

PROVINCIAL POLITICAL SCENE

With HST in Effect, BC Liberals Remain Target of People's Anger

The BC Liberals continue to lose support, as most people are willing to recall Liberal MLAs in their own ridings.

[VANCOUVER – Jul. 13, 2010] – The governing BC Liberals and British Columbia's premier are increasingly unpopular as their proposed Harmonized Sales Tax (HST) has come into effect, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative provincial sample of 801 British Columbian adults, 76 per cent of respondents disagree with the implementation of the HST. Three-in-four respondents (75%) would vote in favour of abolishing the HST if a referendum takes place next year.

Although the tax is already in force in BC, these results have not changed since the previous [Angus Reid Public Opinion poll](#) on this matter was conducted in June, before the HST was implemented.

Three-in-ten British Columbians (30%) claim that the HST will severely affect their household's finances, and an additional 43 per cent say they will be at least moderately impacted with the new tax. Only four per cent of respondents believe the HST will have no impact on their household.

British Columbians say the HST will limit their budgets in many ways. Seven-in-ten (70%) say they will dine out less often as a result of the HST; 62 per cent will go to concerts or sporting events less often; 60

KEY FINDINGS

- **Voting Intention: BC NDP 46%, BC Lib 23%, Green 14%, BC Conservative 8%**
- **75% would vote to eliminate the HST in referendum**
- **67% of respondents who live in Liberal-held ridings would recall their MLAs**

Full topline results are at the end of this release.

From July 6 to July 8, 2010, Angus Reid Public Opinion conducted an online survey among 801 randomly selected British Columbia adults who are Angus Reid Forum panellists. The margin of error—which measures sampling variability—is +/- 3.5%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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per cent say they will go to the movies or the theatre less; 55 per cent will buy fewer newspapers or magazines; and half (49%) will pay fewer visits to the dry cleaner.

Voting Intention and Main Issue

The New Democratic Party (NDP) remains well ahead in the provincial political scene, with 46 per cent of respondents saying they will vote for this party in the next provincial election (unchanged since June). The BC Liberals are down three points to 23 per cent, followed by the Greens with 14 per cent (=) and the BC Conservatives with eight per cent (=).

Echoing Premier Gordon Campbell's growing unpopularity, British Columbians identify the economy (24%), health care (15%), and leadership (14%) as the province's main challenges.

Leadership

Over the course of the past three months, only one per cent of BC respondents say their opinion of Premier Campbell has improved, whereas 72 per cent say it has worsened. This puts his momentum score at -71. NDP Leader Carole James fares better at -8. Green Party Leader Jane Sterk sits at -3—but three-in-ten respondents (30%) have no opinion of her.

Recall of MLAs

Some activists have called on voters to sign recall petitions against BC Liberal lawmakers to protest the HST. In all, 67 per cent of respondents who live in provincial ridings currently held by the BC Liberals say they would sign such a petition—a five-point increase since June.

This year's editions of the BC Political Scene can be accessed here:

