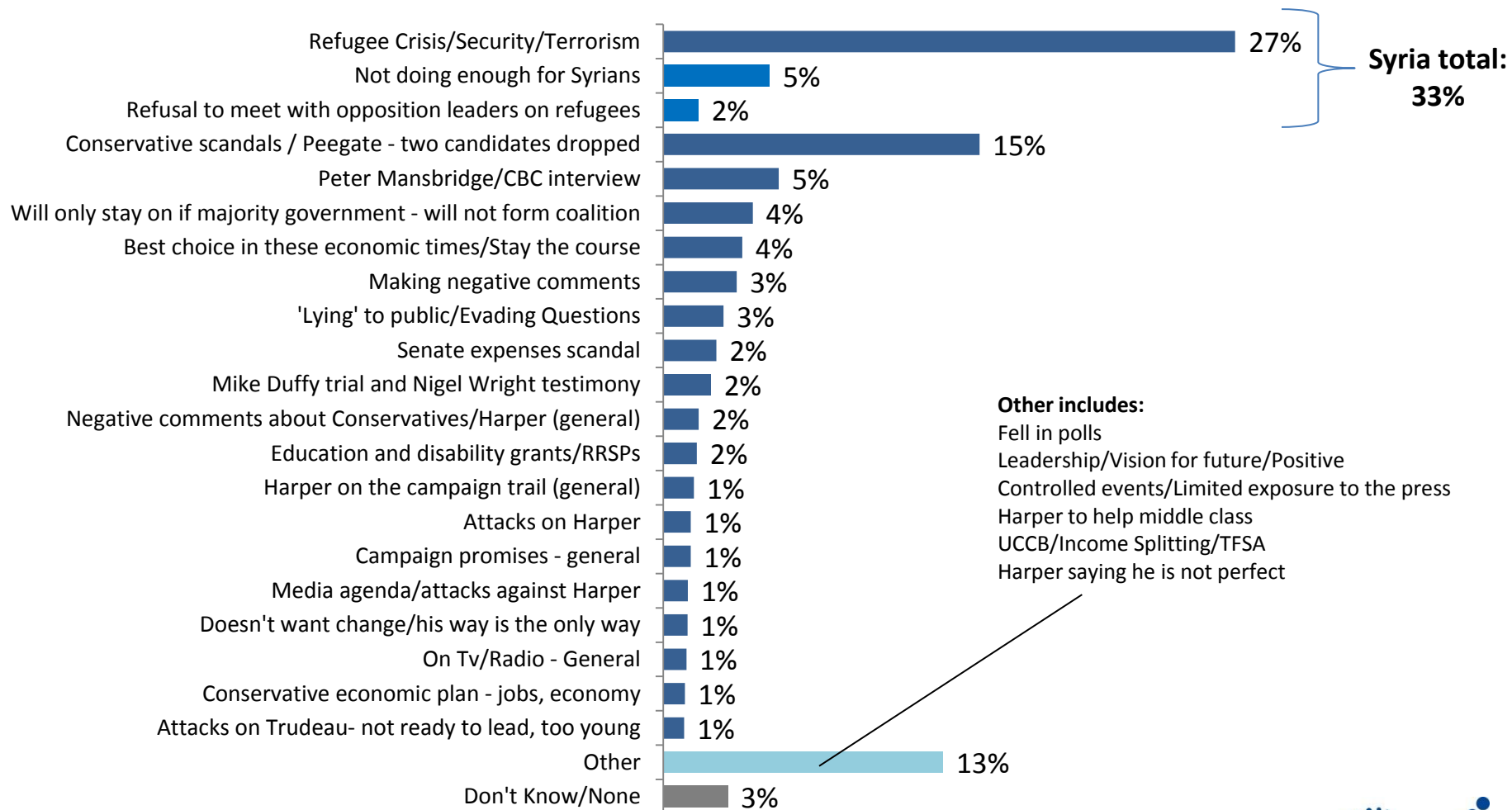


■ Wave 2 (Aug '15) ■ Wave 3 (Sep '15)

# RSH for CPC: Syrian refugees, 'Pee-gate' account for nearly half of what respondents have read, seen or heard



And what did you read, see, or hear about Stephen Harper and the federal Conservative Party? [n=911]

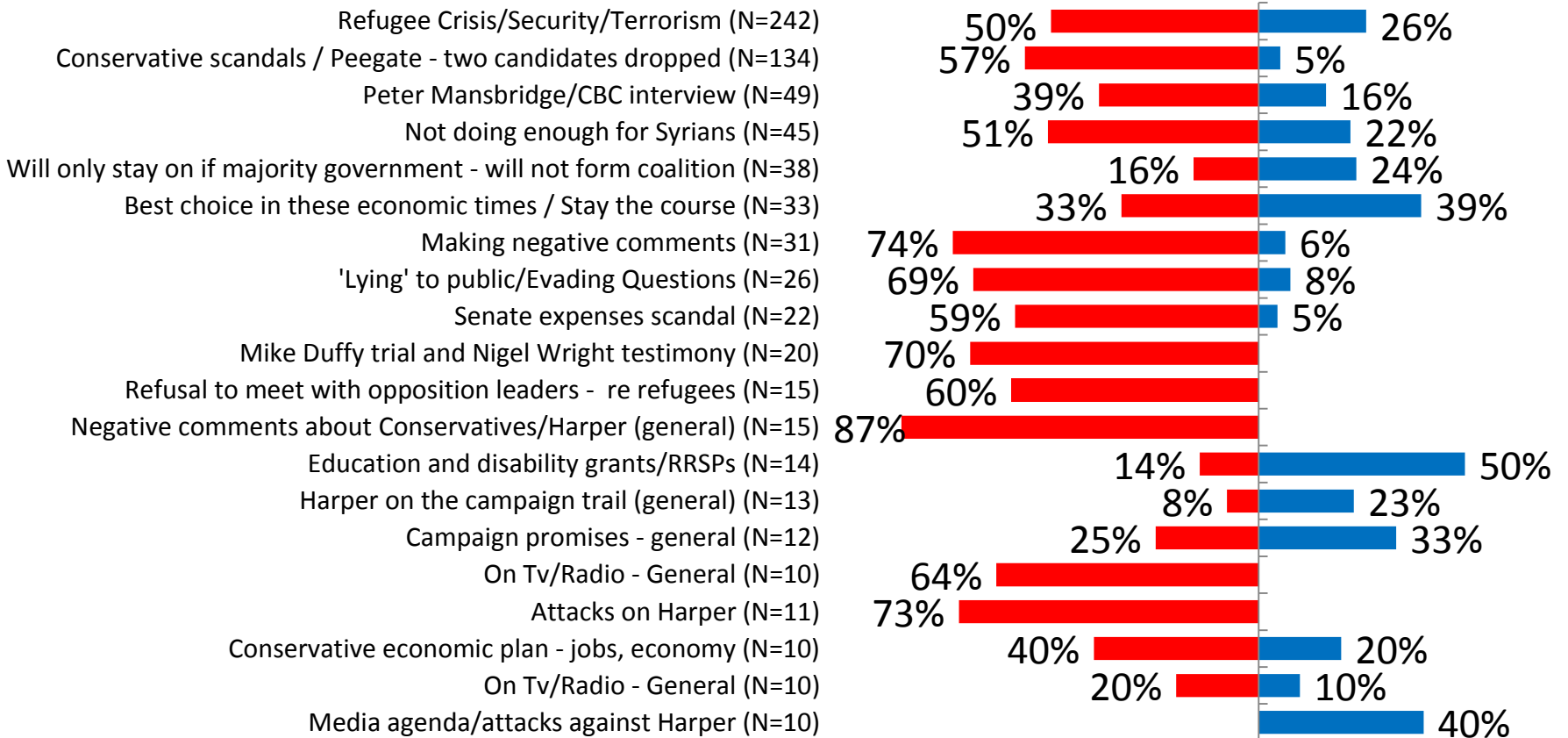


# RSH Impact for CPC: refugee crisis and candidate scandals

## both hurting Conservatives



And what did you read, see, or hear about Stephen Harper and the federal Conservative Party? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?



■ Less favourable

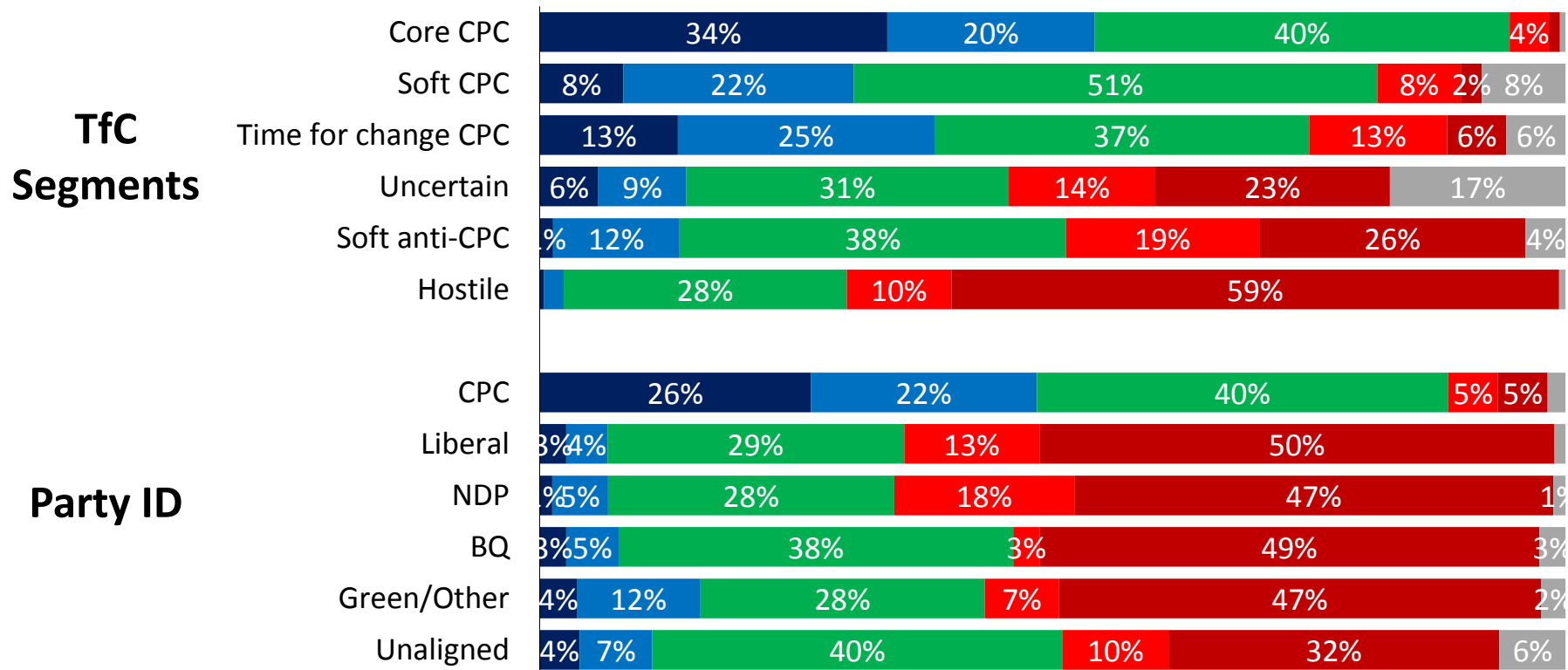
■ More favourable

Note: Only codes with N>=10 are included in this analysis

# RSH impact for CPC: Tfc Tories responding more favourably<sup>56</sup> to public debate about CPC; still, 19% felt less favourable



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?

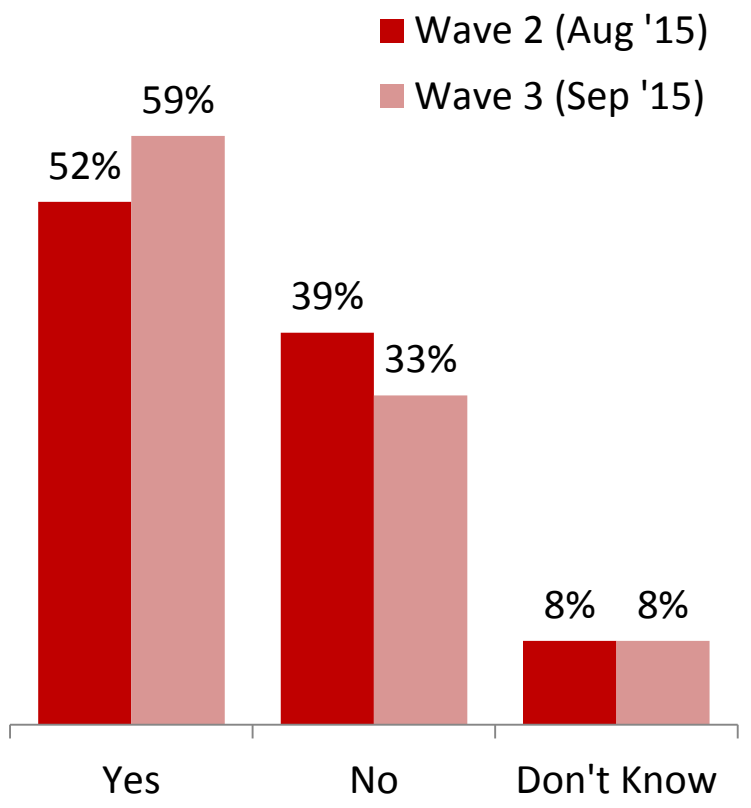


■ A lot more favourable     
 ■ Somewhat more favourable     
 ■ Made no difference  
■ Somewhat less favourable     
 ■ A lot less favourable     
 ■ Don't Know

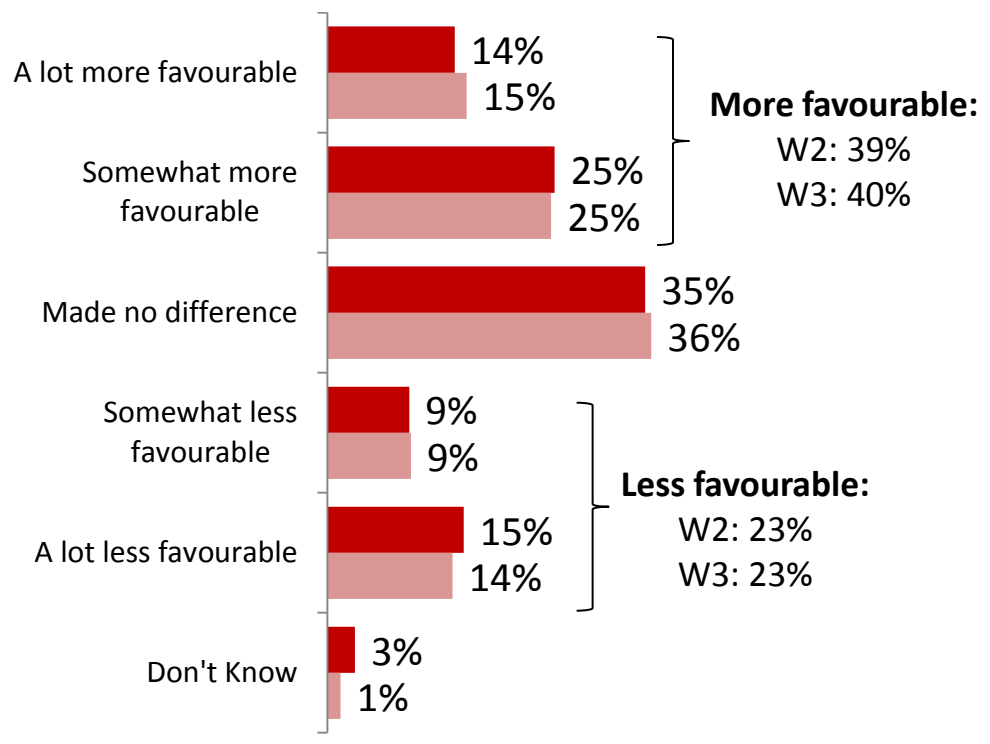


# RSH about Liberals: 7-point increase month-to-month, no movement on discussion favourables

**Q** Have you read, seen or heard anything about Justin Trudeau and the federal Liberal party in the last few days?



**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?

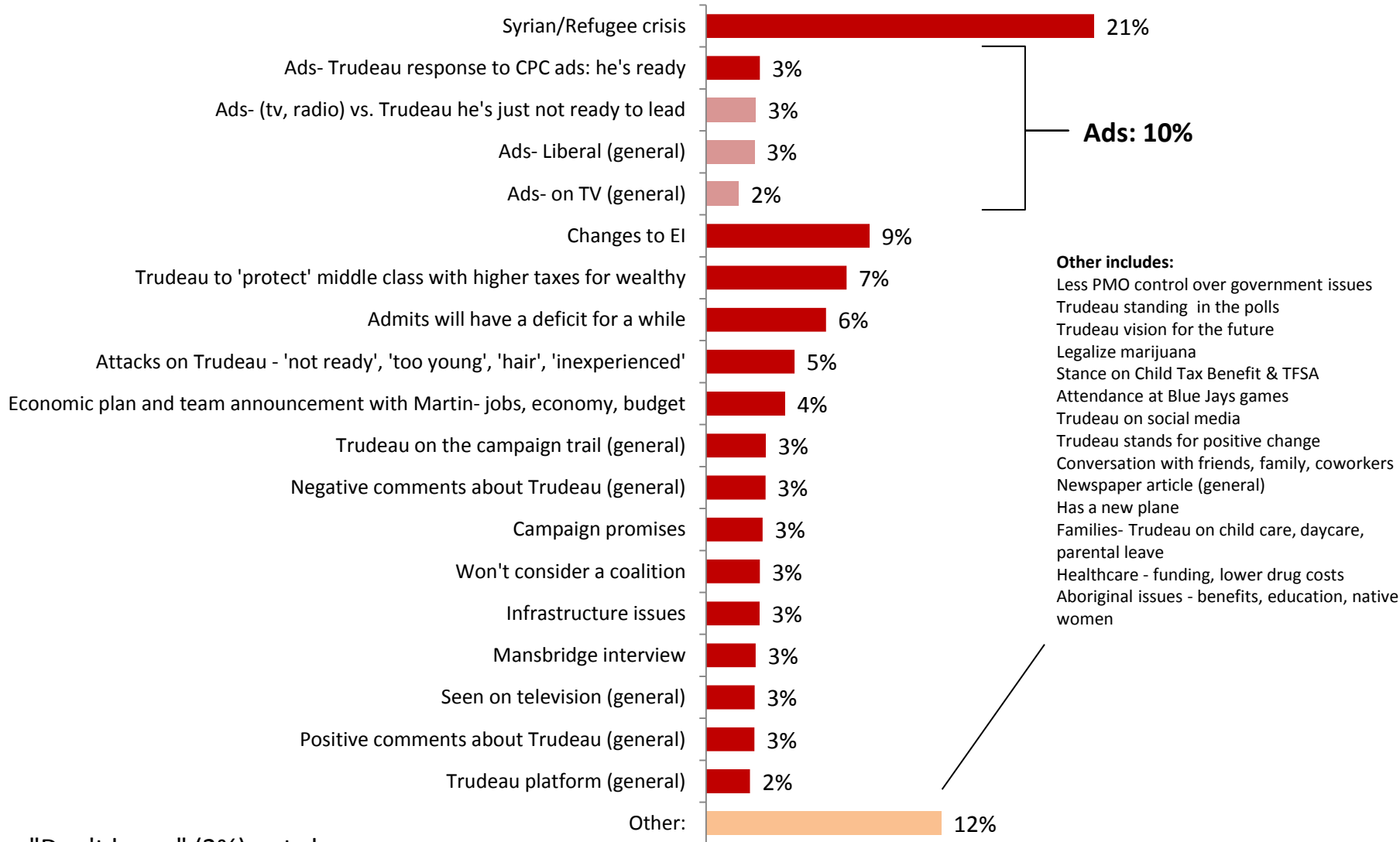


■ Wave 2 (Aug '15) ■ Wave 3 (Sep '15)

