



Ipsos Reid



Global Television - MONTREAL

September 2009



9/11/2009

Nobody's Unpredictable



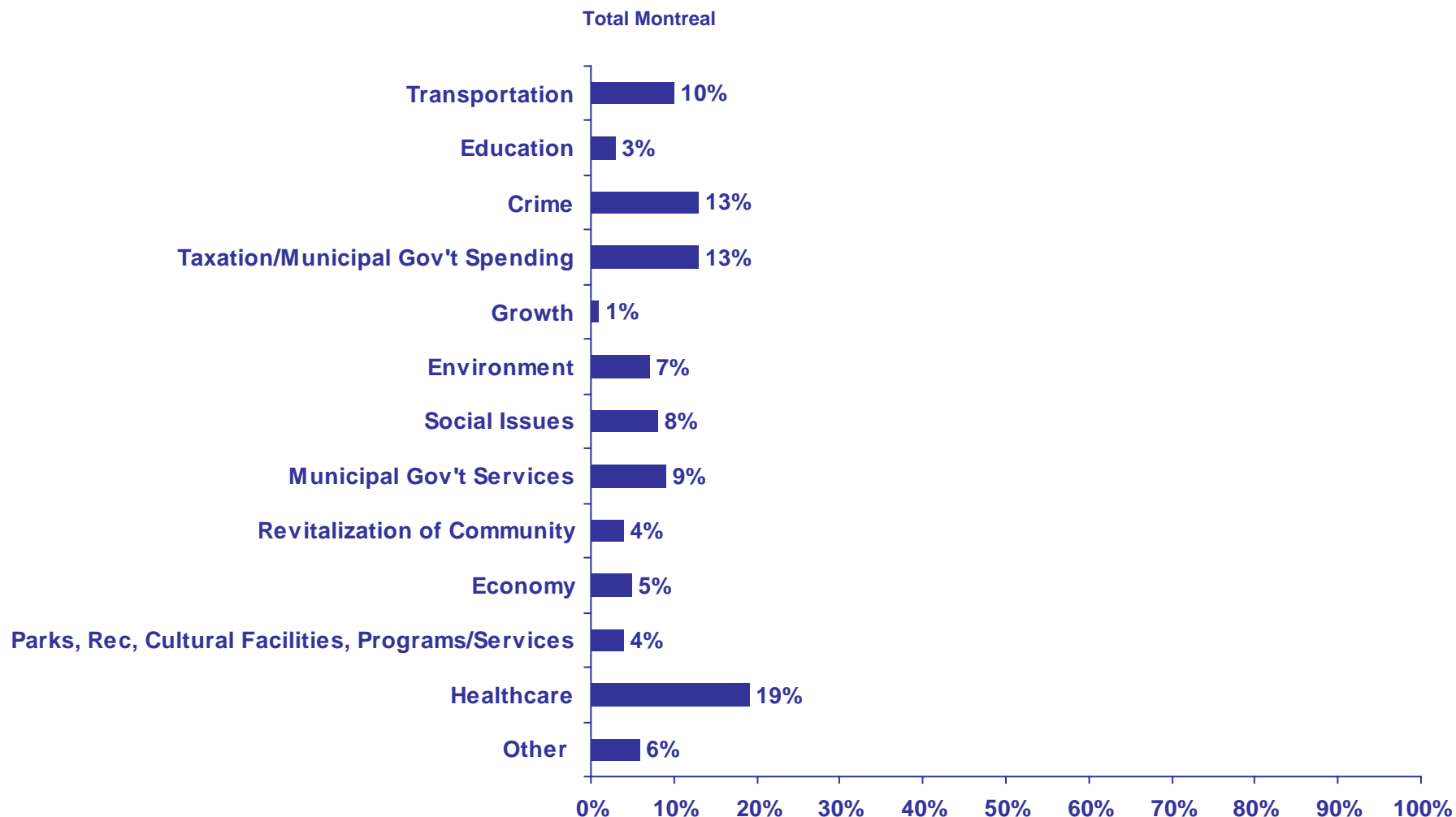
Methodology

- 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 443 adults living in Montreal 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

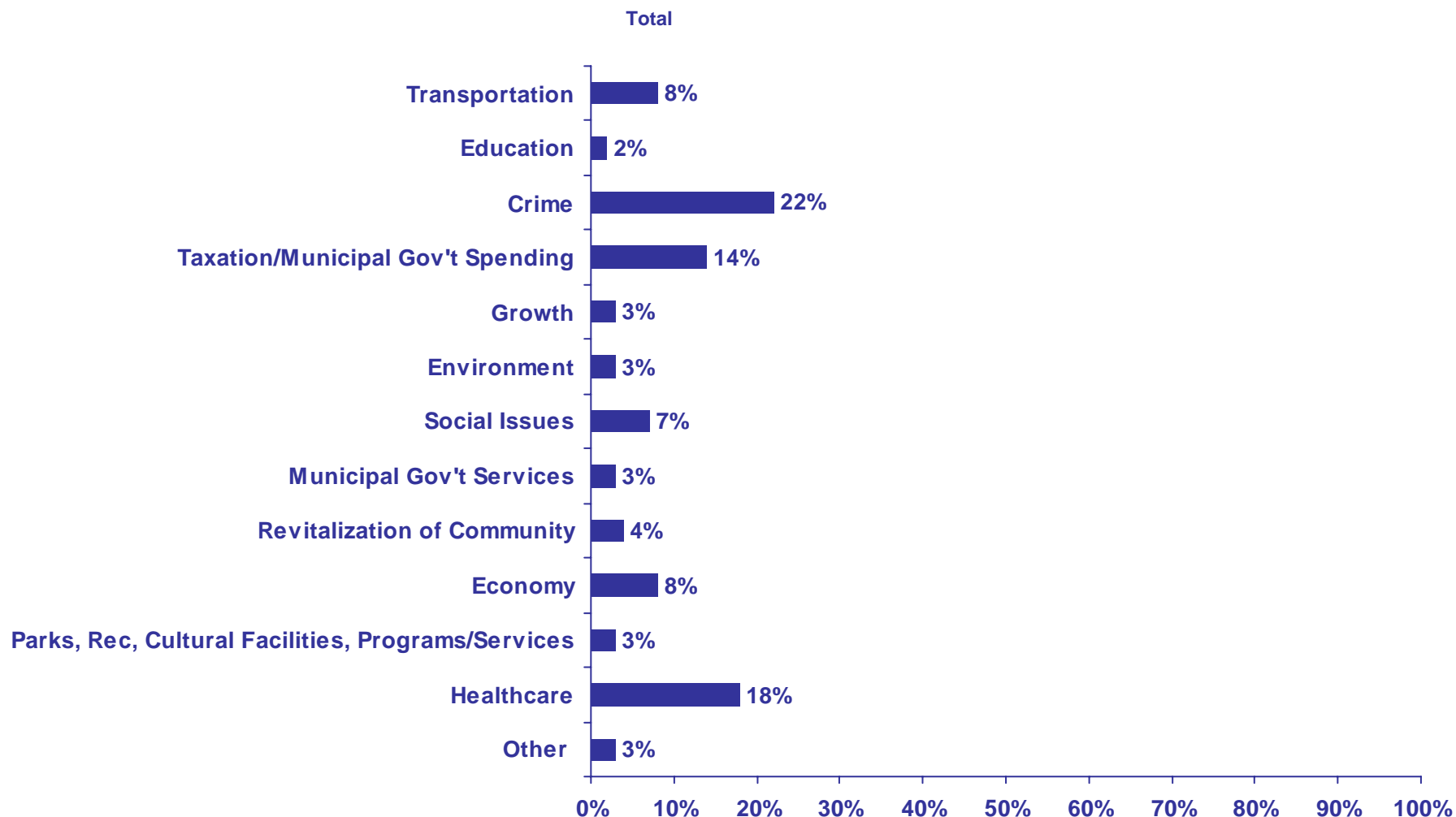


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All Montreal Respondents n=443



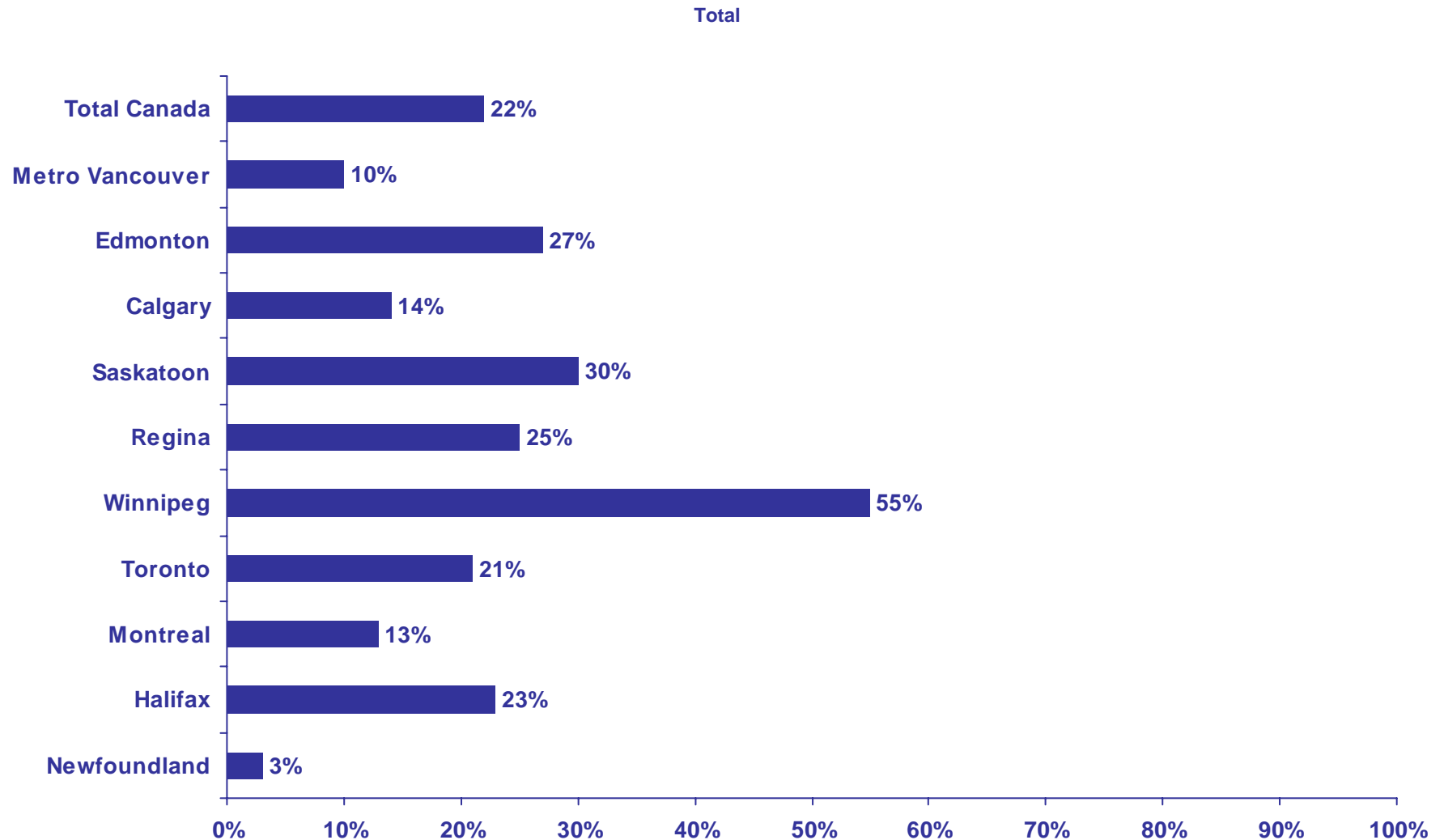
Overall – Most Important Local Issue Facing Your Community – Total Canada



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



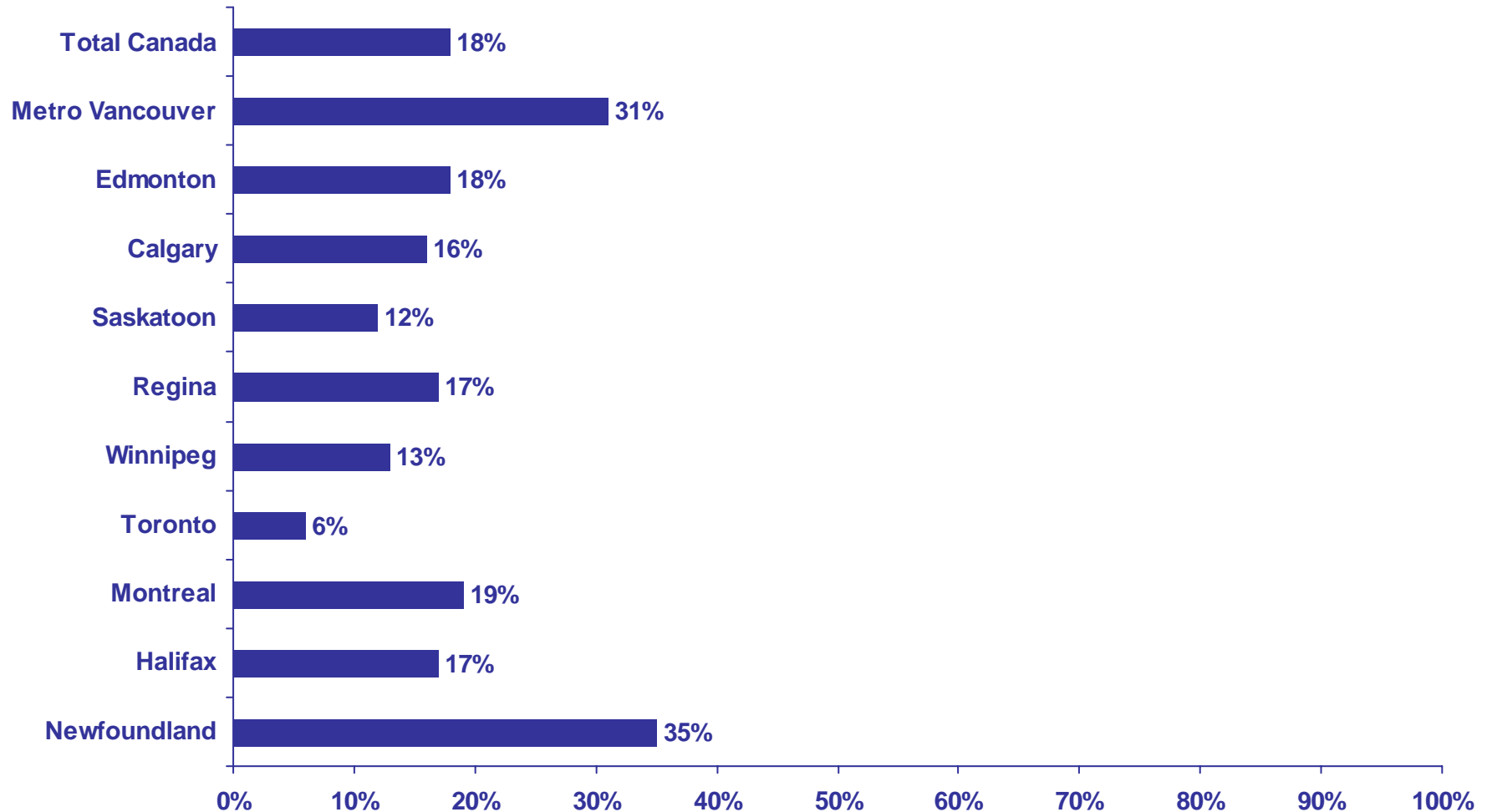
1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All respondents n=4,393



