

Prepared by:

Innovative Research Group, Inc.

Toronto • Calgary • Vancouver

www.innovativeresearch.ca



British Columbia 2013



Post Election Survey

Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from May 22nd to May 31st, 2013.
- This online survey of n=648 adult British Columbians was conducted on INNOVATIVE's Canada 20/20 national research panel.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual British Columbia population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.
- Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.
- The margin of error for a probability-based random sample of this size would have an estimated margin of error of $\pm 3.9\%$, 19 times out of 20.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Liberal win came from conflicted voters

- “Time for a Change” Liberals were the foundation of the BC Liberal victory
 - 17% of the electorate wanted change but still felt the Liberals were the best party to run government
 - The Liberals won just over half of this group (52%) and they provided 25% of the Liberal votes on election day
- Key to the Liberals margin of victory were “Hold Your Nose” Liberals
 - 25% of the electorate were Soft Anti-Liberals, people who felt the Liberals were not the best to run government and that it was time for a change, but were not passionate about both views.
 - 11% of the Soft Anti-Liberals still voted for the Liberals, providing 7% of the Liberal votes on election day

Both campaigns had some successes, but Clark outshone Dix

- Despite the criticism it received from media and pundits, the Debt-Free BC focal point of the BC Liberal campaign was well received
 - Key Liberal audiences were also impressed by Premier Clark's campaign performance, BC Liberals plans for LNG and the BC Liberal candidates.
 - BC Liberals were held back by their pre-campaign performance and lingering resentment towards the HST.
- The NDP Practical Change message was also well received as were the NDP's candidates.
 - New Democratic voters were impressed by the campaign platform and the decision to oppose Kinder Morgan
 - Adrian Dix's campaign performance only received a luke-warm reception from New Democrats while leaving other voters less likely to vote NDP.
 - The NDP record in the 90s was a problem for all but NDP voters – and even some of them.
 - Even NDP voters were less likely to vote NDP as a result of Adrian Dix's memo.

NDP won on positive feelings but lost on fear among Time4Change Liberals

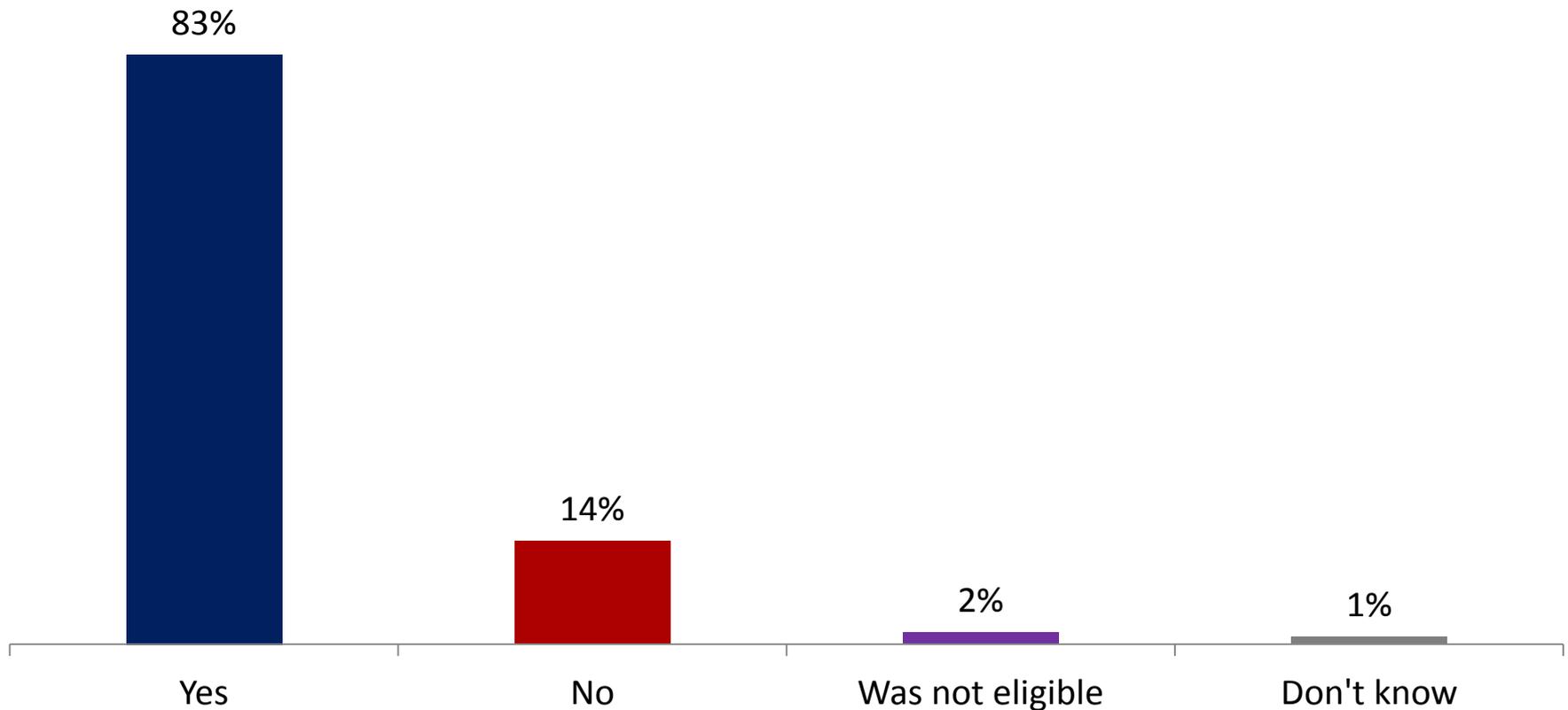
- The NDP campaign was successful in building a foundation of positive feelings
 - While 25% felt excited by the BC Liberal campaign, 30% felt that way about the NDP
 - While 26% felt proud as a result of the BC Liberal campaign, the NDP left 32% feeling proud.
- Overall voters were equally afraid of the NDP and Liberals, but much more angry at the Liberals
 - The BC Liberal campaign left 46% of the electorate feeling afraid at least some of the time while the NDP left 47% afraid.
 - Anger was much more focused at the BC Liberals (57%) than the NDP (42%)
- However, Time4Change Liberals were more afraid of the NDP (73%) than the Liberals (41%)

Political Segmentation

Over four-in-five of our respondents said they voted in the May 14th provincial election



In talking to people about politics and elections, we often find that they do not get a chance to vote. Did you happen to vote in the May 14th, 2013 provincial election?



Reported Vote

Q And which party's candidate did you vote for?

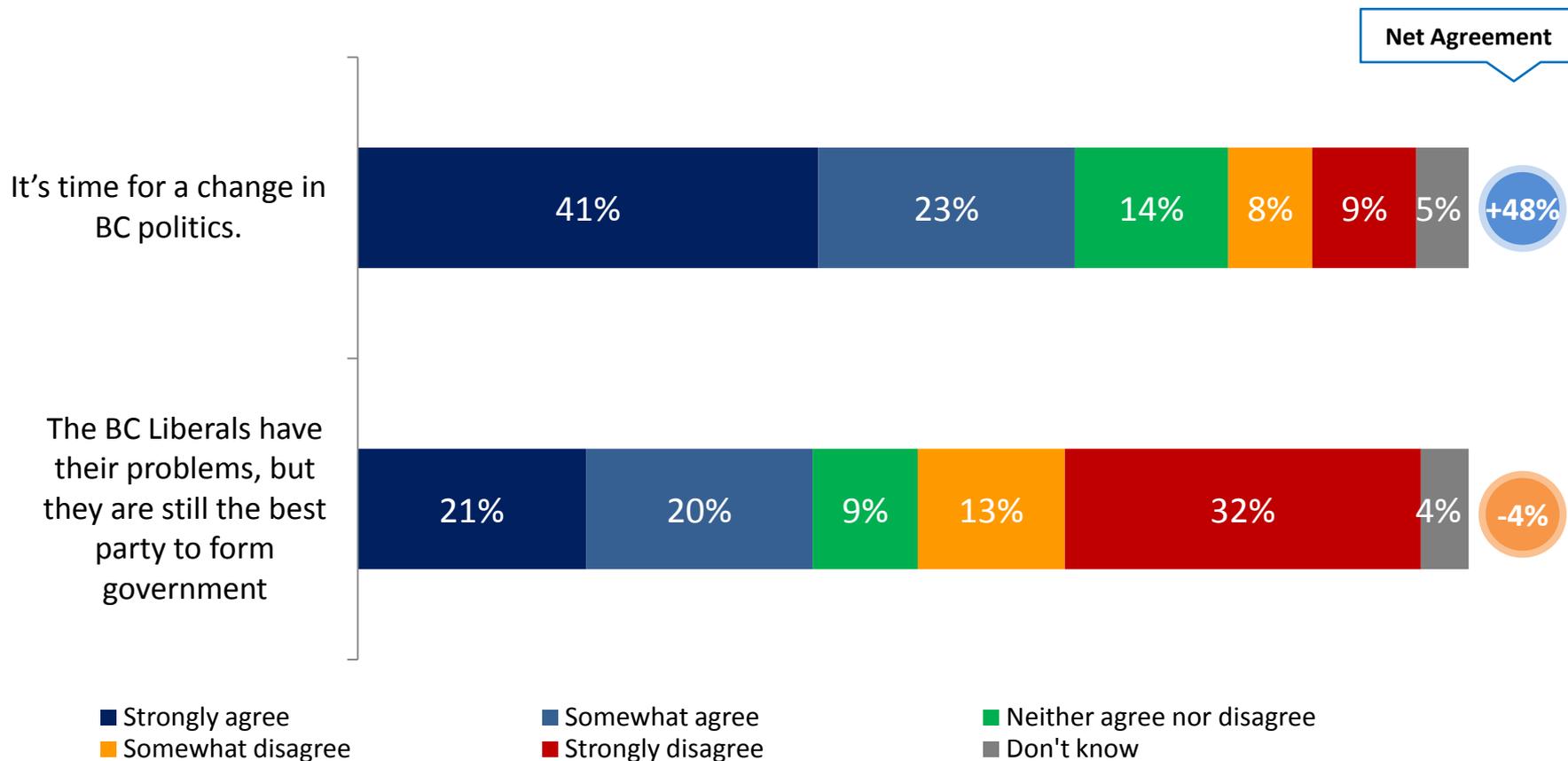
	Unweighted	Stats Can Weight	Elections BC Turnout Weight	Actual Popular Vote
BC Liberal	39%	35%	38%	44%
BC NDP	35%	39%	37%	40%
Green	11%	10%	9%	8%
Conservative	6%	8%	7%	5%
Other	4%	5%	5%	3%

Note: 'Refused' not shown

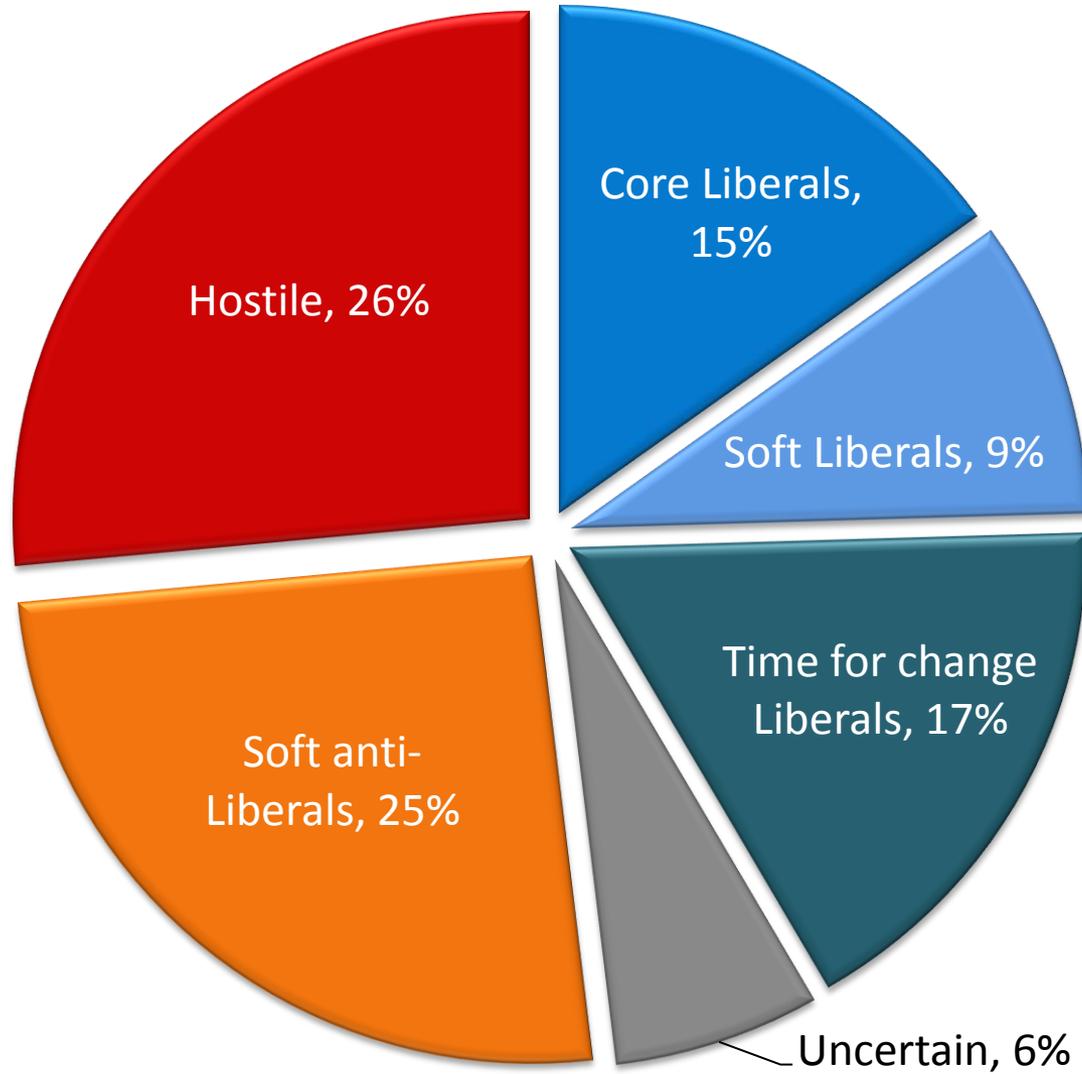
Fundamental conflict drives BC Liberal Vote

Q

The following are statements that some people have said about politics in British Columbia. For each, please tell us if you agree or disagree.



