

DAILY POLL REPORT – APRIL 28, 2013

Plans to Watch Debate

1. As you may know, the only televised leaders' debate will take place on Monday April 29th (6:30pm - 8:00pm). Do you plan to watch this debate?

	Total	Male	Female	18-34	35-54	55+	Metro Van	Rest of BC
Yes	33%	36%	29%	23%	35%	40%	38%	27%
No	41%	36%	45%	48%	41%	34%	41%	40%
Don't know	26%	28%	26%	29%	24%	26%	21%	33%
Unweighted sample size	500	247	253	75	239	186	305	195
Weighted sample size	500	247	253	146	182	172	260	240

Notes: Only one-third (33%) of British Columbians say they plan to watch the televised leaders' debate. Likelihood to watch rises with age (23% among 18-34, 35% among 35-54, 40% among 55+) and is higher among Metro Vancouver residents (38% vs. 27% in Rest of BC).

Importance of Debate on Vote

2. How important do you expect the televised leaders' debate will be in your final vote choice?

	Total	Male	Female	18-34	35-54	55+	Metro Van	Rest of BC
Very important	4%	4%	4%	3%	4%	3%	5%	3%
Somewhat important	22%	24%	19%	17%	23%	26%	26%	18%
Not very important	33%	30%	36%	34%	38%	27%	29%	37%
Not at all important	33%	33%	34%	25%	32%	42%	35%	31%
Don't know	8%	9%	7%	21%	3%	2%	5%	11%
Unweighted sample size	500	247	253	75	239	186	305	195
Weighted sample size	500	247	253	146	182	172	260	240

Notes: Only about one-quarter (26%) of British Columbians expect the debate will be either 'very important' (4%) or 'somewhat important' (22%) in their final vote choice. The importance (very or somewhat) of the debate increases with age (20% among 18-34, 27% among 35-54, 29% among 55+) and is higher among Metro Vancouver residents (31% vs. 21% in Rest of BC).

Expected Winner

3. Which leader do you expect will WIN the leaders' debate?

	Total	Male	Female	18-34	35-54	55+	Metro Van	Rest of BC
Adrian Dix	29%	34%	25%	28%	33%	27%	30%	29%
Christy Clark	22%	23%	21%	25%	17%	25%	24%	20%
John Cummins	4%	6%	2%	5%	3%	5%	2%	6%
Jane Sterk	2%	1%	2%	1%	1%	2%	2%	1%
Don't know	43%	36%	50%	41%	46%	41%	42%	44%
Unweighted sample size	500	247	253	75	239	186	305	195
Weighted sample size	500	247	253	146	182	172	260	240



Notes: Adrian Dix is selected slightly more often than Christy Clark as the expected winner of the debate, with few British Columbians expecting a win from John Cummins or Jane Sterk. Nearly six-in-ten (59%) BC Liberal supporters expect Christy Clark to win and a similar proportion of NDP supporters (57%) expect Adrian Dix will win.

Methodology

These are the findings of an Ipsos Reid poll of 500 adult British Columbians conducted online using Ipsos Reid's national online household panel between April 25 and 26, 2013. 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 5.0 percentage points had all BC adults been surveyed.

Contact

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