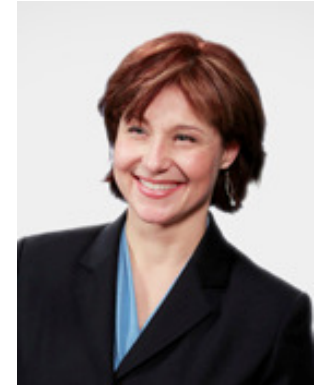




Ipsos Reid

BC Provincial Political Update

Fielded May 9-13, 2011



Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation





Ipsos Reid Contact

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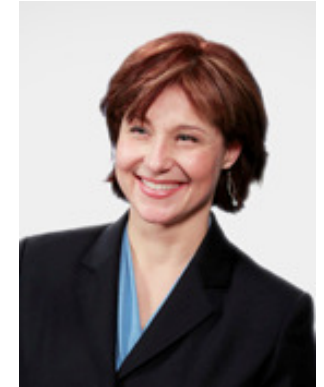
kyle.braid@ipsos.com

- Poll conducted May 9 to 13, 2011
- 1,200 adult British Columbians (+/- 2.9%, 19 times out of 20)
 - 600 phone interviews
 - 600 online interviews
- Some questions (most important issue, government issue approval, Campbell approval) were only asked of 600 online respondents (+/- 4.0%, 19 times out of 20).
- Margins of error are wider 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.



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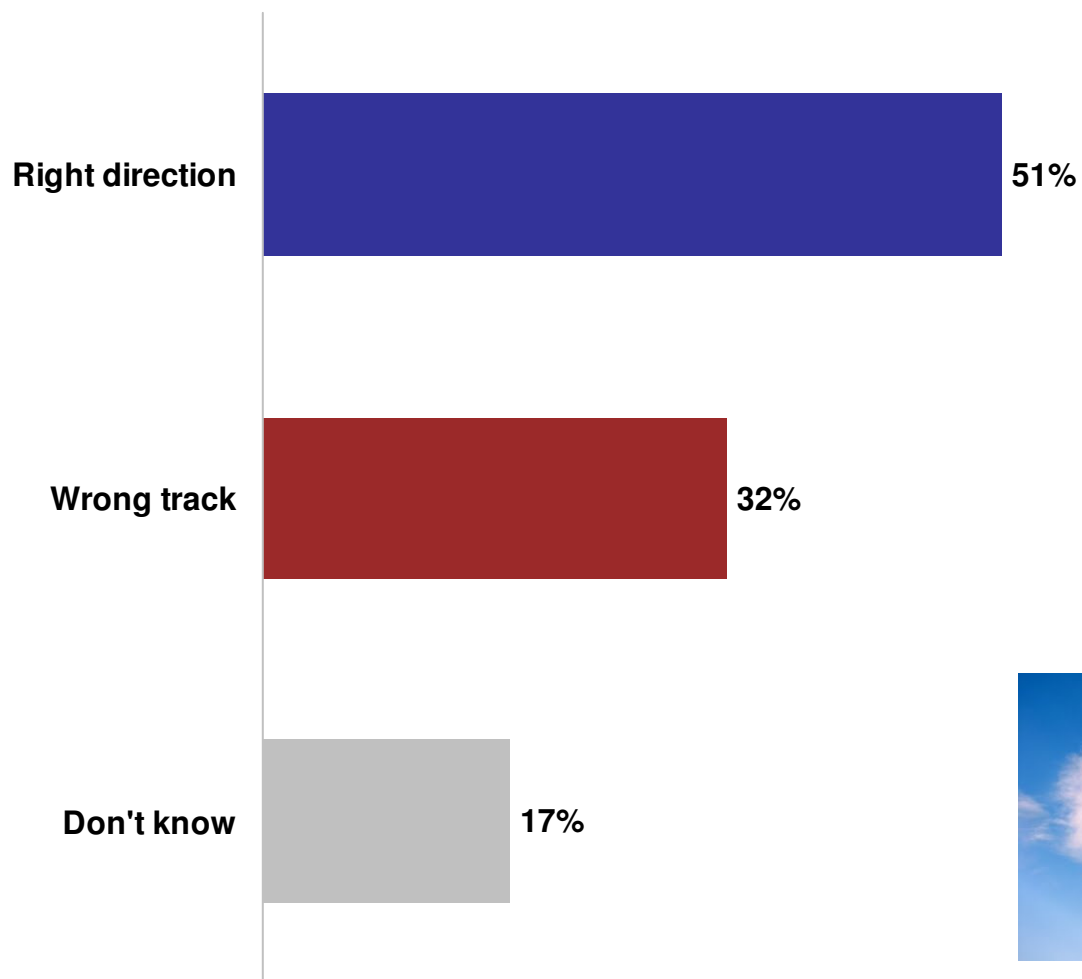
Mood and Issues



Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation



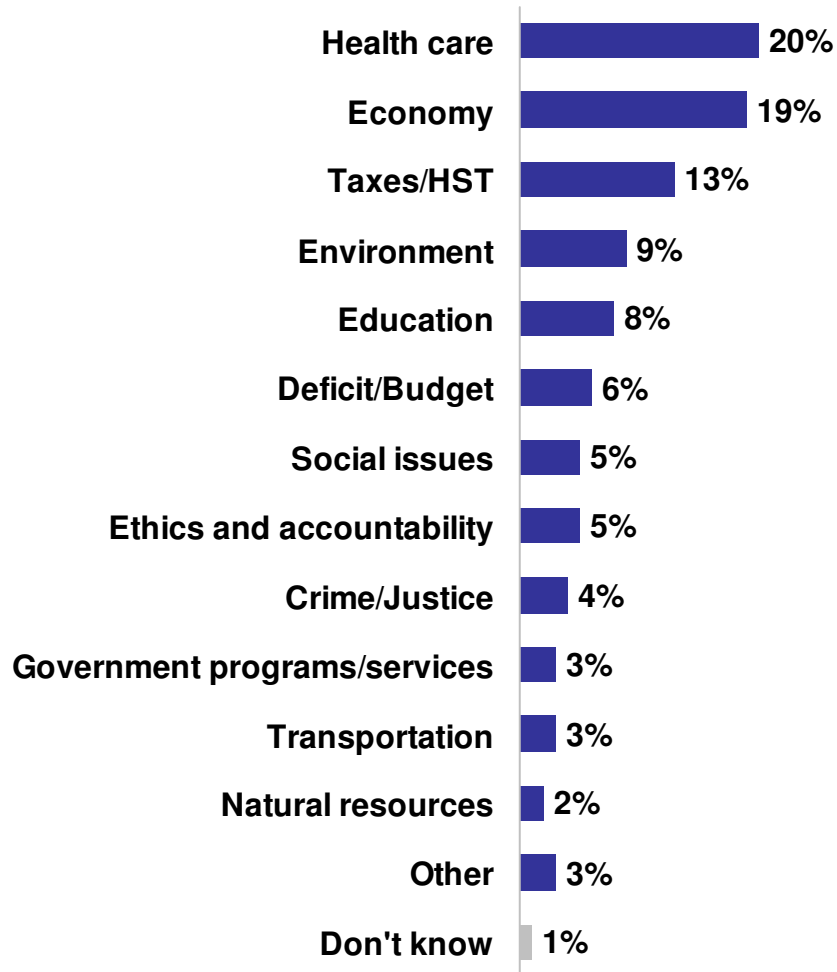
The overall mood in BC is more positive than negative.



Q. Generally speaking, would you say things in British Columbia today are heading in the right direction, or are they off on the wrong track?

Base: All respondents (n=1,200)

No single issue dominates the public agenda.



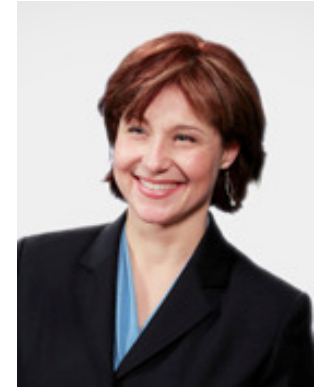
Q. Which one of the following issues do you feel should receive the greatest attention from BC's leaders?

Base: All online respondents (n=600)



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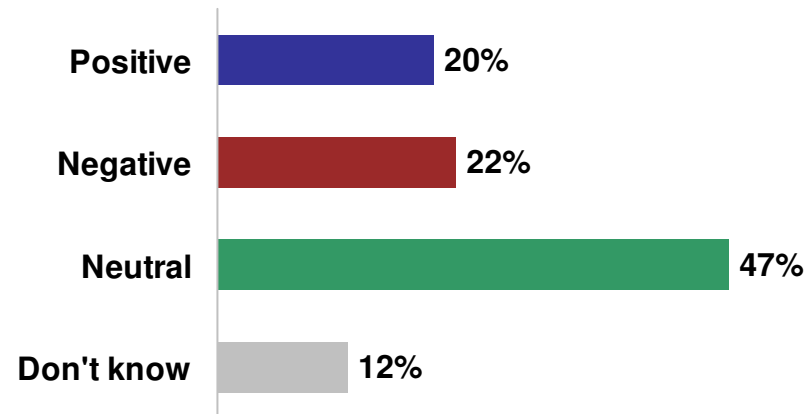
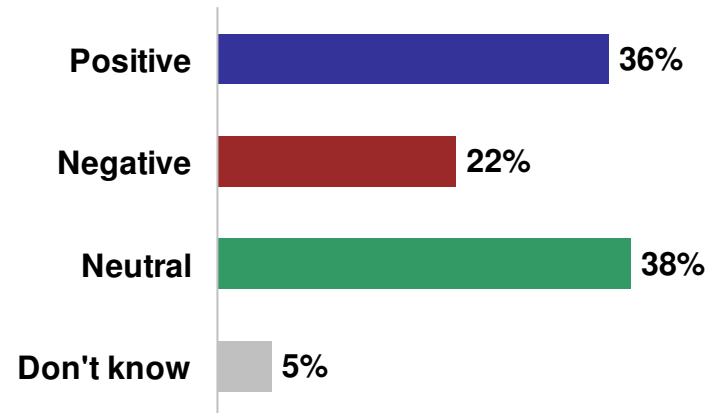
Leadership



Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation



Christy Clark has better impression ratings, but many British Columbians haven't formed an impression yet.

