Innovative Research Group, Inc.

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Toronto :: Vancouver

2015 Election Polling Wave 3:
Spotlight Syria Deck

Methodology

Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 4th to September 10th, 2015. In the following slides we will refer to data from this poll as "Wave 3 (September)".

- This online survey of 2,121 Canadians was conducted using both INNOVATIVE's Canada 20/20 national panel (n=1,496) and additional sample provided by Survey Sampling International (n=624).

- Tracking is drawn from two previous waves of online polling: "Wave 1 (July)" from July 24th-30th, 2015, n=2833; and "Wave 2 (August) from August 24th to August 31st, 2015, n=3,631.

- 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.

- The sample is then weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data. While the first two waves of tracking applied a party ID weight based on our most recent telephone data, no such data was available for this wave. Only our standard demographic weights are applied.

- Because the sample included oversamples in some smaller provinces, the final weighted sample size is N=1,500.

- 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 online surveys are not random probability based samples, 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.*

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Regions: 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=2,121
Weighted n=1,500

British Columbia
Unweighted n=395
Weighted n=202

Prairies
Unweighted n=123
Weighted n=98

Quebec
Unweighted n=358
Weighted n=359

Alberta
Unweighted n=261
Weighted n=161

Atlantic
Unweighted n=130
Weighted n=107

Ontario
Unweighted n=854
Weighted n=573

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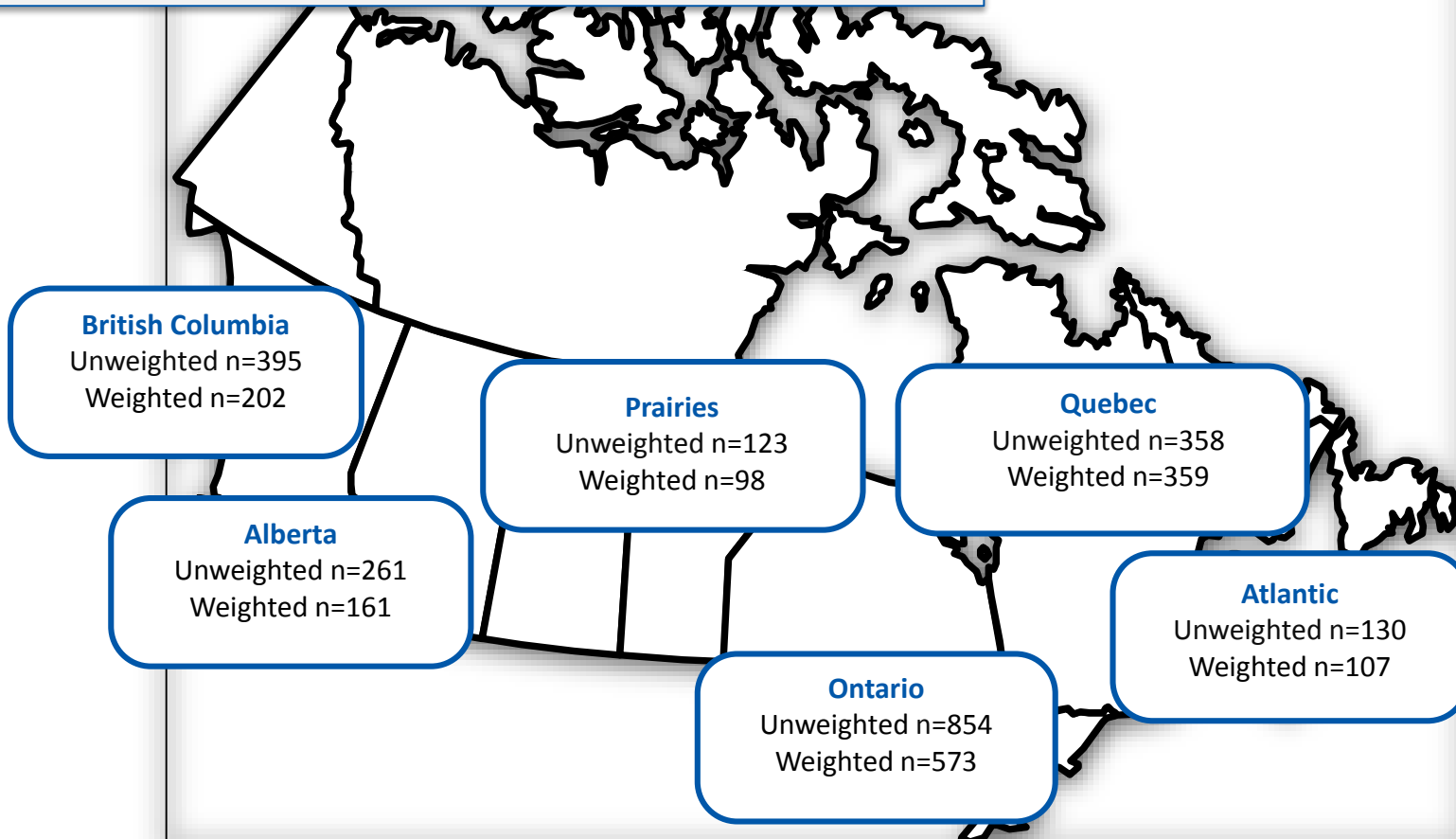
Weights: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	395	261	123	854	358	130
Weighted (n-size)	202	161	98	573	359	107

Age	18-34	35-44	55+
Unweighted (n-size)	393	549	1179
Weighted (n-size)	418	555	527

Gender	Men	Women
Unweighted (n-size)	1057	1064
Weighted (n-size)	727	773

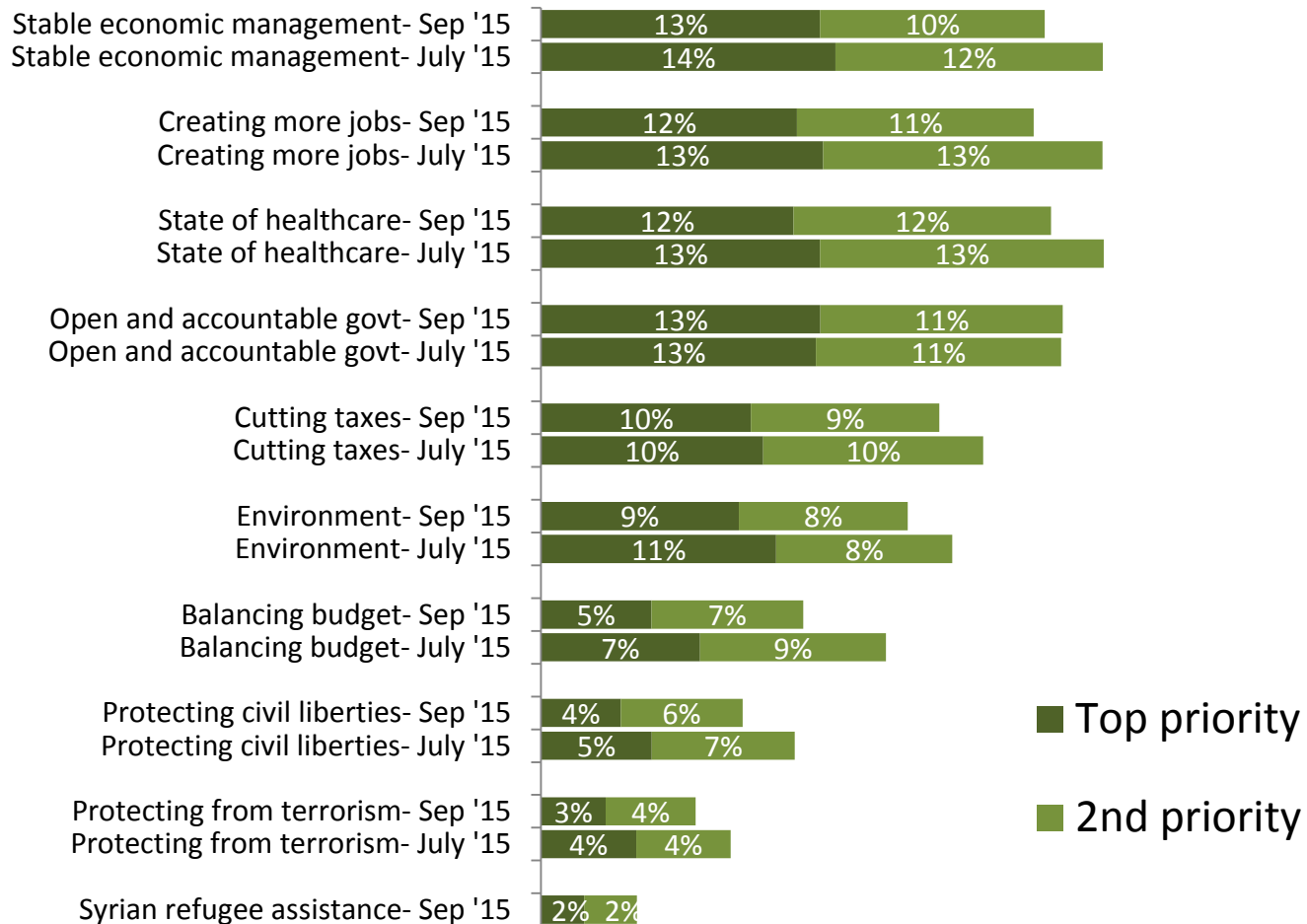# Spotlight: Syrian Refugee Crisis

Economy, jobs, healthcare and accountable government remain top priorities, 4% say refugees

Q Below are some issues that have been in the news recently in Canada. Please indicate which of these issues is most important, the one you would most like to see the federal political parties and leaders address in the upcoming election campaign…And what is the second-most/third-most important issue that you would like to see the federal political parties and leaders address in the upcoming election campaign?

