



Ipsos Reid



Global Television - Saskatoon

September 2010



9/30/2010

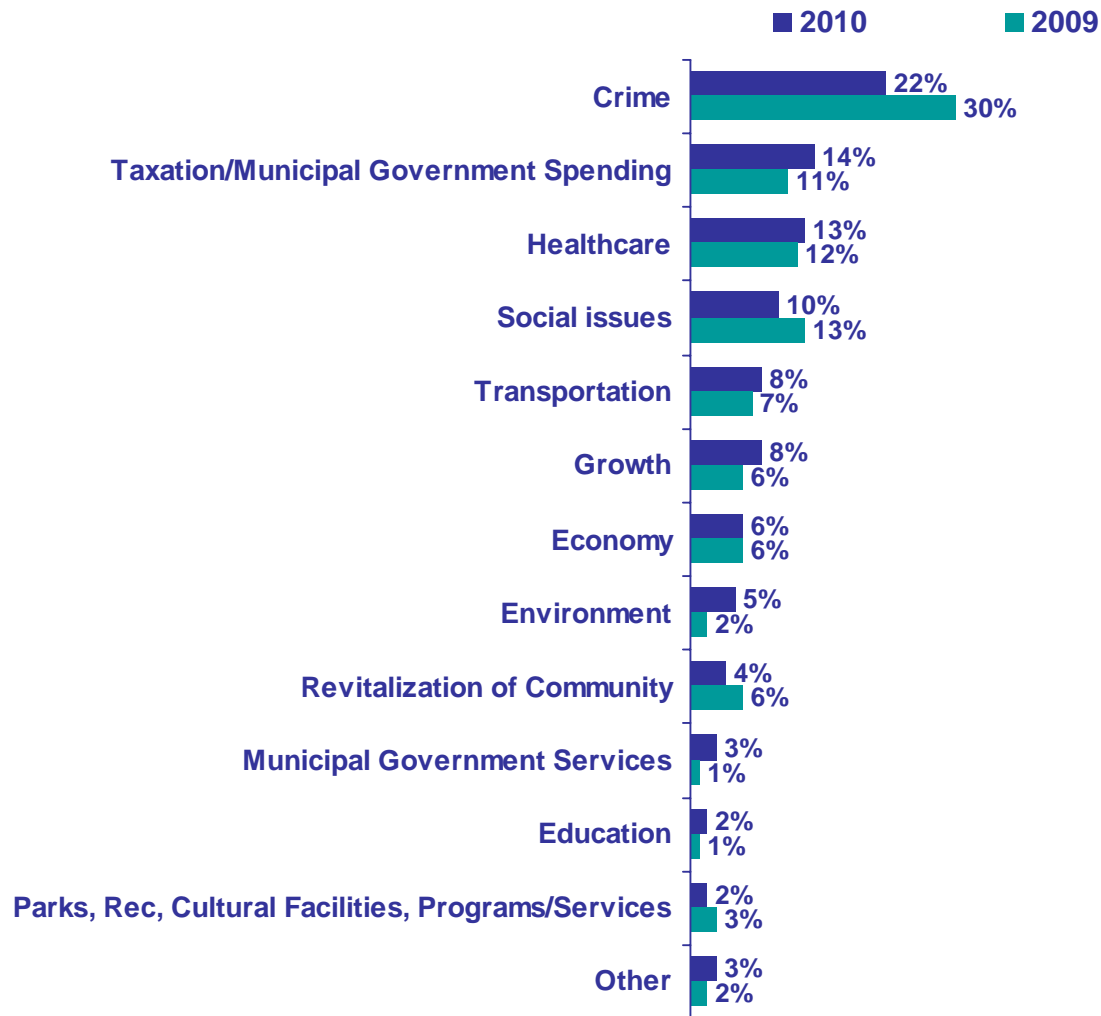
Nobody's Unpredictable

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) – 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 Saskatoon



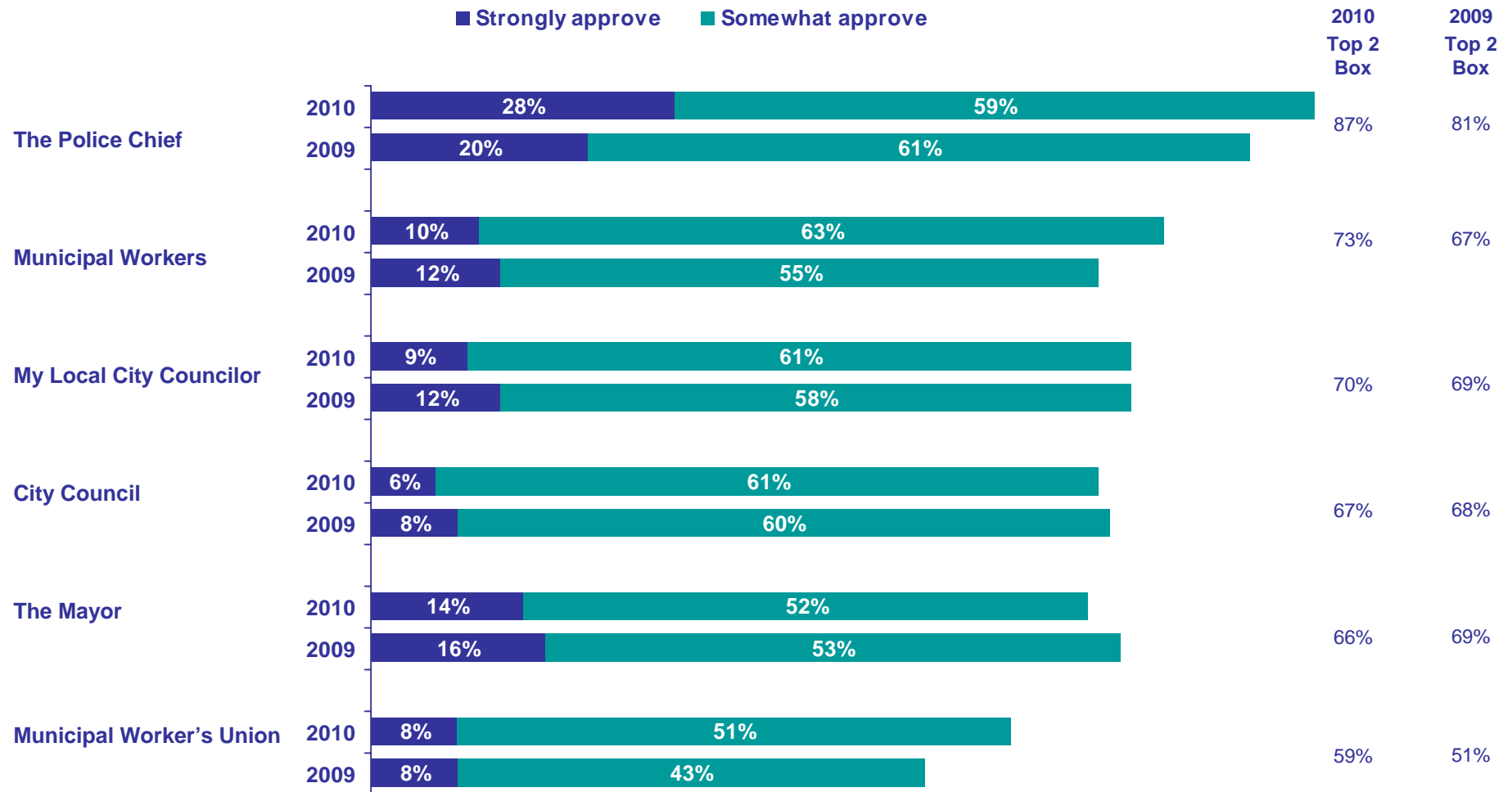
1. In your view, as a resident of Saskatoon, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All Saskatoon Respondents n=425; 2009 n=422



