Innovative Research Group, Inc.
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2015 Election Polling Wave 6:
Value Clusters Tracking Deck

October 2015

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Methodology

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Methodology

- 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.*

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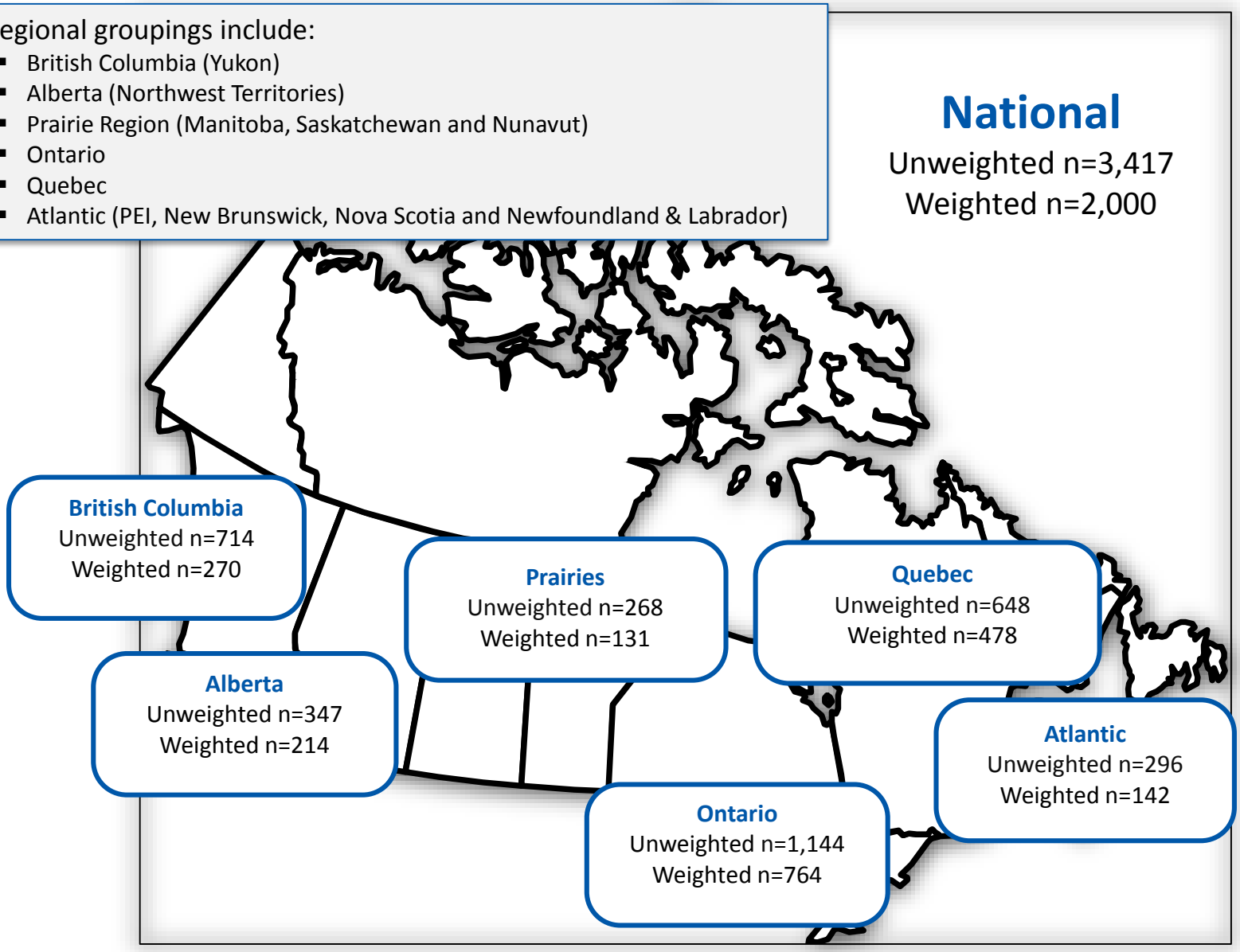
Regions: Where did respondents come from?

