

LACKLUSTRE START TO BC ELECTION CAMPAIGN

Voters Give Nod to BC Liberals for Best Campaign, But None of the Three Major Campaigns is Impressing Voters

Gordon Campbell (44%) Leads Carole James (30%) as Best Premier



Ipsos Reid

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Vancouver, BC – A new Ipsos Reid poll reveals that none of the three major parties has succeeded in connecting with voters during the first week and a half of the campaign.

Best Campaign: Overall, British Columbians give Gordon Campbell and the BC Liberals (40%) the edge for running the best overall campaign, followed by Carole James and the NDP (21%) and Jane Sterk and the Green Party (4%). One-in-three (34%) voters say they don't know which party has run the best campaign so far.

Impact of BC Liberal Campaign: While the BC Liberals get credit for running the best campaign, it hasn't been one that has swayed many voters. Only 12% say their impression of Gordon Campbell and the BC Liberals has improved since the start of the campaign. Most voters say their impression of the BC Liberal leader and party has either stayed the same (51%) or worsened (34%).

Impact of NDP Campaign: So far, 17% of voters say their impression of Carole James and the NDP has improved since the start of the campaign, which is the best score of the three major parties. However, more than twice as many voters (37%) say their impression of James and the NDP has worsened (42% stayed the same).

Impact of Green Campaign: The campaign has had little impact on impressions of Jane Sterk and the Green Party with 12% improved impressions and 10% worsened impressions (48% stayed the same).

Comparison to 2005 Campaign: Ipsos Reid asked the same question about campaign impact early in the 2005 campaign. The only notable difference to today is that Carole James and the NDP had positive momentum early in the 2005 campaign.

- 2005 scores for BC Liberals: 10% improved, 29% worsened
- 2005 scores for NDP: 29% improved, 13% worsened
- 2005 scores for Greens: 13% improved, 8% worsened

Best Premier: Gordon Campbell (44%) has a sizable lead over Carole James (30%) as the party leader that British Columbians think would make the best Premier of BC. Jane Sterk is a distant third choice (6%), while 20% are undecided.

These are the findings of an Ipsos Reid online poll conducted between April 20 and 23, 2009. The survey of 500 adult British Columbians was conducted using Ipsos Reid's proprietary "Voice of the West Interactive Forum" – an online panel of more than 6,000 British Columbians who have been randomly recruited to match the overall characteristics of the adult residents of the province. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 4.4 percentage points, 19 times out of 20. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to 2006 Census data.

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