



Ipsos Reid



Global Television – All Regions

September 2010



10/25/2010

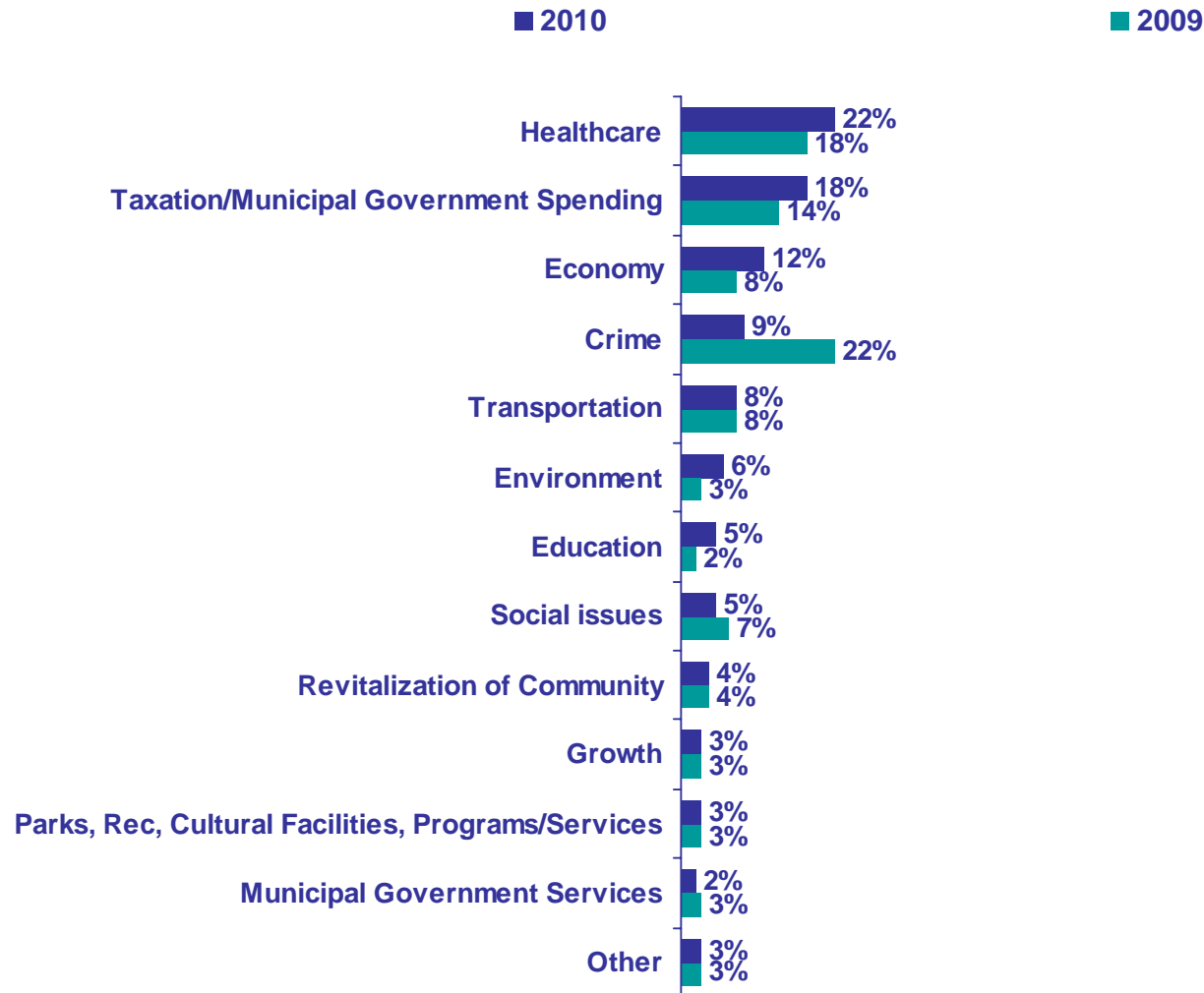
Nobody's Unpredictable

Methodology

- These are the findings of an Ipsos Reid poll conducted between September 6-10, 2010 on behalf of Global Television. For this survey, a sample of 7,208 Canadians from Ipsos' Canadian online panel was interviewed online as follows:
- Metro Vancouver (n=428), Kelowna Area (n=402), Calgary (n=426), Edmonton (n=433), Regina (n=422), Saskatoon (n=425), Winnipeg (n=423), Toronto (n=437), Montreal (n=425), Halifax (n=423), Nova Scotia outside Halifax (n=426) New Brunswick (n=432), Rest of Canada (n=2,106)
- Weighting was then employed to balance demographics and ensure that the sample's overall 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:
 - +/-4.8 percentage points for each individual city/region, 19 times out of 20, of what the results would have been had the entire population of that particular city or region been polled;
 - +/-1.2 percentage points for the national Canadian population, 19 times out of 20, of what the results would have been had the entire population of adults living 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.
- Note of change in methodology: last year's "national" figures were an aggregate of all of the cities/regions combined and was therefore best described as a sample of urban Canadians. This year's national numbers are a truer reflection of a national sample (including rural Canadians). Thus, tracking comparisons on a national level should be used with caution. For example, while concern for crime appears to be down on a national level, it is likely that crime is less of a concern for rural Canadians and this brings down the proportion of mentions of crime. Tracking at a city level is unaffected.

1. Local Issues Facing Community

Top Local Issues in Canada

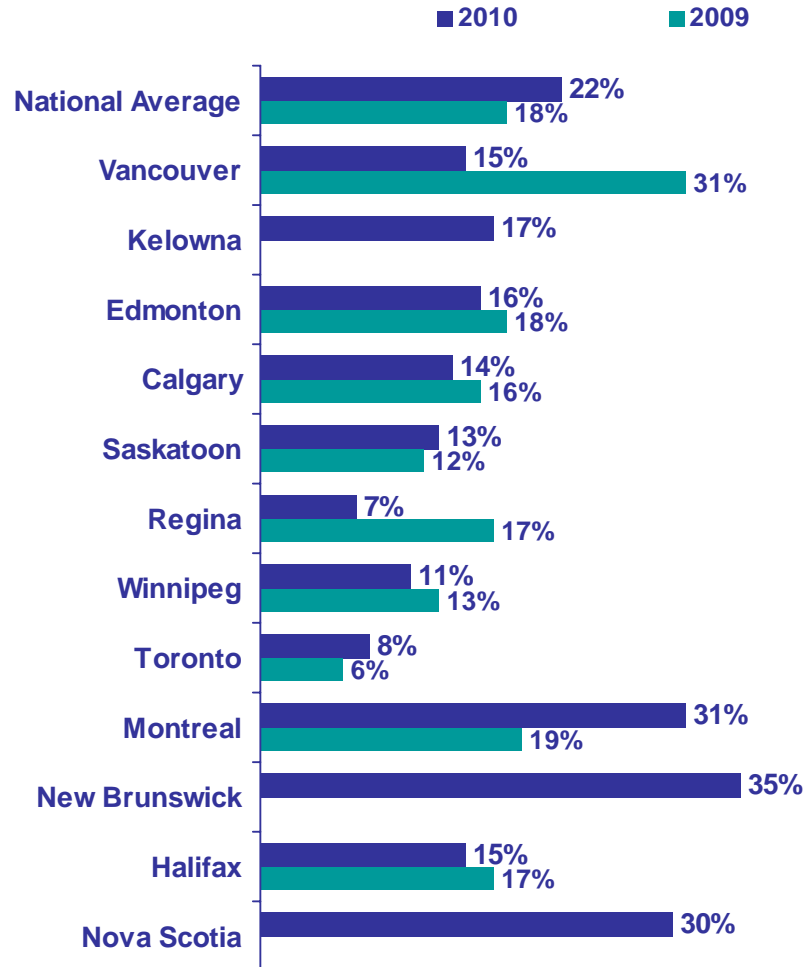


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All Respondents n=7,208

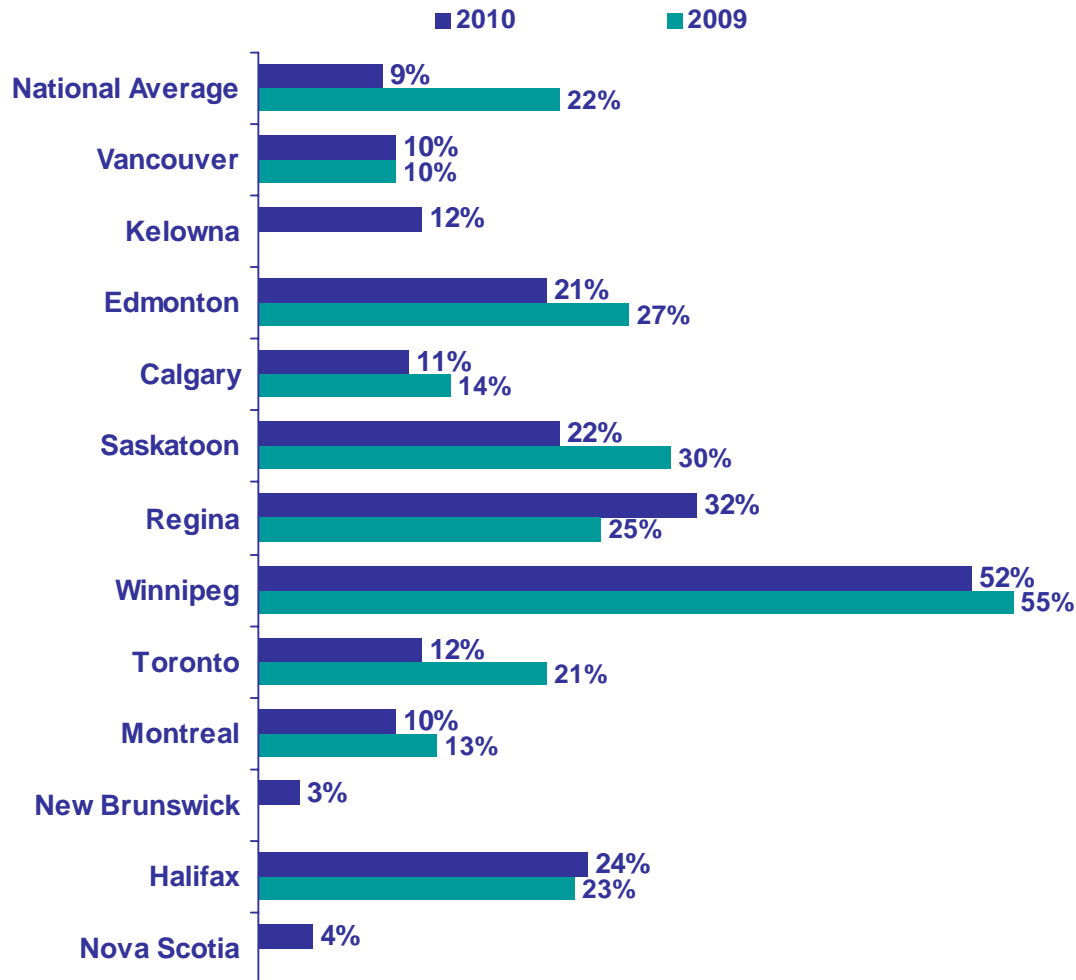
Top Five Issues by Region

1) Healthcare – Formerly 2nd



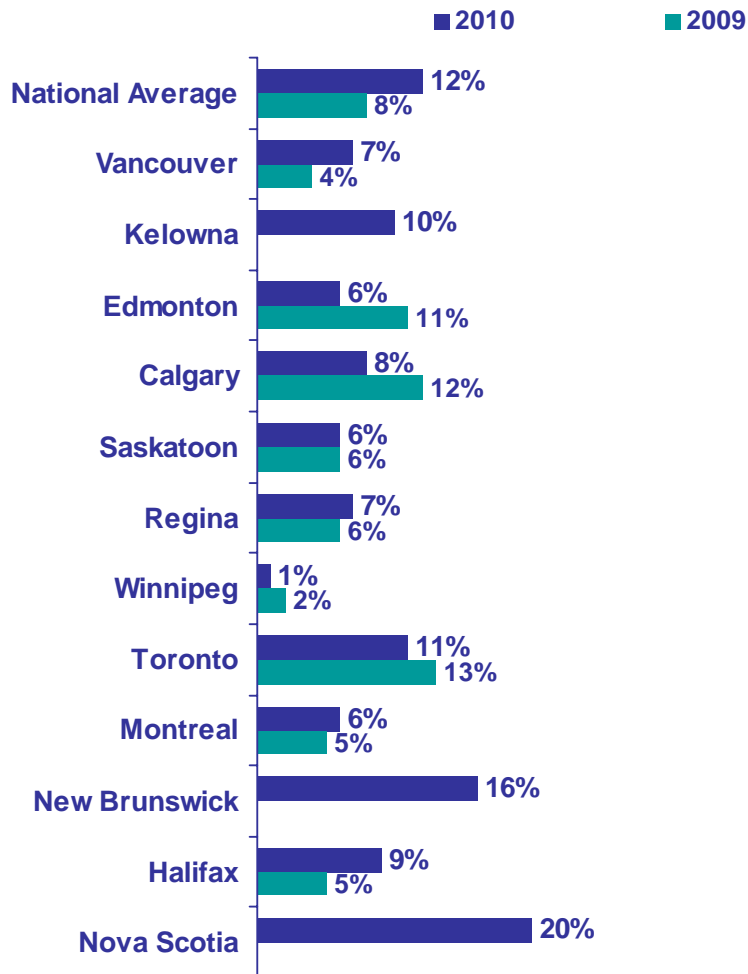
1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

2) Crime – Formerly 1st



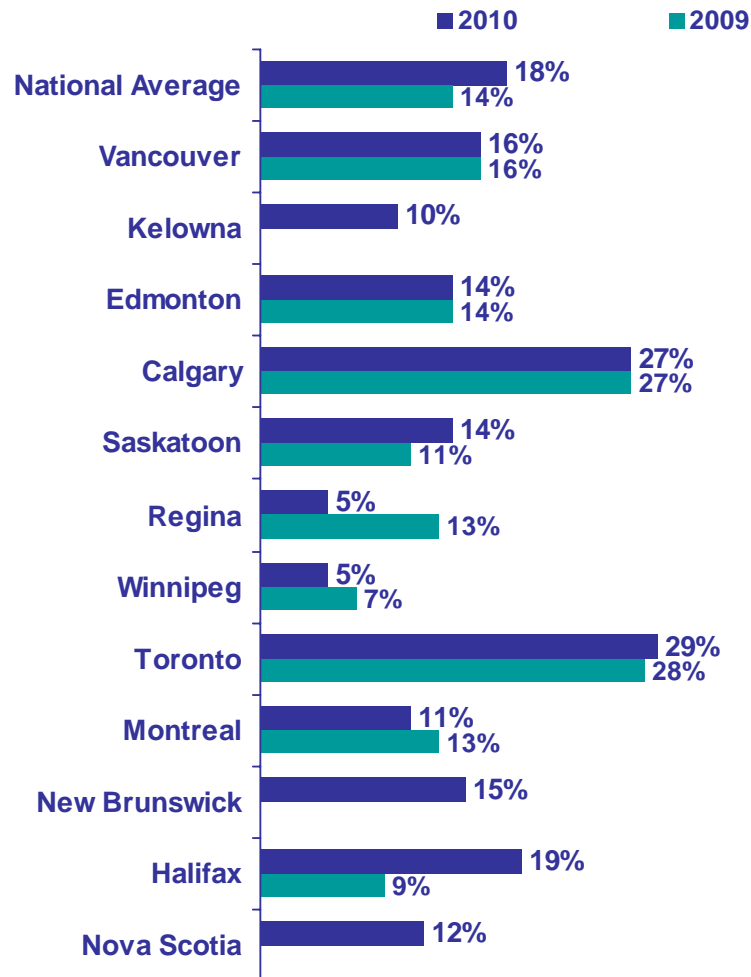
1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

3) The Economy – Formerly 5th



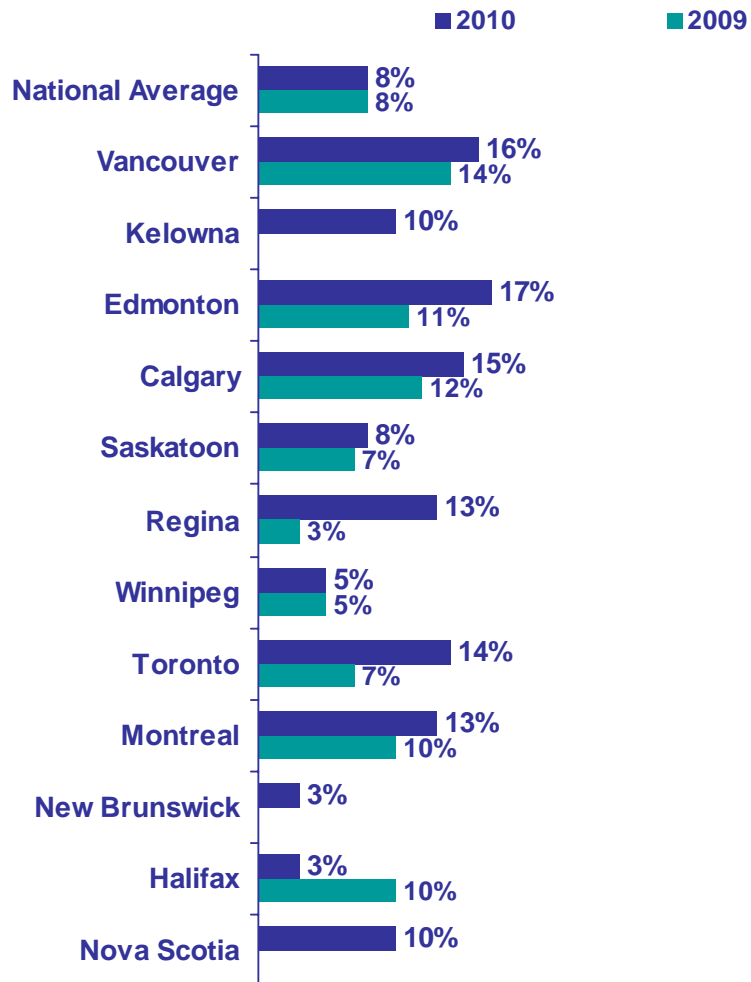
1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

4) Taxation/Municipal Government Spending – Formerly 3rd



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?

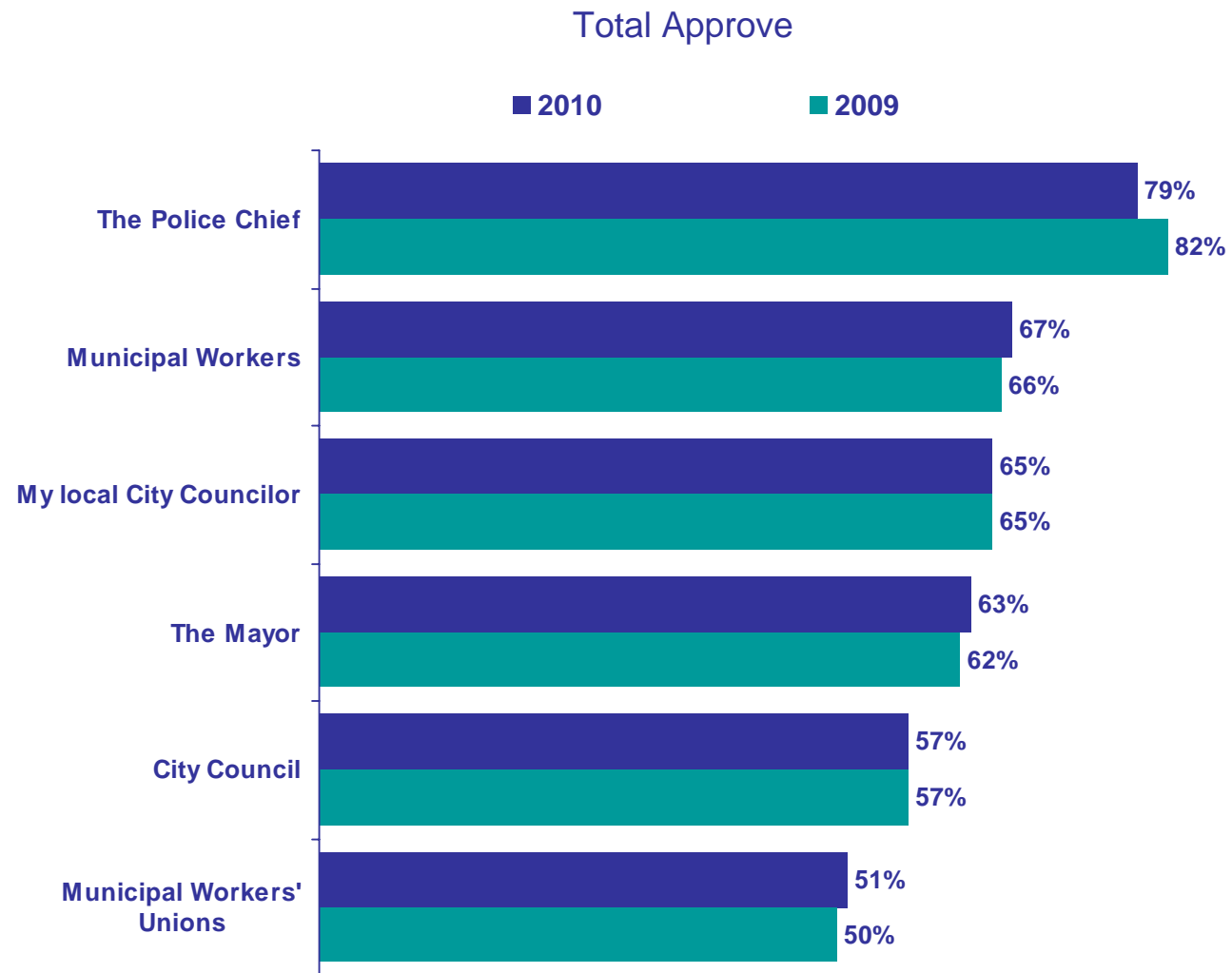
5) Transportation - Formerly 4th



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?

Performance Approval

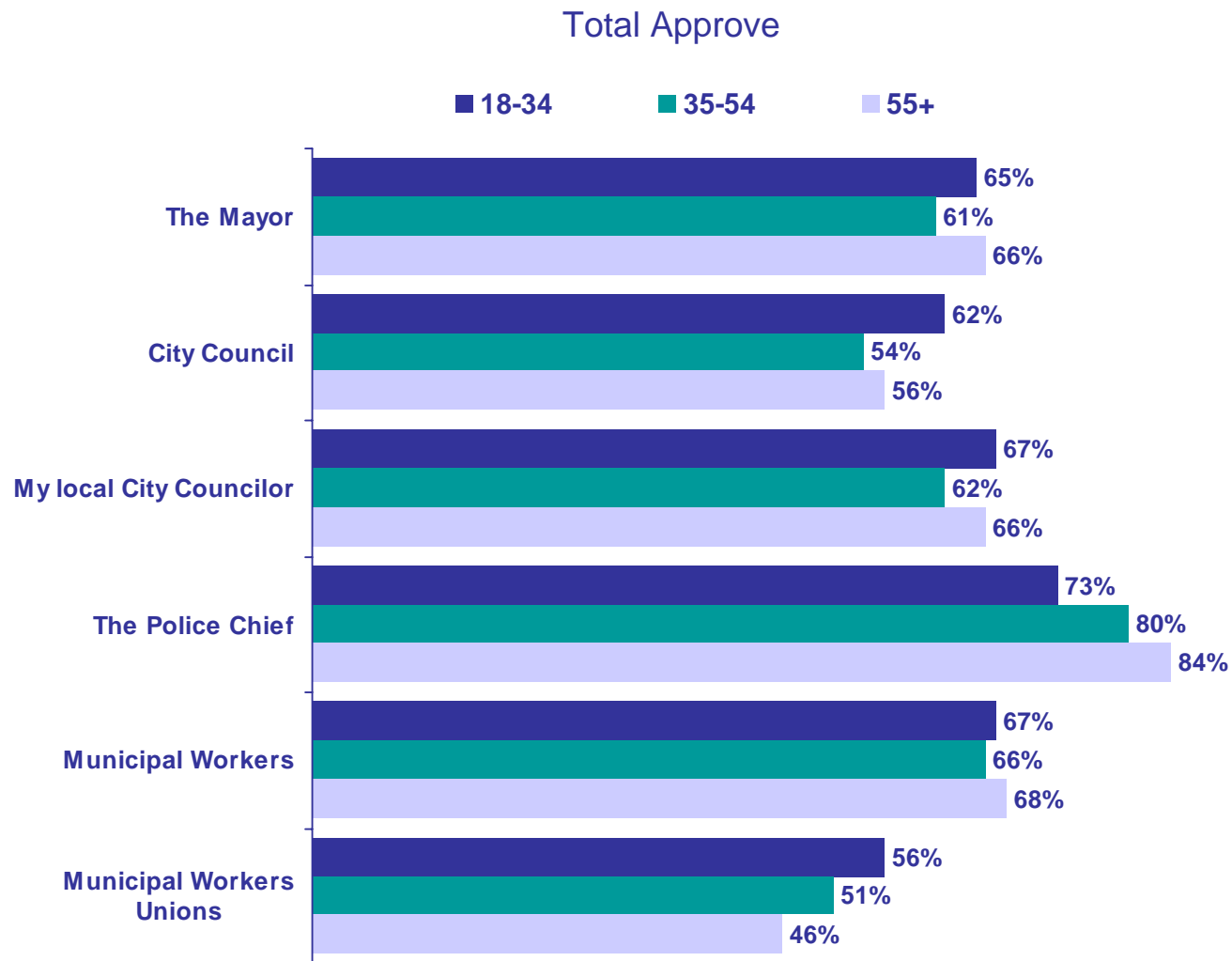
Performance Approval Ratings of Various Officials



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

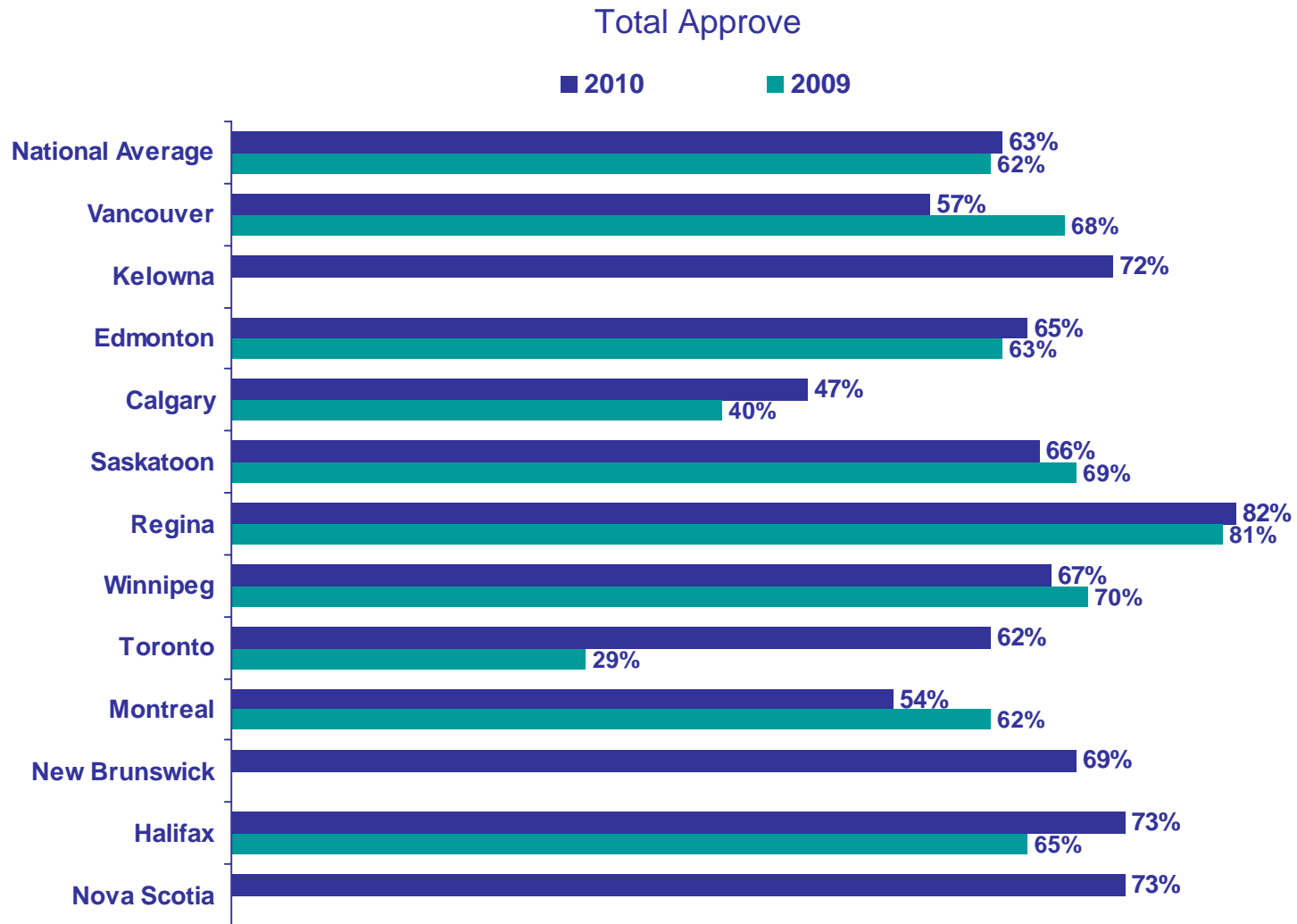
Base: All Respondents n= 7,208

Performance Approval by Age

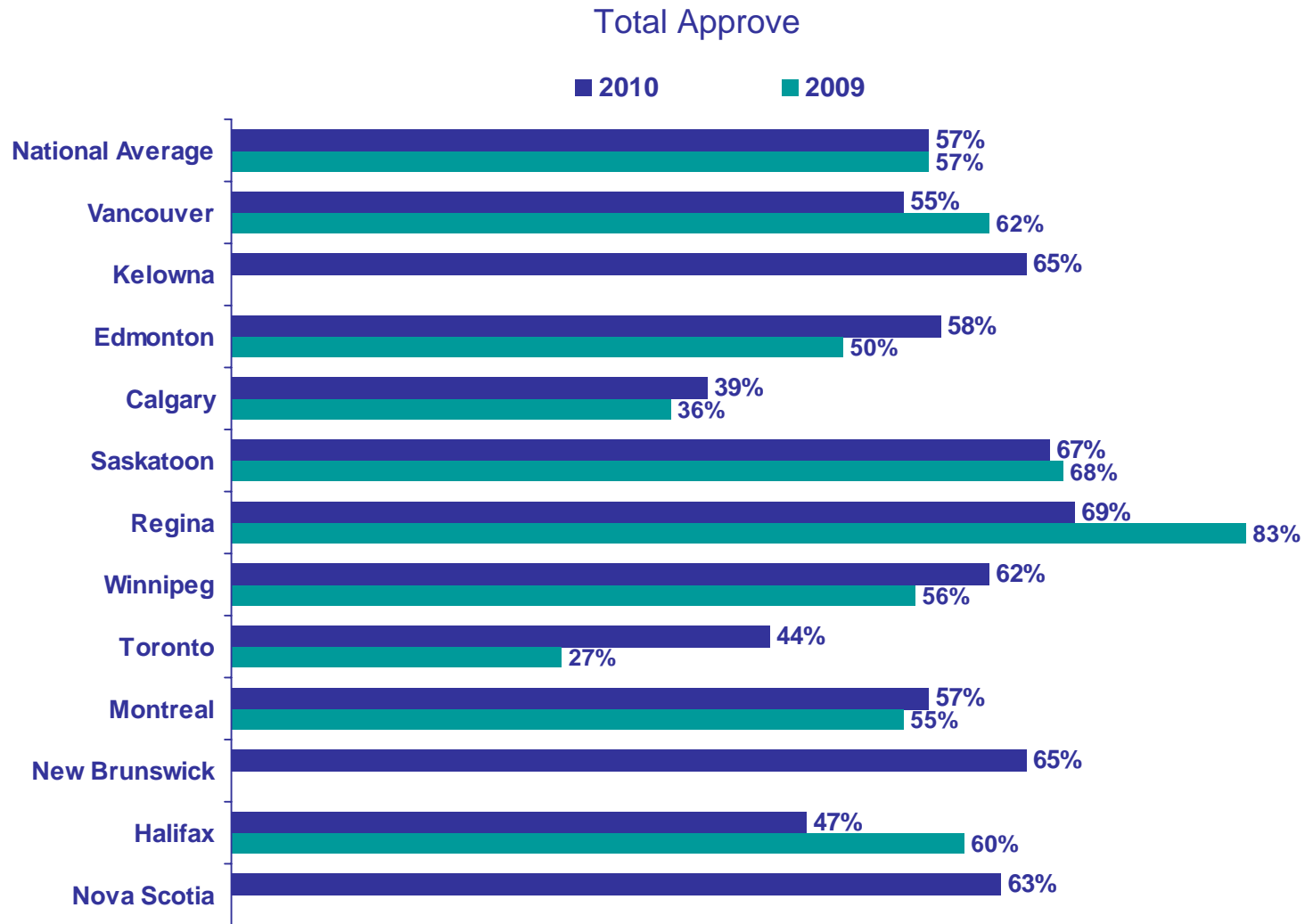


2. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?

The Mayor

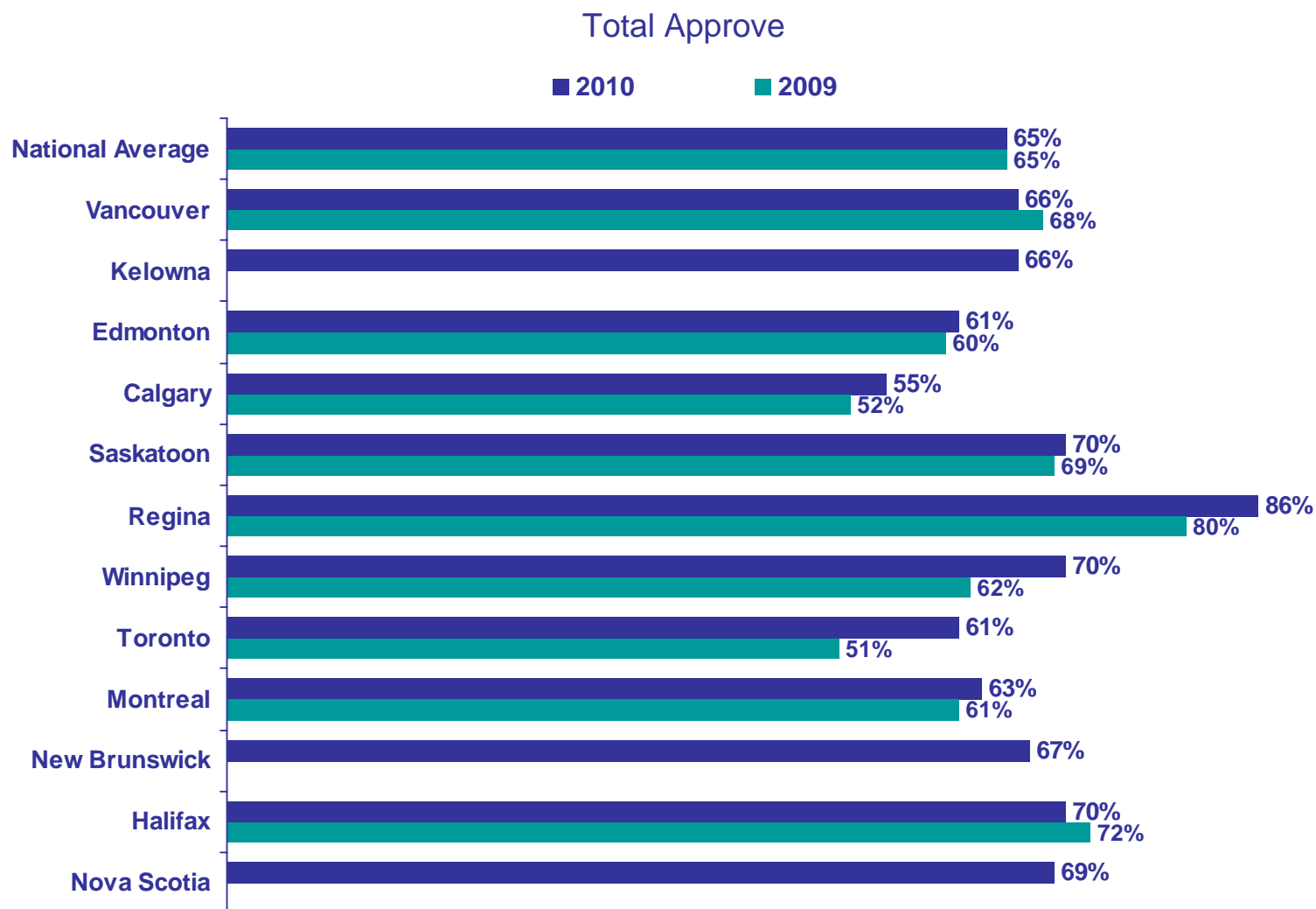


2. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?



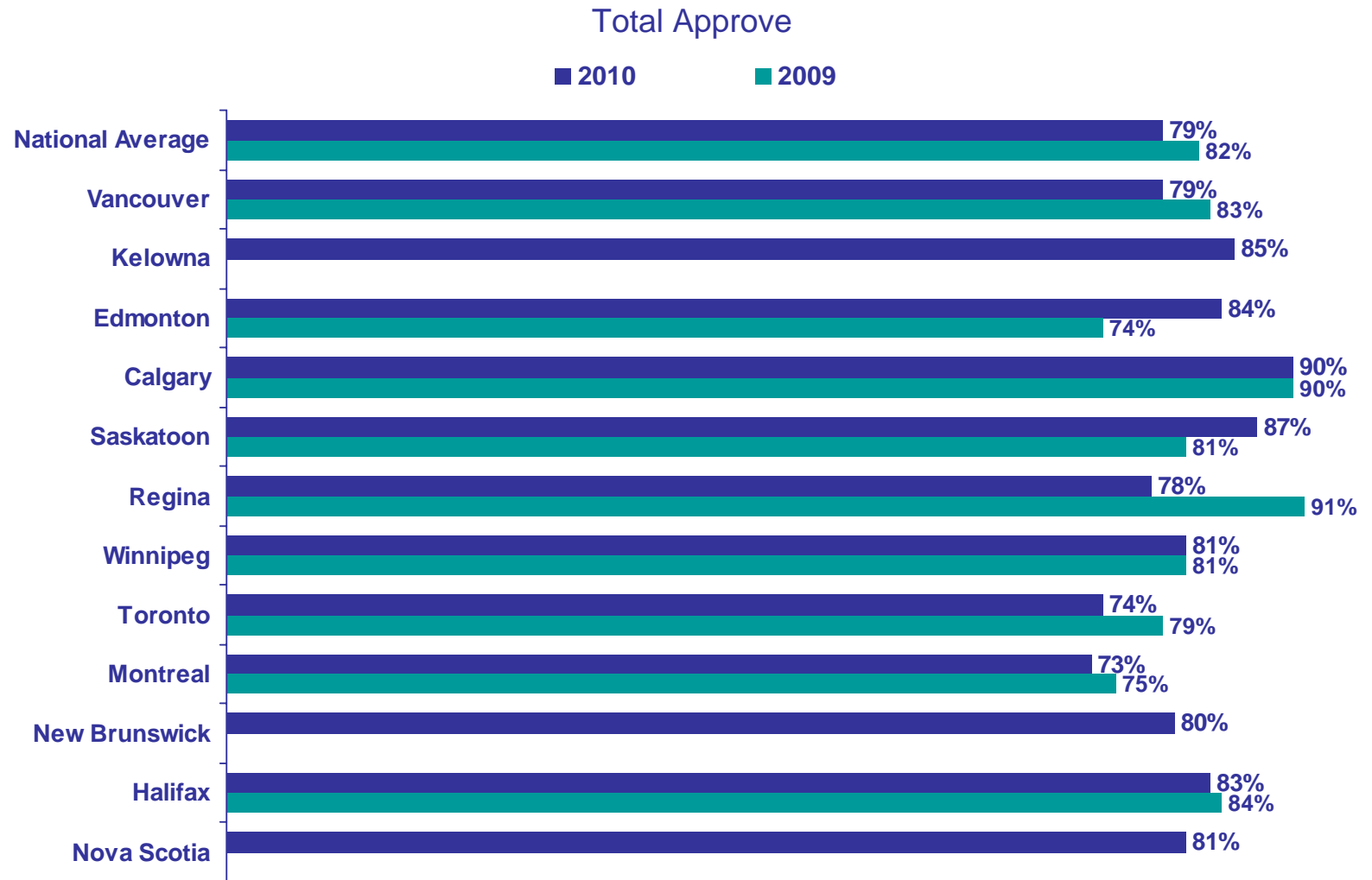
2. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?

My Local City Councilor



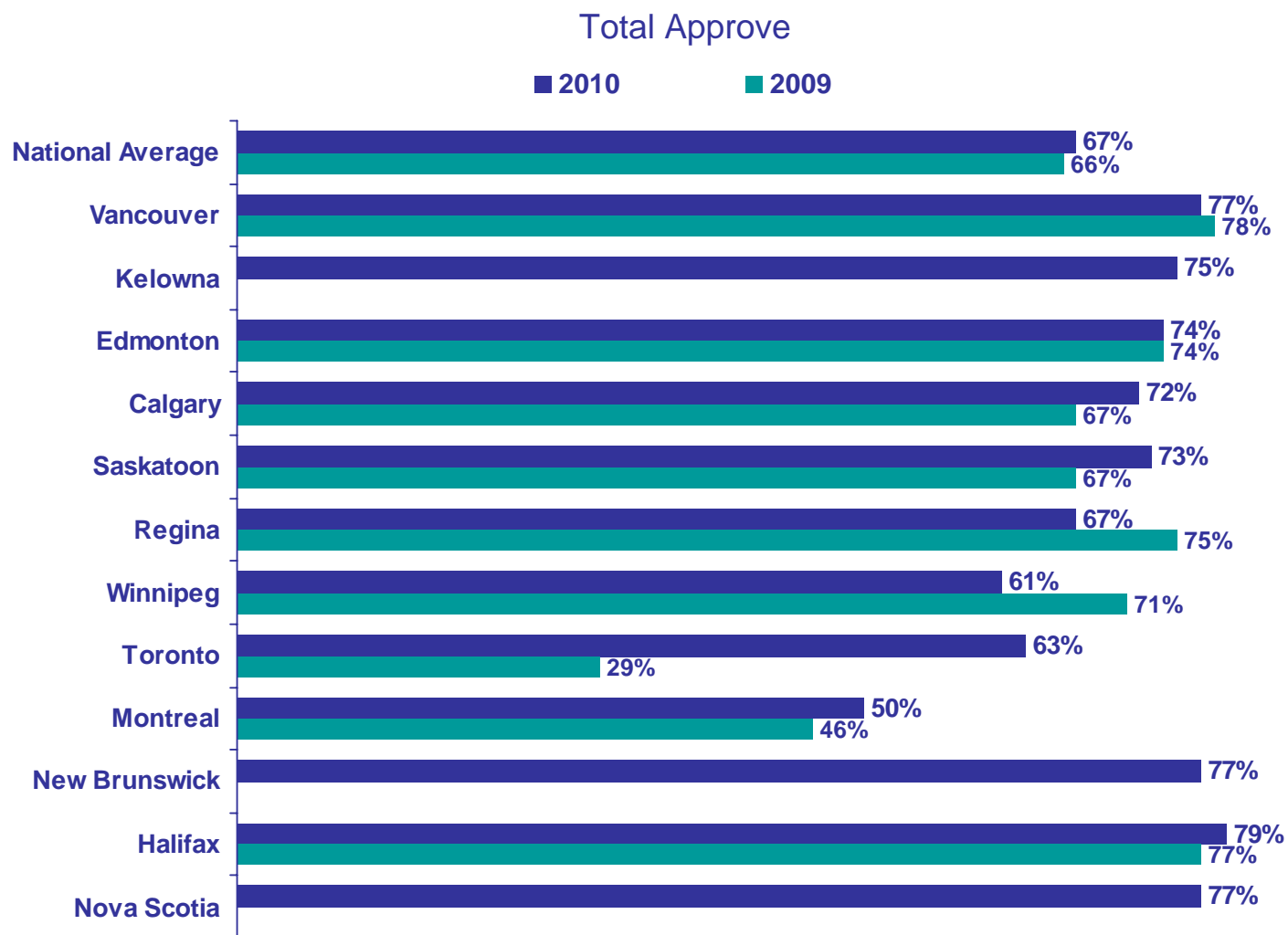
2. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?

The Police Chief



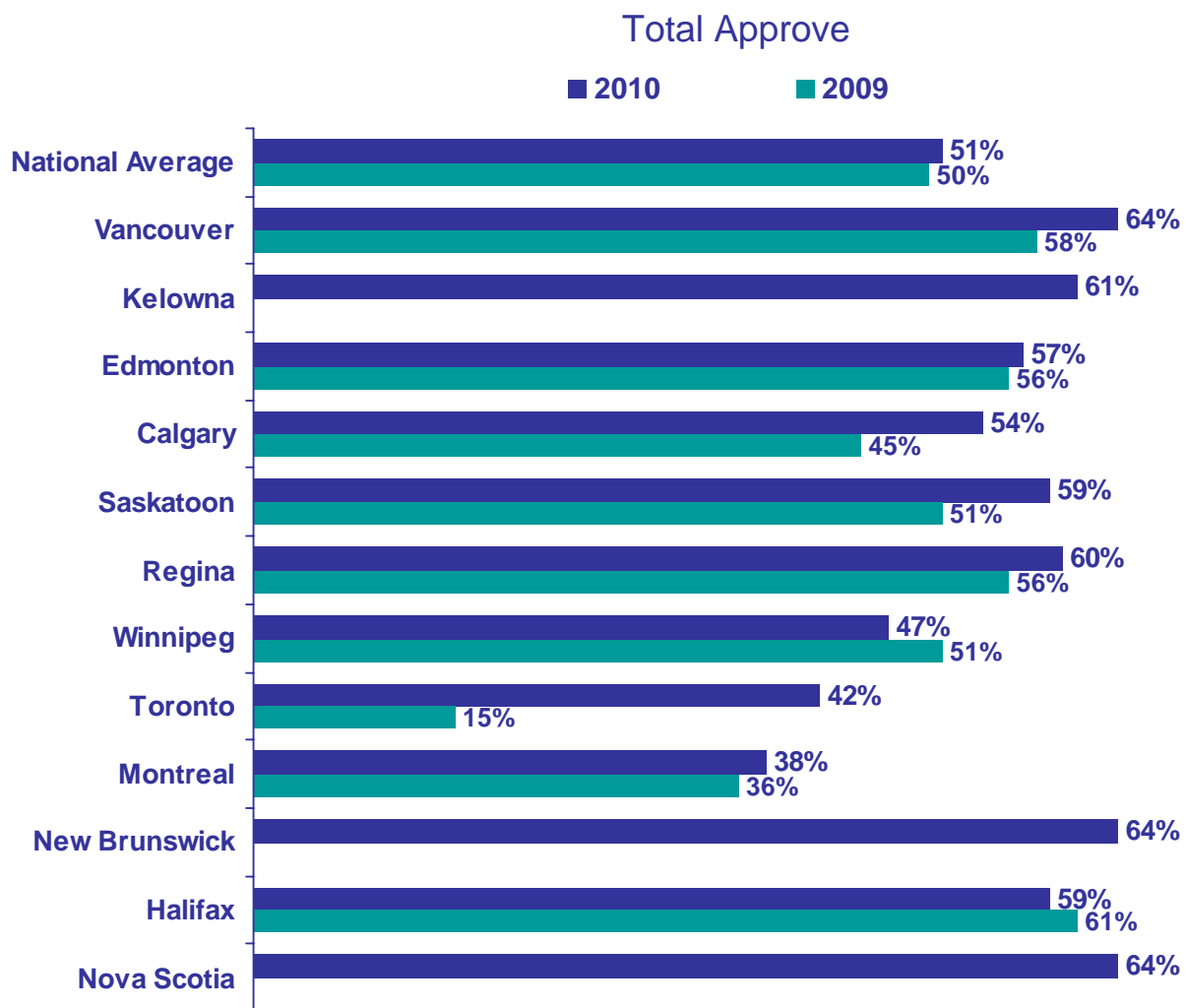
2. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?

