



Ipsos Reid



# Global TV Canada's Pulse 2011

Vancouver



Nobody's Unpredictable



## Methodology

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- 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

**Christy Clark**

**47%**

**Adrian Dix**

**29%**

**John Cummins**

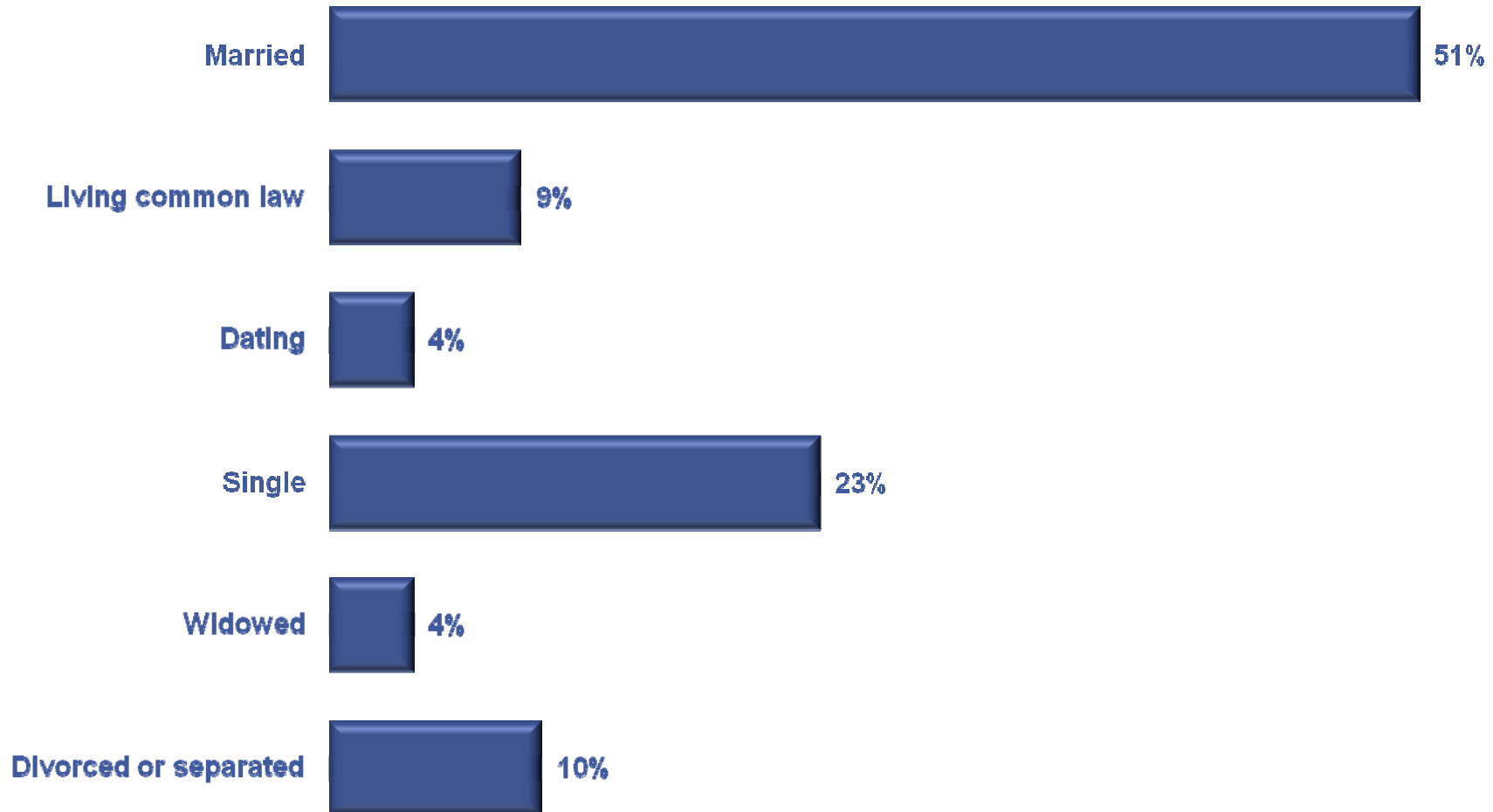
**17%**

**Jane Sterk**

**6%**

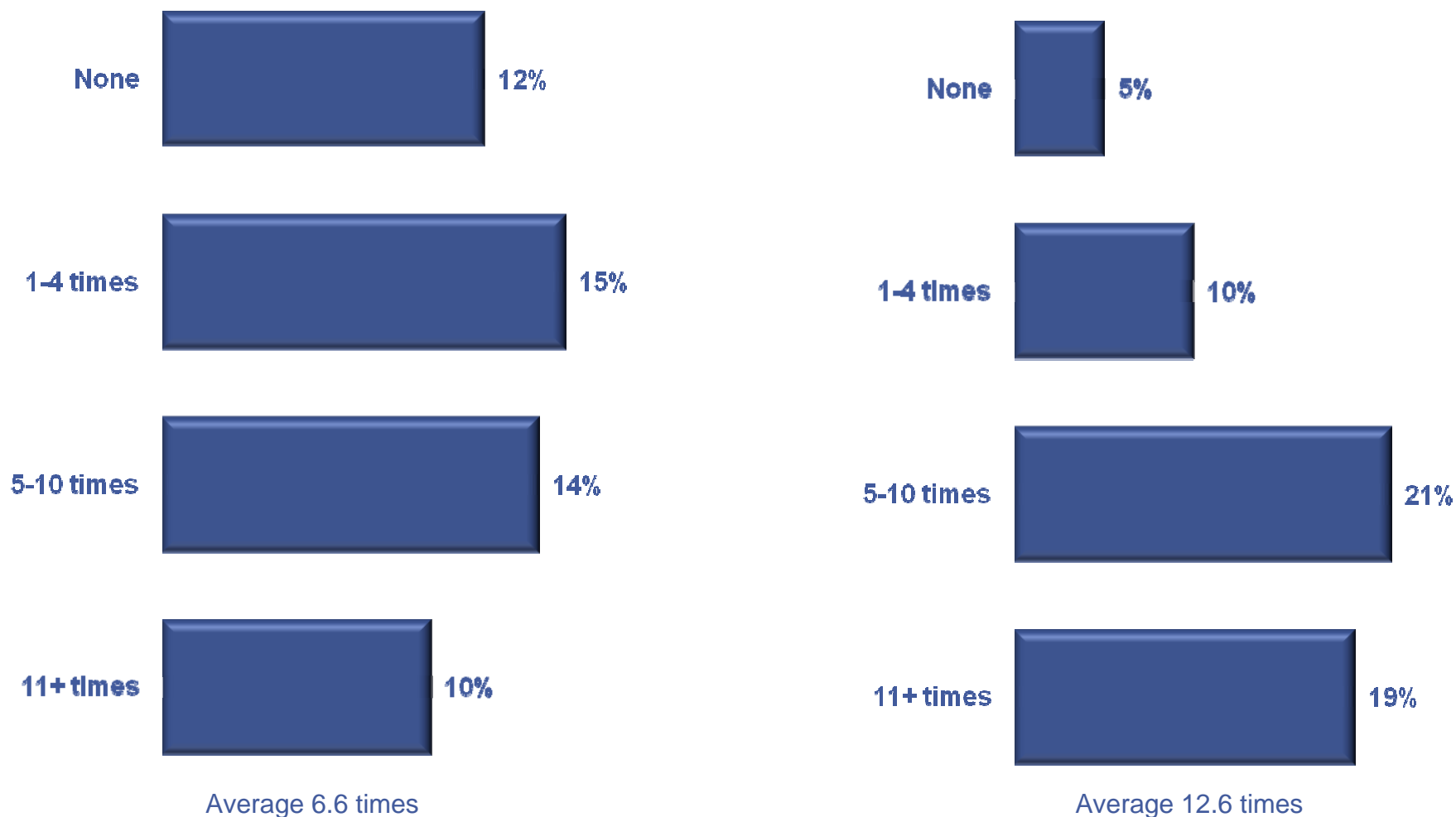


## Current Marital Status





# Frequency of Having Sex Versus Ideal Frequency of Having Sex



V3. How many times a month do you have sex?

