



Ipsos Reid



## Global Television - Toronto

September 2010



9/30/2010

Nobody's Unpredictable

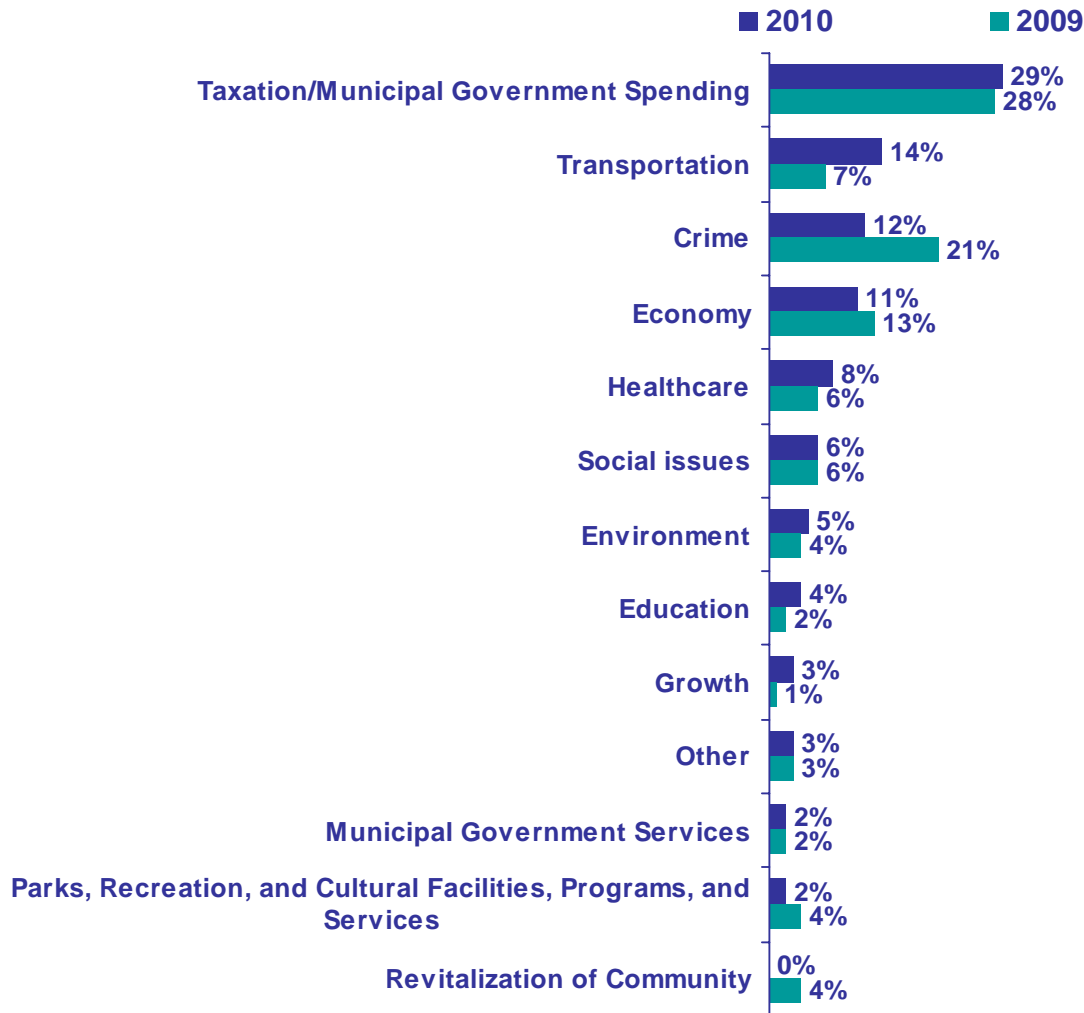
## Methodology

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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

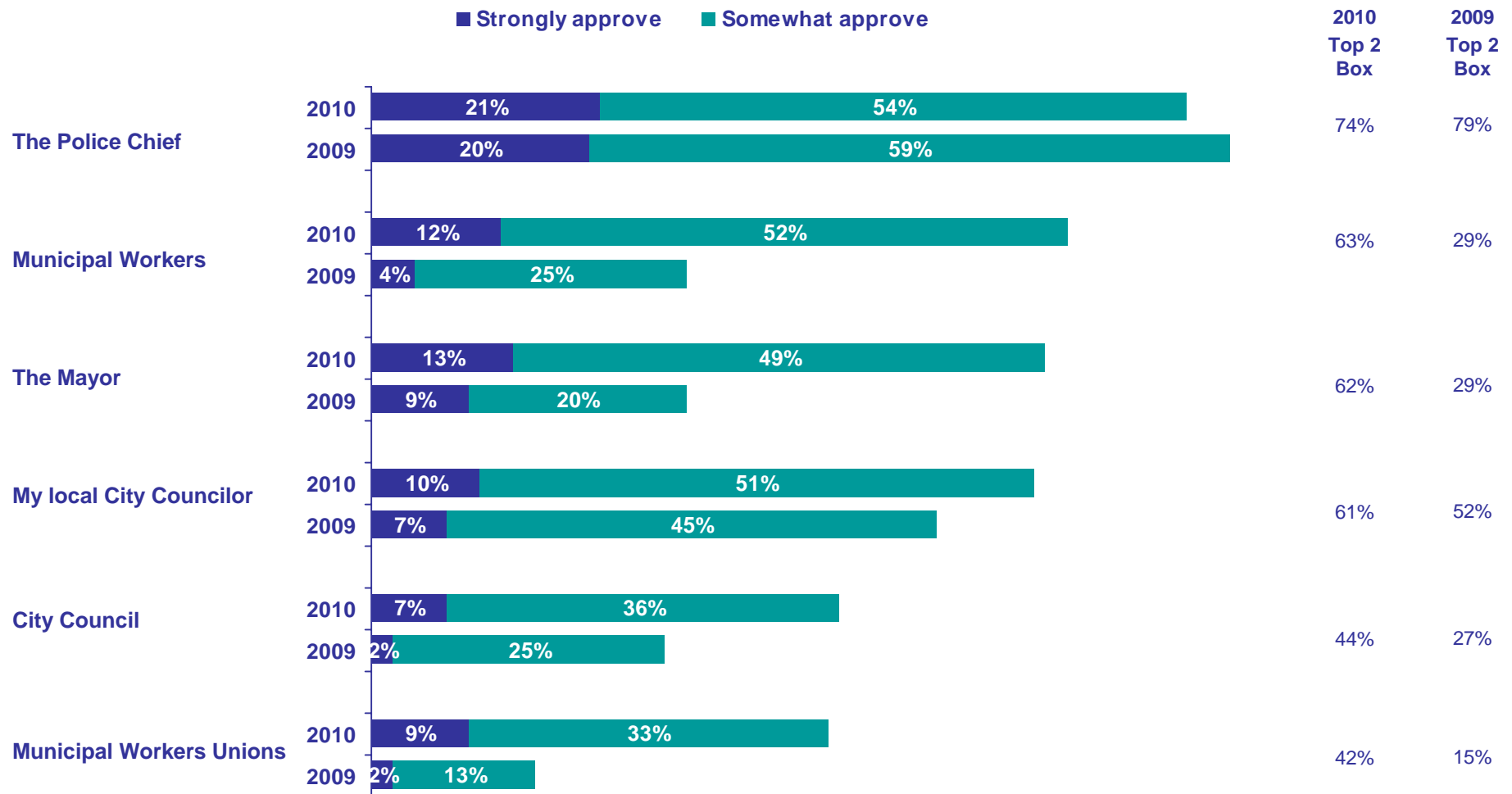
# Top Local Issues in Toronto



1. In your view, as a resident of Toronto, 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 Toronto Respondents n=437; 2009 n=443