Municipal Workers



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

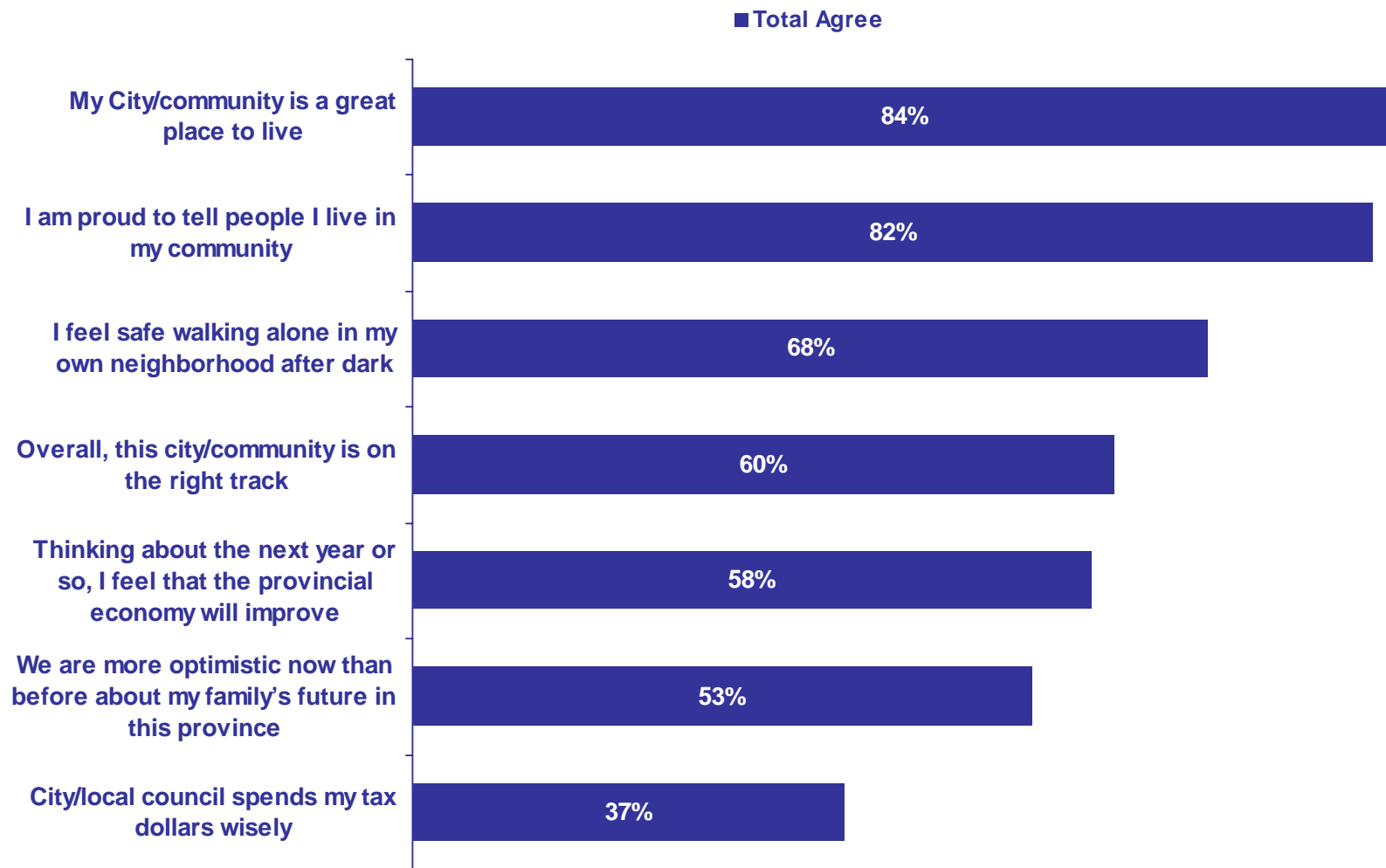
Municipal Workers' Unions



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

Statements about City, Love and Life

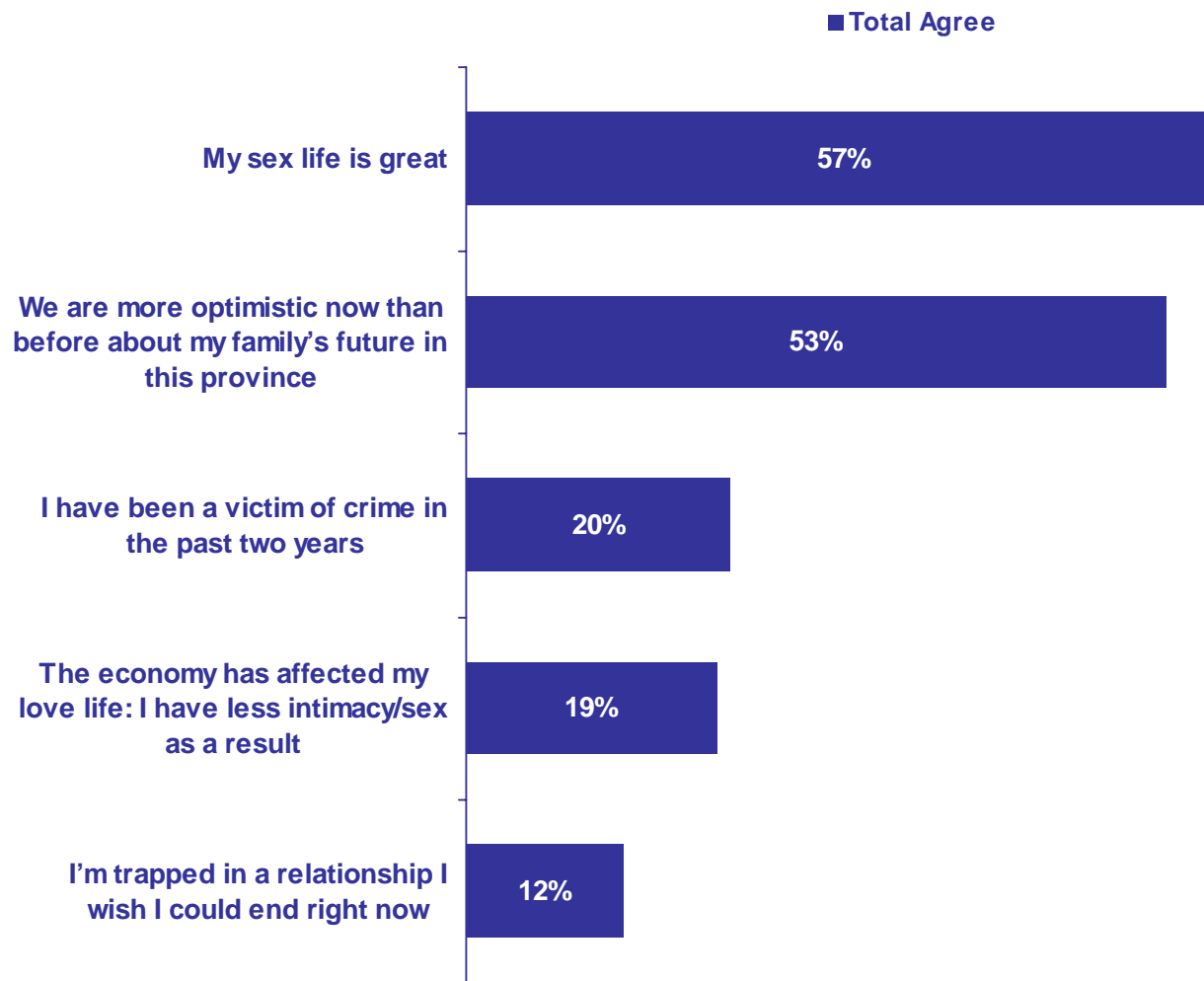
Agreement with Statements – Province/Community



3. Do you agree or disagree with the following statements?

Base: All Respondents n=7,208

Agreement with Statements – Private Life

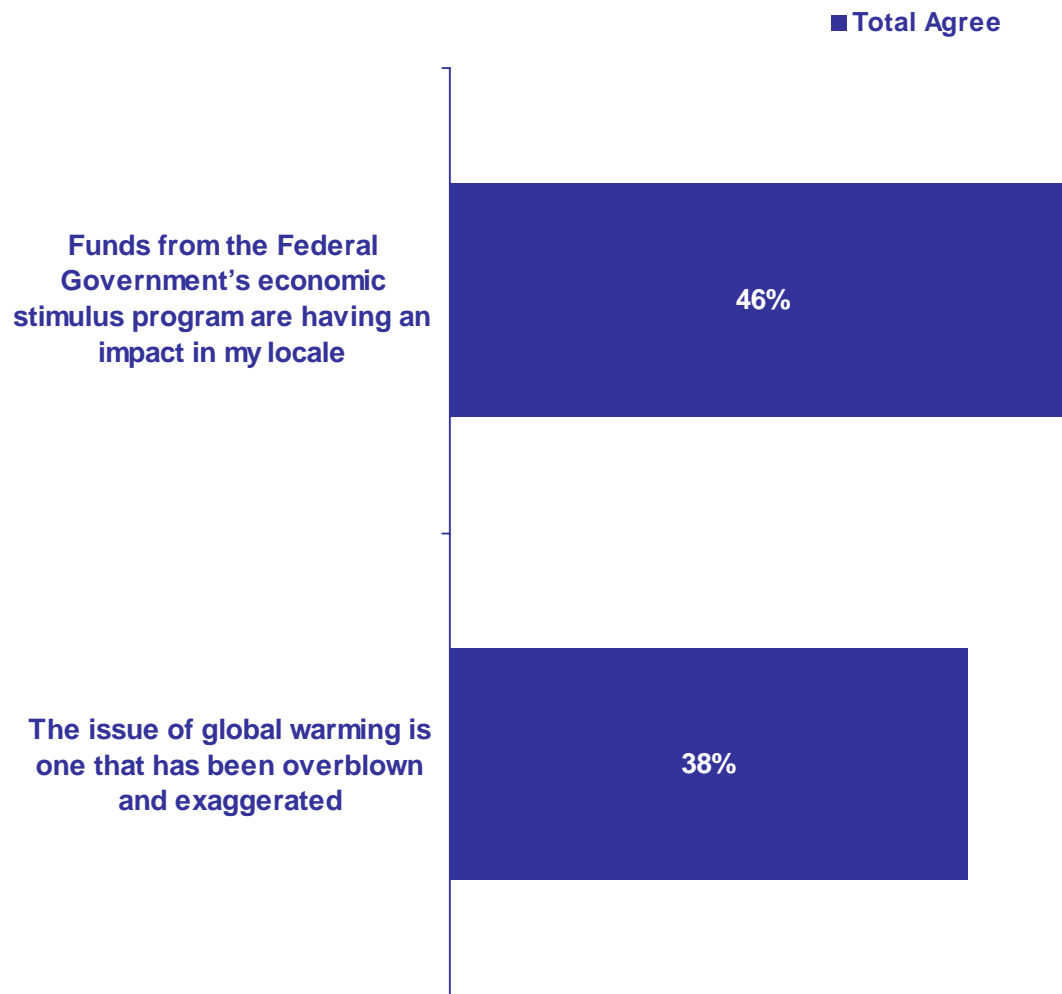


3. Do you agree or disagree with the following statements?

Base: All Respondents n=7,208



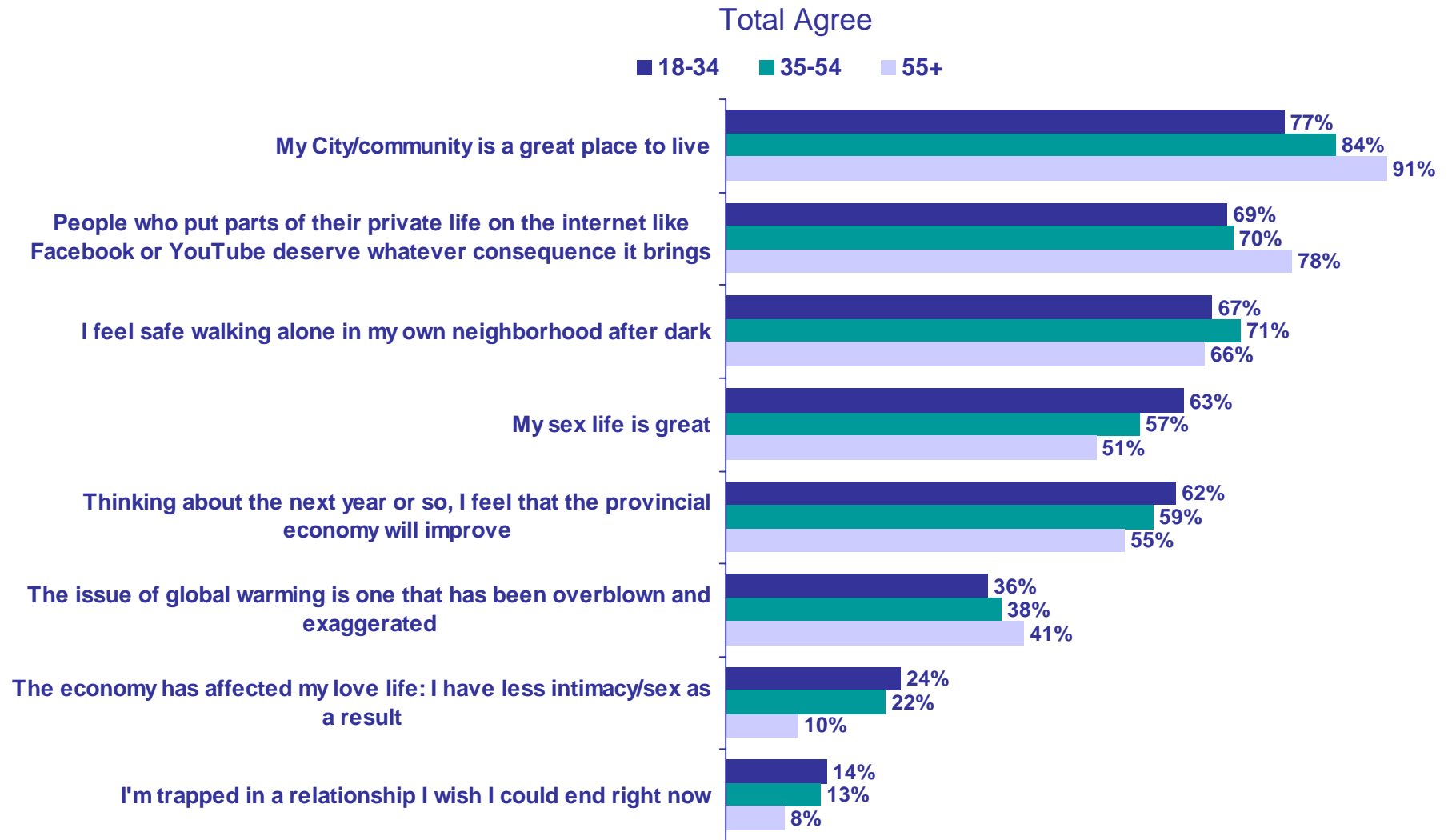
Agreement with Statements – Federal Issues



3. Do you agree or disagree with the following statements?

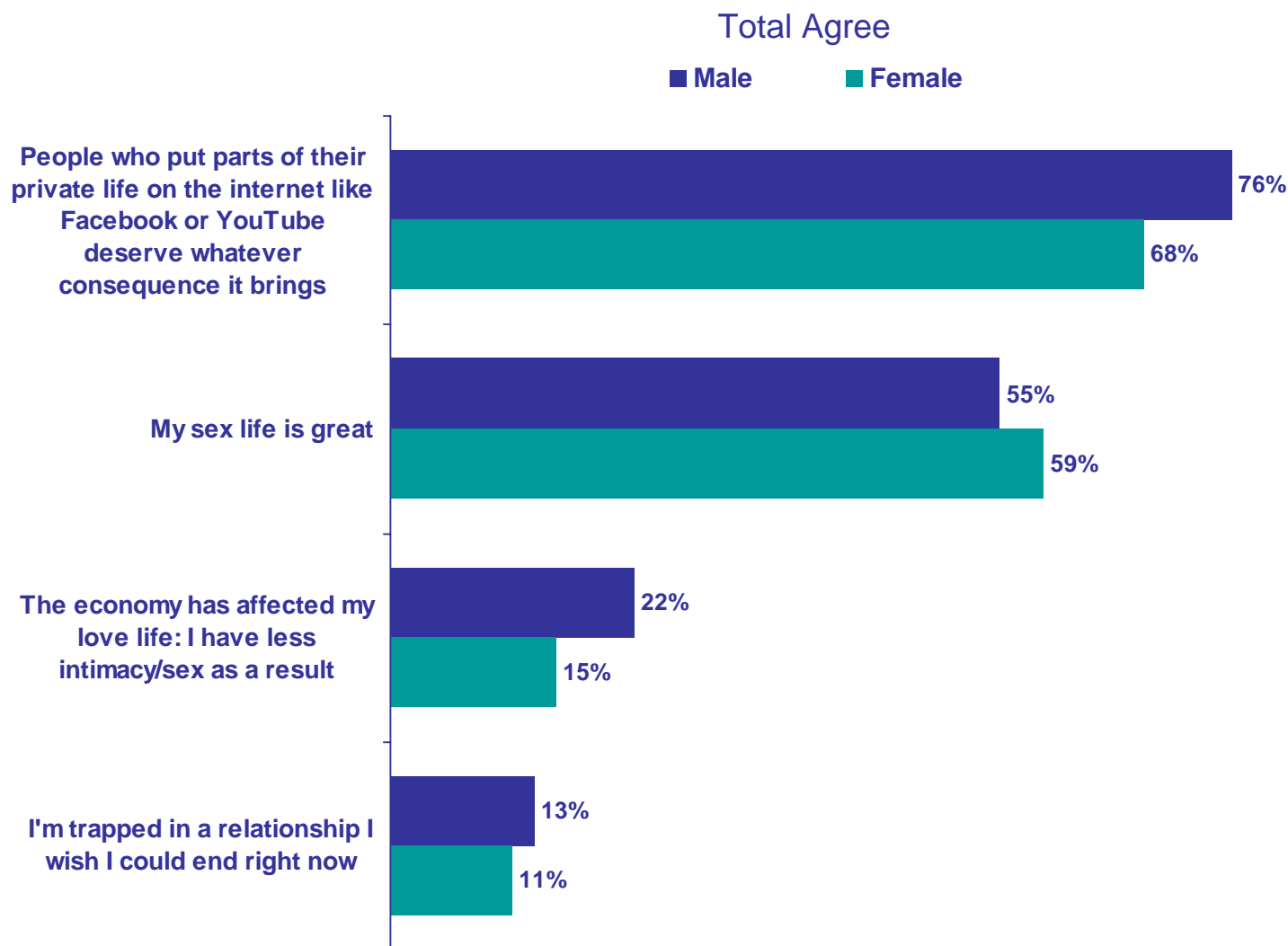
Base: All Respondents n=7,208

Agreement Which Varies by Age



3. Do you agree or disagree with the following statements?

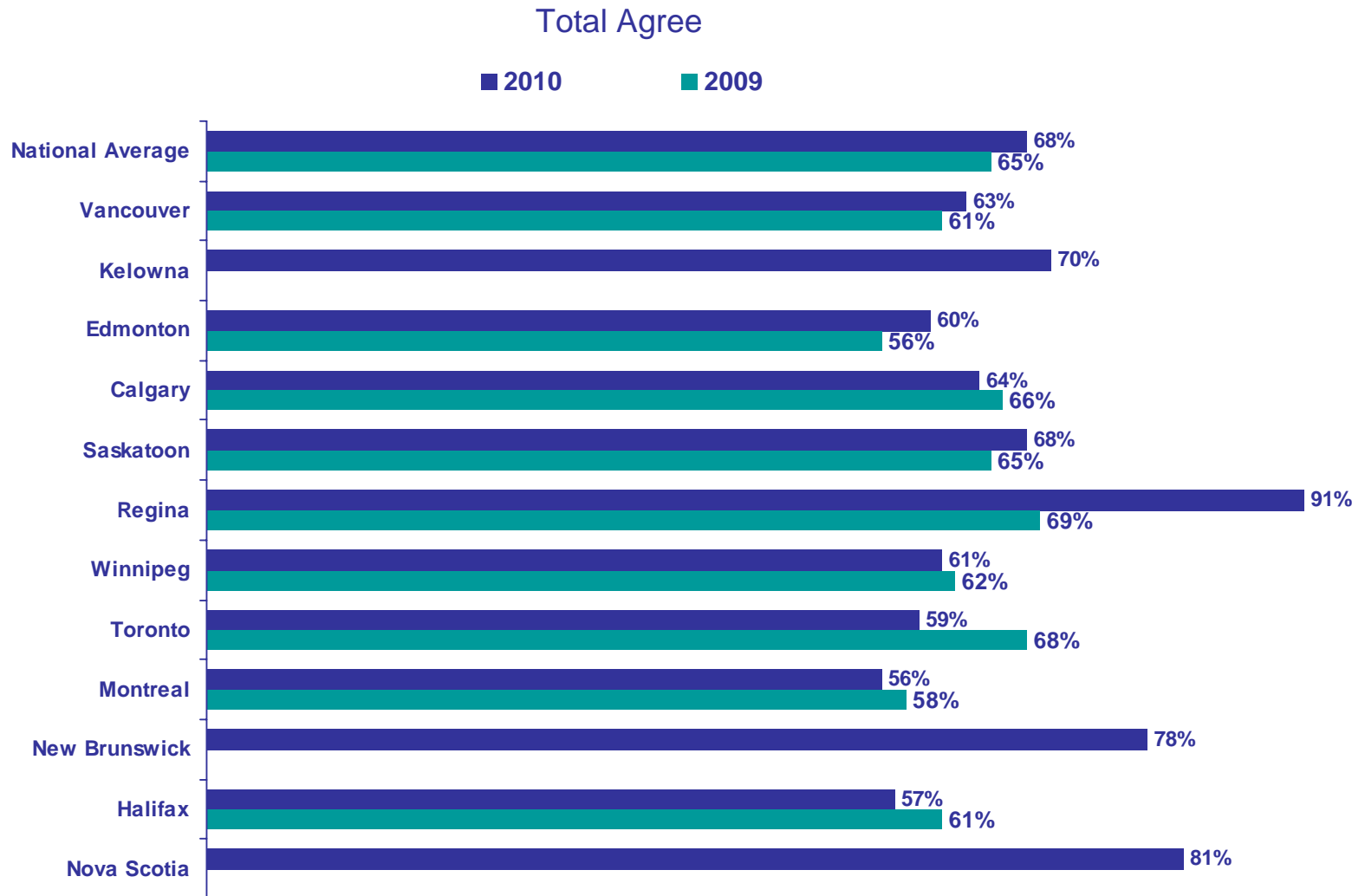
Agreement Which Varies by Gender



3. Do you agree or disagree with the following statements?

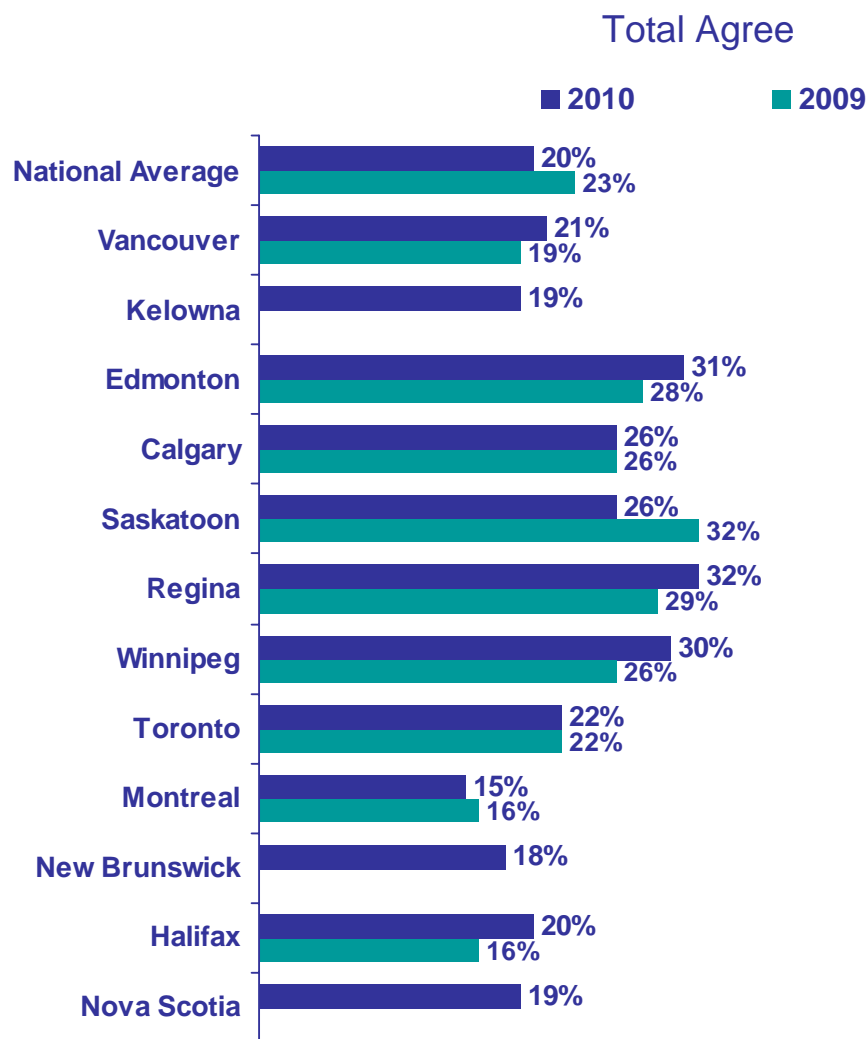


I feel safe walking alone in my own neighborhood after dark



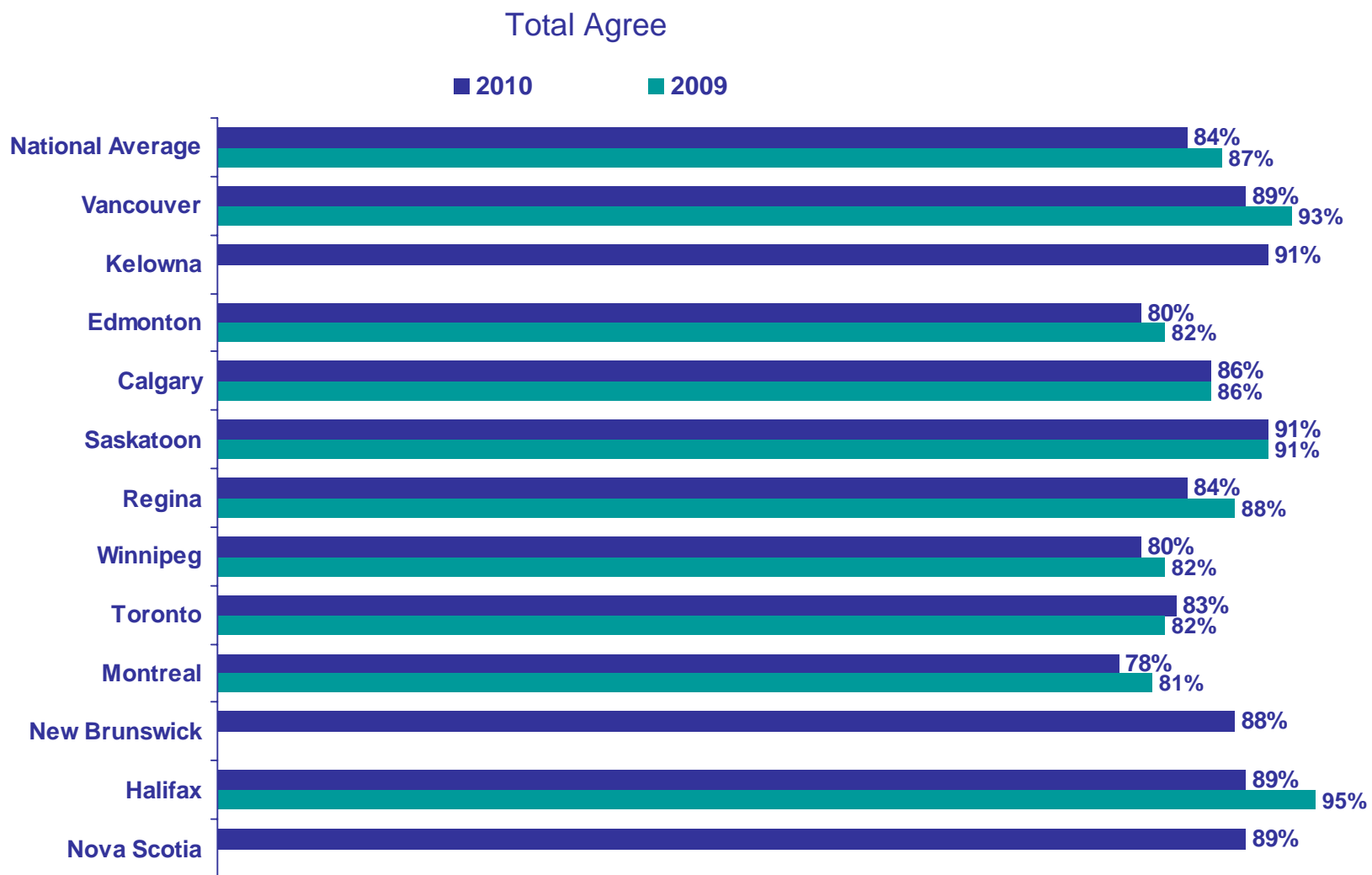
3. Do you agree or disagree with the following statements?

I have been a victim of crime in the past two years



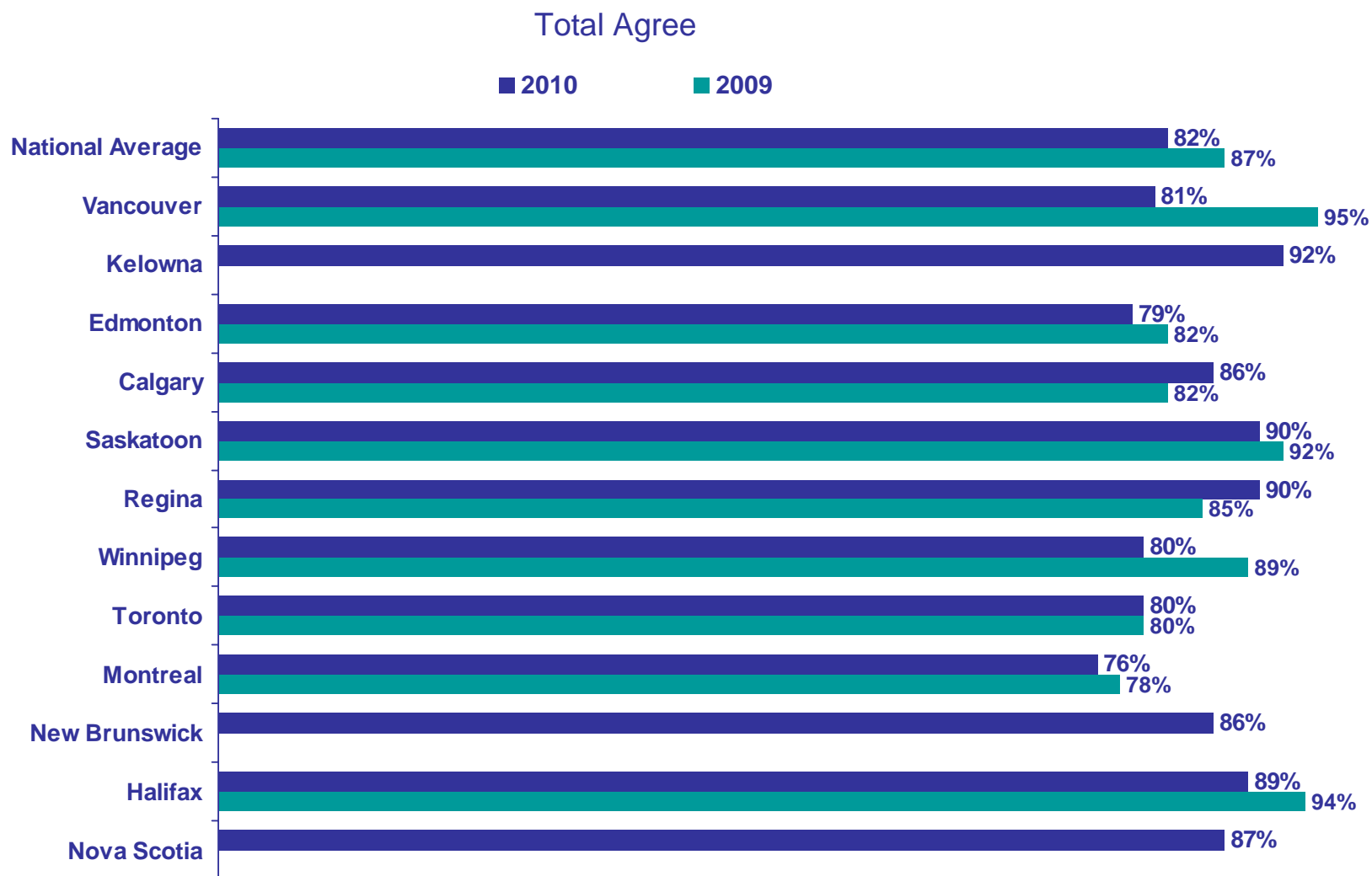
3. Do you agree or disagree with the following statements?

My City/community is a great place to live



3. Do you agree or disagree with the following statements?

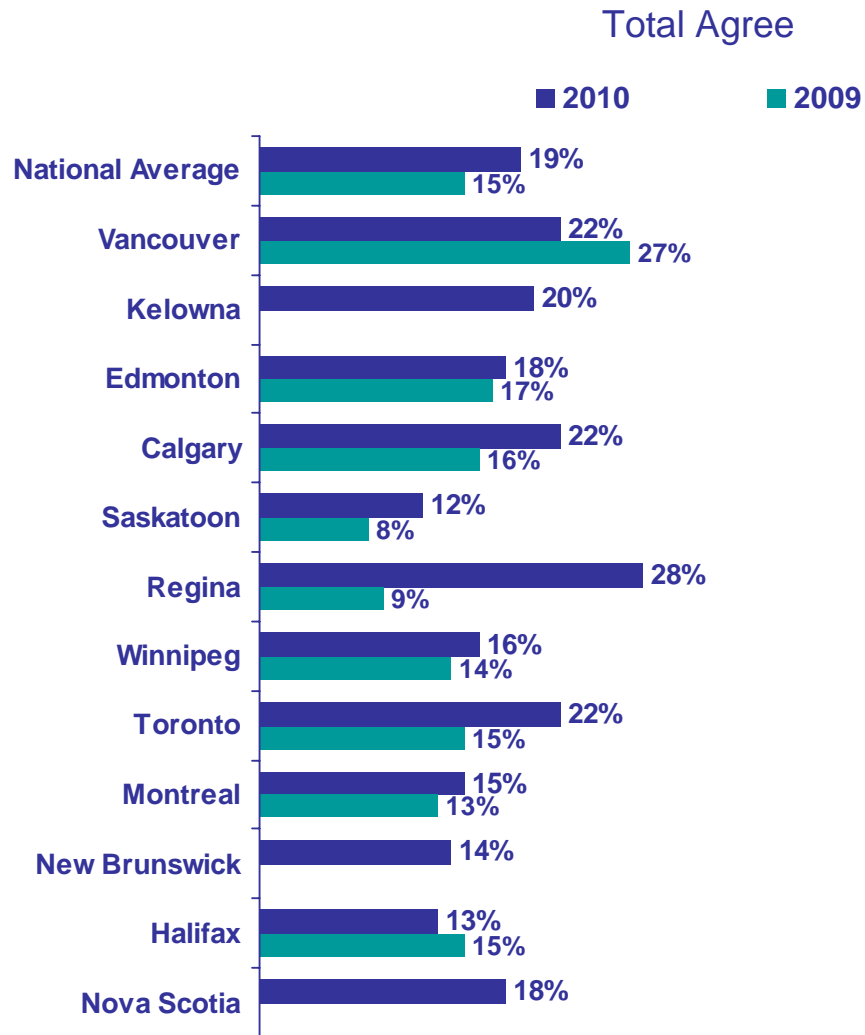
I am proud to tell people I live in my community



3. Do you agree or disagree with the following statements?



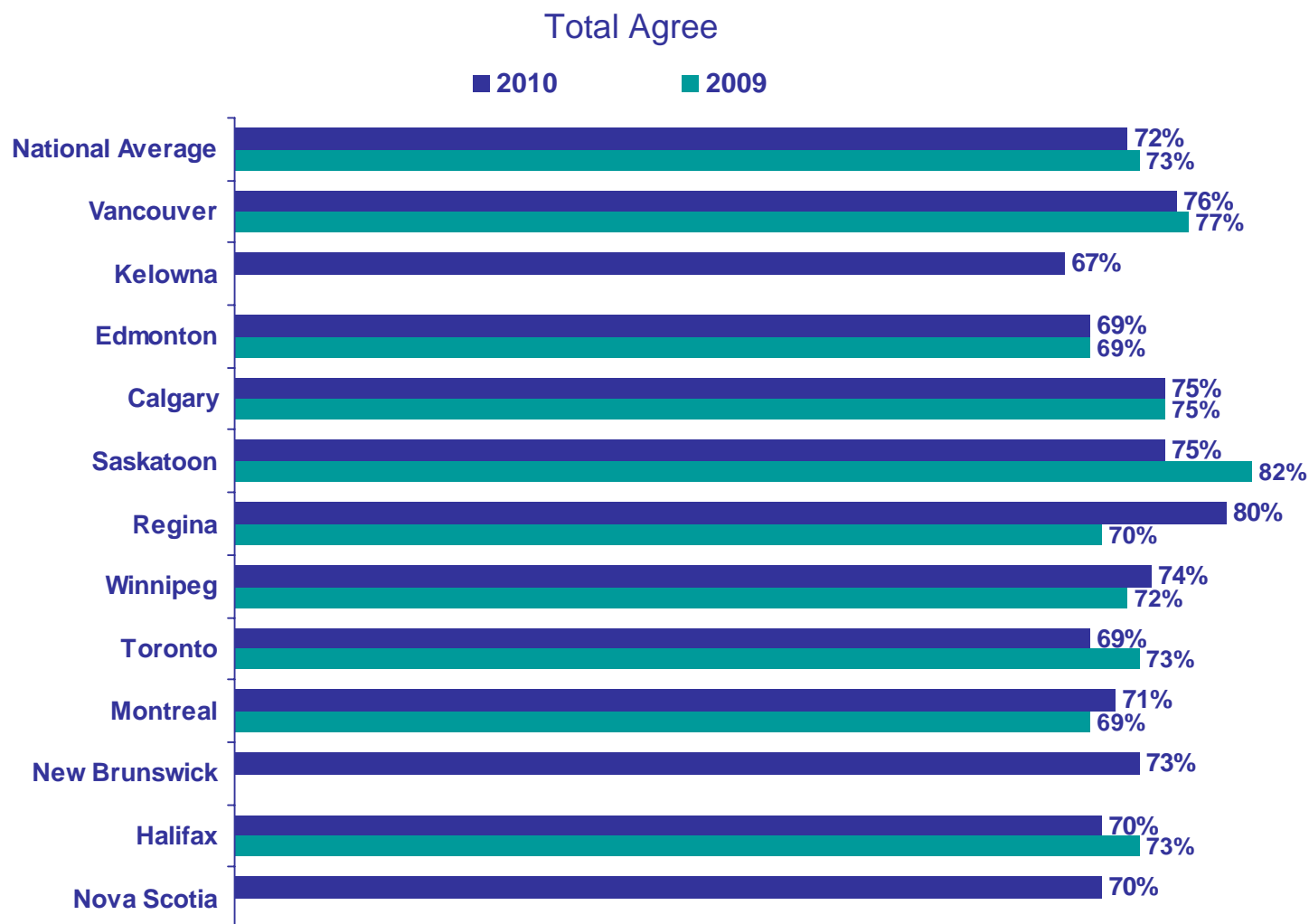
The economy has affected my love life: I have less intimacy/sex as a result



3. Do you agree or disagree with the following statements?



People who put parts of their private life on the internet like Facebook or YouTube deserve whatever consequence it brings



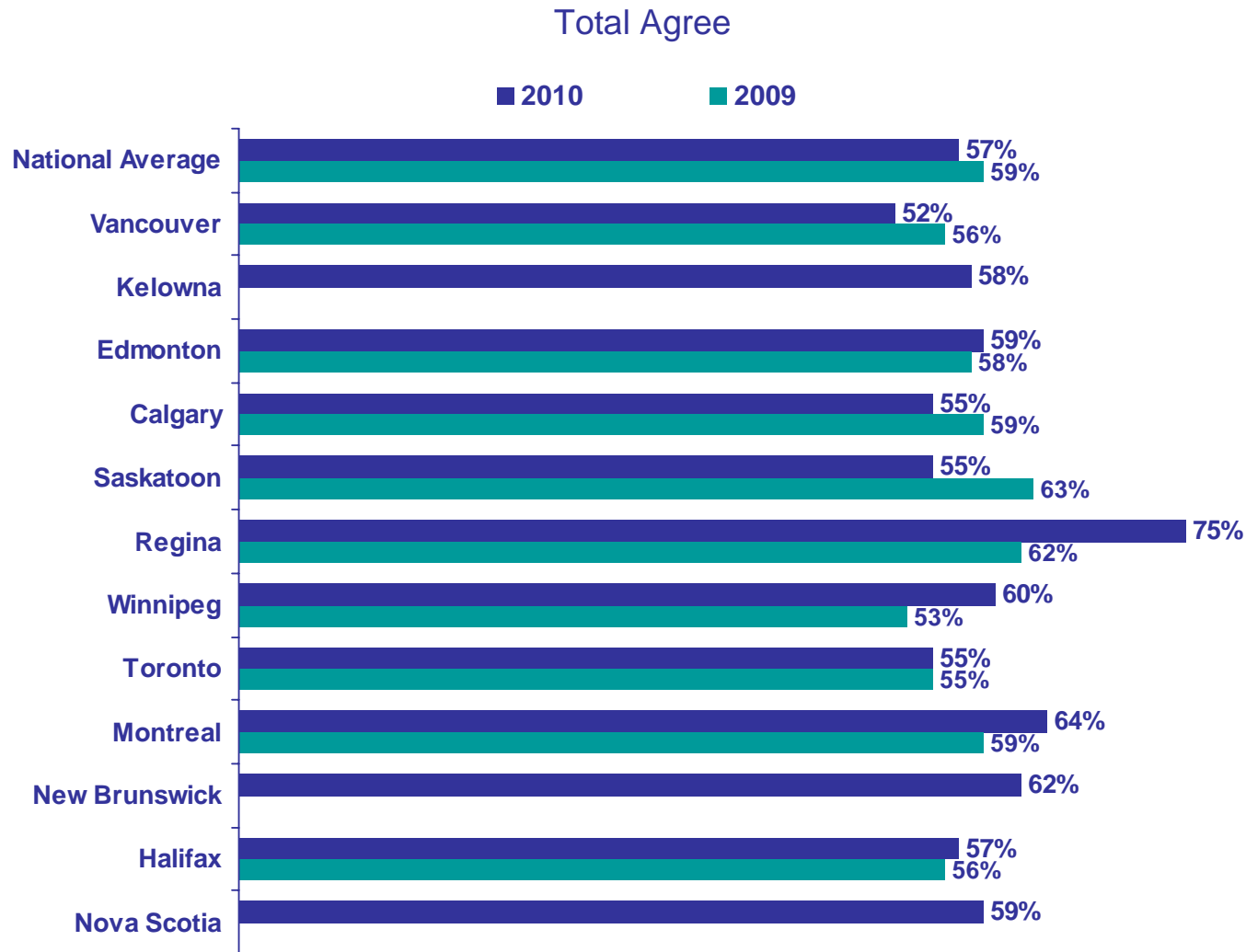
3. Do you agree or disagree with the following statements?

I'm trapped in a relationship I wish I could end right now



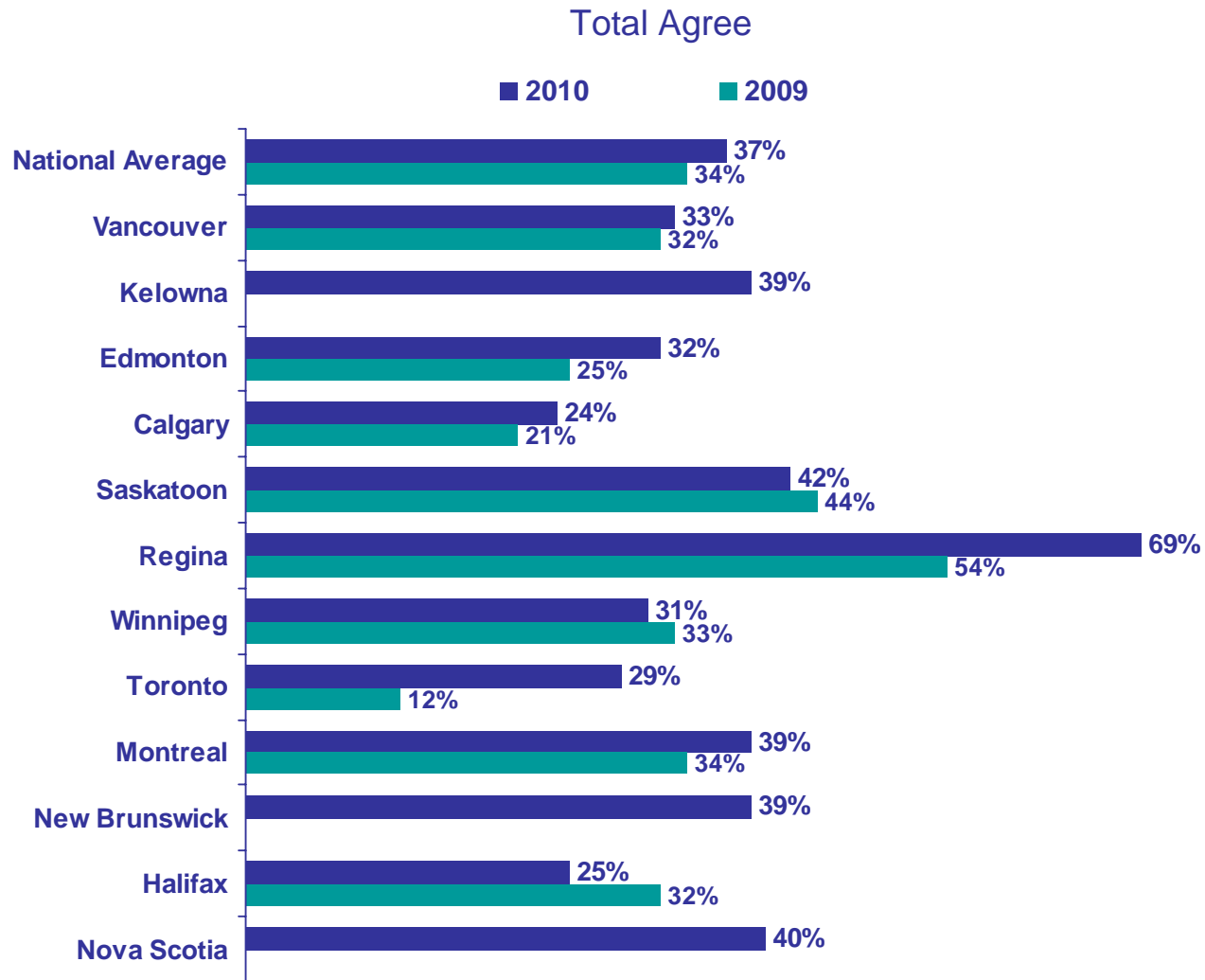
3. Do you agree or disagree with the following statements?

My sex life is great



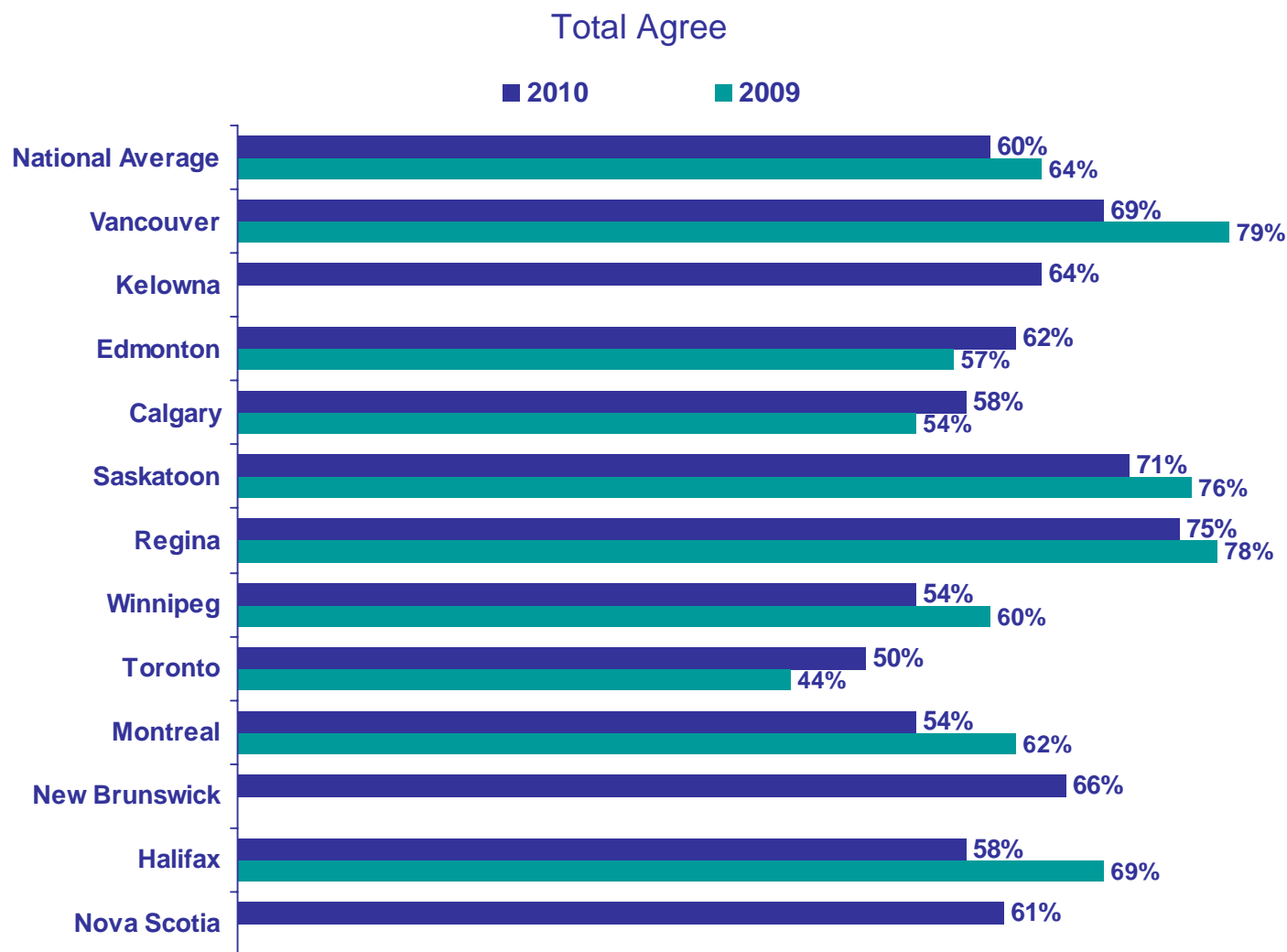
3. Do you agree or disagree with the following statements?

