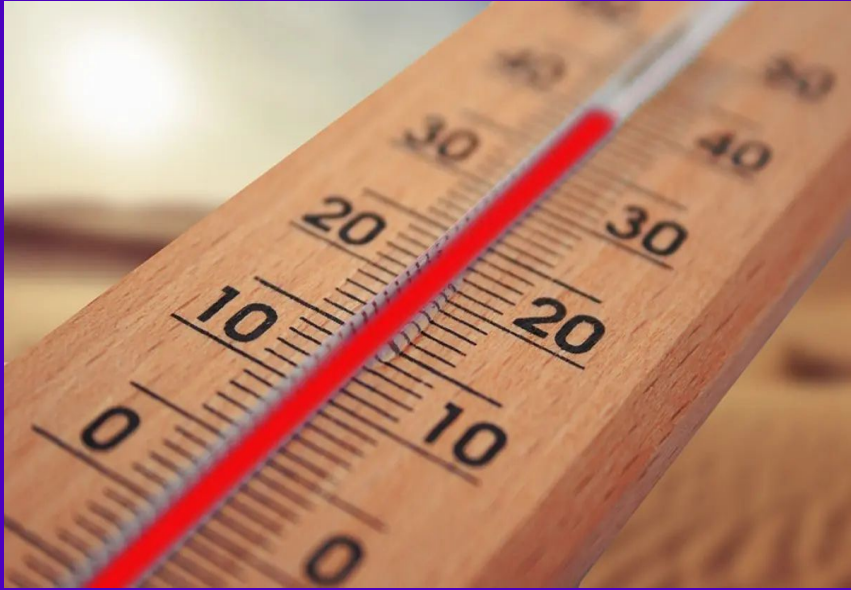


Canadian Council for Refugees

Briefing on Messaging Research

Meet | where
people | they
are!





A message is like a baton...



ACTIVATE our choir



PERSUADE those who toggle
between conflicting ideas

**MARGINALIZE
the opposition**



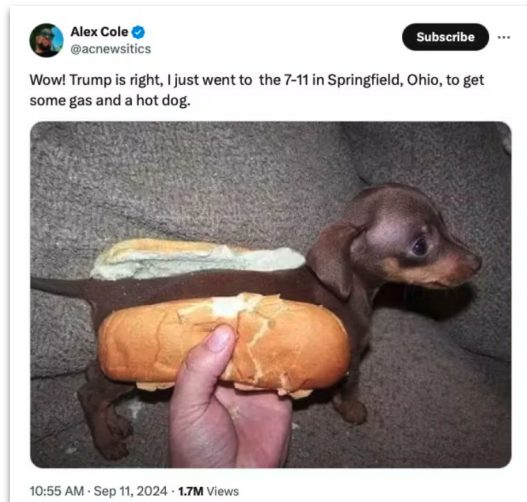
Spreading Lies About Immigrants

PolitiFact: U.S. Senate candidate Bernie Moreno pushes unfounded migrant pet-eating narrative

The Simpsons memes go viral after Trump claims that 'dogs are being eaten in Springfield'

New Springfield bomb threats precede Bernie Moreno media event

Republicans spread baseless slurs about 'cat-eating migrants' in Ohio city



Kylie Brakeman
@deadeyebakeman

I can't believe "they're eating the dogs" was a REBUTTAL to "You say weird stuff at your rallies"

9:34 PM · Sep 10, 2024 · 3.8M Views

19.7K Reposts 294 Quotes 214.2K Likes 4,136 Bookmarks

danielamelchior
12K+ views · 2 months ago

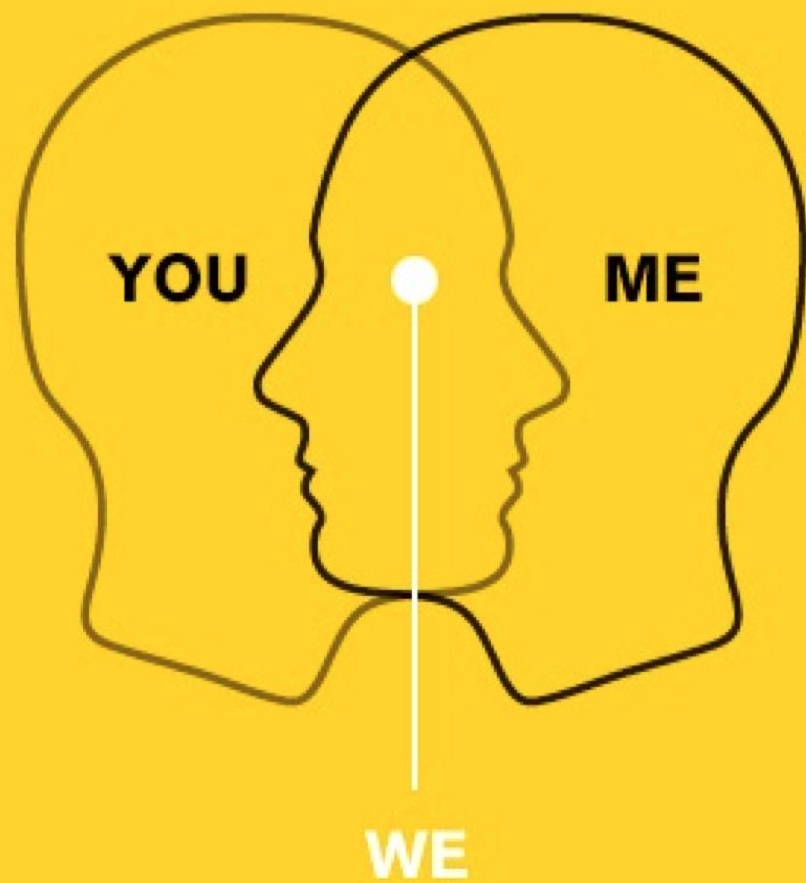
They're Eating the Dogs: A Viral TikTok Trend Explained



804 Likes, TikTok video from danielamelchior (@danielamelchior): "Discover the viral TikTok trend where people humorously talk about eating ..."












