

Report

**Government of British
Columbia
Report Card
August 2024**

DATE 8/9/2024



BACKGROUND



Leger monitors constituents' views of BC government performance, party leadership, and voter intentions to keep a pulse on provincial political sentiment.

METHODOLOGY



- Results are based on online research conducted among BC residents 18 years of age and older.
- 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 previous waves of research.

As the fall election approaches, the latest Leger polling data indicates that the previously substantial lead held by the BC NDP under the leadership of David Eby (42%) has been all but erased due to the significant gains made by John Rustad and the Conservative Party of BC (39%) where support has risen 13 points since March 2024 (26%). While the BC NDP still appears to be maintaining a stable support base, the Conservative Party of BC has been rapidly capturing support from undecided voters and ex-BC United supporters.

BC United support has declined significantly in poll standings between March and August 2024 and now sits at 10% which is only around a third of the level recorded less than two years ago in January 2023 (28%). The BC Greens sit right behind BC United, holding consistent at 8% support.

The dramatic rise in support levels for the Conservative Party of BC can be attributed to five main factors. Firstly, the increases in awareness, approval ratings and voter support of John Rustad have been significant across all age groups and genders. Next, there is a perception that BC is on the wrong track, and BC Conservative voters are far more likely than most to agree with this. Thirdly, the rise in the popularity of the federal Conservative Party is strongly correlated to the same trend in BC. Fourth, the poor performance of the BC NDP on critical files have left them vulnerable, and lastly, the implosion of Kevin Falcon's BC United Party has been spectacular—leaving right-wing voters with only one obvious place to turn.

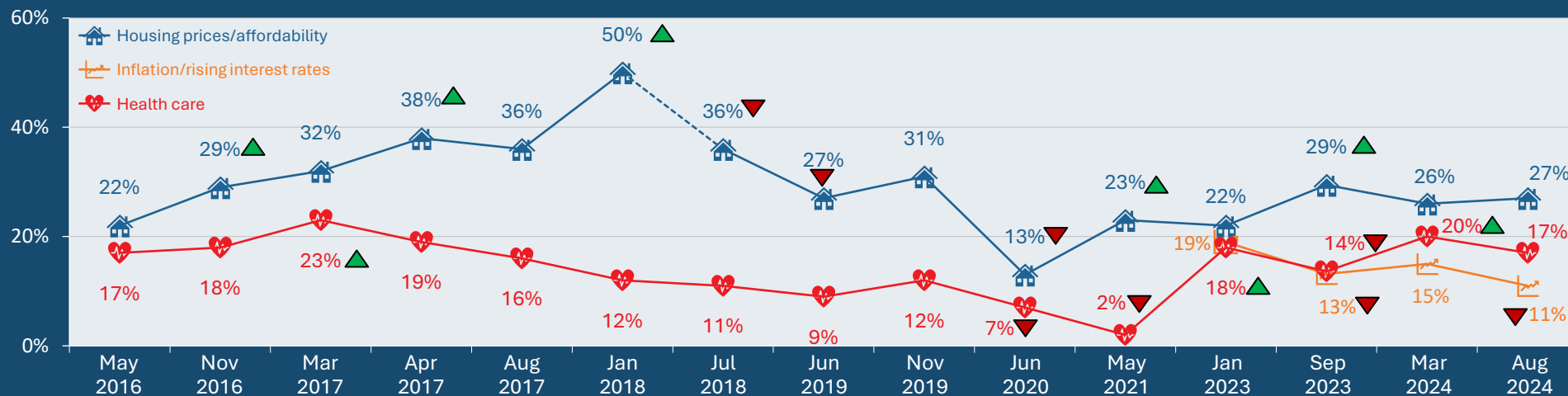
Housing affordability remains the top issue in B.C. (and has remained so since May 2016) followed by health care and inflation/rising interest rates, highlighting the continued economic and social challenges facing the province. That said, the proportion who ranked inflation/rising interest rates as most important (11%) and important (23%) has decreased in August 2024 relative to March 2024 (15% and 31%, respectively).

Approval ratings of the current BC NDP government on various government files outlines their vulnerability and points to reasons for the rise in the popularity of the Conservative Party of BC. While the BC NDP scores highest on reconciliation with indigenous peoples, education, relations with the feds, transportation and the environment, the disapproval ratings are high for their handling of homelessness, the opioid crisis, poverty, housing prices taxes, crime and healthcare in BC.

DASHBOARD OF KEY METRICS

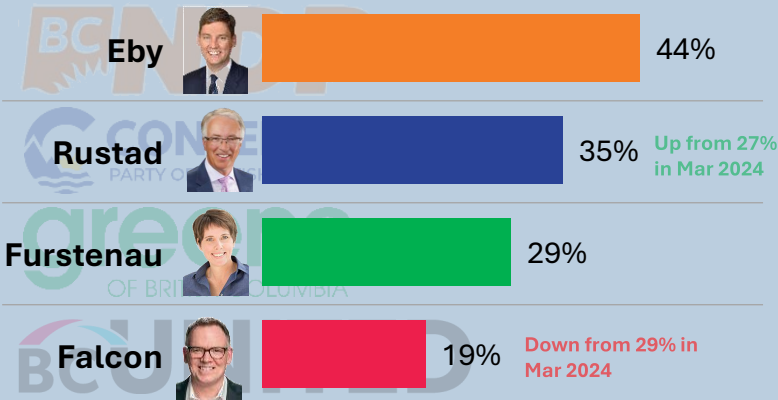
Most Important Issue Facing BC

Housing affordability continues to be the most important concern amongst British Columbians. Concern about health care has held consistent relative to March 2024 after increasing significantly last wave, while concern regarding inflation/rising interest rates has fallen significantly over the same period.



Leader Approval Ratings

Approval ratings and opinion changes reveal Eby remains in a relatively strong position, though BC Conservative leader John Rustad continues the trend of increased approval ratings for his party and is quickly closing the gap with Eby's BC NDP.



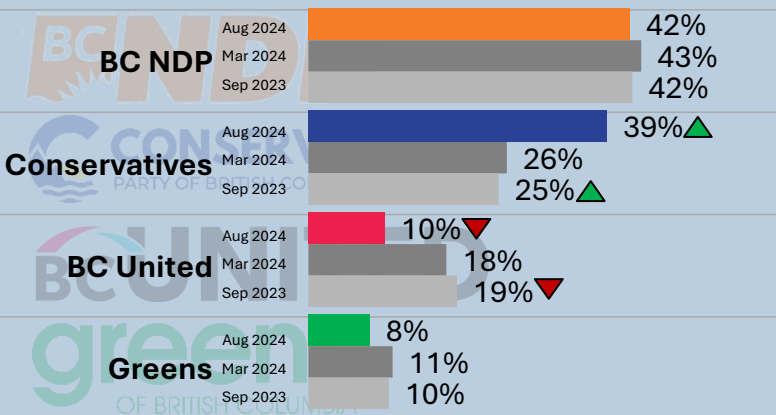
Approval Ratings of Current Government on Key Issues

Approval ratings for the current NDP government on their handling of various issues are mixed. Response to wildfire evacuations is the only issue with higher approval than the 44% received by Premier Eby himself.



BC Voting Intentions

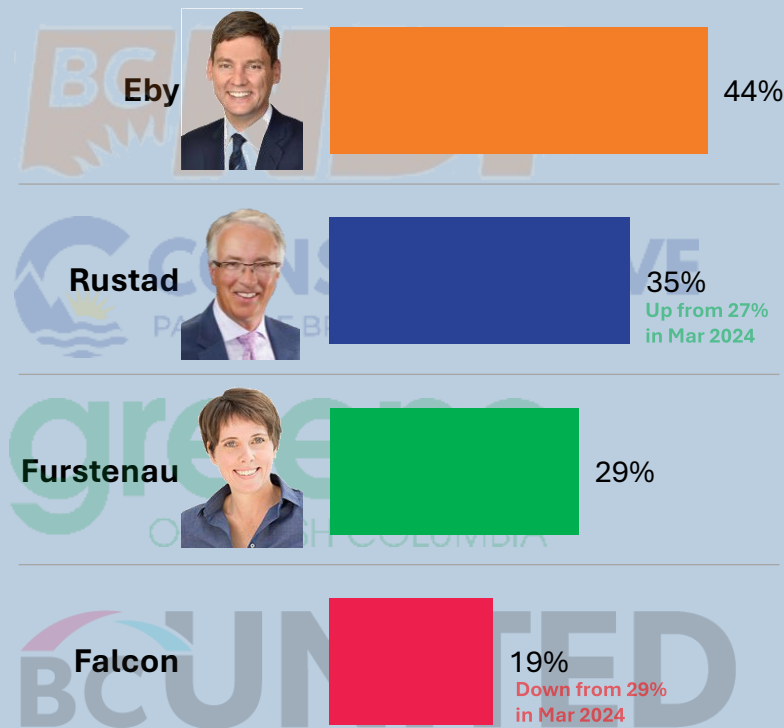
Voting intention for the current government is consistent with results from the last 3 waves, with the BC NDP still holding the lead. The Conservative Party of BC continues to make significant gains and now sits directly behind the BC NDP in voting intentions.



▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

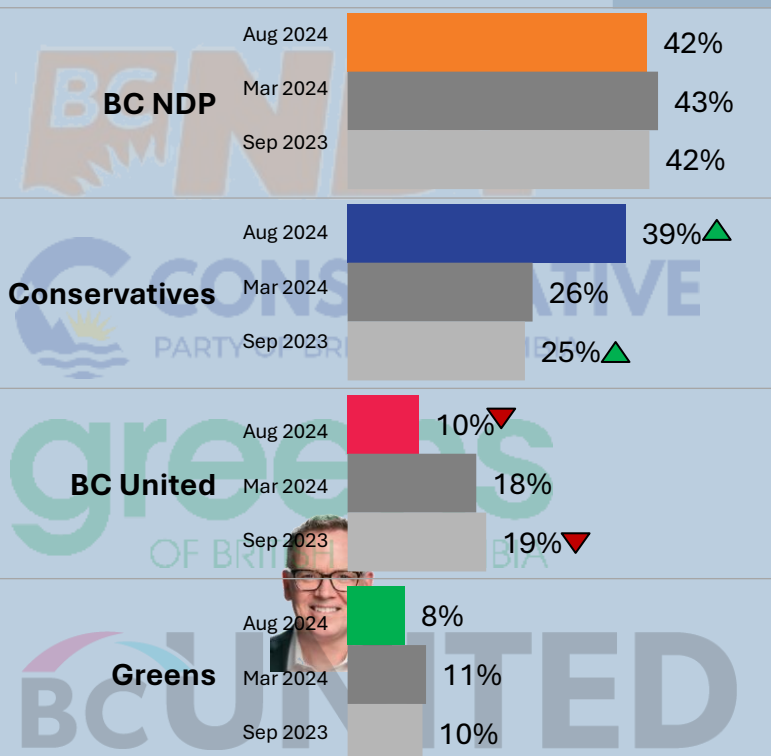
Leader Approval Ratings

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BC Voting Intentions

Voting intention for the current government is consistent with results from the last 3 waves, with the BC NDP still holding the lead. The Conservative Party of BC continues to make significant gains and now sits directly behind the BC NDP in voting intention.



Key Findings

- The BC NDP's lead has been all but erased due to rising Conservative support over the past four months: NDP 42%, Conservative Party of BC 39%, BC United 10%, and BC Greens 8%.
- Support for the Conservative Party of BC has increased significantly, as have approval ratings for leader John Rustad.
- Notably, the Conservative Party of BC now massively outperforms BC United across all regions of BC.
- Those aged 18-34 and 55+ are significantly more likely to believe the province is going in the right direction.
- Housing affordability remains the top issue in B.C. (and has been since May 2016) and is followed by healthcare and inflation/rising interest rates. Inflation/rising interest rates are less likely to be chosen as the most important issue in August 2024 relative to March 2024.
- Just less than one-third believe that Premier Eby and the BC NDP have done a poor job governing BC and either BC United or the BC Conservatives should be elected.

