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# Ottawa Municipal Elections

## Wave 1 - May 2010

Project: 14498-001

# Methodology

## **INSTRUMENT**

- A telephone survey was conducted between May 14<sup>th</sup> and May 21<sup>st</sup> , 2010.

## **SCOPE**

- The survey was completed with 600 Canadian adults (aged 18+) residing in the City of Ottawa.

## **RELIABILITY**

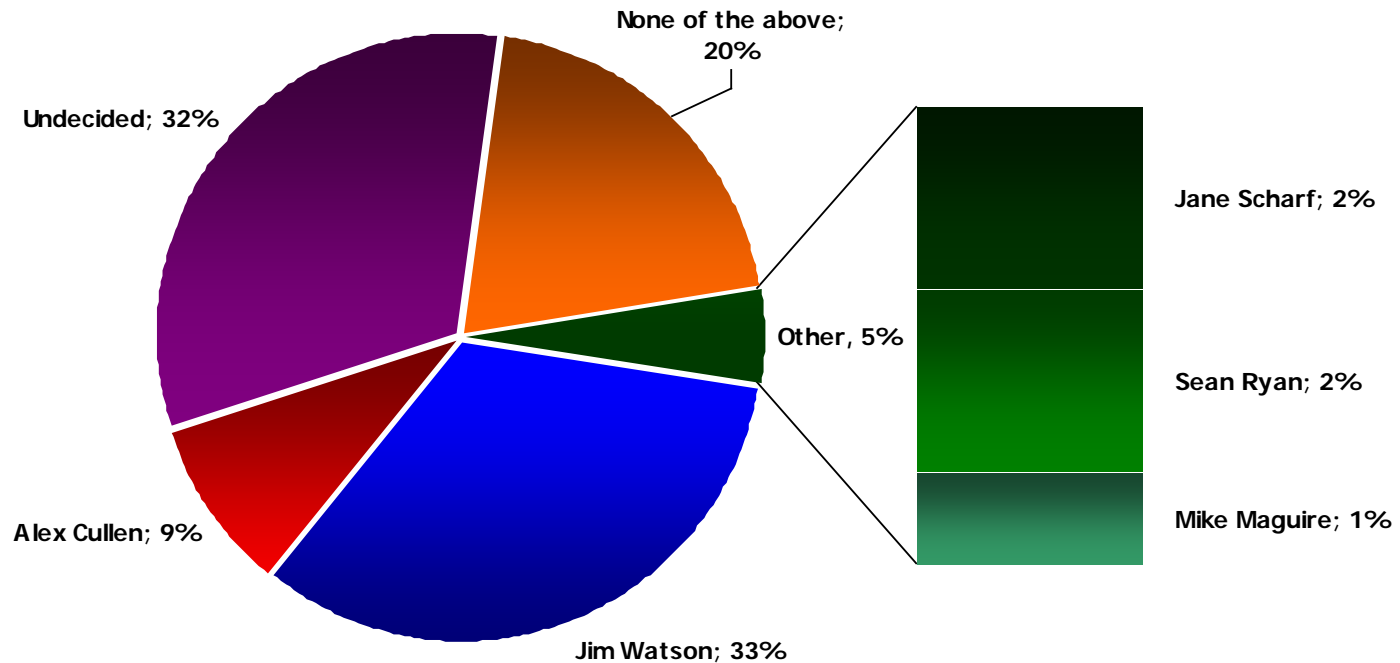
- Using a randomly selected, representative sample, this survey is accurate to within  $\pm 4\%$  19 times out of 20.

# Mayoral race is Watson's to lose

- More than half of Ottawans are still undecided or waiting for somebody else.
- Watson supporters are more likely to be interested in municipal politics, living in area more than 30 years and own their home.
- Cullen supporters more likely to work part-time.

If a municipal election were held today in Ottawa, which of these declared mayoral candidates would you be most likely to support?

