

THE TORONTO STAR

La Presse



# British Columbia: Canada's Hottest Election Race

# Methodology

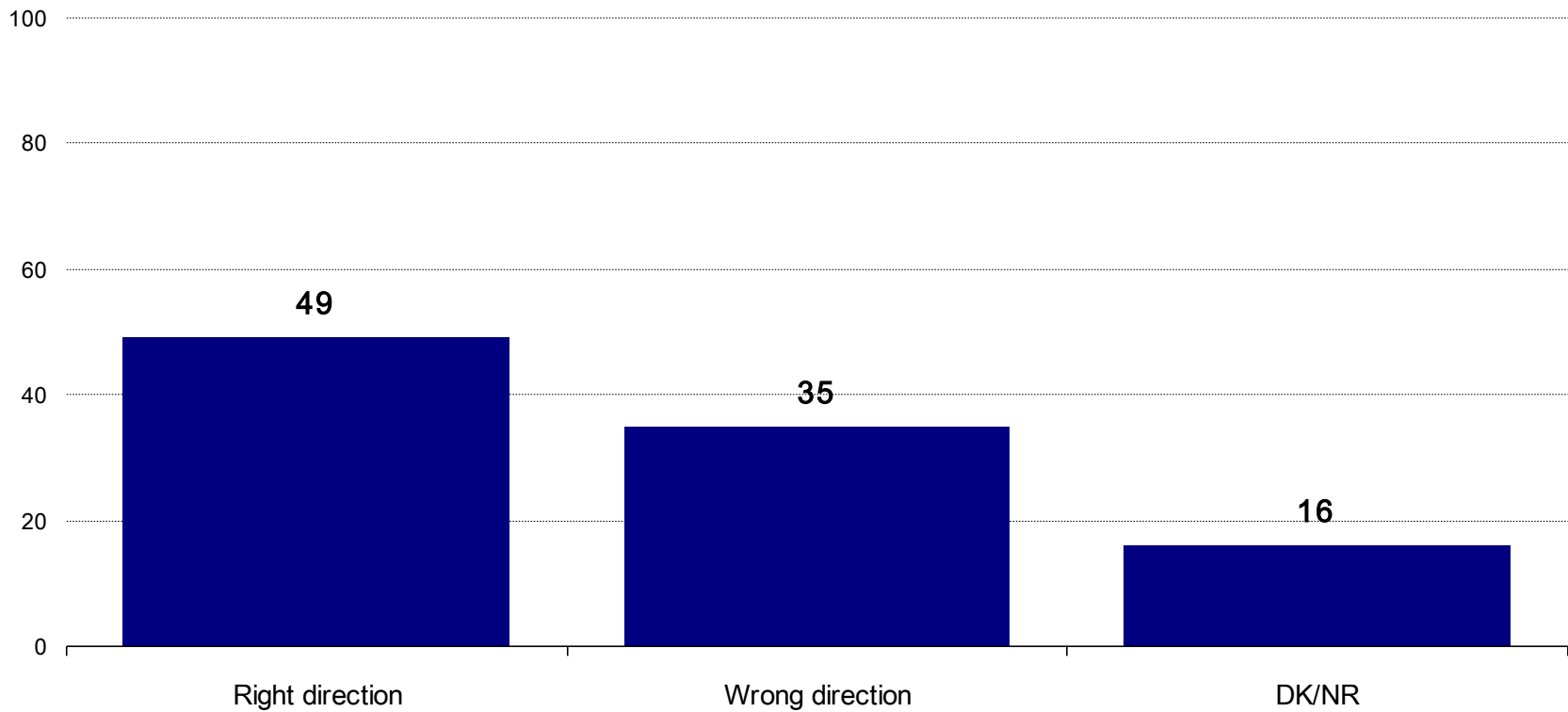
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- Telephone survey of residents of British Columbia
  - 401 interviews with a national random sample of British Columbians 18 years of age and older
    - ✓ Interview period: December 6 - 8, 2005
    - ✓ Results valid within 4.9 percentage points, 19 times out of 20
  - The margin of error increases when the results are sub-divided
  - It should also be noted that the refusal rate and other measurement errors could also increase the margin of error
- All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of British Columbia according to Census data.

