



Ipsos Reid



Global TV Canada's Pulse 2011

Saskatoon



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 – Saskatoon





Housing and Services in Saskatoon



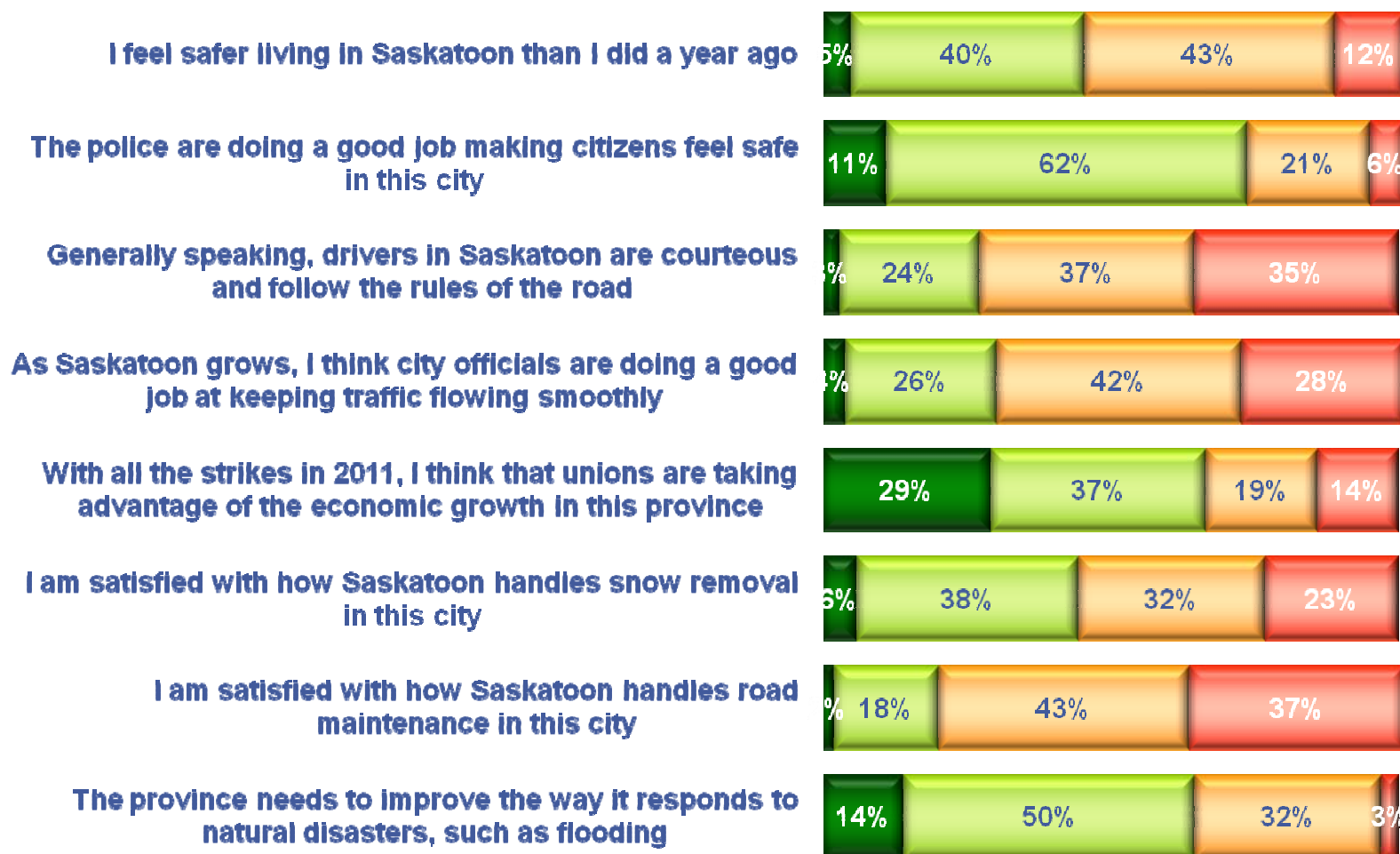
S2. As the economy continues to be strong in Saskatchewan, it is having an impact on many aspects of the economy, from jobs to housing prices, to government services. From your perspective, have each of the following improved, worsened or been unchanged in the past year in Regina? Base: All Saskatoon Respondents (n=408)

