

BC Political Landscape

Snapshot of Pre-Election Public Opinion

Presented to: BC College Presidents
April 8, 2013



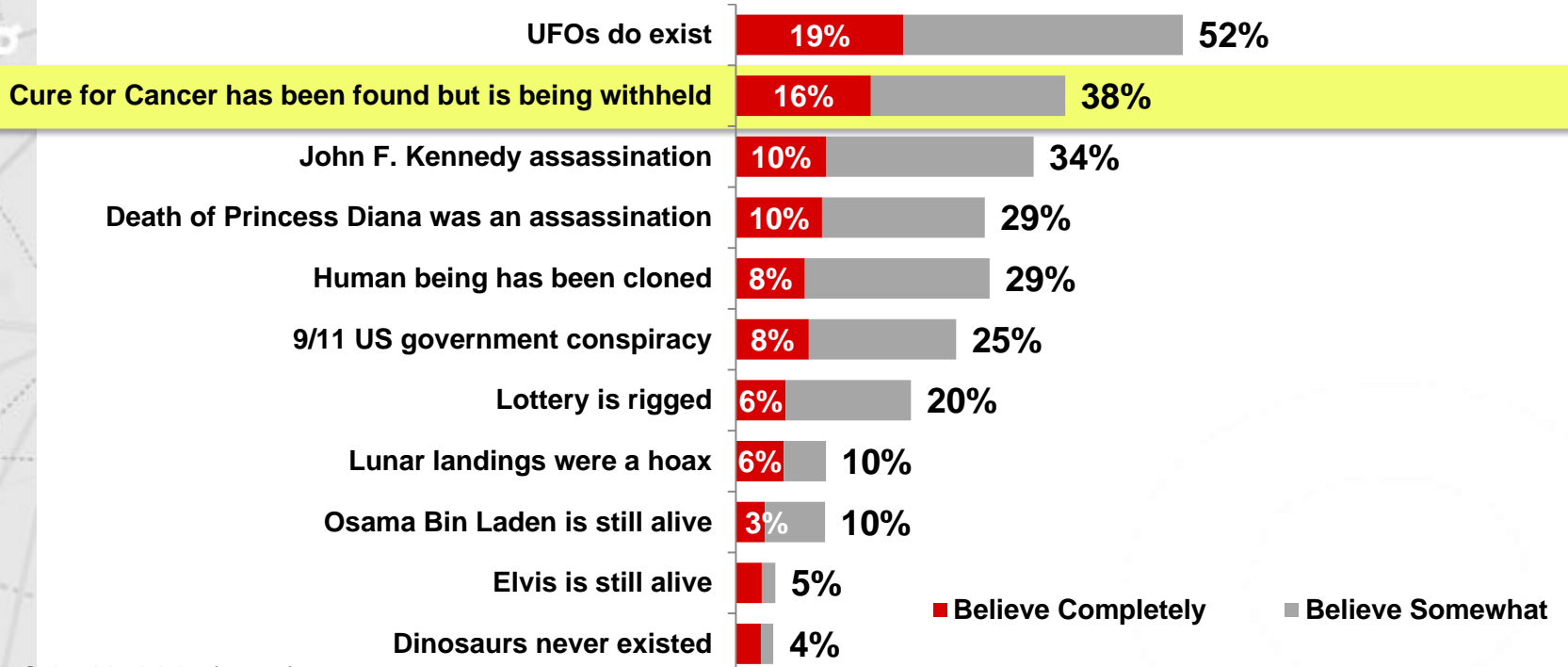
Simplified Understanding



- Full-Service Market Research Firm
- West Coast Focus with Vancouver and Calgary Offices
- First Year Anniversary Last Month
- Online Panel of 10,000 Members
- 10 Employees
- Expertise in Public Affairs, Retail, Travel, Technology, Finance, Energy
- Education Sector expertise



April Fools' Day Poll: Popular Conspiracy Theories



Base: British Columbia Adults (n=867)

Q. How much do you, personally, believe or disbelieve each of the following conspiracy theories that some people believe?

Poll on BC Politics

- **Online Survey of 855 British Columbians**
- ***Your Insights Panel***
- **March 26 – 31, 2013**
- **Margin of Error: ± 3.4 , 19 times out of 20**
- **Weighted by age, gender, region**

BC Political Landscape

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April 2013



Simplified Understanding

Agenda

- **BC Political Context**
- **Current Horse Race**
- **Views of Party Leaders**
- **Impact of Ethnic Outreach Scandal on Liberal Party Fortunes**
- **Expectations of NDP in Government**
- **Most Important Post-Secondary Education Issues in BC**
- **Final Comments**

BC Political Context

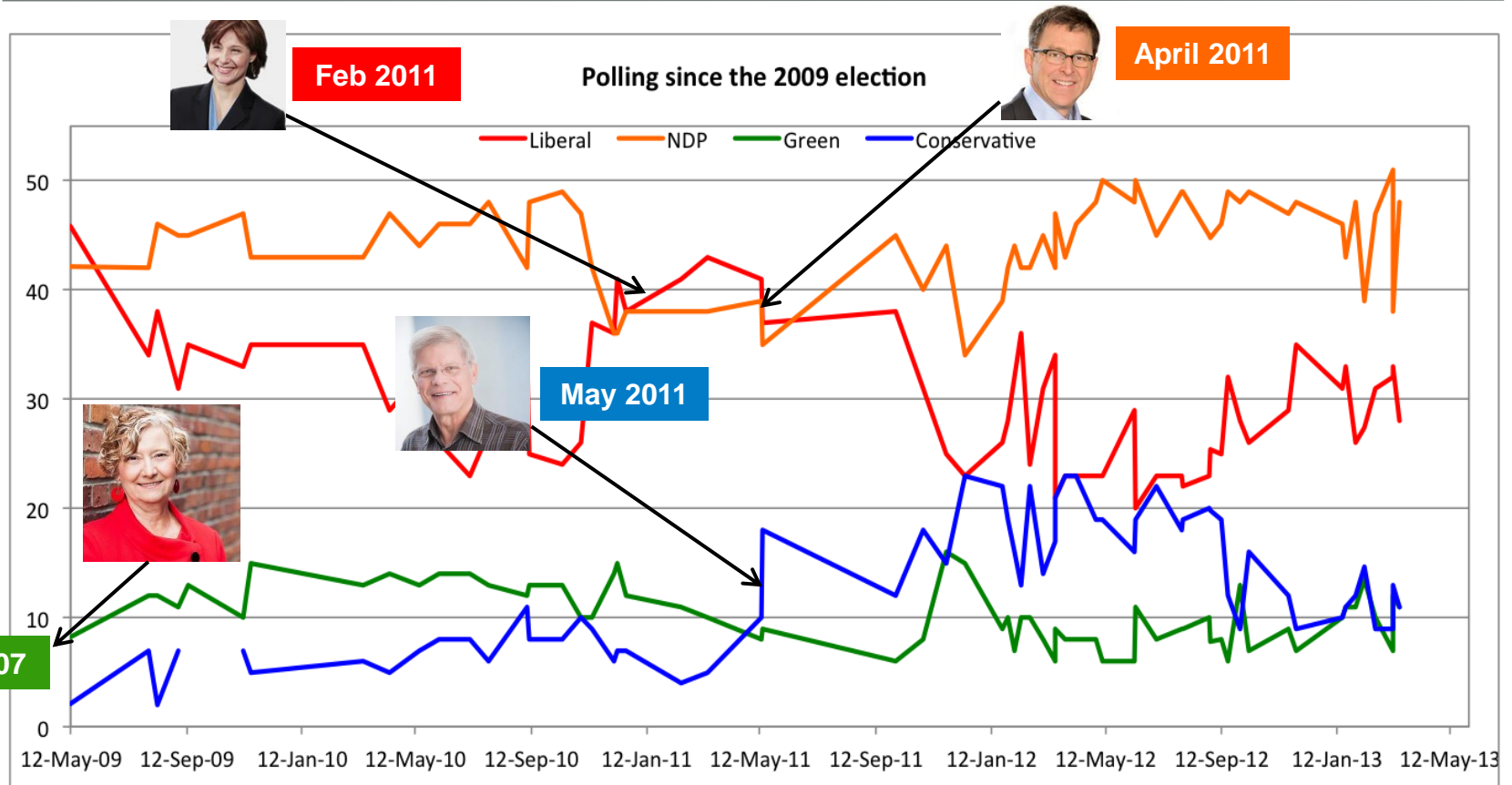
A Quick Look Back

April 2013



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Liberals Behind Since Early in Clark Leadership



