



VOX POP LABS

Vote Compass Results

CAMPAIGN FINANCING

Embargo date: April 21 2017 at 5:00 pm

ABOUT VOTE COMPASS DATA

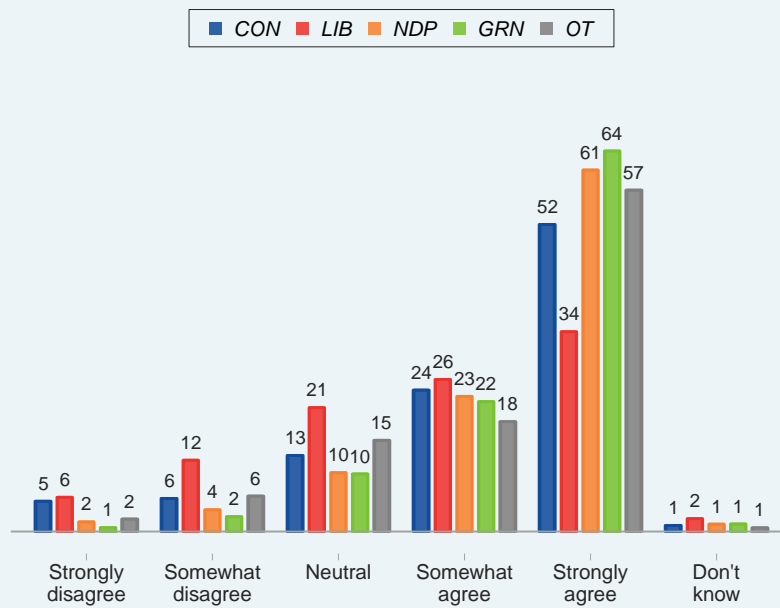
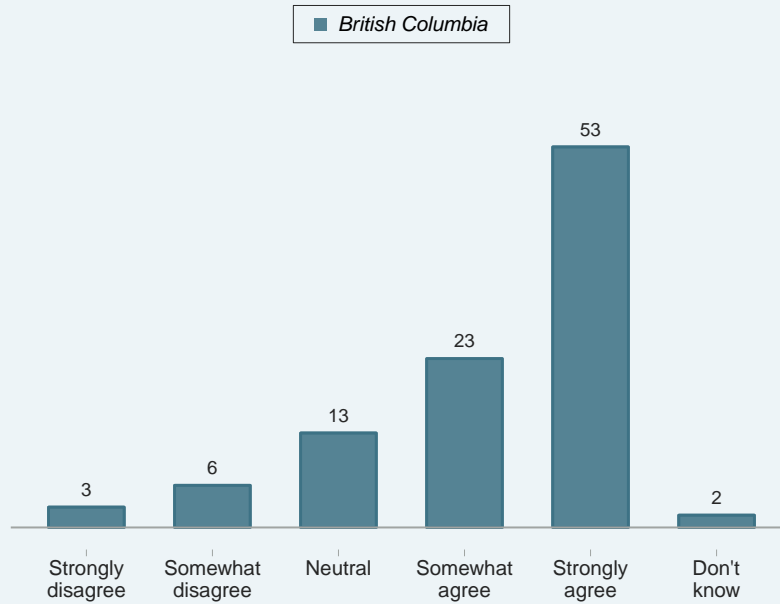
Vote Compass is a democratic engagement initiative developed by a team of political scientists from Vox Pop Labs. Its objective is to promote public engagement with the campaign platforms of the political parties vying for election.

A derivative benefit of Vote Compass is its function as a rich source of public opinion data. We apply a series of statistical treatments to the data to weight for respondents' selection into the survey, allowing us to yield unique insights about the electorate during the campaign. This extends the utility of Vote Compass as a government accountability mechanism because it reflects the opinions of a much larger sample of the population than is captured by conventional public opinion research techniques.