Issue	Top priority	2nd priority
Stable economic management- Sep '15	13%	10%
Stable economic management- July '15	14%	12%
Creating more jobs- Sep '15	12%	11%
Creating more jobs- July '15	13%	13%
State of healthcare- Sep '15	12%	12%
State of healthcare- July '15	13%	13%
Open and accountable govt- Sep '15	13%	11%
Open and accountable govt- July '15	13%	11%
Cutting taxes- Sep '15	10%	9%
Cutting taxes- July '15	10%	10%
Environment- Sep '15	9%	8%
Environment- July '15	11%	8%
Balancing budget- Sep '15	5%	7%
Balancing budget- July '15	7%	9%
Protecting civil liberties- Sep '15	4%	6%
Protecting civil liberties- July '15	5%	7%
Protecting from terrorism- Sep '15	3%	4%
Protecting from terrorism- July '15	4%	4%
Syrian refugee assistance- Sep '15	2%	2%

■ Top priority
■ 2nd priority

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Spotlight on Syria: TfC CPC, NDP identifiers slightly more likely to identify Syria as their top issue
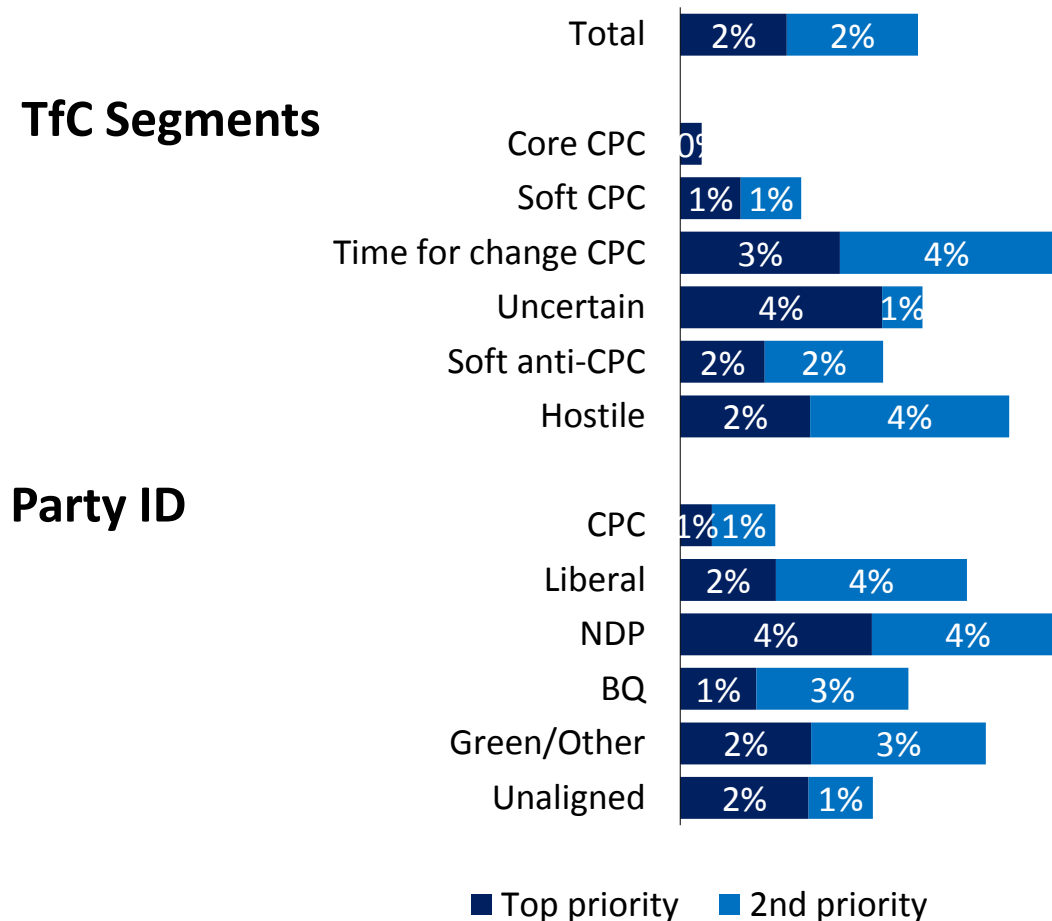
Q Below are some issues that have been in the news recently in Canada. Please indicate which of these issues is most important, the one you would most like to see the federal political parties and leaders address in the upcoming election campaign...And what is the second-most/third-most important issue that you would like to see the federal political parties and leaders address in the upcoming election campaign? **Syrian refugee assistance**

TfC Segments

Segment	Top priority	2nd priority
Total	2%	2%
Core CPC	0%	
Soft CPC	1%	1%
Time for change CPC	3%	4%
Uncertain	4%	1%
Soft anti-CPC	2%	2%
Hostile	2%	4%

Party ID

Party	Top priority	2nd priority
CPC	1%	1%
Liberal	2%	4%
NDP	4%	4%
BQ	1%	3%
Green/Other	2%	3%
Unaligned	2%	1%

■ Top priority ■ 2nd priority

Two-thirds are following refugee story closely, which is having a neutral to negative impact on CPC vote intent

Q How closely have you been following the story of refugees leaving Syria and seeking asylum in other countries, including Canada?
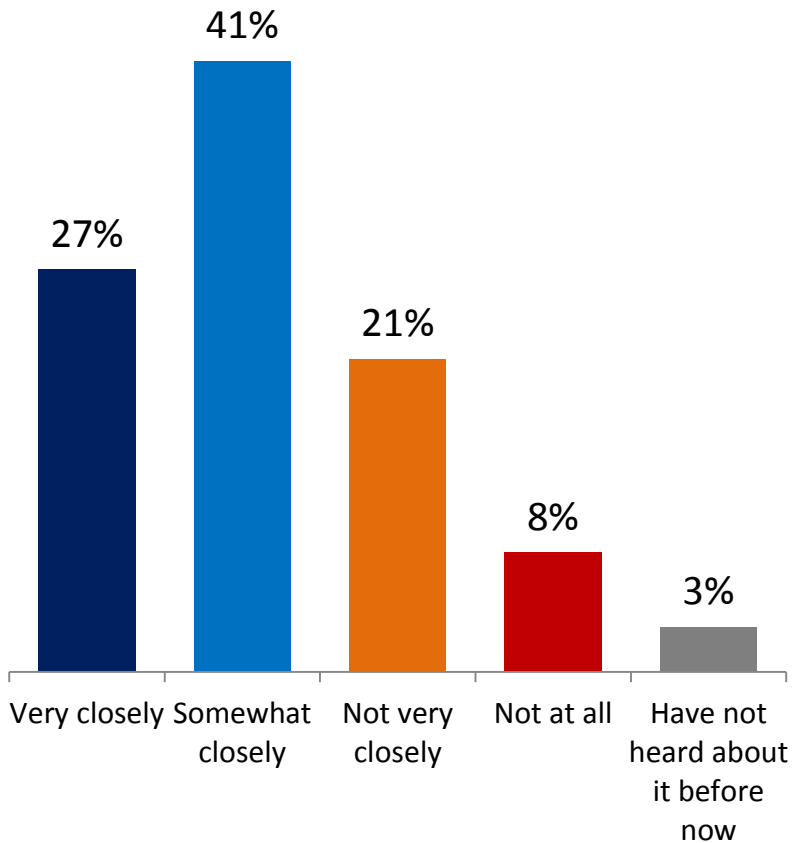
Q Has what you have read, seen or heard about refugees leaving Syria and seeking asylum in Canada left you feeling more or less likely to vote for Stephen Harper and the Conservative Party?
[Only those who have been following, n=1,337]

Left chart (How closely following):
- Very closely: 27%
- Somewhat closely: 41%
- Not very closely: 21%
- Not at all: 8%
- Have not heard about it before now: 3%

Right chart (Impact on vote intent):
- Much more likely to vote Conservative: 9%
- Somewhat more likely to vote Conservative: 7%

More likely CPC: 16%

- Made no difference: 41%
- Somewhat less likely to vote Conservative: 9%
- Much less likely to vote Conservative: 29%

Less likely CPC: 38%

- Don't Know: 5%

Canadians uncertain on validity of story about refugee application, many hostiles and TfC Tories think it is true

Q Some news story suggested that the family of the child who died trying to cross the Mediterranean had applied for refugee status in Canada but was refused by the government.   From what you have read, seen or heard, do you think the story that the family of the child who died trying to cross the Mediterranean had applied for refugee status in Canada but was refused by the government is definitely true, probably true, probably false, definitely false or do you have a firm view one way or the other?