**SEEKING ASYLUM
IS NOT ILLEGAL**

**Learn the facts and
show your support today**

2013



**The only developed
country in the world
that locks up children
seeking asylum.**

2015



“ I want to be a
human rights lawyer.
There are people on this
planet you can help by
doing simple things. „

Amir, 23, Imprisoned in
Manus Island Detention Camp, 3 years

#BringThemHere

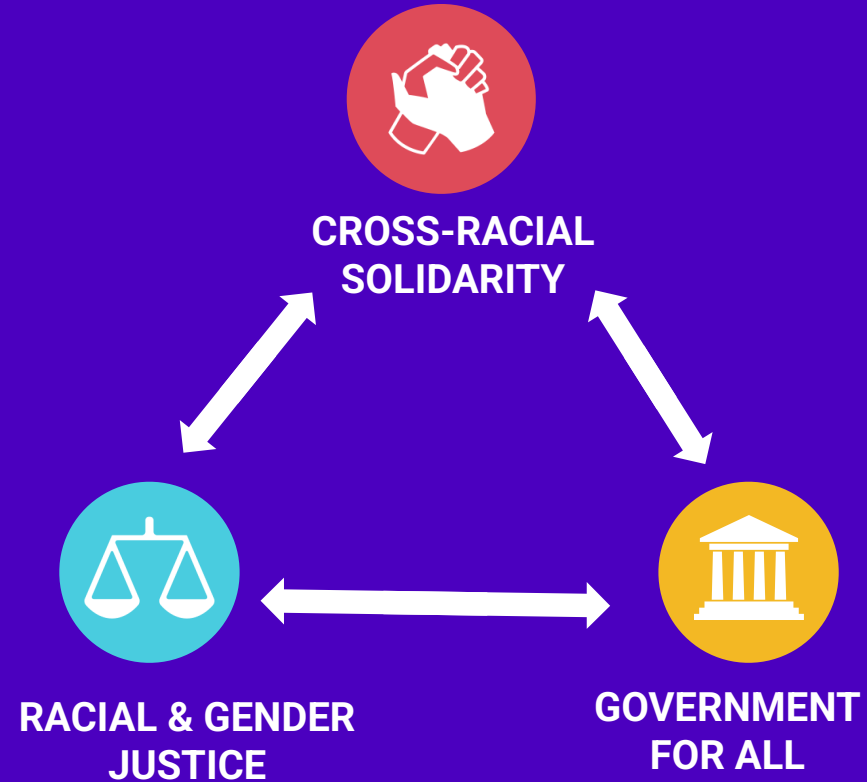
GetUp!

2016

OPPOSITION NARRATIVE



RACE CLASS NARRATIVE




ARCHITECTURE OF A RACE CLASS GENDER NARRATIVE

Opens with shared **VALUES** (e.g., freedom).
Names (and/or shows!) race, gender, and class.



Names **VILLAINS** who: 1) exploit divisions across races, and
2) exploit lack of familiarity with transgender people
in order to get back into or hold onto power and wealth.



Emphasizes unity and collective action to achieve **VICTORY**.



Connects joining together to achieve desired outcomes - **VISION**.
Names (and/or shows!) that vision.

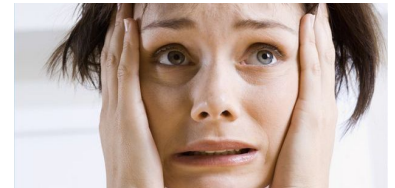
Message Test Findings

Methodology

- ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees conducted an online survey of 2,392 adults May-June 2025. Of these adults, 593 respondents elected to take the survey in French.
- Each respondent saw, rated, and indicated how likely they were to share the opposition message, the status quo message, and then one of our two new RCGN messages (each RCGN message was shown to one half of the sample). Respondents then answered three questions gauging their motivation and likelihood to take action on this issue.

Segmentation

- Our base (32%) answered forced choice question with “Immigrants **contribute** to our culture and community, and **we’re all the better for having them** here,” and *also* gave the progressive answer to two forced choice questions around **race** and **class**.
- Our opposition (20%) answered “Immigrants are a **drain** on our culture and community, and we **would be better off without them** here.”
- The persuadables (48%) are everybody else, including many who answered “cannot say” to the forced choice questions.





Baseline Attitudes

Vast Majority Hold Pro-Immigrant Stance

- Immigrants contribute to our culture and community, and we're all the better for having them here.
- Immigrants are a drain on our culture and community, and we would be better off without them here.
- Cannot say

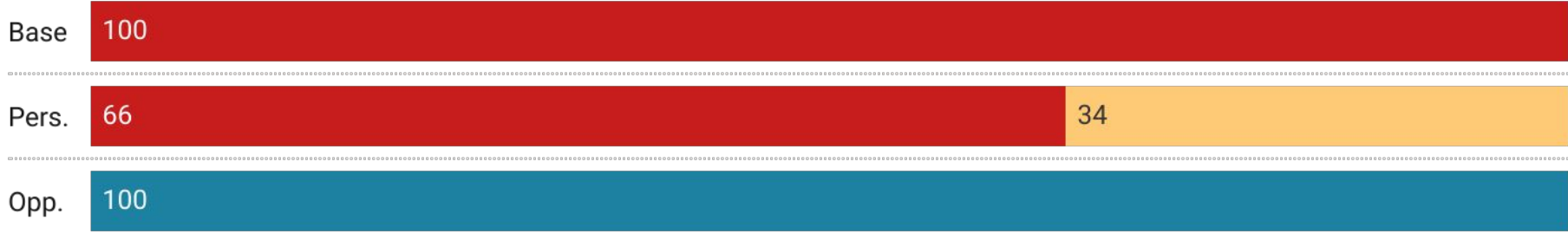


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

...But Immigration a Much Lower Priority for Base than for Opposition

Please indicate whether [immigration] was very important, somewhat important or not important in your decision about which party to vote for in this recent federal election.

