

VOTE – DECIDED VOTERS

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?

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
Total 'N'	801	415	139	248	405	396	220	294	287	182	201	265
UNWEIGHTED 'N'	796	411	181	204	384	412	181	306	309	174	203	255
The New Democratic Party (NDP)	385	204	67	114	164	220	96	134	154	99	94	113
	48%	49%	48%	46%	41%	56%	44%	46%	54%	54%	47%	43%
The BC Liberal Party	280	150	46	84	173	107	71	102	108	49	67	115
	35%	36%	34%	34%	43%	27%	32%	35%	37%	27%	34%	44%
The BC Conservatives	72	35	14	23	38	34	27	32	14	18	18	23
	9%	8%	10%	9%	9%	9%	12%	11%	5%	10%	9%	9%
The Green Party	56	25	11	20	26	30	24	23	10	14	20	12
	7%	6%	8%	8%	6%	8%	11%	8%	3%	8%	10%	4%
Other	8	1	-	7	5	3	3	4	2	2	1	2
	1%	*%		3%	1%	1%	1%	1%	1%	1%	*%	1%

BC ECONOMY

Right now, how would you rate the condition of each of the BC economy?

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
TOTAL 'N'	1,000	522	178	300	492	508	288	366	345	231	250	314
UNWEIGHTED 'N'	1,000	520	232	248	470	530	245	380	375	225	254	302
Very good	27 3%	10 2%	4 2%	12 4%	13 3%	13 3%	8 3%	9 3%	9 3%	8 3%	7 3%	10 3%
Good	567 57%	314 60%	97 55%	156 52%	286 58%	281 55%	170 59%	191 52%	206 60%	124 54%	150 60%	183 59%
Poor	331 33%	163 31%	59 33%	108 36%	162 33%	168 33%	77 27%	141 39%	112 32%	78 34%	76 31%	104 33%
Very Poor	45 4%	21 4%	7 4%	17 6%	21 4%	24 5%	13 4%	17 5%	16 4%	17 7%	10 4%	12 4%
Don't know	31 3%	13 2%	11 6%	7 2%	9 2%	21 4%	20 7%	8 2%	3 1%	4 2%	7 3%	4 1%
TOTAL GOOD	594 59%	324 62%	101 57%	169 56%	300 61%	294 58%	179 62%	201 55%	215 62%	132 57%	157 63%	194 62%
TOTAL POOR	375 38%	185 35%	66 37%	125 42%	183 37%	192 38%	90 31%	158 43%	127 37%	95 41%	86 34%	115 37%

MOOD

Overall, do you think things in British Columbia right now are heading more in the right direction or the wrong direction?

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
TOTAL 'N'	1,000	522	178	300	492	508	288	366	345	231	250	314
UNWEIGHTED 'N'	1,000	520	232	248	470	530	245	380	375	225	254	302
Strongly more right direction	37 4%	13 2%	8 5%	16 5%	25 5%	12 2%	6 2%	17 5%	14 4%	6 3%	10 4%	16 5%
Somewhat more right direction	425 43%	226 43%	79 44%	121 40%	241 49%	184 36%	119 41%	155 42%	151 44%	96 42%	103 41%	144 46%
Somewhat more wrong direction	279 28%	150 29%	43 24%	85 28%	105 21%	173 34%	75 26%	115 31%	89 26%	57 25%	78 31%	83 27%
Strongly more wrong direction	139 14%	70 13%	21 12%	48 16%	73 15%	66 13%	33 11%	48 13%	58 17%	35 15%	30 12%	46 15%
Don't know	120 12%	63 12%	27 15%	30 10%	48 10%	72 14%	56 19%	31 9%	33 10%	36 16%	30 12%	23 7%
TOTAL RIGHT DIRECTION	462 46%	239 46%	87 49%	137 45%	266 54%	196 39%	125 43%	172 47%	166 48%	102 44%	113 45%	161 51%
TOTAL WRONG DIRECTION	417 42%	220 42%	64 36%	133 44%	178 36%	239 47%	108 37%	163 45%	146 42%	92 40%	107 43%	130 41%

