

Despite Shakeups in City Halls Across the Country, Most (63%) Canadians Predict 'The Same' Outcome from Their Municipal Leaders

*While One Quarter (25%) Believes Their New Municipal Government Will
Be Better Able to Provide the Local City Services They Need,
One in Ten (12%) Fear They'll be Worse Off*

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Toronto, ON – Despite a series of shakeups which saw new councils and mayors catapulted to the reigns of power in City Halls across the country, a new Ipsos Reid poll conducted exclusively for Postmedia News and Global Television has revealed that most Canadians aren’t expecting much to change as a result of their local municipal election.

Nearly two in three (63%) believe that their new municipal government will be the ‘the same’ when it comes to being able to provide they and their family with the local city services they need. Those who are most likely to believe the status-quo will persist are living in Saskatchewan and Manitoba (77%), followed by British Columbia (75%), Atlantic Canada (71%), Quebec (69%), Ontario (54%) and Alberta (52%).

One quarter (25%), however, are more optimistic, believing that their newly-elected council and mayor will do a ‘better’ job at providing these services. The most optimistic Canadians are disproportionately living in Ontario (35%) and Alberta (32%), whose largest cities just elected new mayors. Those living in Quebec (18%), Saskatchewan and Manitoba (16%), Atlantic Canada (13%) and British Columbia (11%) are less optimistic. Older Canadians (30%)

are also more likely than middle-aged (23%) or younger Canadians (20%) to believe that things under their new municipal government will be better.

One in ten (12%), though, believe that the newly-elected local politicians in their area will do a 'worse' job at providing these essential services. The most pessimistic Canadians are in Atlantic Canada (16%) and Alberta (16%), followed by British Columbia (14%), Quebec (13%), Ontario (11%) and Saskatchewan and Manitoba (7%).

These are some of the findings of an Ipsos Reid poll conducted between October 29 and November 1, 2010, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,046 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's 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 +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults 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.

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