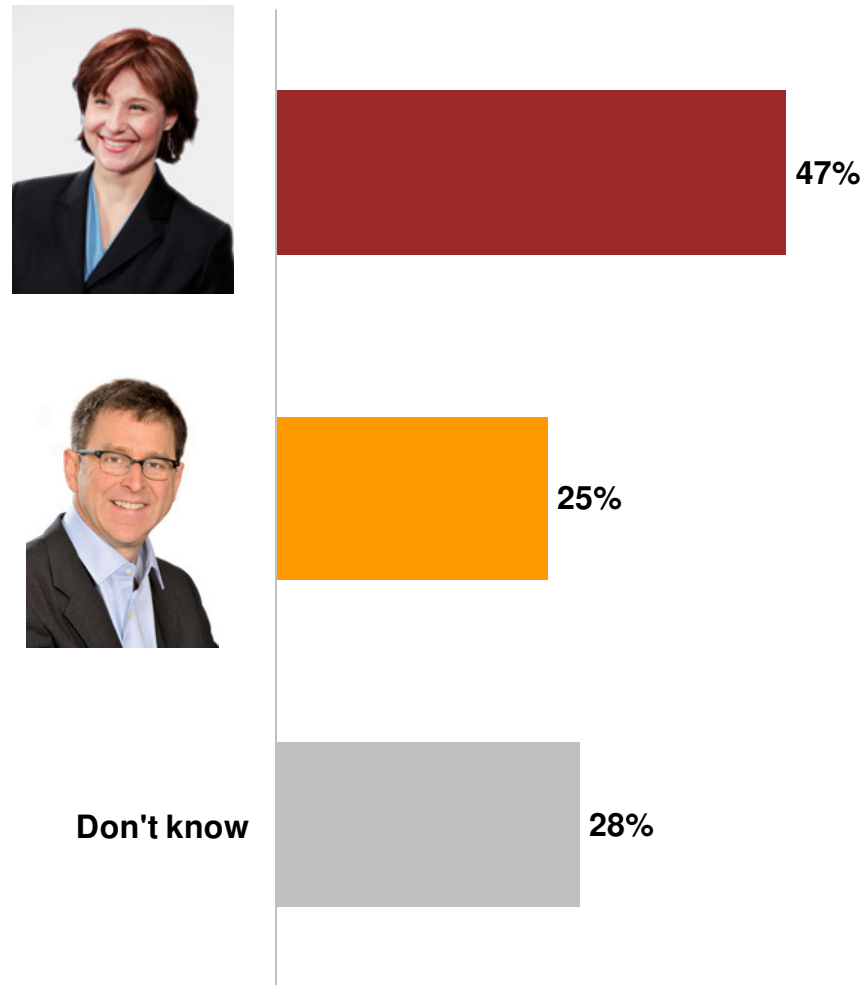


Q. In February of this year Christy Clark replaced Gordon Campbell as leader of the BC Liberal Party and Premier of British Columbia. Overall, do you have a positive, negative or neutral impression of Christy Clark as a political leader?

Q. In April of this year Adrian Dix replaced Carole James as NDP and Opposition leader. Overall, do you have a positive, negative or neutral impression of Adrian Dix as a political leader?

Base: All respondents (n=1,200)

Christy Clark leads by wide margin as best Premier, but many still undecided.



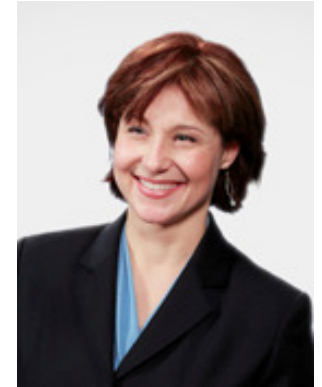
Q. And regardless of your political preference, which of these two leaders do you think would make the better Premier of British Columbia?

Base: All respondents (n=1,200)



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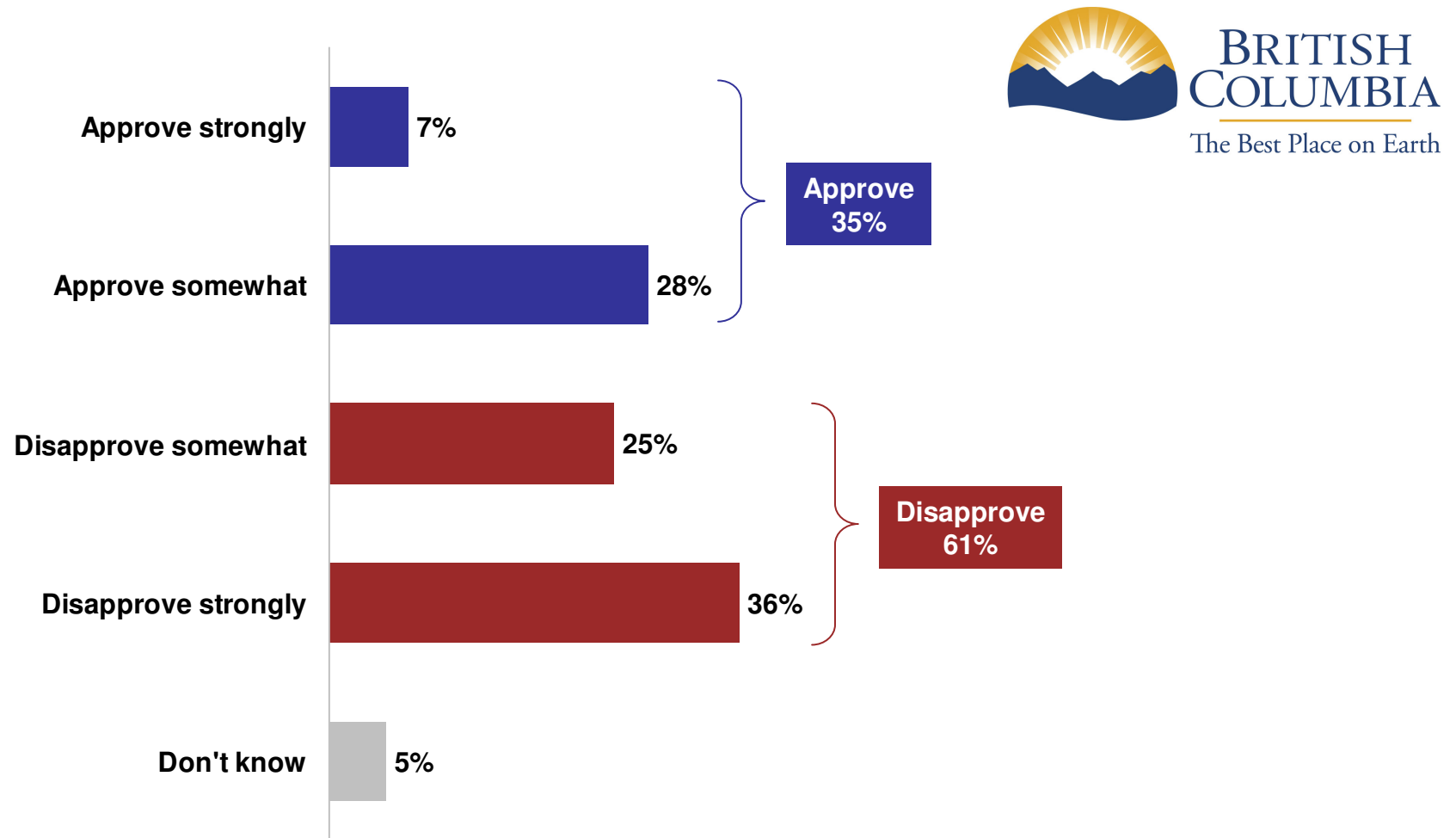
Government Approval



Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation



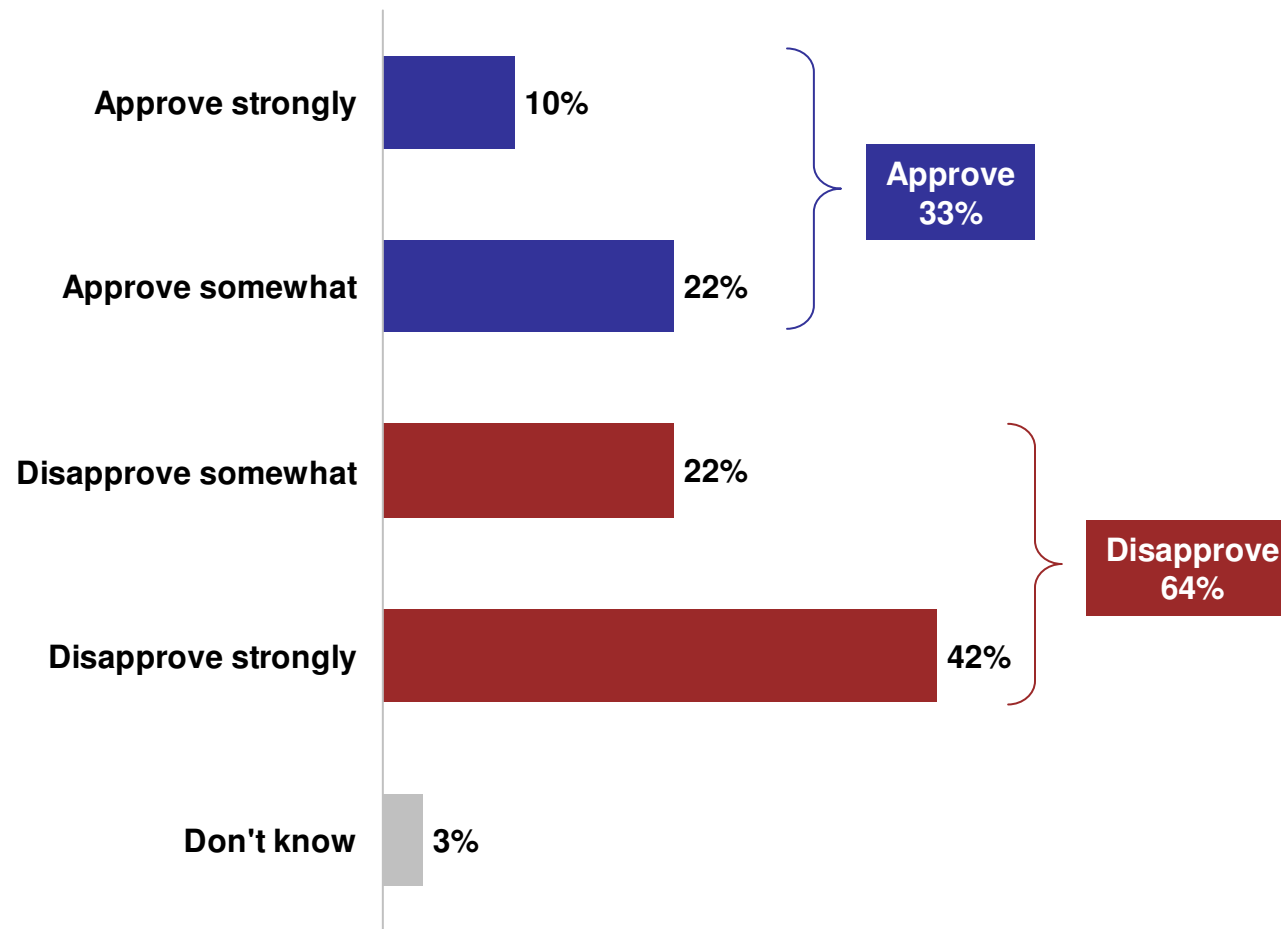
Overall government approval is poor.



Q. As you may know, the BC Liberals were last elected to govern BC in May of 2009. Based upon what you've seen so far, generally speaking, would you say you approve or disapprove of the overall performance of the BC Liberal government?

Base: All online respondents (n=600)

In fact, current government approval mirrors the public's overall rating of Gordon Campbell's decade in office.

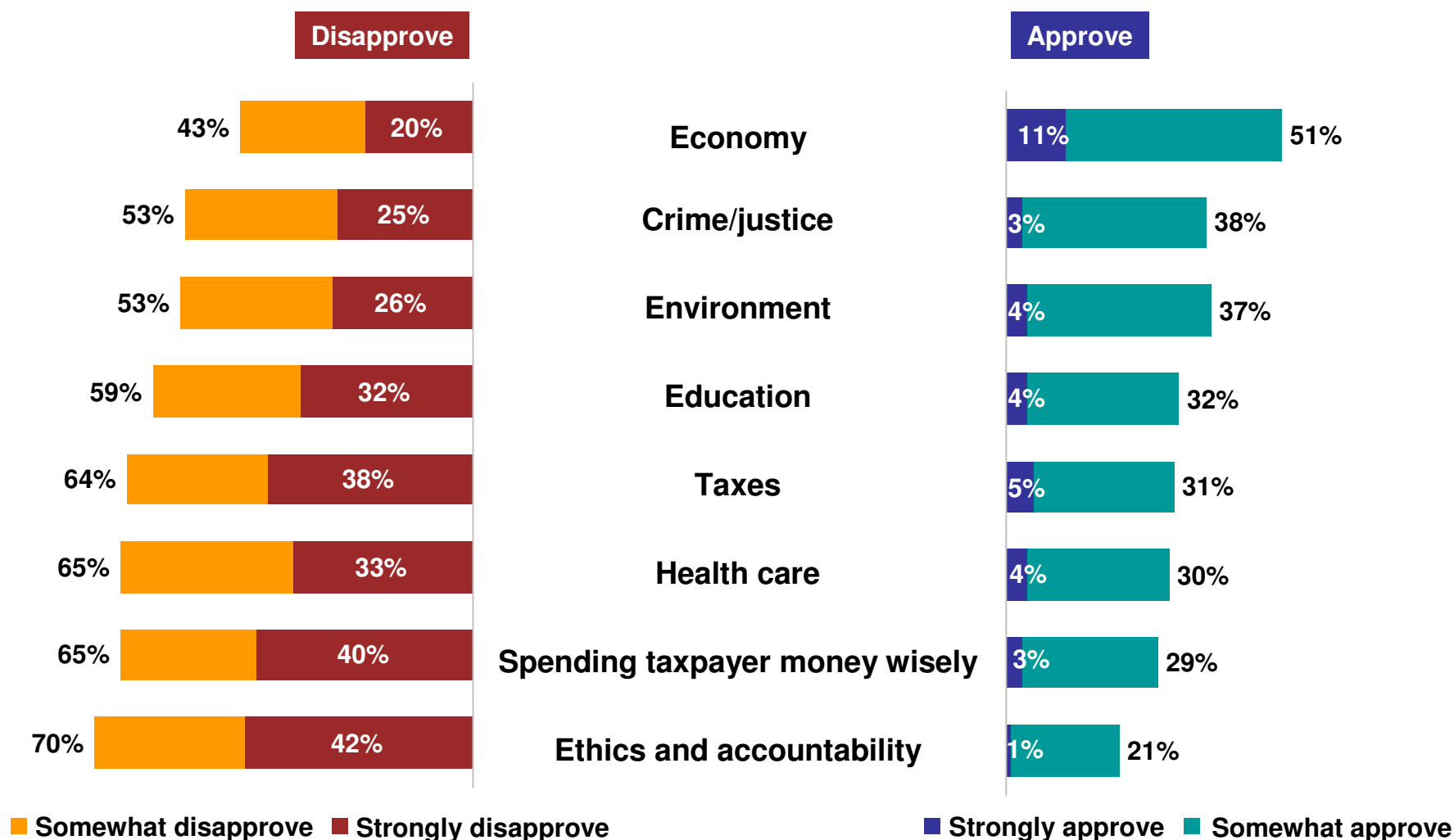


Q. Gordon Campbell was Premier of BC from June 2001 to March 2011. Overall, would you say you approve or disapprove of Gordon Campbell's performance as Premier over this time?

Base: All online respondents (n=600)



On the issues, the provincial government only gets a positive rating on the economy. Ethics and accountability is a concern.



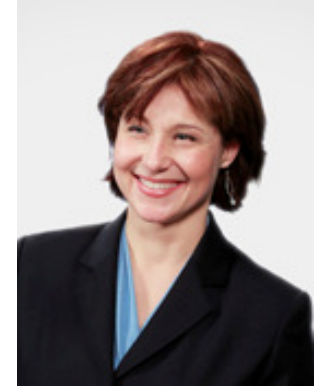
Q. Do you approve or disapprove of the job the provincial government here in BC has been doing in terms of each of the following issues?

Base: All online respondents (n=600)



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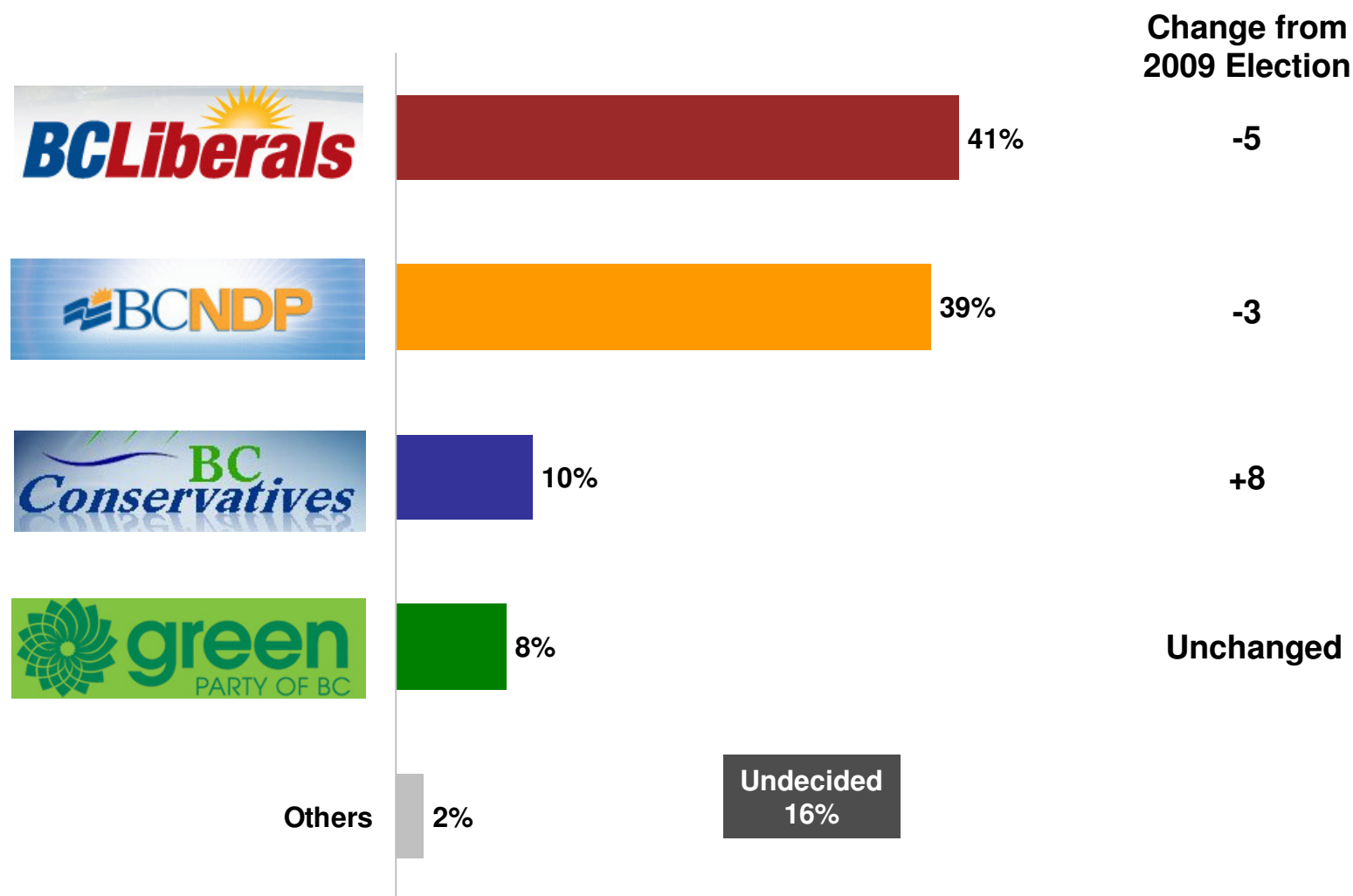
The Horserace



Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation



It's close to a dead heat, with the "third parties" showing considerable levels of support.