Base : n=600



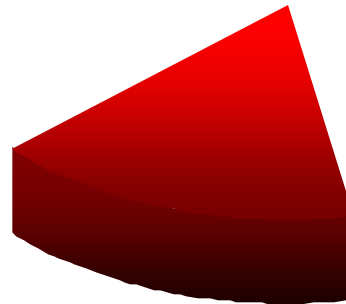
# Watson still wins if the Mayor enters the race (as of May 21)

- Mayor O'Brien supporters more likely to be in 40-60K Household Income bracket – less likely to be interested in municipal politics.

If you were forced to choose between the following three individuals,  
who would make the best Mayor of Ottawa?

Base: excludes no answer (n=474)

Jim Watson, 53%



Larry O'Brien, 31%

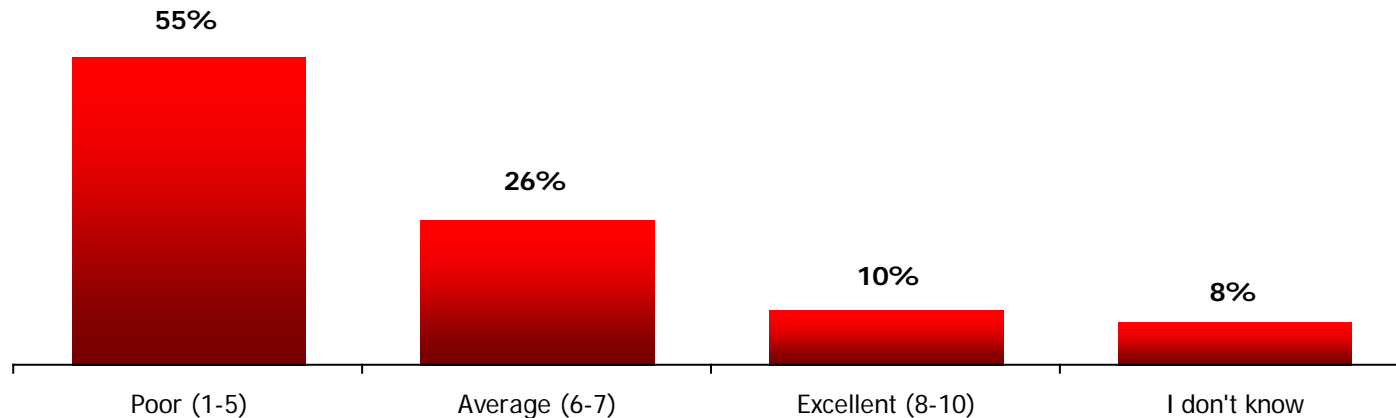
Alex Cullen, 16%

# Mayor O'Brien given poor leadership rating

- Supporters more likely to be younger and have lower level education.
- Detractors more likely to have full-time jobs and university education.

On a scale of 1 to 10, with 1 being very poor and 10 being excellent, how would you rate Mayor Larry O'Brien in terms of leadership?

