

Innovative Research Group, Inc.

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Toronto :: Vancouver



2015 Election Polling Wave 6: Spotlight Debate and Mulcair



Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from October 5th to October 8th, 2015. In the following slides we will refer to data from this poll as “Wave 6 (October)”.
- This online survey of 3,417 Canadians was conducted using a combination of INNOVATIVE’s Canada 20/20 panel (n=1,505) and Survey Sampling International (n=1,912).
- Tracking is drawn from five previous waves of online polling: “Wave 1 (July)” from July 24th-30th, 2015, n=2,833; and “Wave 2 (August)” from August 24th to August 31st, 2015, n=3,631; “Wave 3 (September)” from September 4th-10th, 2015, n=2,121; and “Wave 4 (September 2)” from September 20th-24th, 2015, n=2,805; and “Wave 5 (October)” from September 29th to October 1st (n=1,514).
- 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, we can weight online data using party identification from a randomized telephone poll. Waves, 1, 2, and 4 were weighted in this way. No recent telephone data was available for Wave 3, 5 or the current Wave 6.
- Because the sample included oversamples in BC, Prairies, Quebec and Atlantic, the final sample is weighted to 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?

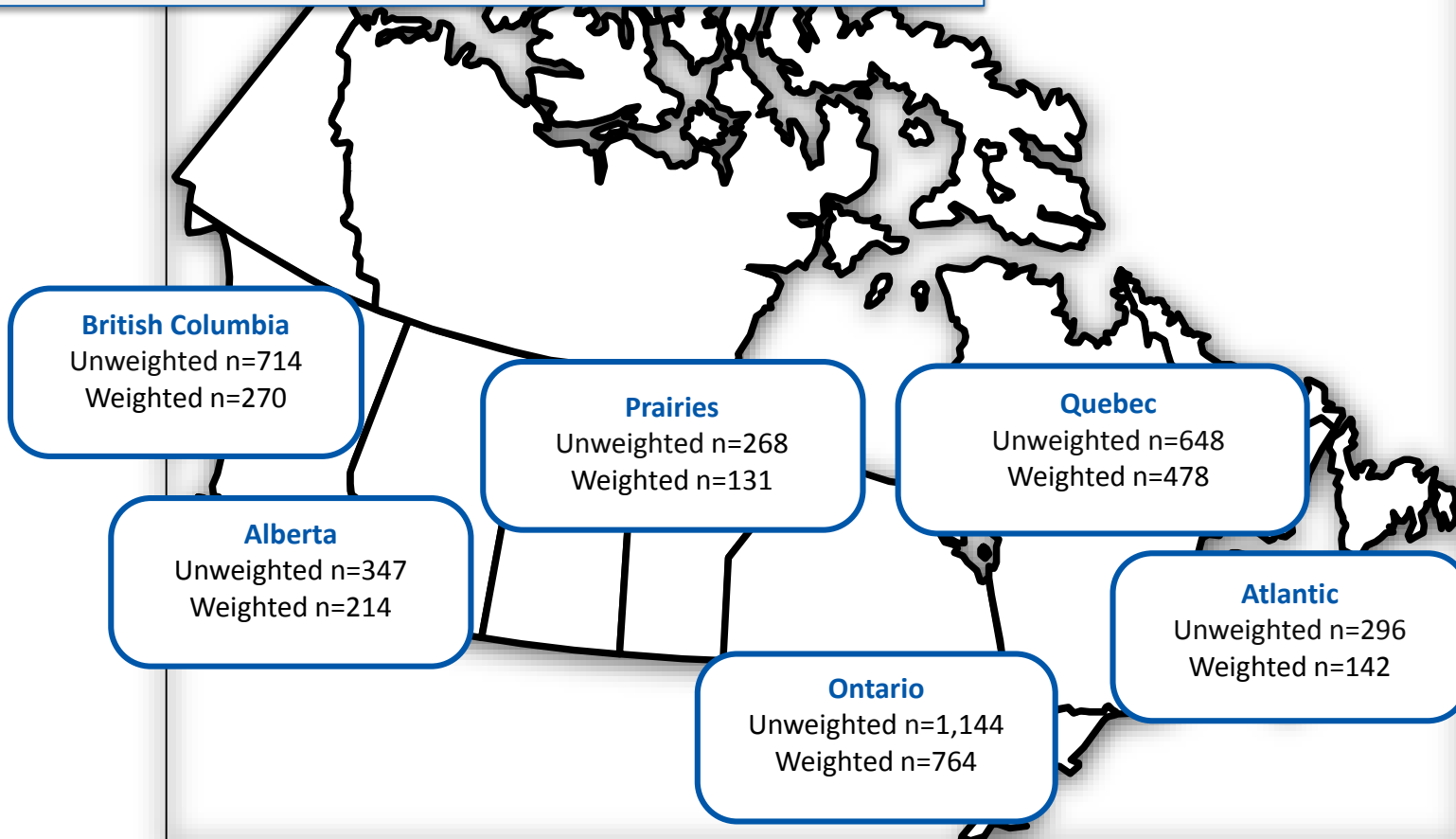
Regional groupings include:

- 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=3,417

Weighted n=2,000



Weighting: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	714	347	268	1,144	648	296
Weighted (n-size)	270	214	131	764	478	142

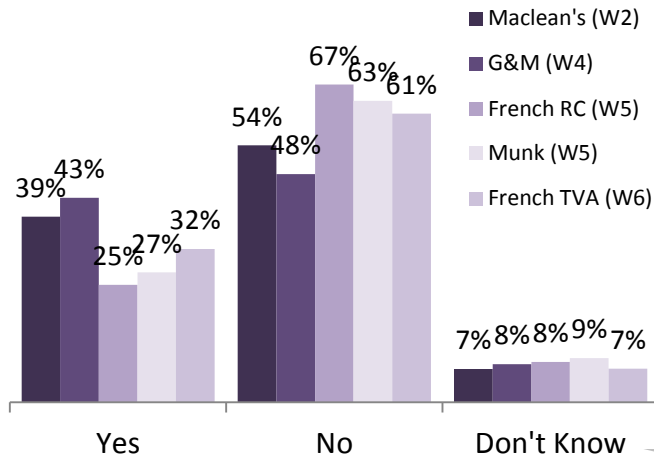
Age	18-34	35-54	55+
Unweighted (n-size)	670	1,139	1,608
Weighted (n-size)	557	740	703

Gender	Men	Women
Unweighted (n-size)	1,679	1,738
Weighted (n-size)	969	1,031

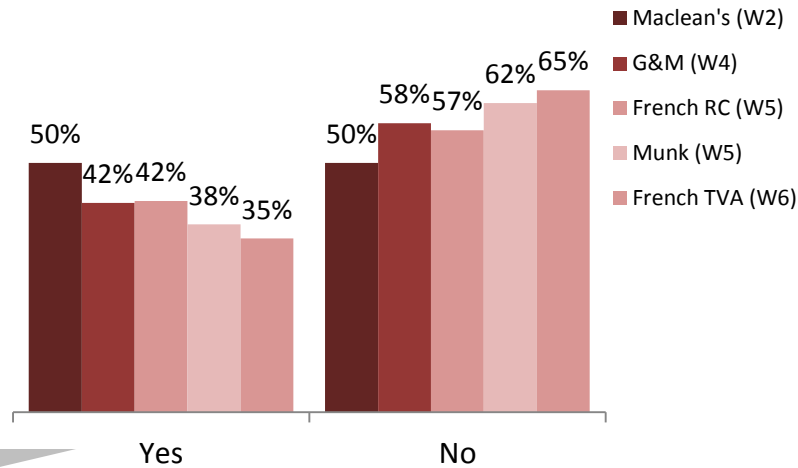
Leaders Debates Tracking: French language and Munk debates

Debate attention: 1-in-3 RSH about the most recent French debate, but only 35% of those aware actually watched it

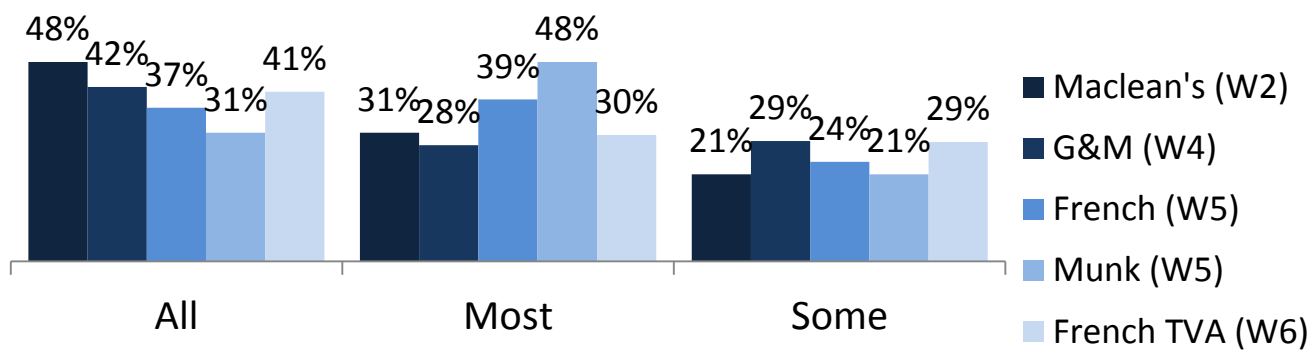
Q Have you read, seen, or heard anything about the [French language] federal leader's debate [on foreign policy] that was held on [date]?*