Performance Approval

Performance Approval Rating of Various Officials

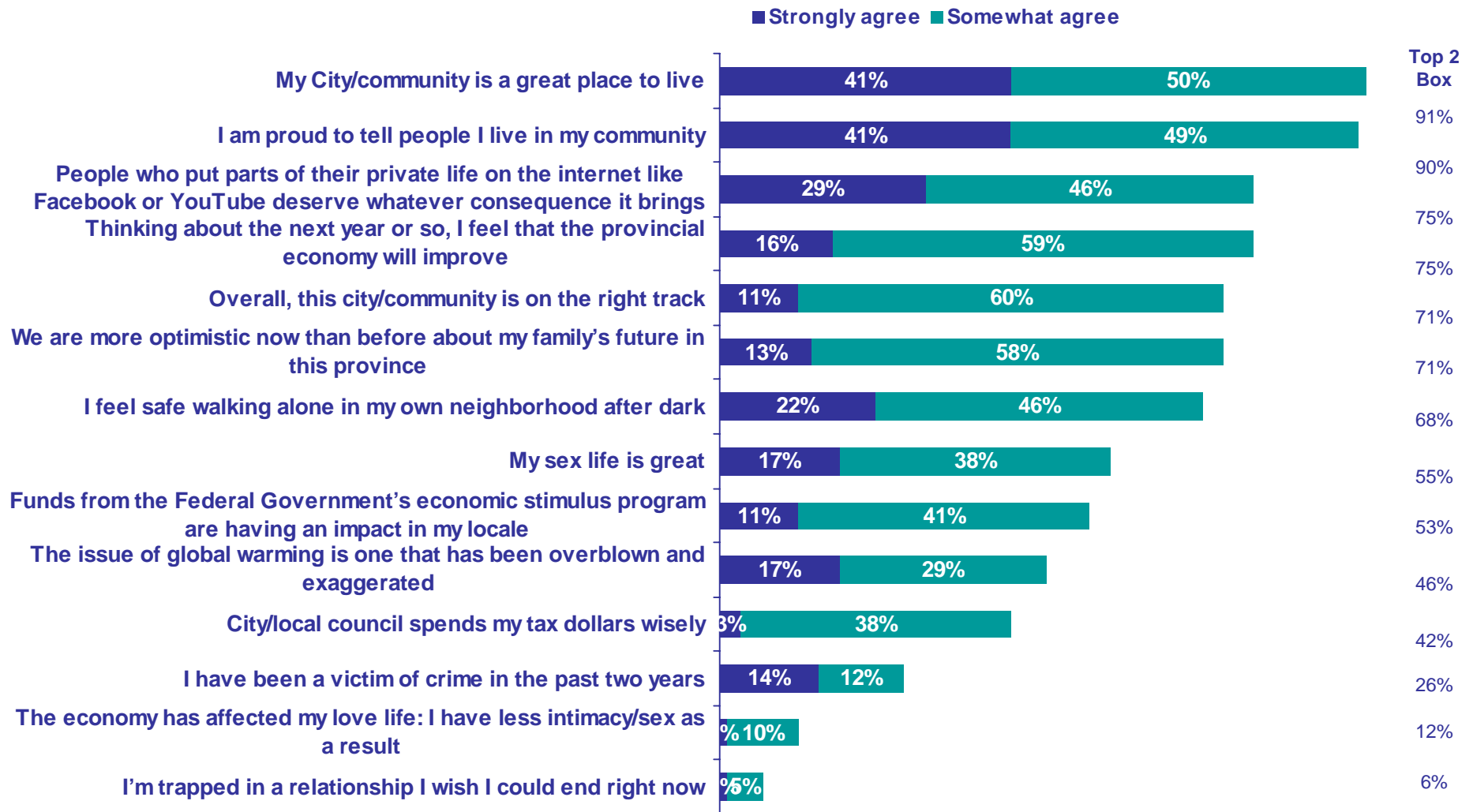


2. Generally speaking would you say you approve or disapprove of the overall performance of the following in Saskatoon?

Base: All Saskatoon Respondents n=425; 2009 n=422

Statements about City, Love and Life

Agreement with Statements



3. Do you agree or disagree with the following statements?
Base: All Saskatoon Respondents n=426

Agreement with Statements Yearly Comparison

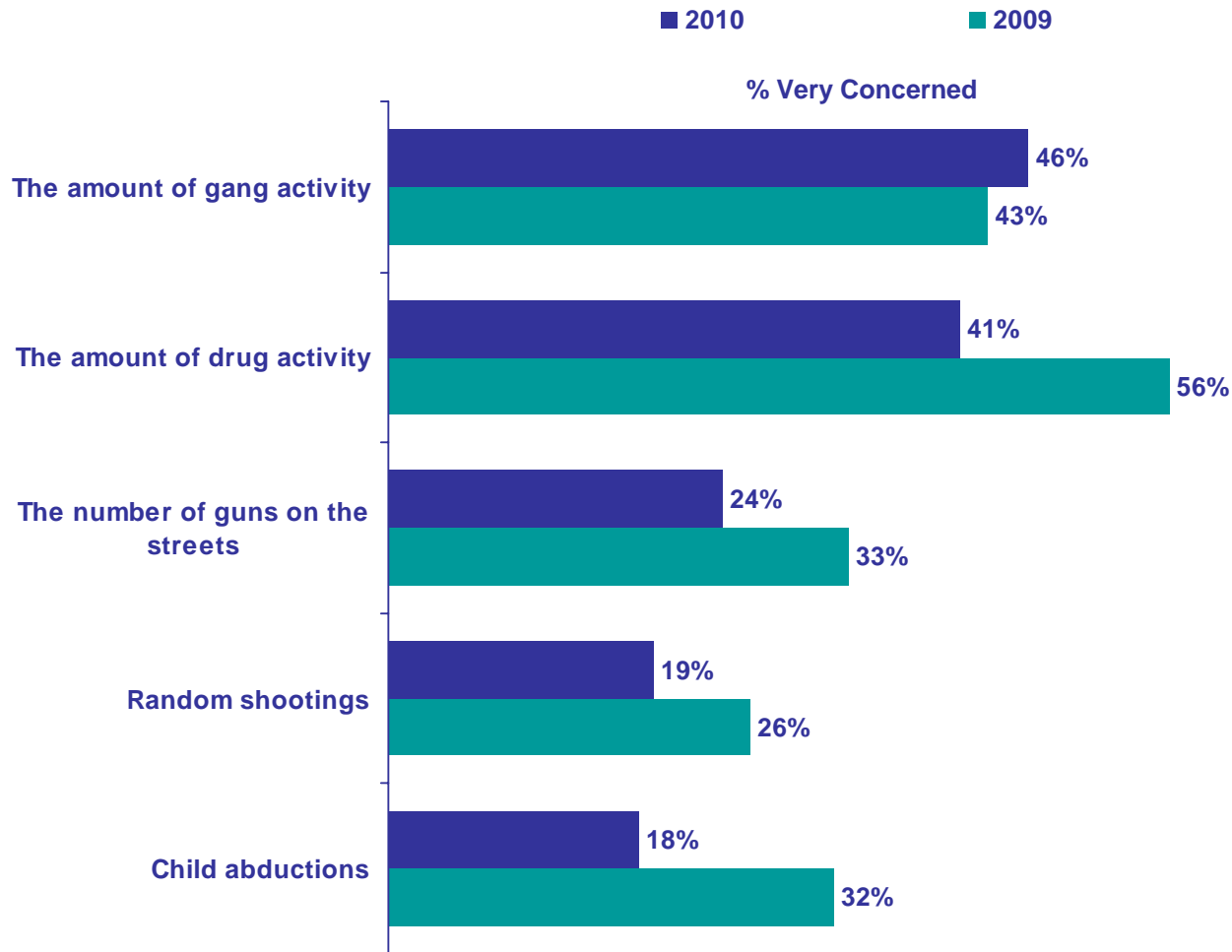
	2010	2009
	Top 2 Box	Top 2 Box
I feel safe walking alone in my own neighborhood after dark	68%	65%
I have been a victim of crime in the past two years	26%	32%
My City/community is a great place to live	91%	91%
I am proud to tell people I live in my community	90%	92%
The economy has affected my love life: I have less intimacy/sex as a result	12%	8%
People who put parts of their private life on the internet like Facebook or YouTube deserve whatever consequence it brings	75%	82%
I'm trapped in a relationship I wish I could end right now	6%	11%
My sex life is great	55%	63%
City/local council spends my tax dollars wisely	42%	44%
Overall, this city/community is on the right track	71%	76%
Funds from the Federal Government's economic stimulus program are having an impact in my locale	53%	45%
Thinking about the next year or so, I feel that the provincial economy will improve	75%	79%
We are more optimistic now than before about my family's future in this province	71%	77%
The issue of global warming is one that has been overblown and exaggerated	46%	49%

