

Innovative Research Group, Inc.

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Toronto :: Vancouver



2015 Election Polling Wave 6: Emotions Deck



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 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?

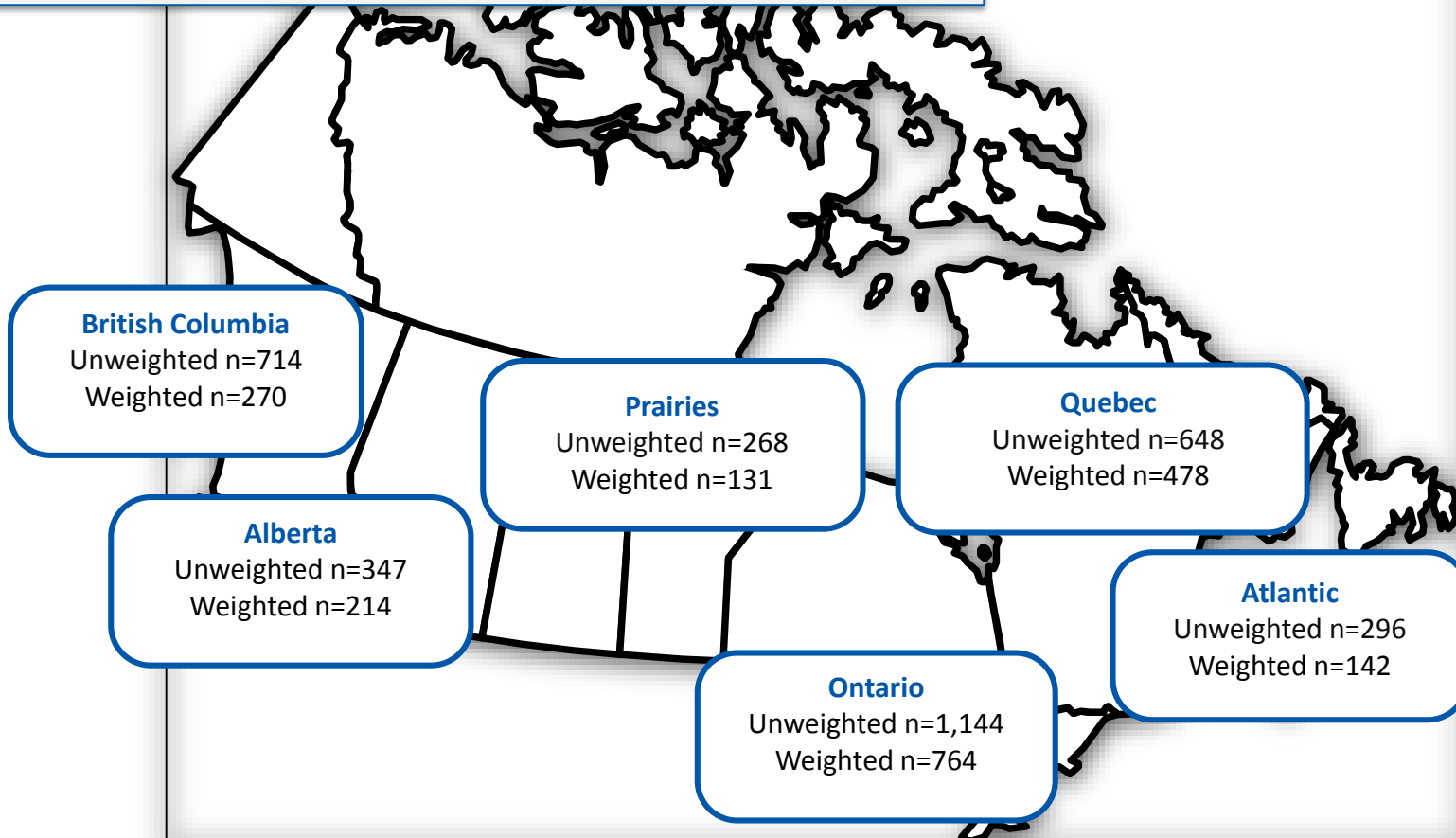
Regional groupings include:

