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Canada This Month ▶▶

B.C. Only



Prepared for:

The Globe and Mail

May 8, 2009

Methodology
Provincial Vote
Campaign Momentum
Provincial Leader Favourables
Party Evaluations



Methodology

- These are the findings of two major Innovative Research Group Inc (INNOVATIVE) polls conducted on INNOVATIVE's Canada 20/20 national panel as well as weekly tracking between the two waves. 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.
 - The first major survey of 753 panelists was conducted from March 20 to April 15, 2009.
 - The second major survey of 610 panelists was conducted from May 6 to May 9, 2009
- 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 Columbian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panelist with an unique url in their invitation so that only invited panel members are able to complete the survey and every panel member can only complete one survey.
- An unweighted probability sample of 600, with a 100% response rate, would have an estimated margin of error of +/- 4.0 percentage points, 19 times out of 20.

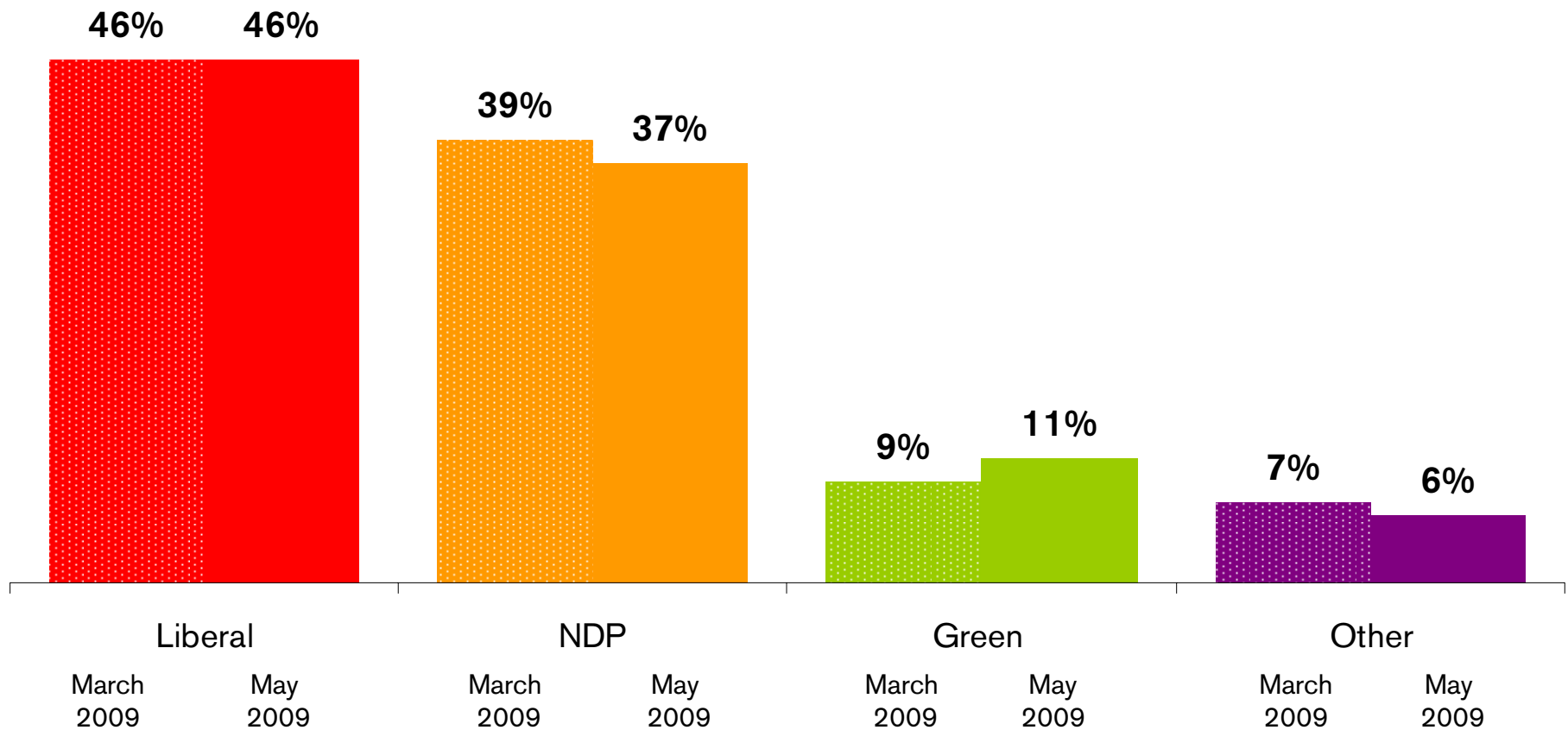
Note: Graphs may not always total 100% due to rounding values rather than an error in the data. Sums are added before rounding numbers.



Provincial Vote



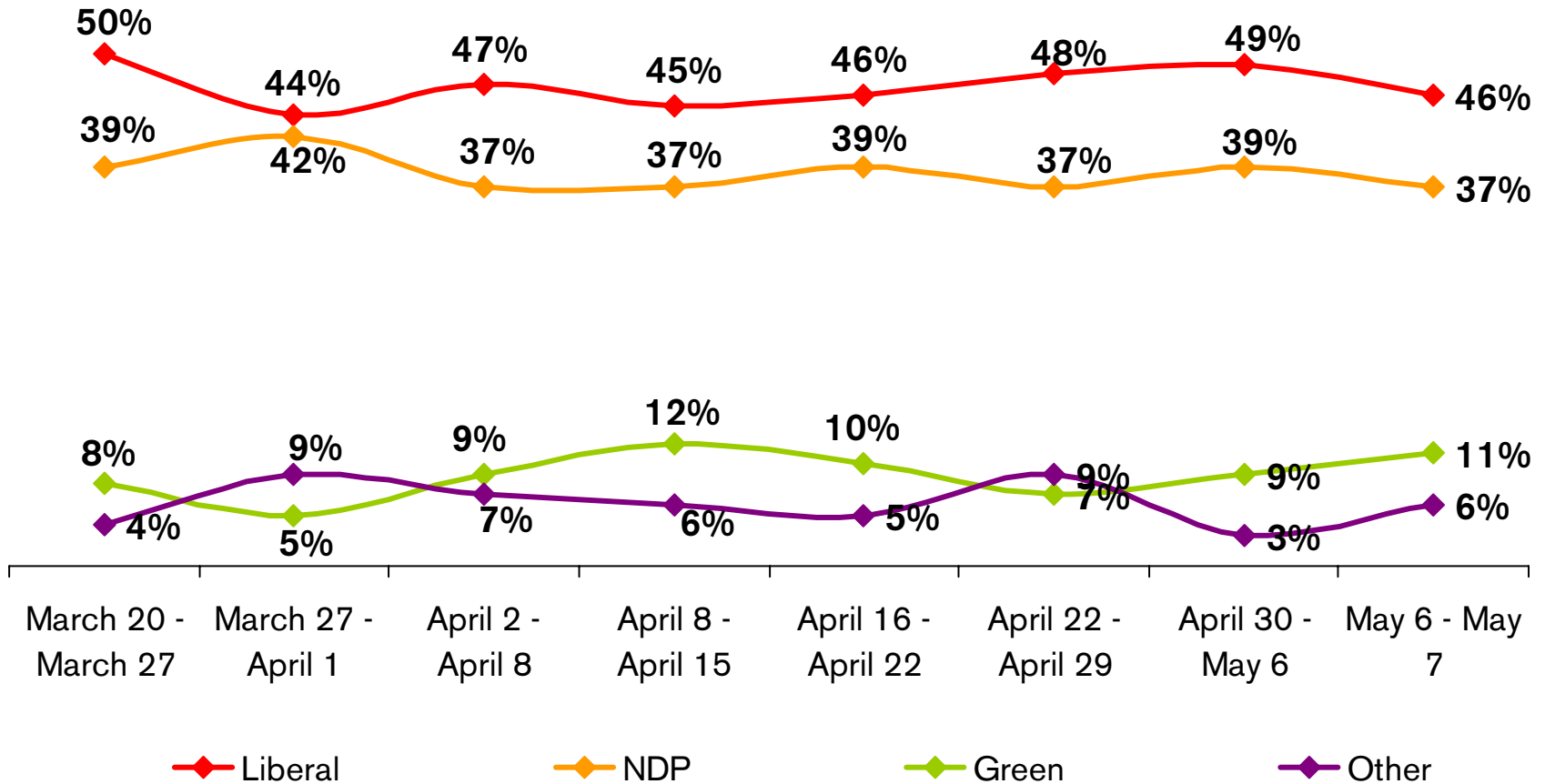
Much ado about nothing? Little change over campaign



Liberal lead narrows in final week



Decided Vote



Three-quarters have made up their mind about the election

Q Which statement is closer to your view?

Smith says:

I have heard all I need to make up my mind in this election

Jones says:

I would like to hear more before I finally make up my mind in this election



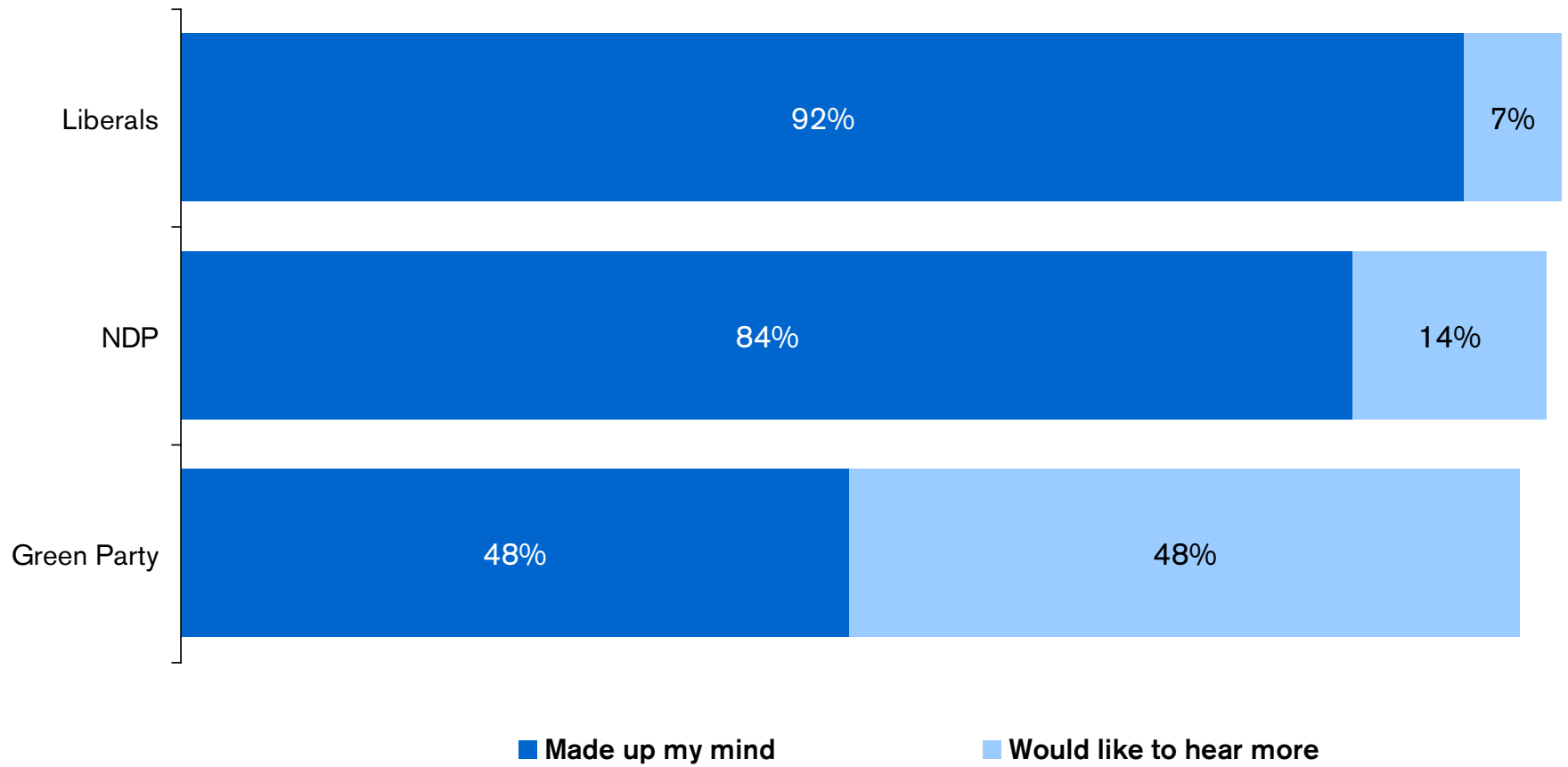
73% Agree with Smith

21% Agree with Jones

Don't know: 6%

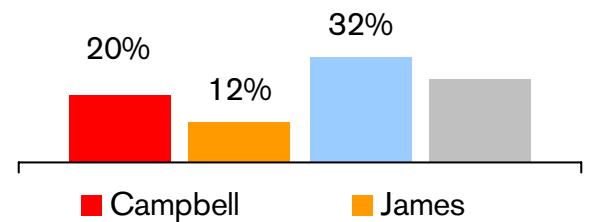
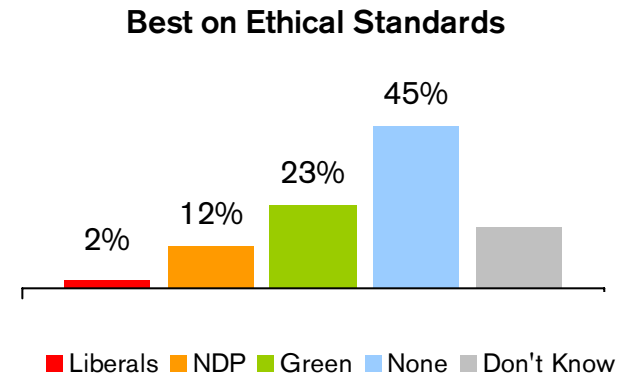
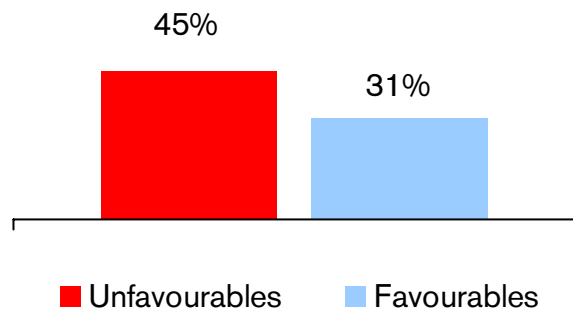
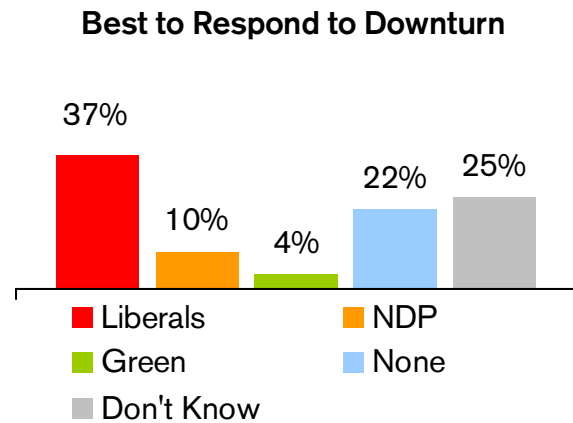
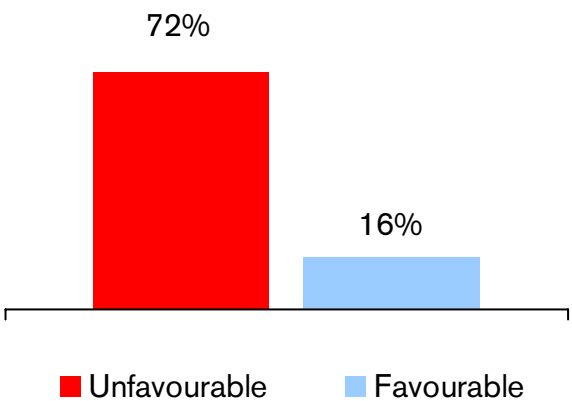
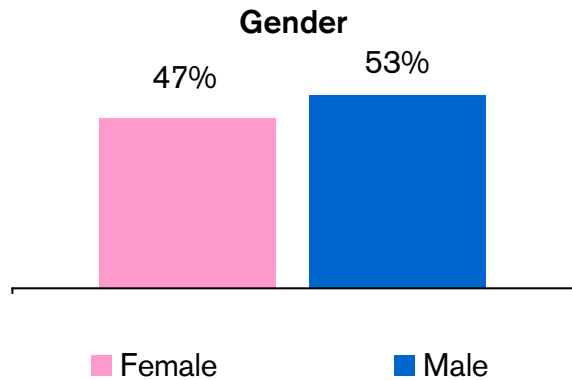


Firmness of Party Vote



Swing Voters Defined By Conflicting Attitudes, Alienation or Inability to See a Real Choice

F Who are swing voters?



Campaign Momentum

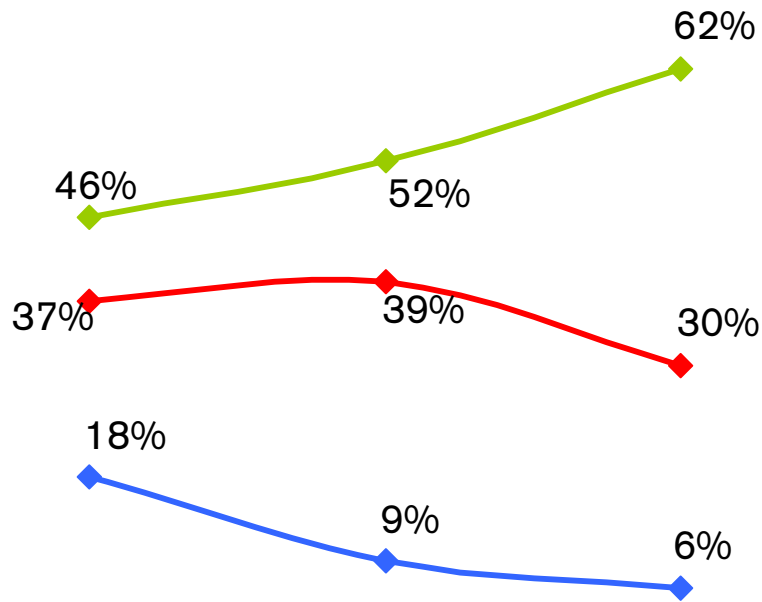


Liberals lose momentum in final week of campaign



Did what you read, saw or heard make you more or less likely to vote...