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



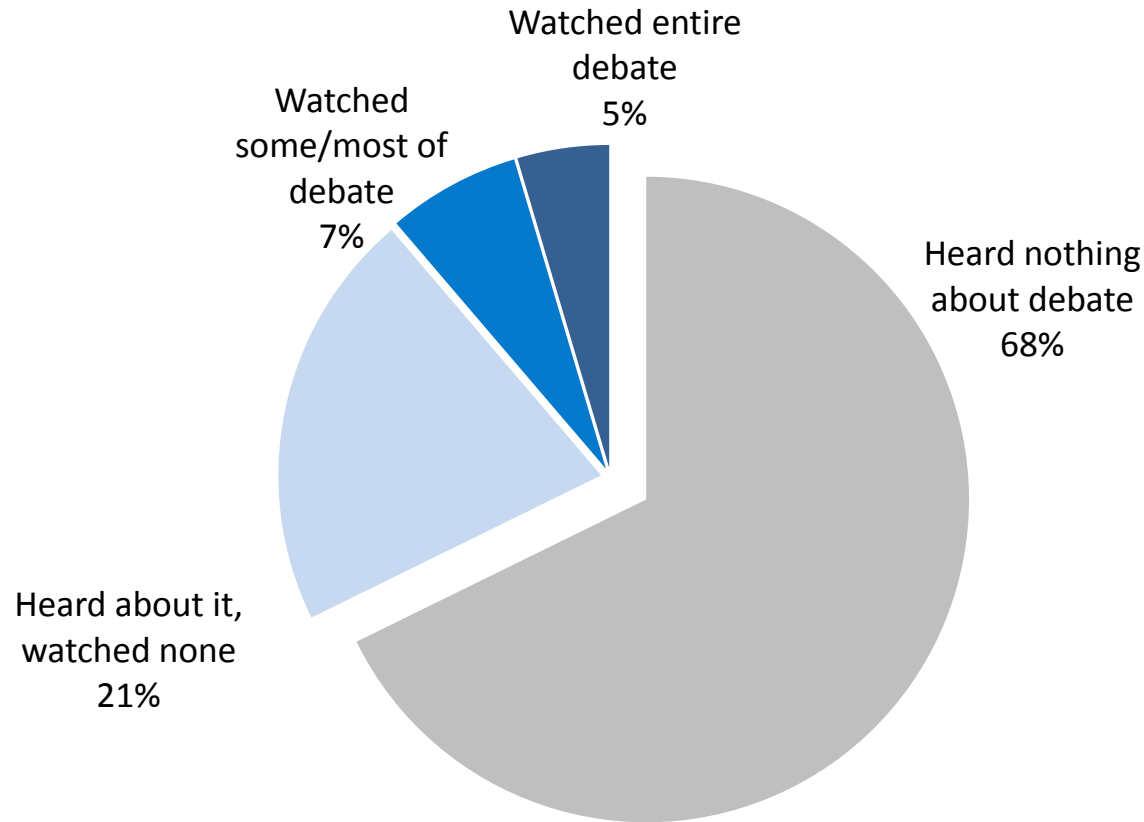
Q Did you watch all of the debate or just some of it?
[Only of those who watched debate]



*Question wording is specific to each debate as noted by wording differences in square brackets

Debate attention: two thirds heard nothing about the most recent debate, only 5% watched it in it's entirety