Voter Segments



Vote Conflict Segmentation

	Solid BC Liberals		Soft BC Liberals		Time for Change Liberals		Uncertain		Soft Anti-Liberals		Hostile	
	Time for Change	BC Libs best to govern	Time for Change	BC Libs best to govern	Time for Change	BC Libs best to govern	Time for Change	BC Libs best to govern	Time for Change	BC Libs best to govern	Time for Change	BC Libs best to govern
Strongly agree		78%		43%	39%	27%			33%		100%	
Somewhat agree		22%		50%	61%	73%			50%			
Neither agree nor disagree			89%	6%			42%	41%	11%	25%		
Don't know			4%	1%			58%	59%	2%	1%		
Somewhat disagree	42%		4%						4%	52%		
Strongly disagree	58%		4%						1%	22%		100%

More Conflicted Groups Less Likely to Vote

	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft anti-Libs	Hostile
Yes	94%	87%	80%	25%	79%	95%
No	5%	7%	18%	58%	19%	5%
Not Eligible	1%	4%	1%	7%	2%	0%

Vote Conflict by Reported Vote (column percentages)

	Core Libs	Soft Libs	Time4Ch Libs	Soft anti-Libs	Hostile
The BC Liberal candidate	89%	77%	52%	11%	1%
The BC New Democratic Party Candidate	3%	9%	9%	61%	69%
The BC Conservative Candidate	1%	4%	23%	5%	6%
The Green party candidate	1%	5%	8%	10%	18%
Other		2%	6%	9%	2%
Refused to say	6%	5%	3%	4%	5%

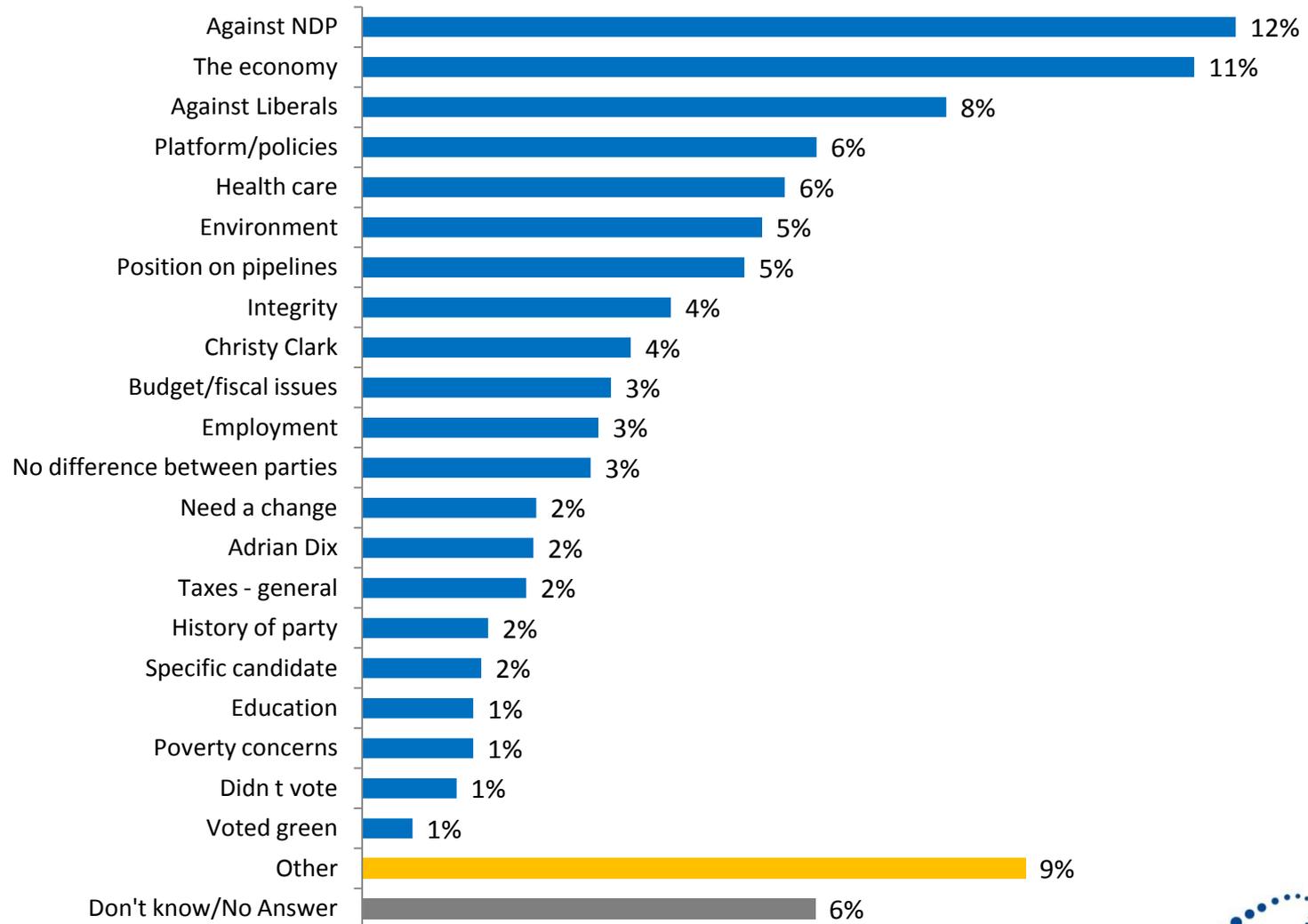
Vote Conflict by Reported Vote (row percentages)

	Core Libs	Soft Libs	Time4Ch Libs	Soft anti-Libs	Hostile
The BC Liberal candidate	44%	22%	25%	7%	1%
The BC New Democratic Party Candidate	1%	2%	4%	38%	54%
The BC Conservative Candidate	3%	5%	51%	16%	22%
The Green party candidate	2%	4%	13%	25%	56%
Other		4%	22%	48%	13%

One third say either stopping the NDP or the economy were top factors as they made up their mind



Thinking about the recent provincial election campaign what was the most important factor as you made up your mind, the one concerned you the most?

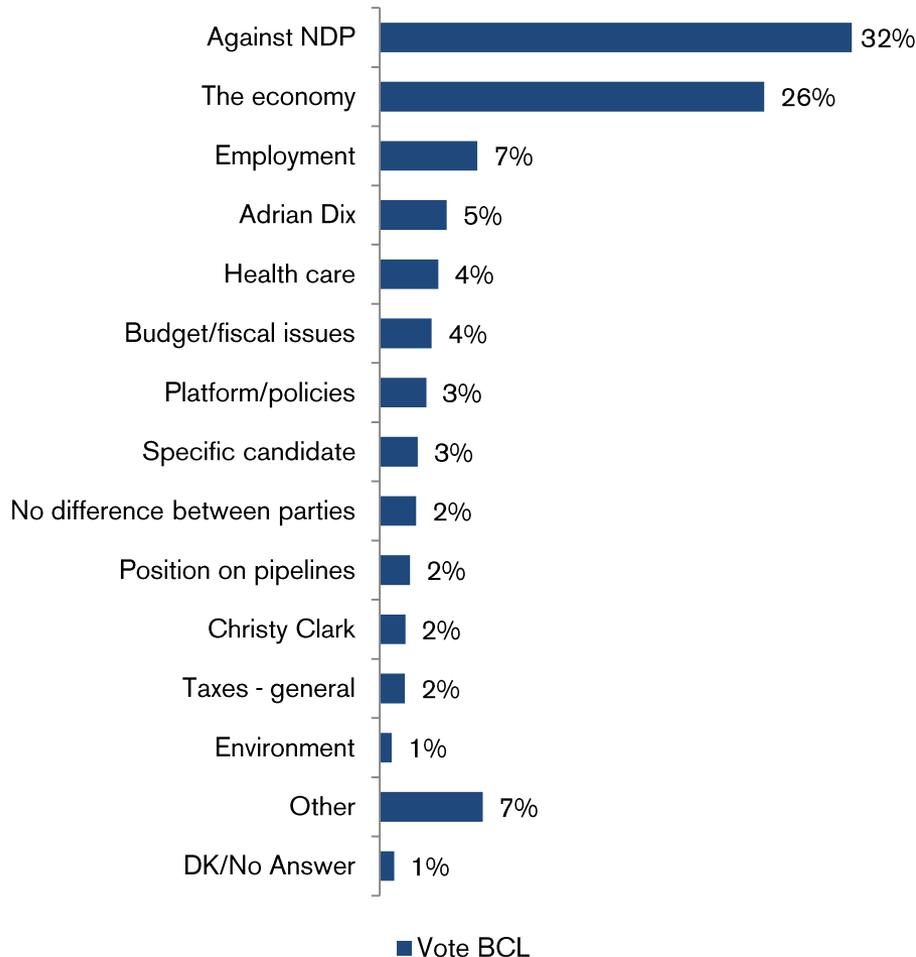


Most important factor for both NDP and BC Liberal voters¹⁶ was voting against the other party

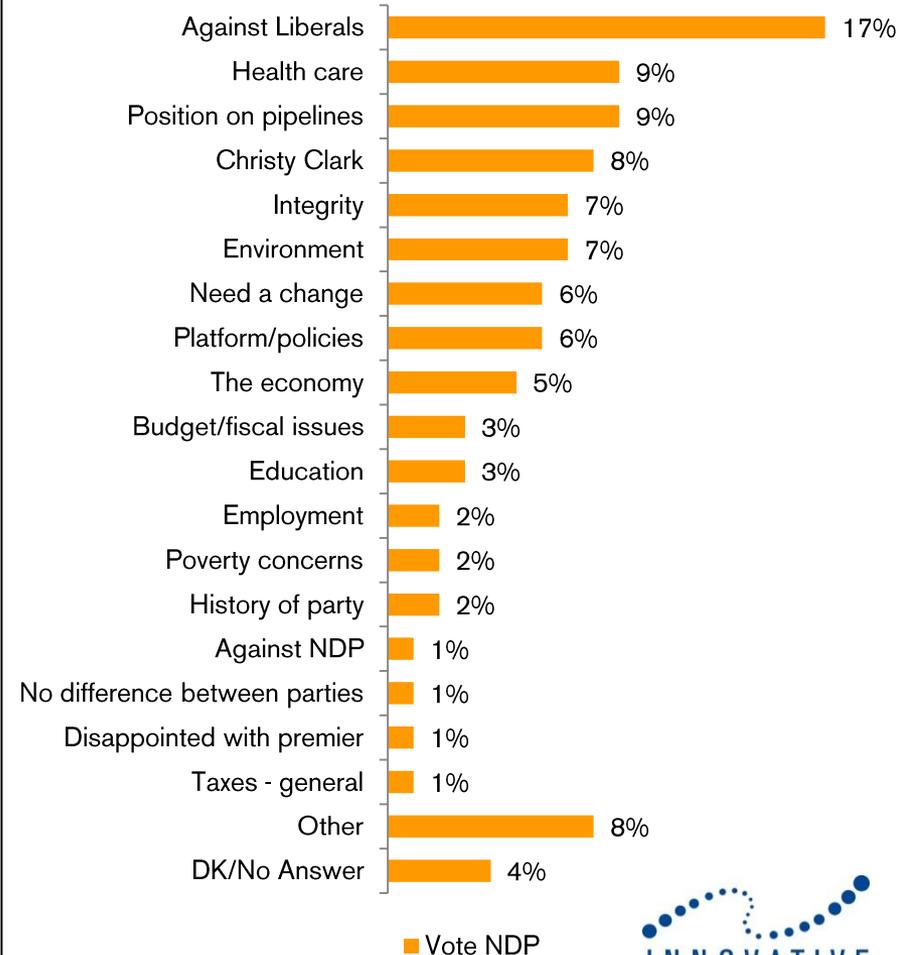


Thinking about the recent provincial election campaign what was the most important factor as you made up your mind, the one concerned you the most?

“BC Liberal Voters”



“NDP Voters”

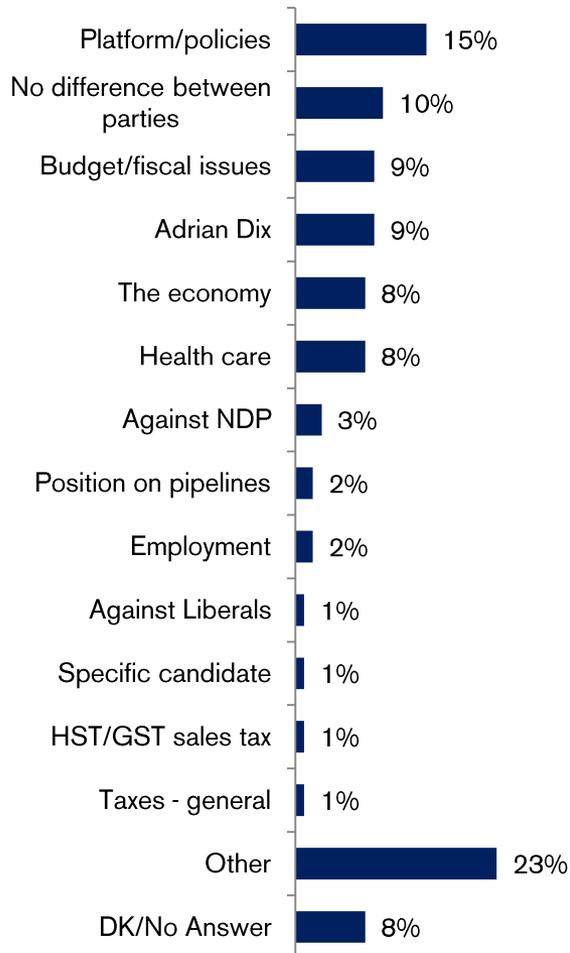


Conservative voters most motivated by platform/policies;¹⁷ Greens were against Liberals

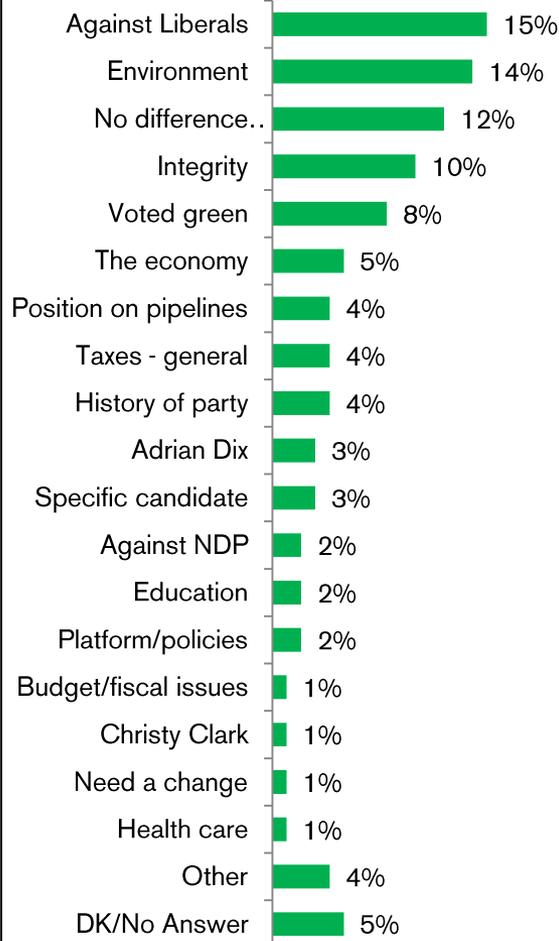


Thinking about the recent provincial election campaign what was the most important factor as you made up your mind, the one concerned you the most?

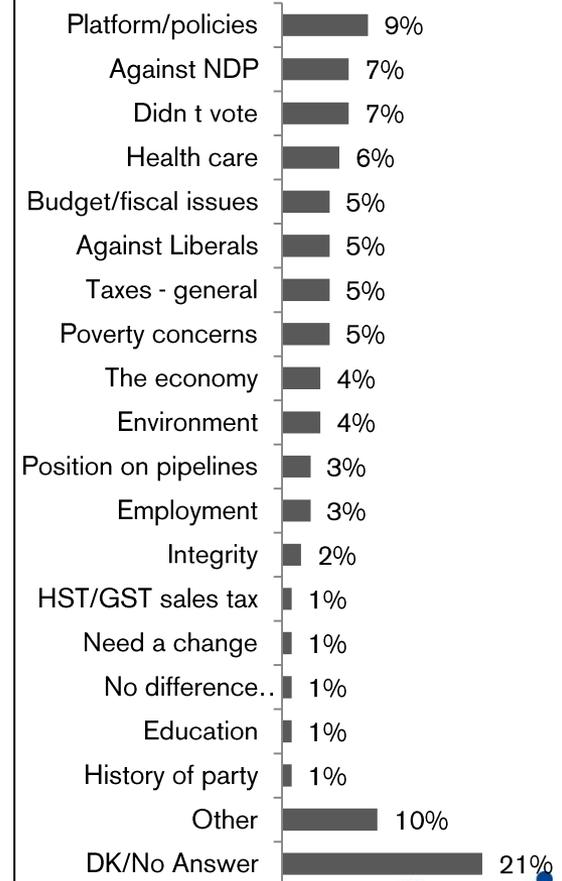
“BC Conservative Voters”



“Green Voters”



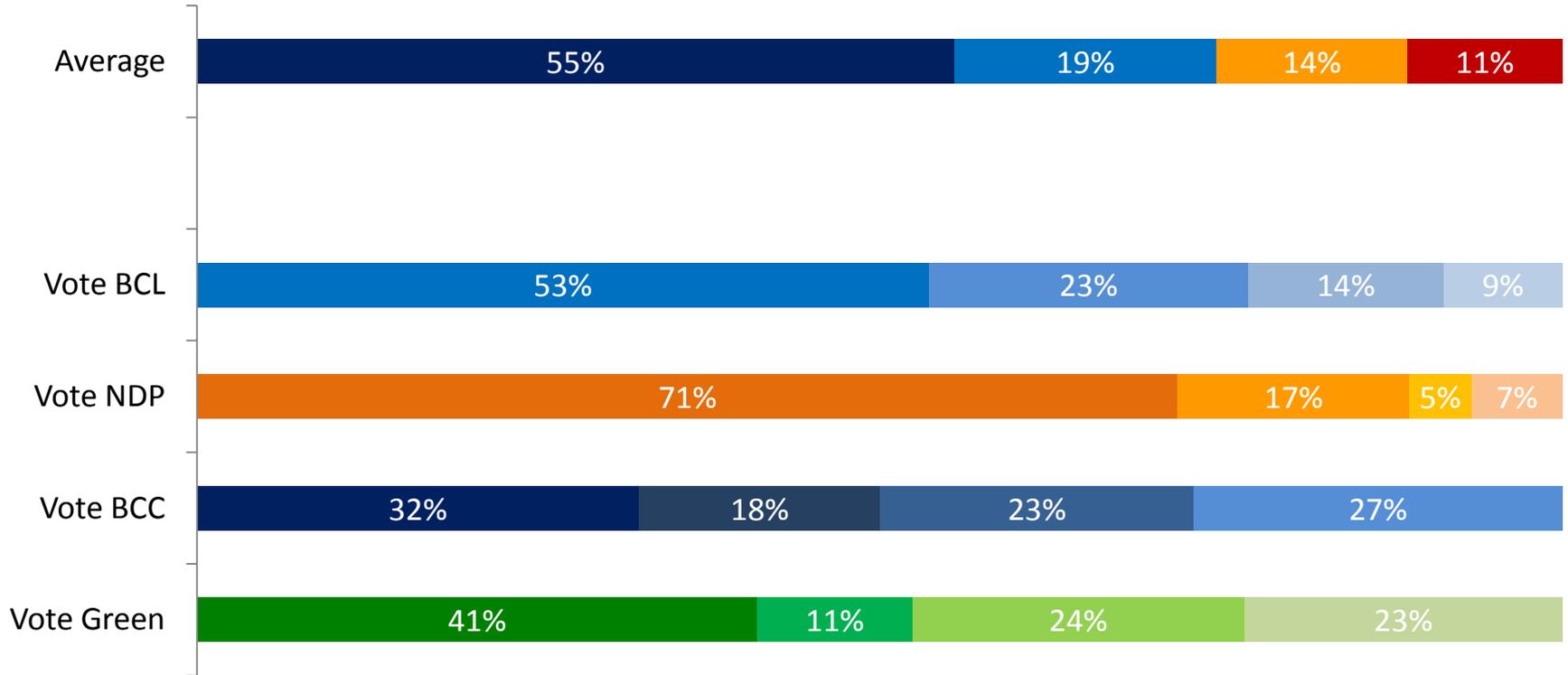
“Non-Voters”



