

HIGHLIGHTS

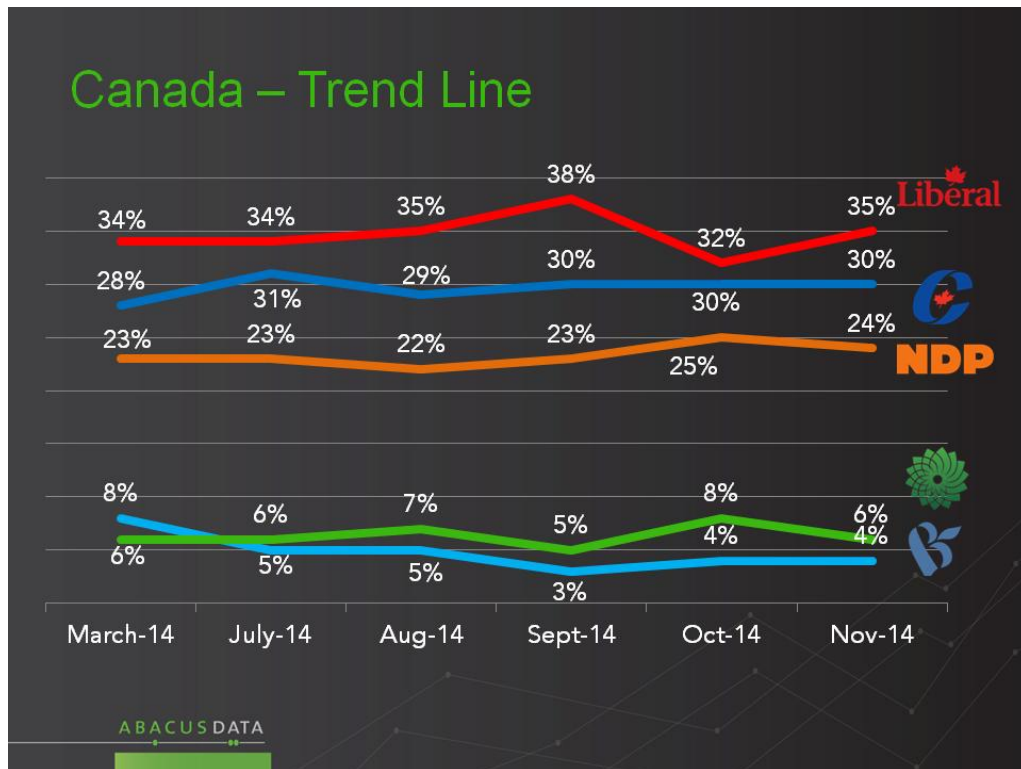
Mixed opinions about what to do in the wake of the attack in Ottawa

By Bruce Anderson & David Coletto

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Voting Intention

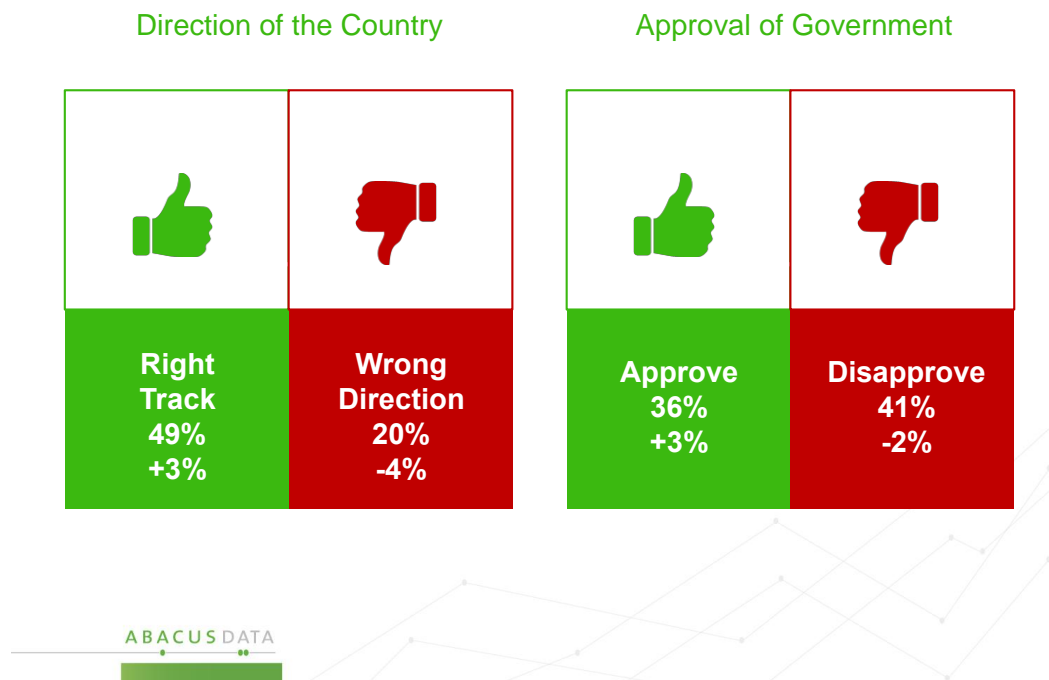
Our latest voting intention data has the Liberals leading with 35% of committed support, followed by the Conservatives (30%) and the NDP (24%). This represents no change for the Conservatives and a slight 3 point rise for the Liberals, from our last wave (October 10th -17th).



