

Innovative Research Group, Inc.

[www.innovativeresearch.ca](http://www.innovativeresearch.ca)

Toronto :: Vancouver



---

# 2015 Election Polling Wave 4: Public and Leaders Debate Deck

---



# Methodology

---

# Methodology

---

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 20<sup>th</sup> to September 24<sup>th</sup>, 2015. In the following slides we will refer to data from this poll as “Wave 4 (September)”.
- This online survey of 2,805 Canadians was conducted using both INNOVATIVE’s Canada 20/20 national panel (n=1,534) and additional sample provided by Survey Sampling International (n=1,271).
- 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; and “Wave 3 (September)” from September 4<sup>th</sup>-10<sup>th</sup>, 2015, n=2,121.
- 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. To control for a possible attitudinal bias in online sample, when we can we weight online data using party identification from a random telephone poll. Waves, 1, 2, and 4 were weighted in this way. No recent telephone data was available for Wave 3.
- Because the sample included oversamples in some smaller provinces, the final weighted sample size is N=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 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?

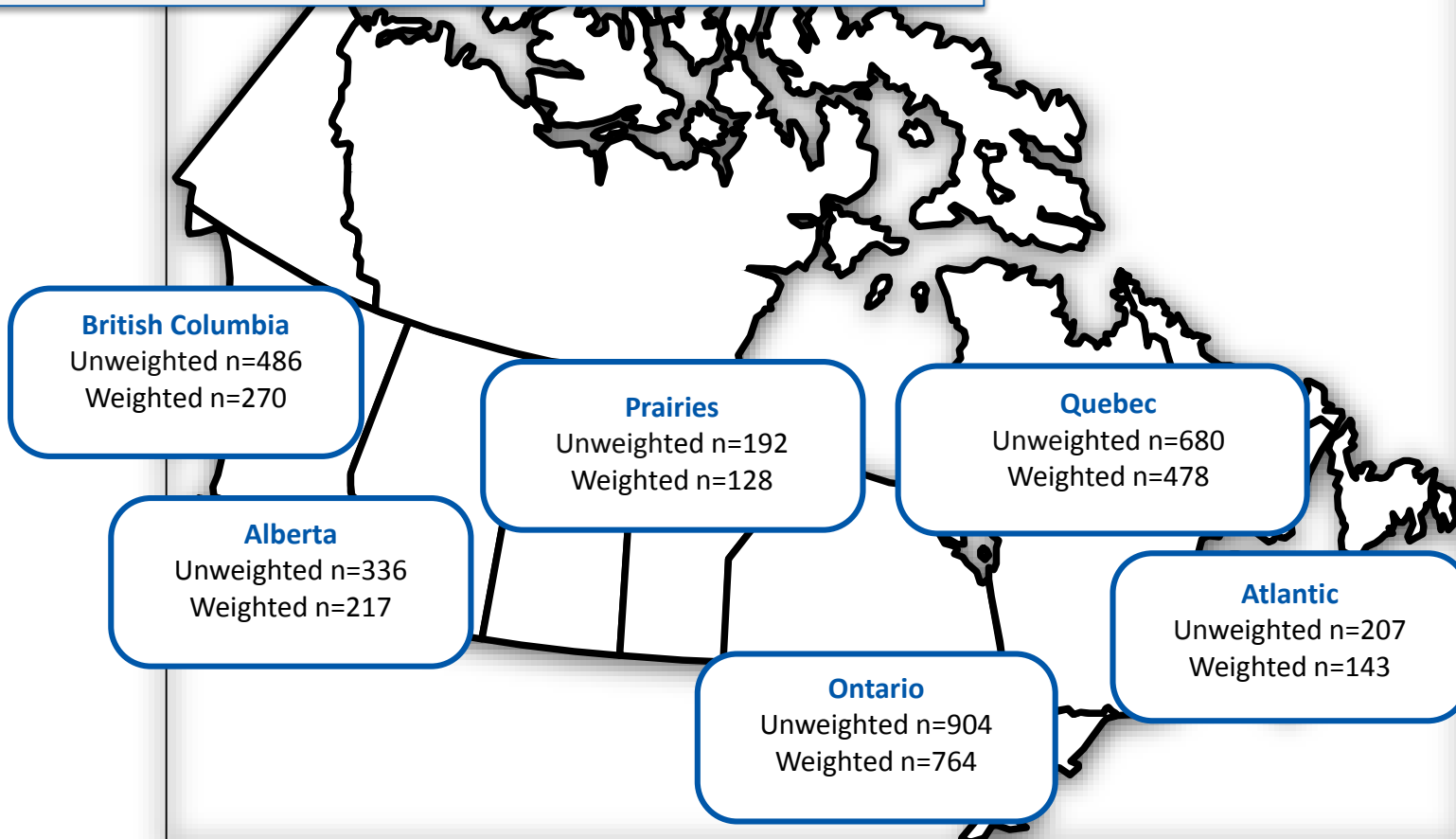
Regional groupings include:

- 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=2,805

Weighted n=2,000



# Weights: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	486	336	192	904	680	207
Weighted (n-size)	270	217	128	764	478	143

Age	18-34	35-44	55+
Unweighted (n-size)	621	728	1456
Weighted (n-size)	571	740	688

Gender	Men	Women
Unweighted (n-size)	1409	1396
Weighted (n-size)	963	1037

# Weighting by party ID

In several recent provincial elections, some or all of the final online polls failed to predict the outcome. In some cases they predicted the wrong winner. While we can weight to make the online reflect the broader population on a few demographics, there is a question of whether online samples may be different in terms of political attitudes.

To control for a possible attitudinal bias in online sample, when we can we weight online data using party identification from a random telephone poll. We timed our most recent national telephone poll of randomly-selected cell and land line numbers to finish at the same time as our current online poll. We have used those numbers to weight the online data. The tables below show the impact on vote by region. It makes a small difference to the national results but a bigger difference in Alberta, the Prairies and Ontario. We believe the results using the Party Identification weight but you can use your own judgement in deciding which to believe.

Region	BC		Alberta		Prairies		Ontario		Quebec		Atlantic Canada	
	PID	REG	PID	REG	PID	REG	PID	REG	PID	REG	PID	REG
Conservative	29.5%	30.4%	40.1%	37.2%	31.0%	27.5%	29.8%	28.1%	14.7%	17.1%	18.4%	21.8%
Liberal	19.6%	19.6%	18.4%	20.9%	24.8%	28.2%	32.3%	34.4%	13.4%	14.2%	39.7%	36.6%
NDP	31.0%	31.1%	24.4%	25.6%	18.6%	19.8%	20.9%	21.8%	30.2%	30.4%	21.3%	19.7%
Bloc Quebecois									12.8%	19.0%		
Green/Other	12.5%	11.1%	5.1%	5.1%	10.9%	10.7%	7.3%	7.1%	6.5%	4.0%	6.4%	8.5%
Undecided/WNV	7.4%	7.8%	12.0%	11.2%	14.7%	13.7%	9.7%	8.6%	22.4%	15.4%	14.2%	13.4%

PID = Weighted according to telephone party ID distribution in addition to standard demographic weights

REG = Standard demographic weights only

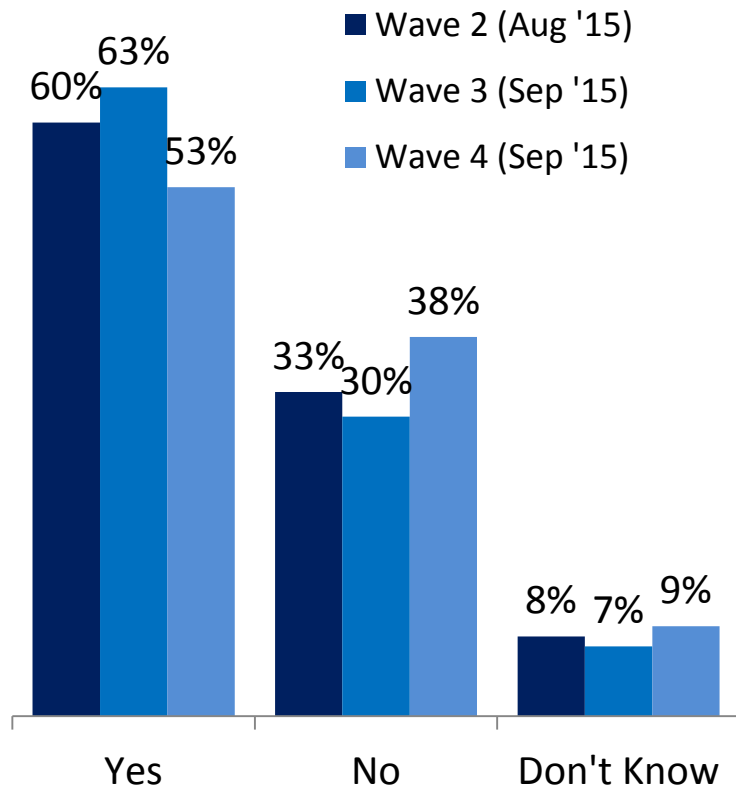
# Public Debate

---

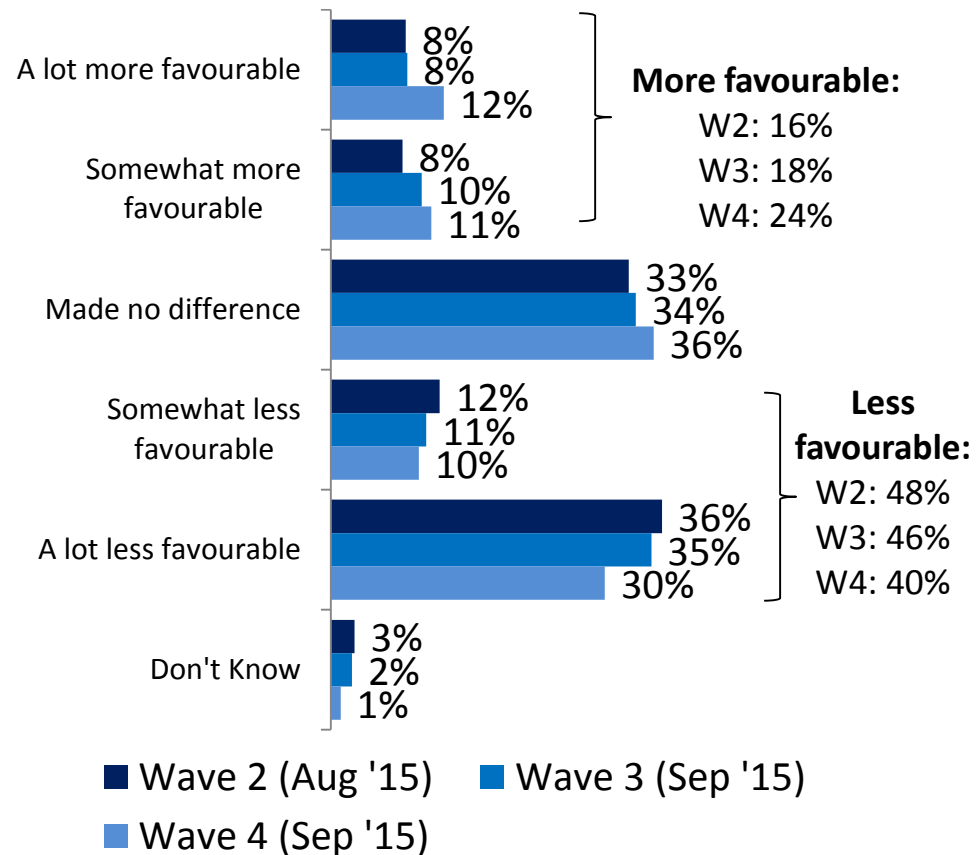
# RSH about Conservatives: public debate impact is improving for Conservatives



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?

