



BC Election Poll

Provincial Vote Intentions Leadership Attributes

BC NDP 43%, BC Liberals 33%, BC Greens 12%, BC Conservatives 9%

Crosstabulations

Field Dates: April 23 to 26, 2013

Methodology

The survey was conducted online with 1,042 British Columbians eligible to vote in the 2013 provincial election using an internet survey programmed and collected by Abacus Data. A random sample of panelists was invited to participate in the survey from a panel of over 500,000 Canadians. The survey was completed from April 23 to 26, 2013.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

The margin of error for a probability-based random sample of 1,042 respondents using a probability sample is +/- 3.1%, 19 times out of 20.

The data was weighted according to census data to ensure that the sample matched British Columbia's population according to age, gender, education level, and region.

The survey was commissioned by the Sun News Network.

For more information about the poll's methodology or the results, please contact David Coletto, CEO at david@abacusdata.ca or at 613-232-2806.

BC NDP leads by 10; Dix and Clark near even in personal popularity

*Please refer to the survey as: Sun News/Abacus Data Poll
1,042 British Columbians, April 23 to 26, 2013*

Ottawa, ON – According to a provincial survey of eligible voters in British Columbia, the BC NDP leads the BC Liberals by 10 points among decided and leaning voters. The BC NDP has the support of 43% of decided voters followed by the BC Liberals at 33%, the BC Greens at 12%, and the BC Conservatives at 9%.

Among all respondents, 12% said they were undecided even after being asked if they are leaning towards one party.

Provincial Vote Intention

Regionally, the BC NDP is strongest on Vancouver Island (57%) where it leads the BC Greens by 33 points and the BC Liberals by 43 points.

In Greater and Metro Vancouver, the race is much closer with the NDP only marginally ahead of the BC Liberals (40% BC NDP vs. 37% BC Liberals).

Demographically, the BC NDP leads among all subgroups including men (NDP 39%, Lib 35%), women (NDP 47%, Lib 31%), those aged 18 to 29 (NDP 39%, Lib 34%) and aged 30 to 44 (NDP 43%, Lib 29%). However, the two main parties are closer among those aged 60 and over (NDP 44%, Lib 41%).

"A silver lining for the BC Liberals is that they are competitive where most of the seats are (Greater Vancouver) and among more reliable voters (those 60 and over)," said Abacus CEO David Coletto.

"With only a slight increase in popular support since 2009, this election is less about a popular NDP than it is about a less popular BC Liberal Party," said Coletto.

Where Voters are Coming From: 2009 vs. Today

2009 Vote	Current Vote Intention			
	BC NDP	BC Liberals	BC Greens	BC Conservatives
BC NDP	67%	6%	10%	10%
BC Liberals	14%	70%	19%	46%
BC Greens	3%	3%	1%	1%
BC Conservatives	-	1%	36%	9%
Did not vote / Can't Remember	16%	19%	35%	33%

The table above reports how current vote intentions compare with voter behaviour in the 2009 provincial election.

BC Election - Vote Intention & Leadership

For example, among current NDP supporters, 67% voted NDP in 2009 while 14% voted for the BC Liberals and 3% voted Green.

Among current BC Conservative supporters, only 9% of its current supporters voted for the party in 2009. Almost a majority of its current supporters voted for the BC Liberals in 2009 while another 33% said they did not vote or can't remember how they voted.

This demonstrates the impact of a stronger BC Conservative Party on the electoral prospects of the BC Liberals.

However, even if half of the BC Conservative/BC Liberal switchers returned back to the BC Liberals, the Liberals would still be seven points behind the NDP.

To win, the Liberals need to bring back past supporters who have left to support both the NDP and Conservatives. Only if they accomplish this can they compete with the larger NDP supporter pool.

Federal vs. Provincial Politics

The survey also asked respondents how they voted in the 2011 federal election. The table below reports the composition of current provincial support by voting behaviour in the 2011 federal election.