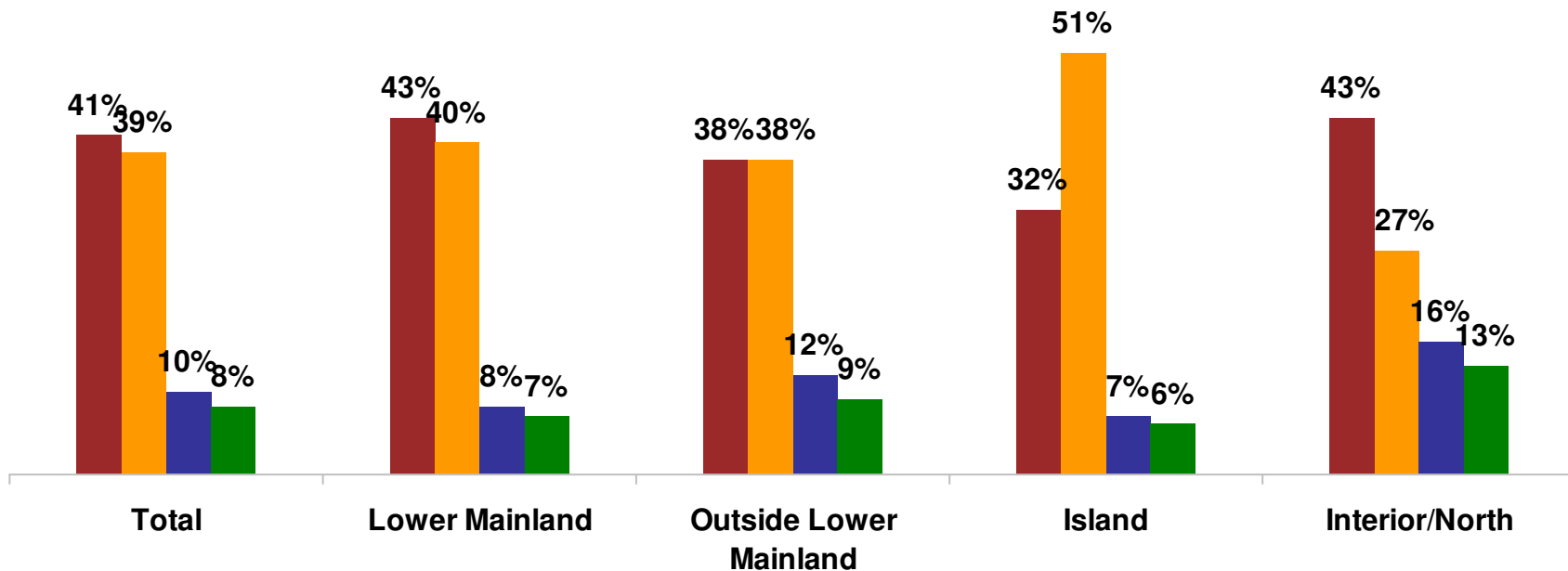
Q. Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow here in BC, which of the following parties candidates would you be most likely to support, or lean towards?

Base: Decided respondents (n=1,015)

It's tight overall, but the NDP owns Vancouver Island and the Liberals dominate in the Interior/North.

Vote by Region

■ BC Libs ■ NDP ■ BC Cons ■ Greens



Q. 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, or lean towards?

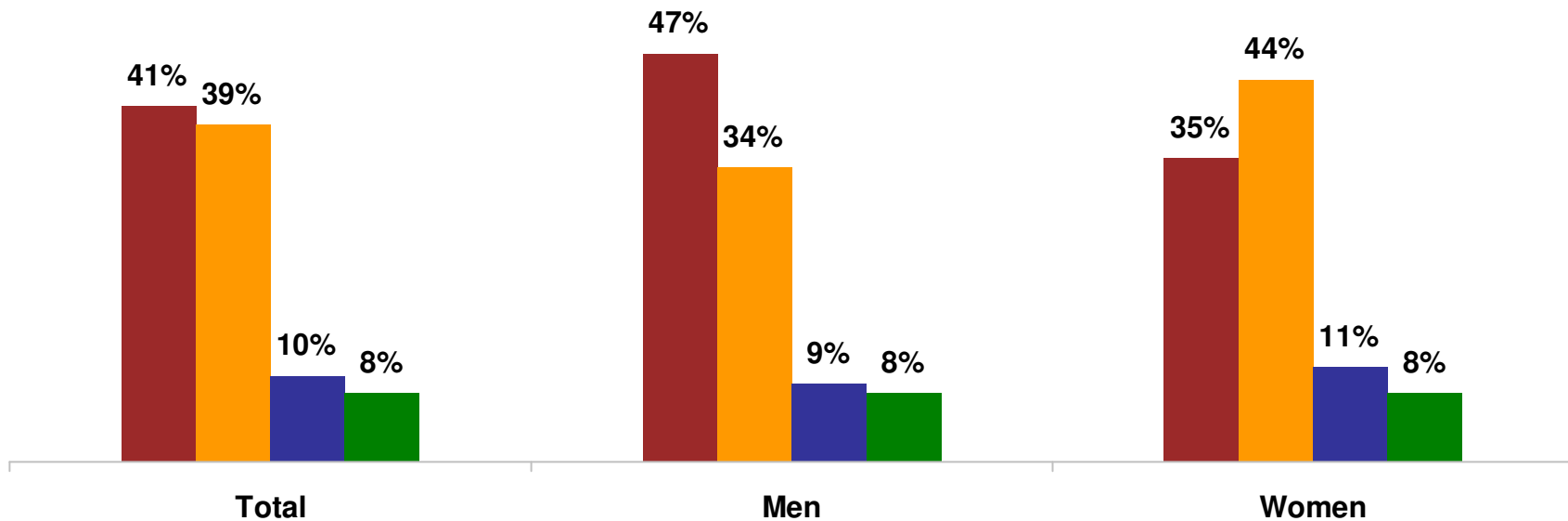
Base: Decided respondents (n=varies)

Both the BC Liberals and NDP have significant gender gaps.

Vote by Gender



■ BC Libs ■ NDP ■ BC Cons ■ Greens



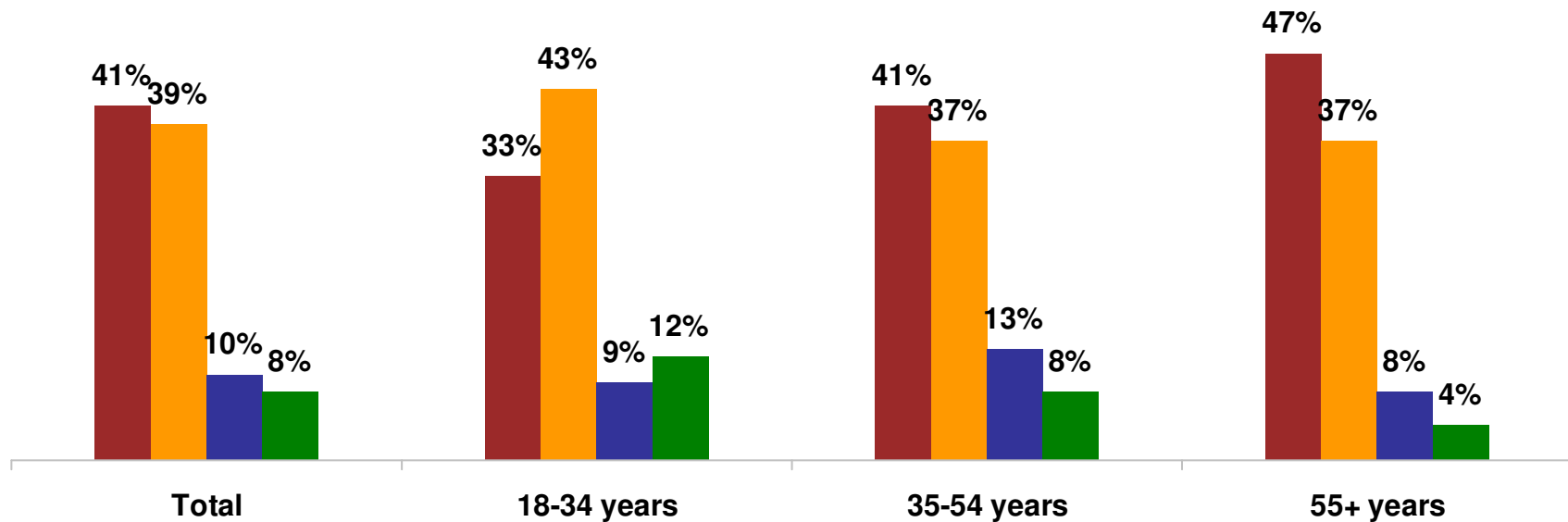
Q. Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow here in BC, which of the following parties candidates would you be most likely to support, or lean towards?

