



Ipsos Reid



## Global Television – Comparison of All Cities

September 2009



9/11/2009

Nobody's Unpredictable

## Methodology

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- 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 at least 400 adults living in various cities/regions from Ipsos' Canadian online panel was interviewed online.
- The sample sizes and cities/regions are as follows: Metro Vancouver (n=442), Calgary (n=442), Edmonton (n=440), Regina (n=439), Saskatoon (n=422), Winnipeg (n=441), Toronto (n=443), Montreal (n=443), Halifax (n=440), Newfoundland and Labrador (n=441).
- 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 for each individual city, 19 times out of 20, of what the results would have been had the entire population of that particular 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 for comparison purposes.



## Table of Contents

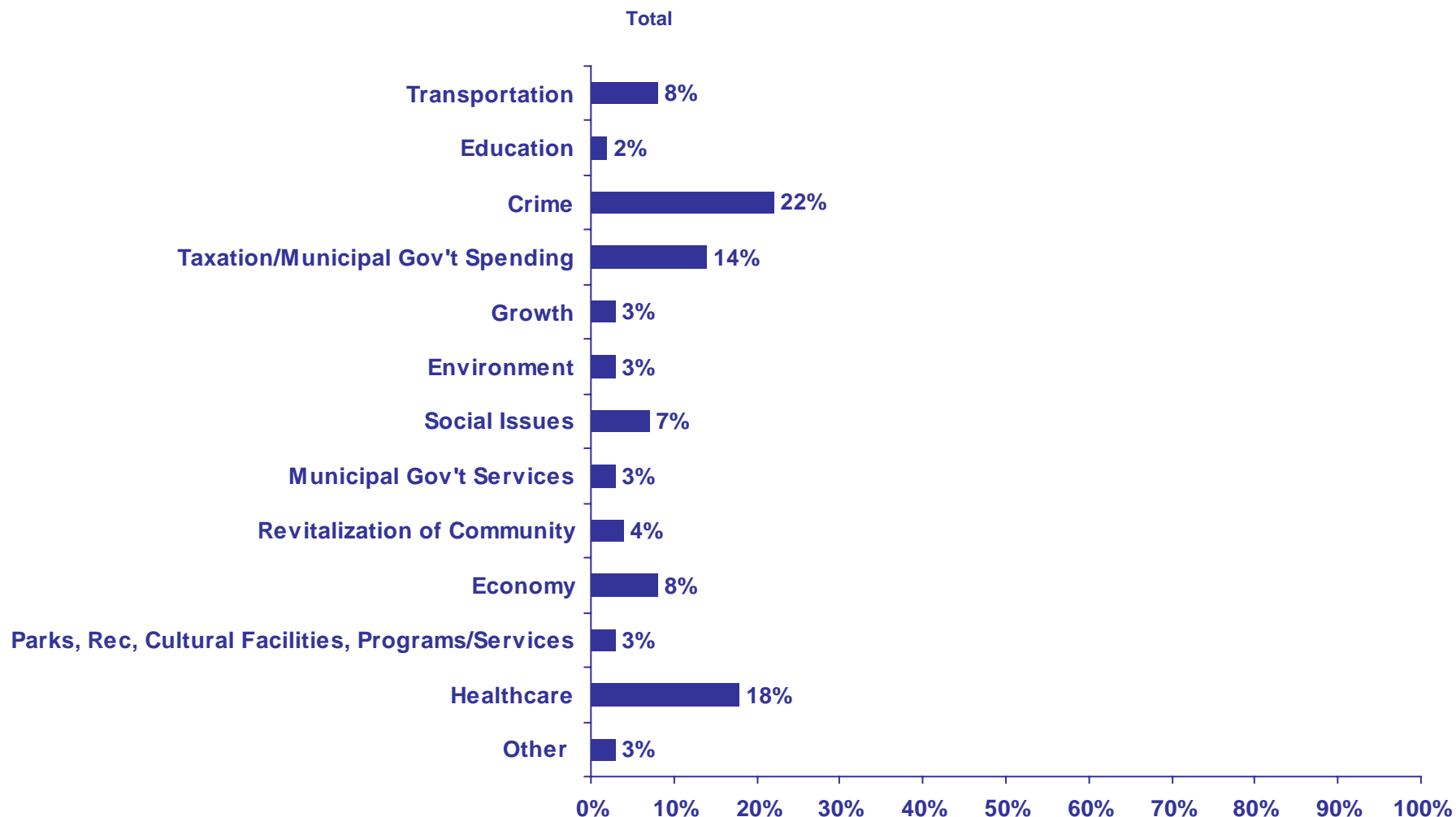
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<b>1. Local Issues Facing Community</b>	<b>4</b>
<b>2. Geographic Identity</b>	<b>11</b>
<b>3. Overall Performance of City</b>	<b>16</b>
<b>4. Statements</b>	<b>24</b>
<b>5. Concern with Issues in Community</b>	<b>40</b>
<b>6. Tendency to Vote in Elections</b>	<b>46</b>
<b>7. Level of Engagement / Impact of Voting</b>	<b>60</b>

## **1. Local Issues Facing Community**



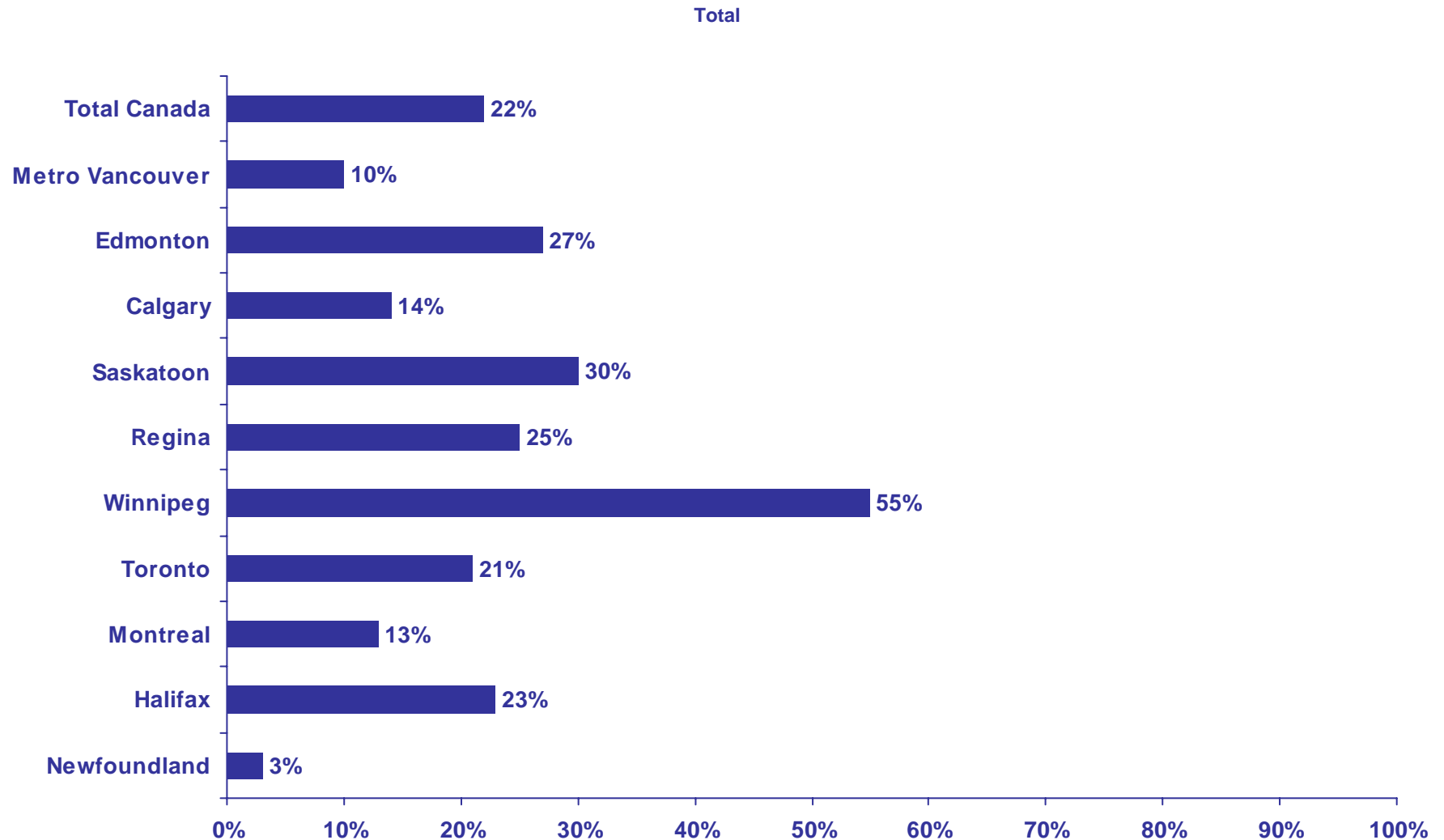
## Overall – Most Important Local Issue Facing Your Community – Total Canada



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

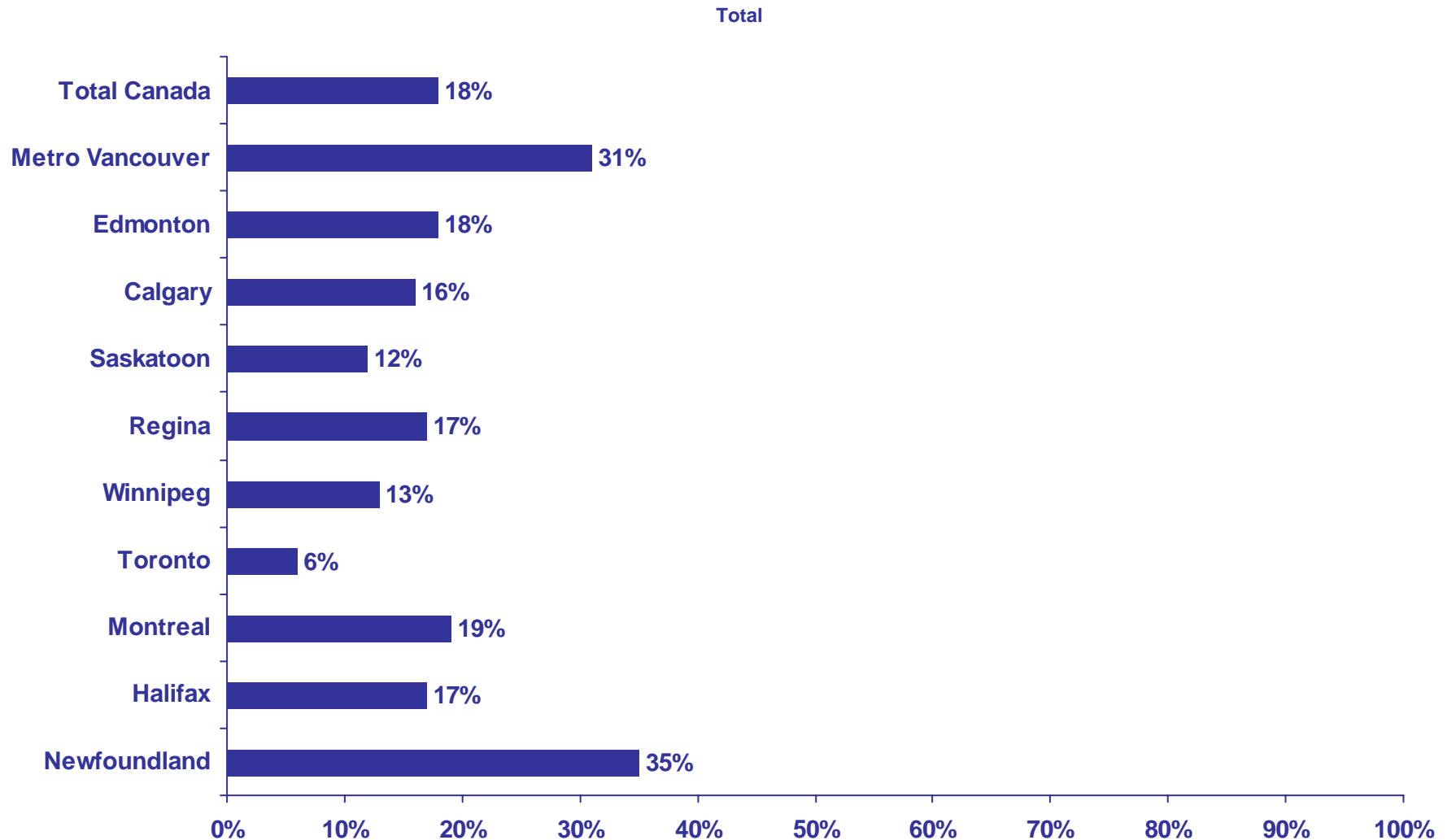


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All respondents n=4,393



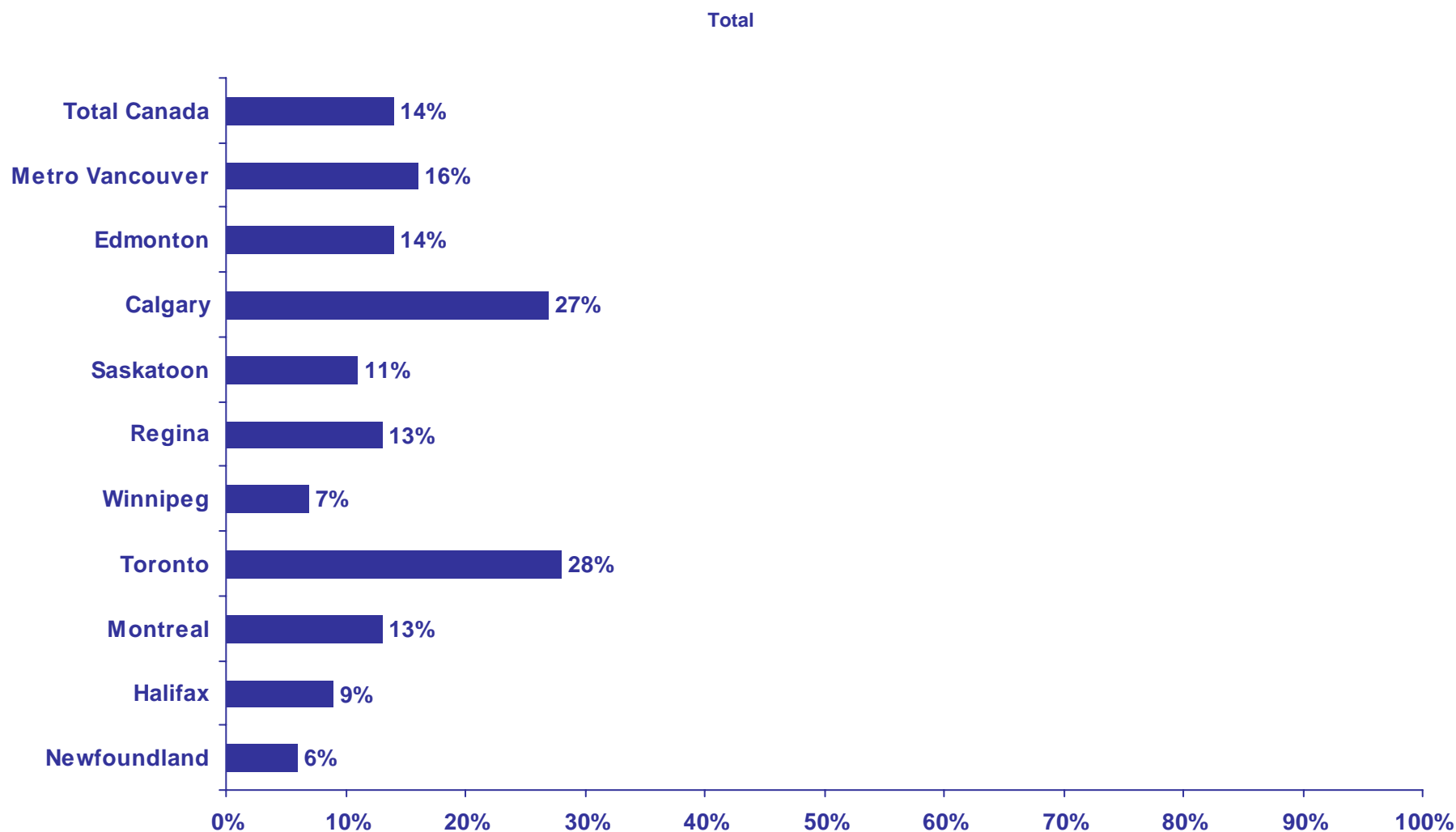
## 2<sup>nd</sup> Top Issue - Healthcare