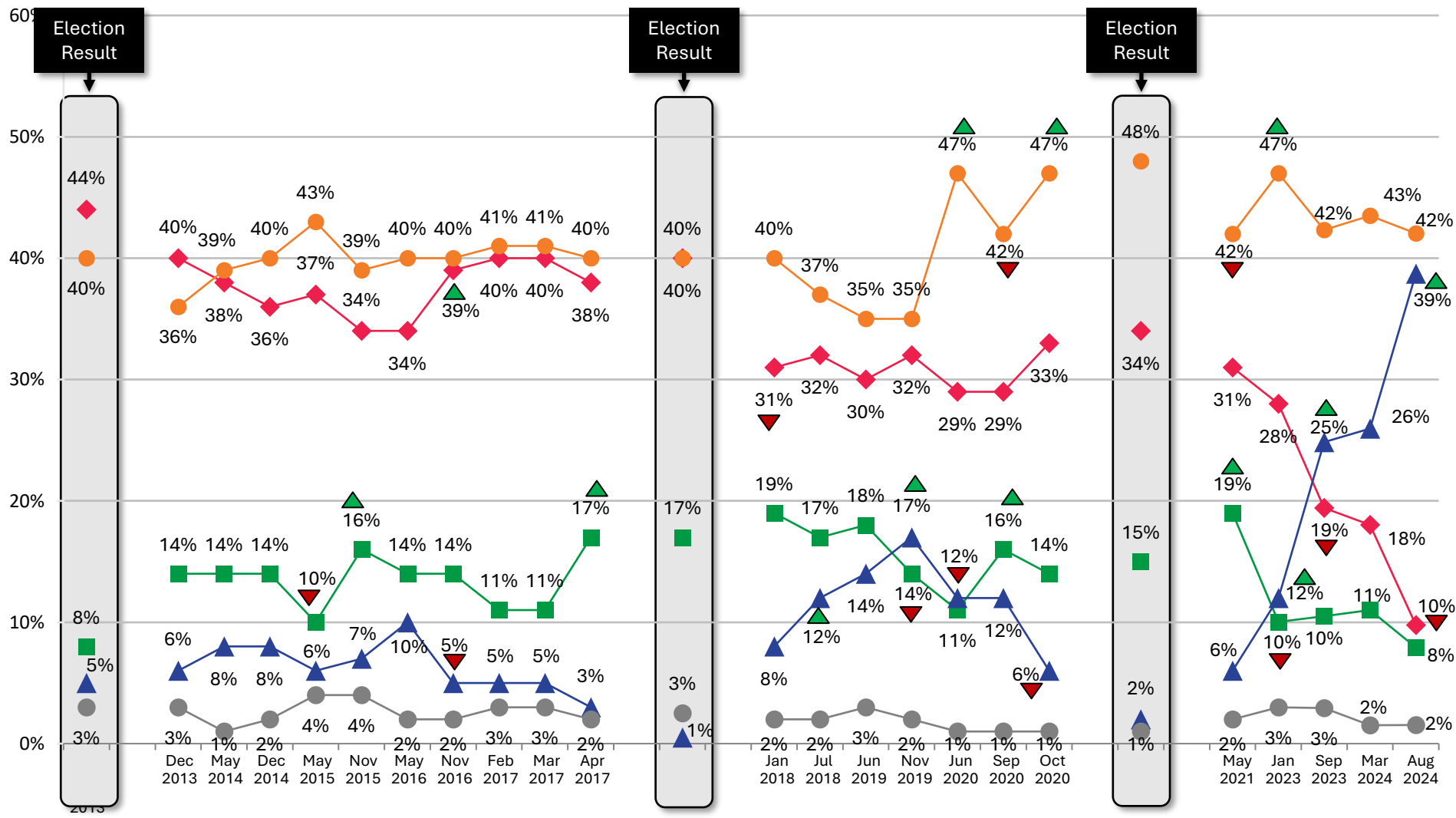
▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.



Detailed Findings

PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)



BC NDP voting intentions continue to hold strong and the party still leads all other, though the Conservative Party of BC now sits closely behind the BC NDP after seeing significant gains in voting intentions over the past four months.

BC United voting intentions have declined significantly since March 2024, with the party now sitting in a distant third place.

The BC Green Party continues to hover around 10% support in August 2024 after experiencing a massive decrease in support in January 2023.

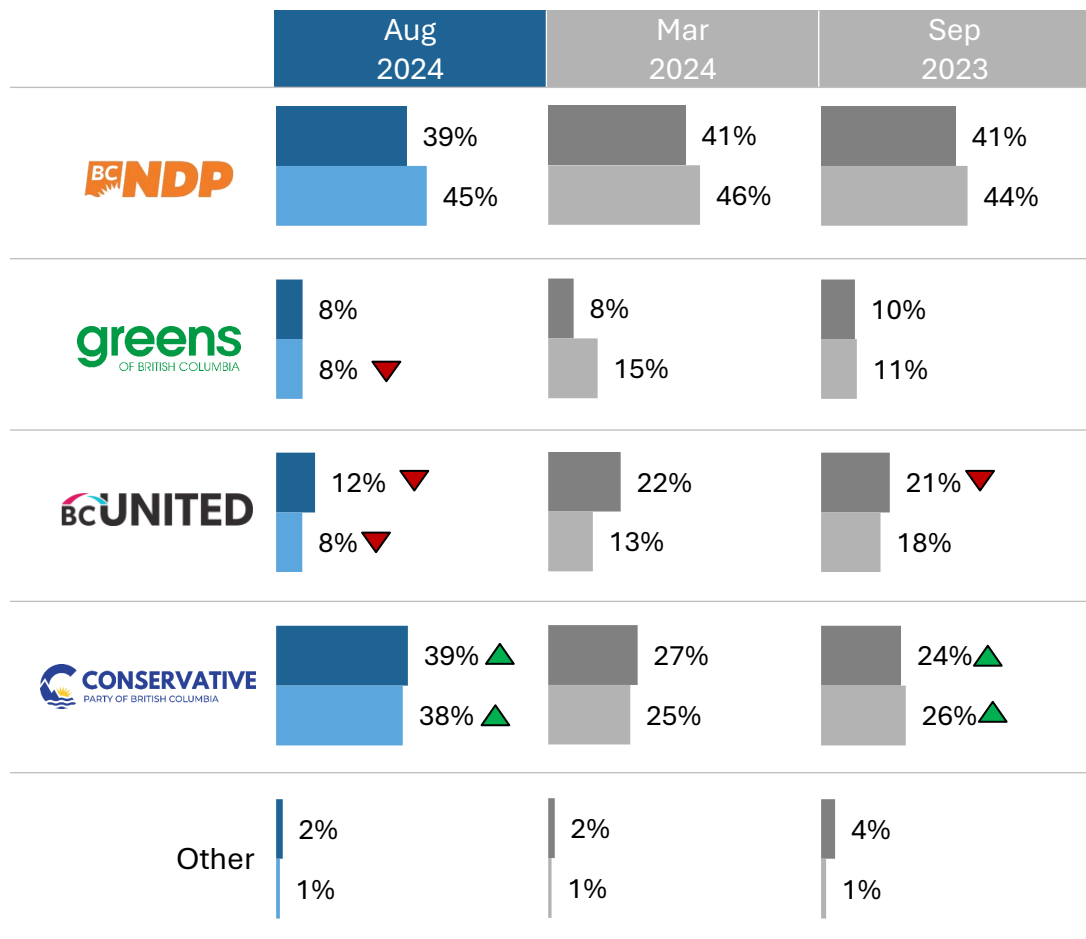


▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?
Base: Decided voters (Weighted: n= 797 ; Unweighted: n= 828)

PROVINCIAL VOTING INTENTIONS x

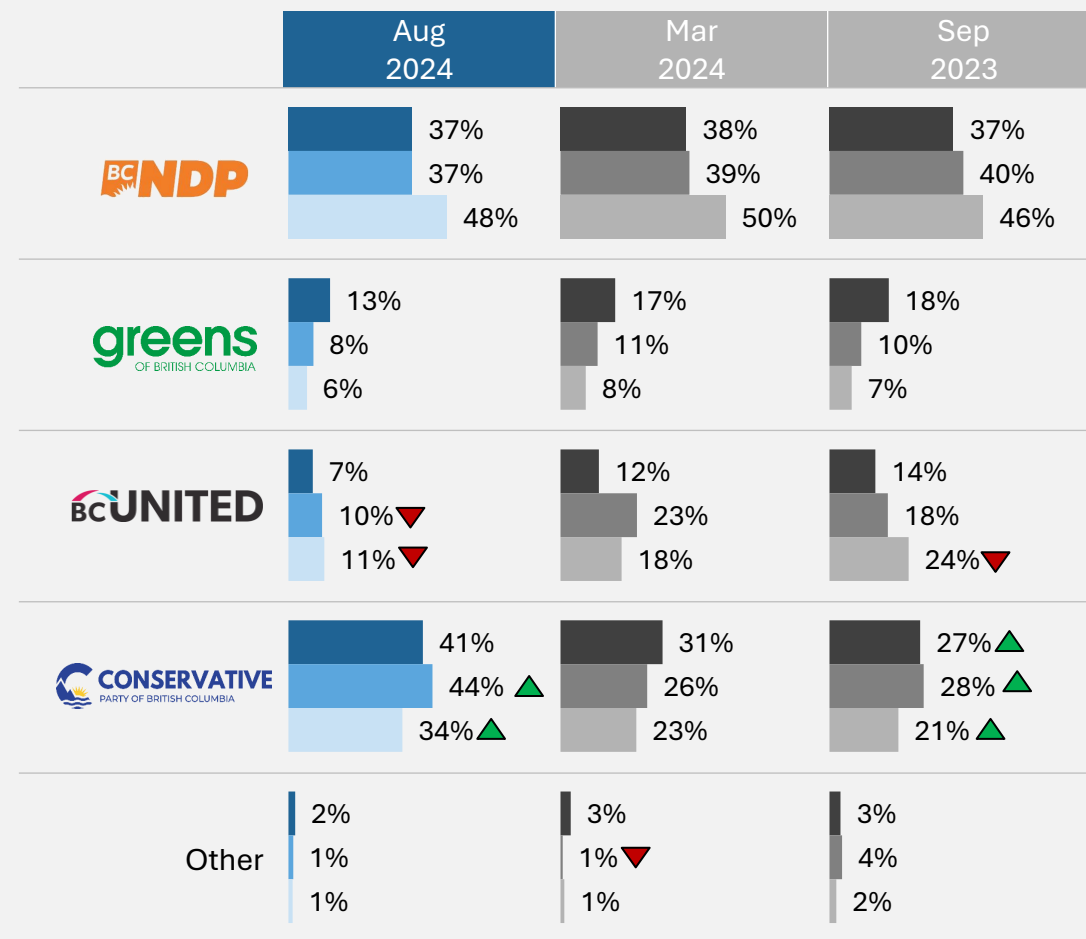
GENDER (Among Decided Voters)



■ Male
■ Female

PROVINCIAL VOTING INTENTIONS x

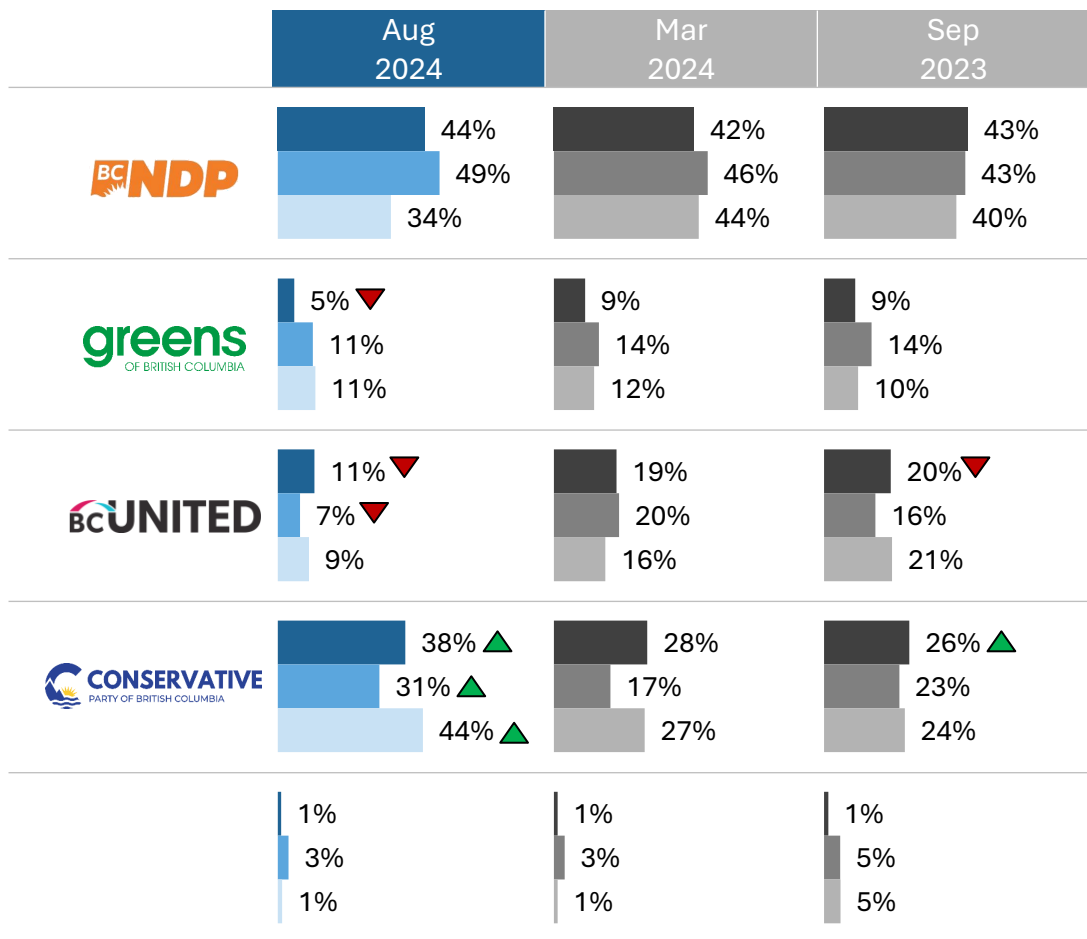
AGE (Among Decided Voters)