31% True

34% False

- Definitely true: 8%
- Probably true: 24%
- Probably false: 17%
- Definitely false: 17%
- No firm view in one way or another: 35%

% True

Party ID
- Conservative: 17%
- Liberal: 39%
- NDP: 45%
- Bloc Quebecois: 42%
- Green/Other: 32%
- Unaligned: 23%

Region
- Core CPC: 13%
- Soft CPC: 14%
- Time for change CPC: 44%
- Uncertain: 18%
- Soft anti-CPC: 32%
- Hostile: 41%
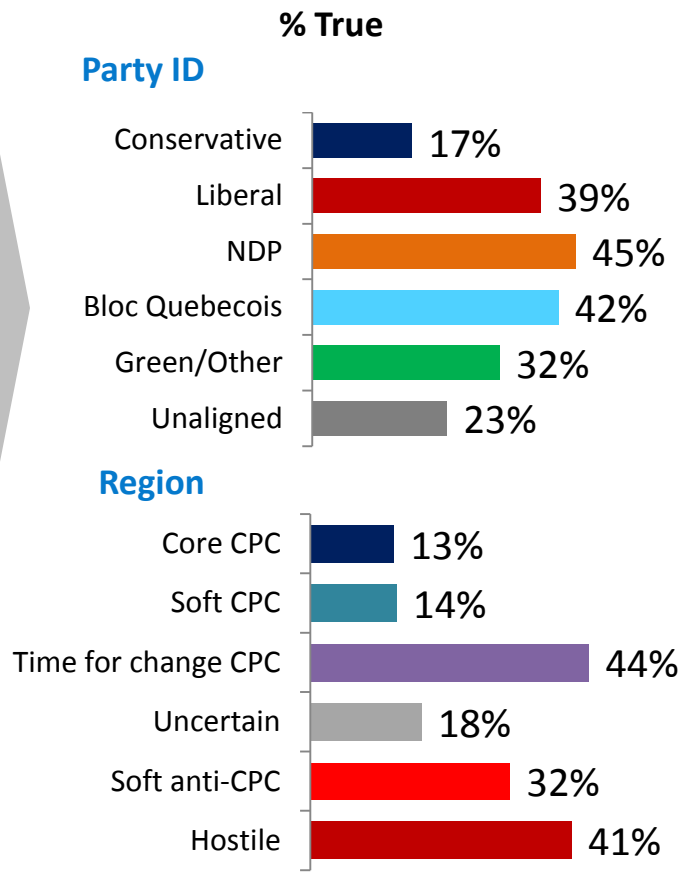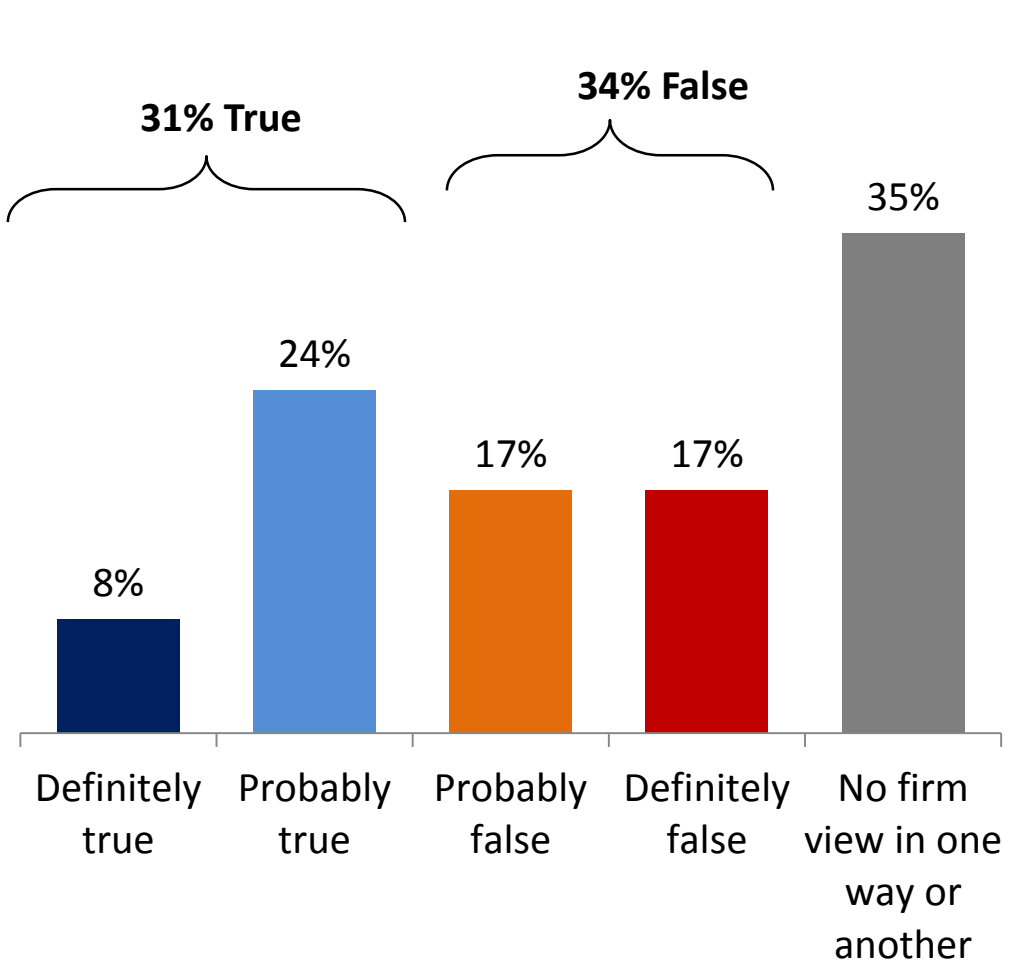
One third feel the Liberals would do a better job of dealing with the issue of Syrian refugees

Q Please tell me which party you think would do a much better job or a somewhat better job of dealing with the issue of Syrian refugees. How about …. ?
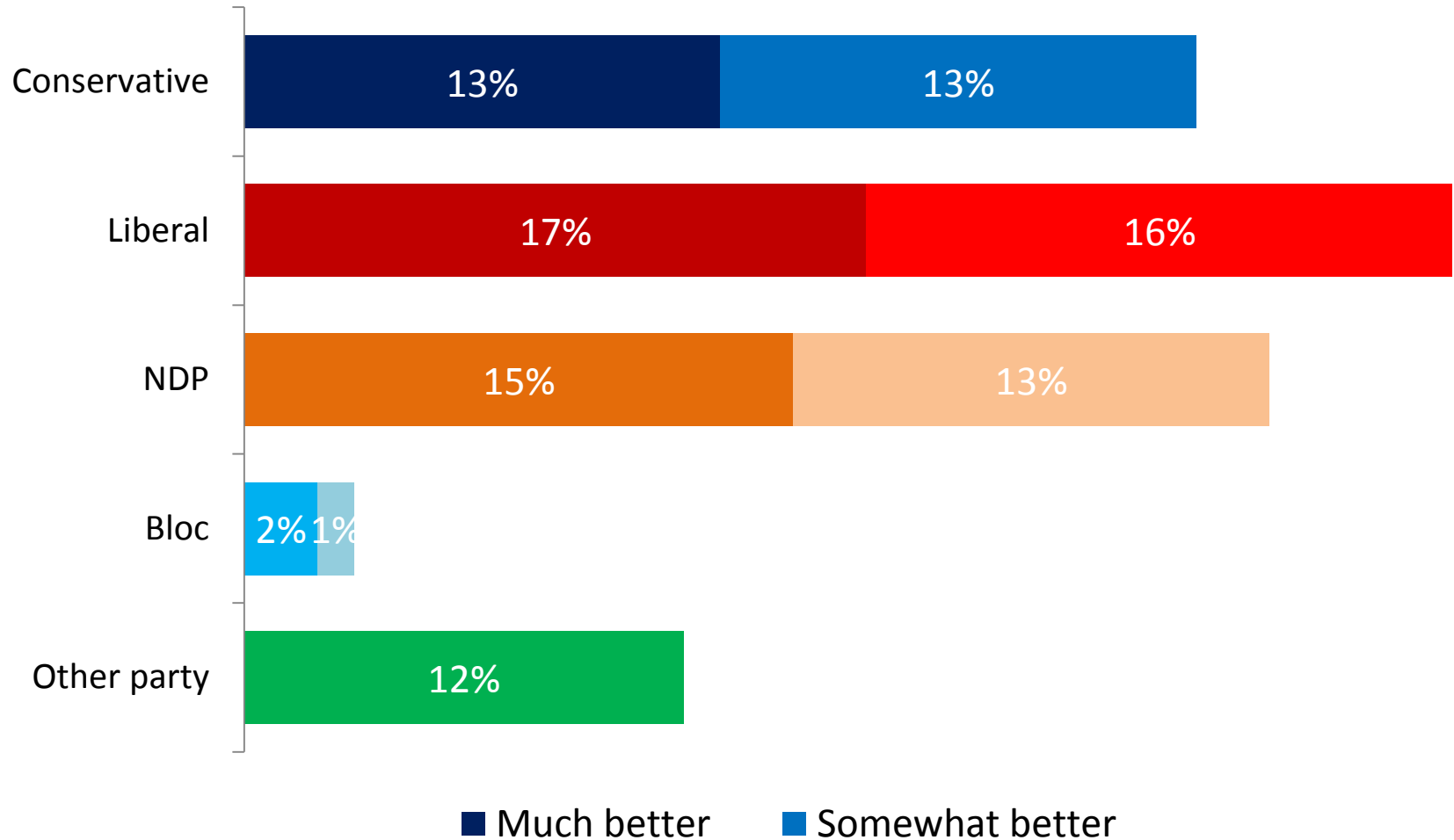
Partisan voters feel their party would do the best job of handling the Syrian refugee issue

Q Please tell me which party you think would do a much better job or a somewhat better job of dealing with the issue of Syrian refugees. How about …. ?