City/local council spends my tax dollars wisely



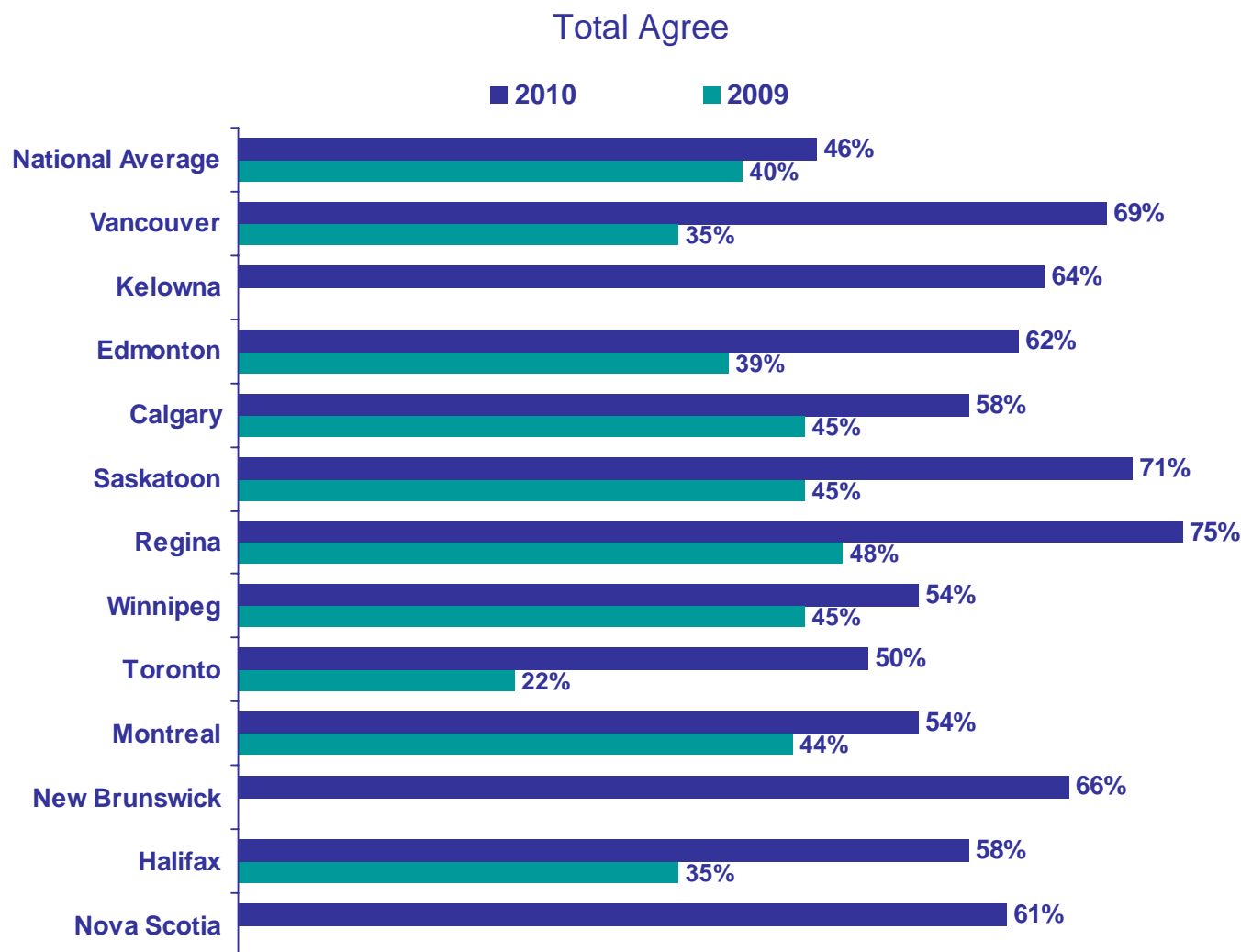
3. Do you agree or disagree with the following statements?

Overall, this city/community is on the right track



3. Do you agree or disagree with the following statements?

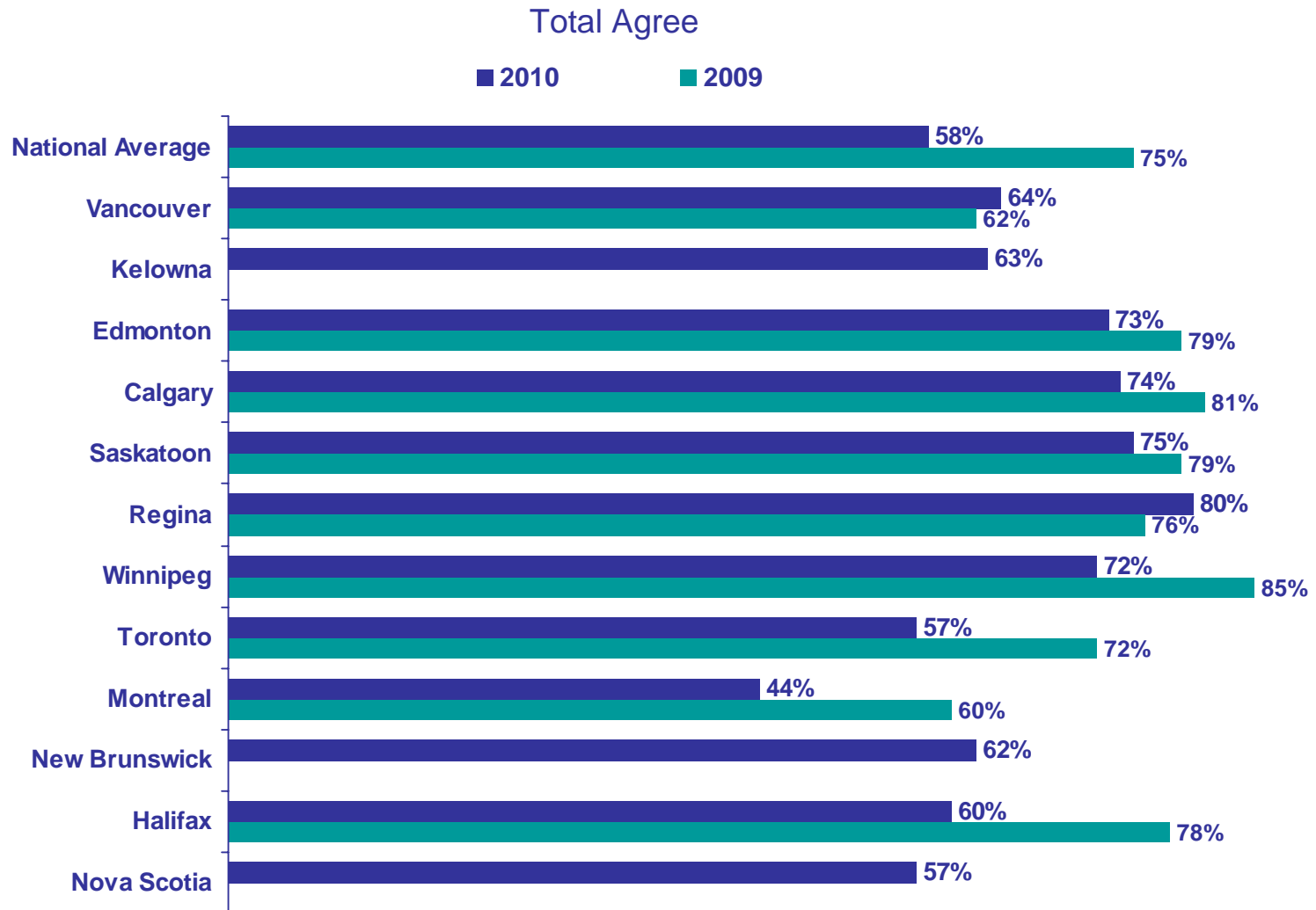
Funds from the Federal Government's economic stimulus program are having an impact in my locale



3. Do you agree or disagree with the following statements?



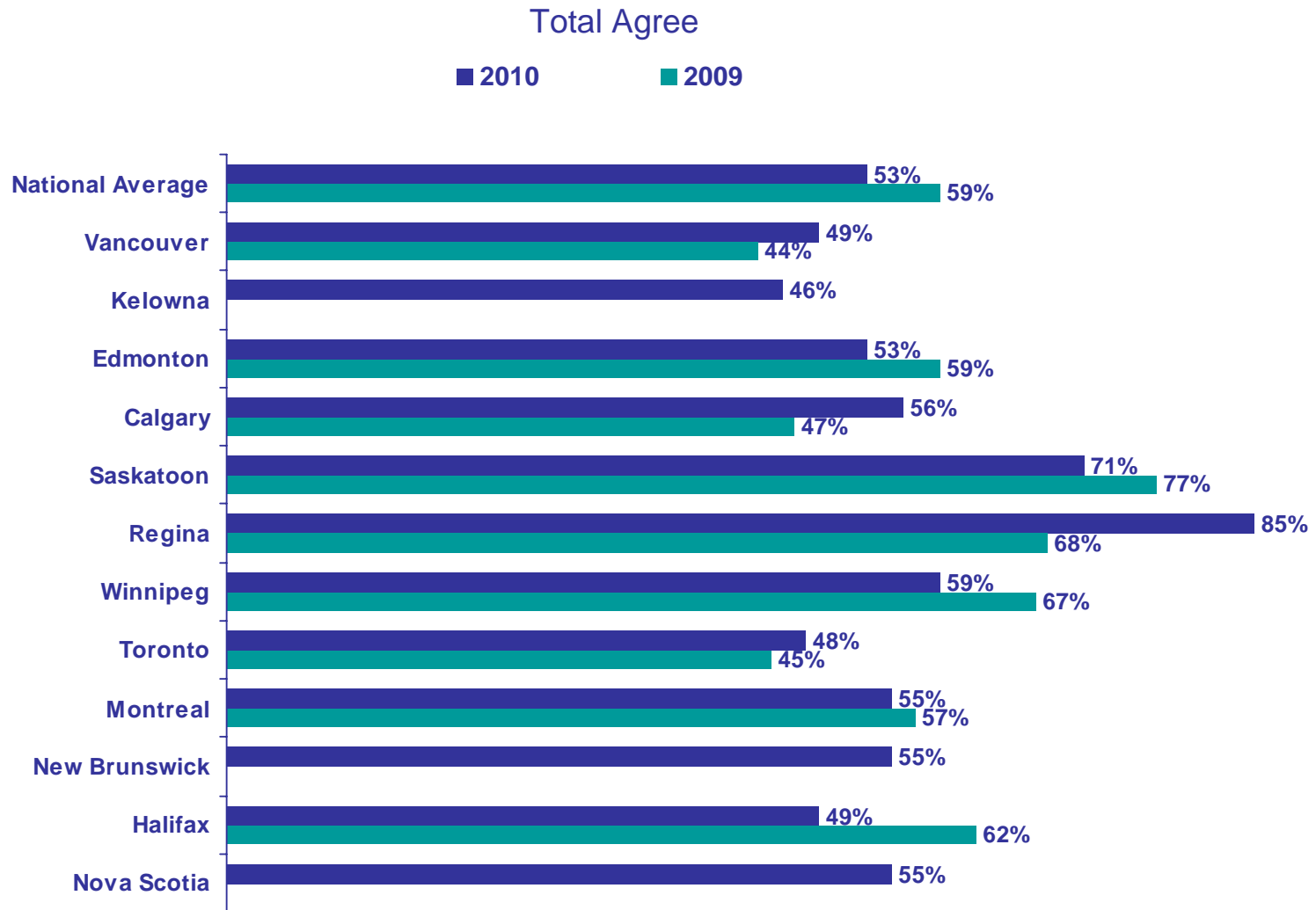
Thinking about the next year or so, I feel that the provincial economy will improve



3. Do you agree or disagree with the following statements?

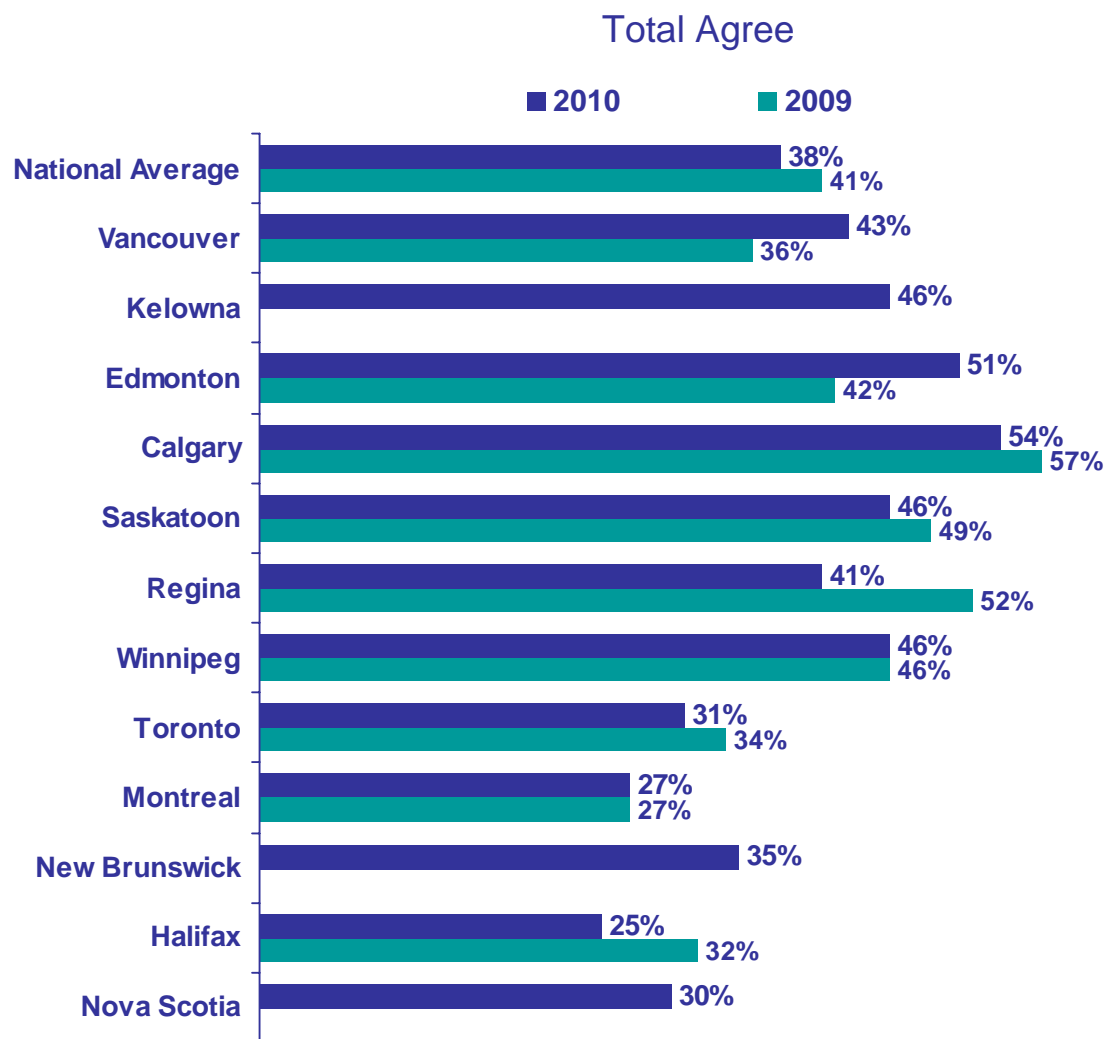


We are more optimistic now than before about my family's future in this province



3. Do you agree or disagree with the following statements?

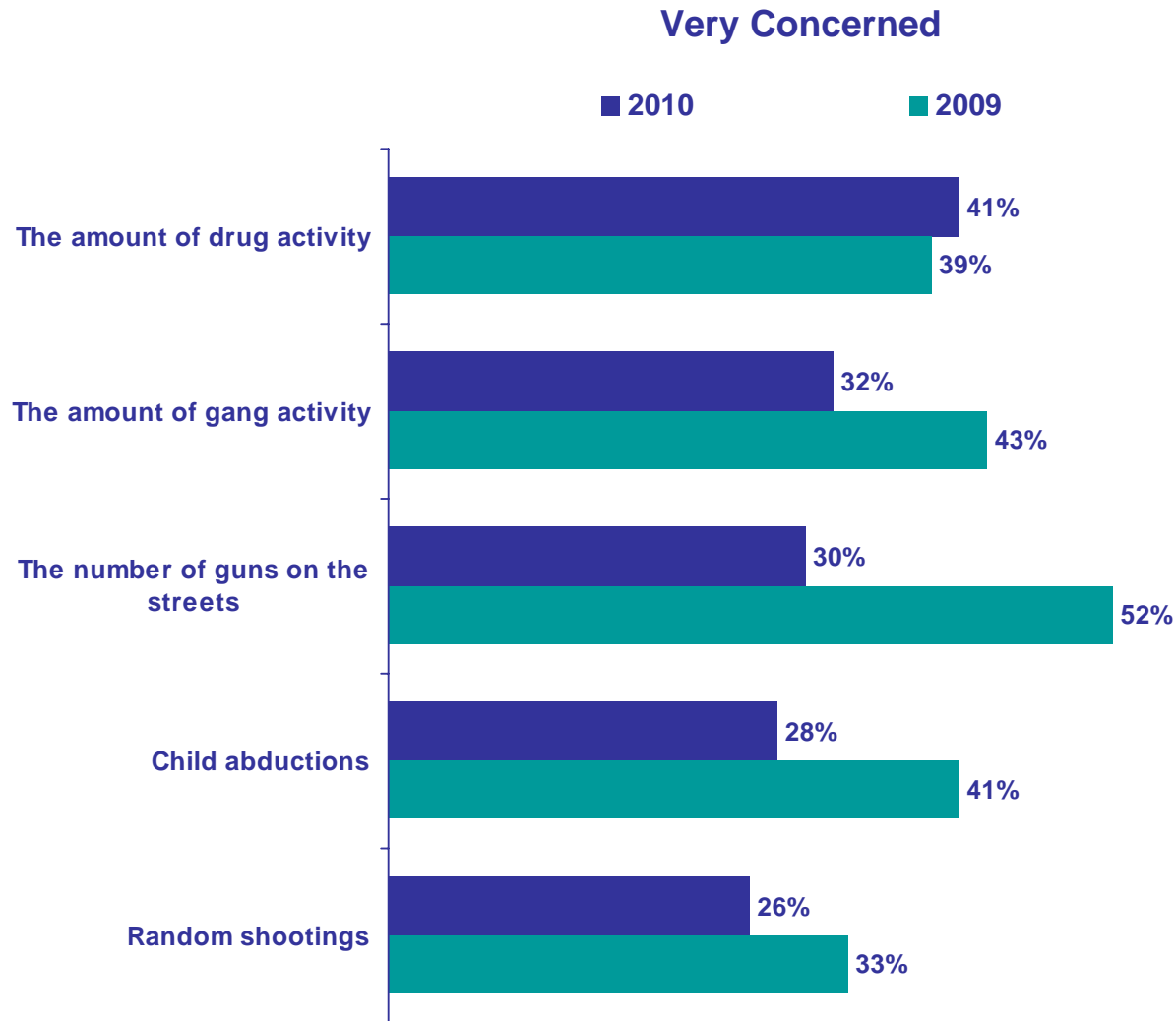
The issue of global warming is one that has been overblown and exaggerated



3. Do you agree or disagree with the following statements?

Concerns about Crime and Safety

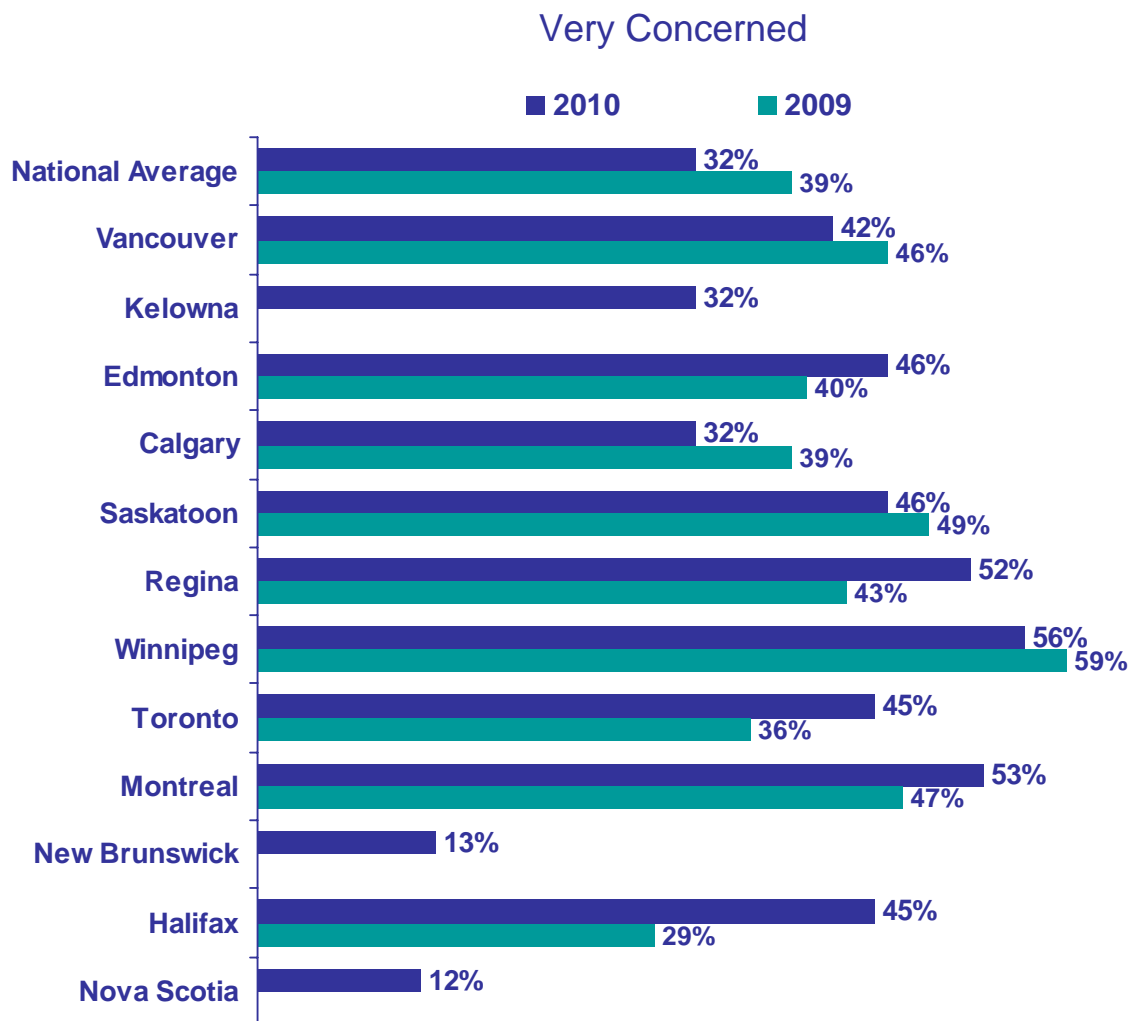
Concerns about Crime and Safety



4. How concerned are you about the following in your community?

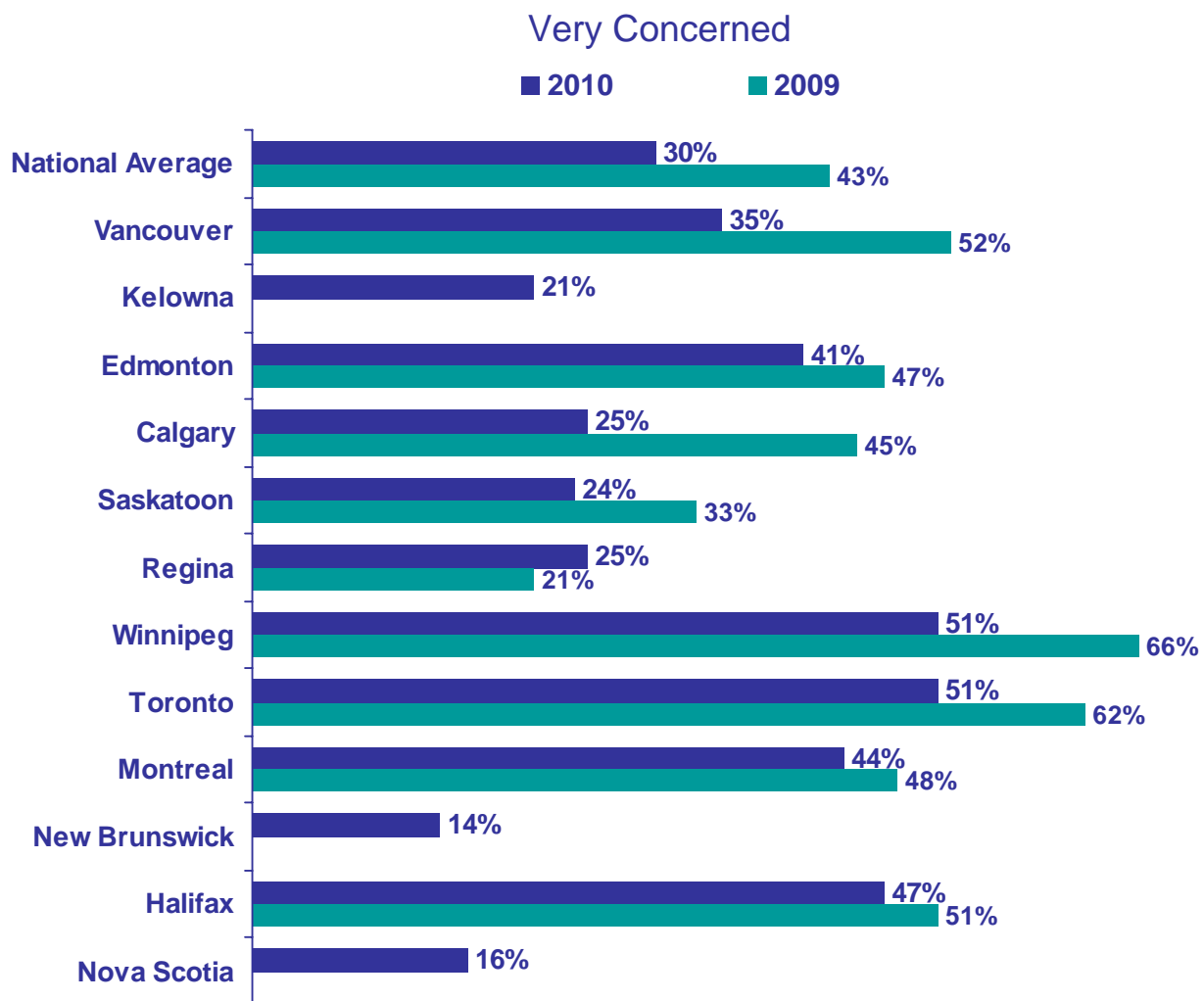
Base: All Respondents n=7,208

The amount of gang activity



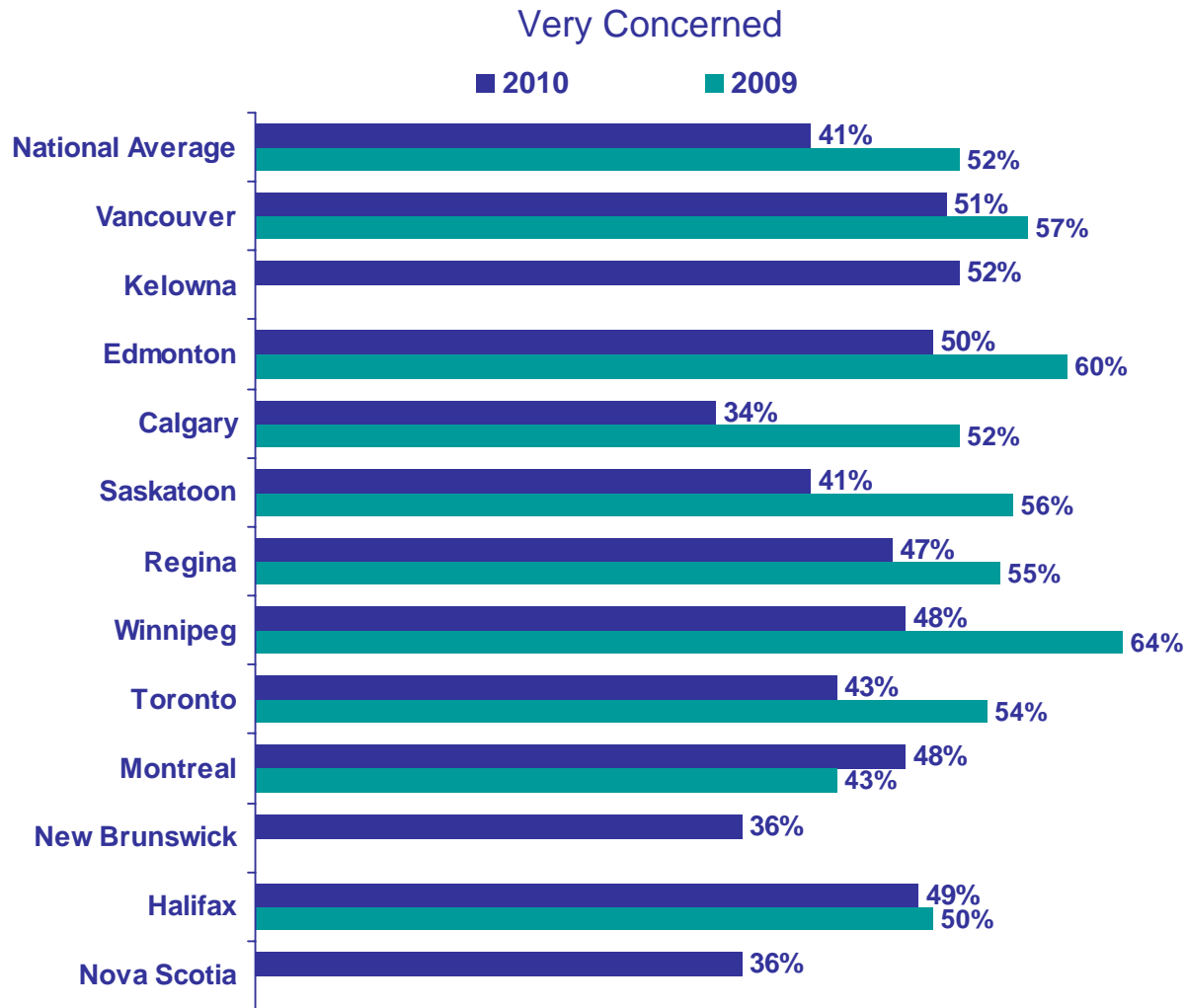
4. How concerned are you about the following in your community?

The number of guns on the streets



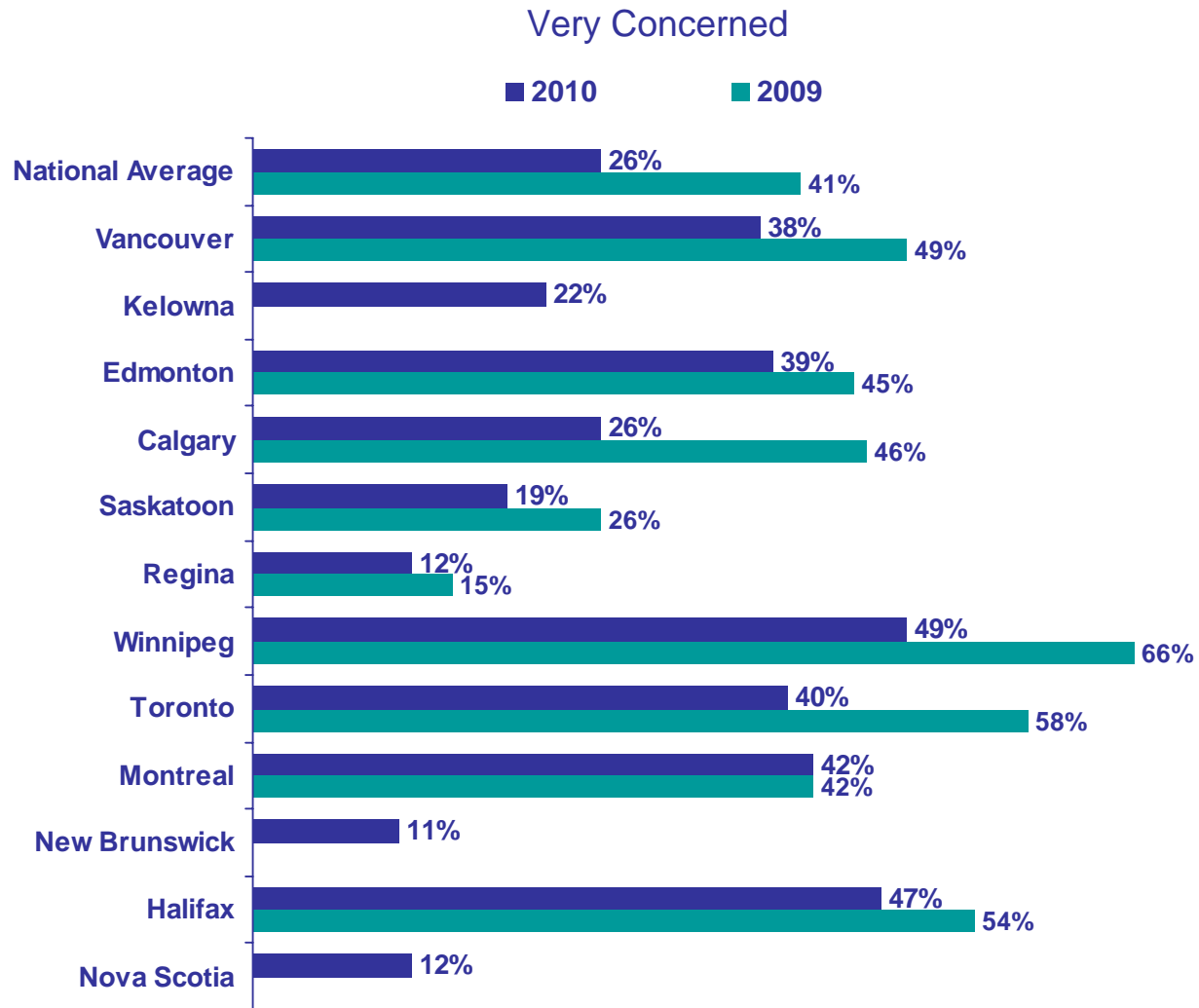
4. How concerned are you about the following in your community?

The amount of drug activity



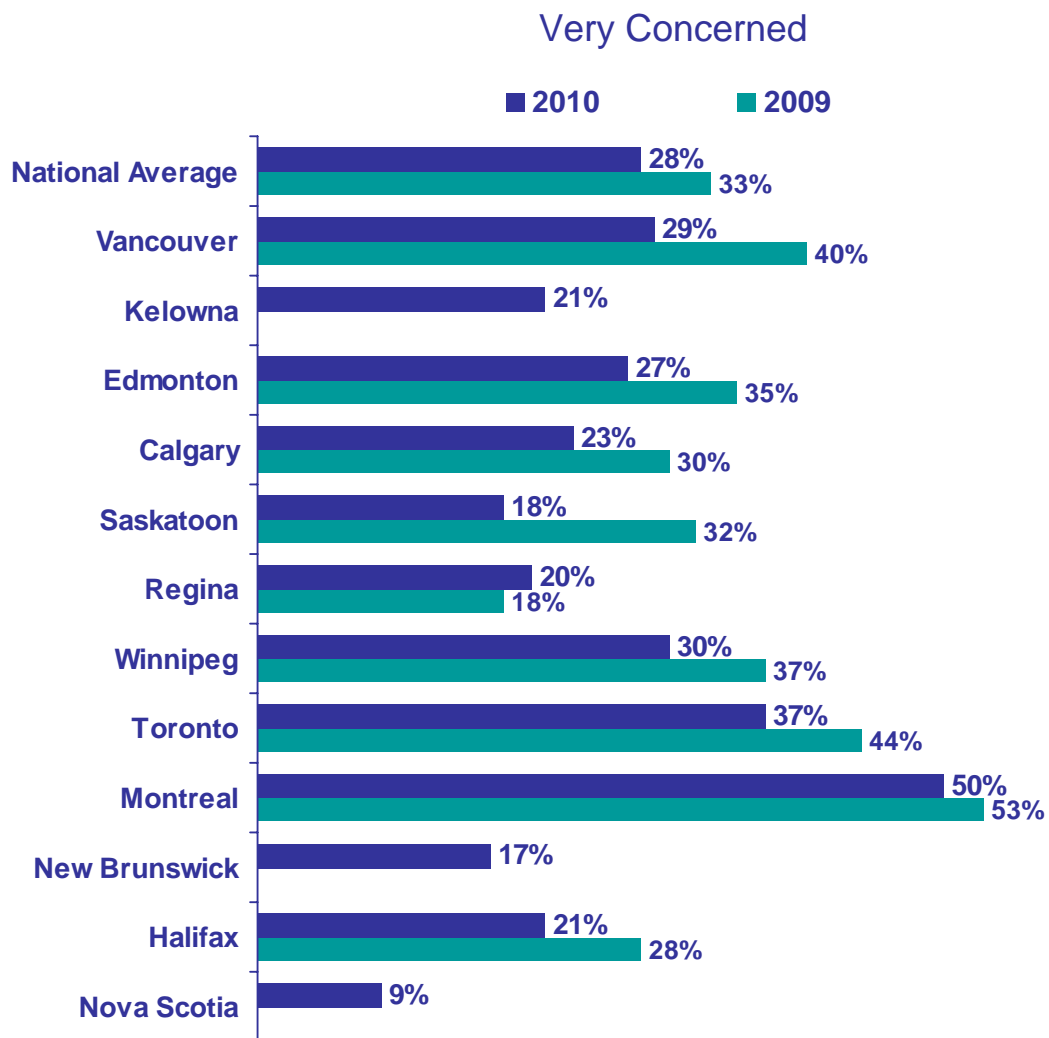
4. How concerned are you about the following in your community?

Random shootings



4. How concerned are you about the following in your community?

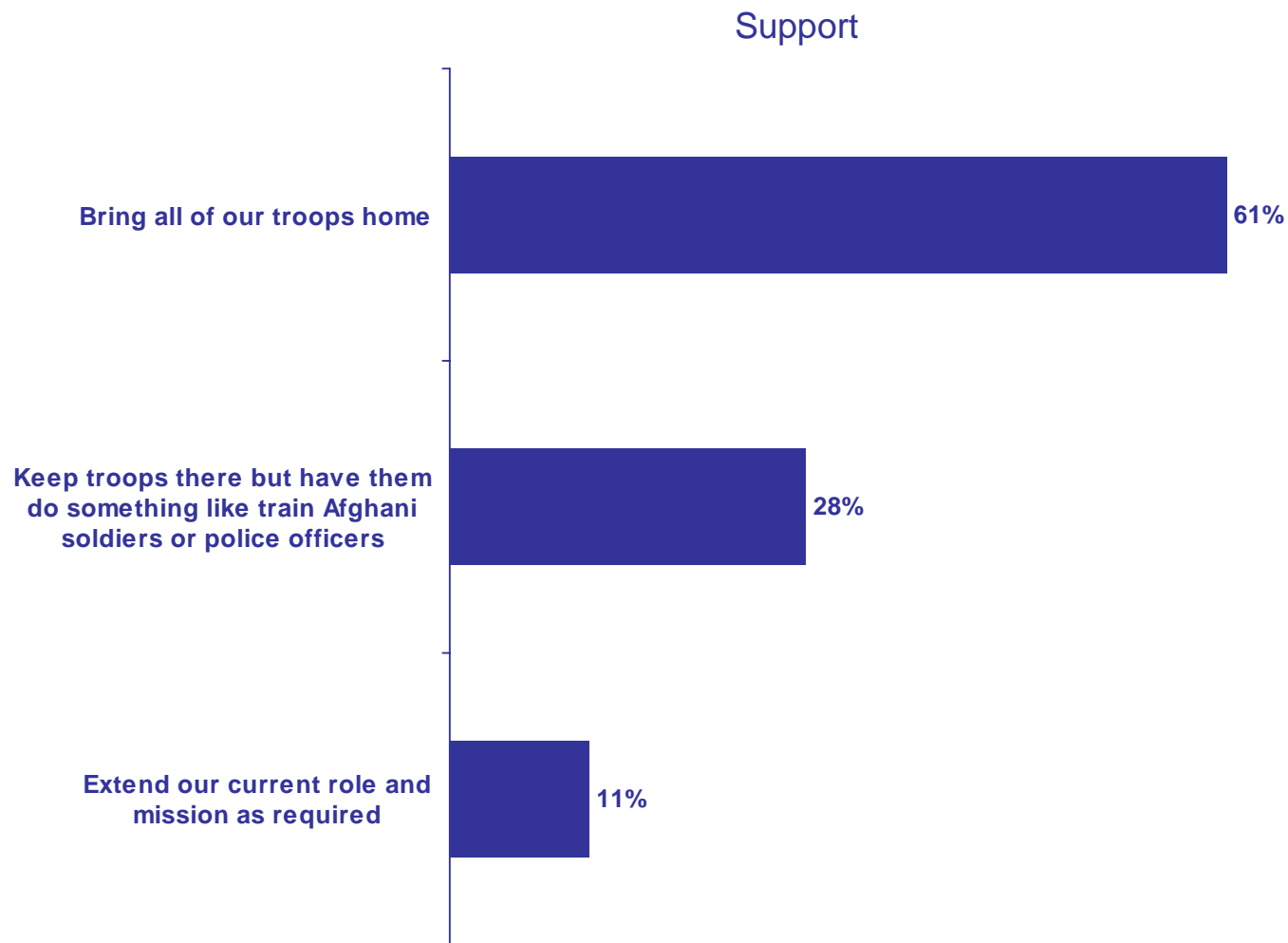
Child abductions



4. How concerned are you about the following in your community?

Views on Afghanistan

Bring the Troops Home vs. Extend Current Mission

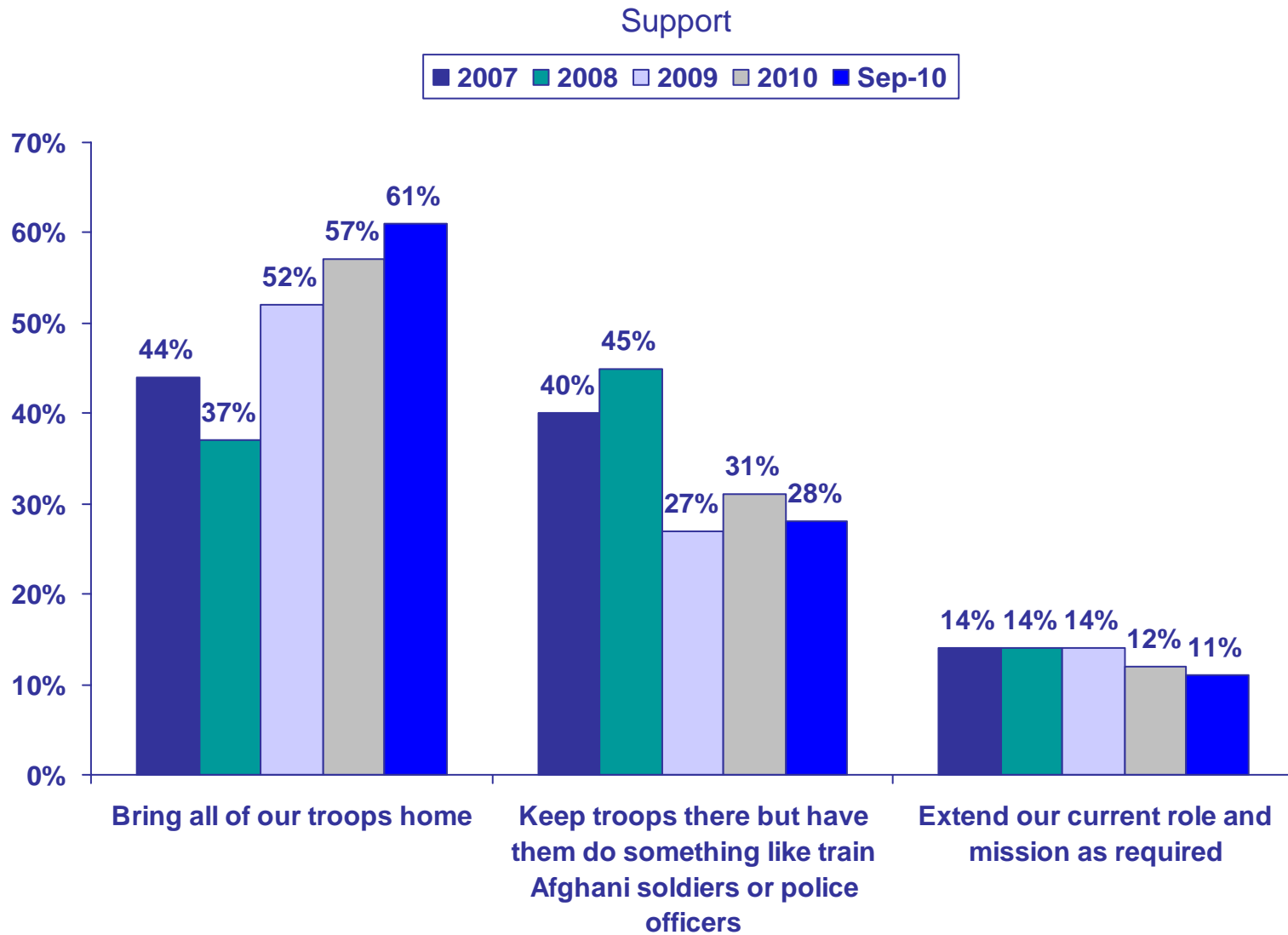


5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

Base: All Respondents n=7,208

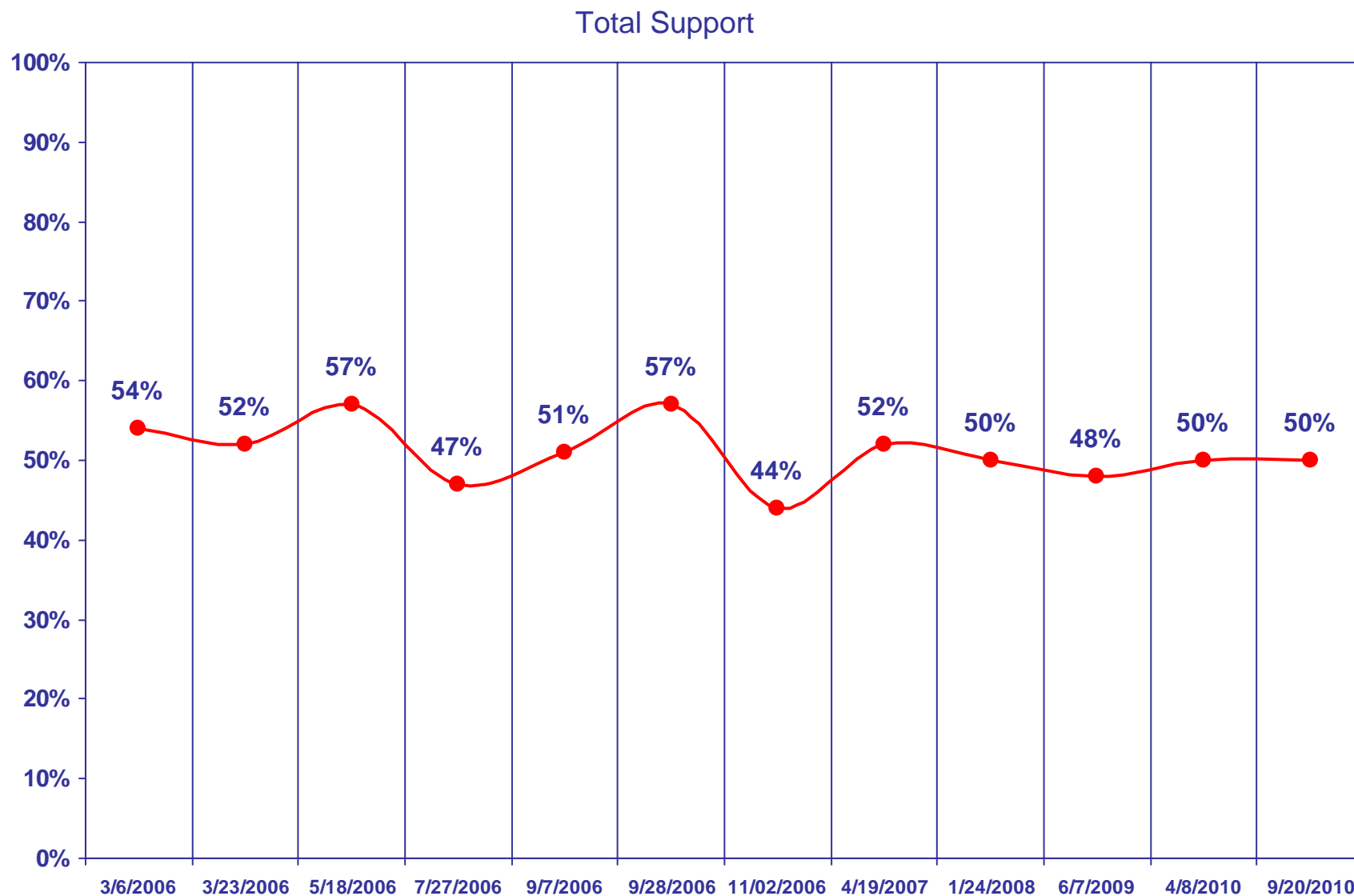


Bring the Troops Home vs. Extend Current Mission



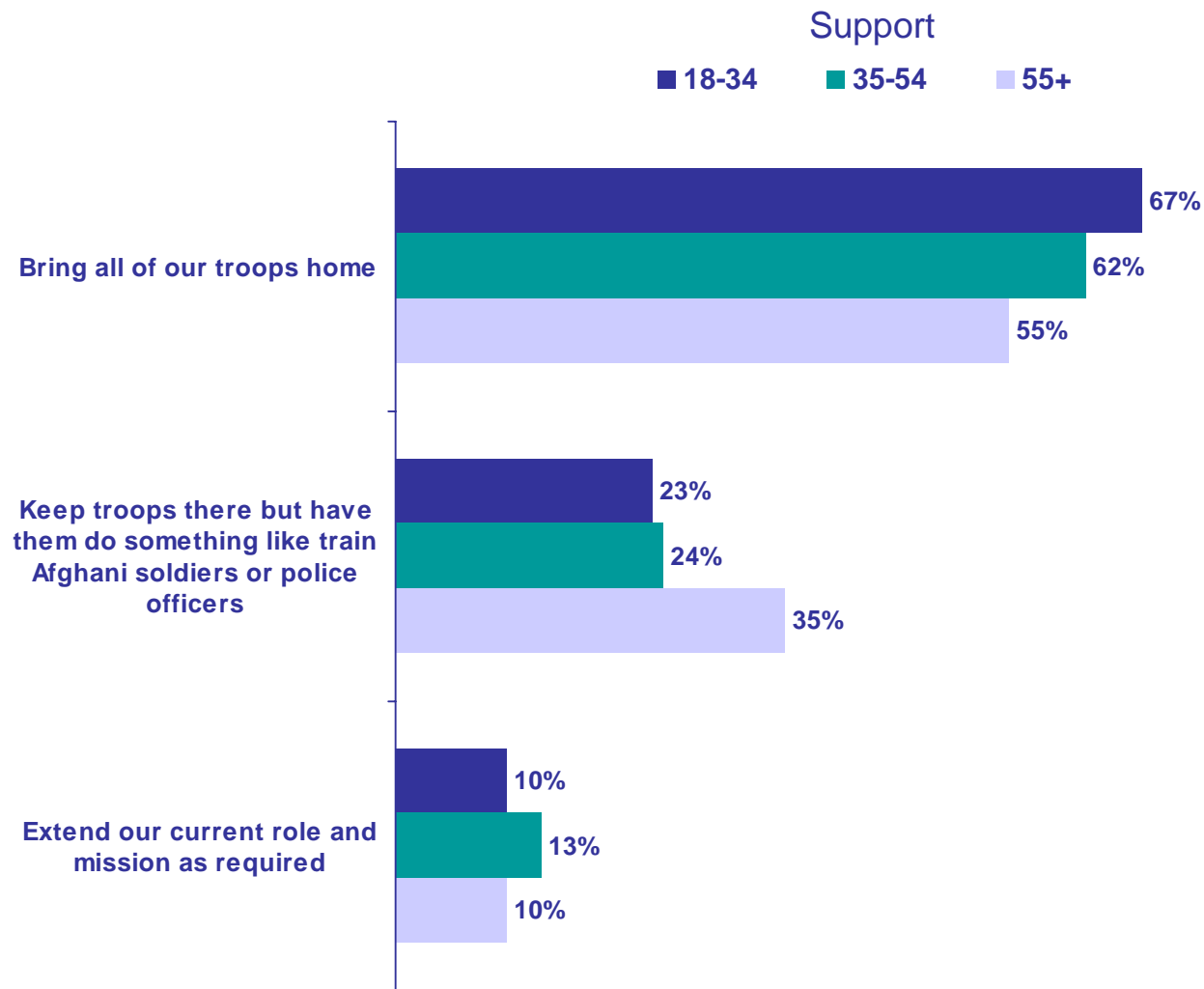


Support for Current Combat Mission for Canada's Troops in Afghanistan



Do you strongly support, somewhat support, somewhat oppose or strongly oppose the use of Canada's troops for security and combat efforts against the Taliban and Al Qaida in Afghanistan?

