

BC POLITICS

# BC NDP Maintains 14-Point Lead Over Governing BC Liberals

*Carole James recovers some lost ground, while two-thirds of British Columbians disapprove of Gordon Campbell's performance.*

[VANCOUVER – Nov. 21, 2009] – The opposition BC NDP has maintained their strong lead over the governing BC Liberals, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative provincial sample of 800 British Columbians, Carole James's New Democratic Party (NDP) has the support of 47 per cent of respondents (+2 since September).

Gordon Campbell's BC Liberals have the support of one third of voters (33%, +2).

The BC Green Party is a distant third with 10 per cent (-1) while the BC Conservatives remain at seven per cent.

The BC NDP is ahead in all regions of the province, including the Interior, which traditionally votes Liberal. However, the NDP strength at the moment is built on their support with women (55% to 27%), because the two main parties are essentially tied with men (39% for the BC Liberals to 38% for the BC NDP).

The BC Liberals do maintain a significant advantage with their core—voters in households earning more than \$100,000 a year—with 49 per cent, compared to 33 per cent for the NDP.

## KEY FINDINGS

- **Voting Intention: BC NDP 47%, BC Liberals 33%, Greens 10%, BC Conservatives 7%**
- **67% disapprove of Campbell; 23% approve**
- **33% approve of James; 39% disapprove**
- **Campbell momentum score improves to -56, James improves to -3**

Full topline results are at the end of this release.

*From November 10 to November 11 2009, Angus Reid Public Opinion conducted an online survey among 800 randomly selected adult residents of British Columbia who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.5%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of British Columbia. Discrepancies in or between totals are due to rounding.*

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## Approval Ratings

The good news for Premier Campbell is that while his approval numbers are still very low (only 23% of respondents approve of his performance, and 67% disapprove), they are actually an improvement from early September when seven-in-ten (70%) disapproved of the way he was handling his duties. This slight gain is reflected in his momentum score, which has moved from an abysmal -69 to a merely awful -56.

In September, the BC NDP's lead was based on dissatisfaction with Campbell and not approval of James. The last few months have seen British Columbians begin to warm to the leader of the opposition.

While 39 per cent of people disapprove of Carole James's performance, one-third (33%) approve, a significant improvement over since September (when 45% disapproved and 29% approved). Carole James's momentum score has improved as well, and is now a neutral -3 (up from -5 in September).

Green Party leader Jane Sterk remains invisible to most British Columbians with about three-in-five (62%) not having an opinion on her.

## HST and Government Re-Election

The introduction of the Harmonized Sales Tax (HST) remains a very unpopular policy. A clear majority of British Columbians (61%) strongly disagree that an HST should be introduced, and another 16 per cent moderately disagree.

Only 18 per cent of respondents endorse the HST, although people who are university educated (28%) and are in the highest income bracket (24%) are more likely to agree with the policy.

Overall, the sentiment for change has stayed more or less the same in the last two months. Less than one in five British Columbians (19%) think the BC Liberal government has done a good job and deserves to be re-elected (+2 since September), while another nine per cent (+1) think the BC Liberals have done a good job, but a new party should be elected.

Altogether, 72 per cent think the BC Liberals have done a poor job, out of which 58 per cent (-2) think a new party should be elected, and 14 per cent think the government should be re-elected.

## Analysis

The damage caused by the twin blows of the HST and budget deficit that rained down on the BC Liberal government in August has been long-term. Despite a slow economic recovery, the government's support numbers have not moved significantly. Even more worrying for the BC Liberals is the fact that British Columbians seem to be warming to Carole James.

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While Premier Gordon Campbell has long been personally unpopular, the government was buoyed by credibility on economic issues and the lack of popularity of Ms. James. The BC Liberals lost their economic credibility advantage over the summer, and there are signs in this poll that James might soon become popular enough to be an asset to the NDP, rather than a liability. If this happens, it will be a significant hurdle on the BC Liberal road to recovery.

