

LEADERSHIP

q10. Forgetting for a minute about the provincial parties and what they stand for, and forgetting about which party you might support in a provincial election, which of the provincial party leaders do you think would make the best Premier of BC? Would it be

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
Gordon Campbell, Leader of the BC Liberal Party	371	87	138	63	83	190	181	116	143	106	69	137	135	39	51	286
	46%	45%	55% CD	43%	40%	49%	44%	43%	45%	52%	42%	47%	48%	40%	34%	51% N
Ujjal Dosanjh, Leader of the NDP	203	57	47	40	60	98	105	62	93	48	43	63	90	32	54	119
	25%	30% B	19%	27%	29% B	25%	25%	23%	29%	23%	26%	22%	32% K	32% O	36% O	21%
Adriane Carr, Leader of the Green Party	82	22	27	22	11	37	45	42	26	13	20	33	24	12	16	54
	10%	12% D	11% D	15% D	5%	10%	11%	16% HI	8%	6%	12%	11%	9%	12%	11%	10%
Chris Delaney, Leader of Unity BC	47	8	14	5	19	20	27	16	19	12	12	18	13	8	6	35
	6%	4%	6%	4%	9%	5%	7%	6%	6%	6%	7%	6%	5%	8%	4%	6%
(DK/NS)	97	19	26	15	37	41	56	33	36	26	23	39	17	8	22	69
	12%	10%	10%	11%	18% AB	11%	13%	12%	11%	13%	14% L	13% L	6%	9%	15%	12%

MOMENTUM

q11_1. Since the beginning of the election campaign, has your opinion of Ujjal Dosanjh and the New Democrats improved, stayed the same, or gotten worse?

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
	800	194	252	145	209	387	413	269	317	204	167	290	278	98*	149	563
Improved	108 13%	36 18% D	30 12%	20 13%	22 11%	52 14%	55 13%	39 15%	40 13%	28 14%	25 15%	40 14%	37 13%	17 17%	20 14%	70 13%
Stayed the same	370 46%	87 45%	109 44%	69 47%	106 50%	184 48%	186 45%	111 41%	164 52% G	90 44%	67 40%	134 46%	136 49%	49 49%	79 53%	251 45%
Gotten worse	302 38%	67 35%	105 42%	53 37%	76 36%	142 37%	159 39%	108 40%	109 34%	81 40%	65 39%	111 38%	103 37%	29 29%	49 33%	227 40%
(DK/NS)	20 3%	5 2%	7 3%	3 2%	6 3%	8 2%	13 3%	11 4% H	3 1%	5 3%	9 5% KL	4 1%	2 1%	4 4%	1 1%	15 3%

MOMENTUM

q11_2. Since the beginning of the election campaign, has your opinion of Gordon Campbell and the BC Liberals improved, stayed the same, or gotten worse?

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
Improved	176 22%	51 26%	59 24%	26 18%	40 19%	96 25%	80 19%	53 20%	68 21%	53 26%	39 24%	57 20%	67 24%	17 17%	27 18%	136 24%
Stayed the same	442 55%	99 51%	143 57%	84 58%	116 55%	208 54%	233 56%	151 56%	178 56%	106 52%	86 52%	165 57%	153 55%	54 55%	74 50%	318 56%
Gotten worse	170 21%	41 21%	48 19%	33 23%	48 23%	76 20%	93 23%	59 22%	68 22%	42 21%	35 21%	64 22%	59 21%	25 25%	48 32% O	99 18%
(DK/NS)	12 2%	3 2%	2 1%	2 1%	5 3%	6 2%	6 2%	7 3%	3 1%	3 1%	7 4% L	4 1%	1 0	2 2%	0 -	10 2%

MOMENTUM

q11_3. Since the beginning of the election campaign, has your opinion of Chris Delaney and Unity BC improved, stayed the same, or gotten worse?

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

		REGION				GENDER		AGE			INCOME			UNION		
	Total	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
Improved	115 14%	32 16%	44 18% D	18 12%	21 10%	64 17%	51 12%	28 10%	48 15%	38 19% G	25 15%	43 15%	39 14%	11 11%	17 11%	87 15%
Stayed the same	456 57%	100 52%	140 56% D	83 57%	132 63% A	220 57%	236 57%	168 63% I	184 58% I	101 49%	93 56%	175 60%	160 57%	55 56%	89 59%	316 56%
Gotten worse	87 11%	32 17% D	26 10%	13 9%	15 7%	41 11%	45 11%	34 13%	34 11%	18 9%	15 9%	25 9%	38 14%	16 16%	19 13%	55 10%
(DK/NS)	142 18%	29 15%	42 17%	30 21%	40 19%	61 16%	80 19%	39 14%	52 16%	47 23% G	35 21%	47 16%	41 15%	16 16%	25 16%	105 19%

MOMENTUM

q11_4. Since the beginning of the election campaign, has your opinion of Adriane Carr and the Green Party improved, stayed the same, or gotten worse?

