

Report

British Columbia Provincial Polling

Week of September 16th, 2024

DATE 9/19/2024



BACKGROUND



Leger monitors constituents' views of BC government performance, party leadership, and voter intentions to keep a pulse on provincial political sentiment. As the 2024 BC provincial election draws near, Leger plans to repeatedly administer this survey on a weekly basis to provide up-to-date polling and insights related to the upcoming election.

METHODOLOGY



- Results are based on online research conducted among BC residents 18 years of age and older, September 13-16, 2024.
- The most recent wave was conducted among a sample of 1,001.
 - No margin of error can be associated with a non-probability sample, but for comparative purposes, a probability sample of this size would have a margin of error of +/-3.1%, 19 times out of 20.
- The data was statistically weighted according to Canadian Census figures for age, gender, region, and education within the Province.
- Where available, results are compared to results collected in the August 2024 Leger BC Government Report Card using green/red coloured arrows.
- Where relevant, subgroup results are compared against the total (excluding the subgroup in question) using green/red coloured text.

DASHBOARD OF KEY METRICS

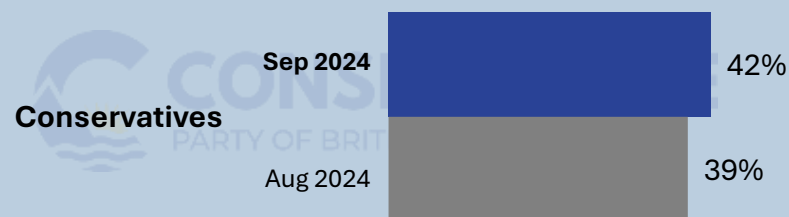
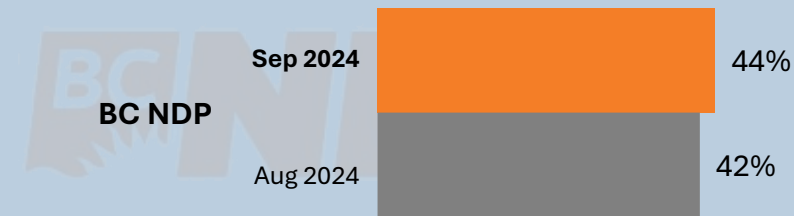
Leader Favourability Ratings

Approval ratings reveal that Eby remains in a relatively strong position favourability-wise. BC Conservative leader John Rustad, despite producing strong polling results for his party, sits well behind Eby and just behind Furstenau in favourability.



BC Voting Intentions Among Decided Voters

David Eby and the BC NDP hold a slight lead over Rustad's Conservatives in terms of Voting intention. The Greens have experienced statistically significant gains since August, though still sit far behind the leading two parties.



Key Findings

- The BC NDP (44%) currently hold a slight lead over the Conservative Party (42%) in voting intention among decided voters, while the Greens (11%) sit far behind despite making significant gains this month.
- More than eight in ten (84%) BC residents indicate they are likely to vote, while nearly two-thirds (62%) indicate that they will “definitely vote”.
- More than three-quarters (76%) of decided voters report that they are not likely to switch their vote, while just under one in five (18%) indicate they are likely to do so.
- Premier David Eby remains the leader with the highest approval rating (47%) in September 2024. Furstenau (35%) and Rustad (34%) both received favourability rates of around one-third.
- 37% of BC residents believe that things in the province are going in the right direction, while 55% of British Columbians believe that things in the province are off on the wrong track.
- Housing affordability remains the top issue in BC, followed by health care, inflation/rising interest rates, and the economy.

▲ Statistically significantly higher than previous wave.

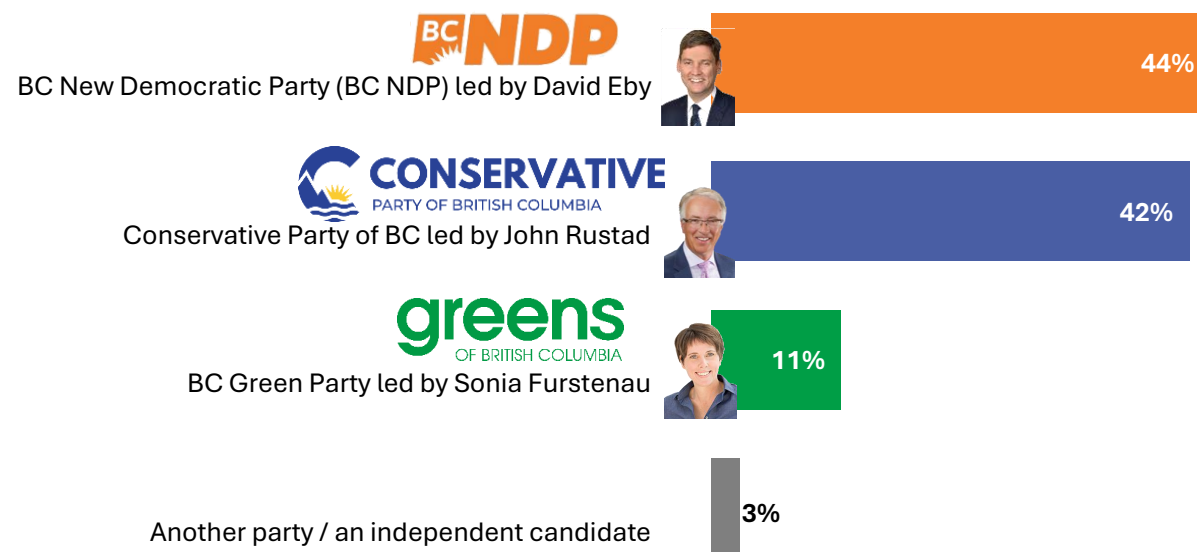
▼ Statistically significantly lower than previous wave.



Detailed Findings – Voting Intention, Likelihood, and Favourability

PROVINCIAL VOTING INTENTIONS

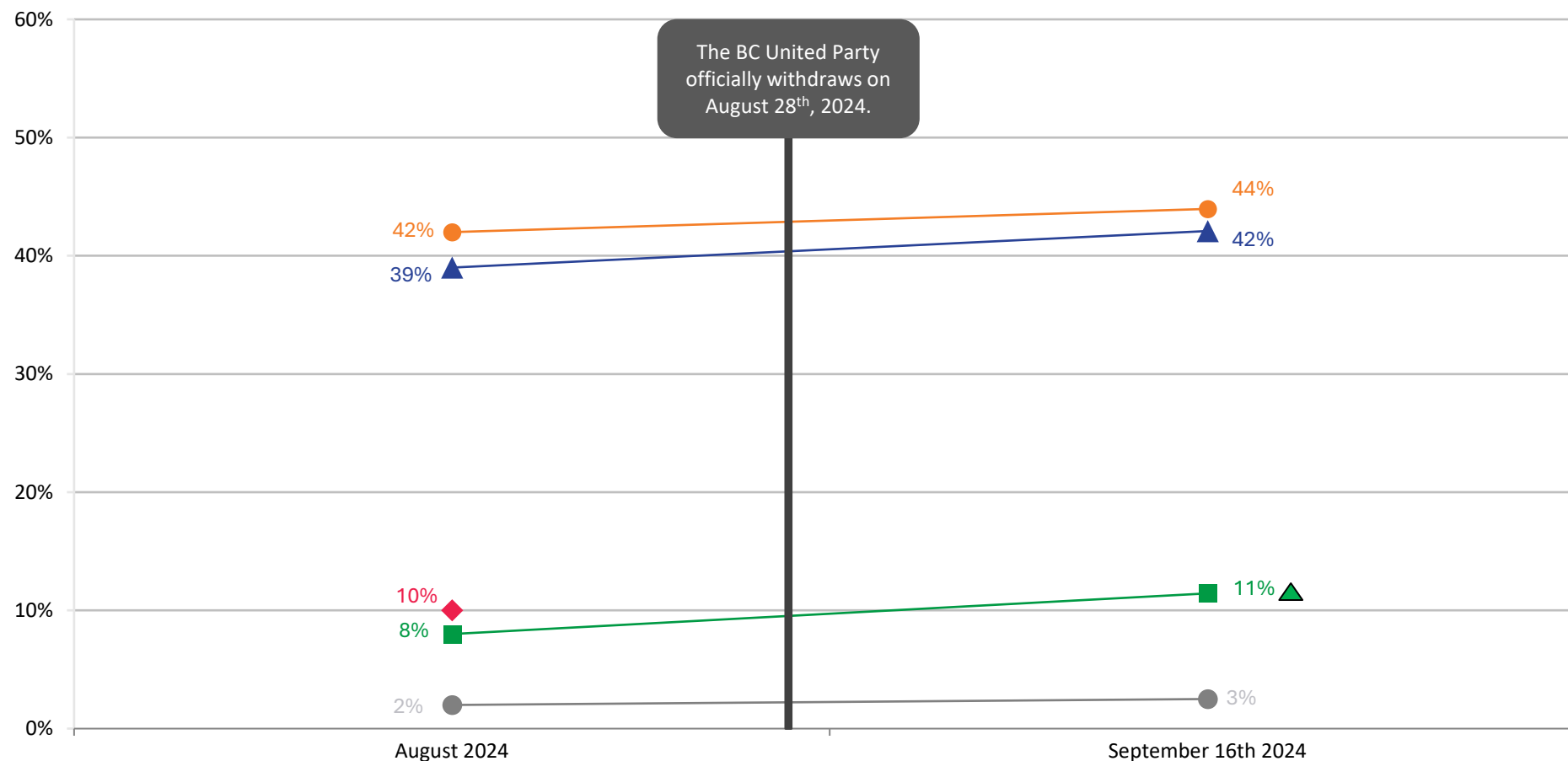
(Among Decided Voters)



The BC NDP continue to lead all parties in voting intention but are followed closely by the Conservative Party of BC. The BC Green Party holds a distant third place.

PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Decided Voters)



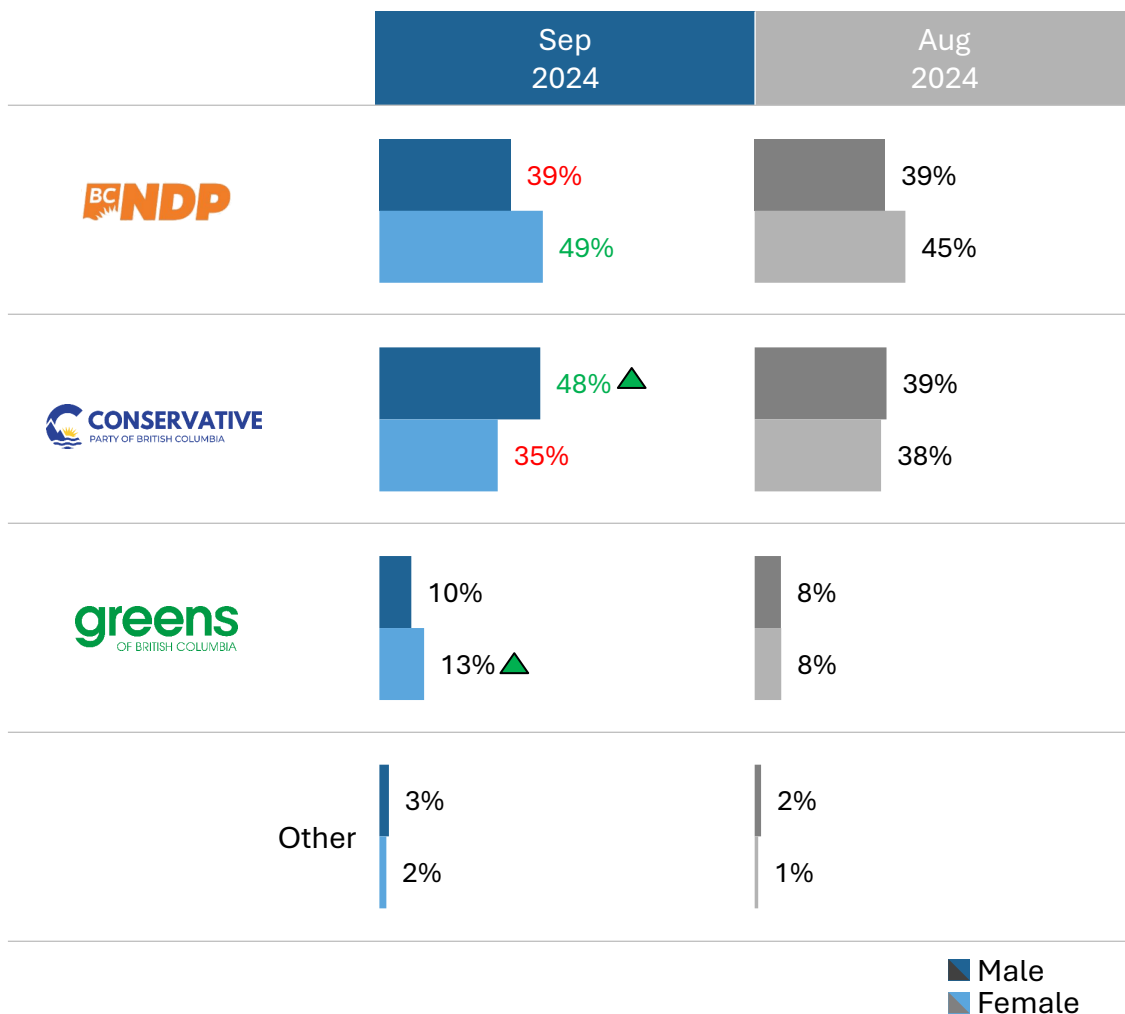
If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Base: Decided voters (September 2024: Weighted: n= 800 ; Unweighted: n= 814) (August 2024: Weighted: n= 797 ; Unweighted: n= 828)

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

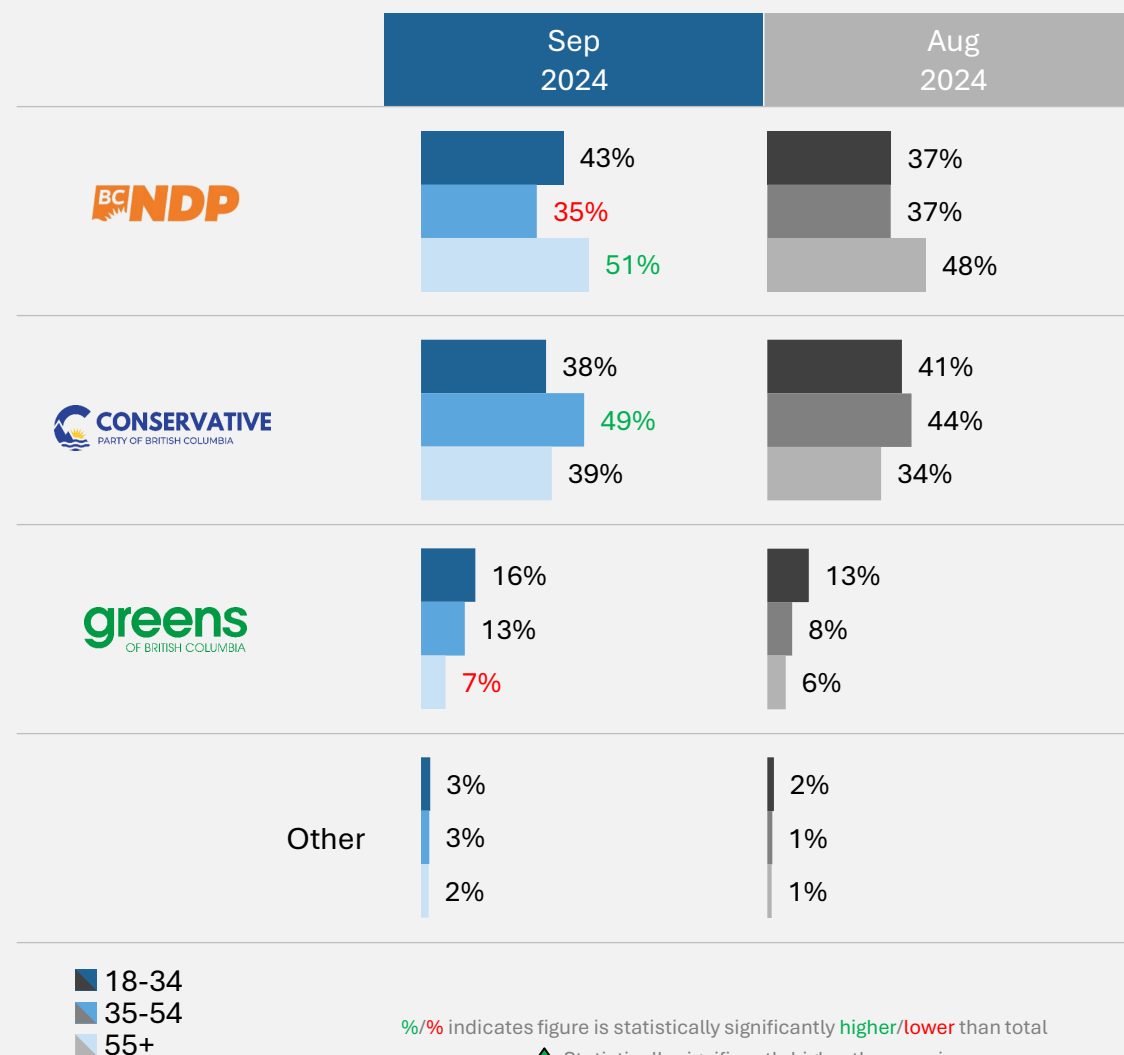
PROVINCIAL VOTING INTENTIONS x GENDER *(Among Decided Voters)*



If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Base: Decided voters (September 2024: Weighted: n= 800 ; Unweighted: n= 814) (August 2024: Weighted: n= 797 ; Unweighted: n= 828)