2nd Top Issue - Healthcare

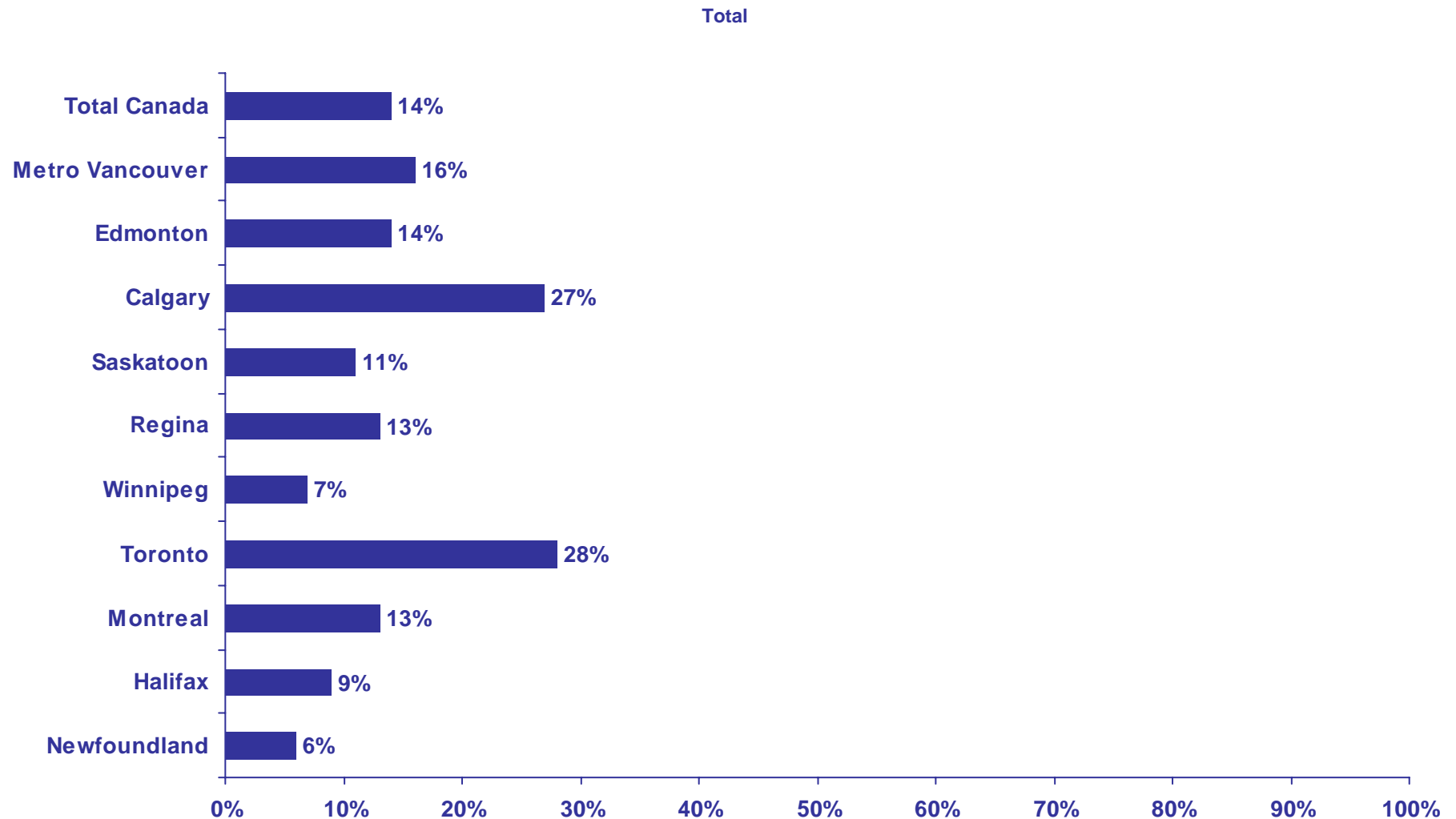
Total



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

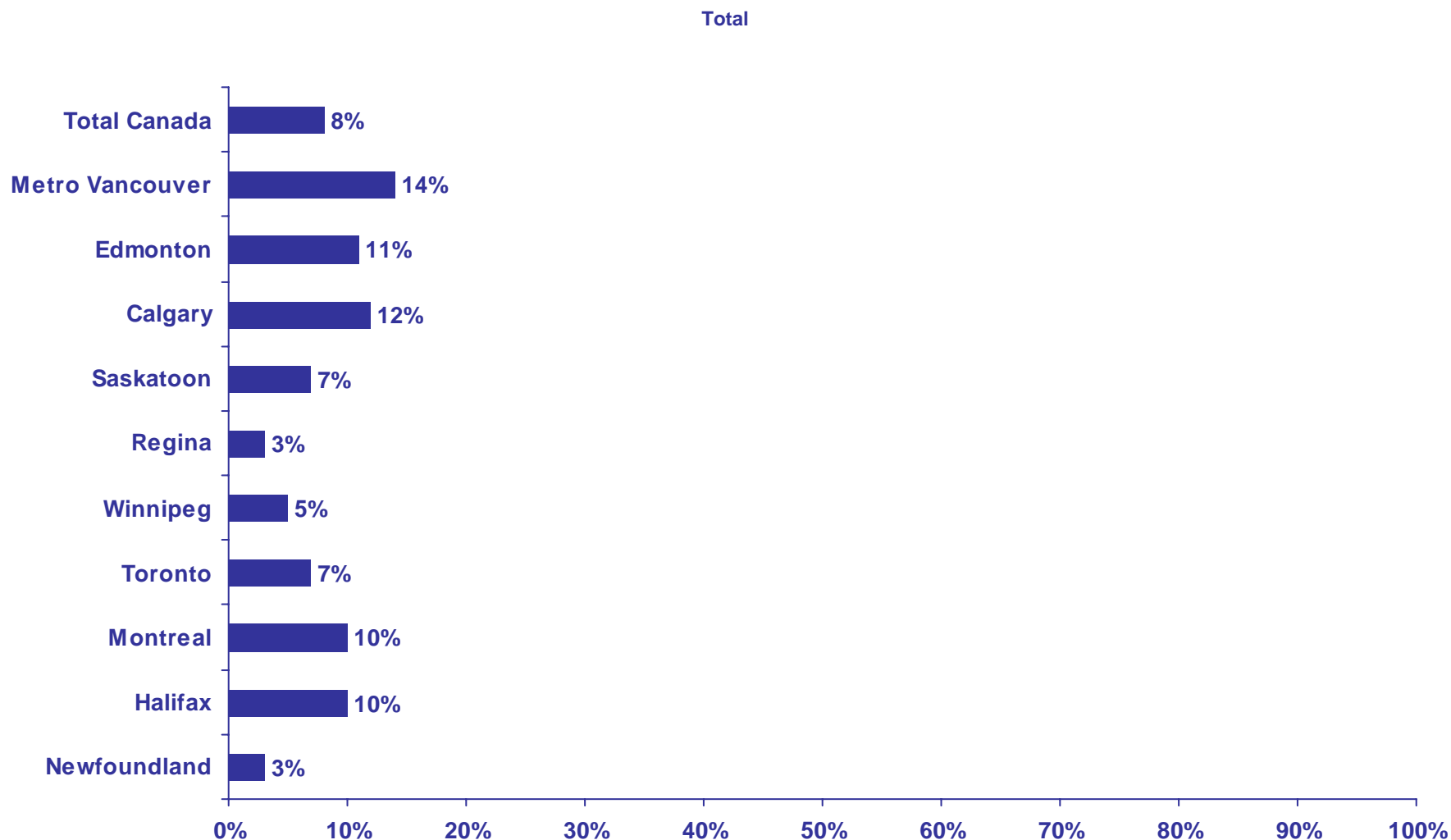


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All respondents n=4,393



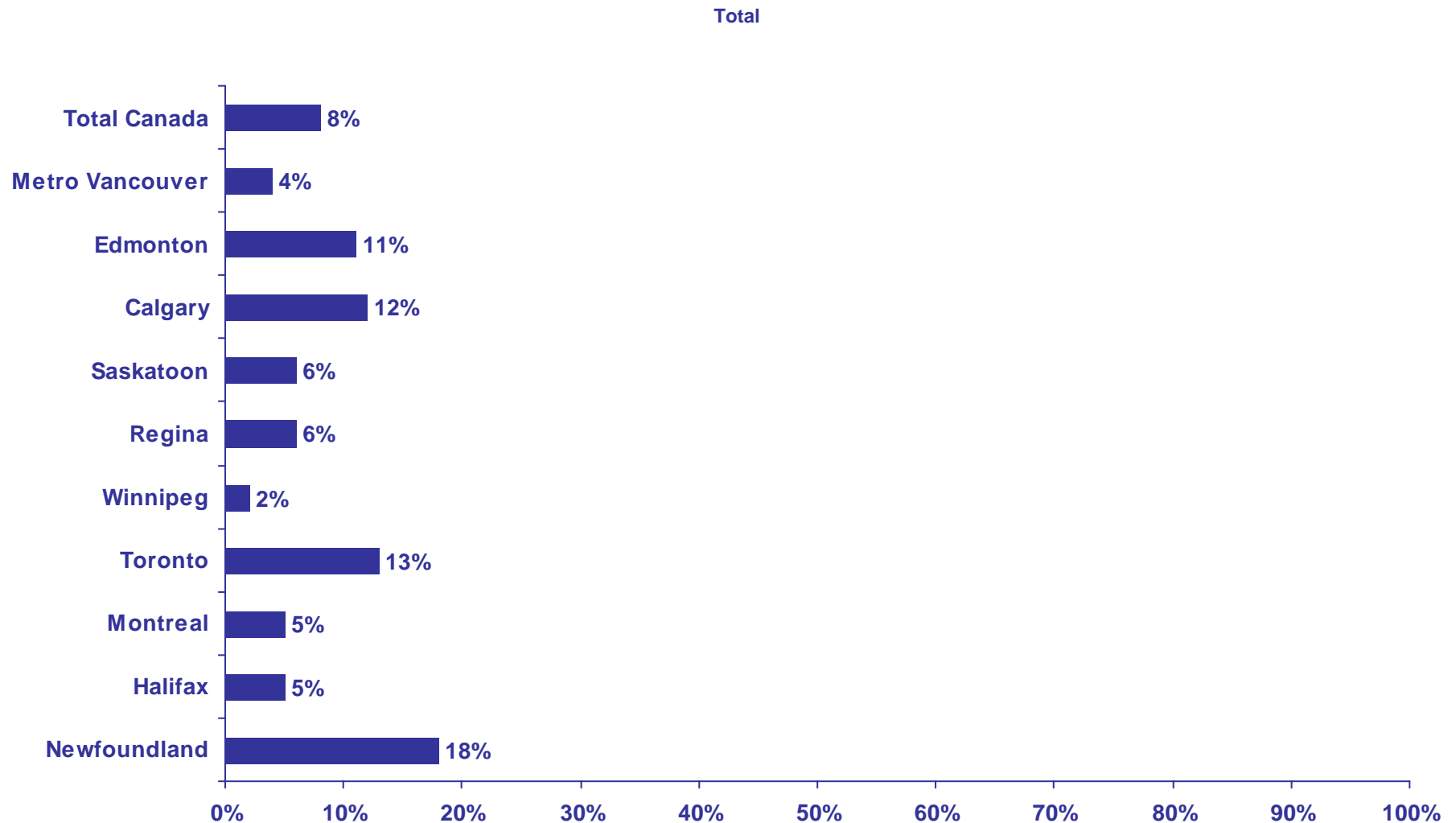
4th Top Issue - Transportation



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

5th Top Issue – The Economy

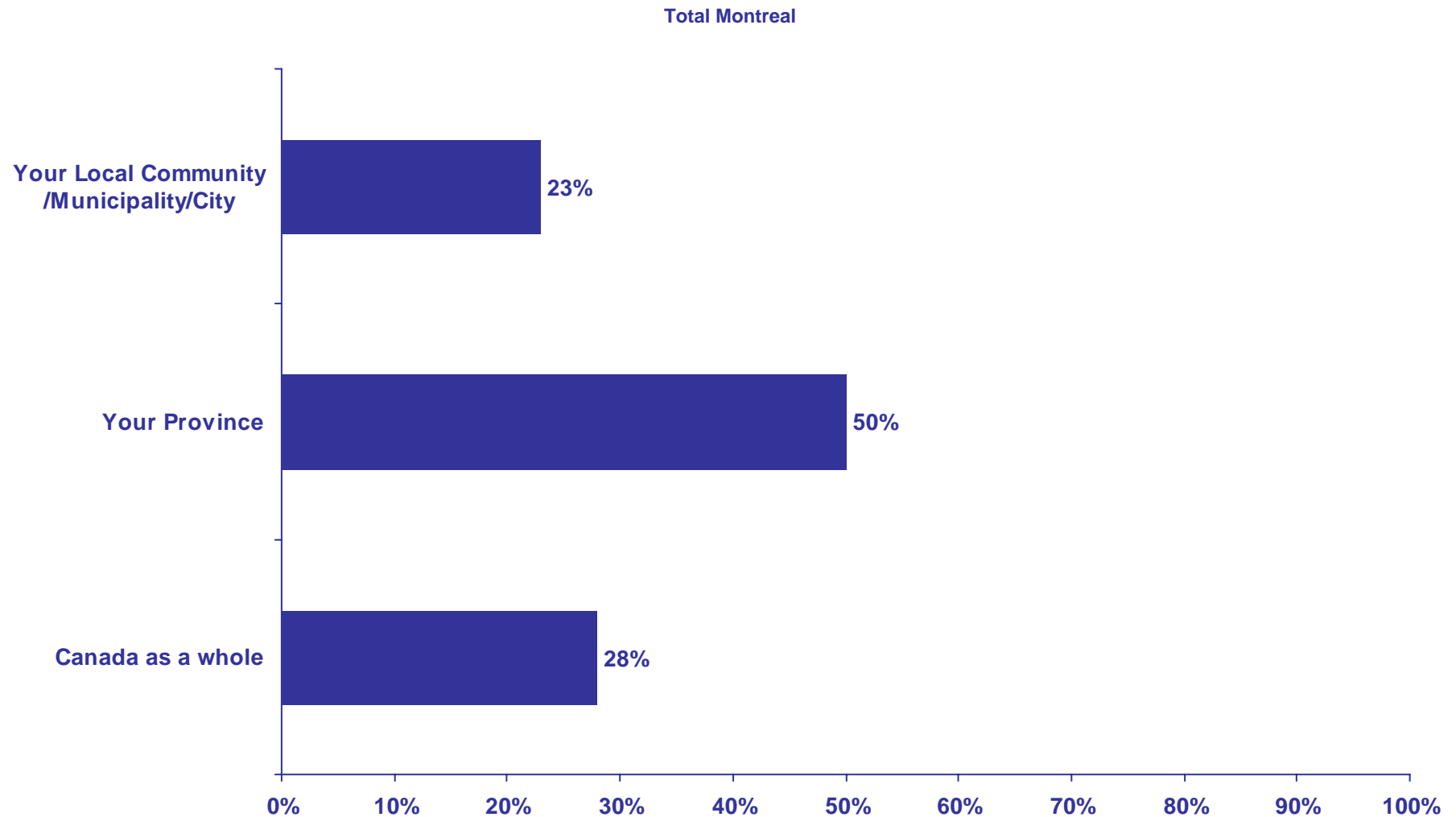


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All respondents n=4,393

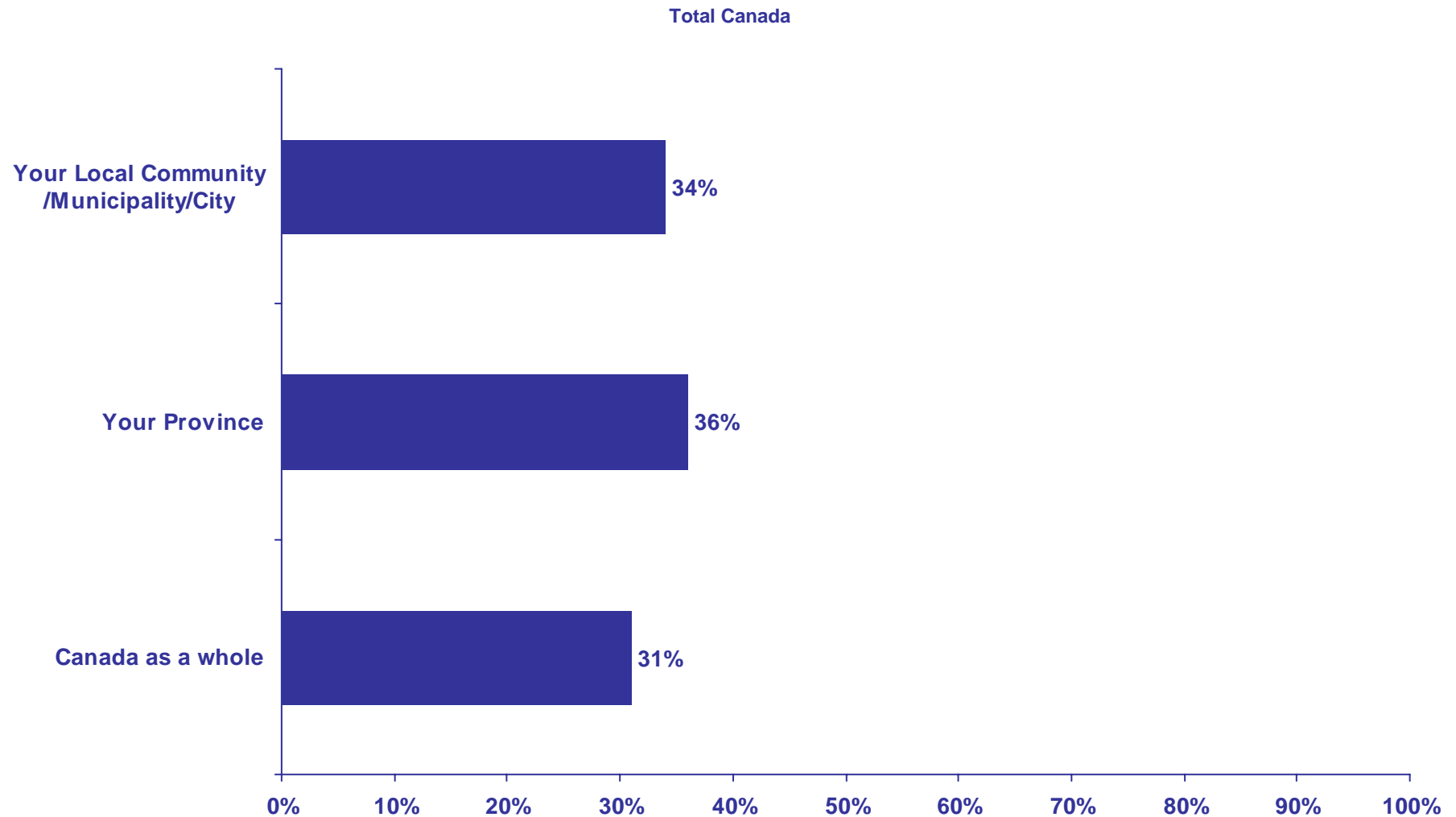
2. Geographic Identity

Overall – Geographic Group Most Identify With



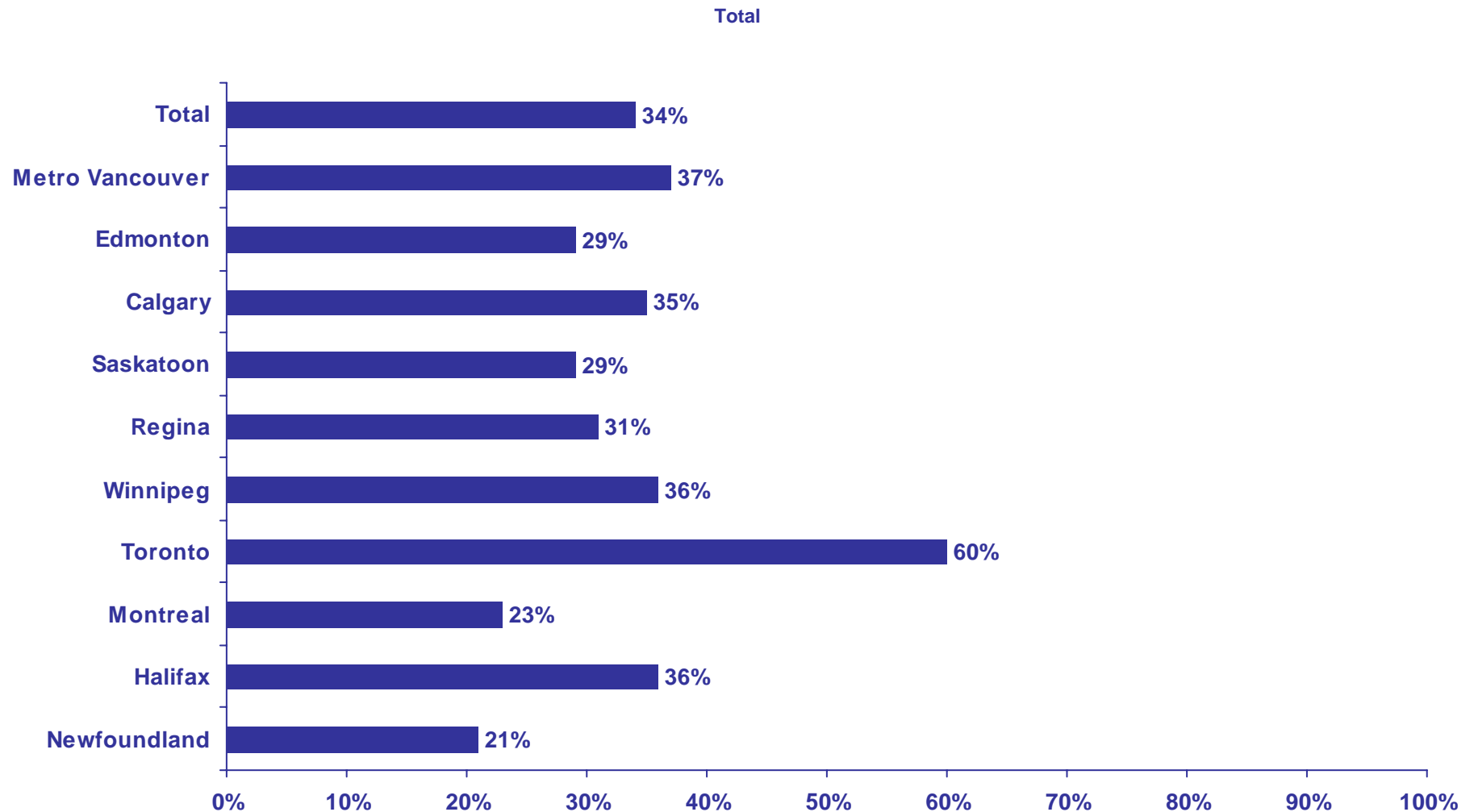
2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it...
Base: All Montreal Respondents n=443

Overall – Geographic Group Most Identify With



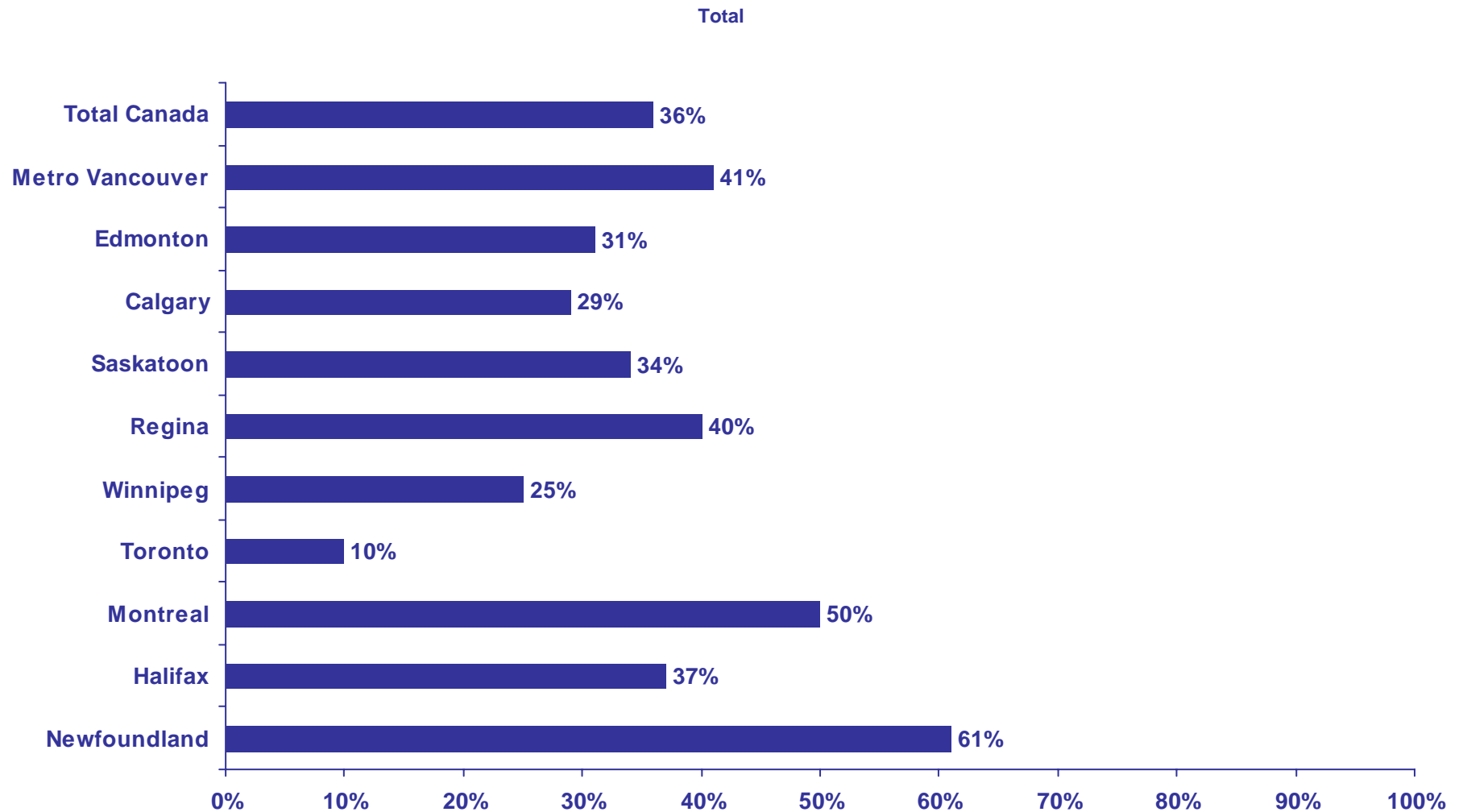
2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it...
Base: All respondents n=4,393

Your Local Community / Municipality / City



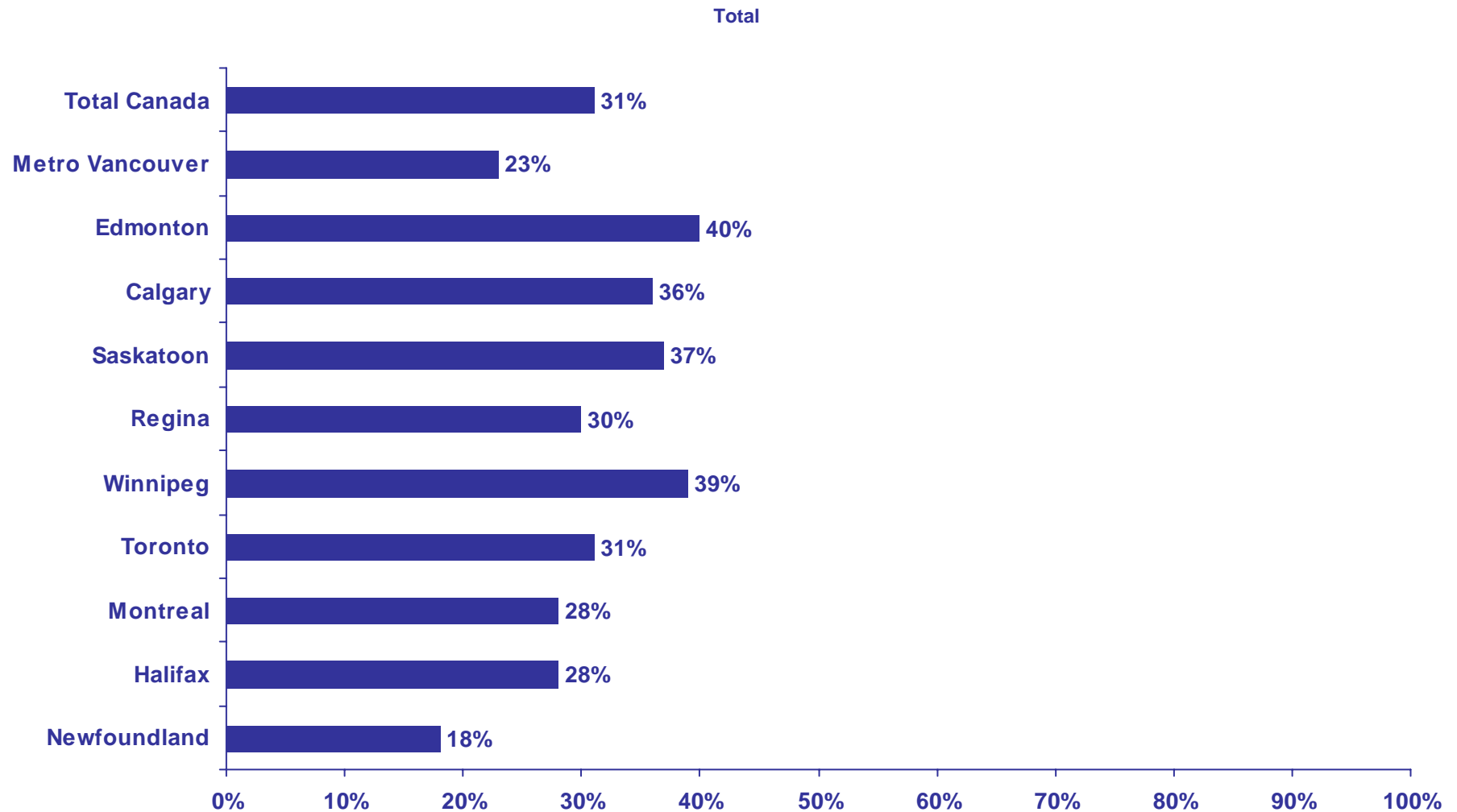
2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it...
Base: All respondents n=4,393

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

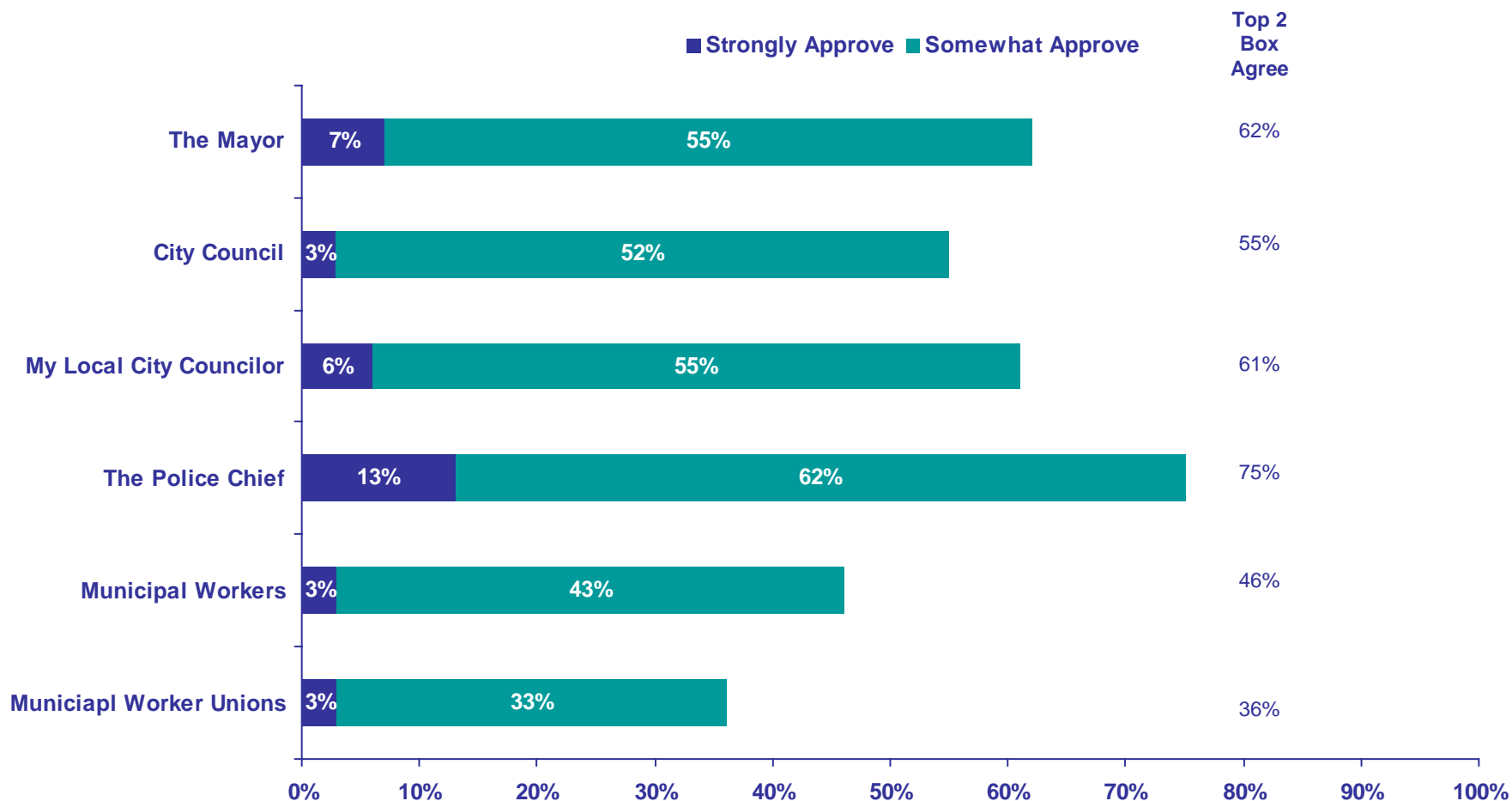


2. Now, people often feel a specific sense of geographic identity attachment. Which of these geographic groups would you say you most identify with. Is it...
Base: All respondents n=4,393

3. Overall Performance of City



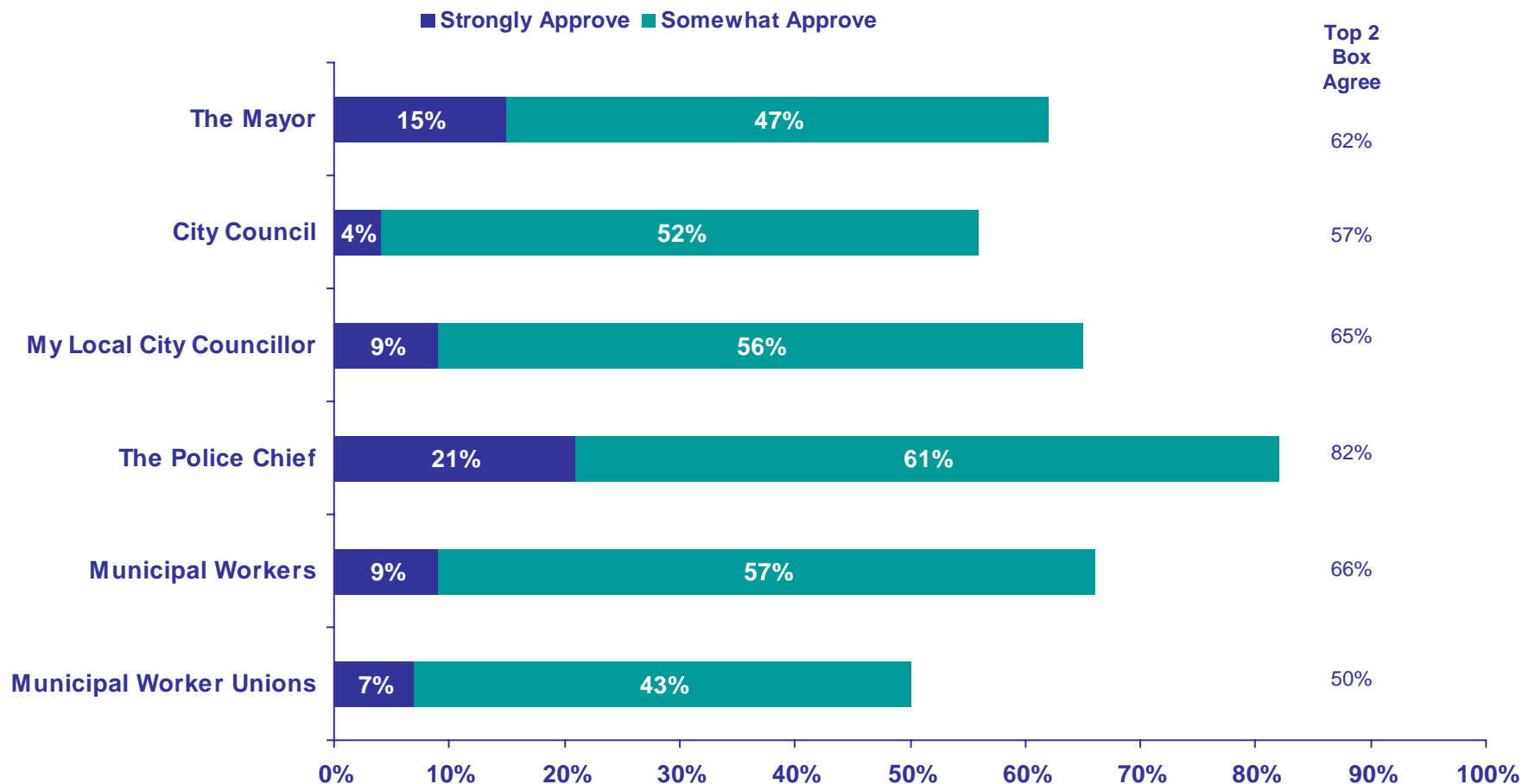
Overall – Level of Approval of the Following – Total Montreal



