



FOR IMMEDIATE RELEASE

From: Mustel Group Market Research

Date: April 14, 2009

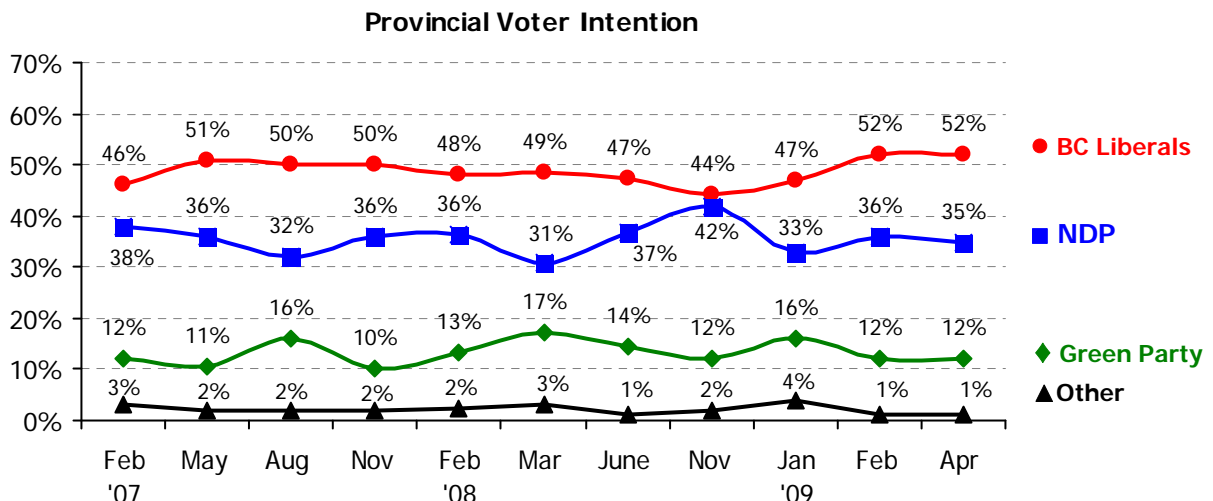
BC Liberals Hold Strong Lead

The BC Liberals have a 17 percentage point lead over the NDP according to the most recent Mustel Group poll taken among a random telephone sample of eligible BC voters April 1st to 7th, 2009.

If an election were held tomorrow, the BC Liberals would have the support of 52% of decided voters, the NDP would receive 35% of the vote, and the Green Party 12%. These results are essentially identical to those obtained in Mustel Group's last measure in February.

The BC Liberals have the support of both men and women (54% of men and 51% of women in comparison to 33% and 37% respectively voting for the NDP.)

Geographically, the BC Liberals have the lead in both Metro Vancouver (53% BC Liberal versus 35% NDP) as well as the rest of the Province (51% BC Liberal, 36% NDP).



Strength of Support

The two leading parties fare almost equally as well in terms of firmness of their support.

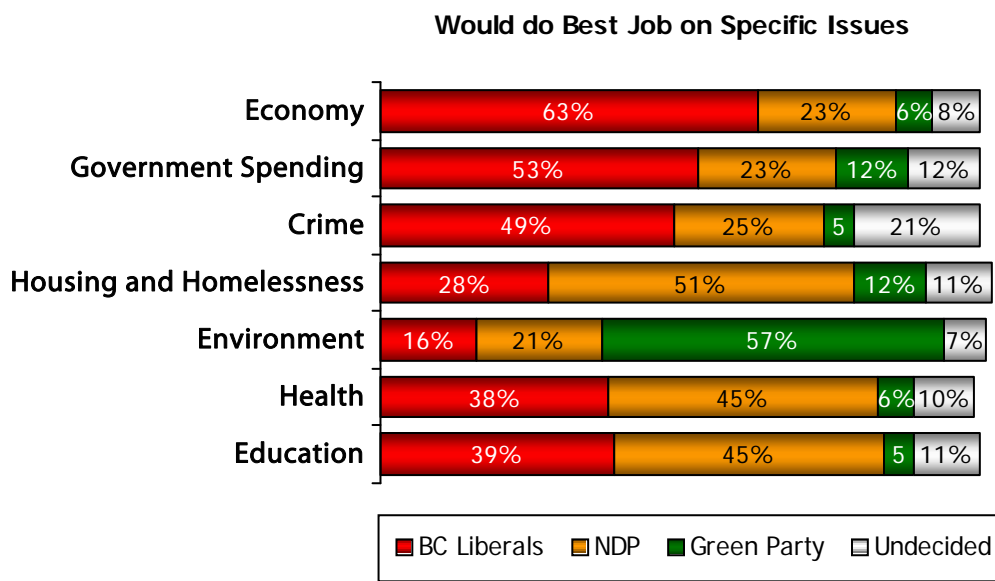
- A total of 78% of BC Liberal voters describe their support as Very (24%) or Somewhat (54%) strong;
- 82% of NDP supporters describe their support as Very (21%) or Somewhat (61%) strong.
- 80% of Green supporters are firm in their support.

