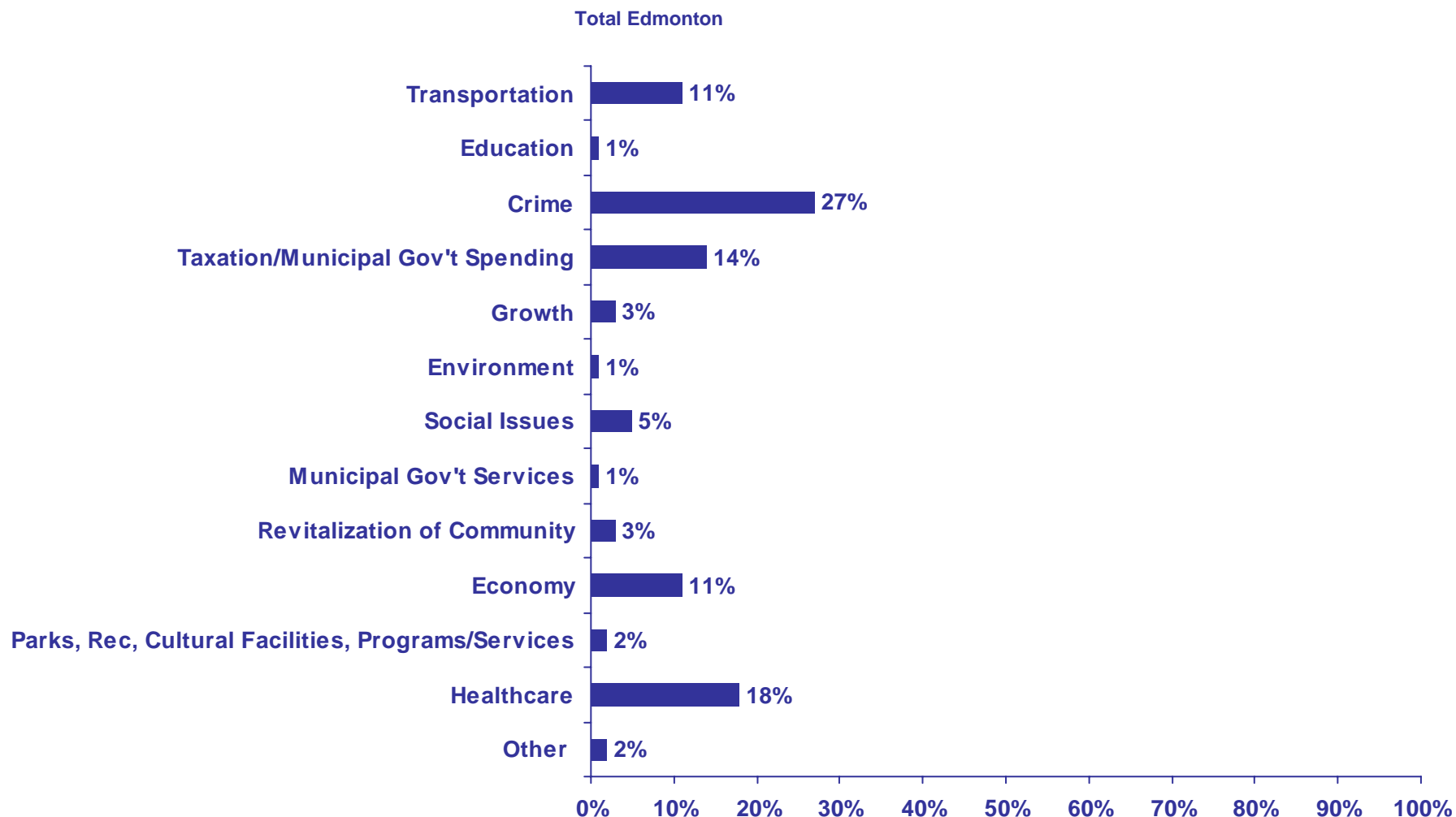# Global Television - EDMONTON

September 2009

Methodology

- These are some of the findings of an Ipsos Reid poll conducted between August 14 and 18, 2009 on behalf of Global Television. For this survey, a sample of 440 adults living in Edmonton from Ipsos' Canadian online panel was interviewed online.

- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.

- A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-4.7 percentage points, 19 times out of 20, of what the results would have been had the entire population of this city or region been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

- The national "Canadian" results are not representative of the overall Canadian population as the poll was limited to urban centres, with the exception of Newfoundland and Labrador. As such, these results should not be used to generalize to a Canadian population average, but rather as a barometer of attitudes within Canadian cities.

1. Local Issues Facing Community

Overall – Most Important Local Issue Facing Your Community

Total Edmonton

Issue	Percentage
Transportation	11%
Education	1%
Crime	27%
Taxation/Municipal Gov't Spending	14%
Growth	3%
Environment	1%
Social Issues	5%
Municipal Gov't Services	1%
Revitalization of Community	3%
Economy	11%
Parks, Rec, Cultural Facilities, Programs/Services	2%
Healthcare	18%
Other	2%

1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?
   Base: All Edmonton Respondents n=440

Overall – Most Important Local Issue Facing Your Community – Total Canada

Total

Issue	Percentage
Transportation	8%
Education	2%
Crime	22%
Taxation/Municipal Gov't Spending	14%
Growth	3%
Environment	3%
Social Issues	7%
Municipal Gov't Services	3%
Revitalization of Community	4%
Economy	8%
Parks, Rec, Cultural Facilities, Programs/Services	3%
Healthcare	18%
Other	3%

1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?
    Base: All respondents n=4,393

Top Issue - Crime

Total

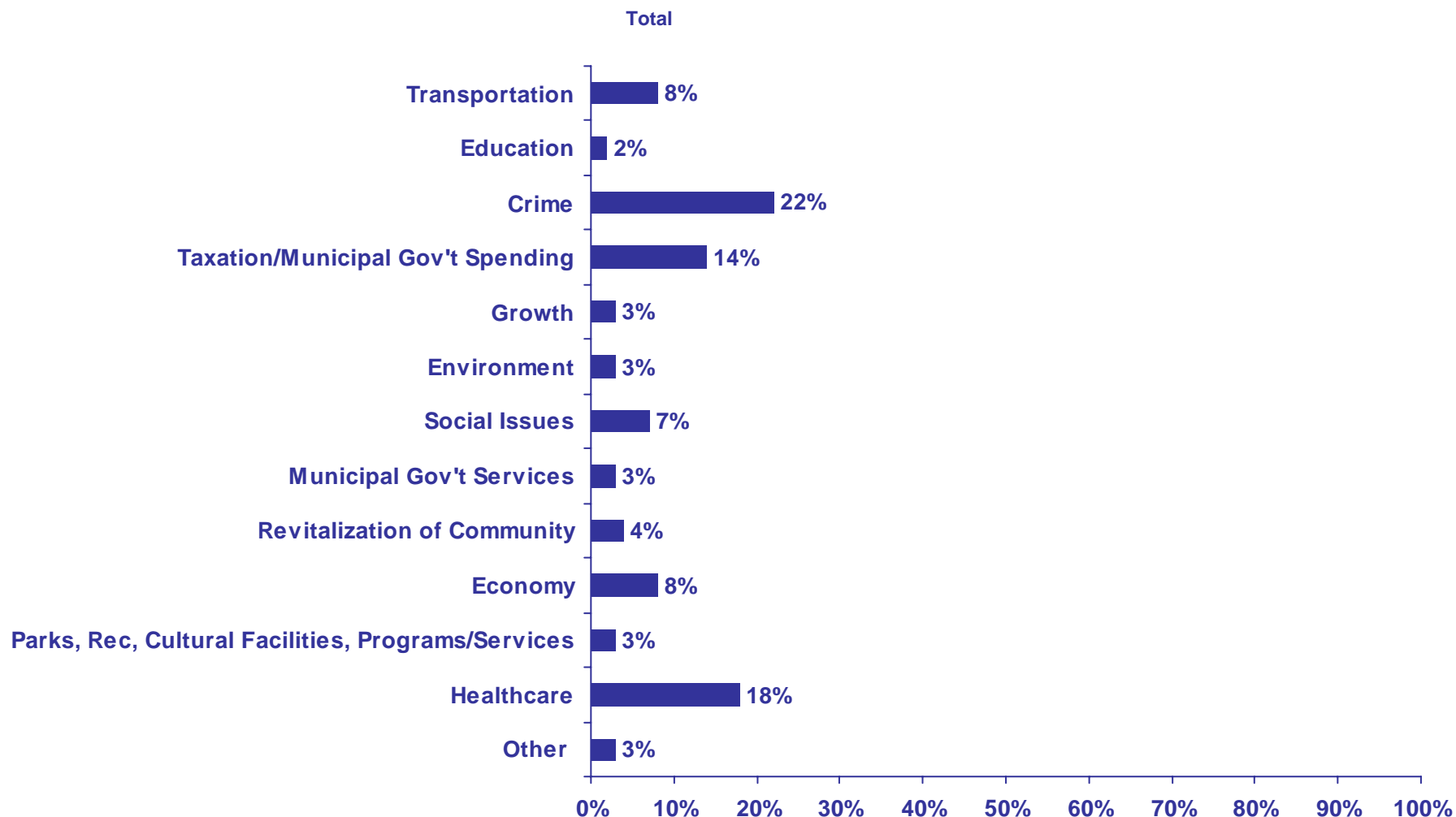| Region	Percentage
Total Canada	22%
Metro Vancouver	10%
Edmonton	27%
Calgary	14%
Saskatoon	30%
Regina	25%
Winnipeg	55%
Toronto	21%
Montreal	13%
Halifax	23%
Newfoundland	3%

1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?
    Base: All respondents n=4,393

2nd Top Issue - Healthcare

Total

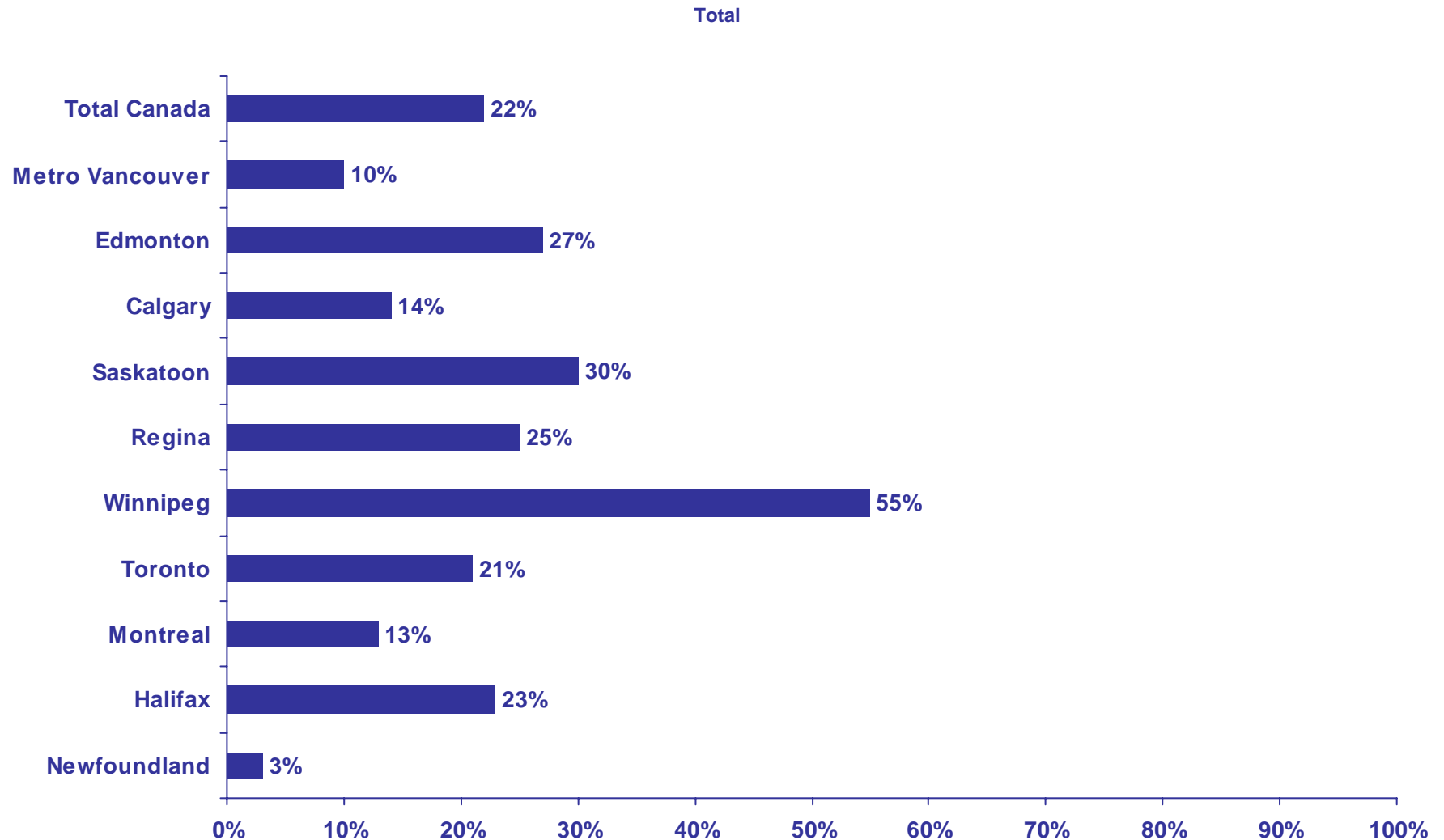| Region	Percentage
Total Canada	18%
Metro Vancouver	31%
Edmonton	18%
Calgary	16%
Saskatoon	12%
Regina	17%
Winnipeg	13%
Toronto	6%
Montreal	19%
Halifax	17%
Newfoundland	35%

1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?
    Base: All respondents n=4,393

3rd Top Issue – Taxation/Municipal Spending

Total

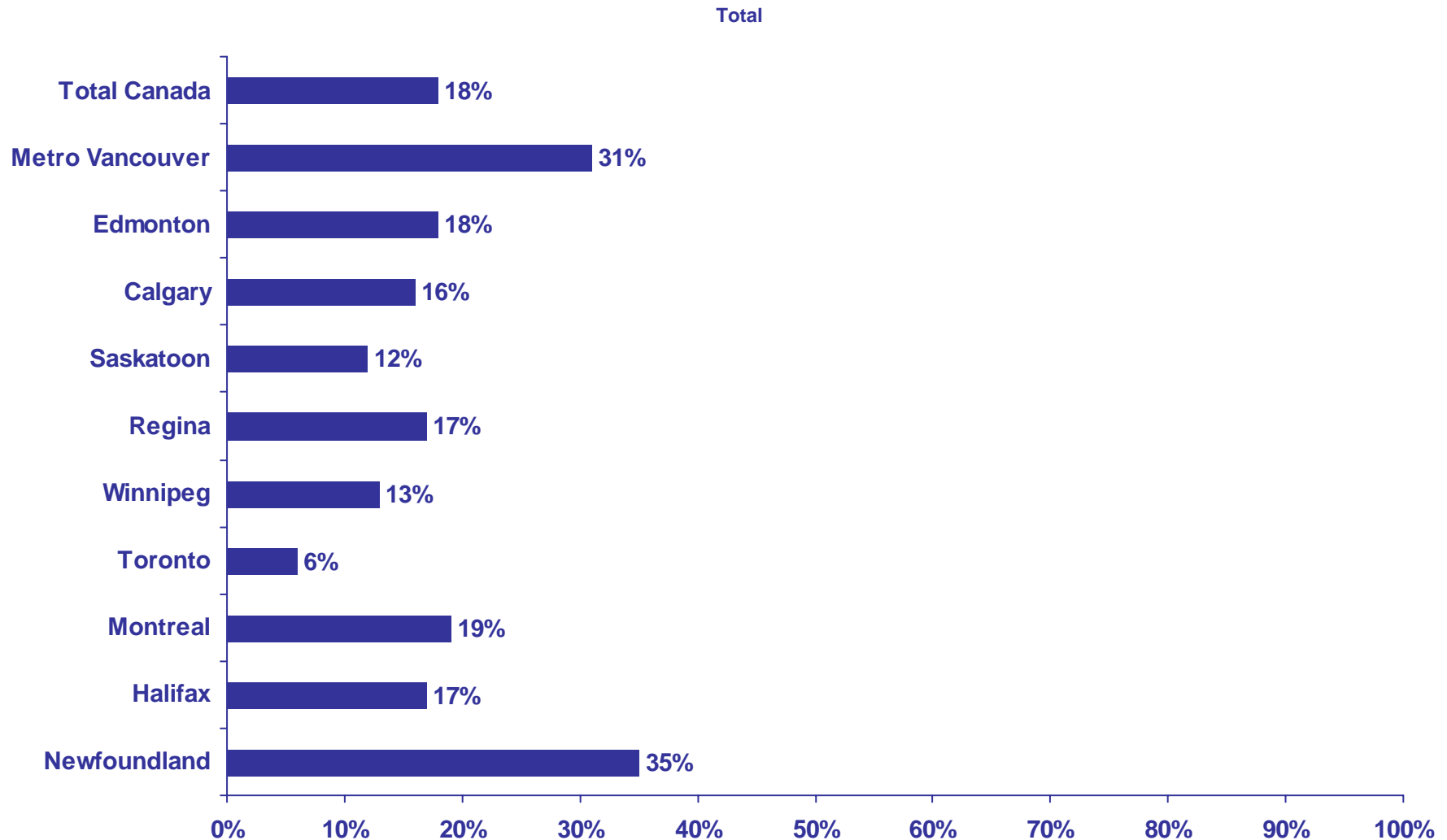| Region	Percentage
Total Canada	14%
Metro Vancouver	16%
Edmonton	14%
Calgary	27%
Saskatoon	11%
Regina	13%
Winnipeg	7%
Toronto	28%
Montreal	13%
Halifax	9%
Newfoundland	6%

1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?
    Base: All respondents n=4,393

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4th Top Issue - Transportation

Total

Region	Percentage
Total Canada	8%
Metro Vancouver	14%
Edmonton	11%
Calgary	12%
Saskatoon	7%
Regina	3%
Winnipeg	5%
Toronto	7%
Montreal	10%
Halifax	10%
Newfoundland	3%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?
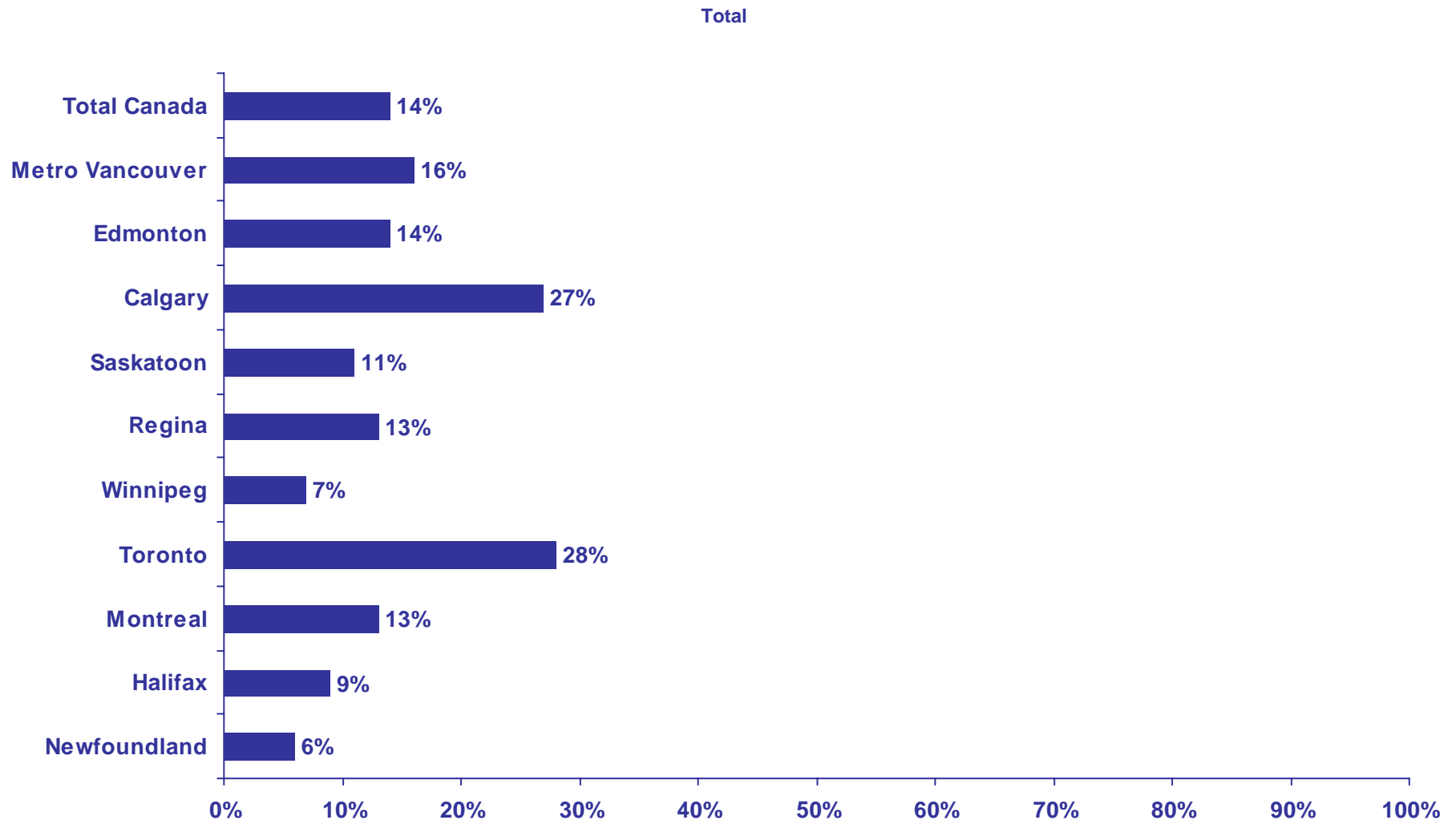Base: All respondents n=4,393

Ipsos Reid 9

5th Top Issue – The Economy
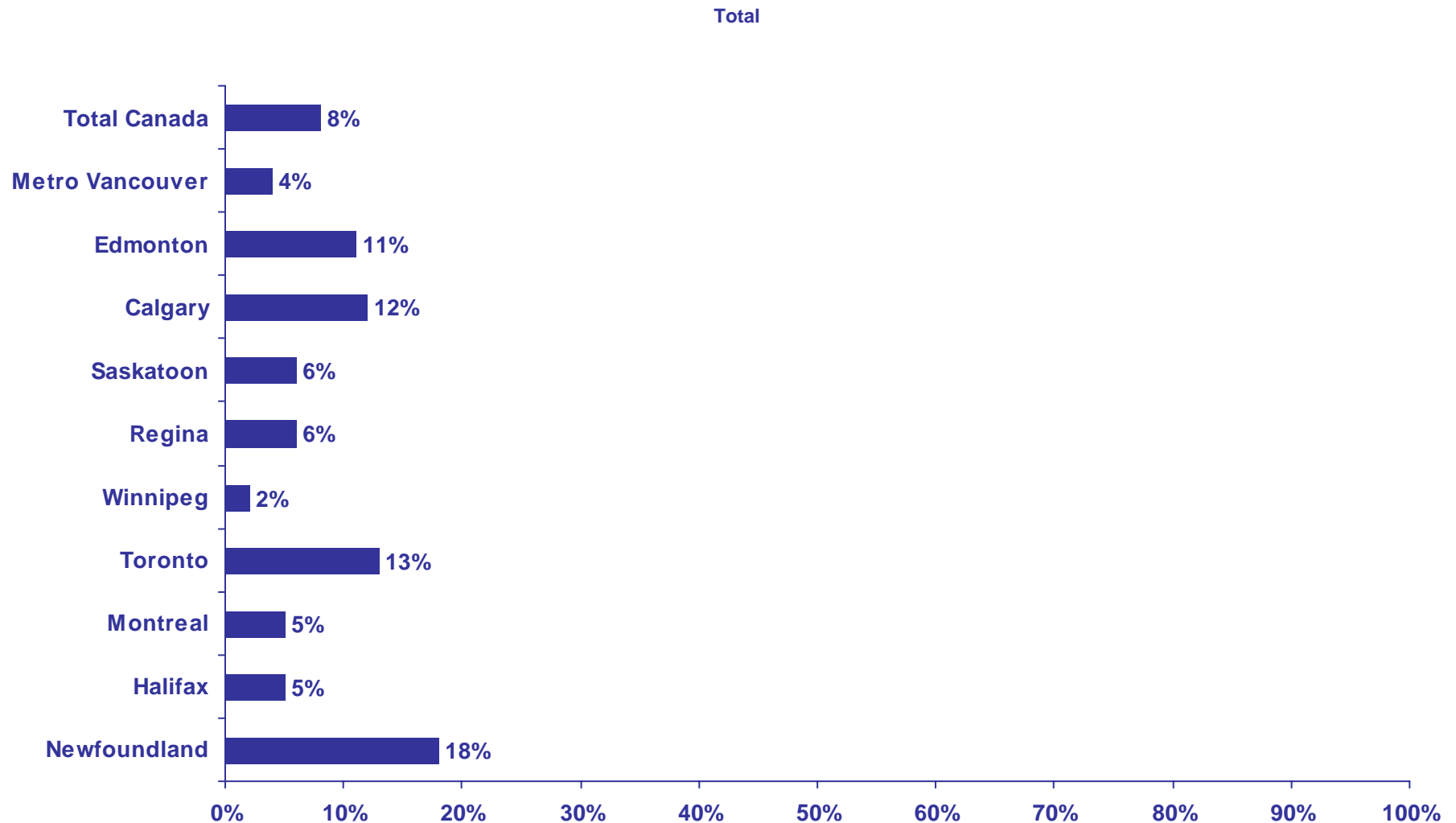
Total

Region	Percentage
Total Canada	8%
Metro Vancouver	4%
Edmonton	11%
Calgary	12%
Saskatoon	6%
Regina	6%
Winnipeg	2%
Toronto	13%
Montreal	5%
Halifax	5%
Newfoundland	18%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?
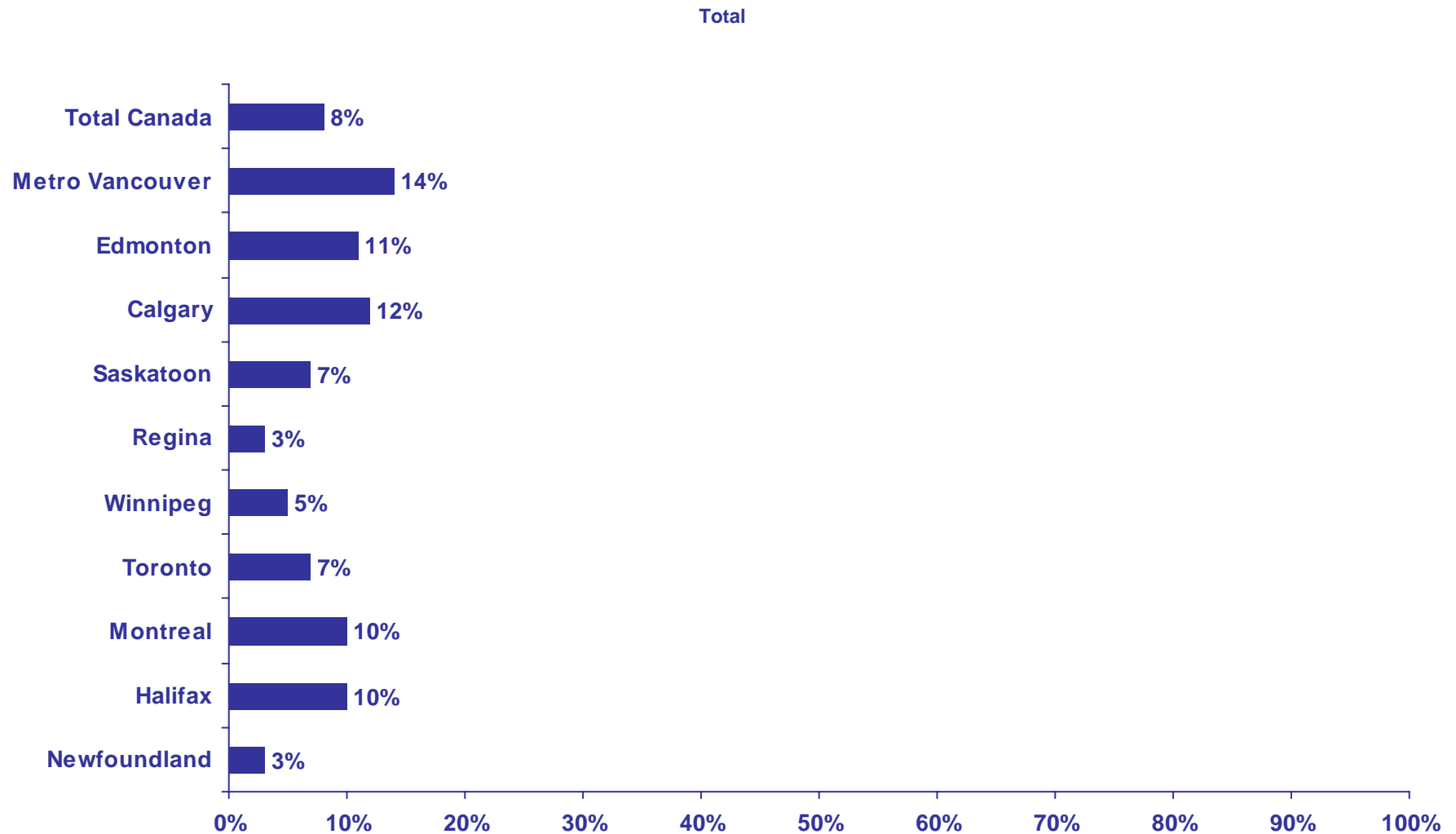Base: All respondents n=4,393