■ 18-34
■ 35-54
■ 55+

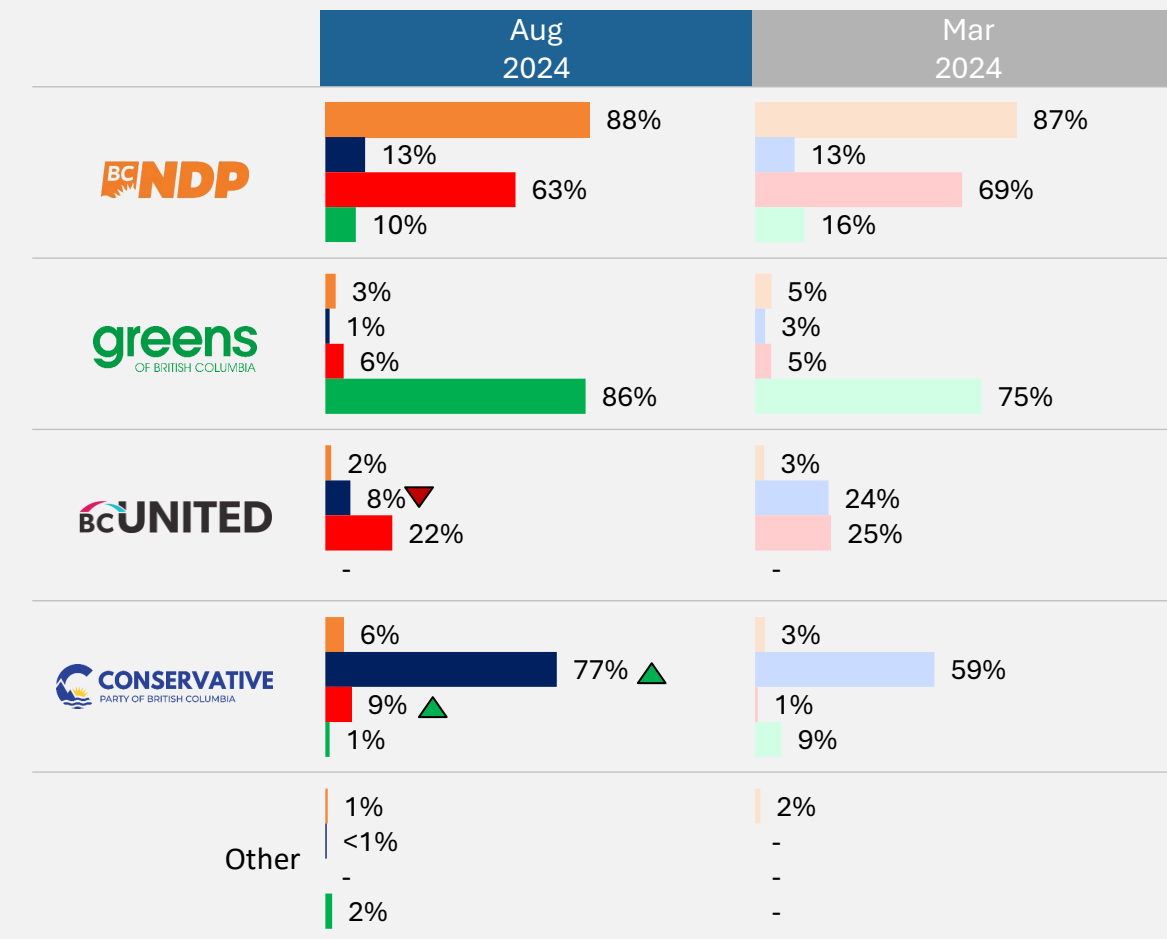
▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

PROVINCIAL VOTING INTENTIONS x REGION (Among Decided Voters)



■ Metro Van
■ Van Island
■ Rest of BC

PROVINCIAL VOTING INTENTIONS x FEDERAL VOTING INTENTIONS (Among Decided Voters)

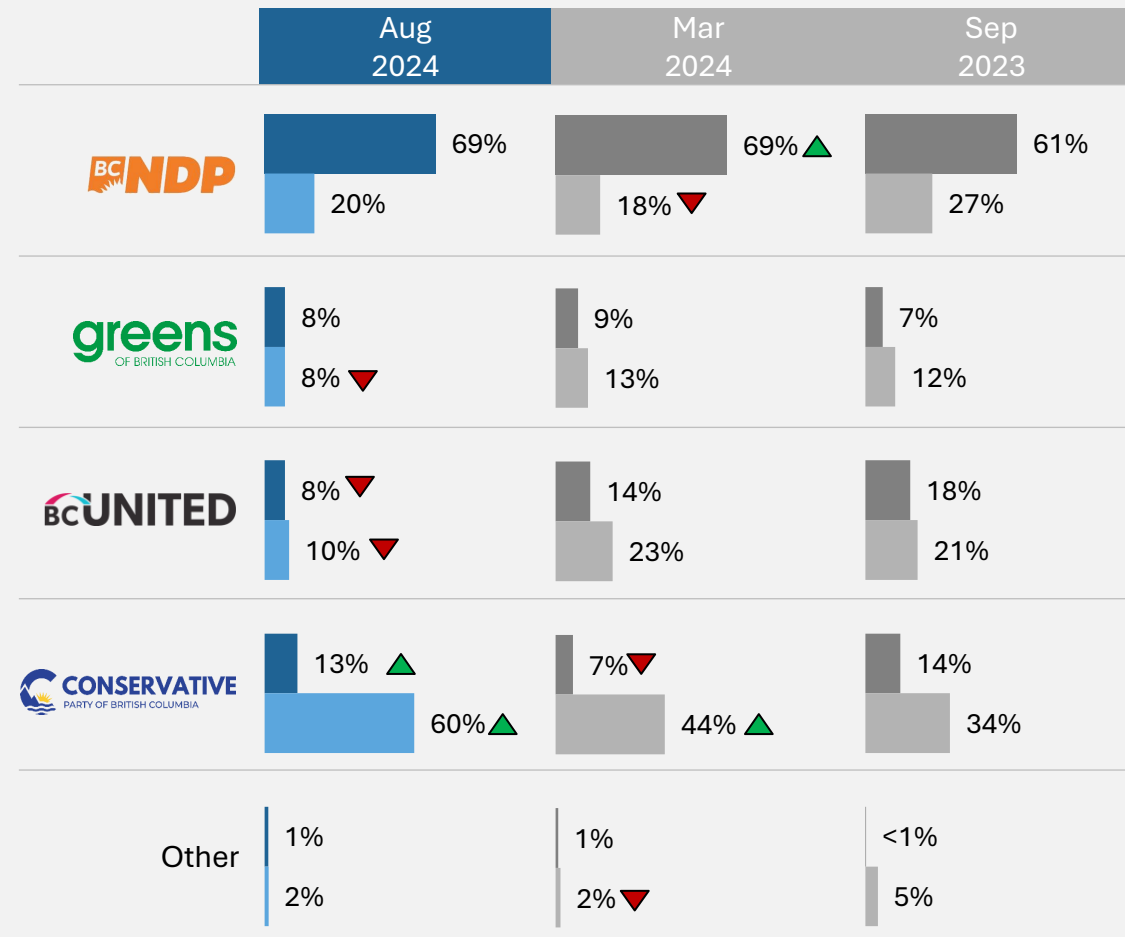


■ NDP
■ Conservative Party
■ Liberal Party
■ Green Party

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

PROVINCIAL VOTING INTENTIONS x CURRENT TRAJECTORY OF BC

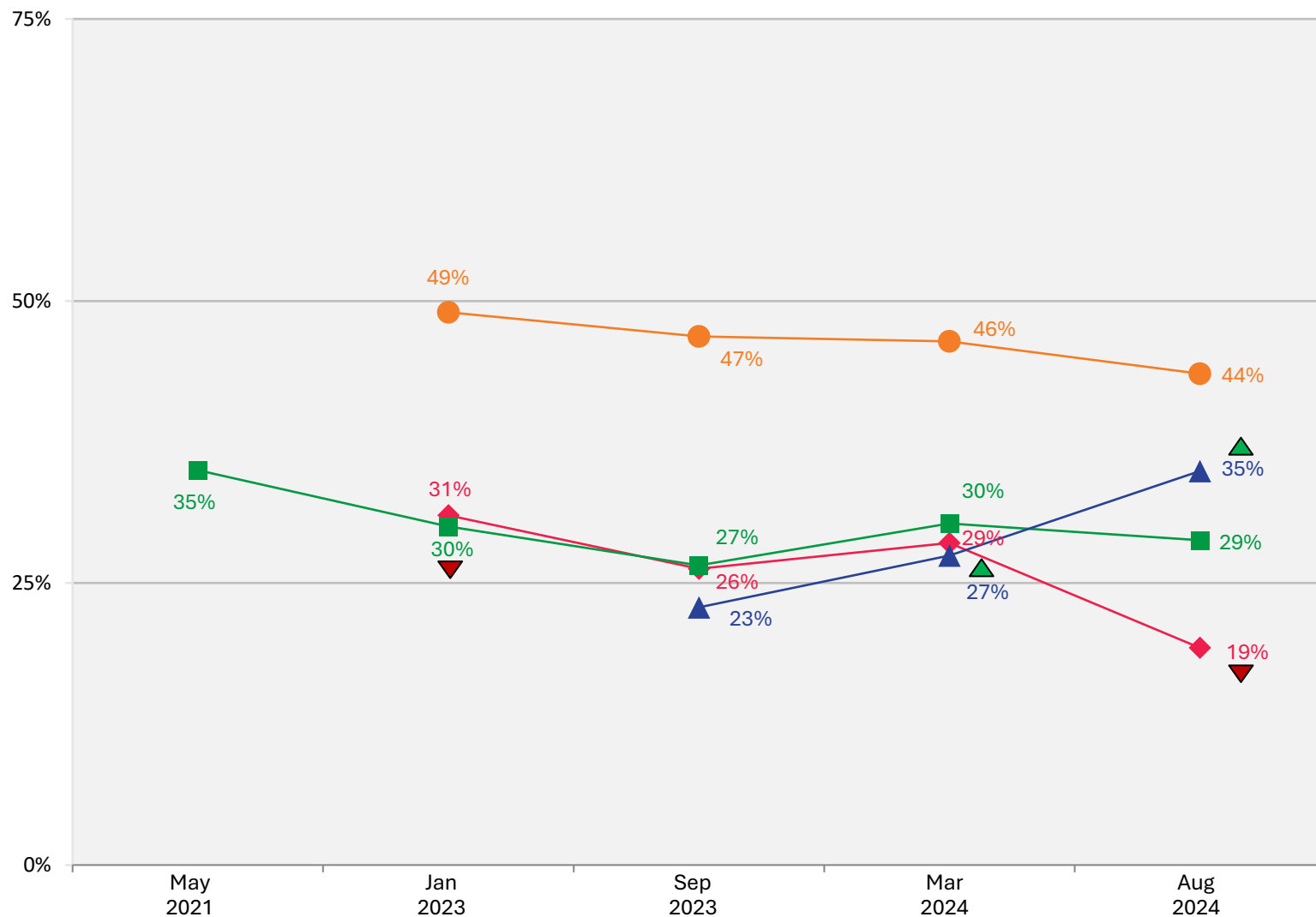
(Among Decided Voters)



■ BC is going in the right direction
■ BC is off on the wrong track

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

CURRENT LEADER APPROVAL RATING



Premier David Eby remains the leader with the highest approval rating in August 2024 at 44%, though Conservative Party of BC leader John Rustad continues to close the gap between the two leaders after experiencing a significant increase in approval since March 2024. BC Green Party leader Sonia Fursteneau’s approval rating held consistent in August 2024, while Kevin Falcon and BC United fell significantly to a distant fourth place.

