



Ipsos Reid



Global TV Canada's Pulse 2011

Kelowna



Nobody's Unpredictable



Methodology

- These are the findings of an Ipsos Reid poll conducted between August 26 to September 1, 2011 on behalf of Global Television. For this survey, a sample of 6,883 Canadians from Ipsos' Canadian online panel was interviewed online as follows: Metro Vancouver (n=407), Kelowna Area (n=403), Calgary (n=400), Edmonton (n=412), Regina (n=402), Saskatoon (n=408), Winnipeg (n=401), Toronto (n=414), Montreal (n=407), Halifax (n=404), Nova Scotia outside Halifax (n=403) New Brunswick (n=408), Rest of Canada (n=2,014)
- 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.

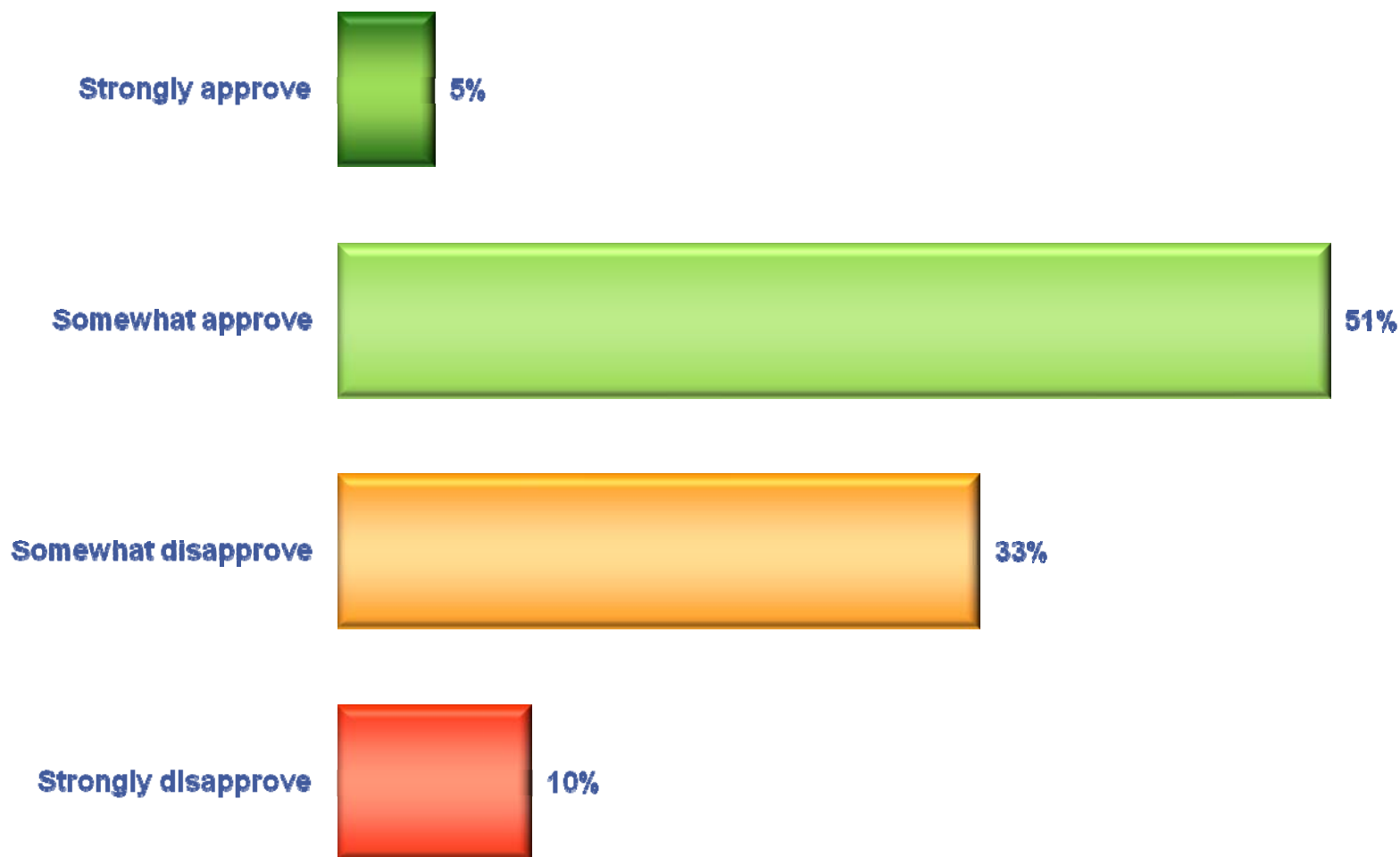


City Specific Questions – Kelowna



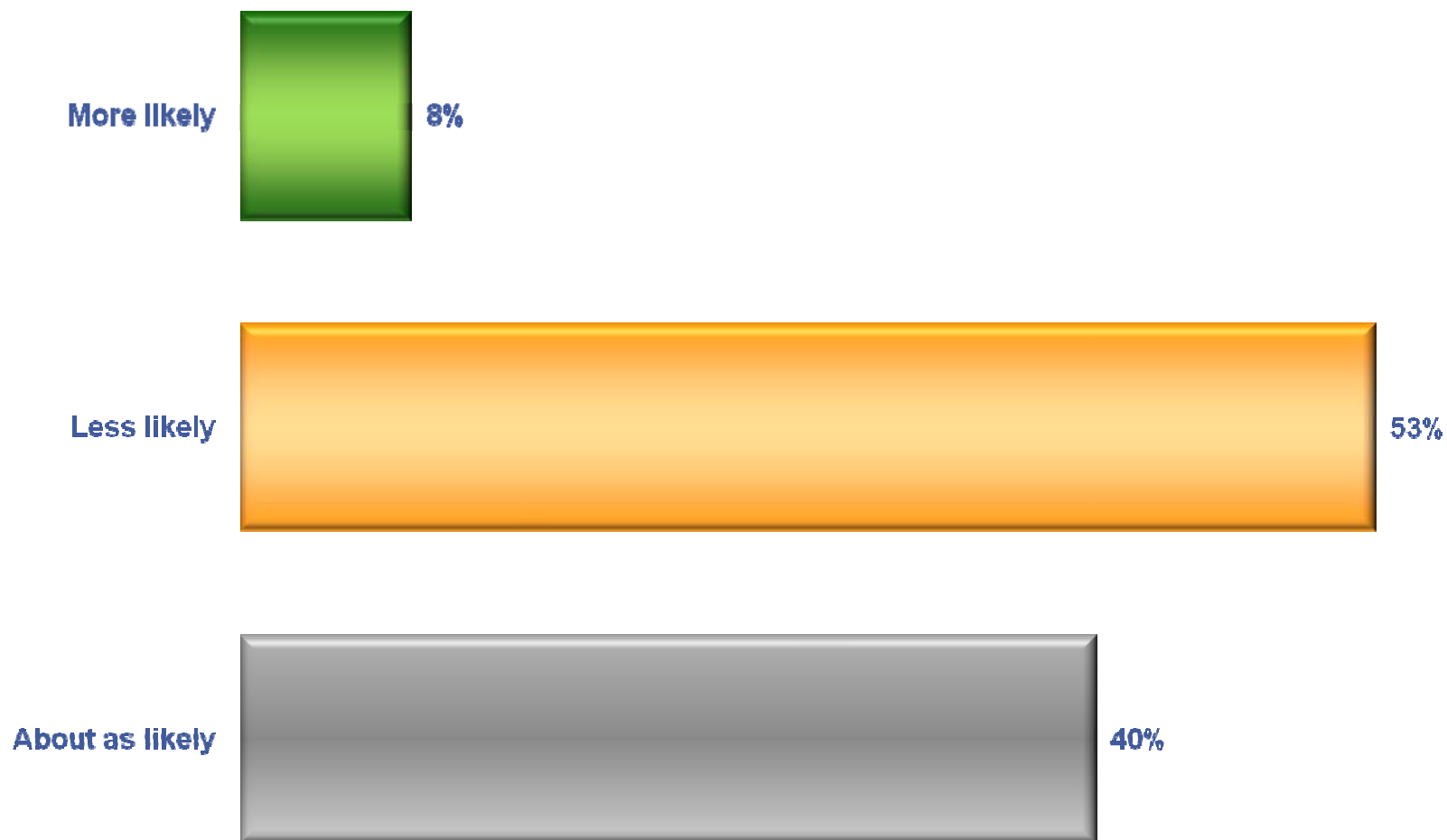


Approval for Christy Clark's Performance as Premier of British Columbia





Impact of New Harmonized Sales Tax on Likelihood to Vote Liberal



K2. Thinking about the new Harmonized Sales Tax (HST), does the implementation of this tax make you more likely, less likely, or about as likely to vote for the BC Liberals?

