

NEWS RELEASE



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FOR IMMEDIATE RELEASE

A Quarter of Voters Say Environment Will Decide Their Vote

Taxes and Housing Costs also significant motivating factors

Toronto, March 3rd– In a random sampling of public opinion taken by The Forum Poll™ among 1,061 British Columbia voters, the plurality (24%) say that the environment/climate change will determine their vote in the upcoming provincial election. Taxes (16%) and housing costs (15%) will also significantly motivate the ballot choice of British Columbia voters.

Issues that are not currently motivating a significant proportion of voters include hydro rates (5%), softwood lumber (5%), the local candidate (5%), and party loyalty (4%).

(16%) report that none of the above issues represent their motivation and (9%) suggest that they are don't know what will motivate their vote.

The environment is most likely to motivate those aged 34 and below (28%), 35-44 (30%), with an income of \$40,000-\$60,000 (30%), females (28%), and have a post-graduate education (31%). Those who say they support the Green Party (53%) are most motivated by the environment/climate change.

Taxes are most likely to motivate those aged 55-64 (23%), the least educated (20%), or with some college or university (18%). Respondents who say they support the Liberals (27%) or Conservatives (27%) are also likely to identify taxes as the most significant factor driving their vote.

Housing costs are a concern to those aged 34 or less (19%), 34-44 (17%), 45-54 (16%), the least wealthy (20%), and those earning between \$20,000 and \$40,000 (20%).

“The environment and climate change will determine the vote of almost a quarter of British Columbia voters. Including sound environmental policy as a part of their platform will ensure the contending parties move closer to what the plurality of voters consider important to them right now,” said Dr. Lorne Bozinoff, President of Forum Research.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO

March 3rd, 2017

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,061 randomly selected British Columbia Voters. The poll was conducted on Feb 22-23 2017.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Voter Ballot Motivation

Which of the following issues is most likely to determine your vote in the next provincial election?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1061	165	167	173	224	332	530	510
Hydro Rates	5	3	6	8	4	6	6	4
Housing Costs	15	19	17	16	10	12	14	16
Softwood Lumber	5	6	4	5	5	4	5	5
Taxes	16	12	14	16	23	16	18	14
The Environment Climate Change	24	28	30	22	20	20	21	28
Party Loyalty	4	4	2	5	6	3	5	3
Local Candidate	5	4	5	3	7	8	6	5
None of the above	16	15	13	17	19	17	17	15
Don't know	9	9	9	7	8	14	8	11



Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1061	126	185	133	140	108	187
Hydro Rates	5	3	7	5	9	3	5
Housing Costs	15	20	20	12	15	12	11
Softwood Lumber	5	3	4	5	4	3	9
Taxes	16	17	16	16	12	16	17
The Environment Climate Change	24	25	24	30	24	27	22
Party Loyalty	4	1	3	5	2	6	6
Local Candidate	5	1	7	6	10	5	3
None of the above	16	11	10	15	14	24	21
Don't know	9	18	10	6	10	4	6

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Region

%	Total	Vancouver Lower Mainland	Vancouver Island	Interior North
Sample	1061	738	234	89
Hydro Rates	5	3	10	10
Housing Costs	15	18	13	5
Softwood Lumber	5	4	5	6
Taxes	16	18	14	9
The Environment Climate Change	24	23	26	27
Party Loyalty	4	4	5	6
Local Candidate	5	4	6	11
None of the above	16	16	15	19
Don't know	9	10	8	8



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1061	170	298	381	212
Hydro Rates	5	8	5	5	4
Housing Costs	15	17	17	16	10
Softwood Lumber	5	6	5	4	4
Taxes	16	20	18	15	12
The Environment Climate Change	24	18	24	23	31
Party Loyalty	4	5	3	5	3
Local Candidate	5	5	4	7	4
None of the above	16	6	12	20	22
Don't know	9	14	11	6	9

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Voting Preference

%	Total	Liberal	Conservative	New Democratic	Green	Another Party
Sample	1061	277	147	386	132	30
Hydro Rates	5	5	7	3	5	7
Housing Costs	15	10	13	19	14	11
Softwood Lumber	5	6	12	2	1	8
Taxes	16	27	27	9	7	12
The Environment Climate Change	24	16	8	29	53	22
Party Loyalty	4	4	3	6	3	0
Local Candidate	5	6	3	5	4	10
None of the above	16	16	16	19	9	9
Don't know	9	8	12	7	4	22

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