# General outlook

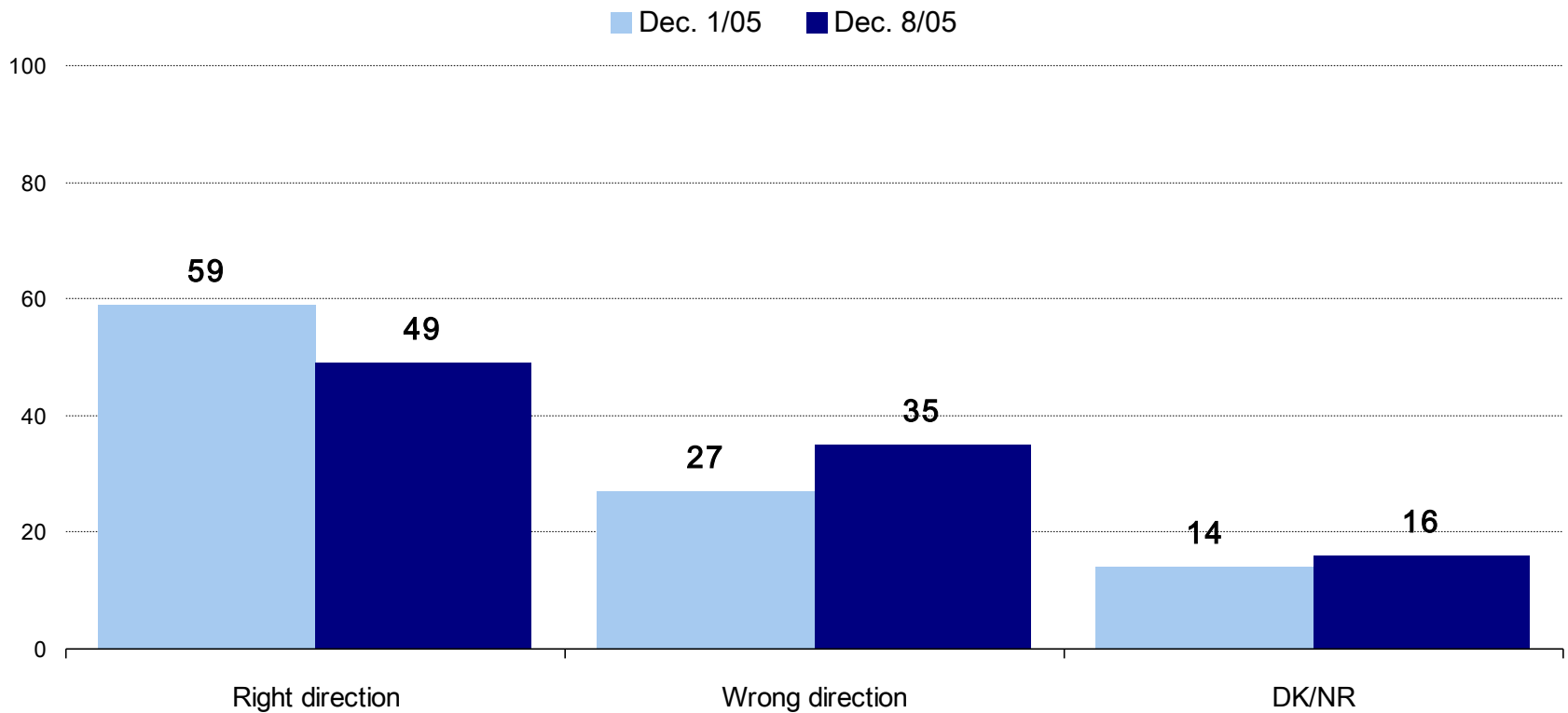
# Direction of country

Q: All things considered, would you say that the country is moving in the right direction or the wrong direction?



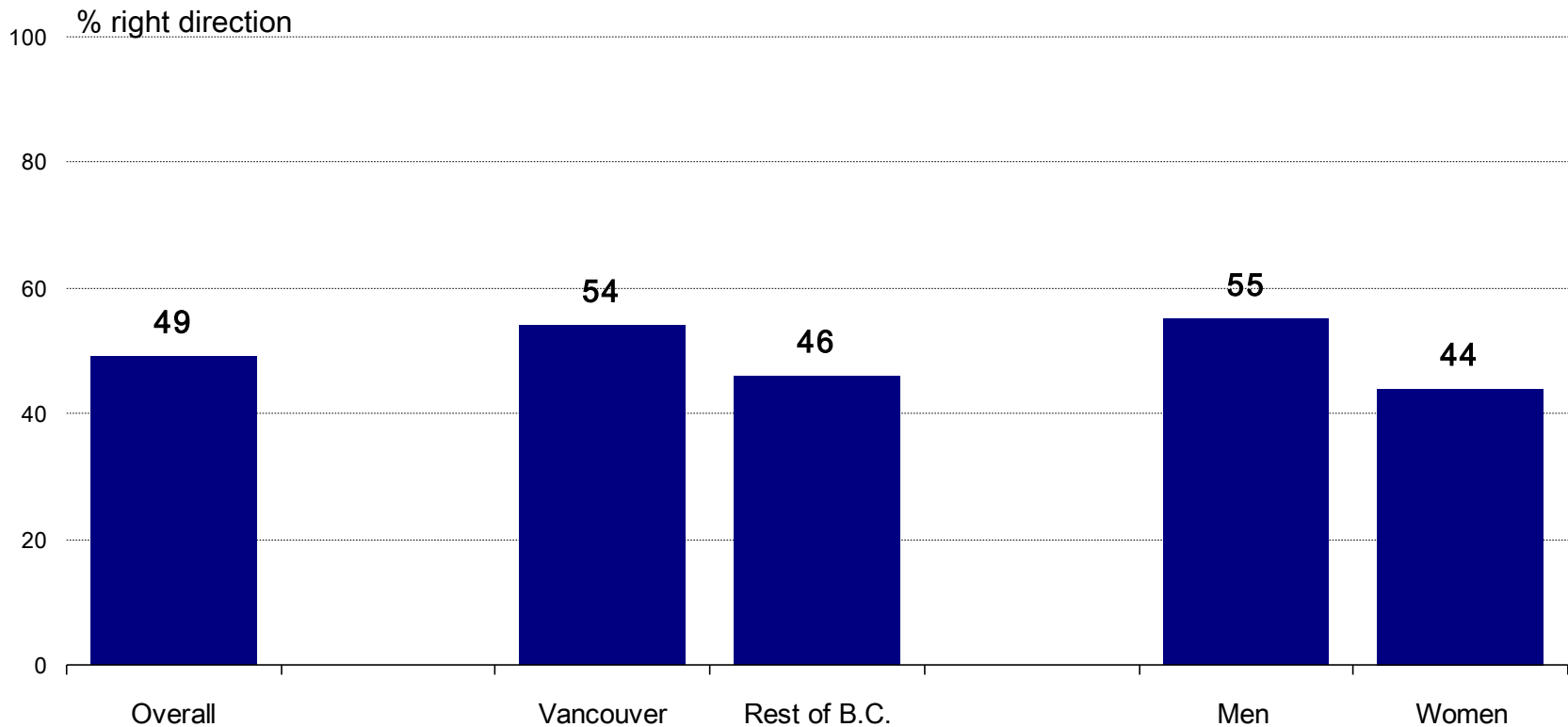
# Tracking direction of country in B.C.