# RSH about Trudeau: Top mentions are refugee crisis, ads for and against the LPC, Changes to EI



And what did you read, see, or hear about Justin Trudeau and the federal Liberal party? [n=849]

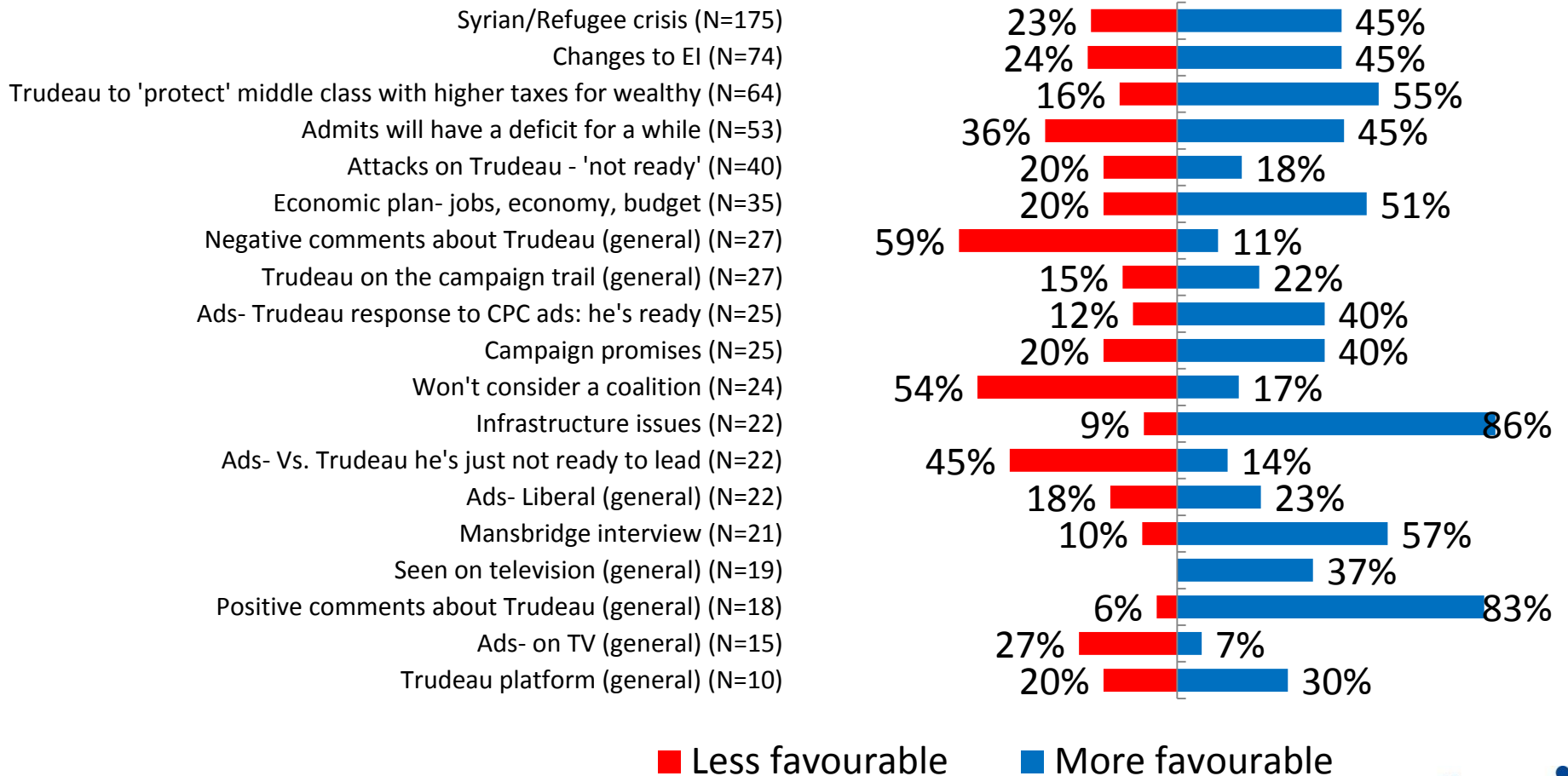


Note: "Don't know" (2%) not shown.

# RSH impact for LPC: Syrian crisis, changes to EI, and higher taxes discussion all appear to be helping the Liberals <sup>59</sup>



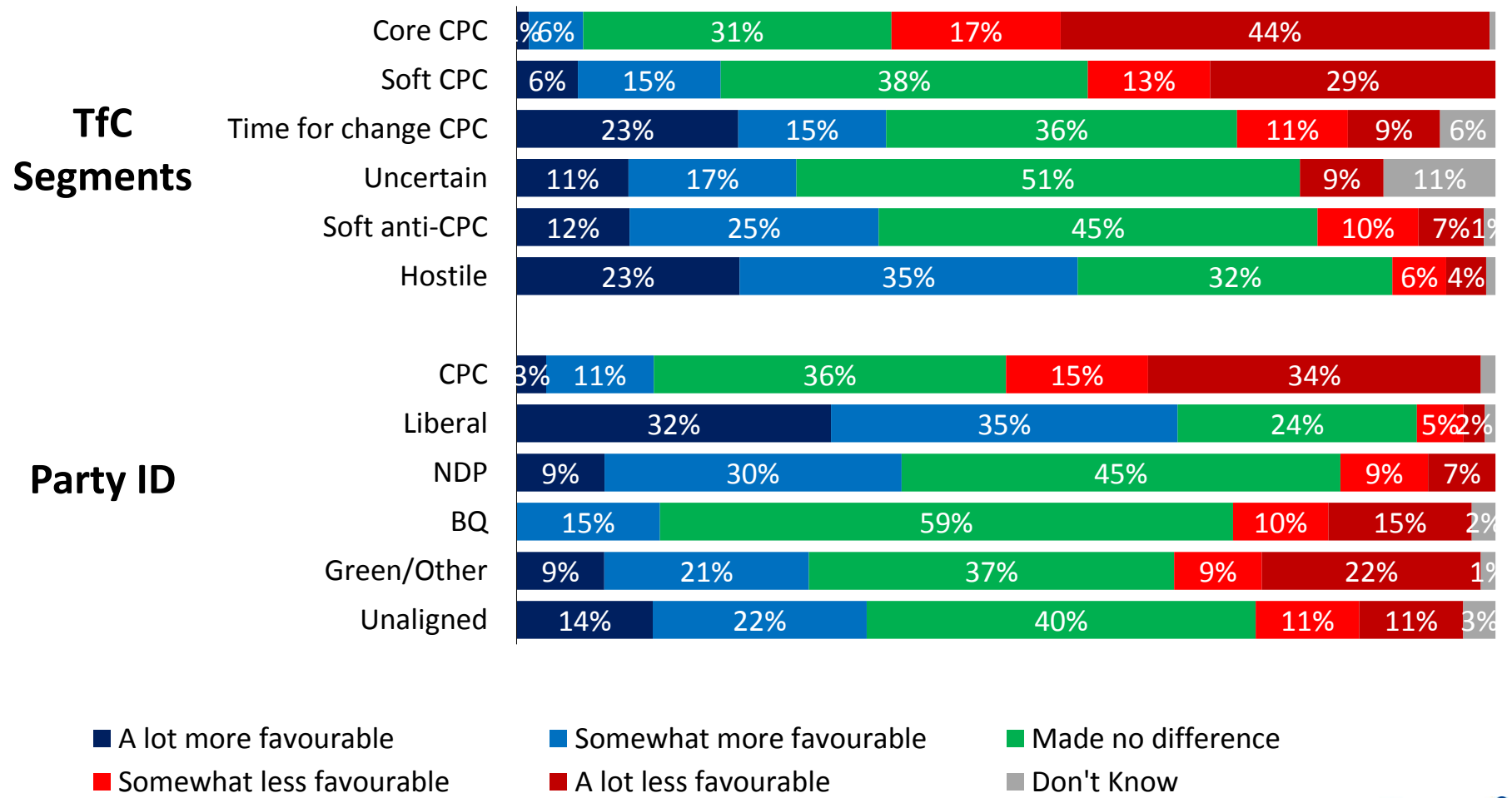
And what did you read, see, or hear about Justin Trudeau and the Liberal Party? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal Party, or did it make no difference?



Note: Only codes with N>=10 are included in this analysis

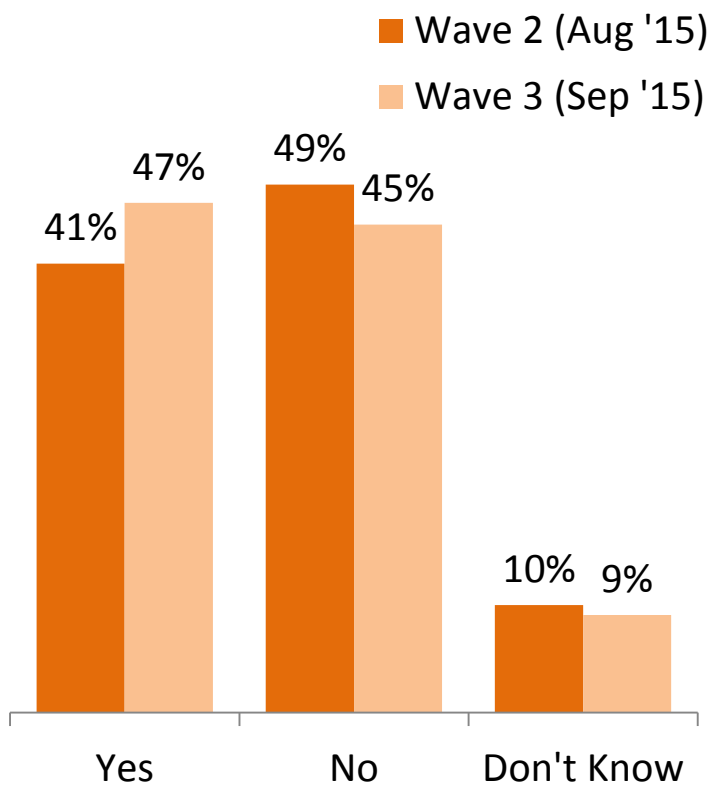
# RSH impact for LPC: Tfc Tories, NDP identifiers like what they heard about Trudeau and the Liberal party

**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?

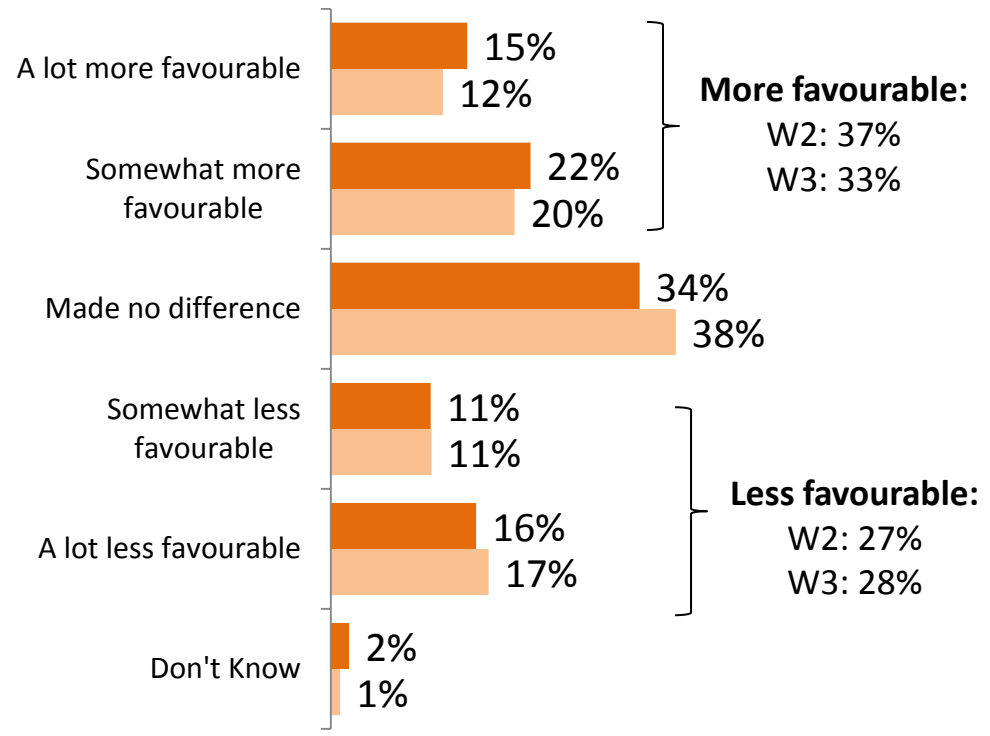


# RSH about NDP: Recall up about Mulcair and NDP, but what respondents hear is less favourable than last month

**Q** Have you read, seen or heard anything about Thomas Mulcair and the federal NDP in the last few days?



**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?

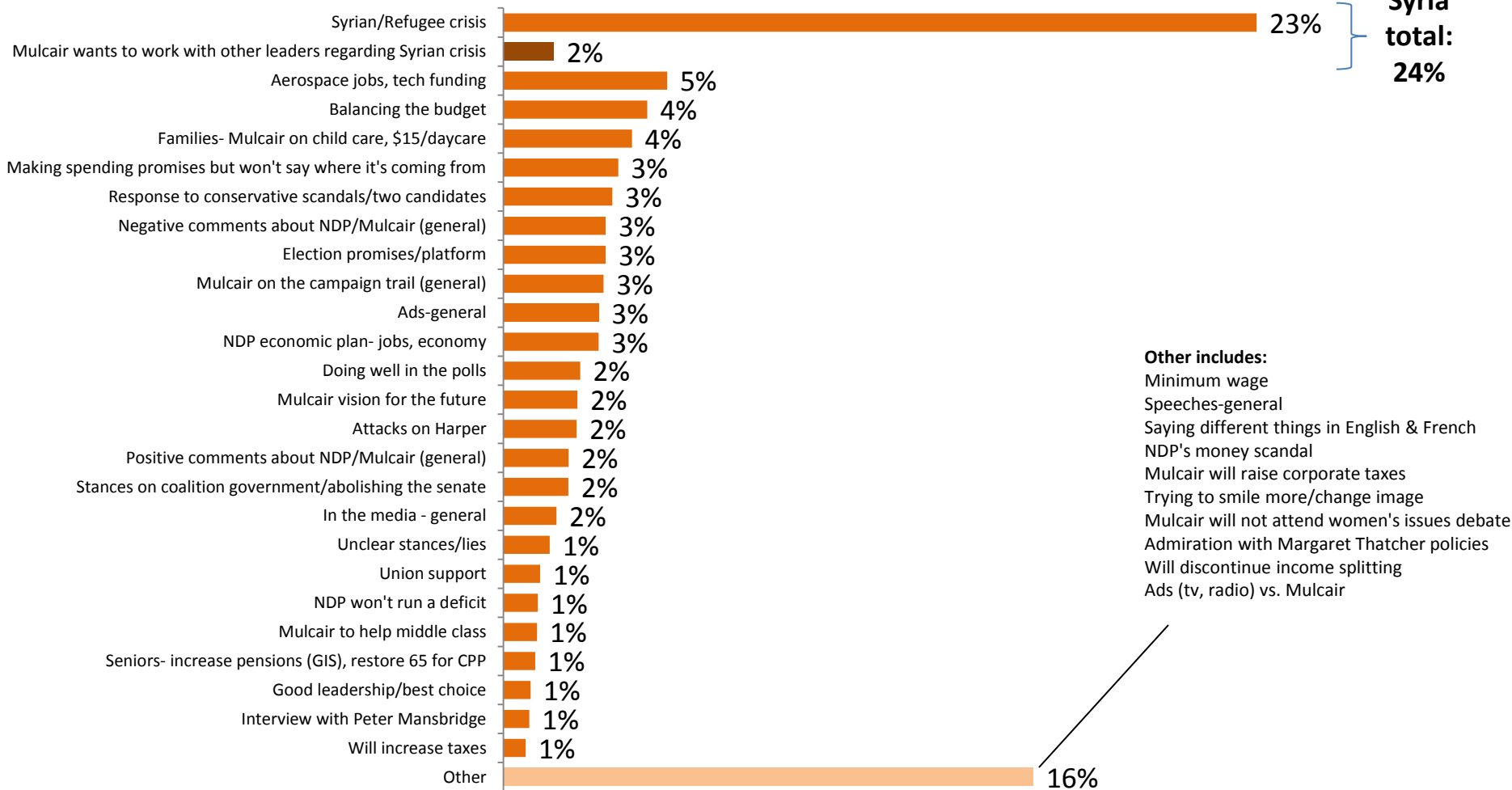


■ Wave 2 (Aug '15) ■ Wave 3 (Sep '15)

# RSH for NDP: Syrian crisis is by far top mention for Mulcair <sup>62</sup> and NDP



And what did you read, see, or hear about Thomas Mulcair and the federal NDP? [n=674]

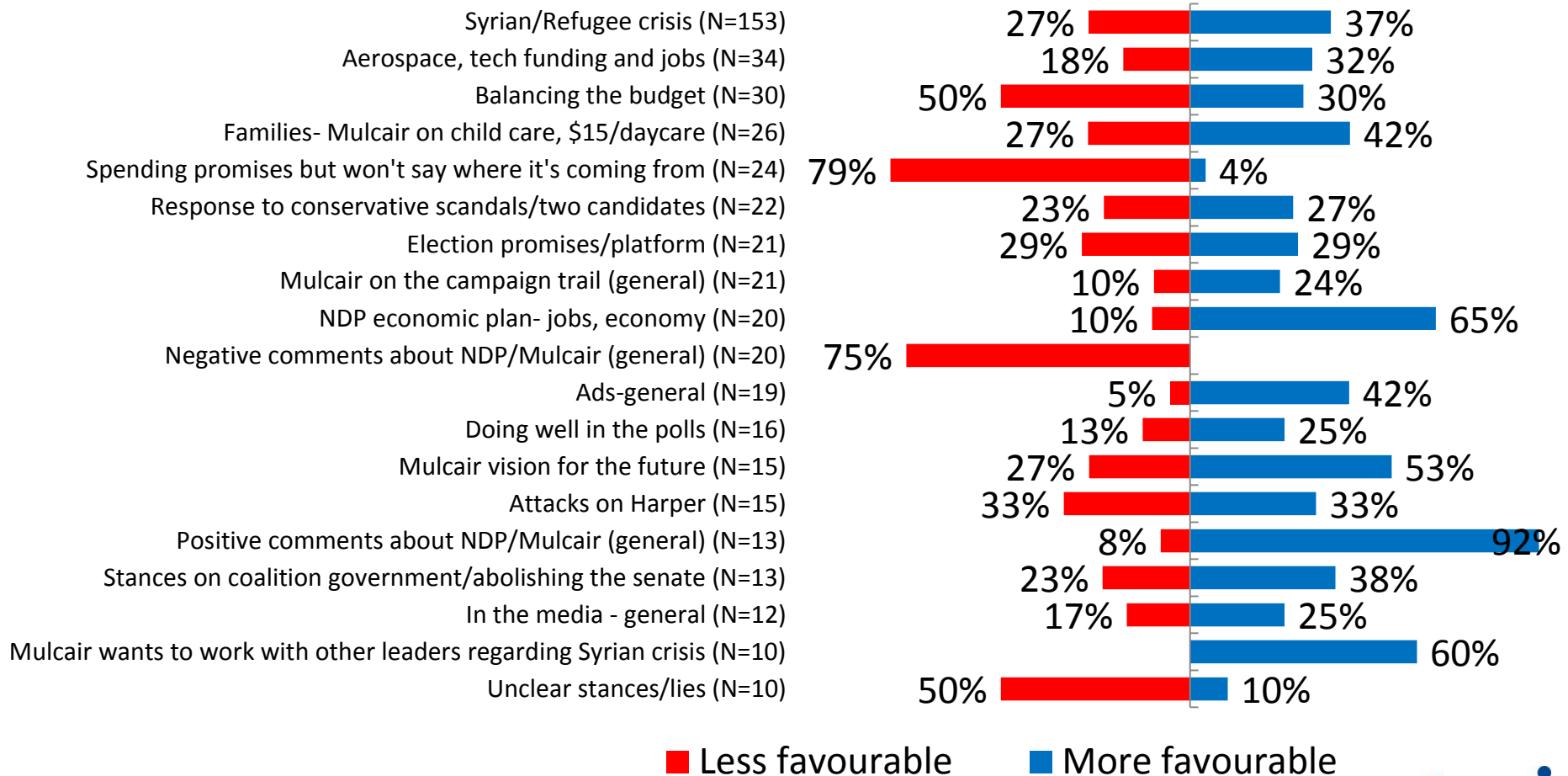


Note: "None" (1%), "Don't know/Refused" (4%) not shown.

