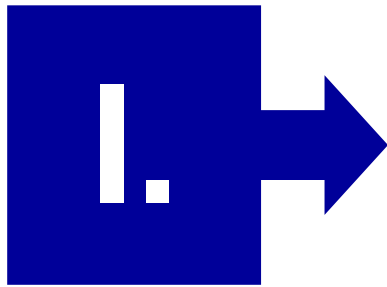




City of Ottawa Municipal Election Survey



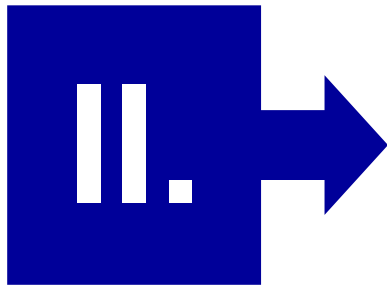
Methodology



Methodology

- This EKOS/CBC/SRC/Le Droit poll was conducted by telephone October 27 to 30, 2003 with a random sample of 605 residents of the City of Ottawa eligible to vote in the November 10th election.
- These data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of the City according to the 2001 Census data.
- With a sample of 605 the results are accurate within +/- 4.0 percentage points, 19 times out of 20, of what they would be had the entire adult population of the City of Ottawa been polled. The margin of error increases when the results are sub-divided.





Results



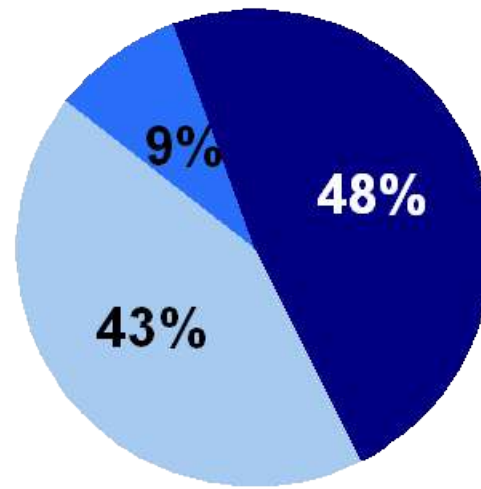
Bilingualism Issues

- Residents are divided on whether they see the current municipal government as “officially bilingual”, slight lean to say yes (48% *versus* 43%)
 - ❖ Older residents (52% of those aged 45 to 64, 54% of those 65+) and university educated (50%) more likely to say no
- Even split (48% oppose, 49% favour) on whether current bilingualism policy should be enshrined in provincial legislation, but strong opponents (31%) outnumber strong supporters (25%)
 - ❖ Francophone residents (87%) far more likely to support such a move than Anglophones (36%)
- Support not likely rooted in any strong sense of failings in current bilingual service offerings, with 80% or residents satisfied and just 9% dissatisfied
 - ❖ Francophones more likely than Anglophones to be dissatisfied (19% *versus* 7%)



Mixed views on current level of bilingualism in local government

“Would you consider Ottawa's Municipal Government to be officially bilingual?”