What the data demonstrates is that all four provincial parties are coalitions of different federal voters but that current BC Liberal supporters are the most diverse.

Among those respondents who said they would vote BC Liberal, 55% voted for the federal Conservatives in 2011 while 33% voted for the federal Liberals. Only 3% cast a ballot for Jack Layton and the federal NDP.

In contrast, the BC NDP is made up primarily of federal NDP voters (61%) but also has the support federal Conservatives (14%) and federal Liberals (13%),

BC Conservative support is less diverse in terms of federal party voters with almost three in four BC Conservative supporters saying they voted for the federal Conservative Party in 2011 with another 16% saying they voted Liberal.

2011 Federal Vote vs. Current Provincial Vote Intention

2011 Federal Vote	Current Provincial Vote Intention			
	BC NDP	BC Liberals	BC Greens	BC Conservatives
Conservative	14%	55%	9%	73%
NDP	61%	3%	9%	4%
Liberal	13%	33%	13%	16%
Green	4%	1%	54%	-
Did not vote / Can't Remember	9%	6%	16%	7%

BC Election - Vote Intention & Leadership

"When you look at how federal party supporters are voting in the provincial election, it makes sense why Tom Mulcair is in the game but Stephen Harper and Justin Trudeau are staying away," said Coletto.

"Whereas 87% of federal NDP supporters are going to vote for the BC NDP, federal Tories and Liberals are split between the BC Liberals (CPC 51%, LPC 52%), BC NDP (CPC 17%, LPC 29%), and BC Conservatives (CPC 18%, LPC 6%). If Harper and Trudeau were to back the provincial party that a majority of their supporters are, they would both be campaigning for Christy Clark. That would make for some awkward moments on the campaign bus."

Accessible Voter Pools

Another challenge for the BC Liberals is that they are playing in a smaller voter pool compared with the NDP.

When respondents were asked if they would consider or not consider voting for each of the main political parties in British Columbia, the BC NDP had the largest pool of accessible voters.

Fifty percent of respondents said they would consider voting for the BC NDP, compared with 41% for the BC Liberals, 34% for the BC Greens, and 27% for the BC Conservatives.

"The BC NDP not only leads among decided voters, but they also have the largest pool of voters who would consider voting NDP," said Coletto. "The BC Liberals can still win the election but they will need to convince all those voters who would consider voting for them to actually turn out and cast a ballot. That's a tough, but not impossible, mission two weeks out from election day."

Converting Accessible Voters

Party	Would Consider Voting (All respondents)	Would vote if election held at time of survey (All respondents)	Conversion Rate
BC NDP	50%	38%	76%
BC Liberals	41%	29%	71%
BC Greens	34%	10%	29%
BC Conservatives	23%	8%	35%

When we compare voter conversion rates (% of respondents indicating they will vote for a party divided by the % of respondents who would consider voting for a party) we find that the BC NDP has the highest conversion rate (76%), followed by the BC Liberals (71%), and the BC Conservatives (35%).

"The smaller parties like the Greens and Conservatives are facing a highly polarized election meaning unless one of the two main parties make a big mistake, it will be difficult to grow their support in the next two weeks of the election," said Coletto.

Direction of the Province

British Columbians are split on whether they think the province is headed in the right direction or off on the wrong track.

BC Election - Vote Intention & Leadership

One in three respondents (33%) believed that the province is headed in the right direction while 37% believe it is headed on the wrong track. Another 30% were unsure.

Most worrisome for the BC Liberals is that only 55% of those who voted BC Liberal in 2009 believed that the province was headed in the right direction. Another 24% believed it was headed on the wrong track while 21% were unsure.

Provincial Party Leader Favourability

Turning to the four main political party leaders, the Sun News/Abacus Data poll found that none of the four leaders are particularly popular in British Columbia.

Respondents were asked to rate their overall impression of the leaders on a scale of 0 to 10, where 0 means they really dislike the individual and 10 means they really like the leader.

Overall, none of the four leaders had a net positive rating (more people viewed them positively than negatively). In fact, no leader was viewed positively by more than a quarter of respondents.

