



Ipsos Reid



Global Television - Halifax

September 2010



9/30/2010

Nobody's Unpredictable

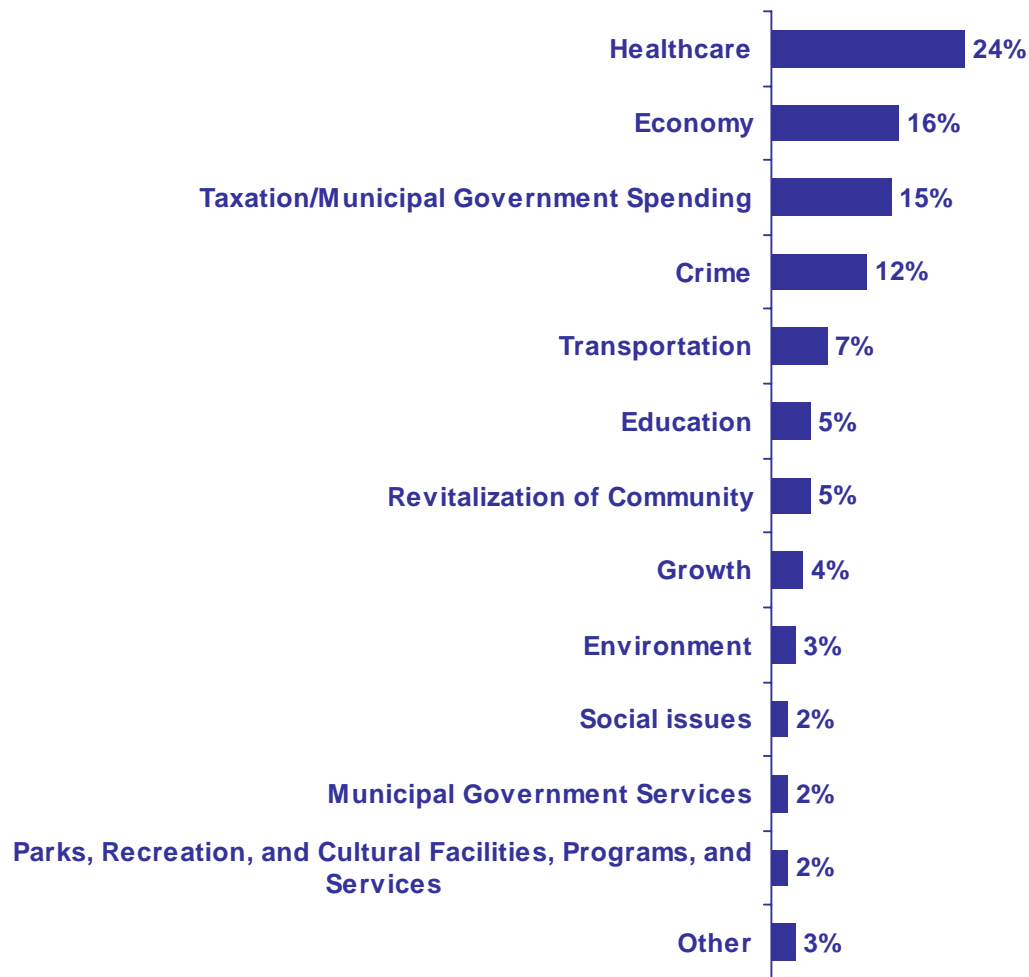
Methodology

- 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



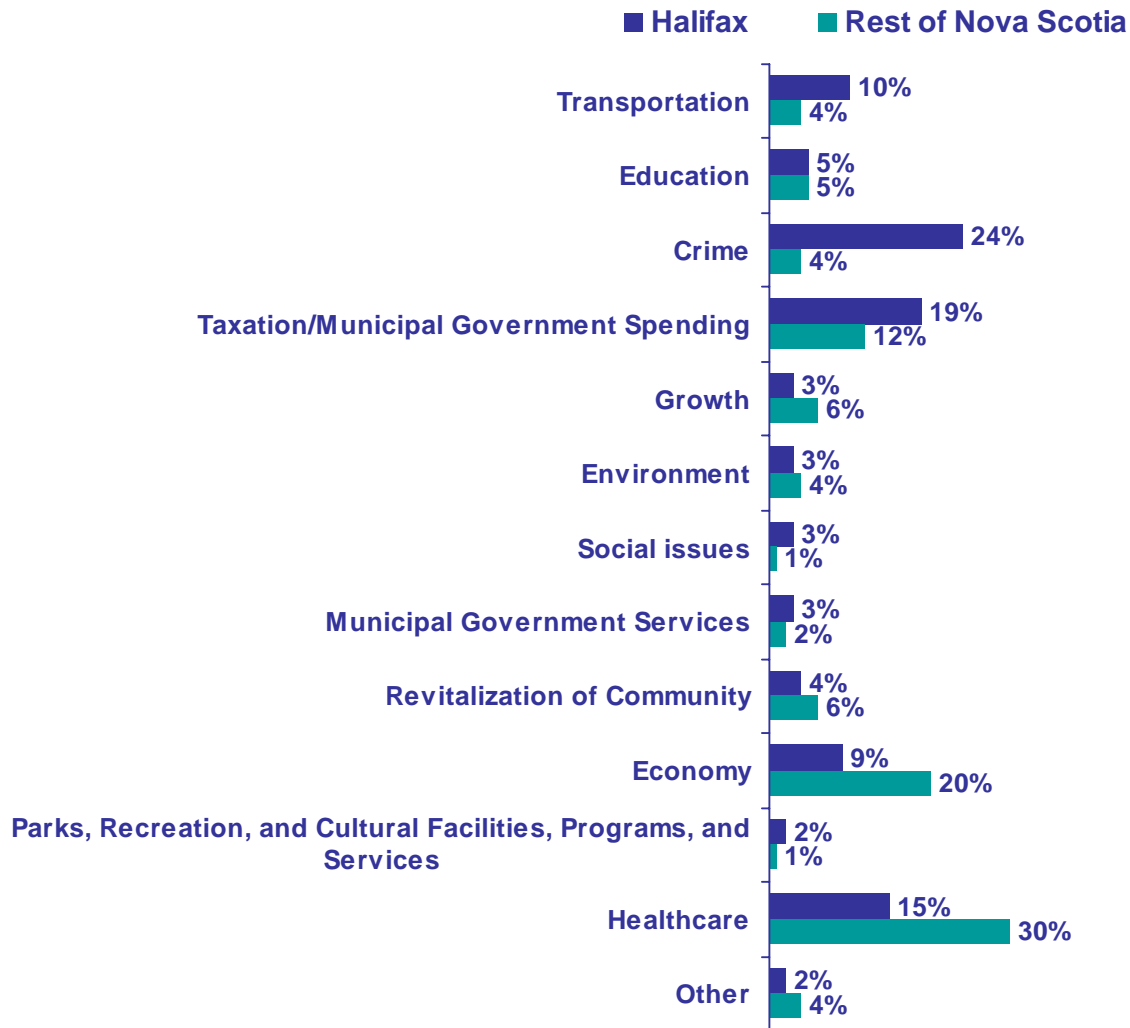
Top Local Issues in Nova Scotia



1. In your view, as a resident of Halifax, 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 Nova Scotia Residents n=849

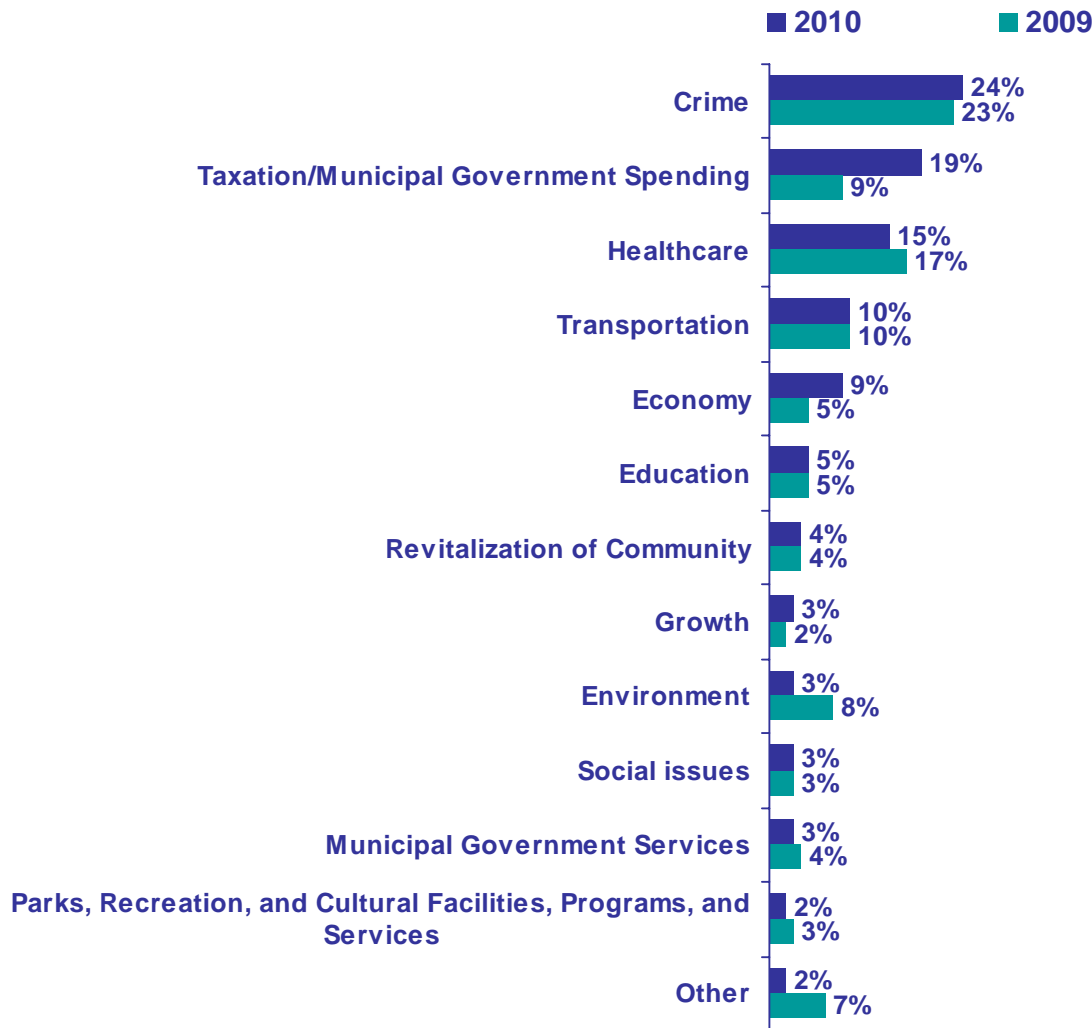
Top Local Issues in Halifax and Nova Scotia



1. In your view, as a resident of Halifax, 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 Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426

Top Local Issues in Halifax



1. In your view, as a resident of Halifax, 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?

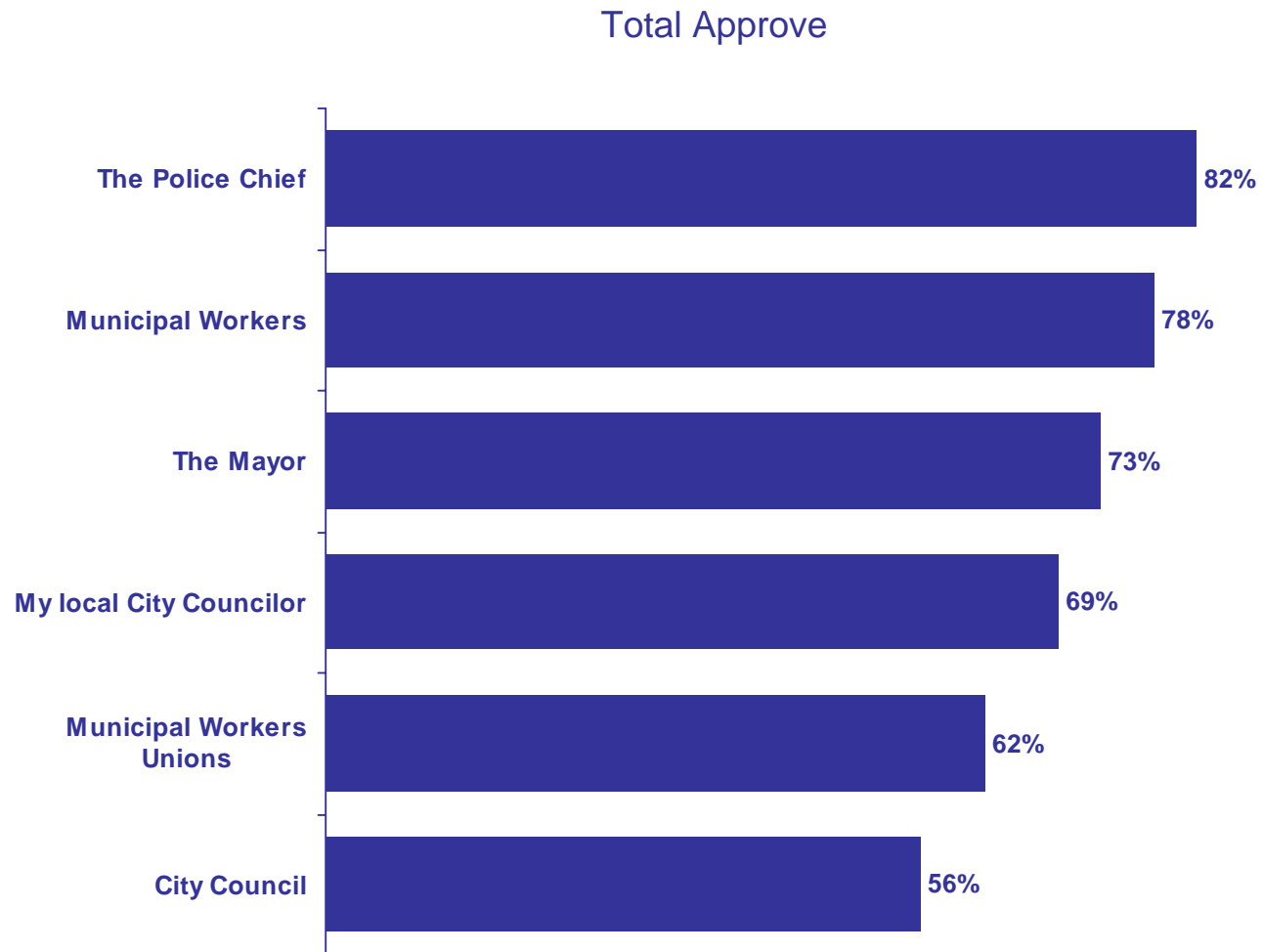
Base: All Halifax Respondents n=423; 2009 n=440



Performance Approval



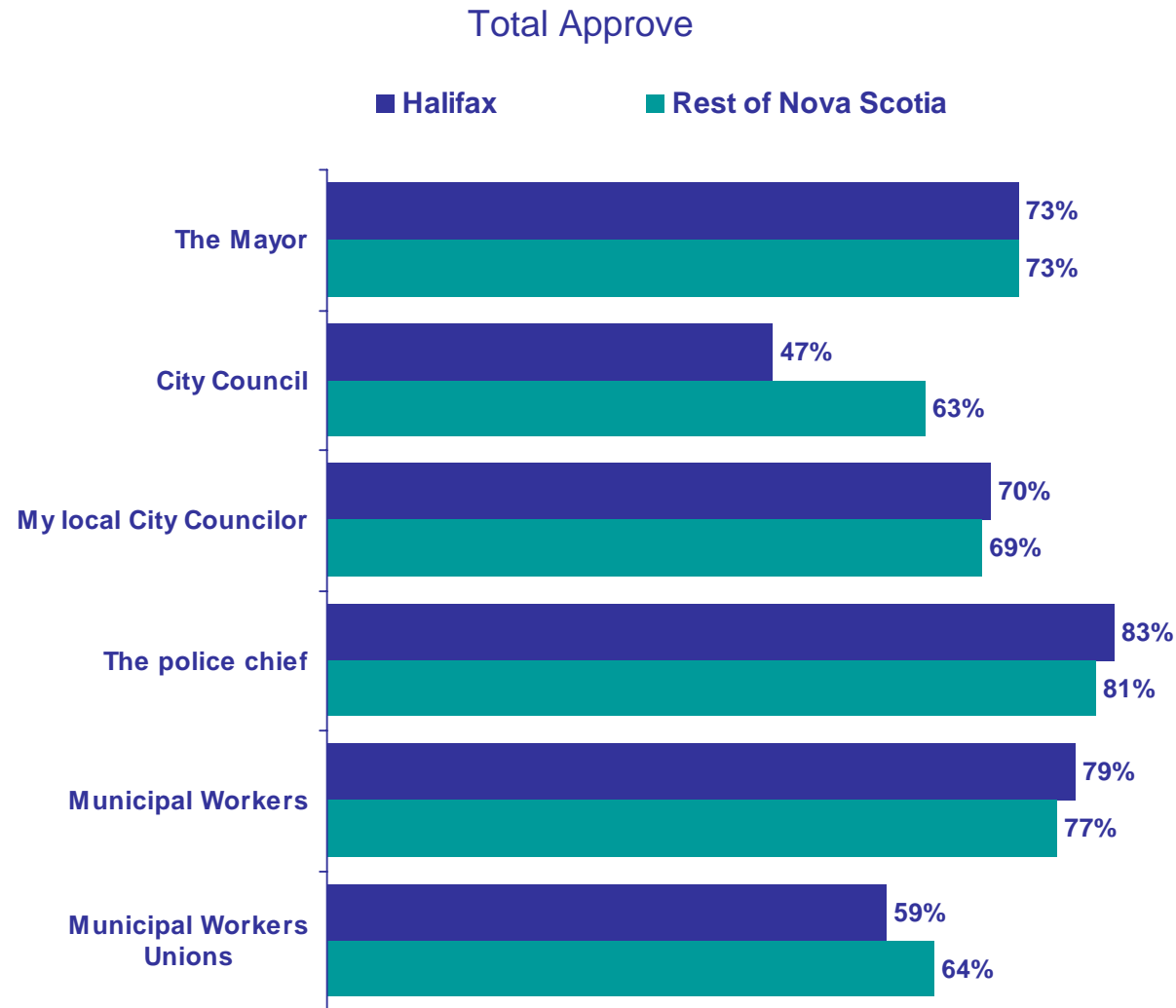
Performance Approval Rating of Various Officials in Nova Scotia



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

Base: All Nova Scotia Respondents n=849

Performance Approval Rating of Various Officials – Halifax and Nova Scotia Comparison