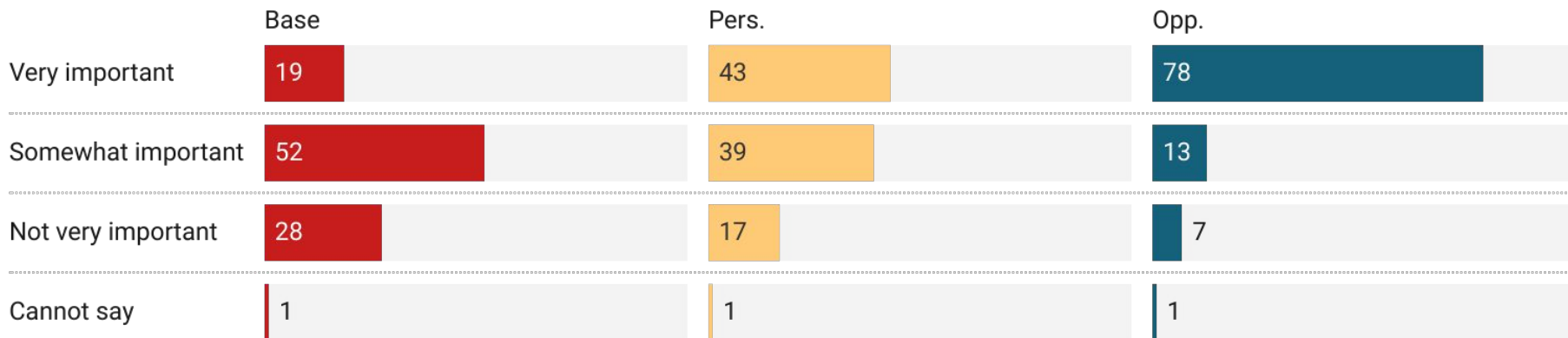


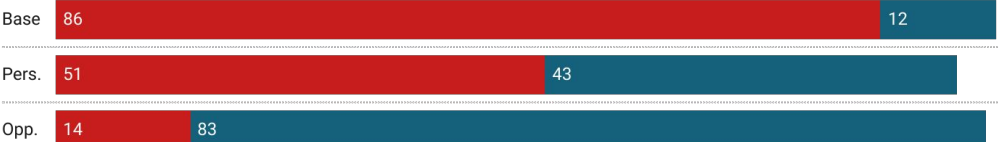
Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

High Overall Policy Support

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

Agree Disagree

We should make it easier for refugees living in Canada to be reunited with their kids and families who are still abroad.



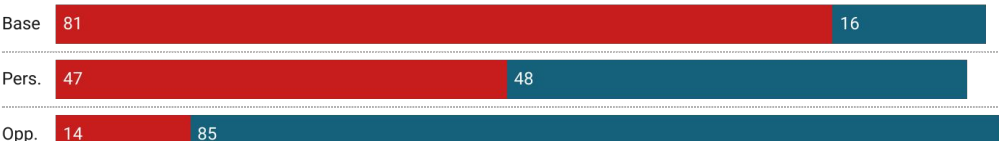
Everyone who comes to our border seeking refuge deserves a fair hearing.



Undocumented people who have already built a life in Canada should be given a fair chance to remain here.



Refugee claimants should have access to healthcare, social services, and other supports while they await a decision on their case.



We should accept displaced people regardless of where they come from.



Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

...But Low Intensity for Base Compared to Oppo.

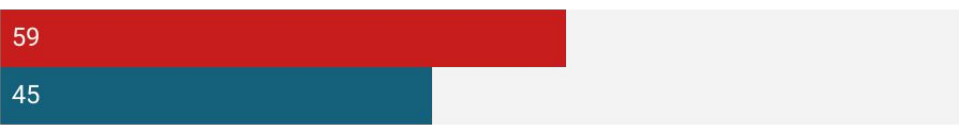
■ Base (Strongly Agree) ■ Opp. (Strongly Disagree)

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

We should make it easier for refugees living in Canada to be reunited with their kids and families who are still abroad



Everyone who comes to our border seeking refuge deserves a fair hearing



Undocumented people who have already built a life in Canada should be given a fair chance to remain here



Refugee claimants should have access to healthcare, social services, and other supports while they await a decision on their case



