



Ipsos Reid



## Global Television - Kelowna

September 2010



9/30/2010

Nobody's Unpredictable

## Methodology

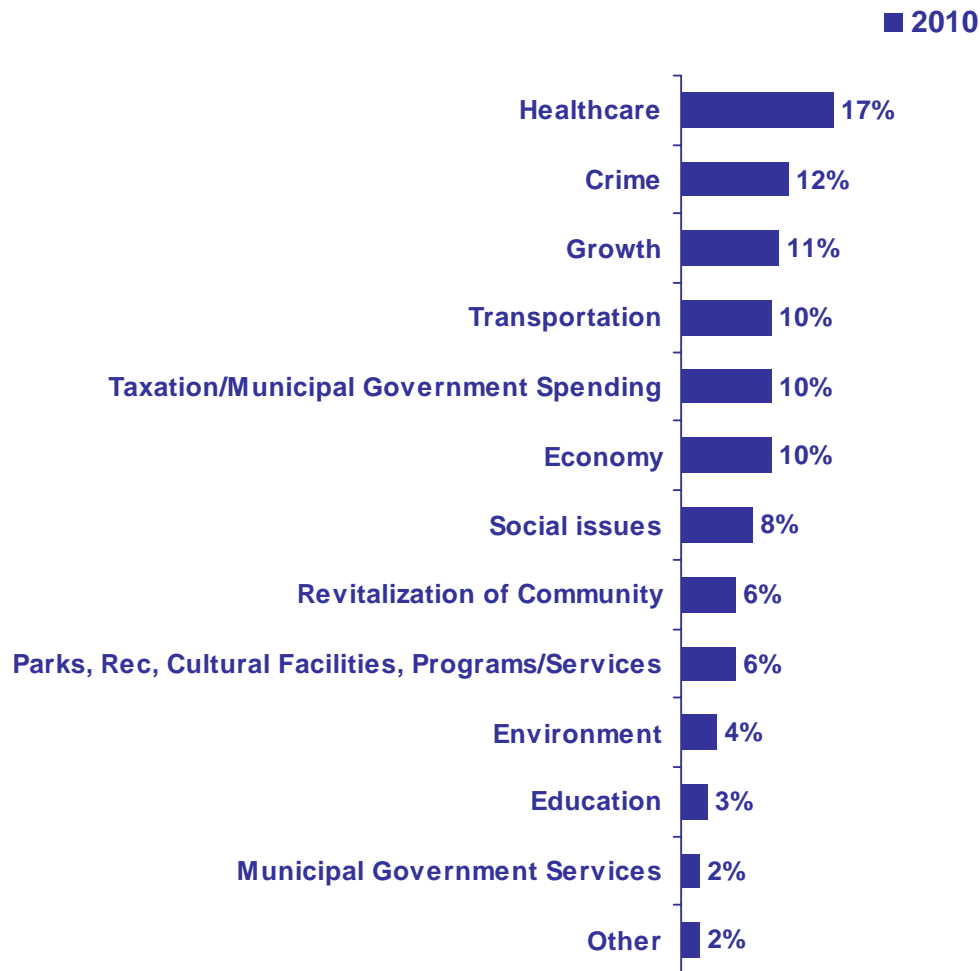
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- These are the findings of an Ipsos Reid poll conducted between September 6-10, 2010 on behalf of Global Television. For this survey, a sample of 7,208 Canadians from Ipsos' Canadian online panel was interviewed online as follows:
- Metro Vancouver (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) – herein called Nova Scotia, 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 Kelowna



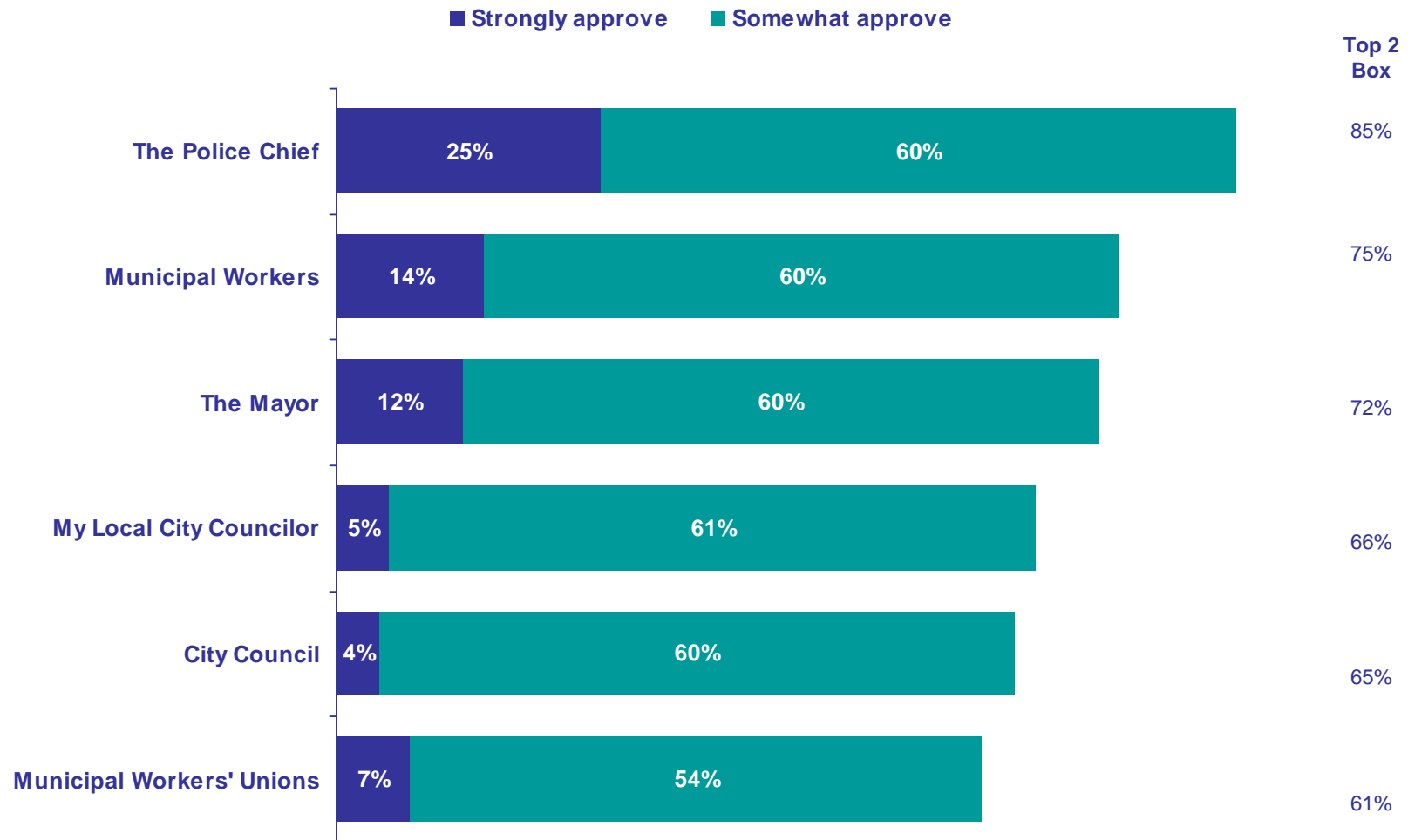
1. In your view, as a resident of Kelowna, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All Kelowna Respondents n=402