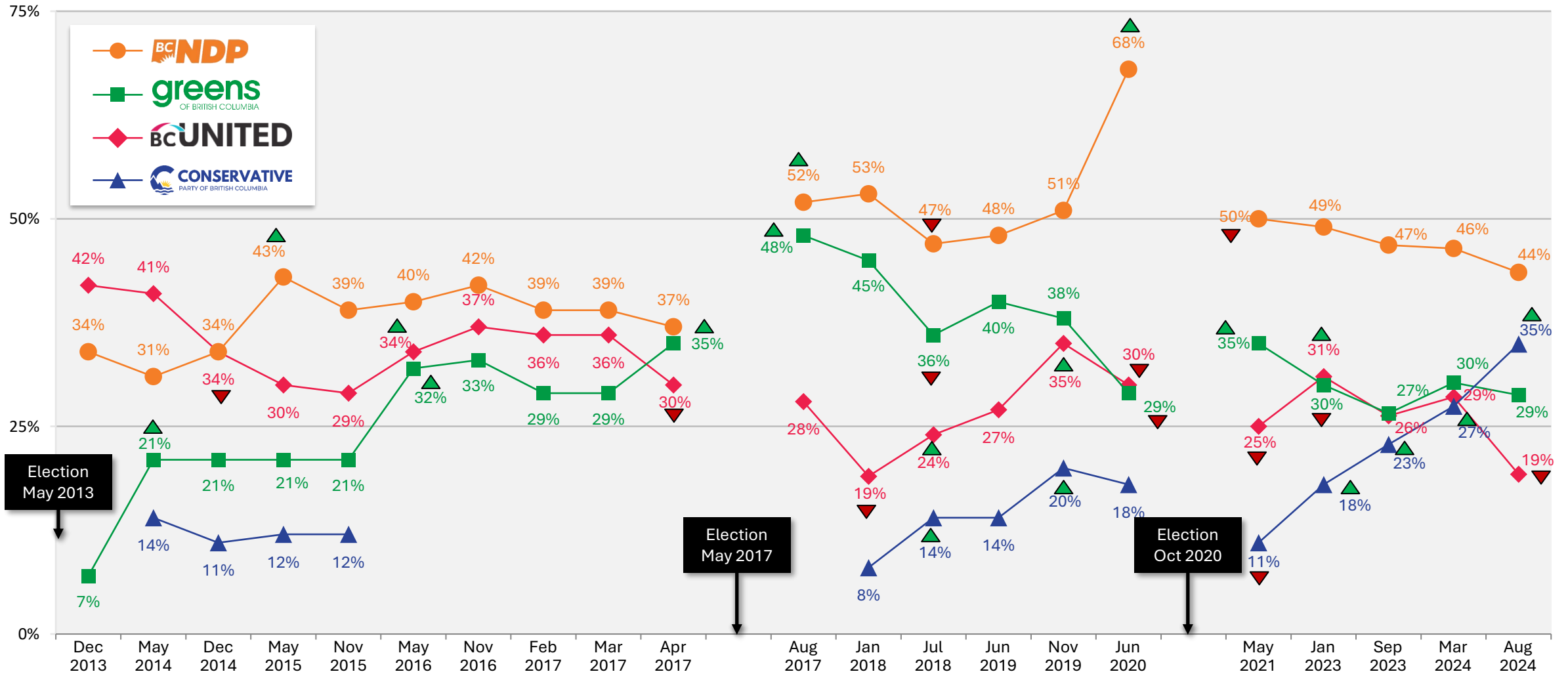
While all leaders have made some level of progress in improving their awareness amongst BC residents, newcomer John Rustad has made the most progress in increasing awareness, with the proportion who lack familiarity falling significantly from 42% in September 2023, to 33% in March 2024, and now even further to 28% in August 2024.

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

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: All respondents (n= 1,001)

LEADER APPROVAL RATING

Longer Term Tracking



▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

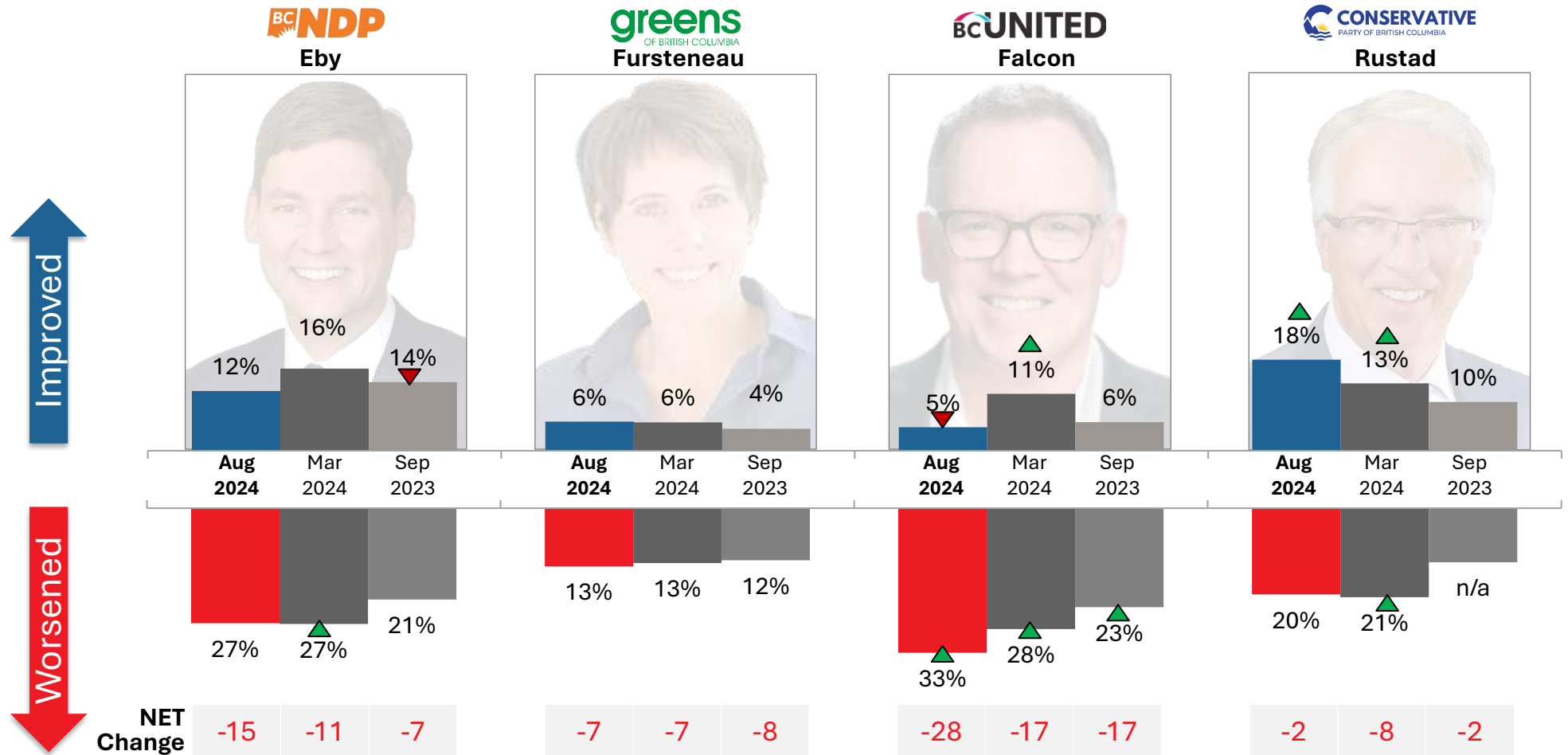
Thinking of each of the following provincial party leaders, would you say you generally approve or disapprove of the way each has performed in their job?
Base: All respondents (n= 1,001)

CHANGE IN OPINION OF LEADERS

Public opinion of Premier David Eby held relatively consistent in August 2024, with worsened opinion greatly outweighing improved opinion for the leader.

The proportion of BC residents whose opinion of John Rustad has improved increased significantly in August 2024, marking the second straight wave that significantly more BC residents report an improved opinion of Rustad.

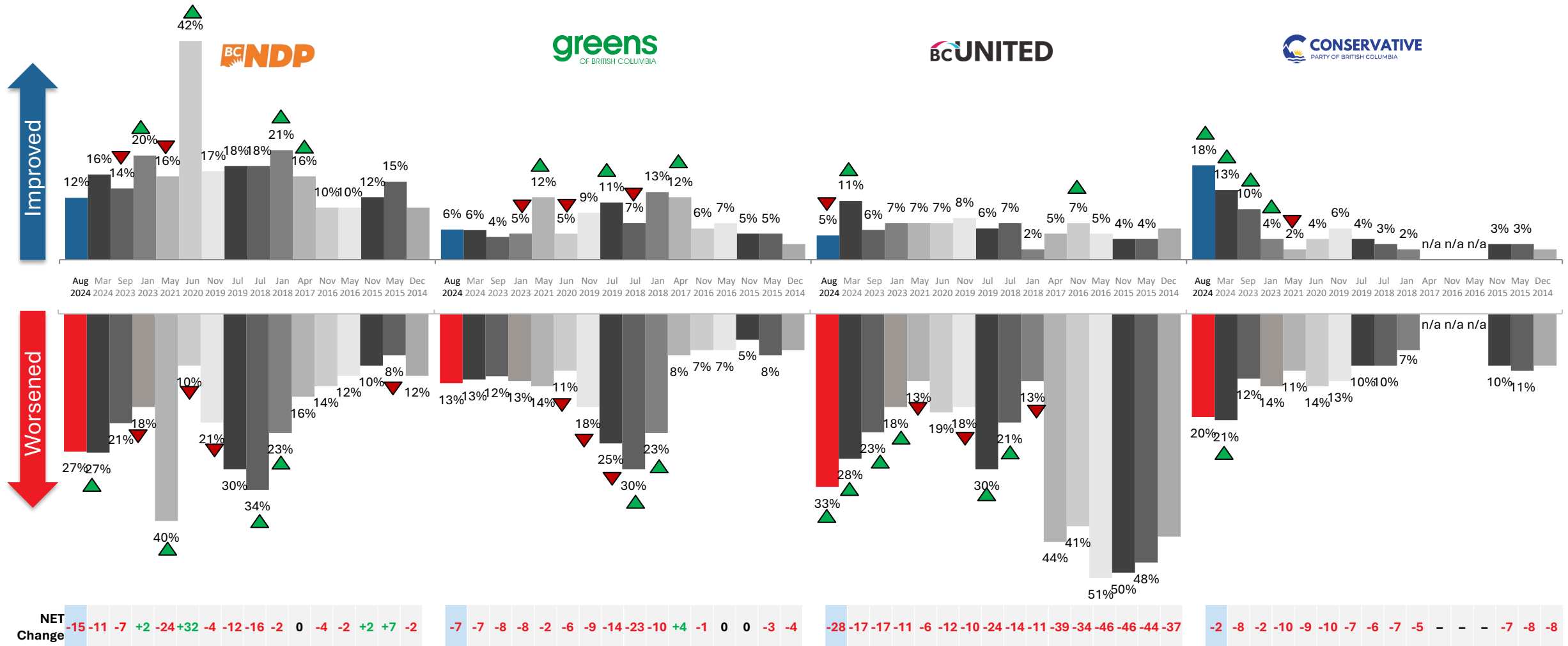
Very few BC residents report an improved opinion of BC United leader Kevin Falcon in August 2024, and the disapproval rating has worsened.



Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?
Base: All respondents (n= 1,001)

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

CHANGE IN OPINION OF LEADERS Longer Term Tracking of Parties



▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

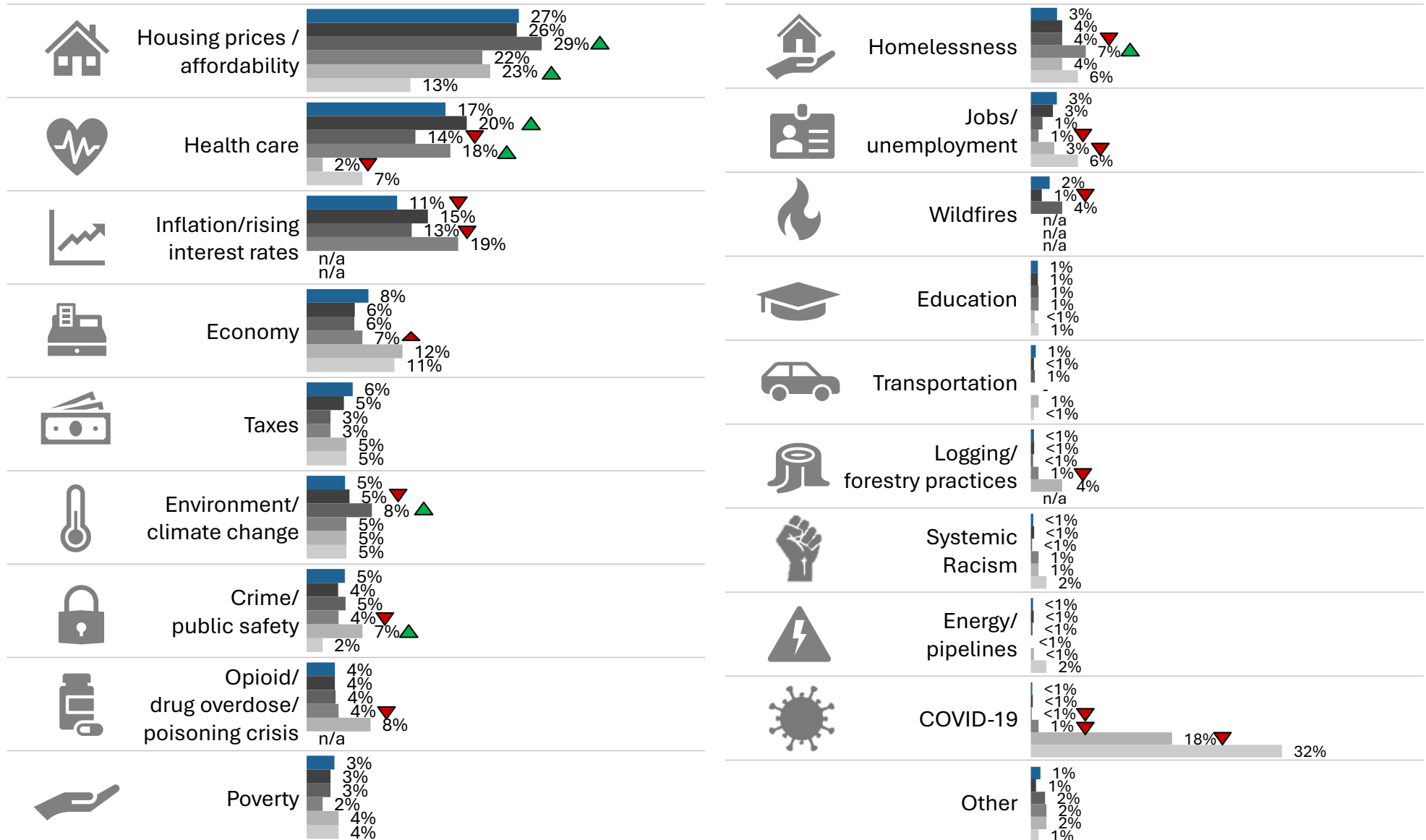
BC ISSUES – MOST IMPORTANT: AIDED – TRACKER



Housing affordability remains the top issue in BC and has held this top spot since June 2020. Other top issues include health care, inflation/rising interest rates, economy, and taxes.

