

CAMPAIGN MOMENTUM

q8_1. Since the start of this election campaign has your impression of CAROLE JAMES AND THE NDP improved, worsened or stayed the same?

	Total	Region								Sex		Age		
		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	185	435	411
Weighted	1050	601	323	278	449	182	91	90	267	507	543	300	414	316
Improved	38%	38%	40%	35%	38%	39%	42%	36%	38%	34%	42%	32%	39%	42%
Worsened	12%	11%	8%	15%	13%	15%	16%	14%	12%	15%	10%	12%	12%	13%
Stayed the same	46%	46%	48%	44%	45%	45%	40%	50%	46%	48%	44%	50%	47%	42%
(DK/NS)	4%	4%	3%	6%	3%	2%	2%	1%	4%	3%	5%	6%	2%	4%

	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	453	372	104	58	882	168	288	754	311	339	308
Weighted	1050	445	363	104	65	843	207	295	749	321	345	307
Improved	38%	19%	67%	36%	32%	41%	25%	47%	34%	39%	39%	37%
Worsened	12%	22%	1%	11%	4%	12%	11%	11%	13%	10%	10%	16%
Stayed the same	46%	56%	31%	50%	47%	45%	50%	39%	49%	44%	48%	45%
(DK/NS)	4%	3%	1%	3%	16%	1%	14%	3%	4%	6%	2%	2%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

CAMPAIGN MOMENTUM

q8_2. Since the start of this election campaign has your impression of GORDON CAMPBELL AND THE BC LIBERAL PARTY improved, worsened or stayed the same?

	Total	Region								Sex		Age		
		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	185	435	411
Weighted	1050	601	323	278	449	182	91	90	267	507	543	300	414	316
Improved	10%	11%	10%	12%	8%	7%	7%	6%	9%	13%	7%	6%	8%	16%
Worsened	28%	26%	25%	28%	30%	29%	27%	32%	31%	24%	32%	35%	28%	22%
Stayed the same	61%	62%	64%	59%	60%	62%	65%	59%	59%	62%	60%	59%	63%	61%
(DK/NS)	1%	1%	1%	0%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%

	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	453	372	104	58	882	168	288	754	311	339	308
Weighted	1050	445	363	104	65	843	207	295	749	321	345	307
Improved	10%	20%	1%	5%	3%	11%	4%	5%	12%	10%	9%	10%
Worsened	28%	4%	47%	37%	45%	29%	26%	36%	25%	35%	29%	21%
Stayed the same	61%	75%	51%	58%	43%	60%	66%	58%	62%	53%	61%	69%
(DK/NS)	1%	0%	1%	-	9%	1%	4%	1%	1%	2%	1%	0%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

CAMPAIGN MOMENTUM

q8_3. Since the start of this election campaign has your impression of ADRIANE CARR AND THE GREEN PARTY improved, worsened or stayed the same?

	Total	Region								Sex		Age		
		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	185	435	411
Weighted	1050	601	323	278	449	182	91	90	267	507	543	300	414	316
Improved	33%	34%	33%	35%	33%	36%	36%	37%	30%	31%	35%	21%	37%	40%
Worsened	5%	4%	2%	5%	6%	5%	5%	5%	6%	6%	3%	4%	4%	5%
Stayed the same	55%	55%	58%	51%	54%	54%	56%	53%	54%	57%	53%	68%	52%	46%
(DK/NS)	7%	7%	6%	9%	7%	4%	3%	5%	10%	6%	8%	7%	6%	10%

	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	453	372	104	58	882	168	288	754	311	339	308
Weighted	1050	445	363	104	65	843	207	295	749	321	345	307
Improved	33%	32%	35%	49%	22%	37%	19%	38%	32%	28%	40%	33%
Worsened	5%	5%	3%	5%	8%	5%	4%	4%	5%	4%	3%	7%
Stayed the same	55%	57%	55%	44%	48%	53%	60%	51%	56%	59%	51%	56%
(DK/NS)	7%	6%	7%	2%	22%	5%	17%	8%	7%	9%	7%	3%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

ADDRESSING THE ISSUES

q9_1. In your opinion, have CAROLE JAMES AND THE NDP done a GOOD job or a POOR job in this campaign at addressing the issues that matter most to you personally?