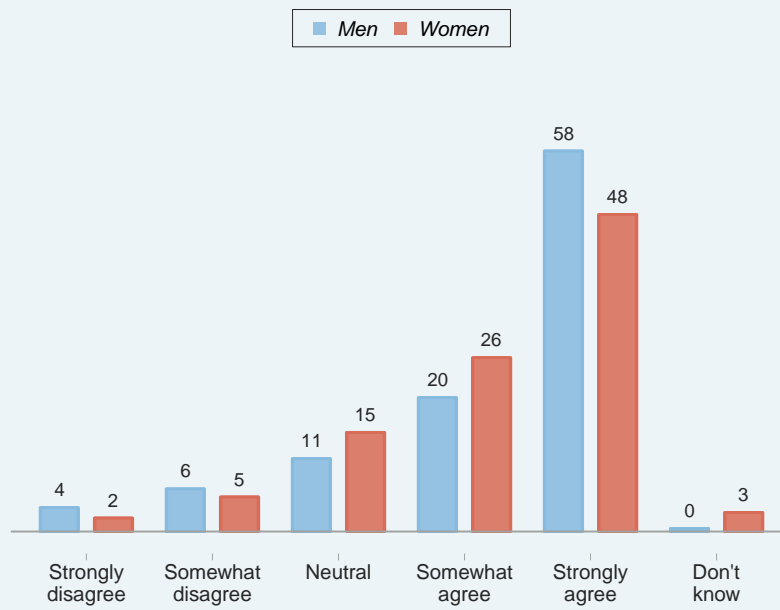
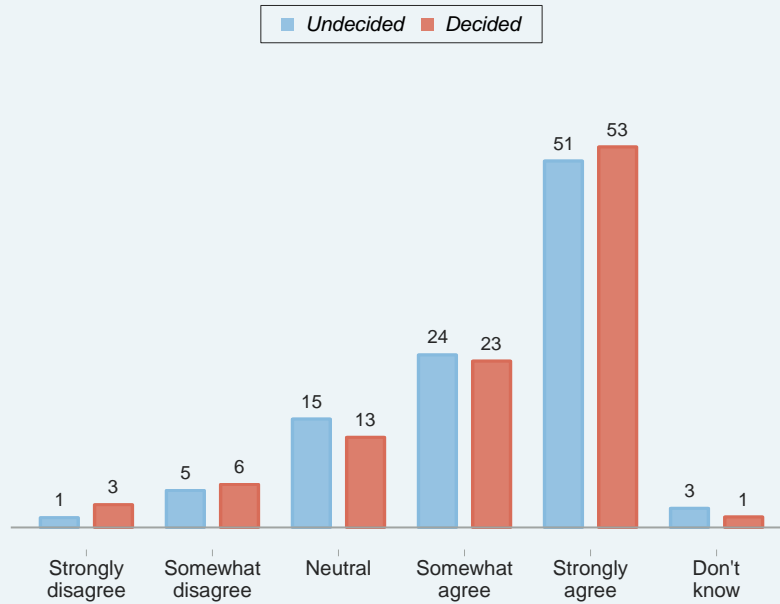
When referencing this report or any findings contained herein, please use the following methodological note and attribution:

Developed by a team of social and statistical scientists from Vox Pop Labs, Vote Compass is a civic engagement application offered in British Columbia exclusively by CBC News. The findings are based on 27,210 respondents who participated in Vote Compass from April 11 to April 21, 2017. Unlike online opinion polls, respondents to Vote Compass are not pre-selected. Similar to opinion polls, however, the data are a non-random sample from the population and have been weighted in order to approximate a representative sample. Vote Compass data have been weighted by geography, gender, age, educational attainment, occupation, religion, income, and language to ensure the sample's composition reflects that of the actual population of British Columbia according to census data and other population estimates.

