

# Nanaimo

January 2019

ONE

# Methodology

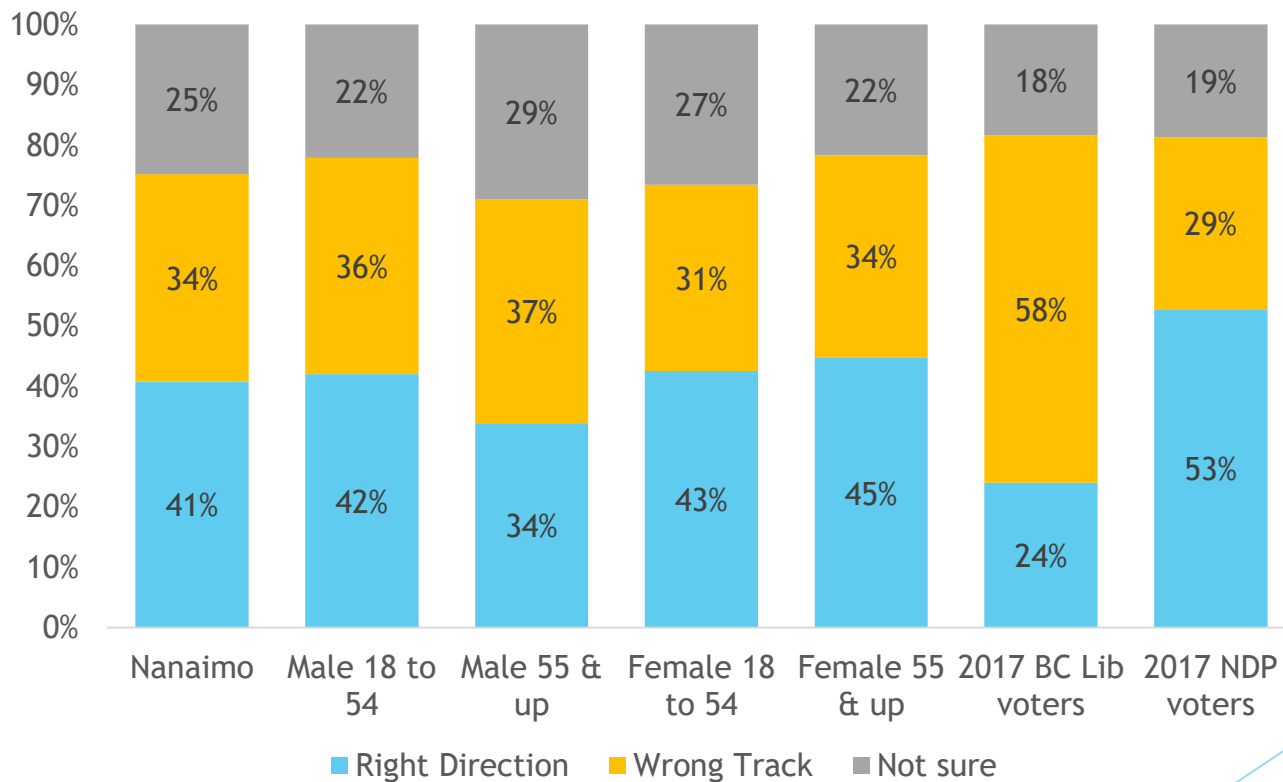
- ▶ A survey of 351 residents of the provincial riding of Nanaimo was conducted using live random digit dialling calls.
- ▶ The survey was conducted between January 14 and 16, 2019.
- ▶ The results have a margin of error of +/- 5.2%, nineteen times out of twenty.
- ▶ The results have been weighted by age, gender, past provincial vote and turnout, neighbourhood and homeownership to ensure accuracy.

