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R E S E A R C H

Popularity, Profile & Pulse

**A Campaign Strategy for Success -
June 7, 2018 Ontario Election**

Background

In preparation for the June 2018 provincial election, a long-term strategy is suggested to ensure local success.

Politically, nothing is secure; each riding could be decided by a few very valuable percentage points. Vote splitting among regular parties may see some unexpected victors winning by default. Trends, popularity, and voter turnout can change quickly and often without notice. Wide-spread and pan-provincial polling may only tell one side of a story or provide voter opinions that may be irrelevant to your region.

The key to campaign success is understanding and interpreting regional trends and local issues.

Strengthen your position through preparedness, long-game strategy, and pro-actively knowing, explaining, and utilising the local issues to sway voters towards your candidate, riding by riding.

Oracle Research's 2018 Ontario Election Strategy offers a locally-focused action plan to ensure riding associations have the timely data, opinions, and statistics needed to position your campaign for success leading into next spring's writ.

Purpose

A successful strategy that will see your candidate victorious on June 7, 2018.

Polling

The initial strategy needs to rely on information and data based on polling. This data will show popularity, candidate popularity vs party popularity, voter intention, key issues and, ideally, public perception of potential opponents. This "campaign forecast" option allows for a larger sample size and several questions that provide a high level of analysis to assist in overall campaign planning. Some of the baseline indicators recommended include but are not limited to the following areas:

- Top of mind issues (locally and provincially)
- Party vote intent
- Local vote intent with candidate/party
- Likelihood to switch/strength of support
- Candidate awareness
- MPP awareness and approval ratings – incumbents
- Government/Premier approval rating
- Trust in party leaders
- Trust in parties to manage economy/environment/handle social issues/etc.…
- Confidence/right or wrong track
- Support/opposition to various policy initiatives (riding specific and provincial)
- Issues of importance to voters (riding specific and provincial)
- Demographic data (gender, income, age, etc.)

It is then recommended that polling is tracked over time to gauge the mood of the electorate. This strategy—the "campaign tracking" option—would contain several consistent key indicators (vote intent, candidate awareness, etc.) and be conducted at regular intervals to assess trends as a function of time. This strategy allows for any adjustments to campaign strategy and messaging.

While we have a standard set of questions, we would design each survey with your team to tailor it for the needs of your particular riding. Our surveys are conducted by live person-to-person operators (not robots) and we stand by this method as the most accurate way to collect survey data. All of Oracle's databases are dual frame, containing both land lines and cell phone only residences.

A full written report with analysis and recommendations will be provided, as will tables showing the results by question and a cross-tabulation of the findings by demographic indicators and areas of the riding (e.g. quadrants). Tracking reports would contain the results from that time series data as well as a rolling average of the findings.

Oracle Research will provide all data, comparable trends and issues, as well as, insight on potential changes to messaging and actions to better suit the local demographic.

Media Monitoring

Monitoring of local media is key to gauge reporter tone and uptake as well as frequency of coverage. Monitoring of comments, who is making them, as well as, social media will give a non-scientific barometer as to progress and interpretation of message.

This will be done daily and compiled and analyzed bi-weekly in a full report.

Oracle can also provide media relations, media engagement, and media strategy services, as required.

Opportunities and Announcements

Oracle polling can provide strategy sessions, weekly check-ins, and advice on upcoming opportunities for your candidate to own the local message with regards to any government announcement, funding moment, or local issue that can and will be covered by local media.

Owning and controlling your local narrative and tailoring political messaging and policy towards your riding are essential aspects needed to keep your candidate credible, relevant, and constantly in the local media spotlight.

Media Training

Oracle Research is working with Fraser-Torosay to offer media training sessions. These sessions are available in group packages for regional ridings or one-on-one comprehensive sessions.

Fraser-Torosay is one of the leading companies in Ontario providing high-level communications and media strategies to sectors such as tech, mining, engineering, telecommunications, health care, post-secondary education, government, finance, and construction. Former reporters Conway Fraser (CBC) and Richard Brennan (Toronto Star) bring decades of perspective, experience, and wisdom to clients in times of crisis and when messages need to be managed and controlled.

Options and Budget

Polling

Polling costs are based on the number of questions asked and the sample size. For the campaign forecast, we recommend a larger sample (N=300 to N=500), with more questions (25 to 50). The table below provides options based on sample size.

SAMPLE SIZE AND COST – CAMPAIGN FORECAST	Margin of Error	TOTAL PROJECT COST (+ HST)
N=150 (7-10 minutes / up to 50 questions)	± 8.0%, 19/20 times	$1350
N=300 (7-10 minutes / up to 50 questions)	± 5.6%, 19/20 times	$2700
N=400 (7-10 minutes / up to 50 questions)	± 4.9%, 19/20 times	$3600
N=500 (7-10 minutes / up to 50 questions)	± 4.4%, 19/20 times	$4500

The tracking studies would each contain fewer or a core set of indicators (10 to 15) with a smaller sample size (N=150 to N=250). The table below provides options based on sample size.

SAMPLE SIZE AND COST – TRACKING	Margin of Error	TOTAL PROJECT COST (+ HST)
N=150 (5 minutes / up to 15 questions)	± 8.0%, 19/20 times	$1000
N=200 (5 minutes / up to 15 questions)	± 6.9%, 19/20 times	$1300
N=250 (5 minutes / up to 15 questions)	± 6.2%, 19/20 times	$1500

It should be noted that we will provide pricing for alternative options such as fewer questions or larger samples.

Media Monitoring

Twice weekly media monitoring and analysis: $600 per month

Additional Services

Media training, strategy sessions and all other aspects and services vary in price and can be suited to fit your budget.

Get Started

Give your campaign and candidate the advantage in the next provincial election. Get your message to your voters exactly when they need to hear it. Your voters need to hear your strategy to make their communities better, safer, healthier. Infuse your message with the right data, statistics, and opinions that will speak to voter issues, and at exactly the right time. Your regional voters are waiting to hear from you.

Contact Oraclepoll now to get started on your 2018 campaign strategy.