

2018 Ontario Election: **Online Ad-Testing**

Field Dates: May 9th to May 12th, 2018

Sample Size: n=1500

Testing Political Ads

Political ads serve two key purposes; they can motivate the sponsor party's supporters to vote and they can persuade others to vote for the sponsor party. Ads accomplish these goals through two mechanisms; they can "prime" or raise awareness of something people already know or feel that gives the sponsor party an advantage over its competitors or the ads can "persuade" by providing new information or framing existing information in a new light to change how people feel about the sponsor party and/or its opponents.

Do political ads really work? Answering that question involves addressing two key challenges:

- You need to examine reactions according to voters' initial views. The views voters hold before they see an ad influence how voters see that ad. Generally the supporters of a party are predisposed to like that party's ads and not to like the ads of parties they oppose. Unaligned voters may be open to several parties. To assess the effectiveness of ads, you need to control for voters' initial attitudes.
- Whether people say they like an ad or not really doesn't matter. What does matter is if the ad moves the numbers.

We use the following approach to test political ads:

- First, we identify the respondents initial views including Party Identification, their current vote, how respondents feel about the leaders other key attitudes. These are our pre questions.
- We show them an ad.
- We ask if they have seen the ad before and what they feel about that ad. We call these diagnostic questions.
- We re-ask their vote preference, how respondents feel about the leaders and key attitudes. These are our post questions.

The key test is whether people change their responses on the pre/post test. Does the ad "move the numbers". We then use the diagnostic questions to understand why the numbers are moving.

It is important to understand that an ad can make a positive difference to a campaign even if people say they don't like it. For instance, people may say they don't like an ad that provides negative information about another party, but if they feel the information is credible and informative, it can still move the numbers.

Methodology

- This report is part of INNOVATIVE's ongoing research to test election ads during the 2018 Ontario election campaign.
- The results in this report are from the first wave of our online ad testing survey among 1529 randomly-selected Ontario citizens 18 years or older between May 9th and May 12th, 2018.
- Respondents were shown 1 ad selected at random selected from the 10 ads tested this wave. This random assignment means an average of 150 respondents saw each ad.
- Each respondent answered a "pre-test" of vote, leader attributes, and key attitudes before viewing the ad. Answered diagnostic questions about the ad after watching it, and then was asked to re-answer the pre-test questions to measure changes in opinion.
- *The sample has been weighted using Statistics Canada's 2016 Census data to reflect actual demographic breakdown of the Canadian population.*
- The goal of the survey was to see if the ads "moved the numbers". We use repeated measures T-tests to measure whether the post-test values improved from the pre-test measures.

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.*

Summary of pre-post questions

The table below summarizes the **pre-post** questions reported on throughout this deck.

Pre-post summaries are also tested using paired-samples t-tests. T-tests are a way of assessing whether a change is large enough that it was unlikely to be observed simply due to random sampling error. Throughout the report Pre-Post changes **in red** are significantly different from 0 at a 95% confidence level. Changes **in blue** are significantly different from 0 at a 90% confidence level.

Question	Full text	Notes on analysis
Combined vote	If a provincial election were held today, which party would you vote for? [IF UNDECIDED] In that case, which party do you lean toward slightly?	Combined vote includes all respondents in the base (including undecided voters). Numbers reported are changes in vote share for a specified party from the pre to post test.
Leader favourability	Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.	Numbers reported are changes in net favourability of each leader from the pre to post test. Net favourability is calculated as the total who say very favourable or somewhat favourable, minus the total who say somewhat unfavourable or very unfavourable.
It's time for a change in government	Please indicate whether you agree or disagree with the following statements. - It's time for a change in government here in Ontario.	Numbers reported are changes in net agreement with the statement from the pre to post test. Net agreement is calculated as the total who say strongly agree or somewhat agree, minus the total who say somewhat disagree or strongly disagree.
Liberals have problems, but still best option	Please indicate whether you agree or disagree with the following statements. - The Liberal party has their problems, but they are still the best party to form government.	Numbers reported are changes in net agreement with the statement from the pre to post test. Net agreement is calculated as the total who say strongly agree or somewhat agree, minus the total who say somewhat disagree or strongly disagree.
This election is really a two-horse race	Please indicate whether you agree or disagree with the following statements. - This election is really a two-horse race, only the Liberal and the Conservatives have a real chance of forming government.	Numbers reported are changes in net agreement with the statement from the pre to post test. Net agreement is calculated as the total who say strongly agree or somewhat agree, minus the total who say somewhat disagree or strongly disagree.


