We should accept displaced people regardless of where they come from



Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

2025 Liberal Voters Overwhelmingly Agree with Our Policies

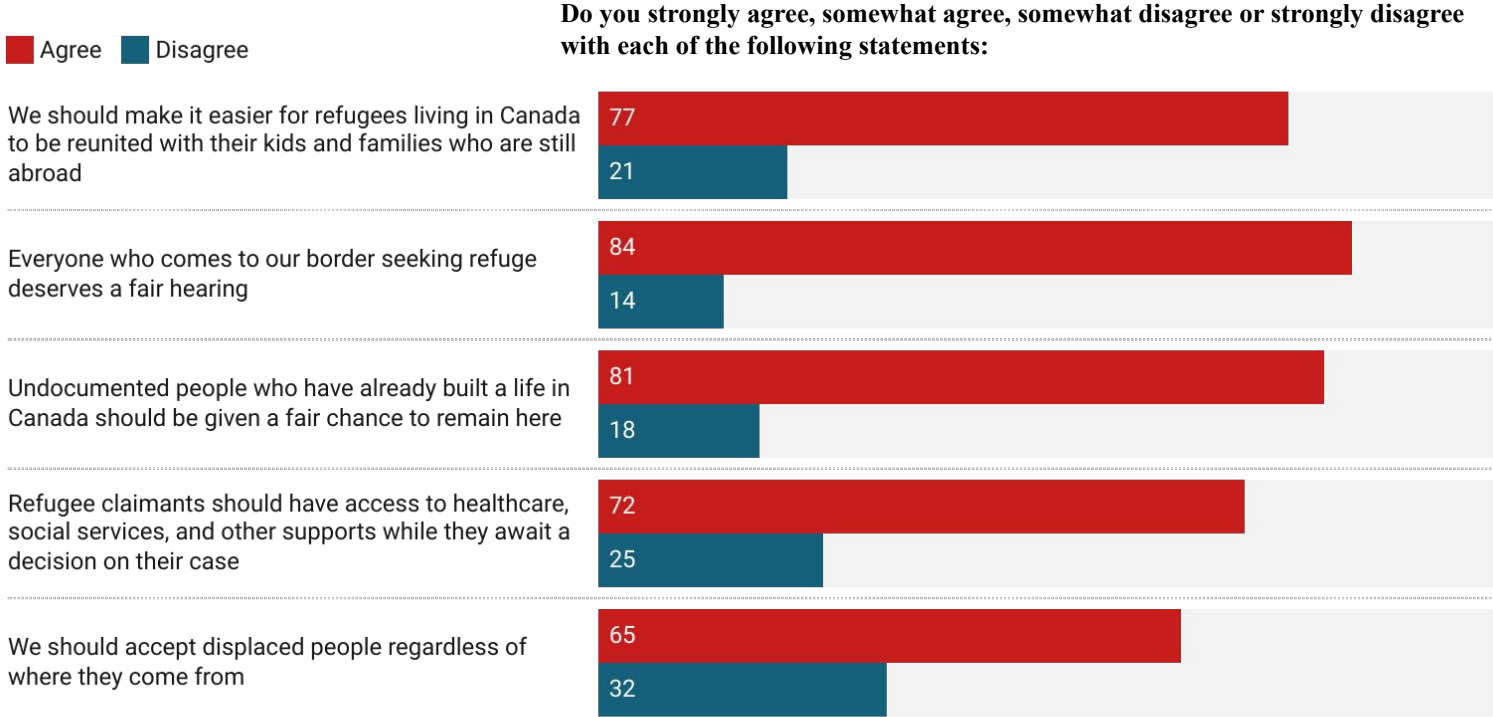


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Regional Differences

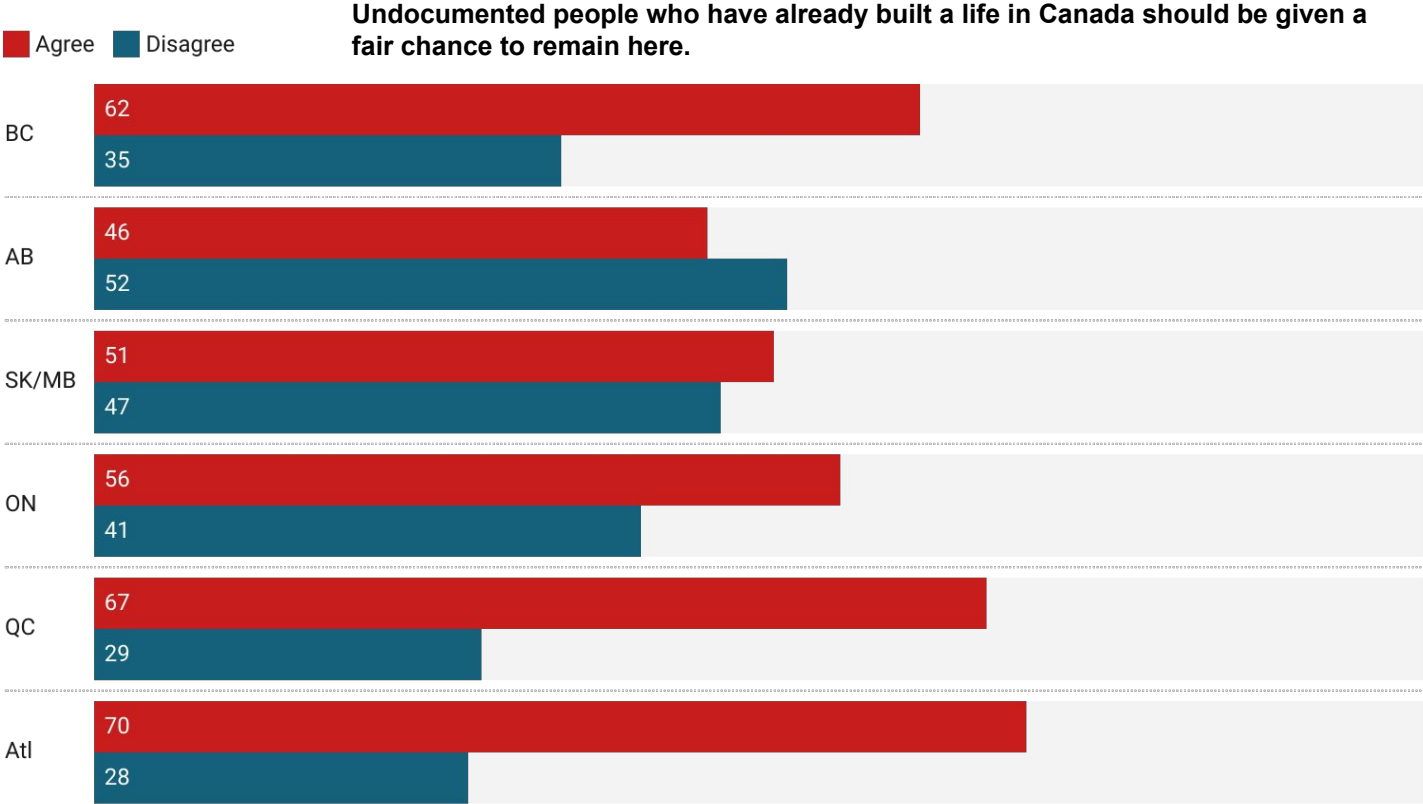
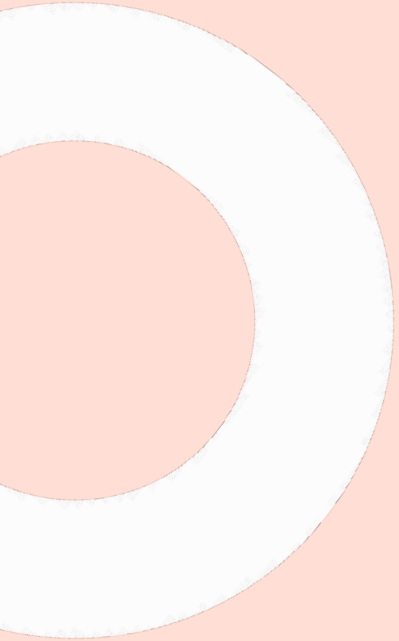