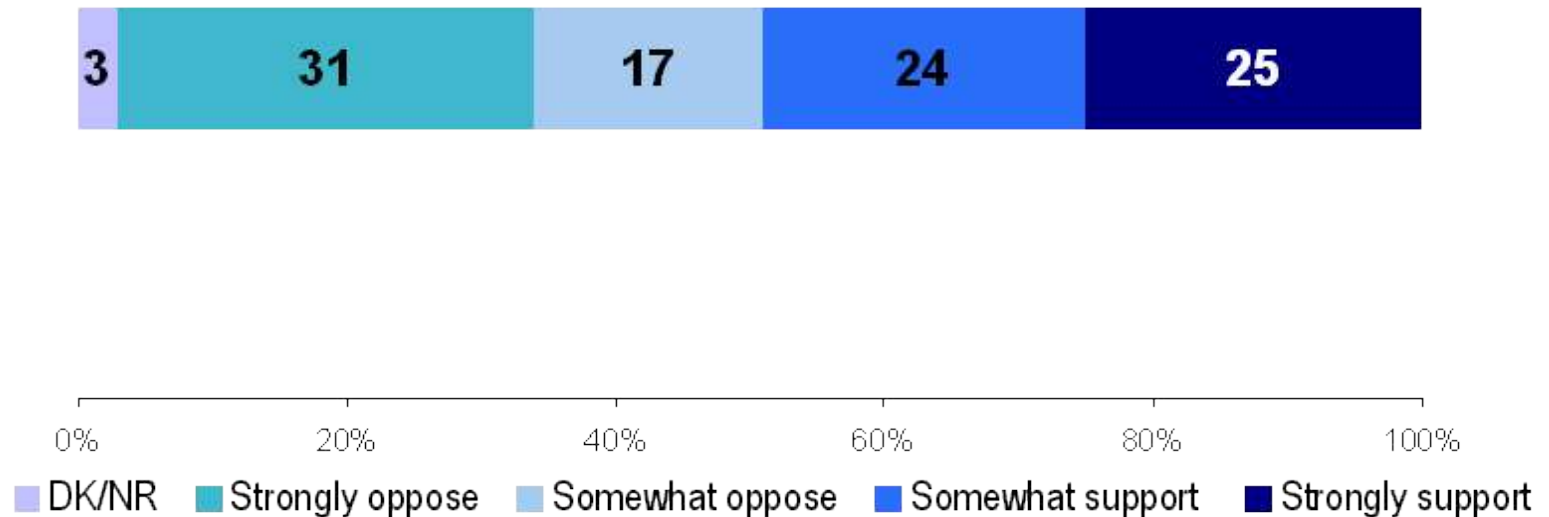


■ Yes ■ No ■ DK/NR



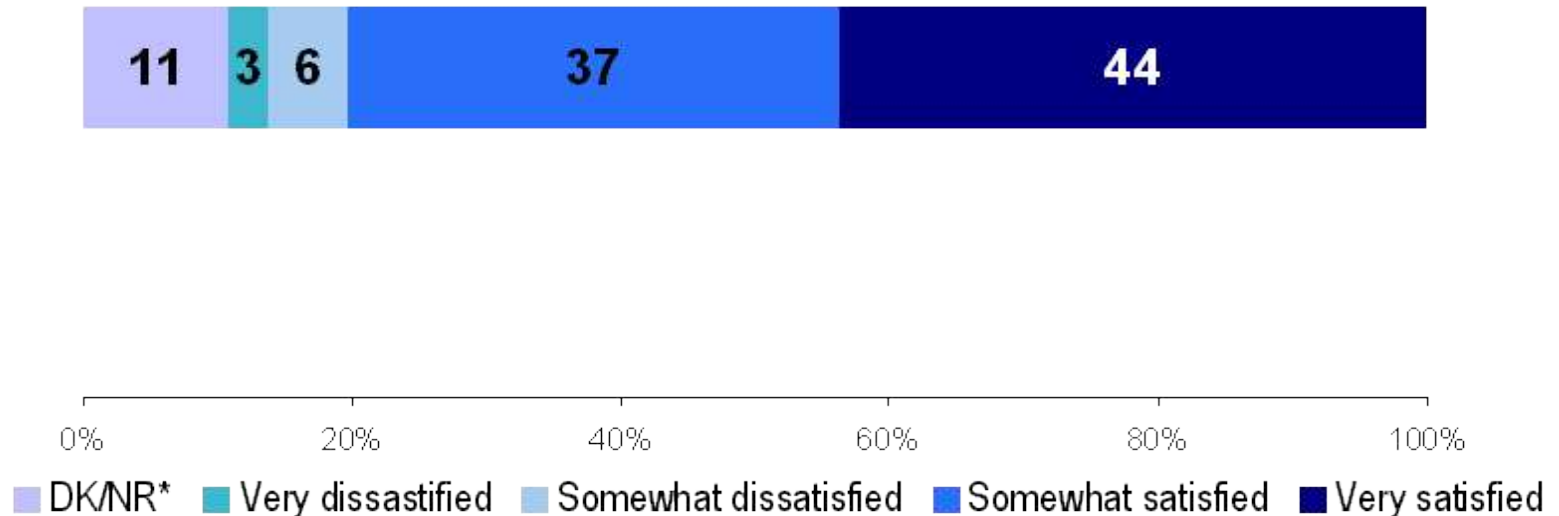
Residents split on legal bilingual status for Ottawa

“The current municipal government's bilingualism policy calls for service to be available to citizens in English or French based on local needs. Some people have said that since Ottawa is the nation's capital this policy should be made more formal, in provincial law which govern Ontario municipalities. This would provide for more of a guarantee that future municipal governments in Ottawa would maintain the existing level of bilingual services.”