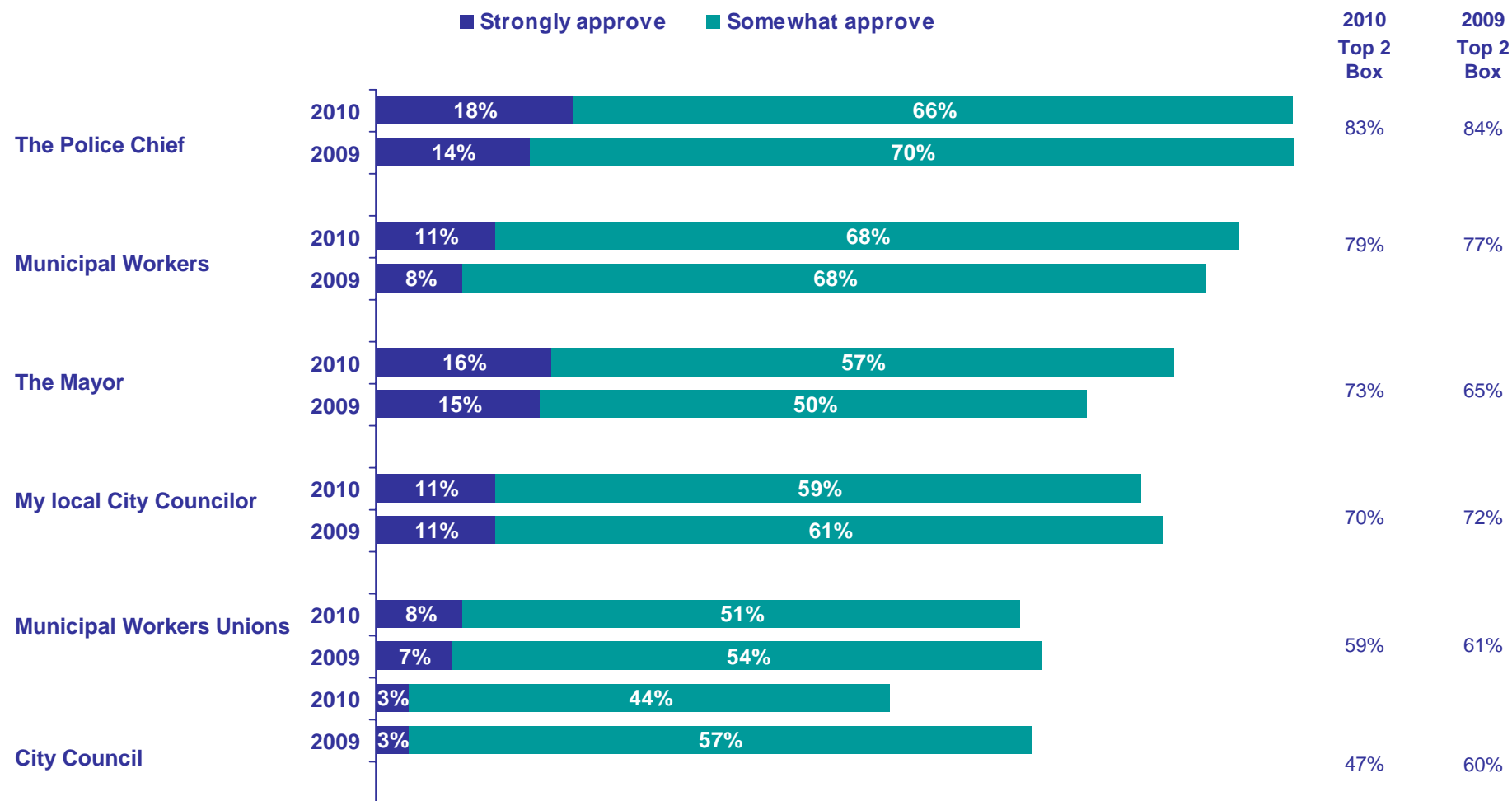


2. Generally speaking would you say you approve or disapprove of the overall performance of the following in Halifax?

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426



Performance Approval Rating of Various Officials – Halifax Yearly Comparison



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

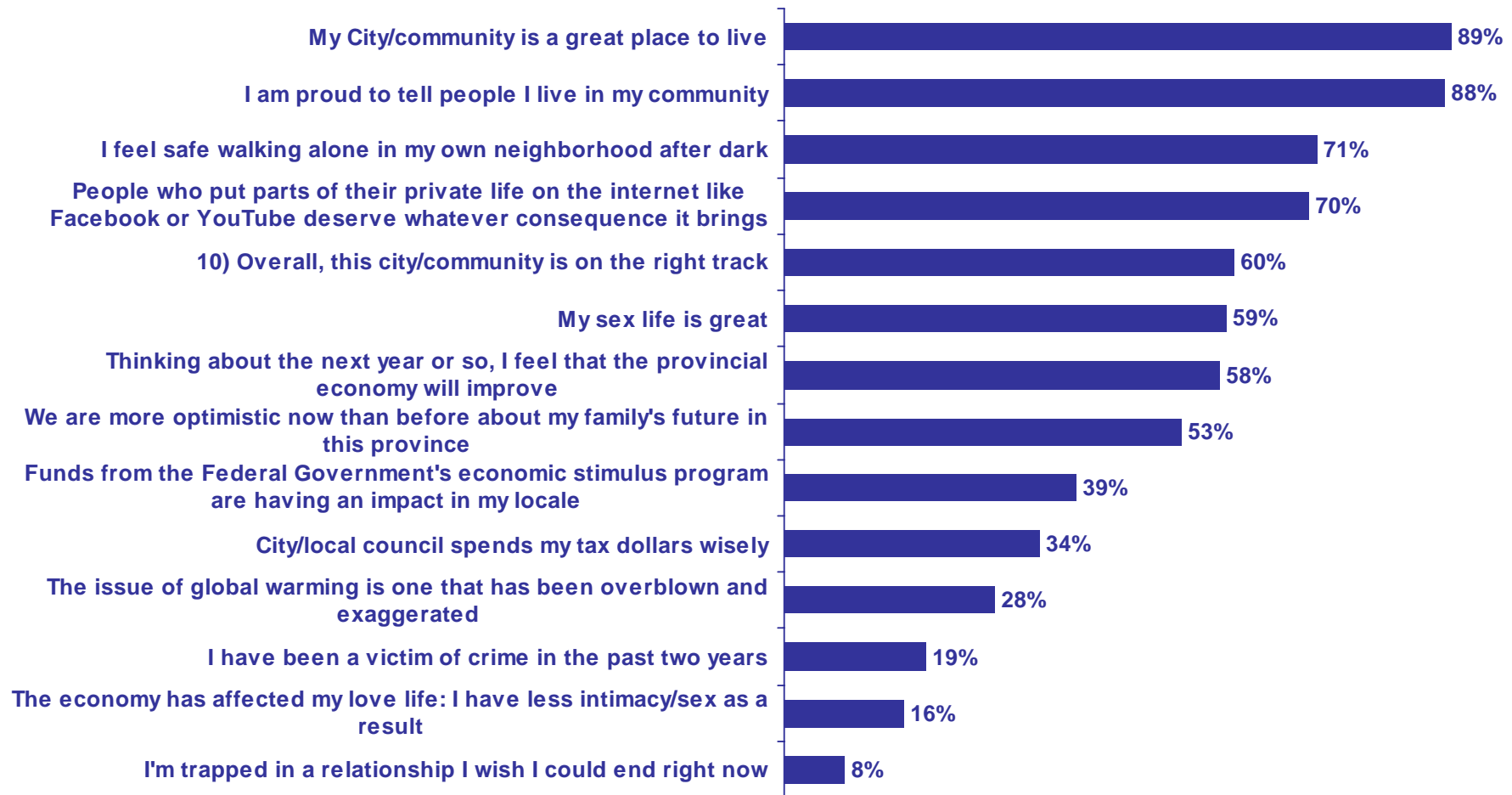
Base: All Halifax Respondents n=423; 2009 n=440

Statements about City, Love and Life



Agreement with Statements – Nova Scotia

Total Agree

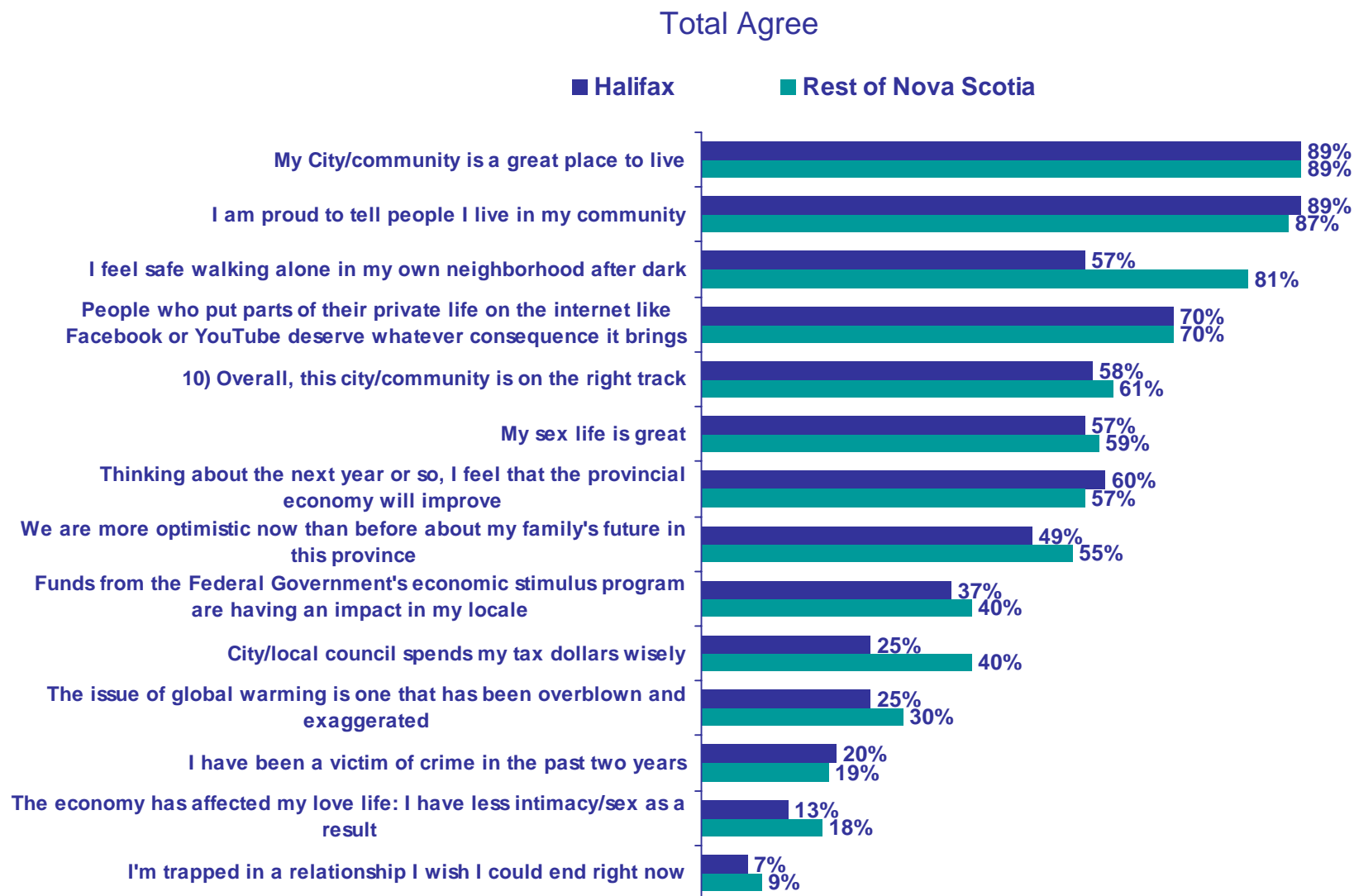


3. Do you agree or disagree with the following statements?

Base: All Nova Scotia Respondents n=849



Agreement with Statements – Halifax and Nova Scotia Comparison

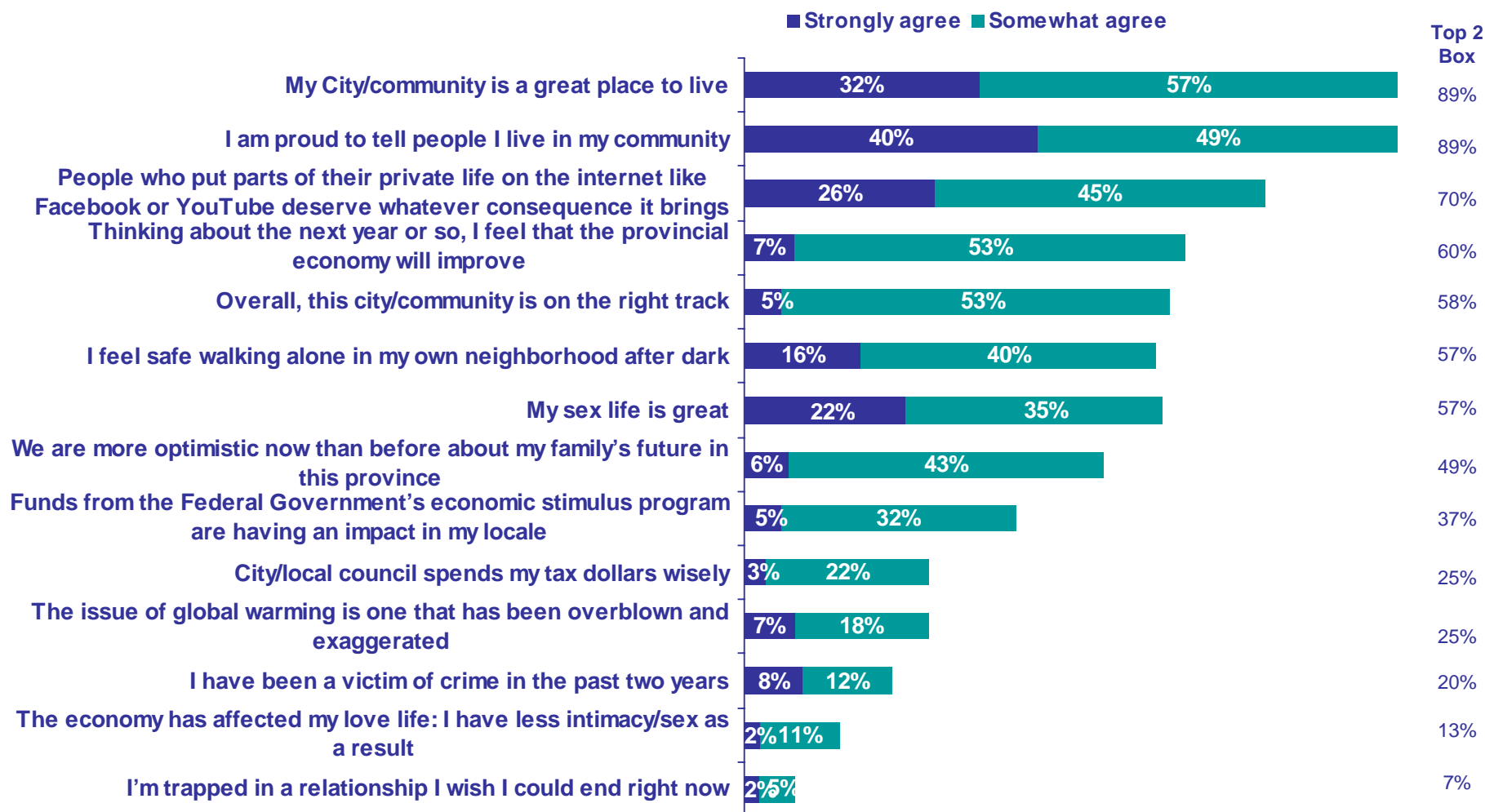


3. Do you agree or disagree with the following statements?

Base: All Halifax respondents n=423; Rest of Nova Scotia Respondents n=426



Agreement with Statements Halifax



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

Base: All Halifax Respondents n=423

Agreement with Statements Yearly Comparison - Halifax

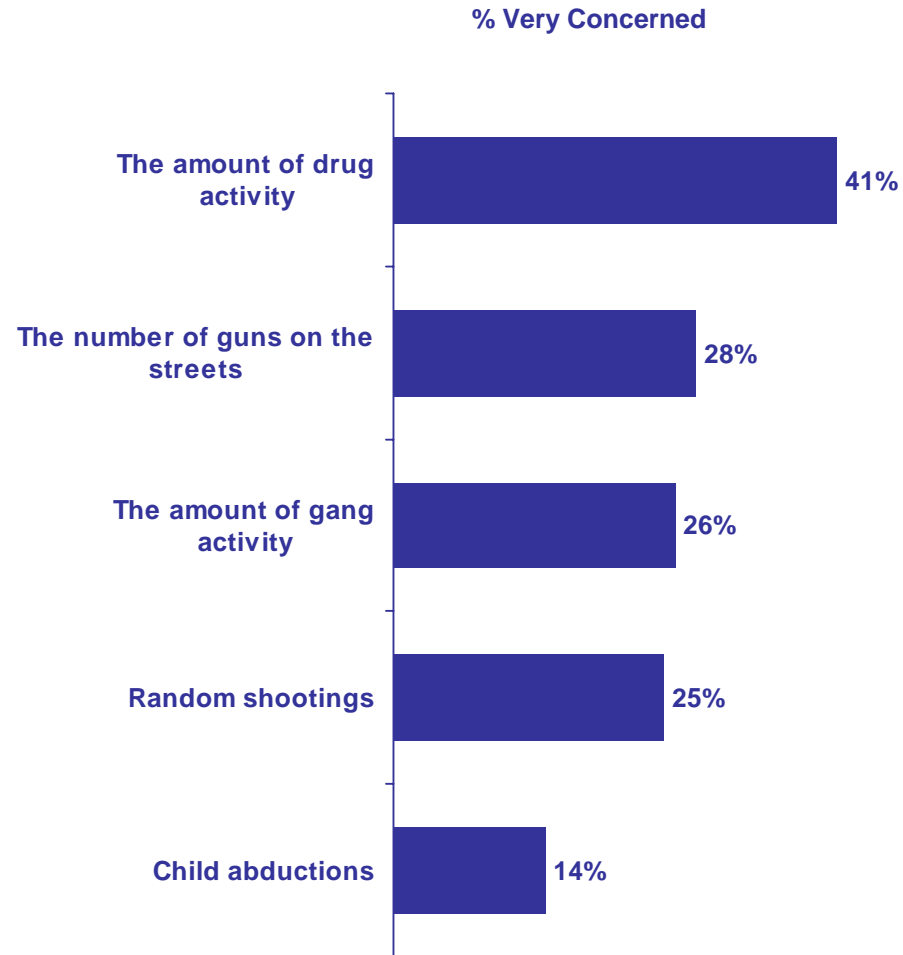
	2010	2009
	Top 2 Box	Top 2 Box
I feel safe walking alone in my own neighborhood after dark	57%	61%
I have been a victim of crime in the past two years	20%	16%
My City/community is a great place to live	89%	95%
I am proud to tell people I live in my community	89%	94%
The economy has affected my love life: I have less intimacy/sex as a result	13%	15%
People who put parts of their private life on the internet like Facebook or YouTube deserve whatever consequence it brings	70%	73%
I'm trapped in a relationship I wish I could end right now	7%	14%
My sex life is great	57%	56%
City/local council spends my tax dollars wisely	25%	32%
Overall, this city/community is on the right track	58%	69%
Funds from the Federal Government's economic stimulus program are having an impact in my locale	37%	35%
Thinking about the next year or so, I feel that the provincial economy will improve	60%	78%
We are more optimistic now than before about my family's future in this province	49%	62%
The issue of global warming is one that has been overblown and exaggerated	25%	32%

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

Base: All Halifax Respondents n=423; 2009 n=440

Concerns about Crime and Safety

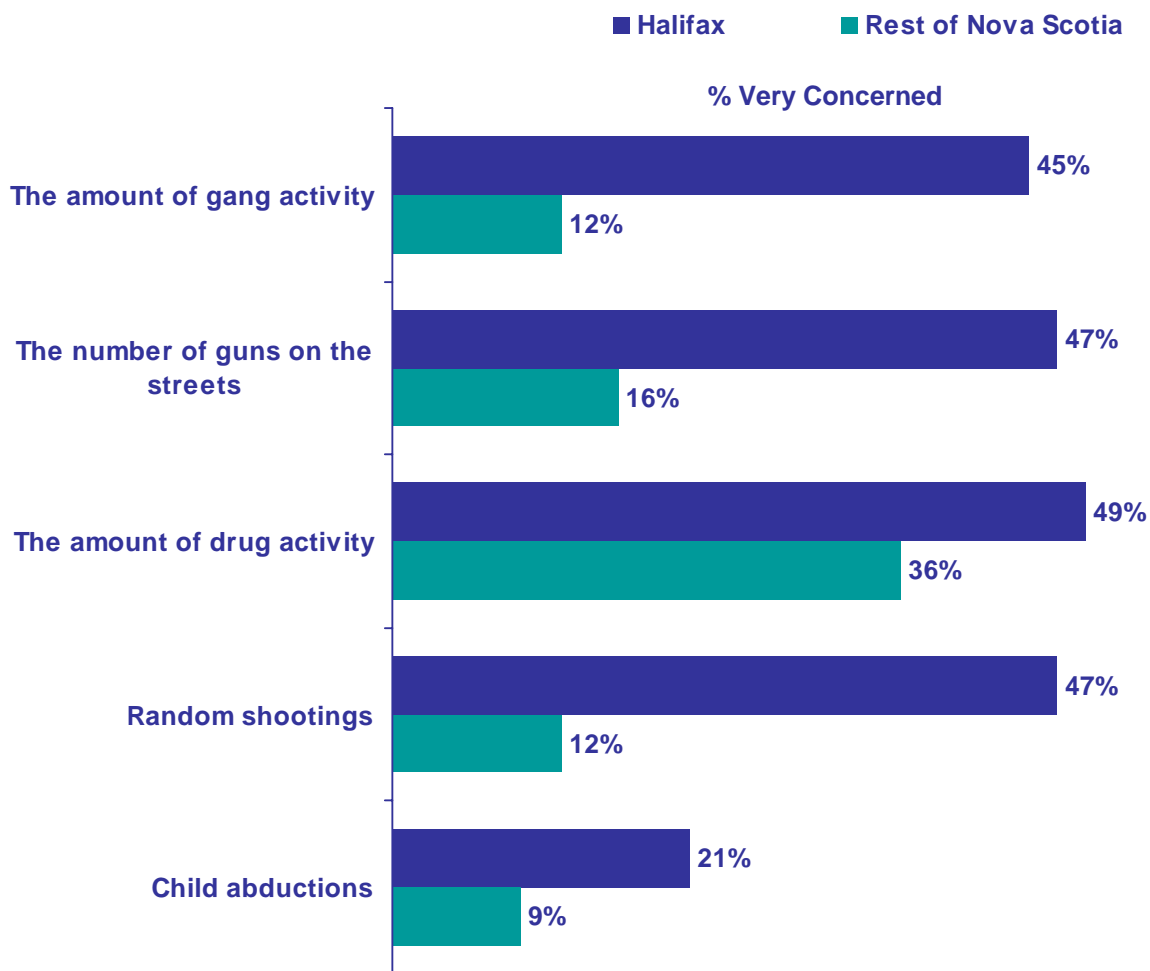
Concerns About Crime and Safety – Nova Scotia