Summary of diagnostic questions

The table below summarizes the **diagnostic** questions reported on throughout this deck.

Question	Full text	Notes on analysis
Exposure	Have you seen this ad on TV [or: “the radio”] before this survey?	Total who say “Yes” are reported. Other options are “No” or “Not sure”
Impression	What was your overall impression of the ad? Options: Very positive; Somewhat positive; Completely neutral; Somewhat negative; Very negative	Net positive is reported, which is calculated as the total who say very positive or somewhat positive minus the total who say very negative or somewhat negative.
Credibility	How credible was the information presented in the advertisement? Options: Very credible; Somewhat credible; Not very credible; Not credible at all	Net credible is reported, which is calculated as the total who say very credible or somewhat credible minus the total who say not very credible or not credible at all.
Important information	Would you agree or disagree with the following statements: The information presented in this ad is important	Net agreement is reported, which is calculated as the total who say strongly agree or somewhat agree, minus the total who say somewhat disagree or strongly disagree.
Someone like me	Would you agree or disagree with the following statements: This ad was made for someone like me.	Net agreement is reported, which is calculated as the total who say strongly agree or somewhat agree, minus the total who say somewhat disagree or strongly disagree.
Perceived vote impact	Did the ad leave you feeling more or less likely to vote for [the Ontario Liberal Party]/[the Progressive Conservative Party]/[the Ontario NDP]? Options: Much more likely to vote [party]; Somewhat more likely to vote [party]; Completely neutral; Somewhat less likely to vote [party]; Much less likely to vote [party]	Net impact is reported, which is calculated as the total who say much more likely or somewhat more likely, minus the total who say somewhat less likely or much less likely.



Summary

Summary of ads tested

	Title	Sponsor	Target
	Real Doug Ford		
	Doug Said Autism		
	Andrea Horwath: Change for the Better		N/A
	Dodgeball		
	Doug Ford: For the People (1)		
	Doug Ford: For the People (2)		







***Note:** We assess that the primary goal of “Cuts and Chaos” is to increase NDP support and so analyse NDP vote impact as “sponsor” vote impact for this ad

Summary of ads tested Continued

	Title	Sponsor	Target
	Wynne's Greatest Hits Infomercial	3rd party: Ontario Proud	
	Not a second longer	3rd party: OMA	
	Cuts and Chaos	3rd party: ETFO (for vote impact: NDP)*	
	Working Ontario Women	3rd party: Working Women Ontario	










***Note:** We assess that the primary goal of “Cuts and Chaos” is to increase NDP support and so analyse NDP vote impact as “sponsor” vote impact for this ad

Sponsor Impact summary

						
	<i>Real Doug Ford</i>	<i>Doug Said Autism</i>	<i>Change for the Better</i>	<i>Dodgeball</i>	<i>For the People 1</i>	<i>For the People 2</i>
Sponsor	Liberal	Liberal	NDP	NDP	PC	PC
Impact on Sponsor's combined vote						
Among all respondents	0%	-2%	+3%	+3%	+3%	+2%
Among sponsor's supporting partisans	-5%	-5%	-4%	-1%	+3%	0%
Among sponsor's opposing partisans	+2%	+1%	+7%	+4%	+4%	+3%
Among unaligned voters	+2%	-6%	+4%	+8%	-2%	+1%
Impact on Sponsor leader's net favourability						
Among all respondents	+3%	+1%	+1%	+4%	+8%	+6%
Among sponsor's supporting partisans	+4%	-10%	-1%	+10%	+9%	+8%
Among sponsor's opposing partisans	+3%	+4%	+5%	+2%	+8%	+6%
Among unaligned voters	+1%	+12%	-5%	+2%	+9%	+6%











Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Target Impact summary

									
	Real Doug Ford	Doug Said Autism	Dodgeball	For the People 1	For the People 2	Wynne's Greatest Hits	Not a second longer	Cuts and Chaos	Working Ontario Women
Target	PC	PC	Liberal	Liberal	Liberal	Liberal	Liberal	PC	PC
Impact on Target's combined vote									
Among all respondents	-2%	-2%	-5%	-5%	-3%	-6%	-6%	-3%	-2%
Among target's supporting partisans	+4%	0%	0%	0%	0%	-10%	-11%	-6%	-6%
Among target's opposing partisans	-6%	-6%	-9%	-9%	-5%	-1%	-3%	-1%	+1%
Among unaligned voters	-2%	+3%	0%	0%	-2%	-10%	-4%	-3%	-3%
Impact on Target leader's net favourability									
Among all respondents	-8%	+3%	0%	0%	+11%	+3%	-1%	+4%	-4%
Among target's supporting partisans	-10%	+7%	-7%	-4%	+7%	-3%	-6%	+17%	-4%
Among target's opposing partisans	-2%	0%	-2%	+3%	+14%	+5%	+5%	+1%	-10%
Among unaligned voters	-20%	+4%	+12%	-4%	+9%	+13%	-1%	-1%	+10%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Summary – Diagnostics

<i>Diagnostics (net)</i>											
		<i>Real Doug Ford</i>	<i>Doug Said Autism</i>	<i>Change for the Better</i>	<i>Dodgeball</i>	<i>For the People 1</i>	<i>For the People 2</i>	<i>Wynne's Greatest Hits</i>	<i>Not a second longer</i>	<i>Cuts and Chaos</i>	<i>Working Ontario Women</i>
Impression		-34%	-42%	+36%	+3%	+14%	-20%	-3%	+29%	+2%	-21%
Credibility		+6%	+15%	+62%	+31%	+3%	-3%	+42%	+67%	+39%	+29%
Important information		+35%	+26%	+67%	+40%	+51%	+26%	+42%	+86%	+48%	+43%
Someone like me		+6%	-6%	+26%	+7%	+10%	-7%	+5%	+60%	+5%	+13%
<i>Total net diagnostic</i>		+14	-7	+191	+80	+78	-5	+86	+243	+94	+64
<i>Perceived Vote impact (net)</i>	Liberal	-14%	-19%	-30%	-31%	-12%	-13%	-34%	-15%	-9%	-5%
	PC	-20%	-25%	-10%	-15%	-3%	-4%	-1%	-19%	-23%	-24%
	NDP	+17%	+17%	+21%	+19%	+6%	+6%	+10%	+22%	+11%	+15%
<i>Exposure</i>	% seen/heard ad	30%	9%	9%	26%	16%	7%	21%	10%	8%	22%

Detailed Findings

Real Doug Ford: drives PCs to NDP, fewer PCs & unaligned think it's a two-horse race after seeing ad

Based on a random sub-sample who were asked to watch:

The Real Doug Ford

Sponsor: Liberal

Target: Progressive Conservative



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	0%	-5%	+4%	-3%	+2%
Progressive Conservative	-2%	+4%	-8%	0%	-2%
NDP	+4%	+3%	+10%	+7%	-3%
Undecided/WNV	-4%	-7%	-5%	-7%	0%
Change in net leader favourability rating (post minus pre)					
Wynne	+3%	+4%	0%	+12%	+1%
Ford	-8%	-10%	-1%	-3%	-20%
Horwath	-9%	-3%	-16%	+7%	-14%
Change in net agreement (post minus pre)					
It's time for a change in government	+3%	+7%	-2%	+10%	+3%
Liberals have problems, but still best option	-4%	-10%	-6%	-5%	+6%
This election is really a two-horse race	-8%	+14%	-19%	-9%	-22%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Doug said autism: pushes voters toward wanting change, increases undecided among Liberal partisans

Based on a random sub-sample who were asked to watch:

Doug Said Autism

Sponsor: Liberal

Target: Progressive Conservative

DOUG SAID:

"It ruined the community. My heart goes out to kids with autism, but no one told me they'd be leaving the house. If it comes down to it, I'll buy the house myself and resell it."