LIBERAL

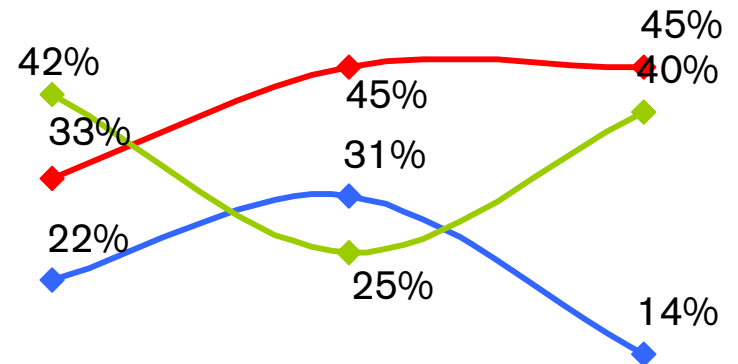


April 16 - April 22 April 22 - April 29 April 30 - May 6

◆ More likely ◆ Less likely ◆ No difference



NDP

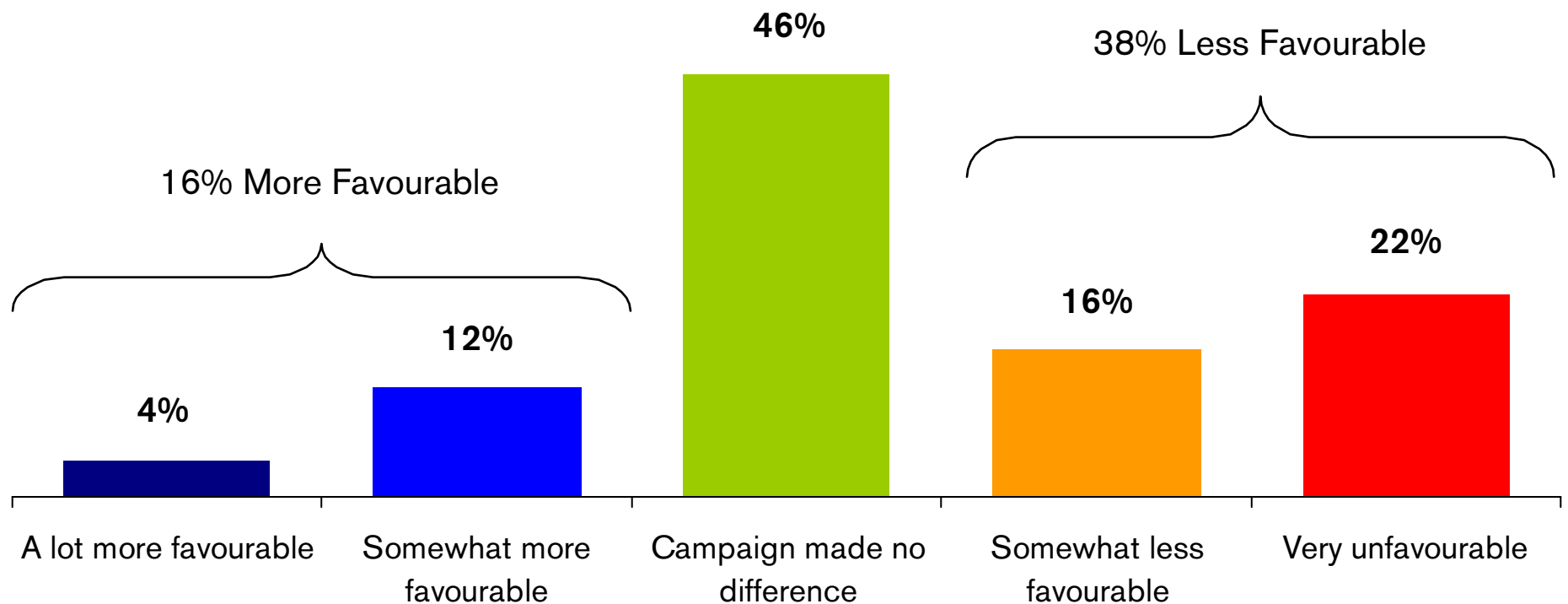


April 16 - April 22 April 22 - April 29 April 30 - May 6

◆ More likely ◆ Less likely ◆ No difference

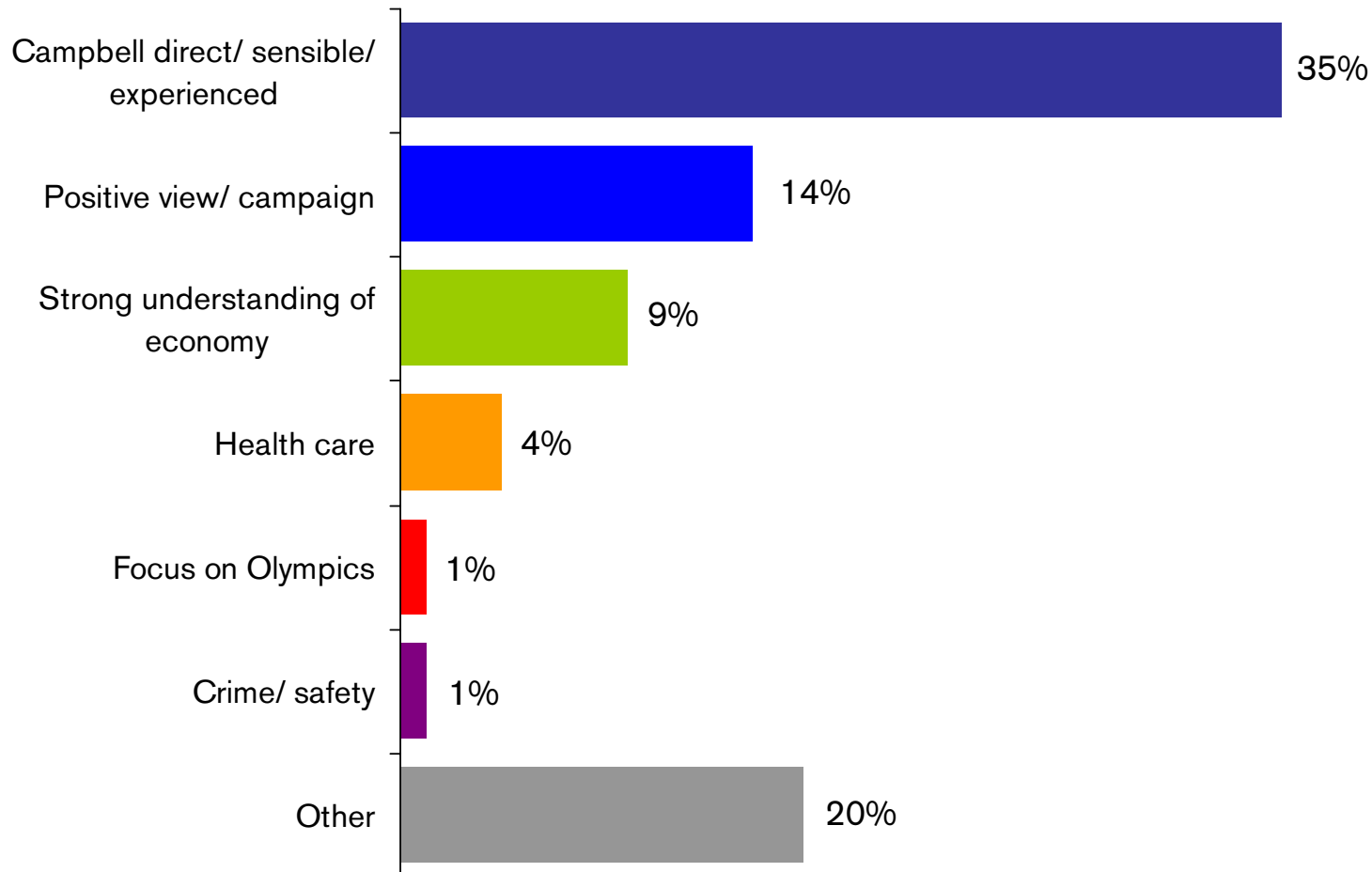
Plurality report campaign made no difference in opinion of ¹² Campbell

Q Thinking about your impression of Gordon Campbell and the BC Liberals, would you say your impression is more favourable or less favourable to this point in the campaign, or did their campaign not make a difference to your impression of them?



Campbell's traits make voters more likely to vote Liberal

Q And is there any particular thing Gordon Campbell and the BC Liberals did that left you feeling more favourable?



Note: 'Don't Know'/ Refused(8%) not shown

Verbatim Responses

Q And is there any particular thing Gordon Campbell and the BC Liberals did that left you feeling more favourable?

Strong on the economy:

- “They managed to keep BC's economy strong in this economic downturn.”
- “I believe that Gordon Campbell and the Liberal party is the only choice for overcoming the present economic climate and the only choice to keep BC as a strong and successful province and a very strong player in the Pacific Rim.”

Health care:

- “Their work within the health care system.”
- “His speech about H1N1 virus.”
- “Their attitude towards health, children's welfare.”

Campbell direct/ sensible/ experience

- “He has a proven track record especially up here in the north. He cares about issues that face all of BC and not just the major centres.”
- “He is more in touch with reality than the other parties and since he has been premier, the province has done well. At the moment due to the economics of the province is not his doing and he will certainly pull the province through the hard times.”

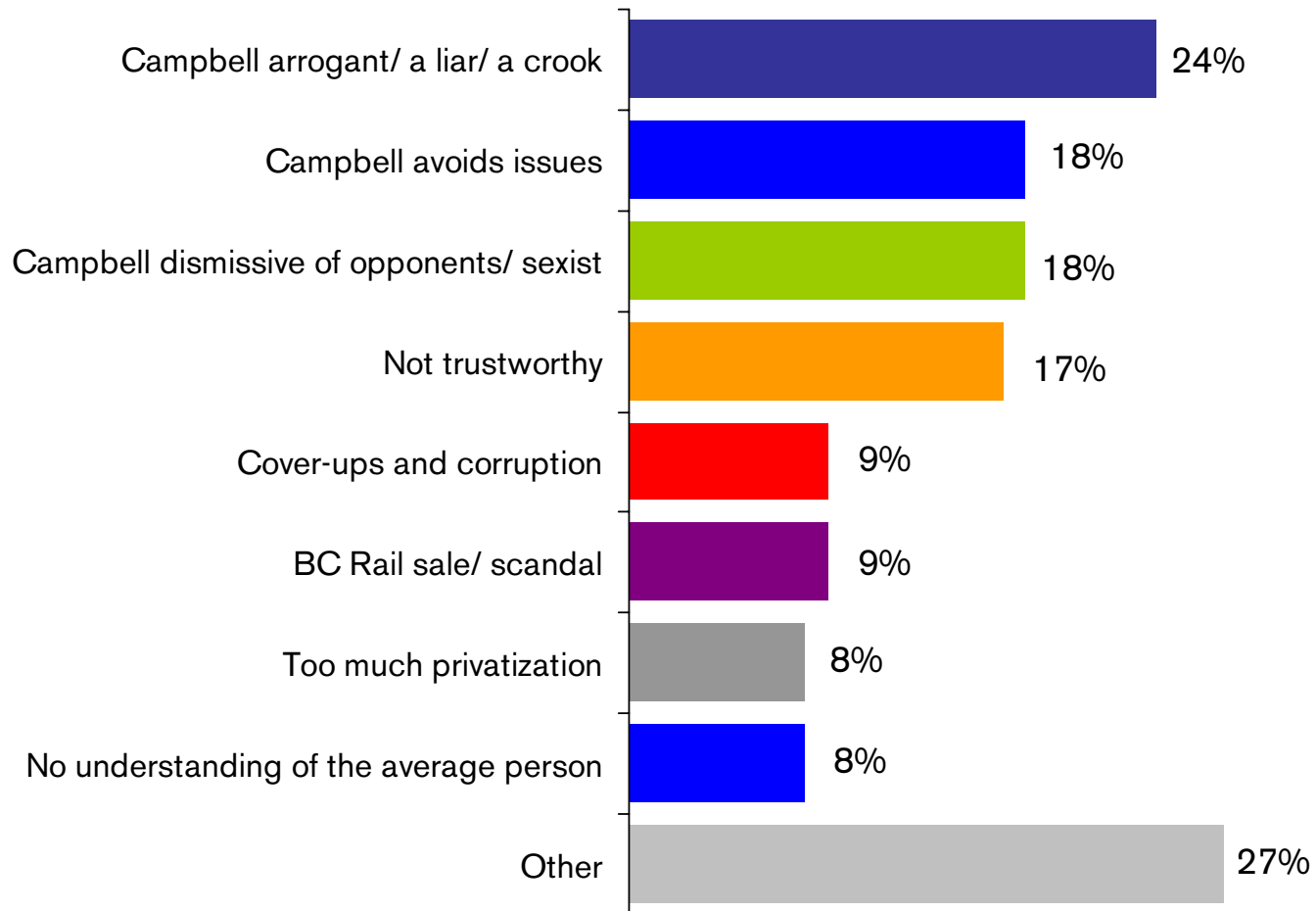
Positive view/ campaign:

- “Fewer negative things about the other parties come from the Liberal camp. This election isn't about bashing the other parties it is about moving the province forward and I think the Liberals are doing that.”
- “Enthusiasm, a positive attitude and concrete plan for the future.”



Campbell's perceived arrogance leaves voters less likely to vote Liberal

Q And is there any particular thing Gordon Campbell and the BC Liberals did that left you feeling less favourable?



Note: 'Don't Know'/ Refused(<1%) not shown

Verbatim Responses

Q And is there any particular thing Gordon Campbell and the BC Liberals did that left you feeling less favourable?

Campbell arrogant/ a liar/ a crook:

- “He's a liar, a cheat and a crook as far as I am concerned and the power has gone to his head. Time for this guy to go!!”
- “He's just so arrogant... he didn't even respond to an invitation to an all-candidates function in his own riding. Guess he figures it's all locked up.”

Not trustworthy:

- “Their ads are dishonest, when they "cherry pick" facts and distort the truth about the NDP.”
- “They are still making promises that we have heard before and never kept. I can't believe either the Premier or his party members.”
- “The Liberals make me very nervous. I do not trust them.”

Campbell dismissive of opponents/sexist:

- “On TV I saw Mr. Campbell actually "put down" Mrs. James as he apparently patronized her about the "big" job of being a premier. I was appalled ! He also seemed rude at that point.”
- “The debate on global he only debased the other leaders and didn't answer one question asked.”
- “He is very condescending to the other leaders- needs an attitude change.”

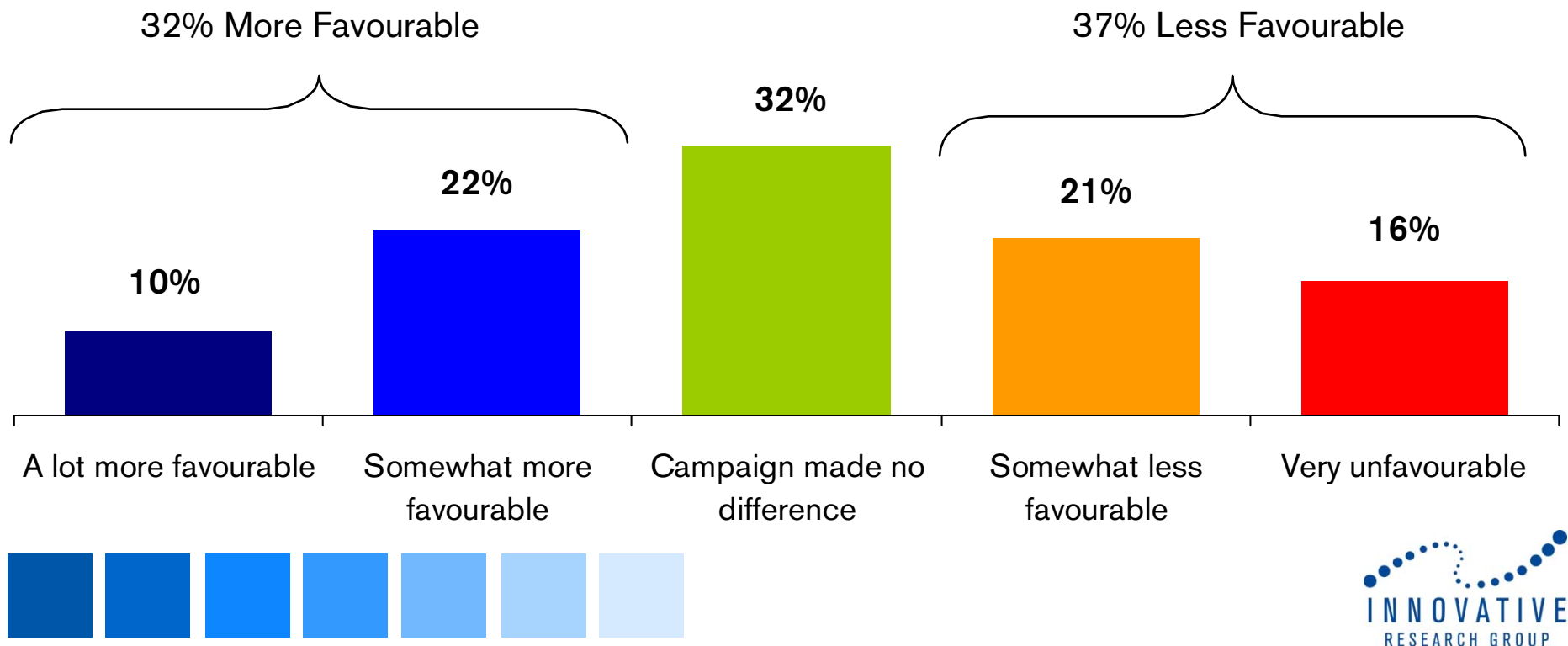
Campbell avoids issues:

- “His avoiding answering any embarrassing questions by saying it's before the court. His honesty and ethics leave a lot to be desired.”
- “He always bluffs his way through questions and will not give a definite answer. You only have to be a member of the working class to know that he is not telling the truth.”