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

Base: All Nova Scotia Respondents n=849

Concerns About Crime and Safety – Halifax and Nova Scotia

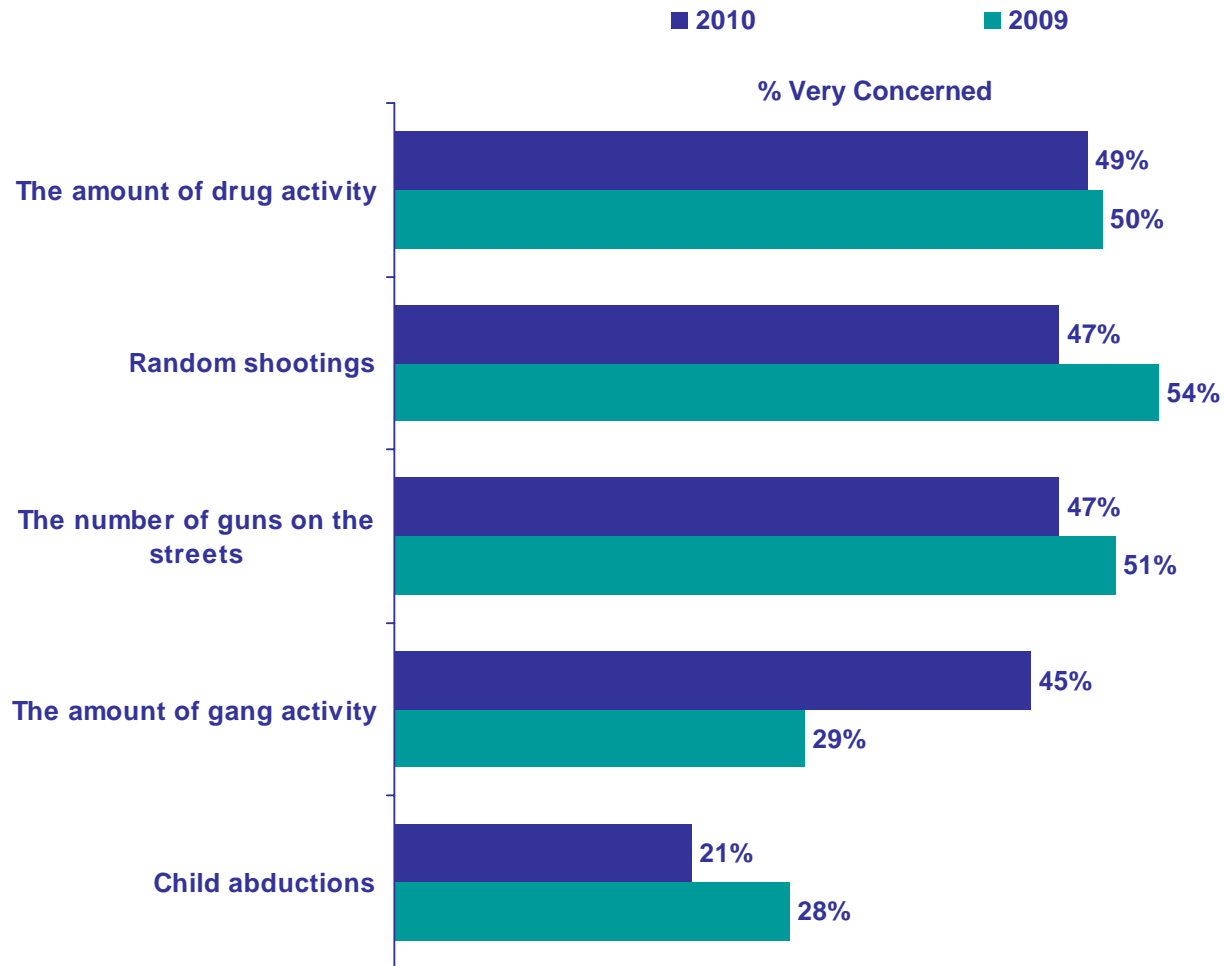


4. How concerned are you about the following in your community?

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426



Concerns About Crime and Safety – Halifax Yearly Comparison



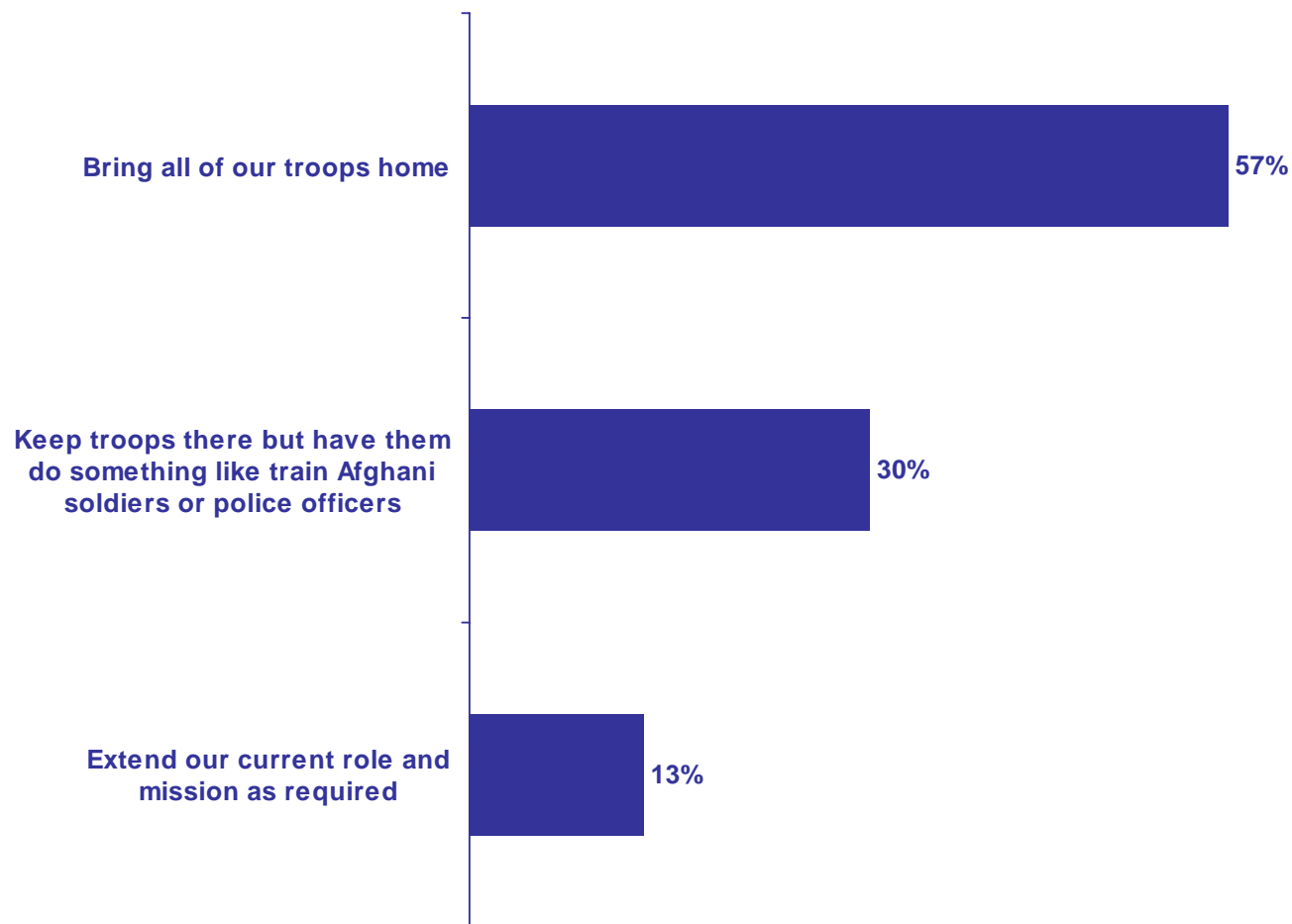
4. How concerned are you about the following in your community?

Base: All Halifax Respondents n=423; 2009 n=440

Views on Afghanistan



Views on Afghanistan – Position on Current Mission Nova Scotia

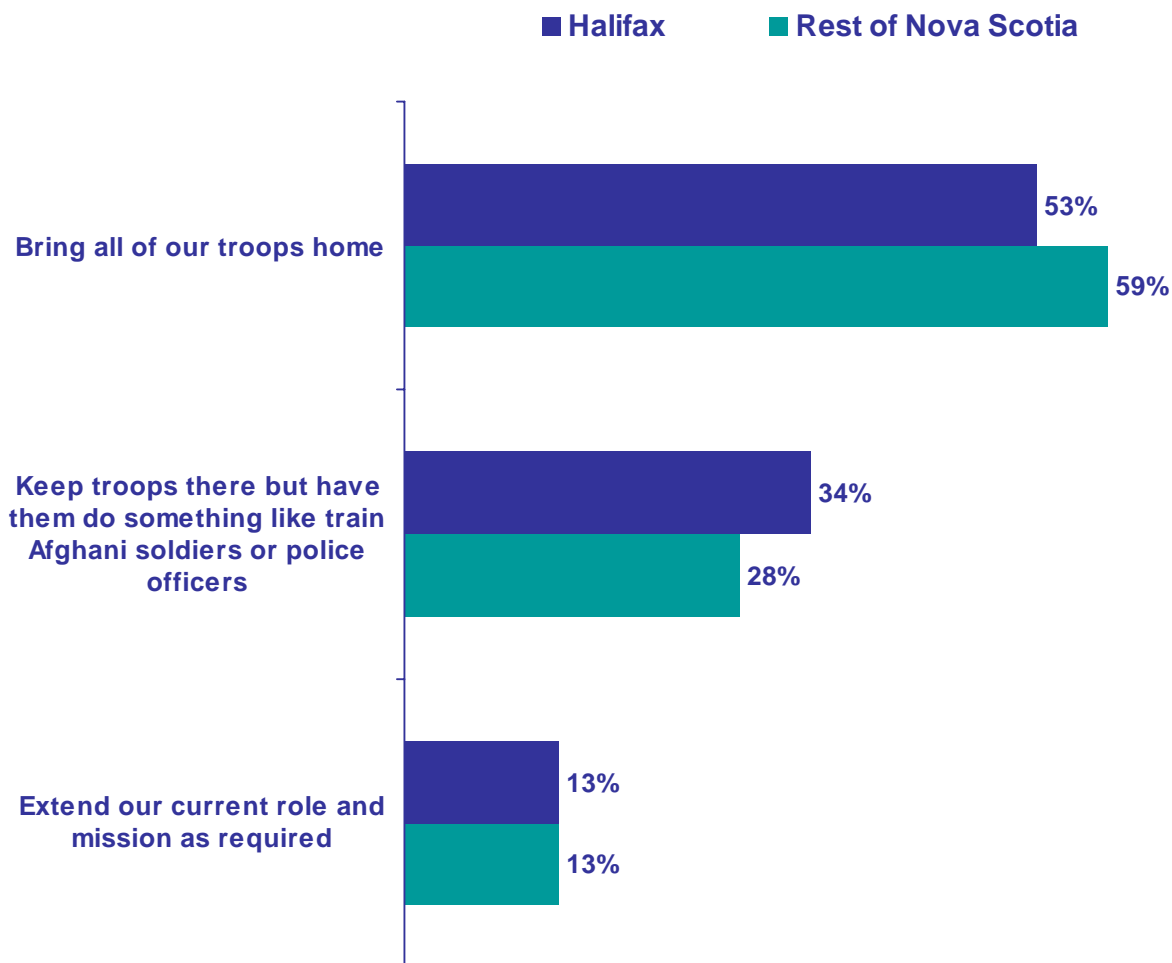


5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

Base: All Nova Scotia Respondents n=849



Views on Afghanistan – Position on Current Mission Halifax and Nova Scotia Comparison