3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
Base: All Montreal Respondents n=443

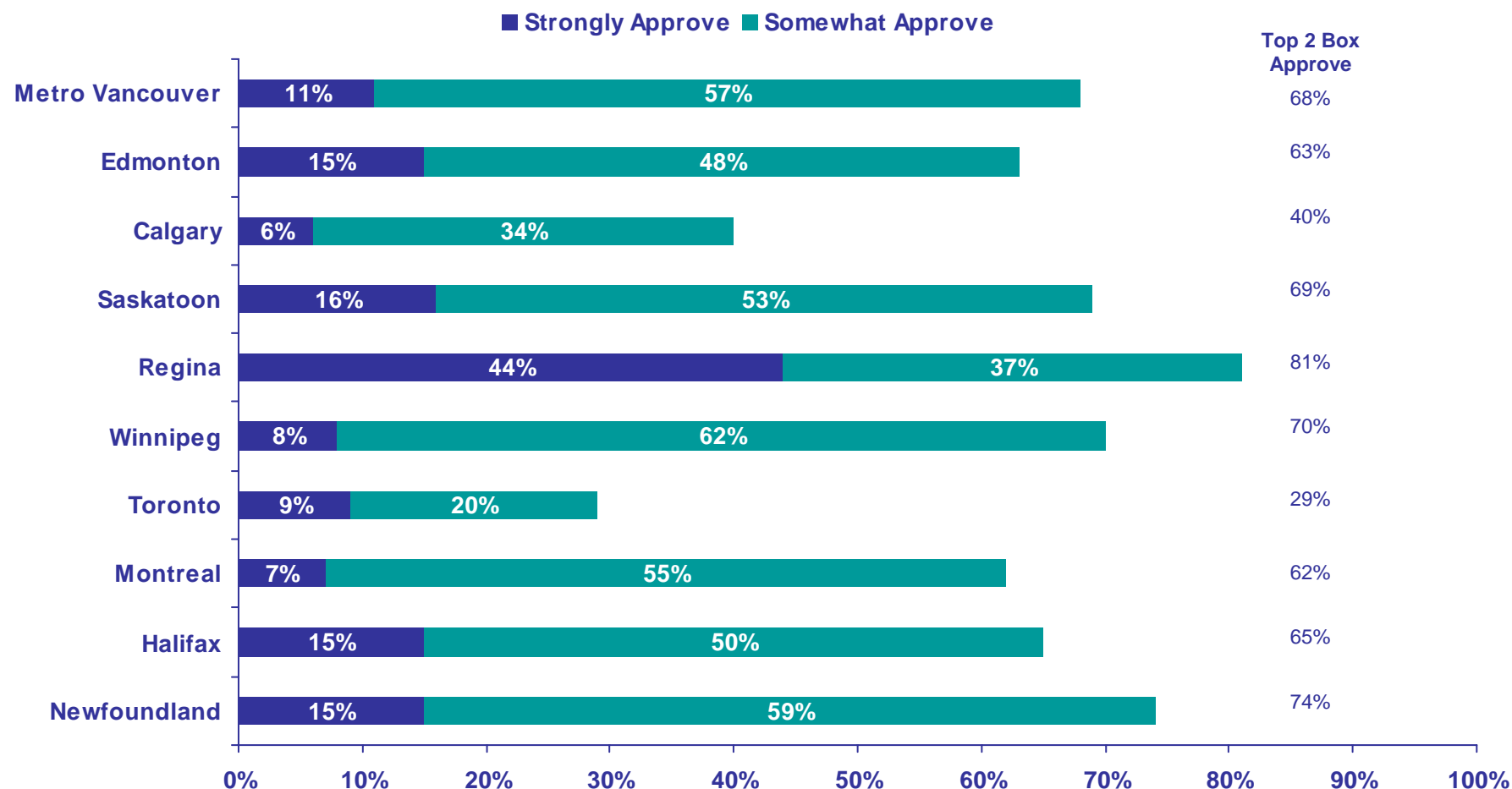


Overall – Level of Approval of the Following – Total Canada



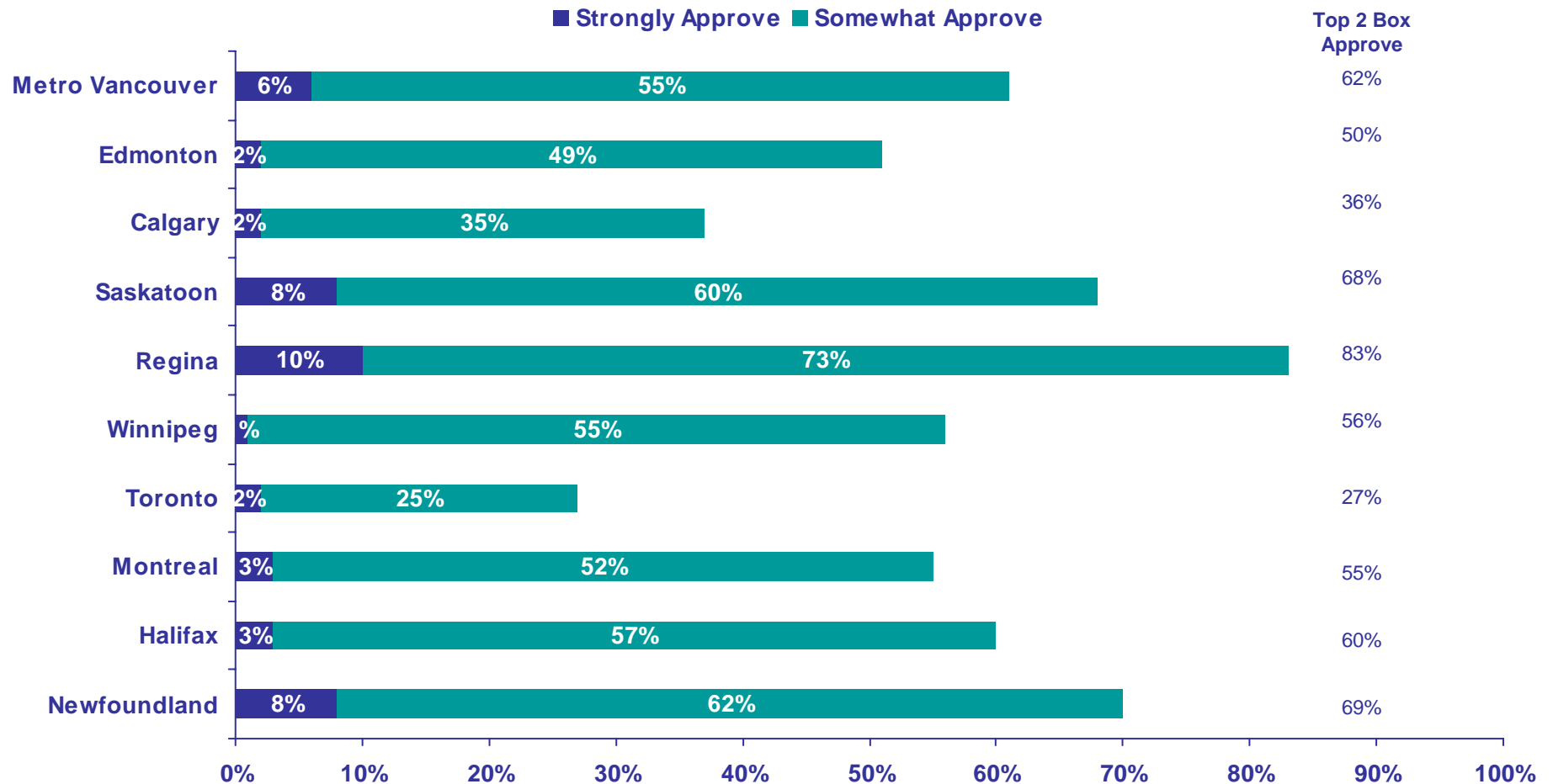
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
Base: All respondents n=4,393

Level of Approval of The Mayor



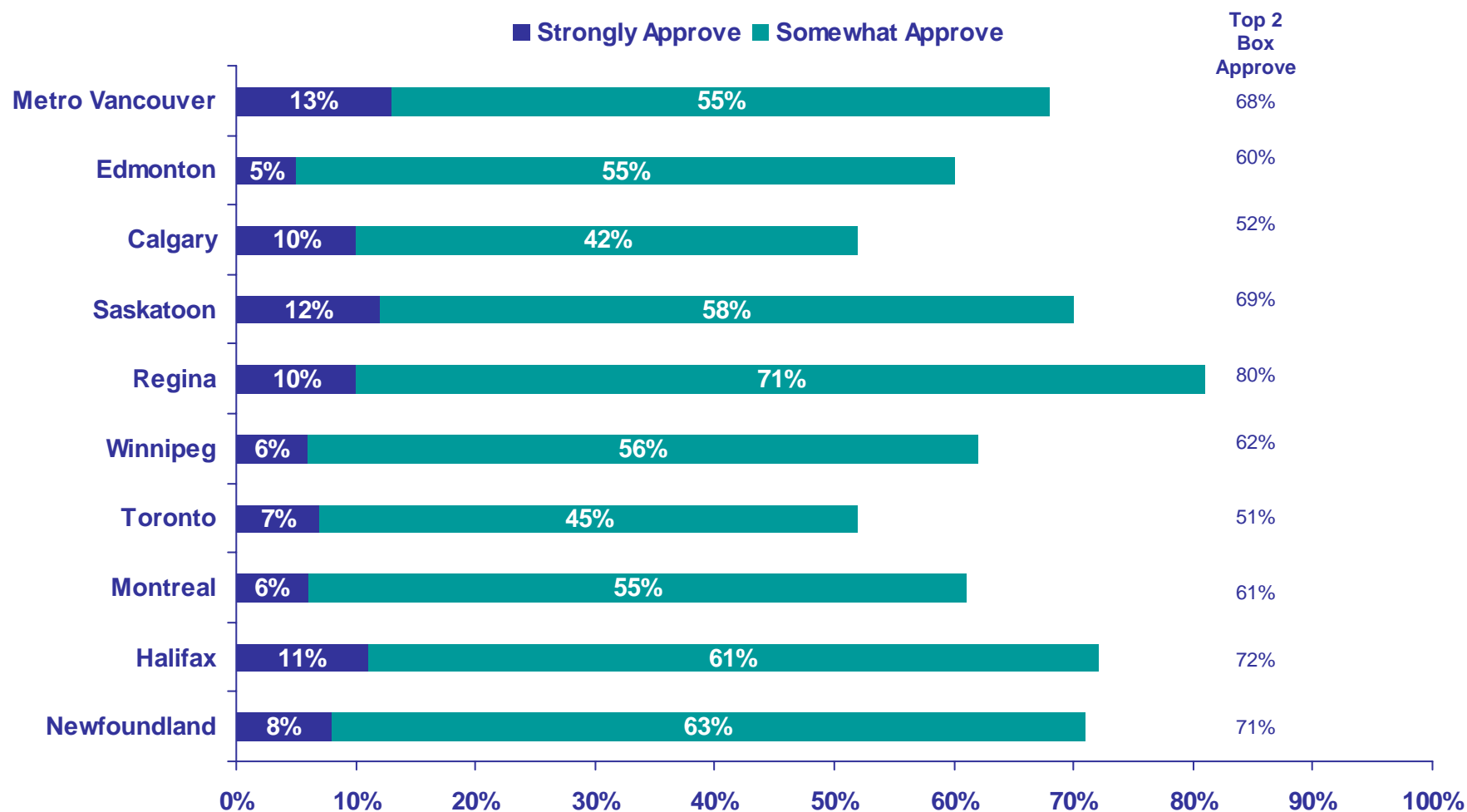
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
Base: All respondents n=4,393

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

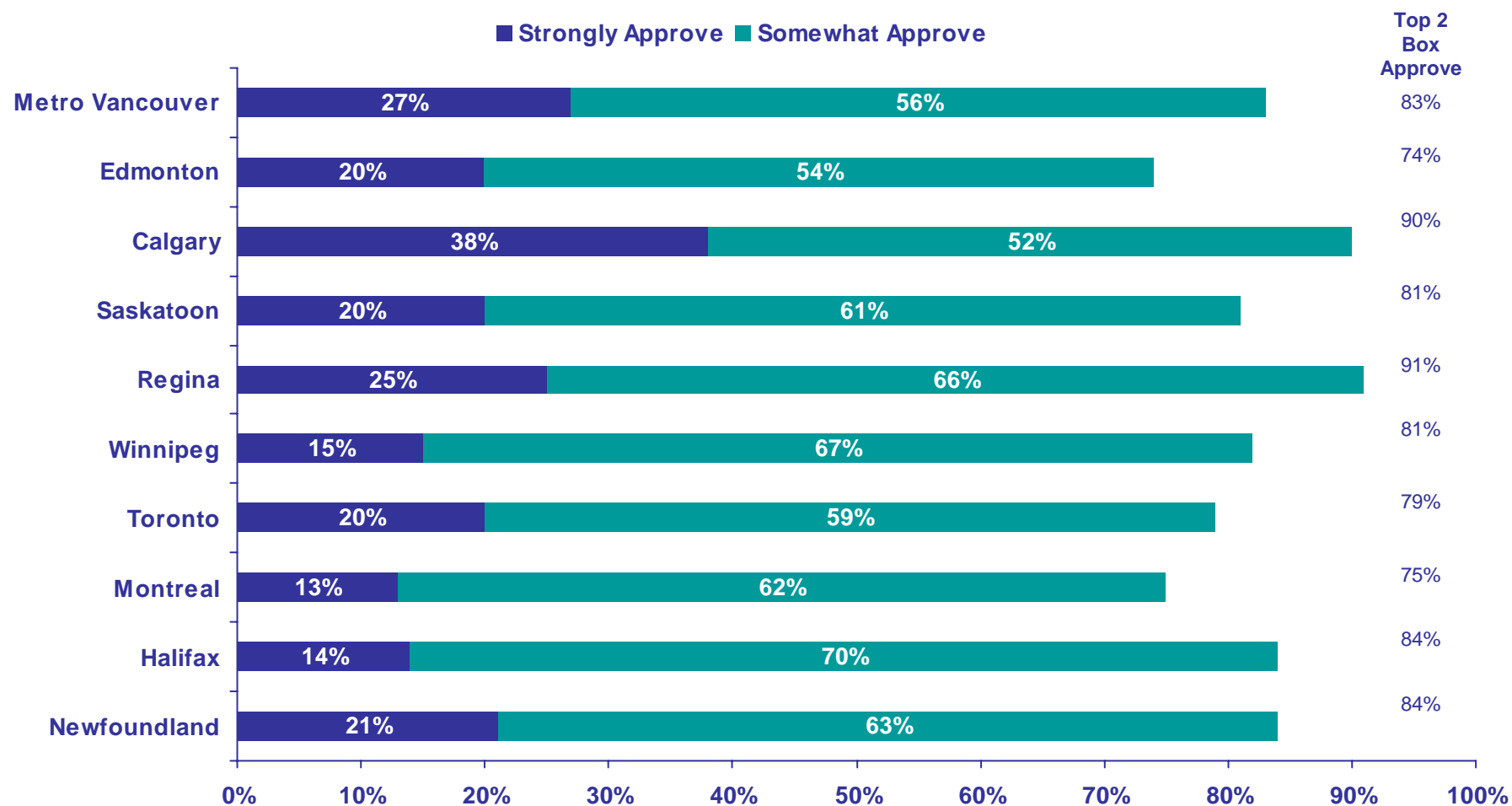
Level of Approval of My Local City Councilor



3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?

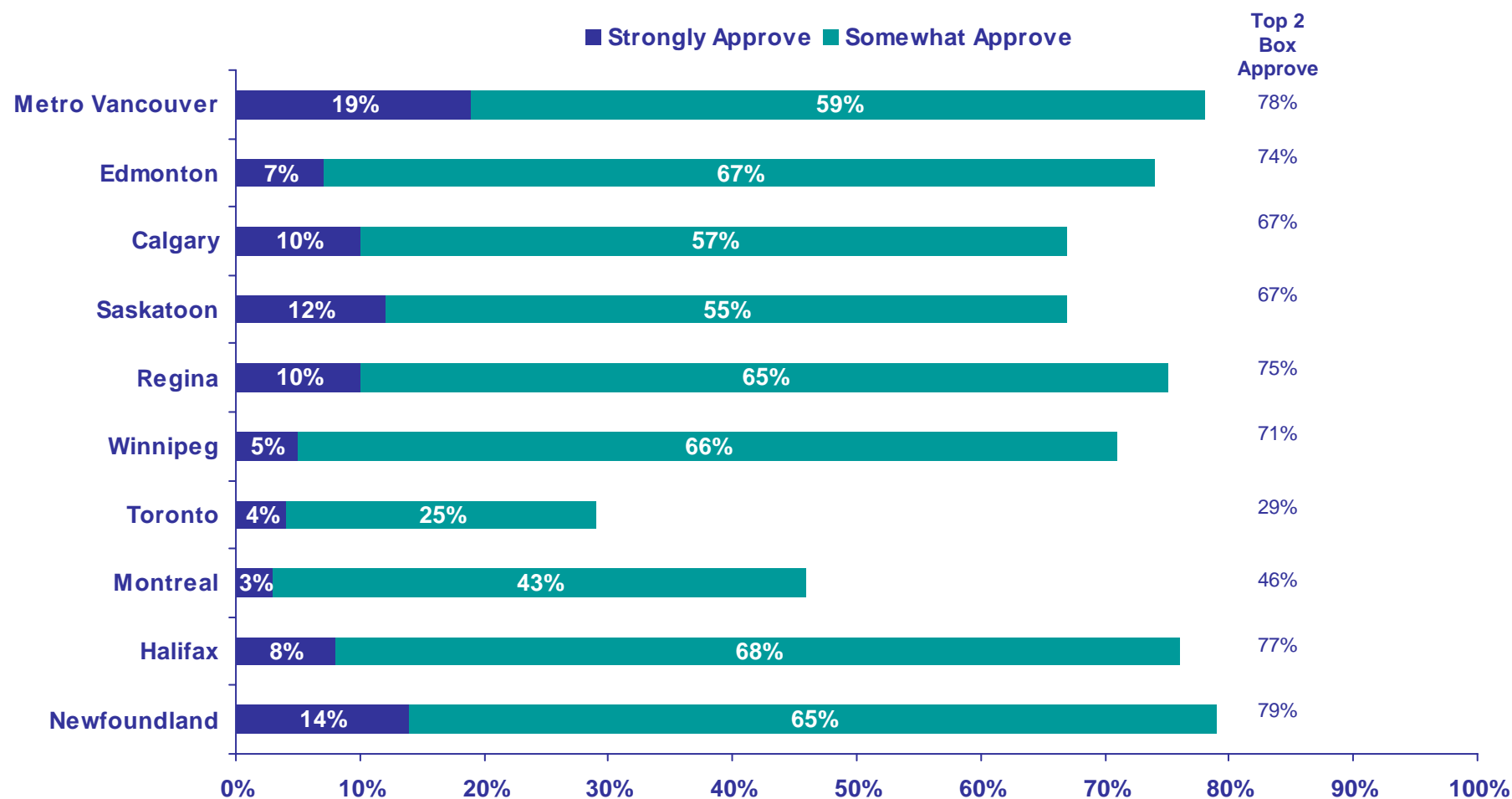
Base: All respondents n=4,393

Level of Approval of The Police Chief



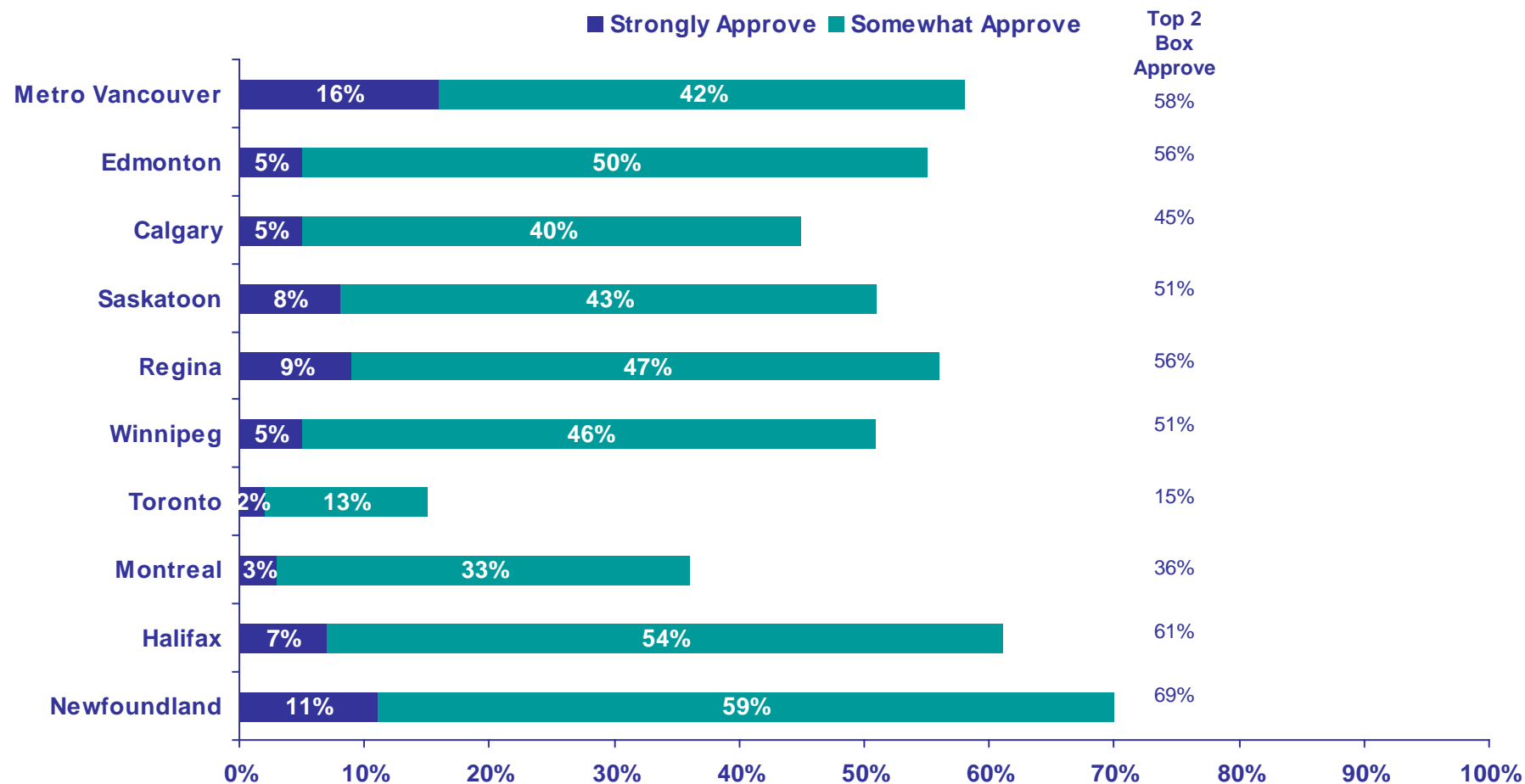
3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
Base: All respondents n=4,393

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

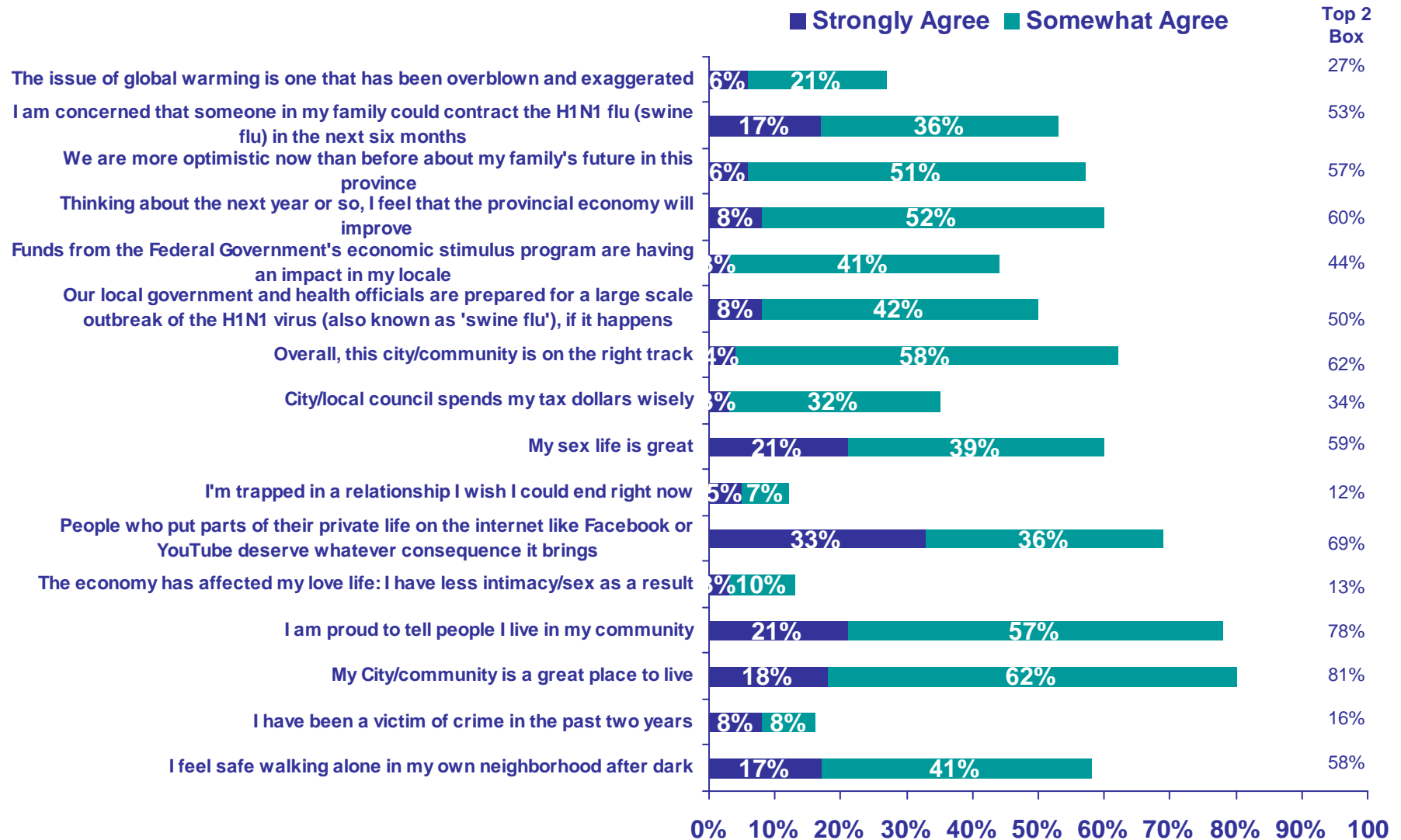
Level of Approval of Municipal Worker Unions