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)



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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

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Vote

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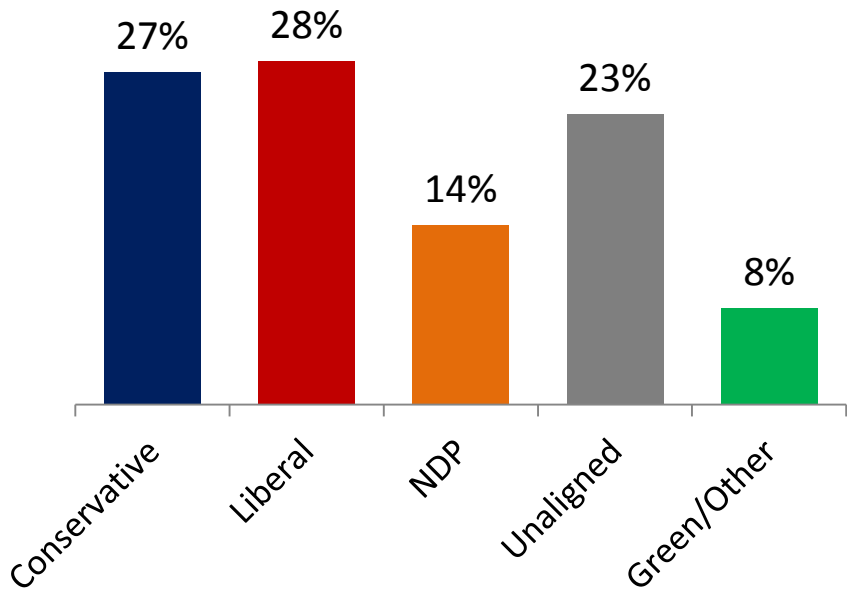
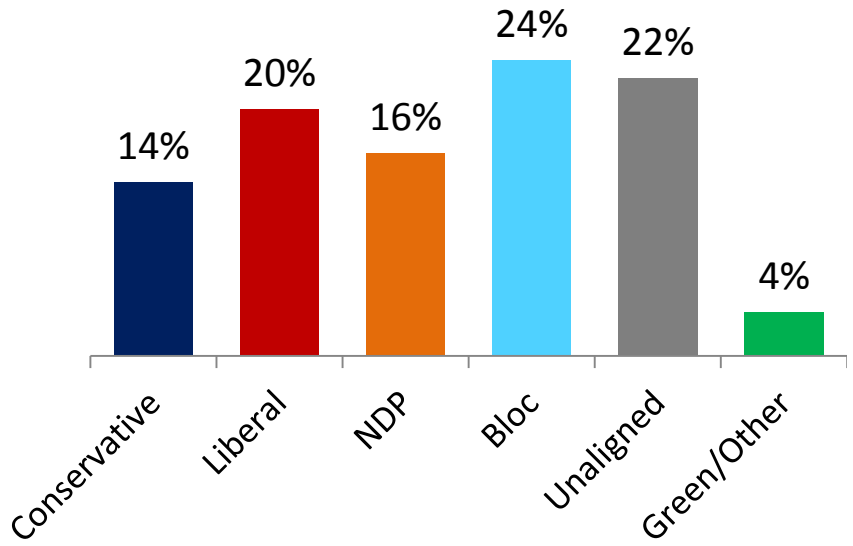
Party ID: CPC and LPC-identifiers tied up with 23% Undecided; BQ leads LPC in Quebec with NDP in 3rd

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

Rest of Canada



Quebec



n=478

Note: Oversample in Quebec up to n=648 unweighted.

