

Commissioned by:



**Toronto Star**  
**SRC**  
**CBC**  
**EKOS Poll**

# **September 11<sup>th</sup> in Hindsight: Recovery and Resolve**

**August 30, 2002**



**EKOS RESEARCH ASSOCIATES**

# Outline

A. Highlights

B. September 11<sup>th</sup> in Hindsight

C. Risk, Threats and Security

D. Conclusions

# Methodology

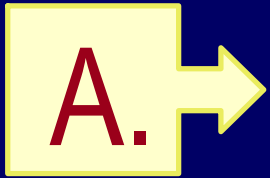
## 1. Telephone survey of the general public.

- 1209 completed interviews with a national random sample of Canadians 18 years of age and over (n=309 in Quebec)
- Interview period: August 26-28, 2002
- National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec:  $\pm$  5.7%)
  - ✓ The margin of error increases when the results are sub-divided
  - ✓ It should also be noted that the refusal rate and other measurement errors could also increase the margin of error.

## 2. Results from *Public Security Monitor*, a weekly tracking of a national random sample of 2400 (300 per week) respondents between October 23<sup>rd</sup> to December 12<sup>th</sup> and a monthly tracking between January and July 2002.

- All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.





# Highlights



# Highlights

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## ■ Impacts important but neither as deep nor profound as expected

- September 11<sup>th</sup> definitely registered sizable impacts but these are smaller than expected and have abated as time goes by
- Last year nearly 80% thought their lives would be “deeply and permanently changed”; Now only 16% note a high personal impact and 33% a high impact on Canada.
- Canadians lean to the view that the world is profoundly and permanently changed but nearly half believe that things will be pretty much the same

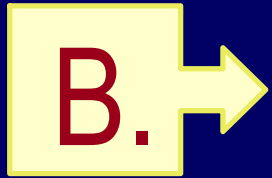
## ■ September 11<sup>th</sup> increased sense our sense of “readiness for future attacks” and a “rebalancing/rethinking of life priorities”

- More disturbingly, events have increased negativity to Arabs/Muslims
- Modest, positive effects were noted on attitudes to the U.S. (feelings have cooled since immediate aftermath)
- Recognition that civil liberties/human rights have worsened

## ■ Trajectory/movement

- *Restored or restoring*: Economic outlook; immigration; risks, public priorities
- *Undergoing change*: Sovereignty (U.S. relations); tolerance; security vs. civil liberties
- *Permanent or generational*: World view (sadder, more vigilant, healthier balance of priorities)





# September 11<sup>th</sup> in Hindsight



# Examining the Impact and Response

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## ■ Personal impact modest

- 16% say events had high impact on them personally;
- 54% think the events of September 11<sup>th</sup> have produced profound changes

## ■ Outlook dominated by sadness followed by resolve

- Few feel fear or anger
- Women lean to sadness; men equally likely to choose sadness and resolve

## ■ Closer ties to U.S.

- Sept. 11 produced “warmer” attitude to U.S. which has dissipated but not returned to pre-Sept. levels
- Shared security perimeter divides Canadians; support declining
- Strong support for participation with U.S. in Afghanistan but not Iraq

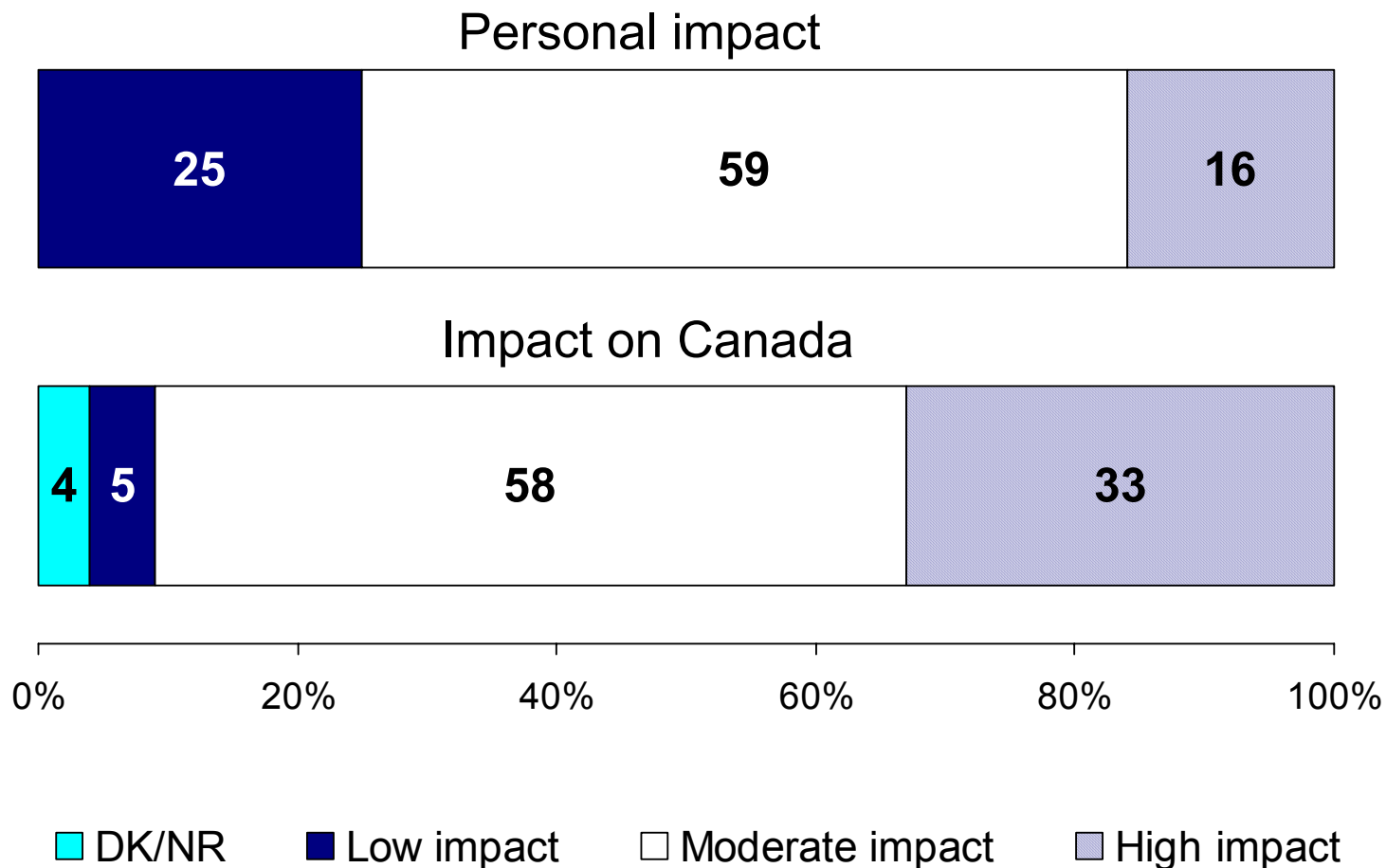
## ■ Government response seen positively

- Overall, good marks for governments in both countries (U.S. better)
- Balance of civil liberties and security good
- Directional support for Government of Canada excellent (up 20 points)



