

Innovative Research Group, Inc.

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Toronto :: Vancouver



2015 Election Polling Wave 4: Time for a Change



Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 20th to September 24th, 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 24th-30th, 2015, n=2833; and “Wave 2 (August)” from August 24th to August 31st, 2015, n=3,631; and “Wave 3 (September)” from September 4th-10th, 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?

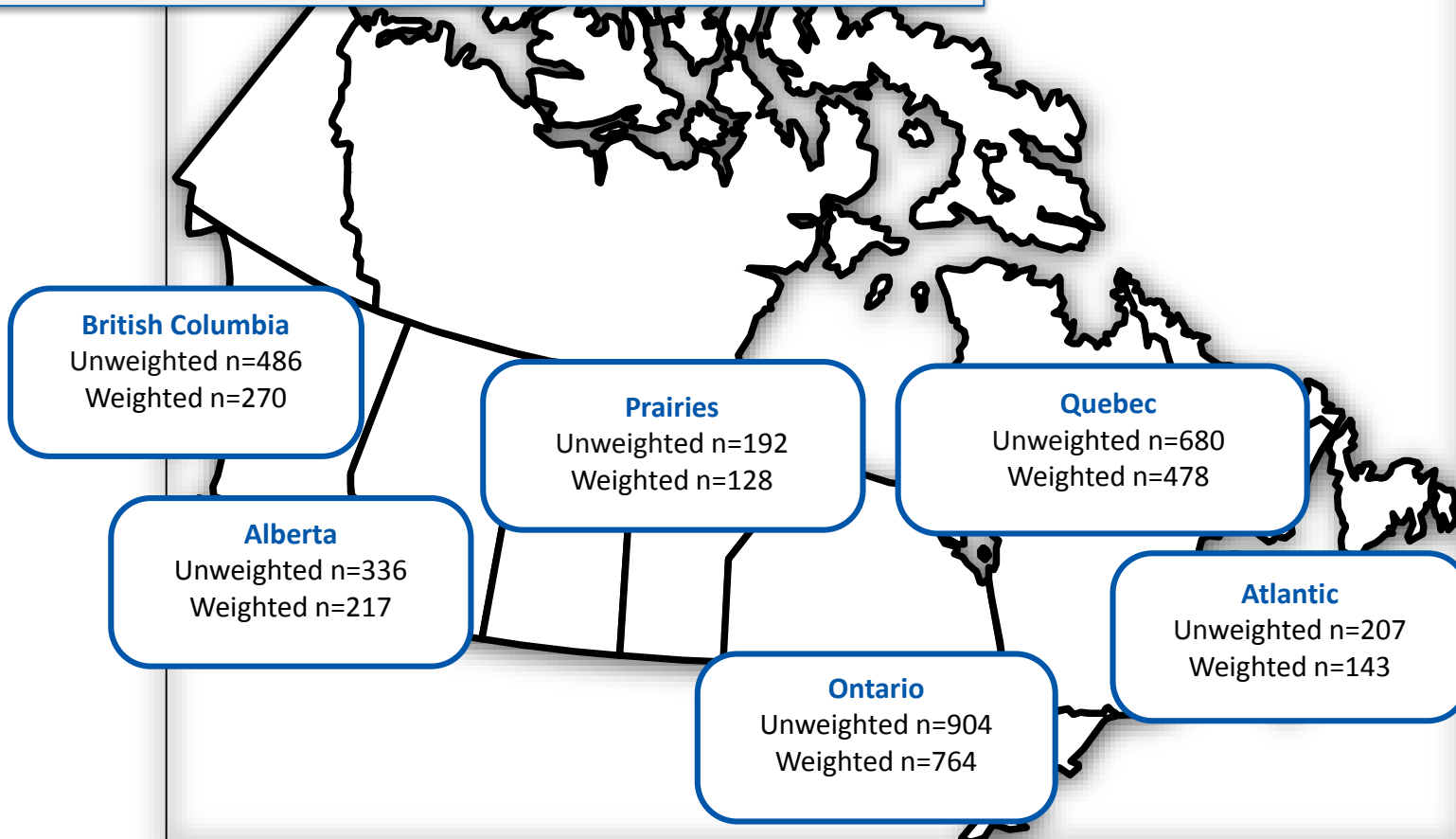
Regional groupings include:

- 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

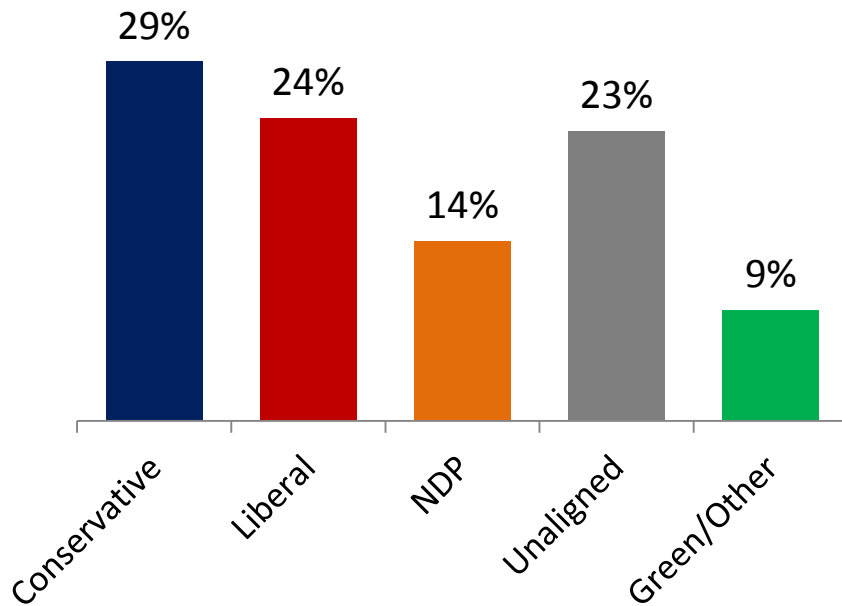


Party ID: CPC now leads LPC in Rest of Canada; 4-in-10 unaligned in Quebec

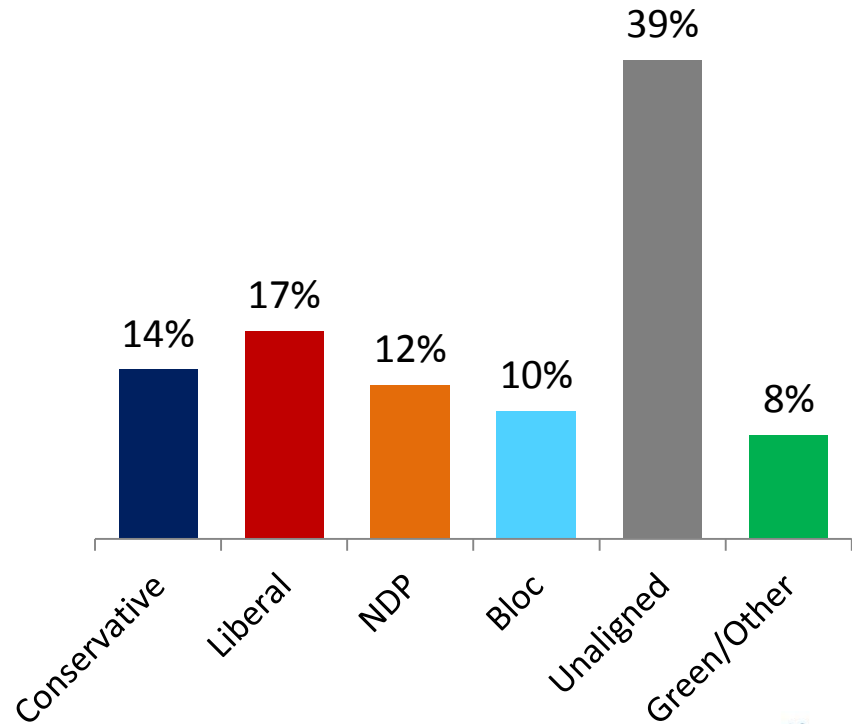


Thinking about federal politics, generally speaking do you think of yourself as a...