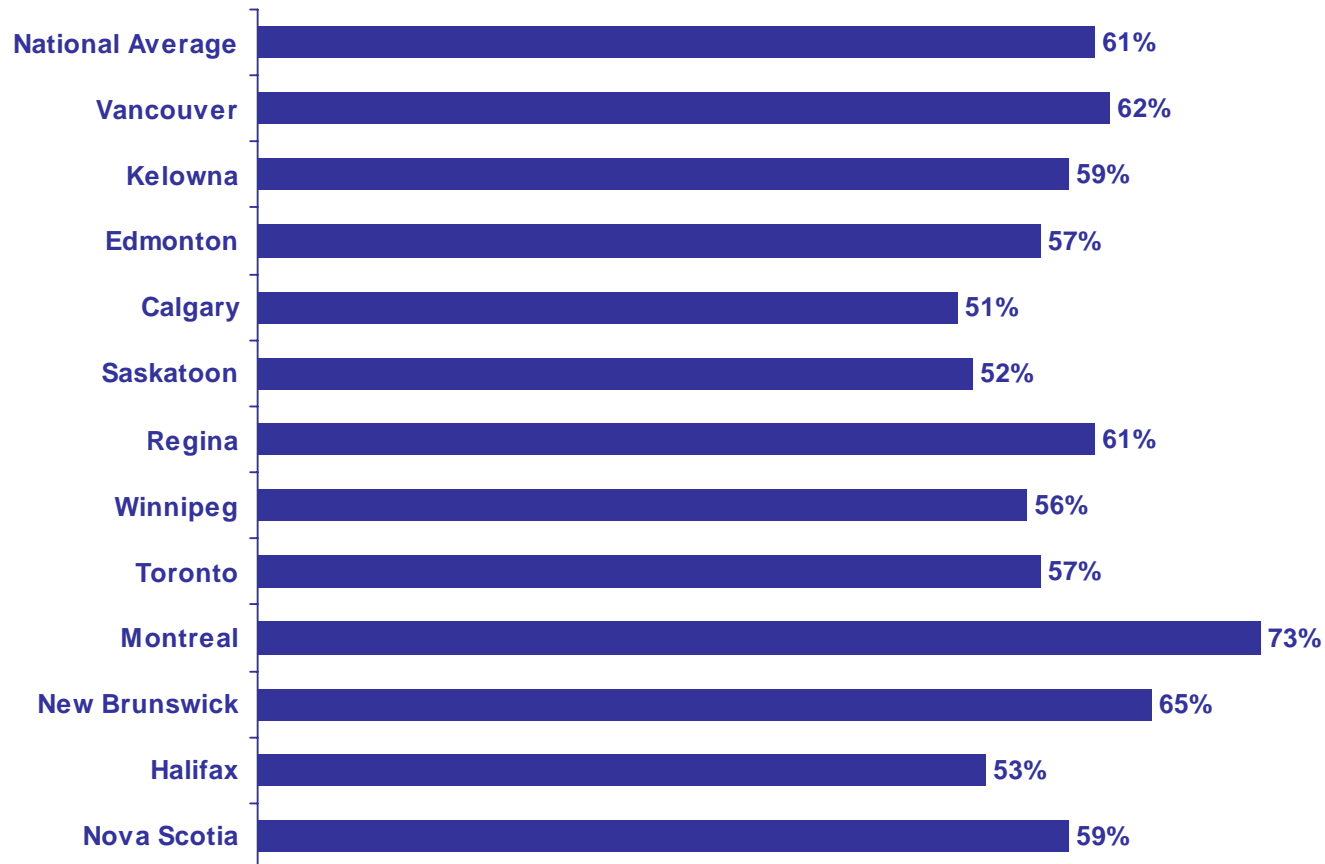
Most likely to support – by age



5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

Bring all of our troops home

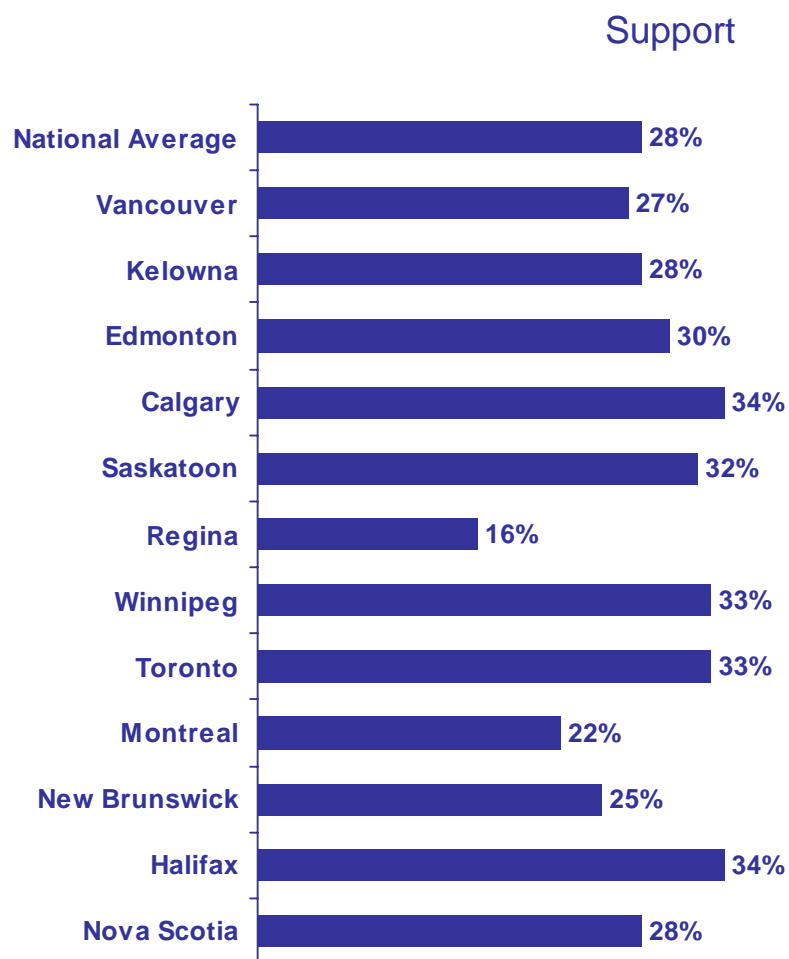
Support



5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?



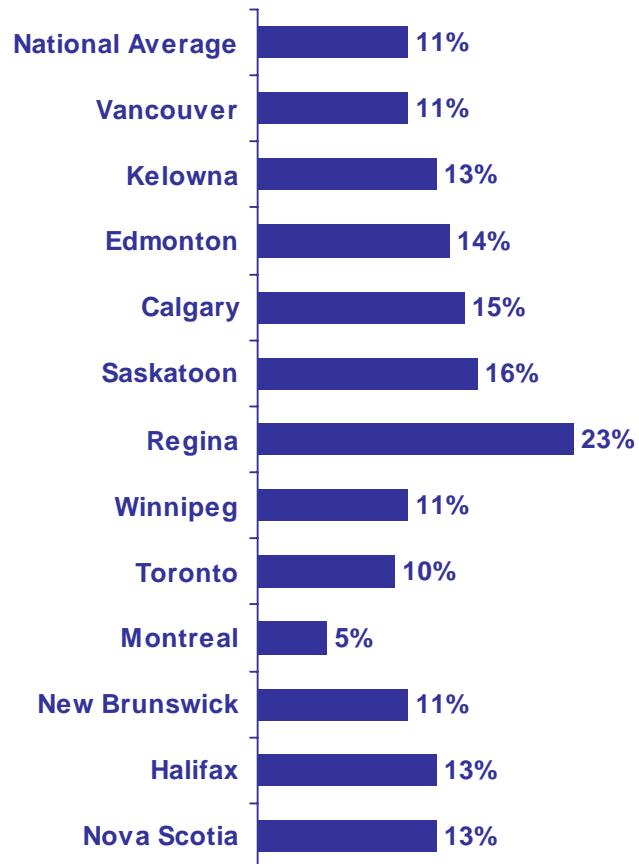
Keep troops there but have them do something like train Afghani soldiers or police officers



5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

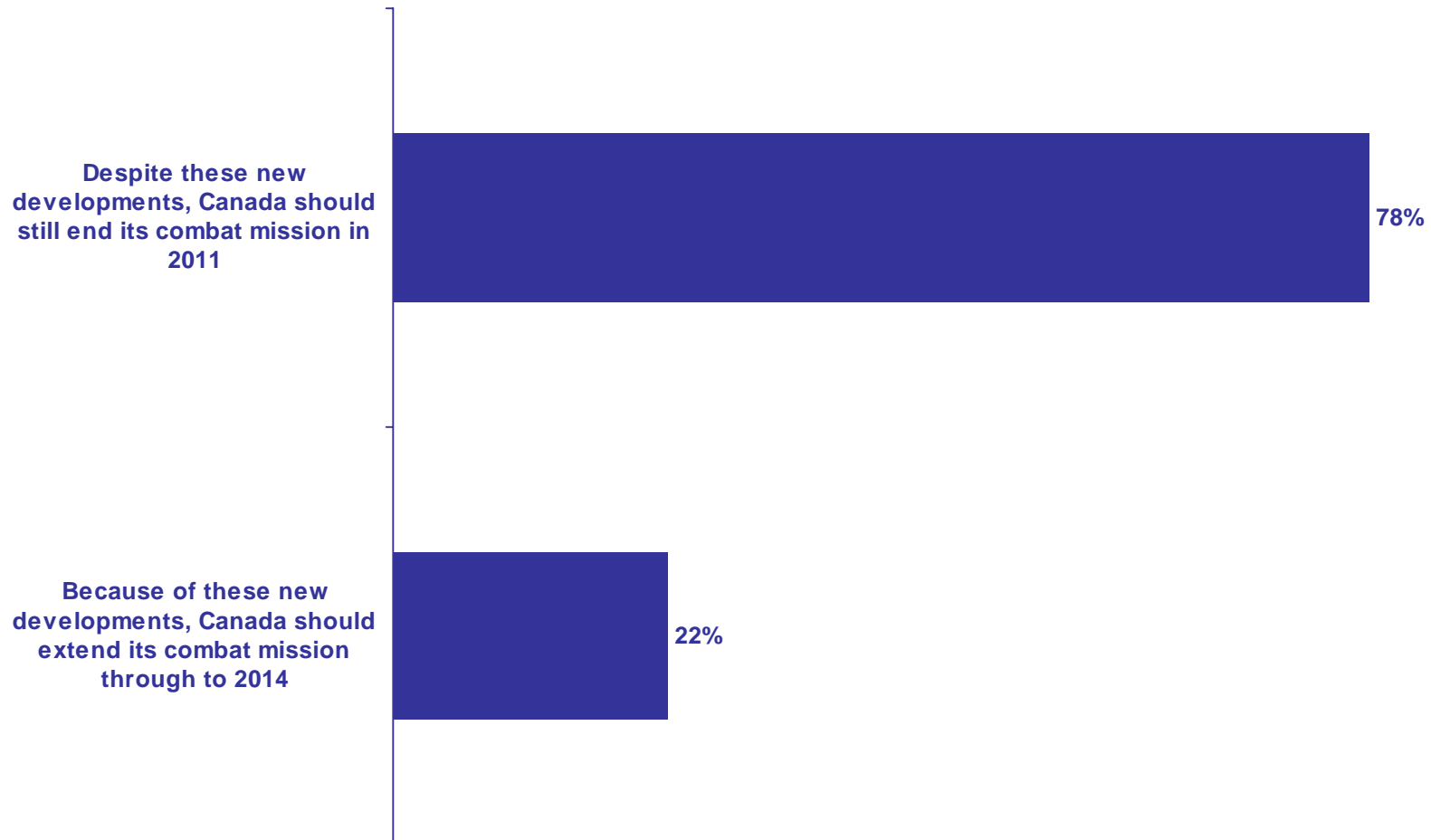
Extend our current role and mission as required

Support



5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

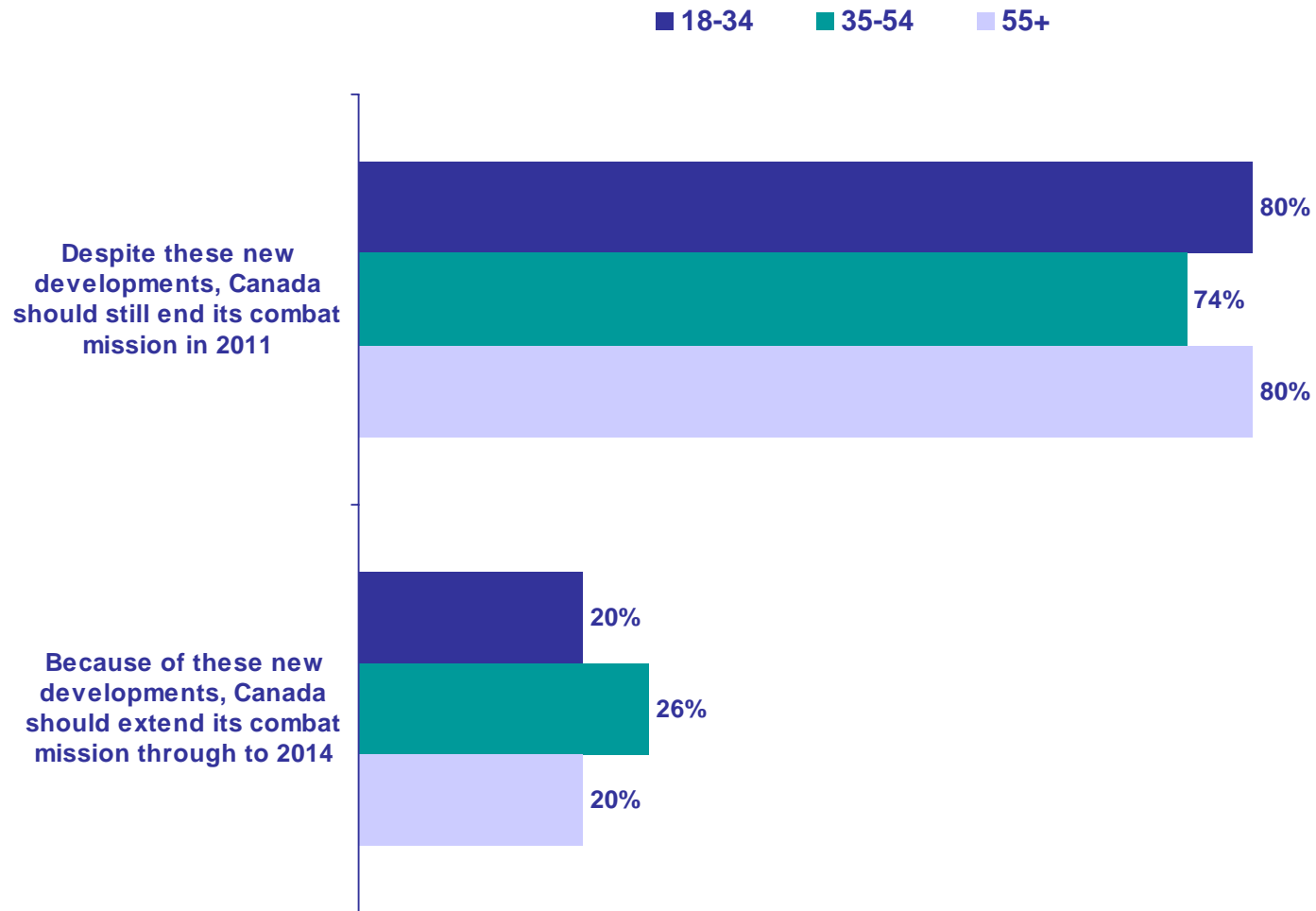
Despite New Developments, End Combat Mission



6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

Base: All Respondents n=7,208

Point of view by age



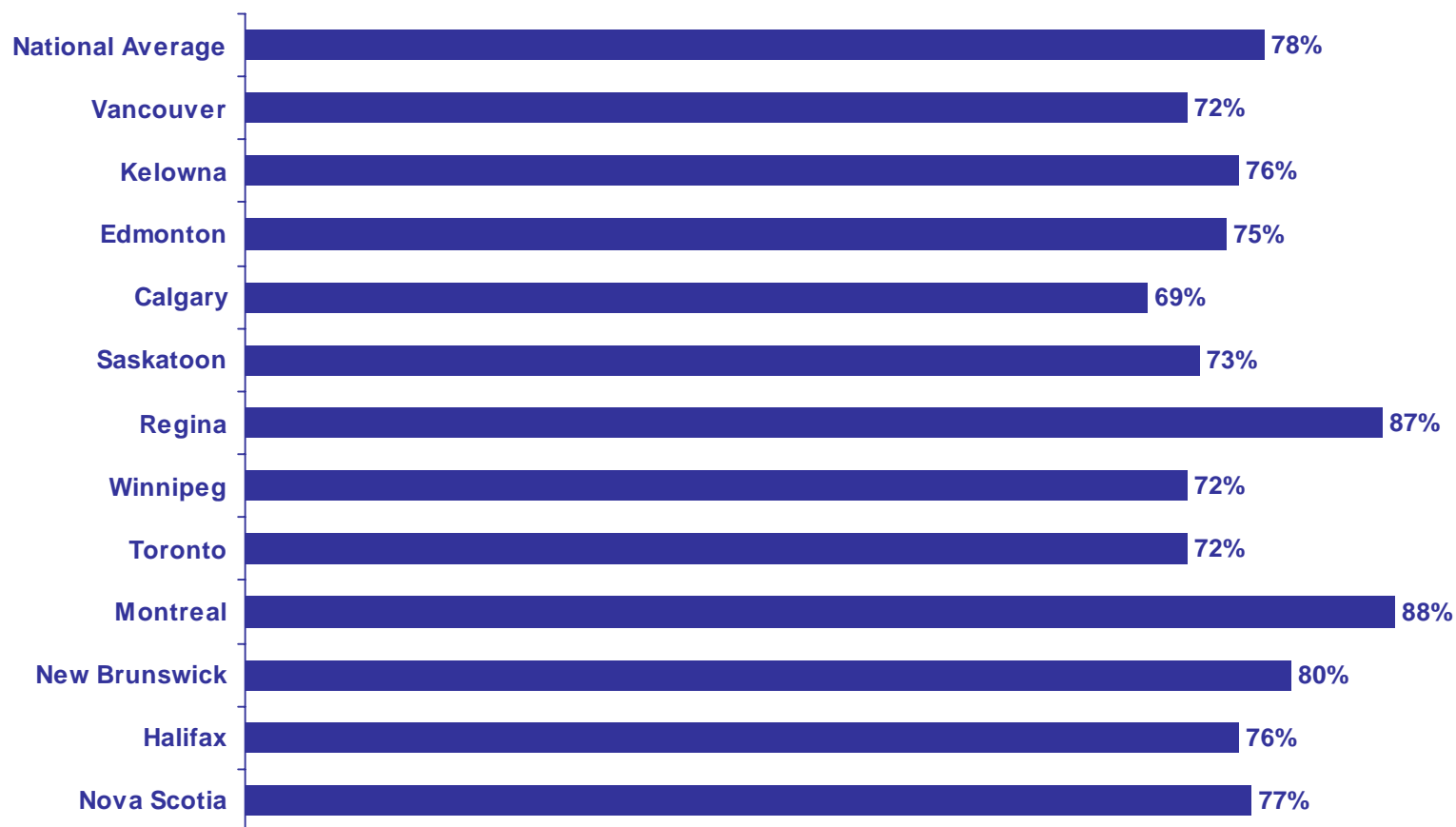
6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

Base: All Respondents n=7,208



Despite these new developments, Canada should still end its combat mission in 2011

Share point of view

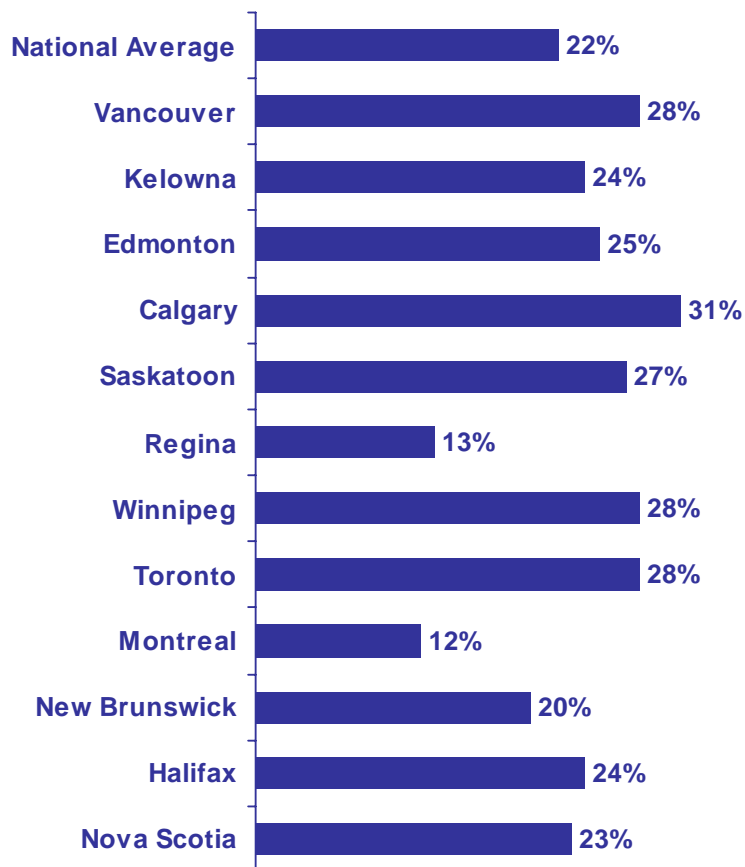


6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?



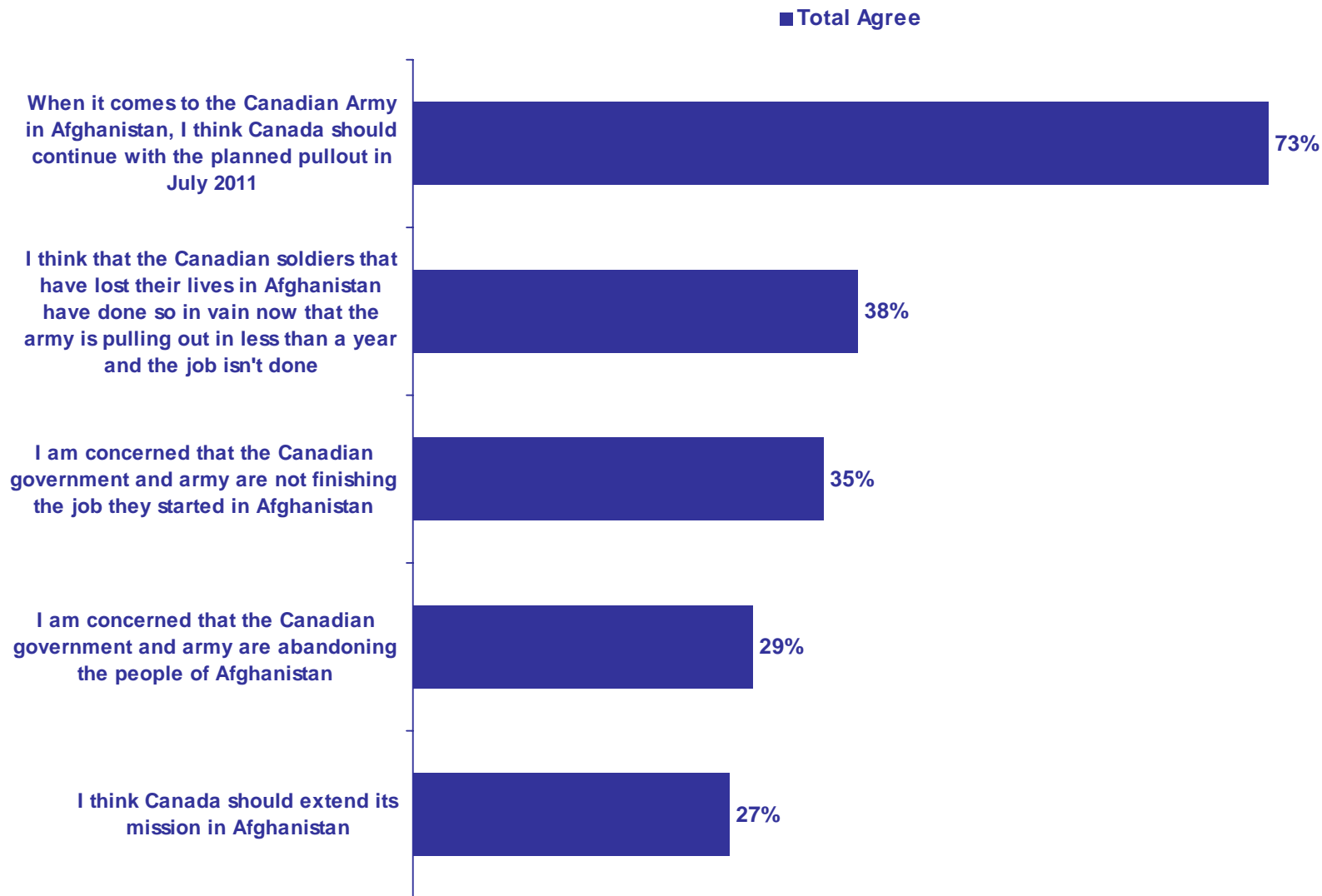
Because of these new developments, Canada should extend its combat mission through to 2014

Share point of view



6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

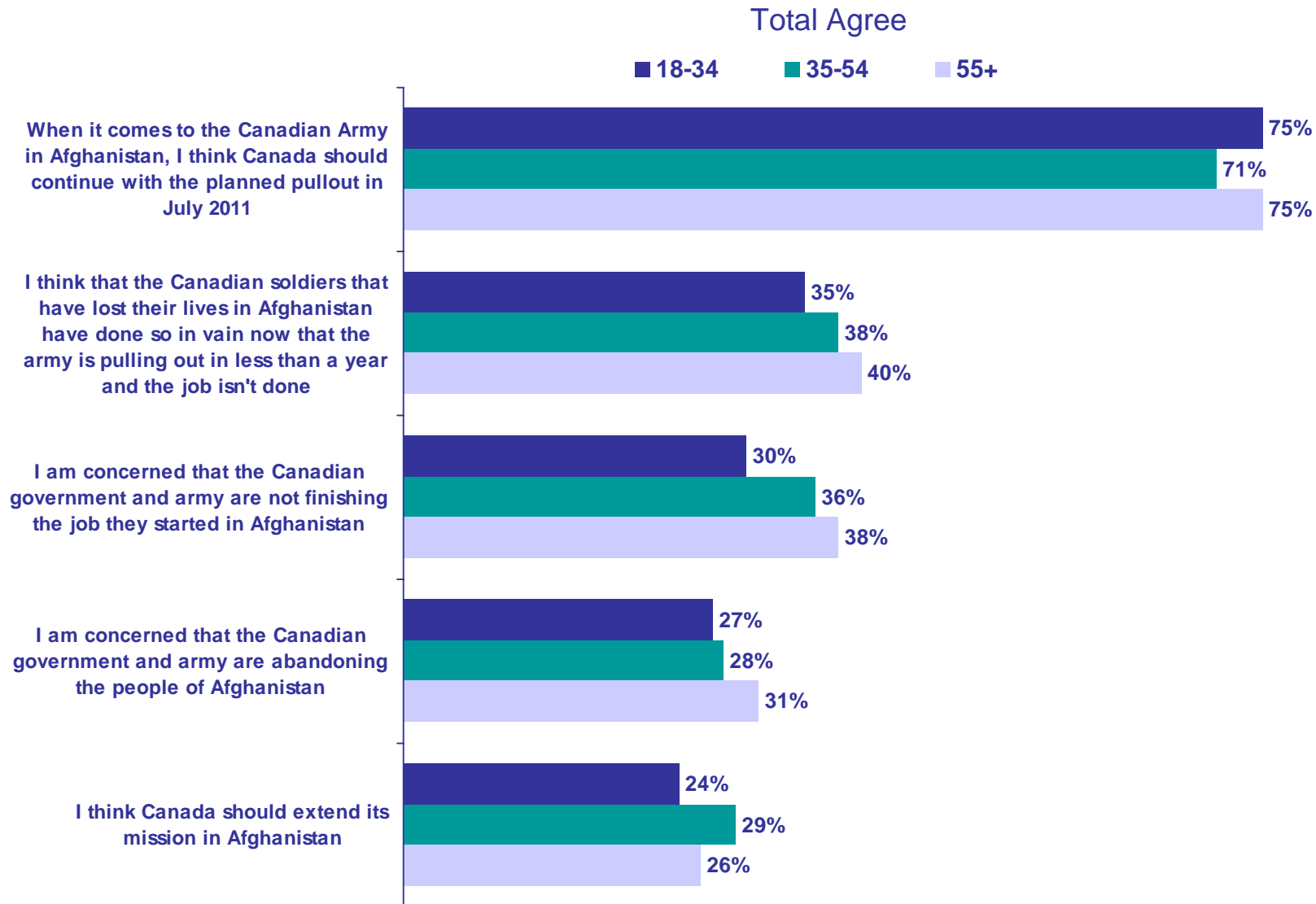
Afghanistan Statements



15. Do you agree or disagree with the following statements?

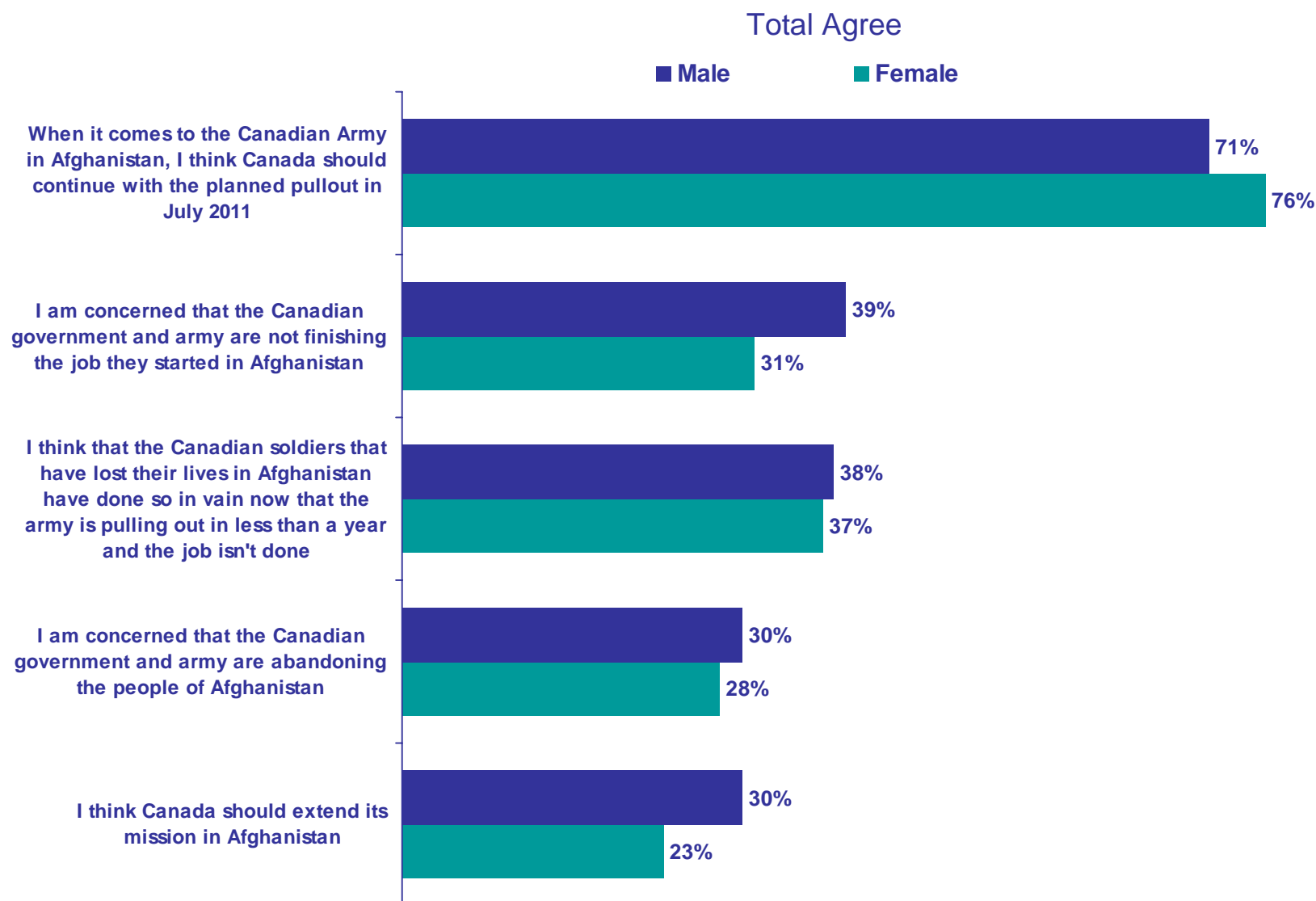
Base: All Respondents n=7,208

Statements by Age



15. Do you agree or disagree with the following statements?

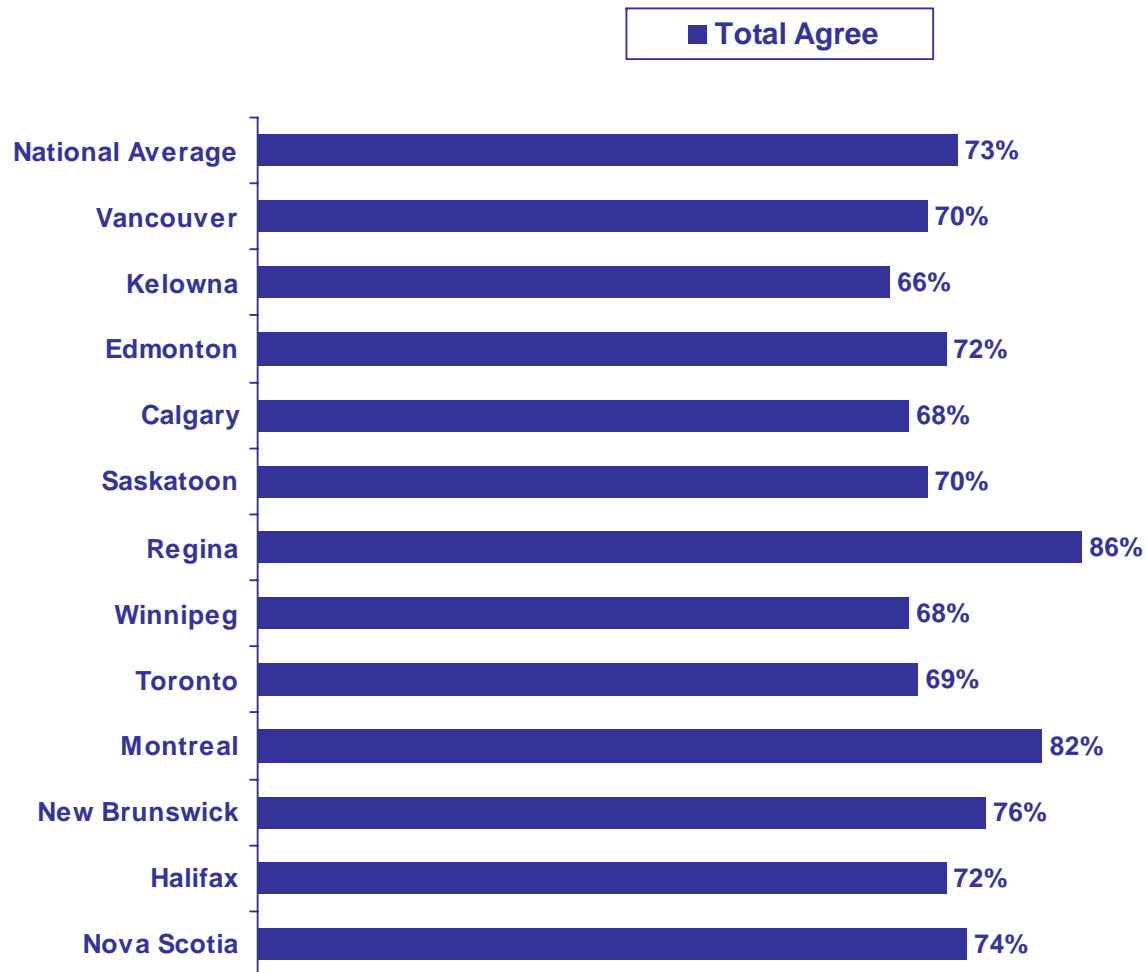
Statements by Gender



15. Do you agree or disagree with the following statements?



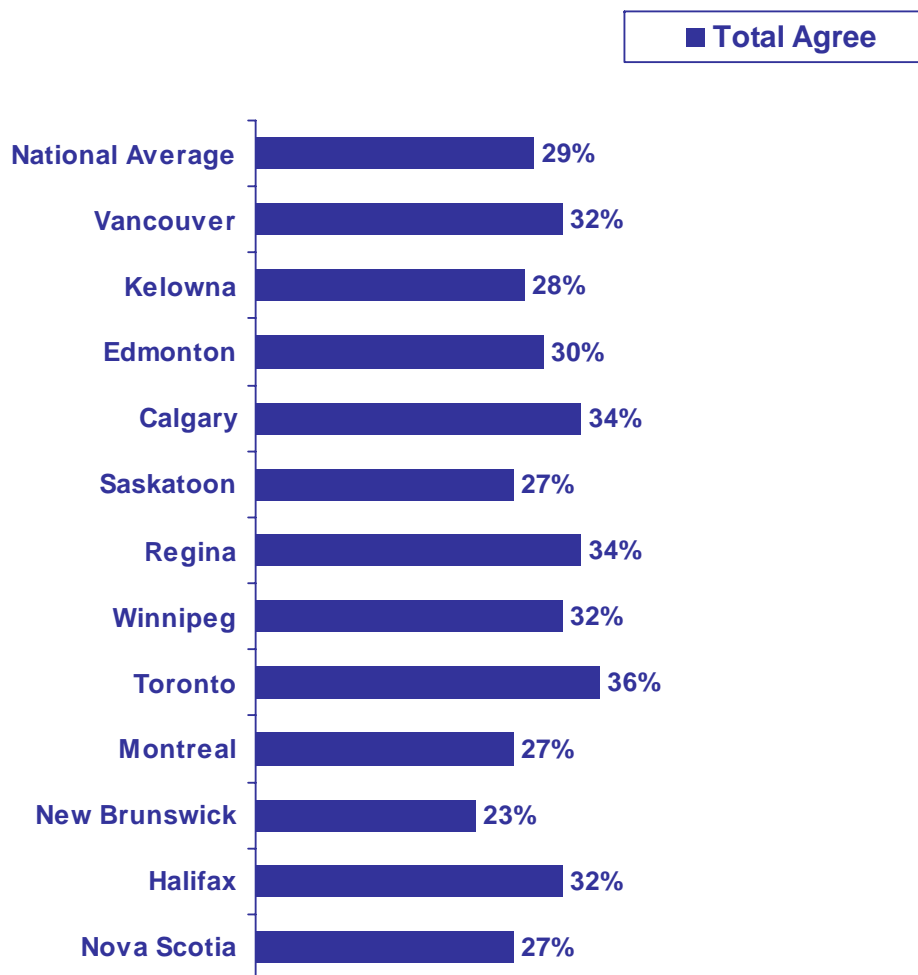
When it comes to the Canadian Army in Afghanistan, I think Canada should continue with the planned pullout in July 2011



15. Do you agree or disagree with the following statements?



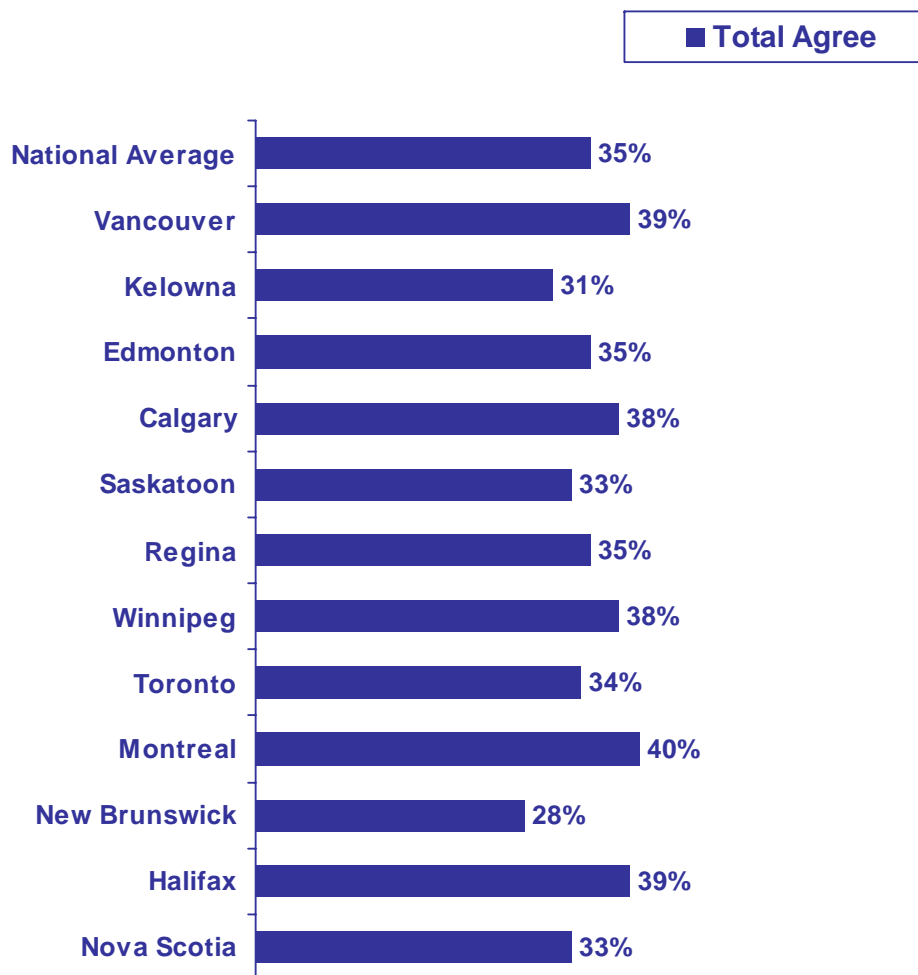
I am concerned that the Canadian government and army are abandoning the people of Afghanistan



15. Do you agree or disagree with the following statements?



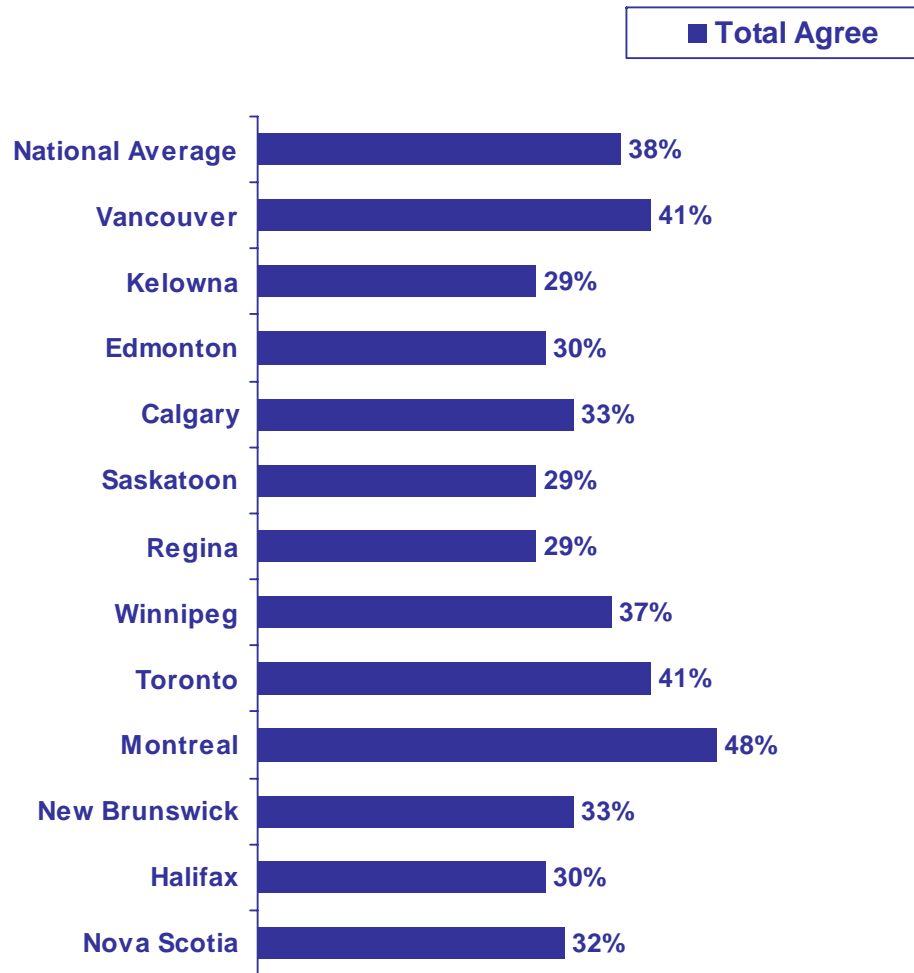
I am concerned that the Canadian government and army are not finishing the job they started in Afghanistan