The Tories have a 5-point in BC (CPC 38% vs. LPC 33%). The Liberals lead in Ontario by 8 (LPC 39% vs. CPC 31%) and the NDP has a small 3-point lead in Quebec (NDP 34% vs. LPC 31%).

Direction of the Country – Approval of the Government

Just about half of those surveyed (49%) say the country is headed in the right direction (a rise of 3 points). Approval of the Harper government sits at 36%, substantially below the number who think the country is heading in the right direction, but also up 3 points from our last wave.



Reactions to Ottawa Attack

Canadian attention was turned to the tragic murders of Canadian soldiers, and the attack on Parliament Hill two weeks ago. In terms of how people first heard of this attack, TV was the first source for 34% of the population, radio was cited by 15%, while 10% said they heard about it directly from another individual, and 4% got a telephone call from someone.

The rapidly growing role of digital communications is evident in that 18% said the Internet was their first source, another 14% said social media, and 5% said an email or text message. In other words, digital media were as important overall as television, and even more important among those under 45. Among that age group, fully 47% said some form of digital media was their first source of learning about the attack.

Canadians generally approved of the way in which a variety of implicated stakeholders responded to the tragic events. The RCMP (75%), House of Commons Security (72%) and the

Canadian news media (66%) were all seen as having handled a challenging situation properly. The reaction of the three main political party leaders was met with approval rather than disapproval, led by the Prime Minister. Worth noting is that reaction to the responses of political leaders tended to be less skewed by partisanship than is often the case on other matters. A majority of supporters of the Liberal and NDP parties approved of the response of the Prime Minister, and only a quarter to a third of Conservative supporters disapproved with the way in which Tom Mulcair and Justin Trudeau responded.

A series of other probes explored perspectives of Canadians surrounding the attacks. Here's what we found:

- Opinion is evenly divided between thinking the attacks "were caused by the growing conflict with radical Islamic influences in the Middle East" (51%) and "were more about two deranged individual attackers than a broader conflict." (49%). Younger people, women and Liberal and NDP voters were more likely than others to feel that the attacks were about deranged individuals, but the differences were of degree rather than evidence of a profound schism.
- Similarly, 47% say the "attacks prove Canada must take a harder line in the fight against terror in the Middle East", while 53% said "the attacks don't affect my view of what we should do in the fight against terror in the Middle East."
- A modest majority (56%) believe that "Canada faces a growing risk of radical Islamist terrorism in Canada" while 44% adopt a more tentative view "It's not yet clear whether the risk of radical Islamist terrorism in Canada is growing". On this question, while Conservative Party supporters (68%) were most persuaded that there is a growing risk, many Liberals (53%) and NDP supporters (51%) share that concern.
- A slightly larger, but far from overwhelming majority (60%) agree that "police and security services should be given more powers to monitor the behavior of individuals to help prevent such threats...." while 40% said "I'm not convinced that police should have more powers to monitor individuals".
- Fewer, (52%) said "I would be willing to have police be more able to monitor my online behaviour if it helped combat acts like these", while 48% said "I do not want police to have more ability to monitor my online behavior". Conservative party supporters were more willing than average (64%) but one in three of them took the opposite view on that question.
- One in three (32%) said they "feel more threatened and less secure personally as a result of these events", while 68% said they felt no more at risk.

Finally, as events unfolded, many people watched TV news coverage: 28% said they mostly watched CBC/Radio Canada, followed by CTV (22%), Global (14%) and TVA (11% or 42% in Quebec). 5% watched CNN. Large majorities said they thought the broadcasts they watched did a good job providing coverage, with the strongest positives for the CBC.