Ipsos Reid   10

2. Geographic Identity

Global Television

Overall – Geographic Group Most Identify With

Total Edmonton

Category	Percentage
Your Local Community /Municipality/City	29%
Your Province	31%
Canada as a whole	40%
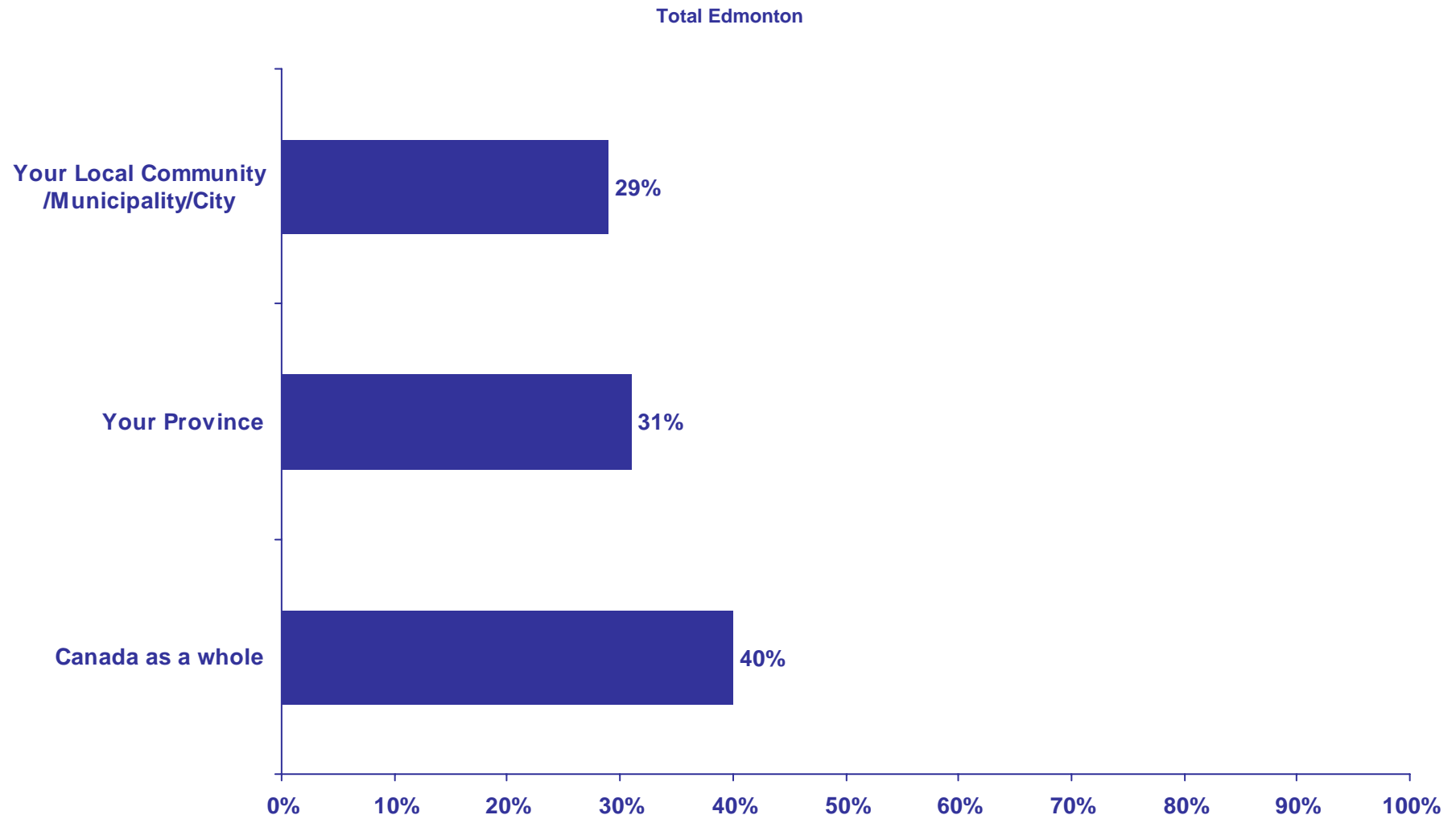
2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it…
   Base: All Edmonton Respondents n=440

Overall – Geographic Group Most Identify With
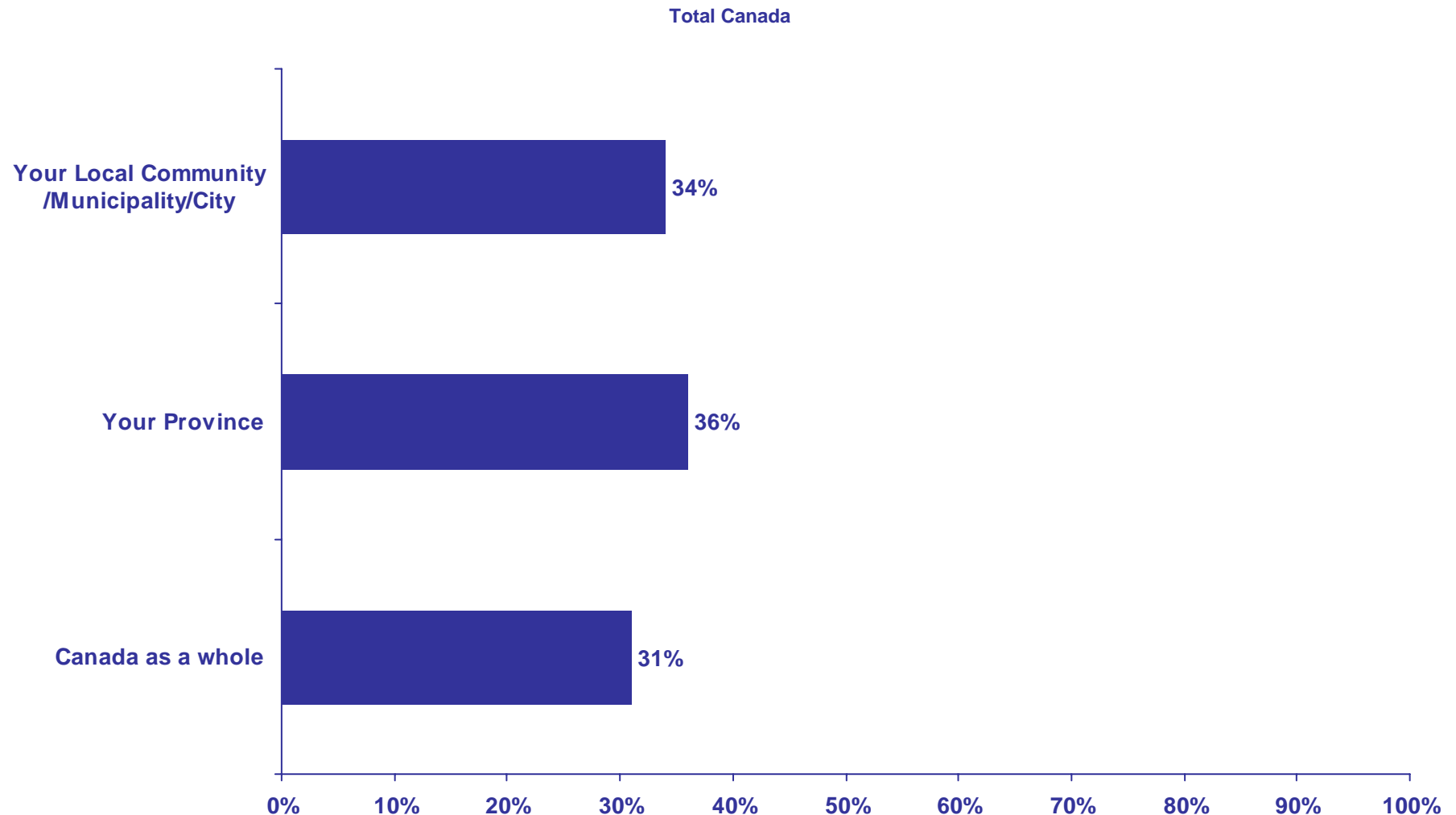
Total Canada

Group	Percentage
Your Local Community /Municipality/City	34%
Your Province	36%
Canada as a whole	31%

2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it…
   Base: All respondents n=4,393

Ipsos Reid

Your Local Community / Municipality / City

Total

City	Percentage
Total	34%
Metro Vancouver	37%
Edmonton	29%
Calgary	35%
Saskatoon	29%
Regina	31%
Winnipeg	36%
Toronto	60%
Montreal	23%
Halifax	36%
Newfoundland	21%

2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it…
Base: All respondents n=4,393

Your Province
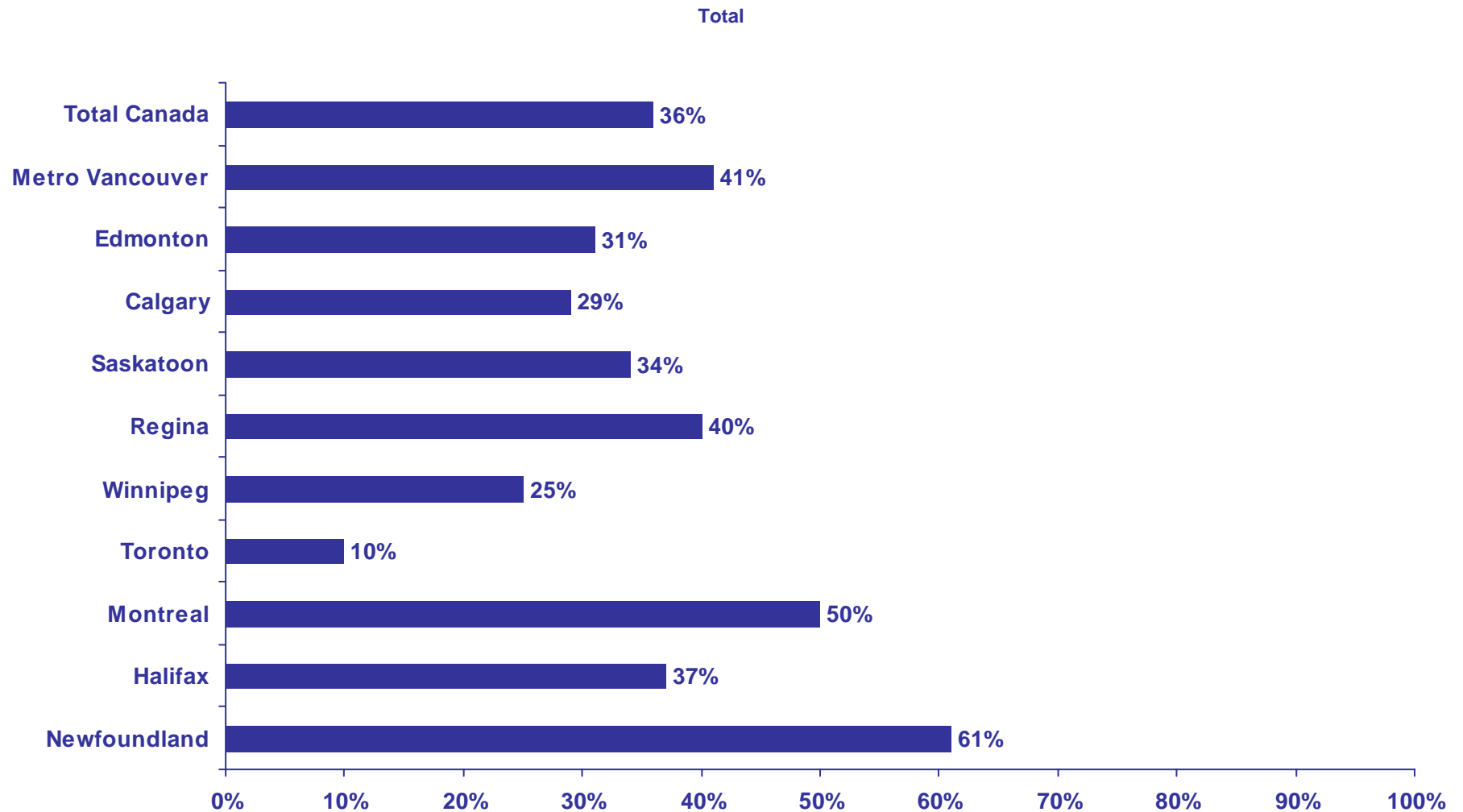
Total

Region	Percentage
Total Canada	36%
Metro Vancouver	41%
Edmonton	31%
Calgary	29%
Saskatoon	34%
Regina	40%
Winnipeg	25%
Toronto	10%
Montreal	50%
Halifax	37%
Newfoundland	61%

2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it…
Base: All respondents n=4,393

Canada As A Whole
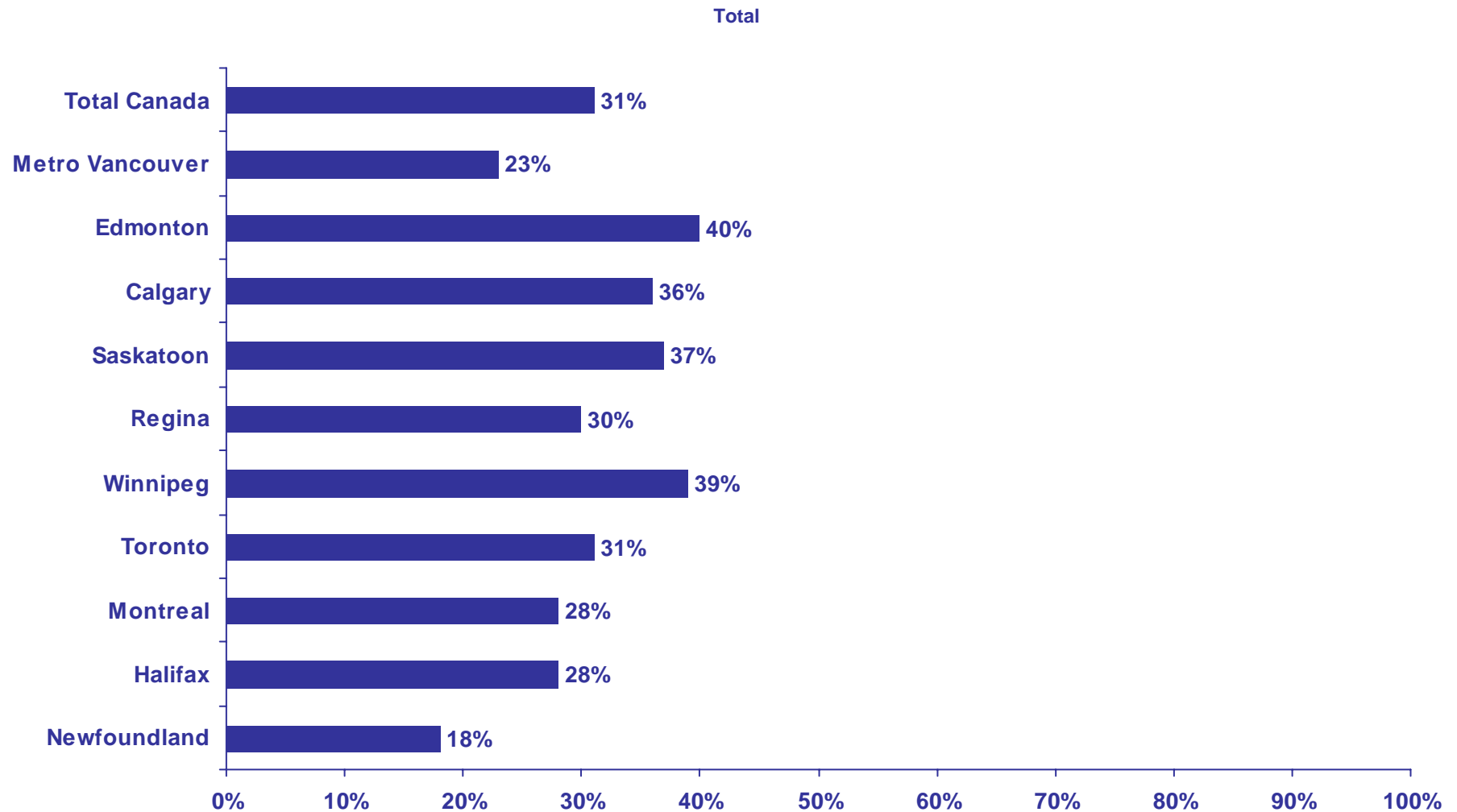
Total

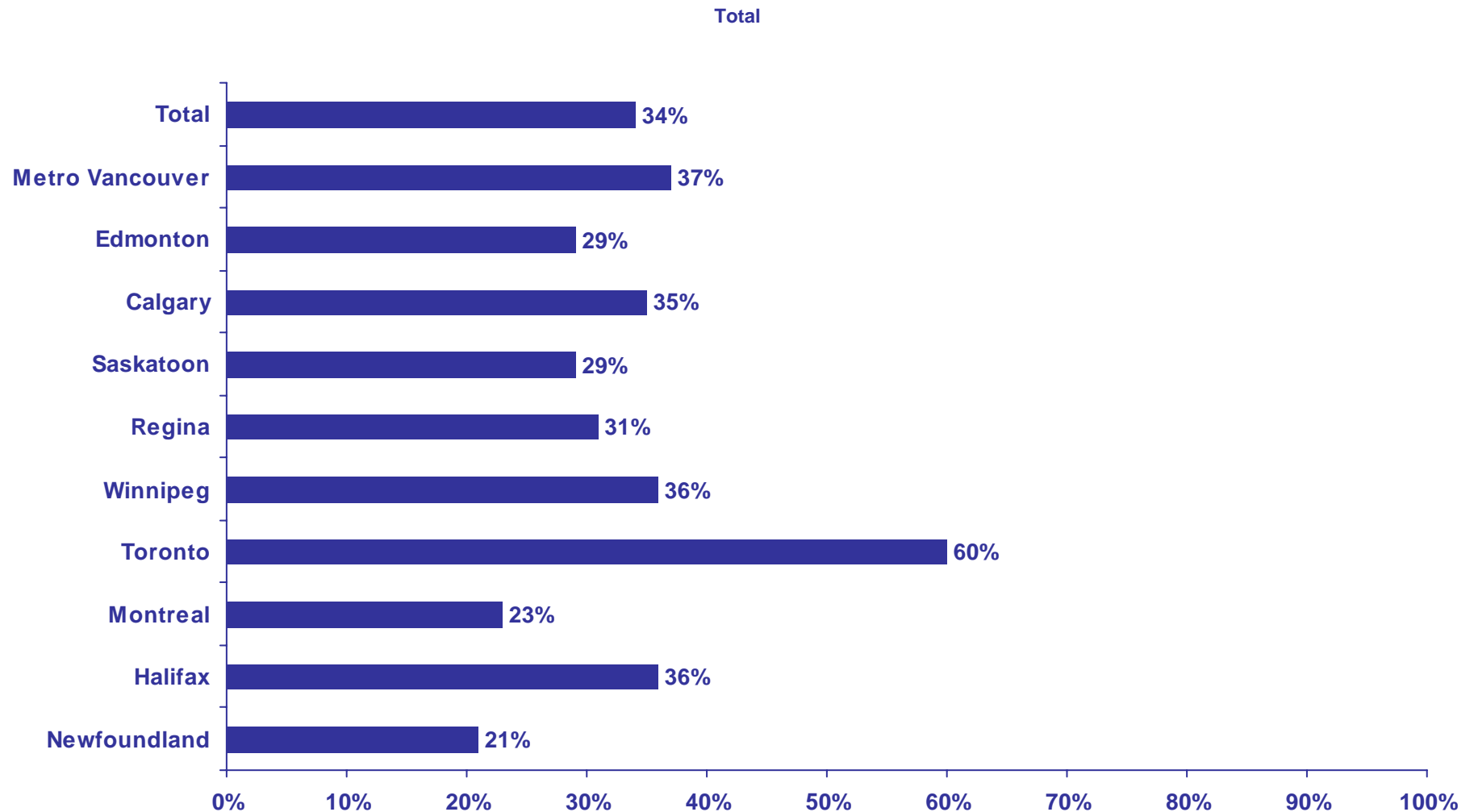| Region	Percentage
Total Canada	31%
Metro Vancouver	23%
Edmonton	40%
Calgary	36%
Saskatoon	37%
Regina	30%
Winnipeg	39%
Toronto	31%
Montreal	28%
Halifax	28%
Newfoundland	18%

2.   Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it…
     Base: All respondents n=4,393

3. Overall Performance of City

Overall – Level of Approval of the Following – Total Edmonton
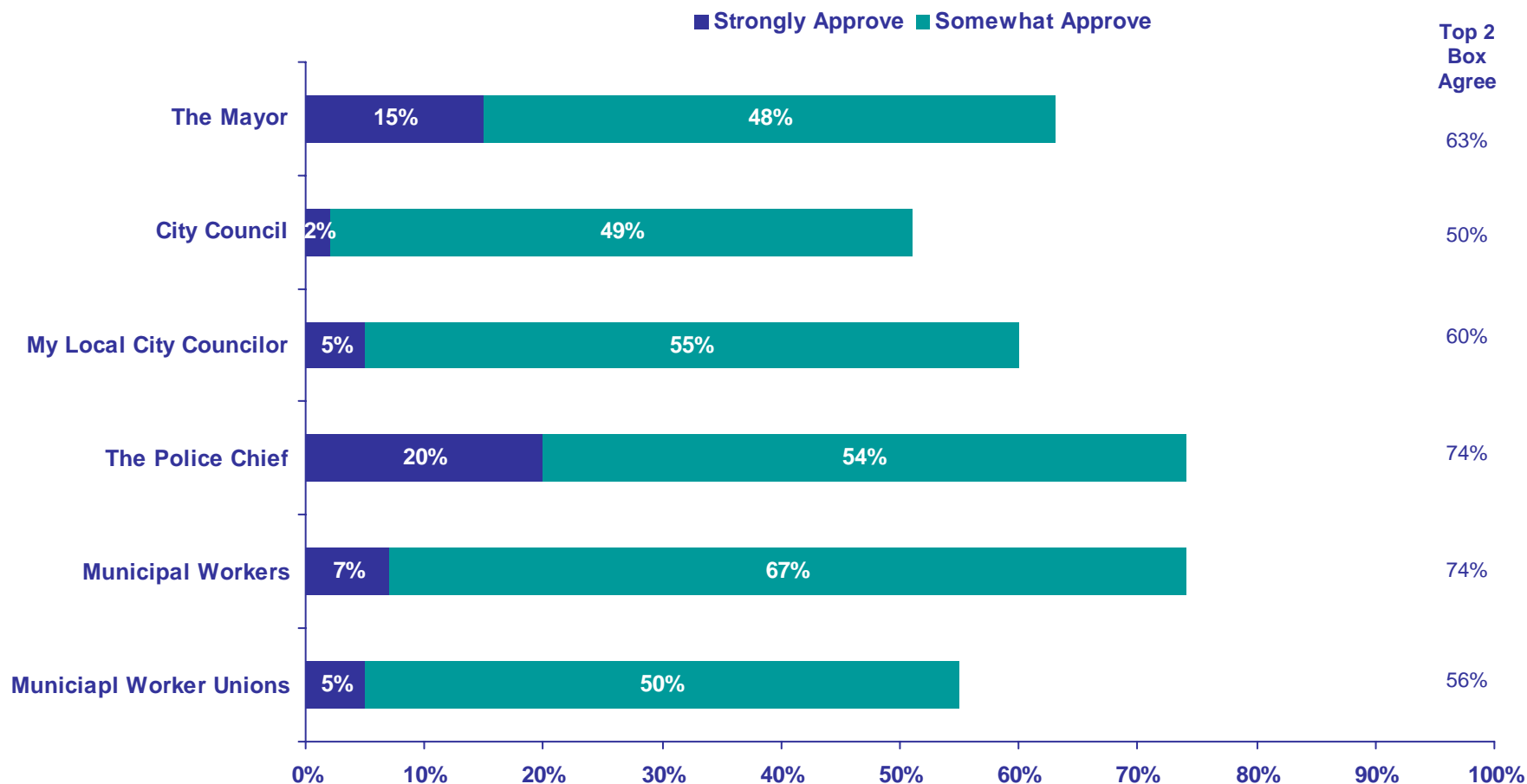
■ Strongly Approve   ■ Somewhat Approve

	Strongly Approve	Somewhat Approve	Top 2 Box Agree
The Mayor	15%	48%	63%
City Council	2%	49%	50%
My Local City Councilor	5%	55%	60%
The Police Chief	20%	54%	74%
Municipal Workers	7%	67%	74%
Municiapl Worker Unions	5%	50%	56%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