LEADER APPROVAL

Overall, do you approve or disapprove of the job each of the following political leaders has been doing in BC? **Christy Clark as Premier**

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
Total 'N'	1,000	522	178	300	492	508	288	366	345	231	250	314
UNWEIGHTED 'N'	1,000	520	232	248	470	530	245	380	375	225	254	302
Approve strongly	52 5%	18 3%	9 5%	25 8%	32 6%	21 4%	11 4%	23 6%	18 5%	11 5%	13 5%	19 6%
Approve somewhat	292 29%	163 31%	51 29%	78 26%	159 32%	133 26%	74 26%	110 30%	108 31%	63 27%	72 29%	106 34%
Disapprove somewhat	246 25%	139 27%	47 26%	60 20%	110 22%	135 27%	77 27%	96 26%	73 21%	60 26%	54 22%	77 24%
Disapprove strongly	346 35%	172 33%	58 33%	116 39%	173 35%	174 34%	89 31%	119 32%	138 40%	73 32%	94 38%	102 33%
Don't know	63 6%	31 6%	12 7%	21 7%	19 4%	44 9%	37 13%	18 5%	8 2%	24 10%	17 7%	10 3%
TOTAL APPROVE	344 34%	181 35%	60 34%	104 34%	190 39%	154 30%	85 29%	133 36%	126 37%	73 32%	85 34%	125 40%
TOTAL DISAPPROVE	592 59%	310 59%	105 59%	176 59%	283 57%	309 61%	166 58%	215 59%	211 61%	134 58%	148 59%	179 57%

Overall, do you approve or disapprove of the job each of the following political leaders has been doing in BC? **Adrian Dix as NDP and Opposition leader**

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
Total 'N'	1,000	522	178	300	492	508	288	366	345	231	250	314
UNWEIGHTED 'N'	1,000	520	232	248	470	530	245	380	375	225	254	302
Approve strongly	164 16%	92 18%	28 16%	44 15%	76 15%	88 17%	33 12%	44 12%	87 25%	37 16%	45 18%	53 17%
Approve somewhat	364 36%	190 36%	65 37%	109 36%	162 33%	201 40%	84 29%	154 42%	125 36%	89 38%	88 35%	104 33%
Disapprove somewhat	173 17%	88 17%	30 17%	55 18%	103 21%	70 14%	59 21%	62 17%	51 15%	38 16%	36 14%	64 20%
Disapprove strongly	165 17%	91 17%	29 16%	46 15%	99 20%	66 13%	47 16%	64 17%	55 16%	25 11%	44 18%	65 21%
Don't know	134 13%	61 12%	26 15%	47 16%	52 11%	82 16%	65 22%	43 12%	27 8%	43 18%	36 14%	29 9%
TOTAL APPROVE	528 53%	282 54%	93 52%	152 51%	238 48%	289 57%	118 41%	198 54%	212 61%	125 54%	133 53%	156 50%
TOTAL DISAPPROVE	338 34%	179 34%	59 33%	101 33%	202 41%	136 27%	106 37%	126 34%	106 31%	63 27%	80 32%	128 41%

LEADER APPROVAL

Overall, do you approve or disapprove of the job each of the following political leaders has been doing in BC? **John Cummins as leader of the BC Conservatives**

