

Report

# British Columbia Provincial Polling

Week of September 23<sup>rd</sup>, 2024

DATE 9/25/2024



## 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.

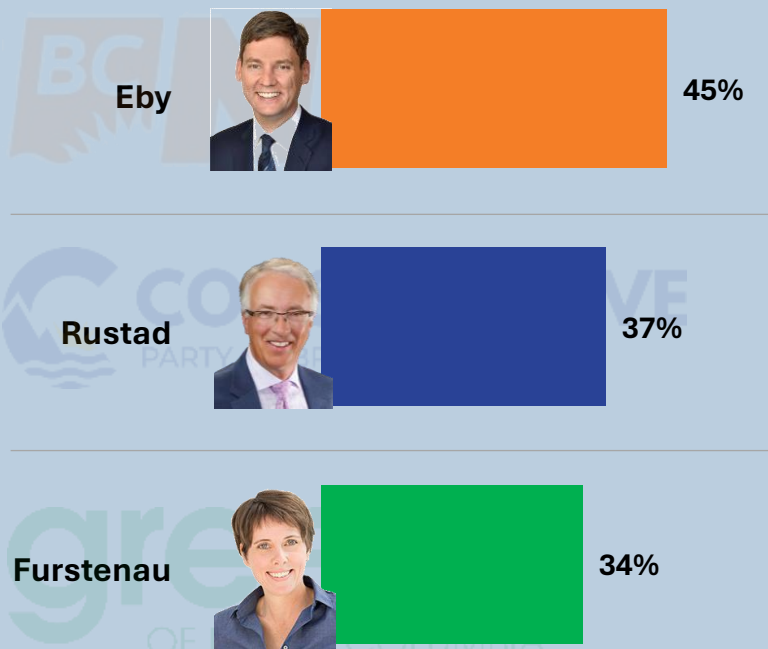
## METHODOLOGY



- Results are based on online research conducted among BC residents 18 years of age and older, September 20-23, 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 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.

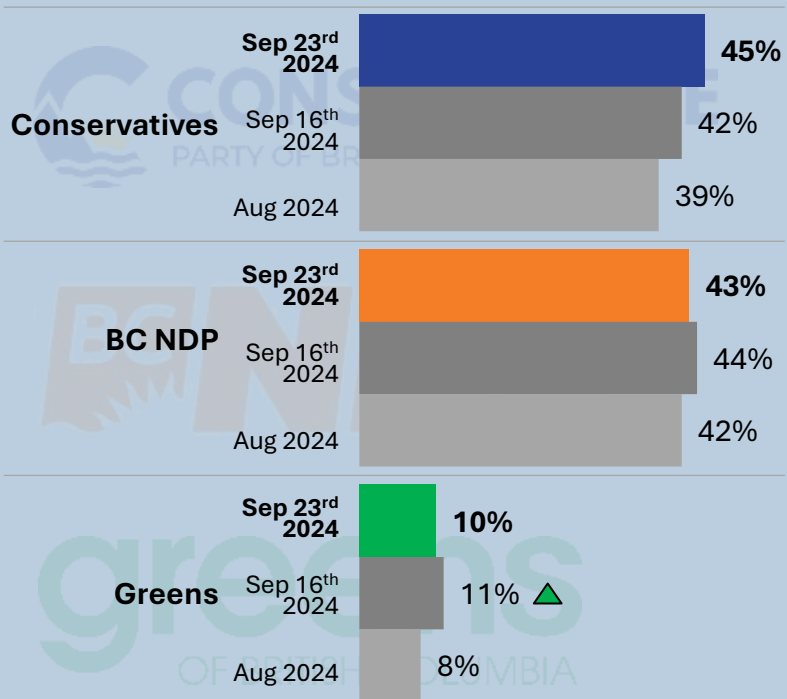
## Leader Favourability Ratings

Approval ratings reveal that Eby remains in a relatively strong position favourability-wise. Despite producing strong polling results for his party, BC Conservative leader John Rustad continues to sit well behind Eby in favourability. That said, Rustad has passed Green Party leader Furstenau in favourability as of this week.



## BC Voting Intentions Among Decided Voters

Over the past week, Rustad's BC Conservatives have stepped ahead of Eby's BC NDP in terms of Voting intention among decided voters.



## Key Findings

- Momentum for the BC Conservative Party (45%) continues to build. The party has jumped ahead of the BC NDP (43%) in voting intention among decided voters, while the Greens (10%) sit in a distant third place.
- More than eight in ten (85%) BC residents indicate they are likely to vote, with nearly two-thirds (62%) indicating that they will “definitely vote.”
- More than three-quarters (77%) of decided voters report that they are not likely to switch their vote, while less than one in five (15%) indicate they are likely to do so.
- Premier David Eby continues to have the highest approval rating (45%) ahead of Rustad (37%) and Furstenau (34%) as of September 23rd.
- 38% of BC residents believe that things in the province are going in the right direction, while 54% believe that things in the province are on the wrong track.
- Housing affordability remains the top issue in BC, followed by health care, inflation/rising interest rates, and the economy.

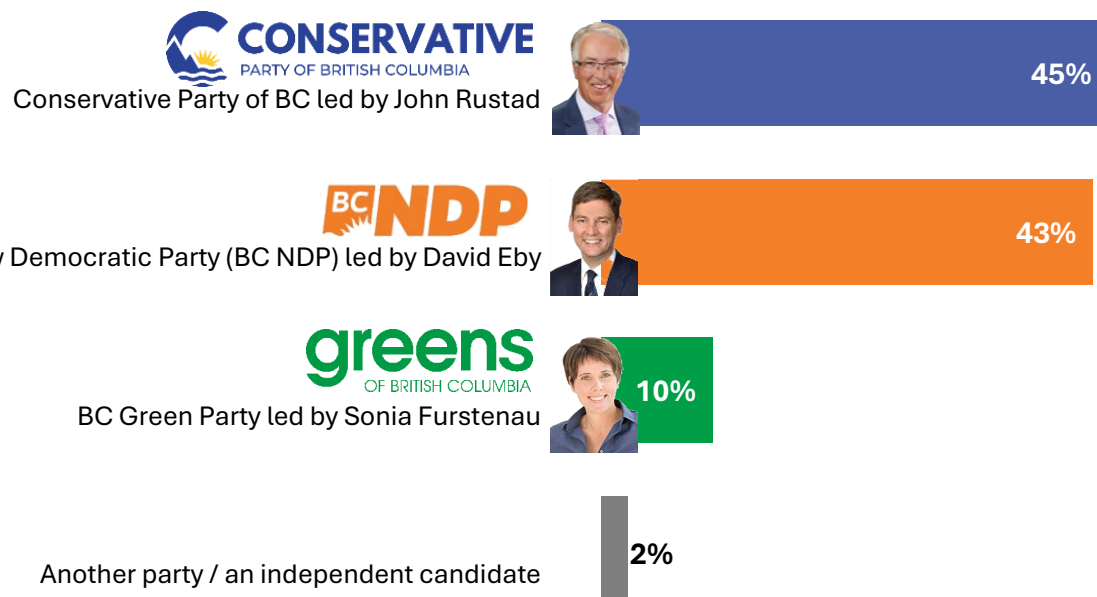
▲ Statistically significantly higher than previous wave.  
▼ Statistically significantly lower than previous wave.



# Detailed Findings: Voting Intention, Likelihood, and Favourability

# PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)

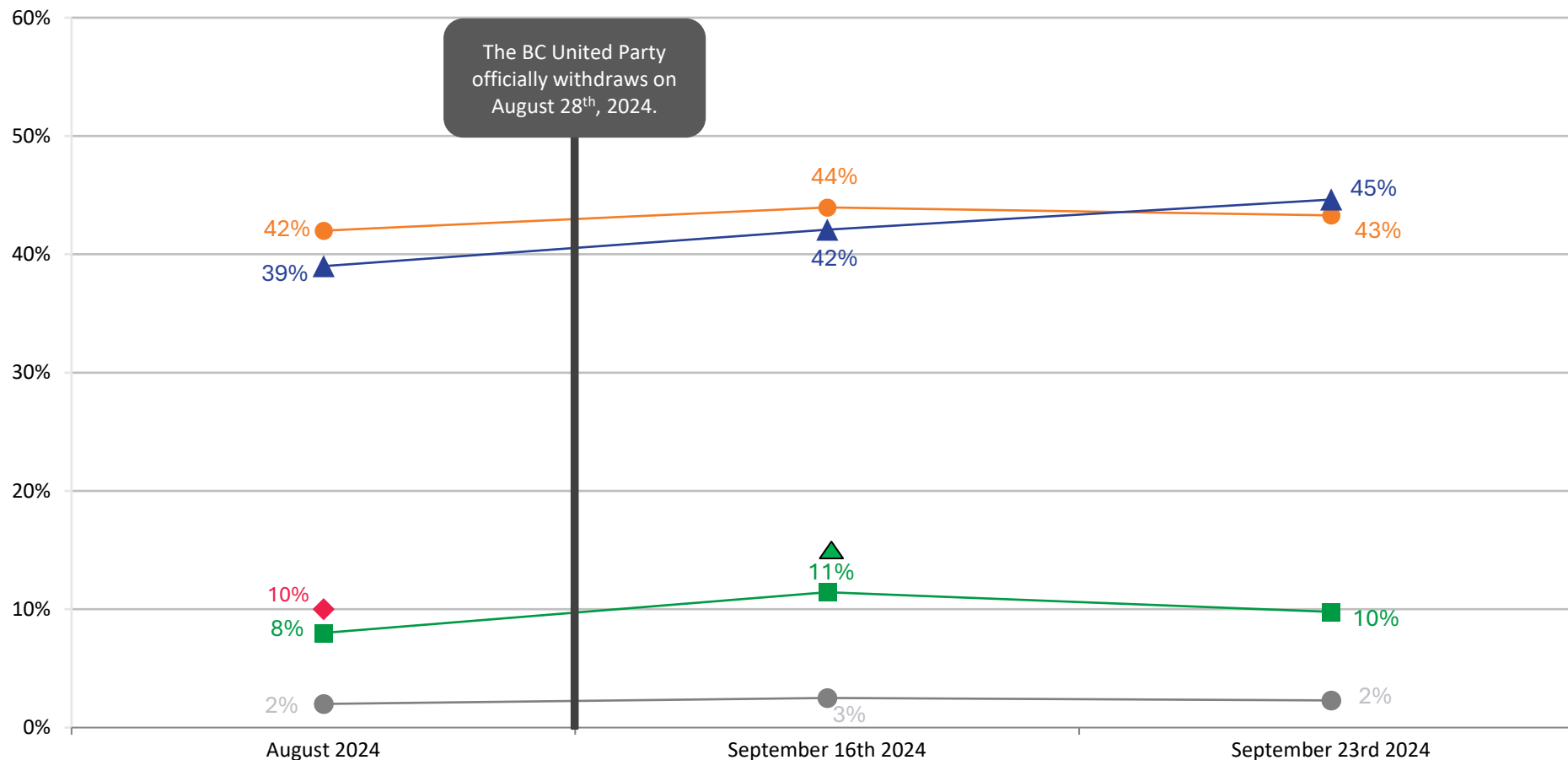


The Conservative Party of BC has passed the NDP in voting intention among decided voters and currently leads the incumbent government by 2 percentage points.