Troubled Liberal Past

- **HST Referendum Loss (June 2011)**
- **Flurry of BC Liberal Policy Initiatives, But Nothing Sticks**
 - Families First, Jobs, 5 Conditions for Enbridge Pipeline, LNG, etc.
- **Constant resignations in Liberal Party office**
- **Many Prominent Liberals Not Running Again**
- **Ethnic Outreach Scandal**

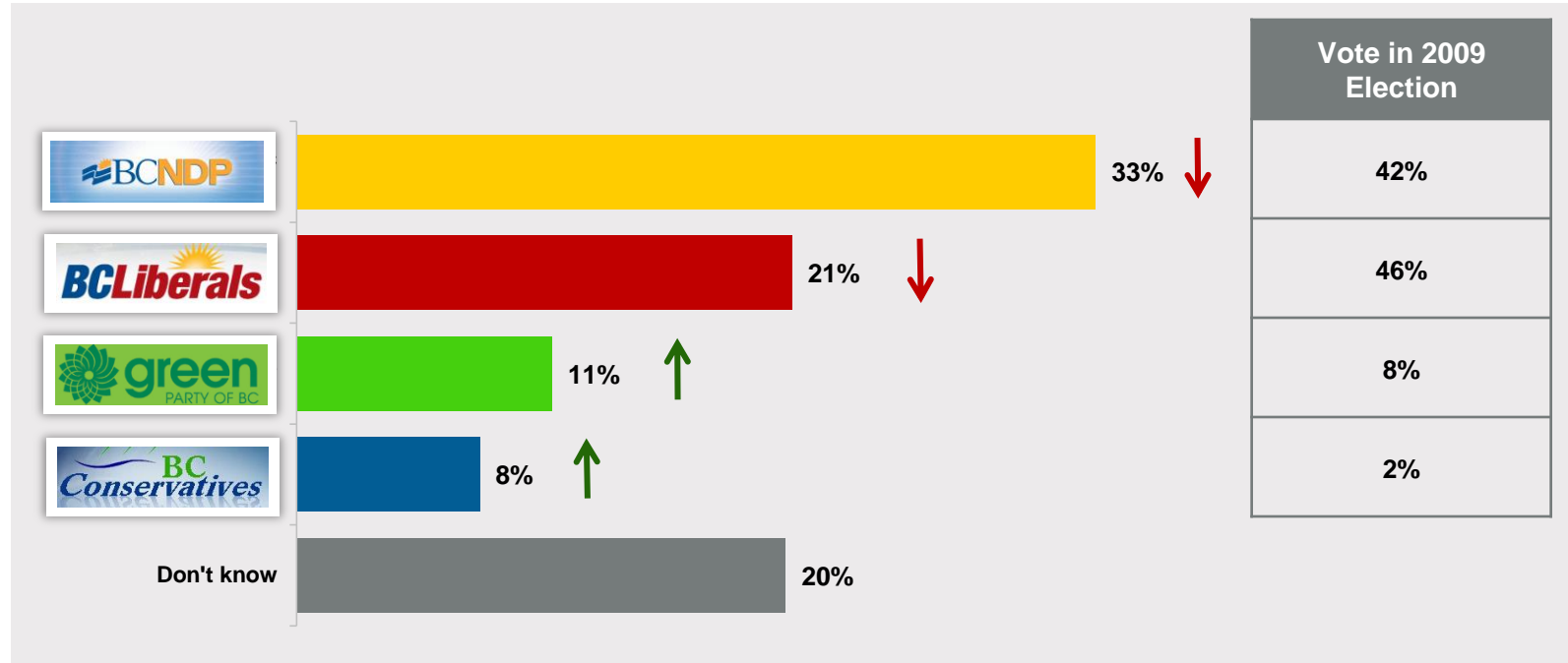
The Horse Race

April 2013



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NDP Holds Commanding Lead, BUT Sizeable Number of “Undecided” Voters

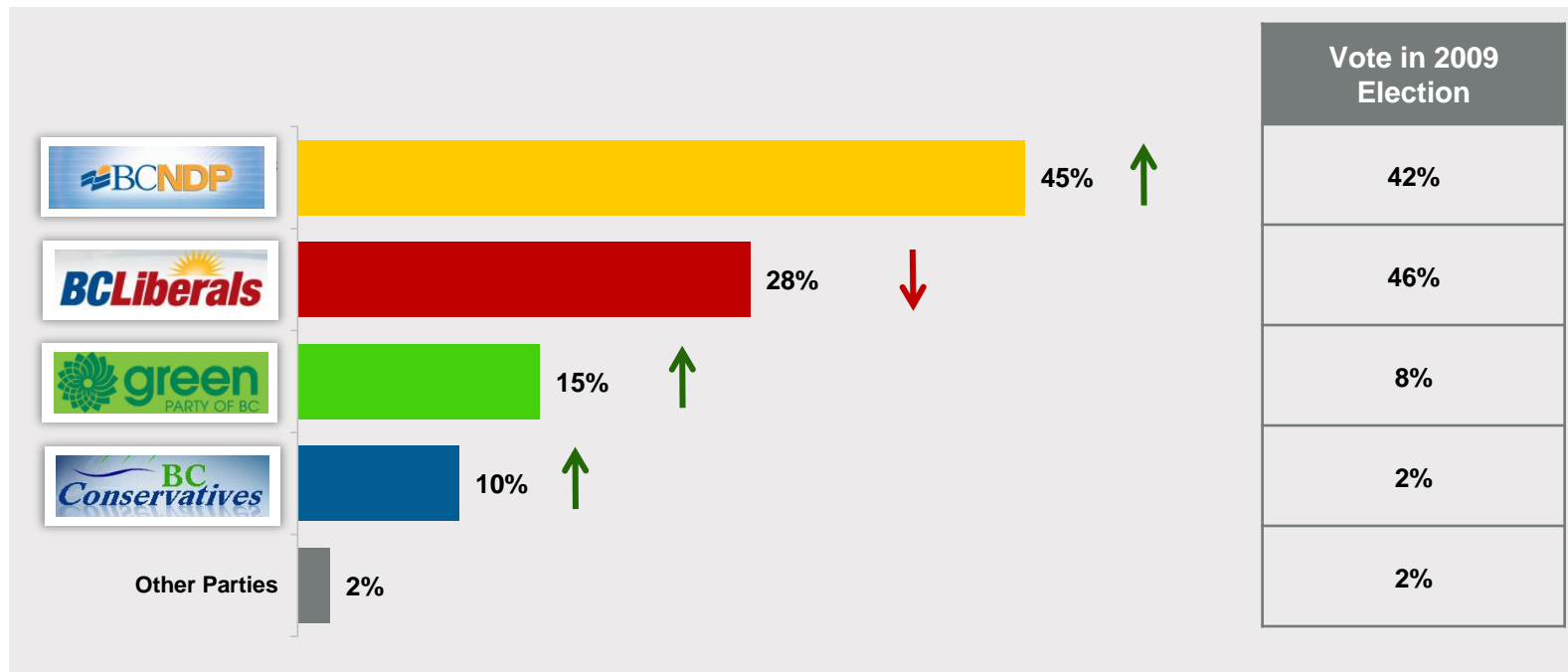


Base Size: Total (n=855)

E3 - If a BC Provincial election were held here in BC tomorrow, which party would you vote for? Choose one.

