



Ipsos Reid



Global TV Canada's Pulse 2011

Nova Scotia



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.



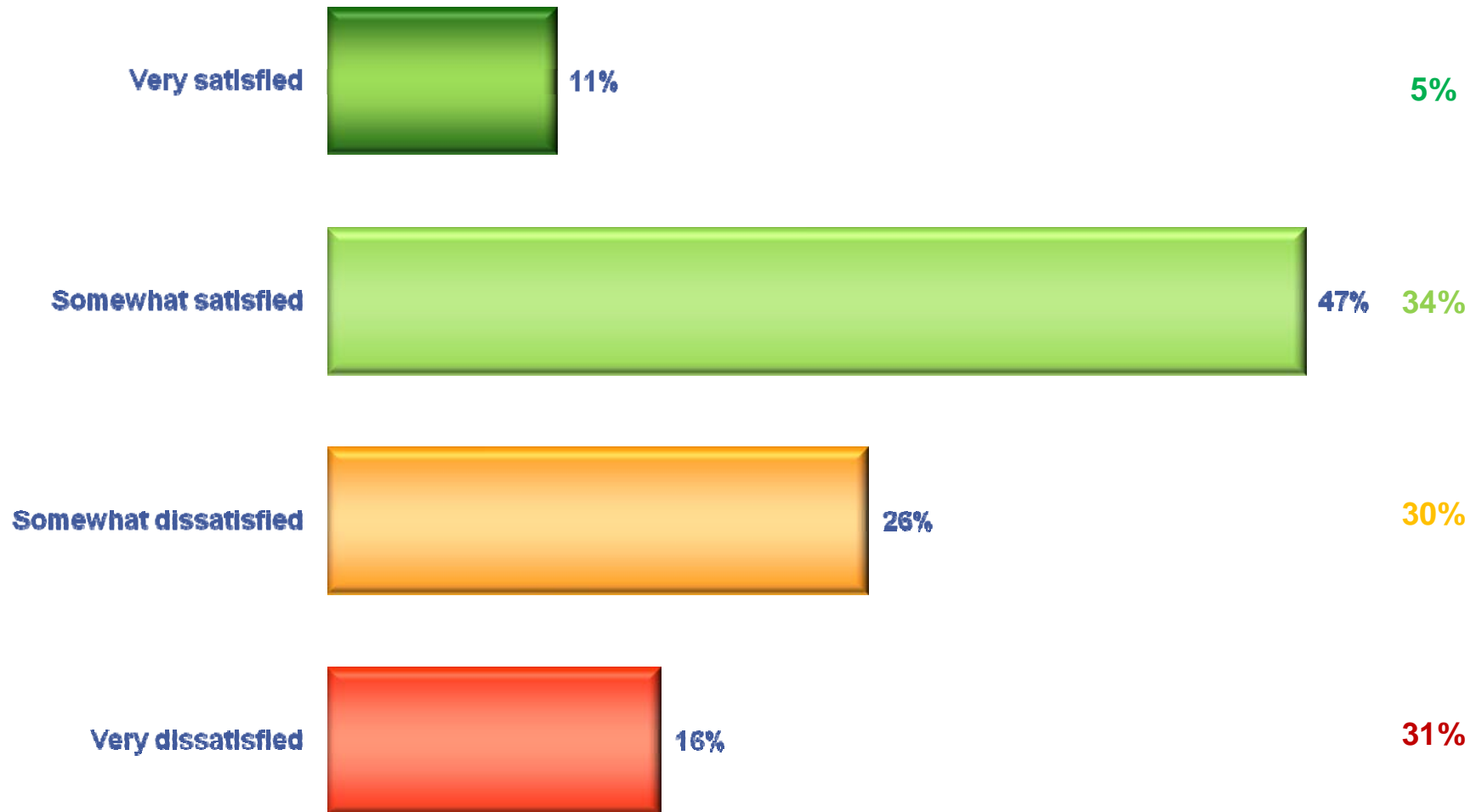
City Specific Questions – Nova Scotia / Halifax