# Political Landscape

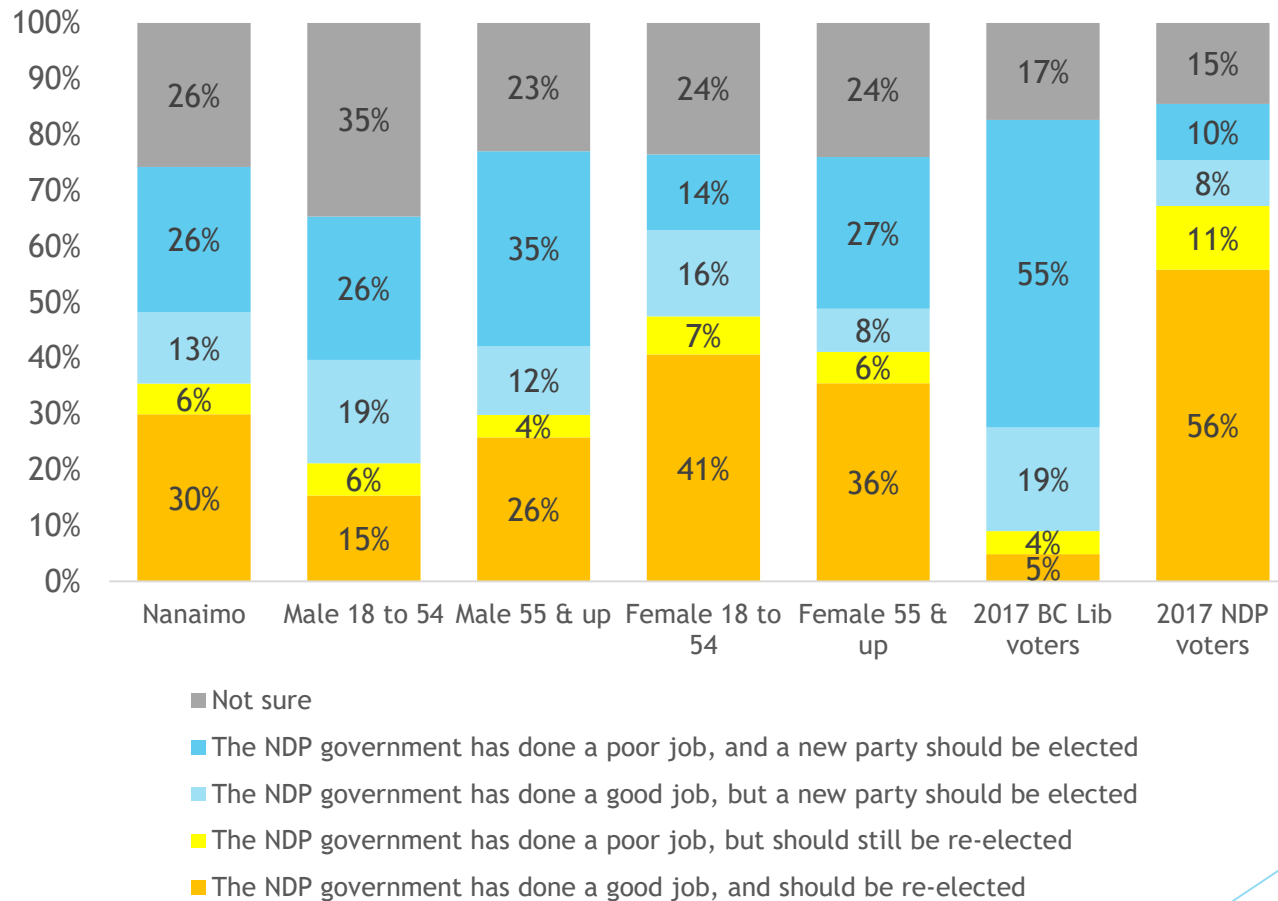
# Political Landscape

- ▶ There are slightly more people who believe BC is on the right track than who believe it is on the wrong track. Women are more satisfied with the direction of the province and men over 55 are the least satisfied. NDP voters are pretty pleased with the direction of the province under the government they voted for, while BC Liberal voters from 2017 are mostly displeased.
- ▶ Overall 39% think a new government should be elected and 36% say the NDP should be re-elected, while 43% say they have done a good job. But the overall demand for a change is not burning as even 24% of BC Liberal voters believe the NDP has done a good job.
- ▶ The most important issues are the economy and jobs followed by pipelines (both for them among BC Liberal voters and against them among Green voters) followed by Health Care.
- ▶ A note on the age division. Nanaimo is an older community and in 2017 turnout skewed old. More than half of all people who cast ballots (55.4%) were 55 or older. We have replicated this age skew because in a lower turnout by-election the pattern is likely to be repeated. This older skew significantly drives down the Green vote.

