

BRITISH COLUMBIA POLITICAL SCENE

# Dix Surpasses Clark as Best Choice for Premier in British Columbia

*The New Democrats expand their lead over the governing BC Liberals, who drop below 30% for the first time since Gordon Campbell's departure.*

[VANCOUVER – Feb. 1, 2011] – Opposition leader Adrian Dix has surpassed incumbent Premier Christy Clark as the person British Columbians would like to see in charge of the provincial government, a new Angus Reid Public Opinion poll has found.

The online survey of a representative provincial sample of 800 British Columbian adults also shows that the New Democratic Party (NDP) has extended its advantage over the governing BC Liberals, who have dropped to their lowest level since Clark took over from Gordon Campbell as party leader.

## Political Scene

Across British Columbia, 42 per cent of decided voters and leaners (+2 since November) will support the NDP candidate in their constituency in the next provincial election, followed by the BC Liberals with 28 per cent (-3), the BC Conservatives with 19 per cent (+1) and the BC Greens with 10 per cent (+2).

Half of decided voters in Vancouver Island (51%) and two-in-five in Metro Vancouver (42%) would vote for the NDP in the next provincial election. The BC Conservatives have reached the 20 per cent mark in both Metro Vancouver and the Interior. The BC Liberals are now second to the NDP among men (32% to 37%) and the gap with female voters is becoming wider, with the NDP ahead among women by 23 points (47% to 24%). The governing party post its best results with respondents aged 55 and over (31%, still nine points behind the NDP).

## KEY FINDINGS

- **Voting Intention: BC NDP 42%, BC Libs. 28%, BC Conservative 19%, Green 10%**
- **Approval Rating: Dix 45%, Clark 40%, Sterk 25%, Cummins 23%**
- **Best Premier: Dix 26%, Clark 22%, Cummins 8%, Sterk 3%**

*Full topline results are at the end of this release.*

*From January 27 to January 29, 2012, Angus Reid Public Opinion conducted an online survey among 800 randomly selected British Columbia adults who are Angus Reid Forum panellists. The margin of error—which measures sampling variability—is +/- 3.5%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of British Columbia. Discrepancies in or between totals are due to rounding.*

## CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)

While the NDP is holding on to practically nine-in-ten of its voters in 2009 (88%), the BC Liberals can only count on the support of three-in-five of their supporters in the last provincial ballot (60%). One-in-four BC Liberal voters in 2009 (27%) are now supporting the BC Conservatives and one-in-ten (10%) are choosing the NDP.

### **Issues, Approval and Momentum**

The economy is regarded as the most important issue facing British Columbia by 27 per cent of respondents (-2), followed by health care (21%, +4), leadership (7%), poverty (also 7%), tax relief (6%) and the environment (6%).

The approval rating for Premier and BC Liberals leader Christy Clark is 40 per cent (+1). Official Opposition and NDP leader Adrian Dix improved to 45 per cent (+5). Green Party leader Jane Sterk (25%, +4) and BC Conservative Party leader John Cummins (23%, +4) hold lower numbers, but show positive progress since November.

On the preferred premier question, Dix is the top choice for the first time (26%, +7 since November), followed by Clark (22%, -3), Cummins (8%, -1) and Sterk (3%, +1). Dix continues to be the only provincial party leader able to post a positive momentum score (+6), while Cummins (-2), Sterk (-6) and Clark (-24) had negative numbers once again.

On issues, the advantages of the BC Liberal incumbent have narrowed dramatically. Clark and Dix are virtually tied as being the best person to deal with the economy (24% to 23%) and crime (19% to 20%). Clark is ahead on federal/provincial relations (27% to 21%), but Dix is the clear leader on health care (33% to 20%) and education (30% to 21%). Sterk is regarded as the best leader to deal with the environment (26%, with Dix second at 22%).