3.   Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
       Base: All Edmonton Respondents n=440

Overall – Level of Approval of the Following – Total Canada
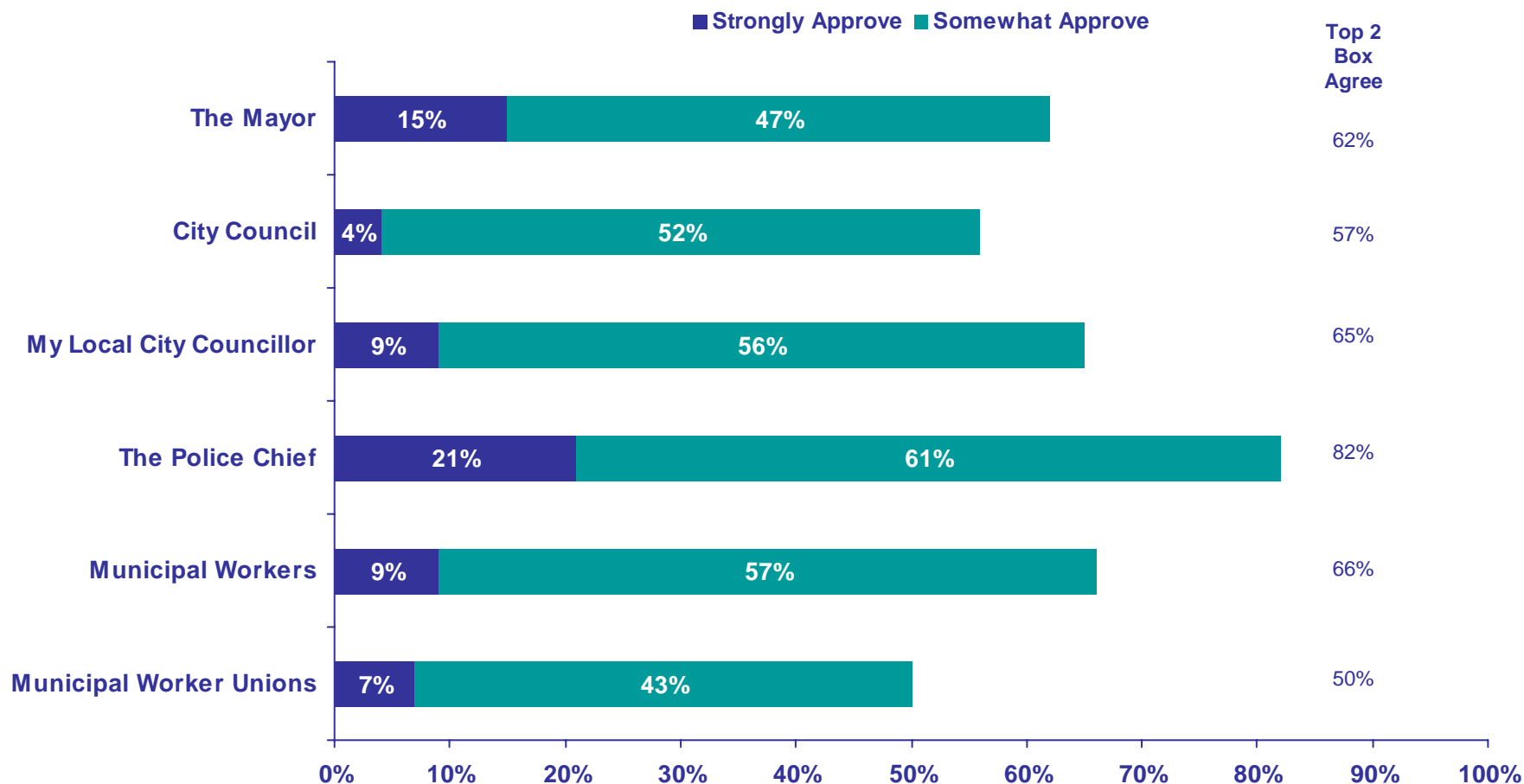
■ Strongly Approve ■ Somewhat Approve

Top 2 Box Agree

Category	Strongly Approve	Somewhat Approve	Top 2 Box Agree
The Mayor	15%	47%	62%
City Council	4%	52%	57%
My Local City Councillor	9%	56%	65%
The Police Chief	21%	61%	82%
Municipal Workers	9%	57%	66%
Municipal Worker Unions	7%	43%	50%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

3.   Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
Base: All respondents n=4,393

Level of Approval of The Mayor

■ Strongly Approve ■ Somewhat Approve

Top 2 Box Approve

City	Strongly Approve	Somewhat Approve	Top 2 Box Approve
Metro Vancouver	11%	57%	68%
Edmonton	15%	48%	63%
Calgary	6%	34%	40%
Saskatoon	16%	53%	69%
Regina	44%	37%	81%
Winnipeg	8%	62%	70%
Toronto	9%	20%	29%
Montreal	7%	55%	62%
Halifax	15%	50%	65%
Newfoundland	15%	59%	74%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
    Base: All respondents n=4,393

Level of Approval of City Council

■ Strongly Approve ■ Somewhat Approve

Top 2 Box Approve

City	Strongly Approve	Somewhat Approve	Top 2 Box Approve
Metro Vancouver	6%	55%	62%
Edmonton	2%	49%	50%
Calgary	2%	35%	36%
Saskatoon	8%	60%	68%
Regina	10%	73%	83%
Winnipeg	%	55%	56%
Toronto	2%	25%	27%
Montreal	3%	52%	55%
Halifax	3%	57%	60%
Newfoundland	8%	62%	69%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
    Base: All respondents n=4,393

Ipsos Reid

Level of Approval of My Local City Councilor

■ Strongly Approve ■ Somewhat Approve

		Top 2 Box Approve
Metro Vancouver	13% / 55%	68%
Edmonton	5% / 55%	60%
Calgary	10% / 42%	52%
Saskatoon	12% / 58%	69%
Regina	10% / 71%	80%
Winnipeg	6% / 56%	62%
Toronto	7% / 45%	51%
Montreal	6% / 55%	61%
Halifax	11% / 61%	72%
Newfoundland	8% / 63%	71%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
   Base: All respondents n=4,393

Ipsos Reid 22

Level of Approval of The Police Chief

■ Strongly Approve ■ Somewhat Approve

City	Strongly Approve	Somewhat Approve	Top 2 Box Approve
Metro Vancouver	27%	56%	83%
Edmonton	20%	54%	74%
Calgary	38%	52%	90%
Saskatoon	20%	61%	81%
Regina	25%	66%	91%
Winnipeg	15%	67%	81%
Toronto	20%	59%	79%
Montreal	13%	62%	75%
Halifax	14%	70%	84%
Newfoundland	21%	63%	84%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
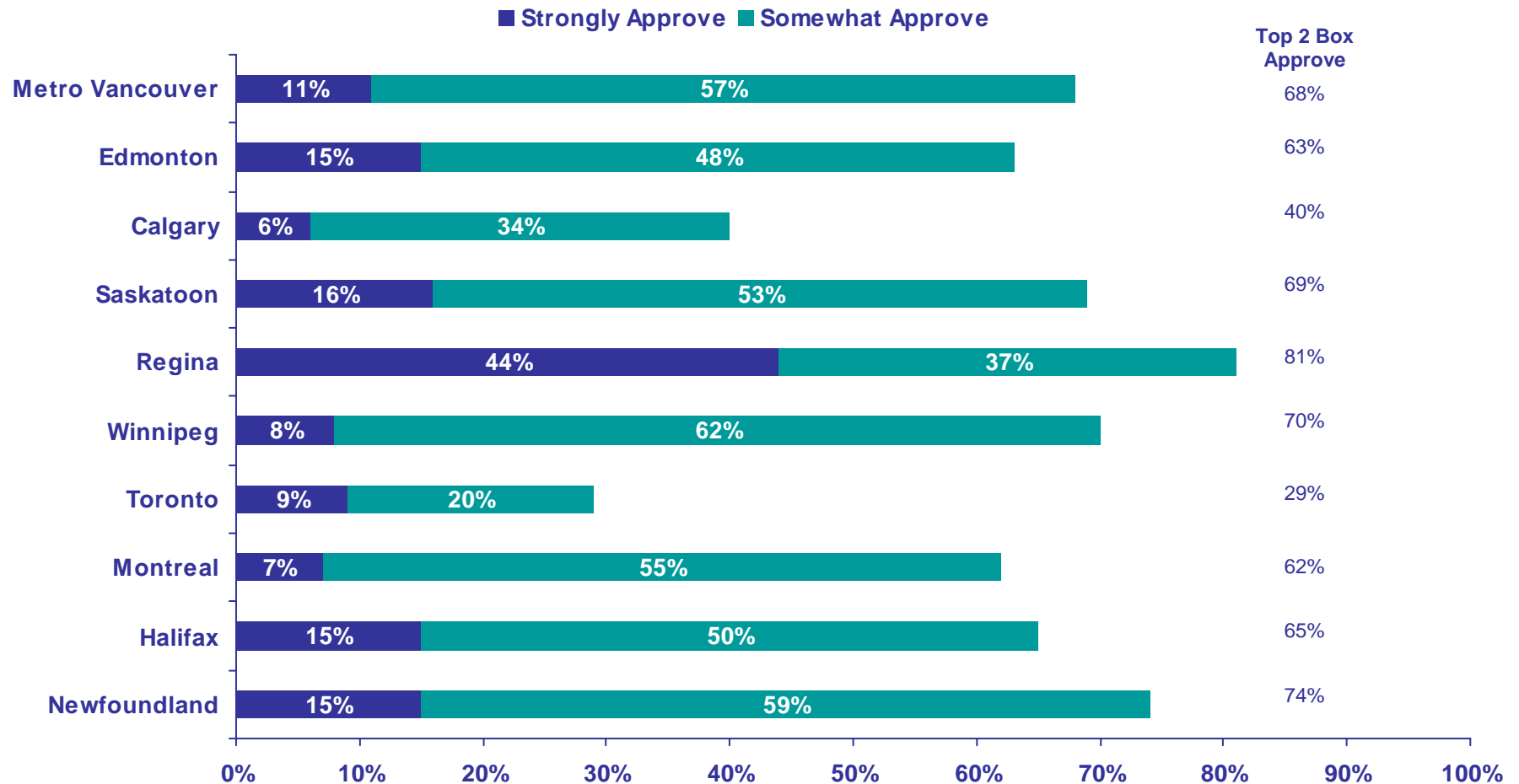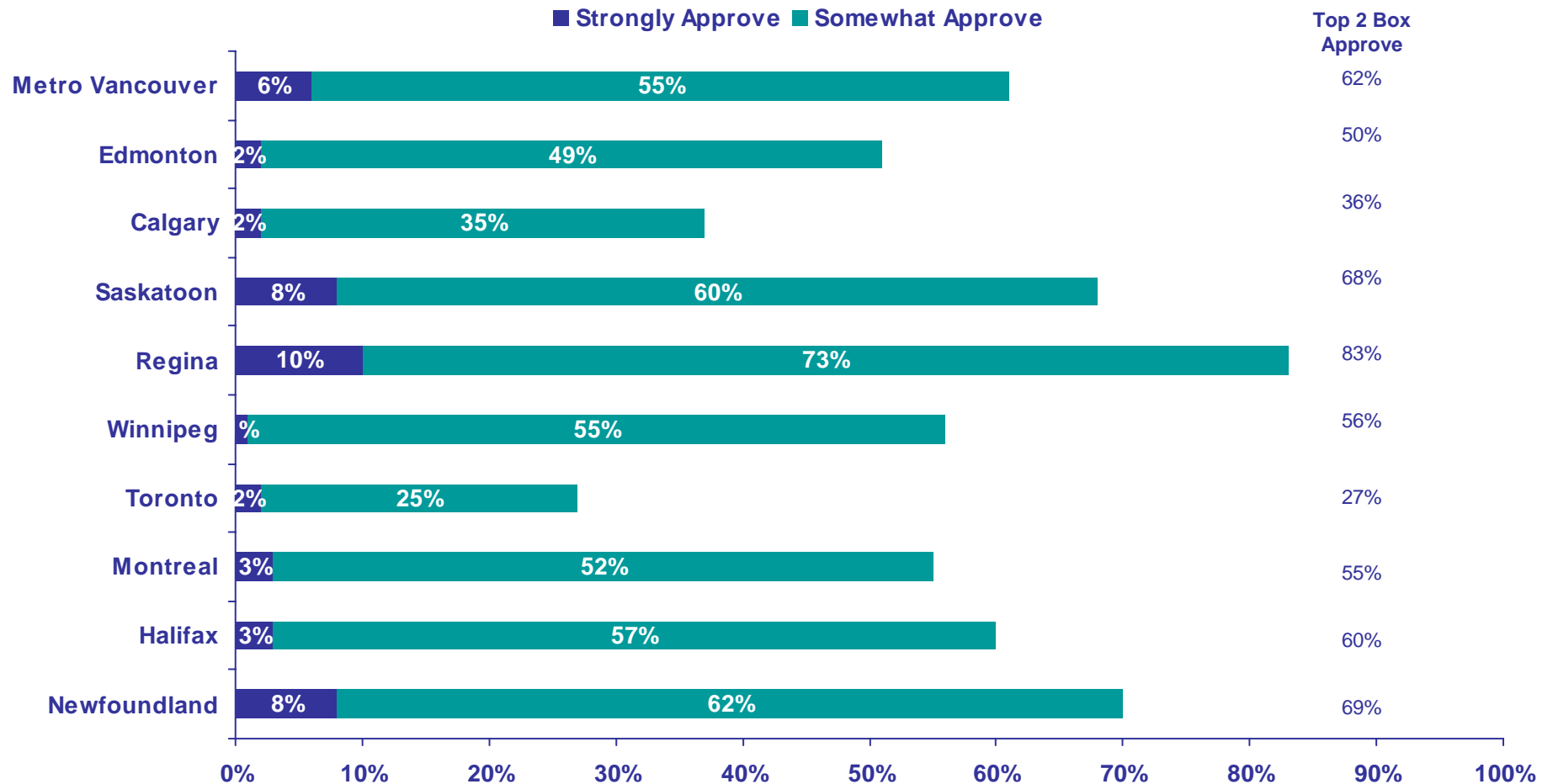   Base: All respondents n=4,393

Ipsos Reid 23

Level of Approval of Municipal Workers

■ Strongly Approve   ■ Somewhat Approve

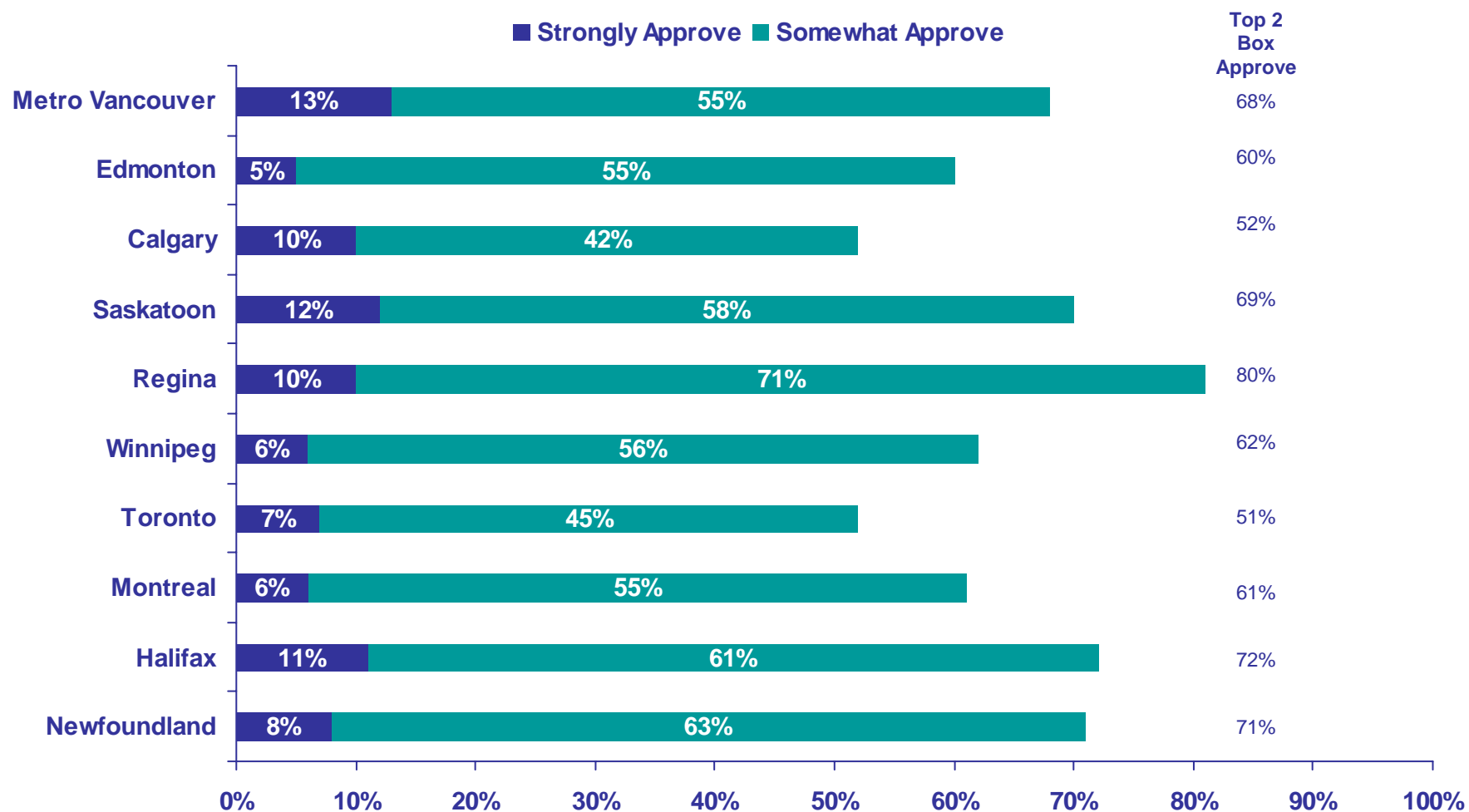|	Top 2 Box Approve
Metro Vancouver — Strongly Approve 19%, Somewhat Approve 59%	78%
Edmonton — Strongly Approve 7%, Somewhat Approve 67%	74%
Calgary — Strongly Approve 10%, Somewhat Approve 57%	67%
Saskatoon — Strongly Approve 12%, Somewhat Approve 55%	67%
Regina — Strongly Approve 10%, Somewhat Approve 65%	75%
Winnipeg — Strongly Approve 5%, Somewhat Approve 66%	71%
Toronto — Strongly Approve 4%, Somewhat Approve 25%	29%
Montreal — Strongly Approve 3%, Somewhat Approve 43%	46%
Halifax — Strongly Approve 8%, Somewhat Approve 68%	77%
Newfoundland — Strongly Approve 14%, Somewhat Approve 65%	79%

3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
    Base: All respondents n=4,393

Ipsos Reid 24

Level of Approval of Municipal Worker Unions

■ **Strongly Approve** ■ **Somewhat Approve**

Top 2
Box
Approve

Metro Vancouver	16% / 42%	58%
Edmonton	5% / 50%	56%
Calgary	5% / 40%	45%
Saskatoon	8% / 43%	51%
Regina	9% / 47%	56%
Winnipeg	5% / 46%	51%
Toronto	2% / 13%	15%
Montreal	3% / 33%	36%
Halifax	7% / 54%	61%
Newfoundland	11% / 59%	69%

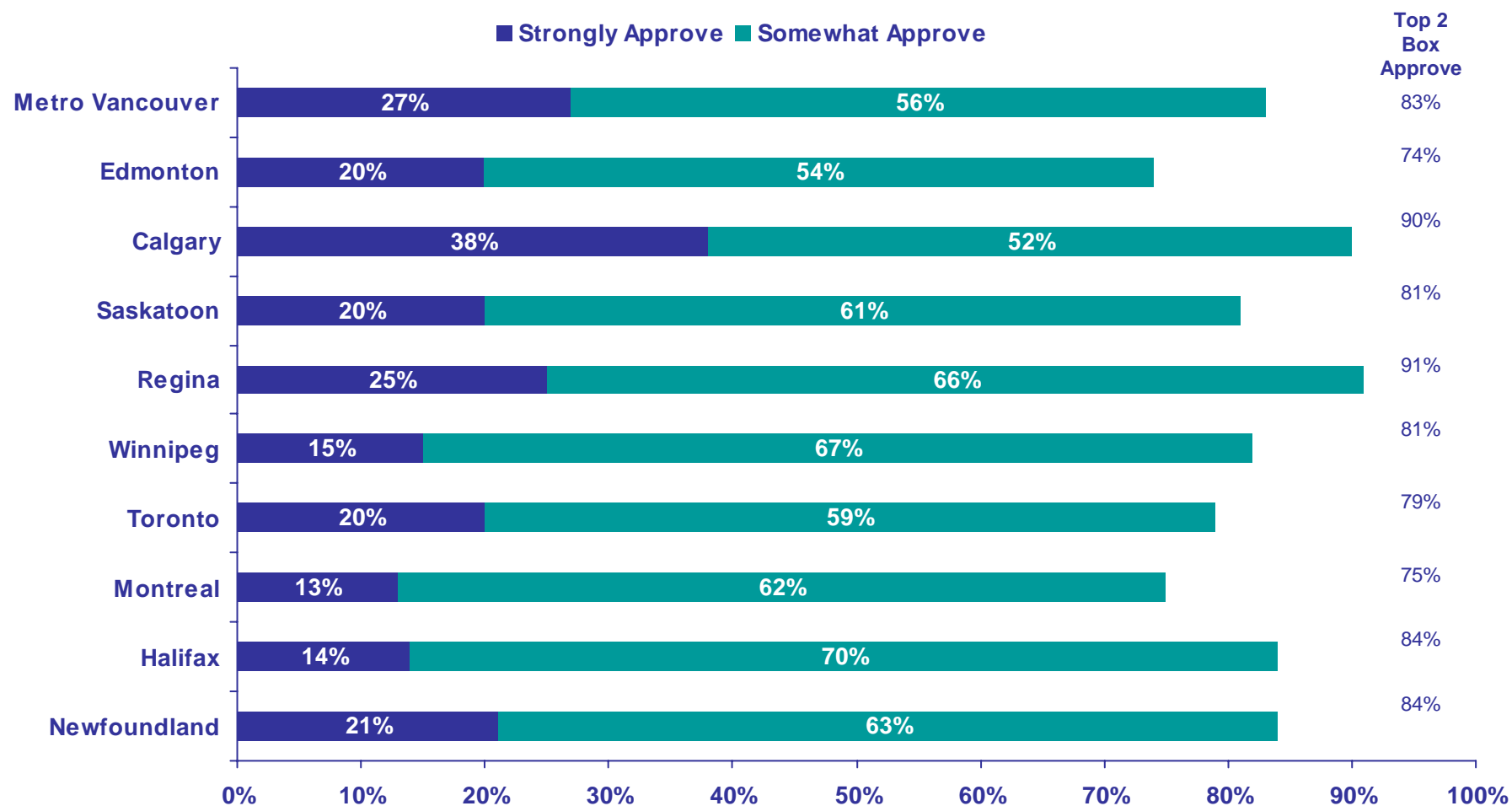0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
   Base: All respondents n=4,393

