Backgrounder: Public safety survey

Methodology overview:

These results are from a regionally-representative Canada-wide study of 1,000 online respondents conducted by NRG Research Group. The survey was fielded from May 15 to May 17, 2018. NRG purchased online panel sample from Research Now, a long-established, reputable research panel provider with an extensive panel list numbering over half a million panelists in Canada. Results were weighted to reflect the actual age and gender distribution in each region.

Study details:

- This study was sponsored, funded, and conducted by NRG Research Group.
- The questionnaire as fielded can be found in this document following the methodology disclosure.
- The population under study in this research is adult Canadians (aged 18+) residing in the ten provinces.
- Data collection began on Tuesday, May 15, 2018 and concluded on Thursday, May 17, 2018.
- Respondents were found via Research Now's online general population Canadian panel. Research Now is a long-established, reputable research panel provider with an extensive panel list numbering over half a million panelists in Canada.
- Research Now deployed survey invitations to members of their panel to meet age/gender and region quotas set to approximate census breakdowns. Aside from age (must be 18+) and residency (must live in one of the ten Canadian provinces) there were no eligibility requirements to participate in this study. Though Research Now's panel is robust, online panel sample is generally considered to be a non-probability sample source.
- The data were weighted to match age/gender and regional census data. [MIN 0.58 / MAX 4.49]
- As the research is based on a non-probability sample, margins of error are not applicable. For comparison purposes only, a probability sample of the same size with the same sample plan would carry a margin of error of approximately +/- 3.1 percent, 19 times out of 20 for the total sample.
- This study was conducted using CAWI technology and online invites, and was available in English and French.
- Weighted and unweighted data tables can be found under separate cover.
- For further enquiries, contact [publicreleaseddocuments@nrgresearchgroup.com]
- For more information on the Marketing Research & Intelligence Association (MRIA) Common Standards of Disclosure and Member Declaration, visit their website at https://mria-arim.ca/standards/standards-news

Questionnaire:

Content warning: This survey addresses sensitive issues relating to events in the news. Please be advised this survey could trigger an emotional response.

Q1. On April 23rd, 2018 in Toronto, Ontario, 10 pedestrians were killed near Yonge and Finch. A 25 year old suspect stands accused of running down pedestrians with a van in a busy Toronto shopping district, who is currently charged with 10 counts of first degree murder and 16 counts of attempted murder – one for each of the victims and those wounded.

When you first heard of this incident in Toronto, what was your first assumption about what had happened? What did you think had been the cause of the incident? **[RANDOMIZE]**

Please select one response.

1   Terrorism
2   Done intentionally
3   Accident

95   Other (please specify)
96   This is the first I heard of the incident
98   Don't know
99   Prefer not to answer

Q2. When considering the past five years or so, how would you say your feelings of public safety have changed...

Please select one response for each row.

[ROWS]
a.   In your neighbourhood
b.   In the city or town where you live
c.   In Canada in general

[COLUMNS]
5   Increased a lot (a lot safer)
4   Increased a little
3   Stayed the same
2   Decreased a little
1   Decreased a lot (a lot less safe)
8   Don't know
9   Prefer not to answer

Q3. Canadians reacted in a number of ways upon learning of the Toronto incident and in the weeks that followed. Did you personally do any of the following in response to the incident in Toronto?

Please select all that apply.

[RANDOMIZE]
1   Reach out to friends/family members in Toronto
2   Seek out information on social media (e.g., Twitter or Facebook)
3   Seek out reporting by news outlets
4   Speak about the event with friends, family, or colleagues
5   Donate money to a related charity or cause
6   Attend a vigil or public memorial service
7   Spend more time with loved ones
8   Pay more attention to your surroundings when out in public
9   Read stories about the victims of the attack
10   Read stories about the attacker and/or his motivations
95   Other (please specify)
96   None of the above [EXCLUSIVE]
98   Don't know [EXCLUSIVE]
99   Prefer not to answer [EXCLUSIVE]

Q4. According to reporting that has followed the attack in Toronto, the alleged attacker appears to have ties to an online "incel" community (short for "involuntarily celibate" which is a term used by some men who feel rejected by women). It appears the attacker's negative feelings toward women may have motivated the attack. (More information about "incel" can be found here [HYPERLINK "here" to http://nationalpost.com/news/what-is-an-incel-explaining-the-cryptic-facebook-message-allegedly-left-by-the-toronto-attacker])

Were you aware of the term "incel" and its meaning prior to today?
Please select one response.

1   Yes, I was aware of the term before the attack in Toronto
2   Yes, I learned of the term after the attack in Toronto
3   No, I just learned of this term now
98   Don't know
99   Prefer not to answer

Q5. How much of a threat to you believe each of the following pose to public safety in Canada?
Please select one response for each row.

[ROWS]
a. The "incel" movement
b. Other domestic terrorism
c. International terrorism

[COLUMNS]
5   Extremely threatening
4   Very threatening
3   Moderately threatening
2   Slightly threatening
1   Not at all threatening
8   Don't know
9   Prefer not to answer

DEMOS
- AGE
- GENDER
- REGION
- FSA (for coding back to urban/rural areas –ID Vancouver, Toronto, and Montreal)