



Ipsos Reid



# Ottawa Citizen - Pulse of Ottawa

June, 2010



6/30/2010

Nobody's Unpredictable



## Methodology

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- These are the findings of an Ipsos Reid poll conducted on behalf of The Ottawa Citizen from June 22 to 24, 2010.
- For the survey, a representative randomly-selected sample of 500 adults living in Ottawa was interviewed by telephone.
- With a sample of this size, the results are considered accurate to within  $\pm 4.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of Ottawa been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.
- These data were weighted to ensure that the sample's age and sex composition reflects that of the actual Ottawa population according to Census data.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- Data for other cities is provided for general comparisons only, where available. These data were collected online in August, 2009, as part of a study for Canwest News Service and Global Television.



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# The Results











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## If The Following Three Candidates Were Running For Mayor In The Municipal Election This Fall, Which One Would Get Your Vote

				REGION				AGE			GENDER	
				Central	West	South	East	18-34	35-54	55+	M	F
	<b>Jim Watson</b>		<b>41%</b>	<b>43%</b>	<b>37%</b>	<b>43%</b>	<b>39%</b>	<b>37%</b>	<b>44%</b>	<b>42%</b>	<b>39%</b>	<b>43%</b>
	<b>Larry O'Brien</b>		<b>23%</b>	<b>15%</b>	<b>24%</b>	<b>26%</b>	<b>27%</b>	<b>25%</b>	<b>23%</b>	<b>21%</b>	<b>29%</b>	<b>18%</b>
	<b>Alex Cullen</b>		<b>11%</b>	<b>16%</b>	<b>10%</b>	<b>9%</b>	<b>9%</b>	<b>9%</b>	<b>10%</b>	<b>13%</b>	<b>8%</b>	<b>13%</b>
	<b>Other</b>		<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>8%</b>	<b>9%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>5%</b>
	<b>Don't know/Refused</b>		<b>19%</b>	<b>21%</b>	<b>22%</b>	<b>16%</b>	<b>18%</b>	<b>20%</b>	<b>18%</b>	<b>20%</b>	<b>17%</b>	<b>21%</b>

2. Now, as you may know, there will be a municipal election—that is, an election to elect the Mayor and city councilors—this fall. Now, if the following three candidates were running for mayor, which of the following would get your vote? (read list, accept only one)  
Base: All Respondents n=500

## If There Were Only Two Candidates For Mayor To Choose From, Which Of The Following Would Get Your Vote

					REGION				AGE			GENDER	
					Central	West	South	East	18-34	35-54	55+	M	F
	Jim Watson	<div><div></div></div>	56%		53%	55%	59%	54%	50%	59%	56%	58%	54%
	Alex Cullen	<div><div></div></div>	16%		20%	13%	16%	16%	23%	13%	14%	13%	19%
	Other	<div><div></div></div>	9%		5%	9%	10%	9%	8%	9%	9%	12%	5%
<div><div>?</div></div>	Don't know/Refused	<div><div></div></div>	19%		21%	23%	15%	21%	19%	19%	21%	17%	22%

3. Now, now let's say there were only two candidates for Mayor to choose from, which of the following would get your vote? (read list, accept only one)  
Base: All Respondents n=500



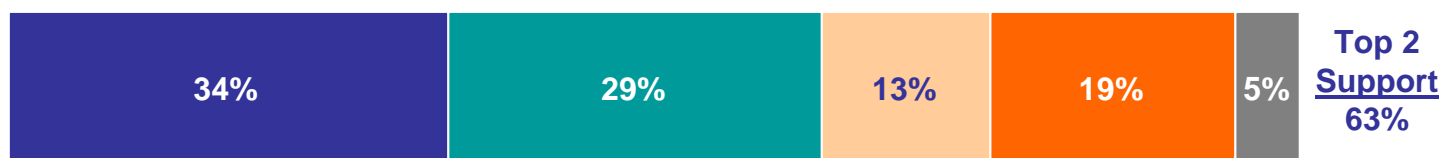
# Support of Lansdowne Park Redevelopment Project

There Has Been A Great Deal Of Public And Political Discussion About The Redevelopment Of Lansdowne Park. The Proposal Includes Refurbishment Of Frank Clair Stadium And Retail And Residential Development.

Now, It's Expected That Ottawa City Council Will Vote This Coming Monday Evening On Whether To Accept Or Reject The Proposed Development.