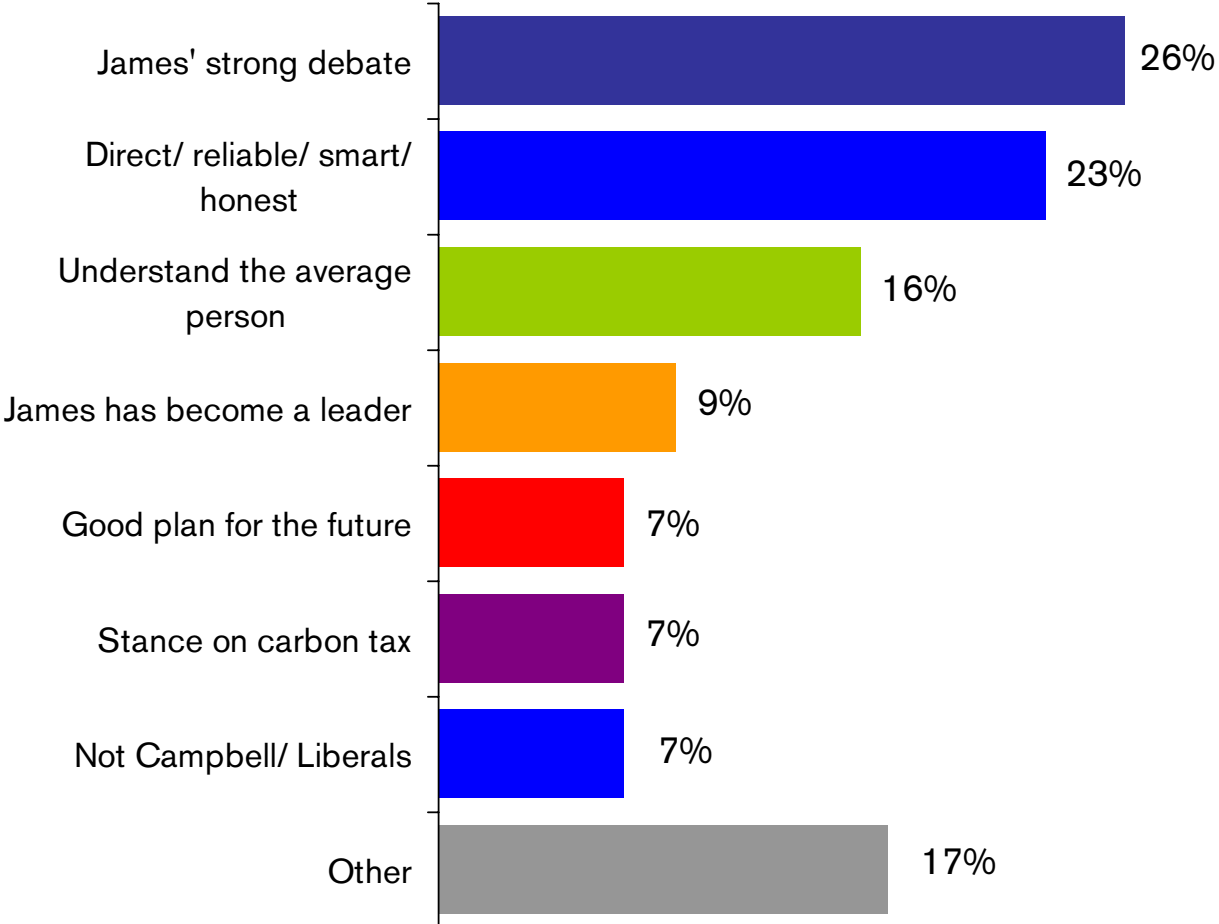
One-third are more and less likely to vote NDP after campaign

Q Thinking about your impression of Carole James and the NDP, would you say your impression is more favourable or less favourable to this point in the campaign, or did their campaign not make a difference to your impression of them?



James's strong debate performance and personal traits leave voters more likely to vote NDP

Q And is there any particular thing Carole James and the NDP did that left you feeling more favourable?



Note: 'Don't Know'/ Refused(5%) not shown

Verbatim Responses

Q And is there any particular thing Carole James and the NDP did that left you feeling more favourable?

James' strong debate:

- "I watched the leaders debate the other day, and Carole Taylor stood out. She answered questions that were put to her. didn't hedge or mislead the way Gordon Campbell did."
- "Ms James presented very well at the debates, and has not backed down on or flip flopped on her platform. And she reacted very graciously to Campbell's rudeness toward her."

James has become a leader:

- "She has caught her stride and shown her leadership potential while at first as a newcomer she seemed timid and reserved."
- "She has come across as much stronger and more decisive that I have seen her before."
- "Seems more confident and able to lead the province than in the last campaign."

Understand the average person:

- "Carole has a way about her that makes me feel she is for the people of BC - honesty - counts a lot when it comes to people running this province."
- "She seems to really understand the lower to middle class families and cares about health and education."
- "They respect the opinions of others and seem to have a better knowledge on grass roots issues and listen to the "common people"."

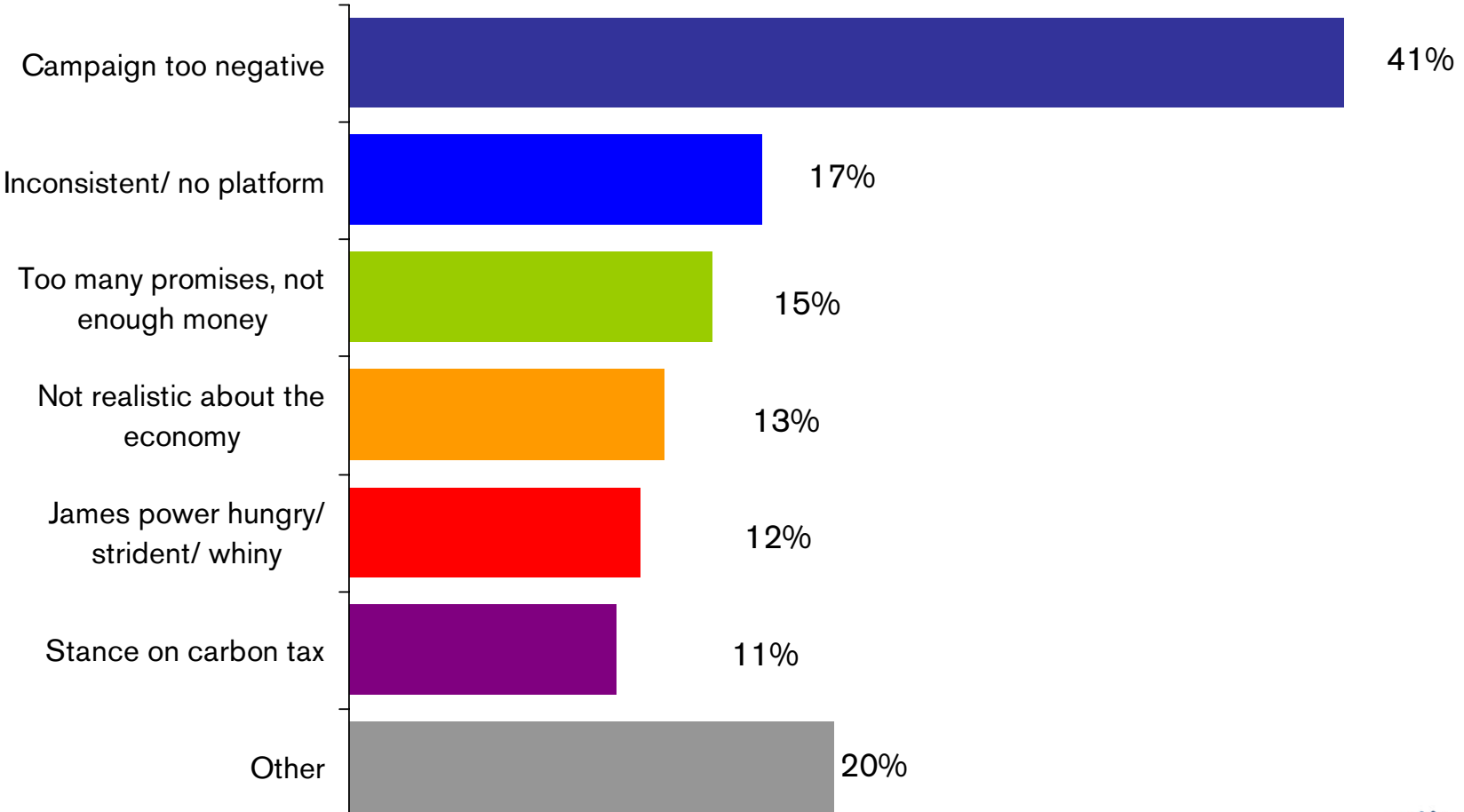
Direct/ reliable/ smart/ honest:

- "She comes across as a very honest, caring person who I think has high standards and wants the best for BC."
- "She comes across as an honest caring person. she believes that all should be treated equally. she has new directions for the NDP and will make changes for the best results."



Campbell's perceived negativity leaves voters less likely to vote NDP ²⁰

Q And is there any particular thing Carole James and the NDP did that left you feeling less favourable?



Note: 'Don't Know'/ Refused(<1%) not shown

Verbatim Responses

Q And is there any particular thing Carole James and the NDP did that left you feeling less favourable?

Campaign too negative:

- “Too negative, too much attacking without realistic solutions being proposed.”
- “The NDP seems to be at odds with everything that the Liberals do, regardless of whether the ideas are good or bad for the province.”
- “A hostile negative attitude.”

Not realistic about the economy:

- “Unrealistic vision of what BC needs and no economic reality in delivering what they are promising.”
- “No economic plan that make sense, a plan that would borrow billions at time when money is at a premium.”
- “Wanting to raise minimum wage despite an economy in which small business is already suffering.”

Too many promises, not enough money:

- “The NDP is entirely focused on how they will re-allocate provincial spending. Their entire platform focuses on spending without any specific consideration or initiatives targeted for generating revenue.”
- “Claims can put more money in health /education /seniors but where is the \$\$ going to come from with the present economy.”
- “She wants to spend our way out of debt, she sounds ridiculous.”

