

There has been a lot of talk recently about “strategic voting”, which is defined as voting for the candidate in your riding who has the best chance of defeating a party you dislike, even if the candidate you vote for is not your first preference. Thinking about this, did you “vote strategically” in this election?

| | Voted in 2017 BC Election | Gender | | Age | | | Region | | | Annual Household Income | | | Vote in 2017 Provincial Election | | |
|----------------------------------|---------------------------------|--------|------|-------|-------|-----|-------------------|---------------------|------------|-------------------------|--------------------------|------------------------|----------------------------------|--------|-----------|
| | | Female | Male | 18-34 | 35-54 | 55+ | Lower Mainland | Vancouver Island | Rest of BC | Less than \$50,000 | \$50,000 to \$100,000 | More than \$100,000 | BC Liberals | BC NDP | BC Greens |
| Yes, I voted strategically | 26% | 28% | 24% | 19% | 33% | 24% | 27% | 21% | 24% | 25% | 26% | 23% | 20% | 34% | 20% |
| No, I did not vote strategically | 74% | 72% | 76% | 81% | 67% | 76% | 73% | 79% | 76% | 75% | 74% | 77% | 80% | 66% | 80% |

Since the start of the provincial election campaign, have you done any of the following activities? Choose all that apply.

| | Voted in 2017 BC Election | Gender | | Age | | | Region | | | Annual Household Income | | | Vote in 2017 Provincial Election | | |
|--|---------------------------------|--------|------|-------|-------|-----|-------------------|---------------------|------------|-------------------------|--------------------------|------------------------|----------------------------------|--------|-----------|
| | | Female | Male | 18-34 | 35-54 | 55+ | Lower Mainland | Vancouver Island | Rest of BC | Less than \$50,000 | \$50,000 to \$100,000 | More than \$100,000 | BC Liberals | BC NDP | BC Greens |
| Saw, read or heard an advertisement for a provincial election candidate | 81% | 79% | 83% | 74% | 82% | 85% | 79% | 84% | 84% | 74% | 85% | 82% | 78% | 84% | 85% |
| Saw, read or heard media stories where provincial election candidates discussed their position on issues | 78% | 76% | 80% | 69% | 80% | 82% | 77% | 79% | 79% | 72% | 80% | 82% | 79% | 79% | 81% |
| Read a provincial party's electoral platform | 48% | 49% | 48% | 52% | 49% | 46% | 48% | 53% | 48% | 38% | 54% | 54% | 42% | 53% | 55% |
| Watched or attended a debate featuring provincial election candidates | 39% | 39% | 39% | 28% | 40% | 46% | 37% | 49% | 39% | 39% | 44% | 36% | 37% | 40% | 50% |
| Visited the website of a provincial party | 27% | 26% | 28% | 35% | 32% | 18% | 28% | 30% | 23% | 21% | 29% | 33% | 24% | 32% | 35% |
| Visited the website of a provincial election candidate | 27% | 28% | 27% | 36% | 30% | 19% | 28% | 31% | 23% | 23% | 29% | 29% | 19% | 36% | 36% |
| Met canvassers or candidates who knocked at your door | 19% | 20% | 17% | 13% | 20% | 21% | 20% | 24% | 11% | 14% | 17% | 22% | 16% | 21% | 17% |
| Interacted with a provincial election candidate on social media (followed on Twitter, liked on facebook) | 13% | 15% | 11% | 14% | 14% | 11% | 12% | 13% | 16% | 8% | 15% | 15% | 9% | 17% | 18% |
| None of these | 7% | 9% | 6% | 10% | 6% | 6% | 7% | 7% | 7% | 8% | 4% | 8% | 8% | 4% | 7% |