# RSH for NDP: slightly positive on refugees, tech jobs, but negative on balancing budget

Q

And what did you read, see, or hear about Thomas Mulcair and the federal NDP? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?



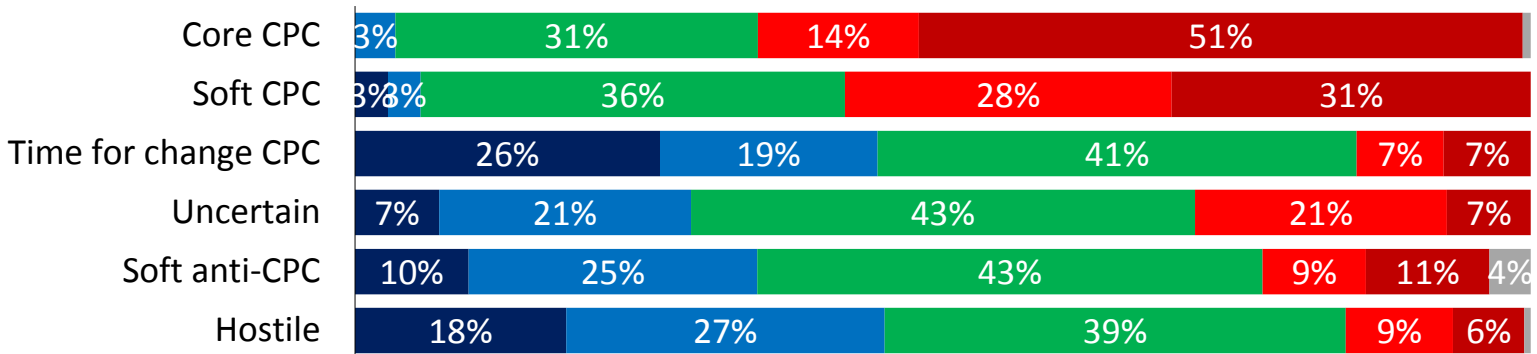
Note: Only codes with N>=10 are included in this analysis

# RSH impact for NDP: nearly half of time-for-a-change Tories<sup>64</sup> and over 1-in-3 LPC identifiers feel more favourable

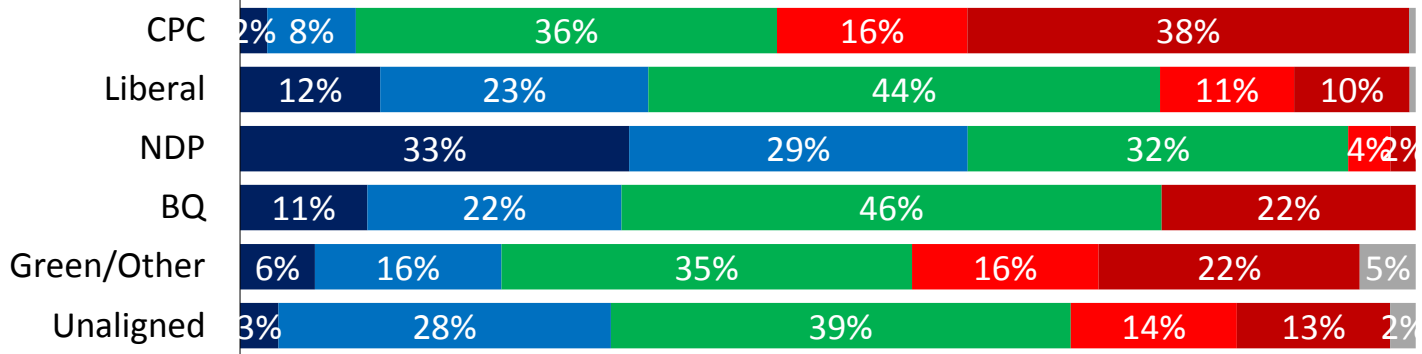


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?

## TfC Segments



## Party ID

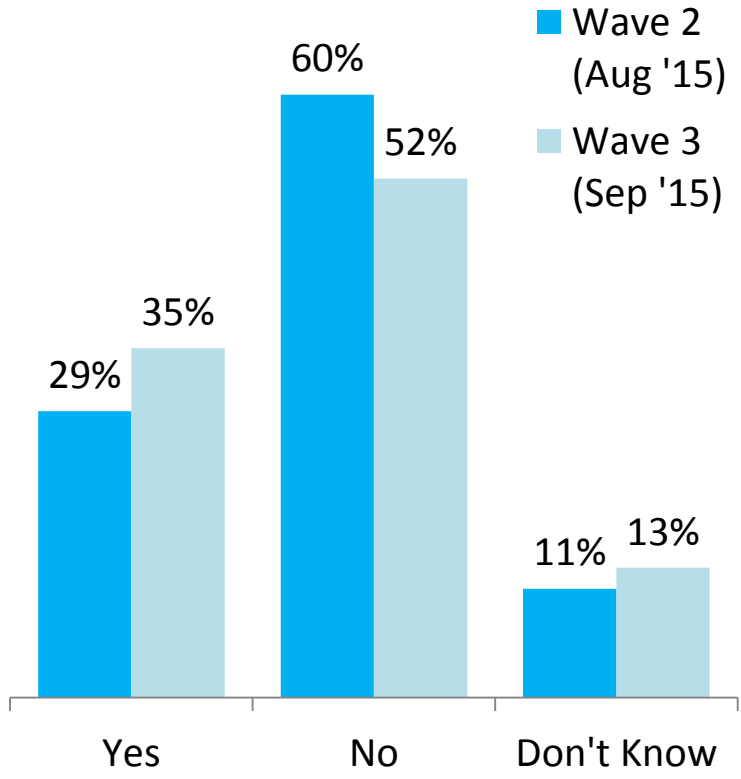


■ A lot more favourable     
 ■ Somewhat more favourable     
 ■ Made no difference  
■ Somewhat less favourable     
 ■ A lot less favourable     
 ■ Don't Know

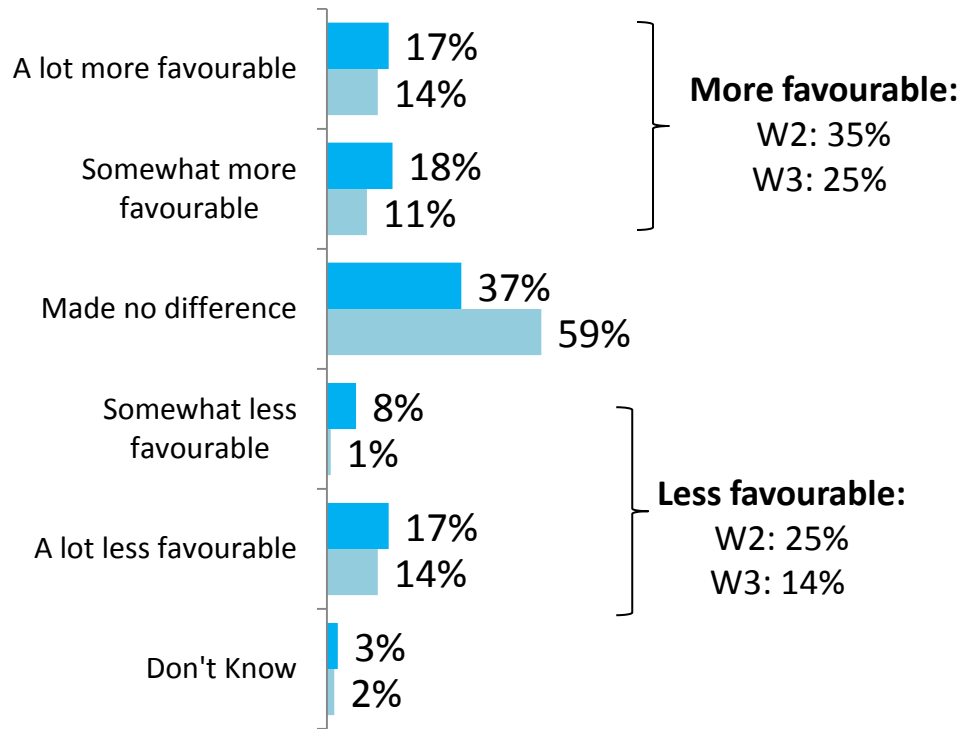


# [QC ONLY] RSH about BQ: 6-point bump in RSH about Duceppe and BQ, but more neutral after RSH than in August

**Q** Have you read, seen or heard anything about Gilles Duceppe and the Bloc Quebecois in the last few days?  
[QC Only]



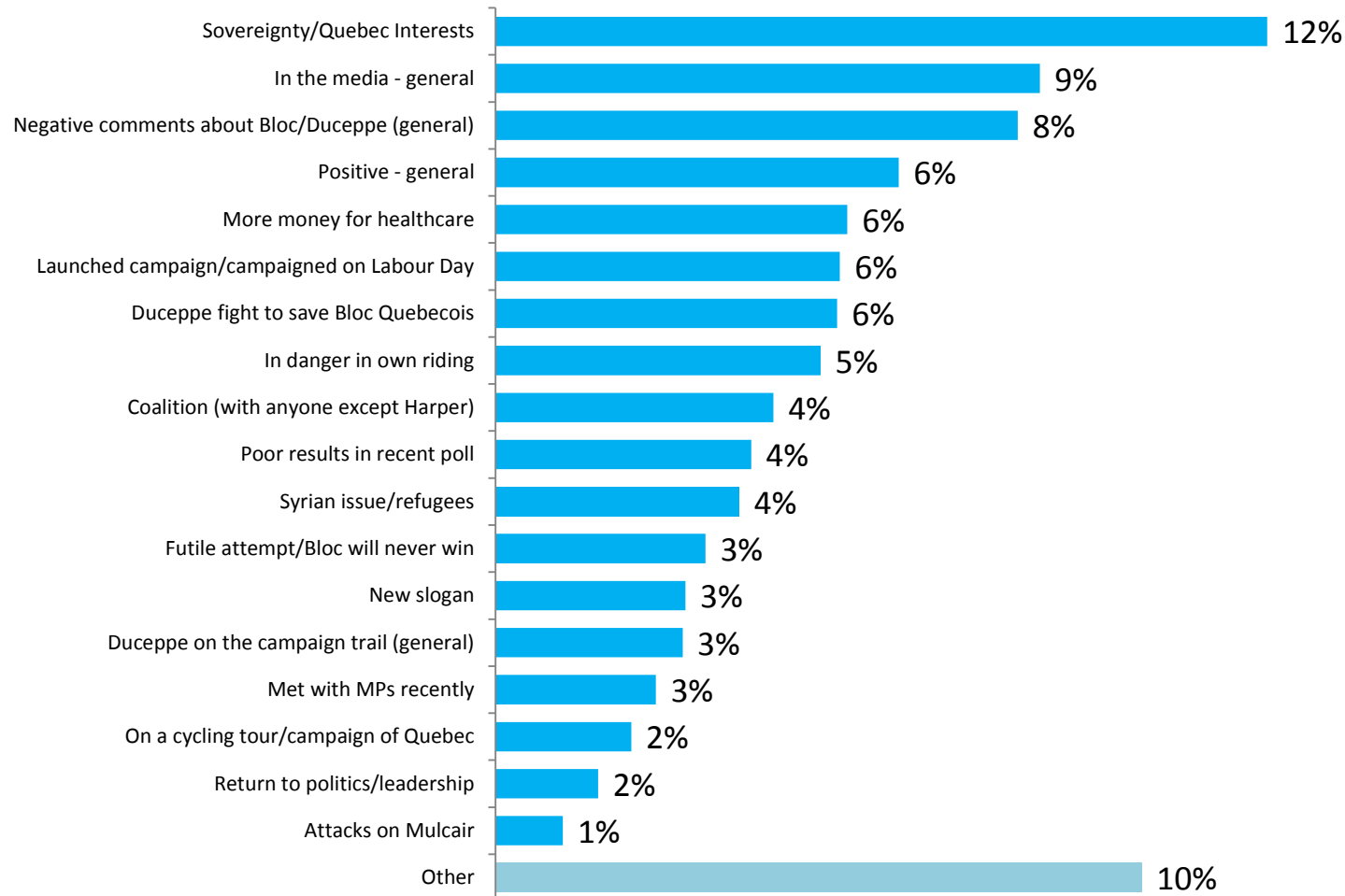
**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference?  
[QC Only]



■ Wave 2 (Aug '15) ■ Wave 3 (Sep '15)

# RSH for BQ: Most specific mentions are defending sovereignty and Quebec interests, healthcare funding

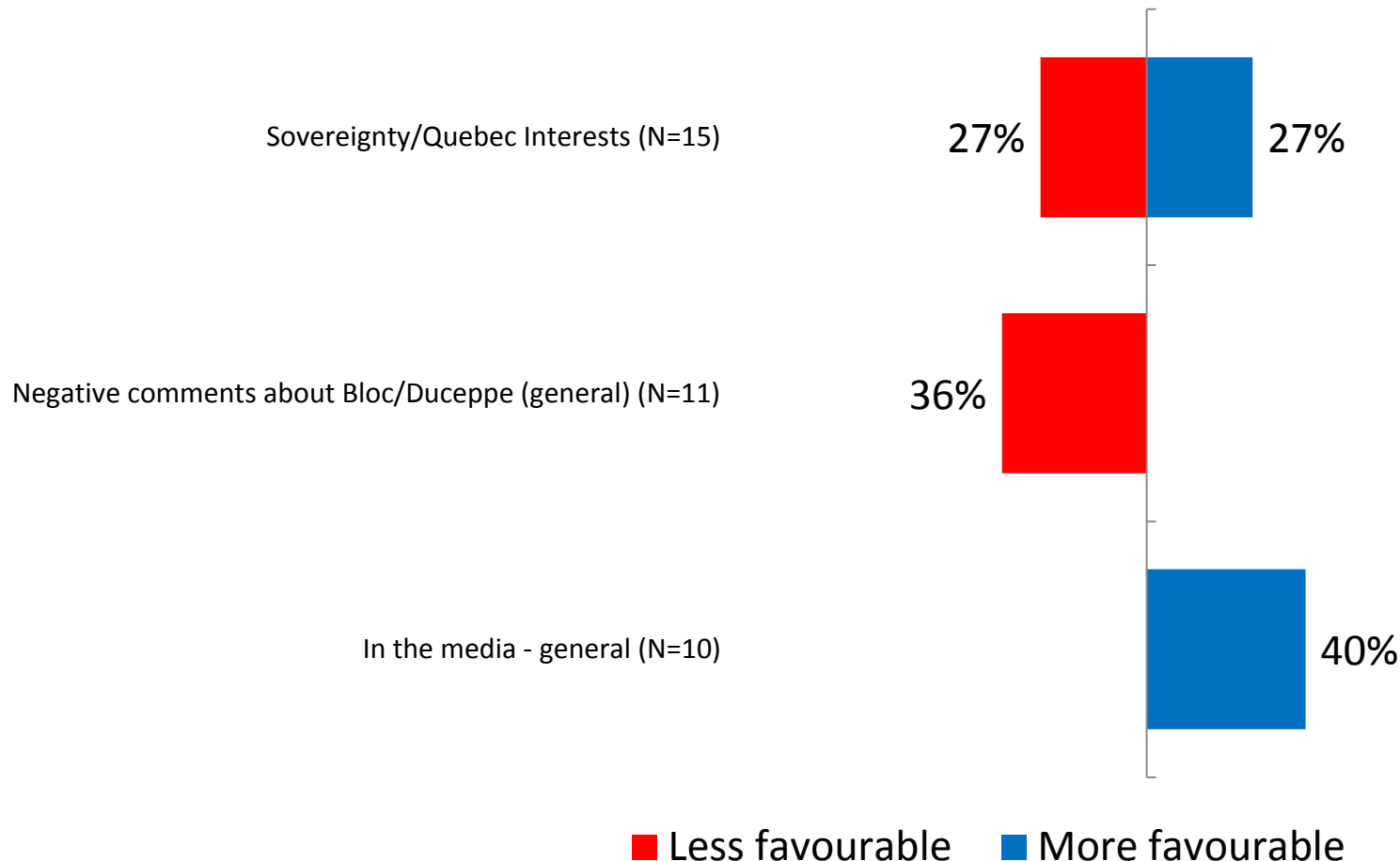
Q And what did you read, see, or hear about Gilles Duceppe and the Bloc Quebecois?  
[N=127]



Note: "Don't know" (2%) not shown.

# RSH impact for BQ: Mixed reaction on defending sovereignty and Quebec interests

- Q And what did you read, see, or hear about Gilles Duceppe and the Bloc Quebecois? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference?