# Impact of September 11<sup>th</sup>

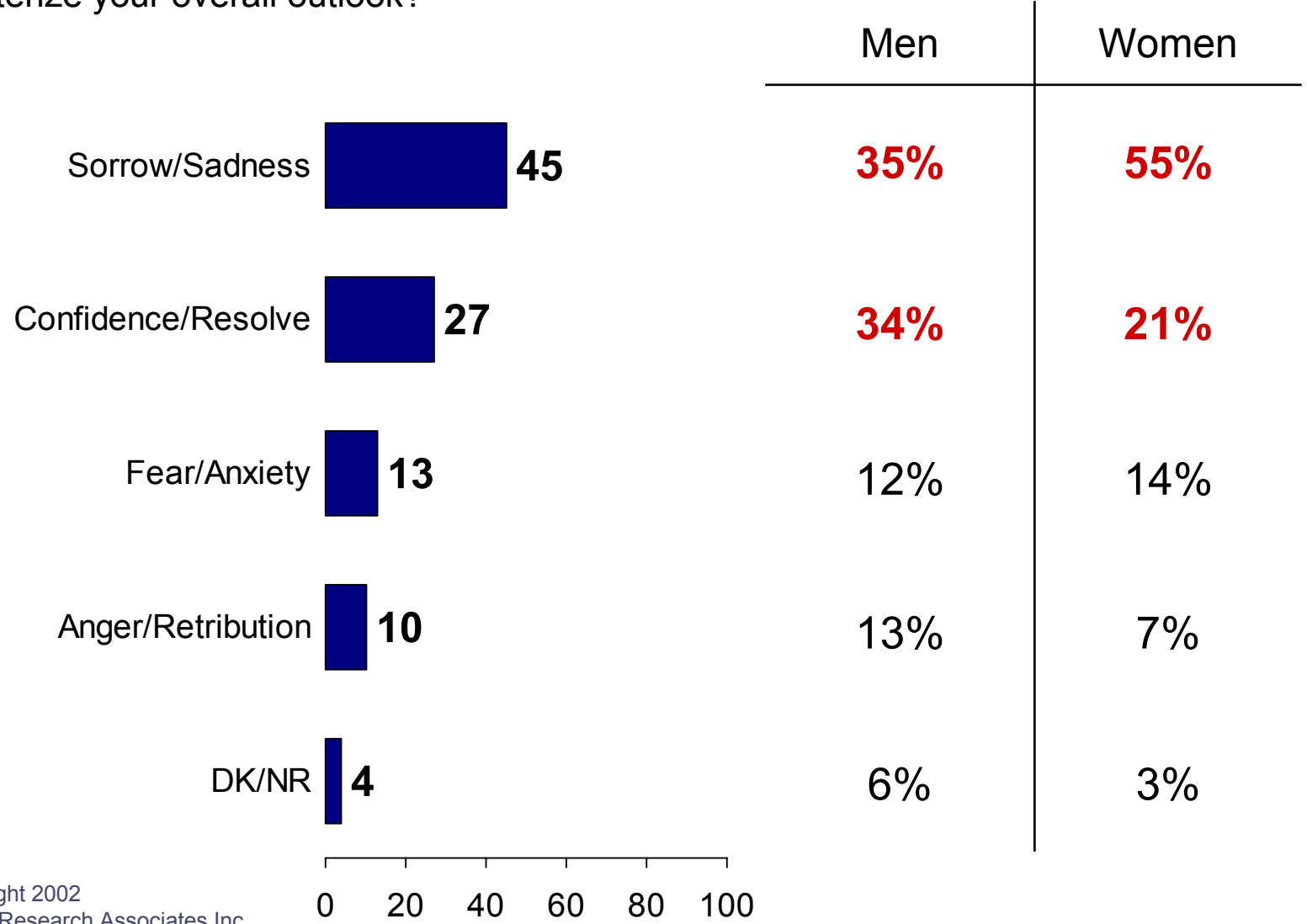
Q: Overall, how much impact over the past year did the events of September 11<sup>th</sup> and the fallout from that event have on you personally? How about the overall impact on Canada?





# Canadian's Outlook

Q: As we approach the anniversary of September 11<sup>th</sup>, which of the following words best characterize your overall outlook?



# September 11<sup>th</sup> – A life altering event?

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Q: Which statement comes closest to your point of view?

The events of September 11<sup>th</sup> have profoundly changed the world in which we live in a major and permanent fashion



September 11<sup>th</sup> was a terrible tragedy but life goes on and the world will pretty much be the same despite this event

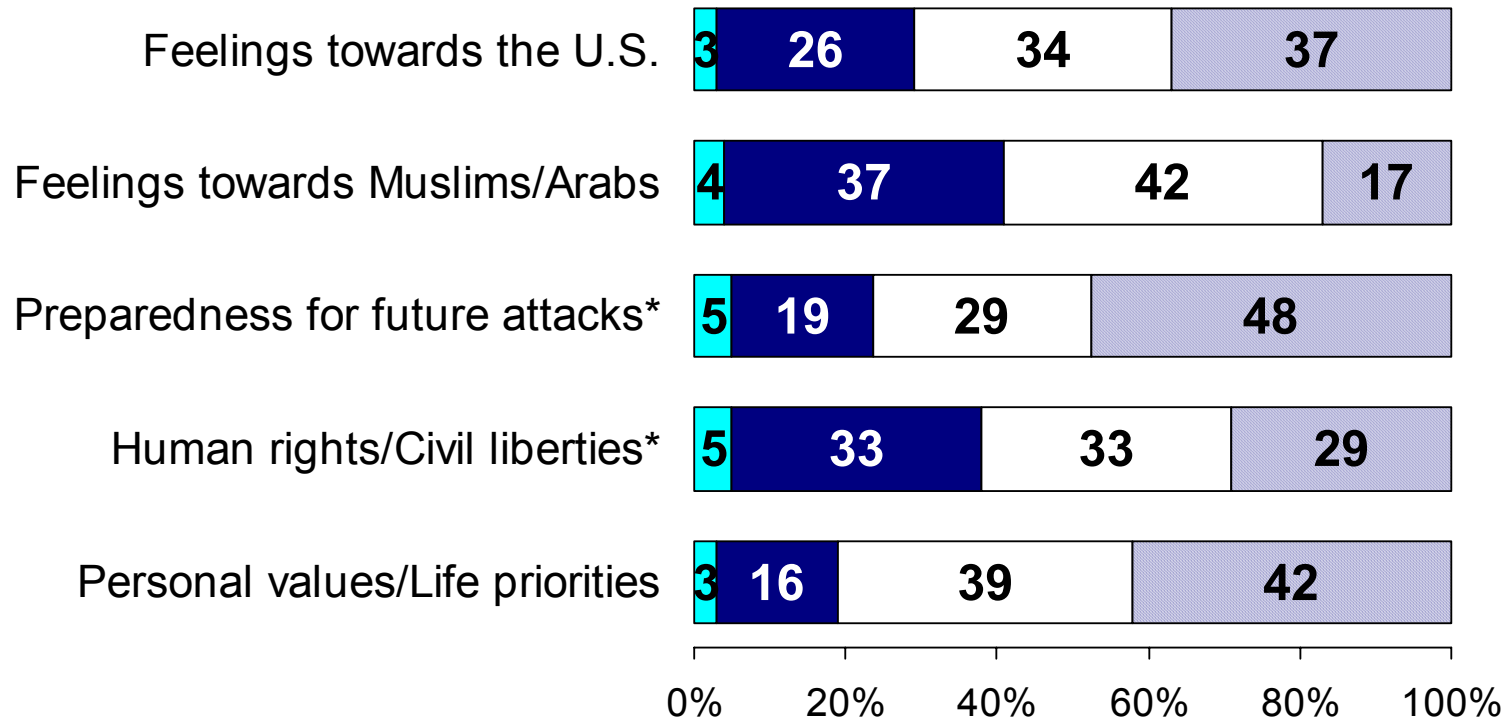


DK/NR



# Impact of September 11<sup>th</sup>

Q: Nearly one year later, please rate the impact of September 11<sup>th</sup> on the following areas:



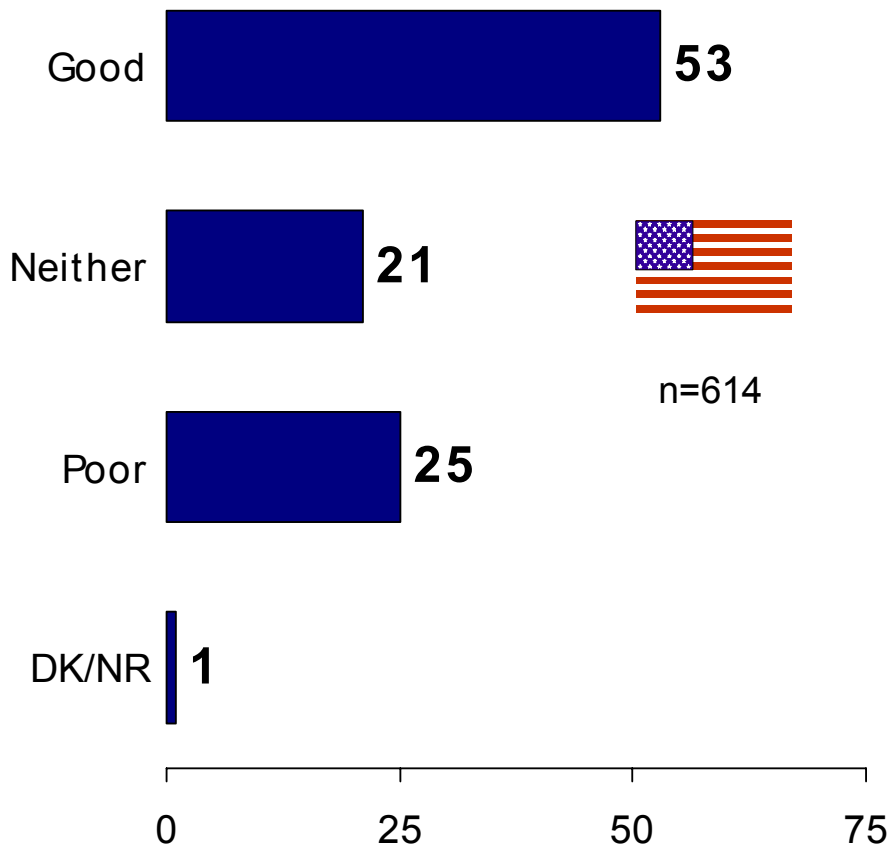
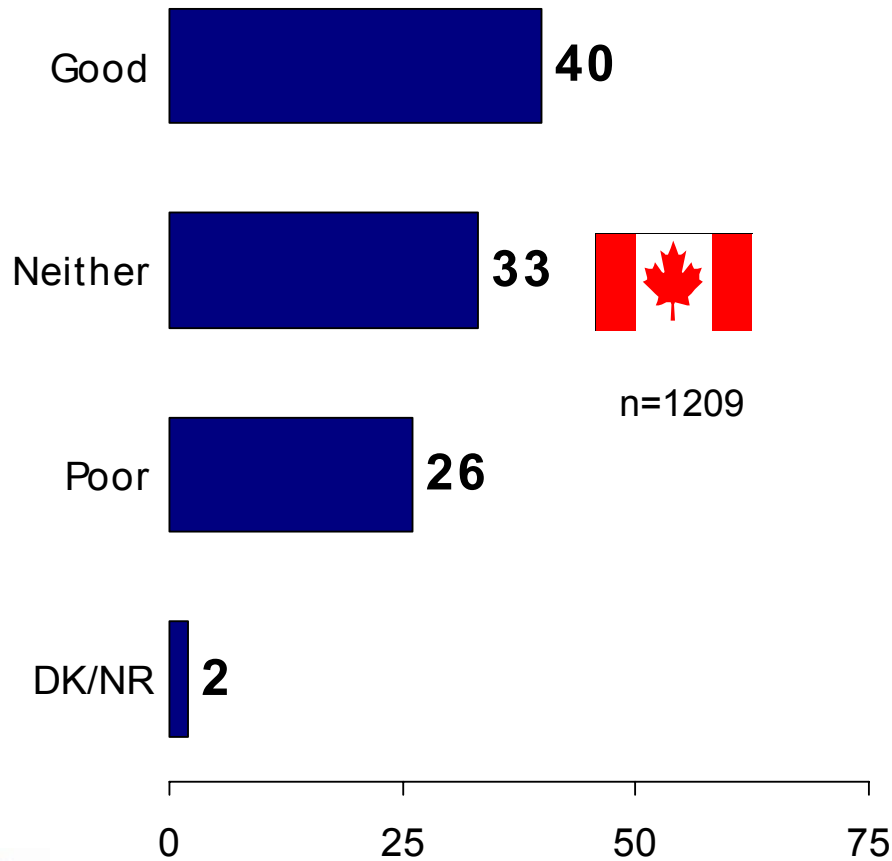
■ DK/NR ■ Negative effect □ Neither ■ Positive effect



# Government Response to September 11th

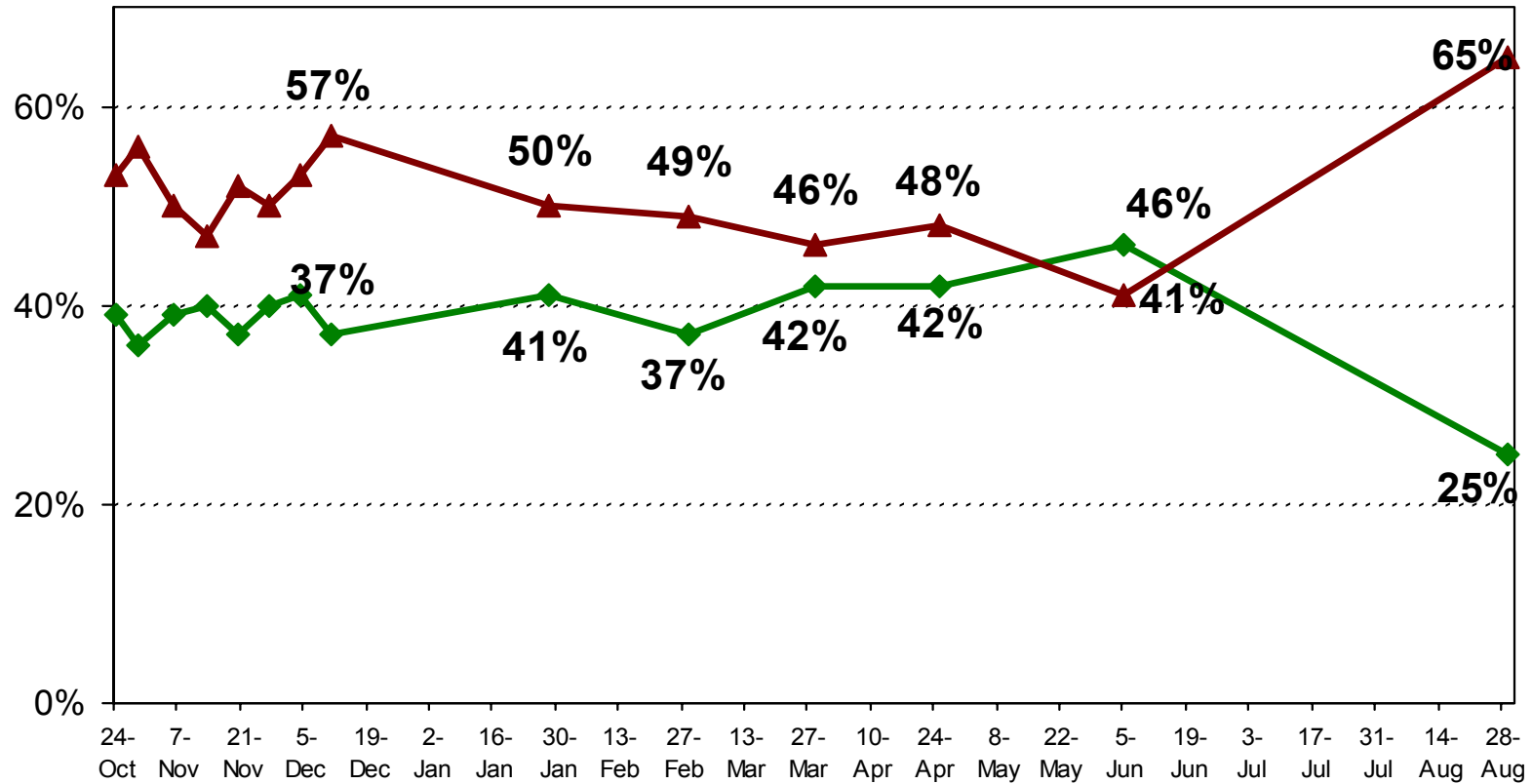
Q: How would you rate the performance of the Government of Canada in dealing with September 11<sup>th</sup> and its aftermath?