The BC Greens continue to hold stable in a distant third place.

# PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Decided Voters)

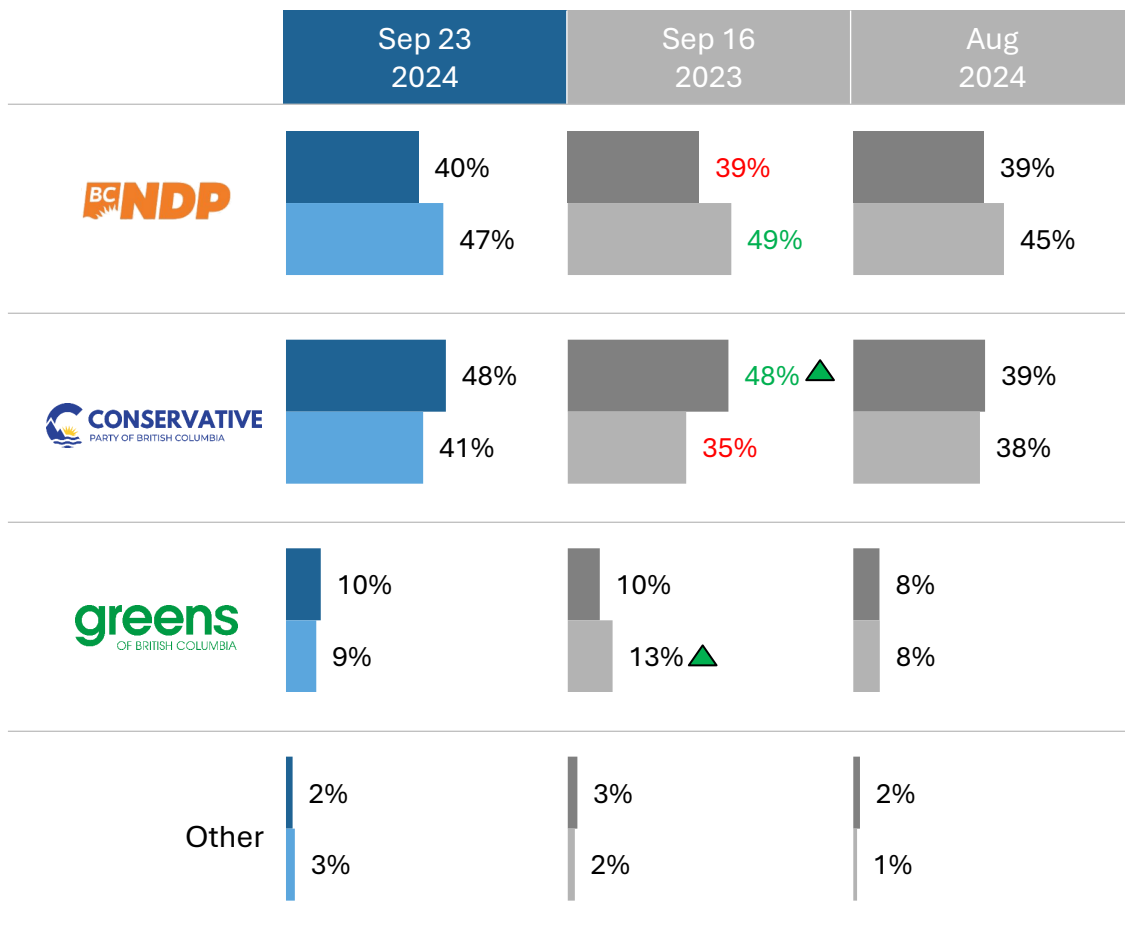


If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?  
 Base: Decided voters (September 23 2024: Weighted: n= 821 ; Unweighted: n= 826) (September 16 2024: Weighted: n= 800 ; Unweighted: n= 814) (August 2024: Weighted: n= 797 ; Unweighted: n= 828)

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## PROVINCIAL VOTING INTENTIONS x

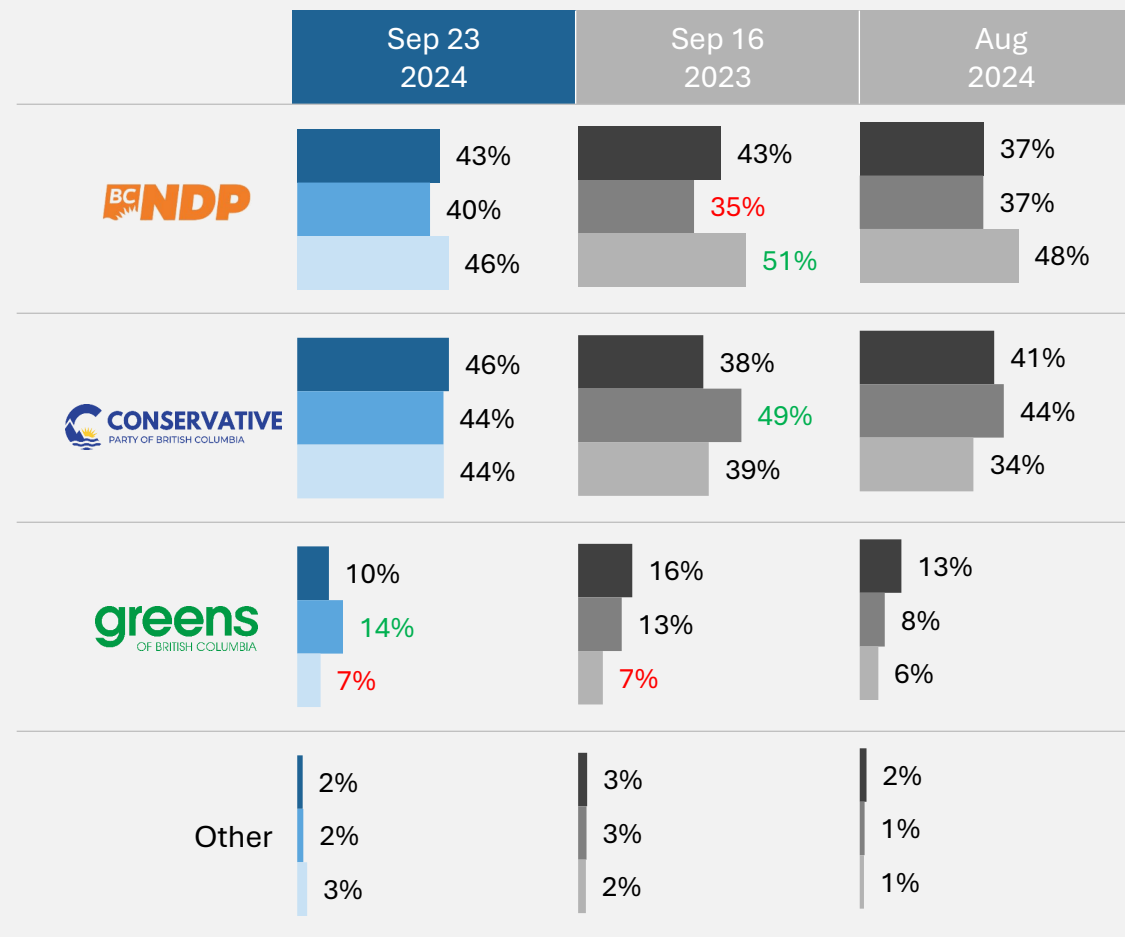
### GENDER (Among Decided Voters)



■ Male  
■ Female

## PROVINCIAL VOTING INTENTIONS x

### AGE (Among Decided Voters)



■ 18-34  
■ 35-54  
■ 55+

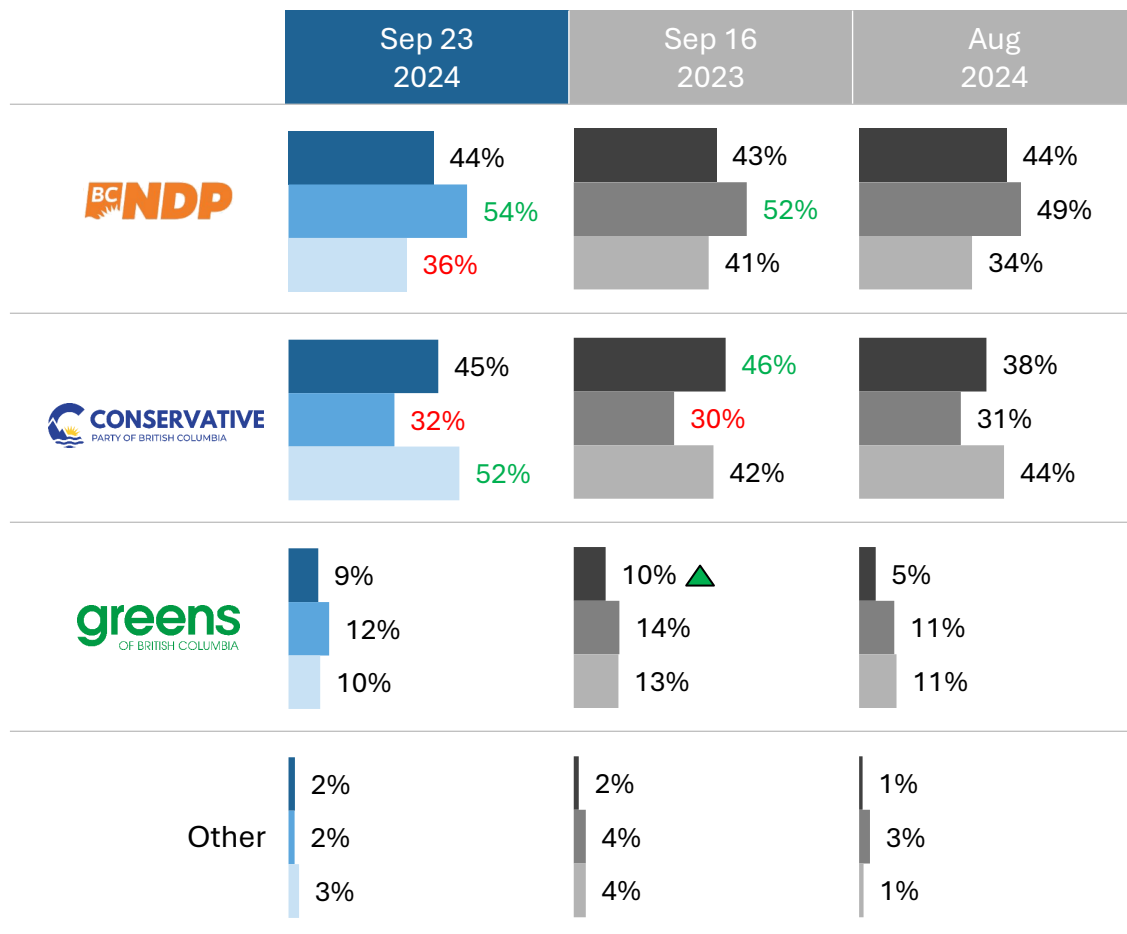
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# PROVINCIAL VOTING INTENTIONS x