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

## 3<sup>rd</sup> Top Issue – Taxation/Municipal Spending

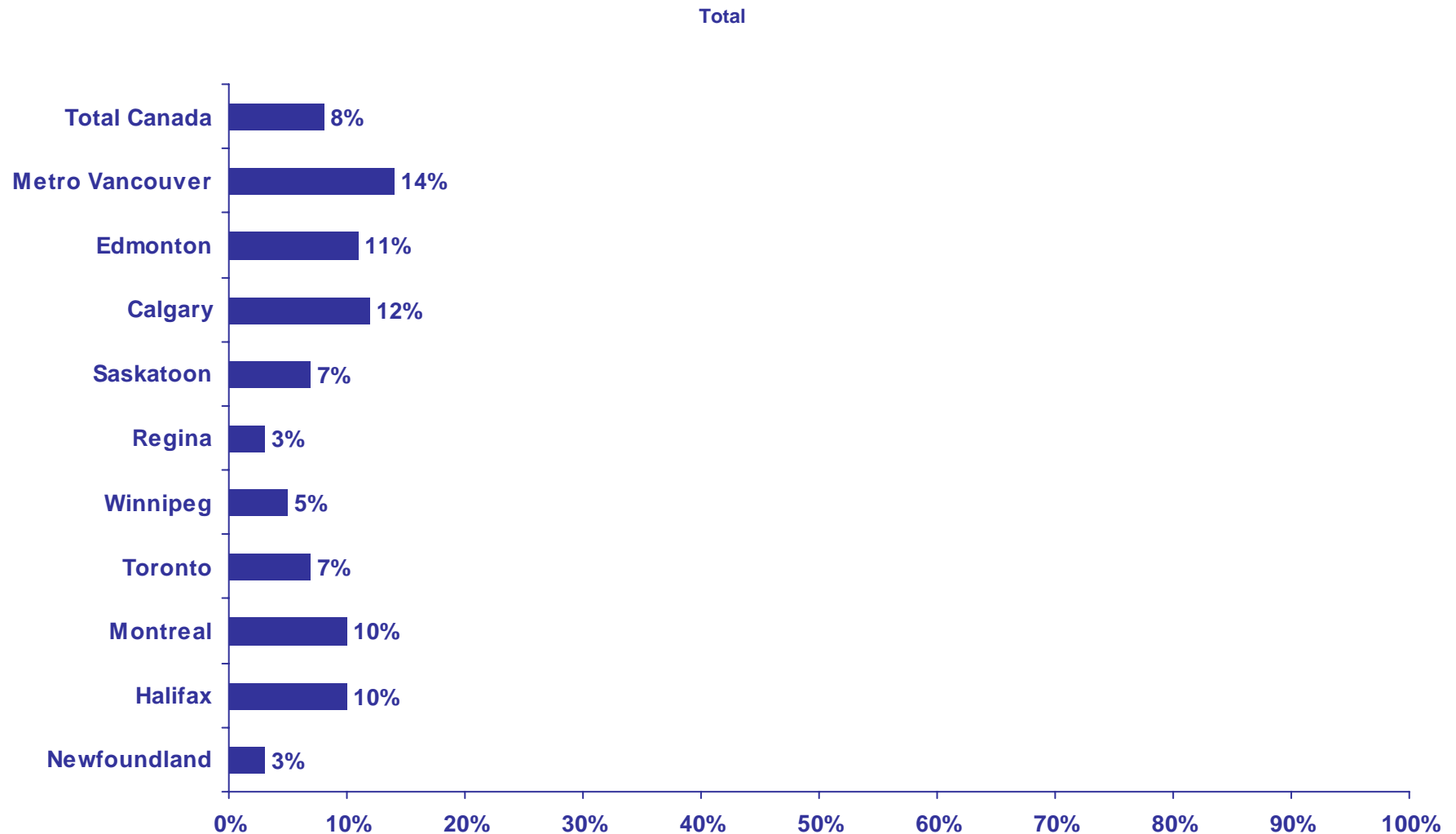


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All respondents n=4,393



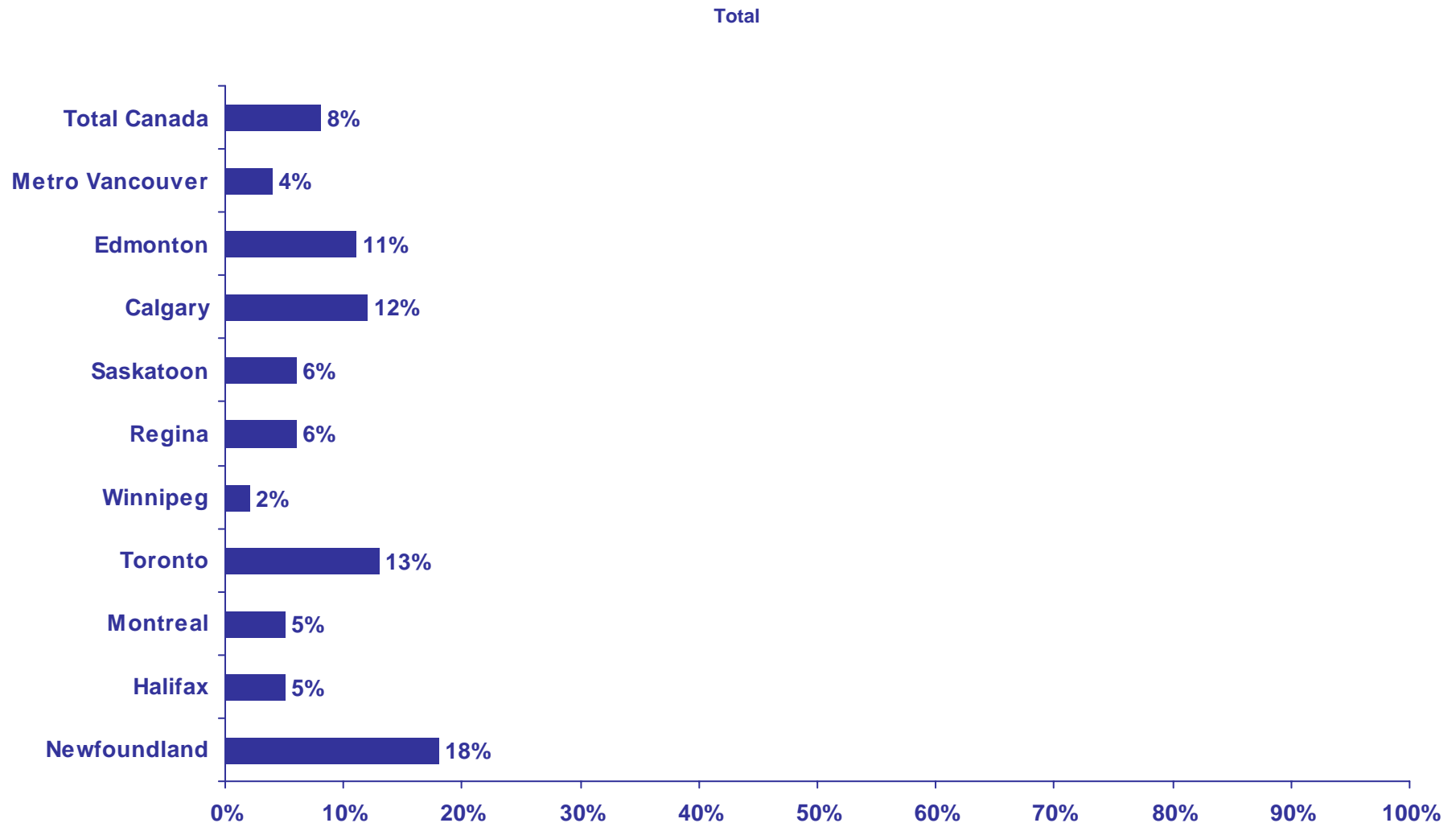
## 4<sup>th</sup> Top Issue - Transportation



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

## 5<sup>th</sup> Top Issue – The Economy

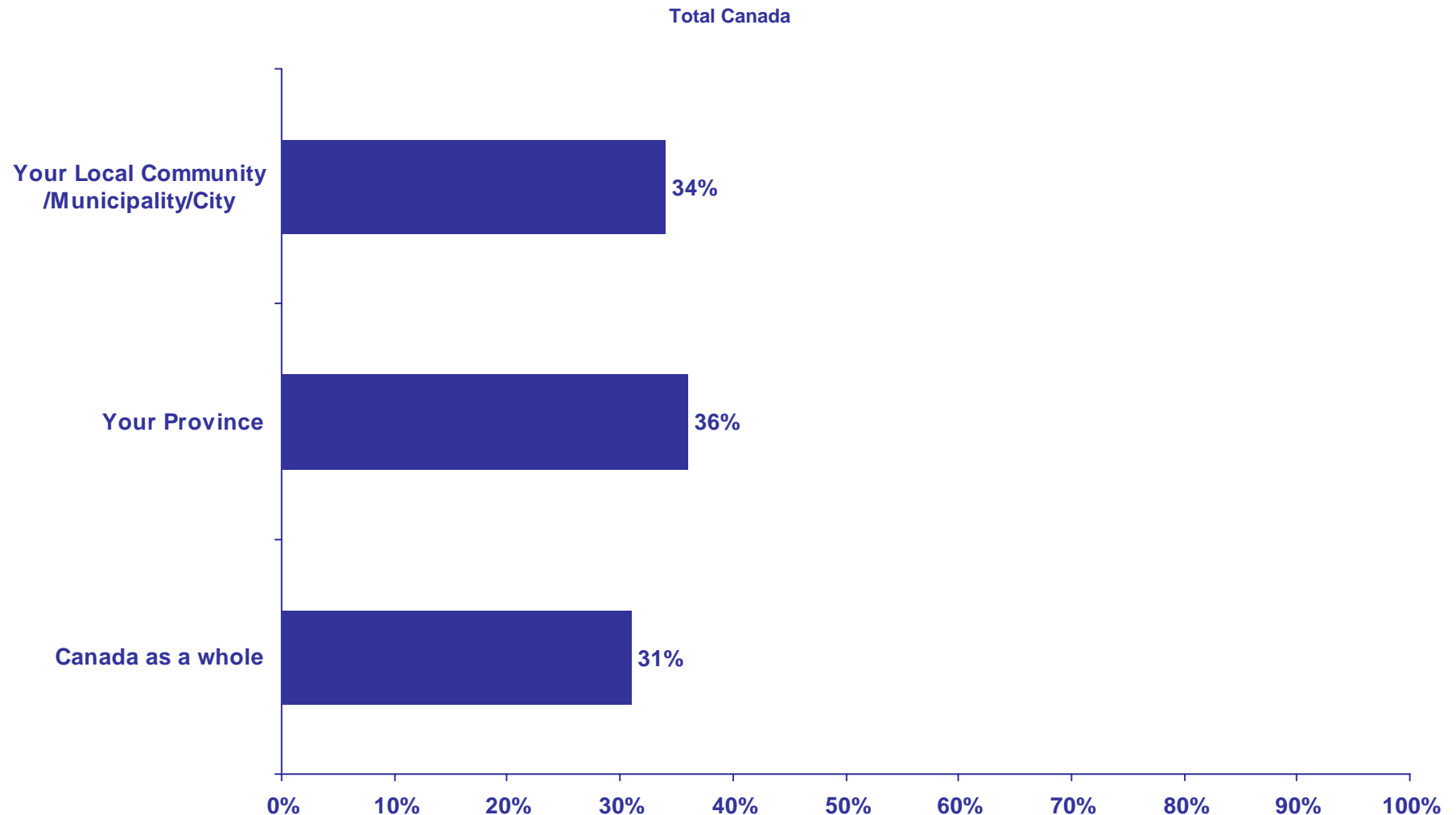


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All respondents n=4,393

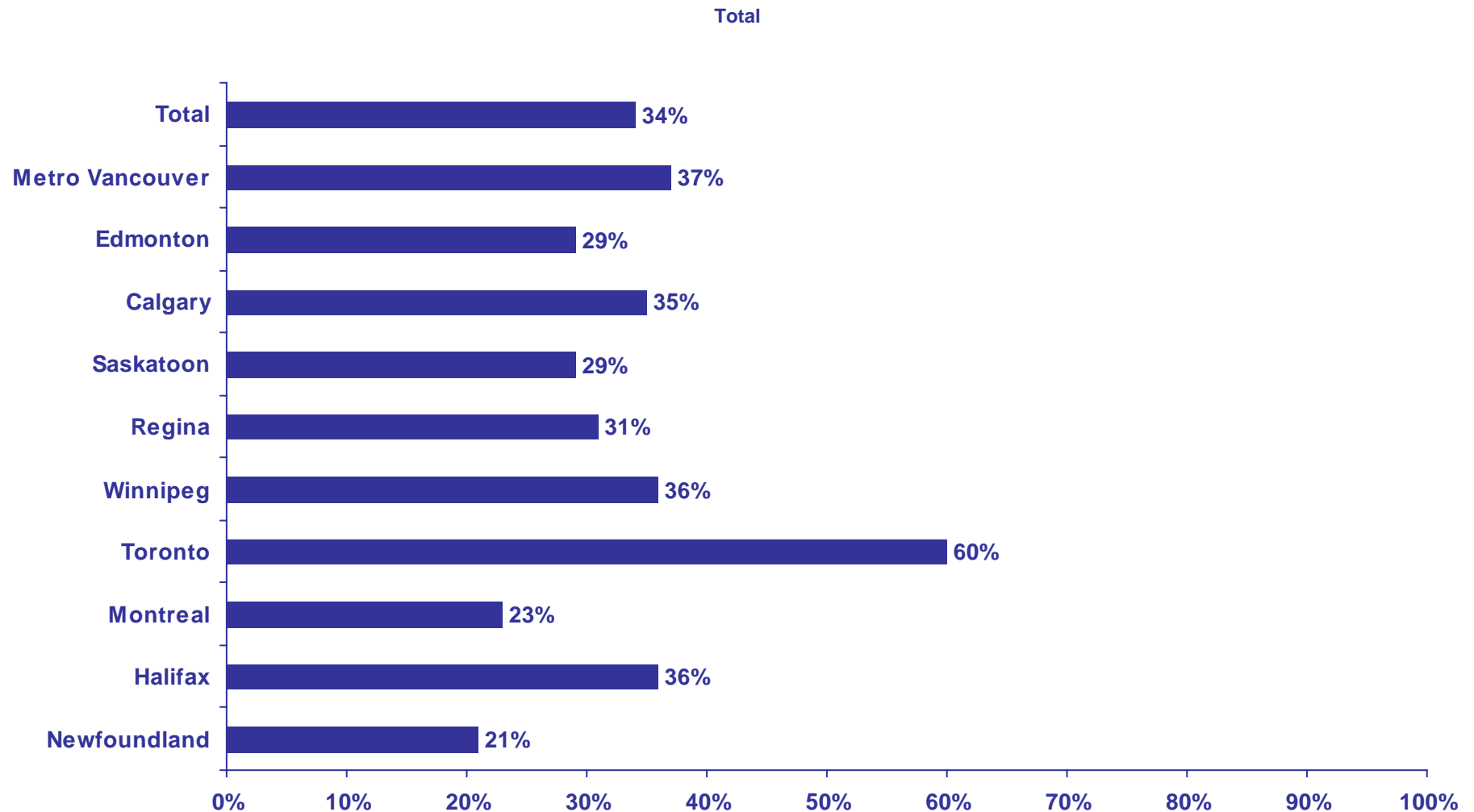
## 2. Geographic Identity

## Overall – Geographic Group Most Identify With



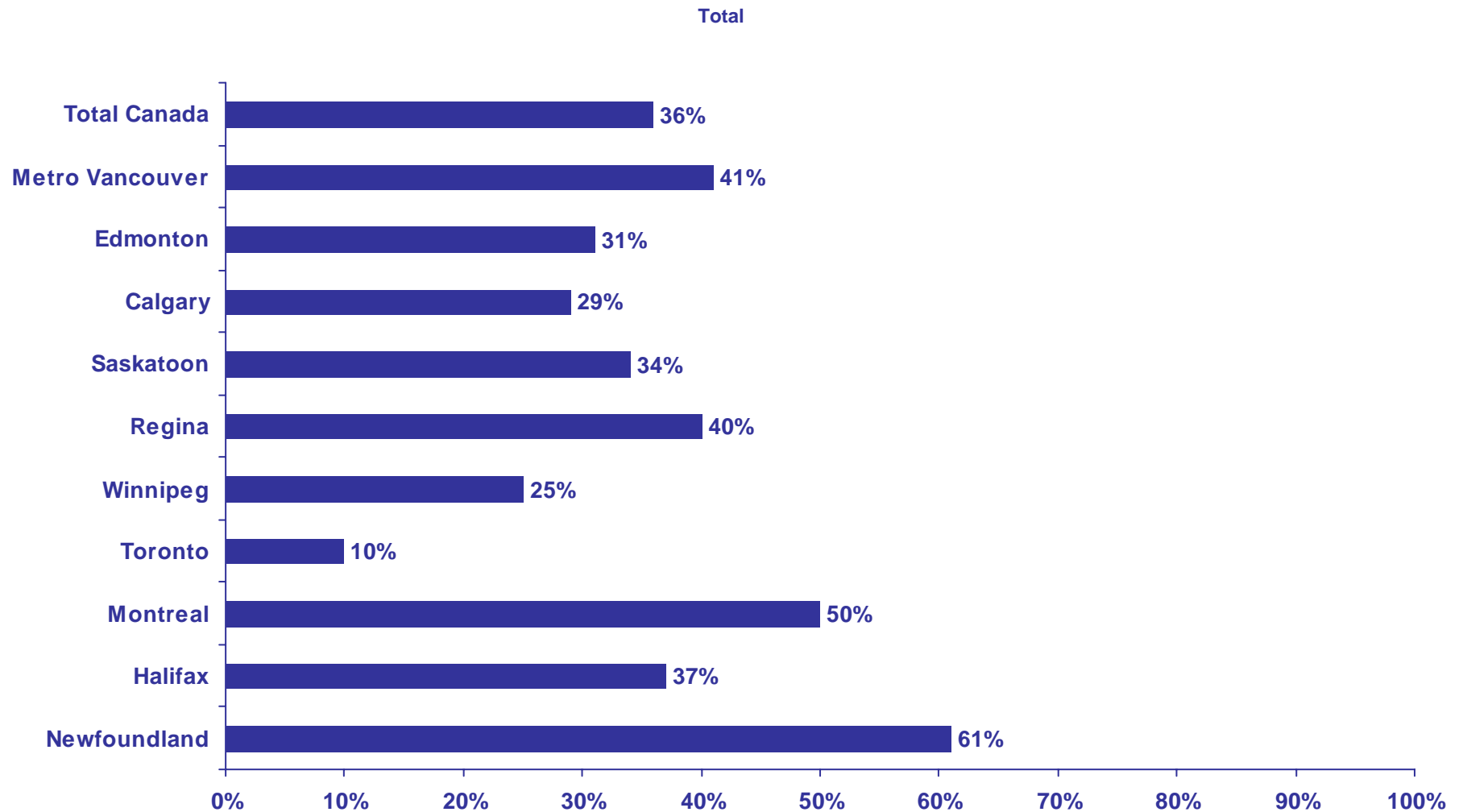
2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it...  
Base: All respondents n=4,393

## Your Local Community / Municipality / City



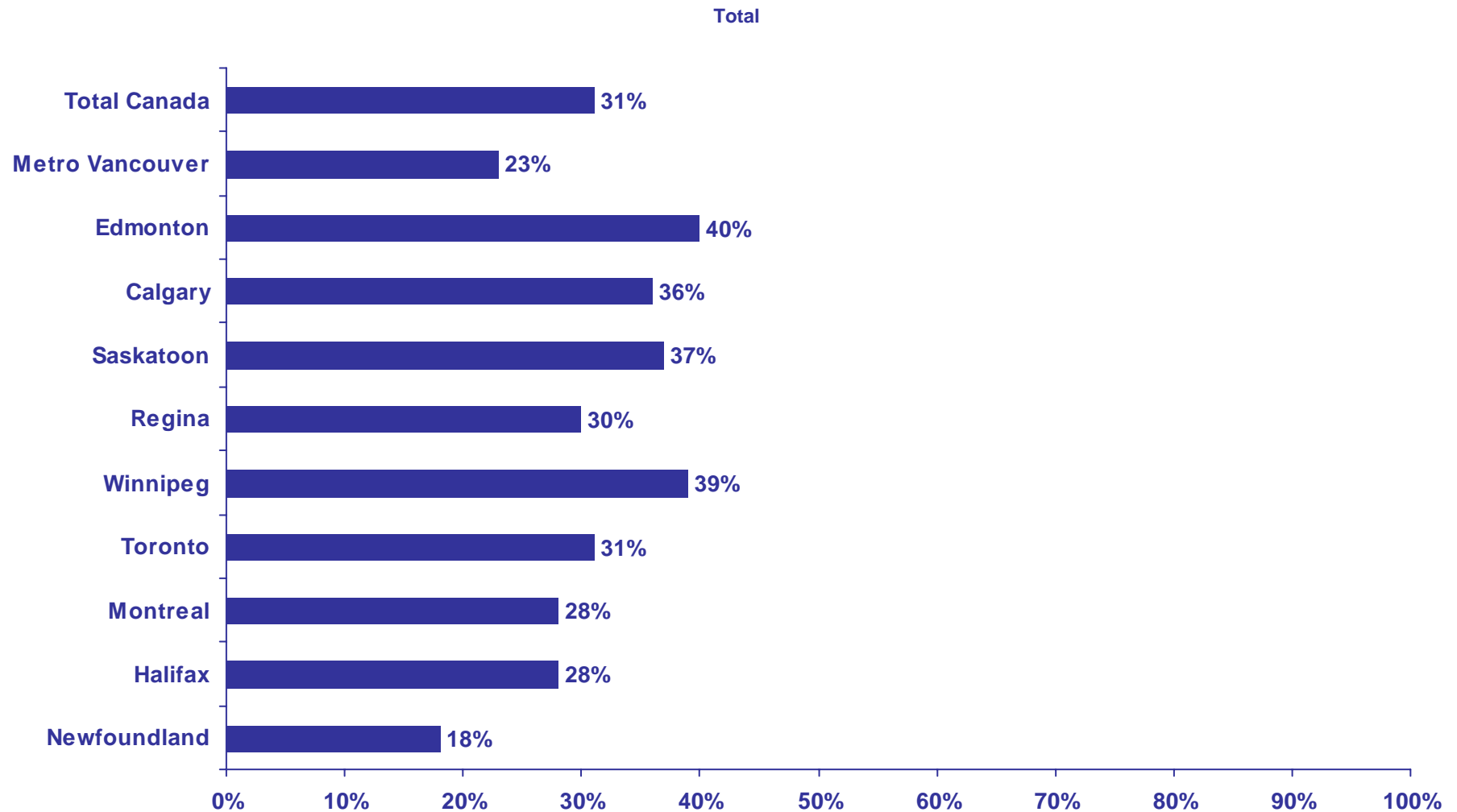
2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it...  
Base: All respondents n=4,393

## Your Province



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



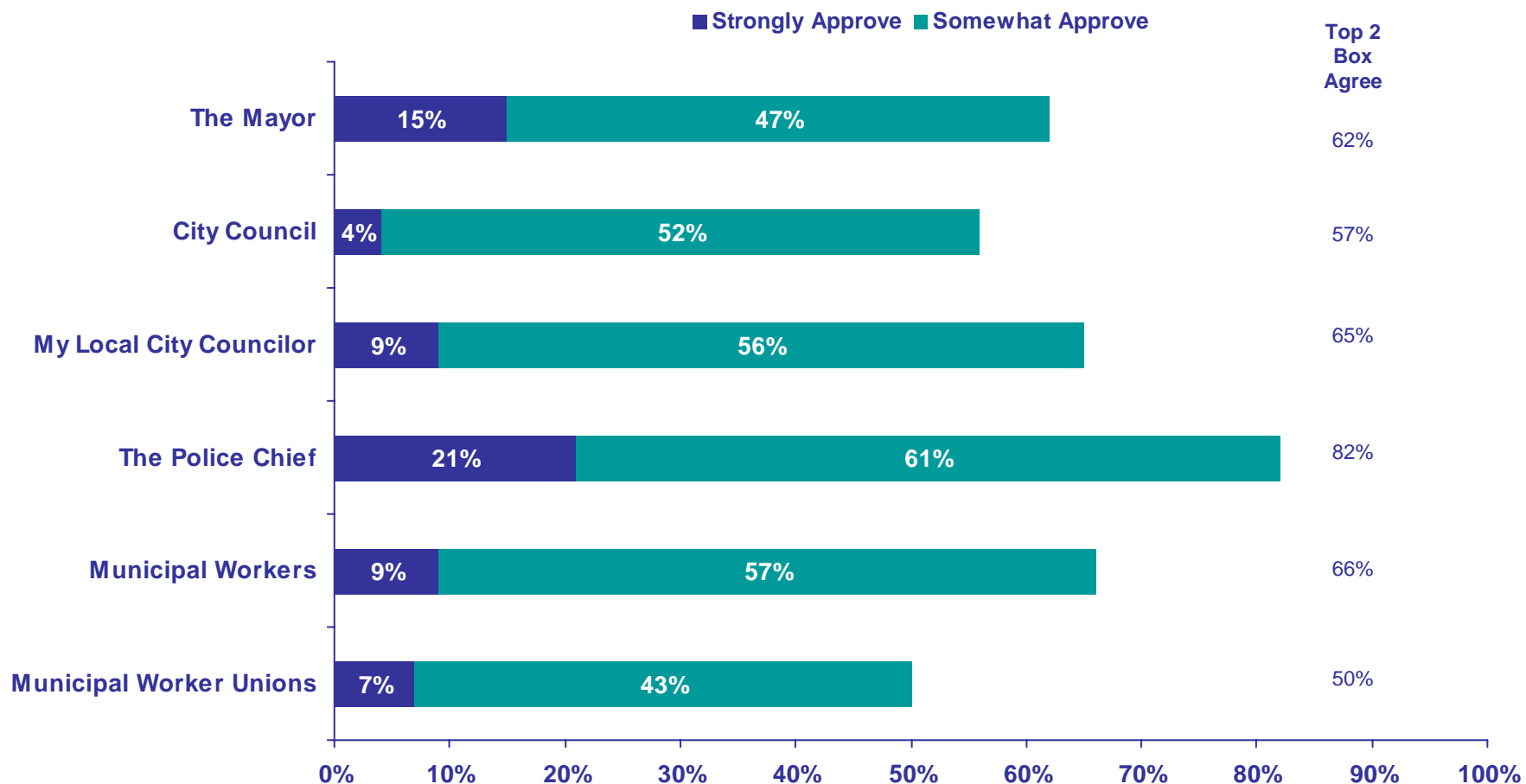
2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it...  
Base: All respondents n=4,393

