



Ipsos Reid



Global Television – Nova Scotia

September 2010



9/30/2010

Nobody's Unpredictable

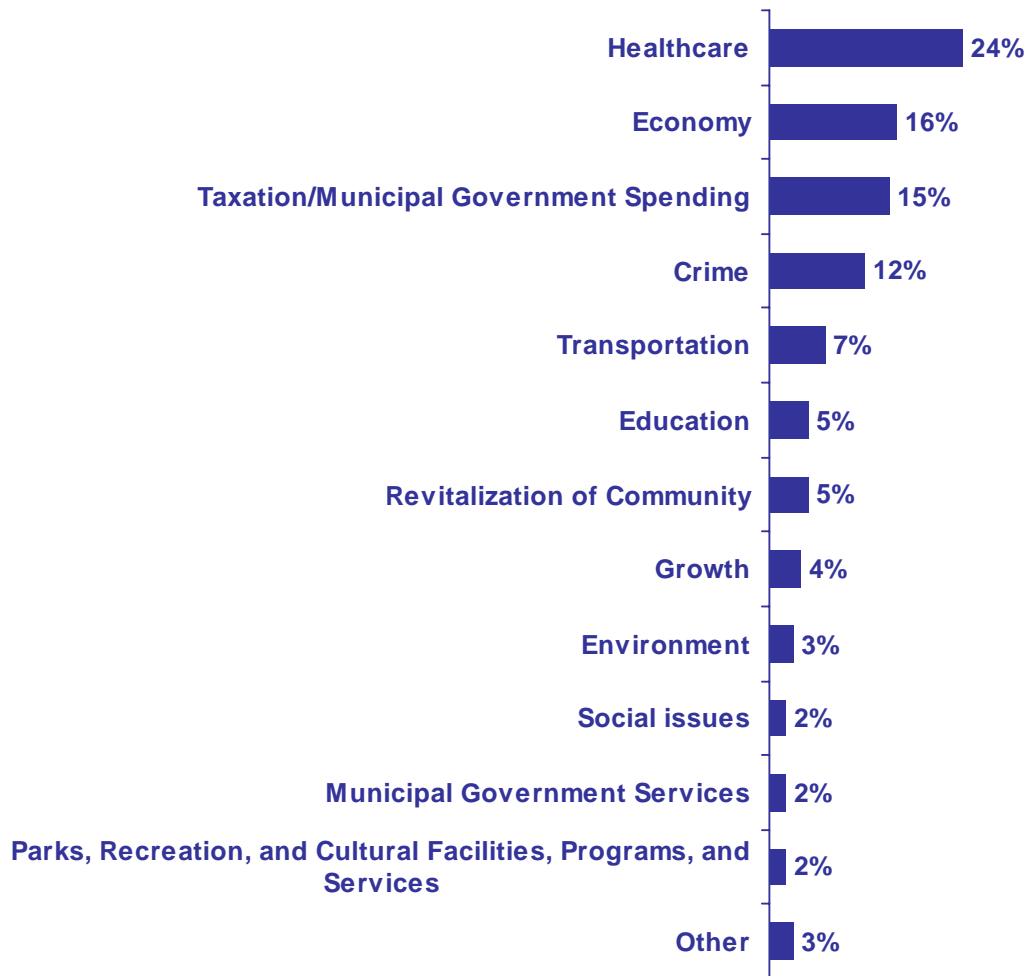
Methodology

- 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



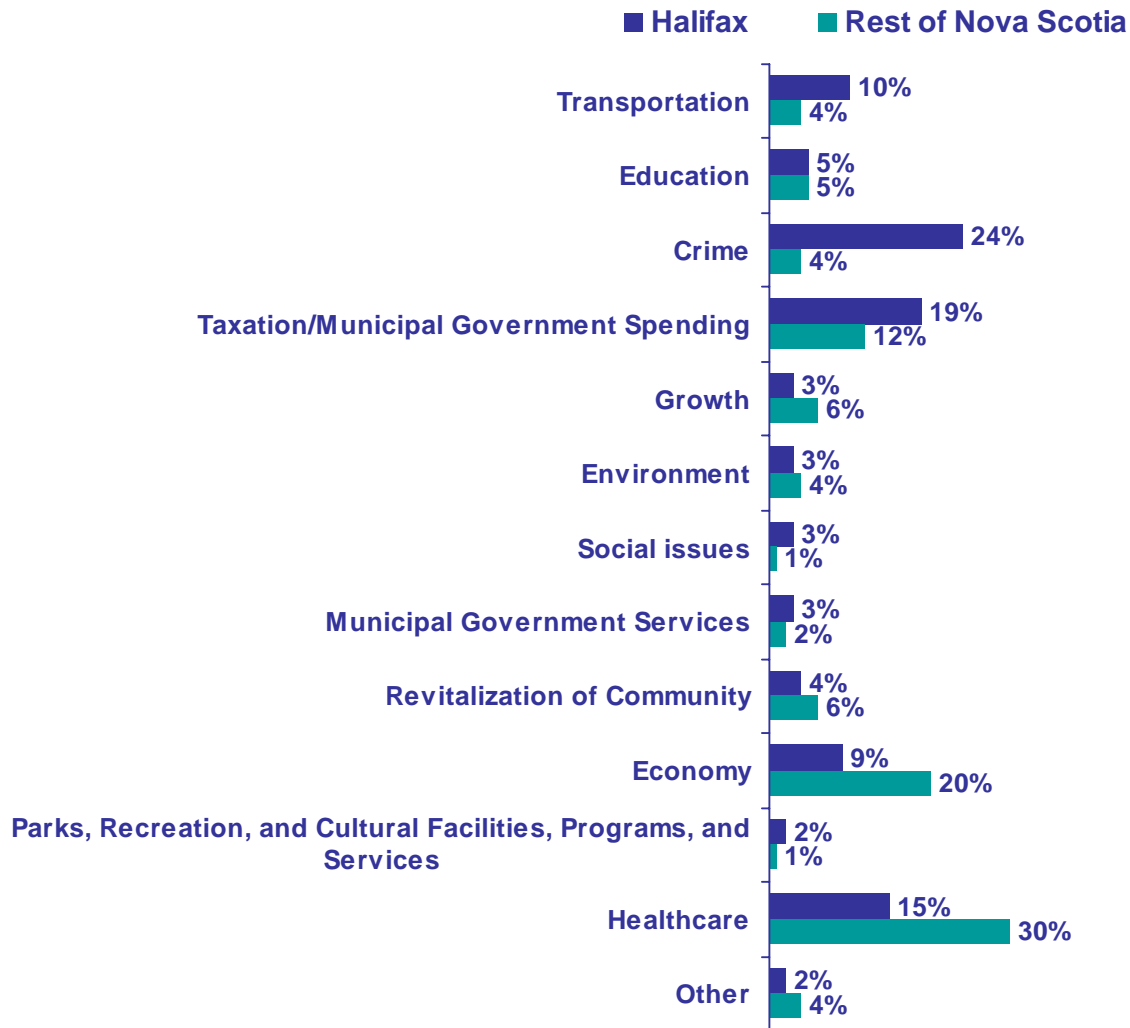
Top Local Issues in Nova Scotia including Halifax



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 Nova Scotia Residents n=849

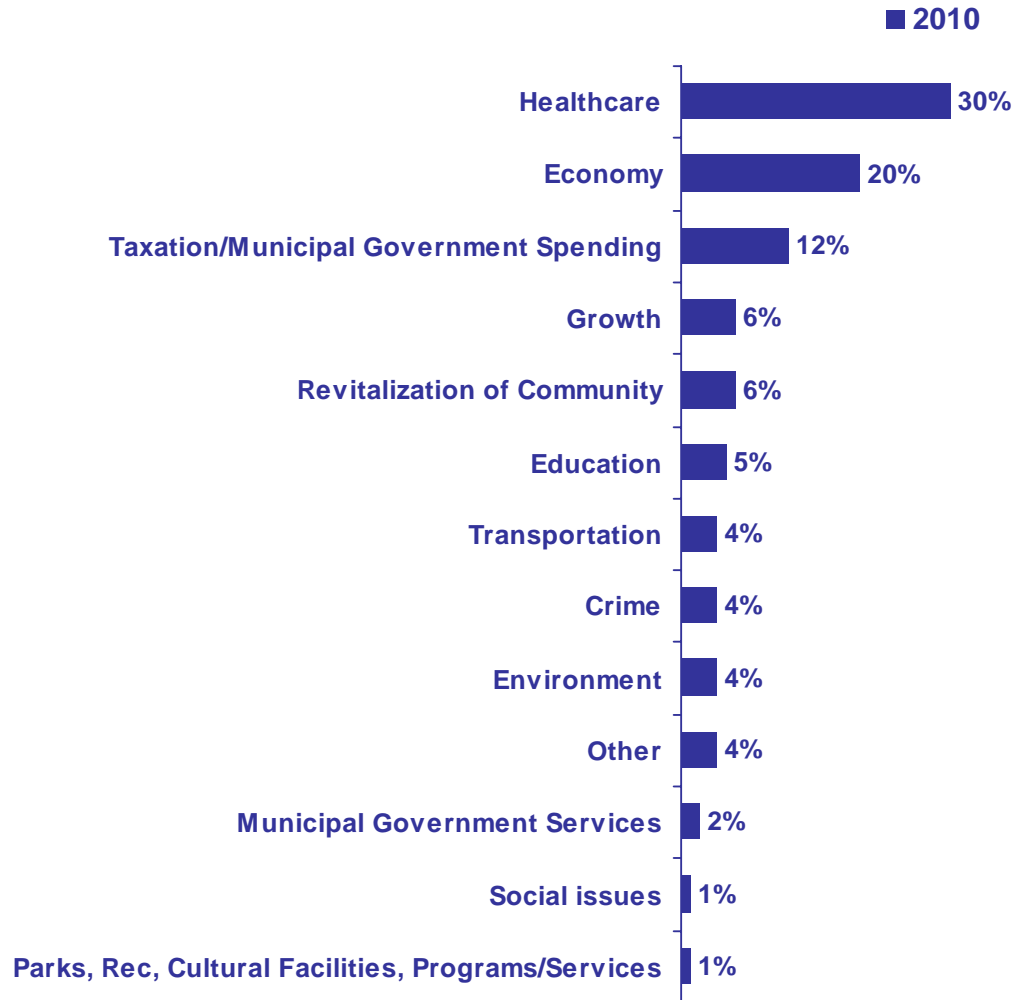
Top Local Issues in Nova Scotia and Halifax



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; Rest of Nova Scotia Respondents n=426

Top Local Issues in Nova Scotia outside of Halifax



1. In your view, as a resident of Nova Scotia, 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?

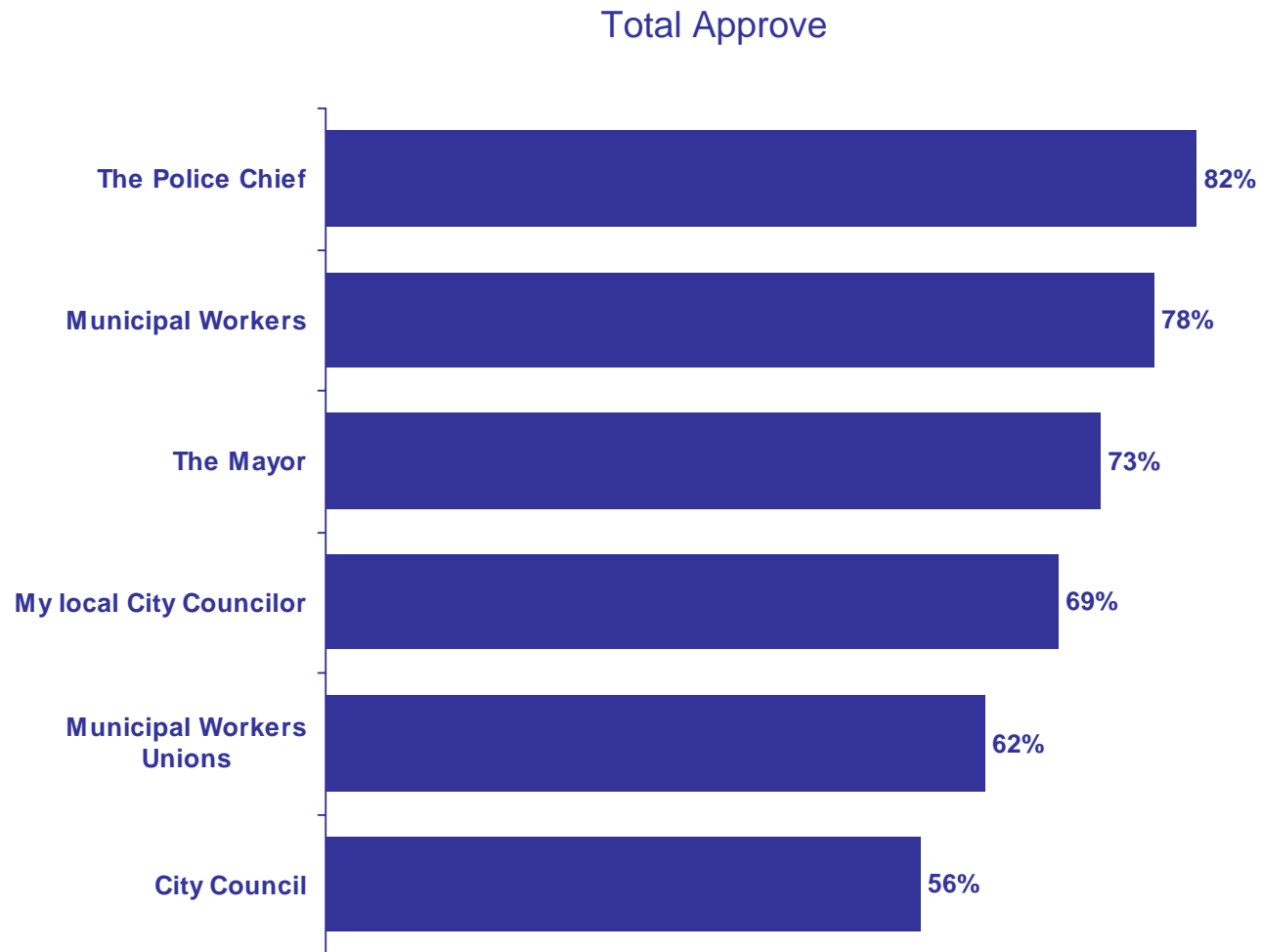
Base: Rest of Nova Scotia Respondents n=426



Performance Approval



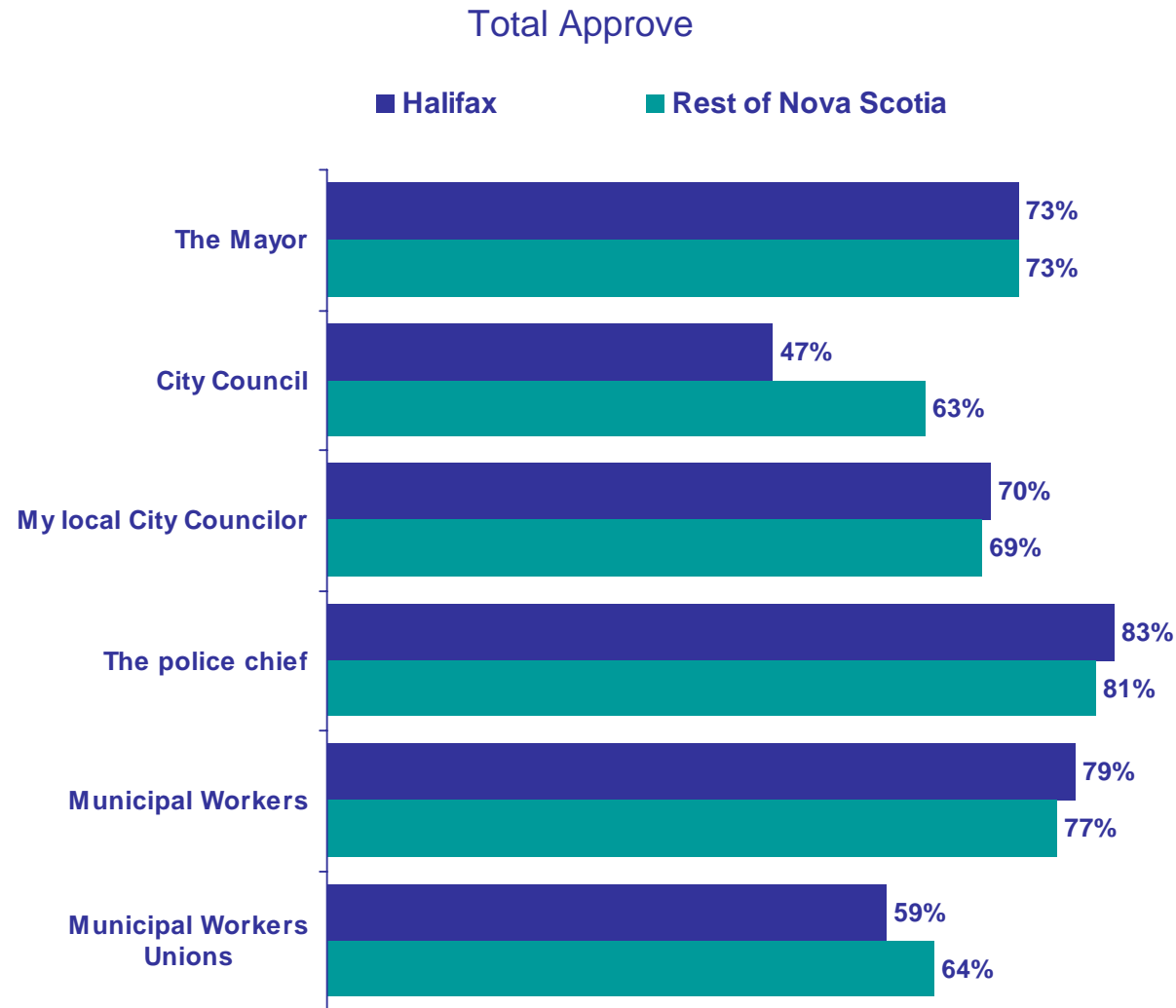
Performance Approval Rating of Various Officials in Nova Scotia