Q: All things considered, would you say that the country is moving in the right direction or the wrong direction?



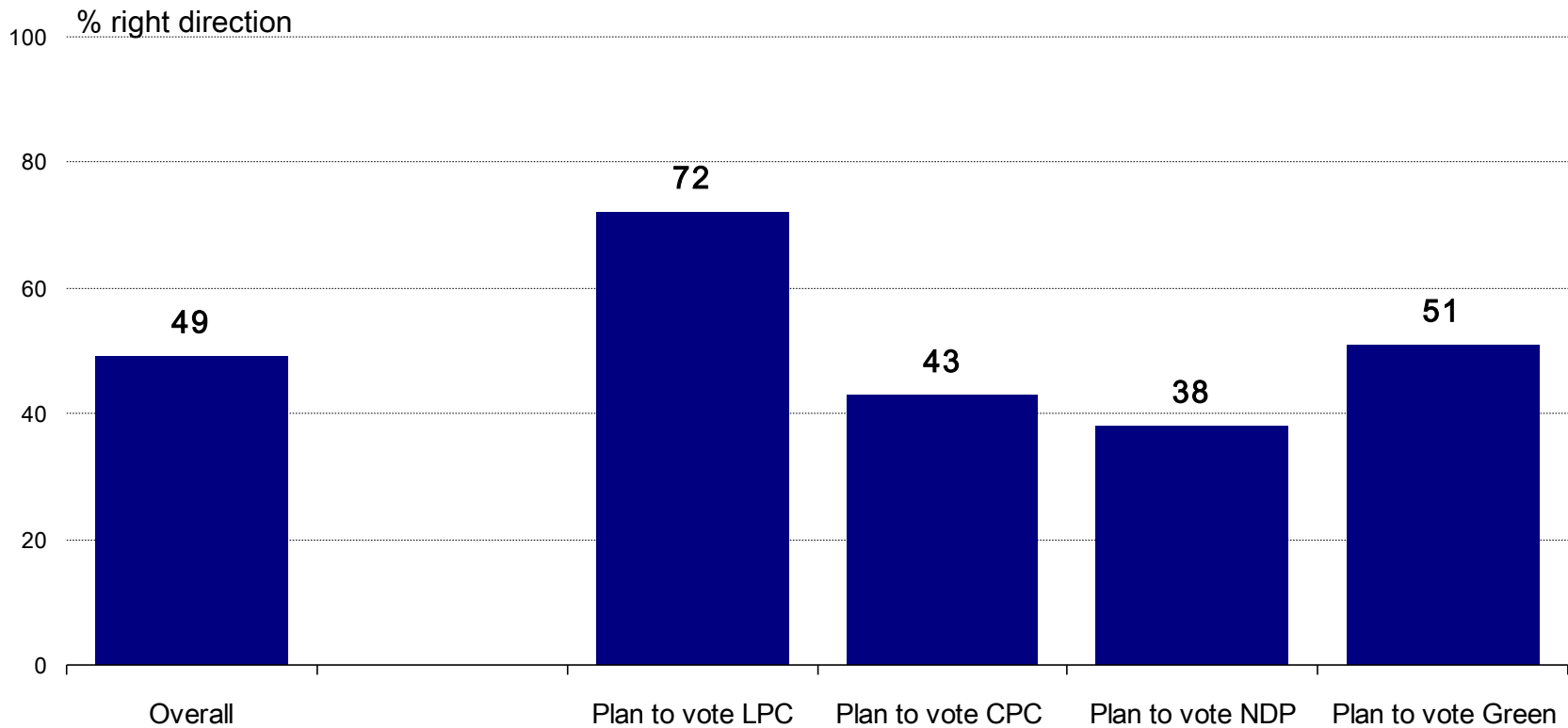
# Direction of country by region and gender

Q: All things considered, would you say that the ... is moving in the right direction or the wrong direction?



# Direction of country by vote intention

Q: All things considered, would you say that the ... is moving in the right direction or the wrong direction?