NDP voters made up their minds faster, while almost half of Greens changed their minds



Thinking about when you made up your mind in this election, which statement comes closest to your point of view? vs. Reported Vote



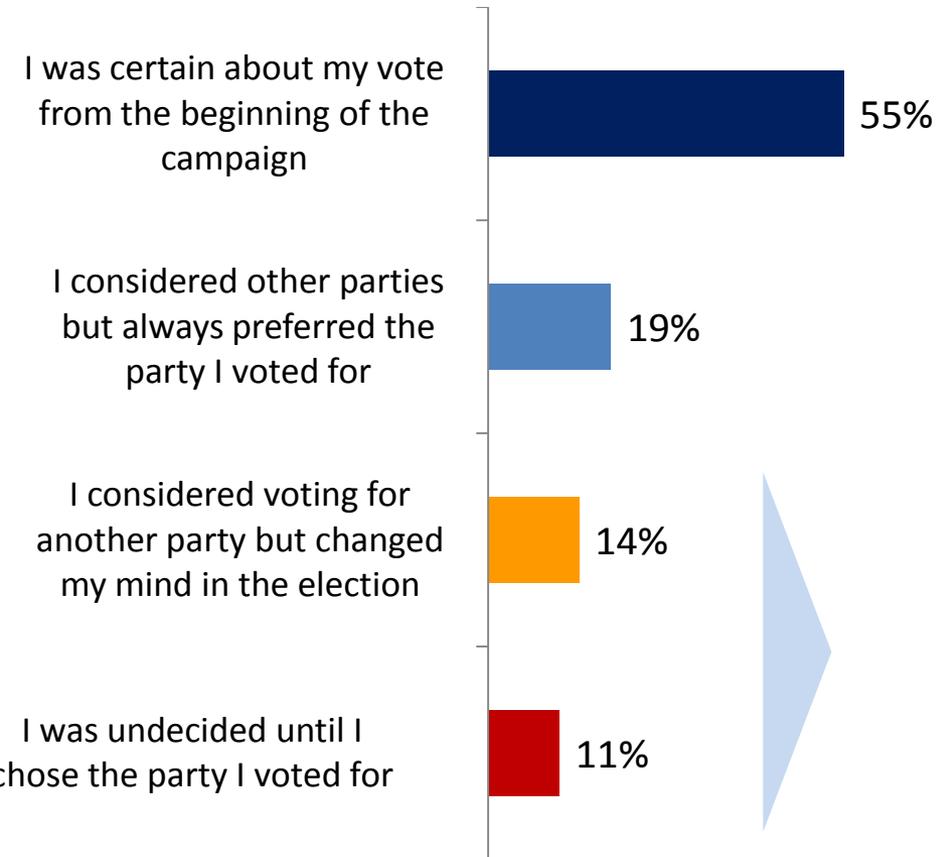
- I was certain about my vote from the beginning of the campaign
- I considered other parties but always preferred the party I voted for
- I considered voting for another party but changed my mind in the election
- I was undecided until I chose the party I voted for



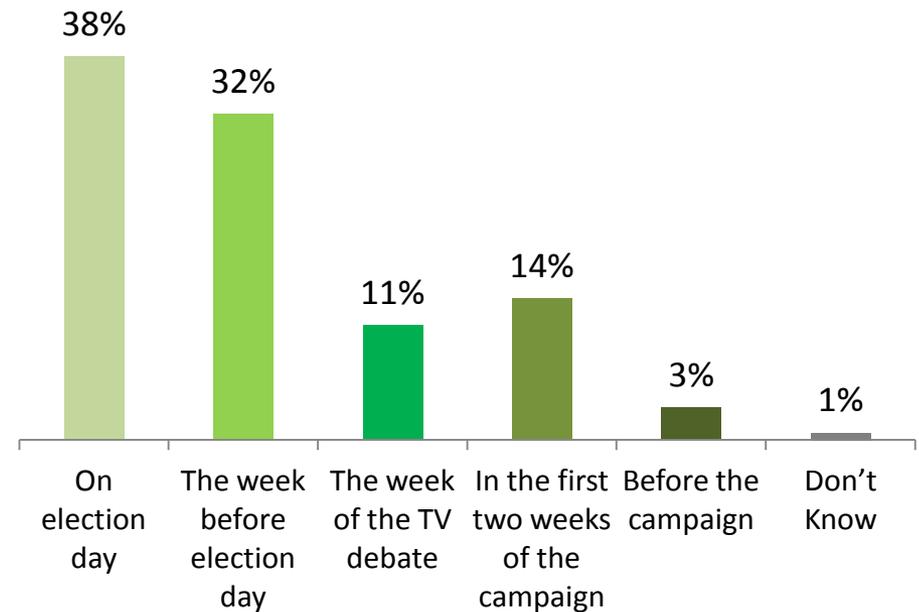
Note: 'Don't Know / Refused' not shown

7-in-10 who considered other parties made up their mind in the last week or on election day

Q Thinking about when you made up your mind in this election, which statement comes closest to your point of view?



Q And when did you make up your mind?



While NDP had more voters at start of election, BC Liberals picked up through campaign, NDP did not

Q

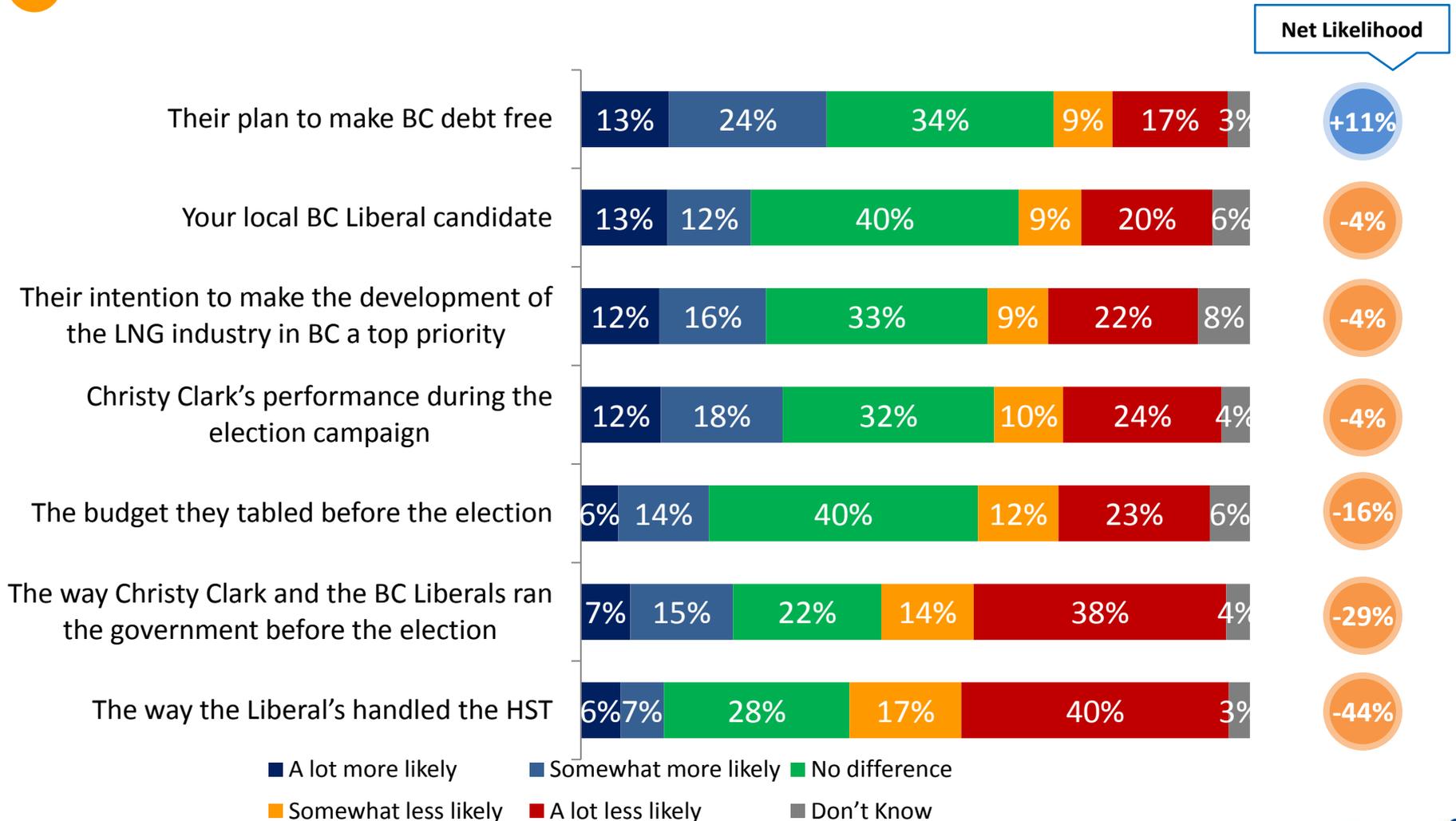
And which party's candidate did you vote for?

	Certain from beginning	First 2 weeks	Debate week	Week before Election	Election day
The BC Liberal candidate	36%	33%	29%	41%	27%
The BC New Democratic Party Candidate	46%	6%		8%	33%
The BC Conservative Candidate	6%	17%	21%	8%	17%
The Green party candidate	7%	6%	43%	28%	8%
Other	2%	28%		15%	6%
Refused	4%	11%	7%		8%

Plan to make BC debt free is the only thing that in net makes respondents more likely to vote Clark and the BCL

Q

Did the following things make you more or less likely to vote for Christy Clark and the BC Liberals?



Plan to make BC debt free and Clark's campaign performance strongest draws for BCL voters

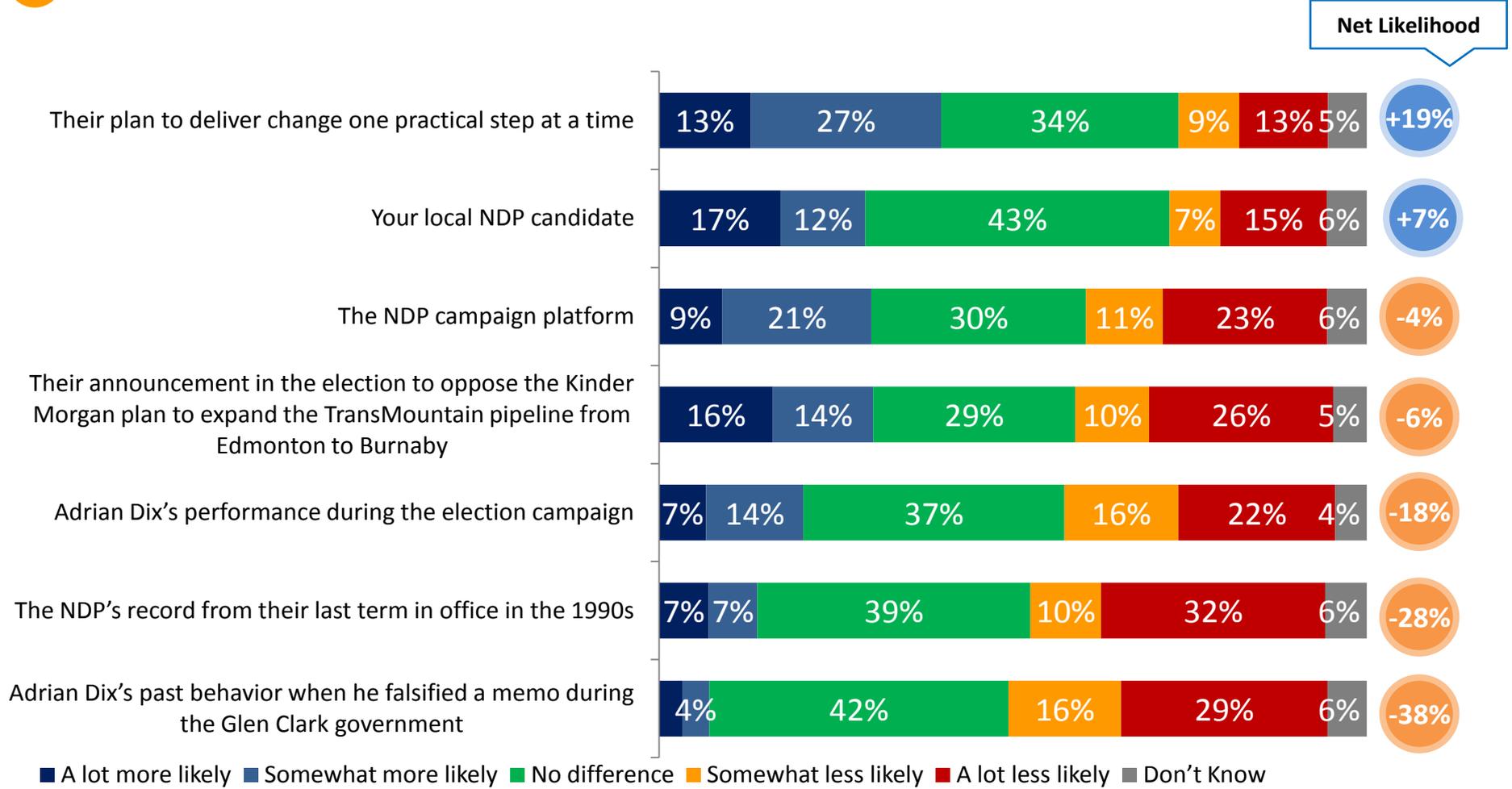
	Vote BCL	Vote NDP	Vote BCC	Vote Green	Did not vote
Your local BC Liberal candidate	50%	-44%	14%	-32%	1%
The budget they tabled before the election	32%	-61%	-13%	-36%	1%
Their plan to make BC debt free	63%	-37%	30%	-17%	24%
The way the Liberal's handled the HST	-22%	-73%	-55%	-48%	-20%
Christy Clark's performance during the election campaign	58%	-54%	-3%	-27%	-1%
The way Christy Clark and the BC Liberals ran the government before the election	35%	-77%	-54%	-56%	-13%
Their intention to make the development of the LNG industry in BC a top priority	51%	-51%	13%	-44%	11%

Plan to make BC debt free had most appeal to *Soft*, *Time4Change* Liberals

	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft anti-Libs	Hostile
Your local BC Liberal candidate	43%	45%	30%	4%	-30%	-45%
The budget they tabled before the election	35%	51%	8%	12%	-38%	-69%
Their plan to make BC debt free	72%	75%	43%	18%	-7%	-52%
The way the Liberal's handled the HST	-5%	-25%	-29%	-7%	-66%	-72%
Christy Clark's performance during the election campaign	74%	55%	35%	4%	-36%	-66%
The way Christy Clark and the BC Liberals ran the government before the election	36%	23%	3%	-6%	-59%	-81%
Their intention to make the development of the LNG industry in BC a top priority	60%	49%	23%	4%	-27%	-57%

Plan to deliver change helped NDP, but false memo and 1990's left many less likely to support them

Q Did the following things make you more or less likely to vote for Adrian Dix and the BC NDP?