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

Base: All Saskatoon Respondents n=426; 2009 n=422

Concerns about Crime and Safety

Concerns About Crime and Safety

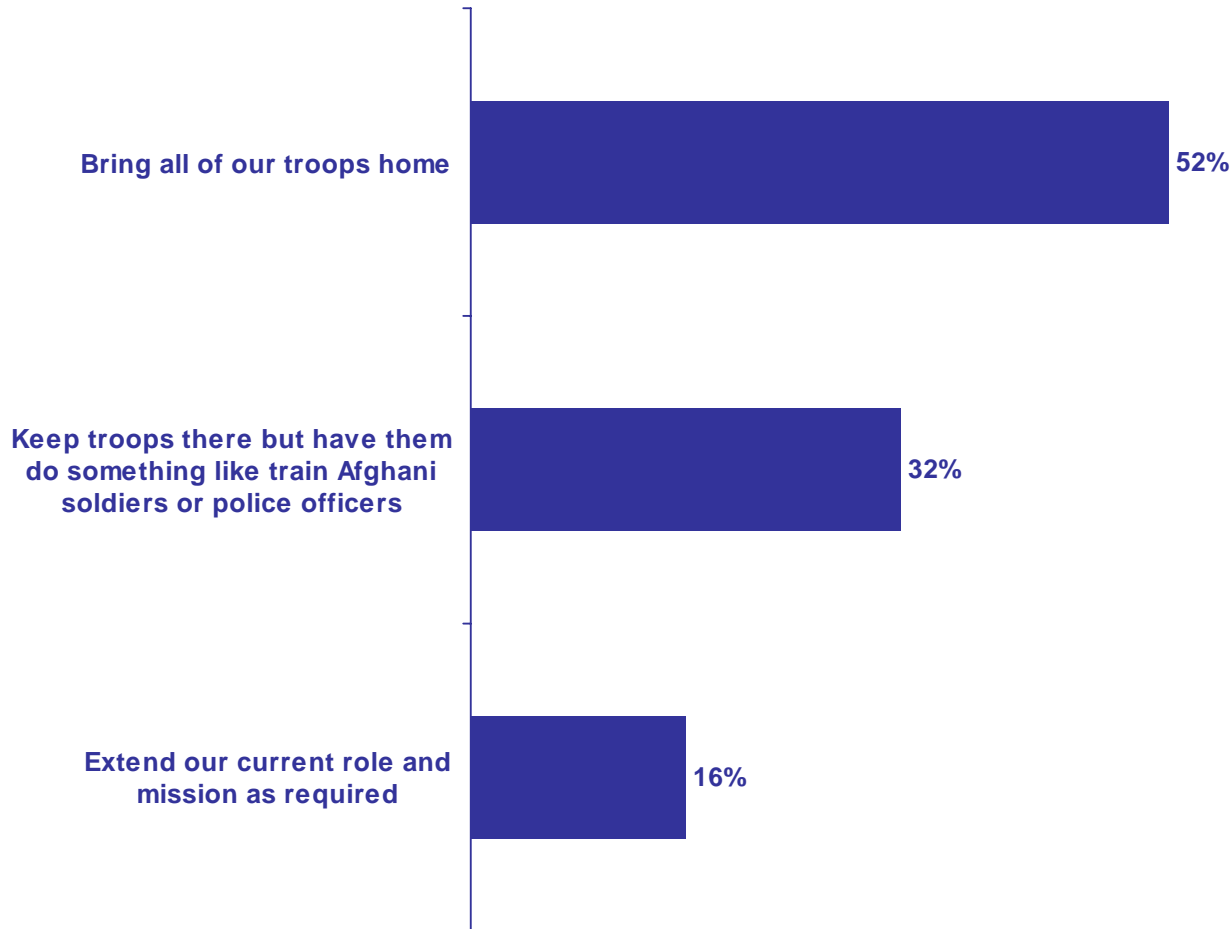


4. How concerned are you about the following in your community?

Base: All Saskatoon Respondents n=425; 2009 n=422

Views on Afghanistan

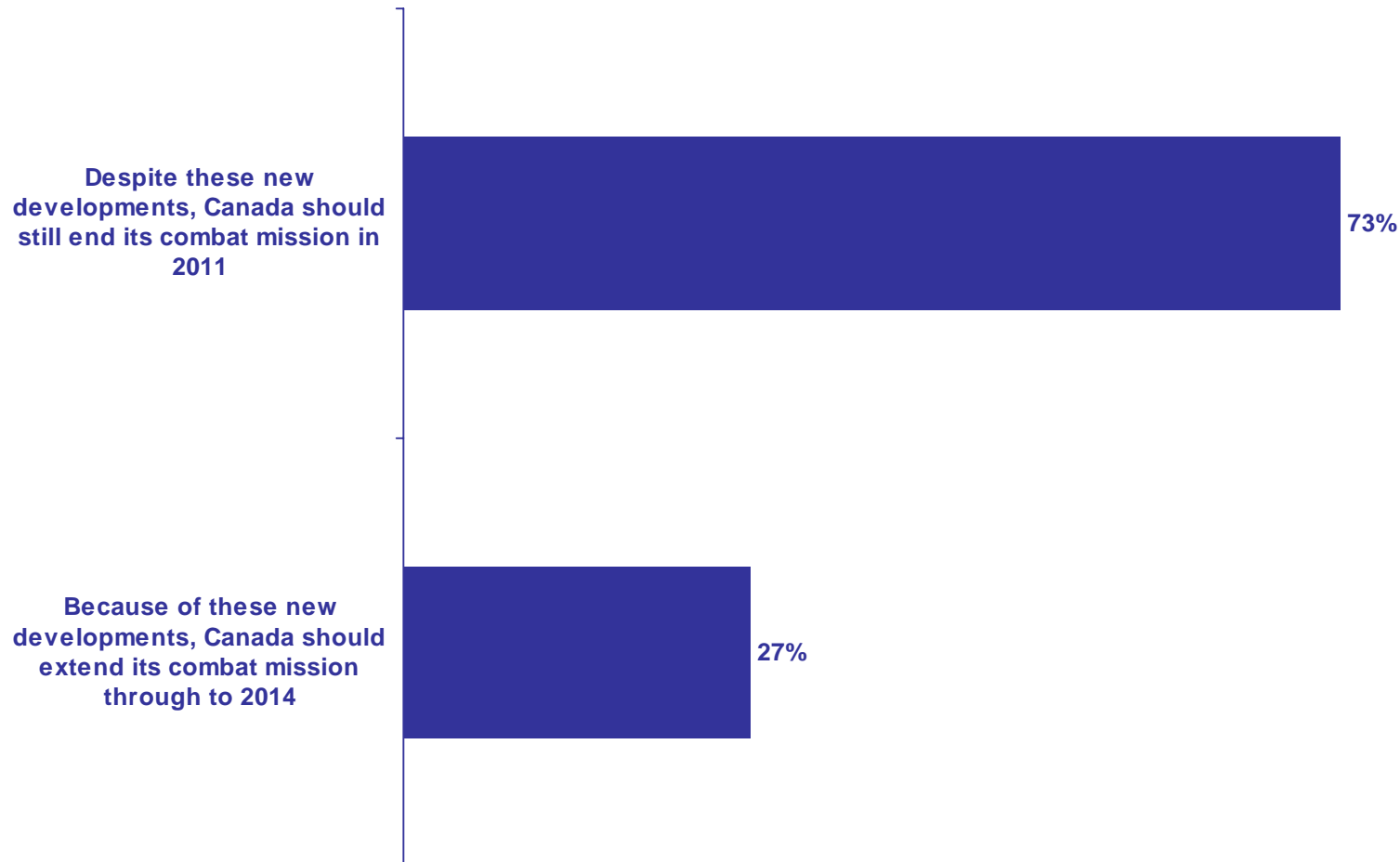
Views on Afghanistan – Position on Current Mission



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 Saskatoon Respondents n=425

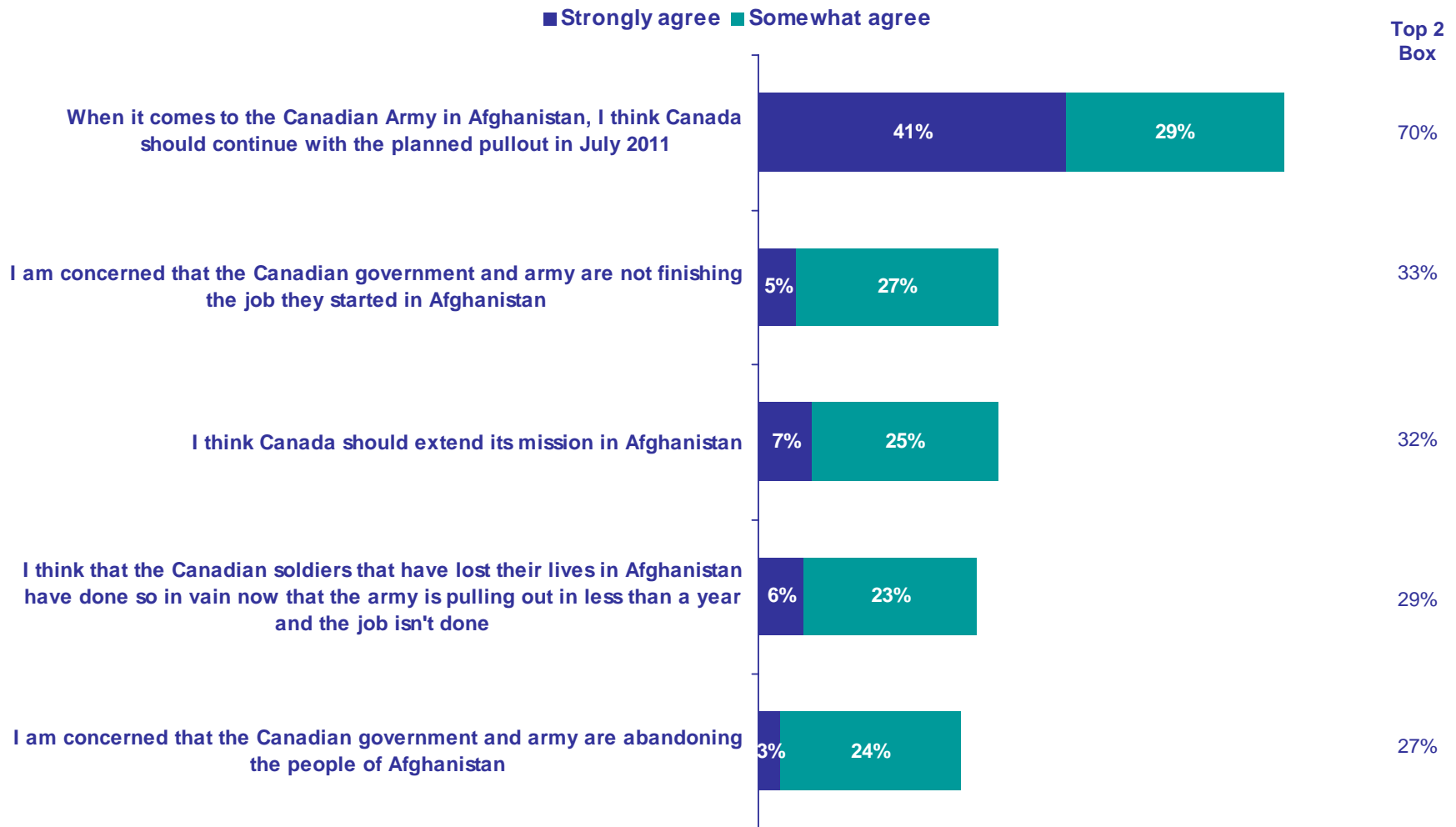
Afghanistan – Mission End Date Position



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 Saskatoon Respondents n=425

