

Report

British Columbia Provincial Polling

October 14th and 15th, 2024

For:

VANCOUVER SUN

DATE 10/17/2024



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

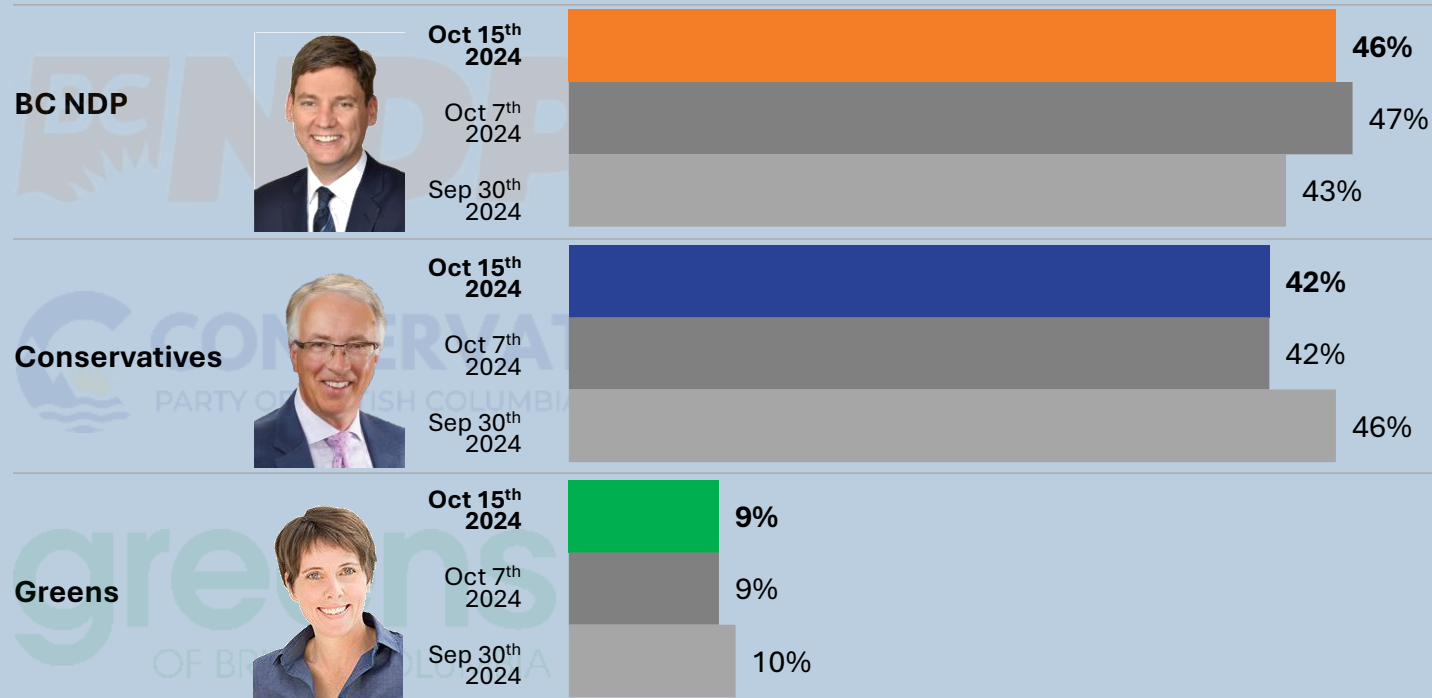


- Results are based on online research conducted among BC residents 18 years of age and older, October 14-15, 2024.
- The most recent wave was conducted among a sample of 1,017.
 - No margin of error can be associated with a non-probability sample, but for comparative purposes, a probability sample of 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 the previous wave's results using green/red coloured arrows.
- Where relevant, subgroup results are compared against the total (excluding the subgroup in question) using green/red coloured text.
- Some charts and tables may not add to 100% due to rounding.

BC Voting Intentions Among Decided Voters



The BC NDP continues to hold the lead in voting intention among decided voters and sit 4 percentage points ahead of The Conservative Party ahead of this weekend's election.



Key Findings

- The BC NDP (46%) continues to hold the lead in voting intention among decided voters over The Conservative Party of BC (42%) with a slightly narrower 4-point lead from last week and despite Furstenau's debate performance, the Greens have held steady at 9%.
- The NDP has picked up support in the Metro Vancouver area (42% to 49%) in the past three weeks, and the Conservatives have continued their gains in areas of BC outside of Metro Vancouver and Vancouver Island (to 49%).
- Voters 55+ continue to support the NDP over the Conservative Party of BC by a 13 pt. margin (51% to 37%) while Conservative support is highest among males (47%) and 35-54's (47%). While Conservative support dropped substantially last week among youth and women, it has recovered slightly this week.
- A considerable number (37%) of BC residents have already voted with heavy turnout from the 55+ group (49%) and lower numbers among 35-54 (33%) and 18-34 (23%)--with early results favouring the BC NDP.
- Eby edged out Rustad as the winner of the leader's debate (27% to 25%) with Furstenau a distant third (14%)--and a substantial 34% not having an opinion.