Nova Scotia NDP Government Satisfaction

2010





Nova Scotia Agreement Statements

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



NS2. Nova Scotia is now halfway through the term for the NDP government. Thinking about this, to what extent do you agree or disagree with the following statements:

Base: All Nova Scotia Respondents (n=807)



Effect of HST on Nova Scotia Residents

2010

I'm spending more now since the HST has arrived



7%

6%

I'm spending less now since the HST has arrived



42%

45%

The HST hasn't impacted my spending

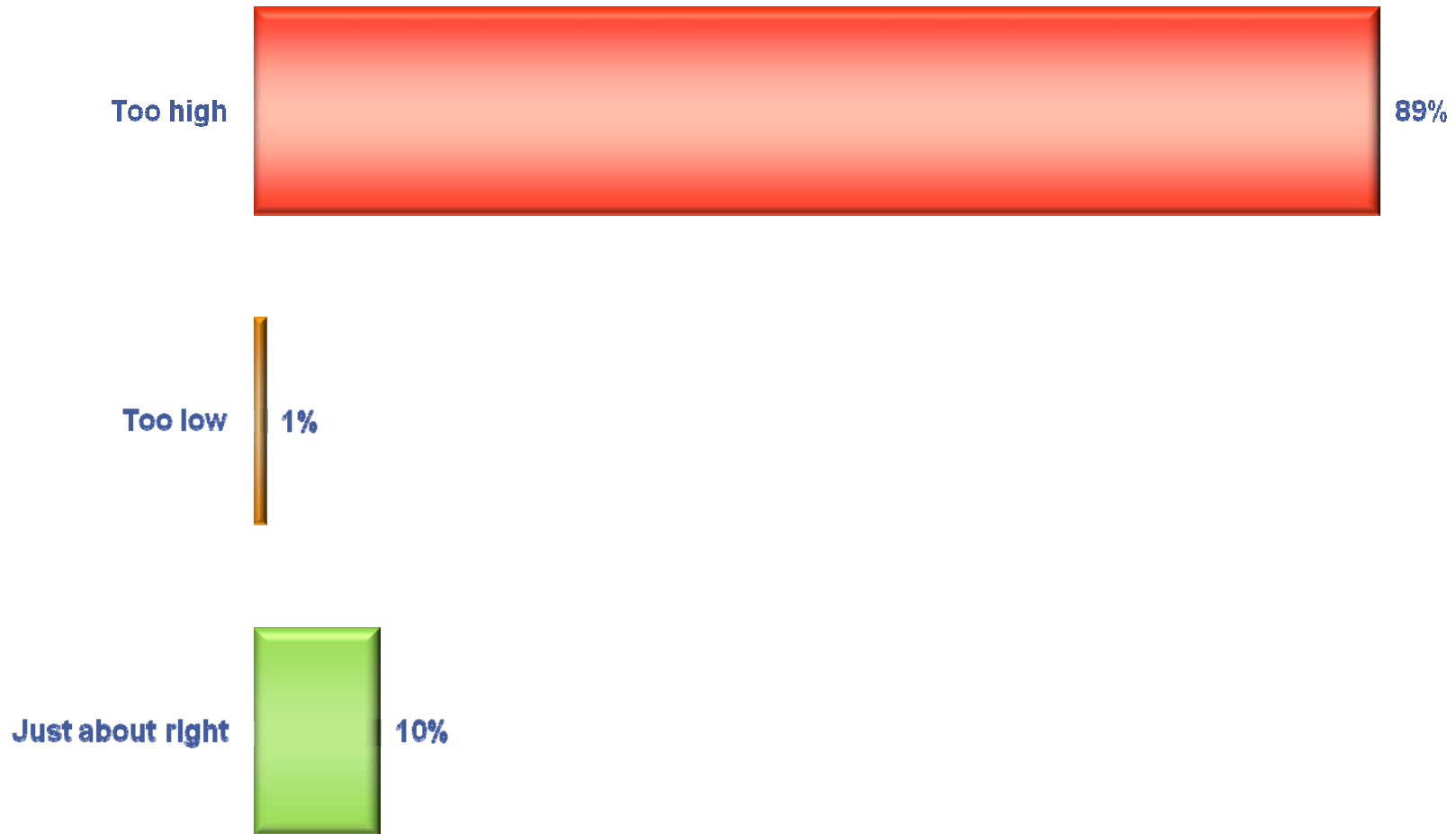


51%

49%



Perceptions Concerning the Price of Electricity





Incentives That Should be Used by Provincial Government to Keep Young People in Nova Scotia