Afghanistan Statements

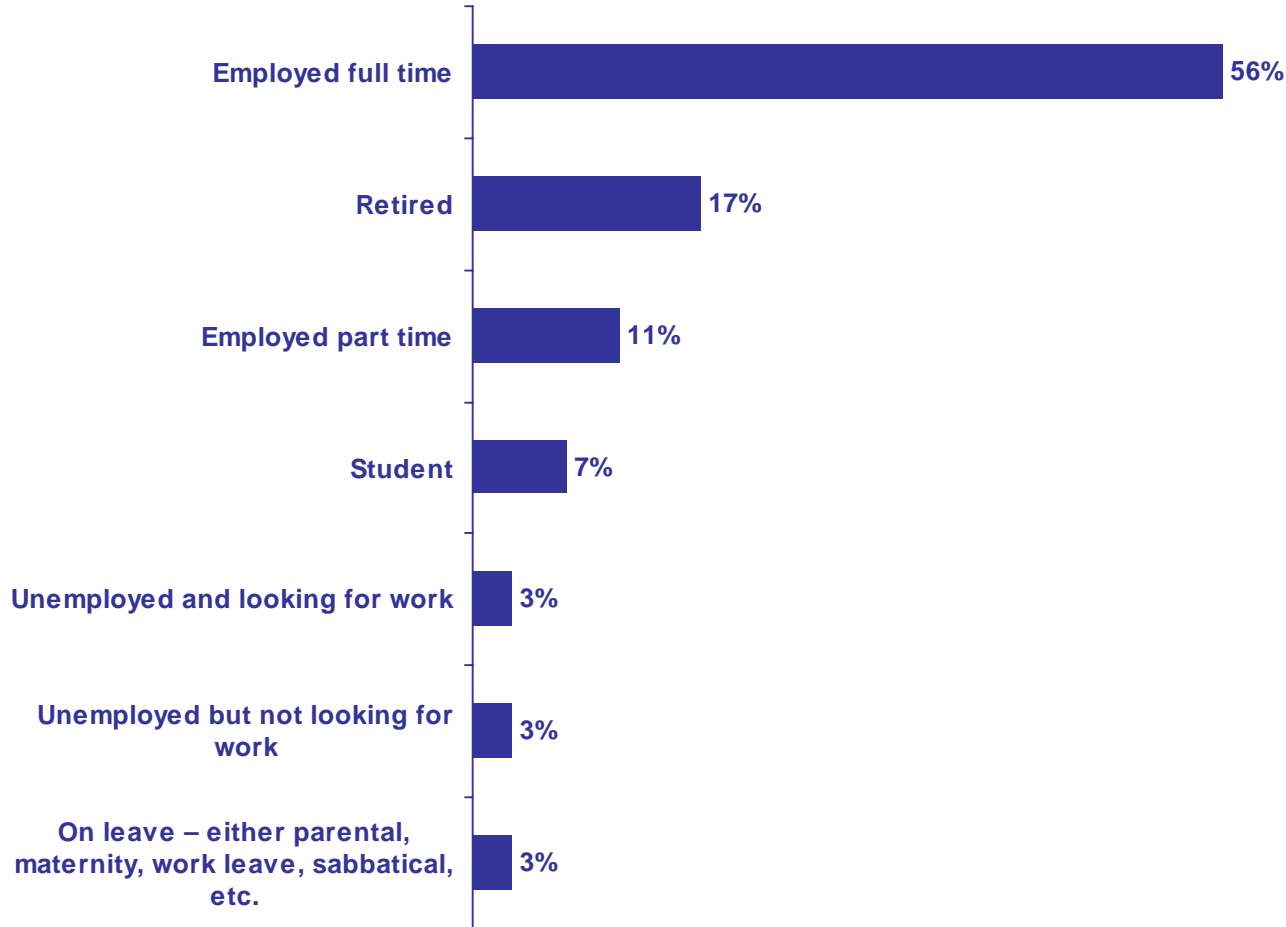


15. Do you agree or disagree with the following statements?
Base: All Saskatoon Respondents n=433



Jobs

Employment Status



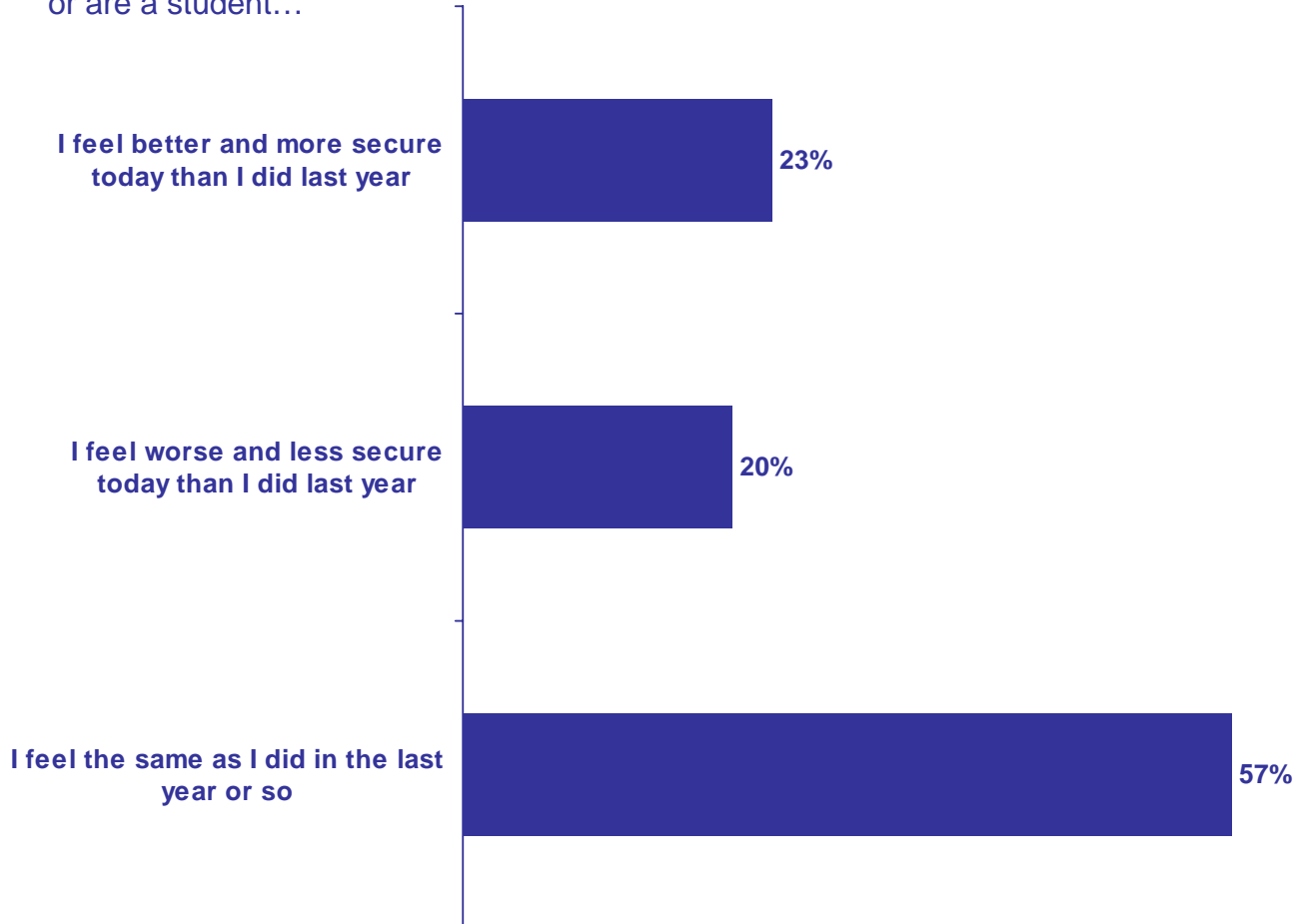
7. **What is your current employment status?**

Base: All Saskatoon Respondents n=425



Change in Job Security

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



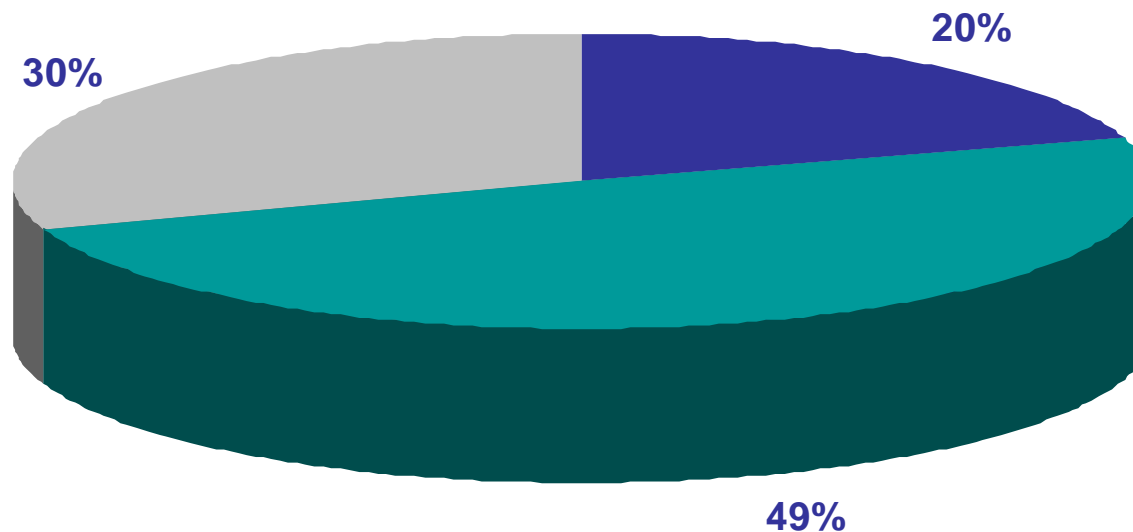
8. **How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?**

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=284

Recession and Retirement

Recession and Retirement Plans

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



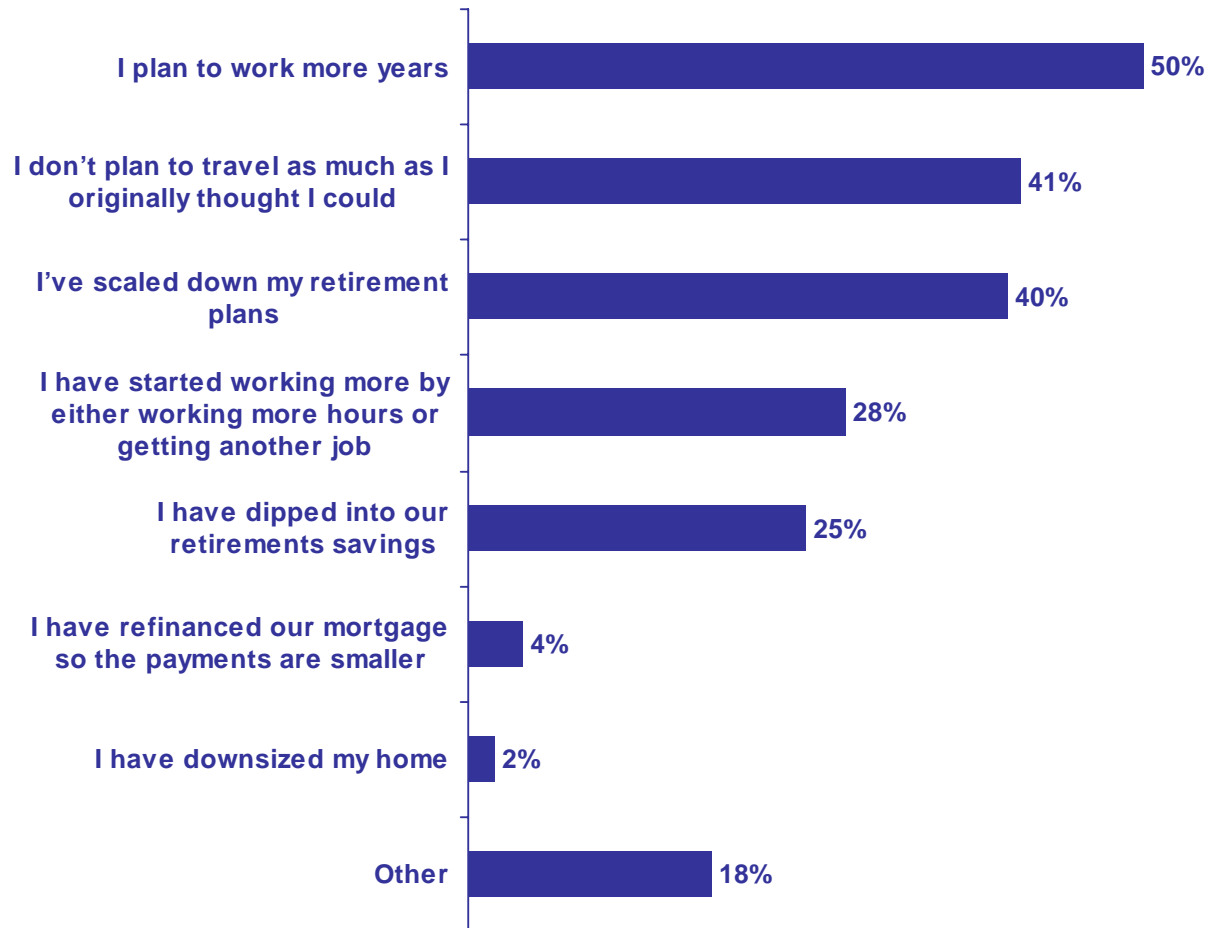
9. **Has the recession caused you to alter your retirement plans?**