	Total	Region								Sex		Age		
		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	185	435	411
Weighted	1050	601	323	278	449	182	91	90	267	507	543	300	414	316
Very good job	17%	15%	15%	15%	18%	19%	20%	18%	18%	14%	19%	13%	14%	22%
Somewhat good job	42%	43%	48%	38%	40%	44%	42%	46%	37%	42%	42%	48%	44%	34%
Somewhat poor job	22%	21%	21%	22%	22%	19%	20%	17%	25%	23%	21%	20%	24%	20%
Very poor job	13%	13%	9%	18%	13%	15%	15%	15%	12%	17%	10%	8%	13%	17%
(DK/NS)	7%	7%	7%	8%	6%	3%	3%	4%	8%	5%	9%	10%	5%	6%
Summary														
Good job (Very/Somewhat)	58%	58%	63%	53%	58%	63%	62%	64%	55%	56%	61%	61%	58%	56%
Poor job (Very/Somewhat)	35%	34%	30%	39%	36%	34%	35%	33%	37%	40%	30%	28%	37%	38%

	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	453	372	104	58	882	168	288	754	311	339	308
Weighted	1050	445	363	104	65	843	207	295	749	321	345	307
Very good job	17%	4%	37%	13%	11%	18%	10%	22%	15%	21%	15%	15%
Somewhat good job	42%	32%	54%	43%	43%	42%	41%	50%	39%	44%	45%	38%
Somewhat poor job	22%	34%	4%	26%	14%	21%	24%	15%	24%	16%	25%	25%
Very poor job	13%	24%	1%	14%	7%	14%	9%	9%	15%	9%	11%	19%
(DK/NS)	7%	6%	4%	3%	25%	4%	16%	4%	8%	11%	4%	3%
Summary												
Good job (Very/Somewhat)	58%	36%	91%	57%	54%	60%	51%	72%	53%	64%	60%	53%
Poor job (Very/Somewhat)	35%	57%	5%	40%	21%	35%	32%	24%	39%	25%	36%	44%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

ADDRESSING THE ISSUES

q9_2. In your opinion, have GORDON CAMPBELL AND THE BC LIBERAL PARTY done a GOOD job or a POOR job in this campaign at addressing the issues that matter most to you personally?

	Total	Region								Sex		Age		
		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	185	435	411
Weighted	1050	601	323	278	449	182	91	90	267	507	543	300	414	316
Very good job	11%	13%	12%	14%	10%	11%	9%	12%	9%	14%	9%	5%	11%	17%
Somewhat good job	32%	34%	33%	36%	29%	28%	26%	31%	30%	33%	31%	36%	31%	31%
Somewhat poor job	24%	23%	25%	22%	24%	28%	32%	23%	22%	24%	23%	26%	25%	21%
Very poor job	28%	25%	26%	25%	32%	31%	30%	32%	33%	25%	31%	26%	30%	27%
(DK/NS)	4%	4%	5%	4%	5%	3%	3%	2%	6%	3%	6%	7%	3%	4%
Summary														
Good job (Very/Somewhat)	44%	47%	45%	50%	39%	39%	35%	43%	39%	48%	40%	41%	43%	48%
Poor job (Very/Somewhat)	52%	49%	50%	47%	56%	59%	62%	55%	55%	50%	54%	52%	55%	47%

	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	453	372	104	58	882	168	288	754	311	339	308
Weighted	1050	445	363	104	65	843	207	295	749	321	345	307
Very good job	11%	25%	0%	3%	2%	13%	5%	8%	13%	6%	10%	16%
Somewhat good job	32%	55%	13%	20%	21%	32%	33%	22%	37%	33%	31%	35%
Somewhat poor job	24%	16%	32%	28%	24%	23%	25%	29%	21%	21%	27%	24%
Very poor job	28%	2%	50%	46%	39%	29%	27%	37%	25%	33%	29%	23%
(DK/NS)	4%	3%	4%	3%	14%	3%	11%	4%	4%	7%	3%	2%
Summary												
Good job (Very/Somewhat)	44%	80%	13%	23%	22%	45%	38%	30%	49%	39%	41%	51%
Poor job (Very/Somewhat)	52%	17%	83%	74%	64%	52%	52%	66%	46%	54%	56%	47%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

ADDRESSING THE ISSUES

q9_3. In your opinion, have ADRIANE CARR AND THE GREEN PARTY done a GOOD job or a POOR job in this campaign at addressing the issues that matter most to you personally?