Source: CBC News May 18, 2014

By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-2%	-5%	+2%	0%	-6%
Progressive Conservative	-2%	0%	-7%	-3%	+3%
NDP	+2%	-3%	+2%	+7%	+6%
Undecided/WNV	+1%	+7%	0%	-4%	-3%
Change in net leader favourability rating (post minus pre)					
Wynne	+1%	-10%	+5%	+1%	+12%
Ford	+3%	+7%	+3%	-5%	+4%
Horwath	+2%	-1%	-1%	+5%	+9%
Change in net agreement (post minus pre)					
It's time for a change in government	+8%	+21%	0%	0%	+7%
Liberals have problems, but still best option	+2%	-8%	+6%	-1%	+13%
This election is really a two-horse race	+2%	+1%	-2%	-10%	+18%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Change for the better: OLP partisans switching to NDP best on ad; driving up time for a change sentiment

Based on a random sub-sample who were asked to watch:

Andrea Horwath: Change for the Better

Sponsor: NDP

Target: N/A



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-4%	-7%	0%	-6%	-4%
Progressive Conservative	0%	-1%	-3%	+5%	+2%
NDP	+3%	+8%	-4%	+6%	+4%
Undecided/WNV	+2%	+3%	+5%	0%	0%
Change in net leader favourability rating (post minus pre)					
Wynne	+5%	+22%	-5%	-14%	+10%
Ford	+3%	-5%	+3%	+11%	+8%
Horwath	+1%	+2%	-1%	+22%	-5%
Change in net agreement (post minus pre)					
It's time for a change in government	+7%	+10%	+3%	+7%	+12%
Liberals have problems, but still best option	-1%	-14%	+7%	+5%	-7%
This election is really a two-horse race	-2%	+6%	-3%	-6%	+2%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Dodgeball: Drives down decided vote for OLP among their base and boosts time-for-change sentiment

Based on a random sub-sample who were asked to watch:

Dodgeball

Sponsor: NDP

Target: Liberal



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-5%	-13%	0%	0%	0%
Progressive Conservative	-1%	0%	-2%	-2%	-1%
NDP	+3%	+3%	-1%	+2%	+8%
Undecided/WNV	+2%	+9%	+3%	0%	-7%
Change in net leader favourability rating (post minus pre)					
Wynne	0%	-6%	-7%	+11%	+12%
Ford	+10%	+14%	+3%	0%	+14%
Horwath	+4%	-1%	+10%	+9%	+2%
Change in net agreement (post minus pre)					
It's time for a change in government	+8%	+22%	+3%	-4%	-3%
Liberals have problems, but still best option	-5%	-9%	+2%	-10%	-8%
This election is really a two-horse race	-4%	-2%	-11%	0%	-7%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

For the people #1: Drives down OLP vote among their base; boosts Ford's image among his own base

Based on a random sub-sample who were asked to watch:

Doug Ford: For the People 1

Sponsor: Progressive Conservative

Target: Liberal



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-5%	-12%	0%	-3%	0%
Progressive Conservative	+3%	+6%	+2%	+3%	-2%
NDP	+2%	+2%	0%	-2%	-2%
Undecided/WNV	+1%	+2%	-2%	0%	0%
Change in net leader favourability rating (post minus pre)					
Wynne	+0%	+4%	-4%	+2%	-4%
Ford	+8%	+7%	+11%	+9%	+9%
Horwath	-4%	0%	-5%	+7%	-13%
Change in net agreement (post minus pre)					
It's time for a change in government	-1%	0%	0%	-11%	0%
Liberals have problems, but still best option	-3%	-1%	+5%	-20%	+0%
This election is really a two-horse race	-11%	-12%	+1%	-32%	-8%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

For the people #2: Boosts opinion of all leaders, but especially Wynne; little impact on vote

Based on a random sub-sample who were asked to watch:

Doug Ford: For the People 2

Sponsor: Progressive Conservative

Target: Liberal



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-3%	-8%	0%	-1%	-2%
Progressive Conservative	+2%	+2%	+5%	0%	+1%
NDP	+1%	+5%	-5%	+1%	0%
Undecided/WNV	+1%	0%	0%	0%	+1%
Change in net leader favourability rating (post minus pre)					
Wynne	+11%	+16%	+7%	+8%	+9%
Ford	+6%	+6%	+10%	+8%	+6%
Horwath	+3%	-1%	+9%	-1%	+8%
Change in net agreement (post minus pre)					
It's time for a change in government	-1%	-4%	-3%	0%	-1%
Liberals have problems, but still best option	-4%	-9%	-9%	-6%	+6%
This election is really a two-horse race	-5%	-6%	-9%	0%	-4%

Note: Pre-Post changes **in red** are significantly different from 0 at a 95% confidence level. Changes **in blue** are significantly different from 0 at a 90% confidence level.