Base: Decided respondents (n=varies)

BC Liberal support increases with age. As in the federal election, the NDP does well with younger voters.

Vote by Age

■ BC Libs ■ NDP ■ BC Cons ■ Greens



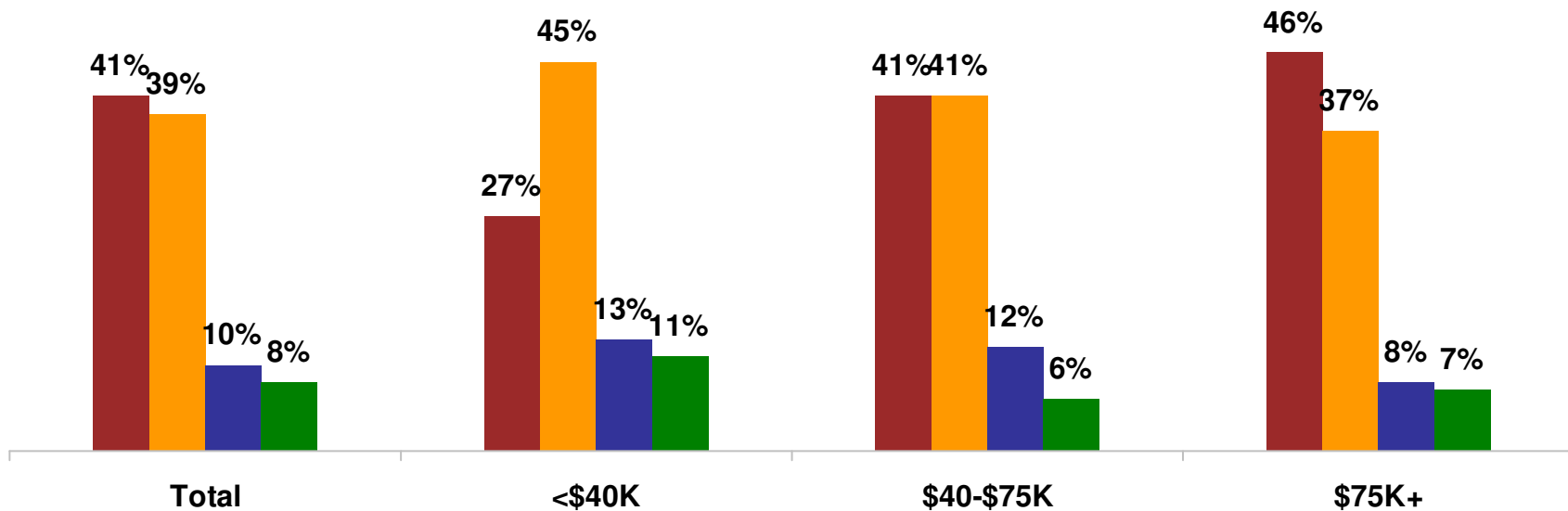
Q. Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow here in BC, which of the following parties candidates would you be most likely to support, or lean towards?

Base: Decided respondents (n=varies)

Party support by household income looks just like it always does.

Vote by Household Income

■ BC Libs ■ NDP ■ BC Cons ■ Greens



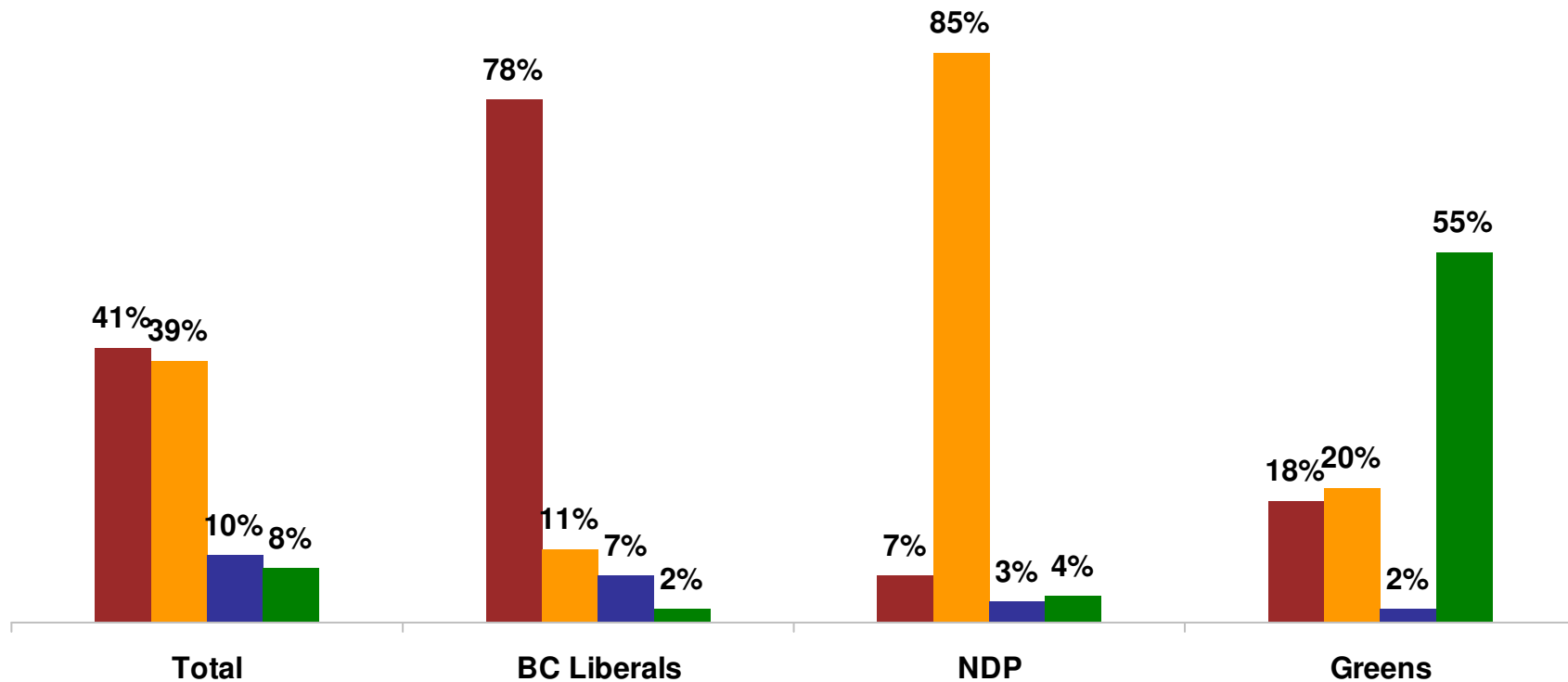
Q. Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow here in BC, which of the following parties candidates would you be most likely to support, or lean towards?

Base: Decided respondents (n=varies)

The NDP are doing the best job at holding their supporters from the last provincial election.

Vote by 2009 Provincial Support

■ BC Libs ■ NDP ■ BC Cons ■ Greens



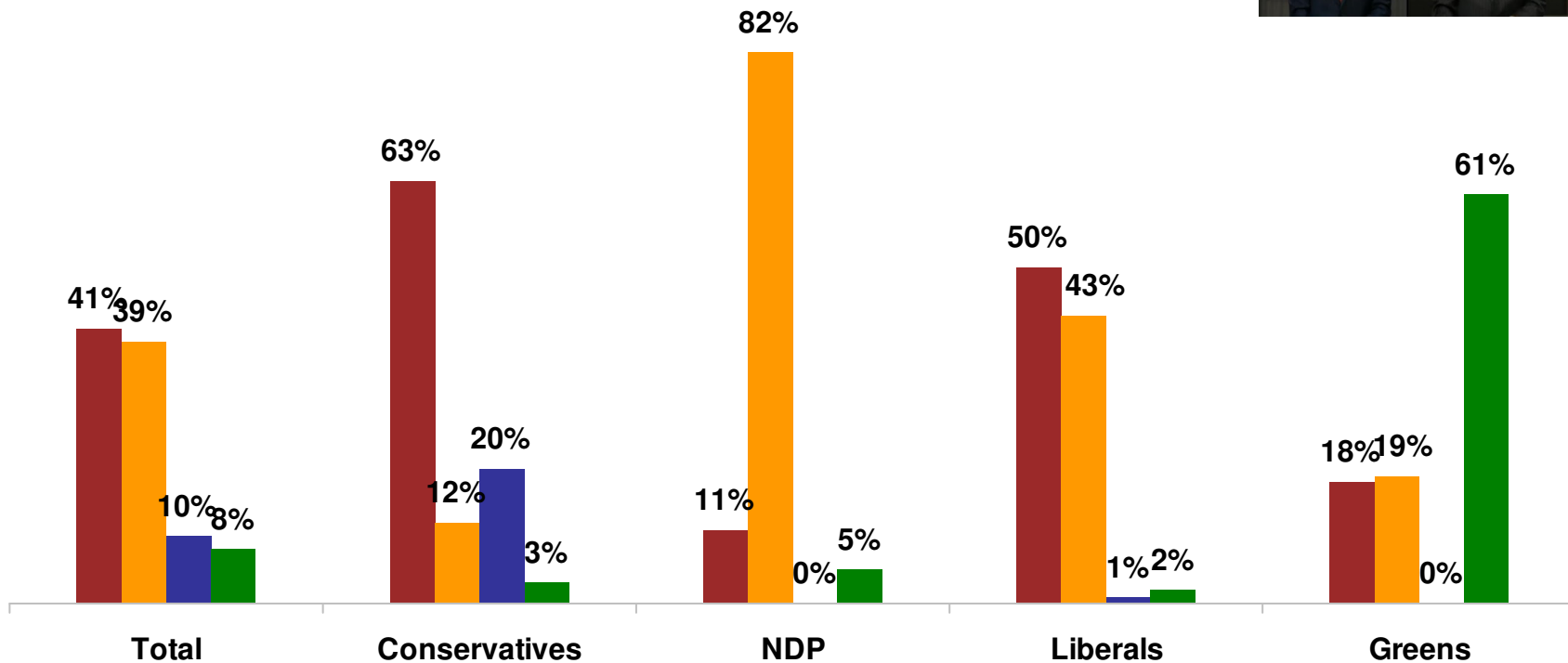
Q. Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow here in BC, which of the following parties candidates would you be most likely to support, or lean towards?

