

Report

# DECISION 2020 - Provincial politics in British Columbia

For publication on October 23, 2020



# Methodology

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1,100 British Columbian residents, 18 years of age or older, who have the right to vote in British Columbia, randomly recruited from either LEO's online panel or telephone interviewing.



From October 18<sup>th</sup> to October 21<sup>th</sup>, 2020



Combination of web survey using computer-assisted Web interviewing (CAWI) technology and random digit dialing using computer-assisted telephone interviewing (CATI) technology.



Using data from the 2016 Census, results were weighted according to region, age, gender in order to ensure a representative sample of the population in British Columbia.



For comparison purposes, a probability sample of 1,100 respondents would have a margin of error of  $\pm 3.0\%$ , 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

# METHODOLOGY

## Notes on Reading this Report

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

A more detailed methodology is presented in the annex.

If you have questions about the data presented in this report, please contact Andrew Enns, Executive Vice-President at the following e-mail address: [aenns@leger360.com](mailto:aenns@leger360.com).

## Key Findings

# KEY FINDINGS

<p><b>Party Ballot</b></p>	<p><b>If the provincial election were held today, the NDP would capture the highest proportion of the popular vote (47%) among decided voters followed by the Liberal Party (36%).</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The NDP maintain a significant lead over the Liberals despite the gradual increase in the proportion of voters who intend to vote Liberal over the three waves of polling.</li> </ul>
<p><b>Voting Method / Timing</b></p>	<p><b>Half (49%) of respondents have already voted in the upcoming BC election taking place on October 24<sup>th</sup>.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Far more older voters (55+) have already voted (63%) compared to those under 55 (39%).</li> <li><input type="checkbox"/> Three in five (59%) intend to vote in-person at a polling station, while two in five (38%) intended to vote by mail-in ballot.</li> <li><input type="checkbox"/> One-quarter (23%) of respondents say they will vote on Election Day, while seven in ten (71%) say they will vote before the election via either mail-in ballot or at the advanced polls.</li> </ul>
<p><b>Leader Impressions</b></p>	<p><b>Over one-third (37%) feel John Horgan is the Party leader that ran the best campaign, although almost as many (33%) say they don't know.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> John Horgan has relatively high appeal both within his party and across parties; Andrew Wilkinson has relatively low appeal both within and across parties.</li> <li><input type="checkbox"/> Marginally more chose Sonia Furstenau as running the best campaign (14%) than chose Andrew Wilkinson (11%).</li> </ul>

# Party Ballot

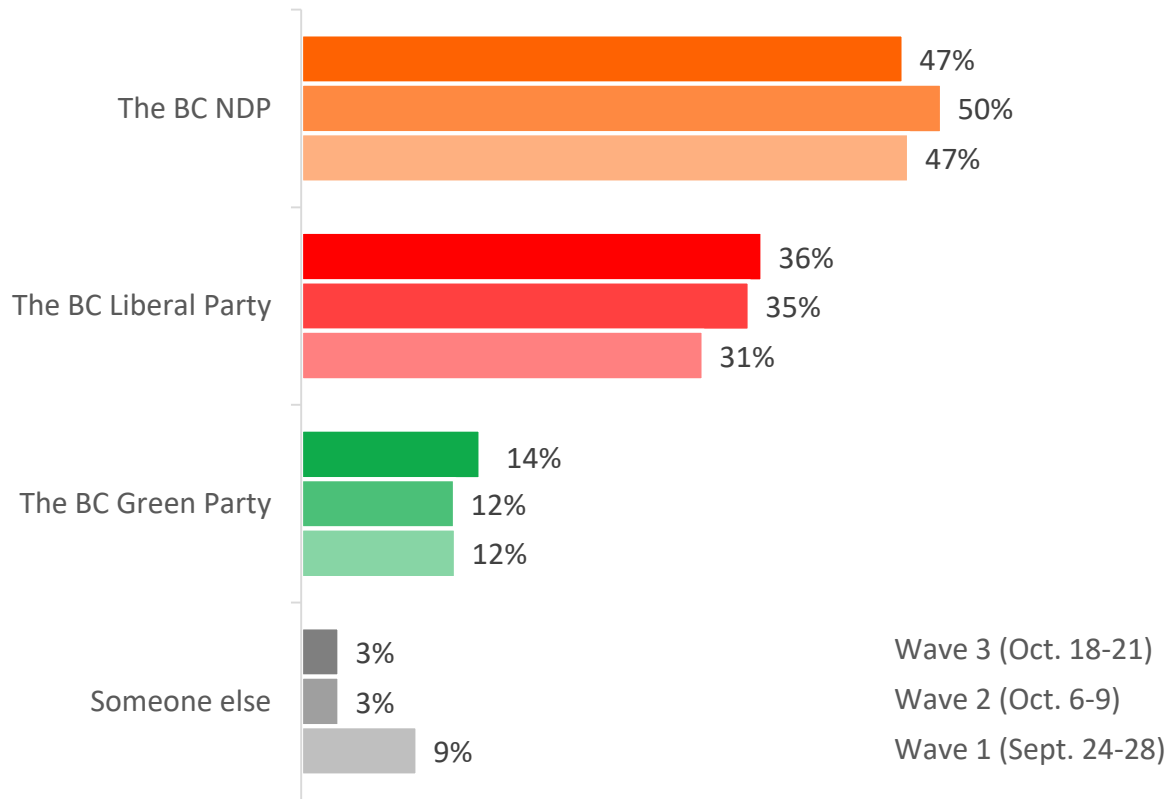
# PROVINCIAL VOTING INTENTIONS IN BRITISH COLUMBIA