# Performance Approval Rating of Various Officials

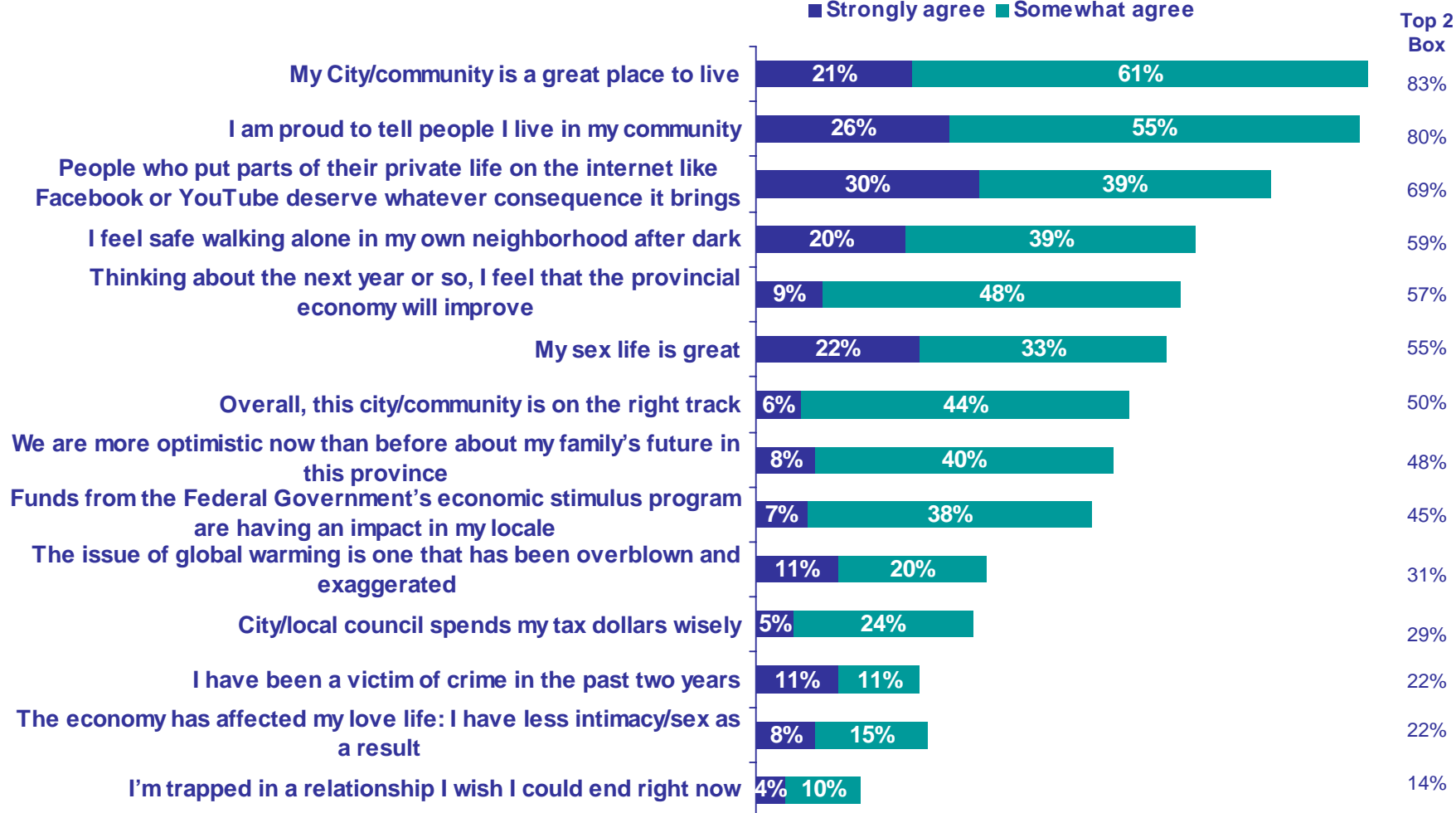


2. Generally speaking would you say you approve or disapprove of the overall performance of the following in Toronto?

Base: All Toronto Respondents n=437; 2009 n=443

# Agreement with Statements

■ Strongly agree ■ Somewhat agree



3. Do you agree or disagree with the following statements?  
Base: All Toronto Respondents n=437

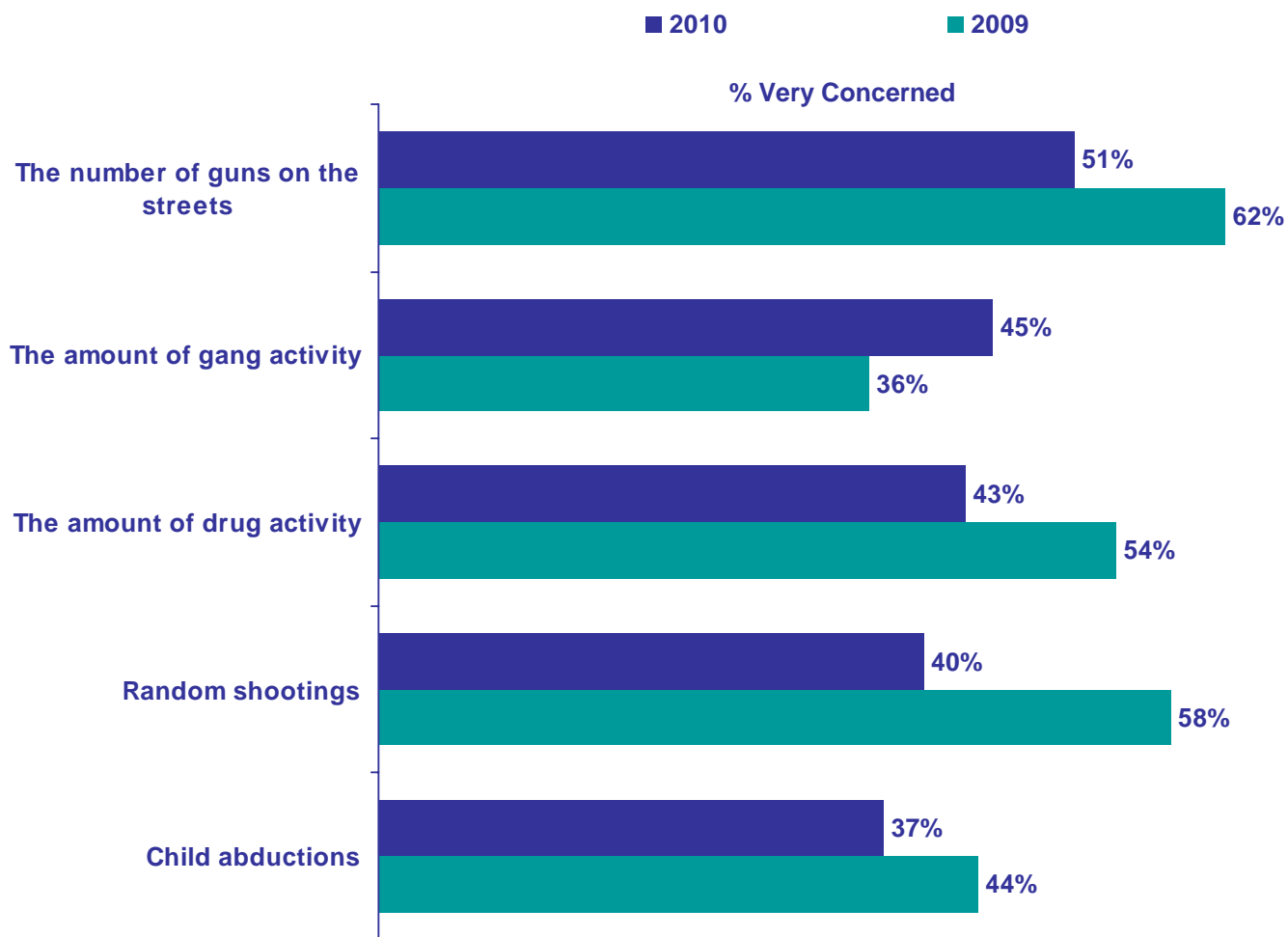
## Agreement with Statements Yearly Comparison

	2010	2009
	Top 2 Box	Top 2 Box
I feel safe walking alone in my own neighborhood after dark	59%	68%
I have been a victim of crime in the past two years	22%	22%
My City/community is a great place to live	83%	82%
I am proud to tell people I live in my community	80%	80%
The economy has affected my love life: I have less intimacy/sex as a result	22%	15%
People who put parts of their private life on the internet like Facebook or YouTube deserve whatever consequence it brings	69%	73%
I'm trapped in a relationship I wish I could end right now	14%	14%
My sex life is great	55%	55%
City/local council spends my tax dollars wisely	29%	12%
Overall, this city/community is on the right track	50%	44%
Funds from the Federal Government's economic stimulus program are having an impact in my locale	45%	22%
Thinking about the next year or so, I feel that the provincial economy will improve	57%	72%
We are more optimistic now than before about my family's future in this province	48%	45%
The issue of global warming is one that has been overblown and exaggerated	31%	34%

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

Base: All Toronto Respondents n=437; 2009 n=443

## Concerns About Crime and Safety



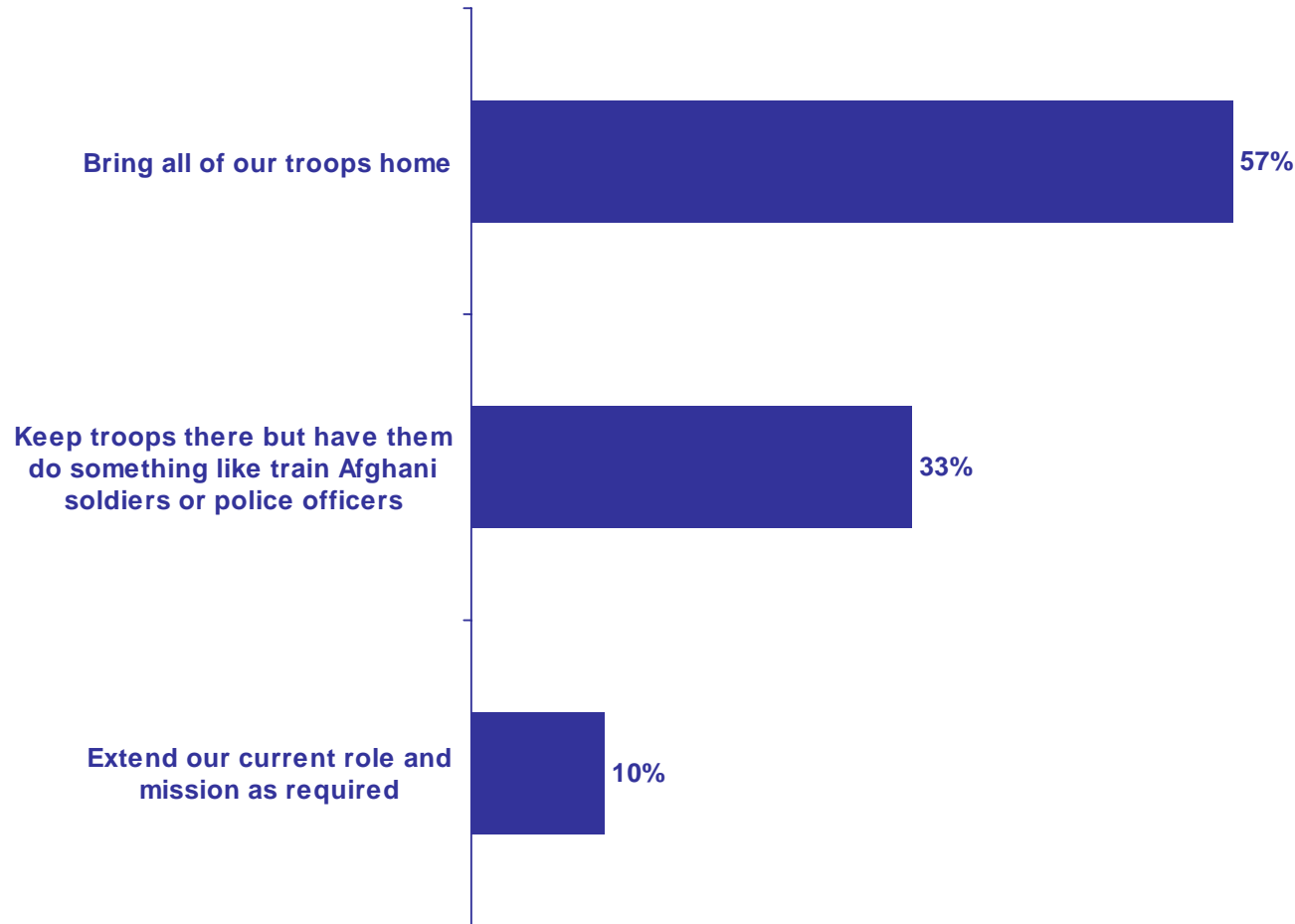
4. How concerned are you about the following in your community?

