



The Strategic Counsel



2005 BC Election Polling Program – Wave 2

Gregg, Kelly, Sullivan & Woolstencroft:
The Strategic Counsel

www.thestrategiccounsel.com

21 St. Clair Avenue East
Suite 1100
Toronto, Ontario
M4T 1L9
Tel 416 975-4465
Fax 416 975-1883

440 Laurier Avenue West
Suite 200
Ottawa, Ontario
K1R 7X6
Tel 613 751-2855
Fax 613 751-2852

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Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present Wave 2 of the 2005 BC Election Polling Program.
- ◆ Telephone interviewing for Wave 2 was conducted between May 9th and 11th, 2005.
- ◆ The sample was divided into 5 equal parts:

Region	Sample Size
NET GVRD	400
West GVRD (Northern Shore, Vancouver, Richmond and Delta)	200
East GVRD (Remaining lower mainland)	200
Vancouver Island	200
Fraser Valley/Okanagan (Regional Districts of Fraser Valley, Okanagan-Similkameen, Central Okanagan, Northern Okanagan and Thomson Nicola)	200
Northern British Columbia/Kootenays (Northern British Columbia, Kootenays Coast, and Charlottes)	200

- ◆ The weighted province-wide sample is based on 1,000 which yields a margin of error of 3.1% 19 times in 20. The margin of error for regional samples (n=200) is 7.2% 19 times in 20, while the margin of error for GVRD is 5.0% 19 times in 20.
- ◆ Note: Proportions may not sum to 100% due to rounding

Key Conclusions

- ◆ With five days remaining before the May 17th provincial election, BC Liberals hold a commanding lead (13 percentage points) over the NDP. The Liberals are strongest in the Okanagan/Fraser Valley where they hold a 23 percentage point advantage. The Liberals are also performing particularly well in the GVRD where they are leading the NDP by 17 percentage points. During the course of the election, the Liberal campaign has been successful in hardening its support.
- ◆ However, our poll results show that NDP in a tight race with the Liberals on Vancouver Island and Kootneys/Northern BC which are traditional strongholds for the NDP.
- ◆ However, most British Columbians recognize that the Liberals will win this election. Over 7-in-10 say that the Liberals will win the election. There is some risk of compliancy among Liberal supporters.

Key Conclusions (cont'd)

- ◆ As shown in the Wave 1 survey, the Liberals are clearly winning this election based on the strength of the BC economy. After a decade of slow economic growth under the previous NDP government, British Columbians do not want to gamble with the provincial election by electing another NDP government. A plurality of British Columbians believes the province is currently on the right track. British Columbians are more concerned about good government and a strong economy than a party keeping its promises. Moreover, the Liberals have won this campaign partly because they are perceived as having a strong team of candidates. Attracting star candidates has helped to put a fresh face on the Liberal government.
- ◆ Despite the significant edge for the Liberals over the NDP in terms of popular support, and the Liberals' edge in momentum when the writ was dropped, the NDP is perceived to have picked up momentum during the campaign. Carole James clearly won the leaders' debate. But in the end, the public has preferred the Liberal campaign theme that the economy is more important than just following through with previous electoral promises.

Key Conclusions (cont'd)

- ◆ Carole James' reputation as a party leader has been greatly enhanced in this campaign. Carole James is emerging from this campaign as a stronger leader who has the potential of causing problems for the BC Liberals down the road. The Liberal government will be facing a stronger and more self-confident NDP opposition.
- ◆ Overall, the BC Liberals are winning this election because BCers have greater trust and confidence in their ability to manage the provincial economy even though British Columbians have generally been disappointed by the performance of the provincial government, particularly the Premier. While James has made a positive impression on the electorate, BCers are not prepared take any risks in electing a NDP government at this time.
- ◆ British Columbians are slightly more knowledgeable about the single transfer vote than in the first wave of polling. However, fully 82% continue to report knowing only a little or nothing about this issue. Moreover, it appears that opposition to the single transfer vote has increased as British Columbians have become slightly more knowledgeable about this issue.

Is BC on the right or wrong track?