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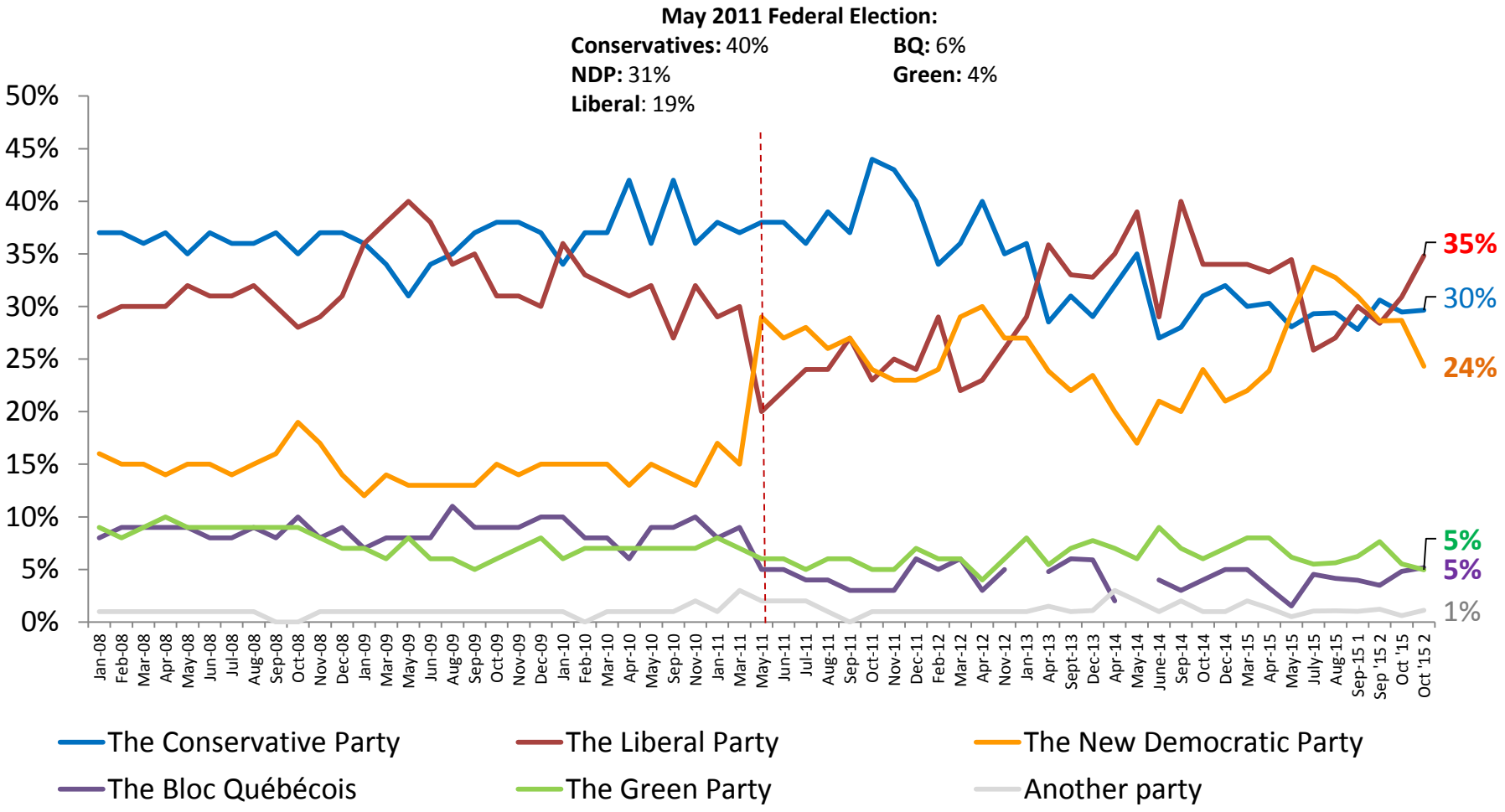
Decided Federal Vote: LPC has grown its lead to 35% with 30% decided on CPC, NDP continues plunge to 24%

Q 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]



