



Ipsos Reid



Global TV Canada's Pulse 2011

Winnipeg



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 – Winnipeg

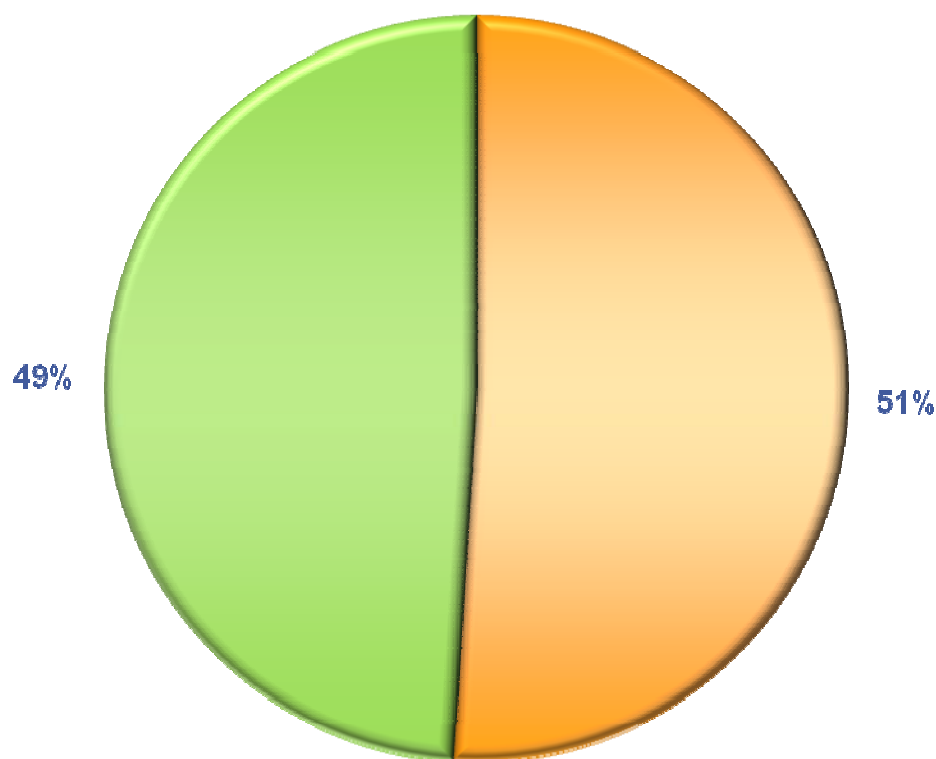




Opinions on the Provincial Government Under Greg Selinger

■ Time for another party to take over

■ Selinger has done a good job and deserves to be re-elected

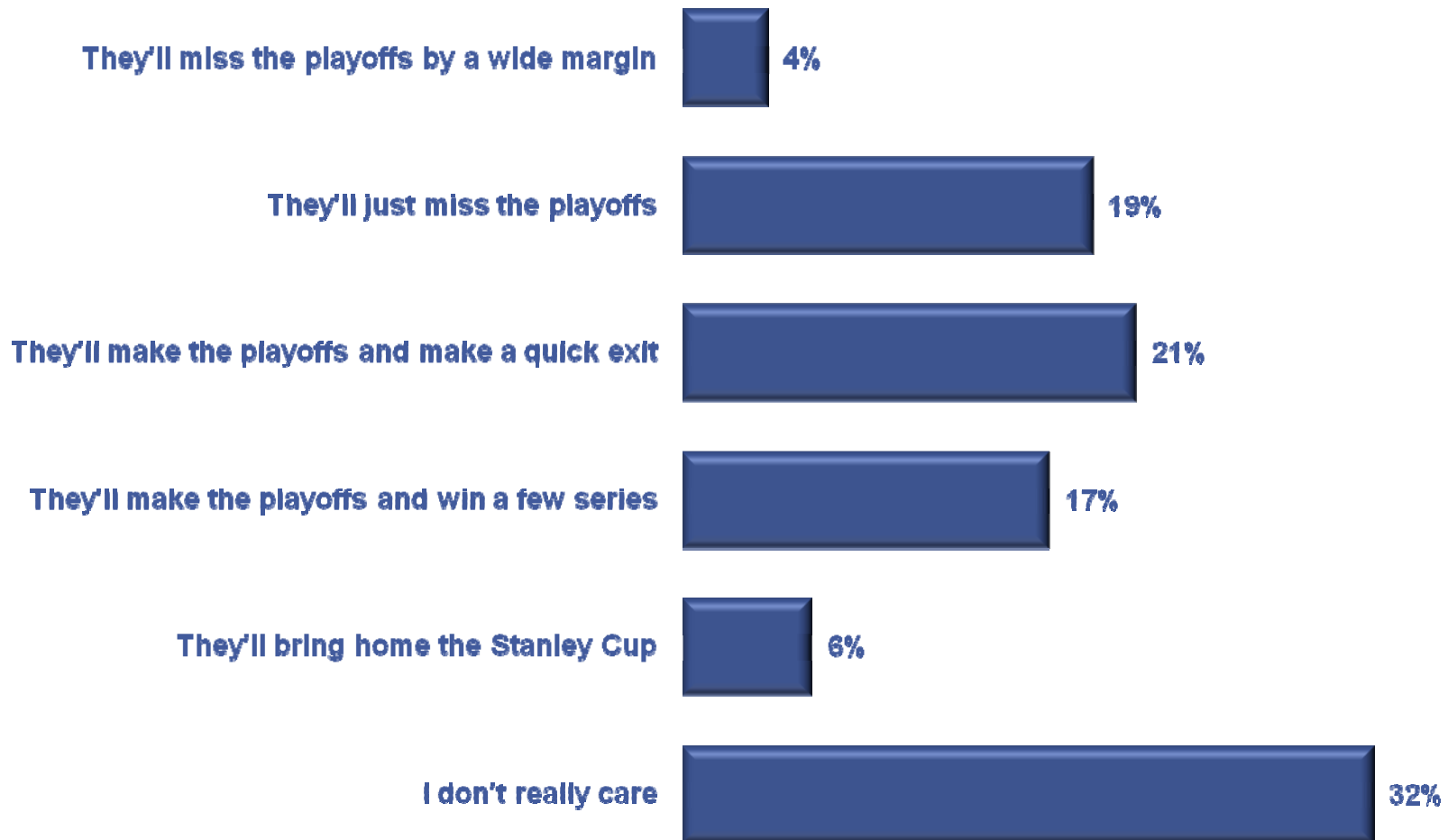


W4. Some people say that the provincial government under Greg Selinger has done a good job and deserves to be re-elected. Others say that it's time for another party to take over. Which is closer to your point of view?

Base: All Winnipeg Respondents (n=401)



Expectations for Winnipeg Jets This Year



W5. As you may know, a team named the Winnipeg Jets will be competing in the NHL for the first time since 1996. What is your prediction for how well the team will do this year?

Base: All Winnipeg Respondents (n=401)



