

BRITISH COLUMBIA POLITICAL SCENE

BC NDP Has Five-Point Lead Over Governing BC Liberals

Opposition party makes inroads in the Greater Vancouver Regional District, remains ahead in Vancouver Island.

[VANCOUVER – Nov. 15, 2008] - The New Democratic Party (NDP) has extended its lead over the governing BC Liberals, as Premier Gordon Campbell continues to post a negative momentum score, according to a new Angus Reid Strategies poll.

In the online survey of a representative provincial sample, the BC NDP is first with 44 per cent—up three points since August—followed by the BC Liberals with 39 per cent (+1), and the Green Party with 11 per cent (-3). Five per cent of decided voters would support other parties.

Voters in the Greater Vancouver Regional District (GVRD)—where the NDP won two by-elections last month—now give the New Democrats a five-point lead over the BC Liberals (46% to 41%), while exactly half of decided voters in Vancouver Island (50%) would cast a ballot for the NDP in the next election. The BC Liberals are ahead of the NDP in the North / Interior region, while the New Democrats lead on the Southern Interior.

The survey continues to show a gender gap for the BC Liberals, with 44 per cent of men voicing support for the governing party, compared to only 35 per cent of women. Conversely, 42 per cent of males and 47 per cent of females would vote for the NDP.

KEY FINDINGS

- **Voting Intention: BC NDP 44%, BC Liberals 39%, Green 11%**
- **Preferred Premier: Gordon Campbell 34%, Carole James 32%, Not sure 34%**
- **Momentum Score: Gordon Campbell -36, Carole James +5**
- **21% think Campbell is honest and trustworthy**
- **18% say James can manage the provincial economy effectively**

Full topline results are at the end of this release

*From November 6 to November 11, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of **802 adult residents of British Columbia**. The margin of error for the total sample is **+/- 3.5 %**, **19 times out of 20**. 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.*

In stark contrast with the survey conducted in August, middle-aged voters are now clearly more supportive of the NDP (45% to 33%), while the race has tightened in the youngest and oldest demographics. The BC Liberals remain ahead among voters with at least one university degree, and those living in households earning more than \$100,000 a year.

Momentum Score

The past few weeks have featured not just the two by-elections in Vancouver, but also the economic plans of both Premier Gordon Campbell and Opposition Leader Carole James. In this context, the perceptions of British Columbia residents on the province's main political leaders saw a shift.

Campbell continues to post a high negative momentum score (-36), with 44 per cent of respondents saying their opinion of the Premier has worsened over the past two months, and eight per cent reporting an improvement. Still, the -36 score for Campbell is better than the -45 score he posted in August.

The momentum score for James stands at +3 (13% say their opinion of the BC NDP leader is better than two months ago, 18% say it is worse), also an improvement from -5 in August. Green Party leader Jane Sterk is also at +5, but more than a third of respondents (35%) are undecided. When asked who would be the best Premier for the province, Campbell is barely ahead of James (34% to 32%), but one-third of respondents cannot pick either politician.

Qualities and Characteristics

Respondents were provided with a list of nine qualities and characteristics and asked whether each of them applied to the two main provincial party leaders. Campbell holds the upper hand in having a vision for British Columbia (54% to 45%), being a strong and decisive leader (41% to 28%), managing the provincial economy effectively (41% to 18%) and understanding complex issues (39% to 31%).

James is more likely to be regarded as a politician who cares about the environment (57% to 40%), who understands the problems of BC residents (52% to 28%), who is honest and trustworthy (43% to 21%), and who generally agrees with voters on issues they care about (37% to 27%).

The two party leaders continue to post dismal ratings on the issue of trust: fewer than three-in-ten respondents say either Campbell (23%) or James (27%) inspires confidence. The Premier saw improvements in eight of the nine qualities and characteristics that are reviewed, while the Opposition Leader posted better numbers on six of them. At least three-in-ten respondents were unable to offer an opinion on the qualities and characteristics of James.

