



THIRTEEN MYTHS

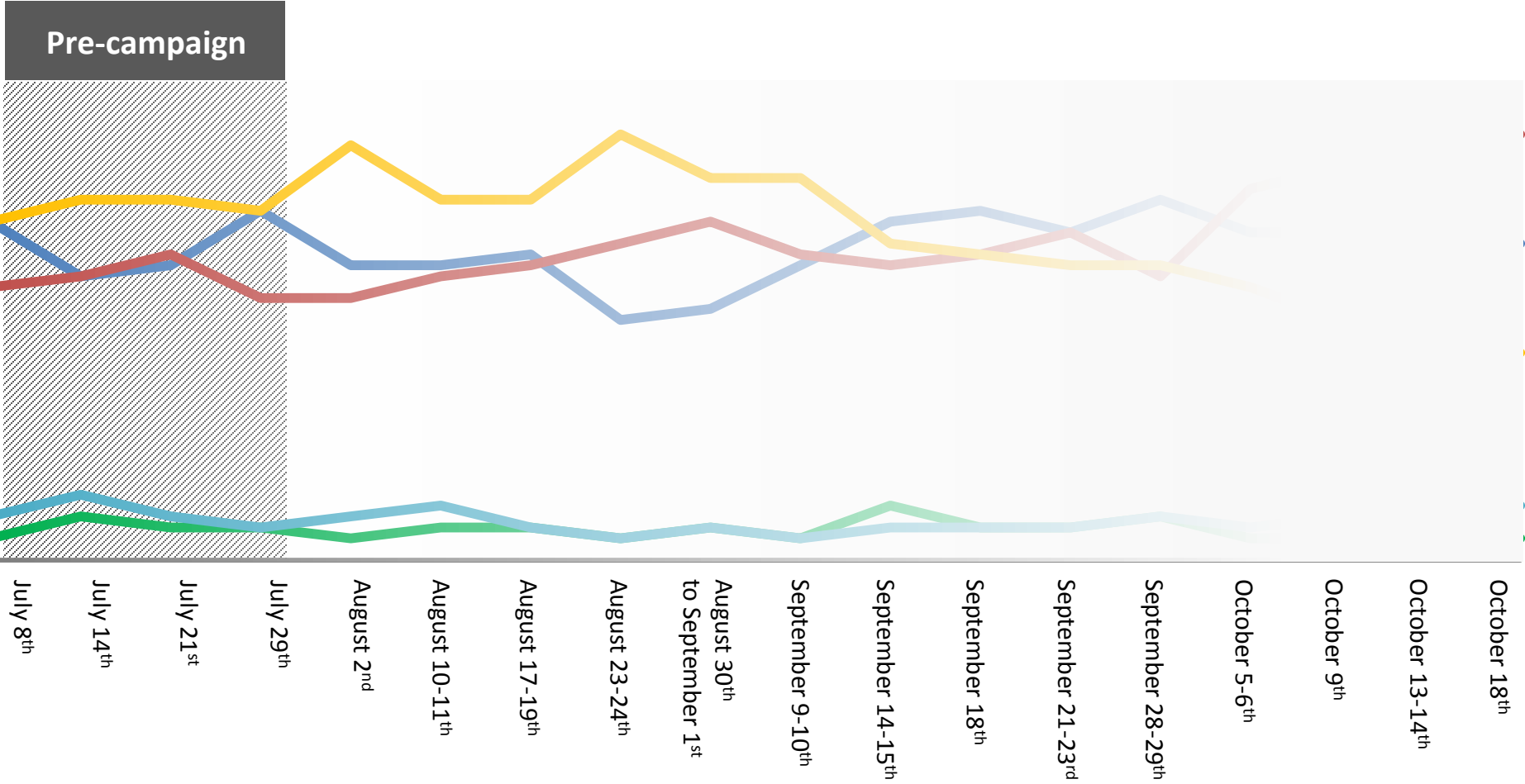
CONCERNING

THE 2015 FEDERAL ELECTION

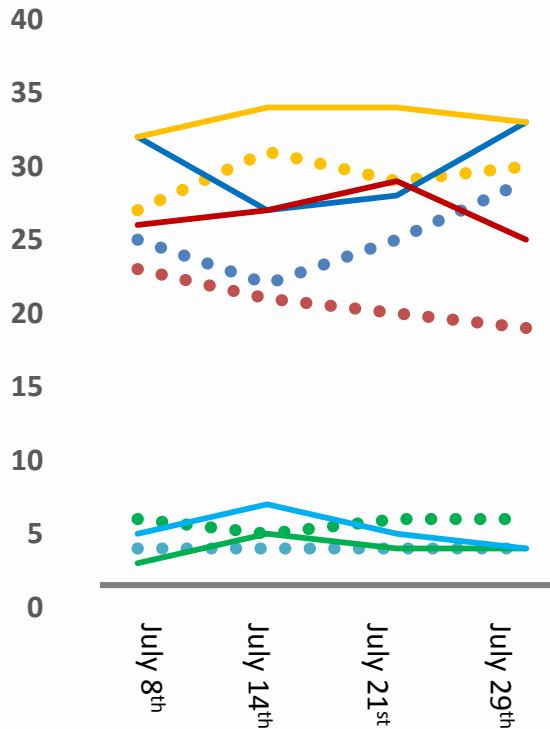
**Lorne Bozinoff,
Forum Research Inc.**

**Ottawa Chapter, MRIA
November 26, 2015**

Myth 1: Negative advertising does not work



32	27	28	33
26	27	29	25
32	34	34	33
3	5	4	4
5	7	5	4

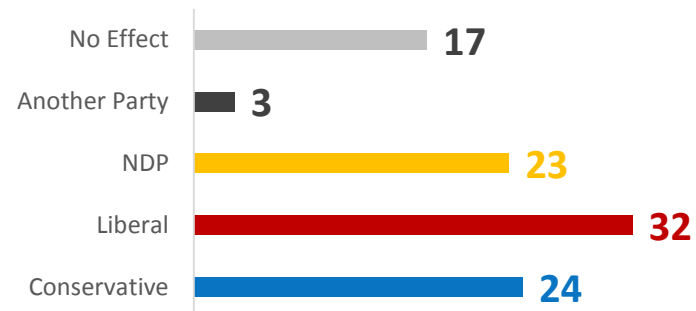


..... Best Prime Minister
Vote Preference
—— Best Prime Minister
Vote Preference



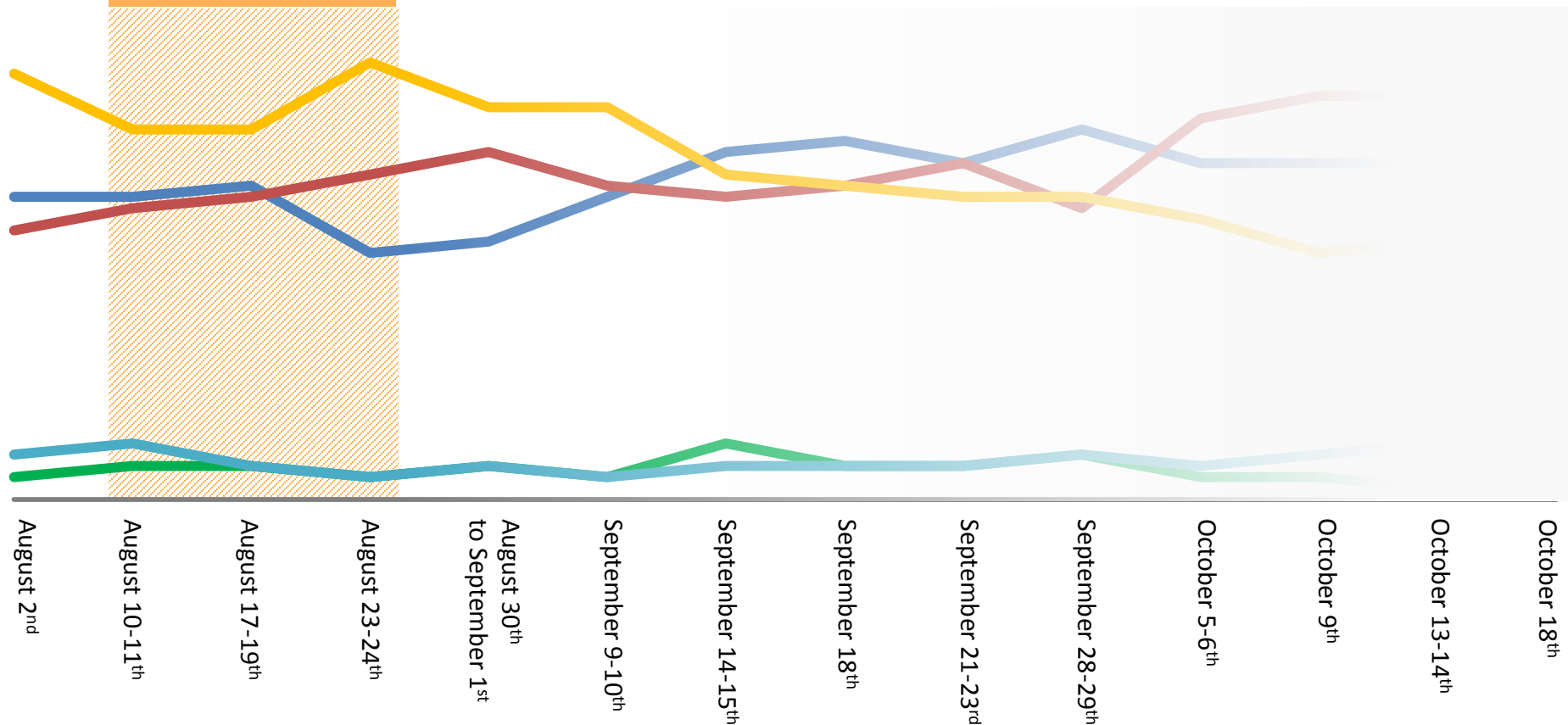
- Trudeau TV Ad: Agreement**
 Voters are equally likely to say they agree (45%) or disagree (46%) with the ad's tagline "Justin Trudeau. He's just not ready"
- Trudeau TV Ad: Awareness**
 Two thirds have seen the Conservative Party TV ad in which a group of people discuss Justin Trudeau's resumé (67%), although this increases to close to 8-in-10 Anglophones (78%).