- 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

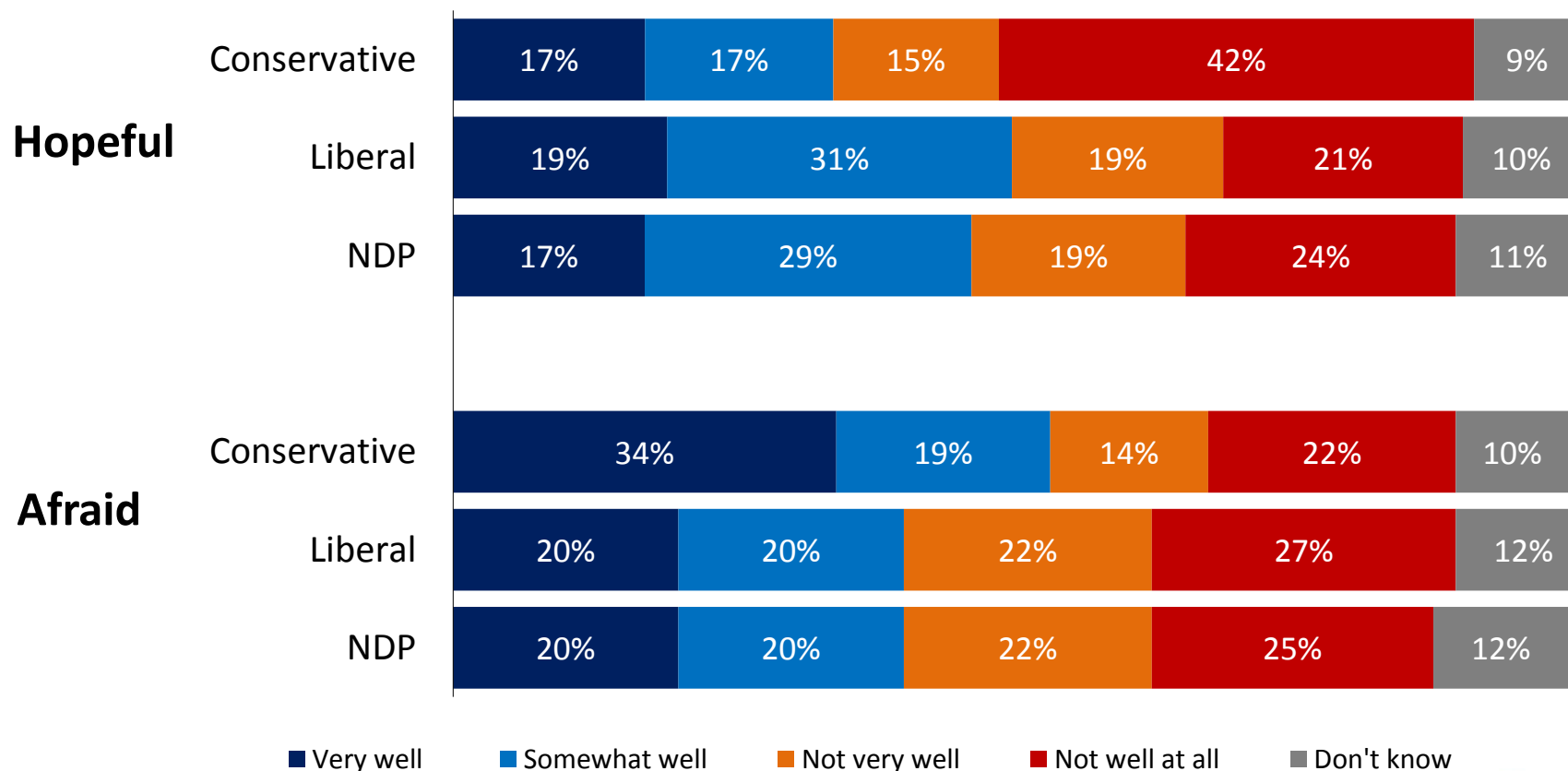
Gender	Men	Women
Unweighted (n-size)	1,679	1,738
Weighted (n-size)	969	1,031

Emotions

Emotion by party: plurality hopeful about Liberal government, majority afraid of a return to the CPC

Q

So far in this federal election all three of the main parties, the Conservatives, the Liberals and the NDP, have been ahead in the polls at some point and all three may have an opportunity to form a government. If the **Conservatives/Liberals/NDP** form the next government ... How well does the term **'hopeful'/'afraid'** describe how you feel about the possibility of a [re-elected] **Conservative/Liberal/NDP** government?

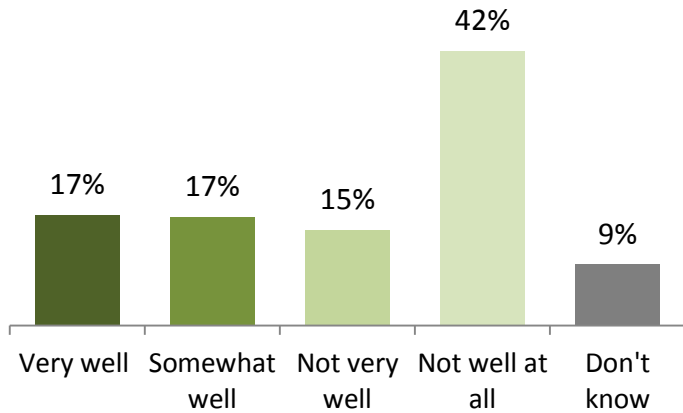


CPC Emotions: majority afraid, not hopeful of a CPC re-election; Unaligned are unsure, not hopeful, afraid

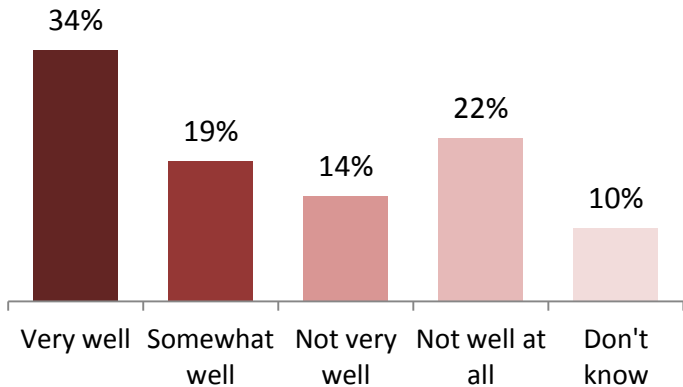


So far in this federal election all three of the main parties, the Conservatives, the Liberals and the NDP, have been ahead in the polls at some point and all three may have an opportunity to form a government. If the **Conservatives** form the next government ... How well does the term **'hopeful'/'afraid'** describe how you feel about the possibility of a re-elected **Conservative** government?

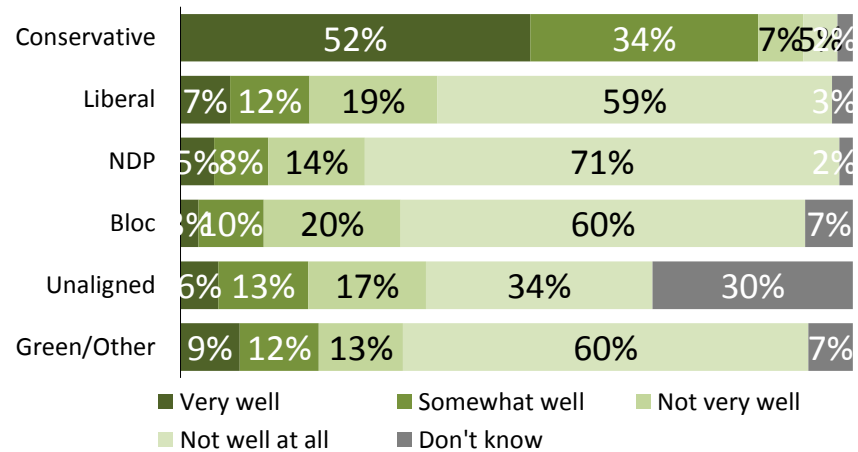
Hopeful- CPC [ALL]