NDP Leader Adrian Dix was viewed positively by 23% of respondents compared with 24% who had a positive impression of Liberal Leader Christy Clark. Conservative Leader John Cummins had a favourable rating with only six percent of respondents while 14% held the same positive views of Green Leader Jane Sterk.

While Adrian Dix and Christy Clark were about equal when it came to positive impressions, fewer respondents viewed Adrian Dix negatively when compared with his rival Christy Clark. Thirty-five percent of respondents had a negative impression of Adrian Dix while 42% had a negative impression of Christy Clark, a seven-point difference.

Comparing Dix and Clark

Favourable Rating	Adrian Dix	Christy Clark	Dix - Clark
Positive (7 to 10)	23%	24%	-1
Neutral (4 to 6)	37%	31%	+6
Negative (0 to 3)	35%	42%	-7
Unsure	5%	2%	+3

"If Adrian Dix becomes Premier this spring it is not because British Columbians love the guy," said Coletto. "He is not more popular than Christy Clark, he's just disliked less."

When we compared leader favourability among a leader's own supporters we find that NDP supporters are less likely to have a positive impression of Adrian Dix than Liberal supporters have of Christy Clark.

Only 51% of NDP supporters have a positive impression of Adrian Dix compared with 61% for Christy Clark among Liberal supporters.

"Many NDP supporters are not necessarily voting for the NDP because they like Adrian Dix. They are voting for the NDP because they like Christy Clark even less and want change."

BC Election - Vote Intention & Leadership

Leader Popularity with Their Own Supporters

Favourable Rating	Adrian Dix among NDP supporters	Christy Clark among Liberal supporters	Dix - Clark
Positive (7 to 10)	51%	61%	-10
Neutral (4 to 6)	41%	34%	+7
Negative (0 to 3)	6%	5%	+1
Unsure	2%	-	+2

Leadership Attributes: Clark vs. Dix

Finally, respondents were asked to consider some favourable and unfavourable things that have been said about various politicians. They were shown a list of statements and asked whether they agree or disagree that the statements apply to Christy Clark and to Adrian Dix.

On three of the seven measures, the difference between Dix and Clark is not statistically significant. About one in two British Columbians believe that Dix and Clark are qualified to be Prime Minister. Less than a majority believe they both have sound judgment and a majority consider them to be likeable. On qualifications, judgment, and likeability, neither candidate has a significant advantage over the other.

But Adrian Dix does have an advantage over Christy Clark on the three remaining measures. British Columbians are more likely to agree that Dix understands the problems facing BC than Clark (Dix 61%, Clark 51%). They are also more likely to think he has a clear vision for BC compared with Clark (Dix 53%, Clark 45%). And there is a ten-point difference in the percentage of respondents who agreed that either leader is out of touch with ordinary people with 52% agreeing the statement applies to Christy Clark while 42% agreeing it applies to Dix.

Perhaps most troubling for Christy Clark, the survey found that 65% of British Columbians agree that she is more style than substance. Even 42% of those who said they would vote Liberal agreed that Clark is more style than substance.

**Leadership Attributes
(% Agreeing with Statement)**

Statements	Adrian Dix	Christy Clark	Dix - Clark
Is qualified to be Premier	52%	51%	+1
Has sound judgement	47%	44%	+3
Likeable	55%	59%	-4
Understands the problems facing British Columbia	61%	51%	+10
More style than substance	43%	65%	-22
Has a clear vision for BC	53%	45%	+8
Out of touch with ordinary people	42%	52%	-10



BC Election - Vote Intention & Leadership

Bottom Line

With two weeks to go until the May 14 election and the leaders set to meet in the first and only televised debate tonight, the BC NDP is in a strong position. It has a 10-point lead among decided voters over the BC Liberals. It has a big lead on Vancouver Island and is competitive with the BC Liberals in every other region of the province, including in Greater Vancouver.