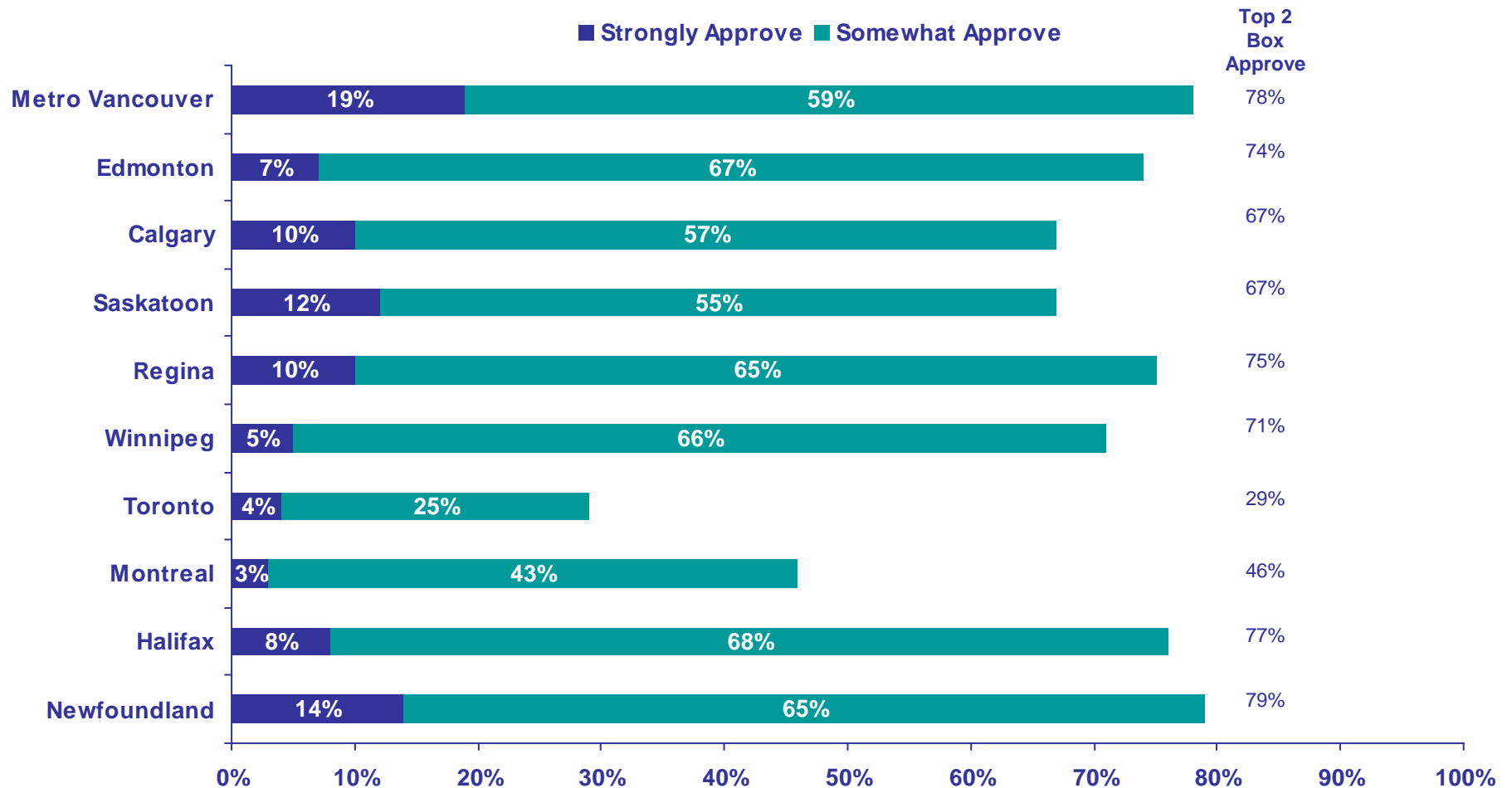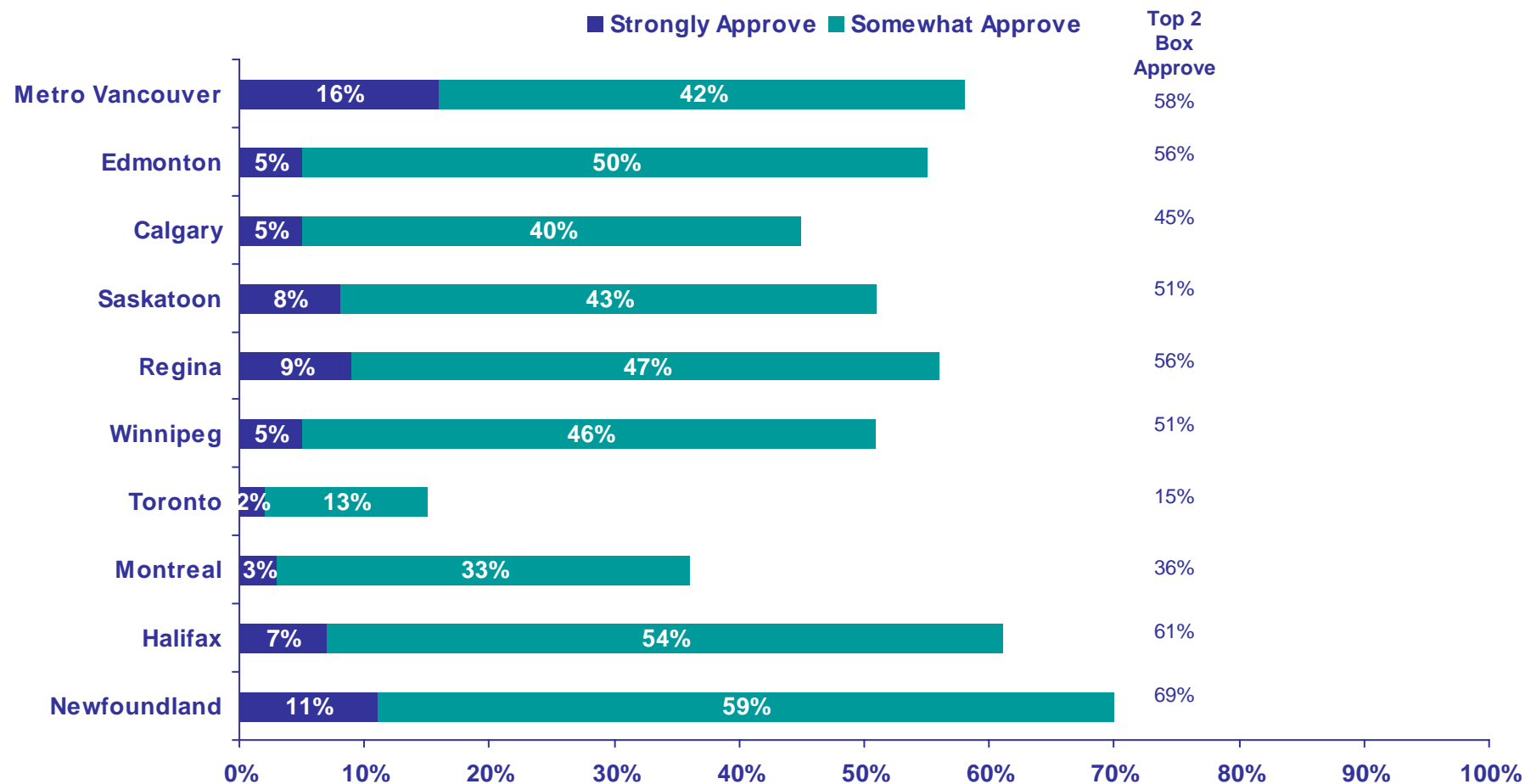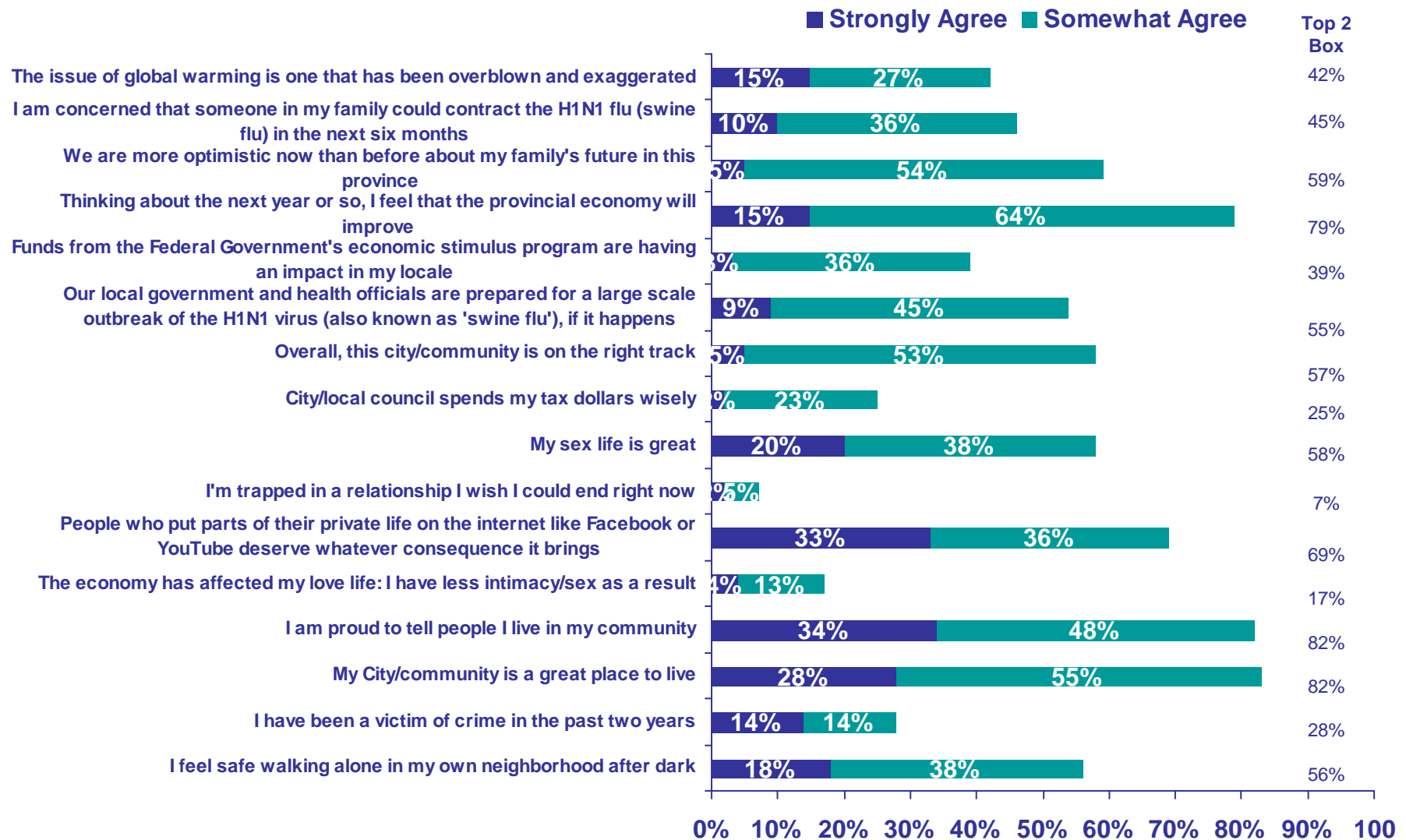# 4. Statements

Statements

■ **Strongly Agree** ■ **Somewhat Agree**

Top 2 Box

Statement	Strongly Agree	Somewhat Agree	Top 2 Box
The issue of global warming is one that has been overblown and exaggerated	15%	27%	42%
I am concerned that someone in my family could contract the H1N1 flu (swine flu) in the next six months	10%	36%	45%
We are more optimistic now than before about my family's future in this province	5%	54%	59%
Thinking about the next year or so, I feel that the provincial economy will improve	15%	64%	79%
Funds from the Federal Government's economic stimulus program are having an impact in my locale	3%	36%	39%
Our local government and health officials are prepared for a large scale outbreak of the H1N1 virus (also known as 'swine flu'), if it happens	9%	45%	55%
Overall, this city/community is on the right track	5%	53%	57%
City/local council spends my tax dollars wisely	0%	23%	25%
My sex life is great	20%	38%	58%
I'm trapped in a relationship I wish I could end right now	0%	5%	7%
People who put parts of their private life on the internet like Facebook or YouTube deserve whatever consequence it brings	33%	36%	69%
The economy has affected my love life: I have less intimacy/sex as a result	4%	13%	17%
I am proud to tell people I live in my community	34%	48%	82%
My City/community is a great place to live	28%	55%	82%
I have been a victim of crime in the past two years	14%	14%	28%
I feel safe walking alone in my own neighborhood after dark	18%	38%	56%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
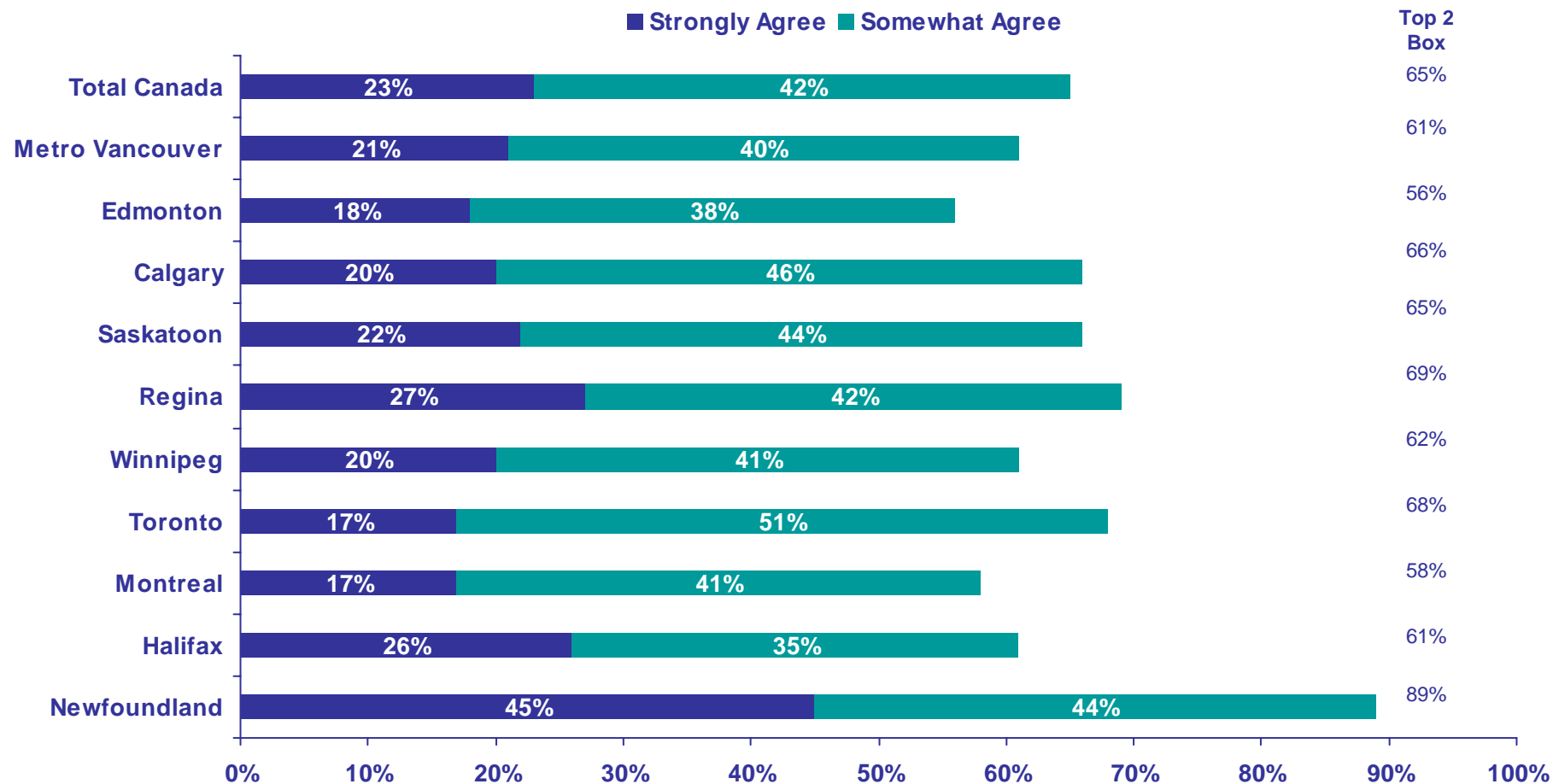
4. Do you agree or disagree with the following statements?
   Base: All Edmonton Respondents n=440

I Feel Safe Walking Alone In My Own Neighborhood After Dark

■ Strongly Agree ■ Somewhat Agree

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	23%	42%	65%
Metro Vancouver	21%	40%	61%
Edmonton	18%	38%	56%
Calgary	20%	46%	66%
Saskatoon	22%	44%	65%
Regina	27%	42%	69%
Winnipeg	20%	41%	62%
Toronto	17%	51%	68%
Montreal	17%	41%	58%
Halifax	26%	35%	61%
Newfoundland	45%	44%	89%

4.   Do you agree or disagree with the following statements?
      Base: All respondents n=4,393

I Have Been A Victim Of Crime In The Past 2 Years

■ Strongly Agree ■ Somewhat Agree

Top 2 Box

Region	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	11%	12%	23%
Metro Vancouver	8%	11%	19%
Edmonton	14%	14%	28%
Calgary	15%	10%	26%
Saskatoon	16%	16%	32%
Regina	17%	13%	29%
Winnipeg	12%	14%	26%
Toronto	5%	17%	22%
Montreal	8%	8%	16%
Halifax	7%	9%	16%
Newfoundland	7%	9%	16%
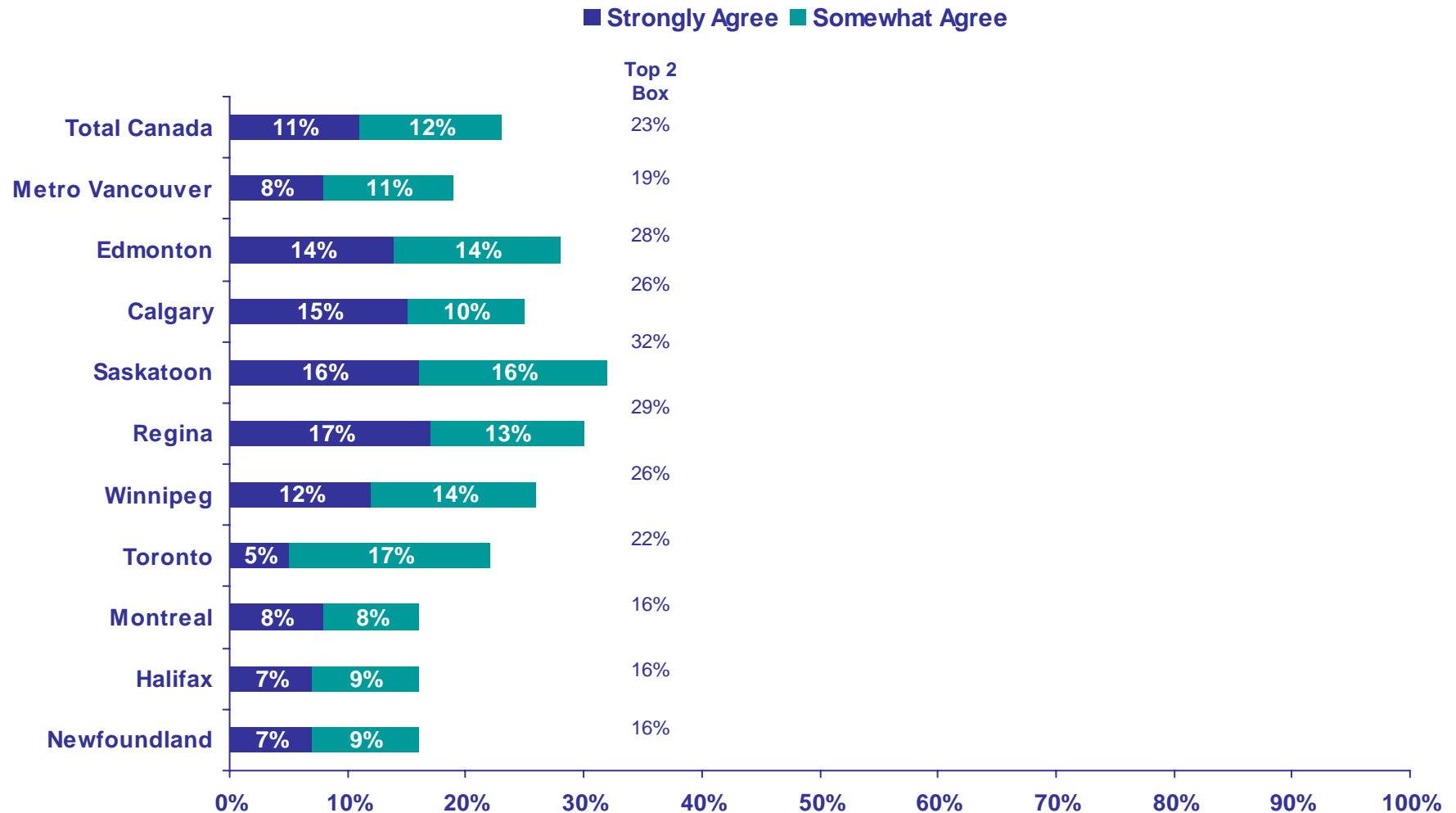
4.   Do you agree or disagree with the following statements?
      Base: All respondents n=4,393

People Who Put Parts Of Their Private Life On The Internet Like Facebook Or YouTube Deserve Whatever Consequence It Brings

■ Strongly Agree   ■ Somewhat Agree

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	33%	40%	73%
Metro Vancouver	40%	37%	77%
Edmonton	33%	36%	69%
Calgary	30%	45%	75%
Saskatoon	43%	39%	82%
Regina	31%	39%	70%
Winnipeg	33%	40%	72%
Toronto	31%	42%	73%
Montreal	33%	36%	69%
Halifax	29%	44%	73%
Newfoundland	27%	41%	69%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%
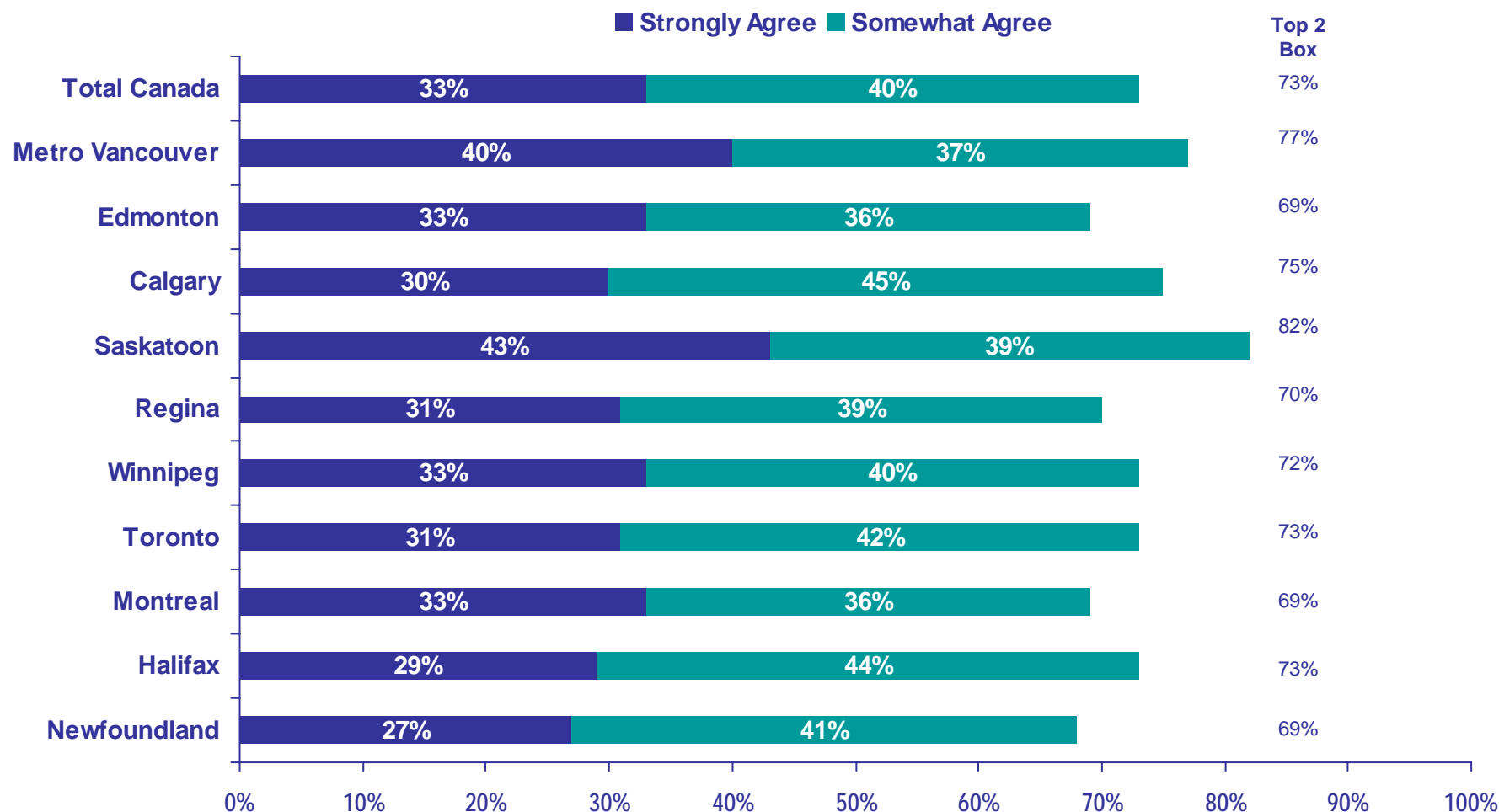
4. Do you agree or disagree with the following statements?
Base: All respondents n=4,393

My Sex Life Is Great

Legend: ■ Strongly Agree ■ Somewhat Agree

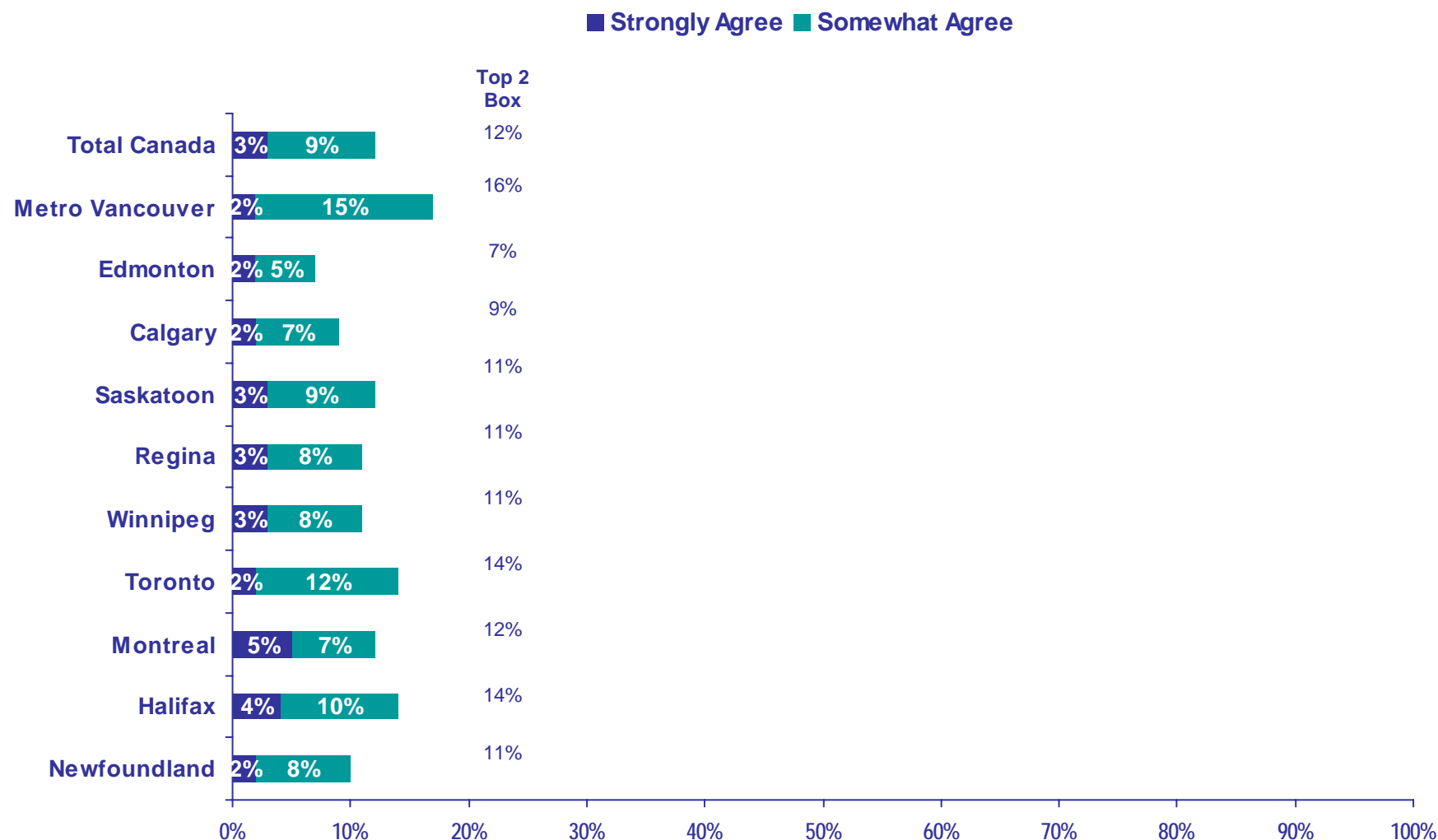| Region	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	21%	38%	59%
Metro Vancouver	14%	42%	56%
Edmonton	20%	38%	58%
Calgary	22%	37%	59%
Saskatoon	24%	40%	63%
Regina	25%	36%	62%
Winnipeg	21%	33%	53%
Toronto	16%	39%	55%
Montreal	21%	39%	59%
Halifax	20%	36%	56%
Newfoundland	30%	38%	68%
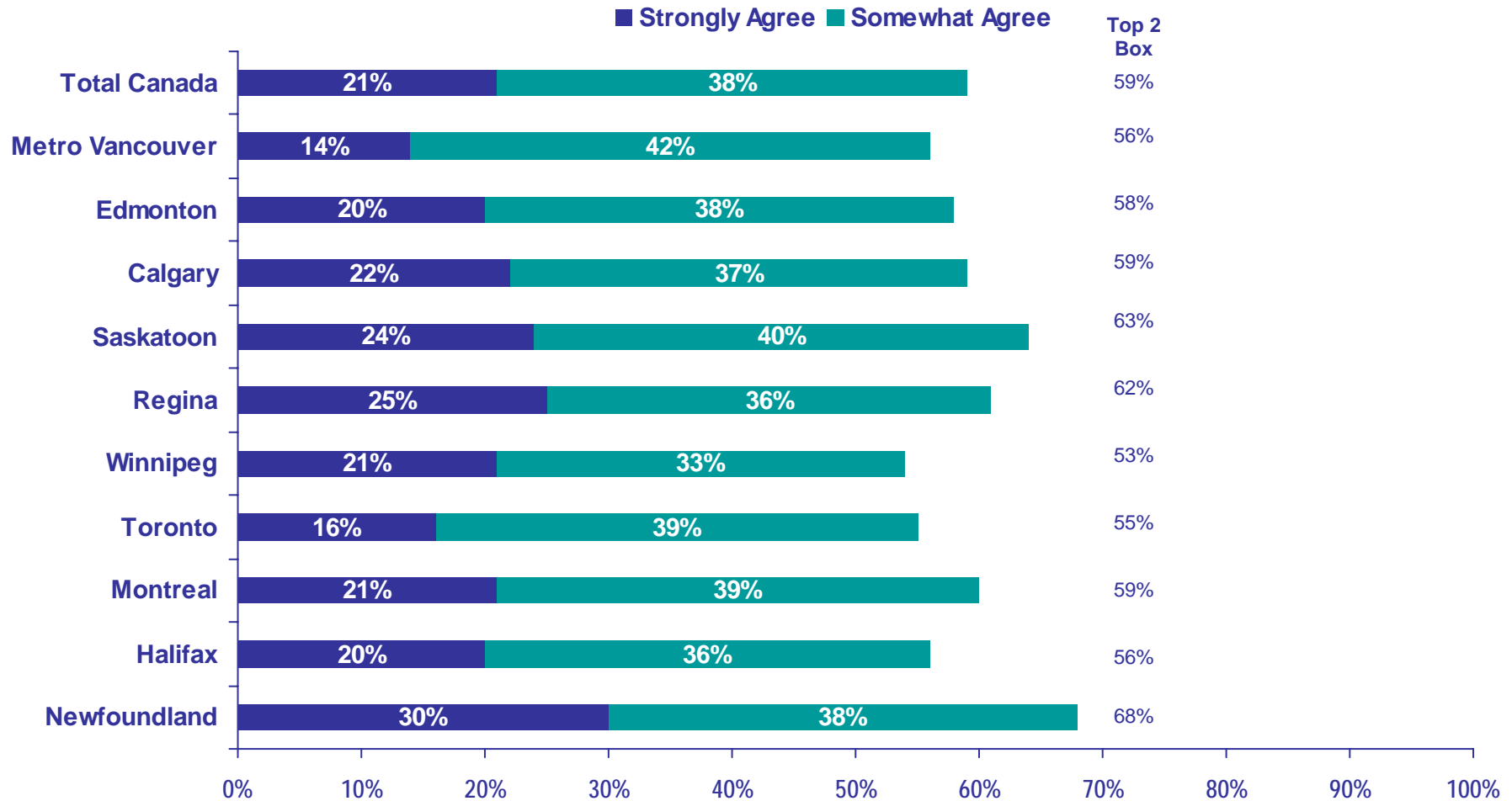
4. Do you agree or disagree with the following statements?
   Base: All respondents n=4,393

