

Innovative Research Group, Inc.

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Toronto :: Vancouver



2015 Election Polling Wave 5: Spotlight Niqab and Free Trade Deck



Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 29th to October 1st, 2015. In the following slides we will refer to data from this poll as “Wave 5 (October)”.
- This online survey of 1,514 Canadians was conducted using sample provided by Survey Sampling International (SSI), a leading provider of online sample. Previous waves have drawn on a combination of SSI and INNOVATIVE’s own Canada 20/20 panel.
- Tracking is drawn from two previous waves of online polling: “Wave 1 (July)” from July 24th-30th, 2015, n=2,833; and “Wave 2 (August)” from August 24th to August 31st, 2015, n=3,631; “Wave 3 (September)” from September 4th-10th, 2015, n=2,121; and “Wave 4 (September 2)” from September 20th-24th, 2015.
- The sample is then weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data.
- To control for a possible attitudinal bias in online sample, when we can we weight online data using party identification from a random telephone poll. Waves, 1, 2, and 4 were weighted in this way. No recent telephone data was available for Wave 3 or the current Wave 5.
- Because the sample included oversamples in Quebec and BC, the final sample is weighted to N=1,000.
- 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.*

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=1,514

Weighted n=1,000

British Columbia

Unweighted n=358

Weighted n=135

Prairies

Unweighted n=72

Weighted n=65

Quebec

Unweighted n=500

Weighted n=239

Alberta

Unweighted n=112

Weighted n=107

Ontario

Unweighted n=398

Weighted n=382

Atlantic

Unweighted n=74

Weighted n=71

Weighting: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	358	112	72	398	500	74
Weighted (n-size)	135	107	65	382	239	71

Age	18-34	35-44	55+
Unweighted (n-size)	399	571	544
Weighted (n-size)	279	370	351

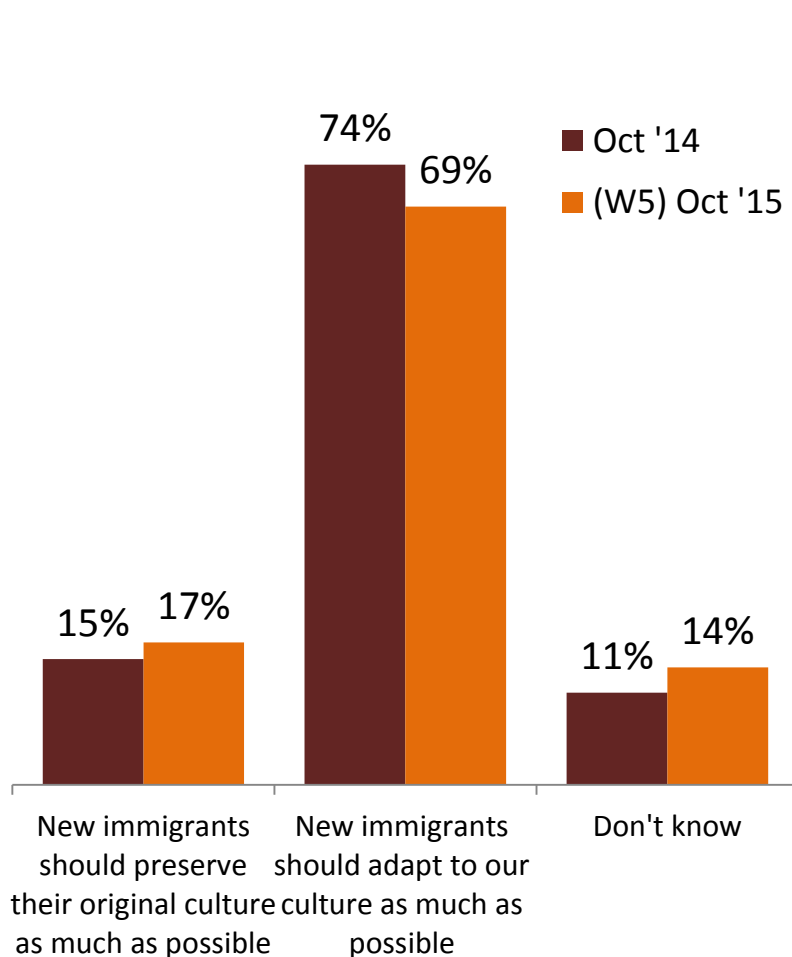
Gender	Men	Women
Unweighted (n-size)	686	828
Weighted (n-size)	485	515

Spotlight: Niqab Issue

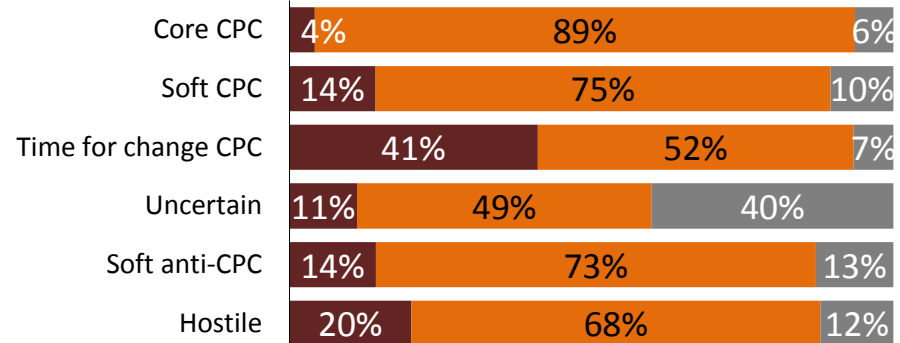
Immigrant Values Question: Tfc Tories, NDP most likely to want immigrants to preserve culture, not assimilate

Q

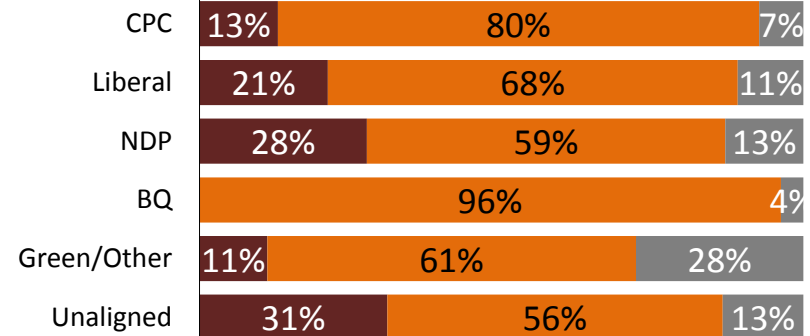
When immigrants come to Canada, which do you feel is better for Canada:



TfC Segments



Party ID



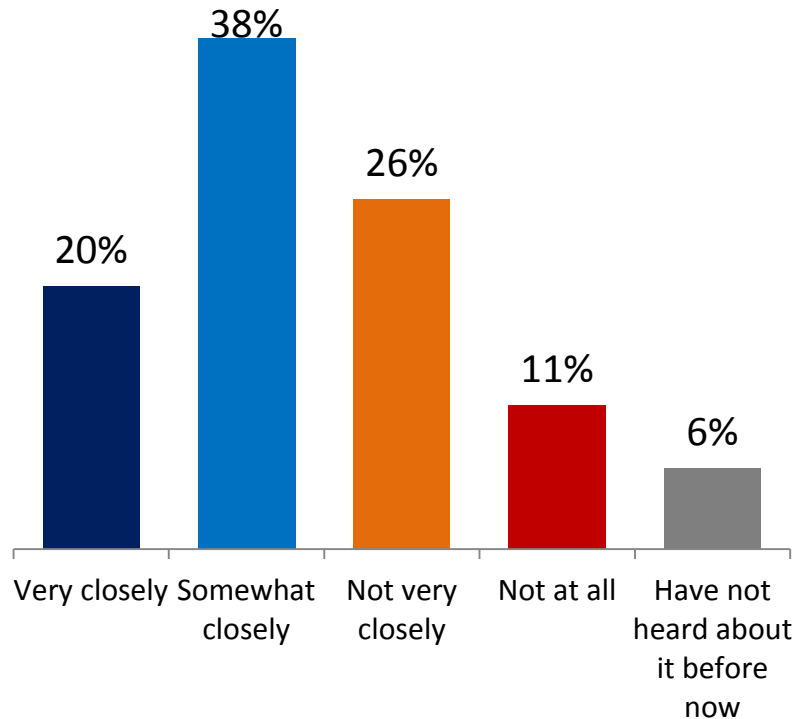
- Immigrants should preserve culture
- Immigrants should adapt to our culture
- Don't know

Engaged and Issue Importance: nearly 6-in-10 following closely; of those, half say it's an important issue for election

8

Q

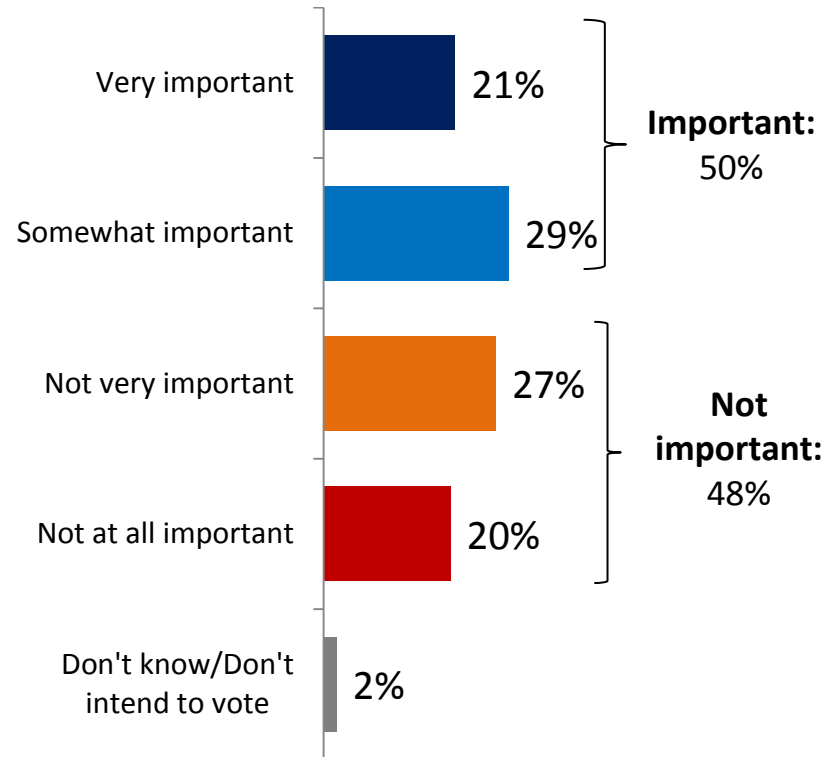
How closely have you been following the debate over whether or not Muslim women should be allowed to swear their citizenship oath while wearing a face covering, often called a Niqab?



Q

When you are deciding how to vote in the upcoming election, how important will this debate over the Niqab be for you?

[Only those who have been following, n=834]



Issue importance breakdown: Niqab issue very important for 1-in3 QC voters, half of BQ identifiers

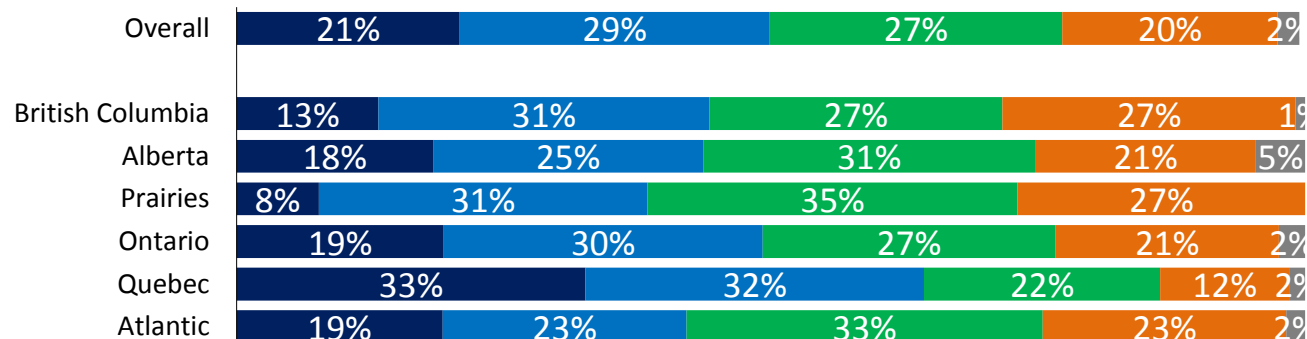
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Q

