



## **SUPPORT FOR COMBAT ROLE DECLINES, CONCERN FOR NEW TERRORIST THREATS INCREASES**

**Toronto, October 3, 2001** – A public opinion survey of Ontarians conducted last week reveals a shift in opinion in the aftermath of the terrorist attacks in the United States.

Conducted and commissioned by SES Canada Research Inc., the survey sampled the opinions of 500 Ontarians between September 22<sup>nd</sup> and September 26<sup>th</sup>, 2001 and is accurate to within 4.5 percentage points, plus or minus, 19 times out of 20.

**Ontarians on the role of the Canadian Armed Forces:**

- ⊕ Ontarians were split on whether Canada should have a combat role (44% in favour) or a logistical support role without combat (42% in favour).
- ⊕ Time series tracking of the survey results indicates that support for a combat role is declining over time. For the first portion of the fieldwork 49% of Ontarians supported a combat role. For the second portion of the fieldwork support for a combat role dropped to 36% while support for a non-combat role increased to 49%.
- ⊕ Middle-aged Ontarians (30 to 49 years of age) and those living in rural areas were more likely to support a combat role while renters and women were more likely to support a logistical non-combat role for Canadian troops.

**Ontarians on the perceived terrorist threat:**

- ⊕ More than four of every ten Ontarians (44%) believe that terrorist attacks will increase as a result of US President George W. Bush declaring war on terrorists.
- ⊕ Time series tracking of the survey results indicates that Ontarians are increasingly worried about terrorist attacks. For the first portion of the fieldwork 41% of Ontarians thought terrorism in North America would increase. For the second portion of the fieldwork 47% of Ontarians believed terrorism would increase.
- ⊕ Ontarians 18 to 29 years of age and also those that live in rental accommodation were the most likely to believe that terrorist attacks would increase.



“As the initial shock of the terrorist attacks on the US dissipates, the appetite for a combat role is diminishing among Ontarians,” said Nikita Nanos, President of SES Canada Research Inc. “However, Ontarians are increasingly concerned that terrorist attacks in North America will rise as a result of the US declaration of war on terrorists.”

For a more detailed review of the survey results commissioned by SES, please refer to the two attached fact sheets: Ontario Snapshot – The Terrorist Threat; and, Ontario Snapshot – Canada’s Military Role.

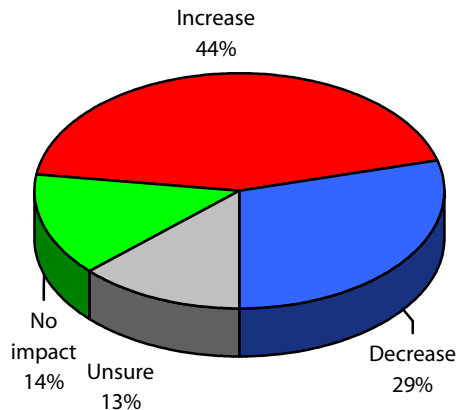
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**For more information or interviews related to this survey release:**

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## ■ Perceived likelihood of terrorist attacks in North America (N=500)



## Commentary

Overall, more than four of every ten voters in Ontario believe that terrorism in North America will increase. A further three in ten believe that the threat of terrorist attacks on North America will decrease because of additional security.

A time-series analysis of the survey data indicates that Ontarians are increasingly worried about terrorist attacks. Compared to the Ontario average, people under 29 years of age and those individuals living in rental housing are more likely to believe that terrorism in North America will increase as a result of President Bush's declaration of war on terrorists.

**Question:** Earlier this week, US President George Bush declared war on terrorists. Do you think that this will increase the likelihood of new terrorist attacks in North America, decrease the likelihood because of additional security or have no impact on the likelihood of new terrorist attacks?

Time Analysis (%)	Increase	Decrease	No impact	UND
<b>Ontarians interviewed between Sept 22-24 (N=287)</b>	<b>41</b>	<b>29</b>	<b>17</b>	<b>13</b>
<b>Ontarians interviewed between Sept. 25-26 (N=213)</b>	<b>47</b>	<b>29</b>	<b>10</b>	<b>14</b>

Note: The margin of error for a random sample of 213 Ontarians is 6.8 percentage points, plus or minus, 19 times out of 20. The margin of error for a random sample of 287 Ontarians is 5.9 percentage points, 19 times out of 20.