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 in Halifax and Nova Scotia

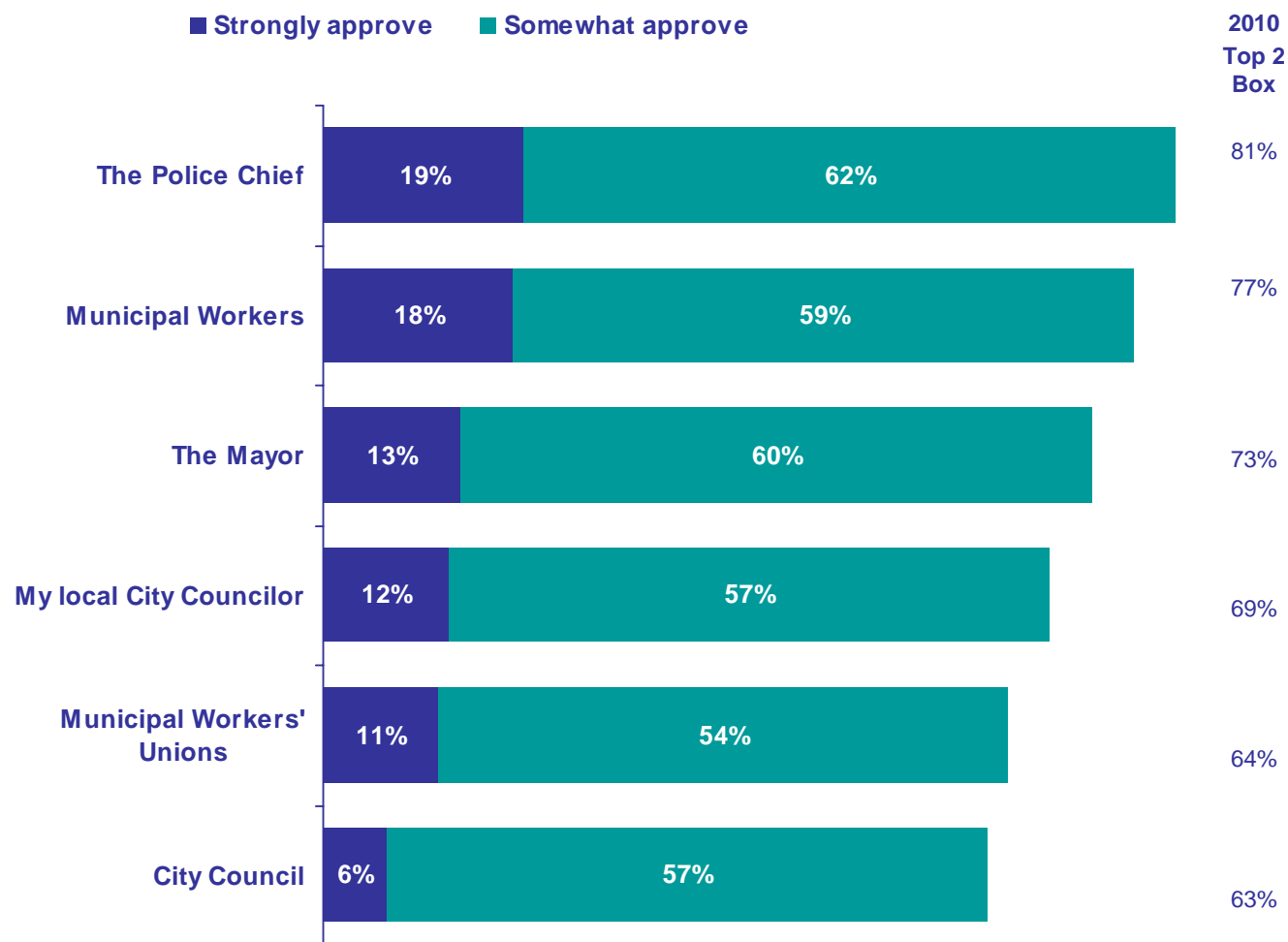


2. Generally speaking would you say you approve or disapprove of the overall performance of the following in Halifax?

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



Performance Approval Rating of Various Officials in Nova Scotia (outside of Halifax)



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

Base: Rest of Nova Scotia Respondents n=426

Statements about City, Love and Life

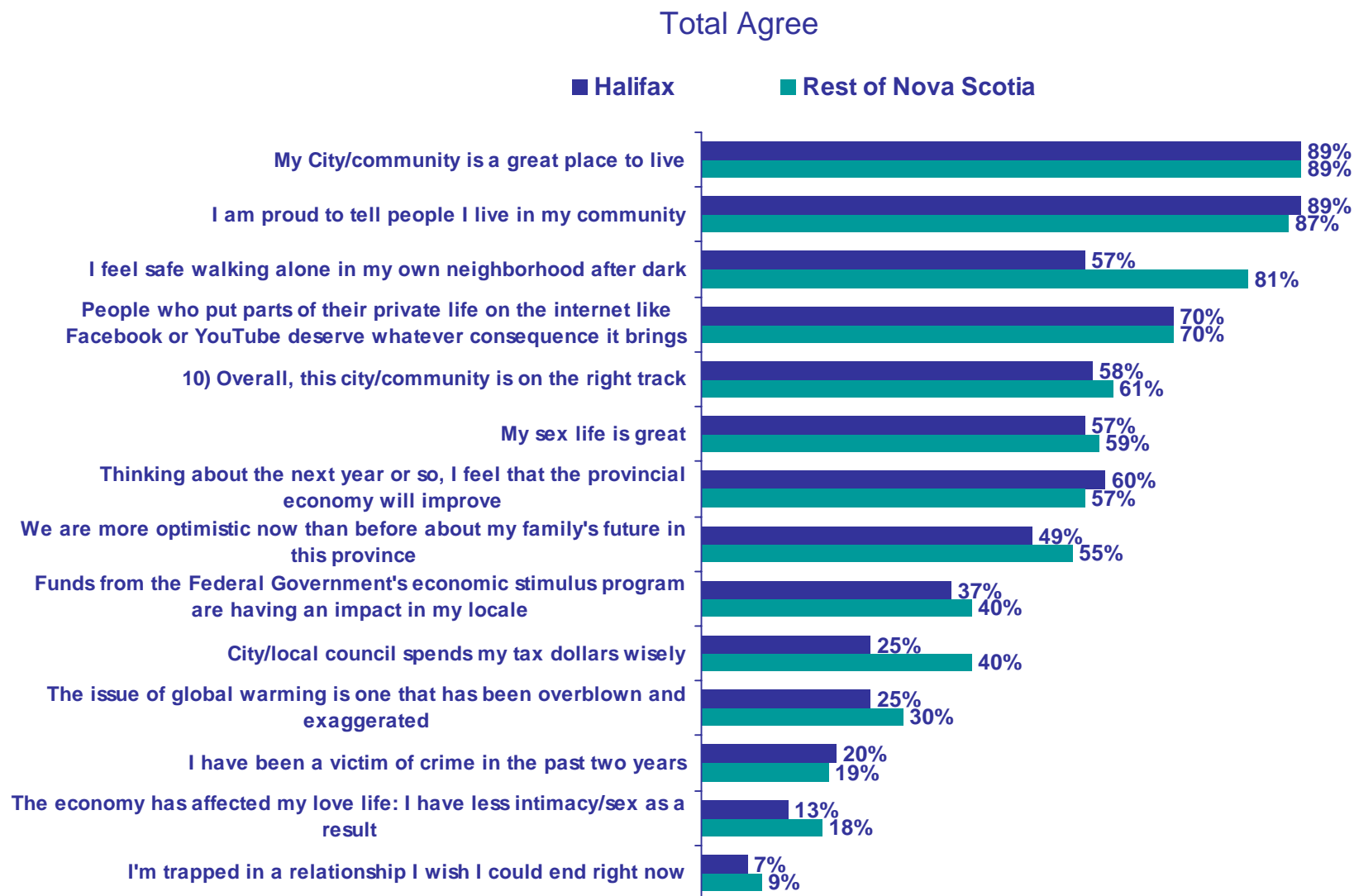
Total Agree



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

Base: All Nova Scotia Respondents n=849

Agreement with Statements in Nova Scotia and Halifax

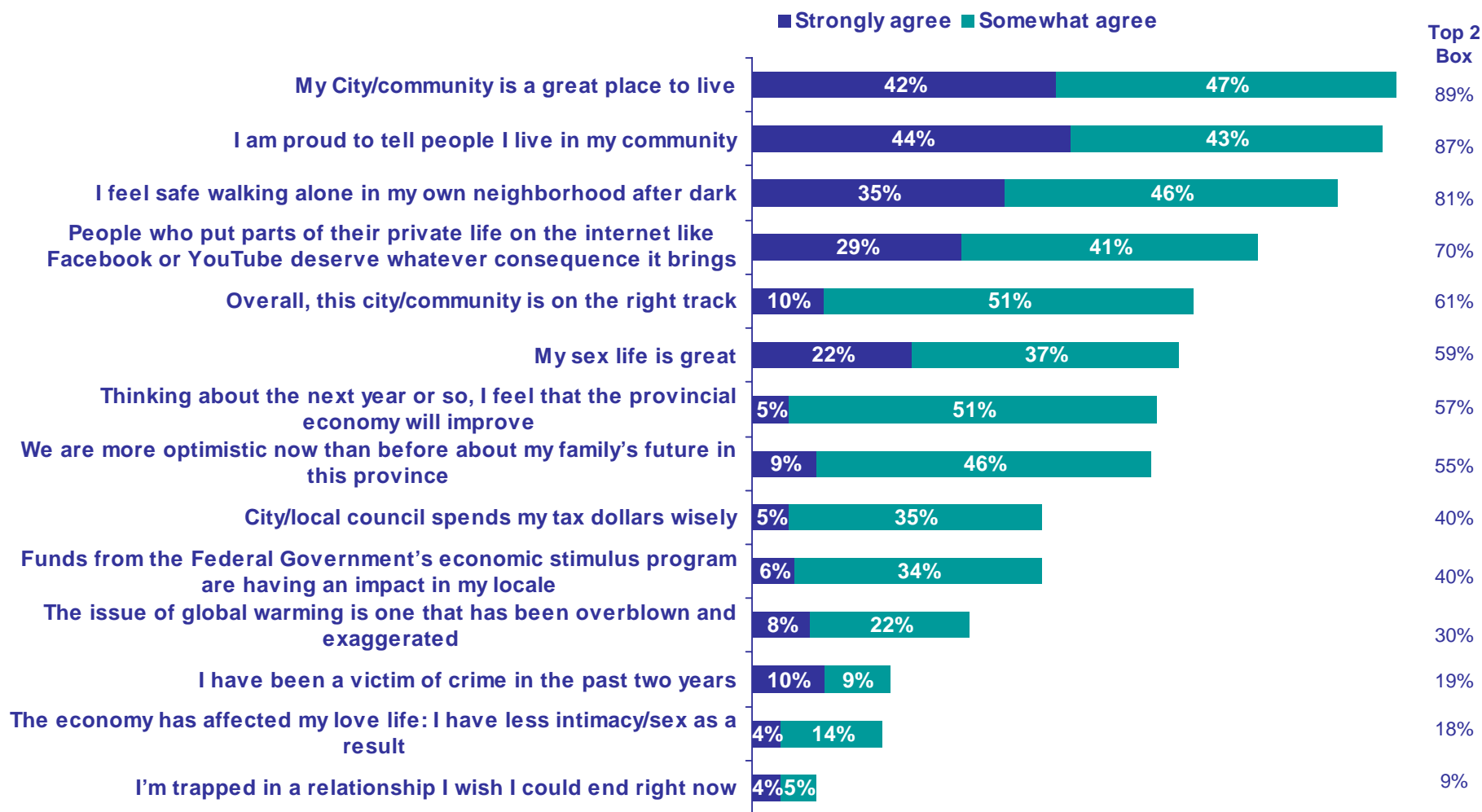


3. Do you agree or disagree with the following statements?

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



Agreement with Statements in Nova Scotia (outside of Halifax)

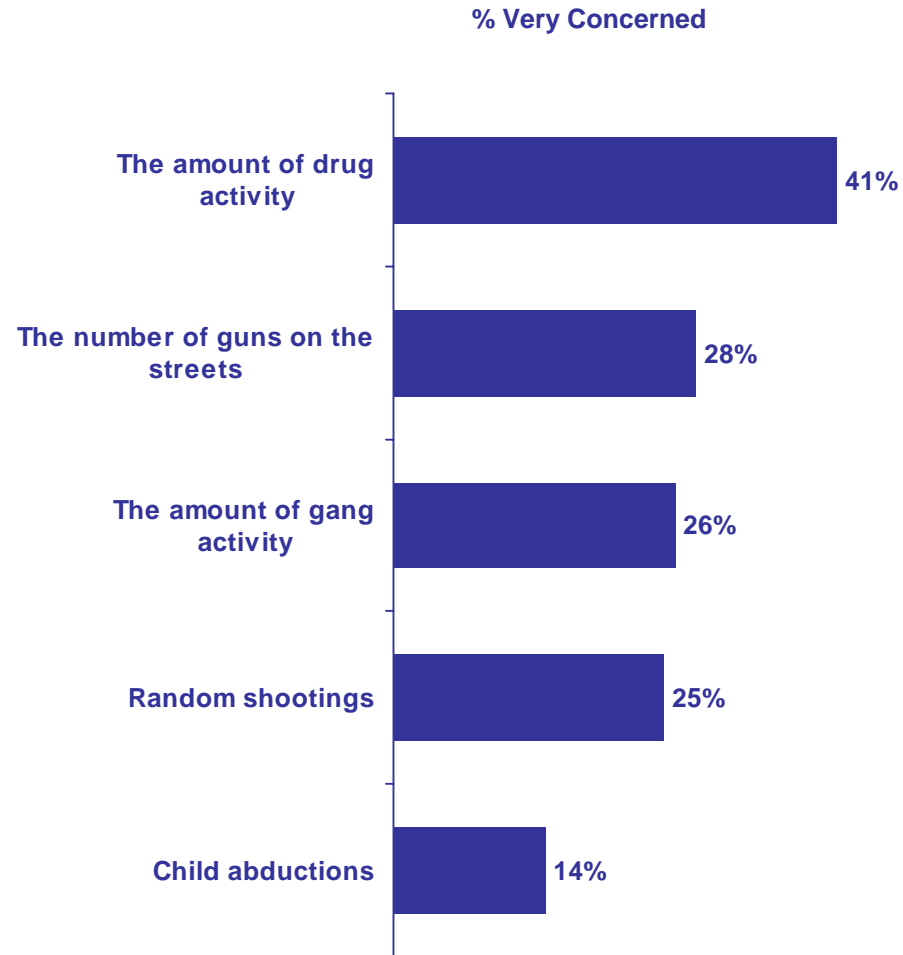


3. Do you agree or disagree with the following statements?

Base: Rest of Nova Scotia Respondents n=426

Concerns about Crime and Safety

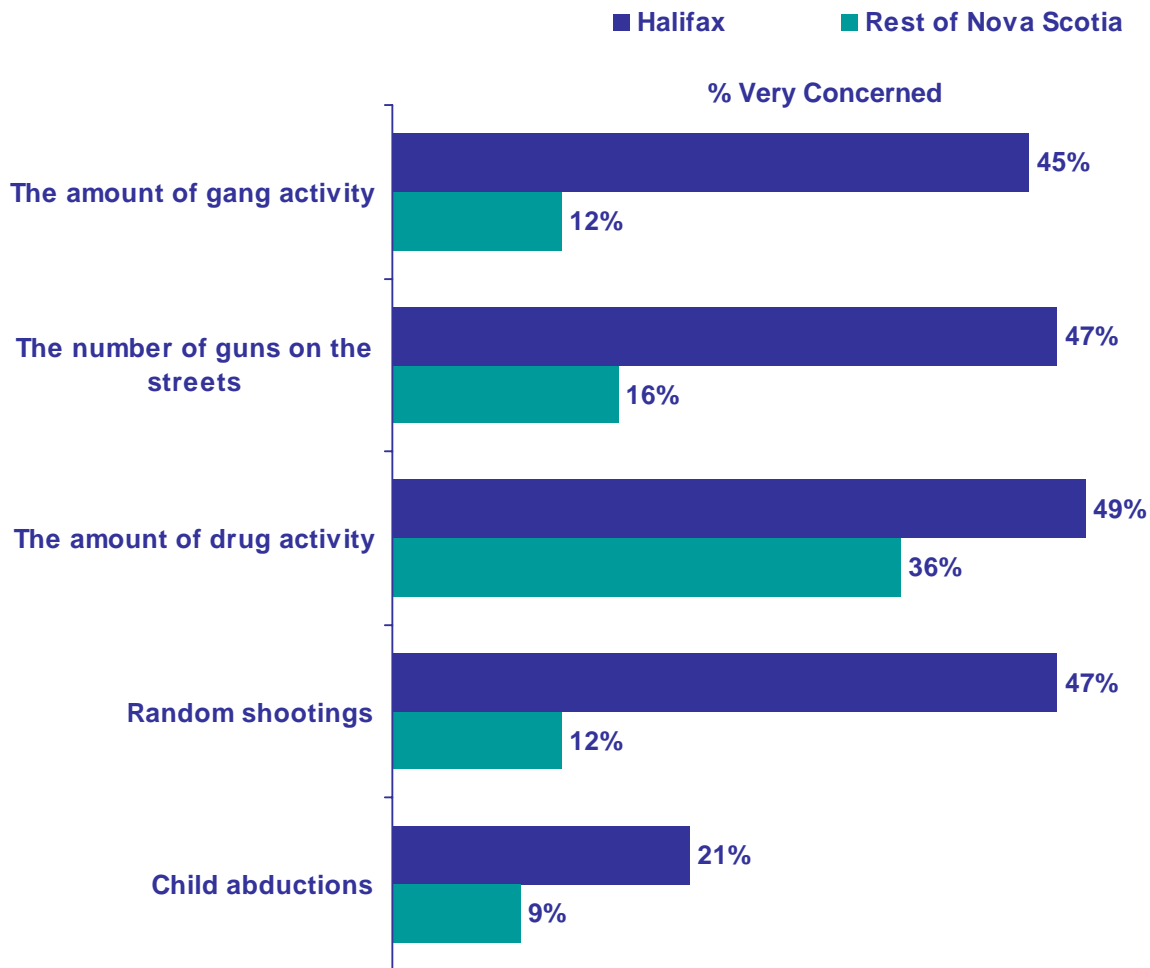
Concerns About Crime and Safety in Nova Scotia



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

Base: All Nova Scotia Respondents n=849

Concerns About Crime and Safety in Halifax and Nova Scotia

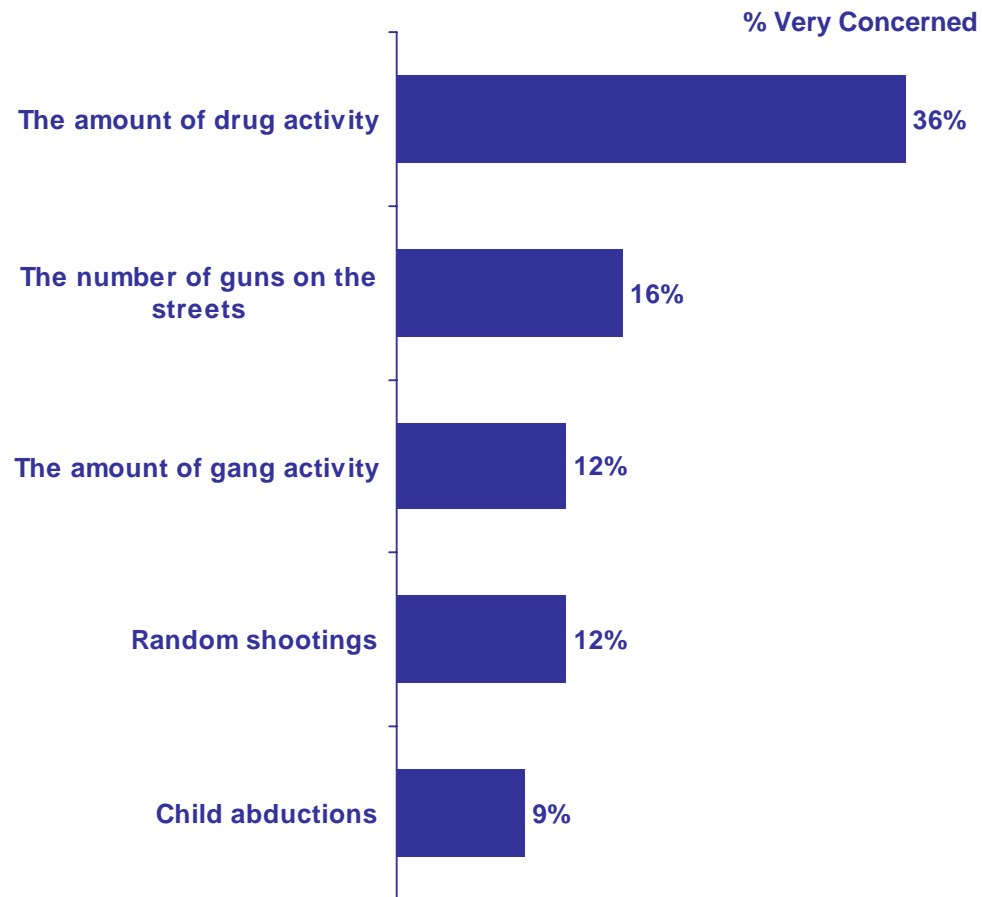


4. How concerned are you about the following in your community?

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



Concerns About Crime and Safety in Nova Scotia (outside of Halifax)