I'm Trapped In A Relationship I Wish I Could End Right Now

■ Strongly Agree ■ Somewhat Agree

Region	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	3%	9%	12%
Metro Vancouver	2%	15%	16%
Edmonton	2%	5%	7%
Calgary	2%	7%	9%
Saskatoon	3%	9%	11%
Regina	3%	8%	11%
Winnipeg	3%	8%	11%
Toronto	2%	12%	14%
Montreal	5%	7%	12%
Halifax	4%	10%	14%
Newfoundland	2%	8%	11%

4. Do you agree or disagree with the following statements?
    Base: All respondents n=4,393

The Economy Has Affected My Love Life; I Have Less Intimacy/Sex As A Result

■ Strongly Agree ■ Somewhat Agree

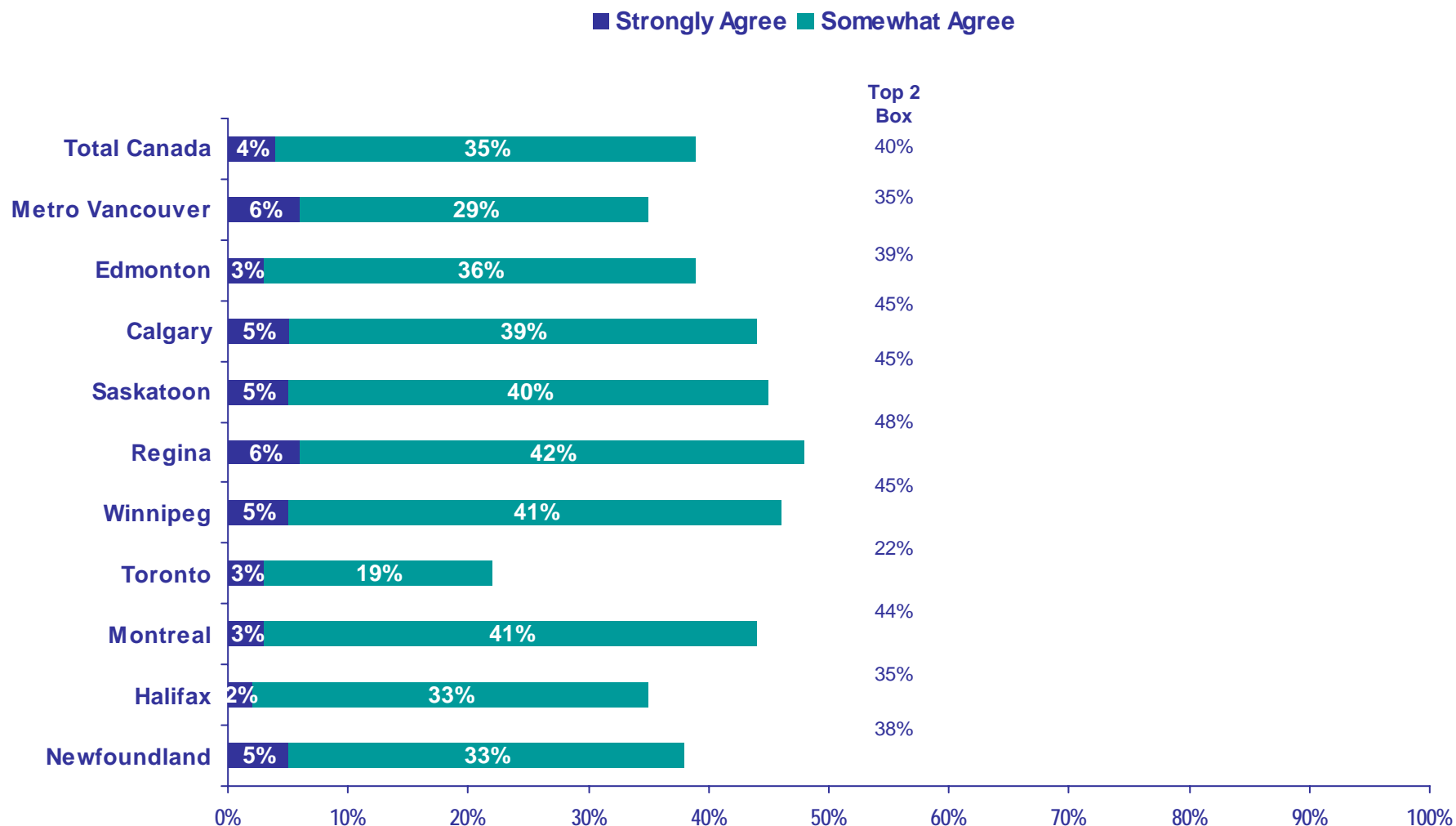|	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	4%	11%	15%
Metro Vancouver	5%	22%	27%
Edmonton	4%	13%	17%
Calgary	4%	12%	16%
Saskatoon	2%	7%	8%
Regina	3%	6%	9%
Winnipeg	2%	12%	14%
Toronto	6%	10%	15%
Montreal	3%	10%	13%
Halifax	5%	10%	15%
Newfoundland	6%	10%	15%
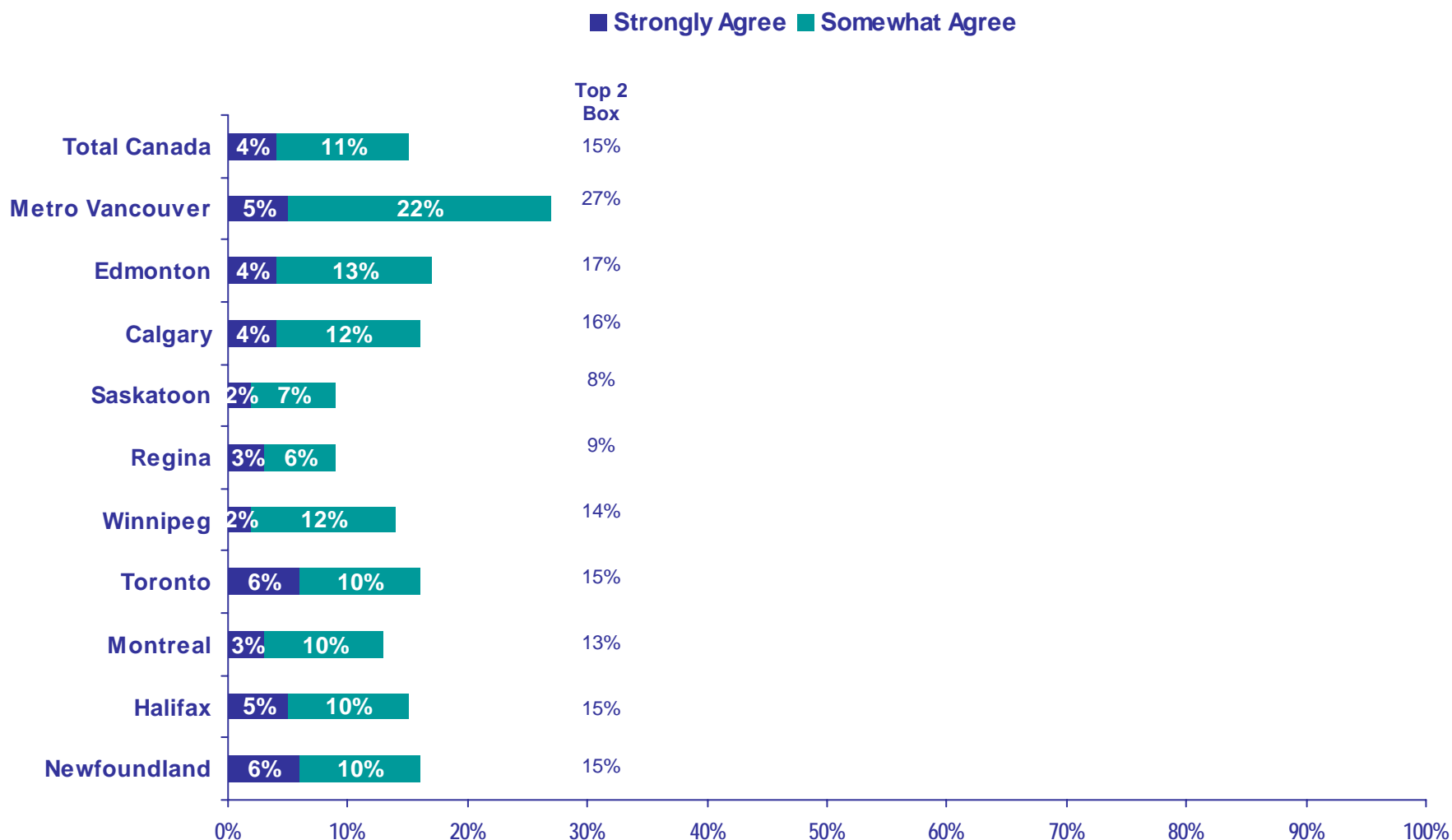
4.   Do you agree or disagree with the following statements?
     Base: All respondents n=4,393

Funds From The Federal Government's Economic Stimulus Program Are Having An Impact In My Locale

■ Strongly Agree ■ Somewhat Agree

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	4%	35%	40%
Metro Vancouver	6%	29%	35%
Edmonton	3%	36%	39%
Calgary	5%	39%	45%
Saskatoon	5%	40%	45%
Regina	6%	42%	48%
Winnipeg	5%	41%	45%
Toronto	3%	19%	22%
Montreal	3%	41%	44%
Halifax	2%	33%	35%
Newfoundland	5%	33%	38%

4.   Do you agree or disagree with the following statements?
      Base: All respondents n=4,393

Thinking About The Next Year Or So, I Feel That The Provincial Economy Will Improve

■ Strongly Agree **■ Somewhat Agree**

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	15%	61%	75%
Metro Vancouver	15%	47%	62%
Edmonton	15%	64%	79%
Calgary	20%	61%	81%
Saskatoon	15%	64%	79%
Regina	13%	63%	76%
Winnipeg	13%	72%	85%
Toronto	16%	56%	72%
Montreal	8%	52%	60%
Halifax	10%	67%	78%
Newfoundland	22%	60%	81%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
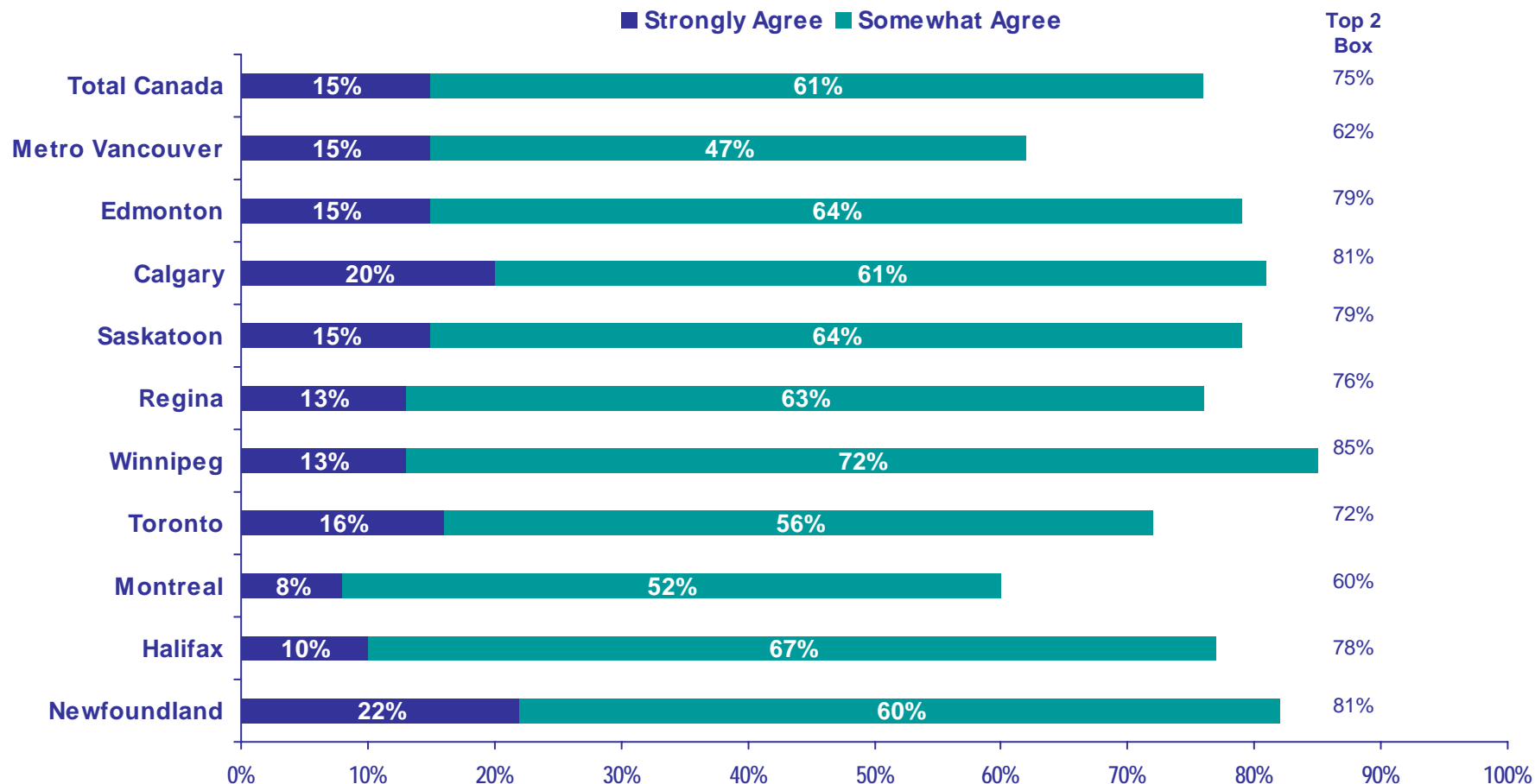
4. Do you agree or disagree with the following statements?
    Base: All respondents n=4,393

The Issue Of Global Warming Is One That Has Been Overblown And Exaggerated

■ **Strongly Agree**   ■ **Somewhat Agree**

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	13%	28%	41%
Metro Vancouver	17%	19%	36%
Edmonton	15%	27%	42%
Calgary	25%	31%	57%
Saskatoon	15%	34%	49%
Regina	18%	34%	52%
Winnipeg	15%	31%	46%
Toronto	8%	26%	34%
Montreal	6%	21%	27%
Halifax	6%	26%	32%
Newfoundland	8%	28%	36%
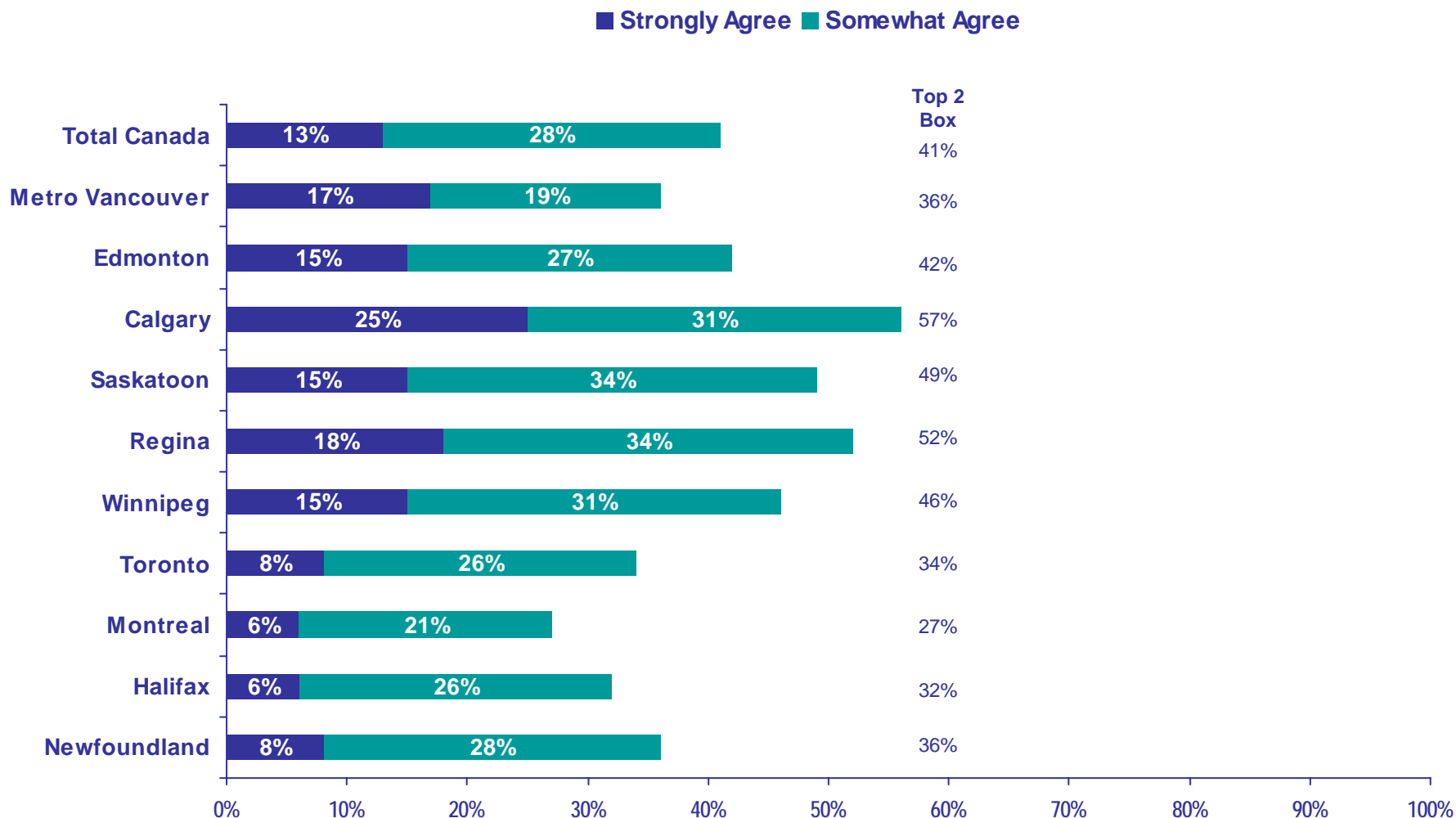
4.   Do you agree or disagree with the following statements?
     Base: All respondents n=4,393

My City/Community Is A Great Place To Live

■ Strongly Agree   ■ Somewhat Agree

City	Strongly Agree	Somewhat Agree	Top 2 Box
Total	36%	51%	87%
Metro Vancouver	53%	41%	93%
Edmonton	28%	55%	82%
Calgary	27%	59%	86%
Saskatoon	49%	42%	91%
Regina	38%	50%	88%
Winnipeg	25%	58%	82%
Toronto	29%	53%	82%
Montreal	18%	62%	81%
Halifax	46%	49%	95%
Newfoundland	48%	43%	91%

4.   Do you agree or disagree with the following statements?
     Base: All respondents n=4,393

Ipsos Reid   **37**

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I Am Proud To Tell People I Live In My Community

■ Strongly Agree   ■ Somewhat Agree

Top 2
Box

Region	Strongly Agree	Somewhat Agree	Top 2 Box
Total	40%	46%	87%
Metro Vancouver	52%	43%	95%
Edmonton	34%	48%	82%
Calgary	37%	45%	82%
Saskatoon	49%	43%	92%
Regina	40%	45%	85%
Winnipeg	36%	52%	89%
Toronto	32%	49%	80%
Montreal	21%	57%	78%
Halifax	52%	42%	94%
Newfoundland	51%	40%	91%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%
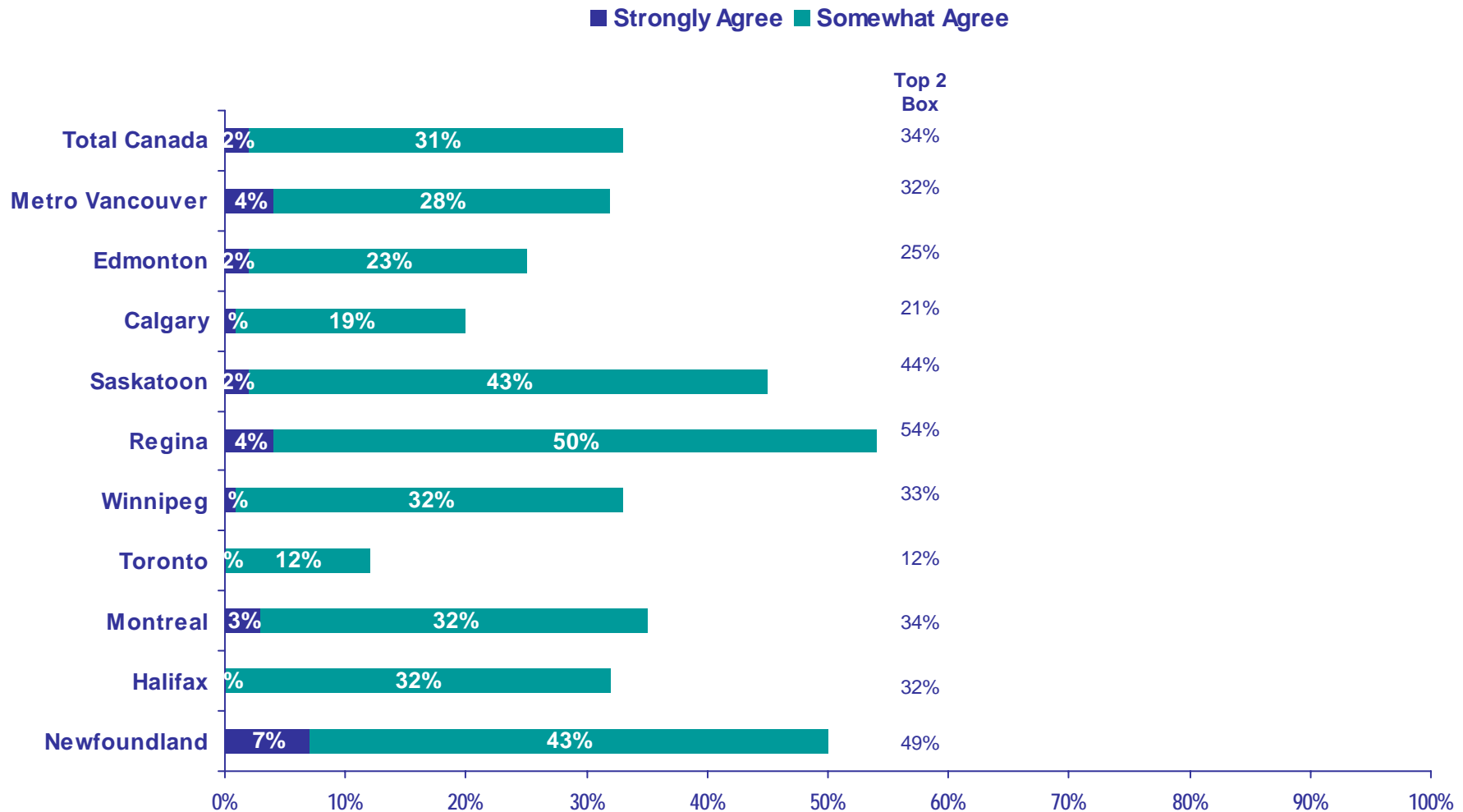
4.   Do you agree or disagree with the following statements?
Base: All respondents n=4,393

Ipsos Reid   38

Overall, This City/Community Is On The Right Track

■ Strongly Agree ■ Somewhat Agree

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	9%	56%	64%
Metro Vancouver	12%	67%	79%
Edmonton	5%	53%	57%
Calgary	4%	50%	54%
Saskatoon	13%	62%	76%
Regina	18%	61%	78%
Winnipeg	4%	56%	60%
Toronto	7%	37%	44%
Montreal	4%	58%	62%
Halifax	5%	64%	69%
Newfoundland	13%	52%	66%