	Total	Region								Sex		Age		
		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	185	435	411
Weighted	1050	601	323	278	449	182	91	90	267	507	543	300	414	316
Very good job	9%	9%	8%	9%	10%	11%	10%	12%	9%	8%	10%	6%	9%	11%
Somewhat good job	46%	47%	46%	48%	45%	47%	48%	46%	44%	47%	45%	50%	43%	46%
Somewhat poor job	22%	22%	24%	20%	22%	25%	28%	22%	21%	23%	22%	24%	26%	16%
Very poor job	9%	9%	7%	11%	10%	8%	7%	10%	11%	13%	6%	7%	9%	12%
(DK/NS)	13%	13%	14%	13%	13%	9%	7%	10%	16%	9%	17%	14%	12%	15%
Summary														
Good job (Very/Somewhat)	55%	55%	54%	57%	55%	58%	58%	58%	52%	55%	55%	56%	53%	57%
Poor job (Very/Somewhat)	32%	31%	32%	31%	32%	33%	34%	32%	31%	36%	28%	30%	35%	28%

	Total	Vote				Likelihood of Voting		Union HH		HH Income		
		Lib	NDP	Grn	Und	Def	Not Def	Yes	No	<\$40K	\$40K-\$75K	\$75K+
Base: All respondents	1050	453	372	104	58	882	168	288	754	311	339	308
Weighted	1050	445	363	104	65	843	207	295	749	321	345	307
Very good job	9%	7%	9%	20%	10%	9%	8%	10%	9%	11%	7%	8%
Somewhat good job	46%	39%	55%	57%	37%	48%	38%	52%	44%	46%	52%	43%
Somewhat poor job	22%	27%	19%	15%	10%	22%	22%	22%	22%	19%	22%	25%
Very poor job	9%	15%	4%	2%	8%	9%	9%	6%	11%	5%	7%	17%
(DK/NS)	13%	12%	12%	6%	35%	11%	23%	10%	15%	19%	11%	7%
Summary												
Good job (Very/Somewhat)	55%	46%	64%	77%	47%	57%	46%	62%	52%	57%	60%	51%
Poor job (Very/Somewhat)	32%	42%	23%	17%	18%	32%	32%	28%	33%	24%	29%	42%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

FOLLOWING THE DEBATE

q10. As you may know, there was a televised leaders' debate on Tuesday May 3rd. Did you either watch the debate, or see any coverage or analysis of the debate?

	Total	Region								Sex		Age		
		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	185	435	411
Weighted	1050	601	323	278	449	182	91	90	267	507	543	300	414	316
Yes	55%	54%	49%	61%	57%	62%	65%	59%	54%	57%	54%	42%	57%	65%
No	44%	45%	51%	39%	43%	38%	35%	41%	46%	42%	46%	58%	42%	35%
(DK/NS)	0	0	0	-	0	0	0	-	-	0	0	-	0	-

	Total	Vote				Likelihood of Voting		Union HH		HH Income		
		Lib	NDP	Grn	Und	Def	Not Def	Yes	No	<\$40K	\$40K-\$75K	\$75K+
Base: All respondents	1050	453	372	104	58	882	168	288	754	311	339	308
Weighted	1050	445	363	104	65	843	207	295	749	321	345	307
Yes	55%	57%	62%	50%	28%	61%	32%	66%	51%	48%	56%	62%
No	44%	43%	38%	50%	72%	39%	67%	34%	49%	52%	44%	38%
(DK/NS)	0%	0%	0%	-	-	0%	1%	0%	0%	0%	-	0%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

WHO WON THE DEBATE

q11. In your opinion, which leader WON the debate?