■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ DK

Do You Support Or Oppose  
The Lansdowne Park  
Redevelopment Project



Top 2 Box – Support

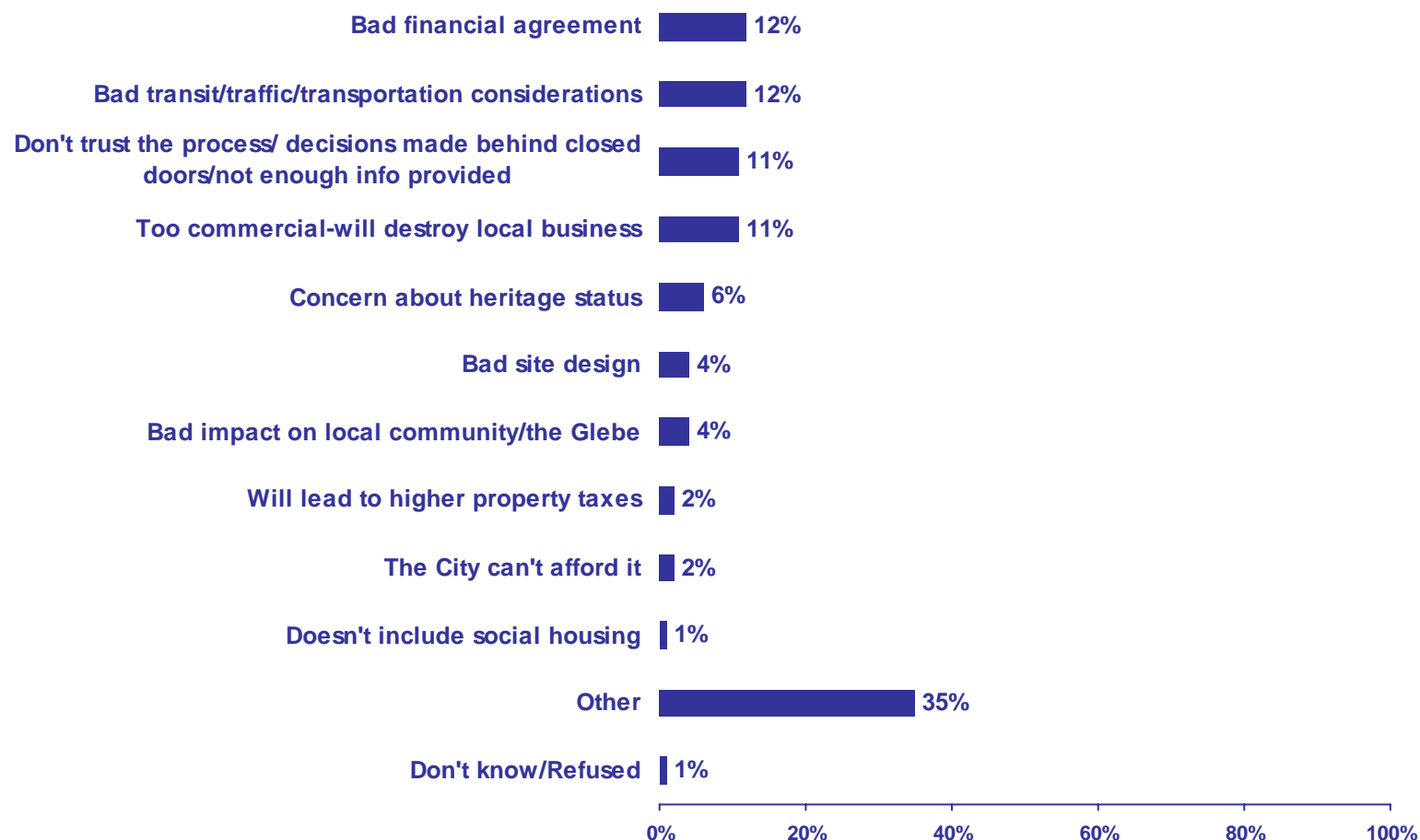
REGION				AGE			GENDER	
Central	West	South	East	18-34	35-54	55+	M	F
51%	67%	63%	74%	66%	63%	60%	69%	58%

5. As you may know, there has been a great deal of public and political discussion about the redevelopment of Lansdowne Park. The proposal includes refurbishment of Frank Clair Stadium and retail and residential development. Now, it's expected that Ottawa City Council will vote this coming Monday evening on whether to accept or reject the proposed development.

Based on what you've seen, read or heard, do you support or oppose the Lansdowne Park redevelopment project? Is that strongly or somewhat?  
Base: All Respondents n=500