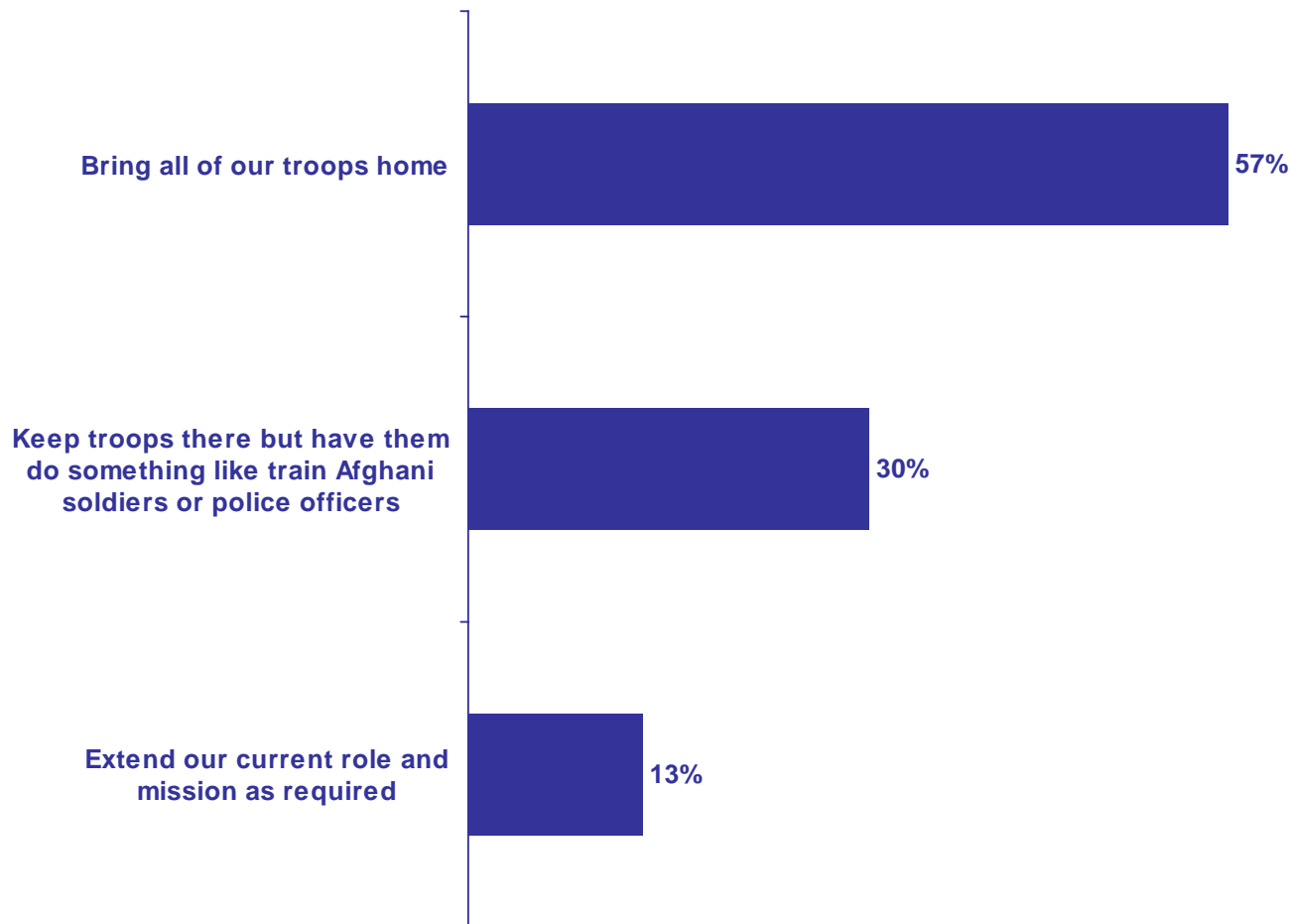
4. How concerned are you about the following in your community?

Base: Rest of Nova Scotia Respondents n=426

Views on Afghanistan



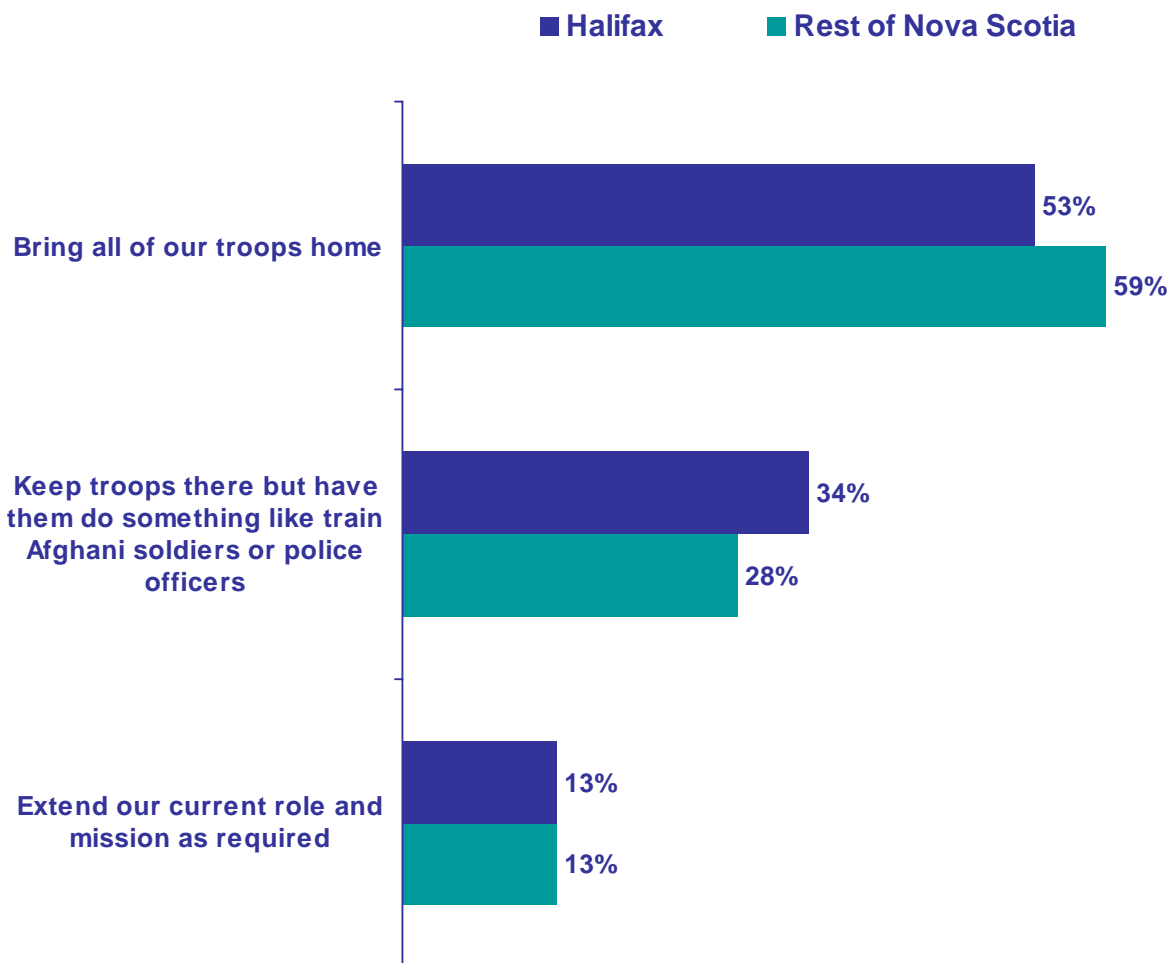
Views on Afghanistan – Position on Current Mission Nova Scotia