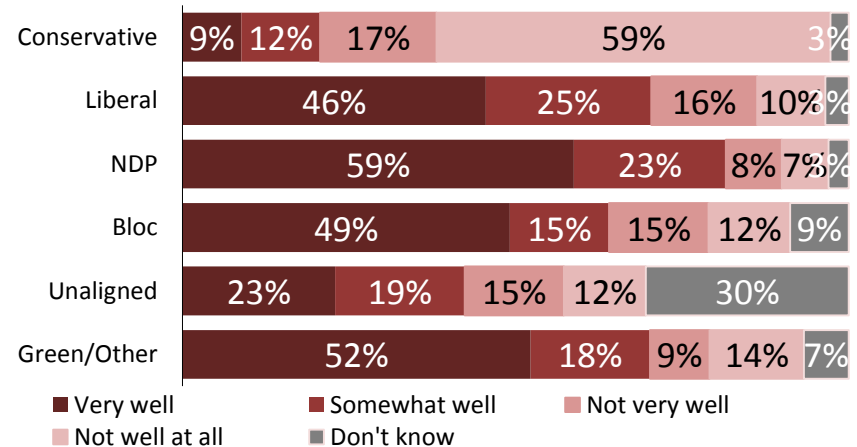
Afraid- CPC [ALL]



Hopeful- CPC [Party ID]



Afraid- CPC [Party ID]

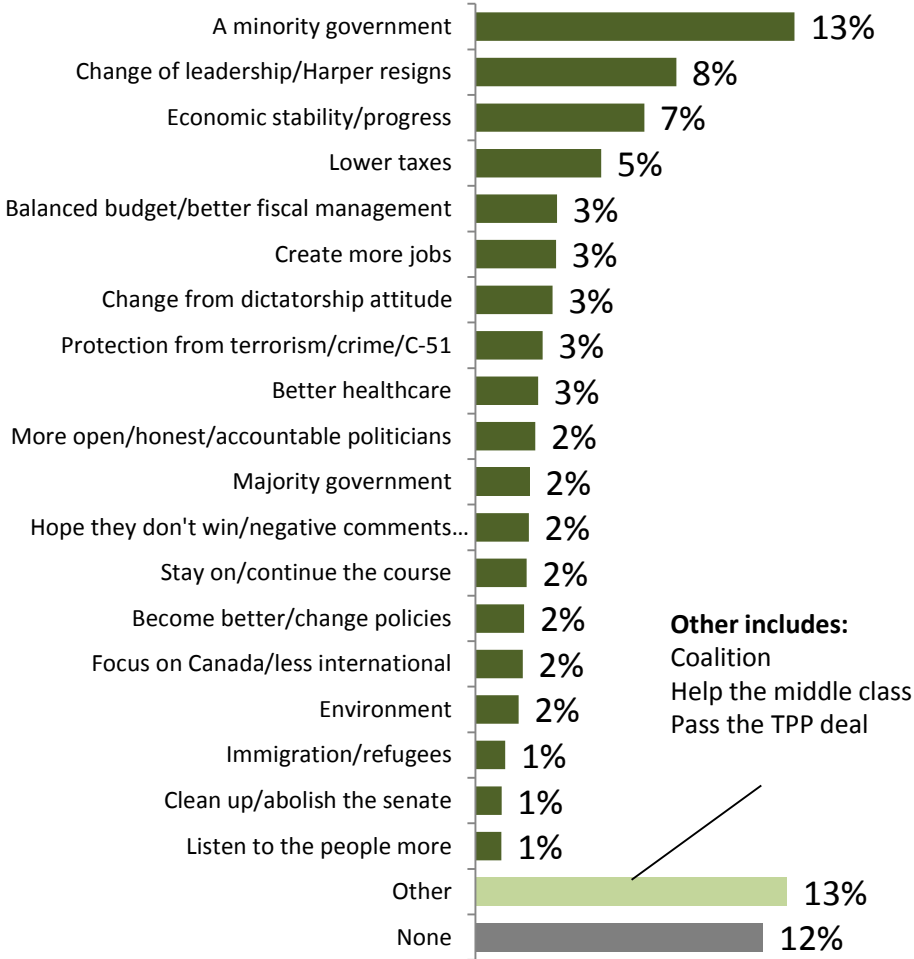


CPC Emotions: hope for minority govt., change of leadership, economy and fiscal stability; afraid nothing will change



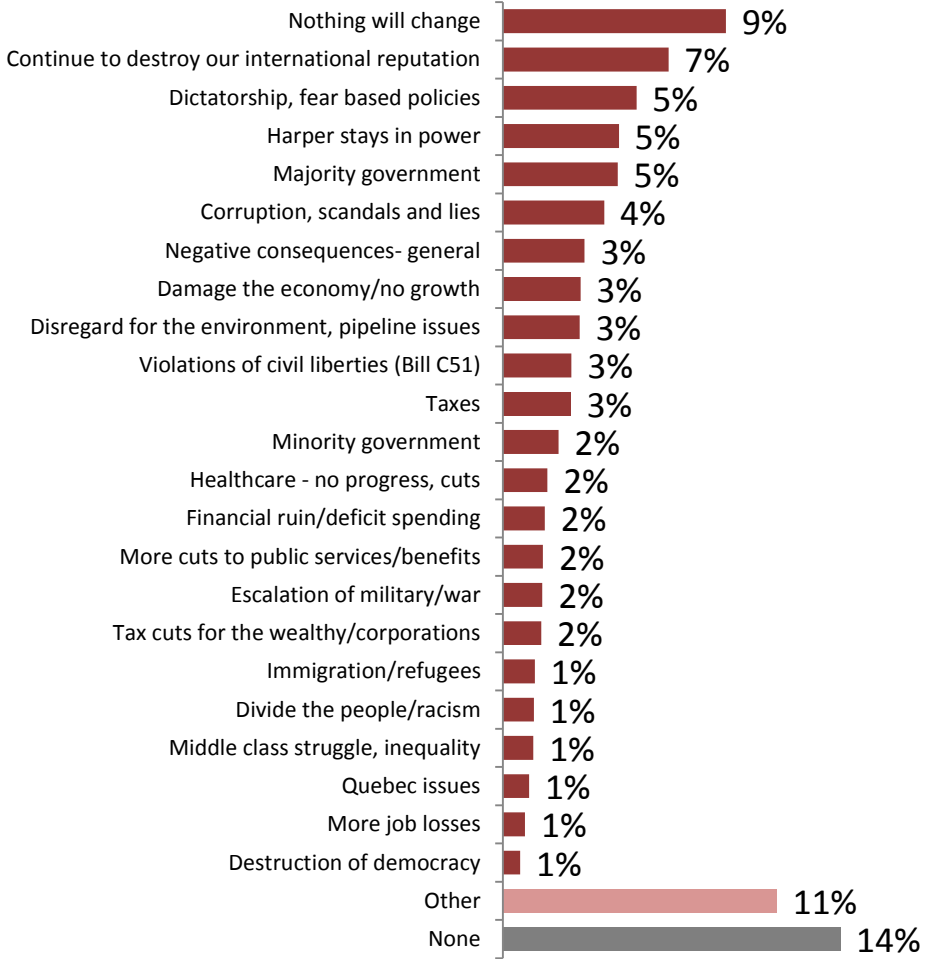
What is your greatest **hope/fear** if the **Conservatives** form the next government? [n=620]