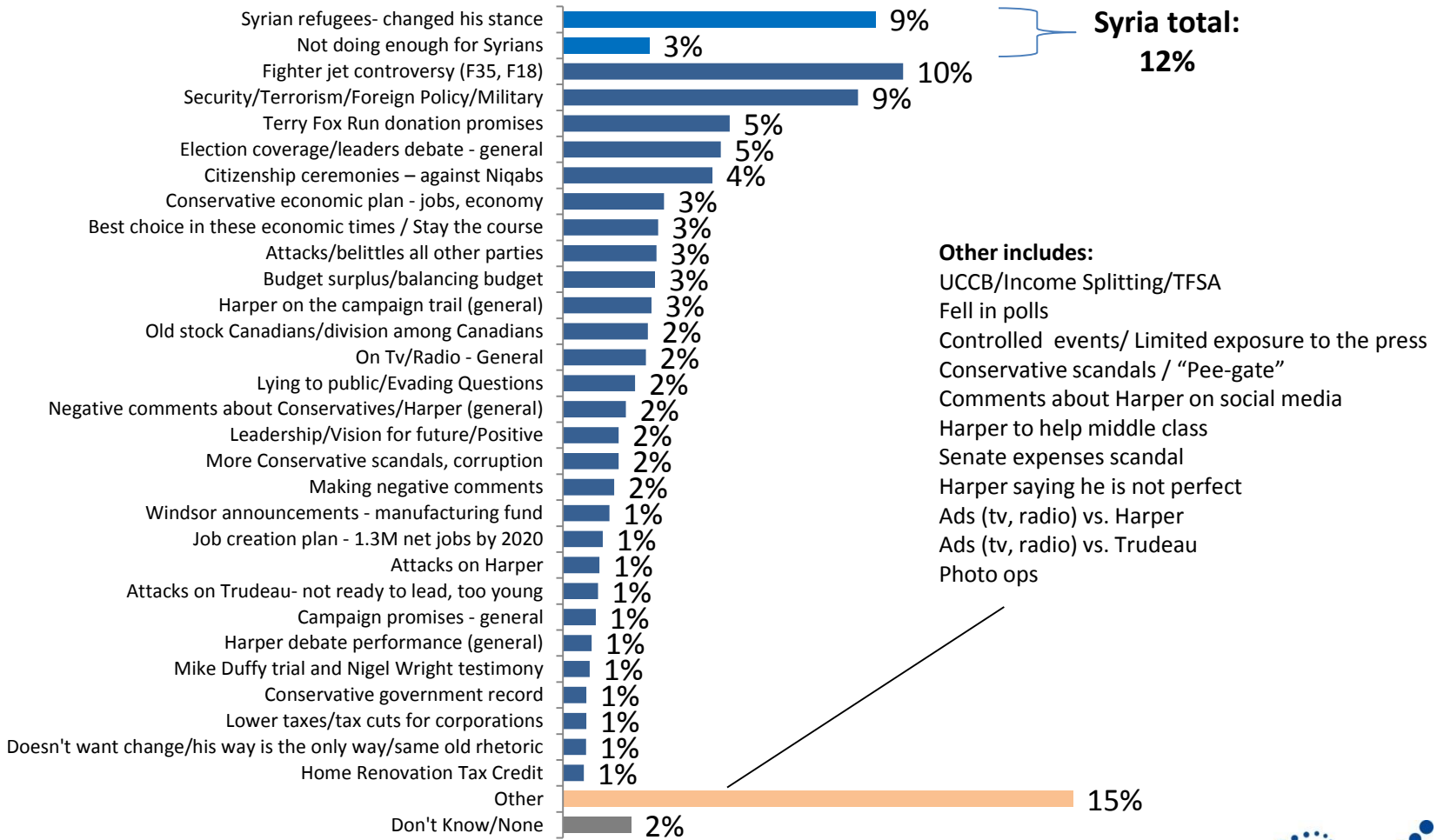




# RSH for CPC: Syrian refugees, Fighter jets and security top mentions for CPC



And what did you read, see, or hear about Stephen Harper and the federal Conservative Party? [n=1028]

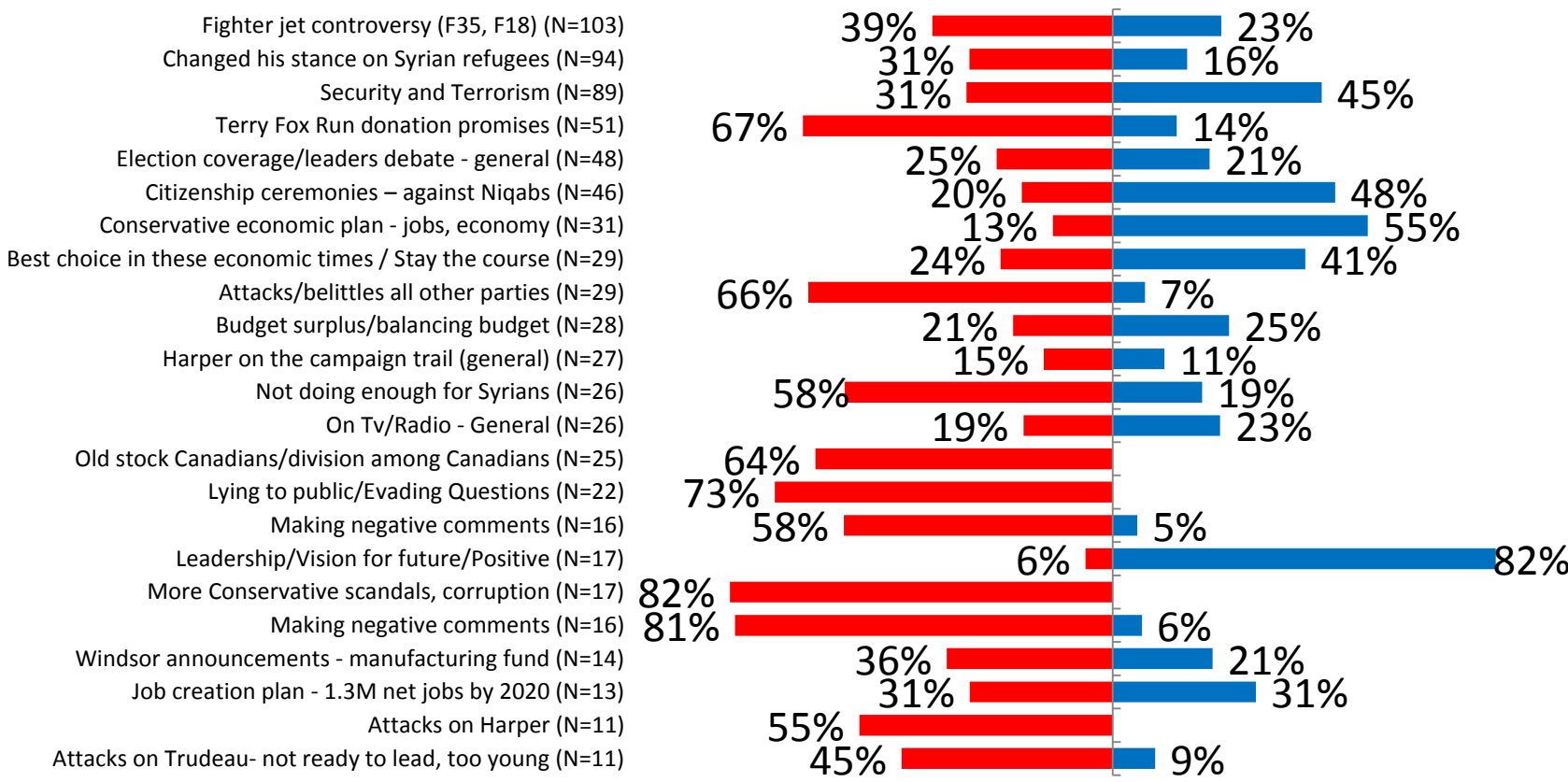


Note: Refused (2%) not shown.

# RSH Impact for CPC: Fighter Jets and Syria both appear to be hurting Conservatives <sup>10</sup>



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?



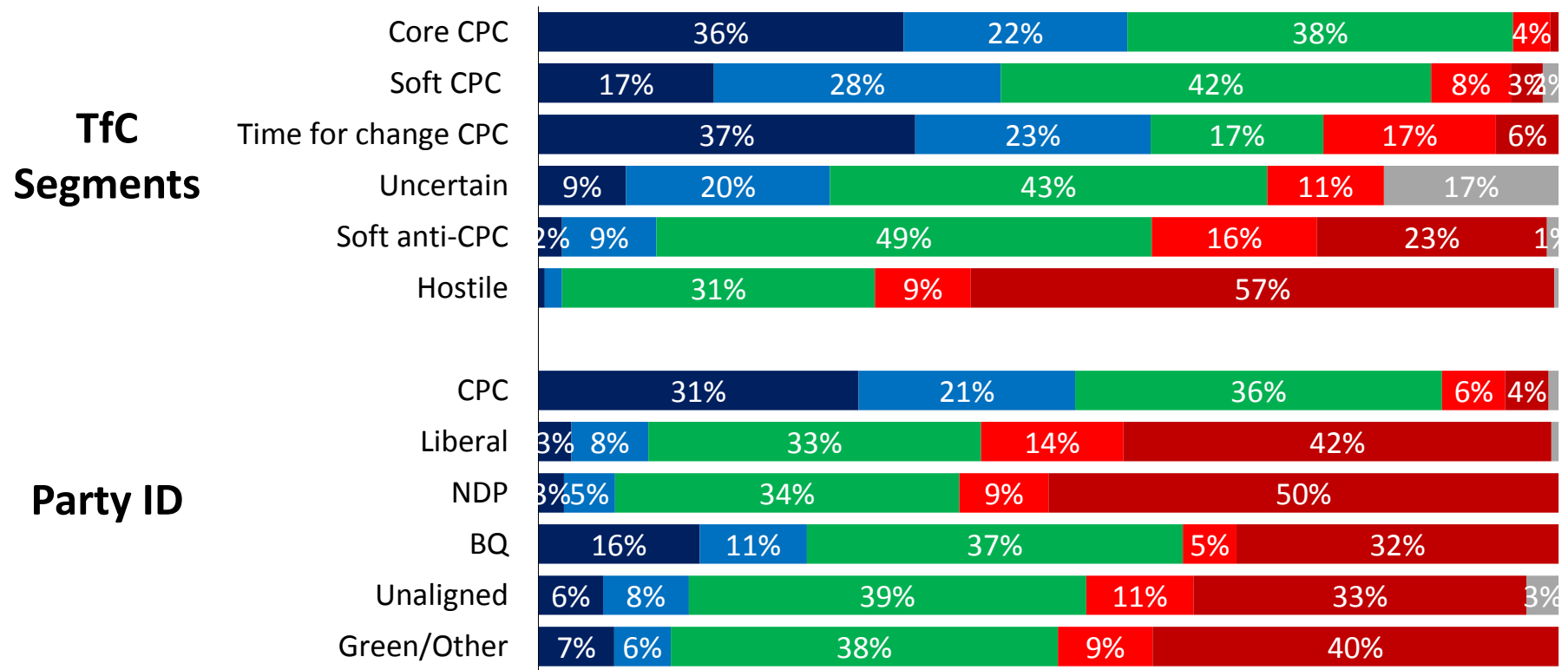
■ Less favourable      ■ More favourable