*2010 Verbiage was slightly different: 20R. Despite this recent national recession, Saskatchewan has been leading the country in many key indicators. In fact, many would say this has actually been a "boom" time for Saskatchewan and Regina. From the perspective of you and your family, have each of the following improved or worsened over the last couple of years in Regina? 4



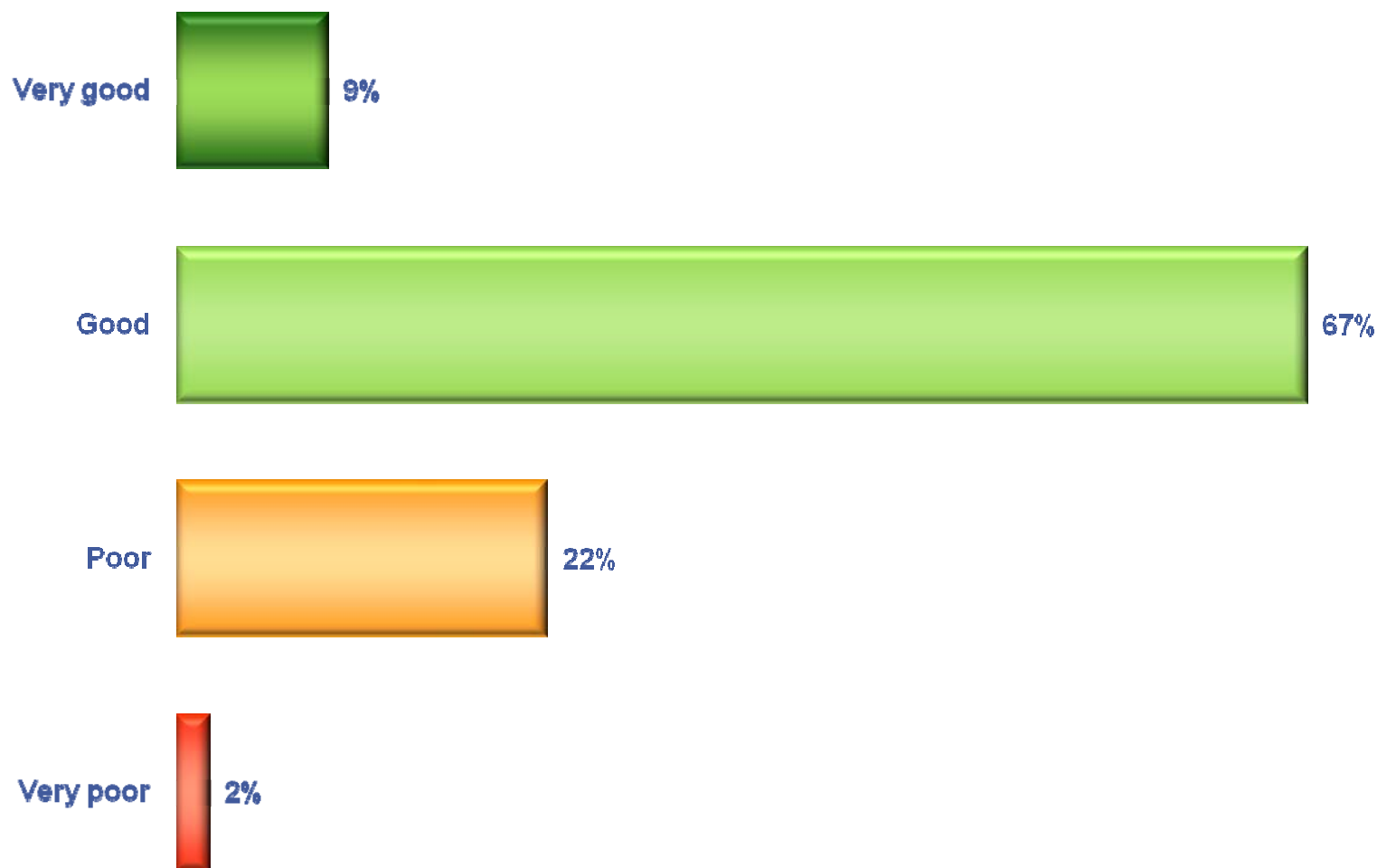
Saskatoon Agreement Statements