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

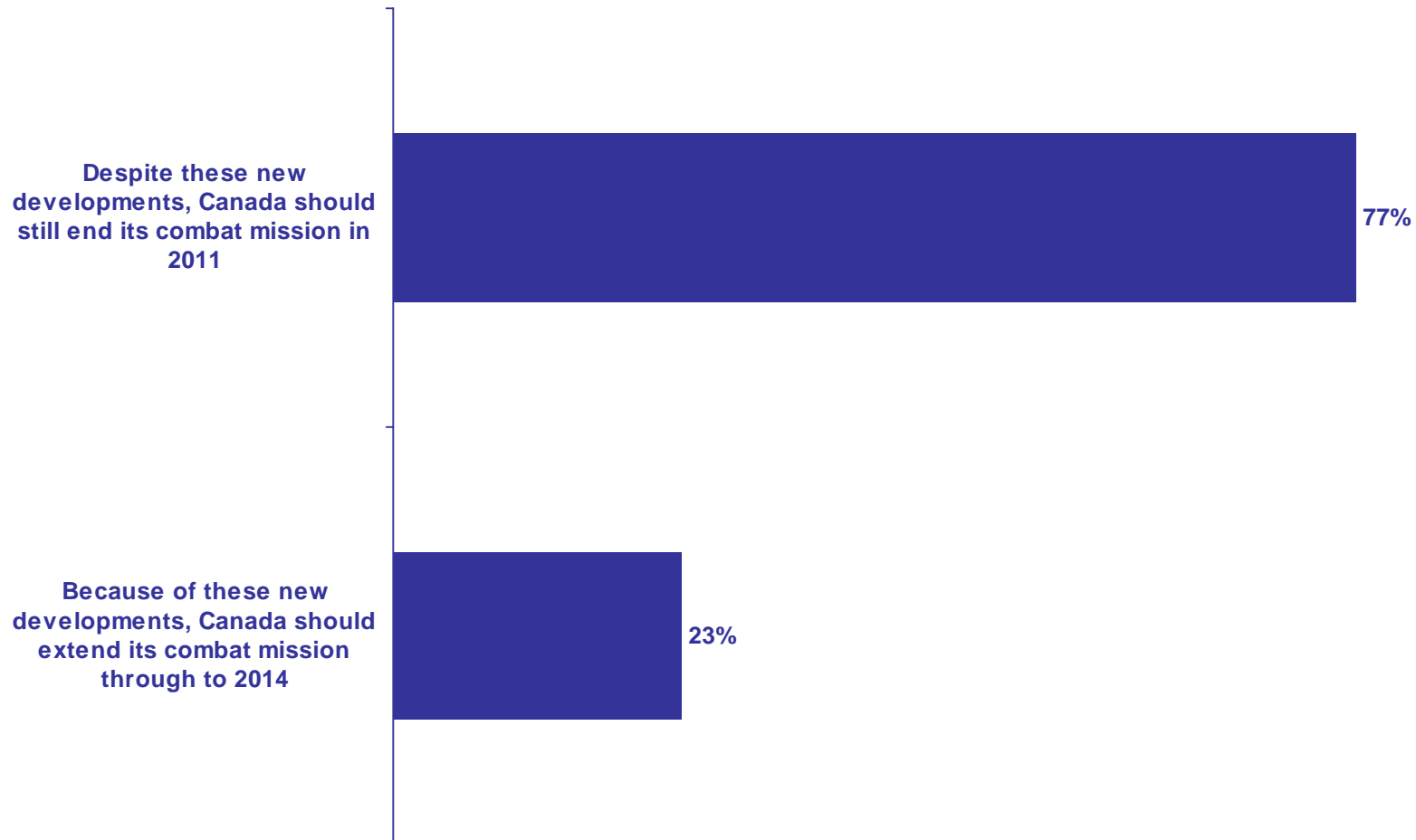


5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

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



Afghanistan – Mission End Date Position Nova Scotia

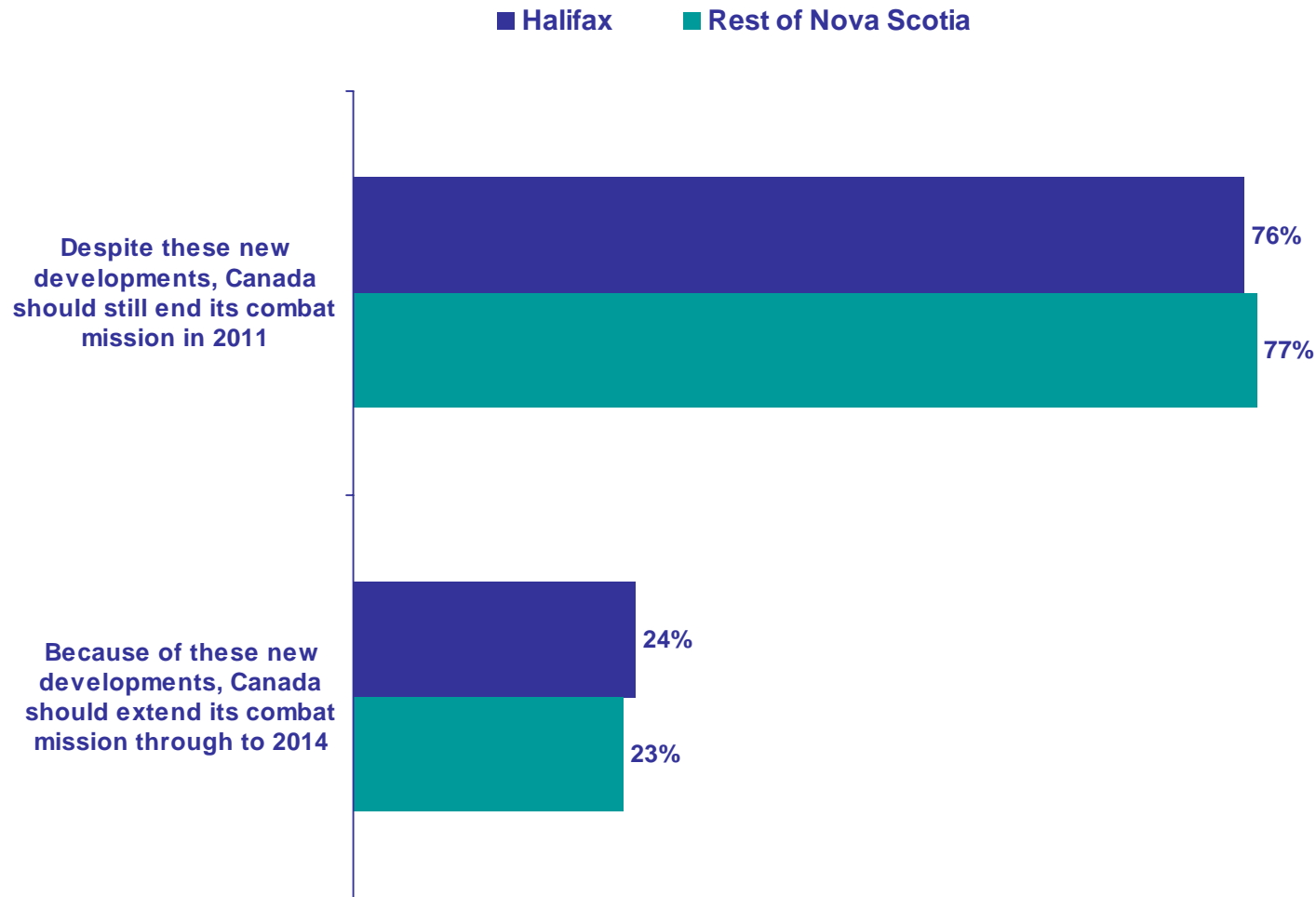


6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

Base: All Nova Scotia Respondents n=849



Afghanistan – Mission End Date Position Halifax and Nova Scotia

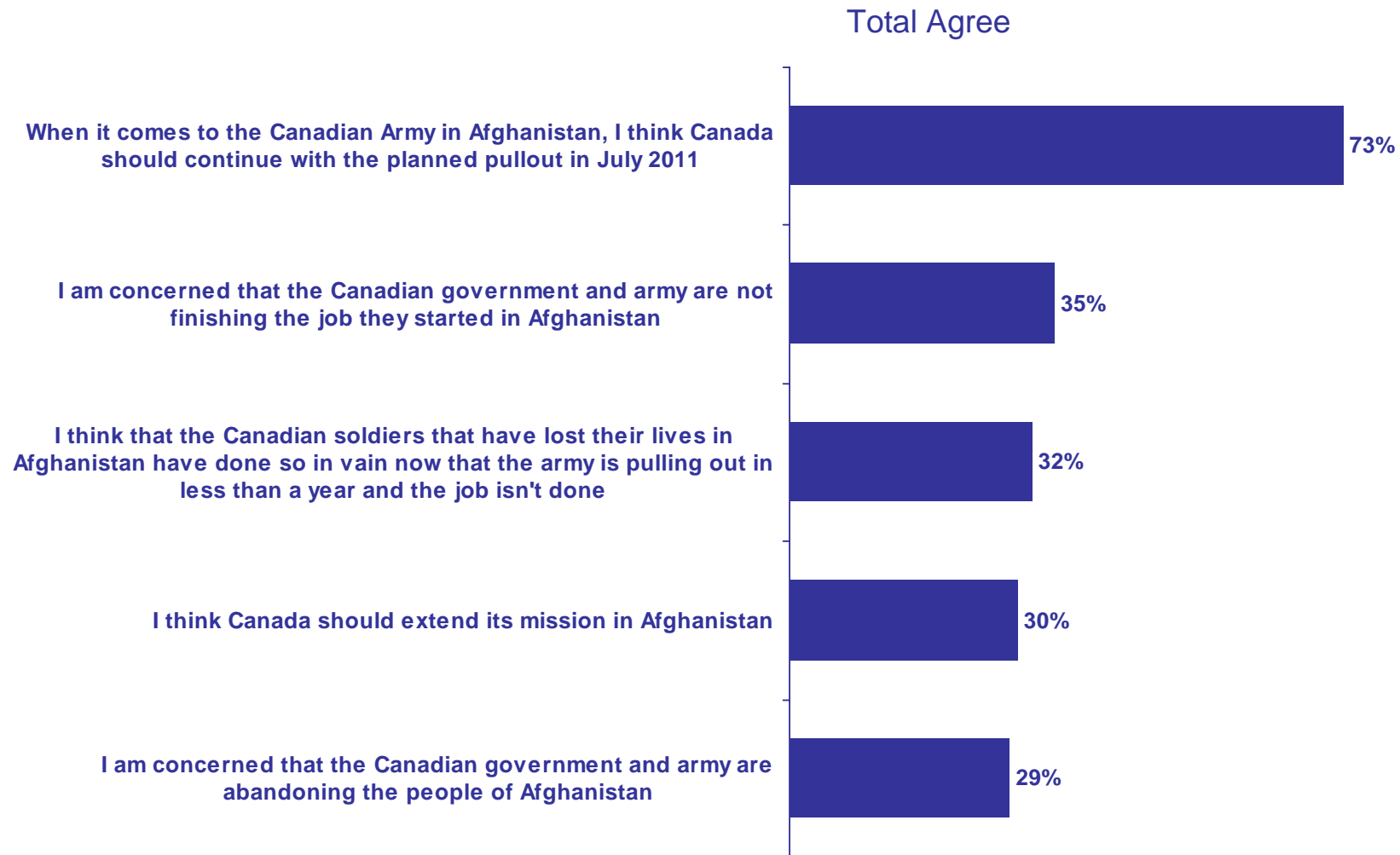


6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

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



Afghanistan Statements Nova Scotia

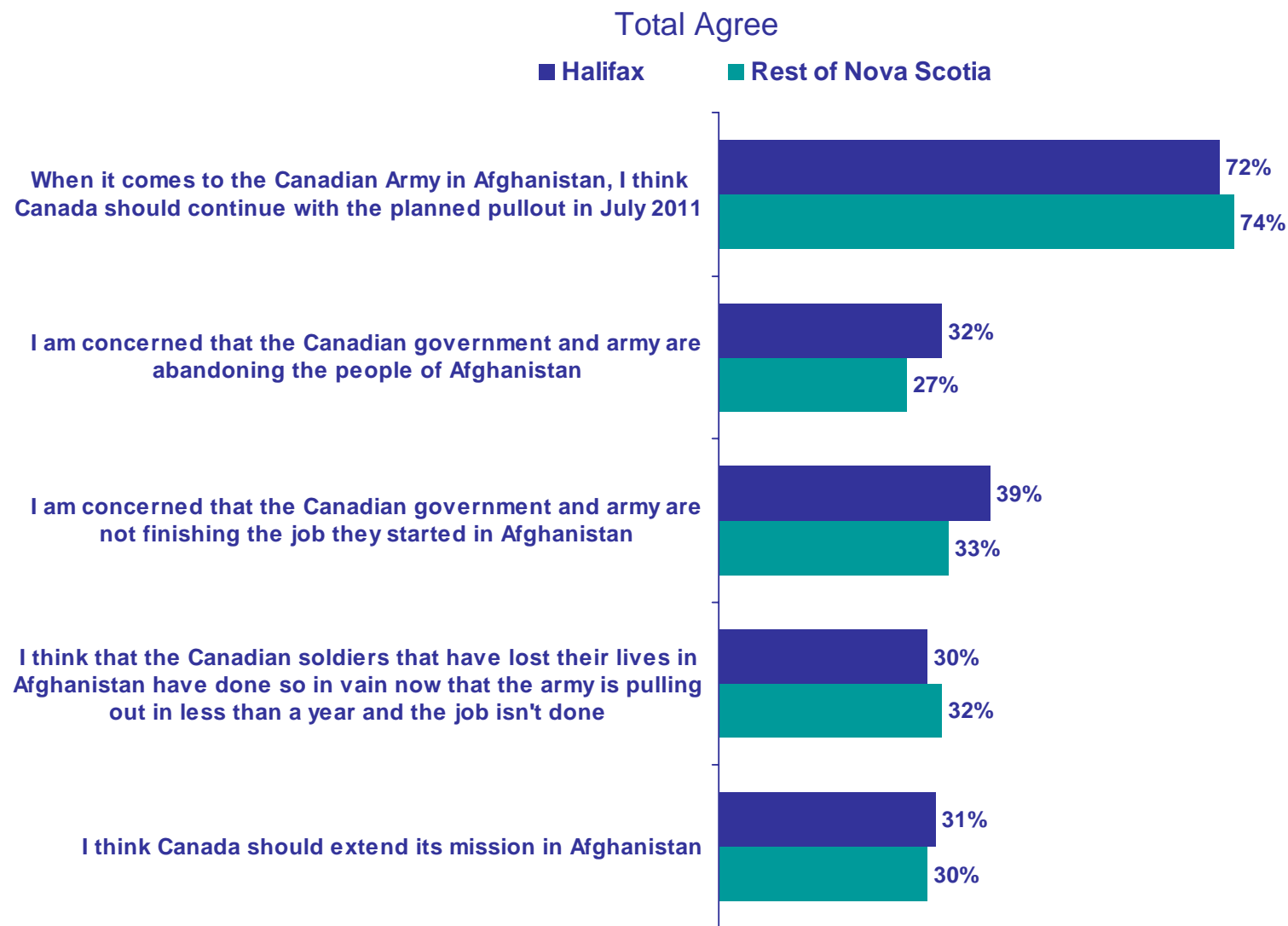


15. Do you agree or disagree with the following statements?

Base: All Nova Scotia Respondents n=849



Afghanistan Statements Nova Scotia and Halifax



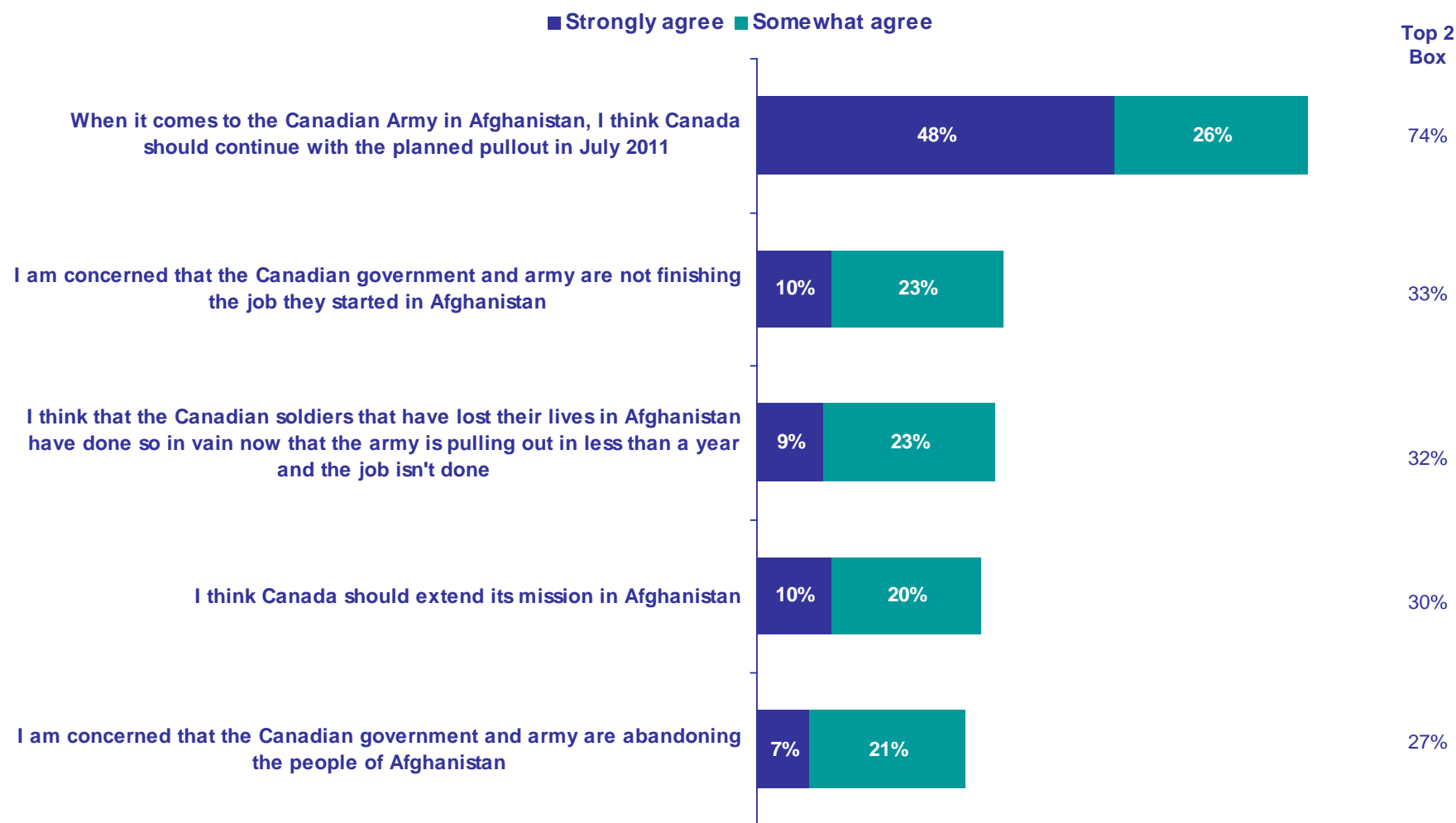
15. Do you agree or disagree with the following statements?

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



Afghanistan Statements

Nova Scotia Residents Outside of Halifax



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

Base: Rest of Nova Scotia Respondents n=426



Jobs

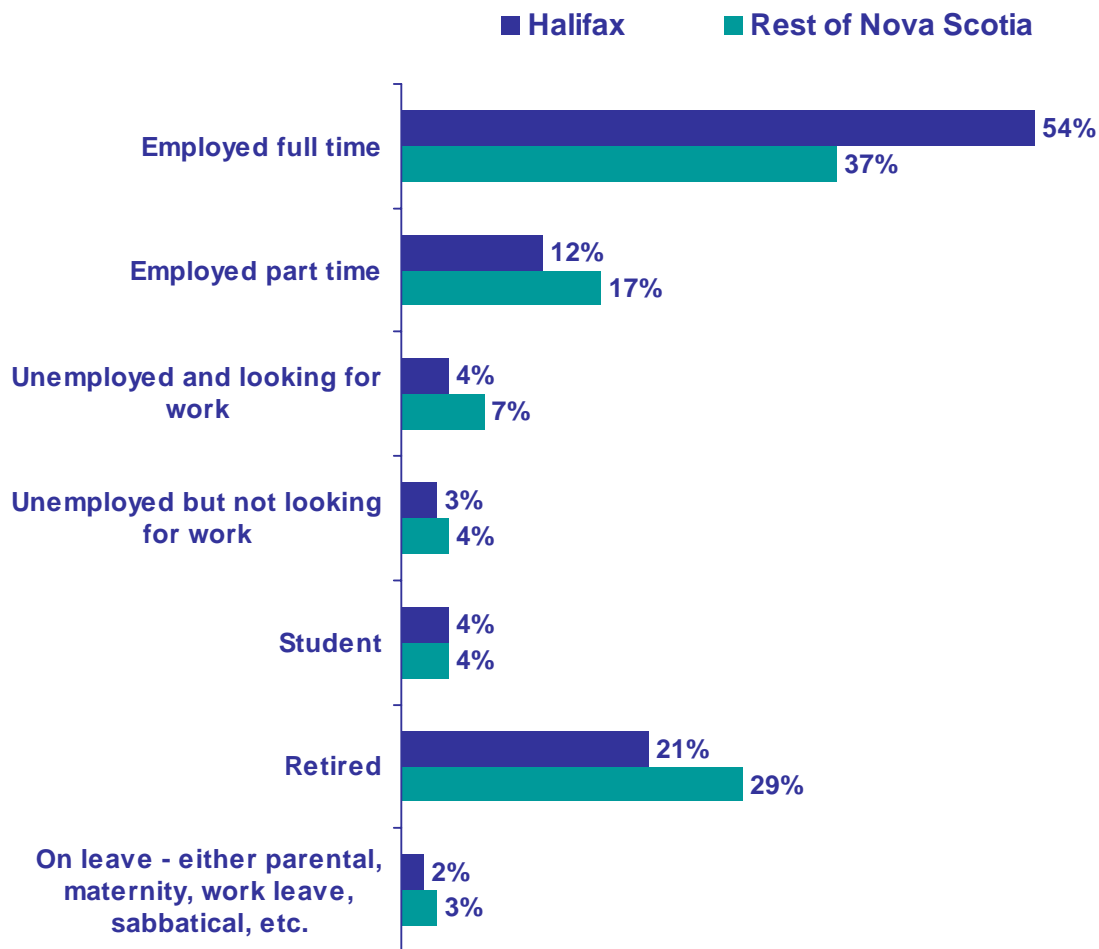
Employment Status Nova Scotia



7. What is your current employment status?

Base: All Nova Scotia Respondents n=849

Employment Status Nova Scotia and Halifax



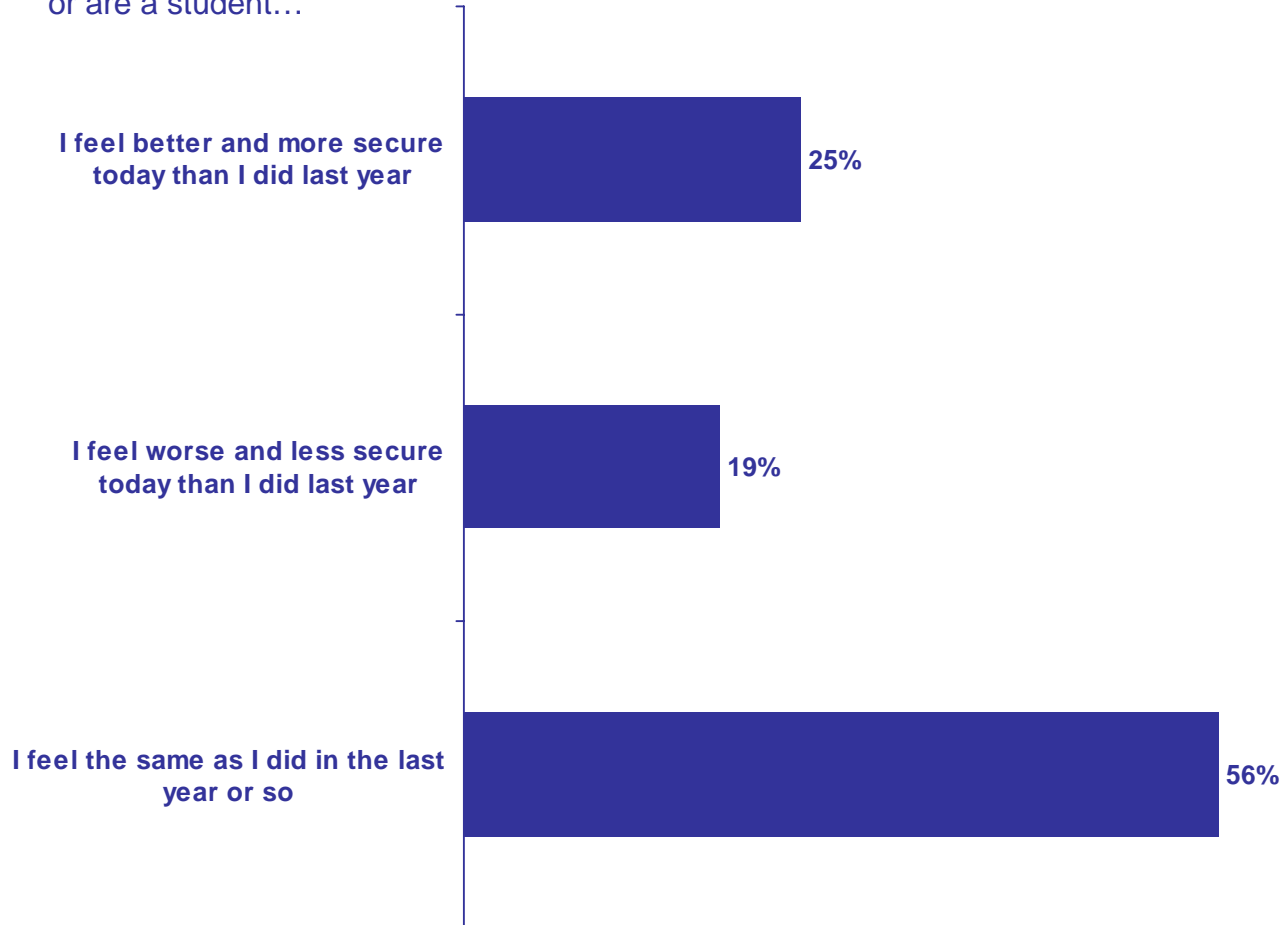
7. What is your current employment status?

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...



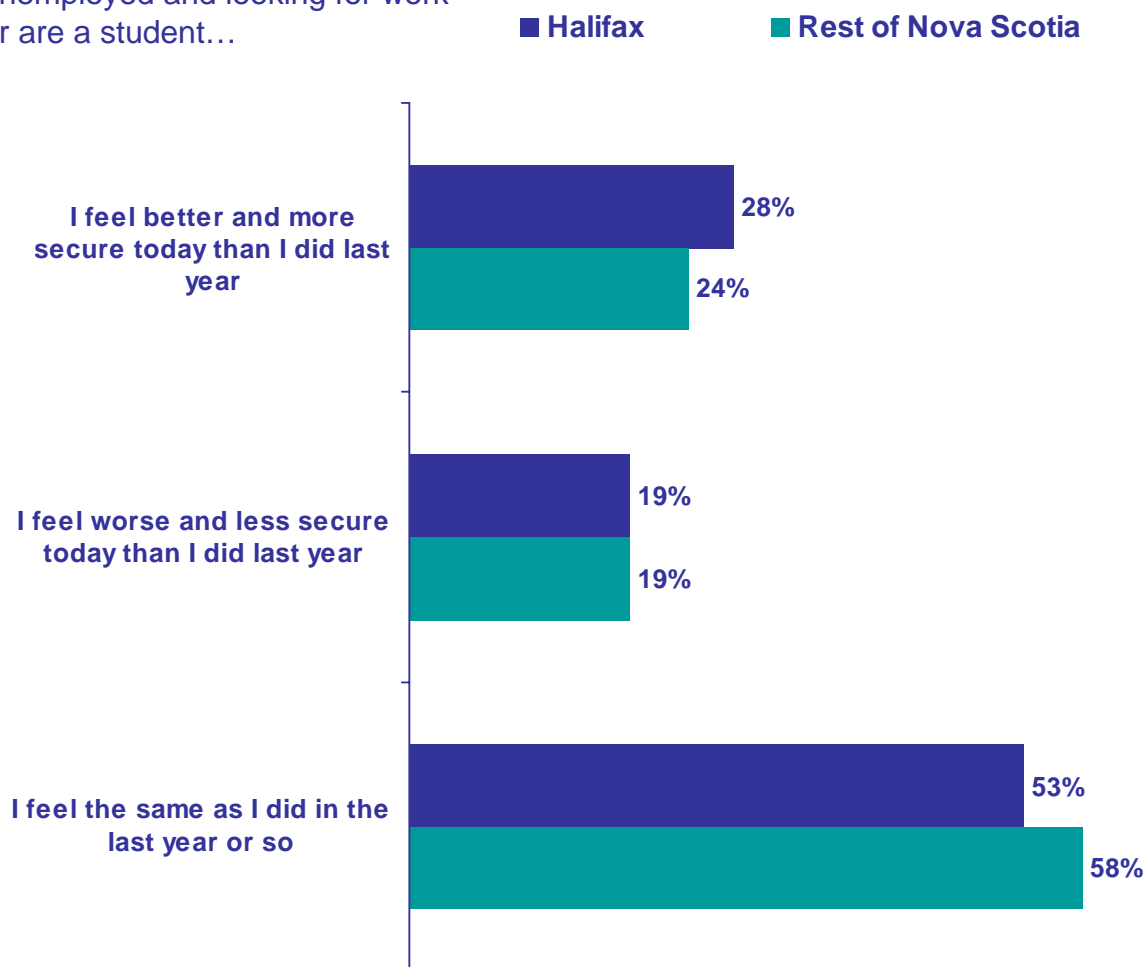
8. **How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?**