Greatest hits: Drives OLP partisans to vote NDP; increases non-voting among unaligned voters

Based on a random sub-sample who were asked to watch:

Wynne's Greatest Hits Infomercial

Sponsor: 3rd party: Ontario Proud

Target: Liberal



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-6%	-10%	+2%	-9%	-10%
Progressive Conservative	+1%	+5%	-3%	+2%	+1%
NDP	+1%	+8%	-1%	+4%	-9%
Undecided/WNV	+2%	-1%	+3%	-2%	+13%
Change in net leader favourability rating (post minus pre)					
Wynne	+3%	-3%	+9%	-7%	+13%
Ford	+7%	+4%	+13%	+2%	+11%
Horwath	+1%	+3%	-3%	+12%	-6%
Change in net agreement (post minus pre)					
It's time for a change in government	-2%	-2%	0%	+9%	-15%
Liberals have problems, but still best option	-2%	-3%	+7%	-2%	-17%
This election is really a two-horse race	-8%	-9%	-7%	-2%	-17%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Not a second longer: Suppresses OLP vote mainly by increasing non-voting; especially among OLP partisans

Based on a random sub-sample who were asked to watch:

Not a second longer

Sponsor: 3rd party: Ontario Medical Association (OMA)

Target: Liberal



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-6%	-11%	-2%	-3%	-4%
Progressive Conservative	0%	-1%	+5%	+5%	-9%
NDP	+2%	+5%	-3%	-3%	+4%
Undecided/WNV	+3%	+5%	0%	+2%	+5%
Change in net leader favourability rating (post minus pre)					
Wynne	-1%	-6%	+3%	-3%	-1%
Ford	-5%	-1%	-7%	+5%	-9%
Horwath	-3%	-4%	-5%	-9%	-4%
Change in net agreement (post minus pre)					
It's time for a change in government	+4%	+7%	0%	+12%	-8%
Liberals have problems, but still best option	-9%	-1%	+3%	-14%	-24%
This election is really a two-horse race	-9%	-11%	+7%	-8%	-28%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Cuts and Chaos: Rallies PC partisans to support Ford and oppose Horwath; increases TfC sentiment overall

Based on a random sub-sample who were asked to watch:

Cuts and Chaos

Sponsor: 3rd party: The Elementary Teachers' Federation of Ontario (ETFO)

Target: Progressive Conservative



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	-2%	-7%	-3%	+6%	-2%
Progressive Conservative	-3%	-2%	-6%	0%	-3%
NDP	+3%	+8%	+3%	-3%	-1%
Undecided/WNV	+2%	-1%	+3%	0%	+8%
Change in net leader favourability rating (post minus pre)					
Wynne	+6%	+15%	+8%	+12%	-3%
Ford	+4%	-4%	+17%	+4%	-1%
Horwath	0%	+7%	-19%	+6%	+7%
Change in net agreement (post minus pre)					
It's time for a change in government	+7%	+8%	0%	+20%	+8%
Liberals have problems, but still best option	-7%	-13%	-2%	-11%	-4%
This election is really a two-horse race	-7%	-5%	-15%	-9%	-2%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Working Ontario Women: Ad has significantly positive impact on Wynne favourability; except among NDPers

Based on a random sub-sample who were asked to watch:

Working Ontario Women

Sponsor: 3rd party: Working Ontario Women

Target: Progressive Conservative



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in combined vote (post minus pre)					
Liberal	+2%	+4%	+3%	0%	0%
Progressive Conservative	-2%	-2%	-6%	+6%	-3%
NDP	-1%	-2%	0%	-2%	-1%
Undecided/WNV	+1%	0%	+2%	0%	+1%
Change in net leader favourability rating (post minus pre)					
Wynne	+13%	+22%	+12%	+1%	+20%
Ford	-4%	-3%	-4%	-26%	+10%
Horwath	0%	0%	-4%	+2%	-3%
Change in net agreement (post minus pre)					
It's time for a change in government	+1%	+10%	-9%	+2%	-9%
Liberals have problems, but still best option	+1%	-6%	+6%	+4%	-1%
This election is really a two-horse race	-8%	-5%	-16%	-2%	-17%

