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## TIGHTENING BC RACE SEES NDP WITH NARROW BUT SIGNIFICANT LEAD WITH LIKELY VOTERS

[Ottawa – May 13, 2013] – As the British Columbia provincial election draws to a close, we see a considerably narrower race as voters head to the polls. We have created a model of most likely voters and the results are shown below. This model basically removes those who did not vote in the 2009 BC Election, as well as those who did the 2011 federal election, as our research has shown that these individuals tend to continue to not vote. We have also excluded those who could not recall where their polling station is located (for similar reasons).

Based on these adjustments, we see the NDP with a 6-point lead over the Liberals (40.5 to 34.5). The Greens, meanwhile, receive 13.0 per cent, the BC Conservatives are sitting at 9.3 per cent, and “other” are at 2.7 per cent.

### HIGHLIGHTS

- **British Columbia provincial vote intention (“likely voters”)**
  - ▣ **40.5% NDP**
  - ▣ **34.5% Liberal**
  - ▣ **13.0% Green**
  - ▣ **9.3% Conservative**
  - ▣ **2.7% Other**
- **British Columbia provincial vote intention (unadjusted):**
  - ▣ **38.0% NDP**
  - ▣ **33.4% Liberal**
  - ▣ **16.2% Green**
  - ▣ **10.0% Conservative**
  - ▣ **2.3% Other**

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

This group of “Likely Voters” is drawn from a larger sample of all eligible voters. Looking at all eligible voters, the margin is somewhat closer at 4.6 per cent in favour of the NDP.

In looking at whether one actually shows up at the polling station, it is interesting to note that both the NDP (92.4 per cent) and Liberals (90.7 per cent) are very likely to know where their polling station is located (for all other parties, the numbers are in the lows 70s). Also, when we look at ‘enthusiasm’, we see a huge advantage for the NDP. About 70 per cent of all NDP supporters are very enthusiastic about their choice, a number which drops to around 40 per cent for all other parties. This suggests a possible turnout advantage for the NDP.

Finally, the demographics show the Liberals have a very large gender split and have large overrepresentations of males, non-Canadian born, and college educated. NDP representation is more demographically balanced and the Green Party does very well with the university educated.

Given these results, it is very difficult to predict a seat forecast or even whether we will be looking at a majority or minority government on May 14<sup>th</sup>. It does appear, however, that the NDP will win the popular vote and will most likely form government. This result, however, is by no means certain.

In the aftermath, we will provide further analysis of some of the techniques that we applied to this race. These include some methods for eliminating random and mischievous respondents from the sample and testing to optimize the proper number of callbacks. We also collected some external benchmarks of representativeness to gauge the correspondence of the sample to the broader population.



**Top Line Results:**

## British Columbia Vote Intention

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

### BC Vote Intention



### BC Vote Intention: "Likely Voter" Model



### 2009 BC Election Results



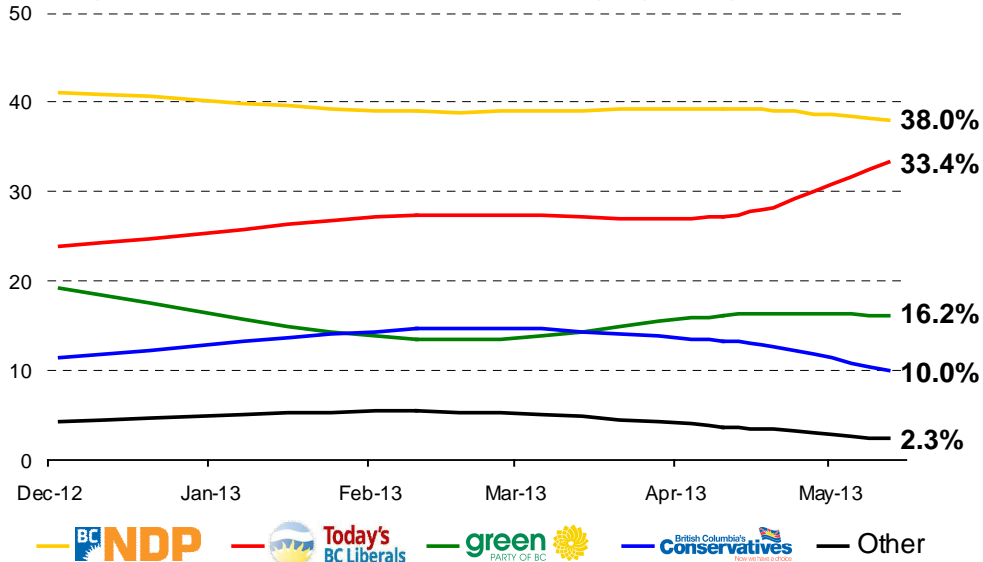
Note: The data on provincial vote intention are based on decided and leaning voters only. Our survey also finds that 9.8% of eligible voters are undecided.