PROVINCIAL VOTING INTENTIONS x AGE *(Among Decided Voters)*



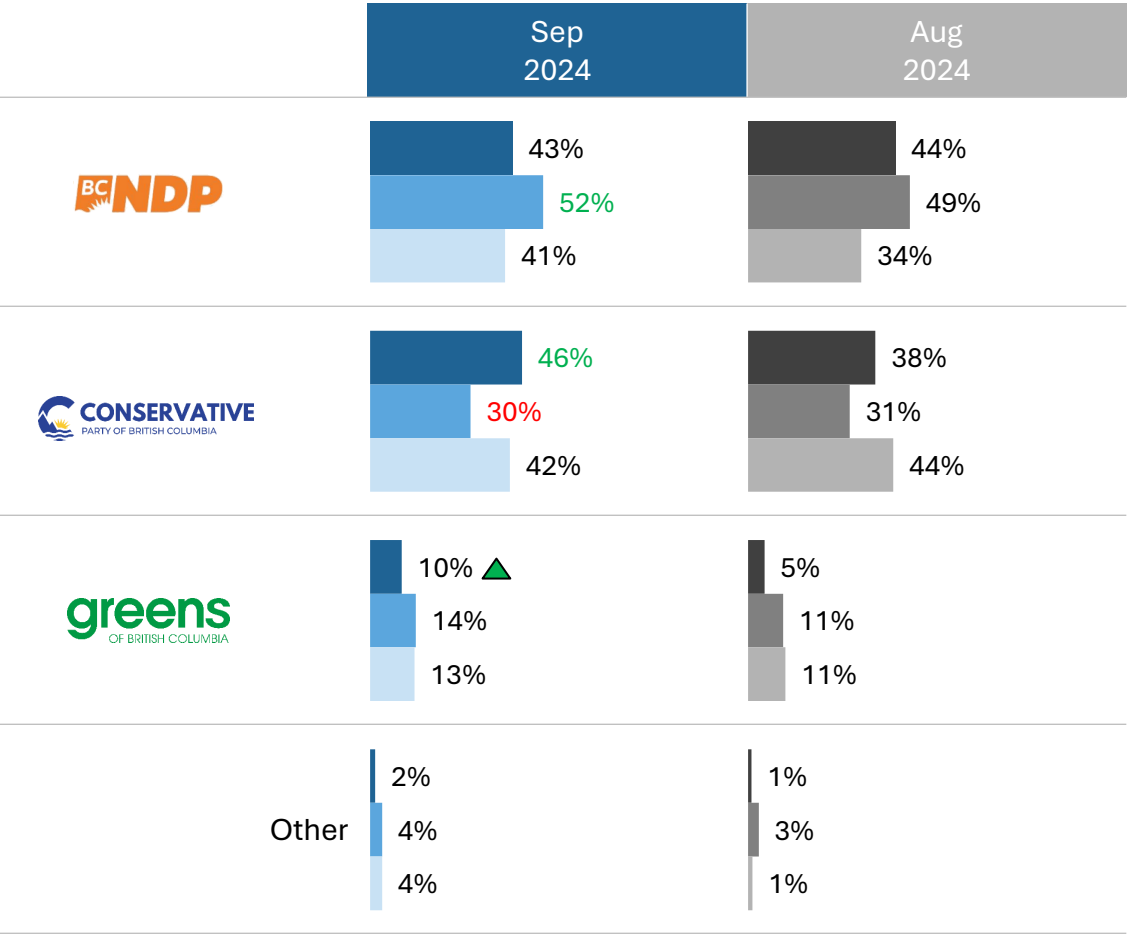
%/% indicates figure is statistically significantly higher/lower than total

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

PROVINCIAL VOTING INTENTIONS x

REGION *(Among Decided Voters)*



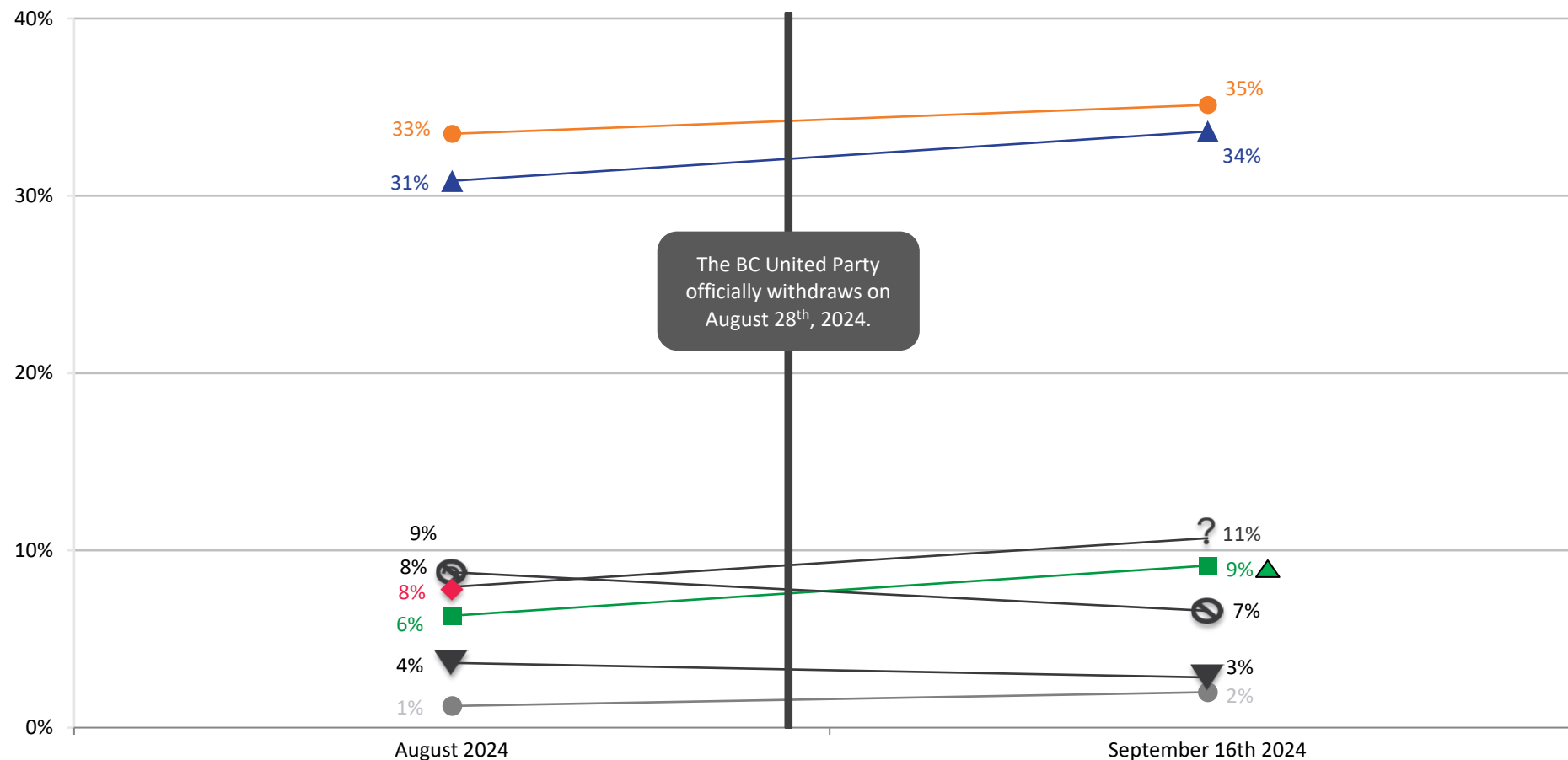
■ Metro Van
■ Van Island
■ Rest of BC

If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?
Base: Decided voters (September 2024: Weighted: n= 800 ; Unweighted: n= 814) (August 2024: Weighted: n= 797 ; Unweighted: n= 828)

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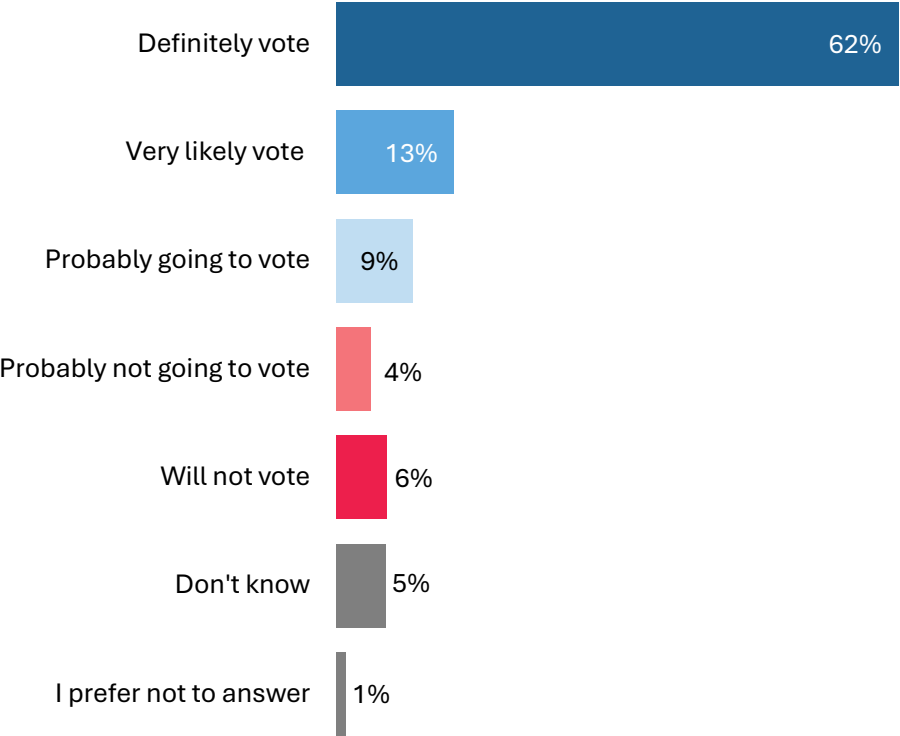
PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Total BC Residents)



