



Federal Politics Backgrounder: Comparing Online and Phone Horserace Results

Field Dates: *Telephone:* April 12th to May 2nd, 2018, *Online:* May 7th to May 14th, 2018

Sample Size: *Telephone:* n=1,000 (MoE \pm 3.1%), *Online:* n=1,500

Executive Summary: In both polls, the Conservatives have a marginal edge over the Liberals

	April 12 th to May 2 nd telephone poll	May 7 th to May 14 th online poll
	29%	32%
	27%	30%
	13%	13%
	5%	6%
	3%	3%
Other	1%	1%
Would not vote/none	7%	3%
Undecided/Don't know	11%	12%

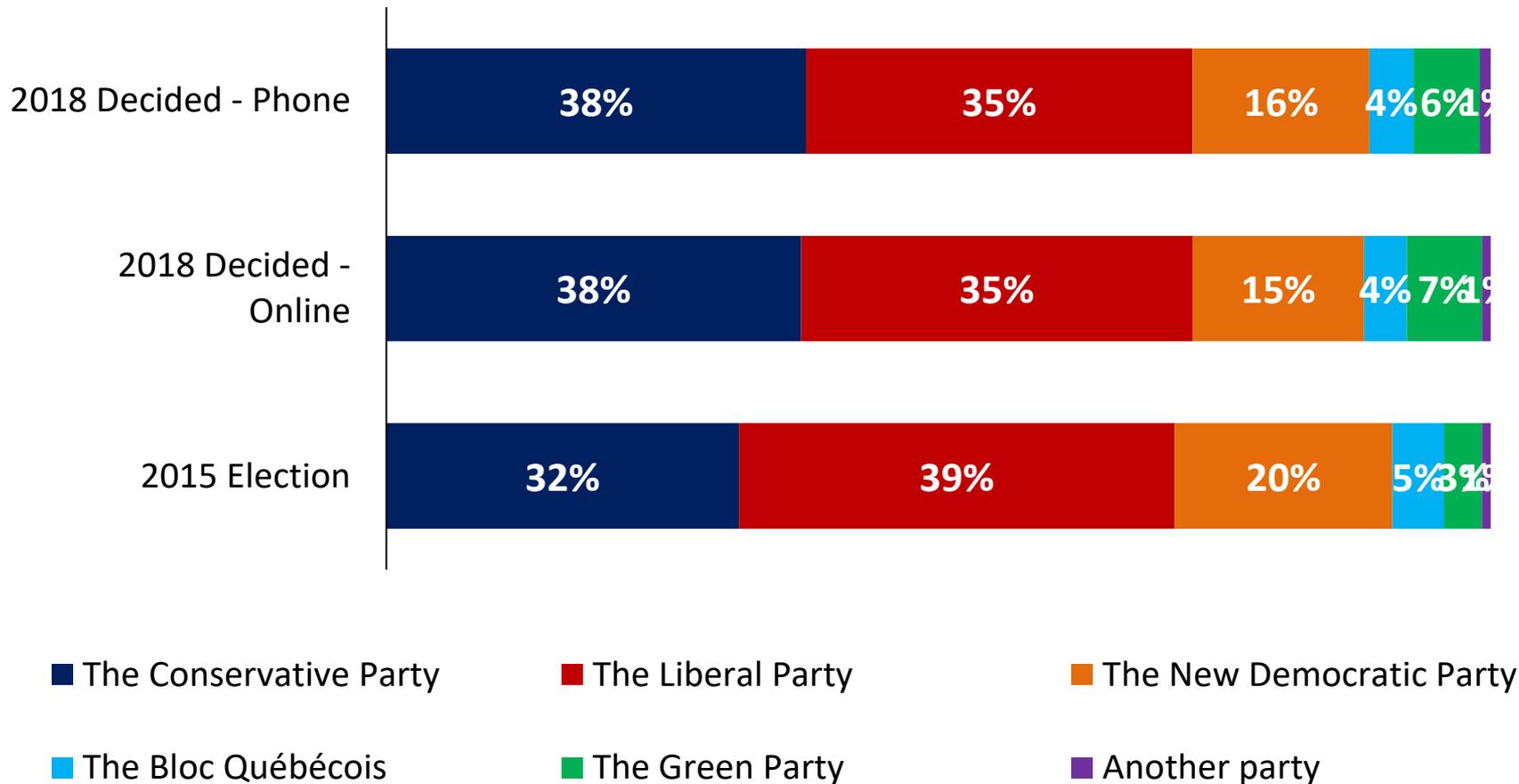
Innovative Research Group Inc. (**INNOVATIVE**) recently conducted two surveys asking about Canadian politics:

- A live-caller, mixed cell/landline RDD telephone survey of 1,000 Canadians conducted from April 12th to May 2nd, 2018
- An online panel survey of 1,500 Canadians conducted from May 7th to May 14th, 2018

The Conservative Party has a marginal lead over the Liberal Party in both polls.