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





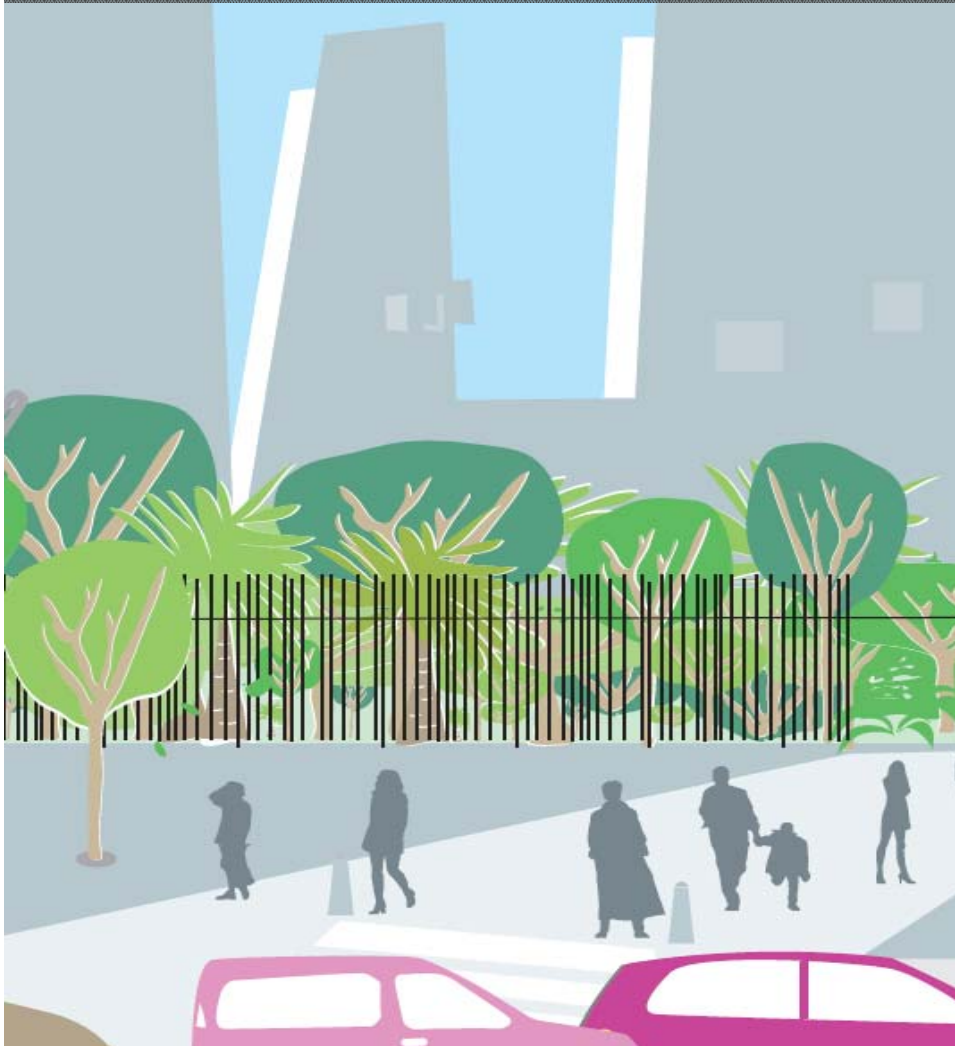
Rating the Performance of the Provincial Government's Response to Spring Flooding



S4. As you may know, spring flooding in Saskatchewan was especially widespread this year. How would you rate the performance of the provincial government's response to this year's spring flooding?
Base: All Saskatoon Respondents (n=408)



Thank You!





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