Target Groups (+/- index)	Increase	Decrease	No impact	UND
<b>Men</b>	<b>+2</b>	<b>+2</b>	<b>-1</b>	<b>-3</b>
<b>Women</b>	<b>-2</b>	<b>-2</b>	<b>+1</b>	<b>+3</b>
<b>18 to 29 years of age</b>	<b>+5</b>	<b>0</b>	<b>+5</b>	<b>-10</b>
<b>30 to 39 years of age</b>	<b>+2</b>	<b>-1</b>	<b>0</b>	<b>-1</b>
<b>40 to 49 years of age</b>	<b>-3</b>	<b>-1</b>	<b>+2</b>	<b>+3</b>
<b>50 to 59 years of age</b>	<b>-6</b>	<b>+1</b>	<b>0</b>	<b>+5</b>
<b>60 plus</b>	<b>-4</b>	<b>+3</b>	<b>-6</b>	<b>+8</b>
<b>Homeowners</b>	<b>-5</b>	<b>+1</b>	<b>-1</b>	<b>+5</b>
<b>Renters</b>	<b>+7</b>	<b>-2</b>	<b>+3</b>	<b>-8</b>
<b>Urban Postal Code</b>	<b>0</b>	<b>+2</b>	<b>+1</b>	<b>-3</b>
<b>Rural Postal Code</b>	<b>-3</b>	<b>-3</b>	<b>0</b>	<b>+7</b>

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +7 score for renters indicates that the sub-grouping is 7% more likely to believe terrorist attacks will increase compared to the average voter.

## ■ METHODOLOGY

Between September 22 and September 26, 2001, following President George W. Bush's address on terrorism, SES conducted a total of 500 telephone interviews across Ontario with eligible voters. Aggregate results of the survey are accurate to within 4.5 percentage points, plus or minus, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of the voters of Ontario.

## ■ ABOUT SES

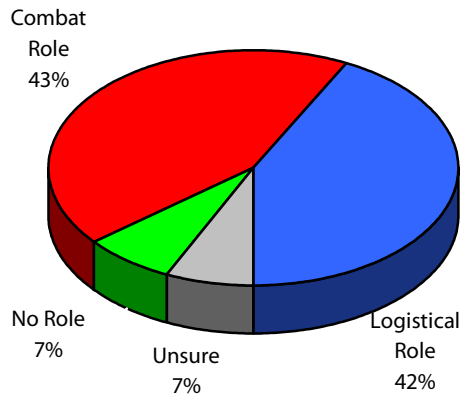
Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

In order to maximize turnaround time and increase efficiency, SES has a 110-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website ([www.sesresearch.com](http://www.sesresearch.com)) or contact:

Mr. Nikita Nanos at (416) 493-1965 ext. 222 or [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

## Canada's role in the US-led war on terrorists (N=500)



### Commentary

Although a review of the top-of-line numbers might indicate a split in opinion among Ontarians on Canada's role, a time-series analysis of the survey data shows a clear trend.

Over the five day period of the survey, support for a combat role dropped 13% in Ontario.

Rural voters, men and middle-aged voters are more likely to support a combat role for Canadian troops. Women, retired people and renters are more likely to prefer a logistical support role without exposing Canadian troops to combat.

**Question:** I'm going to read you a list of potential roles the Canadian Armed Forces could undertake as part of the American-led coalition to fight terrorism and I'd like you to tell me which ones you personally prefer (Read list and rotate options)...No role...Logistical support (communications, supplies) without exposing Canadian troops to combat...Combat role and full participation.

Time Analysis (%)	No Role	Logistics	Combat	UND
<b>Ontarians interviewed between Sept 22-24 (N=287)</b>	<b>8</b>	<b>37</b>	<b>49</b>	<b>7</b>
<b>Ontarians interviewed between Sept. 25-26 (N=213)</b>	<b>7</b>	<b>49</b>	<b>36</b>	<b>8</b>

Note: The margin of error for a random sample of 213 Ontarians is 6.8 percentage points, plus or minus, 19 times out of 20. The margin of error for a random sample of 287 Ontarians is 5.9 percentage points, 19 times out of 20.

Target Groups (+/- index)	No Role	Logistics	Combat	UND
<b>Men</b>	<b>+2</b>	<b>-5</b>	<b>+7</b>	<b>-3</b>
<b>Women</b>	<b>-1</b>	<b>+5</b>	<b>-6</b>	<b>+3</b>
<b>18 to 29 years of age</b>	<b>+4</b>	<b>+3</b>	<b>-2</b>	<b>-4</b>
<b>30 to 39 years of age</b>	<b>-2</b>	<b>-5</b>	<b>+7</b>	<b>+1</b>
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Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +8 score for individuals with rural postal codes indicates that the subgrouping is 8% more likely to support a combat role compared to the average voter.

## METHODOLOGY

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