### **3. Overall Performance of City**



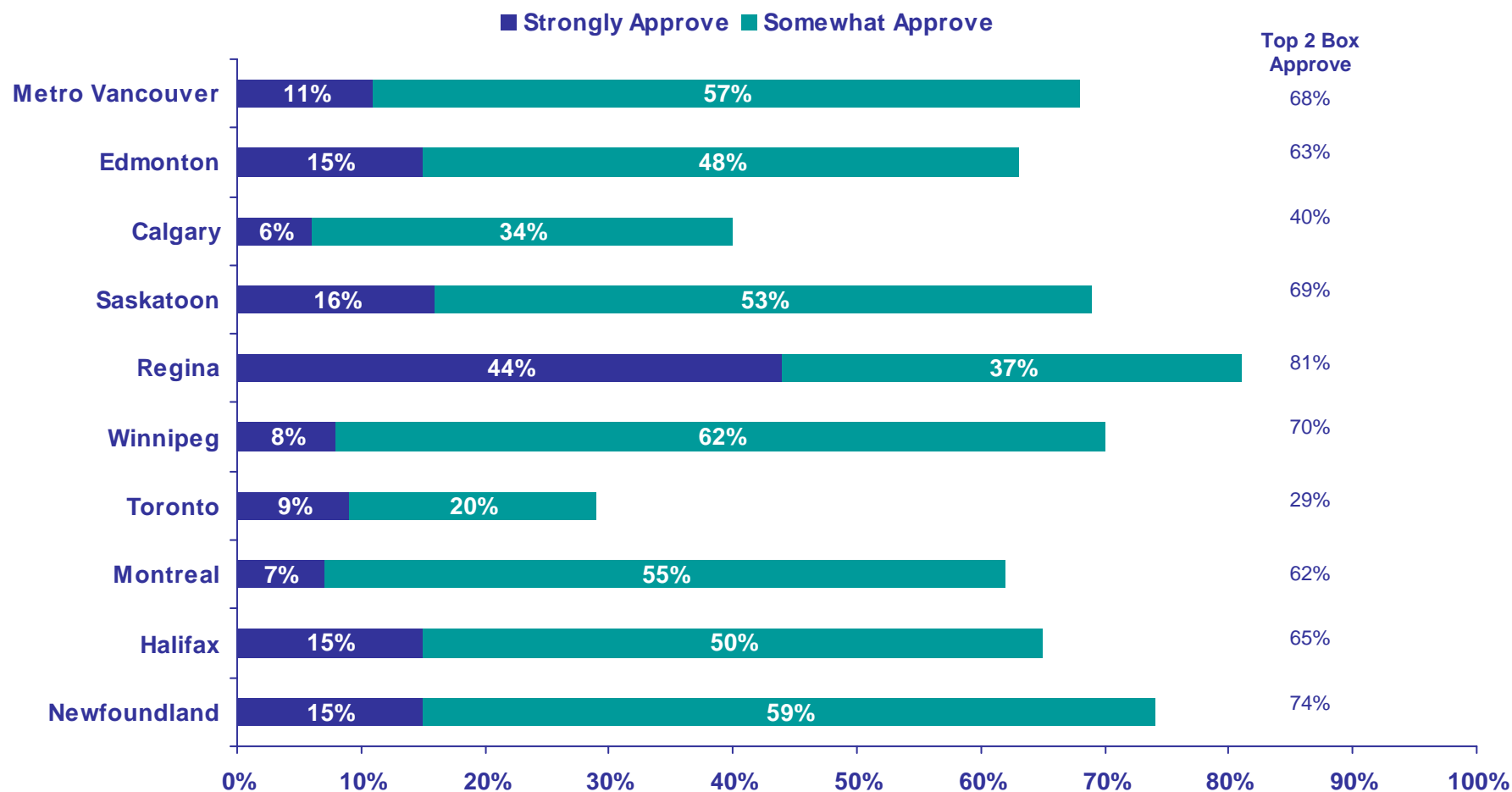


## Overall – Level of Approval of the Following – Total Canada



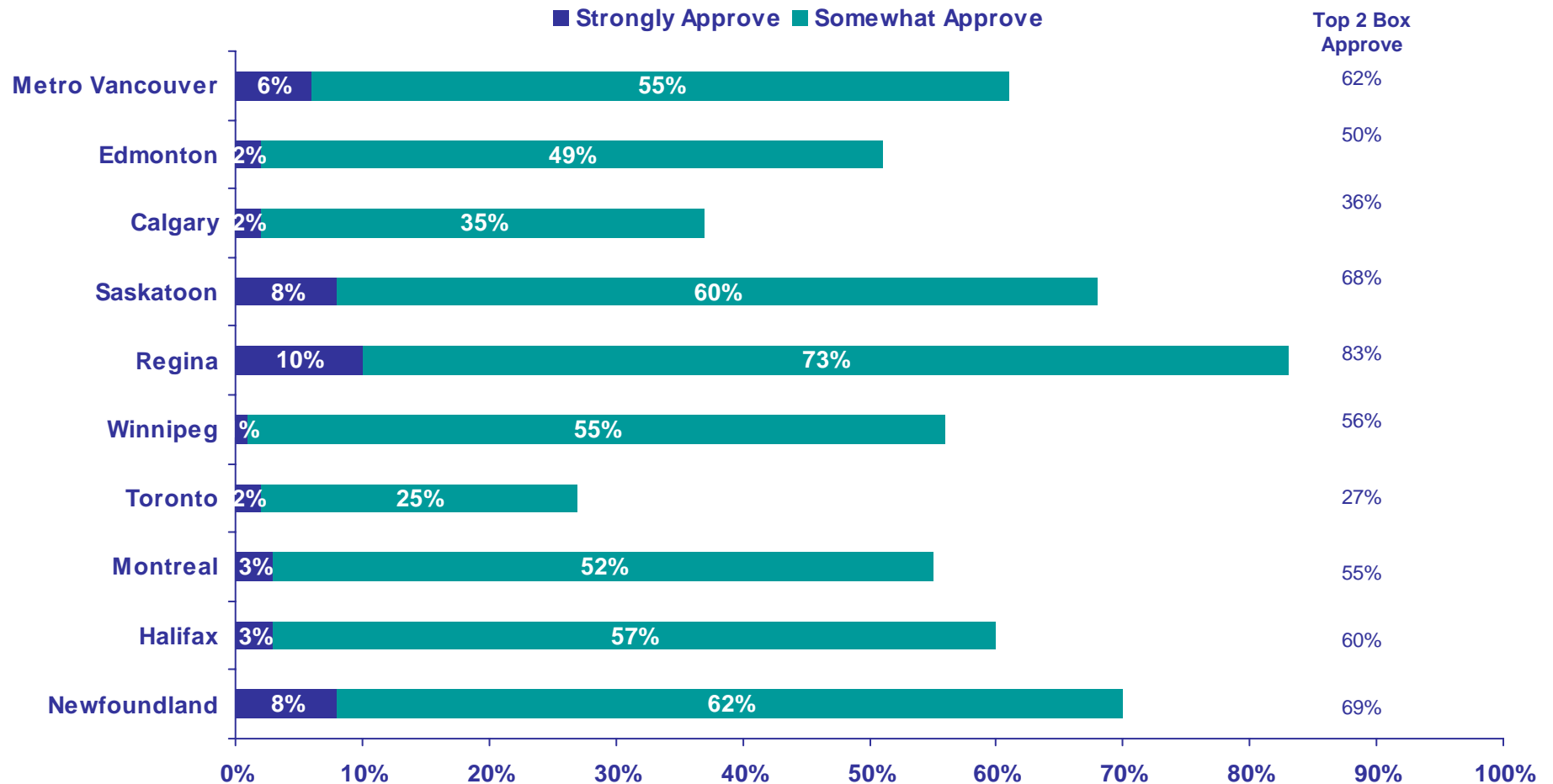
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?  
Base: All respondents n=4,393

## Level of Approval of The Mayor



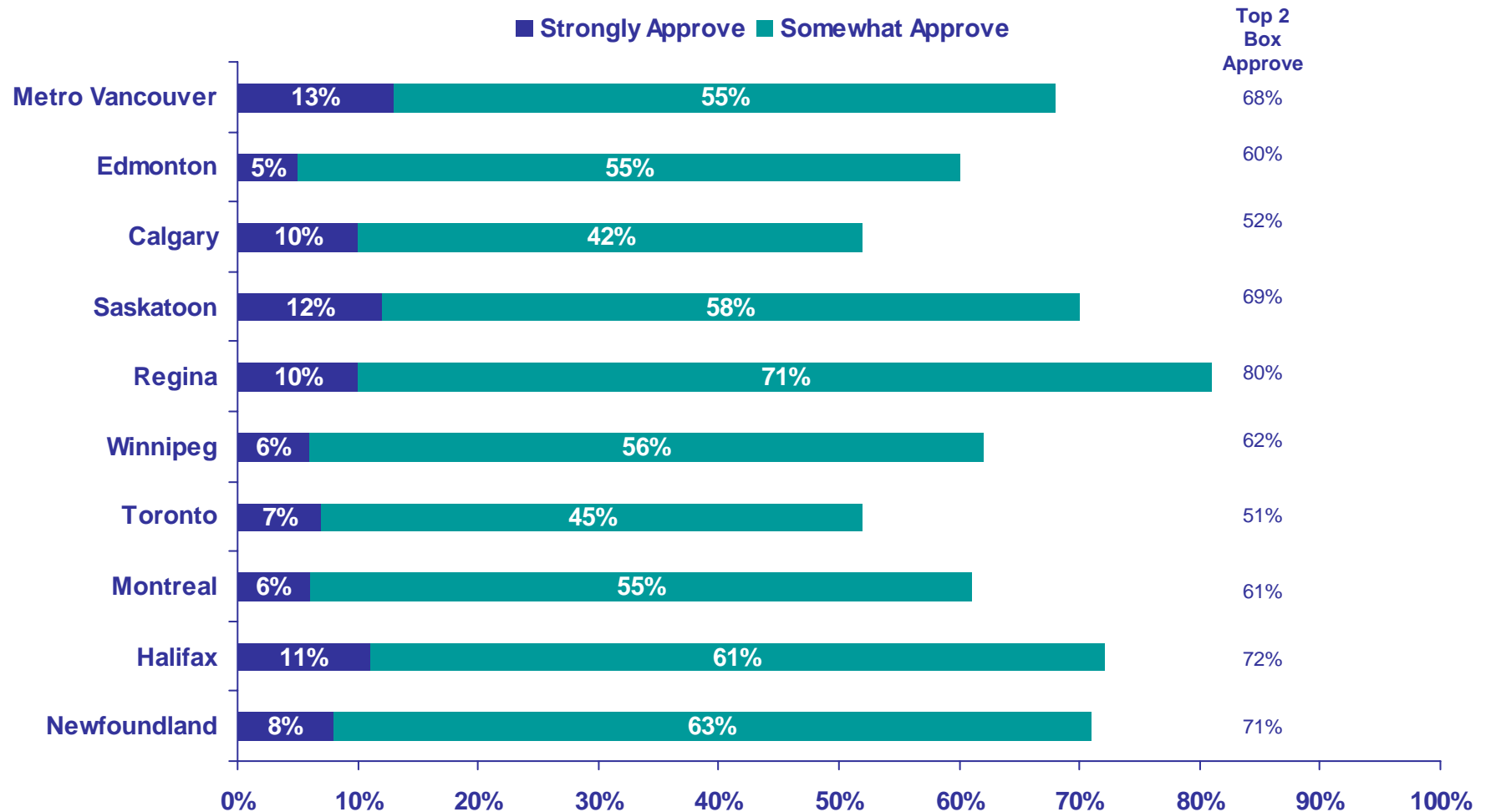
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?  
Base: All respondents n=4,393

## Level of Approval of City Council



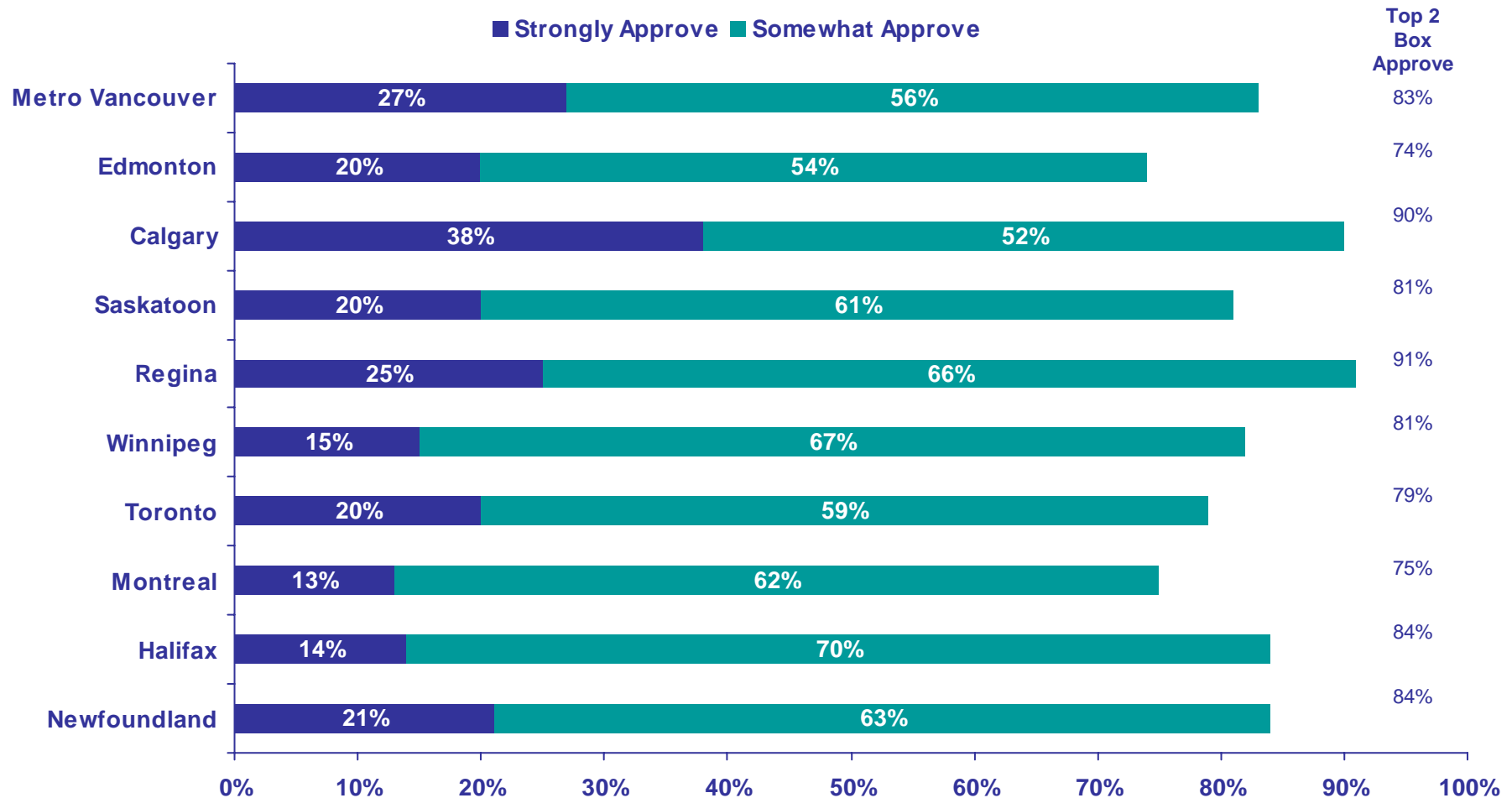
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?  
Base: All respondents n=4,393

## Level of Approval of My Local City Councilor



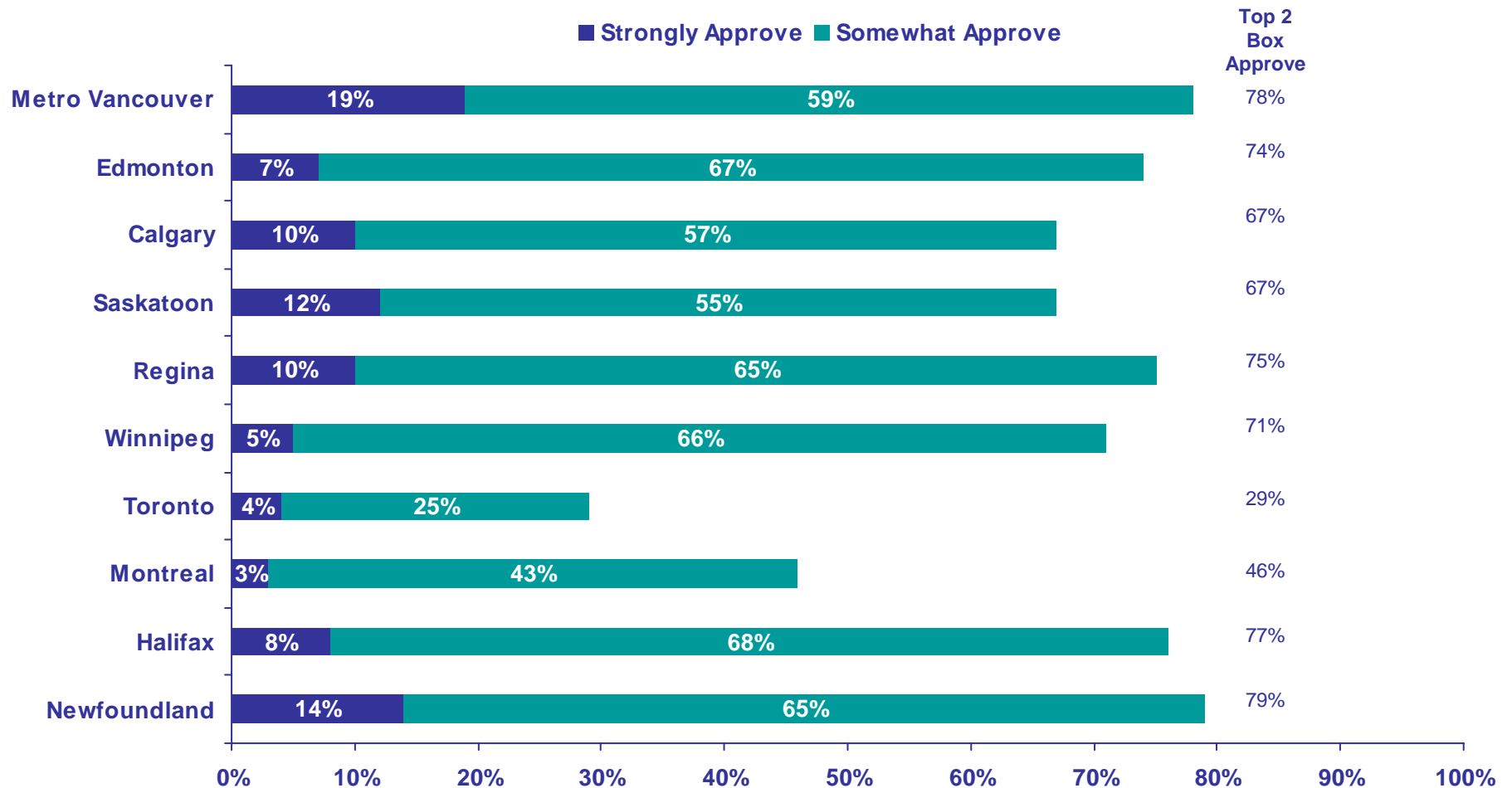
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?  
Base: All respondents n=4,393

