BC Reid Express - March 2003   (60-0584-88)

Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow here in BC, which of the following parties' candidates would you be most likely to support? [IF UNDECIDED] We know that some people have not made up their minds yet about which party they will support. Is there nevertheless a party you are leaning towards?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: Decided voters	655	415	194	221	83	157	335	320	150	284	213	86	132	435	190	258	203	128	203	273
Weighted	650	369	162	207	115*	166	321	329	214	253	175	85*	135	428	197	254	195	138	206	262
The BC Liberal Party	44%	51%	47%	53%	32%	37%	51%	37%	45%	45%	42%	31%	34%	50%	41%	47%	44%	31%	37%	55%
The New Democratic Party (NDP)	30%	27%	31%	25%	33%	34%	25%	35%	24%	30%	38%	37%	45%	24%	29%	27%	36%	34%	33%	26%
The Green Party	19%	17%	19%	16%	27%	19%	19%	19%	28%	16%	13%	18%	17%	20%	22%	19%	16%	25%	24%	14%
Unity BC	3%	3%	1%	4%	2%	5%	2%	5%	1%	4%	4%	8%	1%	3%	4%	4%	1%	5%	2%	3%
Other	3%	2%	2%	2%	5%	5%	3%	4%	1%	5%	3%	6%	3%	3%	4%	3%	4%	5%	4%	3%

Thinking of (JOY MCPHAIL) would you say you generally approve or disapprove of the way he/she has performed as LEADER OF THE NDP?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	231	269	104	196	400	400	187	353	247	104	155	536	242	311	241	164	244	316
Weighted	800	446	194	252	145*	209	387	413	269	315	204	103*	157	535	256	307	231	177	250	306
Strongly approve	11%	12%	14%	11%	12%	10%	10%	13%	4%	10%	23%	11%	20%	9%	9%	10%	16%	11%	13%	11%
Moderately approve	40%	40%	41%	39%	44%	37%	38%	41%	43%	39%	35%	42%	49%	37%	40%	37%	43%	40%	41%	39%
Moderately disapprove	16%	17%	15%	18%	12%	16%	15%	17%	14%	19%	13%	13%	13%	17%	15%	19%	13%	9%	16%	20%
Strongly disapprove	16%	17%	14%	19%	11%	18%	20%	12%	11%	18%	21%	17%	8%	18%	17%	18%	14%	15%	14%	19%
(DK/NS)	17%	14%	16%	13%	21%	19%	17%	17%	28%	13%	8%	17%	10%	19%	20%	16%	15%	25%	16%	(12%)
Summary																				
Top Box – Approve	51%	52%	55%	50%	56%	47%	48%	54%	48%	50%	58%	53%	69%	46%	49%	47%	59%	51%	55%	49%
Low Box – Disapprove	32%	34%	29%	38%	23%	34%	35%	29%	25%	37%	34%	30%	21%	36%	32%	37%	26%	25%	29%	39%

Thinking of GORDON CAMPBELL would you say you generally approve or disapprove of the way he/she has performed as PREMIER OF BRITISH COLUMBIA?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	231	269	104	196	400	400	187	353	247	104	155	536	242	311	241	164	244	316
Weighted	800	446	194	252	145*	209	387	413	269	315	204	103*	157	535	256	307	231	177	250	306
Strongly approve	11%	13%	13%	13%	6%	9%	13%	9%	7%	11%	15%	9%	10%	11%	8%	10%	14%	6%	7%	16%
Moderately approve	31%	32%	32%	32%	31%	30%	37%	26%	36%	33%	20%	27%	18%	36%	32%	32%	29%	24%	32%	35%
Moderately disapprove	15%	17%	12%	21%	12%	12%	15%	15%	21%	12%	12%	18%	13%	15%	18%	12%	15%	17%	15%	13%
Strongly disapprove	41%	36%	41%	32%	50%	47%	34%	48%	33%	42%	51%	45%	57%	36%	40%	43%	39%	49%	44%	35%
(DK/NS)	2%	3%	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	2%	4%	2%	1%
Summary																				
Top Box – Approve	42%	45%	44%	45%	37%	39%	49%	34%	44%	44%	35%	35%	28%	47%	40%	42%	44%	30%	39%	51%
Low Box – Disapprove	56%	53%	53%	53%	62%	59%	49%	63%	54%	54%	63%	63%	70%	50%	58%	55%	54%	66%	59%	48%

Forgetting for a minute about which party you may be supporting, which of the four main party leaders do you think would make the best Premier of British Columbia?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: Excluding No Opinions	597	382	175	207	68	147	314	283	134	266	191	76	127	392	178	232	184	114	179	257
Weighted	590	340	146	195	95*	155	302	288	192	236	158	76*	128	384	184	225	178	121*	181	247
Gordon Campbell	47%	51%	51%	51%	41%	43%	57%	37%	47%	52%	40%	39%	35%	53%	42%	53%	46%	30%	40%	59%
Joy MacPhail	32%	28%	29%	27%	39%	37%	26%	39%	29%	30%	40%	41%	49%	25%	34%	27%	37%	41%	38%	25%
Adriane Carr	14%	14%	14%	14%	14%	16%	10%	19%	17%	13%	13%	16%	14%	14%	14%	15%	14%	18%	14%	13%
Chris Delaney	6%	7%	6%	8%	6%	5%	7%	6%	8%	5%	7%	3%	2%	8%	10%	5%	4%	11%	8%	3%