Inflation/rising interest rates are less likely to be chosen as the most important issue in August 2024 relative to March 2024.

- Aug 2024
- Mar 2024
- Sep 2023
- Jan 2023
- May 2021
- Jun 2020



In your view, what is the most important issue facing British Columbia today?
Base: All respondents (n= 1,001)

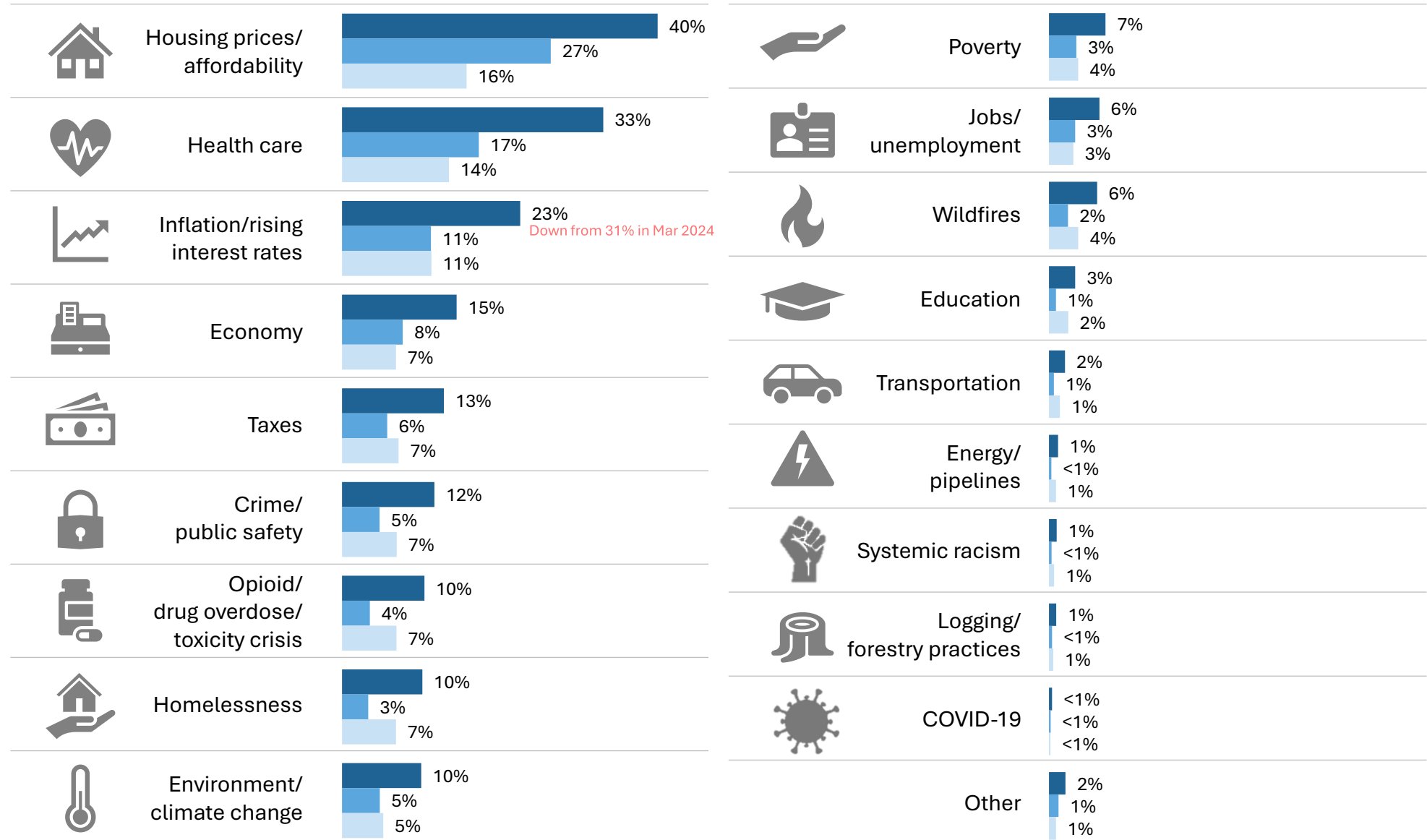
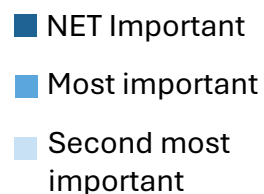
BC ISSUES – TOTAL IMPORTANCE: AIDED



Housing affordability remains the top issue in BC with four-in-ten respondents reporting it as the first or second most important issue the province is currently facing.

Health care and inflation/rising interest rates are also important issues in BC, with one-third citing health care and just under a quarter citing inflation/rising interest rates as top 2 issues.

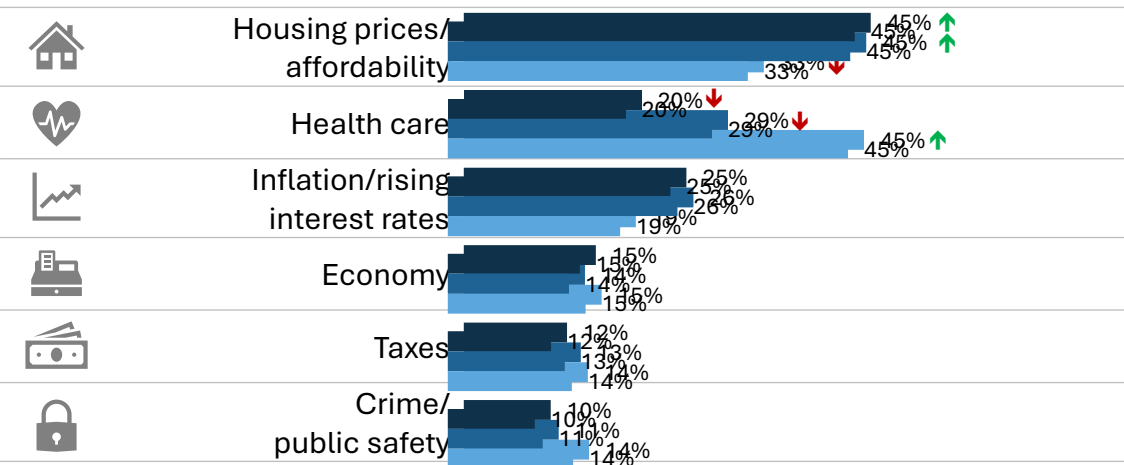
Inflation/rising interest rates are less likely to be chosen as a top 2 issue in August 2024 relative to March 2024.



In your view, what is the most important issue facing British Columbia today?
Base: All respondents (n= 1,001)

TOP 6 BC ISSUES – TOTAL IMPORTANCE:

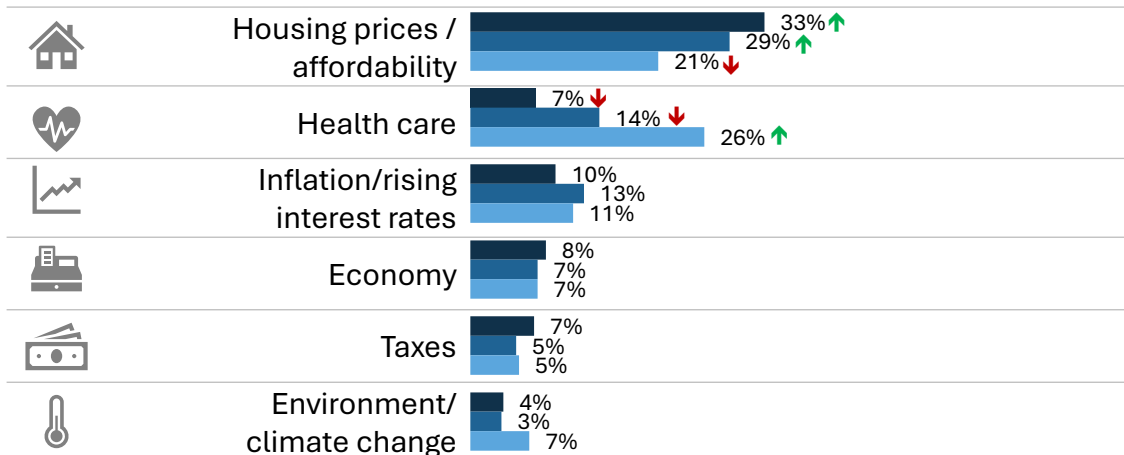
AIDED x **AGE** (Aug 2024)



TOP 6 BC ISSUES – MOST IMPORTANT:

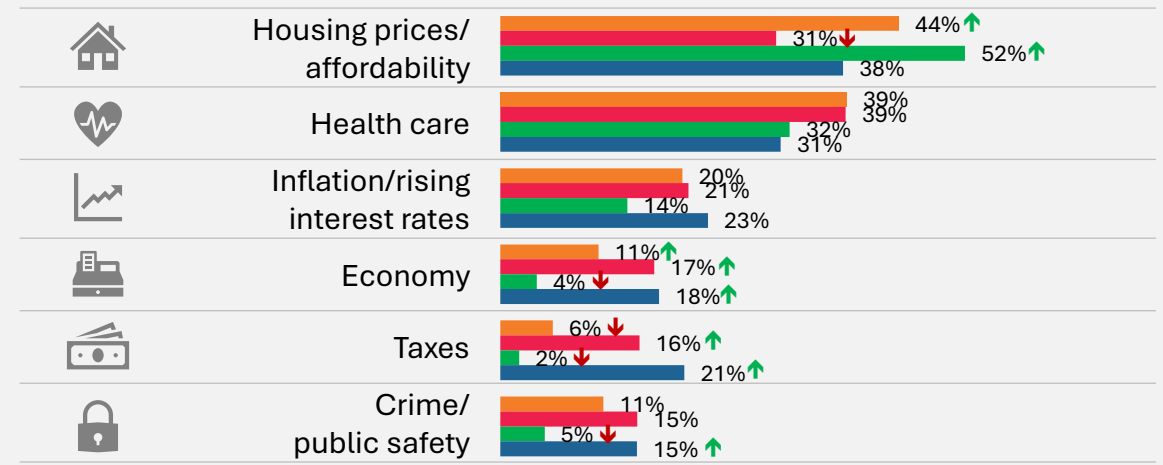
AIDED x **AGE** (Aug 2024)

■ 18-34
■ 35-54
■ 55+



TOP 6 BC ISSUES – TOTAL IMPORTANCE:

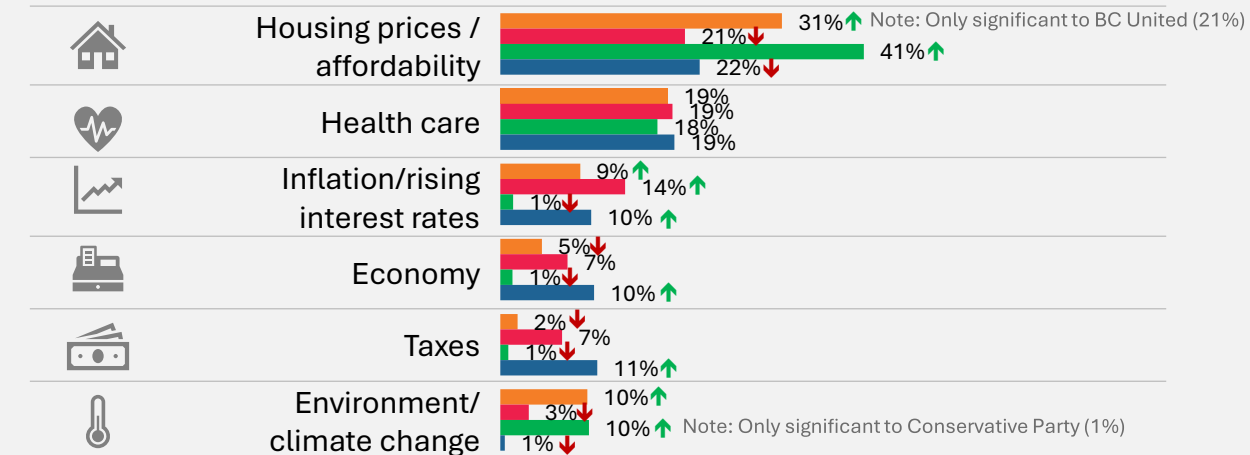
AIDED x **VOTING INTENTION** (Aug 2024)