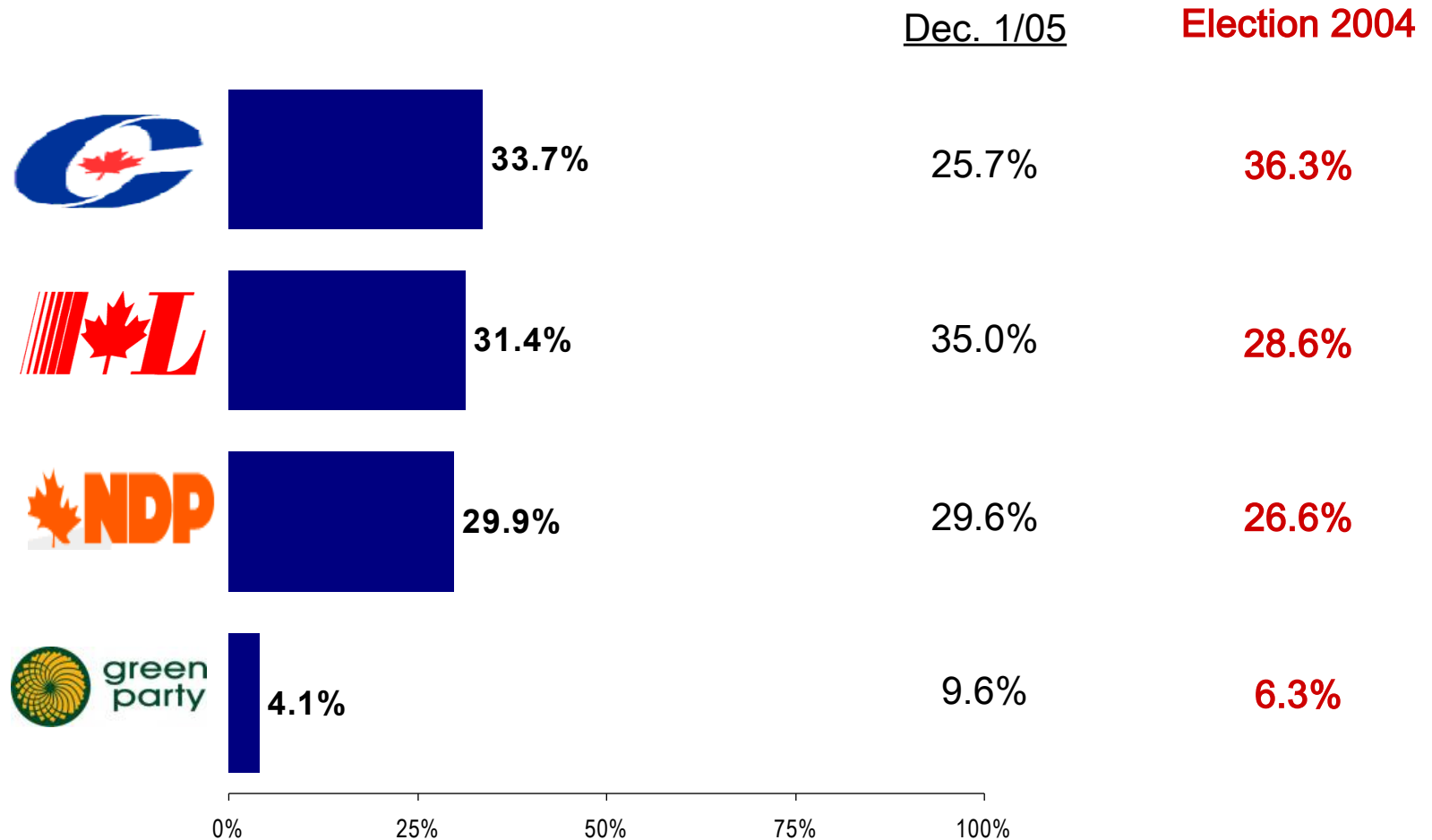


# Current vote intention



# Federal voting intentions in British Columbia

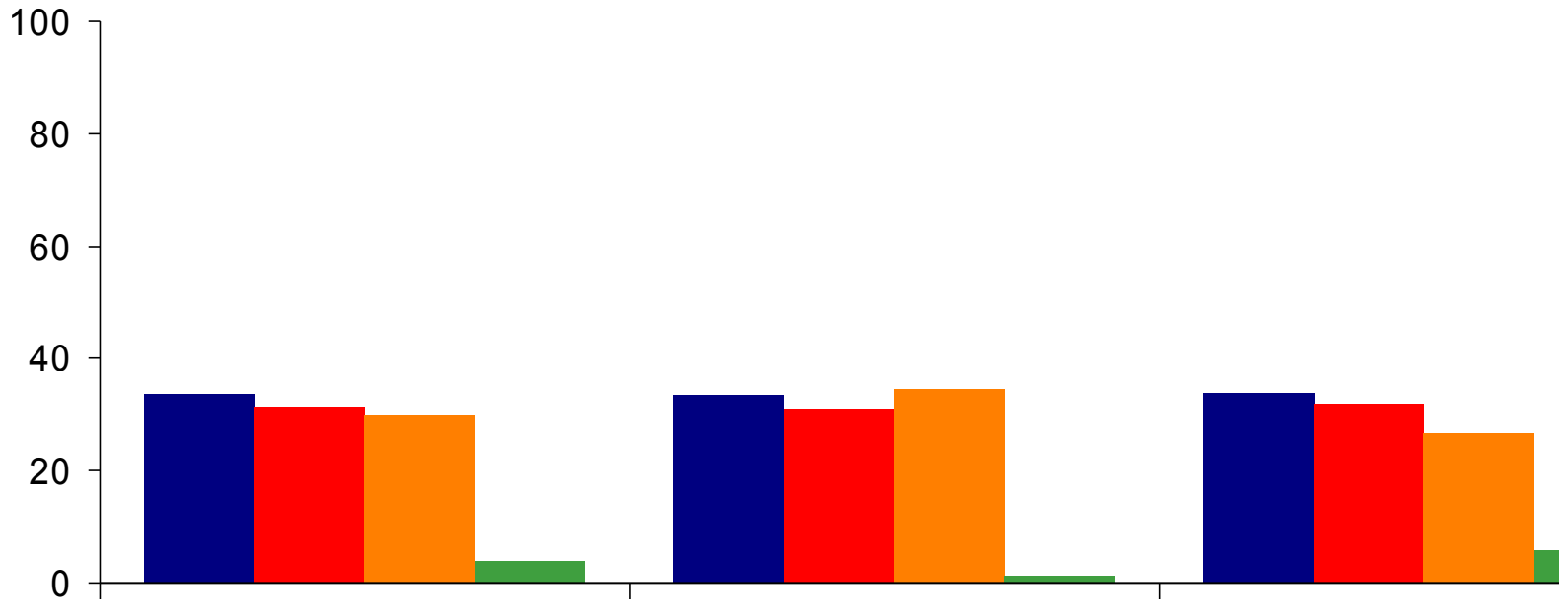
Q: If a federal election were held tomorrow, which party would you vote for?



Undecided/declined: 10.4%  
Would not vote 2.1%

# Federal voting intentions in BC: Vancouver vs. rest of province

Q: If a federal election were held tomorrow, which party would you vote for?