## Performance Approval

# Performance Approval Rating of Various Officials



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

Base: All Kelowna Respondents n=402

## Statements about City, Love and Life



## Agreement with Statements

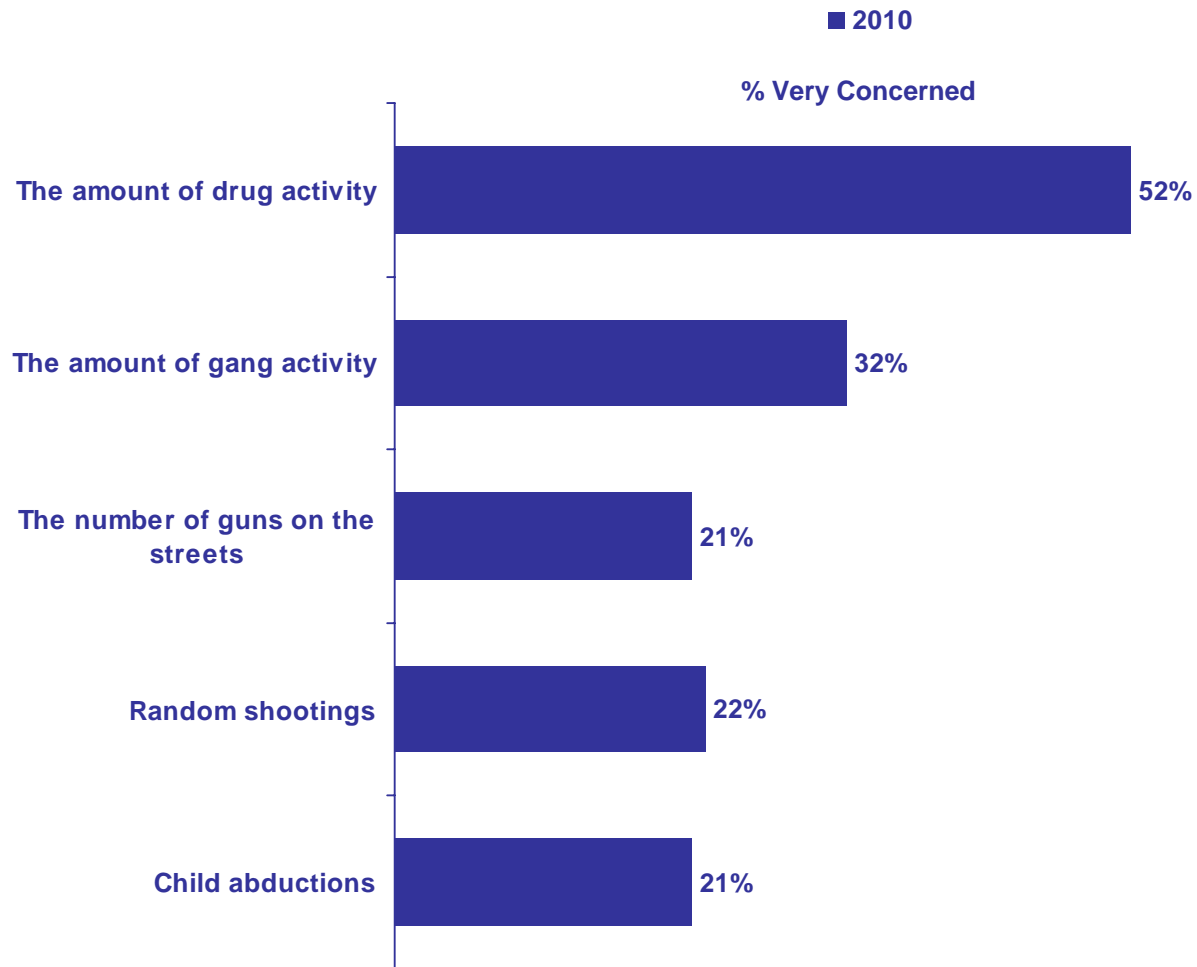


3. Do you agree or disagree with the following statements?

Base: All Kelowna Respondents n=402

## Concerns about Crime and Safety

## Concerns About Crime and Safety

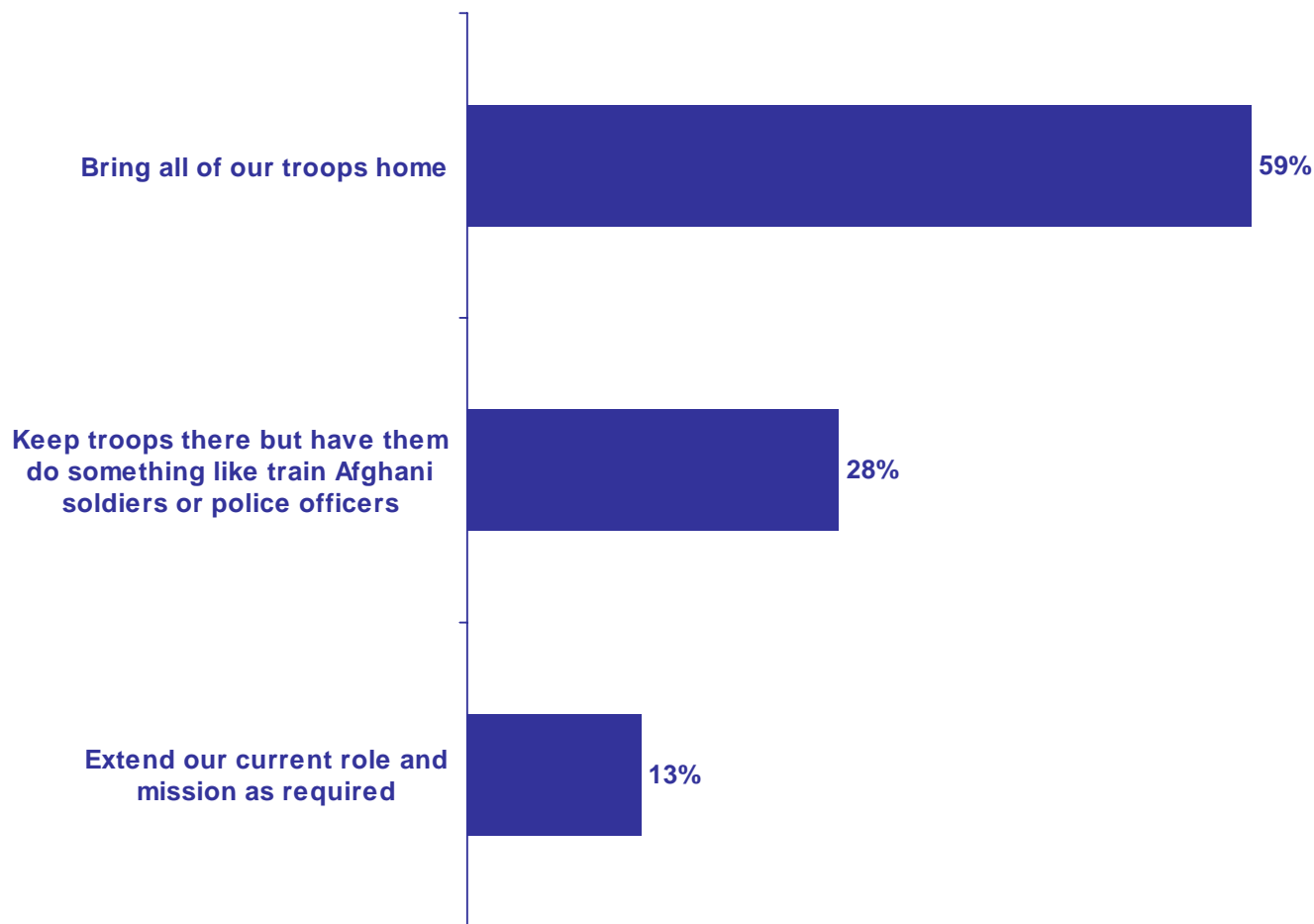


4. How concerned are you about the following in your community?

Base: All Kelowna Respondents n=402

## Views on Afghanistan

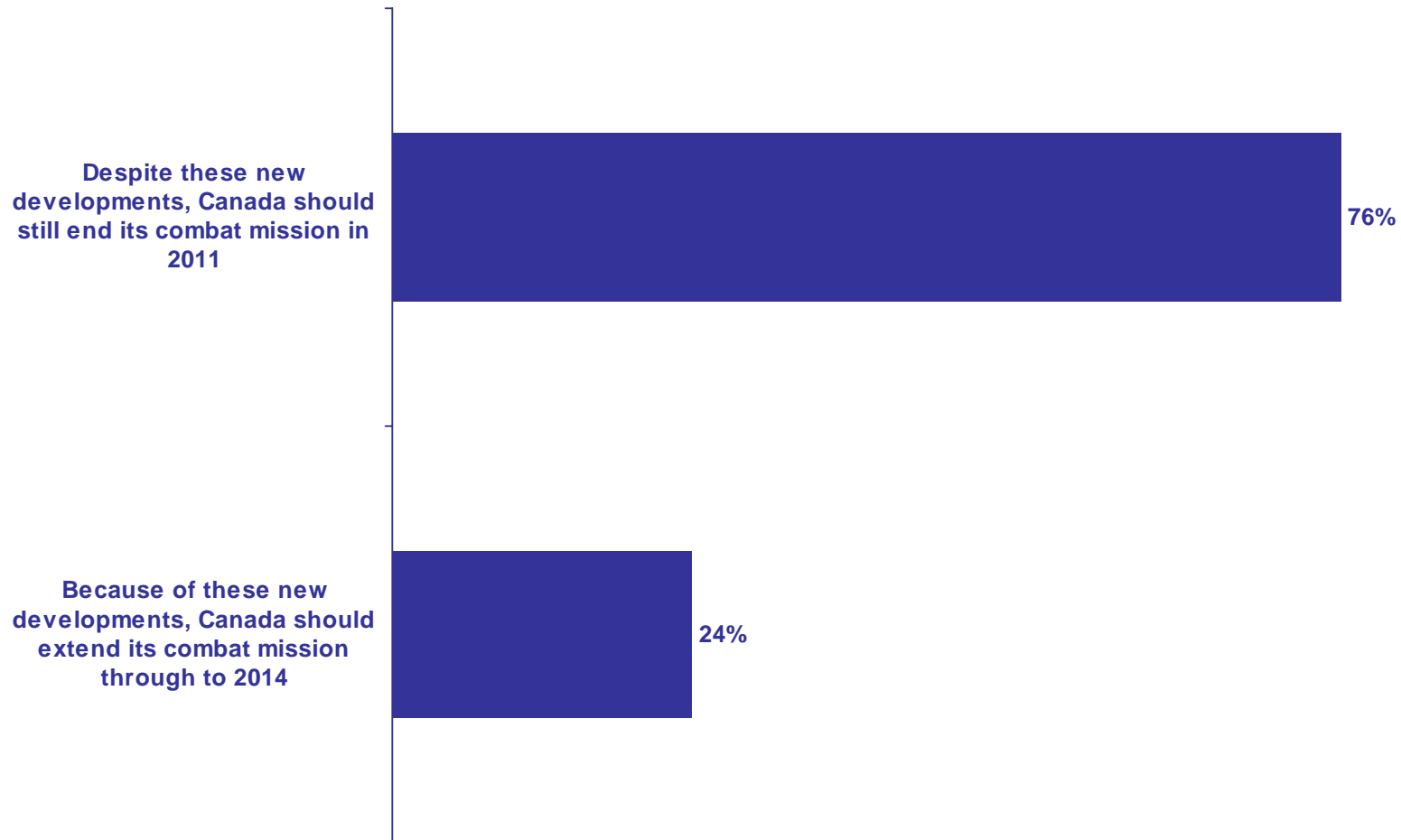
## Views on Afghanistan – Position on Current Mission