## 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 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)

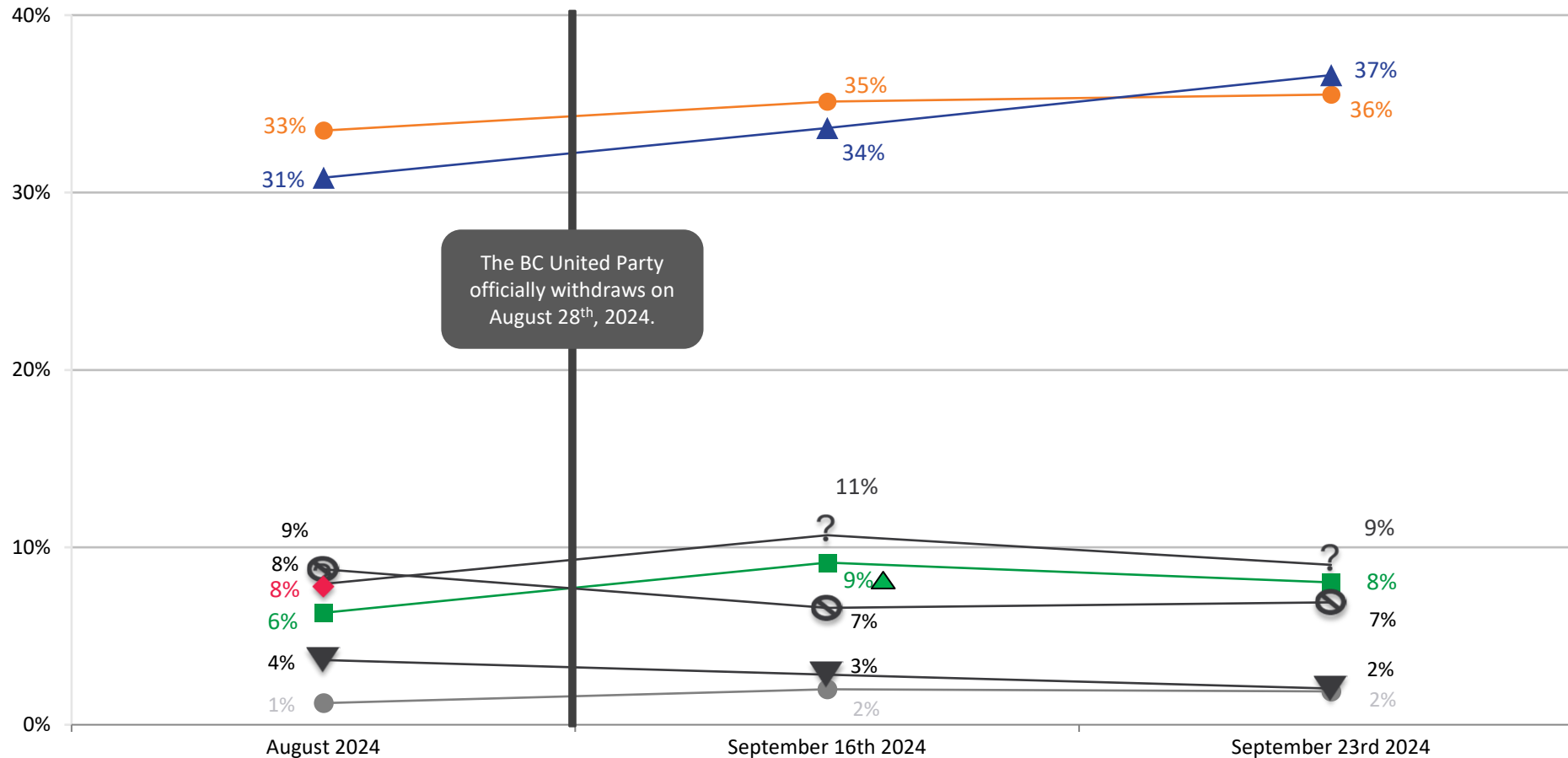
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# PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Total BC Residents)



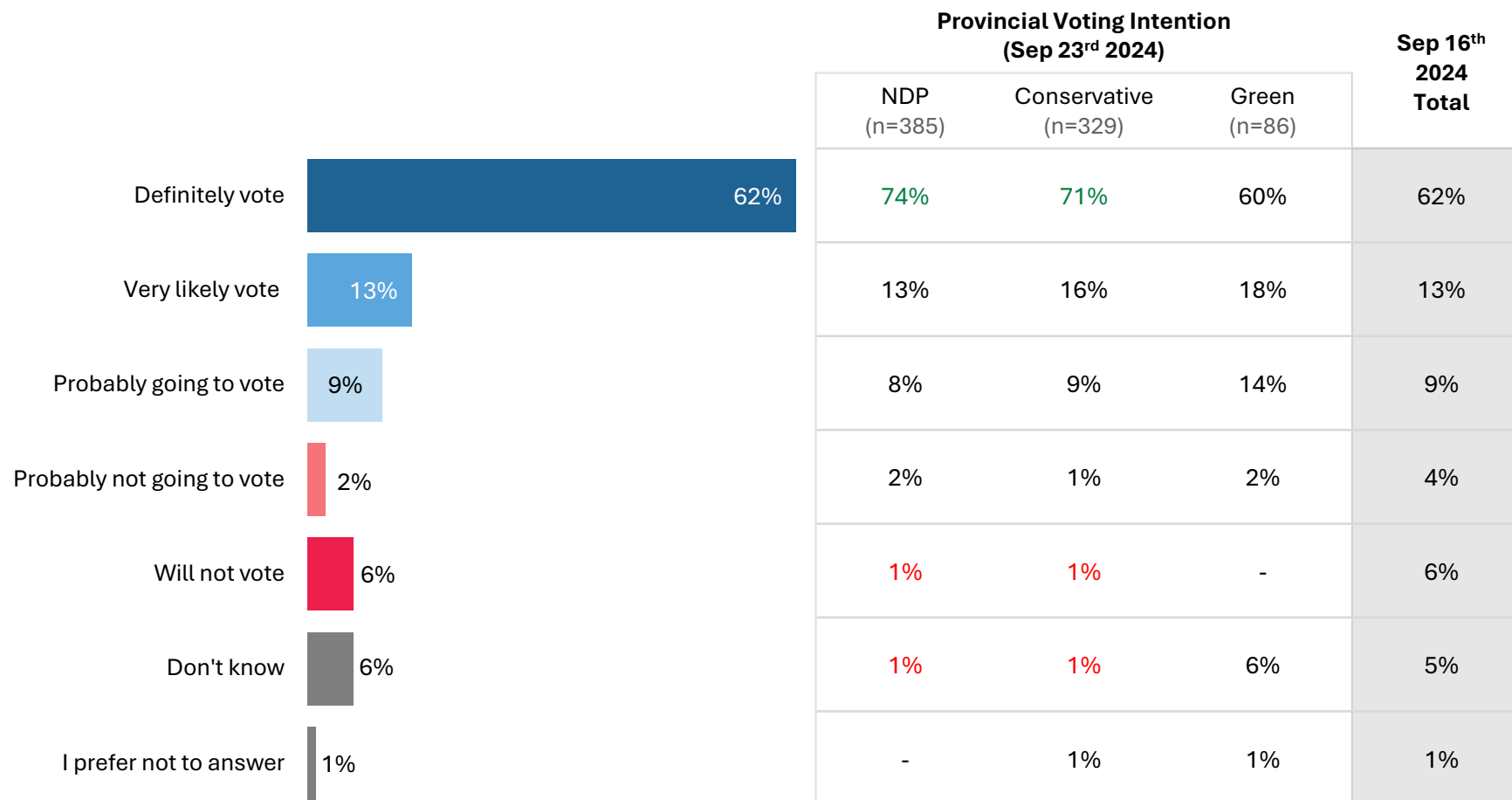
- BC NDP
- CONSERVATIVE PARTY OF BRITISH COLUMBIA
- greens OF BRITISH COLUMBIA
- BC UNITED
- Another Party/Independent
- Would not vote
- Not sure
- Prefer not to answer

If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?  
 Base: BC residents (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)



Consistent with the previous wave, more than eight in ten (85%) BC residents indicate they are likely to vote, while nearly two-thirds indicate that they will “definitely vote.”