Debate watching segmentation: French Language, TVA, Oct. 2nd



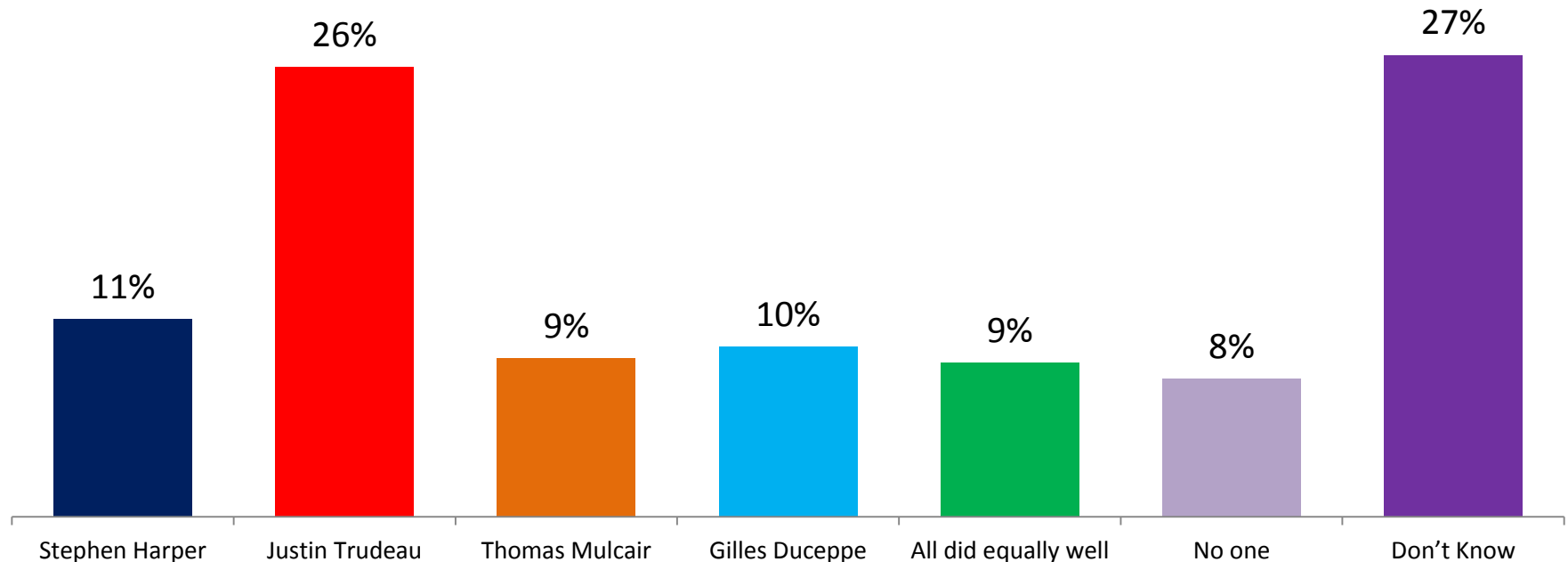
Debate winners: among those able to make a call, Trudeau was the clear winner



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

[Only of those who RSH about it]

French Debate, TVA, Oct 2nd



Debate winners, RoC vs. Quebec: those in Quebec feel Duceppe did best; slightly better than Trudeau

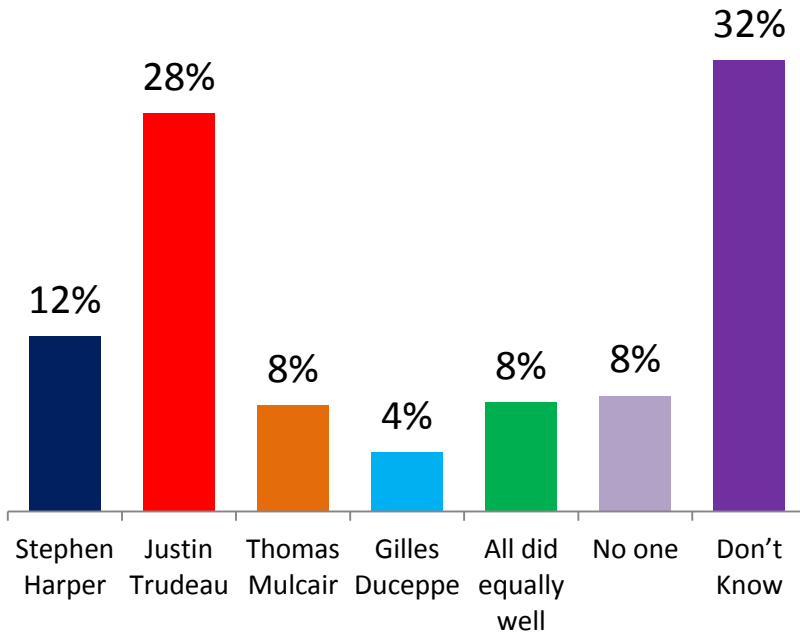


In your opinion which leader did the best in that debate?