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
Improved	261 33%	76 39% D	77 31%	52 36%	56 27%	131 34%	130 31%	80 30%	107 34%	72 35%	53 32%	91 32%	97 35%	31 32%	54 36%	179 32%
Stayed the same	386 48%	88 46%	125 50%	70 48%	103 49%	185 48%	202 49%	146 54% I	148 47%	88 43%	74 44%	151 52%	132 47%	48 49%	75 50%	269 48%
Gotten worse	62 8%	11 6%	19 8%	12 8%	20 10%	35 9%	27 7%	19 7%	30 9%	12 6%	14 8%	16 6%	27 10%	8 8%	9 6%	46 8%
(DK/NS)	91 11%	19 10%	30 12%	12 8%	31 15%	37 9%	55 13%	24 9%	32 10%	32 16% G	26 16% L	31 11%	22 8%	11 11%	12 8%	69 12%

THE DEBATE

q12/13. Now, as you may know, there was a televised debate between the four main party leaders on Monday April 30th. Did you personally watch at least some of the debate? q13. Have you read, seen or heard any highlights or analysis of this debate?

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
Watched the debate	325 41%	92 48%	106 42%	61 42%	65 31%	162 42%	162 39%	80 30%	132 42%	106 52%	58 35%	111 38%	125 45%	40 40%	62 41%	227 40%
Read, saw, or heard highlights/analysis	233 29%	59 30%	73 29%	39 27%	62 30%	127 33%	106 26%	79 29%	98 31%	55 27%	39 24%	90 31%	88 32%	27 27%	48 32%	163 29%
Did not watch or hear about debate	242 30%	43 22%	73 29%	45 31%	82 39%	98 25%	144 35%	111 41%	87 27%	43 21%	69 41%	88 31%	66 24%	32 33%	39 26%	173 31%

THE DEBATE

q14. And, which one of the four party leaders impressed you the most in the debate?

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: Watched the debate	341	89	93	79	80	190	151	55	142	137	65	119	123	38	61	247
Weighted	325	92*	106*	61*	65*	162	162	80*	132	106	58*	111	125	40*	62*	227
BC Liberal leader, Gordon Campbell	94 29%	26 28%	28 27%	18 29%	22 33%	47 29%	46 29%	25 32%	31 24%	36 34%	17 29%	28 26%	41 33%	11 27%	12 19%	73 32%
Green Party leader, Adriane Carr	69 21%	14 15%	28 27%	15 24%	12 19%	33 20%	37 23%	17 21%	30 23%	22 21%	13 22%	28 25%	24 19%	11 28%	19 31% O	43 19%
NDP leader, Ujjal Dosanjh	53 16%	22 24% B	10 10%	11 18%	10 16%	25 15%	29 18%	16 20%	24 18%	14 13%	7 12%	22 19%	20 16%	11 28% O	10 17%	33 14%
Unity BC leader, Chris Delaney	44 13%	8 8%	17 16%	12 19%	7 11%	23 14%	21 13%	7 9%	22 17%	14 14%	11 19%	12 11%	17 14%	2 5%	7 12%	32 14%
None	55 17%	20 21% C	18 17%	5 9%	12 19%	31 19%	24 15%	10 13%	24 18%	17 16%	8 14%	16 14%	22 18%	5 12%	12 19%	38 17%
(DK/NS)	9 3%	3 3%	5 5%	1 1%	1 1%	3 2%	6 4%	5 6%	1 1%	3 2%	2 4% L	6 5% L	0 -	0 -	1 2%	8 4%

THE DEBATE

q15. Earlier you said that you intend to vote for/are leaning towards ... in this election. How important was the debate in helping you make that decision?

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: Decided Voters/Watched, read, saw or heard highlights of the debate Weighted	516	133	138	108	137	296	220	104	223	183	90	186	201	56	100	367
	505	138	160	91*	115	265	239	149*	204	145	84*	182	201	59*	101*	351
Very important	36 7%	9 6%	13 8%	7 7%	8 7%	16 6%	20 8%	7 5%	14 7%	15 10%	10 12%	13 7%	11 5%	4 6%	9 9%	24 7%
Somewhat important	89 18%	27 20% D	31 20% D	19 20% D	12 10%	41 16%	48 20%	30 20%	33 16%	25 17%	17 20%	33 18%	29 14%	11 18%	15 15%	64 18%
Not too important	116 23%	35 25%	33 21%	25 28%	23 20%	61 23%	55 23%	36 24%	53 26%	26 18%	17 21%	42 23%	52 26%	18 31%	24 23%	76 22%
Not at all important	263 52%	68 49%	83 52%	40 44%	72 62% AC	146 55%	117 49%	76 51%	104 51%	79 55%	39 46%	95 52%	109 54%	26 43%	54 53%	187 53%
(DK/NS)	1 0	0 -	0 -	0 -	1 1%	1 0	0 -	0 -	1 0	0 -	1 1%	0 -	0 -	1 1%	0 -	0 -
Summary																
Important (Very/Somewhat)	125 25%	36 26%	44 27%	25 28%	20 18%	58 22%	67 28%	37 25%	47 23%	40 27%	28 33% L	45 25%	40 20%	14 24%	24 24%	88 25%
Not Important (Not at all/Not too)	379 75%	103 74%	116 73%	66 72%	94 82%	207 78%	172 72%	112 75%	157 77%	106 73%	56 67%	137 75%	161 80% J	44 75%	77 76%	263 75%