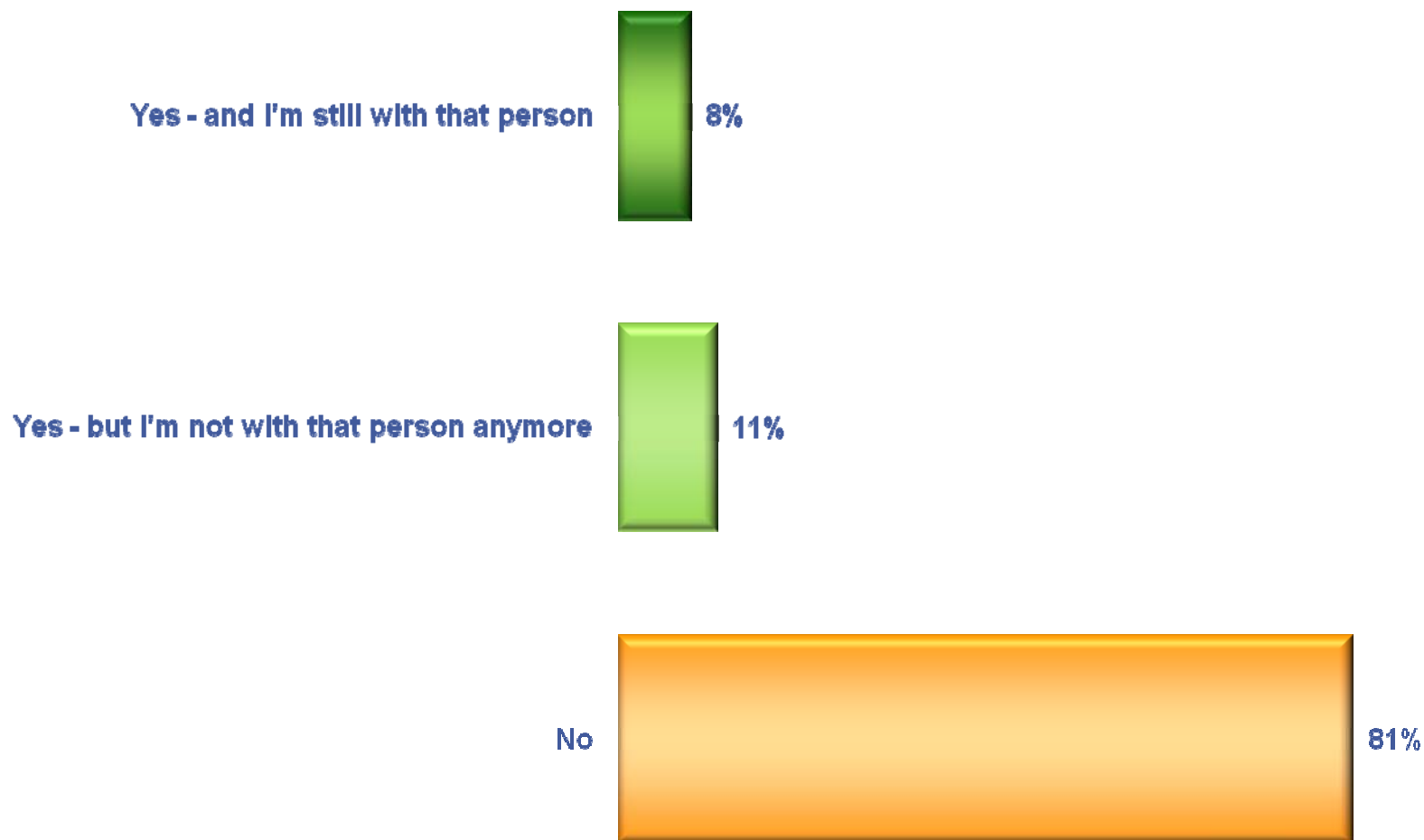
Base: All Vancouver Respondents (n=407)

V4. How many times a month would you realistically like to have sex?