Base: All Toronto Respondents n=437; 2009 n=443



## Views on Afghanistan

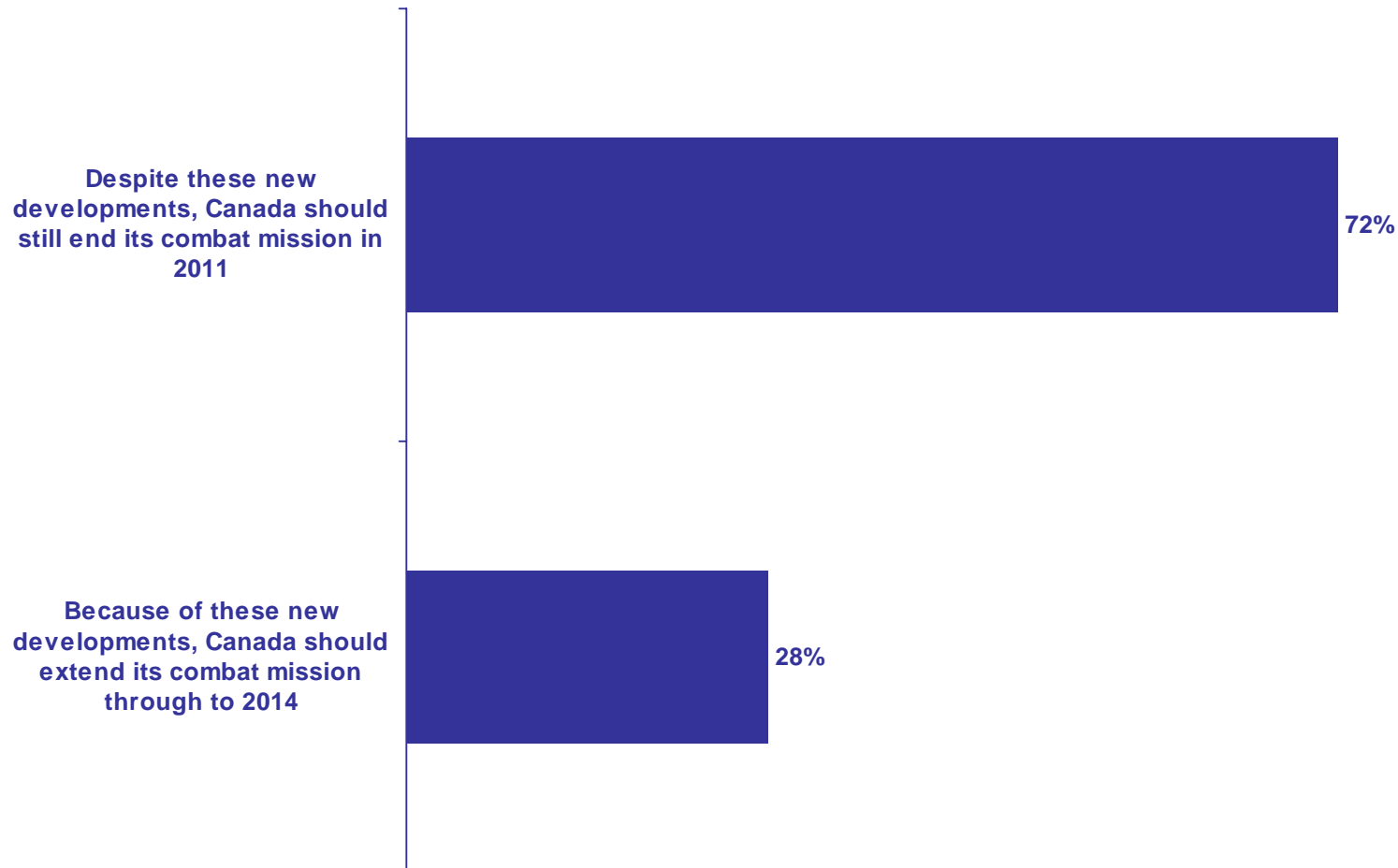
## Views on Afghanistan – Position on Current Mission



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 Toronto Respondents n=437

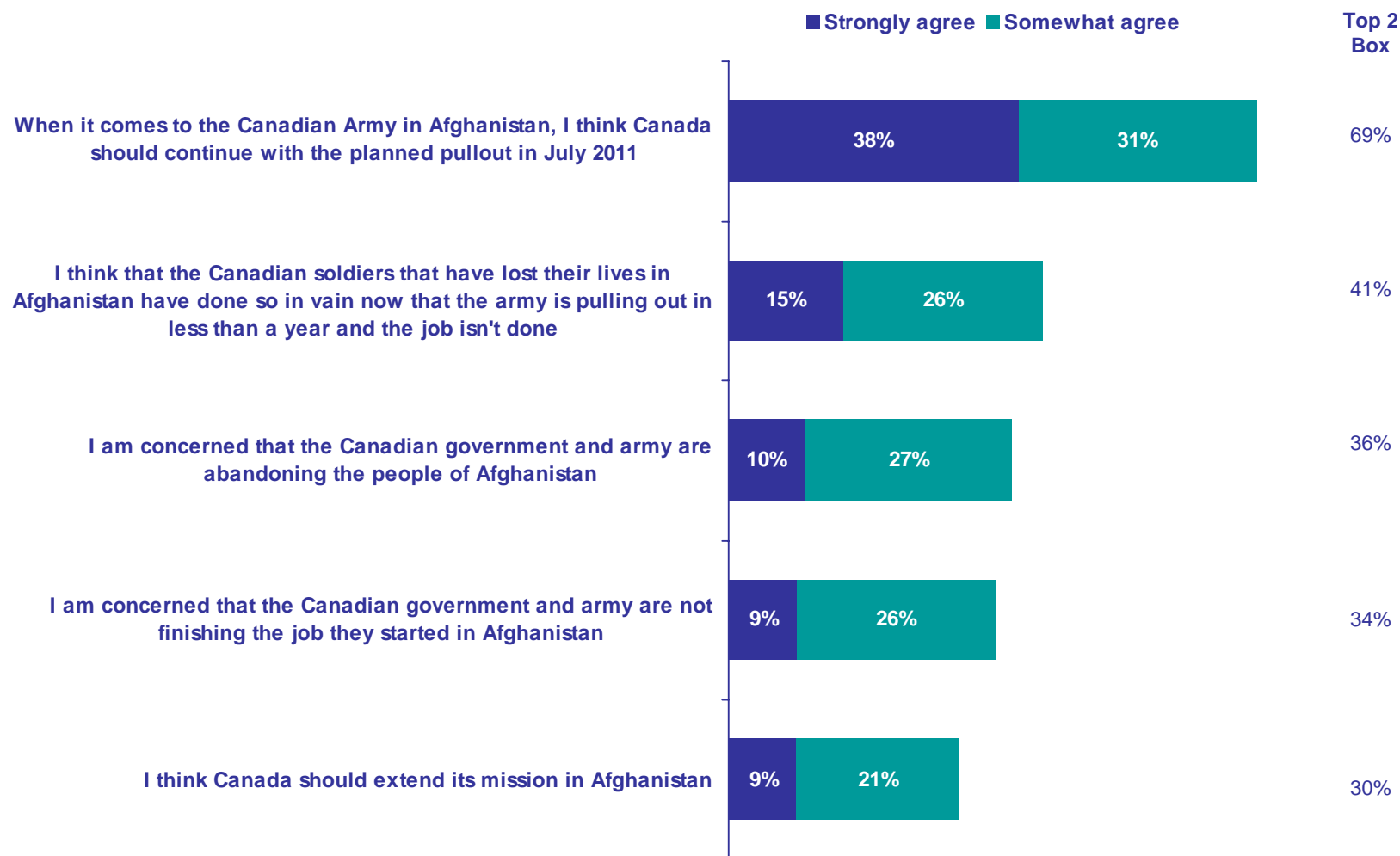
## Afghanistan – Mission End Date Position



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 Toronto Respondents n=437

# Afghanistan Agreements



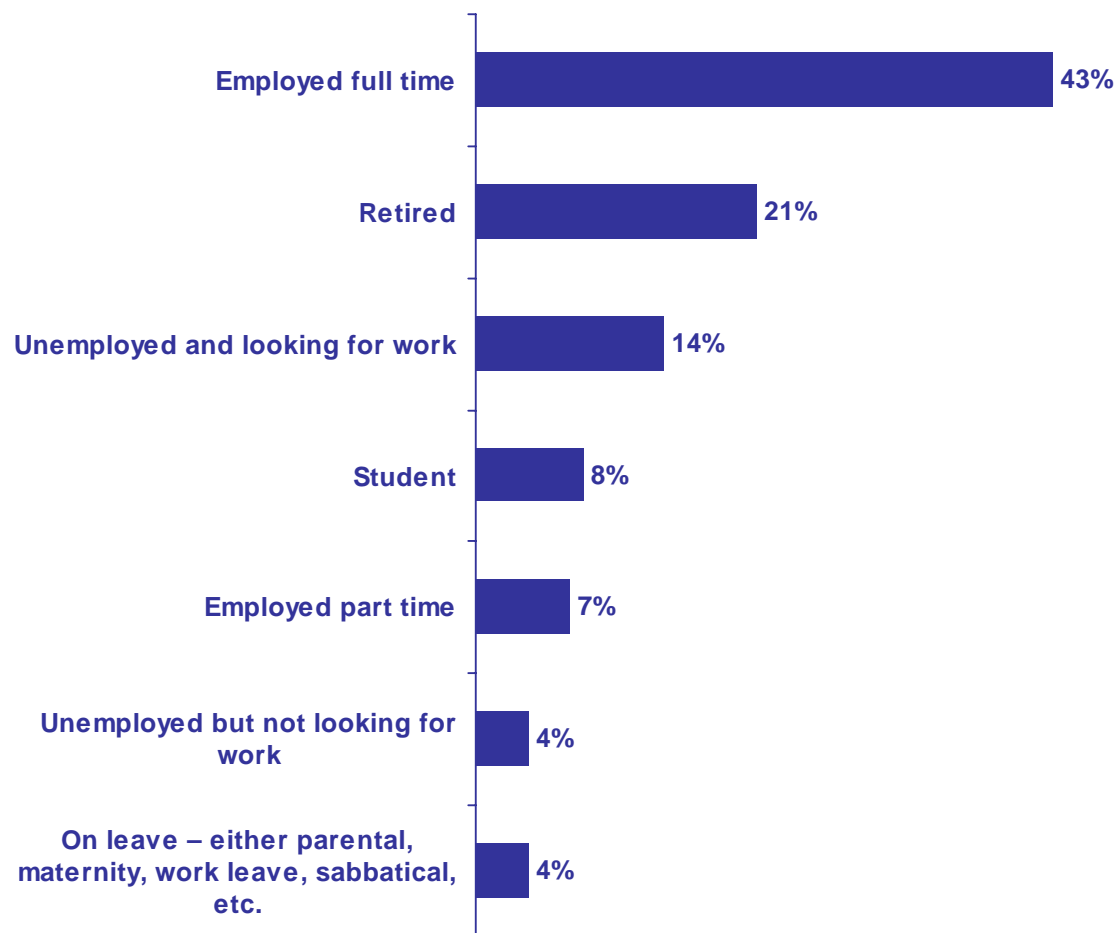
15. Do you agree or disagree with the following statements?