15. Do you agree or disagree with the following statements?

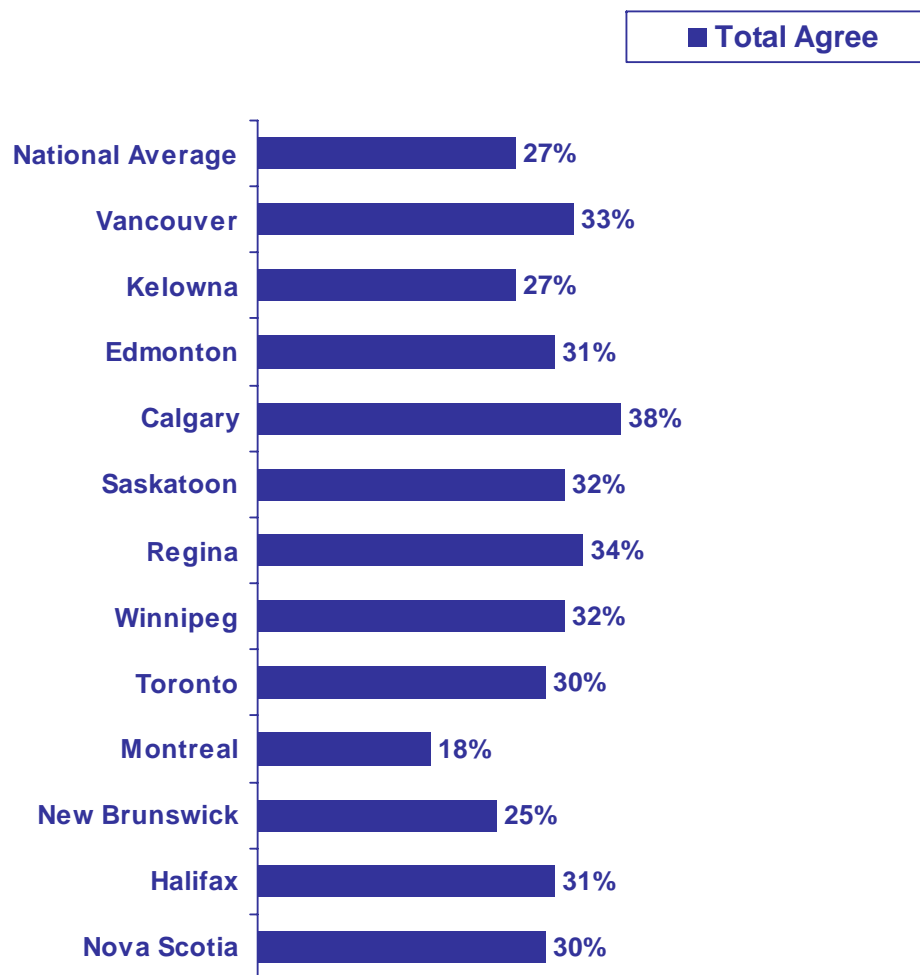


I think that the Canadian soldiers that have lost their lives in Afghanistan have done so in vain now that the army is pulling out in less than a year and the job isn't done



15. Do you agree or disagree with the following statements?

I think Canada should extend its mission in Afghanistan

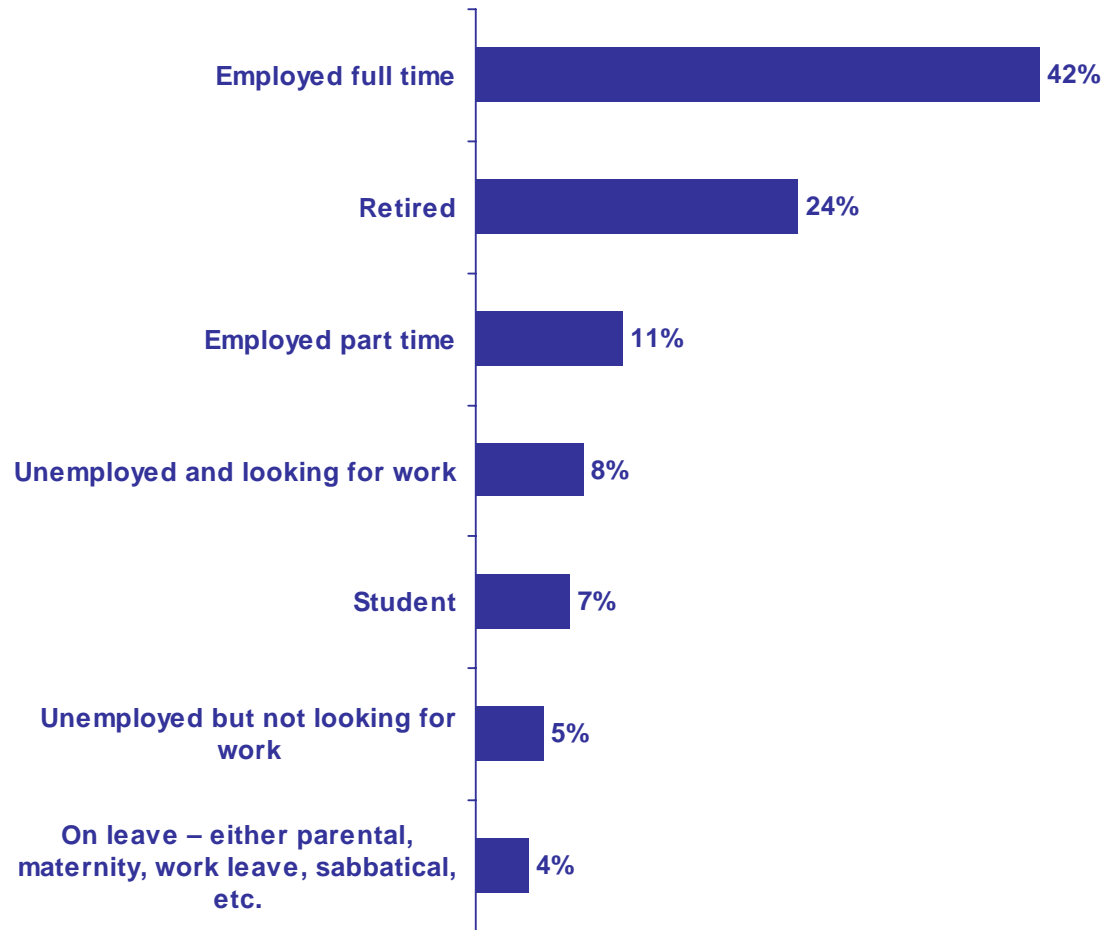


15. Do you agree or disagree with the following statements?



Jobs

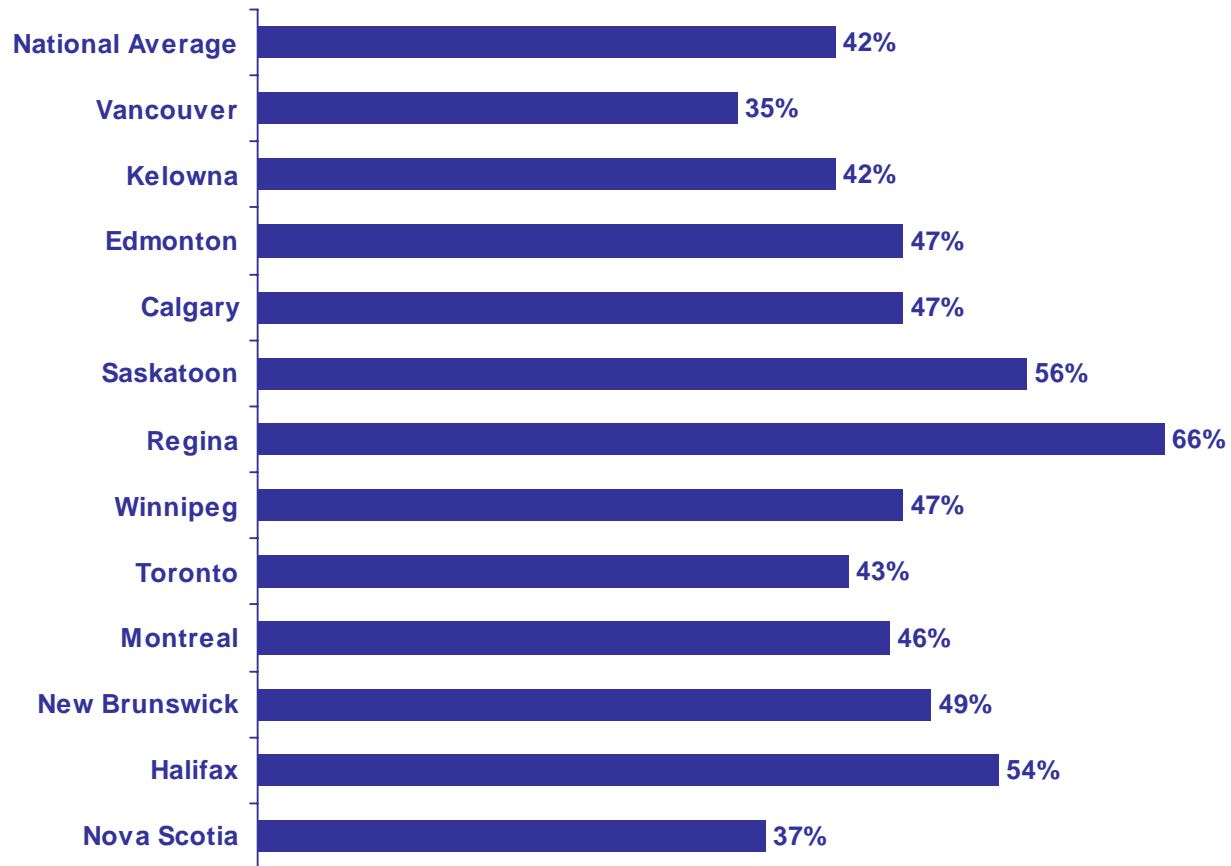
Employment Status



7. What is your current employment status?

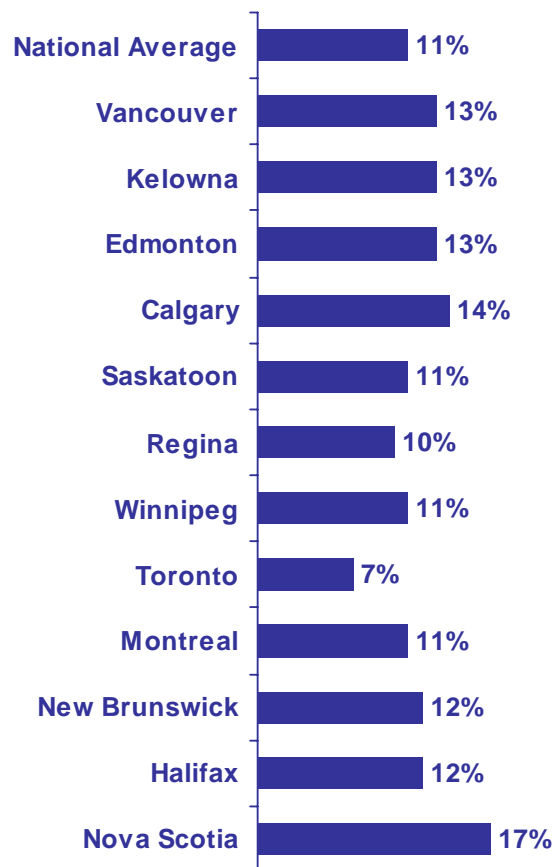
Base: All Respondents n=7,208

Employed full time



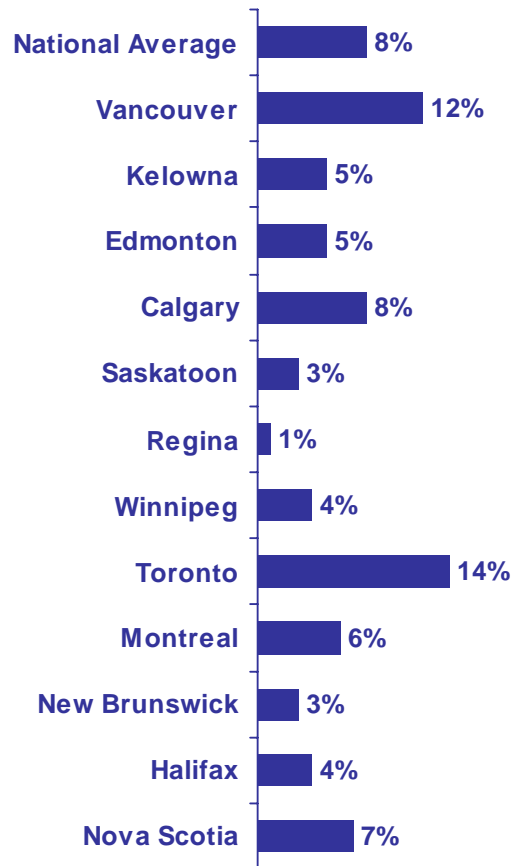
7. What is your current employment status?

Employed part time



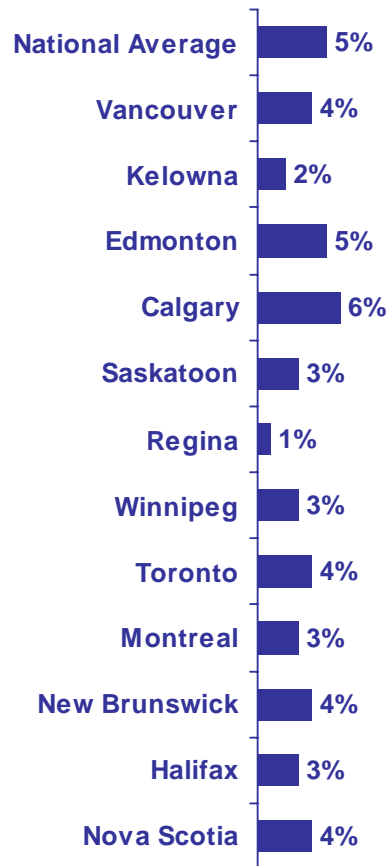
7. What is your current employment status?

Unemployed and looking for work

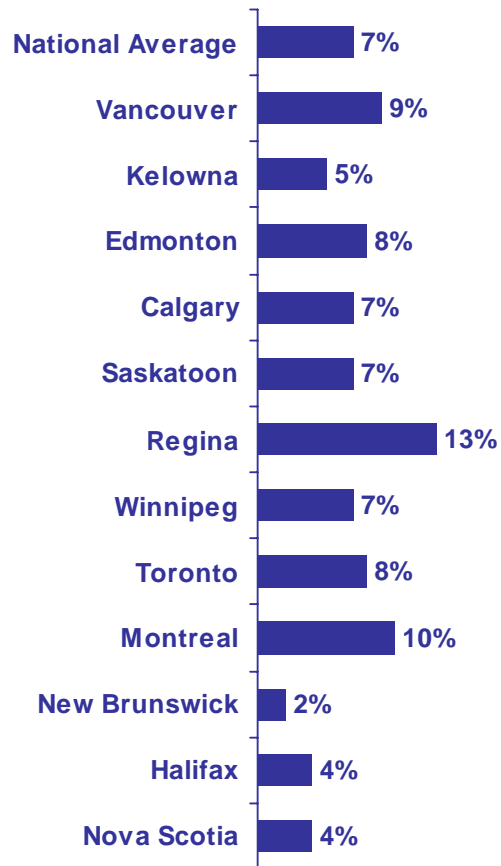


7. What is your current employment status?

Unemployed but not looking for work

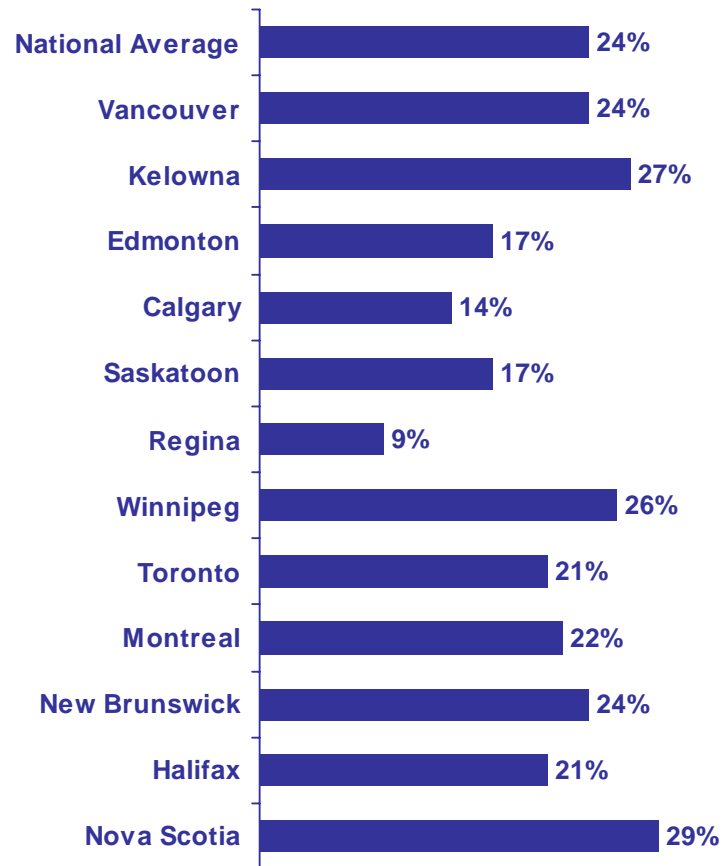


7. What is your current employment status?



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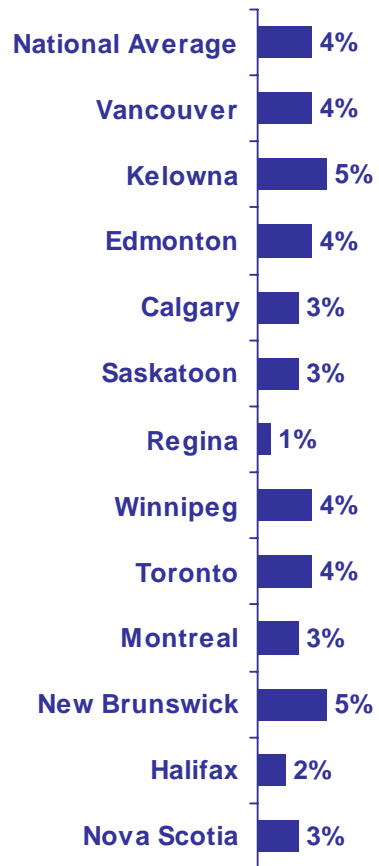
Retired



7. What is your current employment status?



On leave - either parental, maternity, work leave, sabbatical, etc

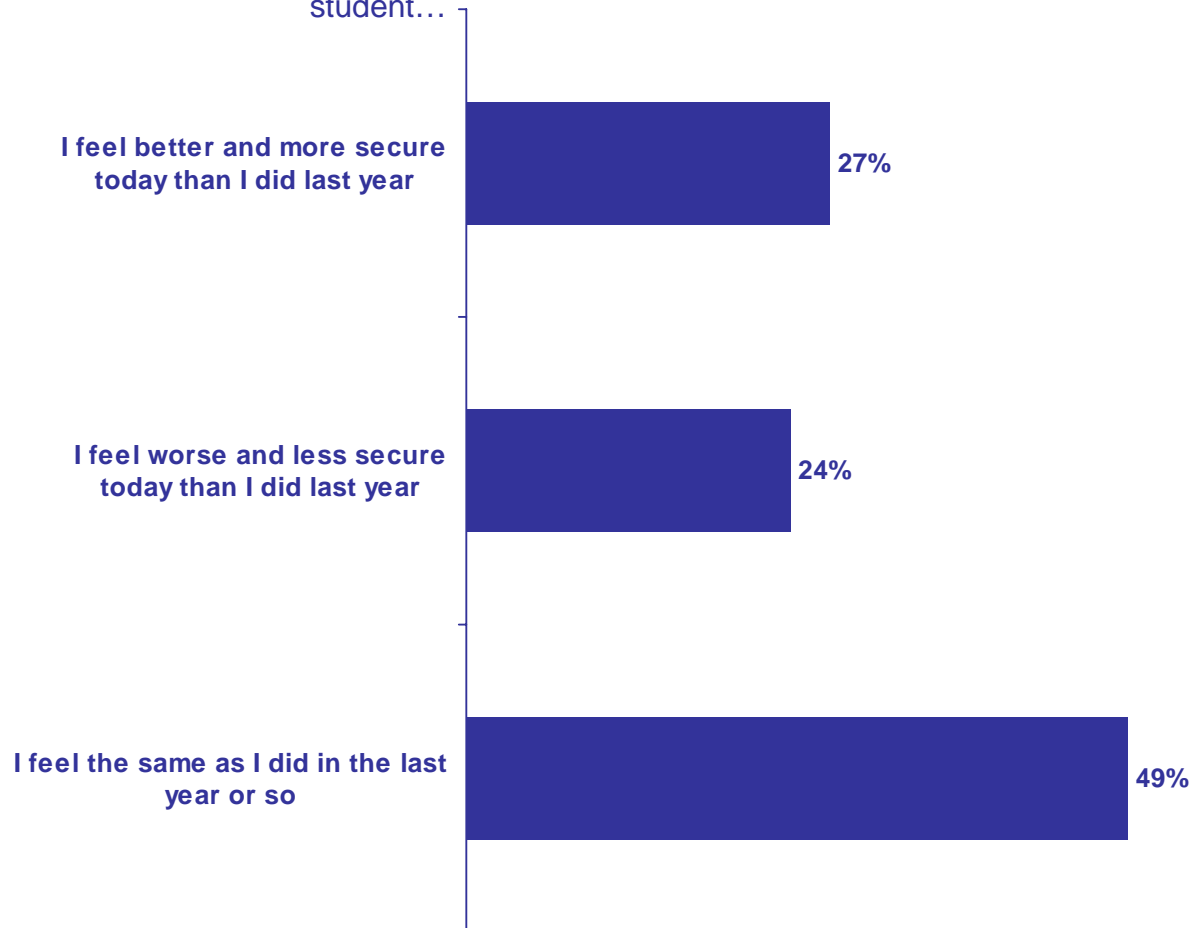


7. What is your current employment status?

Change in Job Security

Among those who are employed,
unemployed and looking for work or a
student...

Base size has
been reduced

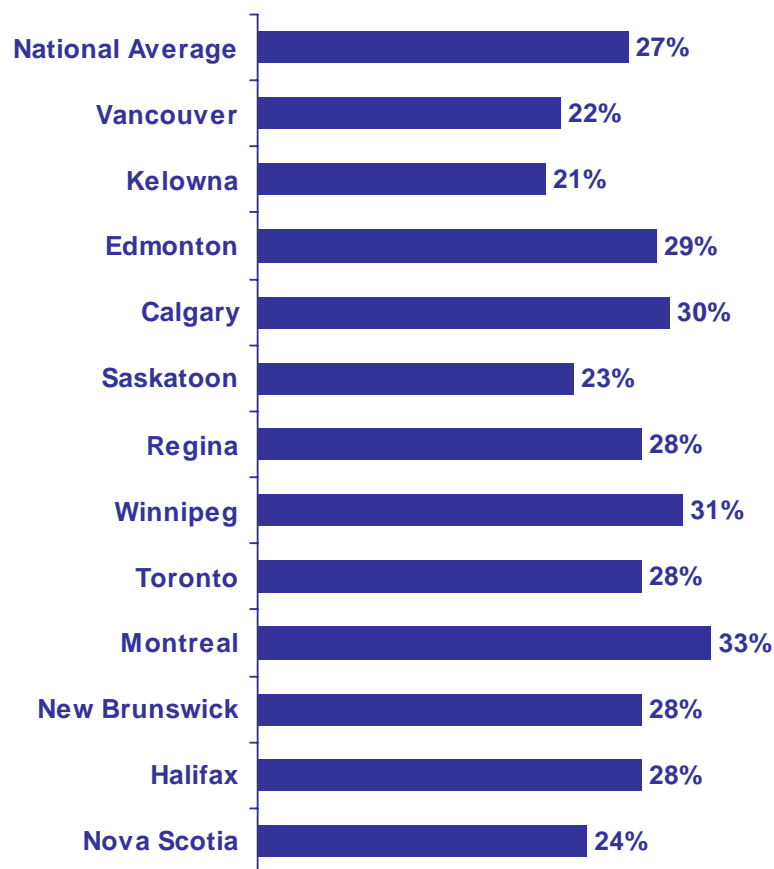


8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=4,625

I feel better and more secure today than I did last year

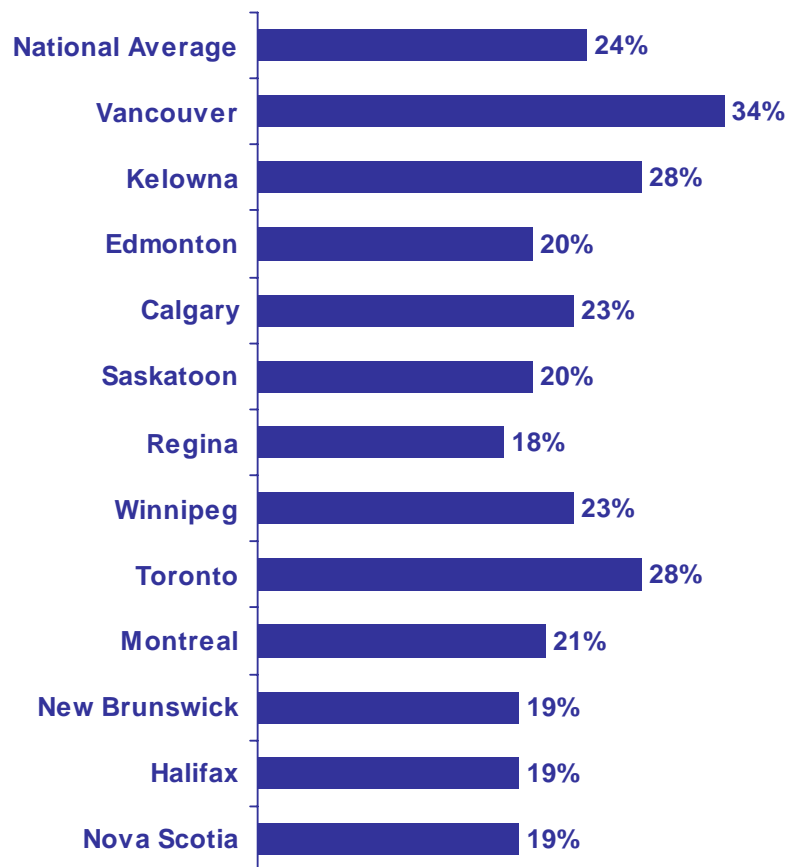
Among those who are employed,
unemployed and looking for work or a
student...



8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

I feel worse and less secure today than I did last year

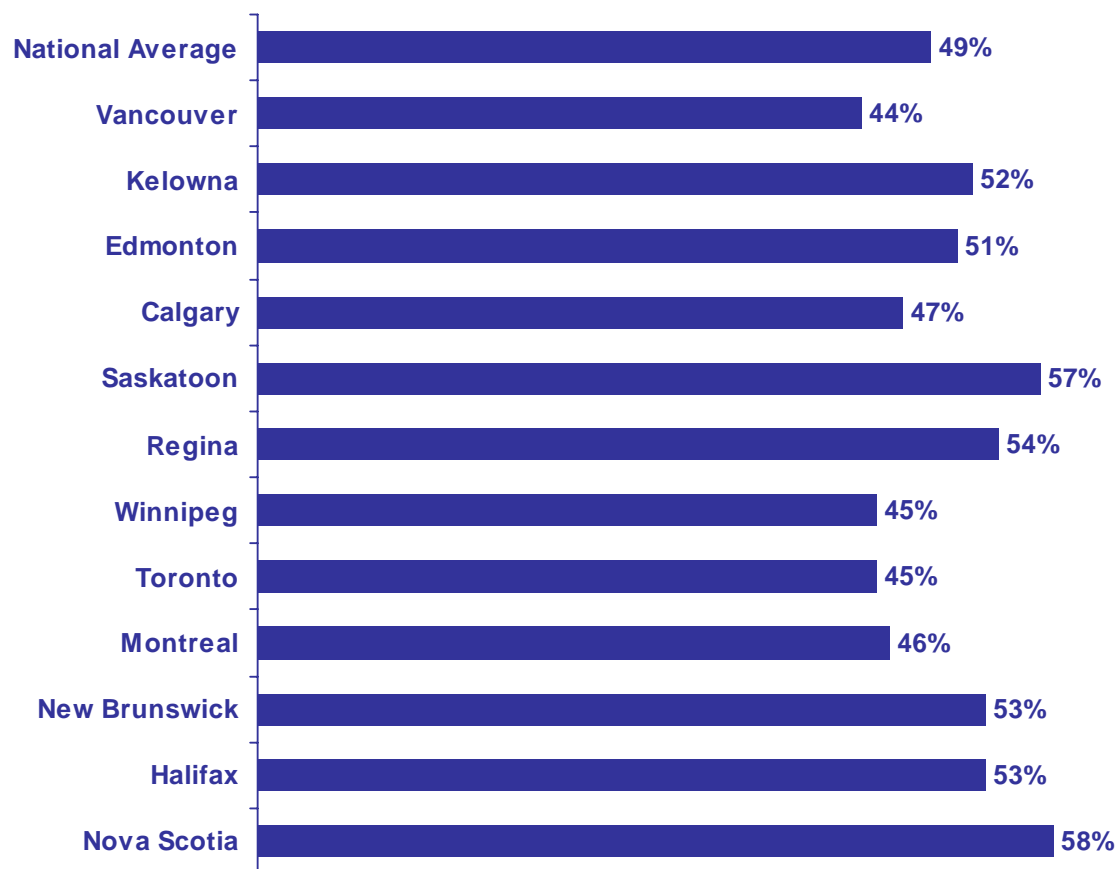
Among those who are employed,
unemployed and looking for work or a
student...



8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

I feel the same as I did in the last year or so

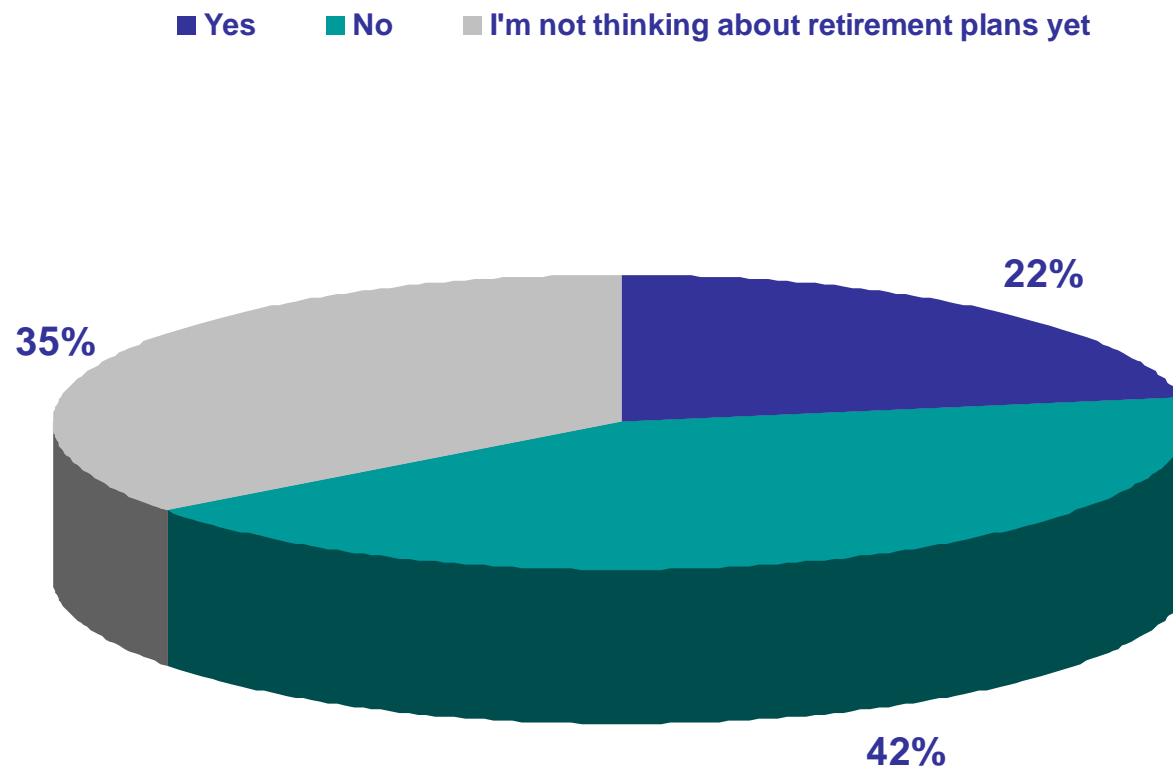
Among those who are employed,
unemployed and looking for work or a
student...



8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

Recession and Retirement

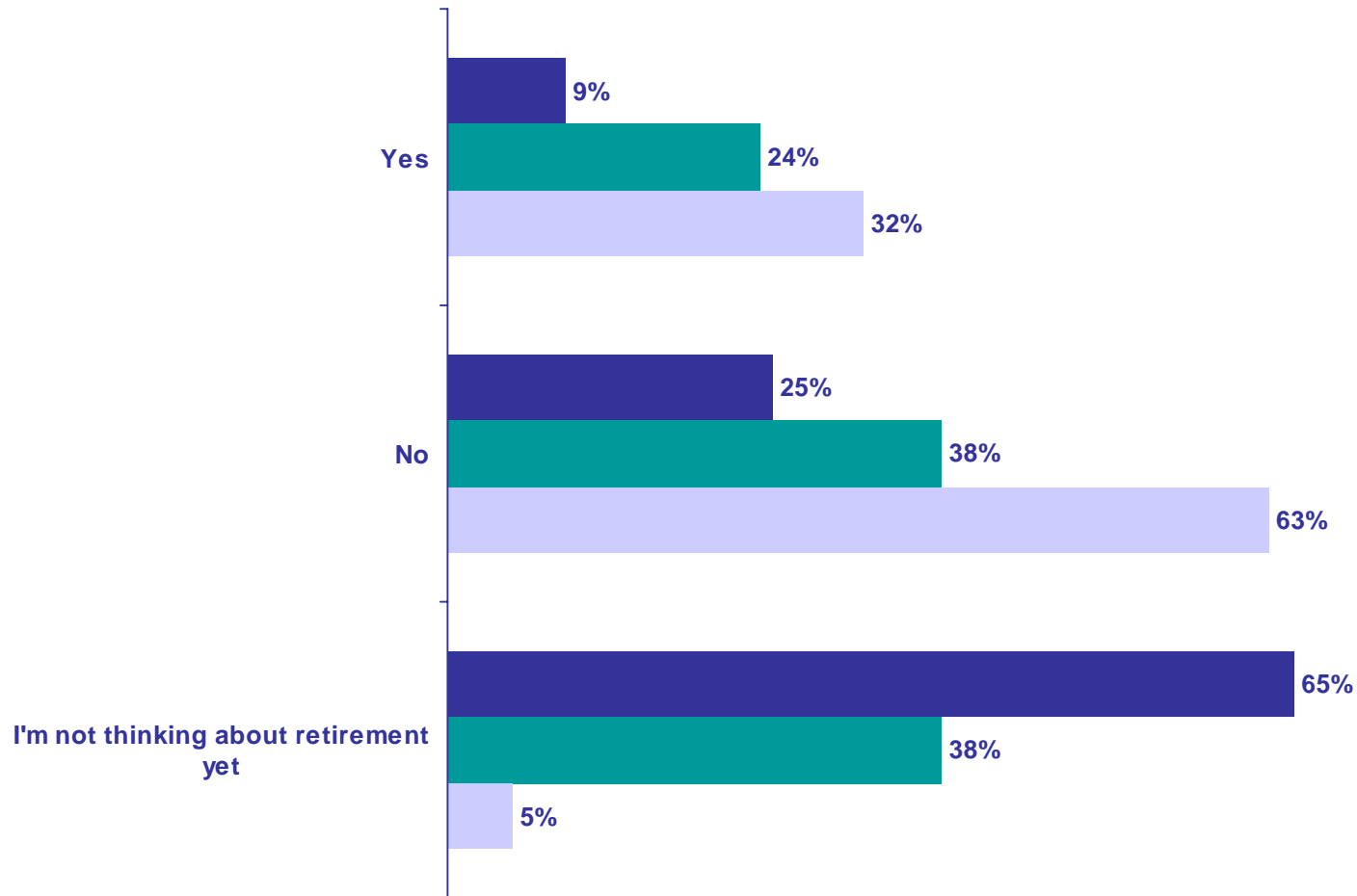
Recession and Retirement Plans



9. **Has the recession caused you to alter your retirement plans?**

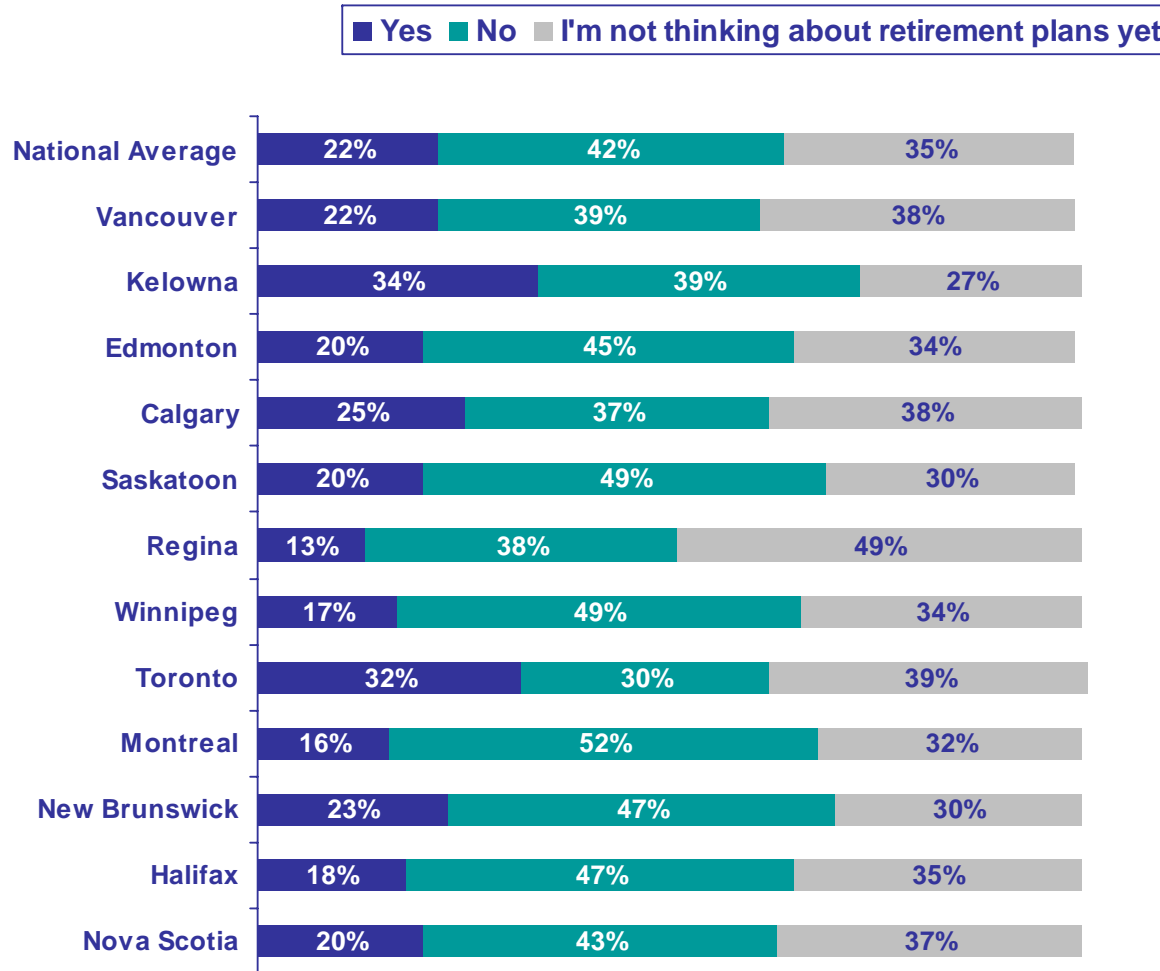
Base: All Respondents n=7,208

Recession and Retirement Plans – by age



9. Has the recession caused you to alter your retirement plans?

Recession and Retirement Plans – by region



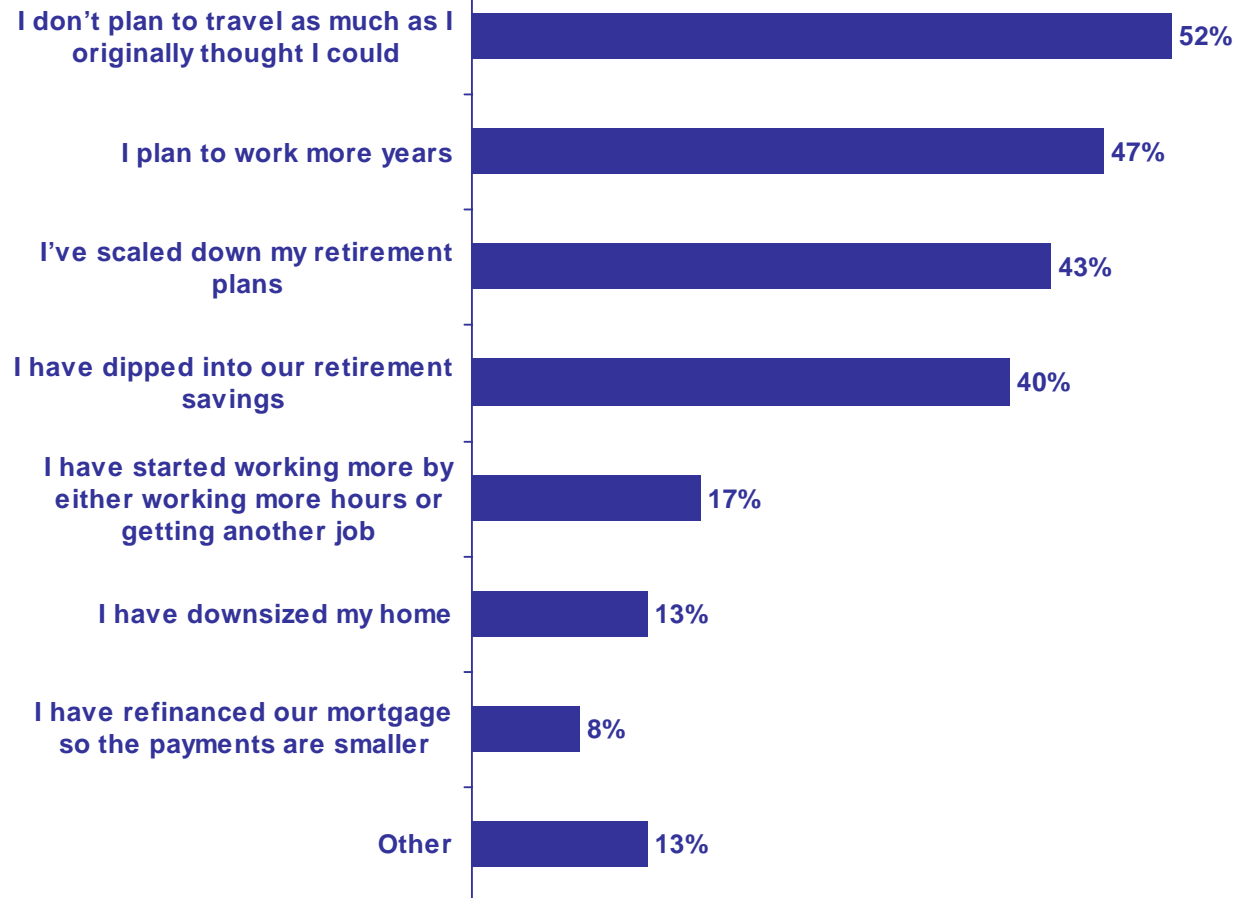
9. Has the recession caused you to alter your retirement plans?



How the Recession Has Altered Retirement Plans

Base size has been reduced

Among those who say the recession has caused them to alter their retirement plans...



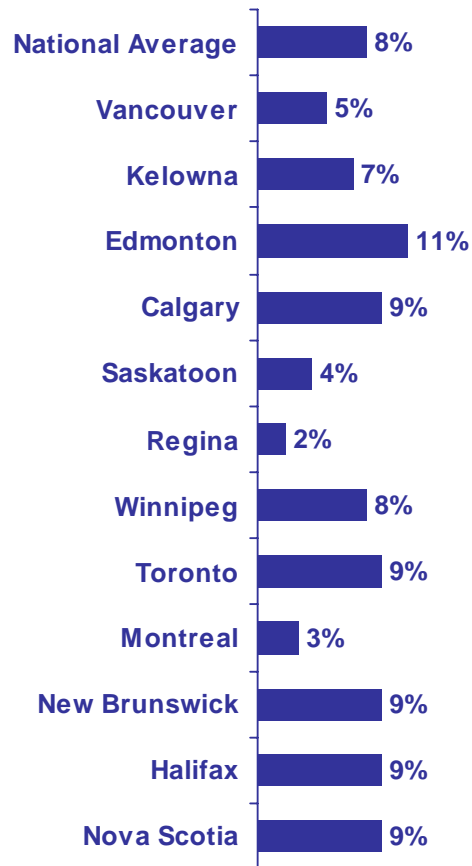
10. How has the recession caused you to alter your retirement plans?

Base: Recession caused to alter your retirement plans n=1,655



I have refinanced our mortgage so the payments are smaller

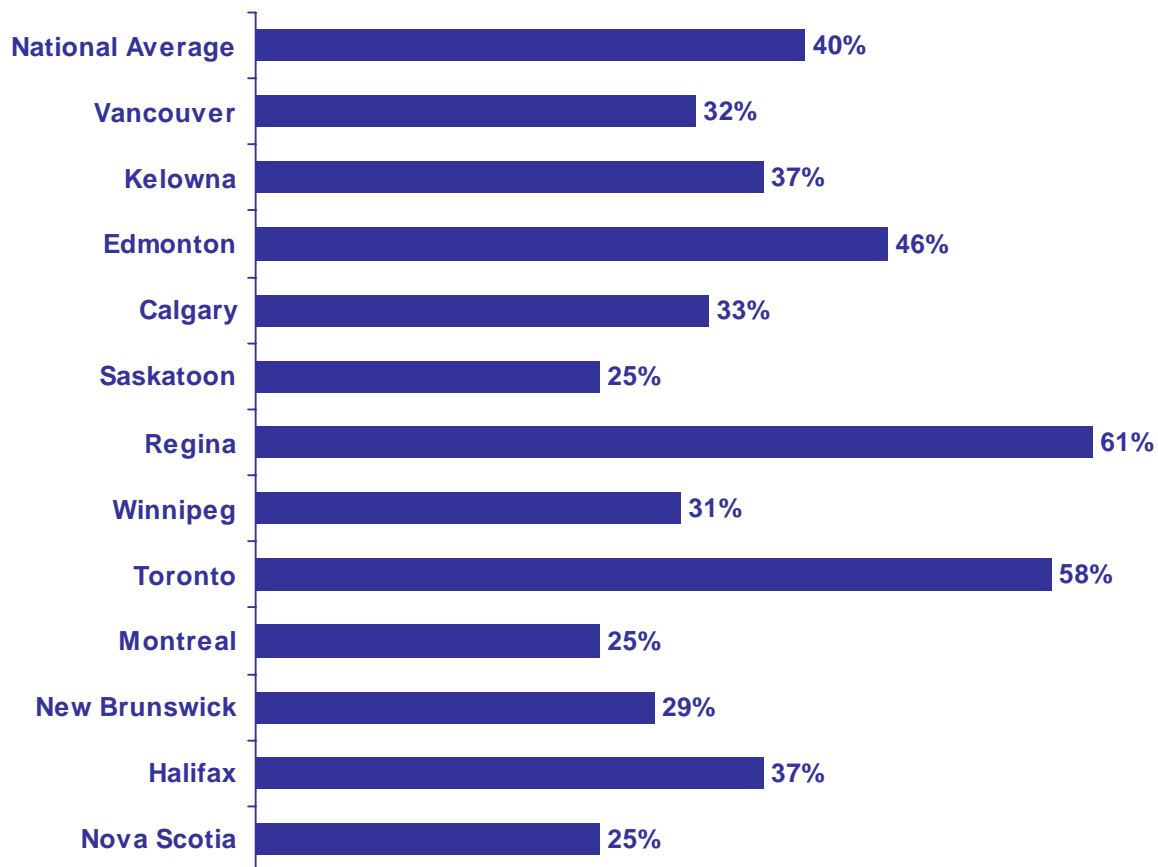
Among those who say the recession has caused them to alter their retirement plans...



10. How has the recession caused you to alter your retirement plans?

I have dipped into our retirements savings

Among those who say the recession has caused them to alter their retirement plans...

