

# BRITISH COLUMBIANS ON POVERTY IN BC

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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.

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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.

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