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



Change in Job Security Nova Scotia and Halifax

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

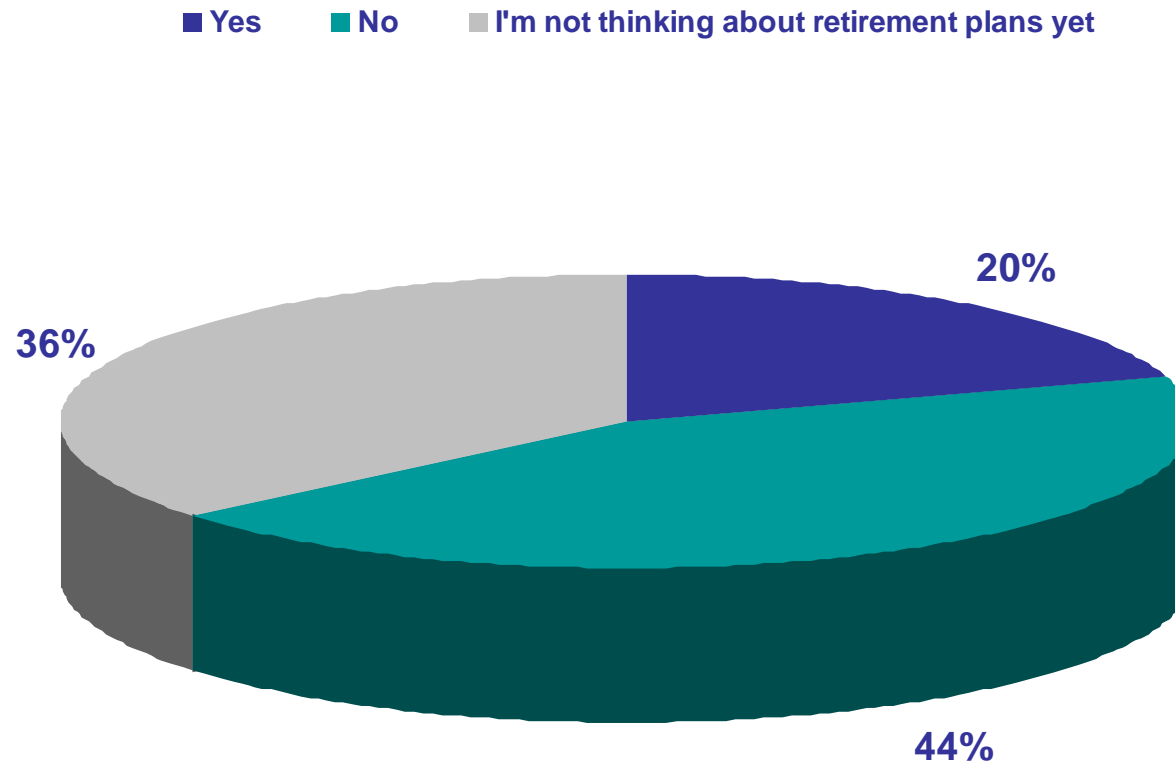


8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

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

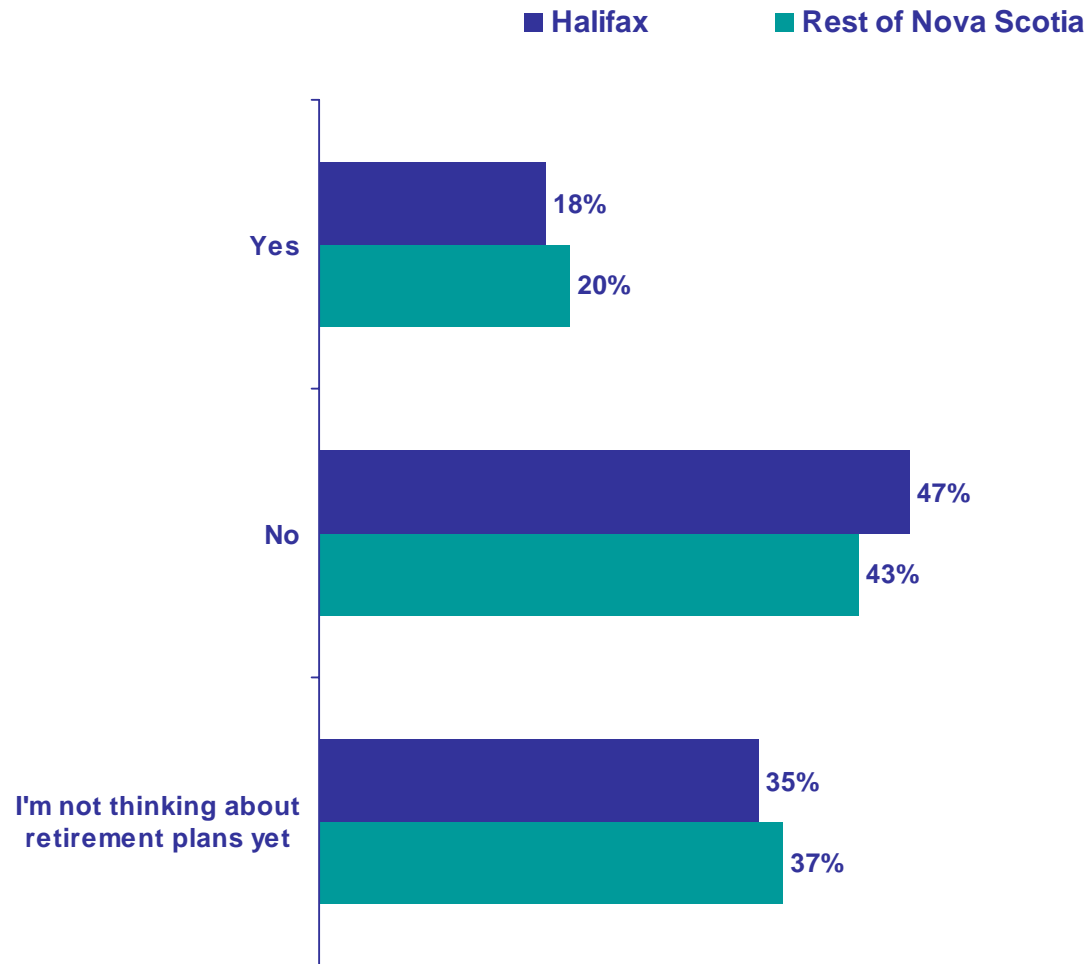


9. **Has the recession caused you to alter your retirement plans?**

Base: All Nova Scotia Respondents n=849



Recession and Retirement Plans Nova Scotia and Halifax

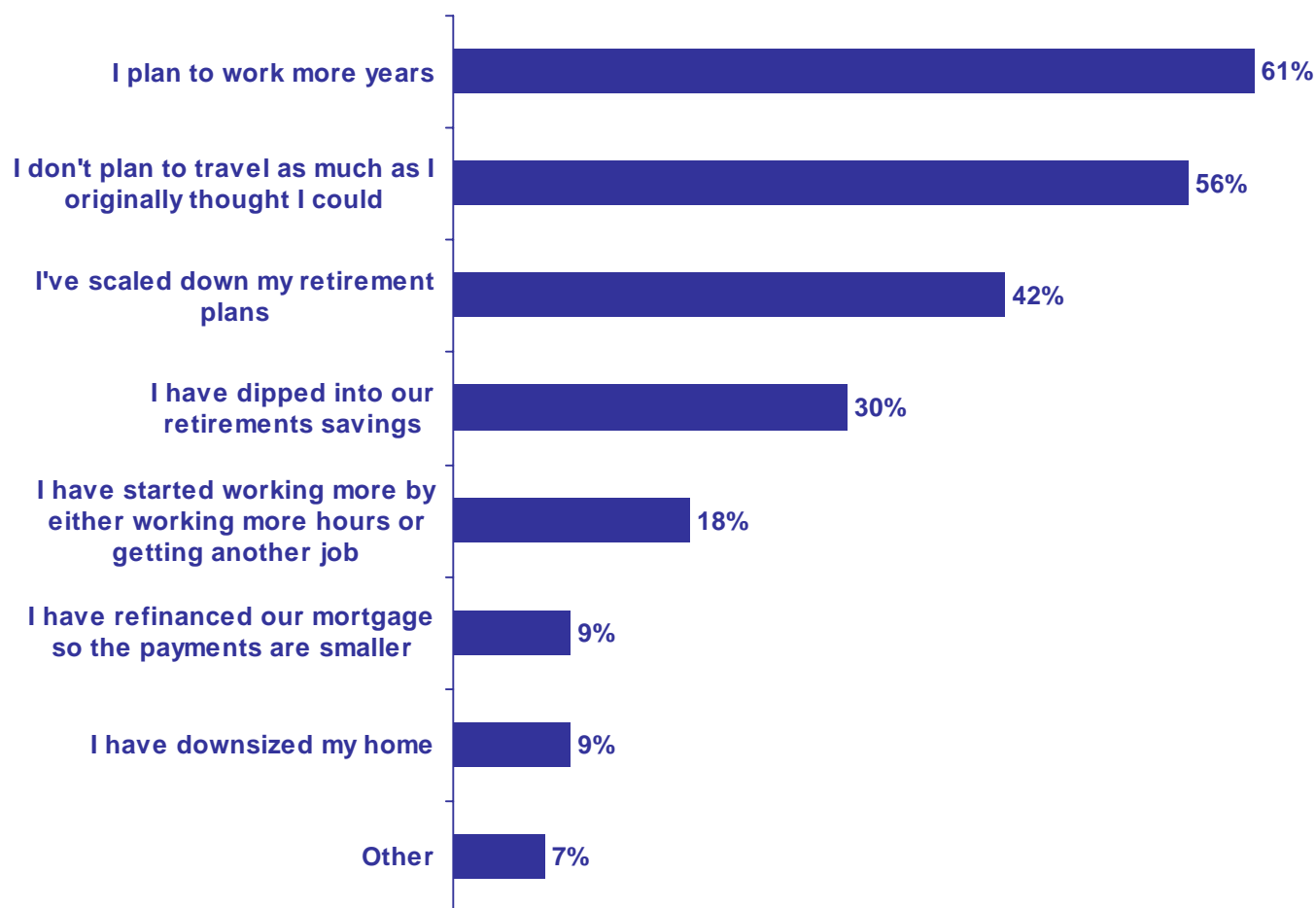


9. **Has the recession caused you to alter your retirement plans?**

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



How the Recession Has Altered Retirement Plans Nova Scotia

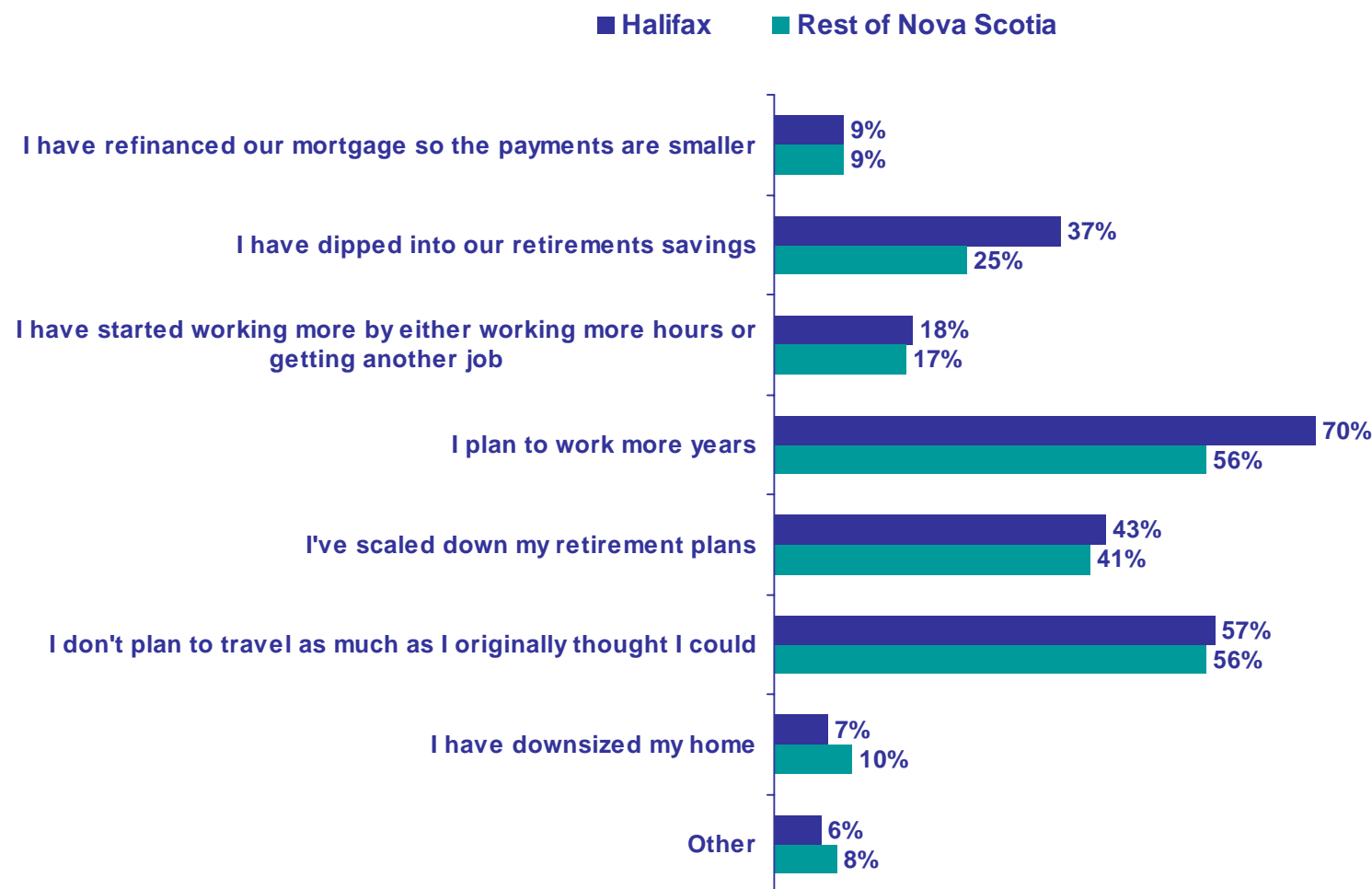


10. **How has the recession caused you to alter your retirement plans?**

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



How the Recession Has Altered Retirement Plans Nova Scotia and Halifax



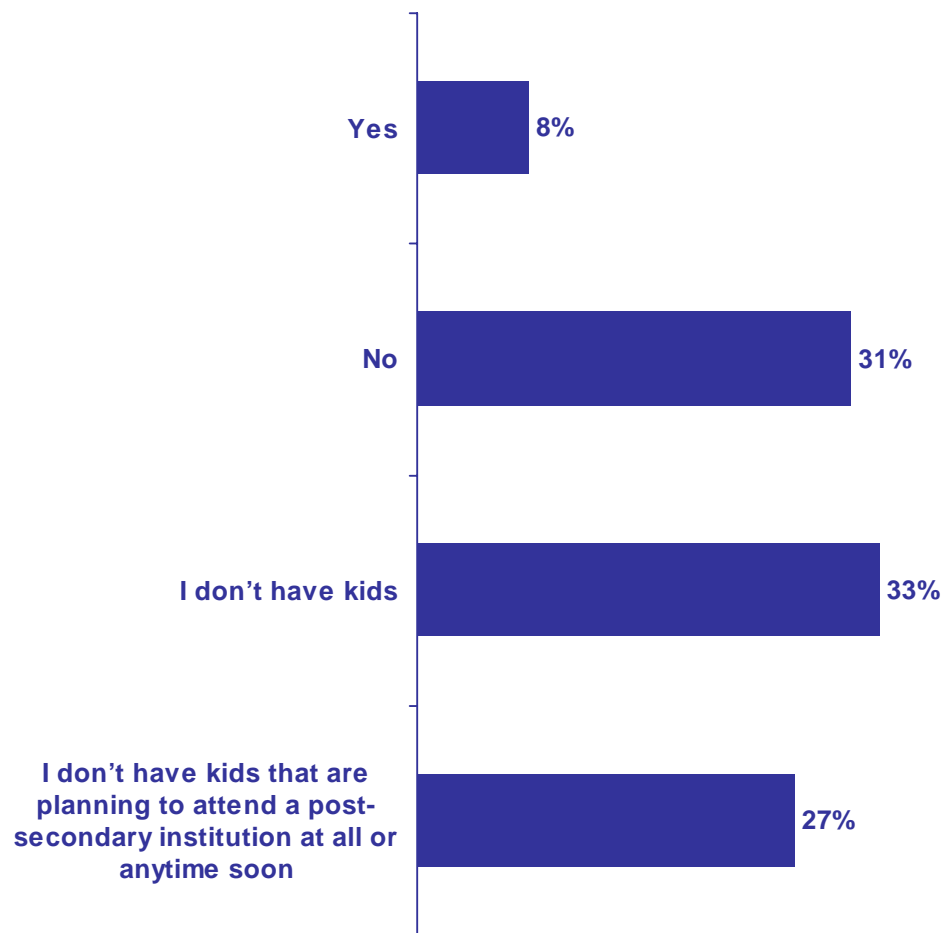
10. How has the recession caused you to alter your retirement plans?

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

Recession and Children's Education



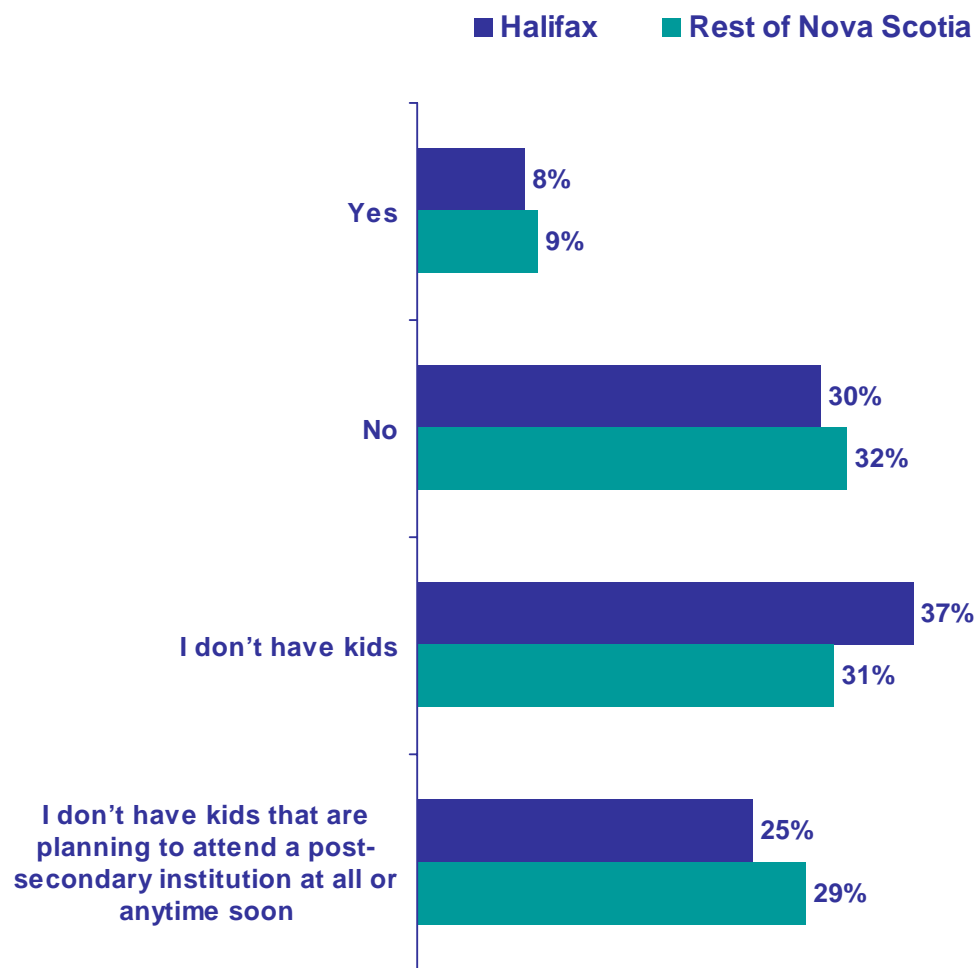
Recession and Children's Education Nova Scotia



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 Nova Scotia and Halifax

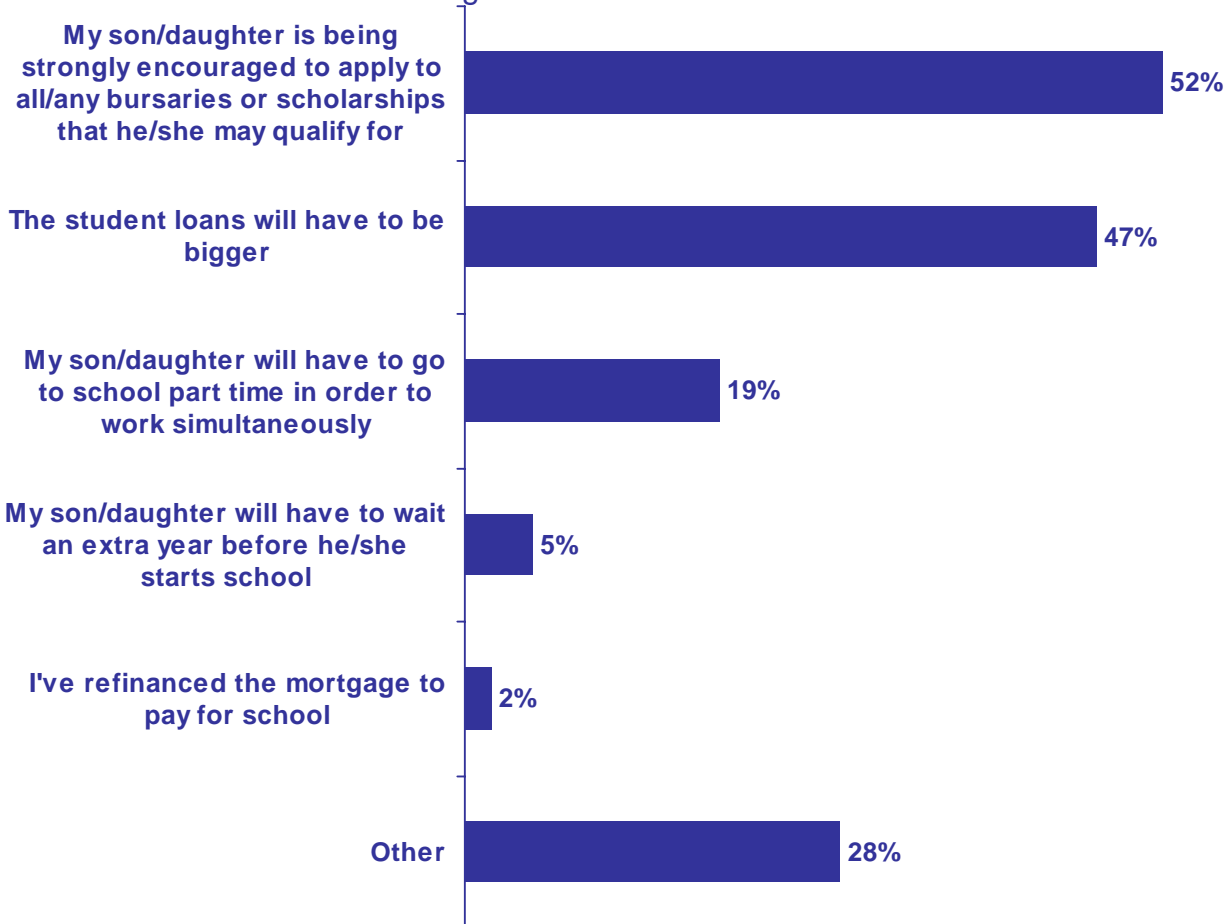


11. Has the recession caused you to alter your plans for your children's education or funding for it?

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...