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

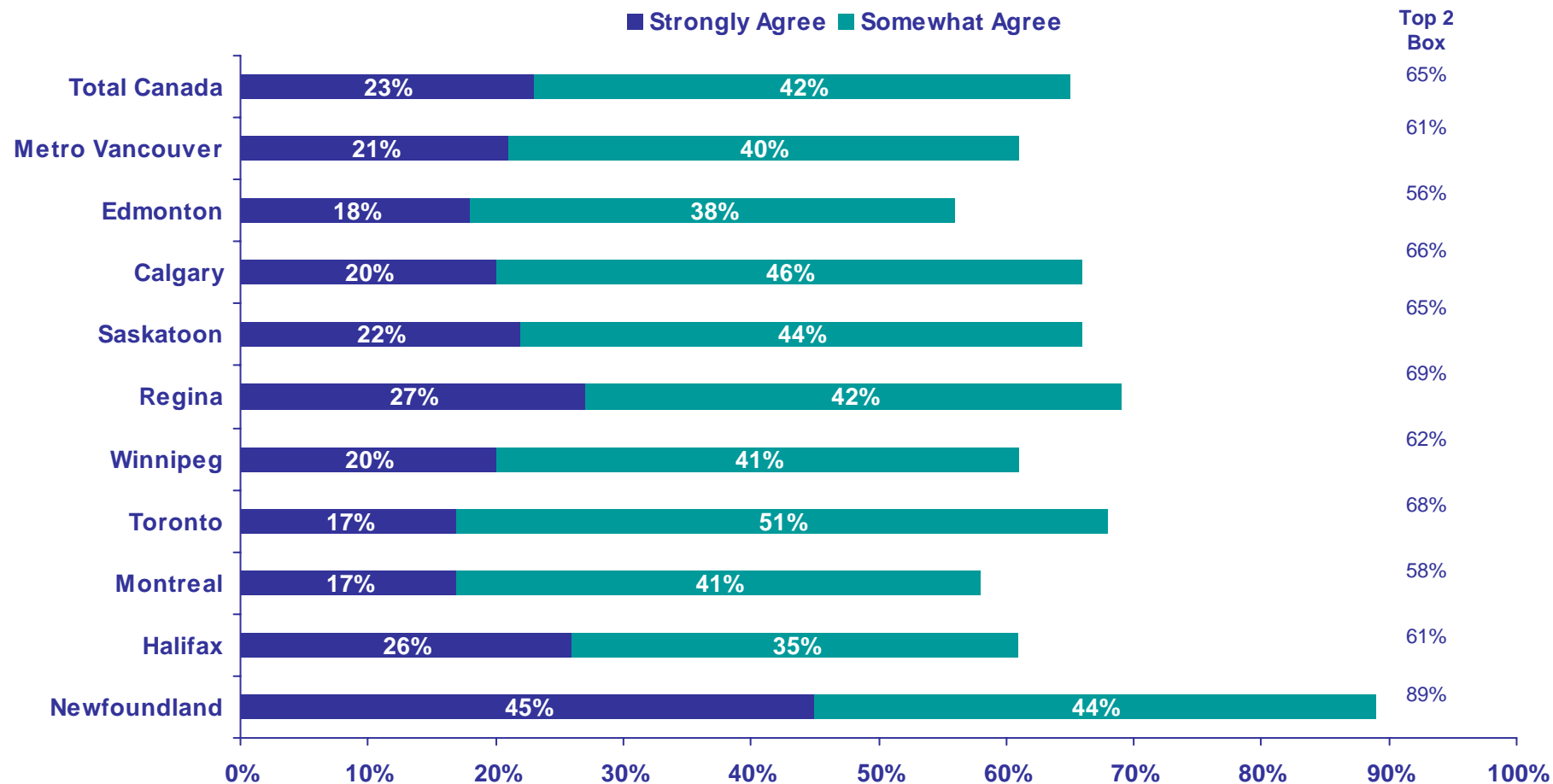
Statements



4. Do you agree or disagree with the following statements?
Base: All Montreal Respondents n=443

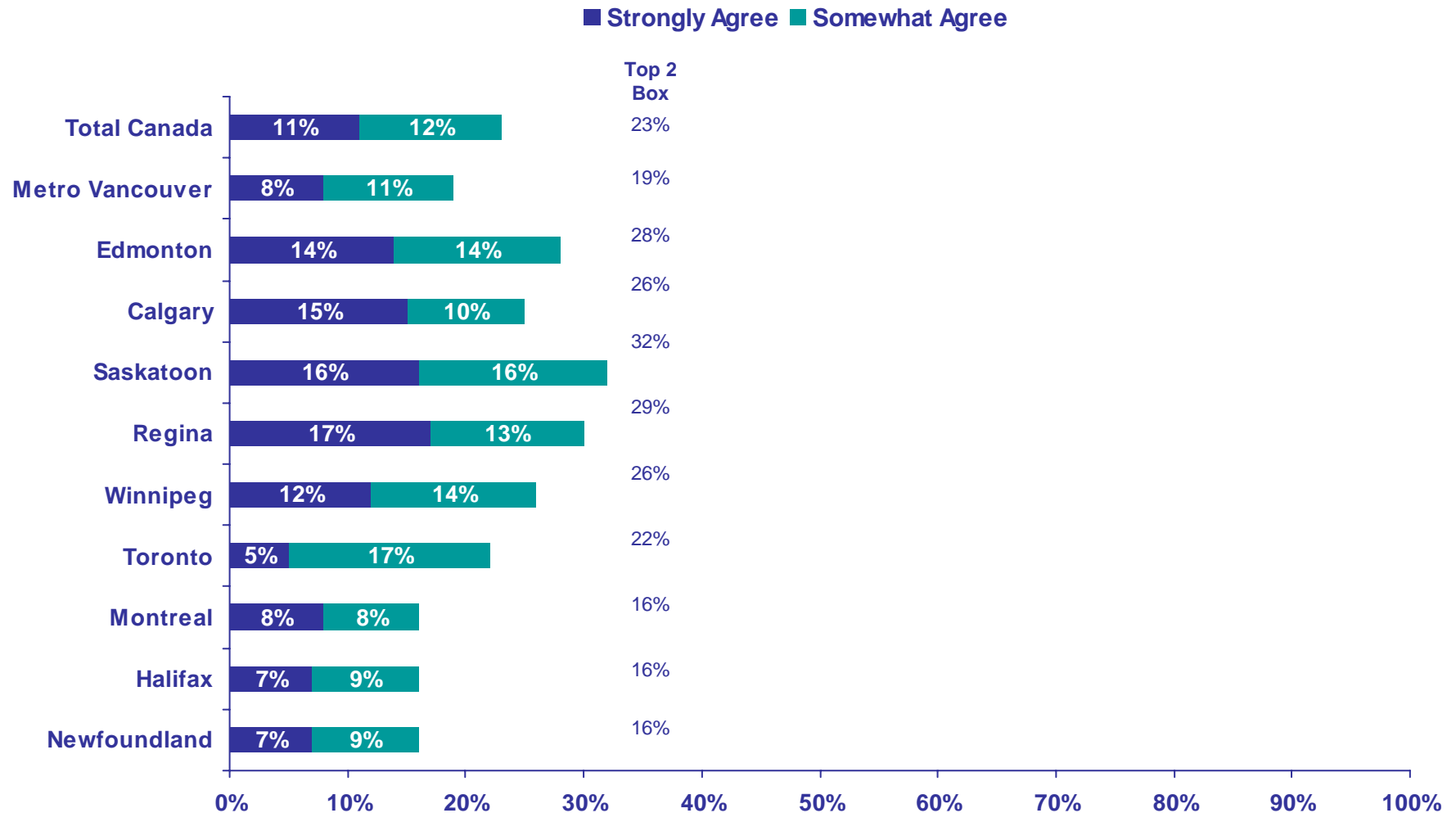


I Feel Safe Walking Alone In My Own Neighborhood After Dark



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

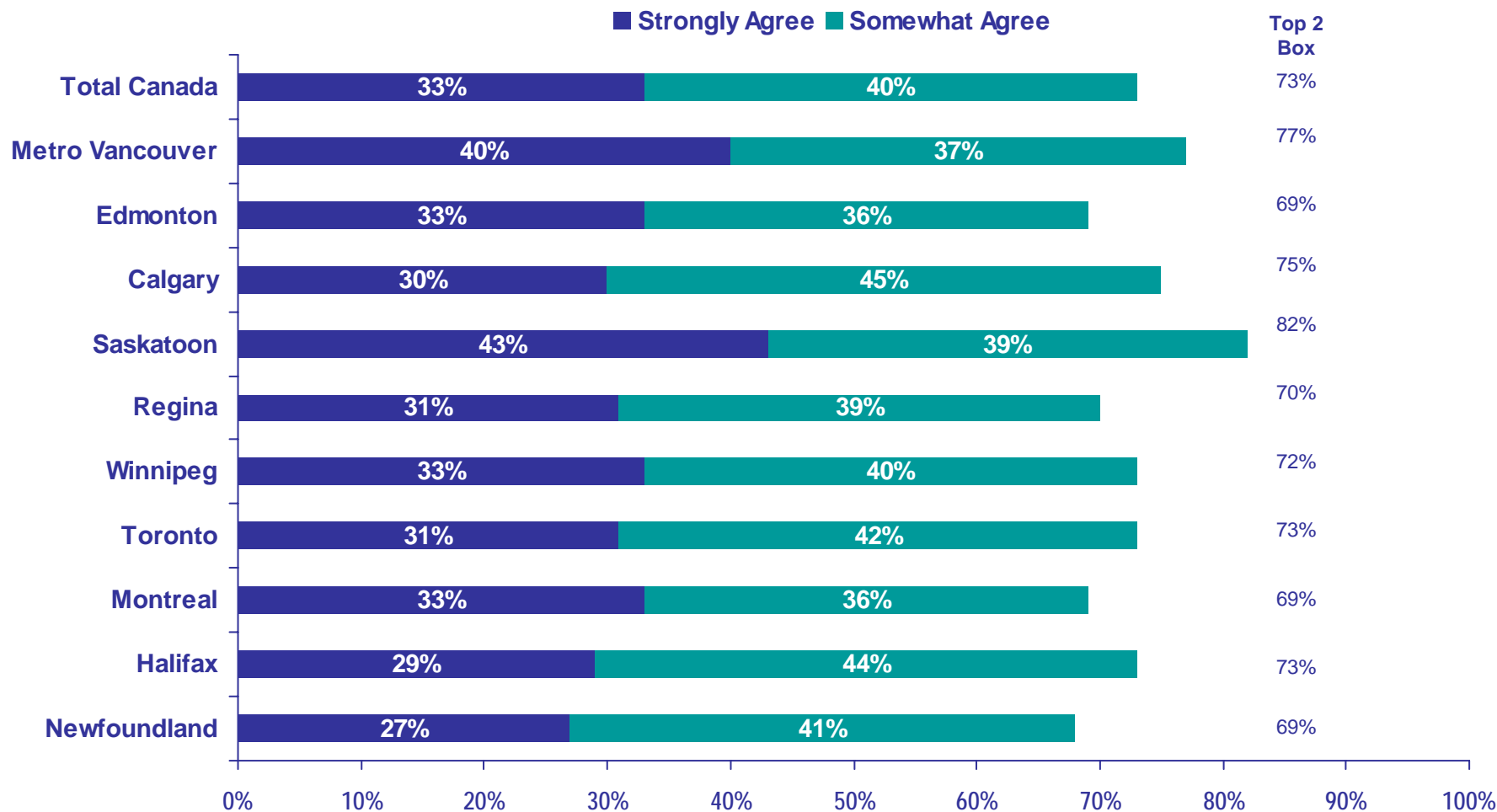
I Have Been A Victim Of Crime In The Past 2 Years



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

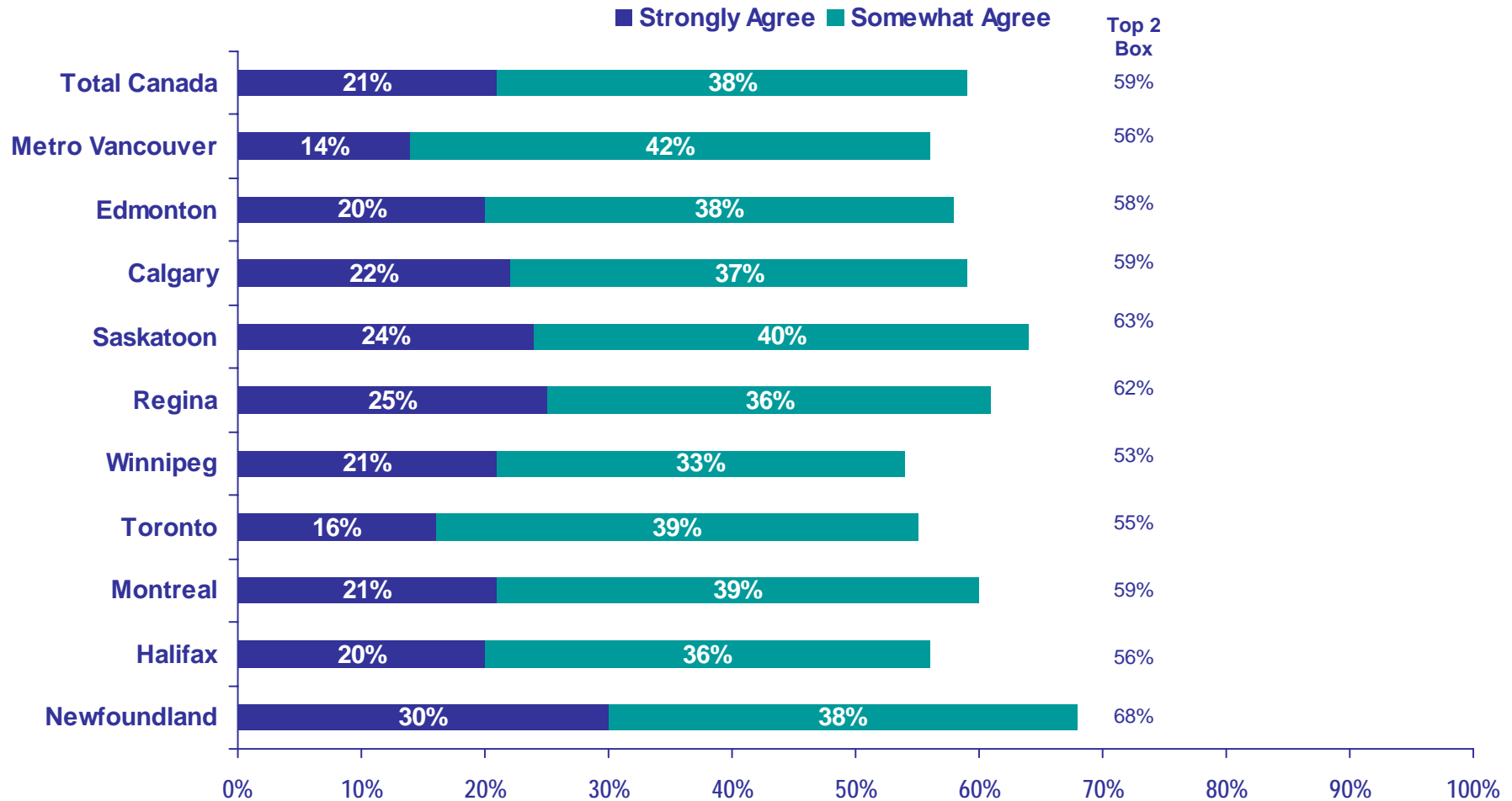


People Who Put Parts Of Their Private Life On The Internet Like Facebook Or YouTube Deserve Whatever Consequence It Brings



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

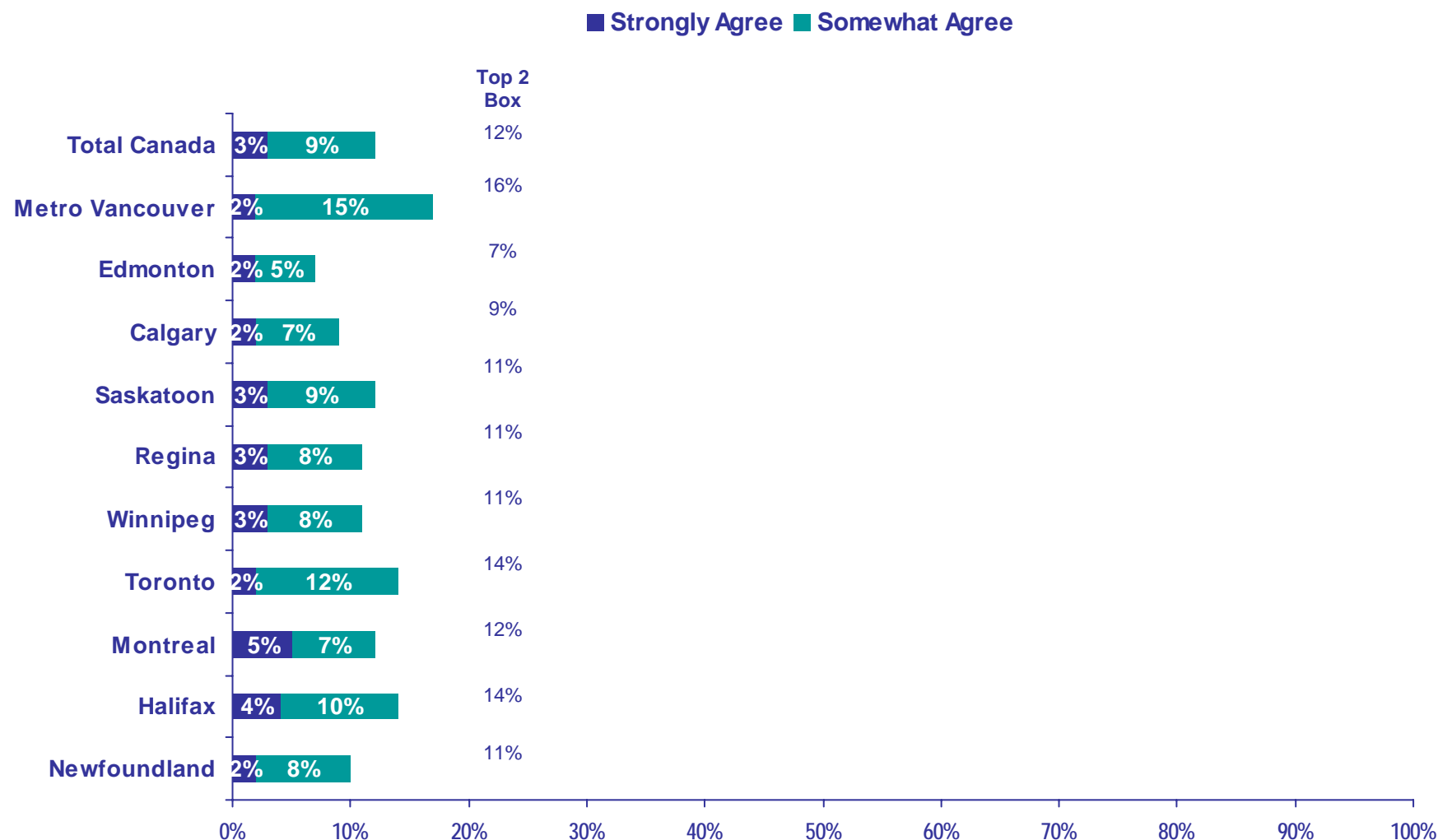
My Sex Life Is Great



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



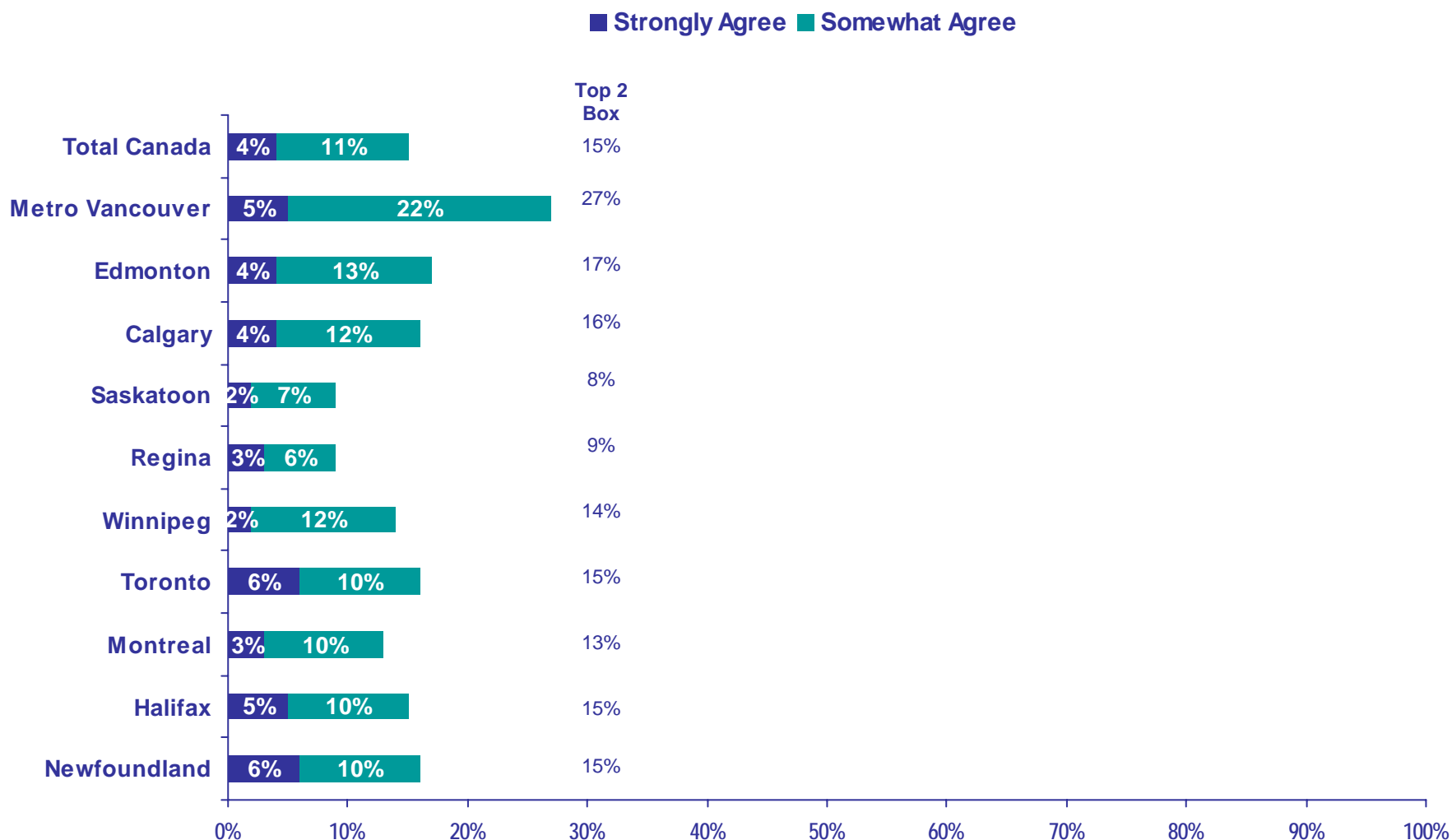
I'm Trapped In A Relationship I Wish I Could End Right Now



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



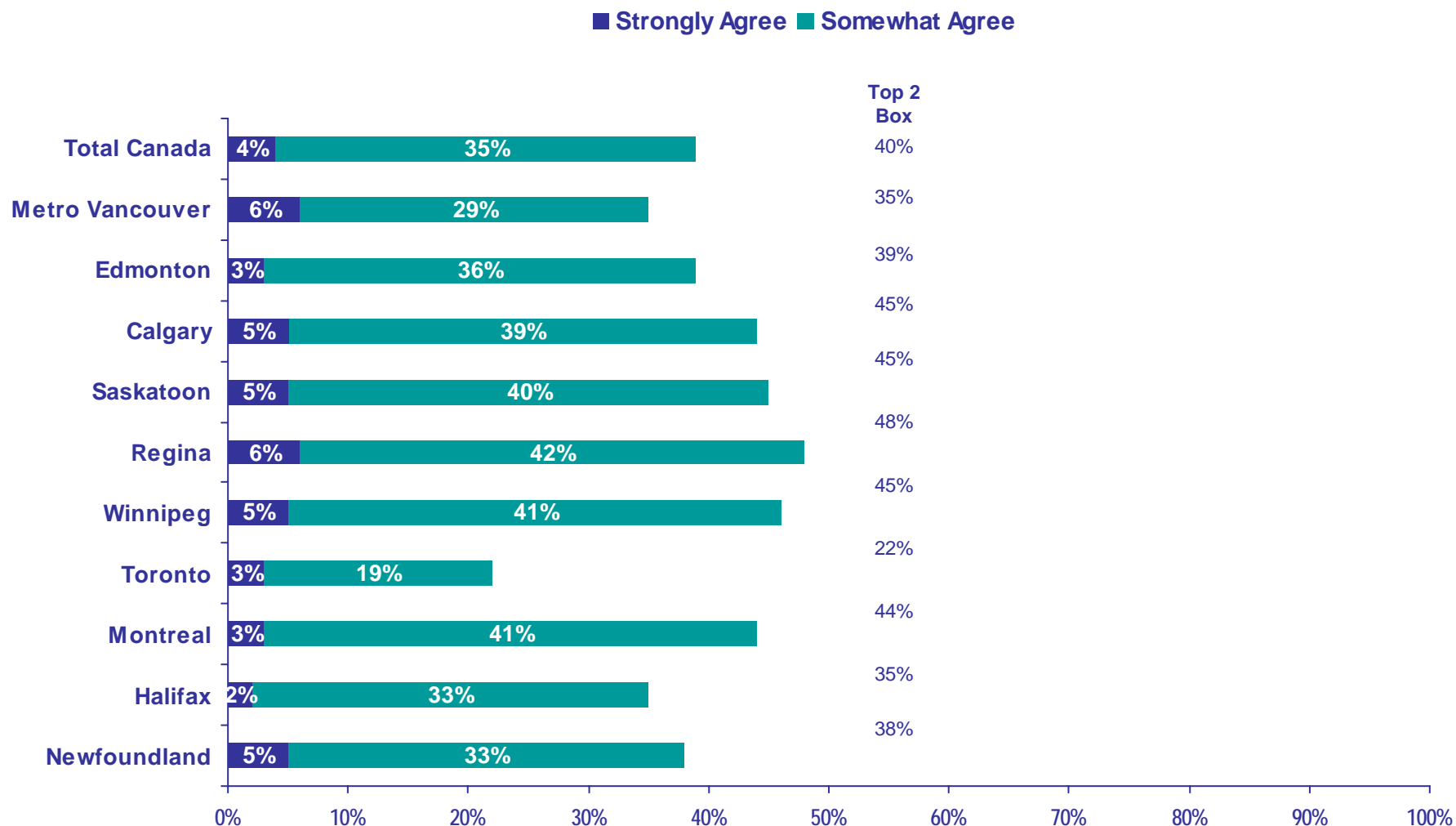
The Economy Has Affected My Love Life; I Have Less Intimacy/Sex As A Result