Incentives for students to remain in Nova Scotia after school



Lower taxes for young families



More social programs geared to younger people



More incentives for aspiring home owners



None of the above





Ship Building Contracts

I think the contracts will be awarded solely based on expertise, merit and price



24%

I think the contracts will be awarded based on a balance expertise, merit, price and political considerations



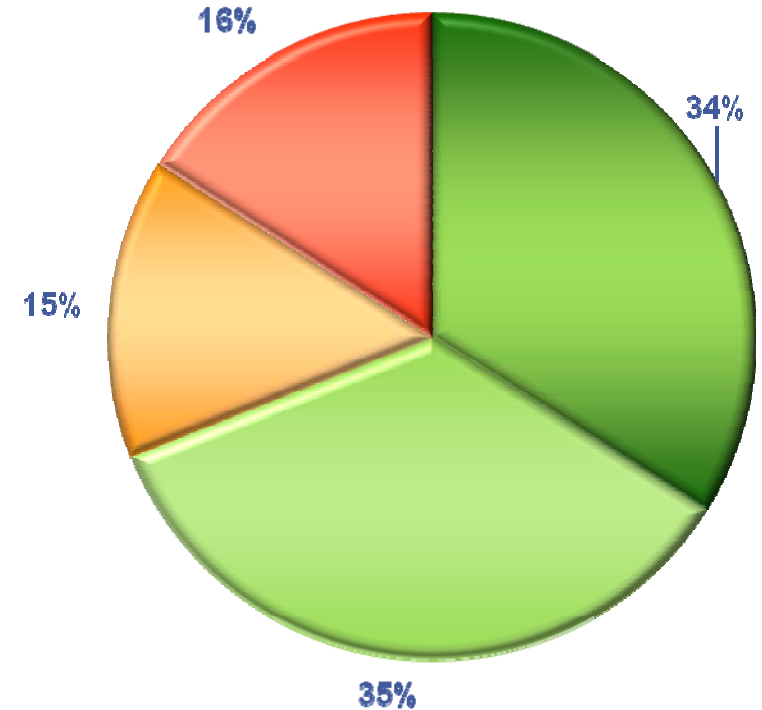
38%

I think the contracts will be awarded solely on political considerations



37%

- Very Important
- Somewhat Important
- Not very Important
- Not at all Important