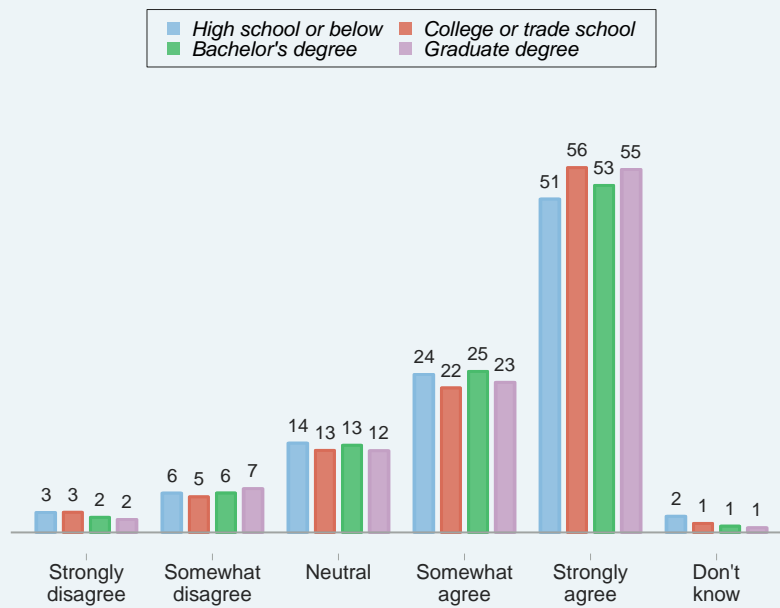
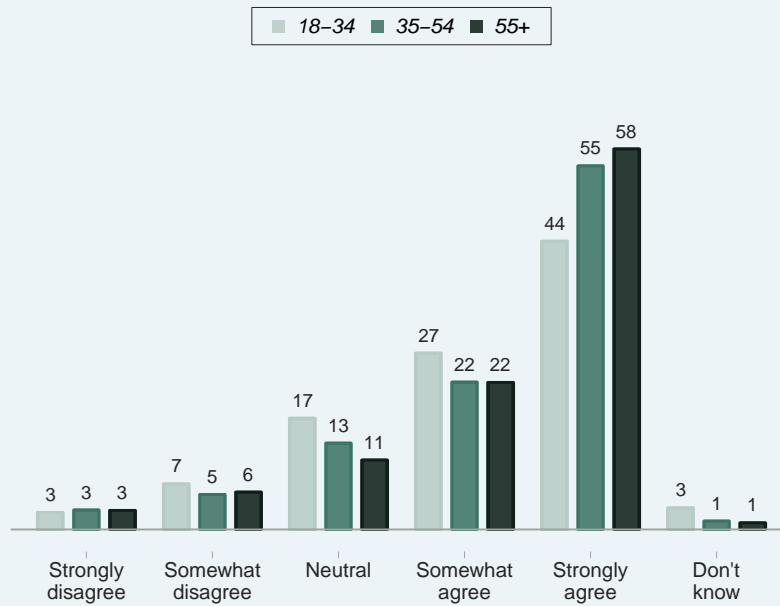
British Columbia should ban corporate and union donations to political parties.



