

# ***Canadians' views on Canada's role in the fight against ISIS***

*National survey released February, 2016, Project 2016-769C*

**THE GLOBE AND MAIL<sup>\*</sup>**



# > *Less than one in ten Canadians want no role in the fight against ISIS*

A new survey commissioned by the Globe and Mail and conducted by Nanos Research suggests Canadians' views on Canada's role in the fight against ISIS are mixed.

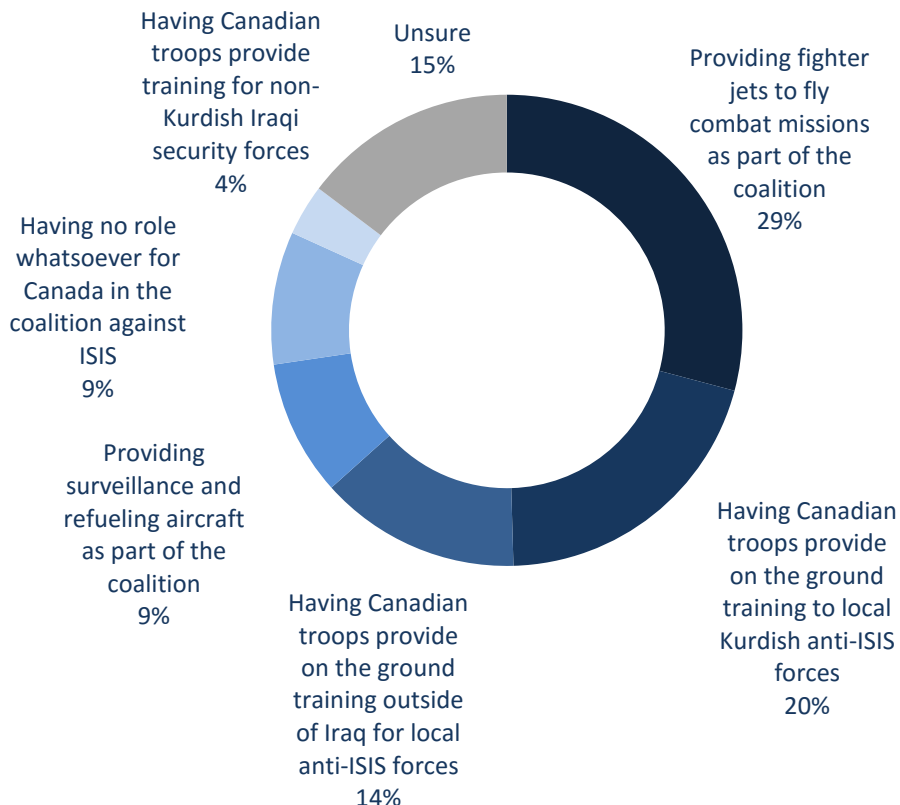
- **Canada's role in fight against ISIS** – Almost a third of Canadians believe the country should provide fighter jets to fly combat missions as part of the coalition (29%), while a fifth (20%) think Canada should provide on the ground training to local Kurdish anti-ISIS forces. Fourteen percent of Canadians think troops should provide on the ground training outside of Iraq for local anti-ISIS forces, while nine percent each say Canada should provide surveillance and refueling for aircraft or have no role whatsoever in the fight against ISIS, respectively. Four percent feel Canada should provide training for non-Kurdish Iraqi security forces. The remaining 15% were unsure as to the role that Canada should play.
- **Demographic differences** – Significantly more men (38% and 24%, respectively) said that Canada should provide fighter jets for combat missions or to have troops provide on the ground training to local Kurdish anti-ISIS forces than women (20% and 17%, respectively). People in the Prairies (40%) were more likely than people in British Columbia (22%) to support providing fighter jets to fly combat missions.

These observations are based on a hybrid survey commissioned by the Globe and Mail and conducted by Nanos Research. Individuals were randomly recruited (land-and cell-line sample using live agents and the survey was administered online random survey completed between January 30<sup>th</sup> and February 1<sup>st</sup>, 2016. It was comprised of 1,000 Canadians. A random survey of 1000 Canadians is accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Canada's role in fight against ISIS

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30<sup>th</sup> to February 1<sup>st</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

| Subgroups                | Providing fighter jets to fly missions as part of the coalition |
|--------------------------|---|
| Atlantic (n=100)         | 28.7%   |
| Quebec (n=250)           | 24.2%   |
| Ontario (n=300)          | 30.2%   |
| Prairies (n=200)         | 39.7%   |
| British Columbia (n=150) | 21.5%   |
| Male (n=500)             | 38.4%   |
| Female (n=500)           | 19.8%   |
| 18 to 29 (n=156)         | 25.8%   |
| 30 to 39 (n=171)         | 24.7%   |
| 40 to 49 (n=176)         | 28.6%   |
| 50 to 59 (n=234)         | 28.3%   |
| 60 plus (n=263)          | 36.2%   |