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



# RSH impact for CPC: Tfc Tories still responding favourably to public debate about CPC, although 23% felt less favourable

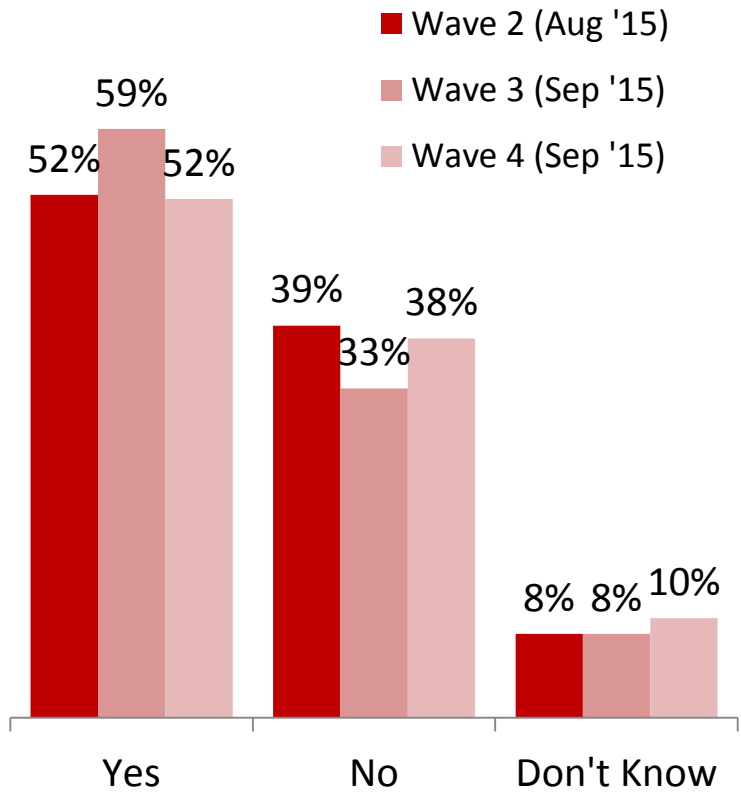
**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Stephen Harper and the federal Conservative party, or did it make no difference?



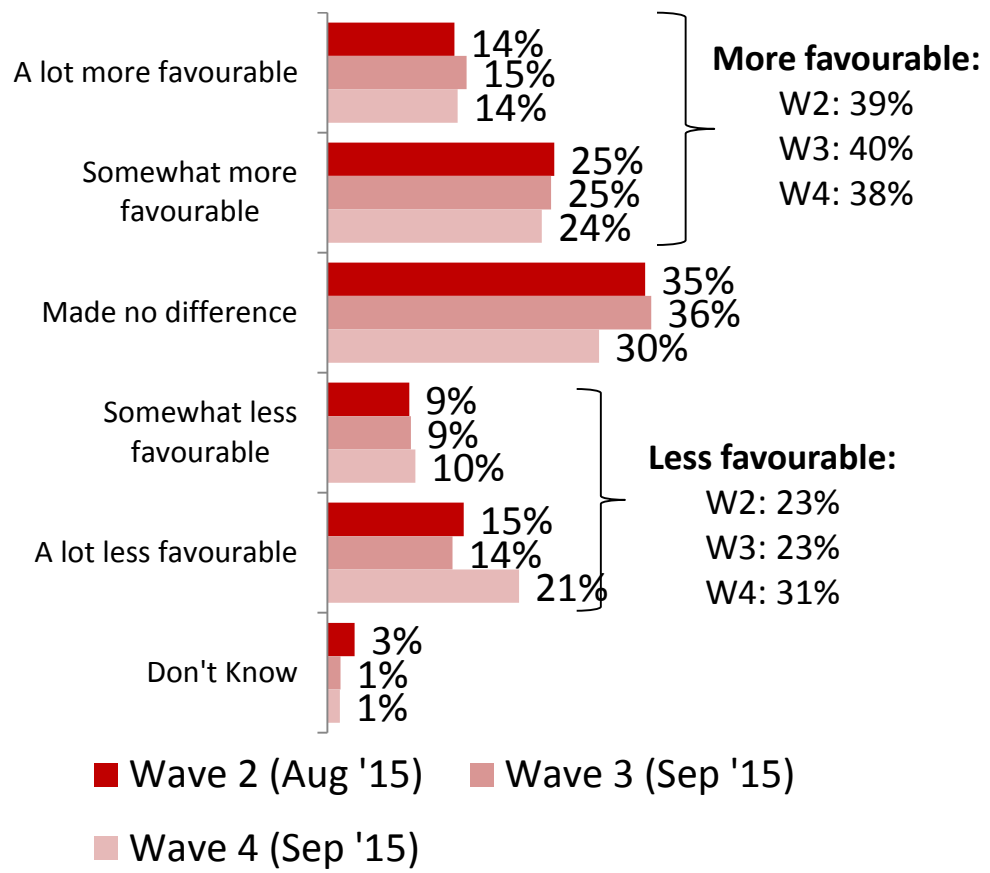
■ A lot more favourable     
 ■ Somewhat more favourable     
 ■ Made no difference  
■ Somewhat less favourable     
 ■ A lot less favourable     
 ■ Don't Know

# RSH about Liberals: 7-point drop in September on RSH about Liberals, now less favourable impression

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



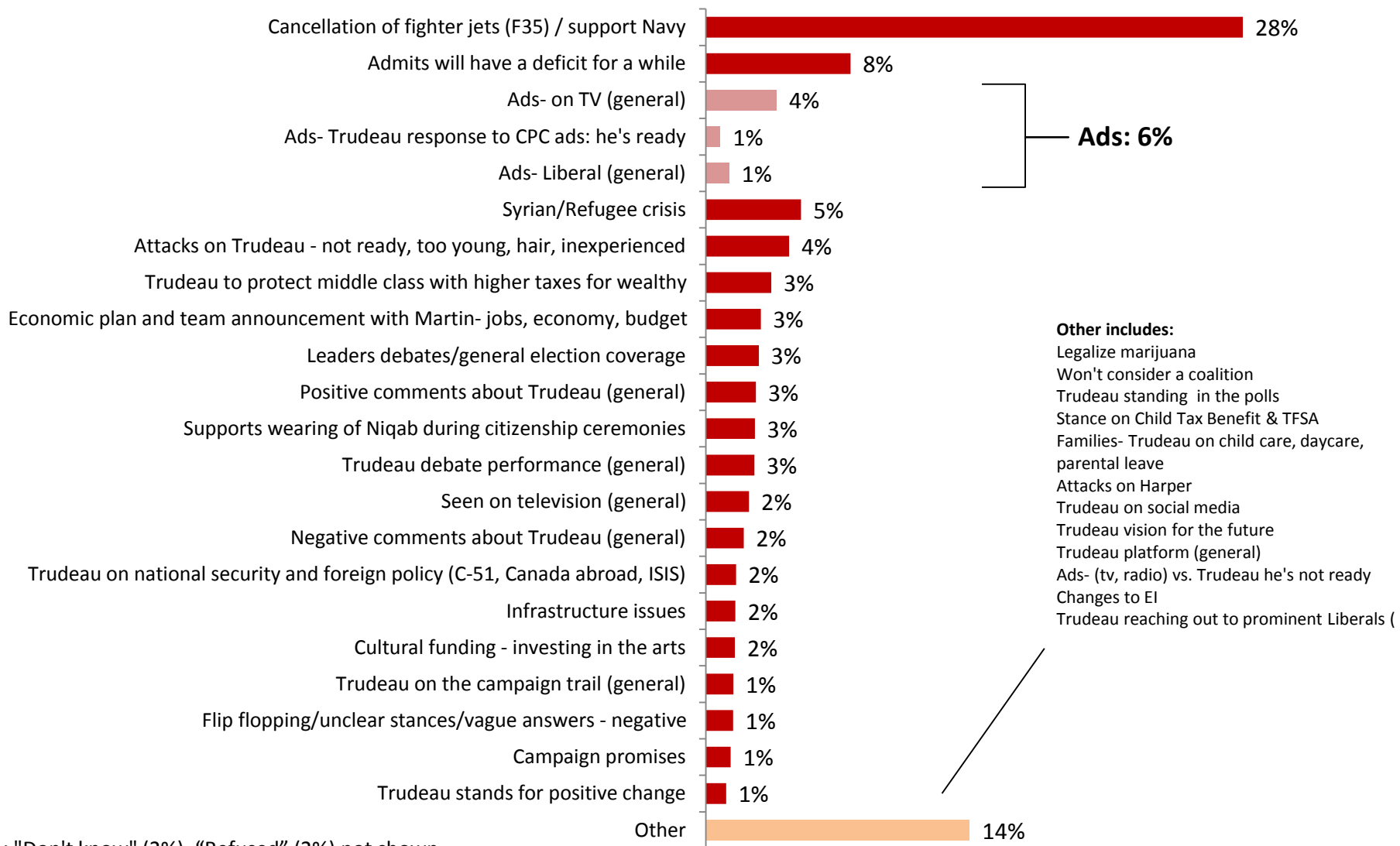
**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?