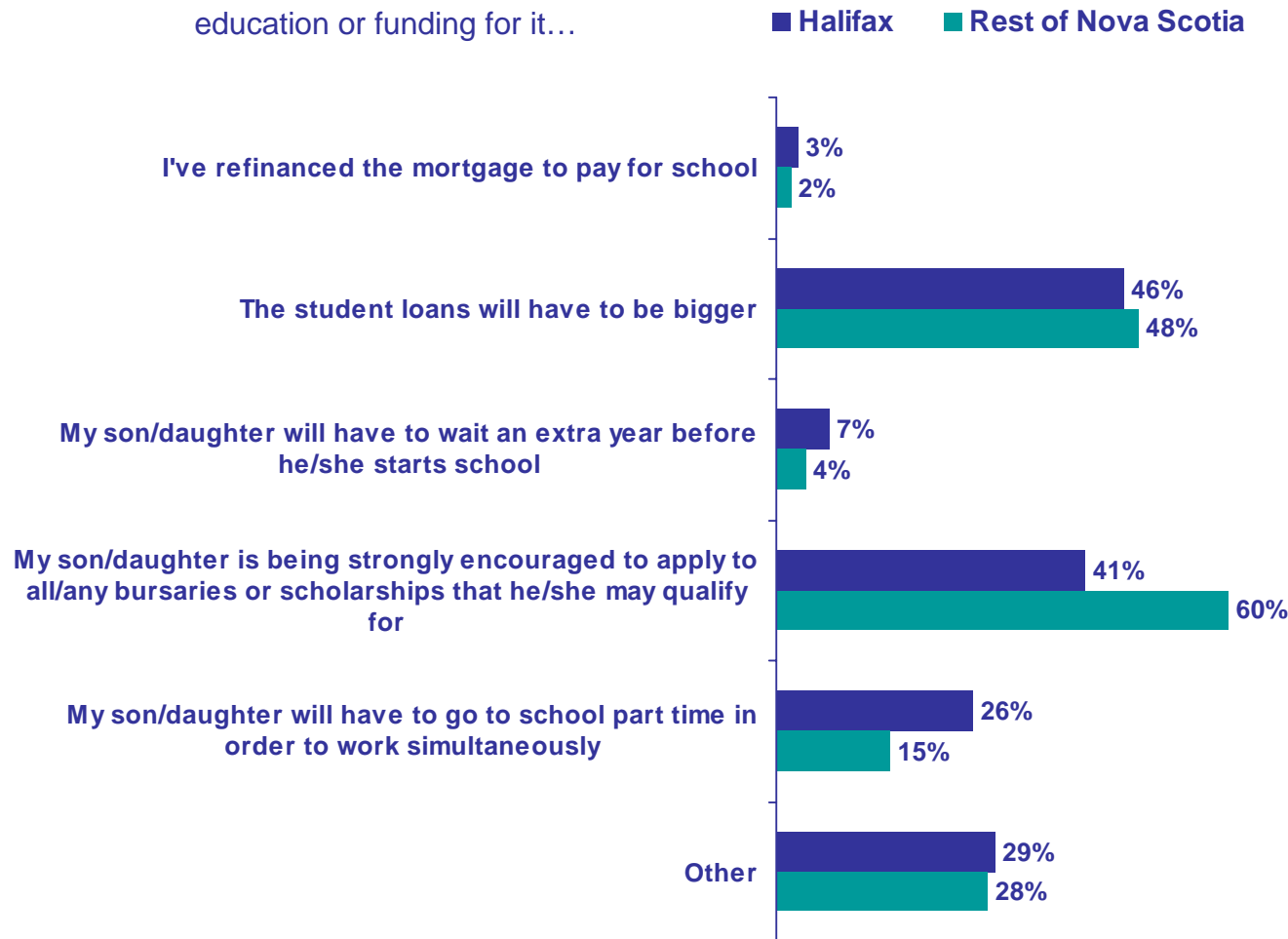


12. How has the recession affected your plans for your children's education or funding for it?

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 Nova Scotia and Halifax

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

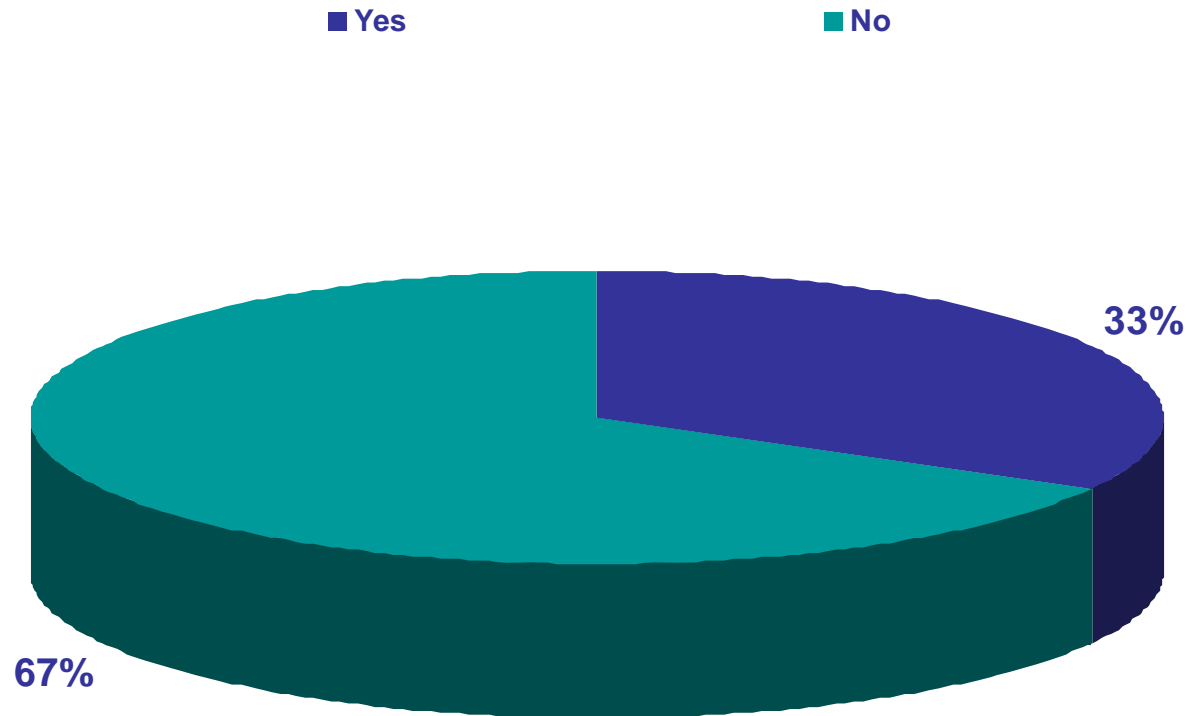


12. How has the recession affected your plans for your children's education or funding for it?

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

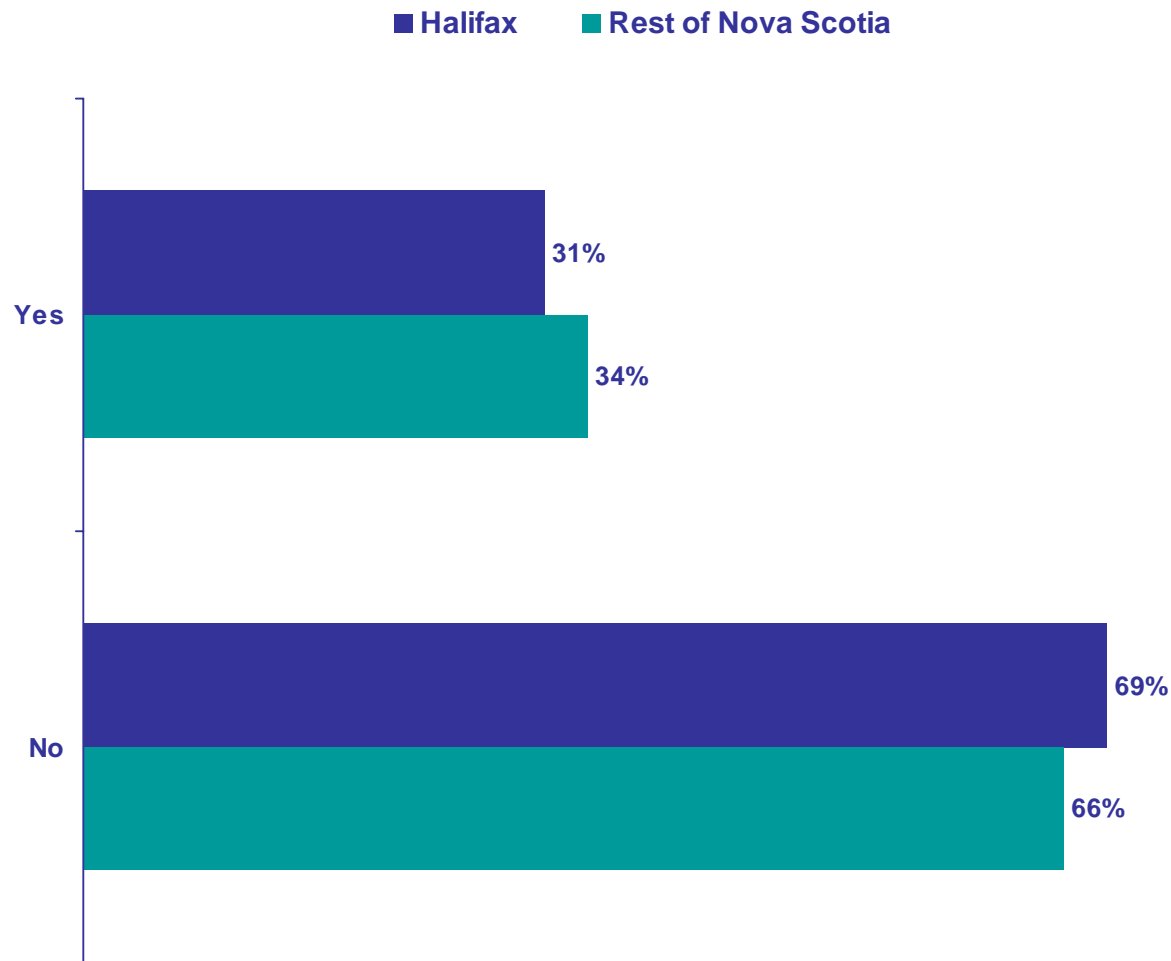
Recession and Investing

Recession and Investing Nova Scotia



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

Recession and Investing Nova Scotia and Halifax



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?

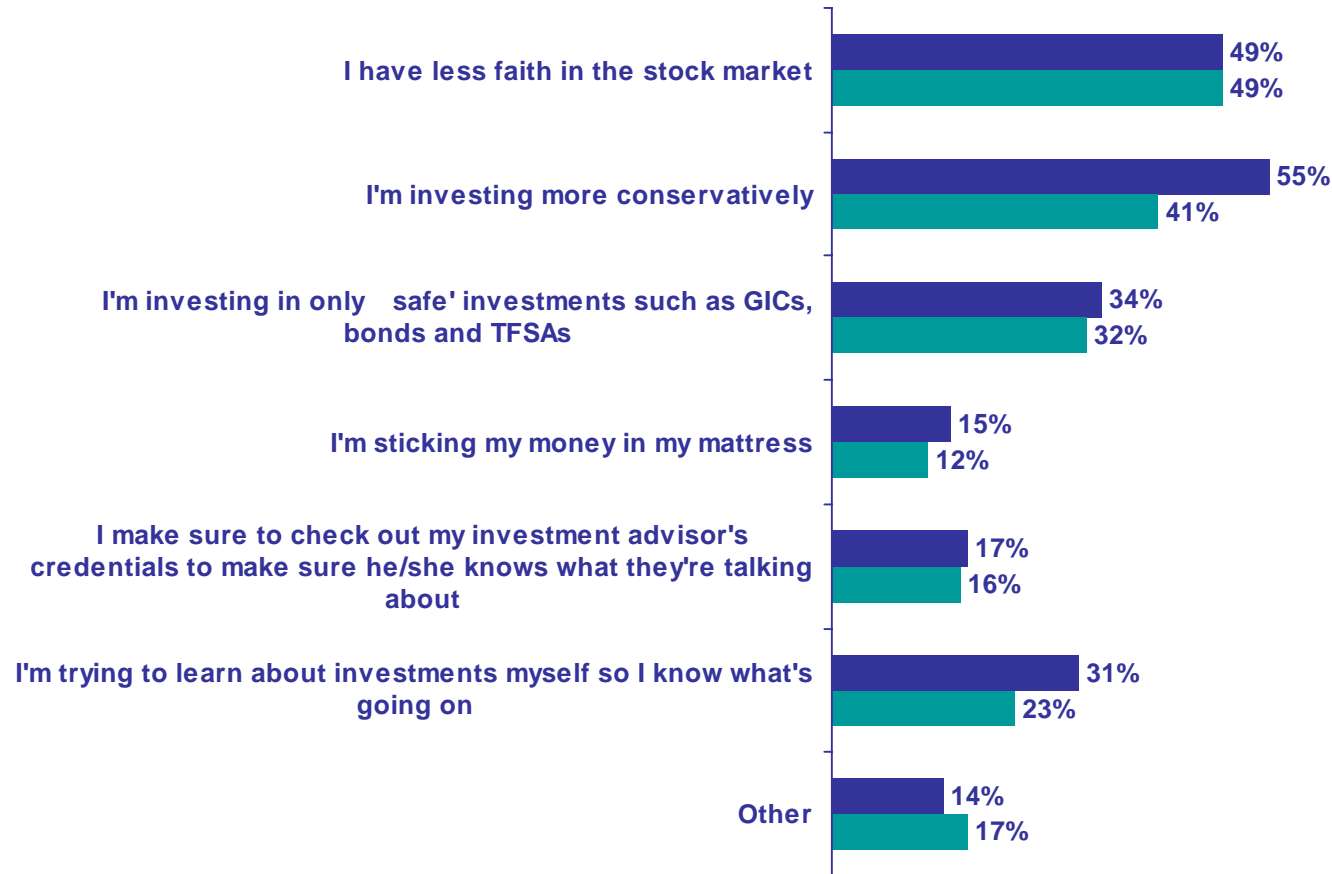
Base: Recession caused you to change the way you invest n=292 (All Nova Scotia Respondents)

Recession and Investing Halifax and Nova Scotia

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

■ Halifax

■ Rest of Nova Scotia



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

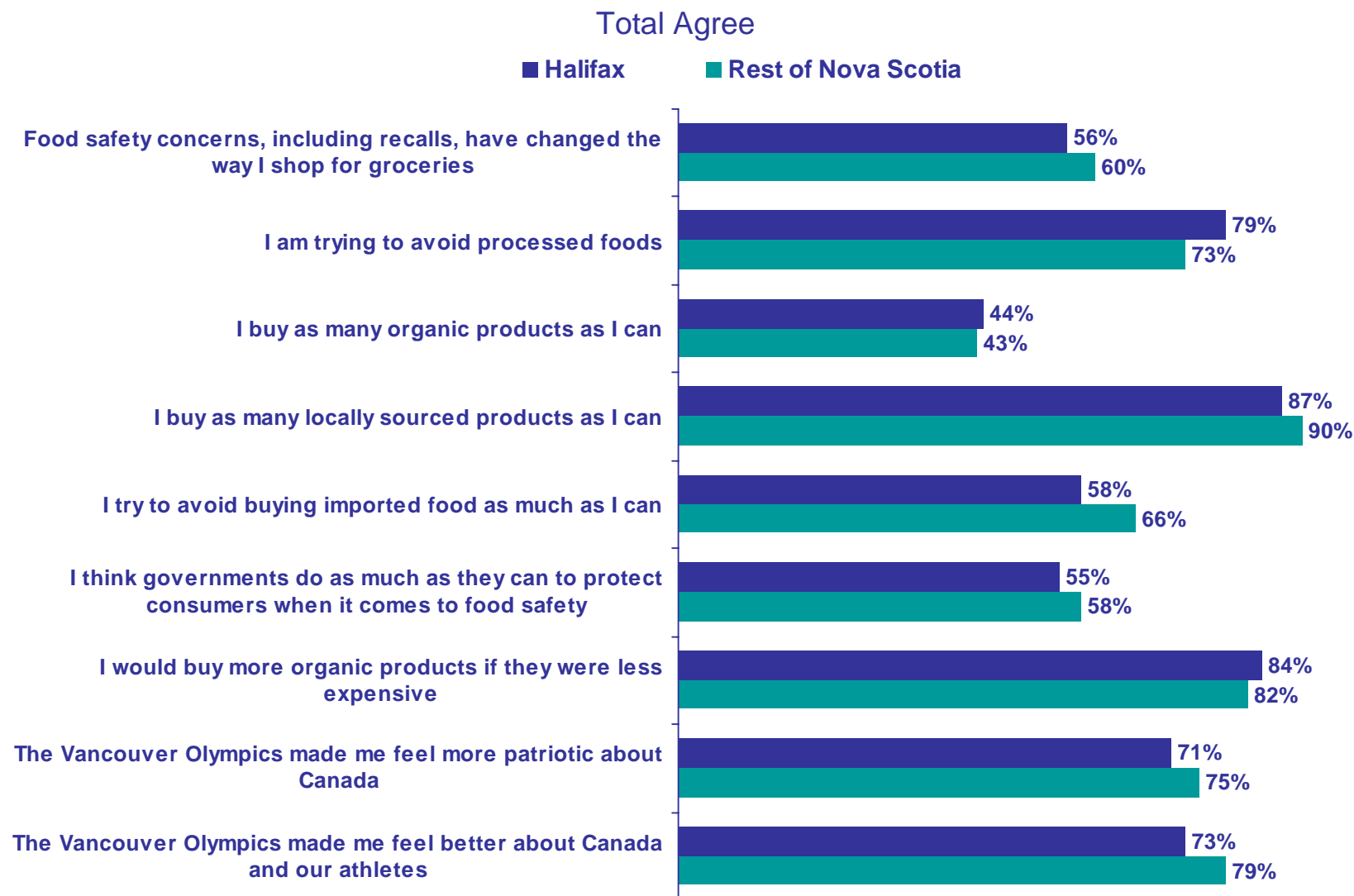


15. Do you agree or disagree with the following statements?

Base: All Nova Scotia Respondents n=849



Food Safety and Other Lifestyle Statements Halifax and Nova Scotia



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 Nova Scotia Residents Outside of Halifax