Rating Coverage of the TV Networks

	% Watching	Excellent	Very good	Good	Fair	Poor/ Very poor/ Awful
CBC/Radio-Canada	28%	30%	40%	23%	7%	1%
CTV	22%	23%	43%	27%	6%	1%
Global	15%	20%	40%	28%	9%	2%
TVA	11%	22%	42%	21%	11%	3%
CNN	5%	29%	37%	27%	4%	2%

Q1: In order to follow the events, which television network did you watch most often?

Q2: How would you rate the job the coverage provided by that network?

The Upshot

The attack in Ottawa has clearly had an effect on how people feel about the risks the country faces, and what should be done to mitigate them. Overall, Canadians seem to feel that their leaders, police and security services handled matters reasonably well, but are left uncertain and slightly divided about whether the country is more at risk and whether significant new powers to monitor behavior are necessary or desirable.

Based on these numbers the Conservatives can expect only moderate public resistance to some additional security measures. But at the same time, they should not imagine that there is profound conviction about the nature of the attack and its link to global terrorism threats nor much willingness to sacrifice personal privacy in the interests of responding to these attacks.

Methodology

Our survey was conducted online with 1,850 Canadians aged 18 and over from October 30 to November 4, 2014. A random sample of panelists was invited to complete the survey from a large representative panel of Canadians, recruited and managed by Research Now, one of the world's leading provider of online research samples.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 2.3%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

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If a federal election was held tomorrow, which one of the following parties would you vote for in your constituency?

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

		CPC	LPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
Region	Canada	23%	27%	19%	4%	3%	1%	22%	1850	1820
	BC	28%	25%	15%	5%	0%	2%	25%	600	238
	AB	44%	16%	12%	2%	0%	2%	24%	120	197
	SK/MB	22%	30%	13%	4%	0%	3%	29%	80	126
	ON	25%	32%	17%	7%	0%	0%	19%	300	693
	QC	12%	26%	28%	3%	14%	1%	17%	650	431
	ATL	17%	26%	17%	1%	0%	0%	39%	100	135
Gender	Male	29%	28%	18%	4%	4%	1%	16%	944	877
	Female	18%	26%	19%	5%	3%	1%	27%	906	943
Age	18 - 29	14%	27%	20%	8%	4%	1%	27%	523	418
	30 - 44	21%	30%	19%	5%	4%	1%	20%	523	511
	45 - 59	26%	26%	18%	2%	3%	1%	24%	459	535
	60 and over	35%	26%	16%	3%	3%	1%	16%	345	357
2011vote	Conservative Party	67%	13%	3%	2%	0%	0%	16%	461	558
	Liberal Party	2%	79%	3%	2%	0%	1%	12%	363	339
	NDP	2%	18%	59%	2%	1%	0%	17%	428	425
	Green Party	4%	3%	8%	52%	0%	0%	33%	85	58
	Bloc Quebecois	1%	6%	22%	6%	56%	1%	8%	147	88
	Another party	2%	23%	11%	2%	0%	14%	48%	29	9
	Did not vote	11%	20%	11%	6%	2%	2%	49%	337	343

If a federal election was held tomorrow, which one of the following parties would you vote for in your constituency?

Sample size: 1,455, Committed Voters Only
 Comparable MoE: ± 2.6%, 19 times out of 20
 Fields dates: October 30 to November 4, 2014

	Row %	CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
Region	Canada	30%	35%	24%	6%	4%	1%	1455	1420
	BC	38%	33%	20%	6%	0%	3%	447	178
	AB	57%	21%	16%	3%	0%	3%	93	150
	SK/MB	30%	42%	18%	5%	0%	4%	57	90
	ON	31%	39%	21%	8%	0%	0%	242	560
	QC	14%	31%	34%	4%	17%	1%	549	359
	ATL	27%	43%	28%	1%	0%	0%	67	83
Gender	Male	35%	34%	21%	4%	5%	1%	792	736
	Female	25%	36%	27%	7%	4%	1%	663	684
Age	18 - 29	19%	37%	28%	10%	5%	1%	389	306
	30 - 44	26%	37%	24%	7%	5%	1%	420	410
	45 - 59	35%	34%	24%	3%	4%	1%	355	405
	60 and over	41%	31%	20%	3%	3%	1%	291	299
2011 vote	Conservative Party	79%	15%	3%	2%	0%	1%	389	472
	Liberal Party	2%	90%	4%	2%	0%	2%	316	297
	NDP	3%	22%	71%	3%	2%	0%	363	352
	Green Party	6%	4%	12%	77%	1%	0%	61	39
	Bloc Quebecois	2%	7%	24%	6%	61%	1%	134	81
	Another party	5%	44%	21%	4%	0%	26%	17	4
	Did not vote	21%	39%	21%	11%	3%	4%	175	174

Generally speaking, do you think things in Canada are headed in the right direction or are they off on the wrong track?