Q: How would you rate the performance of the Government of the U.S. in dealing with September 11<sup>th</sup> and its aftermath?

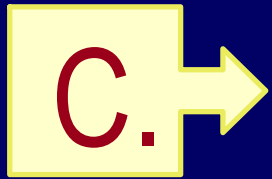


# Tracking Satisfaction with Government Direction

Q: All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?



◆ Wrong direction    ▲ Right Direction



# Risk, Threats and Security



# New outlook on civil liberties and tolerance

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## ■ Security trumps values

- Recognition that civil liberties have been negatively affected
- Majority trusts government (though 1 in 3 do not) to strike the right balance

## ■ Less tolerance in *ad hoc*, not generalized manner

- Feelings toward Arabs/Muslims more negative
- 48% say ethnic profiling is okay; virtually unchanged since Sept. 2001
- Support for immigration remains strong and returning to pre-September 2001 levels

## ■ Low personal risk but more vigilance

- Sense of personal risk low but one in two think that another terrorist attack in U.S. is very likely
- Almost half of Canadians think that terrorist activities in Canada are a problem

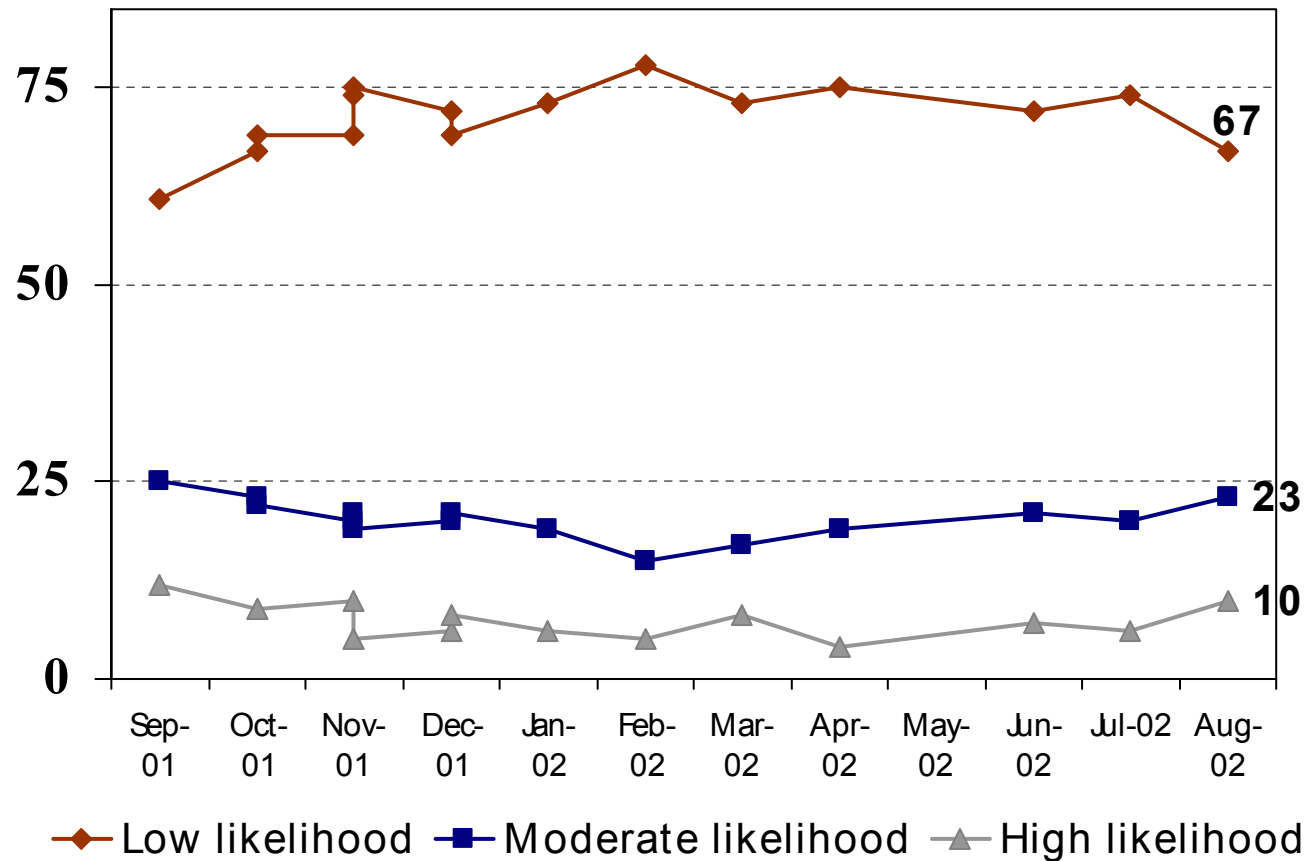
## ■ In retrospect, strong support for participation in Afghanistan conflict

- As conflict evolved, Canadians became less supportive of continued participation
- No appetite for participation in Iraq conflict

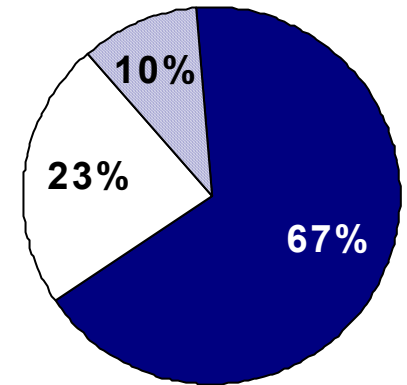


# Likelihood of Suffering from a Terrorist Attack

Q: How likely do you think it is that you and your family will suffer from a terrorist attack in the next two years?