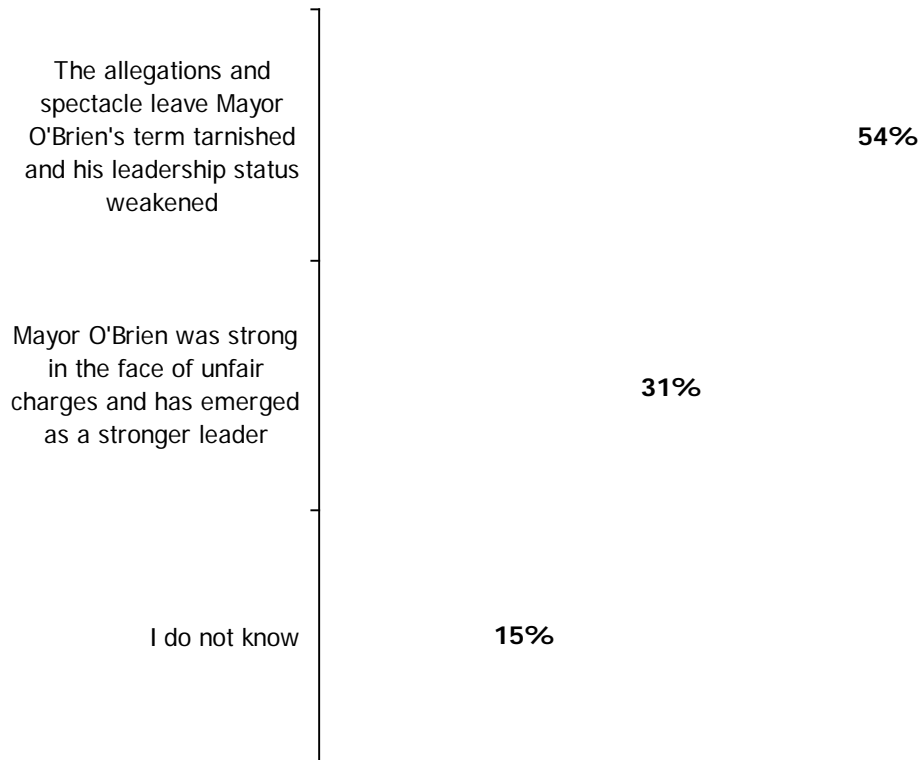
Base: n=600



# Mayor's leadership reputation tarnished by trial

The accusations, trial and acquittal of Mayor Larry O'Brien made headlines over the past several years. Which statement best reflects your opinion?

Base: n=600

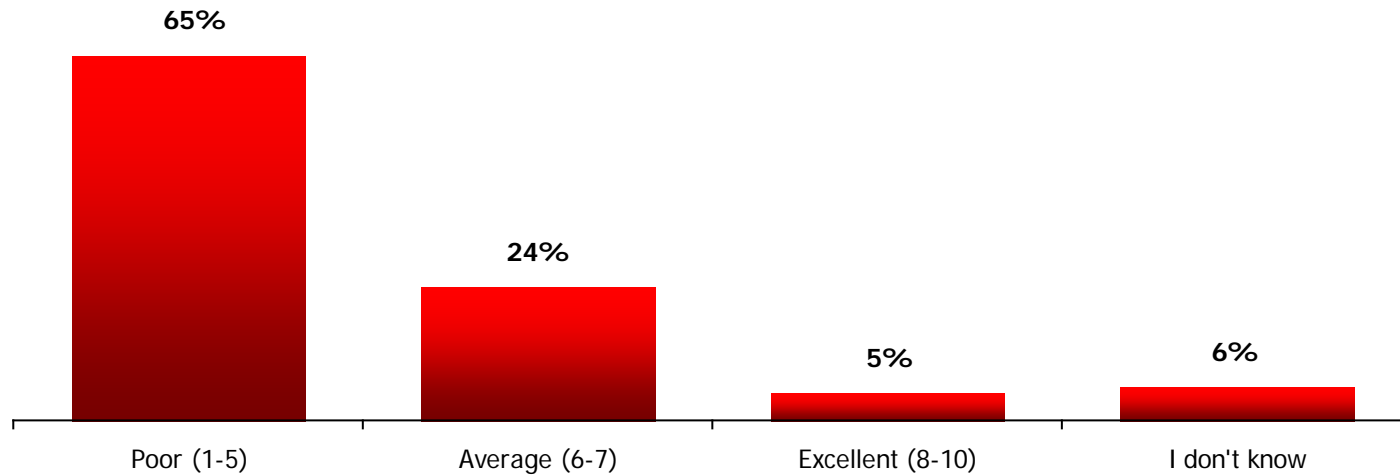


# City council did not perform well this term

- Detractors more likely to be long time residents, older, men.

On a scale of 1 to 10, with 1 being very poor and 10 being excellent, how would you rate the performance of Ottawa City Council this term?

