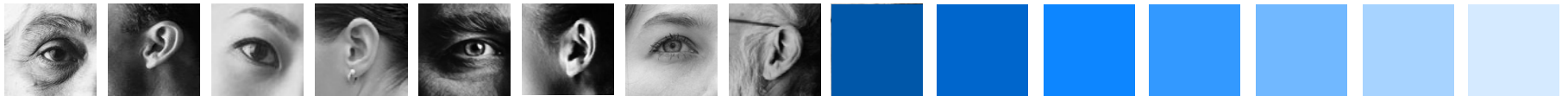


Innovative Research Group, Inc.
Vancouver :: Toronto :: Montreal
www.innovativeresearch.ca



Toronto Strike



July 20, 2009

Methodology
Results
Tracking



Methodology

- These are the findings of two major Innovative Research Group Inc (INNOVATIVE) polls conducted on INNOVATIVE's Canada 20/20 national panel as well as weekly tracking between the two waves. The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole.
 - The first major survey of 766 panelists was conducted from June 25 to July 6, 2009, which included 177 responses from Toronto.
 - The second major survey of 543 panelists was conducted from July 15 to 22, 2009, which included 143 responses from Toronto.
- Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Ontario population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panelist with a unique url in their invitation so that only invited panel members are able to complete the survey and every panel member can only complete one survey.
- An unweighted probability sample of 766, with a 100% response rate, would have an estimated margin of error of +/- 3.4 percentage points, 19 times out of 20.

Note: Graphs may not always total 100% due to rounding values rather than an error in the data. Sums are added before rounding numbers.



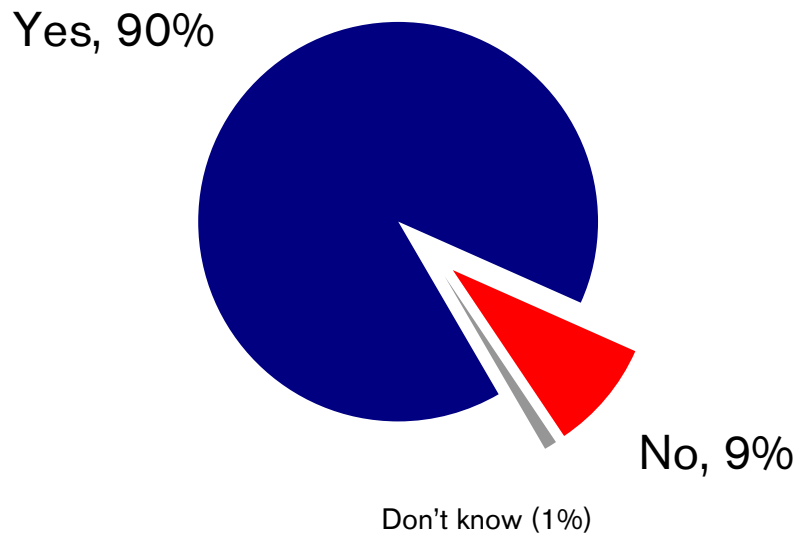
Results



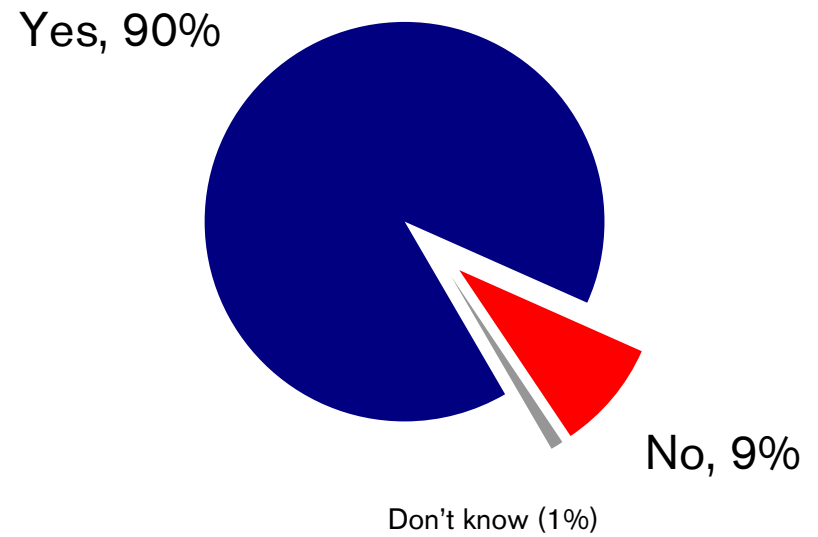
Awareness stable

Q Have you read, seen or heard anything recently about a labour conflict between the civic workers of Toronto and the municipal government?