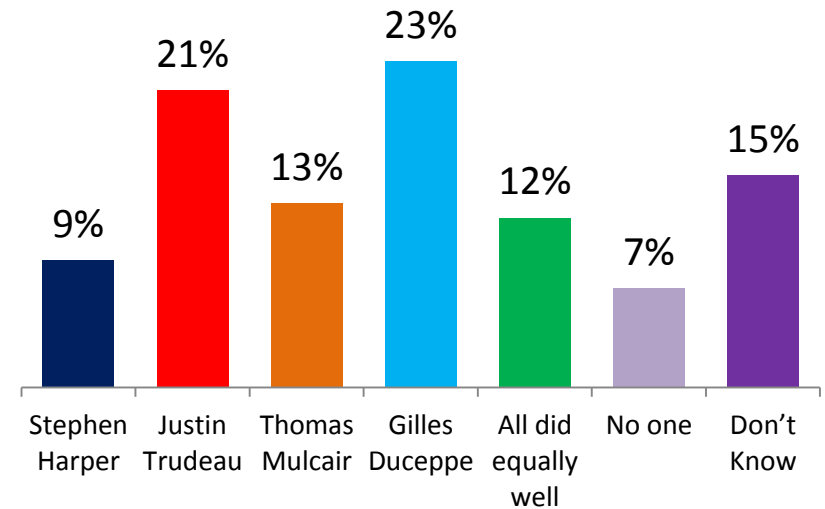
[Only of those who RSH about it]

French Debate, TVA, Oct 2nd

Rest of Canada



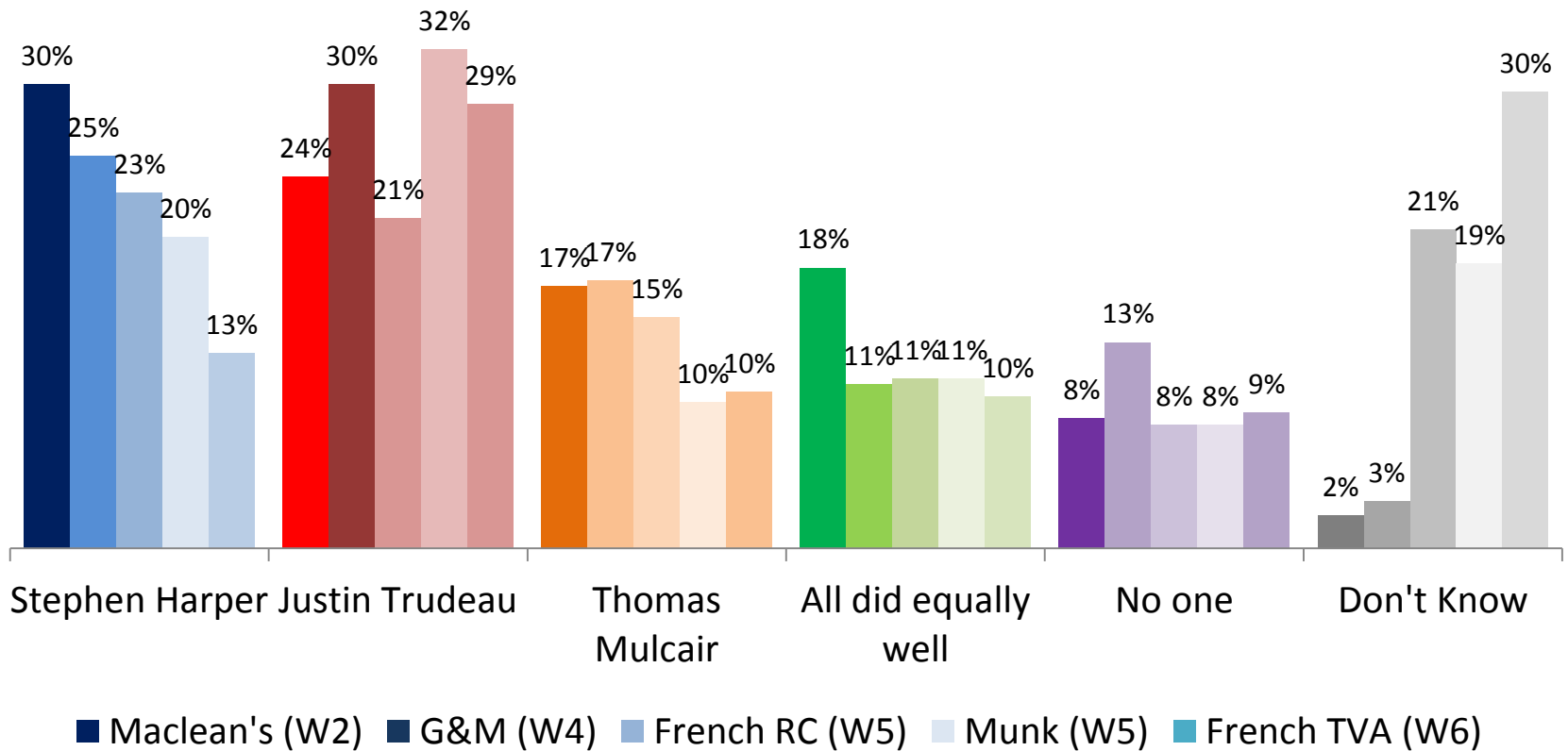
Quebec



Debate tracking, main parties: Harper continues to slide; lowest level of certainty on who best in recent French debate



