BC Reid Express - May, 2003 (06-0584-90)
detailed tables


|  |  | Region |  |  |  |  | Gender |  | Age |  |  | Union Household |  |  | Education |  |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | 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 | 106 | 194 | 400 | 400 | 203 | 332 | 250 | 83 | 164 | 539 | 242 | 302 | 254 | 165 | 235 | 314 |
| Weighted | 800 | 446 | 194 | 252 | 145* | 209 | 387 | 413 | 269 | 314 | 204 | $85^{*}$ | 160 | 538 | 247 | 306 | 245 | 174 | 232 | 313 |
| Better shape | 24\% | 27\% | 27\% | 27\% | 21\% | 18\% | 30\% | 18\% | 18\% | 24\% | 30\% | 19\% | 15\% | 27\% | 19\% | 26\% | 27\% | 12\% | 20\% | 31\% |
| Worse shape | 45\% | 38\% | 43\% | 35\% | 50\% | 54\% | 36\% | 52\% | 46\% | 44\% | 46\% | 54\% | 55\% | 40\% | 46\% | 43\% | 45\% | 59\% | 46\% | 36\% |
| About the same shape | 30\% | 33\% | 29\% | 37\% | 28\% | 27\% | 33\% | 28\% | 34\% | 31\% | 24\% | 27\% | 30\% | 31\% | 34\% | 32\% | 26\% | 27\% | 33\% | 31\% |
| (DK/NS) | 1\% | 1\% | 2\% | 1\% | 2\% | 0 | 0 | 2\% | 2\% | 1\% | 0 | - | - | 2\% | 1\% | - | 3\% | 1\% | 1\% | 1\% |

Please tell me whether you think each of the following groups are better off, worse off or about as well off as when the BC Liberals were elected two years ago.

