



## BC LEADERS' DEBATE – DETAILED POLL RESULTS

*These are the findings of an Ipsos Reid online poll conducted with 325 British Columbia voters who watched the leaders' debate. Survey respondents were randomly recruited from Ipsos Reid's proprietary "Voice of the West Interactive Forum" – an online panel of more than 6,200 British Columbians built to match the overall characteristics of 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 +/-5.4 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.*

<i>Overall, in your opinion, who <b>WON</b> the debate?</i>		<i>Overall, in your opinion, who <b>LOST</b> the debate?</i>	
Gordon Campbell	32%	Gordon Campbell	35%
Carole James	36%	Carole James	27%
Jane Sterk	15%	Jane Sterk	27%
No winner	14%	No loser	9%
Don't know	4%	Don't know	2%

*Did the debate **improve, worsen or have no impact on your impression** of each of the party leaders?*

	Gordon Campbell	Carole James	Jane Sterk
Improve	12%	43%	51%
Worsen	43%	33%	20%
No Impact	44%	24%	23%
Don't know	1%	1%	5%

*Based on their debate performance, which of the three party leaders do you think is **best described** by each of the following?*

	Had the Best Ideas and Policies	Looked and Sounded Most Like a Premier	Was the Most Likeable	Was the Best Speaker
Campbell	28%	54%	21%	36%
James	28%	34%	31%	49%
Sterk	29%	2%	32%	7%
None	10%	7%	11%	6%
Don't know	5%	3%	5%	3%

*Did you **change your mind** about which party to vote for as a result of this debate?*

Yes	15%
No	85%