Wave 1



Wave 2



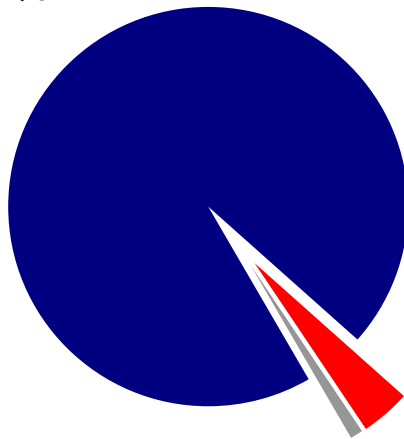
Awareness growing slightly in Toronto

Q

Have you read, seen or heard anything recently about a labour conflict between the civic workers of Toronto and the municipal government? **TORONTO ONLY**

Wave 1

Yes, 94%



Don't know (2%)

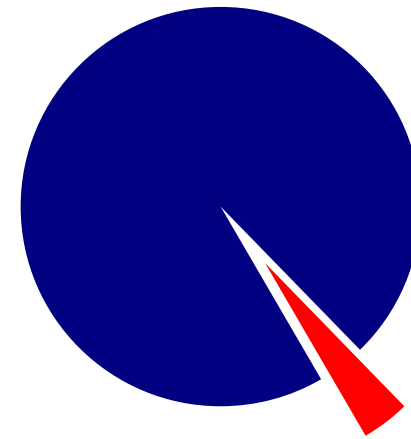
No, 4%

N=177



Wave 2

Yes, 97%



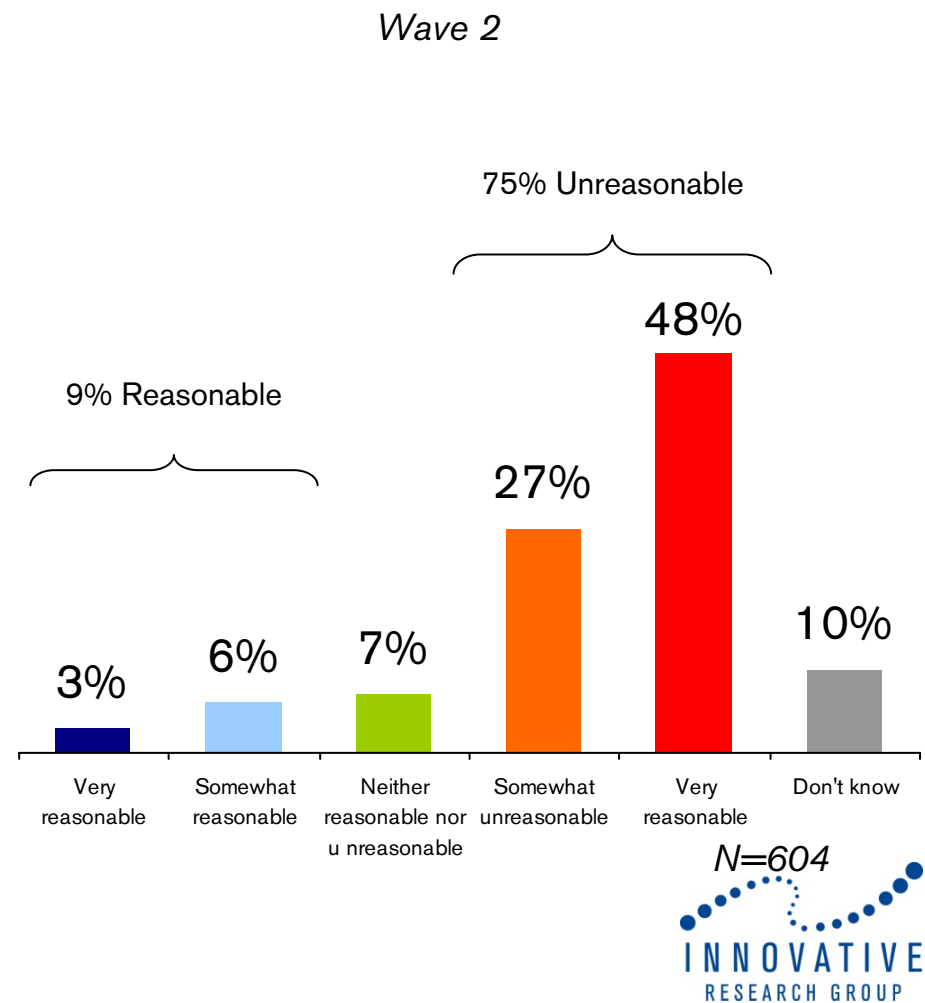
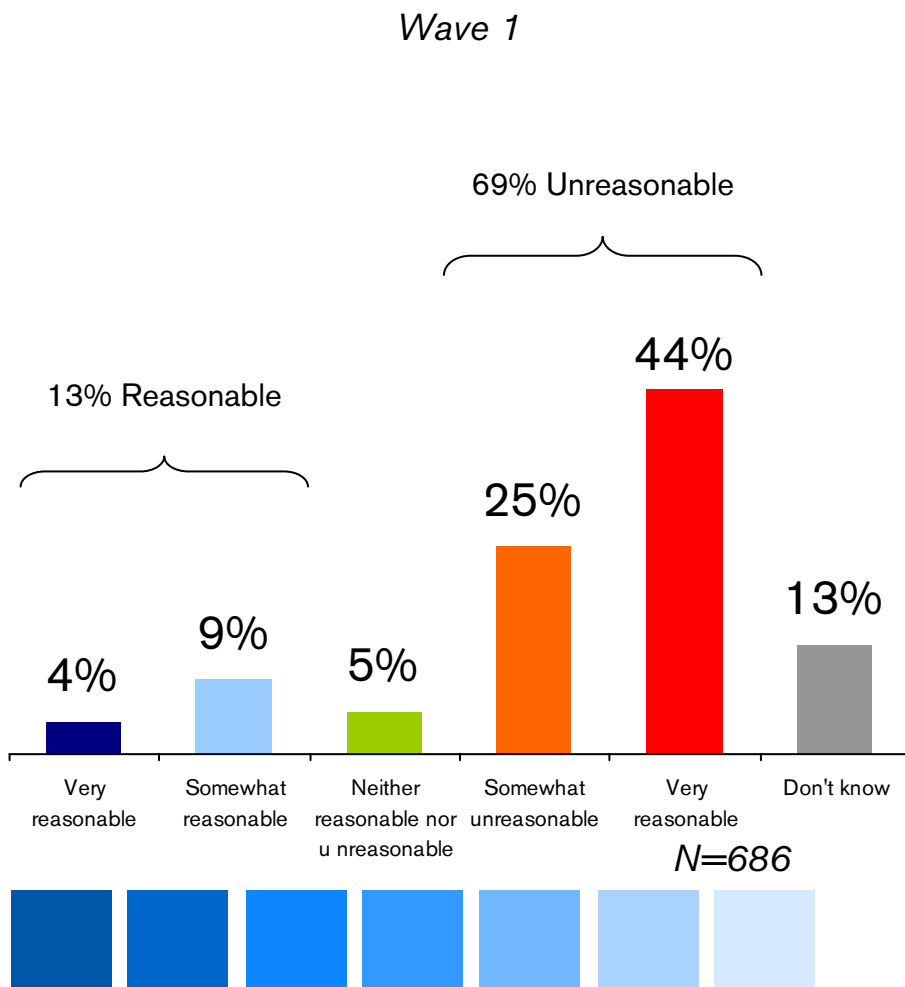
No, 4%

