

CARP Post-Election Poll Report November 19, 2015

Key Findings

Voting is universal among CARP members, and half of them (more than in the general population) voted Liberal in the recent election. The NDP is favoured as the party of second choice, and most say they will never vote Conservative.

Close to half voted in advance polls and voting took, on average, just over 10 minutes. One fifth claim to have voted strategically instead of according to their consciences. As many as one quarter didn't make their final decision until one week prior to the election. On the whole, members were surprised by the outcome to the election, but not extremely surprised.

The Liberal ad featuring Hazel McCallion was widely recalled, but few claim it influenced their vote. Public opinion polling was seen to have some more influence on members' vote than the ad, but not much. It is presumed those relying on the public opinion polls are also those who voted strategically.

One quarter of members changed their minds on who to support at least once during the campaign and these, again, are likely to be strategic voters.

The issues that drove the vote were connected to change and ethics in government, both very negative for incumbent governments. The Liberals are widely seen to have run the best and fairest campaign, and the need for change was very important in motivating voters.

Members say they voted as follows: Liberals 49%, Conservatives 32%, NDP 13% and Greens 5%. The eventual, actual vote among the general population was Liberals 40%, Conservatives 32%, NDP 20% and Greens 3%.

Detailed Findings

Voting among CARP members is, to all intents and purposes, universal (99%)

Did you vote in the federal election of October 19?

Yes	99%
No	1%

One half of members voted Liberal (49%), 9 points ahead of the general electorate (40%). One third voted Conservative (exactly the same as the general electorate - 32%). Just more than a tenth voted NDP (13%), compared to a fifth among voters at large (20%). CARP has few members in Quebec, and the Green Party attracted the votes of one twentieth of members (5%), slightly more than in the general populace (3%). This is a distinct change from years of CARP members' electoral support, half of which usually went to the Conservatives. This is an indication of the significant role seniors played in this change election.

Which party's candidate did you vote for in the federal election on October 19?

Liberal	49%
Conservative	32%
NDP	13%
Green	5%
OTHER	1%
DIDN'T VOTE	1%

Just as the Liberals are the preferred first party, the NDP are the preferred second choice party of most (32%), followed by the Liberals (25%) and the Greens (14%). Few will choose the Conservatives second (6%) which indicates that their core support is both their floor and their ceiling.

Which party would have been your second choice?

NDP	32%
Liberal	25%
Green Party	14%
Conservative	6%
OTHER	1%
NO SECOND CHOICE	23%
DIDN'T VOTE	1%

More than 4-in-10 will never vote Conservative (41%) indicating their status as a party of the core base, rather than a broad coalition. After this the Bloc is the least popular (22%), matched by the NDP (21%).

Which party would you never have voted for?

Conservative	41%
Bloc Quebecois	22%
NDP	21%
Liberal	6%
Green Party	4%
OTHER	1%
NO PARTY I WON'T VOTE FOR	7%

CARP members cite the same reasons as the wider electorate for voting a specific candidate; first, the party's policies (23%), then the candidate (19%) then the leader (17%). In this case, change was also an important reason for choosing a party to vote for (16%). A key minority also voted against the government (9%).

What was the main reason you cast your vote for that party's candidate?

Party with best policies	23%
Best candidate in my riding	19%
Best leader	17%
Change	16%
Voted against government	9%
Always vote that party	8%
Voted to support government	3%
OTHER/DIDN'T VOTE	4%

Almost half our members voted in advance polls (46%).

Did you vote in the advance polls?

Yes	46%
No	54%

On average, it took members about 11 minutes to vote, and close to half were in and out in 5 minutes (46%).

How long did it take you to vote?

5 minutes or less	46%
5 to 10 minutes	23%
10 to 15 minutes	10%
15 to 20 minutes	6%
20 to 30 minutes	6%
More than half an hour	9%
AVG # OF MINUTES	11 minutes
DIDN'T VOTE	1%

One fifth of members admit to voting strategically (20%) in that they voted for the party that could best defeat the government, rather than a party they believed in (69%), characteristic of two thirds.

Did you cast your vote for a party whose values you believed in, or did you cast your vote strategically for a party that you felt could best defeat the existing government?

Party I believe in	69%
Party best able to defeat government	20%
OTHER	11%
DIDN'T VOTE	1%

Only one third had decided how they would vote at the writ (37%), Close to half didn't decide until Labour Day (45%), and some not until election day (5%) or even in the voting booth (2%).

When did you make up your mind which candidate you were going to vote for?

When election called, August 2	37%
Between August 2 and Labour Day	13%
Between Labour Day and Thanksgiving	23%
After Thanksgiving, but before day I voted	15%
On the day I votes	5%
In the voting booth	2%
SOME OTHER TIME	6%
DIDN'T VOTE	1%

Close to three quarters of members were surprised by the election outcome (73%), and about one quarter were very surprised (22%).

Did the results of this election surprise you?

YES	73%
A great deal	22%
Somewhat	51%
NO	27%
Not much	19%
Not at all	8%

Close to 6-in-10 members recall the Hazel McCallion ad for the Liberals (57%).

Did you see a Liberal election ad featuring former Mississauga mayor Hazel McCallion and Justin Trudeau, who was standing in front of a CARP banner?