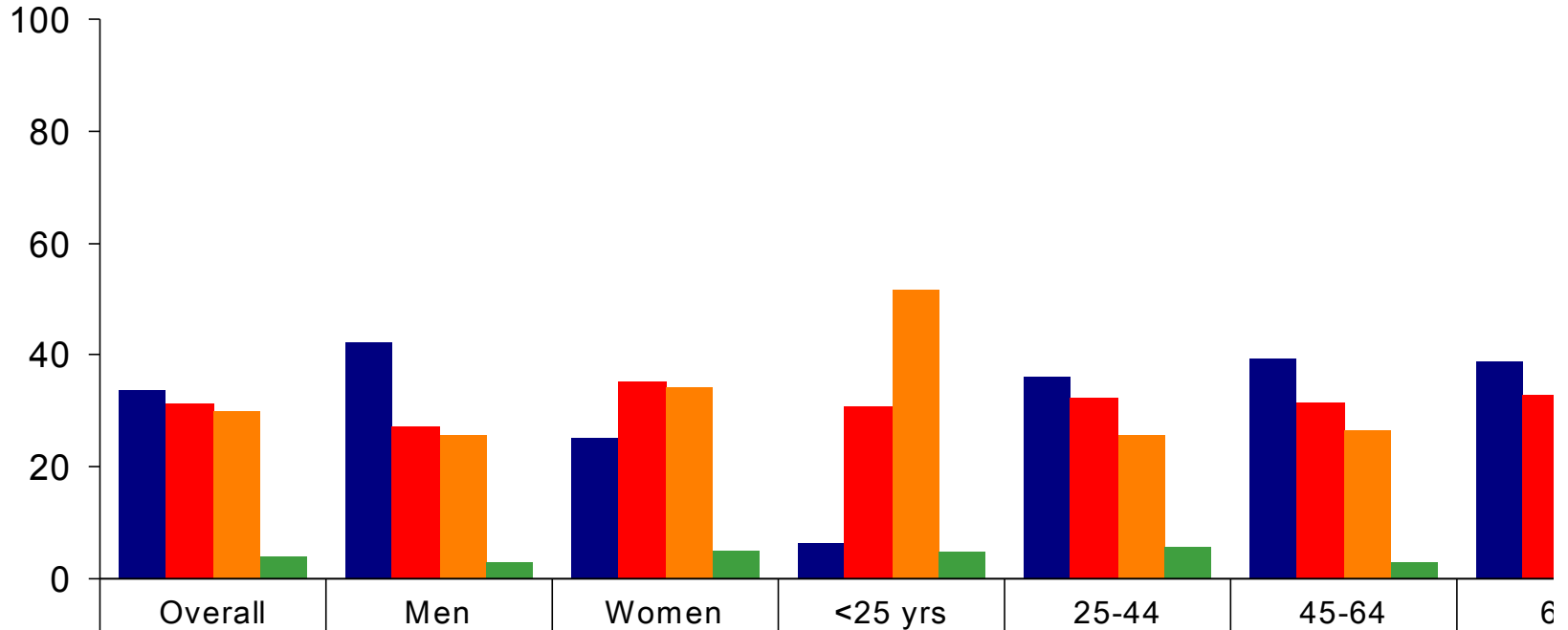


■ CPC	34	33	34
■ Liberal	31	31	32
■ NDP	30	35	27
■ Green Party	4	1	6

■ CPC      ■ Liberal      ■ NDP      ■ Green Party

# Federal voting intentions in BC: gender and age

Q: If a federal election were held tomorrow, which party would you vote for?