	Total %		Region											
			GVRD %		West GVRD %		East GVRD %		Vancouver Island %		Fraser Valley/ Okanagan %		Northern BC/ Kootenays %	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
n=	1000	1000	400	400	200	200	200	200	200	200	200	200	200	200
NET on the right track	45	49	44	54	46	54	42	53	46	44	54	52	42	36
NET on the wrong track	34	32	32	30	30	31	34	29	38	36	30	30	38	40
Neither/DK/NA/Ref	21	19	25	17	24	15	25	19	17	20	16	19	20	24

Q.1 Right now, do you think the province is on the right track or the wrong track?

Base: Total sample

Which party has momentum into the election?

	Region													
	Total %		GVRD %		West GVRD %		East GVRD %		Vancouver Island %		Fraser Valley/ Okanagan %		Northern BC/ Kootenays %	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
n=	1000	1000	400	400	200	200	200	200	200	200	200	200	200	200
Liberal Party	58	29	59	33	60	32	58	33	59	24	59	29	52	20
New Democratic Party (NDP)	19	36	20	36	18	39	22	34	19	42	18	30	18	37
Green Party	4	13	4	12	6	12	2	12	4	13	2	14	5	14
None of them	6	4	5	5	5	4	6	6	7	3	5	5	6	5
Other	1	<1	1	<1	1	<1	1	-	1	<1	2	-	2	1
DK/NA/Ref	12	18	10	15	10	14	11	16	11	17	14	23	17	23

Q.2 (Wave 1) As you may know, there is to be a provincial election in May. From what you can tell, which party, if any, is going into the campaign with the most momentum?

Q.2 (Wave 2) As you may know, there is to be a provincial election on May 17th. From what you can tell, which party, if any, has been gaining the most momentum and popularity over the course of the campaign?

Base: Total sample

Is this election about trust or about providing good government?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
The election is about trust and keeping election promises	35	34	34	34	32	33	43
The Election is about providing effective government and ensuring that the economy continues to grow	57	60	60	60	54	59	48
DK/NA/Ref	8	7	6	7	14	8	9

Q.3 There has been a lot of discussion about what this election is about. Some people say the election is about trust and keeping election promises. Other people say that the election is about providing effective government and ensuring that the economy continues to grow. Which of these two point of view best reflects your own?

Base: Total sample

Is it time for change in government or the wrong time for change?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
It's time for a change and a new government should be voted in	47	44	45	44	50	43	54
Now would be the wrong time to make a change and we should return the Liberals to power	42	44	45	42	39	48	35
DK/NA/Ref	11	12	10	14	11	9	11

Q.4 Some people have been saying its time for a change and a new government should be voted in.
Other people have said that now would be the wrong time to make a change and we should return the Liberals to power.
Which one of these two views best represents your own?

Base: Total sample

Is it too risky for BC to switch to an NDP government right now?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
The provincial government really had very little to do with this improvement, so there's no risk in changing to a NDP government	41	38	39	37	43	44	44
Without the right approach the economy will slow down and its too risky to switch to the NDP	47	49	47	50	47	47	39
DK/NA/Ref	12	13	13	13	10	9	16

Q.5 Most people have been telling us that the B.C economy is in pretty good shape right now. Some say the provincial government really had very little to do with this improvement, so there's no risk in changing to a NDP government. Others say that without the right approach the economy will slow down and its too risky to switch to the NDP. Which one of these two views best represents your own?

Base: Total sample

Summary Of Election Views: Which Of Party...

	Will win the election %	Had the best advertising %	Most impressive leader in Debate %	Has fielded the best team of candidates %	Ran the best campaign %
Liberal Party	73	33	14	41	35
New Democratic Party (NDP)	12	28	30	21	31
Green Party	2	5	19	5	7
None of them	-	7	6	3	5
DK/NA/Ref	13	27	31	30	22

Q.6-10

Base: Total sample

Which party will win the election?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
Liberal Party	73	76	78	73	69	78	66
New Democratic Party	12	11	10	13	14	9	15
Green Party	2	3	3	2	2	1	2
Don't know/too close to call	13	11	10	12	15	12	17

Q.6 Which party do you think will win the election, will it be the...?

