

INSIGHTS WEST
 Survey on the Provincial Election in British Columbia - April 10, 2017

What is the most important issue facing British Columbia today?

| | British Columbia | Gender | | Age | | | Region | | | Vote in 2013 Provincial Election | | | | Annual Household Income | | |
|----------------------------------|------------------|--------|------|-------|-------|-----|----------------|------------------|------------|----------------------------------|--------|-----------|----------|-------------------------|-----------------------|---------------------|
| | | Female | Male | 18-34 | 35-54 | 55+ | Lower Mainland | Vancouver Island | Rest of BC | BC Liberals | BC NDP | BC Greens | BC Cons. | Less than \$50,000 | \$50,000 to \$100,000 | More than \$100,000 |
| Health care | 19% | 19% | 20% | 11% | 19% | 25% | 17% | 19% | 28% | 21% | 20% | 17% | 26% | 22% | 15% | 19% |
| Accountability | 6% | 4% | 8% | 2% | 5% | 8% | 5% | 8% | 7% | 4% | 10% | 6% | 2% | 4% | 6% | 7% |
| The economy / Jobs | 16% | 12% | 21% | 10% | 16% | 20% | 15% | 17% | 17% | 27% | 10% | 3% | 23% | 10% | 17% | 26% |
| Environment | 7% | 7% | 7% | 11% | 6% | 5% | 6% | 8% | 8% | 6% | 7% | 21% | 0% | 7% | 7% | 7% |
| Education | 5% | 4% | 6% | 5% | 7% | 2% | 5% | 6% | 5% | 3% | 8% | 5% | 0% | 3% | 8% | 4% |
| Crime / Public Safety | 2% | 2% | 1% | 0% | 2% | 3% | 1% | 1% | 5% | 4% | 0% | 0% | 0% | 3% | 1% | 0% |
| Housing / Poverty / Homelessness | 38% | 43% | 30% | 51% | 40% | 27% | 45% | 34% | 17% | 30% | 39% | 37% | 45% | 41% | 40% | 30% |
| Energy / Pipelines | 2% | 2% | 2% | 0% | 1% | 4% | 1% | 2% | 5% | 3% | 2% | 3% | 1% | 3% | 1% | 1% |
| Other | 3% | 3% | 3% | 3% | 4% | 1% | 2% | 1% | 5% | 1% | 3% | 3% | 0% | 5% | 1% | 1% |
| Not sure | 3% | 4% | 3% | 6% | 1% | 4% | 3% | 3% | 5% | 2% | 1% | 5% | 3% | 3% | 3% | 3% |

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 Survey on the Provincial Election in British Columbia - April 10, 2017

As you may know, a provincial election is scheduled for May 9 in British Columbia. If the provincial election were held today, which party's candidate would you vote for in your constituency?

| | British Columbia | Gender | | Age | | | Region | | | Vote in 2013 Provincial Election | | | | Vote in 2015 Federal Election | | | | Annual Household Income | | |
|--|------------------|--------|------|-------|-------|-----|----------------|------------------|------------|----------------------------------|--------|-----------|----------|-------------------------------|-----|---------|-------|-------------------------|-----------------------|---------------------|
| | | Female | Male | 18-34 | 35-54 | 55+ | Lower Mainland | Vancouver Island | Rest of BC | BC Liberals | BC NDP | BC Greens | BC Cons. | Conserv. | NDP | Liberal | Green | Less than \$50,000 | \$50,000 to \$100,000 | More than \$100,000 |
| BC Liberals | 30% | 26% | 35% | 19% | 30% | 37% | 29% | 29% | 33% | 66% | 3% | 6% | 36% | 66% | 2% | 40% | 4% | 27% | 31% | 36% |
| BC New Democratic Party (NDP) | 31% | 31% | 31% | 33% | 33% | 28% | 31% | 34% | 27% | 7% | 74% | 29% | 26% | 10% | 75% | 28% | 21% | 34% | 31% | 31% |
| BC Green Party | 13% | 16% | 10% | 20% | 11% | 11% | 12% | 20% | 12% | 5% | 11% | 54% | 2% | 4% | 8% | 12% | 63% | 16% | 14% | 11% |
| BC Conservative Party | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 4% | 2% | 0% | 0% | 24% | 8% | 0% | 1% | 0% | 2% | 2% | 3% |
| Another party / An independent candidate | 2% | 1% | 4% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 0% | 2% | 0% | 1% | 3% | 3% | 2% | 0% |
| Would not vote | 3% | 3% | 2% | 5% | 2% | 1% | 3% | 1% | 2% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 1% | 3% | 3% | 1% |
| Don't know | 19% | 22% | 16% | 19% | 21% | 18% | 21% | 12% | 20% | 18% | 12% | 10% | 12% | 9% | 12% | 19% | 9% | 15% | 17% | 18% |

As you may know, a provincial election is scheduled for May 9 in British Columbia. If the provincial election were held today, which party's candidate would you vote for in your constituency? - Decided Voters