- Trudeau TV Ad: Prompting Canadians to Vote Conservative**
 Just more than one third of voters think the "Resumé" ad is effective at persuading Canadians to vote Conservative (36%), and just more than a tenth say it is "very effective" (13%).

'Are you more likely to vote Conservative, more likely to vote Liberal or more likely to vote NDP because of this ad?'



Myths 2 & 3: The Duffy trial had no impact on the Tories & The public has no interest in the Senate

Duffy Trial

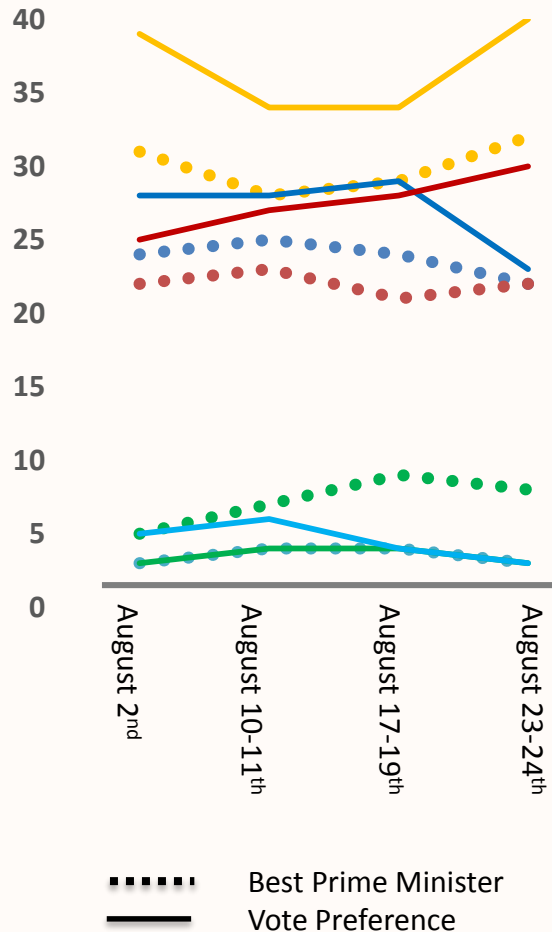


28	28	29	23
25	27	28	30
39	34	34	40
3	4	4	3
5	6	4	3

The relentlessly negative news out of the Mike Duffy trial brought down the Conservatives' numbers throughout the beginning of the campaign, while the NDP's anti-senate stance contributed to their vote share.