Greatest Hope



Note: 'Refused/Bad response' (3%), 'Don't know' (4%) not shown.

Greatest Fear



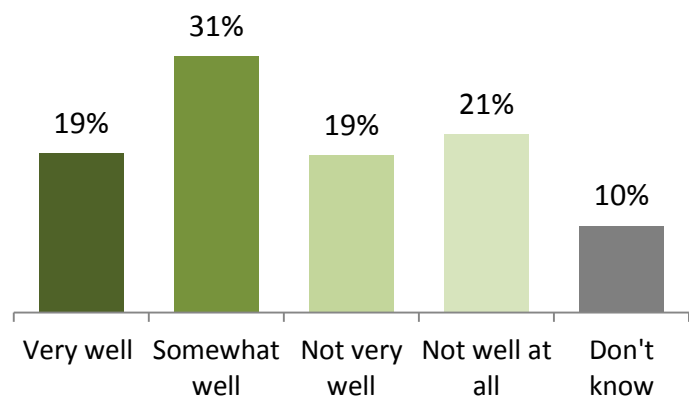
Note: 'Refused/Bad response' (3%), 'Don't know' (4%) not shown.

LPC Emotions: 1-in-2 say they are hopeful, not afraid of Liberal government, but 40% feel opposite

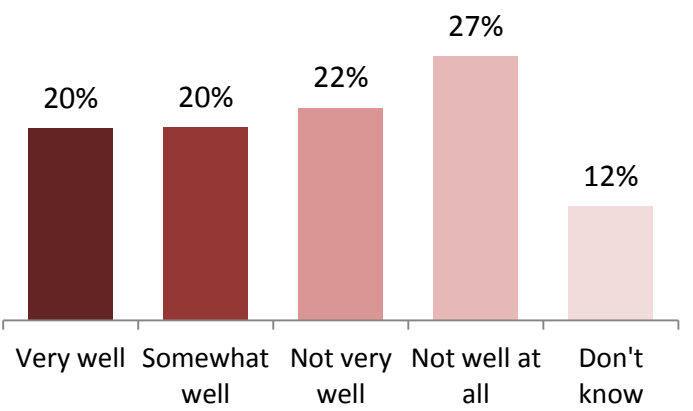


So far in this federal election all three of the main parties, the Conservatives, the Liberals and the NDP, have been ahead in the polls at some point and all three may have an opportunity to form a government. If the **Liberals** form the next government ... How well does the term **'hopeful'/'afraid'** describe how you feel about the possibility of a new **Liberal** government?

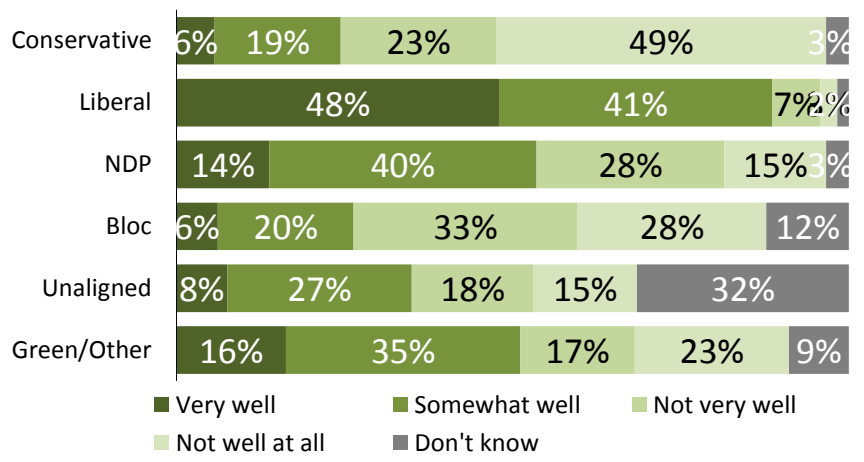
Hopeful- LPC



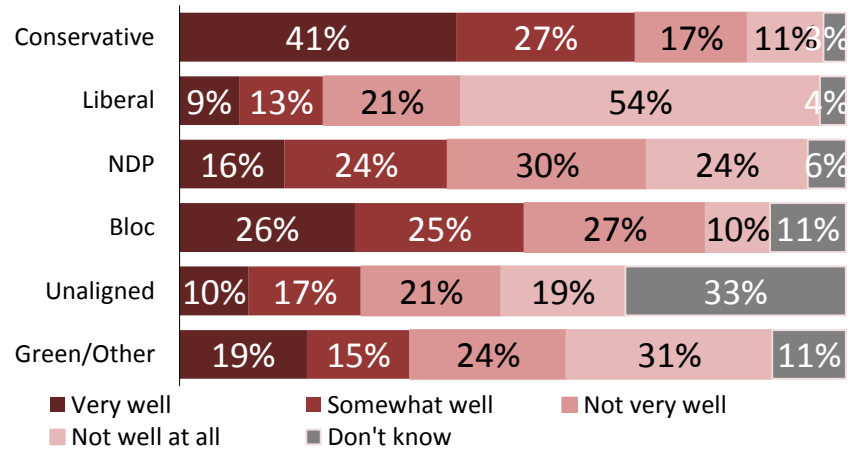
Afraid- LPC



Hopeful - LPC [PARTY ID]