Inconsistent/ no platform:

- “Inconsistency on carbon tax and other environmental issues.”
- “Doesn't appear goal oriented or organized- hard to really define what her platform is.”
- “Flip flopping on key issues & negativism-NO VISION FOR BC for now, tomorrow & thereafter”

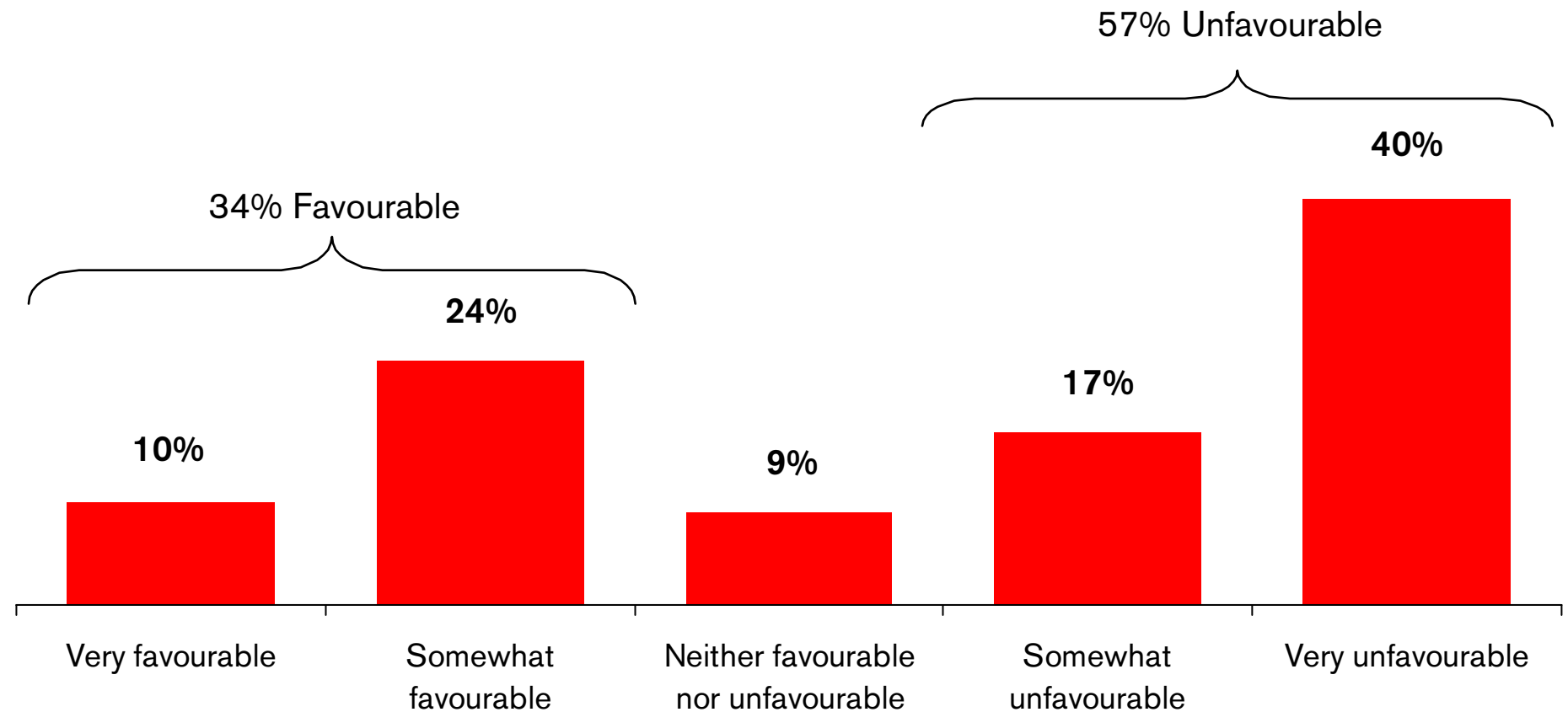


Provincial Leader Favourables



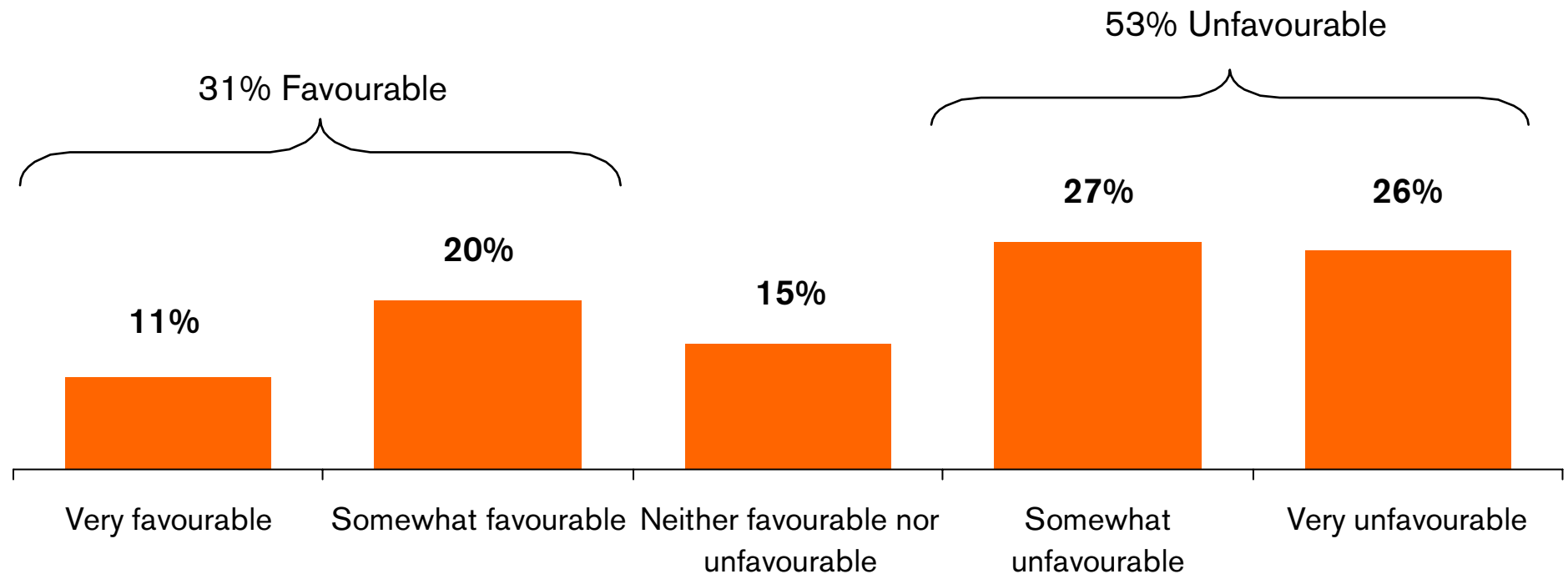
Majority have unfavourable impression of Campbell

Q What is your impression of Gordon Campbell?



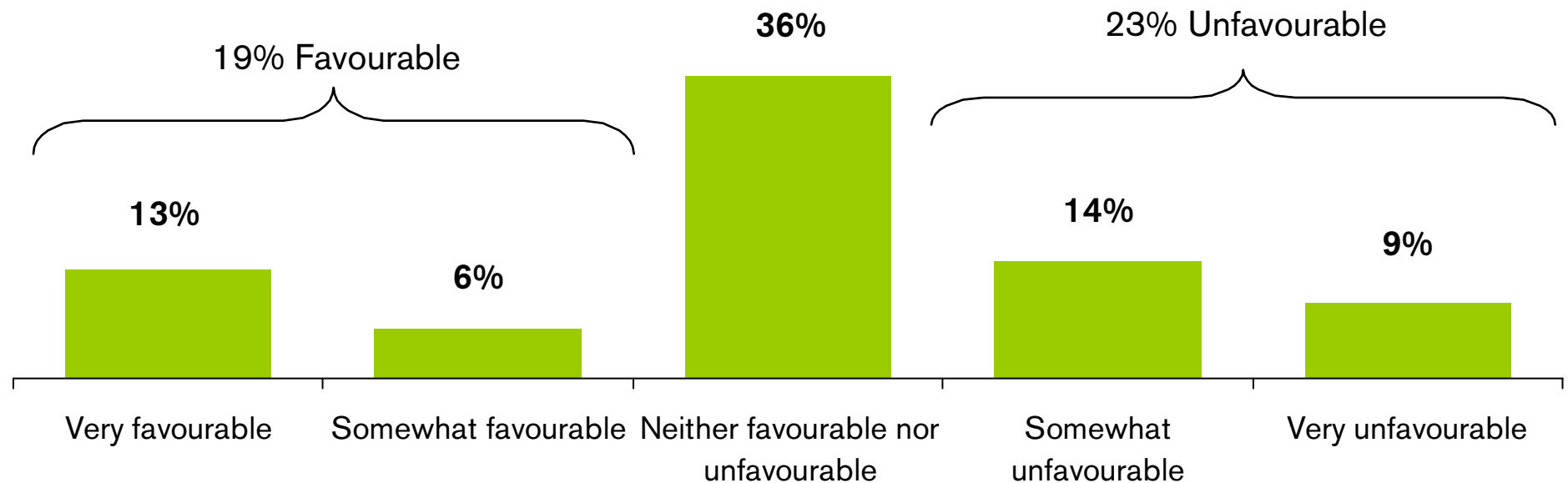
Half have unfavourable impression of James

Q What is your impression of Carole James?



Plurality have no firm impression of Sterk

Q What is your impression of Jane Sterk?