NDP Well Out in Front Among Decided Voters

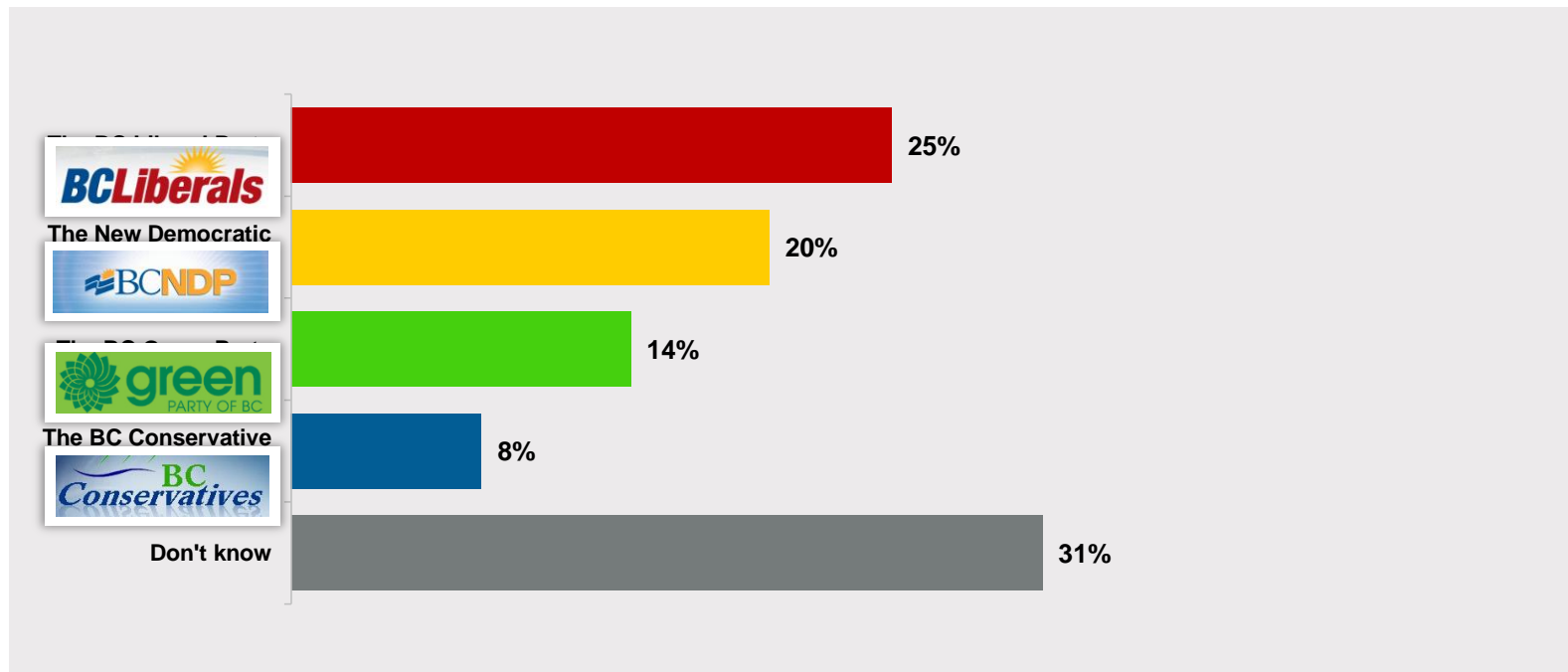
NOTE: (NDP + Greens) > (Liberals + Conservatives)



Base Size: Decided Voters (n=627)

E3 - (BASE: Decided Voters) - If a BC Provincial election were held here in BC tomorrow, which party would you vote for? Choose one.

Liberals Capture Most “Leaners”, So Party Has Potential to Grow its Support

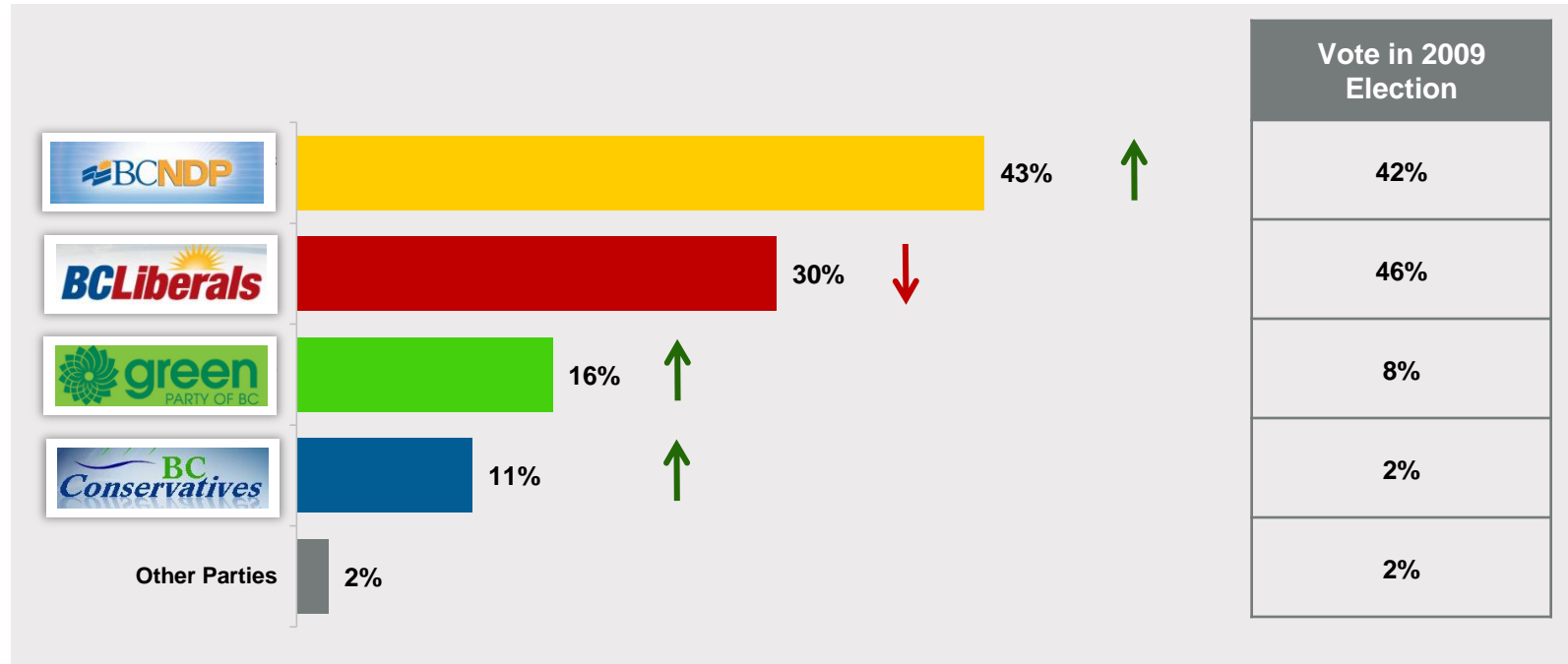


Base Size: Undecided Voters (n=174)

E4 - Even though you are not sure/undecided, which party do you lean towards? Choose one.

“Leaners” and “Decided” Shrinks NDP Lead; Gives Liberals Ray of Hope in Coming Campaign???