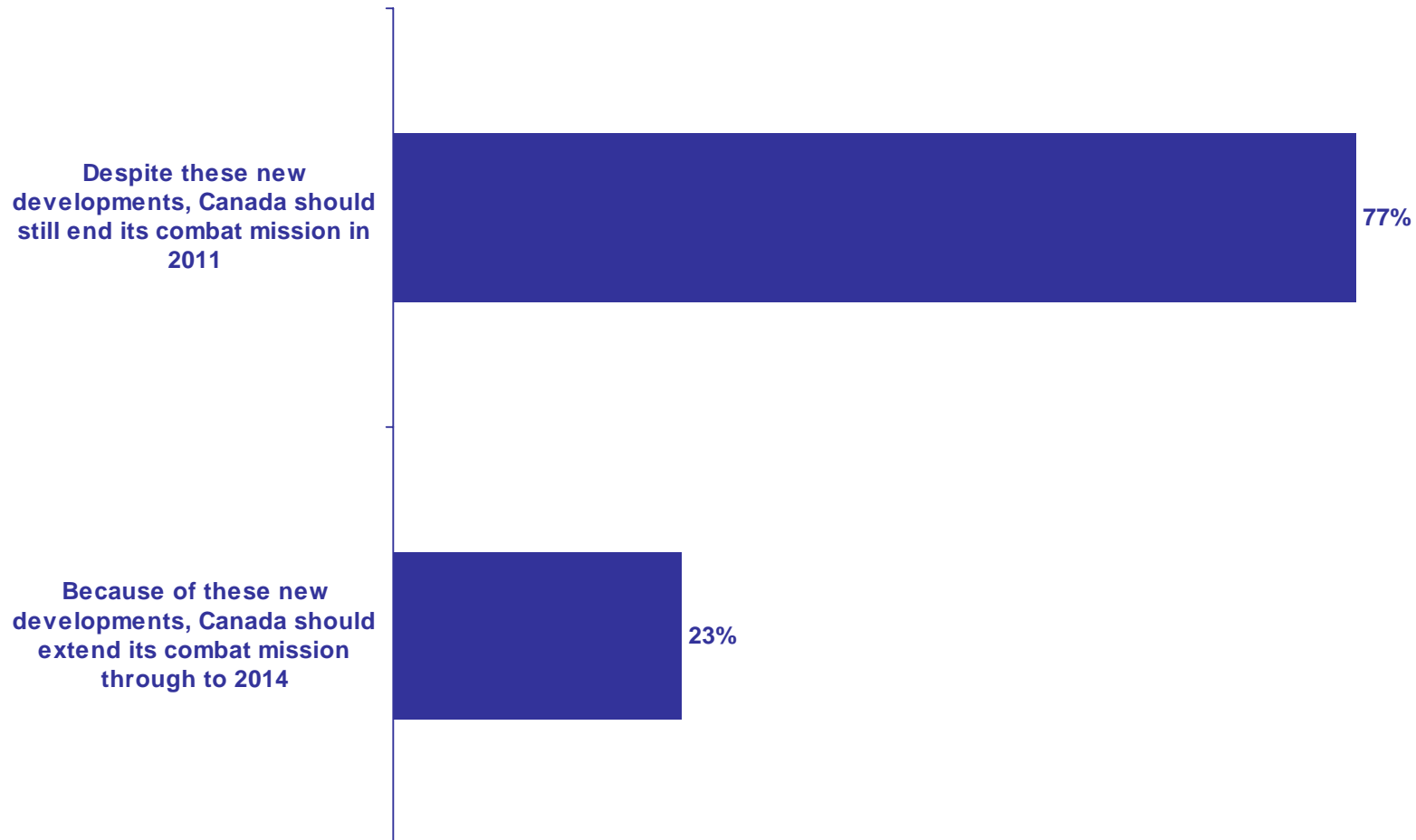


5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426



Afghanistan – Mission End Date Position Nova Scotia

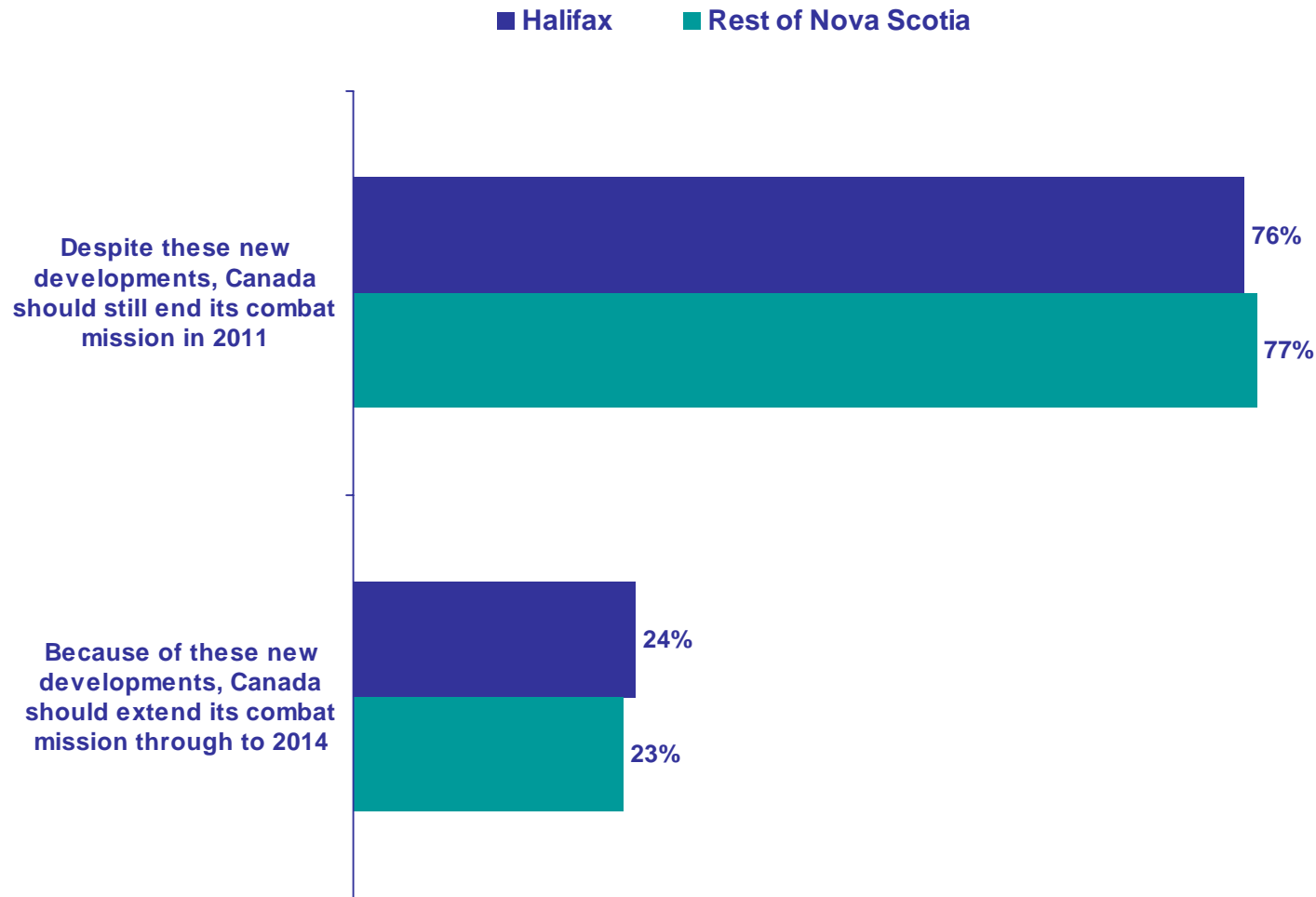


6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

Base: All Nova Scotia Respondents n=849



Afghanistan – Mission End Date Position Halifax and Nova Scotia Comparison

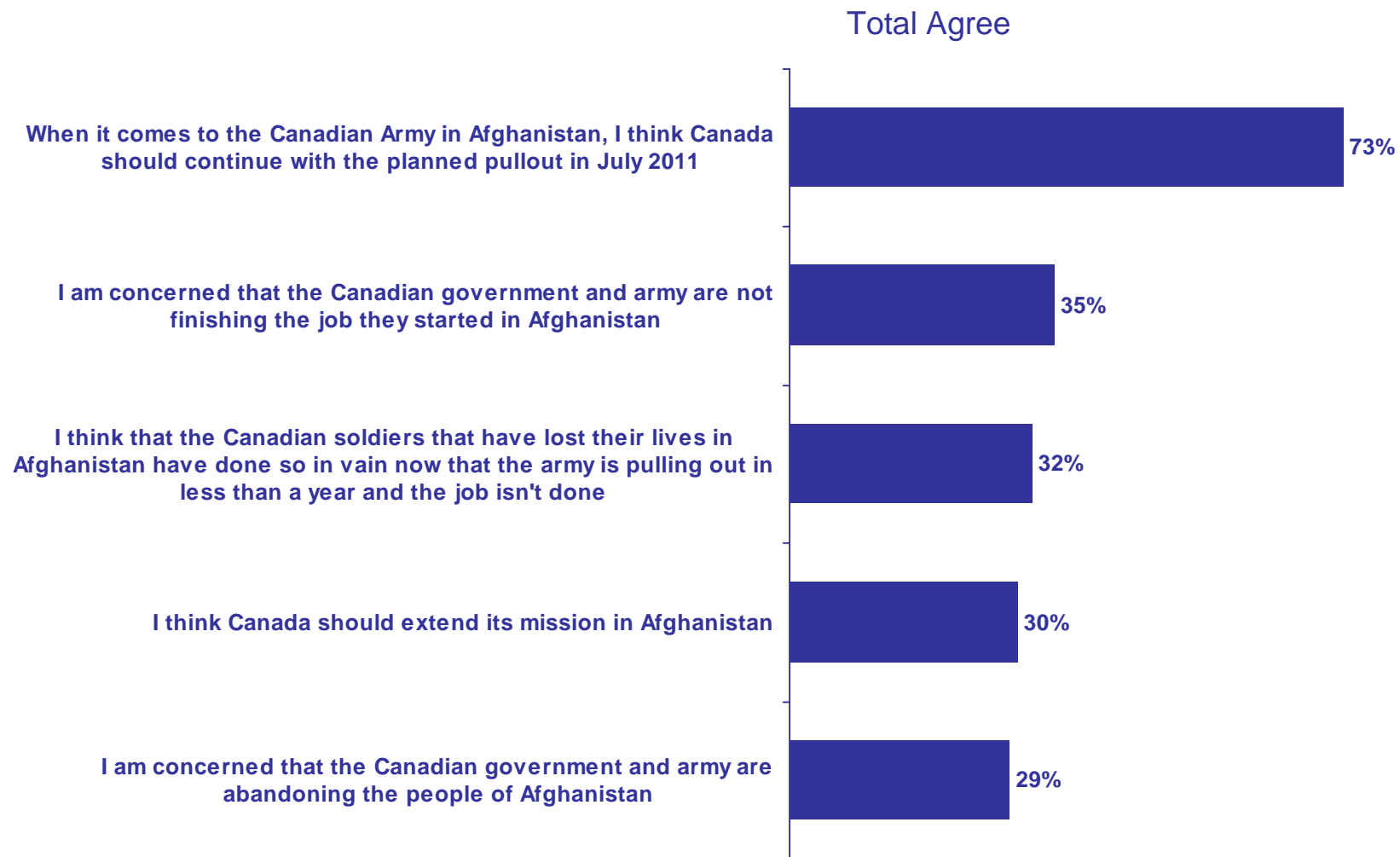


6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426



Afghanistan Statements Nova Scotia

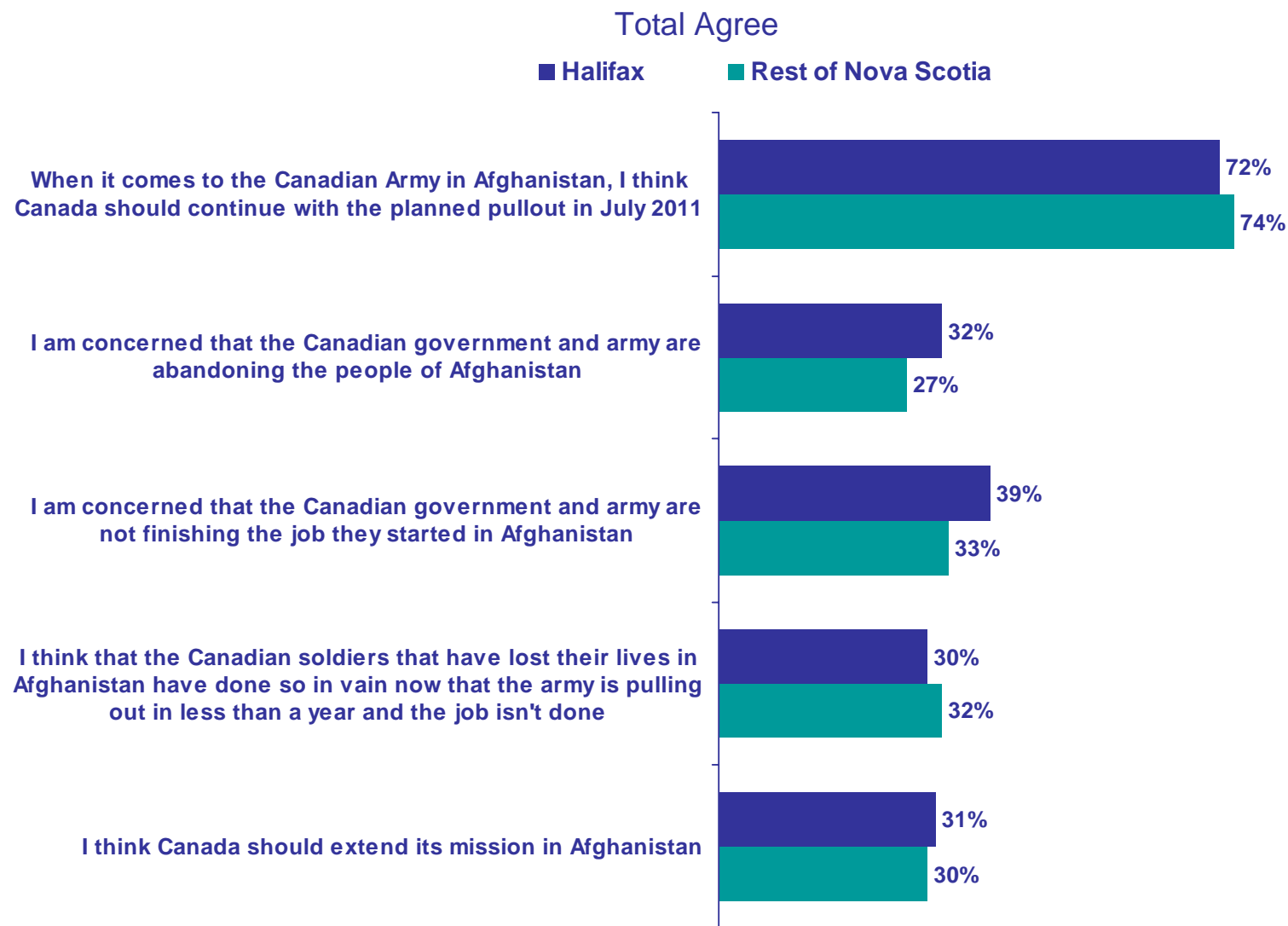


15. Do you agree or disagree with the following statements?

Base: All Nova Scotia Respondents n=849



Afghanistan Statements Halifax and Nova Scotia Comparison

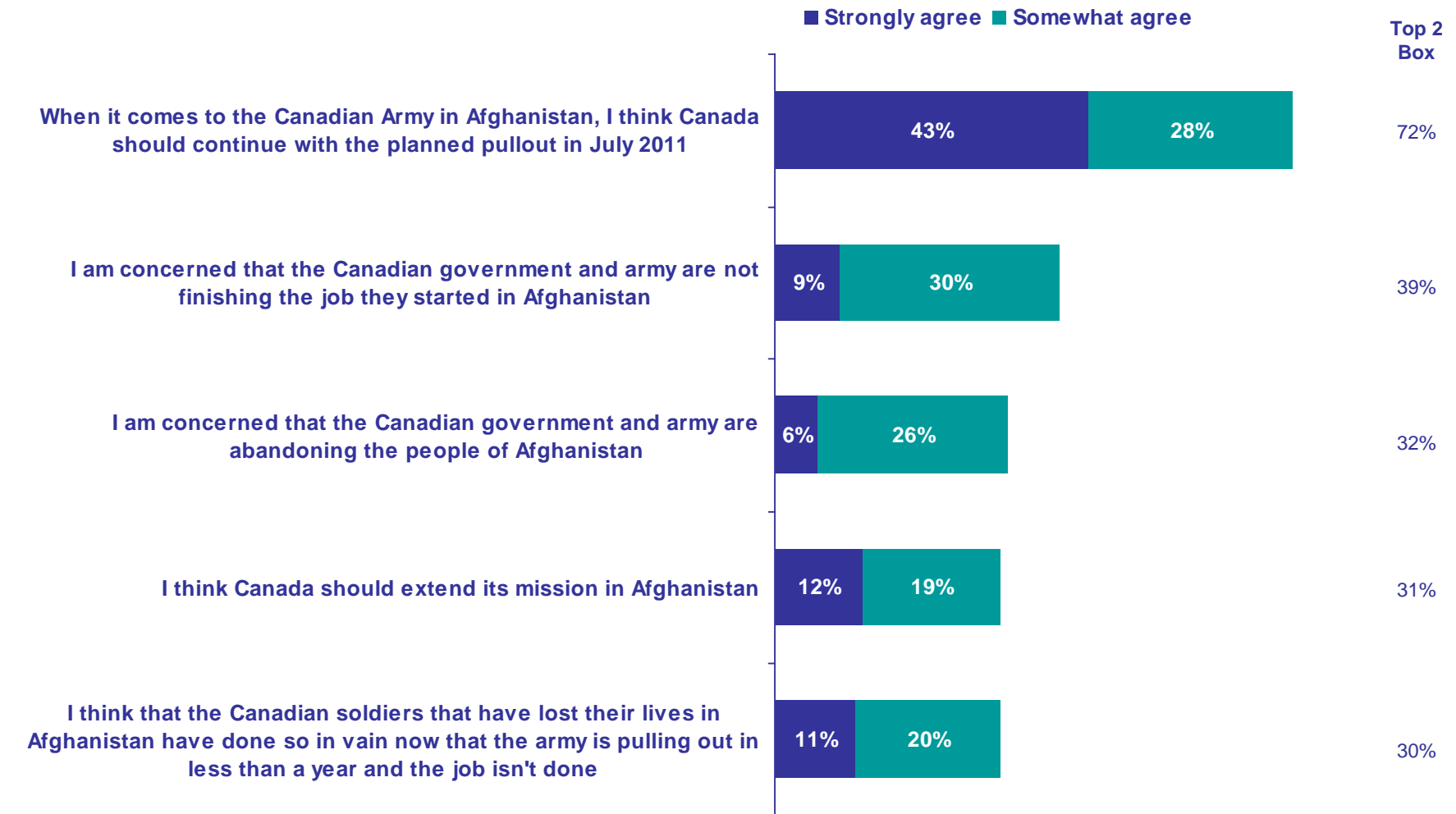


15. Do you agree or disagree with the following statements?

Base: All Halifax Residents n=423; Rest of Nova Scotia Respondents n=426



Afghanistan Statements Halifax



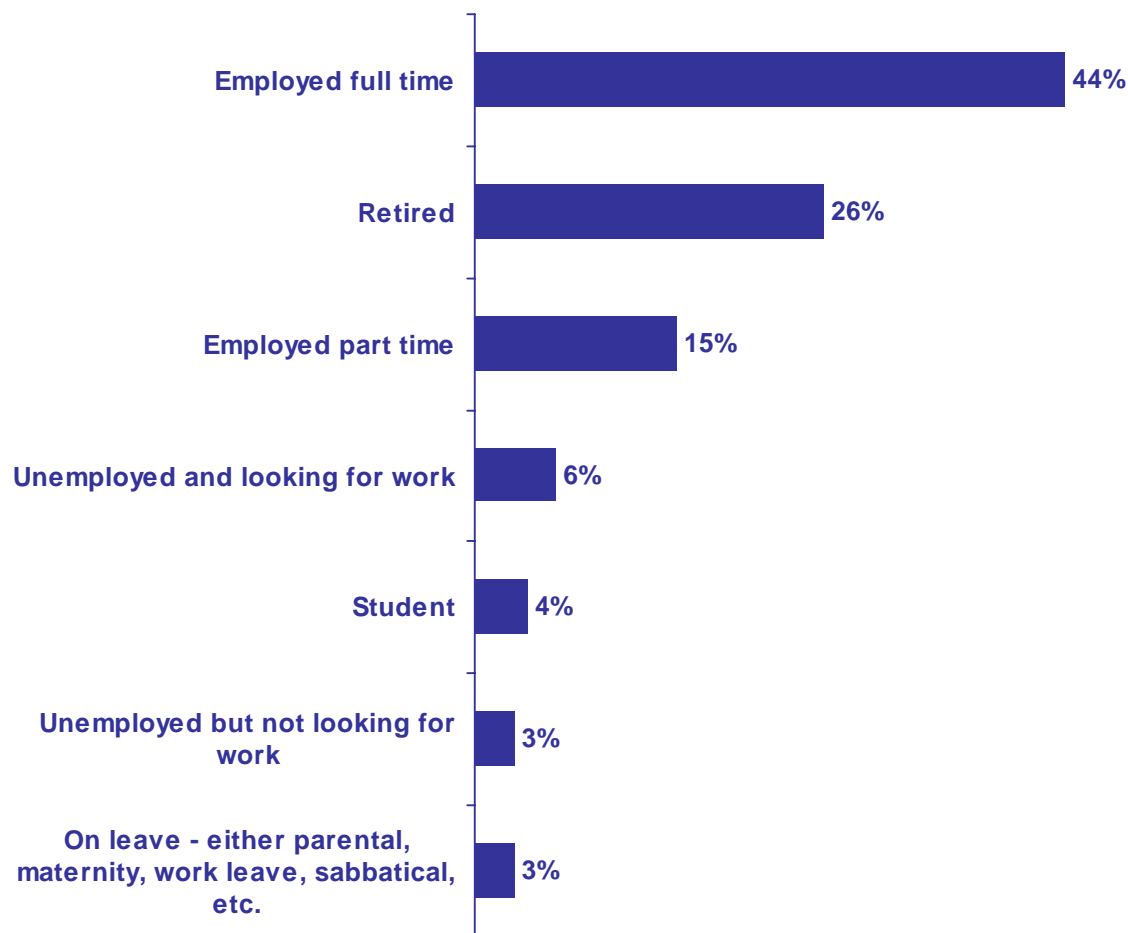
15. Do you agree or disagree with the following statements?

Base: All Halifax Respondents n=423



Jobs

Employment Status Nova Scotia

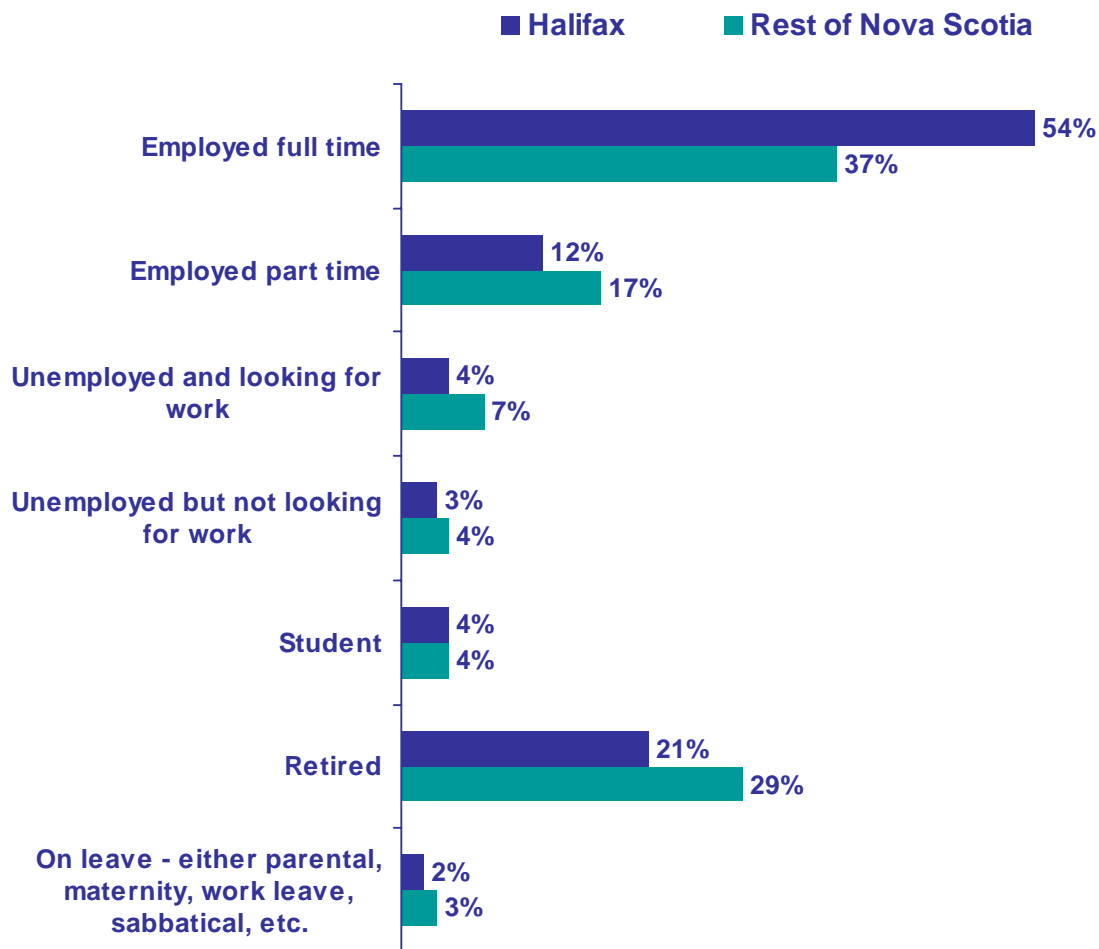


7. What is your current employment status?

Base: All Nova Scotia Respondents n=849



Employment Status Halifax and Nova Scotia Comparison



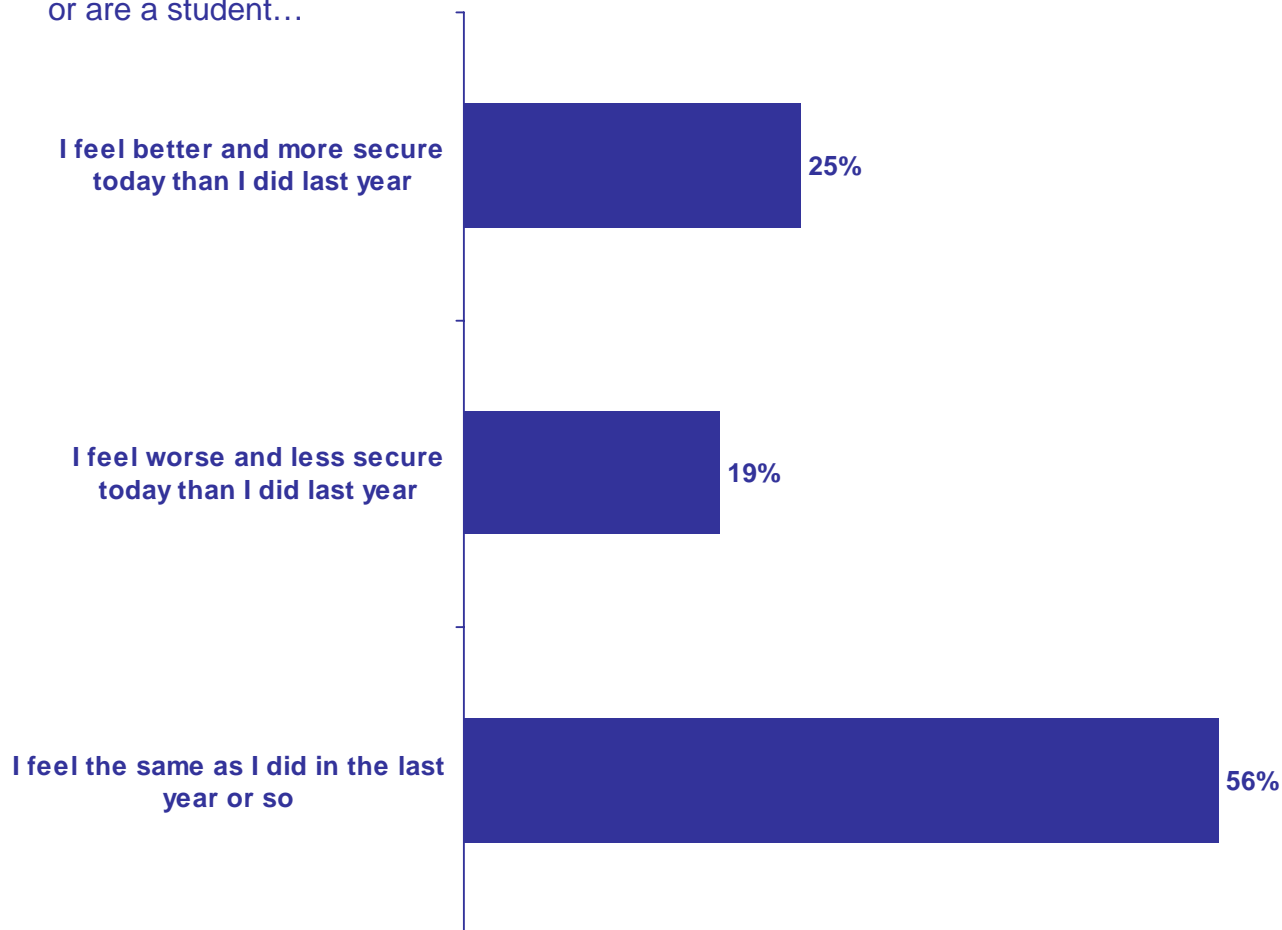
7. What is your current employment status?