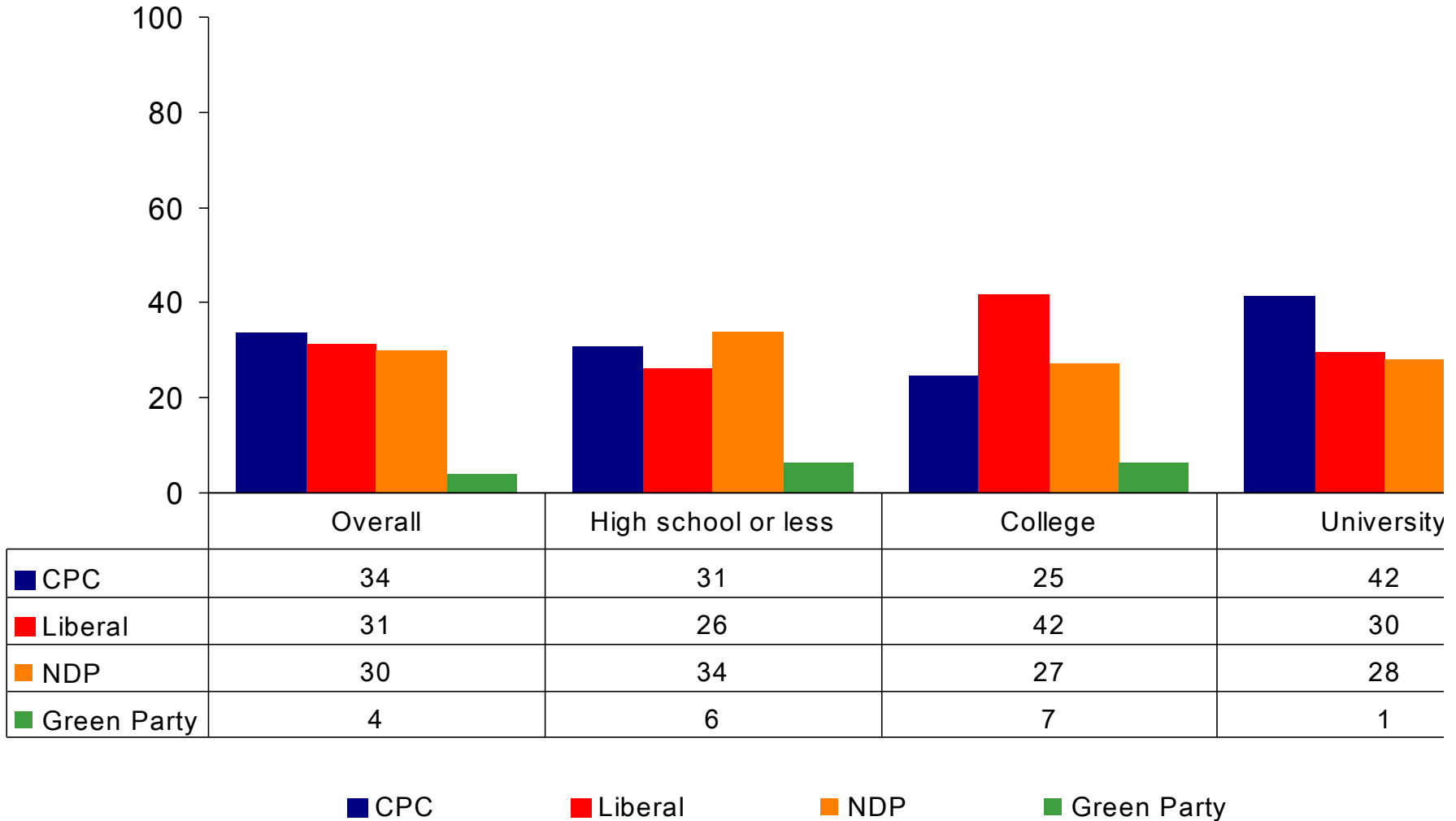


■ CPC	34	42	25	6	36	39	39
■ Liberal	31	27	35	31	32	32	32
■ NDP	30	26	34	52	26	26	26
■ Green Party	4	3	5	5	6	3	3

■ CPC      ■ Liberal      ■ NDP      ■ Green Party

# Federal voting intentions in BC: education

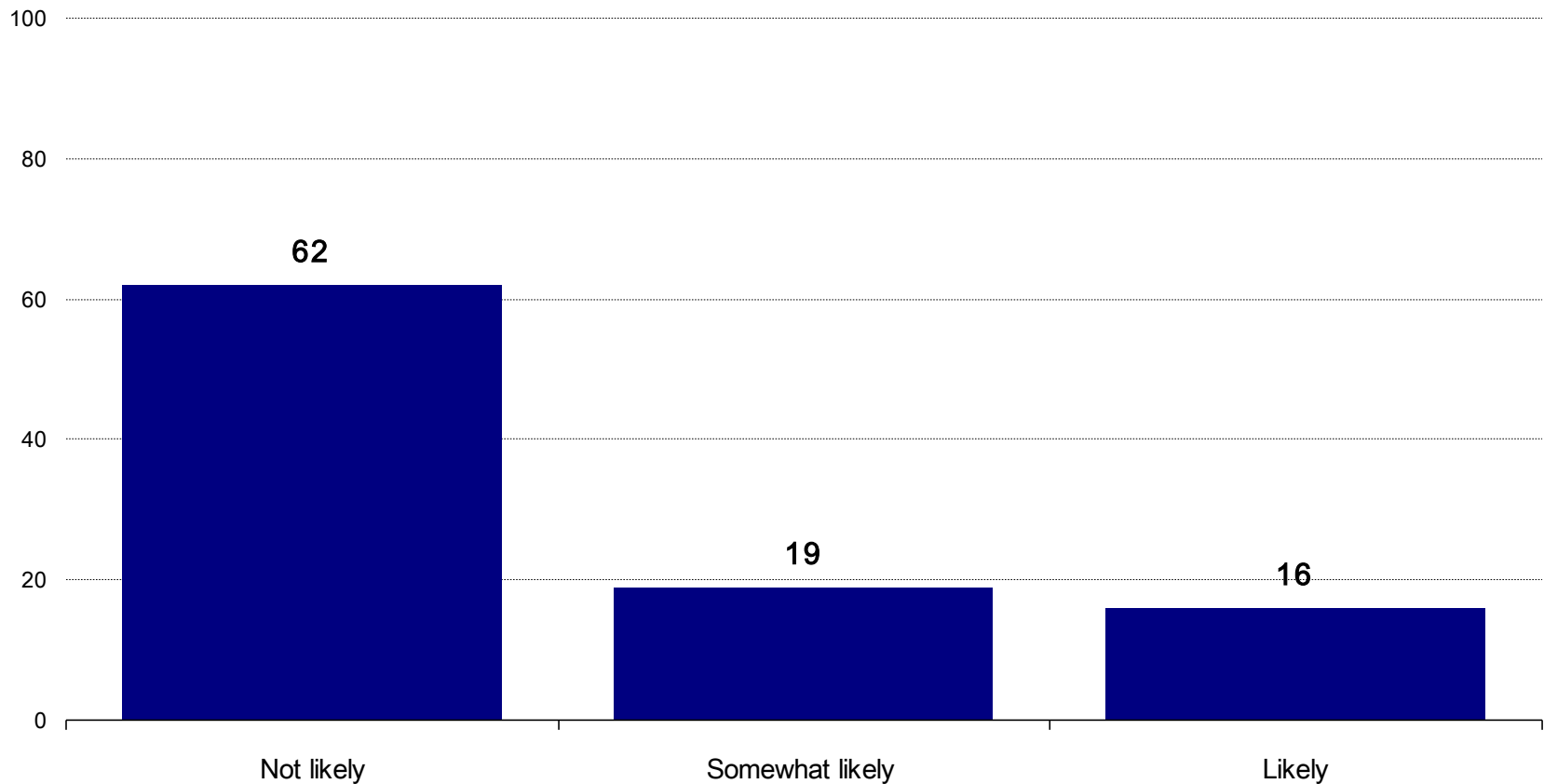
Q: If a federal election were held tomorrow, which party would you vote for?