Base: Decided respondents (n=varies)

Most recent Conservative voters support the BC Liberals. Federal Liberals are split between BC Liberals and NDP.

Vote by 2011 Federal Support

■ BC Libs ■ NDP ■ BC Cons ■ Greens



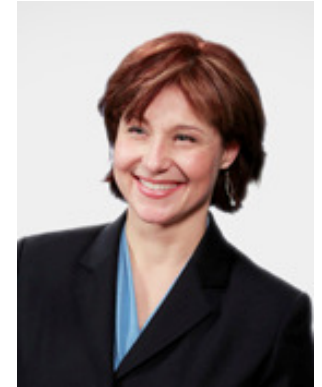
Q. Thinking of how you feel right now, if a PROVINCIAL election were held tomorrow here in BC, which of the following parties candidates would you be most likely to support, or lean towards?

Base: Decided respondents (n=varies)



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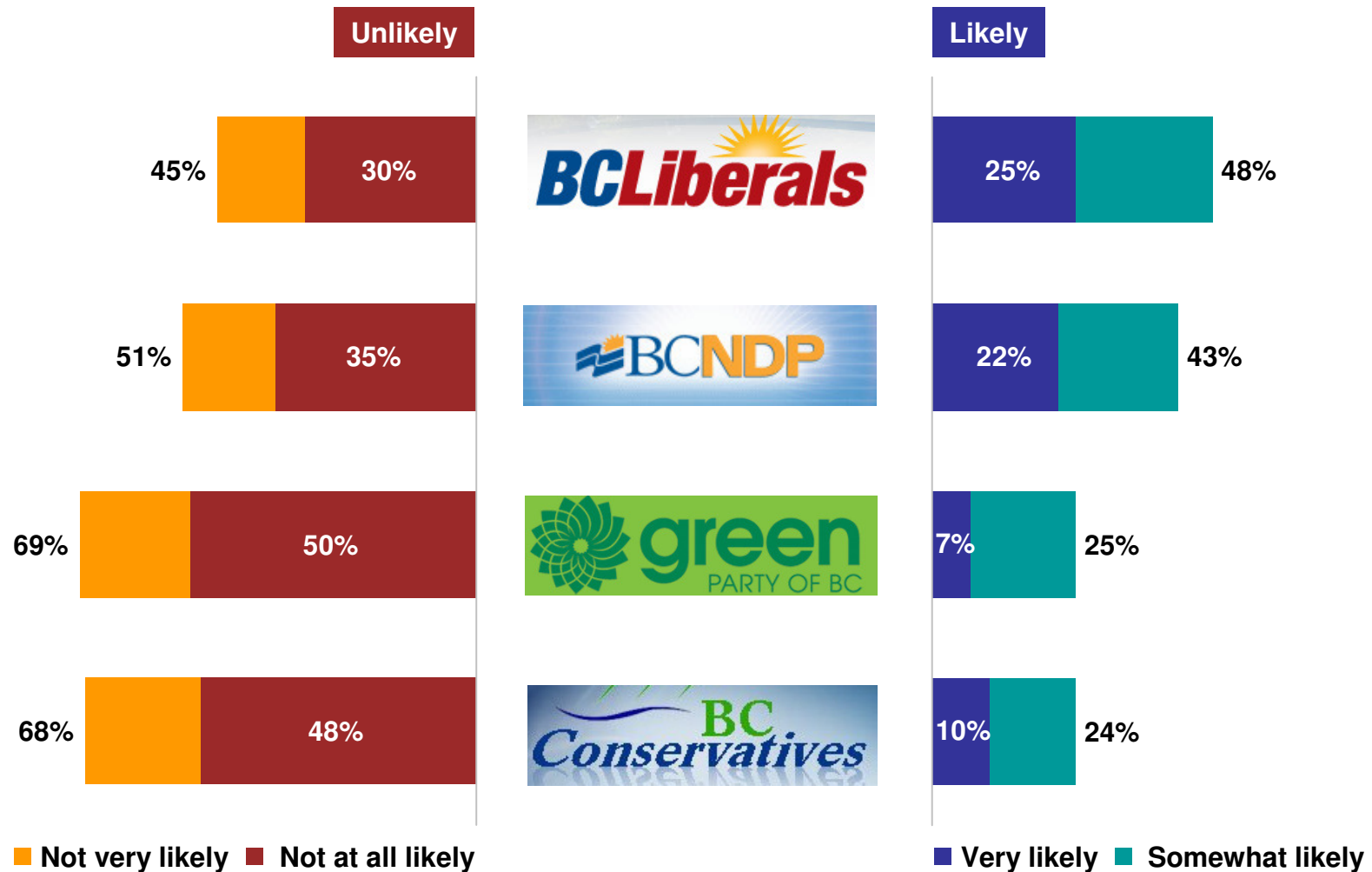
Size of Voter Pools



Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation



BC Liberals have slightly larger pool of voters than NDP. About one-quarter are giving consideration to other parties.



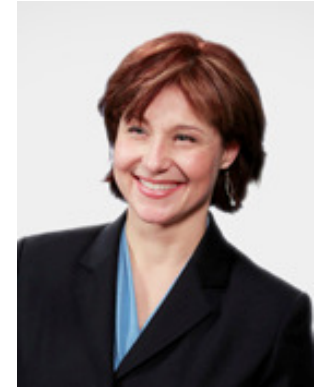
Q. If the provincial election is held later this year, how likely is it that you would vote for each of the following parties? (The BC Liberal Party led by Christy Clark; The New Democratic Party (NDP) led by Adrian Dix; The Green Party led by Jane Sterk; The BC Conservative Party led by John Cummins)

Base: All respondents (n=1200)



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Likelihood of Vote Switching

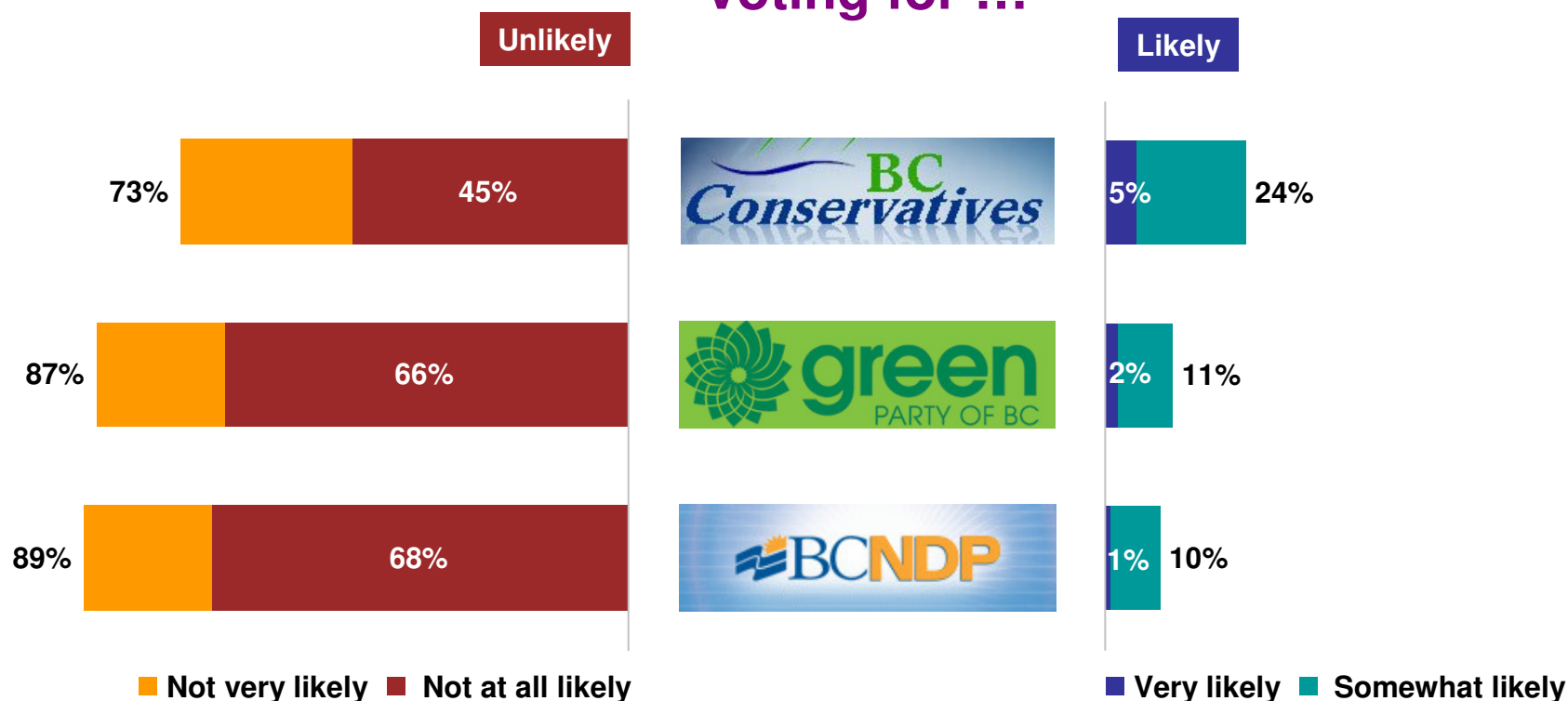


Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation

BC Liberals are most likely to choose BC Conservatives as other option. Very few are considering the NDP.

Likelihood of current

BC Liberals
voting for ...