## Level of Approval of The Police Chief



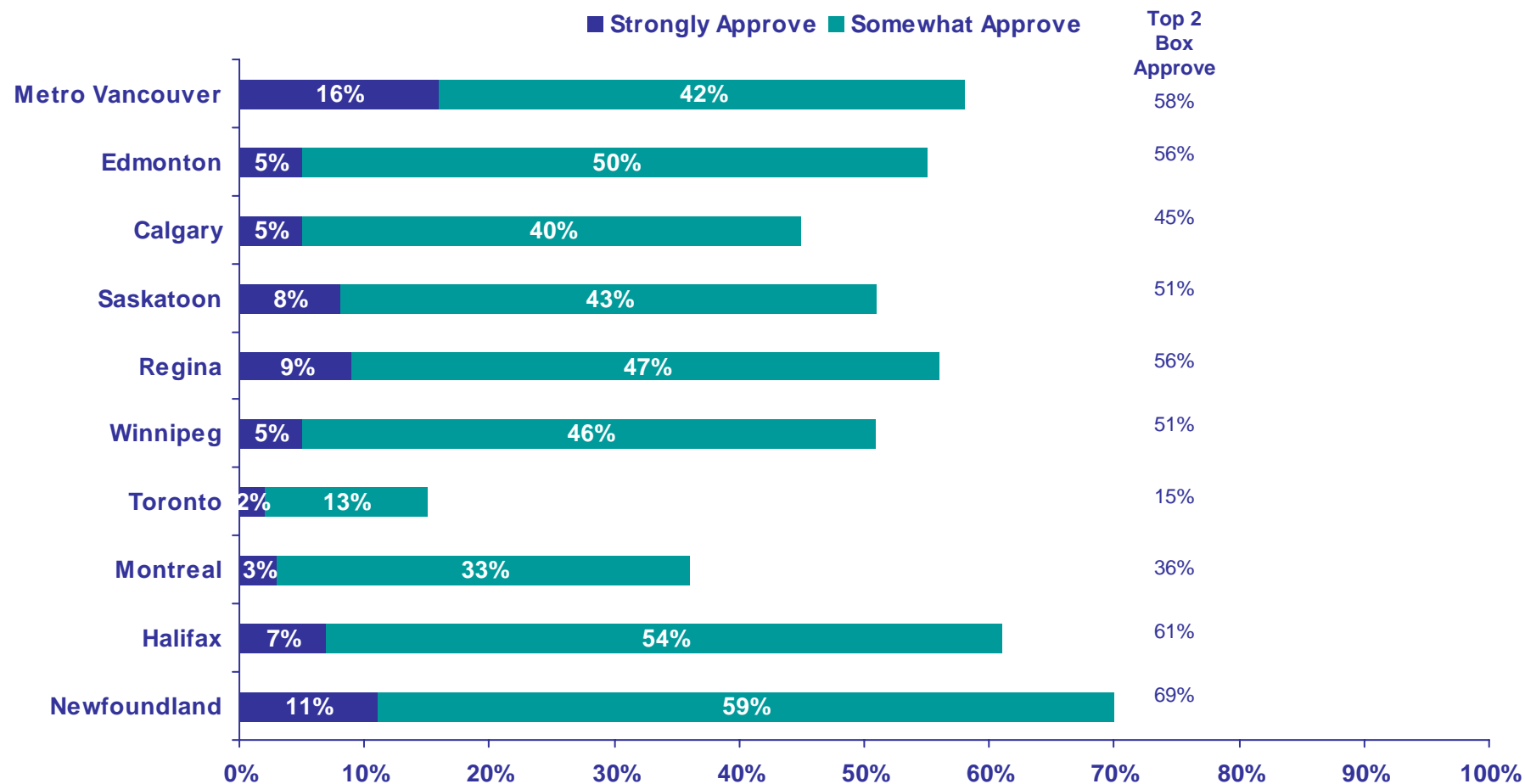
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?  
Base: All respondents n=4,393

## Level of Approval of Municipal Workers



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 Municipal Worker Unions



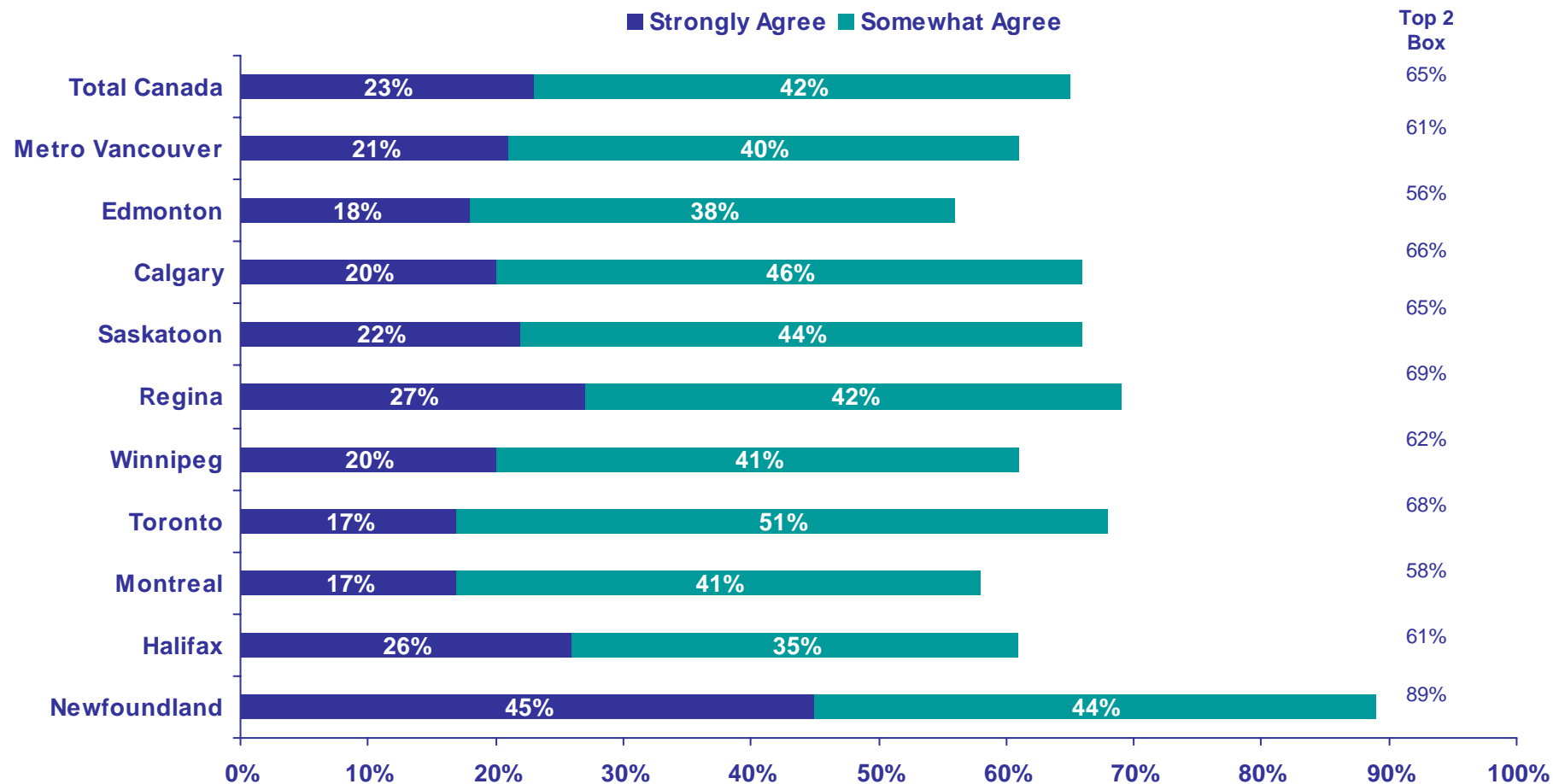
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?  
Base: All respondents n=4,393

## 4. Statements



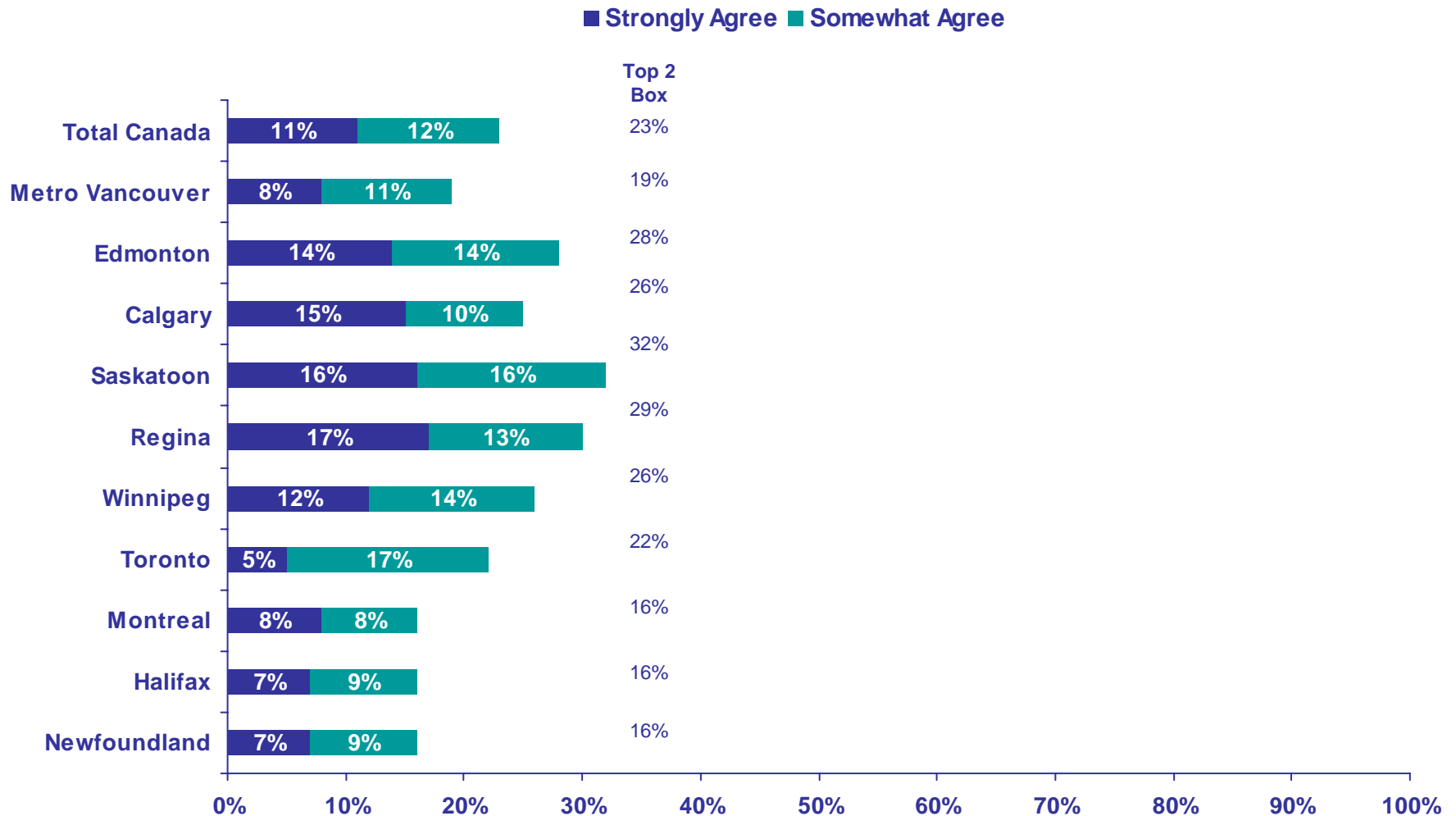


# I Feel Safe Walking Alone In My Own Neighborhood After Dark



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

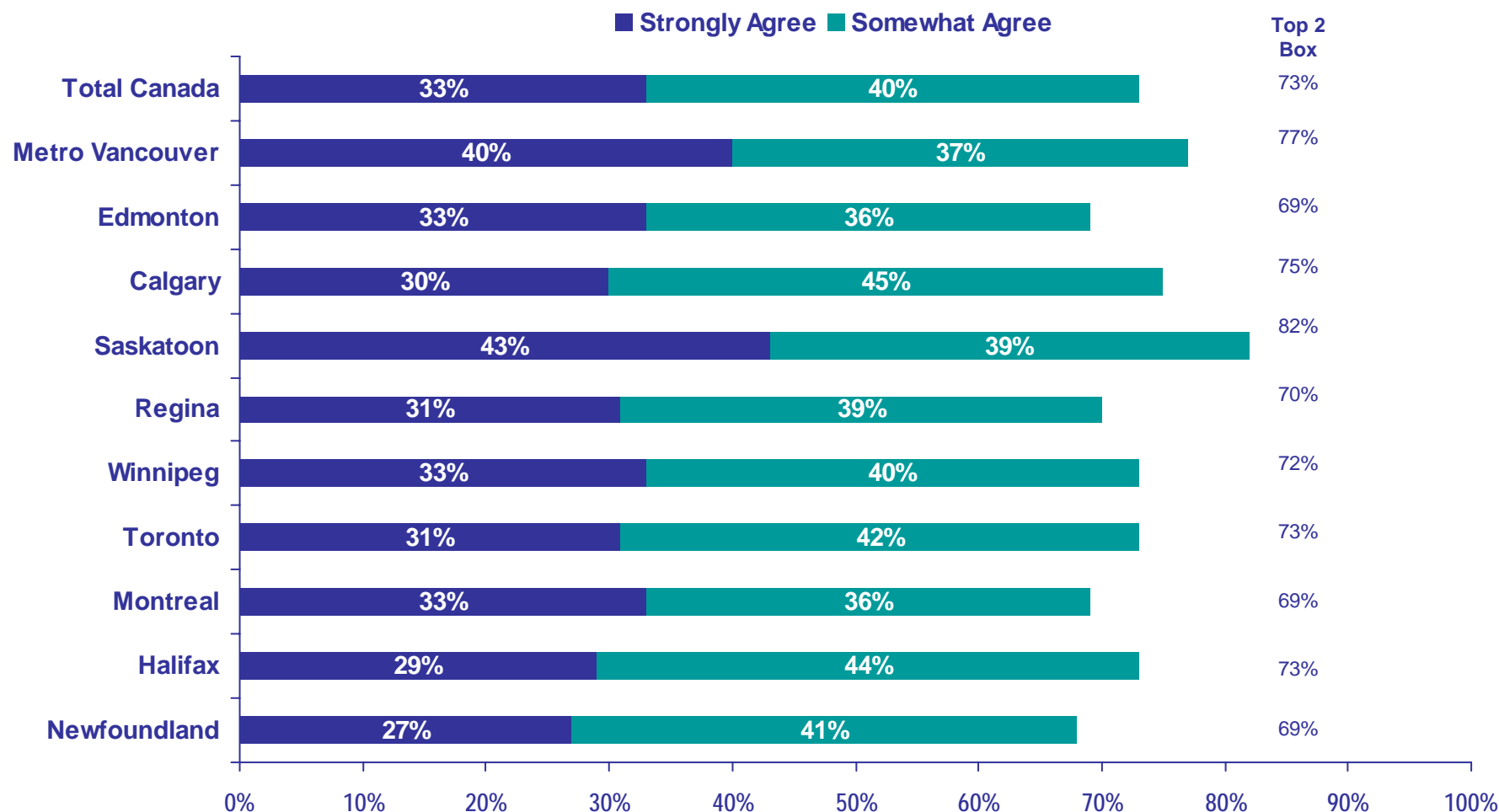
# I Have Been A Victim Of Crime In The Past 2 Years



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

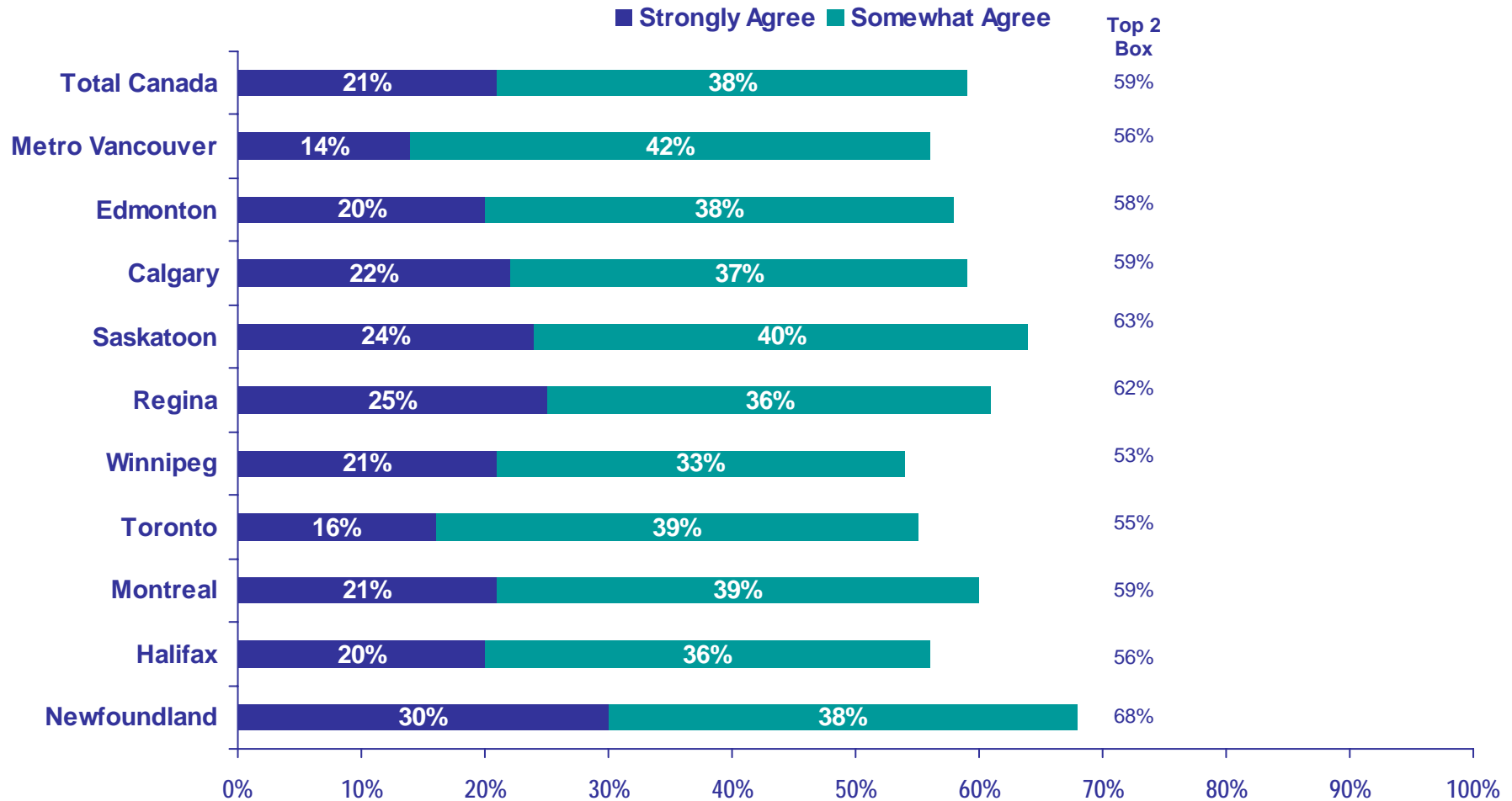


## People Who Put Parts Of Their Private Life On The Internet Like Facebook Or YouTube Deserve Whatever Consequence It Brings