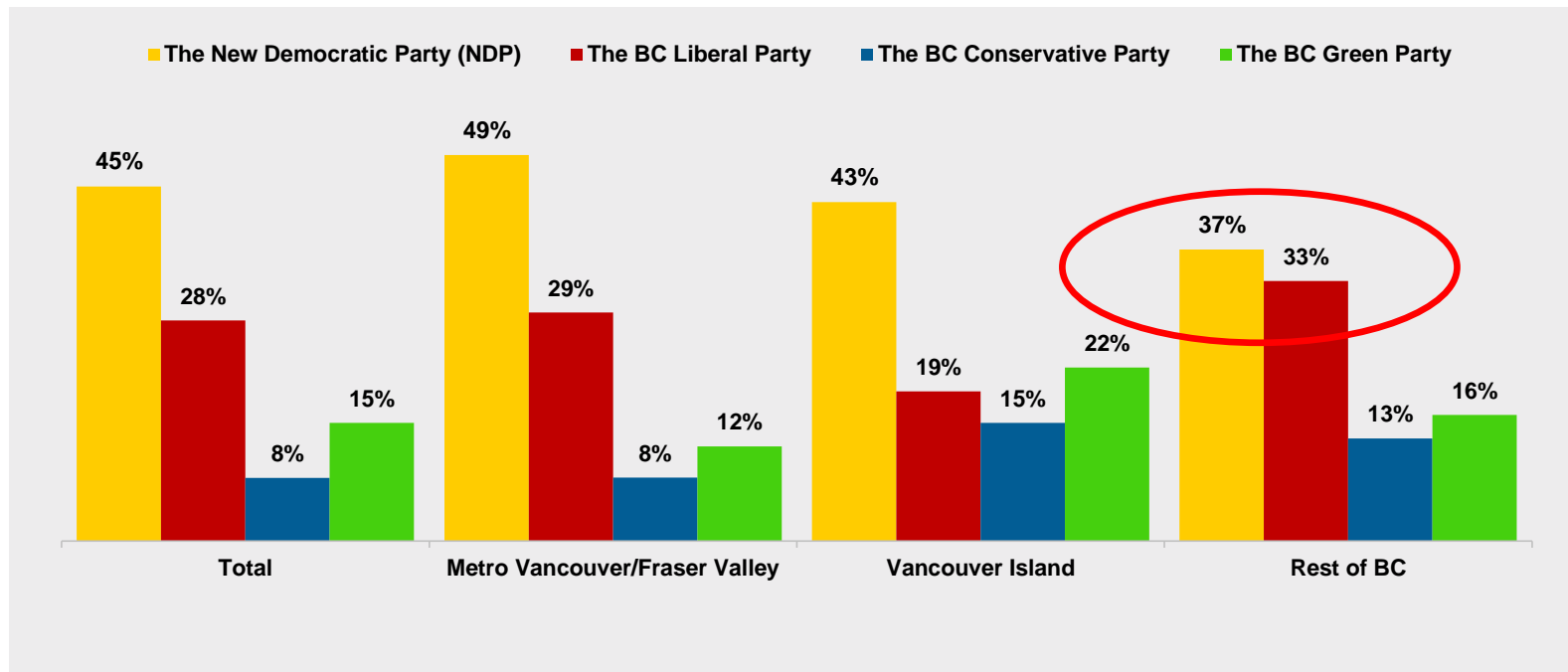
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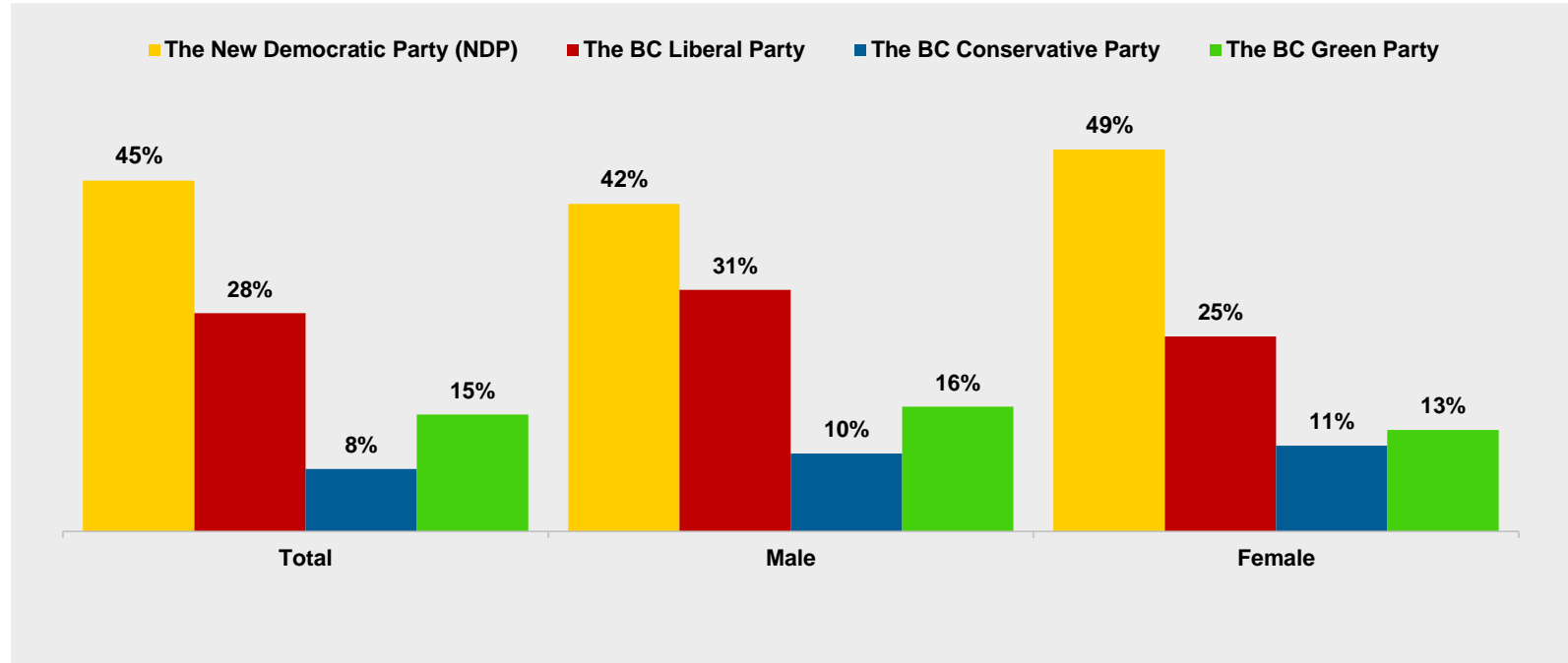
NDP Holds Comfortable Lead Across BC; Liberals Competitive Outside Lower Mainland/Island