Base: All Toronto Respondents n=437



## Jobs

## Employment Status

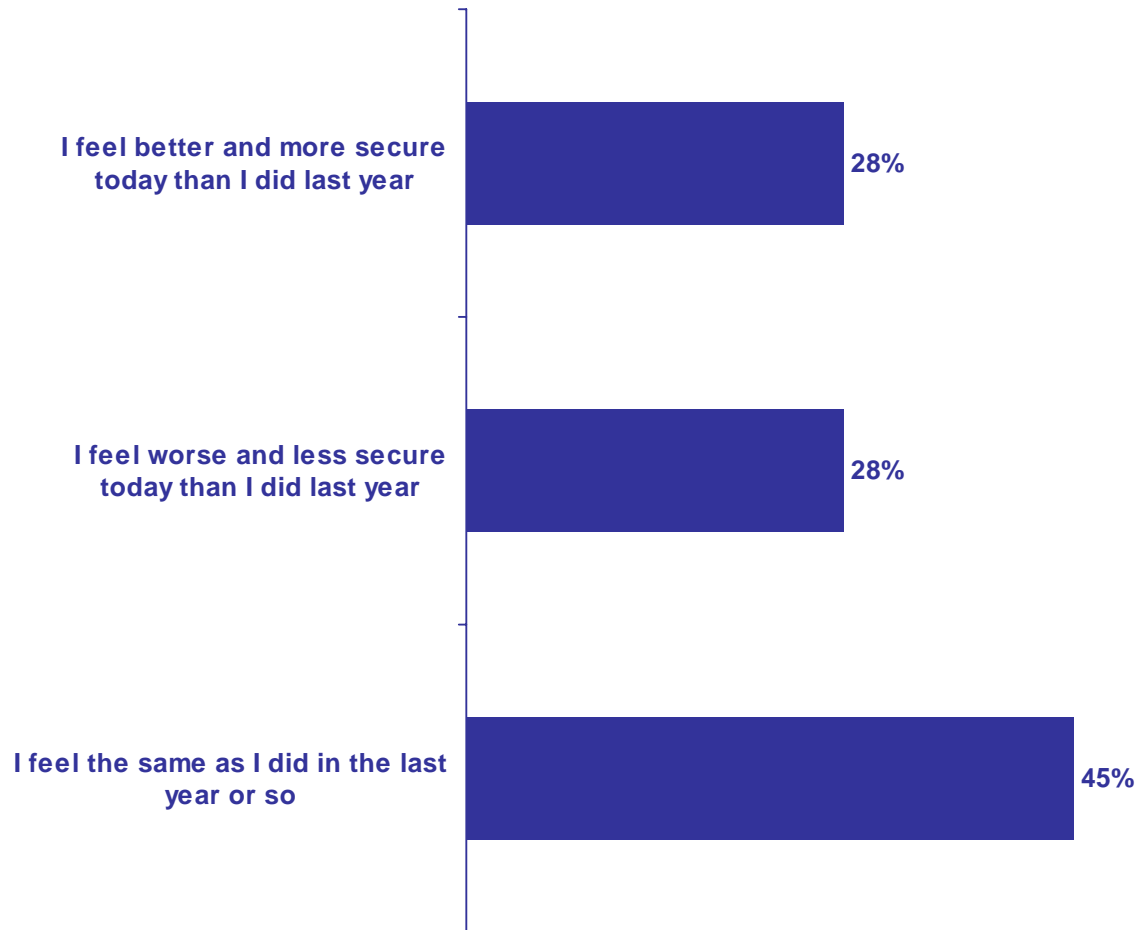


7. What is your current employment status?

Base: All Toronto Respondents n=437



## Change in Job Security



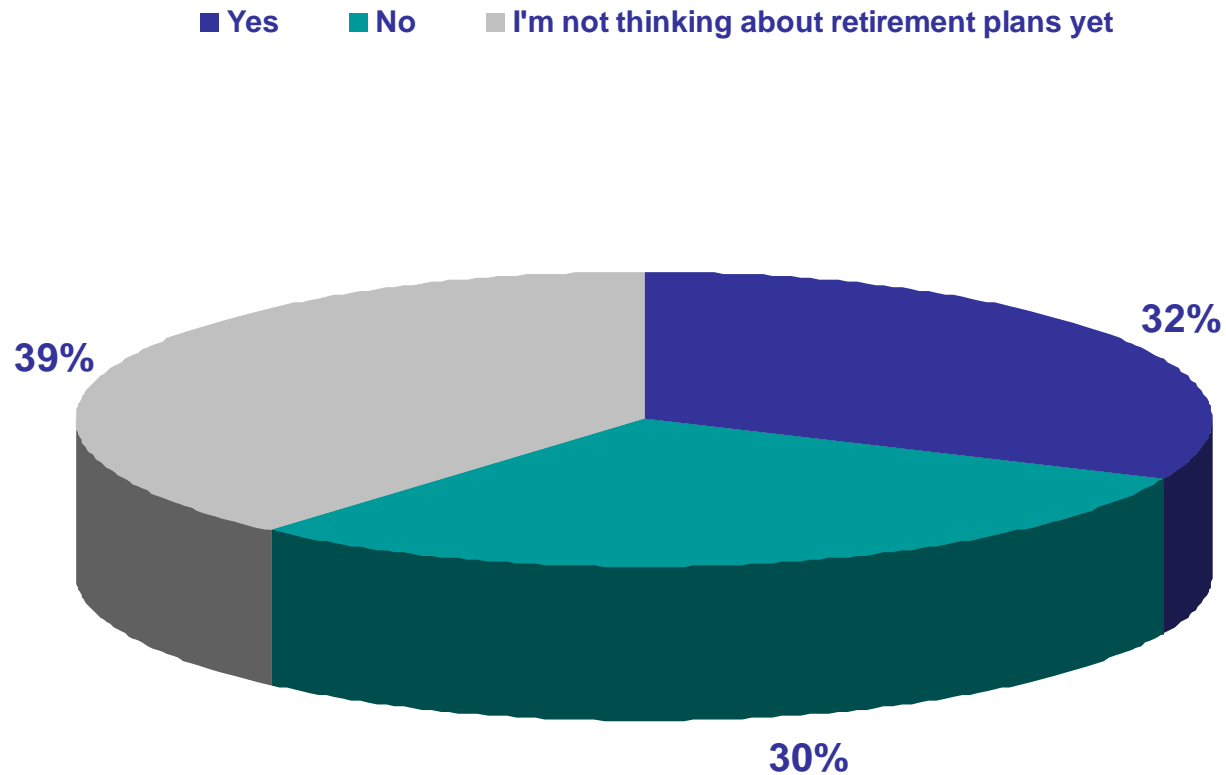
8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=315