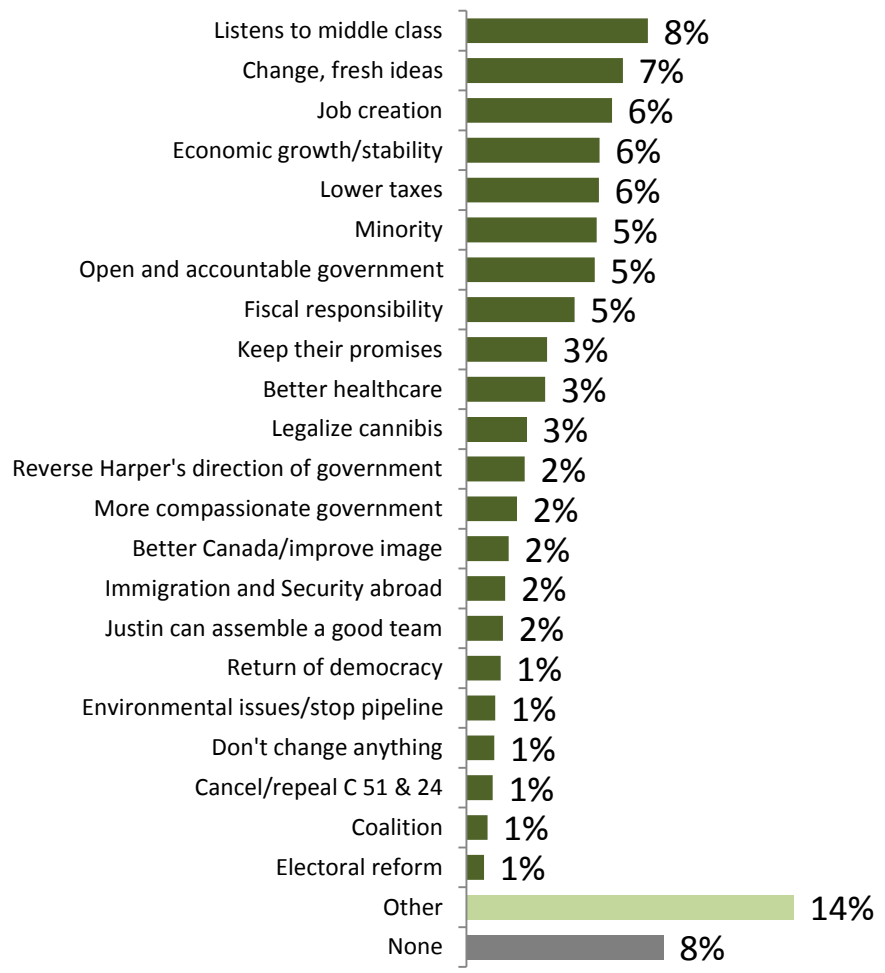
Afraid - LPC [PARTY ID]



LPC Emotions: Afraid of larger deficits and Trudeau “not ready”, hope that he listens to middle class and brings change

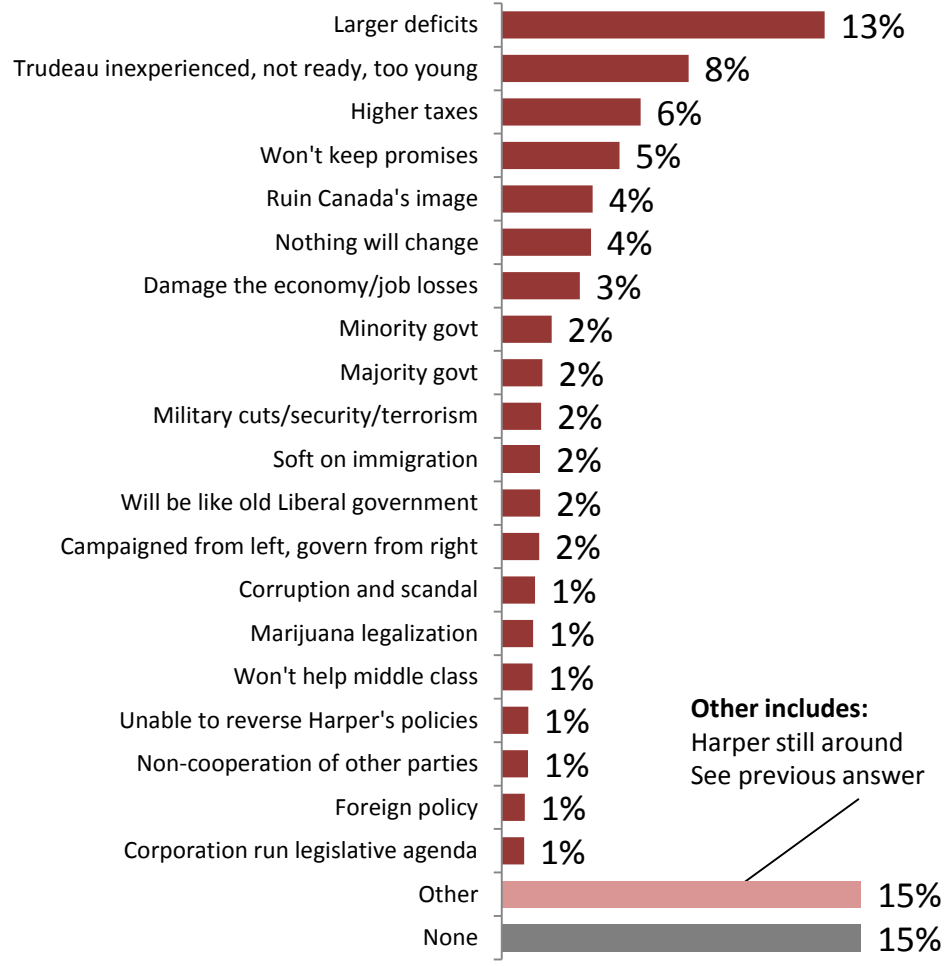
Q What is your greatest **hope/fear** if the *Liberals* form the next government? [n=618]

Greatest Hope



Note: 'Refused/Bad response' (3%), 'Don't know' (3%) not shown.