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper



Messaging

Opposition Message

Our immigration system is broken and out of control. Cheap foreign labour gets first crack at Canadian jobs, and line-skipping seasonal workers and international students are gaming our system to stay in Canada, making everything, including housing, unaffordable for Canadians. We're letting people into our country unchecked and it's changing the Canadian way of life. With housing and health-care shortages causing pain across the country, it's time to stop uncontrolled immigration and put Canadians first.

Status Quo Message

The Canadian government's approach to protecting refugees is deeply flawed. Rather than treating refugee claimants as a humanitarian responsibility, the government leaves those fleeing persecution without support. We have the obligation, both legally and morally, to generously provide for those escaping violence. We must not abandon the world's displaced, nor Canada's commitment to human rights. With some key adjustments to existing resources, we can see to it that refugees are looked after and properly equipped for success.

Canadian Pride RCGN Message

In Canada [and in Quebec], we speak many languages and come from many places – across our differences, we pitch in for each other. As we witness politicians spread hate-fuelled lies abroad, turning neighbour against neighbour while seizing the resources people need, we are proud to be a place that welcomes newcomers, ensures wellbeing and refuses to fall for divide to conquer tactics. We expect our leaders to carry on that legacy because we know, in Canada [and in Quebec], we're better off together.*

*Quebec respondents (N=767) received a version of the message that included the words in brackets, while the rest read the message without those additions.

Thrive RCGN Message

Whether we were born here or moved from elsewhere, we want the best for our families. But certain politicians and those who finance them want to turn us against each other. They point the finger at newcomers for our struggles while they jack up housing prices and chip away at the healthcare and services all of our families need. By joining together across races and backgrounds, we can make this a place where all families thrive.



Message Performance

RCGN Messages Match or Outperform Opposition – while Status Quo Falls Far Short

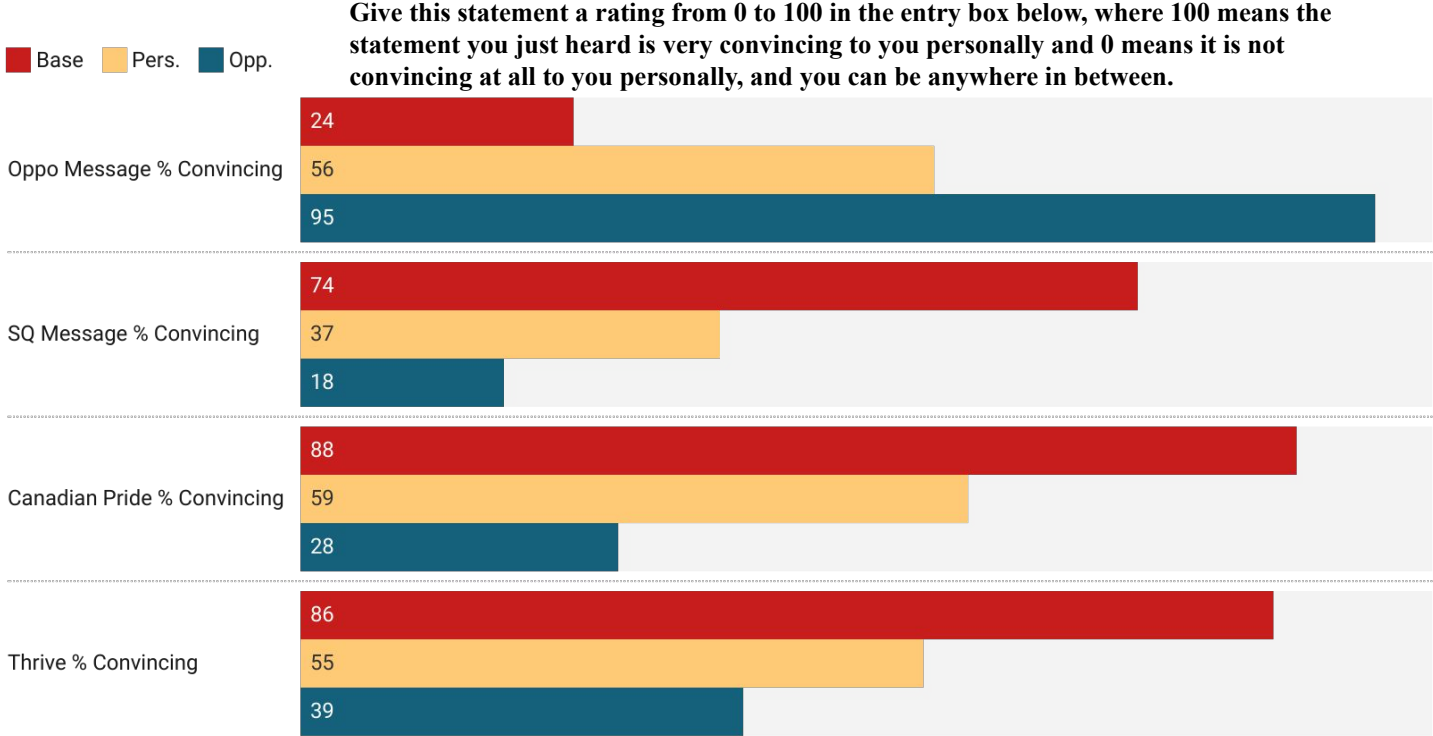


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Message Performance by Region