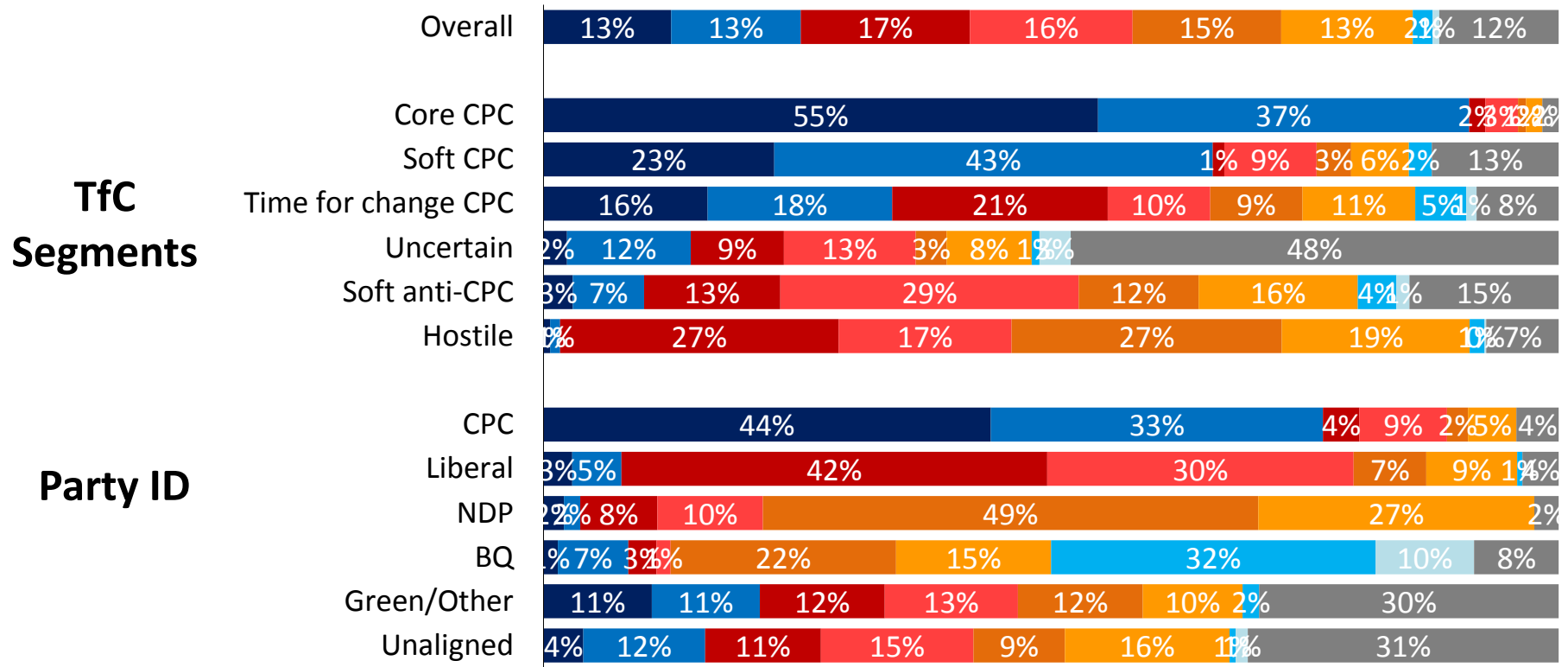|	Conservative much better	Conservative somewhat better	Liberal much better	Liberal somewhat better	NDP much better	NDP somewhat better	Bloc Quebecois much better	Bloc Quebecois somewhat better	Other party
Overall	13%	13%	17%	16%	15%	13%	2%	1%	12%
Core CPC	55%	37%	2%	3%	1%	2%			
Soft CPC	23%	43%	1%	9%	3%	6%	2%		13%
Time for change CPC	16%	18%	21%	10%	9%	11%	5%	1%	8%
Uncertain	2%	12%	9%	13%	3%	8%	1%	2%	48%
Soft anti-CPC	3%	7%	13%	29%	12%	16%	4%	1%	15%
Hostile	0%		27%	17%	27%	19%	1%	1%	7%
CPC	44%	33%	4%	9%	2%	5%			4%
Liberal	3%	5%	42%	30%	7%	9%	1%		4%
NDP	2%	2%	8%	10%	49%	27%			2%
BQ	1%	7%	3%	1%	22%	15%	32%	10%	8%
Green/Other	11%	11%	12%	13%	12%	10%	2%		30%
Unaligned	4%	12%	11%	15%	9%	16%	1%	1%	31%

TfC Segments (Overall, Core CPC, Soft CPC, Time for change CPC, Uncertain, Soft anti-CPC, Hostile)

Party ID (CPC, Liberal, NDP, BQ, Green/Other, Unaligned)

Legend:
- ■ Conservative much better
- ■ Conservative somewhat better
- ■ Liberal much better
- ■ Liberal somewhat better
- ■ NDP much better
- ■ NDP somewhat better
- ■ Bloc Quebecois much better
- ■ Bloc Quebecois somewhat better
- ■ Other party

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Plurality feel Canada is doing less than most other countries when it comes to helping Syrian refugees

Q From what you have read, seen or heard, when it comes to helping Syrian refugees, do you think Canada is doing:

TfC Segments

Segment	More than most	About the same	Less than most	Don't know
Core CPC	29%	50%	11%	10%
Soft CPC	15%	50%	19%	16%
Time for change CPC	30%	43%	17%	10%
Uncertain	9%	20%	8%	62%
Soft anti-CPC	14%	34%	37%	15%
Hostile	4%	22%	64%	10%

Party ID

Party	More than most	About the same	Less than most	Don't know
CPC	25%	48%	18%	9%
Liberal	9%	30%	54%	7%
NDP	8%	26%	55%	11%
BQ	8%	35%	37%	20%
Green/Other	17%	28%	42%	13%
Unaligned	8%	25%	30%	37%

Left chart: More than most other countries 13%, About the same as most other countries 32%, Less than most other countries 39%, Don't know 16%

■ More than most ■ About the same ■ Less than most ■ Don't know

Mulcair's withdrawal position most positive among NDP and Green partisans

Q Thomas Mulcair has said that he sees no role for Canada's military in Syria and his government would withdraw the Canadian military forces currently engaged in the conflict. Does that position leave you feeling more or less likely to vote for Thomas Mulcair and the NDP?

Bar chart (left):
- Much more likely to vote NDP: 11%
- Somewhat more likely to vote NDP: 15%
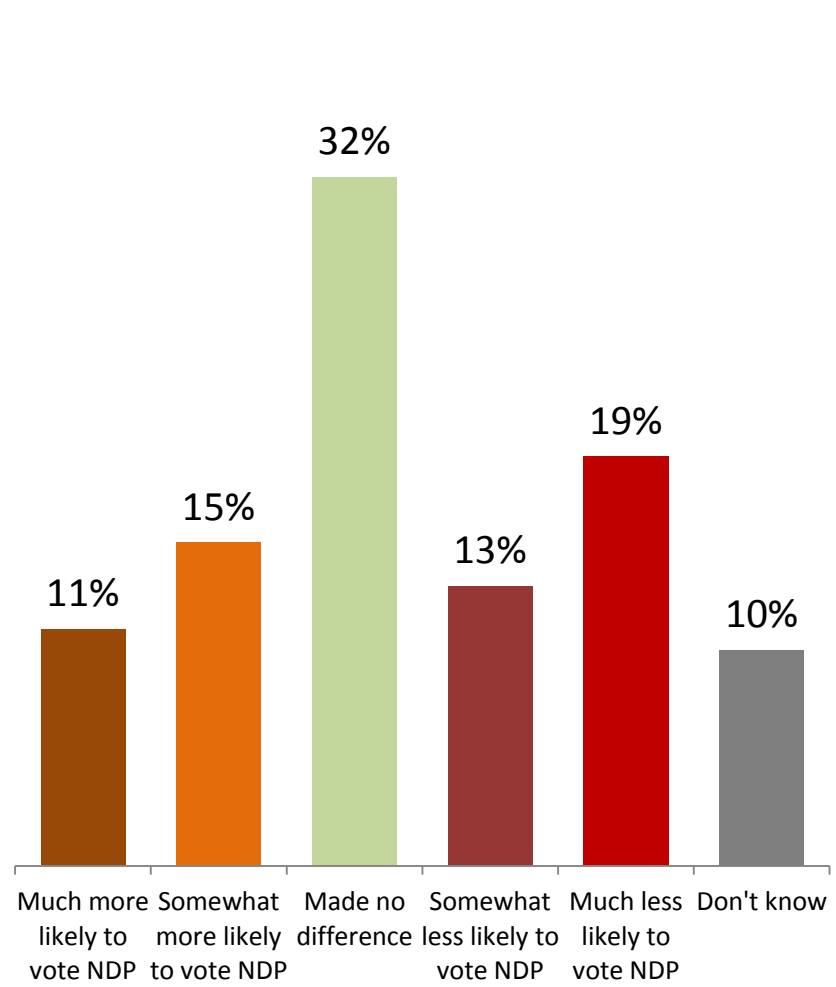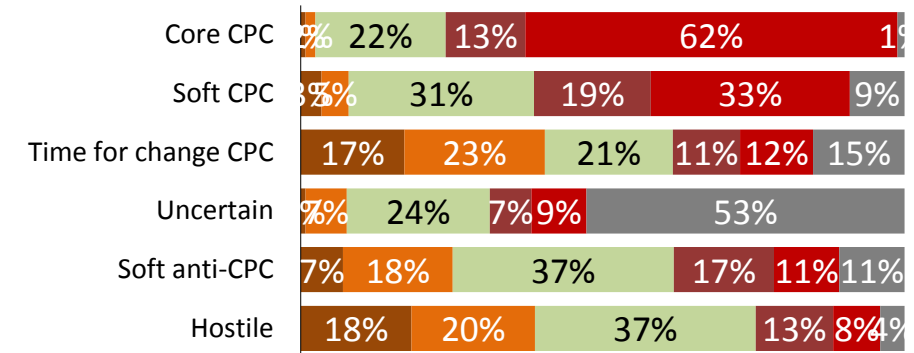- Made no difference: 32%
- Somewhat less likely to vote NDP: 13%
- Much less likely to vote NDP: 19%
- Don't know: 10%