False Memo, NDP record in 1990s helped BC Liberal vote;

Local candidate, “change” moved NDP votes

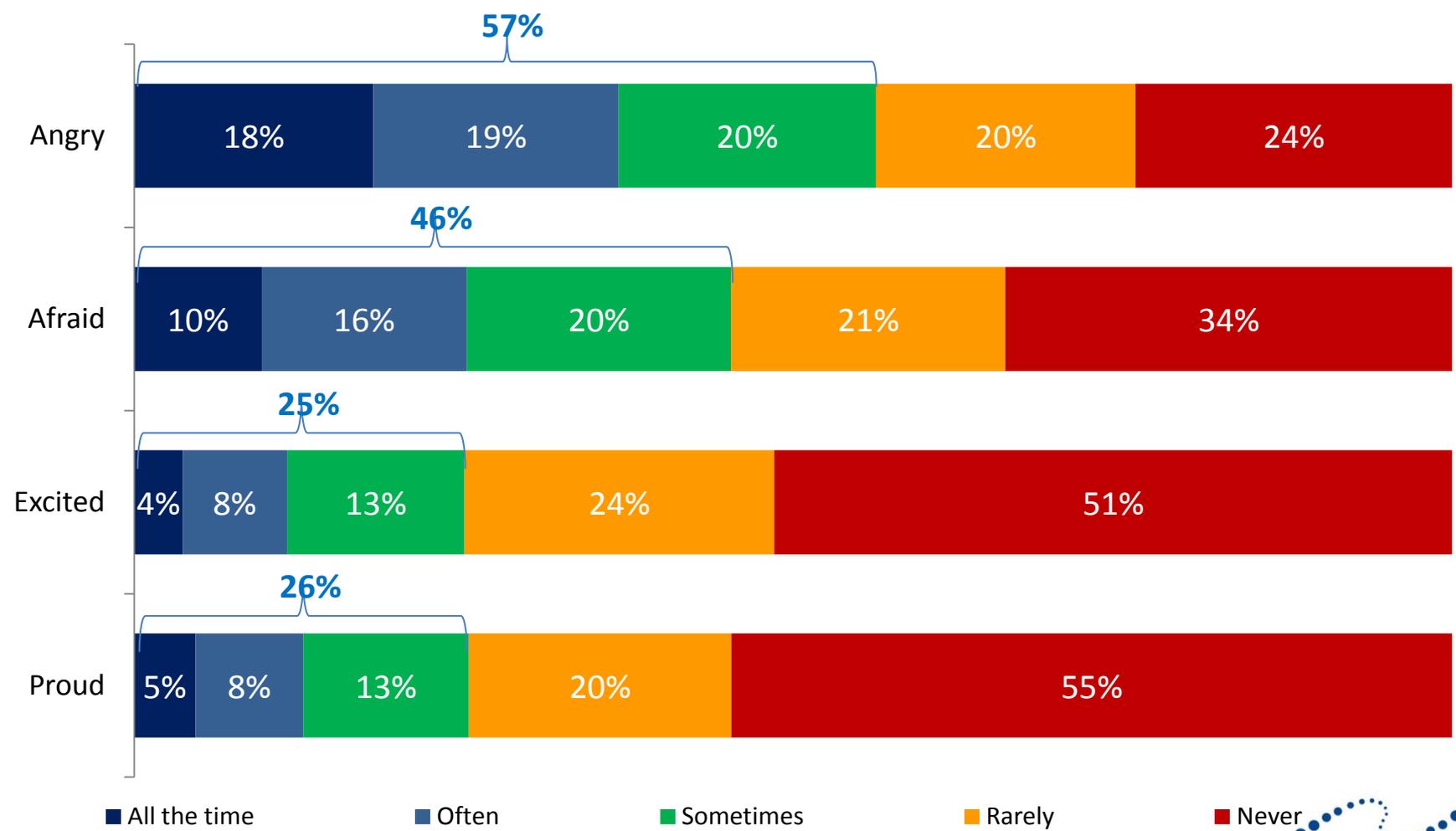
	Vote BCL	Vote NDP	Vote BCC	Vote Green	Did not vote
The NDP campaign platform	-61%	53%	-34%	-6%	-2%
Their plan to deliver change one practical step at a time	-28%	72%	-3%	7%	12%
Adrian Dix’s performance during the election campaign	-53%	30%	-40%	-42%	-24%
The NDP’s record from their last term in office in the 1990s	-75%	12%	-51%	-22%	-21%
Their announcement in the election to oppose the Kinder Morgan plan to expand the TransMountain pipeline from Edmonton to Burnaby	-55%	45%	-48%	-4%	-3%
Your local NDP candidate	-33%	58%	-26%	-4%	2%
Adrian Dix’s past behavior when he falsified a memo during the Glen Clark government	-72%	-12%	-39%	-42%	-29%

Change one step at a time helped with *Soft Anti-Liberals* but NDP record hurt with *Time4Change*

	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft Anti-Libs	Hostile
The NDP campaign platform	-63%	-34%	-38%	5%	15%	41%
Their plan to deliver change one practical step at a time	-38%	-22%	6%	0%	39%	59%
Adrian Dix's performance during the election campaign	-57%	-44%	-43%	-11%	-2%	12%
The NDP's record from their last term in office in the 1990s	-84%	-67%	-41%	-11%	-10%	5%
Their announcement in the election to oppose the Kinder Morgan plan to expand the TransMountain pipeline from Edmonton to Burnaby	-67%	-52%	-21%	-5%	12%	37%
Your local NDP candidate	-29%	-13%	-25%	-6%	27%	39%
Adrian Dix's past behavior when he falsified a memo during the Glen Clark government	-74%	-53%	-53%	-13%	-29%	-16%

Over half felt “Angry” at some point while watching Clark campaign

Q Please tell me how often you felt the following emotions when you watched the campaign run by Christy Clark and the BC Liberals?



Almost all NDP voters felt “Angry” at Clark campaign at some point

Q

Pease tell me how often you felt the following emotions when you watched the campaign run by Christy Clark:
(All the time+Often+Sometimes)

	The BC Liberal candidate	The BC New Democratic Party Candidate	The BC Conservative Candidate	The Green party candidate	Did Not Vote
Proud	48%	8%	14%	12%	36%
Excited	48%	9%	7%	17%	33%
Afraid	20%	69%	33%	56%	48%
Angry	22%	85%	57%	72%	47%

Positive feelings for *Time4Change* Liberals not far behind negative feelings



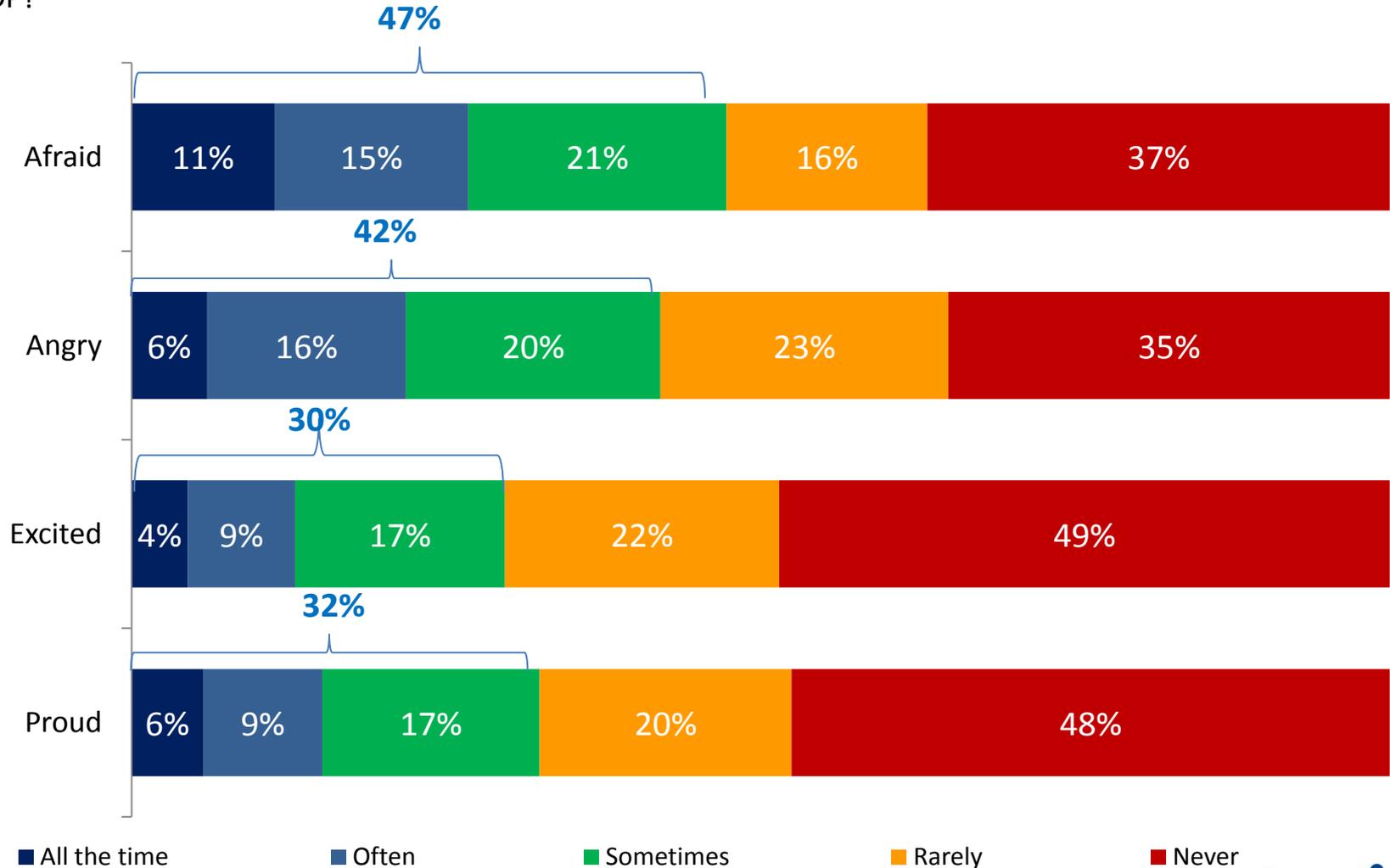
Pease tell me how often you felt the following emotions when you watched the campaign run by Christy Clark:
(All the time+Often+Sometimes)

	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft Anti-Libs	Hostile
Proud	58%	36%	38%	34%	16%	2%
Excited	58%	36%	37%	27%	15%	4%
Afraid	14%	20%	41%	33%	52%	71%
Angry	15%	25%	47%	39%	66%	92%

Almost half felt “Afraid” while watching the Adrian Dix campaign at least sometimes



Please tell me how often you felt the following emotions when you watched the campaign run by Adrian Dix and the NDP?



Three quarters of BC Liberal voters felt “afraid” when watching Adrian Dix campaign

Q

Pease tell me how often you felt the following emotions when you watched the campaign run by Adrian Dix:
(All the time+Often+Sometimes)

	The BC Liberal candidate	The BC New Democratic Party Candidate	The BC Conservative Candidate	The Green party candidate	Did Not Vote
Proud	8%	67%	13%	27%	27%
Excited	4%	61%	13%	28%	25%
Angry	61%	19%	58%	45%	44%
Afraid	75%	21%	51%	43%	49%

Almost three quarters of *Time4Change* Liberals felt “Afraid” at some point due to the Adrian Dix campaign

Q

Pease tell me how often you felt the following emotions when you watched the campaign run by Adrian Dix:
(All the time+Often+Sometimes)

	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft Anti-Libs	Hostile
Proud	5%	14%	23%	22%	40%	56%
Excited	3%	17%	15%	23%	41%	49%
Angry	67%	47%	59%	40%	33%	24%
Afraid	81%	62%	73%	39%	32%	22%

Time4Change Liberals felt afraid of NDP campaign, while only those Hostile to Libs were afraid of Clark



Pease tell me how often you felt the following emotions when you watched the campaign run by Christy Clark/Adrian Dix: **(All the time+Often+Sometimes)**

	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft Anti-Libs	Hostile
Proud	58%	36%	38%	34%	16%	2%
Proud	5%	14%	23%	22%	40%	56%
Excited	58%	36%	37%	27%	15%	4%
Excited	3%	17%	15%	23%	41%	49%
Afraid	14%	20%	41%	33%	52%	71%
Afraid	81%	62%	73%	39%	32%	22%
Angry	15%	25%	47%	39%	66%	92%
Angry	67%	47%	59%	40%	33%	24%

[Christy Clark/BC Liberal numbers in blue rows, Adrian Dix/NDP numbers in orange rows]

NDP voters felt much stronger emotions, both positive and negative during the campaign



Pease tell me how often you felt the following emotions when you watched the campaign run by Christy Clark/Adrian Dix: **(All the time+Often+Sometimes)**

	The BC Liberal candidate	The BC New Democratic Party Candidate	The BC Conservative Candidate	The Green party candidate	Did Not Vote
Proud	48%	8%	14%	12%	36%
Proud	8%	67%	13%	27%	27%
Excited	48%	9%	7%	17%	33%
Excited	4%	61%	13%	28%	25%
Afraid	20%	69%	33%	56%	48%
Afraid	75%	21%	51%	43%	49%
Angry	22%	85%	57%	72%	47%
Angry	61%	19%	58%	45%	44%

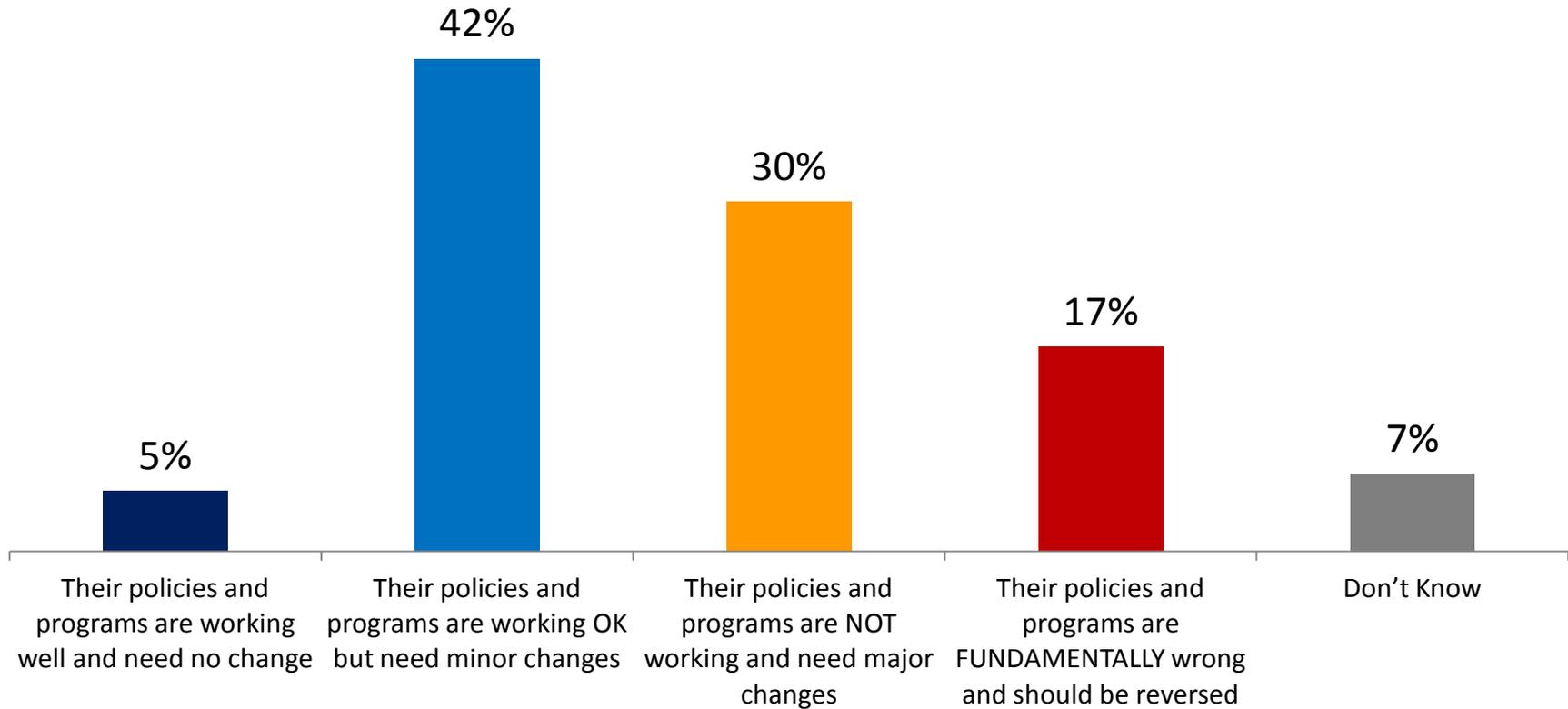
[Christy Clark/BC Liberal numbers in blue rows, Adrian Dix/NDP numbers in orange rows]

Change

Almost half say BC Liberal policies are at least working OK and only need minor changes



Which of the following statements regarding the policies and programs of the BC Liberal party comes closest to your own views?



Three quarters of *Time4change* Liberals say BC Liberal policies only need minor changes



Which of the following statements regarding the policies and programs of the BC Liberal party comes closest to your own views?