N=143

Unfavourable feelings towards the unions are growing



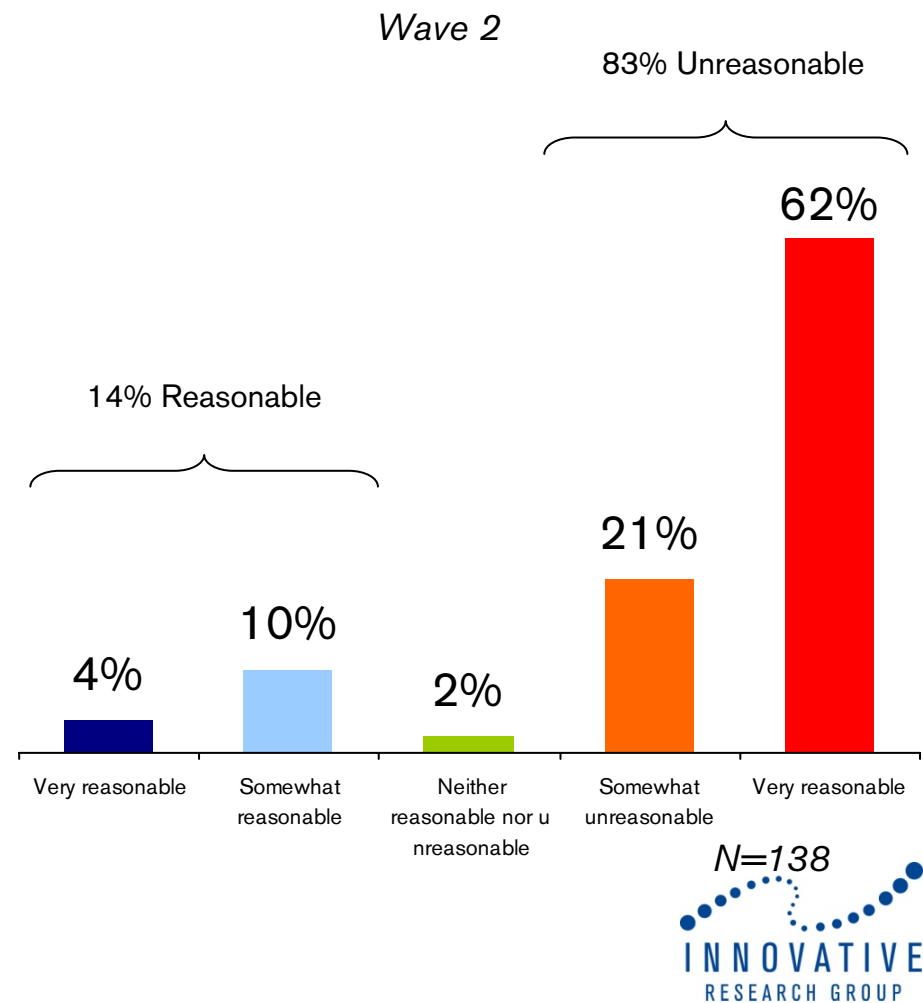
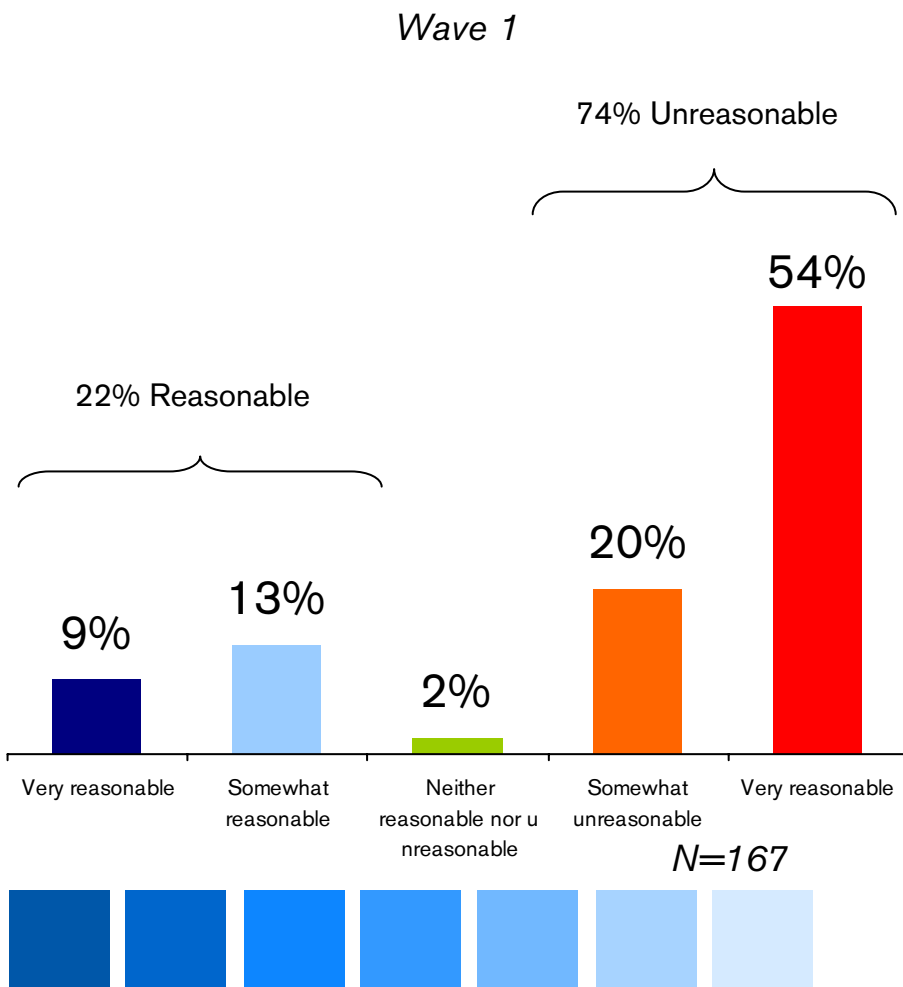
In your view, how fair and reasonable has each of the following been in the way they have approached the dispute? **The Civic Worker's Unions**