## – AMONG THOSE STATING VOTING INTENTIONS

QB1/QB2. If the PROVINCIAL election were held today, which party's candidate would you vote for?

*In the event a respondent did not know or preferred not to answer, the following prompting question was asked: Could you tell me which party you lean more toward as of today, even if it is just slightly?...*

Base: Decided Voters - Wave 3: n=961; Wave 2: n=966; Wave 1: n=702





# PROVINCIAL VOTING INTENTIONS IN BRITISH COLUMBIA

## – DETAILED RESULTS

QB1/QB2. If the PROVINCIAL election were held today, which party’s candidate would you vote for?

*In the event a respondent did not know or preferred not to answer, the following prompting question was asked: Could you tell me which party you lean more toward as of today, even if it is just slightly?... \**

Base: All respondents-Wave 3 (Oct. 18-21)

	TOTAL Eligible voters	TOTAL Decided voters	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC	Wave 2 (Oct. 6-9)	Wave 1 (Sept. 24-28)	Election 2017
Weighted n =	1100	979	485	492	236	354	389	309	222	185	262	966	702	
Unweighted n =	1100	961	483	477	194	316	451	303	216	180	262	966	702	
<b>John Horgan and the BC NDP</b>	<b>42%</b>	<b>47%</b>	45%	48%	47%	46%	47%	48%	53%	49%	<b>38%</b>	50%	47%	40.3%
<b>Andrew Wilkinson and the BC Liberal Party</b>	<b>32%</b>	<b>36%</b>	39%	34%	34%	38%	36%	40%	29%	<b>26%</b>	<b>45%</b>	35%	31%	40.4%
<b>Sonia Furstenuau and the BC Green Party</b>	<b>13%</b>	<b>14%</b>	12%	16%	16%	13%	14%	10%	16%	<b>20%</b>	13%	12%	12%	16.8%
<b>Someone else</b>	<b>3%</b>	<b>3%</b>	3%	3%	2%	3%	3%	1%	2%	5%	4%	3%	9%	2.5%
Will not vote	3%													
Don't know	4%													
Prefer not to answer	4%													

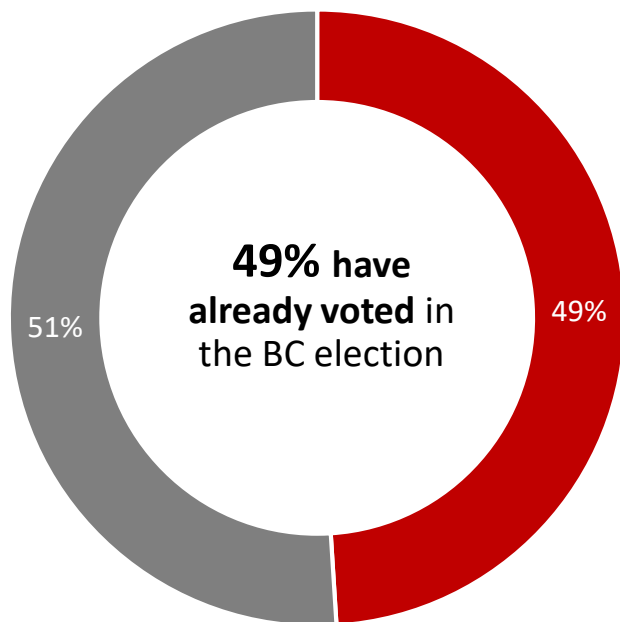
*\* In the event a respondent had already voted, the following question was asked: Which party’s candidate did you vote for?*

# Voting Method / Timing

# VOTED IN BC ELECTION

QA1. Have you already voted in the upcoming BC election?