Base: All Halifax Respondents n=423; Rest of Nova Scotia n=426



Change in Job Security Nova Scotia

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



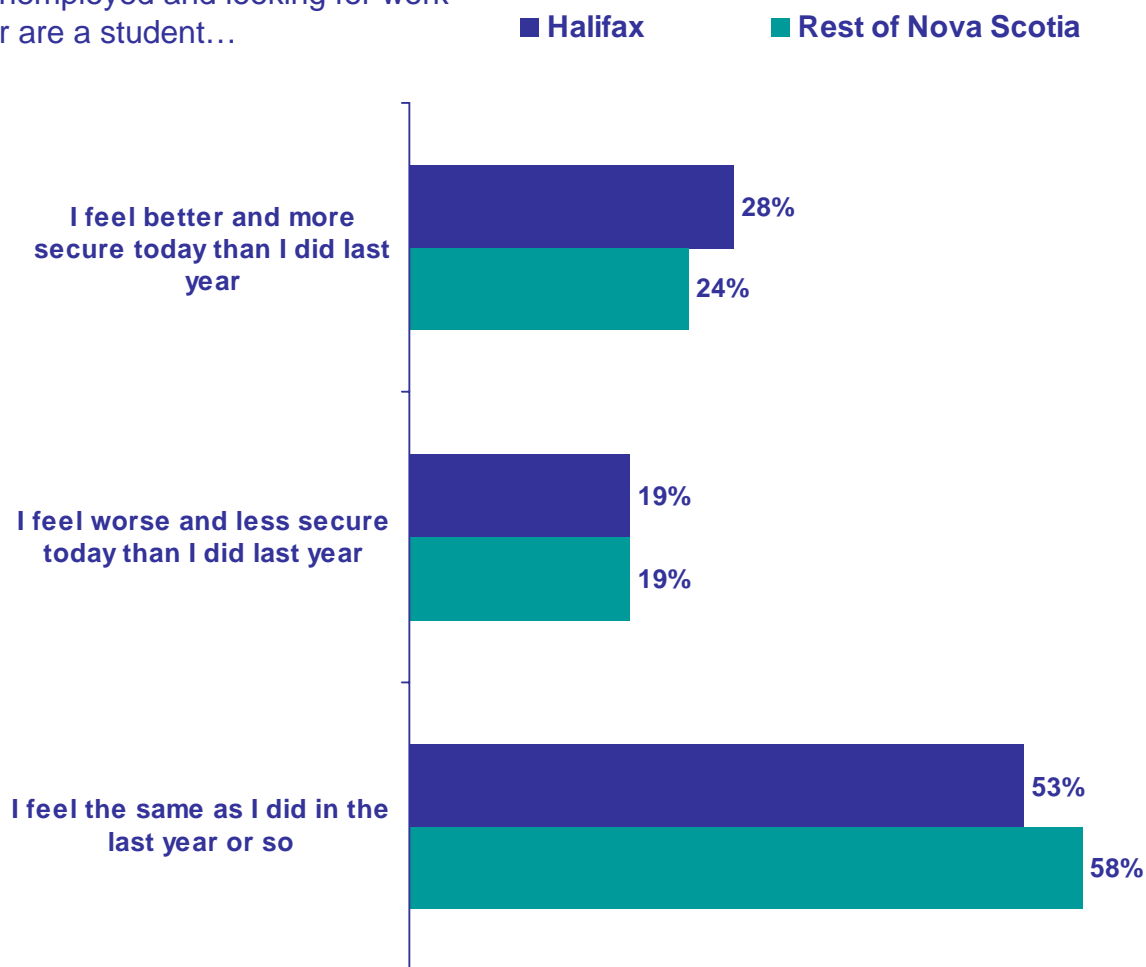
8. **How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?**

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=503 (All Nova Scotia Respondents)



Change in Job Security Halifax and Nova Scotia

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

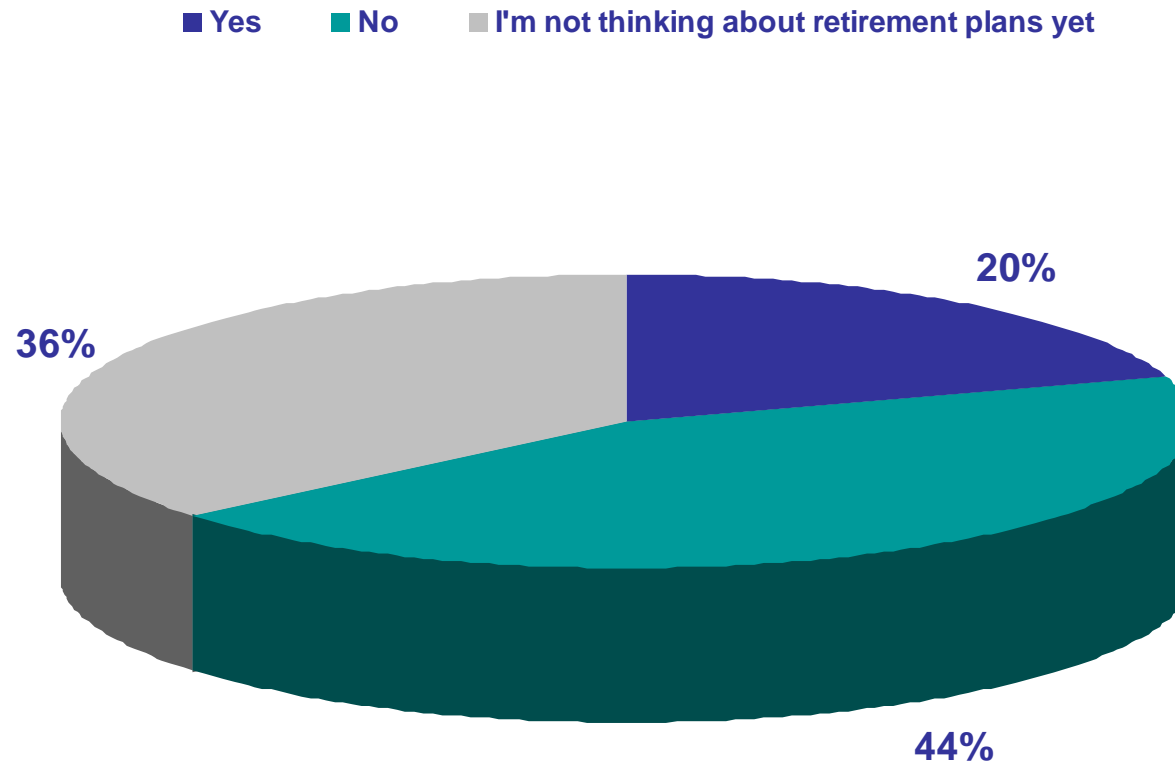


8. **How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?**

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=254 (Halifax); n=249 (Rest of Nova Scotia)

Recession and Retirement

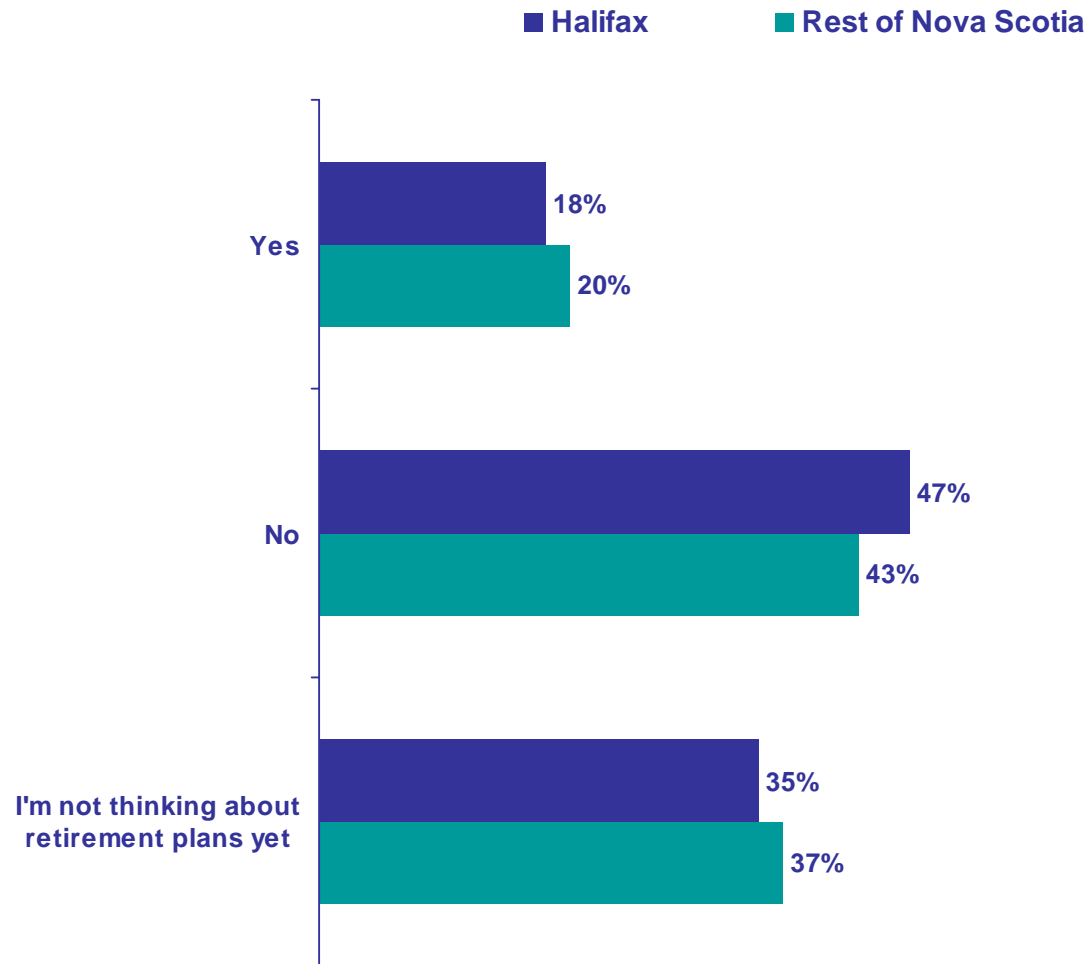
Recession and Retirement Plans Nova Scotia



9. **Has the recession caused you to alter your retirement plans?**
Base: All Nova Scotia Respondents n=849



Recession and Retirement Plans Halifax and Nova Scotia Comparison

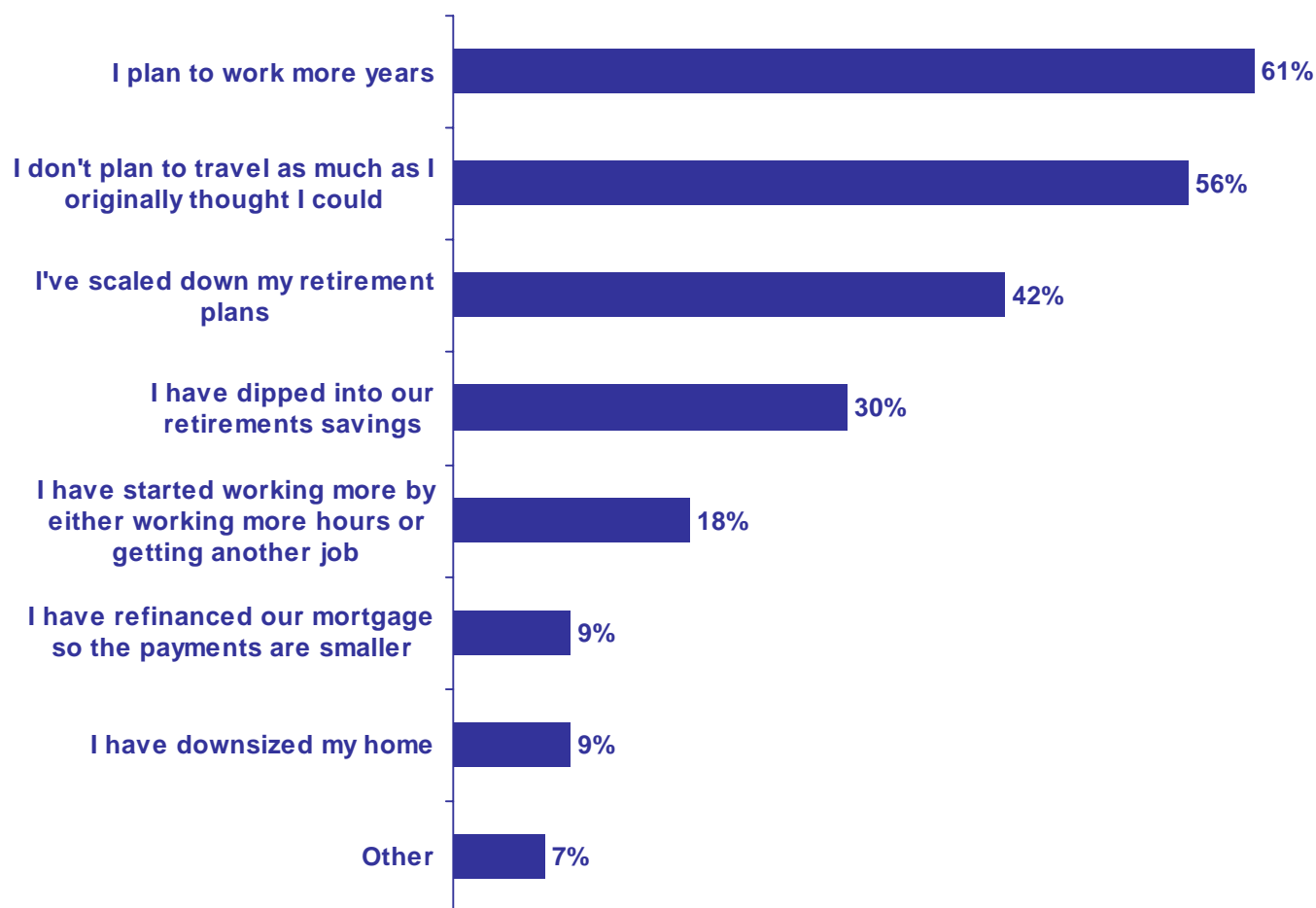


9. **Has the recession caused you to alter your retirement plans?**

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426



How the Recession Has Altered Retirement Plans Nova Scotia

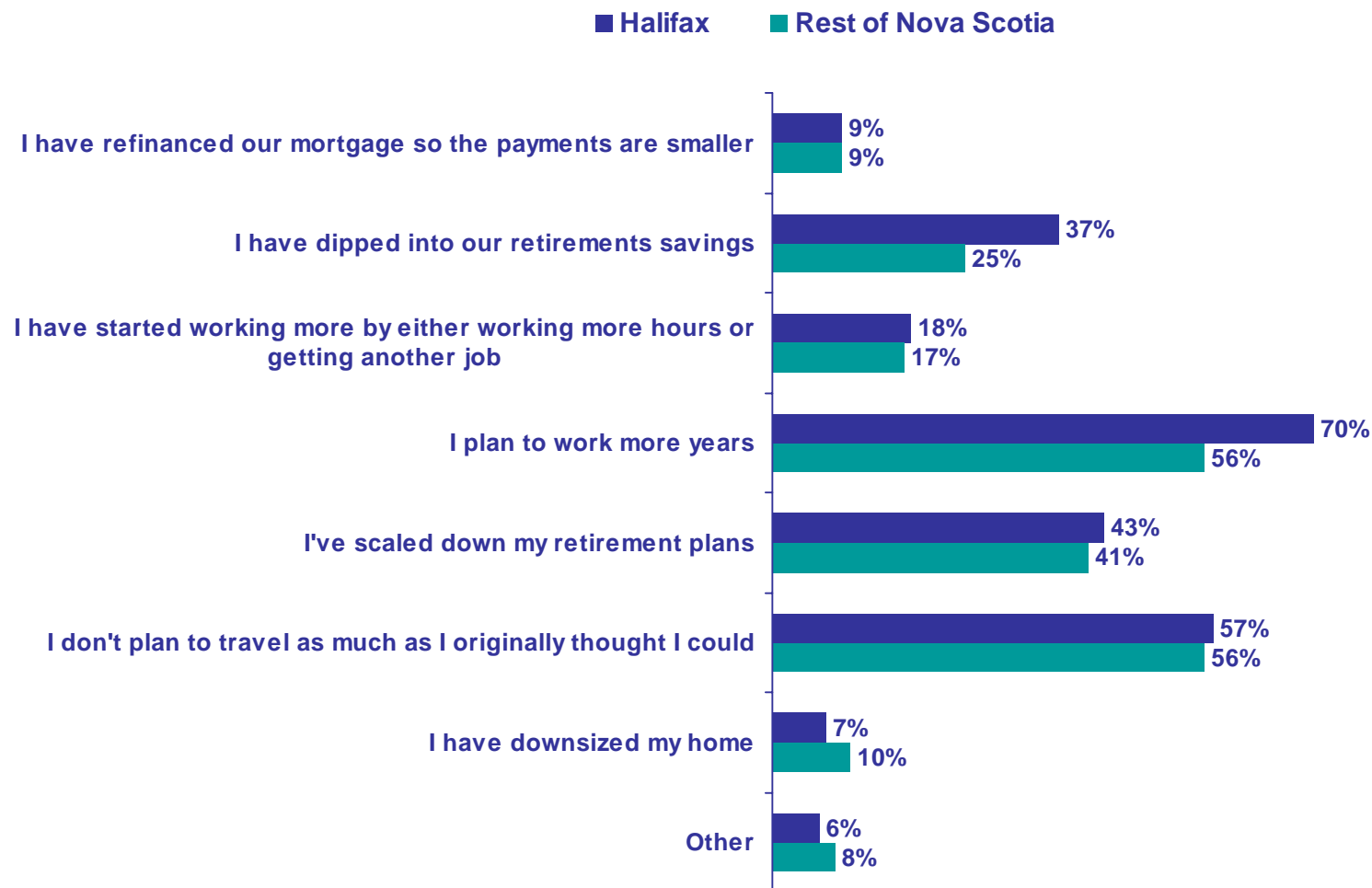


10. **How has the recession caused you to alter your retirement plans?**

Base: Recession caused to alter your retirement plans n=183 (All Nova Scotia Respondents)



How the Recession Has Altered Retirement Plans Halifax and Nova Scotia Comparison



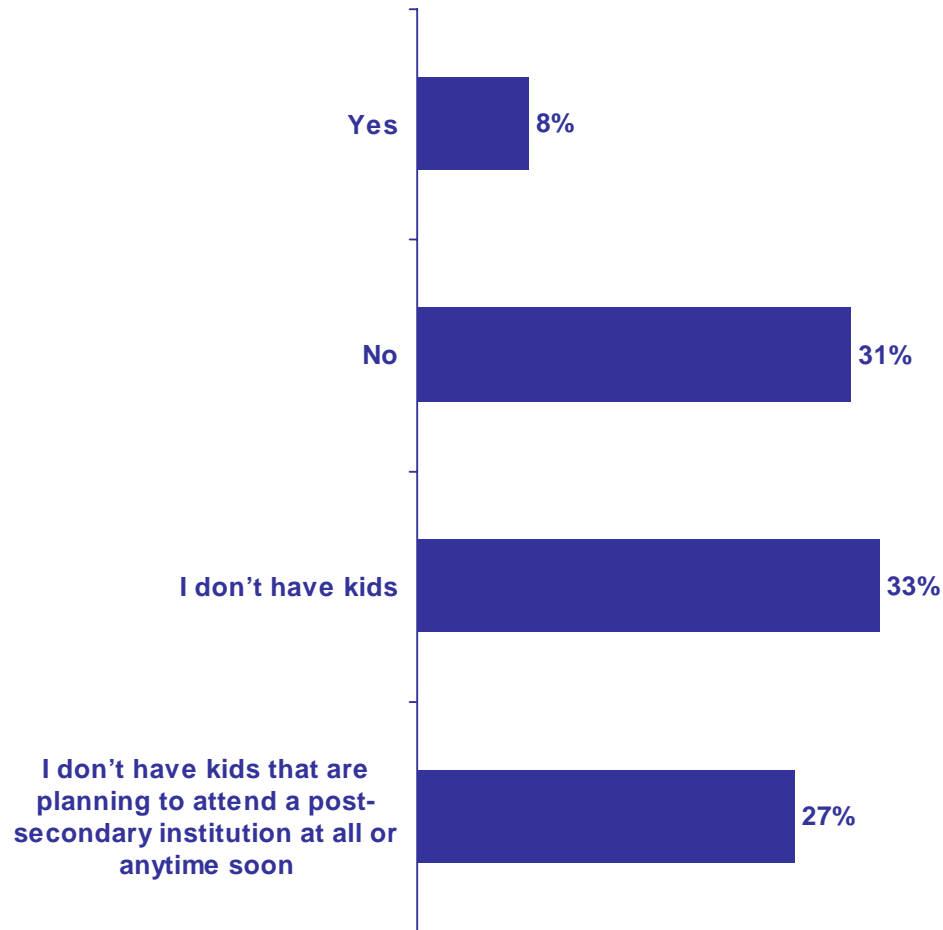
10. How has the recession caused you to alter your retirement plans?