Greatest Fear



Other includes:
Harper still around
See previous answer

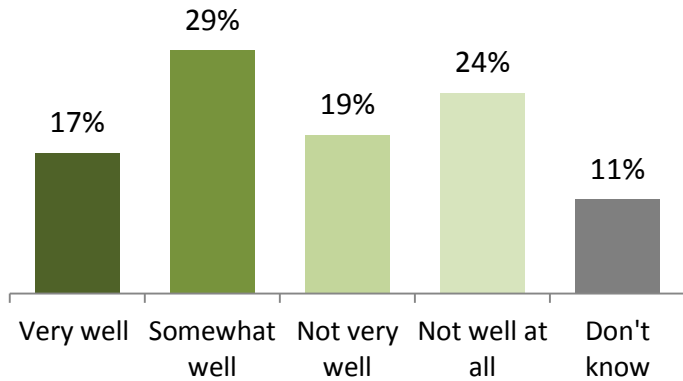
Note: 'Refused/Bad response' (3%), 'Don't know' (6%) not shown.

NDP Emotions: more feel hopeful than afraid, but opinions are split ¹²

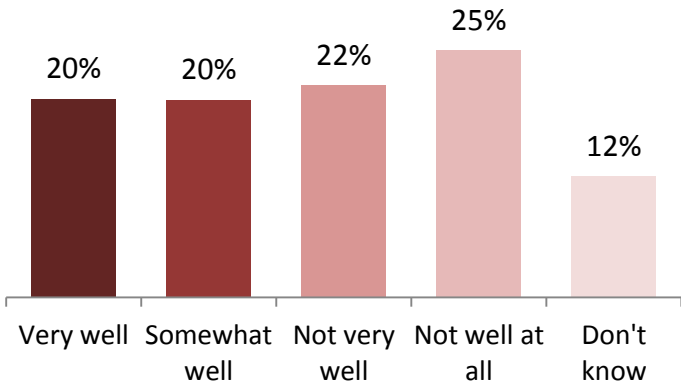


So far in this federal election all three of the main parties, the Conservatives, the Liberals and the NDP, have been ahead in the polls at some point and all three may have an opportunity to form a government. If the **NDP** form the next government ... How well does the term **'hopeful'/'afraid'** describe how you feel about the possibility of a new **NDP** government?

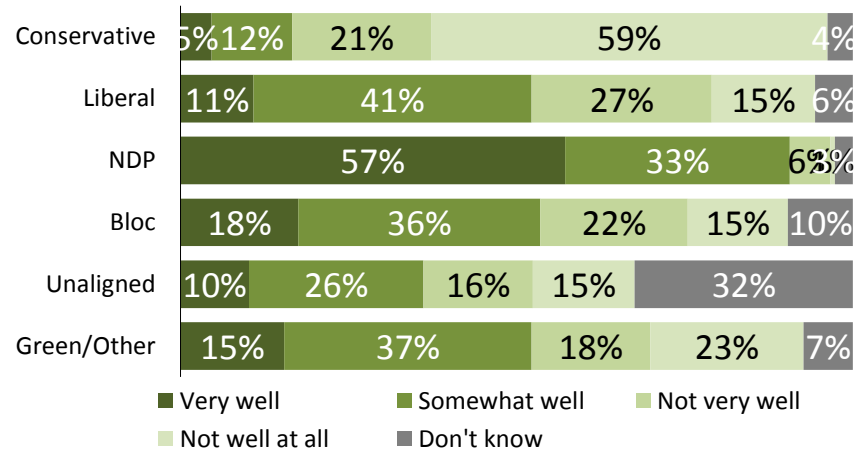
Hopeful- NDP



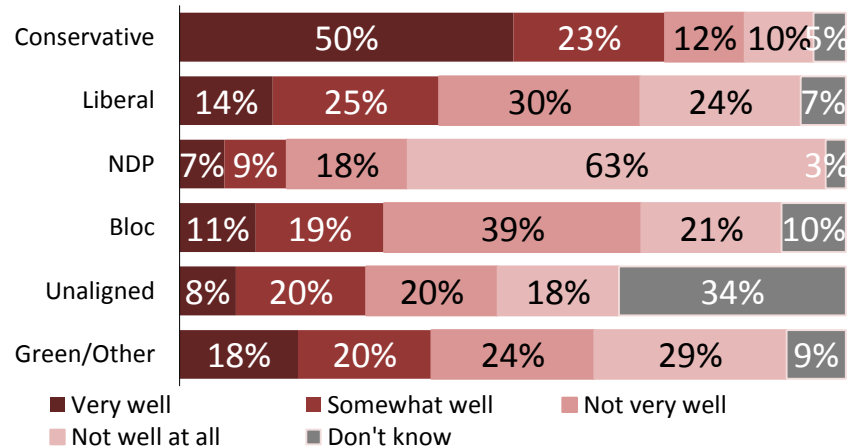
Afraid NDP



Hopeful - NDP [PARTY ID]