# RSH about Trudeau: Fighter Jets, admitting to deficit and ads top mentions for this week



And what did you read, see, or hear about Justin Trudeau and the federal Liberal party? [n=1008]

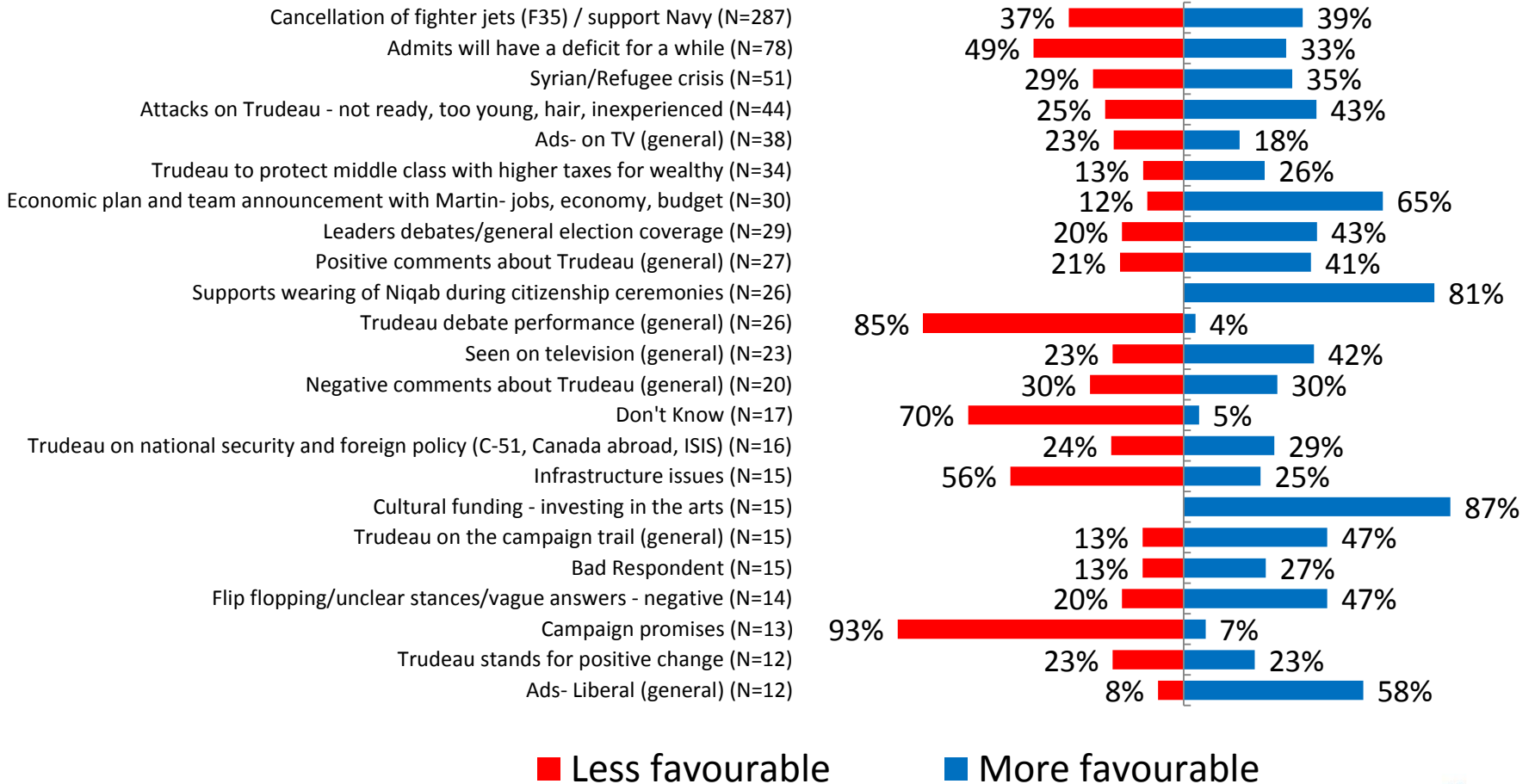


Note: "Don't know" (2%), "Refused" (2%) not shown.

# RSH impact for LPC: Fighter jets having mixed impact, deficit negative; positive impact for refugee crisis



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?

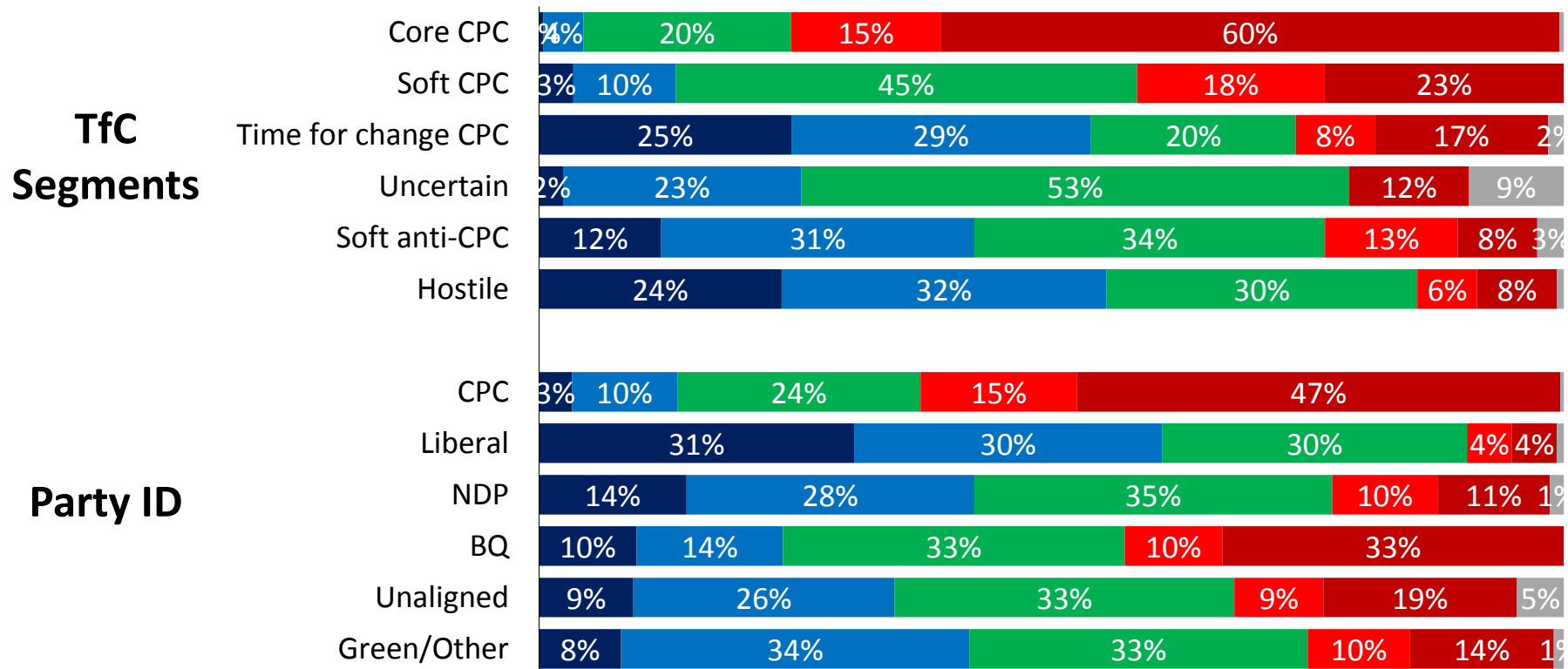


Note: Only codes with N>=10 are included in this analysis

# RSH impact for LPC: Tfc Tories, NDP identifiers, Unaligned like what they heard about Trudeau and the Liberal party <sup>15</sup>



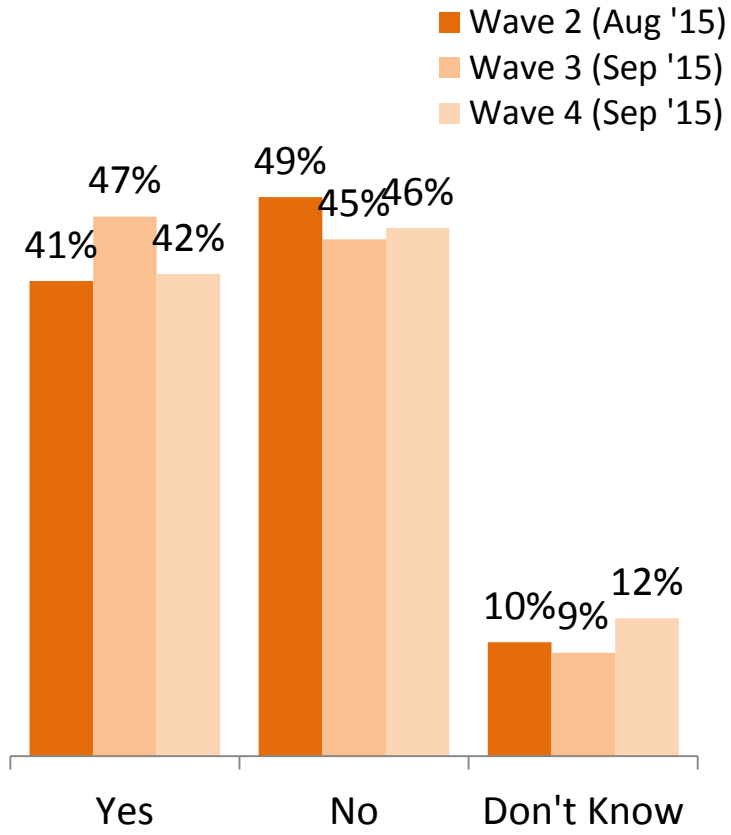
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?



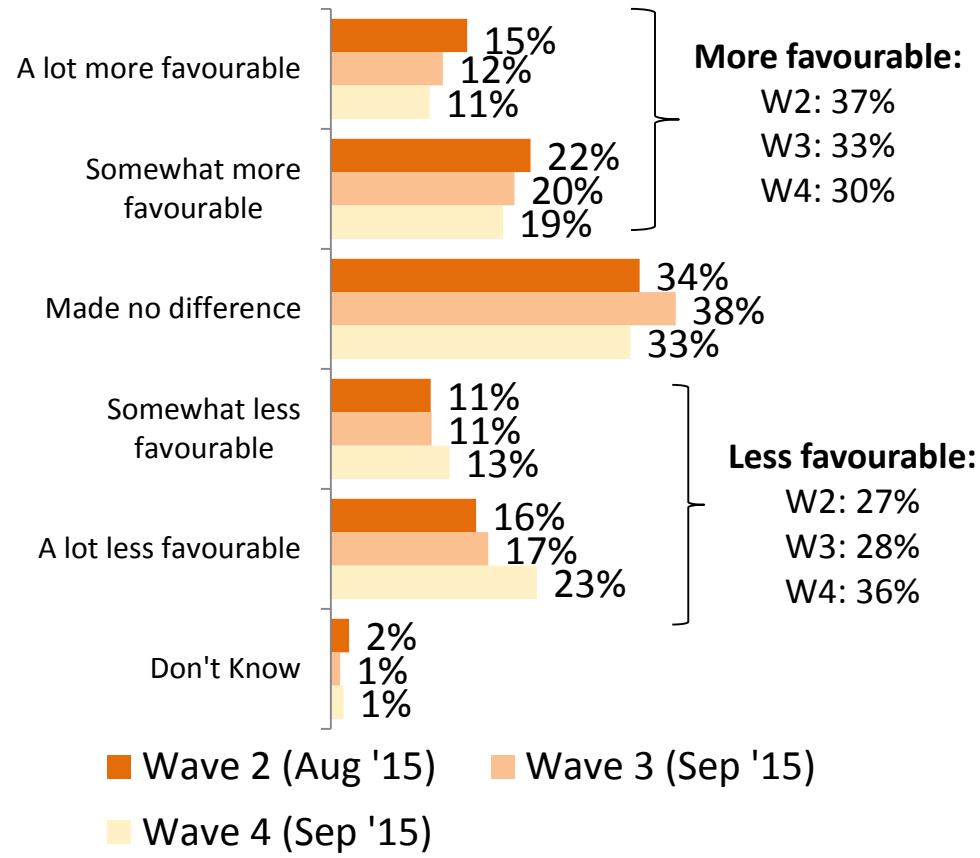
■ A lot more favourable     
 ■ Somewhat more favourable     
 ■ Made no difference  
■ Somewhat less favourable     
 ■ A lot less favourable     
 ■ Don't Know