Duffy Trial: Details

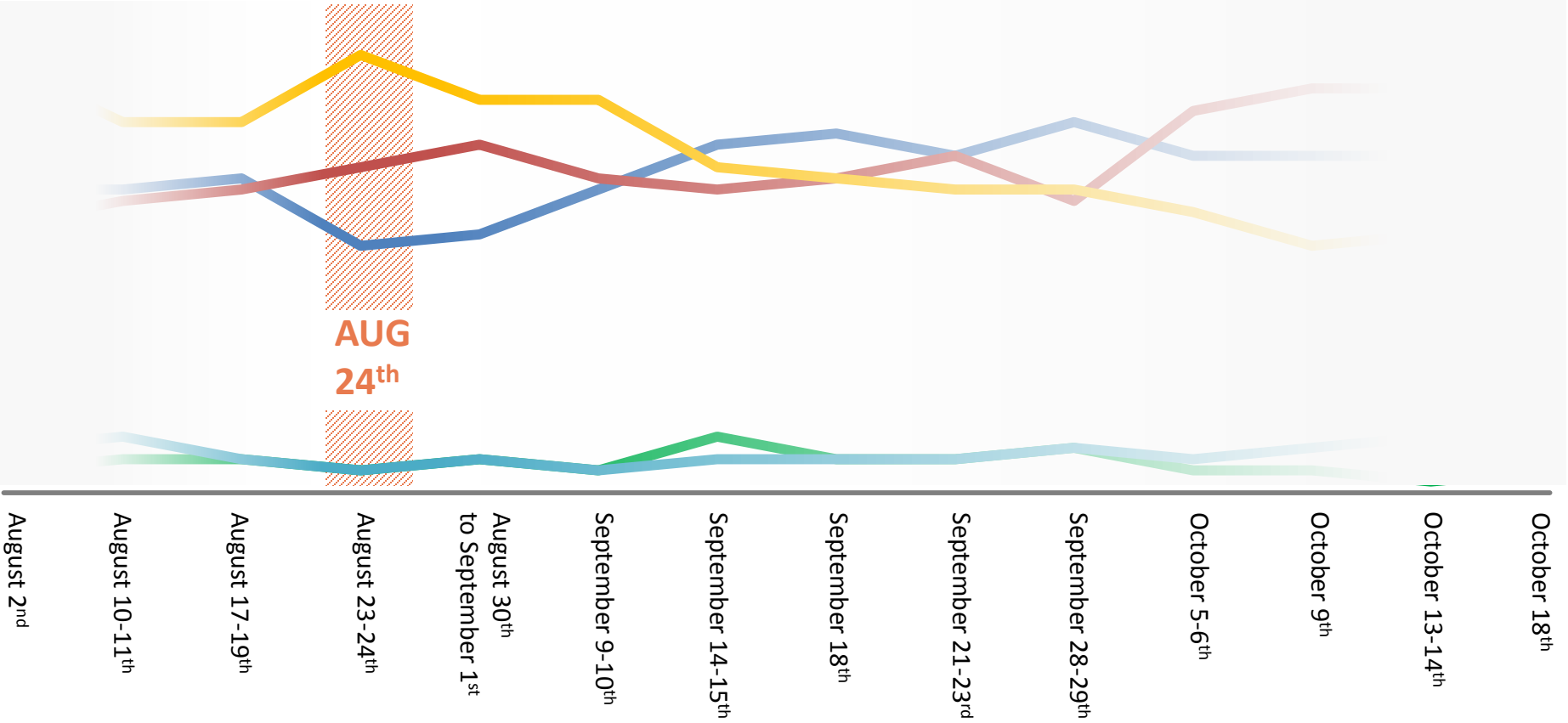
N=1473
Aug 17-19th



- Stephen Harper is not telling the truth**
 More than one half of all voters (not just those following the trial) thought the Prime Minister was not telling the truth about his role in the affair (56%)
- Following the trial**
 Two thirds of Canadian voters were following this trial (68%)
- Harper's knowledge of the cheque**
 Two thirds insisted that Prime Minister Harper knew about the personal cheque for \$90,000 paid by former Chief of Staff Nigel Wright to Senator Mike Duffy to cover his improperly incurred expenses (68%).
- Damaging to the Conservative Party (TOP2)**
 Three quarters of voters (73%) said the Duffy trial has been damaging to Conservative hopes in the federal election, and close to half said it has been "very damaging" (44%)

Myth 4: The public is not interested in international events

Chinese Stock Market Crash (Black Monday)



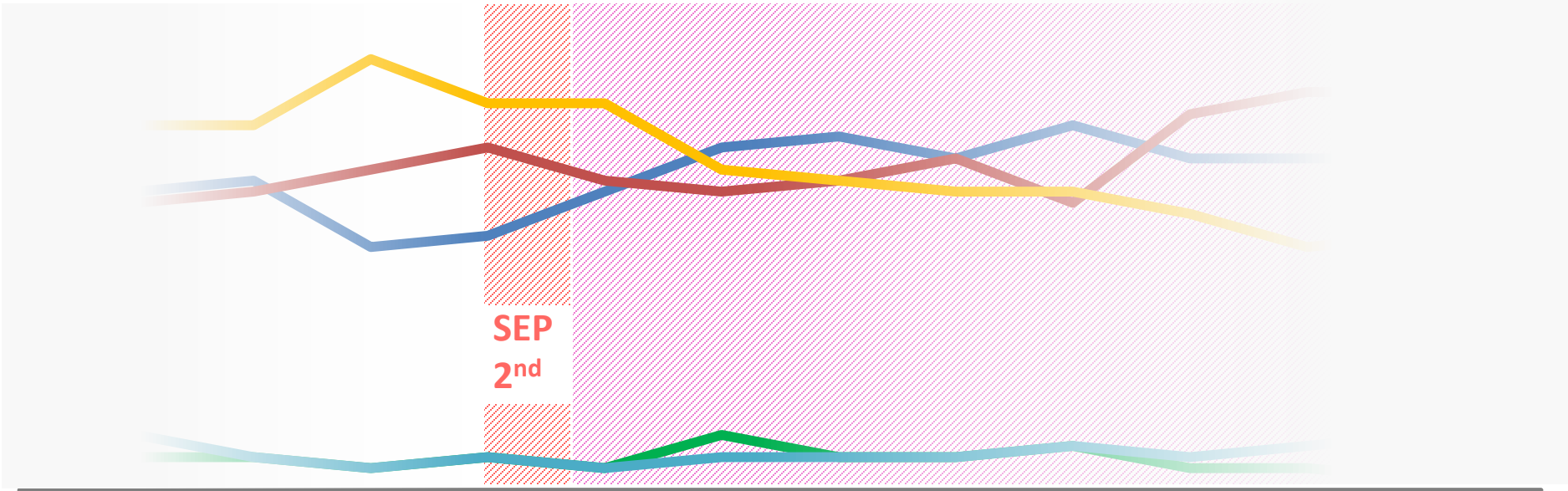
28	28	29	23	24
25	27	28	30	32
39	34	34	40	36
3	4	4	3	4
5	6	4	3	4

International economic uncertainty characterized by the Chinese stock market crash, stopped the Conservatives' vote share from dropping, as they are seen as the economic stewardship party. The NDP's rise is checked.