	Total	Region								Sex		Age		
		LM	LM-West	LM-East	Non-LM	Island	CRD	Rest of Island	Int/ North	M	F	18-34	35-54	55+
Base: Watched or saw coverage of debate	626	228	104	124	398	258	132	126	140	325	301	79	251	283
Weighted	583	327	159	169	255	112	59	53	143	291	291	125	238	206
Gordon Campbell	12%	12%	9%	15%	12%	11%	12%	10%	12%	12%	11%	10%	9%	16%
Carole James	34%	34%	38%	29%	35%	33%	30%	36%	36%	32%	36%	24%	33%	41%
Adriane Carr	9%	9%	8%	11%	8%	6%	8%	4%	10%	10%	8%	7%	12%	7%
No winner	43%	43%	42%	45%	43%	45%	45%	46%	41%	44%	42%	58%	43%	33%
(DK/NS)	2%	2%	3%	-	3%	4%	5%	3%	2%	2%	3%	1%	3%	2%

	Total	Vote				Likelihood of Voting		Union HH		HH Income		
		Lib	NDP	Gm	Und	Def	Not Def	Yes	No	<\$40K	\$40K-\$75K	\$75K+
Base: Watched or saw coverage of debate	626	271	251	56	18	570	56	199	423	161	211	201
Weighted	583	252	225	52	18	516	67	195	385	154	194	191
Gordon Campbell	12%	25%	1%	7%	2%	13%	5%	6%	15%	9%	10%	14%
Carole James	34%	9%	66%	30%	29%	36%	18%	42%	30%	38%	36%	30%
Adriane Carr	9%	7%	8%	26%	-	9%	6%	13%	7%	8%	8%	11%
No winner	43%	57%	24%	33%	61%	40%	68%	37%	46%	42%	45%	43%
(DK/NS)	2%	2%	1%	5%	9%	2%	3%	2%	3%	3%	2%	2%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC

IMPACT OF DEBATE

q12. How important is the debate in helping you make your vote decision?

	Total	Region								Sex		Age		
		LM	LM-West	LM-East	Non-LM	Island	CRD	Rest of Island	Int/ North	M	F	18-34	35-54	55+
Base: Watched or saw coverage of debate	626	228	104	124	398	258	132	126	140	325	301	79	251	283
Weighted	583	327	159	169	255	112	59	53	143	291	291	125	238	206
Very important	11%	11%	10%	12%	13%	10%	10%	11%	15%	11%	12%	8%	11%	14%
Somewhat important	34%	35%	41%	30%	31%	29%	29%	29%	33%	31%	36%	45%	30%	30%
Not very important	32%	31%	28%	33%	34%	35%	38%	32%	33%	33%	31%	37%	33%	30%
Not at all important	23%	24%	22%	25%	22%	26%	24%	27%	19%	26%	20%	10%	26%	26%
(DK/NS)	0%	-	-	-	0%	1%	-	1%	-	0%	0%	-	-	0%
Summary														
Important (Very/Somewhat)	45%	46%	50%	42%	44%	39%	39%	40%	48%	42%	48%	53%	41%	43%
Not important (Not very/at all)	55%	54%	50%	58%	56%	60%	61%	59%	52%	58%	52%	47%	59%	56%

	Total	Vote				Likelihood of Voting		Union HH		HH Income		
		Lib	NDP	Grn	Und	Def	Not Def	Yes	No	<\$40K	\$40K-\$75K	\$75K+
Base: Watched or saw coverage of debate	626	271	251	56	18	570	56	199	423	161	211	201
Weighted	583	252	225	52	18	516	67	195	385	154	194	191
Very important	11%	5%	18%	16%	24%	11%	17%	9%	13%	18%	9%	8%
Somewhat important	34%	30%	39%	34%	52%	34%	26%	39%	31%	33%	36%	31%
Not very important	32%	34%	29%	30%	19%	32%	35%	33%	32%	29%	36%	32%
Not at all important	23%	31%	14%	20%	5%	23%	21%	19%	25%	19%	19%	29%
(DK/NS)	0%	-	0%	-	-	0%	1%	-	0%	0%	-	-
Summary												
Important (Very/Somewhat)	45%	35%	57%	50%	75%	45%	44%	48%	43%	51%	45%	39%
Not important (Not very/at all)	55%	65%	43%	50%	25%	55%	56%	52%	57%	48%	55%	61%

LM=Total Lower Mainland; LM-West=North Shore, Vcr, Bby, New West, Richmond; LM-East=Rest of Lower Mainland; Island=Total Vcr Island; CRD=Capital Region District; Rest of Island=Vcr Island outside CRD; Int/North=Interior and Northern BC