# RSH about NDP: Recall steady about Mulcair and NDP, but<sup>16</sup> what respondents hear is less favourable than last wave

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



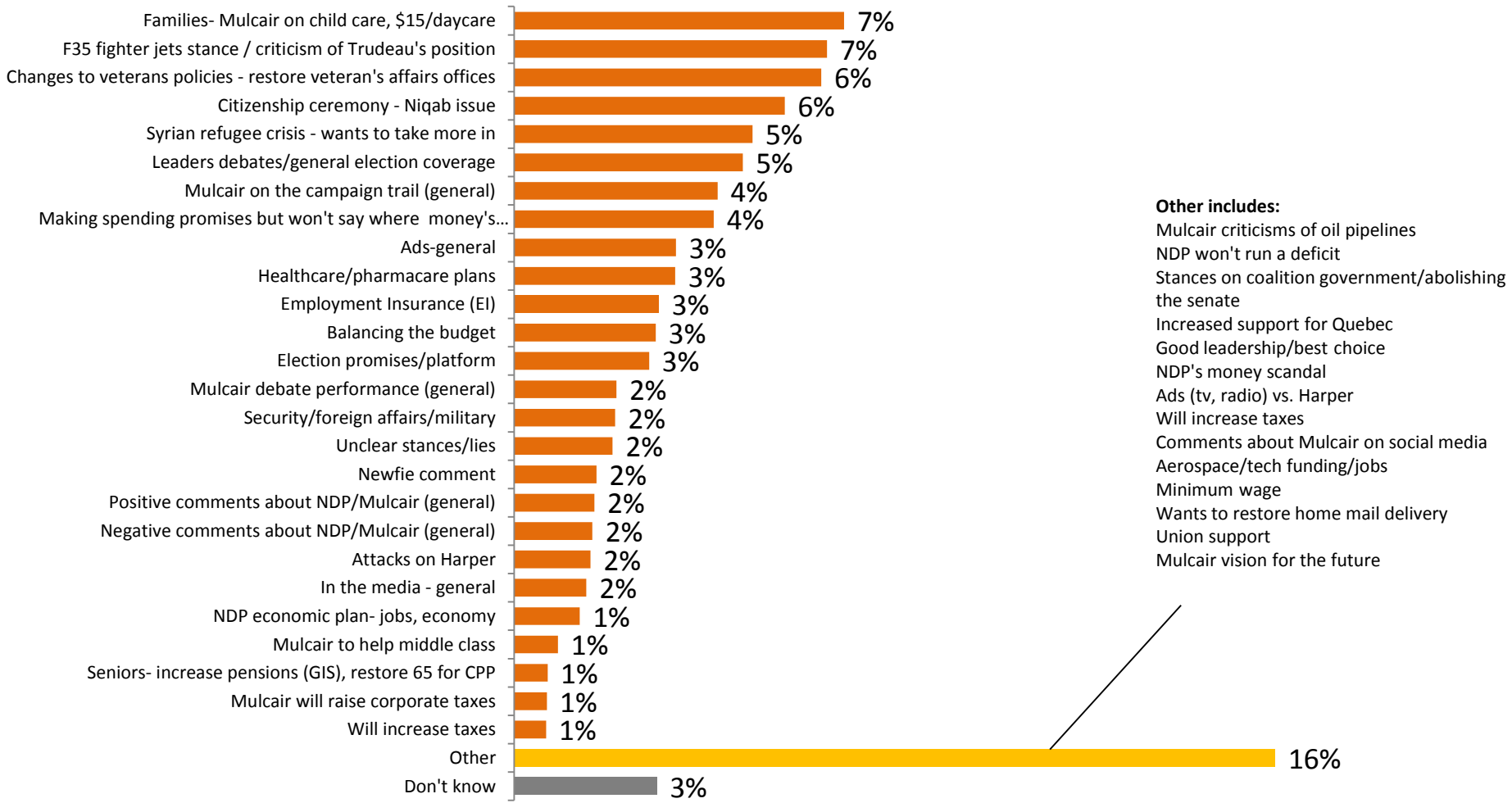
**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?





# RSH for NDP: \$15/daycare, fighter jets, veterans and Niqab issue top mentions

Q And what did you read, see, or hear about Thomas Mulcair and the federal NDP? [n=827]

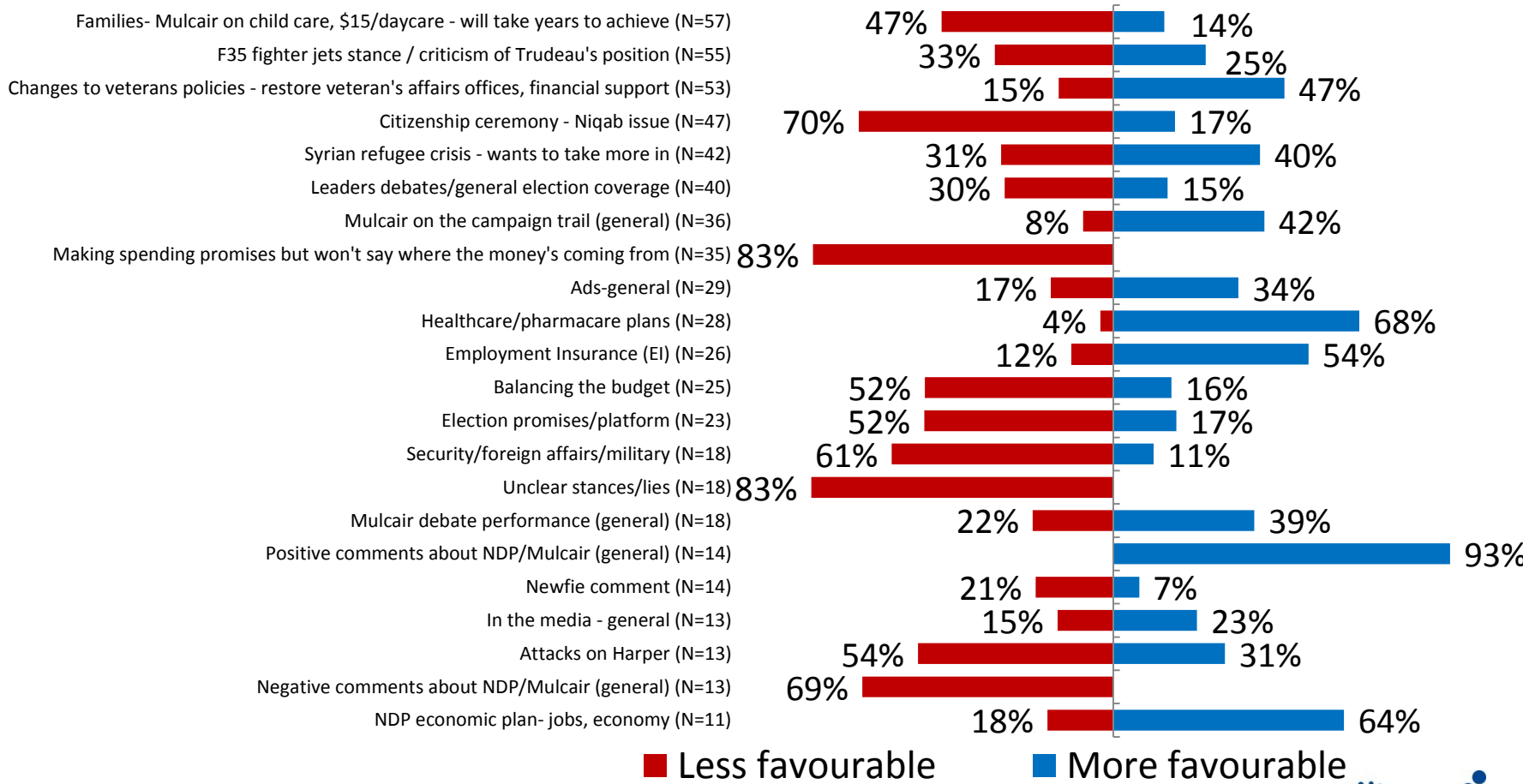


Note: "Refused" (2%) not shown.

# RSH for NDP: \$15/daycare leaves people feeling less favourable



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

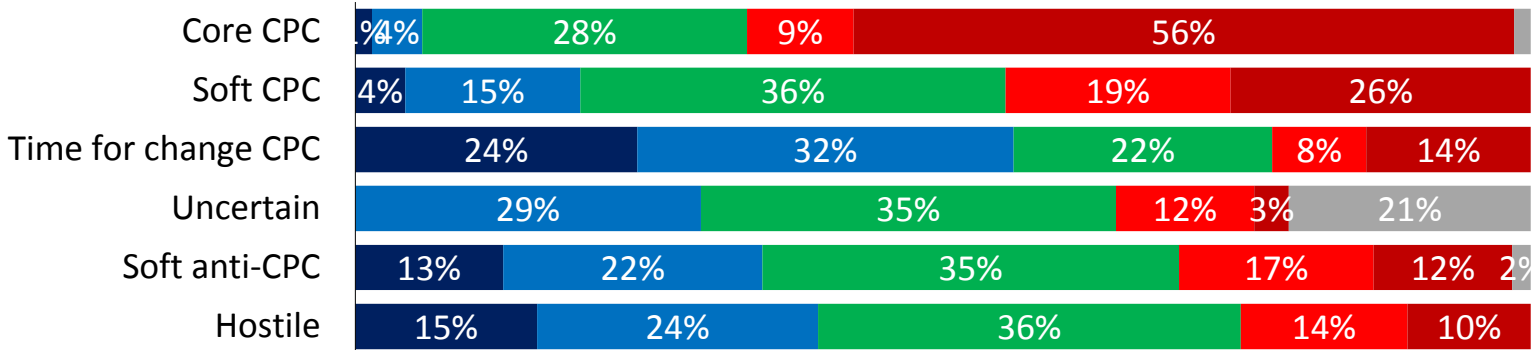


# RSH impact for NDP: over half of Time for Change Tories and nearly 3-in-10 LPC identifiers feel more favourable

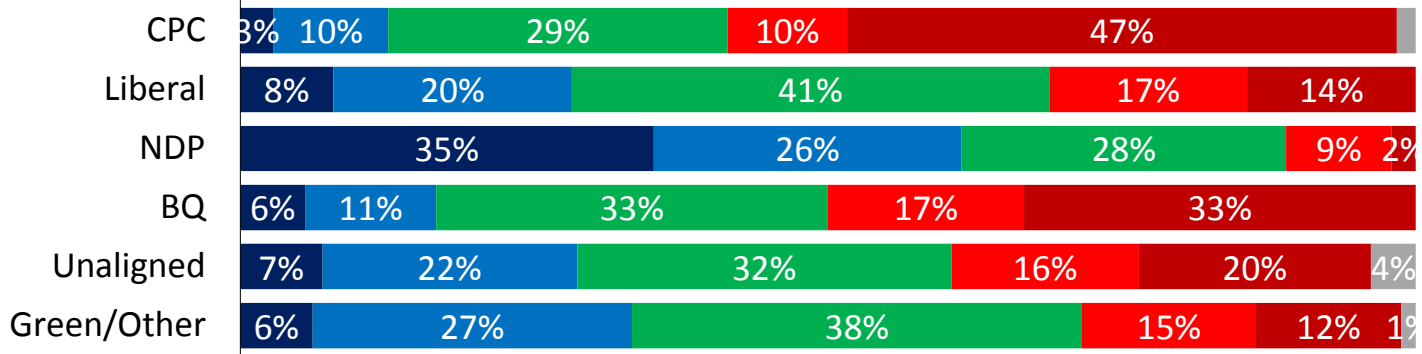


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Thomas Mulcair and the federal NDP, or did it make no difference?