# Primary Reason OPPOSE Lansdowne Park Redevelopment Project

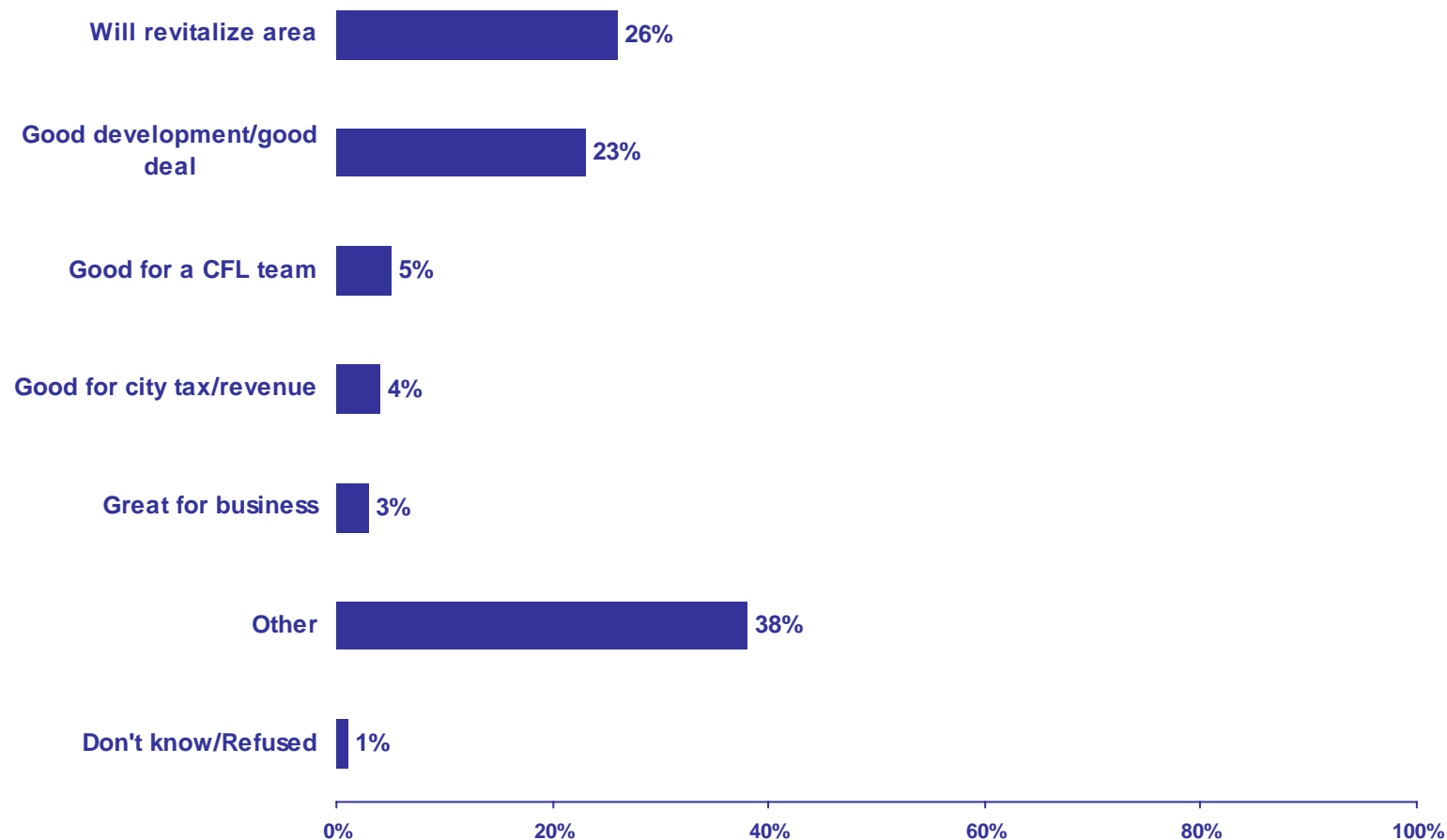


6. Now, you've said you OPPOSE the proposed redevelopment project at Lansdowne Park. Please tell me the PRIMARY reason why you oppose it?  
[open pre-code] (do not read, accept one only)

Base: Oppose the Lansdowne Park redevelopment project n=162



## Primary Reason SUPPORT Lansdowne Park Redevelopment Project



7. Now, you've said you SUPPORT the proposed redevelopment project at Lansdowne Park. Please tell me the PRIMARY reason why you oppose it?  
[open pre-code] (do not read, accept one only)

Base: Oppose the Lansdowne Park redevelopment project n=314



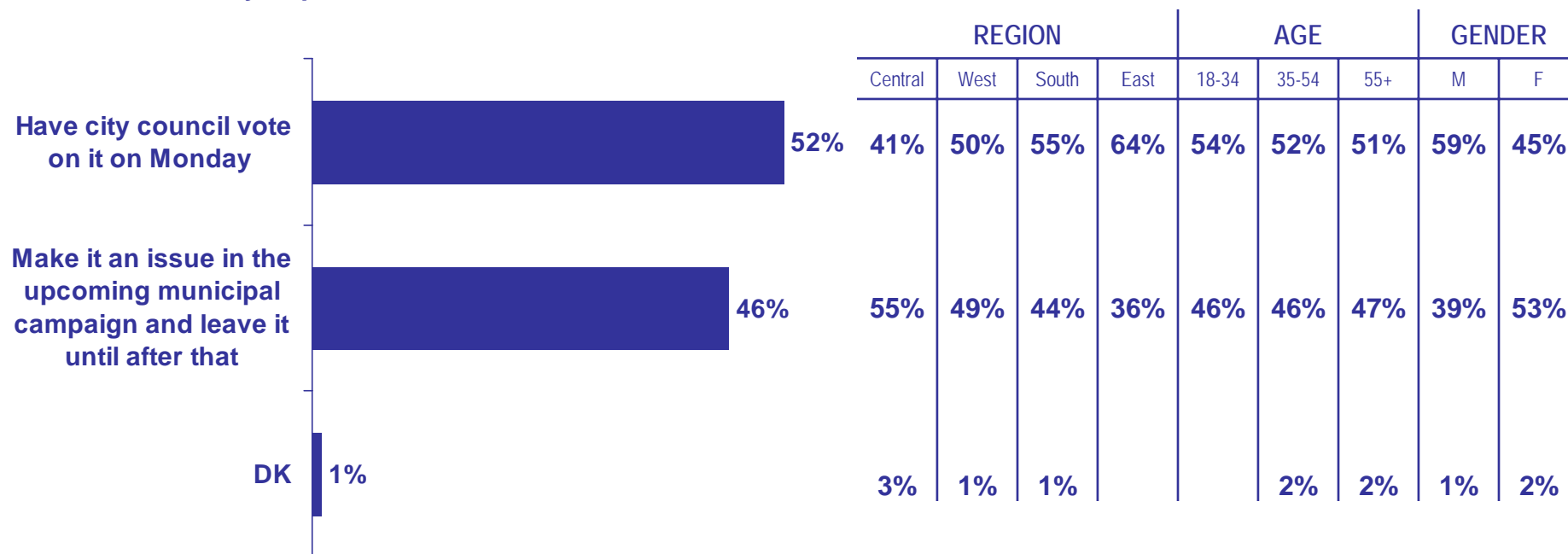


# Vote on at City Council on Monday vs. Make It an Issue in the Fall Municipal Election

Some/other people have said that it's time for this issue to be voted on at City Council on Monday and live with whatever the result is.

Other/some people have said that council should not vote on it on Monday and it should be made an issue in the fall municipal election so people can express their view with their votes for the candidates they choose.

Which would you prefer?



