



#### Global TV Canada's Pulse 2011

**Vancouver** 





#### 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.



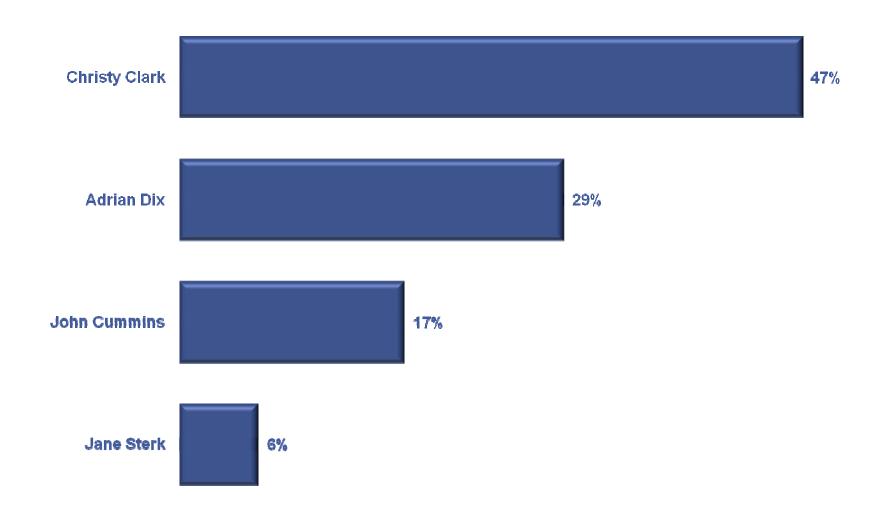


## City Specific Questions – Vancouver

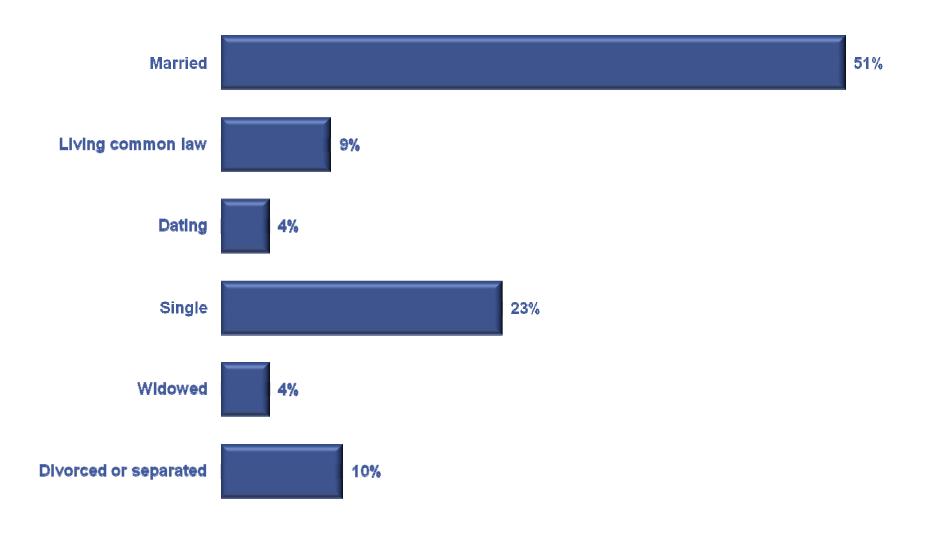




## Candidate Seen as Being the Best Premier for British Columbia

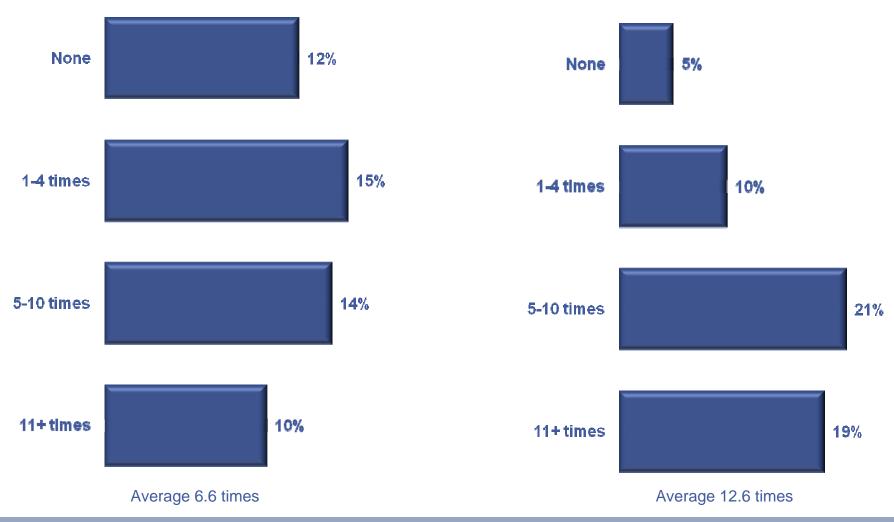


