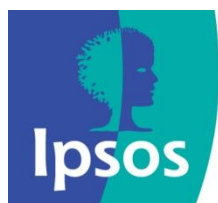


EXTRA TIDBITS FROM GLOBAL NEWS: BC 1 POLL



Ipsos Reid

Public Release Date: March 18, 2013

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EXTRA TIDBITS FROM GLOBAL NEWS: BC 1 POLL

Vancouver, BC – Ipsos Reid’s poll for Global News: BC1 was about more than just BC politics. It also asked British Columbians where they stand on a variety of other provincial issues.

Geographic Identification

We call them British Columbians in our reports, but they actually identify themselves most closely as Canadians. More than six-in-ten (62%) BC residents say they most closely identify themselves ‘as a Canadian’. Only one-quarter (24%) identify themselves most closely ‘as a British Columbian’, while 14% identify most ‘as a resident of my local community/municipality/city’.

- Younger British Columbians (18-34 years) are the least likely to identify ‘as a Canadian’ (55%) and the most likely to identify ‘as a resident of my local community/municipality/city’ (24%).

Agree-Disagree Statements

Survey respondents were asked to agree or disagree (strongly or somewhat) with a battery of 12 statements. The results are summarized below.

95% agree and 4% disagree that ‘*I am proud to be a Canadian.*’

- Agreement with this statement is consistent by region, age and gender.

90% agree and 7% disagree that ‘*I am proud to be a British Columbian.*’

- Agreement with this statement is consistent by region, age and gender.

74% agree and 25% disagree that ‘*I feel safe walking alone in my own neighbourhood after dark.*’

- Agreement with this statement is higher with men (86% vs. 64% among women).

61% agree and 39% disagree that ‘*I have a great sex life.*’ (Results exclude those refusing to answer)

- Agreement with this statement declines with age (69% among 18-34 years, 62% among 35-54 years, 53% among 55+ years).

60% agree and 37% disagree that *'I'm confident about my financial future.'*

- Agreement with this statement is higher among men (65% vs. 55% among women) and among older residents (66% among 55+ years vs. 55% among 35-54 years, 58% among 18-34 years).

51% agree and 47% disagree that *'when I take vacations, it's usually within British Columbia.'*

- Agreement with this statement is lower among Metro Vancouver residents (44% vs. 58% of Island residents, 57% of Interior/North residents).

47% agree and 44% disagree that *'I'm glad BC is replacing the HST with the PST/GST system.'*

- Agreement with this statement is higher among women (52% vs. 42% of men).

41% agree and 45% disagree *'I support replacing the RCMP in BC with a provincial police force.'*

- Agreement with this statement is higher in Metro Vancouver (45% vs. 34% on Vancouver Island, 38% in Interior/North) and among men (49% vs. 34% among women).

40% agree and 59% disagree that *'my community is an affordable place to live.'*

- Agreement with this statement is much lower in Metro Vancouver (28% vs. 48% on Vancouver Island, 57% in Interior/North) and higher among older residents (51% among 55+ years v. 37% among 35-54 years, 32% among 18-34 years).

36% agree and 46% disagree that *'my community is safer than it was 10 years ago.'*

- Agreement with this statement is higher among men (40% vs. 32% of women).

34% agree and 49% disagree that *'my community receives its fair share of infrastructure spending in BC'.*

- Agreement with this statement is higher among Metro Vancouver residents (40% vs. 29% of Island residents, 28% of Interior/North residents) and men (38% vs. 31% of women).

26% agree and 53% disagree that “*the standard of education in BC is better now than when I went to school.*”

- Agreement with this statement is higher among older residents (32% among 55+ years vs. 25% among 35-54 years, 21% among 18-34 years).

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 March 8 and 12, 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 2011 Census data.

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