Rest of Canada



Quebec



n=478

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%

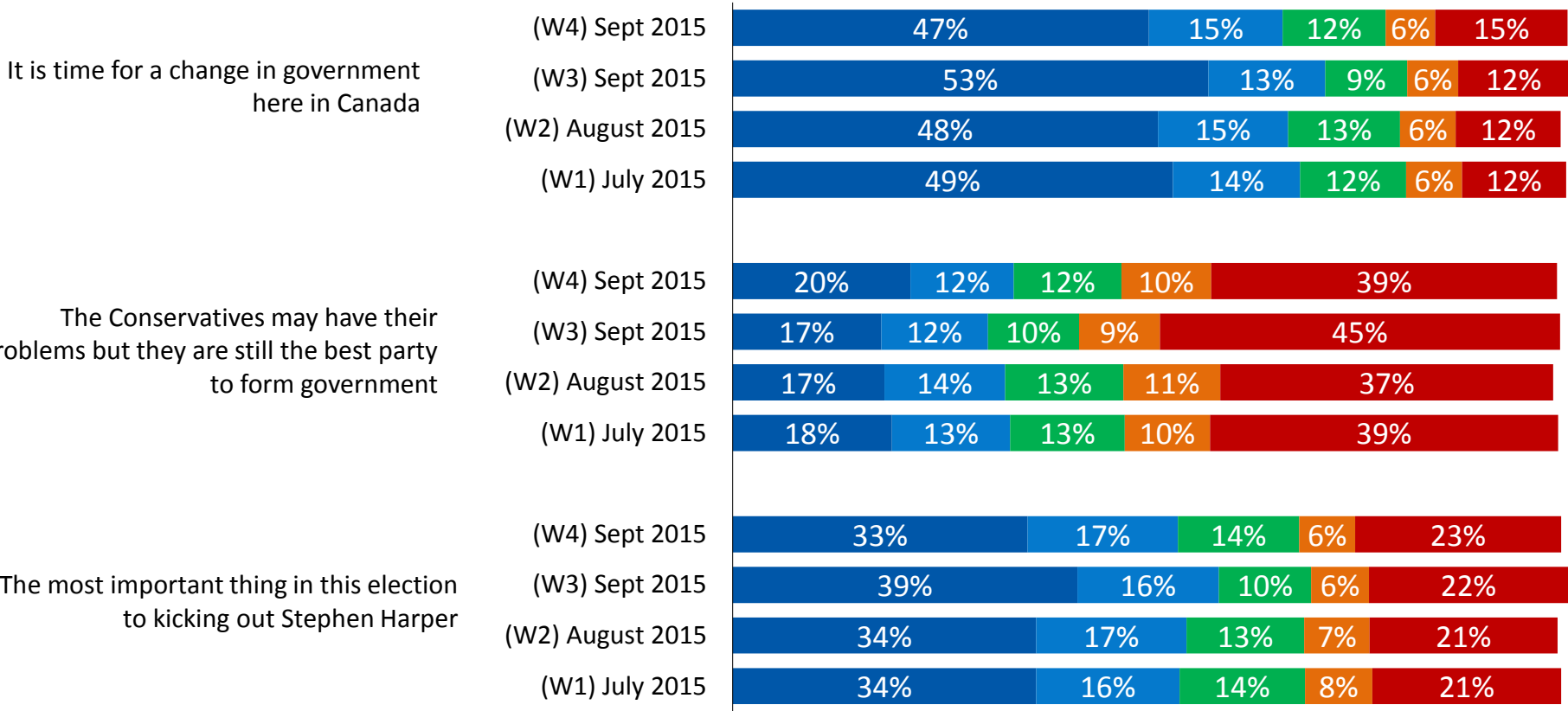
PID = Weighted according to telephone party ID distribution in addition to standard demographic weights