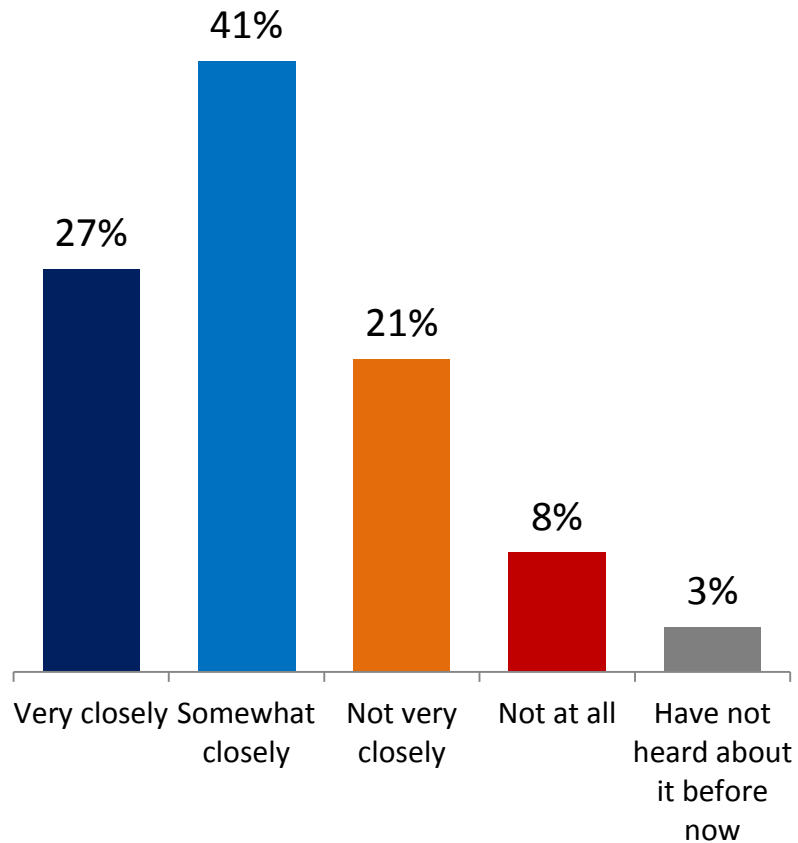
Note: Only codes with N>=10 are included in this analysis

# Spotlight: Syrian Refugee Crisis

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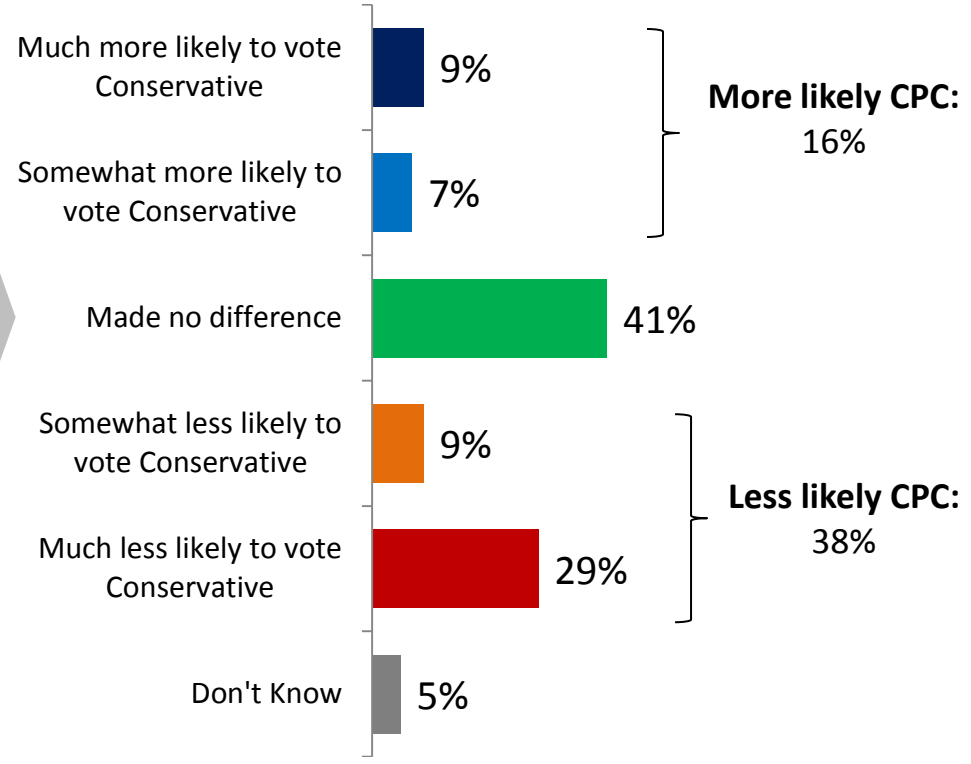
# Two-thirds are following refugee story closely, which is having a neutral to negative impact on CPC vote intent

**Q** How closely have you been following the story of refugees leaving Syria and seeking asylum in other countries, including Canada?



**Q** Has what you have read, seen or heard about refugees leaving Syria and seeking asylum in Canada left you feeling more or less likely to vote for Stephen Harper and the Conservative Party?

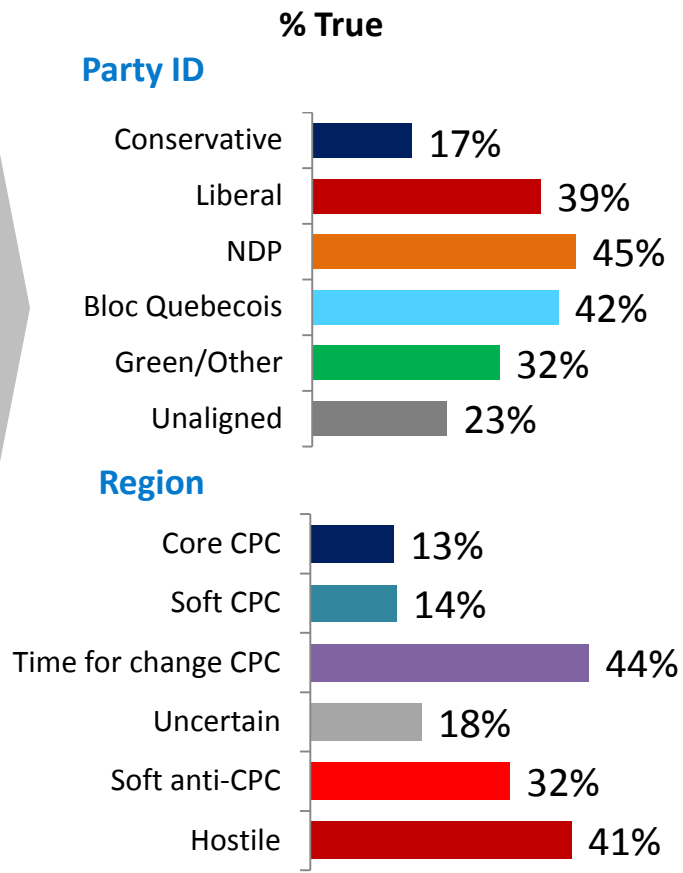
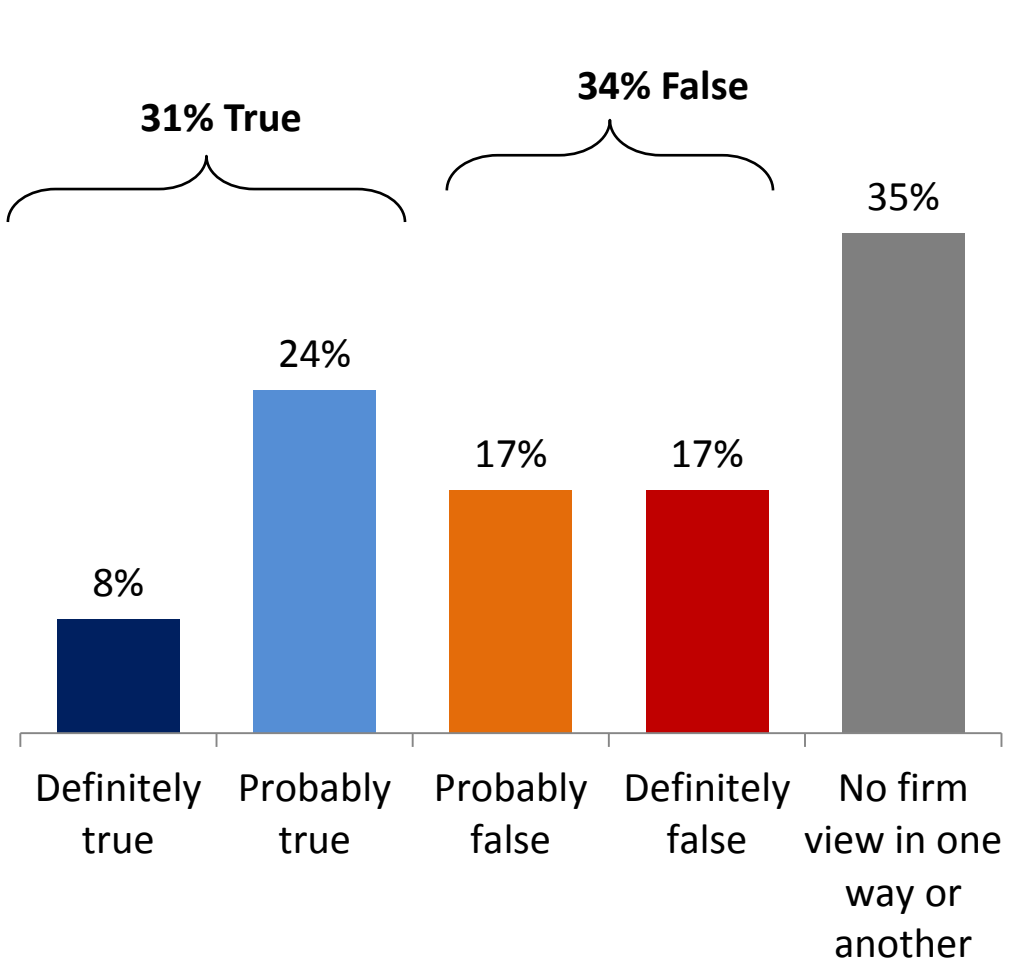
[Only those who have been following, n=1,337]



# Canadians uncertain on validity of story about refugee application, many hostiles and TfC Tories think it is true



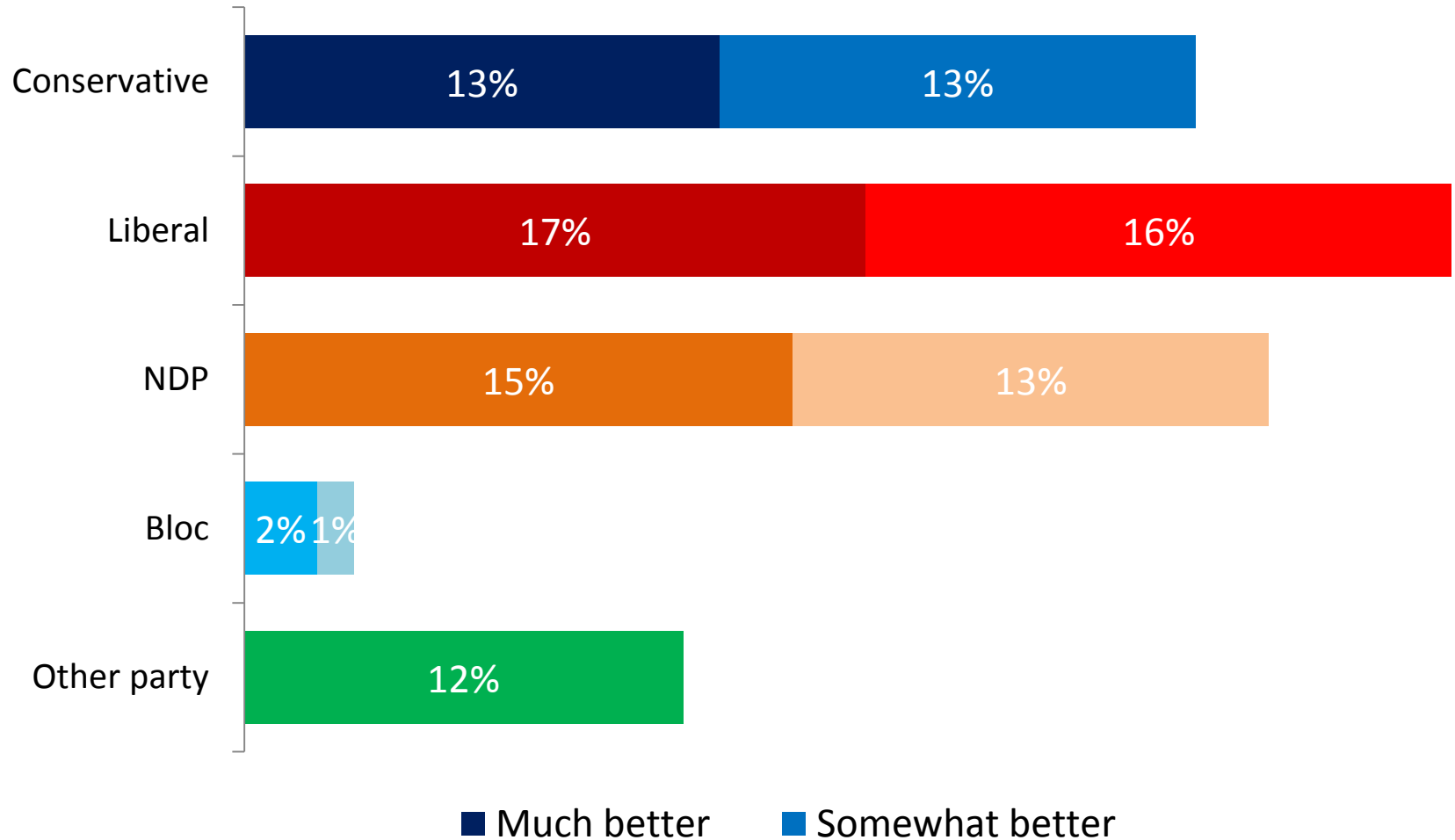
Some news story suggested that the family of the child who died trying to cross the Mediterranean had applied for refugee status in Canada but was refused by the government. From what you have read, seen or heard, do you think the story that the family of the child who died trying to cross the Mediterranean had applied for refugee status in Canada but was refused by the government is definitely true, probably true, probably false, definitely false or do you have a firm view one way or the other?



# One third feel the Liberals would do a better job of dealing with the issue of Syrian refugees



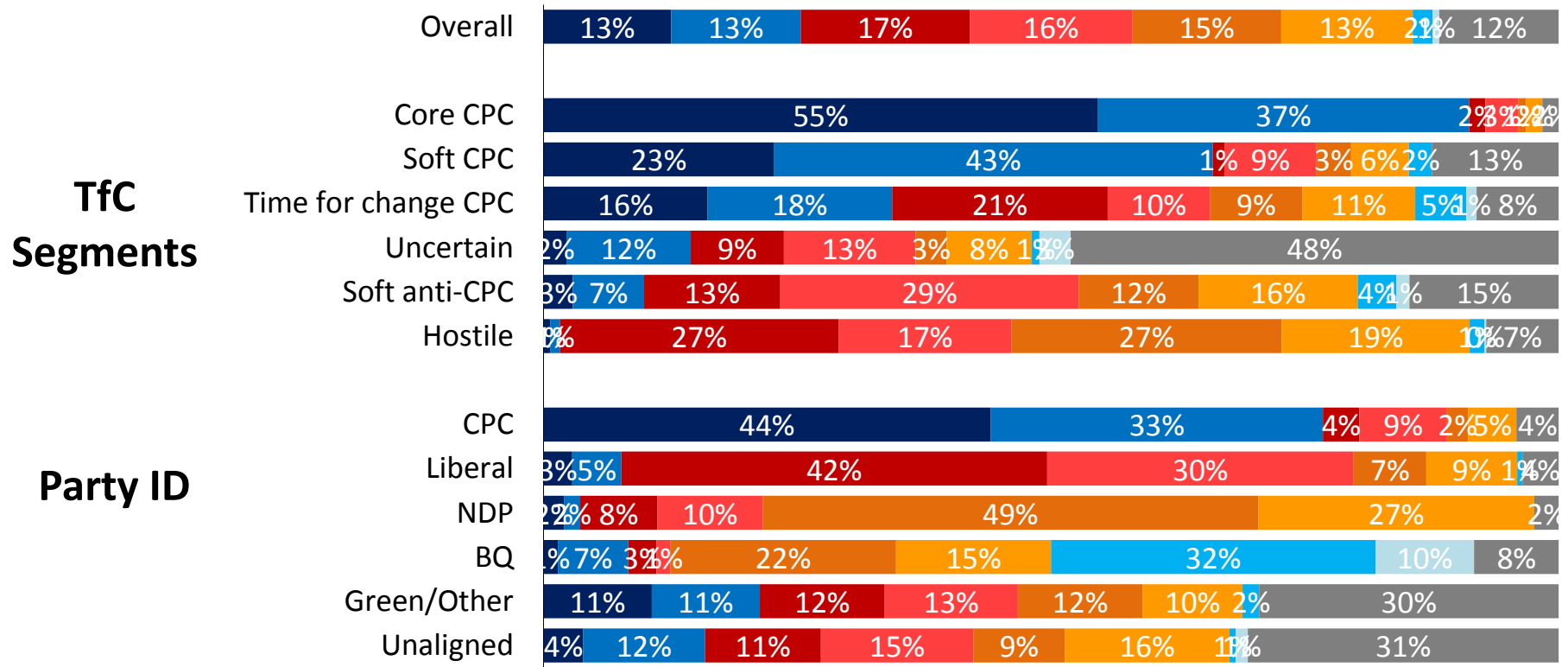
Please tell me which party you think would do a much better job or a somewhat better job of dealing with the issue of Syrian refugees. How about .... ?



# Partisan voters feel their party would do the best job of handling the Syrian refugee issue



Please tell me which party you think would do a much better job or a somewhat better job of dealing with the issue of Syrian refugees. How about .... ?



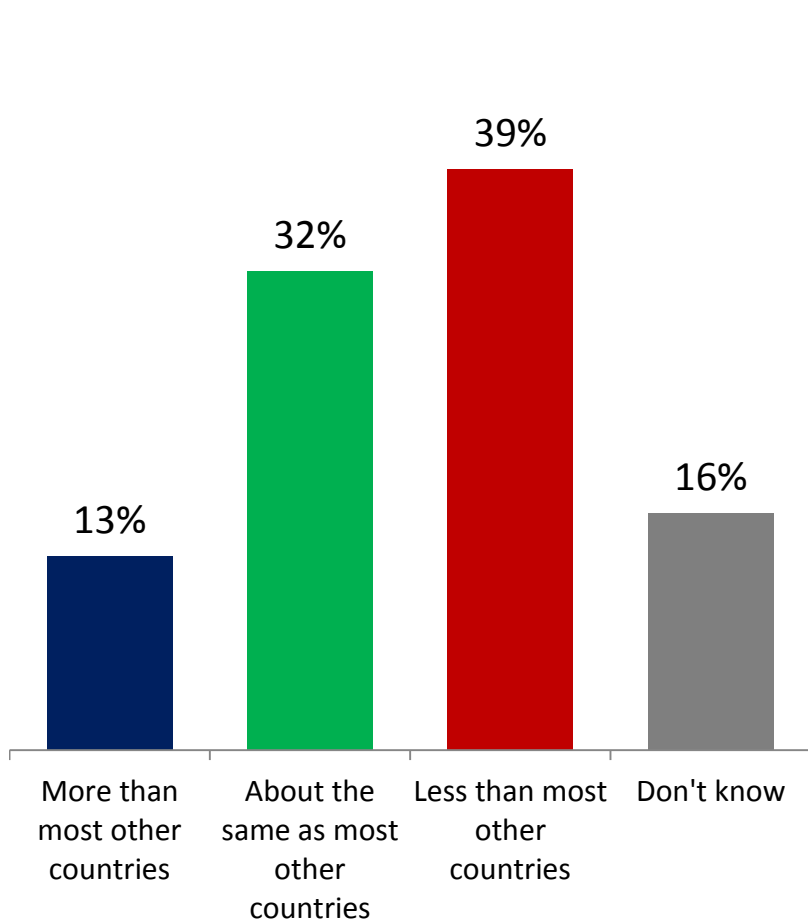
- Conservative much better
- Liberal much better
- Conservative somewhat better
- Liberal somewhat better
- NDP much better
- NDP somewhat better
- Bloc Quebecois much better
- Bloc Quebecois somewhat better
- Other party



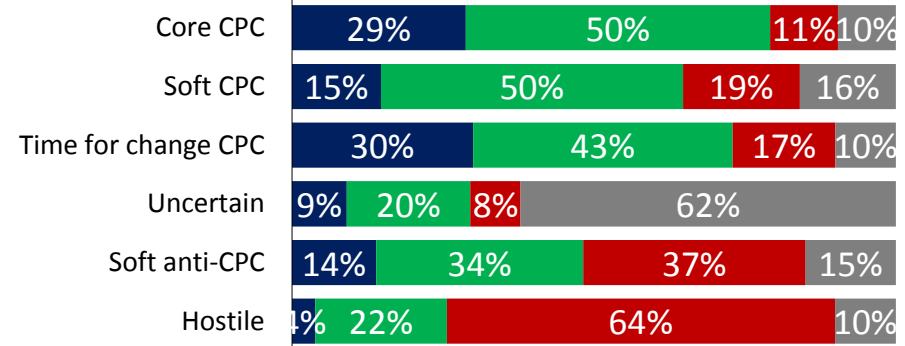
# Plurality feel Canada is doing less than most other countries when it comes to helping Syrian refugees