LIKELIHOOD OF VOTING

(Among Total BC Residents)



Provincial Voting Intention

	NDP (n=423)	Conservative (n=294)	Green (n=78)
Definitely vote	73%	74%	67%
Very likely vote	14%	13%	19%
Probably going to vote	7%	9%	6%
Probably not going to vote	3%	2%	5%
Will not vote	1%	1%	2%
Don't know	2%	<1%	1%
I prefer not to answer	<1%	-	-

More than eight in ten BC residents indicate they are likely to vote, while nearly two-thirds indicate that they will “definitely vote”.

LIKELIHOOD OF VOTING

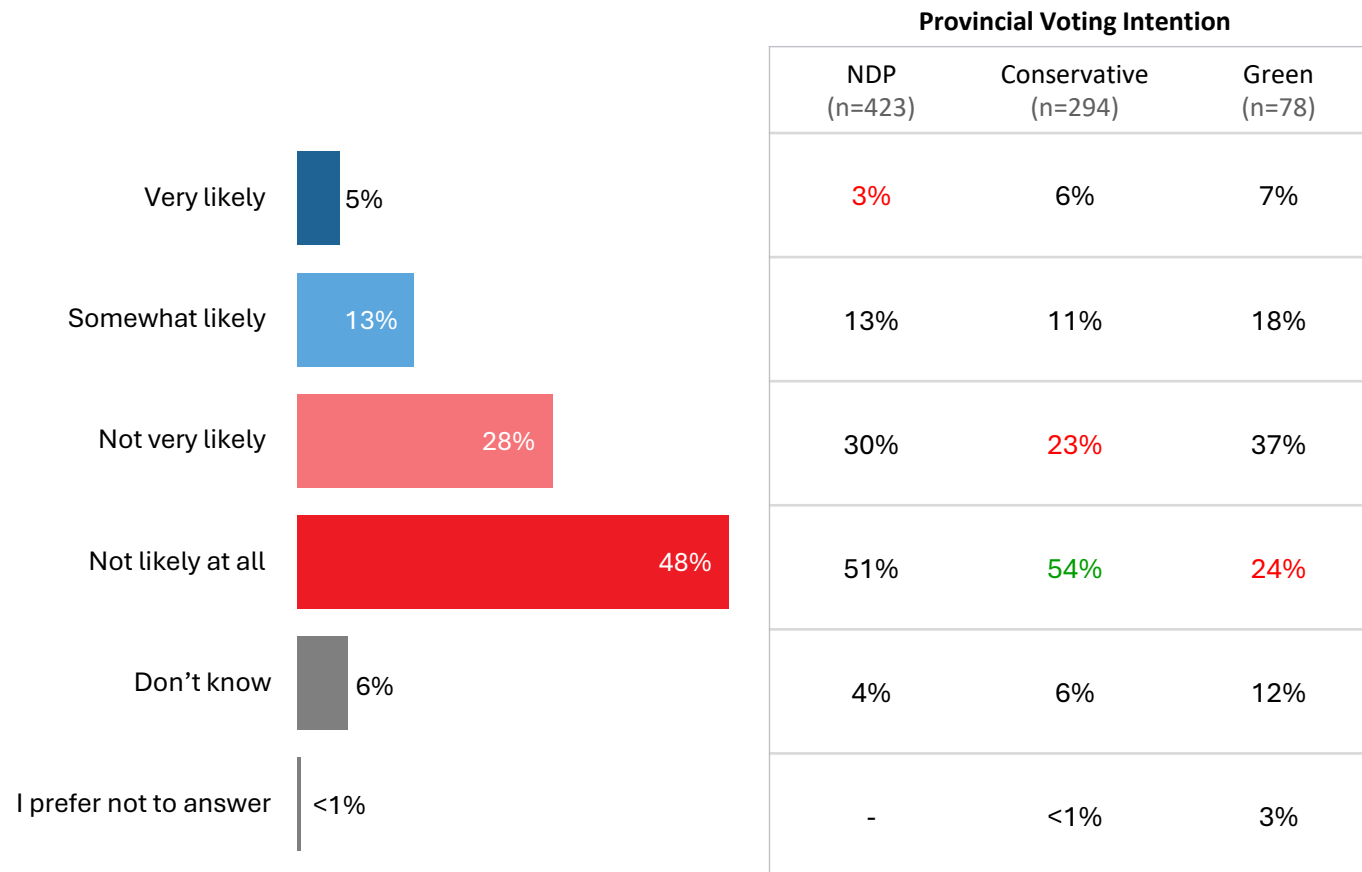
(Demographic Breakdown)

	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=199)	Other BC (n=302)	18-34 (n=207)	35-54 (n=334)	55+ (n=460)	Men (n=483)	Women (n=518)
(NET) Probably vote	84%	84%	86%	83%	72%	81%	94%	85%	83%
Definitely vote	62%	61%	68%	62%	43%	58%	78%	64%	61%
Very likely vote	13%	13%	14%	13%	16%	15%	10%	14%	13%
Probably going to vote	9%	10%	4%	8%	14%	8%	6%	8%	9%
(NET) Probably not/will not vote	9%	9%	7%	12%	17%	10%	4%	10%	9%
Probably not going to vote	4%	3%	3%	5%	9%	3%	2%	5%	3%
Will not vote	6%	5%	4%	7%	8%	7%	3%	5%	6%
Don't know	5%	6%	6%	4%	10%	7%	2%	4%	6%
I prefer not to answer	1%	1%	1%	1%	1%	3%	0%	1%	1%

%/% indicates figure is statistically significantly higher/lower than total

LIKELIHOOD OF SWITCHING VOTE

(Among Decided Voters)



More than three quarters (76%) of decided voters report that they are not likely to switch their vote, while just under one in five (18%) indicate they are likely to do so.

LIKELIHOOD OF SWITCHING VOTE

(Demographic Breakdown)

	Total (n=814)	Region			Age			Gender	
		Metro Vancouver (n=403)	Vancouver Island (n=167)	Other BC (n=244)	18-34 (n=156)	35-54 (n=259)	55+ (n=399)	Men (n=417)	Women (n=397)
(NET) Likely	18%	19%	15%	18%	36%	15%	9%	19%	17%
Very likely	5%	6%	3%	4%	11%	4%	2%	6%	3%
Somewhat likely	13%	13%	12%	14%	26%	11%	8%	12%	14%
(NET) Not likely	76%	75%	80%	77%	61%	76%	85%	77%	76%
Not very likely	28%	29%	29%	27%	30%	29%	27%	29%	27%
Not likely at all	48%	46%	51%	50%	31%	47%	58%	47%	48%
Don't know	6%	6%	4%	5%	3%	9%	5%	5%	7%
I prefer not to answer	<1%	<1%	1%	-	-	<1%	1%	<1%	1%

%/% indicates figure is statistically significantly higher/lower than total

PERCEIVED BEST FIT AS PREMIER

(Among Total BC Residents)



Just less than half of BC residents believe NDP leader David Eby would make the best premier, while just above a third cite Conservative Party leader John Rustad as the best potential premier.

