## APPROACHING FIRST YEAR ANNIVERSARY, CALGARIANS GIVE MAYOR AND COUNCIL TOP MARKS

Eight-in-ten Calgarians approve of the job done by Mayor Bronconnier (84%) and City Council (81%).

A similar number say the Mayor (80%) and Council (76%) have either met or exceeded their expectations.

A strong majority believe the Mayor and City Council are on the right track (87%) and the same number (87%) approve of their overall management of the City.



Public Release Date: October  $2^{nd}$  - 6:00 p.m. (MDT)

Established in 1979, Ipsos-Reid is Canada's leading market research and public opinion company. It is best known for the Angus Reid Express poll, the most widely quoted source of public opinion in the country. Founded by Dr. Angus Reid, Ipsos-Reid has conducted extensive market and social research in 80 countries and in 40 languages, and serves clients around the world through more than 300-professionals and 1,000 data collection staff in 11 offices. The company is a member of the Paris-based Ipsos Group, ranked among the top ten research companies in the world, with specialties in advertising, media, customer satisfaction, public opinion and market research. Visit <a href="www.ipsos-reid.com">www.ipsos-reid.com</a>

For copies of other news releases, please visit

http://www.ipsos-reid.com/media/content/PRE\_REL.cfm

© Ipsos-Reid



## FIRST-YEAR REVIEW OF MAYOR AND CITY COUNCIL OCTOBER 2002

Approaching the One Year Anniversary of being elected, a Report Card on Mayor Dave Bronconnier and Calgary's Current City Council show positive results.

**Calgary, AB** – Since claiming victory with 28% of the vote, and narrowly beating the closest opponent Bev Longstaff by 4,208 votes, the results of an Ipsos-Reid/CFCN poll show approval ratings for Mayor Dave Bronconnier are very high. Overall, 84% of Calgarians approve of Mayor Bronconnier's performance over the past year, with 26% saying they "strongly approve" and 58% saying they "somewhat approve". Another eight-in-ten (81%) report they approve of the current City Council's performance over the past year, with 13% saying they "strongly approve" and 68% saying they "somewhat approve".

The Mayor and Calgary's current City Council also score high on living up to Calgarians' expectations. Eight-in-ten (80%) report Mayor Dave Bronconnier has either met or exceeded their expectations while 76% say Calgary's current City Council has done the same.

Ratings show the Mayor and City Council have successfully navigated some challenging civic issues in the first year. Approval ratings are very high for "Overall Management of the City of Calgary" (87%), "the handling of the G8 Summit in Calgary" (88%) and for "making Calgary a better place to live" (84%). The Mayor and City Council do receive somewhat lower approval ratings for dealing with "road & traffic issues" (60%), "response to job action by the Calgary Police Services" (55%) and "the proposed sale & eventual retention of



ENMAX by The City of Calgary" (52%). However, even on these contentious issues, the Mayor and City Council still receives majority approval ratings.

Nearly nine-in-ten (87%) believe the Mayor and City Council are on the "right track" with 20% saying "strongly right track" and 67% saying "somewhat right track". Only one-in-ten (11%) believe the Mayor and City Council are on the "wrong track".

Looking ahead, Roads & Transportation (78%) continues to be the most important issue Calgarians say City Council and the Mayor should direct their attention toward. In second place is Schools & Education (21%), followed by Health Care (16%), Accommodating Growth in the City (15%), the Environment and Pollution (9%), Taxes (9%), Poverty and Homelessness (9%), Housing Issues (8%) and Crime (8%).

These are the findings of an Ipsos-Reid poll conducted between September  $19^{th}$  and September  $24^{th}$ , 2002. The poll is based on a randomly selected sample of 400 adult Calgarians. With a sample of this size, the results are considered accurate to within  $\pm$  4.9 percentage points, 19 times out of 20, of what they would have been had the entire population in The City of Calgary been polled. The margin of error will be larger for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's age/sex composition reflects that of the actual Calgary population according to the 1996 Census data.

For more information on this news release, please contact:

Tim Olafson Senior Vice- President Ipsos-Reid Calgary (403) 237-0066 (403) 850-8297

For full tabular results, please visit our website at <a href="www.ipsos-reid.com">www.ipsos-reid.com</a>. News Releases are available at <a href="http://www.ipsos-reid.com/media/content/PRE\_REL.cfm">http://www.ipsos-reid.com/media/content/PRE\_REL.cfm</a>

© Ipsos-Reid