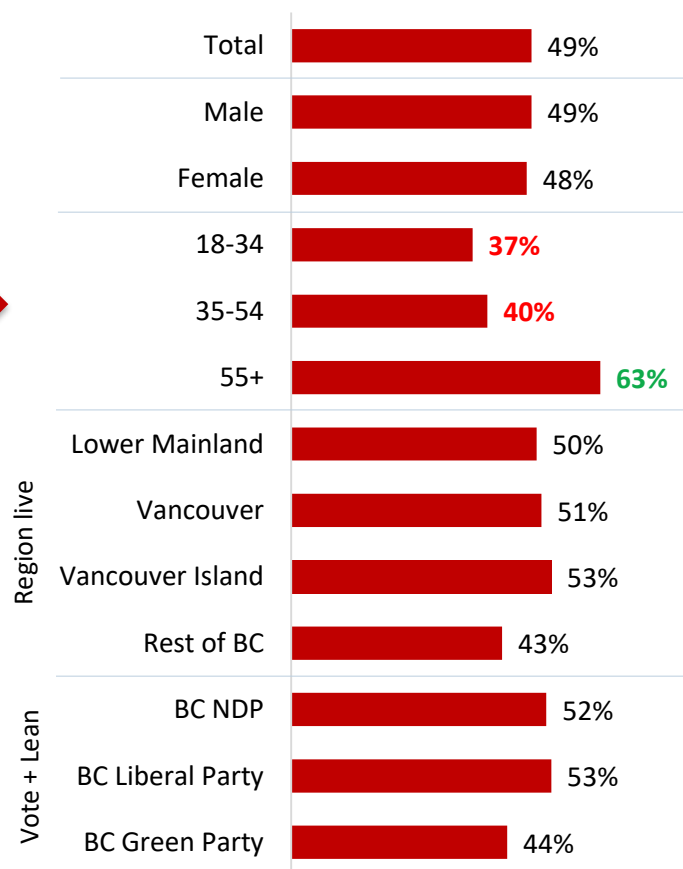
Base: All respondents n=1100



■ Yes  
■ No



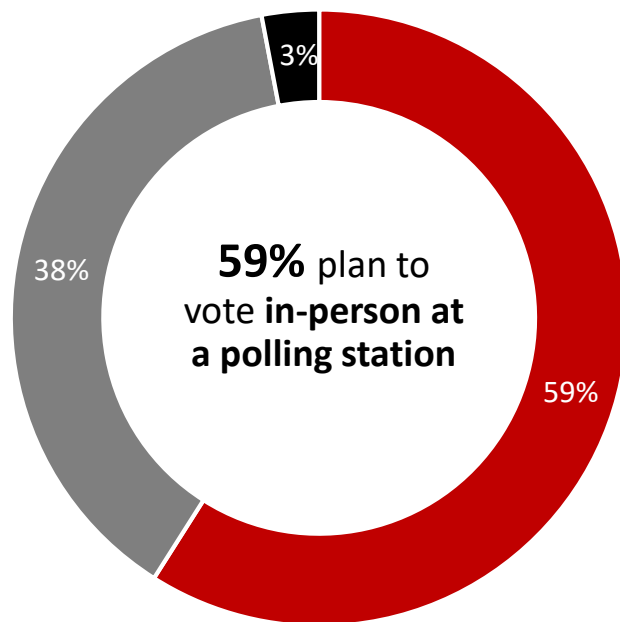
Profile of those who have already voted in the upcoming BC election



# HOW PLAN TO VOTE

**QB7. How [did you/are you planning to] vote in this election—in person at the polling station or by mail-in ballot?**

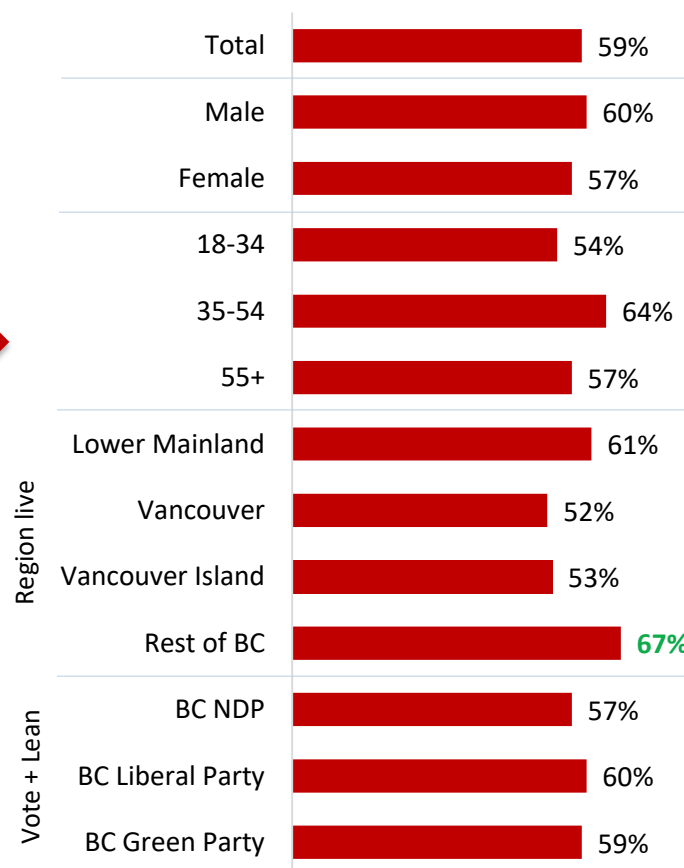
Base: All respondents that will vote - Wave 3 (Oct. 18-21):n=1054