Base: Total sample

Which party had the best advertising?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
Liberal Party	33	33	34	32	32	30	35
New Democratic Party	28	30	32	28	31	23	26
Green Party	5	4	5	3	7	5	5
None	7	7	5	8	6	8	8
Don't know/too close to call	27	26	23	28	25	34	27

Q.7 Which party had the best advertising?

Base: Total sample

Which party's leader was most impressive in the debate?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
Gordon Campbell leader of the Liberal Party	14	16	16	16	12	14	13
Carole James of the New Democratic Party	30	29	30	27	34	25	32
Adrianne Carr of the Green Party	19	18	20	17	18	18	19
None	6	6	6	5	4	10	5
Don't know/too close to call	31	32	29	35	31	32	30

Q.8 Who impressed you most in the leader's debate (ROTATE LIST): Gordon Campbell, leader of the Liberal Party, Carole James of the NDP, or Adrianne Carr of the Green Party?

Base: Total sample

Which party has the most impressive candidates?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
Liberal Party	41	44	47	41	35	45	31
New Democratic Party	21	20	21	20	28	16	22
Green Party	5	6	6	5	3	7	6
None	3	3	3	3	2	2	6
Don't know/too close to call	30	27	22	31	32	31	36

Q.9 Which party has fielded the best team of candidates?

Base: Total sample

Which party ran the best campaign overall?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
Liberal Party	35	37	40	34	31	37	27
New Democratic Party	31	31	31	30	37	26	29
Green Party	7	6	7	6	11	5	9
None	5	5	5	6	3	7	7
Don't know/too close to call	22	21	18	24	19	25	28

Q.10 Overall, which party do you think ran the best campaign?

Base: Total sample

How often have you voted in previous elections?

	Total (n=1000) %	Region					
		GVRD (n=400) %	West GVRD (n=200) %	East GVRD (n=200) %	Vancouver Island (n=200) %	Fraser Valley/ Okanagan (n=200) %	Northern BC/ Kootenays (n=200) %
All of them	20	20	19	20	24	16	23
Most	54	54	52	56	57	58	49
Few	13	13	14	13	9	13	17
None	11	12	14	11	8	13	11
DK/NA/Ref	1	1	2	1	2	<1	-

Q.11 Thinking back to all municipal, provincial and federal elections where you were eligible to vote...would you say you voted in most of them, a few of them or none of them?

Base: Total sample

Is BC knowledgeable of the Single Transfer Vote?

	Total %		Region											
			GVRD %		West GVRD %		East GVRD %		Vancouver Island %		Fraser Valley/ Okanagan %		Northern BC/ Kootenays %	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
n=	1000	1000	400	400	200	200	200	200	200	200	200	200	200	200
A lot	10	17	9	16	8	16	9	17	18	25	9	12	6	16
A little	42	47	41	46	40	47	42	45	50	49	39	52	43	43
Nothing at all	47	35	49	37	50	37	48	38	32	26	51	35	51	40
DK/NA/Ref	1	1	1	1	2	<1	1	1	-	-	1	1	-	1

Q.12 When the provincial election is held on May 17th, in addition to voting for MLA's, there will also be a referendum on changing BC's electoral system from the current system to a Single Transferable Vote or STV system. Would you say you know a lot, a little or nothing at all about the new electoral system that is being proposed?

Base: Total sample

Is there support for the Single Transfer Vote?

	Total %		Region											
			GVRD %		West GVRD %		East GVRD %		Vancouver Island %		Fraser Valley/ Okanagan %		Northern BC/ Kootenays %	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
n=	1000	1000	400	400	200	200	200	200	200	200	200	200	200	200
For proposed changes	27	36	27	36	28	42	26	31	36	34	24	36	25	35
Against proposed changes	15	21	14	19	15	18	12	20	19	22	15	29	14	18
Undecided	45	31	46	31	43	26	48	36	36	30	49	23	46	39
Will not vote	5	4	5	4	4	3	5	5	5	4	4	3	5	3
DK/NA/Ref	8	9	9	10	10	11	9	10	3	10	8	9	10	5

Q.13 And do you intend to vote for or against the proposed change to BC's electoral system?