August 26 to 28



- Low likelihood
- Moderate likelihood
- High likelihood

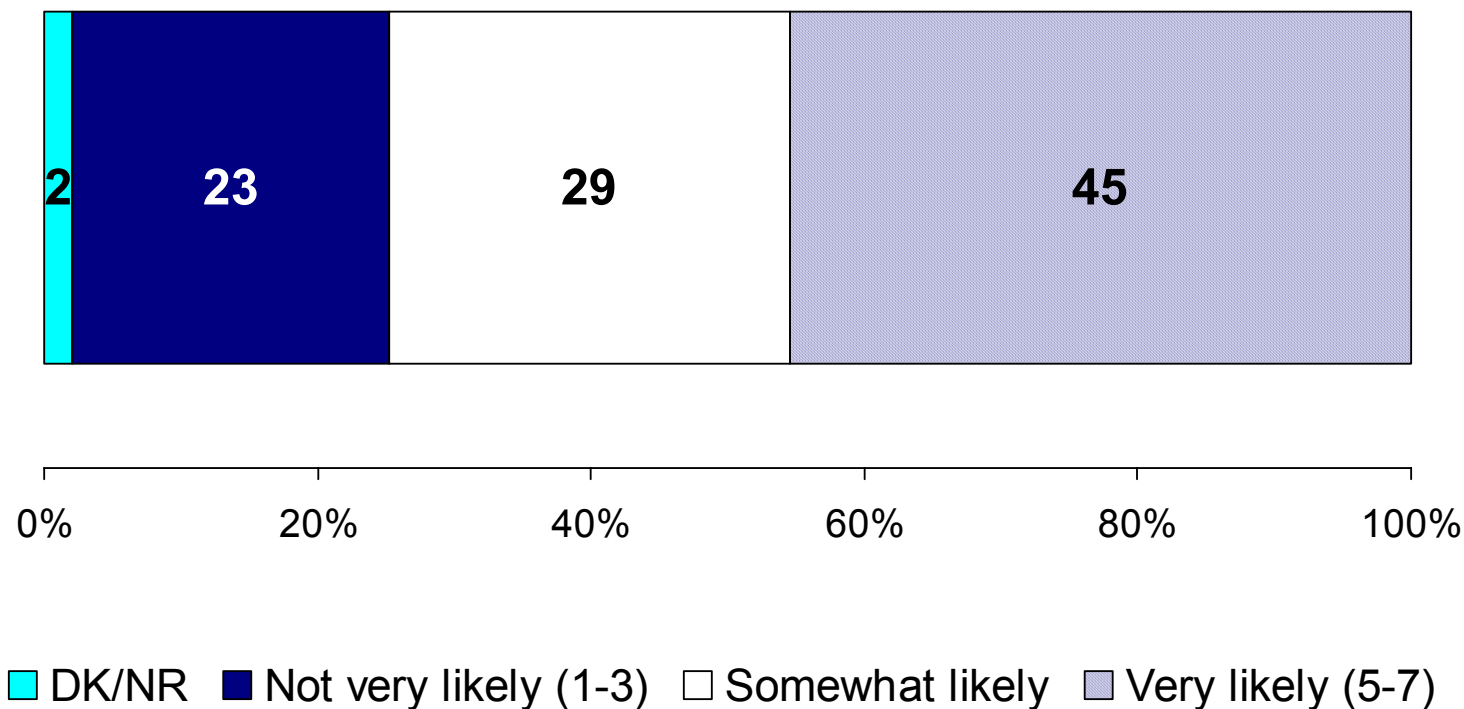
(n=609)





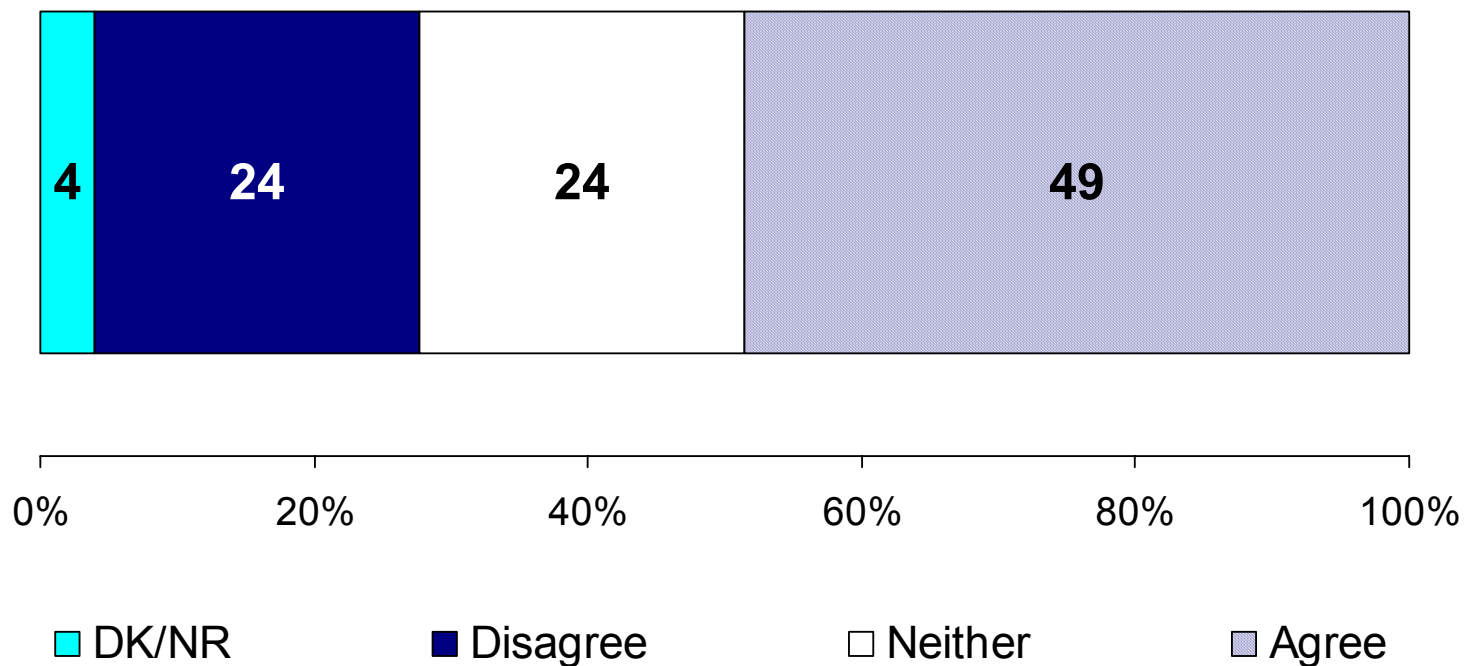
# Likelihood of U.S. Experiencing Another Terrorist Attack

**Q:** How likely do you think it is that the U.S. will experience another similar scaled or worse terrorist disaster in the coming year?



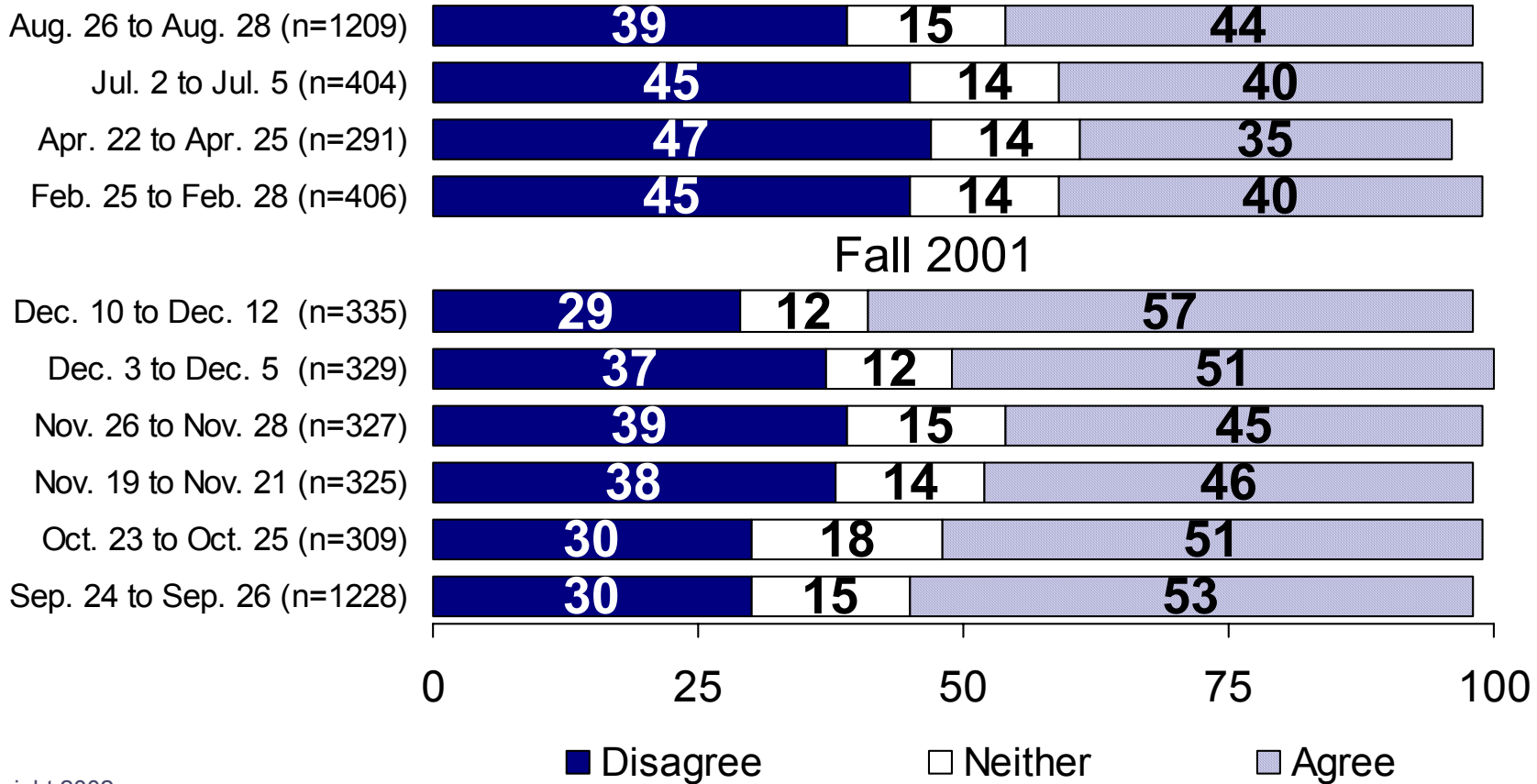
# Concern Over Terrorist Activities in Canada