Myth 5: The Syrian refugee crisis hurt the Tories

Boy on the beach

Syrian refugee crisis



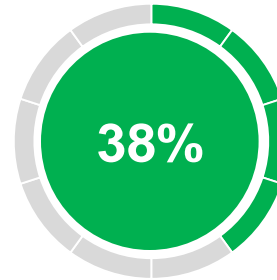
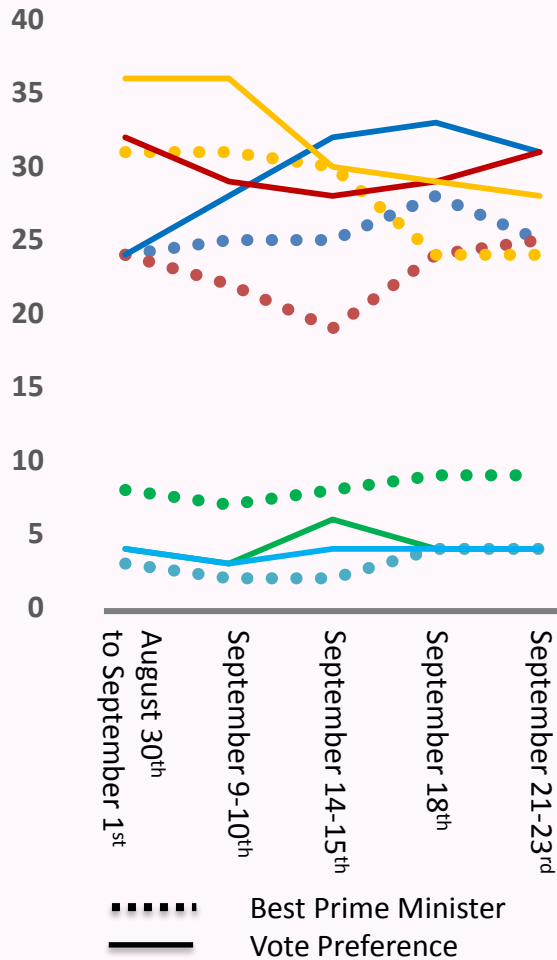
August 30th to September 1st
 September 9-10th
 September 14-15th
 September 18th
 September 21-23rd
 September 28-29th
 October 5-6th
 October 9th
 October 13-14th
 October 18th

The death of 3 year old Alan Kurdi on a Mediterranean beach galvanized international sympathy for Syrian refugees, but, in Canada, increased vote share for the Conservatives, as their measured approach was seen preferable to the Liberals' more radical response.

24	28	32	33	31	34
32	29	28	29	31	27
36	36	30	29	28	28
4	3	6	4	4	5
4	3	4	4	4	5

Syrian Refugee Crisis: Details

N=1308
Sep 9-10th

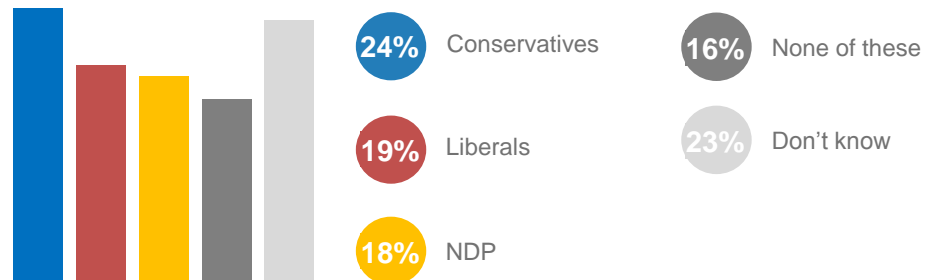


38% of the respondents disagreed with the idea that Canada can do more for Syrian Refugees