Base: n=600

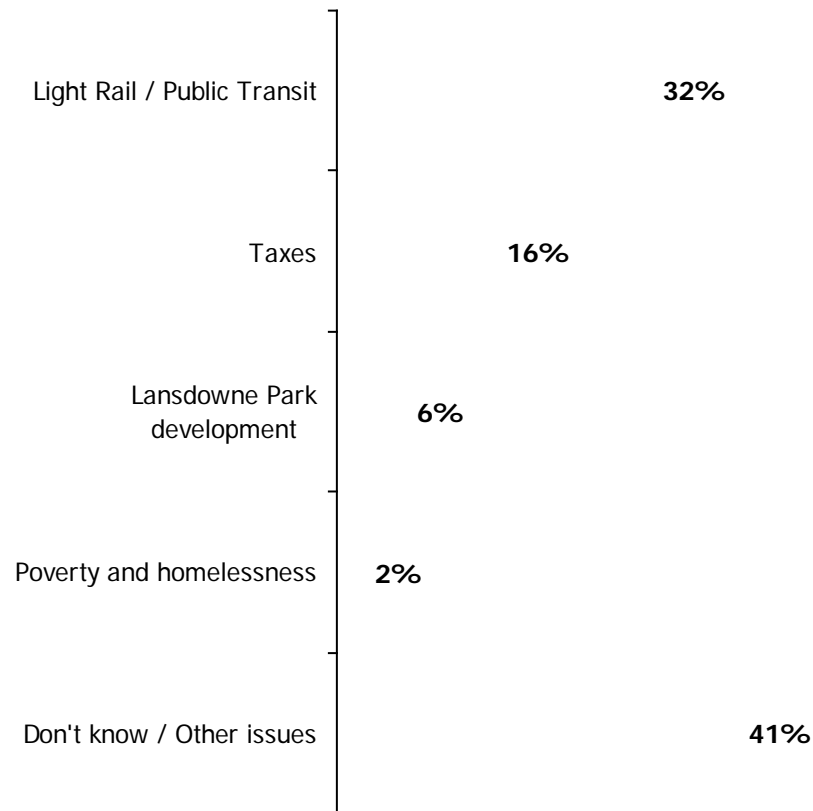


# Top issues facing City Council

- Part-time workers and younger Ottawans more likely to be concerned about public transit.

In your opinion, what is the top issue facing the Ottawa City Council?

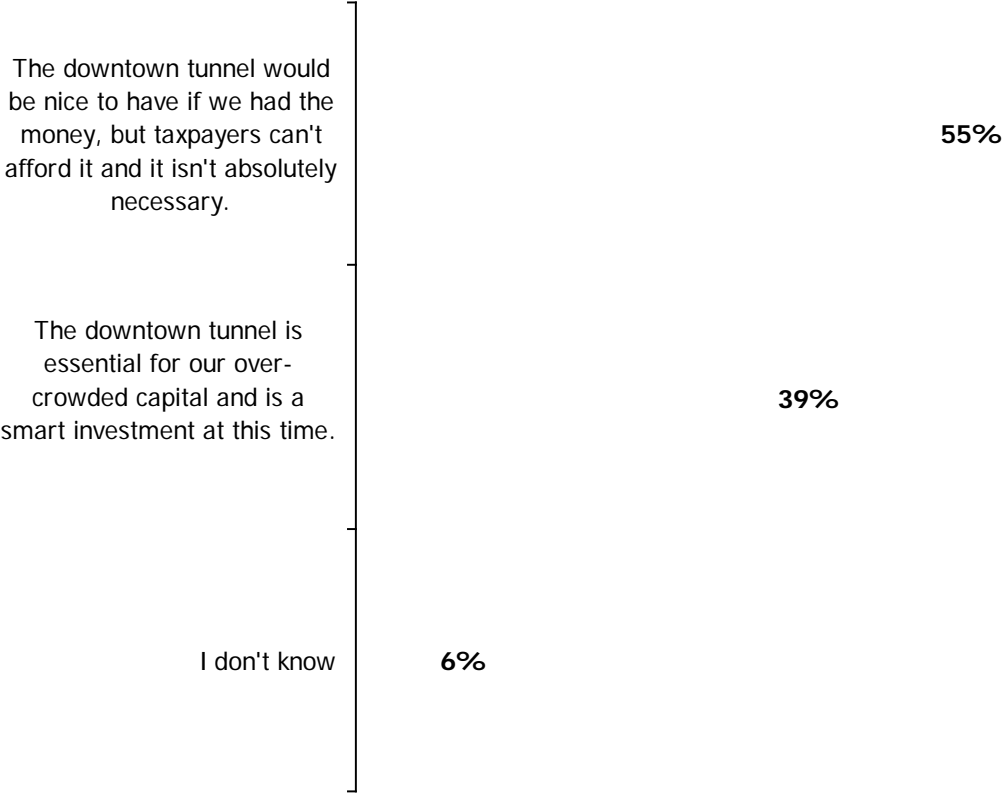
Base: n=600



# Tunnel Vision

One component of Ottawa's proposed transit plan is a \$735M downtown tunnel.  
Which of those statements best reflects your opinion?