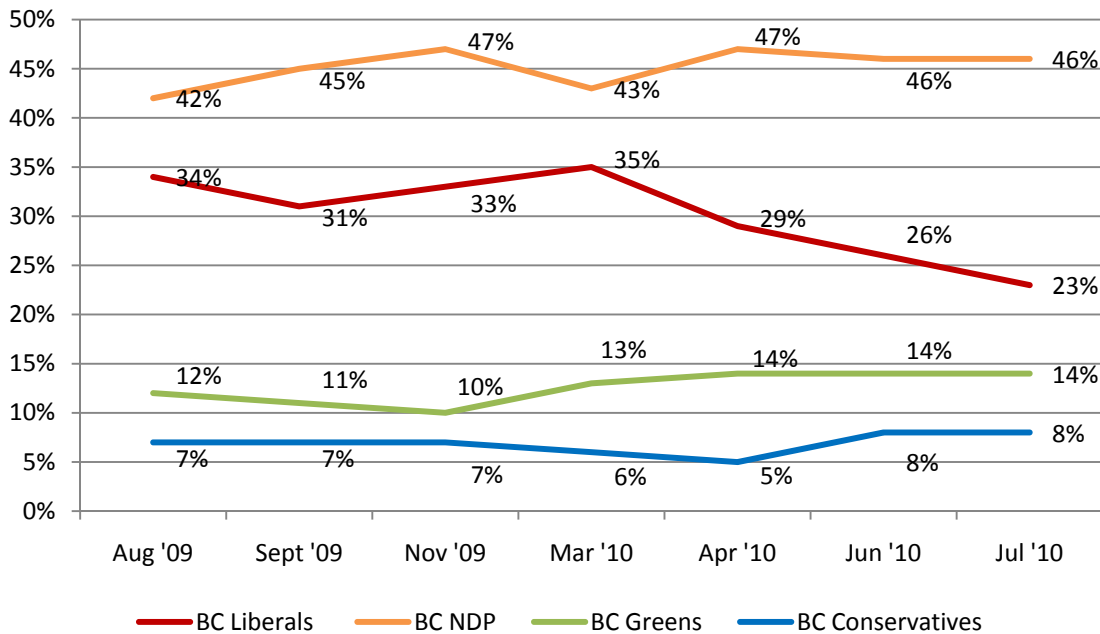
[March 2010](#) / [April 2010](#) / [June 2010](#)

For all our BC polls and more, go to our [website](#) / Follow us on [Twitter](#)

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If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*



BC Political Scene

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	British Columbia	GVRD	Vancouver Island	Interior	North	May 2009 Election
BC NDP	46%	41%	67%	43%	36%	42%
BC Liberals	23%	28%	9%	21%	26%	46%
BC Greens	14%	16%	12%	13%	13%	8%
BC Conservatives	8%	7%	5%	11%	12%	2%

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BC Political Scene

If a provincial election were held tomorrow in British Columbia, which one of the following parties would you be most likely to support in your constituency? – *Decided voters including leaners*

	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
BC NDP	43%	48%	49%	42%	48%	52%	48%	28%
BC Liberals	26%	20%	22%	25%	22%	11%	26%	43%
BC Greens	9%	19%	17%	15%	12%	16%	12%	14%
BC Conservatives	9%	7%	7%	8%	9%	7%	10%	6%

BC Political Scene

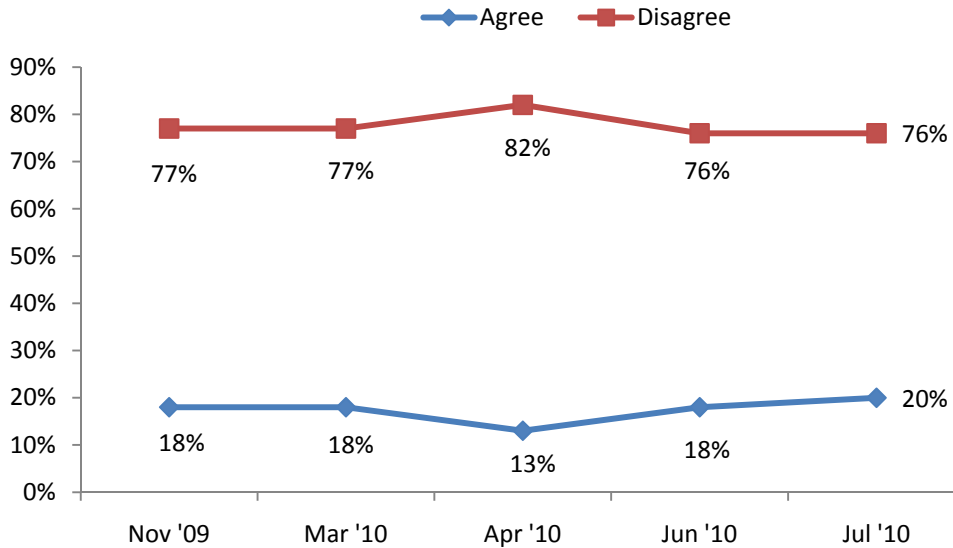
Over the course of the past three months, would you say your opinion of each of the following people has improved, stayed the same, or worsened- Premier and BC Liberal leader Gordon Campbell has improved, stayed the same or worsened?