Q: Please indicate whether or not you agree or disagree with the following statements: **We have a serious problem with groups supporting terrorist activities in Canada.**



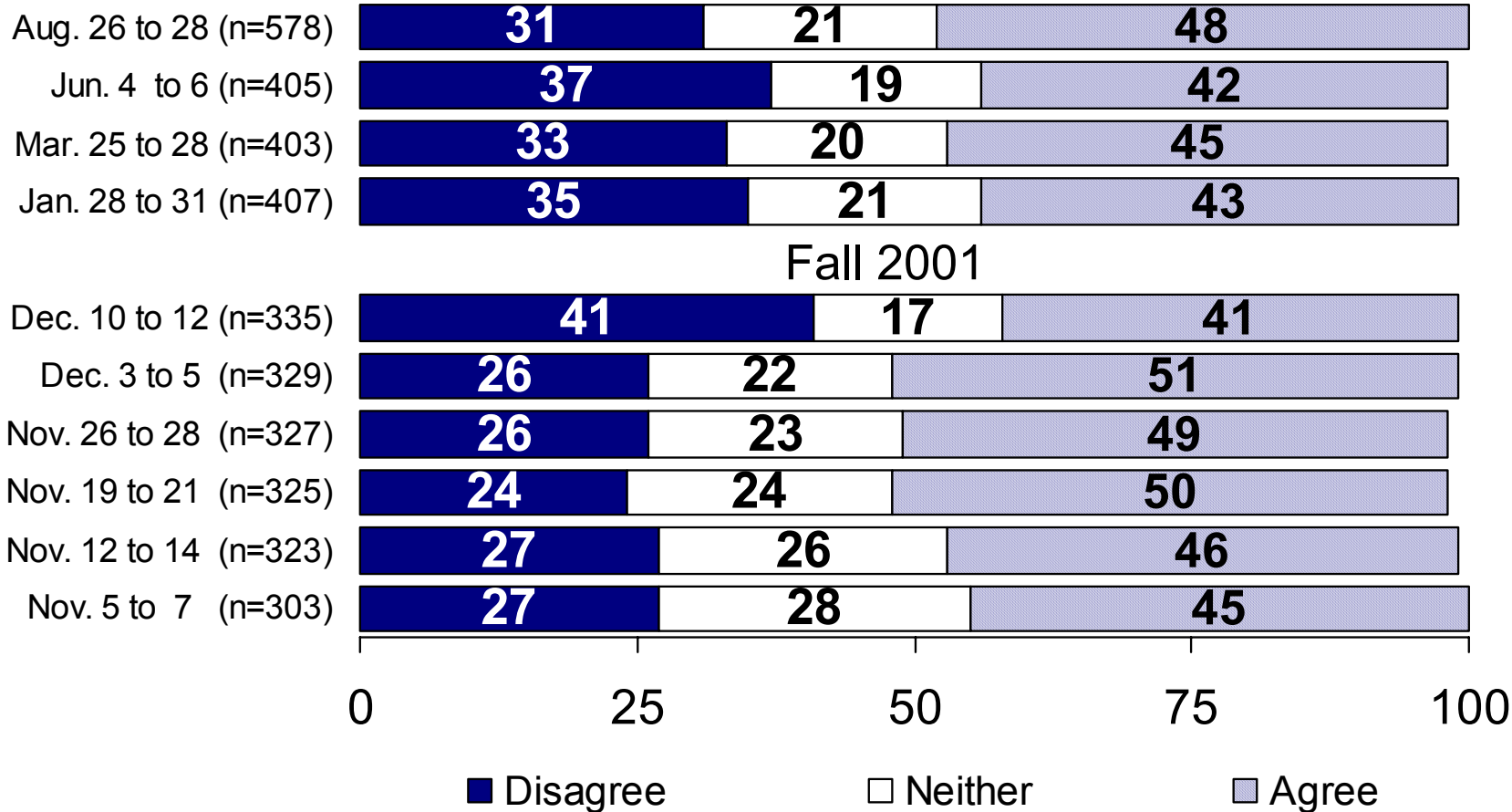
# Canada-U.S. Security Perimeter

**Q: Please indicate whether or not you agree or disagree with the following statements: I support creating a Canada-U.S. security perimeter, even if it means we must effectively accept American security and immigration policies.**



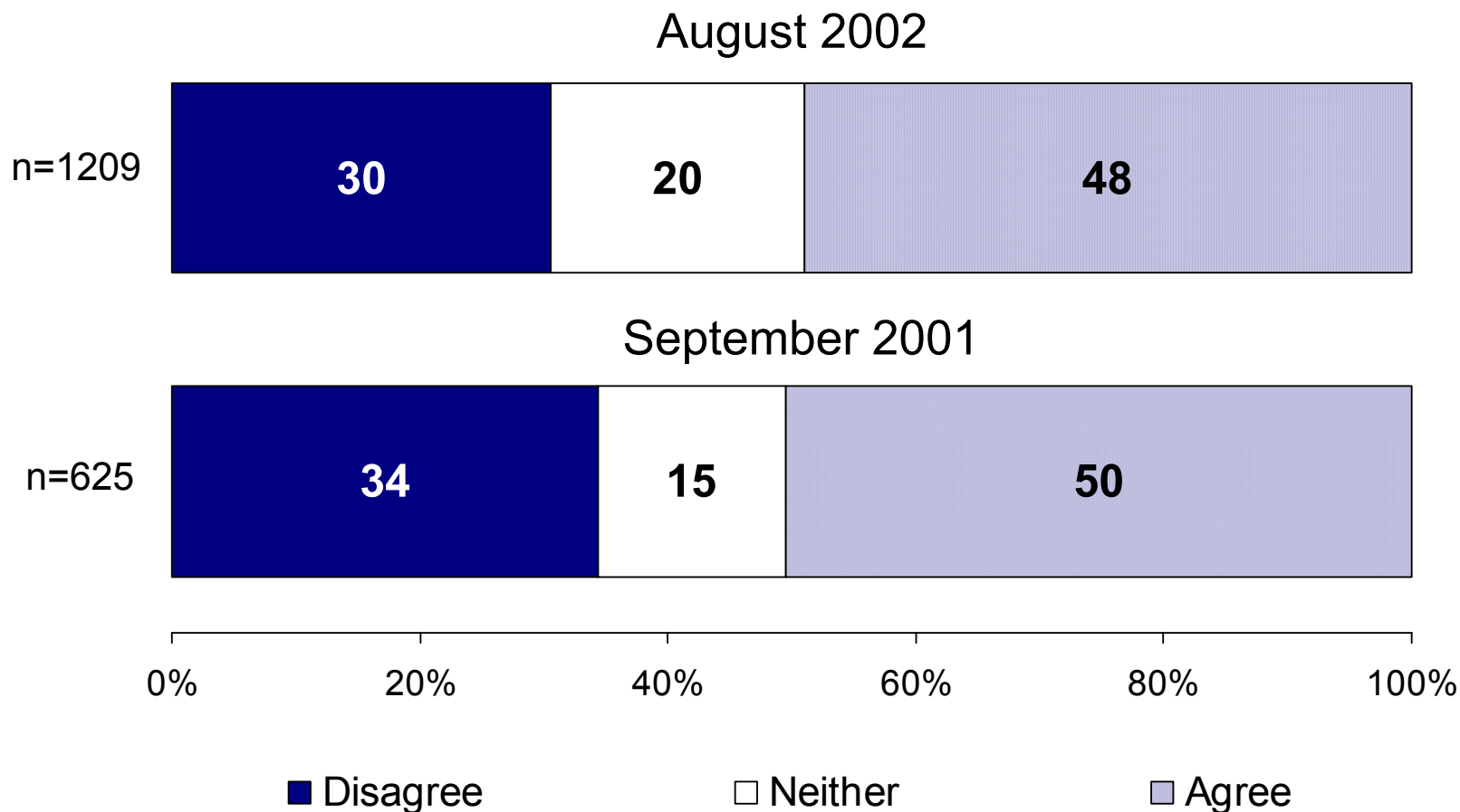
# Striking a Balance Between Security and Liberty