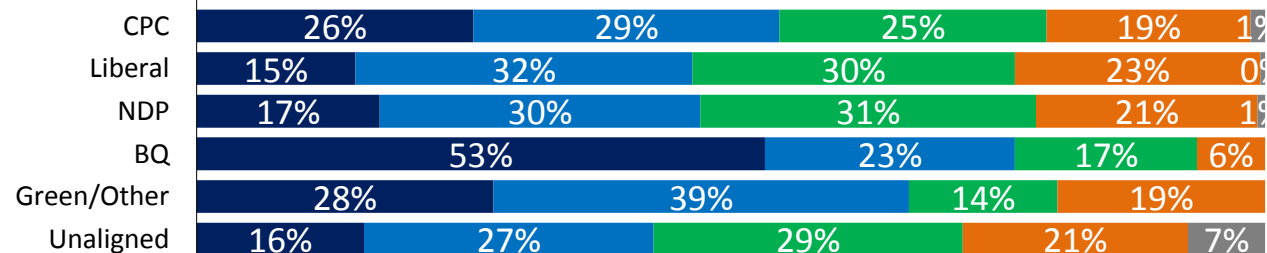
When you are deciding how to vote in the upcoming election, how important will this debate over the Niqab be for you?

[Only those who have been following, n=834]

Region



Party ID



Immigration Values



Very important

Not very important

Don't know/Don't intend to vote

Somewhat important

Not at all important

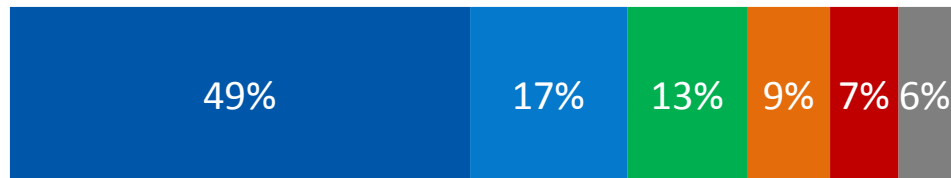
Removing Niqab: strong majority agree it should be removed when swearing citizenship oath and receiving services

Q Do you agree or disagree with the following statements [ROTATED]:

Muslim women who normally wear a Niqab, or any other kind of garment that covers their face, should be required to remove it when swearing a citizenship oath.



Muslim women who normally wear a Niqab, or any other kind of garment that covers their face, should be required to remove it when they are receiving any sort of government service.



■ Strongly agree

■ Somewhat agree

■ Neither agree nor disagree

■ Somewhat disagree

■ Strongly disagree

■ Don't know

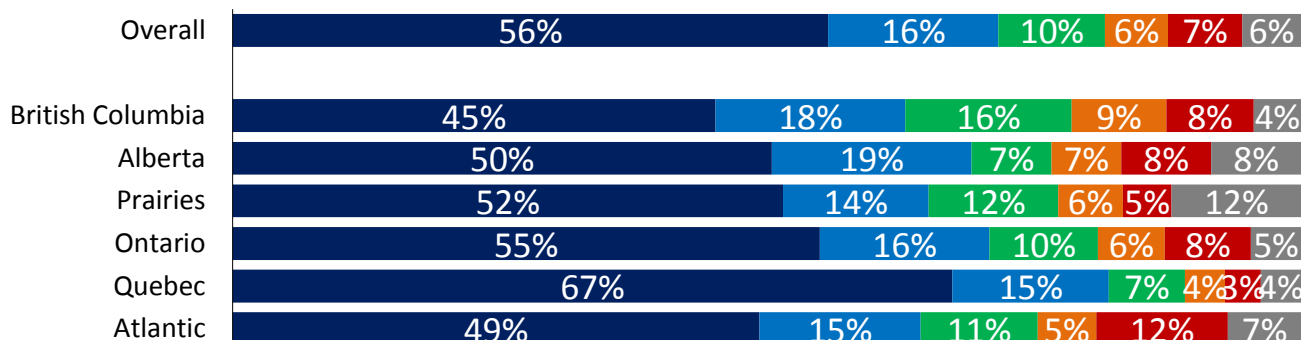
Removing the Niqab for citizenship oath: strongest agreement in Quebec, and among BQ supporters

11

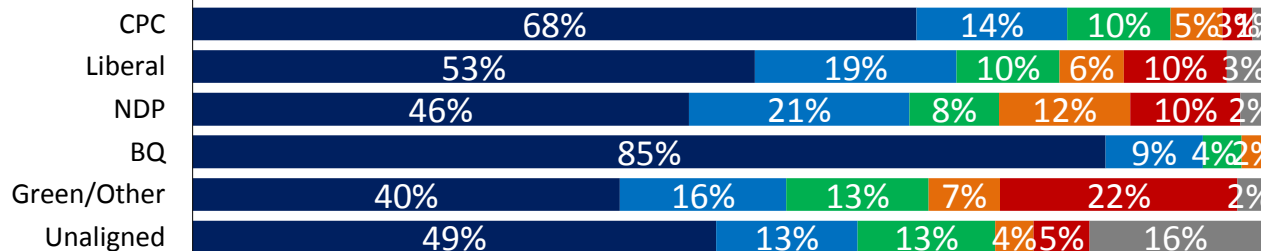


Do you agree or disagree with the following statements [ROTATED]: Muslim women who normally wear a Niqab, or any other kind of garment that covers their face, should be required to remove it when **swearing a citizenship oath**.