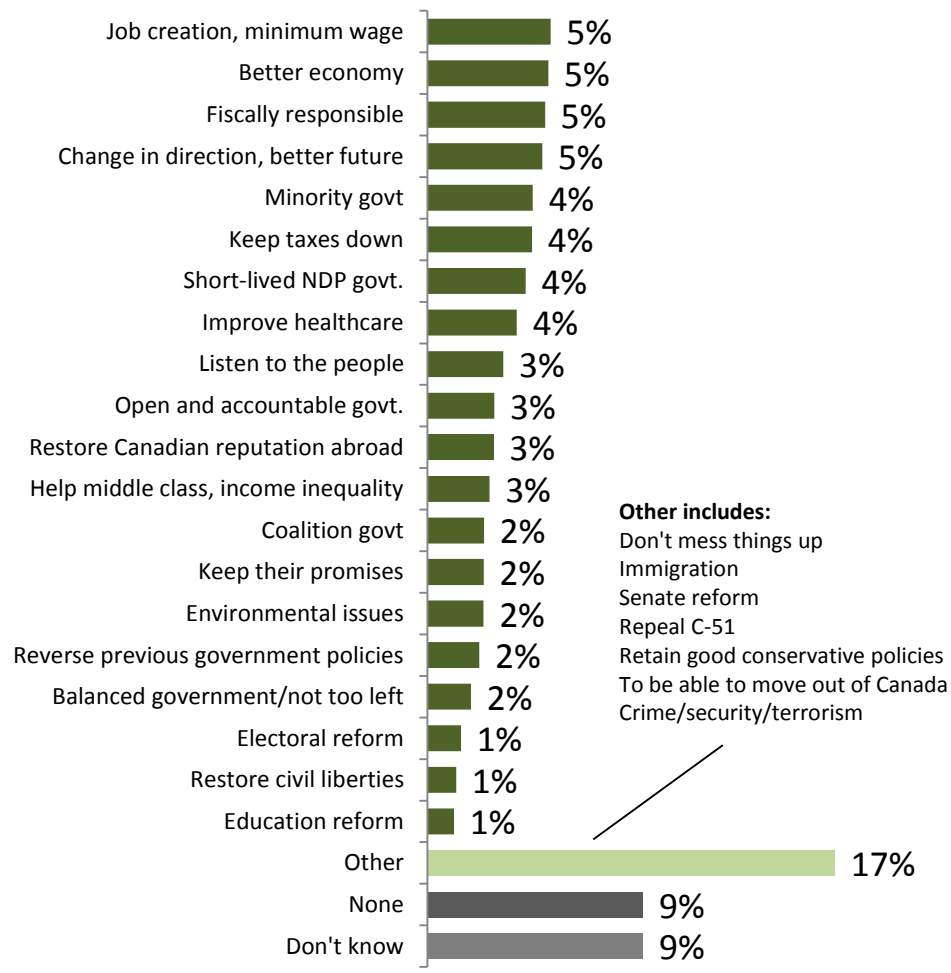
Afraid- NDP [PARTY ID]



NDP Emotions: hope on fiscal and economic issues, fear overspending, higher taxes and economic mismanagement

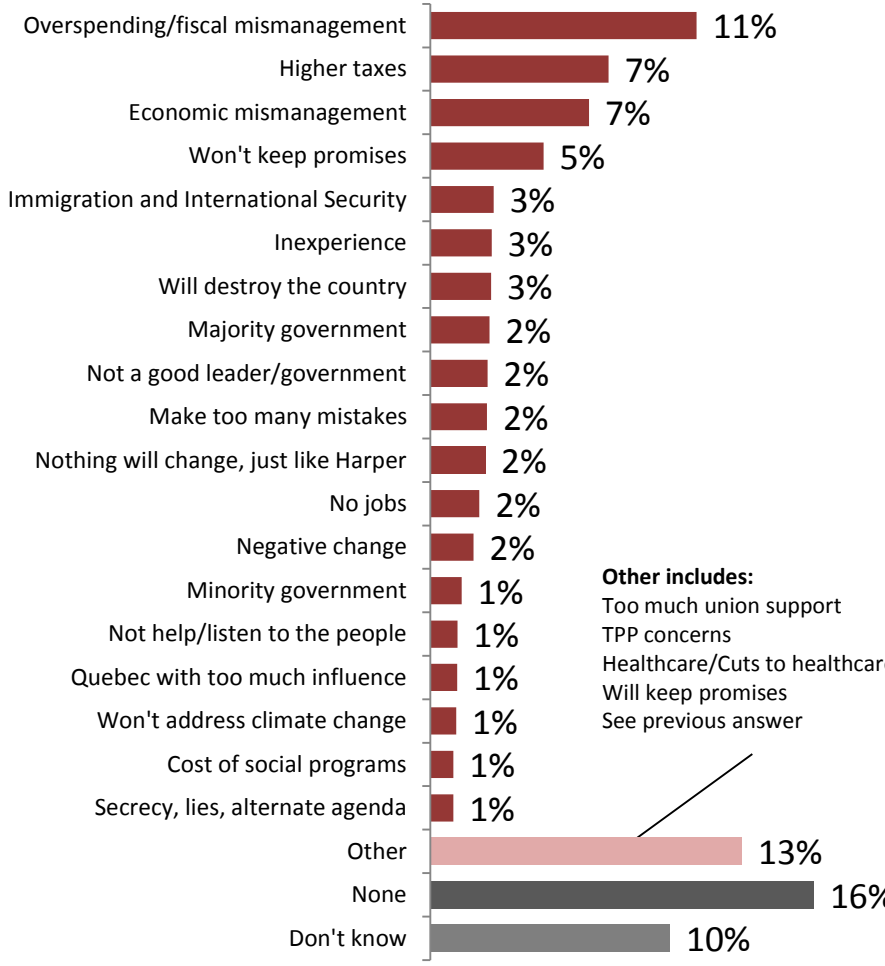
Q What is your greatest **hope/fear** if the **NDP** forms the next government? [n=615]

Greatest Hope



Note: 'Refused/Bad response' (3%) not shown.

