

FOI Request GCP 2015-51642

Supplier		Project	Workorder #	Project Start Date	Project End Date	Amount Paid
Innovative Research	s.12		W1554	2015-03-01	2015-03-30	\$ 27,975.00

Prepared by:

Innovative Research Group, Inc.

Toronto • Calgary • Vancouver

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British Columbia: ^{s.12}



Prepared for GCPE

March 2015

- This survey was conducted online between March 23-26, 2015 among residents of British Columbia aged 18+.
- The final results were weighted to the latest census Canada statistics for age and gender regions of British Columbia.
- The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.
- A random probability sample of **n= 800** has a **margin of error of +/- 3.46%** (95% confidence).
- The margin of error would be larger within each sub-grouping of the sample.



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