PERCEIVED BEST FIT AS PREMIER

(Demographic Breakdown)

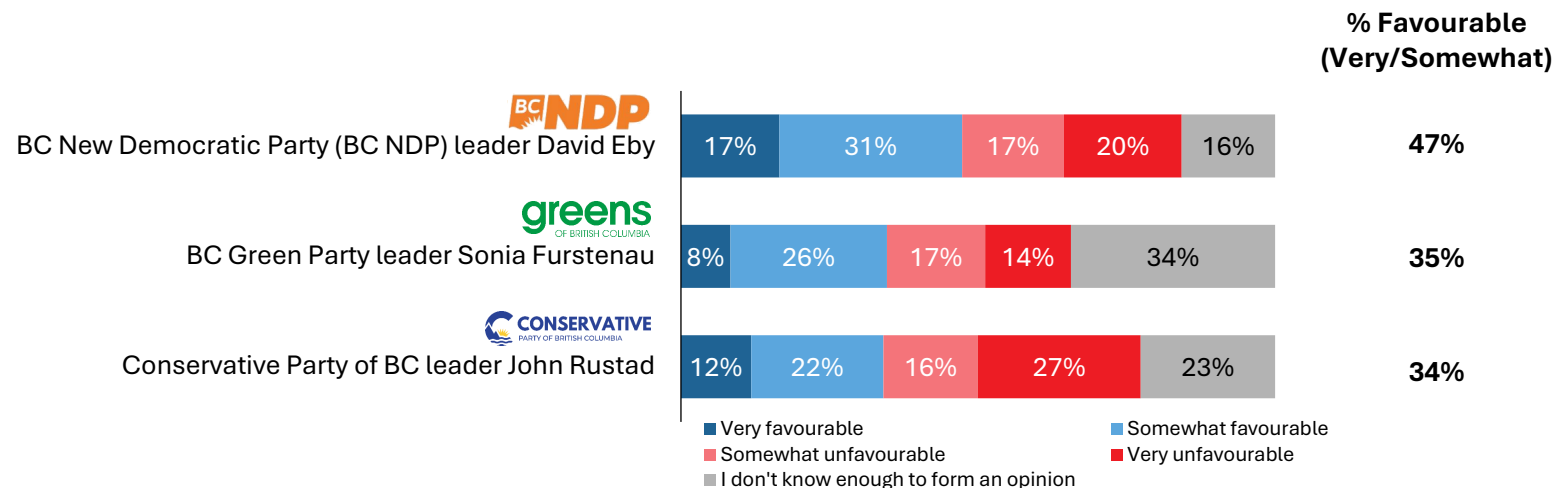
	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=199)	Other BC (n=302)	18-34 (n=207)	35-54 (n=334)	55+ (n=460)	Men (n=483)	Women (n=518)
BC New Democratic Party (BC NDP) led by David Eby	46%	47%	52%	41%	43%	40%	53%	44%	48%
Conservative Party of BC led by John Rustad	35%	36%	25%	38%	31%	39%	34%	40%	30%
BC Green Party led by Sonia Furstenau	19%	17%	23%	21%	25%	22%	13%	16%	21%

%/% indicates figure is statistically significantly higher/lower than total

PARTY LEADER FAVOURABILITY

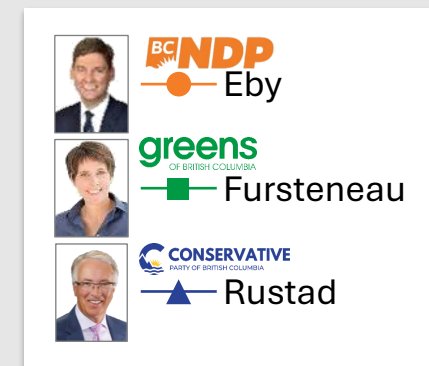
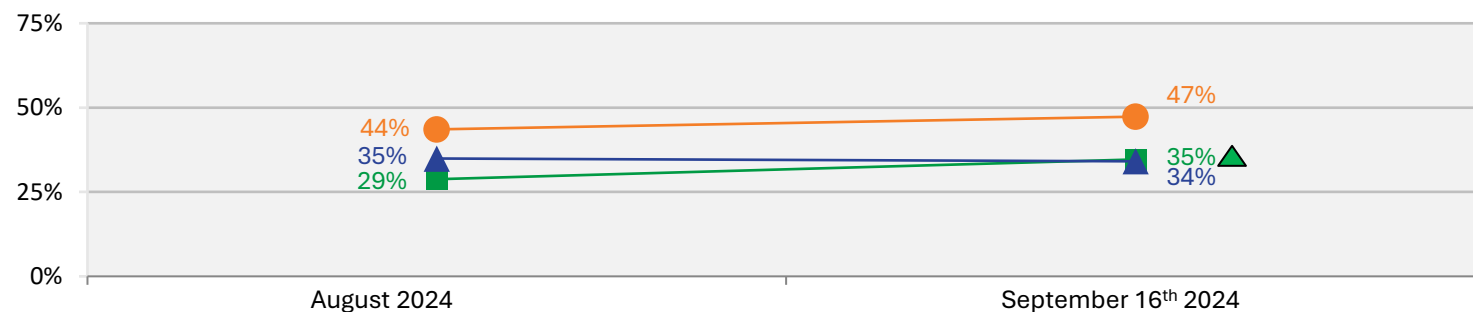
(Among Total BC Residents)

Full Favourability Breakdown for September 16th 2024



Premier David Eby remains the leader with the highest approval rating in September 2024 at 47%. Fursteneau and Rustad both received favourability rates of around one third.

Favourability Tracking Over Time (% Favourable – Very/Somewhat)



Below are several of the main Party leaders active in this election. For each one please indicate the impression you have of them. If you do not know enough about the individual to have an opinion, please select that option.

Aug 2024 wording: Thinking of each of the following provincial party leaders, would you say you generally approve or disapprove of the way each has performed in their job?

Base: BC residents (September 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (August 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

PARTY LEADER FAVOURABILITY

(Demographic Breakdown)

% Favourable (Very/Somewhat)	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=199)	Other BC (n=302)	18-34 (n=207)	35-54 (n=334)	55+ (n=460)	Men (n=483)	Women (n=518)
BC New Democratic Party (BC NDP) led by David Eby	47%	47%	54%	44%	46%	41%	53%	47%	47%
BC Green Party led by Sonia Furstenau	35%	32%	43%	35%	37%	29%	37%	33%	36%
Conservative Party of BC led by John Rustad	34%	38%	22%	34%	36%	36%	31%	39%	29%

% Unfavourable (Very/Somewhat)	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=199)	Other BC (n=302)	18-34 (n=207)	35-54 (n=334)	55+ (n=460)	Men (n=483)	Women (n=518)
BC New Democratic Party (BC NDP) led by David Eby	37%	39%	31%	37%	27%	40%	40%	40%	34%
BC Green Party led by Sonia Furstenau	31%	32%	28%	30%	25%	31%	35%	39%	24%
Conservative Party of BC led by John Rustad	43%	41%	56%	40%	34%	38%	53%	43%	44%

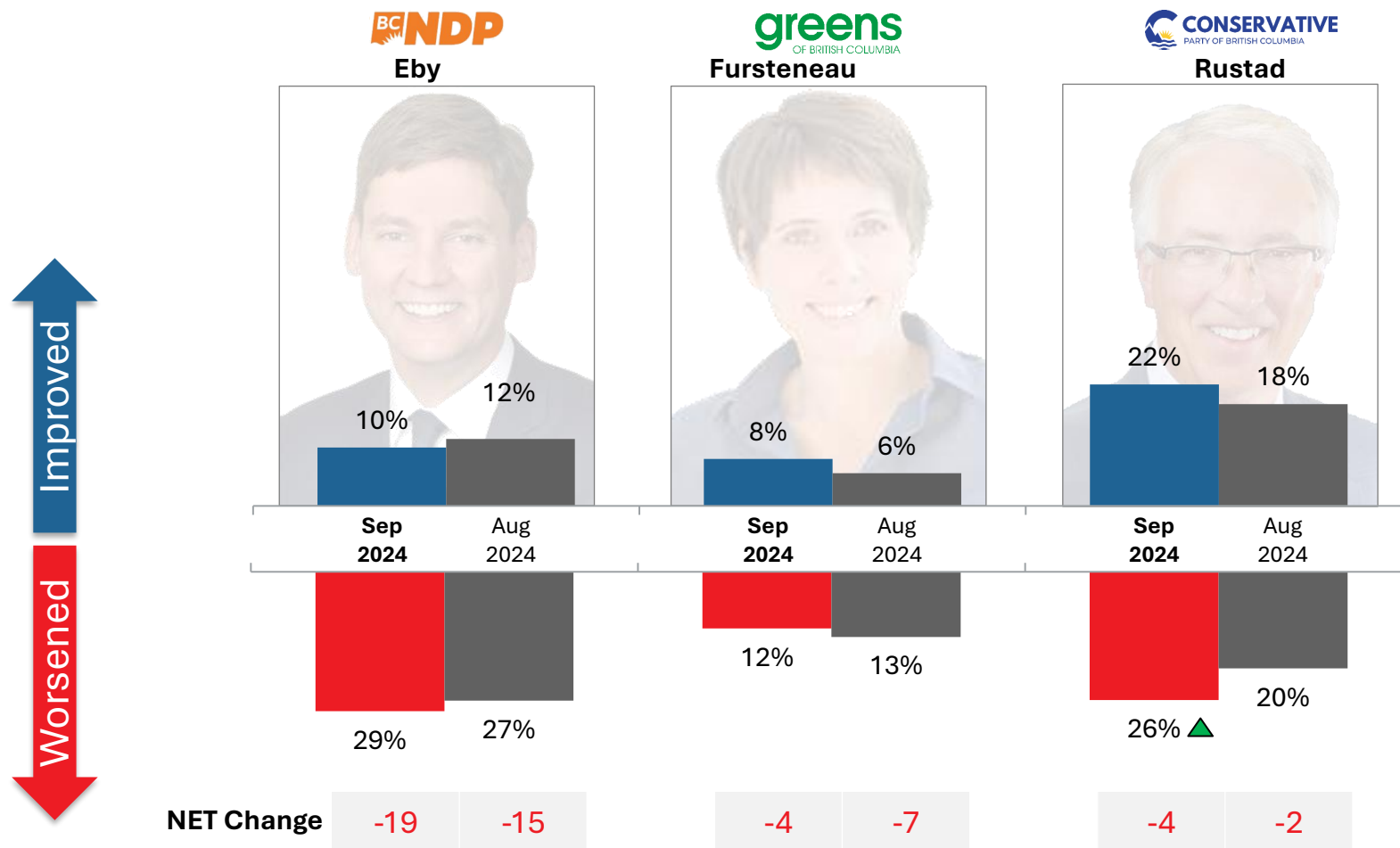
%/% indicates figure is statistically significantly higher/lower than total

Below are several of the main Party leaders active in this election. For each one please indicate the impression you have of them. If you do not know enough about the individual to have an opinion, please select that option.