8. [Random/Rotate] Some/other people have said that it's time for this issue to be voted on at City Council on Monday and live with whatever the result is. Other/some people have said that council should not vote on it on Monday and it should be made an issue in the fall municipal election so people can express their view with their votes for the candidates they choose. Which would you prefer? (read list as necessary)  
Base: All Respondents n=500

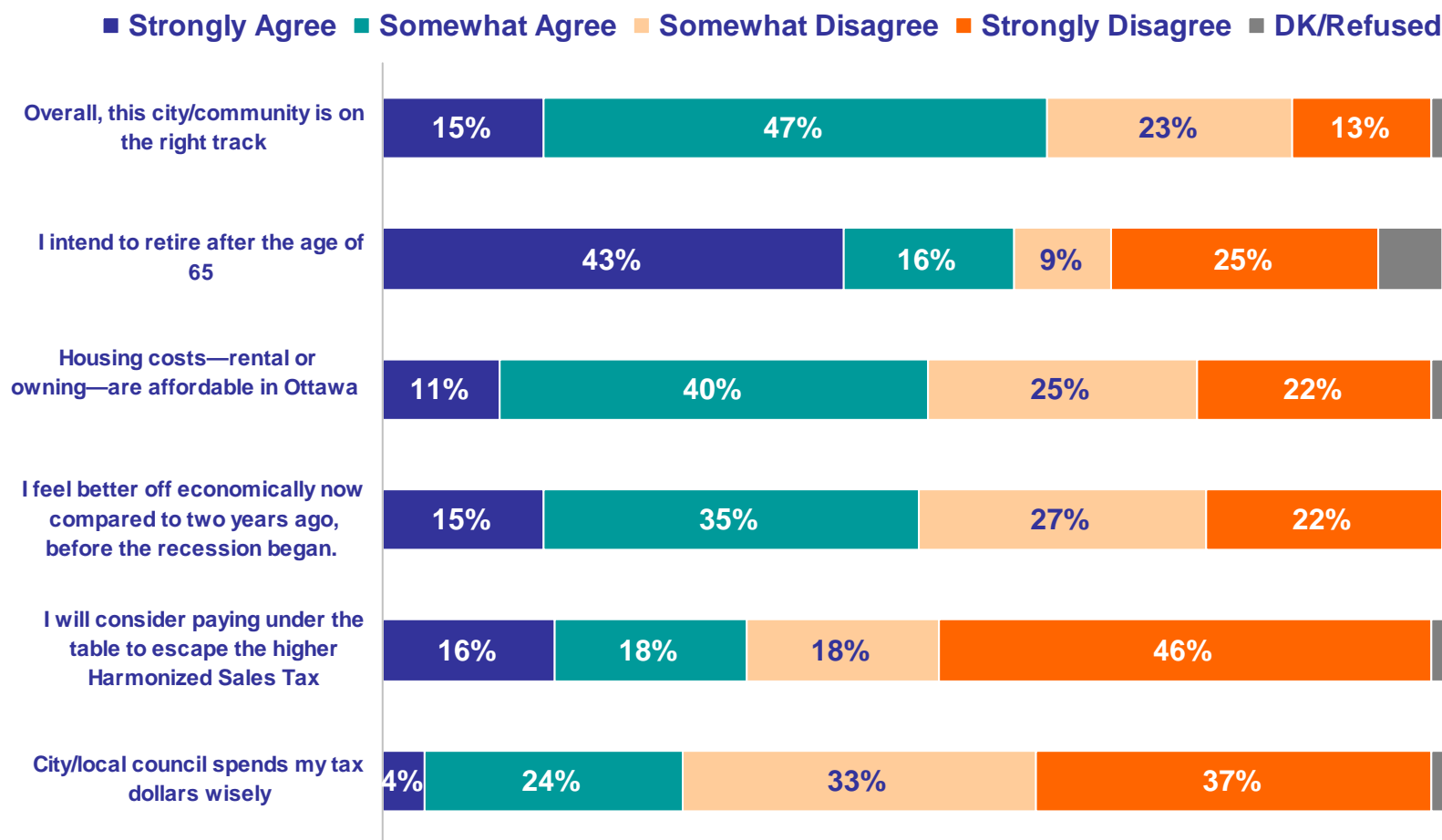
## Level of Agreement with Following Statements

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ DK/Refused



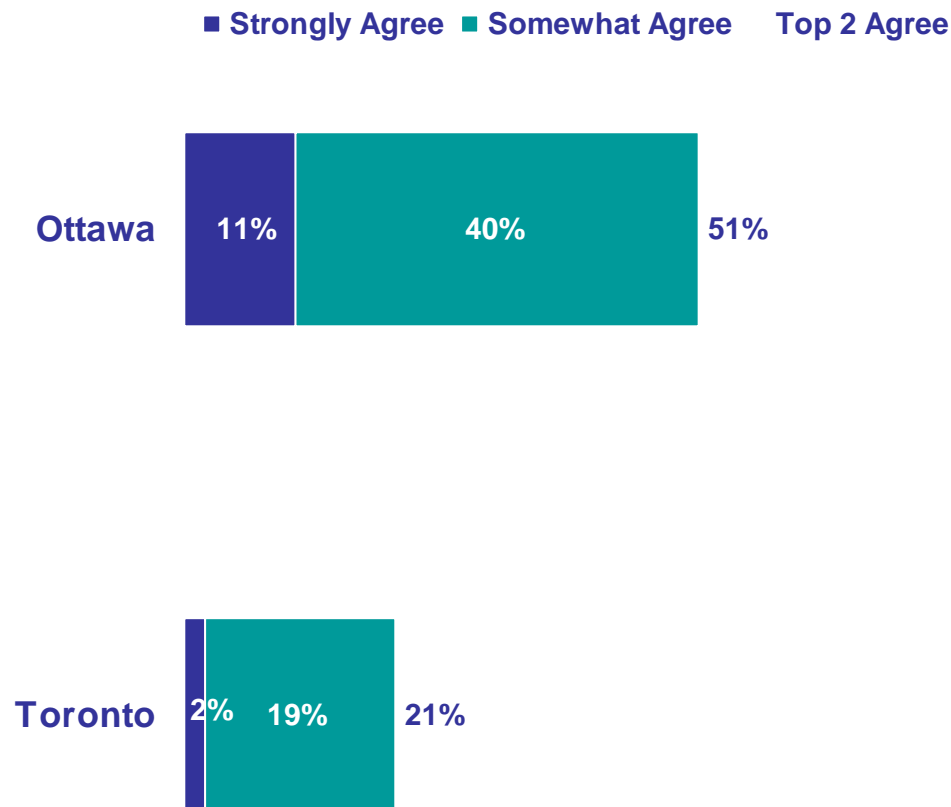
9. Do you agree or disagree with the following statements? Would you say that's strongly or somewhat? How about...  
Base: All Respondents n=500