Base: All Saskatoon Respondents n=425



How the Recession Has Altered Retirement Plans

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

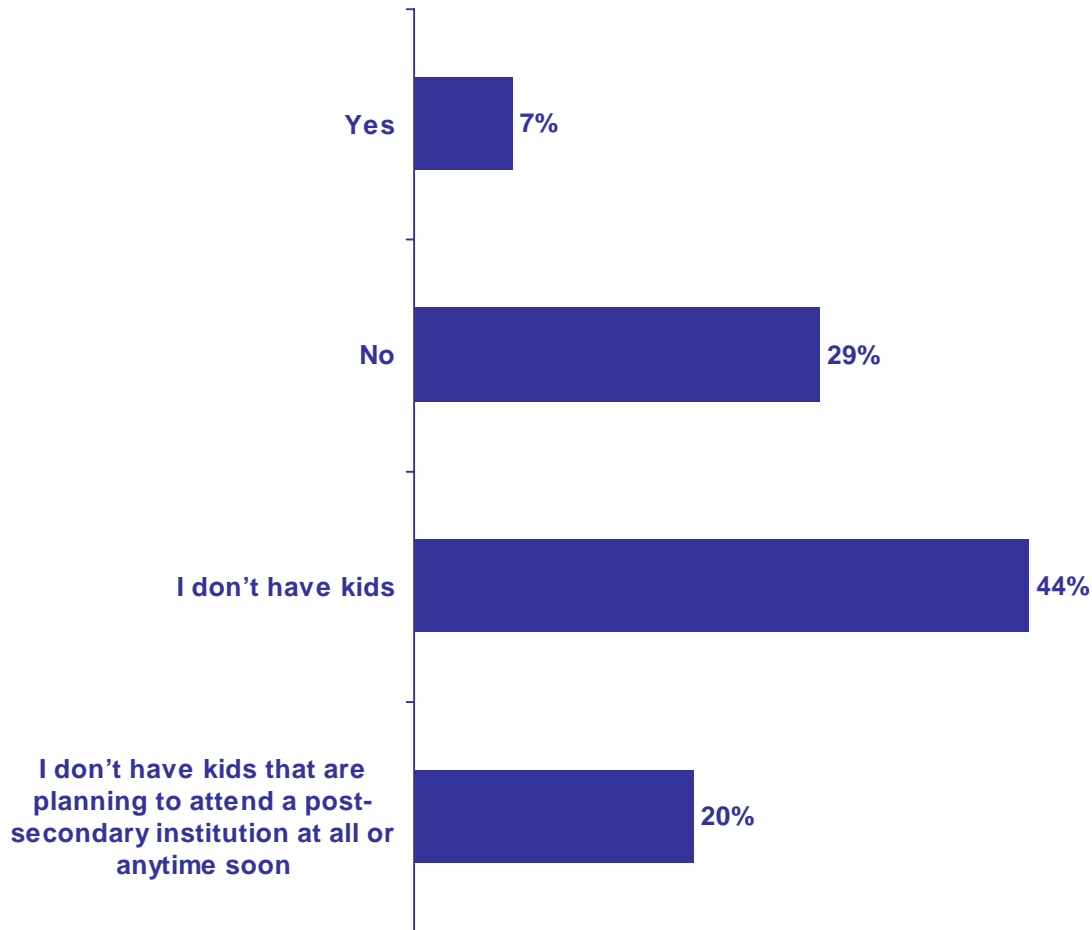


10. How has the recession caused you to alter your retirement plans?

Base: Recession caused to alter your retirement plans n=95

Recession and Children's Education

Recession and Children's Education

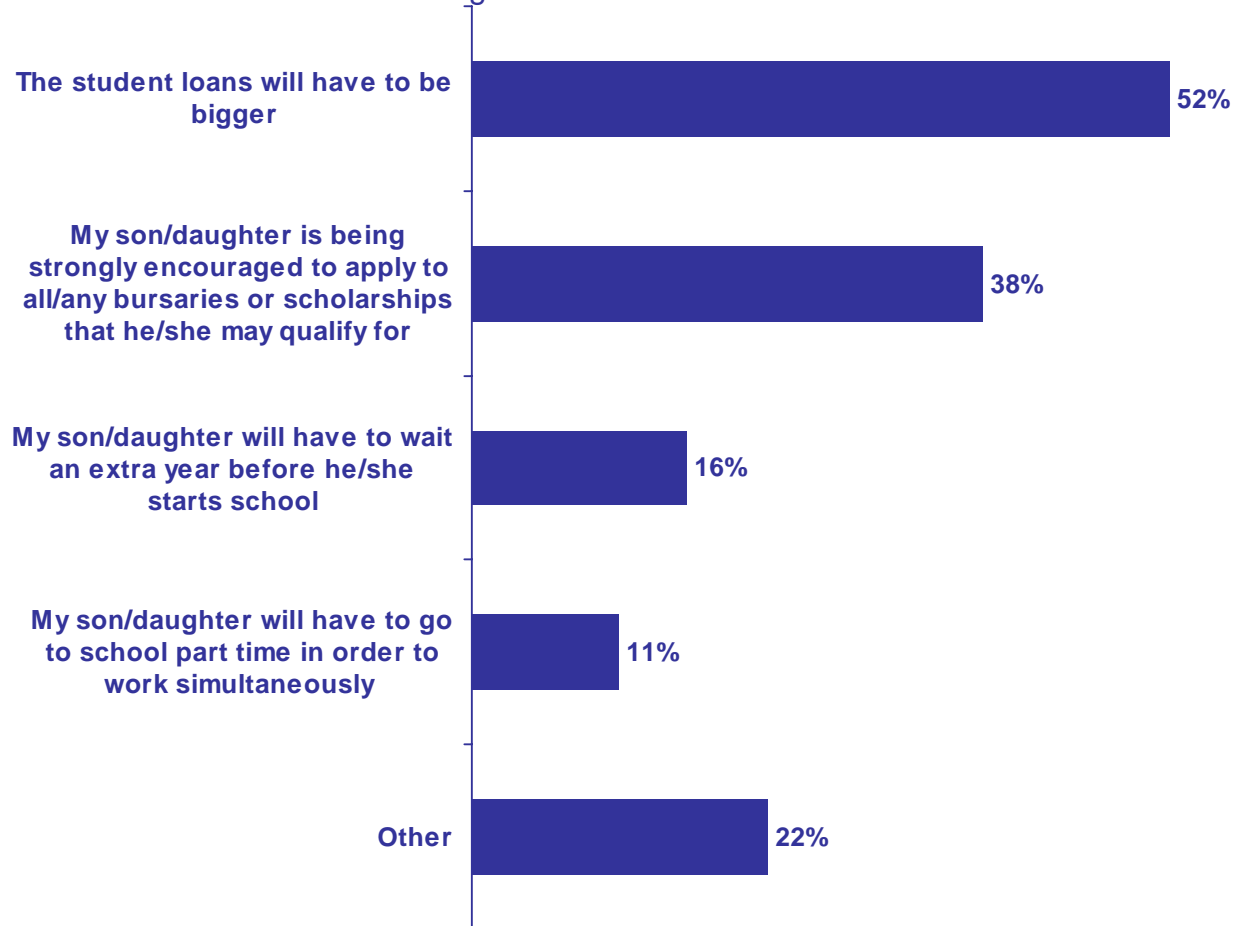


11. Has the recession caused you to alter your plans for your children's education or funding for it?

Base: All Saskatoon Respondents n=425

Recession and Children's Education

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

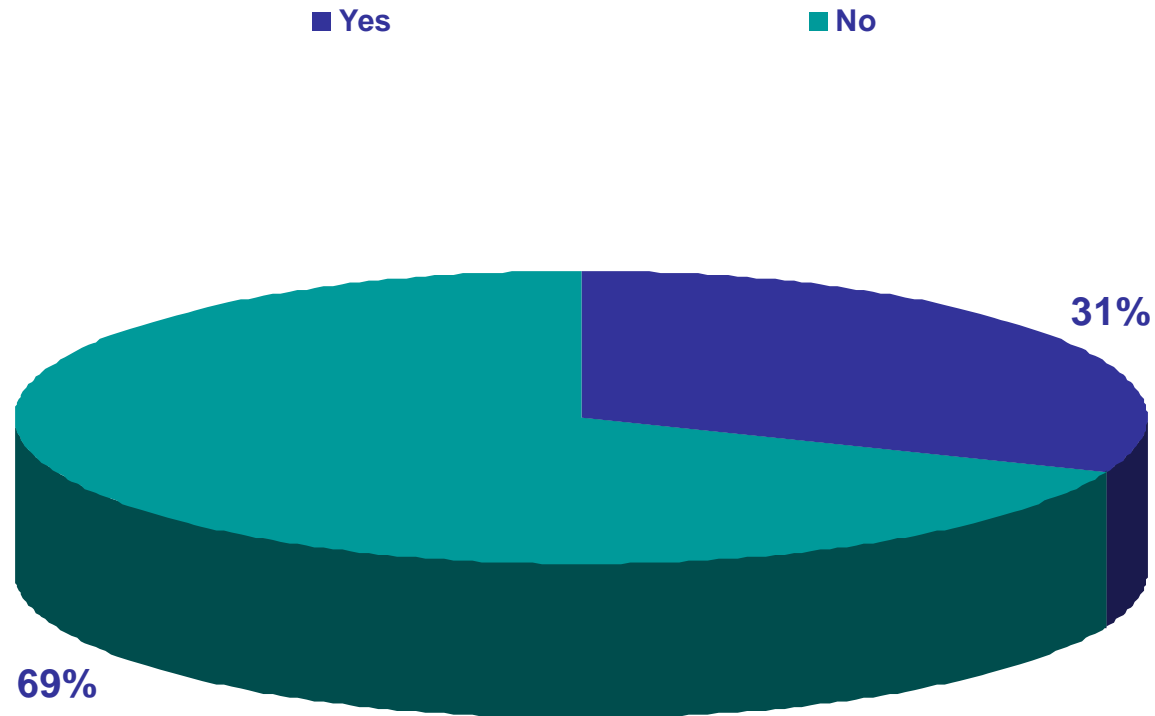


12. How has the recession affected your plans for your children's education or funding for it?

Base: Recession caused to alter your plans for your children's education or funding for it n=28

