

RATING BC LIBERAL LEADERSHIP CONTENDERS

Christy Clark Tops in Public Opinion



Ipsos Reid

Public Release Date: December 8, 2010

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Christy Clark Tops in Public Opinion

Vancouver, BC – On the day that Christy Clark announces that she will enter the race for the BC Liberal leadership, a new Ipsos Reid poll (conducted before the announcement) shows she has an advantage in public opinion over her leadership rivals. She is the only one of the five declared candidates with more positive than negative impressions.

Among all British Columbians, Christy Clark currently has 39% positive impressions versus 28% negative impressions, for a NET impression score of +11. George Abbott is next best with roughly the same number as positive (23%) and negative impressions (24%) ratings for a NET score of -1. The ratings are more negative for Moira Stilwell (-12), Mike de Jong (-18) and Kevin Falcon (-23).

IMPRESSIONS: Among All Respondents (n=1,400)

<i>Listed below are the names of some of the people who have either announced they are running for the BC Liberal leadership or are rumoured to be considering a run for the leadership. Please indicate your impression of each of these individuals.</i>	Positive %	Negative %	Neutral %	Never Heard of Person %	NET Positive - Negative
Christy Clark, former MLA	39	28	27	6	+11
George Abbott, MLA	23	24	41	13	-1
Moira Stilwell, MLA	5	17	45	33	-12
Mike de Jong, MLA	18	36	39	7	-18
Kevin Falcon, MLA	19	42	30	10	-23

Impressions among 2009 BC Liberal Voters: Christy Clark has by the far the most positive image among those who voted for the BC Liberals in 2009. Nearly six-in-ten (58%) past Liberal voters have a positive impression of Clark versus 15% with a negative impression, for a NET score of +43.

Three of the other four candidates have more positive than negative impressions among past Liberal voters including George Abbott (NET +19), Kevin Falcon (+10) and Mike de Jong (+7).

Moira Stilwell has a slightly negative NET score of -3, but it's clear that few British Columbians have developed any impression of her yet.

IMPRESSIONS: Among 2009 BC Liberal Voters (n=559)

<i>Listed below are the names of some of the people who have either announced they are running for the BC Liberal leadership or are rumoured to be considering a run for the leadership. Please indicate your impression of each of these individuals.</i>	Positive %	Negative %	Neutral %	Never Heard of Person %	NET Positive - Negative
Christy Clark, former MLA	58	15	24	3	+43
George Abbott, MLA	32	13	46	9	+19
Kevin Falcon, MLA	35	25	34	6	+10
Mike de Jong, MLA	29	22	43	6	+7
Moira Stilwell, MLA	8	11	53	29	-3

Impressions among 2009 NDP Voters: Christy Clark's positive ratings do not carry over to those who voted for the NDP in 2009. In fact, NET impression scores are negative for all five BC Liberal leadership candidates.

Among past NDP voters, the ratings are best for George Abbott (NET -18), Christy Clark (-21) and Moira Stilwell (-26). They are much more negative for both Kevin Falcon (-56) and Mike de Jong (-47).

IMPRESSIONS: Among 2009 NDP Voters (n=511)

<i>Listed below are the names of some of the people who have either announced they are running for the BC Liberal leadership or are rumoured to be considering a run for the leadership. Please indicate your impression of each of these individuals.</i>	Positive %	Negative %	Neutral %	Never Heard of Person %	NET Positive - Negative
George Abbott, MLA	19	37	34	10	-18
Christy Clark, former MLA	25	46	24	5	-21
Moira Stilwell, MLA	3	29	40	28	-26
Mike de Jong, MLA	10	57	29	4	-47
Kevin Falcon, MLA	8	64	20	8	-56

Candidate Most Likely to Generate Interest in Voting BC Liberal

The poll also asked respondents to select the leadership candidate that would be most likely to get them to consider voting for the BC Liberals in the next provincial election. On this measure, Christy Clark stands out from her rivals, especially among past Liberal voters.

Overall, one-quarter (25%) of British Columbians say that Christy Clark is the leadership candidate that would be most likely to get them to consider voting for the BC Liberals in the next election.

George Abbott (9%) and Kevin Falcon (8%) are well back in second and third place, respectively.

- Among 2009 BC Liberal voters, Christy Clark (35%) has almost as much support as the four other contenders combined. Kevin Falcon is second at 17%, followed by George Abbott (13%), Mike de Jong (8%) and Moira Stilwell (1%).
- Among 2009 NDP voters, Christy Clark leads at just 16%, followed by George Abbott at 7%. Notably, six-in-ten (60%) past NDP voters say that none of the candidates would be likely to get them to consider voting for the BC Liberals.

MOST LIKELY TO CONSIDER VOTING BC LIBERAL

<i>Which one of these potential leadership candidates would be most likely to get you to consider voting for the BC Liberals in the next provincial election?</i>	All Respondents (n=1,400) %	2009 Liberal Voters (n=559) %	2009 NDP Voters (n=511) %
Christy Clark, former MLA	25	35	16
George Abbott, MLA	9	13	7
Kevin Falcon, MLA	8	17	2
Mike de Jong, MLA	5	8	3
Moira Stilwell, MLA	1	1	1
None of them	37	11	60
Don't know	15	15	10

These are the findings of an Ipsos Reid online poll conducted on behalf of Global BC. The poll was fielded December 6-7, 2010 with a representative sample of 1,400 adult British Columbia residents. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of ± 2.7 percentage points, 19 times out of 20. The margin of error will be larger 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 British Columbia population according to 2006 Census data. The polling was conducted using Ipsos Reid's "Voice of the West Interactive Forum" – an online panel of more than 6,500 British Columbians who have been recruited to match the overall characteristics of the adult residents of the province.

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