| | British Columbia | Gender | | Age | | | Region | | | Vote in 2013 Provincial Election | | | | Vote in 2015 Federal Election | | | | Annual Household Income | | |
|--|------------------|--------|------|-------|-------|-----|----------------|------------------|------------|----------------------------------|--------|-----------|----------|-------------------------------|-----|---------|-------|-------------------------|-----------------------|---------------------|
| | | Female | Male | 18-34 | 35-54 | 55+ | Lower Mainland | Vancouver Island | Rest of BC | BC Liberals | BC NDP | BC Greens | BC Cons. | Conserv. | NDP | Liberal | Green | Less than \$50,000 | \$50,000 to \$100,000 | More than \$100,000 |
| BC Liberals | 38% | 34% | 43% | 24% | 39% | 46% | 38% | 34% | 42% | 81% | 3% | 6% | 41% | 73% | 2% | 49% | 4% | 33% | 39% | 44% |
| BC New Democratic Party (NDP) | 40% | 41% | 38% | 43% | 43% | 34% | 41% | 39% | 35% | 9% | 84% | 33% | 29% | 11% | 88% | 34% | 23% | 42% | 39% | 38% |
| BC Green Party | 17% | 22% | 12% | 26% | 14% | 14% | 16% | 23% | 16% | 6% | 12% | 59% | 2% | 5% | 9% | 14% | 70% | 20% | 18% | 14% |
| BC Conservative Party | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 2% | 5% | 2% | 0% | 0% | 27% | 9% | 0% | 1% | 0% | 2% | 2% | 4% |
| Another party / An independent candidate | 2% | 1% | 4% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 1% | 1% | 0% | 2% | 0% | 1% | 3% | 4% | 3% | 1% |

Thinking about your vote, which of these statements comes closest to your own point of view?

| | British Columbia | Vote in 2017 Provincial Election | | | |
|--|---------------------|----------------------------------|--------|-----------|----------|
| | | BC Liberals | BC NDP | BC Greens | BC Cons. |
| I am certain that I will vote for the [PARTY] in the election | 64% | 69% | 66% | 52% | 61% |
| I may change my mind and support another party's candidate in the election | 36% | 31% | 34% | 48% | 39% |

People choose a party based on different factors. Thinking about your vote for [PARTY] in the election, how important is each of the following factors to you? Please rank these factors from 1, for the "most important" to you, to 6 for the "least important" to you.

| | British Columbia | Vote in 2017 Provincial Election | | | |
|--|---------------------|----------------------------------|-------------|-------------|-------------|
| | | BC Liberals | BC NDP | BC Greens | BC Cons. |
| The party's leader | 1 | 7% | 11% | 4% | 7% |
| | 2 | 12% | 18% | 8% | 2% |
| | 3 | 21% | 25% | 18% | 21% |
| | 4 | 23% | 24% | 28% | 26% |
| | 5 | 24% | 17% | 30% | 11% |
| | 6 | 13% | 5% | 11% | 34% |
| | Total | 100% | 100% | 100% | 100% |
| The party's candidate in the riding | 1 | 6% | 6% | 7% | 2% |
| | 2 | 13% | 14% | 11% | 19% |
| | 3 | 15% | 16% | 19% | 2% |
| | 4 | 23% | 32% | 14% | 16% |
| | 5 | 26% | 27% | 26% | 38% |
| | 6 | 16% | 5% | 23% | 23% |
| | Total | 100% | 100% | 100% | 100% |
| The party's ideas and policies | 1 | 44% | 46% | 35% | 52% |
| | 2 | 24% | 31% | 20% | 19% |
| | 3 | 17% | 15% | 20% | 9% |
| | 4 | 12% | 6% | 19% | 7% |
| | 5 | 3% | 1% | 4% | 13% |
| | 6 | 1% | 1% | 1% | 0% |
| | Total | 100% | 100% | 100% | 100% |
| Desire for stability | 1 | 15% | 30% | 7% | 15% |
| | 2 | 13% | 26% | 3% | 28% |
| | 3 | 19% | 24% | 13% | 24% |
| | 4 | 19% | 12% | 19% | 13% |
| | 5 | 16% | 4% | 23% | 12% |
| | 6 | 19% | 4% | 34% | 9% |
| | Total | 100% | 100% | 100% | 100% |
| Desire for change | 1 | 16% | 3% | 30% | 11% |
| | 2 | 24% | 7% | 36% | 24% |
| | 3 | 16% | 12% | 14% | 16% |
| | 4 | 11% | 9% | 12% | 26% |
| | 5 | 15% | 29% | 6% | 11% |
| | 6 | 17% | 40% | 3% | 12% |
| | Total | 100% | 100% | 100% | 100% |
| Disgust with other contending candidates | 1 | 13% | 5% | 17% | 13% |
| | 2 | 13% | 5% | 21% | 8% |
| | 3 | 14% | 9% | 17% | 28% |
| | 4 | 12% | 18% | 8% | 14% |
| | 5 | 15% | 21% | 11% | 15% |
| | 6 | 33% | 43% | 27% | 22% |
| | Total | 100% | 100% | 100% | 100% |

Which of these party leaders do you think would make the best Premier of British Columbia?

| | British Columbia | Gender | | Age | | | Region | | | Vote in 2013 Provincial Election | | | | Annual Household Income | | |
|---------------|------------------|--------|------|-------|-------|-----|----------------|------------------|------------|----------------------------------|--------|-----------|----------|-------------------------|-----------------------|---------------------|
| | | Female | Male | 18-34 | 35-54 | 55+ | Lower Mainland | Vancouver Island | Rest of BC | BC Liberals | BC NDP | BC Greens | BC Cons. | Less than \$50,000 | \$50,000 to \$100,000 | More than \$100,000 |
| Christy Clark | 25% | 19% | 33% | 7% | 24% | 39% | 22% | 25% | 34% | 56% | 4% | 6% | 27% | 16% | 27% | 35% |
| John Horgan | 22% | 21% | 23% | 17% | 23% | 23% | 21% | 23% | 23% | 5% | 56% | 20% | 21% | 26% | 22% | 19% |
| Andrew Weaver | 12% | 15% | 9% | 14% | 15% | 9% | 11% | 18% | 13% | 8% | 13% | 32% | 10% | 18% | 8% | 14% |
| Not sure | 41% | 45% | 35% | 62% | 38% | 30% | 46% | 33% | 30% | 31% | 27% | 42% | 41% | 40% | 43% | 31% |