Satisfaction with current bilingual service offerings is high

“How satisfied would you say you are with the current level of bilingual services offered by the city of Ottawa?”



*Note: Don't know/no response includes 3% who say they do not access any city services



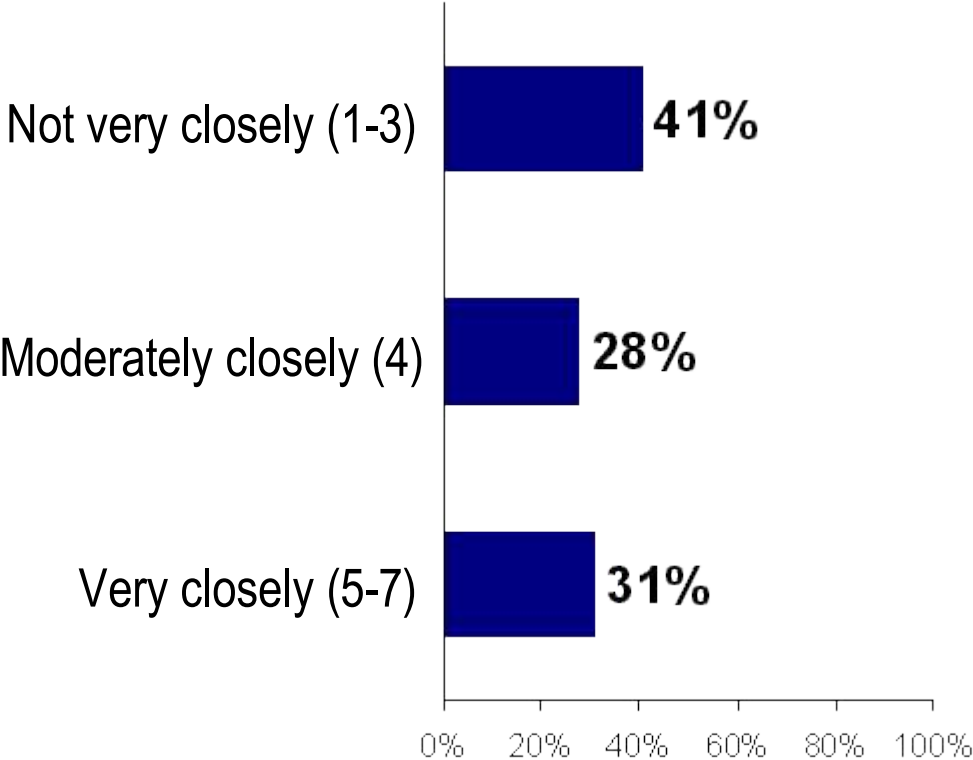
The Election Campaign

- A sleepy race from the public's perspective, with 4 in 10 (41%) acknowledging that they have not been following the contest to date (compare to the 27% who said they were not following the recent provincial election)
 - ❖ Homeowners (35%) more likely than renters (22%) to say they have been paying close attention and Anglophone residents (35%) report keeping a closer eye on the campaign than Francophones (24%)
- 4 in 5 (80%) residents say they definitively plan to vote on November 10th, with an additional 7% saying they will probably vote
 - ❖ Almost certainly exaggerated, traditional turn-out will likely be closer to 40% to 50%
- Overall, 4 in 10 (42%) residents remain undecided with little more than a week to go
 - ❖ Outcome of the race seems a forgone conclusion, with Chiarelli winding handily (61% of decided voters *versus* 20% for Kilrea)
 - ❖ While all other candidates register at 1%, this is eclipsed by the 13% who report intending to vote for a candidate not even registered



