



Global News: Top Canadian News Story 2015

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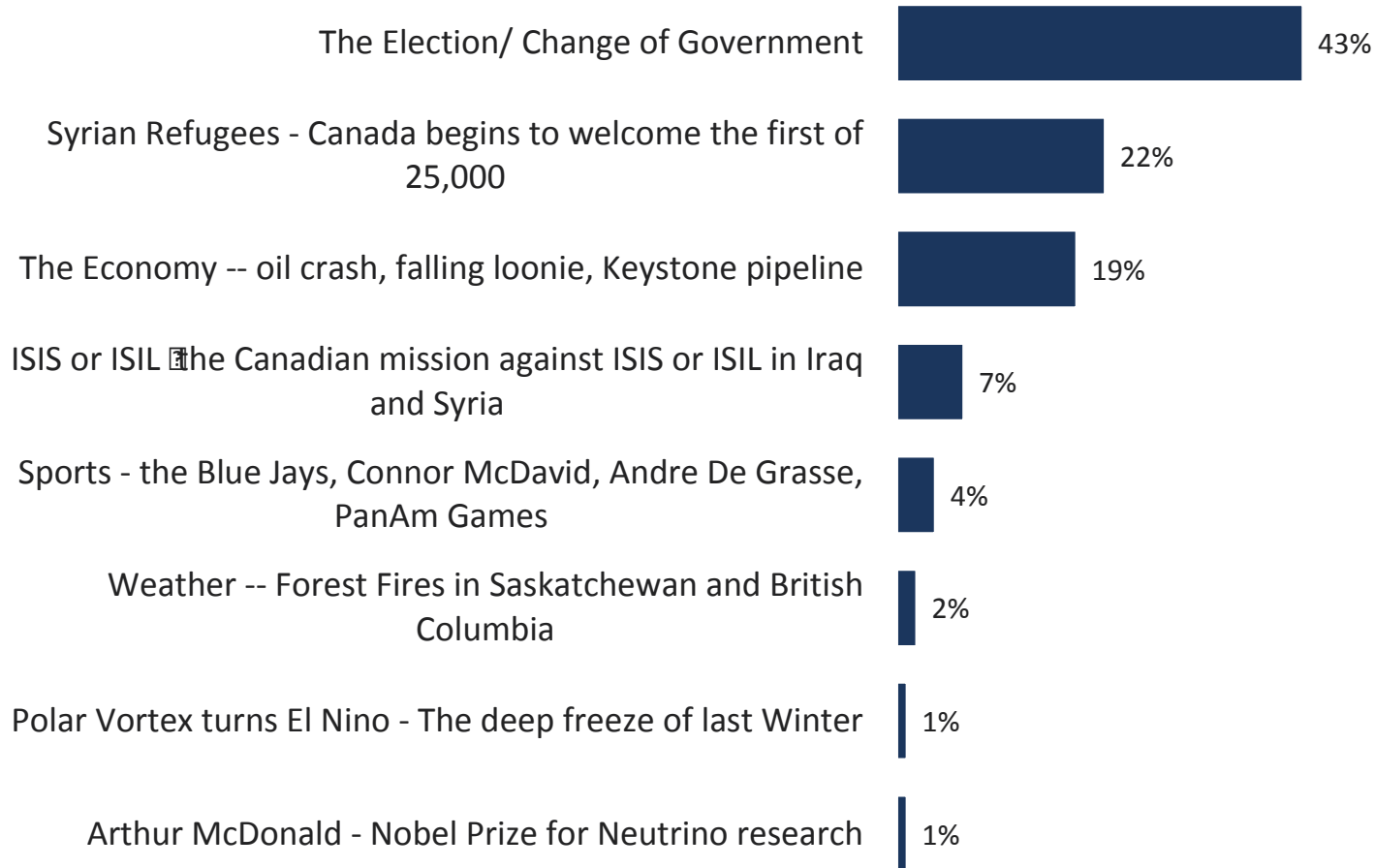


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- These are the findings of an Ipsos poll conducted on behalf of Global News.
- For the survey, a sample of 2,002 Canadians from the Ipsos I-Say panel was interviewed from December 16 to 18, 2015.
- Quotas and weighting were employed to ensure that 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 CANADIAN NEWS STORY

The top Canadian news story is the election/change of government. Two other popular news stories are the Syrian refugees and the economy.



NXTOP5. Which of the following do you think is the top Canadian news story of the year?
Base: All respondents (n=2002)

TOP CANADIAN NEWS STORY BY REGION

Residents of BC are more likely to have chosen the election/change in government as the top Canadian news story, while those from Alberta are more likely to have chosen the economy. Residents in Quebec and the Atlantic are slightly more likely to think the Syrian refugee crisis was the top story.

| | 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 |
| The Election / Change of Government | 43% | 55% _{BDEF} | 38% | 45% | 40% | 43% | 41% |
| Syrian Refugees - Canada begins to welcome the first of 25,000 | 22% | 18% | 13% | 24% _B | 19% | 30% _{ABD} | 28% _{ABD} |
| The Economy -- oil crash, falling loonie, Keystone pipeline | 19% | 16% | 36% _{ACDEF} | 13% | 20% _E | 14% | 16% |
| ISIS or ISIL / The Canadian mission against ISIS or ISIL in Iraq and Syria | 7% | 6% | 7% | 9% | 8% | 6% | 8% |
| Sports - the Blue Jays, Connor McDavid, Andre De Grasse, PanAm Games | 4% | 2% | 4% | 3% | 7% _{AE} | 2% | 4% |
| Weather -- Forest Fires in Saskatchewan and British Columbia | 2% | 2% | * | 3% | 3% | 2% | 1% |
| Polar Vortex turns El Nino - The deep freeze of last Winter | 1% | 1% | - | 1% | 1% | 2% | 1% |
| Arthur McDonald - Nobel Prize for Neutrino research | 1% | 1% | 2% | 2% | 1% | 1% | 1% |

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Base: All respondents (n=2002)

Questions?

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