

JANUARY 2011 UPDATE ON BC LIBERAL LEADERSHIP CONTENDERS

Christy Clark Remains Top of the Pack in Public Opinion



Ipsos Reid

Public Release Date: January 25, 2011

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JANUARY 2011 UPDATE ON BC LIBERAL LEADERSHIP CONTENDERS

Christy Clark Remains Top of the Pack in Public Opinion

Vancouver, BC – A new Ipsos Reid online poll shows that Christy Clark continues to be the public's most popular BC Liberal leadership candidate, especially among past BC Liberal voters.

How Closely Following Leadership Contest

A slight majority (57%) of British Columbians say they have been following the BC Liberal leadership contest either "very closely" (17%) or "somewhat closely" (40%) so far.

Past Liberal voters are somewhat more likely than past NDP voters to be following the contest closely (71% of 2009 Liberal voters are following "very closely" or "somewhat closely" vs. 58% of 2009 NDP voters).

How Closely Following BC Liberal Leadership Contest

<i>How closely have you been following each of these two leadership contests so far?(The BC Liberal leadership contest)</i>	All Respondents (n=750) %	2009 Liberal Voters (n=289) %	2009 NDP Voters (n=264) %
Very closely	17	22	19
Somewhat closely	40	49	39
Not very closely	25	20	27
Not at all closely	17	9	15
Don't know	1	1	1
<i>Total Closely (Very + Somewhat)</i>	<i>57</i>	<i>71</i>	<i>58</i>

Impressions of Leadership Contenders

Impressions among All Voters: Among all British Columbians, Christy Clark currently has 40% positive impressions versus 29% negative impressions, for a NET impression score of +11. George Abbott is the only other candidate with more positive impressions (24%) than negative impressions (19%), for a NET score of +5. The NET ratings are negative for Ed Mayne (-6), Moira Stilwell (-9), Mike de Jong (-15) and Kevin Falcon (-22).

These ratings are mostly unchanged from a December 6-7, 2010 poll, with George Abbott showing the biggest change (a positive move from NET -1 to +5).

IMPRESSIONS: Among All Respondents (n=750)

<i>Listed below are the names of the people who have entered the race for the BC Liberal leadership. Please indicate your impression of each of these individuals.</i>	Positive %	Negative %	Neutral %	Never Heard of Person %	NET Positive - Negative
Christy Clark	40 (39)	29 (28)	28 (27)	3 (6)	+11 (+11)
George Abbott	24 (23)	19 (24)	40 (41)	16 (13)	+5 (-1)
Ed Mayne	1 (-)	7 (-)	33 (-)	59 (-)	-6 (-)
Moira Stilwell	3 (5)	12 (17)	48 (45)	37 (33)	-9 (-12)
Mike de Jong	16 (18)	31 (36)	46 (39)	7 (7)	-15 (-18)
Kevin Falcon	17 (19)	39 (42)	33 (30)	10 (10)	-22 (-23)
(numbers in brackets are from Dec 6-7, 2010 poll, n=1400)					

Impressions among 2009 BC Liberal Voters: Christy Clark continues to have the most positive image among those who voted for the BC Liberals in 2009. Six-in-ten (60%) past Liberal voters have a positive impression of Clark versus 15% with a negative impression, for a NET score of +45.

Three of the other five candidates also have more positive than negative impressions among past Liberal voters including George Abbott (NET +27), Kevin Falcon (+9) and Mike de Jong (+5).

Both Ed Mayne (NET -5) and Moira Stilwell (-6) have slightly negative NET scores, but it's clear that few British Columbians have developed impressions of these candidates yet.

These ratings are mostly unchanged from the December 6-7, 2010 poll, with only George Abbott showing a notable change (a positive move from NET +19 to +27).

IMPRESSIONS: Among 2009 BC Liberal Voters (n=289)

<i>Listed below are the names of the people who have entered the race for the BC Liberal leadership. Please indicate your impression of each of these individuals.</i>	Positive %	Negative %	Neutral %	Never Heard of Person %	NET Positive - Negative
Christy Clark	60 (58)	15 (15)	23 (24)	2 (3)	+45 (+43)
George Abbott	38 (32)	11 (13)	42 (46)	9 (9)	+27 (+19)
Kevin Falcon	33 (35)	24 (25)	38 (34)	5 (6)	+9 (+10)
Mike de Jong	25 (29)	20 (22)	52 (43)	3 (6)	+5 (+7)
Ed Mayne	1 (-)	6 (-)	37 (-)	56 (-)	-5 (-)
Moira Stilwell	4 (8)	10 (11)	58 (53)	27 (29)	-6 (-3)
(numbers in brackets are from Dec 6-7, 2010 poll, n=559)					

Impressions among 2009 NDP Voters: Past NDP voters hold more negative than positive impressions of all six BC Liberal leadership contenders. The top ratings are for Ed Mayne (NET -5) and Moira Stilwell (-13) primarily because they are unfamiliar to most past NDP voters.