In your opinion which leader did the best in that debate? [MAIN PARTY CANDIDATES ONLY]



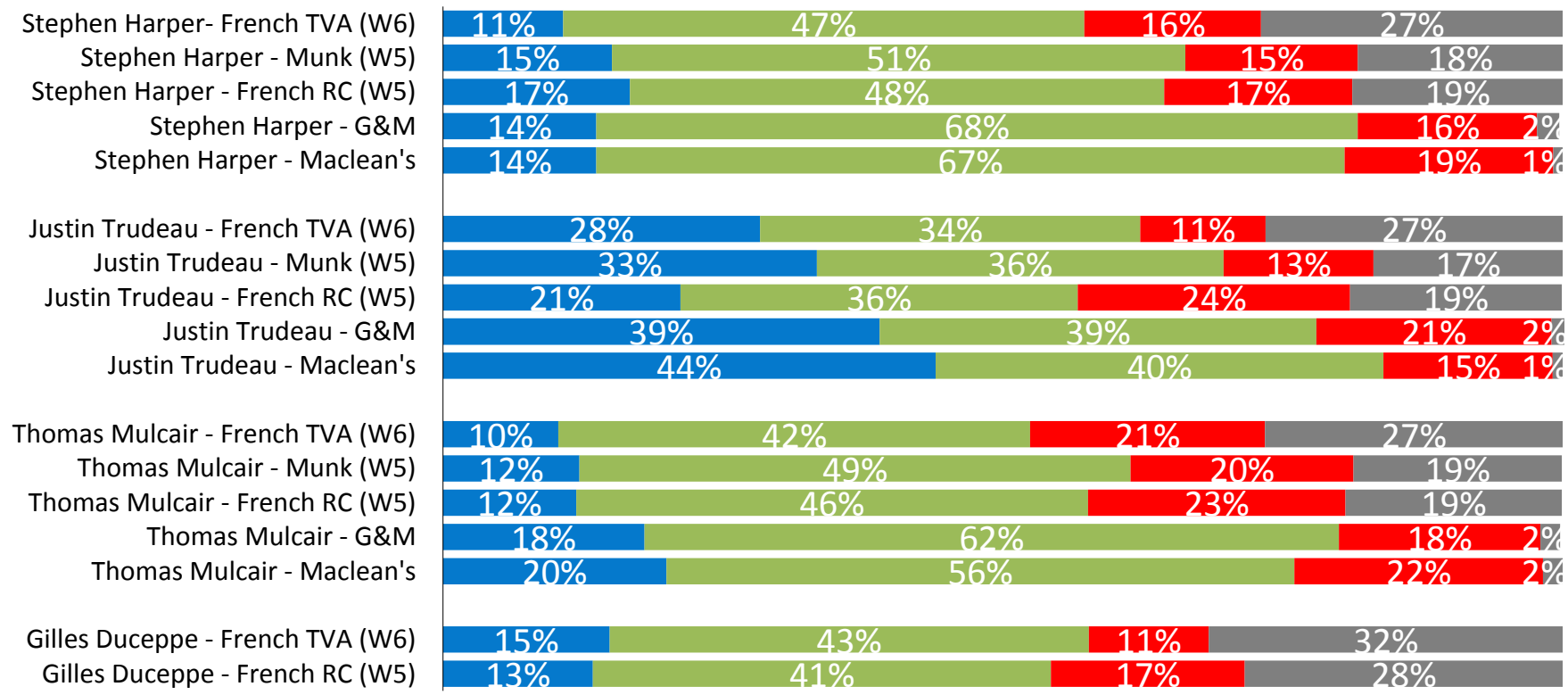
Note: Wave 2 includes Elizabeth May. Wave 5 French includes Duceppe, May. Wave 6 includes Duceppe. Recalculated to not include May/Duceppe for tracking.