TfC Segments

Segment	Much more NDP	Somewhat more NDP	No difference	Somewhat less NDP	Much less	DK
Core CPC		22%	13%		62%	1%
Soft CPC	8% 3%	31%	19%	33%		9%
Time for change CPC	17%	23%	21%	11%	12%	15%
Uncertain	7%	24%	7%	9%		53%
Soft anti-CPC	7%	18%	37%	17%	11%	11%
Hostile	18%	20%	37%	13%	8%	4%

Party ID

Party						
CPC	3% 6%	25%	15%	49%		2%
Liberal	9%	21%	33%	18%	13%	6%
NDP	28%	22%	37%	8%	2% 3%
BQ	11%	54%	7%	14%	11%
Green/Other	19%	20%	24%	12%	19%	7%
Unaligned	7% 9%	31%	13%	10%	30%

Legend: Much more NDP / Somewhat more NDP / No difference / Somewhat less NDP

Half (51%) support increasing the number of Syrian refugees accepted into Canada

Q Would you support or oppose the following policies when it comes to the issue of Syrian refugees?

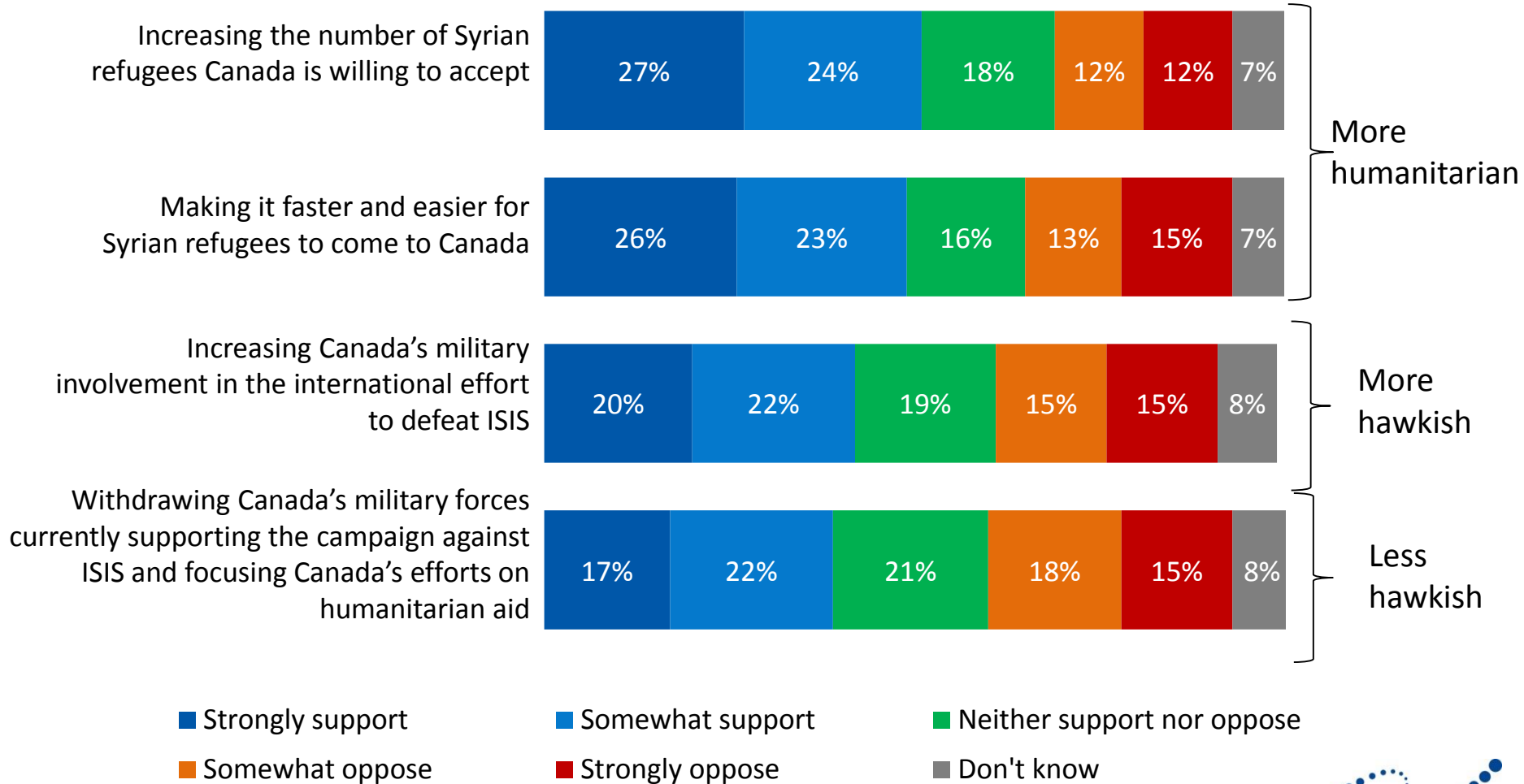| Policy	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Group
Increasing the number of Syrian refugees Canada is willing to accept	27%	24%	18%	12%	12%	7%	More humanitarian
Making it faster and easier for Syrian refugees to come to Canada	26%	23%	16%	13%	15%	7%	More humanitarian
Increasing Canada's military involvement in the international effort to defeat ISIS	20%	22%	19%	15%	15%	8%	More hawkish
Withdrawing Canada's military forces currently supporting the campaign against ISIS and focusing Canada's efforts on humanitarian aid	17%	22%	21%	18%	15%	8%	Less hawkish

Legend:
- ■ Strongly support
- ■ Somewhat support
- ■ Neither support nor oppose
- ■ Somewhat oppose
- ■ Strongly oppose
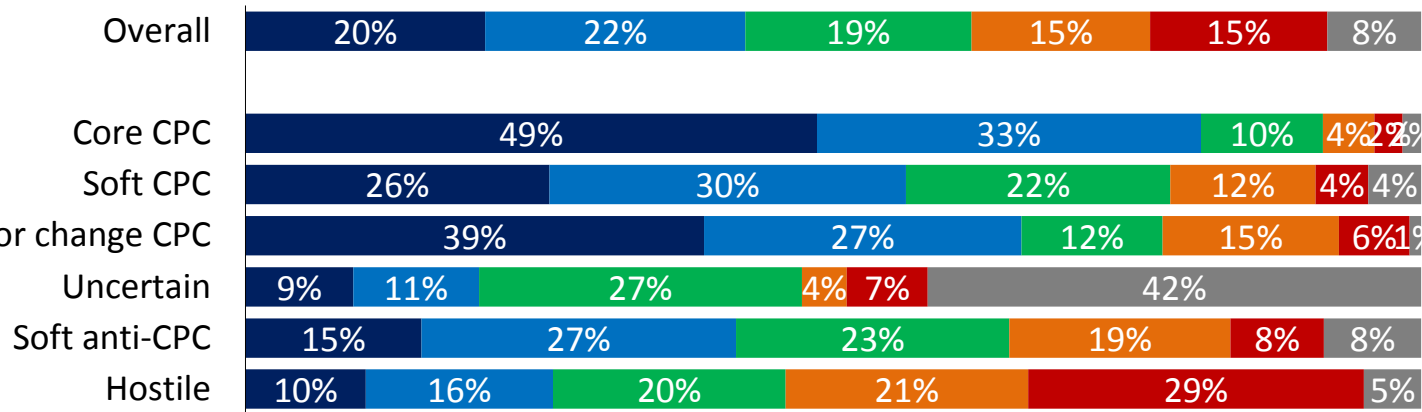- ■ Don't know