4. Do you agree or disagree with the following statements?
   Base: All respondents n=4,393

City/Local Council Spends My Tax Dollars Wisely

■ Strongly Agree ■ Somewhat Agree

Top 2
Box

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	2%	31%	34%
Metro Vancouver	4%	28%	32%
Edmonton	2%	23%	25%
Calgary	%	19%	21%
Saskatoon	2%	43%	44%
Regina	4%	50%	54%
Winnipeg	%	32%	33%
Toronto	%	12%	12%
Montreal	3%	32%	34%
Halifax	%	32%	32%
Newfoundland	7%	43%	49%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

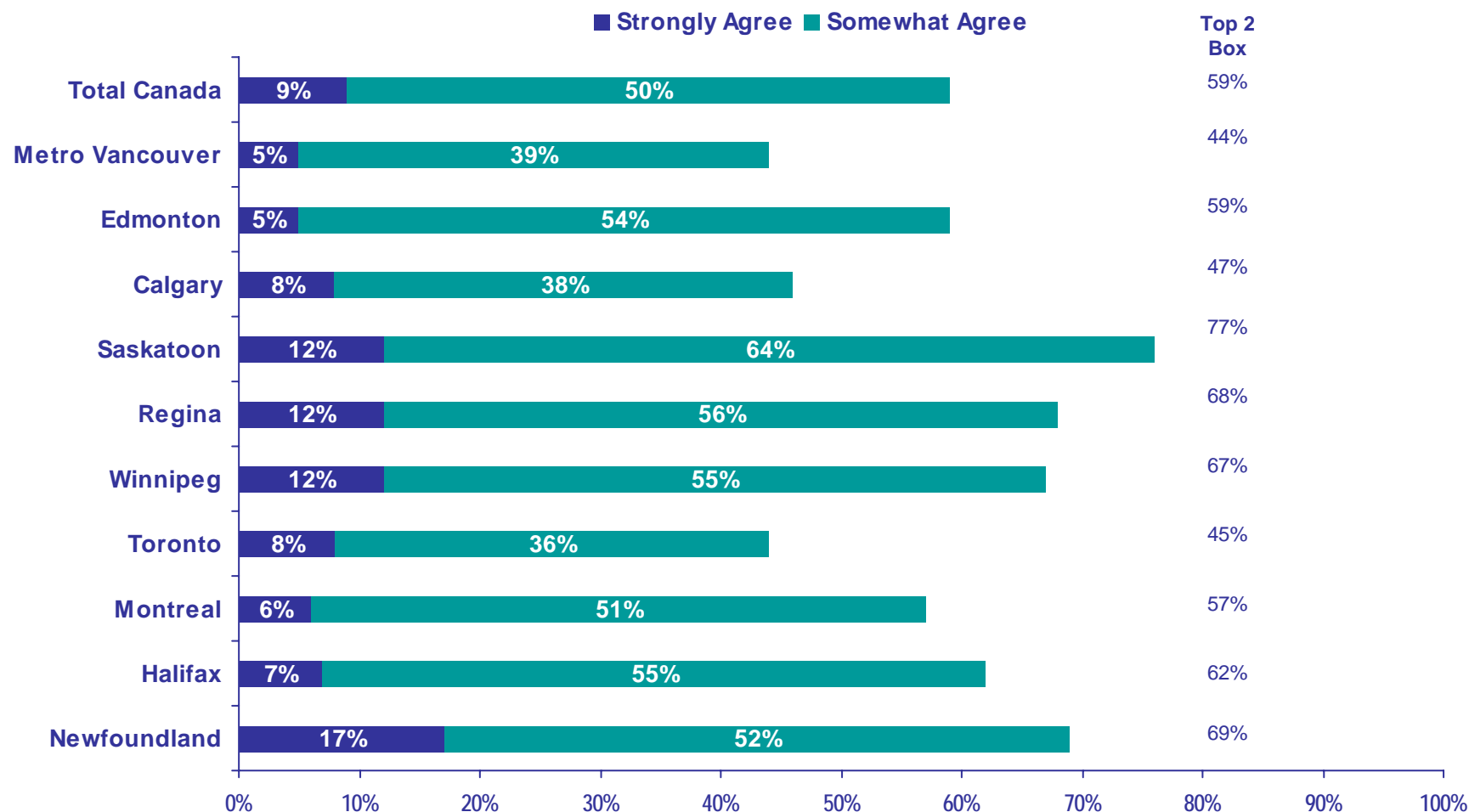4. Do you agree or disagree with the following statements?
   Base: All respondents n=4,393

I Am Concerned That Someone In My Family Could Contract The H1N1 Flue (Swine Flu) In The Next Six Months

■ Strongly Agree ■ Somewhat Agree

	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	13%	38%	50%
Metro Vancouver	12%	41%	53%
Edmonton	10%	36%	45%
Calgary	15%	35%	50%
Saskatoon	10%	34%	44%
Regina	11%	35%	46%
Winnipeg	13%	44%	57%
Toronto	6%	33%	39%
Montreal	17%	36%	53%
Halifax	15%	41%	55%
Newfoundland	17%	44%	62%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
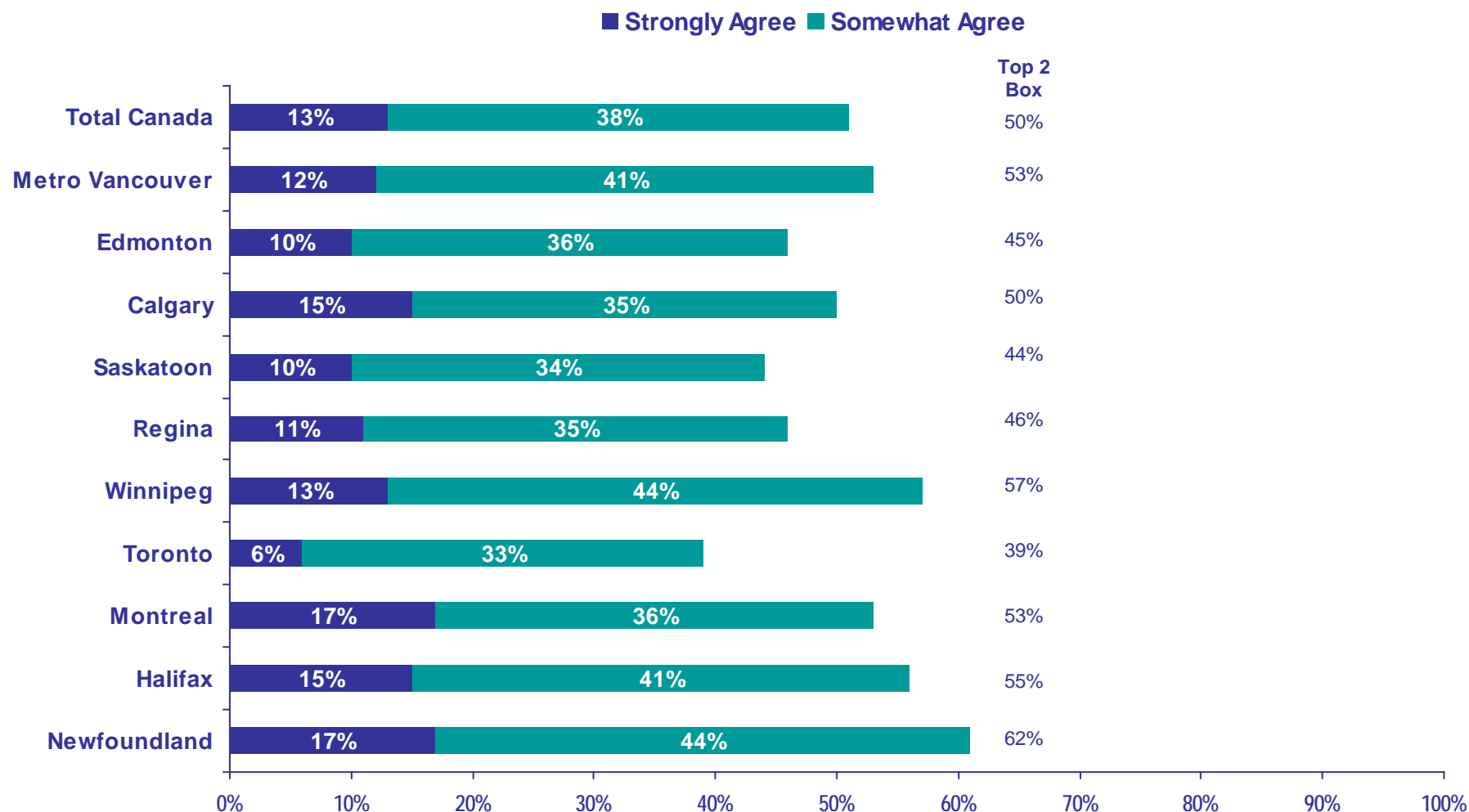
4. Do you agree or disagree with the following statements?
    Base: All respondents n=4,393

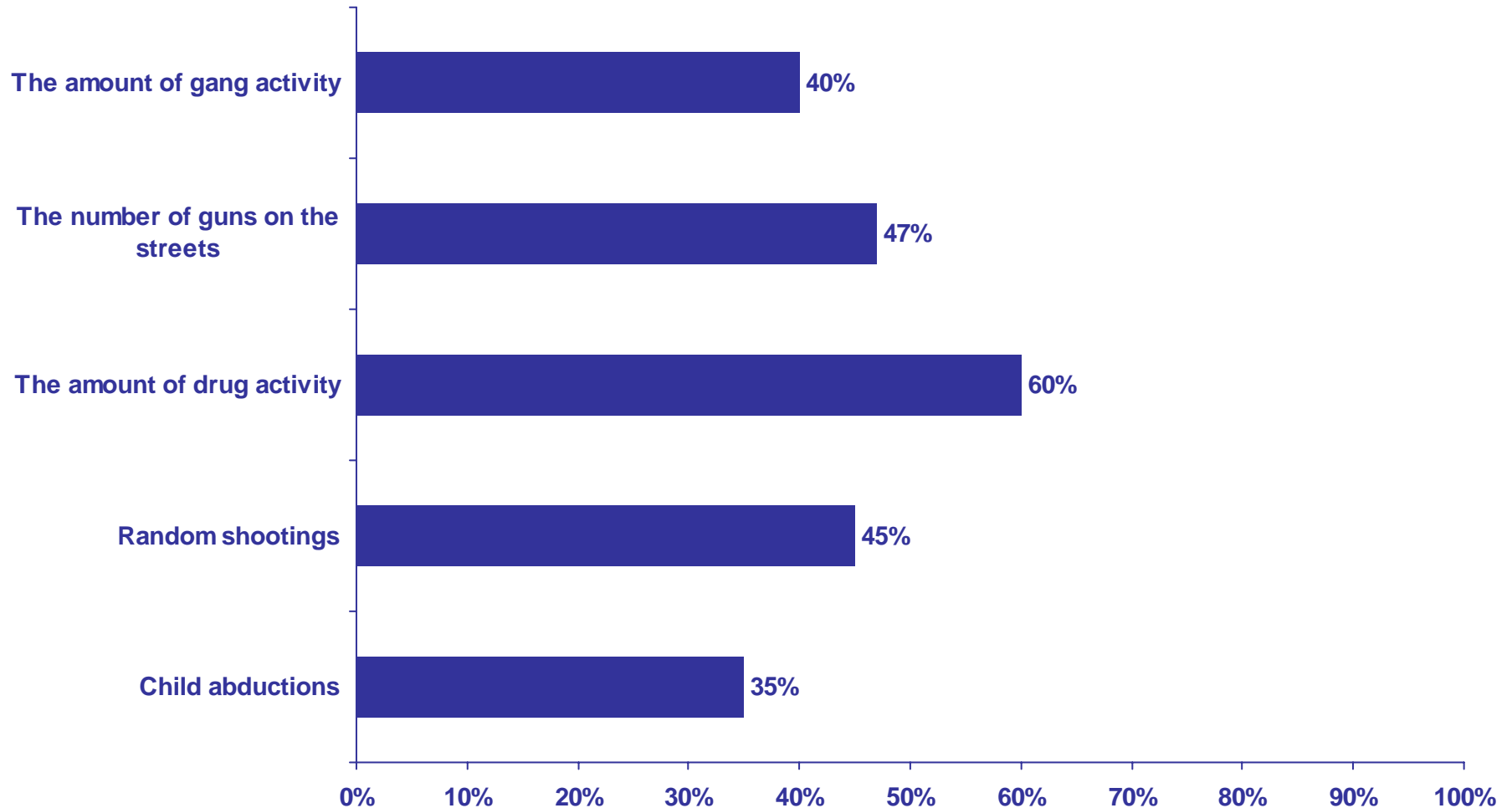# We Are More Optimistic Now Than Before About My Family's Future In This Province

Legend: ■ Strongly Agree ■ Somewhat Agree

Top 2 Box

Region	Strongly Agree	Somewhat Agree	Top 2 Box
Total Canada	9%	50%	59%
Metro Vancouver	5%	39%	44%
Edmonton	5%	54%	59%
Calgary	8%	38%	47%
Saskatoon	12%	64%	77%
Regina	12%	56%	68%
Winnipeg	12%	55%	67%
Toronto	8%	36%	45%
Montreal	6%	51%	57%
Halifax	7%	55%	62%
Newfoundland	17%	52%	69%

4. Do you agree or disagree with the following statements?
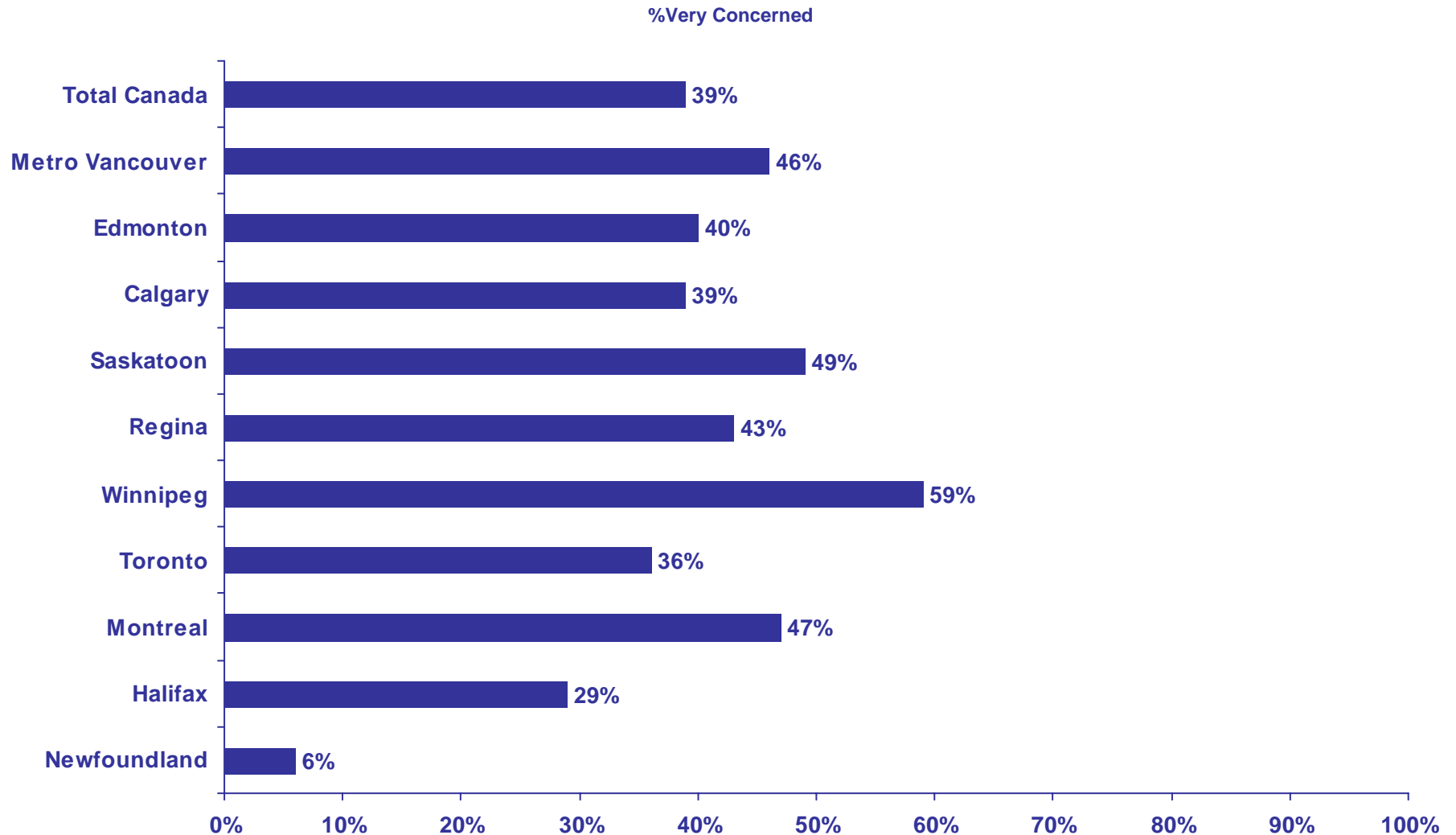   Base: All respondents n=4,393

5. Concern with Issues in Community

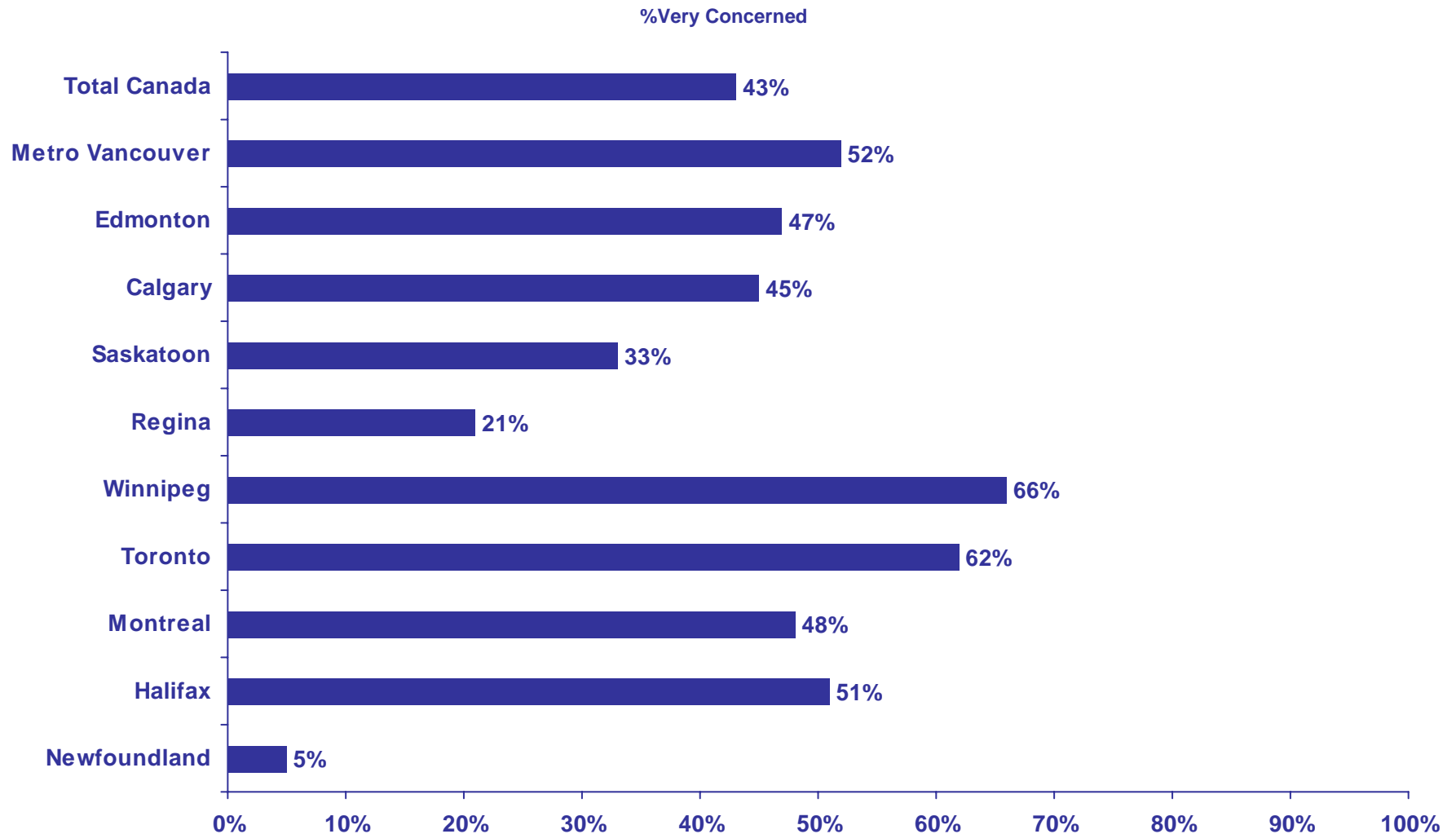# Community Concerns - Edmonton

%Very Concerned

Concern	Percentage
The amount of gang activity	40%
The number of guns on the streets	47%
The amount of drug activity	60%
Random shootings	45%
Child abductions	35%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

5. How concerned are you about the following in your community?
   Base: All Edmonton Respondents n=440

Ipsos Reid

The Amount of Gang Activity

%Very Concerned

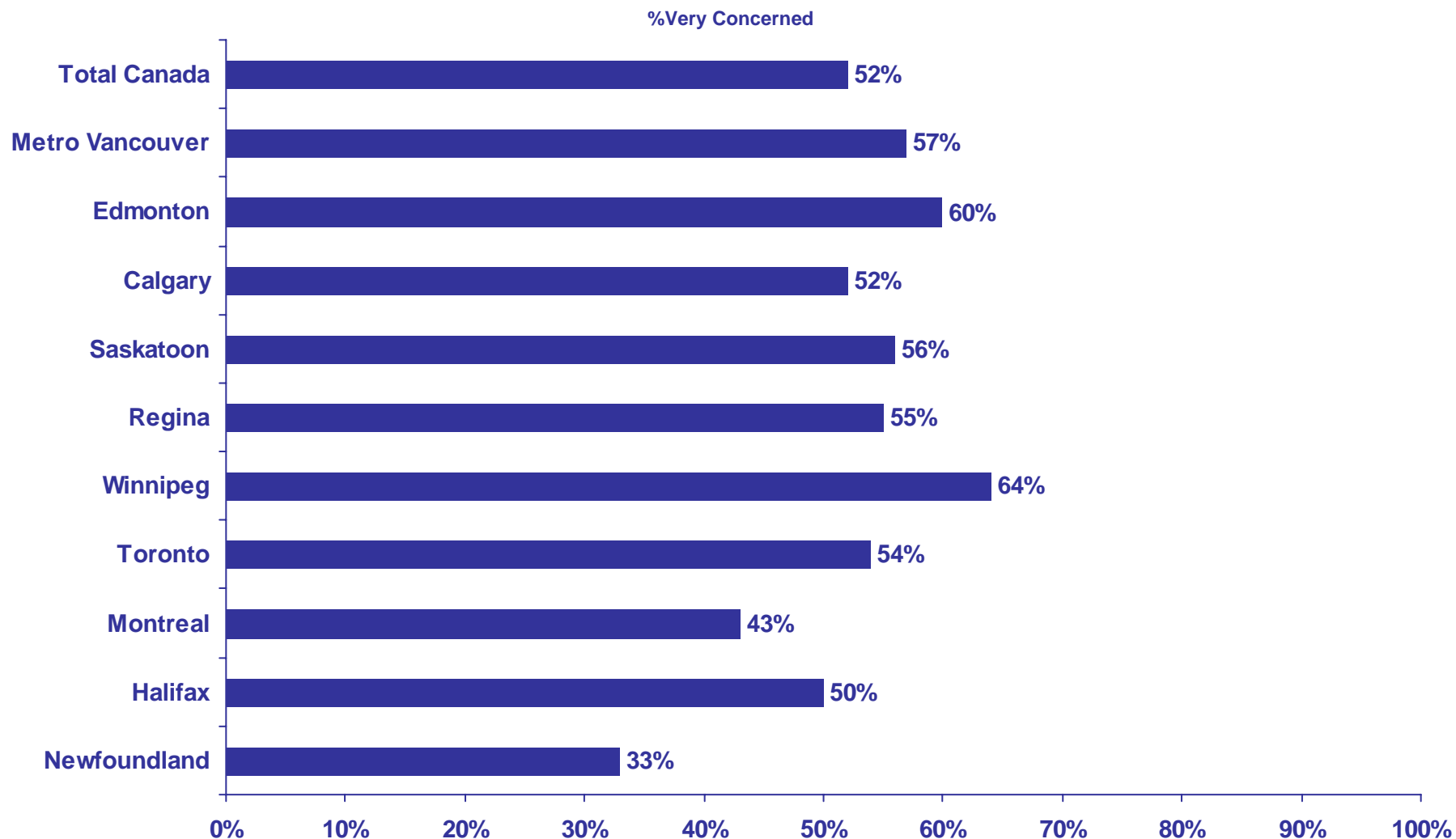| Region	%
Total Canada	39%
Metro Vancouver	46%
Edmonton	40%
Calgary	39%
Saskatoon	49%
Regina	43%
Winnipeg	59%
Toronto	36%
Montreal	47%
Halifax	29%
Newfoundland	6%

5. How concerned are you about the following in your community?
   Base: All respondents n=4,393

The Number of Guns on the Streets

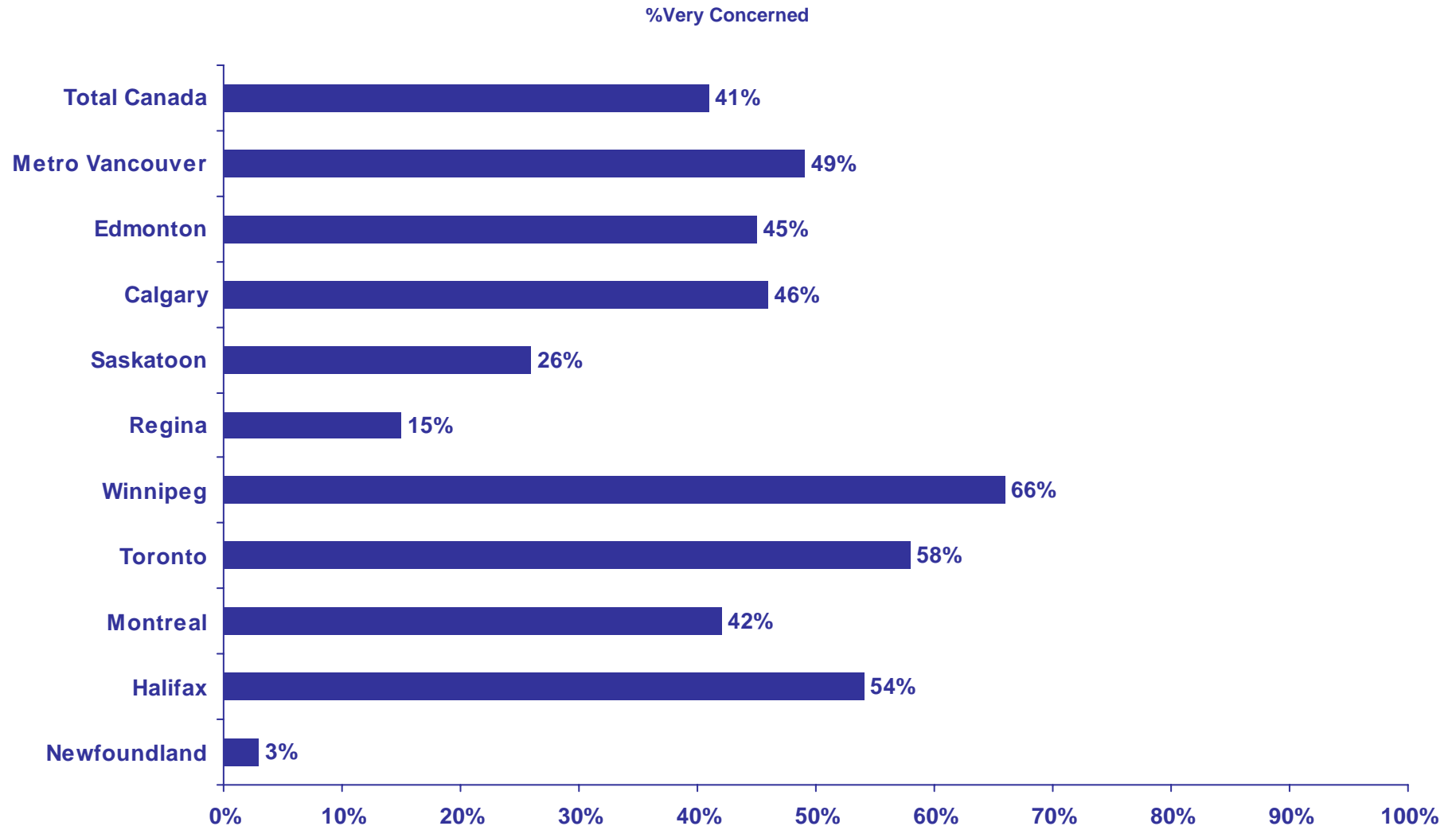**%Very Concerned**

Region	%
Total Canada	43%
Metro Vancouver	52%
Edmonton	47%
Calgary	45%
Saskatoon	33%
Regina	21%
Winnipeg	66%
Toronto	62%
Montreal	48%
Halifax	51%
Newfoundland	5%