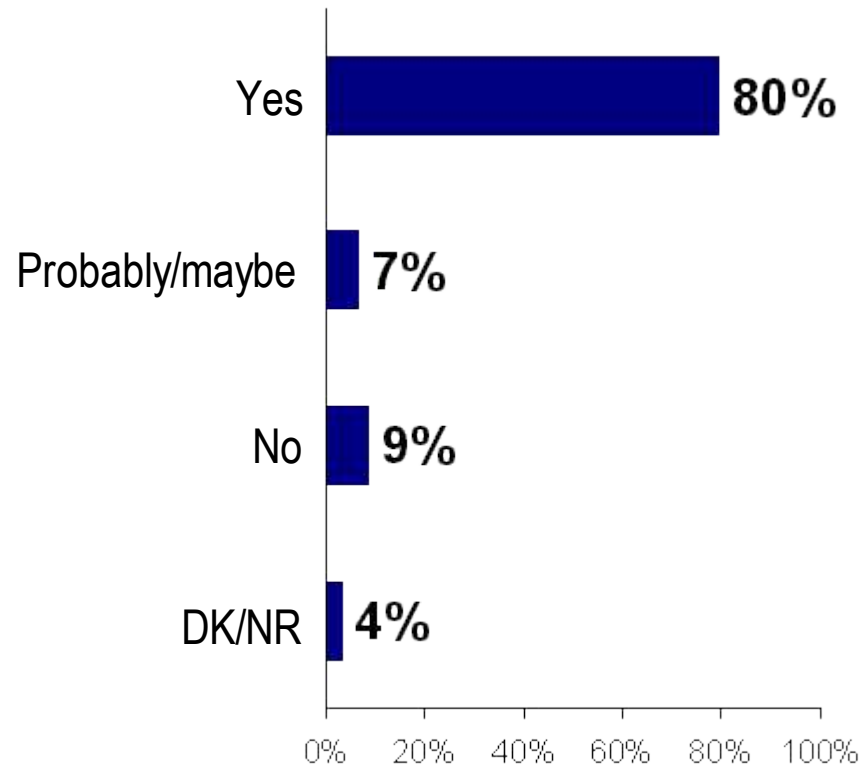
Plurality not following municipal election

“How closely have you been following this election?”