REG = Standard demographic weights only

Time for a Change Attitudes

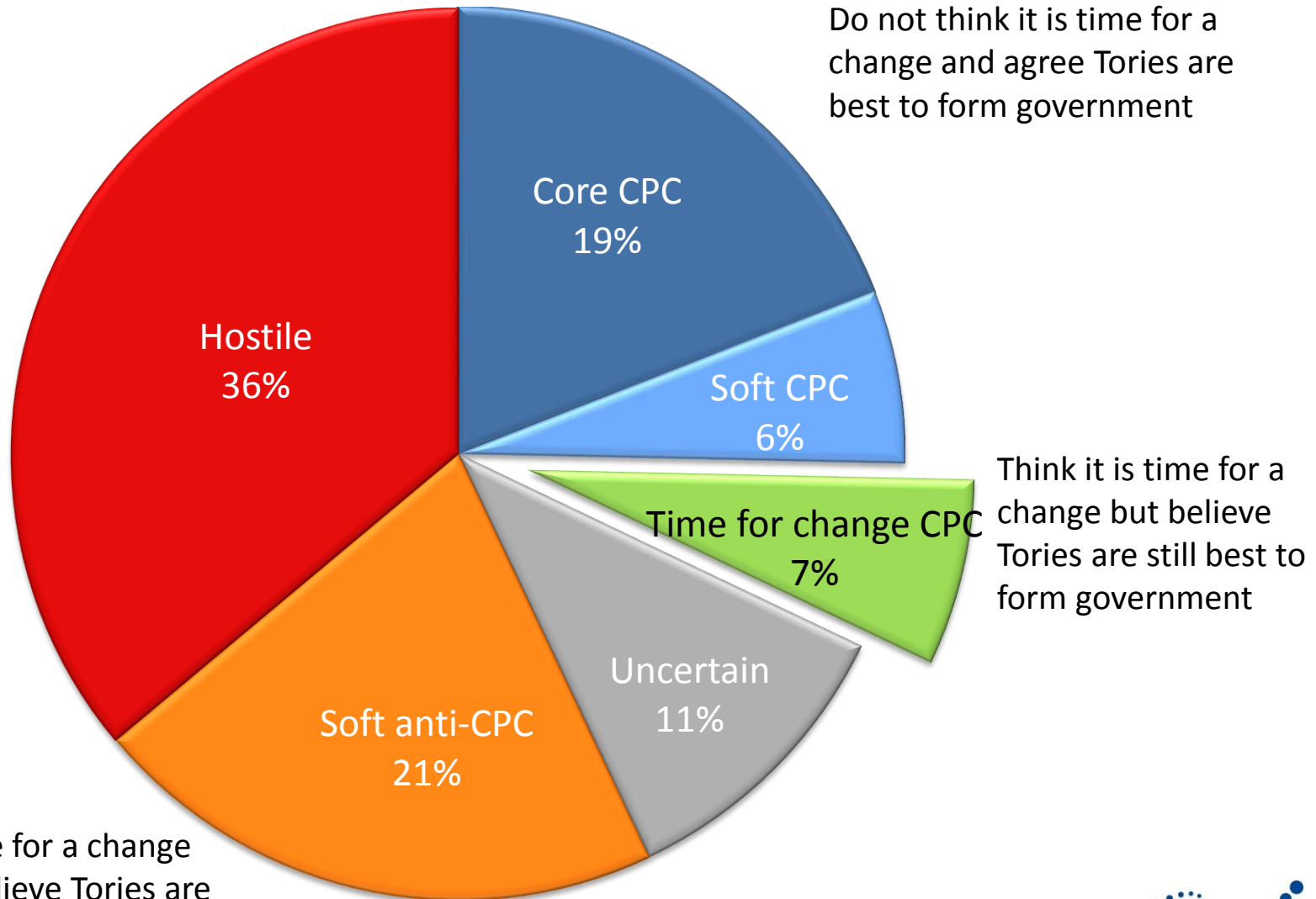
Key attitudes: Time for a change sentiment dips slightly, CPC a bit more likely to be seen as best party to form govt