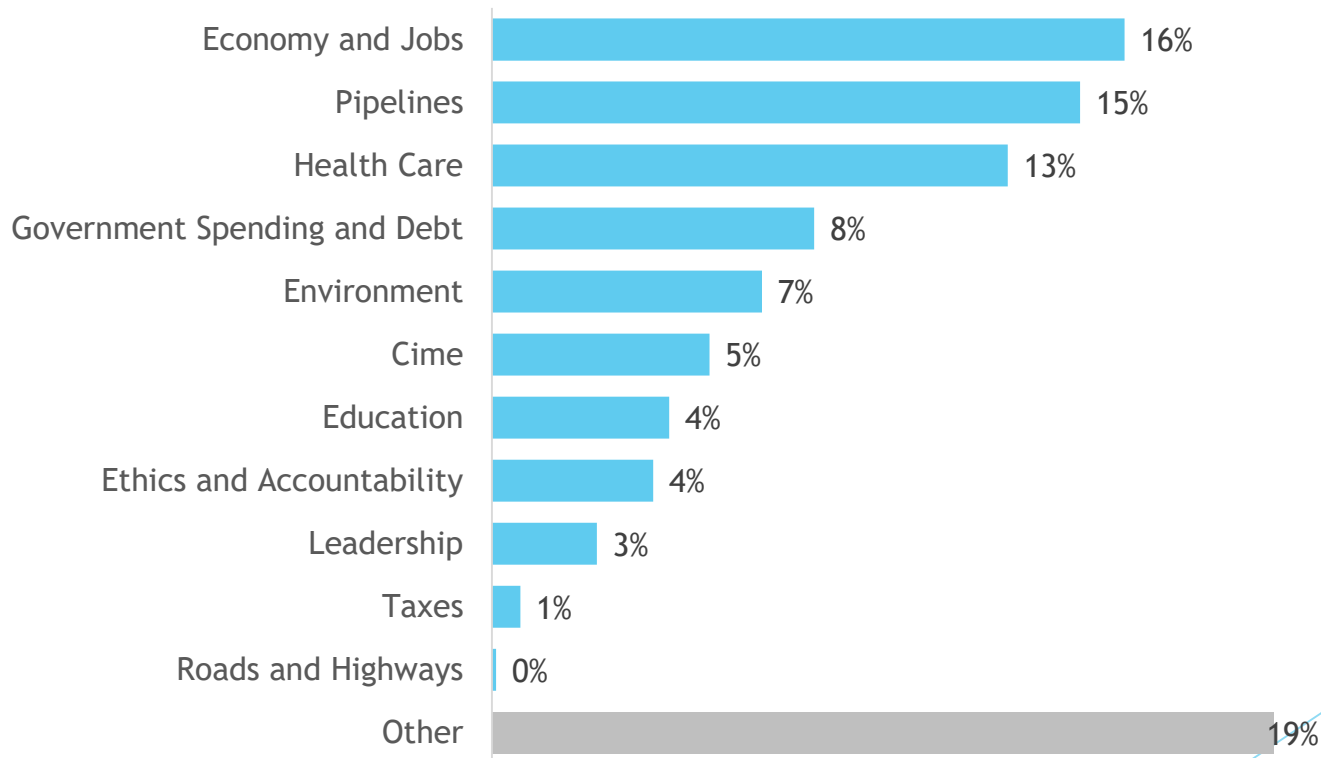
# Do you think things in British Columbia are moving in the right direction or are they pretty seriously off on the wrong track?



