



Ottawa  
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# Smart Shopper

## Sun Questions

January 2011  
Project: 14593-001



# Methodology

## **INSTRUMENT**

- An online survey was conducted between December 16<sup>th</sup> and December 27<sup>th</sup>, 2010.

## **SCOPE**

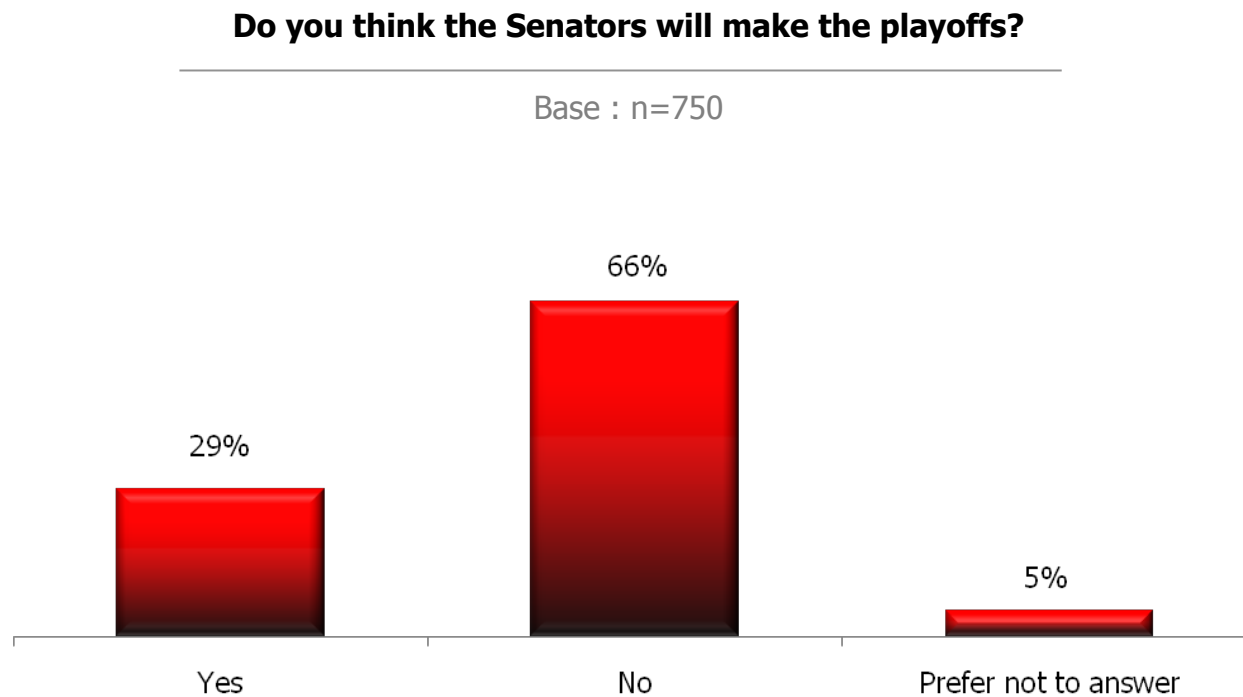
- The on-line survey was completed with 750 Canadian adults (aged 18+) residing in the City of Ottawa.

## **RELIABILITY**

- As an MRIA Gold Seal Company, Leger Marketing follows all quality assurance standards including not reporting a margin of error for surveys conducted with an Internet panel.

# Two thirds of Ottawans think the Sens won't make the playoffs

- Ottawans are pessimistic when it comes to the Senators, but women are more optimistic than men: 70% of men think they will not make the playoffs compared to 62% among women.

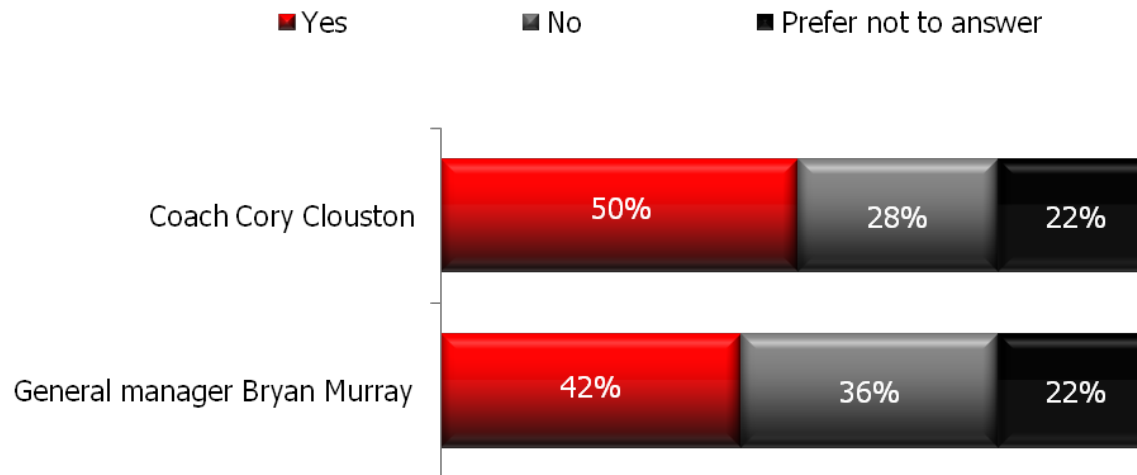


# Cory Clouston and Bryan Murray should get their contracts renewed

- Men are more likely to think that the contracts of Clouston and Murray should not be renewed than women (Clouston: 32% vs. 25% for women; Murray: 44% vs. 28% for women).