## Level of Agreement with Following Statements... *cont'd*



9. Do you agree or disagree with the following statements? Would you say that's strongly or somewhat? How about...  
Base: All Respondents n=500

## Housing Costs – Rental or Owning – Are Affordable

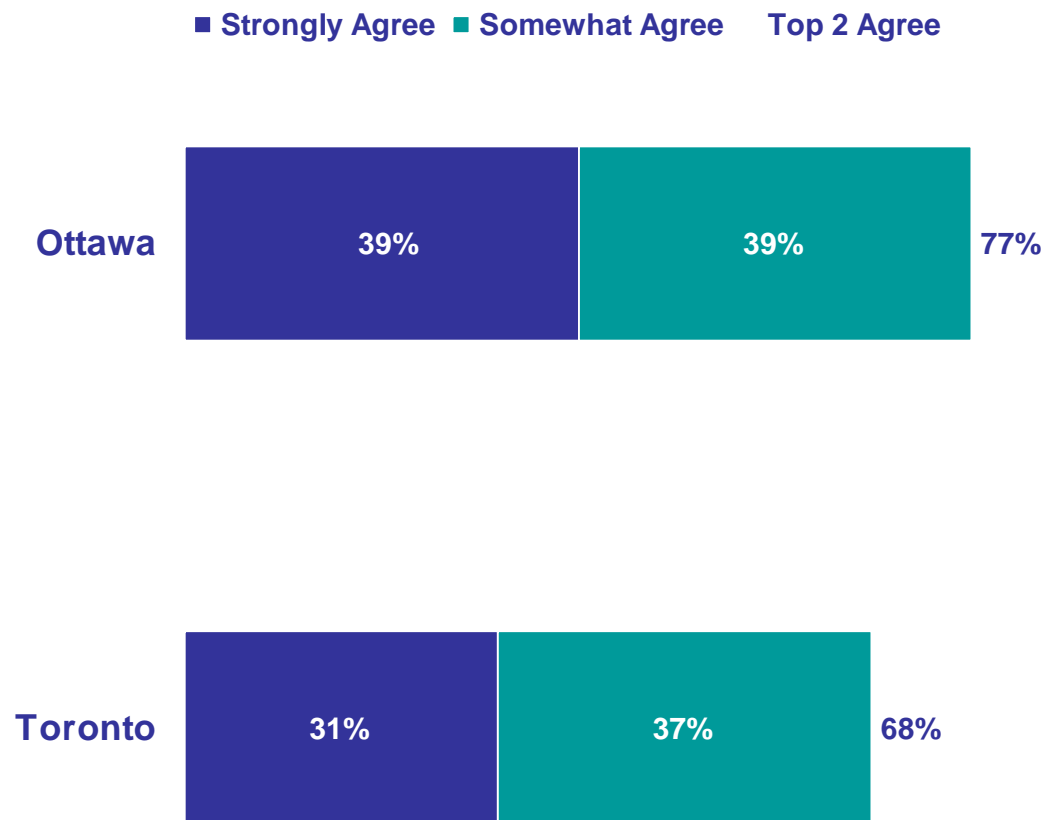


\*Data for other cities and aggregate Canadian data are shown for general comparisons only. Data was collected online as part of a Canwest Global study by Ipsos Reid in August, 2009.

Do you agree or disagree with the following statements?