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Value Clusters

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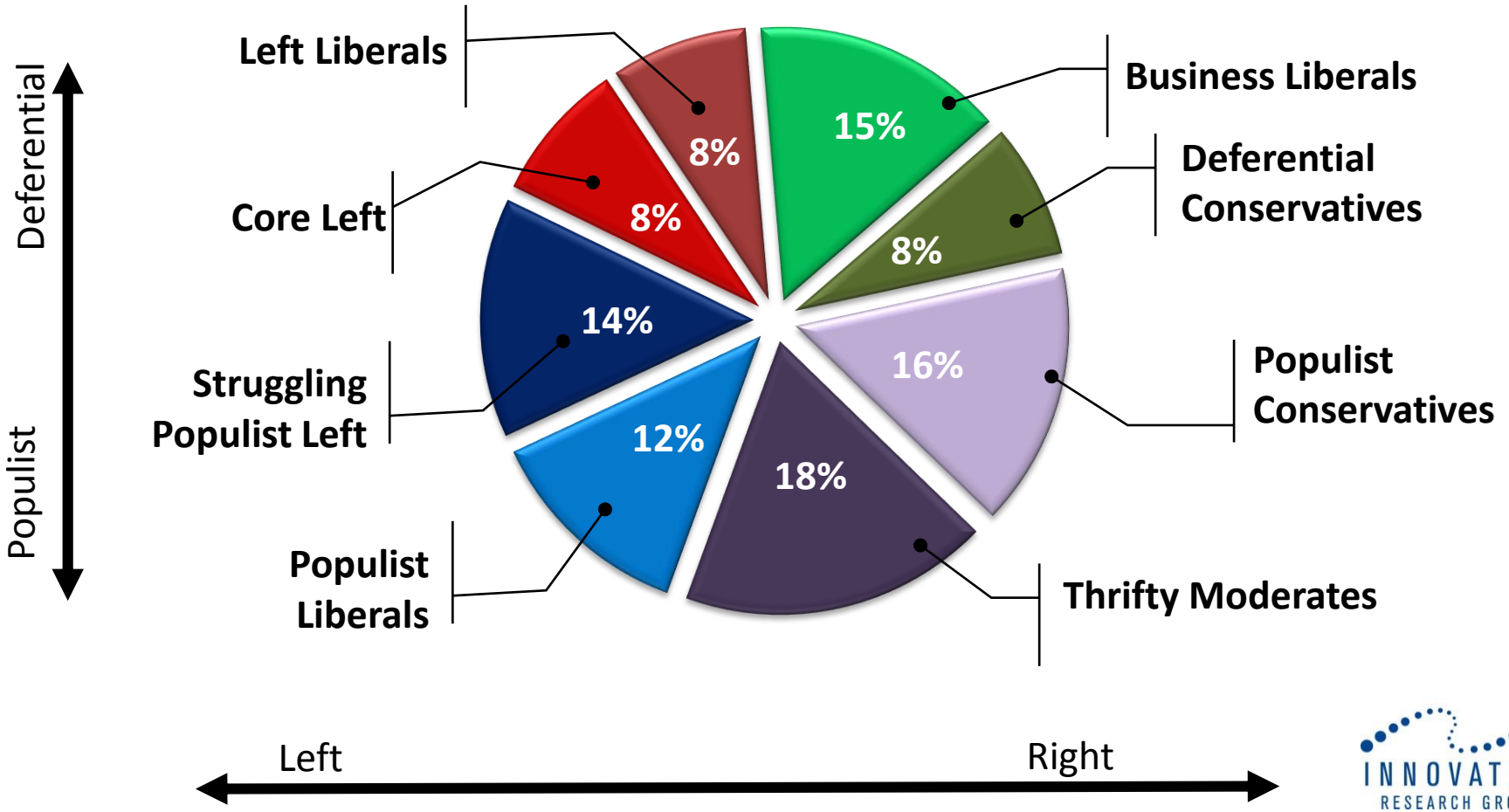
Cluster Analysis: Values clusters

We have used cluster analysis to group respondents who share common sets of values to better understand the motivations and needs of our audience.

The following chart illustrates eight unique groups among respondents of this survey based on their fiscal and economic values and how hard they are struggling to get by in their day-to-day lives. The pie is organized from left to right on the political spectrum, with "deferential" Canadians on the top half and "populist" ones on the bottom.



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What defines each cluster?