Reasons for Party Support

When probed for reasons for their party choice, BC Liberal voters primarily are drawn by the party's economic policies and by their past performance ("have been doing a good job"). NDP supporters are attracted by the party's social, health and education policies, and general support for the "working class".

Who would do Best Job on Specific Issues

Regardless of how they may vote, the BC Liberals are viewed as being the best party for managing the economy, dealing with crime, and handling government spending. The NDP tend to be viewed as the best for dealing with housing and the homelessness issue, and have a slight edge over the Liberals on health and education issues. The Green Party has a strong lead over both the Liberals and NDP for dealing with environmental issues.



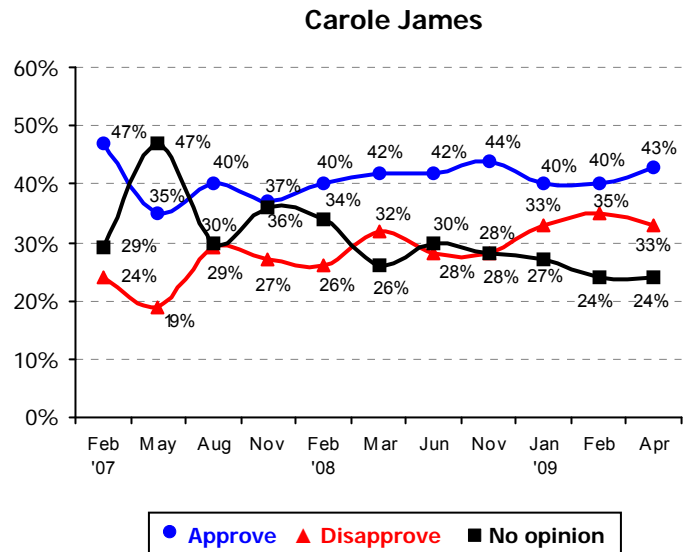
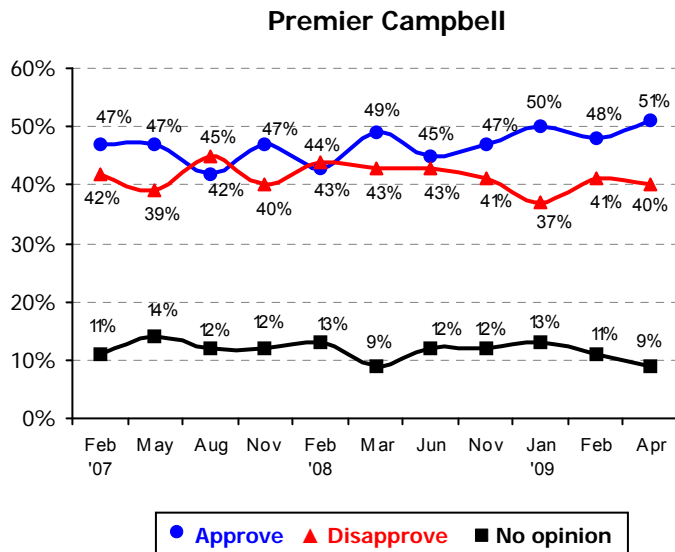
Top Issue of Concern

Concern about the economy has been replaced to some extent by increasing concern about crime.

Top Issue of Concern								
	<u>Economy</u> %	<u>Crime</u> %	<u>Health</u> %	<u>Enviro</u> %	<u>Gov't</u> %	<u>Social</u> %	<u>Education</u> %	<u>Fuel Cost</u> %
April '09	39	12	10	7	6	5	4	<1
Feb '09	50	3	11	6	5	6	3	<1
Jan '09	42	3	7	9	4	8	4	1
Nov '08	40	4	12	12	<1	9	2	1
June '08	12	4	13	11	4	10	3	17
Mar '08	11	6	19	12	5	16	2	4
Feb '08	9	7	17	13	3	18	4	1
Nov '07	9	13	19	9	7	11	4	1
Aug '07	7	5	20	17	5	10	2	0
May '07	6	6	24	14	6	10	4	4
Feb '07	7	4	26	22	5	8	4	0

Approval Ratings

Approval ratings of both party leaders have strengthened directionally since February. A total of 51% approve of Premier Campbell's performance (up from 48% in February) in contrast to 40% disapproving (9% undecided). A total of 43% approve of the performance of Carole James (up from 40%), 33% disapprove and the remaining 24% are undecided.



Mustel Group is a Vancouver-based market research firm with a 29 year history and enviable record of accuracy for political polling. Mustel Group most accurately predicted the outcome of the 2005 Provincial Election.

For historical data, please refer to www.mustelgroup.com under "Polls/Articles".

For our 'Proven Record of Accuracy' go to our website at: www.mustelgroup.com/accuracy.php

For further information, please contact: Evi Mustel: 604-742-2240

Survey conducted: April 1st to 7th, 2009

Methodology: Random sample of 483 eligible BC voters

Margin of error: ±4.5% at the 95% confidence level; Undecided: 21%

Sponsored by: Mustel Group Market Research