Yes	57%
No	43%

Advertising is never admitted to have an effect on decision-making and this is no different - just fewer than a tenth claim the ad influenced their vote (7%).

Did this ad have an influence on your vote?

Yes	7%
No	55%
DIDN'T SEE AD	39%

Few claim the opinion polls affected their vote (14%) and the majority say they did not (86%), including one half who say they had no influence at all (55%).

How much influence did public opinion polls have on your vote?

HAD INFLUENCE	14%
A great deal	2%
Some	12%
NO INFLUENCE	86%
Not much	31%
Not at all	55%

One quarter (presumably the same ones who voted strategically) changed their minds at least once before they voted (22%)

Did you change your mind on who to vote for during the course of the campaign?

YES	22%
Once	18%
Twice	3%
Three times or more	2%
No	77%
DIDN'T VOTE	1%

Two of the three most important issues were change related (change - 25%, ethics in government - 19%), while jobs and the economy, as always, is also important (24%). After these meta-issues, retirement security is the most commonly mentioned (10%).

What was the single most important issue to you in this election?

Need for change	25%
Jobs and the economy	24%
Ethics in government	19%
Retirement security	10%
National security and anti-terrorism	6%
Treatment of veterans	2%
The niqab	1%
OTHER	6%

Members spread their priorities over a number of CARP-backed issues, including the federal government negotiating a new health accord with the provinces (16%), expanding CPP (15%), increasing GIS (14%), making prescription drugs more affordable (13%), investing in home and palliative care (11%) and returning the age for OAS from 67 to 65 (10%).

Which campaign promises for older Canadians do you think should be implemented first by the new government?

Negotiate new health accord with provinces	16%
Work with provinces to expand CPP	15%
Increase GIS by 10% to get \$1000 more to seniors	14%
Cooperate with provinces to bring down drug prices	13%
Invest \$4B in home care/palliative care/caregivers	11%
Return age for OAS to 65 from 67	10%
Affordable and seniors' housing	9%
Restore Canada Post home delivery	4%
Extend compassionate caregiver leave	1%
OTHER/DON'T KNOW	1%

Members see the Liberal campaign as being the best by a wide margin (50%), followed by the Green campaign (15%) and the Conservatives (11%).

As far as you know, which party ran the fairest, best and most ethical campaign?

Liberal	50%
Greens	15%
Conservatives	11%
NDP	8%
DON'T KNOW	16%

Two thirds found the need for change important to their vote (68%) and as many as 3-in-10 say it is the most important factor in their decision.

How important a factor was the need for change in Ottawa to your vote?

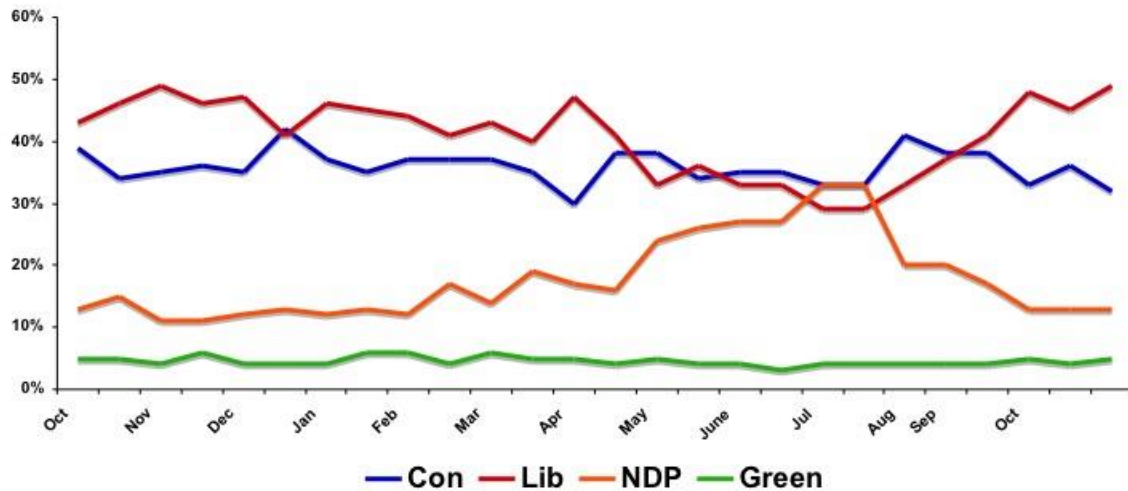
IMPORTANT	68%
The most important	31%
One of the most important	24%
Important	13%
NOT IMPORTANT	31%
Not very important	11%
Not at all important	20%
DON'T KNOW	1%
DIDN'T VOTE	1%

Electoral Preference

CARP's electoral projection on October 16, 3 days before the election was Liberals 45%, Conservatives 35%, NDP 13% and Greens 4%.

In our first poll after the election, members say they voted as follows: Liberals 49%, Conservatives 32%, NDP 13% and Greens 5%.

The eventual, actual vote among the general population was Liberals 40%, Conservatives 32%, NDP 20% and Greens 3%.



More than 4000 CARP Poll™ online panel members responded to this poll between October 22 and 31, 2015. The margin of error for a probability sample this size is about plus or minus 2%, 19 times out of 20