Base: Total sample

How will BC vote if an election was held today?

	Total %		Region											
			GVRD %		West GVRD %		East GVRD %		Vancouver Island %		Fraser Valley/ Okanagan %		Northern BC/ Kootenays %	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
n=	860	903	337	354	174	177	163	177	179	185	177	183	167	181
Liberal candidate	46	49	44	52	44	51	44	53	43	43	56	53	44	39
NDP candidate	38	36	40	35	39	34	40	36	40	41	30	30	36	41
Green Party candidate	13	13	13	11	13	12	13	9	14	14	12	17	14	15
Other	3	2	3	2	4	3	3	2	3	2	3	1	6	5

Q.15a If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q.15b In that case, which party's candidate in your local area would you be leaning towards at this time?. Would it be the (ROTATE LIST) Liberal candidate in your area, the NDP candidate in your area, or Green Party candidate in your area?

Base: Those who gave a first vote. Excludes undecided/don't know/refused/won't vote

How does today's BC Vote compare to the 2001 Election

	Region																				
	Total %			GVRD %			West GVRD %			East GVRD %			Vancouver Island %			Fraser Valley/ Okanagan %			Northern BC/ Kootenays %		
	2001	2005	2005	2001	2005	2005	2001	2005	2005	2001	2005	2005	2001	2005	2005	2001	2005	2005	2001	2005	2005
	Wave 1	Wave 2		Wave 1	Wave 2		Wave 1	Wave 2		Wave 1	Wave 2		Wave 1	Wave 2		Wave 1	Wave 2		Wave 1	Wave 2	
Liberal candidate	58	46	49	59	44	52	60	44	51	58	44	53	51	43	43	66	56	53	56	44	39
NDP candidate	21	38	36	21	40	35	20	39	34	22	40	36	26	40	41	15	30	30	23	36	41
Green Party candidate	12	13	13	13	13	11	15	13	12	11	13	9	17	14	14	8	12	17	9	14	15
Other	9	3	2	7	3	2	5	4	3	9	3	2	6	3	2	11	3	1	12	6	5

Q.15a If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q.15b In that case, which party's candidate in your local area would you be leaning towards at this time?. Would it be the (ROTATE LIST) Liberal candidate in your area, the NDP candidate in your area, or Green Party candidate in your area?

2001: Source: Elections B.C.

Base: Those who gave a first vote. Excludes undecided/don't know/refused/won't vote

What is the Liberal Pool of Voters and Non-Voters?

				Current Vote									
				Total %		Liberal Vote %		NDP Vote %		Green Vote %		Other Vote/DK %	
				Wave 1 1000	Wave 2 1000	Wave 1 401	Wave 2 437	Wave 1 321	Wave 2 331	Wave 1 107	Wave 2 114	Wave 1 171	Wave 2 118
n=													
Hard Liberal				29	35	73	79	-	-	-	-	-	-
Soft Liberal				11	9	27	21	-	-	-	-	-	-
Potential Liberal				6	4	-	-	14	8	14	13	-	-
Non-Liberal				54	52	-	-	86	92	86	87	100	100

Base: Total sample

What is the NDP Pool of Voters and Non-Voters?

	Current Vote									
	Total %		Liberal Vote %		NDP Vote %		Green Vote %		Other Vote/DK %	
	Wave 1 1000	Wave 2 1000	Wave 1 401	Wave 2 437	Wave 1 321	Wave 2 331	Wave 1 107	Wave 2 114	Wave 1 171	Wave 2 118
n=										
Hard Liberal	21	25	-	-	67	76	-	-	-	-
Soft Liberal	11	8	-	-	33	24	-	-	-	-
Potential Liberal	9	6	15	8	-	-	25	21	-	-
Non-Liberal	59	62	85	92	-	-	75	79	100	100

Base: Total sample

What is the Green Pool of Voters and Non-Voters?