Point of Views on Winnipeg Having an NHL Team Again

It hasn't had any effect on me, or how I view my city



34%

I feel better about my city, we're back in the big leagues where we belong



30%

Winnipeg has always been a first class city, with or without the NHL



29%

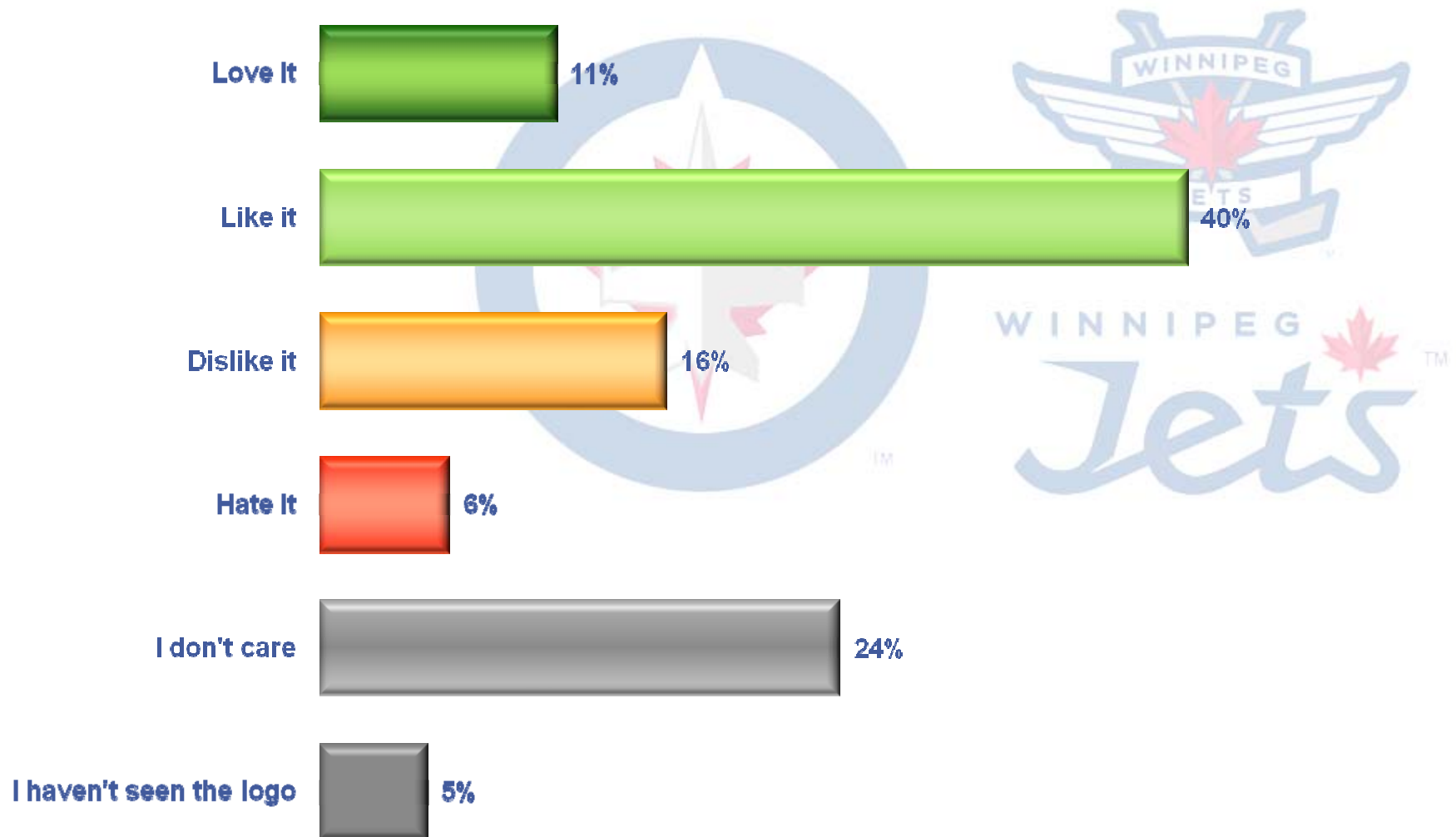
Winnipeg remains a small prairie town, with or without the NHL