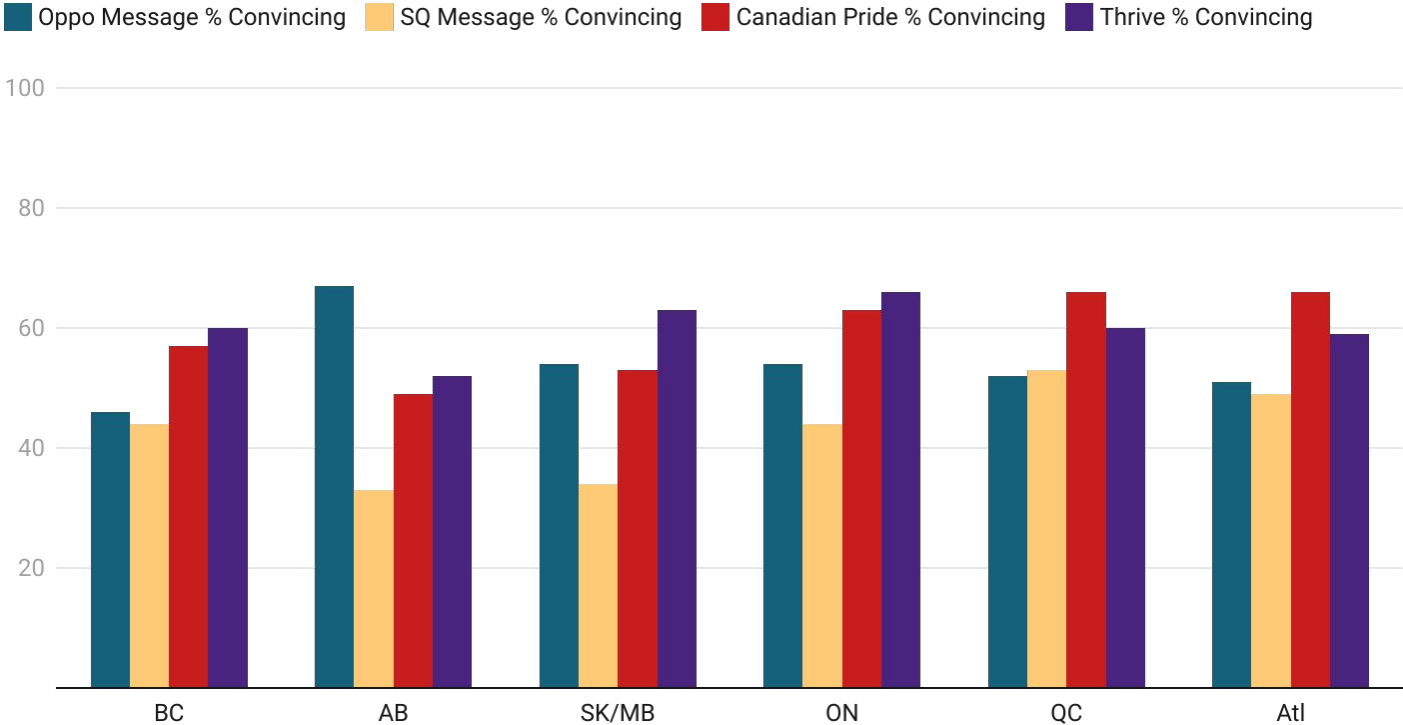


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Base Shows Intensity for RCGN Messages

Give this statement a rating from 0 to 100 in the entry box below, where 100 means the statement you just heard is very convincing to you personally and 0 means it is not convincing at all to you personally, and you can be anywhere in between.

■ Base ■ Pers. ■ Opp.

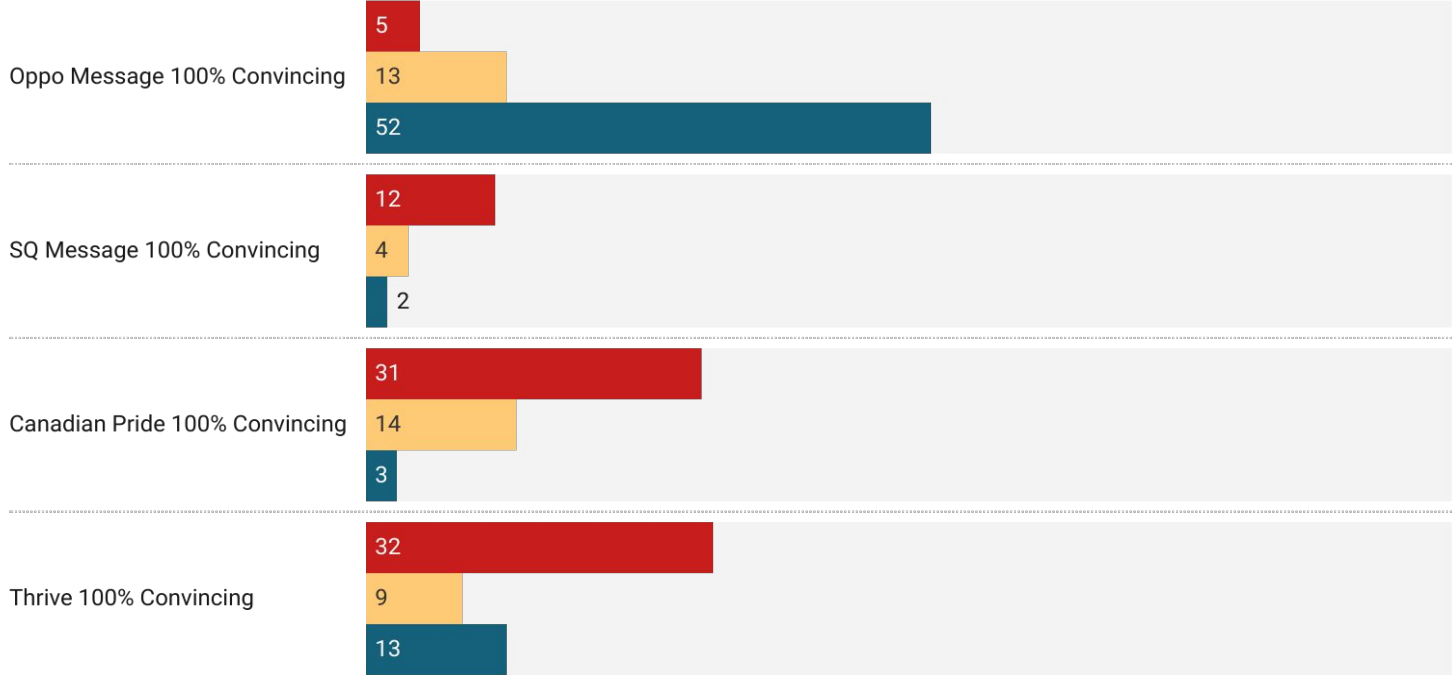


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Base and Persuadables Eager to Share RCGN Msgs