		Current Vote									
		Total %		Liberal Vote %		NDP Vote %		Green Vote %		Other Vote/DK %	
		Wave 1 1000	Wave 2 1000	Wave 1 401	Wave 2 437	Wave 1 321	Wave 2 331	Wave 1 107	Wave 2 114	Wave 1 171	Wave 2 118
n=											
Hard Liberal		6	7	-	-	-	-	52	56	-	-
Soft Liberal		5	5	-	-	-	-	48	44	-	-
Potential Liberal		7	6	6	6	14	12	-	-	-	-
Non-Liberal		82	82	94	94	86	88	-	-	100	100

Base: Total sample

Possible Switchers

	Current Vote									
	Total %		Liberal Vote %		NDP Vote %		Green Vote %		Other Vote/DK %	
	Wave 1 1000	Wave 2 1000	Wave 1 401	Wave 2 437	Wave 1 321	Wave 2 331	Wave 1 107	Wave 2 114	Wave 1 171	Wave 2 118
Liberal to NDP	16	14	39	33	-	-	-	-	-	-
Liberal to Green	15	20	38	45	-	-	-	-	-	-
NDP to Liberal	9	9	-	-	27	27	-	-	-	-
NDP to Green	19	21	-	-	60	65	-	-	-	-
Green to Liberal	4	4	-	-	-	-	34	35	-	-
Green to NDP	6	6	-	-	-	-	51	53	-	-
All others	31	26	23	23	13	8	15	12	100	100

Q.16 Which party's candidate would be your second choice? Would it be (ROTATE LIST) the Liberal candidate in your area, the NDP candidate in your area, or Green Party candidate in your area?

Base: Total sample

How solid is the Party Vote?

	Current Vote							
	Total %		Liberal %		NDP %		Green %	
	Wave 1 n= 691	Wave 2 756	Wave 1 124	Wave 2 125	Wave 1 214	Wave 2 197	Wave 1 344	Wave 2 422
NET Likely	32	22	48	32	41	29	19	16
Very likely	3	4	3	8	6	4	1	2
Somewhat likely	29	18	45	24	35	25	18	14
Not too likely	29	26	26	30	33	28	29	24
Not at all likely	38	49	25	35	25	39	51	58
NET Not Likely	67	75	51	65	58	67	80	82
DK/NA/Ref	1	3	1	3	1	4	1	2

Q.17 How likely is it that you might switch your vote to your second choice between now and the election on May 17, is it very likely somewhat likely not too likely or not at all likely?

Base: Those who gave a first and second vote

Are you likely to vote for the NDP because you want them to win or because you think there needs to be a strong opposition?

	Total (n=331) %	Region					
		GVRD (n=123) %	West GVRD (n=61) %	East GVRD (n=62) %	Vancouver Island (n=79) %	Fraser Valley/ Okanagan (n=54) %	Northern BC/ Kootenays (n=75) %
Vote for the NDP because want them to win and form the next government	47	44	46	43	58	41	45
Vote for the NDP because we need a strong opposition	48	51	46	56	37	54	46
DK/NA/Ref	5	5	8	1	5	6	9

Q.18 Are you likely to vote for the NDP because you want them to win and form the next government or because you think we need a strong opposition?
 Base: Those who indicated they would vote or are leaning towards the NDP

Who is the best Premier for British Columbia?

	Total %		Region											
			GVRD %		West GVRD %		East GVRD %		Vancouver Island %		Fraser Valley/ Okanagan %		Northern BC/ Kootenays %	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
n=	1000	1000	400	400	200	200	200	200	200	200	200	200	200	200
Gordon Campbell of the Liberals	39	43	38	44	40	45	37	44	37	41	45	48	39	35
Carole James of the NDP	30	32	32	31	32	31	32	32	30	34	24	26	29	36
Adriane Carr of the Green Party	7	9	6	8	7	8	5	7	12	11	6	12	7	11
None of them	7	5	7	4	7	5	7	3	9	4	6	5	6	7
Other	<1	<1	<1	-	<1	-	-	-	-	-	1	<1	1	<1
Undecided/DK/NA/Ref	16	12	16	13	13	12	19	14	12	11	18	9	17	11

Q.19 From your point of view, who would be the best Premier for British Columbia, would it be ...?

Base: Total sample