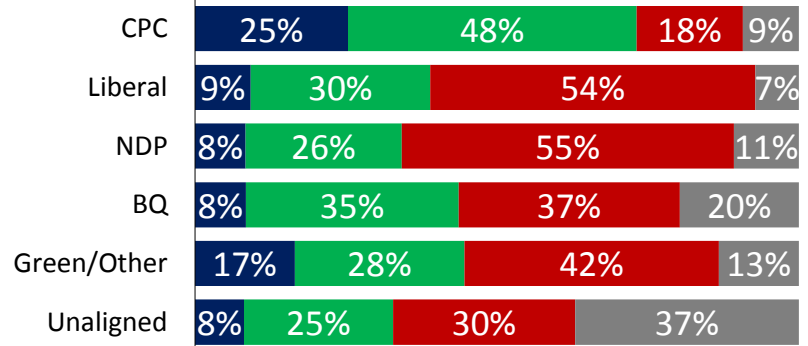
From what you have read, seen or heard, when it comes to helping Syrian refugees, do you think Canada is doing:



## TfC Segments



## Party ID

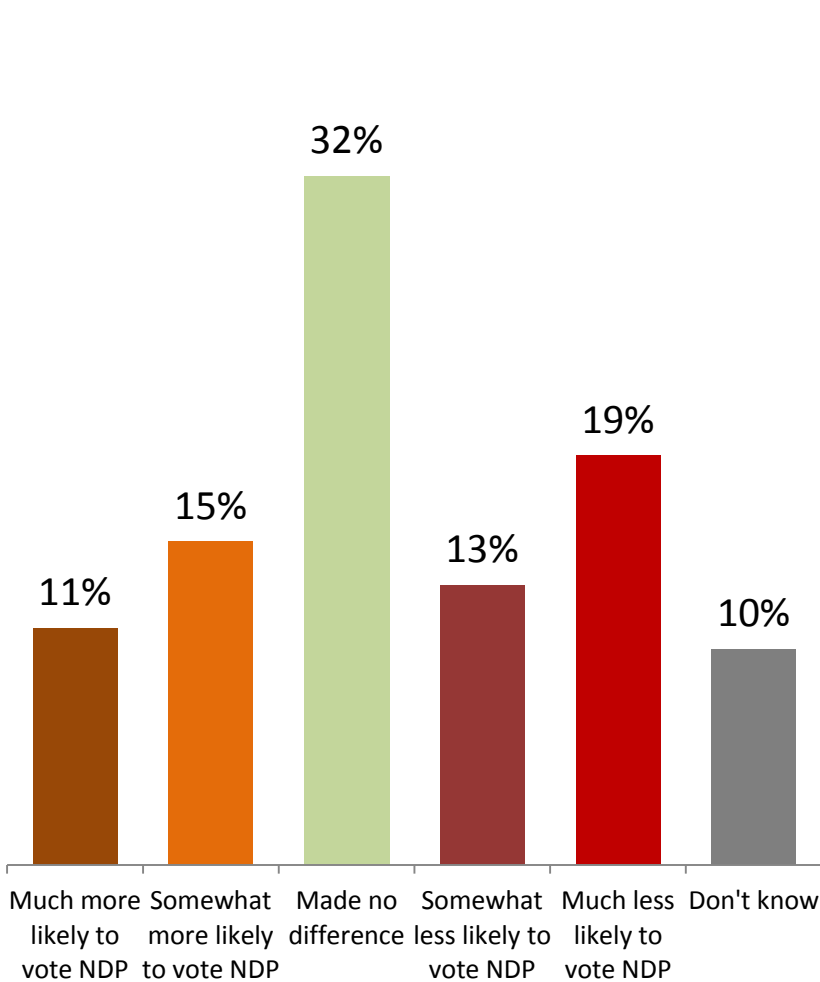


■ More than most ■ About the same ■ Less than most ■ Don't know

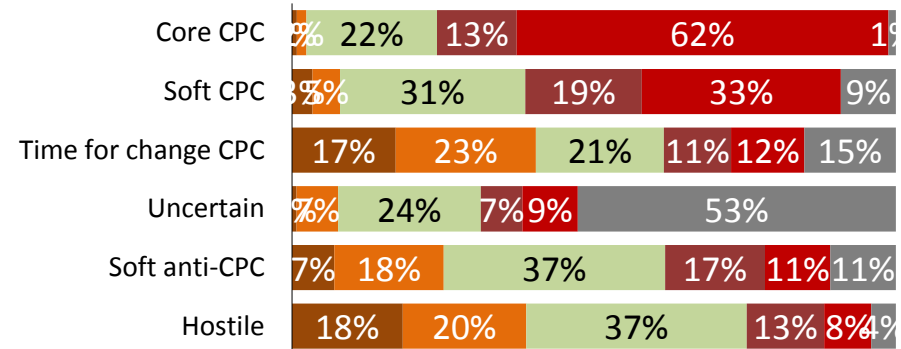
# Mulcair's withdrawal position most positive among NDP and Green partisans



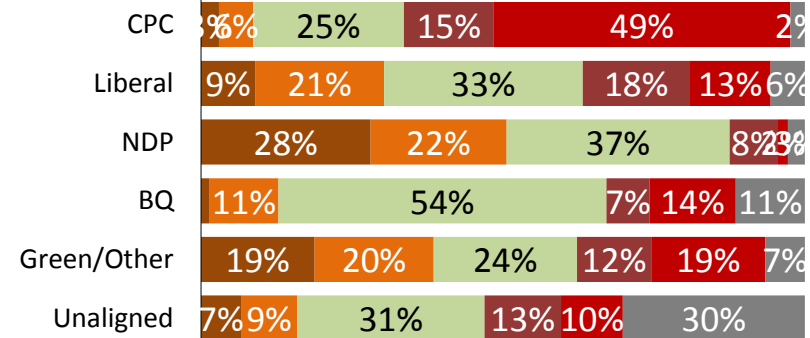
Thomas Mulcair has said that he sees no role for Canada's military in Syria and his government would withdraw the Canadian military forces currently engaged in the conflict. Does that position leave you feeling more or less likely to vote for Thomas Mulcair and the NDP?



## TfC Segments



## Party ID

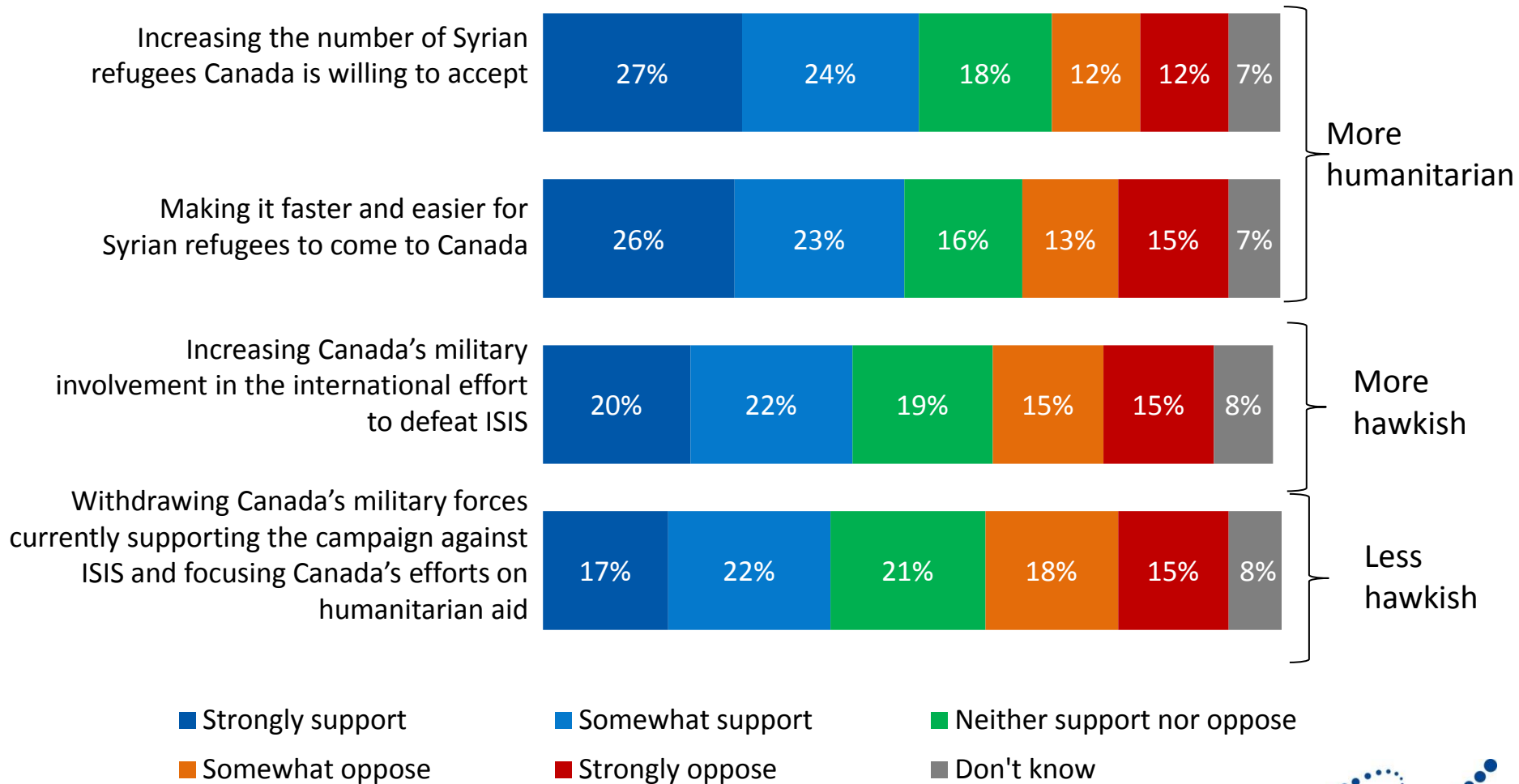


- Much more NDP
- Somewhat more NDP
- No difference
- Somewhat less NDP

# Half (51%) support increasing the number of Syrian refugees accepted into Canada



Would you support or oppose the following policies when it comes to the issue of Syrian refugees?

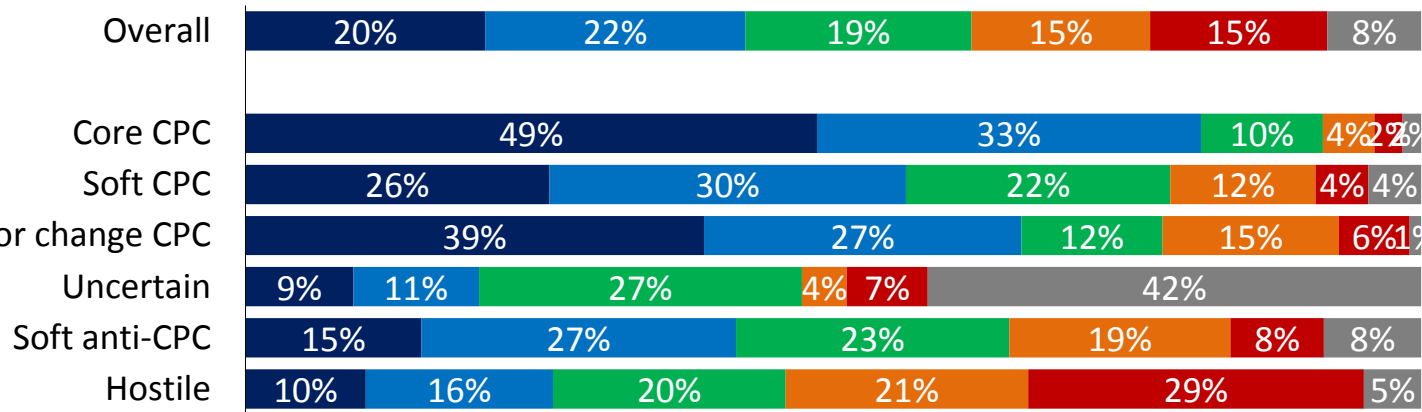


# Many Time-for-change Tories want to see more military involvement against ISIS (66% agree)

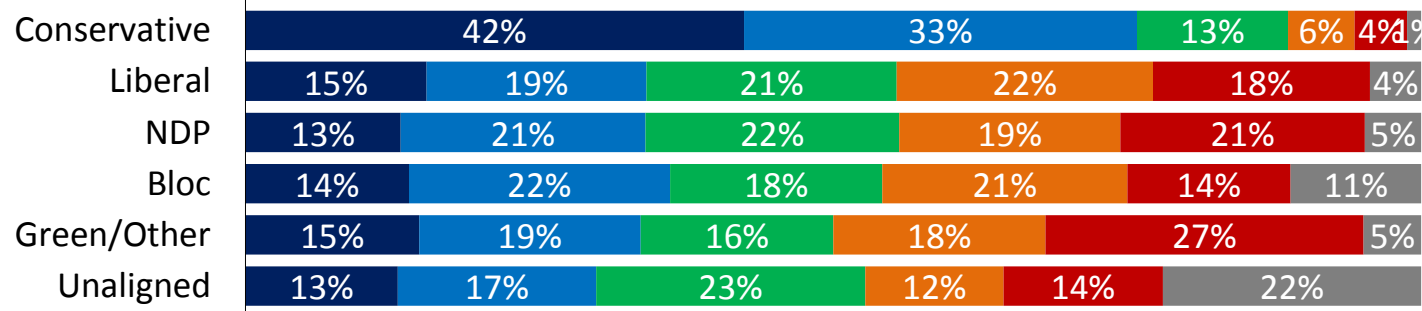


Would you support or oppose the following policies when it comes to the issue of Syrian refugees?  
**Increasing Canada's military involvement in the international effort to defeat ISIS.**

## TfC Segments



## Party ID

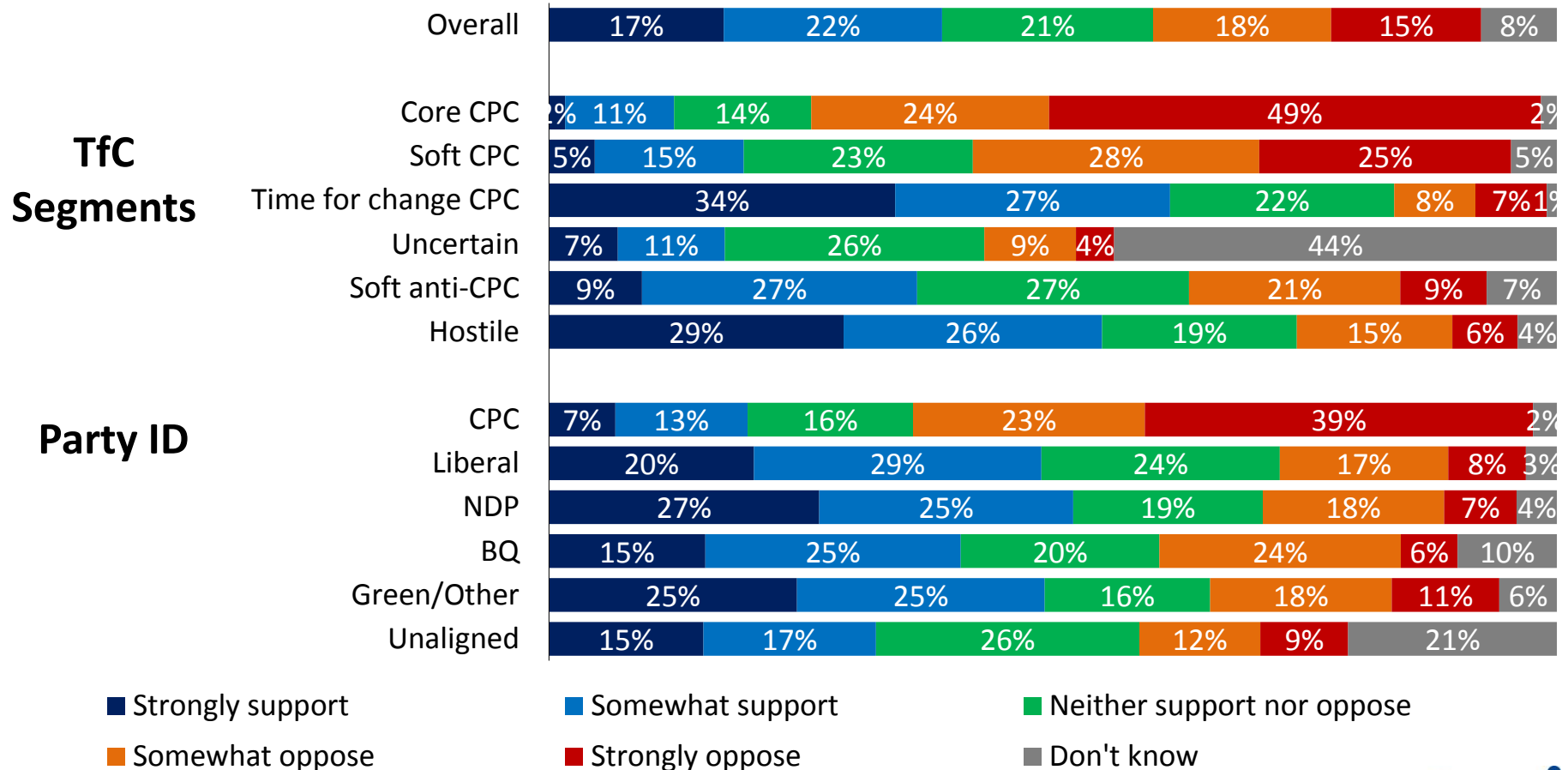


■ Strongly support     
 ■ Somewhat support     
 ■ Neither support nor oppose  
■ Somewhat oppose     
 ■ Strongly oppose     
 ■ Don't know

# Canadians undecided on whether military forces should withdraw from ISIS campaign in favour of humanitarian aid 77



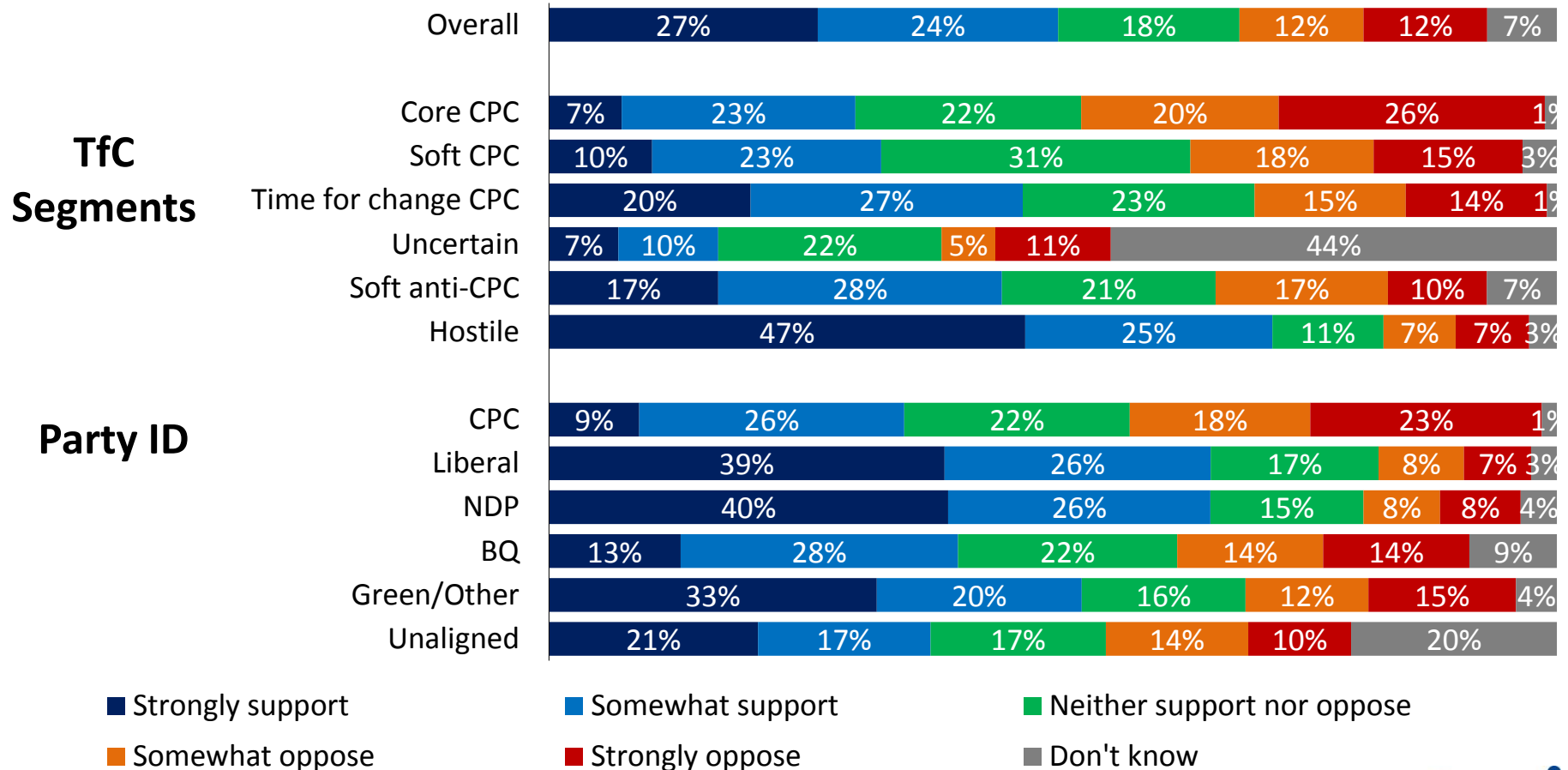
Would you support or oppose the following policies when it comes to the issue of Syrian refugees?  
**Withdrawing Canada's military forces currently supporting the campaign against ISIS and focusing Canada's efforts on humanitarian aid.**



