BC NDP CURRENTLY POISED TO FORM NEXT PROVINCIAL GOVERNMENT

BC CONSERVATIVES EMERGE AS CONTENDER FOR UPCOMING ELECTION

[Ottawa – February 14, 2013] – Since their narrow victory in 2009, support for the British Columbia Liberals has fallen precariously and is trailing almost 12 points behind the BC NDP who, at 39 per cent, are within striking distance of a majority government. The reasons for this rather dramatic shift in support are unclear, but factors such as the Harmonized Sales Tax, the deficit, service cuts may be at play.

Further strengthening the NDP's lead is the demographic composition of their supporters. Unlike their Ontario counterparts who have been hamstringed by their younger, dispassionate base, BC's NDP party leads handily with Baby Boomers and is fiercely competitive among BC's seniors, groups that consistently vote in record numbers.
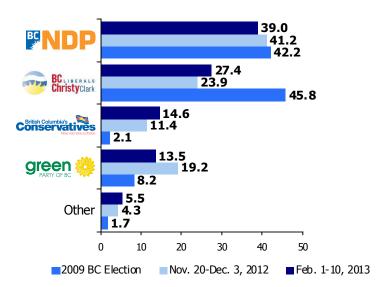
In an another interesting development, the BC Conservative Party has leapt from virtual obscurity in the last election to third place and now controls 15 per cent of the vote. At these numbers, there is a very realistic probability that the party may elect its first representative to the legislature since Victor Stephens' win in the 1978 Oak Bay by-election.

Finally, the BC Green Party stands at a seemingly impressive 14 points. This rise may simply be the result of frustration with the mainstream parties, but merits watching as we have seen a broad based rise in Green Party support throughout the country (in addition to "other" parties). Much of this support, however, is concentrated among the province's younger generations who have a rather low propensity to actually show up and vote. The Green Party's biggest challenge will therefore not be drumming up new support, but rather getting their existing supporters out to the polls on May 14th.

HIGHLIGHTS

- **British Columbia provincial vote intention:**
  - ¤ **39.0% NDP**
  - ¤ **27.4% Liberal**
  - ¤ **14.6% Conservative**
  - ¤ **13.5% Green Party**
  - ¤ **5.5% Other**

Please note that the methodology is provided at the end of this document.

Top Line Results:

British Columbia provincial vote intention

Q. If a provincial election were held tomorrow, which party would you vote for?

BC NDP
- 39.0
- 41.2
- 42.2

BC LIBERALS Christy Clark
- 27.4
- 23.9
- 45.8

British Columbia's Conservatives *Now we have a choice*
- 14.6
- 11.4
- 2.1

green PARTY OF BC
- 13.5
- 19.2
- 8.2

Other
- 5.5
- 4.3
- 1.7

(x-axis: 0, 10, 20, 30, 40, 50)

■ 2009 BC Election   ■ Nov. 20-Dec. 3, 2012   ■ Feb. 1-10, 2013

Note: The data on provincial vote intention are based on decided and leaning voters only.

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Detailed Tables:

Provincial Vote Intention: British Columbia

Q. If a provincial election were held tomorrow, which party would you vote for?
[If undecided] Even if you do not have a firm idea, are you leaning towards a party?
[If yes] As it stands, towards which party are you leaning?

	NDP	BC Liberals Christy Clark	BC Conservative	green PARTY OF BC	Other	Sample Size	Margin of Error (+/-)
OVERALL	**39.0%**	**27.4%**	**14.6%**	**13.5%**	**5.5%**	**576**	**4.1**
GENDER							
Male	33.9%	33.2%	13.0%	14.0%	5.9%	292	5.7
Female	44.9%	21.4%	15.7%	13.2%	4.9%	271	6.0
AGE							
<25	36.7%	20.0%	13.3%	20.0%	10.0%	30	17.9
25-44	32.2%	25.1%	15.8%	18.8%	8.1%	112	9.3
45-64	46.2%	26.5%	13.0%	11.1%	3.3%	208	6.8
65+	37.2%	35.3%	15.6%	8.3%	3.7%	218	6.6
EDUCATION							
High school or less	37.2%	26.4%	16.2%	14.8%	5.4%	156	7.9
College or CEGEP	37.5%	27.2%	16.5%	14.1%	4.7%	196	7.0
University or higher	41.5%	29.0%	11.8%	11.7%	6.1%	213	6.7
COUNTRY OF BIRTH							
Canada	40.1%	28.4%	14.1%	13.7%	3.8%	429	4.7
Other	35.8%	25.2%	16.3%	11.9%	10.7%	140	8.3
FEDERAL VOTE INTENTION							
Conservative Party of Canada	14.6%	44.5%	36.5%	2.2%	2.2%	175	7.4
NDP	84.5%	4.3%	2.7%	7.0%	1.6%	152	8.0
Liberal Party of Canada	27.8%	58.4%	4.1%	7.0%	2.7%	98	9.9
Green Party	25.5%	4.6%	4.0%	64.0%	1.9%	66	12.1
Other	24.9%	0.0%	12.9%	18.9%	43.3%	15	25.3

Methodology:

This study was conducted using Interactive Voice Response (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys. This methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.

The field dates for this survey are February 1-10, 2013. In total, a random sample of 687 British Columbia residents aged 18 and over responded to the survey (including a sub-sample of 576 decided voters). The margin of error associated with the total sample is +/-3.7 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.