# Gauging voter behaviour

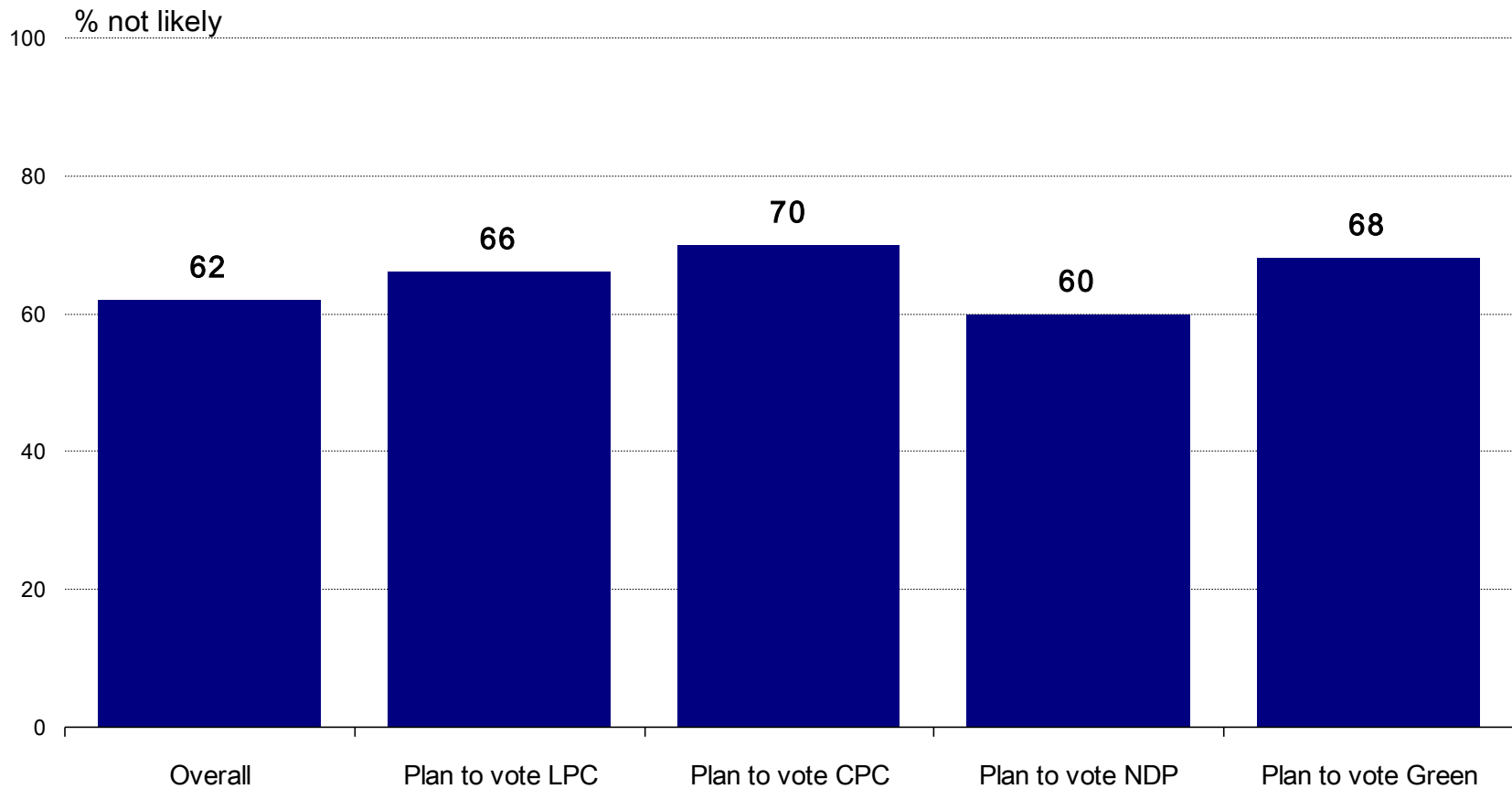
# Likelihood of changing vote

Q: How likely is it that you will change your mind between now and the federal election on January 23?