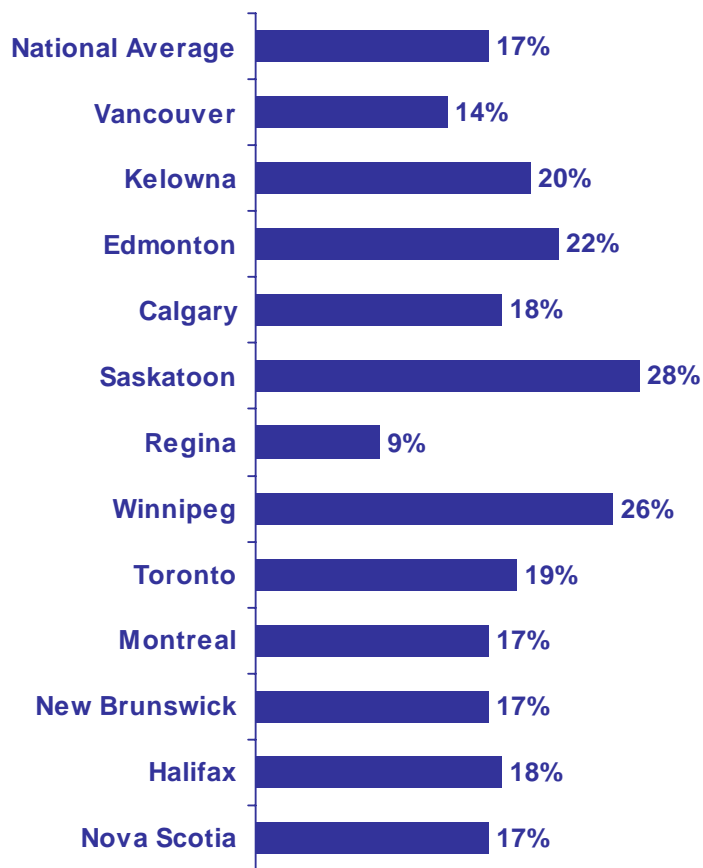


10. How has the recession caused you to alter your retirement plans?



I have started working more by either working more hours or getting another job

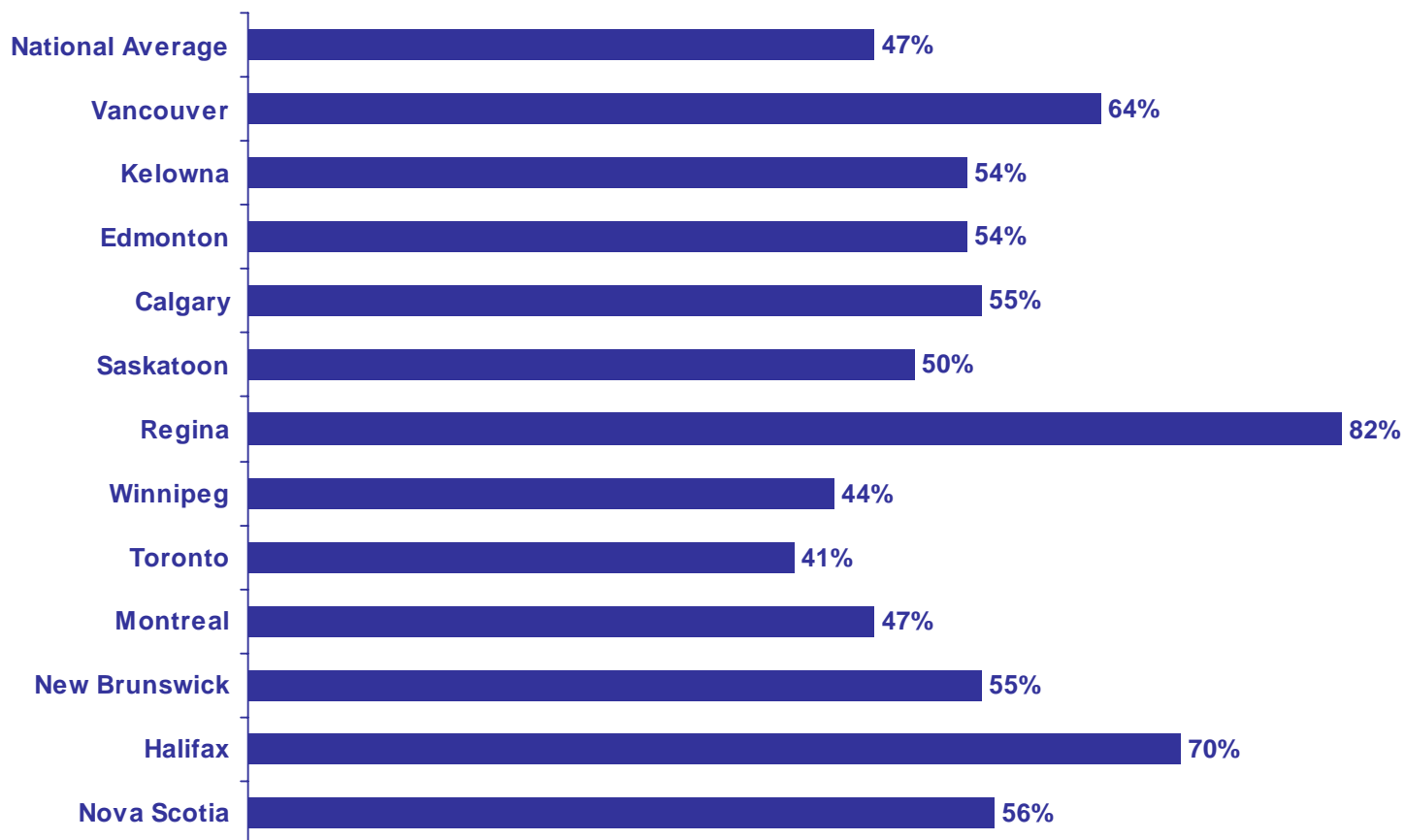
Among those who say the recession has caused them to alter their retirement plans...



10. How has the recession caused you to alter your retirement plans?

I plan to work more years

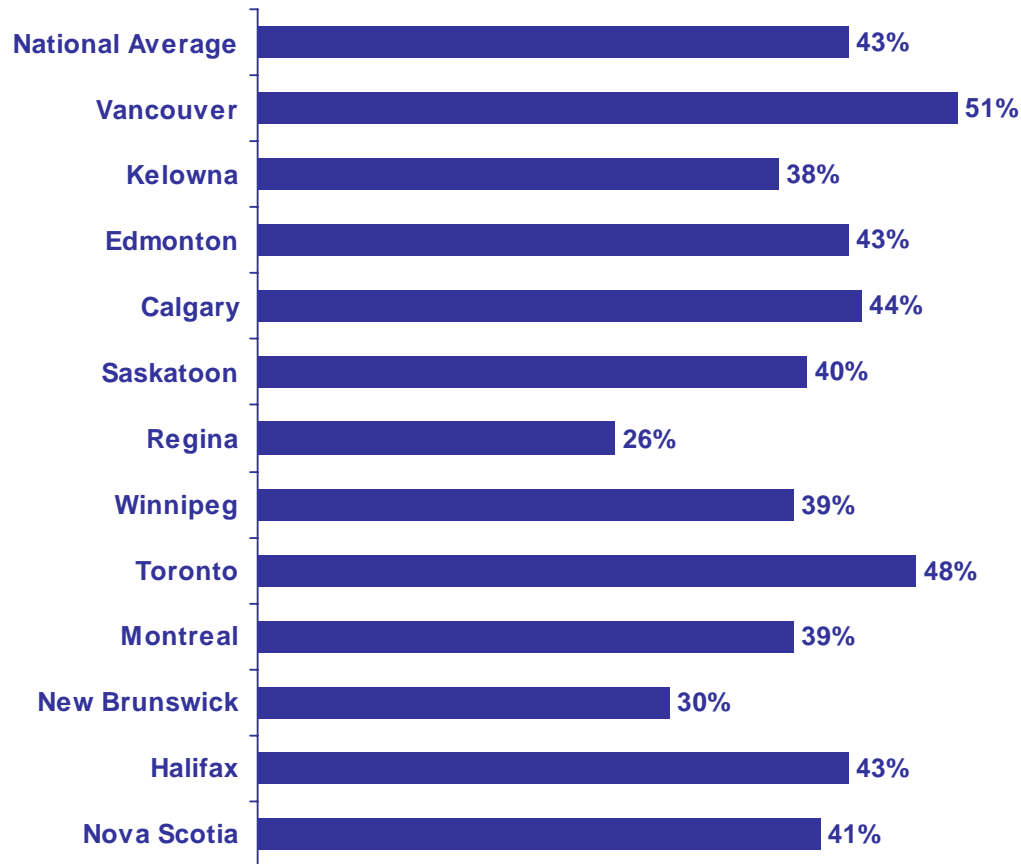
Among those who say the recession has caused them to alter their retirement plans...



10. How has the recession caused you to alter your retirement plans?

I've scaled down my retirement plans

Among those who say the recession has caused them to alter their retirement plans...

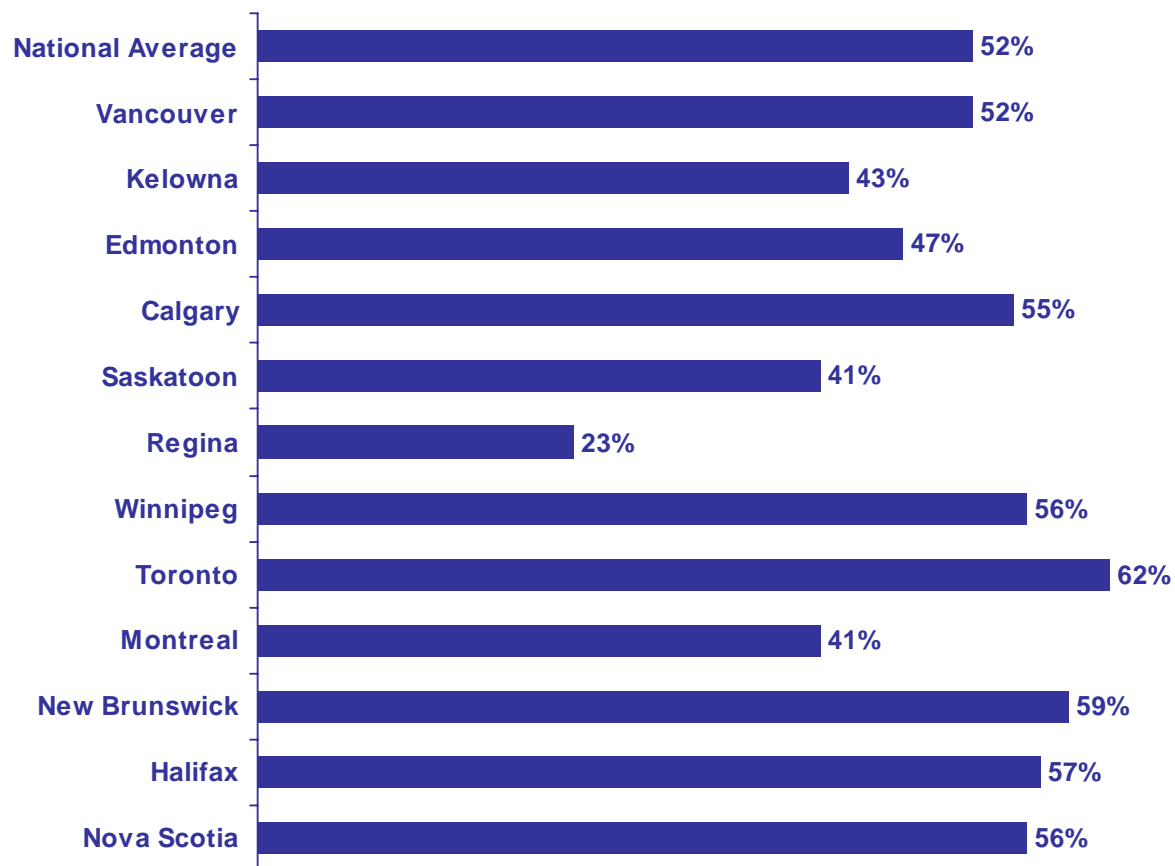


10. How has the recession caused you to alter your retirement plans?



I don't plan to travel as much as I originally thought I could

Among those who say the recession has caused them to alter their retirement plans...

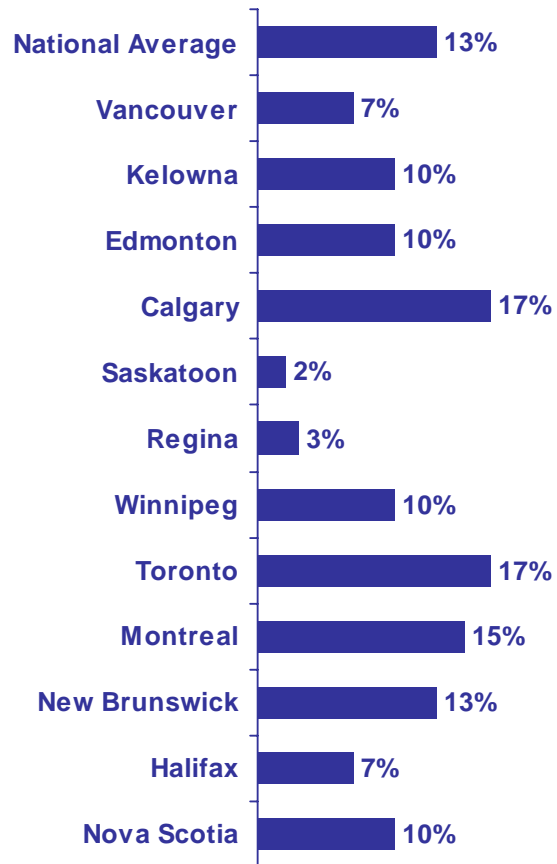


10. How has the recession caused you to alter your retirement plans?



I have downsized my home

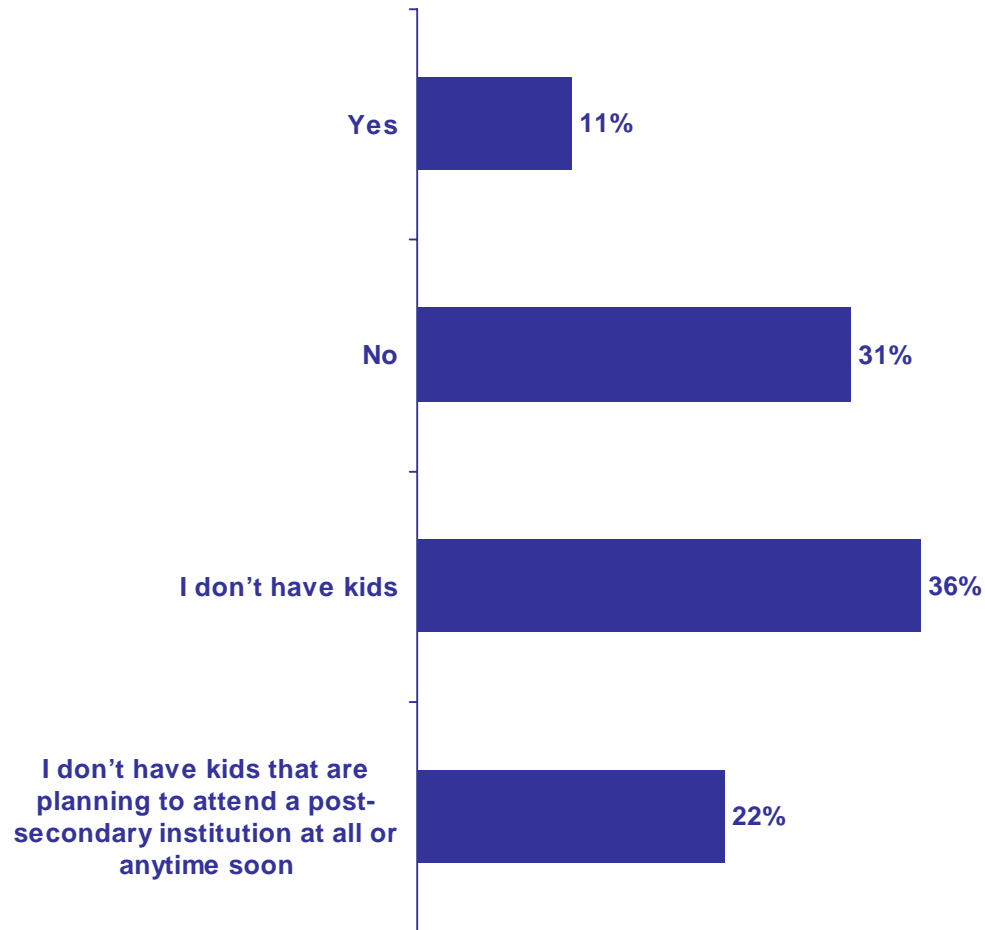
Among those who say the recession has caused them to alter their retirement plans...



10. How has the recession caused you to alter your retirement plans?

Recession and Children's Education

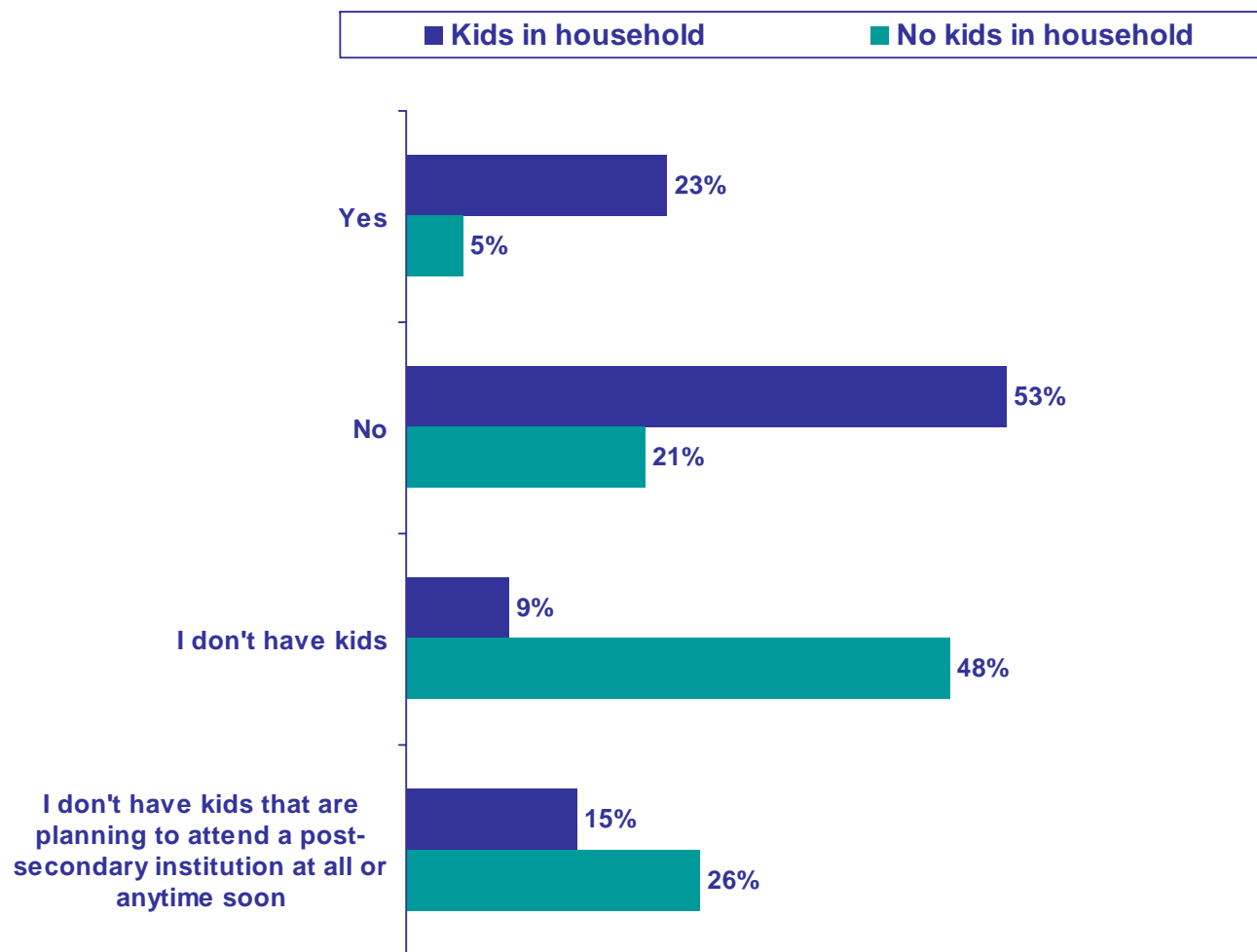
Recession and Children's Education



11. Has the recession caused you to alter your plans for your children's education or funding for it?

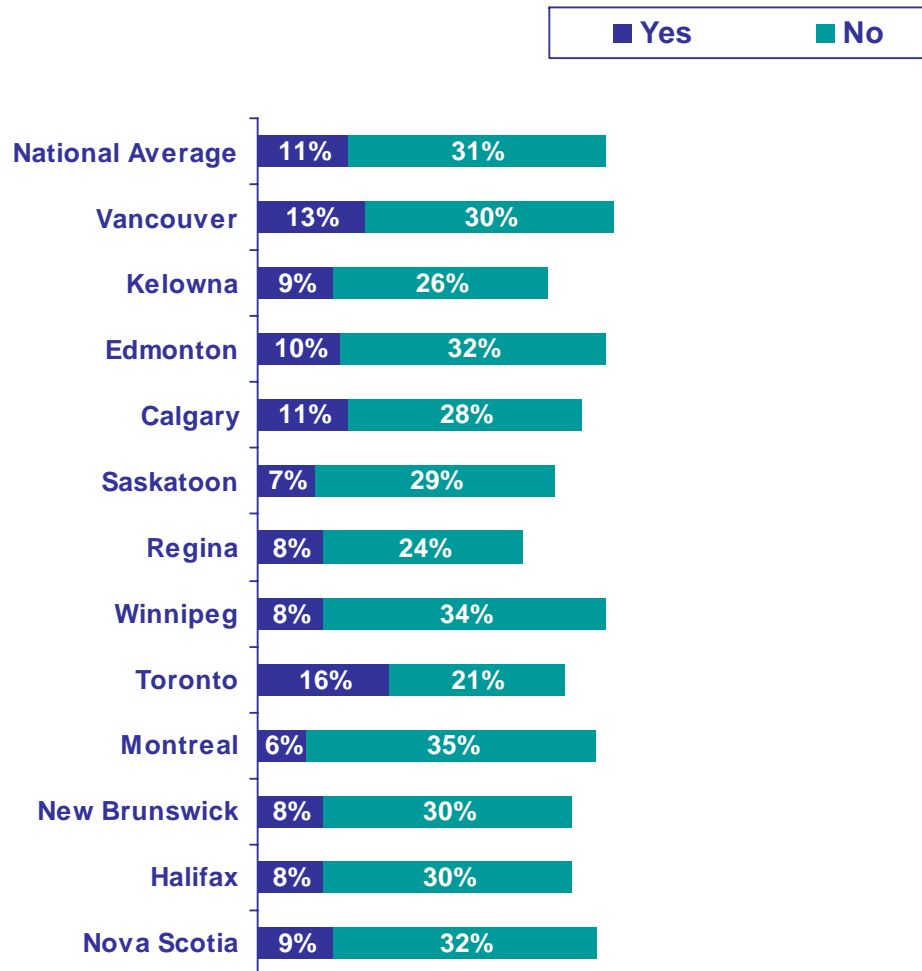
Base: All Respondents n=7,208

Recession and Children's Education – by age



11. Has the recession caused you to alter your plans for your children's education or funding for it?

Recession and Children's Education – by region

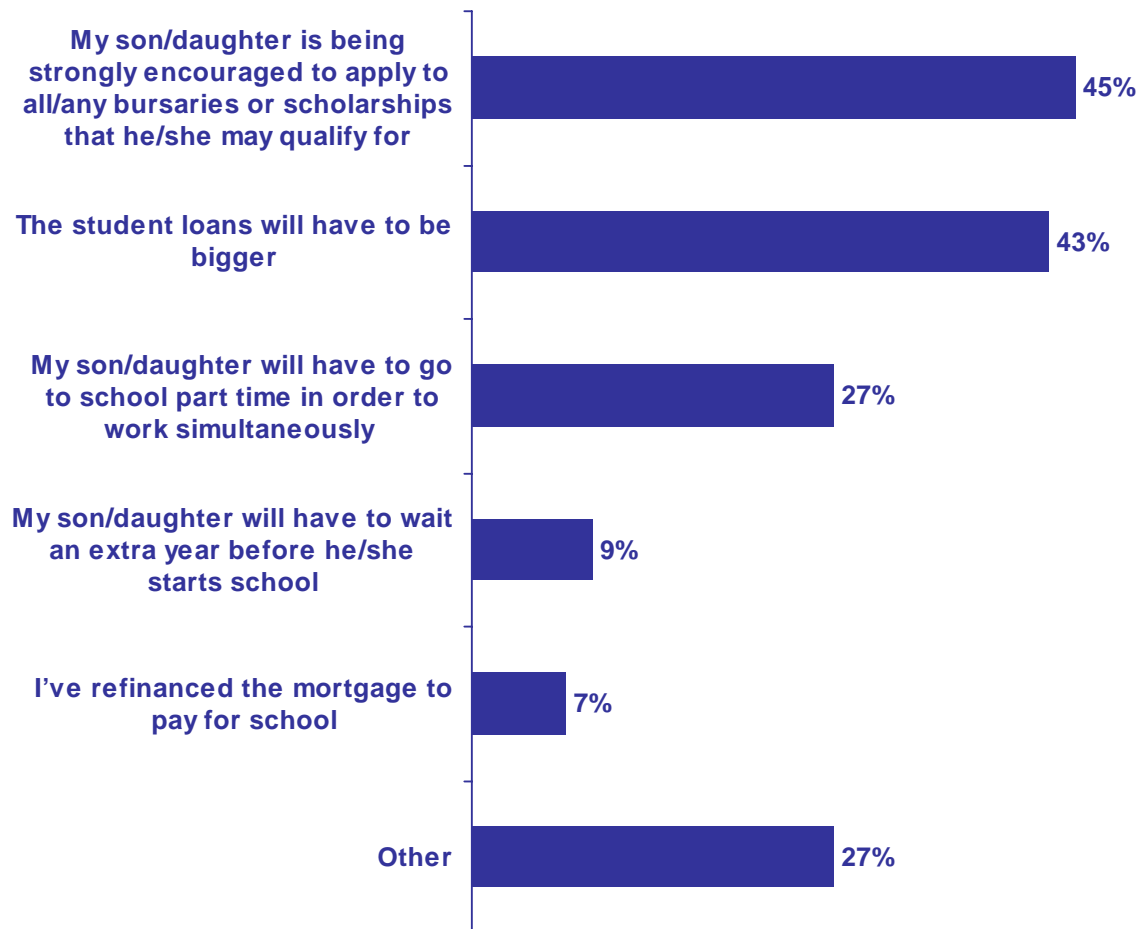


11. Has the recession caused you to alter your plans for your children's education or funding for it?

Recession and Children's Education

Base size has been reduced

Among those who say the recession has caused them to alter their children's education or funding for it...



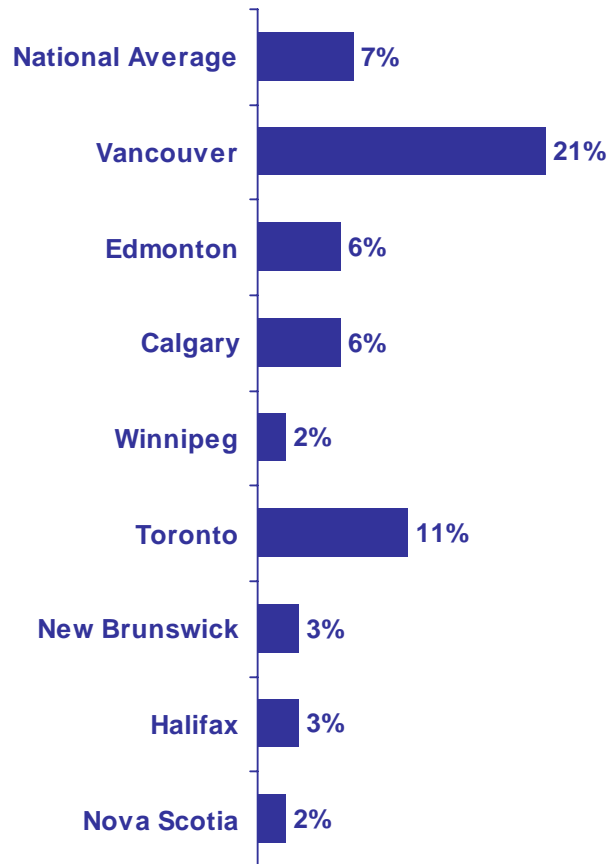
12. How has the recession affected your plans for your children's education or funding for it?

Base: Recession caused to alter your plans for your children's education or funding for it n=622



I've refinanced the mortgage to pay for school

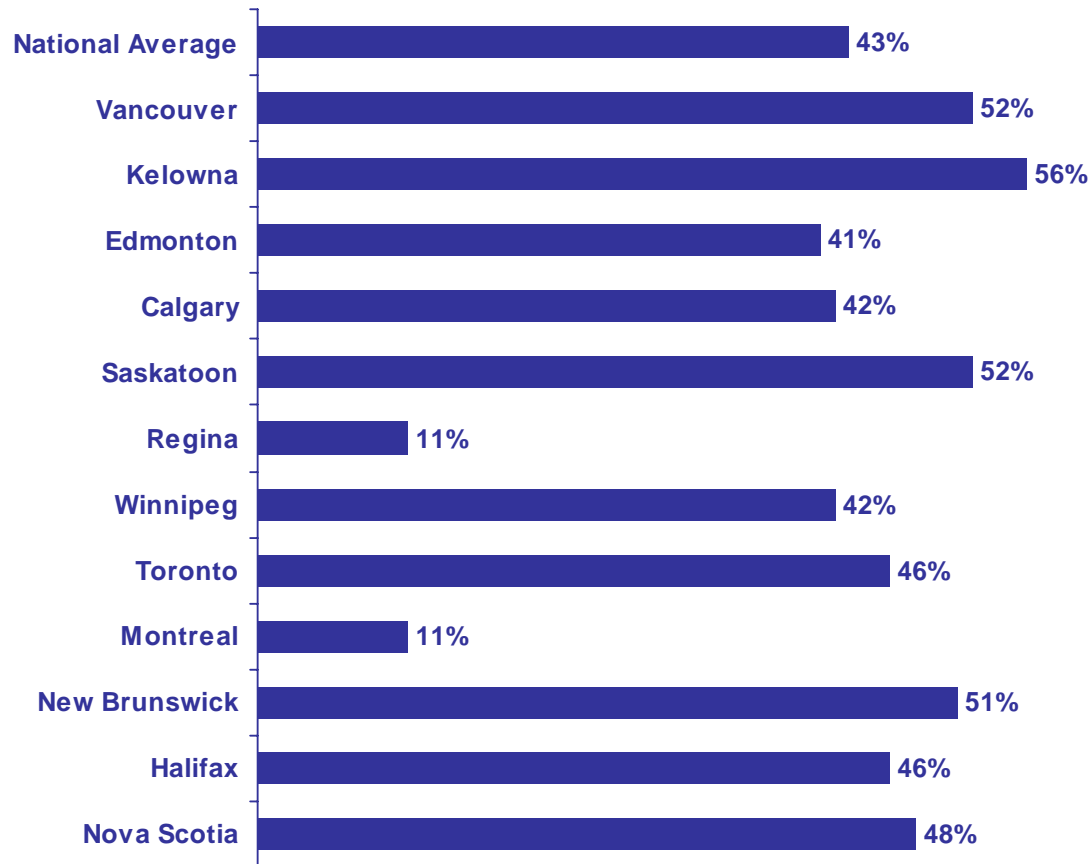
Among those who say the recession has caused them to alter their children's education or funding for it...



12. How has the recession affected your plans for your children's education or funding for it?

The student loans will have to be bigger

Among those who say the recession has caused them to alter their children's education or funding for it...

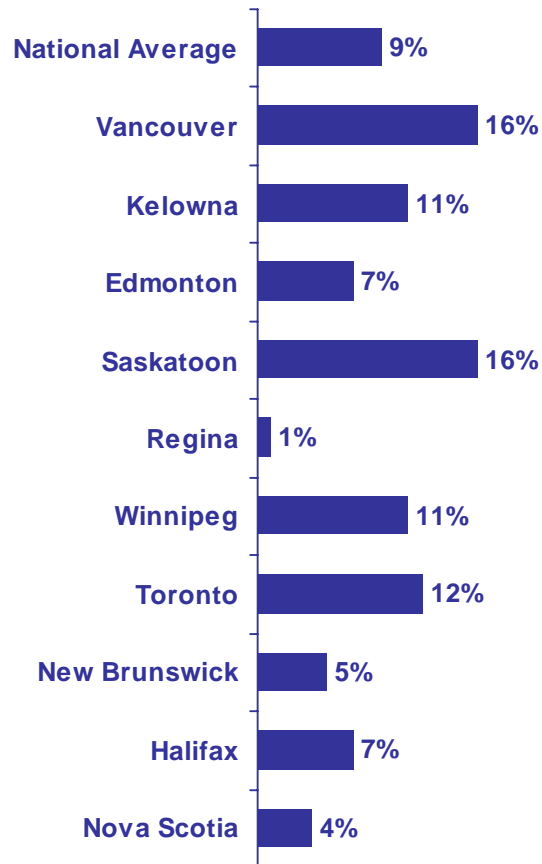


12. How has the recession affected your plans for your children's education or funding for it?



My son/daughter will have to wait an extra year before he/she starts school

Among those who say the recession has caused them to alter their children's education or funding for it...

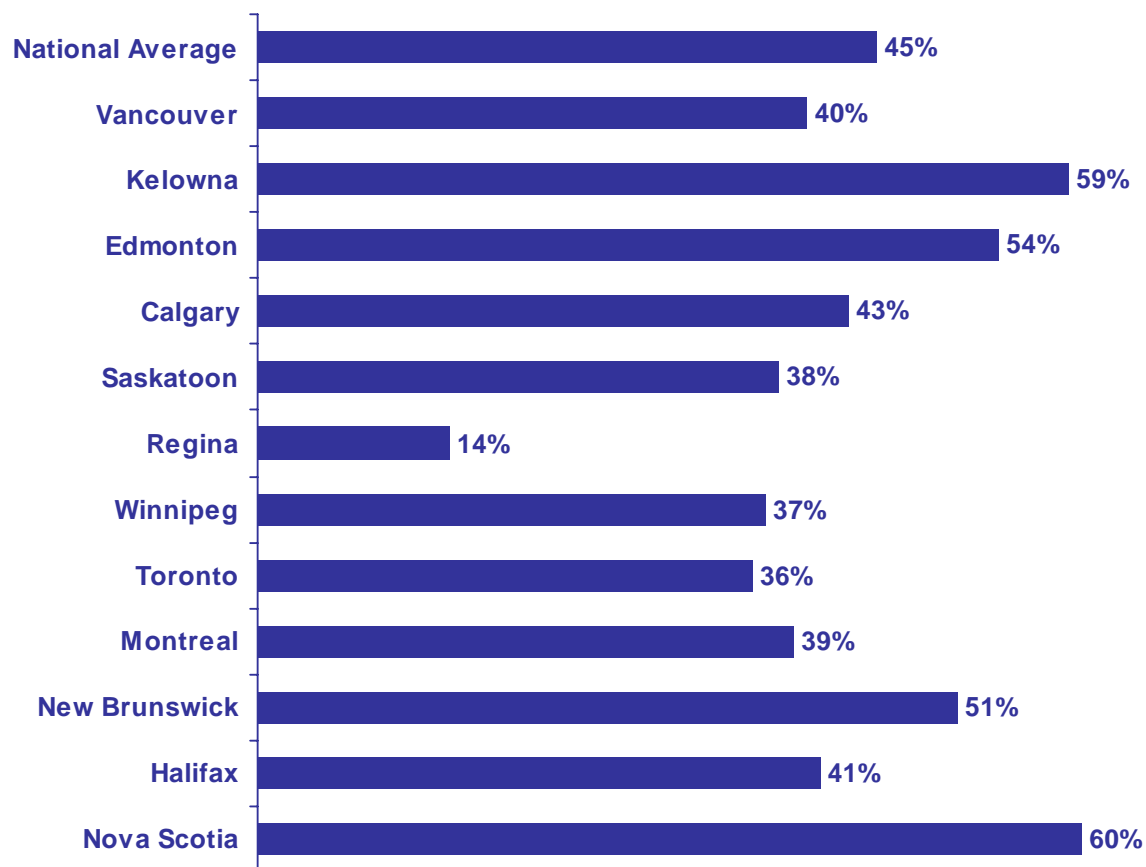


12. How has the recession affected your plans for your children's education or funding for it?



My son/daughter is being strongly encouraged to apply to all/any bursaries or scholarships that he/she may qualify for

Among those who say the recession has caused them to alter their children's education or funding for it...

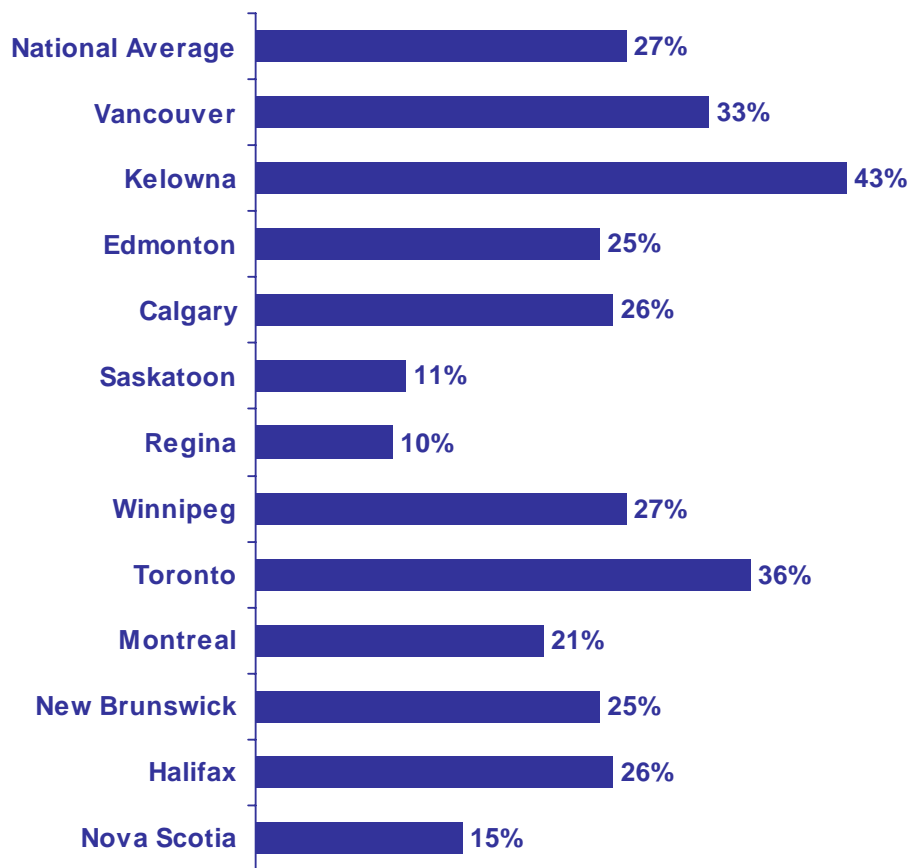


12. How has the recession affected your plans for your children's education or funding for it?



My son/daughter will have to go to school part time in order to work simultaneously

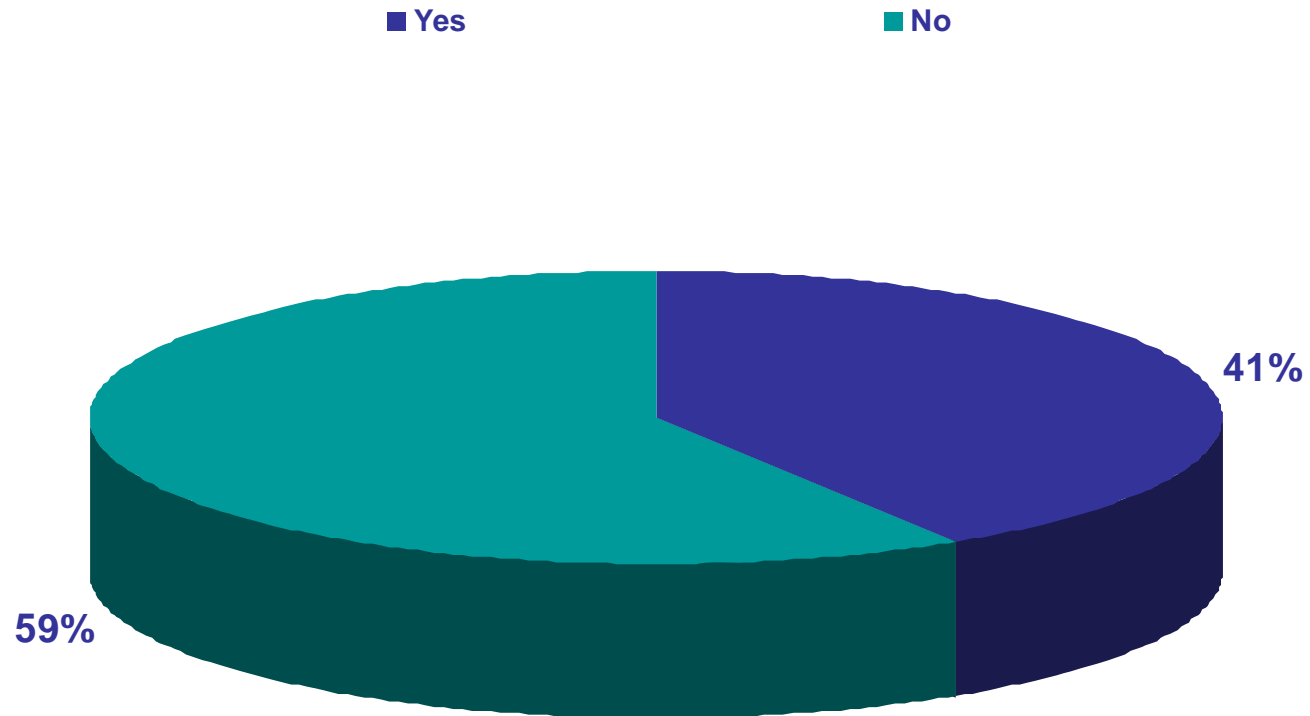
Among those who say the recession has caused them to alter their children's education or funding for it...



12. How has the recession affected your plans for your children's education or funding for it?

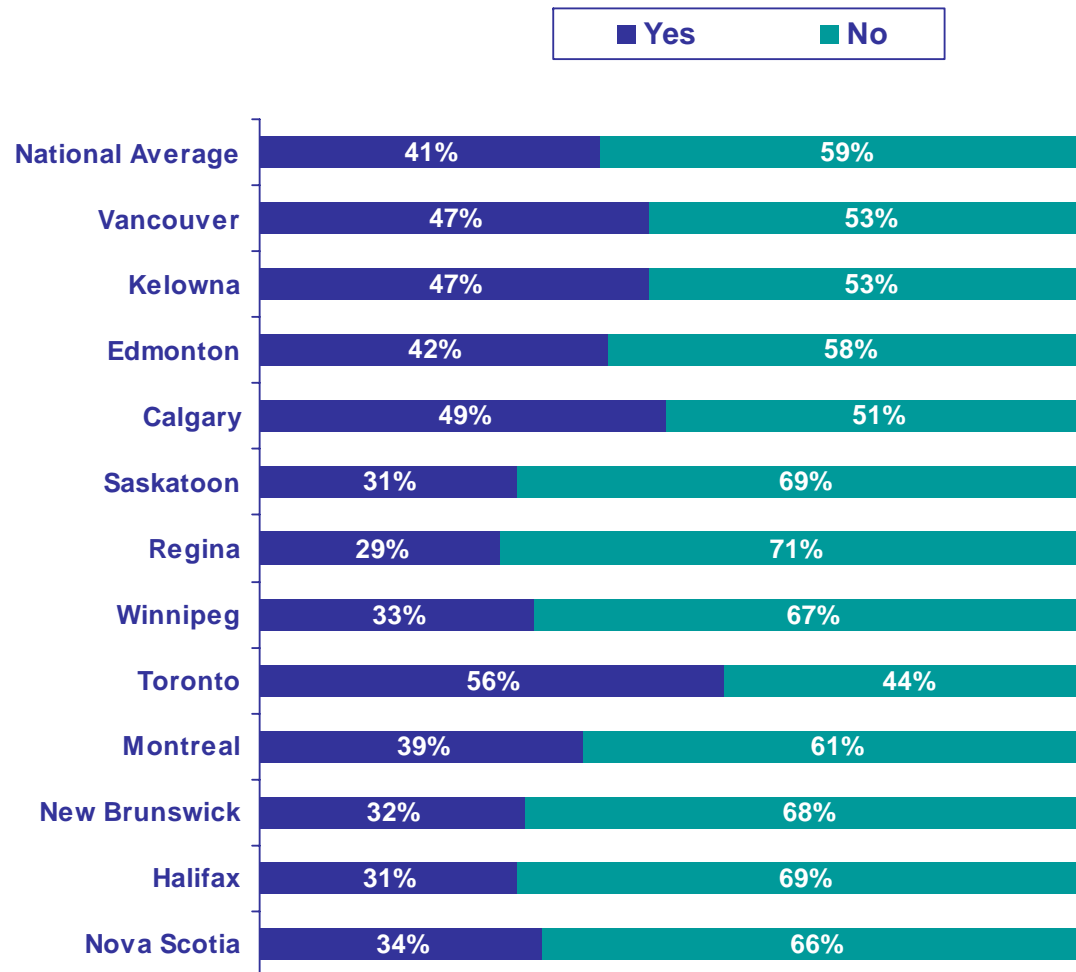
Recession and Investing

Recession and Investing



13. **Has the recession changed the way you invest?**
Base: All Respondents n=7,208

Recession and Investing

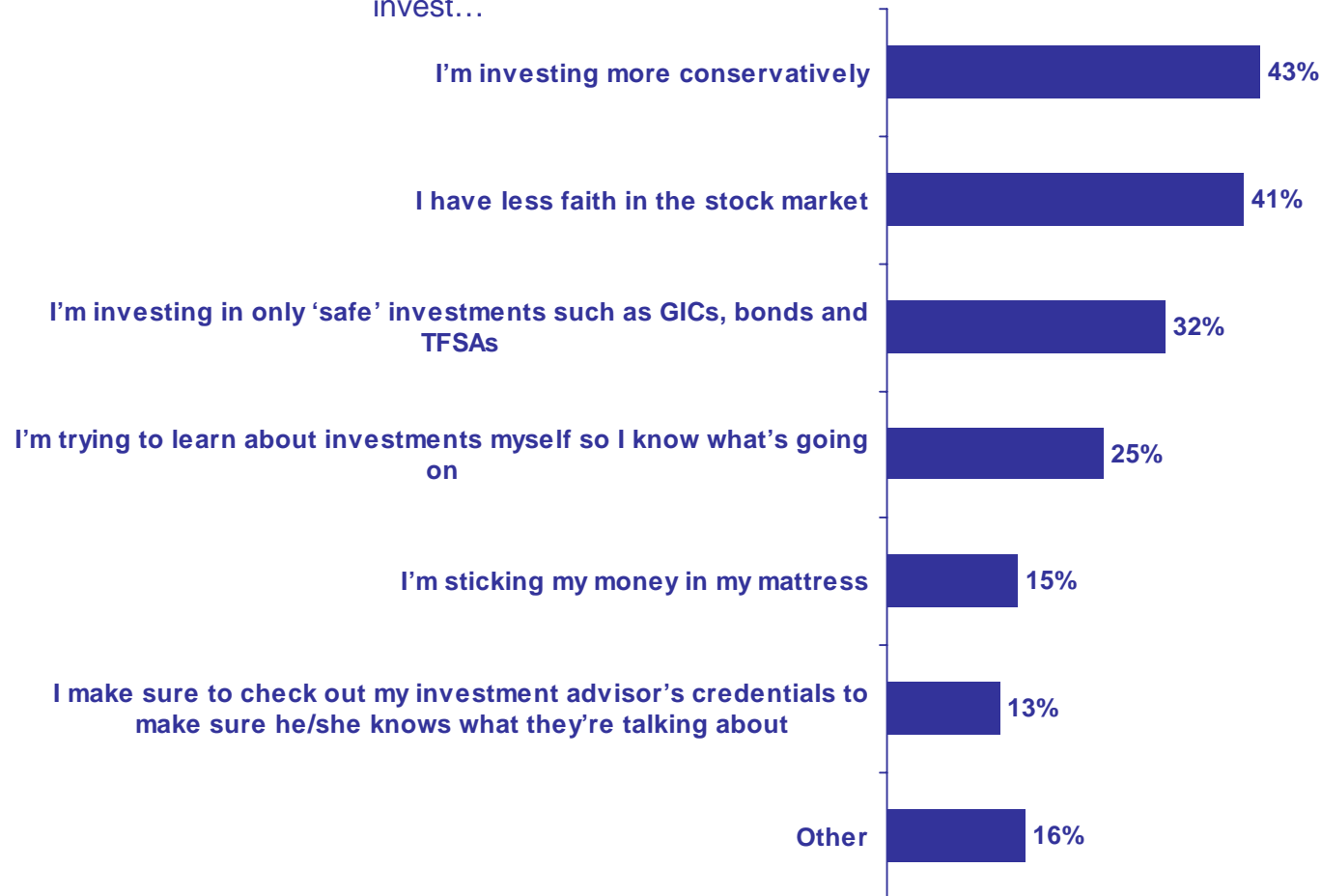


13. Has the recession changed the way you invest?

Recession and Investing

Among those who say the recession has caused them to change the way they invest...