Unfavourable impression of the unions growing in ⁸ Toronto



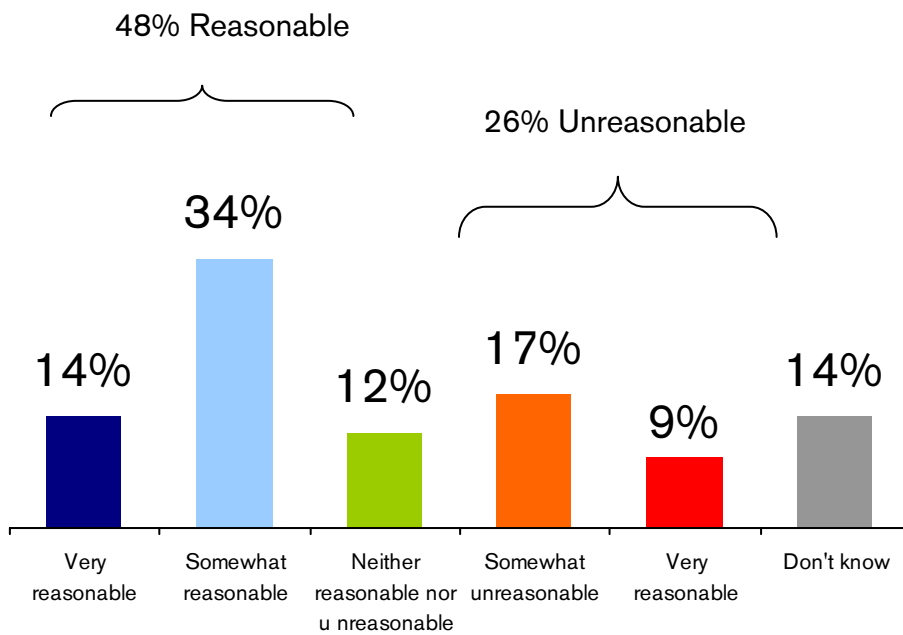
In your view, how fair and reasonable has each of the following been in the way they have approached the dispute? ***The Civic Worker's Unions – TORONTO ONLY***