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**BC Political Scene**

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	Total	Male	Female	18-34	35-54	55+
<b>BC NDP</b>	<b>47%</b>	<b>38%</b>	<b>55%</b>	<b>47%</b>	<b>43%</b>	<b>52%</b>
<b>BC Liberals</b>	<b>33%</b>	<b>39%</b>	<b>27%</b>	<b>32%</b>	<b>34%</b>	<b>33%</b>
<b>BC Greens</b>	<b>10%</b>	<b>9%</b>	<b>10%</b>	<b>17%</b>	<b>9%</b>	<b>5%</b>
<b>BC Conservatives</b>	<b>7%</b>	<b>9%</b>	<b>4%</b>	<b>4%</b>	<b>9%</b>	<b>7%</b>

**BC Political Scene**

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	Total	Lower Mainland/ Fraser Valley	Vancouver Island	Interior	North
<b>BC NDP</b>	<b>47%</b>	<b>47%</b>	<b>61%</b>	<b>38%</b>	<b>40%</b>
<b>BC Liberals</b>	<b>33%</b>	<b>36%</b>	<b>22%</b>	<b>35%</b>	<b>35%</b>
<b>BC Greens</b>	<b>10%</b>	<b>10%</b>	<b>6%</b>	<b>11%</b>	<b>15%</b>
<b>BC Conservatives</b>	<b>7%</b>	<b>4%</b>	<b>7%</b>	<b>14%</b>	<b>8%</b>

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## BC Political Scene

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	Total	Income			Education		
		<\$50k	\$50-99k	\$100k+	HS or Less	College/Tech	Univ+
BC NDP	47%	54%	46%	33%	48%	47%	46%
BC Liberals	33%	28%	29%	49%	31%	33%	36%
BC Greens	10%	9%	9%	11%	8%	10%	11%
BC Conservatives	7%	5%	11%	6%	9%	7%	3%

## BC Political Scene

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	November 10-11	September 1-3	May 2009 Election
BC NDP	47%	45%	42%
BC Liberals	33%	31%	46%
BC Greens	10%	11%	8%
BC Conservatives	7%	7%	2%

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<b>Performance Approval</b>			
Do you approve or disapprove of the performance of...			
	<b>Gordon Campbell</b>	<b>Carole James</b>	<b>Jane Sterk</b>
<b>Approve</b>	23%	33%	16%
<b>Disapprove</b>	67%	39%	23%
<b>Not sure</b>	10%	28%	62%

<b>Momentum Score</b>			
Over the course of the past three months, would you say your opinion of [NAME] has improved, stayed the same or worsened?			
	<b>Gordon Campbell</b>	<b>Carole James</b>	<b>Jane Sterk</b>
<b>Improved</b>	4%	15%	3%
<b>Stayed the Same</b>	32%	60%	55%
<b>Worsened</b>	60%	18%	6%
<b>Momentum Score</b>	-56	-3	-3

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HST							
All things considered, do you agree or disagree with the implementation of a harmonized sales tax (HST) in BC?							
		Income			Education		
	Total	<\$50k	\$50-99k	\$100k+	HS or Less	College/Tech	Univ+
Strongly Agree	5%	5%	4%	5%	6%	3%	6%
Moderately Agree	13%	12%	12%	19%	12%	10%	22%
Moderately Disagree	16%	14%	14%	24%	11%	17%	20%
Strongly Disagree	61%	60%	67%	49%	63%	65%	47%
Not Sure	6%	10%	3%	3%	9%	5%	5%

BC Politics		
Thinking about BC politics, which one of the following statements comes closest to your own point of view?		
	November 10-11	September 1-3
The BC Liberal government has done a good job and deserves to be re-elected	19%	17%
The BC Liberal government has done a good job, but a new party should be elected into power	9%	8%
The BC Liberal government has done a poor job, but still should be re-elected	14%	14%
The BC Liberal government has done a poor job, and a new part should be elected into power	58%	60%

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*Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995*

*Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Public Opinion polls are conducted using the Angus Reid Forum ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.*

*Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.*

<http://bit.ly/4zxf1S>

*Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.*

*More information on the way Angus Reid conducts public opinion research can be found at <http://bit.ly/3z0u1l>*

- 30 -

**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:  
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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