## **Recession and Retirement**



## Recession and Retirement Plans

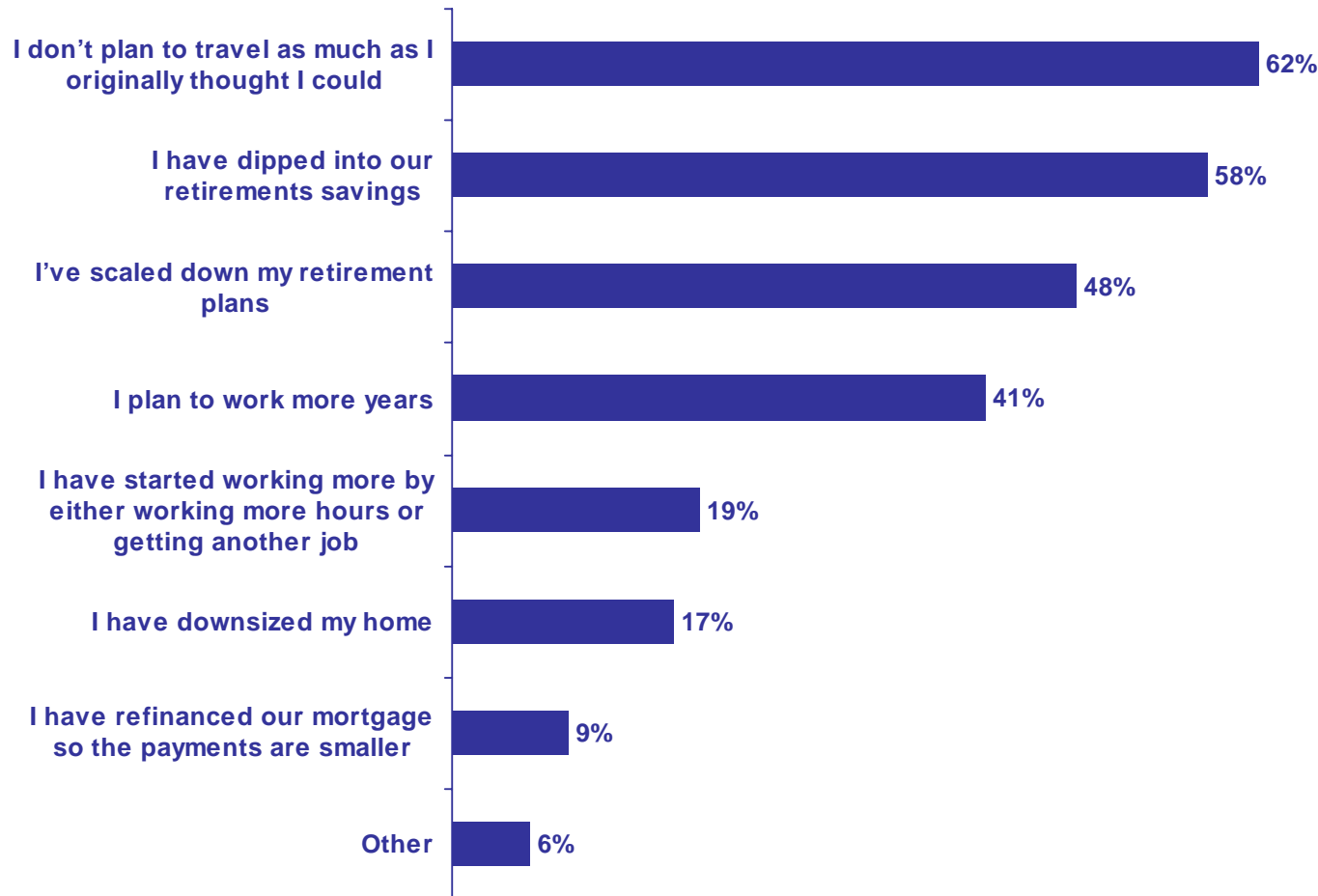


9. **Has the recession caused you to alter your retirement plans?**  
Base: All Toronto Respondents n=437