# LIKELIHOOD OF VOTING

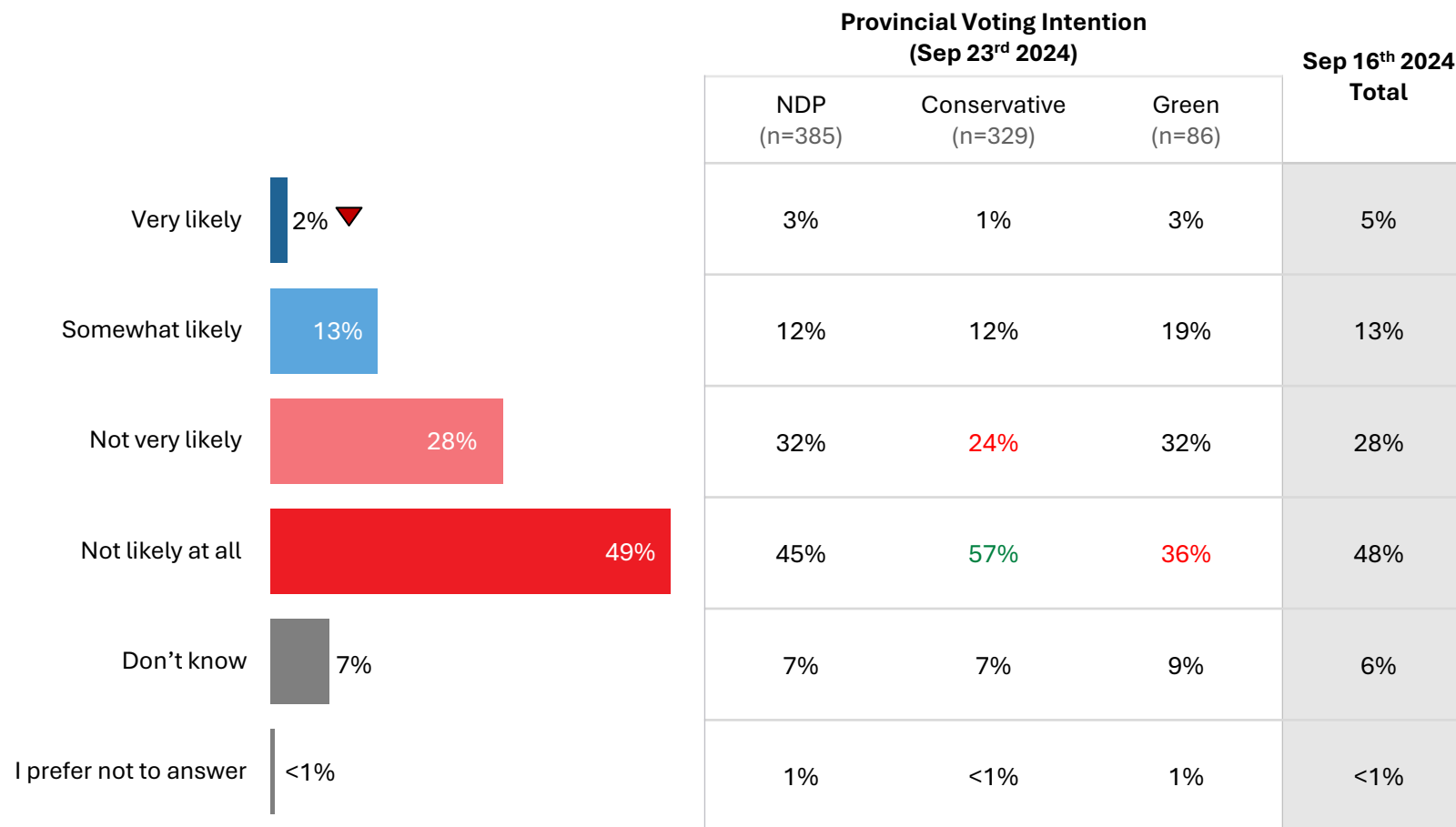
(Demographic Breakdown)

	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
(NET) Probably vote	<b>85%</b>	83%	89%	86%	75%	83%	93%	88%	82%
Definitely vote	<b>62%</b>	59%	73%	61%	39%	61%	78%	67%	57%
Very likely vote	<b>13%</b>	13%	10%	17%	22%	11%	10%	12%	14%
Probably going to vote	<b>9%</b>	11%	6%	8%	14%	11%	5%	9%	10%
(NET) Probably not/will not vote	<b>8%</b>	8%	6%	9%	13%	9%	4%	7%	9%
Probably not going to vote	<b>2%</b>	2%	3%	3%	6%	2%	<1%	2%	2%
Will not vote	<b>6%</b>	6%	4%	6%	7%	7%	4%	4%	7%
Don't know	<b>6%</b>	7%	4%	5%	10%	7%	2%	4%	7%
I prefer not to answer	<b>1%</b>	2%	<1%	<1%	2%	1%	<1%	1%	1%

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

# LIKELIHOOD OF SWITCHING VOTE

(Among Decided Voters)



More than three-quarters (77%) of decided voters report that they are not likely to switch their vote, while just less than one in five (15%) indicate they are likely to do so; consistent with the previous wave's results.

# LIKELIHOOD OF SWITCHING VOTE

(Demographic Breakdown)

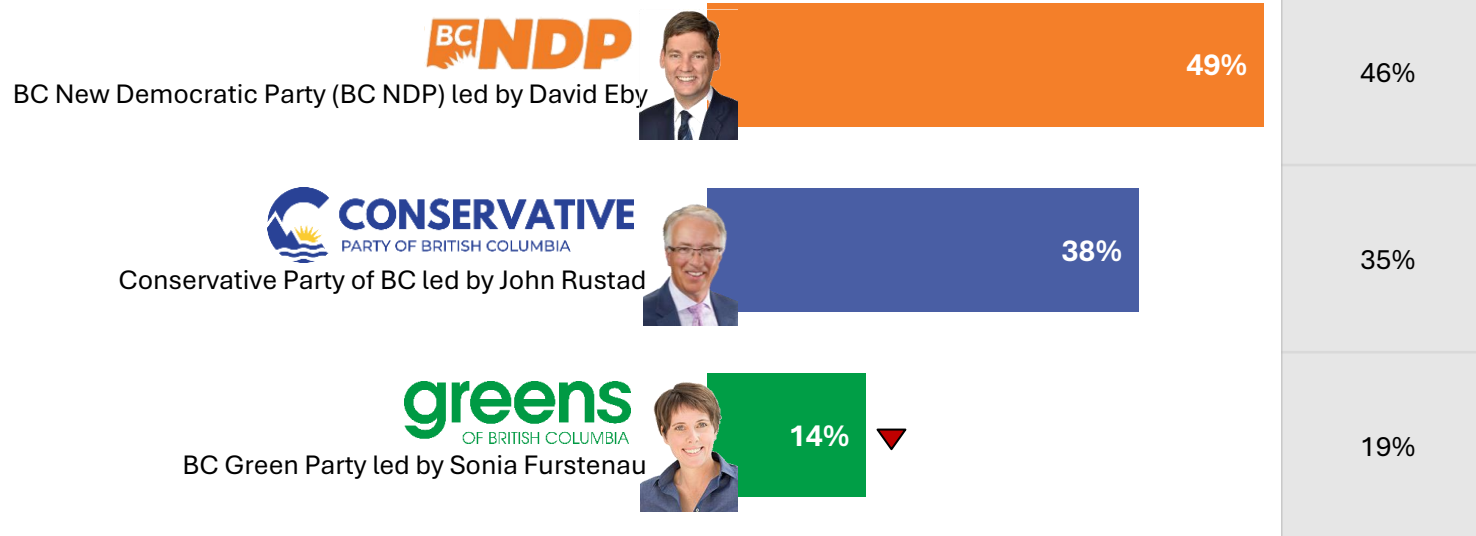
	Total (n=814)	Region			Age			Gender	
		Metro Vancouver (n=403)	Vancouver Island (n=167)	Other BC (n=256)	18-34 (n=159)	35-54 (n=281)	55+ (n=386)	Men (n=421)	Women (n=405)
(NET) Likely	<b>15%</b>	15%	<b>10%</b>	18%	<b>28%</b>	15%	<b>8%</b>	13%	18%
Very likely	<b>2%</b>	1%	2%	3%	5%	2%	<b>1%</b>	3%	1%
Somewhat likely	<b>13%</b>	14%	<b>8%</b>	15%	<b>24%</b>	13%	<b>7%</b>	<b>10%</b>	<b>16%</b>
(NET) Not likely	<b>77%</b>	75%	<b>85%</b>	76%	<b>66%</b>	78%	<b>83%</b>	<b>81%</b>	<b>73%</b>
Not very likely	<b>28%</b>	30%	26%	28%	32%	32%	<b>23%</b>	32%	25%
Not likely at all	<b>49%</b>	45%	<b>59%</b>	48%	<b>34%</b>	46%	<b>59%</b>	49%	49%
Don't know	<b>7%</b>	9%	5%	6%	<b>4%</b>	7%	9%	6%	8%
I prefer not to answer	<b>1%</b>	1%	1%	-	1%	<1%	<1%	<1%	1%

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# PERCEIVED BEST FIT AS PREMIER

(Among Total BC Residents)

Sep 16<sup>th</sup> 2024  
Total



Just under half of BC residents believe BC NDP leader David Eby would make the best premier, while less than four in ten cite Conservative Party leader John Rustad as the best potential premier.

BC Residents are less likely to cite Green Party leader Sonia Furstenuau as the best potential premier relative to the previous wave.

Regardless how you may vote or your impression of the various leaders, which of the following individuals do you feel would make the best Premier for British Columbia?  
Base: BC Residents (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)

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# PERCEIVED BEST FIT AS PREMIER

(Demographic Breakdown)

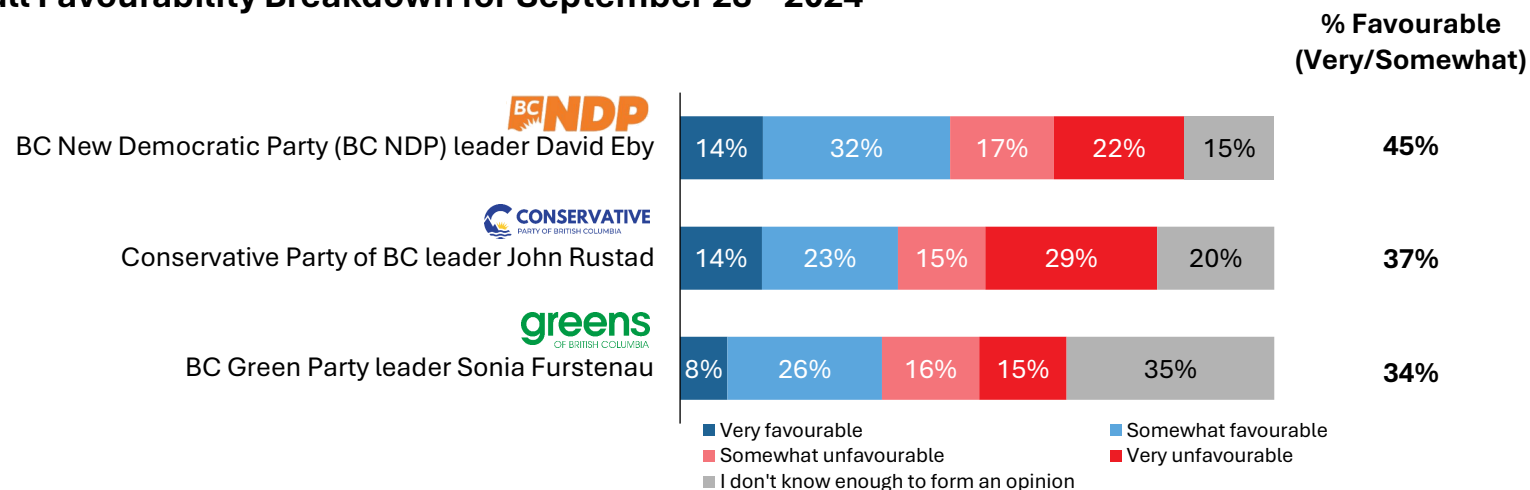
	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
BC New Democratic Party (BC NDP) leader David Eby	<b>49%</b>	50%	<b>57%</b>	<b>41%</b>	47%	49%	49%	47%	50%
Conservative Party of BC leader John Rustad	<b>38%</b>	37%	31%	42%	34%	37%	41%	40%	35%
BC Green Party leader Sonia Furstenau	<b>14%</b>	13%	12%	18%	<b>20%</b>	14%	<b>10%</b>	13%	15%

