



**FOR IMMEDIATE RELEASE**

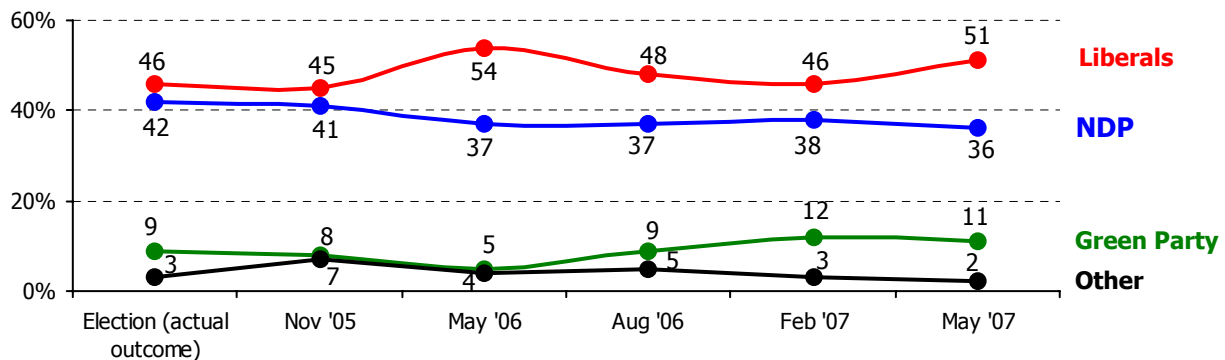
**From:** Mustel Group Market Research

**Date:** May 10, 2007

**Re: Support for BC Liberals Grows**

The most recent Mustel Group poll (taken April 27 to May 6) indicates that support for the BC Liberals has increased after some softening in support during the fall and winter. If an election were held tomorrow, the BC Liberals would have the support of 51% of decided voters (an increase from 46% in the last measure taken in February). A total of 36% would support the NDP, not significantly different from the 38% level measured in February but down from the 42% level achieved in the '05 election.

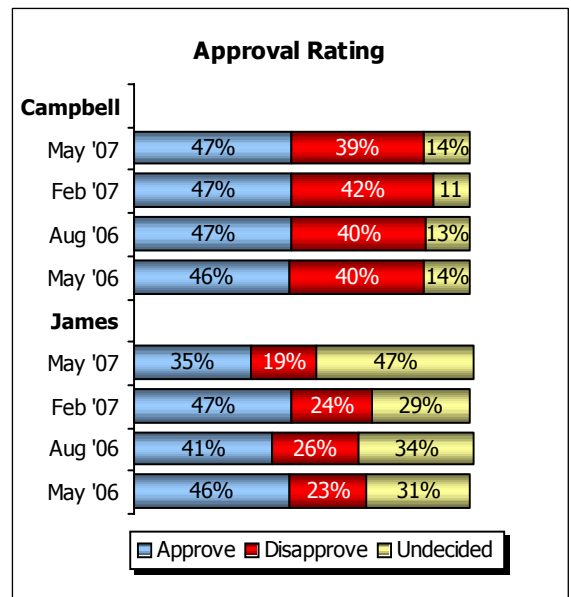
**Provincial Voter Intention**



The BC Liberals continue to be most popular in the Greater Vancouver area and in the interior of BC, whereas the NDP tends to have stronger support among Vancouver Island residents, particularly in the Capital region. Both men and women tend to favour the BC Liberals at this point in time.

Premier Campbell's approval rating remains at a high level (47%). While those who approve of the opposition leader's performance outnumber those who disapprove by a margin of almost 2:1, the latest measure shows a significant increase in the proportion that has no opinion of James (47% up from 29% in the last measure).

The main reason for approving Campbell's performance relates to economic and fiscal policies (strong economy, low unemployment, balanced budget). Reasons for disapproval include: "not doing enough for health care", lack of trust, social policies (erosion of safety net), pro-business stance, and education policies (teachers' strike, tuition costs, etc.). There is only minor reference to issues arising from the Basi/Virk trial.



While James' effectiveness as opposition leader is the main reason for approving her performance ("James is holding the government accountable"), her lack of strength as the opposition leader is also her main criticism ("not strong enough", "inexperienced", "doesn't get enough media coverage").

For historical data, please refer to [www.mustelgroup.com](http://www.mustelgroup.com) under "Polls/Articles".

Mustel Group is a Vancouver-based market research firm with a 25 year history and enviable record of accuracy for political polling. For our 'Proven Record of Accuracy' go to our website at: [www.mustelgroup.com/accuracy.asp](http://www.mustelgroup.com/accuracy.asp).

**Survey conducted:** April 27 - May 6, 2007  
**Methodology:** Random sample of 507 BC adults, 18 years of age and over  
**Margin of error:** ±4.4% at the 95% confidence level;  
**Undecided:** 15%  
**Sponsored by:** Mustel Group Market Research  
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