Base: All Vancouver Respondents (n=407)



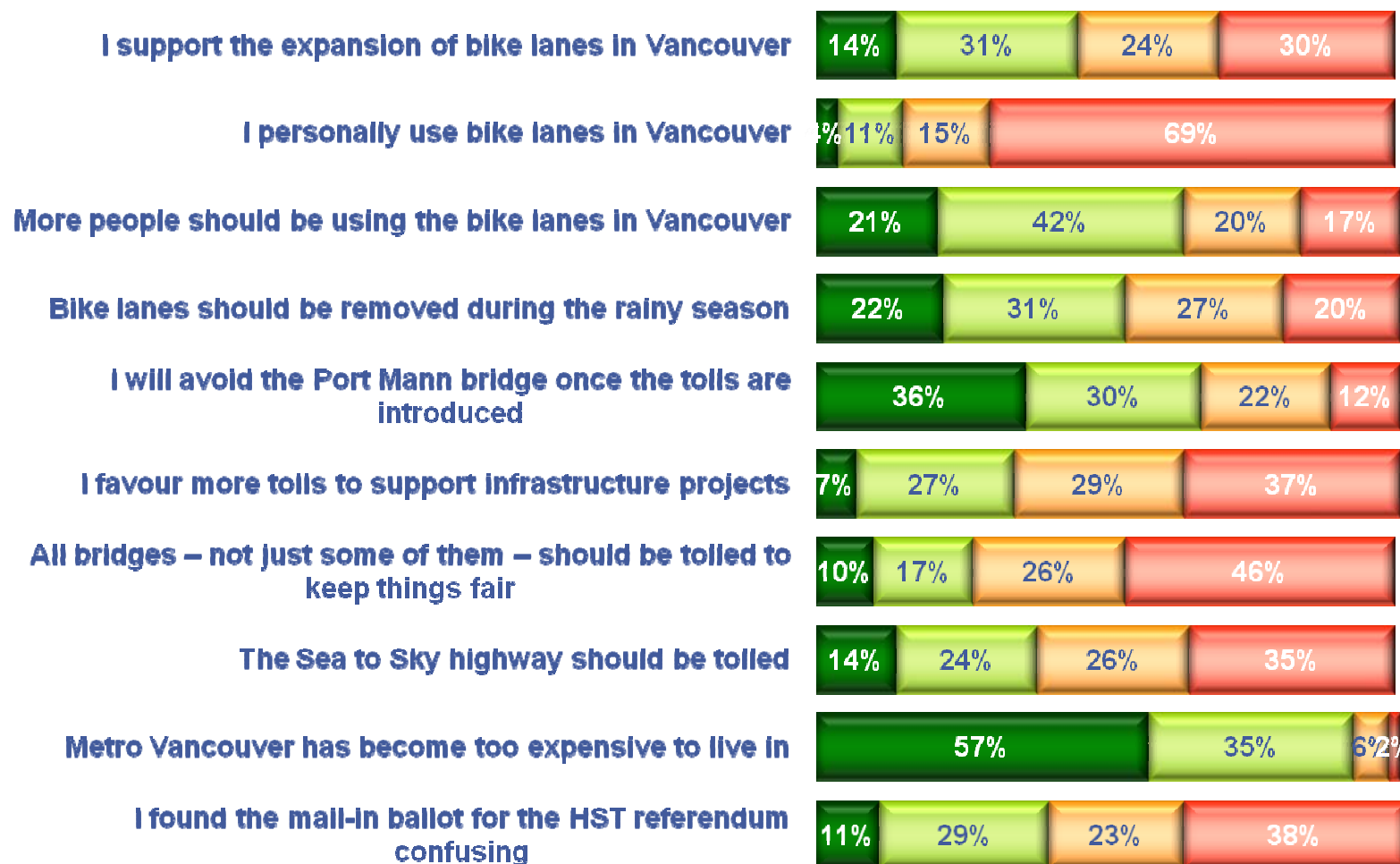
## Internet Dating to Meet Someone





# Vancouver