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



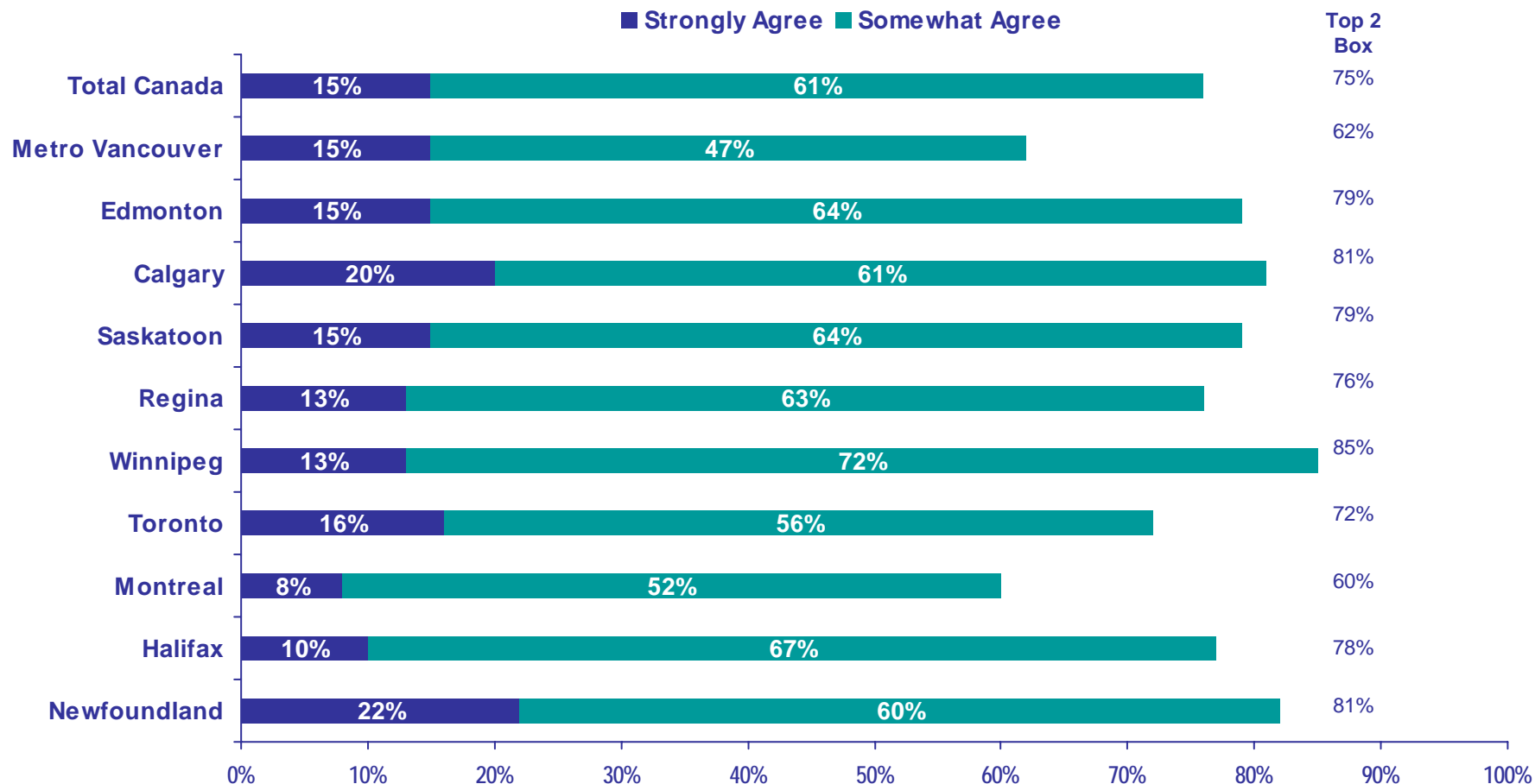
Funds From The Federal Government's Economic Stimulus Program Are Having An Impact In My Locale



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



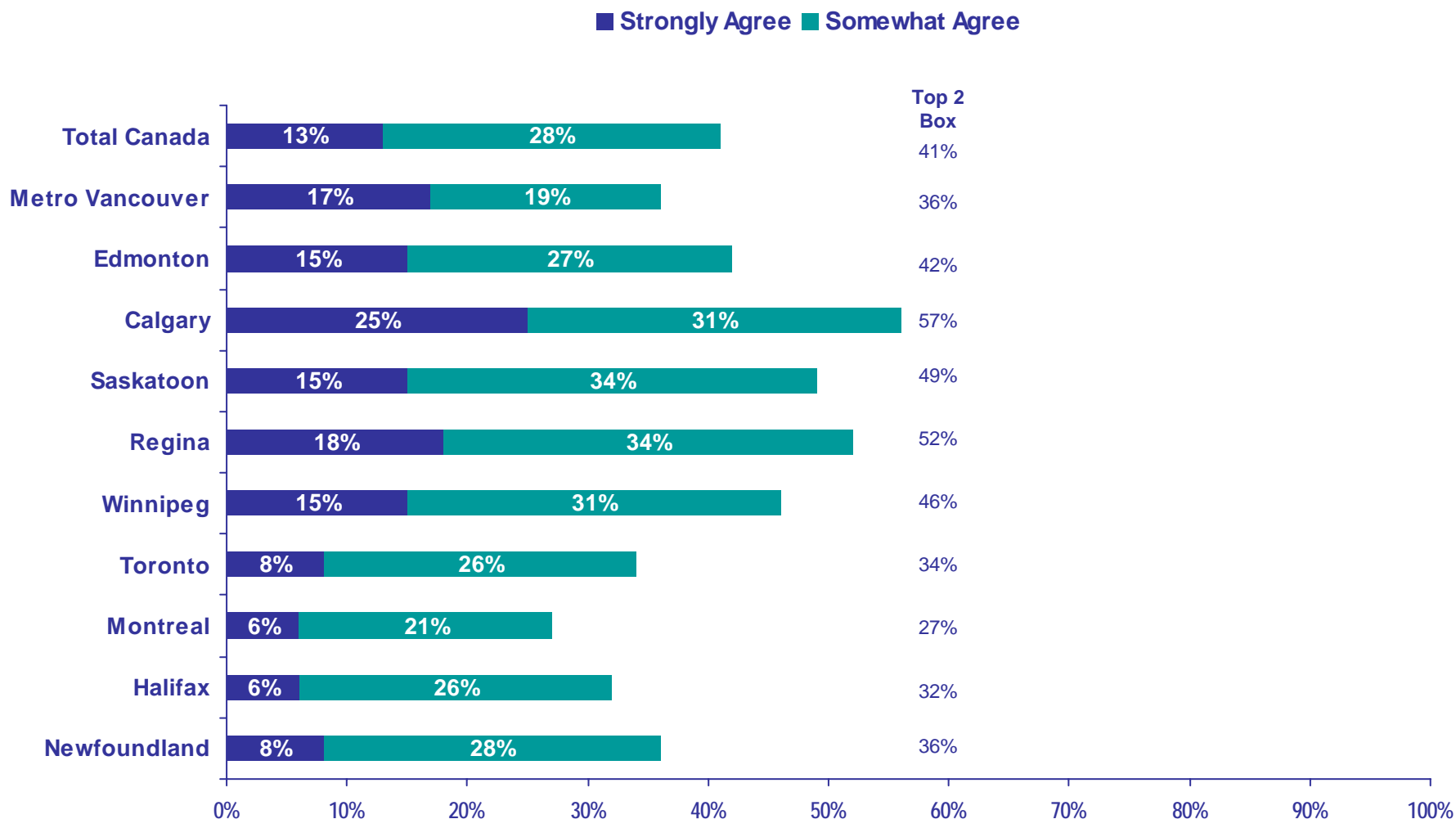
Thinking About The Next Year Or So, I Feel That The Provincial Economy Will Improve



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



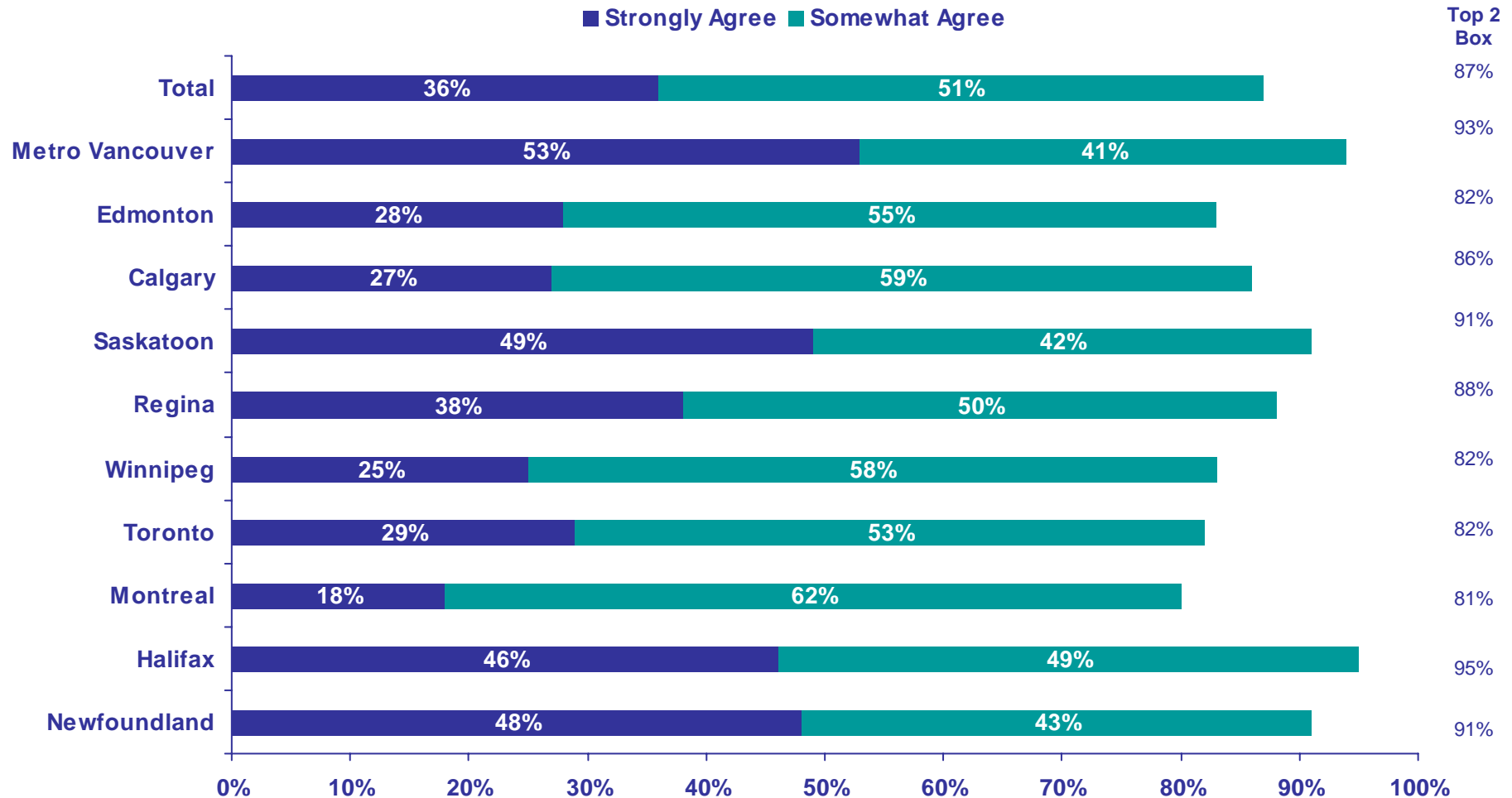
The Issue Of Global Warming Is One That Has Been Overblown And Exaggerated



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

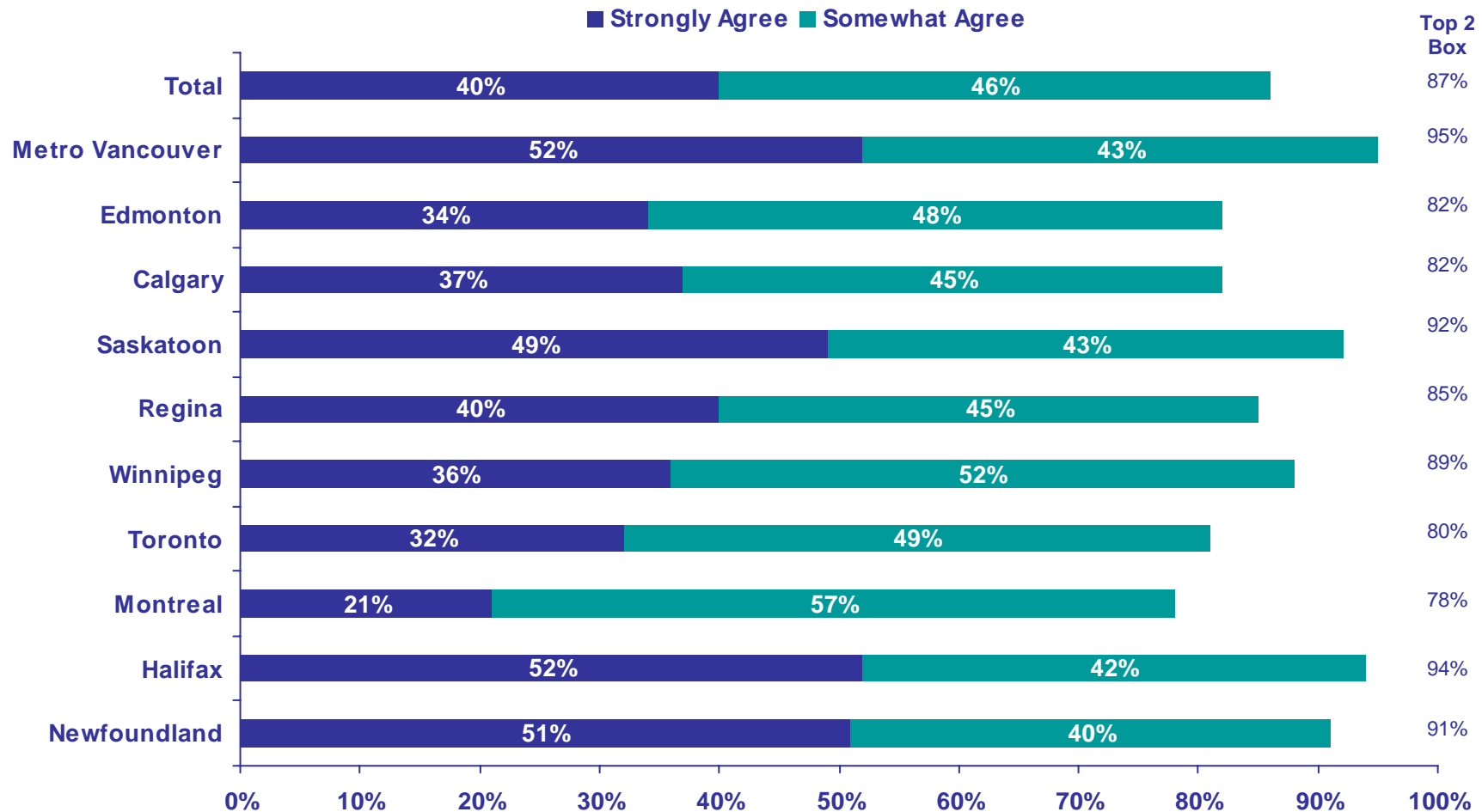


My City/Community Is A Great Place To Live



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

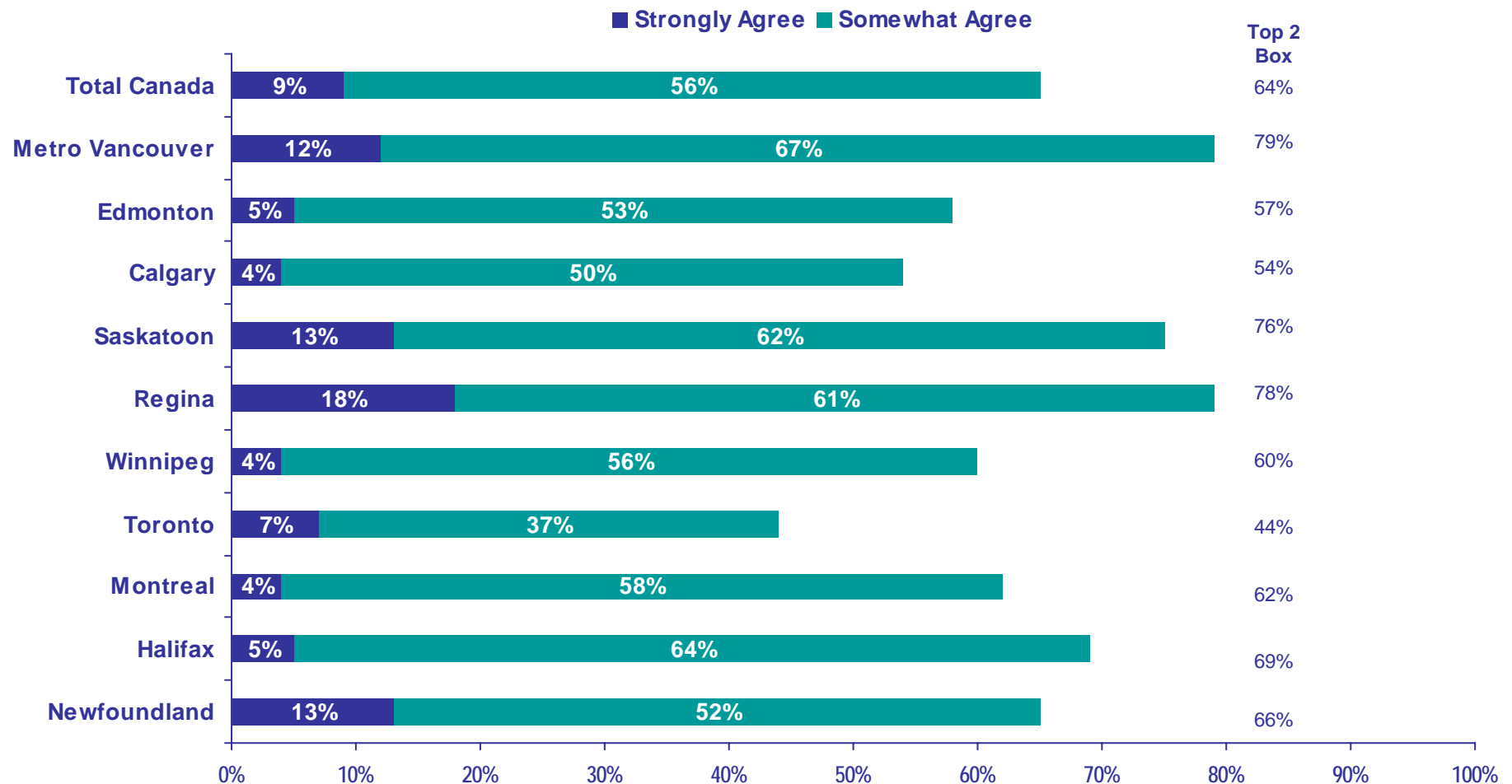
I Am Proud To Tell People I Live In My Community



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

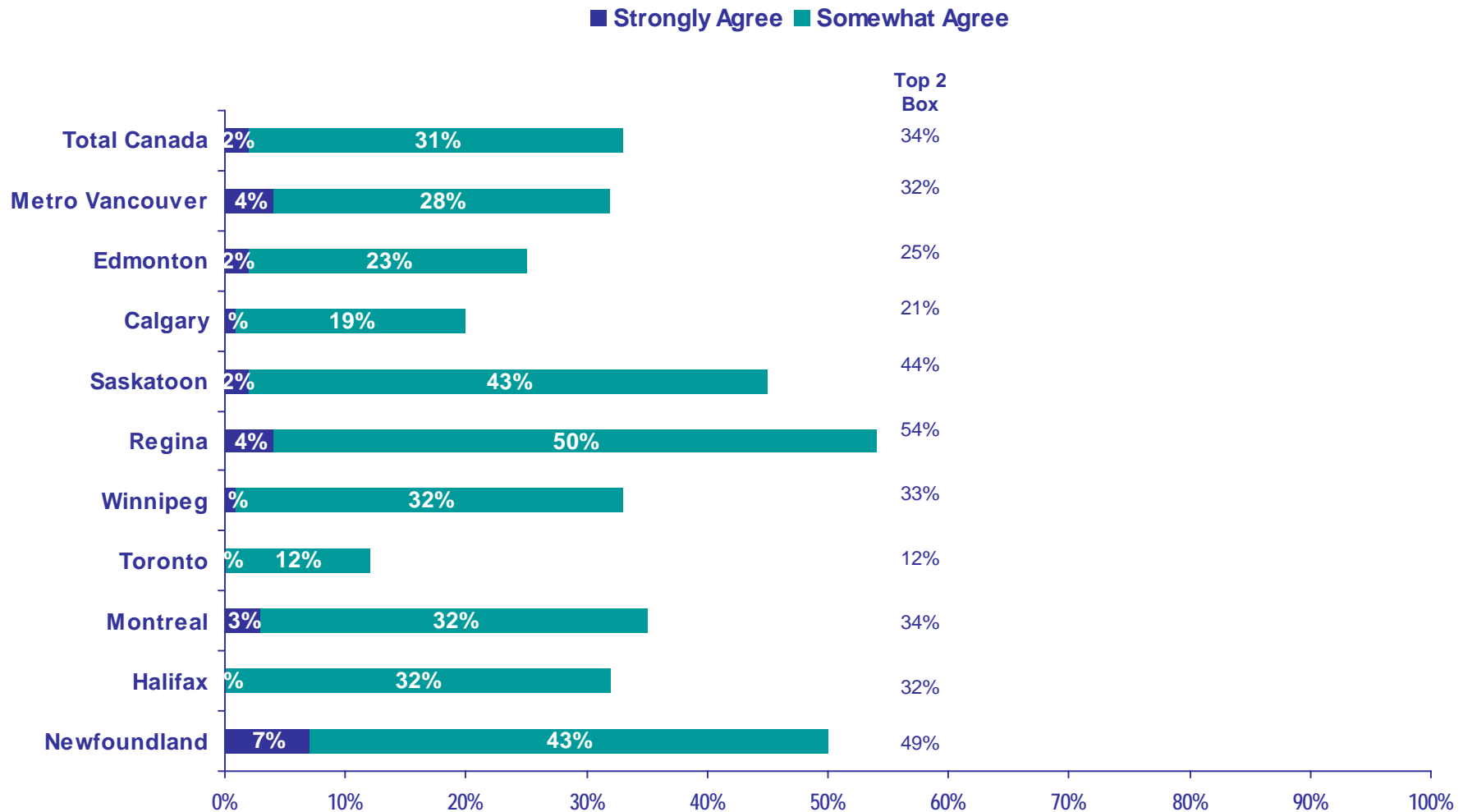


Overall, This City/Community Is On The Right Track



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

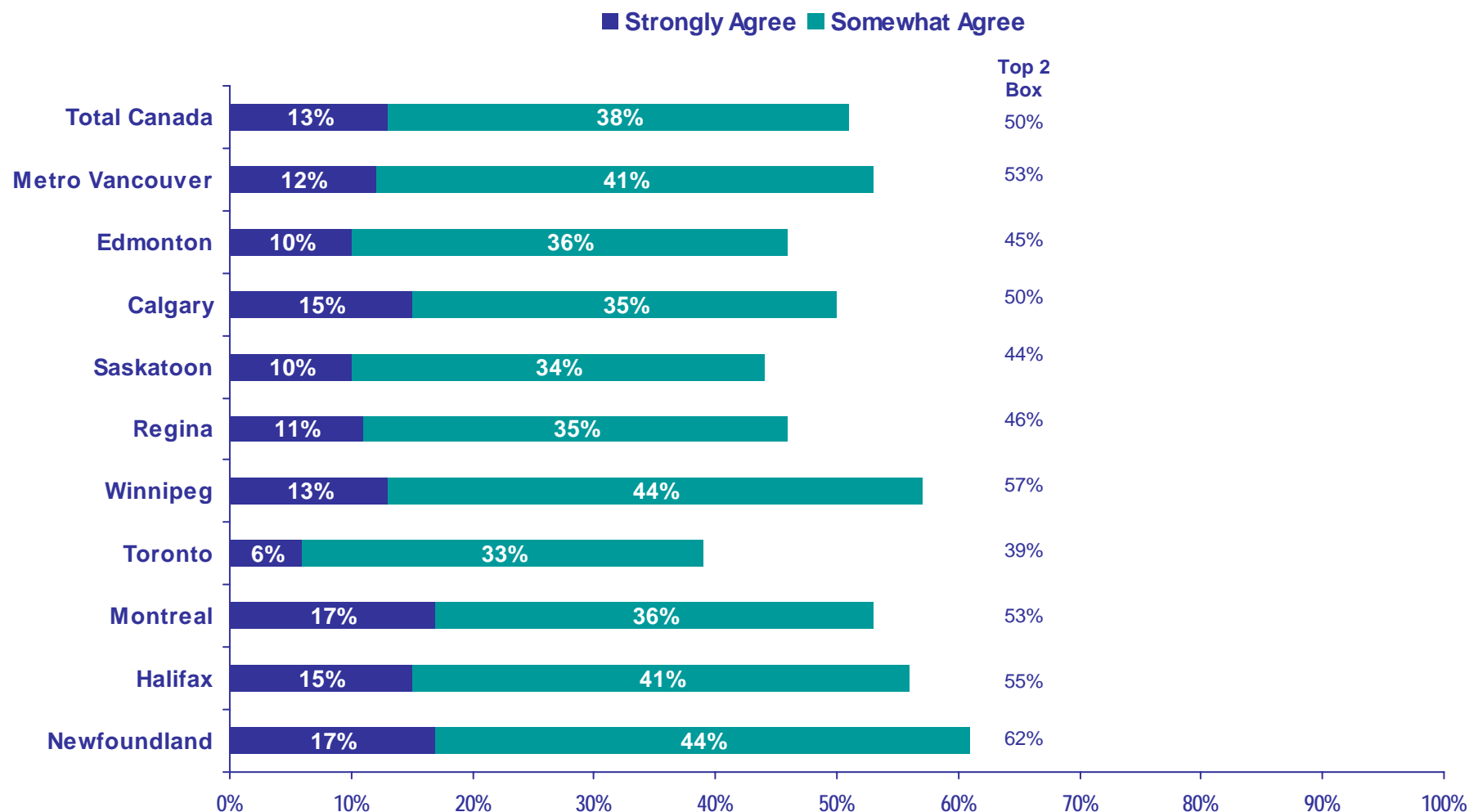
City/Local Council Spends My Tax Dollars Wisely



