

PROVINCIAL POLITICAL SCENE

Taylor or Watts Would Boost BC Liberals, But NDP Remains Ahead

Perceptions of BC Premier Gordon Campbell remain predominantly negative, with three-in-four disapproving of his performance.

[VANCOUVER – Aug. 6, 2010] – British Columbia's governing BC Liberals and Premier Gordon Campbell remain highly unpopular and a change of leadership would not be enough to put the party in first place at this point, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative provincial sample of 800 British Columbian adults, 48 per cent of respondents say they would vote for the opposition New Democratic Party (NDP) in the next provincial election, up two points since [early July](#) adop.

The BC Liberals are far behind with 27 per cent (+4), followed by the Greens at 13 per cent (-1), and the BC Conservatives at six per cent (-2). Six per cent of respondents would vote for other parties or independent candidates.

New Leadership

If former BC Finance Minister Carole Taylor became the new leader of the BC Liberals, this would bring the NDP's vote share down to 42 per cent, and boost the governing party to 34 per cent. The Greens would remain stable at 12 per cent.

If Surrey Mayor Dianne Watts were to head the BC Liberals into the next election, the NDP would still be 10 points ahead of the Liberals (44% to 34%). The Greens would lose some ground, this time at 10 per cent.

KEY FINDINGS

- **Voting Intention: BC NDP 48%, BC Libs. 27%, Green 13%, BC Conservative 6%**
- **With Carole Taylor as Liberal leader: BC NDP 42%, BC Libs. 34%**
- **With Dianne Watts as Liberal leader: BC NDP 44%, BC Libs. 34%**

Full topline results are at the end of this release.

From July 26 to July 28, 2010, Angus Reid Public Opinion conducted an online survey among 800 randomly selected British Columbia adults who are Angus Reid Forum panellists. 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 a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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Approval and Momentum

British Columbians continue to condemn the performance of their premier. Campbell's approval rating stands at a meagre 14 per cent, while his disapproval remains particularly high at 75 per cent.

BC NDP leader Carole James is not precisely popular, with 28 per cent of respondents approving of her performance, and 39 per cent rejecting it.

Jane Sterk, leader of the BC Greens, remains a mystery for most respondents. Among the few people who recognize her, 13 per cent are content with her leadership, and 19 per cent are not.

Only two per cent of respondents say their opinion of Premier Campbell has improved in the past three months, whereas two thirds (67%) say it has worsened, for a momentum score of -65. James's momentum is also negative yet much better at -6, and Sterk scores a -4.

This year's editions of the BC Political Scene can be accessed here:

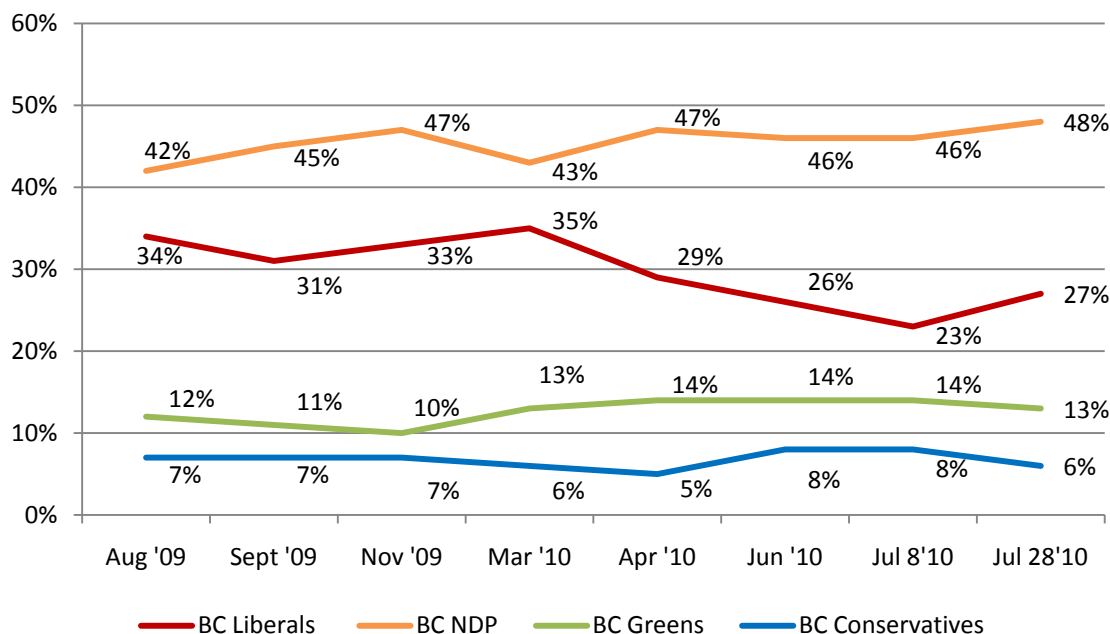
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If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*