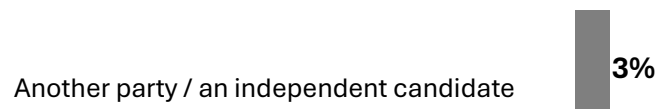
Detailed Findings:
Voting Intention, Likelihood, and Election
Information

PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)

2020 Past Provincial Vote

NDP (n=401)	Liberal (n=156)	Conserv- ative (n=81)	Green (n=52)*
75%	28%	4%	27%
19%	66%	86%	17%
5%	4%	5%	54%
1%	2%	4%	3%



The BC NDP continues to hold the lead in voting intention among decided voters over The Conservative Party of BC. The incumbent government now sits 4 percentage points ahead of the Conservative Party, not a significant change over last week's poll.

The BC Greens continue to hold stable in a distant third place despite Furstenuau's debate performance.

The NDP has retained about 75% of voters from the last provincial election, and picked up 28% of past Liberal voters as well as 27% of Green voters

The Conservative Party of BC only picked up two-thirds of past Liberal voters

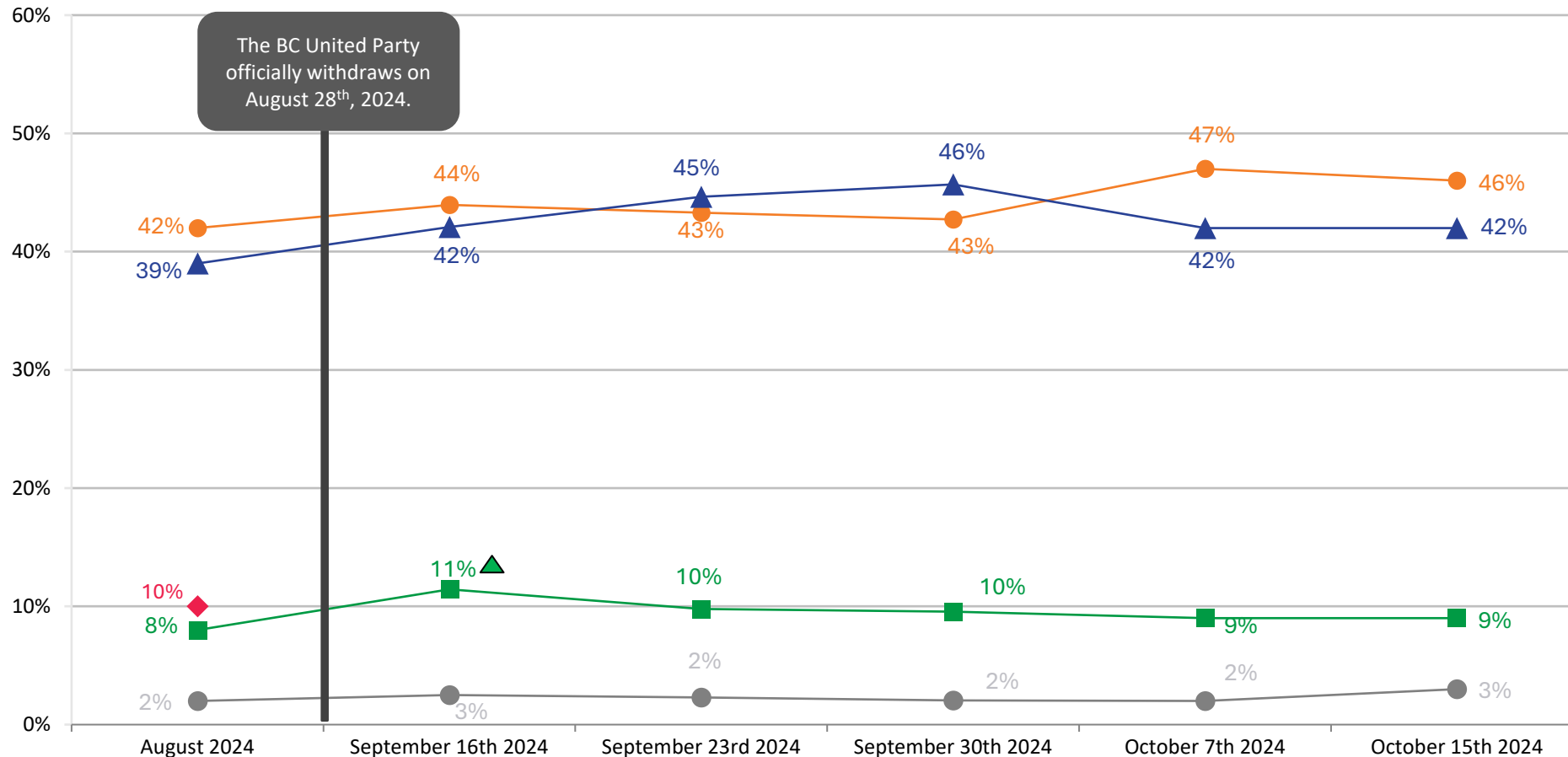
If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Base: Decided voters (Weighted: n=861 ; Unweighted: n=859)

*Take caution interpreting results with small sample size (n<70).

PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Decided Voters)

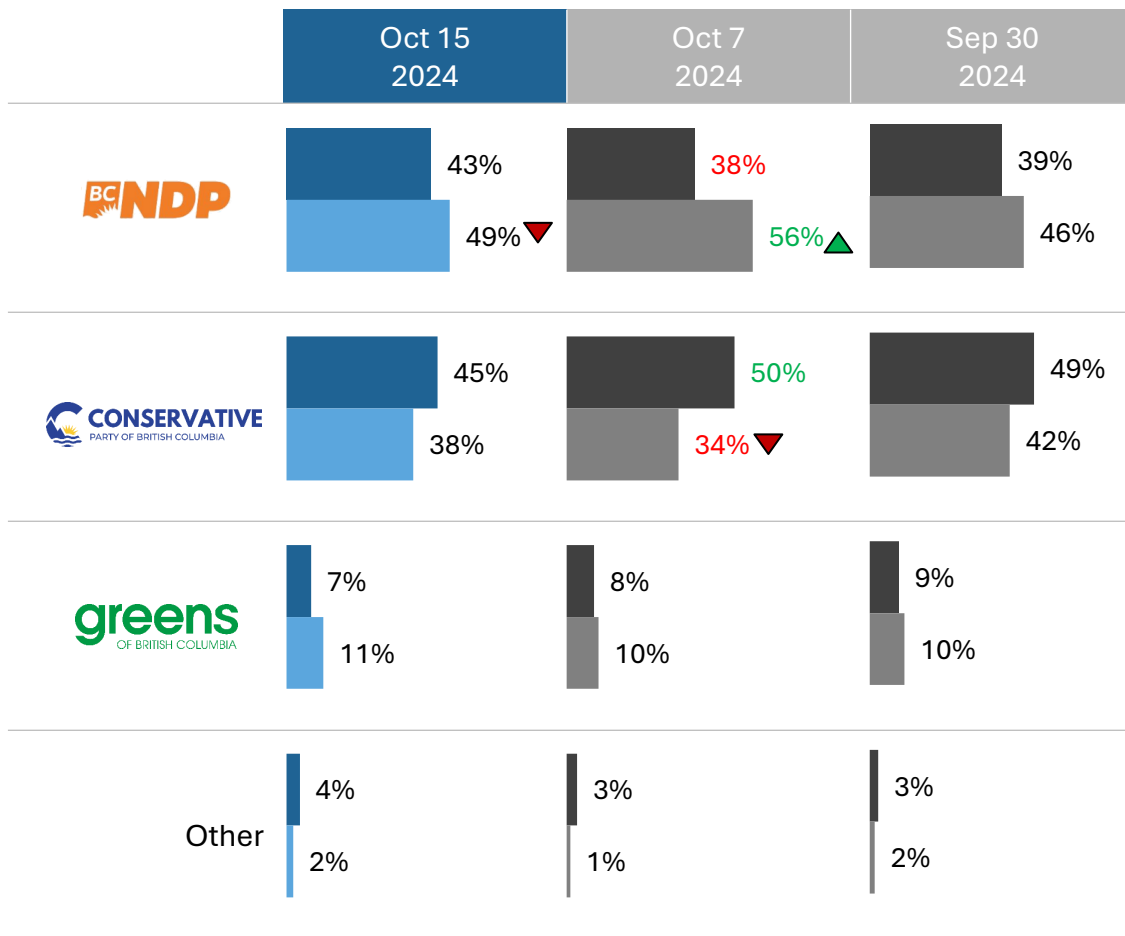


If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?
 Base: Decided voters (October 15 2024: Weighted: n=861 ; Unweighted: n=859) (October 7 2024: Weighted: n= 857 ; Unweighted: n= 868) (September 30 2024: Weighted: n= 829 ; Unweighted: n= 844) (September 23 2024: Weighted: n= 821 ; Unweighted: n= 826) (September 16 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.