Total BC			
	Premier and BC Liberal leader Gordon Campbell	BC NDP leader Carole James	BC Green Party Leader Jane Sterk
Improved	1%	10%	3%
Stayed the same	22%	64%	62%
Worsened	72%	18%	6%
Not sure	5%	8%	28%

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Do you agree or disagree with the implementation of a harmonized sales tax (HST) in BC?



BC Political Scene

What effect do you expect the HST will have on the finances of your household?

	British Columbia	GVRD	Vancouver Island	Interior	North
The HST will severely affect the finances of my household	30%	30%	34%	24%	40%
The HST will moderately affect the finances of my household	43%	43%	42%	43%	44%
The HST will slightly affect the finances of my household	23%	23%	22%	29%	13%
The HST will not affect the finances of my household at all	4%	4%	2%	3%	3%

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BC Political Scene

What effect do you expect the HST will have on the finances of your household?

	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
The HST will severely affect the finances of my household	24%	36%	24%	32%	32%	38%	29%	16%
The HST will moderately affect the finances of my household	45%	41%	47%	39%	44%	43%	44%	42%
The HST will slightly affect the finances of my household	26%	21%	23%	26%	20%	15%	24%	35%
The HST will not affect the finances of my household at all	6%	2%	6%	3%	3%	4%	3%	6%

BC Political Scene

Will you be partaking in these activities less often, just as often, or more often than before the HST came into force?

Total BC					
	Dining out	Movies / Theatre	Concerts / Sporting events	Magazines / Newspapers	Dry cleaning
Less often than before	70%	60%	62%	55%	49%
Just as often as before	29%	36%	35%	43%	42%
More often than before	0%	0%	0%	0%	0%
Not sure	2%	3%	3%	2%	9%

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BC Political Scene

As you may know, there is a petition drive underway to collect signatures for a BC-wide referendum on the HST. In the last few days, the petition organizers have reached the required number of signatures to hold a referendum. If the signatures are validated, there will be a referendum to abolish the HST, probably in September of 2011 – which is more than a year after the HST being implemented. If that referendum occurs, how would you vote?

	British Columbia	GVRD	Vancouver Island	Interior	North
Yes – Abolish the HST	75%	74%	80%	70%	86%
No – Keep the HST	17%	19%	15%	19%	5%
Undecided / Would not vote	8%	7%	5%	11%	9%

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	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+
Yes – Abolish the HST	71%	79%	72%	74%	78%	81%	74%	63%
No – Keep the HST	22%	13%	19%	15%	18%	14%	17%	26%
Undecided / Would not vote	8%	8%	9%	11%	3%	5%	9%	11%

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MLA Recall (BC Liberal-held Ridings ONLY)

In British Columbia, the Recall and Initiative Act allows a registered voter to petition to remove a Member of the Legislative Assembly (MLA) from office. For an MLA to be recalled, the petition must be signed by more than 40 per cent of the voters who were, on the date of the last election of the Member, registered voters for the Member's electoral district. If the recall is successful, the seat is declared vacant and a by-election must take place in the electoral district. Some of the anti-HST activists have talked about organizing recall petitions against MLAs who voted for the HST. If there was a recall petition against your own MLA, would you sign it?

	British Columbia	GVRD	Vancouver Island	Interior	North
Definitely would sign it	49%	44%	51%	50%	73%
Probably would sign it	18%	20%	7%	20%	3%
Probably would not sign it	8%	8%	10%	8%	11%
Definitely would not sign it	16%	17%	31%	13%	9%
Not sure	9%	11%	2%	9%	3%

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Voted for this party in the 2009 Provincial Election

	British Columbia	BC Liberal	BC NDP	BC Green
Definitely would sign it	49%	35%	72%	53%
Probably would sign it	18%	19%	15%	29%
Probably would not sign it	8%	12%	3%	6%
Definitely would not sign it	16%	28%	7%	7%
Not sure	9%	7%	3%	5%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are recruited via an industry-leading process that incorporates a high-quality, multi-streamed approach and an in-depth screening procedure.

The panels are highly engaged communities with industry leading response rates and are researched with state-of-the-art sampling techniques, combined with deep profiling on demographic, behavioural and attitudinal characteristics. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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