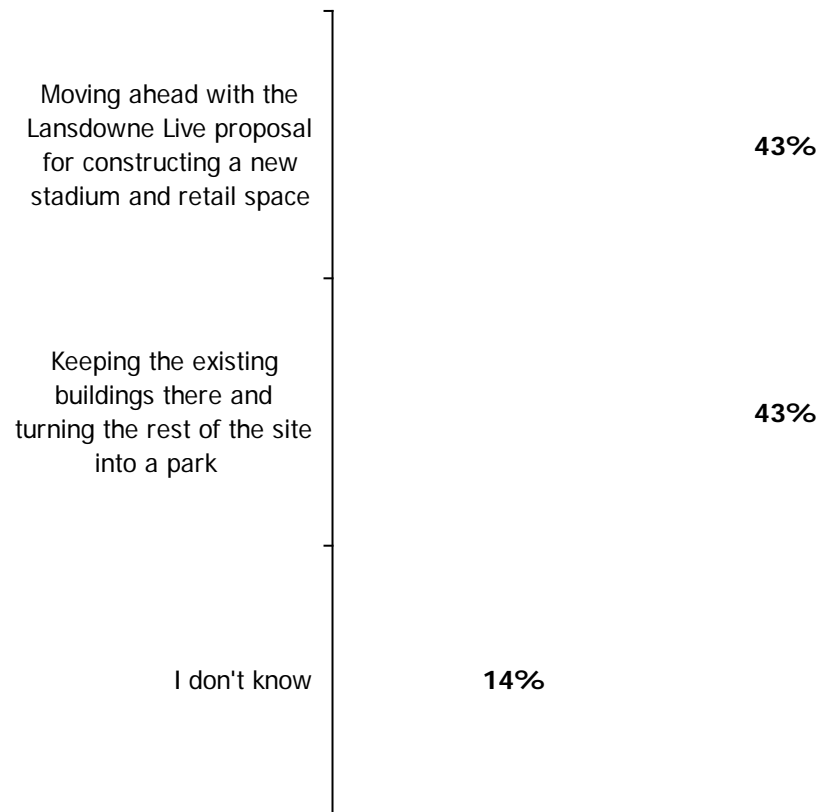
Base: n=600



# Lansdowne Live – split decision

In June, city council will vote on a proposal to develop Lansdowne Park.  
Which of these two options do you prefer?