**Q: Please indicate whether you agree or disagree with the following statements: I can trust the Government of Canada to strike the right balance of security and civil liberties.**



# Racial Profiling

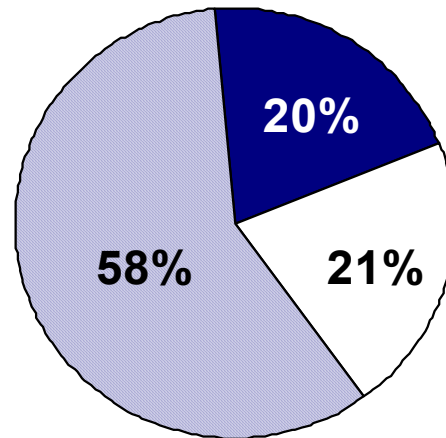
**Q: Please indicate whether you agree or disagree with the following statements: *Given current circumstances, I think that it is acceptable that airline, police and customs officials give special attention to individuals of Arabic origin.***



# Military Support in Retrospective

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**Q:** In hindsight, do you support or oppose the Canadian military participation in Afghanistan in the aftermath of September 11th? Please respond using a 7-point scale where 1 means strongly oppose, 7 means strongly support and 4 means neither oppose not support.

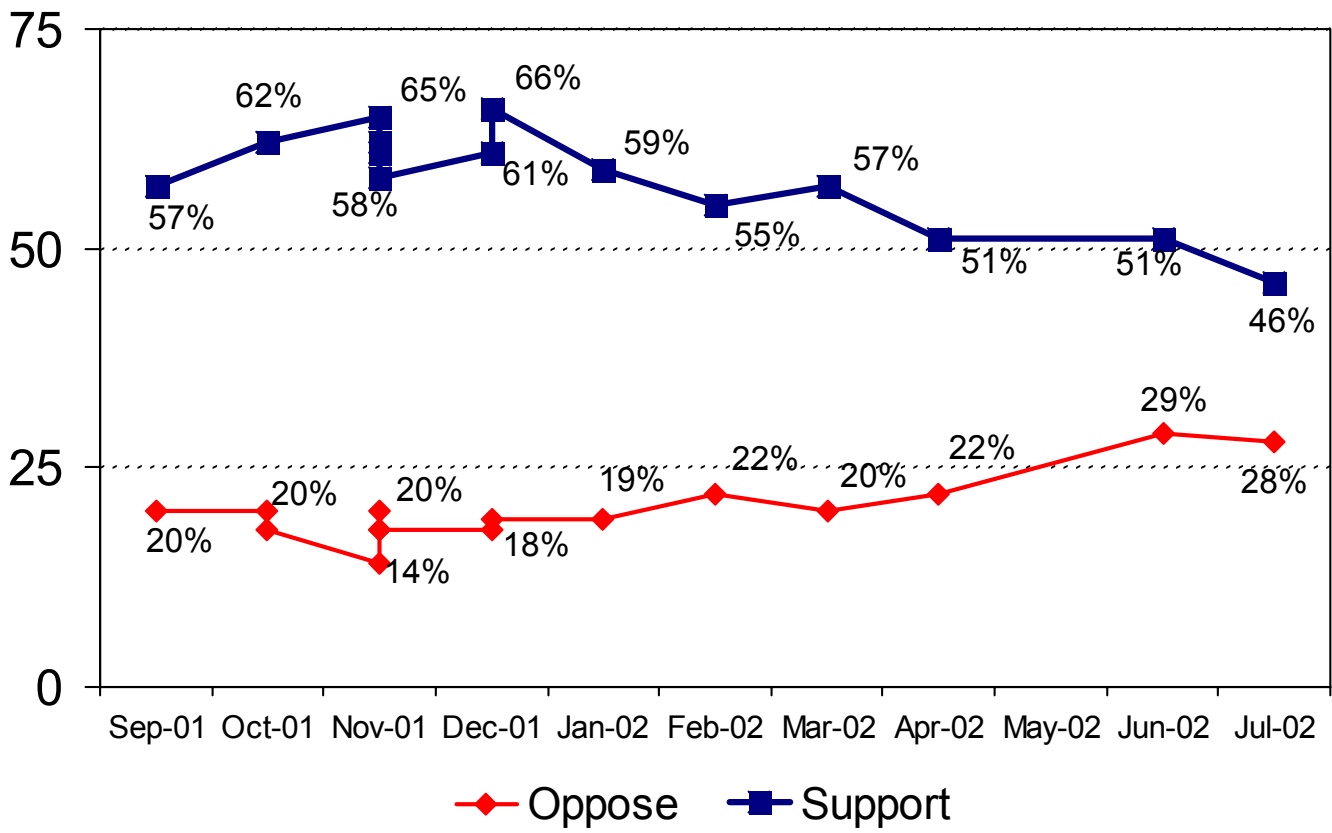


■ Oppose □ Neither ■ Support



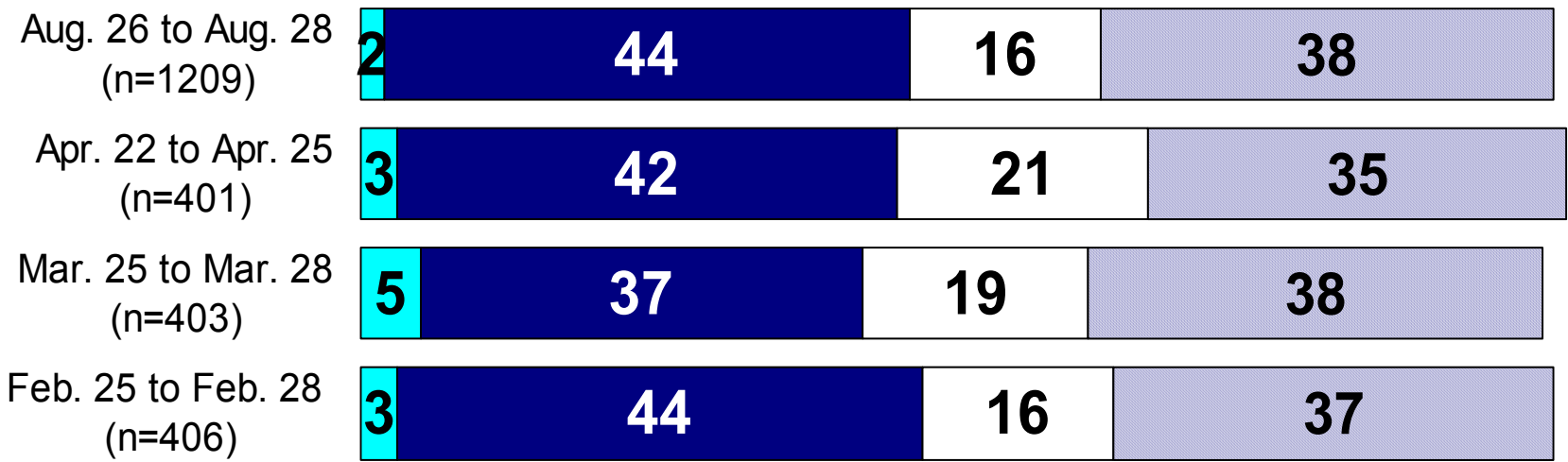
# Support for Military Participation During Conflict

Q: Do you support or oppose Canadian participation in military retaliation in response to the terrorist attacks on September 11, 2001?

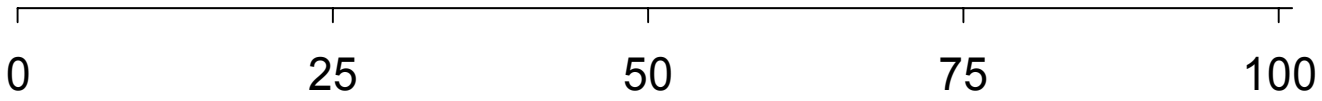
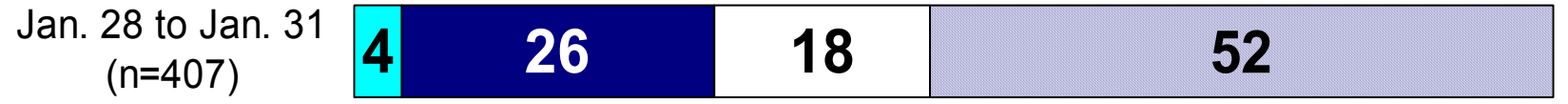


# Support for Attacks in Iraq

Q: On the same scale, do you support or oppose Canadian participation if the U.S. and its allies decide to attack Iraq?



JANUARY: ...if the U.S. and its allies decide to attack *other countries* that are allegedly home to terrorists groups?

