

What this Election is About

q7. This election is about different things to different people. I'd like you to tell me how important some issues are to you personally. Do you agree or disagree that for you personally ...? AGREE

SUMMARY TABLE

	Region									Sex		Age		
	Total	LM	LM-West	LM-East	Non-LM	Island	CRD	Rest of Island	Int/ North	M	F	18-34	35-54	55+
Base: All respondents	1050	400	200	200	650	400	200	200	250	525	525	195	424	415
Weighted	1050	601	323	278	449	182	91	90	267	509	541	300	418	315
This election is mostly a referendum on the BC Liberal record over the last four years	32%	31%	33%	29%	33%	31%	34%	29%	34%	29%	35%	21%	30%	46%
This election is mostly about who can be trusted to keep their election promises	45%	44%	45%	43%	46%	47%	48%	46%	46%	40%	49%	44%	42%	50%
This election is mostly about who has the most balanced approach to benefit all British Columbians	47%	46%	47%	45%	49%	53%	55%	51%	46%	46%	48%	39%	47%	58%
This election is mostly about who will make the best Premier of British Columbia	36%	36%	37%	36%	35%	35%	33%	37%	35%	34%	38%	33%	34%	43%
This election is mostly about who has the best vision for the future	49%	49%	48%	51%	49%	52%	51%	53%	48%	49%	50%	48%	45%	57%
This election is mostly about who is best to keep BC's economy moving forward	54%	56%	50%	62%	52%	52%	48%	56%	53%	59%	50%	53%	53%	59%
This election is mostly about who is best on issues like health care and education	53%	52%	54%	48%	55%	57%	59%	55%	53%	46%	60%	53%	52%	55%
This election is mostly about who is the best candidate to represent your riding	29%	26%	25%	28%	34%	33%	28%	37%	34%	32%	28%	21%	52%	55%

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	Total	Vote					Likelihood of Voting		Union HH		HH Income		
		Lib	NDP	Gm	Und		Def	Not Def	Yes	No	<\$40K	\$40K-\$75K	\$75K+
Base: All respondents	1050	426	378	108	78		876	174	321	723	333	313	299
Weighted	1050	424	361	117	82		843	207	329	711	316	300	324
This election is mostly a referendum on the BC Liberal record over the last four years	32%	29%	38%	37%	17%		34%	26%	31%	33%	35%	36%	27%
This election is mostly about who can be trusted to keep their election promises	45%	32%	59%	38%	51%		46%	43%	48%	43%	55%	41%	41%
This election is mostly about who has the most balanced approach to benefit all British Columbians	47%	49%	52%	41%	35%		50%	37%	46%	48%	50%	46%	47%
This election is mostly about who will make the best Premier of British Columbia	36%	41%	34%	25%	35%		36%	35%	33%	37%	42%	35%	32%
This election is mostly about who has the best vision for the future	49%	62%	44%	39%	39%		52%	38%	45%	51%	46%	46%	55%
This election is mostly about who is best to keep BC's economy moving forward	54%	79%	36%	41%	42%		55%	51%	45%	58%	51%	49%	61%
This election is mostly about who is best on issues like health care and education	53%	38%	69%	59%	57%		54%	48%	61%	49%	58%	58%	45%
This election is mostly about who is the best candidate to represent your riding	29%	32%	30%	20%	24%		31%	22%	27%	30%	34%	27%	28%

Vote Broken out by What this Election is About

q2. 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? q3. 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? TOTAL MENTIONS TABLE [DECIDED VOTERS ONLY]

	Total	Issues							
		Lib Record	Trust	Balance	Best Premier	Vision	Economy	HC/Educ	Candidate
Base: Decided Voters	931	331	413	477	344	482	523	497	304
Weighted	924	310	406	448	332	469	520	485	274
The BC Liberal Party	46%	40%	33%	46%	53%	56%	64%	33%	49%
The New Democratic Party (NDP)	39%	44%	52%	42%	37%	34%	25%	51%	40%
The Green Party	13%	14%	11%	11%	9%	10%	9%	14%	8%
Other	2%	2%	3%	2%	1%	0%	1%	1%	3%
Undecided/No preference	12%	8%	14%	10%	12%	10%	9%	12%	11%

Vote Broken out by What this Election is About: Vancouver Island Only

q2. 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? q3. 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? TOTAL MENTIONS TABLE [DECIDED VOTERS ONLY] (Vancouver Island only)

	Total	Issues							
		Lib Record	Trust	Balance	Best Premier	Vision	Economy	HC/Educ	Candidate
Base: Decided Voters (Vancouver Island only)	357	124	160	197	132	187	189	202	128
Weighted	162	52	74	88	58	85	84	92	53
The New Democratic Party (NDP)	45%	57%	57%	51%	44%	41%	28%	59%	45%
The BC Liberal Party	39%	32%	25%	35%	44%	44%	59%	26%	42%
The Green Party	14%	11%	15%	13%	10%	14%	12%	13%	10%
Other	2%	1%	2%	1%	2%	1%	2%	2%	3%
Undecided/No preference	11%	9%	13%	9%	9%	9%	10%	11%	11%