

FEDERAL POLITICAL SCENE IN BC

Federal Liberals (37%) Maintain Lead Over Alliance (26%); NDP (17%) Drops 5 Points

Clark (57%) Tops in Approval - Ahead of Chrétien (51%) and Harper (51%); Newcomer Layton Trails (41%)



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Established in 1979, Ipsos-Reid is Canada's leading market research and public opinion company. It is best known for the Ipsos-Reid Express poll, the most widely quoted source of public opinion in the country. Founded by Dr. Angus Reid, Ipsos-Reid has conducted extensive market and social research in 80 countries and in 40 languages, and serves clients around the world through more than 300-professionals and 1,000 data collection staff in 11 offices. The company is a member of the Paris-based Ipsos Group, ranked among the top ten research companies in the world, with specialties in advertising, media, customer satisfaction, public opinion and market research. Visit www.ipsos-reid.com

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Vancouver, BC – In this spring’s BC Reid Express poll on the federal political scene, Ipsos-Reid finds the federal Liberals (37%, up 2 points from December) continuing to enjoy a comfortable lead over the Canadian Alliance (26%, up 1 point) with BC’s decided voters. Meanwhile, the election of Jack Layton as NDP leader has not yet paid dividends with the BC public. Federal NDP support has fallen 5 points this quarter to 17% among decided voters. The PC’s have the support of 10 percent of decided voters (up 1 point), just ahead of the Greens at 9 percent (up 1 point).

Joe Clark retains his position as the leader with the highest job approval rating. Currently, 57% (up 6 points from December) of BC residents approve of the job Clark is doing as leader of the Progressive Conservative Party. Jean Chrétien (51%, up 7 points) and Stephen Harper (51%, up 9 points) also have majority approval in their respective roles of Prime Minister and Leader of the Official Opposition.

Jack Layton trails other leaders in performance approval this quarter. The new leader debuts on our quarterly tracking with an approval rate of 41% as NDP leader. At the same time, Layton has the lowest “disapproval” rating of any leader (23% vs. 47% Chrétien, 33% Clark, 26% Harper).

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These are the findings of a BC Ipsos-Reid poll conducted between March 3rd and 10th, 2003 among a representative cross-section of 800 British Columbian adults. These data are statistically weighted to ensure the sample's regional, age and sex composition reflects that of the actual BC population according to 2001 Census data. With a provincial sample of 800, one can say with 95 percent certainty that the overall results are within ± 3.5 percentage points of what they would have been had the entire adult BC population been polled. The margin of error will be larger for population sub-groups

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