Agreement Statements

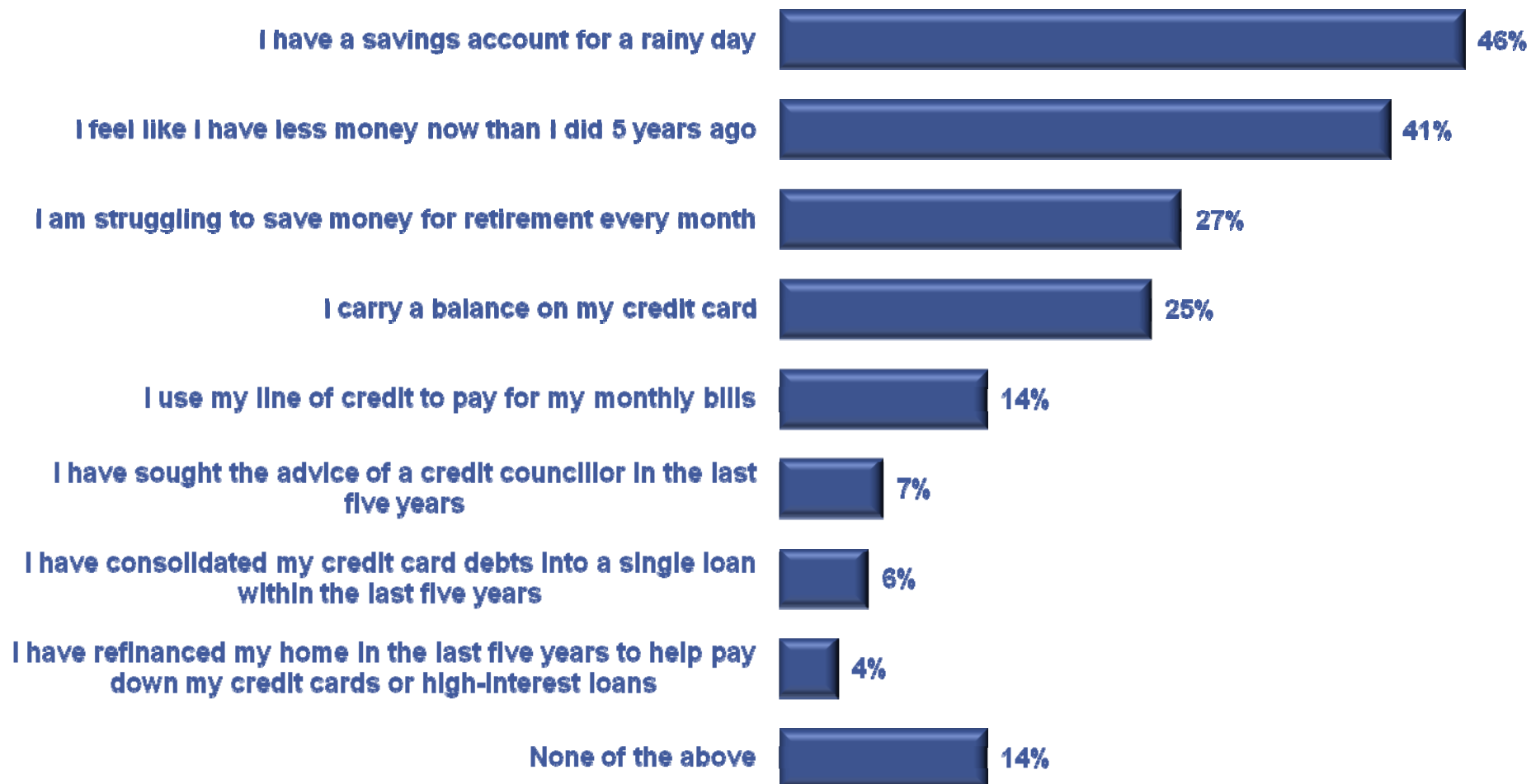
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree





