

FOLLOWING THE CAMPAIGN

q1. As you probably know, a provincial election in BC will be held on May 16th. Would you say you've been following the events and issues in this election campaign

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O
Overlap formulae used. * small base

	Total	REGION				GENDER		AGE			INCOME			UNION		
		Vancouver/Burnaby	Rest of LM	Island	Rest of BC	Male	Female	18-34	35-54	55+	<\$30K	\$30K - <\$60K	\$60K+	Union Private	Union Public	Non-Union
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	800	181	212	165	242	428	372	189	348	253	166	291	276	94	146	572
Weighted	800	194	252	145	209	387	413	269	317	204	167	290	278	98*	149	563
Very closely	174 22%	39 20%	65 26%	26 18%	43 20%	103 27% F	71 17%	32 12%	71 22% G	67 33% GH	38 23%	54 19%	68 24%	19 20%	29 19%	127 23%
Somewhat closely	419 52%	98 51%	136 54%	85 59% D	100 48%	206 53%	213 52%	143 53%	167 53%	105 51%	69 42%	160 55% J	158 57% J	46 46%	85 57%	295 52%
Not too closely	161 20%	49 25% B	39 15%	24 16%	49 24% B	57 15%	104 25% E	64 24% I	68 21% I	28 14%	43 26% L	60 21%	44 16%	25 25%	31 21%	108 19%
Not at all	45 6%	7 3%	12 5%	9 6%	17 8% A	21 5%	24 6%	31 11% HI	10 3%	4 2%	16 10% L	14 5%	9 3%	8 8%	4 3%	32 6%
(DK/NS)	1 0	1 1%	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Summary																
Closely (Very/Somewhat)	593 74%	137 71%	201 80% AD	112 77%	143 68%	309 80% F	284 69%	174 65%	238 75% G	172 84% GH	107 64%	214 74% J	226 81% J	65 66%	114 76%	422 75%
Not Closely (Not at all/Not too)	206 26%	55 29%	51 20%	33 23%	67 32% B	78 20%	128 31% E	95 35% HI	78 25% I	32 16%	59 36% KL	74 26%	53 19%	33 34%	36 24%	140 25%

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q2. In your opinion, have the parties, leaders and candidates done a good job or a poor job addressing what you consider to be the most important issue of this campaign, that is the one you care most about?

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	800	181	212	165	242	428	372	189	348	253	166	291	276	94	146	572
	800	194	252	145	209	387	413	269	317	204	167	290	278	98*	149	563
Good job	331 41%	82 42%	112 44%	50 35%	87 42%	166 43%	165 40%	113 42%	122 38%	92 45%	60 36%	118 41%	131 47% J	32 33%	64 43%	237 42%
Poor job	408 51%	90 46%	127 50%	87 60% A	104 50%	191 49%	216 52%	140 52%	174 55% I	88 43%	88 53%	148 51%	133 48%	60 61%	79 53%	277 49%
(DK/NS)	61 8%	22 11% B	13 5%	8 6%	18 9%	29 8%	32 8%	16 6%	22 7%	23 12% G	18 11% L	23 8%	15 5%	7 7%	6 4%	49 9%