Base: All Kelowna Respondents (n=403)



Kelowna Agreement Statements

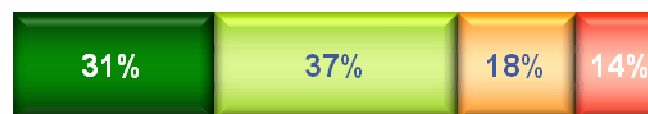
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

2010
% Agree

I am worried that the Okanagan could exhaust its supply of fresh water



I am in favour of installing water meters on homes and businesses, so that customers pay for all the water that they use



There should be more left-hand turn signals on Highway 97 in Kelowna



The new high-occupancy vehicle lane (HOV lane) is achieving its goal of keeping traffic moving more smoothly through Kelowna



The city of Kelowna should allow some commercial activities (such as food vendors or skate rentals) at Stuart Park



Kelowna needs more HOV (High Occupancy Vehicle) Lanes



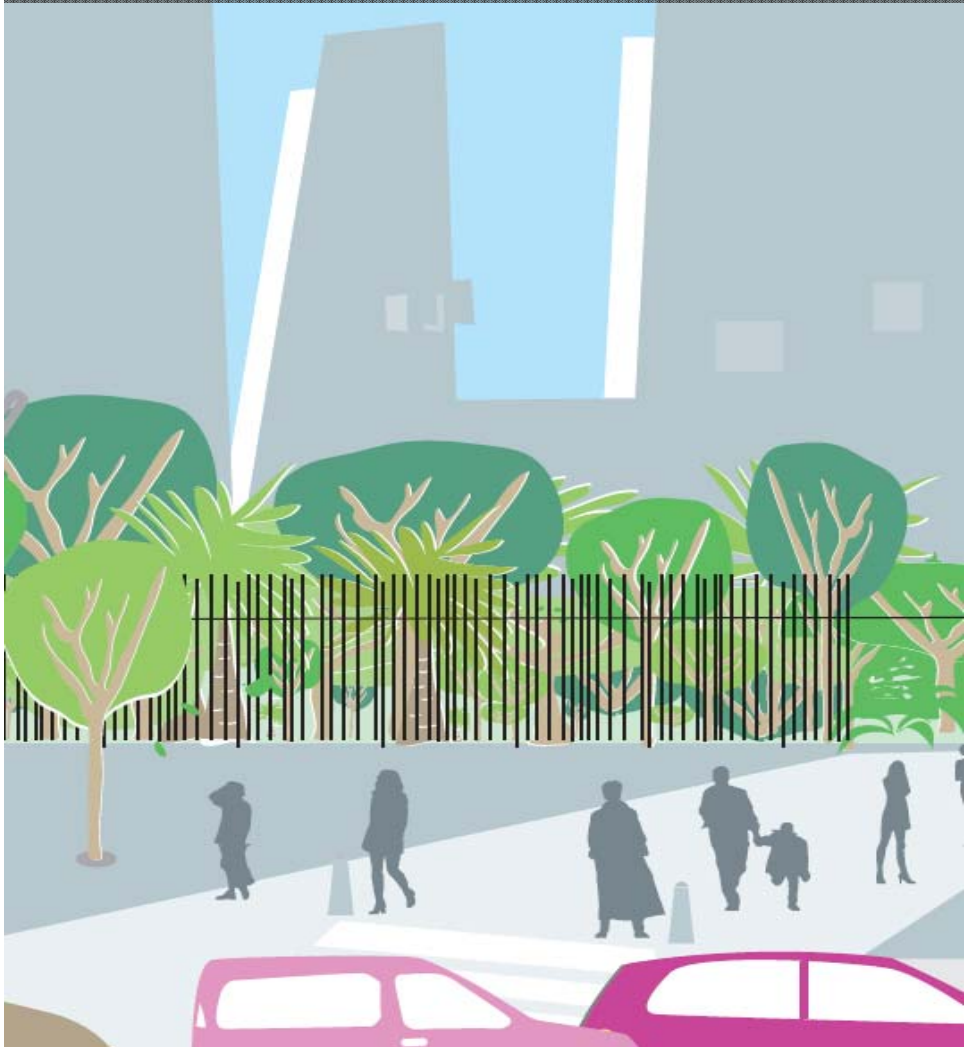
21%

The recent assault charges against Kelowna RCMP officers has given me less confidence in the RCMP's ability to fairly and effectively police our community





Thank You!





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