Impression of municipal government stable

Q In your view, how fair and reasonable has each of the following been in the way they have approached the dispute? *The Toronto Municipal Government*

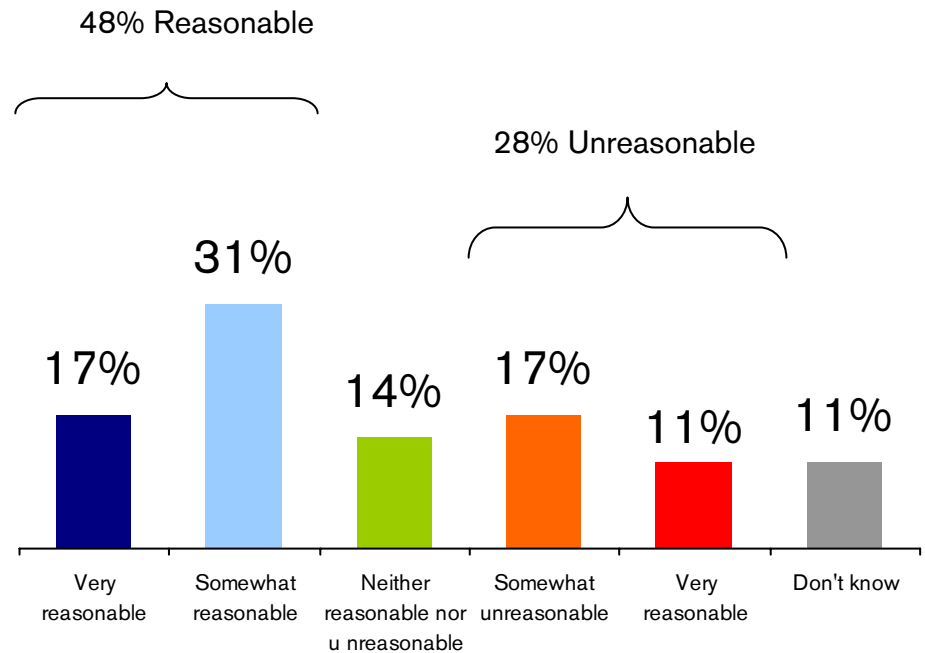
Wave 1



N=686



Wave 2



N=604

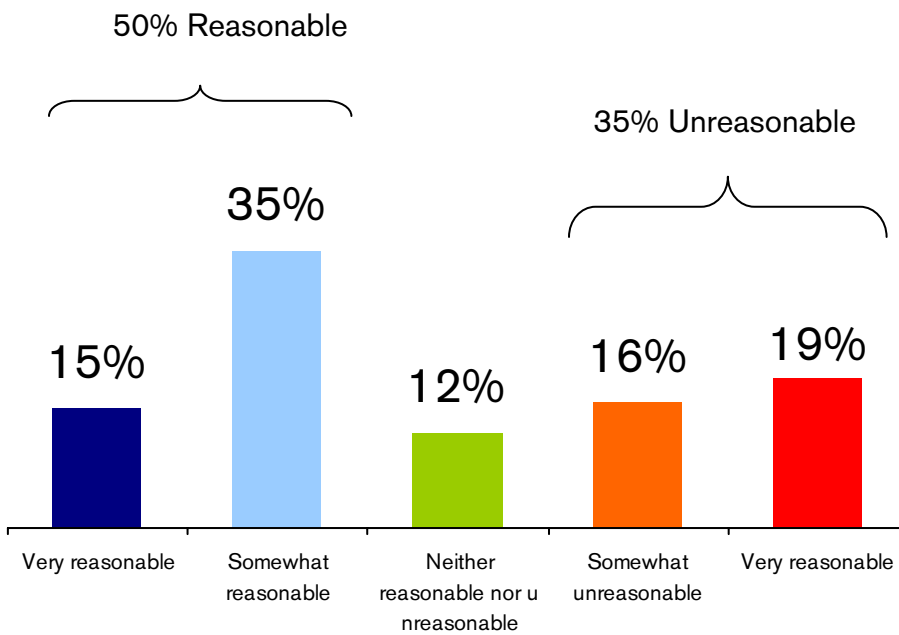


Impression of municipal government stable in Toronto



In your view, how fair and reasonable has each of the following been in the way they have approached the dispute? ***The Toronto Municipal Government – TORONTO ONLY***