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

43% of Time for change Tories plan to vote CPC, up 11 points from early September

Time for a change segmentations

	Core CPC	Soft CPC	Time-for-change CPC	Uncertain	Soft anti-CPC	Hostile
CPC	94%	67%	43%	7%	4%	0%
Liberal	1%	10%	19%	8%	33%	41%
NDP	1%	3%	24%	11%	33%	41%
Bloc Quebecois	1%	3%	7%	4%	4%	2%
Green/Other	2%	6%	3%	6%	9%	12%
Undecided/Would not vote	2%	10%	5%	63%	18%	4%

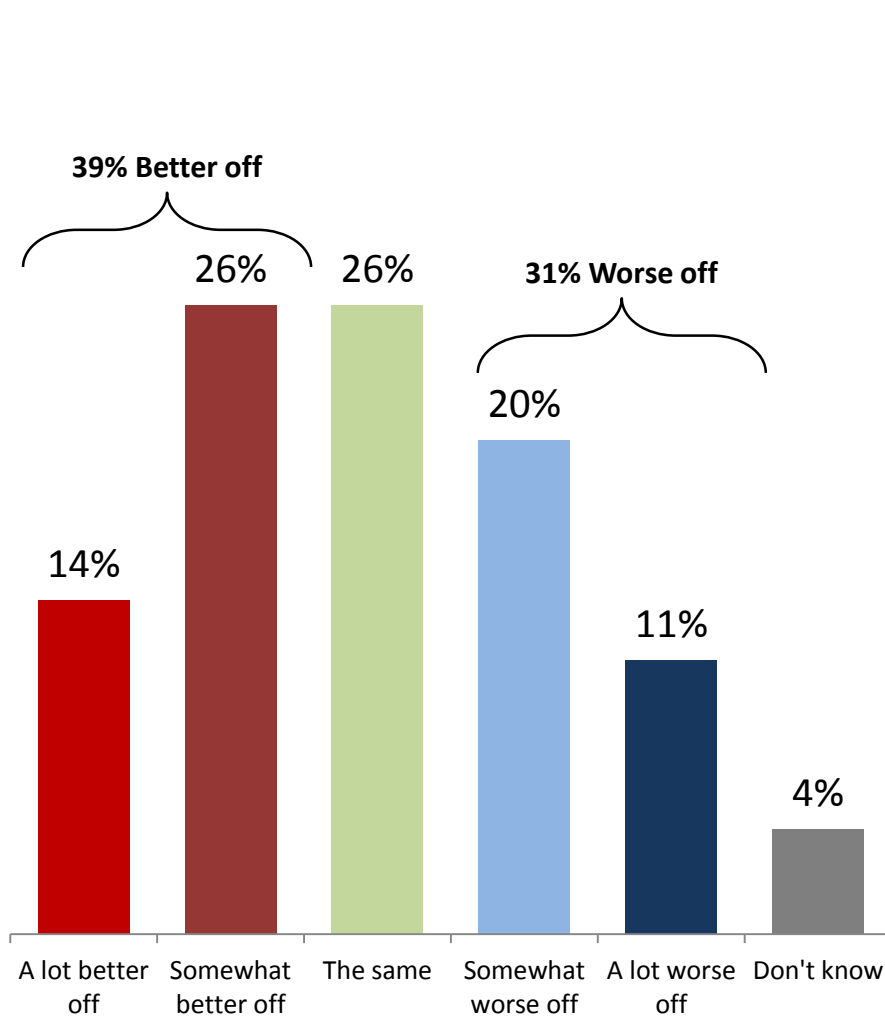
Combined Vote

Taking Stock