Greatest Fear



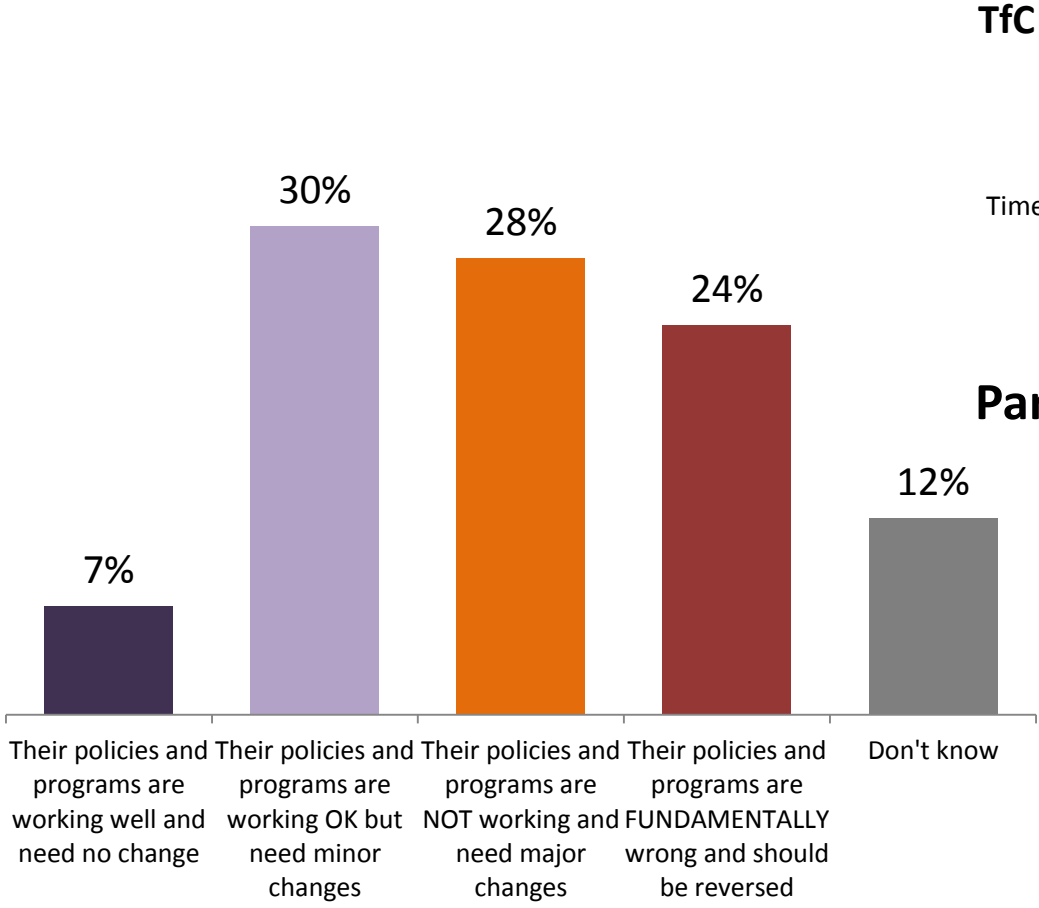
Note: 'Refused/Bad response' (4%) not shown.

CPC Policy

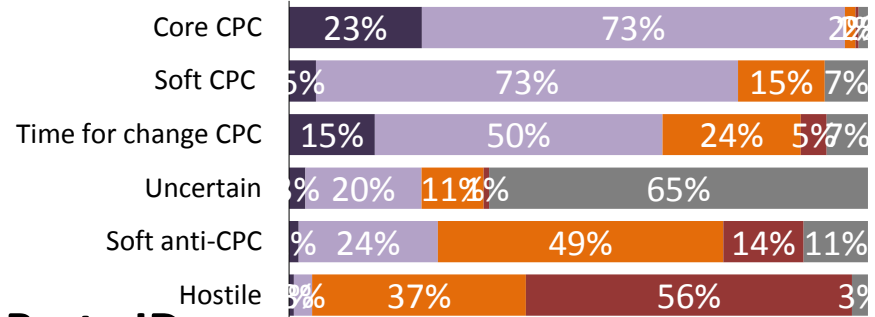
CPC Policy: even among core CPC few see no need for change, unaligned lean to major change but more don't know



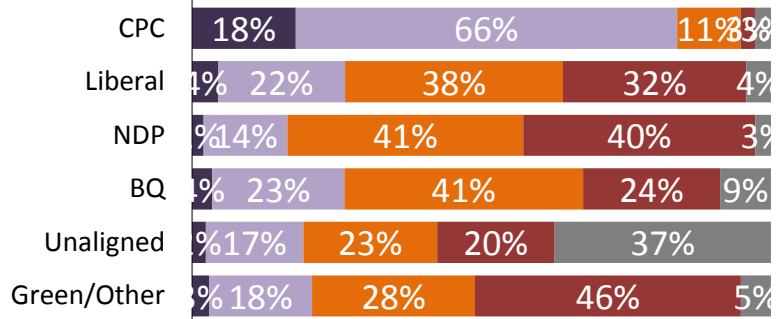
Which of the following statements regarding the policies and programs of the federal Conservative government comes closest to your own views?



TfC Segments



Party ID



- Working well, no change
- Working OK, minor change
- Not working, major changes
- Fundamentally wrong, should reverse
- Don't know

Combined Vote by CPC Policies (column percentages): plurality of those seeking change would vote Liberal

Q

Which of the following statements regarding the policies and programs of the federal Conservative government comes closest to your own views?

	[CPC] policies and programs are working well and need no change	[CPC] policies and programs are working OK but need minor changes	[CPC] policies and programs are NOT working and need major changes	[CPC] policies and programs are FUNDAMENTALLY wrong and should be reversed	Don't know
Conservative	74%	62%	6%	1%	10%
Liberal	17%	18%	43%	45%	15%
NDP	6%	10%	29%	36%	12%
Bloc Quebecois	2%	4%	7%	4%	3%
Green	1%	2%	6%	7%	3%
Other		1%	1%	1%	0%
Undecided/Don't know	1%	4%	6%	4%	40%
Would not Vote/ None		0%	1%	2%	17%



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