Performance vs Expectations: Trudeau has done better than expected in most debates, not so for other leaders



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

French TVA Debate: almost half of decided LPC voters feel Trudeau did even better than 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? **[FRENCH DEBATE]**

		Decided	Soft	Second Choice	Non	Would never vote
Harper by CPC vote pool	Better	27%	30%	19%	9%	2%
	Same/DK	49%	33%	44%	46%	48%
	Worse	1%	4%	19%	19%	23%
Trudeau by LPC vote pool	Better	48%	37%	27%	18%	13%
	Same/DK	25%	37%	29%	39%	33%
	Worse	2%	5%	15%	14%	31%
Mulcair by NDP vote pool	Better	26%	23%	20%	5%	5%
	Same/DK	41%	44%	41%	45%	39%
	Worse	8%	5%	16%	24%	32%

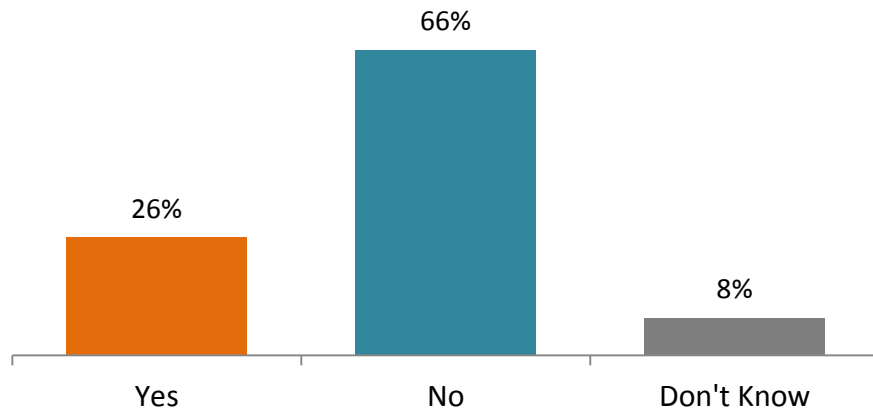
Note: Voter pools are specific to each party (e.g. decided Conservative voters, Decided Liberal voters, etc.). Those who don't know if a leader surpassed their expectations are not shown. 'BQ' and 'Undecided' not shown due to small sample size.

Spotlight Quebec: Mulcair

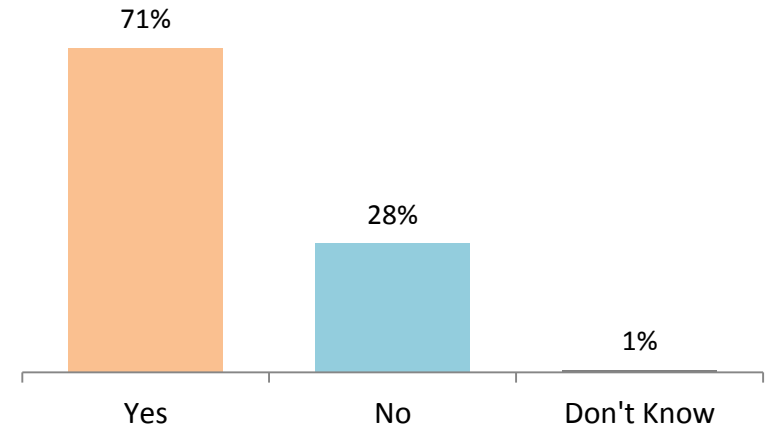
'Tout le monde en parle': RSH low, but most who were aware watched; almost half left feeling more favourable



Have you read, seen or heard anything about Thomas Mulcair's appearance on 'Tout le monde en parle' on October 4th, 2015? [Quebec only, n=478]

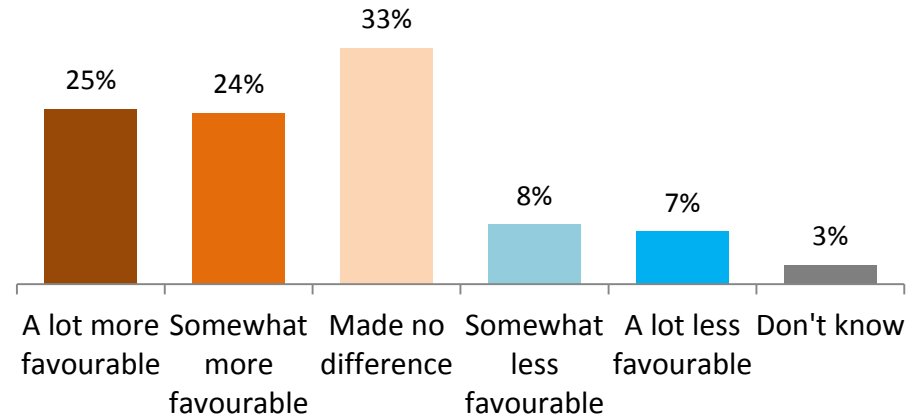


Did you happen to watch Mulcair's appearance on 'Tout le monde en parle' yourself? [Only of those who RSH about it, n=122]



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?