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Many Time-for-change Tories want to see more military involvement against ISIS (66% agree)
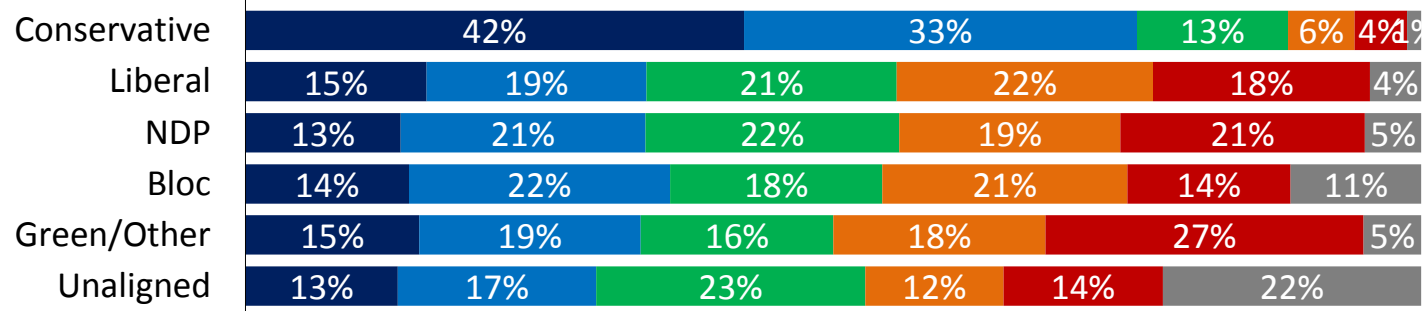
Q Would you support or oppose the following policies when it comes to the issue of Syrian refugees?
Increasing Canada's military involvement in the international effort to defeat ISIS.

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Overall	20%	22%	19%	15%	15%	8%
TfC Segments						
Core CPC	49%	33%	10%	4%	2%	2%
Soft CPC	26%	30%	22%	12%	4%	4%
Time for change CPC	39%	27%	12%	15%	6%	1%
Uncertain	9%	11%	27%	4%	7%	42%
Soft anti-CPC	15%	27%	23%	19%	8%	8%
Hostile	10%	16%	20%	21%	29%	5%
Party ID						
Conservative	42%	33%	13%	6%	4%	1%
Liberal	15%	19%	21%	22%	18%	4%
NDP	13%	21%	22%	19%	21%	5%
Bloc	14%	22%	18%	21%	14%	11%
Green/Other	15%	19%	16%	18%	27%	5%
Unaligned	13%	17%	23%	12%	14%	22%

Legend:
- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose
- Don't know

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Canadians undecided on whether military forces should withdraw from ISIS campaign in favour of humanitarian aid
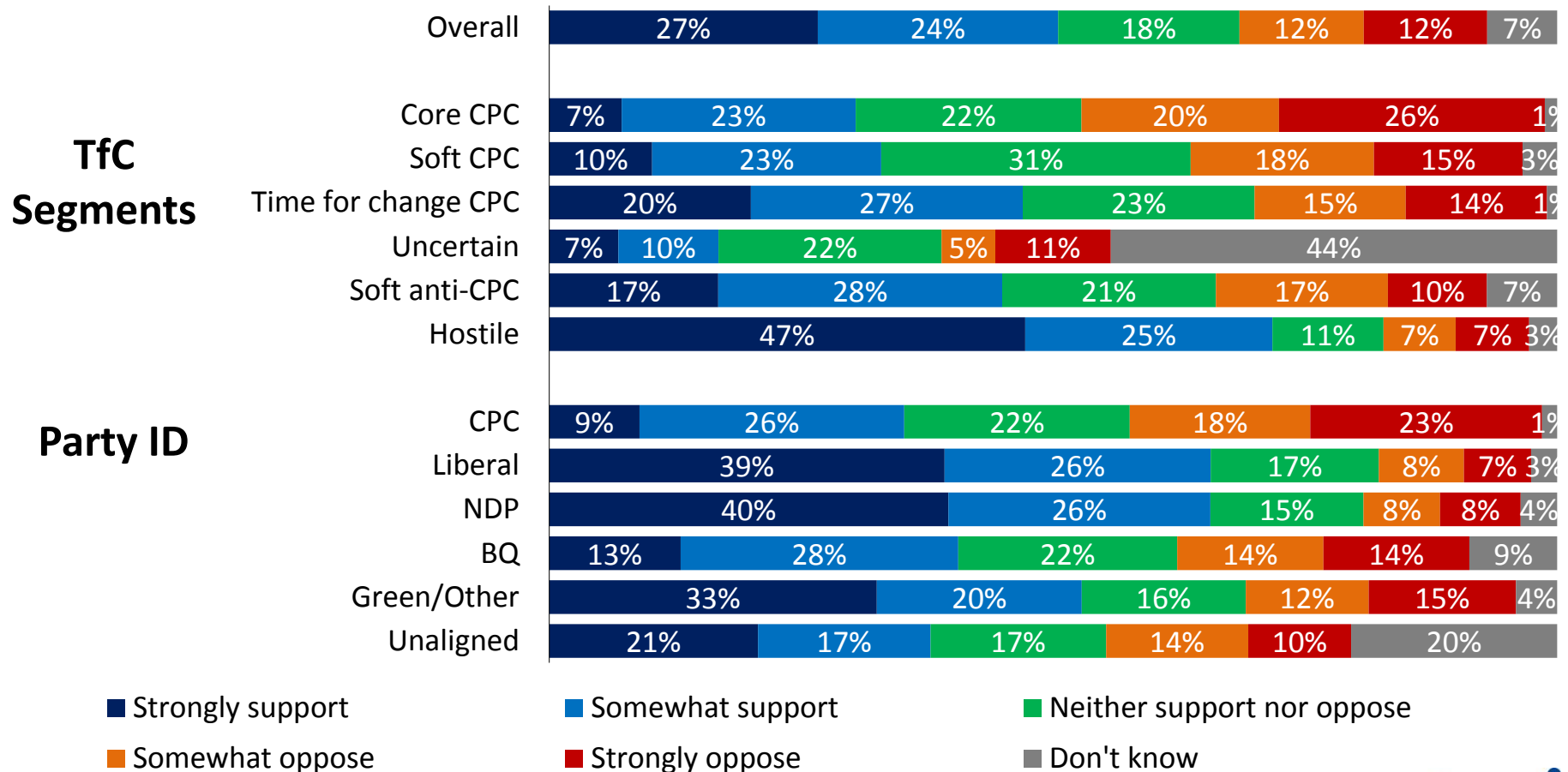
Q Would you support or oppose the following policies when it comes to the issue of Syrian refugees? **Withdrawing Canada's military forces currently supporting the campaign against ISIS and focusing Canada's efforts on humanitarian aid.**

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Overall	17%	22%	21%	18%	15%	8%
TfC Segments						
Core CPC	2%	11%	14%	24%	49%	2%
Soft CPC	5%	15%	23%	28%	25%	5%
Time for change CPC	34%	27%	22%	8%	7%	1%
Uncertain	7%	11%	26%	9%	4%	44%
Soft anti-CPC	9%	27%	27%	21%	9%	7%
Hostile	29%	26%	19%	15%	6%	4%
Party ID						
CPC	7%	13%	16%	23%	39%	2%
Liberal	20%	29%	24%	17%	8%	3%
NDP	27%	25%	19%	18%	7%	4%
BQ	15%	25%	20%	24%	6%	10%
Green/Other	25%	25%	16%	18%	11%	6%
Unaligned	15%	17%	26%	12%	9%	21%