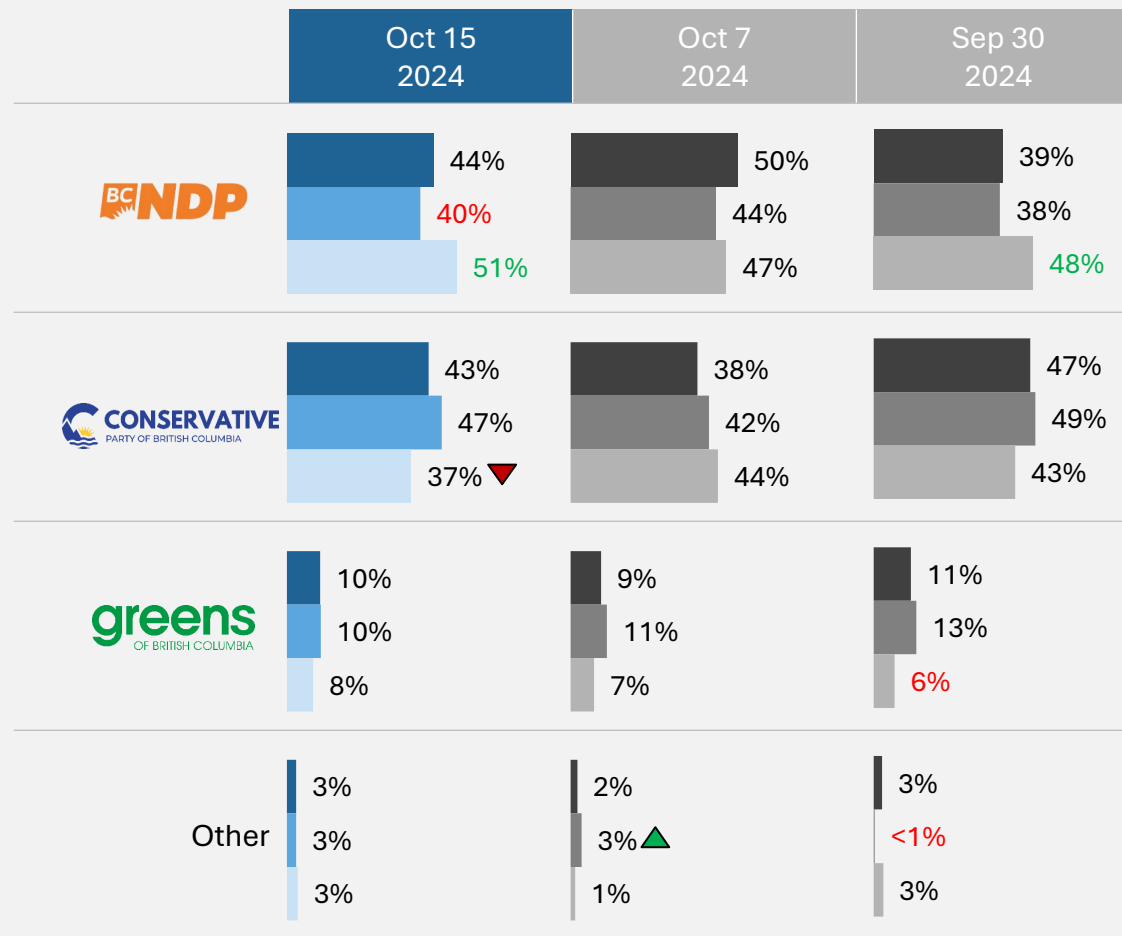
PROVINCIAL VOTING INTENTIONS by

GENDER *(Among Decided Voters)*



PROVINCIAL VOTING INTENTIONS by

AGE *(Among Decided Voters)*



Male
Female

18-34
35-54
55+

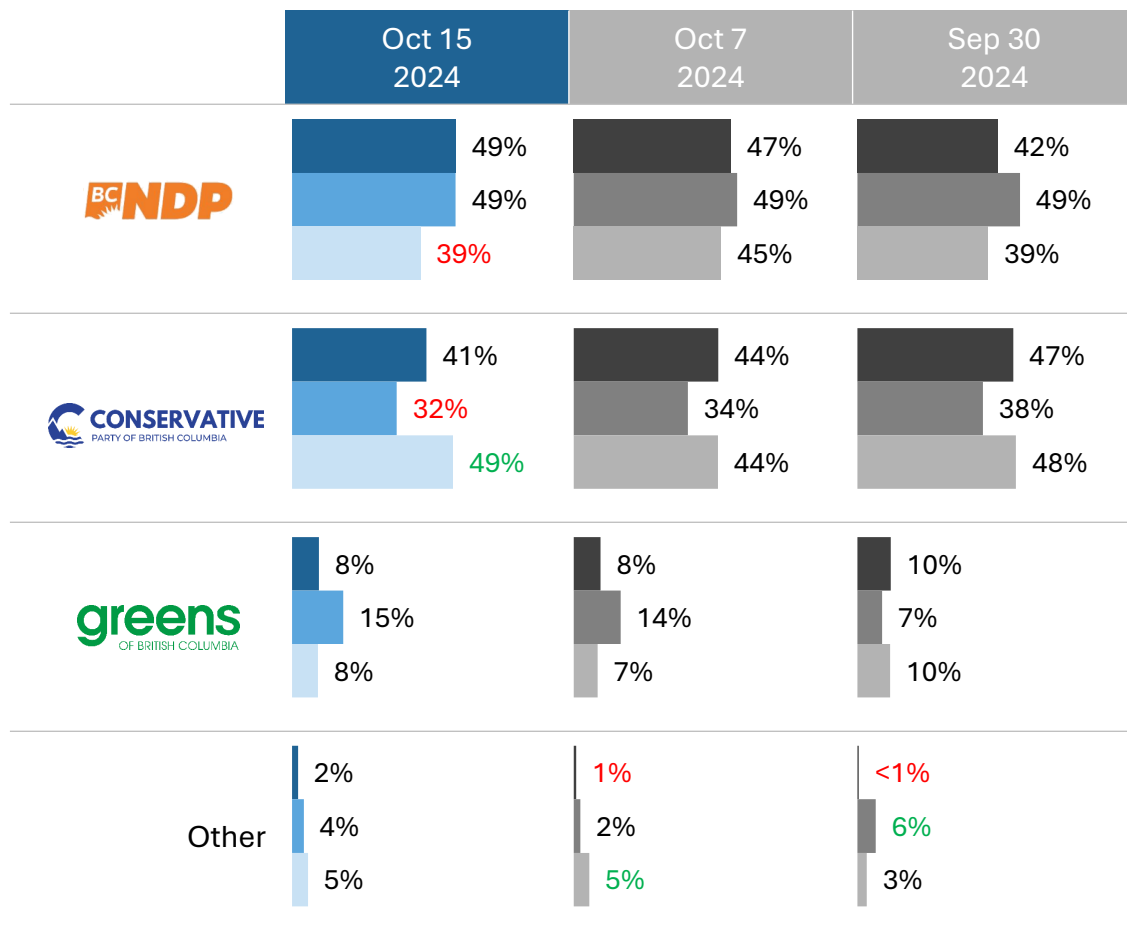
%/% indicates figure is statistically significantly higher/lower than total