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 Kelowna Respondents n=402

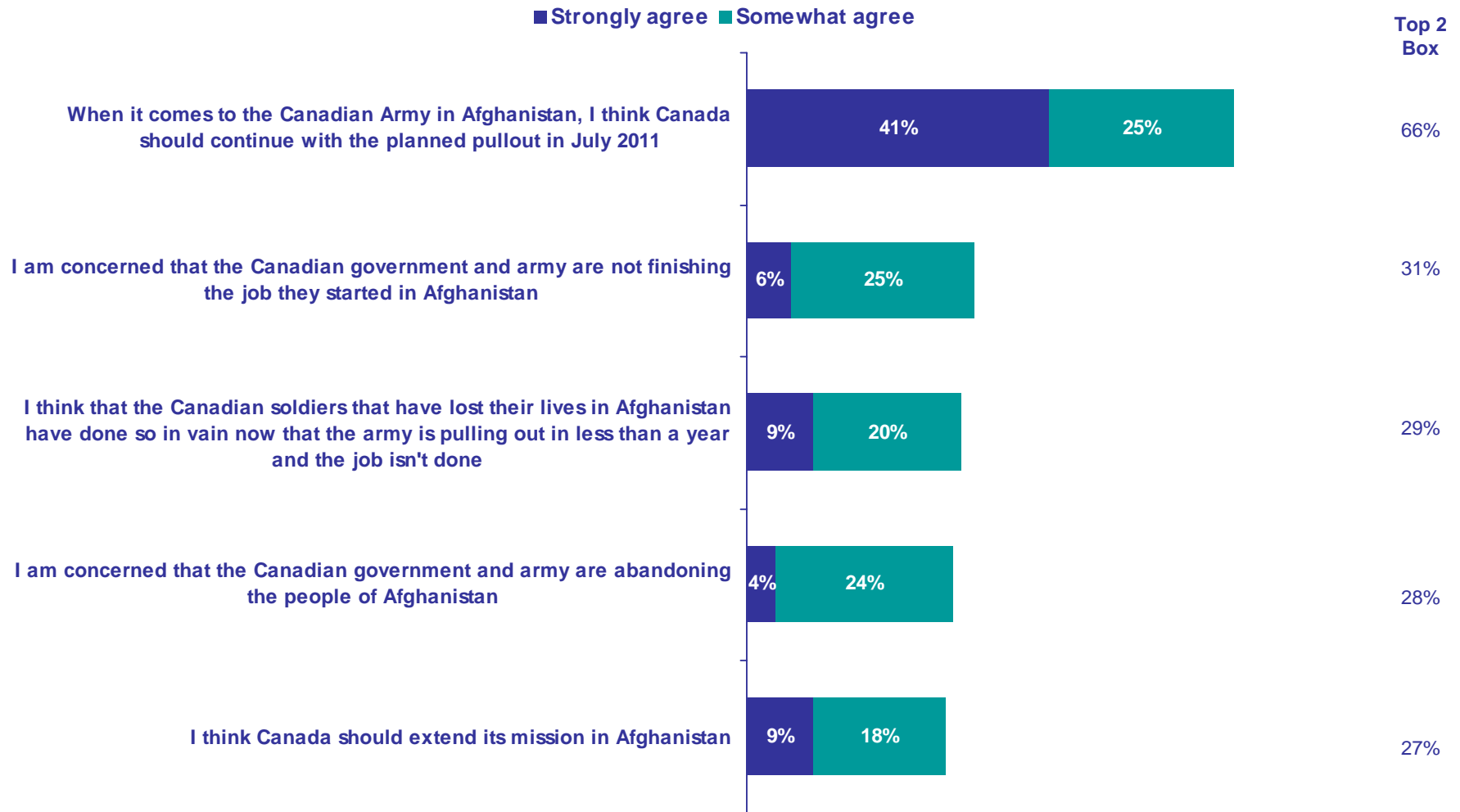
## Afghanistan – Mission End Date Position



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 Kelowna Respondents n=402

# Afghanistan Statements



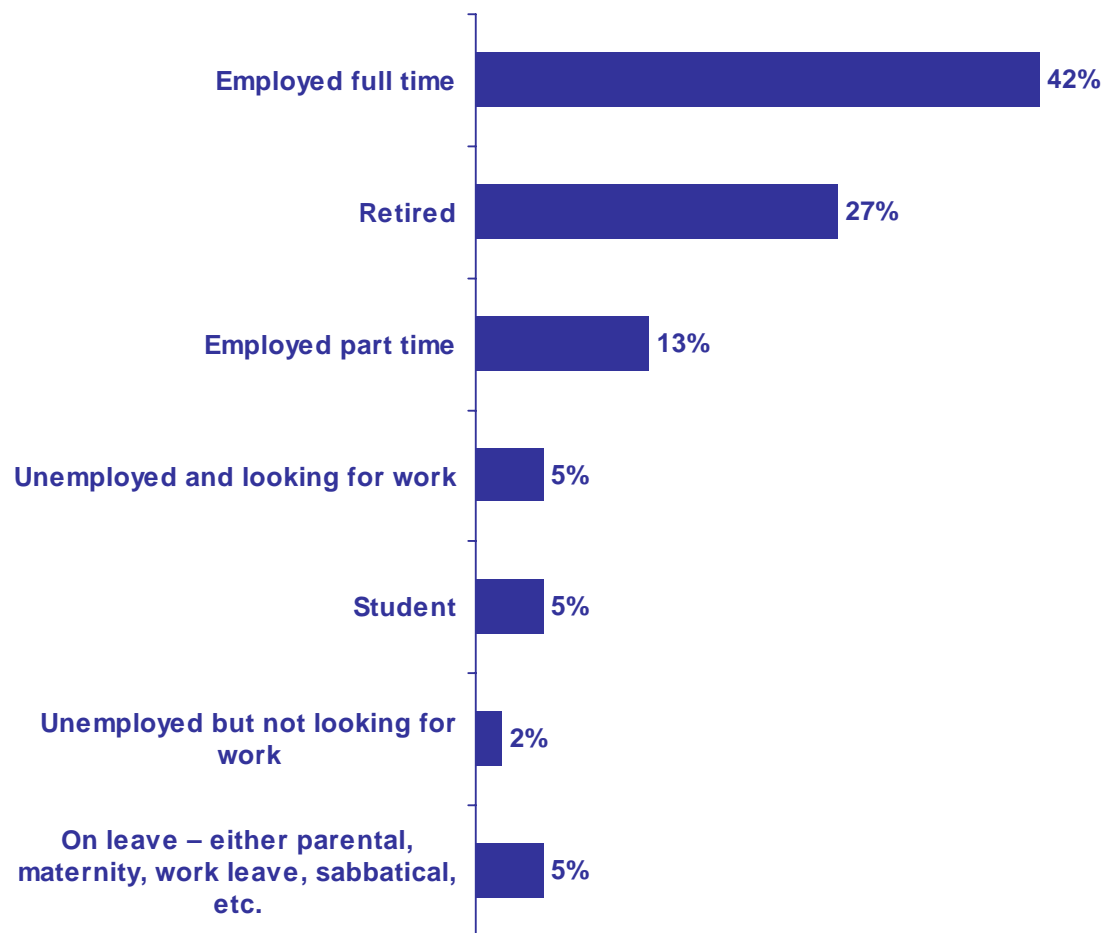
15. Do you agree or disagree with the following statements?

Base: All Kelowna Respondents n=402



**Jobs**

## Employment Status



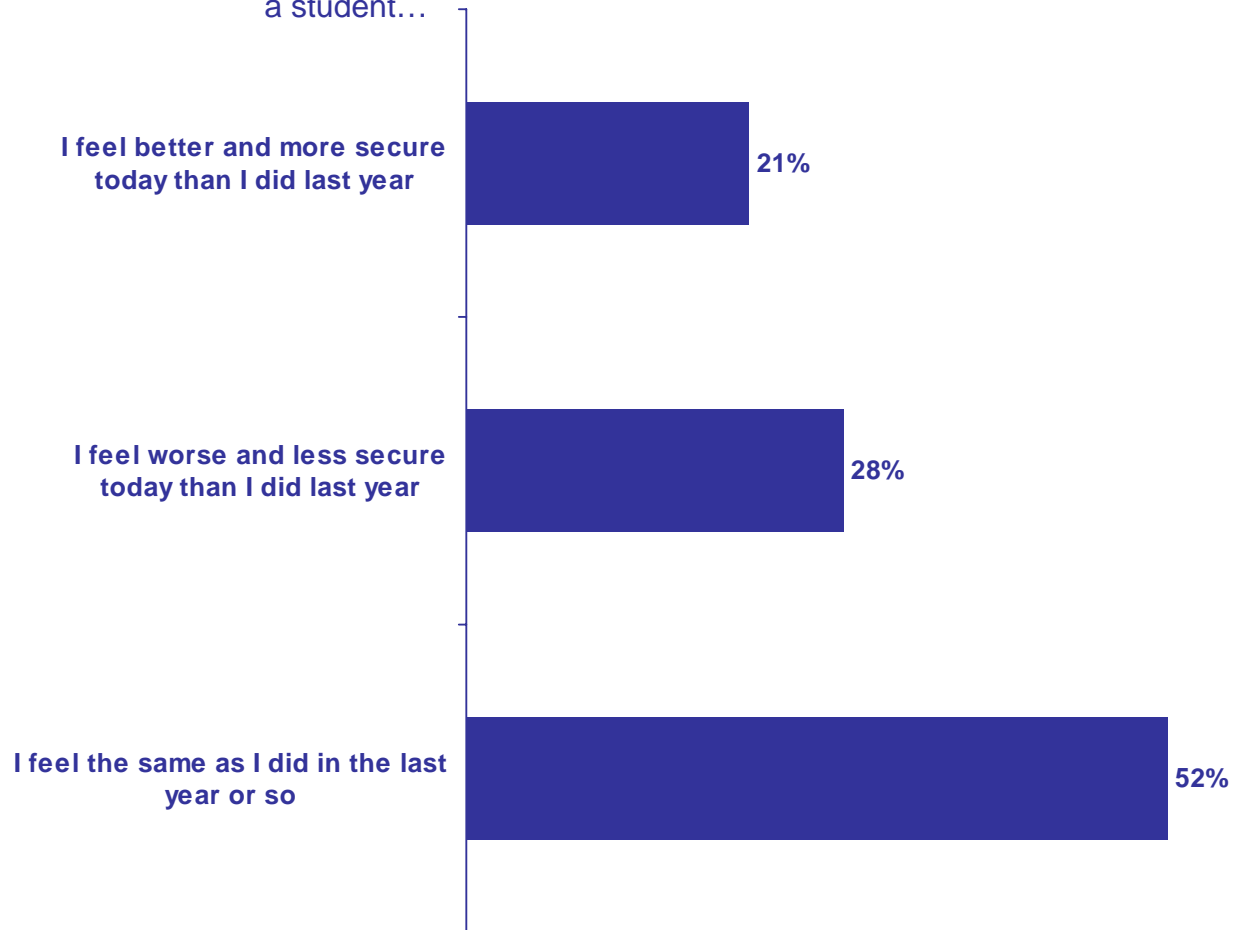
7. What is your current employment status?

