



Toronto
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Canada's Military Russel Williams

November 4, 2010

Method

INSTRUMENT

- ▶ The survey was completed on-line from Monday, November 1, 2010, to Thursday, November 4, 2010, using Leger Marketing's online panel, ***LegerWeb***.
- ▶ A sample of 1503 Canadians, 18 years of age or older, were interviewed

ONLINE PANEL

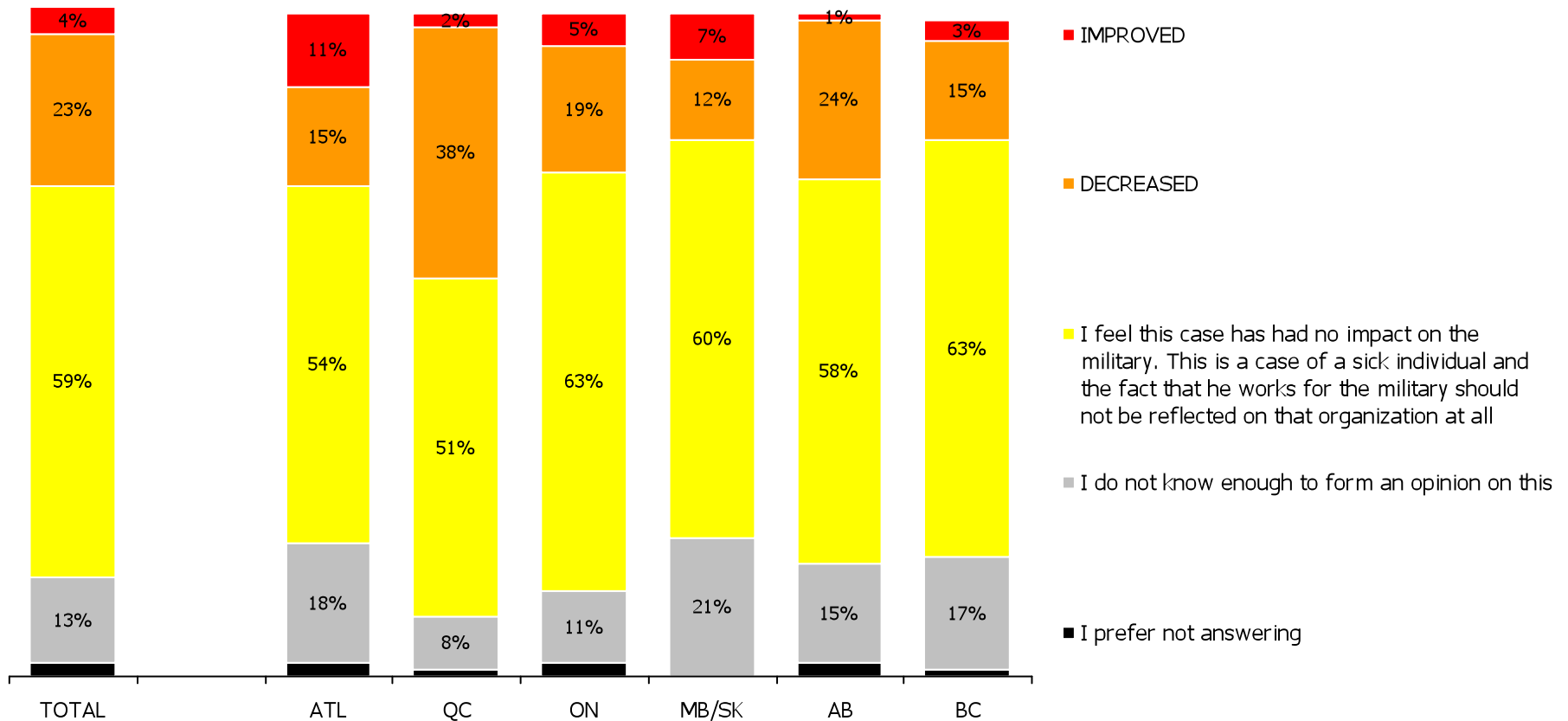
- ▶ Leger Marketing's online panel counts 350,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.
- ▶ Panel members are randomly selected to receive email invitations to the individual surveys.
- ▶ We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

QUALITY CONTROL

- ▶ Stringent quality assurance measures allow Leger Marketing to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

Two-in-ten believe Russell Williams' trial has tarnished the Canadian military's reputation

- Most (59%) believe that Russell Williams' rape and murder case has had no impact on the military's reputation whatsoever -- especially those 35+ (66% vs. 41% among those 18-34), men (63% vs. 54% among women), and married individuals (62% vs. 49% among single individuals).
- Others (23%), however, believe that Williams' trial has actually tarnished the Canadian military. This view is particularly strong in Quebec (38% vs. 18% for the rest of Canada), as well as among those 18-34 (30% vs. 20% among those 35+).
- Few (only 4%) believe the trial has in any way positively affected the Canadian military's reputation.



Q5. When it comes to the Russell Williams rape and murder case, which of the following best represents your attitude about how this case has affected the Canadian Military?

Base: All (n=1503).



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