Recession and Investing

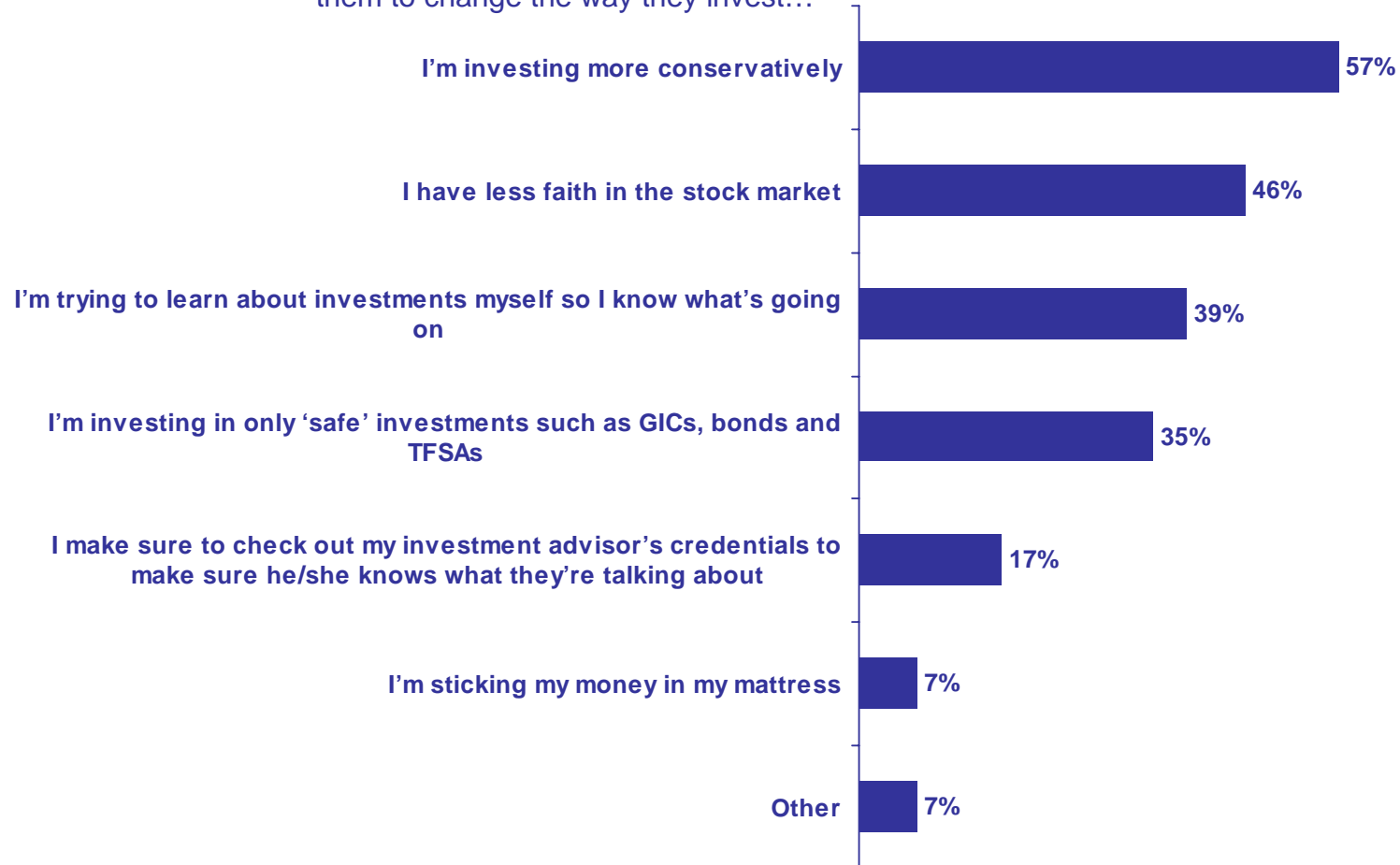
Recession and Investing



13. **Has the recession changed the way you invest?**
Base: All Saskatoon Respondents n=425

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=145

Food Safety and Life

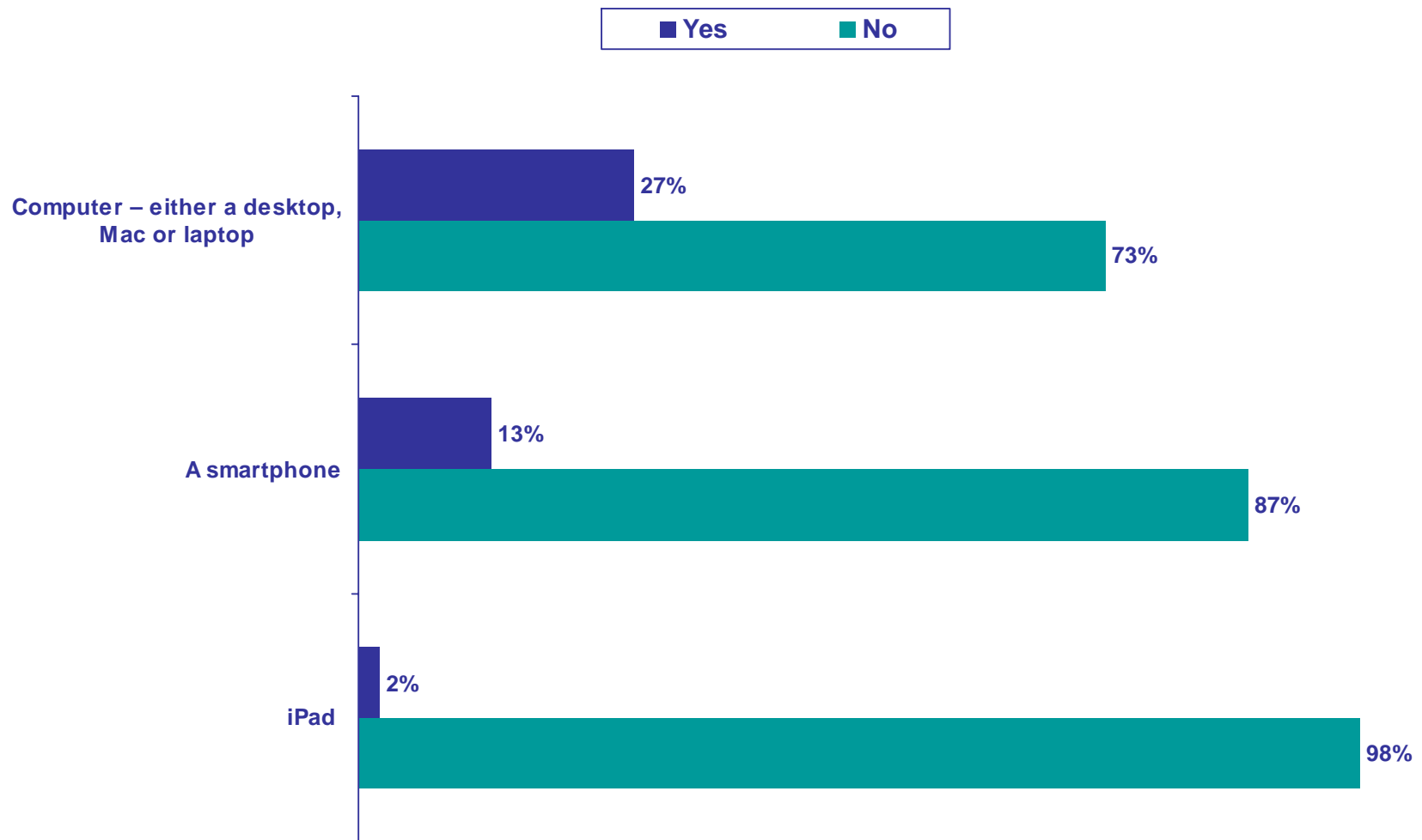
Food Safety and Other Lifestyle Statements