# I Participate in My Own City Like a Tourist by Regularly Attending Festivals, Events and Attractions

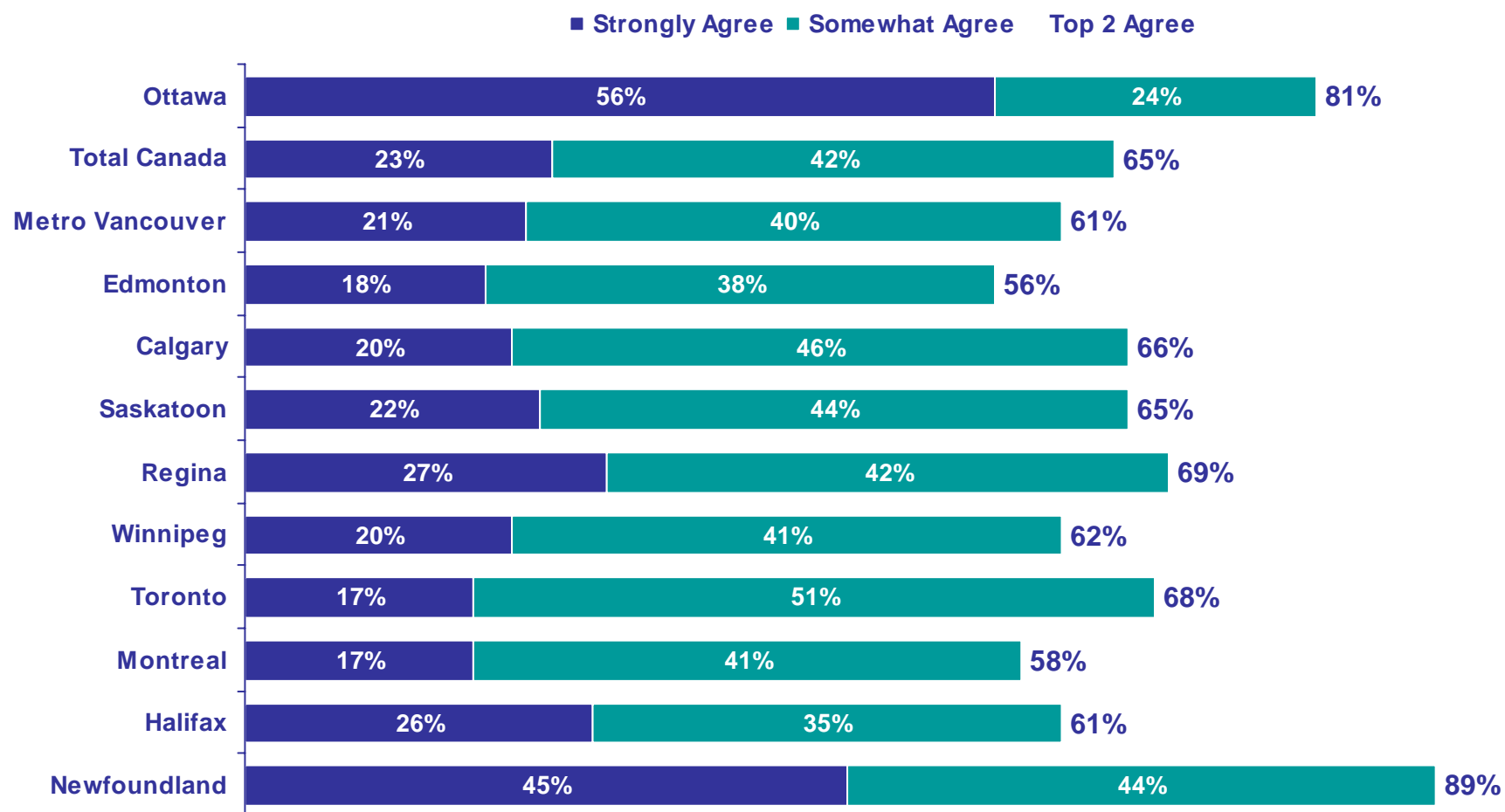


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Do you agree or disagree with the following statements?



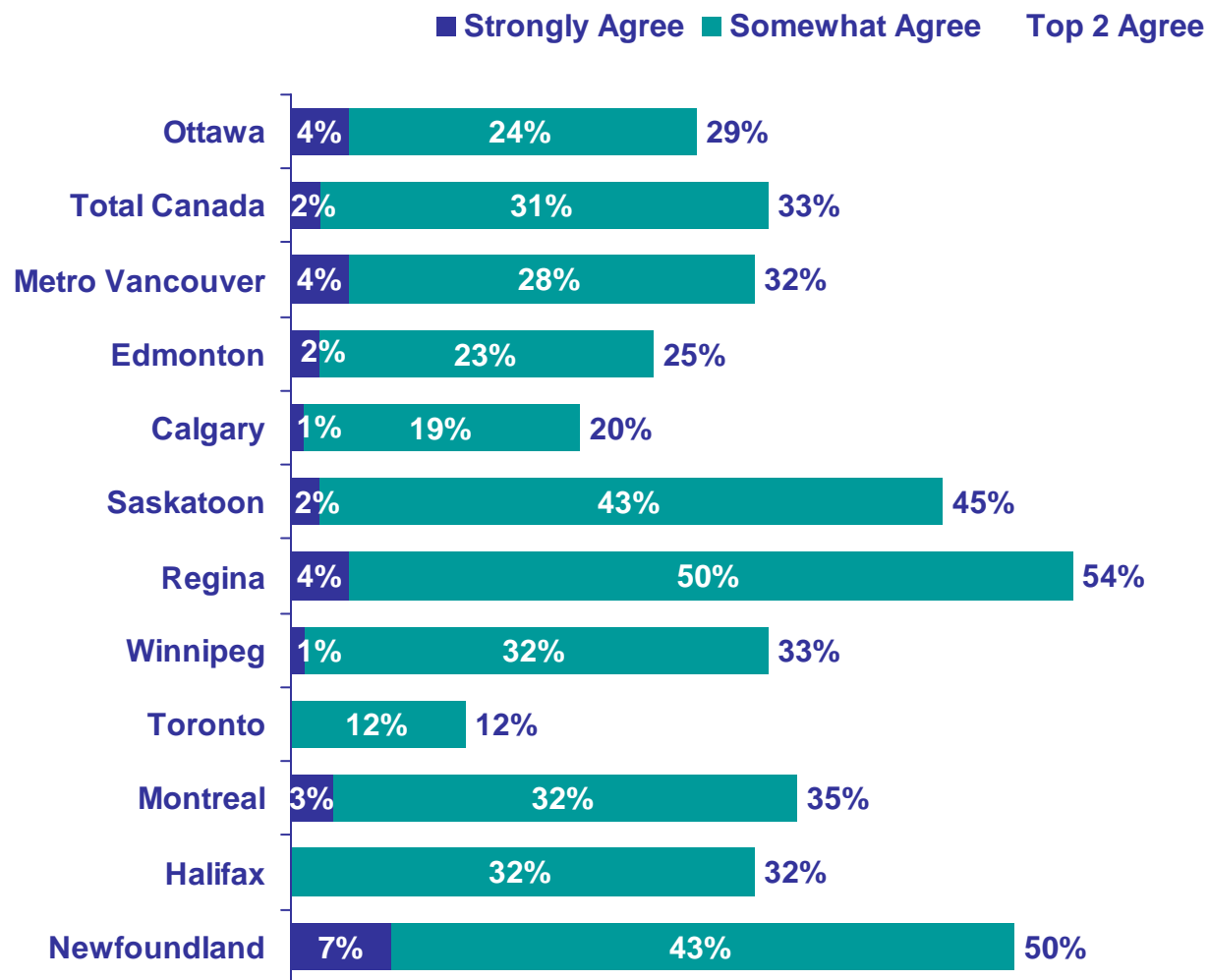
# I Feel Safe Walking Alone In My Own Neighborhood After Dark



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Do you agree or disagree with the following statements?