5. How concerned are you about the following in your community?
   Base: All respondents n=4,393

The Amount of Drug Activity

%Very Concerned
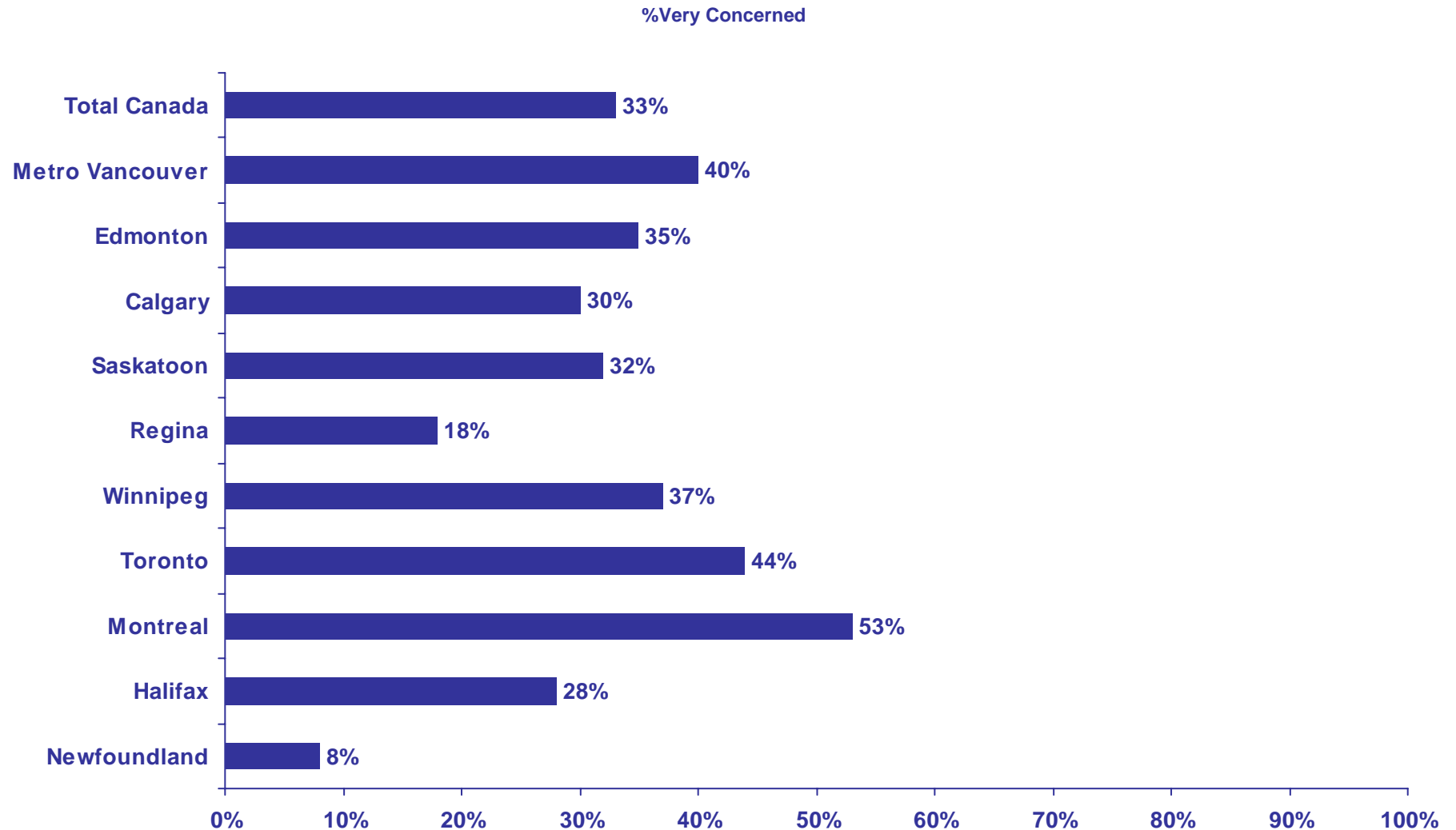
Region	%
Total Canada	52%
Metro Vancouver	57%
Edmonton	60%
Calgary	52%
Saskatoon	56%
Regina	55%
Winnipeg	64%
Toronto	54%
Montreal	43%
Halifax	50%
Newfoundland	33%

5.   How concerned are you about the following in your community?
     Base: All respondents n=4,393

Random Shootings

%Very Concerned

Region	%
Total Canada	41%
Metro Vancouver	49%
Edmonton	45%
Calgary	46%
Saskatoon	26%
Regina	15%
Winnipeg	66%
Toronto	58%
Montreal	42%
Halifax	54%
Newfoundland	3%

5. How concerned are you about the following in your community?
   Base: All respondents n=4,393

Ipsos Reid

Child Abductions

%Very Concerned

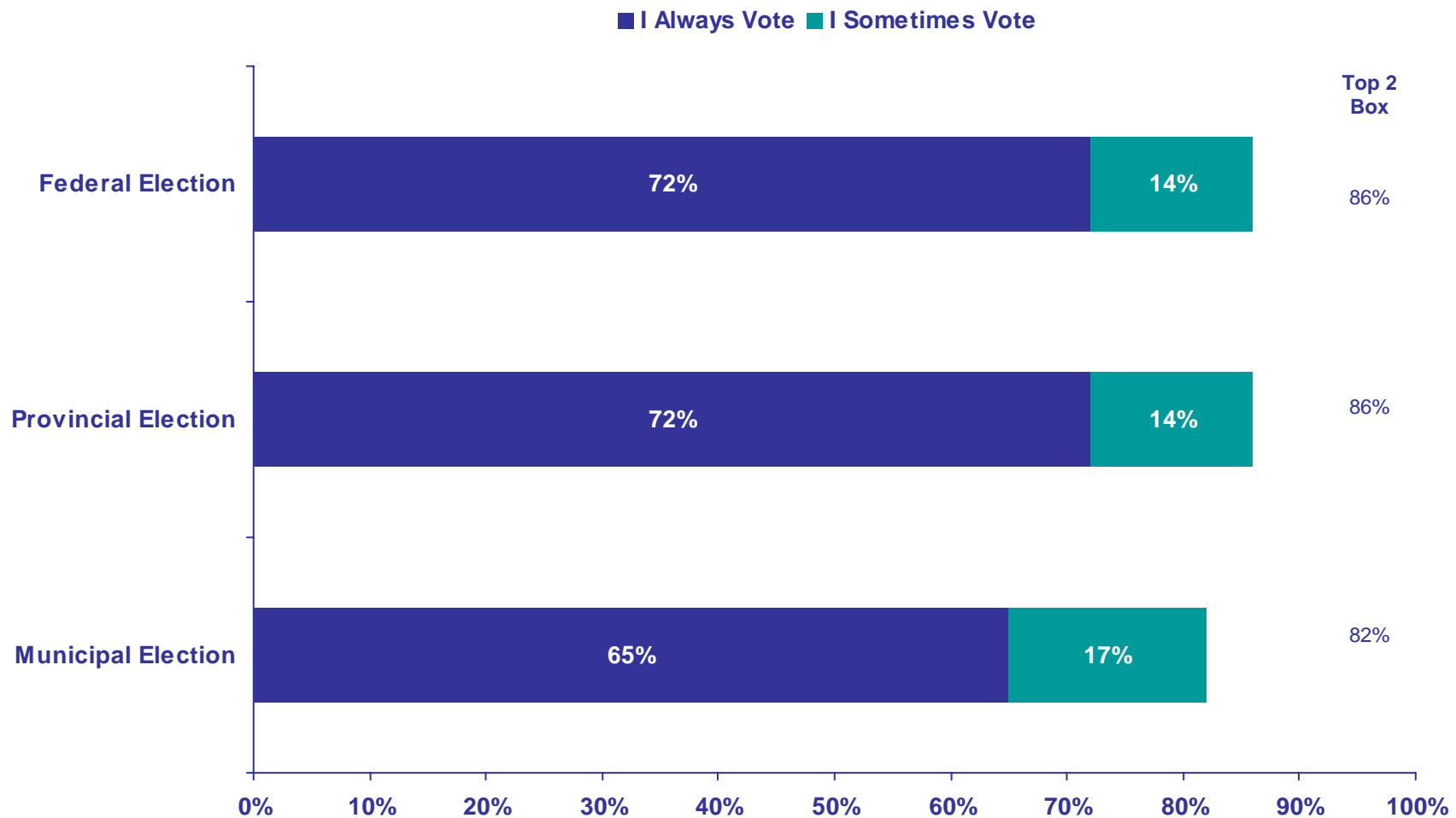| Region	%
Total Canada	33%
Metro Vancouver	40%
Edmonton	35%
Calgary	30%
Saskatoon	32%
Regina	18%
Winnipeg	37%
Toronto	44%
Montreal	53%
Halifax	28%
Newfoundland	8%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

5. How concerned are you about the following in your community?
   Base: All respondents n=4,393

6. Tendency to Vote in Elections

Voting - Edmonton

■ I Always Vote ■ I Sometimes Vote

Top 2
Box

Federal Election   72%   14%   86%

Provincial Election   72%   14%   86%

Municipal Election   65%   17%   82%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
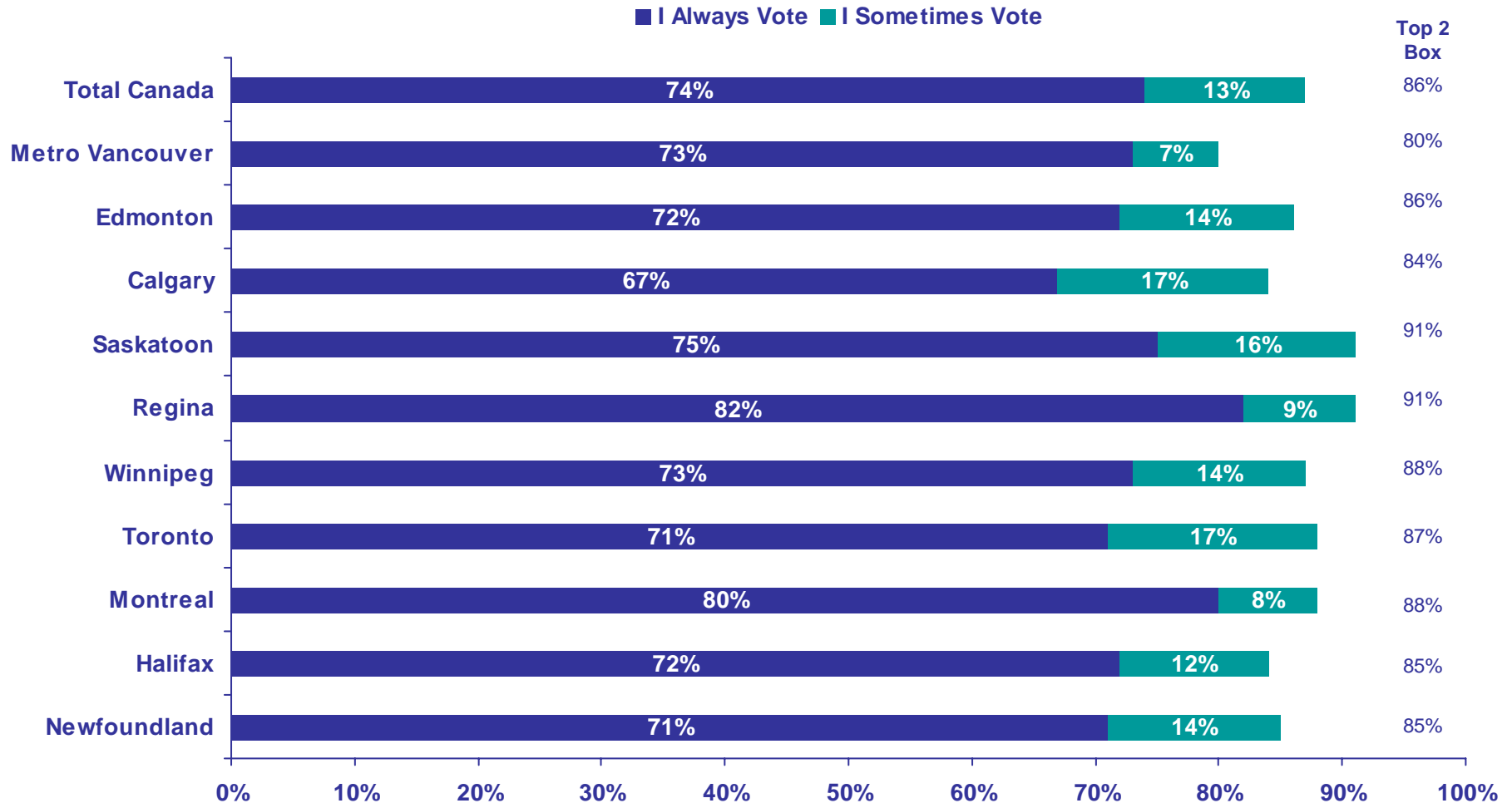
6.   When it comes to voting in the following types of elections, please indicate your tendency:
     Base: All Edmonton Respondents n=440

Ipsos Reid

Voting in Federal Election

■ I Always Vote   ■ I Sometimes Vote

Top 2 Box

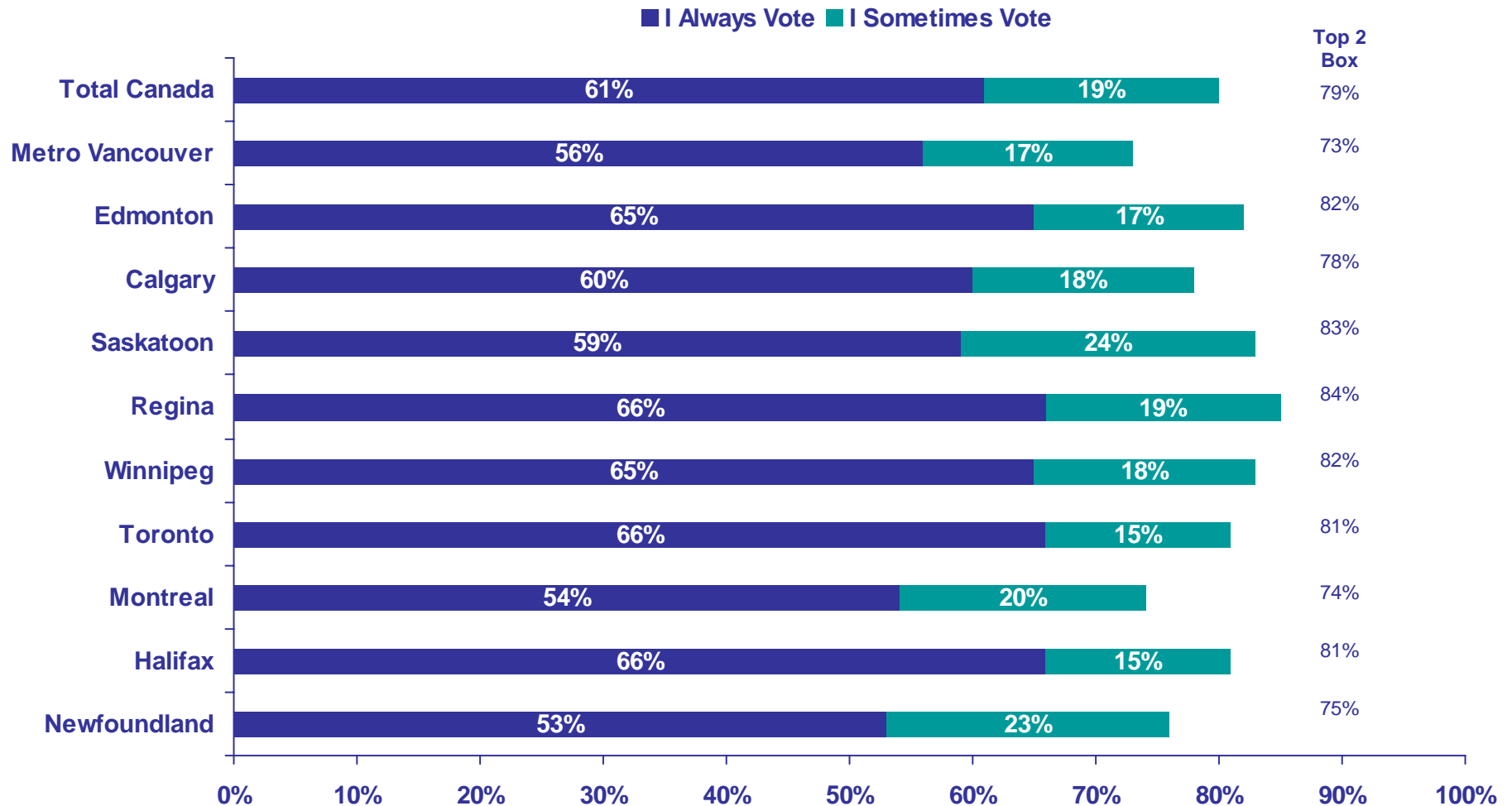| Region	I Always Vote	I Sometimes Vote	Top 2 Box
Total Canada	75%	12%	87%
Metro Vancouver	76%	9%	85%
Edmonton	72%	14%	86%
Calgary	72%	13%	85%
Saskatoon	77%	13%	90%
Regina	82%	9%	90%
Winnipeg	77%	12%	89%
Toronto	73%	15%	89%
Montreal	79%	9%	88%
Halifax	74%	12%	86%
Newfoundland	72%	13%	85%
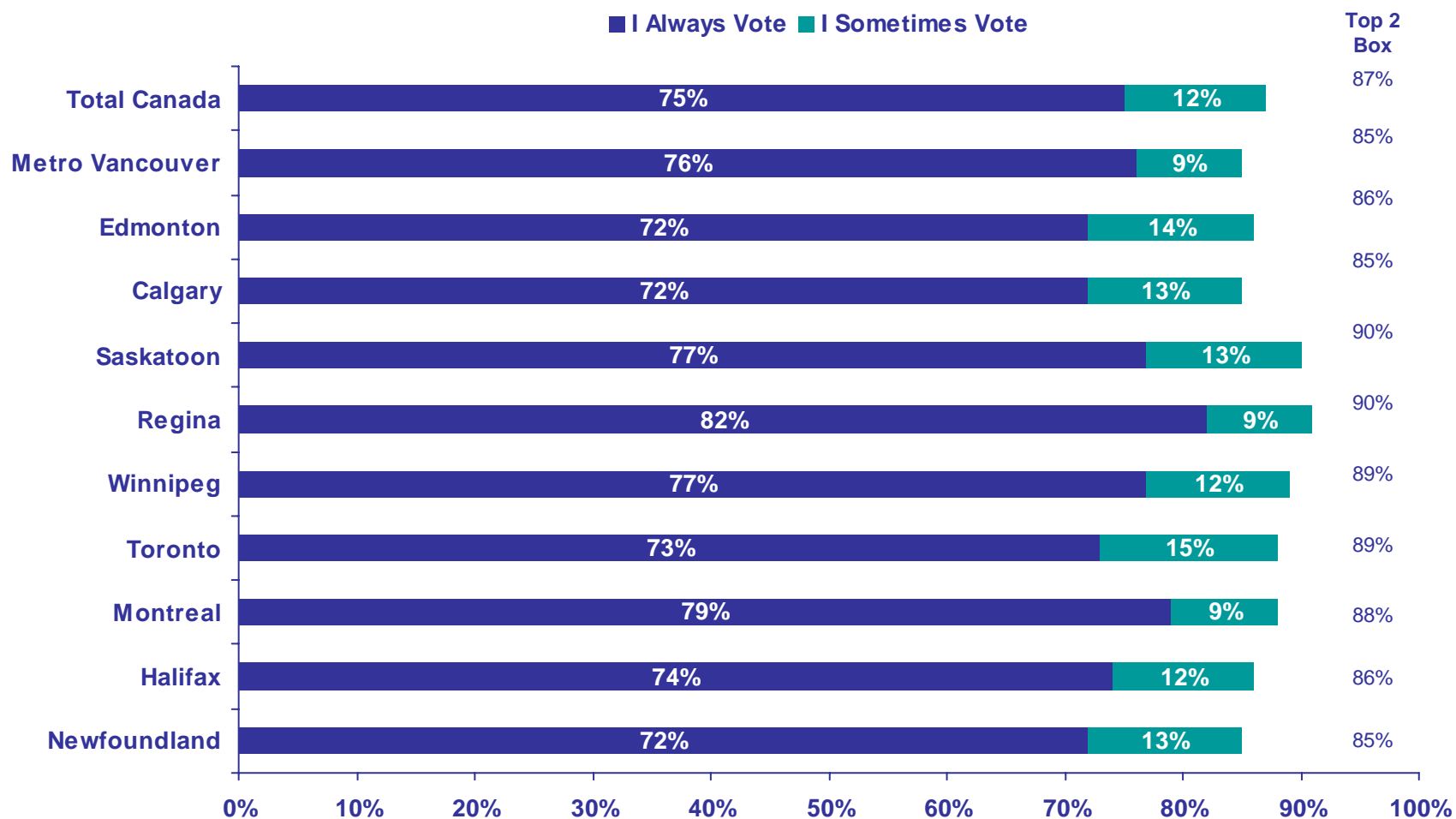
6. When it comes to voting in the following types of elections, please indicate your tendency:
    Base: All respondents n=4,393

Voting in Provincial Election

■ I Always Vote   ■ I Sometimes Vote

Region	I Always Vote	I Sometimes Vote	Top 2 Box
Total Canada	74%	13%	86%
Metro Vancouver	73%	7%	80%
Edmonton	72%	14%	86%
Calgary	67%	17%	84%
Saskatoon	75%	16%	91%
Regina	82%	9%	91%
Winnipeg	73%	14%	88%
Toronto	71%	17%	87%
Montreal	80%	8%	88%
Halifax	72%	12%	85%
Newfoundland	71%	14%	85%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

6.   When it comes to voting in the following types of elections, please indicate your tendency:
     Base: All respondents n=4,393

Ipsos Reid   53
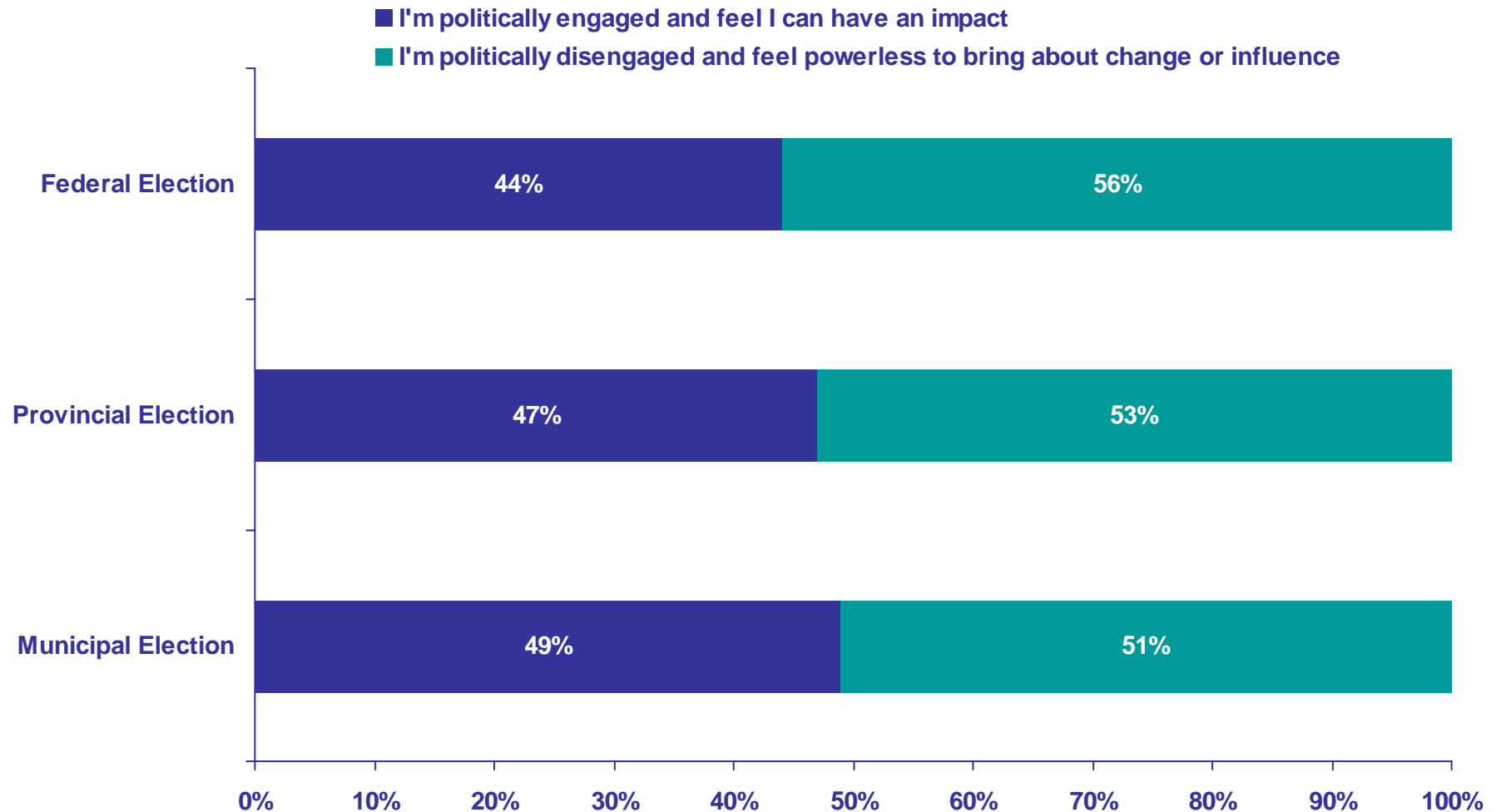
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Voting in Municipal Election