Base: Recession caused to alter your retirement plans n=89 (Halifax); n=94 (Rest of Nova Scotia)

Recession and Children's Education



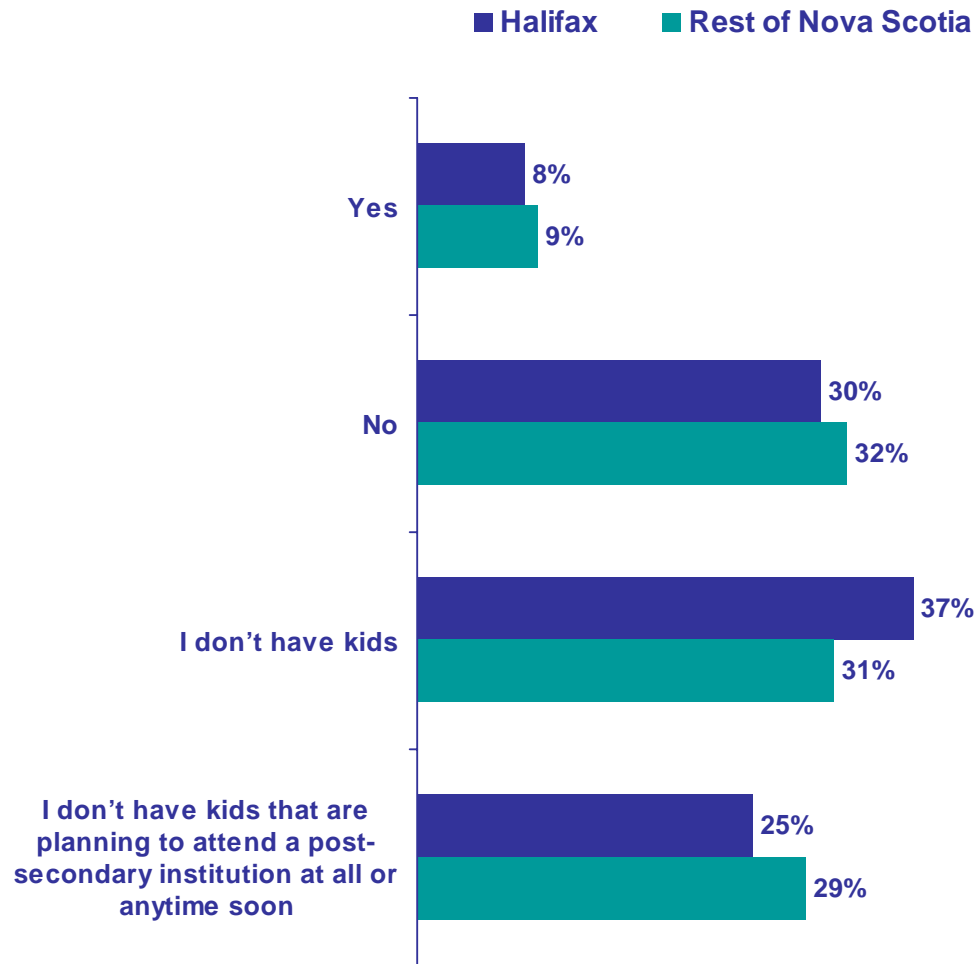
Recession and Children's Education Nova Scotia



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

Base: All Nova Scotia Respondents n=849

Recession and Children's Education Halifax and Nova Scotia Comparison

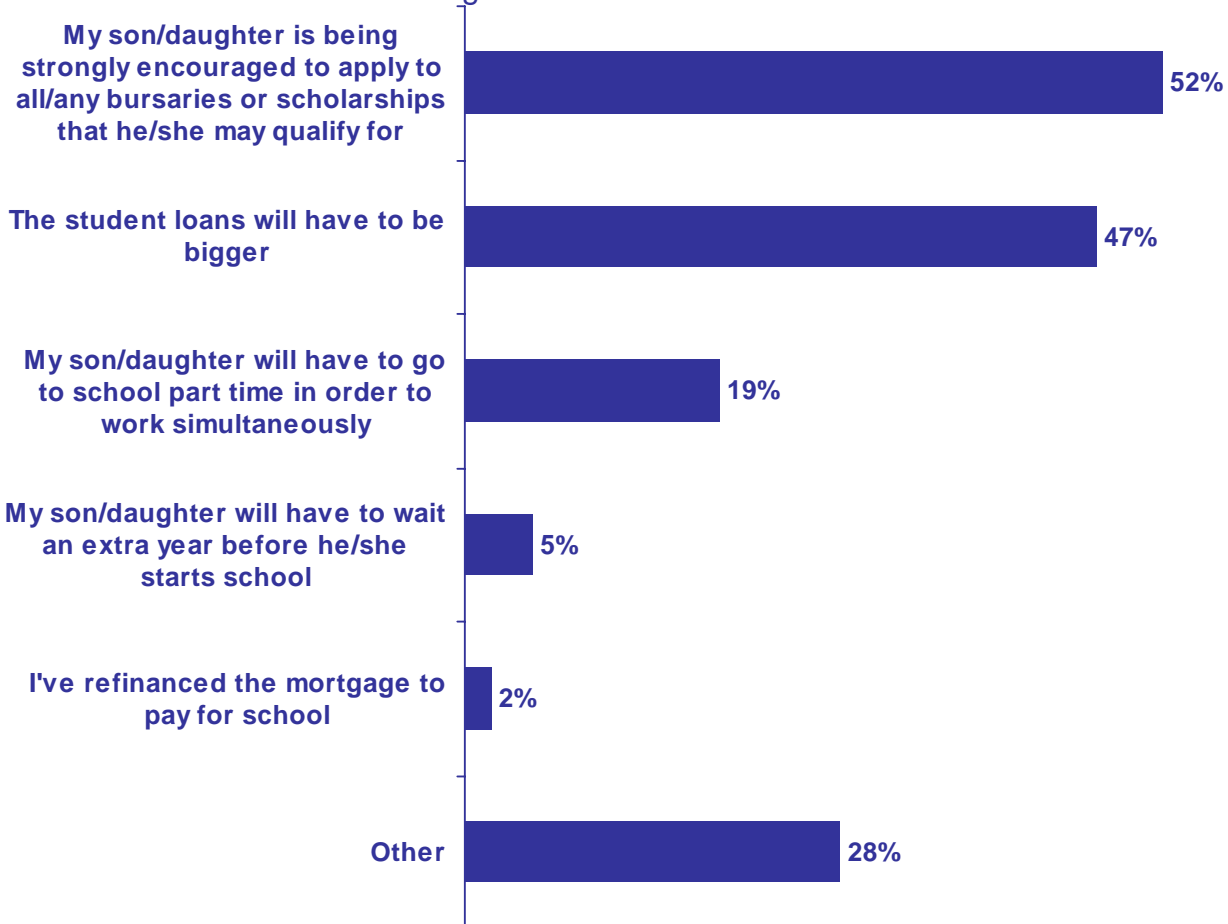


11. Has the recession caused you to alter your plans for your children's education or funding for it?

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426

Recession and Children's Education Nova Scotia

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



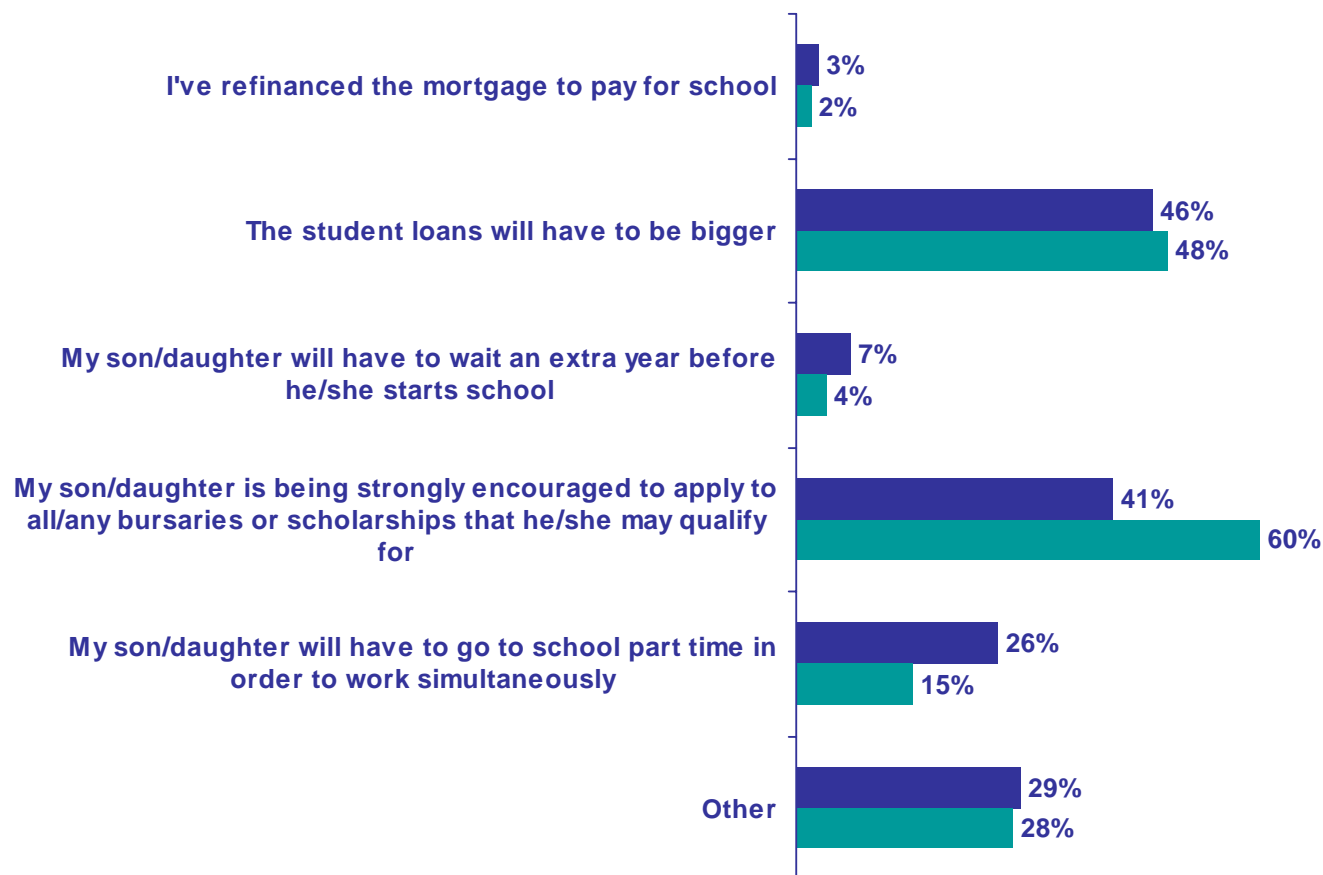
12. How has the recession affected your plans for your children's education or funding for it?

Base: Recession caused to alter your plans for your children's education or funding for it n=63 (All Nova Scotia Respondents)

Recession and Children's Education Halifax and Nova Scotia Comparison

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

■ Halifax ■ Rest of Nova Scotia

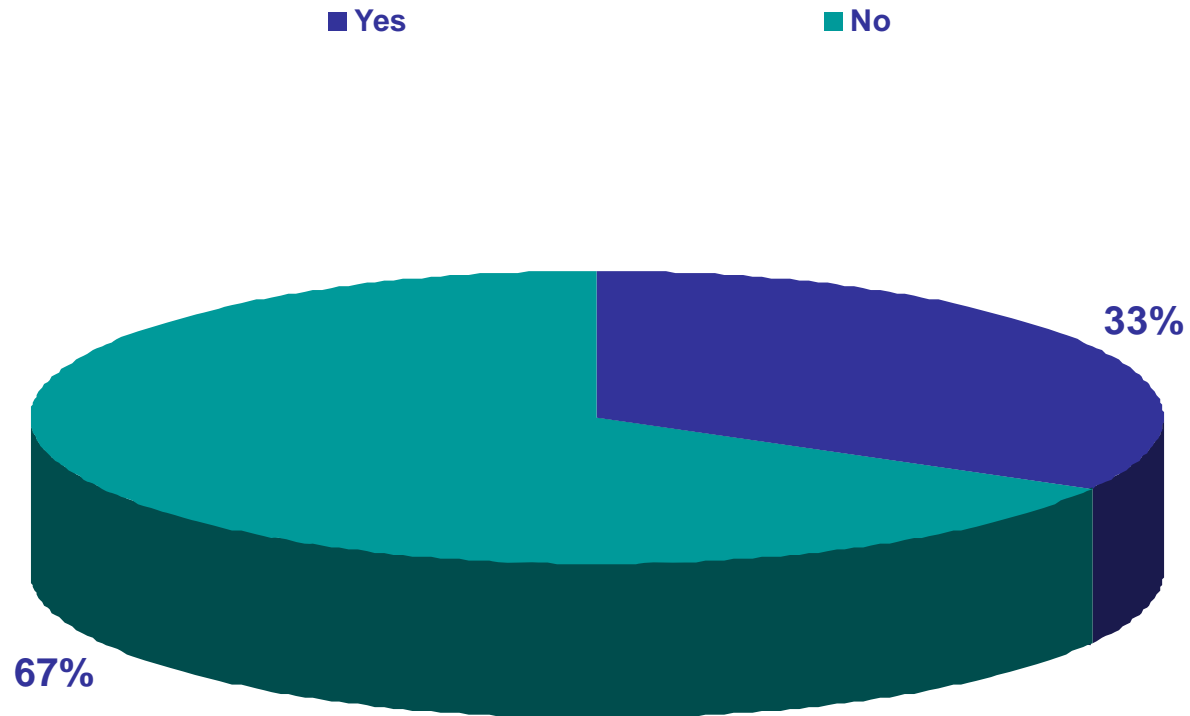


12. How has the recession affected your plans for your children's education or funding for it?

Base: Recession caused to alter your plans for your children's education or funding for it n=28 (Halifax); n=35 (Rest of Nova Scotia)

Recession and Investing

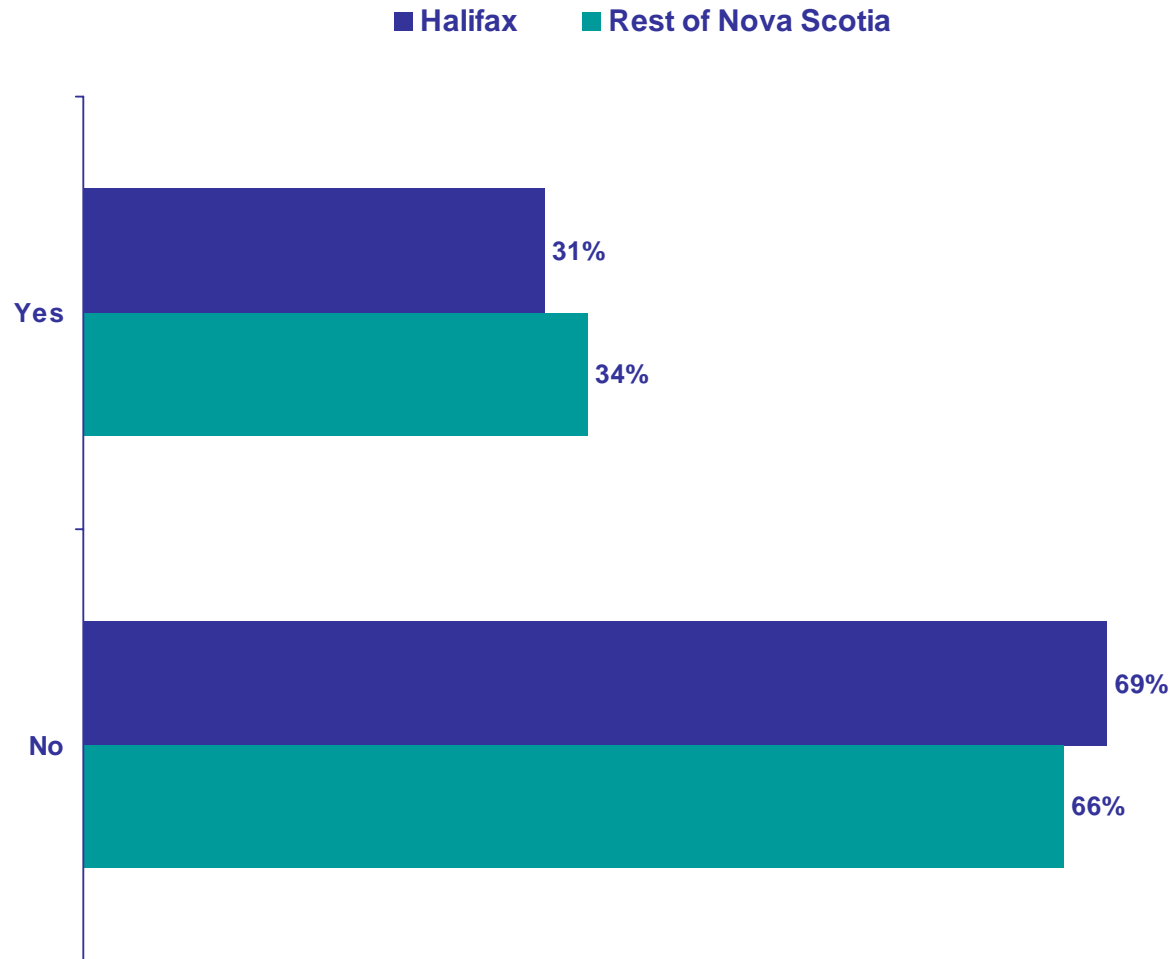
Recession and Investing Nova Scotia



13. **Has the recession changed the way you invest?**
Base: All Nova Scotia Respondents n=849



Recession and Investing Halifax and Nova Scotia Comparison



13. **Has the recession changed the way you invest?**

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426

Recession and Investing Nova Scotia

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



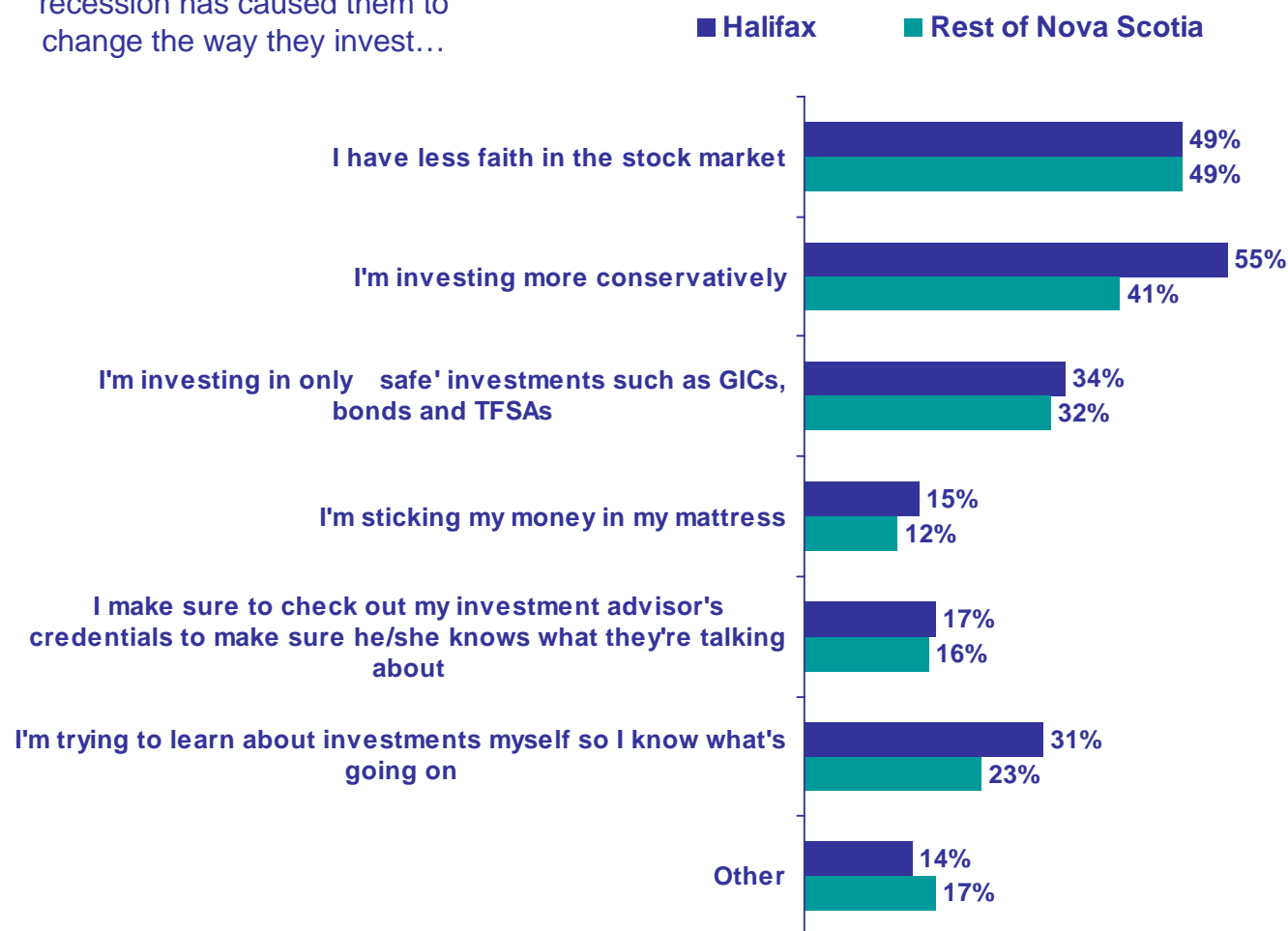
14. How has the recession caused you to change the way you invest?