Refugee Crisis: Best Course of Action

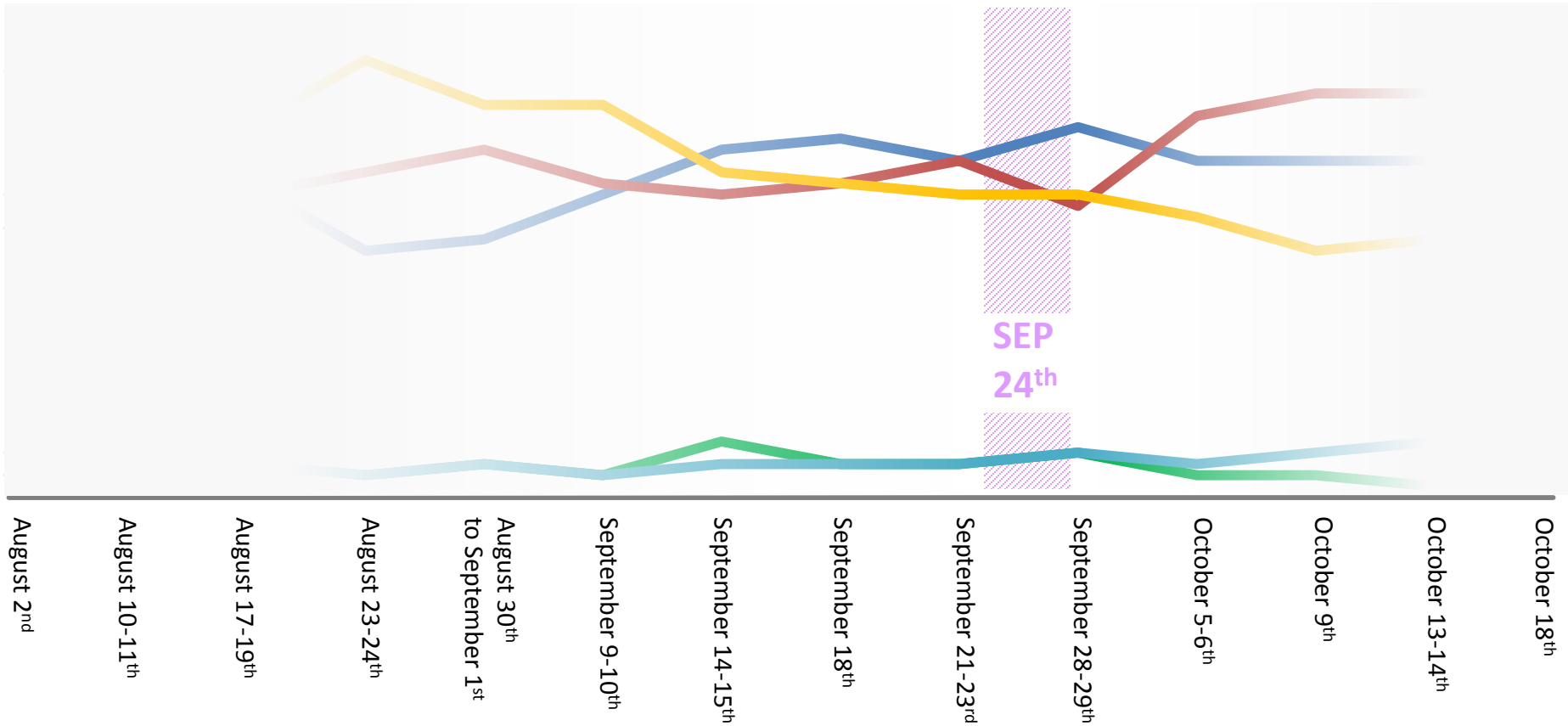


Refugee Crisis: Party with best plan



Myth 6: Debates have no impact I – The Niqab issues hurt the Tories

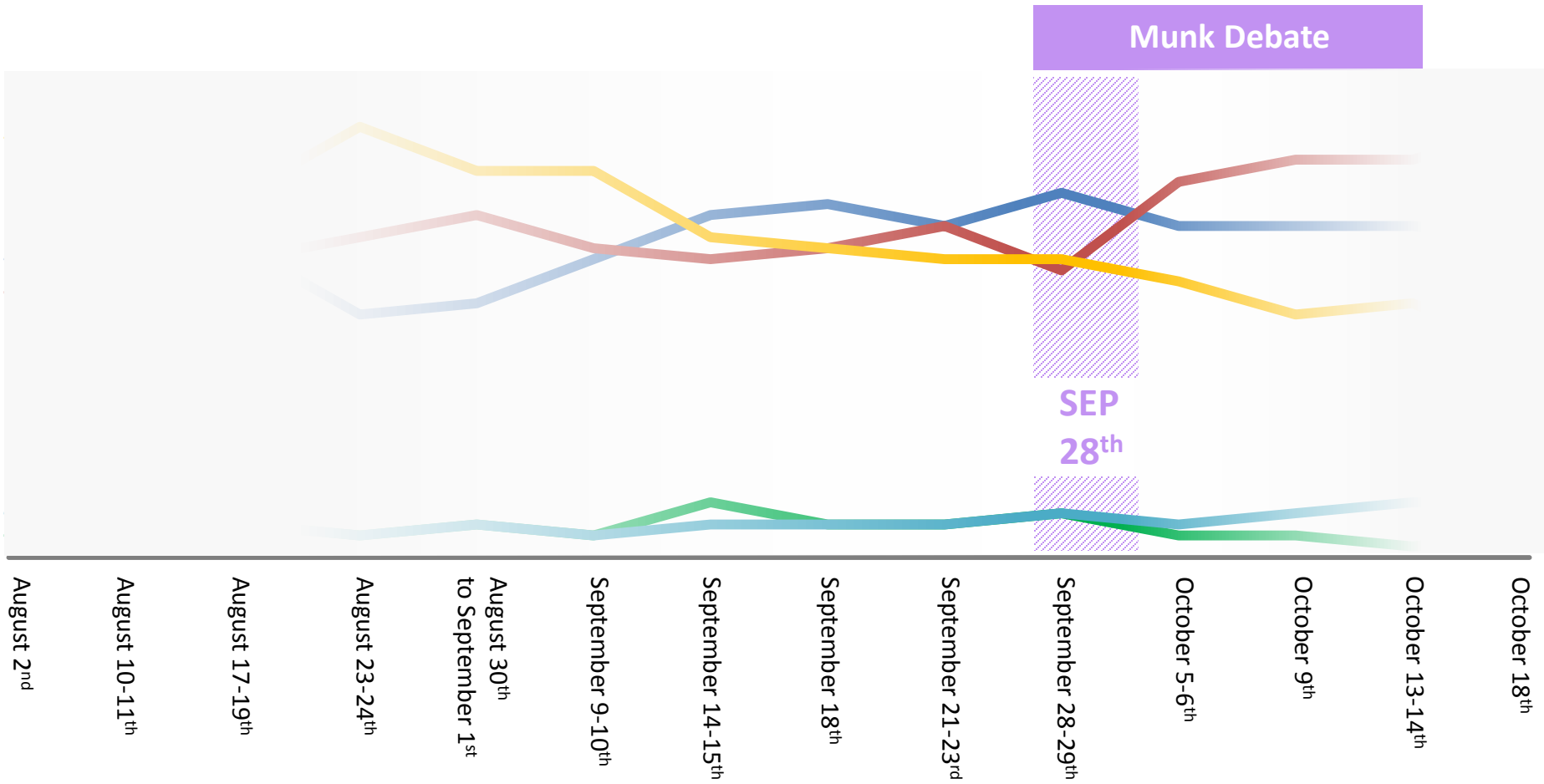
1st French Debate - Niqab



The niqab issue, which first arose in this debate, galvanized support for the Conservatives, while leading to yet another downturn in the Liberals' numbers. The NDP continues to decline.

31	34	31
31	27	35
28	28	26
4	5	3
4	5	4

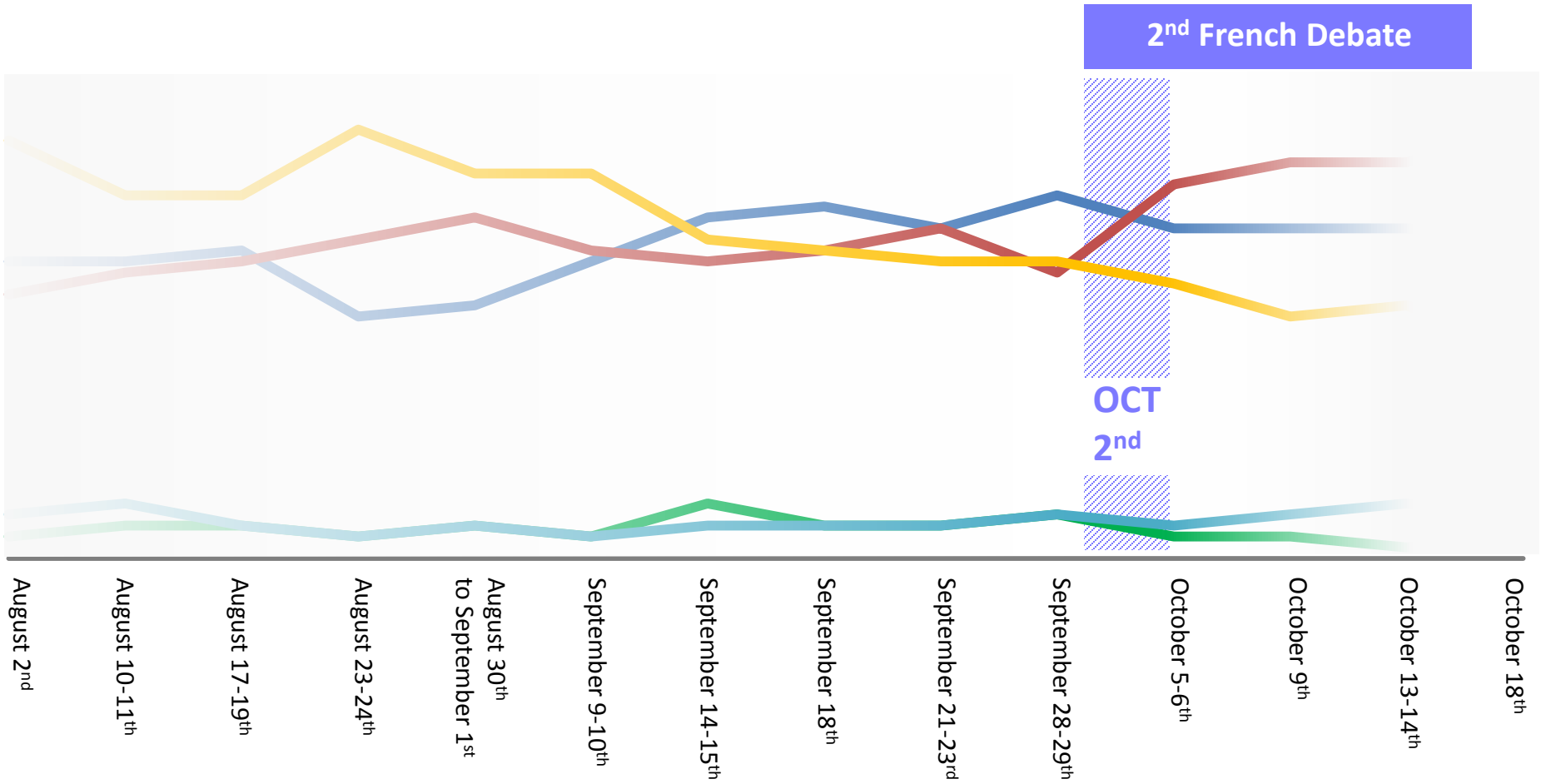
Myth 7: Debates have no impact II – Justin Trudeau is a light weight