# Ipsos Current Marital Status





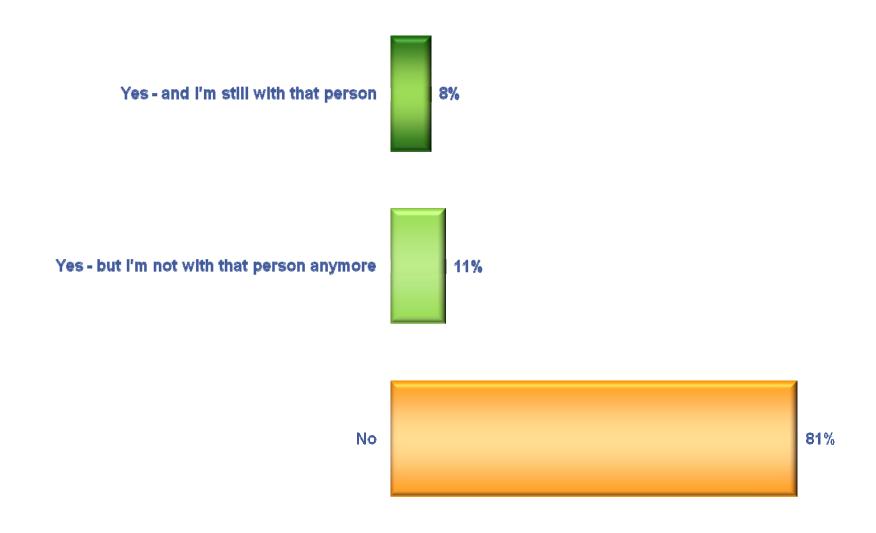
# Frequency of Having Sex Versus Ideal Frequency of Having Sex



V3. How many times a month do you have sex?
Base: All Vancouver Respondents (n=407)
V4. How many times a month would you realistically like to have sex?
Base: All Vancouver Respondents (n=407)