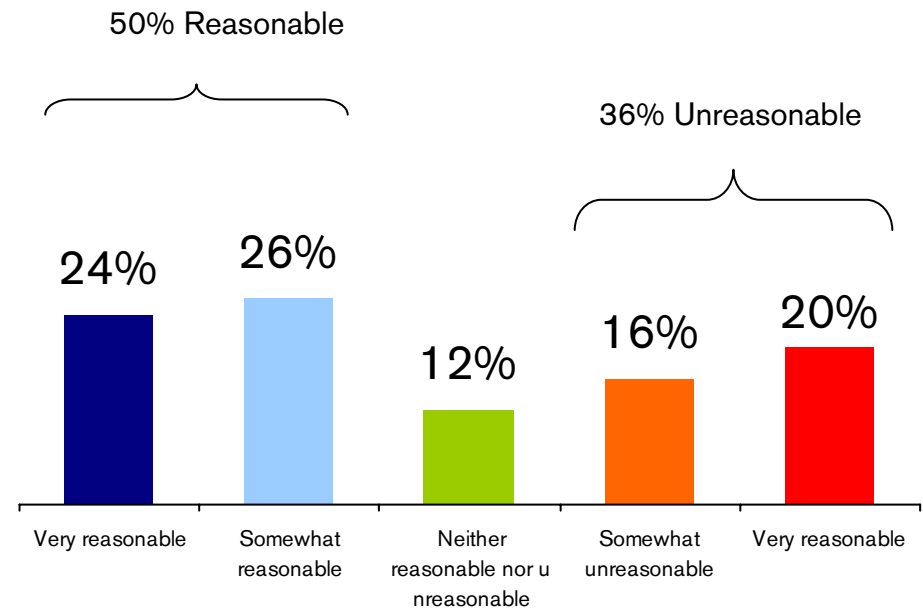
Wave 1



N=168



Wave 2



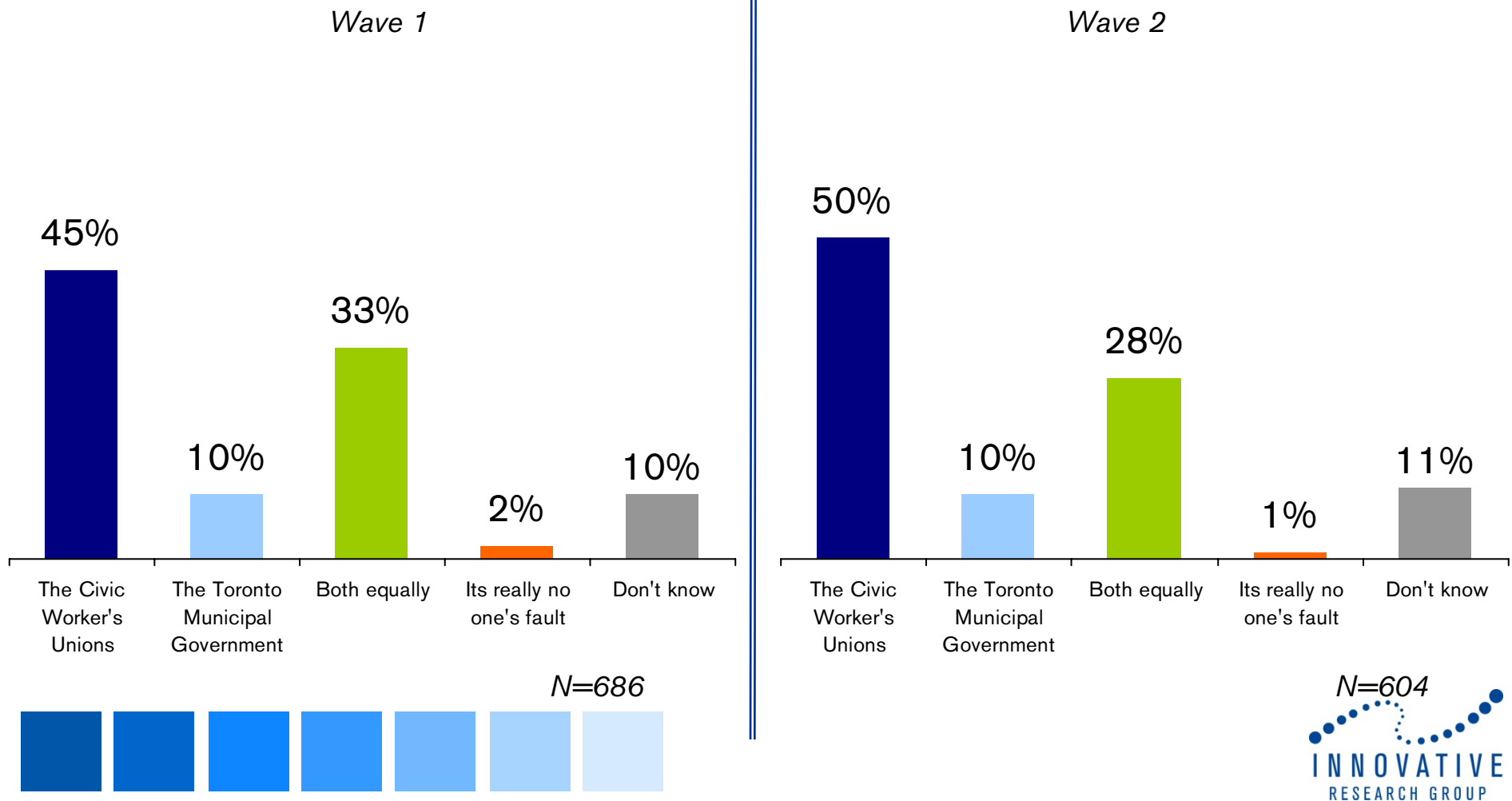
N=138



Half feel the unions are to blame