The survey shows two different concerns for each camp as the May 2009 election draws near. Barely one-in-five BC residents believe the current Premier is honest and trustworthy, and roughly the same proportion feel the Opposition Leader is ready to manage the provincial economy effectively.

British Columbia 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?

	Region				
	BC	Greater Vancouver (GVRD)	Vancouver Island	Southern Interior	North / Interior
New Democratic Party (NDP)	44%	46%	50%	41%	32%
BC Liberals	39%	41%	39%	35%	46%
Green Party	11%	11%	8%	13%	13%
Other	5%	2%	4%	10%	9%

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	Gender		Age			Education			Income		
	Male	Female	18-34	35-54	55+	HS or less	College / Tech School	Univ+	<\$50K	\$50-99K	\$100K+
New Democratic Party (NDP)	42%	47%	40%	45%	48%	47%	44%	40%	49%	43%	35%
BC Liberals	44%	35%	41%	33%	45%	39%	38%	44%	36%	38%	53%
Green Party	9%	13%	14%	15%	4%	10%	11%	12%	11%	13%	7%
Other	5%	5%	5%	7%	3%	4%	6%	3%	4%	6%	5%

British Columbia Political Scene

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	November 2008	August 2008
New Democratic Party (NDP)	44%	41%
BC Liberals	39%	38%
Green Party	11%	14%
Other	5%	7%

Momentum for Party Leaders

Over the course of the past two months, would you say your opinion of the following party leaders and parties has improved, stayed the same or worsened?

	Improved	Stayed the same	Worsened	Not sure
Gordon Campbell	8% (+3)	42% (+3)	44% (-6)	6% (=)
Carole James	22% (+8)	50% (-7)	19% (+1)	9% (-3)
Jane Sterk	13% (+8)	44% (-3)	8% (+2)	35% (-6)

Preferred Premier

Of the following provincial party leaders, which one do you think would be the best Premier of British Columbia?

Gordon Campbell	34% (+3)
Carole James	32% (-3)
Not sure	34% (=)

Qualities and Characteristics

Thinking about the following qualities and characteristics, please say whether you think they apply to Gordon Campbell?

	Apply	Does not apply	Not sure
Has a vision for the future of British Columbia	54% (+5)	28% (-4)	18% (-1)
Can manage the provincial economy effectively	41% (+4)	39% (-6)	20% (+1)
Is a strong and decisive leader	41% (-1)	40% (-4)	19% (+4)
Cares about the environment	40% (+5)	38% (-3)	22% (-3)
Understands complex issues	39% (+4)	37% (-4)	24% (=)
Understands the problems of BC residents	28% (+7)	51% (-8)	21% (+1)
Generally agrees with you on issues you care about	27% (+4)	52% (-8)	21% (+4)
Inspires confidence	23% (+2)	54% (-6)	23% (+4)
Is honest and trustworthy	21% (+3)	53% (-7)	26% (+4)

Qualities and Characteristics

Thinking about the following qualities and characteristics, please say whether you think they apply to Carole James?

	Apply	Does not apply	Not sure
Cares about the environment	57% (=)	9% (-1)	34% (+1)
Understands the problems of BC residents	52% (+3)	18% (=)	30% (-3)
Has a vision for the future of British Columbia	45% (+4)	19% (-1)	36% (-3)
Is honest and trustworthy	43% (-2)	19% (+3)	38% (-1)
Generally agrees with you on issues you care about	37% (=)	30% (+2)	33% (-2)
Understands complex issues	31% (+1)	29% (+5)	40% (-6)
Is a strong and decisive leader	28% (+2)	36% (+2)	36% (-4)
Inspires confidence	27% (+4)	40% (=)	33% (-4)
Can manage the provincial economy effectively	18% (+1)	34% (+1)	48% (-2)

Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=349>

Since 2006, Angus Reid Strategies has covered five provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

<http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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

**Copies of this poll are available on our website:
www.angusreidstrategies.com**