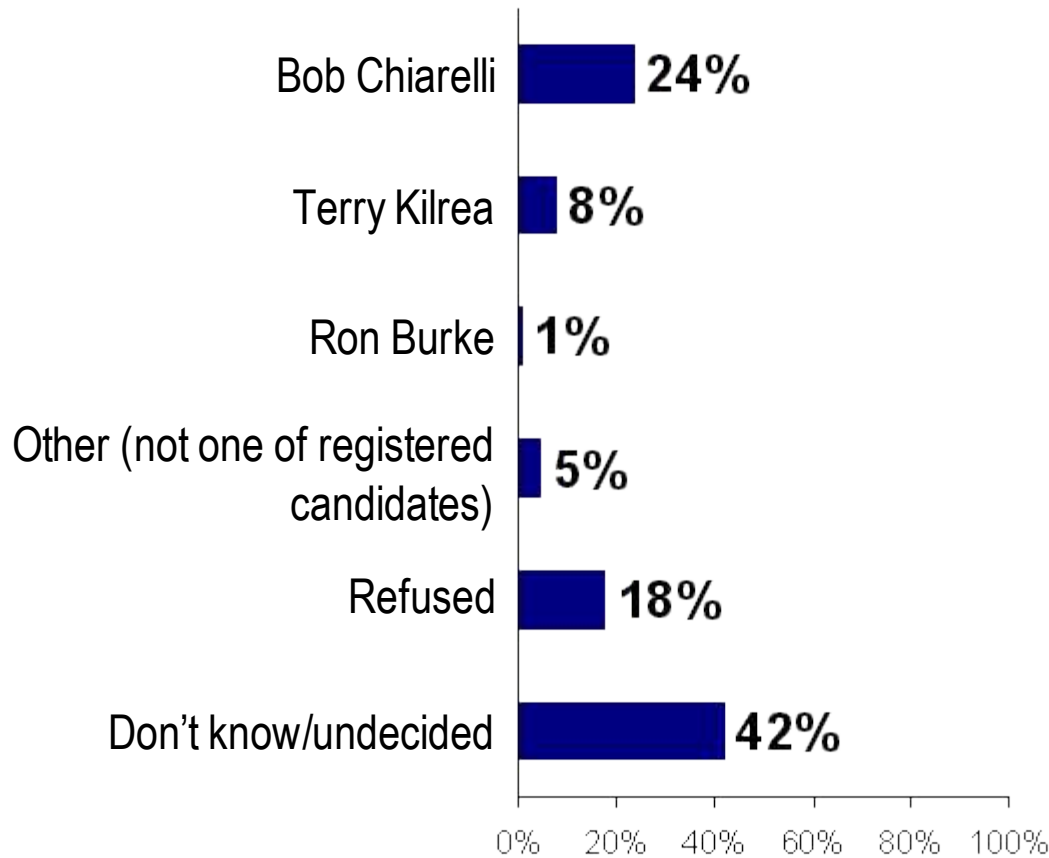
Majority Plan on Voting

“There are a number of reasons why people cannot or will not vote in an election. Do you personally intend to vote in the upcoming municipal election?”



A plurality of voters are undecided

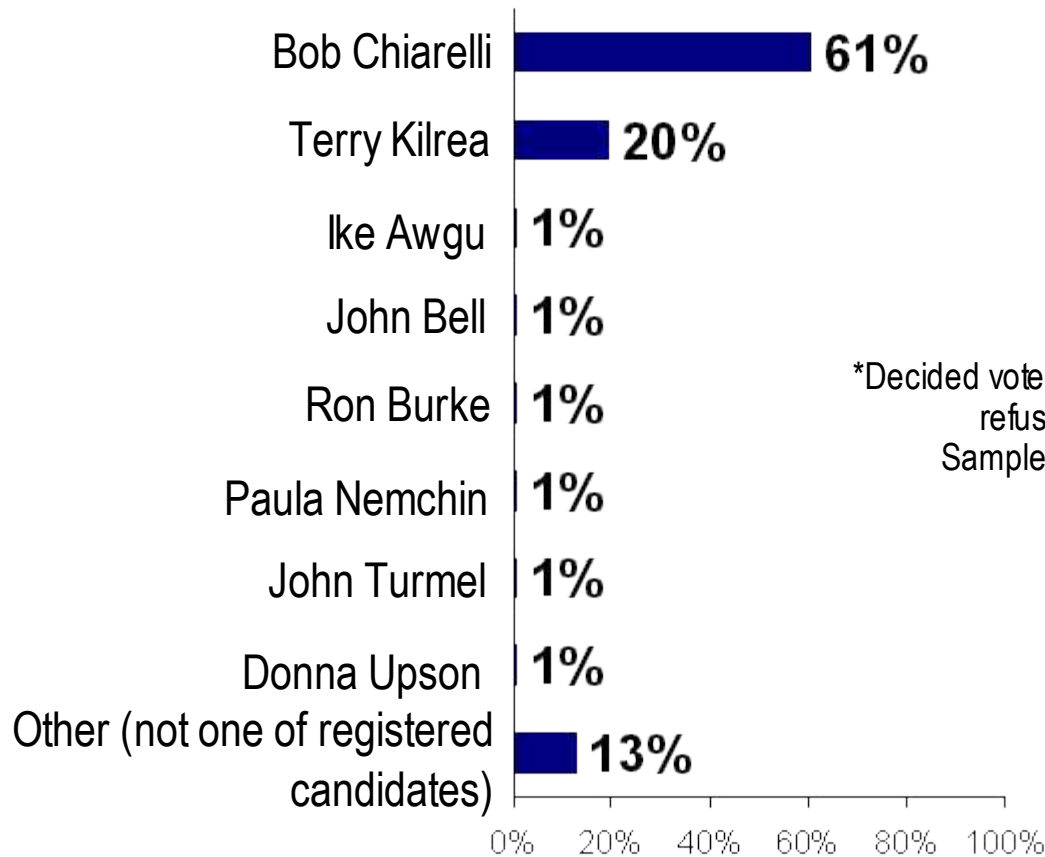
“Which candidate for Mayor do you plan on voting for?”
[Filter: those planning on voting, names of 8 registered Mayoral candidates read at respondent's request]



Chiarelli victory seems a certainty

“Of the following, which candidate for Mayor do you plan on voting for*?”