7%

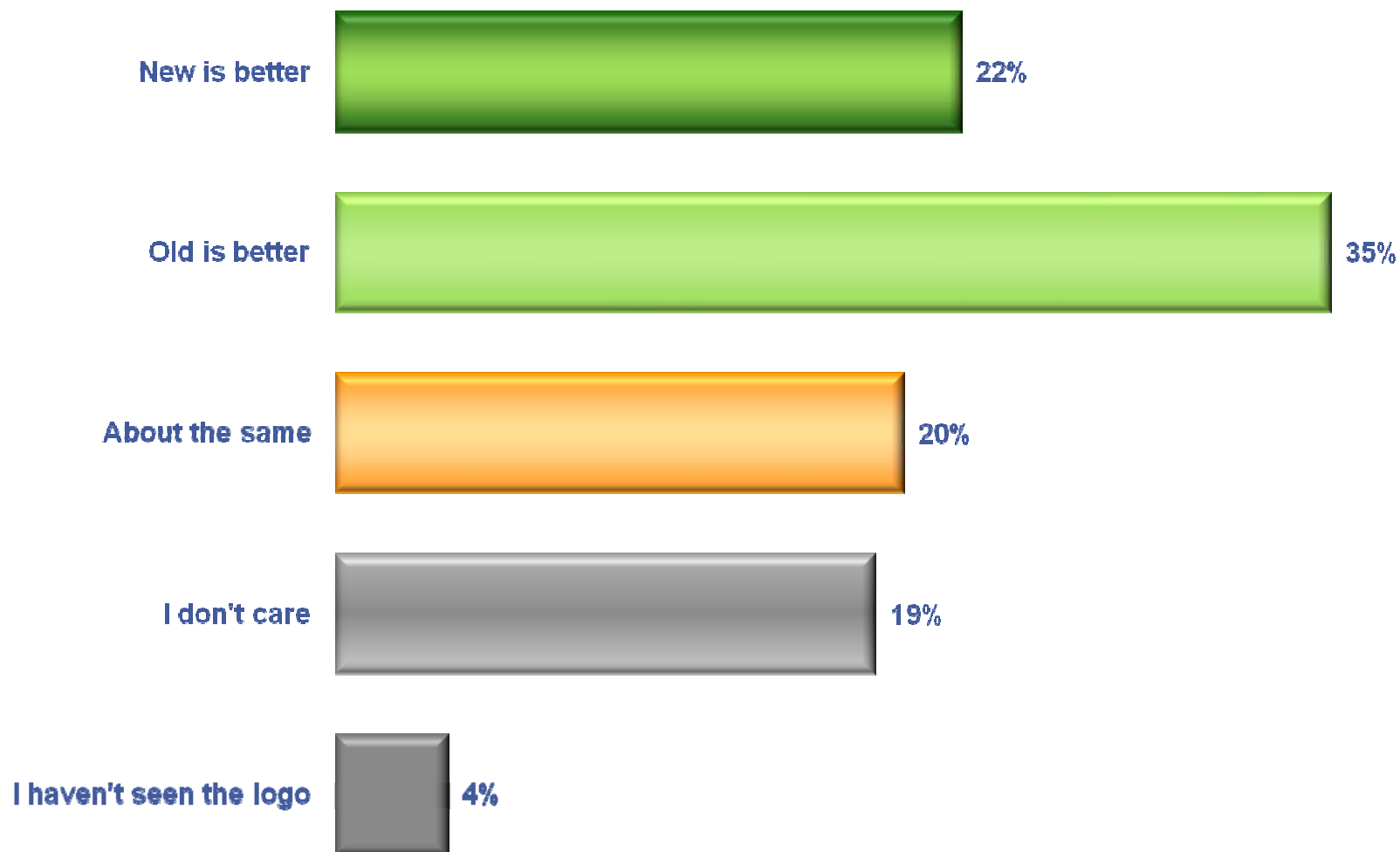


Feelings Towards New Winnipeg Jets Logo





New Winnipeg Jets Logo Compared to Earlier Version





Most Excited For ...





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

Very good



18%

Good



55%

Poor



22%

Very poor



5%

W8. As you may know, spring flooding in Manitoba 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 Winnipeg Respondents (n=401)



Winnipeg Agreement Statements

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

The province needs to improve the way it responds to natural disasters, such as flooding



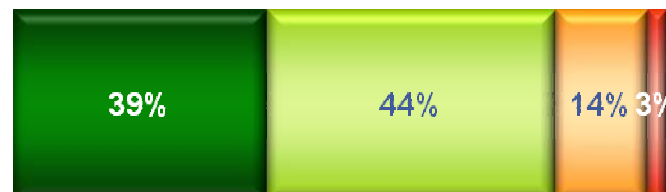
I'm satisfied with the government's upgrade of existing diversions and channels, and these new initiatives will help keep the water levels down in the spring