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Impact of Issue

Not a second longer: More now say NDP is best at dealing with health care, especially among unaligned

Based on a random sub-sample who were asked to watch:

Not a second longer

Sponsor: 3rd party: Ontario Medical Association (OMA)

Target: Liberal



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in most important issue (post minus pre)					
Health care	+4%	+3%	+7%	+2%	+5%
Change in best party at dealing with that issue (post minus pre)					
Liberal	0%	-1%	+7%	-12%	+3%
Progressive Conservative	-3%	-4%	-4%	+2%	-3%
NDP	+5%	+1%	0%	+7%	+16%

Pre vs. Post - Regression analysis: Does the *relationship* between who is best on the issue and vote choice change after seeing the ad? The table shows the **change** between pre and post in how much more likely a voter who thinks each party is best on an issue is to vote for each party. Differences between these pre and post relationships are tested for statistical significance as with other differences in the report. The regression models used also control for party ID, age, gender, region, and most important issue.

**On
healthcare...**

	Liberal vote	PC vote	NDP vote
Liberals best	+19%	+1%	+3%
PCs best	+5%	+14%	-2%
NDP best	-1%	+0%	+11%

Table shows change in a regression coefficient on vote from the pre-test questions to the post-test questions

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Working Ontario Women: More say OLP is best at dealing with health care as fewer say NDP; PCs now care less

Based on a random sub-sample who were asked to watch:

Working Ontario Women

Sponsor: 3rd party: Working Ontario Women

Target: Progressive Conservative



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in most important issue (post minus pre)					
Health care	0%	+3%	-11%	+10%	0%
Change in best party at dealing with that issue (post minus pre)					
Liberal	+7%	+13%	+4%	+6%	+6%
Progressive Conservative	+2%	0%	-2%	+6%	+4%
NDP	-6%	-7%	0%	-12%	-8%

Pre vs. Post - Regression analysis: Does the *relationship* between who is best on the issue and vote choice change after seeing the ad? The table shows the **change** between pre and post in how much more likely a voter who thinks each party is best on an issue is to vote for each party. Differences between these pre and post relationships are tested for statistical significance as with other differences in the report. The regression models used also control for party ID, age, gender, region, and most important issue.

**On
healthcare...**

	Liberal vote	PC vote	NDP vote
Liberals best	+10%	-5%	+8%
PCs best	+9%	-3%	+2%
NDP best	+5%	-10%	+3%

Table shows change in a regression coefficient on vote from the pre-test questions to the post-test questions

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.

Cuts and Chaos: Fewer think PC is best at dealing with K-12 education; rallies Liberal partisans to say NDP is best

26

Based on a random sub-sample who were asked to watch:

Cuts and Chaos

Sponsor: 3rd party: The Elementary Teachers' Federation of Ontario (ETFO)

Target: Progressive Conservative



By party identification

	All respondents	Liberal partisans	PC partisans	NDP Partisans	Unaligned voters
Change in most important issue (post minus pre)					
K-12 education	0%	+1%	-3%	+3%	0%
Change in best party at dealing with that issue (post minus pre)					
Liberal	+1%	-4%	+5%	-5%	+7%
Progressive Conservative	-6%	-7%	-12%	-5%	-3%
NDP	+4%	+10%	+5%	+3%	+2%

Pre vs. Post - Regression analysis: Does the *relationship* between who is best on the issue and vote choice change after seeing the ad? The table shows the **change** between pre and post in how much more likely a voter who thinks each party is best on an issue is to vote for each party. Differences between these pre and post relationships are tested for statistical significance as with other differences in the report. The regression models used also control for party ID, age, gender, region, and most important issue.

On K-12 Education...

	Liberal vote	PC vote	NDP vote
Liberals best	+24%	-1%	-9%
PCs best	-3%	+9%	-12%
NDP best	+11%	+3%	-19%

Table shows change in a regression coefficient on vote from the pre-test questions to the post-test questions

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Changes in blue are significantly different from 0 at a 90% confidence level.



Building Understanding.

Personalized research to connect you and your audiences.

For more information, please contact:

Greg Lyle

President

416-642-6429

glyle@innovativeresearch.ca

Innovative Research Group Inc.

56 The Esplanade, Suite 310

Toronto ON | M5E 1A7

www.innovativeresearch.ca