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



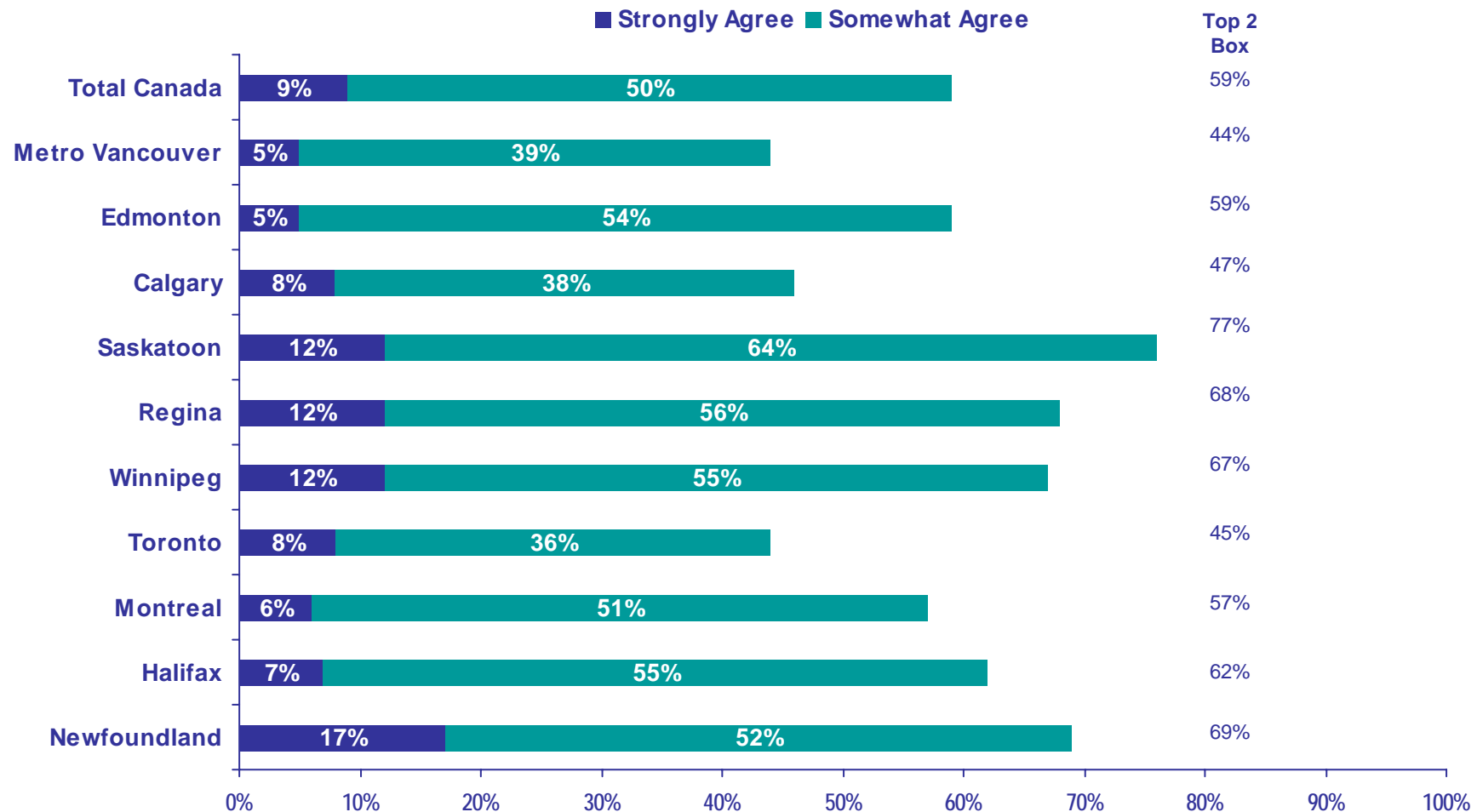
I Am Concerned That Someone In My Family Could Contract The H1N1 Flue (Swine Flu) In The Next Six Months



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

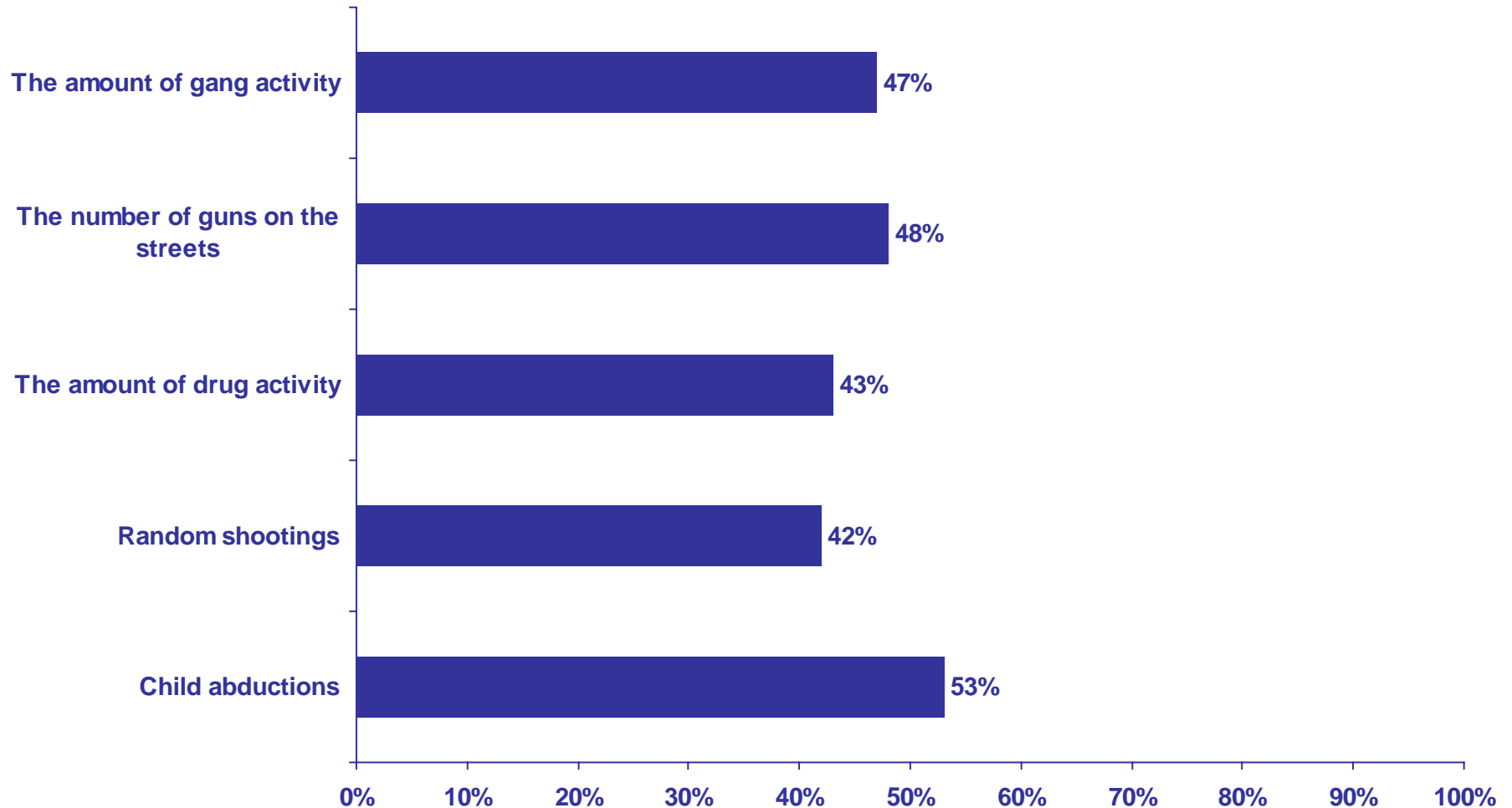


4. Do you agree or disagree with the following statements?
Base: All respondents n=4,393

5. Concern with Issues in Community

Community Concerns - Montreal

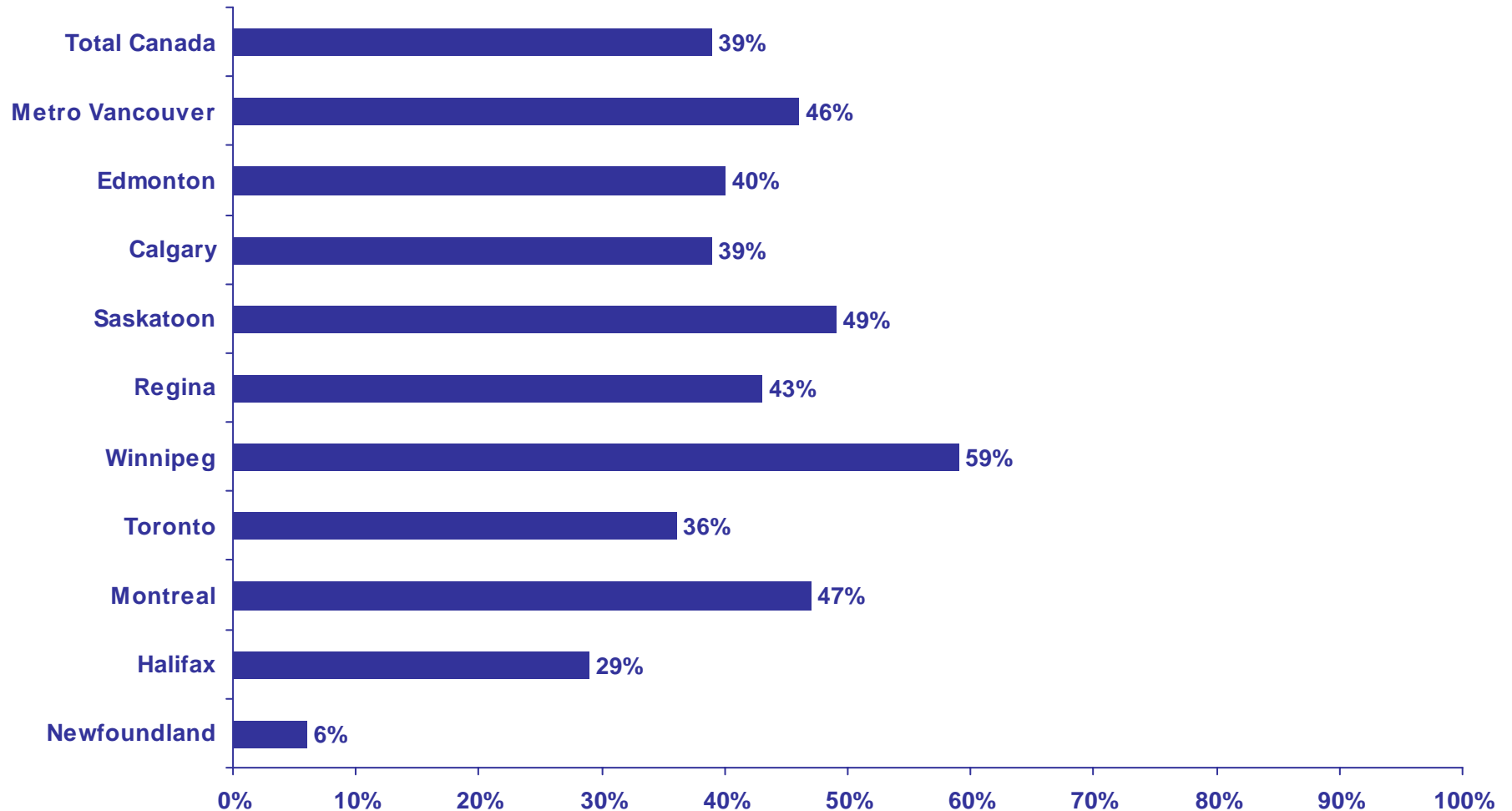
%Very Concerned



5. How concerned are you about the following in your community?
Base: All Montreal Respondents n=443

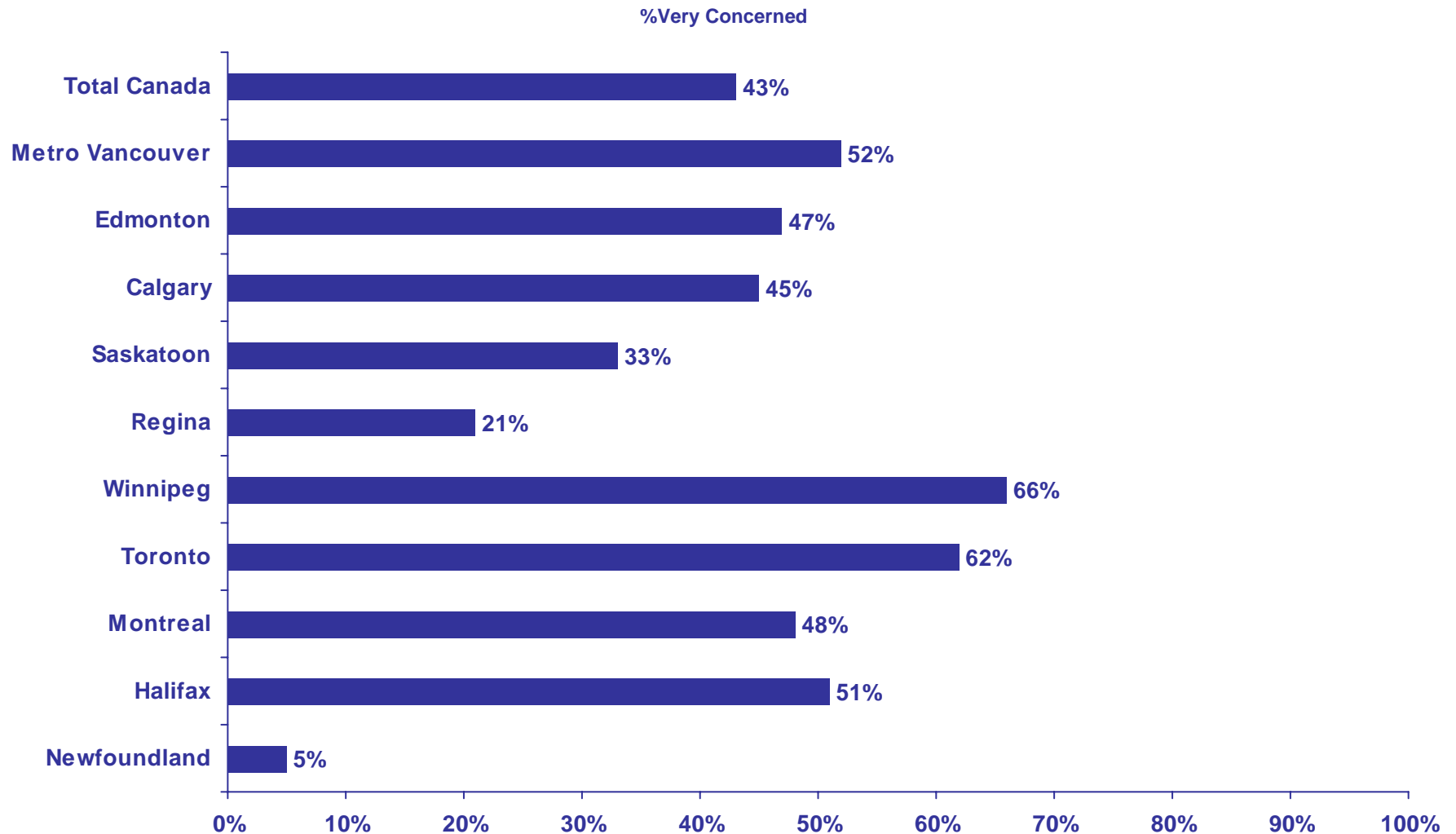
The Amount of Gang Activity

%Very Concerned



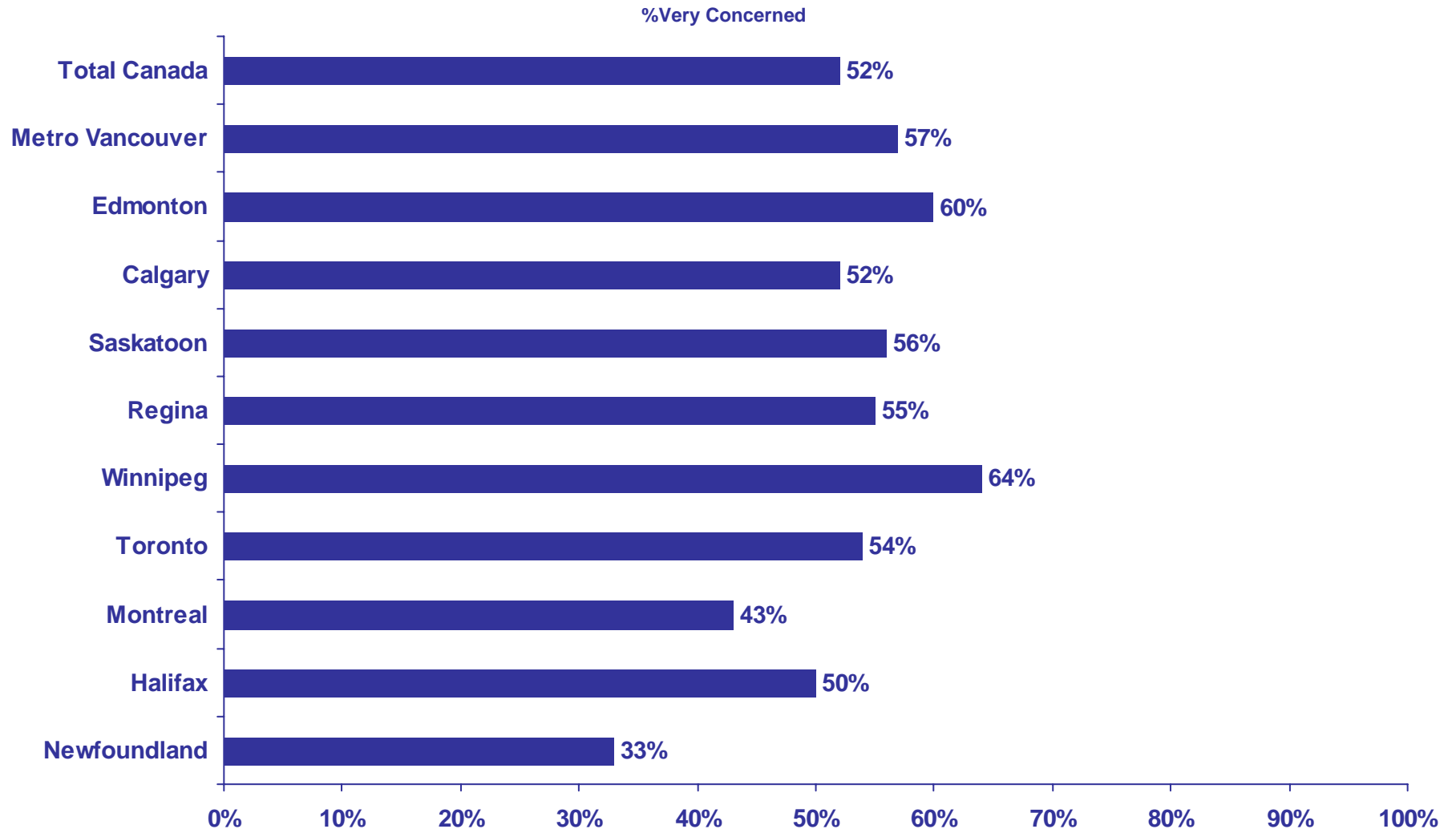
5. How concerned are you about the following in your community?
Base: All respondents n=4,393

The Number of Guns on the Streets



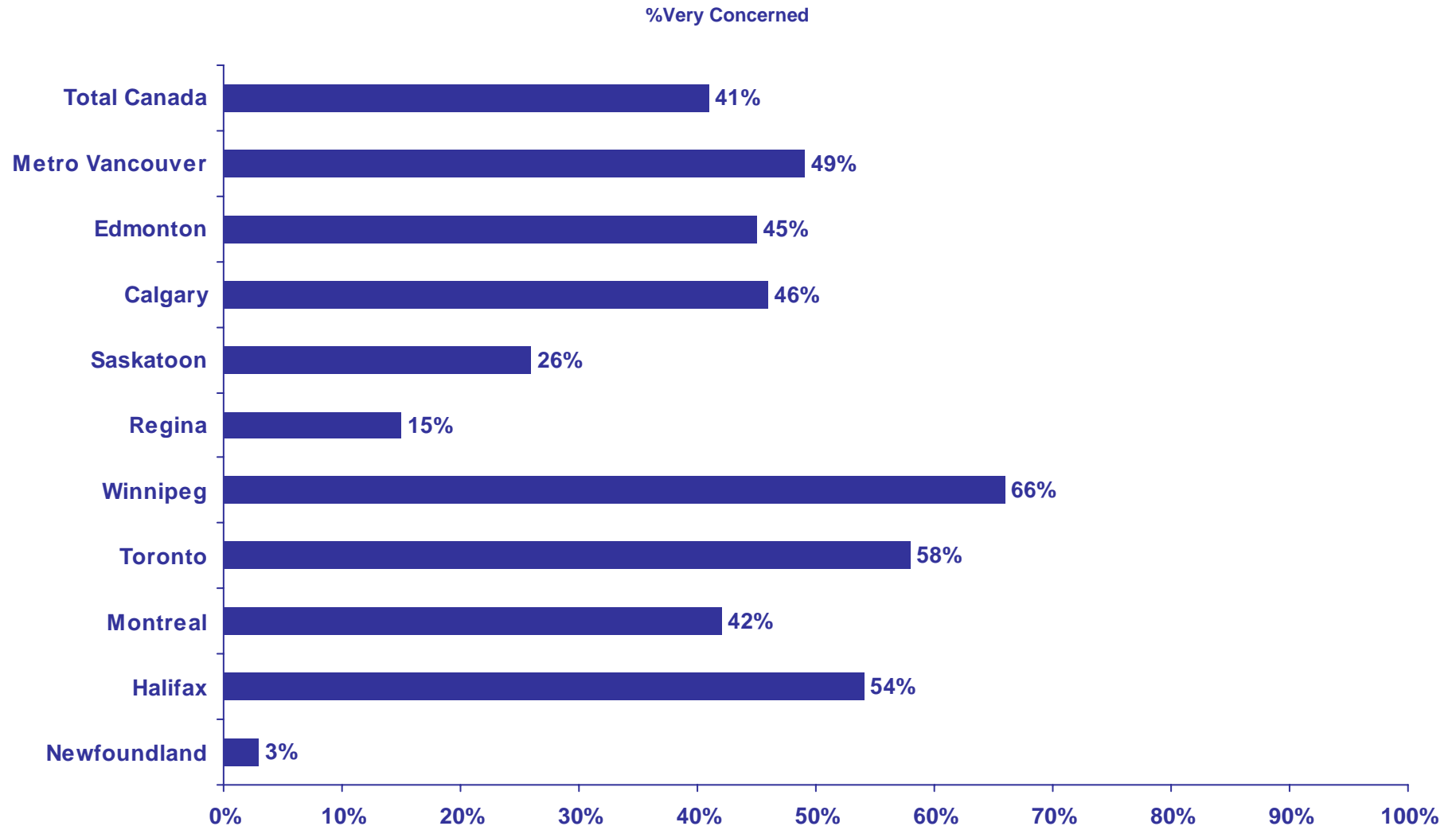
5. How concerned are you about the following in your community?
Base: All respondents n=4,393