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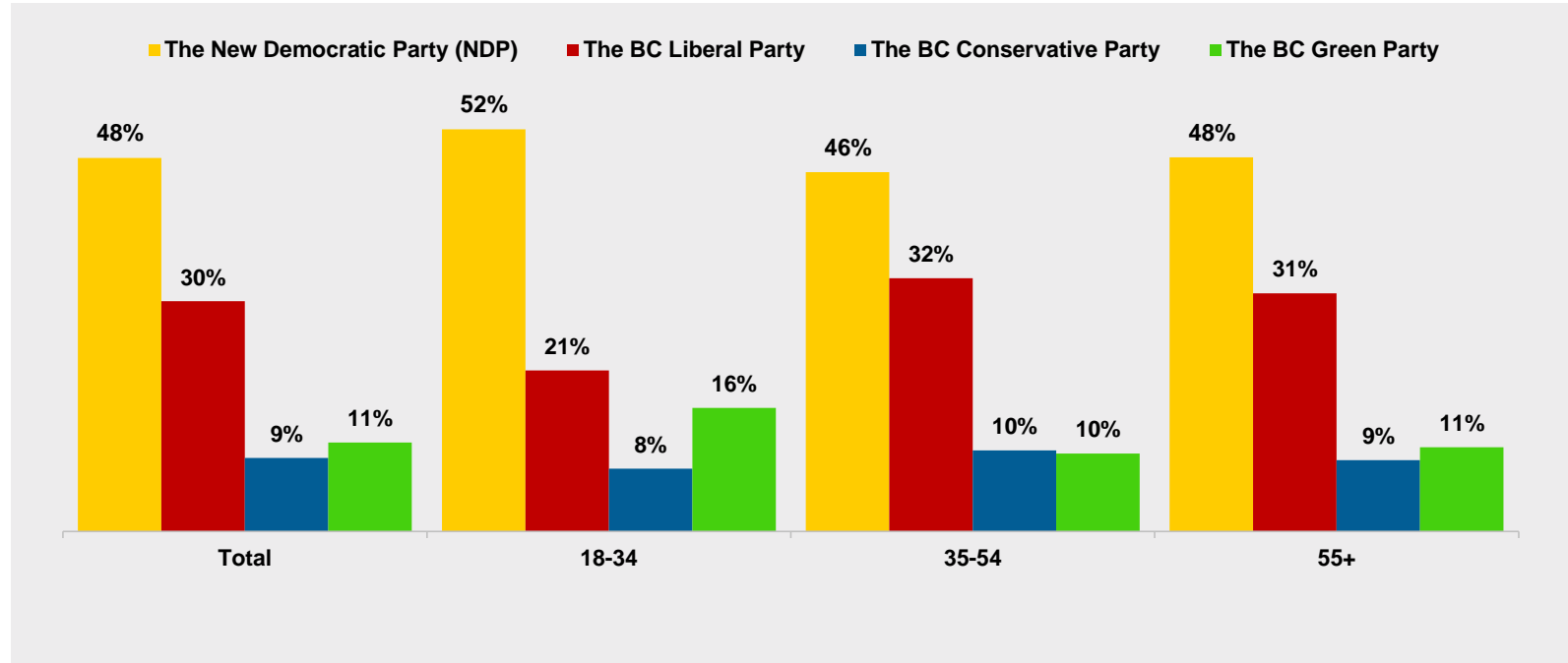
NDP Wins Hearts of BC Men and Women; Slight Gender Gap for Both Major Parties



Base Size: Decided Voters (n=627)

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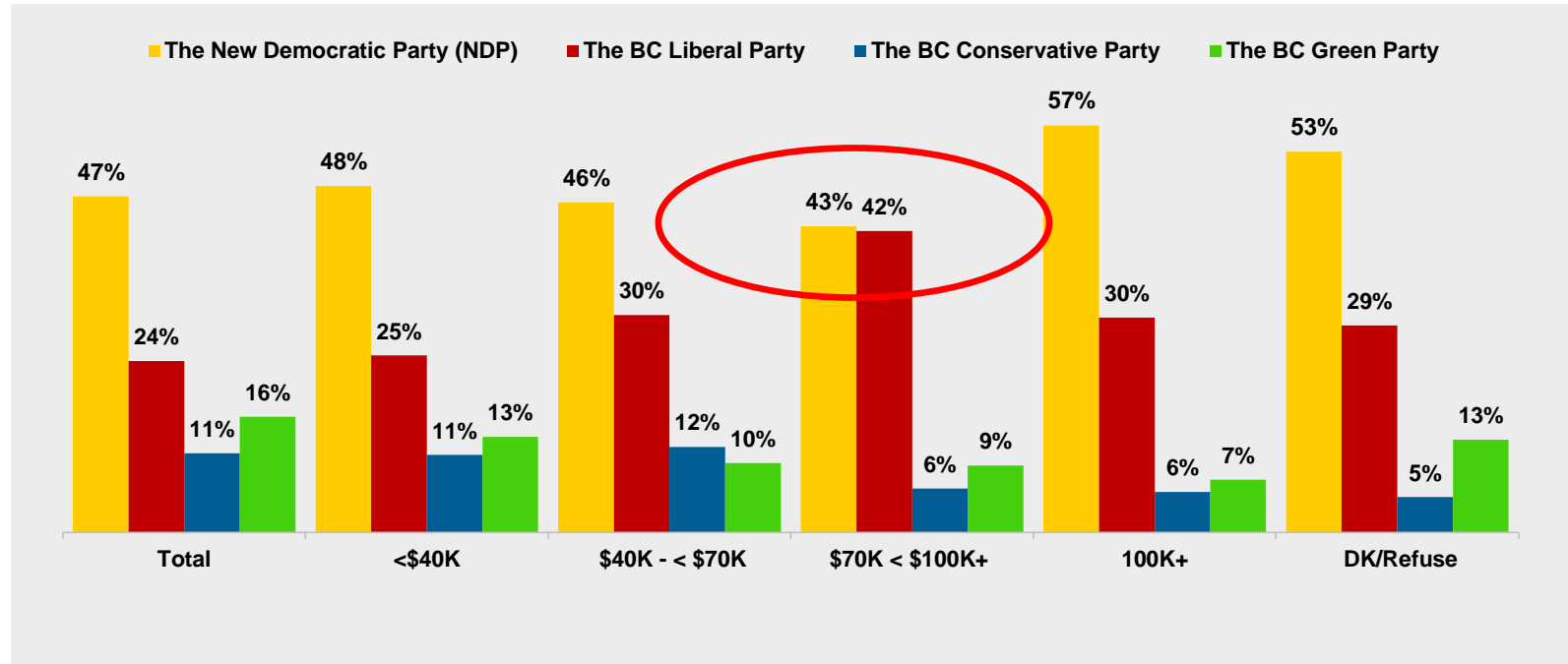
NDP Appeals to British Columbians of All Ages; Particularly Strong Among Youth



Base Size: Decided Voters (n=627)

E3 - (BASE: Decided voters) If a BC Provincial election were held here in BC tomorrow, which party would you vote for? Choose one.

NDP Support Strong Among Rich/Poor; Liberals Competitive With Middle Income Households



Base Size: Decided Voters (n=627)

E3 - (BASE: Decided voters) If a BC Provincial election were held here in BC tomorrow, which party would you vote for? Choose one.

Views of Party Leaders

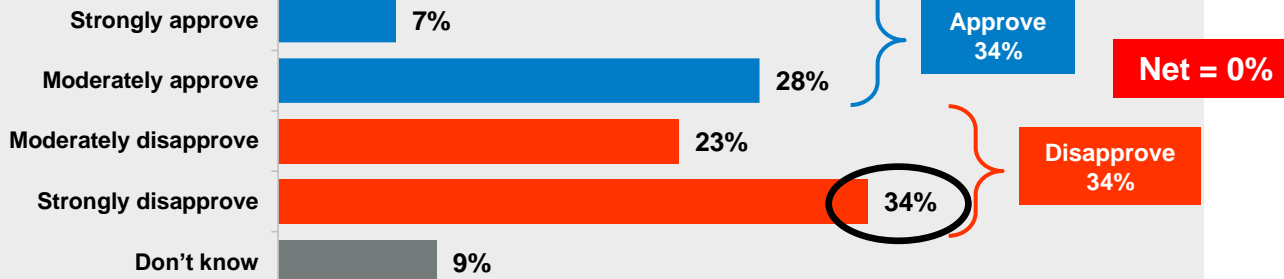
April 2013



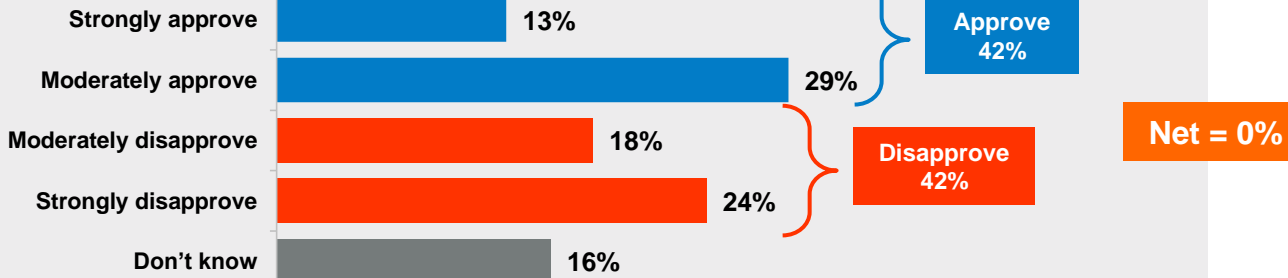
Simplified Understanding

Dix On Top, but Many British Columbians Still Have Doubts About NDP Leader; Clark Fares No Better