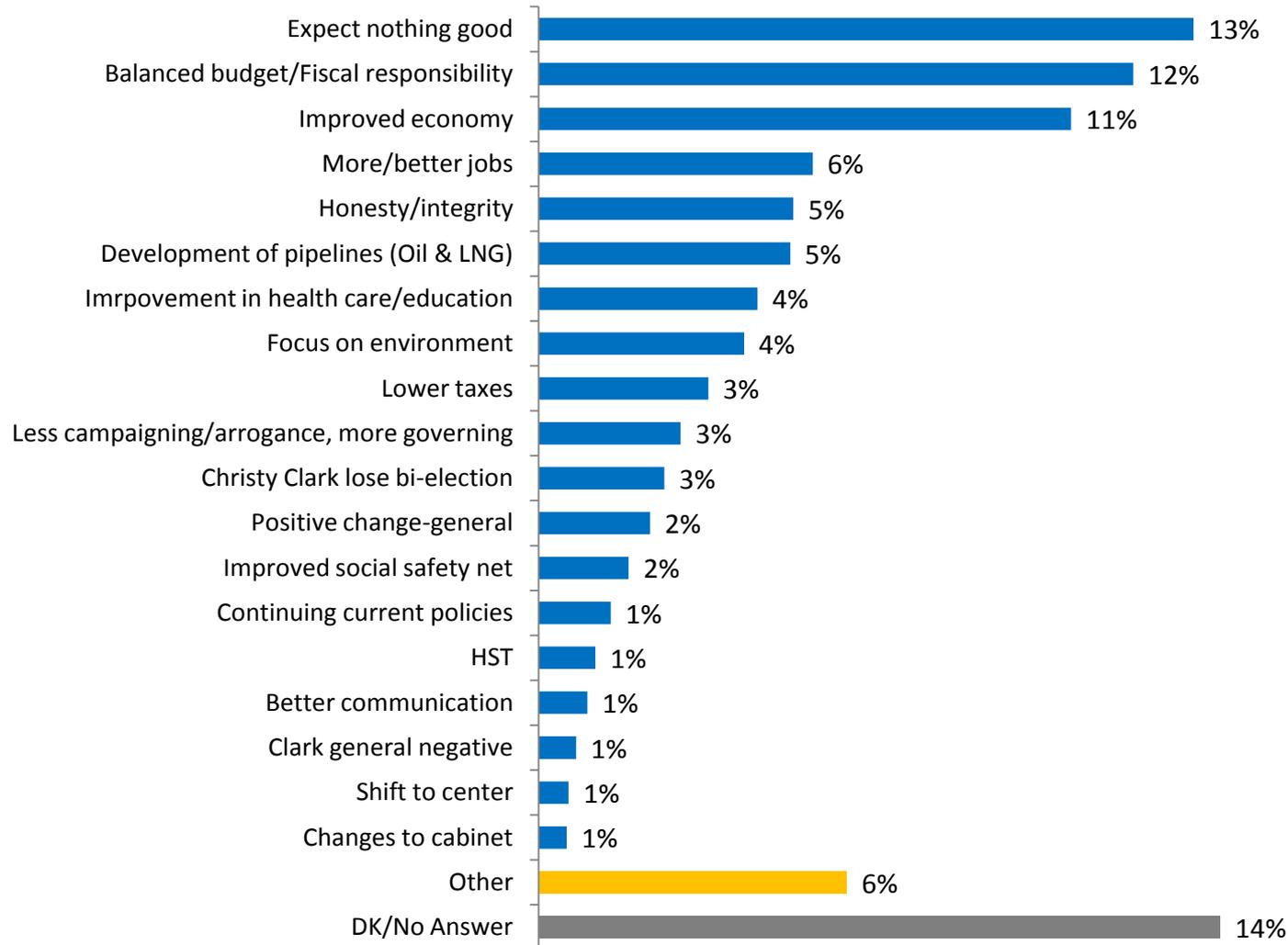
	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft Anti-Libs	Hostile
Their policies and programs are working well and need no change	23%	8%		5%	2%	
Their policies and programs are working OK but need minor changes	72%	83%	76%	35%	25%	4%
Their policies and programs are NOT working and need major changes	3%	5%	18%	2%	53%	45%
Their policies and programs are FUNDAMENTALLY wrong and should be reversed		1%	3%	8%	14%	48%
Don't know	1%	3%	4%	49%	6%	3%

Hopes of a Clark government

“Nothing Good”, Balanced Budget, Improved Economy, More Jobs top expectations from Clark government



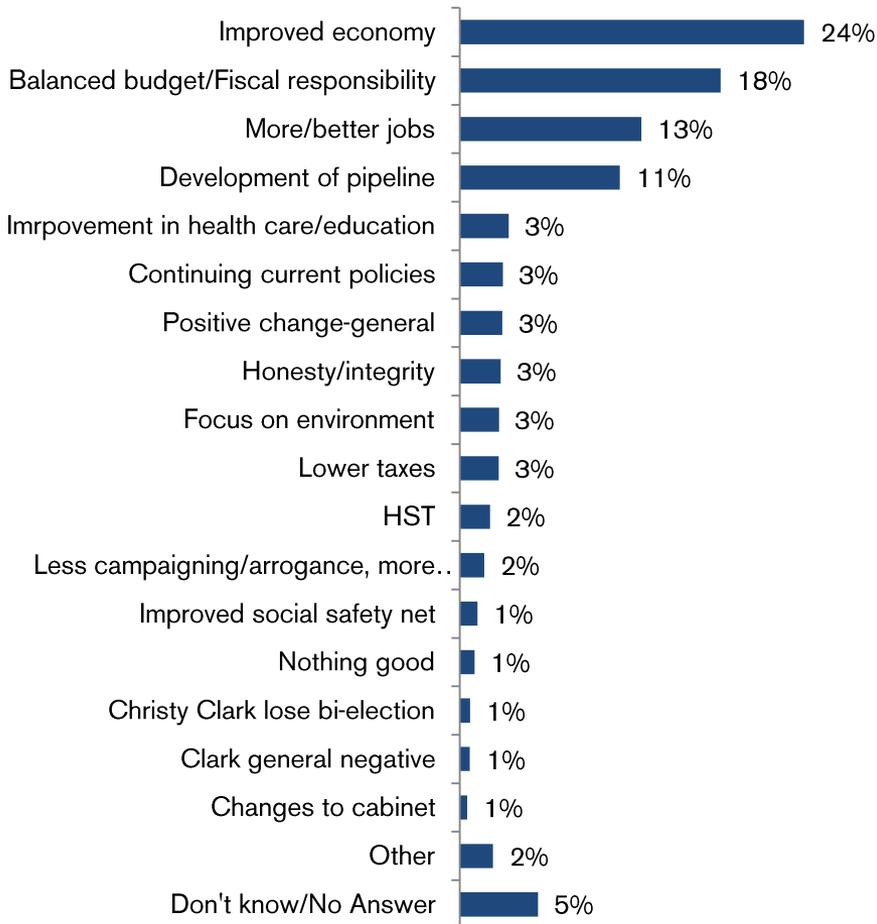
When you think about your expectations of the new Christy Clark-led BC Liberal government, what are the good things that you hope to see?



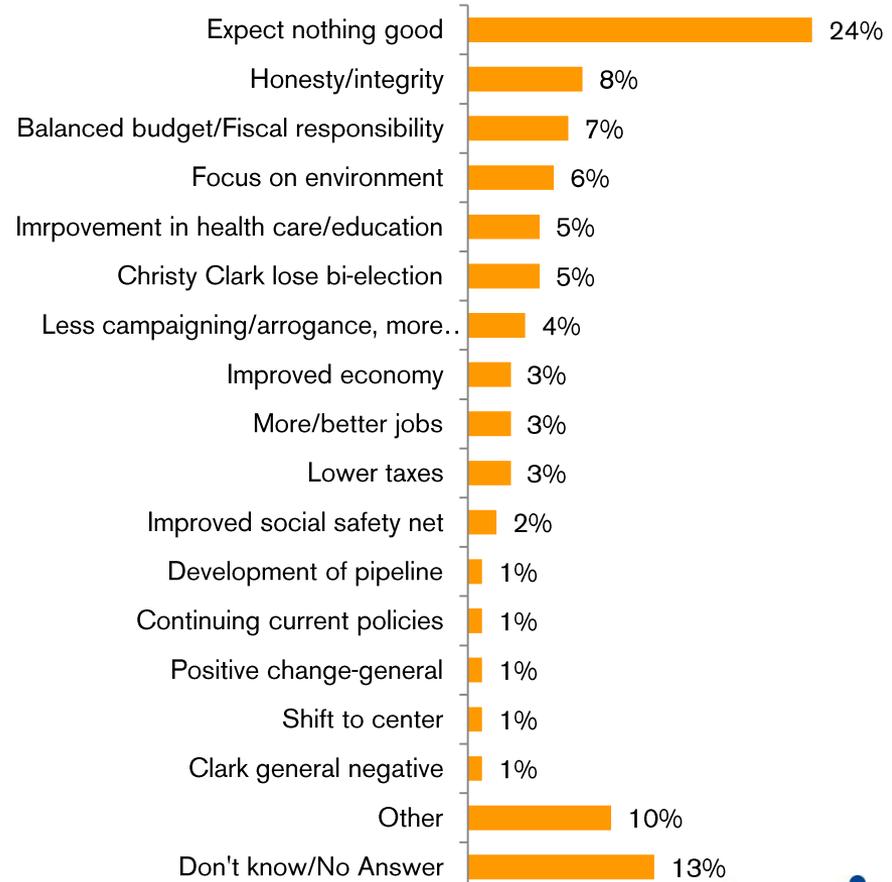
BC Liberal voters have expectations around economic issues, while NDP voters expect “nothing good”

Q When you think about your expectations of the new Christy Clark-led BC Liberal government, what are the good things that you hope to see?

“BC Liberal Voters”



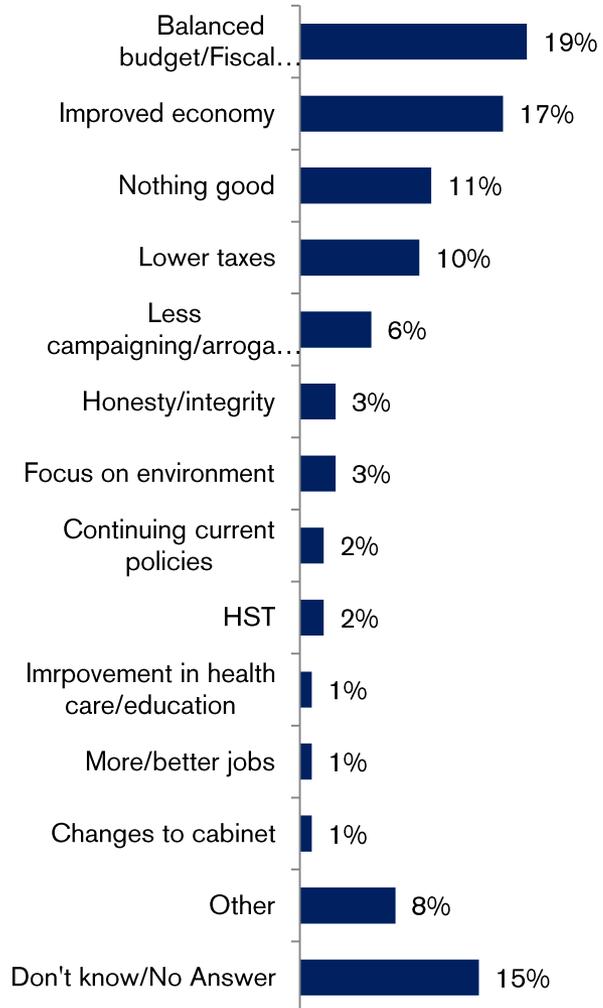
“NDP Voters”



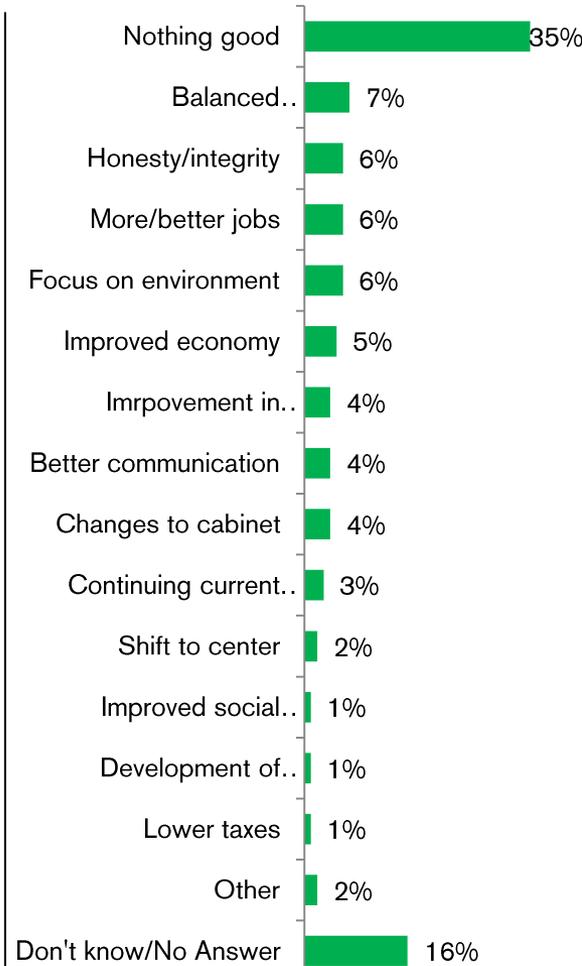
Both core and possible Liberal voters have highest expectations around economic and fiscal issues

Q When you think about your expectations of the new Christy Clark-led BC Liberal government, what are the good things that you hope to see?

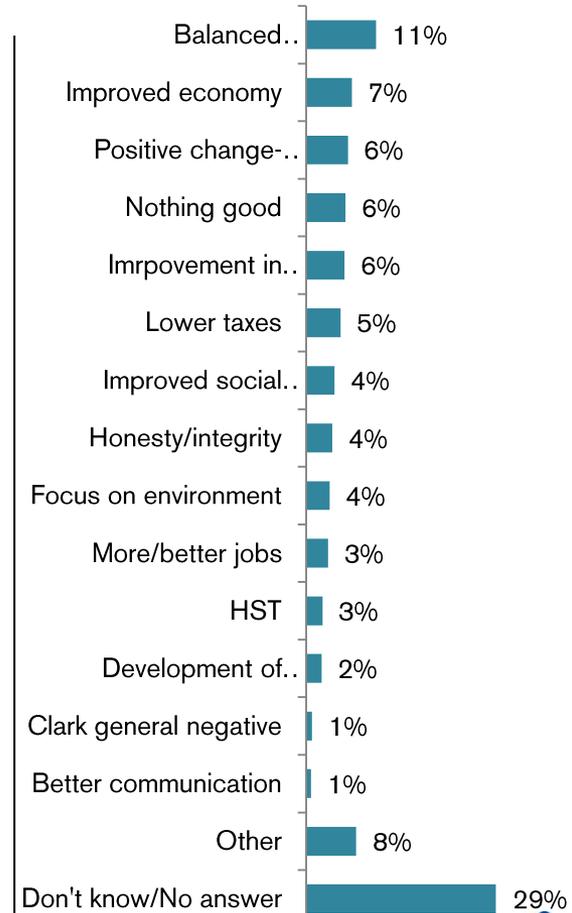
“BC Conservative”



“Green”



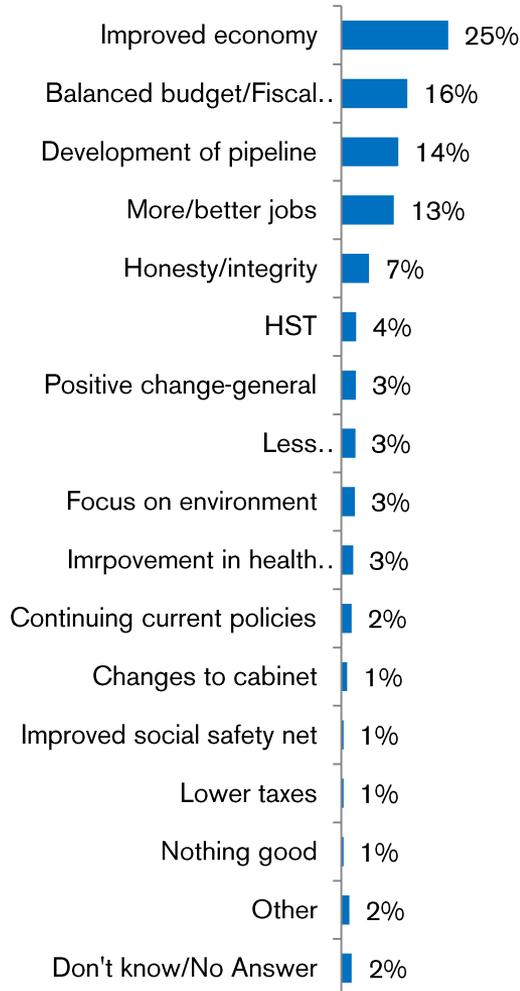
“Did not vote”



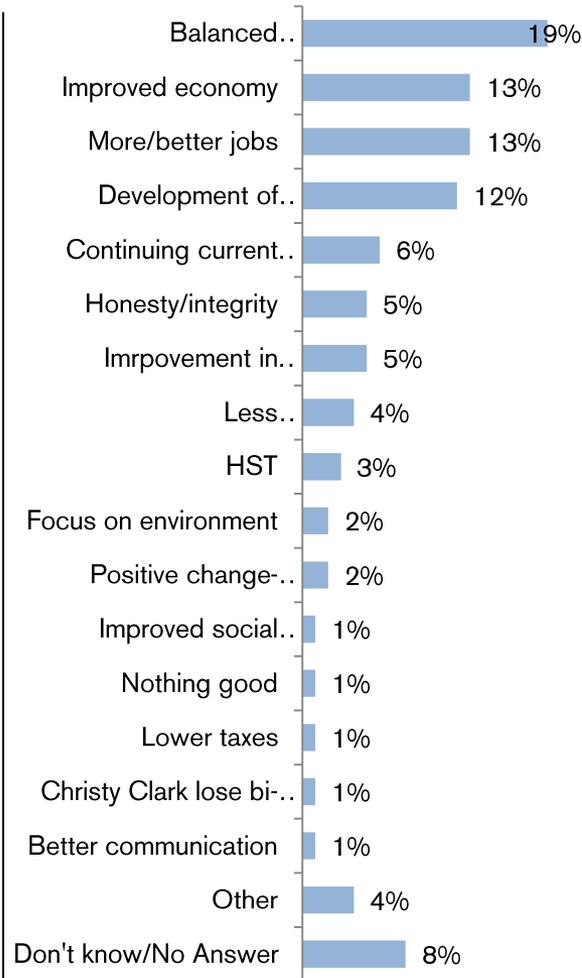
Both core and possible Liberal voters have highest expectations around economic and fiscal issues

Q When you think about your expectations of the new Christy Clark-led BC Liberal government, what are the good things that you hope to see?