TOP 6 BC ISSUES – MOST IMPORTANT:

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

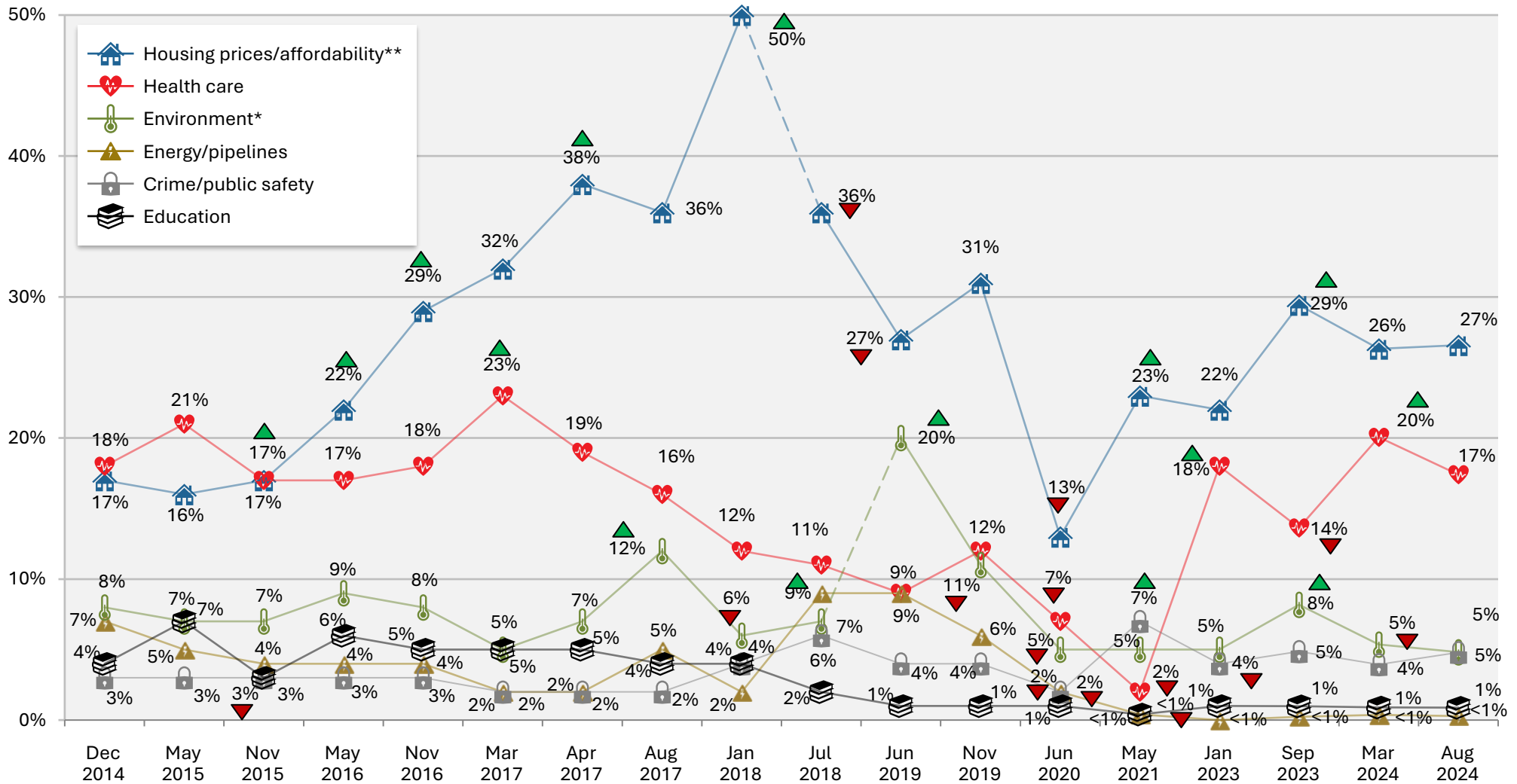
■ BC NDP
■ BC United
■ BC Green Party
■ Conservative Party of BC



BC ISSUES – MOST IMPORTANT: AIDED Longer Term Tracking

While issues tend to vary over time as priorities, economic pressures, and issues change in BC, housing prices/affordability has consistently led all issues since May 2016.

The importance placed on all major issues in August 2024 is consistent with March 2024 results, implying that the priorities of BC residents have experienced minimal change in that last four months.

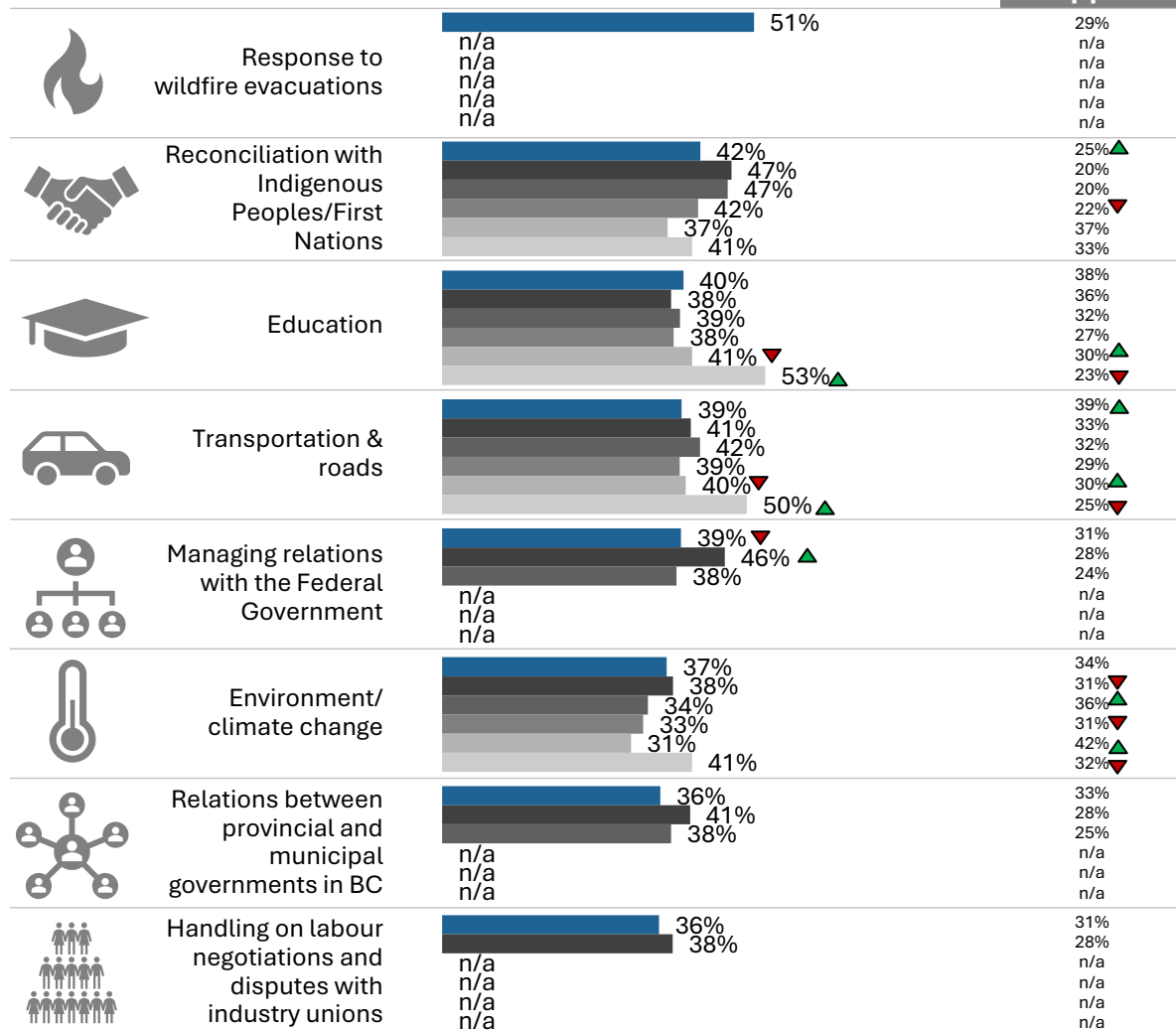


*Wording change from environment in 2018 to environment/climate change in 2019.
 ** Wording change from housing/ poverty/ homelessness to housing prices/affordability in July 2018.
 In your view, what is the most important issue facing British Columbia today?
 Base: All respondents (n=1,001)

▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.

APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES

Disapproval



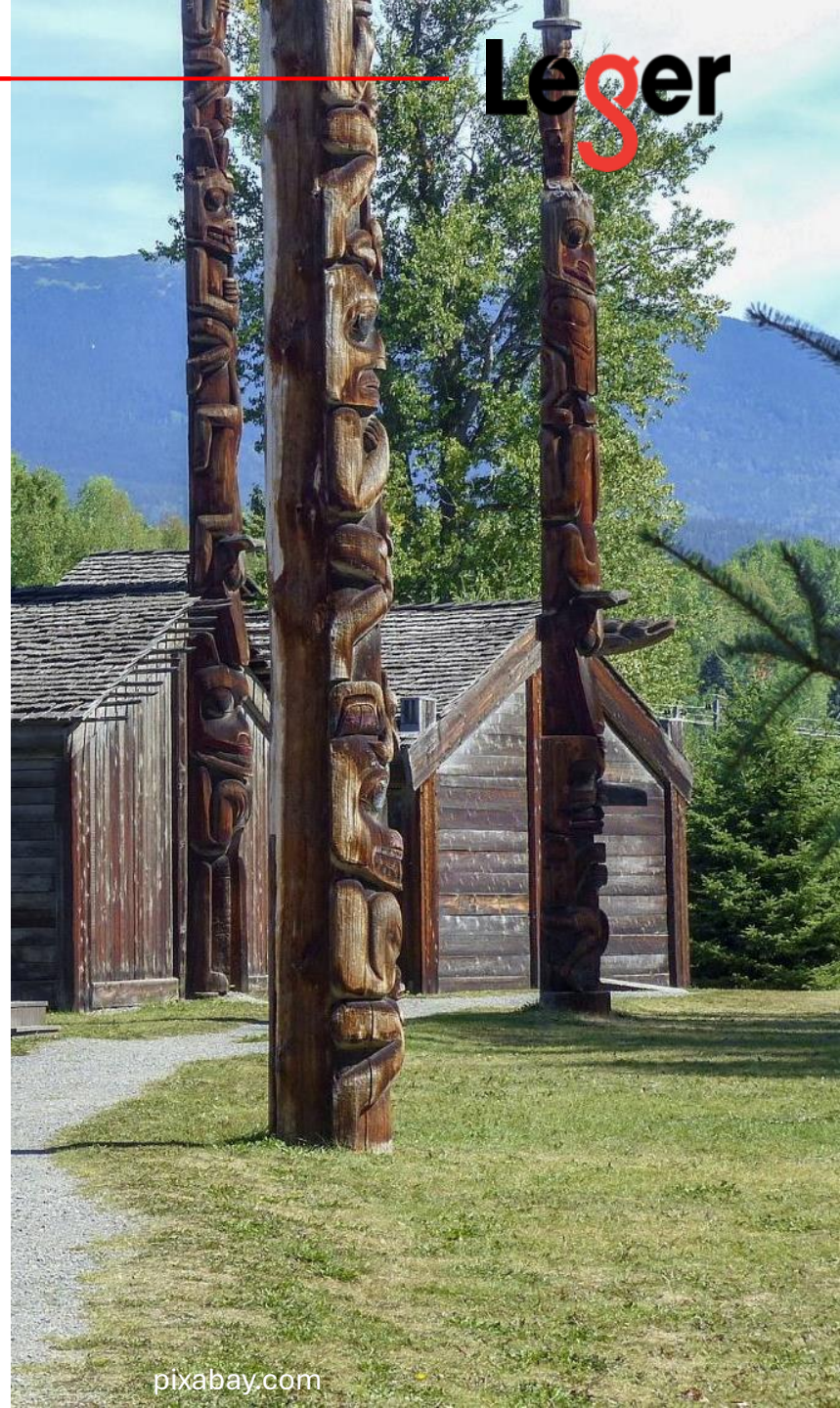
Response to wildfires, indigenous reconciliation, education, and transportation are the areas where BC residents believe Eby's BC NDP government is doing the best job.