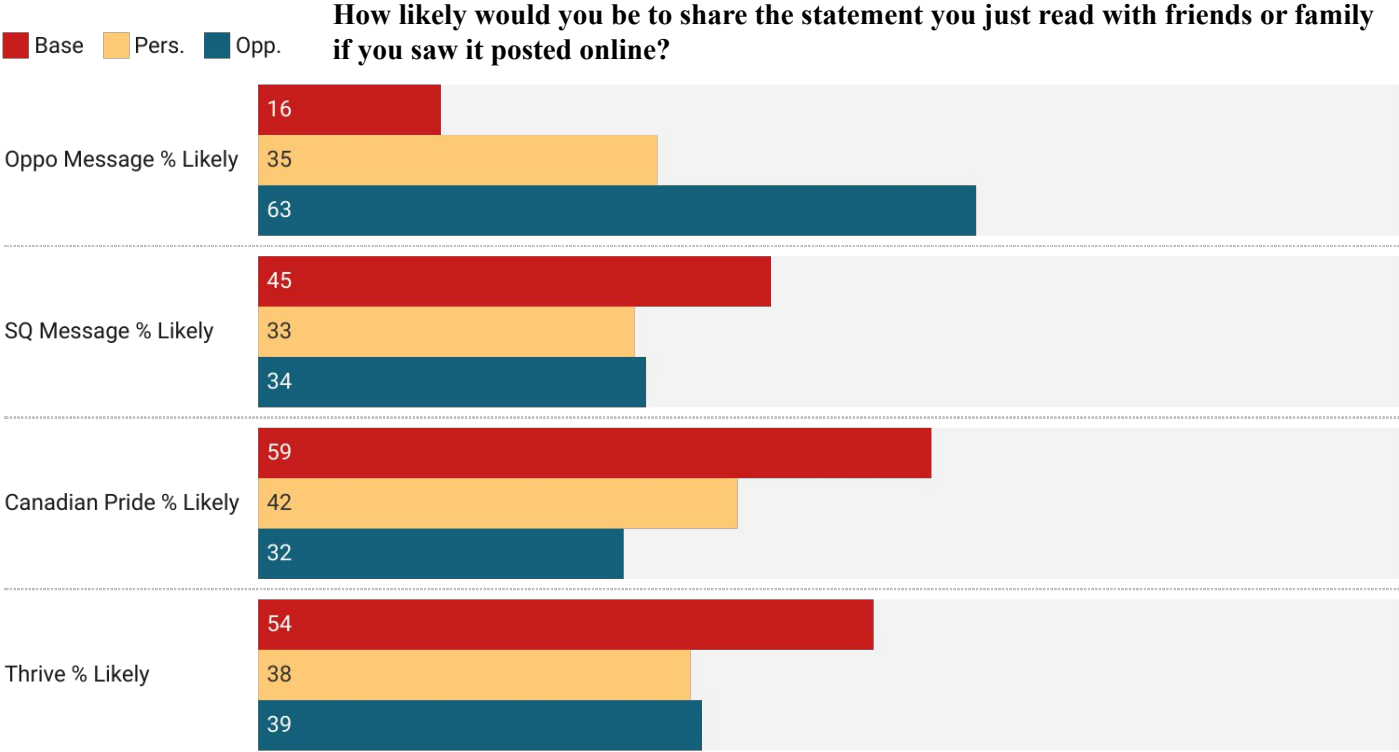


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Opposition Reports Enthusiasm for Contacting MPs

How likely are you to contact your MP asking them to put more restrictions on immigration?

■ Base ■ Pers. ■ Opp.

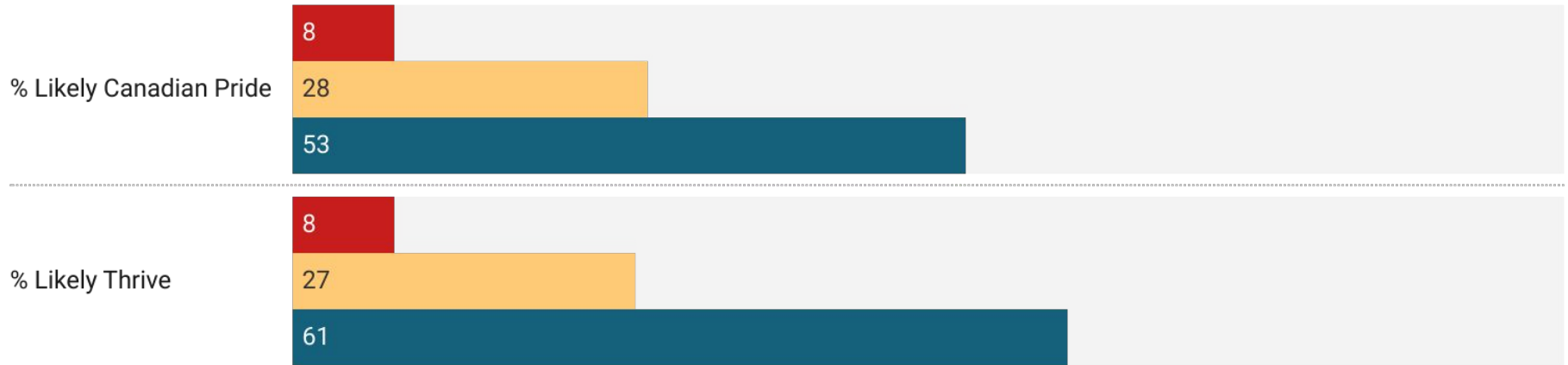


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Less Interest in Contacting MPs among Our Supporters



Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Despite Lack of Desire to Contact MPs , Supporters Consent to Higher Bar of Direct Contact

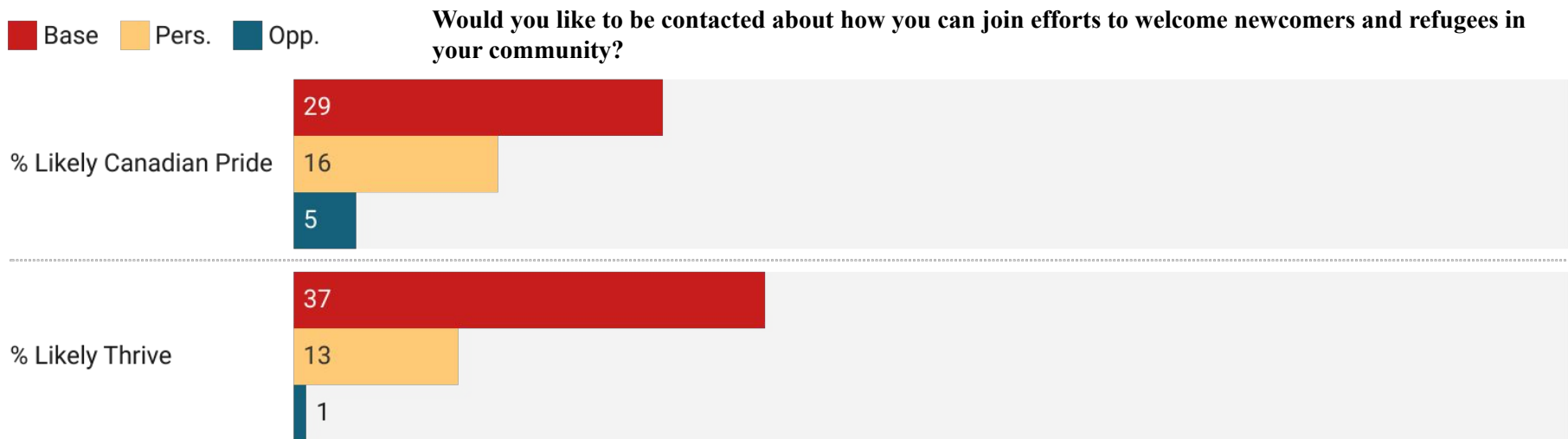


Chart: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Message Performance Summary

- Opposition message is potent, but RCGN messages match or outperform it on convincingness and likelihood to share
- Status Quo language garners agreement among base – but with low intensity and reluctance to share – and has little traction with persuadables
- *Canadian Pride* outperforms *Thrive* on most metrics across base and persuadables
- *Canadian Pride* demobilizes opposition – making them less likely to lobby for bad policies
- *Thrive* significantly outperforms *Canadian Pride* in inspiring base to action



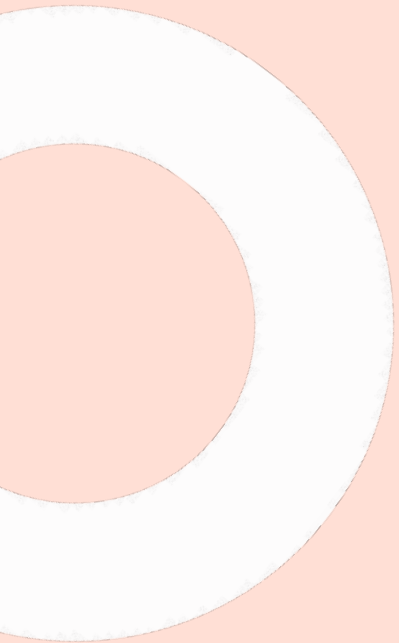
Conclusions & Recommendations

Key Takeaways

- Landscape very favorable for advocates – but need to increase salience and intensity for base
- Persuadables susceptible to right-wing rhetoric, but prefer more welcoming vision of Canada
- Base highly willing to engage in local, community efforts but not keen on direct political outreach
- Tying Canadian patriotism to legacy of welcoming helps defuse opposition
- Explicit economic language mobilizes base

Recommended Message

In Canada [and in Quebec], we speak many languages, come from many places, and across our differences, we look out for each other. While politicians abroad spread lies to turn neighbour against neighbour, in Canada we reject those who use divide and conquer tactics to chip away at the healthcare and services we all need while letting housing prices spiral. We are proud to be a country that welcomes newcomers, and we expect our leaders to carry on that legacy and make this a place where all families can thrive. In Canada [and Quebec], we know we're better off together.



Q&A



Appendix

Demographics of Base, Persuadable, Opposition

		Age					Gender		2025 Vote		
	Total	<35	35-44	45-54	55-64	65+	Man	Woman	LIB	CONS	NDP
Base	32%	39%	34%	29%	26%	29%	25%	38%	51%	8%	70%
Persuadable	48%	39%	41%	50%	56%	55%	51%	45%	43%	55%	23%
Opposition	20%	22%	25%	21%	18%	15%	23%	17%	6%	37%	7%

Table: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper

Demographics of Base, Persuadable, Opposition

		Language			Generation		
	Total	EN	FR	Other	3rd+	2nd	1st
Base	32	32	33	34	31	32	37
Persuadable	48	48	47	48	47	49	50
Opposition	20	21	19	18	22	19	12

Table: Online survey, n2392, conducted by ASO Communications, EKOS Research Associates, Keith Neuman and the Canadian Council for Refugees May - June 2025. • Created with Datawrapper