# Slim majority (51%) support increasing number of Syrian refugees accepted into Canada – highest among Libs & NDP <sup>78</sup>



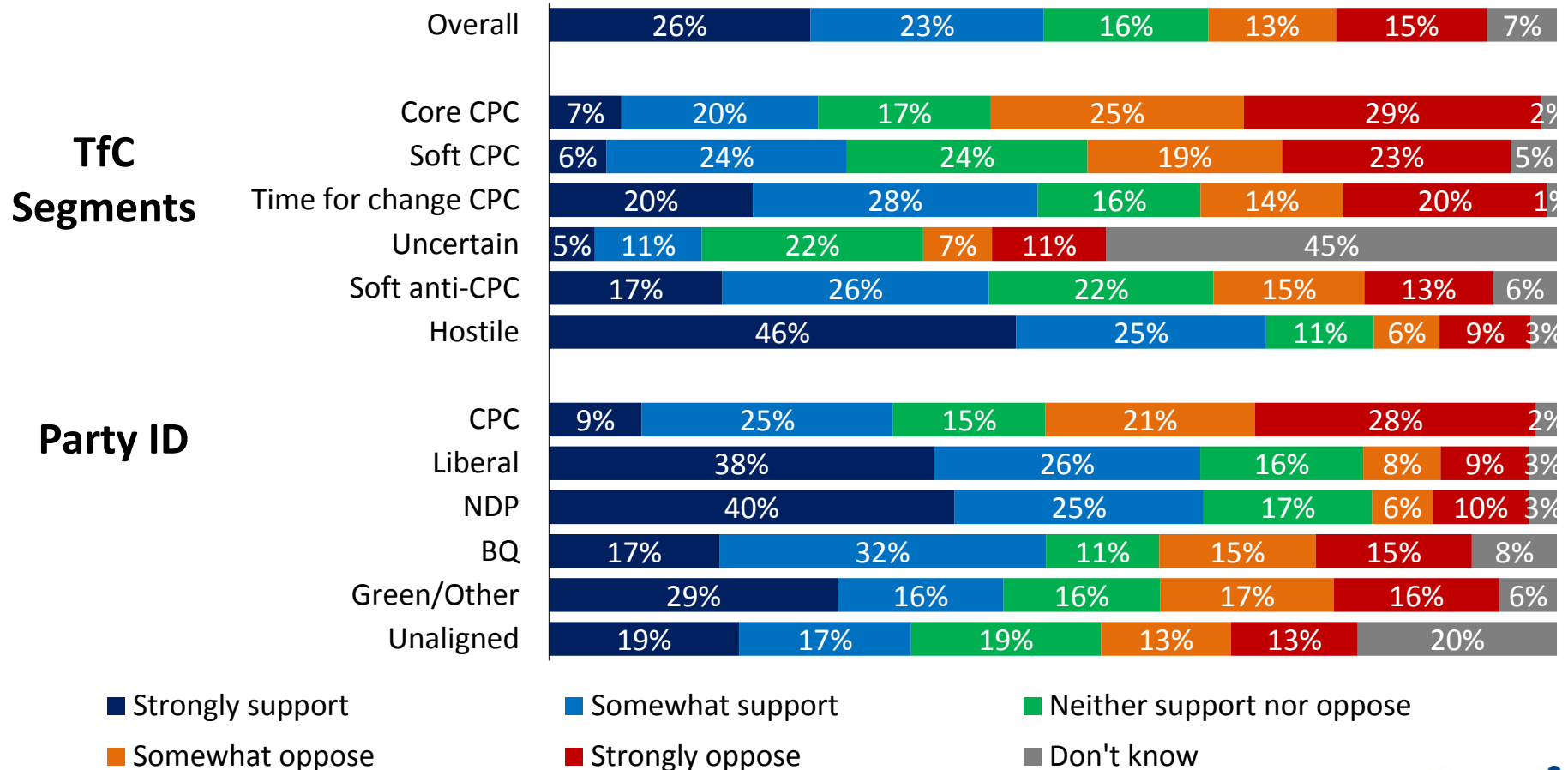
Would you support or oppose the following policies when it comes to the issue of Syrian refugees?  
**Increasing the number of Syrian refugees Canada is willing to accept.**



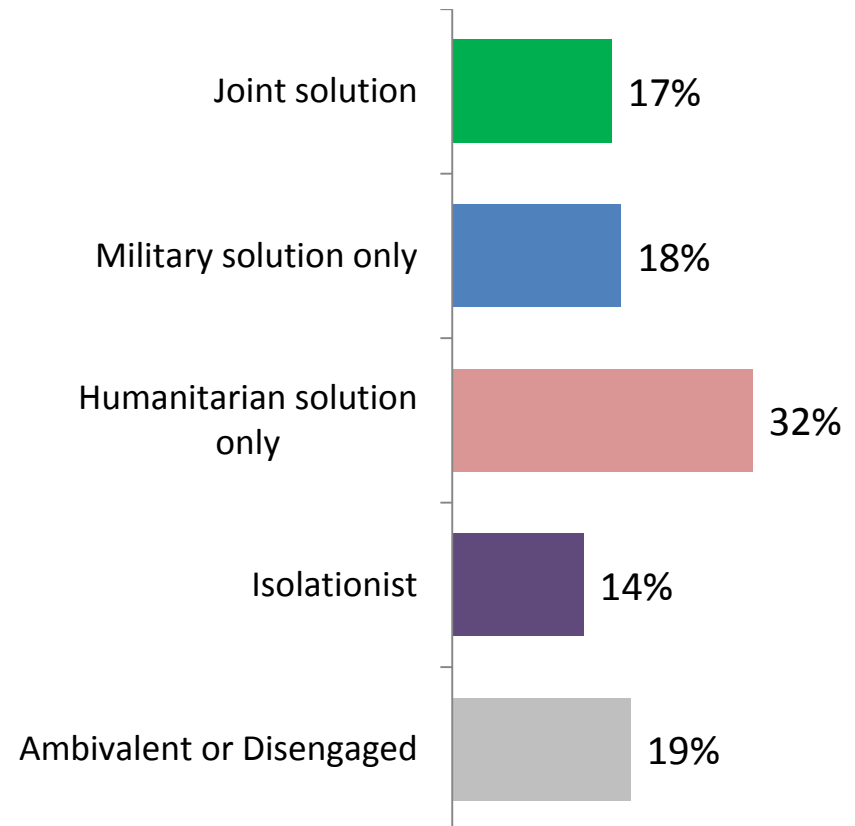
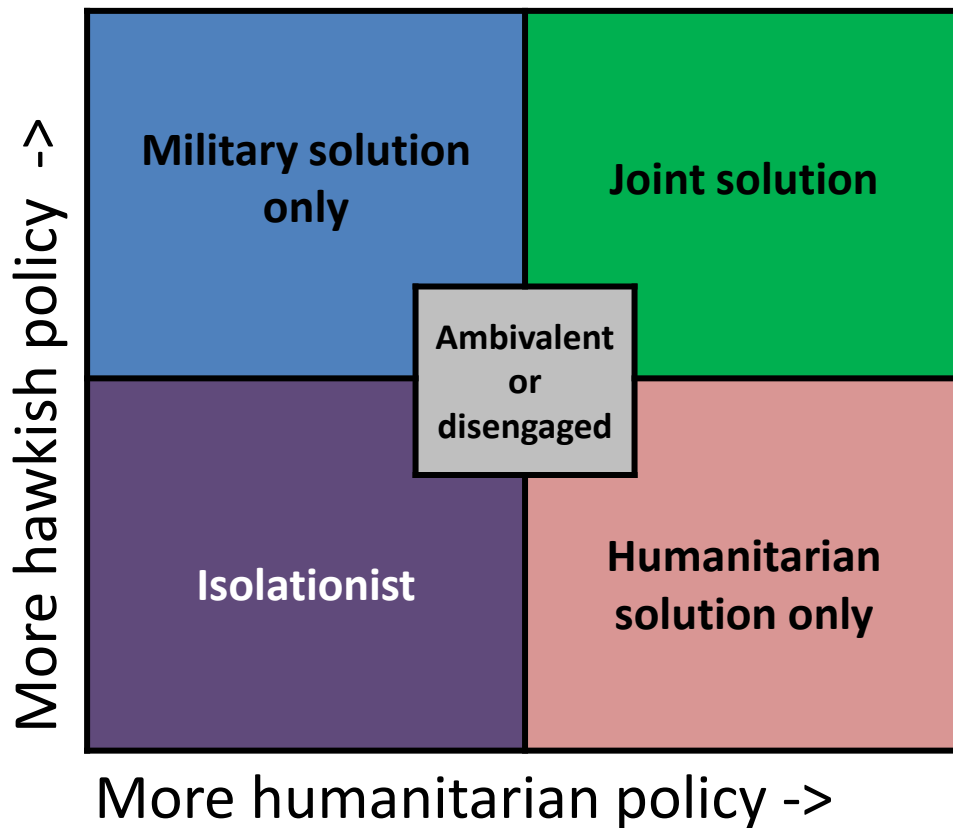
# Almost half (49%) support making it faster and easier for Syrian refugees to come to Canada, especially Libs and NDP <sup>79</sup>



Would you support or oppose the following policies when it comes to the issue of Syrian refugees?  
**Making it faster and easier for Syrian refugees to come to Canada.**



# Refugee policy segmentation: a plurality want a humanitarian solution only

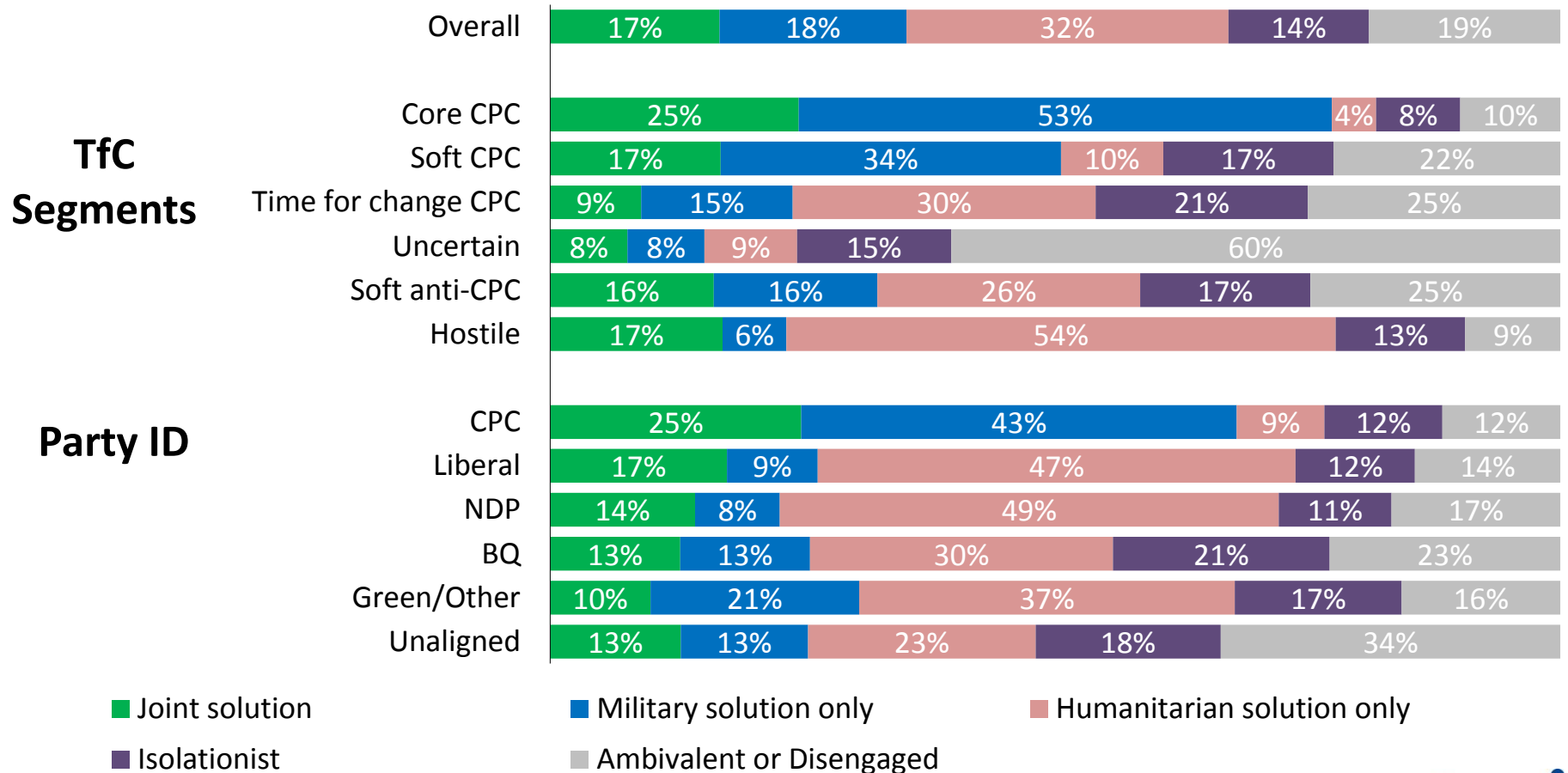




# CPC supporters want joint or military solution, plurality of TfC Tories prefer humanitarian solution (30%)<sup>1</sup>



Would you support or oppose the following policies when it comes to the issue of Syrian refugees?  
**Making it faster and easier for Syrian refugees to come to Canada.**



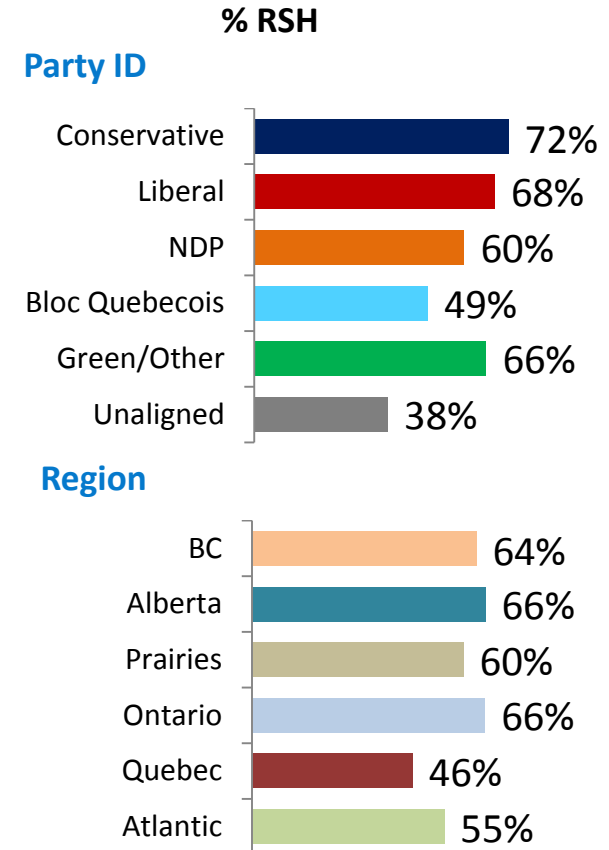
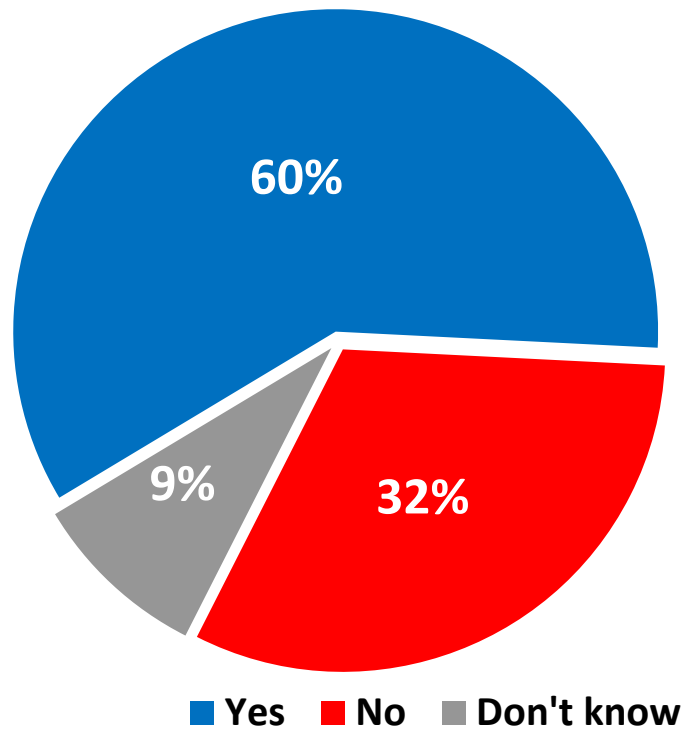
# Spotlight: Candidate Controversies

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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?