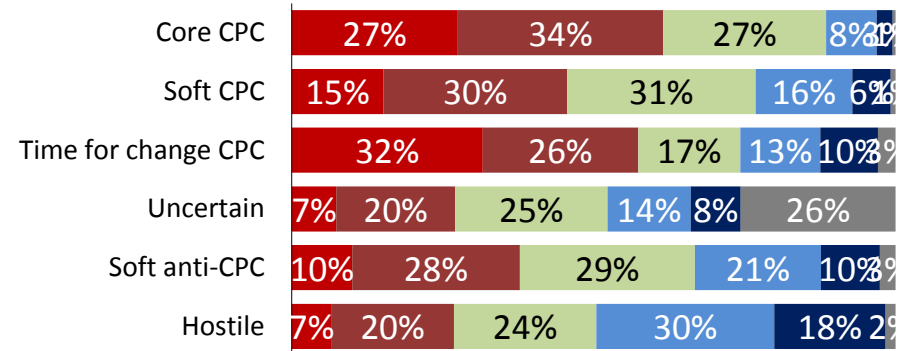
Better off/Worse off: Plurality think they are better off than they were 10 years ago, 57% of TfC CPCers



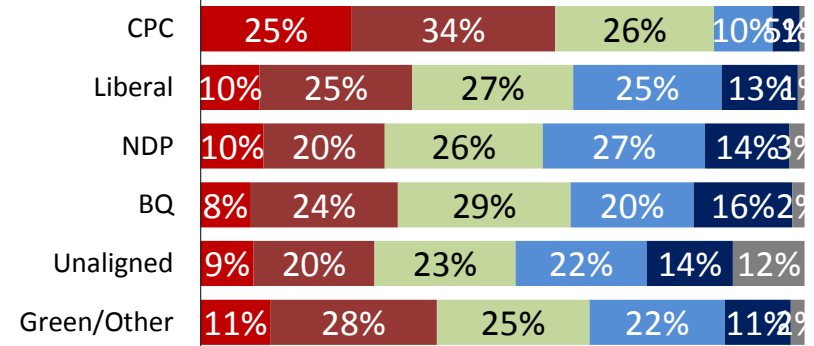
Thinking about your life as a whole, are you better off/or worse off [ROTATED] now than you were 10 years ago?
[Wave 4 only]



TfC Segments



Party ID



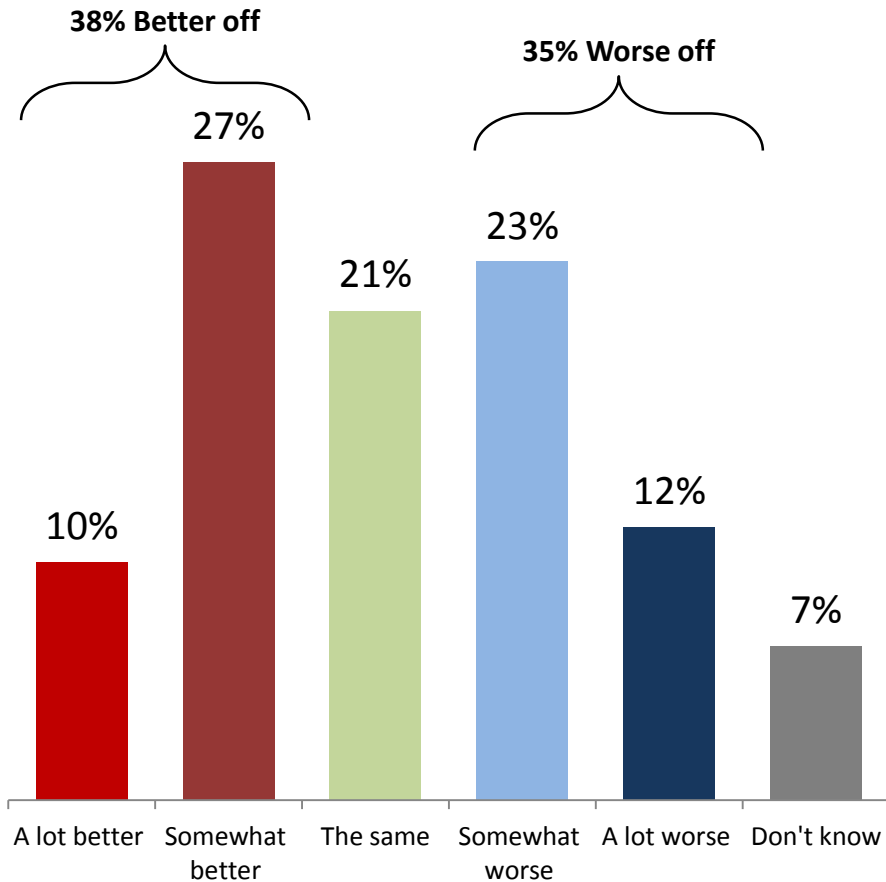
■ A lot better off ■ Somewhat better off
■ The same ■ Somewhat worse off
■ A lot worse off ■ Don't know