Q. If the provincial election is held later this year, how likely is it that you would vote for each of the following parties? (The BC Liberal Party led by Christy Clark; The New Democratic Party (NDP) led by Adrian Dix; The Green Party led by Jane Sterk; The BC Conservative Party led by John Cummins)

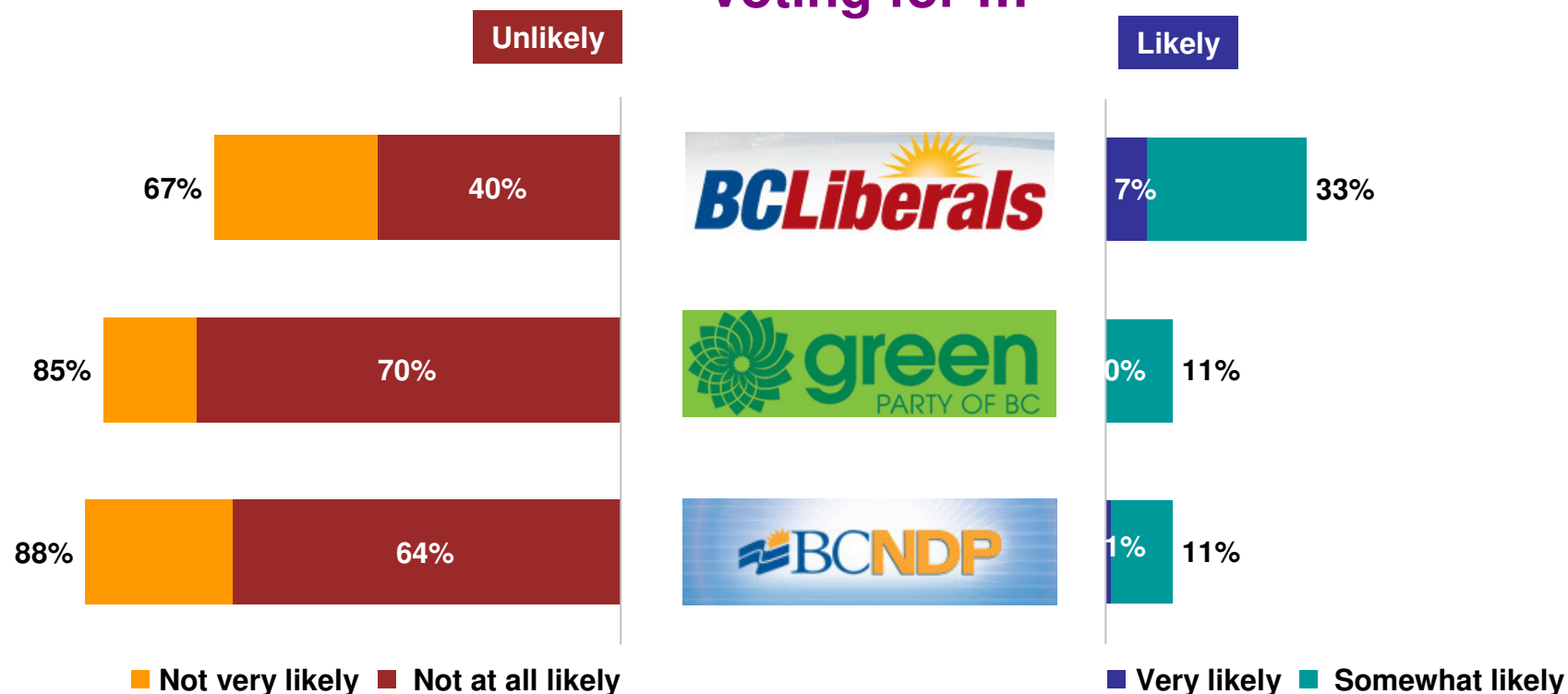
Base: Current BC Liberals (n=413)

One-in-three BC Conservatives considering the BC Liberals. Very few considering Greens or NDP.

Likelihood of current



voting for ...



Q. If the provincial election is held later this year, how likely is it that you would vote for each of the following parties? (The BC Liberal Party led by Christy Clark; The New Democratic Party (NDP) led by Adrian Dix; The Green Party led by Jane Sterk; The BC Conservative Party led by John Cummins)

Base: Current BC Conservatives (n=101)

NDP voters unlikely to go anywhere except Green.

Likelihood of current



voting for ...



Q. If the provincial election is held later this year, how likely is it that you would vote for each of the following parties? (The BC Liberal Party led by Christy Clark; The New Democratic Party (NDP) led by Adrian Dix; The Green Party led by Jane Sterk; The BC Conservative Party led by John Cummins)

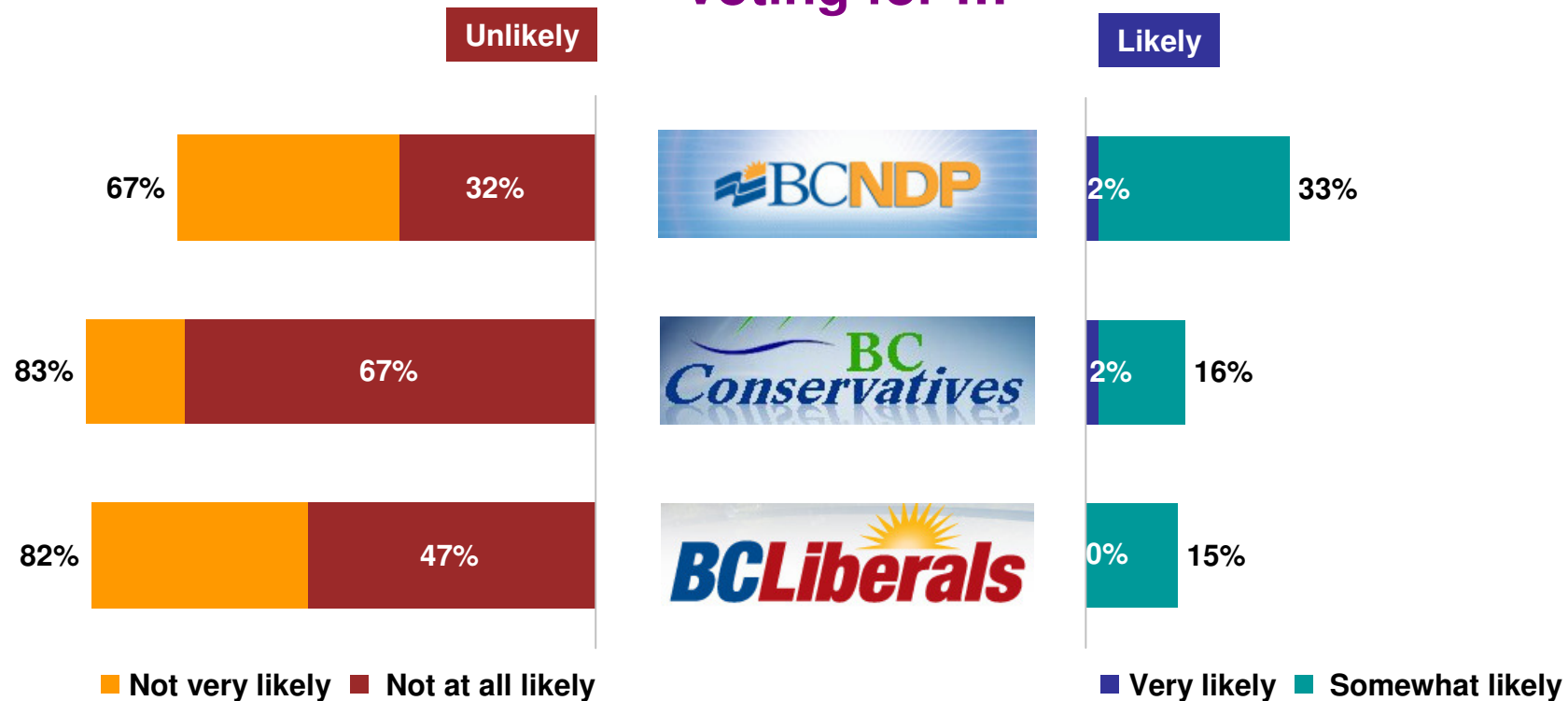
Base: Current NDP (n=393)

Green voters tending toward NDP as next option.

Likelihood of current



voting for ...



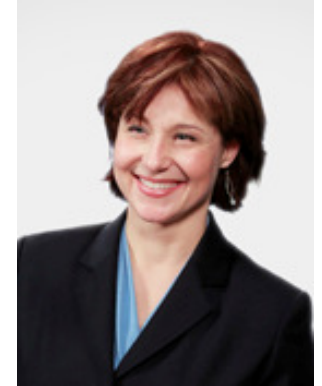
Q. If the provincial election is held later this year, how likely is it that you would vote for each of the following parties? (The BC Liberal Party led by Christy Clark; The New Democratic Party (NDP) led by Adrian Dix; The Green Party led by Jane Sterk; The BC Conservative Party led by John Cummins)

Base: Current Greens (n=81)