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BASE: British Columbians; May 10-12, 2013 (n=861)

## Tracking BC vote intention

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



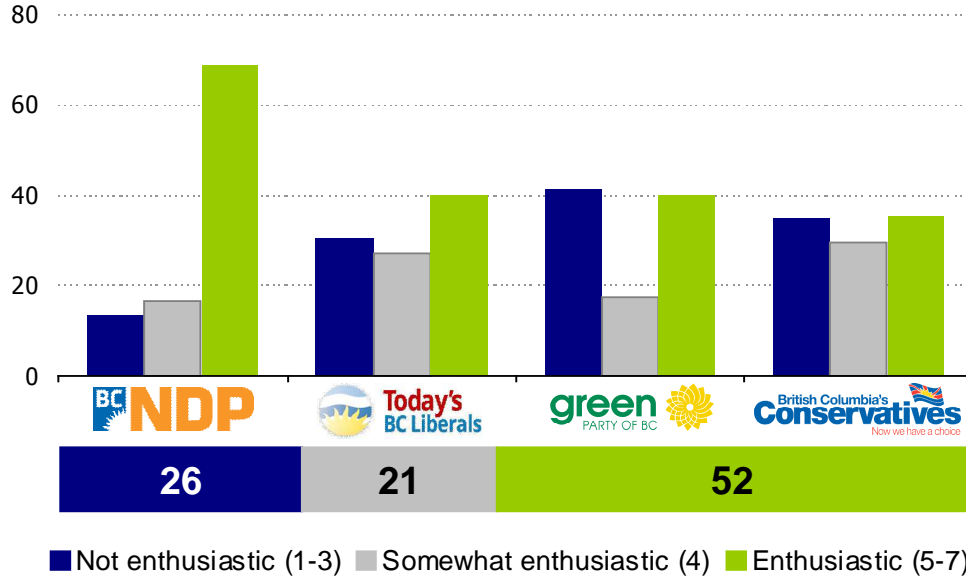
Note: The data on provincial vote intention are based on decided and leaning voters only. Our survey also finds that 9.8% of eligible voters are undecided.

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BASE: British Columbians; most recent data point May 10-12, 2013 (n=861)

## Voter enthusiasm

Q. How enthusiastic are you about your current choice?

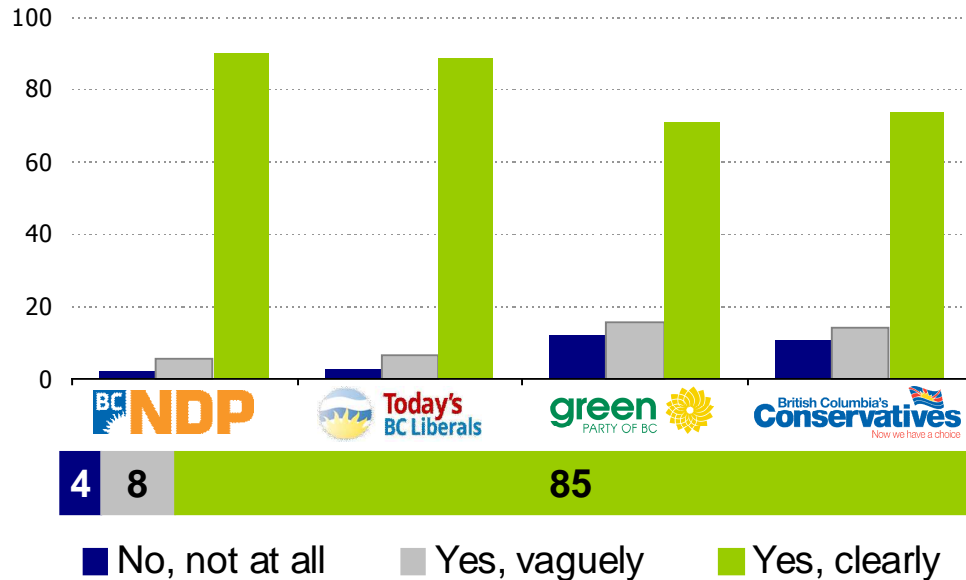


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BASE: British Columbians; May 10-12, 2013 (n=861)

## Location of polling station





Q. Thinking about the upcoming provincial election, do you know where to go to vote?



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BASE: British Columbians; May 10-12, 2013 (n=861)