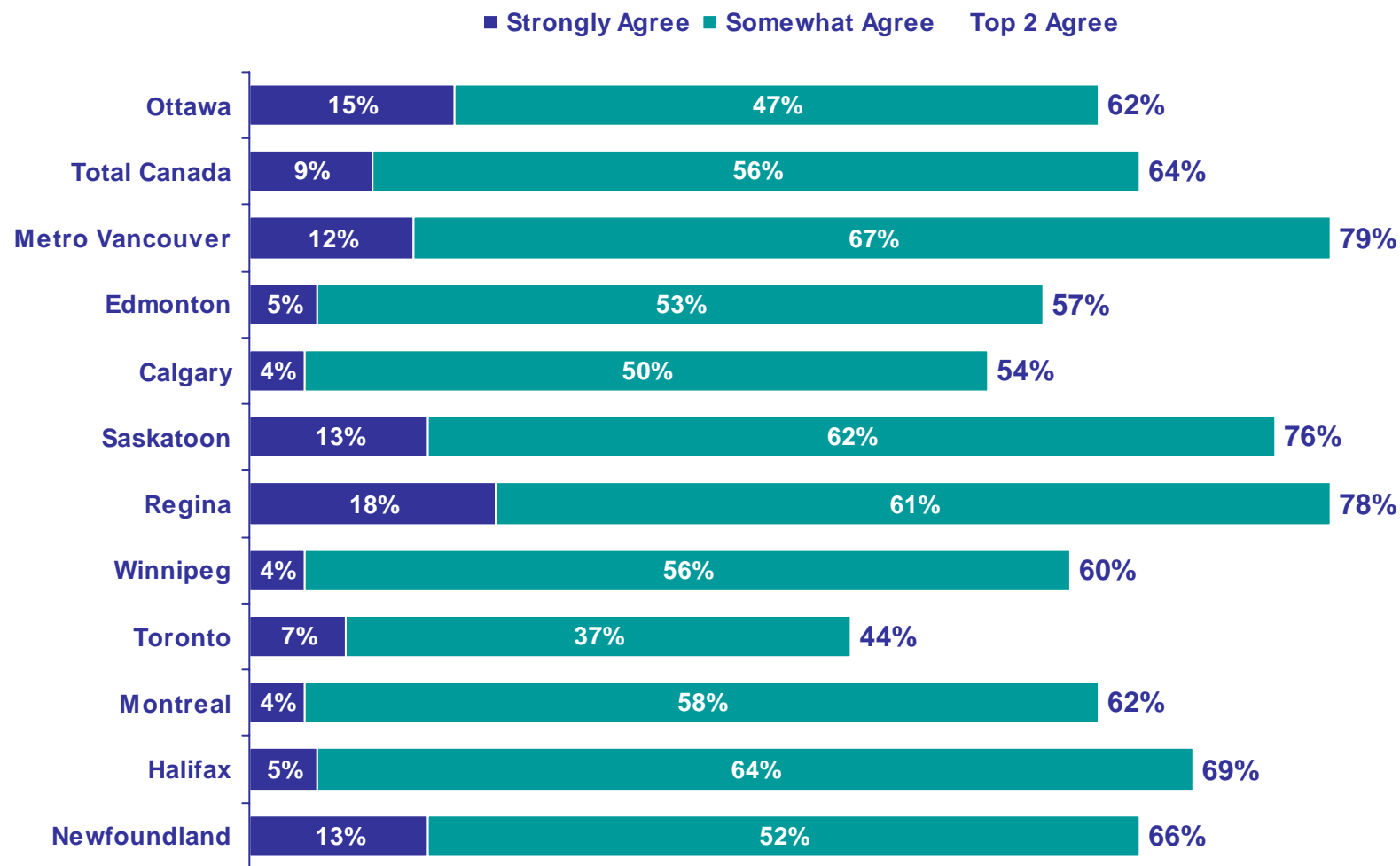
## City/Local Council Spends My Tax Dollars Wisely



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Do you agree or disagree with the following statements?