BC residents are less likely to approve of the job the Eby led BC NDP government has done managing relations with the federal government in August 2024. They are more likely to disapprove of the government's handling of transportation relative to March 2024.

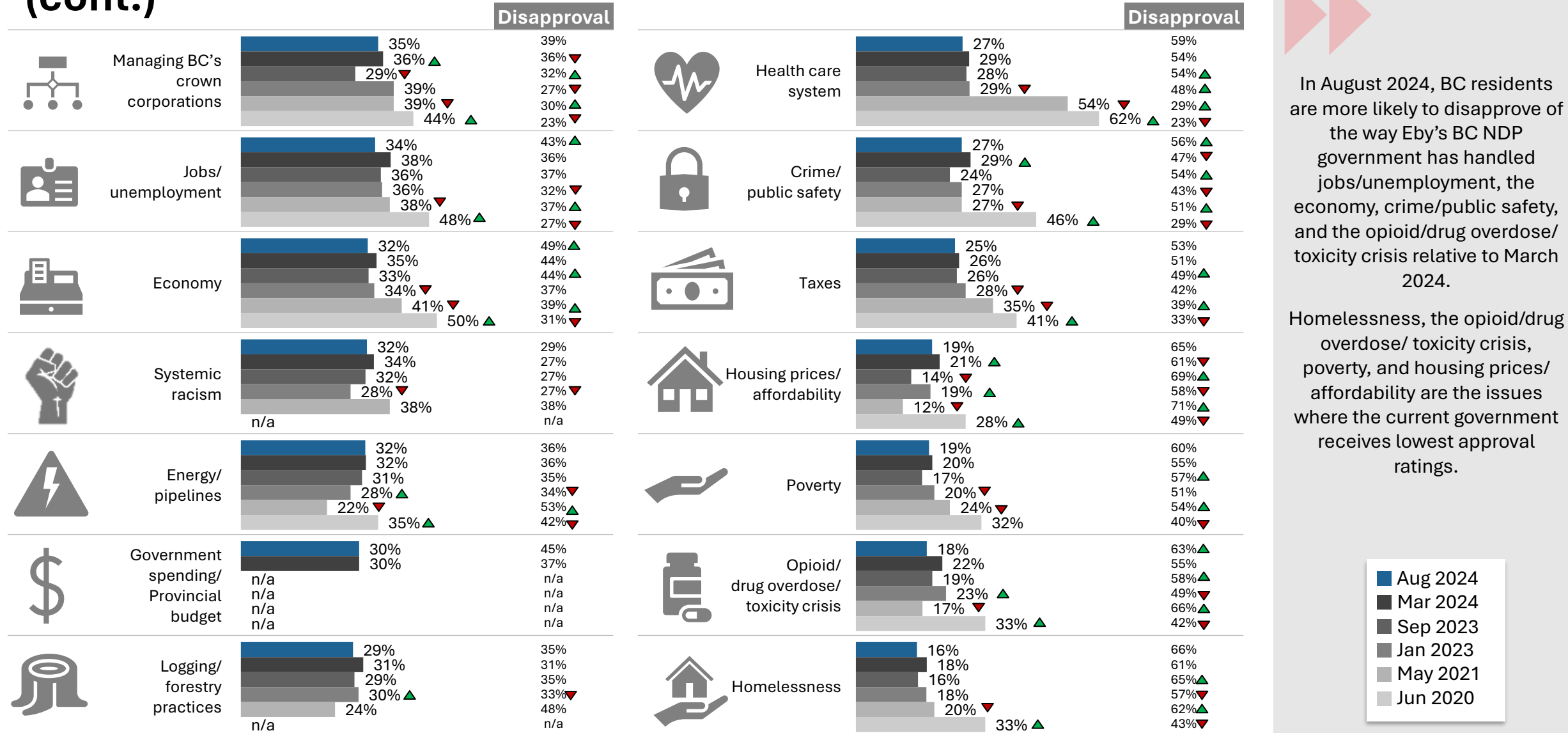


Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues?
 Base: All respondents (n= 1,001)
 *Wording change from "handling relations with" to "reconciliation with" in Jan 2023.
 **Wording only includes "& roads" in Sep 2023 and Aug 2024

▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.



APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES (cont.)



In August 2024, BC residents are more likely to disapprove of the way Eby's BC NDP government has handled jobs/unemployment, the economy, crime/public safety, and the opioid/drug overdose/toxicity crisis relative to March 2024.

Homelessness, the opioid/drug overdose/toxicity crisis, poverty, and housing prices/affordability are the issues where the current government receives lowest approval ratings.



Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues?

Base: All respondents (n= 1,001)

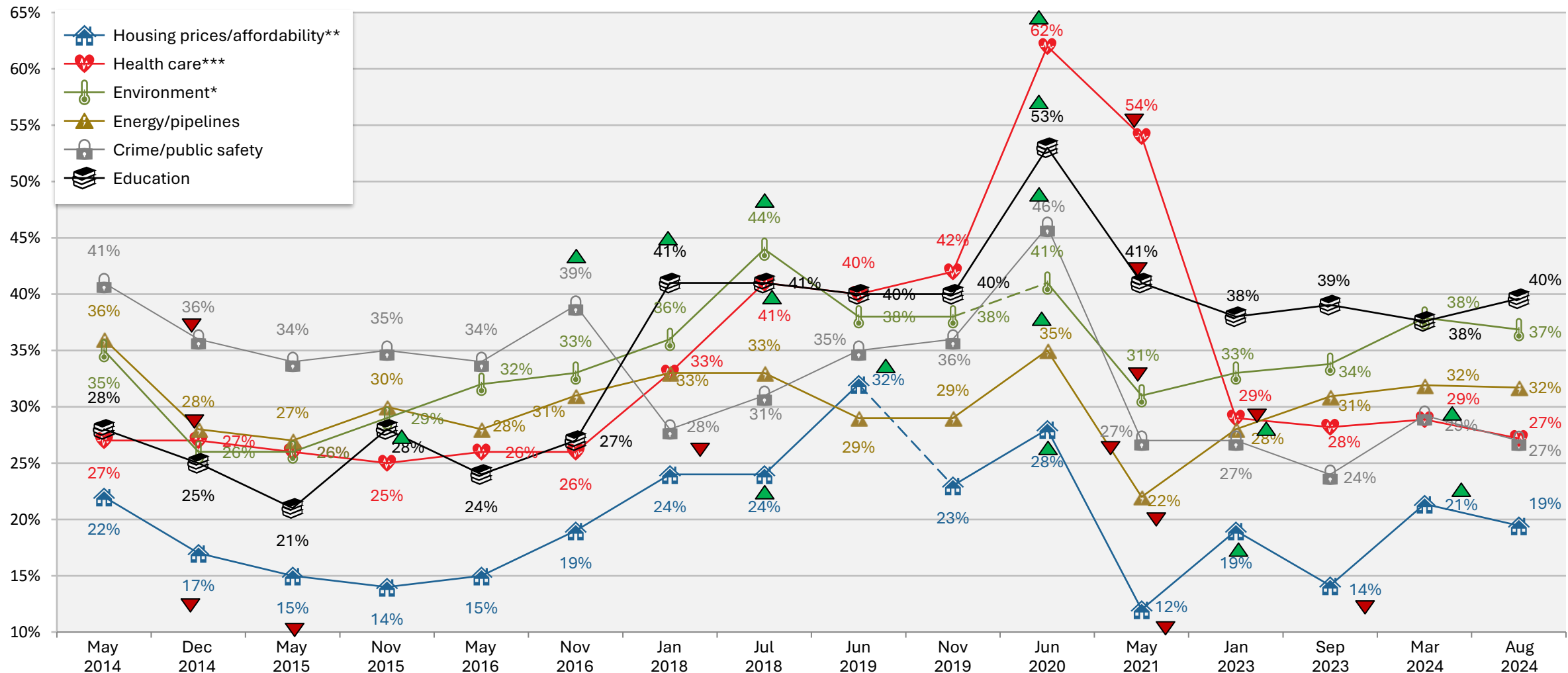
*Wording change from "racism" to "systemic racism" in Jan 2023. **Wording change from "Health care" to "Health care system" in Sep 2023

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

APPROVAL RATING OF CURRENT GOVERNMENT ON KEY ISSUES

Longer Term Tracking



*Wording change from environment in 2018 to environment/climate change in 2019.
 ** Wording change from housing/ poverty/ homelessness to housing prices/affordability in July 2018.
 ***Wording change from health care to health care system in Sep 2023.
 Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues?
 Base: All respondents (n= 1,001)

▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.

CURRENT TRAJECTORY OF BC

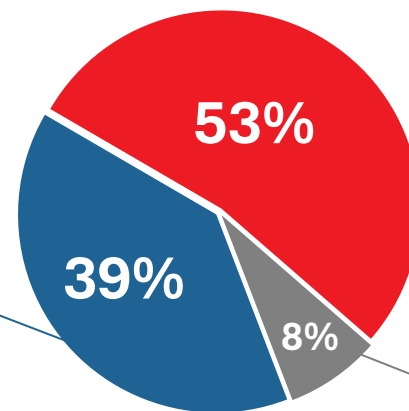
More than half of BC residents believe that the province is currently off on the wrong track, whereas less than four-in-ten are positive about the direction the province is going.

Those aged 18-34 and 55+ are significantly more likely to hold positive views about the direction of the province.

Those aged 35-54 are significantly more likely to believe that the province is off on the wrong track relative to those aged 55+.

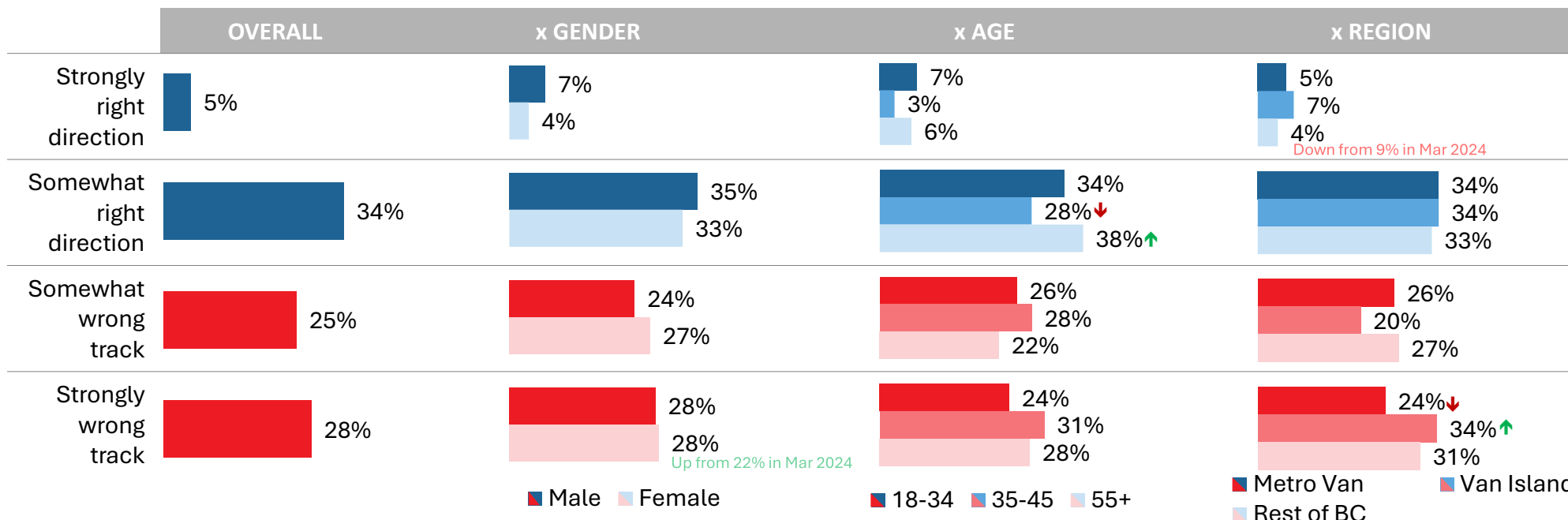
39% of BC residents believe that **things in the province are going in the right direction**, down directionally from 42% in March 2024.

Those aged 18-34 or 55+ are more likely to hold this stance.



53% of British Columbians believe that **things in the province are off on the wrong track**, up directionally from 48% in March 2024.