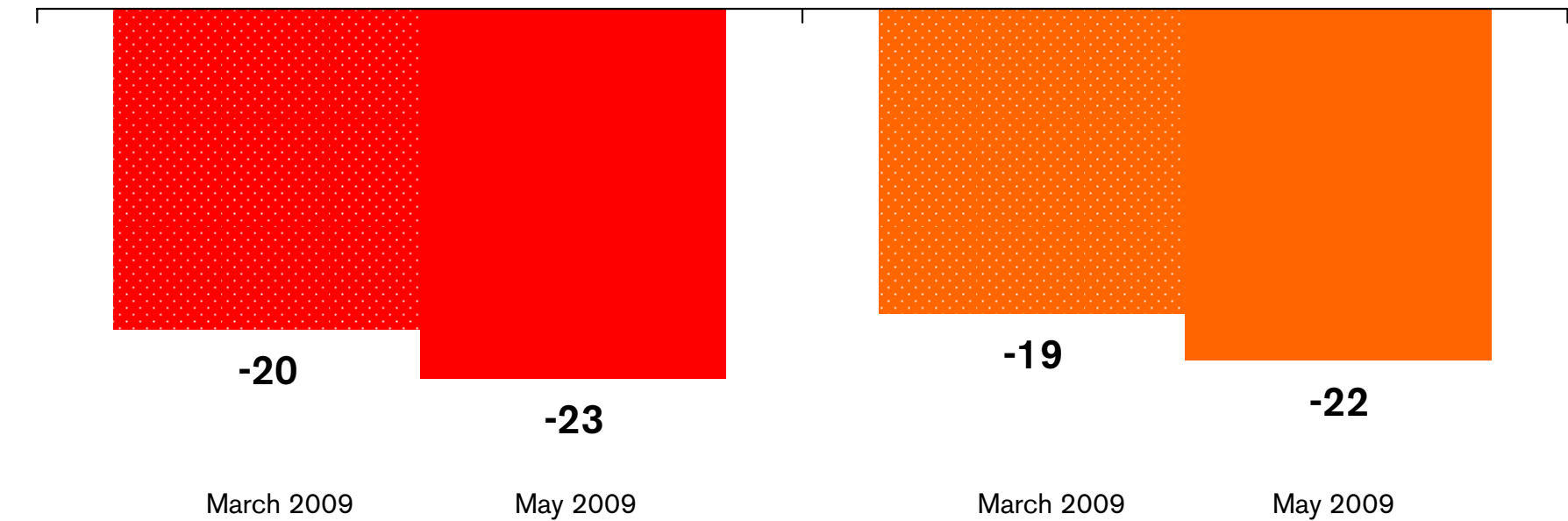


Note: 'Don't Know' (8%) not shown

Favourable tracking

■ Gordon Campbell

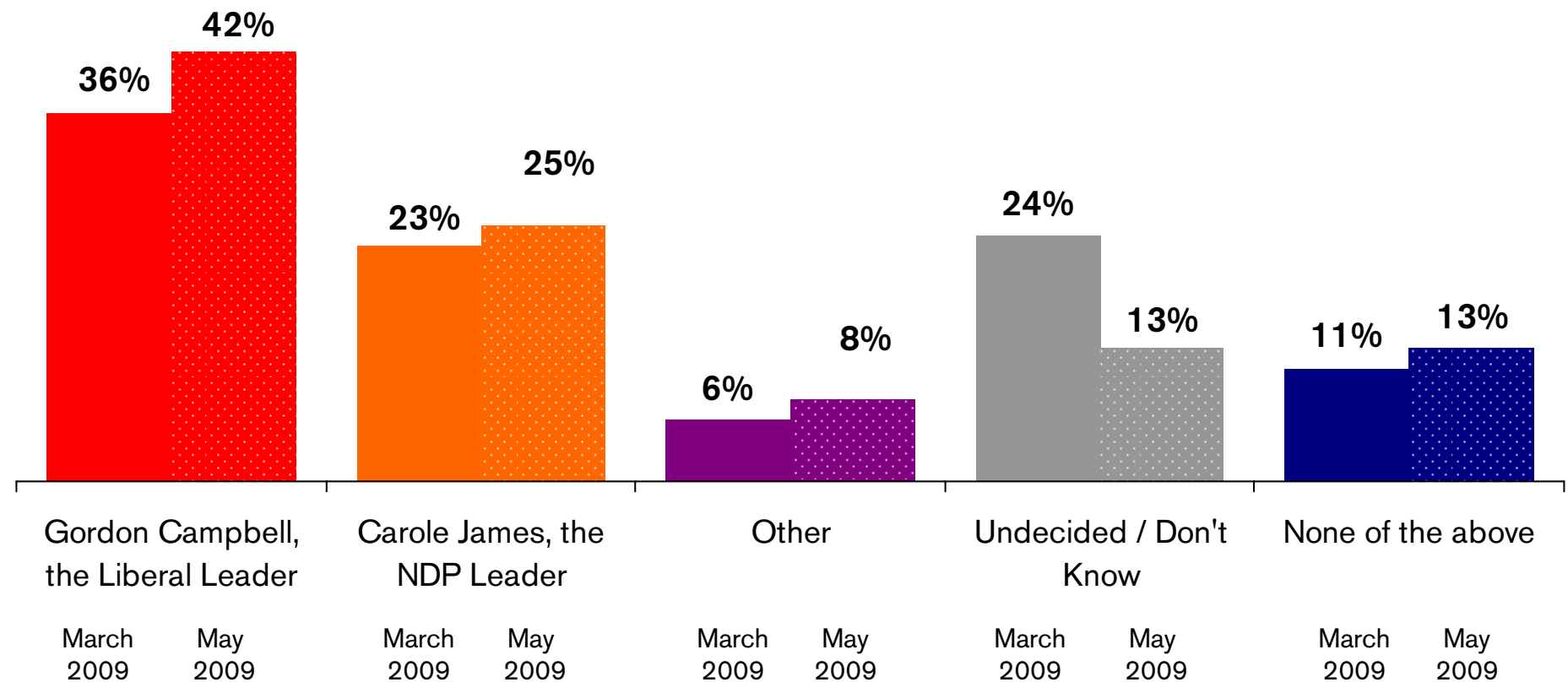
■ Carole James



Campbell as best Premier up 6 points after campaign

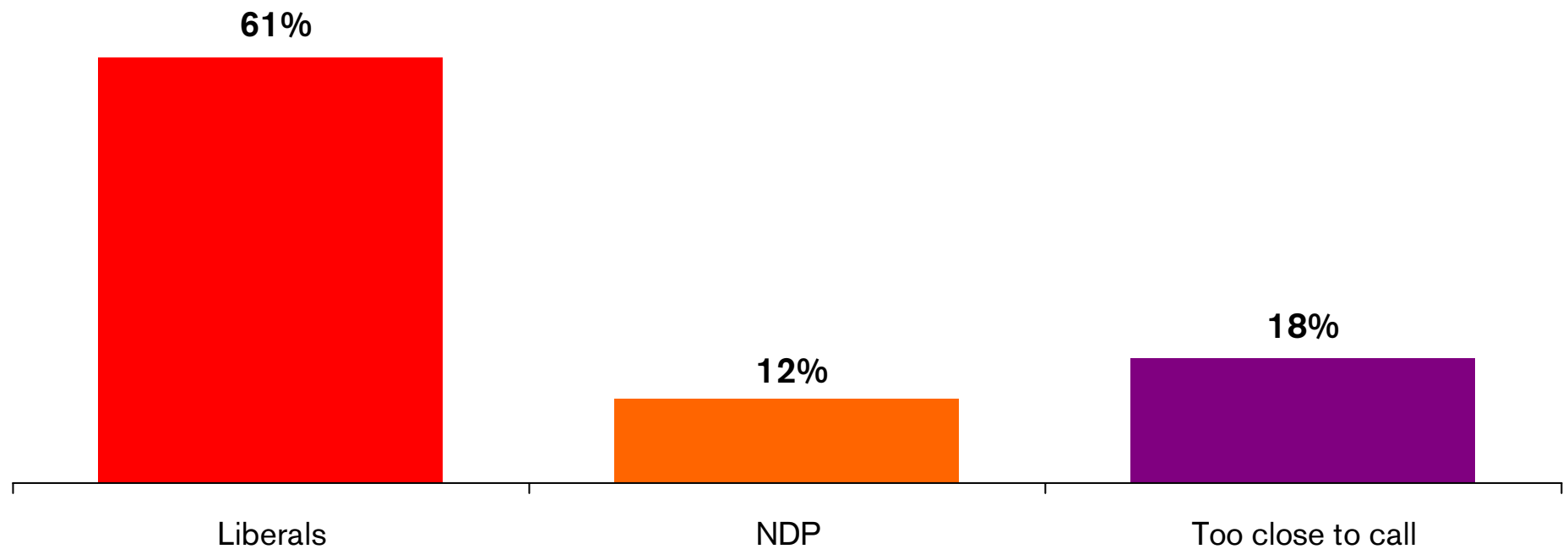
Q

Which of the following leaders would make the best Premier of British Columbia?



Three-fifths think Liberals will win the election

Q Thinking about the province as a whole, which party do you think is most likely to win the current election?



Note: 'Don't Know' (8%) / "Greens" (<1%) not shown

Understanding leadership traits

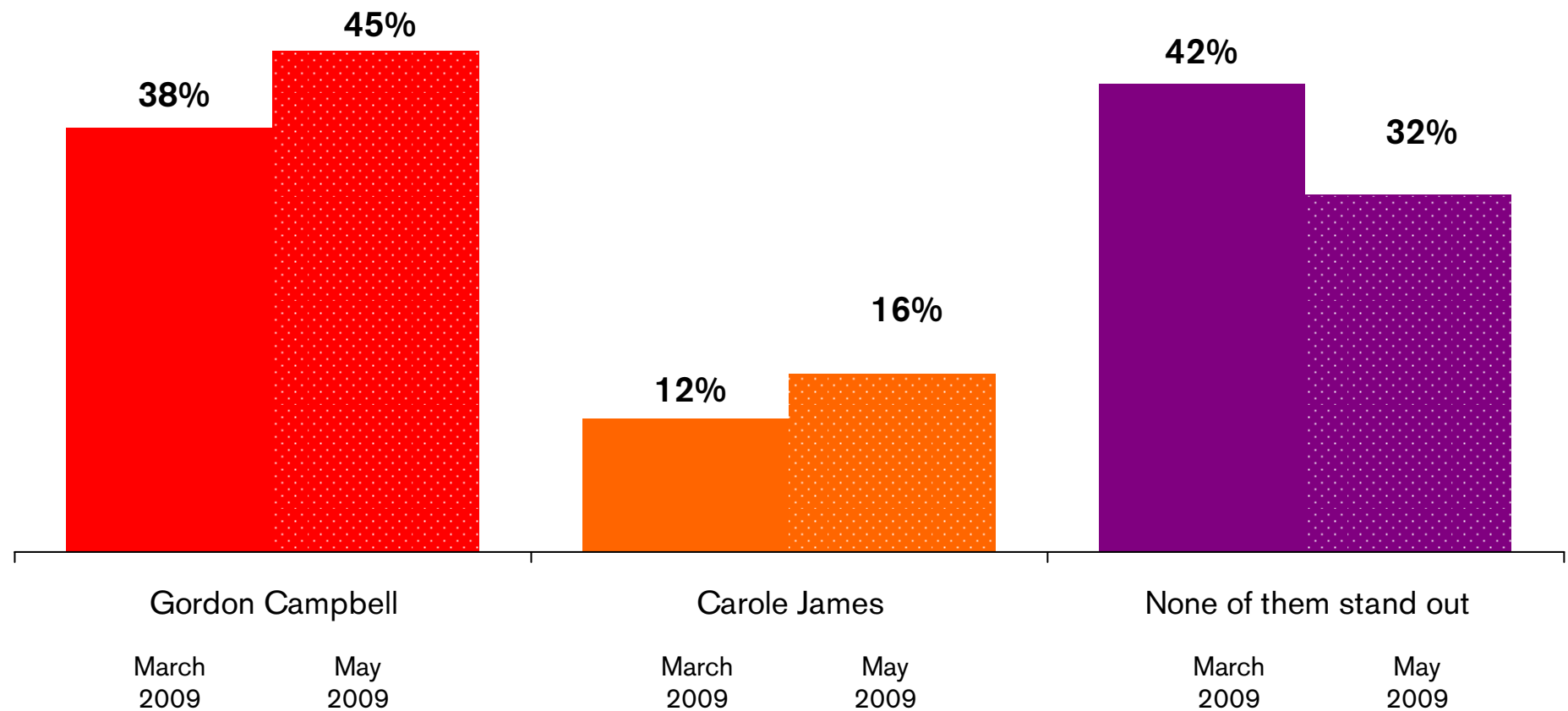


Below is a list of different words or phrases that describe the political leaders. For each word or phrase, please indicate whether it **BEST** describes Gordon Campbell, the Liberal leader, or Carole James, the NDP leader - or whether none of them stand out on that item.