Past NDP voters are most negative to Kevin Falcon (NET -47) and Mike de Jong (-34). George Abbott (NET -14) and Christy Clark (-18) are rated in the middle of the pack among past NDP voters.

Despite the overall negative impressions, the NET scores have actually improved since December for Moira Stilwell (NET -26 to -13), Mike de Jong (NET -47 to -34) and Kevin Falcon (NET -56 to -47).

IMPRESSIONS: Among 2009 NDP Voters (n=264)

<i>Listed below are the names of the people who have entered the race for the BC Liberal leadership. Please indicate your impression of each of these individuals.</i>	Positive %	Negative %	Neutral %	Never Heard of Person %	NET Positive - Negative
Ed Mayne	1 (-)	6 (-)	34 (-)	59 (-)	-5 (-)
Moira Stilwell	1 (3)	14 (29)	45 (40)	40 (28)	-13 (-26)
George Abbott	16 (19)	30 (37)	39 (34)	15 (10)	-14 (-18)
Christy Clark	25 (25)	43 (46)	31 (24)	1 (5)	-18 (-21)
Mike de Jong	12 (10)	46 (57)	36 (29)	6 (4)	-34 (-47)
Kevin Falcon	7 (8)	54 (64)	30 (20)	9 (8)	-47 (-56)
(numbers in brackets are from Dec 6-7, 2010 poll, n=511)					

Candidate Most and Least Likely to Generate Interest in Voting BC Liberal

Most Likely to Generate Interest: 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 continues to stand out from her rivals, especially among past Liberal voters.

Overall, one-quarter (26%) 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 (12%) and Kevin Falcon (7%) are well back in second and third place, respectively.

- Among 2009 BC Liberal voters, Christy Clark (36%) has about as much support as the four other contenders combined. George Abbott is second at 18%, followed by Kevin Falcon at 14%.
- Among 2009 NDP voters, Christy Clark leads at 16%, followed by George Abbott at 10% and Mike de Jong at 7%. Notably, a majority (54%) of past NDP voters say that none of the candidates would be likely to get them to consider voting for the BC Liberals.

These results are mostly unchanged from December, although George Abbott has moved ahead of Kevin Falcon among past Liberal voters.

MOST LIKELY TO CONSIDER VOTING BC LIBERAL

<i>If elected as party leader, which one of these BC Liberal 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=750) %	2009 Liberal Voters (n=289) %	2009 NDP Voters (n=264) %
Christy Clark	26 (25)	36 (35)	16 (16)
George Abbott	12 (9)	18 (13)	10 (7)
Kevin Falcon	7 (8)	14 (17)	4 (2)
Mike de Jong	4 (5)	4 (8)	7 (3)
Ed Mayne	1 (-)	<1 (-)	1 (-)
Moira Stilwell	<1 (1)	0 (1)	0 (1)
None of them	31 (37)	8 (11)	54 (60)
Don't know	19 (15)	20 (15)	8 (10)
(numbers in brackets are from Dec 6-7, 2010 poll, n=1400, 559, 511)			

Least Likely to Generate Interest: The poll also asked respondents to select the leadership candidate that would be least likely to get them to consider voting for the BC Liberals in the next provincial election (note: question not asked in December).

Overall, Kevin Falcon (22%) is mentioned most often as the candidate that would be least likely to get British Columbians to consider voting for the BC Liberals. Christy Clark (14%) is the only other candidate mentioned by more than 10% of voters.

- Among 2009 BC Liberal voters, it's basically a three way tie between Kevin Falcon (16%), Moira Stilwell (15%) and Ed Mayne (14%), with Christy Clark (10%) not far behind.
- Among 2009 NDP voters, Kevin Falcon (28%) and Christy Clark (21%) stand out as the top two candidates that would be least likely to get them to consider voting for the BC Liberals.

LEAST LIKELY TO CONSIDER VOTING BC LIBERAL

<i>If elected as party leader, which one of these candidates would be least likely to get you to consider voting for the BC Liberals in the next provincial election?</i>	All Respondents (n=750) %	2009 Liberal Voters (n=289) %	2009 NDP Voters (n=264) %
Kevin Falcon	22	16	28
Christy Clark	14	10	21
Moira Stilwell	8	15	4
Ed Mayne	7	14	3
Mike de Jong	5	7	4
George Abbott	3	3	4
None of them	15	8	22
Don't know	25	26	13

These are the findings of an Ipsos Reid online poll conducted on behalf of Global BC. The poll was fielded January 20-24, 2011 with a representative sample of 750 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 ± 3.6 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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