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

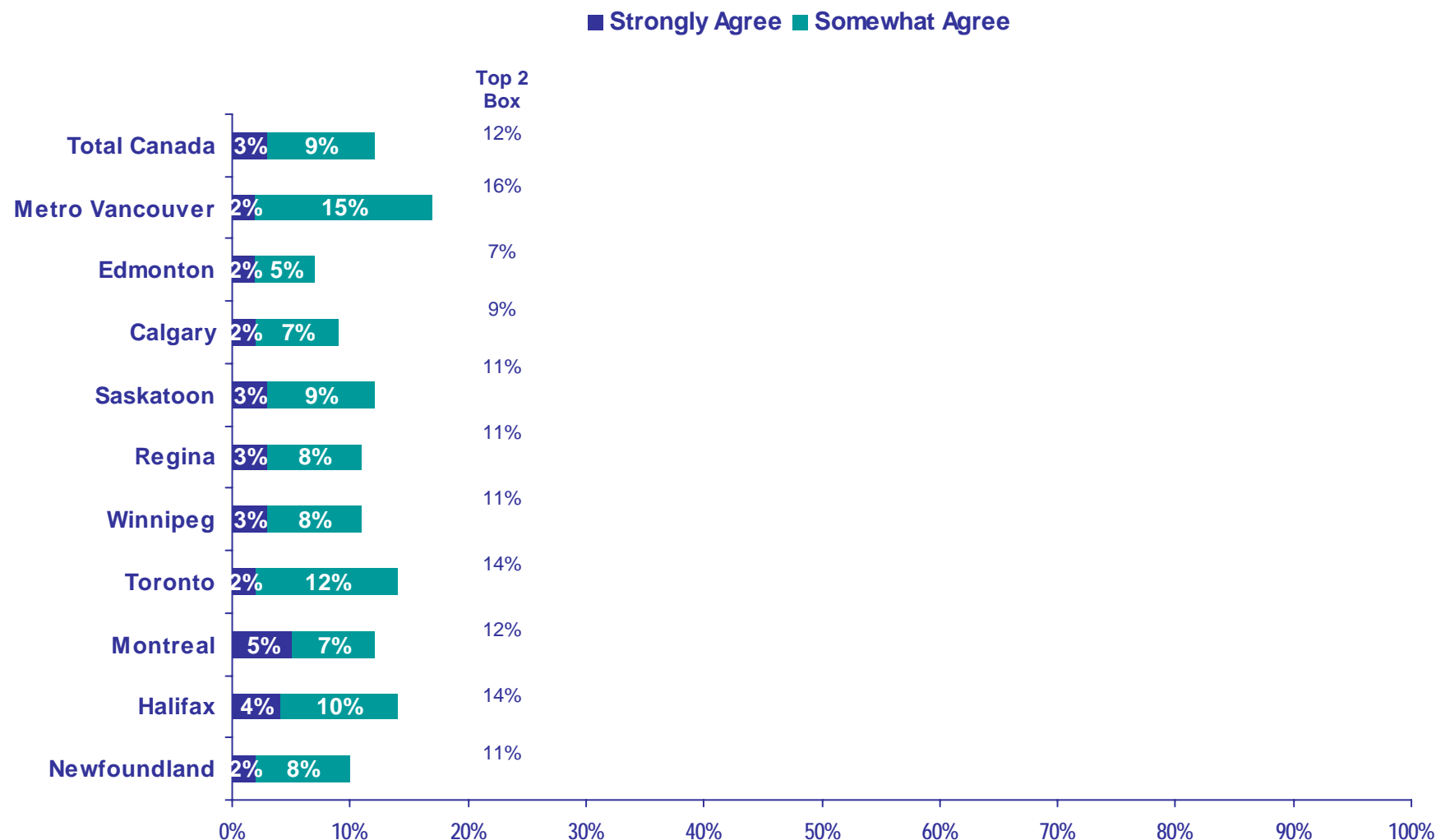
## My Sex Life Is Great



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



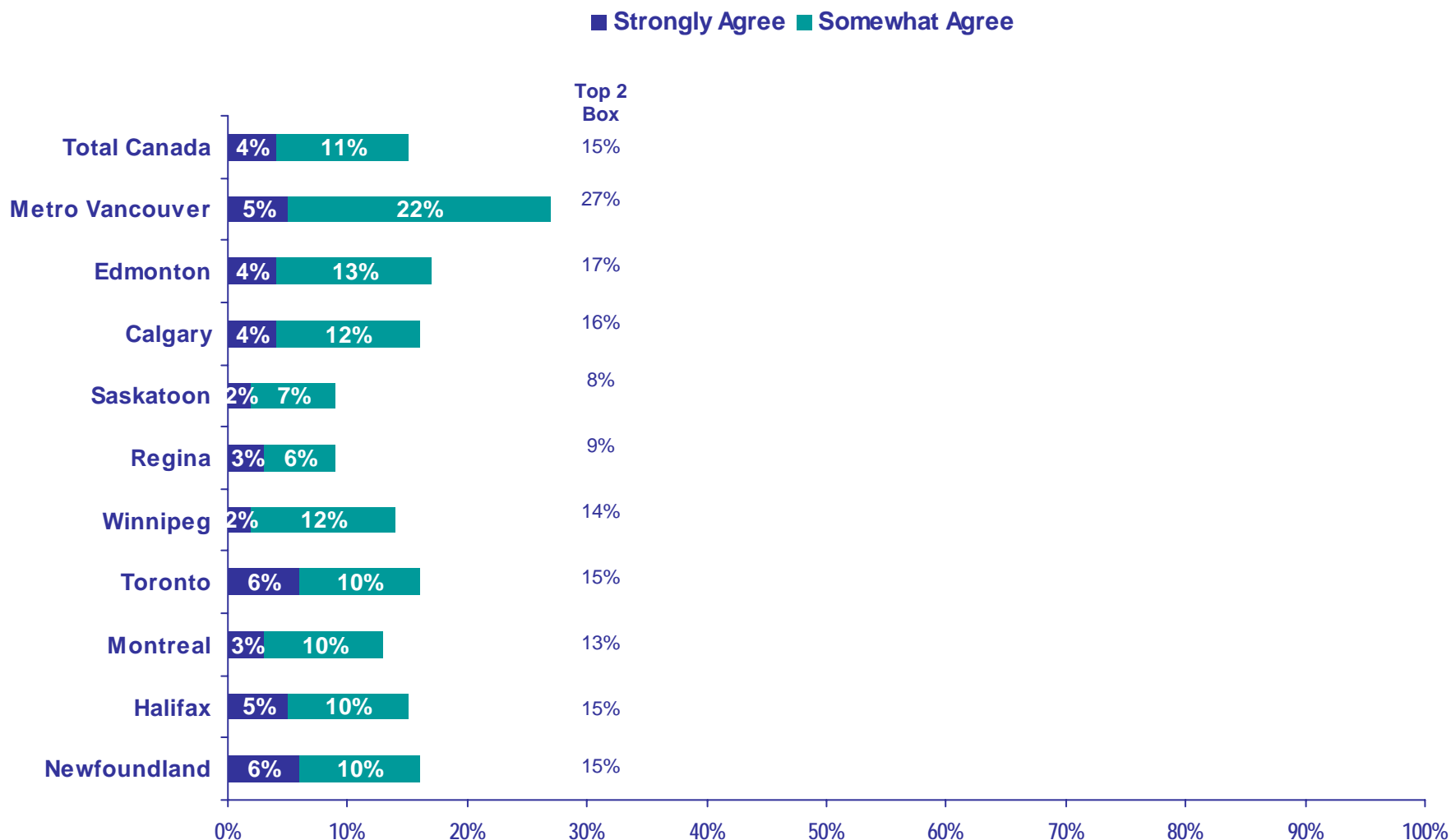
# I'm Trapped In A Relationship I Wish I Could End Right Now



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



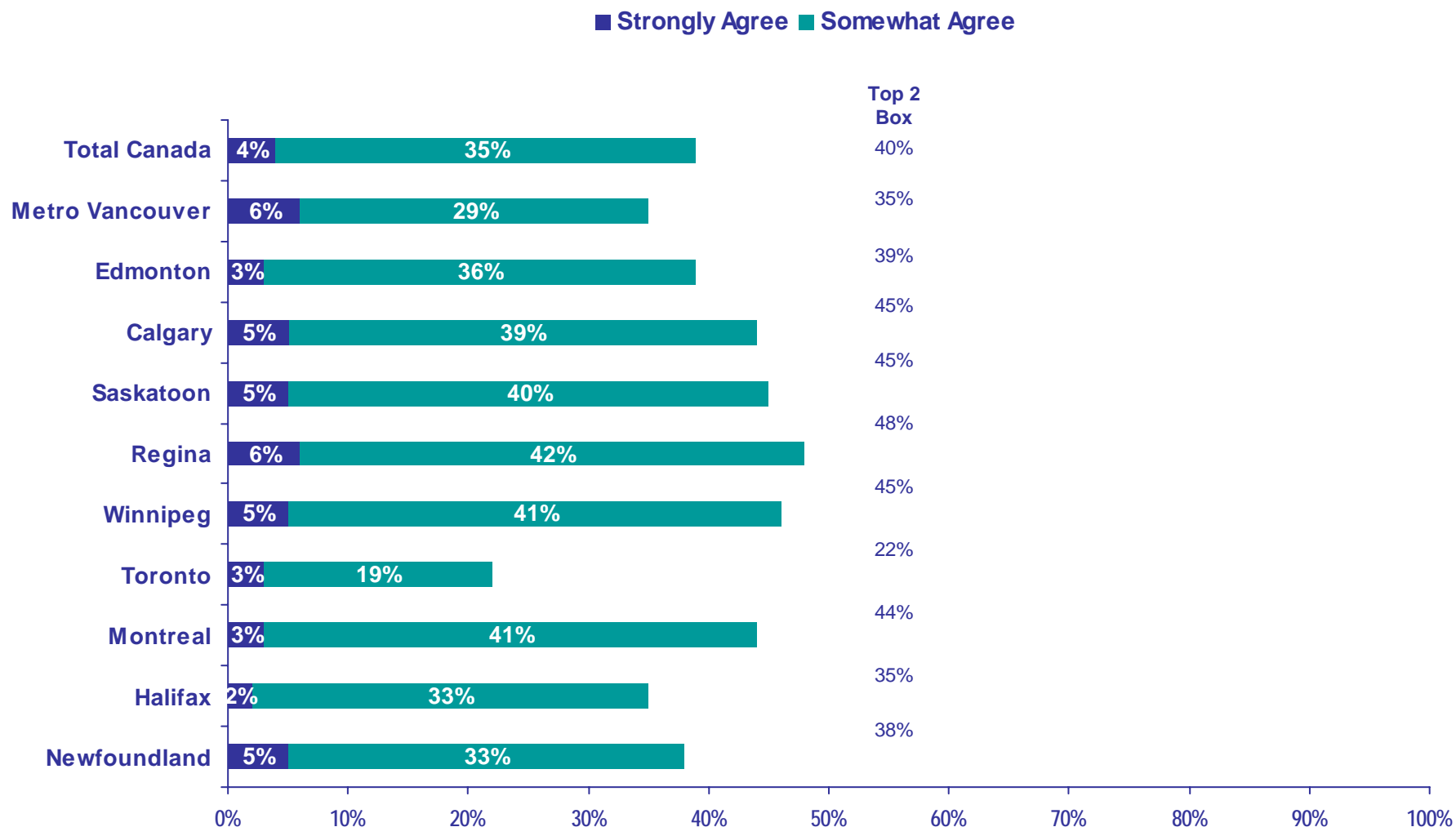
# The Economy Has Affected My Love Life; I Have Less Intimacy/Sex As A Result



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



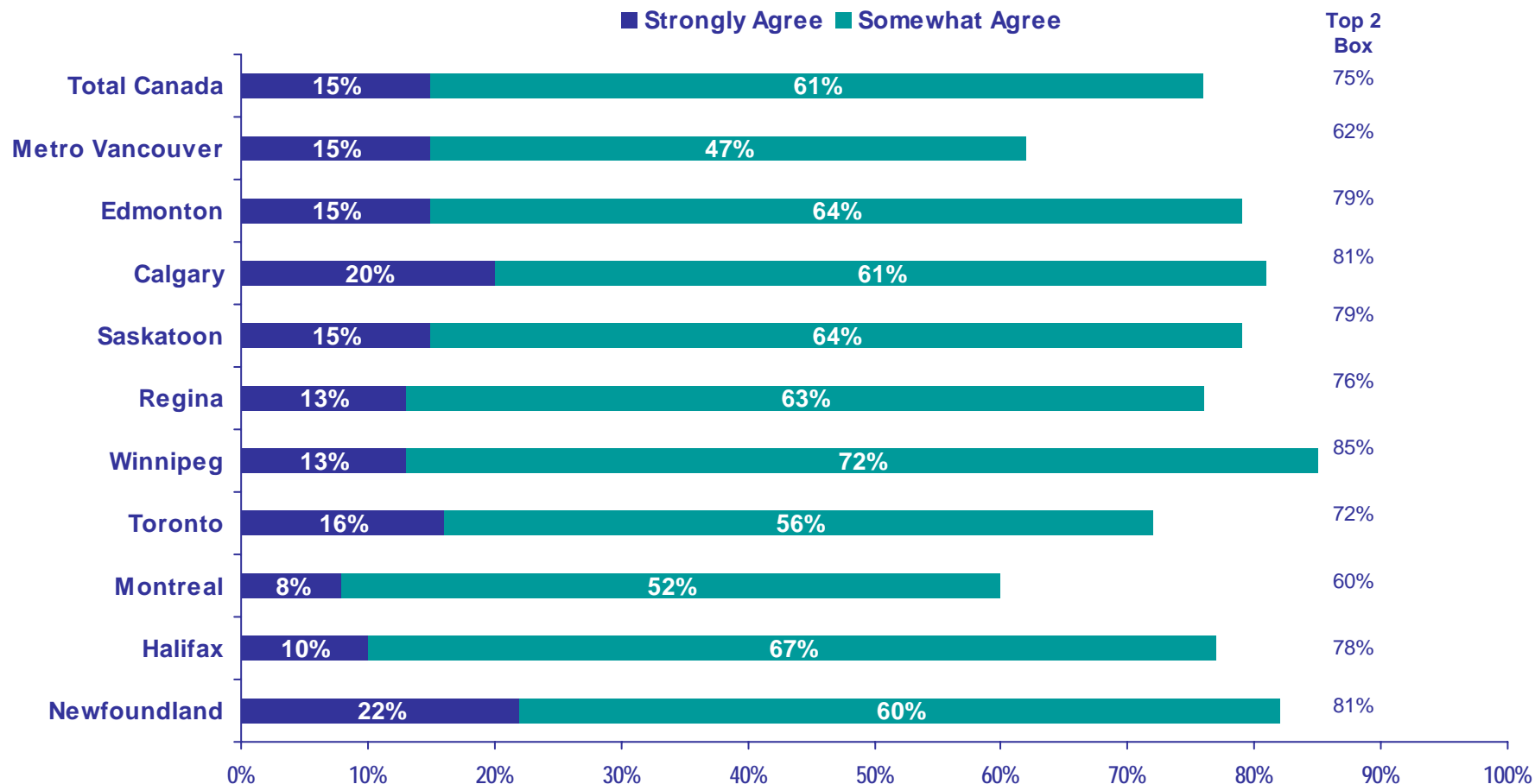
# Funds From The Federal Government's Economic Stimulus Program Are Having An Impact In My Locale



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

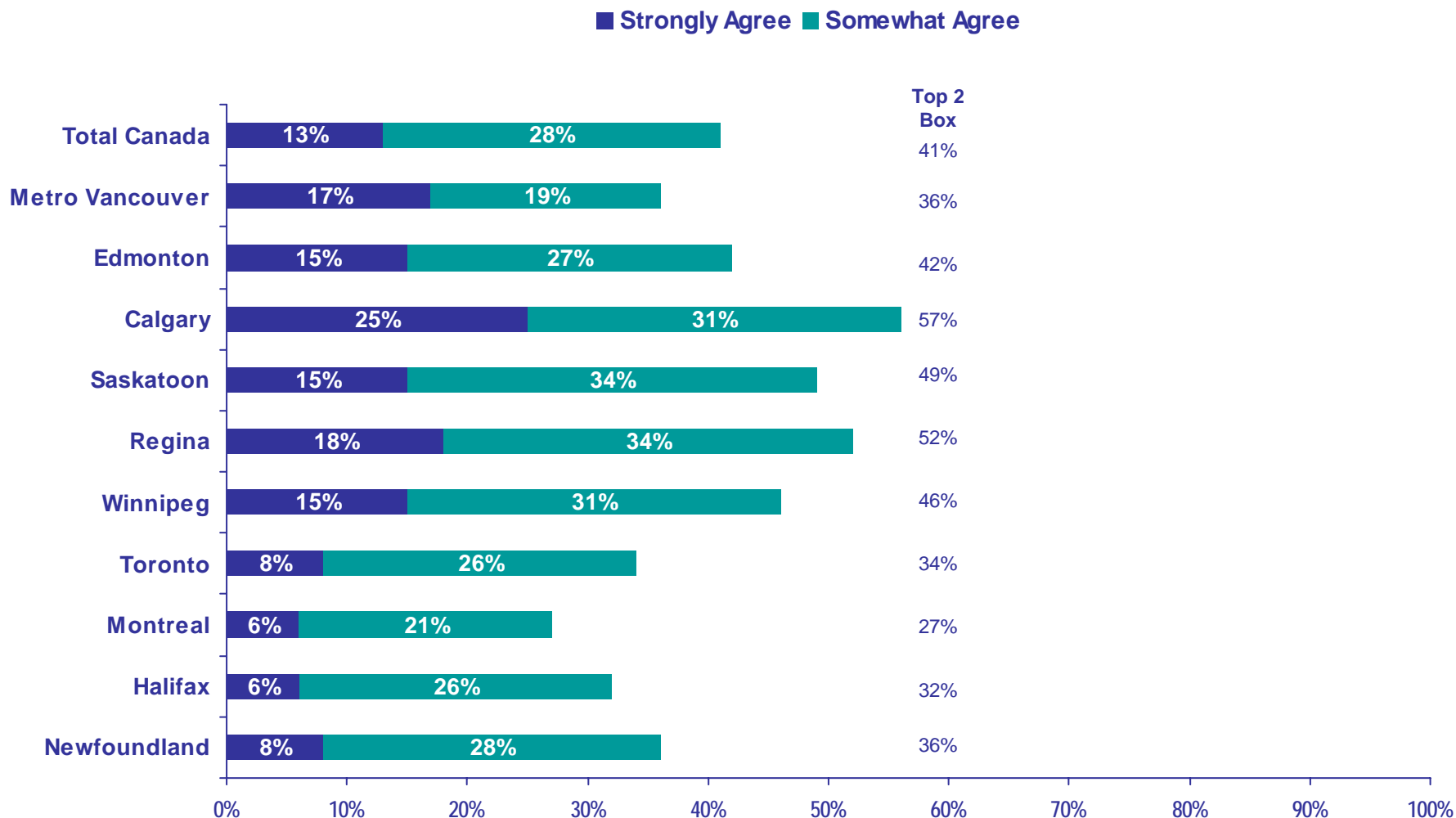


4. Do you agree or disagree with the following statements?  
Base: All respondents n=4,393





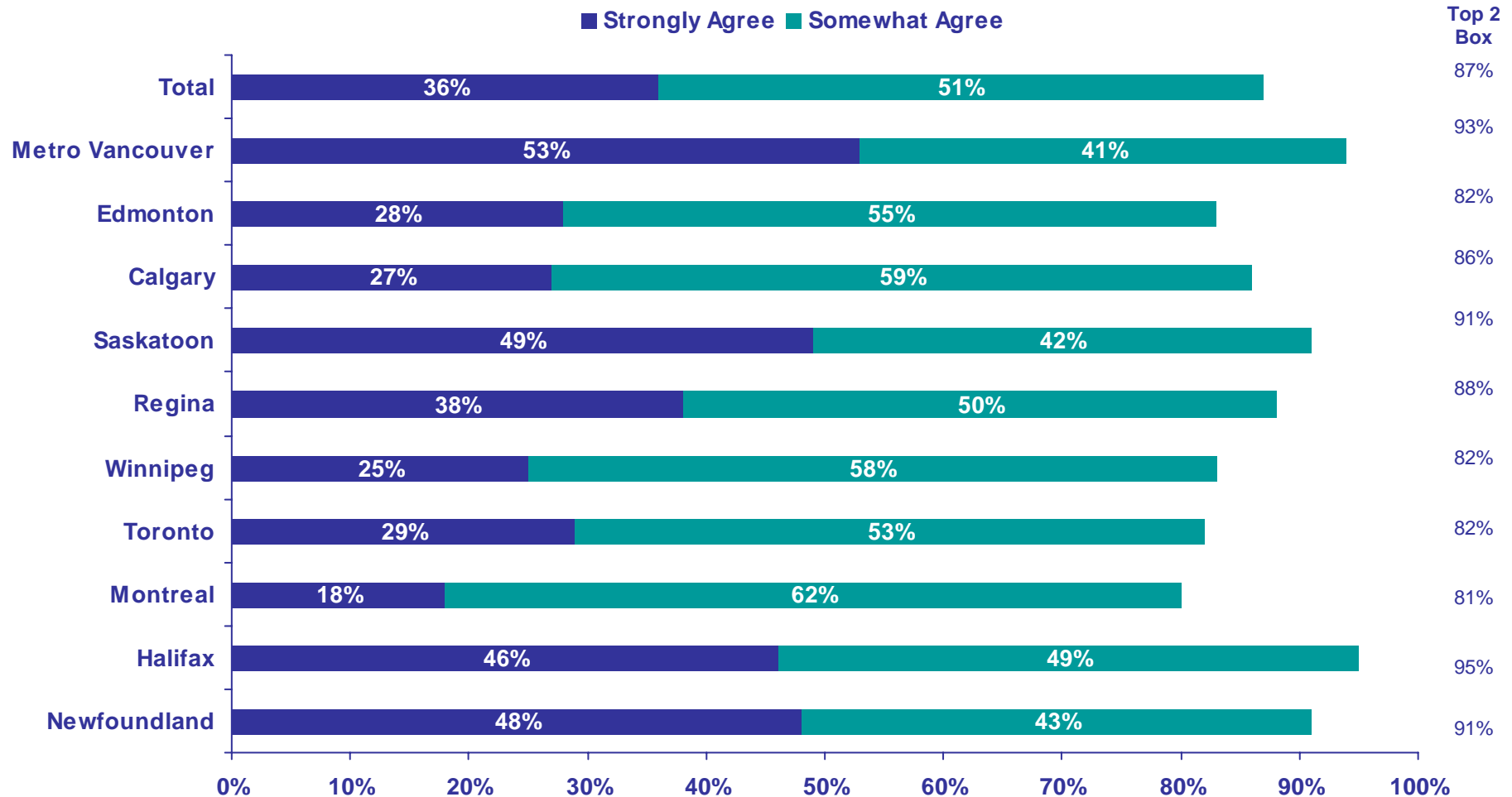
# The Issue Of Global Warming Is One That Has Been Overblown And Exaggerated