This debate, focused on foreign policy, saw Justin Trudeau’s sharpest attacks on Stephen Harper to date, and led to an improvement in Liberal vote share accompanied by a corresponding decline for the Conservatives.

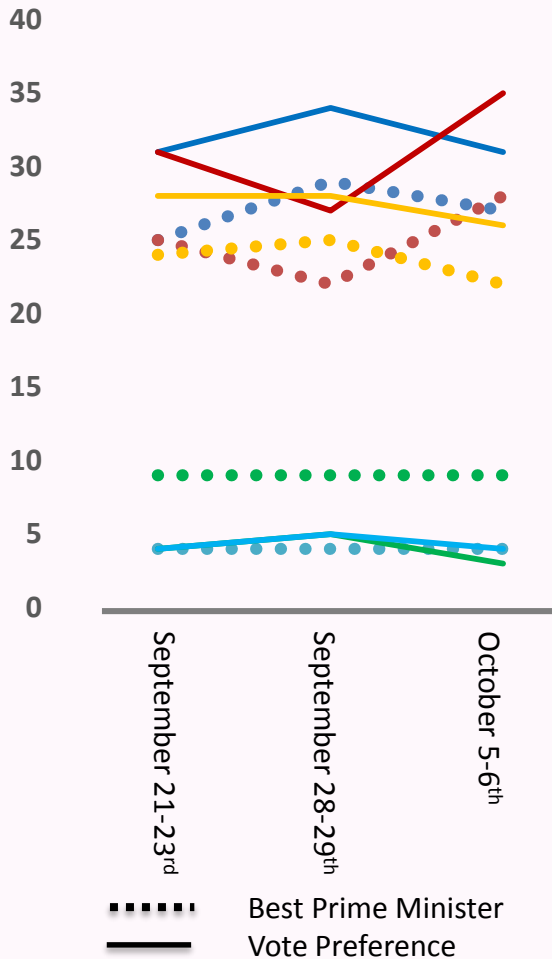
31	34	31	31
31	27	35	37
28	28	26	23
4	5	3	3
4	5	4	5

Myth 8: Debates have no impact III – The Niqab issues helped the Tories



34	31	31
27	35	37
28	26	23
5	3	3
5	4	5

By the time of this debate, the niqab issue had backfired on the Conservatives, proving to be toxic outside Quebec. From this point on, the Liberals lead

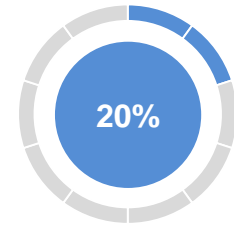


Niqab influence on voting

October 5-6th (N=1447)

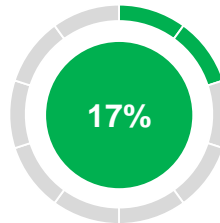
How will the controversy over wearing the niqab influence your vote in this election?

One fifth of voters say the niqab issue will influence their vote (20%), and one half of these voters say the issue will influence their vote "a great deal" (11% in total).



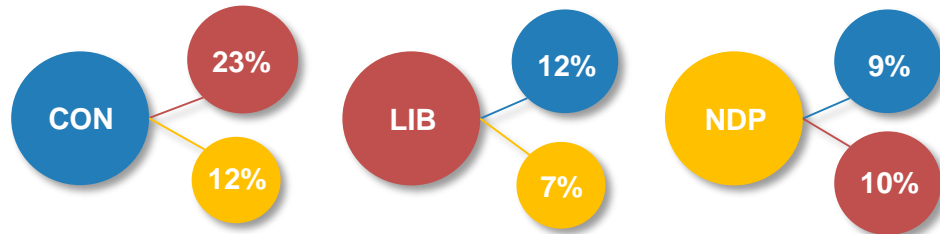
October 13-14th (N=1438)

Has the Conservative Party's position on the niqab led you to change your vote?