**QUESTION** – As you know, Canada is currently participating in the US-led coalition against ISIS. Which one of the following possible roles would you prefer Canada undertake for the mission? [RANDOMIZE]





## Methodology

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between January 30<sup>th</sup> and February 1<sup>st</sup>, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

# Technical Note

| Element                                    | Description  | Element                 | Description  |
|--|--|-------------------------|--|
| Organization who commissioned the research | Globe and Mail   | Weighting of Data       | The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure                 |
| Final Sample Size                          | 1,000 Randomly selected individuals.   | Screening               | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.                        |
| Margin of Error                            | ±3.1 percentage points, 19 times out of 20.  | Excluded Demographics   | Individuals younger than 18 years old; individuals without land or cell line could not participate.  |
| Mode of Survey                             | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey   | Stratification          | By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample. |
| Sampling Method Base                       | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.   | Estimated Response Rate | 18% percent, consistent with industry norms.   |
| Demographics (Captured)                    | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography. | Question Order          | Question order in the preceding report reflects the order in which they appeared in the original questionnaire.  |
| Demographics (Other)                       | Age, gender, education, income   | Question Content        | This was module four of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences and economic issues.   |
| Fieldwork/Validation                       | Live interviews with live supervision to validate work as per the MRIA Code of Conduct   | Question Wording        | The questions in the preceding report are written exactly as they were asked to individuals.   |
| Number of Calls/                           | Maximum of five call backs.  | Survey Company          | Nanos Research   |
| Time of Calls                              | Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.  | Contact                 | Contact Nanos Research for more information or with any concerns or questions.<br><a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a><br>Telephone:(613) 234-4666 ext.<br>Email: info@nanosresearch.com.                       |
| Field Dates                                | January 30 <sup>th</sup> to February 1 <sup>st</sup> , 2016.   |                         |  |
| Language of Survey                         | The survey was conducted in both English and French.   |                         |  |

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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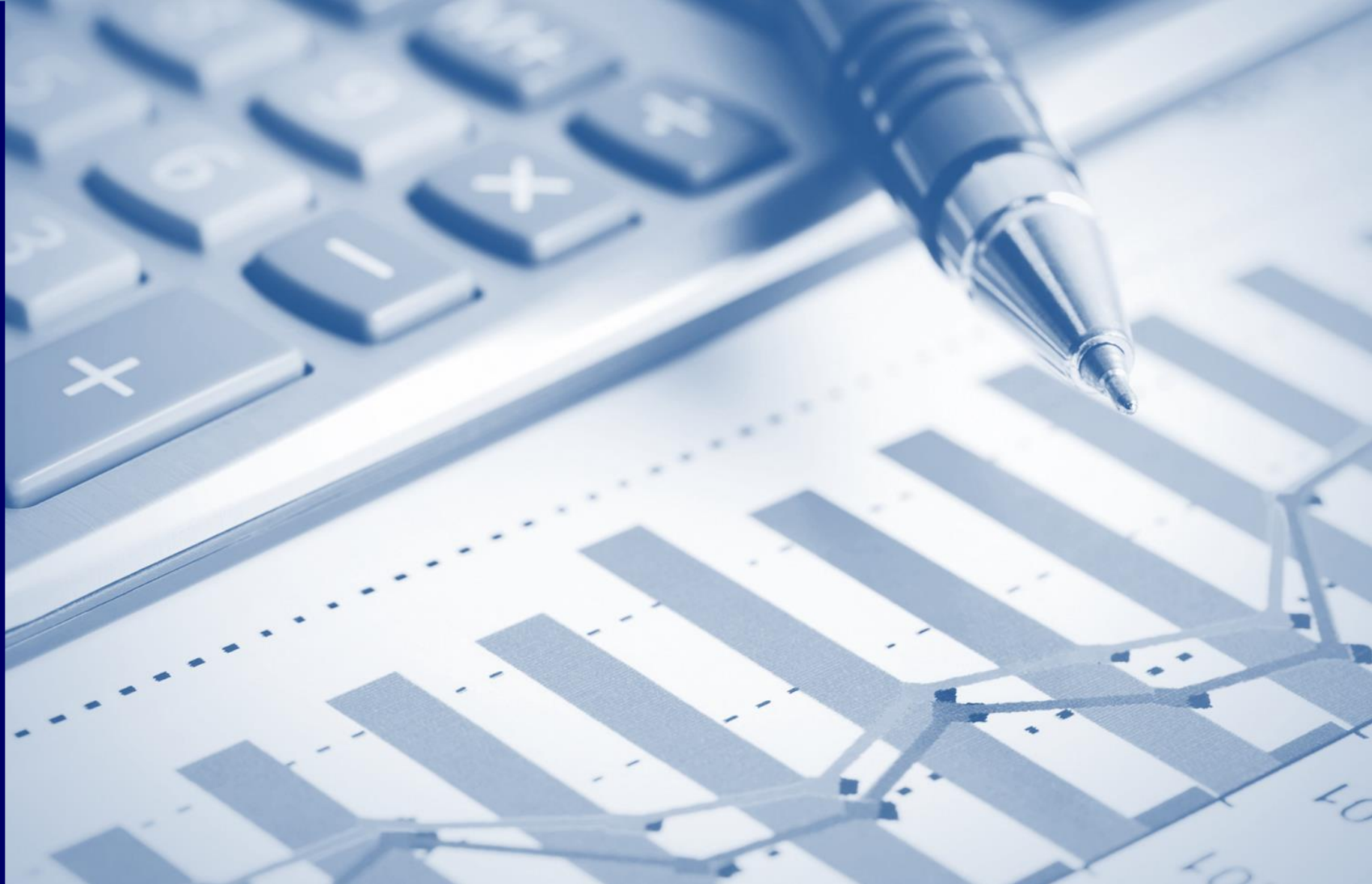
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## Tabulations