8% of BC residents report that they **“don't know” or simply refuse to answer.**



Taking everything into account how do you feel things are going these days in BC? Are things going in the right direction or are they off on the wrong track?
 Base: All respondents (n= 1,001)

↑ Statistically significantly higher than comparison group(s)
↓ Statistically significantly lower than comparison group(s)

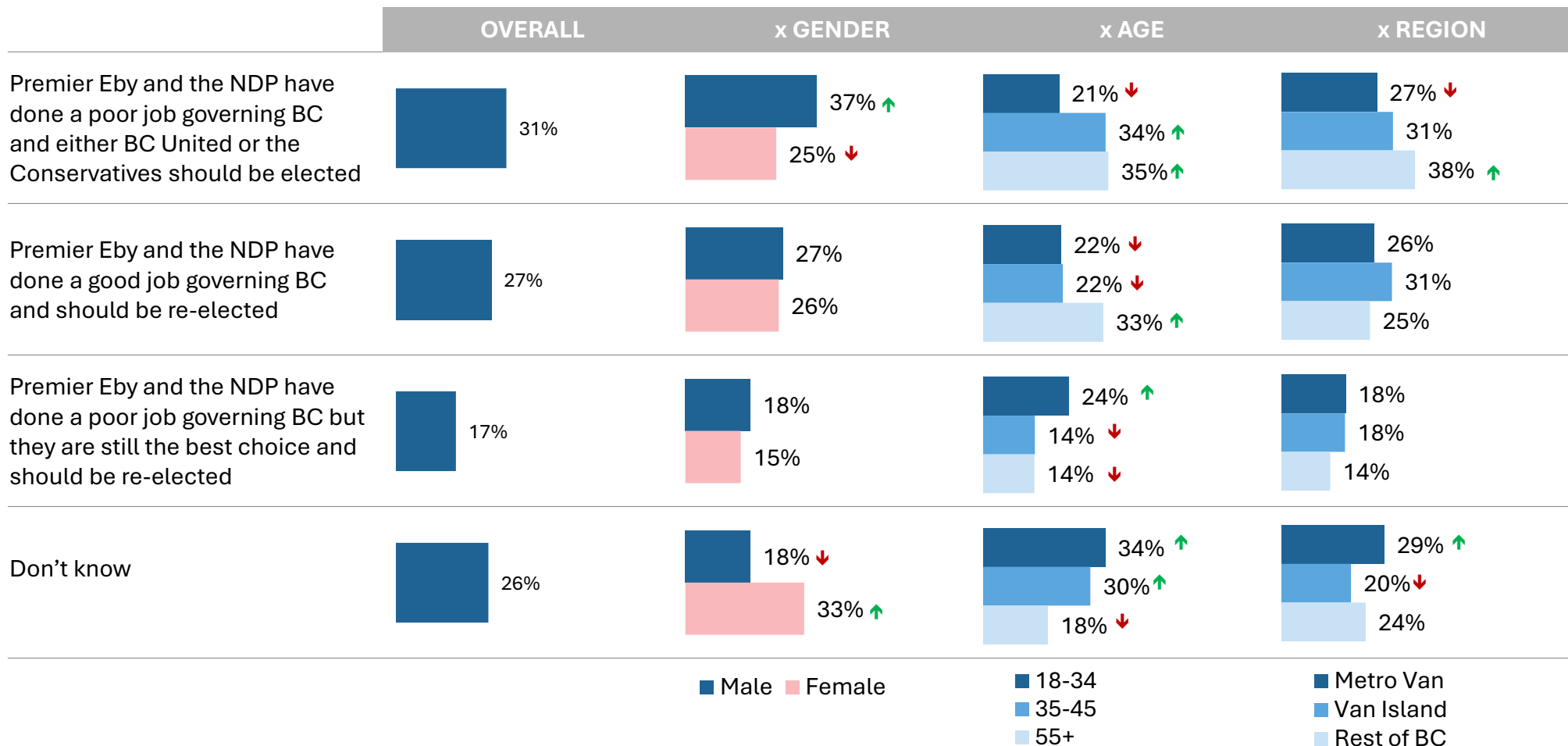
Opinion of Premier Eby and the NDP Government



Just less than a third agree that Premier Eby and the NDP have done a poor job and either BC United or the BC Conservatives should be elected, with this response being more likely among men and those aged 35+.

Just above a quarter agree that Premier Eby and the NDP have done a good job and should be re-elected, with this response more likely among those aged 55+.

Those aged 18-34 are more likely to believe that Premier Eby should be re-elected despite doing a poor job governing BC.



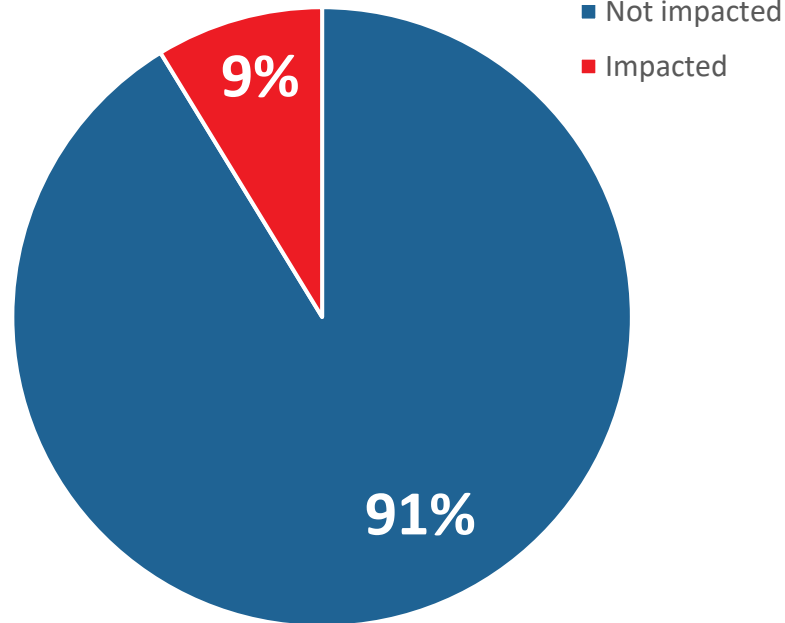
Which of the statements below best represents your opinion of Premier Eby and the NDP government?
 Base: All respondents (n= 1,001)

↑ Statistically significantly higher than comparison group(s).
 ↓ Statistically significantly lower than comparison group(s).

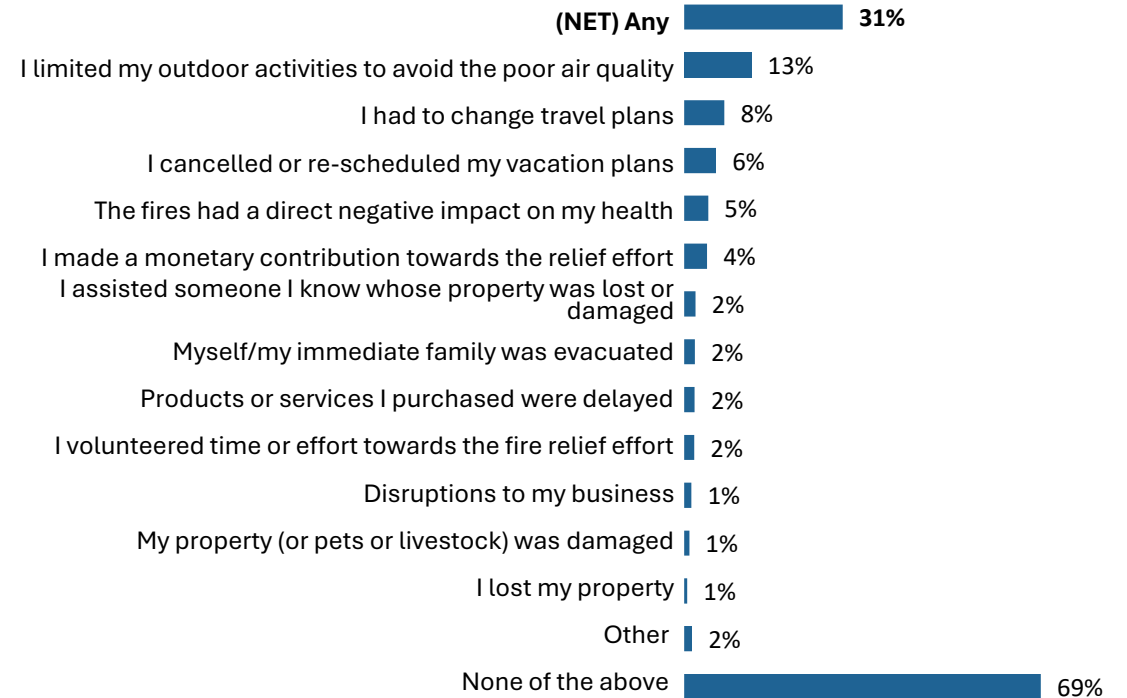
ALBERTA WILDFIRE IMPACTS



HAVE YOU BEEN IMPACTED?



HOW HAVE YOU BEEN IMPACTED?



While less than one-in-ten BC residents report being impacted by the recent Alberta wildfires when asked plainly, just less than one-third reported specific ways that the wildfires have impacted them when aided.

Those aged 18-34 are more likely to report being impacted by the Alberta wildfires when asked directly.

| | TOTAL | GENDER | | AGE | | | REGION | | |
|---------------------|------------|--------|--------|-------|-------|-------|-----------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Metro Van | Van Island | Rest of BC |
| Weighted n= | 1,001 | 487 | 514 | 264 | 318 | 419 | 536 | 170 | 295 |
| Unweighted n= | 1,001 | 480 | 521 | 209 | 306 | 486 | 500 | 207 | 294 |
| Impacted | 9% | 10% | 8% | 14% ↑ | 8% | 6% ↓ | 8% | 5% ↓ | 12% ↑ |
| Not impacted | 91% | 90% | 92% | 86% ↓ | 92% | 94% ↑ | 92% | 95% ↑ | 88% ↓ |

Have you been personally impacted (directly or indirectly) by the forest fires in Alberta this past month?
Base: All respondents (n= 1,001)

↑ Statistically significantly higher than comparison group(s).
↓ Statistically significantly lower than comparison group(s).



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>1,001</i> | <i>1,001</i> |
| | Male | 487 | 480 |
| | Female | 514 | 521 |
| Region | | <i>1,001</i> | <i>1,001</i> |
| | Metro Vancouver | 536 | 500 |
| | Vancouver Island | 170 | 207 |
| | Rest of BC | 295 | 294 |
| Age | | <i>1,001</i> | <i>1,001</i> |
| | 18 – 34 | 264 | 209 |
| | 35 – 54 | 318 | 306 |
| | 55+ | 419 | 486 |
| Voting Intention | | <i>797</i> | <i>828</i> |
| | BC NDP | 335 | 397 |
| | BC United | 78 | 84 |
| | BC Green Party | 63 | 62 |
| | Conservative Party of BC | 309 | 269 |
| | Another Party/Independent | 12 | 16 |



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

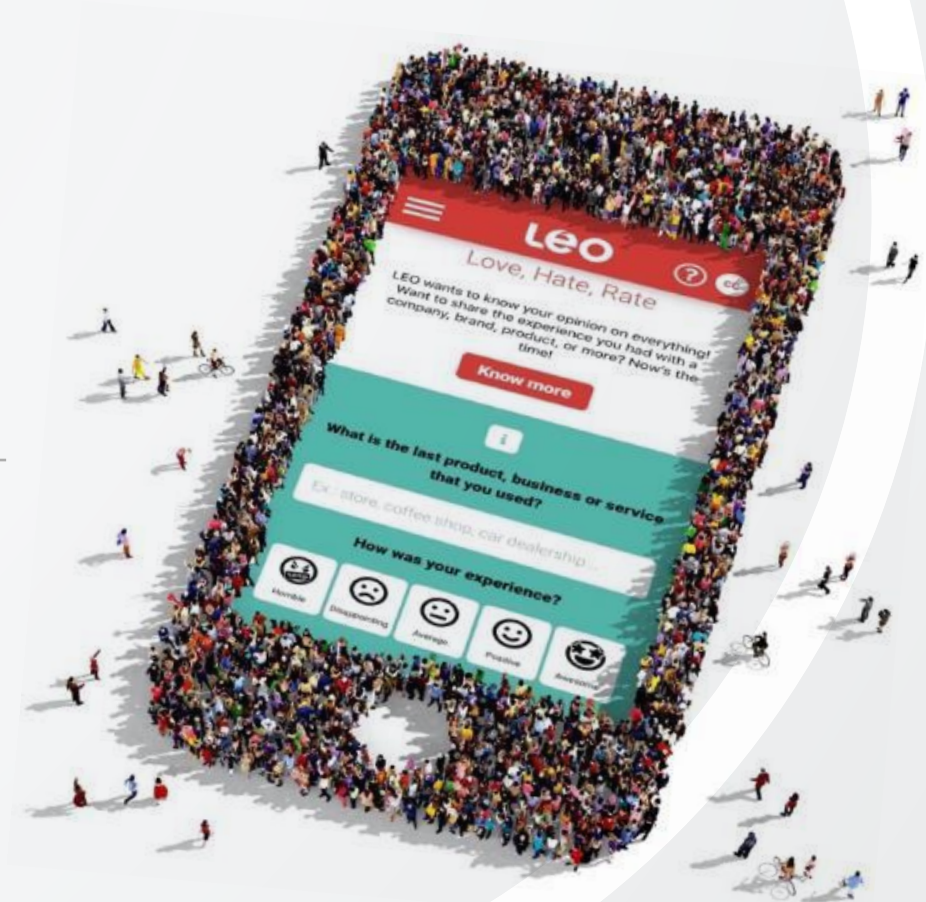
ENGAGE
CMNTY

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

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