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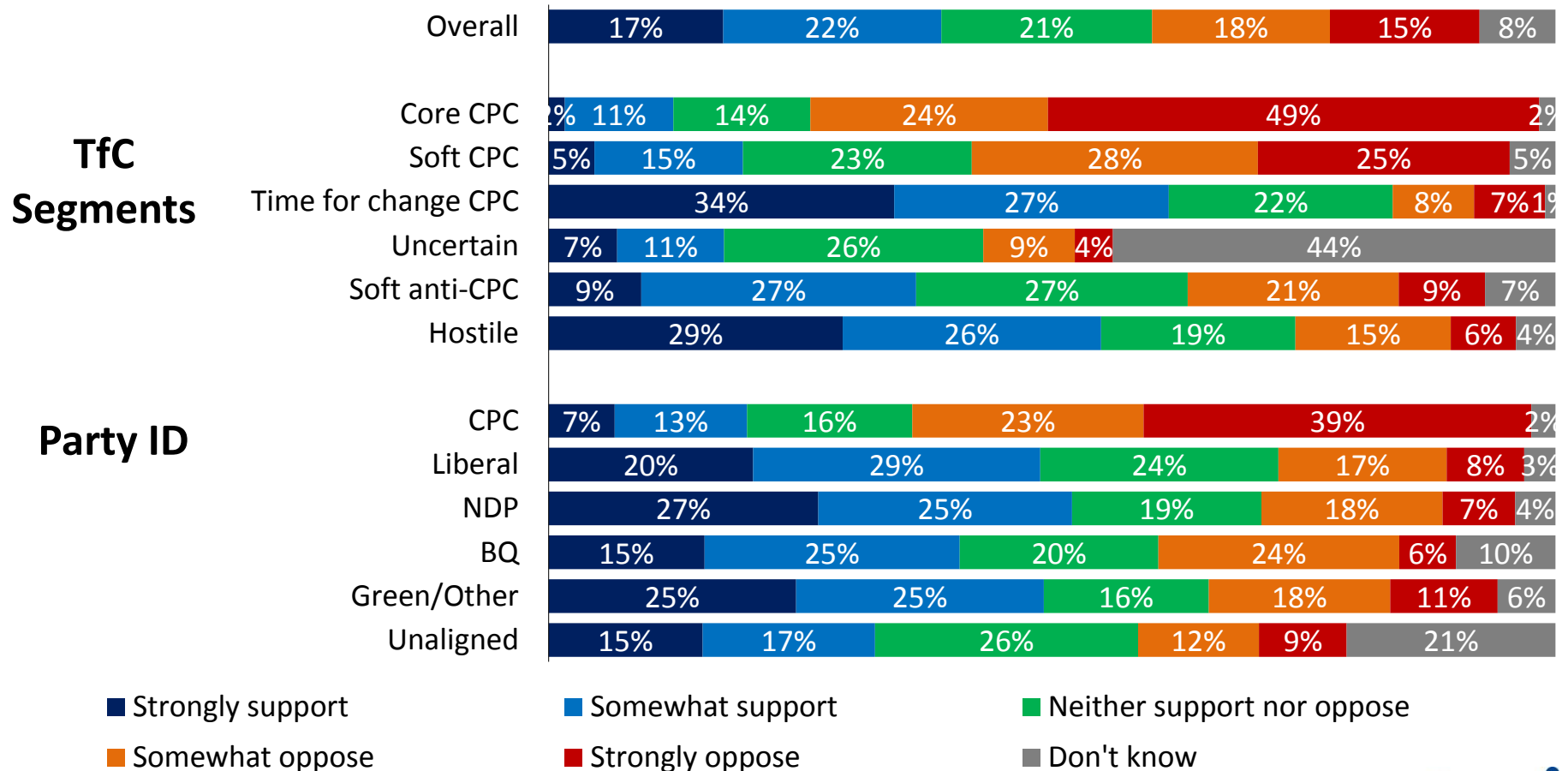
Slim majority (51%) support increasing number of Syrian refugees accepted into Canada – highest among Libs & NDP
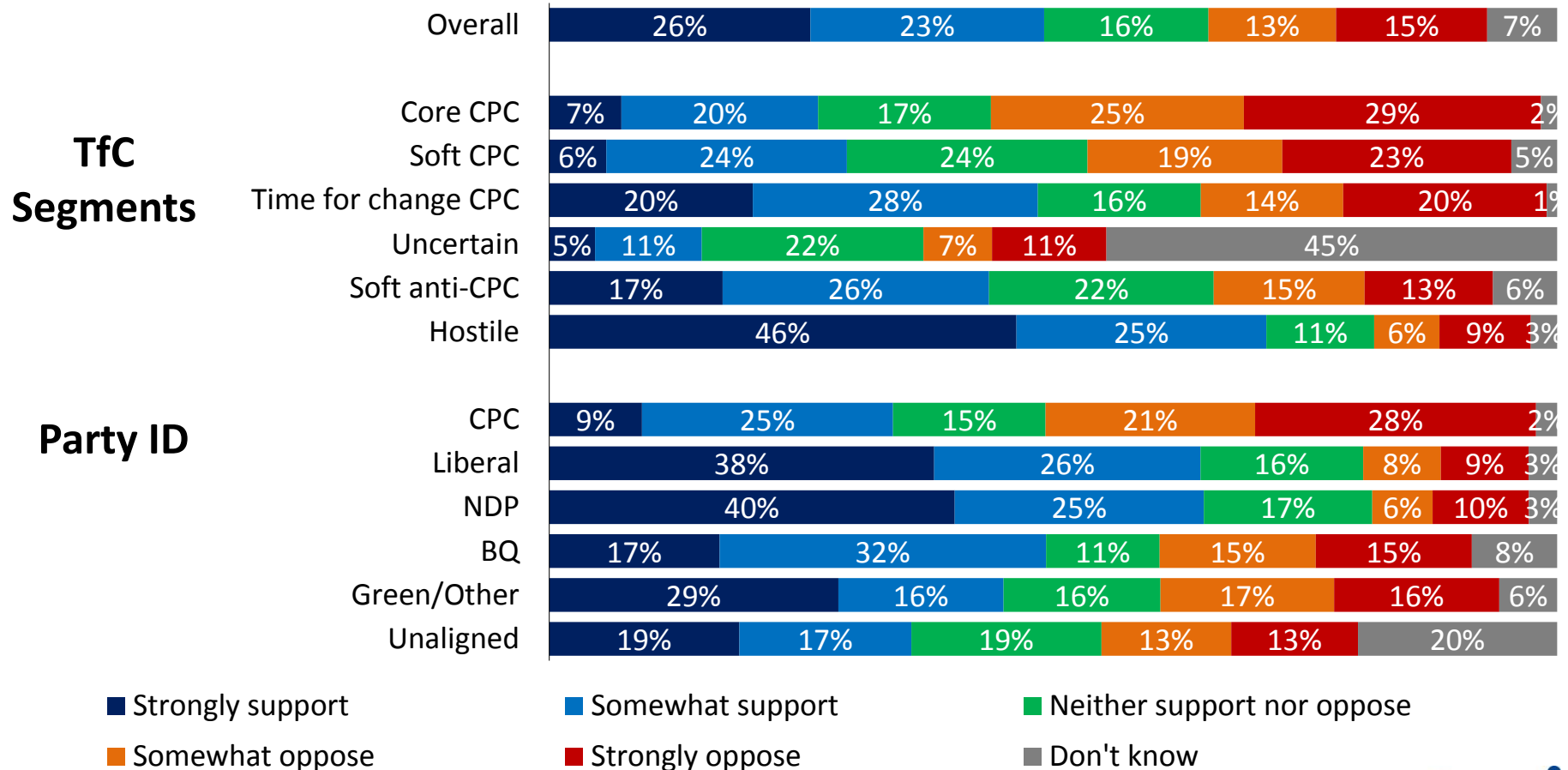
Q Would you support or oppose the following policies when it comes to the issue of Syrian refugees?
Increasing the number of Syrian refugees Canada is willing to accept.
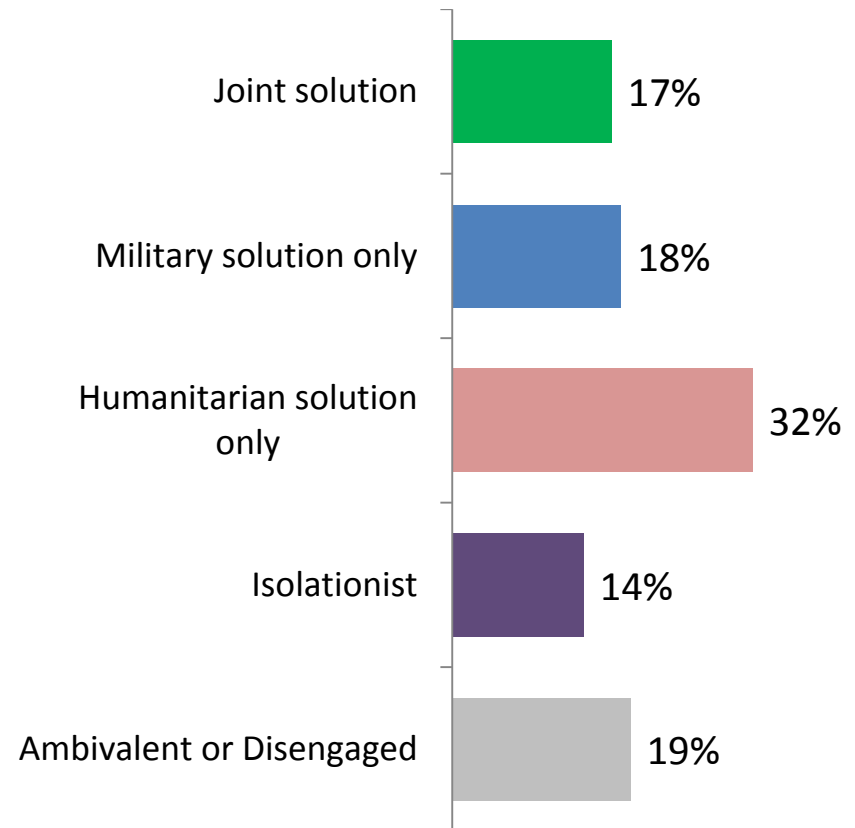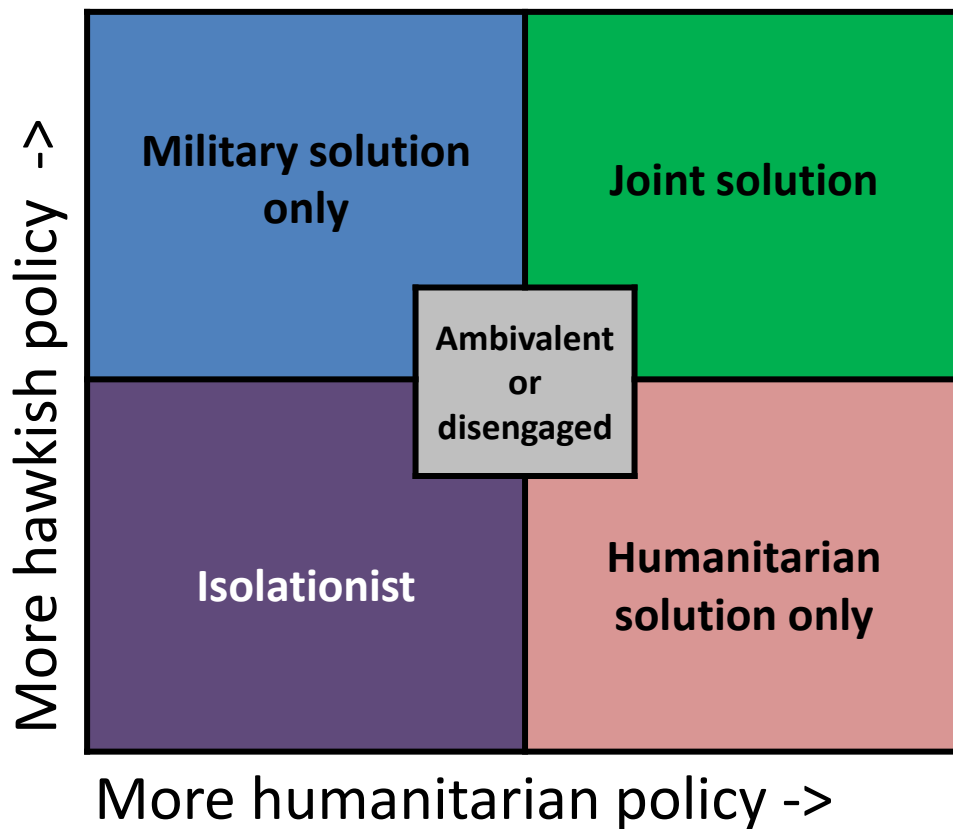
	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Overall	27%	24%	18%	12%	12%	7%
TfC Segments						
Core CPC	7%	23%	22%	20%	26%	1%
Soft CPC	10%	23%	31%	18%	15%	3%
Time for change CPC	20%	27%	23%	15%	14%	1%
Uncertain	7%	10%	22%	5%	11%	44%
Soft anti-CPC	17%	28%	21%	17%	10%	7%
Hostile	47%	25%	11%	7%	7%	3%
Party ID						
CPC	9%	26%	22%	18%	23%	1%
Liberal	39%	26%	17%	8%	7%	3%
NDP	40%	26%	15%	8%	8%	4%
BQ	13%	28%	22%	14%	14%	9%
Green/Other	33%	20%	16%	12%	15%	4%
Unaligned	21%	17%	17%	14%	10%	20%