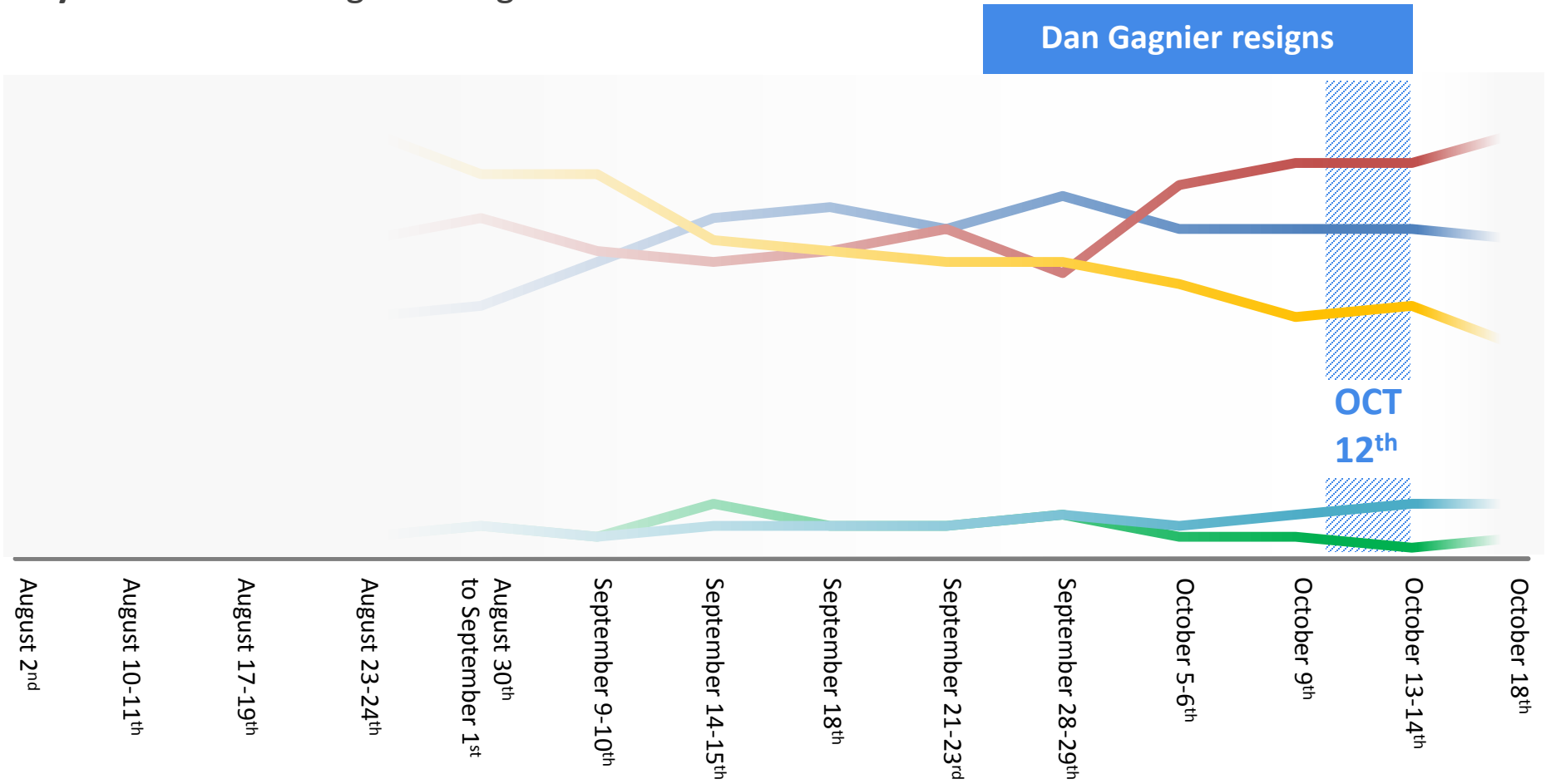
Close to one fifth of voters in total said the Conservatives position on the niqab has caused them to change their vote (17%), and this especially common among Albertans (24%).

How has your vote changed?



The plurality of those who switched votes because of the niqab issue moved to the Liberals (33%), either from the Conservatives (23%) or the NDP (10%). Fewer switched to the NDP (19%), mostly from the Conservatives (12%)

Myth 9: The Dan Gagnier resignation hurt the Liberals

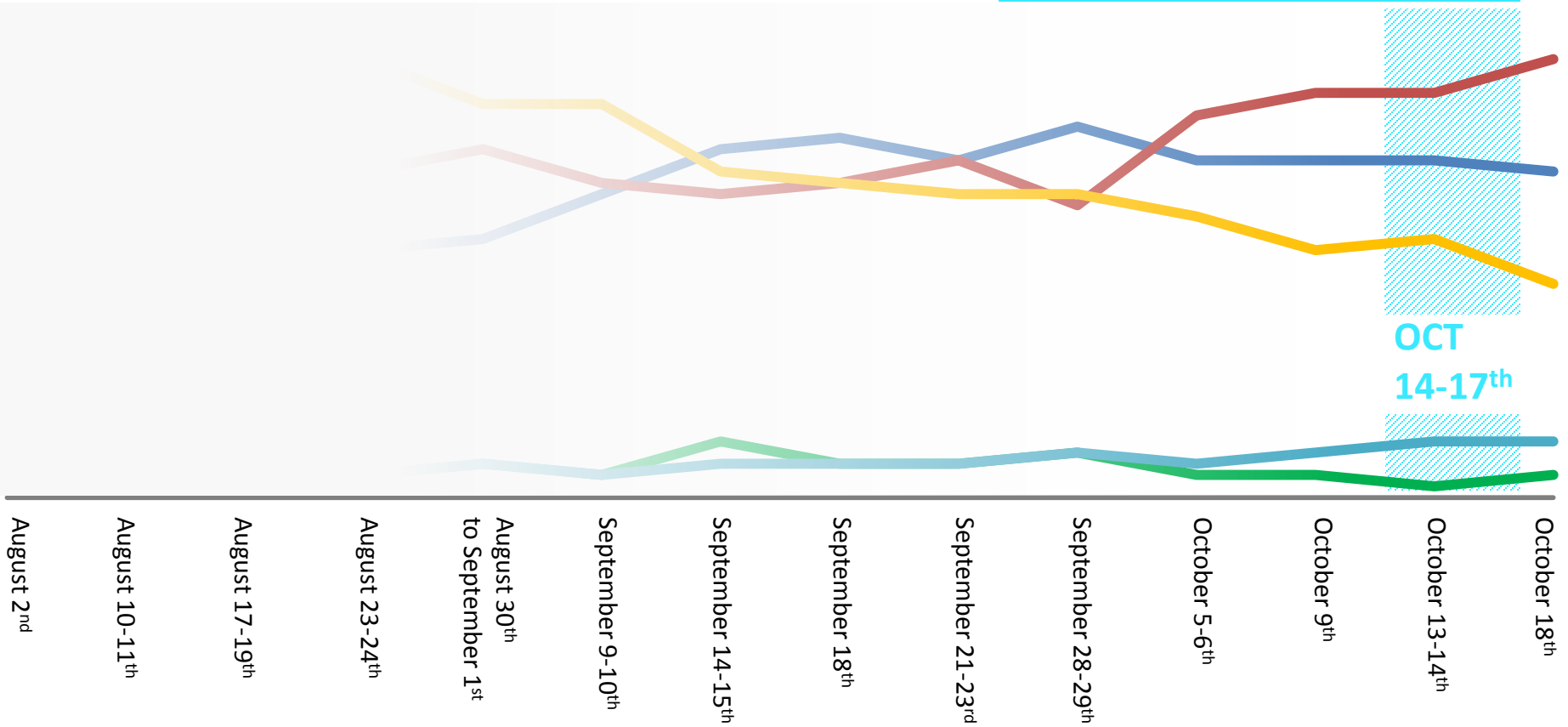


31	31	30
37	37	40
23	24	20
3	2	3
5	6	6

This ethical lapse by a Liberal staffer turned out to be a tempest in a teapot, and didn't affect either party's numbers. At this point, the eventual course of the campaign was set

