

Insights West

BC Elections Release (April 8, 2013)

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

	Total (A)	Gender		Age			<\$40K (G)	\$40K- < \$70K (H)	Income \$70K < \$100K+ (I)	100K+ (J)	DK/Refuse (K)	Metro Van/ Fraser Valley (L)	Region Vancouver Island (M)	Rest of BC (N)
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)								
BASE: Total	855	420	435	246	306	303	179	231	162	124	159	523	152	180
UNWEIGHTED BASE	855	267	588	120	327	408	183	225	164	117	166	457	174	224
The New Democratic Party (NDP)	33%	33%	34%	26%	33%	39%	34%	31%	36%	32%	35%	36%	34%	25%
						D						N		
The BC Liberal Party	21%	24%	17%	13%	23%	25%	18%	17%	23%	31%	19%	36%	34%	25%
					D	D				GHK		N		
The BC Conservative Party	8%	8%	8%	6%	9%	7%	8%	11%	9%	6%	3%	6%	12%	9%
								K					L	
The BC Green Party	11%	12%	9%	15%	8%	9%	15%	10%	8%	13%	8%	9%	17%	11%
													L	
Other party	1%	2%	1%	2%	1%	1%	1%	2%	2%		0%	1%	1%	1%
Would not vote	6%	6%	6%	10%	8%	2%	10%	5%	2%	4%	9%	6%	6%	7%
				F	F		I				I			
Don't know/Undecided	20%	15%	25%	28%	19%	16%	15%	24%	20%	14%	26%	20%	14%	26%
			B	F				J			GI			M

If a BC Provincial election were held here in BC tomorrow, which party would you vote for? Choose one. (BASE OF DECIDED VOTERS)

	Total (A)	Gender		Age			<\$40K (G)	\$40K- < \$70K (H)	Income \$70K < \$100K+ (I)	100K+ (J)	DK/Refuse (K)	Metro Van/ Fraser Valley (L)	Region Vancouver Island (M)	Rest of BC (N)
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)								
BASE: Decided voters	627	329	298	154	225	249	135	162	126	101	104	384	122	121
UNWEIGHTED BASE	637	220	417	76	230	331	143	168	124	92	110	335	140	162
The New Democratic Party (NDP)	45%	42%	49%	42%	45%	48%	45%	44%	47%	39%	53%	49%	43%	37%
												N		
The BC Liberal Party	28%	31%	25%	21%	31%	30%	23%	24%	29%	38%	29%	29%	19%	33%
										GH		M		M
The BC Conservative Party	10%	10%	11%	10%	12%	9%	10%	15%	11%	7%	5%	8%	15%	13%
								K						
The BC Green Party	15%	16%	13%	25%	11%	11%	20%	14%	10%	15%	13%	12%	22%	16%
				EF									L	
Other party	2%	2%	1%	2%	1%	1%	2%	3%	2%		0%	2%	1%	1%

Even though you are not sure/undecided, which party do you lean towards? Choose one. (AMONG THOSE UNDECIDED/DON'T KNOW)

	Total (A)
BASE: Voters who are undecided/don't know	174
UNWEIGHTED BASE	173
The New Democratic Party (NDP)	20%
The BC Liberal Party	25%
The BC Conservative Party	8%
The BC Green Party	14%

Other party	1%																		
Would not vote	2%																		
Don't know/Undecided	31%																		
<i>Comparison Groups: BC/DEF/GHIJK/LMNOP/QR</i>																			
<i>Independent T-Test for Means (equal variances), Independent Z-Test for Percentages</i>																			
<i>Upper case letters indicate significance at the 95% level.</i>																			

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

	Total (A)	Gender		Age			Income					Metro Van/ Fraser Valley (L)	Region Vancouver Island (M)	Rest of BC (N)	Likely Party to Vote For (Decided Voters)			
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	<\$40K (G)	\$40K- < \$70K (H)	< \$100K+ (I)	100K+ (J)	DK/Refuse (K)				NDP (O)	Liberal (P)	Conservative (Q)	Green (R)
BASE: Total	855	420	435	246	306	303	179	231	162	124	159	523	152	180	285	177	65	91
UNWEIGHTED BASE	855	267	588	120	327	408	183	225	164	117	166	457	174	224	302	177	68	81
Excellent	3%	4%	3%	2%	4%	4%	1%	3%	5%	3%	4%	3%	2%	4%	0%	15%	-	1%
Good	12%	13%	12%	11%	13%	14%	12%	12%	15%	15%	9%	12%	10%	15%	8%	28%	6%	17%
Fair	24%	23%	26%	23%	25%	24%	26%	19%	21%	36%	23%	24%	22%	26%	16%	33%	29%	13%
Poor	23%	25%	21%	22%	22%	25%	21%	26%	24%	17%	25%	25%	23%	18%	23%	11%	40%	33%
Very poor	24%	26%	22%	16%	25%	29%	24%	25%	25%	21%	23%	22%	31%	25%	46%	5%	12%	23%
Don't know	13%	9%	17%	26%	11%	4%	15%	14%	9%	8%	16%	13%	13%	13%	6%	8%	13%	13%

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

	Total (A)	Gender		Age			Income					Metro Van/ Fraser Valley (L)	Region Vancouver Island (M)	Rest of BC (N)	Likely Party to Vote For (Decided Voters)			
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UNWEIGHTED BASE	855	267	588	120	327	408	183	225	164	117	166	457	174	224	302	177	68	81
Yes	30%	31%	28%	24%	34%	31%	36%	28%	32%	30%	25%	28%	37%	28%	49%	11%	29%	36%
No	47%	51%	44%	41%	48%	51%	43%	44%	49%	57%	49%	49%	43%	47%	32%	77%	56%	50%
Don't know	23%	17%	28%	35%	18%	17%	21%	28%	19%	14%	27%	23%	20%	25%	55	22	10	13

Comparison Groups: BC/DEF/GHIJK/LMNOP/QR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.