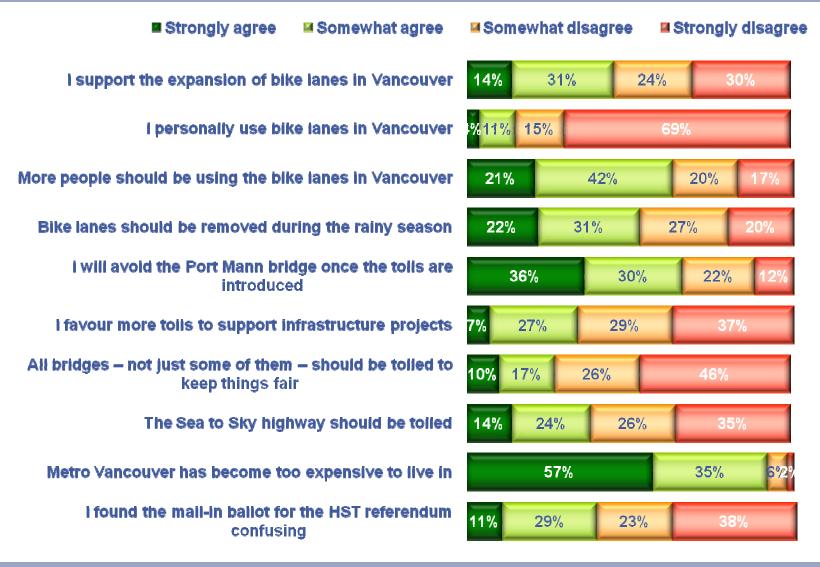


### Internet Dating to Meet Someone





#### Vancouver Agreement Statements

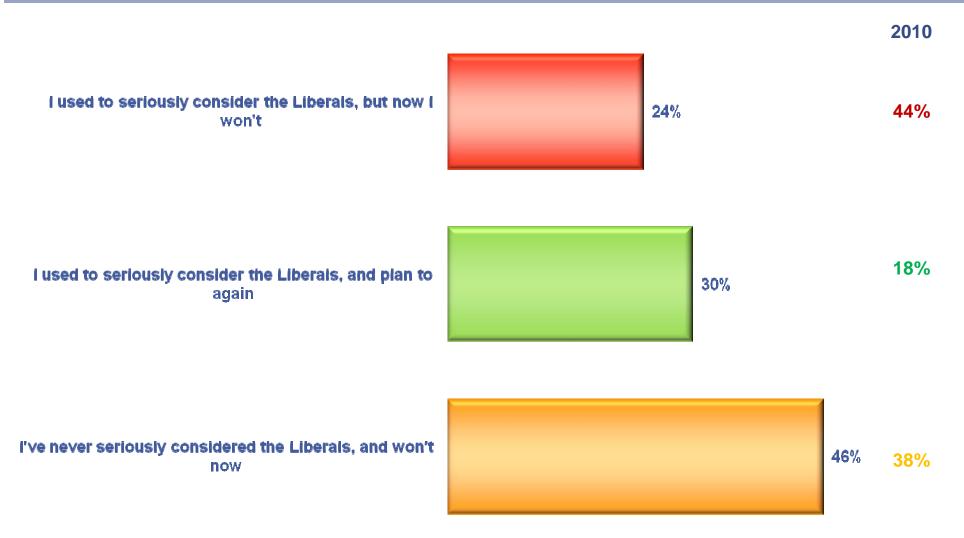






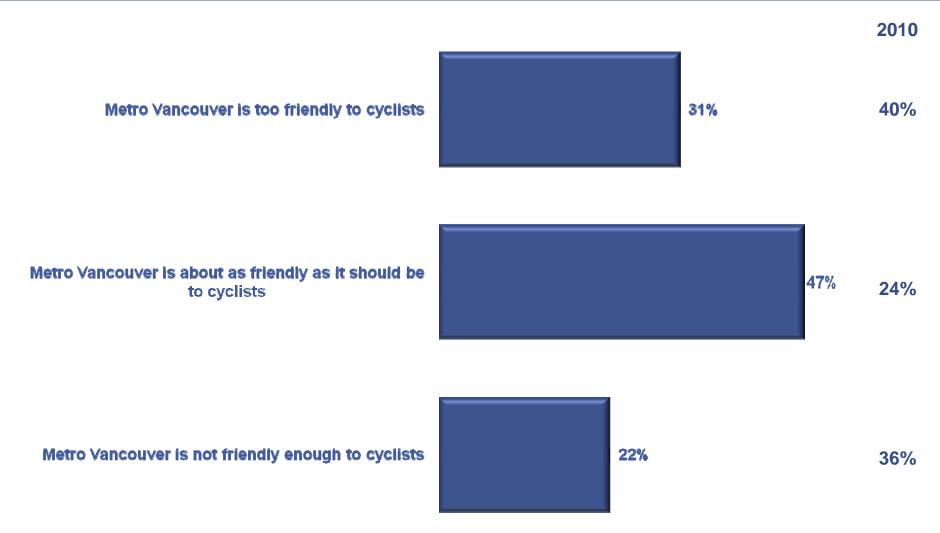
## Vancouver Agreement Statements

■ Strongly agree ■ Somewhat agree	■ Somewhat disagree ■ Strongly disagree	2010 % Agree
i've had to cut back on groceries/food because of the economic downturn	16% 35% 25% 24%	48%
I only buy things nowadays if they're on sale or a real bargain, otherwise I don't	<b>27%</b> 49% 17% 7%	68%
i've bought second hand clothing in the last few months because of the recession	14% 18% 23% 45%	25%
I'm glad that Vancouver hosted the Winter Olympics	45% 29% 13% 13%	81%
I think that Vancouver will have a substantial long-term benefit from hosting the Winter Olympics.	18% 43% 22% 17%	72%
i support amalgamating the various Metro Vancouver municipalities into one large city.	12% 27% 36% 25%	36%
I've lied to out-of-town people about how much it rains in Metro Vancouver.	5 <mark>%</mark> 9% 28% 58%	13%
The standard of education in BC is better now than when I went to school	7% 31% 43% 19%	45%
The public should know the success rate of surgeons in various health disciplines	40% 46% 13%19	89%
There is too much money spent on administrators rather than front-line medical services	47% 41% 10%2%	92%
Metro Vancouver is an affordable city	% <mark>13%                                   </mark>	16%
Organ donation should be made mandatory in British Columbia	14% 20% 32% 34%	35%
The Olympics have changed my view of Vancouver for the better	18% 41% 24% 17%	72%
i think British Columbia is past the worst of the economic downturn	7% 38% 43% 11%	55%





#### Thoughts Concerning Metro Vancouver and Cyclists







#### Thank You!







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