The Amount of Drug Activity



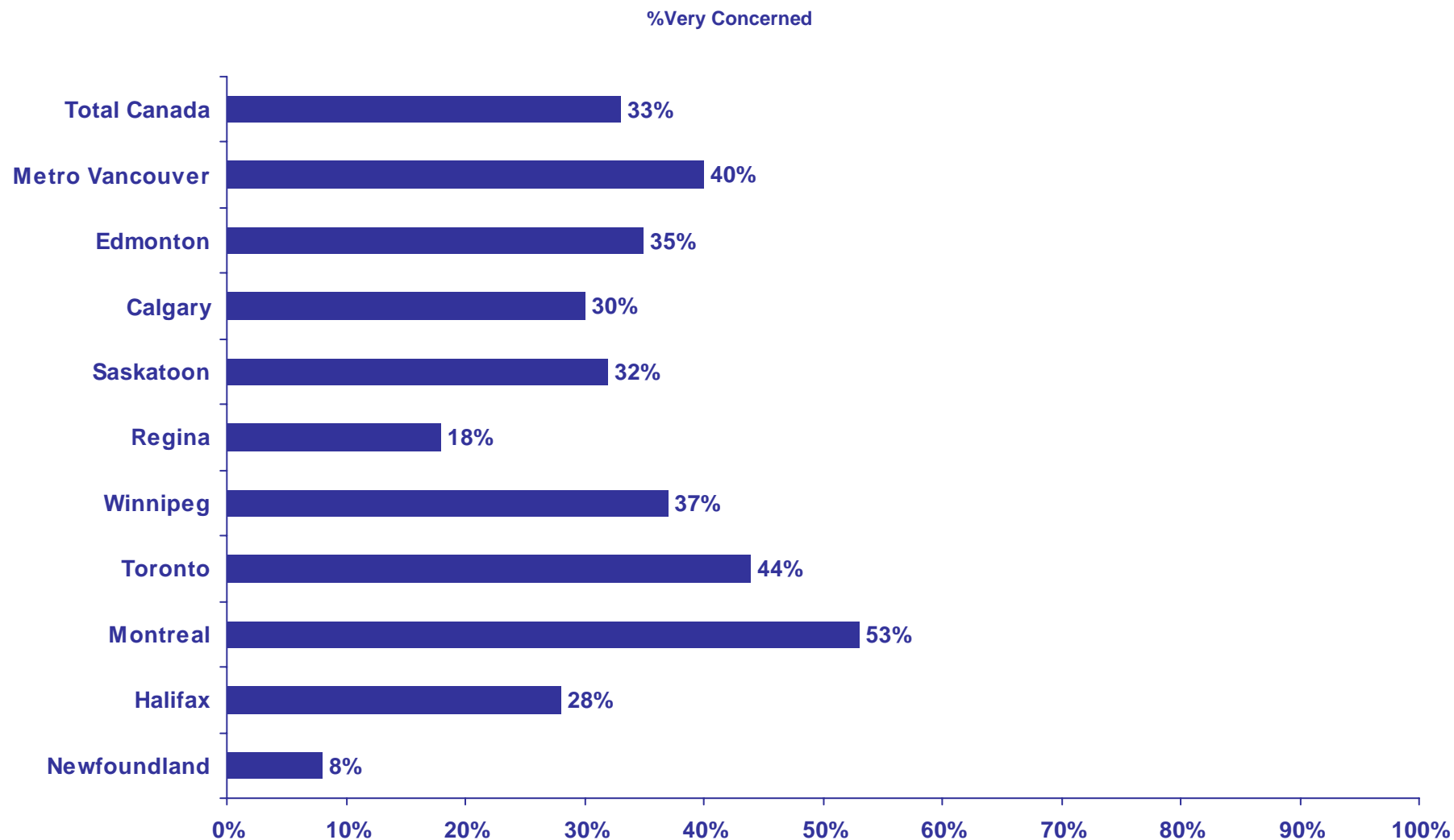
5. How concerned are you about the following in your community?
Base: All respondents n=4,393

Random Shootings



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

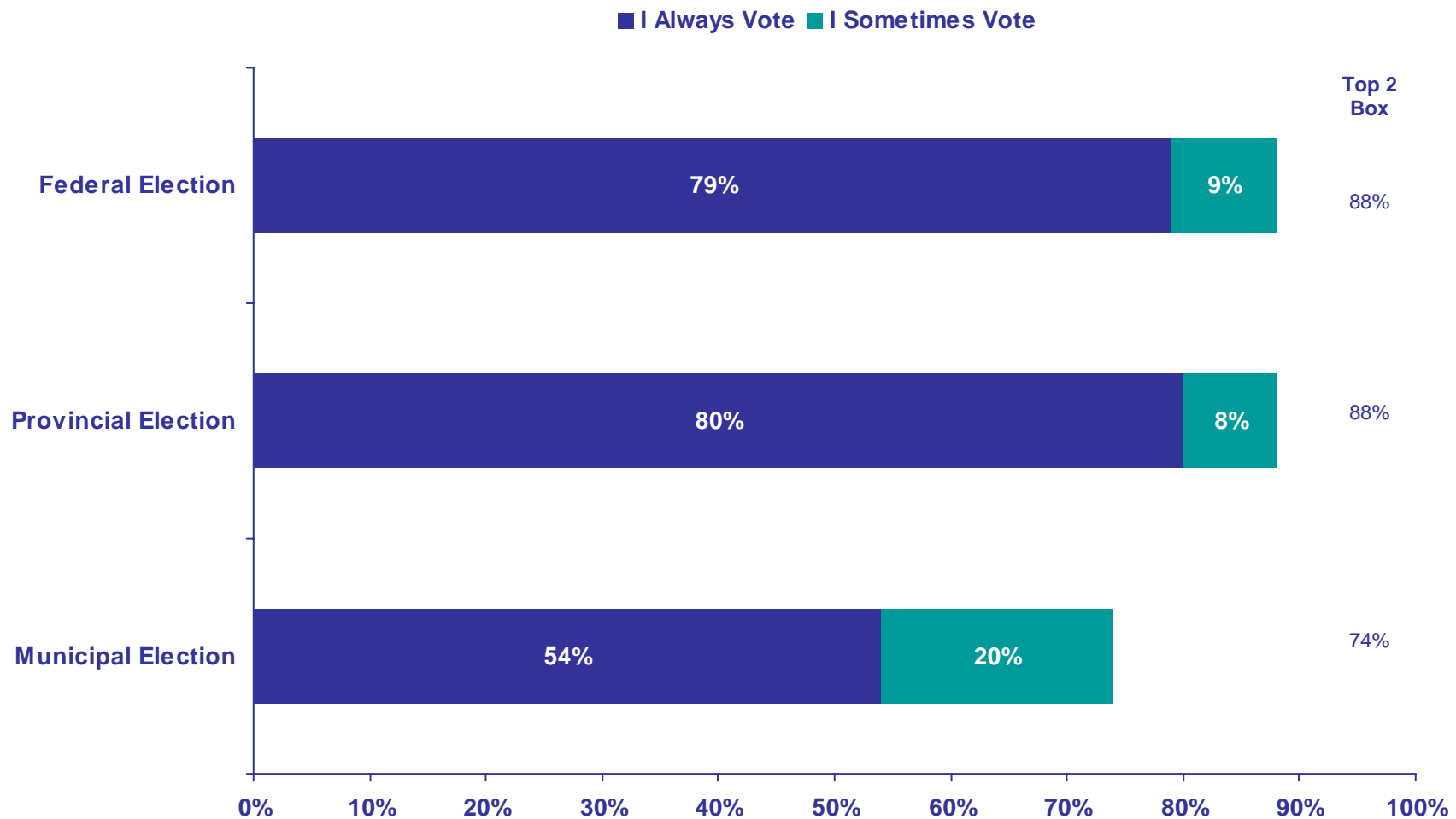
Child Abductions



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

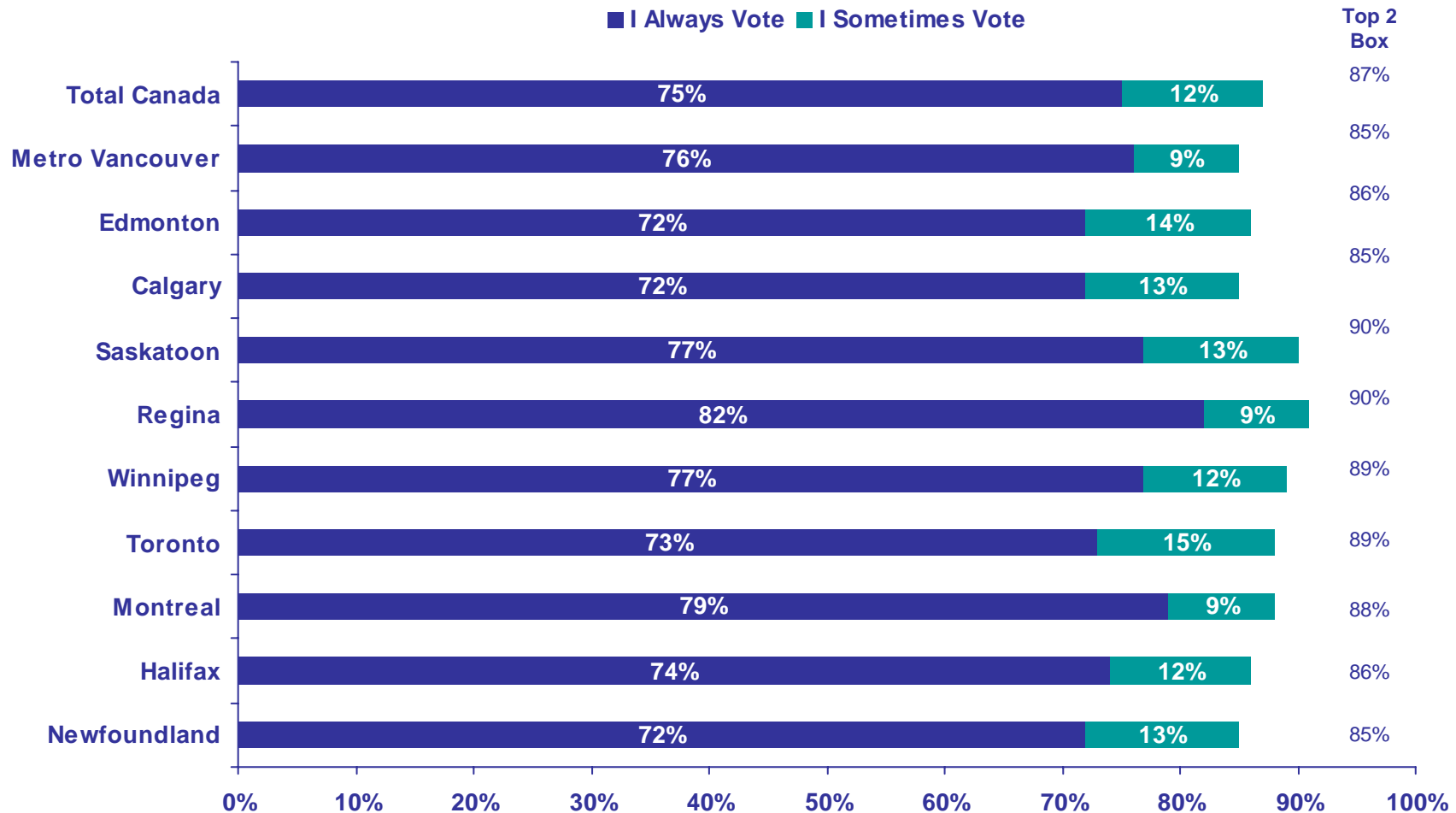
6. Tendency to Vote in Elections

Voting - Montreal



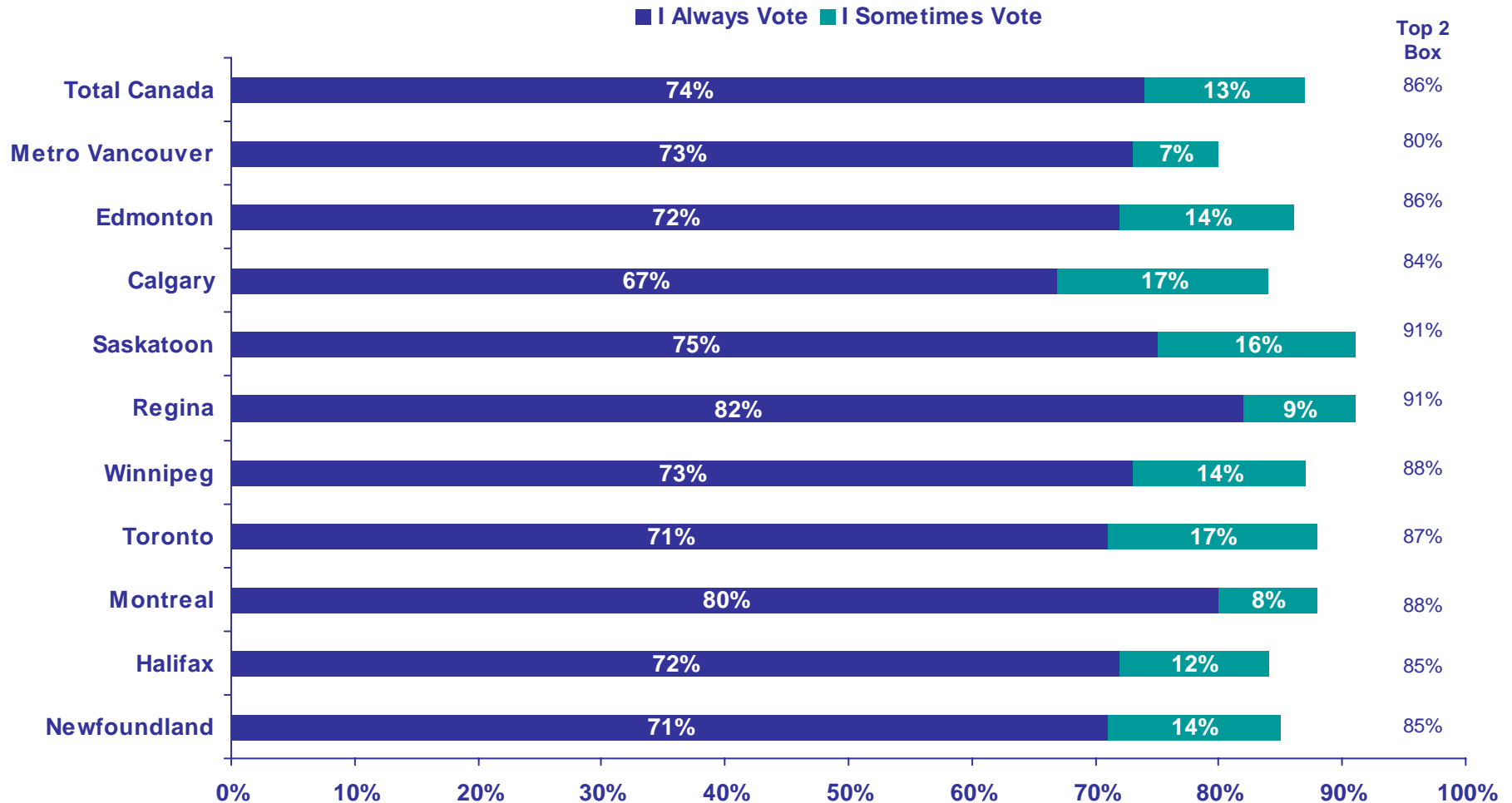
6. When it comes to voting in the following types of elections, please indicate your tendency:
Base: All Montreal Respondents n=443

Voting in Federal Election



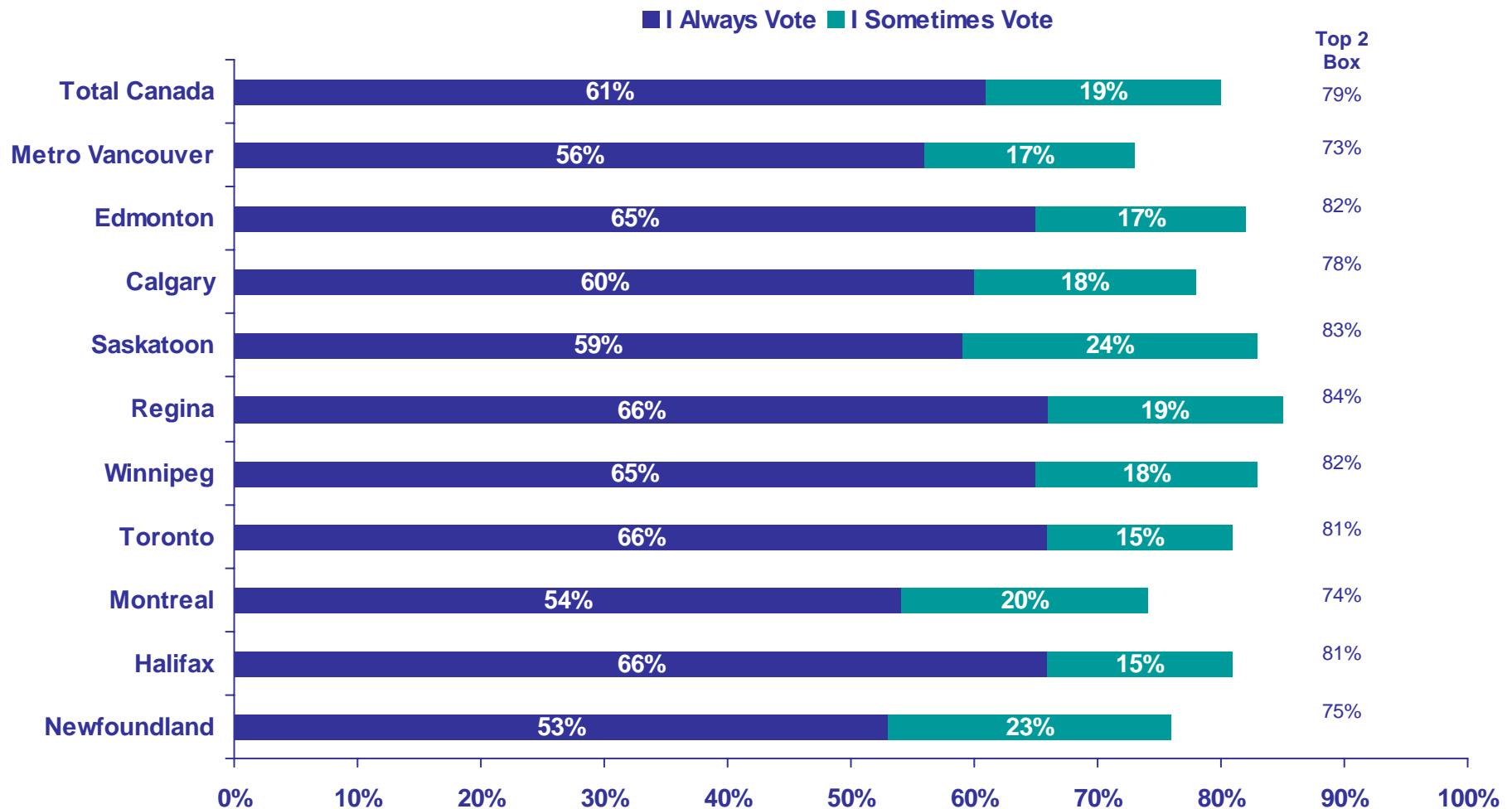
6. When it comes to voting in the following types of elections, please indicate your tendency:
Base: All respondents n=4,393

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

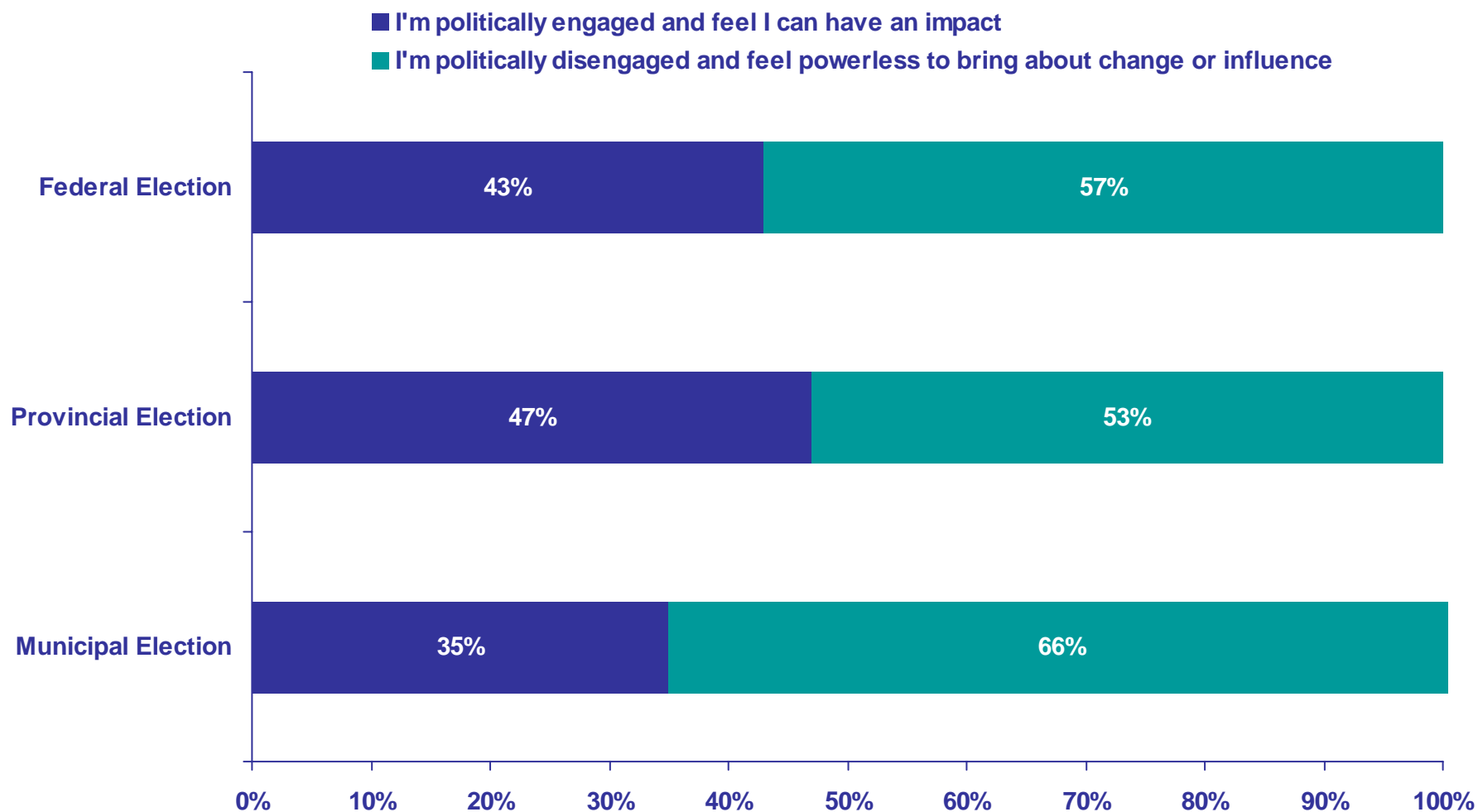
Voting in Municipal Election



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

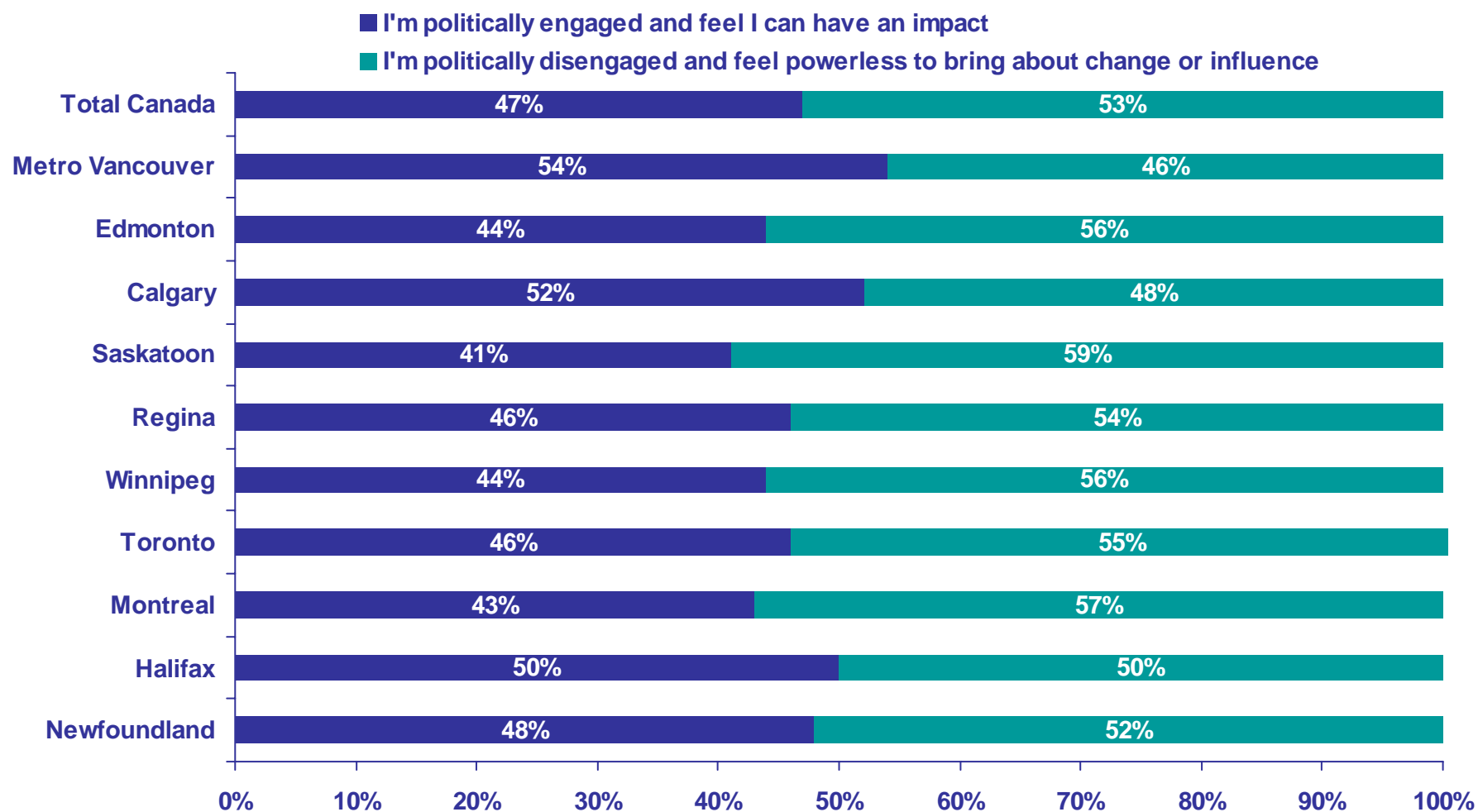
7. Level of Engagement / Impact of Voting

