

PUBLIC APPROVAL OF BC LIBERAL GOVERNMENT COLLAPSES

*Government Approval Falls to 32% - Lowest Level Recorded for
Campbell Government*

*BC Liberals (35%, down 11 points) Trail NDP (45%, up 3 points)
in Voter Support*

*Gordon Campbell's Approval Rating Also Drops (35%, down 15
points); Carole James Makes Small Gain (55%, up 3 points)*



Ipsos Reid

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Vancouver, BC – Four months after the BC Liberals were elected to a third consecutive majority government, a new Ipsos Reid poll shows only one-in-three (32%) voters approve of the overall performance of their provincial government. This is a drop of 21 points from the last time Ipsos Reid asked voters to assess the provincial government's performance (53% in November 2008) and the lowest number recorded for the Campbell government since taking office in June 2001 (previous low was 37% in March 2004).

Lowered government approval has significantly impacted voter party preferences. The BC Liberals now have the support of 35% of decided voters, down 11 points from their 46% support in the May provincial election. The NDP leads at 45% (up 3 points), with the Green Party at 13% (up 5 points) and other parties at 7% (up 3 points).

For the record, at 35%, BC Liberal vote support is the lowest it has been since a September 1997 Ipsos Reid poll (33%). However, BC Liberal support was also close to current levels in May 2004 and July 2004 (37% in both polls). Also for the record, at 45%, NDP vote support is the highest it has been since an August 1992 Ipsos Reid poll (52%). However, NDP support was also close to current levels in May 2004 (44%).

Gordon Campbell's approval rating as Premier has also fallen a considerable amount. Currently, 35% of British Columbians say they approve of his performance as Premier, a decline of 15 points from March 2009. Campbell's approval numbers were last at similar levels during much of 2004 (34% in March 2004, 35% in July 2004 and September 2004).

Carole James has a 55% approval rating as NDP leader and Opposition Leader. This is a small increase of 3 points from March 2009 (52%) and equal to her average approval rating over the past 4 years (55% average from Sept 2005 to Mar 2009).

These are the findings of an Ipsos Reid telephone poll conducted between September 9 and 13, 2009. The poll is based on a randomly selected sample of 800 adult British Columbians. With a sample of this size, the results are considered accurate to within ± 3.5 percentage points, 19 times out of 20, of what they would have been had the entire adult population of BC been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to 2006 Census data.

Government Approval Falls to 32% - Lowest Level Recorded for Campbell Government

One-in-three (32%) British Columbians say they approve of the performance of the BC Liberal Government, including 8% who “strongly” approve and 25% who “moderately” approve. Meanwhile, two-thirds (65%) disapprove of the government’s performance, including 47% who “strongly” disapprove and 18% who “somewhat” disapprove.

- Government approval is higher among higher income households (40% higher vs. 30% middle, 28% lower).

BC Liberal Government Approval Tracking

	Sep 09	Nov 08	Mar 08	Sep 07	Apr 07	Sep 06	Mar 06	Sep 05
Approve	32	53	51	54	58	56	52	48
Disapprove	65	42	43	39	35	42	45	48

BC Liberals (35%, down 11 points) Trail NDP (45%, up 3 points) in Voter Support

The NDP currently have the support of 45% (up 3 points from May election) of the province’s decided voters and a 10 point lead over the BC Liberals at 35% (down 11 points). The Green Party currently has the support of 13% (up 5 points) of decided voters, while 7% (up 3 points) support other parties. These results exclude the 14% of British Columbians who are undecided or express no preference.

- The NDP lead by 16 points outside the Lower Mainland (48% NDP vs. 32% Lib) and by a smaller 6 point margin in the Lower Mainland (43% NDP vs. 37% Lib).
- The NDP lead by 15 points among women (49% NDP vs. 34% Lib) and by a smaller 3 points among men (40% NDP vs. 37% Lib).
- The NDP lead by 21 points among lower income households (47% NDP vs. 26% Lib) and by 17 points among middle income households (49% NDP vs. 32% Lib). The Liberals leads by 3 points among higher income households (45% Lib vs. 42% NDP).

Decided Vote Tracking

	Sep 09	Vote 09	Mar 09	Nov 08	Jun 08	Mar 08	Dec 07	Sep 07	Jun 07	Apr 07	Dec 06	Sep 06	Jun 06	Mar 06	Dec 05	Sep 05	Vote 05
NDP	45	42	35	35	33	34	35	36	36	32	36	37	35	40	41	39	42
BC Libs	35	46	46	44	47	46	45	46	45	49	45	47	51	43	43	42	46
Green	13	8	15	16	16	16	16	15	15	15	16	13	10	12	13	13	9
Other	7	4	5	5	4	4	4	3	4	4	3	3	4	5	3	5	3

Gordon Campbell's Approval Rating Also Drops (35%, down 15 points); Carole James Makes Small Gain (55%, up 3 points)

Gordon Campbell's approval rating as Premier has dropped substantially. Slightly more than one-third (35%, down 15 points) of residents say they approve of Campbell's performance, including 7% "strongly" and 28% "moderately". More than six-in-ten (63%, up 16 points) disapprove of his performance, including 47% "strongly" and 16% "moderately".

- Campbell's approval rating is higher with higher income households (41% higher vs. 30% middle, 35% lower).

Carole James' approval rating as NDP and Opposition leader is up a small amount. A slight majority (55%, up 3 points) of British Columbians approve of her performance, including 11% "strongly" and 44% "moderately". Roughly four-in-ten (38%, unchanged) residents say they disapprove of her performance (19% "strongly", 19% "moderately").

- James' approval rating is higher outside the Lower Mainland (61% vs. 51% in LM), among women (64% vs. 47% among men) and among lower/middle income households (62% lower, 60% middle vs. 50% higher).

Leader Approval Tracking

	Sep 09	Mar 09	Nov 08	Jun 08	Mar 08	Dec 07	Sep 07	Jun 07	Apr 07	Dec 06	Sep 06	Jun 06	Mar 06	Dec 05	Sep 05
Carole James															
Approve	55	52	54	55	50	55	48	54	51	59	54	53	57	61	60
Disapprove	38	38	34	33	34	30	36	34	31	26	23	29	26	30	23
Gordon Campbell															
Approve	35	50	50	49	47	49	47	49	53	50	47	52	44	44	44
Disapprove	63	47	46	47	49	46	48	48	41	46	48	44	52	54	54

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