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Interest in 2011 Election

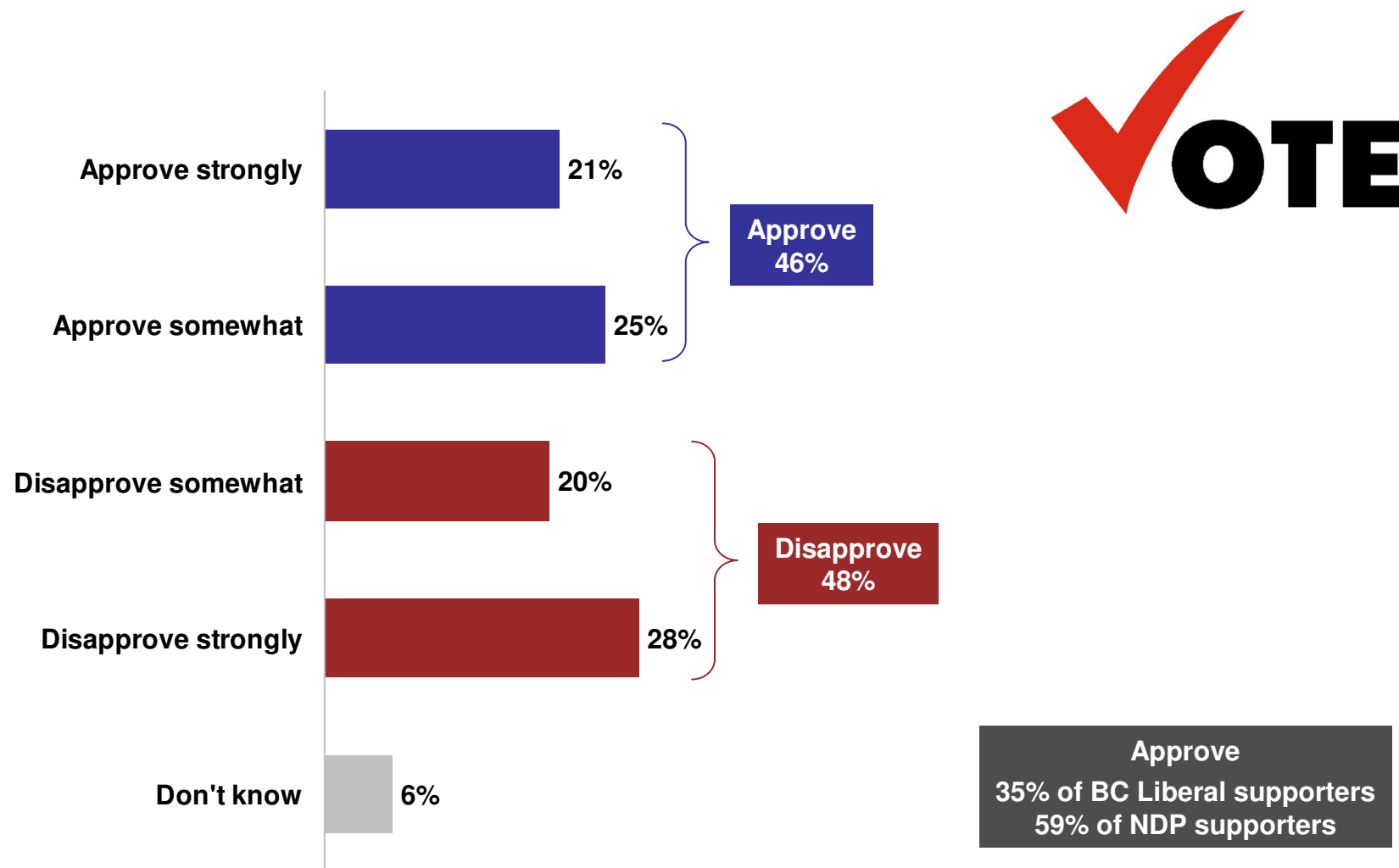


Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation





Voters split on having a 2011 election. NDP supporters like the idea. BC Liberal voters appear to lack confidence.



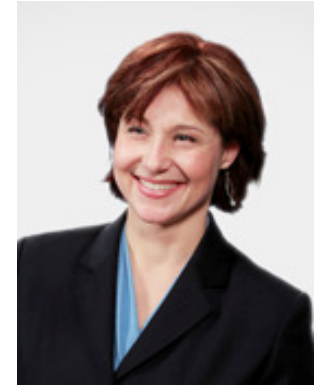
Q. The next provincial election is scheduled for May 2013, but there is speculation that it could be held later this year. Would you approve or disapprove of holding the provincial election later this year instead of on the fixed election date of May 2013?

Base: All respondents (n=1,200)



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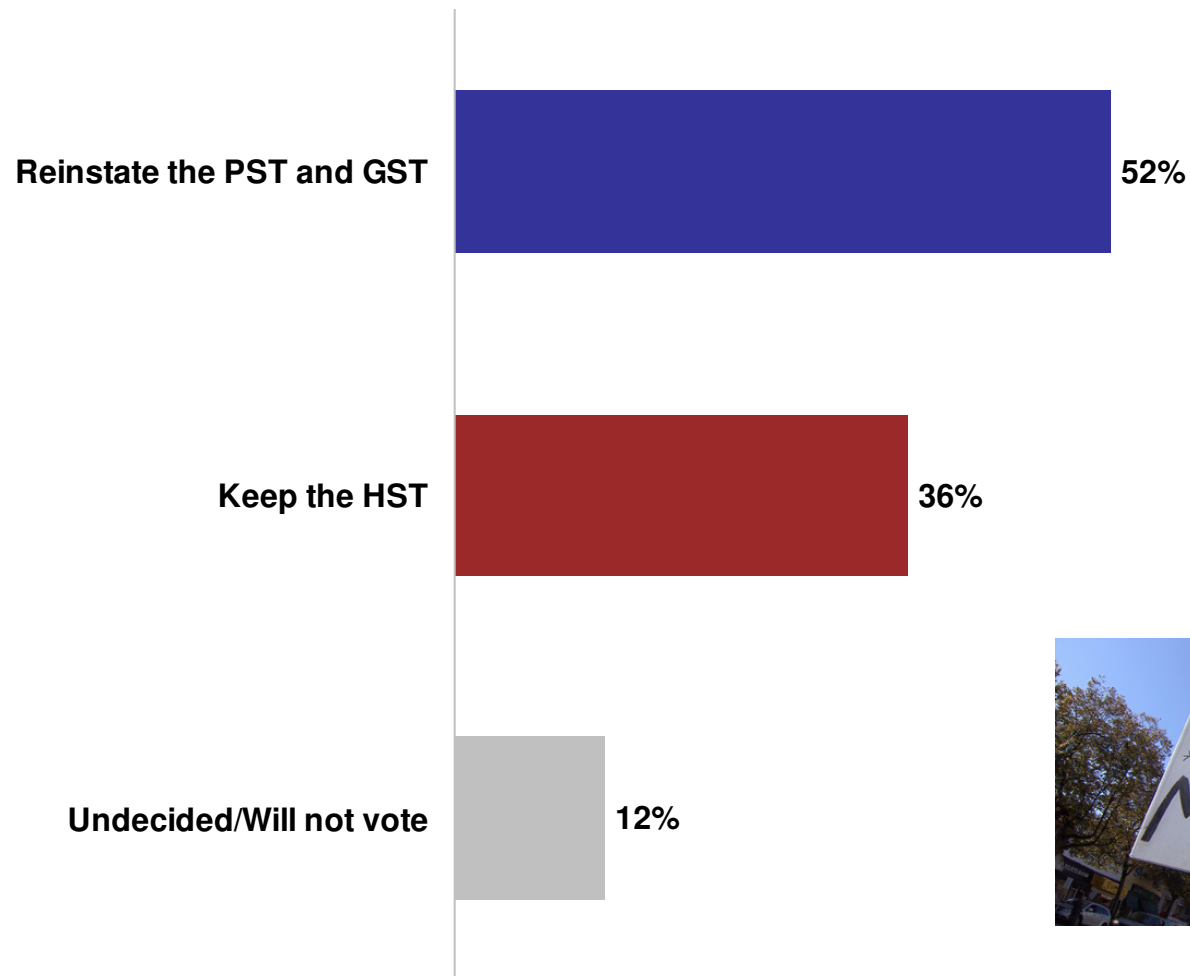
HST



Health care
Economy
Taxes/HST
Environment
Education
Deficit/Budget
Ethics and accountability
Crime/Justice
Government programs/services
Social issues
Natural resources
Transportation



While perceptions of the HST have mellowed, it seems likely to fail in referendum without a significant change.



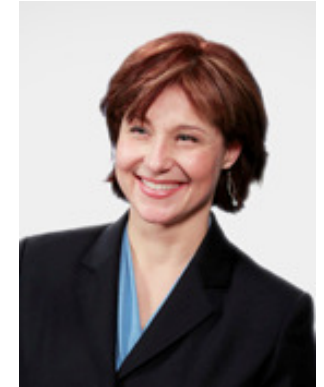
Q. As you may know, a mail-in referendum on the HST will take place this summer. How do you expect to vote in this referendum?

Base: All respondents (n=1,200)



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Final Comments



Health care
Economy
Taxes/HST
Environment
Education
Government programs/services
Crime/Justice
Ethics and accountability
Deficit/Budget
Social issues
Natural resources
Transportation



Final Comments

- The BC Liberals should be well ahead.
 - They have a new leader with a big advantage over their main rival.
 - The public mood is more positive than negative.
 - There is no single dominant issue to resolve.

- The BC Liberal should be well behind.
 - Their overall approval number is low and they get poor marks on most issues.
 - Their “ethics and accountability” rating shows they have not regained public trust.
 - Their low rating for “spending taxpayer money wisely” means they have lost the advantage on an issue they can usually use to differentiate themselves from the NDP.

Final Comments

- Overall, it's too close to call. Several additional factors will come into play if we move into an election environment.
 - Will Christy Clark be able to maintain her leadership advantage and will she be able to translate it into votes?
 - How will the two main leaders be perceived as the public becomes more familiar with them? And who is going to define those perceptions – the leaders themselves or the other side?
 - What policy ideas will the BC Liberals present to rebuild trust and public approval?
 - What will the NDP platform look like? Will they focus on their own ideas, or on the weaker parts of the Liberal record?

- Despite what some claim, Gordon Campbell wasn't THE problem for the BC Liberals. The problem was the BC Liberal government led by Gordon Campbell, not just Gordon Campbell himself. In particular, voter trust was shattered after they felt misled by the Campbell government on the HST and the size of the deficit announced after the last election. Campbell may be gone, but these trust issues remain.



Final Comments

- Other interesting findings include:
 - The party led by a woman does much better with men. The party led by a man does much better with women.
 - The Liberals do best with older voters who should be most likely to vote.
 - While it's a two horse race, most opportunities for vote switching involve one of the lesser parties. BC Liberals and BC Conservatives. NDP and Greens.