



**Ipsos Reid/Global News HST Poll  
Final Results – August 4, 2009**

**Methodology – Long Version**

These are the findings of an Ipsos Reid online poll conducted on behalf of Global BC. The poll was fielded July 31 to August 3, 2009 with a representative sample of 720 adult British Columbia residents. With a sample of this size, the results are considered accurate to within  $\pm 3.7$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of British Columbia been polled. The margin of error will be larger for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual British Columbia population according to 2006 Census data.

The polling was conducted using Ipsos Reid's "Voice of the West Interactive Forum" – an online panel of more than 6,500 British Columbians who have been randomly recruited to match the overall characteristics of the adult residents of the province.

**Methodology – Short Version**

These are the findings of an Ipsos Reid online poll conducted for Global BC from July 31 to August 3, 2009 with a representative sample of 720 adult British Columbia residents. The survey has a margin of error of  $\pm 3.7$  percentage points, 19 times out of 20.

**Ipsos Reid Contact**

Kyle Braid, Vice President, Ipsos Reid Public Affairs, (778) 373-5130



## RESULTS

### **Support for HST**

*Q1. As you may know, the provincial government recently announced it will combine the seven percent provincial sales tax (PST) with the five percent federal goods and services tax (GST) for a single Harmonized Sales Tax (HST) rate of 12 percent. The HST, which will become effective on July 1, 2010, will add a seven percent tax to some items that are currently exempt from PST.*

*Overall, do you support or oppose the provincial governments plan to harmonize the federal (GST) and provincial (PST) sales taxes into a single tax (HST)?*

Comments: Very few (12%) British Columbians say they support the provincial government's plan to harmonize the provincial and federal sales taxes. Most (85%) residents oppose the HST, including seven-in-ten (71%) who "strongly oppose" the HST.

Opposition to the HST is universal across regional and demographic groups.

	Total (n=720) %
Strongly support	2
Somewhat support	10
Somewhat oppose	14
Strongly oppose	71
Don't know	3
<i>Total Support</i>	<i>12</i>
<i>Total Oppose</i>	<i>85</i>

### **Expected Impact on Pocketbook**

*Q2. Overall, how do you expect the switch to a harmonized sales tax (HST) will impact your pocketbook?*

Comments: Nearly nine-in-ten (87%) British Columbians expect a switch to the HST will have a negative impact on their pocketbook, including half (51%) who expect a "very negative impact".

Perceptions that the HST will have a negative impact are universal across regional and demographic groups.

	Total (n=720) %
Very positive impact	3
Somewhat positive impact	2
No real impact	5
Somewhat negative impact	36
Very negative impact	51
Don't know	3
<i>Total Positive</i>	<i>5</i>
<i>Total Negative</i>	<i>87</i>