Myth 10: The Ford nation is a force in federal elections

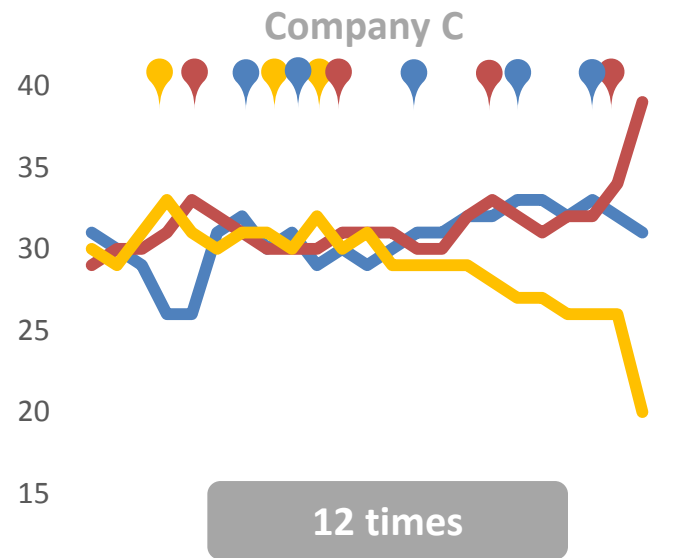
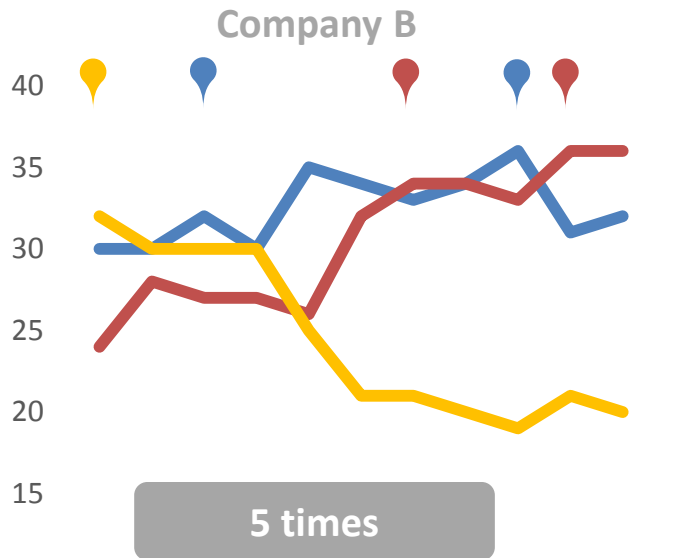
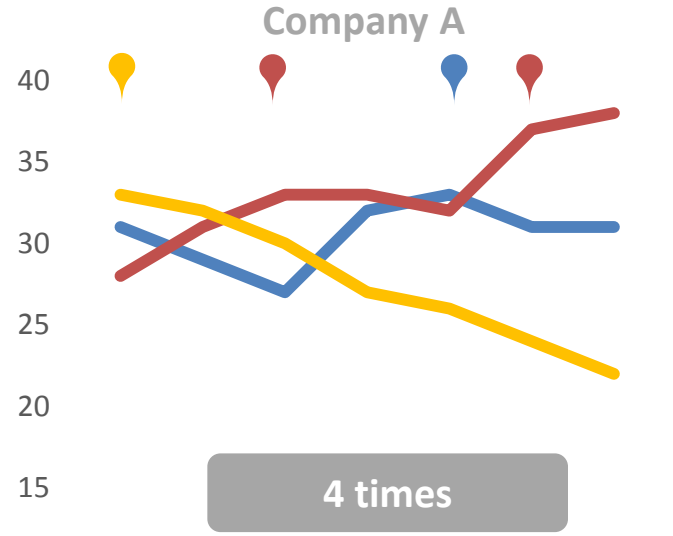
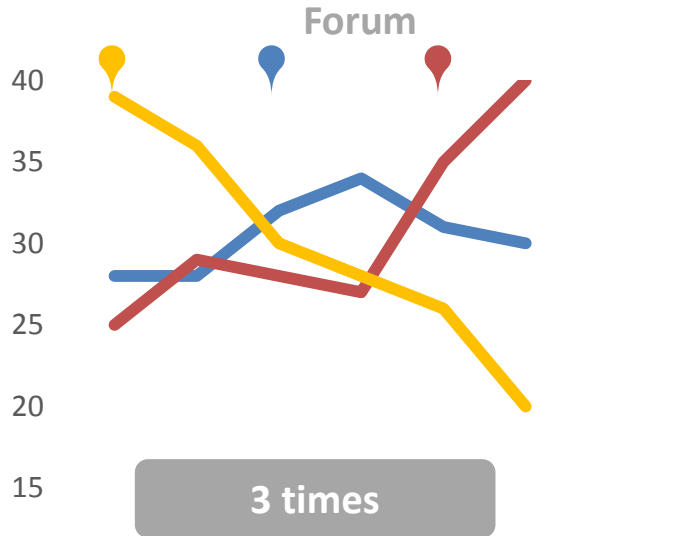
Fords Endorse Harper



This tactic had the effect of depressing Conservative numbers even further, and increasing Liberal vote share. By this point, the NDP have lost significant share

31	31	30
37	37	40
23	24	20
3	2	3
5	6	6

Myth 11: The lead changed 12 times



Myth 12: Canadian election polls are inaccurate

%	Lib	Cons	NDP	Bloc	Green	Other	Average Deviation
Results (first decimal)	39.5	31.9	19.7	4.6	3.4	0.9	
1	40	30	20	6	3	1	0.7
2	38.2	30.1	21.2	4.9	4.7	0.8	1.1
3	35.8	31.9	20.4	4.9	5.6	1	1.2
4	38	31	22	4	4	1	1.3
5	38	30	22	6	4	0	1.3
6	38	33	21	4	5	1	1.3
7	35	31	22	5	5	2	2.0

The table includes the final results for all companies active in the last five days prior to the election on October 19th.

Myth 13: IVR Polling is inaccurate

%	Lib	Cons	NDP	Bloc	Green	Other	Average Deviation	Methodology
Results (first decimal)	39.5	31.9	19.7	4.6	3.4	0.9		
1	39	31.5	20.5	5	4	1	0.5	IVR ¹
2	36.5	30.5	22	5.5	4.5	1	1.5	Online ²
3	38.2	30.1	21.2	4.9	4.7	0.8	1.1	Telephone
4	37.2	30.9	21.7	4.9	4.4	0.9	1.1	Data Aggregator
5	35.8	31.9	20.4	4.9	5.6	1	1.2	IVR/Telephone
6	38	31	22	4	4	1	1.3	Online/Telephone

¹ Average of two IVR polls

² Average of two Online polls