Base: All Kelowna Respondents n=402



## Change in Job Security

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



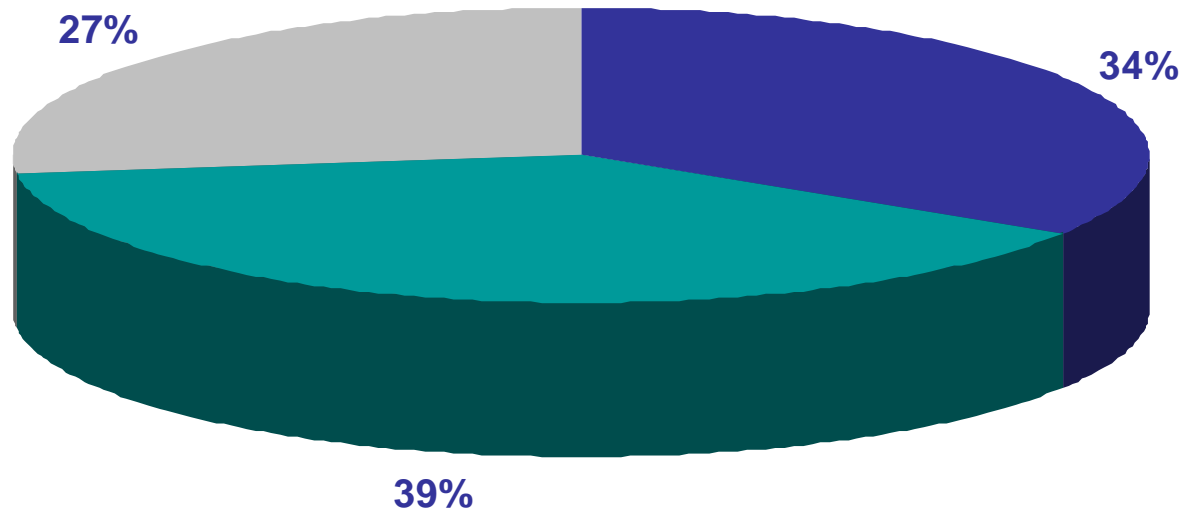
8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=230

## **Recession and Retirement**

## Recession and Retirement Plans

■ Yes   ■ No   ■ I'm not thinking about retirement plans yet



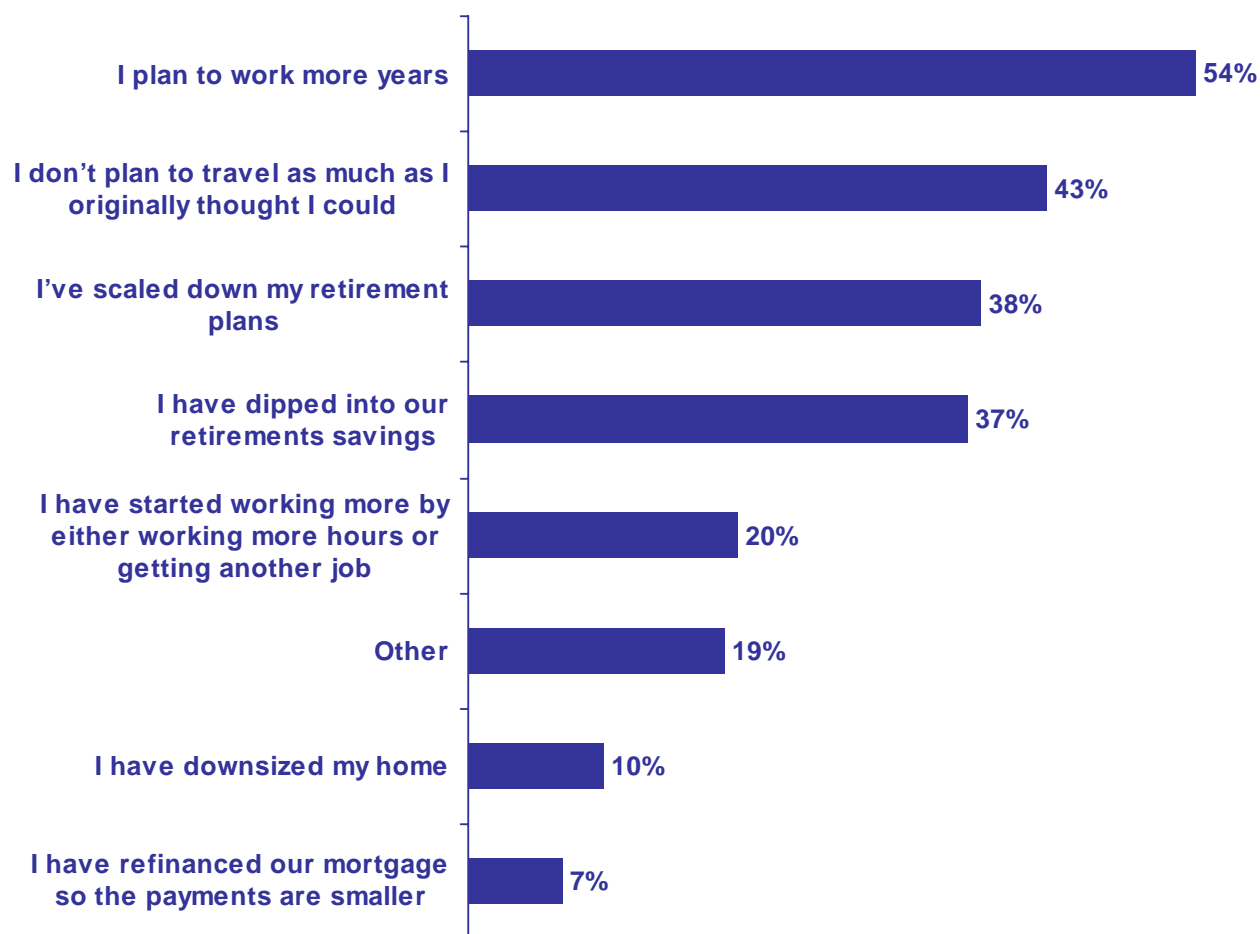
9. **Has the recession caused you to alter your retirement plans?**