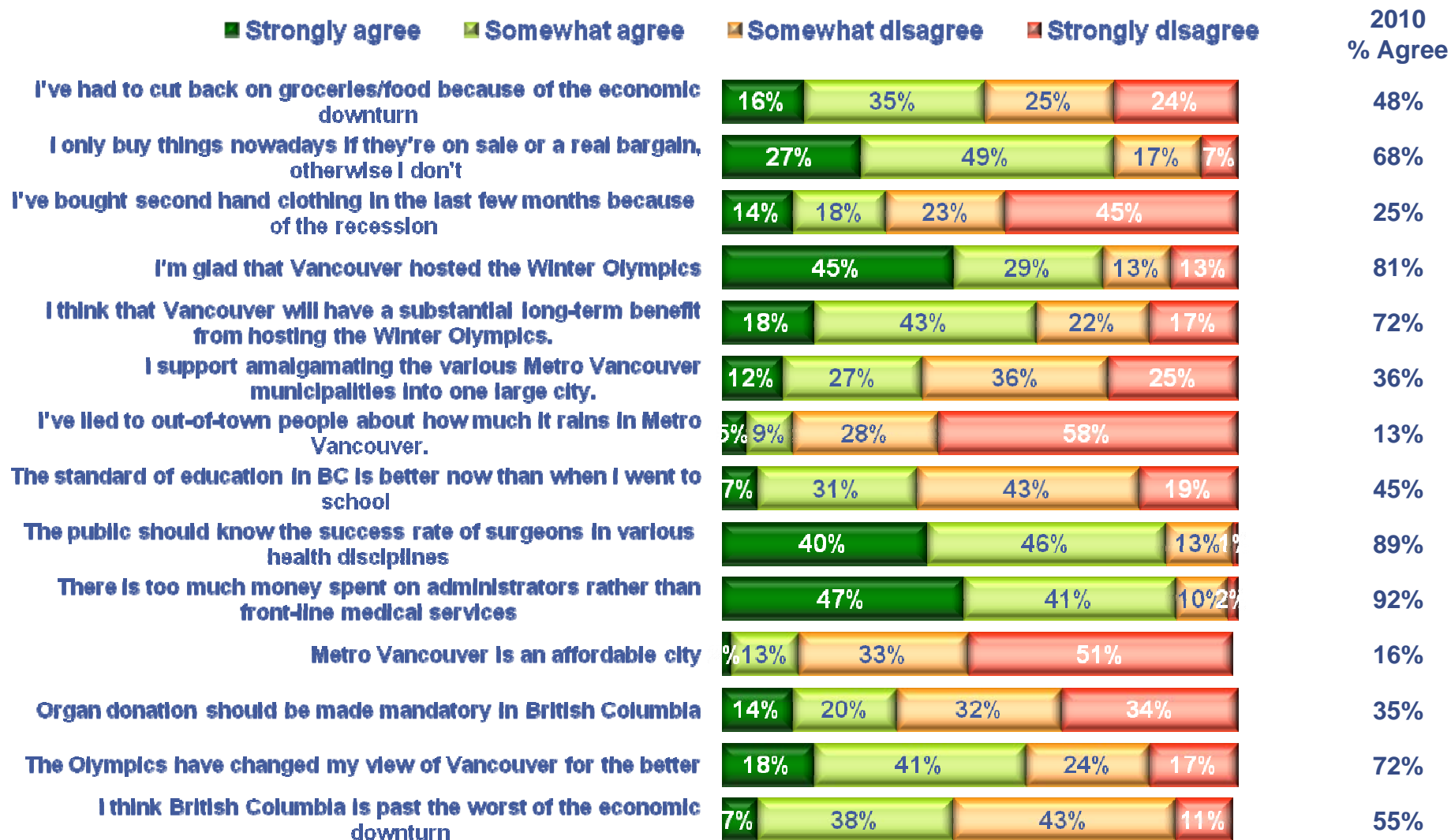


## Which Apply To You ...





# Vancouver Agreement Statements





# Impact of HST on Likelihood of Voting for the BC Liberals

2010

**I used to seriously consider the Liberals, but now I won't**

24%