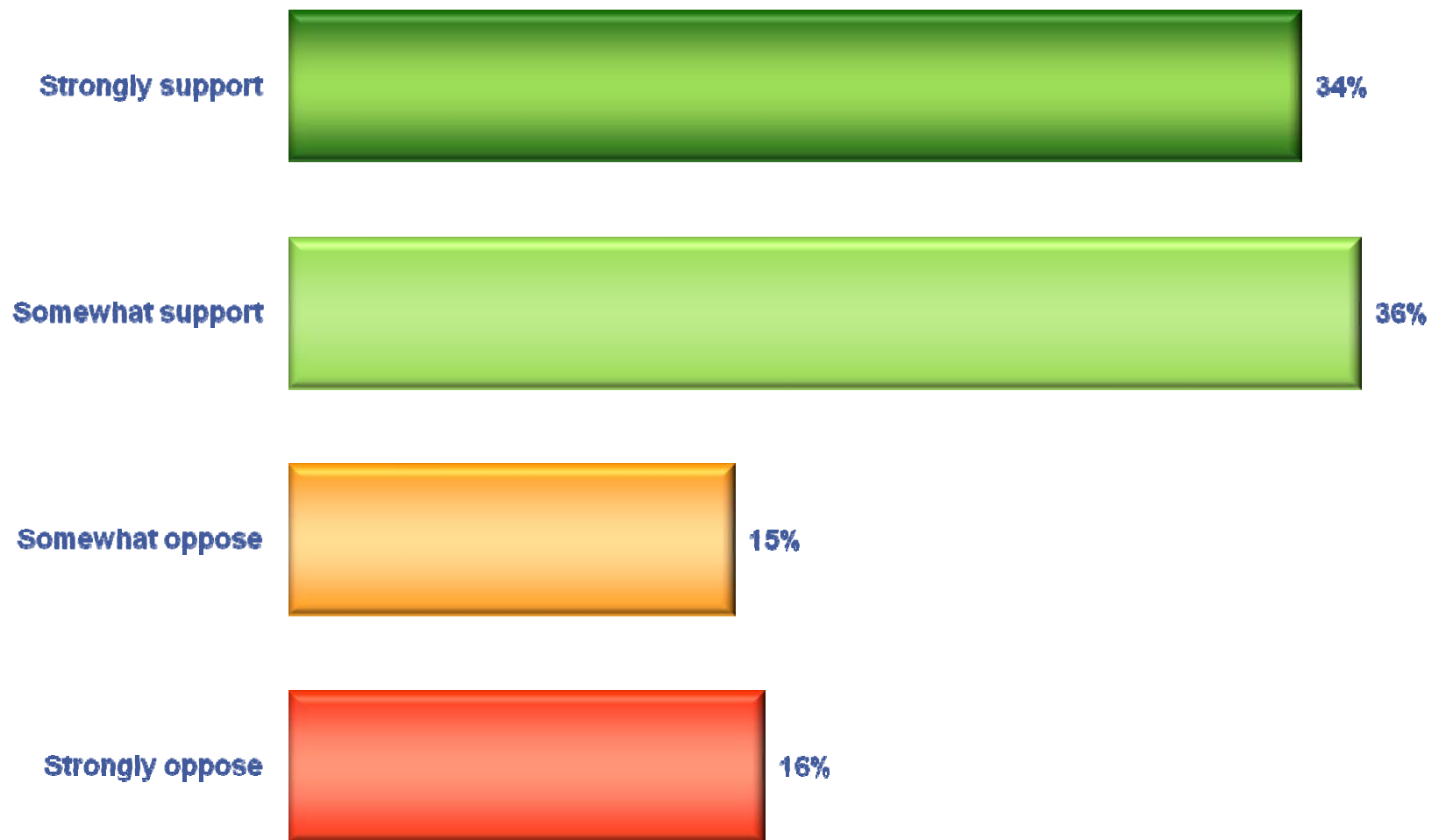


NS6. As you may know, the Government of Canada is set to award contracts for shipbuilding, and contracts could be awarded to firms building ships in Eastern Canada, Western Canada and Quebec. Thinking about the awarding of these contracts, which of the following best represents your point of view: Base: All Nova Scotia Respondents (n=807)

NS7. How important do you believe politics is in the awarding of shipbuilding contracts? Base: All Nova Scotia Respondents (n=807)



Support for the Privatization of the Nova Scotia Liquor Commission



NS8. Do you support or oppose the privatization of the Nova Scotia Liquor Commission, and allowing grocery stores and corner stores the right to sell wine, beer and spirits?

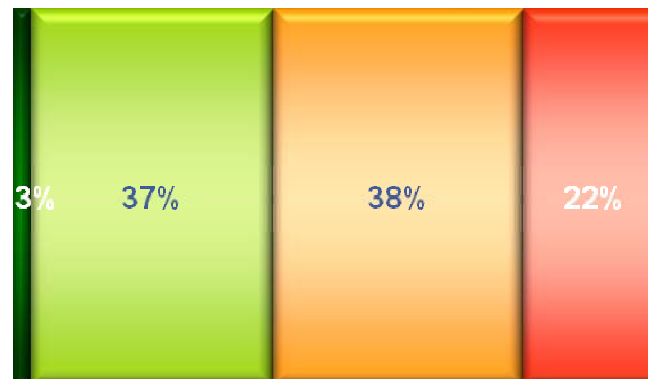
Base: All Nova Scotia Respondents (n=807)