Christy Clark



Adrian Dix



Base Size: Total (n=855)

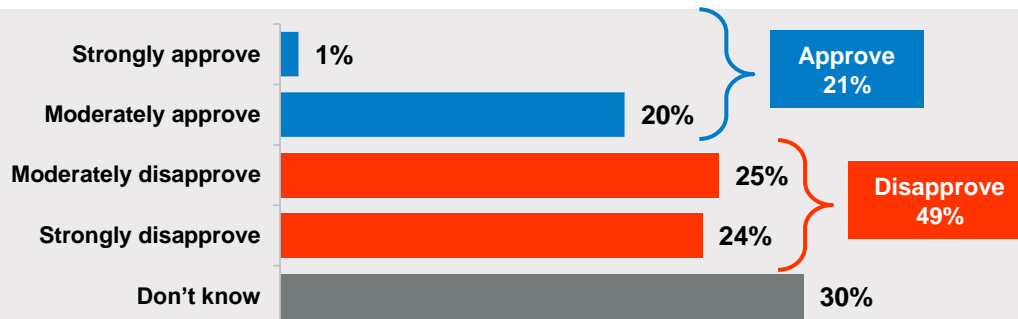
E6 - Thinking of each of the following provincial party leaders, would you say you generally approve or disapprove of the way he/she has performed in their job? Choose one for each row.

Sterk Obtains Positive Results; Cummins Least Liked Leader; Many Still Don't Know Either Leader

John Cummins



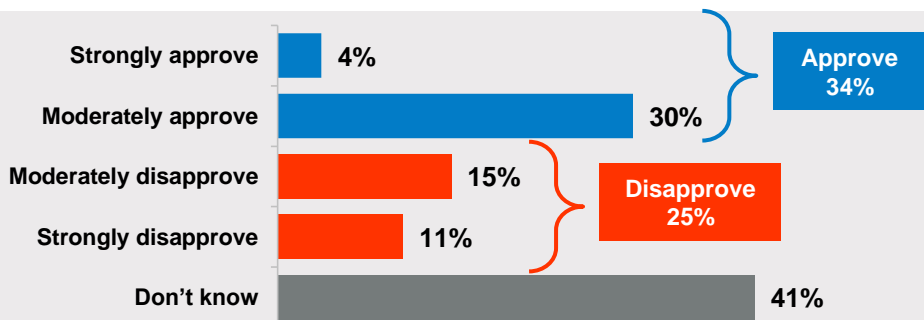
Net = - 28%



Jane Sterk



Net = + 9%



Base Size: Total (n=855)

E6 - Thinking of each of the following provincial party leaders, would you say you generally approve or disapprove of the way he/she has performed in their job? Choose one for each row.

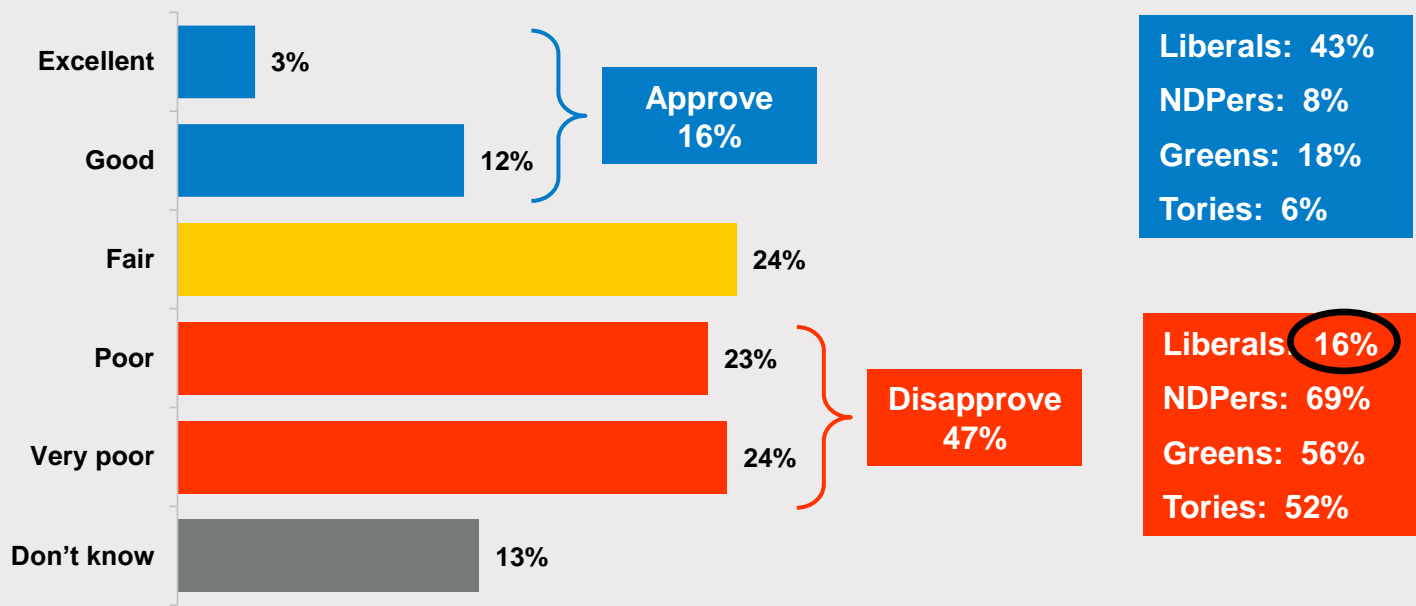
Impact of Ethnic Outreach Scandal

April 2013



Simplified Understanding

British Columbians Very Unimpressed with Clark's Handling of Ethnic Outreach Scandal



Base Size: Total (n=855)

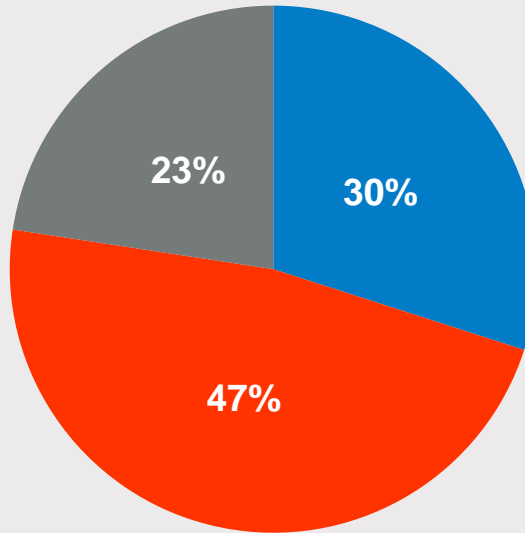
E9 - As you know, there have been some issues reported in the media over the past few weeks about the BC Liberal Party violating the government's code of conduct, with public funds being used for political purposes as part of the Party's strategy to reach out to ethnic groups in the province. Based on what you know or may have read, seen, or heard, how would you rate the job Premier Christy Clark has done in dealing with this issue? Choose one.

Many felt Clark Should Have Resigned Over Liberal's Handling of Ethnic Outreach Scandal

Do you think that Premier Christy Clark should have resigned over her party's handling of this issue?