		Core Left	Left Liberals	Business Liberals	Deferential Conservatives	Populist Conservatives	Thrifty Moderates	Populist Liberals	Struggling populist left
…to make ends meet	Difficult	50%	46%	56%	25%	46%	59%	63%	73%
	Not difficult	50%	52%	42%	74%	53%	34%	36%	26%
Government spending should be based on…	Ability to afford	1%	24%	0%	96%	95%	53%	24%	0%
	Public need	96%	65%	95%	0%	0%	0%	64%	99%
Main role of government to…	Redistribute wealth	95%	0%	12%	0%	0%	54%	0%	93%
	Create equal opportunity	0%	93%	81%	94%	97%	0%	94%	0%
When it comes to government decision making…	Common sense	0%	0%	42%	0%	93%	37%	92%	90%
	Listen to experts	84%	86%	37%	82%	0%	16%	0%	0%
The profit system…	Brings out worst in human nature	83%	79%	0%	0%	0%	27%	82%	61%
	Teaches hard work and success	8%	0%	92%	91%	92%	22%	0%	20%
If you had to choose	Cut taxes	8%	25%	31%	31%	43%	34%	35%	21%
	Keep as they are	22%	39%	53%	61%	51%	34%	49%	45%
	Increase taxes	65%	30%	10%	4%	4%	4%	12%	25%

Value clusters by region

	British Columbia			Alberta			Prairies			Ontario			Quebec			Atlantic		
	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015
Core Left	11%	13%	9%	8%	11%	9%	8%	7%	6%	10%	13%	10%	6%	12%	6%	8%	8%	6%
Left Liberals	8%	9%	11%	7%	9%	8%	10%	11%	6%	7%	9%	8%	9%	8%	7%	8%	6%	7%
Business Liberals	16%	12%	16%	21%	11%	16%	13%	16%	13%	16%	10%	15%	15%	6%	15%	17%	15%	13%
Deferential Conservatives	9%	10%	10%	11%	9%	11%	6%	9%	8%	7%	9%	7%	8%	10%	8%	5%	5%	6%
Populist Conservatives	16%	16%	14%	16%	22%	22%	16%	12%	17%	18%	19%	19%	10%	10%	10%	16%	13%	9%
Thrifty Moderates	15%	13%	12%	10%	15%	12%	21%	20%	19%	14%	14%	15%	27%	33%	29%	15%	24%	21%
Populist Liberals	13%	12%	13%	13%	12%	10%	12%	13%	17%	16%	15%	13%	13%	7%	9%	17%	16%	19%
Struggling Populist Left	13%	15%	14%	14%	13%	13%	13%	13%	13%	13%	12%	13%	11%	15%	15%	13%	14%	18%

Attitudes by Value cluster: time-for-change sentiments back up among core left but less so among populist left