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

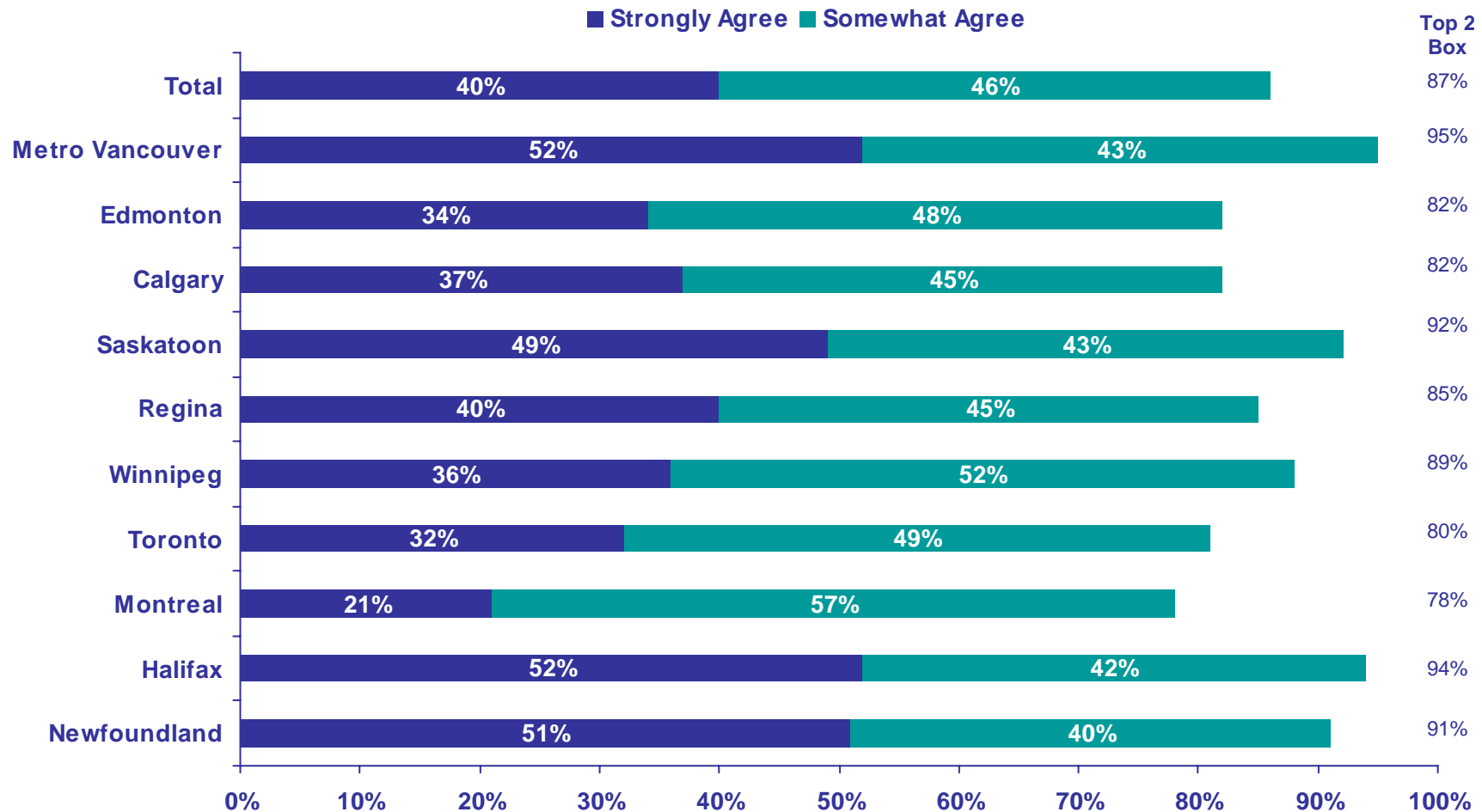


## My City/Community Is A Great Place To Live



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

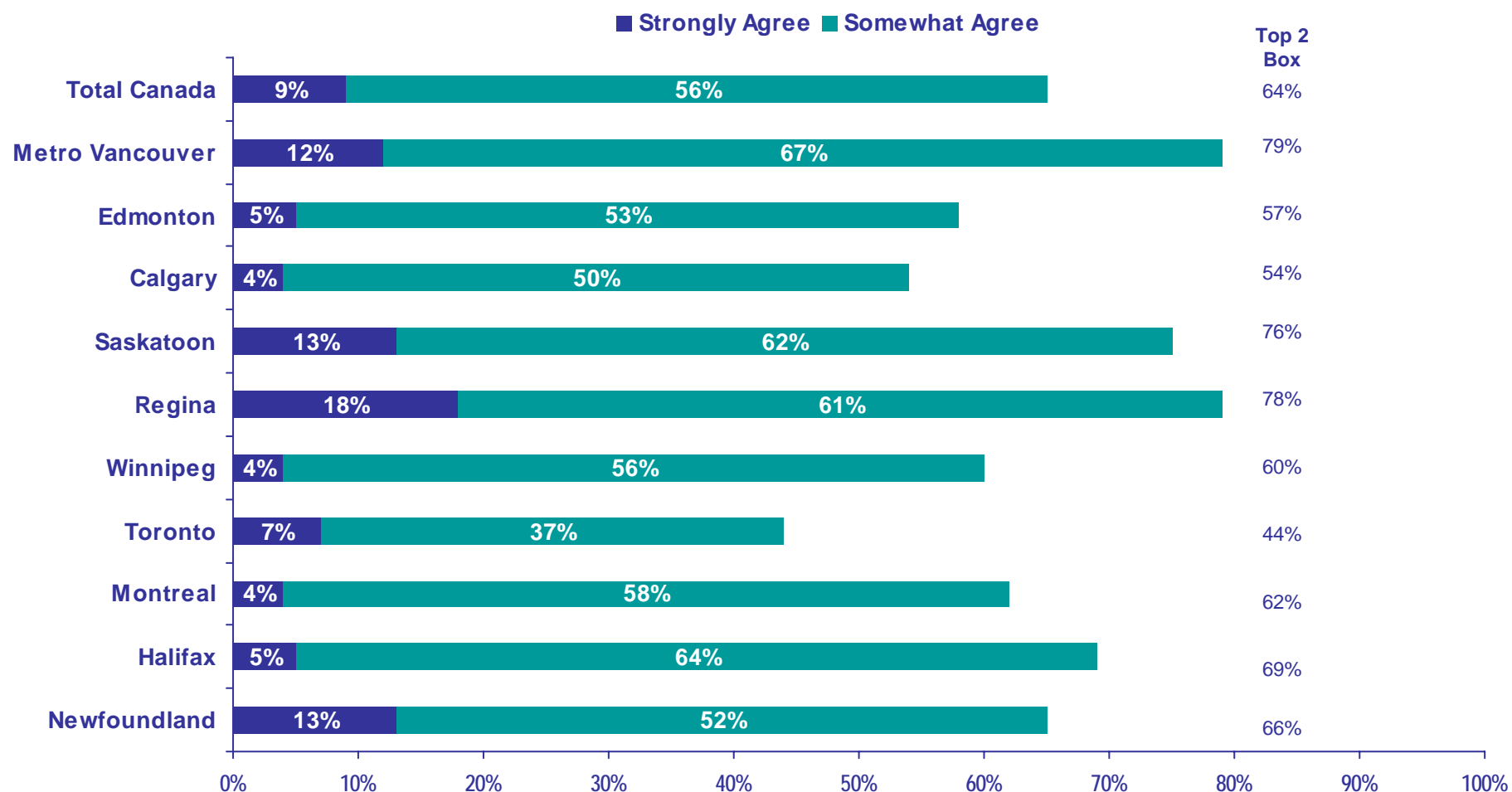
# I Am Proud To Tell People I Live In My Community



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

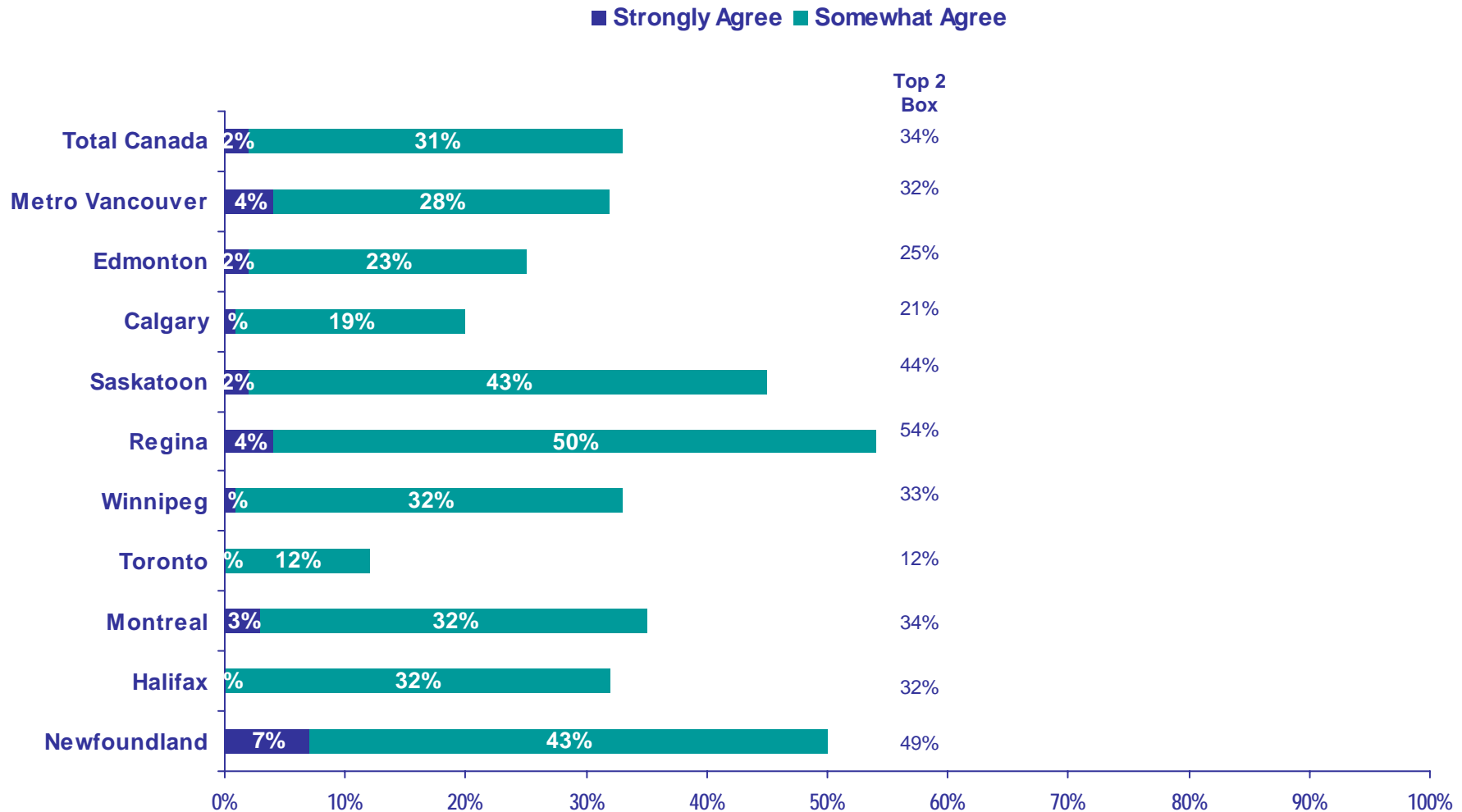


## Overall, This City/Community Is On The Right Track



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

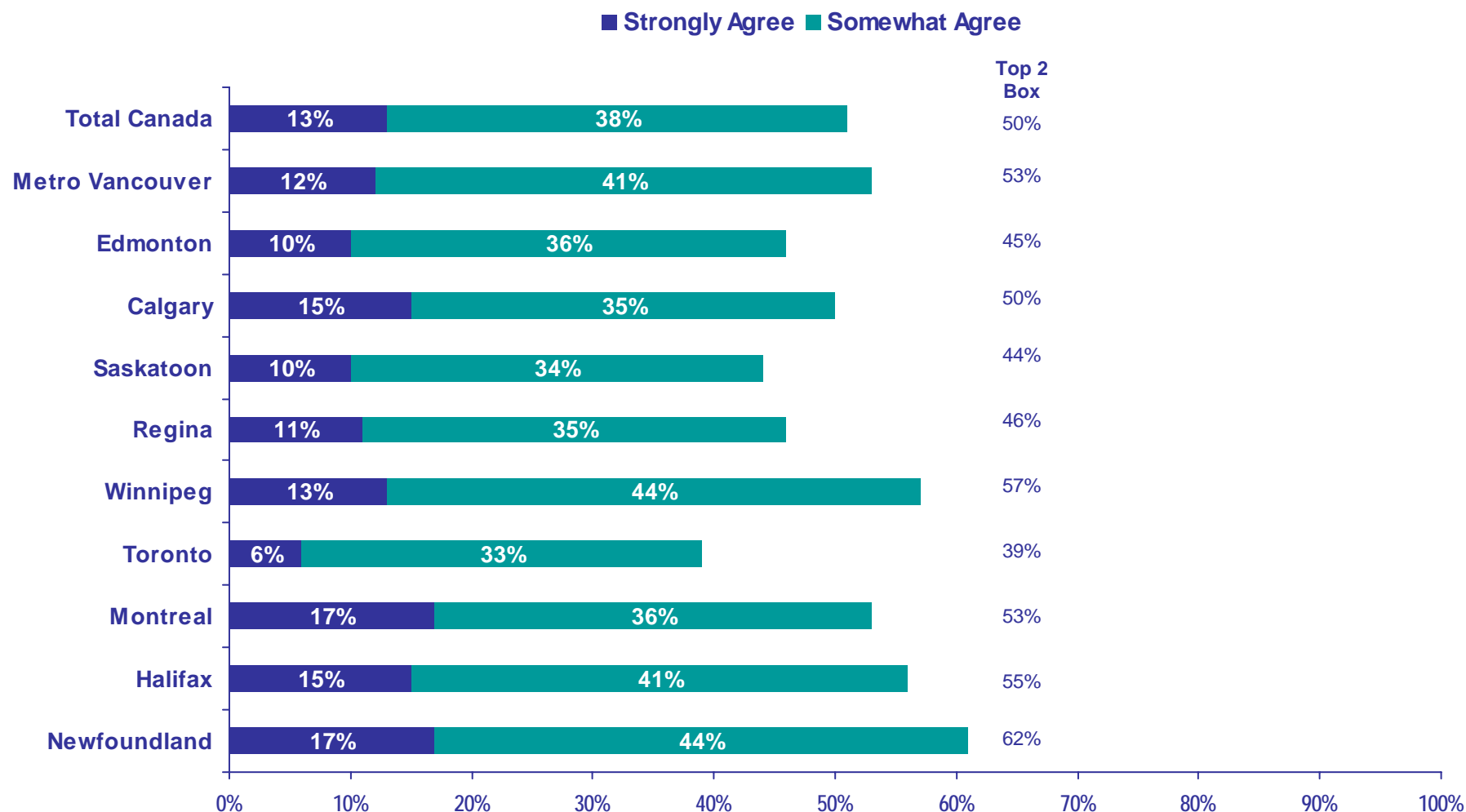
# City/Local Council Spends My Tax Dollars Wisely



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



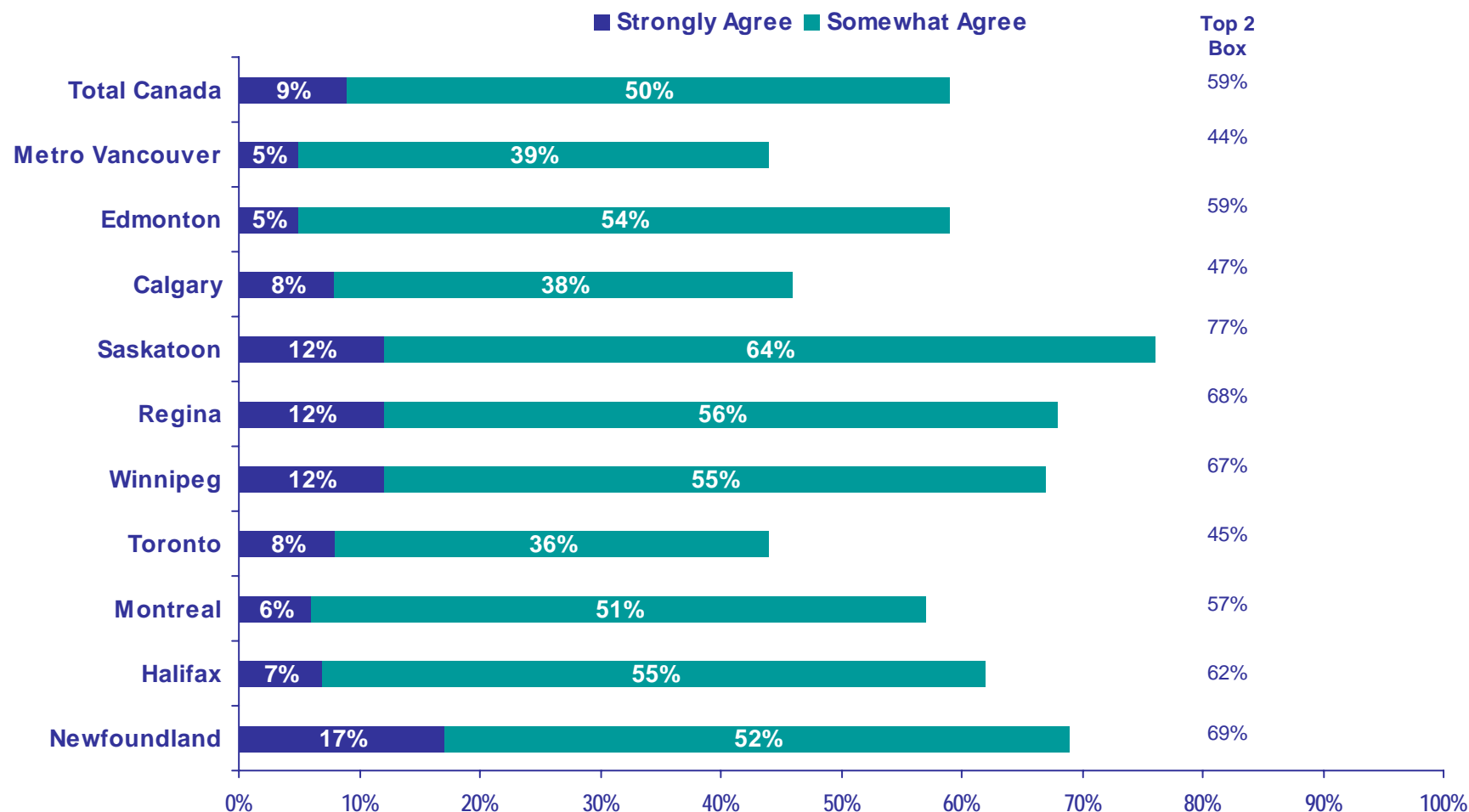
## I Am Concerned That Someone In My Family Could Contract The H1N1 Flue (Swine Flu) In The Next Six Months