[Filter: those planning on voting, names of 8 registered Mayoral candidates read at respondent's request, DECIDED voters only]

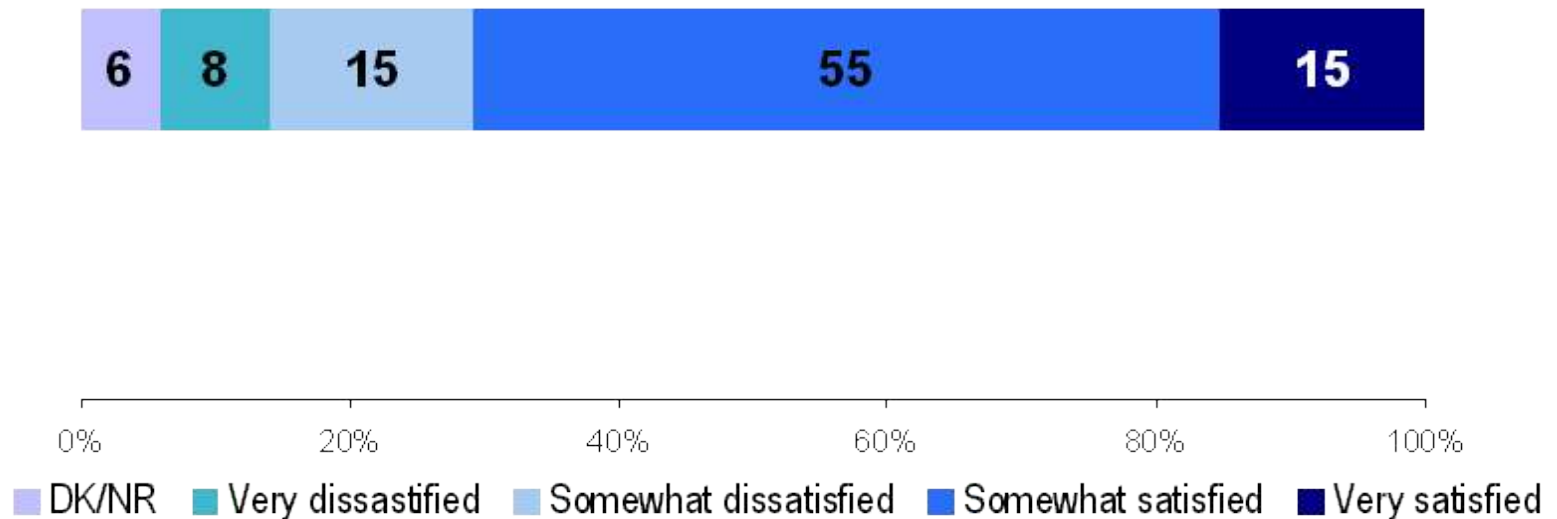


*Decided voters only: won't vote, undecided and refused respondents exclude
Sample size for these results = 208



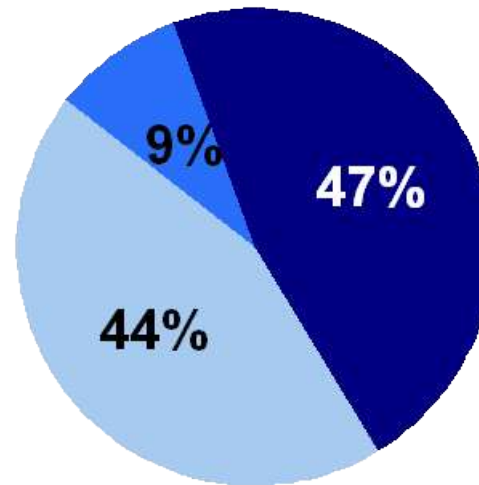
Healthy majority satisfied with Mayor Chiarelli's performance to date

“How satisfied would you say you are with the performance and leadership of Current Ottawa Mayor Bob Chiarelli?”



Divided views on development focus on the core

“Some people say that Ottawa should focus on higher density housing development within the City core, closer to existing infrastructure like public transit. Others say we should allow development to expand outwards from the core with more single-family homes spread out. What about you?”