# Time for a change?



# In your opinion what is the most important issue facing BC today?



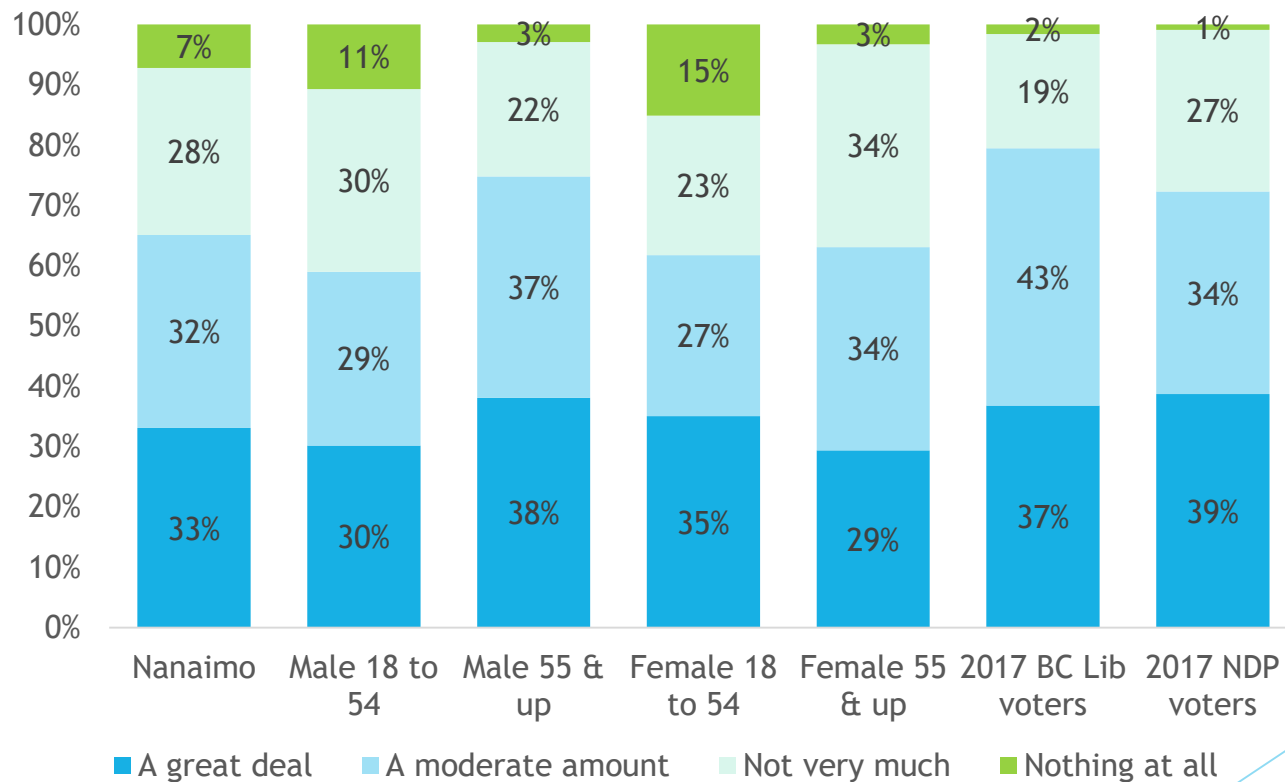
# Nanaimo By-Election



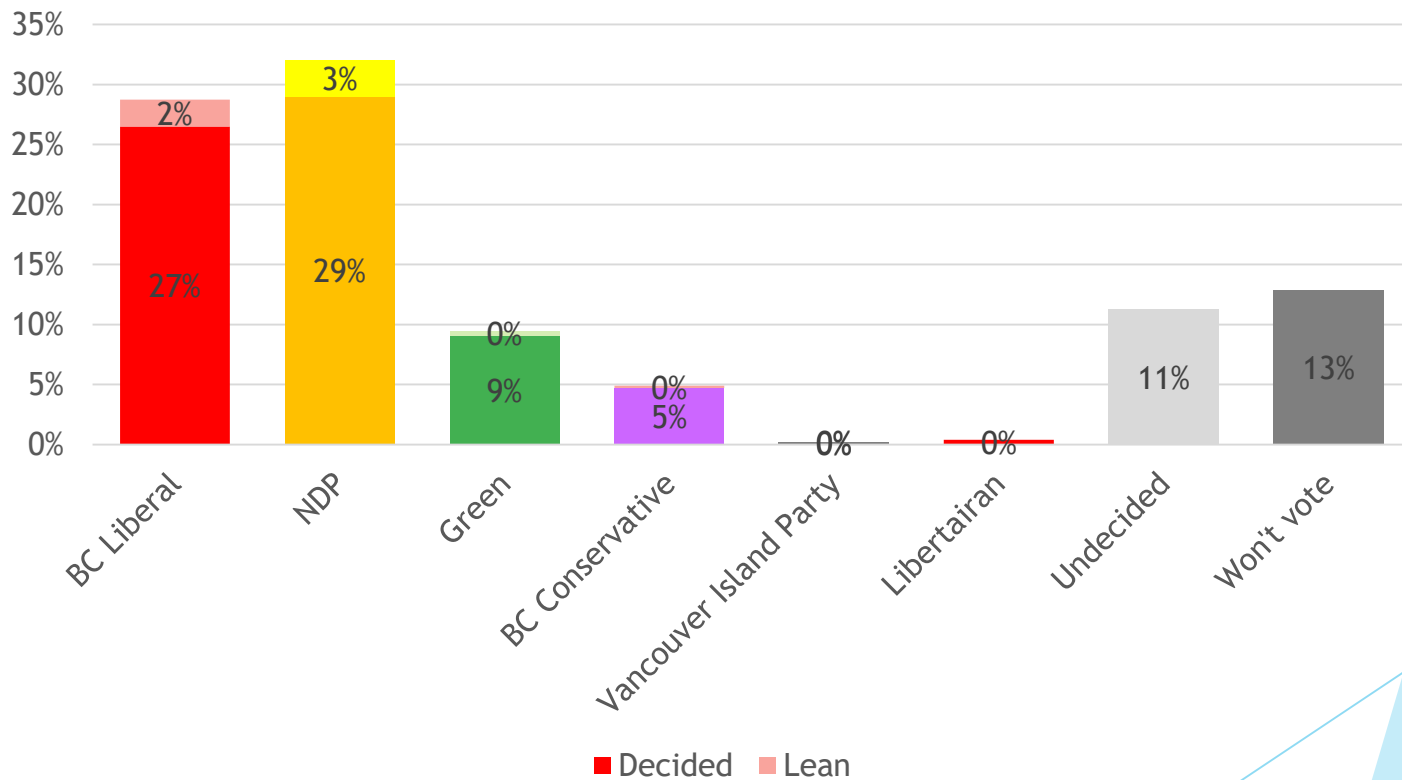
# Political Landscape

- ▶ Awareness of the by-election is quite high with 33% saying they've heard a lot and another third saying they've heard a moderate amount.
  - ▶ Awareness is highest amongst older men and BC Liberal voters who are more likely to be aware of the potential significance of this by-election to change the government.
- ▶ Overall ballot shows a close race between the NDP and the BC Liberals. The NDP slightly and the Greens are far behind.
  - ▶ The BC Conservatives are doing just enough damage to put the BC Liberals in second place (assuming that they draw from the BC Liberals, which is not always the case).
- ▶ The NDP lead with voters under 55, especially with women. Women 55 and older are essentially a tie while the BC Liberals have a significant lead with men 55 and older.
  - ▶ The BC Liberals are doing a better job of retaining their 2017 vote than the NDP.
- ▶ When likely turnout is factored in this by-election could be extremely tight, well within the margin of error.