15. Do you agree or disagree with the following statements?
Base: All Saskatoon Respondents n=433

Technology Matters

Technology Purchases

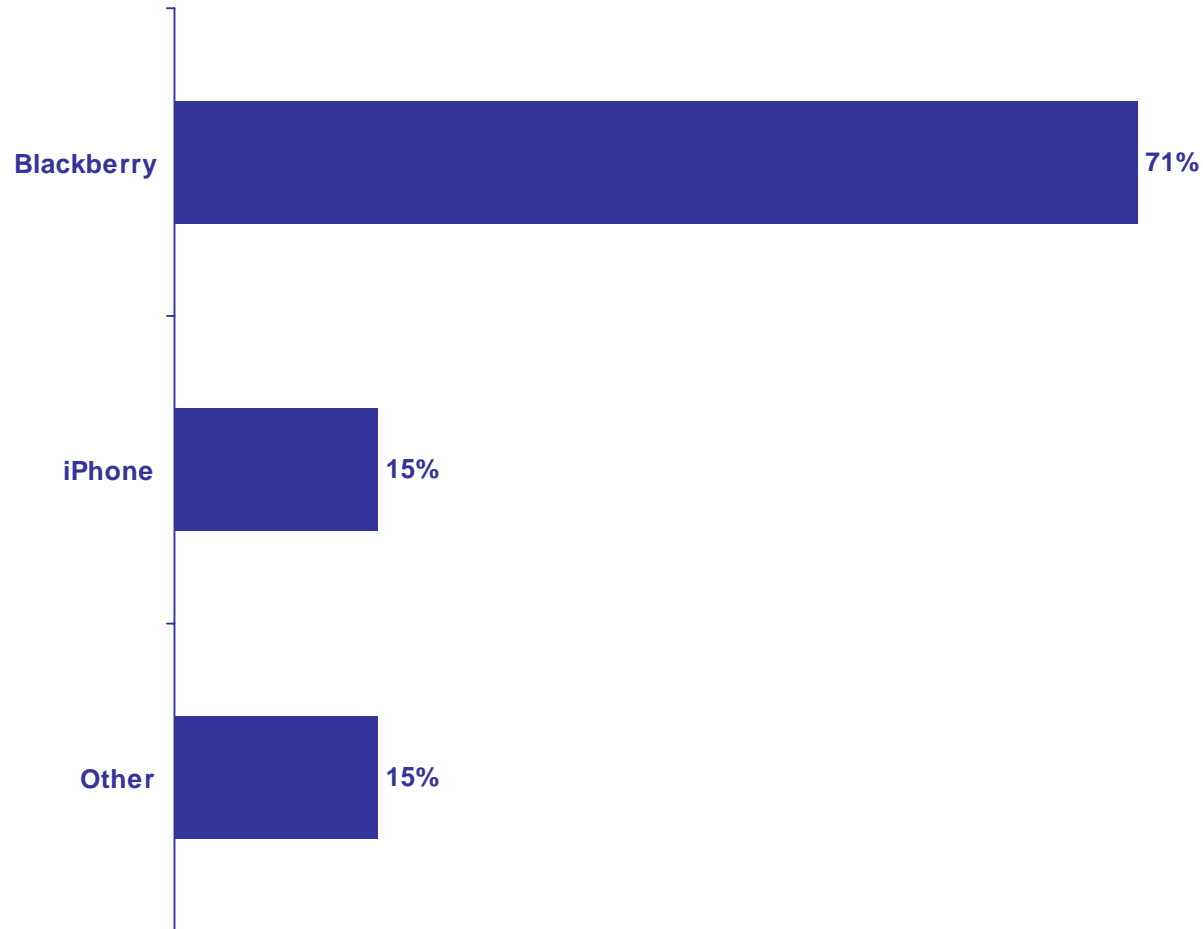


16. Have you or someone in your family bought any one of these items in the last 6 months?

Base: All Saskatoon Respondents n=425

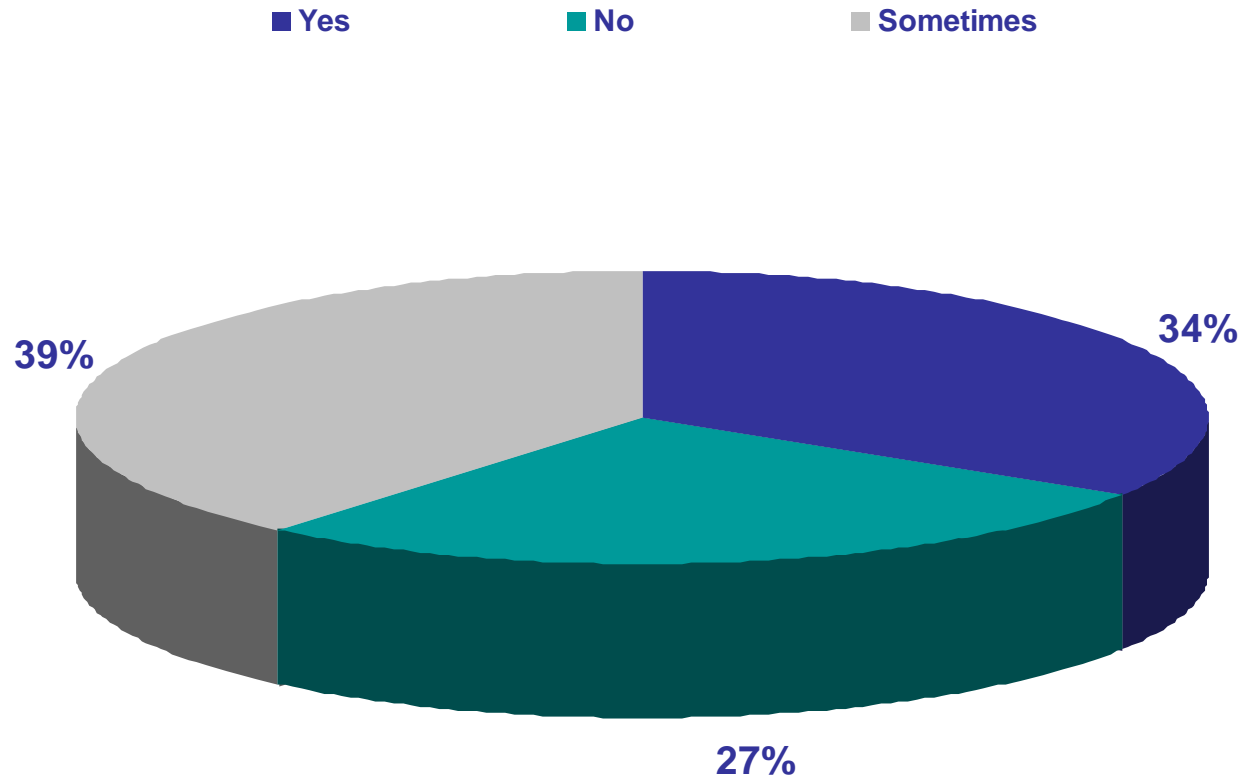
Battle of the Smartphones

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



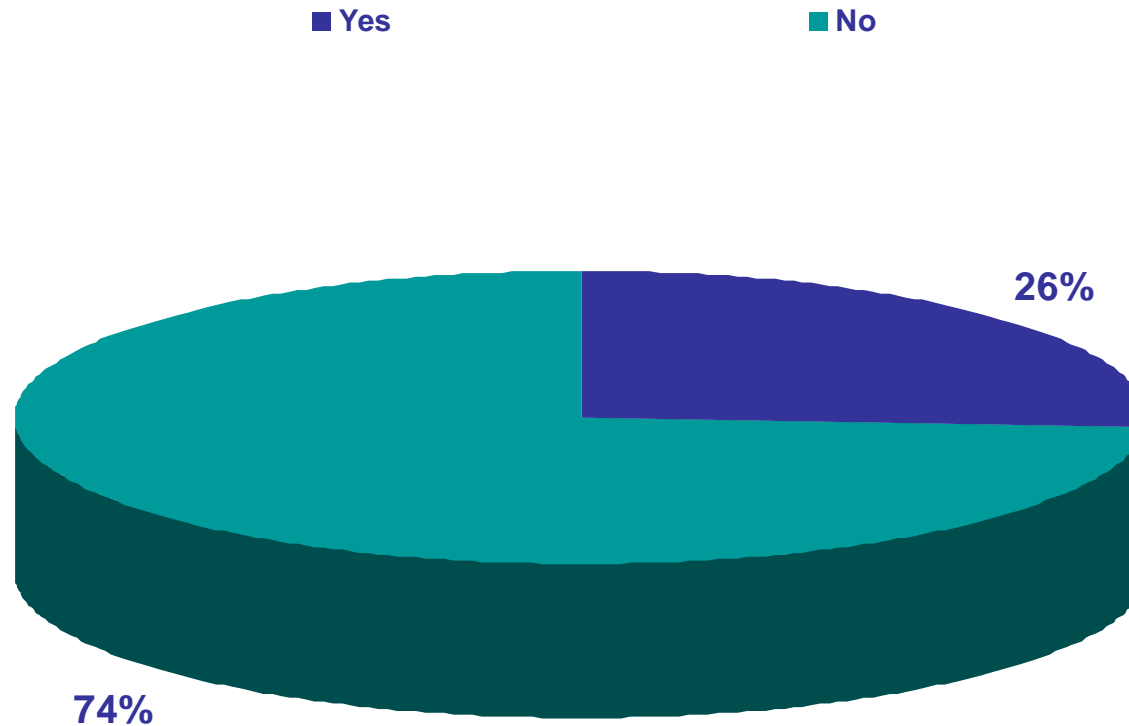
17. Which smartphone was purchased?

Base: Bought a smartphone in the last 6 months n=50



18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??
Base: All Saskatoon Respondents n=425