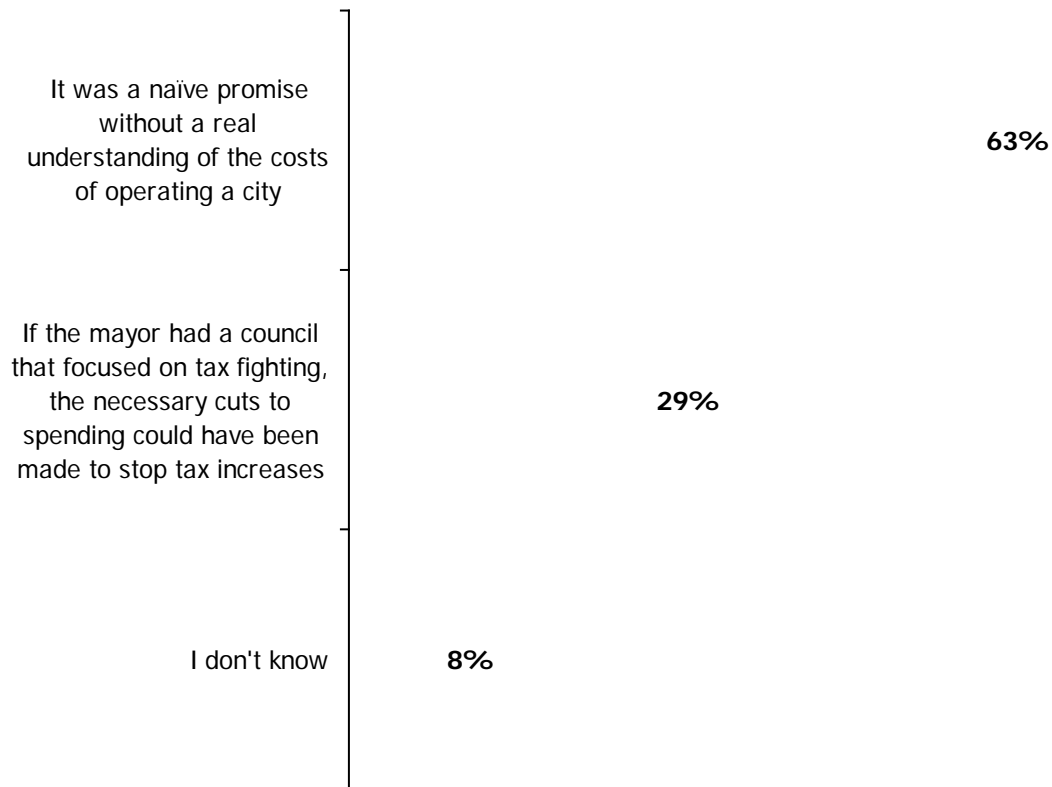
Base: n=600



# Promising to cut taxes was naive

**TAXES: Mayor O'Brien was elected in the last election promising Zero Means Zero on city tax increases. It was a promise which he could not keep. Which statement best reflects your opinion:**

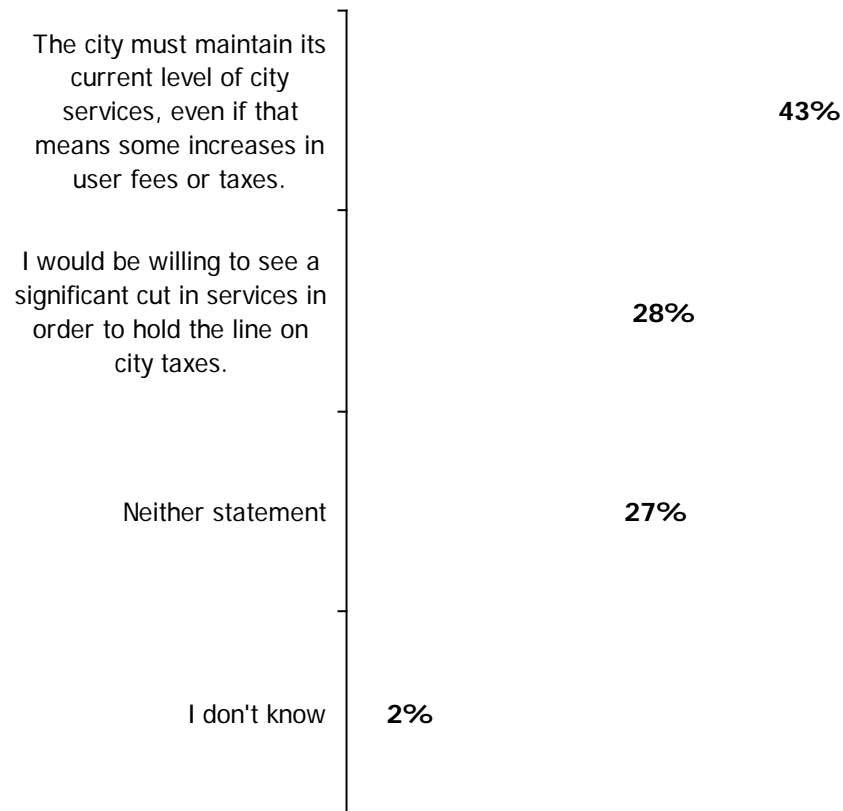
Base: n=600



# Services must be maintained

Which of the following statements most accurately reflects your view on city taxes today?

Base: n=600



## Contact Information

For more information relative to this study, please contact:

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