## Do you think the Ottawa Senators should renew the contracts of...

Base : n=750

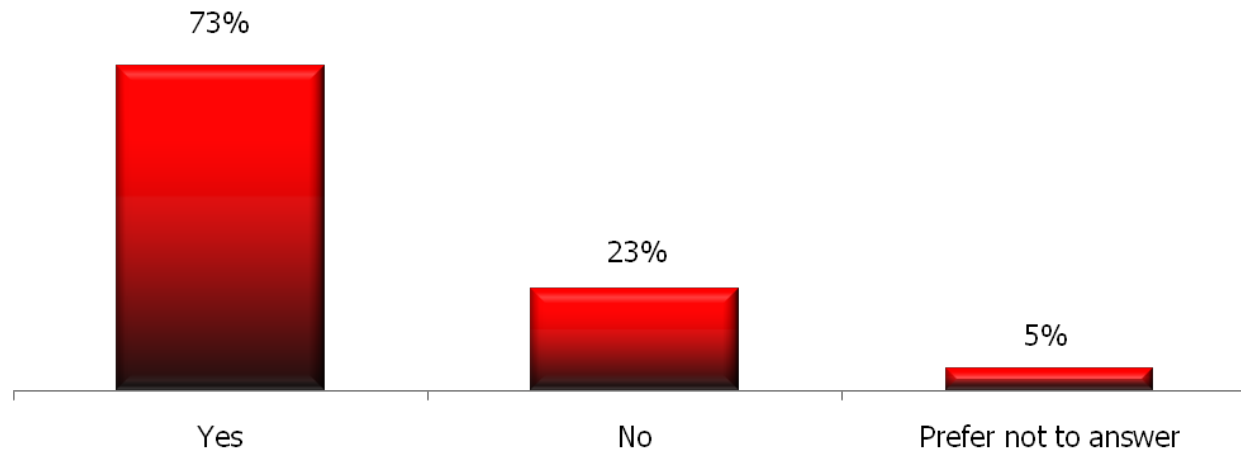


# Three quarters of Ottawans have confidence in their Police Force

- Ottawans with lower income (less than \$50,000: 64%) and men (69% vs. 76% for women) are less inclined to have confidence in the Ottawa Police Force.

## Do you have confidence in the Ottawa Police Force?

Base : n=750

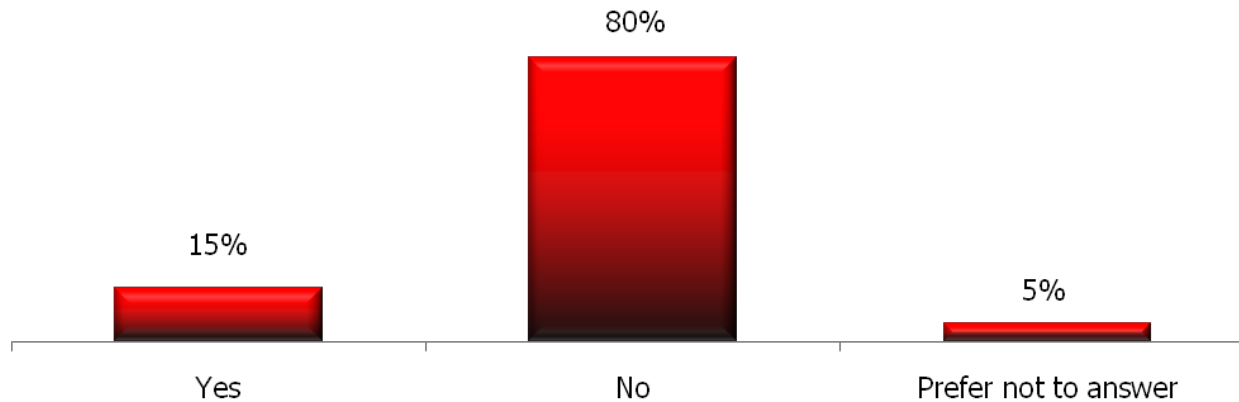


## 80% think Vern White should not resign

- While Ottawans with lower incomes (less than \$50,000: 24%) and those with only a high school education (22%) are more likely to think that Vern White should resign the majority believe it is not necessary.

**Do you think police chief Vern White should resign because of recent allegations of police brutality in the Ottawa Police Force?**

Base : n=750





## Contact Information

For more information relative to this study, please contact:

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