

JUSTASON MARKET INTELLIGENCE INC.

Survey of B.C. Citizens

26 Feb 2019 to 13 Mar 2019 / Landline and Mobile / n=666 decided voters

"If a provincial election were held today, which party's candidate would you support?"

	Total	GENDER		AGE			REGION					SUB-REGION	
		Female	Male	18 to 34	35 to 54	55 and older	Metro Van. + Sea to Sky	Southern Interior + Fraser Valley	Capital Region	Rest of Van. Island / Mainland Coast	North	City of Van.	Other Metro Van. + Sea to Sky
BC Liberal	31%	27%	36%	22%	31%	37%	35%	32%	21%	13%	36%	26%	39%
BC NDP	30%	33%	26%	33%	26%	31%	33%	14%	29%	41%	41%	44%	29%
BC Conservative	19%	19%	20%	13%	23%	21%	15%	33%	16%	18%	18%	6%	18%
BC Green	16%	18%	15%	26%	18%	9%	14%	17%	34%	25%	2%	20%	12%
Another party or independent	3%	3%	3%	5%	3%	3%	3%	4%	0%	2%	3%	4%	3%

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26 Feb 2019 to 13 Mar 2019 / Landline and Mobile / n=812 total

"Thinking now about life in your BC community, what worries or affects you, personally, the most?"

	Total	GENDER		AGE			REGION					SUB-REGION		DECIDED VOTERS				
		Female	Male	18 to 34	35 to 54	55 and older	Metro Van + Sea-to-Sky	Southern Interior + Fraser Valley	Capital Region	Rest of Van Island + Mainland Coast	North	City of Van	Other Metro Van + Sea to Sky	BC NDP	BC Liberal	BC Green	BC Cons	Other
Cost of housing	24%	22%	26%	35%	25%	16%	33%	12%	16%	18%	5%	38%	32%	32%	17%	34%	17%	25%
Good paying jobs	14%	12%	16%	23%	15%	6%	13%	14%	18%	7%	24%	27%	7%	8%	19%	8%	19%	4%
Healthcare	11%	13%	10%	2%	7%	21%	10%	13%	11%	12%	16%	6%	12%	11%	17%	1%	13%	0%
Safety and crime	11%	12%	10%	7%	12%	13%	13%	10%	6%	8%	6%	6%	16%	7%	15%	3%	16%	5%
Climate change	11%	12%	9%	14%	8%	10%	4%	14%	22%	25%	15%	5%	4%	15%	3%	35%	2%	0%
Local transportation and transit	8%	7%	8%	5%	10%	8%	9%	6%	7%	8%	2%	2%	11%	8%	11%	5%	7%	12%
Homelessness	4%	5%	3%	5%	1%	6%	3%	5%	9%	9%	0%	3%	2%	4%	4%	5%	4%	5%
Mental health and addiction	4%	6%	2%	3%	5%	4%	4%	4%	1%	2%	9%	3%	5%	8%	2%	3%	1%	0%
Immigration	4%	3%	4%	0%	7%	3%	3%	5%	2%	6%	3%	3%	3%	1%	5%	1%	11%	1%
Something else	10%	8%	13%	7%	10%	12%	7%	18%	7%	6%	19%	7%	7%	6%	8%	5%	13%	48%

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"Regardless of how you plan to vote, which provincial party would do the best job handling the issue you just identified?"

	Total	GENDER		AGE			REGION					SUB-REGION		DECIDED VOTERS					WORRIES				
		Female	Male	18 to 34	35 to 54	55 and older	Metro Van. + Sea to Sky	Southern Interior + Fraser Valley	Capital Region	Rest of Van Island + Mainland Coast	North	City of Van.	Other Metro Van + Sea to Sky	BC NDP	BC Liberal	BC Green	BC Cons	Other	Cost of housing	Safety and crime	Good paying jobs	Climate change	Healthcare
BC NDP	29%	27%	30%	33%	26%	28%	31%	18%	26%	34%	38%	37%	28%	83%	12%	9%	6%	5%	42%	20%	28%	19%	27%
BC Liberal	24%	21%	28%	18%	25%	28%	27%	21%	18%	17%	24%	19%	31%	3%	74%	13%	8%	1%	18%	40%	31%	10%	33%
BC Conservative	15%	13%	17%	9%	17%	16%	11%	25%	9%	17%	12%	8%	12%	0%	3%	6%	70%	28%	9%	17%	16%	1%	16%
BC Green	12%	13%	12%	18%	13%	8%	8%	17%	23%	15%	19%	11%	6%	8%	2%	63%	0%	0%	8%	1%	6%	63%	0%
Another candidate	2%	3%	2%	4%	1%	2%	2%	2%	1%	7%	2%	1%	2%	2%	1%	0%	0%	50%	2%	2%	0%	0%	0%
Not sure	18%	24%	12%	18%	19%	18%	21%	16%	24%	10%	6%	24%	20%	4%	9%	9%	16%	15%	21%	19%	19%	7%	24%

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Actual and Weighted Sample Profiles

	Weighting Percents		Weighting Counts	
	Actual	Weighted	Actual	Weighted
Gender				
Female	50%	51%	408	416
Male	49%	48%	397	392
Non-binary	1%	1%	7	4
Age				
18 to 34 years	9%	27%	75	218
35 to 54 years	23%	34%	186	274
55 years and older	68%	39%	551	320
Region				
Metro Van + Sea to Sky	43%	54%	353	439
Southern Interior + Fraser Valley	25%	21%	199	172
Capital Region	13%	8%	108	68
Rest of Van Island / Mainland Coast	13%	10%	104	78
Northern BC	6%	7%	48	54
Area				
Urban	71%	86%	577	698
Rural	29%	14%	235	114

Minimum and maximum category weights

Min: 0.4837

Max: 2.9802

Minimum and maximum cell weights

Min: 0.0869

Max: 4.8560

Completes by phone type

Landline: 510 / 63%

Mobile: 302 / 37%