Base: BC residents

CHANGE IN PARTY LEADER FAVOURABILITY

(Among Total BC Residents)



NDP leader David Eby experienced the largest NET negative change in favourability over the last six months, while Fursteneau and Rustad experienced milder NET negative changes in favourability.

CHANGE IN PARTY LEADER FAVOURABILITY

(Demographic Breakdown)

% Improved	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=199)	Other BC (n=302)	18-34 (n=207)	35-54 (n=334)	55+ (n=460)	Men (n=483)	Women (n=518)
Conservative Party of BC led by John Rustad	22%	24%	13%	21%	22%	22%	22%	27%	17%
BC New Democratic Party (BC NDP) led by David Eby	10%	10%	14%	9%	12%	9%	11%	10%	11%
BC Green Party led by Sonia Furstenau	8%	7%	11%	9%	13%	7%	6%	10%	7%

% Worsened	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=199)	Other BC (n=302)	18-34 (n=207)	35-54 (n=334)	55+ (n=460)	Men (n=483)	Women (n=518)
Conservative Party of BC led by John Rustad	26%	26%	34%	23%	23%	19%	34%	27%	26%
BC New Democratic Party (BC NDP) led by David Eby	29%	28%	27%	32%	20%	29%	34%	35%	23%
BC Green Party led by Sonia Furstenau	12%	15%	6%	9%	10%	14%	11%	14%	10%

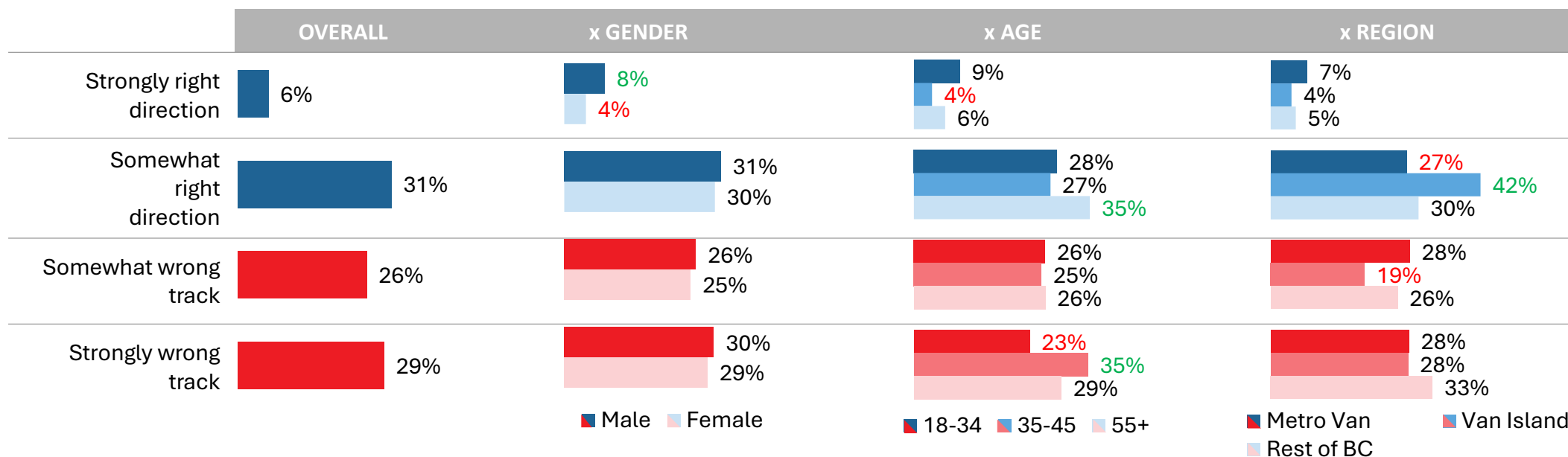
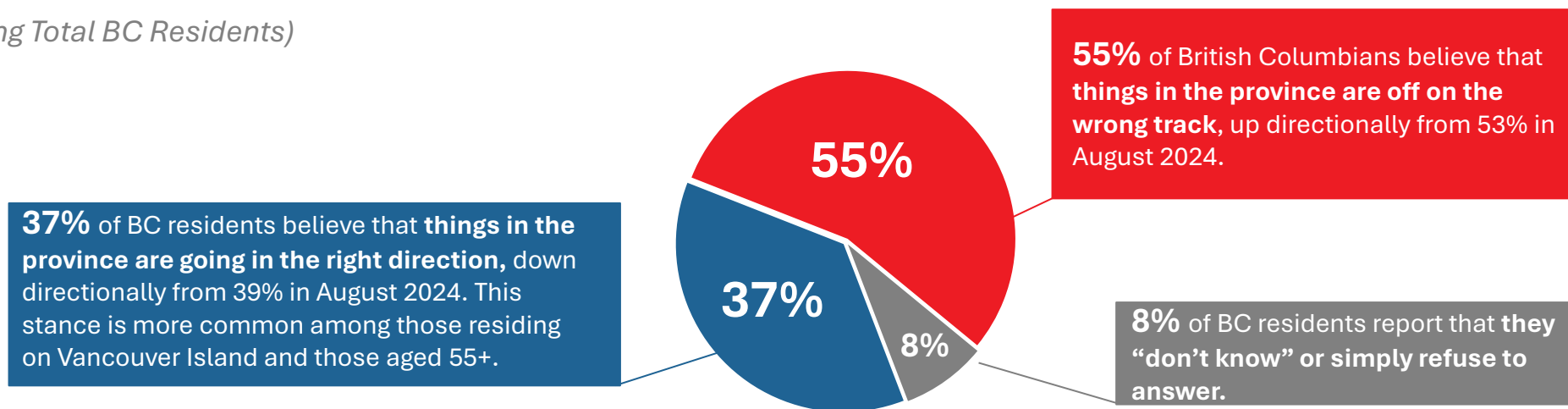
%/% indicates figure is statistically significantly higher/lower than total



Detailed Findings – Provincial Trajectory and Issues

CURRENT TRAJECTORY OF BC

(Among Total BC Residents)