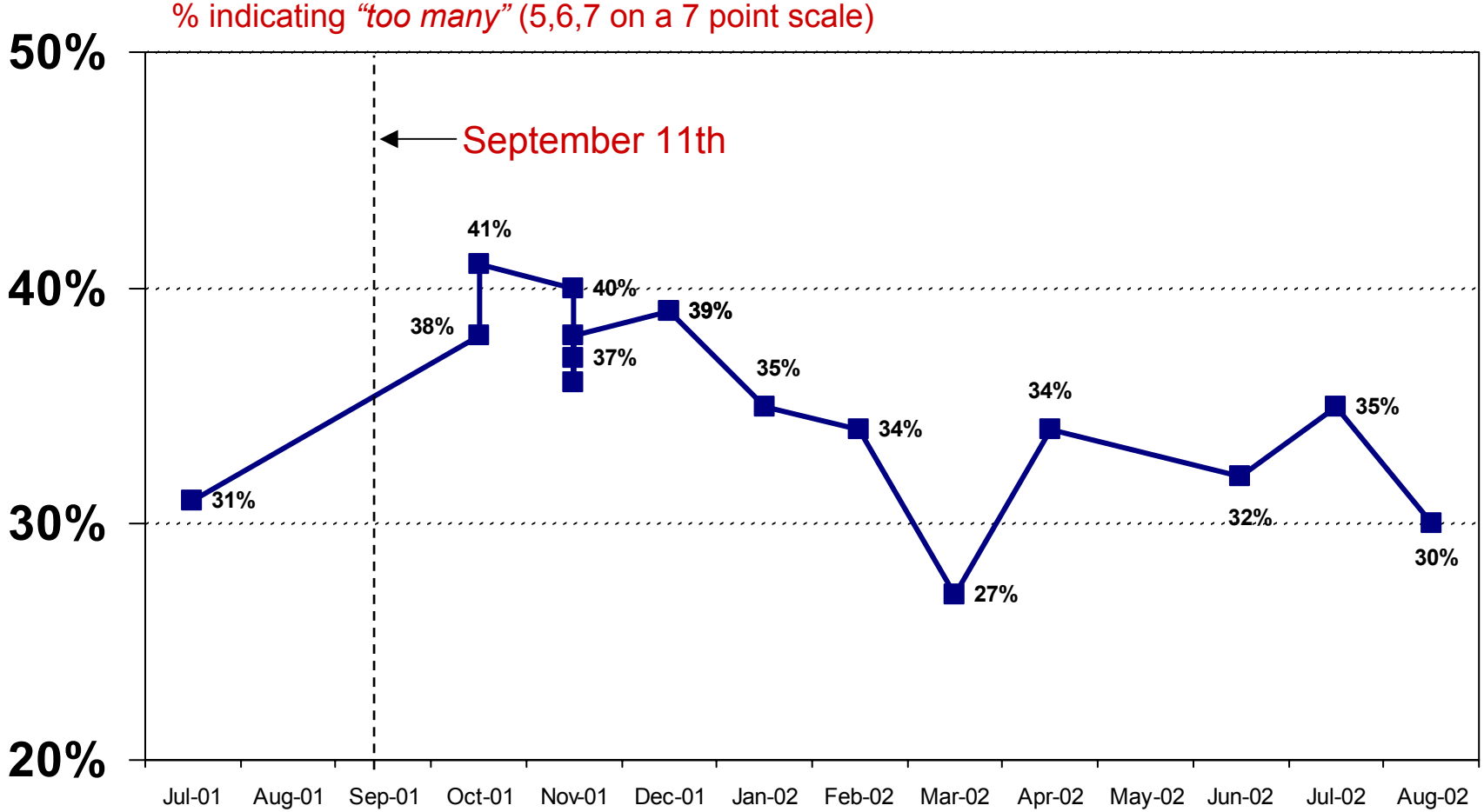


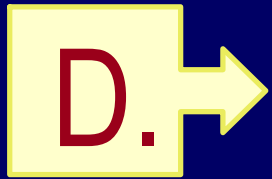
DK Oppose Neither Support



# Canadian Attitudes Towards Immigration

Q: In your opinion, do you feel that there are too many, too few or about the right number of immigrants coming to Canada?





# Conclusions



# Bottom Line

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- World has changed but not as dramatically as we thought on Sept. 12, 2001
  - Personal changes are modest; broad societal changes more significant
  - Most significant shifts are in world view and values (which is impressive since these are typically inert and move more glacially)
- Key shifts
  - We are now sadder, more wary and more vigilant (importantly Canadians think terrorism is domestic problem)
  - A different balancing which leans more to security than human rights has emerged
  - We are selectively less tolerant (a new sense of us/them with Arab/Muslim world)
  - Positively, values and belonging have risen (particularly in U.S.) and we have greater sense of balance/life priorities
- Afghanistan military involvement was strongly supported; Iraq is not
- Attitudes to government handling are generally positive (both Canada and the U.S.) and support for broad direction of Government of Canada is remarkably positive
  - Desire for increased defence and security spending neither dampened desire for traditional priorities nor changed the desired role for the state in Canada





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