Strong leadership – Campbell up 7 points

Q Strong leadership

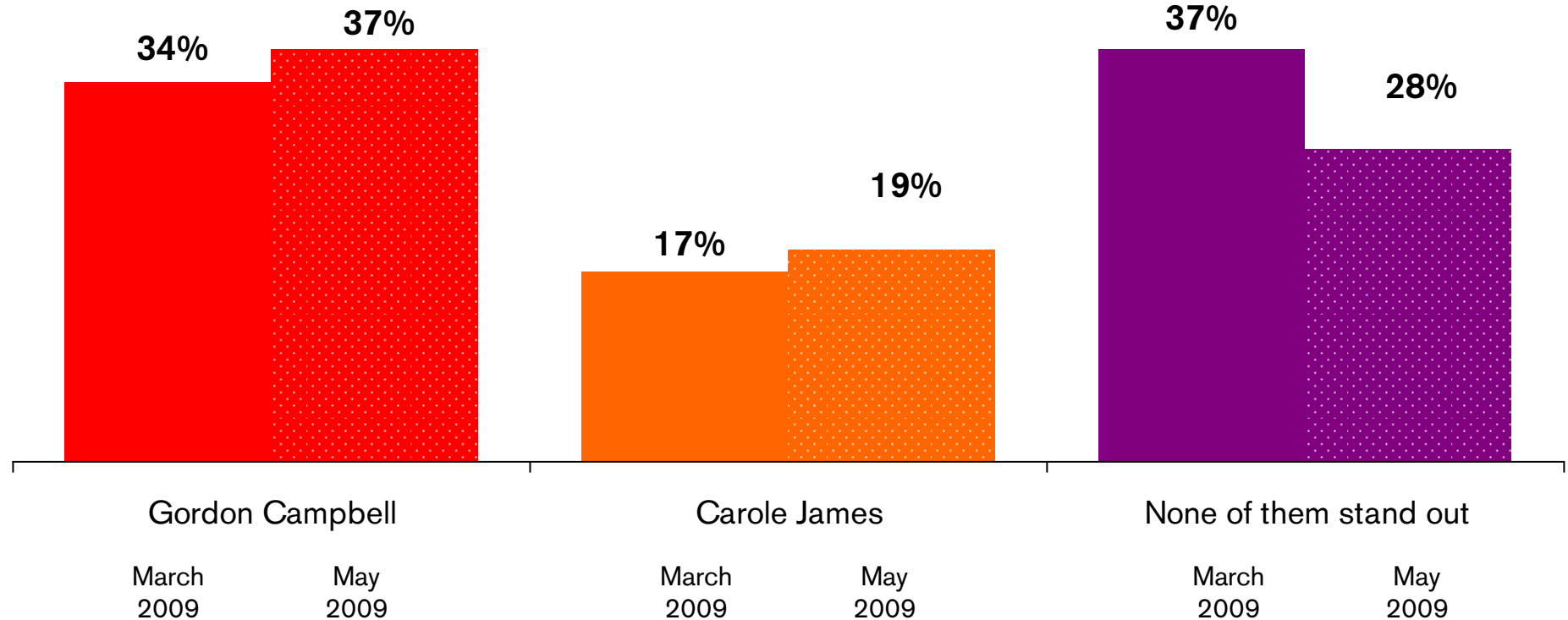


Note: 'Don't Know' not shown

Has the best plan for the future – both Campbell and James up slightly

Q

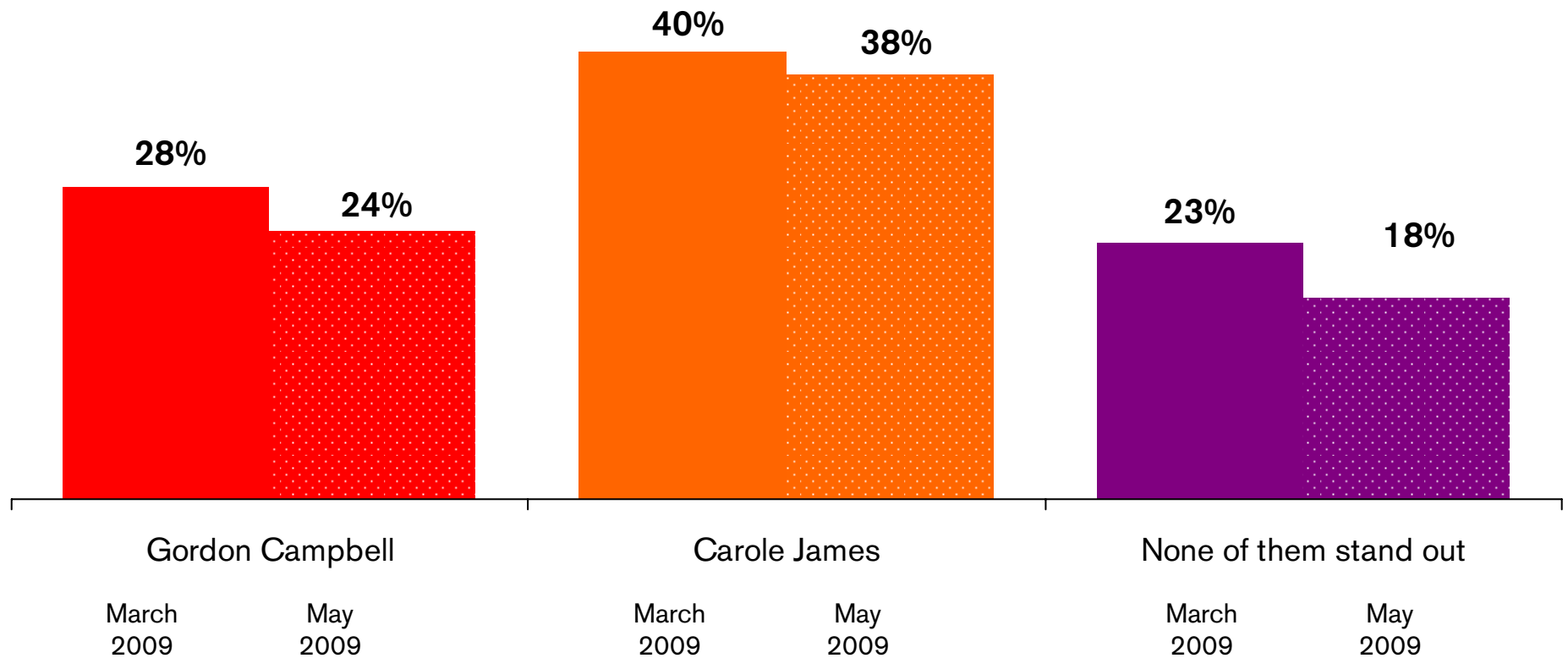
Has the best plan for the future



Note: 'Don't Know' not shown

Makes unrealistic promises – Campbell down 4 points

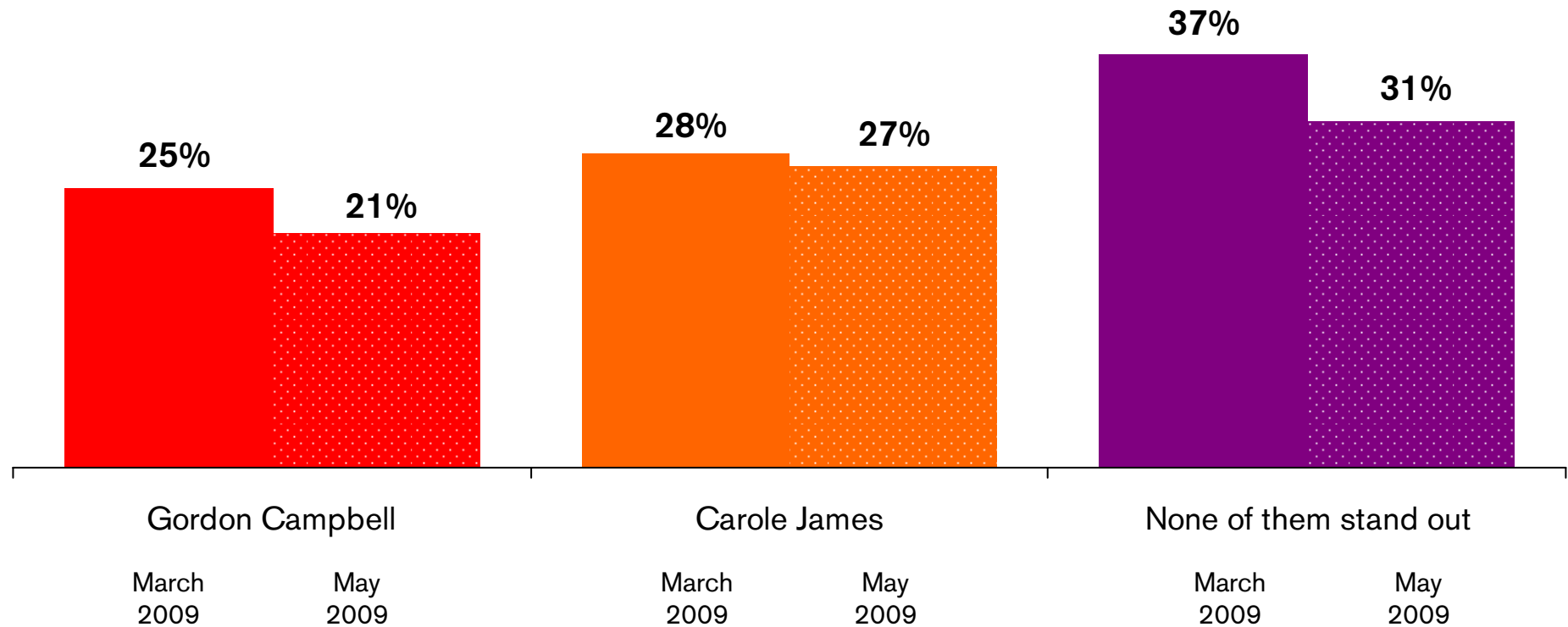
Q Makes unrealistic promises



Note: 'Don't Know' not shown

Stands for what I believe – Campbell down 4 points

Q Stands for what I believe

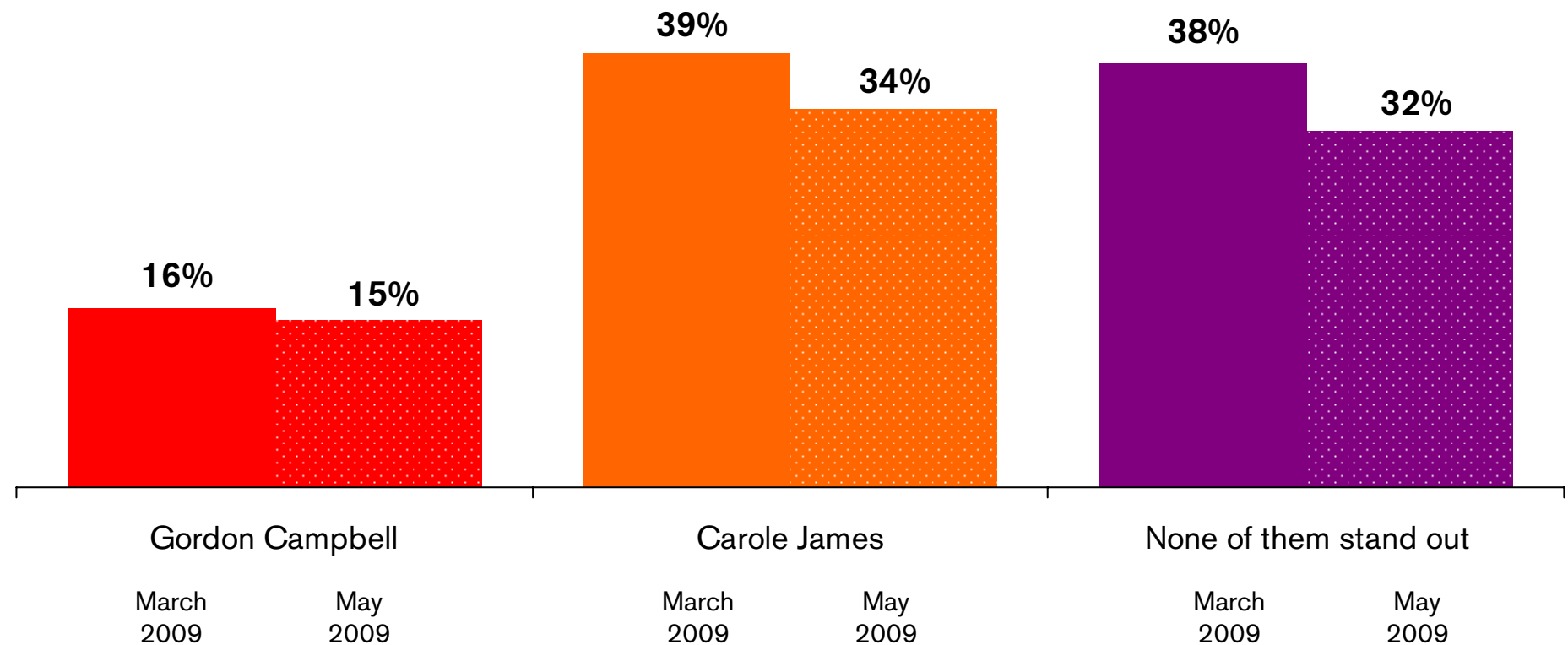


Note: 'Don't Know' not shown

Cares about people like me – James down 5 points

Q

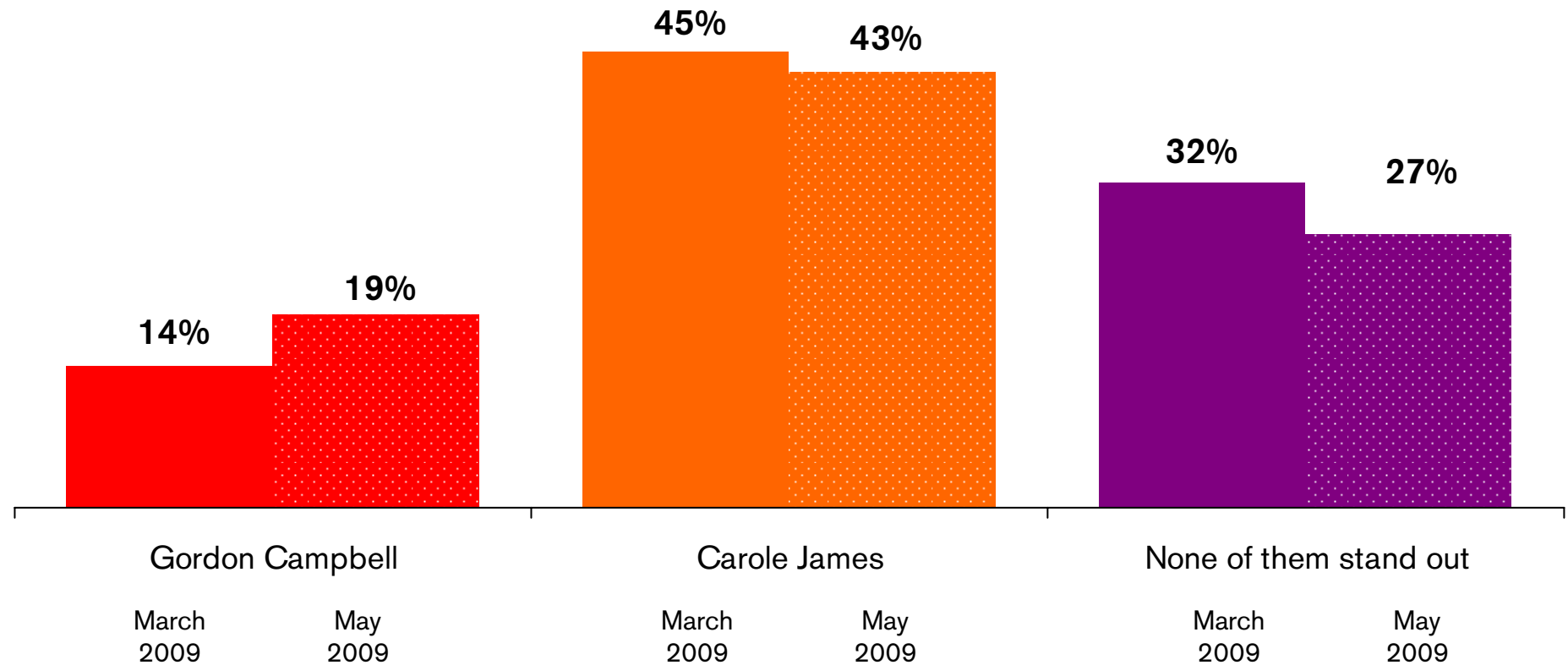
Cares about people like me



Note: 'Don't Know' not shown

Too negative – Campbell up 5 points

Q Too negative



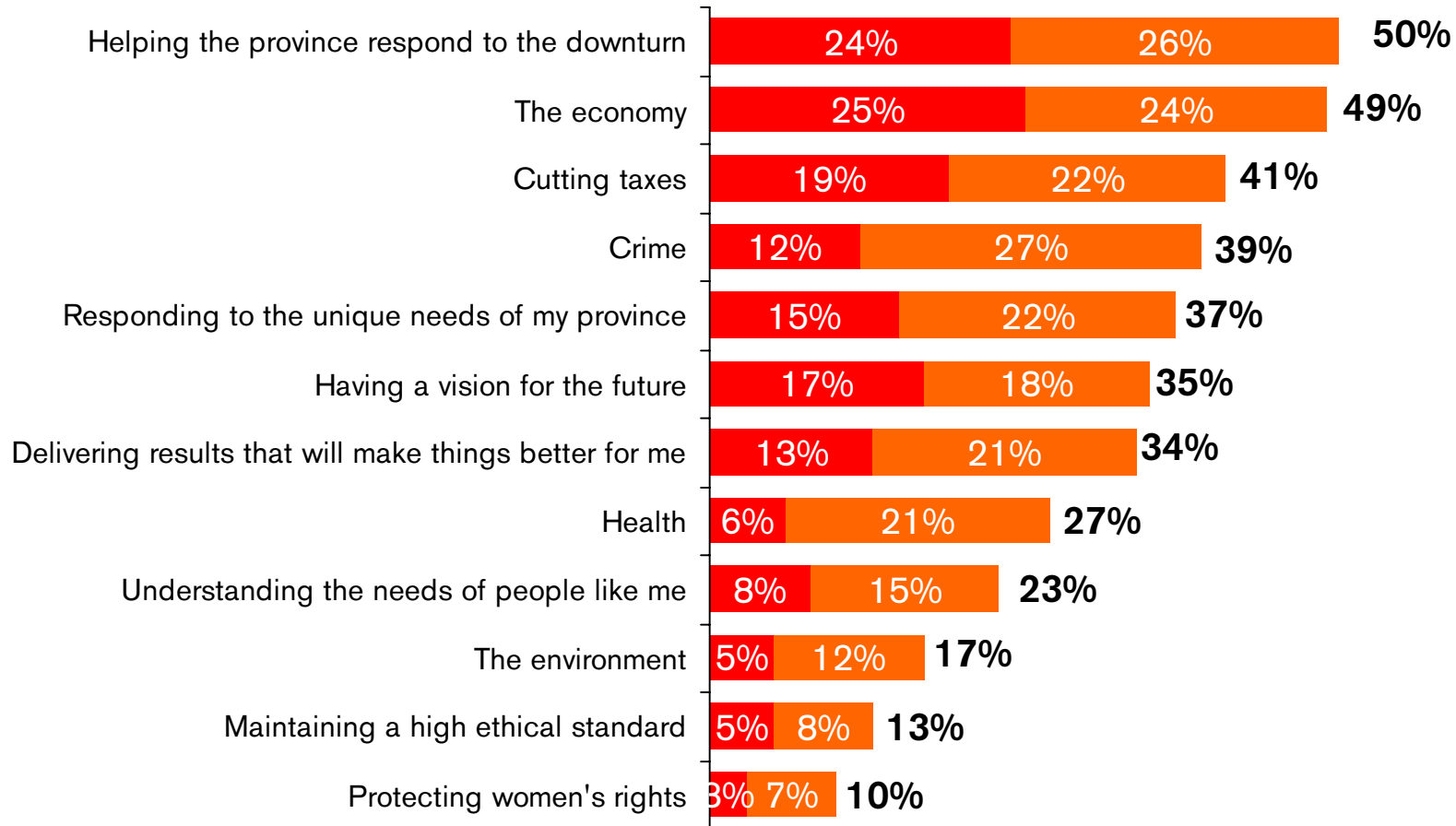
Note: 'Don't Know' not shown

Party Evaluations



Liberal issue performance

Q Please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about?



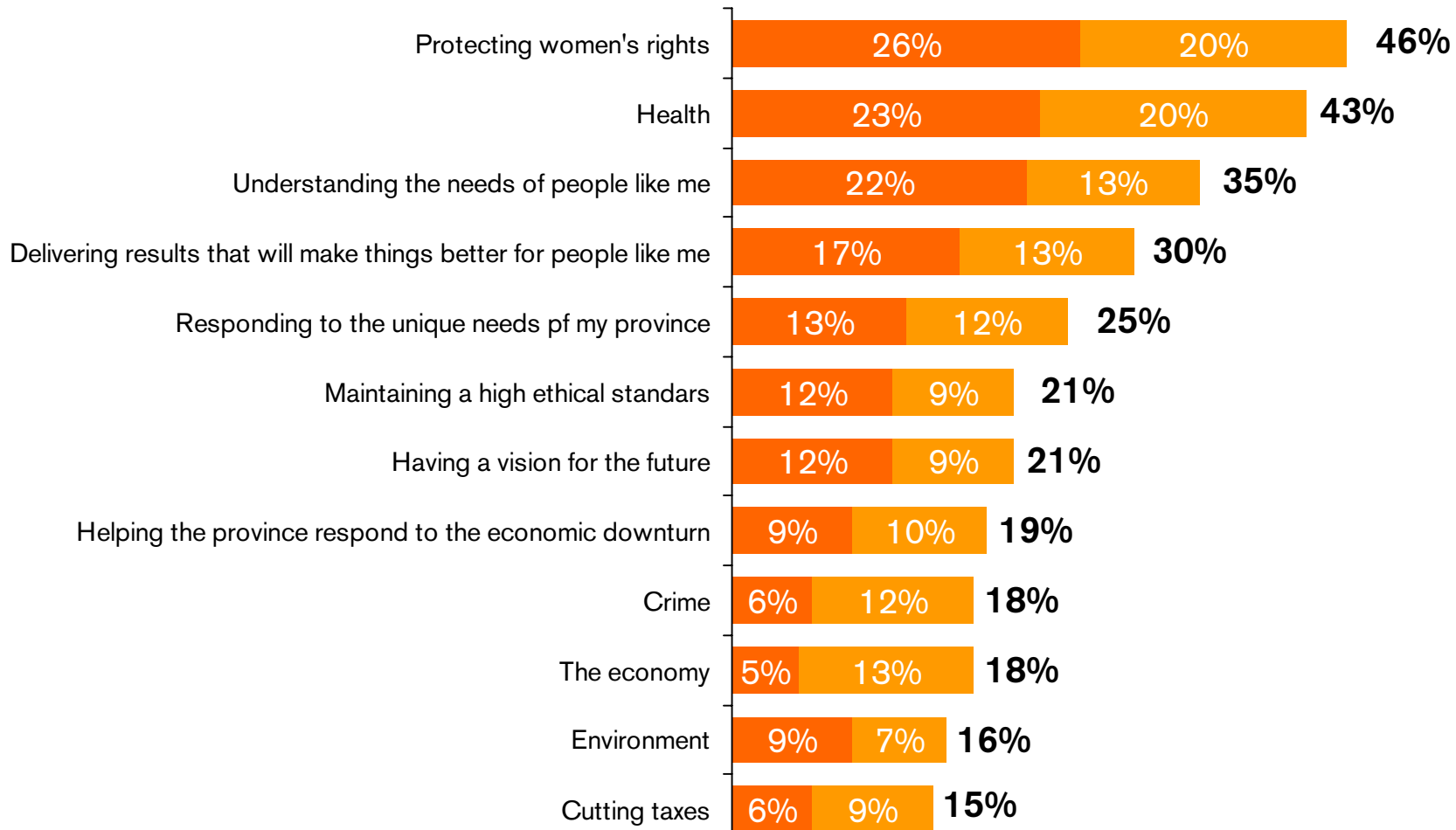
■ Liberal Much Better ■ Liberal Somewhat Better



Note: 'None/Don't know' not shown

NDP issue performance

Q Please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about?



■ NDP Much Better ■ NDP Somewhat Better

Note: 'None/Don't know' not shown

Summing It Up

- Four days before election day, the Liberals enjoy a significant nine point lead over the NDP.
- The Liberals vote is firmer than the NDP and the Liberals enjoy significant leads on key underlying numbers such as Best Premier, best on economy and best on crime.
- The NDP still have an outside at an election night surprise as the one-in-five remaining swing voters have a strong dislike of Gordon Campbell.
 - If the ballot question in swing voters minds on election day is comparative – which party is better – the Liberals should sustain their lead and potentially increase their majority.
 - If the ballot question were to shift to a referendum on Campbell, the NDP could close the gap and turn election night into a nail biter.





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