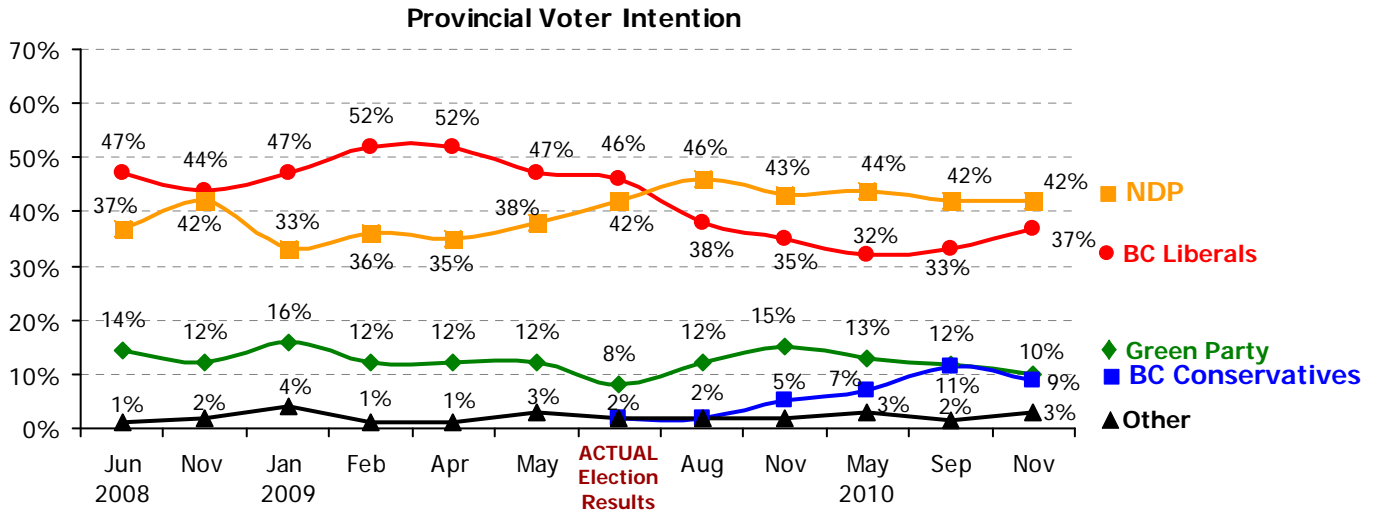




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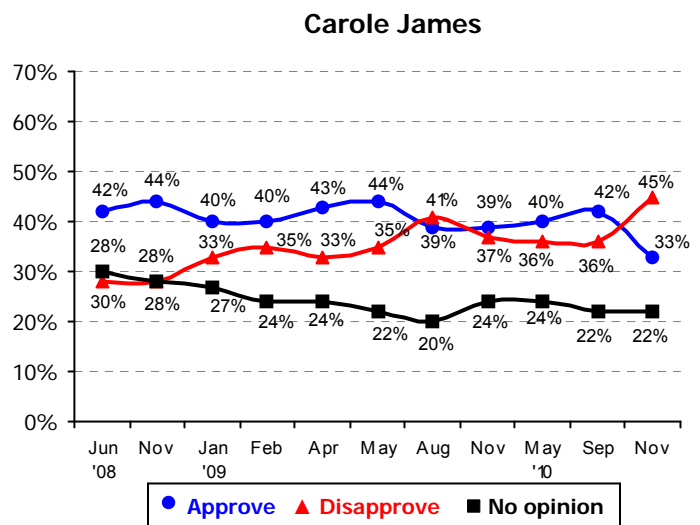
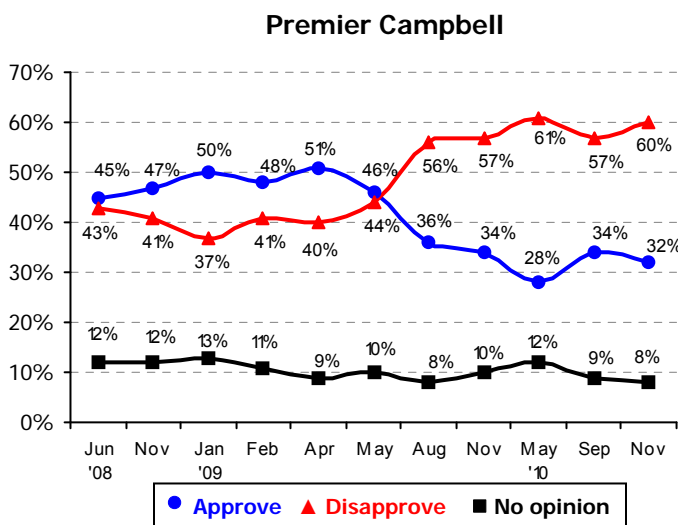
## Five Percentage Point Gap Between NDP and BC Liberals

A survey taken by Mustel Group November 4<sup>th</sup> to 15<sup>th</sup> (after the Premier's announcement) shows that 42% of BC voters would support the NDP and 37% would vote for the BC Liberals if an election were held tomorrow. A measure taken in September of this year showed a 9 percentage point gap.



In terms of approval ratings, Premier Campbell's performance is approved by 32%, similar to the 34% rating reported by Mustel Group in September.

Approval ratings for Carol James have deteriorated since September. A total 33% approve (down from 42% in September) and 45% disapprove (up from 36%).



**Survey conducted:** November 4-15, 2010  
**Methodology:** Random telephone sample of 502 BC adults, 18 years plus  
**Margin of error:** ±4.4% at the 95% confidence level; Undecided: 16%  
**Sponsored by:** Mustel Group Market Research  
**Contact:** Evi Mustel: 604-742-2240