Level of Engagement in Voting in Federal Election



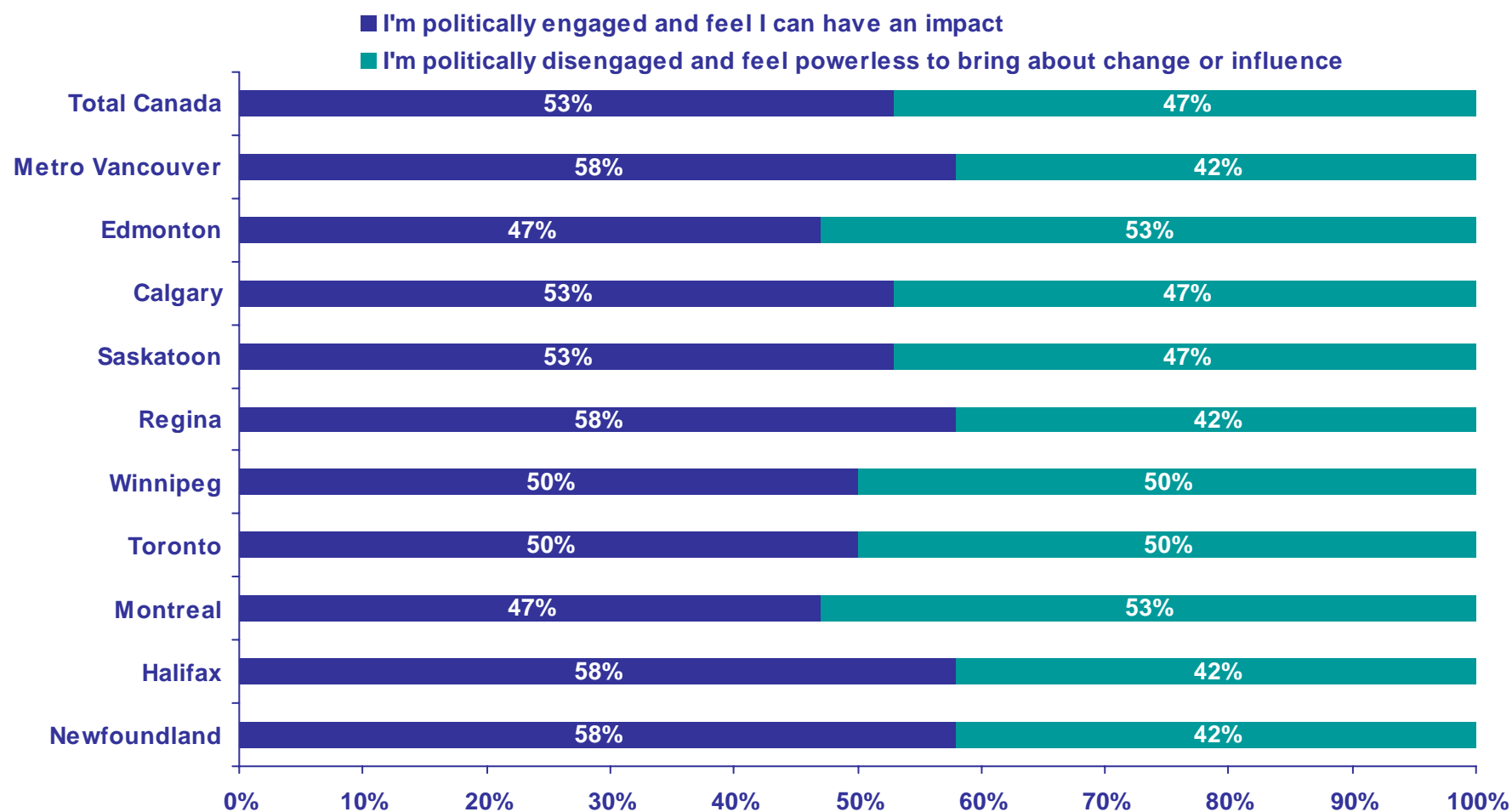
7. When it comes to voting in the following types of elections, please indicate your tendency:
Base: All Montreal Respondents n=443

Level of Engagement in Voting in Federal Election



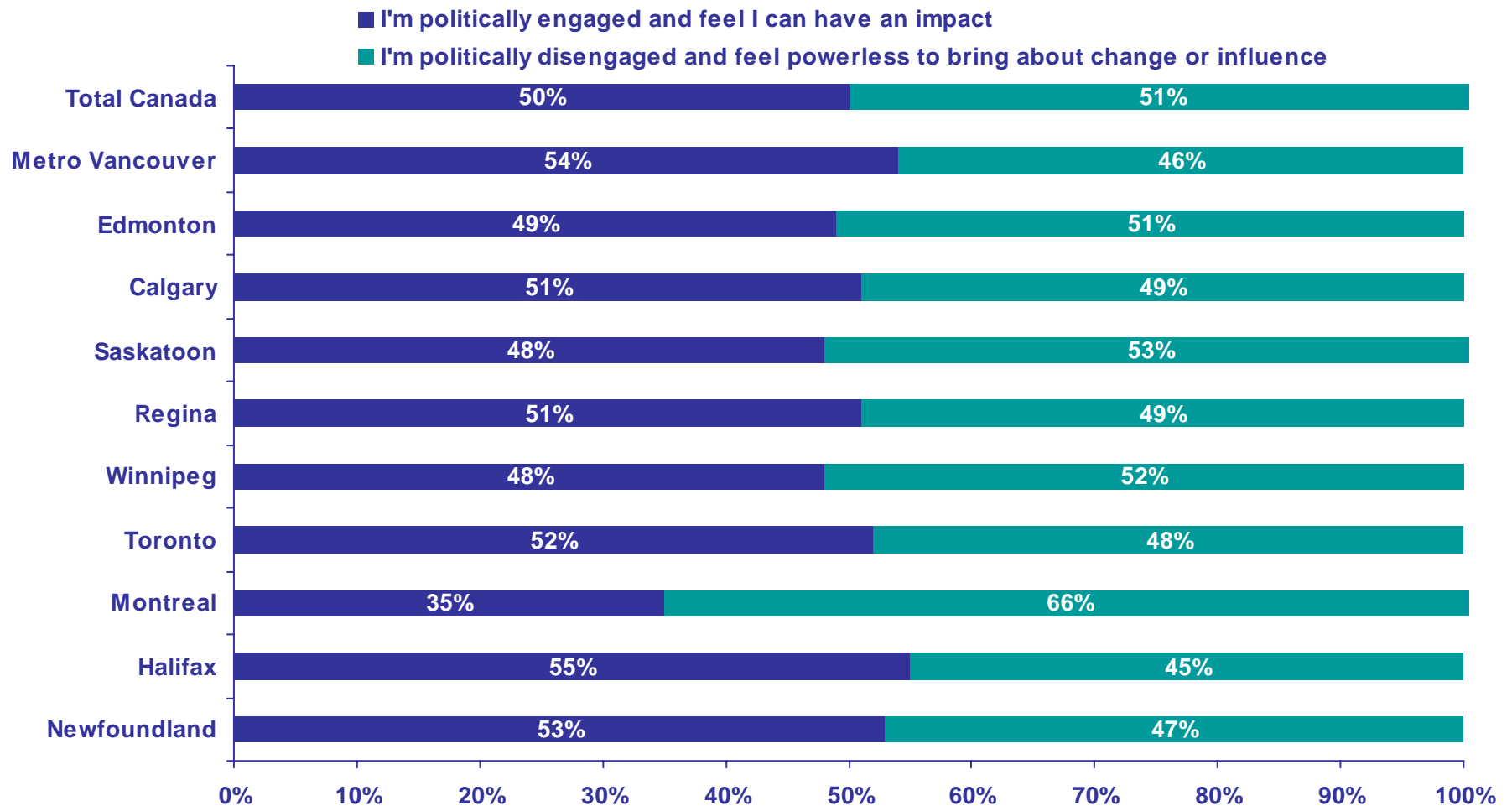
7. When it comes to voting in the following types of elections, please indicate your tendency:
Base: All respondents n=4,393

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

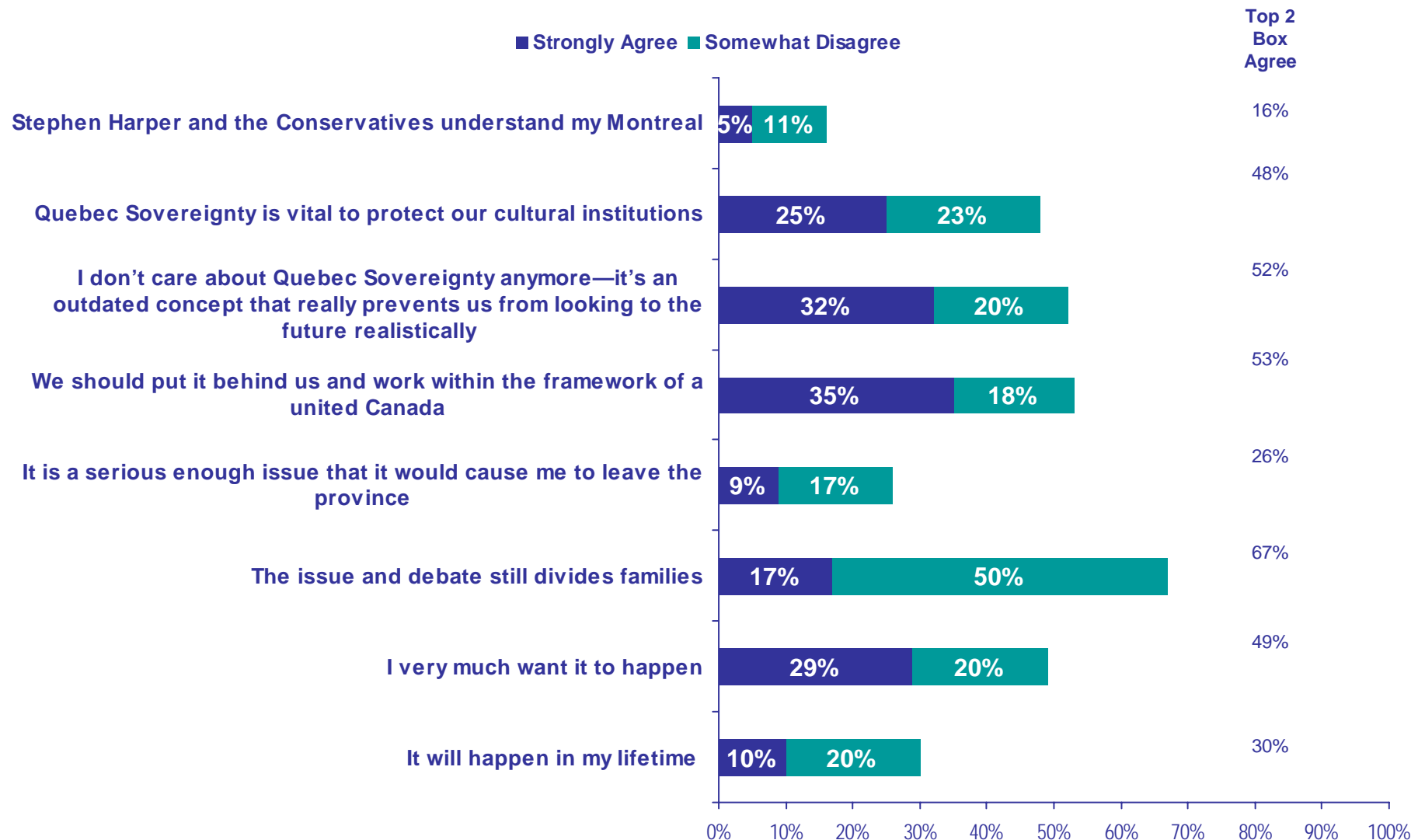
Level of Engagement in Voting in Municipal Election



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

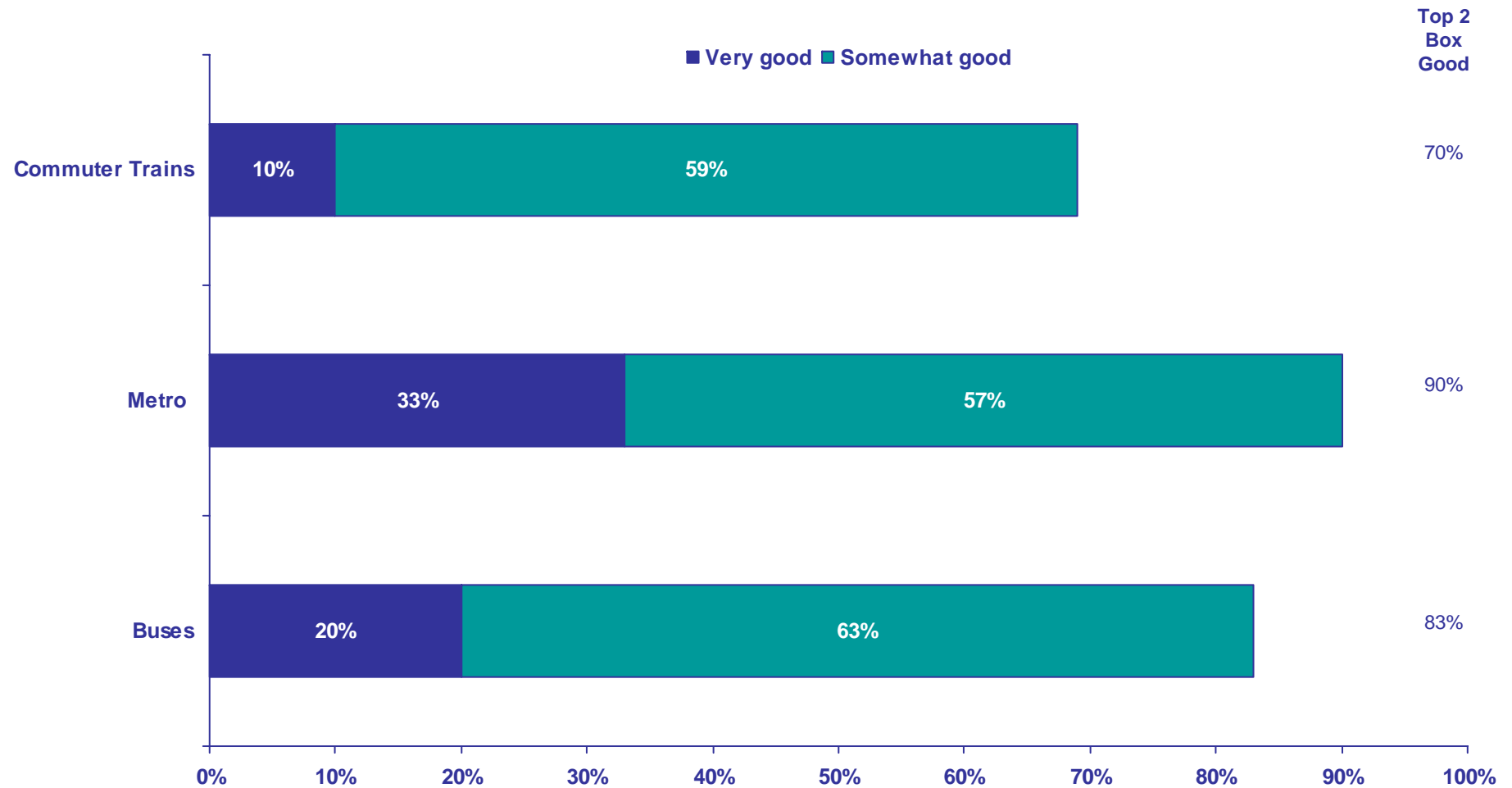
City Specific Questions

Quebec Sovereignty



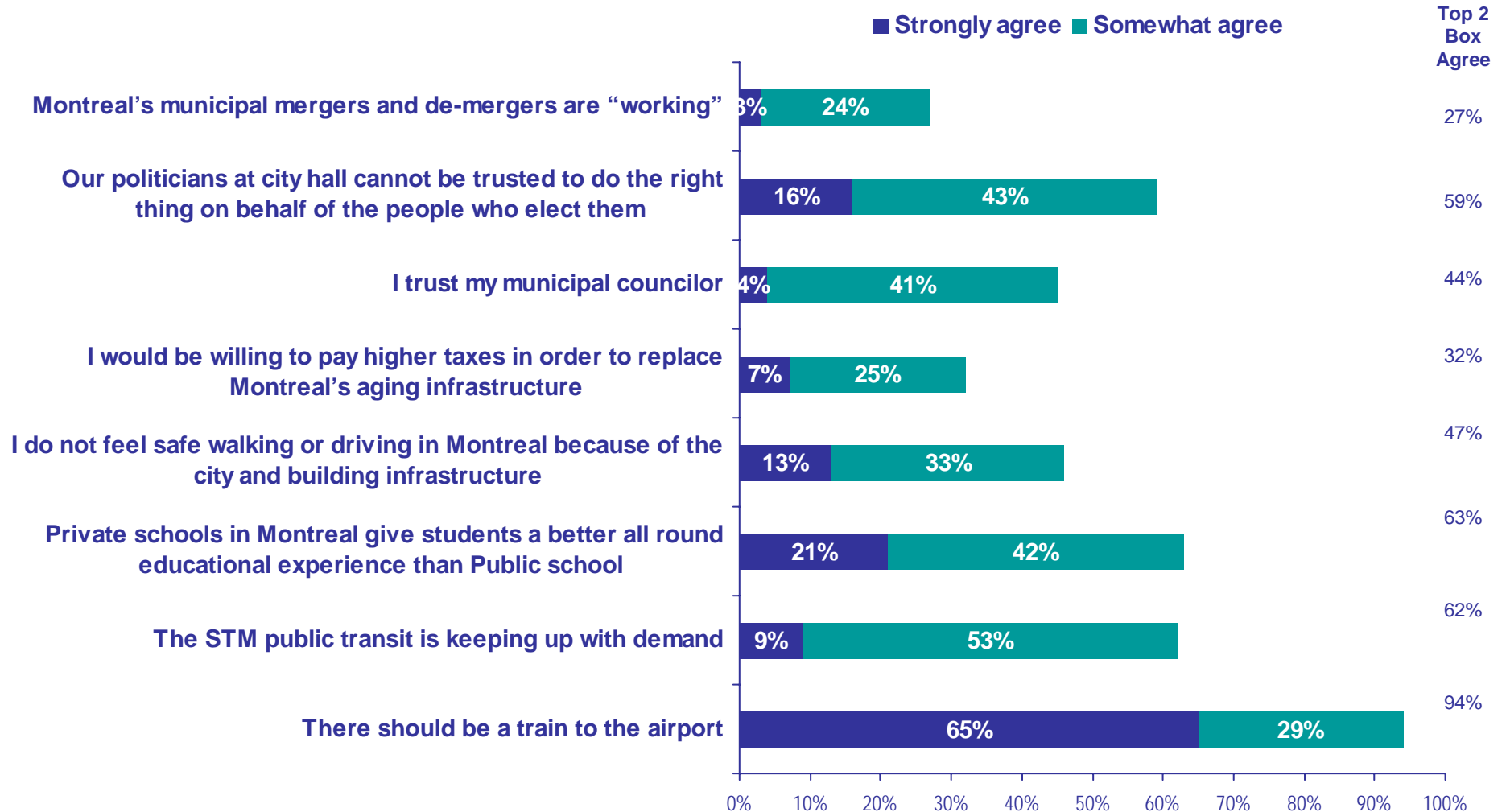
8. When it comes to Quebec sovereignty, to what extent do you agree or disagree with the following statements:
Base: All Montreal Respondents n=443

Services



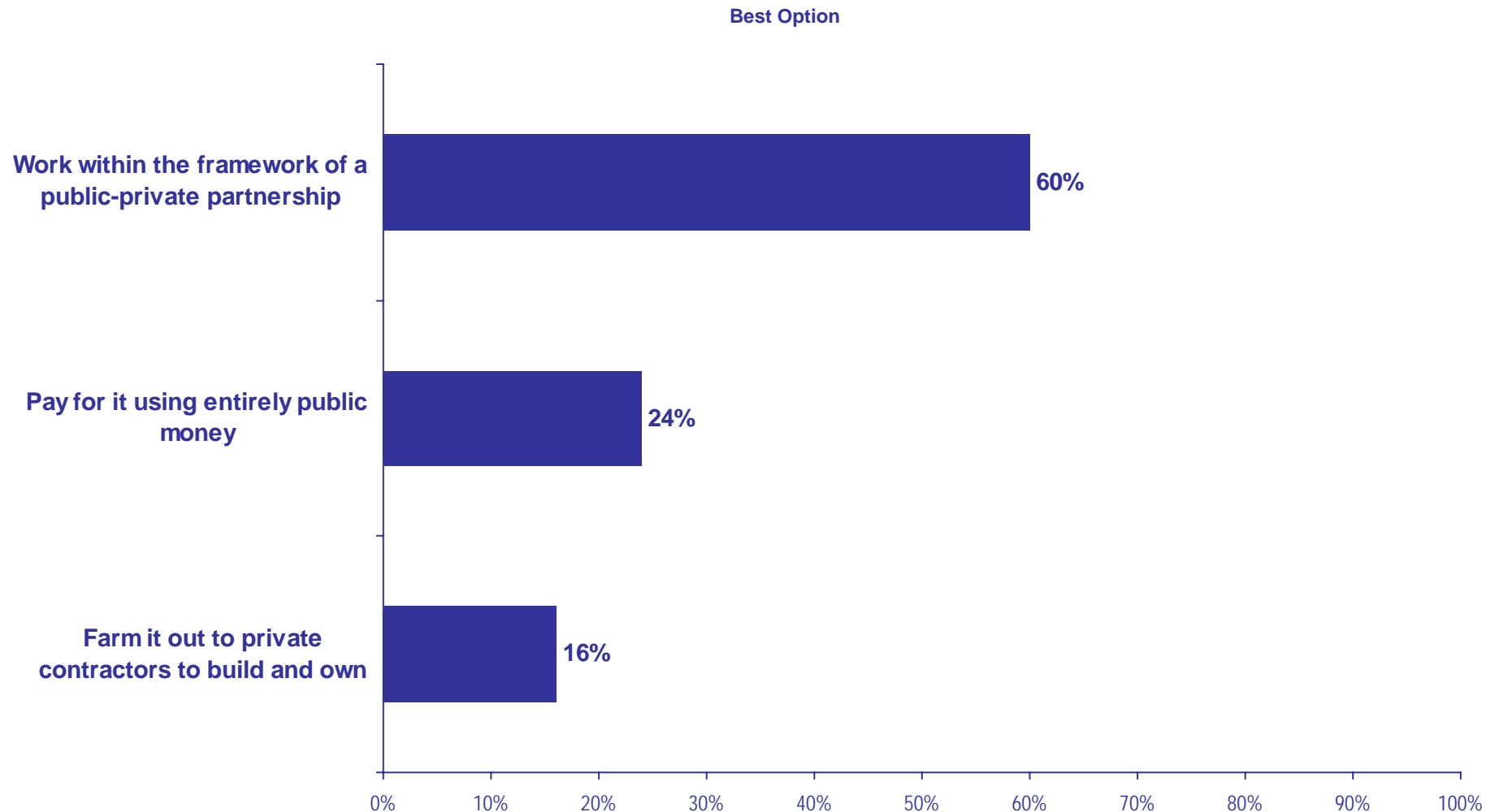
9. Please rate the following services as very good, somewhat good, somewhat bad or very bad:
Base: All Montreal Respondents n=443

Statements



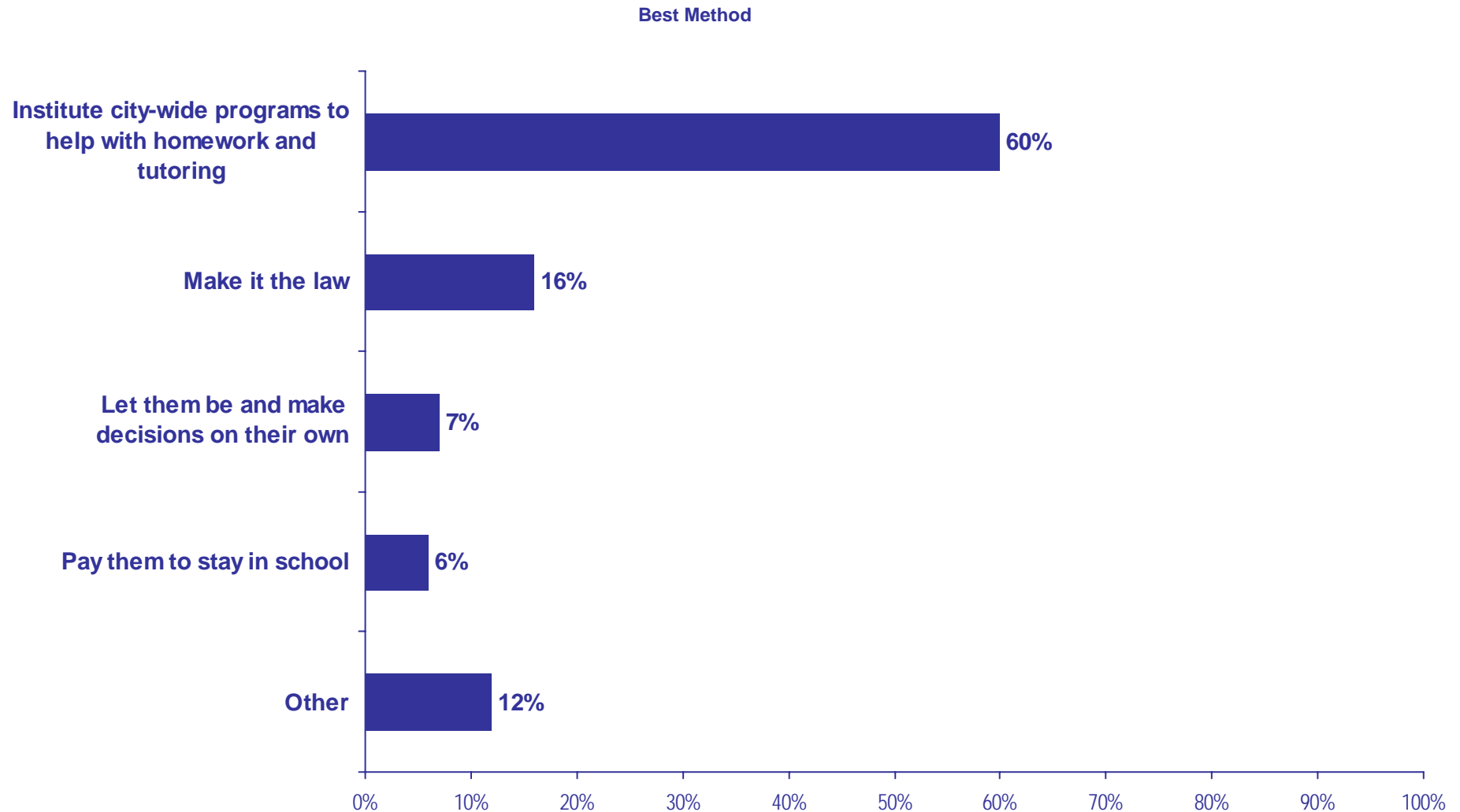
10. To what extent do you agree or disagree with the following statements:
Base: All Montreal Respondents n=443

Replacing Aging Infrastructure – Best Option for Paying



11. And which of the following do you think is the best option for how governments should pay for replacing aging infrastructure in the city of Montreal?
Base: All Montreal Respondents n=443

Best Method to Keep Kids in High School



12. What do you think is the best method to keep kids in high school?
Base: All Montreal Respondents n=443