Base: All Kelowna Respondents n=402



## How the Recession Has Altered Retirement Plans

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

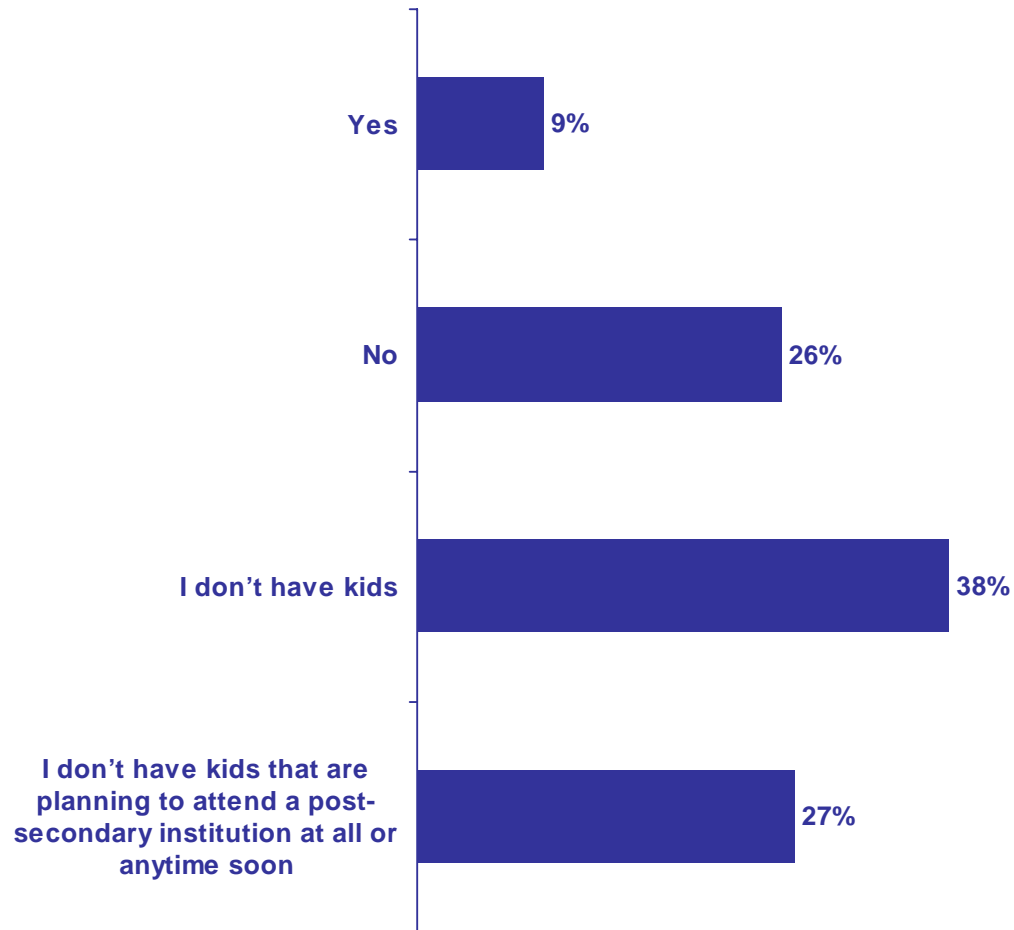


10. How has the recession caused you to alter your retirement plans?

Base: Recession caused to alter your retirement plans n=132

## **Recession and Children's Education**

## Recession and Children's Education

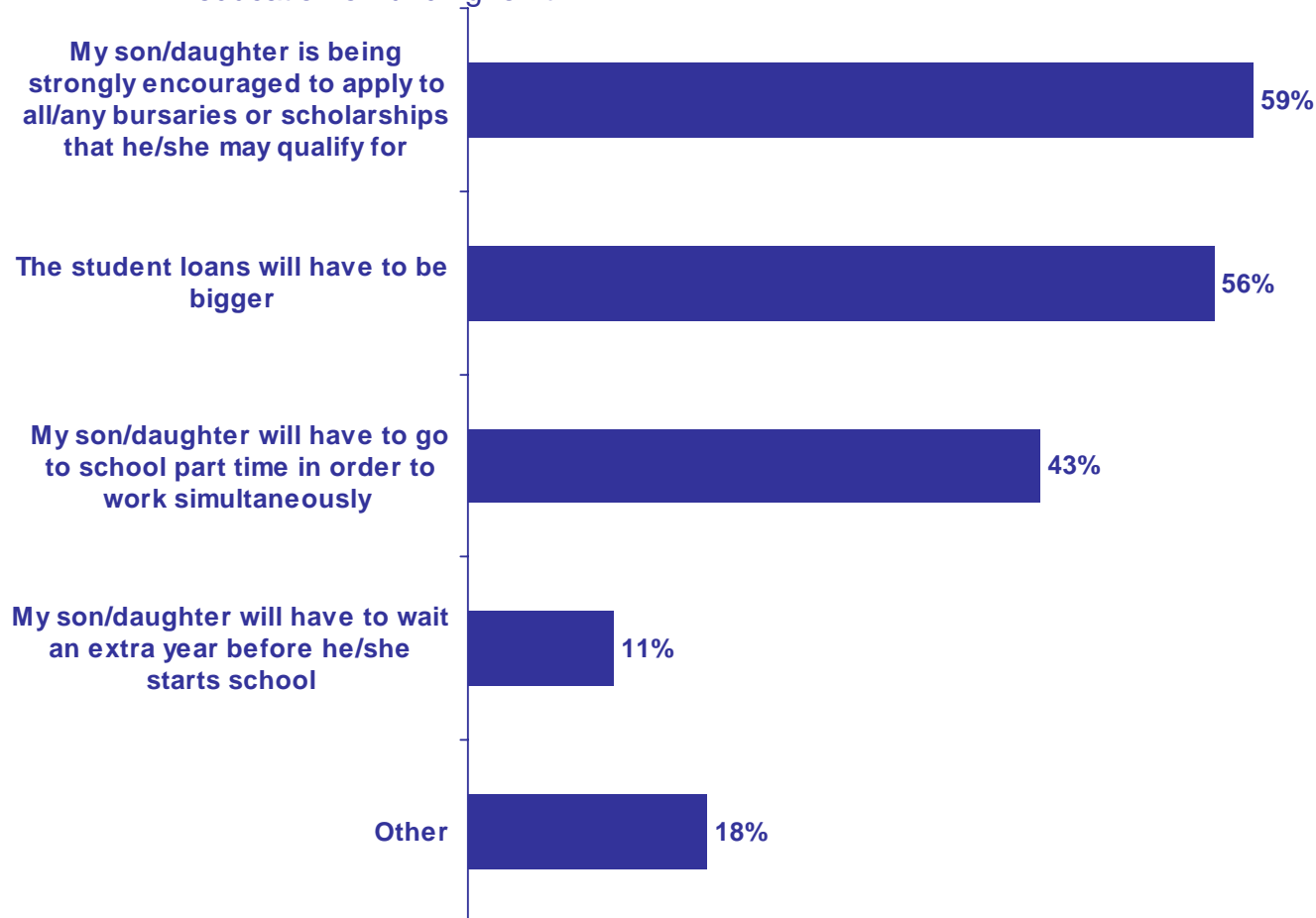


11. Has the recession caused you to alter your plans for your children's education or funding for it?

Base: All Kelowna Respondents n=402

## Recession and Children's Education

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

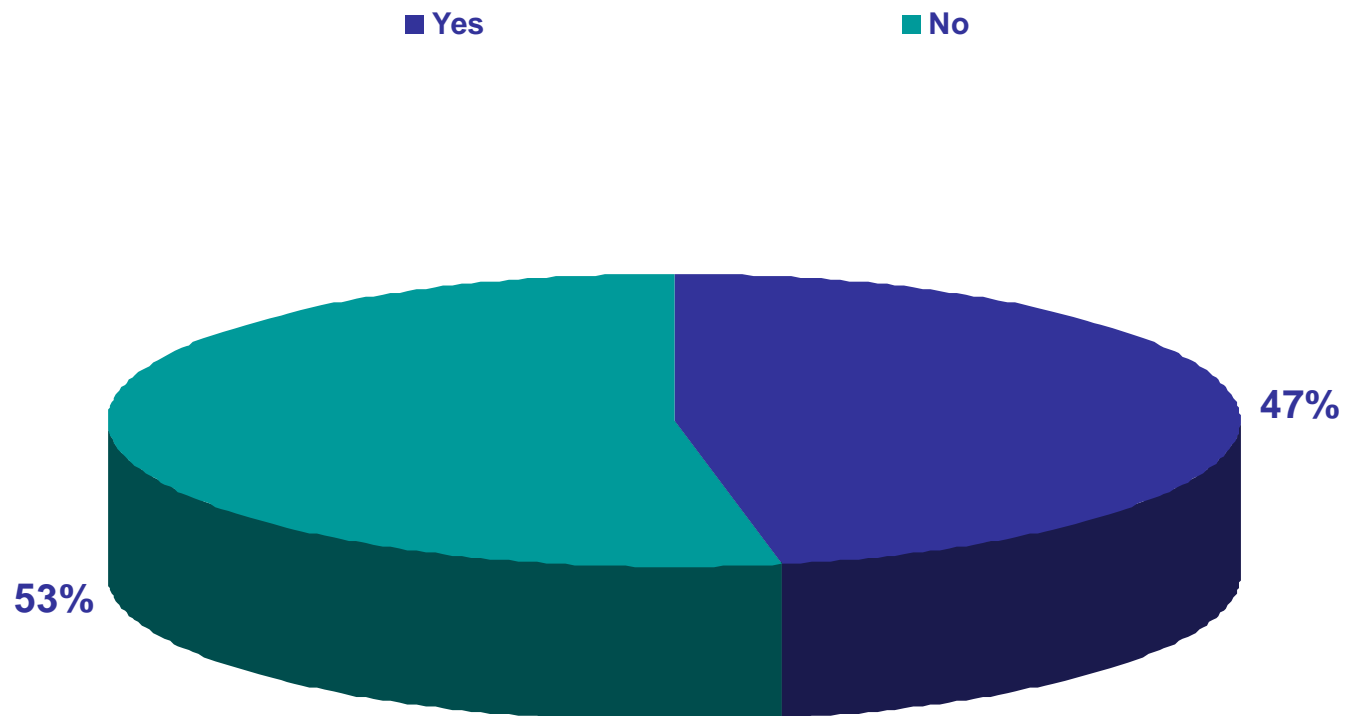


12. How has the recession affected your plans for your children's education or funding for it?

Base: Recession caused to alter your plans for your children's education or funding for it n=38

## **Recession and Investing**

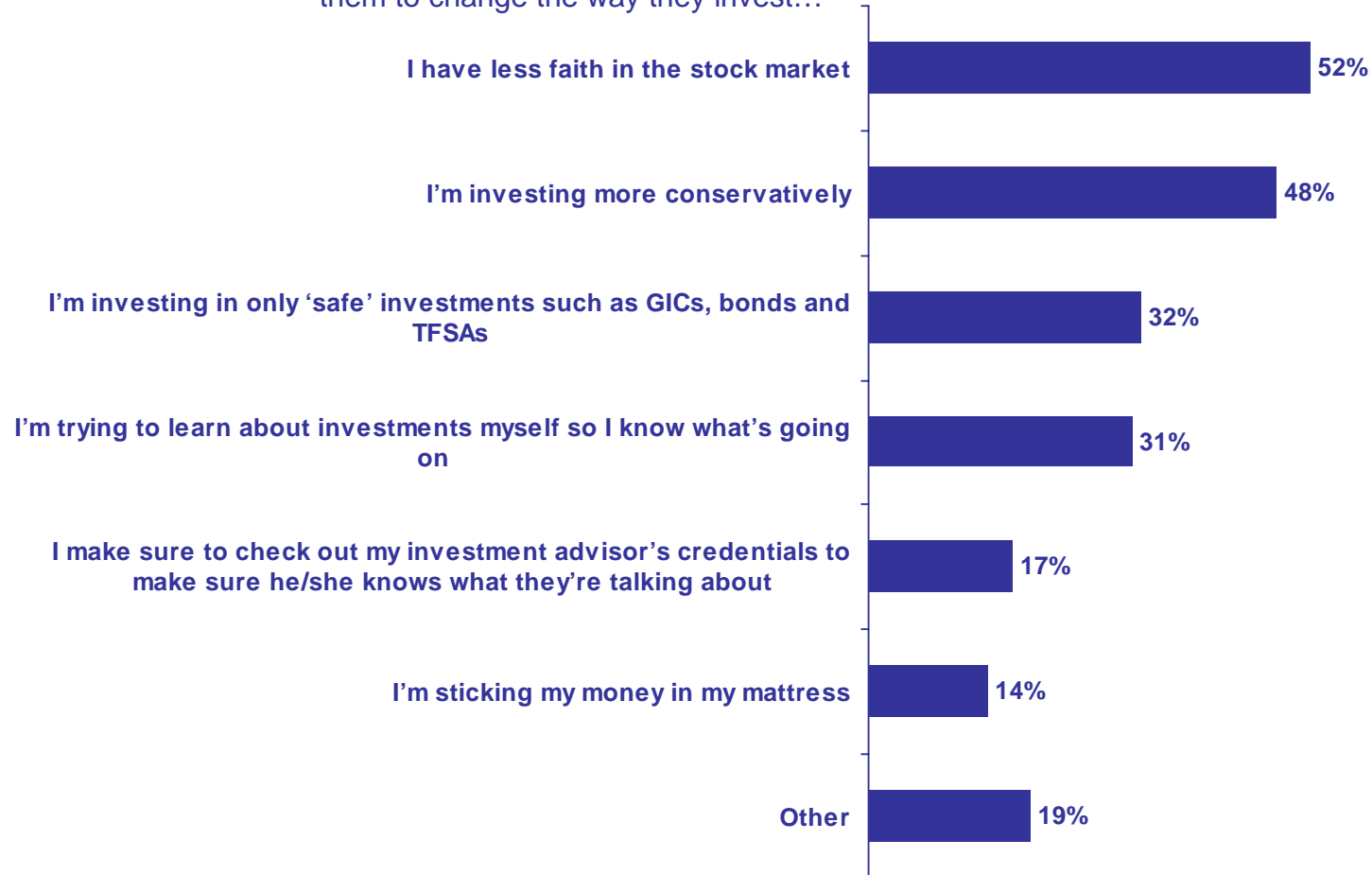
## Recession and Investing



13. **Has the recession changed the way you invest?**  
Base: All Kelowna Respondents n=402