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

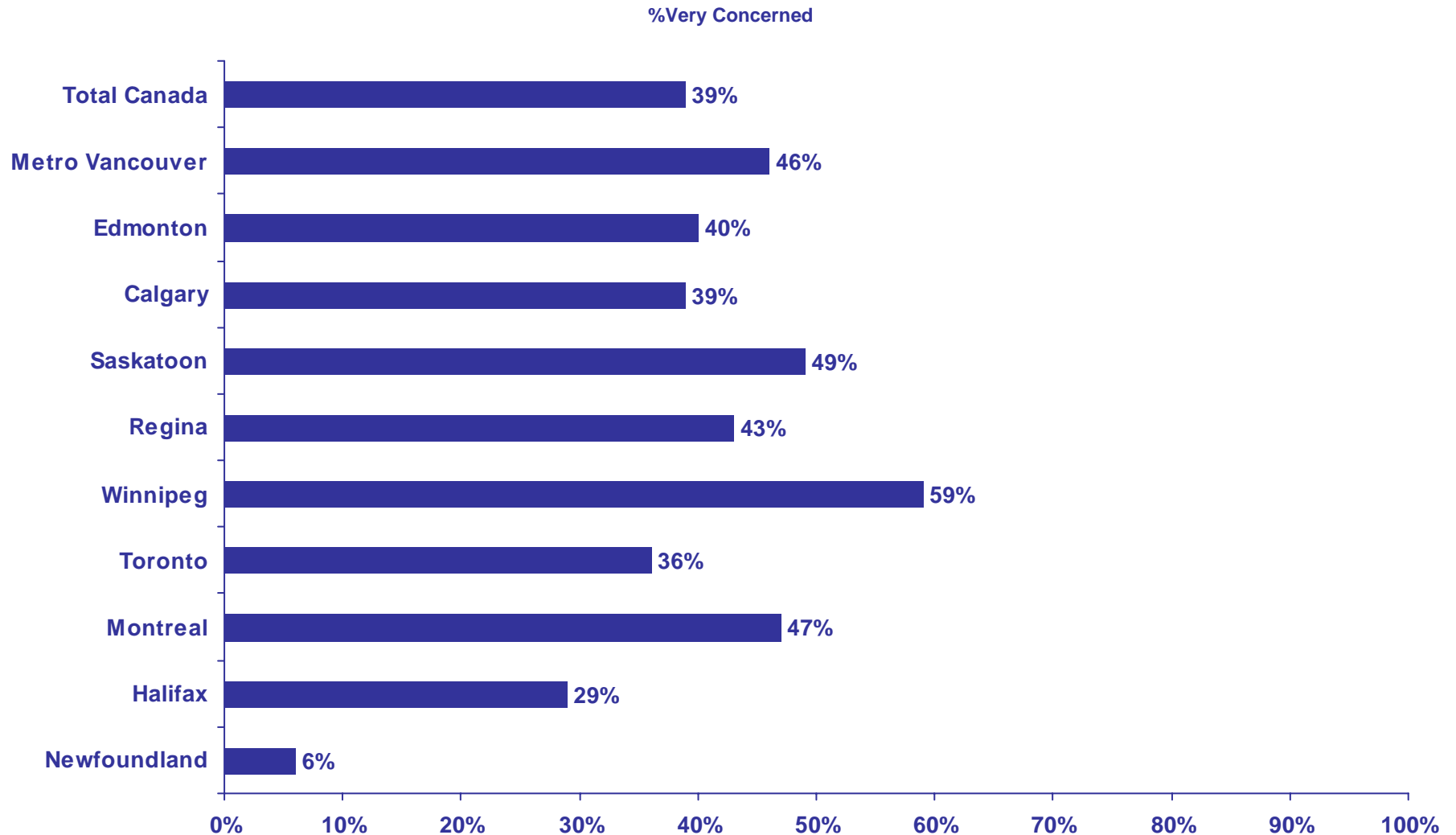


4. Do you agree or disagree with the following statements?  
Base: All respondents n=4,393

## **5. Concern with Issues in Community**

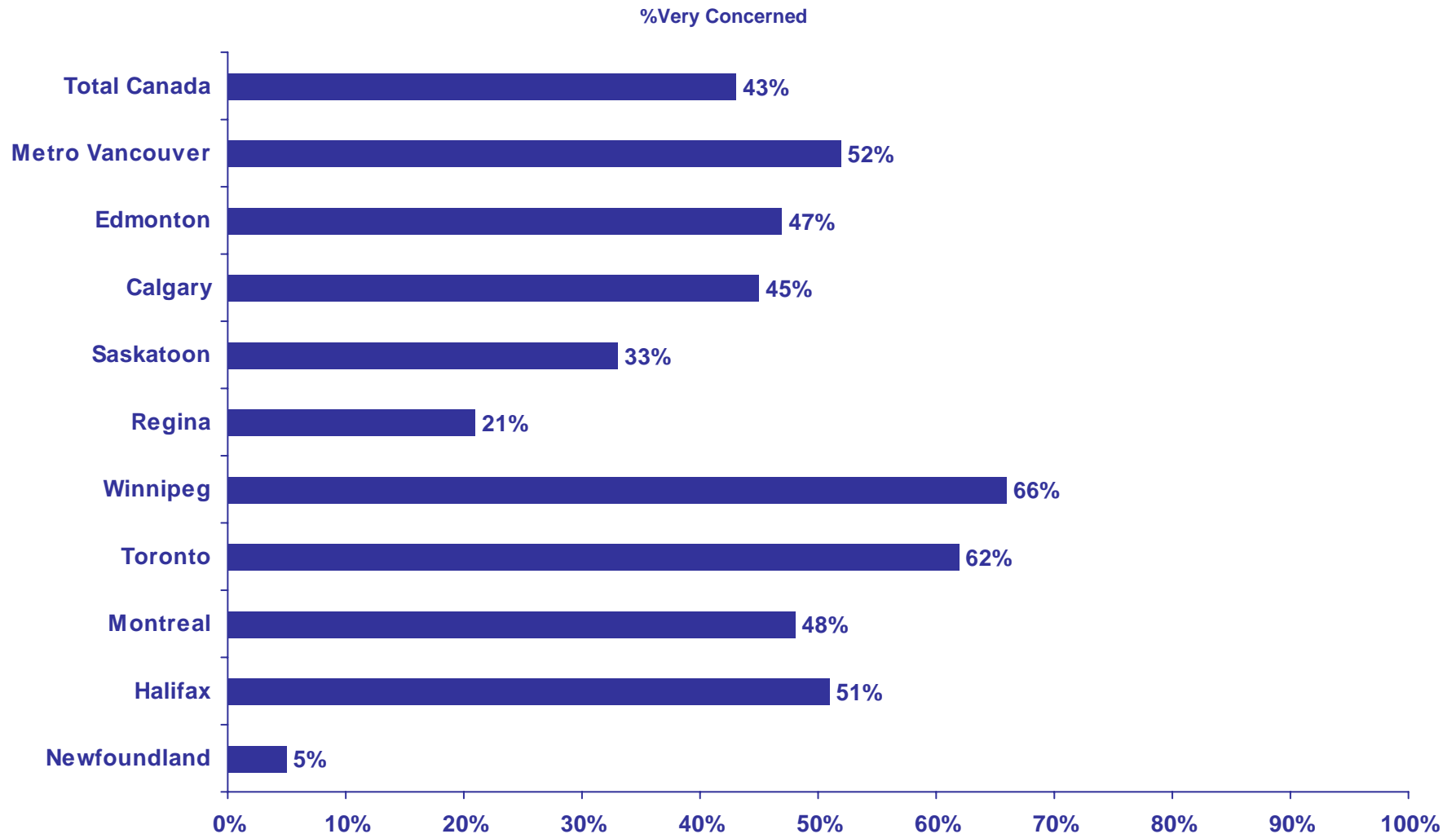


## The Amount of Gang Activity



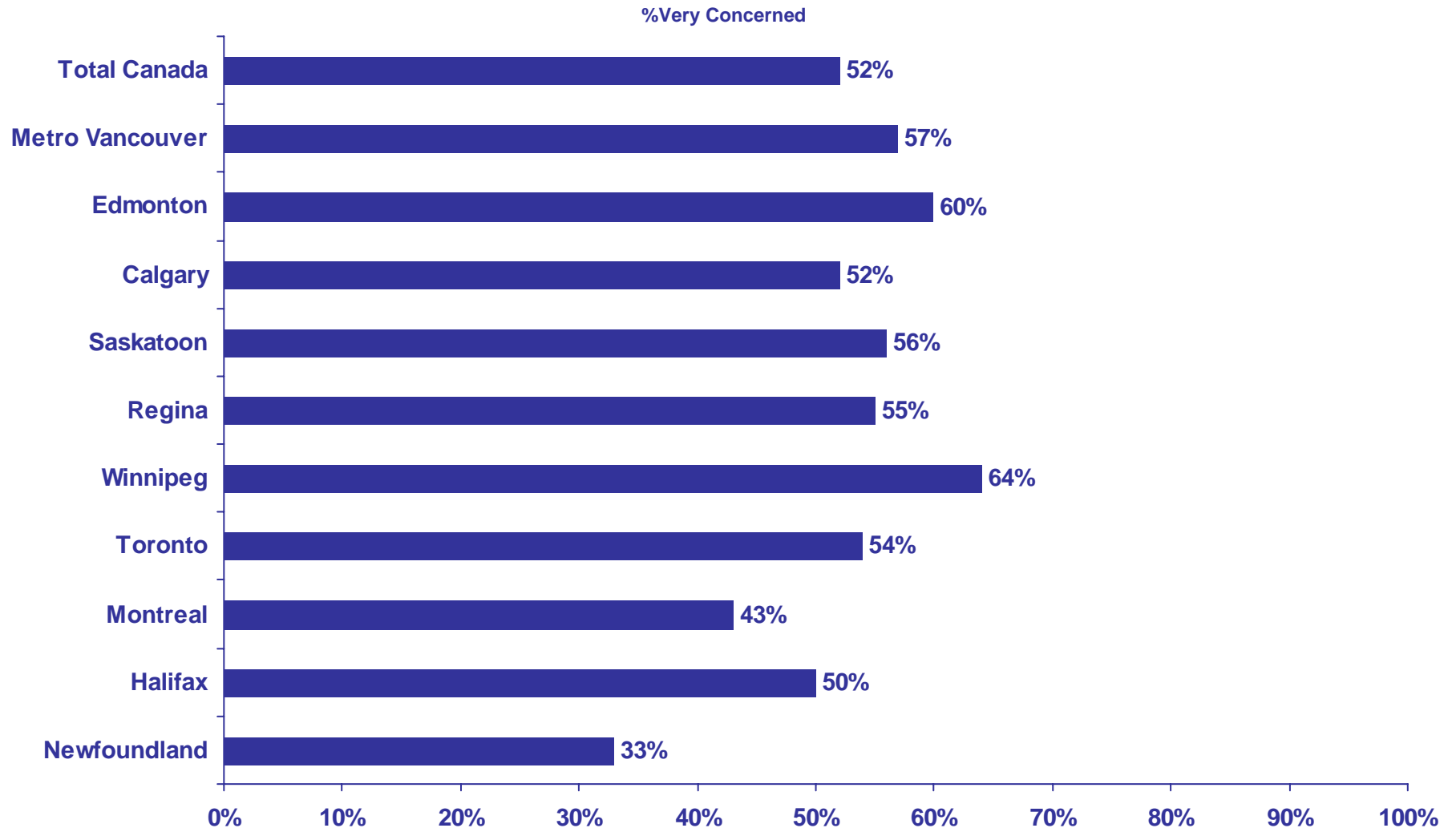
5. How concerned are you about the following in your community?  
Base: All respondents n=4,393

## The Number of Guns on the Streets



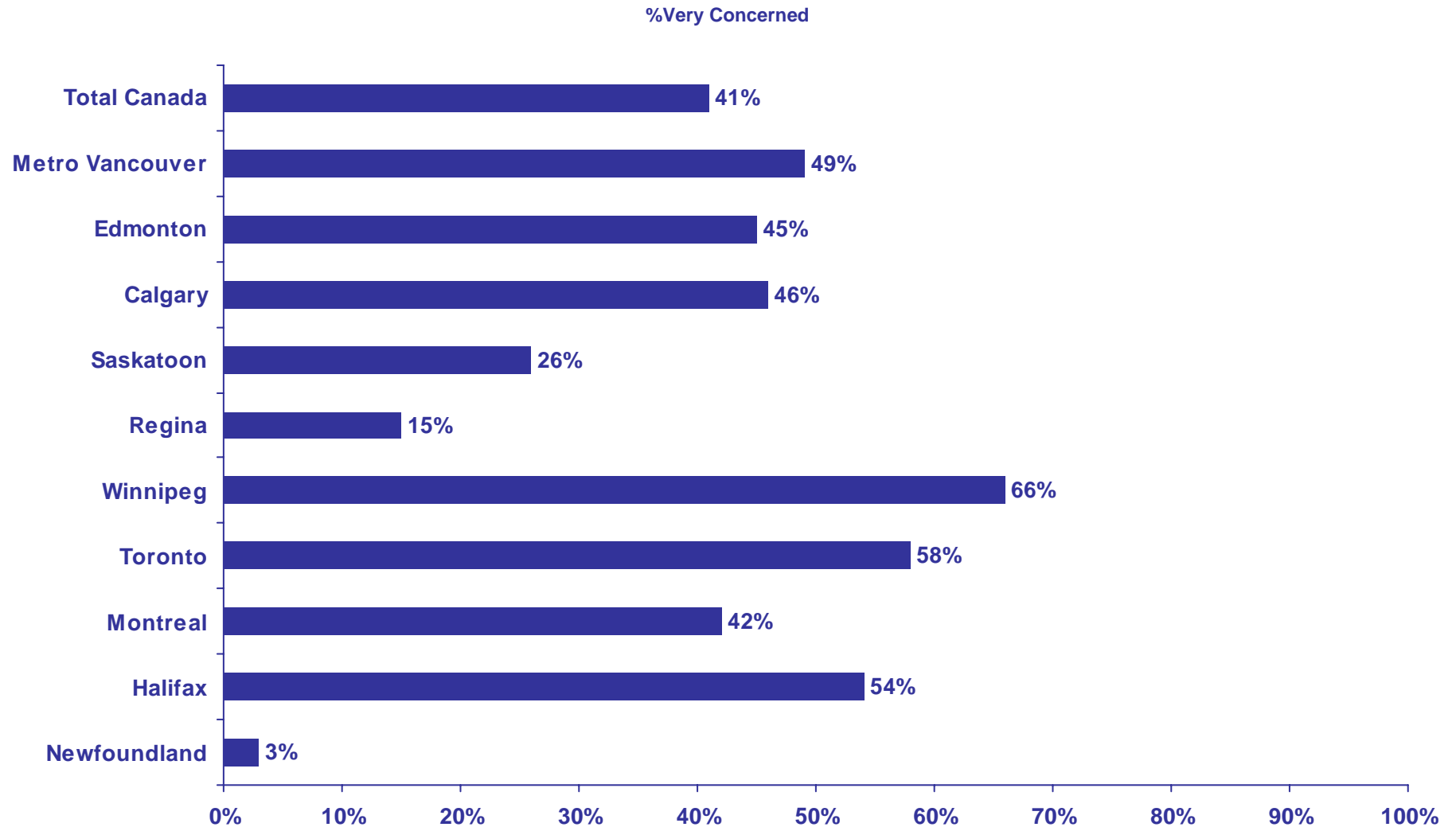
5. How concerned are you about the following in your community?  
Base: All respondents n=4,393

## The Amount of Drug Activity



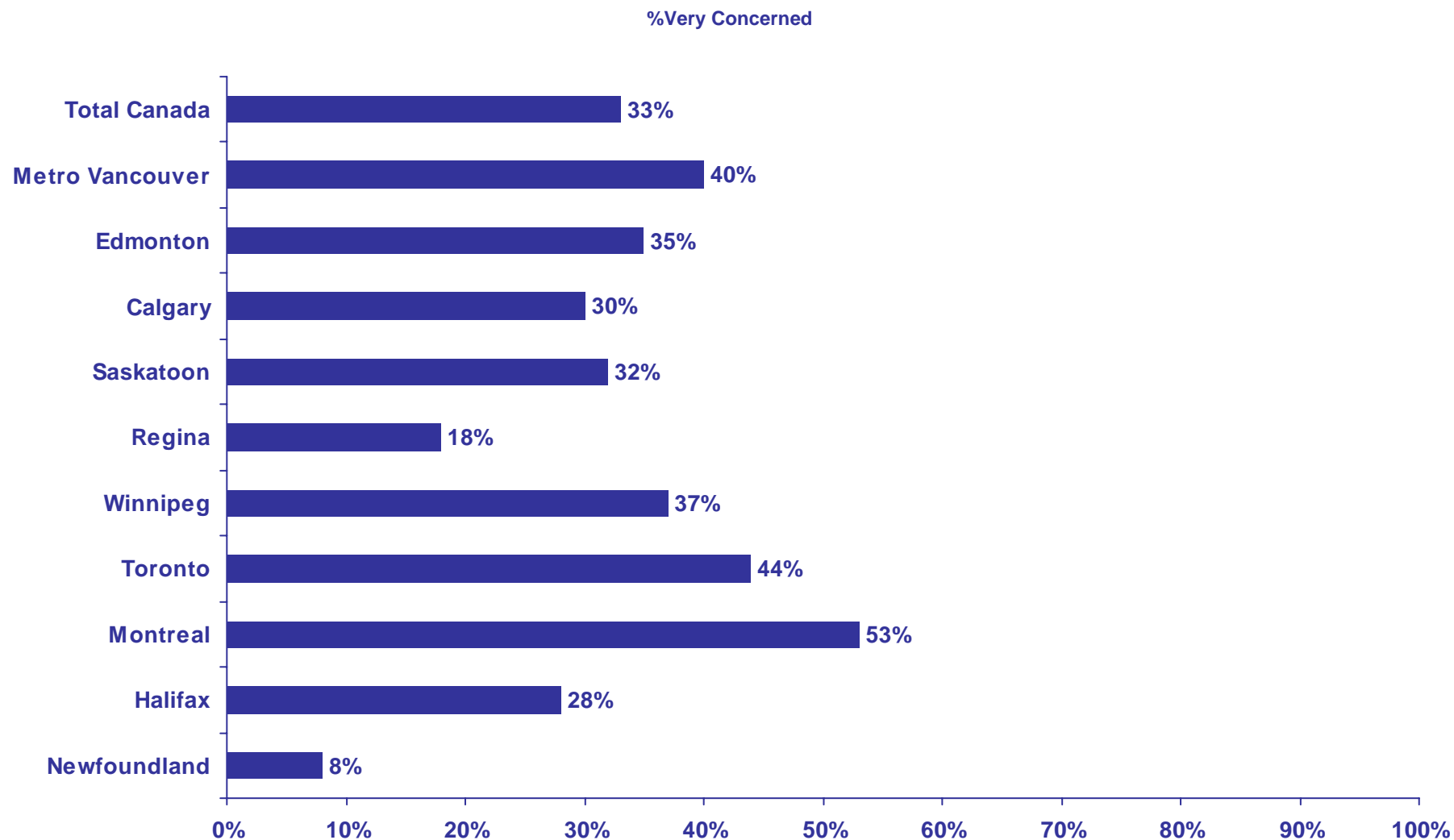
5. How concerned are you about the following in your community?  
Base: All respondents n=4,393