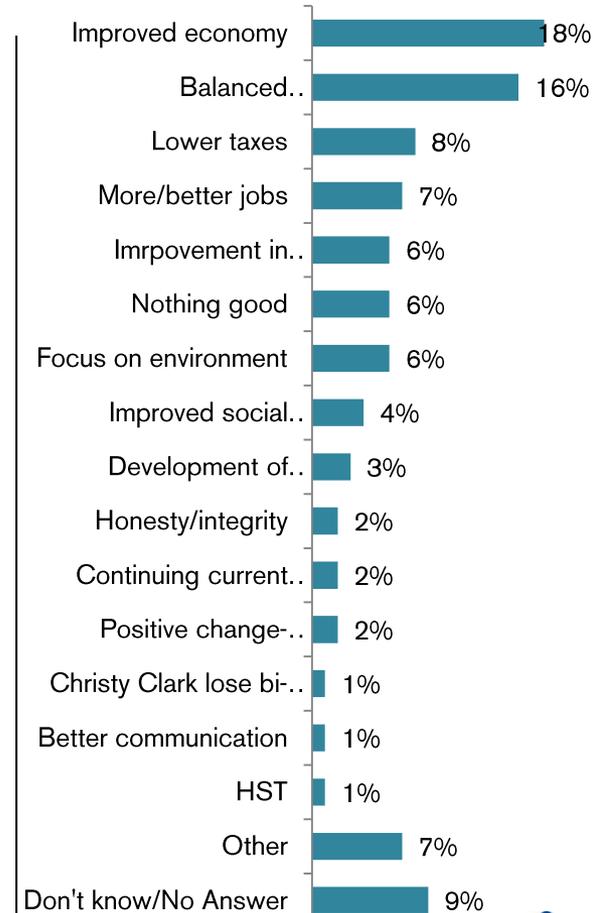
“Core Liberals”



“Soft Liberals”



“Time for Change Liberals”

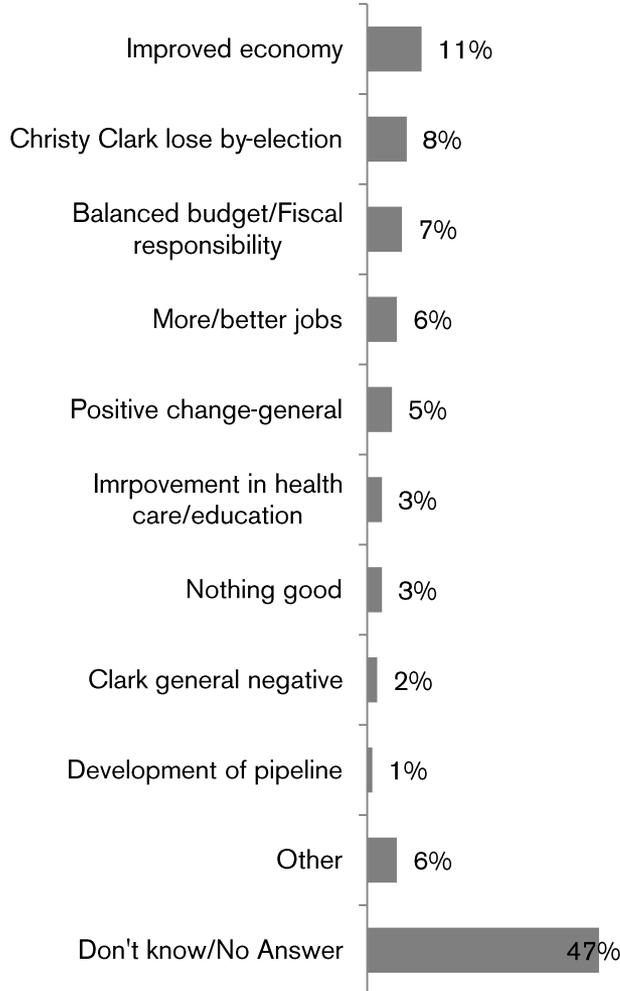


Soft anti-Liberals are hoping for fiscal responsibility and tax cuts, while hostiles expect to see “nothing good” ⁴³

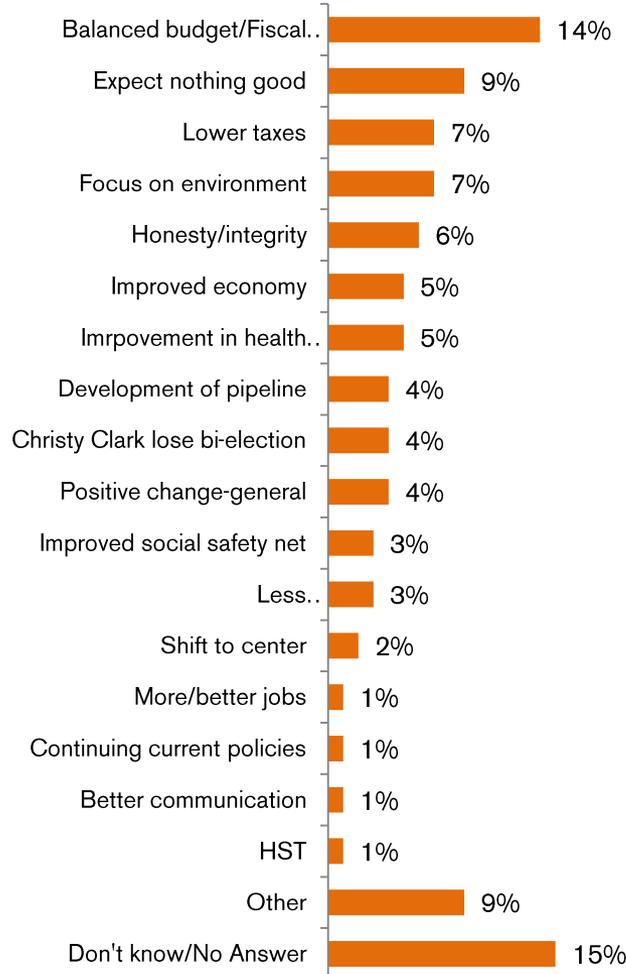


When you think about your expectations of the new Christy Clark-led BC Liberal government, what are the good things that you hope to see?

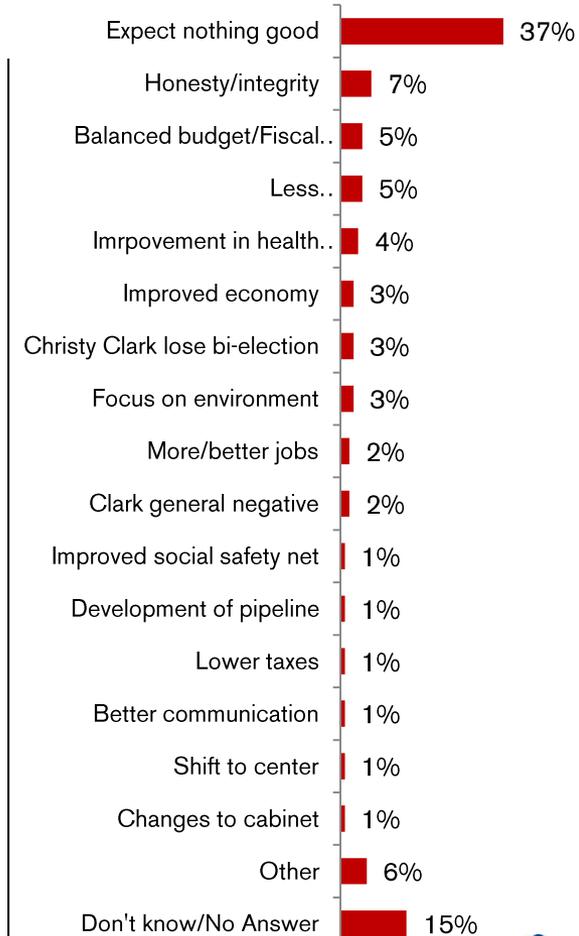
“Uncertain”



“Soft Anti-Liberals”



“Hostile”

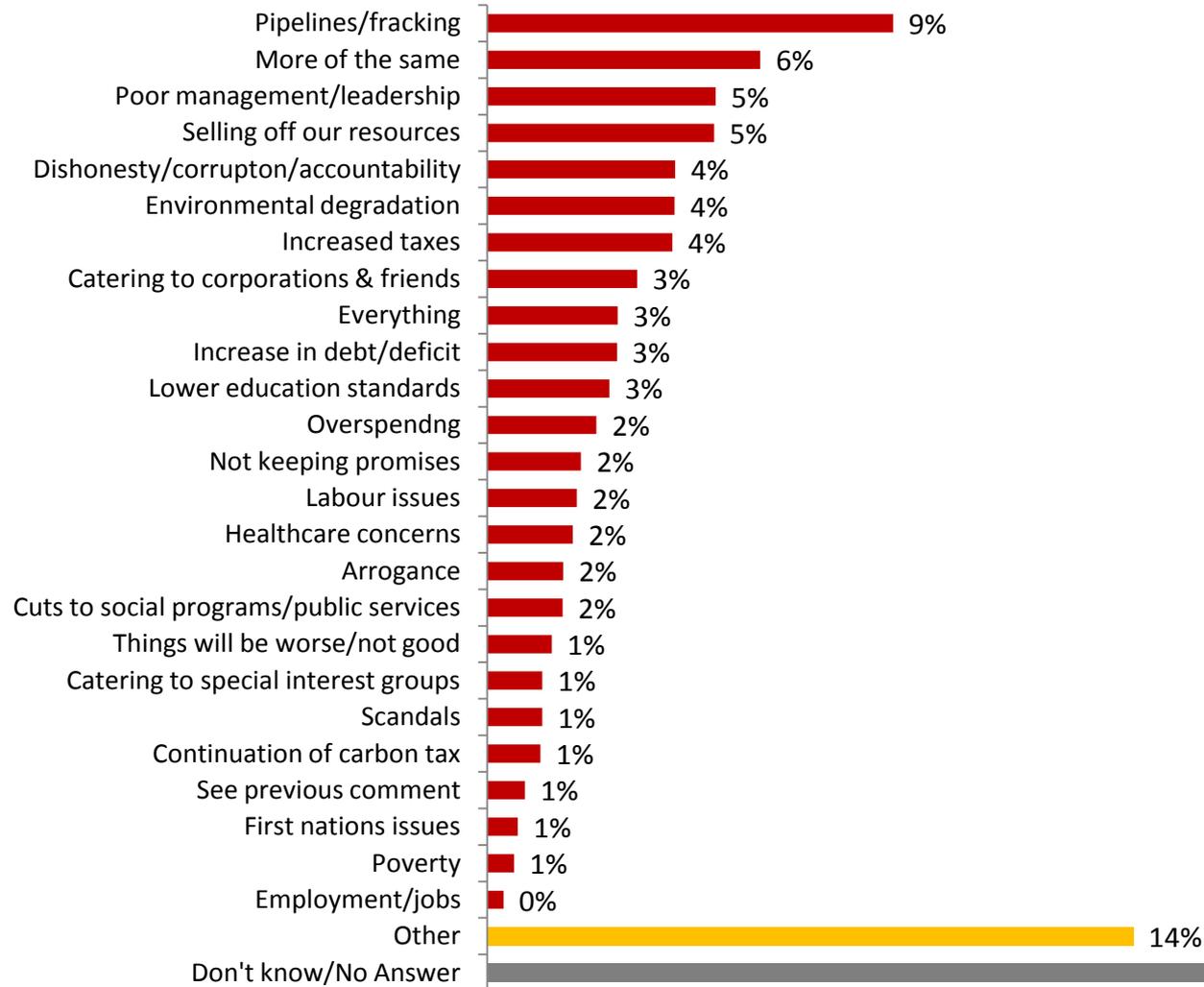


Fears of a Clark government

Pipelines/Fracking top fears of Christy Clark government



And what are the bad things that you fear you will see from a Christy Clark-led BC Liberal government?

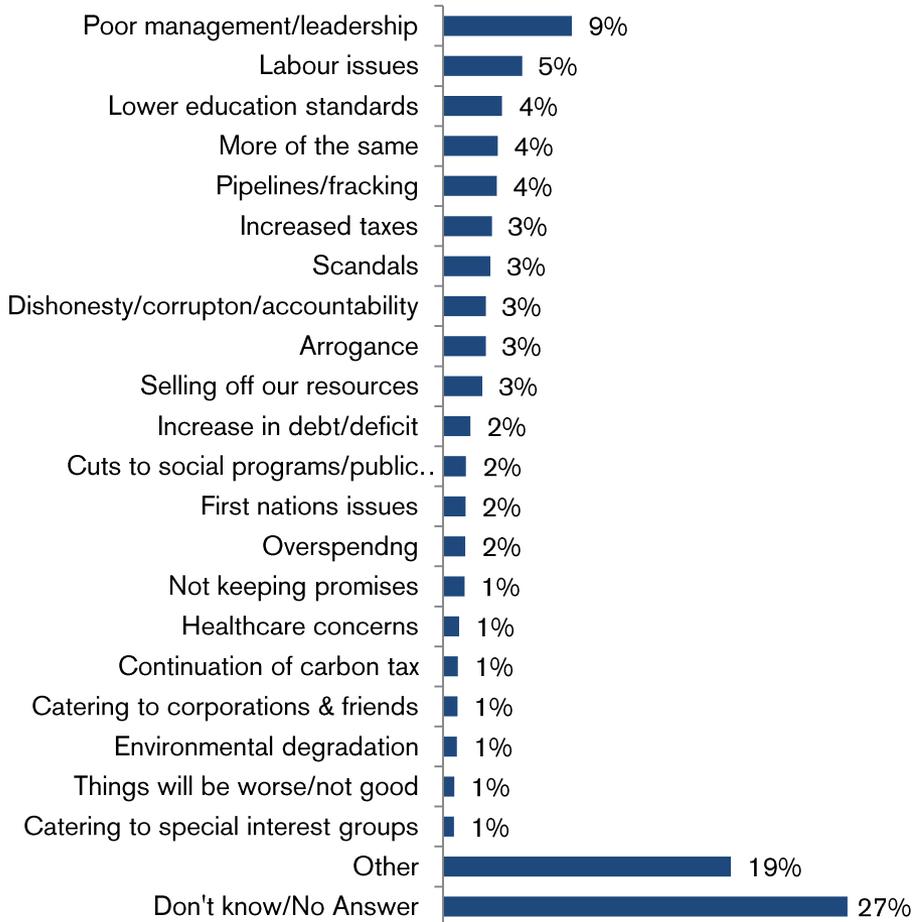


BC Liberal voters fear poor management and labour issues, while NDP voters fear pipelines, selling resources⁴⁶

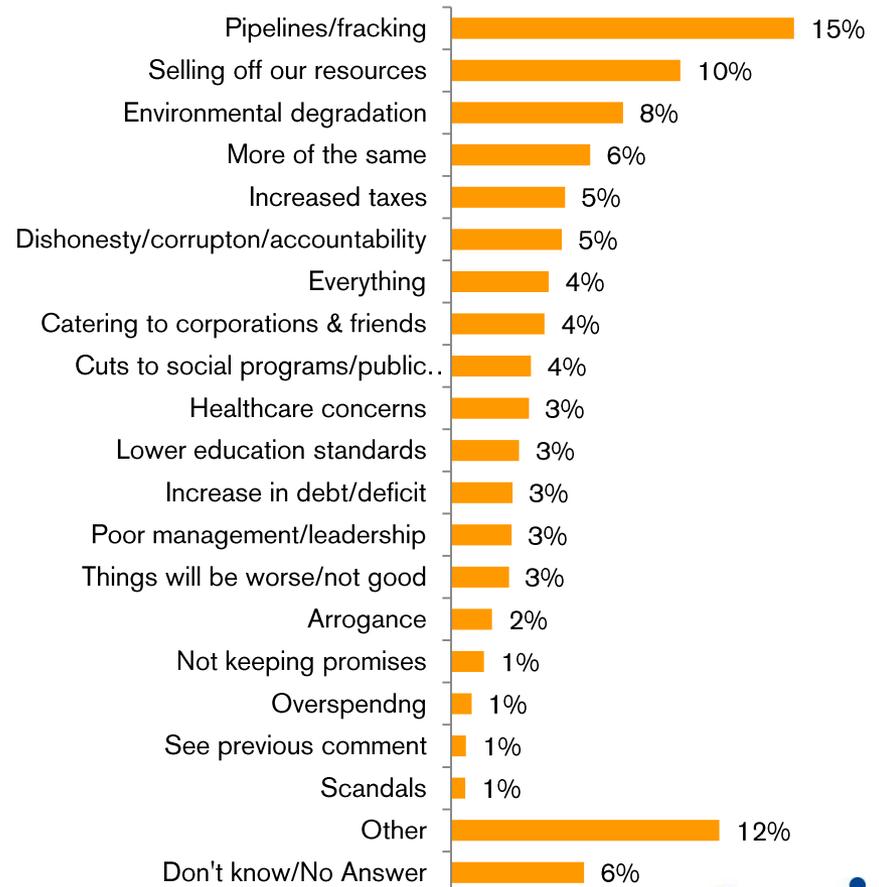


And what are the bad things that you fear you will see from a Christy Clark-led BC Liberal government?