44%

**I used to seriously consider the Liberals, and plan to again**

30%

18%

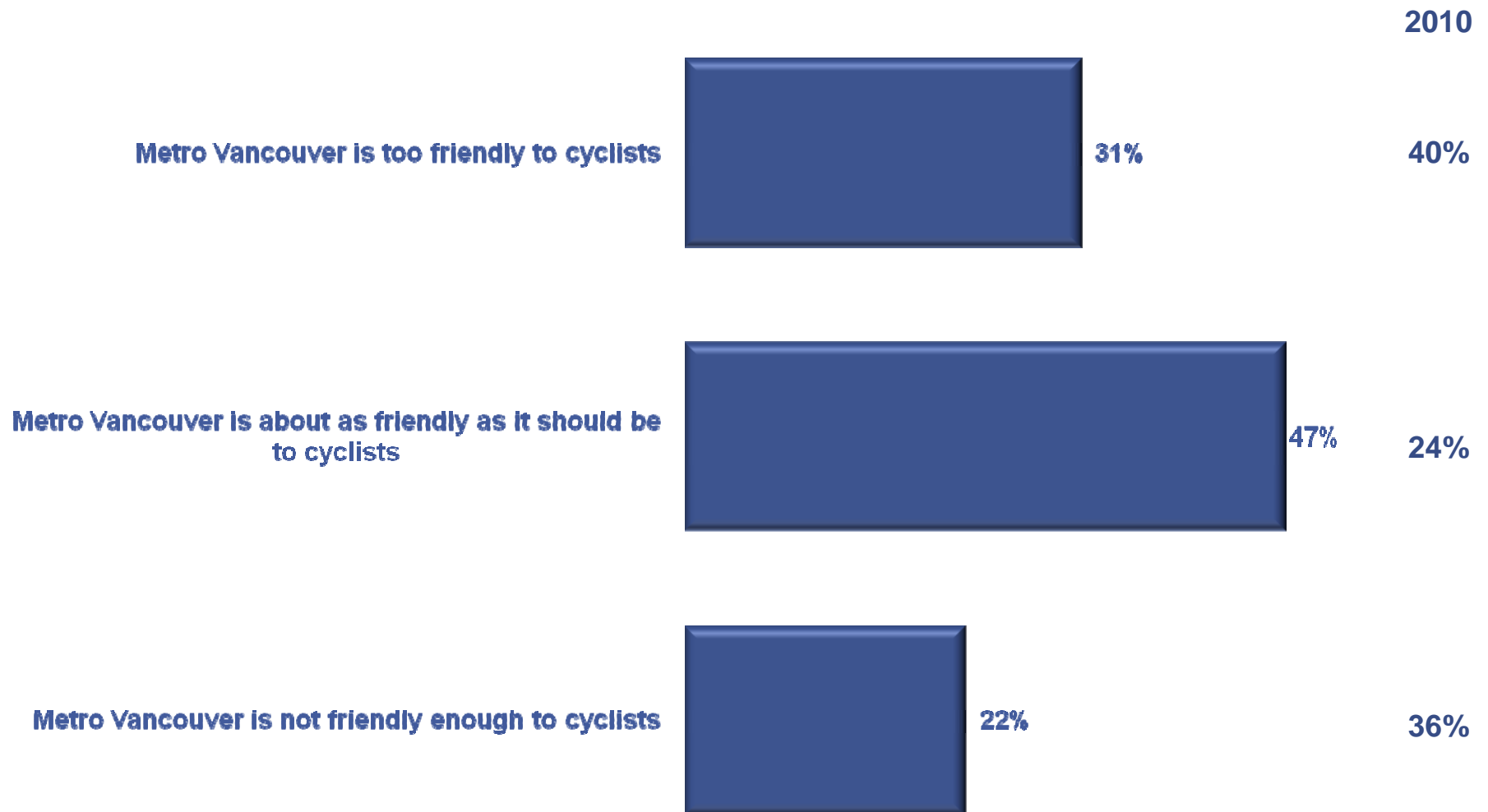
**I've never seriously considered the Liberals, and won't now**