**Detailed Tables:**

<b>Provincial Vote Intention: British Columbia</b>							
<i>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?</i>							
					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>38.0%</b>	<b>33.4%</b>	<b>16.2%</b>	<b>10.0%</b>	<b>2.3%</b>	<b>780</b>	<b>3.5</b>
<b>GENDER</b>							
Male	36.3%	40.8%	10.5%	9.9%	2.5%	363	5.1
Female	39.6%	26.1%	22.0%	10.0%	2.2%	415	4.8
<b>AGE</b>							
<25	27.4%	32.1%	29.8%	10.7%	0.0%	41	15.3
25-44	41.2%	24.8%	19.5%	11.7%	2.9%	141	8.3
45-64	41.5%	39.1%	9.5%	7.8%	2.1%	308	5.6
65+	32.5%	36.4%	17.1%	10.7%	3.2%	289	5.8
<b>EDUCATION</b>							
High school or less	32.9%	28.1%	13.7%	22.5%	2.8%	197	7.0
College or CEGEP	39.8%	39.4%	12.6%	4.8%	3.3%	254	6.2
University or higher	39.7%	32.1%	20.3%	6.5%	1.4%	327	5.4
<b>COUNTRY OF BIRTH</b>							
Canada	40.4%	31.7%	15.2%	9.6%	3.0%	629	3.9.
Other	29.9%	38.8%	19.6%	11.4%	0.2%	151	8.0
<b>FEDERAL VOTE INTENTION</b>							
Liberal Party	23.1%	53.6%	10.2%	10.9%	2.2%	265	6.0
Conservative Party	6.4%	65.1%	1.9%	24.6%	2.0%	175	7.4
NDP	79.5%	6.8%	11.1%	1.4%	1.2%	215	6.7
Green Party	31.4%	2.5%	61.4%	2.5%	2.2%	92	10.2
Other	0.0%	5.0%	40.0%	12.5%	42.5%	9	32.7



### **Voter Enthusiasm**

*Q. How enthusiastic are you about your current choice?*

	Not enthusiastic (1-3)	Somewhat enthusiastic (4)	Enthusiastic (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>26.3%</b>	<b>21.2%</b>	<b>51.8%</b>	<b>0.7%</b>	<b>784</b>	<b>3.5</b>
<b>GENDER</b>						
Male	25.4%	17.9%	55.9%	0.7%	364	5.1
Female	27.2%	24.4%	47.8%	0.6%	417	4.8
<b>AGE</b>						
<25	32.4%	16.3%	50.7%	0.6%	41	15.3
25-44	27.4%	15.8%	56.8%	0.0%	141	8.3
45-64	24.8%	23.5%	50.5%	1.3%	308	5.6
65+	24.2%	27.1%	48.1%	0.5%	292	5.7
<b>EDUCATION</b>						
High school or less	23.6%	25.0%	50.4%	1.0%	198	7.0
College or CEGEP	21.3%	24.1%	53.2%	1.4%	254	6.2
University or higher	31.2%	16.9%	51.9%	0.0%	328	5.4
<b>COUNTRY OF BIRTH</b>						
Canada	23.5%	21.1%	55.1%	0.3%	633	3.9
Other	35.7%	21.5%	40.9%	1.8%	151	8.0
<b>BC VOTE INTENTION</b>						
BC NDP	13.5%	16.4%	70.0%	0.2%	299	5.7
BC Liberal Party	30.2%	27.1%	40.9%	1.8%	299	5.7
BC Green Party	41.3%	17.6%	41.1%	0.0%	101	9.8
BC Conservative Party	34.6%	29.5%	35.8%	0.0%	58	12.9
Other	33.6%	7.9%	58.5%	0.0%	23	20.4



**Knowledge of Polling Station**

*Q. Thinking about the upcoming provincial election, do you know where to go to vote?*

	Yes, clearly	Yes, vaguely	No, not at all	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>84.7%</b>	<b>7.9%</b>	<b>4.3%</b>	<b>3.1%</b>	<b>847</b>	<b>3.4</b>
<b>GENDER</b>						
Male	84.5%	9.9%	5.3%	0.3%	379	5.0
Female	89.8%	6.5%	3.7%	0.0%	439	4.7
<b>AGE</b>						
<25	70.6%	13.2%	15.6%	0.6%	43	14.9
25-44	83.1%	14.4%	2.2%	0.3%	152	8.0
45-64	93.6%	4.3%	2.2%	0.0%	320	5.5
65+	90.4%	2.8%	6.8%	0.0%	304	5.6
<b>EDUCATION</b>						
High school or less	80.8%	11.2%	7.5%	0.5%	212	6.7
College or CEGEP	89.8%	6.0%	4.2%	0.0%	266	6.0
University or higher	88.9%	8.0%	2.9%	0.1%	339	5.3
<b>COUNTRY OF BIRTH</b>						
Canada	87.9%	7.4%	4.5%	0.2%	660	3.8
Other	85.5%	10.3%	4.1%	0.0%	162	7.7
<b>BC VOTE INTENTION</b>						
BC NDP	92.4%	5.7%	1.9%	0.0%	299	5.7
BC Liberal Party	90.7%	6.7%	2.6%	0.0%	299	5.7
BC Green Party	72.3%	15.6%	12.2%	0.0%	101	9.8
BC Conservative Party	75.1%	14.3%	10.6%	0.0%	58	12.9
Other	100.0%	0.0%	0.0%	0.0%	23	20.4



## 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 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 May 10-12, 2013. In total, a random sample of 861 British Columbia residents aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-3.3 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 and region). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of Canada according to Census data.