



# Background

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## **Credibility Gap on "Conversation on Health Care"**

*Strategic Communications September 2006 Poll*

The survey question was part of a poll conducted for a consortium of B.C. unions including the Hospital Employees' Union. It was completed just four days prior to the government's announcement of its year-long "Conversation on Health."

Sample Size: 803  
Fielding: September 12-24, Strategic Communications  
Margin of Error: 3.5 points, 19 times out of twenty

### *Conversation on Health*

From what you know, do you believe Gordon Campbell will listen to the public about improving health care for the average person, or would you say he won't really listen and his mind is already made up on the direction he's planning to go in?

Will listen: 23%  
Mind made up: 65%  
Both: 4%  
Don't know/Ref.: 8%

October 3, 2006

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