“BC Liberal Voters”



“NDP Voters”

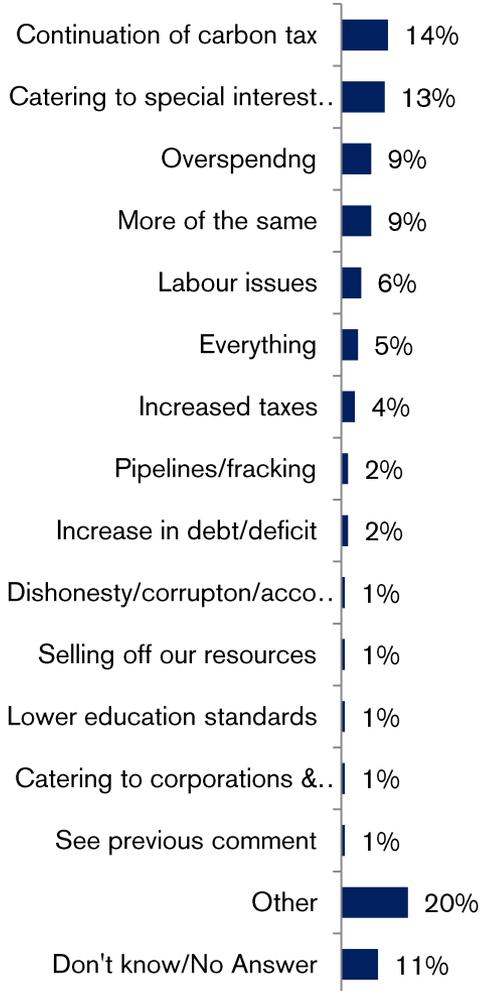


BCC voters concerned about carbon taxes, special interests, while Greens fear pipelines and “more of the same”⁴⁷

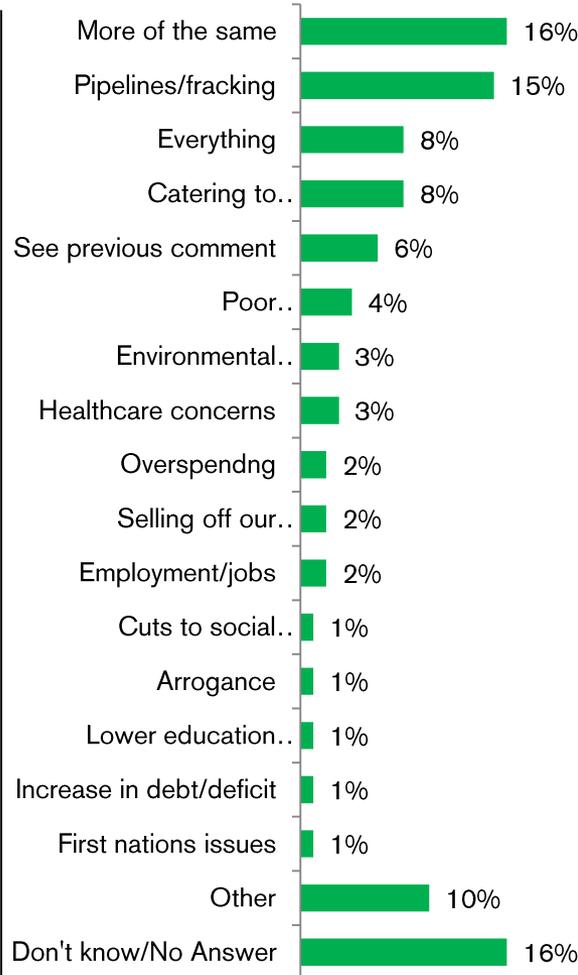


And what are the bad things that you fear you will see from a Christy Clark-led BC Liberal government?

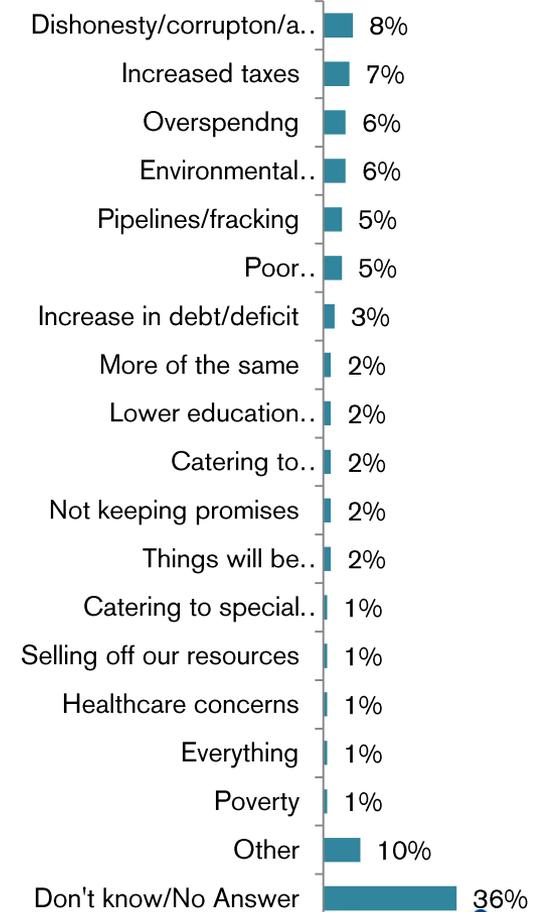
“BC Conservative”



“Green”



“Did not vote”

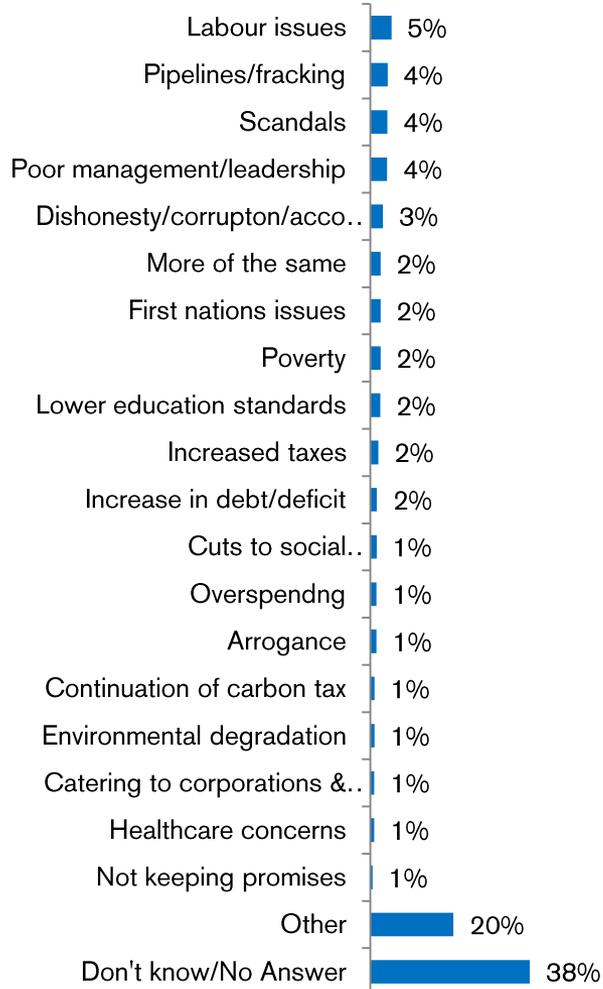


Both core and possible Liberal voters have highest expectations around economic and fiscal issues

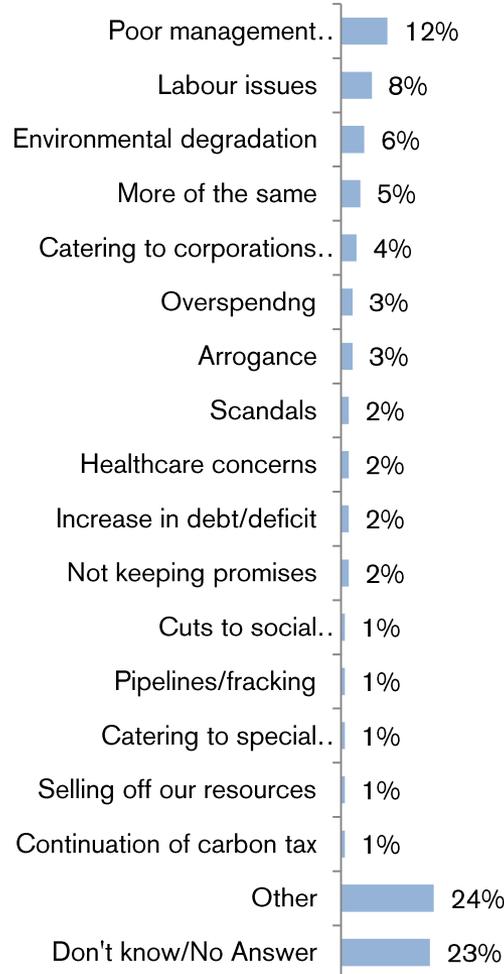


And what are the bad things that you fear you will see from a Christy Clark-led BC Liberal government?

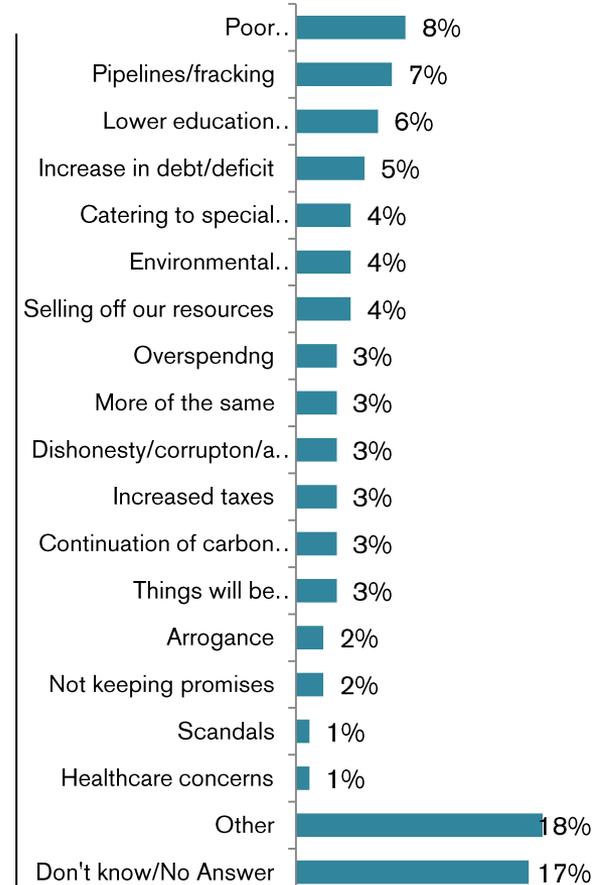
“Core Liberals”



“Soft Liberals”



“Time for Change Liberals”

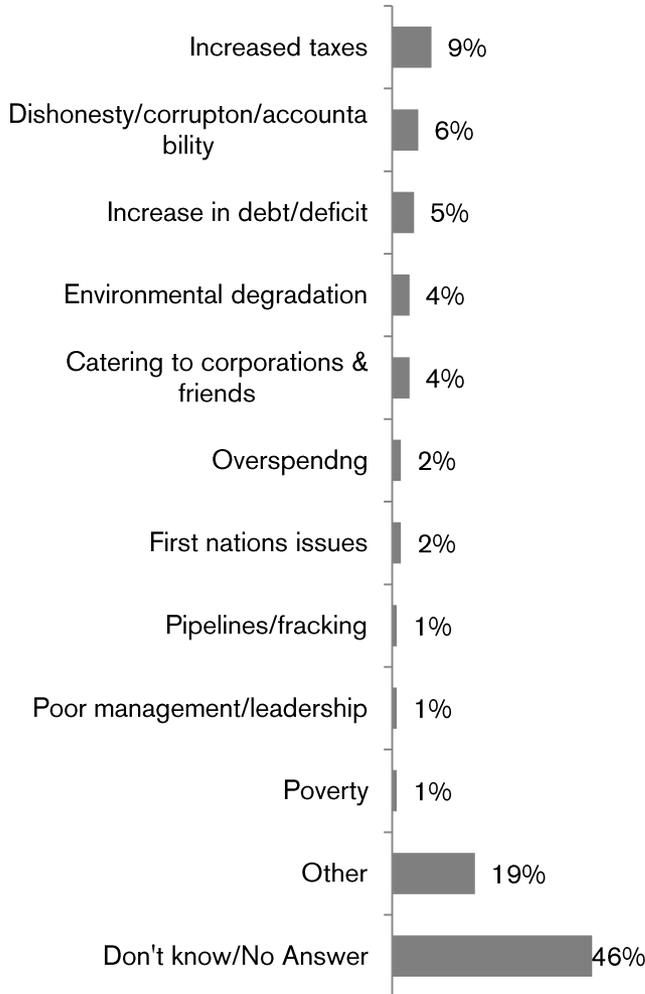


Non-Liberals are concerned about pipelines/fracking and “More of the same”

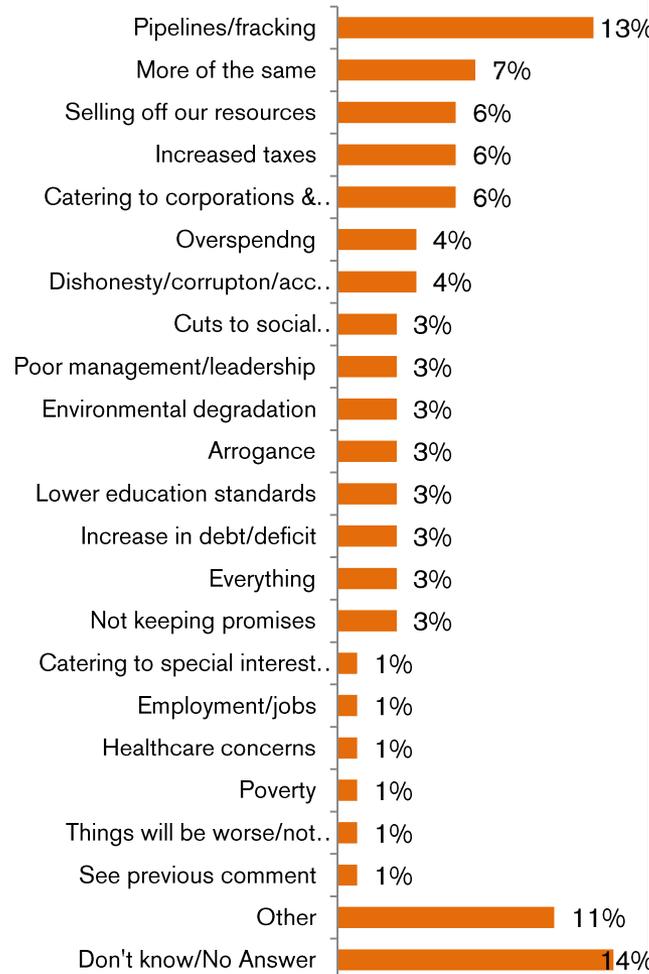


And what are the bad things that you fear you will see from a Christy Clark-led BC Liberal government?