[Only of those who RSH about it, n=122]

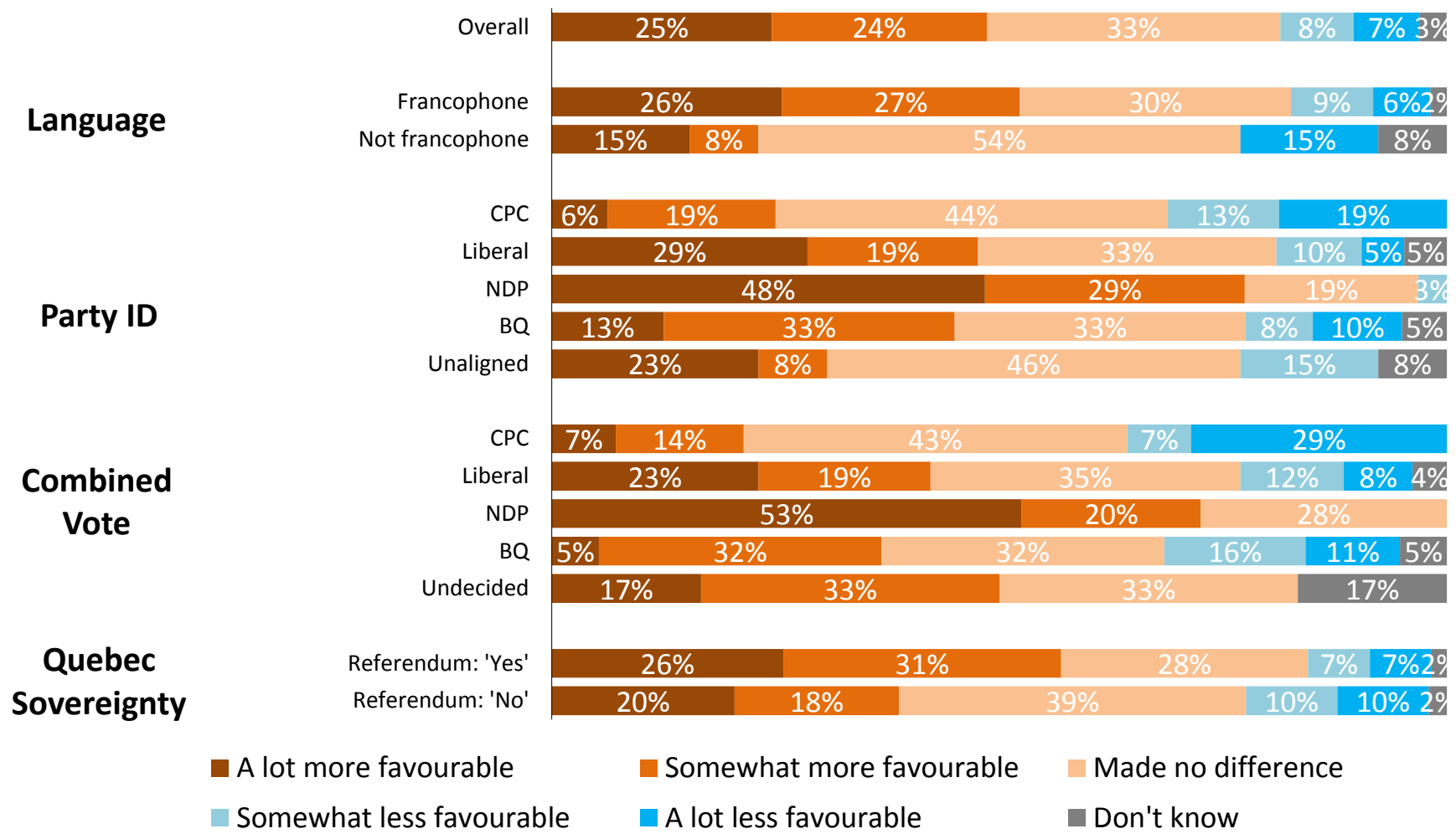


'Tout le monde' breakdown: response most favourable among Francophones, NDP and referendum supporters



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?

[Only of those who RSH about it, n=122]



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



Research-based strategic advice.

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