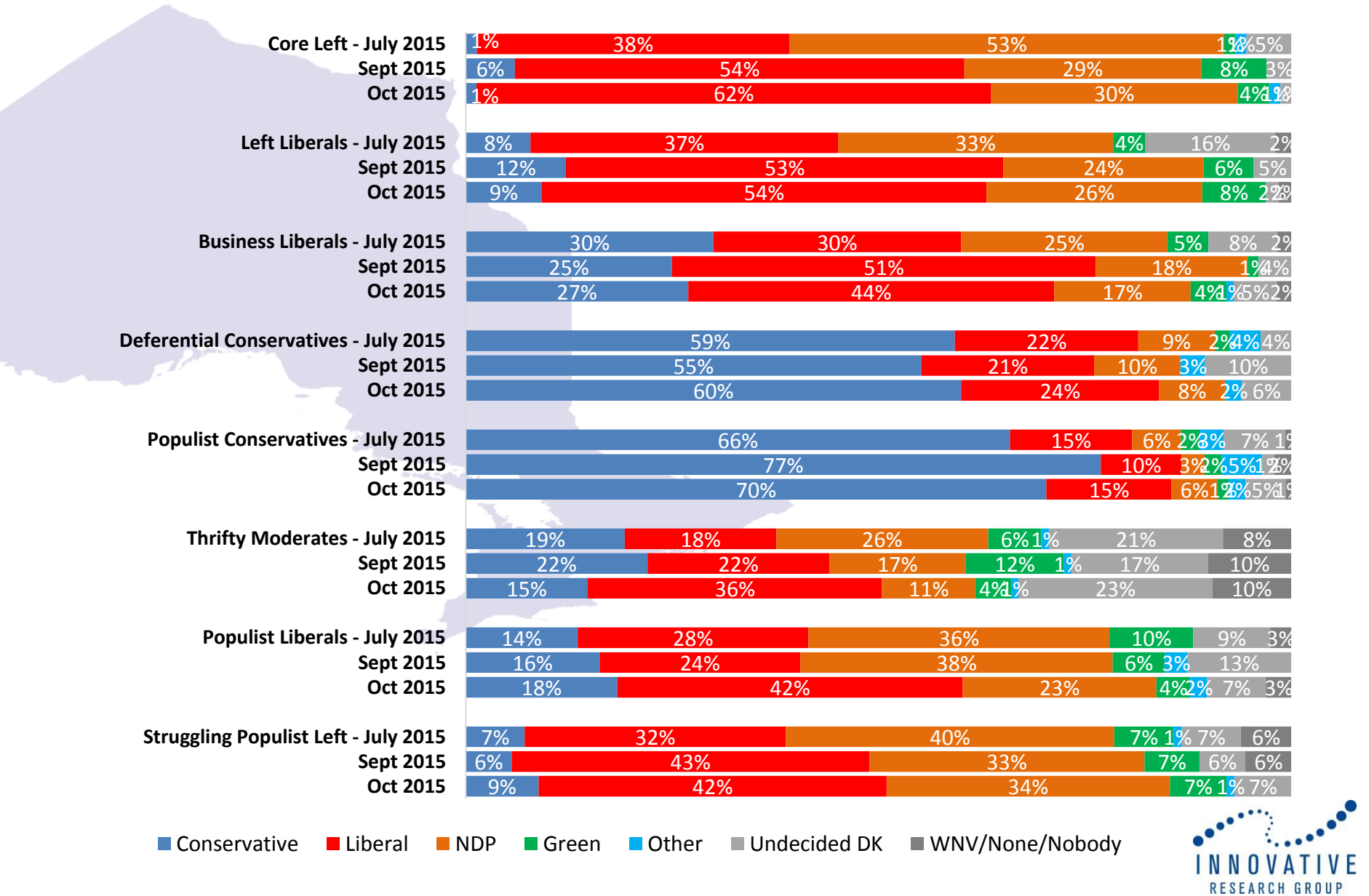
	Core Left			Left Liberals			Business Liberals			Deferential Conservatives			Populist Conservatives			Thrifty Moderates			Populist Liberals			Struggling populist left		
	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015
Net agreement: *It's time for a change of government here in Canada.*	+96	+86	+92	+63	+69	+75	+42	+51	+48	+1	-16	-6	-20	-36	-28	+49	+37	+43	+70	+74	+60	+82	+83	+77
Net agreement: *Conservatives may have problems, but still best to form government.*	-84	-78	-87	-30	-44	-42	-12	-14	-17	+28	+37	+26	+47	+60	+53	-13	-12	-18	-38	-42	-36	-63	-63	-62
Net agreement: *The most important thing is to kick Harper out.*	+81	+68	+82	+40	+48	+47	+12	+22	+15	-26	-32	-28	-46	-54	-49	+31	+21	+31	+36	+45	+30	+62	+62	+59

NET agreement is % agree minus % disagree.