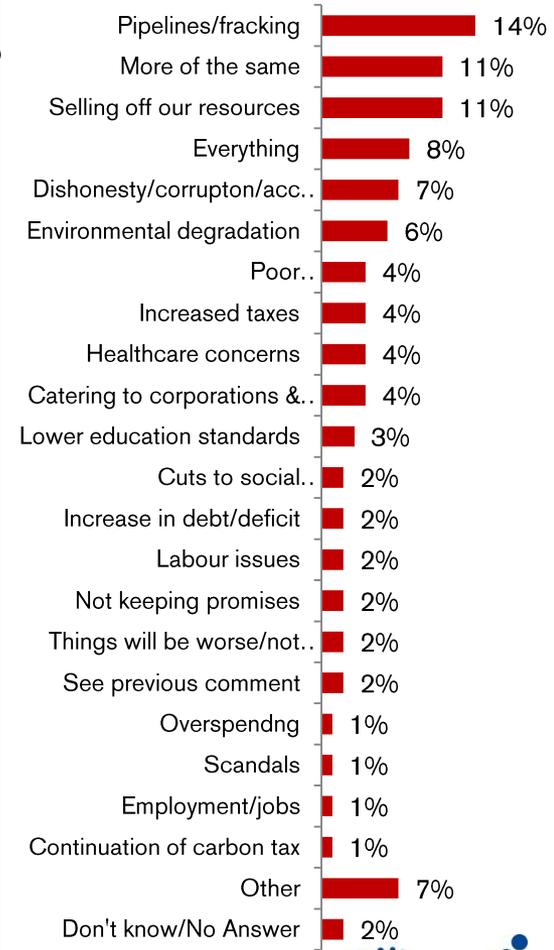
“Uncertain”



“Soft Anti-Liberals”



“Hostile”



NDP Leadership

Majority of *Time4Change Liberals* want to see a new leader of the NDP

Q Should Adrian Dix remain the leader of the BC NDP, or is it time the party had a new leader?

	Average	Core Libs	Soft Libs	Time4Ch Libs	Uncertain	Soft anti-Libs	Hostile
Remain leader	21%	22%	12%	19%	2%	27%	23%
Time for a new leader	43%	36%	36%	56%	41%	37%	47%
Don't know	36%	42%	51%	25%	57%	35%	30%

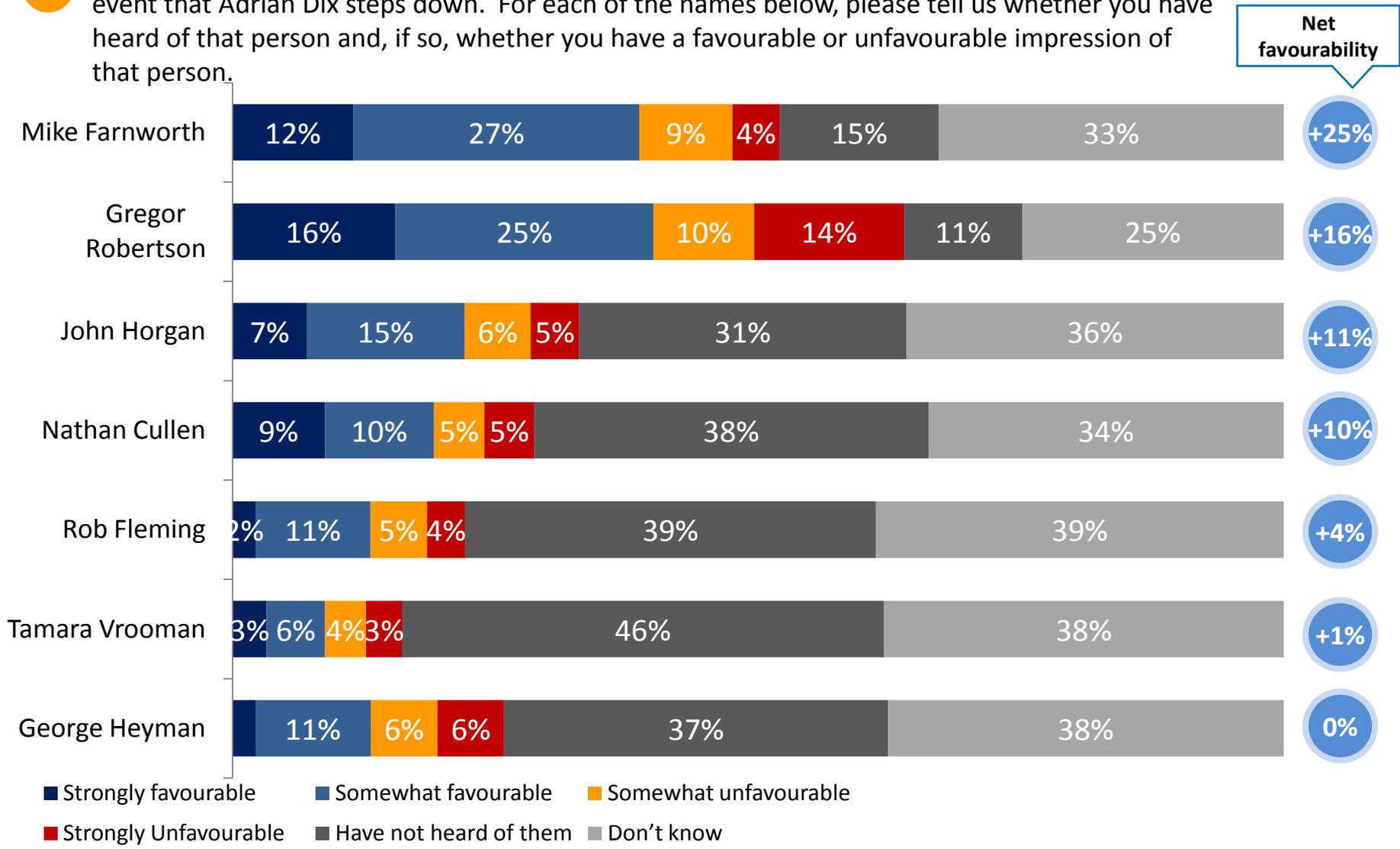
More than 2-in-5 from each main party's voters say it is time for a new BC NDP leader

Q Should Adrian Dix remain the leader of the BC NDP, or is it time the party had a new leader?

	Vote BCL	Vote NDP	Vote BCC	Vote Green	Did not vote
Remain leader	20%	30%	5%	23%	12%
Time for a new leader	42%	40%	43%	45%	56%
Don't know	38%	30%	52%	32%	32%

Robertson & Farnsworth lead in name recognition and favourability

There are a number of people who have been named as potential leaders for the BC NDP in the event that Adrian Dix steps down. For each of the names below, please tell us whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person.



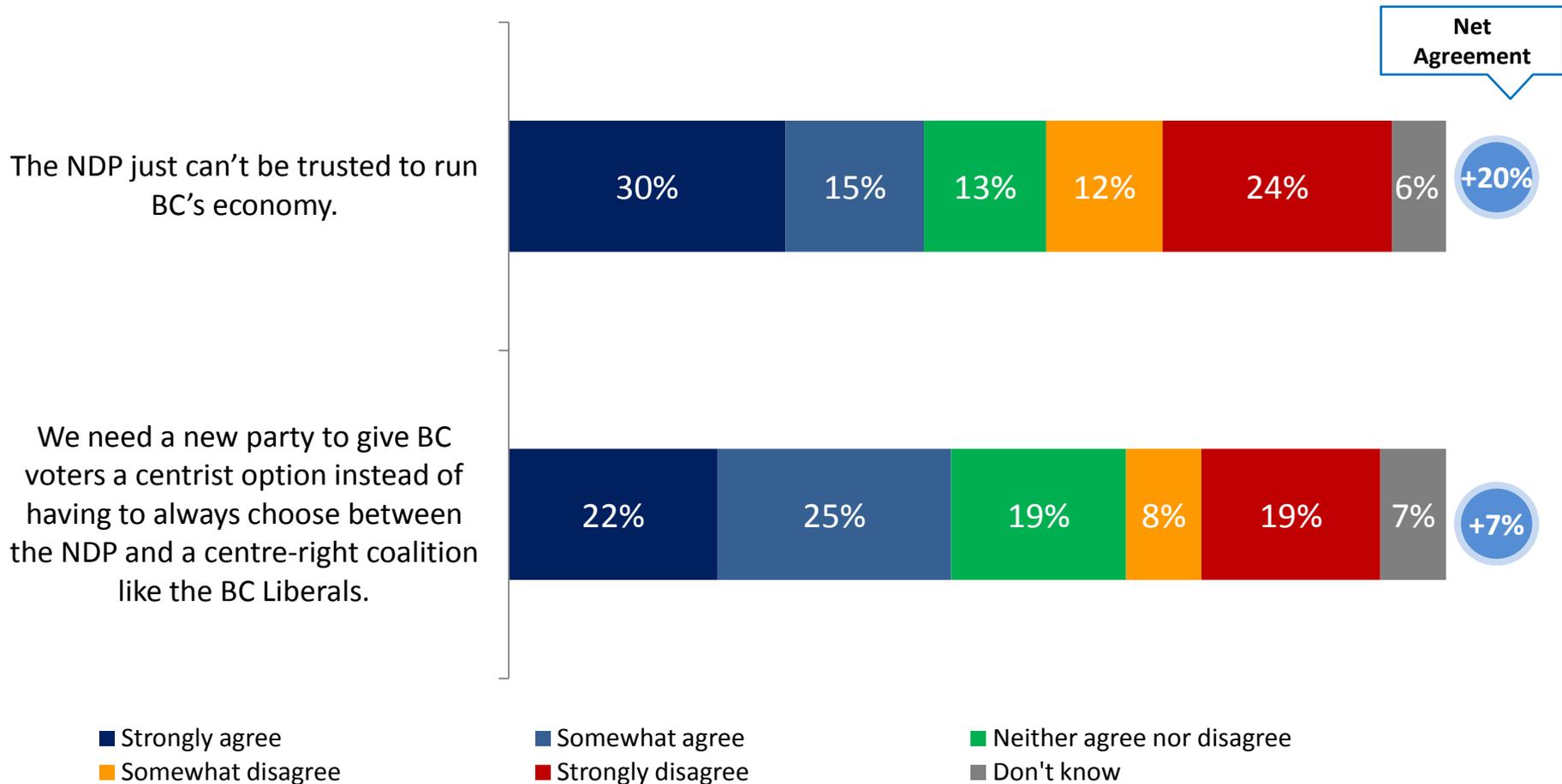
Net favourable by Vote

	Vote BCL	Vote NDP	Vote BCC	Vote Green	Did not vote
Mike Farnworth	20%	42%	25%	15%	7%
Gregor Robertson	0%	31%	-19%	30%	25%
John Horgan	-1%	24%	2%	19%	11%
Nathan Cullen	-7%	28%	-15%	13%	16%
Rob Fleming	-5%	11%	-10%	7%	11%
Tamara Vrooman	-2%	8%	-11%	-1%	3%
George Heyman	-14%	14%	7%	0%	2%

Attitudes

Close to half agree that the NDP just can't be trusted to run BC's economy

Q The following are statements that some people have said about politics in British Columbia. For each, please tell us if you agree or disagree.



Almost all (89%) of BC Liberal voters agree NDP cannot be trusted to run BC's economy ⁵⁷



The NDP just can't be trusted to run BC's economy.

	Vote BCL	Vote NDP	Vote BCC	Vote Green	Did not vote
Strongly agree	69%	2%	46%	17%	20%
Somewhat agree	20%	8%	21%	24%	16%
Neither agree nor disagree	4%	9%	9%	22%	27%
Somewhat disagree	5%	18%	13%	14%	9%
Strongly disagree	2%	60%	9%	22%	6%
Don't know	0%	2%	2%	1%	22%

BCC and Greens most likely to agree BC needs a centrist option



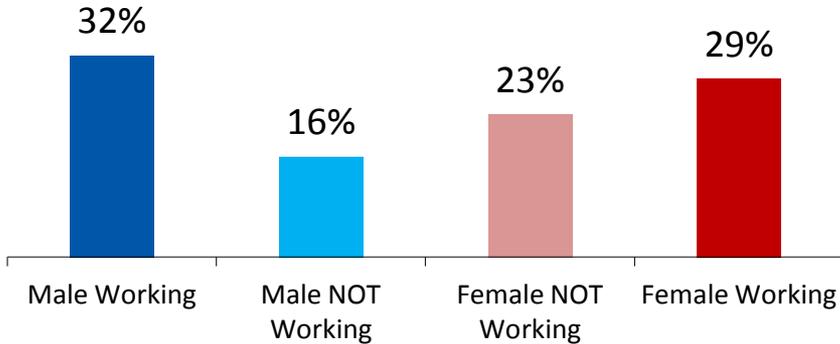
We need a new party to give BC voters a centrist option instead of having to always choose between the NDP and a centre-right coalition like the BC Liberals.

	Vote BCL	Vote NDP	Vote BCC	Vote Green	Did not vote
Strongly agree	14%	20%	41%	46%	23%
Somewhat agree	21%	25%	20%	31%	25%
Neither agree nor disagree	21%	21%	19%	3%	22%
Somewhat disagree	10%	10%		8%	5%
Strongly disagree	33%	19%	17%	9%	5%
Don't know	2%	5%	4%	3%	21%

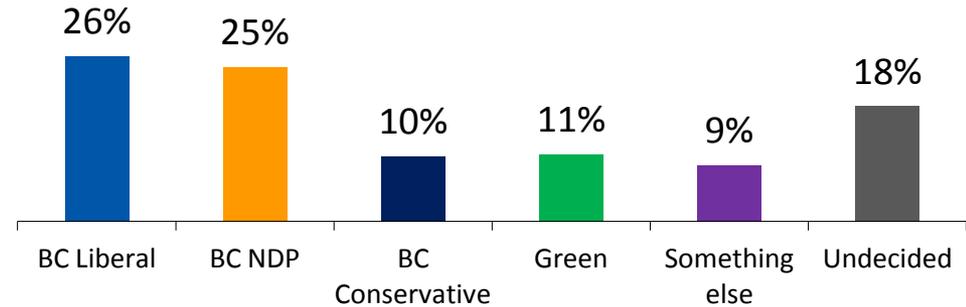
Demographics

Demographics: Respondent Profile

Gender-Work

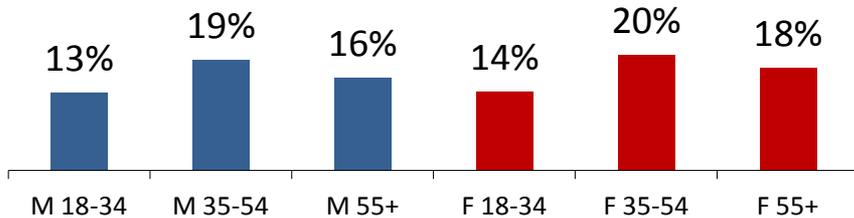


Party ID

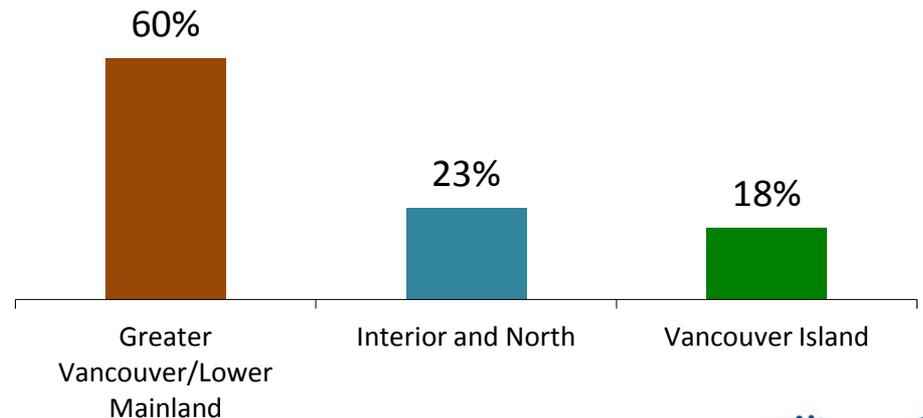


Thinking about provincial politics HERE IN BC, generally speaking, do you usually think of yourself as ...

Age-Gender



Region





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