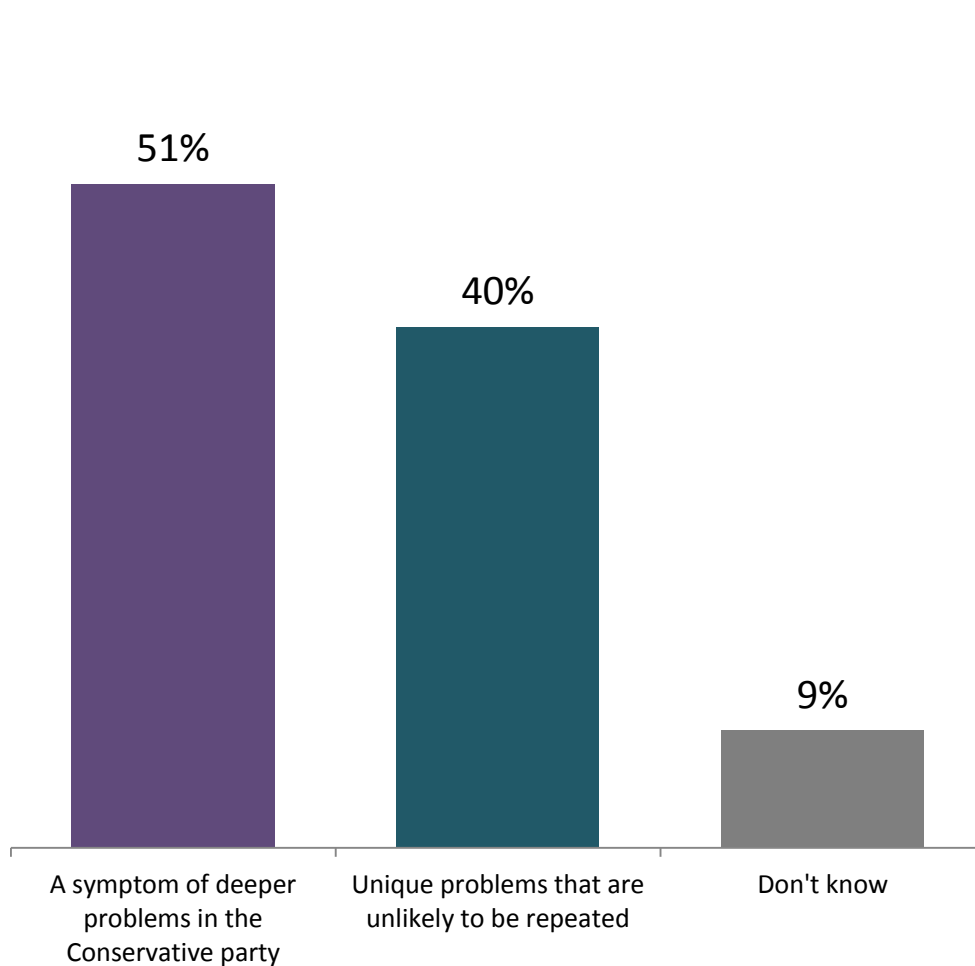


# Half feel controversies are symptom of deeper problems in CPC party, including 55% of unaligned voters



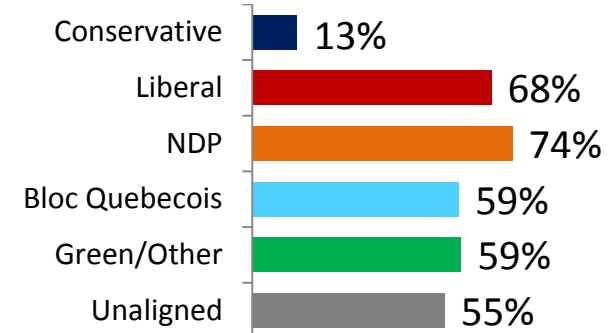
Do you think these controversies are...

[asked only of those who have RSH about controversies, n=898]

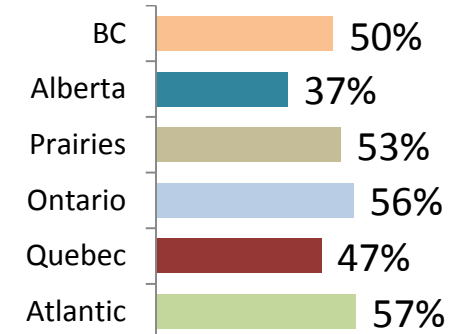


## % Symptom of deeper problem

### Party ID



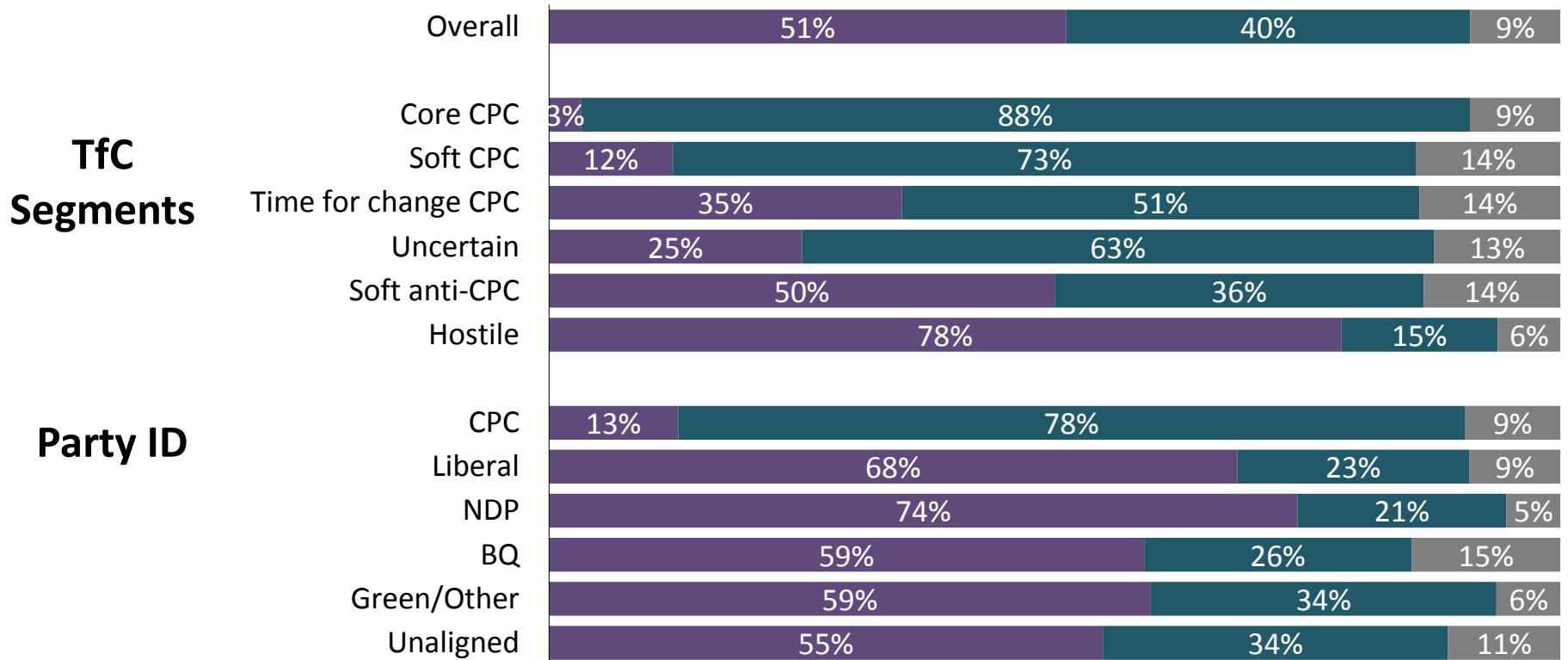
### Region



# More than 1-in-3 Tfc Tories think candidate controversies<sup>85</sup> are a symptom of deeper problems in the party



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



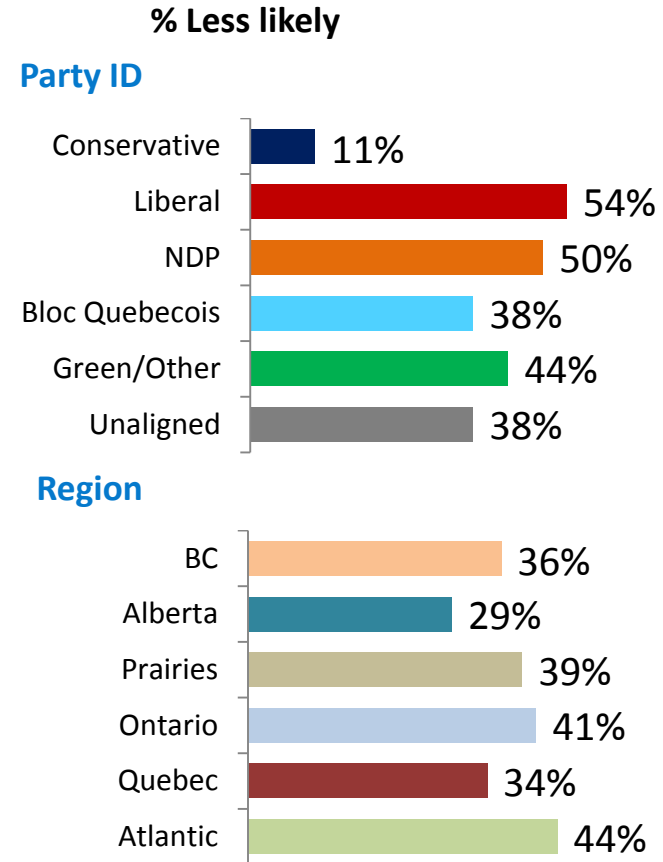
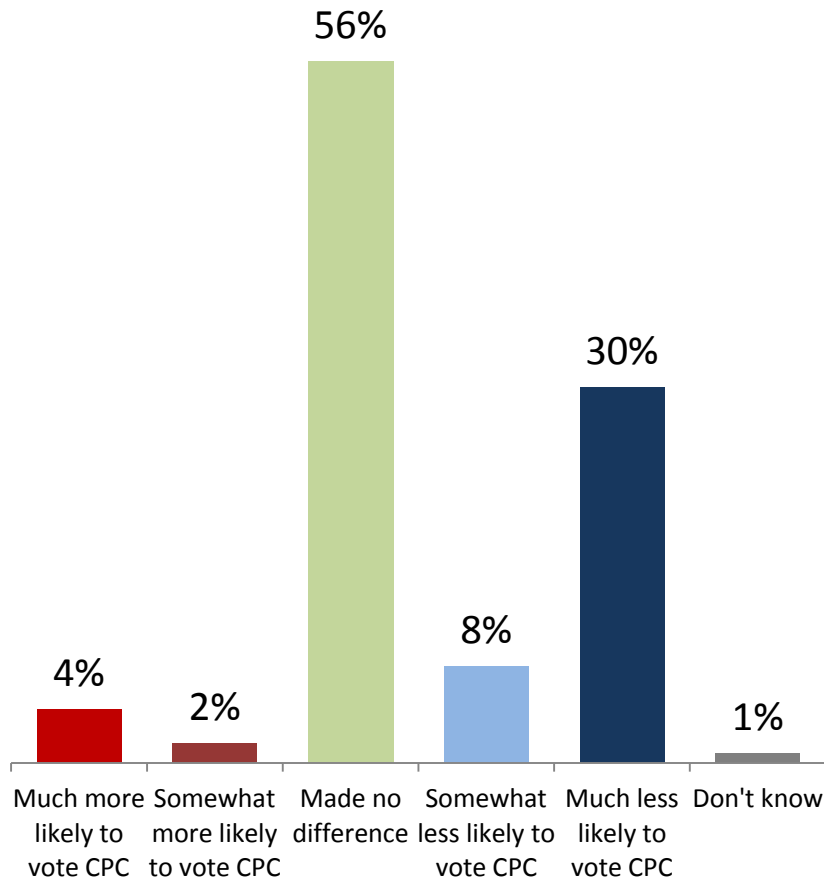
- A symptom of deeper problems in the Conservative party
- Unique problems that are unlikely to be repeated
- Don't Know

# CPC candidate controversies had no impact for most, but almost 4-in-10 say they are *less likely* to vote Conservative <sup>86</sup>



Did hearing about these candidate controversies leave you feeling more or less likely to vote for Stephen Harper and the Conservative Party?

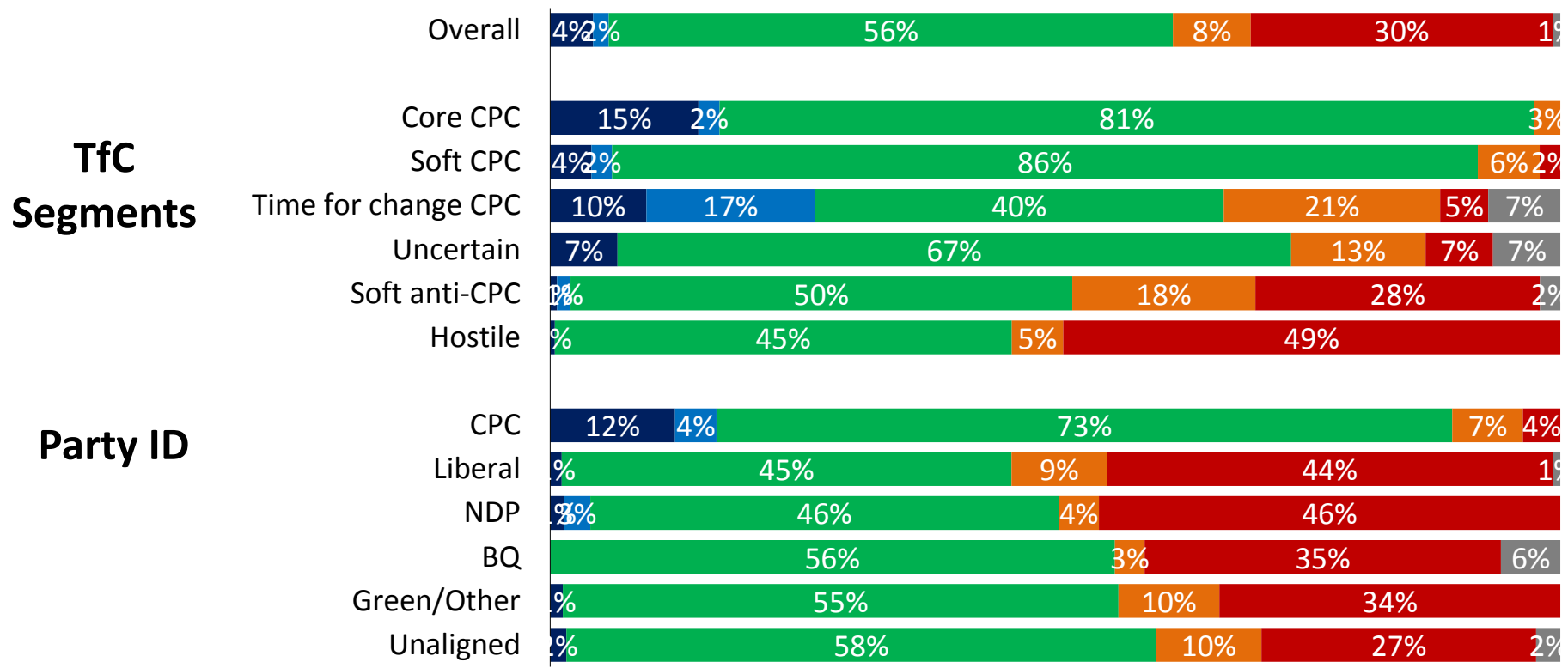
[asked only of those who have RSH about controversies, n=898]



# TfC Conservatives more likely than Core to vote CPC after<sup>87</sup> hearing about the candidate controversies



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]



■ Much more likely to vote Conservative      ■ Somewhat more likely to vote Conservative  
■ Made no difference      ■ Somewhat less likely to vote Conservative  
■ Much less likely to vote Conservative      ■ Don't Know



# Spotlight: Recession

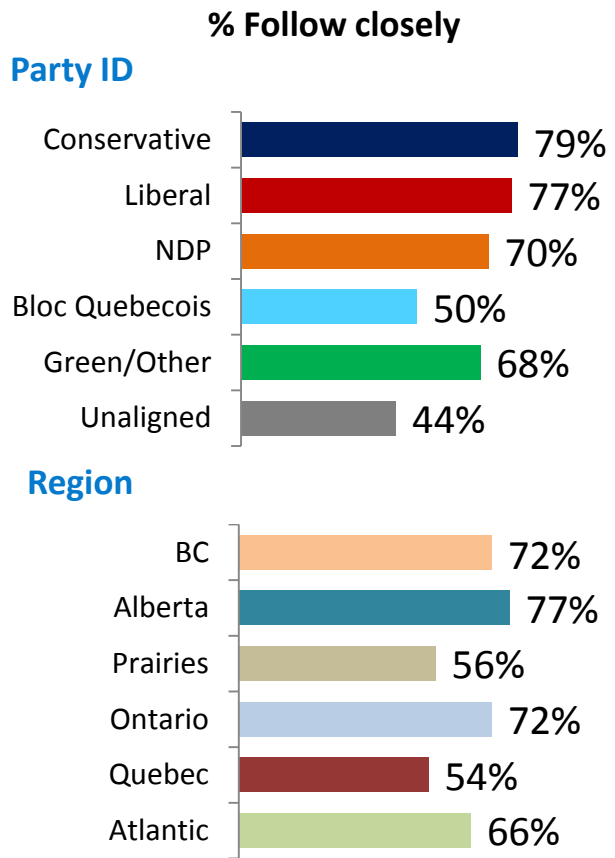
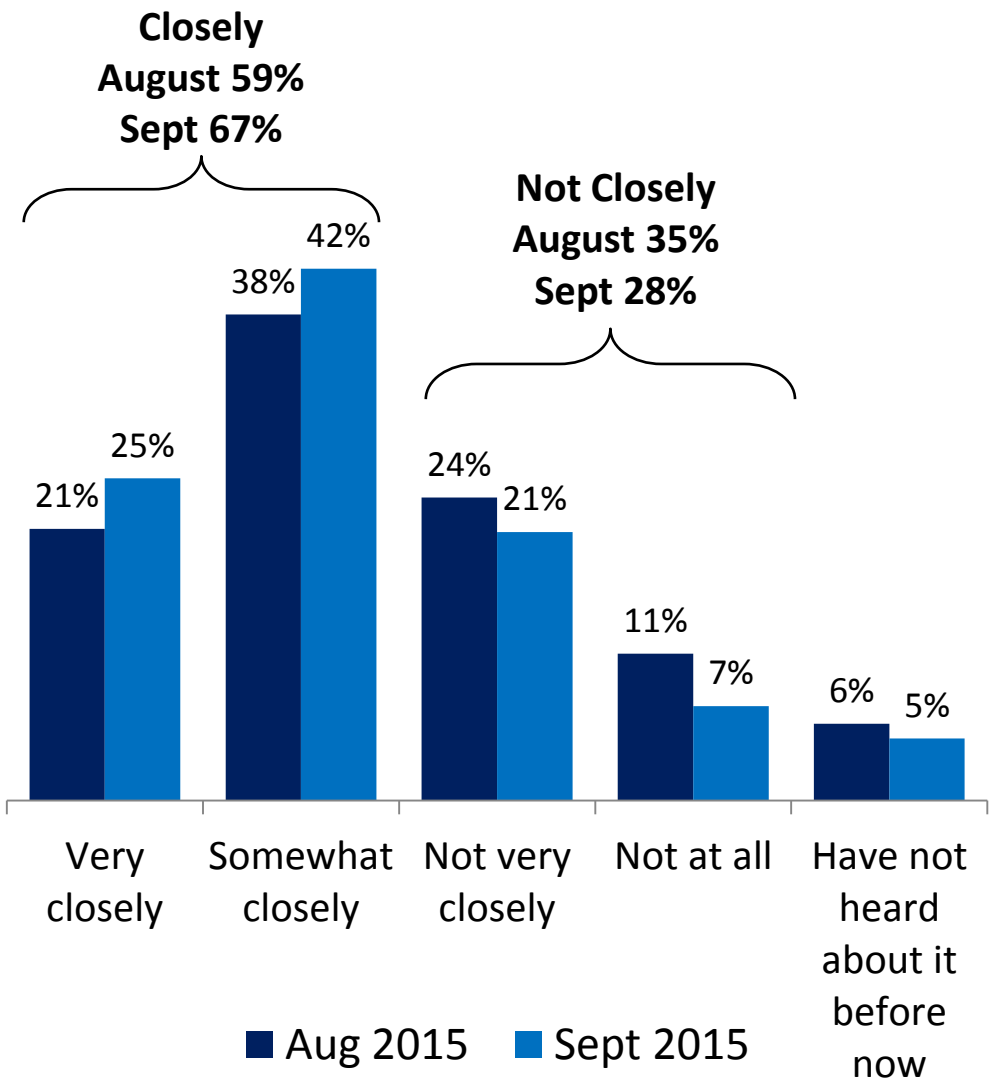
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# Attention to Recession discussion: Increase in attention; highest in the West and Ontario and among Tories and Libs