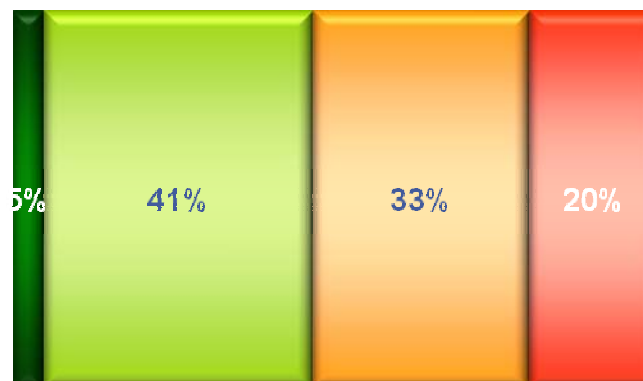
Agreement Statements

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

My municipality's regional council is doing enough to promote development in my area

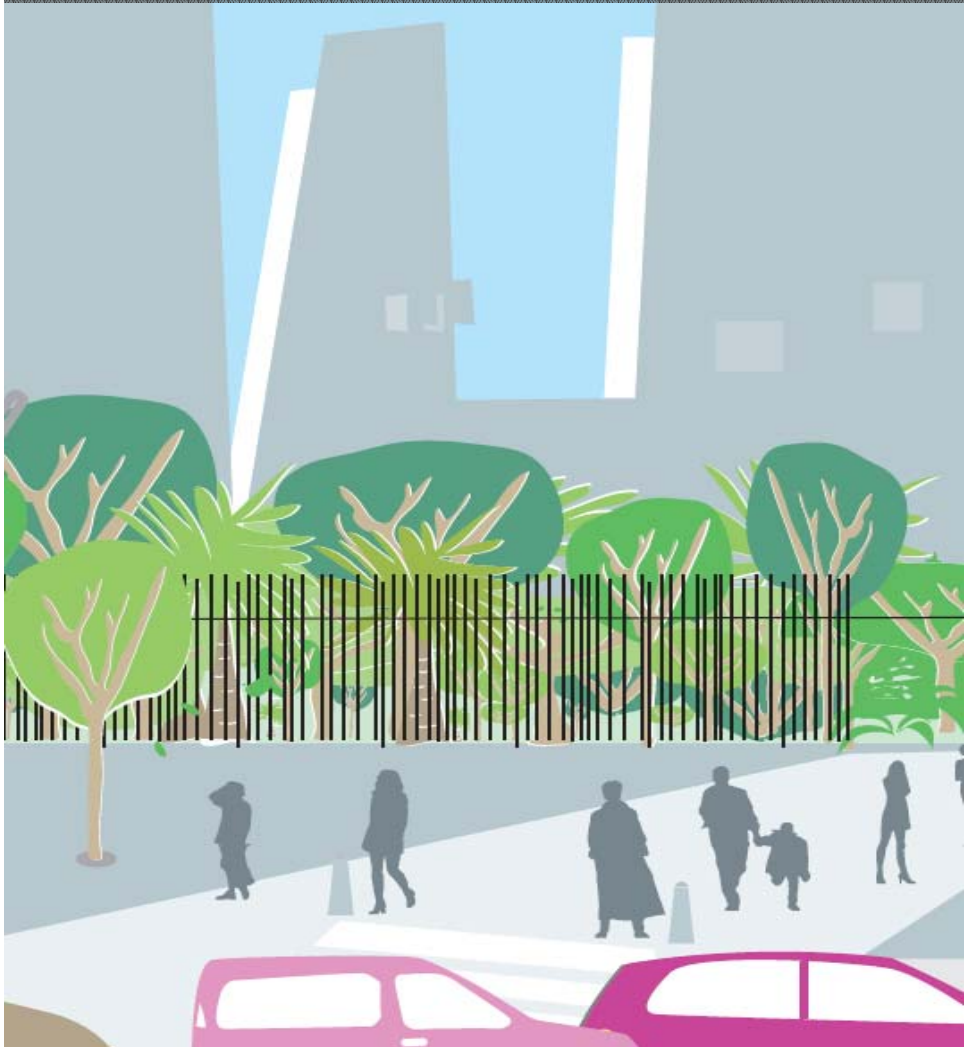


My elected municipal officials have a good vision for the future of my city





Thank You!





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