### **Analysis**

The last time the BC Liberals dropped below the 30 per cent mark in voting intention, Gordon Campbell was about to deliver his resignation speech in early November 2010. The governing party is now losing a quarter of its electors in 2009 to the BC Conservatives, and Clark has lost her edge on issues like crime and the economy, which her predecessor used to dominate, even at the pinnacle of his unpopularity.

The BC Conservatives are slowly getting closer to the 20 per cent mark at the provincial level, and are gaining ground in Metro Vancouver and the Interior. Still, their leader is not particularly well-known at this stage and is not carrying any significant momentum on issues.

The NDP holds the same level of support it had in the last provincial election, but Dix is now regarded as the best person to head the government in Victoria. The survey also shows that the NDP base appears

---

#### **CONTACT:**

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)

satisfied with the decision to bring in a new leader. Dix's predecessor Carole James was not able to be seen as a premier-in-waiting even after the controversy that led to Campbell's resignation.

**About Angus Reid Public Opinion**

*Angus Reid Public Opinion is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.*

**About Vision Critical®**

*Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.*

- 30 -

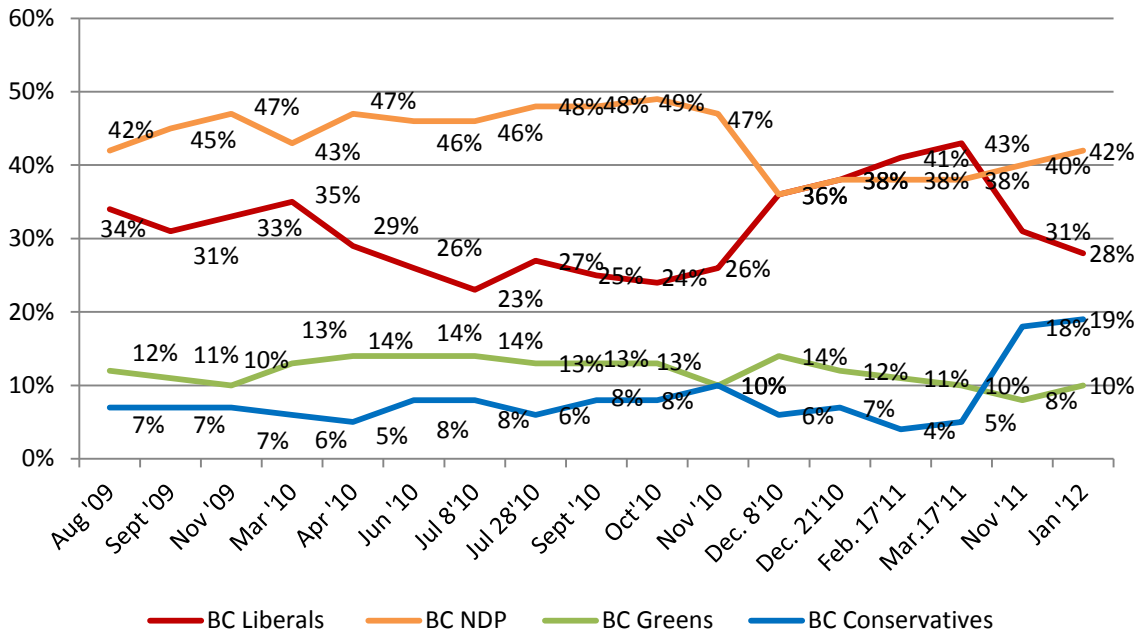
**For more information, please contact  
our spokesperson listed in the footnote.**

---

**CONTACT:**

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*



**BC Political Scene**

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	British Columbia	Metro Vancouver	Vancouver Island	Interior	North	May 2009 Election
<b>BC NDP</b>	42%	42%	51%	37%	43%	42%
<b>BC Liberals</b>	28%	27%	27%	30%	27%	46%
<b>BC Conservatives</b>	19%	20%	12%	20%	17%	2%
<b>BC Greens</b>	10%	10%	9%	12%	3%	8%
<b>Other / Independent</b>	1%	1%	1%	0%	10%	2%