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*

	British Columbia	GVRD	Vancouver Island	Interior	North	May 2009 Election
BC NDP	48%	48%	57%	42%	40%	42%
BC Liberals	27%	27%	16%	33%	32%	46%
BC Greens	13%	14%	9%	14%	19%	8%
BC Conservatives	6%	5%	9%	8%	2%	2%
Other / Independent	6%	6%	9%	3%	7%	2%

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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*

	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
BC NDP	47%	49%	54%	48%	43%	60%	43%	38%
BC Liberals	30%	23%	24%	23%	33%	18%	29%	40%
BC Greens	9%	17%	15%	15%	10%	12%	13%	12%
BC Conservatives	6%	7%	3%	7%	8%	4%	9%	3%
Other / Independent	8%	4%	4%	7%	6%	6%	6%	7%

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BC Political Scene

Do you approve or disapprove of the performance of each of the following people?

Total BC			
	Premier and BC Liberal leader Gordon Campbell	BC NDP leader Carole James	BC Green Party Leader Jane Sterk
Approve	14%	28%	13%
Disapprove	75%	39%	19%
Not sure	11%	33%	68%

BC Political Scene

Over the course of the past three months, would you say your opinion of each of the following people has improved, stayed the same, or worsened?

Total BC			
	Premier and BC Liberal leader Gordon Campbell	BC NDP leader Carole James	BC Green Party Leader Jane Sterk
Improved	2%	11%	2%
Stayed the same	27%	62%	58%
Worsened	67%	17%	6%
Not sure	4%	10%	34%

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BC Political Scene

Suppose Carole Taylor becomes the leader of the BC Liberals before the next election. Which one of the following parties would you be most likely to support in your constituency?– *Decided voters including leaners*

	British Columbia	GVRD	Vancouver Island	Interior	North
BC NDP	42%	41%	53%	34%	36%
BC Liberals	34%	37%	20%	39%	33%
BC Greens	12%	11%	10%	13%	21%
BC Conservatives	6%	5%	7%	8%	5%
Other / Independent	6%	6%	10%	6%	5%

BC Political Scene

Suppose Dianne Watts becomes the leader of the BC Liberals before the next election. Which one of the following parties would you be most likely to support in your constituency?– *Decided voters including leaners*

	British Columbia	GVRD	Vancouver Island	Interior	North
BC NDP	44%	42%	59%	40%	36%
BC Liberals	34%	40%	16%	34%	33%
BC Greens	10%	10%	8%	10%	22%
BC Conservatives	5%	3%	7%	8%	3%
Other / Independent	7%	5%	10%	8%	6%

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Angus Reid Public Opinion is a 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 Public Opinion 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), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are recruited via an industry-leading process that incorporates a high-quality, multi-streamed approach and an in-depth screening procedure.

The panels are highly engaged communities with industry leading response rates and are researched with state-of-the-art sampling techniques, combined with deep profiling on demographic, behavioural and attitudinal characteristics. 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.

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.

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. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**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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