|  |  | Region |  |  |  |  | Gender |  | Age |  |  | Union Household |  |  | Education |  |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | LM | V/B | SLM | IsI | 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 | 106 | 194 | 400 | 400 | 203 | 332 | 250 | 83 | 164 | 539 | 242 | 302 | 254 | 165 | 235 | 314 |
| Weighted | 800 | 446 | 194 | 252 | 145* | 209 | 387 | 413 | 269 | 314 | 204 | $85^{*}$ | 160 | 538 | 247 | 306 | 245 | 174 | 232 | 313 |
| Lower income British Columbians |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Better off | 13\% | 15\% | 12\% | 16\% | 11\% | 12\% | 16\% | 11\% | 16\% | 10\% | 14\% | 7\% | 11\% | 15\% | 12\% | 14\% | 13\% | 12\% | 10\% | 15\% |
| Worse off | 62\% | 57\% | 62\% | 54\% | 70\% | 67\% | 58\% | 65\% | 62\% | 64\% | 61\% | 74\% | 70\% | 58\% | 60\% | 63\% | 62\% | 69\% | 69\% | 54\% |
| About as well off | 22\% | 25\% | 24\% | 26\% | 15\% | 20\% | 23\% | 20\% | 19\% | 23\% | 23\% | 17\% | 18\% | 24\% | 23\% | 21\% | 21\% | 16\% | 18\% | 28\% |
| (DK/NS) | 3\% | 3\% | 2\% | 4\% | 4\% | 2\% | 2\% | 4\% | 3\% | 3\% | 2\% | 1\% | 2\% | 4\% | 5\% | 2\% | 3\% | 3\% | 3\% | 3\% |
| Middle income British Columbians |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Better off | 14\% | 16\% | 17\% | 16\% | 11\% | 11\% | 19\% | 10\% | 16\% | 13\% | 13\% | 13\% | 7\% | 16\% | 11\% | 14\% | 18\% | 10\% | 13\% | 17\% |
| Worse off | 47\% | 41\% | 41\% | 41\% | 53\% | 57\% | 41\% | 54\% | 42\% | 51\% | 51\% | 48\% | 61\% | 43\% | 40\% | 52\% | 49\% | 51\% | 49\% | 44\% |
| About as well off | 36\% | 40\% | 39\% | 40\% | 33\% | 30\% | 38\% | 33\% | 38\% | 33\% | 34\% | 39\% | 29\% | 37\% | 46\% | 32\% | 30\% | 36\% | 35\% | 37\% |
| (DK/NS) | 3\% | 3\% | 3\% | 2\% | 3\% | 2\% | 2\% | 3\% | 4\% | 2\% | 2\% | - | 3\% | 3\% | 3\% | 2\% | 3\% | 3\% | 2\% | 3\% |
| Higher income British Columbians |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Better off Worse off About as well off (DK/NS) | 58\% | 57\% | 60\% | 54\% | 55\% | 64\% | 60\% | 57\% | 54\% | 60\% | 63\% | 64\% | 67\% | 55\% | 56\% | 59\% | 60\% | 54\% | 57\% | 60\% |
|  | 8\% | 8\% | 5\% | 10\% | 8\% | 8\% | 11\% | 6\% | 13\% | 7\% | 5\% | 11\% | 6\% | 8\% | 11\% | 7\% | 6\% | 13\% | 7\% | 7\% |
|  | 29\% | 31\% | 31\% | 31\% | 32\% | 24\% | 27\% | 31\% | 28\% | 30\% | 29\% | 20\% | 23\% | 33\% | 28\% | 29\% | 31\% | 27\% | 33\% | 29\% |
|  | 4\% | 4\% | 4\% | 5\% | 5\% | 4\% | 2\% | 6\% | 5\% | 3\% | 3\% | 5\% | 4\% | 4\% | 5\% | 5\% | 3\% | 6\% | 3\% | 4\% |
| Small businesses |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Better off Worse off About as well off (DK/NS) | 27\% | 34\% | 32\% | 35\% | 20\% | 18\% | 33\% | 22\% | 31\% | 24\% | 28\% | 17\% | 29\% | 29\% | 21\% | 27\% | 34\% | 19\% | 29\% | 32\% |
|  | 35\% | 27\% | 27\% | 28\% | 48\% | 43\% | 30\% | 40\% | 38\% | 37\% | 28\% | 40\% | 38\% | 33\% | 37\% | 39\% | 29\% | 45\% | 37\% | 28\% |
|  | 31\% | 33\% | 33\% | 33\% | 24\% | 33\% | 32\% | 30\% | 25\% | 34\% | 34\% | 39\% | 25\% | 32\% | 35\% | 30\% | 29\% | 27\% | 29\% | 36\% |
|  | 7\% | 6\% | 8\% | 4\% | 8\% | 7\% | 5\% | 8\% | 6\% | 4\% | 10\% | 4\% | 8\% | 7\% | 7\% | 4\% | 8\% | 9\% | 5\% | 5\% |
| Large corporations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Better off Worse off About as well off (DK/NS) | 61\% | 62\% | 60\% | 63\% | 59\% | 61\% | 61\% | 61\% | 57\% | 66\% | 61\% | 72\% | 65\% | 57\% | 58\% | 59\% | 66\% | 56\% | 65\% | 63\% |
|  | 8\% | 8\% | 8\% | 8\% | 5\% | 11\% | 8\% | 8\% | 10\% | 6\% | 8\% | 4\% | 7\% | 9\% | 10\% | 7\% | 8\% | 10\% | 9\% | 5\% |
|  | 25\% | 24\% | 26\% | 23\% | 26\% | 25\% | 26\% | 23\% | 30\% | 23\% | 21\% | 23\% | 23\% | 26\% | 26\% | 28\% | 19\% | 29\% | 21\% | 26\% |
|  | 6\% | 6\% | 7\% | 6\% | 9\% | 3\% | 4\% | 8\% | 3\% | 5\% | 10\% | 1\% | 5\% | 7\% | 6\% | 5\% | 7\% | 5\% | 5\% | 6\% |

BC Reid Express - May, 2003 (06-0584-90)
detailed tables
Thinking of how you feel right now, if a provincial election were held here in BC tomorrow, which of the following parties' candidate would you be most likely to support?

|  |  | Region |  |  |  |  | Gender |  | Age |  |  | Union Household |  |  | Education |  |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | LM | V/B | SLM | IsI | Int | M | F | 18-34 | 35-54 | 55+ | Priv | Pub | No | HS | PSec | Unv | <30 | 30-60 | 60+ |
| Base: Decided voters | 623 | 395 | 188 | 207 | 78 | 150 | 323 | 300 | 155 | 256 | 201 | 68 | 121 | 425 | 186 | 230 | 205 | 125 | 178 | 259 |
| Weighted | 615 | 354 | 158 | 196 | 102* | 159 | 307 | 308 | 199 | 241 | 164 | 72* | 117 | 415 | 186 | 235 | 193 | 130 | 176 | 253 |
| The BC Liberals | 44\% | 50\% | 43\% | 55\% | 39\% | 34\% | 48\% | 40\% | 38\% | 45\% | 47\% | 39\% | 30\% | 48\% | 41\% | 44\% | 46\% | 24\% | 40\% | 53\% |
| The NDP | 28\% | 25\% | 30\% | 21\% | 37\% | 28\% | 24\% | 32\% | 25\% | 31\% | 29\% | 31\% | 41\% | 24\% | 24\% | 27\% | 33\% | 31\% | 30\% | 26\% |
| The Green Party | 18\% | 16\% | 18\% | 14\% | 19\% | 23\% | 18\% | 18\% | 24\% | 16\% | 15\% | 15\% | 19\% | 19\% | 22\% | 18\% | 15\% | 32\% | 19\% | 13\% |
| BC Unity | 5\% | 4\% | 4\% | 5\% | 3\% | 8\% | 4\% | 6\% | 7\% | 3\% | 6\% | 7\% | 4\% | 5\% | 6\% | 6\% | 3\% | 8\% | 6\% | 4\% |
| Other | 5\% | 5\% | 5\% | 4\% | 2\% | 7\% | 6\% | 4\% | 6\% | 5\% | 4\% | 8\% | 6\% | 4\% | 7\% | 5\% | 3\% | 6\% | 5\% | 5\% |