■ Strongly support ■ Somewhat support ■ Neither support nor oppose
■ Somewhat oppose ■ Strongly oppose ■ Don't know

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Almost half (49%) support making it faster and easier for Syrian refugees to come to Canada, especially Libs and NDP

Q Would you support or oppose the following policies when it comes to the issue of Syrian refugees?
Making it faster and easier for Syrian refugees to come to Canada.

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Overall	26%	23%	16%	13%	15%	7%
TfC Segments						
Core CPC	7%	20%	17%	25%	29%	2%
Soft CPC	6%	24%	24%	19%	23%	5%
Time for change CPC	20%	28%	16%	14%	20%	1%
Uncertain	5%	11%	22%	7%	11%	45%
Soft anti-CPC	17%	26%	22%	15%	13%	6%
Hostile	46%	25%	11%	6%	9%	3%
Party ID						
CPC	9%	25%	15%	21%	28%	2%
Liberal	38%	26%	16%	8%	9%	3%
NDP	40%	25%	17%	6%	10%	3%
BQ	17%	32%	11%	15%	15%	8%
Green/Other	29%	16%	16%	17%	16%	6%
Unaligned	19%	17%	19%	13%	13%	20%

■ Strongly support   ■ Somewhat support   ■ Neither support nor oppose
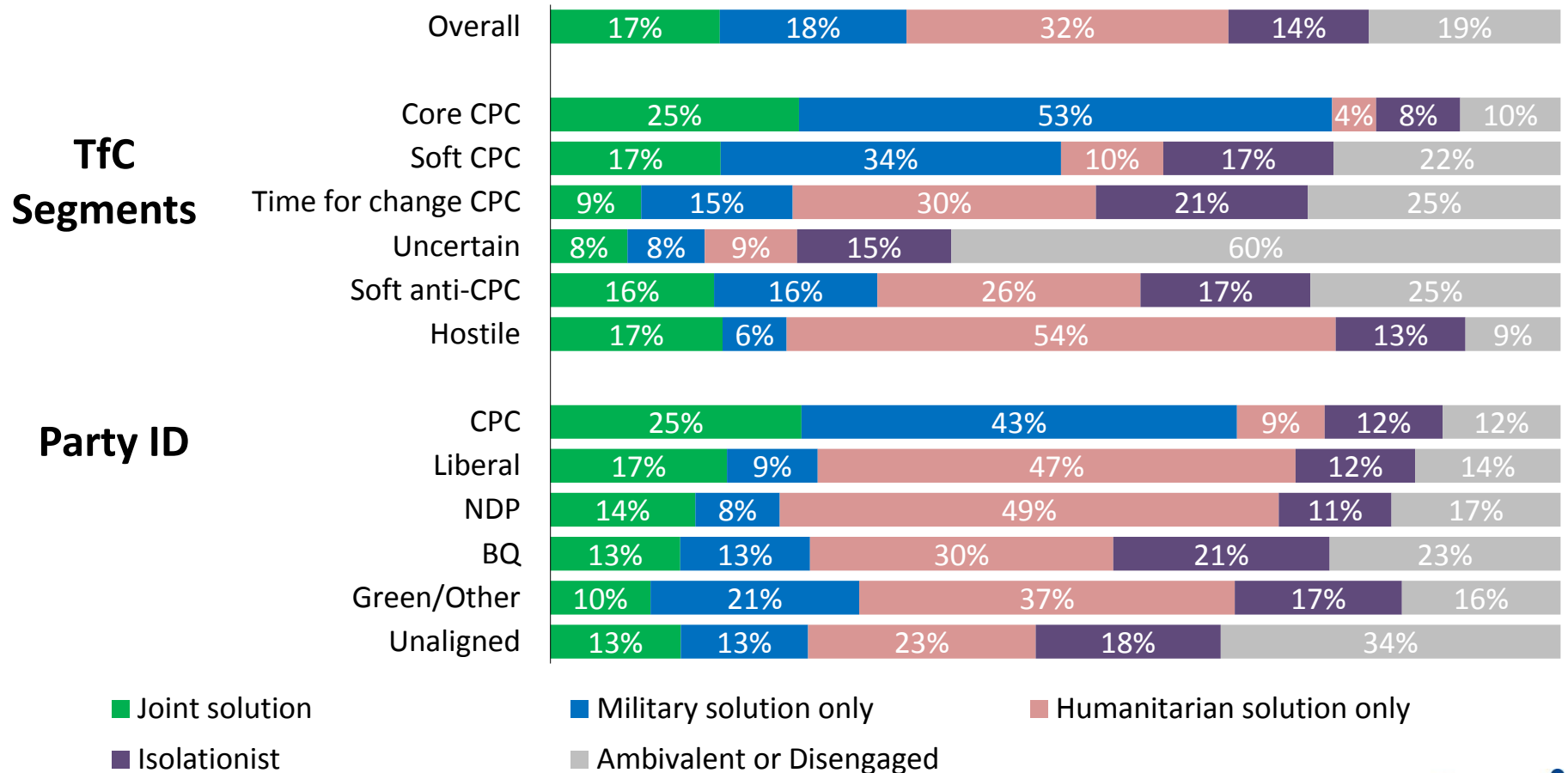■ Somewhat oppose   ■ Strongly oppose   ■ Don't know

Refugee policy segmentation: a plurality want a humanitarian solution only

CPC supporters want joint or military solution, plurality of TfC tories prefer humanitarian solution (30%) [1]

Q Would you support or oppose the following policies when it comes to the issue of Syrian refugees?
Making it faster and easier for Syrian refugees to come to Canada.

	Joint solution	Military solution only	Humanitarian solution only	Isolationist	Ambivalent or Disengaged
Overall	17%	18%	32%	14%	19%
TfC Segments					
Core CPC	25%	53%	4%	8%	10%
Soft CPC	17%	34%	10%	17%	22%
Time for change CPC	9%	15%	30%	21%	25%
Uncertain	8%	8%	9%	15%	60%
Soft anti-CPC	16%	16%	26%	17%	25%
Hostile	17%	6%	54%	13%	9%
Party ID					
CPC	25%	43%	9%	12%	12%
Liberal	17%	9%	47%	12%	14%
NDP	14%	8%	49%	11%	17%
BQ	13%	13%	30%	21%	23%
Green/Other	10%	21%	37%	17%	16%
Unaligned	13%	13%	23%	18%	34%

■ Joint solution   ■ Military solution only   ■ Humanitarian solution only
■ Isolationist   ■ Ambivalent or Disengaged

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Research-based strategic advice.

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