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# PARTY LEADER FAVOURABILITY

(Among Total BC Residents)

## Full Favourability Breakdown for September 23<sup>rd</sup> 2024

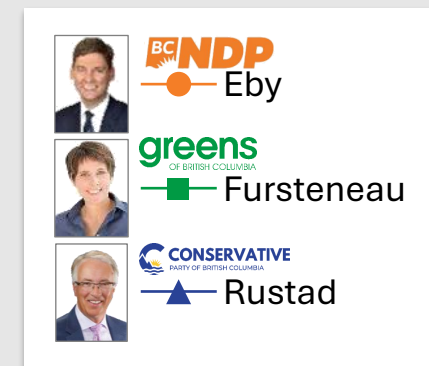
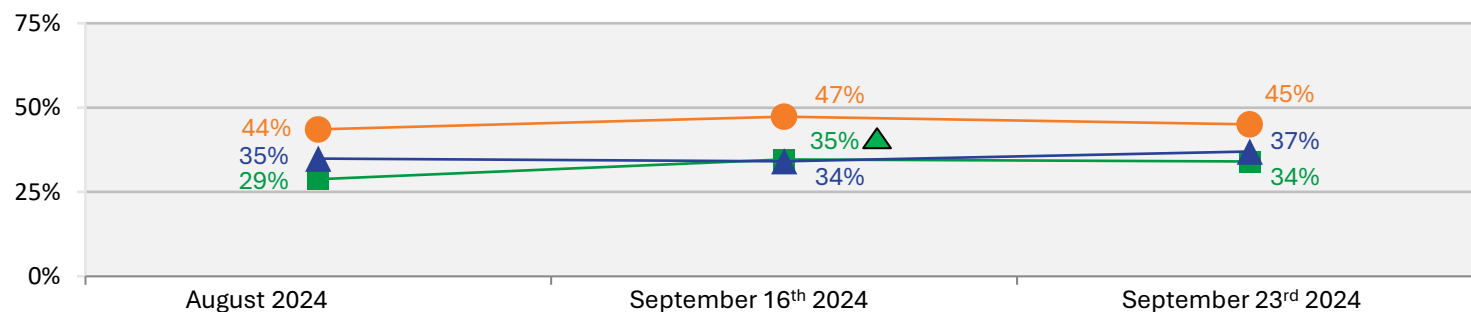


Premier David Eby continues to have the highest approval rating for the week of September 23<sup>rd</sup>, with 45% favourability.

Fursteneau and Rustad both received favourability ratings of just above one-third.

Results are consistent with the previous wave.

## 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?

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# PARTY LEADER FAVOURABILITY

(Demographic Breakdown)

% Favourable (Very/Somewhat)	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
BC New Democratic Party (BC NDP) led by David Eby	<b>45%</b>	48%	<b>54%</b>	<b>36%</b>	46%	40%	49%	45%	46%
Conservative Party of BC led by John Rustad	<b>37%</b>	36%	31%	41%	38%	37%	36%	<b>41%</b>	<b>32%</b>
BC Green Party led by Sonia Furstenau	<b>34%</b>	34%	41%	30%	32%	33%	36%	36%	32%

% Unfavourable (Very/Somewhat)	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
BC New Democratic Party (BC NDP) led by David Eby	<b>39%</b>	37%	37%	<b>45%</b>	<b>30%</b>	41%	<b>45%</b>	<b>47%</b>	<b>32%</b>
Conservative Party of BC led by John Rustad	<b>44%</b>	44%	<b>53%</b>	<b>37%</b>	<b>33%</b>	43%	<b>50%</b>	45%	42%
BC Green Party led by Sonia Furstenau	<b>31%</b>	30%	33%	32%	27%	34%	32%	<b>40%</b>	<b>23%</b>

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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.

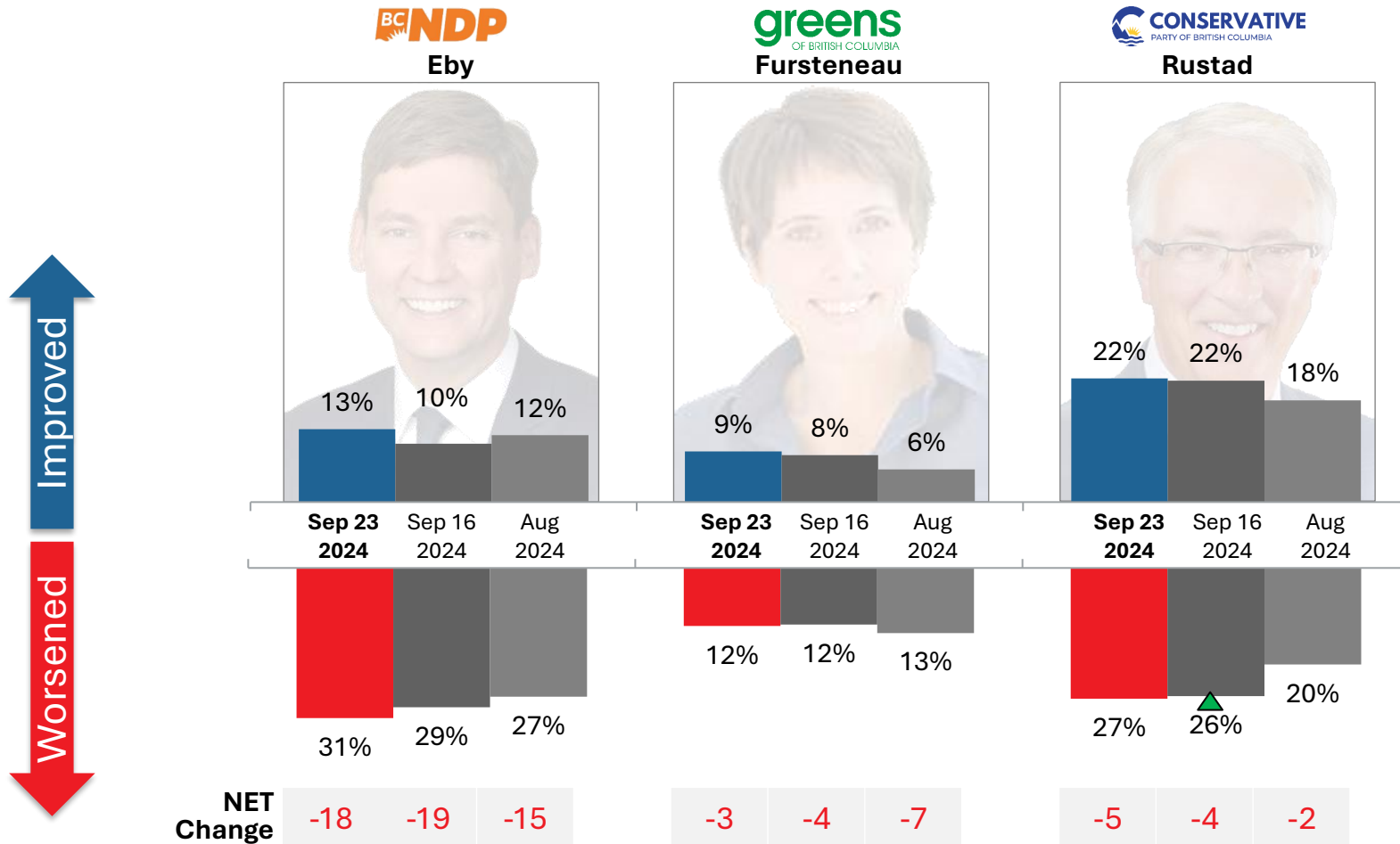
Base: BC residents

# CHANGE IN PARTY LEADER FAVOURABILITY

(Among Total BC Residents)

Despite having the highest leader favourability overall, BC NDP leader David Eby continues to experience the largest NET negative difference in favourability over the last six months.

Rustad and Fursteneau have experienced much milder NET negative differences in favourability.



Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?  
 Base: BC residents (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)

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# CHANGE IN PARTY LEADER FAVOURABILITY

(Demographic Breakdown)

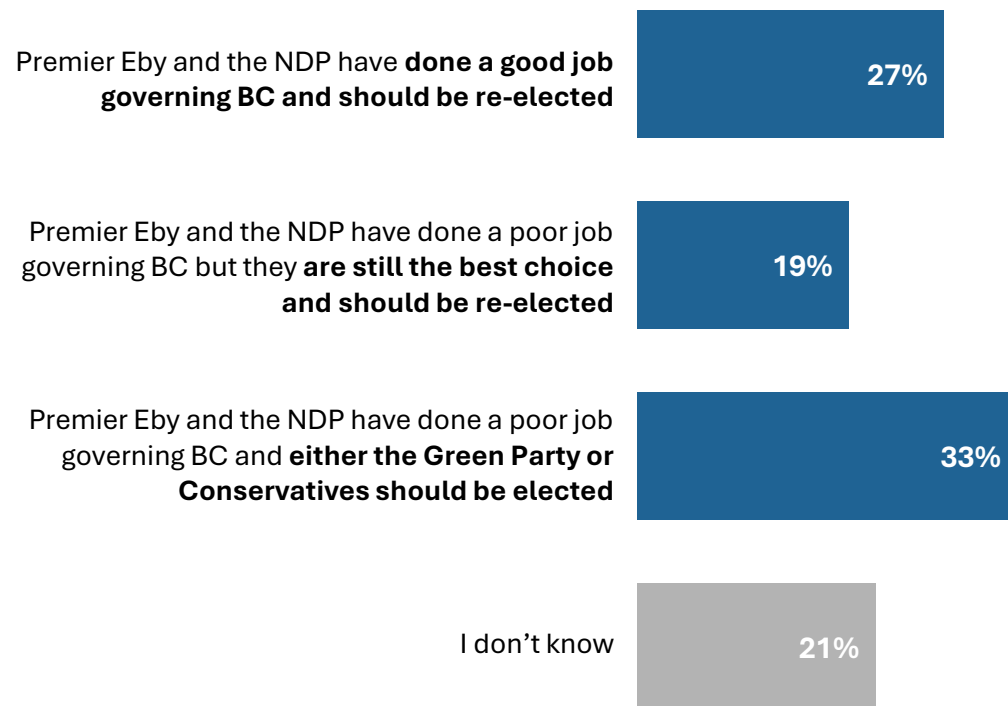
% Improved	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
Conservative Party of BC led by John Rustad	22%	21%	22%	23%	19%	21%	25%	25%	20%
BC New Democratic Party (BC NDP) led by David Eby	13%	14%	17%	8%	13%	13%	12%	14%	11%
BC Green Party led by Sonia Furstenau	9%	8%	14%	9%	9%	9%	10%	9%	9%