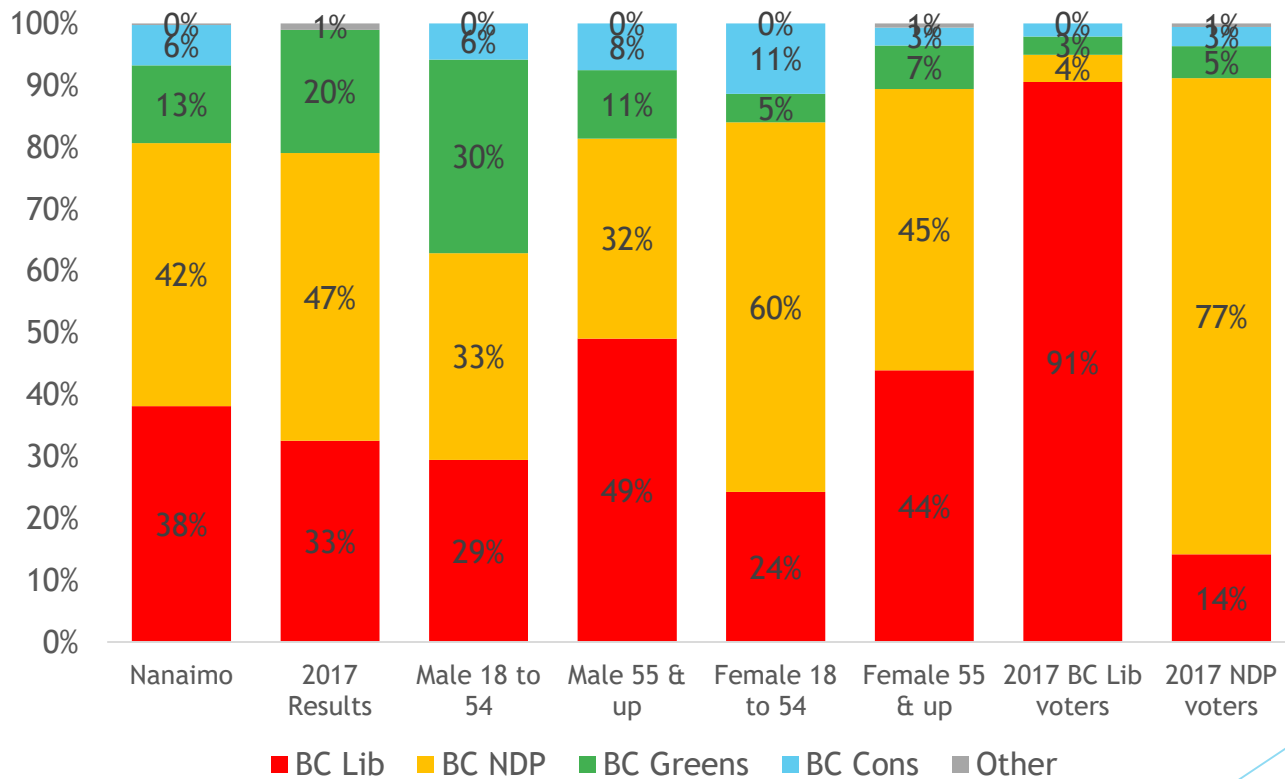
There is a provincial by-election being held in your community on January 30 to elect a new MLA. How much have you heard, read or see about this by-election?



# Provincial ballot today: All voters



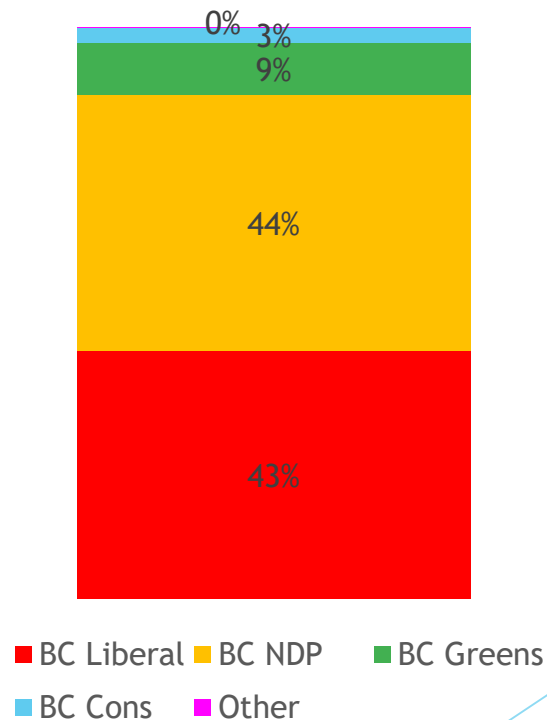
# Provincial ballot - decided voters



# Impact of Turnout

- ▶ Voters were asked on a scale from 0 to 10 how likely they were to vote in the by-election.
- ▶ 65% answered “10 out of 10” which means that turnout will be in the range of 52%.
- ▶ The voting intentions of “10 out of 10” voters makes this a two way race

“10 out of 10” likely to vote



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