## How the Recession Has Altered Retirement Plans

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

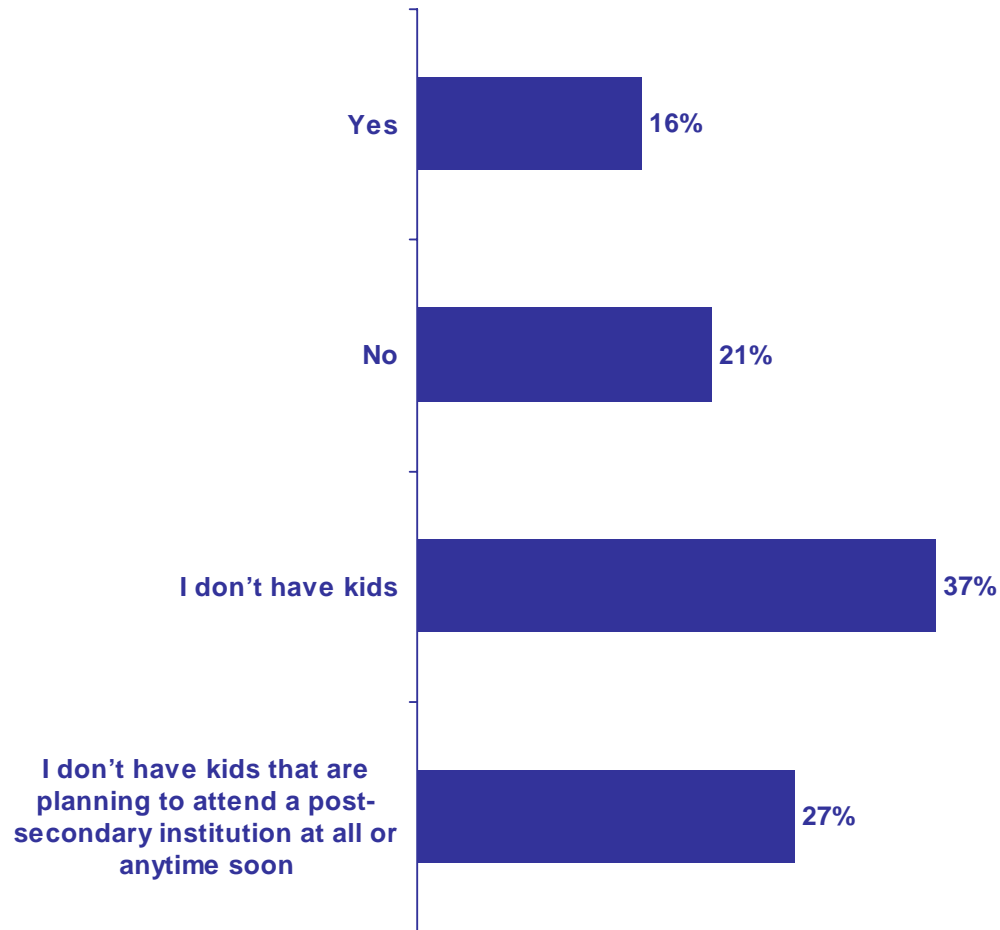


10. How has the recession caused you to alter your retirement plans?

Base: Recession caused to alter your retirement plans n=113

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

## Recession and Children's Education

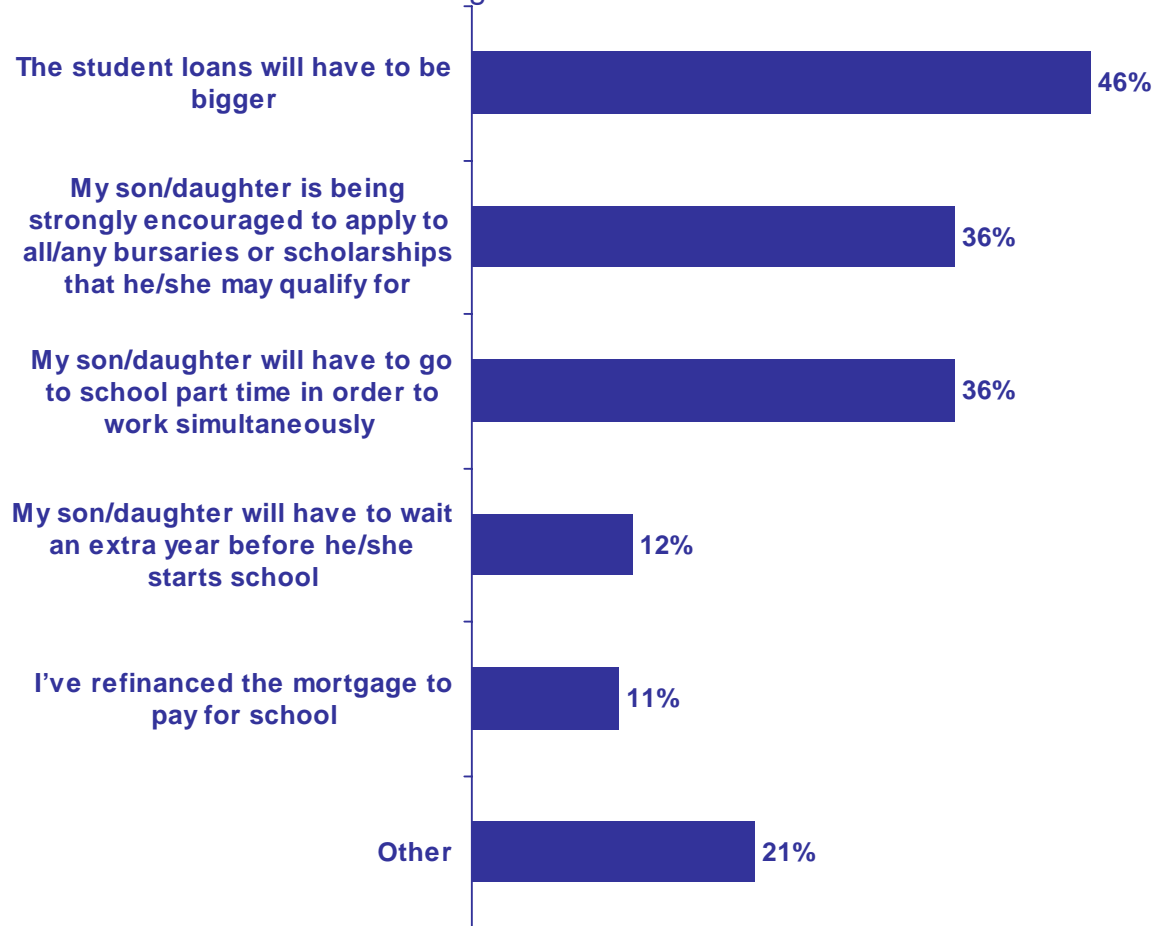


11. Has the recession caused you to alter your plans for your children's education or funding for it?

Base: All Toronto Respondents n=437

## Recession and Children's Education

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



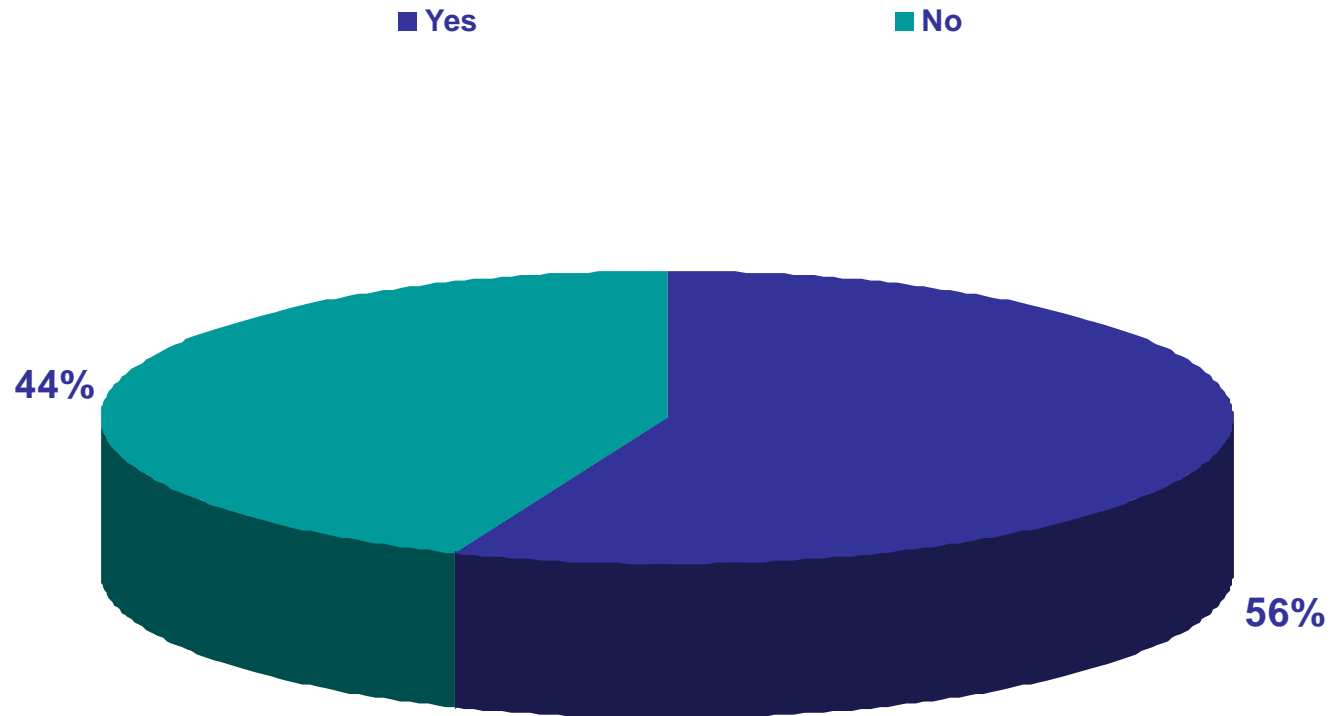
12. How has the recession affected your plans for your children's education or funding for it?

Base: Recession caused to alter your plans for your children's education or funding for it n=45

## **Recession and Investing**

## Recession and Investing

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13. **Has the recession changed the way you invest?**  
Base: All Toronto Respondents n=437

## Recession and Investing

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



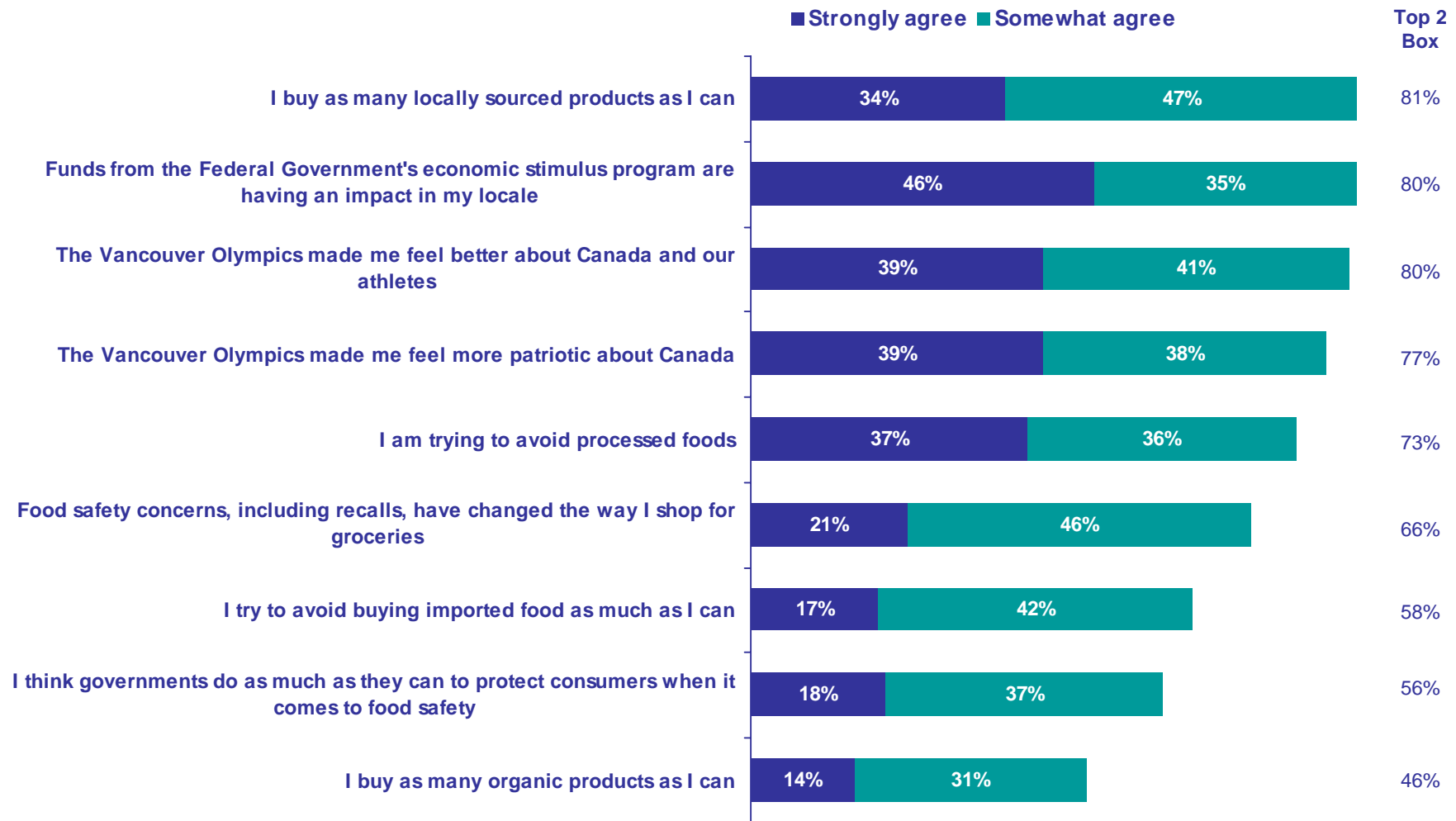
14. How has the recession caused you to change the way you invest?

