



FOR IMMEDIATE RELEASE

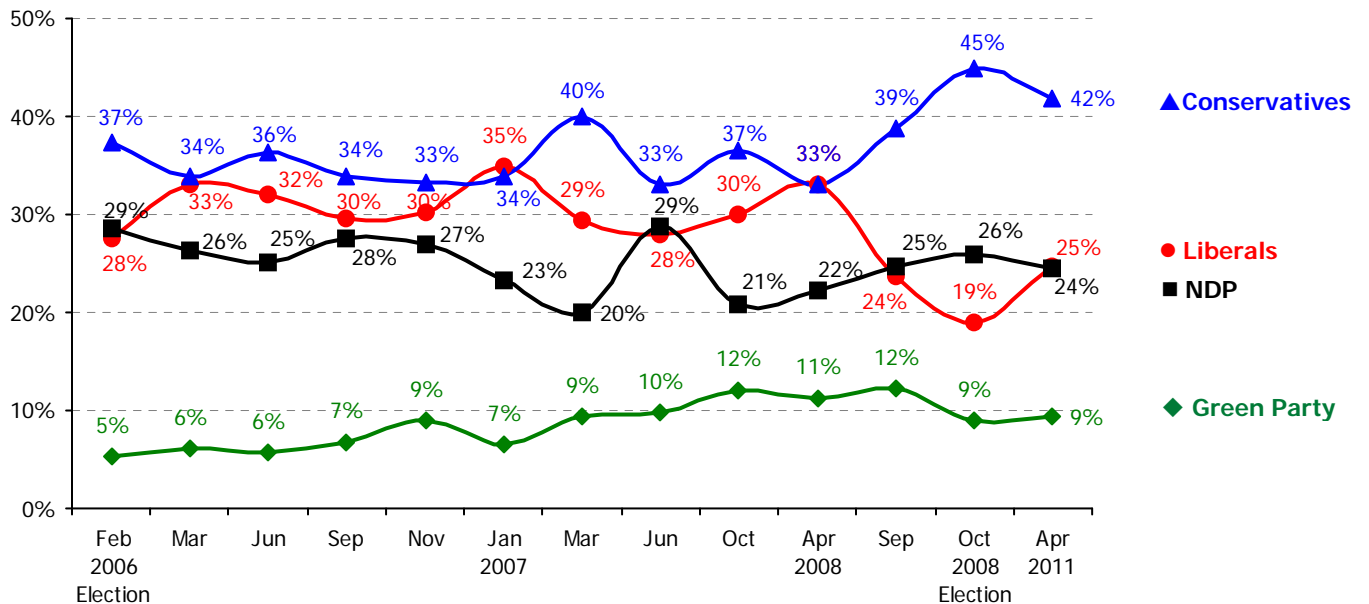
Date: April 14, 2011

Re: BC Voters Continue to Support Federal Conservatives

A Mustel Group poll taken March 31 to April 12 among a random sample of 500 BC adults shows that the Conservative Party has a substantial lead over the Liberal Party at this point in the campaign. If a federal election were held tomorrow, the Conservatives would garner 42% of the decided vote, the Liberals 25% of the vote, and the NDP 24%. This represents a slight decline from the votes received in the last election by the Conservatives (from 45% in the election to 42%) and an increase in support for the Liberals (from 19% to 25%).

The Conservatives are strongest in the suburbs of Metro Vancouver and in the interior. Although the Liberals are strongest in the City of Vancouver, the NDP are proving it could be a tight race. The NDP is also strong on Vancouver Island while the Capital Region is shaping up as a four-way race.

Both men and women are leaning towards the Conservatives (men more so than women who are also attracted by the NDP). Regarding age, younger voters are leaning towards the Liberals, whereas older voters are heavily favouring the Conservatives (middle-age voters are quite divided).



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The main issues of interest in this election among voters are the economy followed by healthcare. The economy is the main issue of concern to Conservative voters, whereas Liberal voters are equally motivated by concerns about economy and leadership issues. NDP supporters are most concerned about healthcare.

Top Issues of Concern	Total (500) %	Party Support			
		Conservative (172) %	Liberal (88) %	NDP (94) %	Green Party (36) %
Economy, job creation	15	24	17	7	8
Healthcare	12	14	5	17	10
Leadership (government, political leadership, integrity, honesty)	8	6	15	7	12
Government spending/ budget	6	10	6	4	2
Taxes/ HST	5	5	8	5	9
Election (waste of money, time, need to keep the party I don't like out of power)	5	7	6	6	2
Education	5	2	10	8	-
Social issues (seniors issues, welfare, housing)	5	2	6	6	8
Environment	4	-	7	6	23
Deficit, debt	2	4	-	2	2
Crime	1	2	1	-	-
Immigration	1	-	2	-	4
Children's issues, childcare	1	1	1	1	-
Miscellaneous	3	4	2	4	-

Survey conducted: March 31 to April 12, 2011

Methodology: Random sample conducted by telephone with 500 BC adults, 18 years of age and over

Margin of error: ±4.4% at the 95% confidence level;

Undecided: 11%

Sponsored by: Mustel Group Market Research

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