46%

38%

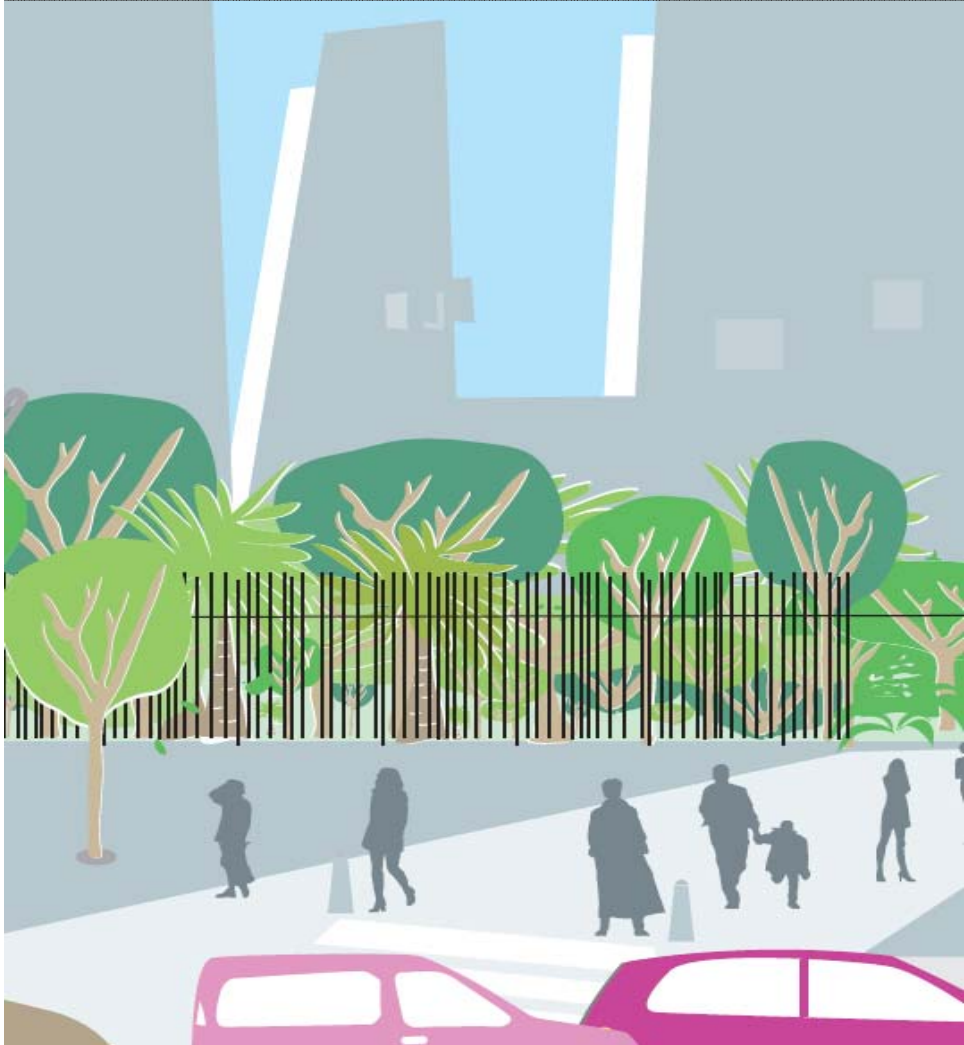


# Thoughts Concerning Metro Vancouver and Cyclists





Thank You!





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