Combined vote by Value cluster: LPC among core left, deferential conservatives, thrifty moderates, populist libs

	Core Left			Left Liberals			Business Liberals			Deferential Conservatives			Populist Conservatives			Thrifty Moderates			Populist Liberals			Struggling populist left		
	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015
Conservative	3%	6%	1%	14%	16%	11%	30%	26%	25%	52%	58%	57%	61%	69%	67%	17%	16%	16%	16%	15%	19%	9%	6%	9%
Liberal	28%	35%	46%	29%	40%	42%	30%	37%	38%	22%	15%	24%	13%	11%	14%	16%	17%	28%	26%	26%	34%	26%	29%	30%
NDP	59%	41%	38%	38%	27%	29%	23%	21%	20%	16%	15%	9%	14%	7%	8%	26%	19%	16%	35%	36%	24%	41%	39%	36%
Bloc Quebecois	2%	3%	6%	6%	2%	6%	3%	2%	5%	2%	2%	3%	1%	2%	2%	6%	4%	5%	6%	2%	3%	6%	5%	8%
Green/Other	6%	9%	7%	2%	11%	7%	4%	5%	4%	4%	3%	3%	6%	5%	4%	5%	9%	5%	8%	9%	6%	8%	9%	8%
Undecided/ DK	2%	5%	2%	9%	4%	4%	7%	7%	6%	3%	7%	4%	5%	4%	5%	22%	23%	20%	7%	10%	10%	6%	9%	9%
Would not vote/Nobody	0%	0%	0%	1%	0%	2%	3%	2%	2%	1%	1%	0%	1%	2%	0%	8%	11%	11%	2%	2%	3%	4%	3%	0%

Battleground Ontario: Liberals have made big gains in Ontario among deferential left groups



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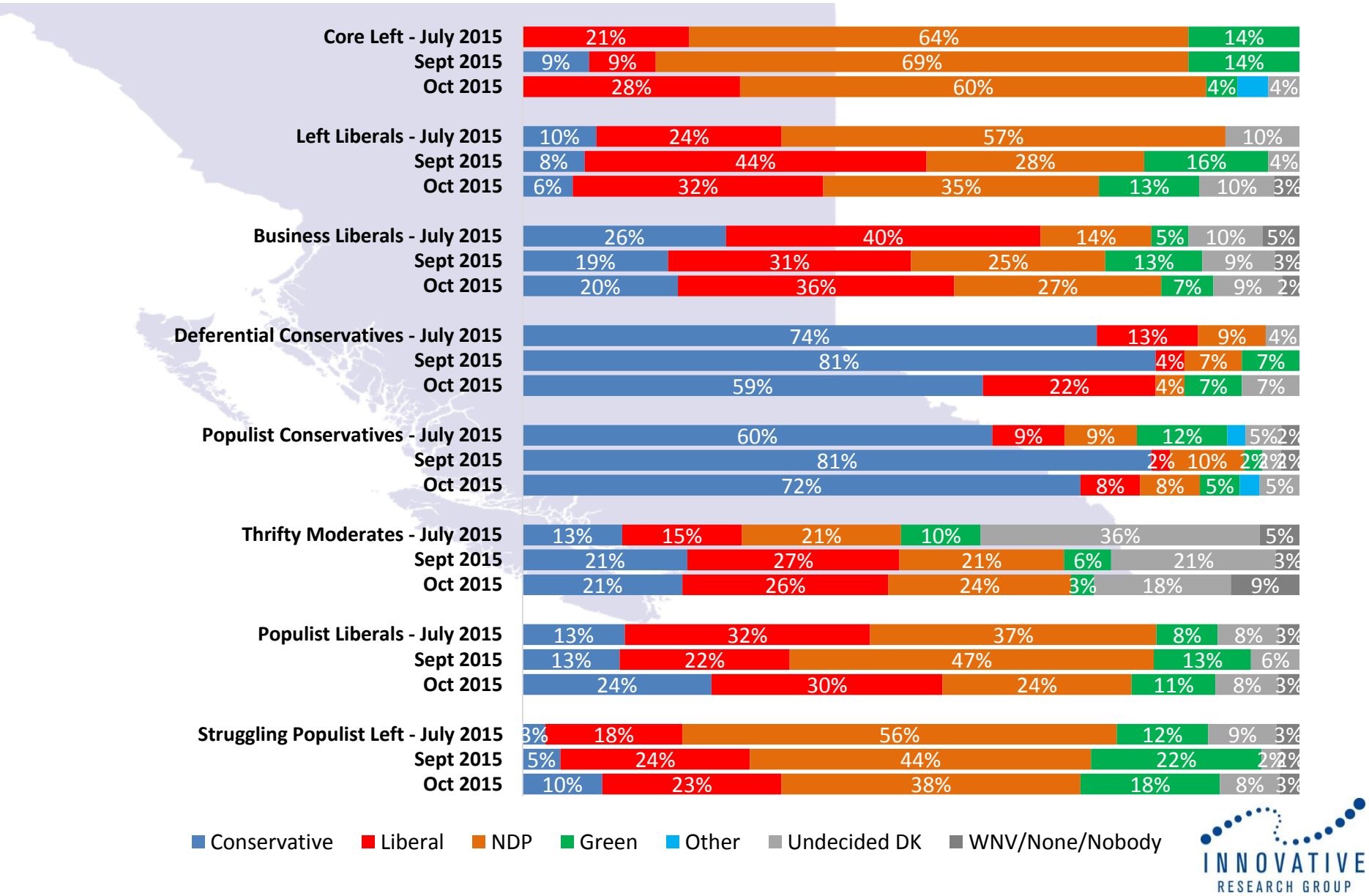
Battleground BC: NDP has held onto Core Left in BC, LPC gaining among right-leaning deferential groups