Region



Party ID



Immigration Values



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

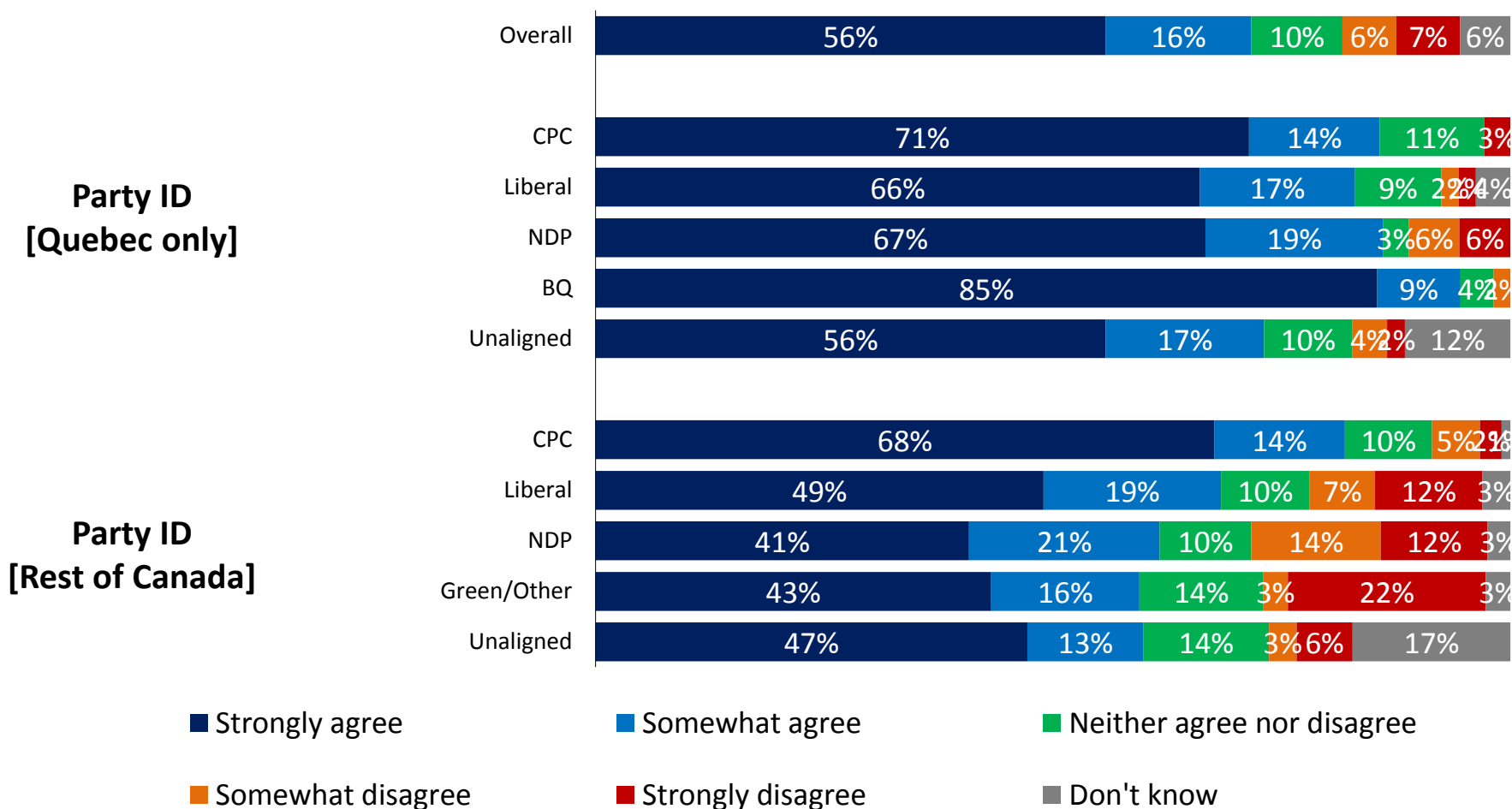
Strongly disagree

Don't know

Removing the Niqab for citizenship oath: Quebec NDP-ers ¹² much more likely to agree than Rest of Canada NDP-ers



Do you agree or disagree with the following statements [ROTATED]: Muslim women who normally wear a Niqab, or any other kind of garment that covers their face, should be required to remove it when **swearing a citizenship oath**.