## TfC Segments



## Party ID



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

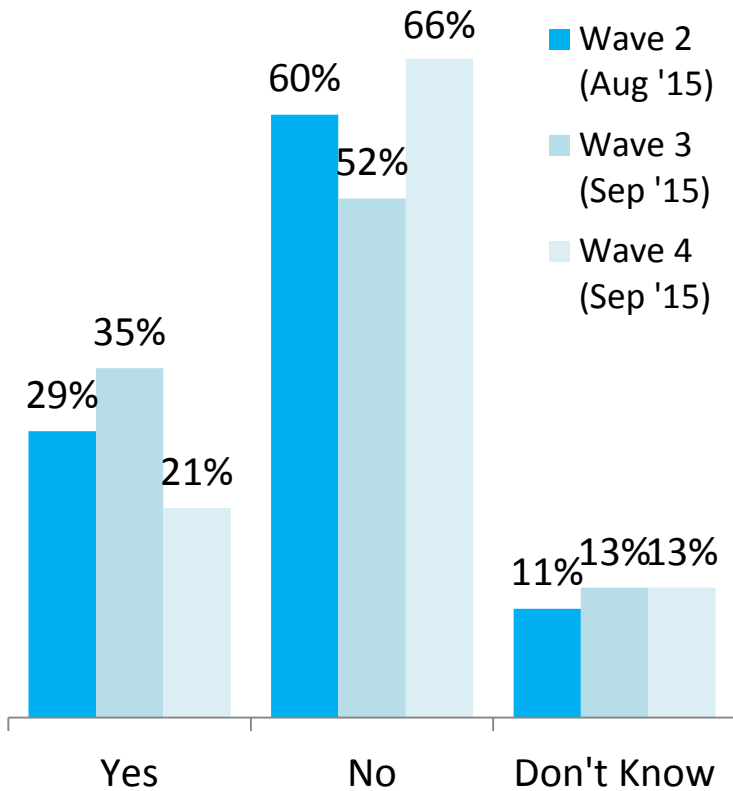


# [QC ONLY] RSH about BQ: 2-in-10 have RSH about Duceppe<sup>20</sup> and BQ; those that have heard feel more favourable



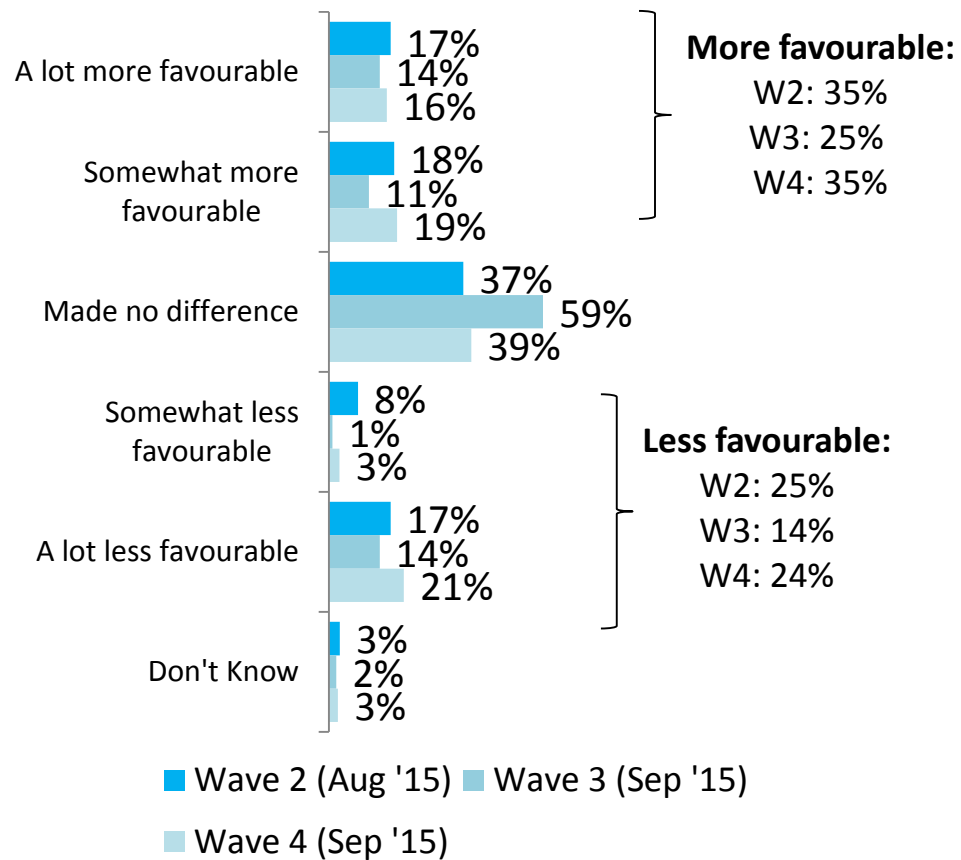
Have you read, seen or heard anything about Gilles Duceppe and the Bloc Quebecois in the last few days?

[QC Only]



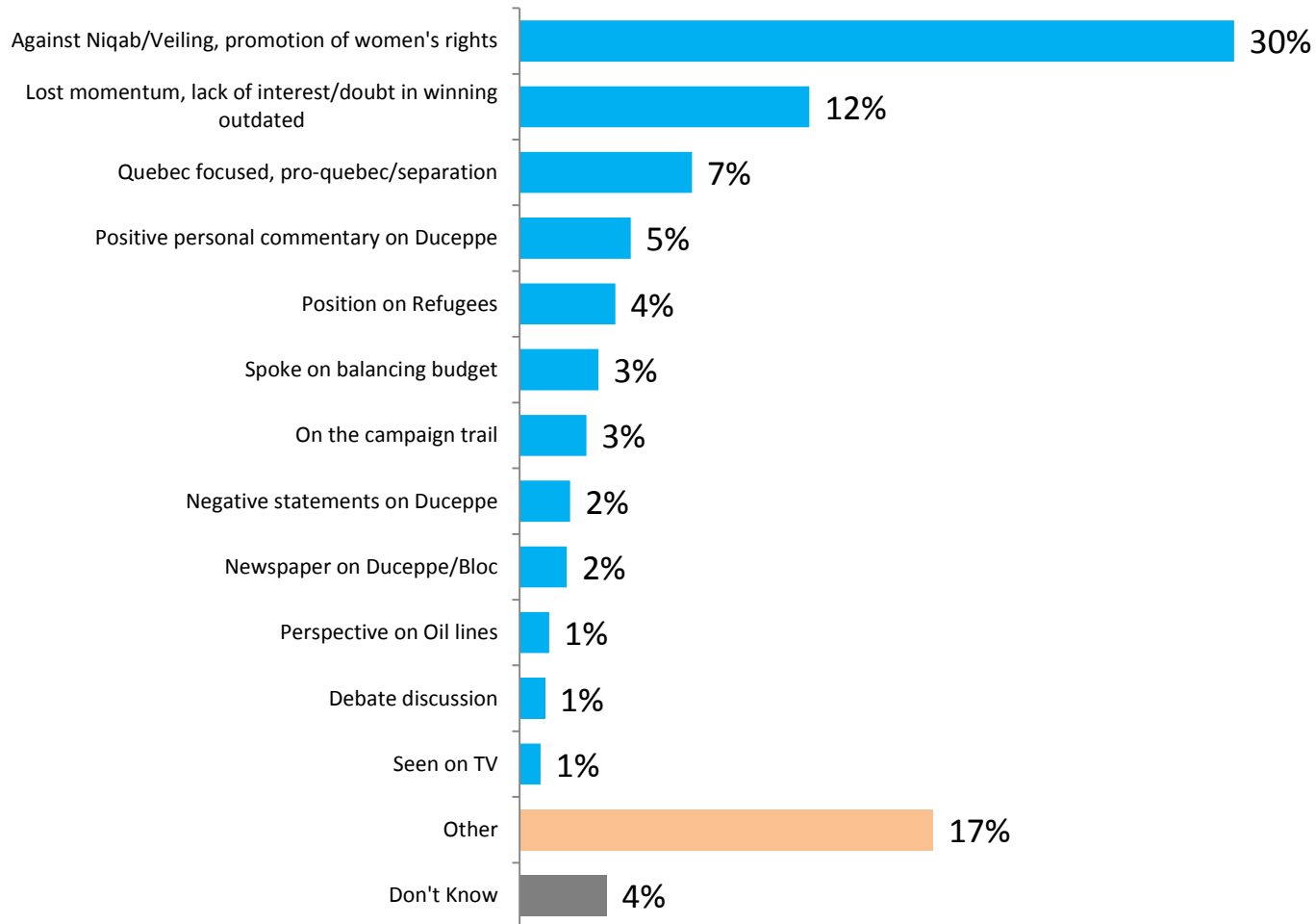
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no difference?

[QC Only]



