



**Ipsos Reid/Global News Campbell Address Poll  
Final Results – October 28, 2010**

**Methodology**

These are the findings of an Ipsos Reid online poll conducted on behalf of Global BC. The poll was fielded October 28, 2010 with a representative sample of 815 adult British Columbia residents, who either watched/heard Premier Gordon Campbell's address or saw/heard media coverage of the address.

A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of  $\pm 3.4$  percentage points, 19 times out of 20. 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.

**Important Research Note**

This survey was conducted with 815 adult British Columbia residents who either watched/heard Premier Gordon Campbell's address or saw/heard media coverage of the address. The survey respondents are referred to in this report collectively as "British Columbians".

**Ipsos Reid Contact**

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**RESULTS****Justification for WHY HST Introduced**

*Q1. In your view, did Gordon Campbell provide a good justification for WHY the HST (harmonized sales tax) was introduced?*

Comments:

	Total (n=815) %
Yes	28
No	66
Don't know	6

**Justification for WHEN HST Introduced**

Q2. *In your view, did Gordon Campbell provide a good justification for WHEN the HST was introduced, i.e. shortly following the May 2009 election?*

Comments:

	Total (n=815) %
Yes	14
No	80
Don't know	6

**Impact on Impressions of HST**

*Q3. What impact did Gordon Campbell's address have on your overall impression of the HST?*

Comments:

	Total (n=815) %
Improved my impression	13
Worsened my impression	28
No real impact	58
Don't know	1



**Long Run Impact of HST**

*Q4. Do you believe the HST will be good for BC in the long run?*

Comments:

	Total (n=815) %
Yes	31
No	55
Don't know	14

**Impact on Impressions of Government as Economic and Fiscal Managers**

*Q5. What impact did Gordon Campbell's address have on your impression of Gordon Campbell's government as economic and fiscal managers?*

Comments:

	Total (n=815) %
Improved my impression	13
Worsened my impression	47
No real impact	39
Don't know	1

**Views of Personal Income Tax Reduction**

Q6. In his address, Gordon Campbell said that his government will reduce personal provincial income taxes by 15% for all income up to \$72,000 effective January 1, 2011. Do you approve or disapprove of this action?

Comments:

	Total (n=815) %
Approve strongly	26
Approve somewhat	36
Disapprove somewhat	17
Disapprove strongly	15
Don't know	6
<i>Total Approve</i>	<i>62</i>
<i>Total Disapprove</i>	<i>32</i>

**Views of Early Childhood Learning Initiatives**

Q7. In his address, Gordon Campbell talked about a number of initiatives related to early childhood learning, including the following:

- The addition of 100 StrongStart BC learning centres – a program that helps to prepare children under the age of five for school.
- Beginning next school year, BC will institute voluntary assessments of every five-year old child entering Kindergarten so educators can better tailor educational programs for students during Grades 1 to 4.
- A commitment that, within the next five years, all children in Grade 4 will be able to read, write and do math at a Grade 4 level.

Do you approve or disapprove of these initiatives?

Comments:

	Total (n=815) %
Approve strongly	30
Approve somewhat	38
Disapprove somewhat	14
Disapprove strongly	9
Don't know	9
<i>Total Approve</i>	<i>68</i>
<i>Total Disapprove</i>	<i>23</i>



**Impact on Impressions of Campbell as Premier**

*Q8. Overall, what impact did Gordon Campbell's address have on your impression of Gordon Campbell as Premier?*

Comments:

	Total (n=815) %
Improved my impression	11
Worsened my impression	43
No real impact	45
Don't know	1

**Impact on Likelihood of Voting BC Liberal**

*Q9. Overall, what impact did Gordon Campbell's address have on your likelihood of voting for the BC Liberals in the next provincial election?*

Comments:

	Total (n=815) %
Increased my likelihood	13
Decreased my likelihood	46
No real impact	38
Don't know	3