- Yes
- No
- Don't know

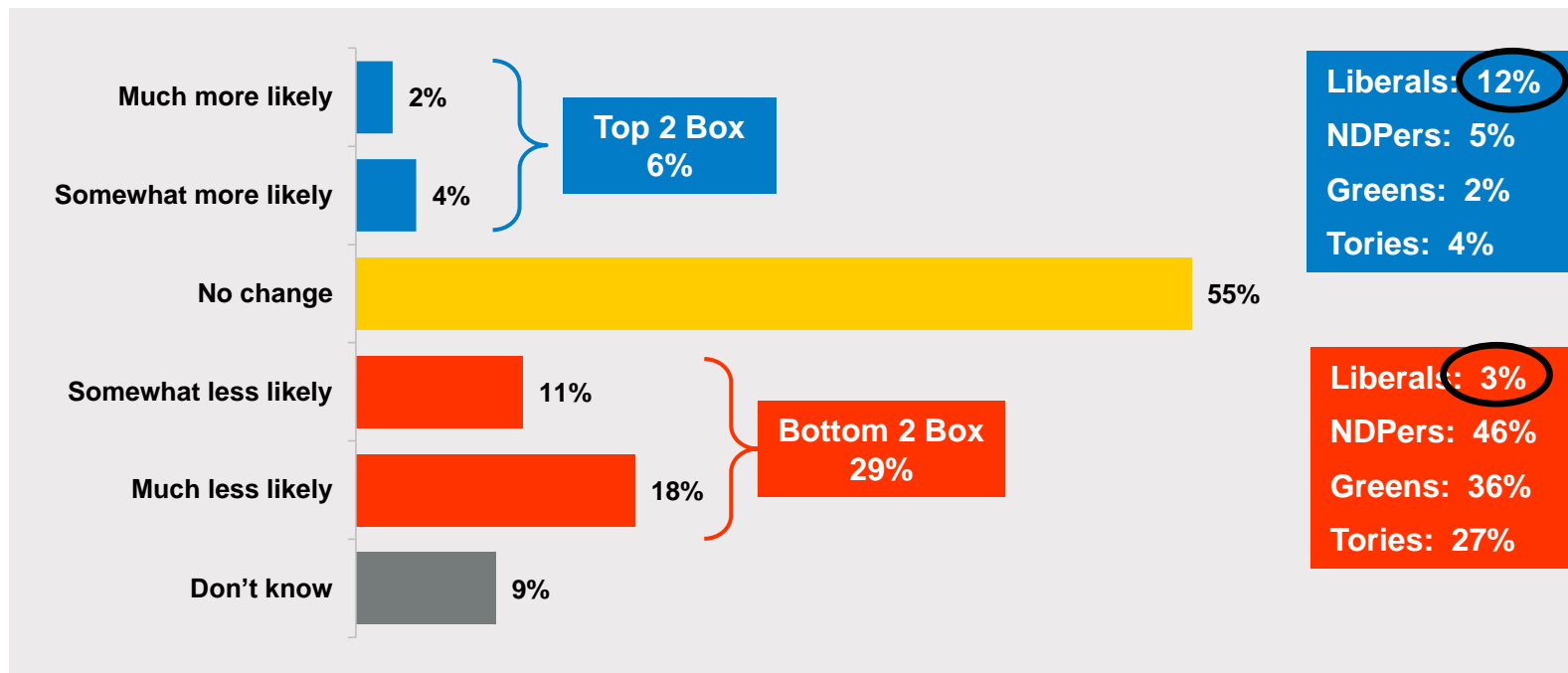


Liberals: 11%
NDPers: 49%
Greens: 36%
Tories: 29%

Base Size: Total (n=855)

E10 - (BASE: Total) Do you think that Premier Christy Clark should have resigned over her party's handling of this issue? Choose one.

Scandal Could Have Impact on British Columbians' Intentions to Vote Liberal



Base Size: Total (n=855)

E11 - (BASE: Total) Are you now more likely or less likely to vote for the BC Liberal party because of issues related to the party's ethnic outreach strategy and the way it has been handled, or has this not changed your intentions one way or the other? Choose one.

Expectations of NDP in Government

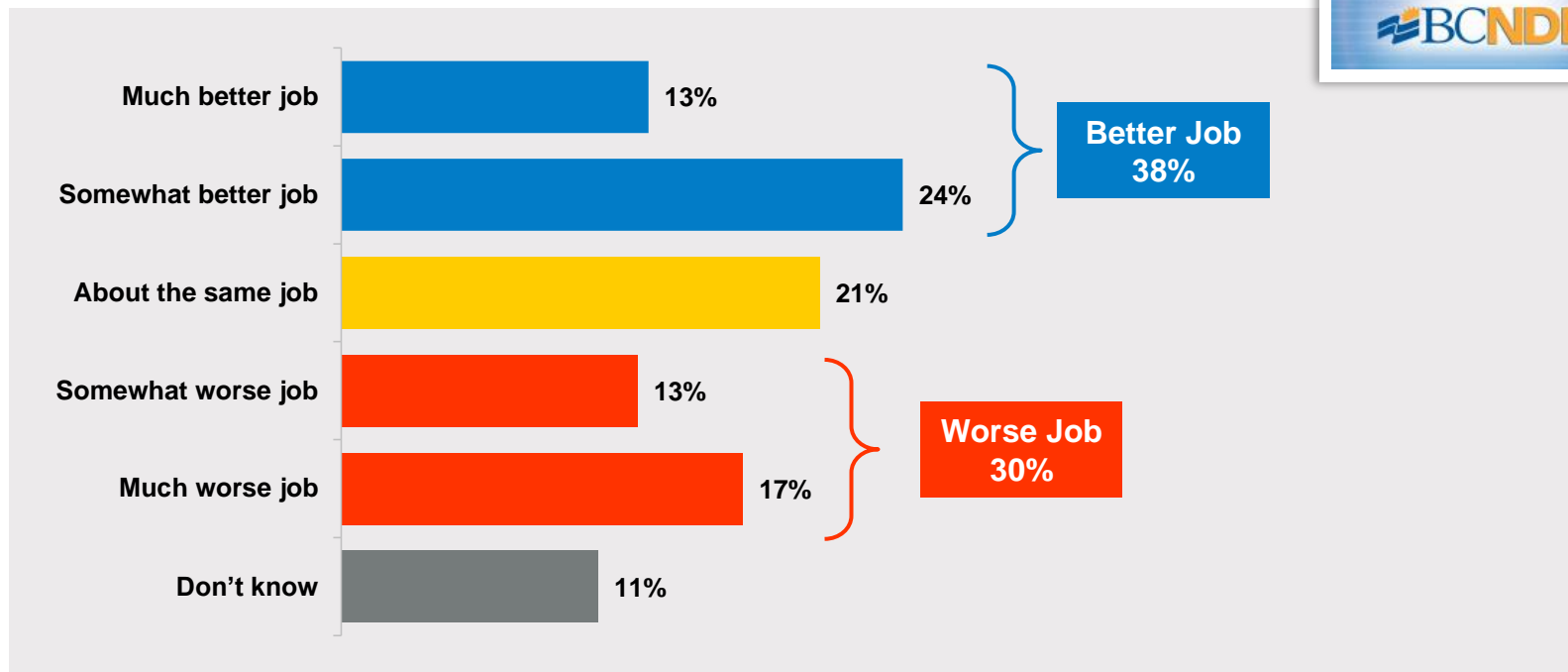
Will Things Change?