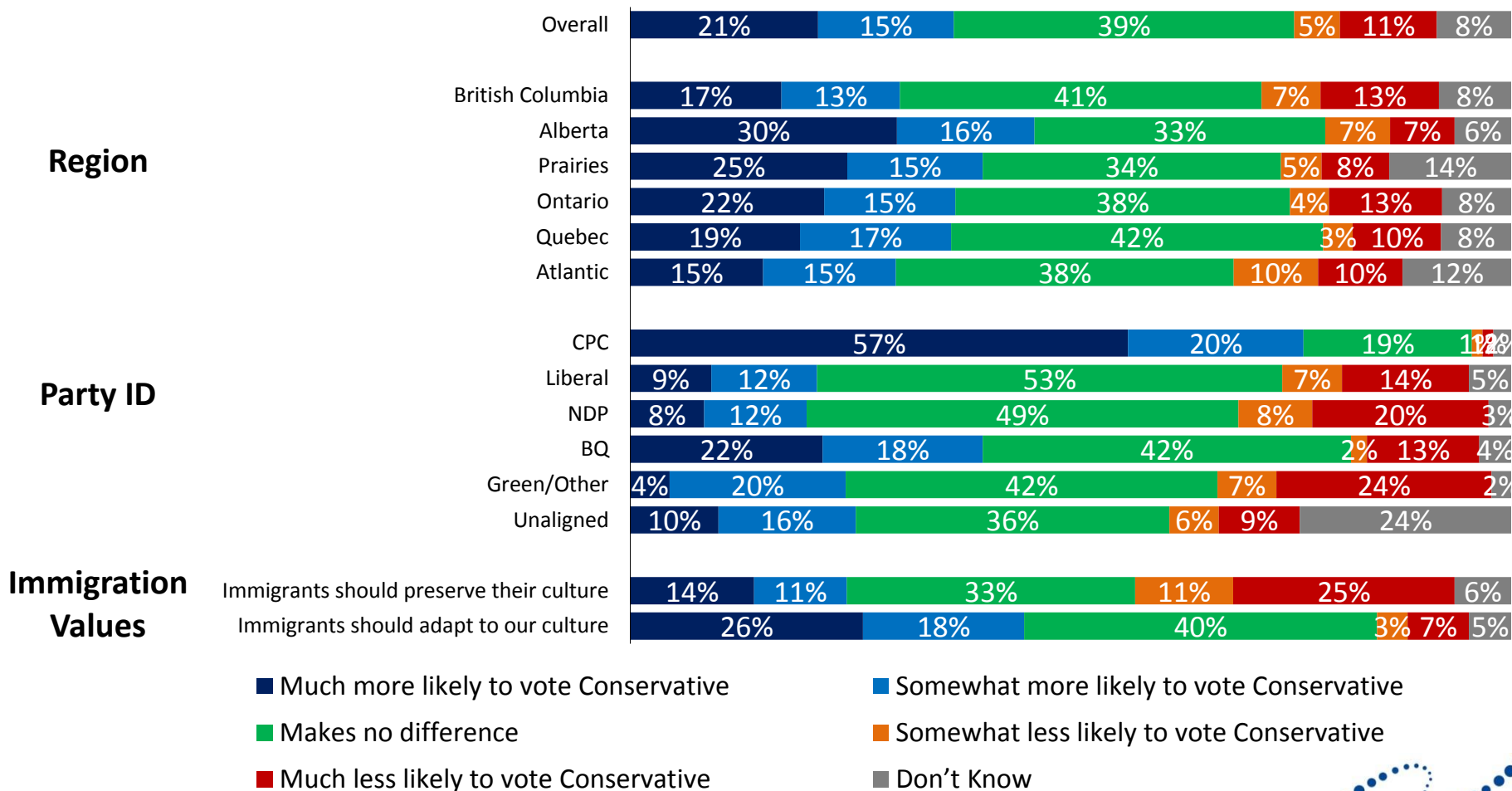


Note: Green/Other in Quebec not shown due to small sample size (n=7).

Harper on Niqab: plurality say it makes no difference, but more say more likely than say less likely to vote CPC

Q

Recently a federal court ruled that under the current regulations, the government cannot require women to unveil before taking a citizenship oath. Stephen Harper has said his government will appeal this ruling because he believes “it is offensive that someone would hide their identity at the very moment where they are committing to join the Canadian family”. Does this leave you feeling more or less likely to vote for Stephen Harper and the Conservative party?



Mulcair on Niqab: plurality say it makes no difference, but more say less likely to vote NDP, esp. in QC and AB

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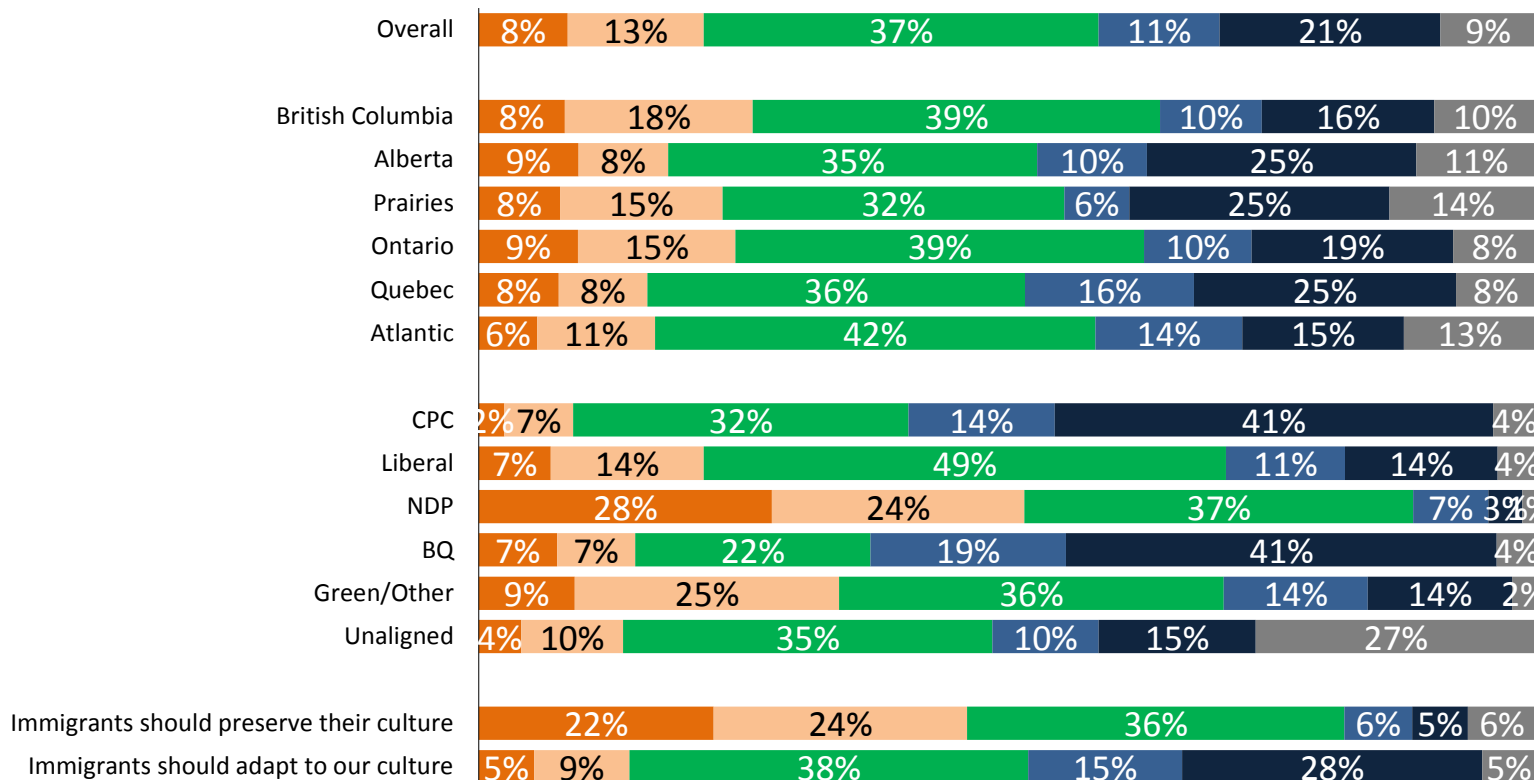
Q

Thomas Mulcair has said that the current policy, requiring women to privately uncover their face for identification purposes before swearing the citizenship oath is sufficient, and that women should not be required to uncover their face during the oath itself. He recently said “if some of these women are being oppressed, we have to reach out to them, and it is not by depriving them of their Canadian citizenship and their rights that we can help them”. Does this leave you feeling more or less likely to vote for Thomas Mulcair and the NDP?