## Recession and Investing

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

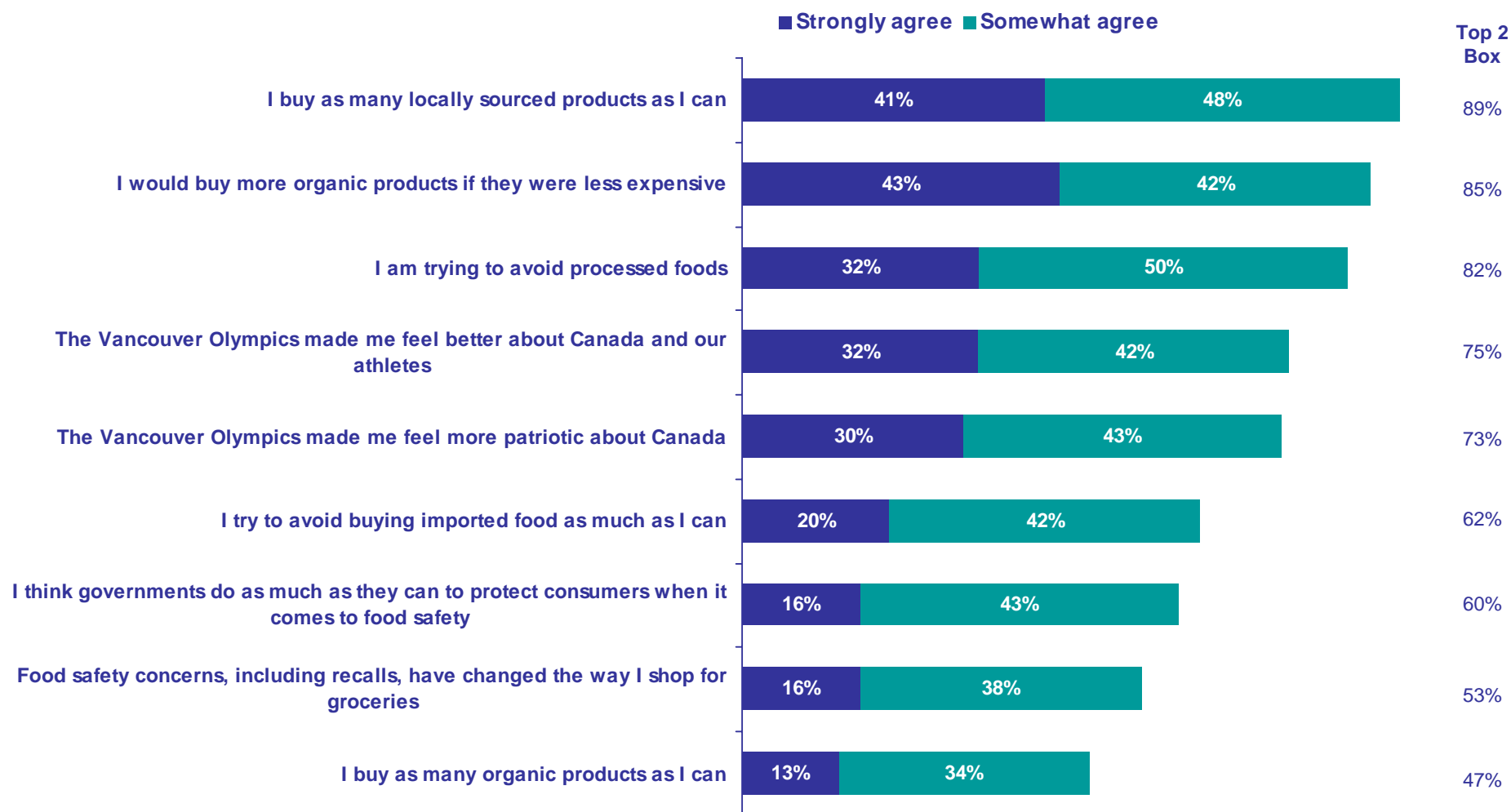


14. How has the recession caused you to change the way you invest?

Base: Recession caused you to change the way you invest n=190

## Food Safety and Life

# Food Safety and Other Lifestyle Statements

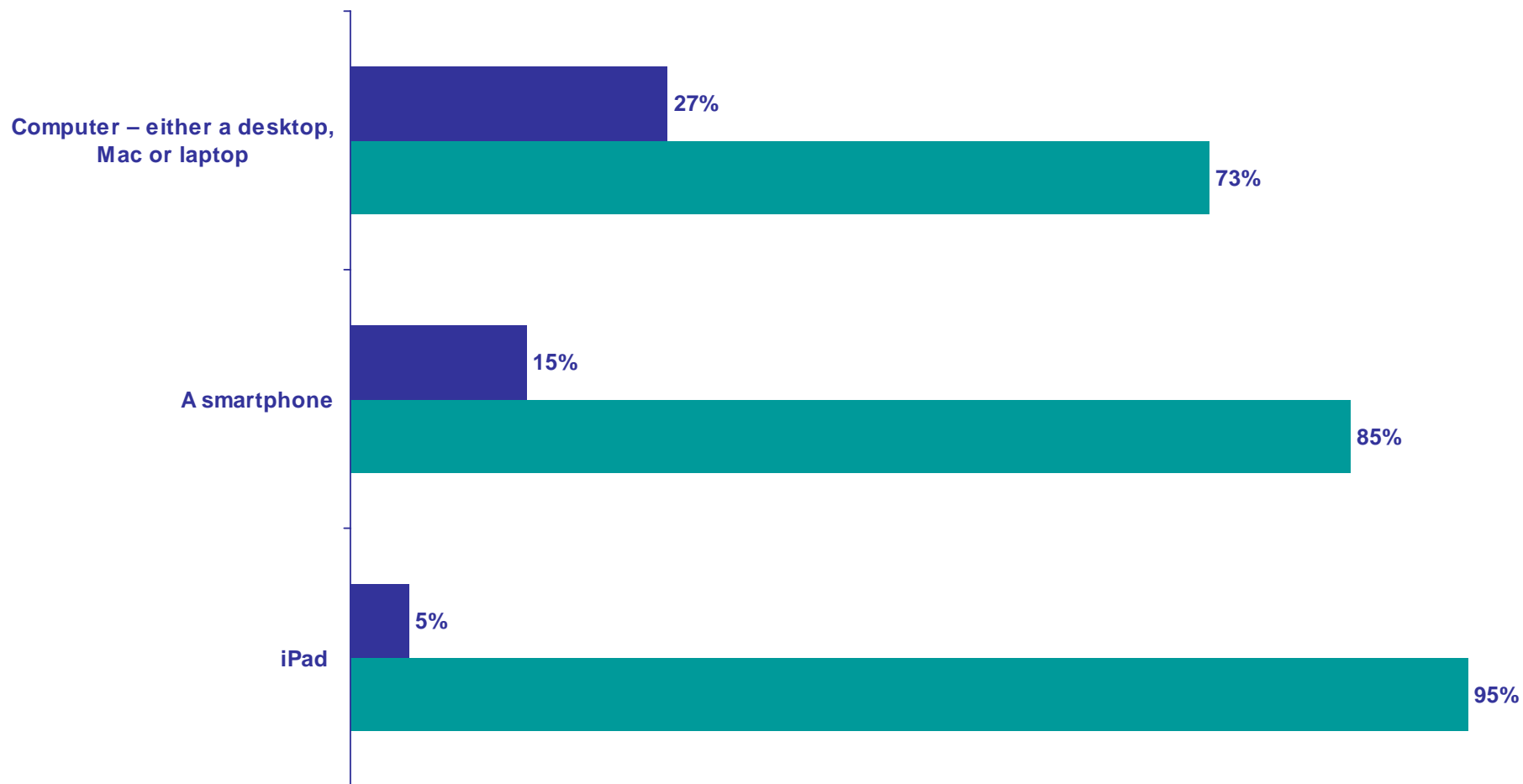


15. Do you agree or disagree with the following statements?

Base: All Kelowna Respondents n=402

## Technology Matters

# Technology Purchases

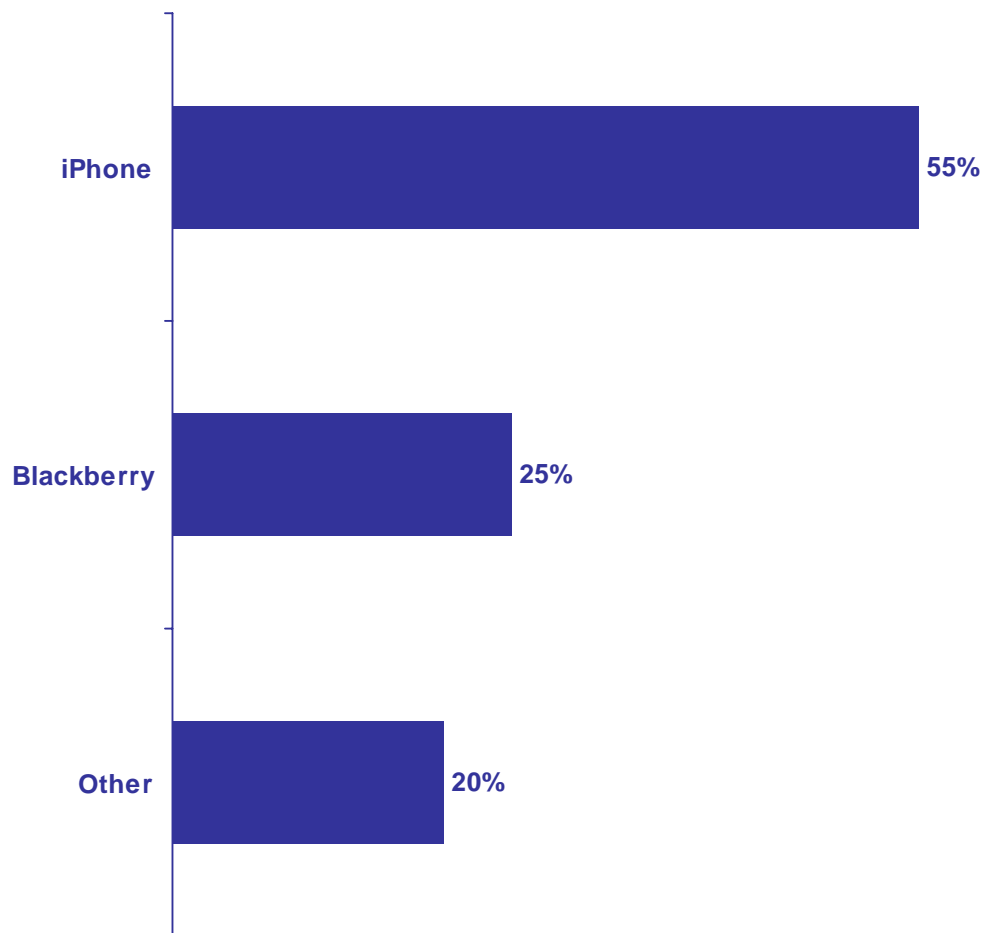