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q3. And, what is the issue you consider to be the most important in this election campaign?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O
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	Total	REGION				GENDER		AGE			INCOME			UNION		
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Base: All respondents	800	181	212	165	242	428	372	189	348	253	166	291	276	94	146	572
Weighted	800	194	252	145	209	387	413	269	317	204	167	290	278	98*	149	563
Healthcare	322 40%	75 39%	105 42%	61 42%	80 38%	115 30%	207 50%	92 34%	126 40%	100 49%	81 49%	102 35%	105 38%	37 38%	64 43%	223 40%
Economy	115 14%	30 15%	39 16%	19 13%	27 13%	66 17%	49 12%	33 12%	52 17%	28 14%	19 11%	35 12%	56 20%	13 13%	20 14%	83 15%
Taxes	64 8%	13 7%	30 12%	7 5%	13 6%	35 9%	29 7%	20 8%	33 10%	8 4%	6 4%	26 9%	28 10%	8 8%	13 9%	44 8%
Environment	31 4%	11 6%	6 2%	6 4%	9 4%	18 5%	13 3%	15 5%	10 3%	6 3%	6 4%	12 4%	11 4%	3 3%	7 5%	22 4%
Education	31 4%	10 5%	8 3%	5 3%	8 4%	16 4%	15 4%	13 5%	11 3%	6 3%	4 3%	14 5%	11 4%	1 1%	8 5%	22 4%
Jobs / Job creation	28 3%	3 2%	6 2%	8 5%	10 5%	16 4%	12 3%	7 3%	16 5%	5 2%	7 4%	11 4%	8 3%	6 6%	4 2%	19 3%
Deficit / Budget	20 3%	5 3%	8 3%	1 1%	6 3%	11 3%	9 2%	12 5%	1 0	7 3%	5 3%	7 2%	8 3%	1 1%	2 1%	17 3%
Honesty and Integrity of Politicians/Scandals	20 2%	3 2%	9 3%	4 3%	3 2%	9 2%	11 3%	4 1%	9 3%	6 3%	6 4%	5 2%	5 2%	1 1%	1 1%	18 3%
Forestry / Logging	10 1%	0 -	0 -	6 4%	4 2%	6 1%	4 1%	5 2%	3 1%	2 1%	2 1%	3 1%	2 1%	2 2%	1 1%	7 1%
Unemployment / Losing jobs	7 1%	0 -	1 1%	2 1%	3 2%	5 1%	2 0	2 1%	4 1%	0 0	2 1%	4 1%	1 0	2 2%	1 0	4 1%
Transportation / Gasoline	6 1%	2 1%	3 1%	0 -	1 0	2 1%	4 1%	3 1%	3 1%	0 -	2 1%	3 1%	1 0	1 1%	0 -	5 1%
Managing government	5 1%	2 1%	0 -	2 1%	1 0	4 1%	1 0	2 1%	2 1%	1 1%	2 1%	0 -	3 1%	1 1%	0 -	4 1%
Social Services	5 1%	1 1%	2 1%	0 -	1 1%	2 1%	2 1%	2 1%	2 1%	1 0	2 1%	2 1%	1 0	0 -	2 1%	3 0

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Crown Corporations/Privatization	4 1%	2 1%	2 1%	0 -	0 -	4 1% F	0 -	1 0	2 1%	1 1%	1 1%	1 0	2 1%	0 -	1 1%	3 1%
Native issues / Aboriginal land claims / Nisga'a	4 0	0 -	2 1%	2 1%	0 -	2 1%	2 0	1 0	0 -	3 1% H	1 0	2 1%	1 0	0 -	2 1%	2 0
Immigration / Refugees	3 0	2 1%	1 1%	0 0	0 -	2 0	2 0	3 1%	0 -	0 0	0 -	2 1%	1 0	1 0 O	2 1% O	0 0
Labour policy	2 0	1 0	1 0	0 0	0 -	1 0	1 0	0 -	2 1%	0 0	0 -	1 0	1 0	0 -	0 -	2 0
Housing	1 0	1 0	0 -	0 0	0 -	1 0	0 -	0 -	0 -	1 0	0 0	1 0	0 -	0 -	0 -	1 0
Crime	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	1 1%	0 -	0 -	0 -	0 -	1 0
Other	89 11%	20 11%	22 9%	19 13%	28 13%	58 15% F	31 7%	34 13%	31 10%	24 12%	11 7%	39 13% J	32 11%	15 15%	17 11%	60 11%
None/Don't know/Not stated	26 3%	9 5%	5 2%	1 1%	11 5% C	9 2%	17 4%	14 5%	7 2%	5 3%	6 3%	16 5% L	3 1%	6 6%	4 3%	17 3%
(DK/NS)	7 1%	1 1%	0 -	2 1%	4 2% B	4 1%	3 1%	5 2%	2 1%	0 0	2 1%	3 1%	0 -	1 1%	1 1%	5 1%