

Federal Election: Vancouver and the Lower Mainland



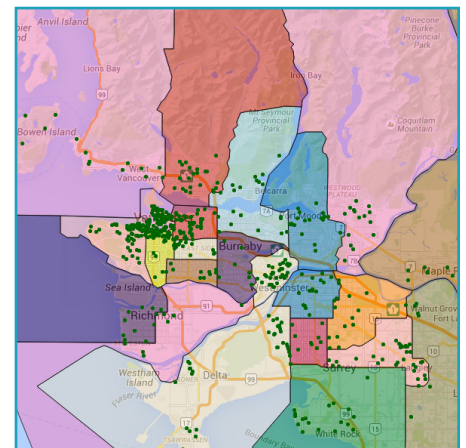
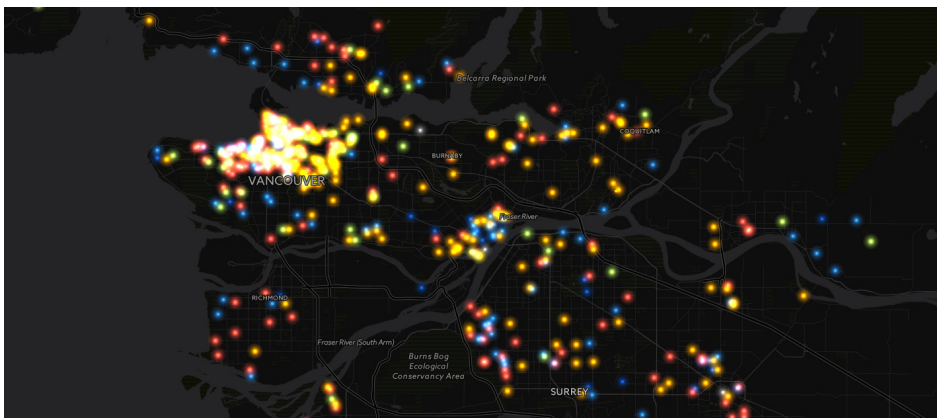
Photo credit: Colin Knowles via Flickr

The Project

During the 2015 federal election, NEWS 1130 launched an online poll powered by PlaceSpeak to determine voting intention across Vancouver and the Lower Mainland. The NEWS 1130 website integrated a PlaceSpeak iFrame widget to provide the public with an easy entry point to register their response. Real-time poll results were updated and displayed on a **CartoDB map visualization**. The poll was promoted through on-air news coverage, social media (Facebook and Twitter), and email blasts to PlaceSpeak users.

PlaceSpeak's Contribution

PlaceSpeak's ability to verify participants and authenticate their location presented a unique opportunity for federal election polling. As poll respondents were segmented by electoral district, PlaceSpeak was able to identify trends and analyze voter intention across ridings in Vancouver and the Lower Mainland. PlaceSpeak's partnership with **CartoDB** allowed for these trends to be visualized on a real-time, interactive map which encouraged greater participation among residents.



Aug. 2015 - Oct. 2015

Engagement Features

- iFrame widget
- polls
- discussions
- resources

Analytics

- 👁️ **2775+** unique views
- 👤 **570+** connected participants
- 💬 **270+** discussion comments

The Outcome

The 11-week long campaign provided many opportunities to see real-time changes in voter intention. While poll respondents indicated strong support for the NDP at the start of the election campaign, results from the final week predicted the Liberal surge in hotly-contested ridings such as Vancouver Granville and traditionally conservative ridings such as Delta.



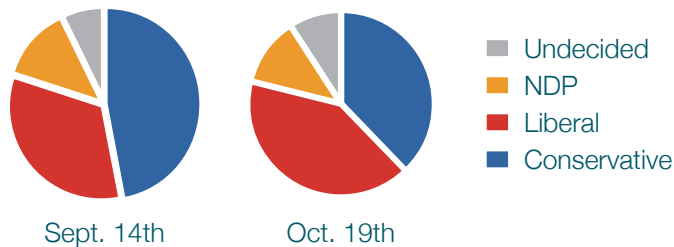
11 out of the 12
most polled ridings
were correctly predicted

PlaceSpeak’s ability to collect verifiable information regarding voter intention across ridings proved to be an effective method for gauging public opinion at a hyper-local level. Amongst the 12 ridings with the most poll respondents, PlaceSpeak’s poll correctly predicted the winner in 11 ridings.

Sample Riding Results

Delta

Historically a Conservative stronghold, the electoral district of Delta was re-established for the 2015 Federal Election with new boundaries that overlapped with the District Municipality of Delta. At the start of the election campaign, it seemed almost certain that incumbent Conservative cabinet minister Kerry Lynne Findlay would keep her seat. PlaceSpeak’s poll accurately predicted Liberal candidate Carla Qualtrough’s victory.



Vancouver Granville

Vancouver Granville is incredibly diverse, encompassing the affluent Shaughnessy neighbourhood, and extends east as far as Main or Cambie. Probably one of the closest races in the election, polls saw Mira Oreck (NDP) and Jody Wilson-Raybould (Liberal) neck-and-neck for most of the campaign. As the Liberals started to pull ahead at the end of the campaign, PlaceSpeak’s poll accurately predicted Wilson-Raybould’s victory.