Better off/Worse off: nearly 4-in-10 feel Canada better off than other countries, 56% of TFC CPCers

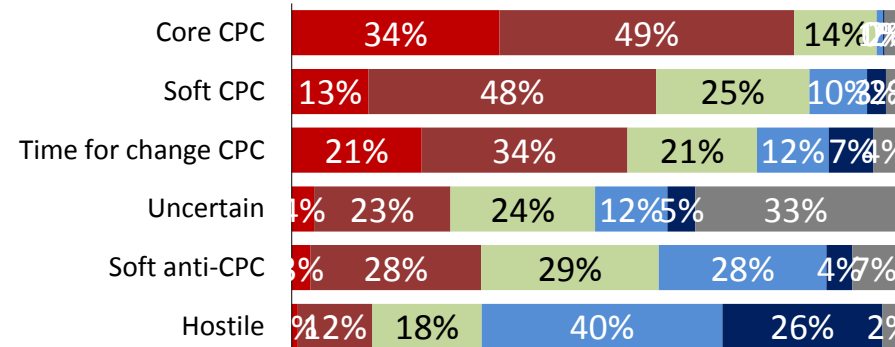


Thinking again about the last 10 years, when it comes to Canada's overall performance as a country, do you think Canada has done [ROTATE] better or worse than other countries you see as similar to Canada?

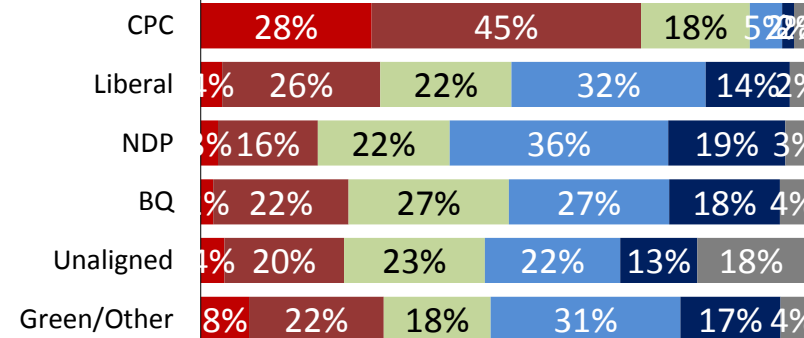
[Wave 4 only]



TfC Segments



Party ID



■ A lot better
 ■ Somewhat better
 ■ The same
■ Somewhat worse
 ■ A lot worse
 ■ Don't know

Economic voting: Of those who think themselves personally and Canada better off, CPC emerge as winner

Combined Vote	Sociotropic voting: Is Canada better off?			Egotropic voting: Are you better off?		
	Better	Same/DK	Worse	Better	Same/DK	Worse
	CPC	41%	25%	9%	55%	18%
Liberal	21%	23%	31%	18%	21%	35%
NDP	21%	22%	32%	14%	24%	37%
Bloc Quebecois	2%	3%	4%	2%	4%	3%
Green/Other	7%	7%	9%	5%	8%	10%
Undecided/Would not vote	8%	20%	14%	7%	25%	12%



Research-based strategic advice.

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