



DAILY POLL REPORT – May 2, 2013

Interest in Canucks vs. Election

1. Which of the following is going to get MORE of your attention over the next couple of weeks?

	Total	Male	Female	18-34	35-54	55+	Metro Van	Rest of BC
BC election campaign	56%	55%	58%	39%	58%	69%	51%	62%
Vancouver Canucks in playoffs	33%	36%	29%	46%	29%	25%	36%	29%
Don't know	11%	9%	13%	15%	13%	6%	13%	9%
Unweighted sample size	450	225	225	75	193	182	286	164
Weighted sample size	450	217	233	127	160	163	240	210

Notes: Overall, British Columbians say they will pay more attention to the BC election campaign (56%) than to the Vancouver Canucks (33%) over the next couple of weeks. The exception is younger British Columbians (18-34 years) who are slightly more likely to pay attention to the Canucks (46%) than to the campaign (39%).

BC Liberal Win or Stanley Cup

2. Which of the following is MORE likely to happen?

	Total	Male	Female	18-34	35-54	55+	Metro Van	Rest of BC
Vancouver Canucks win Stanley Cup	53%	54%	51%	49%	54%	55%	58%	47%
BC Liberals win majority	27%	29%	26%	34%	24%	25%	22%	33%
Don't know	20%	17%	23%	17%	22%	20%	20%	20%
Unweighted sample size	450	225	225	75	193	182	286	164
Weighted sample size	450	217	233	127	160	163	240	210

Notes: By a two-to-one margin, British Columbians think a Stanley Cup parade in Vancouver (53%) is more likely than the BC Liberals winning a fourth consecutive majority government.

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 May 1 and May 2, 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 +/- 5.3 percentage points had all BC adults been surveyed.

Contact

Kyle Braid, Vice-President Ipsos Reid, 778.373.5130, kyle.braid@ipsos.com, @kylebraid