Decided Federal Vote vs Election: Both methodologies show gains for Conservatives at the expense of Liberals

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]

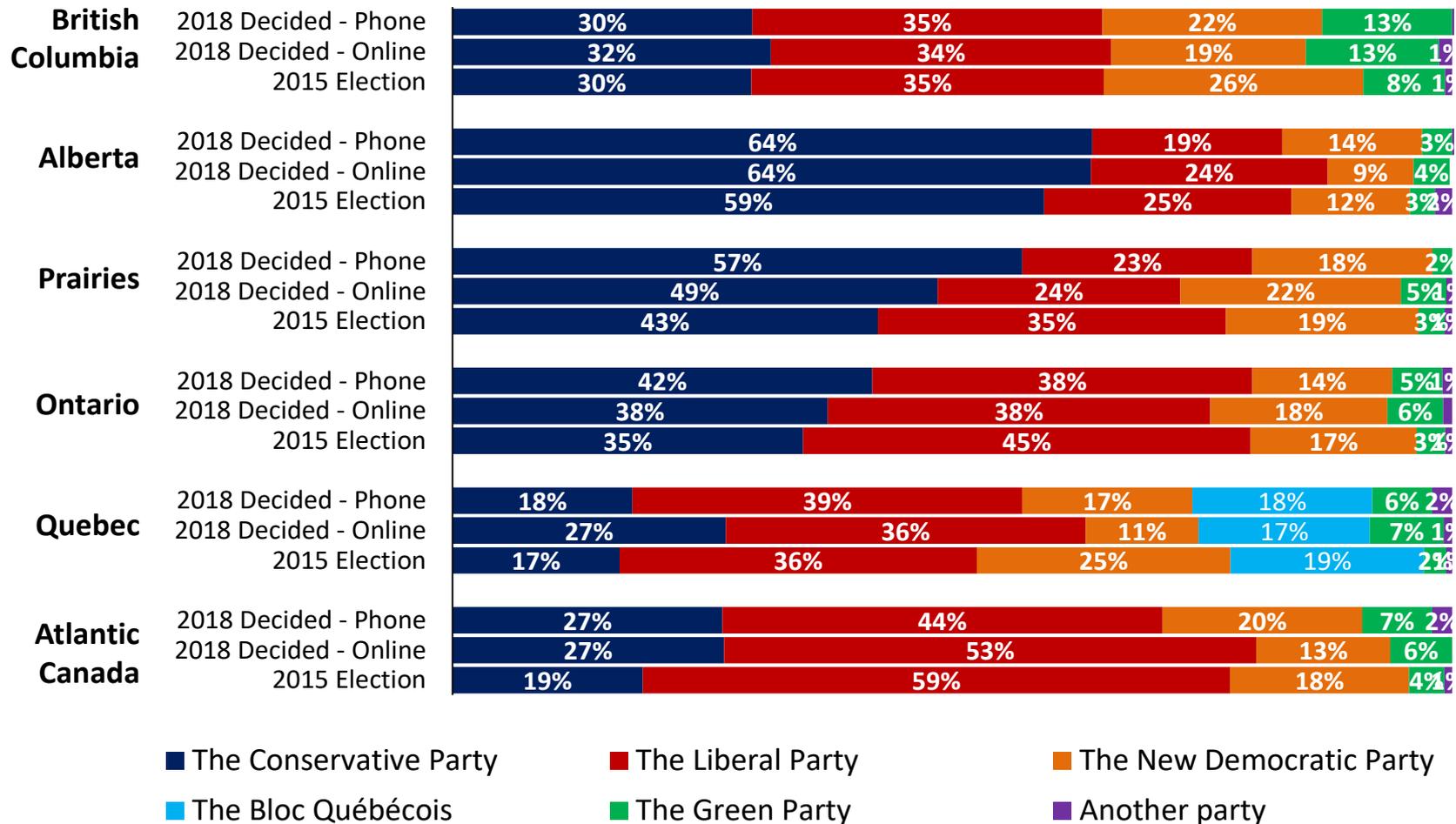


Note: The “2015 Election” results are obtained from Elections Canada and the “2018 Decided” are results of the current wave of telephone and online polling

Decided Federal Vote by Region: In the Prairies and Ontario, gains for Conservatives are higher in phone poll



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]



■ The Conservative Party

■ The Liberal Party

■ The New Democratic Party

■ The Bloc Québécois

■ The Green Party

■ Another party

Note: The “2015 Election” results are obtained from Elections Canada and the “2018 Decided” are results of the current wave of telephone and online polling

Appendix: Methodology

Telephone Methodology

- This survey was conducted by telephone among 1,000 randomly-selected Canada residents, 18 years of age and older, from April 12th to May 2nd, 2018.
- Only one respondent per household was eligible to complete this survey. The final sample includes both landline and cell phone respondents, so that individuals who don't have a landline are represented.
- The sample has been weighted (n=1,000) by age, gender and region using the latest available Census data to reflect the actual demographic composition of the population.
- The margin of error for a sample of n=1,000 is approximately ± 3.1 .

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.*

Phone Segmentation: 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=1,287

Weighted n=1,000

British Columbia

Unweighted n=163

Weighted n=136

Prairies

Unweighted n=65

Weighted n=65

Quebec

Unweighted n=241

Weighted n=235

Alberta

Unweighted n=136

Weighted n=112

Atlantic

Unweighted n=82

Weighted n=68

Ontario

Unweighted n=600

Weighted n=384

Online Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from May 7th to May 14th, 2018.
- This online survey of 2,327 Canadian adults was conducted on INNOVATIVE's Canada 20/20 national panel.
- 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. Each survey is administered to a series of randomly selected samples from the panel and weighted to n=1,500 to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- 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 the online survey was not a random probability based sample, 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.*

Online Segmentation: 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=2,327

Weighted n=1,500

British Columbia

Unweighted n=424

Weighted n=204

Prairies

Unweighted n=122

Weighted n=98

Quebec

Unweighted n=316

Weighted n=352

Alberta

Unweighted n=334

Weighted n=169

Atlantic

Unweighted n=102

Weighted n=102

Ontario

Unweighted n=1,029

Weighted n=576



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