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

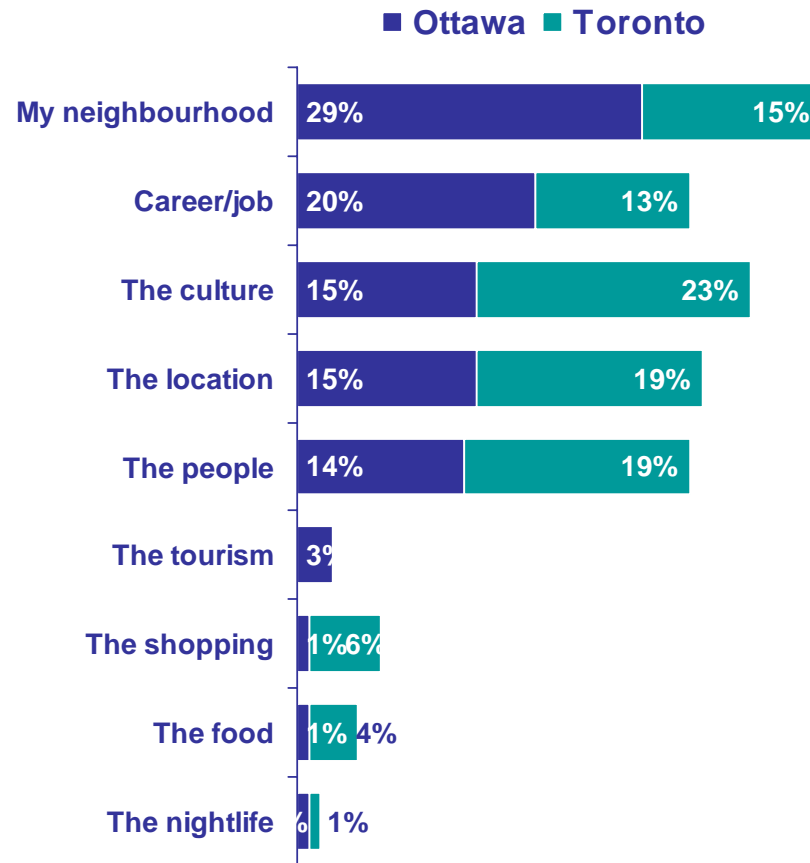


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Do you agree or disagree with the following statements?

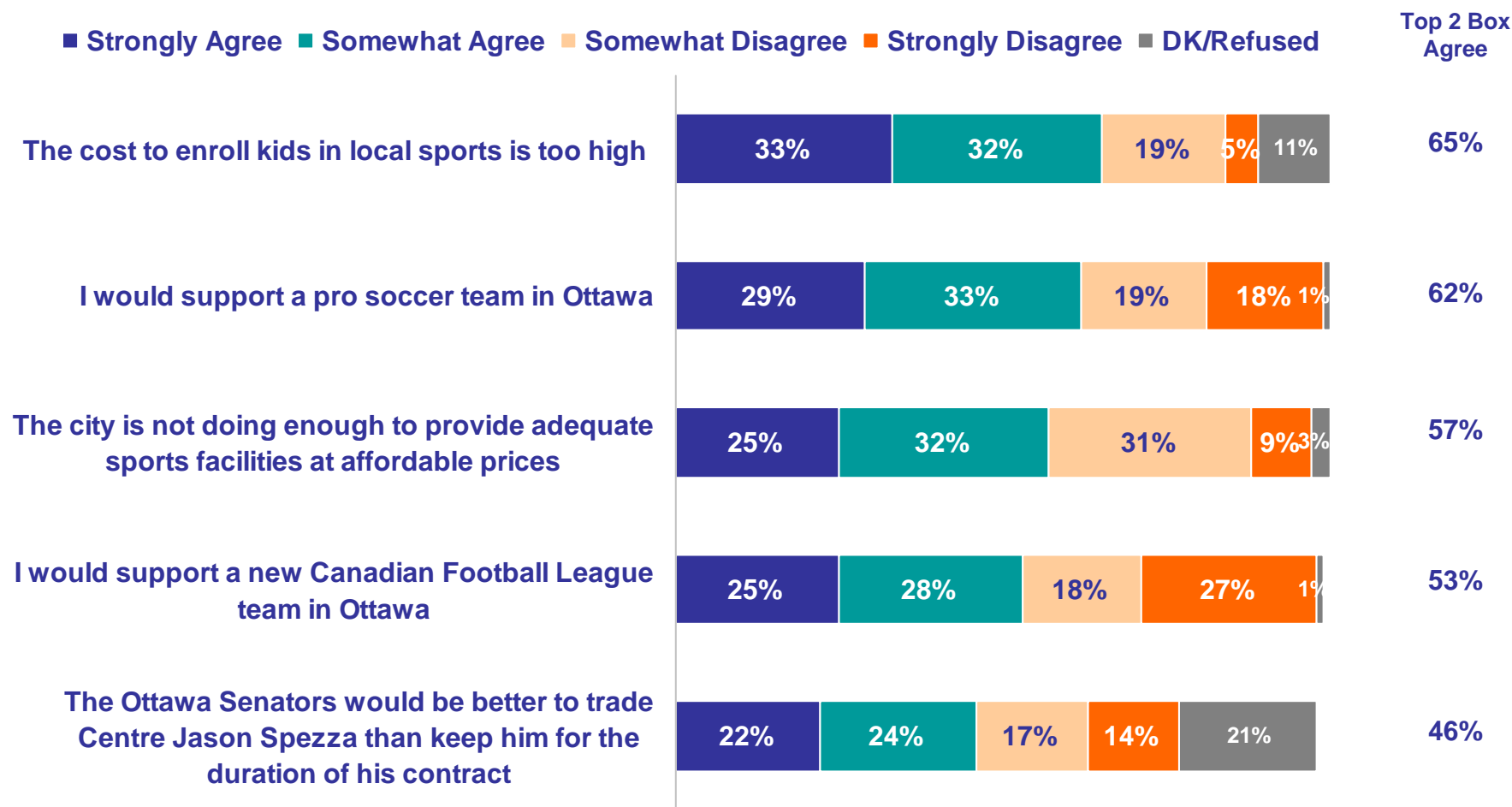


## Single Best Thing About Living in This City



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12. From the following list, what is the single best thing about living in Ottawa? (read list)  
Base: All Respondents n=500



15. Thinking about sports in Ottawa, do you agree or disagree with the following statements? How about (read list as necessary)  
Base: All Respondents n=500



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