Base: Recession caused you to change the way you invest n=292 (All Nova Scotia Respondents)



Recession and Investing Halifax and Nova Scotia Comparison

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=148 (Halifax); n=144 (Rest of Nova Scotia)

Food Safety and Life



Food Safety and Other Lifestyle Statements Nova Scotia

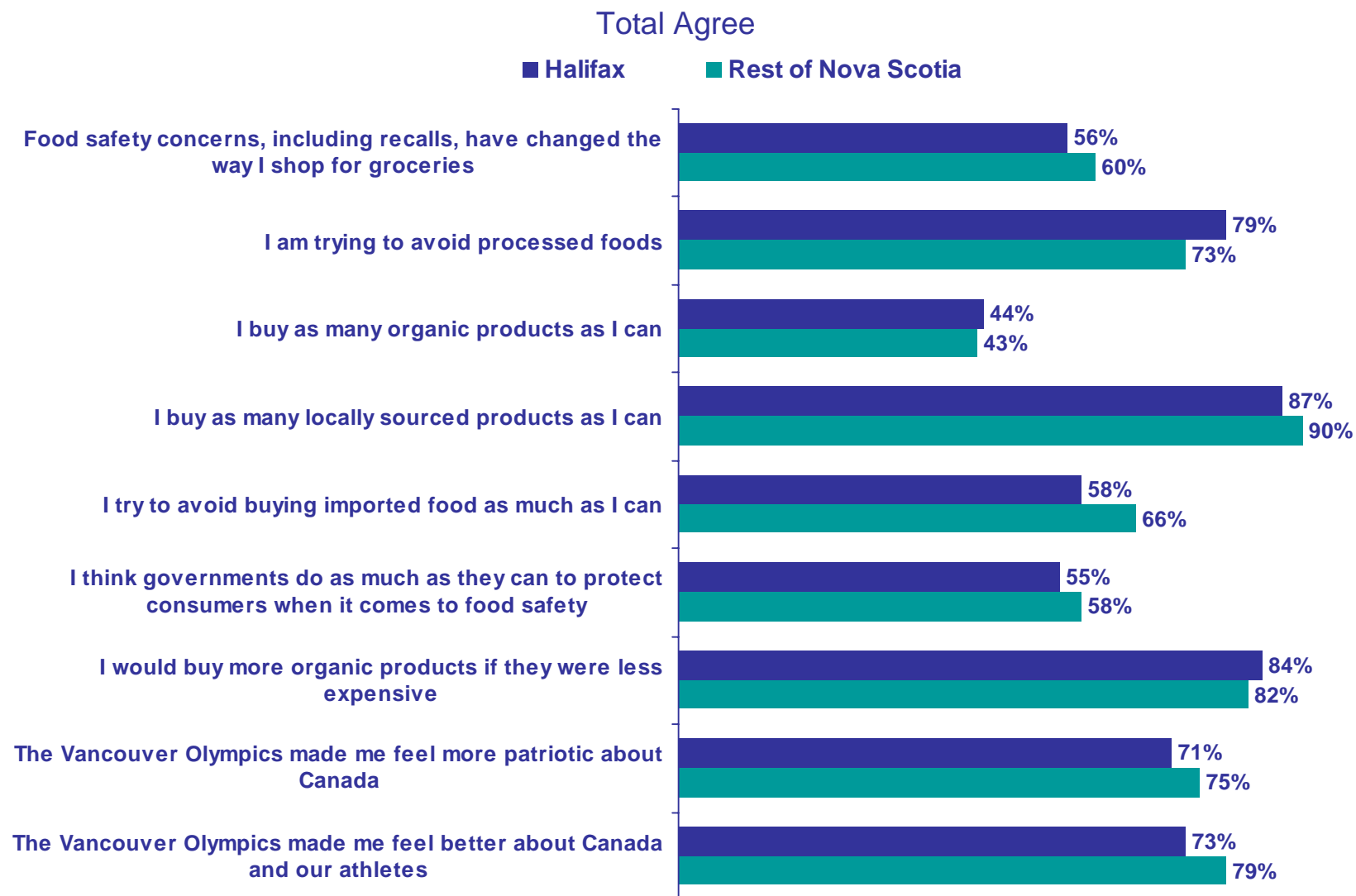


15. Do you agree or disagree with the following statements?

Base: All Nova Scotia Respondents n=849



Food Safety and Other Lifestyle Statements Halifax and Nova Scotia Comparison



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

Base: All Halifax Residents n=423; Rest of Nova Scotia Respondents n=426



Food Safety and Other Lifestyle Statements Halifax

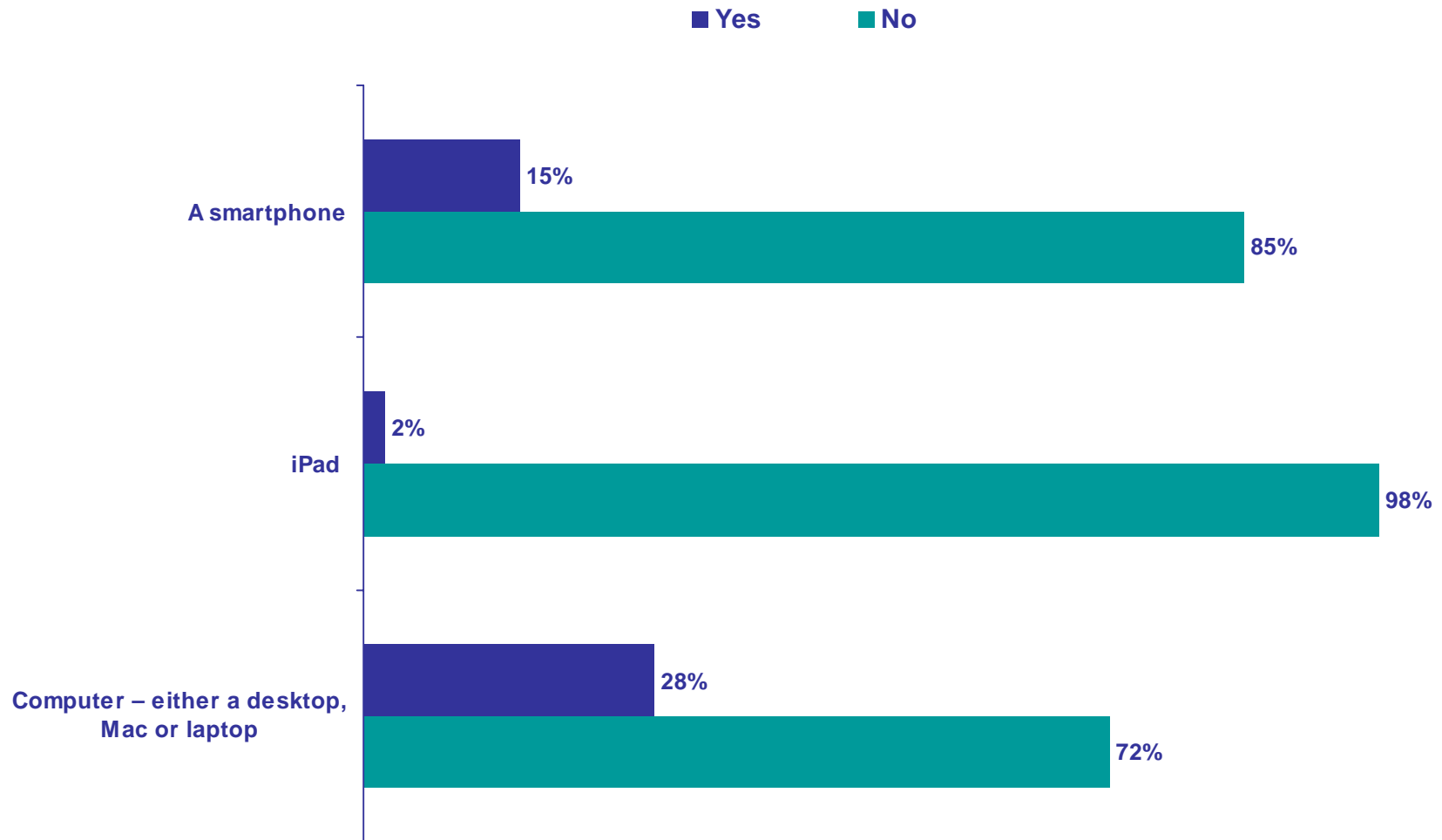


15. Do you agree or disagree with the following statements?

Base: All Halifax Respondents n=423

Technology Matters

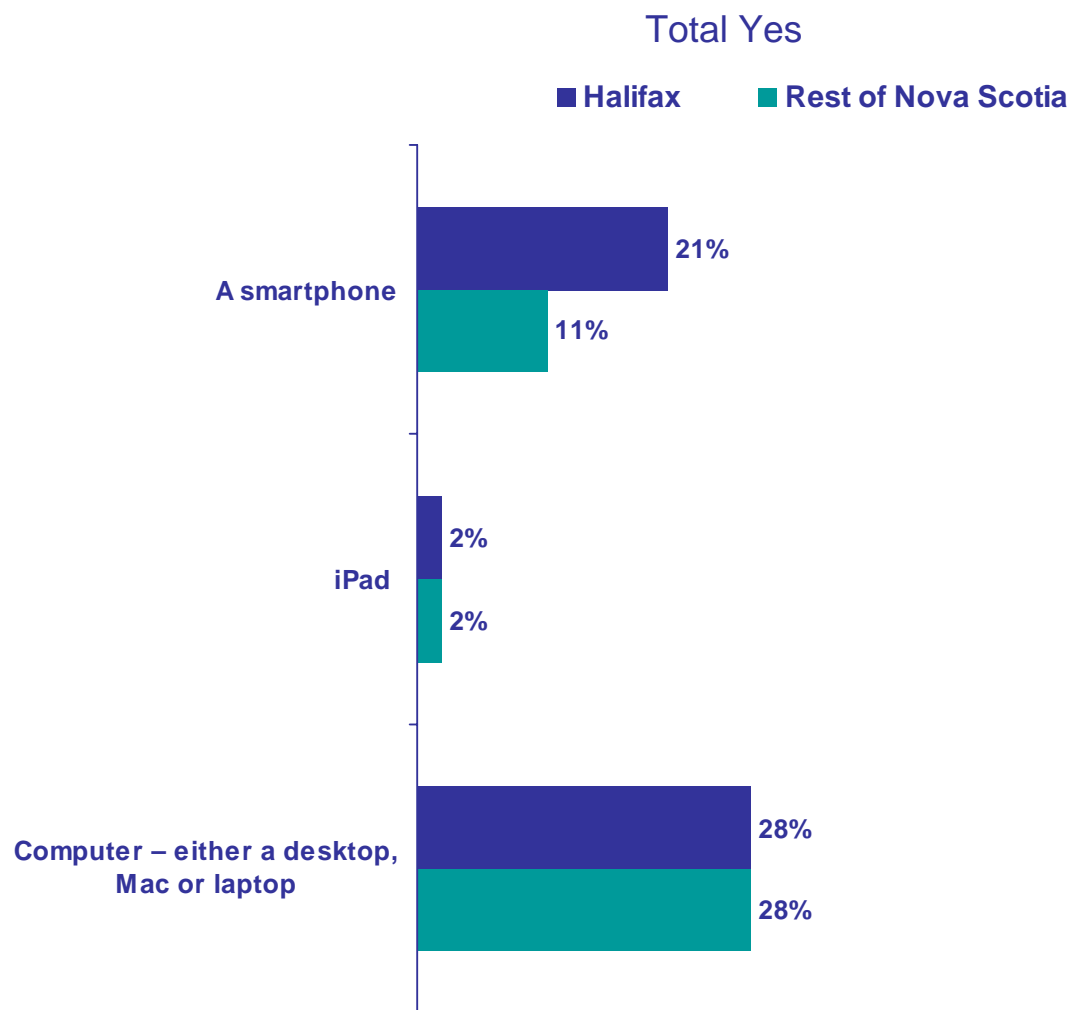
Technology Purchases Nova Scotia



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

Base: All Nova Scotia Respondents n=849

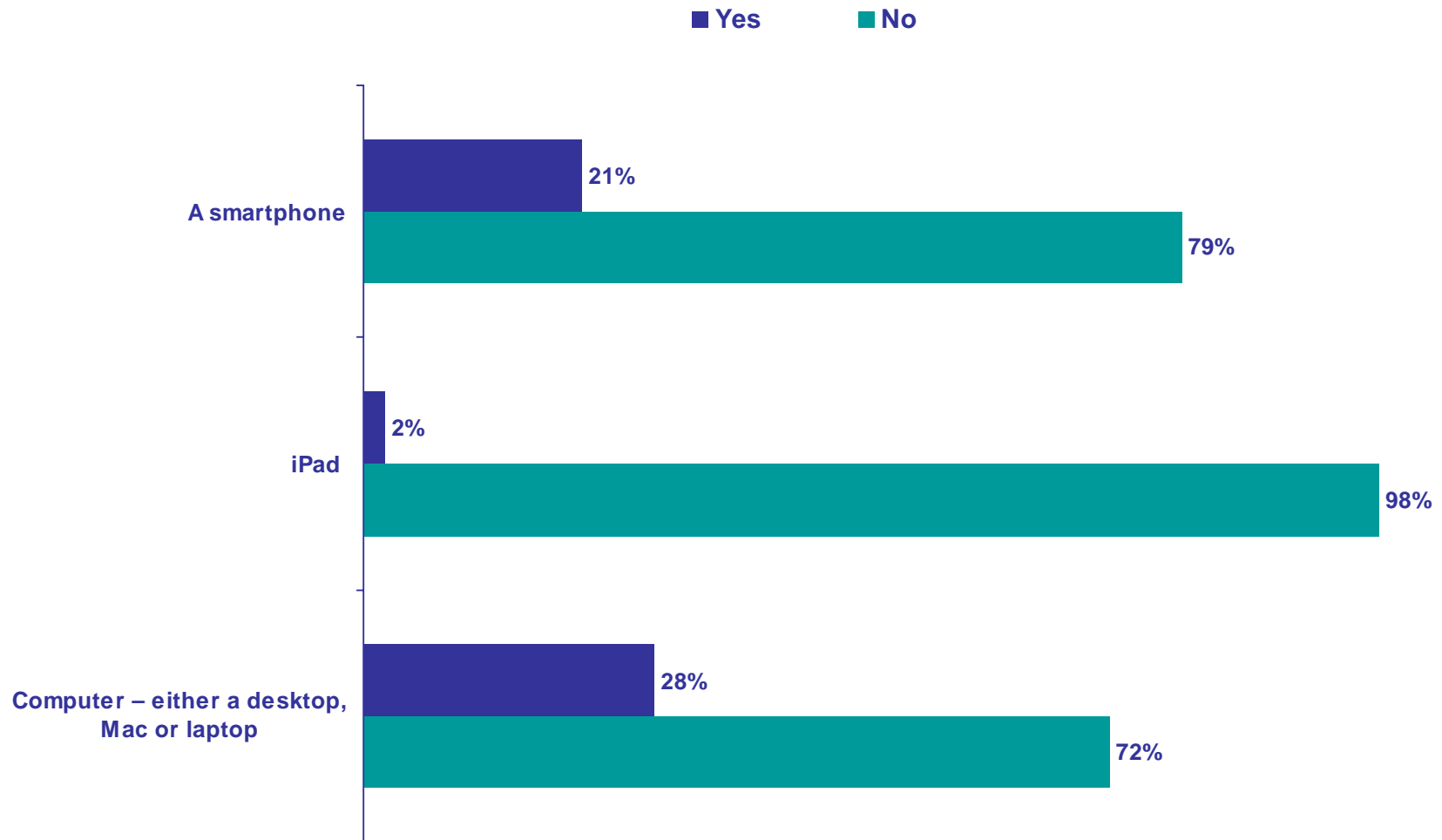
Technology Purchases Halifax and Nova Scotia Comparison



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

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426

Technology Purchases Halifax

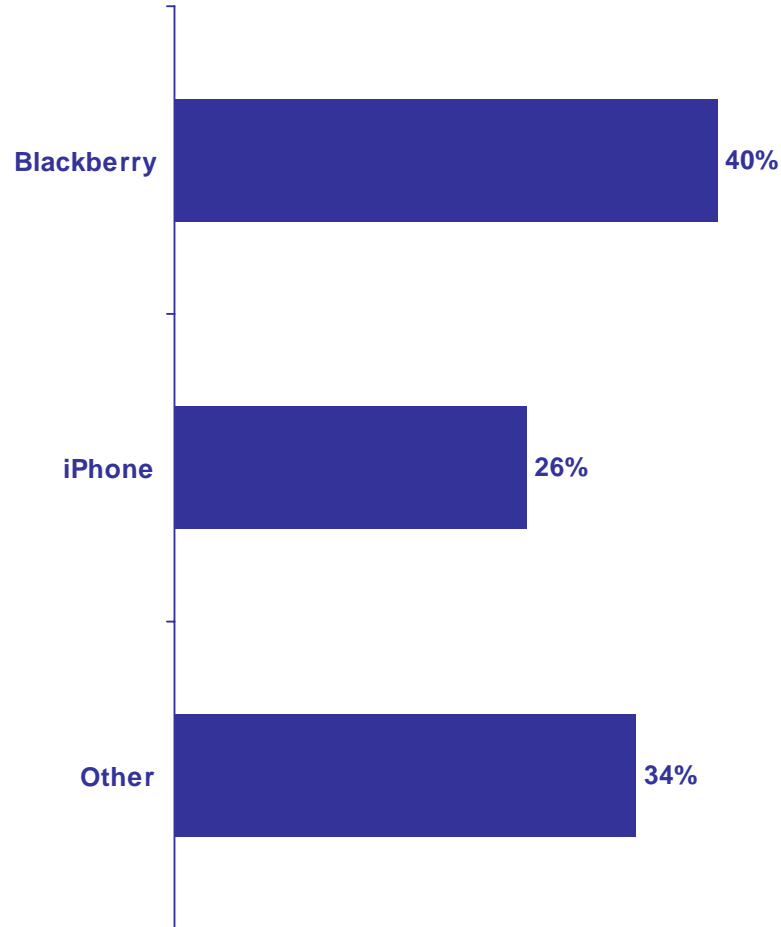


16. Have you or someone in your family bought any one of these items in the last 6 months?

Base: All Halifax Respondents n=423

Battle of the Smartphones Nova Scotia

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



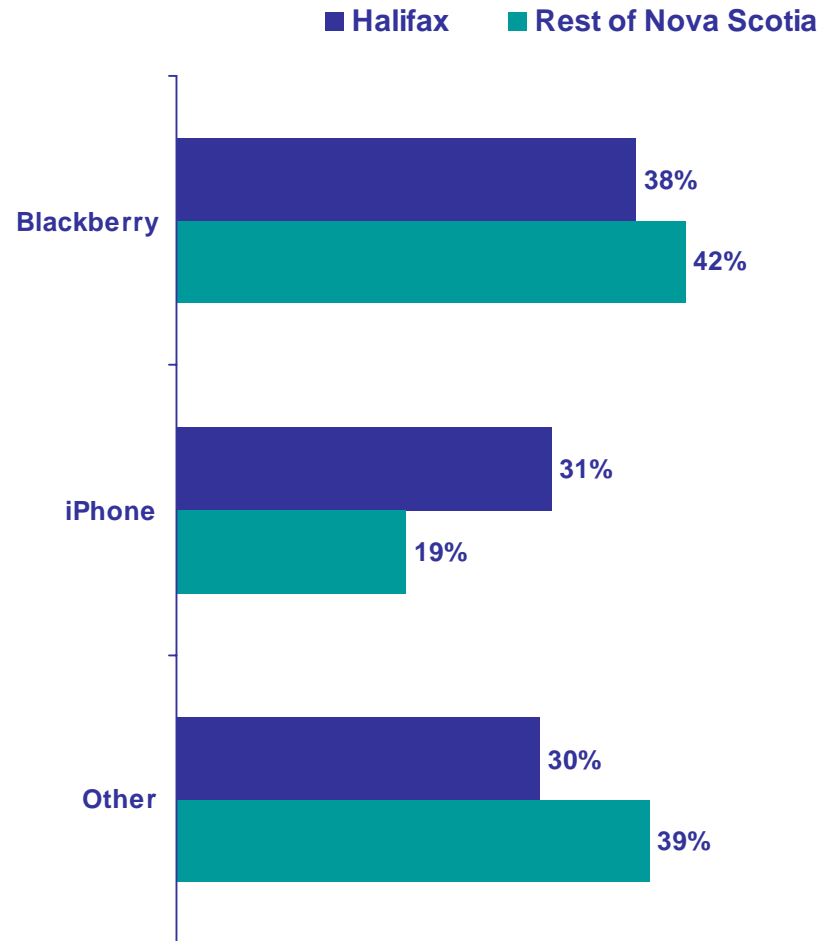
17. Which smartphone was purchased?