**BC Political Scene**

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	Gender		Age			Household Income		
	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
<b>BC NDP</b>	37%	47%	41%	45%	40%	47%	39%	43%
<b>BC Liberals</b>	32%	24%	23%	28%	31%	24%	32%	30%
<b>BC Conservatives</b>	19%	18%	17%	17%	22%	15%	20%	16%
<b>BC Greens</b>	10%	9%	19%	7%	6%	14%	6%	8%
<b>Other / Independent</b>	2%	1%	0%	2%	2%	1%	2%	3%

**BC Political Scene**

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	Respondents who voted for the NDP in the 2009 Election	Respondents who voted for the BC Liberals in the 2009 Election
<b>BC NDP</b>	88%	10%
<b>BC Liberals</b>	2%	60%
<b>BC Greens</b>	4%	1%
<b>BC Conservatives</b>	5%	27%
<b>Other / Independent</b>	1%	1%

**CONTACT:**

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)

**BC Political Scene**

Which of these leaders would make the best Premier of British Columbia?

	November 2011	January 2012	Change
Adrian Dix	19%	26%	+7
Christy Clark	25%	22%	-3
John Cummins	9%	8%	-1
Jane Sterk	2%	3%	+1
None of these	17%	16%	-1
Not sure	30%	25%	-5

**BC Political Scene**

Which of these leaders is best suited to deal with each of the following issues?

	Crime	Health Care	Economy	Environment	Education	Federal / Provincial Relations
Christy Clark	19%	20%	24%	14%	21%	27%
Adrian Dix	20%	33%	23%	22%	30%	21%
John Cummins	16%	7%	12%	5%	7%	13%
Jane Sterk	2%	4%	3%	26%	4%	2%
None of them	10%	10%	9%	8%	9%	8%
Not sure	32%	26%	29%	25%	29%	29%

**CONTACT:**

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)

**BC Political Scene**

What do you think is the most important issue facing British Columbia today?

	<b>TOTAL</b>
<b>Economy</b>	<b>27%</b>
<b>Health Care</b>	<b>21%</b>
<b>Leadership</b>	<b>7%</b>
<b>Poverty</b>	<b>7%</b>
<b>Tax Relief</b>	<b>6%</b>
<b>Environment</b>	<b>6%</b>
<b>Education</b>	<b>5%</b>
<b>Housing</b>	<b>4%</b>
<b>Homelessness</b>	<b>4%</b>
<b>Crime / Public Safety</b>	<b>3%</b>
<b>Drug Traffic / Drug Use</b>	<b>3%</b>
<b>Municipal Funding, Services, &amp; Powers</b>	<b>2%</b>
<b>Day Care / Child Care</b>	<b>1%</b>
<b>Energy / Electricity</b>	<b>1%</b>
<b>Aboriginal Affairs</b>	<b>1%</b>
<b>Other</b>	<b>3%</b>

**CONTACT:**

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)

**BC Political Scene**

Do you approve or disapprove of the performance of each of the following people?

	Approve	Disapprove	Not sure
Premier and BC Liberals leader Christy Clark	40%	49%	11%
Official Opposition and New Democratic Party (NDP) leader Adrian Dix	45%	36%	19%
BC Conservative Party leader John Cummins	23%	39%	38%
Green Party leader Jane Sterk	25%	30%	45%

**BC Political Scene**

In the past three months, would you say your opinion of each of the following people has improved, stayed the same, or worsened?

	Improved	Stayed the same	Worsened	Not sure	Momentum Score
Premier and BC Liberals leader Christy Clark	12%	42%	36%	10%	-24
Official Opposition and New Democratic Party (NDP) leader Adrian Dix	22%	49%	16%	13%	+6
BC Conservative Party leader John Cummins	5%	55%	7%	34%	-2
Green Party leader Jane Sterk	9%	51%	15%	25%	-6

**CONTACT:**

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)