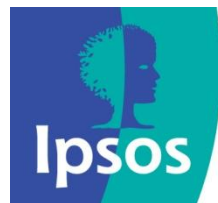


NEITHER SIDE WINNING PUBLIC OPINION BATTLE IN BC TEACHERS DISPUTE



Ipsos Reid

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Vancouver, BC – A new Ipsos Reid poll shows that neither side currently has a public opinion advantage in the contract dispute between BC teachers (represented by the BC Teachers Federation, BCTF) and the provincial government (represented by the BC Public School Employers' Association, BCPSEA).

Three-in-ten (31%) British Columbians think BC teachers (represented by BCTF) have been more fair and reasonable in these contract negotiations (15% 'strongly', 16% 'somewhat').

A similar proportion of residents (29%) think the provincial government (represented by BCPSEA) has been more fair and reasonable in these contract negotiations (13% 'strongly', 16% 'somewhat').

The remaining four-in-ten (40%) British Columbians do not view either side as being more fair and reasonable in these contract negotiations. One-quarter (23%) say "neither" side has been more fair and reasonable, 2% say "both" sides have been equally fair and reasonable, and 15% are undecided.

By demographics:

- BC teachers (represented by BCTF) have their largest advantage among Vancouver Island residents (34% BC teachers vs. 23% provincial government), younger residents (37% BC teachers vs. 28% provincial government) and women (33% BC teachers vs. 22% provincial government).
- The provincial government (represented by BCPSEA) has its largest advantage among men (37% provincial government vs. 29% BC teachers).

These are the findings of an Ipsos Reid poll of 1,000 adult British Columbians conducted online using Ipsos Reid's national online household panel between February 1 and February 5, 2012. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of ± 3.1 percentage points, 19 times out of 20. The margin of error would be larger within regions and 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 BC population according to 2006 Census data.

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