Antiquated Technology

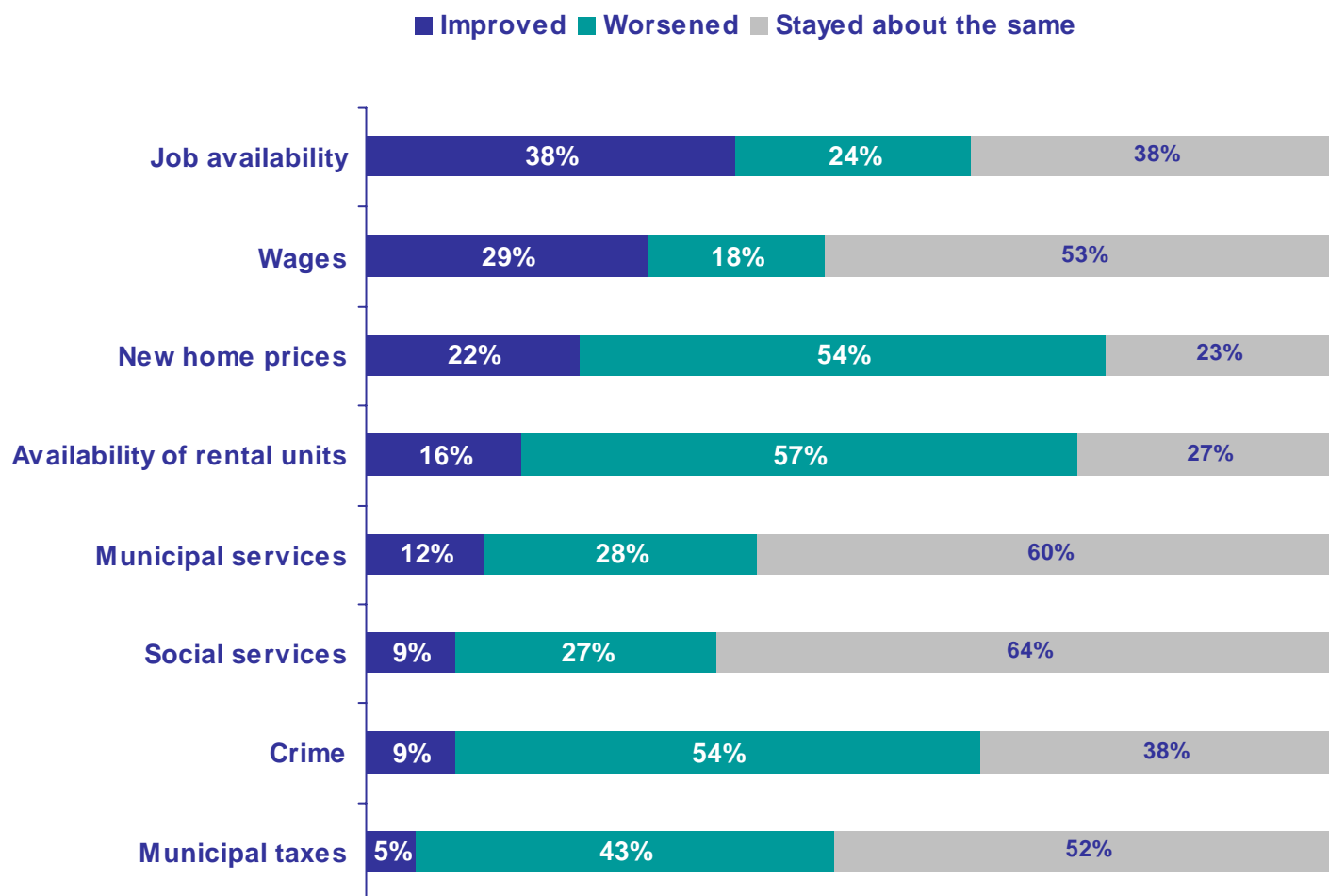


19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Saskatoon Respondents n=425

Saskatoon Specific Questions

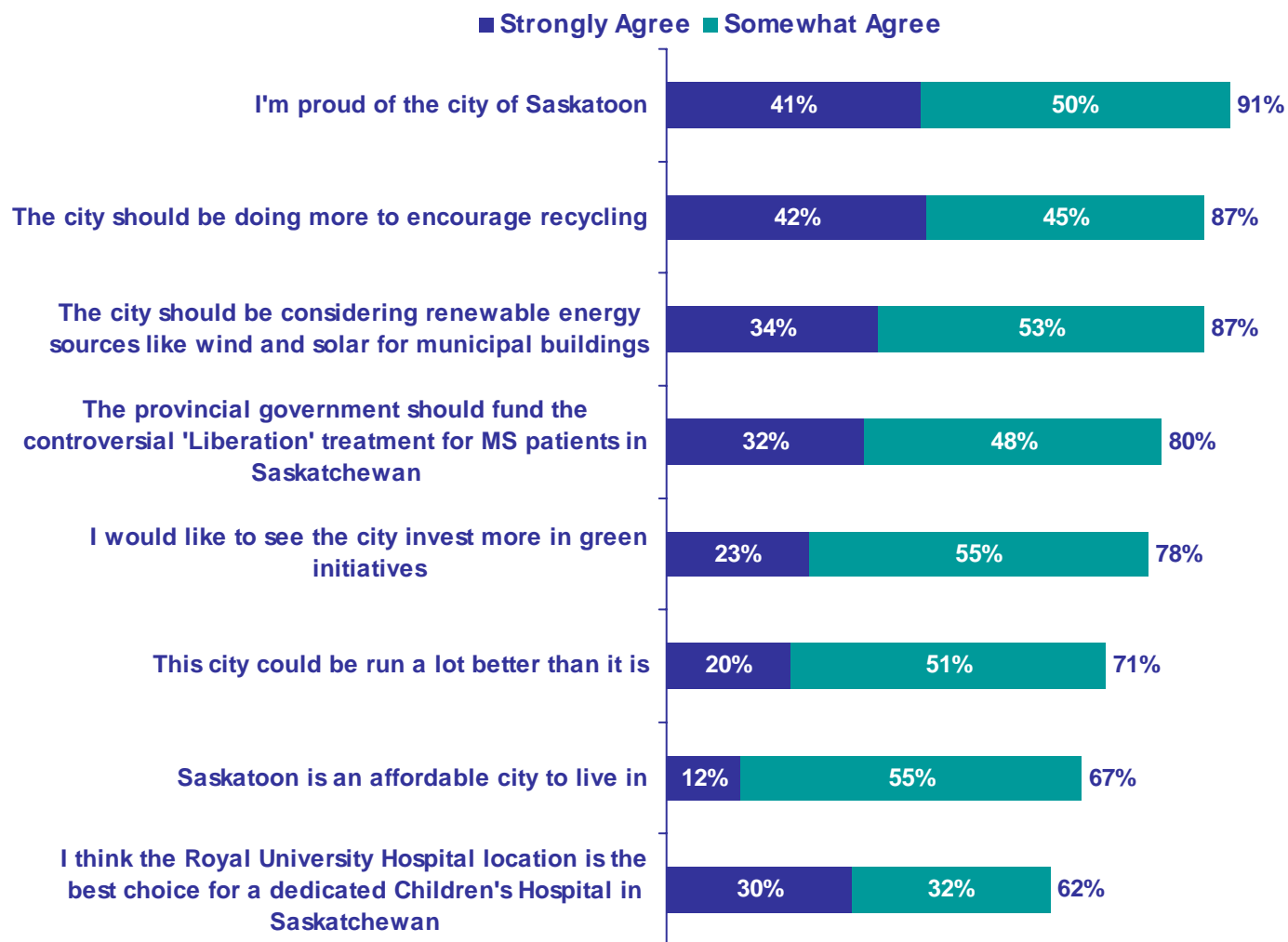
Housing and Services in Saskatoon



20. Despite the recent national recession, Saskatchewan has been leading the country in many key indicators. In fact, many would say this has actually been a 'boom' time for Saskatchewan and Saskatoon. From the perspective of you and your family, have each of the following improved or worsened over the last couple of years in Saskatoon?

Base: All Saskatoon Respondents n=425

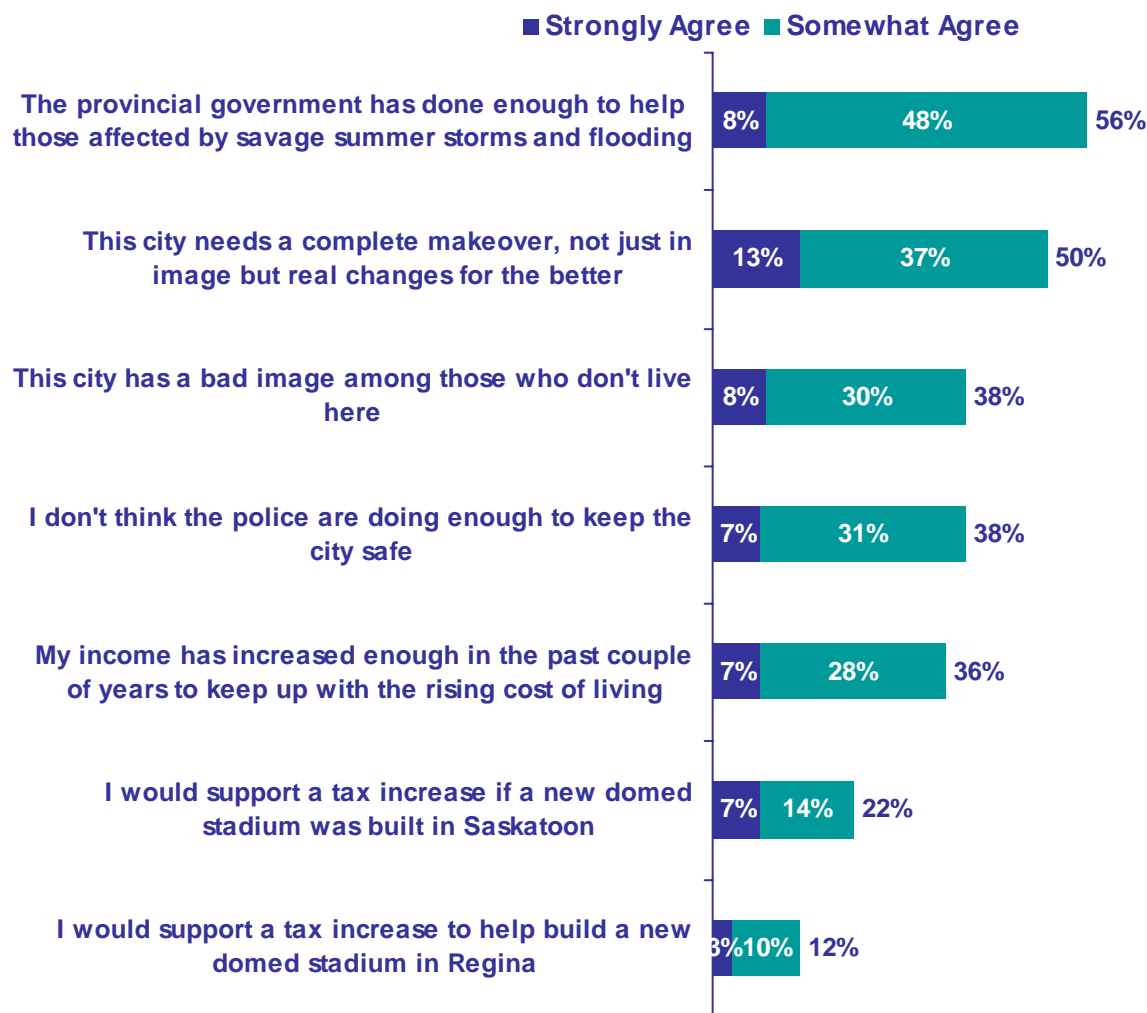
Saskatoon Agreement Statements



21. To what extent do you agree or disagree with the following statements

Base: All Saskatoon Respondents n=425

Lifestyle Agreement Statements



21. To what extent do you agree or disagree with the following statements

Base: All Saskatoon Respondents n=425