Its leader, Adrian Dix, while not loved by the population, is respected and being viewed as qualified, likeable, and empathic by a majority of British Columbians.

While BC NDP support is not up significantly from the 2009 election, it is benefiting from the splintering of past BC Liberal support. Among those who voted Liberal in 2009, only 62% plan to vote BC Liberal again in 2013 with 16% shifting to the NDP and 11% going to the BC Conservatives.

In contrast, the BC NDP is holding onto 82% of its previous support while picking up past Liberal, Green, and non voters to make up for the switchers.

For the BC Liberals, there are some optimistic findings. First, the NDP lead is lower than polls released at the start of the campaign. Second, while the NDP is ahead, it is not because of strong affection for the NDP leader Adrian Dix. Third, NDP support is not up significantly since 2009 and only 37% of British Columbians believe the province is headed in the wrong direction.

The BC Liberals have an opportunity to come back, but a lot will ride on the leaders' debate tonight.

The 2013 BC Election is far from over. The NDP leads but a victory on May 14 is far from certain. To win, the Liberals will need to convert every respondent who would consider voting Liberal into a voter on election day.

BC Election - Vote Intention & Leadership

If the provincial election was held today, which party are you most likely to vote for in your local constituency?
(All respondents, includes leaners)

		BC Liberals	BC NDP	BC Conservatives	BC Greens	Another party	Undecided	Counts	
		%	%	%	%	%	%	Count	Unweighted Count
BC Region	BC	29	38	8	10	3	12	1043	1042
	Greater and Metro Vancouver	32	35	8	8	3	12	604	637
	Vancouver Island	12	49	4	20	1	15	190	188
	Interior	35	37	9	7	3	9	179	145
	Central and Northern	31	27	13	6	9	15	70	72
Gender	Male	31	34	9	11	4	12	508	429
	Female	27	41	7	10	2	13	535	613
Age group	18 to 29	29	34	10	11	3	14	160	96
	30 to 44	24	35	7	12	3	19	265	270
	45 to 59	26	39	9	13	4	10	324	359
	60 and over	38	41	6	6	2	8	294	317
2009 provincial vote	BC Liberals	62	16	11	6	2	4	345	385
	BC NDP	6	82	2	3	1	5	317	269
	BC Conservatives	22	7	46	8	0	16	16	47
	BC Greens	15	20	1	64	0	0	59	56
	Another party	4	9	8	0	74	5	15	13
	Did not vote/Can't remember	20	22	9	13	3	33	291	272
2011 Federal Vote	Conservative Party of Canada	51	17	18	3	5	6	284	318
	New Democratic Party of Canada	4	87	1	2	1	4	250	223
	Liberal Party of Canada	52	29	6	5	2	6	169	194
	Green Party of Canada	4	20	2	73	0	1	70	64
	Another federal party	52	13	0	0	35	0	5	6
	Can't remember	20	29	5	14	5	27	151	141
	Did not vote	22	17	8	9	1	43	114	96

BC Election - Vote Intention & Leadership

If the provincial election was held today, which party are you most likely to vote for in your local constituency?
(Decided voters, includes leaners)

		BC Liberals	BC NDP	BC Conservatives	BC Greens	Another party	Counts	
		%	%	%	%	%	Count	Unweighted Count
BC Region	BC	33	43	9	12	3	916	915
	Greater and Metro Vancouver	37	40	9	10	4	530	563
	Vancouver Island	14	57	4	24	1	162	160
	Interior	38	41	10	8	3	163	132
	Central and Northern	36	31	15	7	10	60	60
Gender	Male	35	39	10	12	4	450	383
	Female	31	47	8	11	3	466	532
Age group	18 to 29	34	39	11	12	4	139	87
	30 to 44	29	43	9	15	4	214	219
	45 to 59	29	43	10	14	4	292	318
	60 and over	41	44	7	6	2	271	291
2009 provincial vote	BC Liberals	64	16	11	6	2	332	368
	BC NDP	6	87	3	4	1	301	256
	BC Conservatives	26	8	55	10	0	13	38
	BC Greens	15	20	1	64	0	59	56
	Another party	5	10	8	0	78	14	12
2011 Federal Vote	Did not vote/Can't remember	30	32	14	19	5	196	185
	Conservative Party of Canada	54	18	19	3	5	268	295
	New Democratic Party of Canada	4	91	1	2	1	238	214
	Liberal Party of Canada	55	30	6	6	3	159	180
	Green Party of Canada	4	20	2	74	0	69	63
	Another federal party	52	13	0	0	35	5	6
	Can't remember	27	40	7	20	6	110	101
Did not vote	38	29	14	17	3	65	56	