Base: Bought a smartphone in the last 6 months n=100 (All Nova Scotia Respondents)



Battle of the Smartphones Halifax and Nova Scotia Comparison

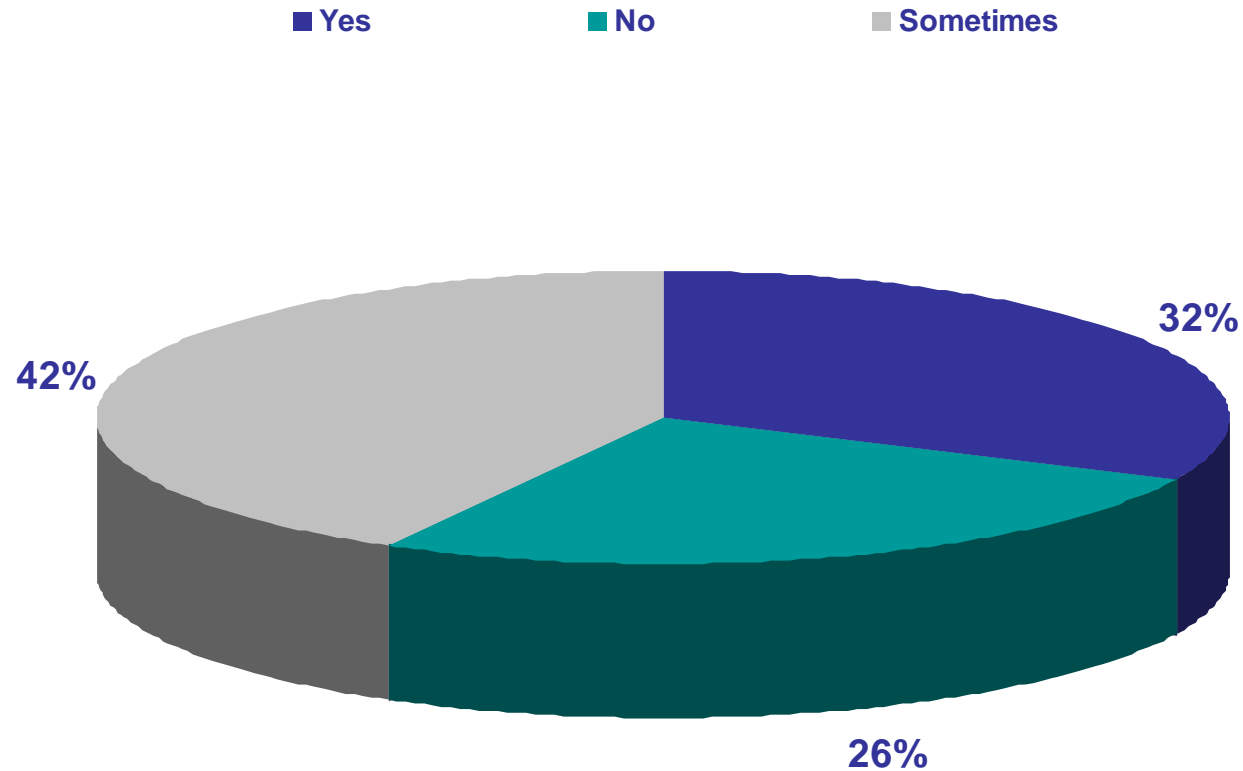
Among those who bought a
smartphone in the last 6 months...



17. Which smartphone was purchased?

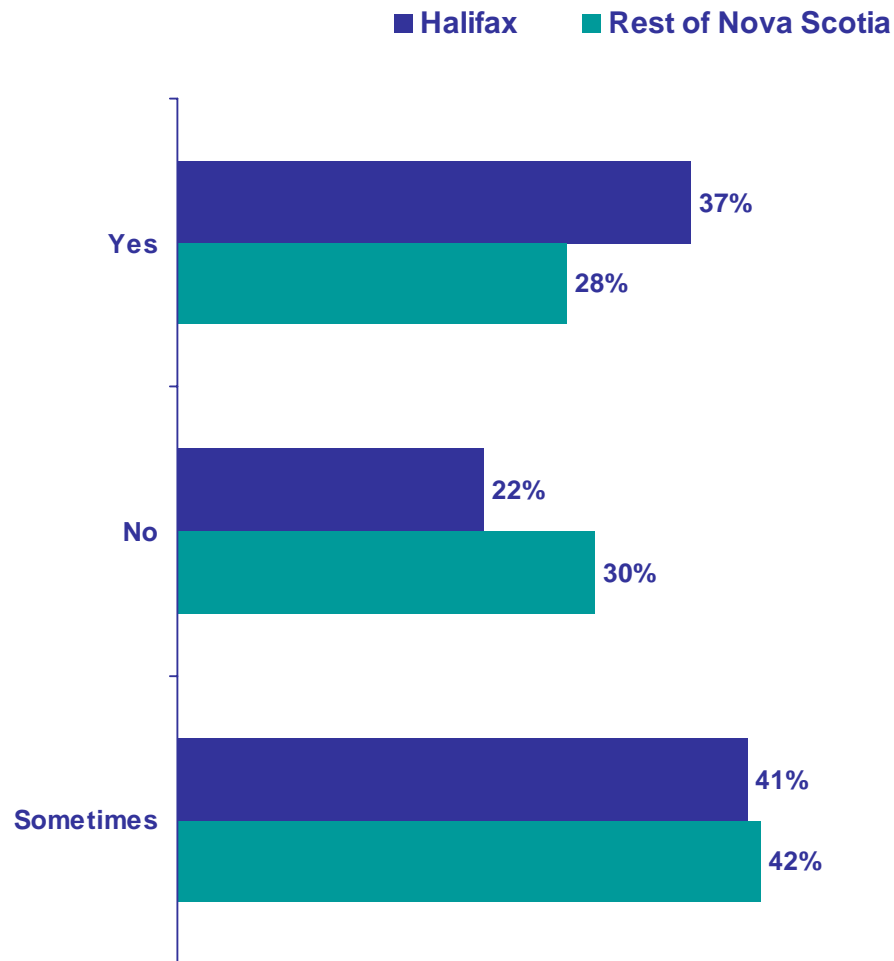
Base: Bought a smartphone in the last 6 months n=63 (Halifax); n=37 (Rest of Nova Scotia)

Technology and Lifestyle in Nova Scotia



18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??
Base: All Nova Scotia Respondents n=849

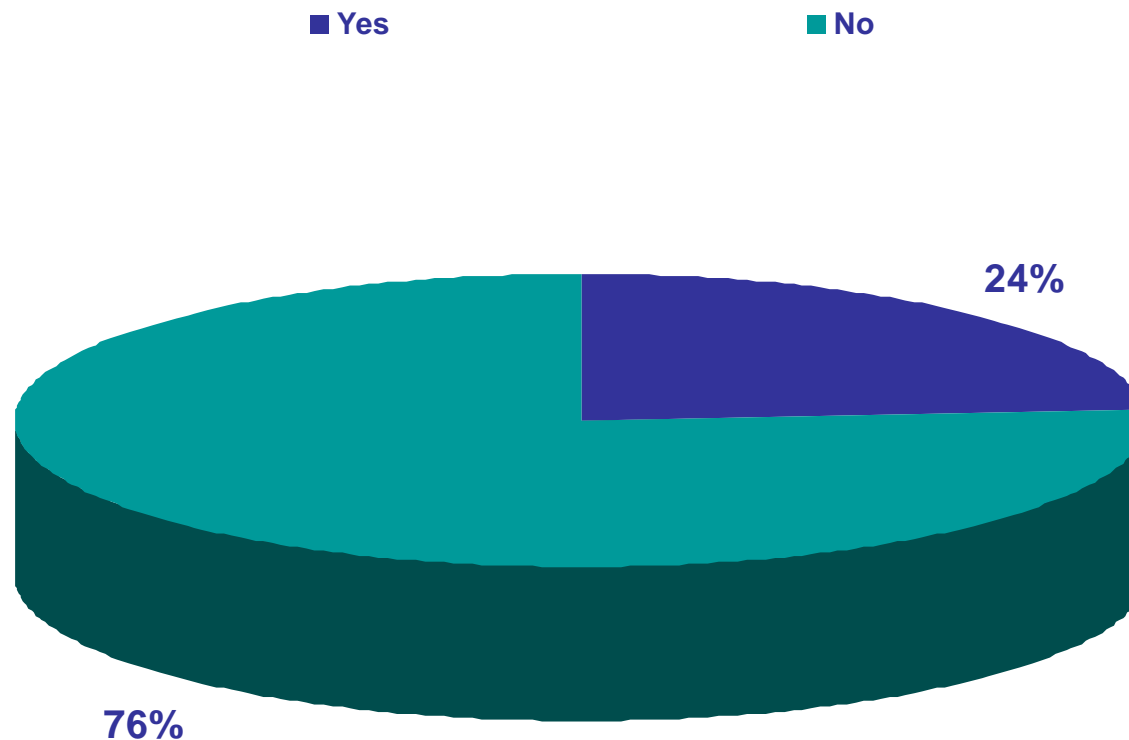
Technology and Lifestyle Halifax and Nova Scotia Comparison



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

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426

Antiquated Technology in Nova Scotia

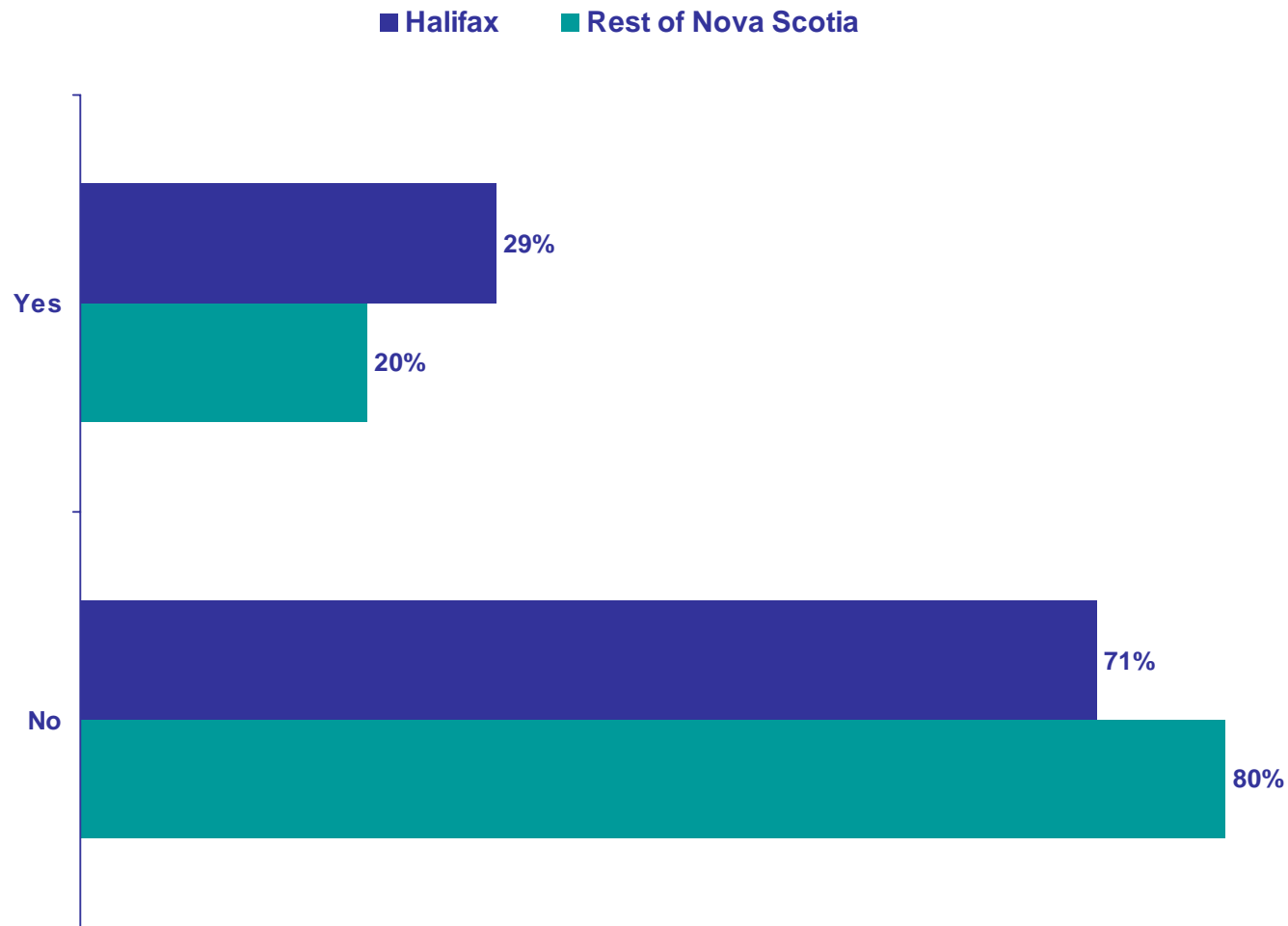


19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Nova Scotia Respondents n=849



Antiquated Technology Halifax and Nova Scotia Comparison

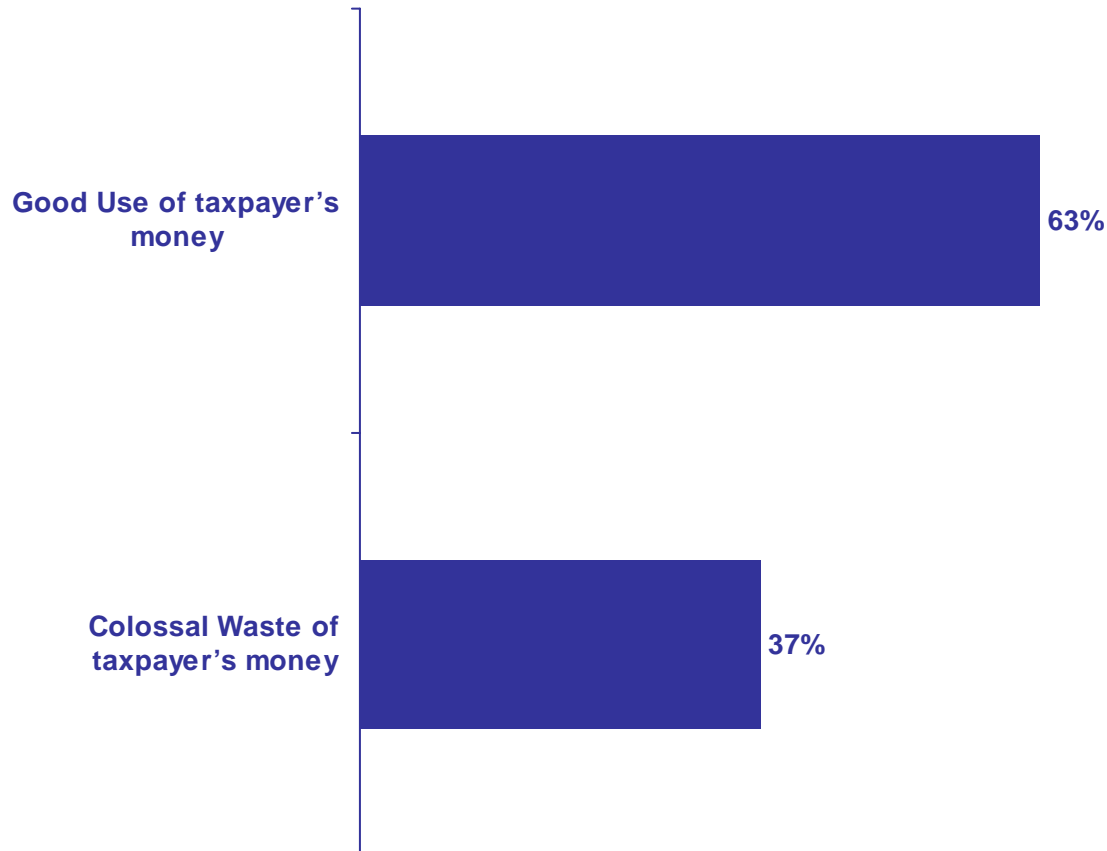


19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Halifax Respondents n=423; Rest of Nova Scotia Respondents n=426

Halifax Specific Questions

Harbour Cleanup Solution - Halifax



20. As you know, about ten years ago the Halifax municipality initiated the Harbour Cleanup Solution. After five years of construction and costs of approximately \$330 Million, the treatment facilities went into operation last fall. Recently the Halifax treatment facility broke down and the Dartmouth facility is failing standards tests.

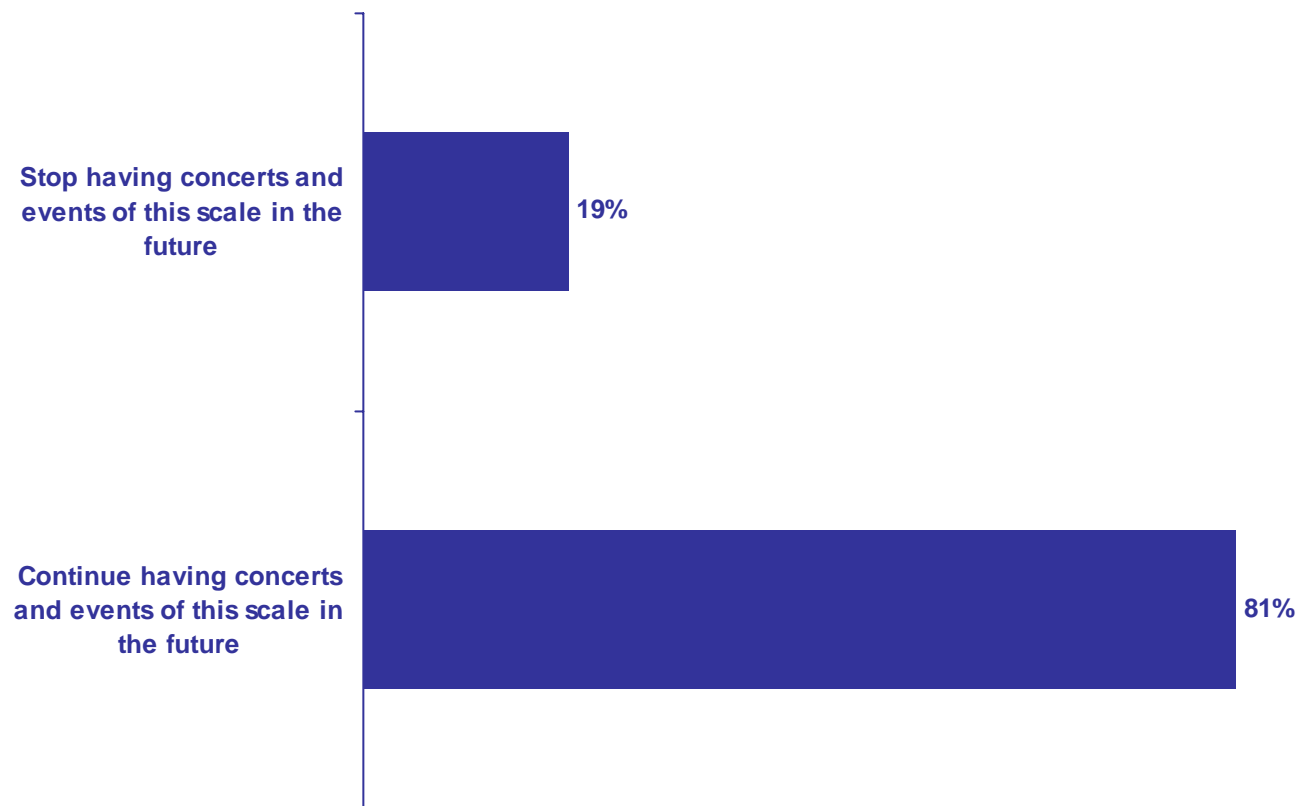
[Some/Other] people say that the Harbour Cleanup Solution treatment facility breakdown and the failure of the standards tests are evidence that the project has been mismanaged and is a colossal waste of taxpayers money that wasn't worth what was done

[Other/Some] people say that every new enterprise like the Harbour Cleanup Solution has growing pains and what is currently happening will sort itself out, and it was a good use of taxpayer's money that will be good for the future.

Base: All Halifax Respondents n=423



Concerts at The Common Preference Halifax



21. Over the past number of years, the Common in Halifax has hosted some pretty big concerts including Paul McCartney, KISS and the Rolling Stones. Now [Other/Some] people say that the apparent benefits—such as revenue, notoriety and good music—outweigh the disruption that local residents have with their business, traffic and sometimes the mess that is left to clean up after the concert, and that events of this scale at the Common should be continued into the future. [Some/Other] people say that the disruption that local residents have with their business, traffic and sometimes the mess that is left to clean up after the concert, outweighs the apparent benefits, such as revenue, notoriety and good music, and that the Common should stop having concerts and events of this scale in the future. Which is closer to your own point of view?

Base: All Halifax Respondents n=423