



DAILY POLL REPORT – May 7, 2013

TRUST IN POLITICAL PARTIES

Q. There has been a lot of talk about trust in this election campaign. Please indicate whether you agree ('strongly' or 'somewhat') or disagree ('strongly' or 'somewhat') with each of the following statements.

Overall Results

A majority of voters disagree that they trust Christy Clark and the BC Liberals (65%), John Cummins and the BC Conservatives (58%) and Adrian Dix and the NDP (54%). Only Jane Sterk and the Green Party have more British Columbians who agree (46%) than disagree (31%) that they are trusted.

	Total Agree (Strongly)	Total Disagree (Strongly)	Don't know
I trust Jane Sterk and the Green Party	46% (12%)	31% (12%)	23%
I trust Adrian Dix and the NDP	43% (15%)	54% (35%)	3%
I trust Christy Clark and the BC Liberals	31% (9%)	65% (45%)	4%
I trust John Cummins and the BC Conservatives	24% (3%)	58% (34%)	18%

Agreement by Demographics

Trust in Jane Sterk and the Green Party is fairly consistent across demographics. Trust in Adrian Dix is highest among the 55+ years segment. Trust in Christy Clark and the BC Liberals is higher among men than women. Trust in John Cummins and the BC Conservatives is higher outside Metro Vancouver.

Total Agree by Demographics	Total	Male	Female	18-34	35-54	55+	Metro Van	Rest of BC
I trust Jane Sterk and the Green Party	46%	44%	49%	40%	50%	48%	48%	45%
I trust Adrian Dix and the NDP	43%	42%	44%	38%	42%	49%	40%	47%
I trust Christy Clark and the BC Liberals	31%	35%	26%	20%	35%	35%	34%	28%
I trust John Cummins and the BC Conservatives	24%	26%	22%	20%	25%	26%	19%	30%
Unweighted sample size	500	248	252	93	232	175	304	196
Weighted sample size	500	247	253	142	181	177	263	237



Overlapping Trust in NDP and BC Liberals

The table below examines the overlap in trust between the NDP and the BC Liberals. The results clearly demonstrate the polarity in views of these two parties. Only 3% of British Columbians say they agree that they trust both Adrian Dix and the NDP AND Christy Clark and the BC Liberals. Ten times as many voters (29%) say they trust neither party.

	Total	Male	Female	18-34	35-54	55+	Metro Van	Rest of BC
Trust both	3%	2%	3%	0%	4%	3%	2%	4%
Only trust Adrian Dix and NDP	40%	40%	41%	38%	38%	46%	38%	43%
Only trust Christy Clark and the BC Liberals	28%	33%	23%	20%	31%	32%	32%	24%
Trust Neither	29%	25%	33%	42%	27%	19%	28%	29%
Unweighted sample size	500	248	252	93	232	175	304	196
Weighted sample size	500	247	253	142	181	177	263	237

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 May 6 and May 7, 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.-percentage points had all BC adults been surveyed.

Contact

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