BC Election - Vote Intention & Leadership

		Generally speaking, do you think things in British Columbia are headed in the right direction or are they off on the wrong track?				
		Headed in the right direction	Off on the wrong track	Unsure	Counts	
		%	%	%	Count	Unweighted Count
BC Region	BC	33	37	30	1043	1042
	Greater and Metro Vancouver	35	36	29	604	637
	Vancouver Island	26	40	34	190	188
	Interior	34	42	24	179	145
	Central and Northern	34	32	35	70	72
Gender	Male	36	38	26	508	429
	Female	30	37	33	535	613
Age group	18 to 29	29	33	38	160	96
	30 to 44	30	39	31	265	270
	45 to 59	34	38	29	324	359
	60 and over	37	38	25	294	317
2009 provincial vote	BC Liberals	55	24	21	345	385
	BC NDP	23	51	26	317	269
	BC Conservatives	29	39	32	16	47
	BC Greens	15	62	23	59	56
	Another party	33	58	9	15	13
	Did not vote/Can't remember	22	32	46	291	272
2011 Federal Vote	Conservative Party of Canada	52	29	18	284	318
	New Democratic Party of Canada	22	53	25	250	223
	Liberal Party of Canada	43	28	29	169	194
	Green Party of Canada	21	48	32	70	64
	Another federal party	26	21	53	5	6
	Can't remember	19	41	40	151	141
	Did not vote	20	27	53	114	96

BC Election - Vote Intention & Leadership

		BC Liberals (Regardless of how you actually vote, would you consider voting for any of the following PROVINCIAL political parties?)				
		Would consider	Would NOT consider	Unsure	Counts	
		%	%	%	Count	Unweighted Count
BC Region	BC	41	38	20	1043	1042
	Greater and Metro Vancouver	44	37	20	604	637
	Vancouver Island	31	47	22	190	188
	Interior	44	36	20	179	145
	Central and Northern	45	35	20	70	72
Gender	Male	42	41	17	508	429
	Female	41	36	23	535	613
Age group	18 to 29	44	32	23	160	96
	30 to 44	38	39	24	265	270
	45 to 59	40	40	20	324	359
	60 and over	45	39	16	294	317
2009 provincial vote	BC Liberals	71	15	14	345	385
	BC NDP	18	66	16	317	269
	BC Conservatives	45	43	12	16	47
	BC Greens	37	48	14	59	56
	Another party	27	61	12	15	13
	Did not vote/Can't remember	33	32	35	291	272
2011 Federal Vote	Conservative Party of Canada	62	25	14	284	318
	New Democratic Party of Canada	15	69	15	250	223
	Liberal Party of Canada	66	23	11	169	194
	Green Party of Canada	31	52	17	70	64
	Another federal party	28	35	37	5	6
	Can't remember	33	30	36	151	141
	Did not vote	30	29	41	114	96