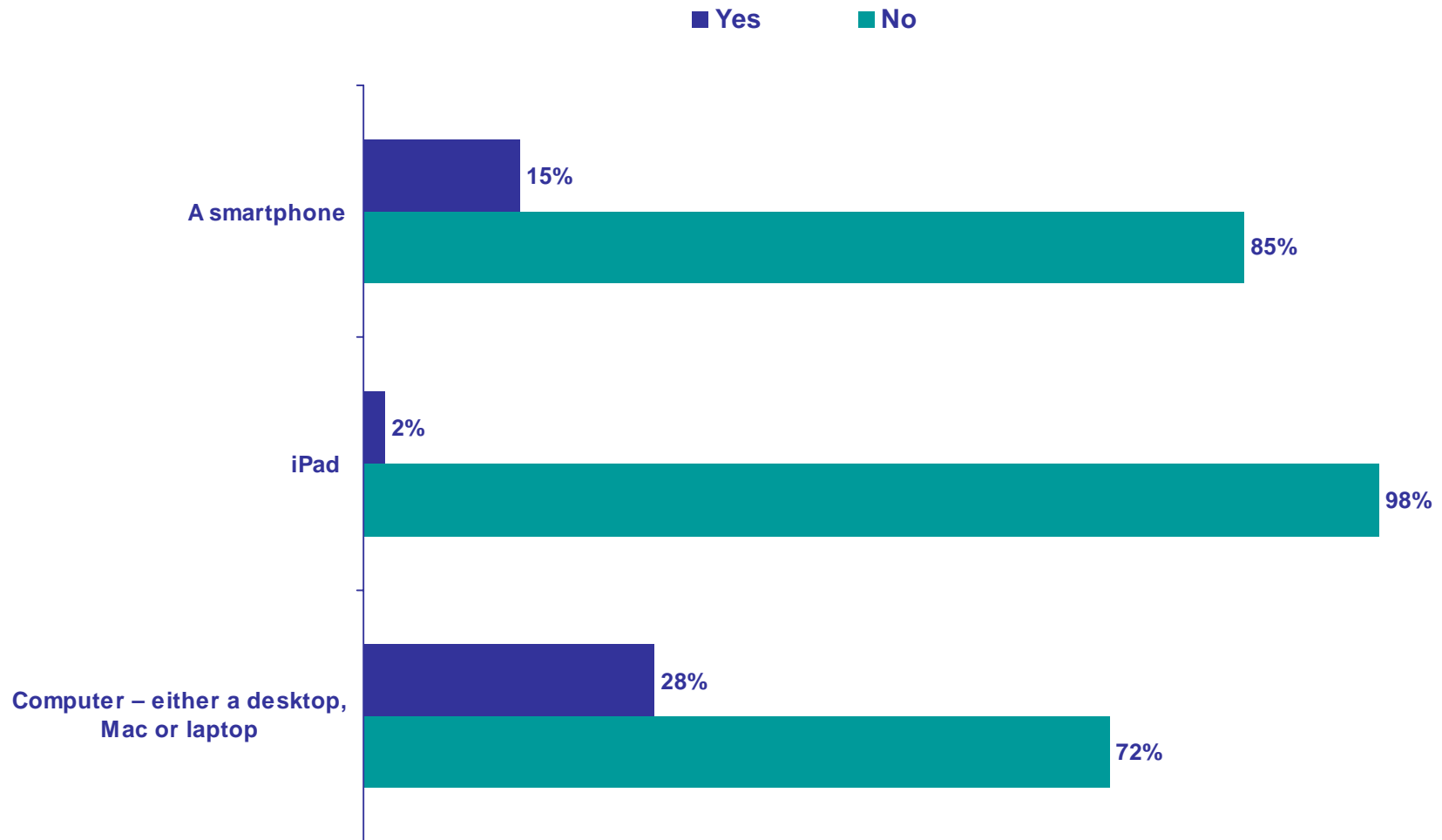


15. Do you agree or disagree with the following statements?

Base: Rest Nova Scotia Respondents n=426

Technology Matters

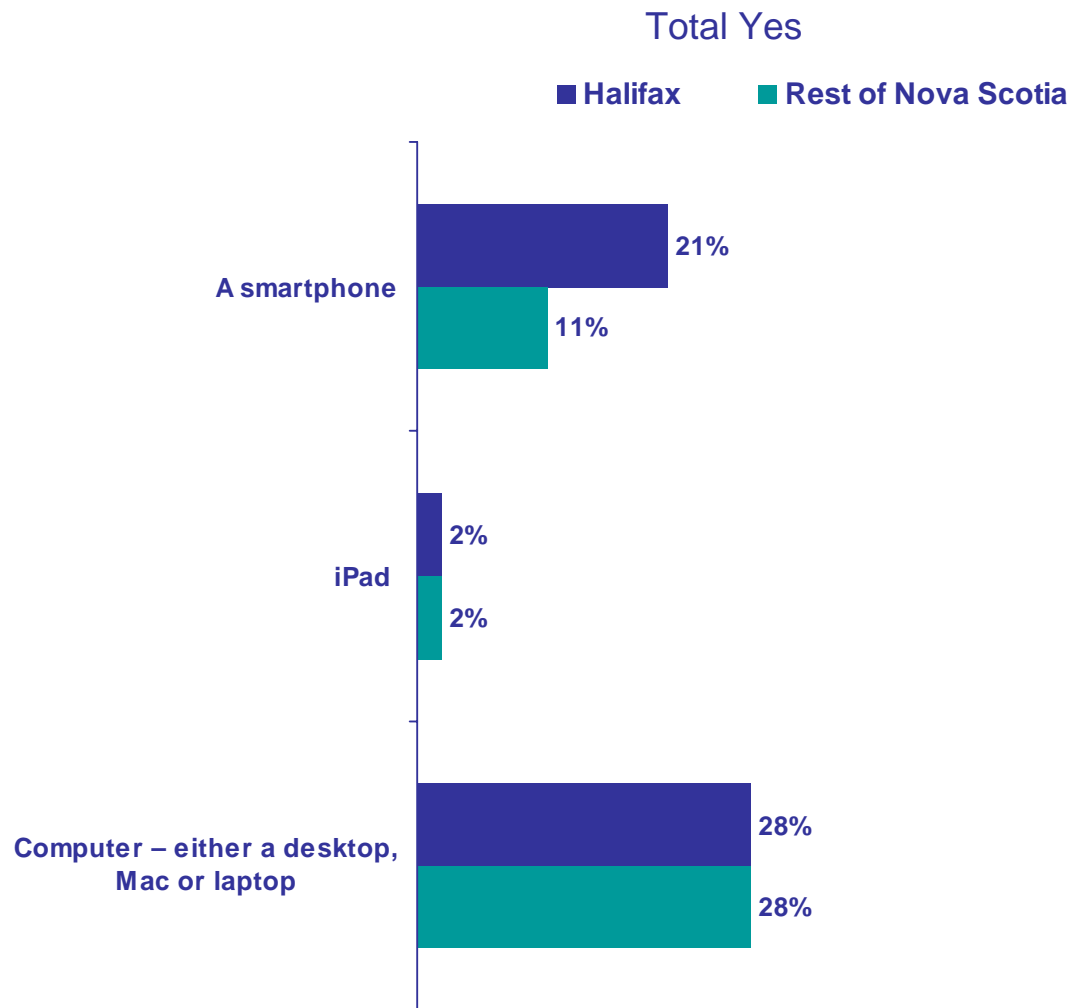
Technology Purchases Nova Scotia



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

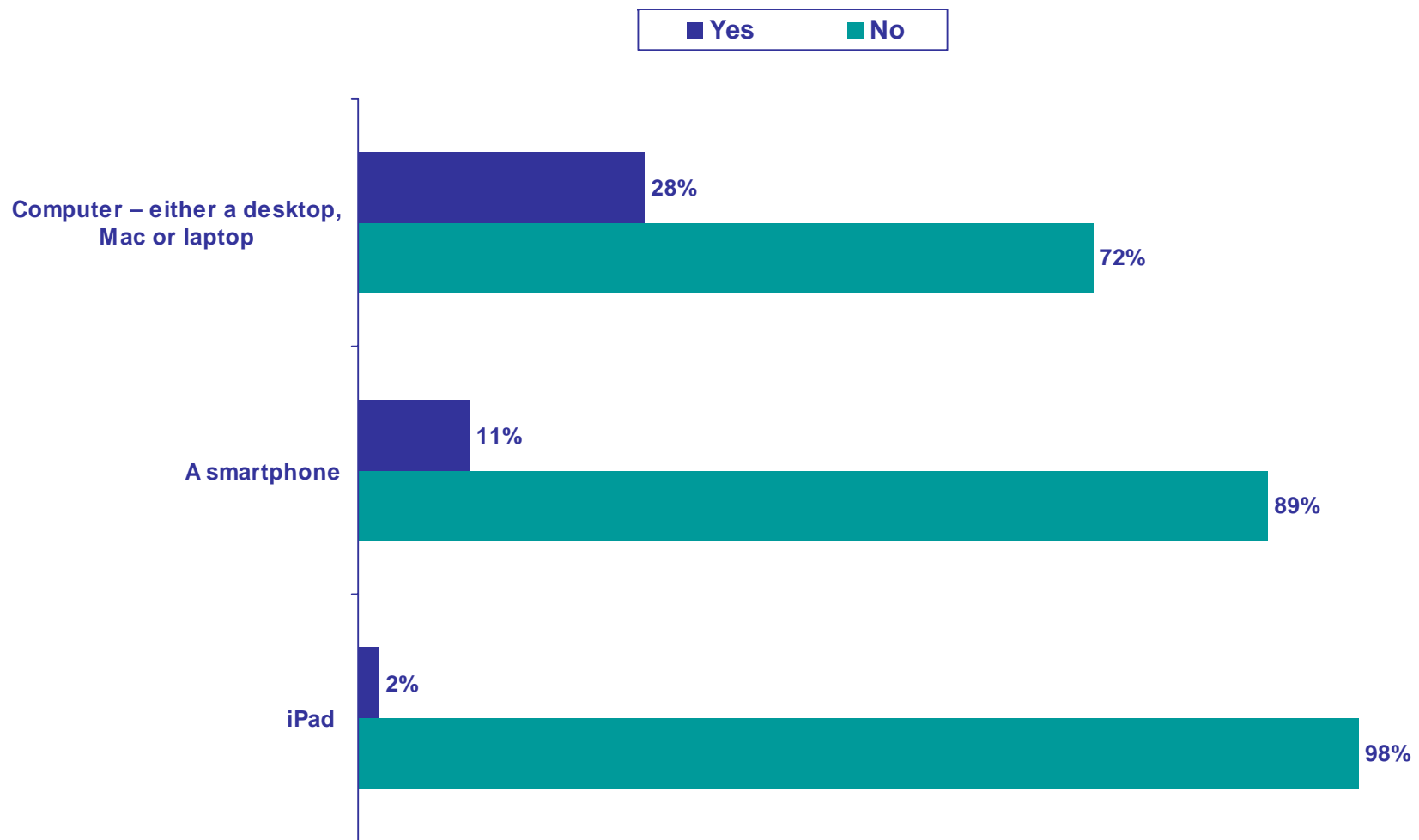


16. Have you or someone in your family bought any one of these items in the last 6 months?

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



Technology Purchases Nova Scotia Residents Outside of Halifax

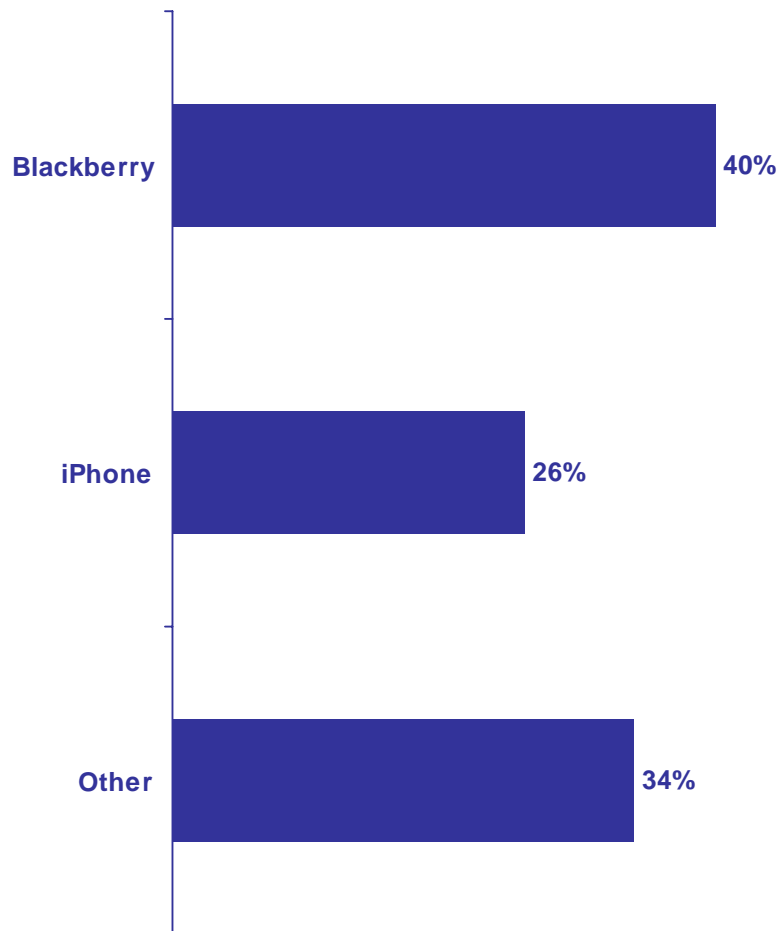


16. Have you or someone in your family bought any one of these items in the last 6 months?

Base: Rest of Nova Scotia Respondents n=426

Battle of the Smartphones Nova Scotia

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

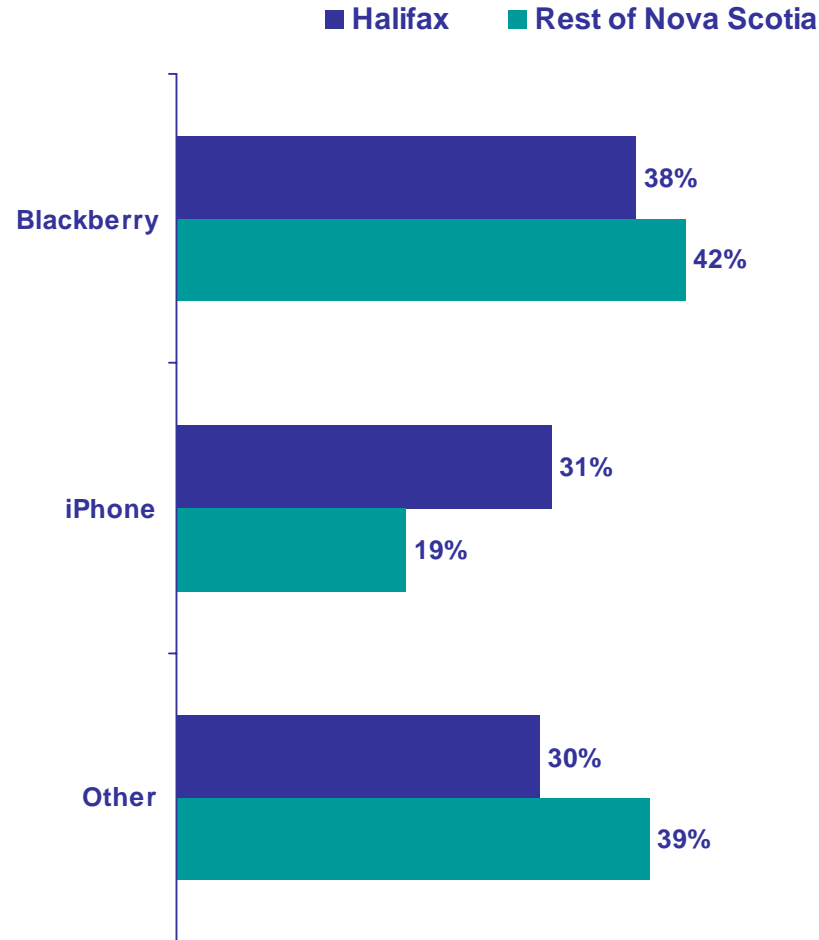


17. Which smartphone was purchased?

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

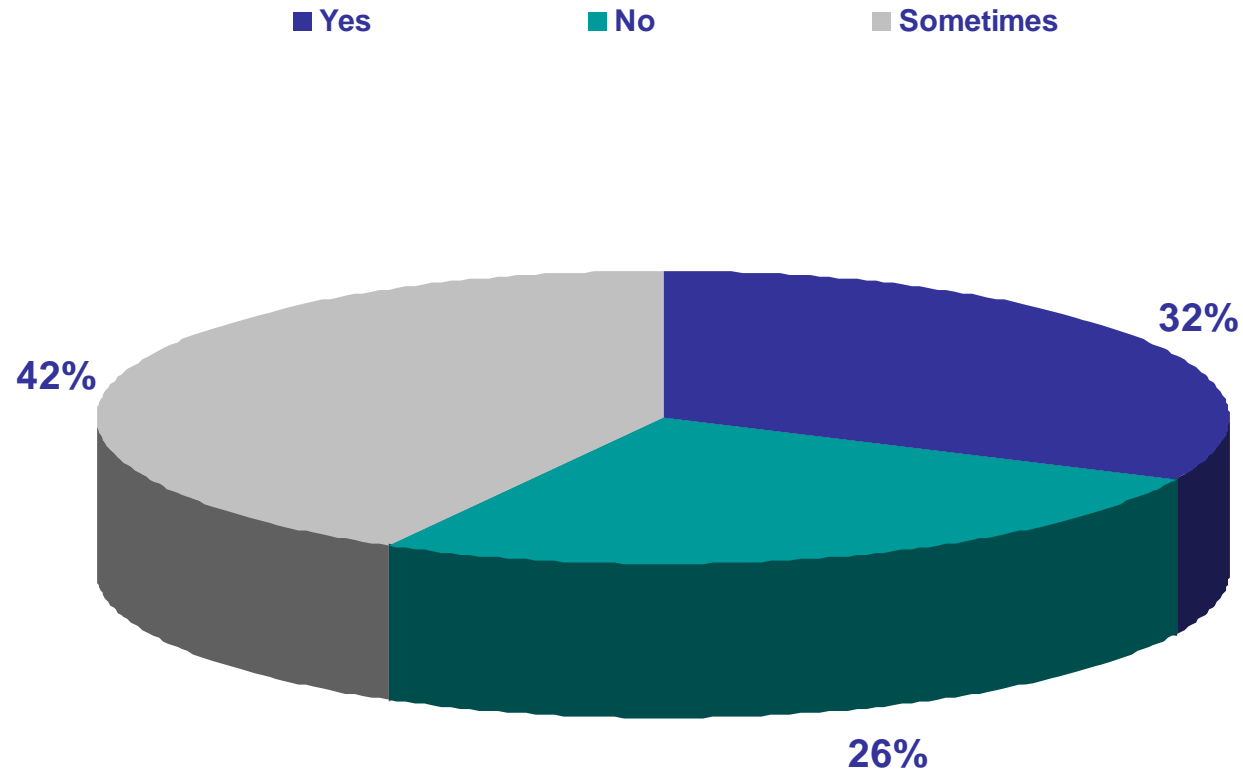
Battle of the Smartphones Halifax and Nova Scotia