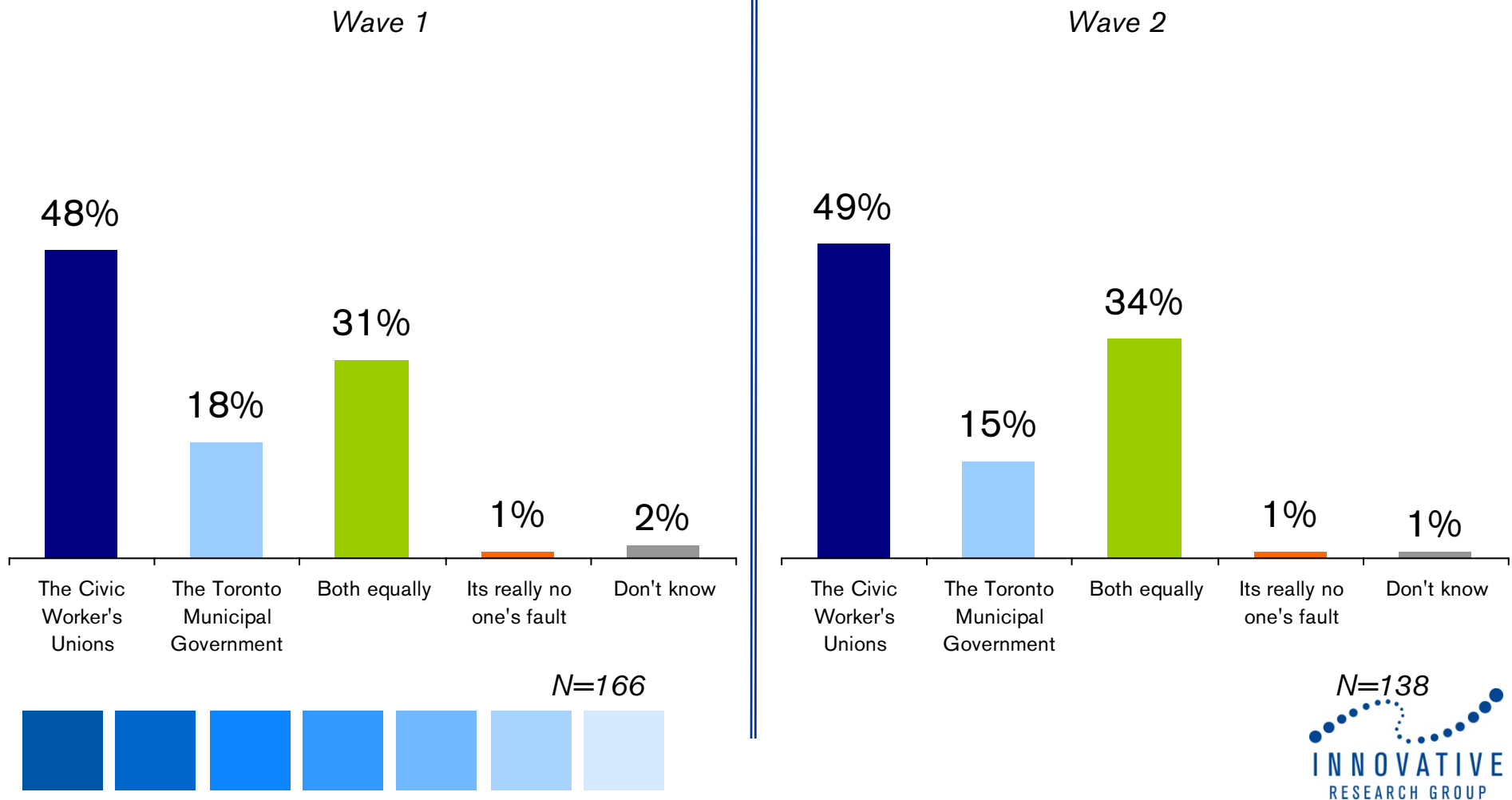
Which negotiating party do you feel is generally most to blame for the labour dispute? Do you think it is mostly the fault of . . . ?