BC Election - Vote Intention & Leadership

		BC NDP (Regardless of how you actually vote, would you consider voting for any of the following PROVINCIAL political parties?)				
		Would consider	Would NOT consider	Unsure	Counts	
		%	%	%	Count	Unweighted Count
BC Region	BC	50	32	18	1043	1042
	Greater and Metro Vancouver	50	32	18	604	637
	Vancouver Island	61	22	17	190	188
	Interior	45	37	19	179	145
	Central and Northern	41	39	20	70	72
Gender	Male	49	36	15	508	429
	Female	51	27	21	535	613
Age group	18 to 29	59	24	17	160	96
	30 to 44	52	27	21	265	270
	45 to 59	47	33	20	324	359
	60 and over	48	38	14	294	317
2009 provincial vote	BC Liberals	27	57	15	345	385
	BC NDP	91	4	5	317	269
	BC Conservatives	16	66	17	16	47
	BC Greens	40	37	23	59	56
	Another party	59	38	3	15	13
	Did not vote/Can't remember	37	28	35	291	272
2011 Federal Vote	Conservative Party of Canada	28	58	14	284	318
	New Democratic Party of Canada	94	2	5	250	223
	Liberal Party of Canada	49	36	14	169	194
	Green Party of Canada	52	27	21	70	64
	Another federal party	27	73	0	5	6
	Can't remember	41	25	34	151	141
	Did not vote	26	33	41	114	96

BC Election - Vote Intention & Leadership

		BC Conservatives (Regardless of how you actually vote, would you consider voting for any of the following PROVINCIAL political parties?)				
		Would consider	Would NOT consider	Unsure	Counts	
		%	%	%	Count	Unweighted Count
BC Region	BC	23	49	28	1043	1042
	Greater and Metro Vancouver	22	48	30	604	637
	Vancouver Island	15	59	26	190	188
	Interior	30	49	21	179	145
	Central and Northern	31	40	30	70	72
Gender	Male	23	49	28	508	429
	Female	23	50	28	535	613
Age group	18 to 29	17	45	37	160	96
	30 to 44	25	40	35	265	270
	45 to 59	25	51	24	324	359
	60 and over	23	58	19	294	317
2009 provincial vote	BC Liberals	35	45	20	345	385
	BC NDP	12	68	20	317	269
	BC Conservatives	74	5	21	16	47
	BC Greens	12	76	12	59	56
	Another party	71	29	0	15	13
	Did not vote/Can't remember	17	33	50	291	272
2011 Federal Vote	Conservative Party of Canada	46	33	21	284	318
	New Democratic Party of Canada	11	66	23	250	223
	Liberal Party of Canada	17	66	18	169	194
	Green Party of Canada	8	81	11	70	64
	Another federal party	28	39	33	5	6
	Can't remember	22	32	46	151	141
	Did not vote	12	34	54	114	96

BC Election - Vote Intention & Leadership

		BC Greens (Regardless of how you actually vote, would you consider voting for any of the following PROVINCIAL political parties?)				
		Would consider	Would NOT consider	Unsure	Counts	
		%	%	%	Count	Unweighted Count
BC Region	BC	34	42	24	1043	1042
	Greater and Metro Vancouver	32	42	25	604	637
	Vancouver Island	49	32	20	190	188
	Interior	27	48	25	179	145
	Central and Northern	22	56	22	70	72
Gender	Male	31	46	23	508	429
	Female	37	38	25	535	613
Age group	18 to 29	35	35	30	160	96
	30 to 44	40	32	28	265	270
	45 to 59	35	41	23	324	359
	60 and over	26	57	18	294	317
2009 provincial vote	BC Liberals	21	63	16	345	385
	BC NDP	39	37	24	317	269
	BC Conservatives	22	60	19	16	47
	BC Greens	93	2	5	59	56
	Another party	21	53	26	15	13
	Did not vote/Can't remember	32	30	37	291	272
2011 Federal Vote	Conservative Party of Canada	17	64	19	284	318
	New Democratic Party of Canada	42	33	25	250	223
	Liberal Party of Canada	33	51	17	169	194
	Green Party of Canada	94	3	3	70	64
	Another federal party	14	52	34	5	6
	Can't remember	31	31	37	151	141
	Did not vote	28	33	39	114	96