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



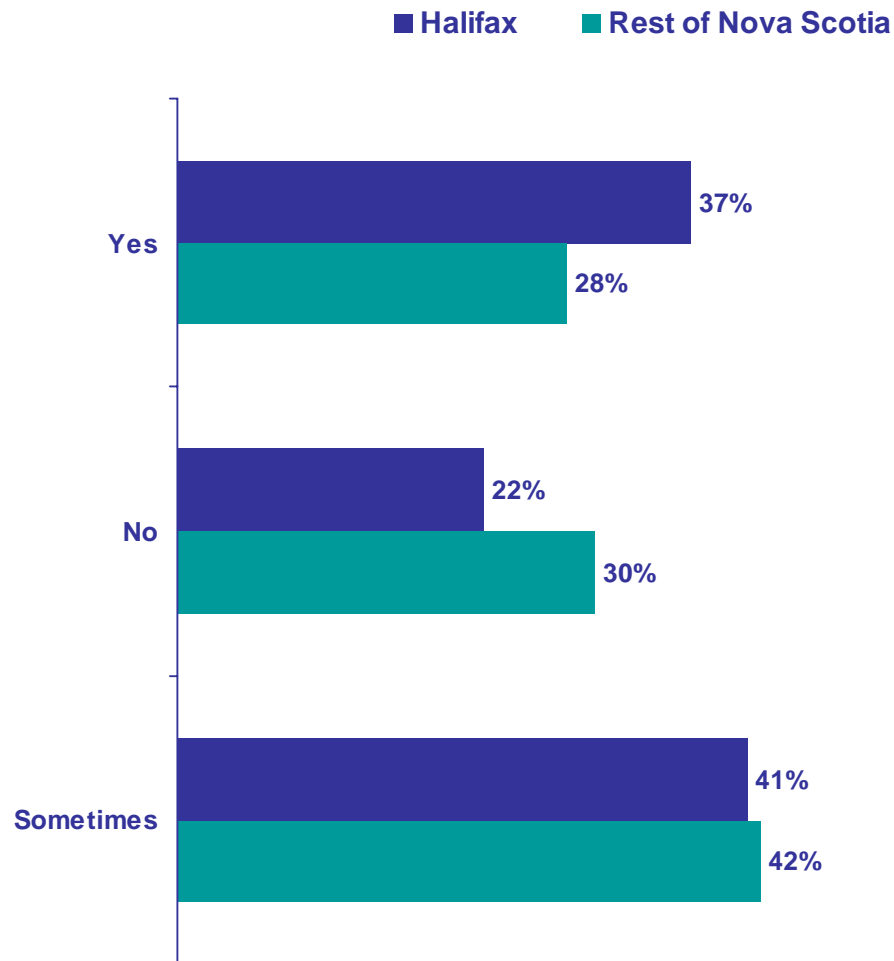
17. Which smartphone was purchased?

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



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

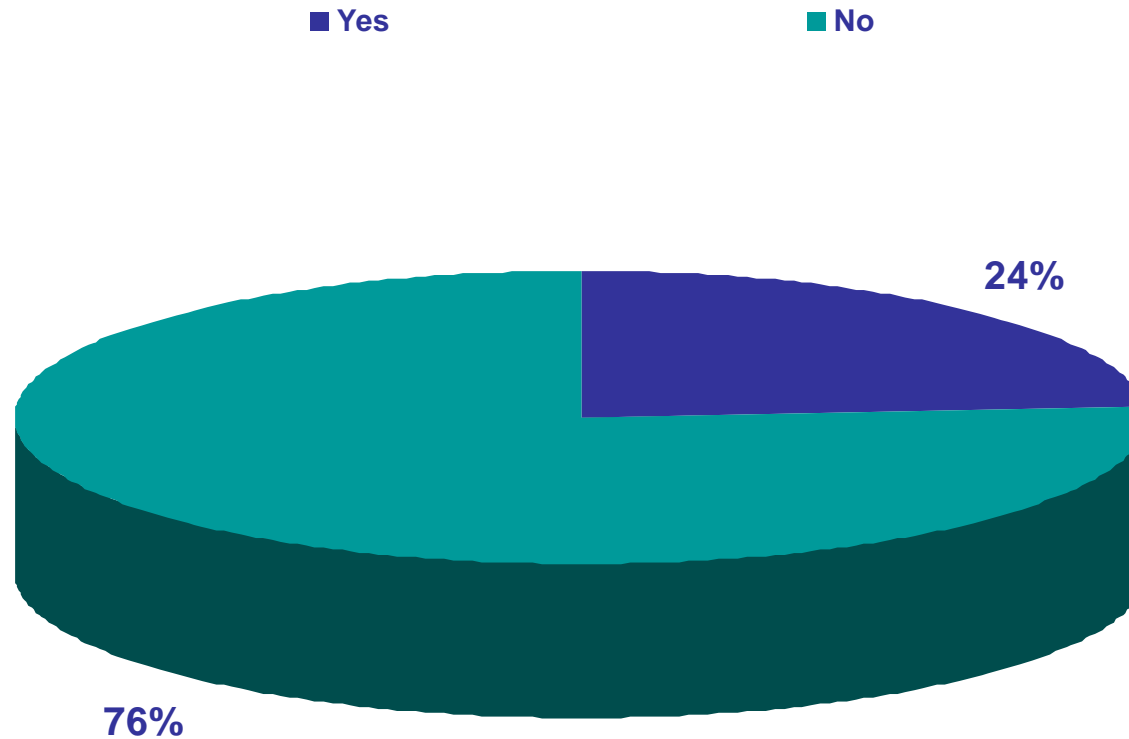


18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??

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



Antiquated Technology Nova Scotia

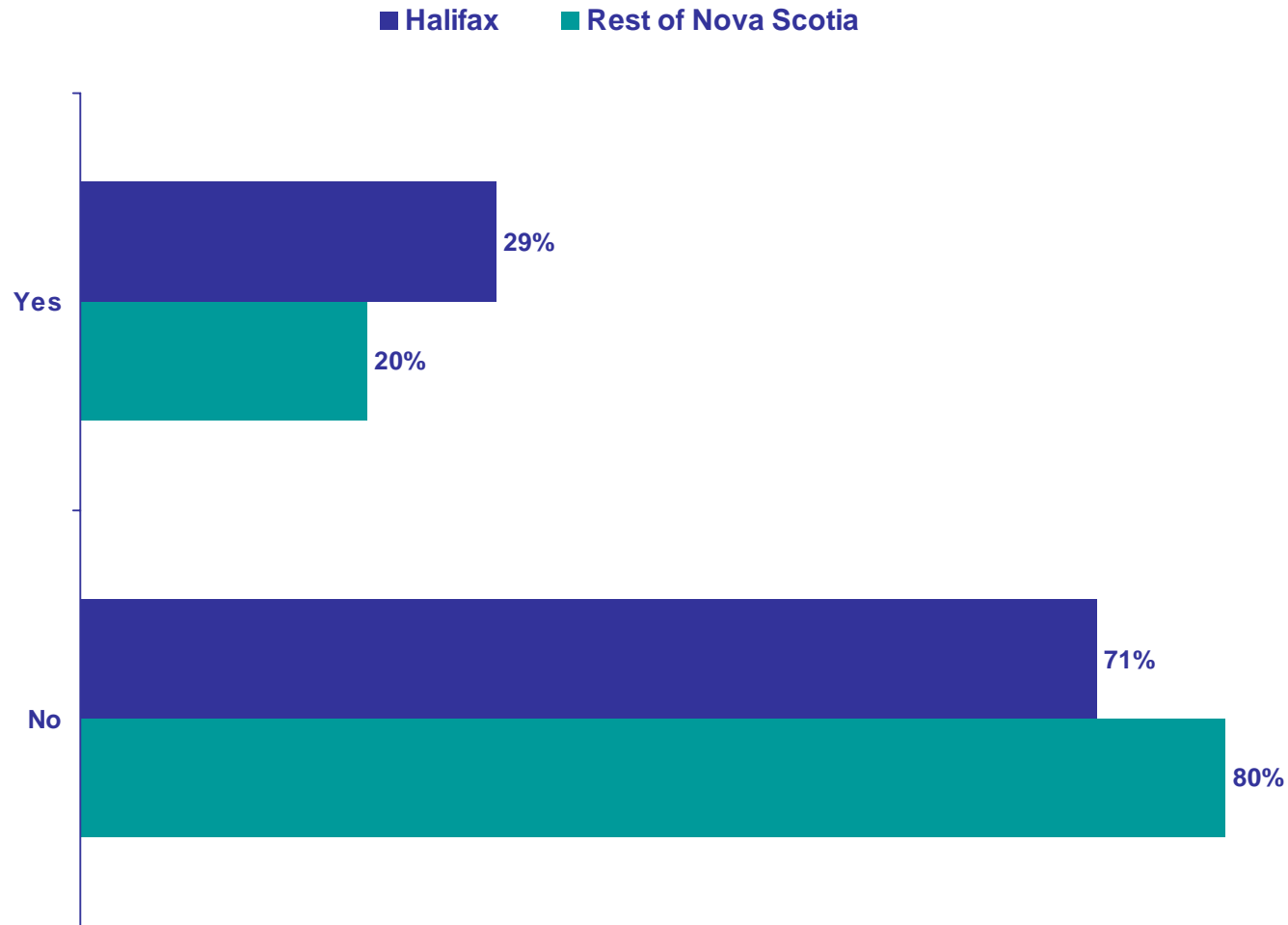


19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Nova Scotia Respondents n=849



Antiquated Technology Halifax and Nova Scotia



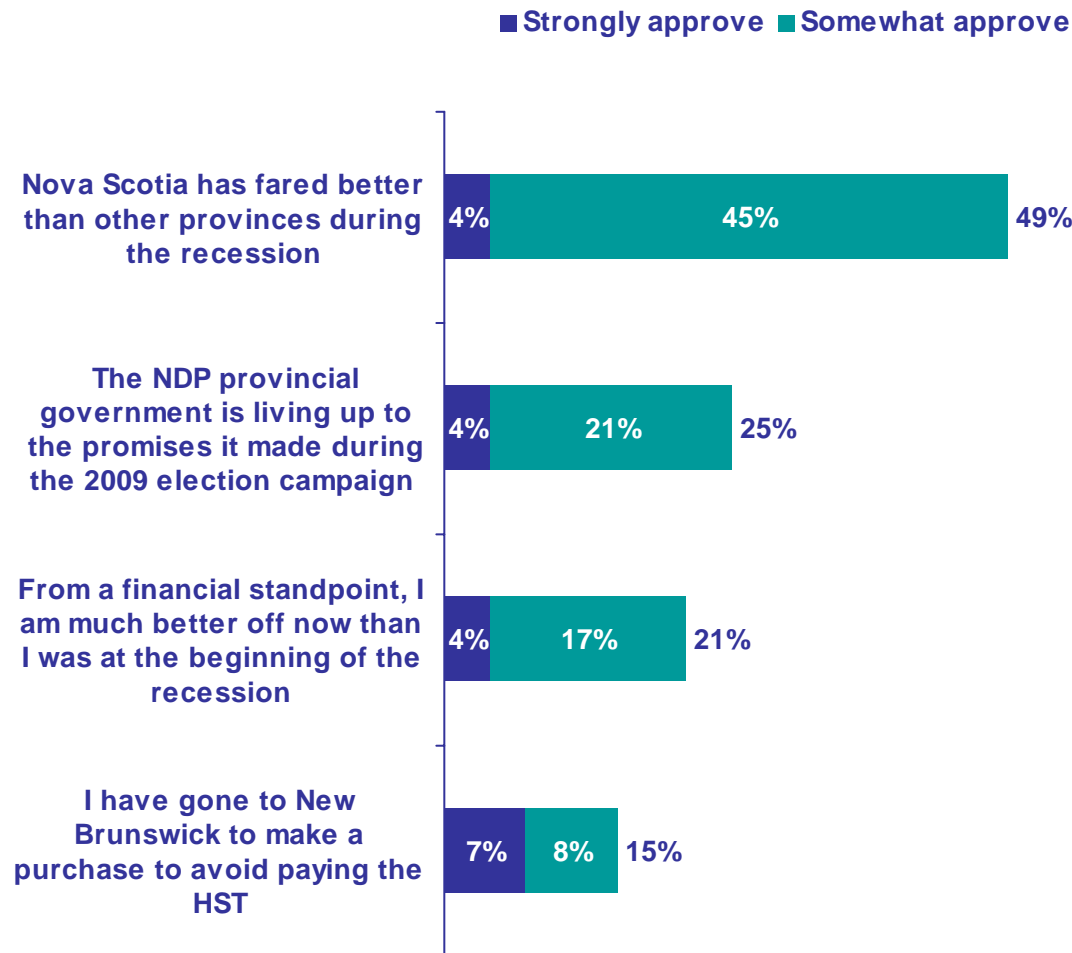
19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

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

Nova Scotia Specific Questions



Agreement Statements Nova Scotia

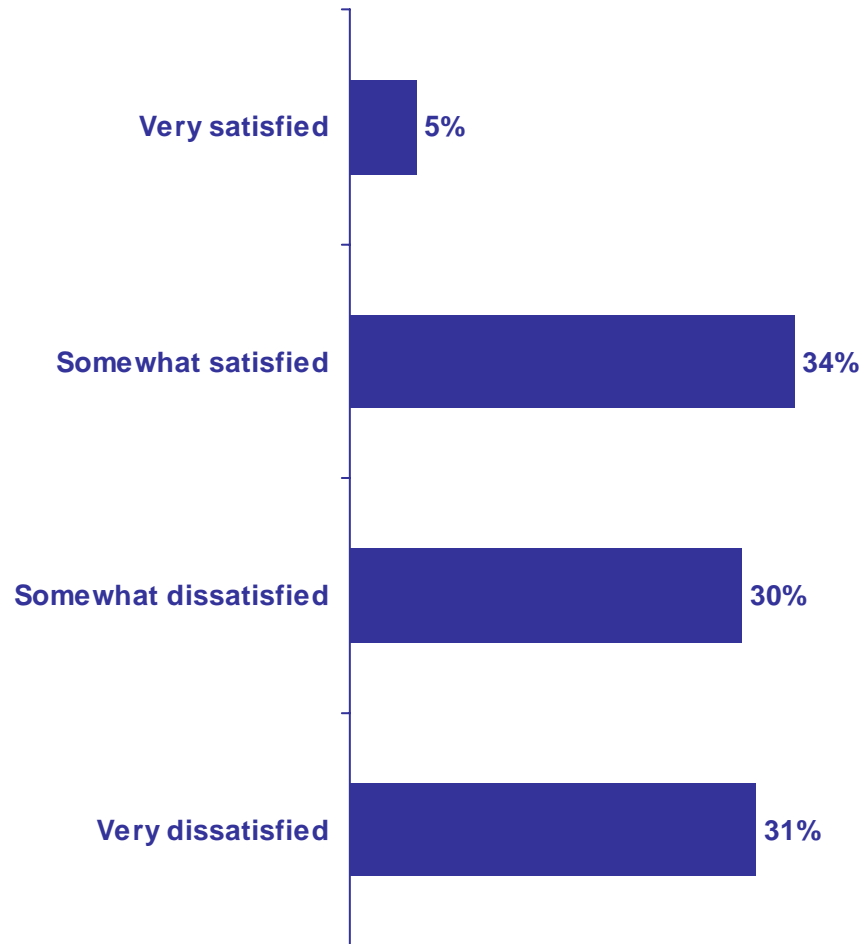


20. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

Base: All Nova Scotia Respondents n=426



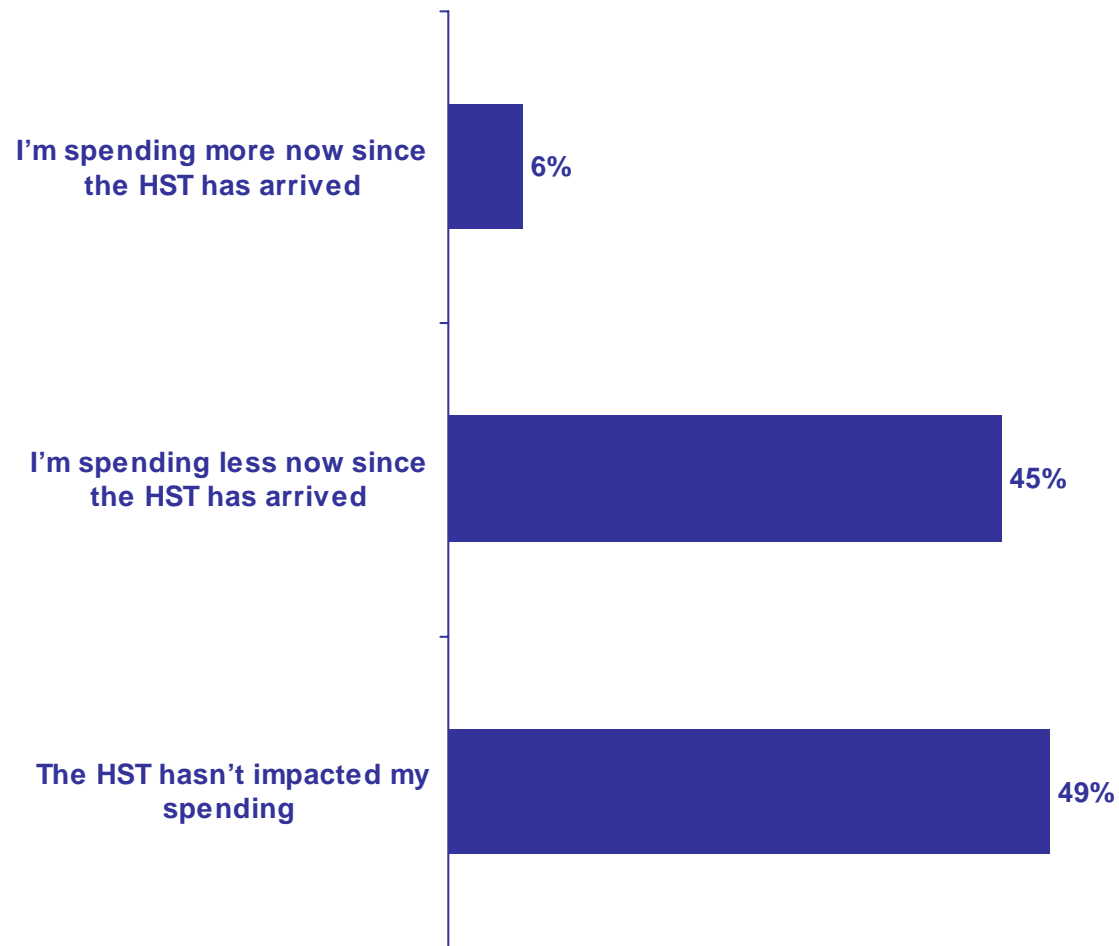
NDP Government Satisfaction Nova Scotia



21. How satisfied are you with the current NDP government's performance in general?

Base: All Nova Scotia Respondents n=426

Effect of HST on Nova Scotia Residents



22. How has the HST hike in Nova Scotia affected how much you spend?

Base: All Nova Scotia Respondents n=426