Base: Recession caused you to change the way you invest n=214



## Food Safety and Life

# Food Safety and Other Lifestyle Statements



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

Base: All Toronto Respondents n=437

## Technology Matters

## Technology Purchases

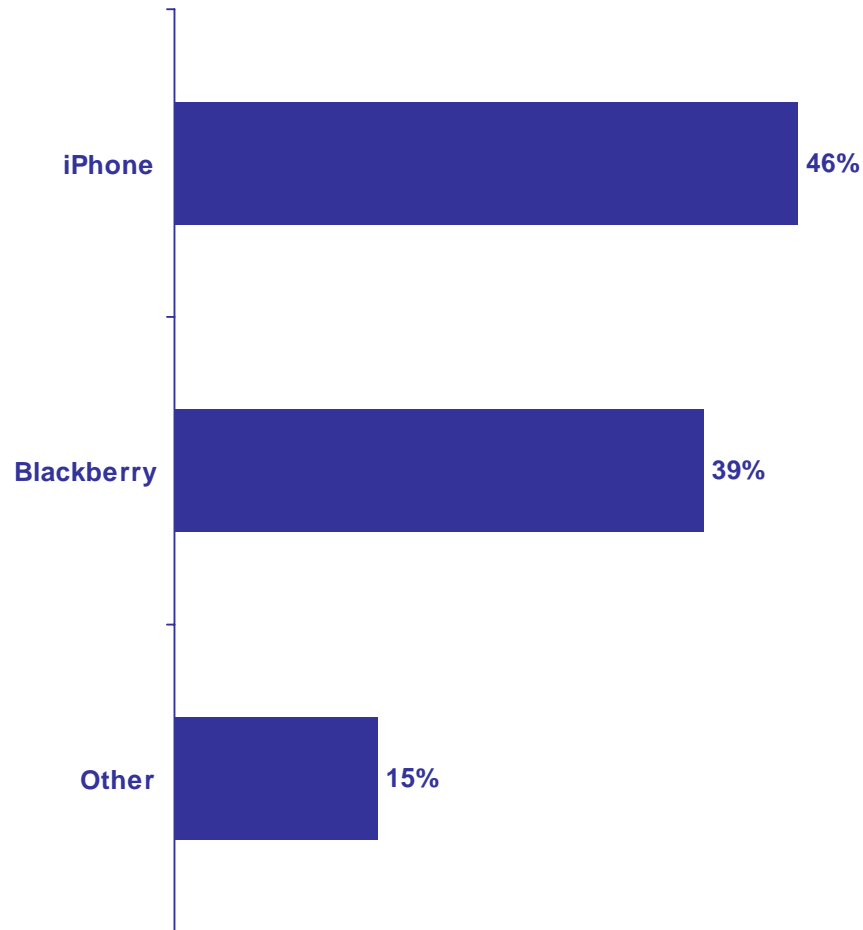


16. Have you or someone in your family bought any one of these items in the last 6 months?

Base: All Toronto Respondents n=437

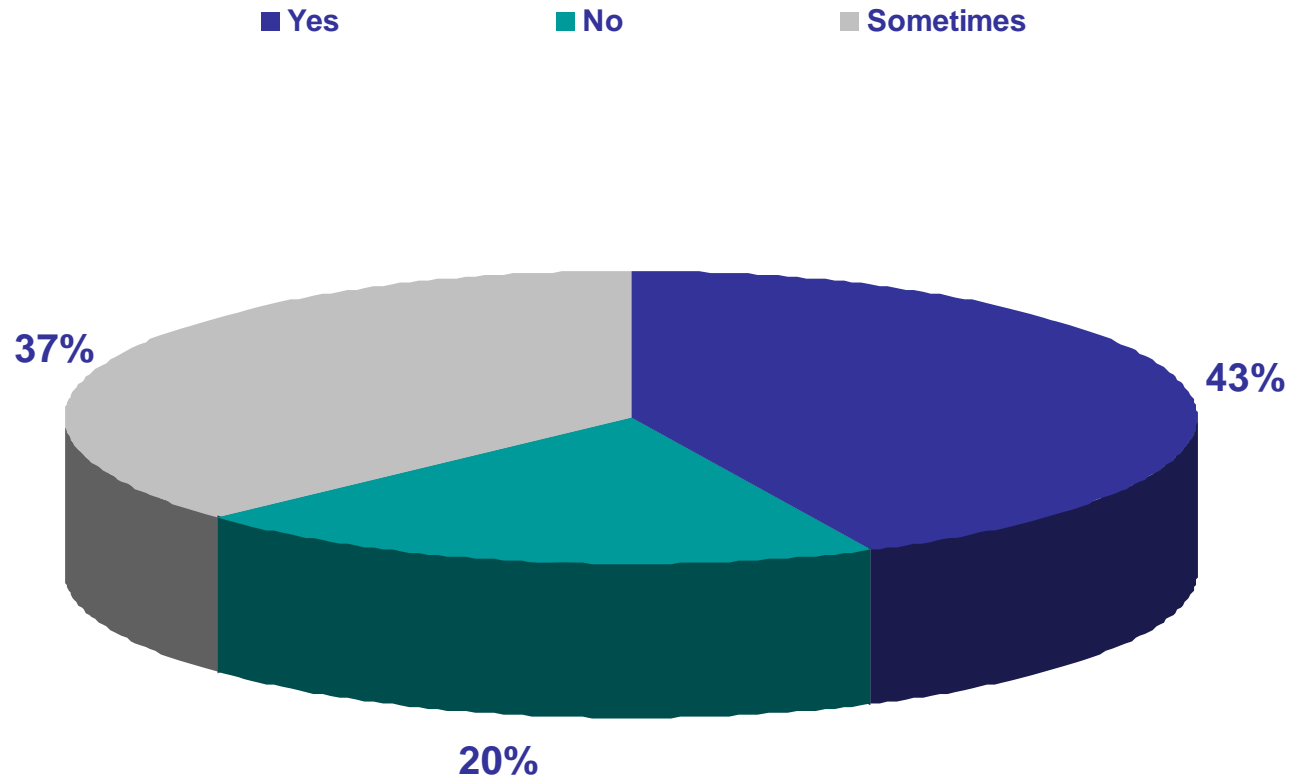
## Battle of the Smartphones

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



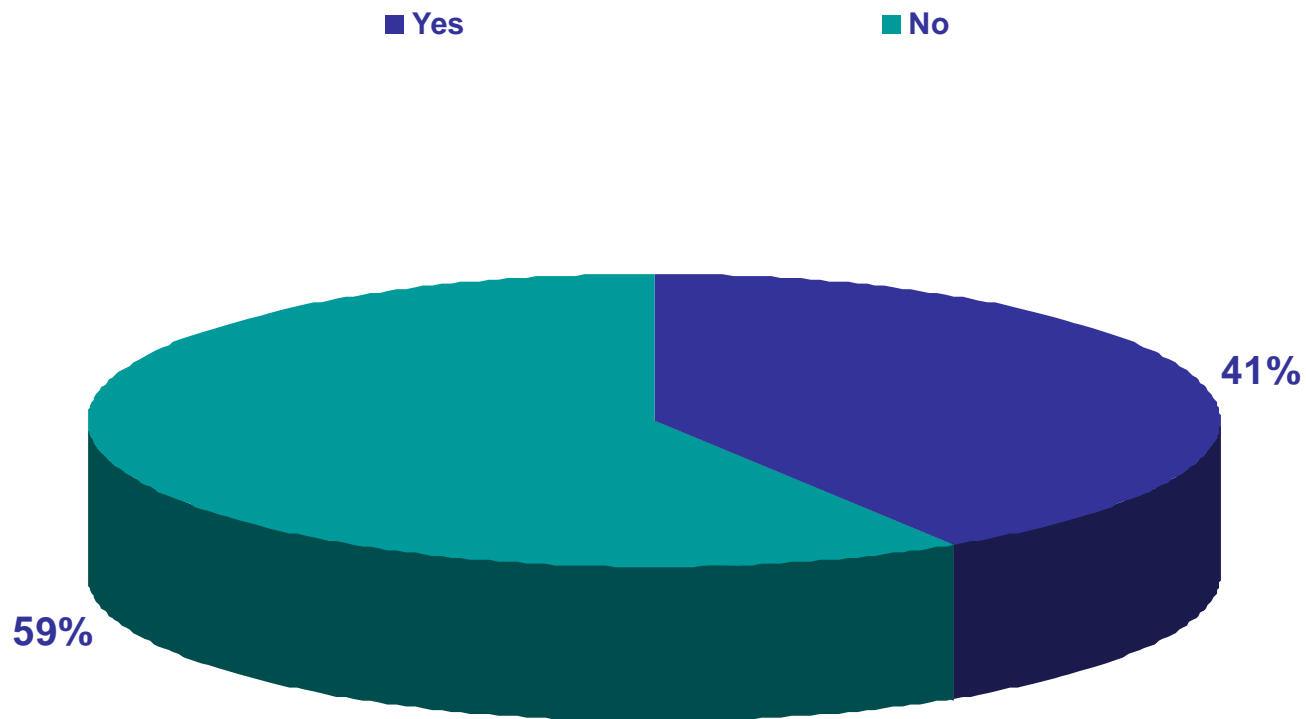
17. Which smartphone was purchased?

Base: Bought a smartphone in the last 6 months n=110



18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??  
Base: All Toronto Respondents n=437

## Antiquated Technology



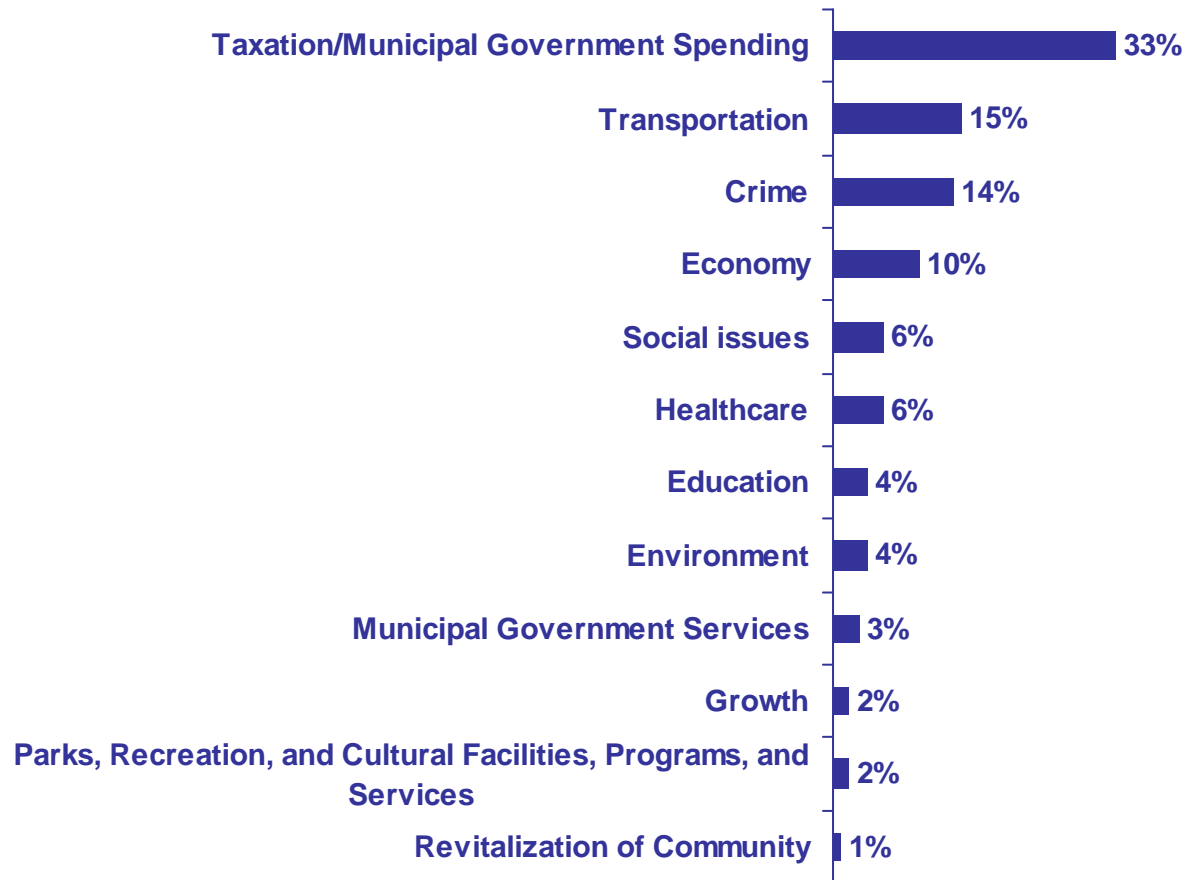
19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Toronto Respondents n=437

