BRITISH COLUMBIANS ON POVERTY IN BC

How important is it to you that provincial leaders, now and following the next election take action on the following issues:

Important or Very Important:

78% A provincial poverty reduction strategy – with clear targets and timelines to reduce the number of British Columbians living below the poverty line.

76% Encourage employers to offer programs that improve employees' physical health and mental well-being.

75% Adjust income assistance rates to account for the real cost of a nutritious diet and real market rental rates.

74% Ensure a full range of housing – from emergency shelter to supportive, social and transition housing to affordable rentals – is built to meet the needs of specific and vulnerable populations.

The poll was conducted by Vision Critical in the second week of October 2012 and is accurate +/- 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.

Formed in February 2003, the BC Healthy Living Alliance (BCHLA) is a group of organizations that have come together with a mission to improve the health of British Columbians through leadership that enhances collaborative action to promote physical activity, healthy eating and living smoke-free. Collectively, BCHLA members capture the attention of over 40,000 volunteers, 4,300 health and recreation professionals, and 184 local governments across British Columbia.