16. Have you or someone in your family bought any one of these items in the last 6 months?

Base: All Kelowna Respondents n=402

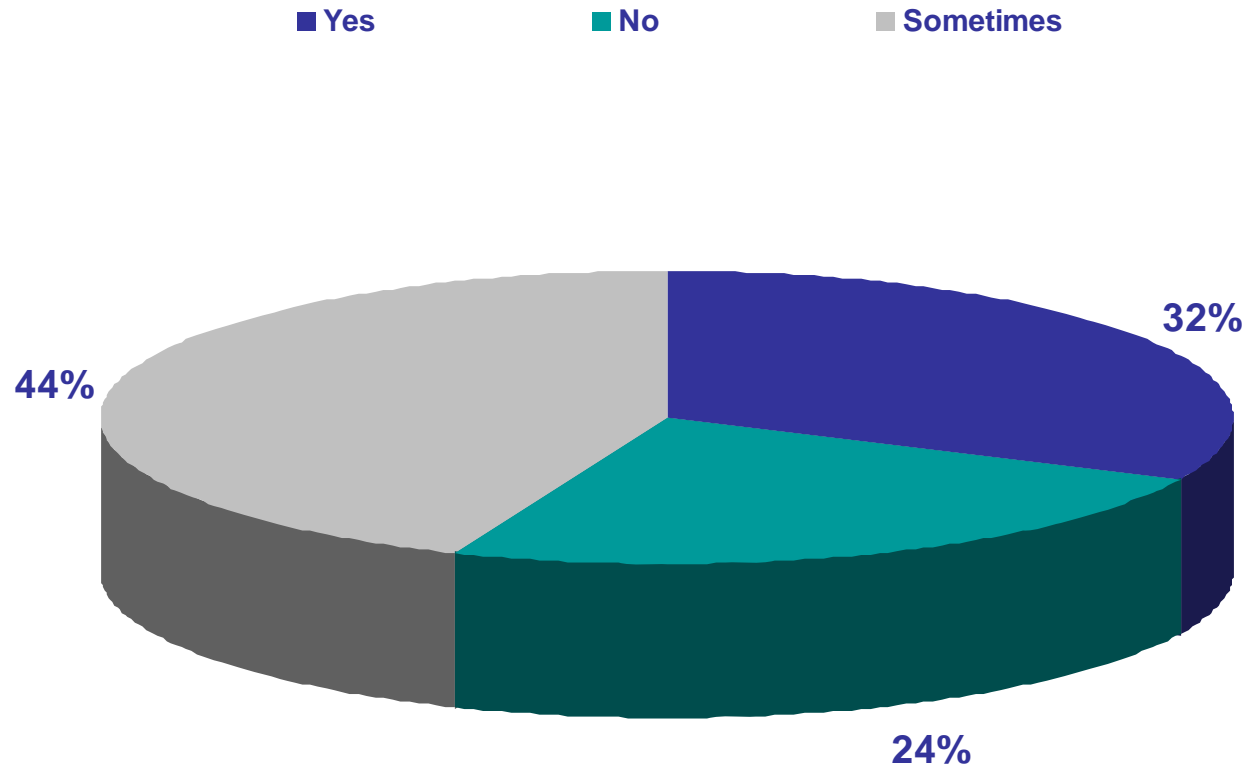
## Battle of the Smartphones

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



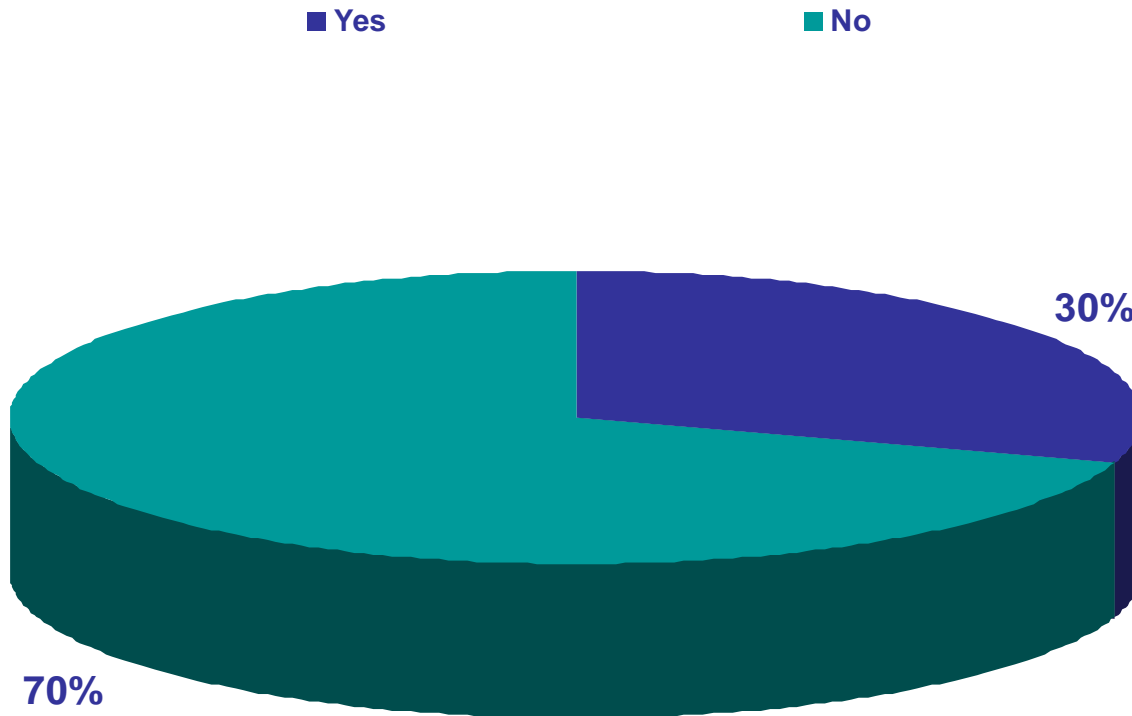
17. Which smartphone was purchased?  
Base Bought a smartphone in the last 6 months n=52

## Technology and Lifestyle



18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??  
Base: All Kelowna Respondents n=402