## Toronto Specific Questions



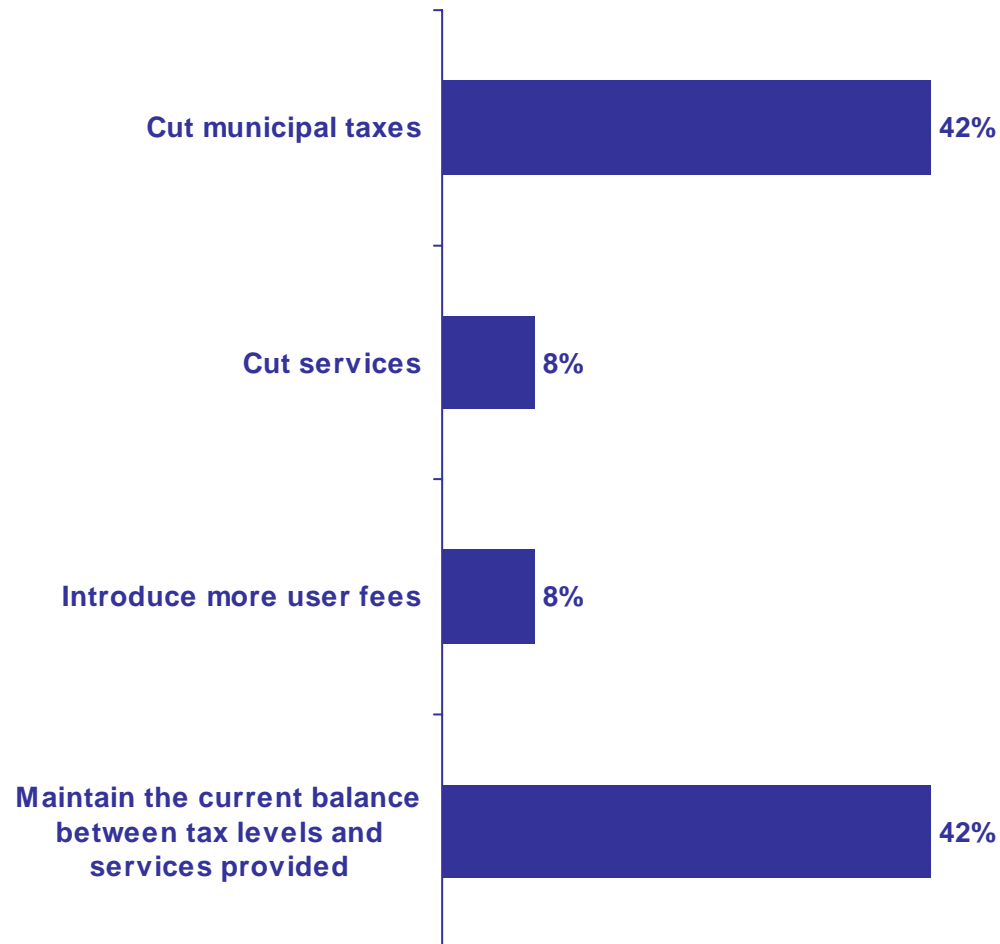
## Most Important Local Issue for Mayoral Candidates



20. In your view, as a resident of Toronto, 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 and those vying for mayor?

Base: All Toronto Respondents n=437

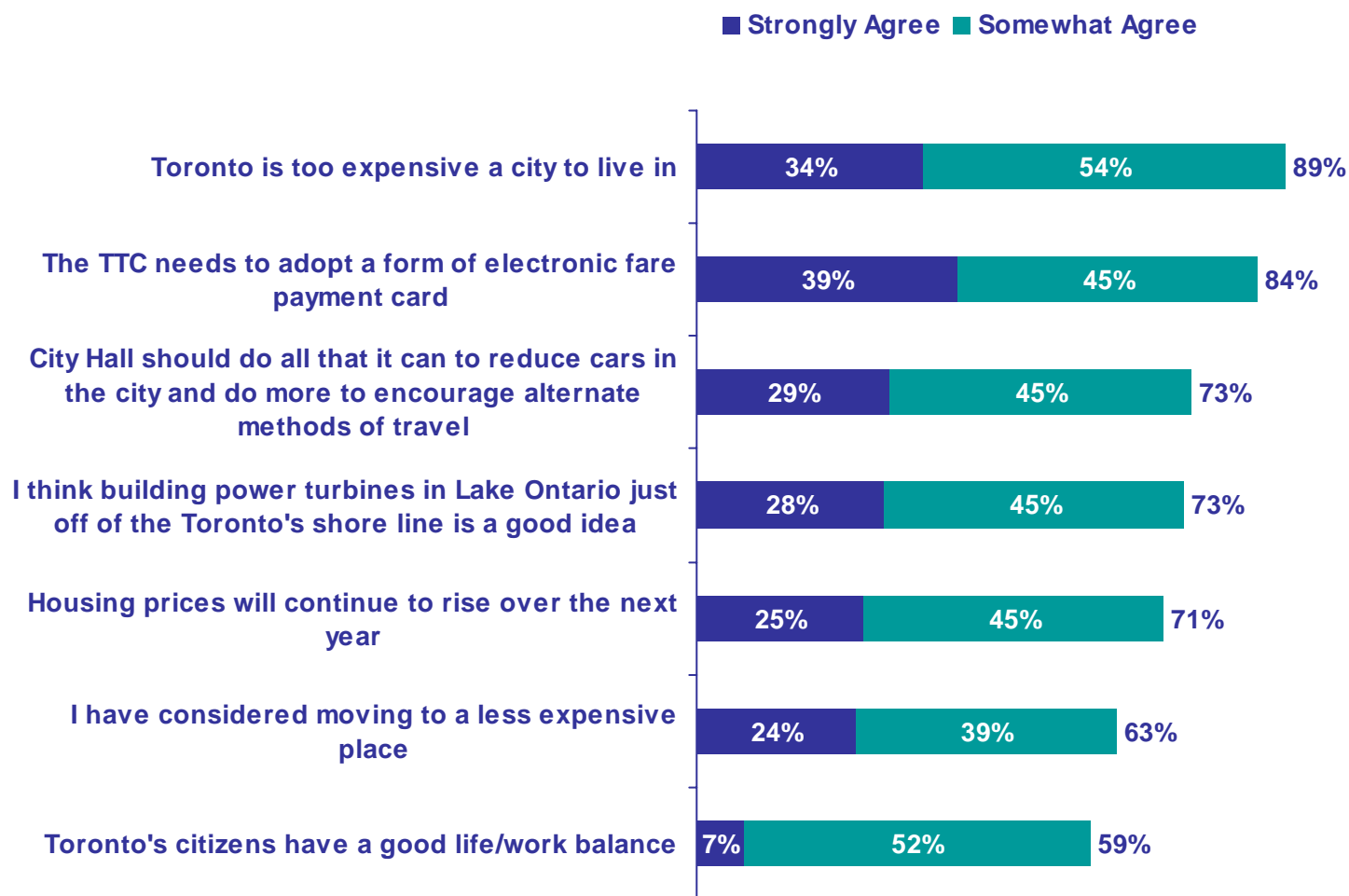
## Services and Taxes



22. If you were Mayor of Toronto and you could only perform one task regarding services and taxes, which would you choose?

Base: All Toronto Respondents n=437

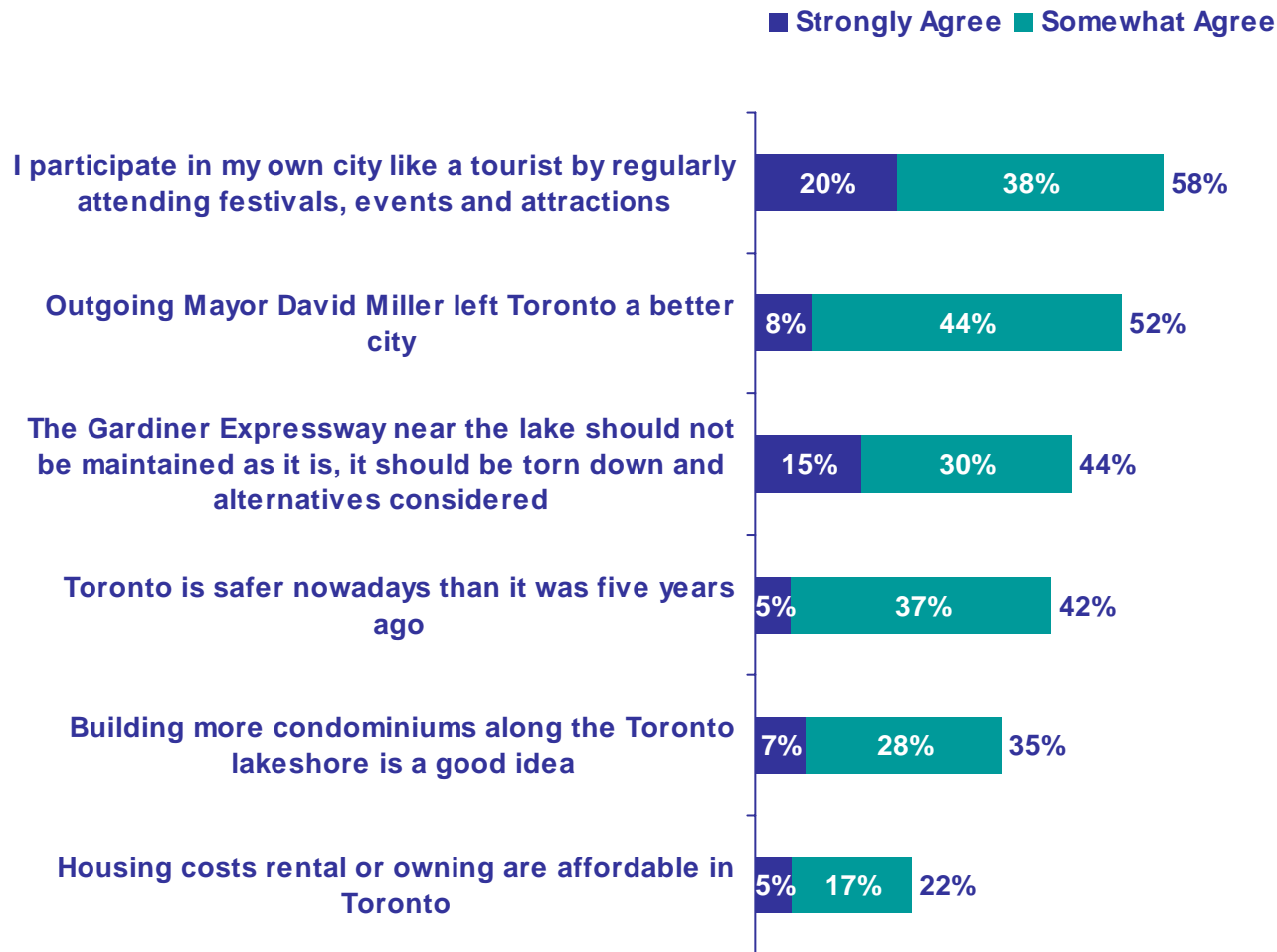
# Toronto Housing and Services Agreement Statements



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

Base: All Toronto Respondents n=437

# Toronto Lifestyle Agreement Statements



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

Base: All Toronto Respondents n=437

## Satisfaction with the TTC



24. Now, based on your own experience or on your general impressions of public transit (the TTC), how would you rate the following aspects of the service?

Base: All Toronto Respondents n=437