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Headed in the right direction	Off on the wrong track	Unsure	Raw	Weighted
Region	Canada	49%	20%	32%	1850	1820
	BC	50%	25%	25%	600	238
	AB	61%	23%	16%	120	197
	SK/MB	47%	30%	23%	80	126
	ON	54%	22%	24%	300	693
	QC	36%	9%	54%	650	431
	ATL	39%	20%	41%	100	135
Gender	Male	54%	20%	26%	944	877
	Female	43%	19%	37%	906	943
Age	18 - 29	45%	17%	38%	523	418
	30 - 44	47%	25%	29%	523	511
	45 - 59	50%	20%	31%	459	535
	60 and over	54%	15%	31%	345	357
2011 vote	Conservative Party	67%	15%	18%	461	558
	Liberal Party	56%	23%	21%	363	339
	NDP	34%	26%	40%	428	425
	Green Party	27%	15%	58%	85	58
	Bloc Quebecois	32%	12%	56%	147	88
	Another party	36%	21%	44%	29	9
	Did not vote	38%	18%	44%	337	343

Overall, do you approve or disapprove of the job the federal government led by Stephen Harper is doing?

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Raw	Weighted
Region	Canada	9%	27%	24%	23%	18%	1850	1820
	BC	9%	28%	26%	21%	17%	600	238
	AB	14%	35%	17%	23%	11%	120	197
	SK/MB	10%	25%	24%	24%	17%	80	126
	ON	11%	31%	24%	21%	12%	300	693
	QC	3%	18%	22%	27%	29%	650	431
	ATL	2%	24%	31%	24%	19%	100	135
Gender	Male	10%	32%	20%	19%	18%	944	877
	Female	7%	22%	27%	27%	17%	906	943
Age	18 - 29	5%	26%	32%	22%	15%	523	418
	30 - 44	8%	24%	27%	23%	18%	523	511
	45 - 59	8%	28%	21%	24%	18%	459	535
	60 and over	14%	30%	14%	22%	20%	345	357
2011 vote	Conservative Party	23%	52%	12%	9%	4%	461	558
	Liberal Party	4%	18%	23%	34%	21%	363	339
	NDP	1%	16%	22%	31%	31%	428	425
	Green Party	7%	19%	43%	14%	17%	85	58
	Bloc Quebecois	1%	12%	14%	31%	42%	147	88
	Another party	0%	2%	30%	30%	38%	29	9
	Did not vote	3%	15%	46%	24%	12%	337	343

Please indicate if you strongly approve, approve, disapprove or strongly disapprove of the way each of the following responded to the situation? | Prime Minister Stephen Harper

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure	Raw	Weighted
Region	Canada	22%	43%	11%	7%	18%	1850	1820
	BC	18%	40%	15%	9%	18%	600	238
	AB	22%	44%	13%	3%	17%	120	197
	SK/MB	22%	38%	11%	8%	20%	80	126
	ON	25%	46%	9%	6%	14%	300	693
	QC	19%	41%	11%	11%	18%	650	431
	ATL	19%	38%	8%	6%	29%	100	135
Gender	Male	25%	43%	11%	8%	13%	944	877
	Female	18%	43%	11%	6%	22%	906	943
Age	18 - 29	16%	38%	14%	7%	25%	523	418
	30 - 44	19%	41%	11%	9%	19%	523	511
	45 - 59	24%	44%	9%	7%	17%	459	535
	60 and over	30%	50%	8%	5%	7%	345	357
2011 vote	Conservative Party	43%	43%	5%	1%	8%	461	558
	Liberal Party	15%	53%	12%	11%	8%	363	339
	NDP	12%	44%	11%	12%	21%	428	425
	Green Party	21%	38%	9%	12%	20%	85	58
	Bloc Quebecois	11%	39%	15%	16%	18%	147	88
	Another party	7%	35%	27%	16%	15%	29	9
	Did not vote	10%	32%	17%	5%	36%	337	343

Please indicate if you strongly approve, approve, disapprove or strongly disapprove of the way each of the following responded to the situation? | NDP Leader Tom Mulcair