■ Focus on core

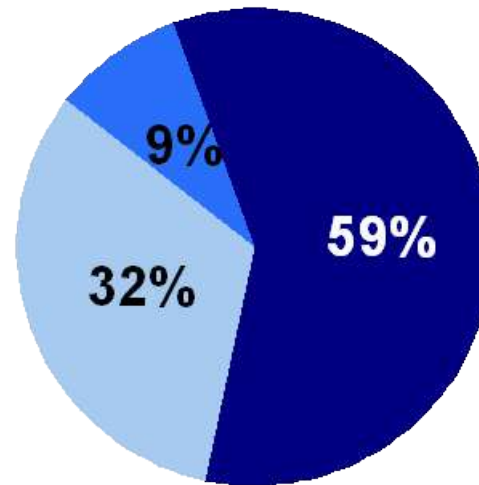
■ Spread out

■ DK/NR



Maintain property tax levels, even if some services scaled back

“Some people say we should keep existing property tax levels stable, which would also require scaling back or cutting some municipal services to keep the government's budget in check. Others say we should allow for some property tax increases in order to maintain existing municipal services. What about you? ”



■ Keep taxes stable

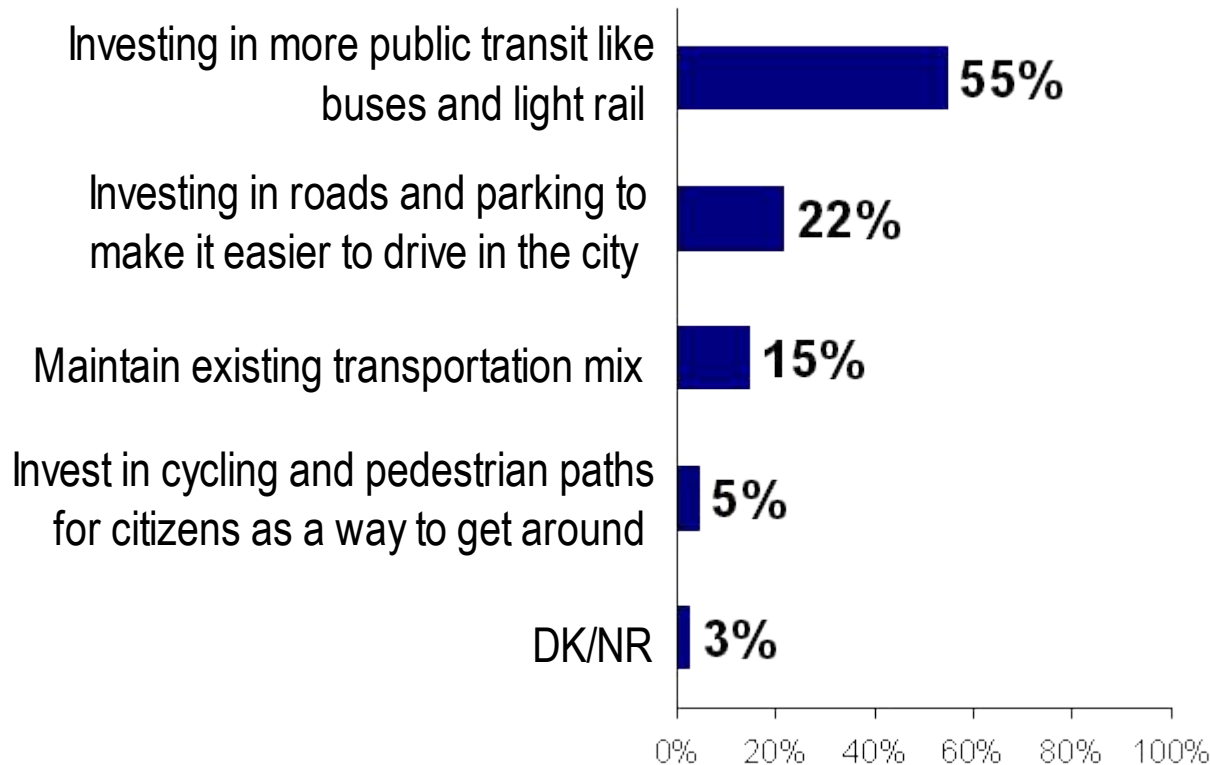
■ Allow taxes to rise

■ DK/NR



Public transit clear winner in transportation alternatives

“In terms of transportation, do you think the City should focus on . . .”





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