% Worsened	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
Conservative Party of BC led by John Rustad	27%	27%	33%	22%	19%	25%	32%	30%	23%
BC New Democratic Party (BC NDP) led by David Eby	31%	28%	31%	34%	24%	29%	36%	36%	25%
BC Green Party led by Sonia Furstenau	12%	11%	11%	13%	11%	13%	11%	14%	10%

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# PERCEPTION OF EBY GOVERNMENT

(Among Total BC Residents)



Just above a quarter of BC residents believe Premier Eby and the NDP have done a good job governing BC and should be re-elected, while a further one in five report that the NDP has done a poor job governing BC, but they are still the best choice and should be re-elected

# PERCEPTION OF EBY GOVERNMENT

(Demographic Breakdown)

	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
Premier Eby and the NDP have <b>done a good job governing BC and should be re-elected</b>	27%	27%	39%	20%	25%	23%	31%	29%	25%
Premier Eby and the NDP have done a poor job governing BC but they <b>are still the best choice and should be re-elected</b>	19%	20%	17%	17%	22%	20%	15%	17%	21%
Premier Eby and the NDP have done a poor job governing BC and <b>either the Green Party or Conservatives should be elected</b>	33%	30%	31%	41%	26%	33%	38%	40%	27%
I don't know	21%	23%	13%	22%	26%	24%	16%	15%	27%

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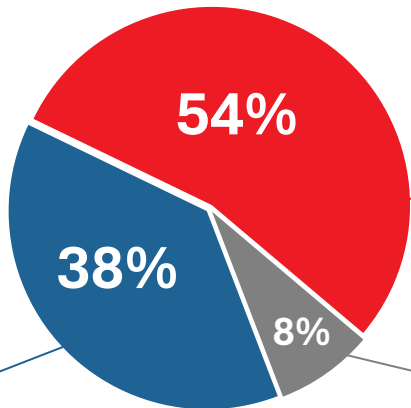


# Detailed Findings: Provincial Trajectory and Issues

# CURRENT TRAJECTORY OF BC

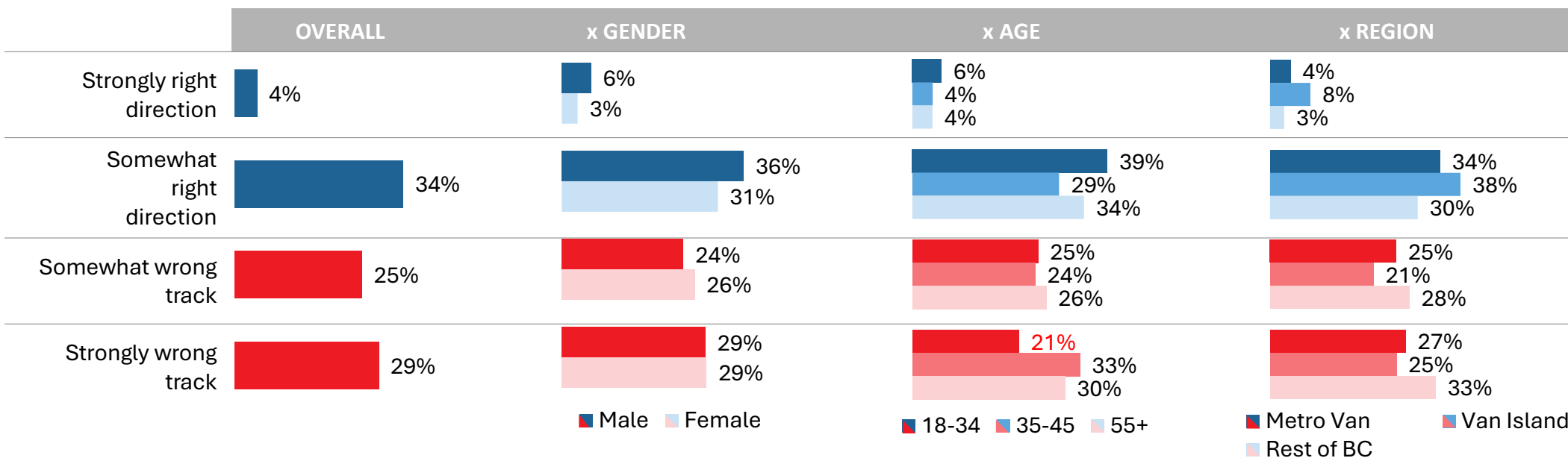
(Among Total BC Residents)

**RIGHT DIRECTION**  
**38%** of BC residents believe that **things in the province are going in the right direction**, consistent with results from the week of September 16<sup>th</sup> (37%) and August 2024 (39%).



**WRONG TRACK**  
**54%** of British Columbians believe that **things in the province are off on the wrong track**, consistent with results from the week of September 16<sup>th</sup> (55%) and August 2024 (53%).

**8%** of BC residents report that they **“don’t know” or simply refuse to answer**, consistent with last wave (8%).



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: BC residents (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)

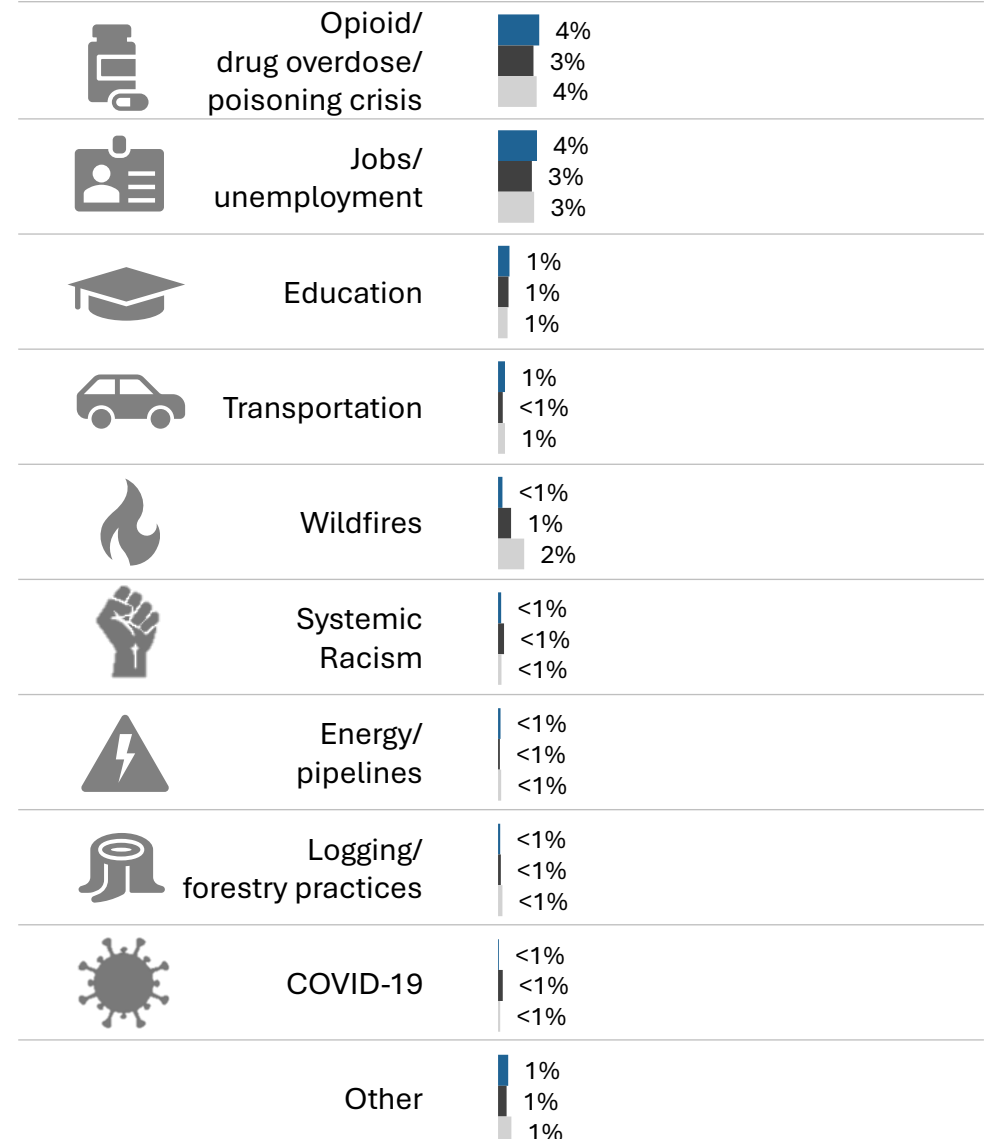
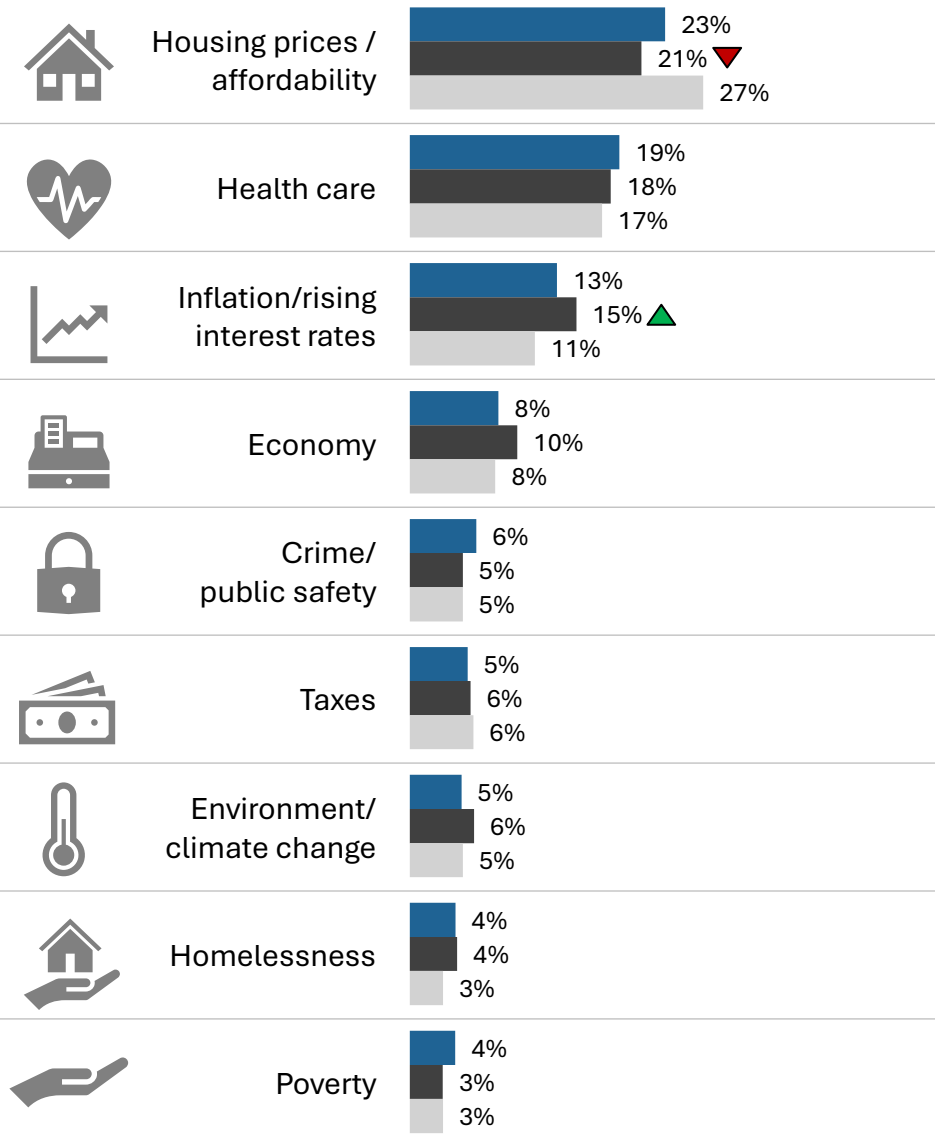
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## BC ISSUES – MOST IMPORTANT: AIDED – TRACKER

(Among Total BC Residents)



Housing affordability remains the top issue in BC, followed by health care, inflation/rising interest rates, and the economy. Results for all issues are consistent with those from the week of September 16<sup>th</sup>.



