

LIBERALS TRAIL NDP BY SEVEN, BUT ADRIAN DIX TRAILS HIS PARTY BY 14: CHRISTY CLARK TOP PICK FOR PREMIER. WANT TO FIND OUT HOW YOUR NEIGHBOUR IS VOTING? CHECK THEIR DRIVEWAY

- The BC NDP maintain a seven-point lead on the BC Liberals with four days to go before voters head to the polls. **(VOTING INTENTION: NDP 41.1%, LIB 34.6%)**
- Voting intention looks to be hardening among Liberals and New Democrats, but Green Party and Conservative Party supporters are less sure. Only two thirds of this group say they're unlikely to change their mind between now and election day.
- It's not all good news for the New Democrats. Despite his party's commanding lead, Adrian Dix trails Christy Clark on the question of who the best choice to be Premier is. **(BEST CHOICE: Christy Clark 31.8%, Adrian Dix 27.6%)**
- In other findings, it looks like it's time to shelve the "Latte Liberal" stereotype. BC Liberal supporters are no more likely to favour Starbucks over Tim Horton's than their NDP counterparts.
- If you're still set on making snap judgments about who's a Liberal and who's a New Democrat, you could do worse than stereotyping on car type. Drivers of SUVs and Crossovers are significantly more likely to mark an X next to the Liberal candidate, while drivers of compacts and trucks are equally enthusiastic about the NDP.

NDP 41.1%



34.6%



13.6%







7.5%

OTH

3.3%





Survey of 804 BC adult residents selected randomly from Hill+Knowlton's BC Perspectives Panel. Results from panelists have been statistically weighted to reflect the composition of the British Columbia population as of the most recent Census. Rounding may result in columns not adding up to 100%.

Q. British Columbia is currently undergoing a provincial election. If the provincial election were held today, which party would you vote for?

	North	Metro Van.	Interior	Van. Island	Total
 BC NDP	29.6%	48.2%	39.2%	35.0%	41.1%
 BC Liberals	38.0%	33.1%	31.1%	30.9%	34.6%
 green	8.5%	10.4%	12.8%	23.9%	13.6%
 British Columbia's Conservatives	2.8%	5.8%	12.8%	7.0%	7.5%
Other	7.0%	2.5%	4.1%	3.3%	3.3%





Respondents who are ineligible, not voting, and who would prefer not to say removed from totals.

Q. How likely is your voting preference to change between now and election day? (By voting intention)





	LIKELY	NEUTRAL	UNLIKELY	DON'T KNOW
	1.4%	10.7%	85.6%	1.2%
	2.7%	10.3%	85.6%	1.5%
	10.0%	21.5%	63.8%	3.8%
	6.3%	10.9%	64.1%	12.5%
Other	19.2%	11.5%	61.5%	7.7%

Respondents who are ineligible, not voting, and who would prefer not to say removed from totals.





Q. Regardless of which party you intend to vote for, which of the provincial party leaders do you believe to be the best choice for Premier?

	North	Metro Van.	Interior	Van. Island	Total
 Christy CLARK	44.3%	29.2%	32.6%	28.6%	31.8%
 Adrian DIX	22.9%	29.2%	27.9%	27.9%	27.6%
 Jane STERK	5.7%	10.1%	11.0%	14.5%	10.5%
 John CUMMINS	2.9%	5.5%	7.0%	6.2%	6.1%
OTHER	1.4%	1.6%	1.2%	0.7%	1.4%
UNSURE	22.9%	19.7%	14.5%	18.7%	17.6%
WON'T SAY	1.4%	4.1%	5.8%	4.0%	4.4%





Q. If choosing between Starbucks and Tim Horton's coffee, which coffee chain do you prefer? (By voting intention)

	Tim Hortons	Starbucks	Don't Drink Coffee
	52.8%	31.9%	15.3%
	56.2%	33.9%	9.9%
	52.0%	37.3%	10.8%
	49.1%	45.3%	5.7%

CROSSTAB. Choice for Premier by voting intention. (Q. Which of the party leaders do you believe to be the best choice for Premier?)

	Clark	Dix	Sterk	Cummins	Other	Unsure	Won't Say
	4.1%	69.5%	8.7%	2.0%	0.3%	13.7%	1.7%
	77.8%	1.5%	1.9%	5.7%	1.5%	10.3%	1.1%
	9.9%	10.7%	46.6%	3.1%	0.8%	28.2%	0.8%
	26.6%	1.6%	1.6%	40.6%	0.0%	26.6%	3.1%
Other	23.1%	23.1%	19.2%	0.0%	15.4%	11.5%	7.7%

CROSSTAB. Voting intention by vehicle type.
(Q. What is the vehicle type of the most recent
automobile you have purchased or leased?)

	 BC NDP	 BC Liberals	 green	 British Columbia's Conservatives
SEDAN	40.0%	34.1%	14.7%	7.6%
COMPACT	48.7%	25.6%	19.2%	5.8%
SUV/CROSSOVER	31.2%	45.0%	11.9%	7.9%
TRUCK	43.7%	25.2%	12.6%	10.7%
OTHER	35.6%	34.2%	15.1%	15.1%
NONE	53.5%	18.1%	22.8%	3.1%