# RSH for BQ: Most specific mentions are Niqab/veiling issue

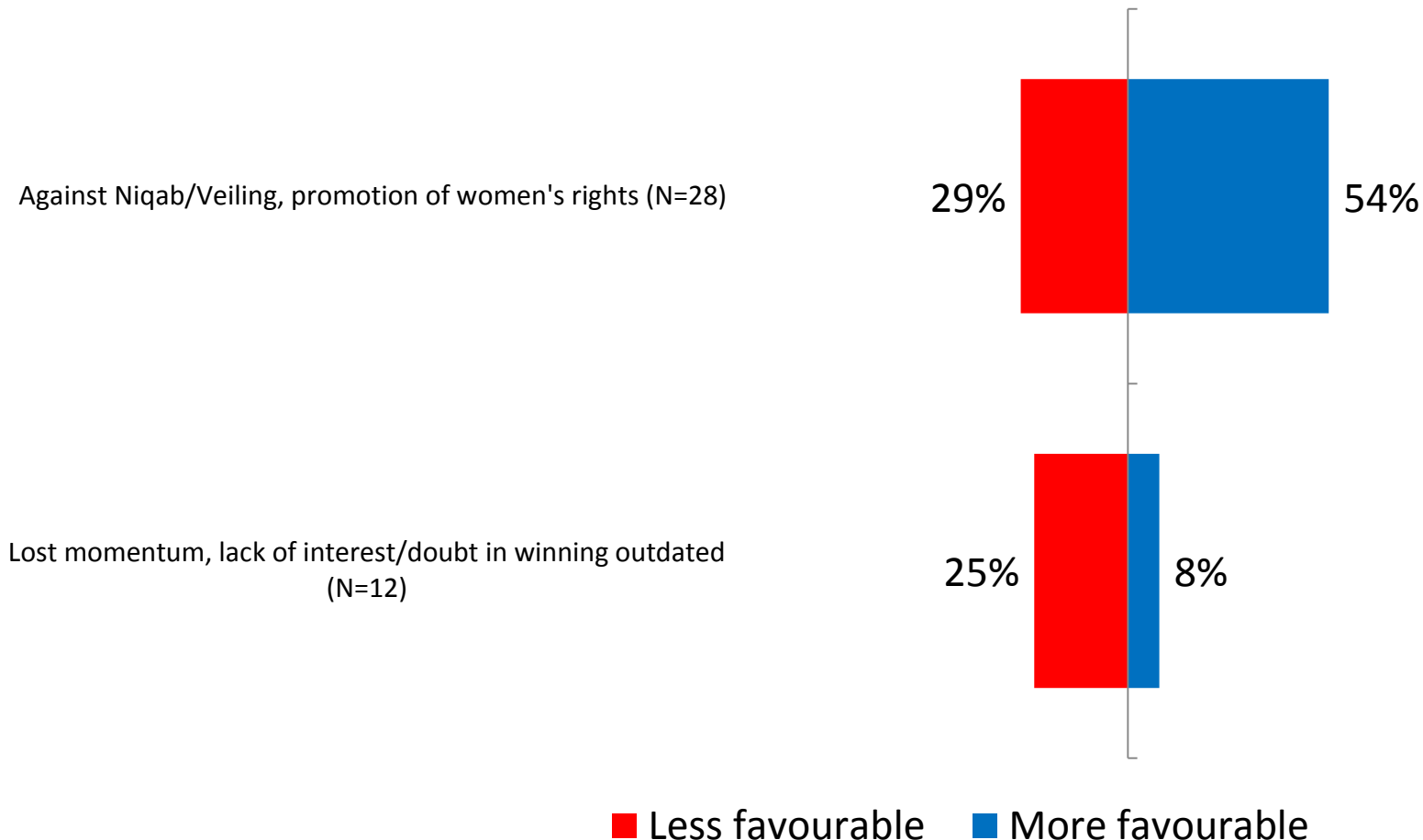
Q And what did you read, see, or hear about Gilles Duceppe and the Bloc Quebecois?  
[N=95, QC ONLY]



Note: "Refused" (3%) not shown.

# RSH impact for BQ: Niqab issue plays favourably for BQ

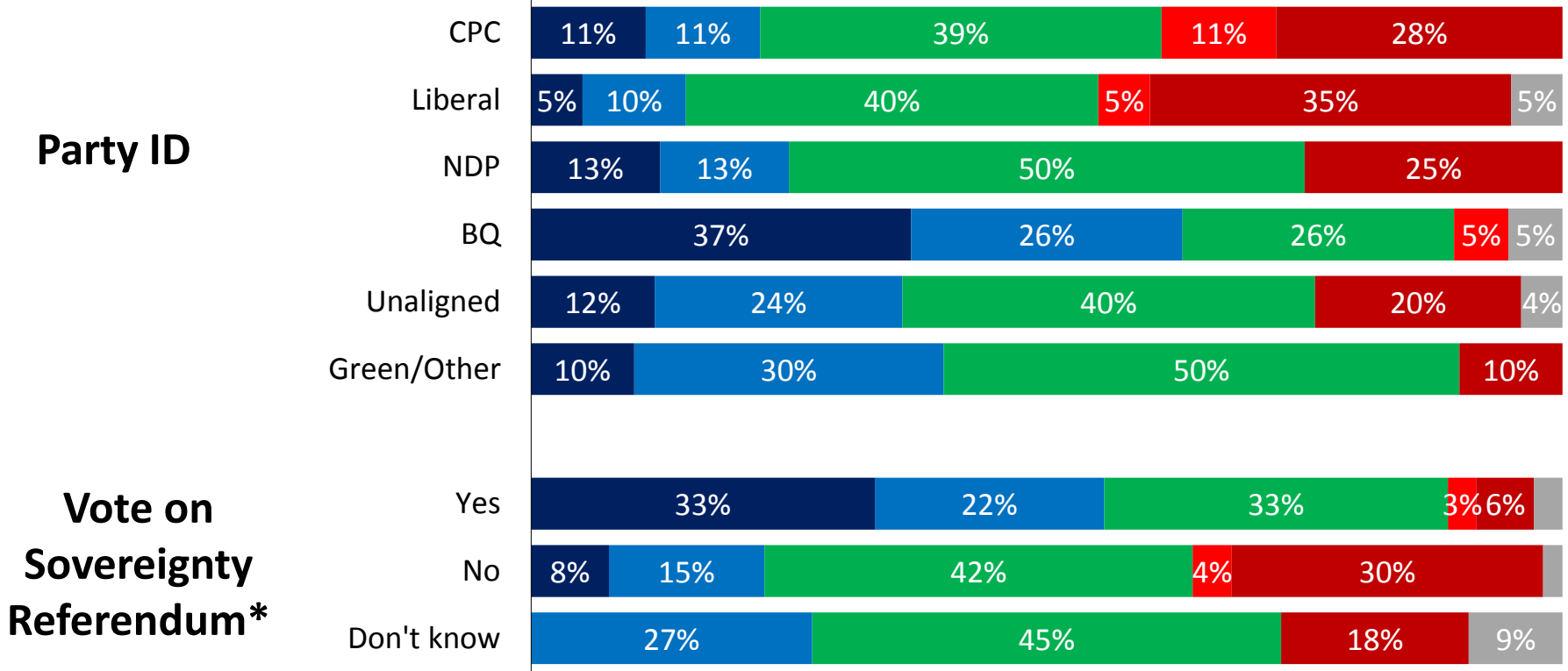
- Q** And what did you read, see, or hear about Gilles Duceppe and the Bloc Quebecois? BY Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Gilles Duceppe and the Bloc Quebecois, or did it make no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



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

# RSH impact for Bloc: BQ-identifiers, “Yes” on sovereignty voters much more favourable towards Duceppe and Bloc

**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? (QUEBEC ONLY; RSH DUCEPPE ONLY; n=100 weighted)



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

\*Question wording: “If a referendum were held today based on the same question that was asked during the last referendum in 1995, i.e. sovereignty combined with a partnership offer for the rest of Canada, would you vote YES or would you vote NO?”



# Leaders Debate

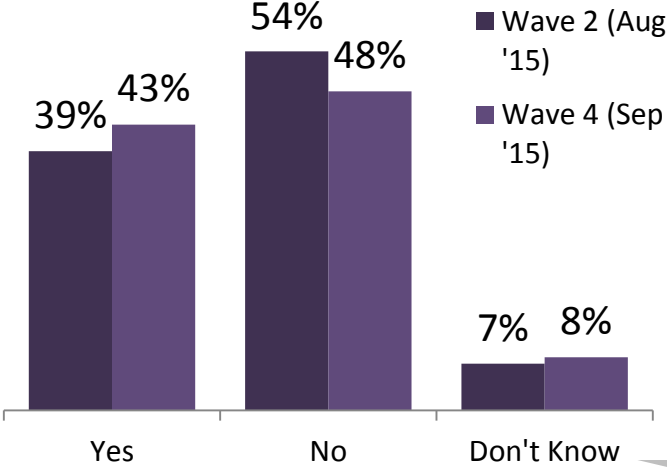
---



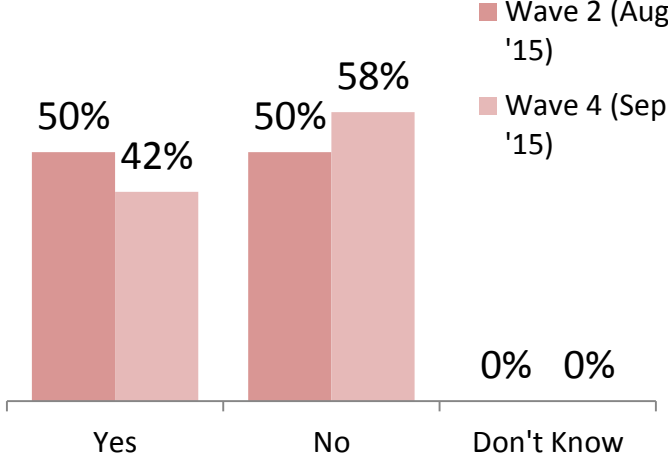
# Debate attention: 43% have heard anything about debate,<sup>25</sup> less than half of those watched all or part of it



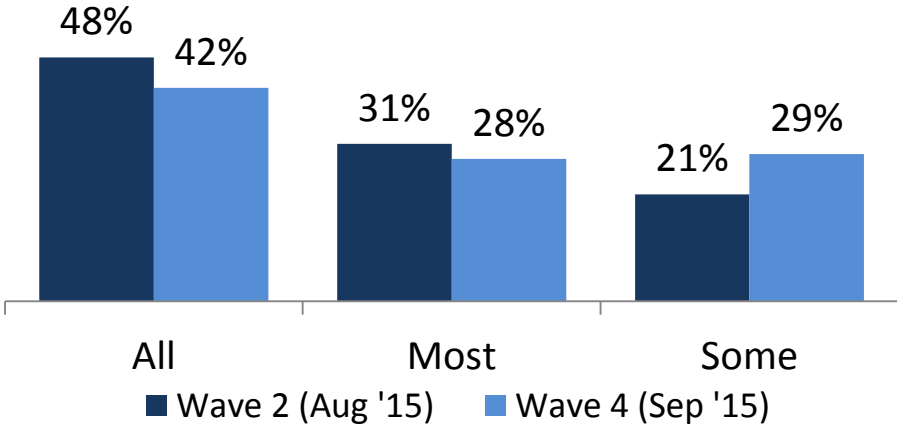
Have you read, seen, or heard anything about the federal leader's debate that was held on Wednesday, August 5<sup>th</sup>/Thursday, September 17<sup>th</sup>?