■ Sep 23<sup>rd</sup> 2024  
■ Sep 16<sup>th</sup> 2024  
■ Aug 2024

In your view, what is the most important issue facing British Columbia today?  
 Base: BC residents (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). "Not sure" responses not shown.

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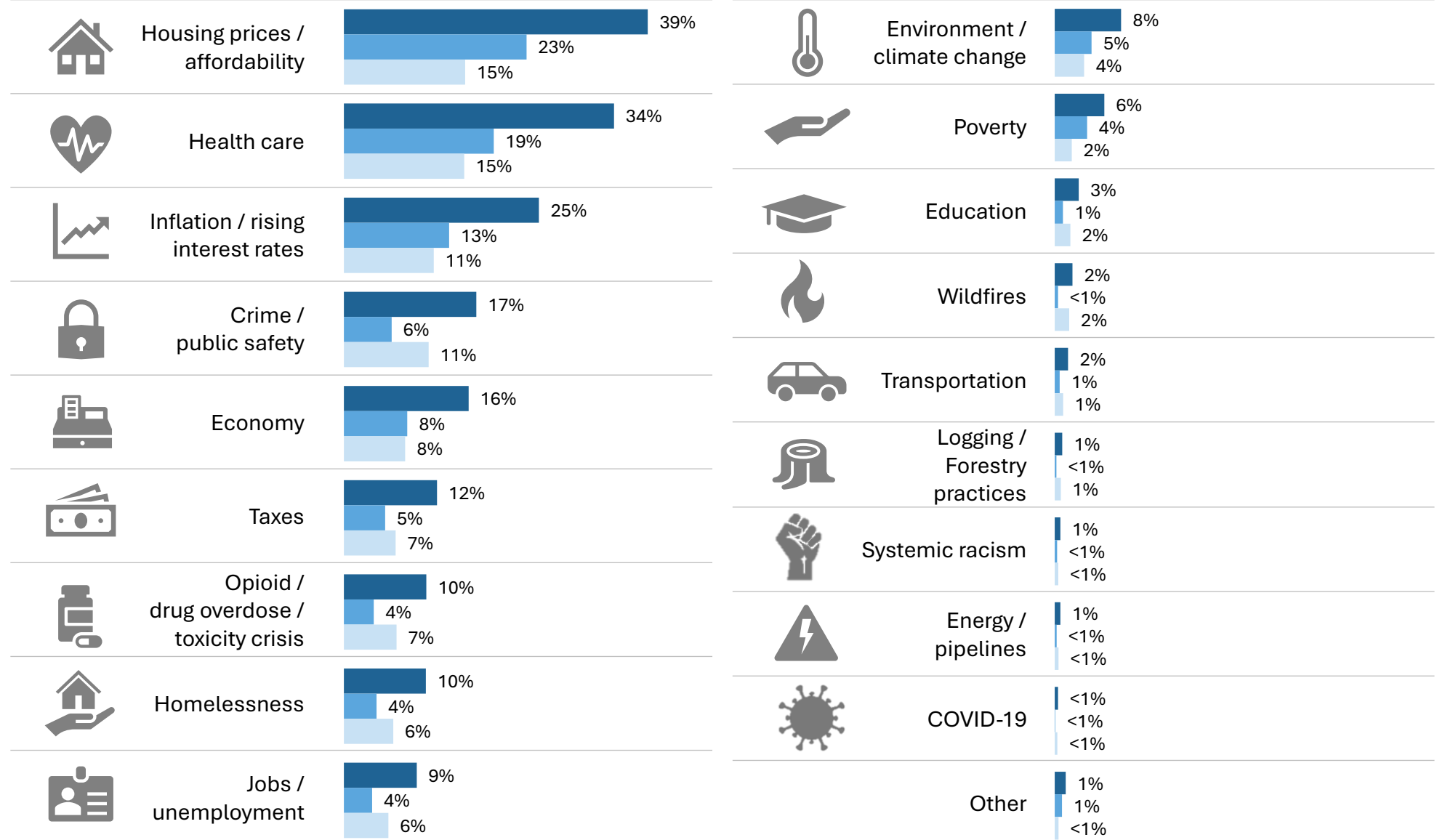


# BC ISSUES – TOTAL IMPORTANCE: AIDED

(Among Total BC Residents)



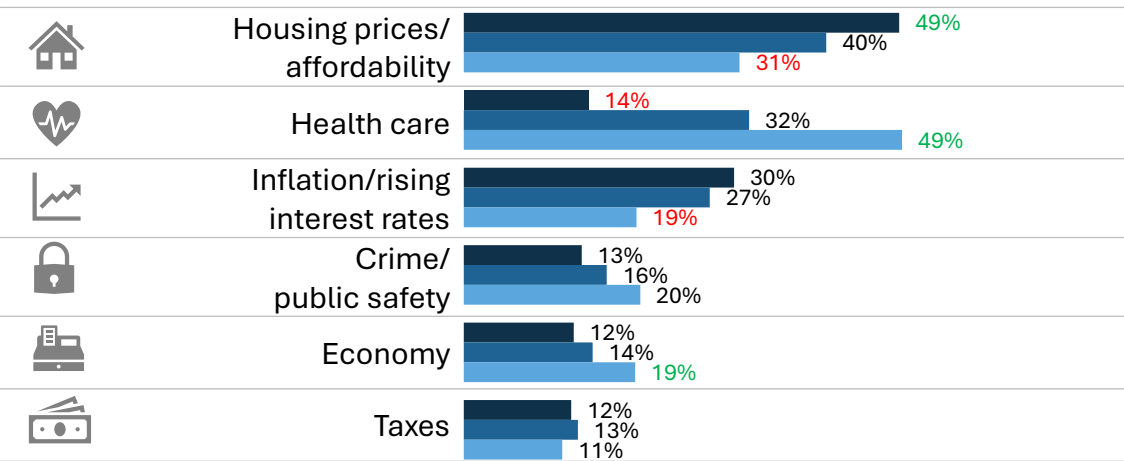
■ NET Important  
■ Most important  
■ Second most important



In your view, what is the most important issue facing British Columbia today? What is the second most important issue?  
 Base: BC Residents (Weighted: n=1,001 ; Unweighted: n=1,001). "Not sure" responses not shown.

## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

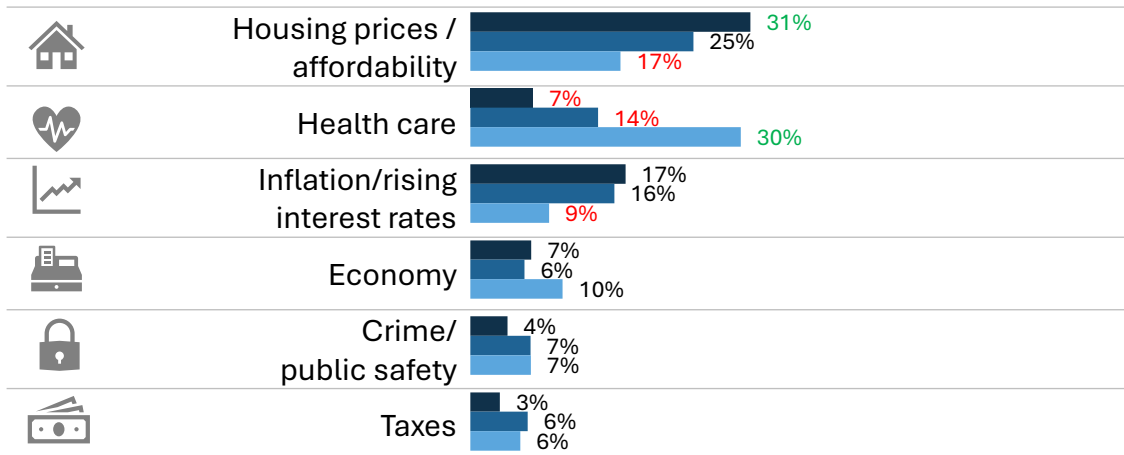
AIDED x **AGE** (Sep 23<sup>rd</sup> 2024)



## TOP 6 BC ISSUES – MOST IMPORTANT:

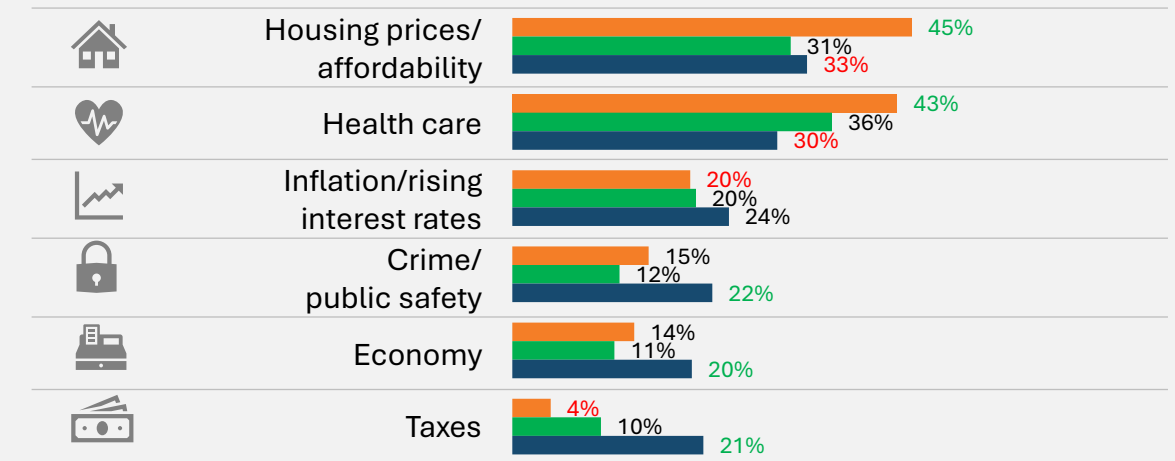
AIDED x **AGE** (Sep 23<sup>rd</sup> 2024)