BC Election - Vote Intention & Leadership

		Impression - Christy Clark					
		On a scale of 0 to 10 where 0 means really dislike, 5 means neutral, and 10 means really like, how do you feel about the following individuals?					
		[rotate]					
		Unfavourable (0 to 3)	Neutral (4 to 6)	Favourable (7 to 10)	Unsure	Counts	
		%	%	%	%	Unweighted Count	Count
BC Region	BC	42	31	24	2	1042	1043
	Greater and Metro Vancouver	42	32	24	2	637	604
	Vancouver Island	47	34	17	3	188	190
	Interior	41	27	29	3	145	179
	Central and Northern	32	30	35	3	72	70
Gender	Male	43	27	27	3	429	508
	Female	41	35	21	2	613	535
Age group	18 to 29	44	28	25	3	96	160
	30 to 44	46	27	20	6	270	265
	45 to 59	40	37	21	2	359	324
	60 and over	39	30	31	0	317	294
2009 provincial vote	BC Liberals	21	34	44	0	385	345
	BC NDP	65	22	13	0	269	317
	BC Conservatives	45	31	24	0	47	16
	BC Greens	49	33	14	4	56	59
	Another party	64	20	17	0	13	15
	Did not vote/Can't remember	39	38	16	7	272	291
2011 Federal Vote	Conservative Party of Canada	32	30	38	0	318	284
	New Democratic Party of Canada	65	25	10	0	223	250
	Liberal Party of Canada	30	32	37	1	194	169
	Green Party of Canada	52	33	12	3	64	70
	Another federal party	35	37	28	0	6	5
	Can't remember	37	40	20	3	141	151
	Did not vote	36	34	16	14	96	114

BC Election - Vote Intention & Leadership

		Impression - Adrian Dix					
		On a scale of 0 to 10 where 0 means really dislike, 5 means neutral, and 10 means really like, how do you feel about the following individuals?					
		[rotate]					
		Unfavourable (0 to 3)	Neutral (4 to 6)	Favourable (7 to 10)	Unsure	Counts	
		%	%	%	%	Unweighted Count	Count
BC Region	BC	35	37	23	5	1042	1043
	Greater and Metro Vancouver	37	38	20	4	637	604
	Vancouver Island	27	36	32	5	188	190
	Interior	37	33	25	5	145	179
	Central and Northern	36	41	18	5	72	70
Gender	Male	37	36	22	5	429	508
	Female	34	38	24	4	613	535
Age group	18 to 29	32	40	23	5	96	160
	30 to 44	31	40	19	10	270	265
	45 to 59	39	36	23	2	359	324
	60 and over	37	35	26	2	317	294
2009 provincial vote	BC Liberals	60	30	8	2	385	345
	BC NDP	9	40	49	2	269	317
	BC Conservatives	46	36	14	3	47	16
	BC Greens	32	43	19	6	56	59
	Another party	24	49	27	0	13	15
	Did not vote/Can't remember	35	41	13	10	272	291
	Conservative Party of Canada	56	31	11	2	318	284
2011 Federal Vote	New Democratic Party of Canada	7	34	56	2	223	250
	Liberal Party of Canada	40	43	15	2	194	169
	Green Party of Canada	41	39	16	5	64	70
	Another federal party	33	12	55	0	6	5
	Can't remember	37	45	13	6	141	151
	Did not vote	32	42	9	17	96	114