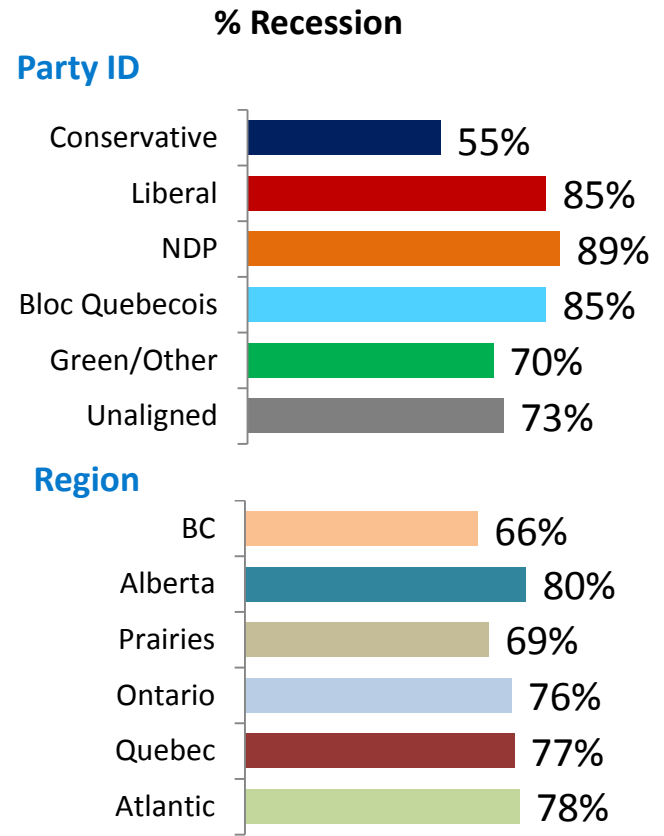
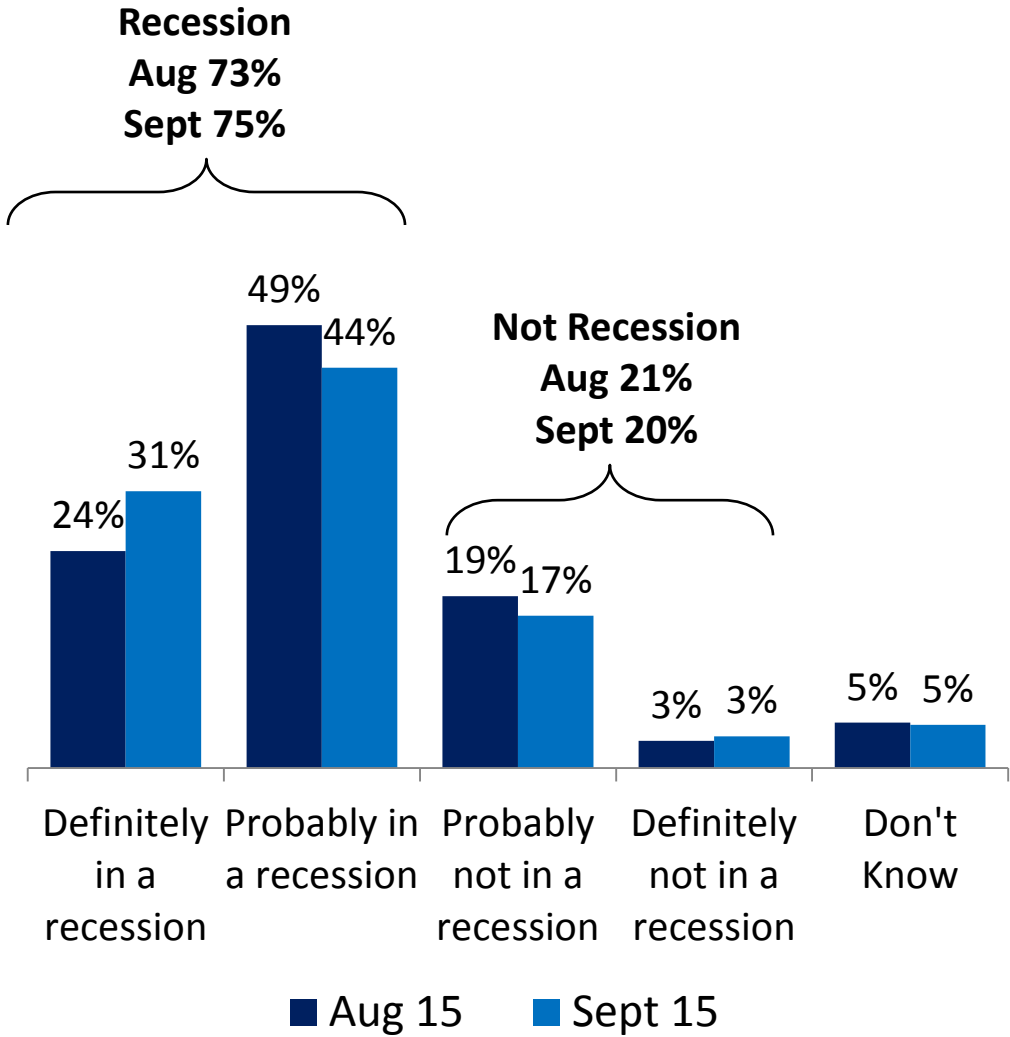


How closely have you been following the discussion in the media and elsewhere about whether or not Canada's economy is in a recession?



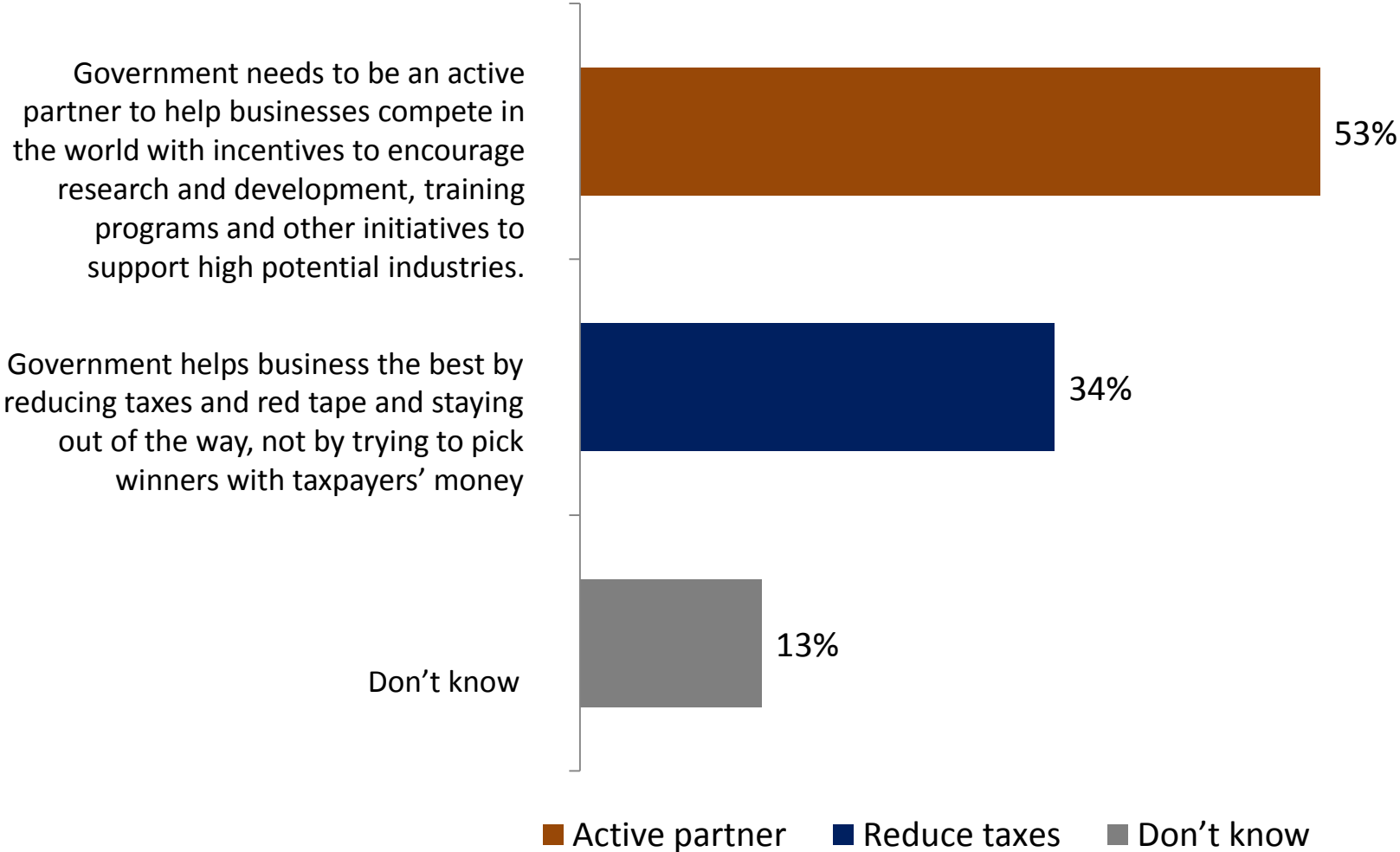
# Canada in Recession: Steady at 3-in-4 saying we are in a recession. Highest among Libs and NDP, and in Alberta

**Q** And in your opinion, is the Canadian economy in a recession or not?



## Canadians now feel gov't needs to be an active partner

**Q** Thinking about the role of the federal government when it comes to the economy, which statement is closest to your point of view?

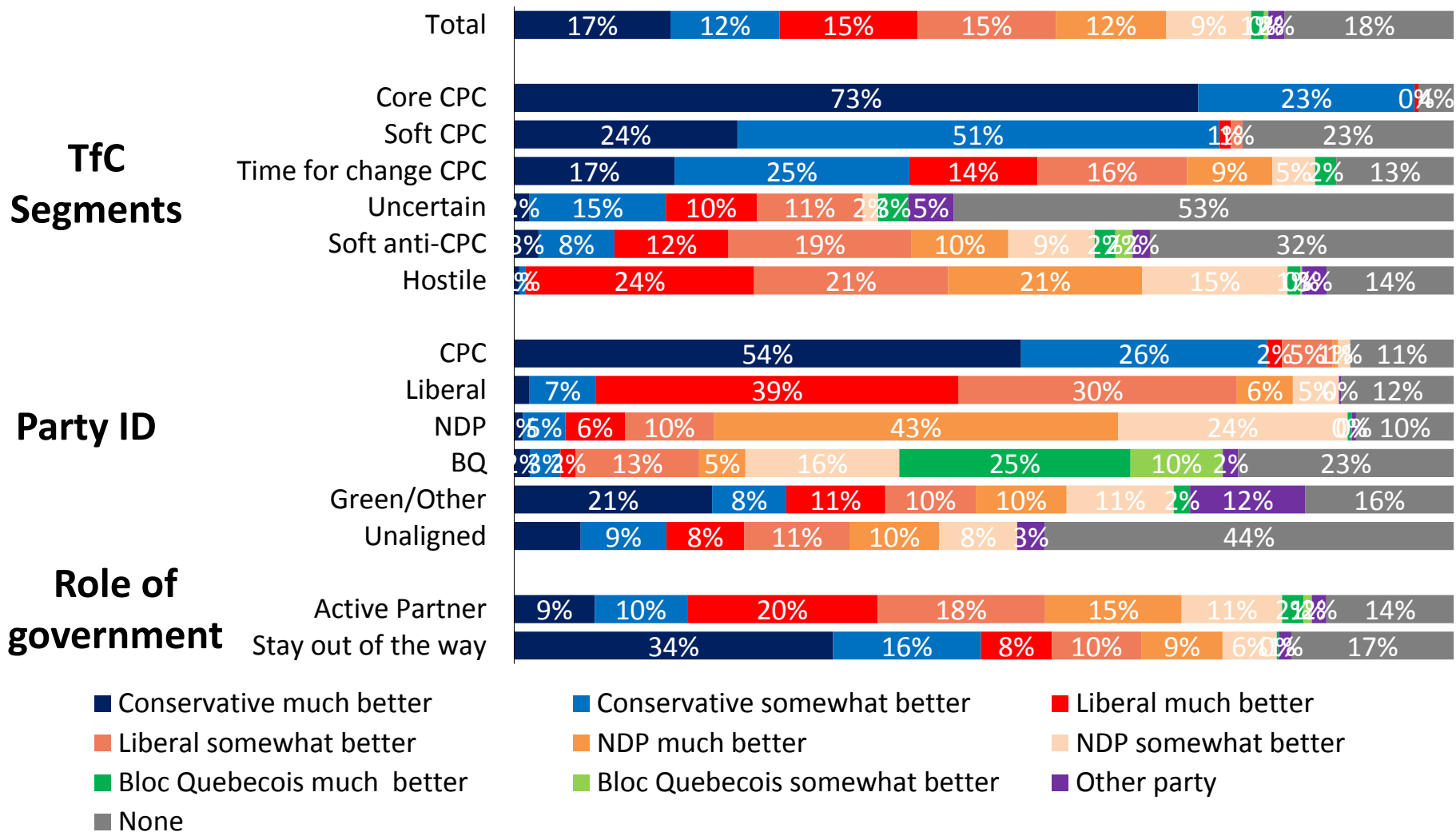


Note: Statements randomized

# Party best on Recession: Libs and Tories split for which best<sup>92</sup> on recession, CPC winning on this issue among Tfc Tories



Please tell me which party you think would do a much better job or a somewhat better job of dealing with a recession, or if you think none of the parties would do a good job on that issue. [ALL CANADA, BQ ONLY IN QUEBEC]



- Conservative much better
- Conservative somewhat better
- Liberal much better
- Liberal somewhat better
- NDP much better
- NDP somewhat better
- Bloc Quebecois much better
- Bloc Quebecois somewhat better
- Other party
- None

# Party best by Attention : Those following recession issue closely think LPC best to handle, a switch from CPC last wave

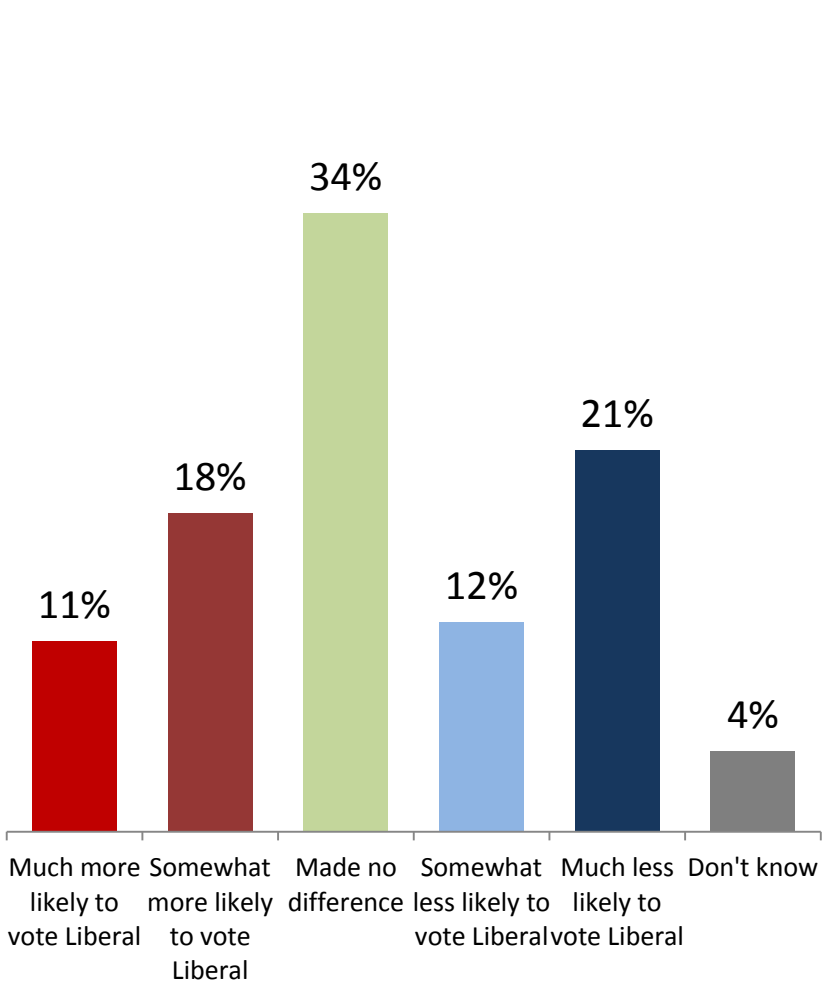
Please tell me which party you think would do a much better job or a somewhat better job of dealing with a recession, or if you think none of the parties would do a good job on that issue. [ALL CANADA, BQ ONLY IN QUEBEC]  
 BY How closely have you been following the discussion in the media and elsewhere about whether or not Canada's economy is in a recession?

	Very closely	Somewhat closely	Not very closely
CPC Better	31%	30%	21%
LPC Better	<b>35%</b>	30%	20%
NDP Better	21%	21%	20%
BQ Better (QC Only)	6%	5%	13%
None	10%	16%	33%

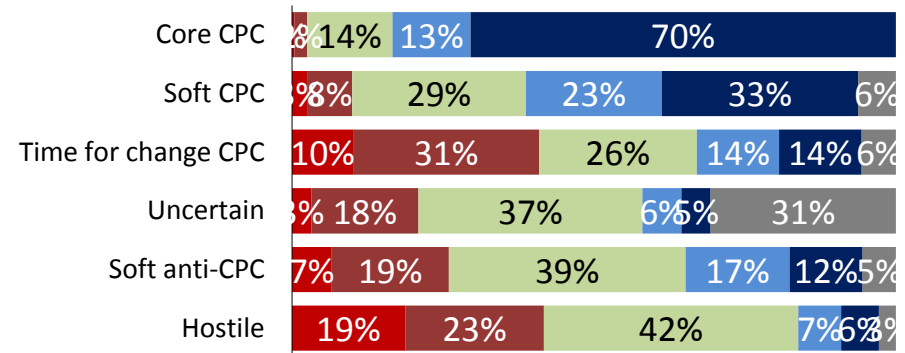
# Trudeau on Economy: voters split on Trudeau's plan, TFC Tories slightly positive, unaligned voters slightly negative



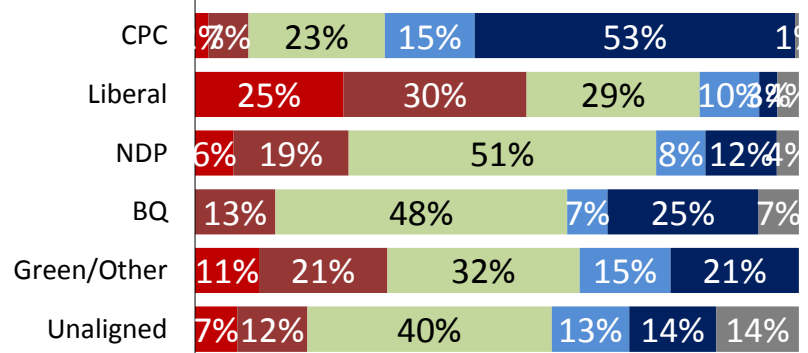
Justin Trudeau has said that his government would run deficits of up to \$10 billion for 3 years to help finance investments in infrastructure. Does that position leave you feeling more or less likely to vote for Justin Trudeau and the Liberal party?



### TfC Segments



### Party ID



■ Much more Liberal      ■ Somewhat more Liberal  
■ No difference      ■ Somewhat less Liberal  
■ Much less Liberal      ■ Don't know



## Research-based strategic advice.

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