Base size has been reduced



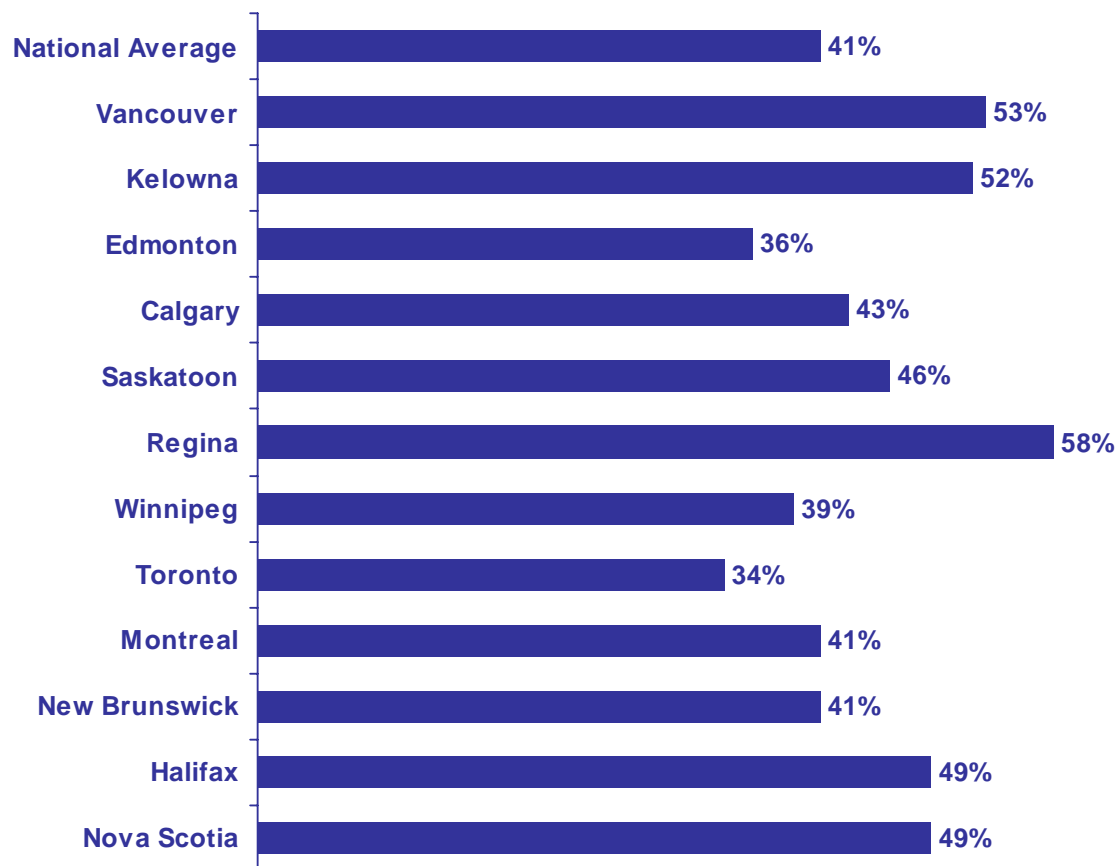
14. How has the recession caused you to change the way you invest?

Base: Recession caused you to change the way you invest n=2,829



I have less faith in the stock market

Among those who say the recession has caused them to change the way they invest...

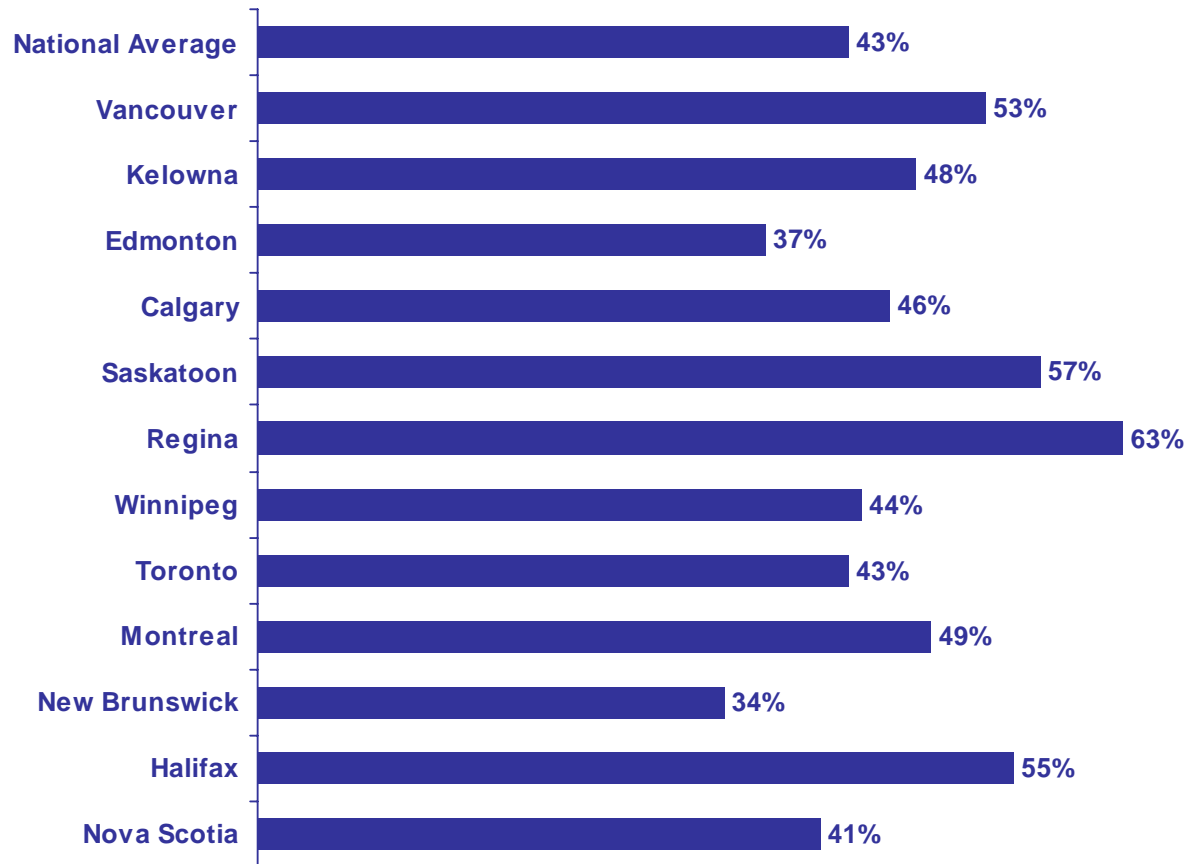


14. How has the recession caused you to change the way you invest?



I'm investing more conservatively

Among those who say the recession has caused them to change the way they invest...

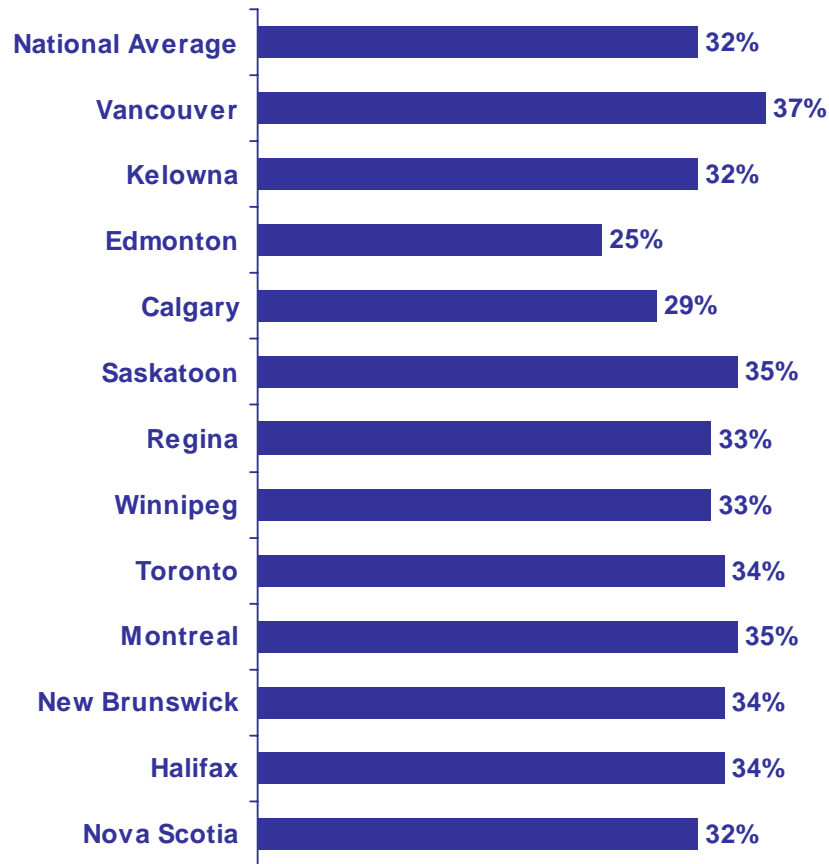


14. How has the recession caused you to change the way you invest?



I'm investing in only 'safe' investments such as GICs, bonds and TFSAs

Among those who say the recession has caused them to change the way they invest...

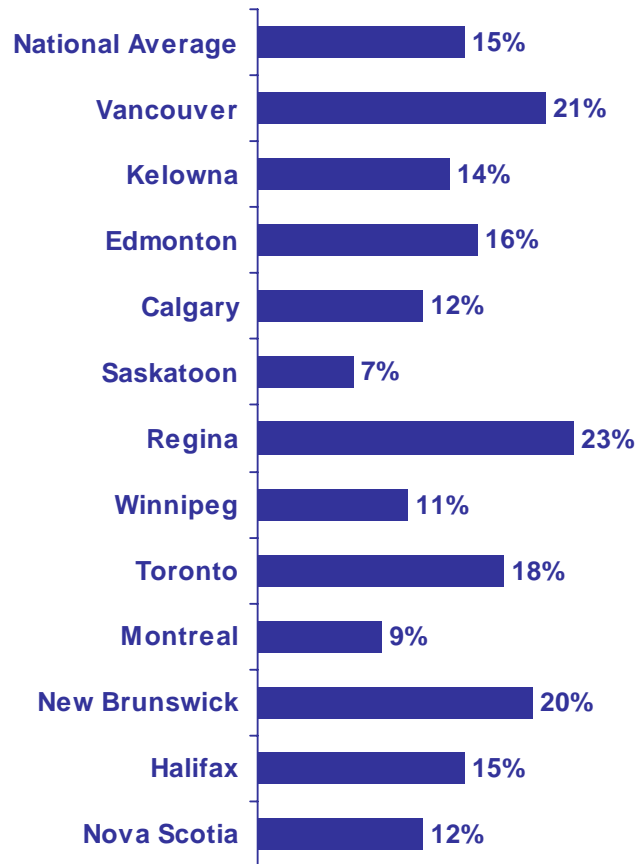


14. How has the recession caused you to change the way you invest?



I'm sticking my money in my mattress

Among those who say the recession has caused them to change the way they invest...

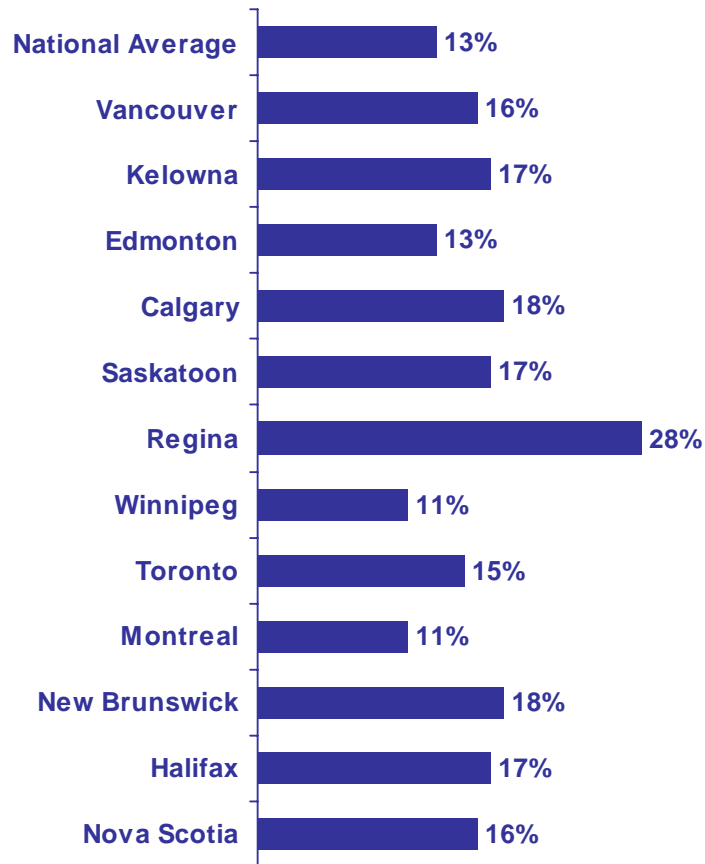


14. How has the recession caused you to change the way you invest?



I make sure to check out my investment advisor's credentials to make sure he/she knows what they're talking about

Among those who say the recession has caused them to change the way they invest...

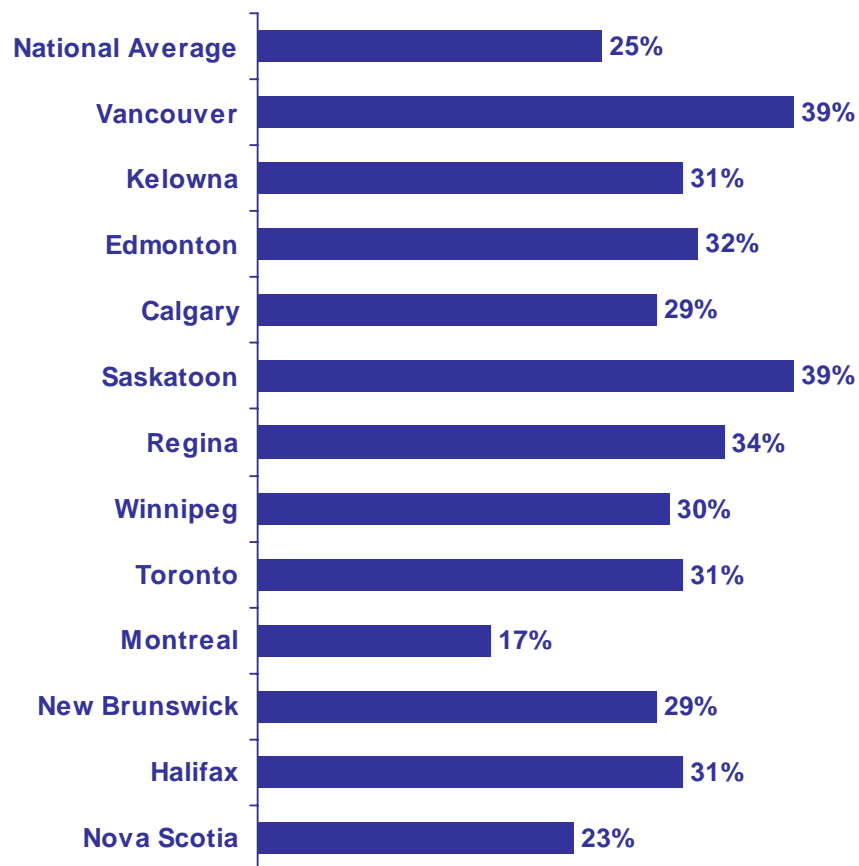


14. How has the recession caused you to change the way you invest?



I'm trying to learn about investments myself so I know what's going on

Among those who say the recession has caused them to change the way they invest...

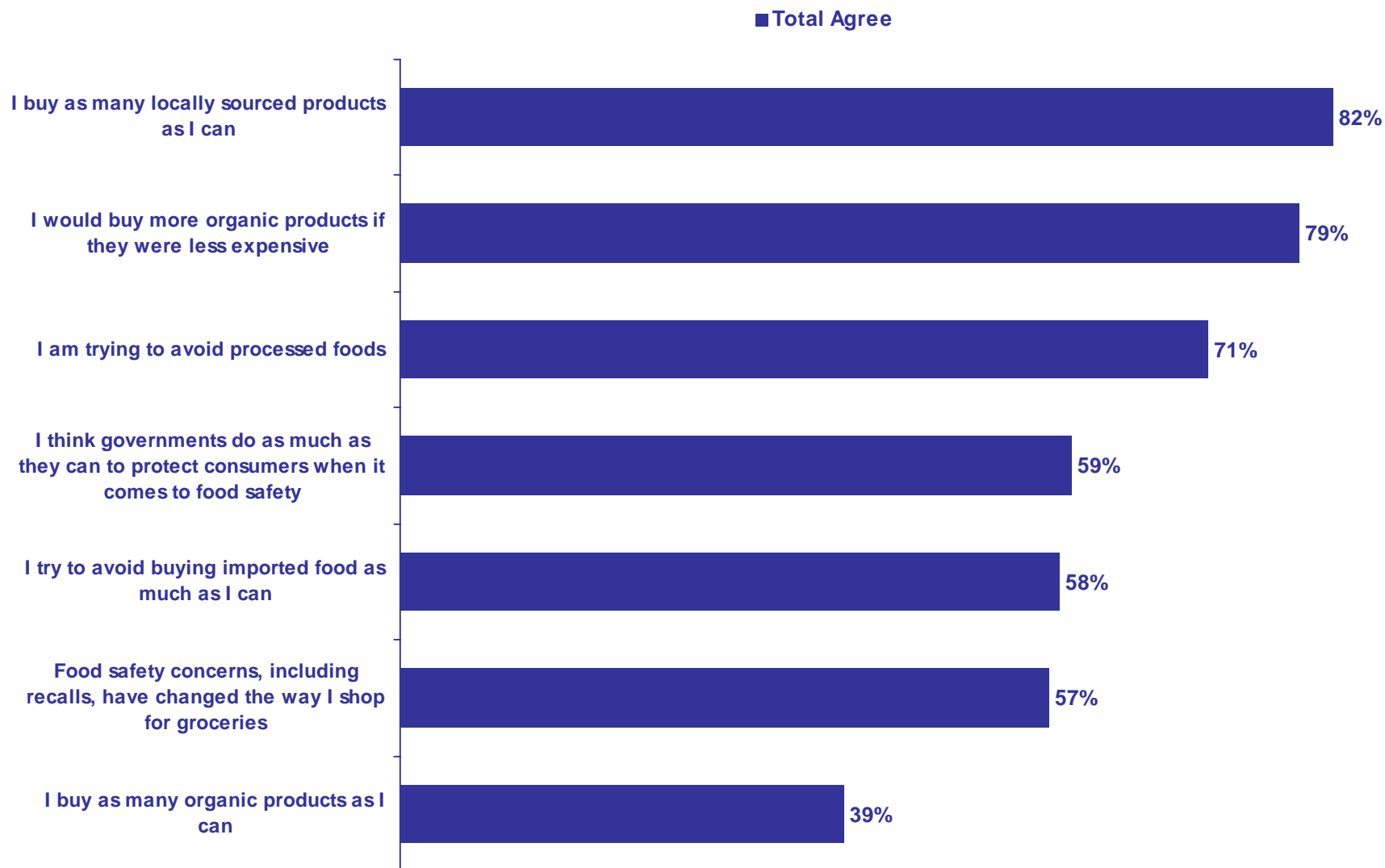


14. How has the recession caused you to change the way you invest?

Food Safety and National Pride



Food Safety Statements



15. Do you agree or disagree with the following statements?

Base: All Respondents n=7,208

Life Statements

■ Total Agree

The Vancouver Olympics made me
feel better about Canada and our
athletes

74%

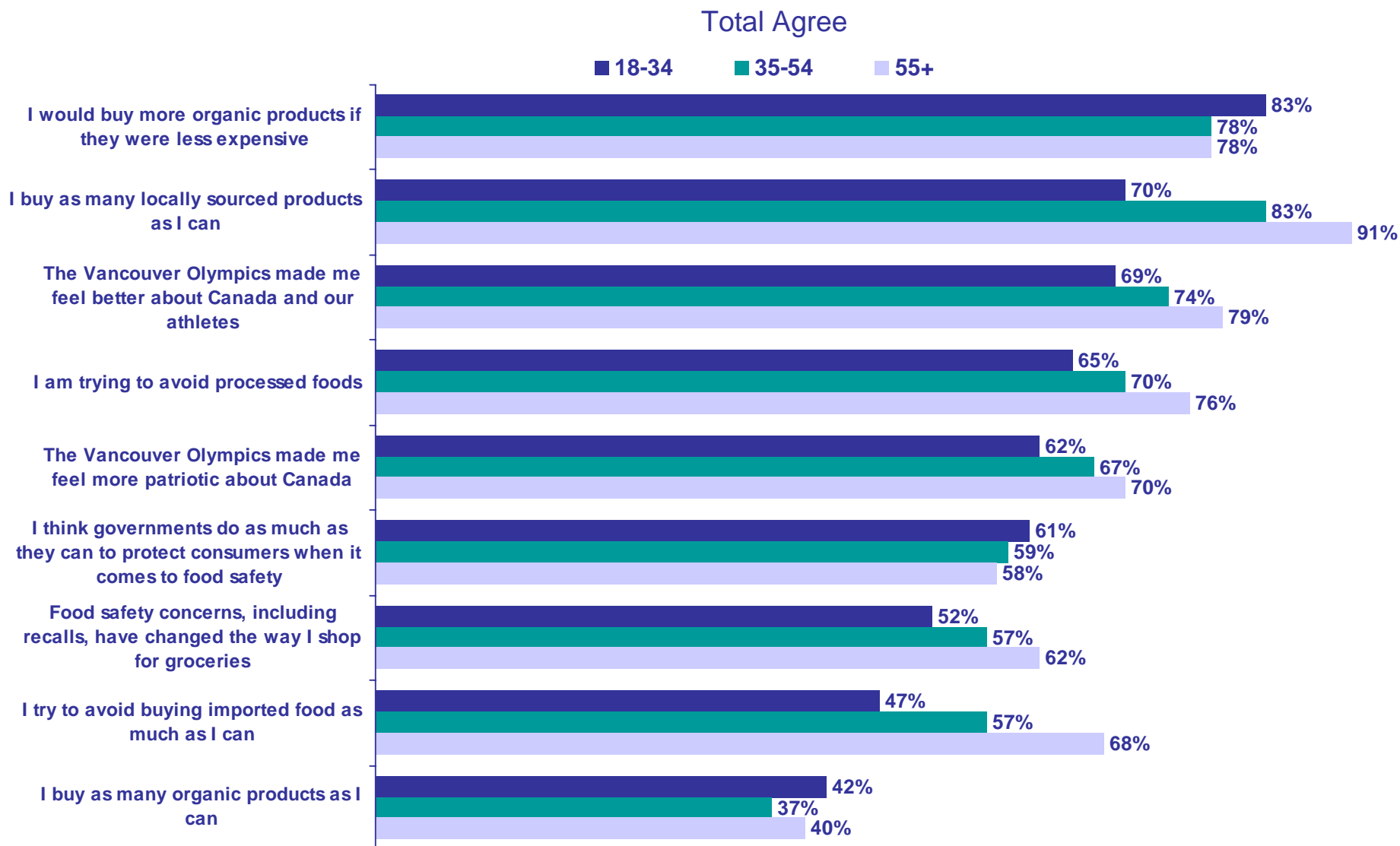
The Vancouver Olympics made me
feel more patriotic about Canada

67%

15. Do you agree or disagree with the following statements?

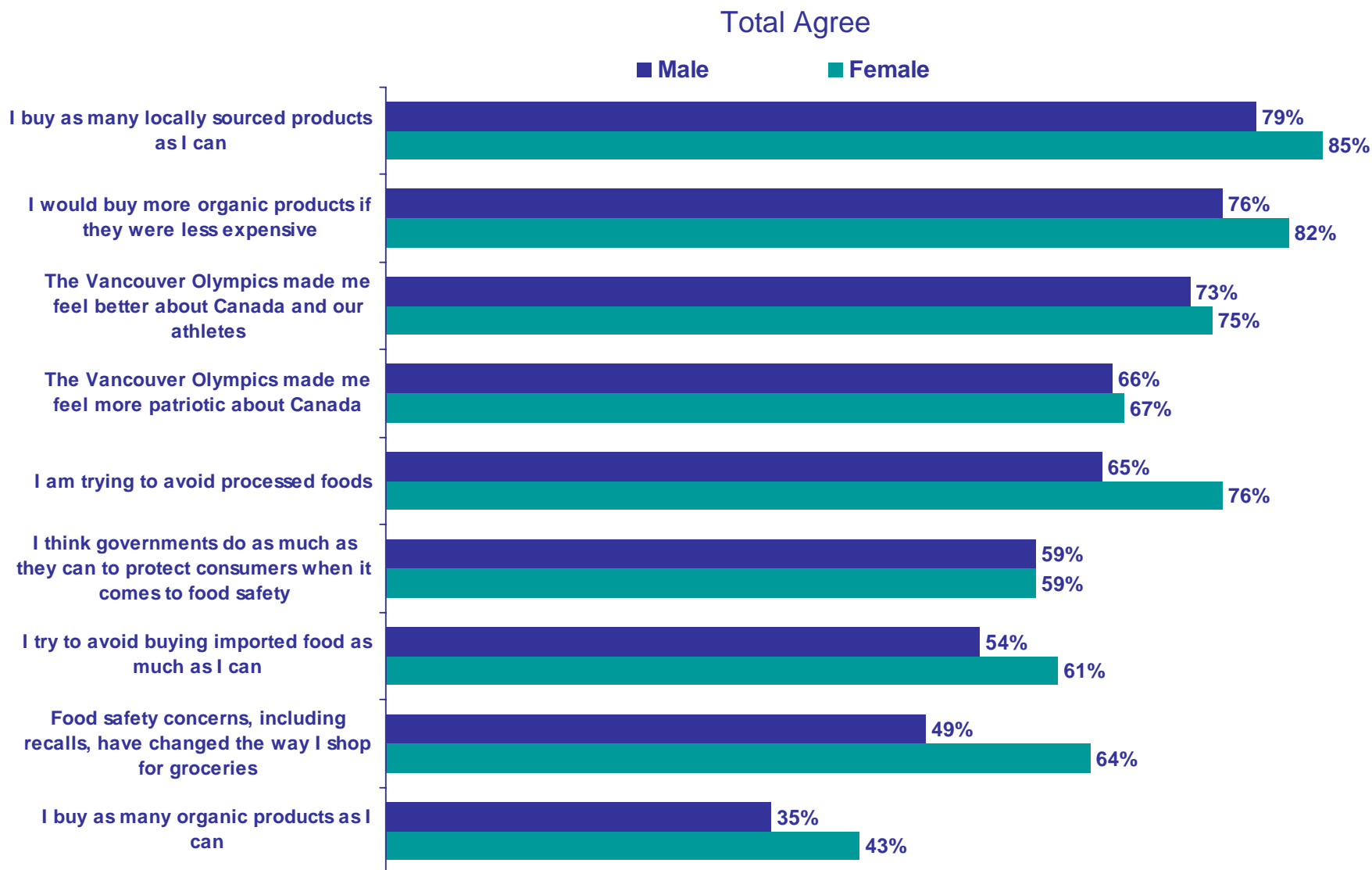
Base: All Respondents n=7,208

Statements by Age



15. Do you agree or disagree with the following statements?

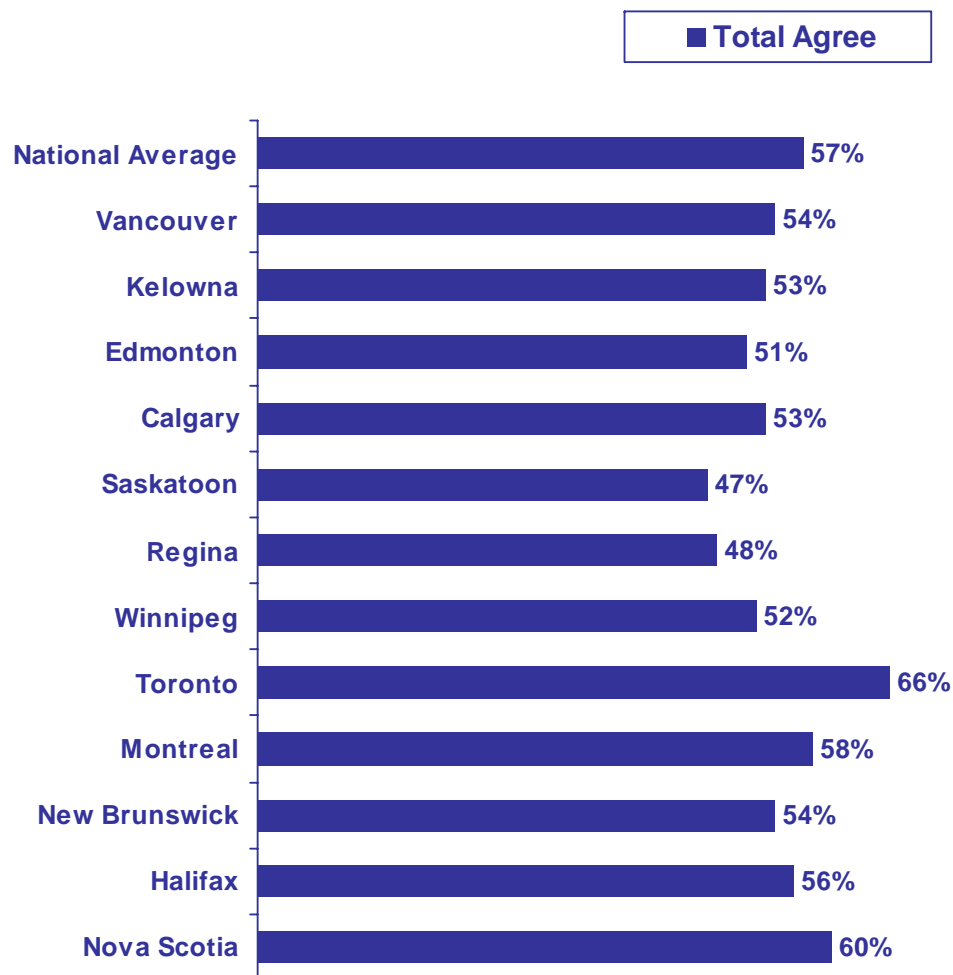
Statements by Gender



15. Do you agree or disagree with the following statements?

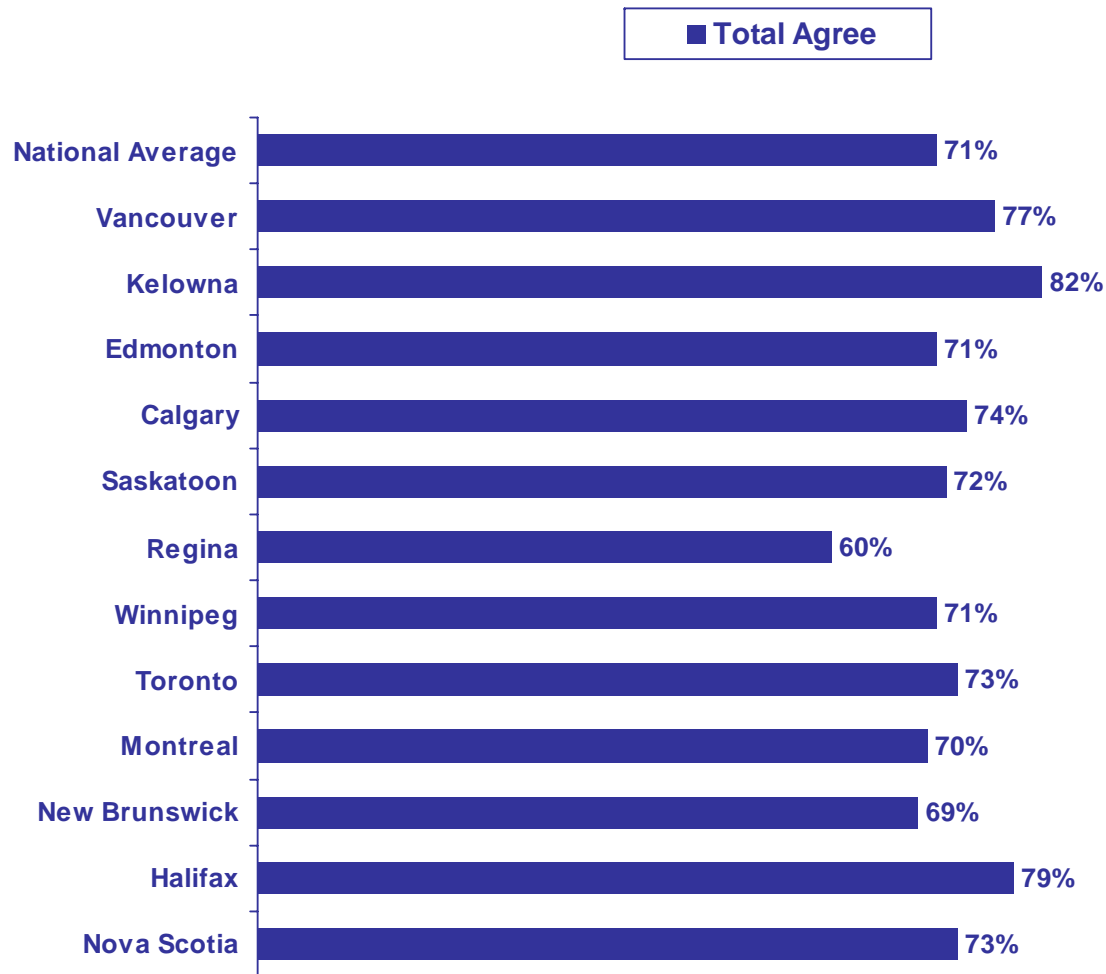


Food safety concerns, including recalls, have changed the way I shop for groceries



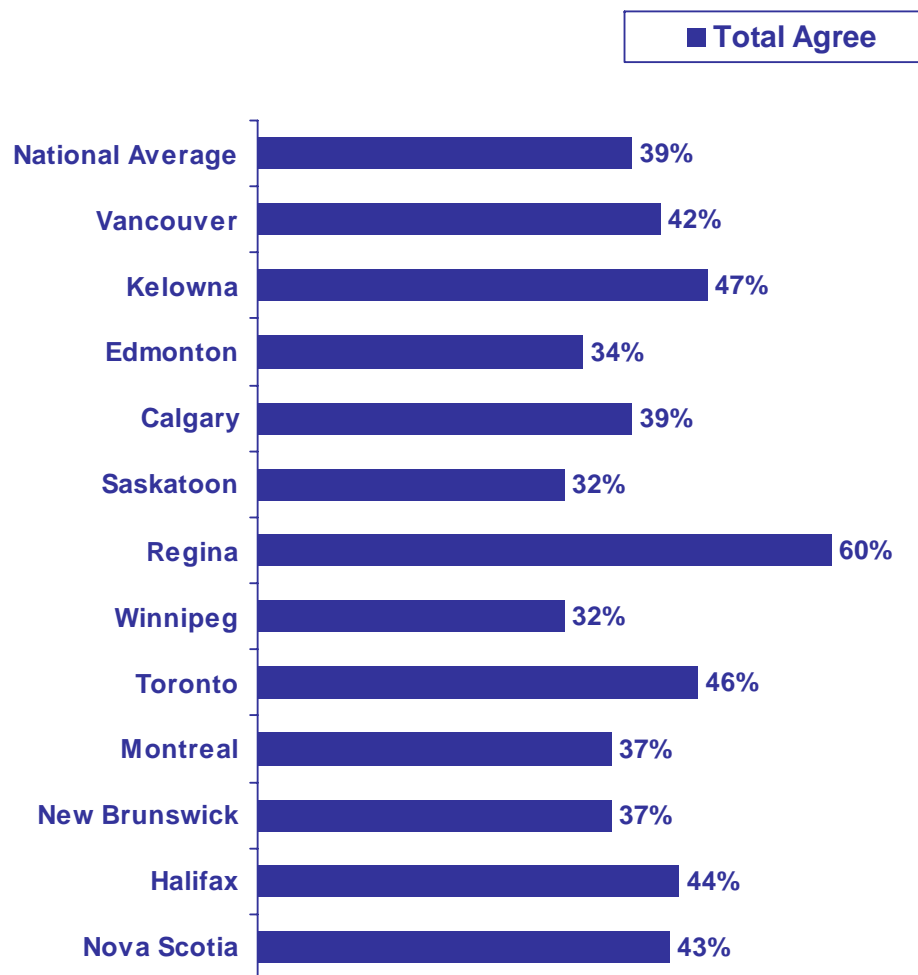
15. Do you agree or disagree with the following statements?

I am trying to avoid processed foods



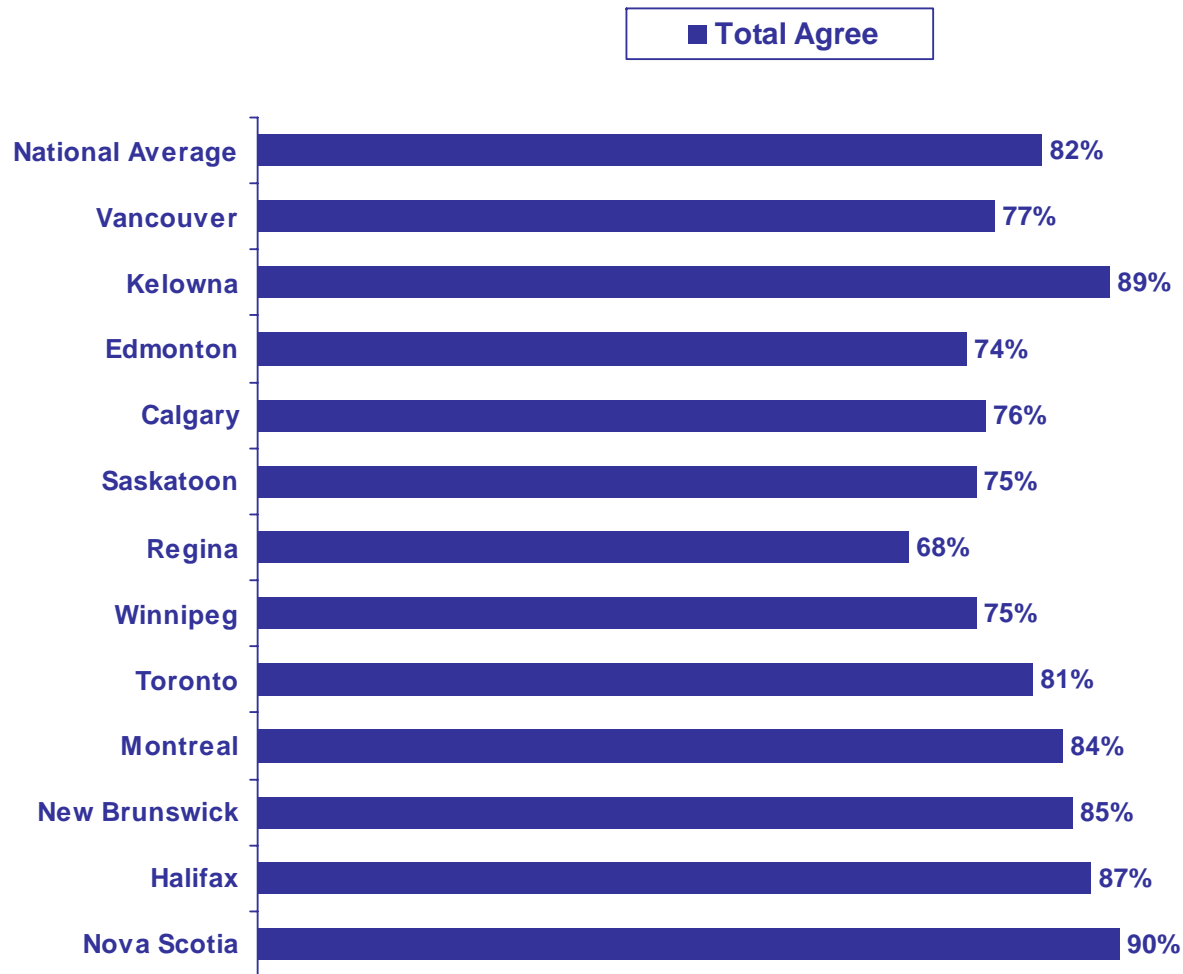
15. Do you agree or disagree with the following statements?

I buy as many organic products as I can



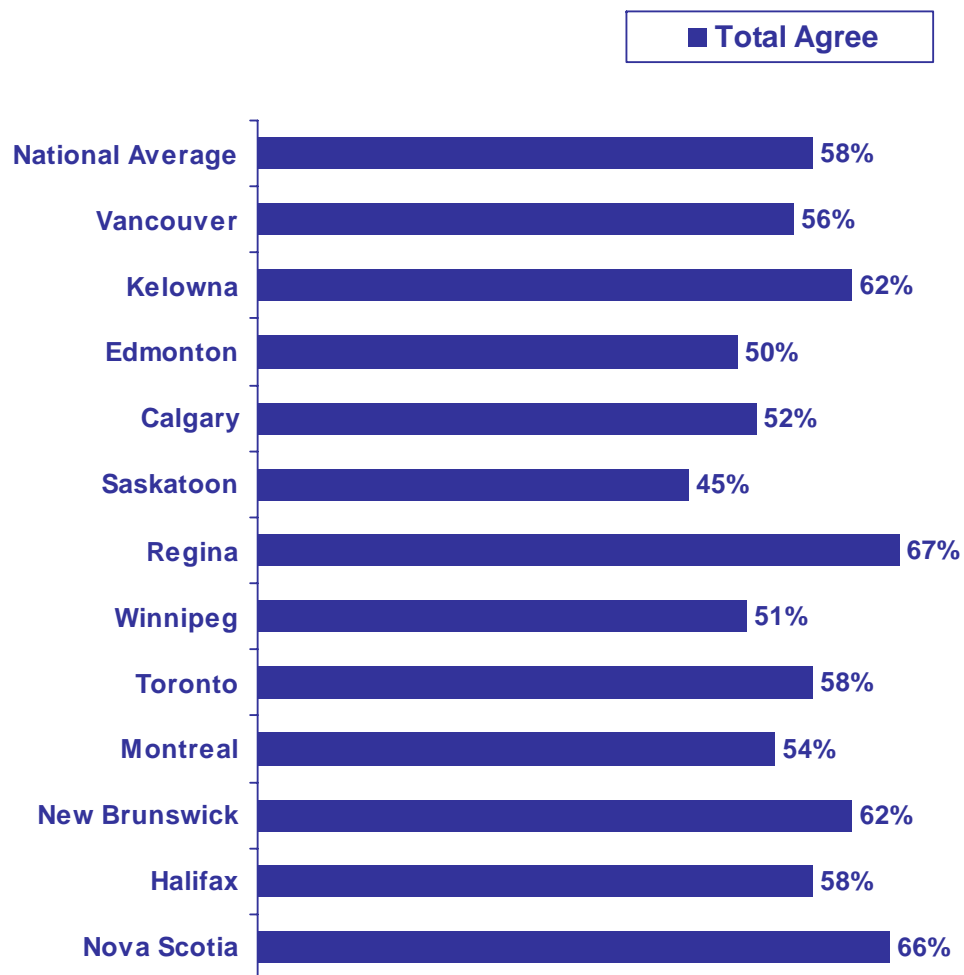
15. Do you agree or disagree with the following statements?

I buy as many locally sourced products as I can



15. Do you agree or disagree with the following statements?

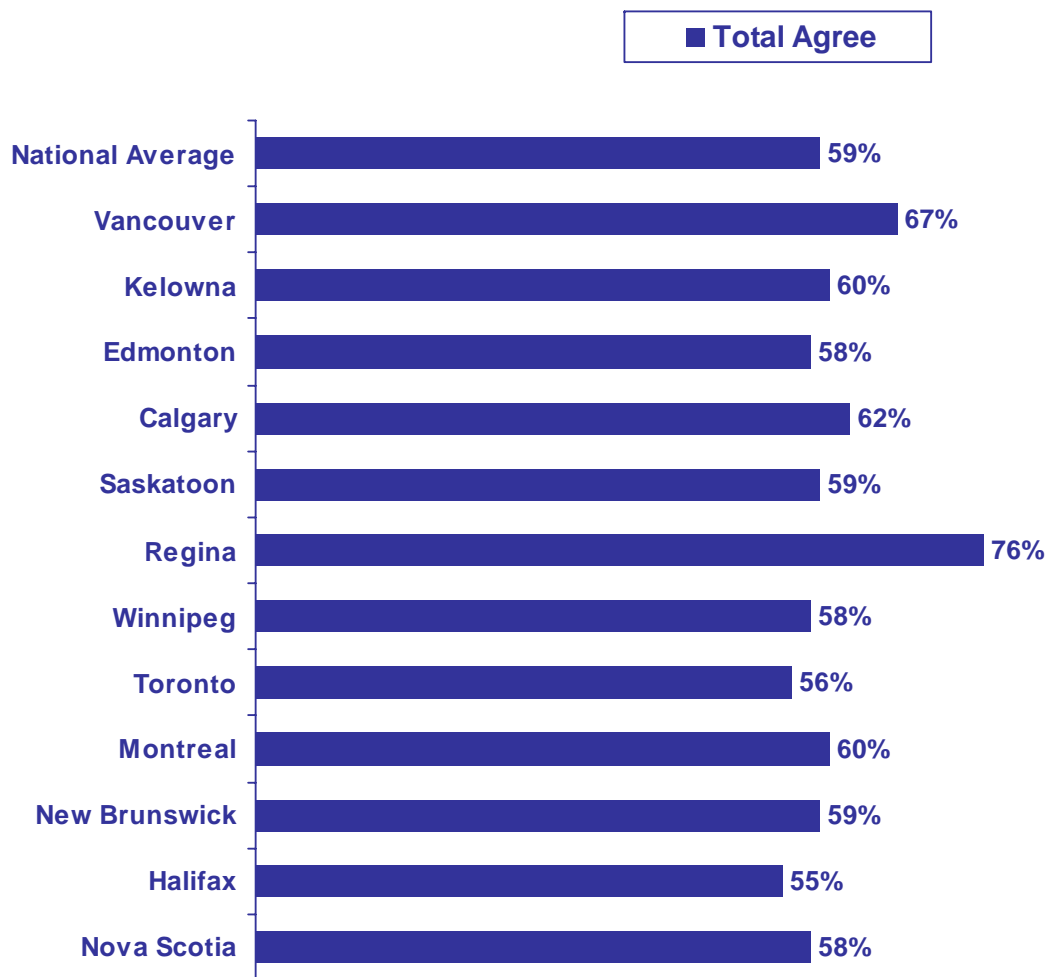
I try to avoid buying imported food as much as I can



15. Do you agree or disagree with the following statements?

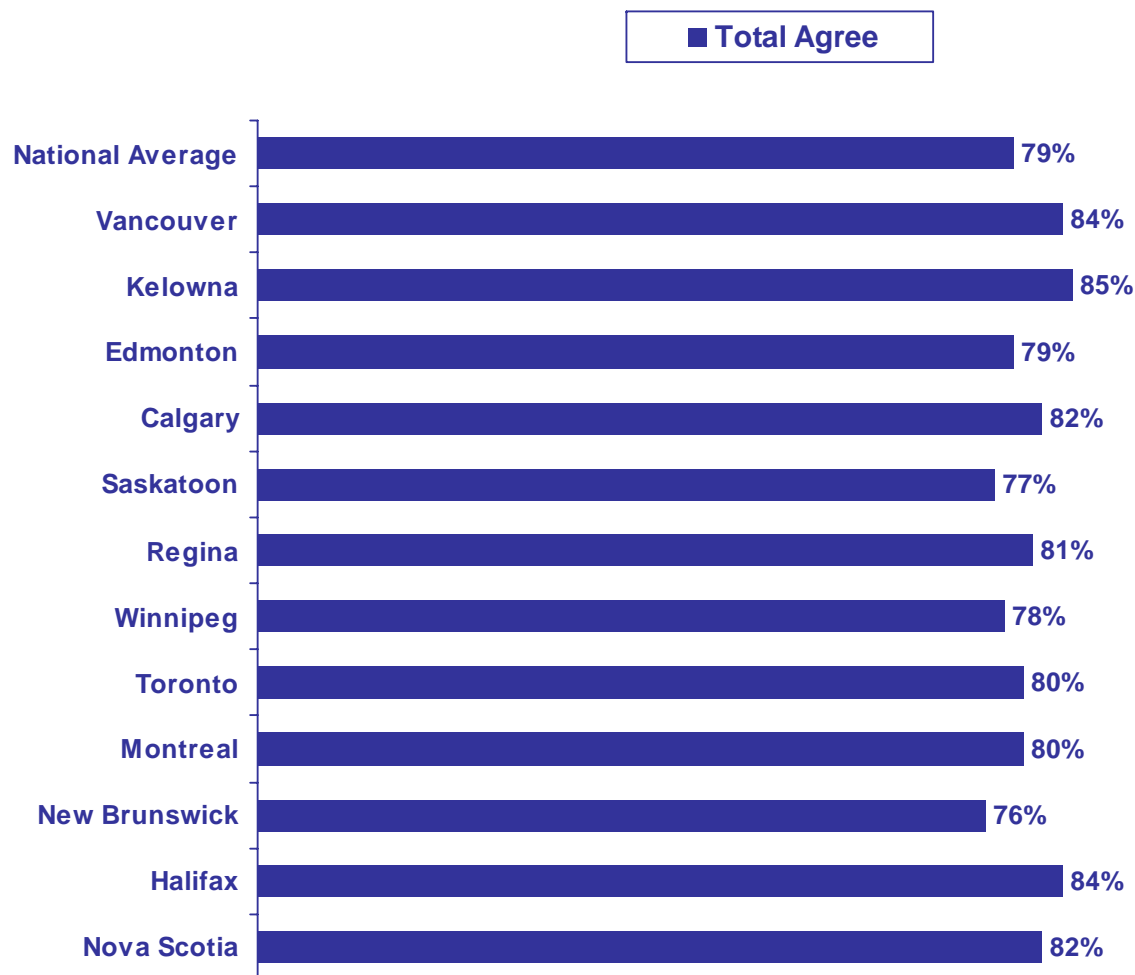


I think governments do as much as they can to protect consumers when it comes to food safety



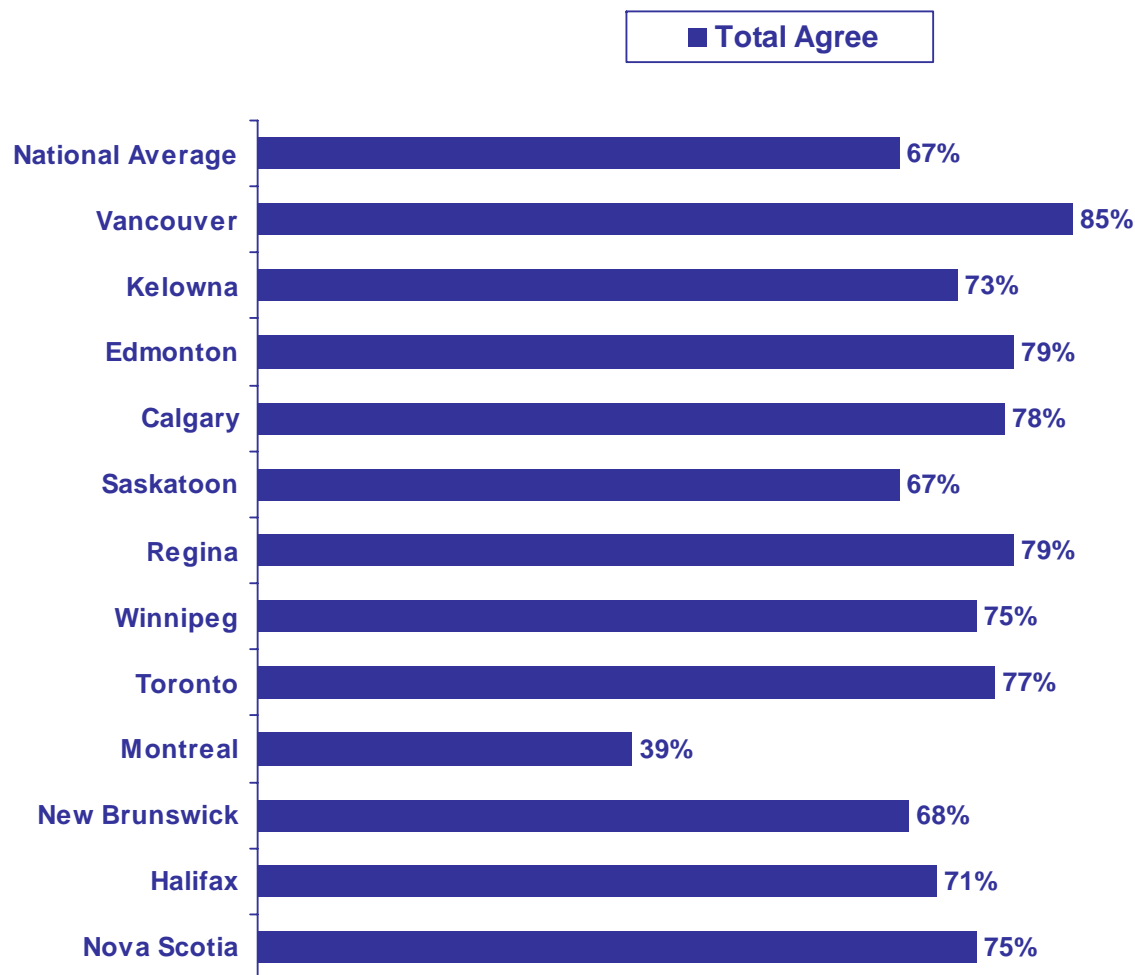
15. Do you agree or disagree with the following statements?

