



## DAILY POLL REPORT – APRIL 19, 2013

### Best Campaign So Far

1. Who do you think has had the best start to the campaign so far?

- 36% Adrian Dix and the NDP
- 25% Christy Clark and the BC Liberals
- 5% John Cummins and the BC Conservatives
- 3% Jane Sterk and the Green Party
- 31% Don't know

Notes: Excluding the 'don't knows', the results are NDP 52%, BC Libs 36%, BC Cons 8% and Greens 4%.

### Most Important Election Source of Information

2. Which of the following is your most important source of information about the BC election?

- 42% Television
- 20% Newspapers
- 12% Radio
- 12% Online news sites
- 5% Online blogs, forums, etc
- 2% Social media (e.g. Facebook or Twitter)
- 1% Campaign advertising/materials
- 1% Other
- 5% Don't know

Notes: The total of the three online sources is 19%. Among the 18-34 year old segment, this rises to 34%, which puts online sources slightly ahead of television (30% among 18-34 years).

### Methodology

*These are the findings of an Ipsos Reid poll of 450 adult British Columbians conducted online using Ipsos Reid's national online household panel between April 18 and 19, 2013. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of  $\pm 4.6\%$ , 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 2011 Census data.*

### Contact

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