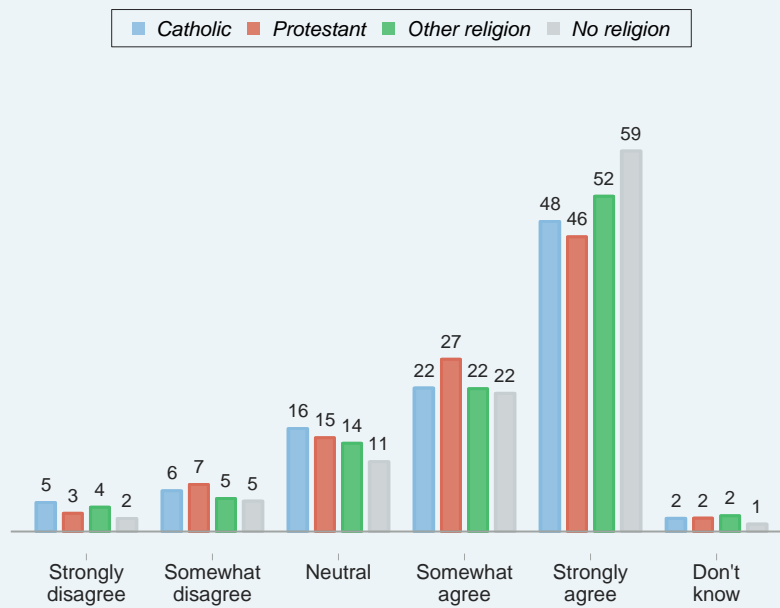
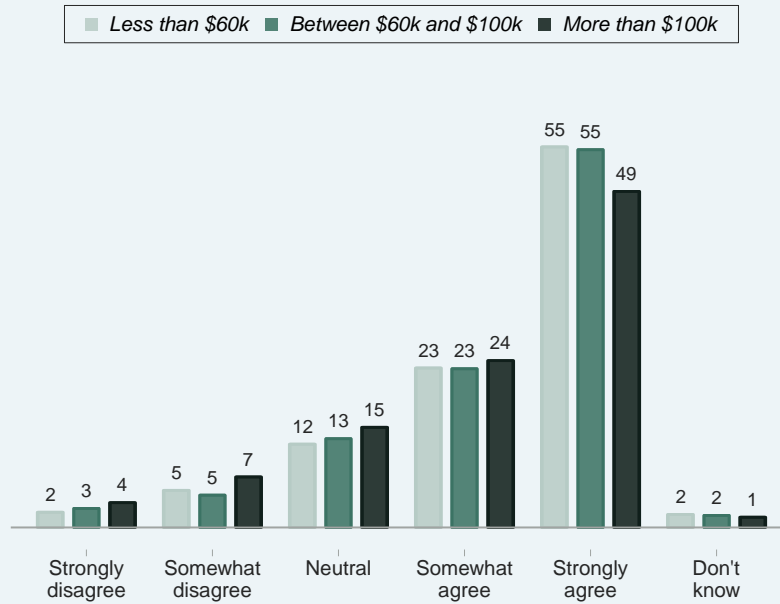
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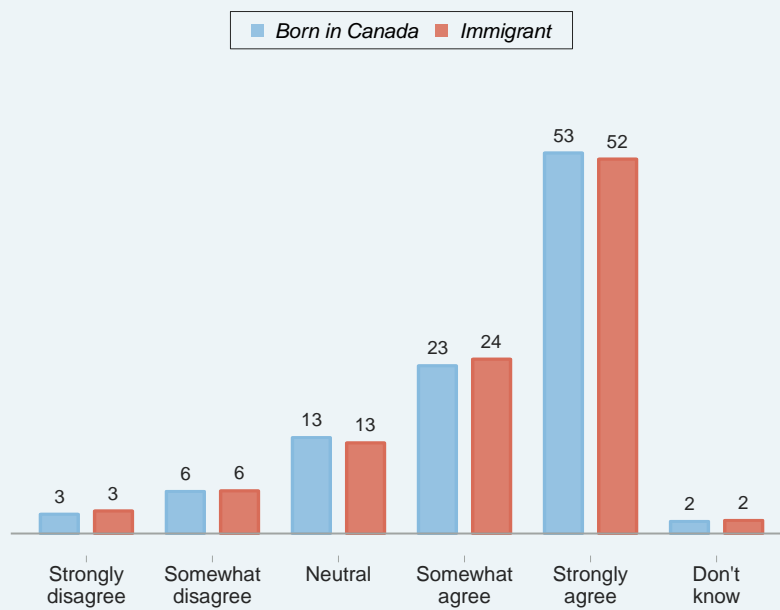
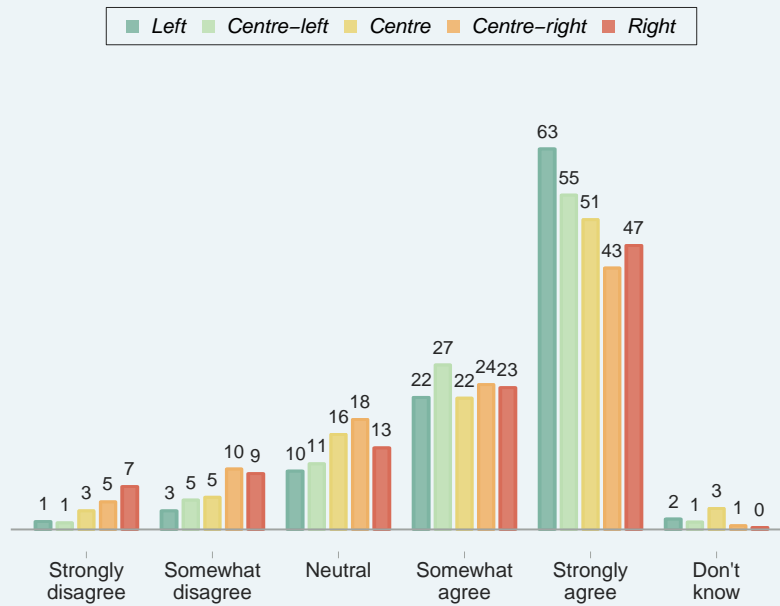
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