BC Election - Vote Intention & Leadership

		Impression - John Cummins					
		On a scale of 0 to 10 where 0 means really dislike, 5 means neutral, and 10 means really like, how do you feel about the following individuals?					
		[rotate]					
		Unfavourable (0 to 3)	Neutral (4 to 6)	Favourable (7 to 10)	Unsure	Counts	
		%	%	%	%	Unweighted Count	Count
BC Region	BC	32	44	6	19	1042	1043
	Greater and Metro Vancouver	32	43	6	19	637	604
	Vancouver Island	37	41	2	20	188	190
	Interior	28	45	8	18	145	179
	Central and Northern	24	58	5	13	72	70
Gender	Male	37	41	6	15	429	508
	Female	26	46	5	22	613	535
Age group	18 to 29	33	34	5	28	96	160
	30 to 44	24	45	8	23	270	265
	45 to 59	33	46	3	18	359	324
	60 and over	36	46	7	11	317	294
2009 provincial vote	BC Liberals	35	44	10	11	385	345
	BC NDP	38	43	3	17	269	317
	BC Conservatives	2	55	35	8	47	16
	BC Greens	48	28	2	22	56	59
	Another party	19	71	5	5	13	15
	Did not vote/Can't remember	19	46	4	31	272	291
2011 Federal Vote	Conservative Party of Canada	25	53	13	10	318	284
	New Democratic Party of Canada	37	41	2	20	223	250
	Liberal Party of Canada	45	35	4	16	194	169
	Green Party of Canada	47	20	0	33	64	70
	Another federal party	0	24	41	35	6	5
	Can't remember	23	54	4	19	141	151
	Did not vote	21	44	1	34	96	114

BC Election - Vote Intention & Leadership

		Impression - Jane Sterk					
		On a scale of 0 to 10 where 0 means really dislike, 5 means neutral, and 10 means really like, how do you feel about the following individuals?					
		[rotate]					
		Unfavourable (0 to 3)	Neutral (4 to 6)	Favourable (7 to 10)	Unsure	Counts	
		%	%	%	%	Unweighted Count	Count
BC Region	BC	17	48	14	22	1042	1043
	Greater and Metro Vancouver	17	47	13	22	637	604
	Vancouver Island	12	47	20	21	188	190
	Interior	17	46	12	25	145	179
	Central and Northern	24	59	4	14	72	70
Gender	Male	21	47	13	20	429	508
	Female	13	49	14	24	613	535
Age group	18 to 29	11	35	22	33	96	160
	30 to 44	11	46	16	26	270	265
	45 to 59	19	51	11	19	359	324
	60 and over	22	52	11	16	317	294
2009 provincial vote	BC Liberals	24	47	9	21	385	345
	BC NDP	14	51	16	19	269	317
	BC Conservatives	16	52	17	14	47	16
	BC Greens	4	36	52	8	56	59
	Another party	0	68	9	23	13	15
	Did not vote/Can't remember	14	47	10	29	272	291
	Conservative Party of Canada	22	51	7	21	318	284
2011 Federal Vote	New Democratic Party of Canada	13	49	15	22	223	250
	Liberal Party of Canada	17	47	15	22	194	169
	Green Party of Canada	1	31	48	20	64	70
	Another federal party	12	26	41	21	6	5
	Can't remember	19	50	9	22	141	151
	Did not vote	17	47	10	26	96	114

BC Election - Vote Intention & Leadership



Below are some thing both favourable and unfavourable that have been said about various politicians. Thinking about BC Liberals Leader CHRISTY CLARK, please tell us whether you agree or disagree that each applies to CHRISTY CLARK.

Leadership Attribute	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Net Agreement
	%	%	%	%	
Is qualified to be Premier	14	37	23	27	0
Has sound judgement	8	36	32	24	-12
Likeable	14	45	19	23	+17
Understands the problems facing British Columbia	11	40	24	26	+1
More style than substance	24	41	25	10	+30
Has a clear vision for BC	10	35	29	25	-9
Out of touch with ordinary people	23	29	31	16	+5



Below are some thing both favourable and unfavourable that have been said about various politicians. Thinking about BC NDP Leader ADRIAN DIX, please tell us whether you agree or disagree that each applies to ADRIAN DIX.

Leadership Attribute	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Net Agreement
	%	%	%	%	
Is qualified to be Premier	11	41	26	22	+4
Has sound judgement	7	40	33	20	-6
Likeable	10	45	28	18	+9
Understands the problems facing British Columbia	12	49	24	15	+22
More style than substance	11	32	47	10	-14
Has a clear vision for BC	9	44	30	18	+5
Out of touch with ordinary people	10	32	42	15	-15