TfC
Segments

Party ID

Immigration
Values



Much more likely to vote NDP

Makes no difference

Much less likely to vote NDP

Somewhat more likely to vote NDP

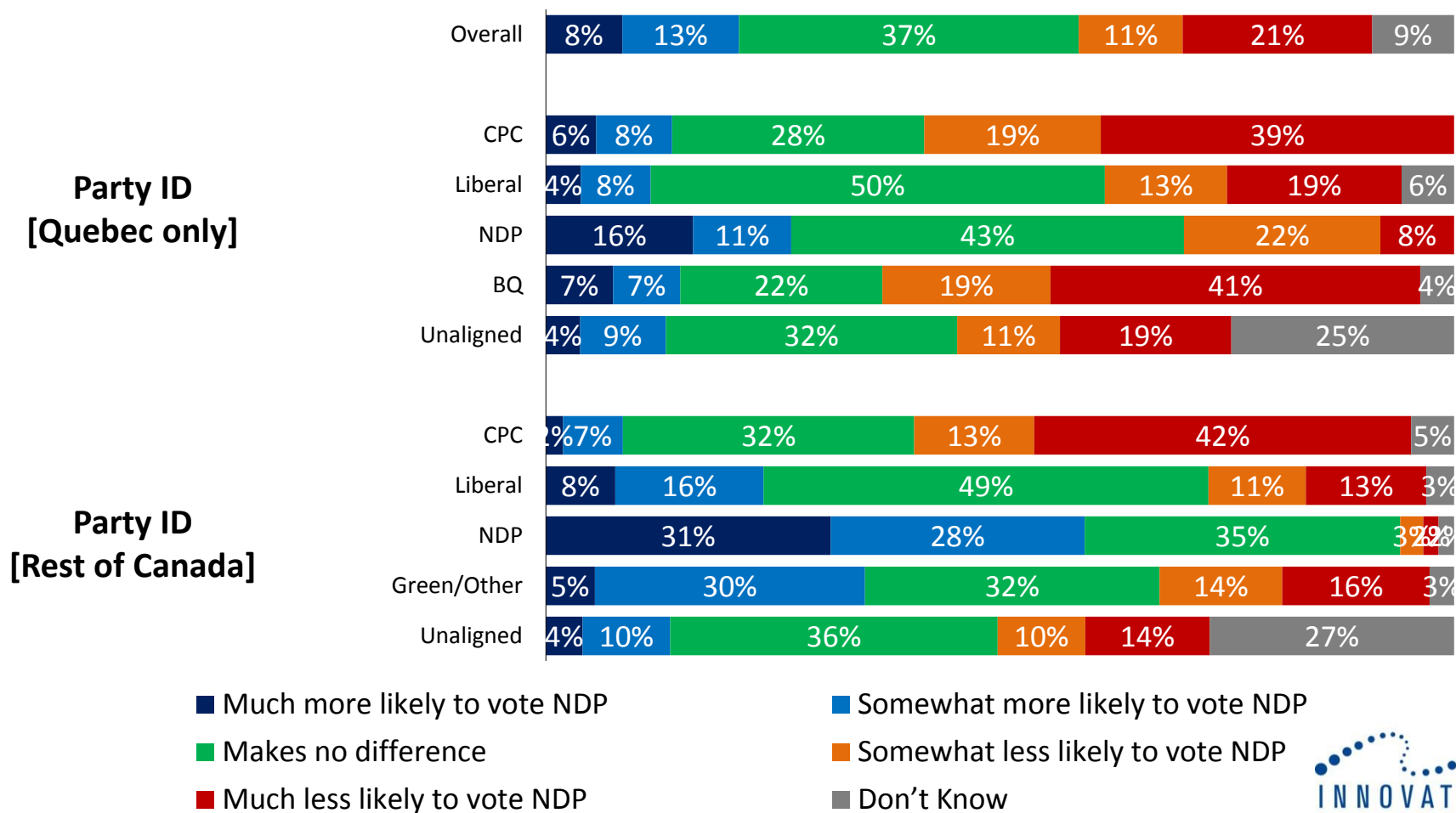
Somewhat less likely to vote NDP

Don't Know

Mulcair on Niqab: CPC identifiers across Canada and Bloc supporters in Quebec left much less likely to vote NDP

Q

Thomas Mulcair has said that the current policy, requiring women to privately uncover their face for identification purposes before swearing the citizenship oath is sufficient, and that women should not be required to uncover their face during the oath itself. He recently said “if some of these women are being oppressed, we have to reach out to them, and it is not by depriving them of their Canadian citizenship and their rights that we can help them”. Does this leave you feeling more or less likely to vote for Thomas Mulcair and the NDP?