%/% indicates figure is statistically significantly higher/lower than total

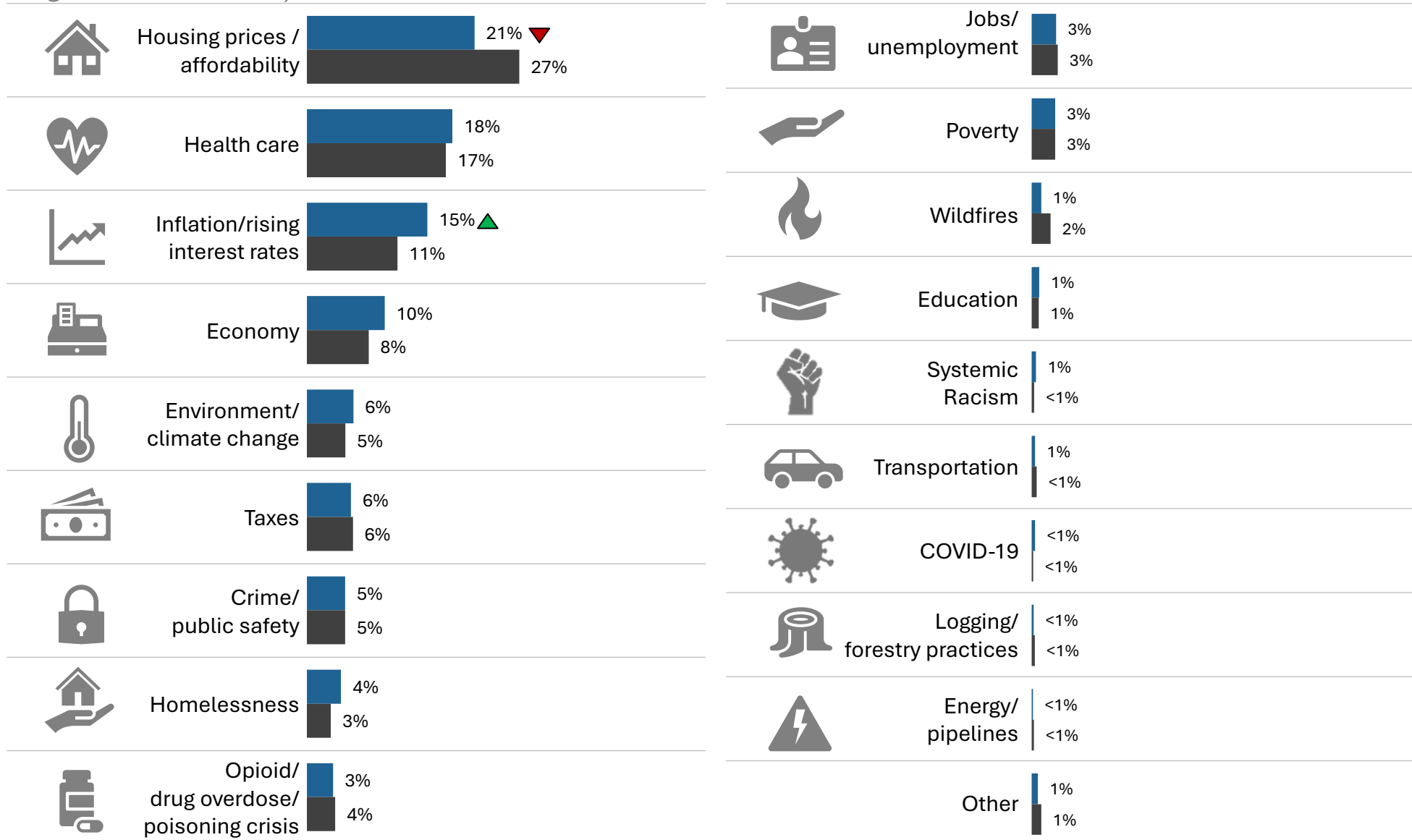
BC ISSUES – MOST IMPORTANT: AIDED – TRACKER

(Among Total BC Residents)



Housing affordability remains the top issue in BC, followed by health care, inflation/rising interest rates, and the economy.

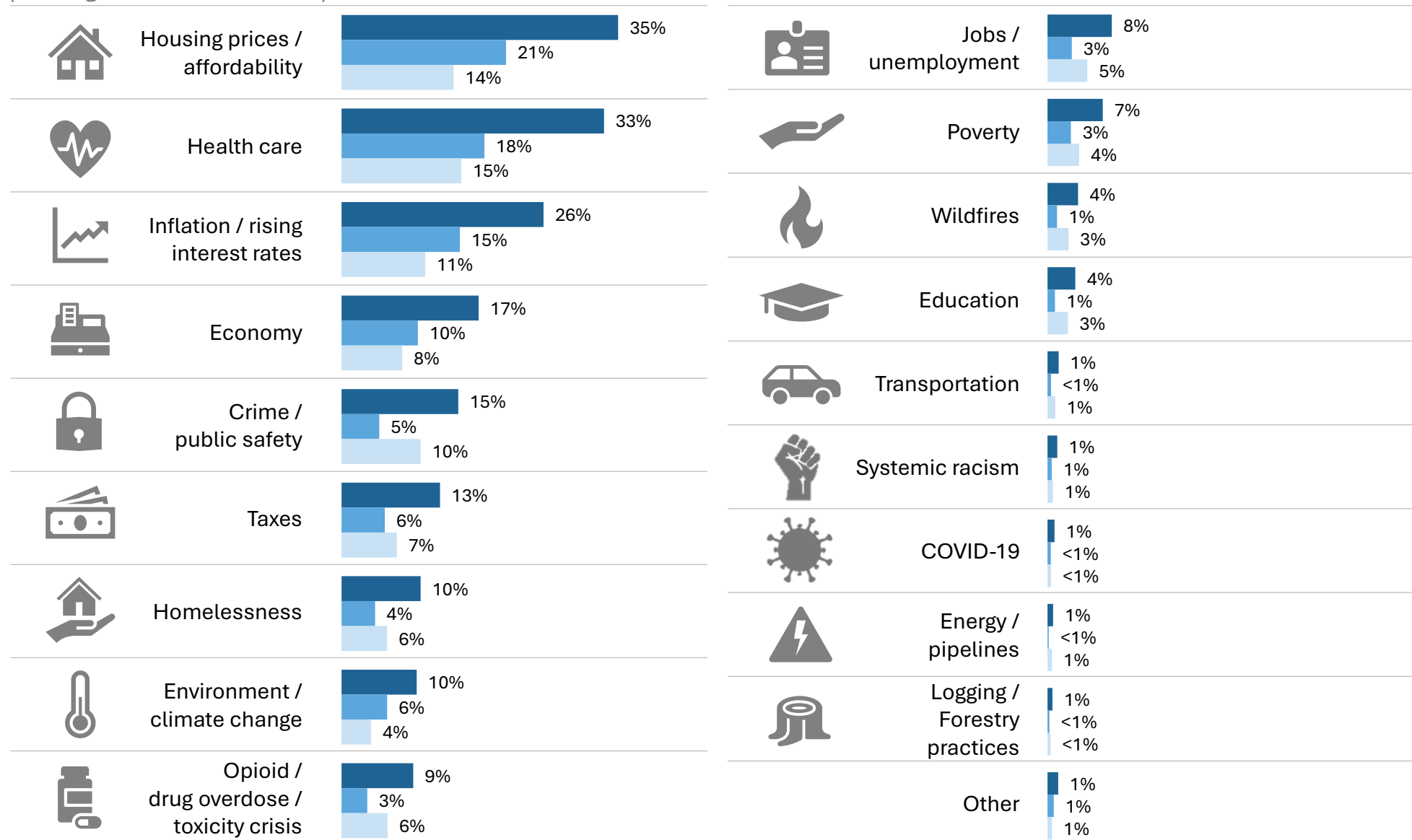
■ Sep 2024
■ Aug 2024



BC ISSUES – TOTAL IMPORTANCE: AIDED

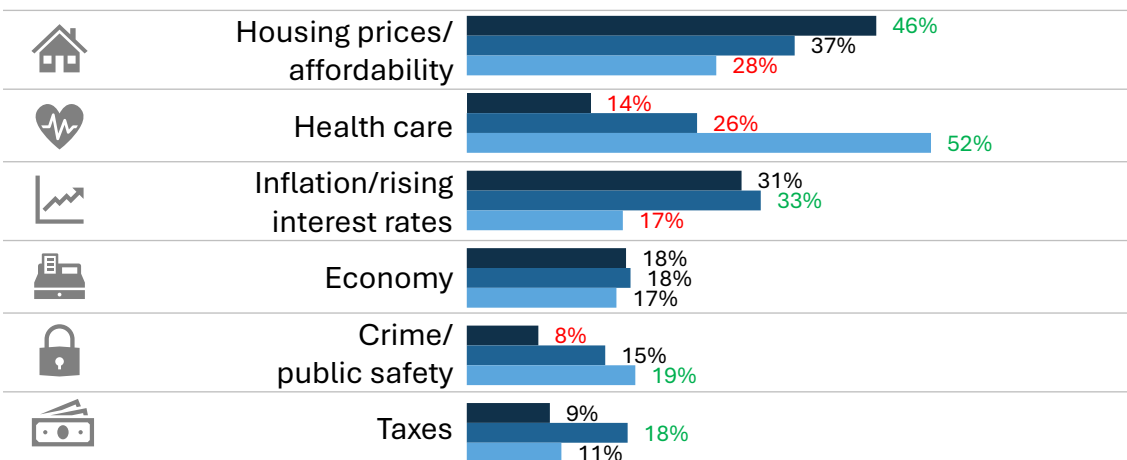
(Among Total BC Residents)

■ NET Important
■ Most important
■ Second most important



TOP 6 BC ISSUES – TOTAL IMPORTANCE:

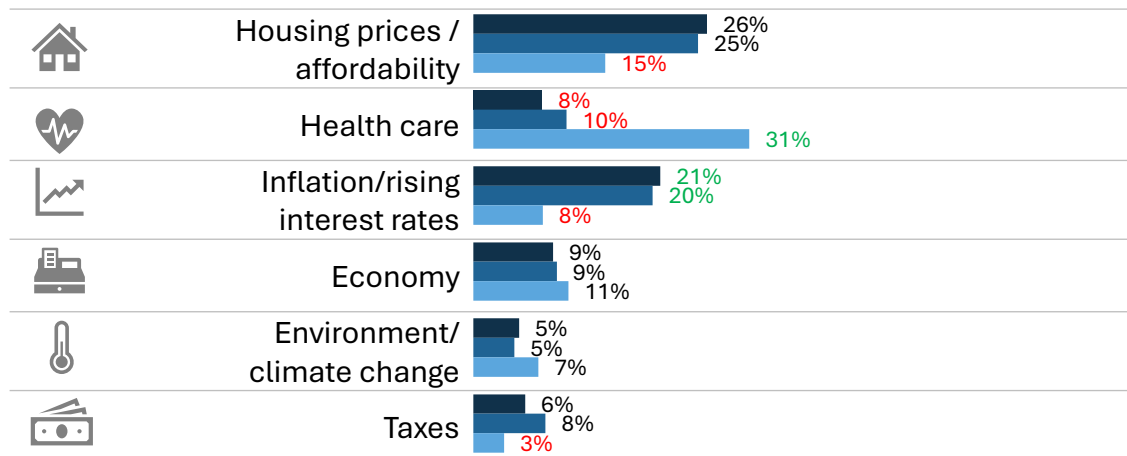
AIDED x **AGE** (Sep 2024)