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
Total 'N'	1,000	522	178	300	492	508	288	366	345	231	250	314
UNWEIGHTED 'N'	1,000	520	232	248	470	530	245	380	375	225	254	302
Approve strongly	23 2%	17 3%	2 1%	4 1%	13 3%	10 2%	8 3%	12 3%	3 1%	9 4%	6 3%	3 1%
Approve somewhat	109 11%	57 11%	23 13%	30 10%	52 10%	58 11%	28 10%	48 13%	33 10%	25 11%	27 11%	37 12%
Disapprove somewhat	209 21%	115 22%	28 16%	66 22%	112 23%	96 19%	64 22%	59 16%	85 25%	40 17%	49 19%	68 22%
Disapprove strongly	301 30%	158 30%	53 30%	89 30%	171 35%	130 26%	62 22%	121 33%	118 34%	57 25%	78 31%	111 35%
Don't know	358 36%	175 33%	71 40%	112 37%	144 29%	214 42%	126 44%	126 34%	106 31%	100 43%	91 36%	94 30%
TOTAL APPROVE	132 13%	74 14%	25 14%	34 11%	65 13%	68 13%	36 12%	61 17%	36 10%	34 15%	33 13%	40 13%
TOTAL DISAPPROVE	509 51%	273 52%	82 46%	155 51%	283 58%	226 45%	126 44%	180 49%	203 59%	97 42%	126 51%	179 57%

Overall, do you approve or disapprove of the job each of the following political leaders has been doing in BC? **Jane Sterk as leader of the Green Party**

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
Total 'N'	1,000	522	178	300	492	508	288	366	345	231	250	314
UNWEIGHTED 'N'	1,000	520	232	248	470	530	245	380	375	225	254	302
Approve strongly	29 3%	10 2%	5 3%	13 4%	17 3%	12 2%	13 5%	10 3%	6 2%	10 4%	7 3%	8 3%
Approve somewhat	208 21%	107 21%	46 26%	55 18%	87 18%	121 24%	47 16%	79 22%	81 24%	50 22%	65 26%	53 17%
Disapprove somewhat	104 10%	56 11%	19 11%	29 10%	52 11%	52 10%	28 10%	42 12%	34 10%	26 11%	19 8%	41 13%
Disapprove strongly	113 11%	57 11%	20 11%	36 12%	76 15%	36 7%	37 13%	37 10%	39 11%	22 10%	33 13%	35 11%
Don't know	547 55%	291 56%	88 50%	167 56%	260 53%	287 56%	163 56%	199 54%	185 54%	122 53%	125 50%	177 57%
TOTAL APPROVE	237 24%	118 23%	51 28%	68 23%	104 21%	133 26%	61 21%	89 24%	87 25%	59 26%	73 29%	61 19%
TOTAL DISAPPROVE	217 22%	113 22%	39 22%	65 22%	129 26%	88 17%	65 22%	79 22%	73 21%	49 21%	52 21%	75 24%

BEST PREMIER

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

	REGION				GENDER		AGE			HH INCOME		
	TOTAL	METRO VANCOUVER	VANCOUVER ISLAND	INTERIOR /NORTH	MALE	FEMALE	18-34	35-54	55+	<\$45K	\$45-\$75K	\$75K+
Total 'N'	1,000	522	178	300	492	508	288	366	345	231	250	314
UNWEIGHTED 'N'	1,000	520	232	248	470	530	245	380	375	225	254	302
Adrian Dix	391	209	64	118	183	208	92	139	159	91	102	117
	39%	40%	36%	39%	37%	41%	32%	38%	46%	39%	41%	37%
Christy Clark	233	125	40	67	137	96	56	83	93	46	58	85
	23%	24%	22%	22%	28%	19%	20%	23%	27%	20%	23%	27%
John Cummins	75	40	12	23	46	29	28	32	16	23	14	24
	7%	8%	7%	8%	9%	6%	10%	9%	5%	10%	6%	8%
Jane Sterk	31	7	5	19	16	15	14	12	5	13	9	6
	3%	1%	3%	6%	3%	3%	5%	3%	1%	6%	4%	2%
Don't know	271	140	58	73	111	160	97	100	73	59	66	80
	27%	27%	32%	24%	22%	31%	34%	27%	21%	25%	26%	26%