Half feel the unions are to blame in Toronto



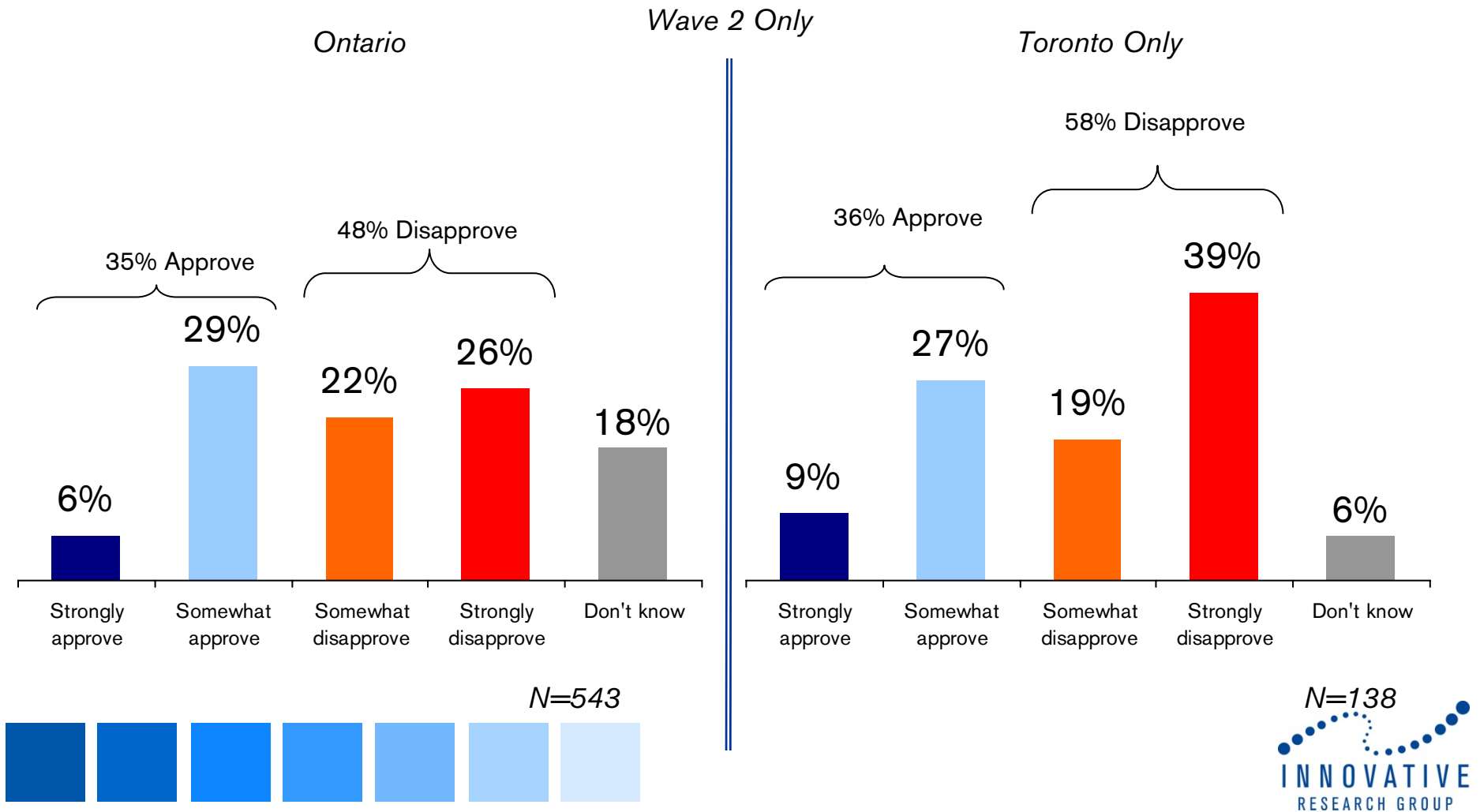
Which negotiating party do you feel is generally most to blame for the labour dispute? Do you think it is mostly the fault of . . . ? **TORONTO ONLY**



Torontonians more likely to disapprove of Mayor Miller's handling of the strike 13



Do you approve or disapprove of the job Mayor David Miller is doing in dealing with the strike?





Greg Lyle

Managing Director

Direct: 416.642.6429

Email: glyle@innovativeresearch.ca

Toronto

350 Bay Street, 3rd Floor
Toronto ON | M5H 2S6

Vancouver

1055 West Hastings, 3rd Floor
Vancouver BC | V6E 2E9

Montreal

1010 Sherbrooke Street West, Suite 1800
Montreal QC | H3A 2R7

Innovative Research Group, Inc. | www.innovativeresearch.ca