TOP 6 BC ISSUES – MOST IMPORTANT:

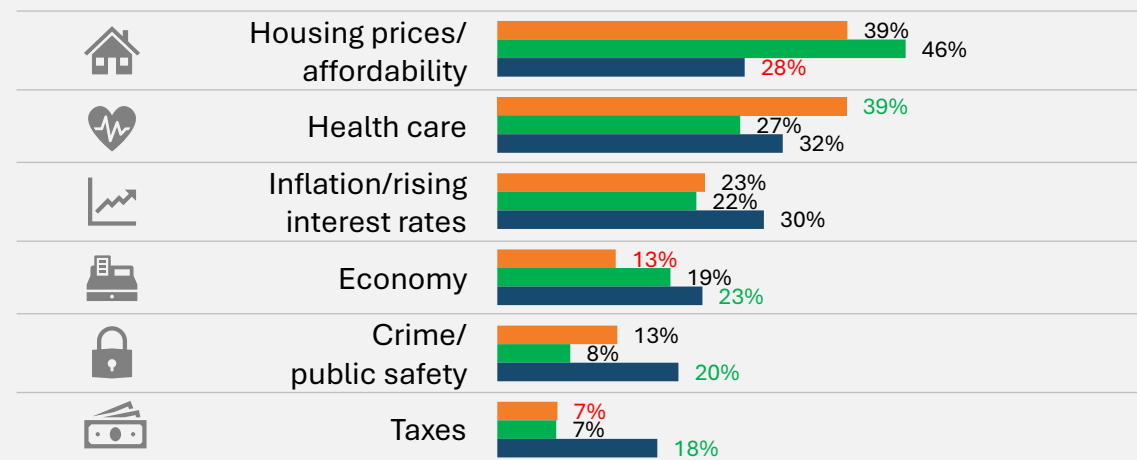
AIDED x **AGE** (Sep 2024)

■ 18-34
■ 35-54
■ 55+



TOP 6 BC ISSUES – TOTAL IMPORTANCE:

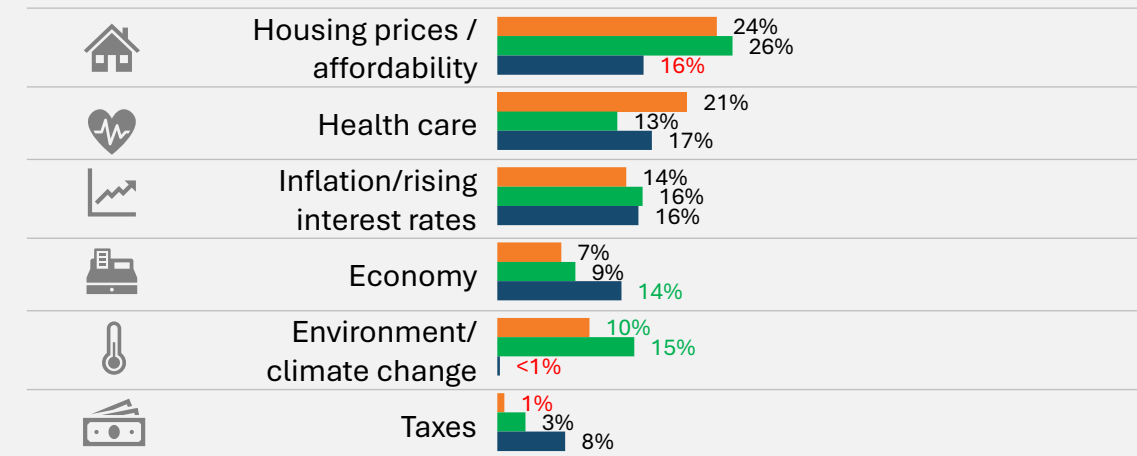
AIDED x **VOTING INTENTION** (Sep 2024)



TOP 6 BC ISSUES – MOST IMPORTANT:

AIDED x **VOTING INTENTION** (Sep 2024)








■ BC NDP
■ BC Green Party
■ Conservative Party of BC



%/% indicates figure is statistically significantly higher/lower than total

PARTY WITH TOP PLAN TO ADDRESS PRIORITY ISSUES

(Among Total BC Residents)

		Provincial Voting Intention		
		NDP (n=423)	Conservative (n=294)	Green (n=78)
David Eby and the BC NDP		77%	2%	7%
John Rustad and the BC Conservative Party		3%	79%	5%
Sonia Furstenau and the BC Green Party		3%	1%	61%
Someone else		<1%	1%	-
None of them		4%	7%	14%
I don't know		13%	9%	12%
I prefer not to answer		-	-	-

Just less than a third of BC residents believe that David Eby and the BC NDP have the best plan to address their priority issue, while a similar proportion believe the same about Rustad and the Conservative Party.

PARTY WITH TOP PLAN TO ADDRESS PRIORITY ISSUES

(Demographic Breakdown)

% More Favourable	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=199)	Other BC (n=302)	18-34 (n=207)	35-54 (n=334)	55+ (n=460)	Men (n=483)	Women (n=518)
BC New Democratic Party (BC NDP) led by David Eby	30%	28%	37%	28%	25%	23%	38%	31%	28%
Conservative Party of BC led by John Rustad	29%	33%	20%	29%	28%	33%	27%	36%	23%
BC Green Party led by Sonia Furstenau	8%	7%	9%	10%	11%	9%	5%	8%	8%
Someone else	1%	2%	1%	<1%	2%	3%	-	2%	1%
None of them	9%	8%	12%	9%	6%	9%	11%	7%	11%
Don't know	21%	20%	20%	23%	26%	21%	18%	15%	27%
I prefer not to answer	1%	2%	1%	2%	2%	2%	1%	1%	2%

DETAILED METHODOLOGY



WEIGHTED AND UNWEIGHTED SAMPLE

The following tables present the demographic distribution of respondents according to gender, region, age, and voting intention (among decided voters) before and after weighting.

		WEIGHTED	UNWEIGHTED
Gender		<i>n=1,001</i>	<i>n=1,001</i>
	Male	486	483
	Female	515	518
Region		<i>n=1,001</i>	<i>n=1,001</i>
	Metro Vancouver	536	500
	Vancouver Island	171	199
	Rest of BC	294	302
Age		<i>n=1,001</i>	<i>n=1,001</i>
	18 – 34	264	207
	35 – 54	318	334
	55+	420	460
Voting Intention		<i>n=800</i>	<i>n=814</i>
	BC NDP	352	423
	BC Green Party	91	78
	Conservative Party of BC	337	294

Leger

A large crowd of people, seen from an aerial perspective, is arranged on a white surface to form the shape of the number 3. The crowd is composed of many individuals of various ages and ethnicities, creating a colorful mosaic. The number 3 is formed by a large loop on the right and a smaller loop on the left. A semi-transparent grey horizontal band crosses the middle of the image, containing the text 'ABOUT LEGER' in white capital letters.

ABOUT LEGER

TRUST



BUILT FOR SUCCESS

THE BEST
OF BOTH
WORLDS

DIVERSE CLIENTS
WITH COMPLEX
MANDATES

ONE-STOP SHOP
THE ONLY FULLY
INTEGRATED MARKET
RESEARCH COMPANY IN
CANADA.

EFFICIENT
OPERATIONAL
STRUCTURE

THE MOST
ACCURATE
POLLING FIRM
IN CANADA

8 offices in Canada coast to coast and the USA, and over 600 employees, including 235 professionals.



INTELLIGENCE



WE KNOW CANADIANS

FROM
RESEARCH
TO INSIGHTS

LEGER
ANALYTICS

SPECIALIZED
STUDIES

DIGITAL
EXPERTISE

INTERNATIONAL
NETWORK

Last year, we conducted
5,626,037 online surveys and
249,523 telephone surveys.



REAL-TIME SOLUTIONS

EXPLORE
UX EXPERTISE

ENGAGE
CMNTY

EXPERIENCE
QUALTRICS PARTNERSHIP

EXCHANGE
LEO MOBILE APP

Leger is the most innovative and cutting-edge polling, market research and analytics firm in Canada. We offer a variety of powerful real-time solutions that allow you to get better, smarter information more quickly.

LEO is the largest proprietary online panel in Canada, with over **400,000** members across North America.



OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | NEW YORK

Leger

We know Canadians

