



Global News: **TOP US NEWS STORY 2015**

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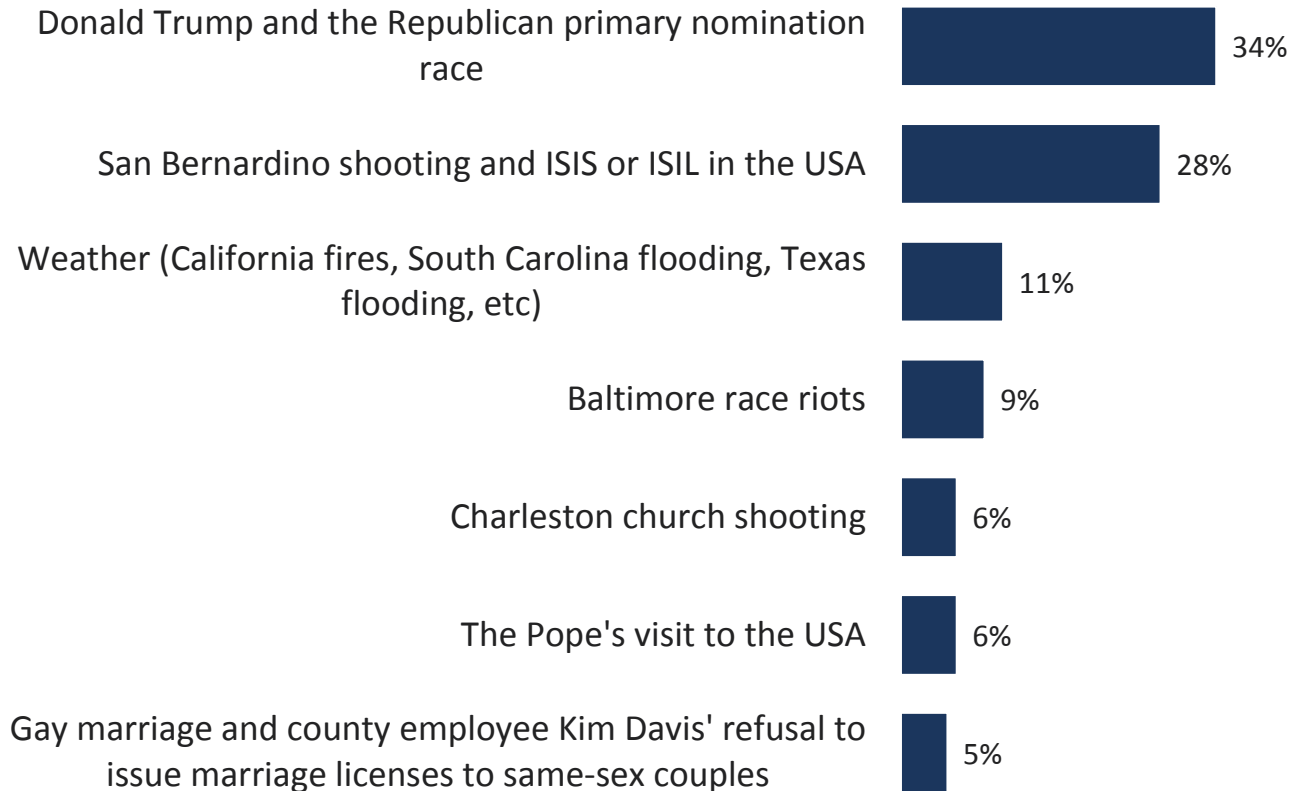


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- These are the findings of an Ipsos poll conducted on behalf of Global News.
- For the survey, a sample of 2,002 Canadians from the Ipsos I-Say panel was interviewed from December 16 to 18, 2015.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 2.5 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled.

TOP US NEWS STORY

The top US news story is Donald Trump and the Republican primary race, followed by the San Bernardino shooting and ISIS or ISIL.



NXTOP4. Which of the following do you think is the top US news story of the year?
Base: All respondents (n=2002)

TOP US NEWS STORY BY REGION

Likewise, there are not many regional variations in the top two news stories (except with Quebec residents being less likely to choose the Donald Trump story as the top story). Quebec residents are also more likely to believe the Baltimore race riots and the Charleston church shooting to be the top stories.

	Total	Region					
		BC	AB	SK/MB	ON	QC	Atlantic
		A	B	C	D	E	F
Base: All respondents	n=2002	n=232	n=198	n=113	n=770	n=525	n=164
Donald Trump and the Republican primary nomination race	34%	41% _E	39% _E	38% _E	35% _E	24%	38% _E
San Bernardino shooting and ISIS or ISIL in the USA	28%	24%	31%	35% _E	30%	25%	25%
Weather (California fires, South Carolina flooding, Texas flooding, etc)	11%	13% _D	10%	10%	8%	15% _D	10%
Baltimore race riots	9%	7%	5%	3%	10% _C	15% _{ABCD}	7%
Charleston church shooting	6%	5%	2%	6%	6% _B	9% _{ABD}	6%
The Pope's visit to the USA	6%	7%	4%	2%	6%	7%	9% _C
Gay marriage and county employee Kim Davis' refusal to issue marriage licenses to same-sex couples	5%	3%	9% _A	6%	5%	5%	5%

NXTOP4. Which of the following do you think is the top US news story of the year?

Base: All respondents (n=2002)

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Questions?

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