Did you happen to watch the debate yourself?  
[Only of those who RSH about it]

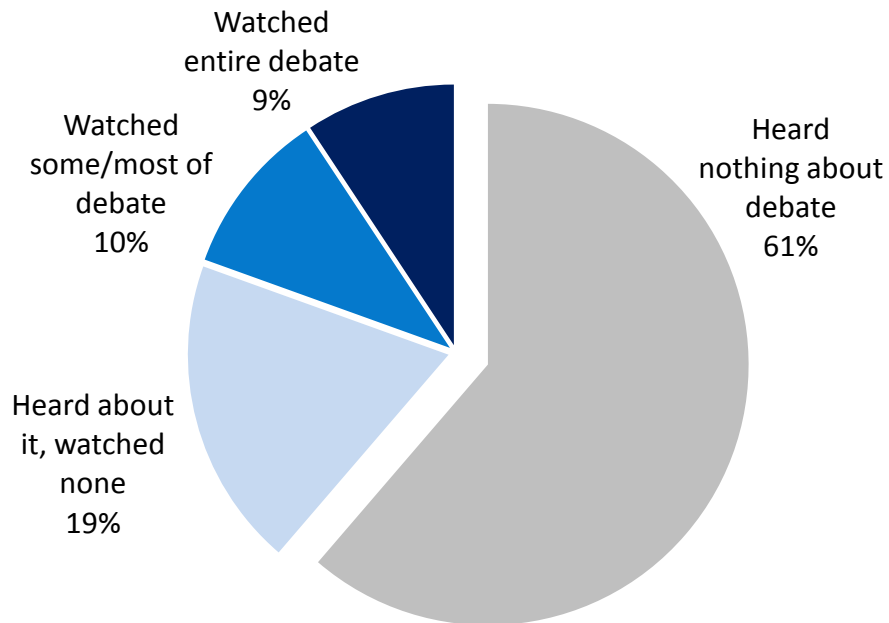


Did you watch all of the debate or just some of it?  
[Only of those who watched debate]

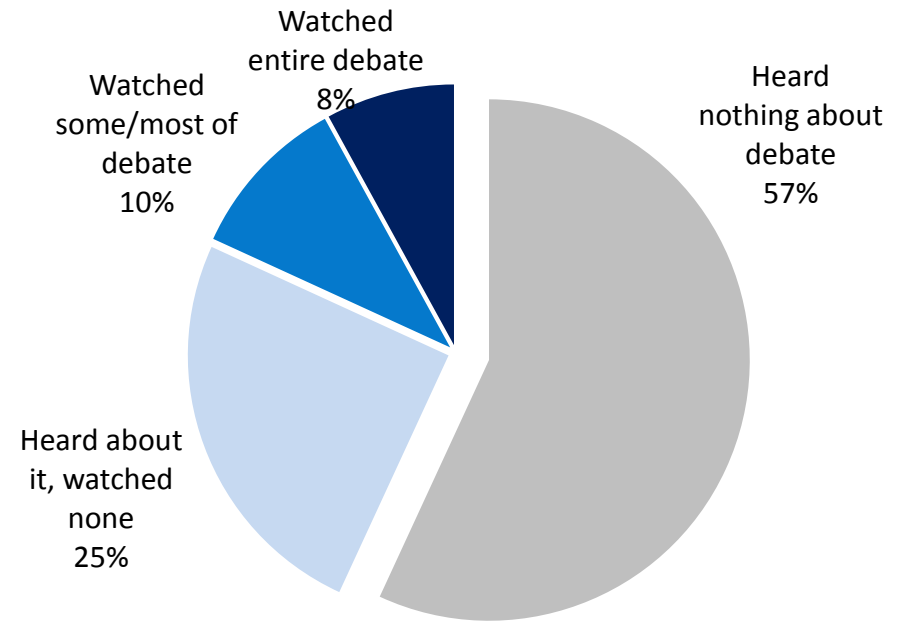


# Debate attention: less than 1-in-10 watched entire debate

## Debate watching segmentation: Wave 2

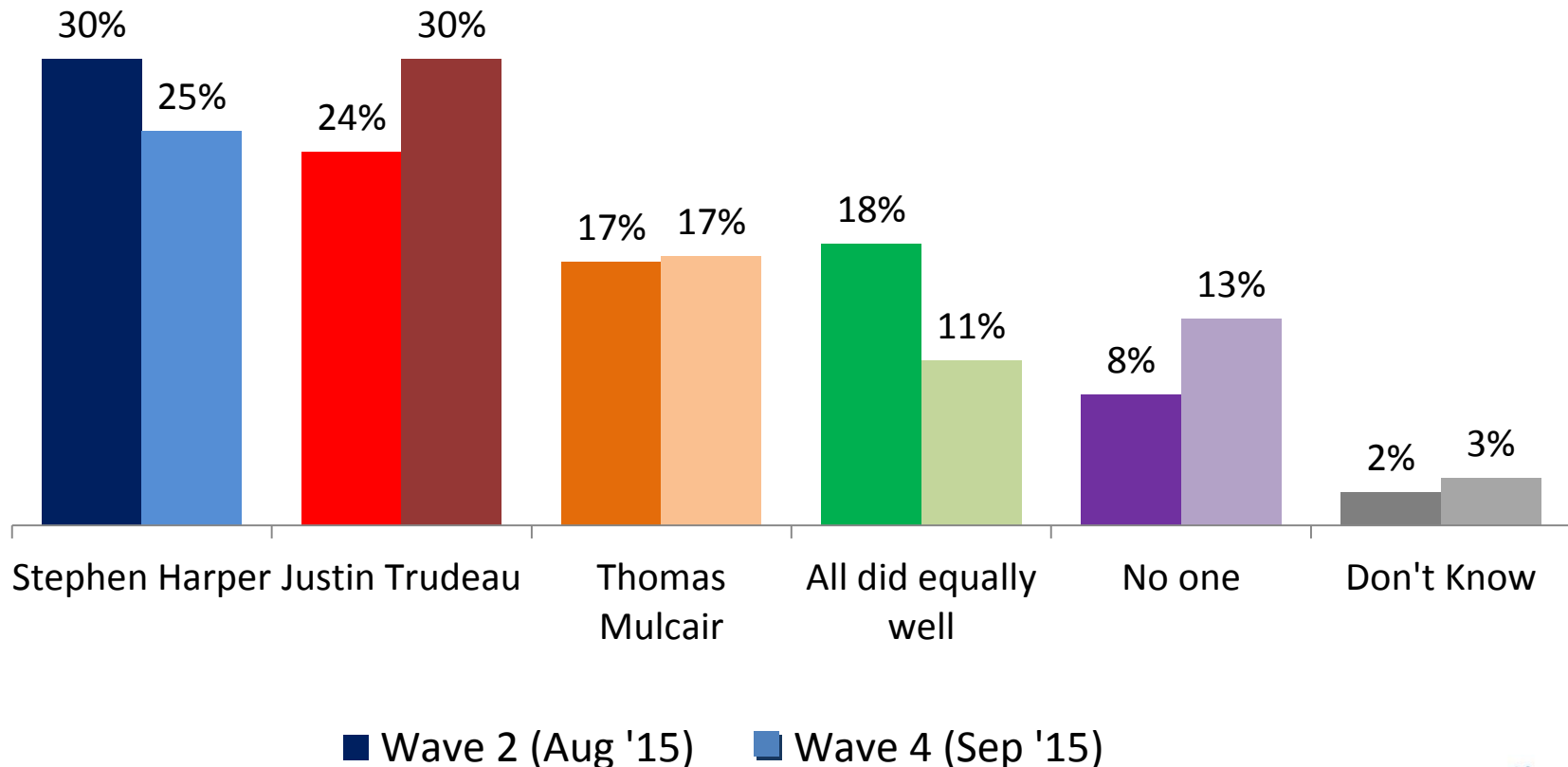


## Debate watching segmentation: Wave 4



# Debate winner: Trudeau appears to have won the most recent debate

Q In your opinion which leader did the best in that debate?



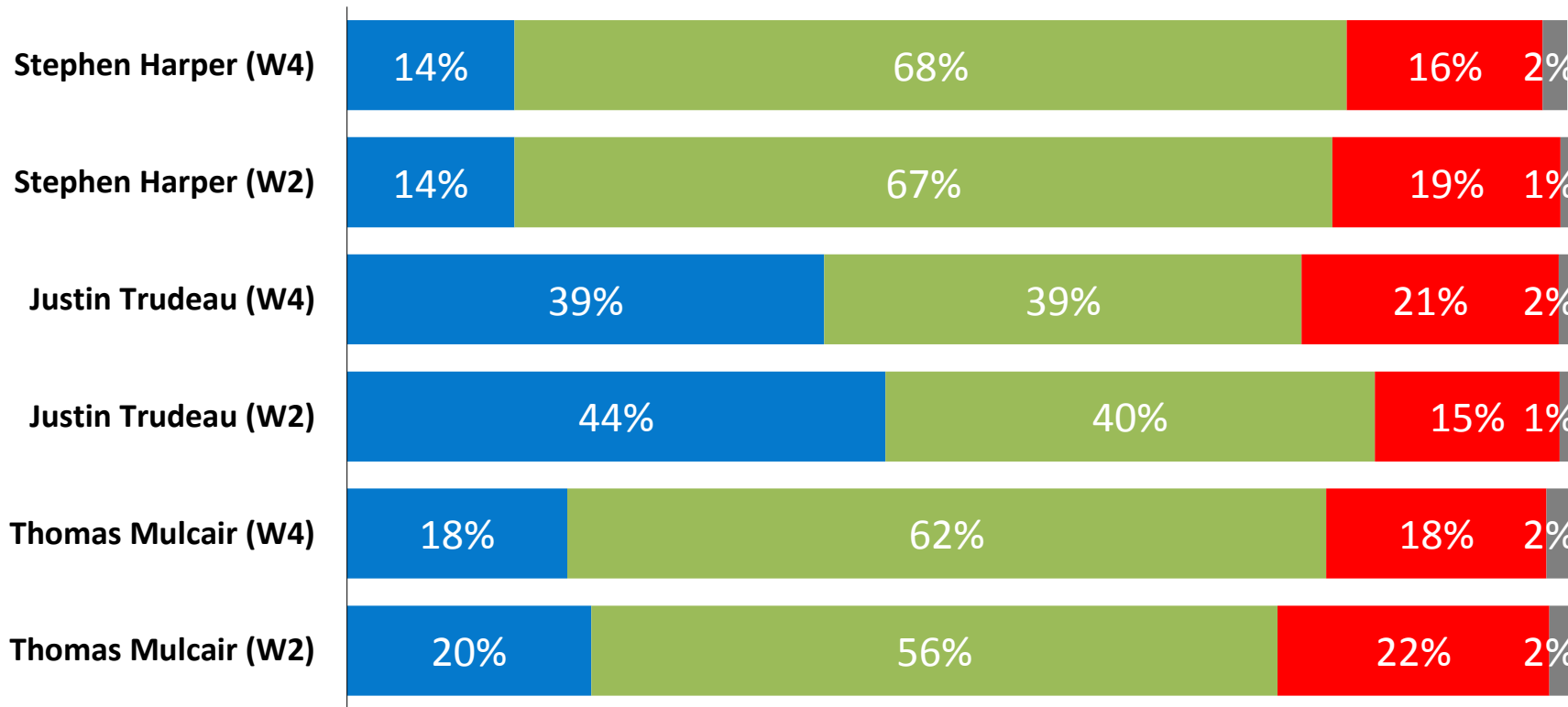
■ Wave 2 (Aug '15) ■ Wave 4 (Sep '15)

Note: Wave 2 includes Elizabeth May.  
Recalculated to not include May for tracking.

# Trudeau outperformed expectations again, Harper slightly underwhelmed but most said it was as they expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected the leader's debate?



■ Better than expected   ■ About as expected   ■ Less well than expected   ■ Don't know

# Harper beat expectations among his second choice voters; much more than Trudeau or Mulcair



For each leader, did they perform better than you expected, less well than you expected, or about as you expected the leader's debate?

		Decided	Soft	Second Choice	Non	Would never vote
Harper	Better	32%	18%	45%	3%	4%
	Same	67%	77%	45%	70%	73%
	Worse	1%	5%	9%	26%	22%
Trudeau	Better	67%	67%	22%	26%	13%
	Same	30%	23%	59%	46%	40%
	Worse	3%	9%	19%	28%	47%
Mulcair	Better	37%	34%	19%	13%	9%
	Same	60%	59%	62%	68%	59%
	Worse	4%	7%	19%	19%	32%

**Note:** Voter pools are specific to each party (e.g. decided Conservative voters, Decided Liberal voters, etc.). Those who don't know if a leader surpassed their expectations are not shown.