■ 18-34  
■ 35-54  
■ 55+



## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

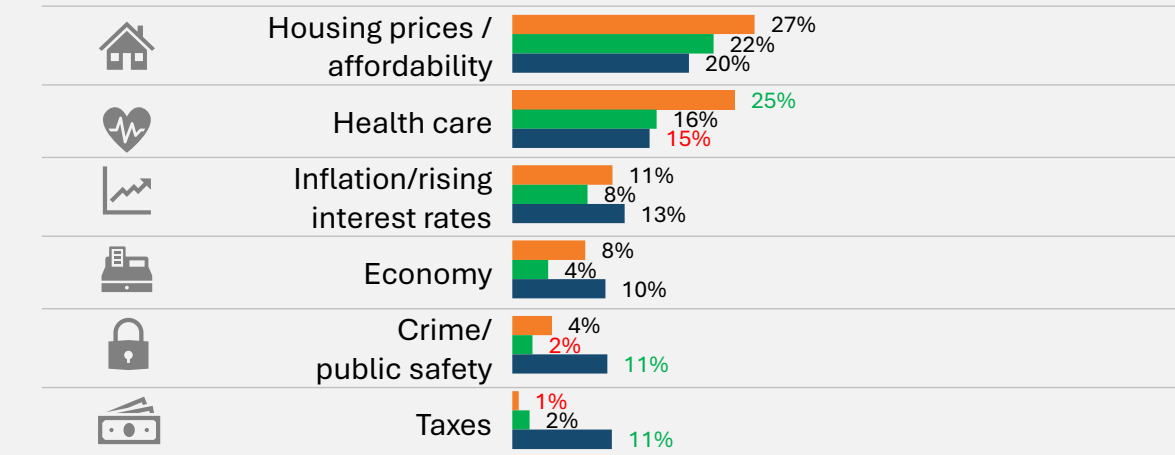
AIDED x **VOTING INTENTION** (Sep 23<sup>rd</sup> 2024)



## TOP 6 BC ISSUES – MOST IMPORTANT:

AIDED x **VOTING INTENTION** (Sep 23<sup>rd</sup> 2024)

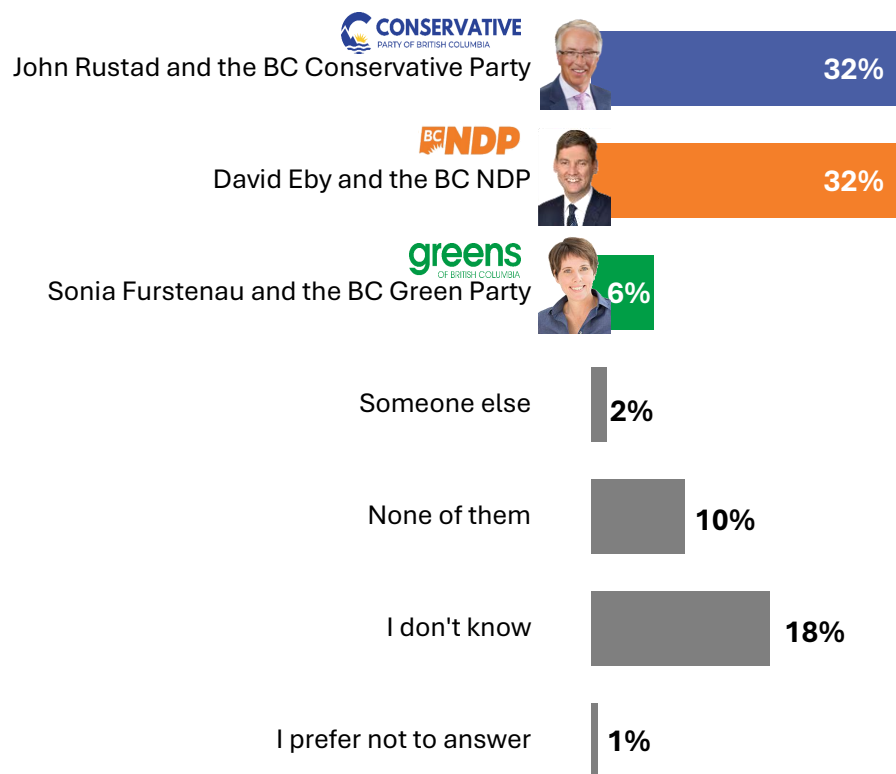
■ BC NDP  
■ BC Green Party  
■ Conservative Party of BC



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

# PARTY WITH TOP PLAN TO ADDRESS PRIORITY ISSUES

(Among Total BC Residents)



	Provincial Voting Intention (Sep 23 <sup>rd</sup> 2024)			Sep 16 <sup>th</sup> 2024 Total
	NDP (n=385)	Conservative (n=329)	Green (n=86)	
John Rustad and the BC Conservative Party	2%	82%	5%	29%
David Eby and the BC NDP	80%	3%	9%	30%
Sonia Furstenau and the BC Green Party	3%	2%	54%	8%
Someone else	1%	1%	2%	1%
None of them	5%	5%	22%	9%
I don't know	8%	7%	7%	21%
I prefer not to answer	-	-	-	1%

BC residents are split on which party has the best plan to address their priority issues, with the Conservative Party and BC NDP each receiving just less than one-third of the total.

# PARTY WITH TOP PLAN TO ADDRESS PRIORITY ISSUES

(Demographic Breakdown)

	Total (n=1,001)	Region			Age			Gender	
		Metro Vancouver (n=501)	Vancouver Island (n=195)	Other BC (n=305)	18-34 (n=208)	35-54 (n=352)	55+ (n=441)	Men (n=478)	Women (n=523)
Conservative Party of BC led by John Rustad	<b>32%</b>	31%	26%	36%	31%	33%	32%	37%	27%
BC New Democratic Party (BC NDP) led by David Eby	<b>32%</b>	32%	41%	26%	30%	27%	36%	31%	32%
BC Green Party led by Sonia Furstenau	<b>6%</b>	5%	9%	7%	8%	6%	5%	8%	5%
Someone else	<b>2%</b>	2%	1%	2%	2%	2%	1%	2%	1%
None of them	<b>10%</b>	11%	6%	9%	6%	10%	11%	9%	10%
Don't know	<b>18%</b>	19%	15%	18%	22%	21%	14%	14%	23%
I prefer not to answer	<b>1%</b>	<1%	<1%	1%	1%	1%	<1%	<1%	1%



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
	35,000	101,090	154,200
	83,000	101,684	110,000
		101,962	89,000
		101,747	50,000
			68,700
			000

# 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
<b>Gender</b>		<i>n=1,001</i>	<i>n=1,001</i>
	Male	487	478
	Female	514	523
<b>Region</b>		<i>n=1,001</i>	<i>n=1,001</i>
	Metro Vancouver	536	501
	Vancouver Island	174	195
	Rest of BC	291	305
<b>Age</b>		<i>n=1,001</i>	<i>n=1,001</i>
	18 – 34	264	208
	35 – 54	318	352
	55+	419	441
<b>Voting Intention</b>		<i>n=821</i>	<i>n=826</i>
	BC NDP	356	385
	BC Green Party	80	86
	Conservative Party of BC	367	329



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Last year, we conducted  
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**249,523** telephone surveys.



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UX EXPERTISE

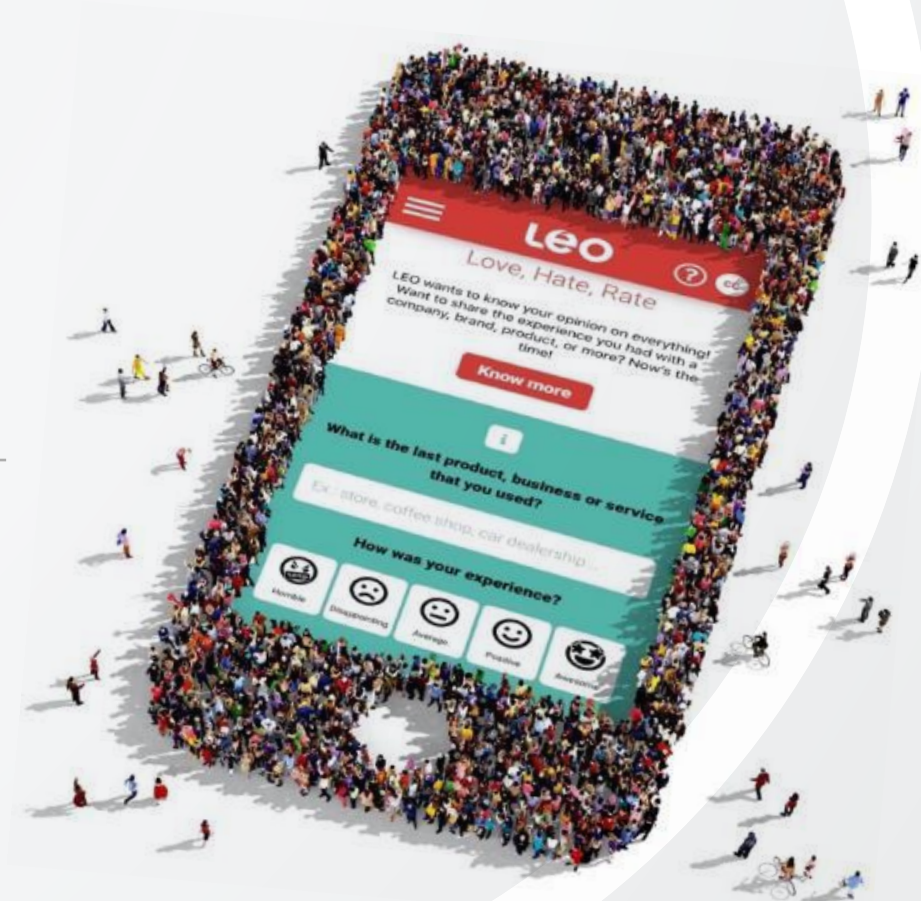
ENGAGE  
CMNTY

EXPERIENCE  
QUALTRICS PARTNERSHIP

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