■ I Always Vote ■ I Sometimes Vote

	I Always Vote	I Sometimes Vote	Top 2 Box
Total Canada	61%	19%	79%
Metro Vancouver	56%	17%	73%
Edmonton	65%	17%	82%
Calgary	60%	18%	78%
Saskatoon	59%	24%	83%
Regina	66%	19%	84%
Winnipeg	65%	18%	82%
Toronto	66%	15%	81%
Montreal	54%	20%	74%
Halifax	66%	15%	81%
Newfoundland	53%	23%	75%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

6. When it comes to voting in the following types of elections, please indicate your tendency:
    Base: All respondents n=4,393

Ipsos Reid **54**
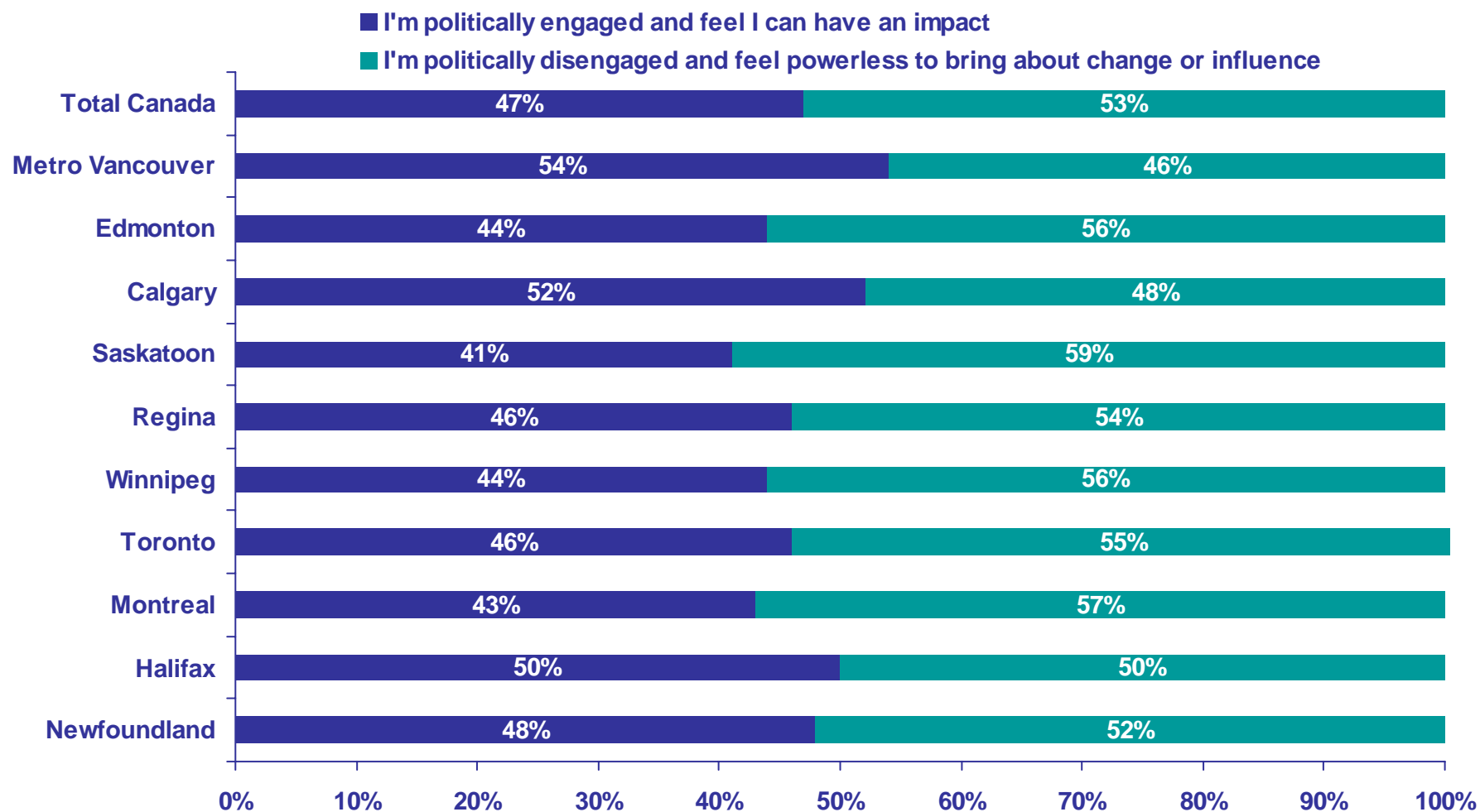
7. Level of Engagement / Impact of Voting

Ipsos Reid

Level of Engagement in Voting in Federal Election

■ **I'm politically engaged and feel I can have an impact**
■ **I'm politically disengaged and feel powerless to bring about change or influence**

Election	Engaged	Disengaged
Federal Election	44%	56%
Provincial Election	47%	53%
Municipal Election	49%	51%

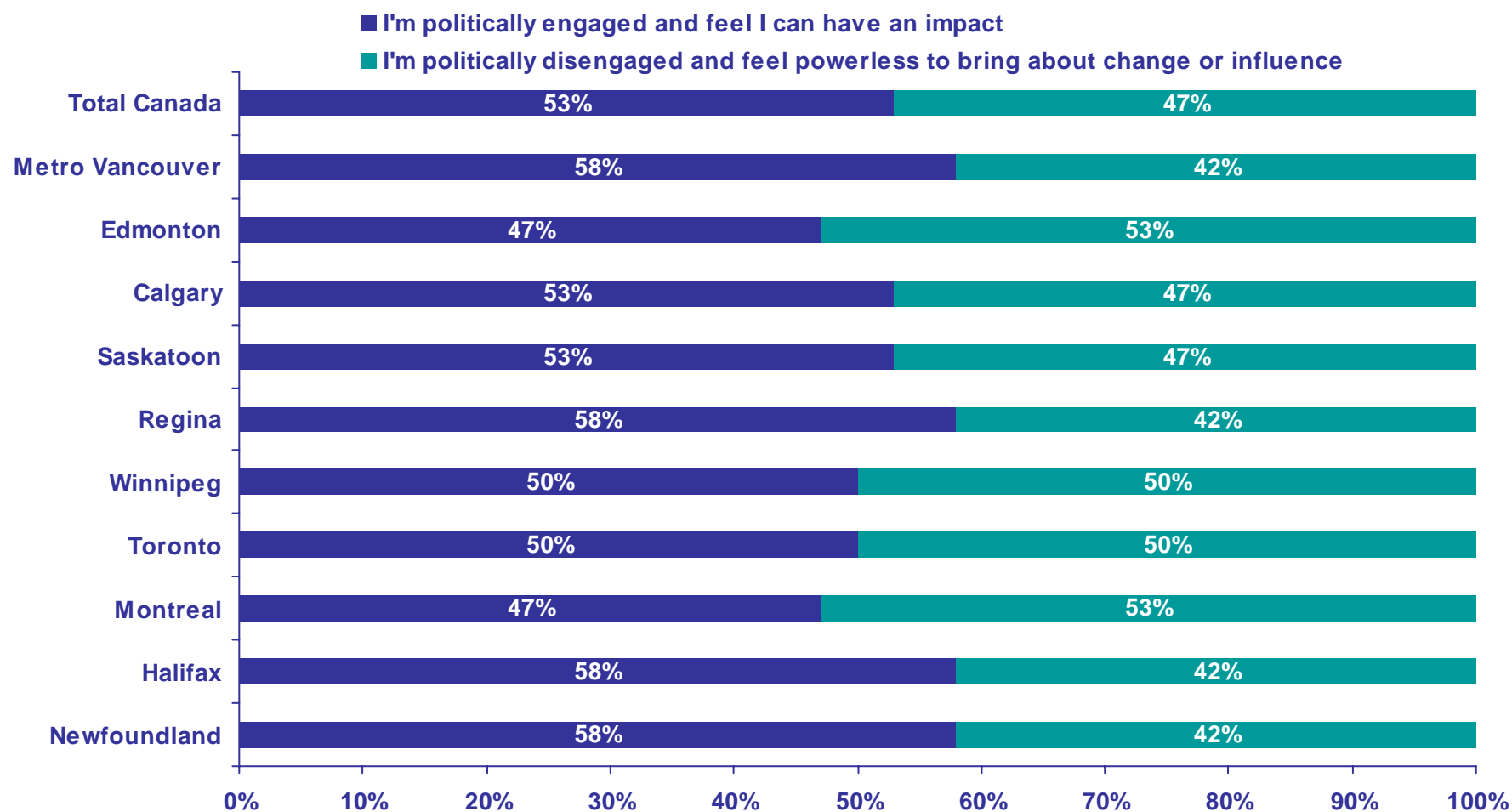0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

7. When it comes to voting in the following types of elections, please indicate your tendency:
   Base: All Edmonton Respondents n=440

Level of Engagement in Voting in Federal Election

■ I'm politically engaged and feel I can have an impact
■ I'm politically disengaged and feel powerless to bring about change or influence

Region	Engaged	Disengaged
Total Canada	47%	53%
Metro Vancouver	54%	46%
Edmonton	44%	56%
Calgary	52%	48%
Saskatoon	41%	59%
Regina	46%	54%
Winnipeg	44%	56%
Toronto	46%	55%
Montreal	43%	57%
Halifax	50%	50%
Newfoundland	48%	52%

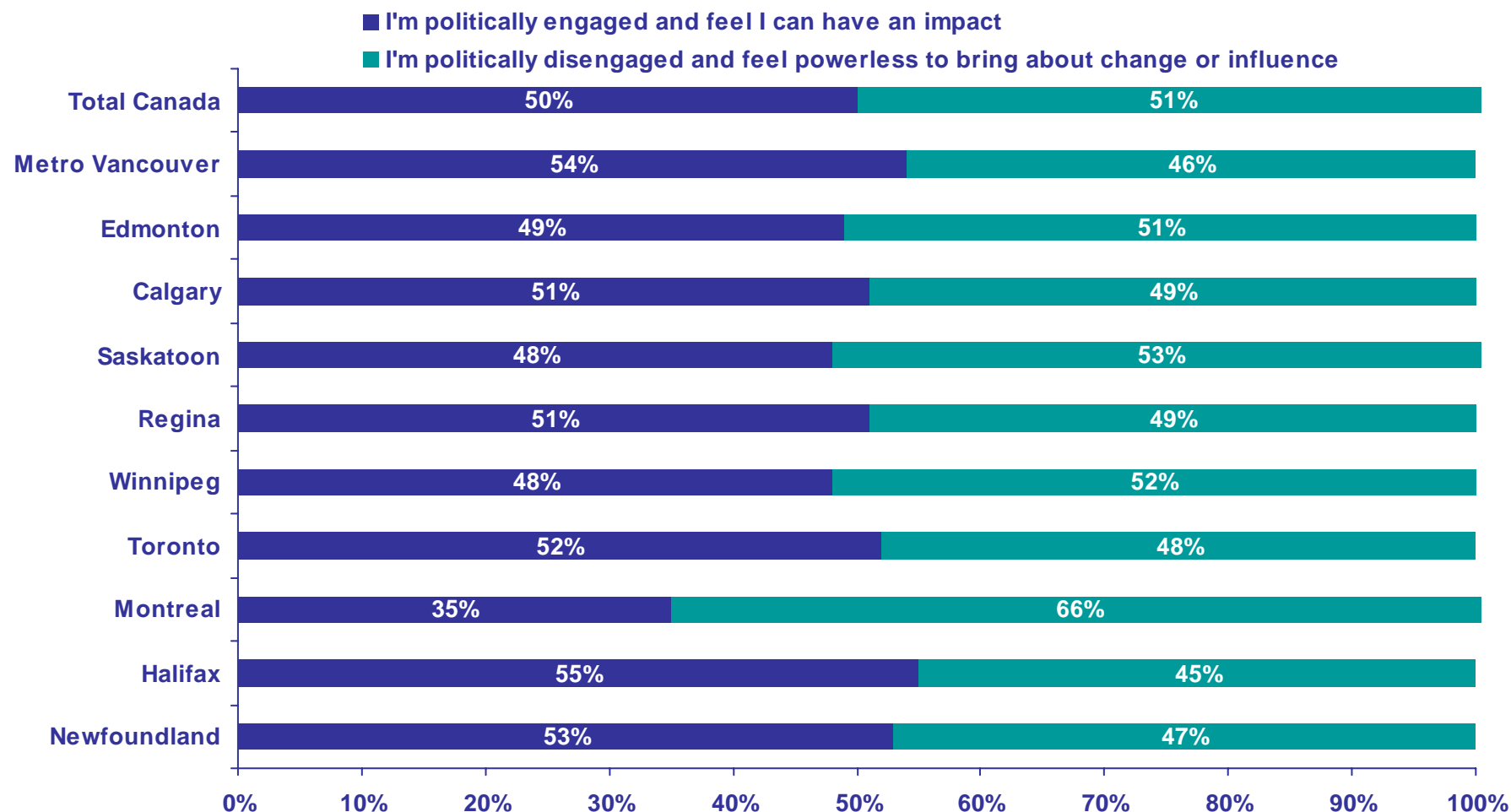0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

7. When it comes to voting in the following types of elections, please indicate your tendency:
Base: All respondents n=4,393

Level of Engagement in Voting in Provincial Election

■ I'm politically engaged and feel I can have an impact
■ I'm politically disengaged and feel powerless to bring about change or influence

Region	Engaged	Disengaged
Total Canada	53%	47%
Metro Vancouver	58%	42%
Edmonton	47%	53%
Calgary	53%	47%
Saskatoon	53%	47%
Regina	58%	42%
Winnipeg	50%	50%
Toronto	50%	50%
Montreal	47%	53%
Halifax	58%	42%
Newfoundland	58%	42%

7. When it comes to voting in the following types of elections, please indicate your tendency:
    Base: All respondents n=4,393

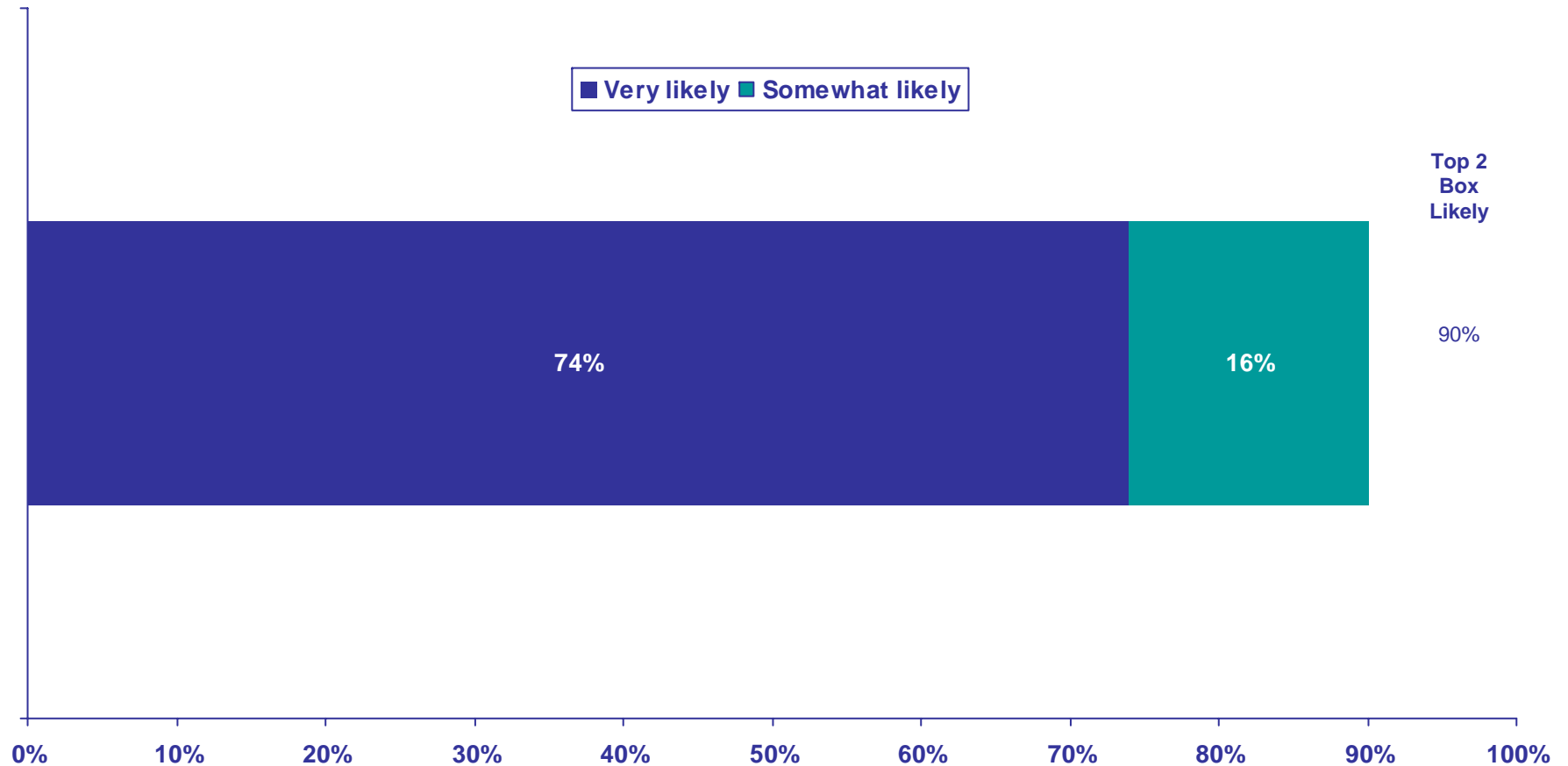# Level of Engagement in Voting in Municipal Election

■ I'm politically engaged and feel I can have an impact
■ I'm politically disengaged and feel powerless to bring about change or influence

Region	Engaged	Disengaged
Total Canada	50%	51%
Metro Vancouver	54%	46%
Edmonton	49%	51%
Calgary	51%	49%
Saskatoon	48%	53%
Regina	51%	49%
Winnipeg	48%	52%
Toronto	52%	48%
Montreal	35%	66%
Halifax	55%	45%
Newfoundland	53%	47%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

7.   When it comes to voting in the following types of elections, please indicate your tendency:
      Base: All respondents n=4,393

Ipsos Reid

City Specific Questions

Likelihood to Vote in Next Provincial Election

■ Very likely ■ Somewhat likely

Top 2 Box Likely

74%   16%   90%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%
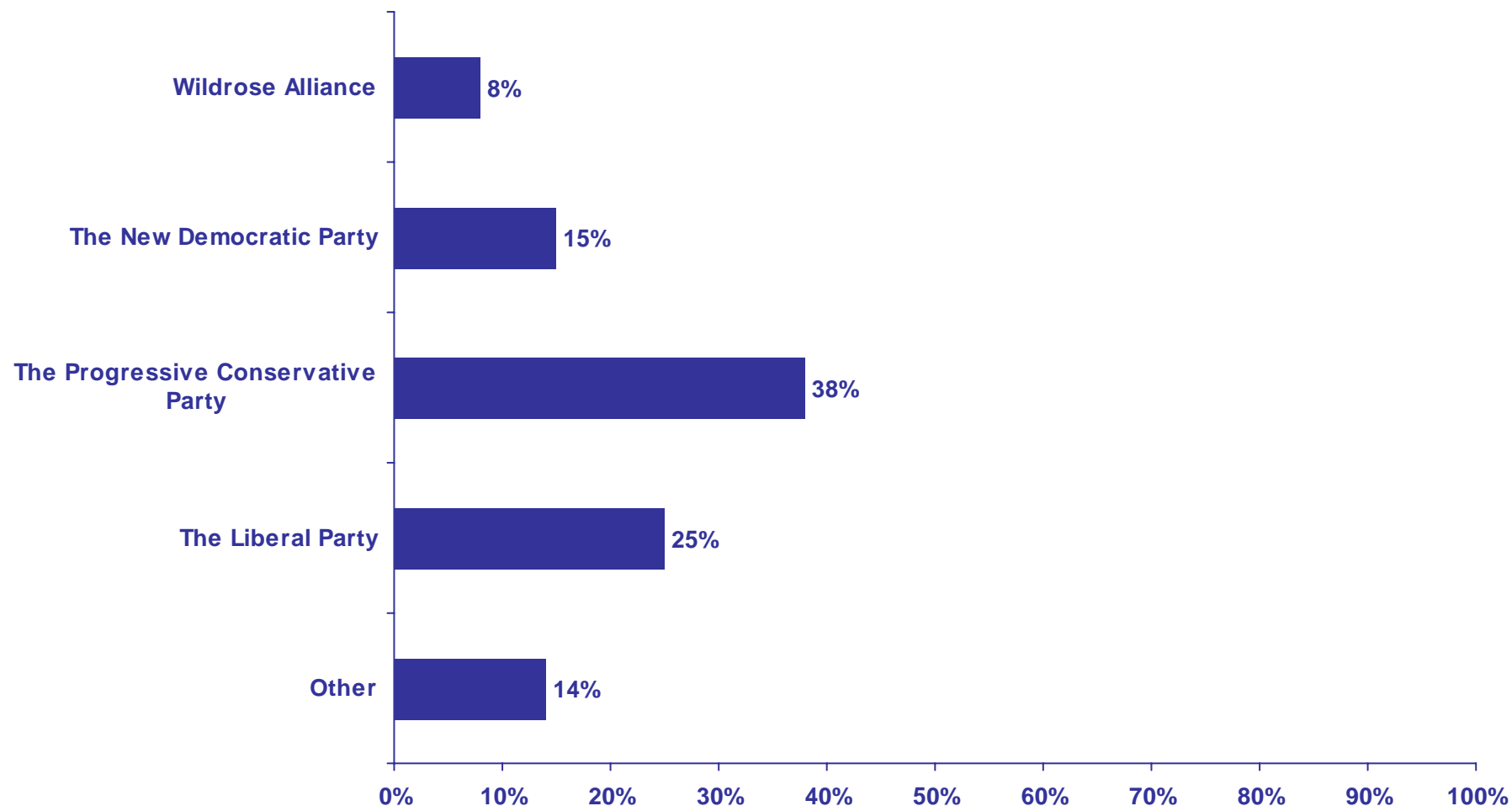
8. Thinking about the next provincial election, how likely are you to vote?
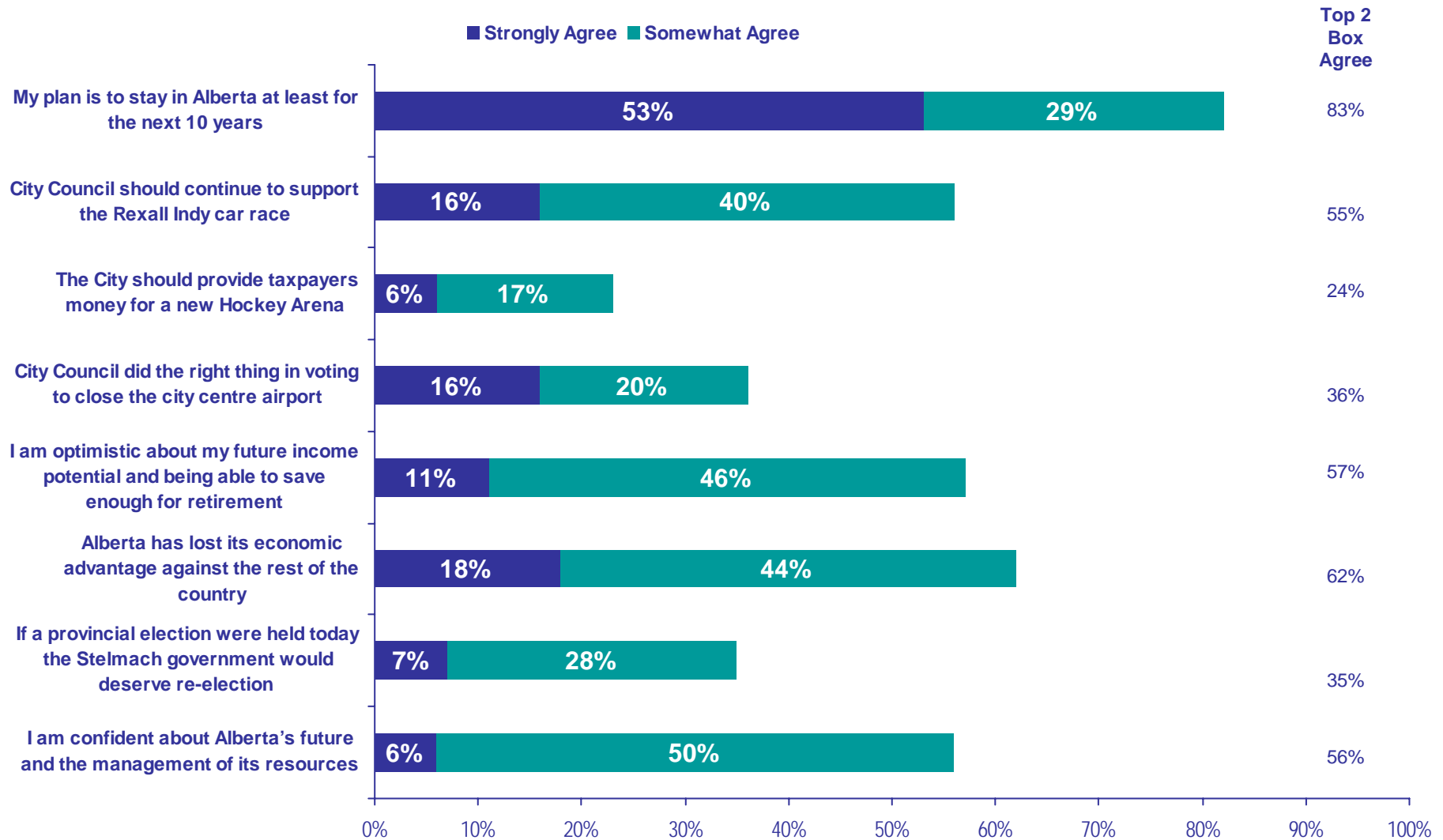   Base: All Edmonton Respondents n=440

Which Party Would You Vote for If Provincial Election was Tomorrow

"Very Likely"

Party	Percentage
Wildrose Alliance	8%
The New Democratic Party	15%
The Progressive Conservative Party	38%
The Liberal Party	25%
Other	14%

9. And which party would you vote for if a provincial election were to happen tomorrow?
   Base: Edmonton Respondents who said "very likely" n=353

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Statements

11. To what extent do you agree or disagree with the following statements:
   Base: All Edmonton Respondents n=440

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