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Net leader favourables by Value cluster: Trudeau up among all deferential groups, but down among most populists

	Core Left			Left Liberals			Business Liberals			Deferential Conservatives			Populist Conservatives			Thrifty Moderates			Populist Liberals			Struggling populist left		
	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015
Stephen Harper	-87	-77	-89	-41	-51	-52	-13	-23	-19	+19	+28	+24	+38	+48	+41	-21	-14	-26	-46	-45	-33	-67	-65	-63
Justin Trudeau	+25	+42	+51	+16	+37	+49	+9	+25	+31	-13	-10	-8	-45	-42	-32	+6	+14	+20	+11	+31	+26	+13	+33	+24
Thomas Mulcair	+75	+60	+59	+33	+44	+37	+19	+18	+18	+17	-1	-15	-20	-28	-32	+26	+23	+14	+30	+29	+19	+47	+48	+44
Gilles Duceppe (QC Only)	+3	-2	+41	+27	-3	+29	-13	-13	+21	-38	-22	-16	-46	-27	-8	0	-5	-1	+2	+12	+27	+8	-4	+35
Elizabeth May	+53	+50	+62	+6	+38	+37	-2	+14	+15	-15	-6	-8	-42	-29	-18	+3	+11	+6	+7	+20	+21	+20	+35	+33

NET favourable is % favourable minus % unfavourable

Best Prime Minister by Value cluster: Trudeau and Mulcair still in close contest among farthest left groups

	Core Left			Left Liberals			Business Liberals			Deferential Conservatives			Populist Conservatives			Thrifty Moderates			Populist Liberals			Struggling populist left		
	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015	July 2015	Sept 2015	Oct 2015
Stephen Harper	3%	5%	3%	19%	20%	15%	36%	36%	30%	49%	68%	65%	68%	80%	77%	24%	32%	25%	20%	19%	25%	11%	11%	11%
Justin Trudeau	20%	33%	39%	26%	35%	41%	26%	32%	38%	21%	16%	21%	11%	9%	11%	25%	27%	37%	26%	32%	38%	25%	34%	33%
Thomas Mulcair	63%	44%	40%	45%	33%	32%	28%	26%	24%	24%	14%	10%	15%	9%	8%	39%	28%	25%	39%	33%	25%	50%	39%	40%
Gilles Duceppe (QC Only)	1%	0%	3%	3%	1%	3%	3%	2%	3%	1%	1%		1%	0%	1%	3%	2%	5%	3%	3%	3%	3%	3%	5%
Elizabeth May	12%	17%	15%	4%	11%	9%	5%	4%	5%	4%	1%	4%	3%	3%	3%	5%	12%	7%	10%	13%	10%	9%	14%	11%

Note: 'None', 'Don't know', 'Refused' not included in calculations. 'Other' not shown.

Research-based strategic advice.

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