More needs to be done to protect low-lying and riverside/lakeshore communities



When it comes to mother nature, all the planning in the world might not help





Feelings Towards Cell Phone and Internet Rates

Things are getting out of control - the CRTC needs to step in and regulate this

40%

My rates are fair and reflect my usage

36%

**My rates are high and are getting higher all the time
- I need to cut back**

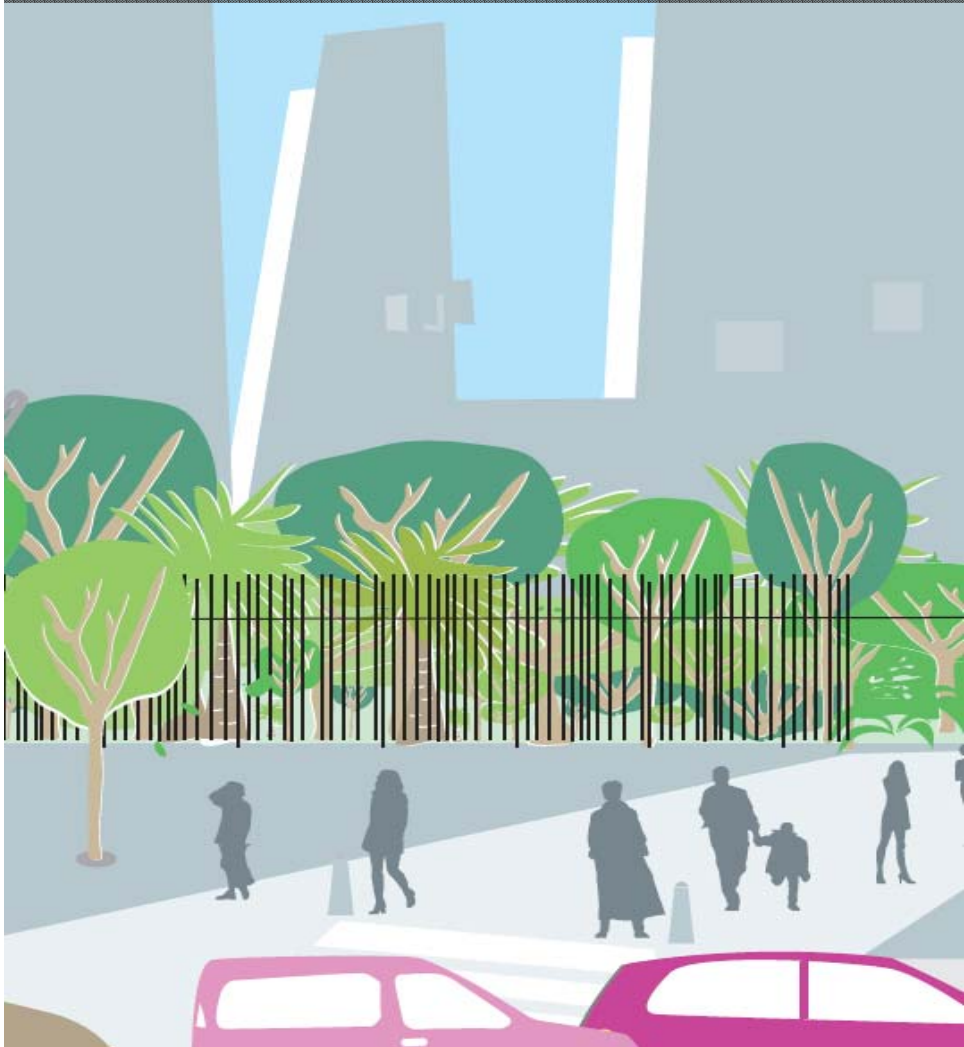
22%

I don't have a cellphone/Internet

2%



Thank You!





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