I would buy more organic products if they were less expensive



15. Do you agree or disagree with the following statements?

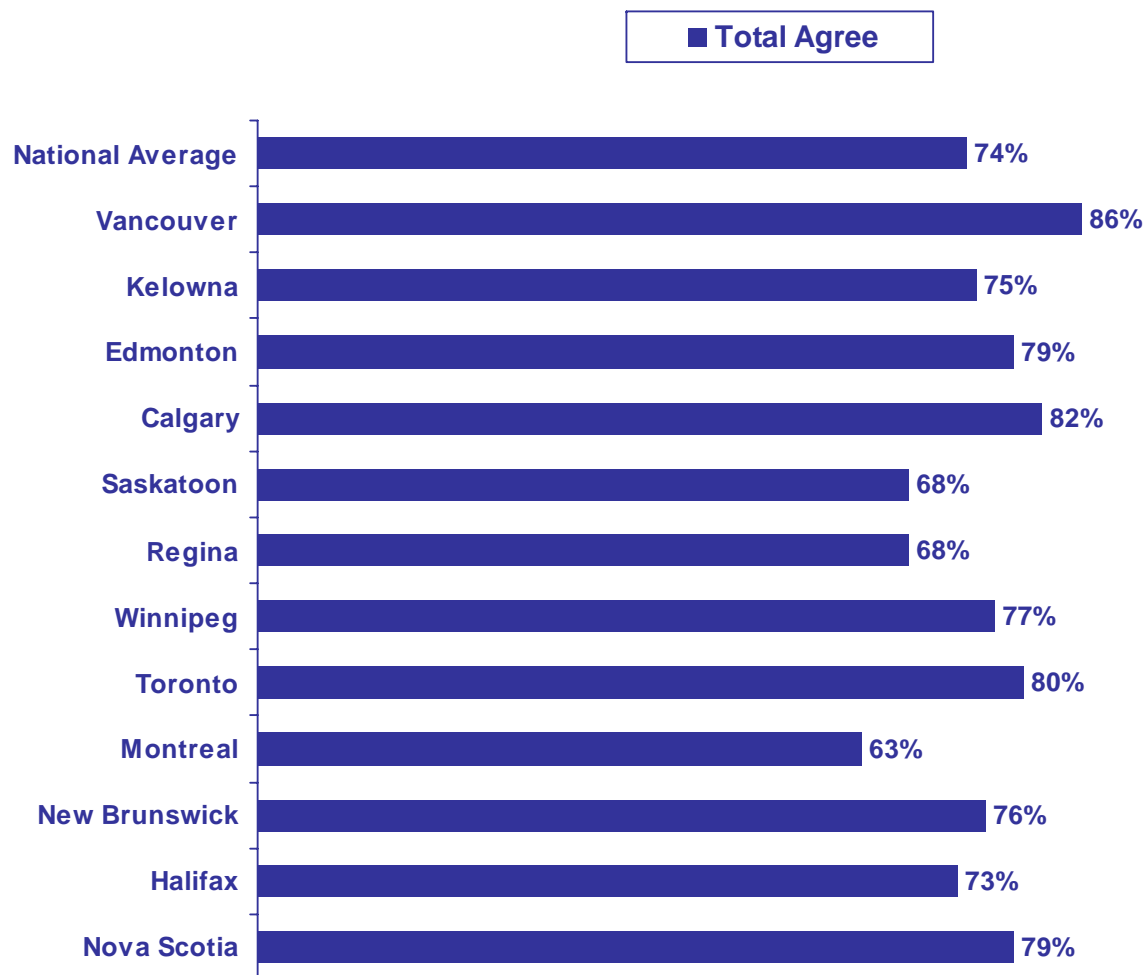
The Vancouver Olympics made me feel more patriotic about Canada



15. Do you agree or disagree with the following statements?



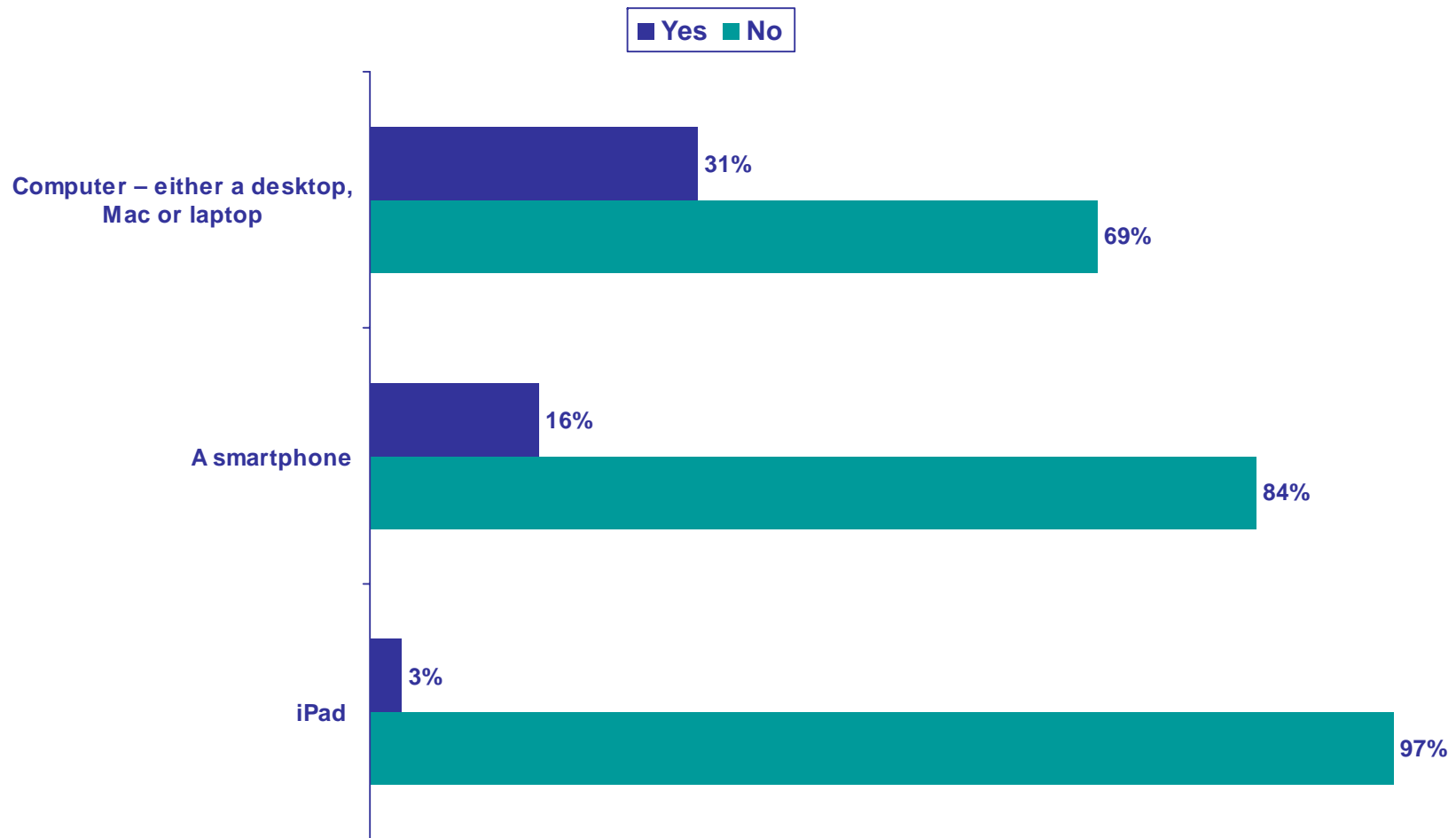
The Vancouver Olympics made me feel better about Canada and our athletes



15. Do you agree or disagree with the following statements?

Technology Matters

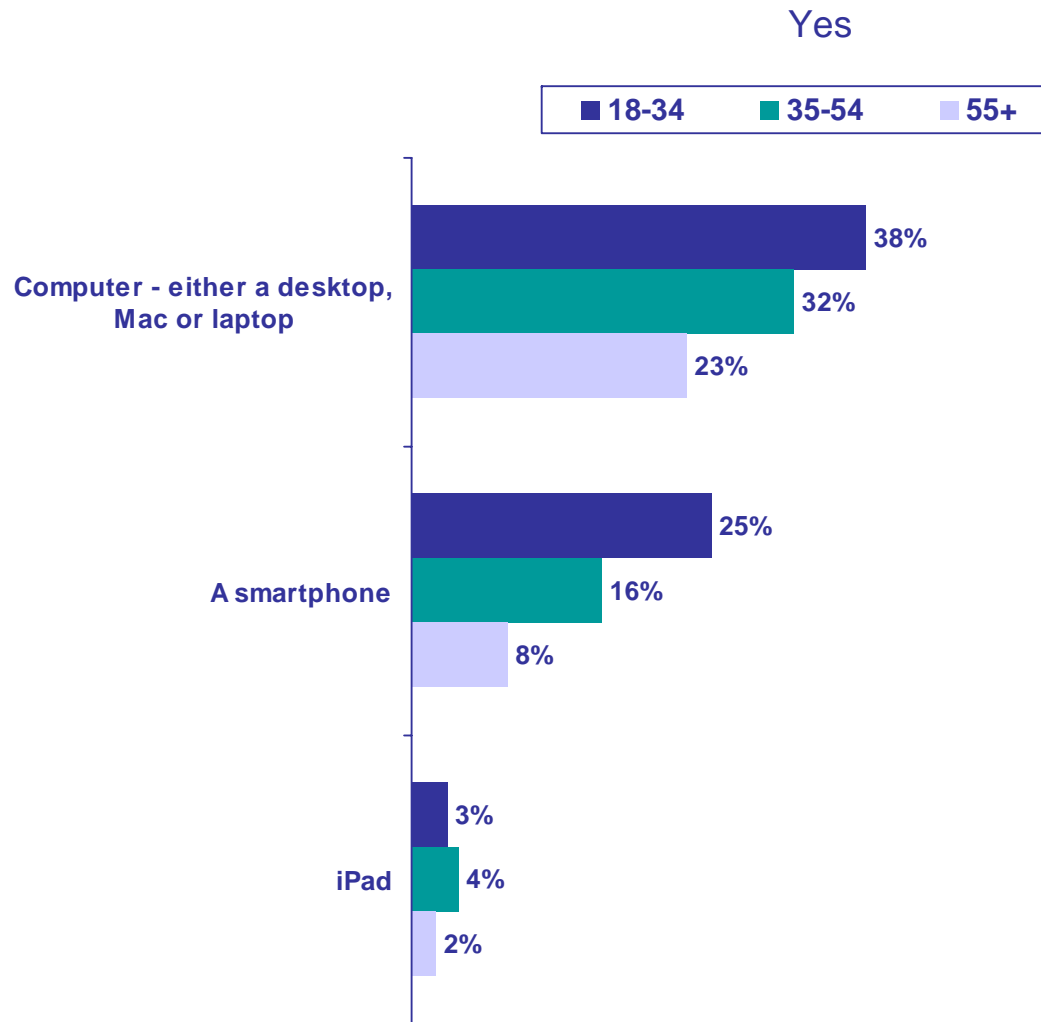
Technology Purchases



16. Have you or someone in your family bought any one of these items in the last 6 months?

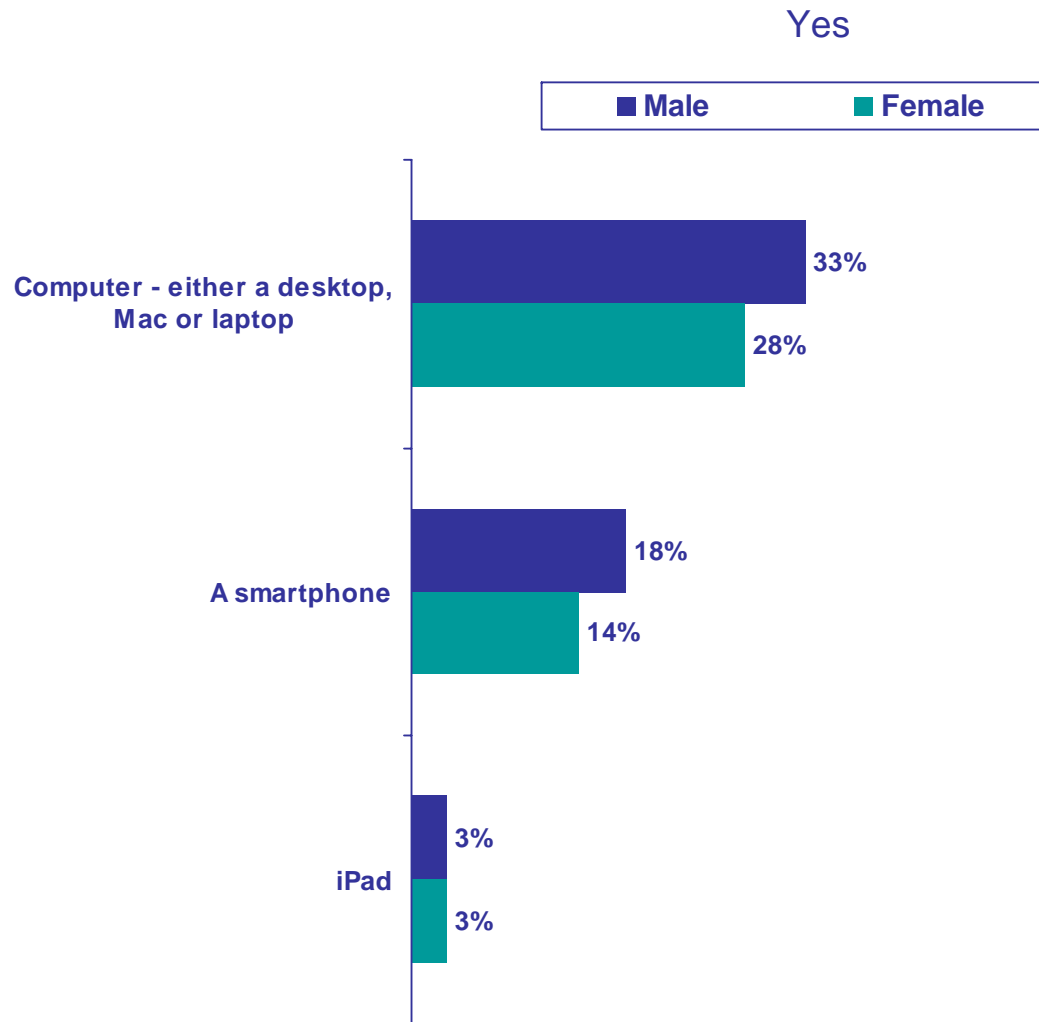
Base: All Respondents n=7,208

Purchases - by age



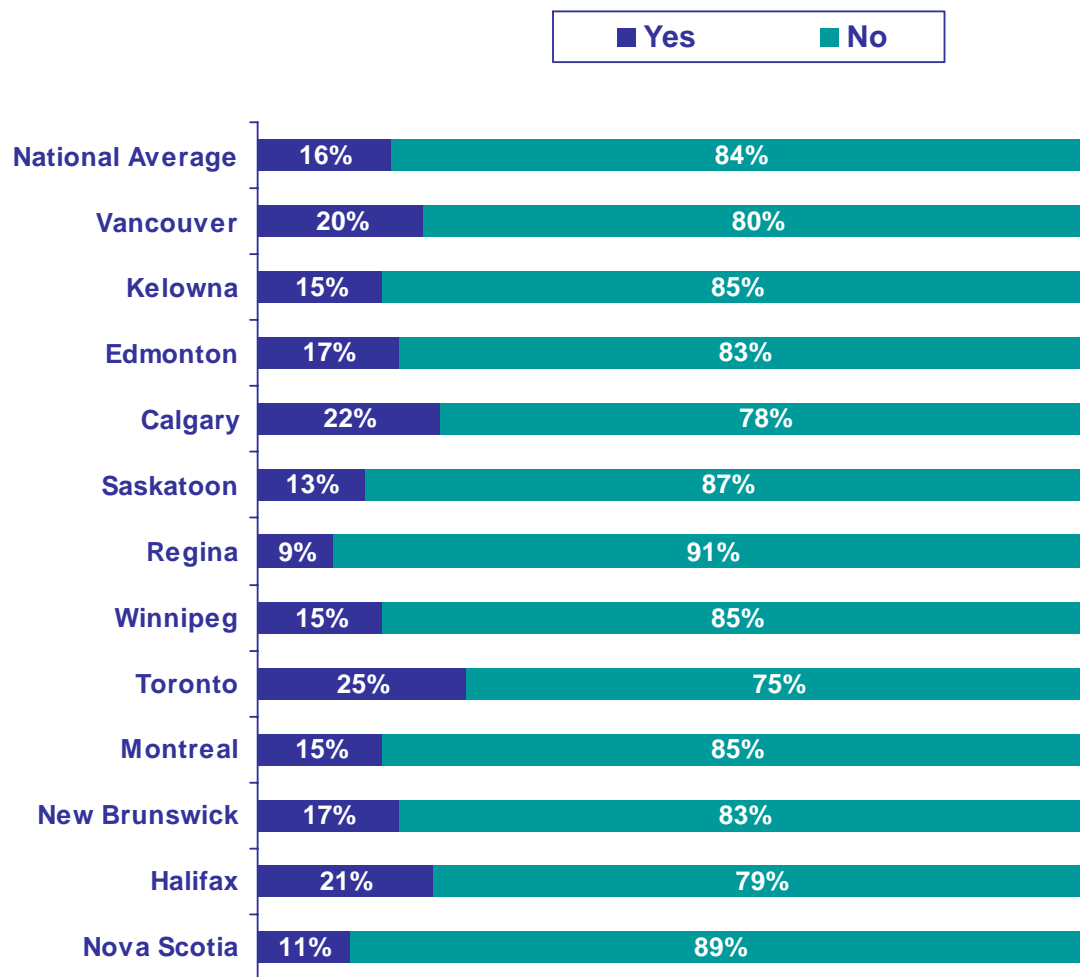
16. Have you or someone in your family bought any one of these items in the last 6 months?

Purchases – by gender

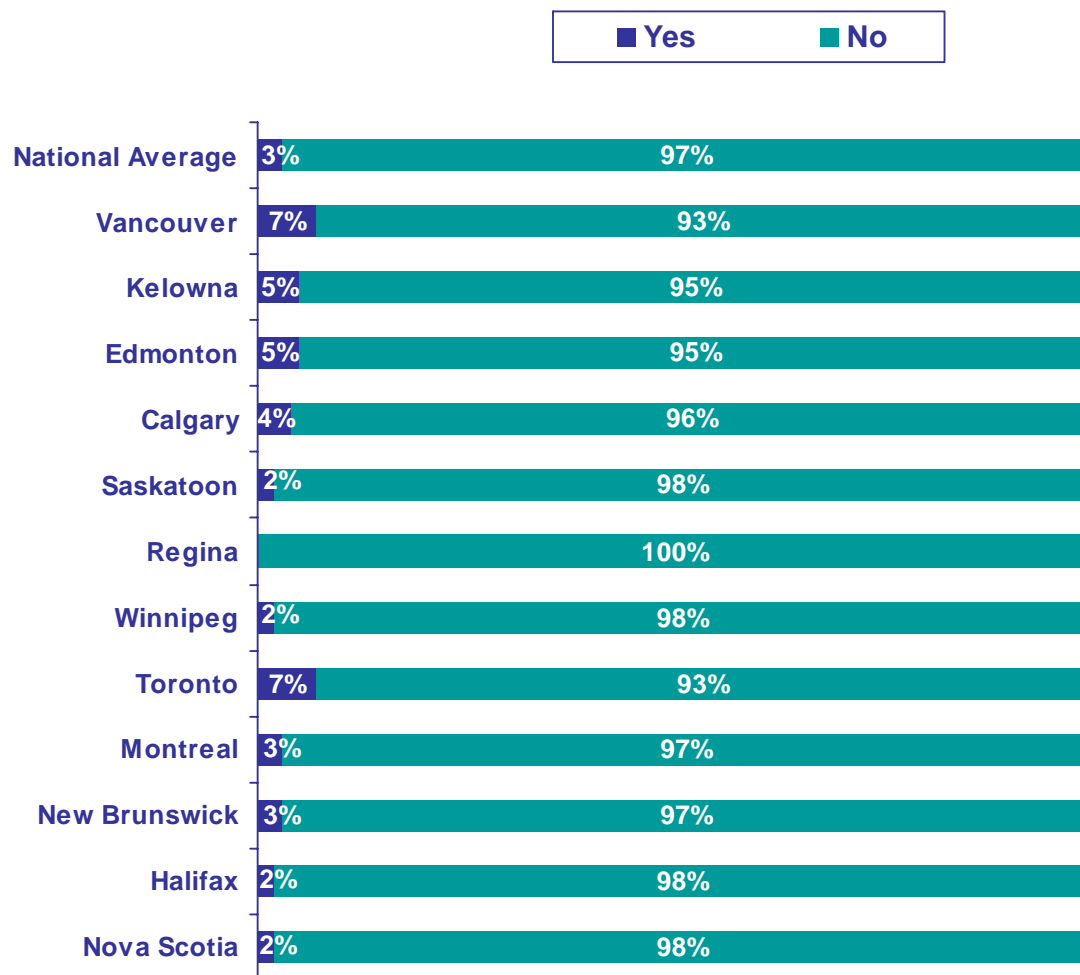


16. Have you or someone in your family bought any one of these items in the last 6 months?

Smartphone

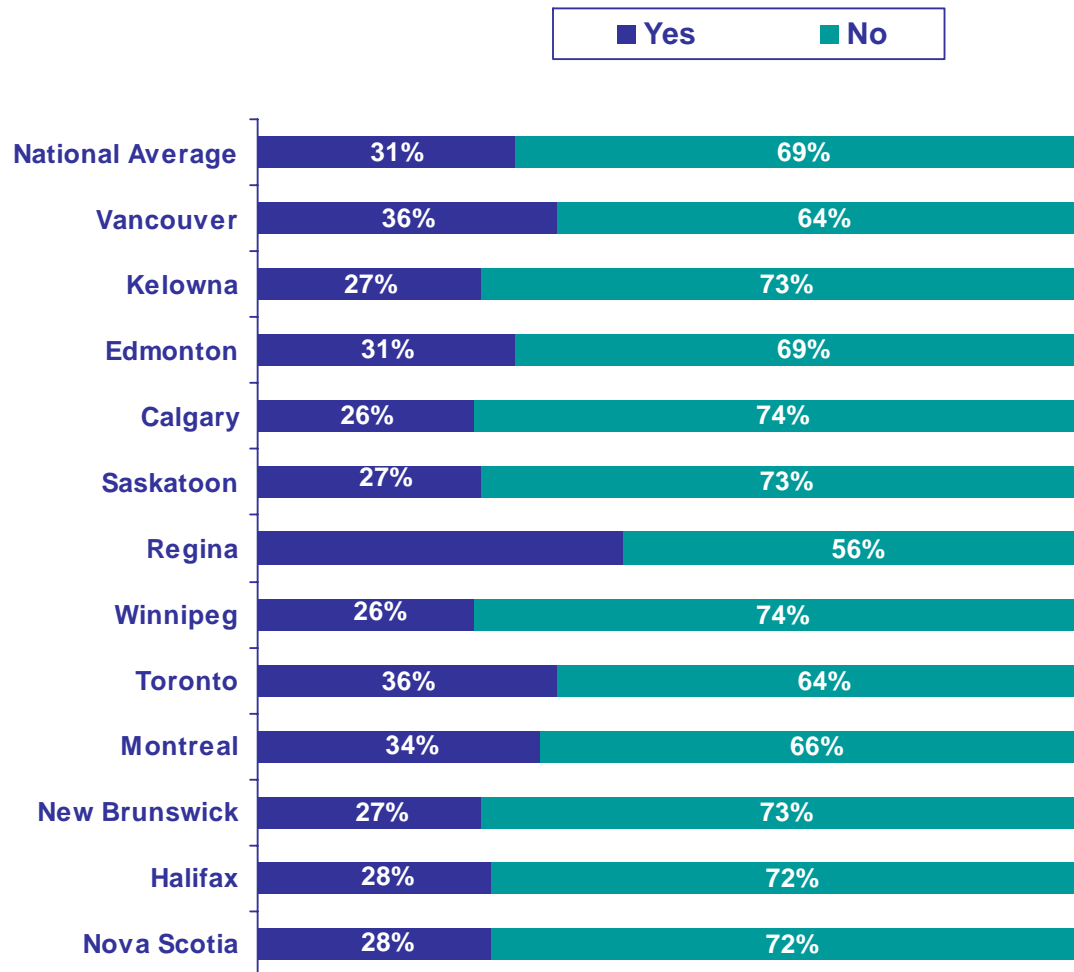


16. Have you or someone in your family bought any one of these items in the last 6 months?



16. Have you or someone in your family bought any one of these items in the last 6 months?

Computer - either a desktop, Mac or laptop

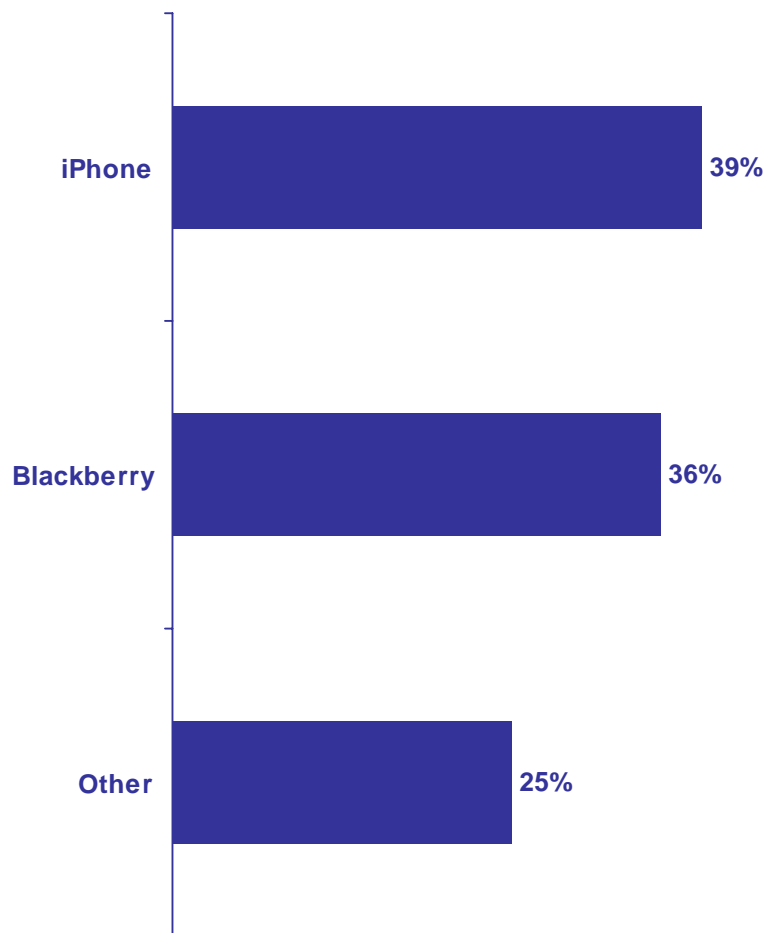


16. Have you or someone in your family bought any one of these items in the last 6 months?

Battle of the Smartphones

Among those who bought a smartphone in the last 6 months...

Base size has been reduced

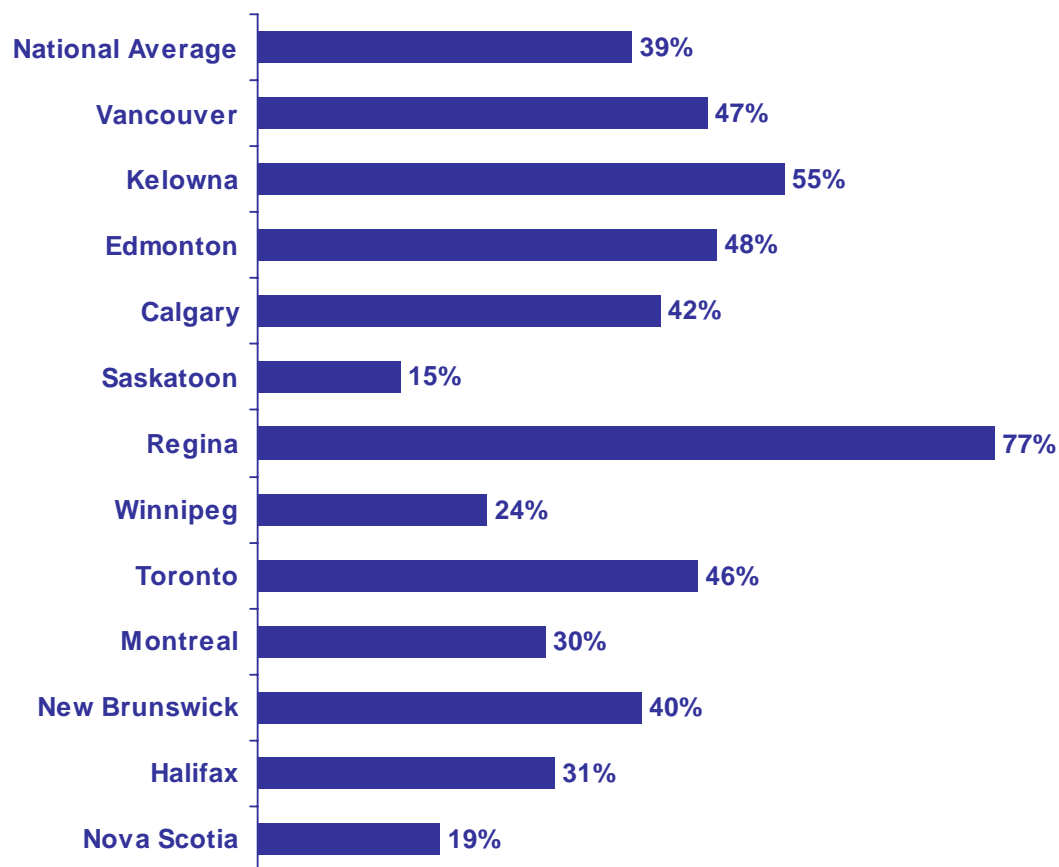


17. Which smartphone was purchased?

Base: Bought a smartphone in the last 6 months n=1,011

iPhone

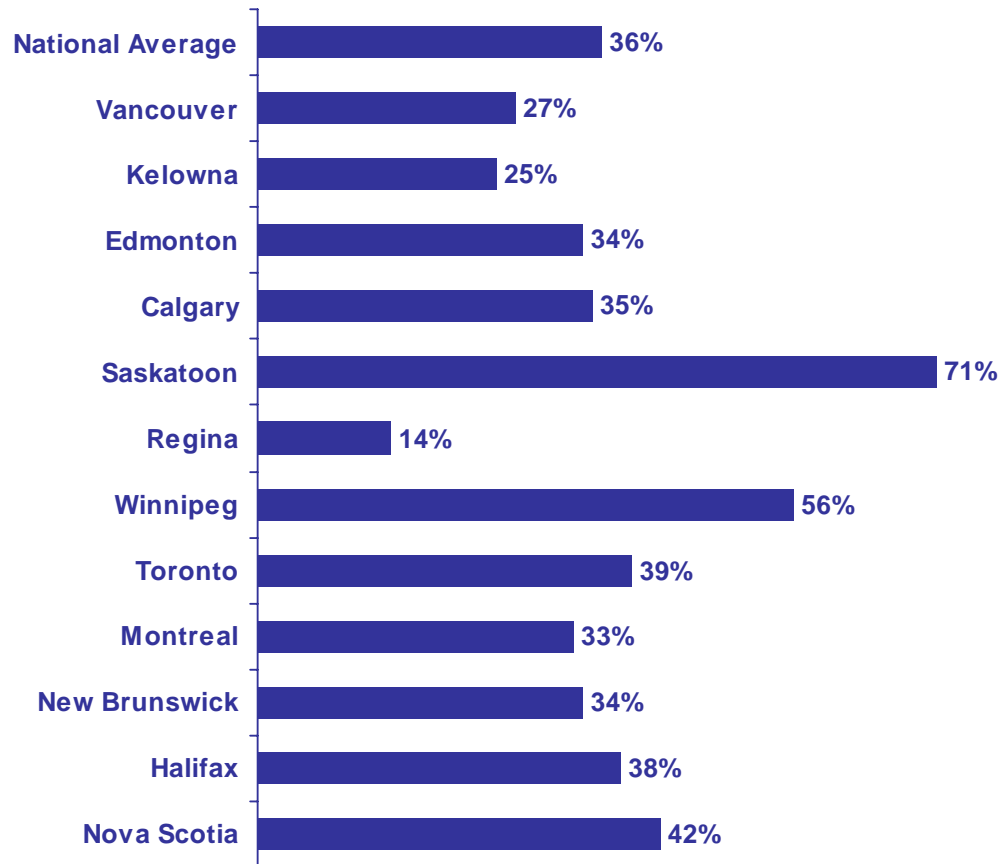
Among those who bough a
smartphone in the last 6 months...



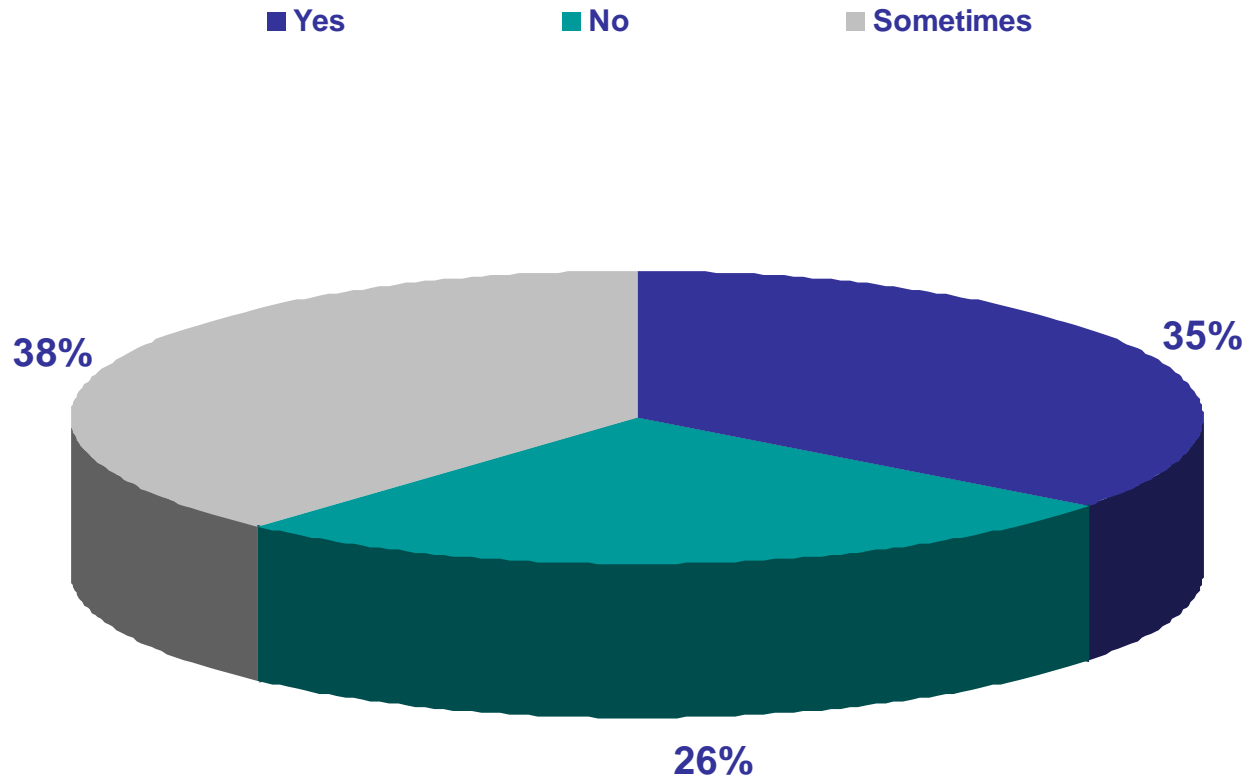
17. Which smartphone was purchased?

Blackberry

Among those who bough a
smartphone in the last 6 months...

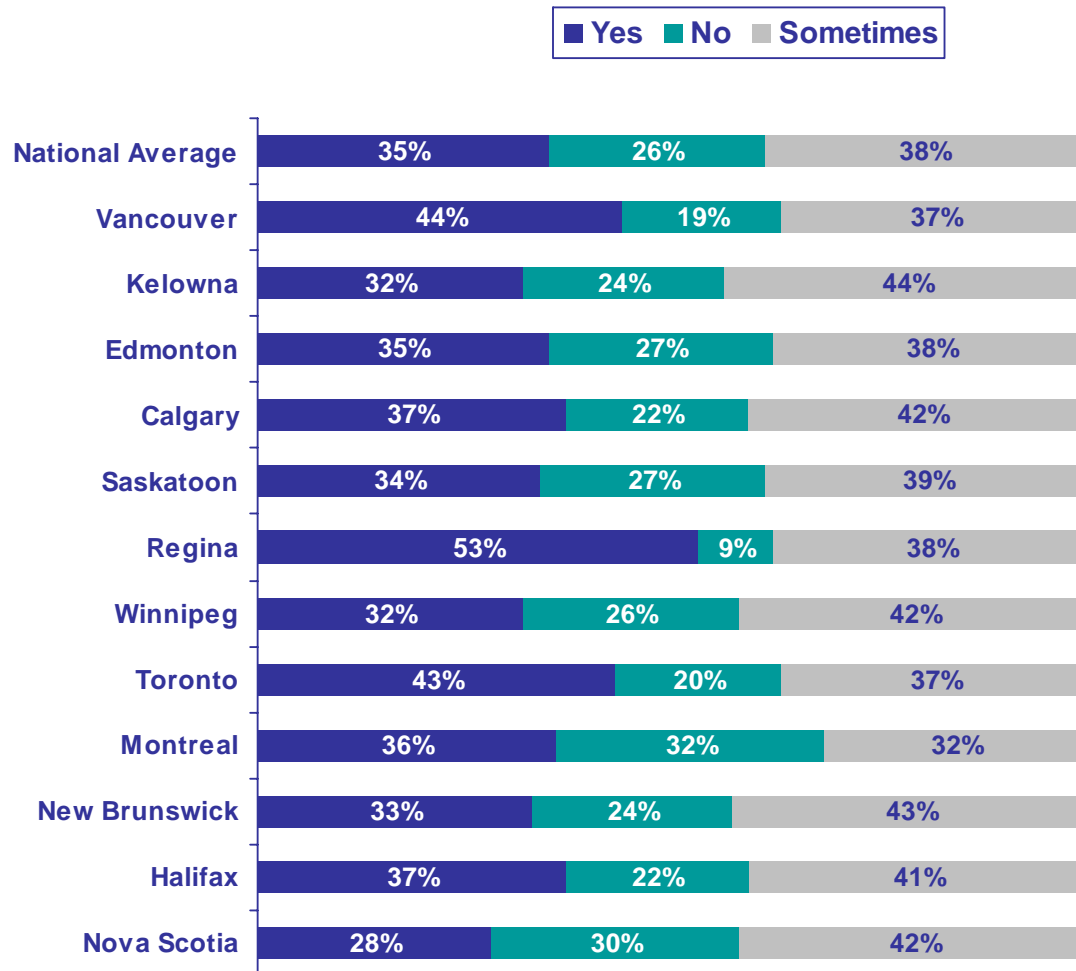


17. Which smartphone was purchased?



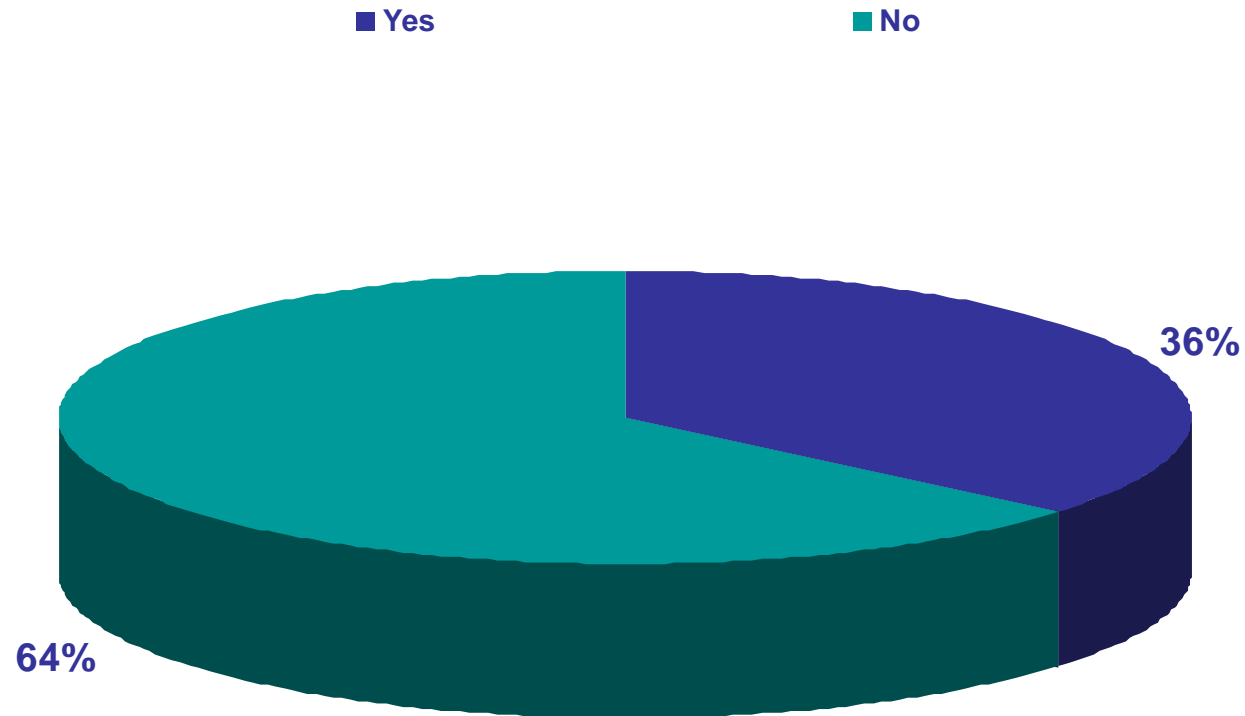
18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??
Base: All Respondents n=7,208

Technology and Lifestyle



18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??

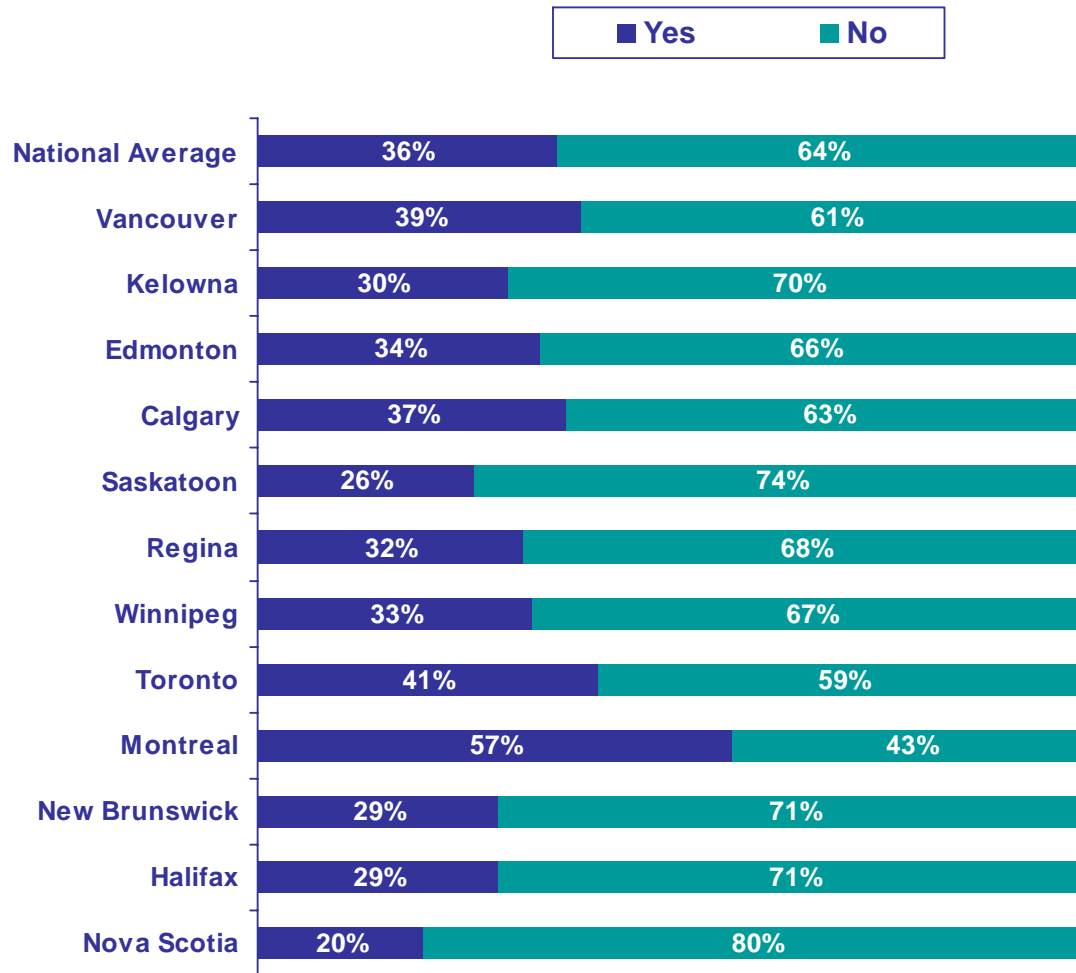
Antiquated Technology



19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Respondents n=7,208

Antiquated Technology



19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?