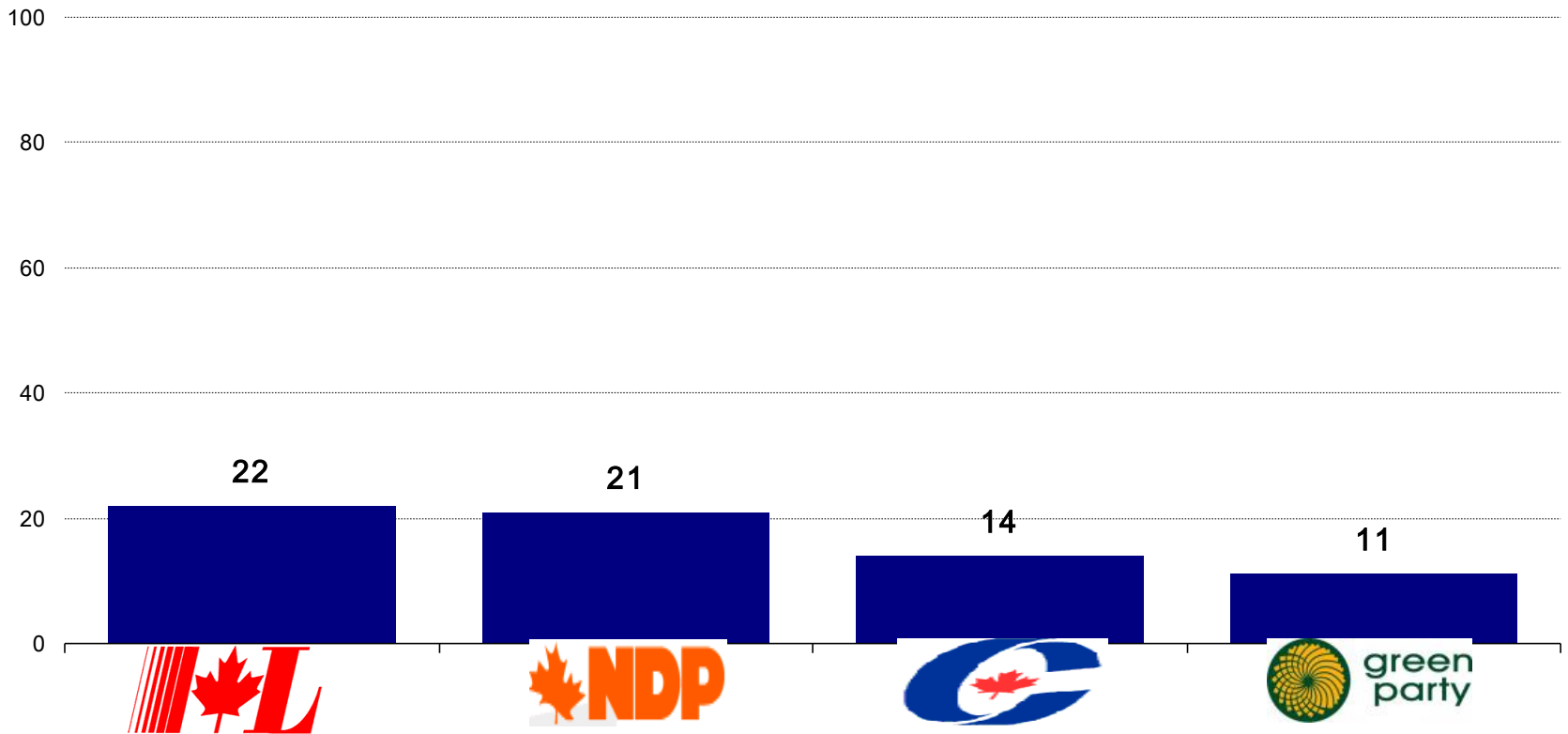
# Likelihood of changing vote by current vote intention

Q: How likely is it that you will change your mind between now and the federal election on January 23?



# Second choice

Q: If you were to change your mind, which party would be your second choice?

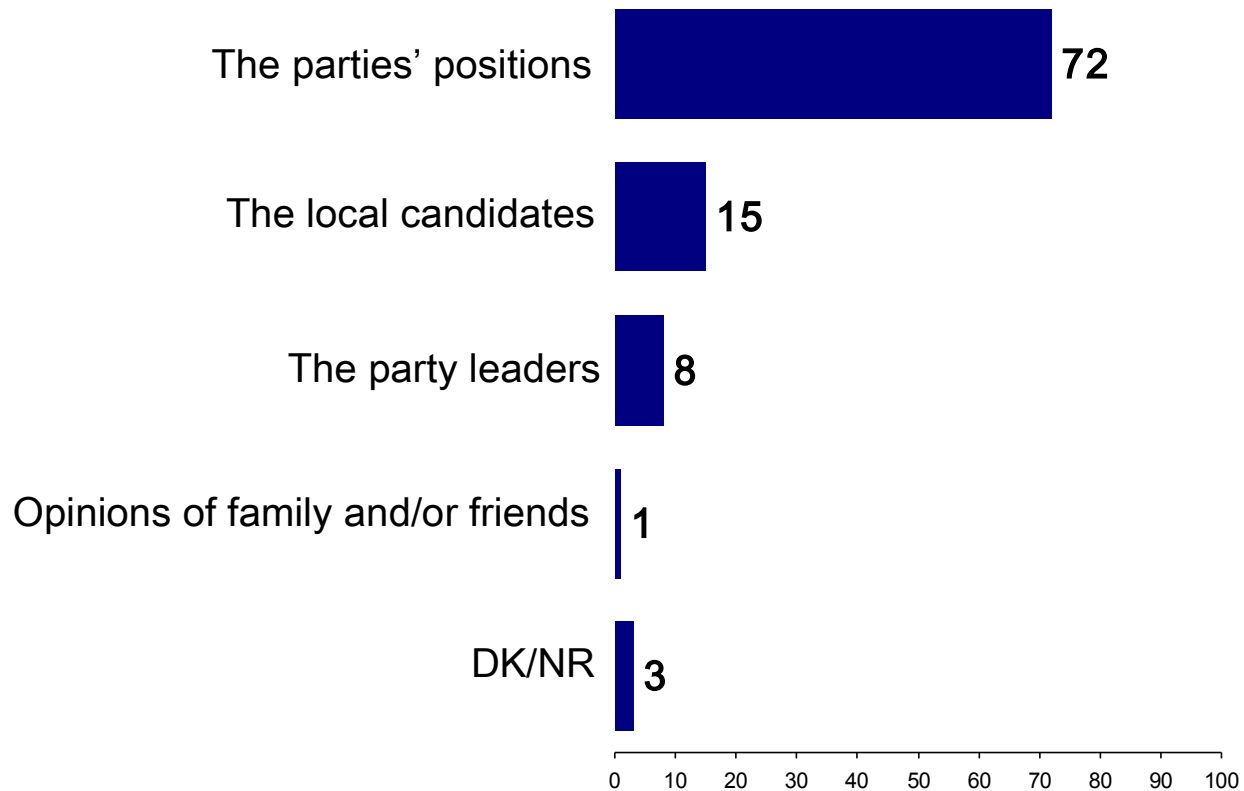


Undecided/declined: 15%  
Would not vote/change mind: 16%



# Reason for possibly changing vote

Q: What would you say is the most important thing that might influence you?





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