Two Thirds (65%) of Canadians 'Agree' Hosting the G-20 Summit and the Security Involved Has Prepared Toronto for Hosting the Pan-Am Games

But Six in Ten (59%) are Less Supportive of Hosting the Games after Hearing about Security Costs for the G-20 Summit

Public Release Date: Wednesday, July 7, 2010, 6:00 AM EDT



Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

For copies of other news releases, please visit http://www.ipsos-na.com/news/



Two Thirds (65%) of Canadians 'Agree' Hosting the G-20 Summit and the Security Involved Has Prepared Toronto for Hosting the Pan-Am Games

But Six in Ten (59%) are Less Supportive of Hosting the Games after Hearing about Security Costs for the G-20 Summit

Toronto, ON - In light of the massive security effort surrounding the G-20 summit in Toronto, a new Ipsos Reid poll conducted exclusively for Canada.com has revealed that two thirds (65%) of Canadians 'agree' (13% strongly/51% somewhat) that 'hosting the G-20 Summit and the security involved has prepared Toronto for hosting the Pan-Am games'. Conversely, one third (35%) of Canadians 'disagree' (11% strongly/25% somewhat) that hosting the summit has prepared Toronto for hosting the Pan-Am Games.

While an Ipsos Reid poll released earlier in the week found that the majority of Canadians believe hosting the G-20 in Toronto was a mistake, two thirds (66%) of Canadians 'agree' (19% strongly/47% somewhat) that 'hosting the G-20 Summit in Toronto proves that the city is capable of hosting large-scale events', while just one in three (34%) 'disagree' (11% strongly/23% somewhat) that Toronto has proved itself.

Canadians are mixed on how the G-20 Summit has impacted their level of support for hosting the Pan-Am Games, with the price tag of providing security being a larger detractor than the security issues themselves:



Six in ten (59%) 'agree' (22% strongly/37% somewhat) that after hearing about the costs for providing security for the G-20 they are 'less supportive' of hosting the Pan-Am Games in Toronto', while four in ten (41%) 'disagree' (11% strongly/30% somewhat) that they are 'less supportive'.

However, after seeing the security issues that arose as a result of hosting the G20 in Toronto, only a minority (43%) 'agrees' (14% strongly/29% somewhat) that they are 'less supportive' of hosting the Pan-Am Games'. A majority (57%) 'disagrees' (17% strongly/40% somewhat) that the security issues make them less supportive of hosting the Games.

These are some of the findings of an Ipsos Reid poll conducted between June 30 and July 5, 2010, on behalf of Canada.com. For this survey, a sample of 1,095 adults 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 +/-3.0 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada 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.

-30-

For more information on this news release, please contact:

John Wright Senior Vice President Ipsos Reid Public Affairs (416) 324-2002

© Ipsos Reid



For full tabular results, please visit our website at <u>www.ipsos.ca</u>. News Releases are available at: <u>http://www.ipsos-na.com/news/</u>