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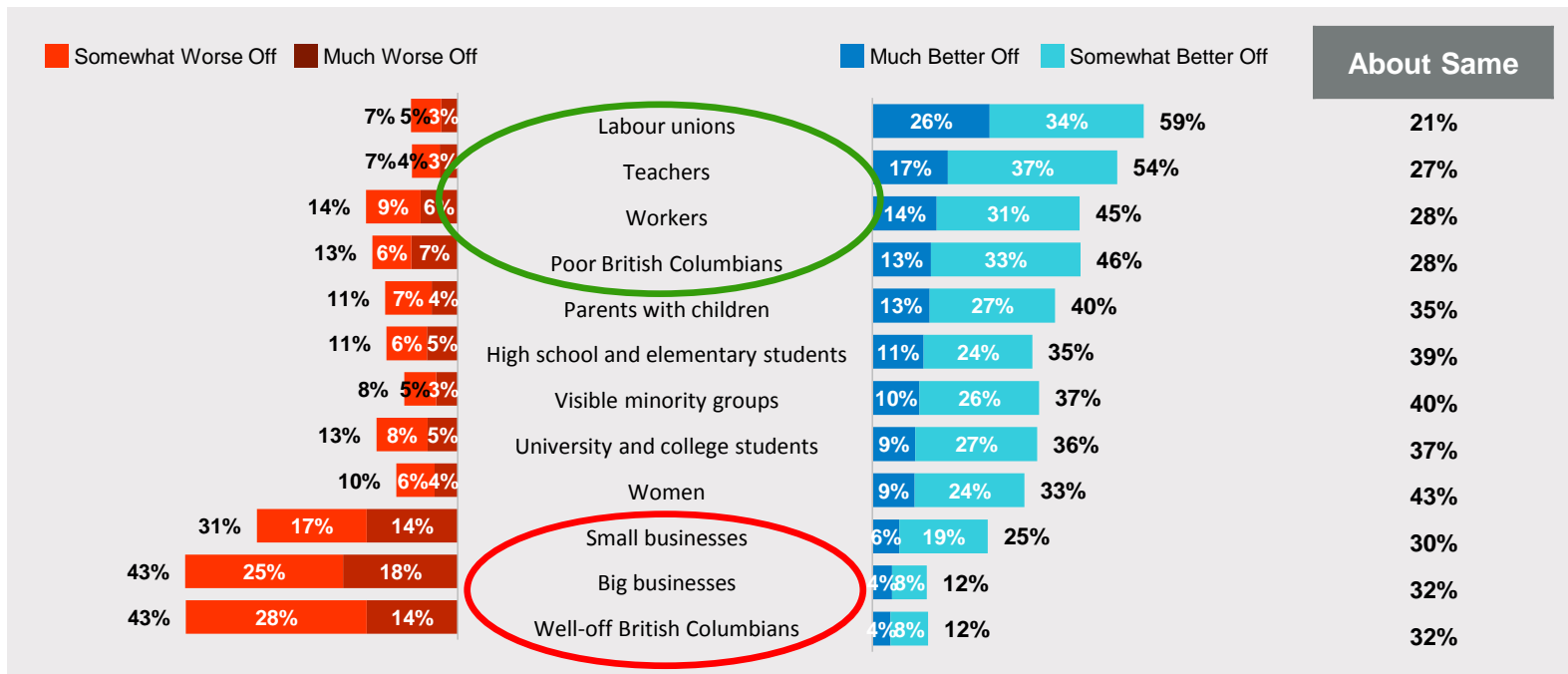
Most Are Optimistic NDP Will Do Better Job Governing BC Than Liberals; BUT Many Not So Sure



Base Size: Total (n=855)

E7 - Generally speaking, if the NDP were to win the next provincial election, do you think they would do a better job or a worse job governing the province than the BC Liberal Party has done recently, or would the NDP be about the same as the Liberals?

Who's Better Off Under NDP Government?



Base Size: Total (n=855)

*Numbers may not total due to rounding.

E8 - Do you think each of the following groups in British Columbia would be better off or worse off if the NDP were to form the government after the May 14th election, or do you think they'd be in about the same situation as under the Liberals? Choose one for each row.

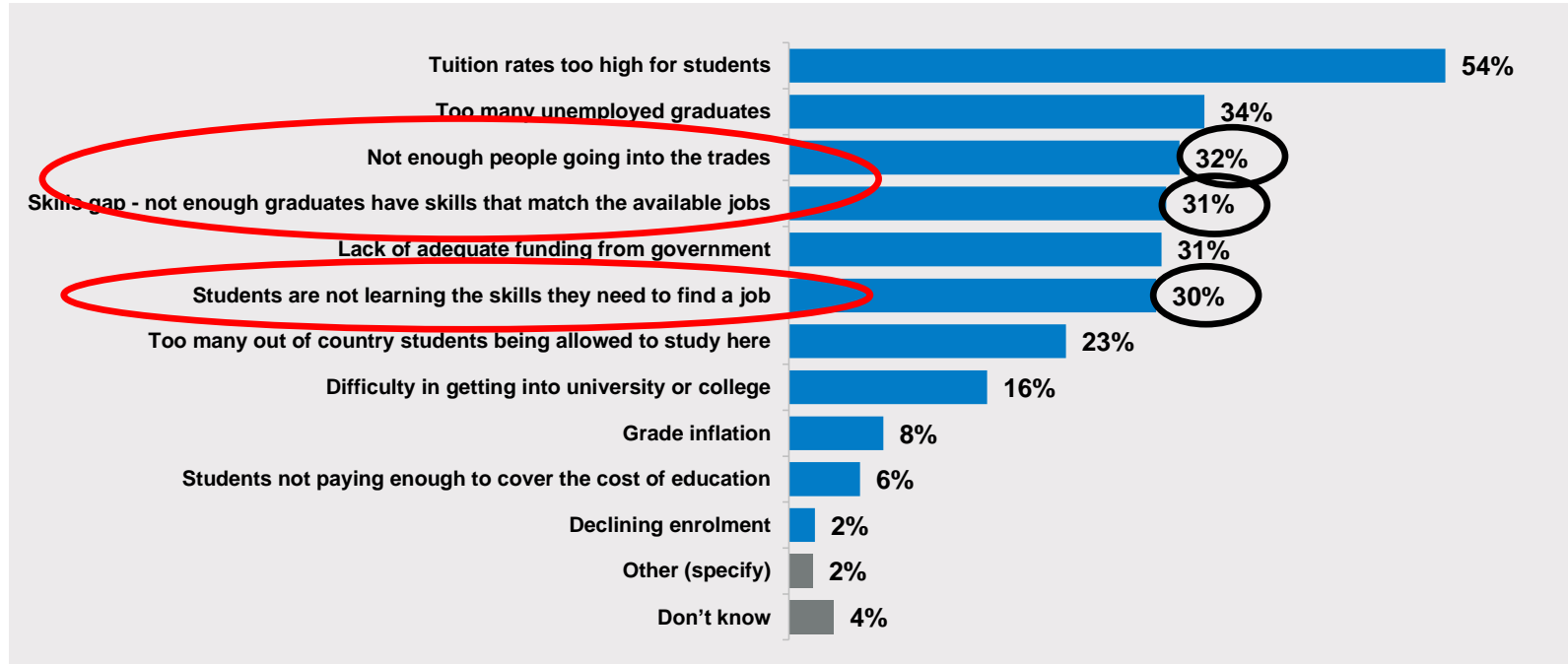
Post-Secondary Education Issues

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Tuition on Most British Columbians' Minds, But Job/Skills Mismatch a Concern for 3-in-10



Final Comments

April 2013



Simplified Understanding

Final Comments

1. NDP Should Be Well Ahead

- Public mood is time for a change
- Clark-led Liberals have not been able to define themselves
- Christy Clark's leadership stark contrast to Gordon Campbell
- Trust has become an issue (budget, ethnic scandal, etc.)

2. NDP "Play it Safe" Strategy Should Pay Electoral Dividends

- Opposition parties don't win elections, Governments lose them
- Adrian Dix is positioning the party comfortably in the middle, to counter "scary scenarios" being painted by Liberals
- Policy initiatives being put out carefully
- NDP has significant on-the-ground organizational strength

Final Comments

3. What Could Go Wrong/Right?

- NDP trips up during election
- Don't underestimate Christy Clark's political savvy
- Election campaigns CAN matter (debates, NDP budget)

4. Likely Outcome

- NDP majority government; sizeable Liberal minority
- Greens will win a seat; Conservatives will be shut out
- Liberals will regroup under new leader (Diane Watts? Kevin Falcon?)