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Base: Decided voters (October 15 2024: Weighted: n=861 ;

PROVINCIAL VOTING INTENTIONS x

REGION *(Among Decided Voters)*



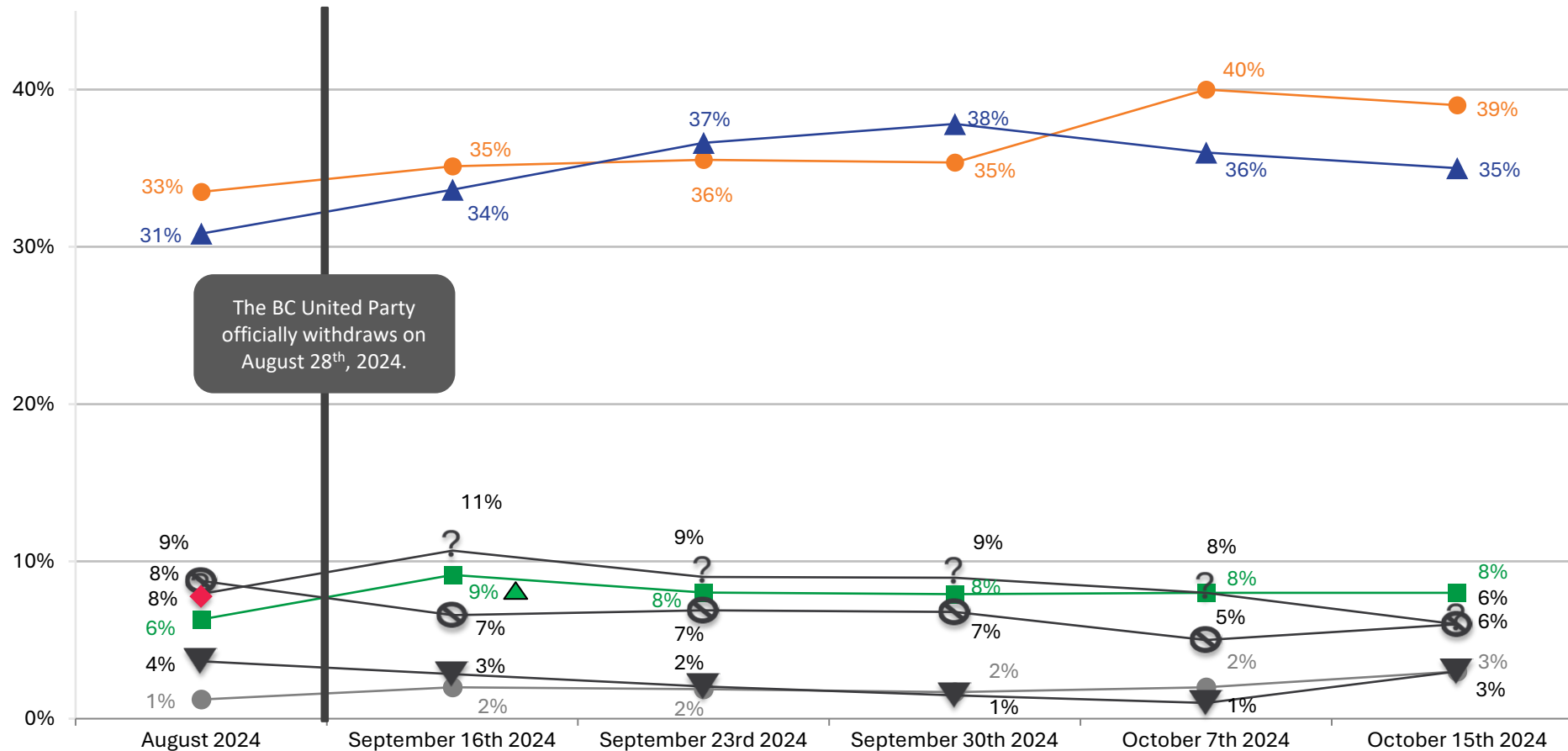
- Metro Van
- Van Island
- Rest of BC

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 (October 15 2024: Weighted: n=861 ; Unweighted: n=859)

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PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Total BC Residents)



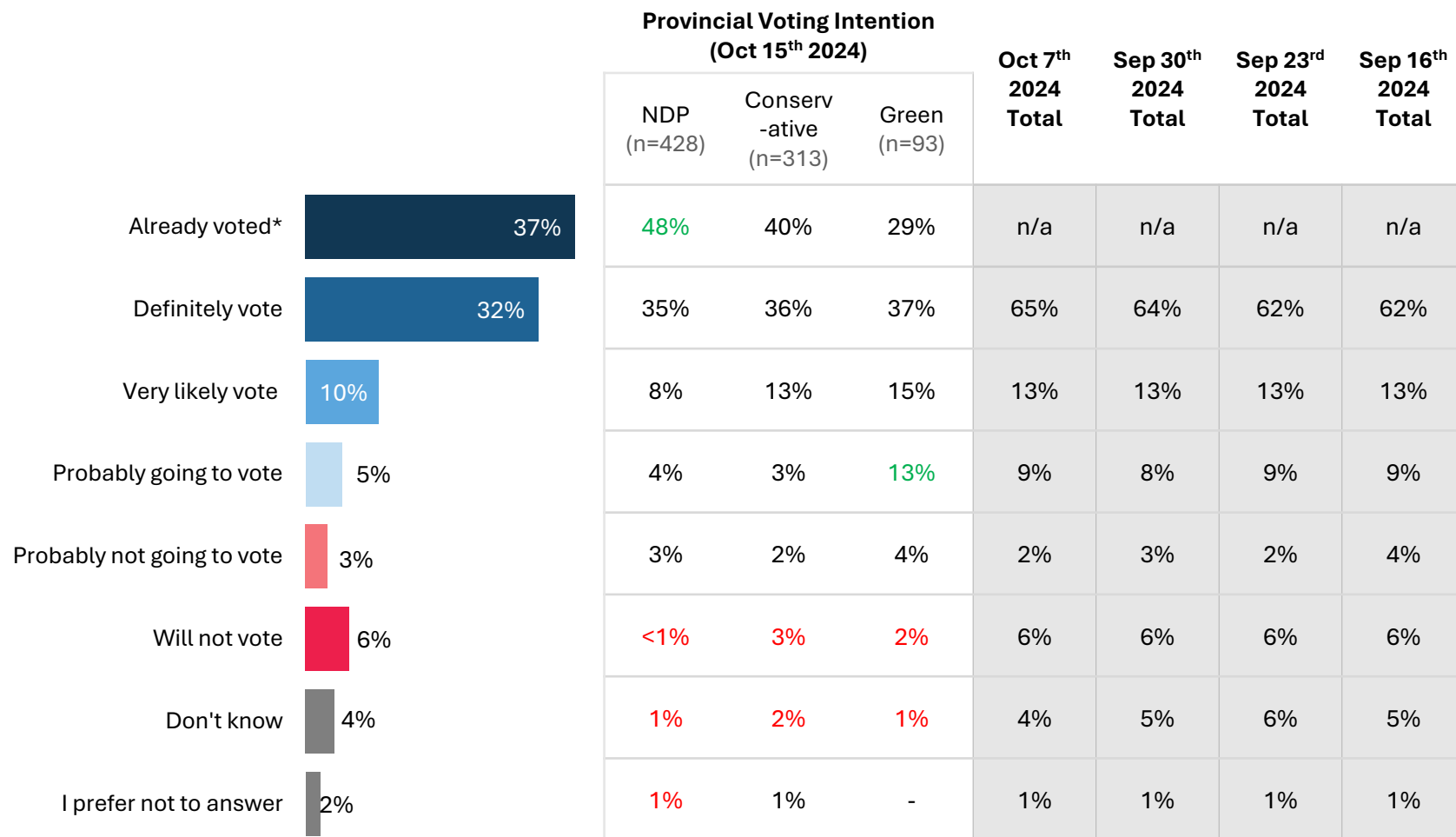
- BC NDP
- ▲ CONSERVATIVE PARTY OF BRITISH COLUMBIA
- greens OF BRITISH COLUMBIA
- ◆ BC UNITED
- Another Party/Independent
- Would not vote
- ? Not sure
- ▼ Prefer not to answer

If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?
 Base: BC residents (October 15 2024: Weighted: n= 1,017 ; Unweighted: n= 1,017) (October 7 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002)
 (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)
 (September 16 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.

