

BRITISH COLUMBIA PAY RAISES AND BILL 42

BC Voters Upset with Pay Hikes; Split on Election Advertising Law

*Three-in-four believe raises for senior government staff are unjustified;
Province clearly divided on Election Amendment Act.*

[VANCOUVER – Aug. 27, 2008] - Adults in British Columbia reacted in a particularly negative fashion to the recent announcement of pay raises for senior government staff, a new Angus Reid Strategies poll has found.

In the online survey of a representative provincial sample, 63 per cent of respondents report having followed the story of the pay hikes very or moderately closely.

Three-in-four respondents (76%) believe the raises are unjustified, because there have been no increases in other areas, such as the minimum wage. Only nine per cent of BC residents believe the pay raises are justified, because the province has to remain competitive and it has been difficult to retain top quality public service.

Respondents were not as attentive to the Election Amendment Act—or Bill 42—which caps spending on election advertising by all groups other than political parties at \$150,000 overall or \$3,000 per riding; and establishes an advertising ban for these groups during the 60 days preceding an electoral campaign, and the 28 days of the campaign itself. Just over a third of respondents (35%) have followed this story very or moderately closely.

In the survey, 35 per cent of respondents believe the law is appropriate because it seeks to minimize the influence of unions and associations during political campaigns. Conversely, 32 per cent think the law is inappropriate because it undermines the freedom of expression of particular groups.

KEY FINDINGS

- **76% believe pay raises for senior government staff are unjustified; 9% say they are justified**
- **35% think Bill 42 (Election Amendment Act) is appropriate; 31% deem it inappropriate**

Full topline results are at the end of this release

*From August 21 to August 25, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of **802 adult residents of British Columbia**. The margin of error for the total sample is +/- 3.5 %, **19 times out of 20**. 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 British Columbia. Discrepancies in or between totals are due to rounding.*

British Columbia Pay Raises

Earlier this month, BC Premier Gordon Campbell announced pay raises for senior government staff, including a \$100,000 pay increase for the Premier's deputy. How closely have you followed this story?

Very closely	26%
Moderately closely	37%
Not too closely	21%
Not closely at all	17%

British Columbia Pay Raises

Some people say that the pay raises for senior government staff are justified, because BC has to remain competitive and it has been difficult to retain top quality public service. Other people say that the pay raises for senior government staff are unjustified, because there have been no increases in other areas, such as the minimum wage. Which statement do you agree with the most?

	Region				
	BC	Greater Vancouver (GVRD)	Vancouver Island	Southern Interior	North / Interior
The pay raises are justified	9%	10%	9%	6%	9%
The pay raises are unjustified	76%	72%	81%	81%	80%
Neither	8%	10%	5%	8%	3%
Not sure	7%	8%	4%	4%	8%

British Columbia Bill 42

Earlier this year, the BC government introduced the Election Amendment Act—or Bill 42—which caps spending on election advertising by all groups other than political parties at \$150,000 overall or \$3,000 per riding; and establishes an advertising ban for these groups during the 60 days preceding an electoral campaign, and the 28 days of the campaign itself. How closely have you followed this story?

Very closely	14%
Moderately closely	21%
Not too closely	32%
Not closely at all	32%

British Columbia Bill 42

Some people say that the proposed law is appropriate because it seeks to minimize the influence of unions and associations during political campaigns. Other people say that the proposed law is inappropriate because it undermines the freedom of expression of particular groups. Which statement do you agree with the most?

	Region				
	BC	Greater Vancouver (GVRD)	Vancouver Island	Southern Interior	North / Interior
The law is appropriate	35%	34%	41%	33%	33%
The law is inappropriate	32%	35%	36%	24%	31%
Neither	11%	12%	4%	11%	25%
Not sure	22%	20%	19%	32%	10%

British Columbia Pay Raises

Some people say that the pay raises for senior government staff are justified, because BC has to remain competitive and it has been difficult to retain top quality public service. Other people say that the pay raises for senior government staff are unjustified, because there have been no increases in other areas, such as the minimum wage. Which statement do you agree with the most?

	Gender		Age			Education			Income		
	Male	Female	18-34	35-54	55+	HS or less	College / Tech School	Univ+	<\$50K	\$50-99K	\$100K+
The pay raises are justified	11%	6%	7%	9%	9%	7%	9%	10%	4%	8%	18%
The pay raises are unjustified	73%	80%	72%	76%	81%	79%	77%	69%	81%	79%	65%
Neither	9%	7%	11%	8%	6%	8%	8%	10%	7%	7%	11%
Not sure	6%	7%	10%	6%	4%	5%	6%	11%	8%	6%	6%

British Columbia Bill 42

Some people say that the proposed law is appropriate because it seeks to minimize the influence of unions and associations during political campaigns. Other people say that the proposed law is inappropriate because it undermines the freedom of expression of particular groups. Which statement do you agree with the most?

	Gender		Age			Education			Income		
	Male	Female	18-34	35-54	55+	HS or less	College / Tech School	Univ+	<\$50K	\$50-99K	\$100K+
The law is appropriate	35%	35%	36%	35%	34%	31%	38%	37%	37%	35%	39%
The law is inappropriate	42%	23%	23%	34%	37%	31%	33%	35%	25%	37%	38%
Neither	8%	14%	12%	11%	10%	12%	11%	10%	16%	8%	7%
Not sure	15%	28%	28%	20%	18%	26%	19%	18%	22%	20%	16%

Angus Reid Strategies is a full-service polling and market research firm which 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 Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Over the last year, Angus Reid has covered five 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. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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

**Copies of this poll are available on our website:
www.angusreidstrategies.com**