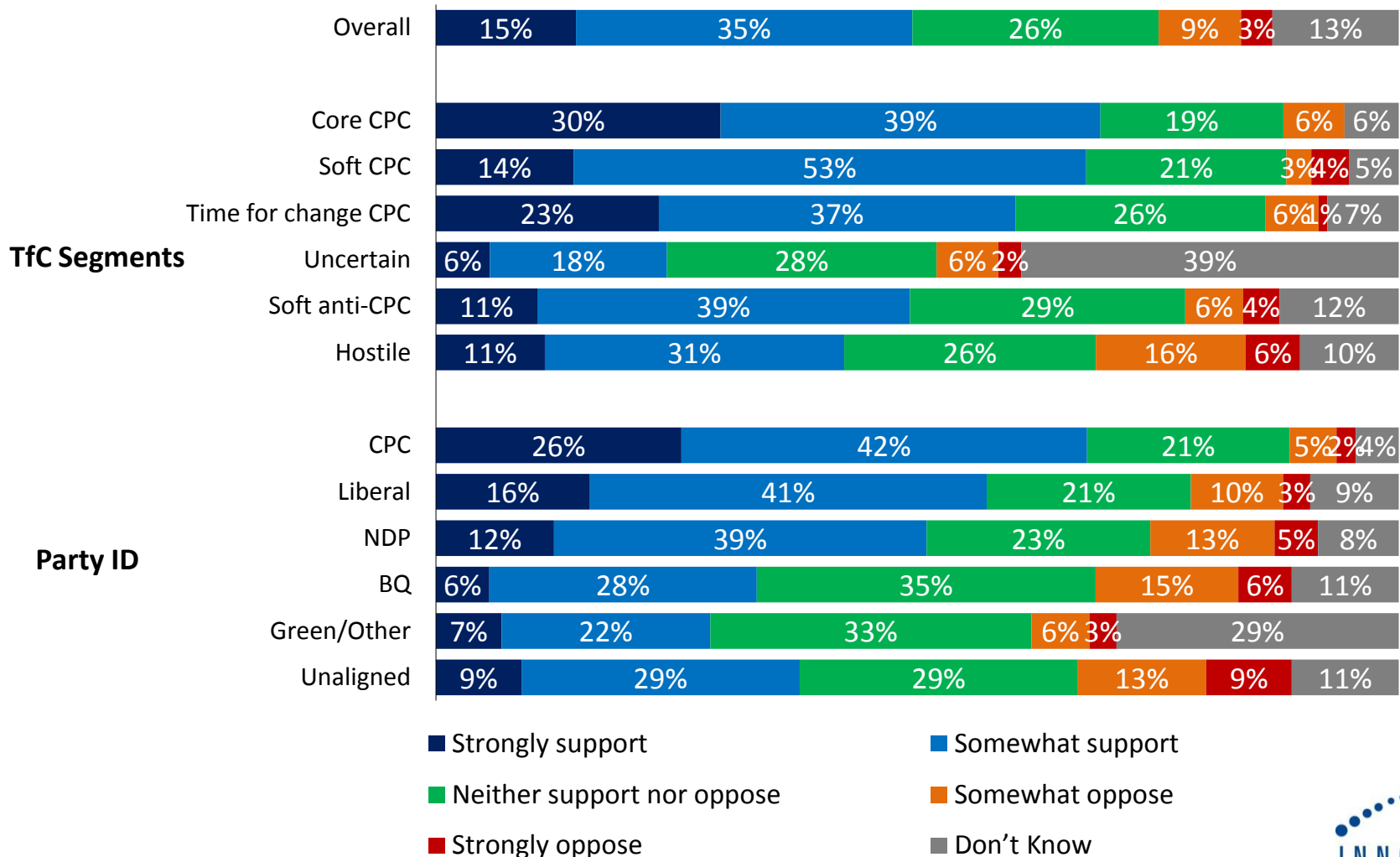


Spotlight: Free Trade

Support for FTA: majority overall support, strongest in CPC-¹⁷ friendly groups, majority in all 3 major party ID groups

Q

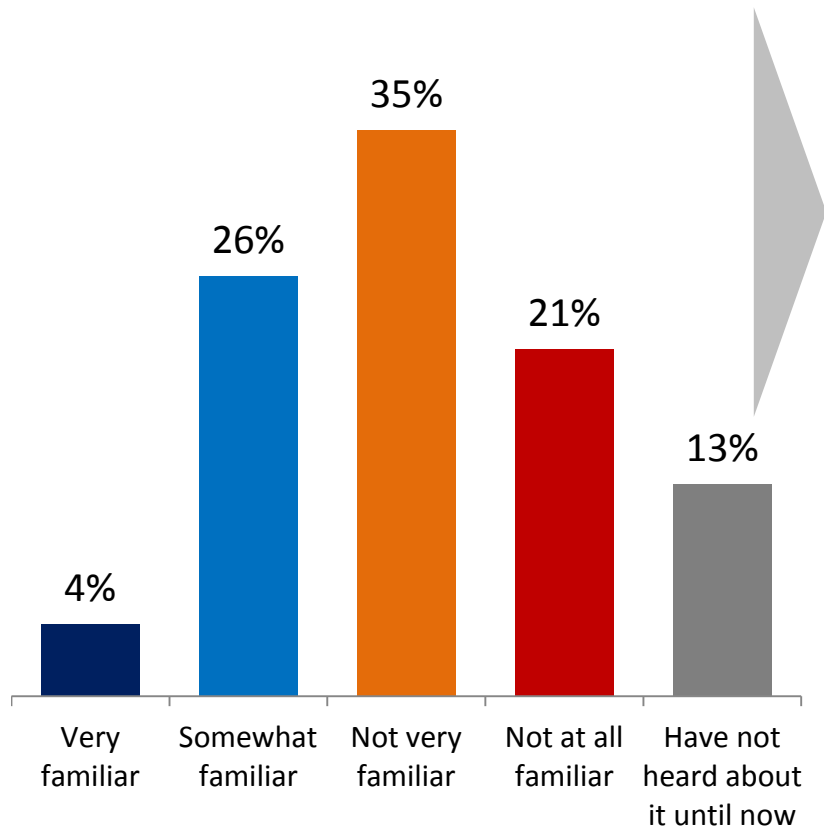
In general, do you support Canada negotiating and signing free trade agreements?



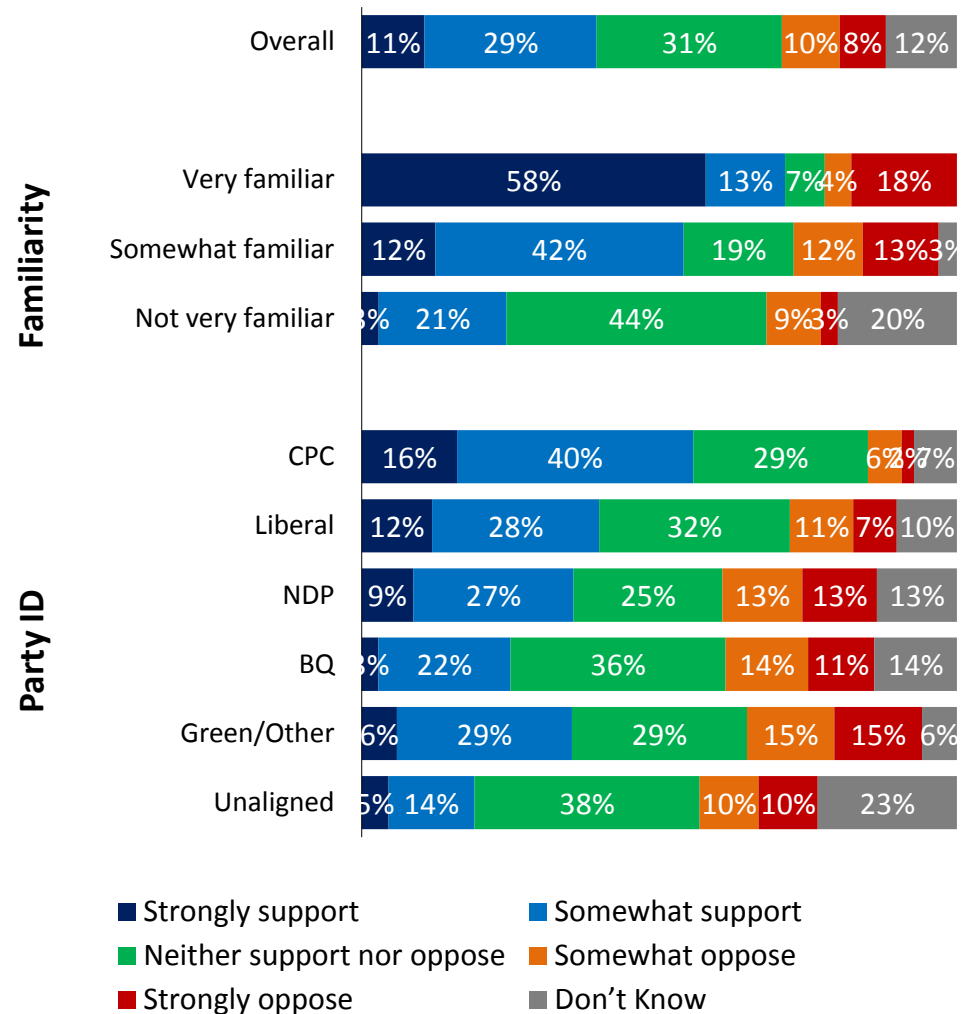
TPP Familiarity and Support: just 4% say they're very familiar¹⁸ with TPP, 4-in-10 support, 2-in-10 oppose