LIKELIHOOD OF VOTING

(Among Total BC Residents)



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

Nearly four-in-ten (37%) BC residents indicate they have already voted, while just less than one-third (32%) will 'definitely vote', for a total of 69% who have already voted or will 'definitely vote'.

NDP voters are significantly more likely to indicate that they have already voted.

How likely are you to get out and vote in the BC provincial election this coming October? Will you...
 Base: BC residents (October 15 2024: Weighted: n= 1,017 ; Unweighted: n= 1,017) (October 7 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)
 *'Already voted' added as option for Oct 15 wave. Tracking between Oct 15 wave and previous wave not available.

LIKELIHOOD OF VOTING

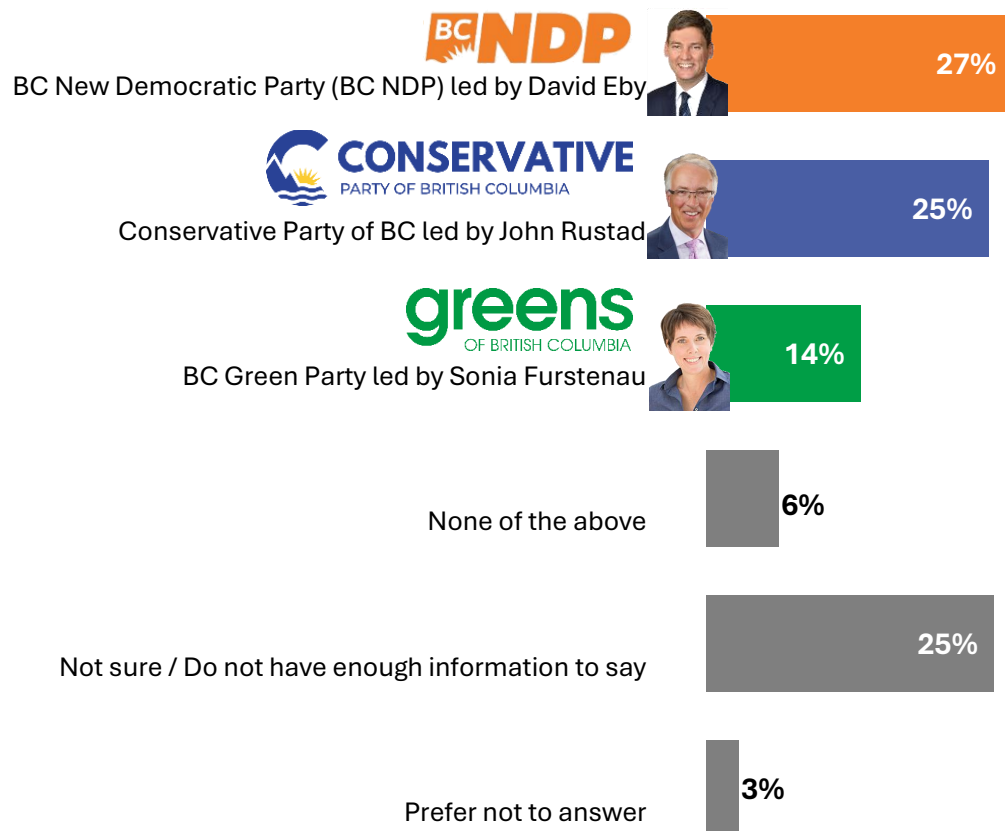
(Demographic Breakdown)

	Total (n=1,017)	Region			Age			Gender	
		Metro Vancouver (n=585)	Vancouver Island (n=147)	Other BC (n=285)	18-34 (n=270)	35-54 (n=336)	55+ (n=411)	Men (n=450)	Women (n=567)
(NET) Already voted/ Definitely vote	69%	67%	75%	70%	50%	67%	82%	72%	67%
Already voted	37%	36%	45%	36%	23%	33%	49%	41%	34%
Definitely vote	32%	31%	29%	33%	27%	34%	33%	31%	32%
Very likely vote	10%	12%	9%	8%	15%	12%	6%	9%	12%
Probably going to vote	5%	5%	4%	4%	9%	5%	2%	5%	4%
Probably not going to vote	3%	2%	3%	5%	9%	1%	2%	4%	2%
Will not vote	6%	7%	6%	6%	9%	7%	4%	6%	7%
Don't know	4%	4%	3%	5%	6%	5%	2%	4%	5%
I prefer not to answer	2%	3%	-	2%	2%	2%	2%	<1%	3%

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

'WINNER' OF LEADERS DEBATE

(Among Total BC Residents)



Provincial Voting Intention
(Oct 15th 2024)

	NDP (n=428)	Conservative (n=313)	Green (n=93)
BC NDP	62%	2%	10%
Conservative	3%	63%	6%
BC Green	14%	8%	60%
None of the above	2%	5%	3%
Not sure / Do not have enough information to say	19%	21%	20%
Prefer not to answer	-	1%	2%

Just above a quarter (27%) of BC residents believe that NDP leader David Eby was the 'winner' of the leader's debate, while an additional quarter (25%) consider Conservative Party leader John Rustad the 'winner'.