# Random Shootings



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

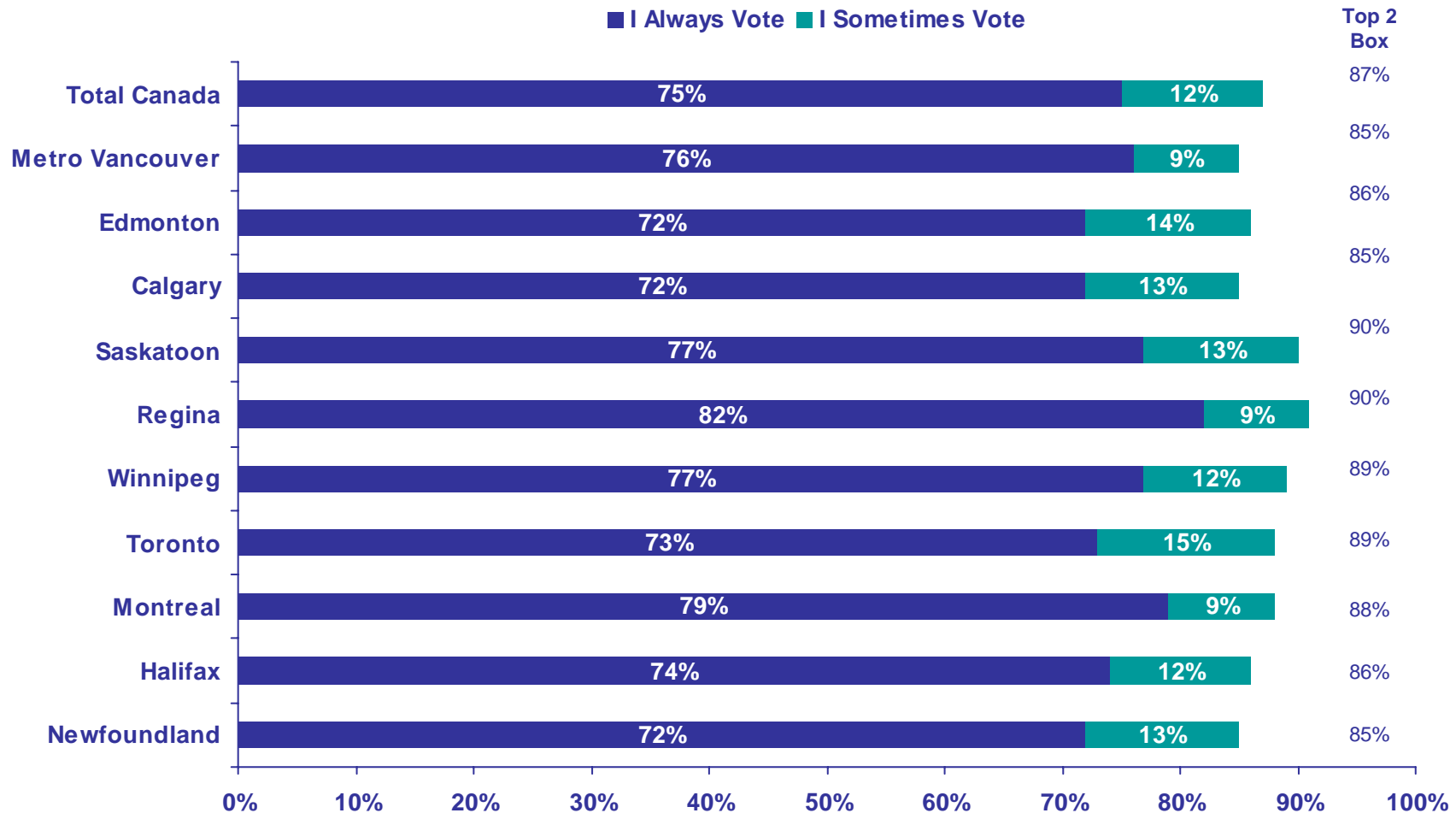
# Child Abductions



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

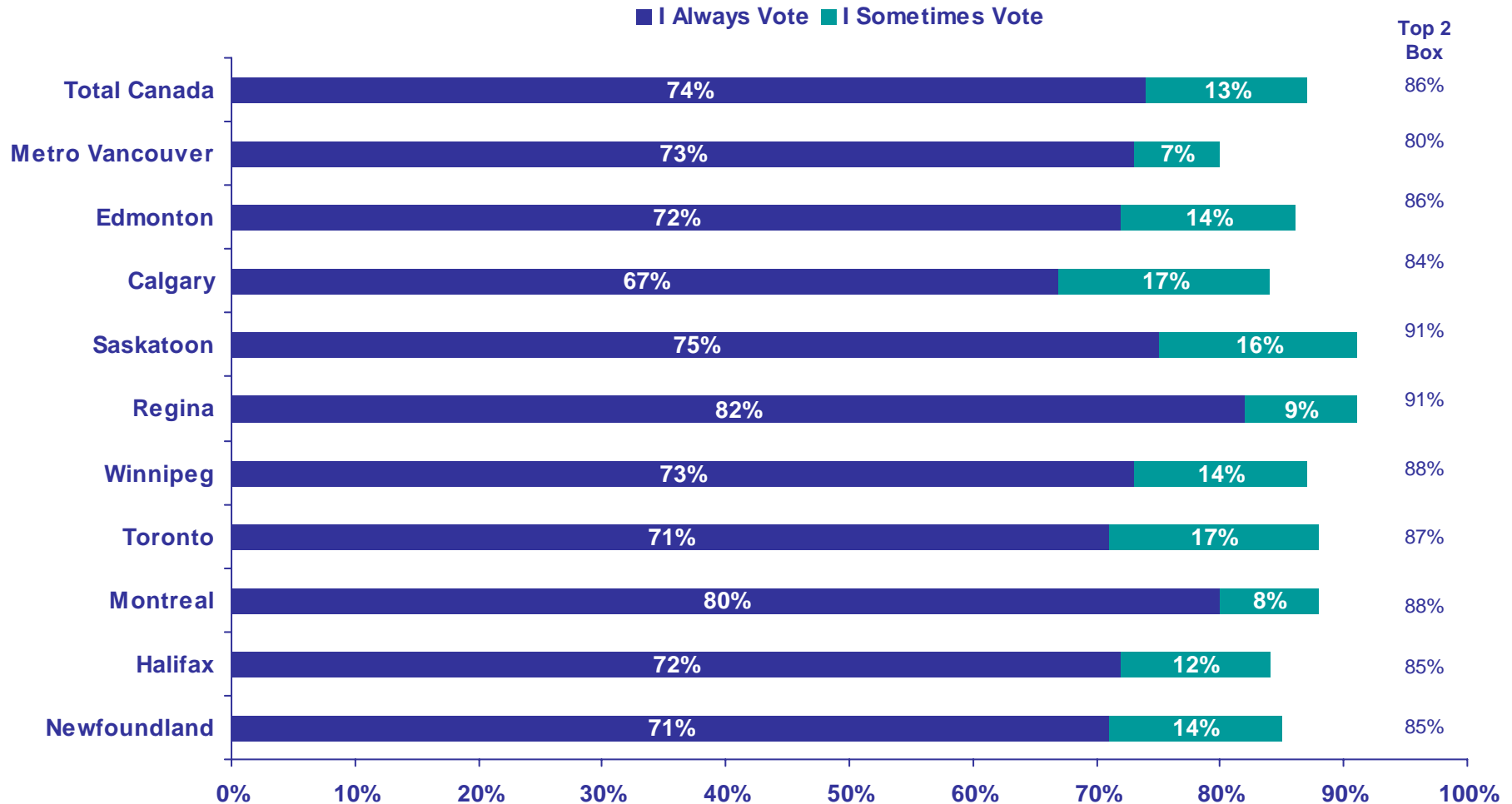
## 6. Tendency to Vote in Elections

# Voting in Federal Election



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

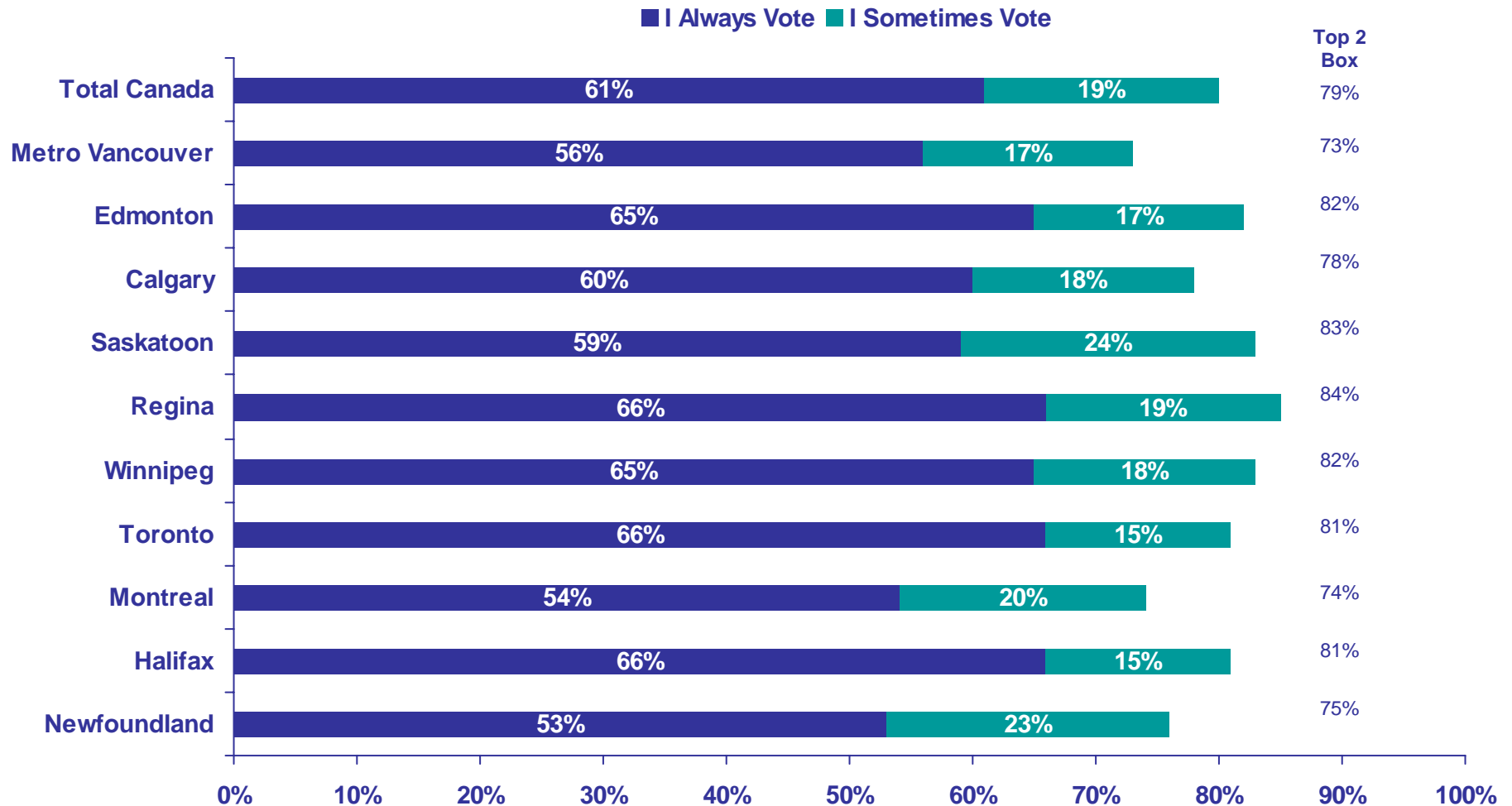
# Voting in Provincial Election



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



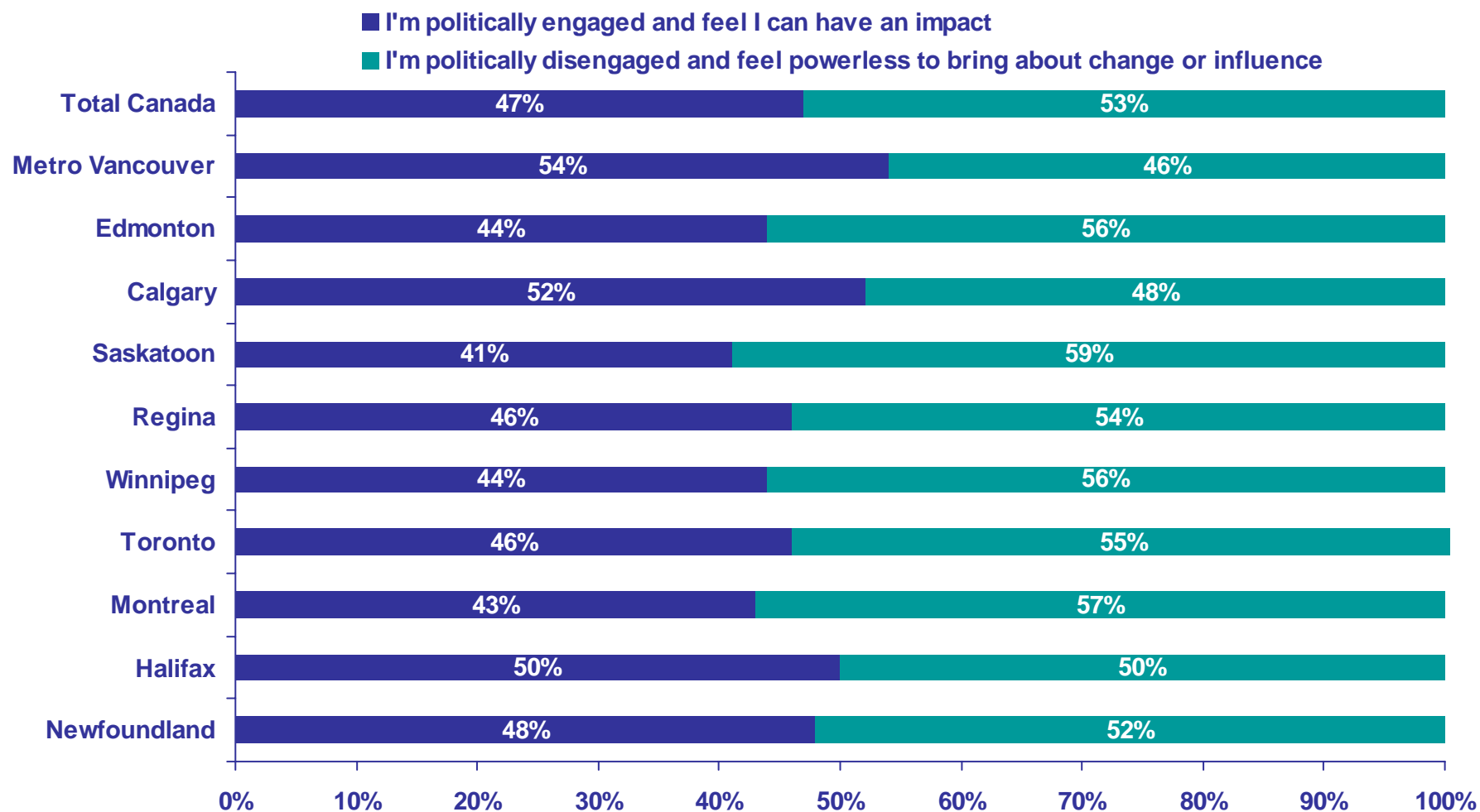
# Voting in Municipal Election



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

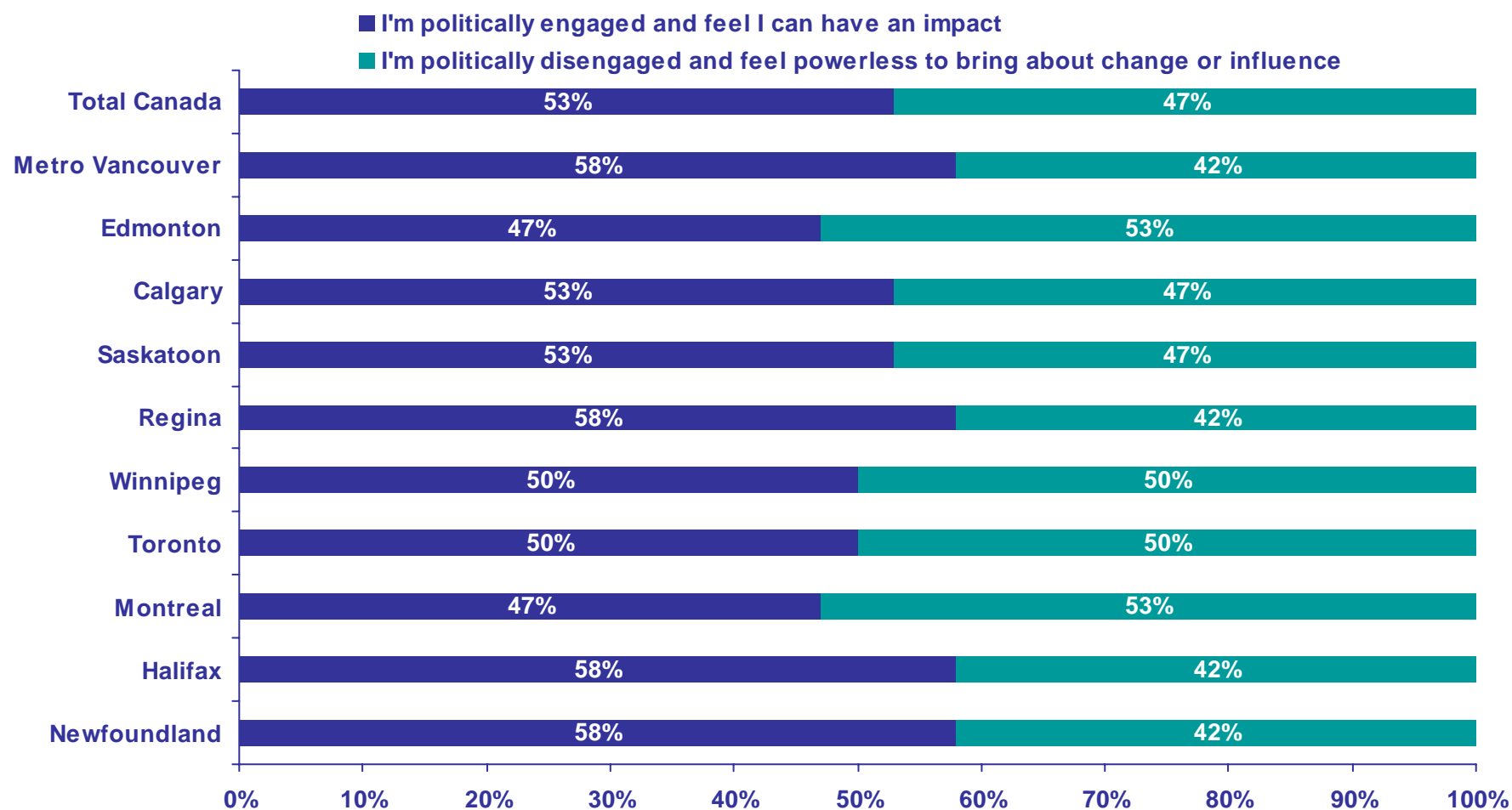
## **7. Level of Engagement / Impact of Voting**

## Level of Engagement in Voting in Federal Election



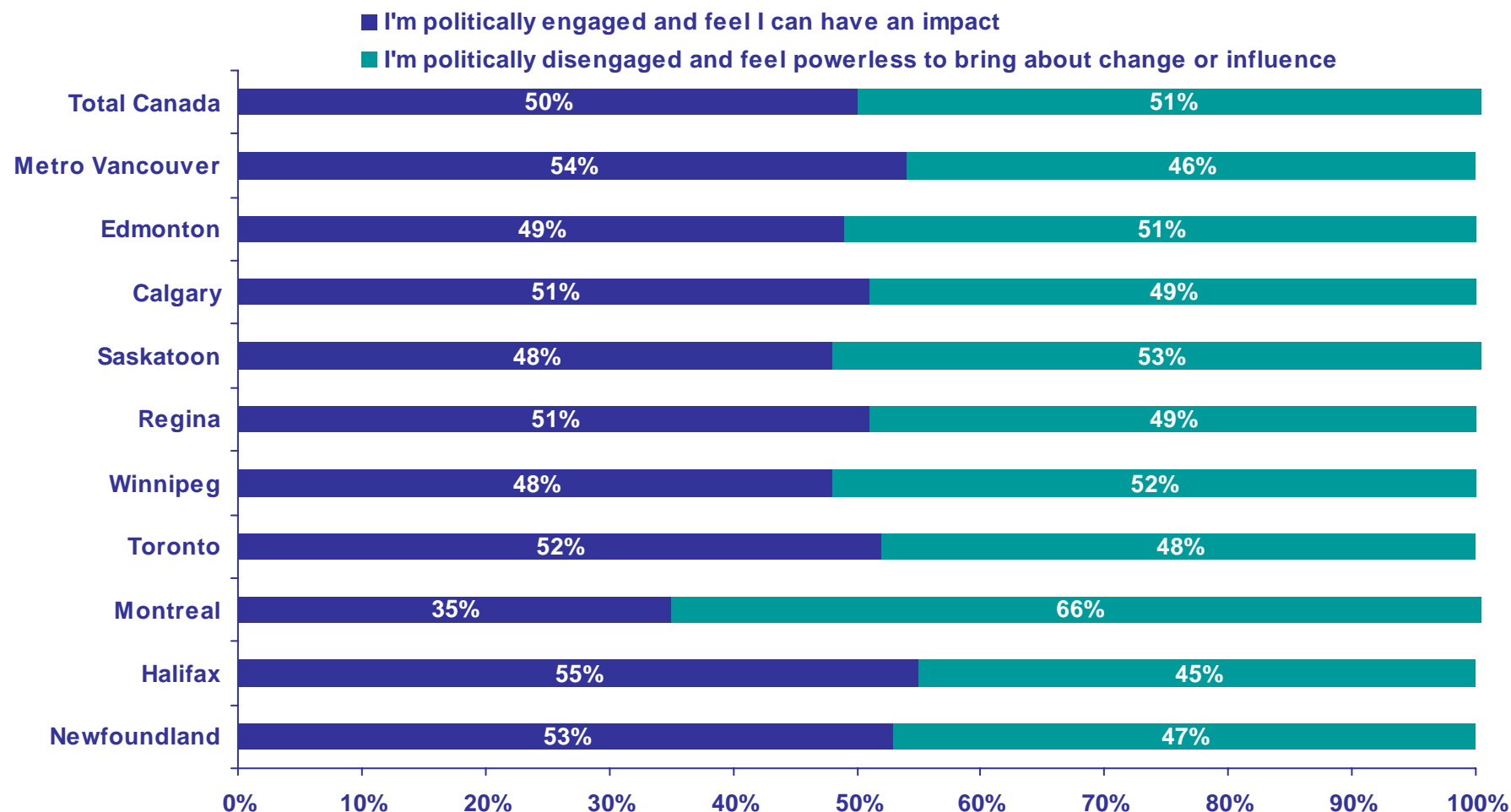
7. When it comes to voting in the following types of elections, please indicate your tendency:  
Base: All respondents n=4,393

## Level of Engagement in Voting in Provincial Election



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



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