## Antiquated Technology

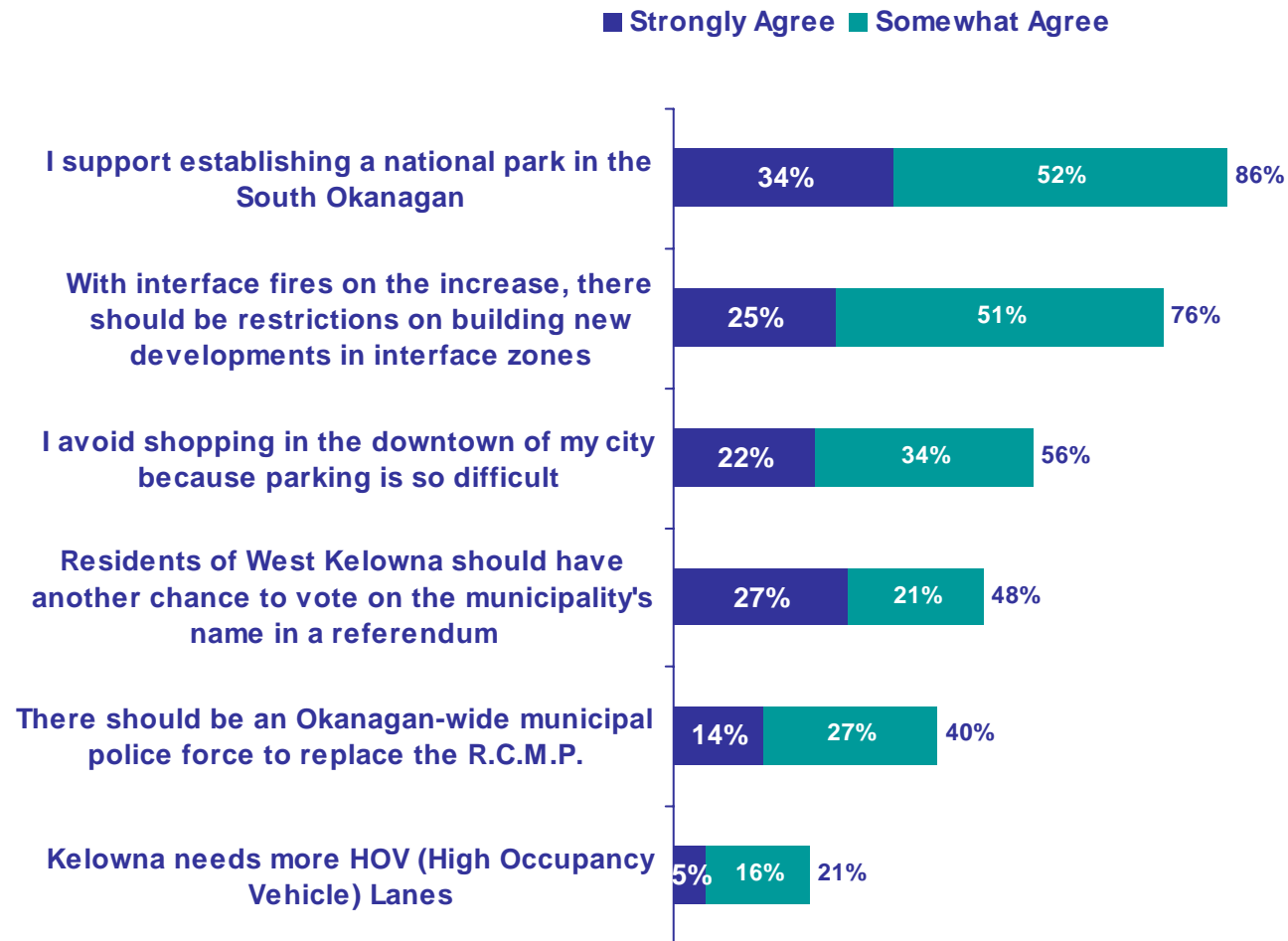


19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Kelowna Respondents n=402

## Kelowna Specific Questions

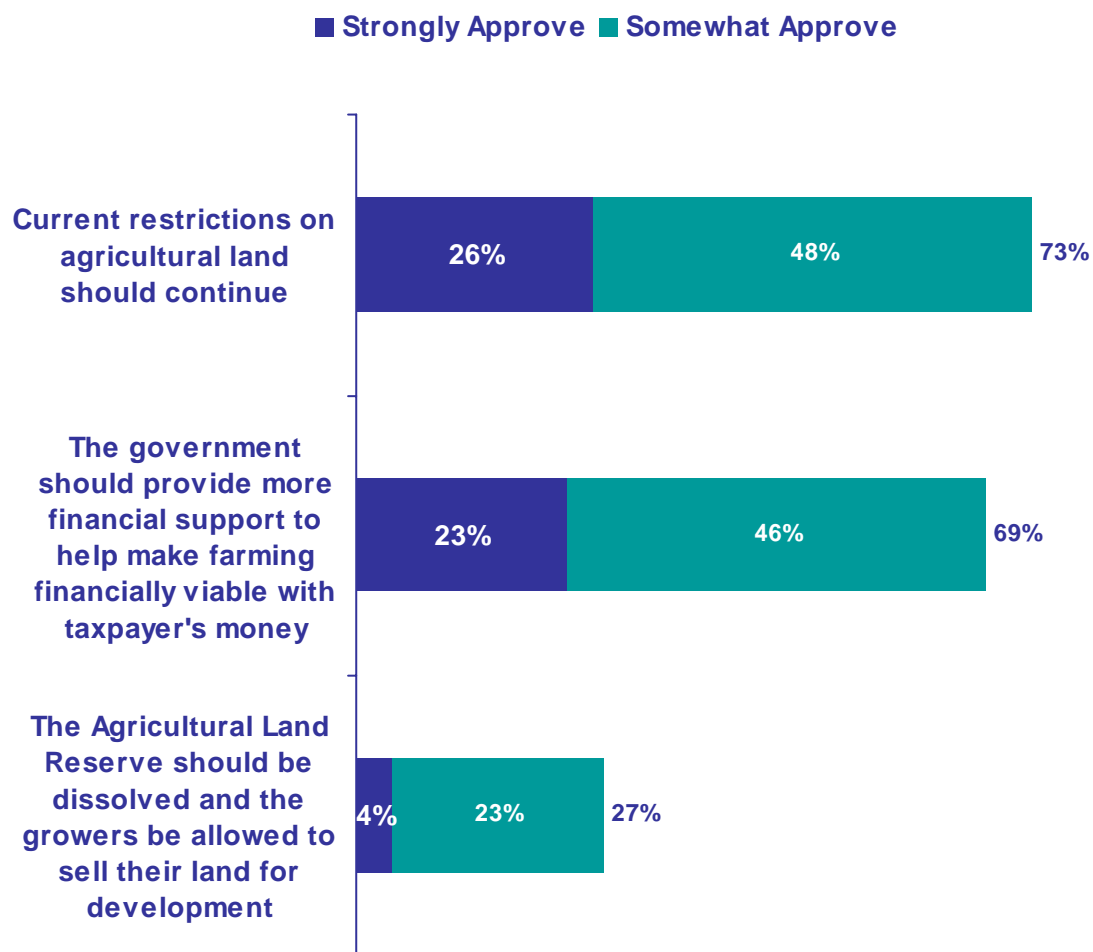
## Kelowna Agreement Statements



20. Do you strongly agree/somewhat agree, somewhat disagree/strongly disagree with the following statements:

Base: All Kelowna Respondents n=402

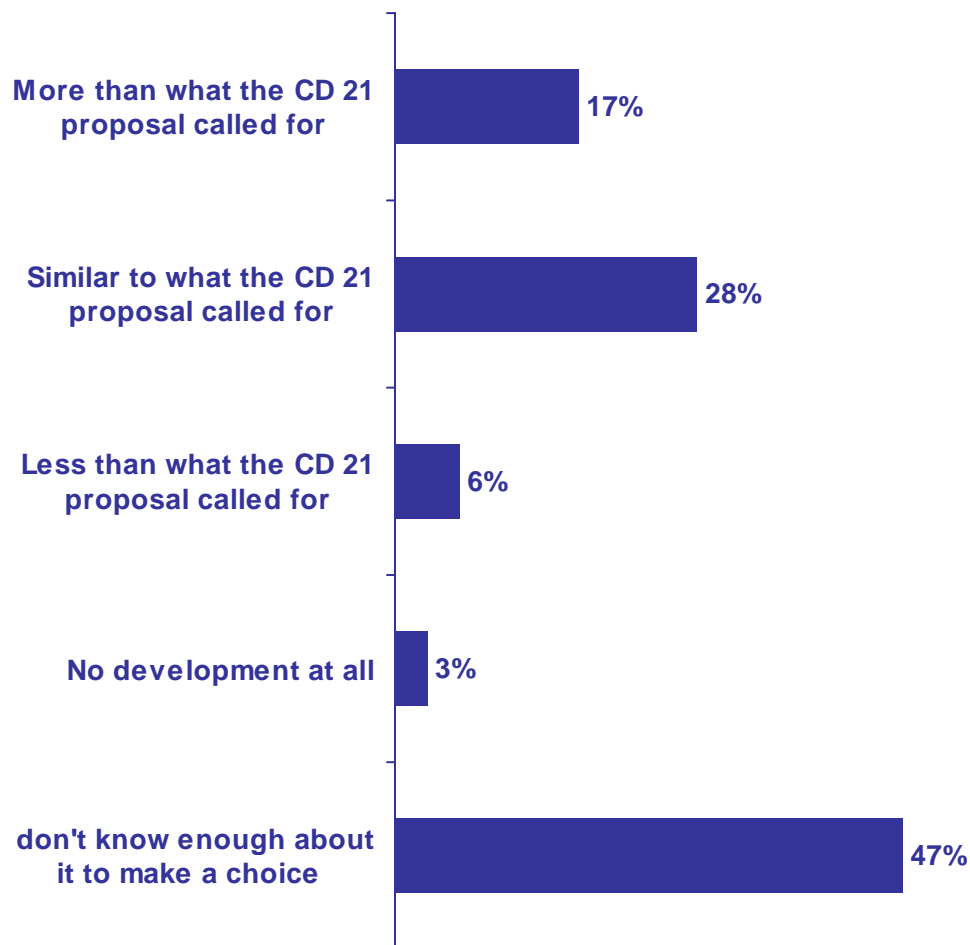
# Agricultural Land Reserve Preferences



21. With many orchardists losing money and agricultural production dropping, there are many long term implications for the Agricultural Land Reserve. Please indicate the extent to which you agree or disagree with the following statements in reference to the Agricultural Land Reserve:

Base: All Kelowna Respondents n=402

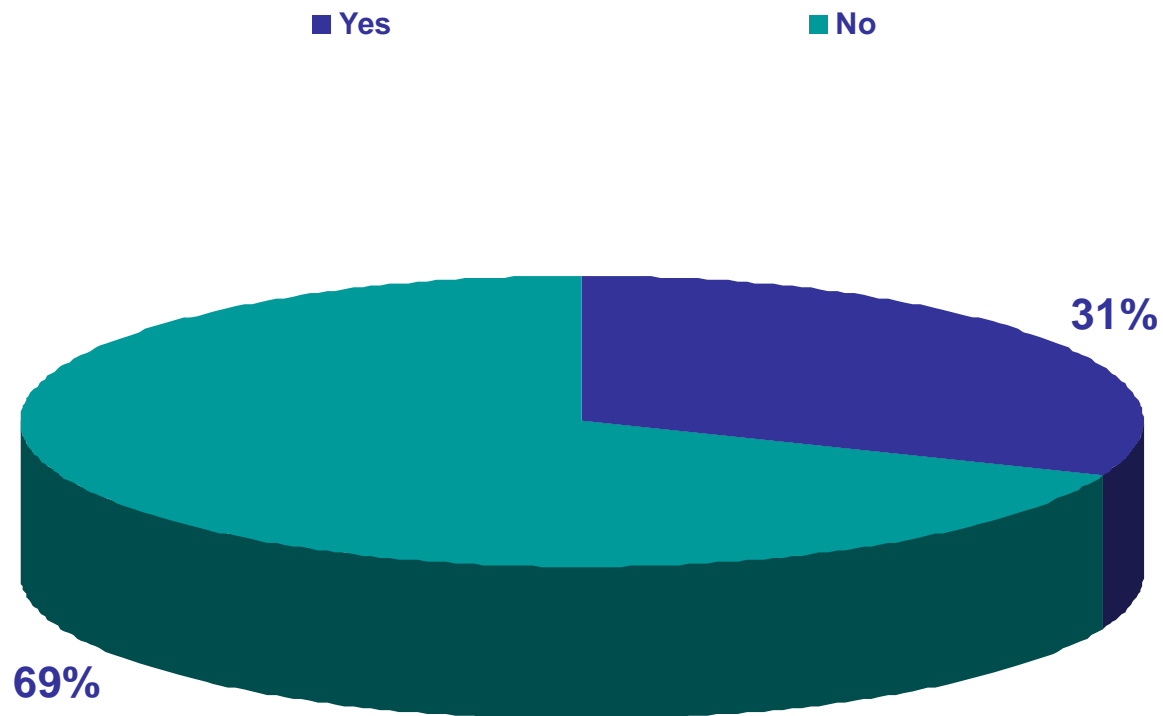
## CD21 Proposal Viewpoints



22. As you may know, the CD 21 proposals are a plan under consideration by City Council to redevelop the downtown core of Kelowna. Some proposed ideas include property tax exemptions, dumpster removal programs, better designs of buildings, streetscape improvements, better signage, a parkade and relocation of Kelowna Gospel Mission services. What level of redevelopment would you like to see for downtown Kelowna in terms of the CD 21 Proposal?

Base: All Kelowna Respondents n=402

## Impression of Stockwell Day



23. Do you think Stockwell Day should make another attempt to become leader of the Conservative Party and possibly Prime Minister?

Base: All Kelowna Respondents n=402