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure	Raw	Weighted
Region	Canada	12%	39%	10%	4%	35%	1850	1820
	BC	8%	37%	13%	5%	37%	600	238
	AB	7%	38%	12%	9%	34%	120	197
	SK/MB	8%	28%	12%	1%	51%	80	126
	ON	11%	36%	10%	3%	40%	300	693
	QC	19%	45%	8%	4%	24%	650	431
	ATL	10%	45%	8%	3%	34%	100	135
Gender	Male	13%	44%	11%	6%	27%	944	877
	Female	11%	34%	10%	2%	43%	906	943
Age	18 - 29	7%	32%	12%	4%	45%	523	418
	30 - 44	14%	36%	11%	4%	36%	523	511
	45 - 59	12%	42%	9%	3%	34%	459	535
	60 and over	15%	45%	10%	5%	25%	345	357
2011 vote	Conservative Party	13%	37%	13%	8%	28%	461	558
	Liberal Party	12%	45%	12%	2%	29%	363	339
	NDP	14%	48%	5%	1%	33%	428	425
	Green Party	12%	26%	17%	0%	44%	85	58
	Bloc Quebecois	19%	50%	7%	5%	19%	147	88
	Another party	5%	38%	25%	3%	29%	29	9
	Did not vote	6%	22%	11%	3%	58%	337	343

Please indicate if you strongly approve, approve, disapprove or strongly disapprove of the way each of the following responded to the situation? | Liberal Leader Justin Trudeau

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure	Raw	Weighted
Region	Canada	13%	39%	13%	4%	32%	1850	1820
	BC	10%	39%	13%	6%	33%	600	238
	AB	8%	31%	20%	7%	34%	120	197
	SK/MB	9%	40%	10%	3%	38%	80	126
	ON	15%	36%	14%	3%	32%	300	693
	QC	14%	44%	10%	6%	26%	650	431
	ATL	14%	44%	8%	1%	32%	100	135
Gender	Male	14%	42%	14%	6%	24%	944	877
	Female	12%	35%	11%	3%	39%	906	943
Age	18 - 29	14%	27%	14%	5%	41%	523	418
	30 - 44	14%	38%	12%	4%	33%	523	511
	45 - 59	13%	43%	11%	4%	29%	459	535
	60 and over	10%	47%	15%	6%	22%	345	357
2011vote	Conservative Party	13%	34%	19%	7%	27%	461	558
	Liberal Party	19%	50%	8%	2%	22%	363	339
	NDP	12%	47%	9%	2%	29%	428	425
	Green Party	16%	31%	12%	6%	34%	85	58
	Bloc Quebecois	10%	45%	12%	7%	26%	147	88
	Another party	5%	36%	25%	5%	29%	29	9
	Did not vote	8%	23%	11%	4%	54%	337	343

Please indicate if you strongly approve, approve, disapprove or strongly disapprove of the way each of the following responded to the situation? | Canadian Journalists and News Media

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure	Raw	Weighted
Region	Canada	18%	48%	13%	4%	16%	1850	1820
	BC	12%	50%	17%	4%	17%	600	238
	AB	21%	47%	12%	4%	16%	120	197
	SK/MB	12%	54%	12%	0%	23%	80	126
	ON	21%	49%	13%	4%	13%	300	693
	QC	17%	47%	15%	7%	15%	650	431
	ATL	19%	42%	9%	7%	23%	100	135
Gender	Male	18%	49%	14%	5%	13%	944	877
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	NDP	17%	47%	15%	3%	18%	428	425
	Green Party	9%	57%	15%	0%	20%	85	58
	Bloc Quebecois	14%	52%	12%	11%	10%	147	88
	Another party	9%	39%	22%	3%	27%	29	9
	Did not vote	13%	33%	16%	5%	33%	337	343

Please indicate if you strongly approve, approve, disapprove or strongly disapprove of the way each of the following responded to the situation? | The RCMP

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure	Raw	Weighted
Region	Canada	35%	37%	9%	3%	16%	1850	1820
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	AB	40%	36%	9%	2%	13%	120	197
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	Bloc Quebecois	18%	48%	15%	6%	13%	147	88
	Another party	16%	49%	21%	2%	13%	29	9
	Did not vote	21%	31%	11%	4%	32%	337	343

Please indicate if you strongly approve, approve, disapprove or strongly disapprove of the way each of the following responded to the situation? | House of Commons Security

Sample size: 1,850

Comparable MoE: ± 2.3%, 19 times out of 20

Fields dates: October 30 to November 4, 2014

	Row %	Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure	Raw	Weighted
Region	Canada	35%	37%	9%	3%	16%	1850	1820
	BC	33%	37%	10%	4%	16%	600	238
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