'WINNER' OF LEADERS DEBATE

(Demographic Breakdown)

	Total (n=1,017)	Region			Age			Gender	
		Metro Vancouver (n=585)	Vancouver Island (n=147)	Other BC (n=285)	18-34 (n=270)	35-54 (n=336)	55+ (n=411)	Men (n=450)	Women (n=567)
BC New Democratic Party (BC NDP) leader David Eby	27%	28%	26%	25%	30%	24%	27%	26%	28%
Conservative Party of BC leader John Rustad	25%	23%	18%	33%	29%	29%	19%	32%	19%
BC Green Party leader Sonia Furstenau	14%	14%	18%	10%	8%	8%	21%	15%	12%
None of the above	6%	6%	7%	6%	4%	6%	8%	6%	7%
Not sure / Do not have enough information to say	25%	26%	29%	22%	25%	30%	22%	20%	30%
Prefer not to answer	3%	3%	2%	4%	3%	3%	3%	2%	4%

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



DETAILED METHODOLOGY

125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
85,000	35,000	101,090	154,200
100	83,000	101,684	110,000
		101,962	89,000
		12,747	50,000
			68,700
			000

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=1,017</i>	<i>n=1,017</i>
	Male	492	450
	Female	525	567
Region		<i>n=1,017</i>	<i>n=1,017</i>
	Metro Vancouver	547	585
	Vancouver Island	157	147
	Rest of BC	313	285
Age		<i>n=1,017</i>	<i>n=1,017</i>
	18 – 34	265	270
	35 – 54	324	336
	55+	428	411
Voting Intention		<i>n=861</i>	<i>n=859</i>
	BC NDP	397	428
	BC Green Party	79	93
	Conservative Party of BC	359	313



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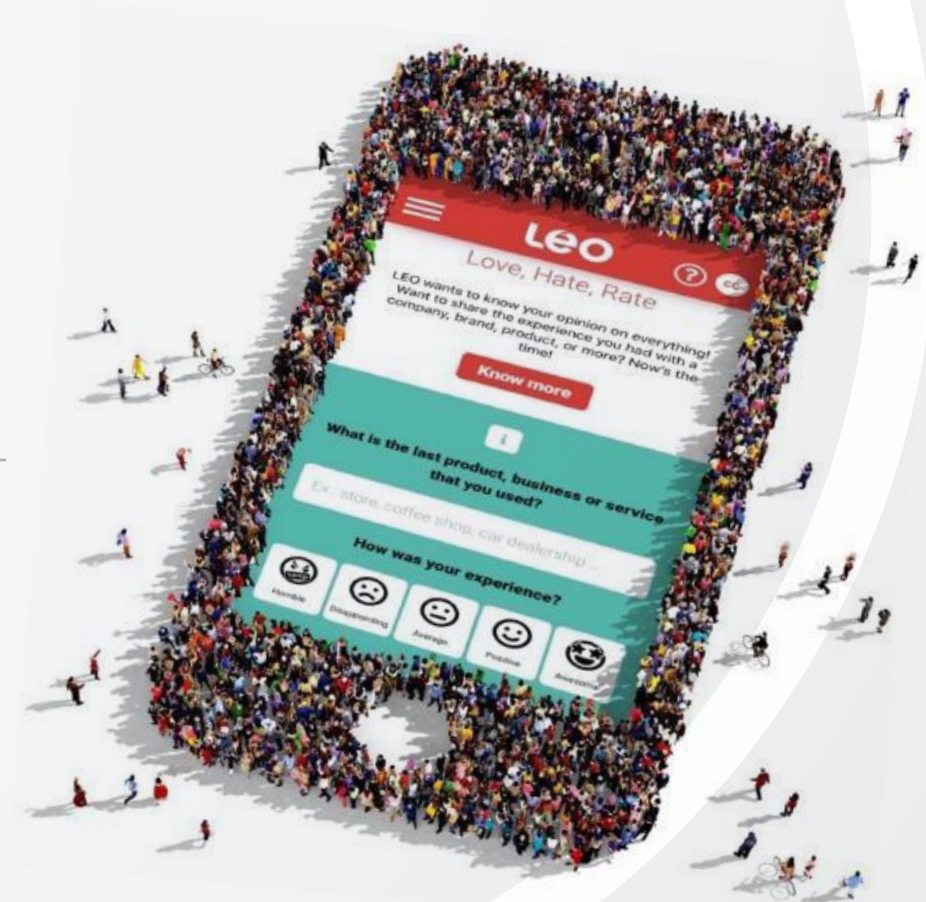
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