How familiar are you with the Trans-Pacific Partnership, or TPP, and Canada's role in the negotiation of this trade agreement?



And based on what you have heard, would you support Canada signing the Trans Pacific Partnership agreement? [Only those who are familiar, n=654]

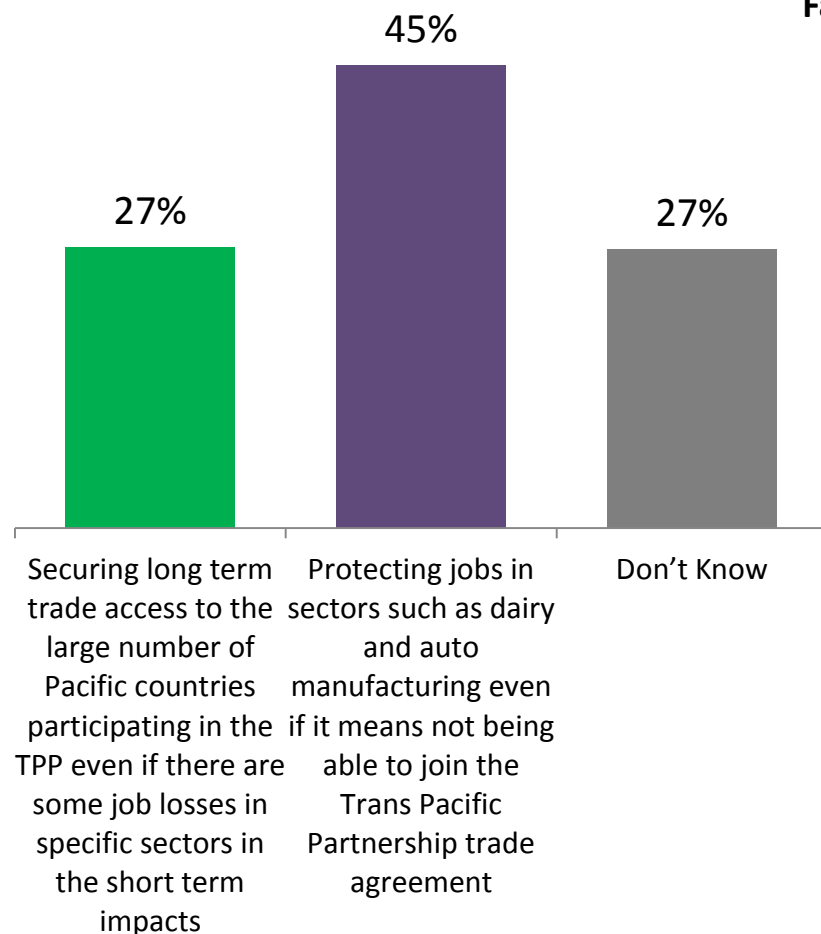


FTA Priorities: plurality support protecting jobs in short-term, highest among NDP and BQ supporters

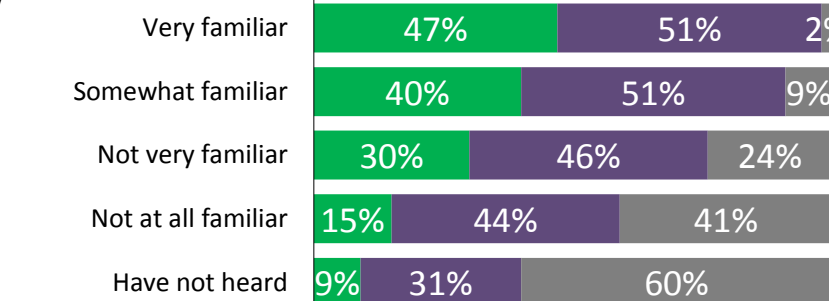
Q

The TPP would mean a fewer trade barriers between Canada and a large bloc of other Pacific Rim countries including Japan, Singapore, Vietnam, Cambodia, Chile, Peru, Australia, New Zealand, Mexico, and the United States. In exchange, Canada would have to open markets such as dairy and auto manufacturing up to increased competition from firms in these countries.

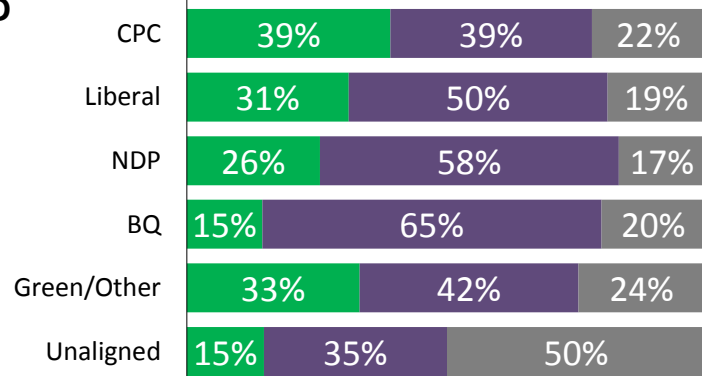
Which of the following priorities is more important to you... [all respondents, n=1000]



Familiarity with TPP



Party ID



■ Securing access
■ Protecting jobs
■ Don't know



Research-based strategic advice.

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