THE GLOBE AND MAIL 

 **NANOS SURVEY**





# 2016-768 – Globe/Nanos Survey January – STAT SHEET

Question 5 - As you know, Canada is currently participating in the US-led coalition against ISIS. Which ONE of the following possible roles would you prefer Canada undertake for the mission [RANDOMIZE]

|  |         |  | Region         |                 |        |         |          |                  | Gender |        | Age      |          |          |          |         |
|--|---------|--|----------------|-----------------|--------|---------|----------|------------------|--------|--------|----------|----------|----------|----------|---------|
|  |         |  | Canada 2016-01 | Atlantic Canada | Quebec | Ontario | Prairies | British Columbia | Male   | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Total  | Unwgt N |  | 1000           | 100             | 250    | 300     | 200      | 150              | 500    | 500    | 156      | 171      | 176      | 234      | 263     |
|  | Wgt N   |  | 1000           | 100             | 250    | 300     | 200      | 150              | 503    | 497    | 203      | 169      | 211      | 178      | 239     |
| Providing fighter jets to fly combat missions as part of the coalition                           | %       |  | 29.1           | 28.7            | 24.2   | 30.2    | 39.7     | 21.5             | 38.4   | 19.8   | 25.8     | 24.7     | 28.6     | 28.3     | 36.2    |
| Providing surveillance and refueling aircraft as part of the coalition                           | %       |  | 9.3            | 7.9             | 11.2   | 9.6     | 8.3      | 7.5              | 7.4    | 11.2   | 7.3      | 8.2      | 12.9     | 7.7      | 9.7     |
| Having Canadian troops provide training for non-Kurdish Iraqi security forces                    | %       |  | 3.5            | 4.7             | 2.2    | 3.4     | 2.8      | 6.1              | 2.9    | 4.1    | 3.2      | 4.0      | 3.4      | 3.9      | 3.2     |
| Having Canadian troops provide on the ground training to local Kurdish anti-ISIS forces          | %       |  | 20.4           | 18.6            | 22.0   | 17.9    | 19.8     | 25.0             | 23.9   | 16.9   | 16.3     | 19.3     | 21.0     | 20.5     | 24.2    |
| Having Canadian troops provide on the ground training outside of Iraq for local anti-ISIS forces | %       |  | 13.8           | 15.2            | 16.2   | 11.7    | 10.3     | 18.0             | 12.0   | 15.6   | 15.2     | 14.7     | 9.3      | 16.5     | 14.1    |
| Having no role whatsoever for Canada in the coalition against ISIS                               | %       |  | 9.1            | 7.9             | 9.8    | 9.4     | 7.7      | 10.0             | 7.4    | 10.8   | 16.7     | 8.5      | 8.2      | 7.8      | 4.8     |
| Unsure   | %       |  | 14.7           | 17.0            | 14.4   | 17.7    | 11.4     | 11.9             | 7.9    | 21.5   | 15.6     | 20.5     | 16.5     | 15.1     | 7.8     |

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