Is your support for the BC Liberals based more on an approval of their policies and actions, or is it based more on a belief that there is no reasonable alternative to the Liberals?
small base; ** very small base (under 30)

|  |  | Region |  |  |  |  | Gender |  | Age |  |  | Union Household |  |  | Education |  |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | LM | V/B | SLM | IsI | Int | M | F | 18-34 | 35-54 | 55+ | Priv | Pub | No | HS | PSec | Unv | <30 | 30-60 | 60+ |
| Base: Those who would most likely support The BC Liberals Weighted | 280 | 195 | 81 | 114 | 31 | 54 | 155 | 125 | 62 | 116 | 94 | 27 | 37 | 210 | 81 | 105 | 93 | 33 | 73 | 141 |
|  | 269 | 176 | $68^{*}$ | 108 | 40** | 53* | 147 | 122 | 76* | 109 | 77* | 28** | $35^{*}$ | 198 | 76* | 104* | 89* | $31^{*}$ | $71^{*}$ | 134 |
| Approval of their policies and actions <br> Belief there is no reasonable <br> alternative <br> Neither <br> (DK/NS) | 47\% | 47\% | 53\% | 43\% | 37\% | 53\% | 51\% | 42\% | 44\% | 55\% | 42\% | 41\% | 52\% | 47\% | 40\% | 46\% | 54\% | 45\% | 33\% | 58\% |
|  | 48\% | 46\% | 43\% | 48\% | 63\% | 42\% | 45\% | 51\% | 50\% | 41\% | 54\% | 56\% | 48\% | 47\% | 49\% | 51\% | 43\% | 43\% | 61\% | 40\% |
|  | 3\% | 4\% | 1\% | 6\% | - | - | 1\% | 4\% | 4\% | 2\% | 2\% | 3\% | - | 3\% | 3\% | 3\% | 2\% | 2\% | 5\% | 2\% |
|  | 3\% | 3\% | 2\% | 3\% | - | 4\% | 2\% | 3\% | 3\% | 2\% | 3\% | - | - | 3\% | 7\% | - | 1\% | 10\% | - | - |



|  |  | Region |  |  |  |  | Gender |  | Age |  |  | Union Household |  |  | Education |  |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | LM | V/B | SLM | \|s| | 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 | 106 | 194 | 400 | 400 | 203 | 332 | 250 | 83 | 164 | 539 | 242 | 302 | 254 | 165 | 235 | 314 |
| Weighted | 800 | 446 | 194 | 252 | 145* | 209 | 387 | 413 | 269 | 314 | 204 | $85^{*}$ | 160 | 538 | 247 | 306 | 245 | 174 | 232 | 313 |
| More likely | 18\% | 20\% | 19\% | 20\% | 17\% | 17\% | 21\% | 16\% | 17\% | 20\% | 18\% | 24\% | 21\% | 17\% | 15\% | 19\% | 21\% | 16\% | 22\% | 18\% |
| Less likely | 5\% | 4\% | 4\% | 4\% | 2\% | 8\% | 3\% | 6\% | 5\% | 3\% | 7\% | 6\% | 3\% | 5\% | 5\% | 5\% | 4\% | 7\% | 4\% | 4\% |
| No difference | 74\% | 74\% | 74\% | 74\% | 80\% | 70\% | 73\% | 74\% | 75\% | 75\% | 72\% | 68\% | 72\% | 76\% | 77\% | 73\% | 71\% | 71\% | 72\% | 77\% |
| (DK/NS) | 3\% | 2\% | 3\% | 2\% | 1\% | 5\% | 2\% | 4\% | 3\% | 2\% | 3\% | 1\% | 4\% | 3\% | 2\% | 3\% | 4\% | 5\% | 2\% | 2\% |