- In-person at polling station
- Mail-in ballot
- Don't Know



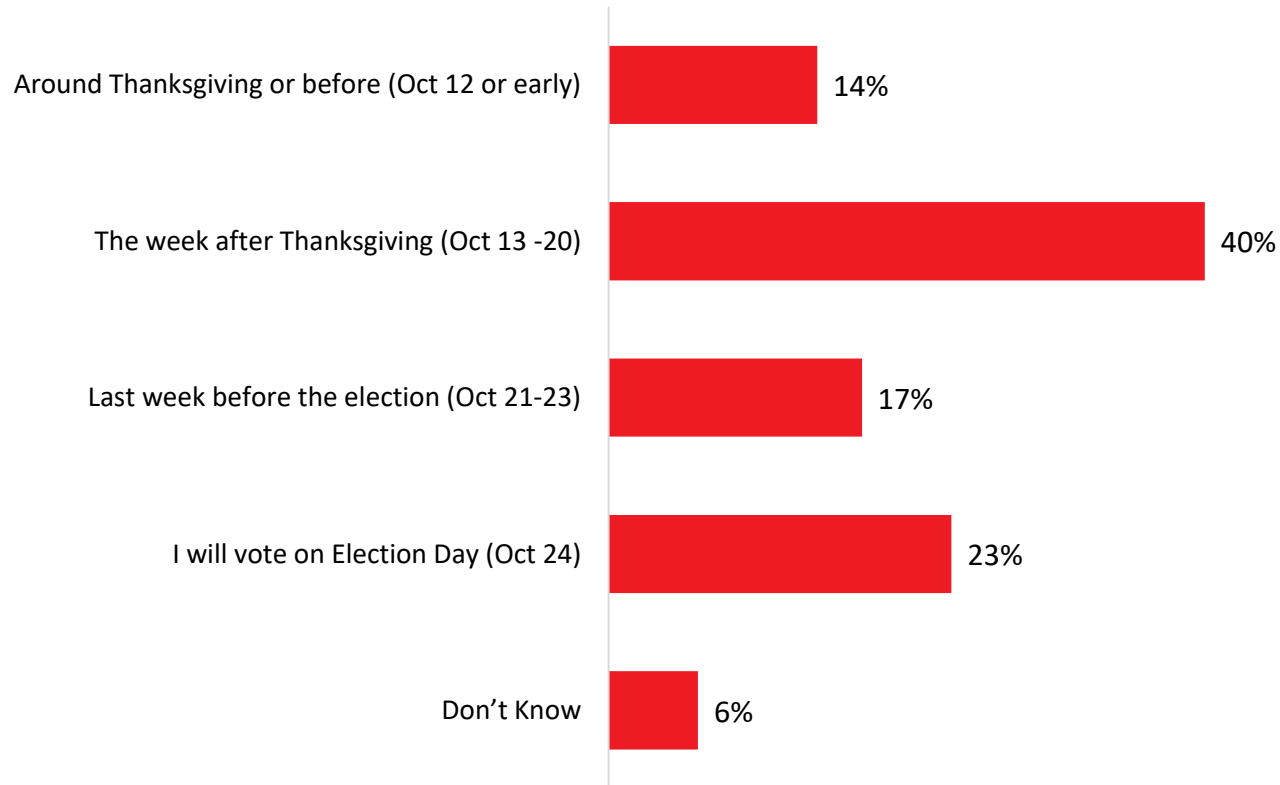
**Profile of those planning to vote in-person at the polling station**



# WHEN PLAN TO VOTE

**QB8. With the option of mail-in ballot and advanced polls there is a chance to vote before Election Day on October 24th. When did or will you cast your ballot in this election?**

Base: All respondents that will vote - Wave 3 (Oct. 18-21):n=1054



# WHEN PLAN TO VOTE

## – DETAILED RESULTS

**QB8. With the option of mail-in ballot and advanced polls there is a chance to vote before Election Day on October 24th.**

**When did or will you cast your ballot in this election?**

Base: All respondents that will vote

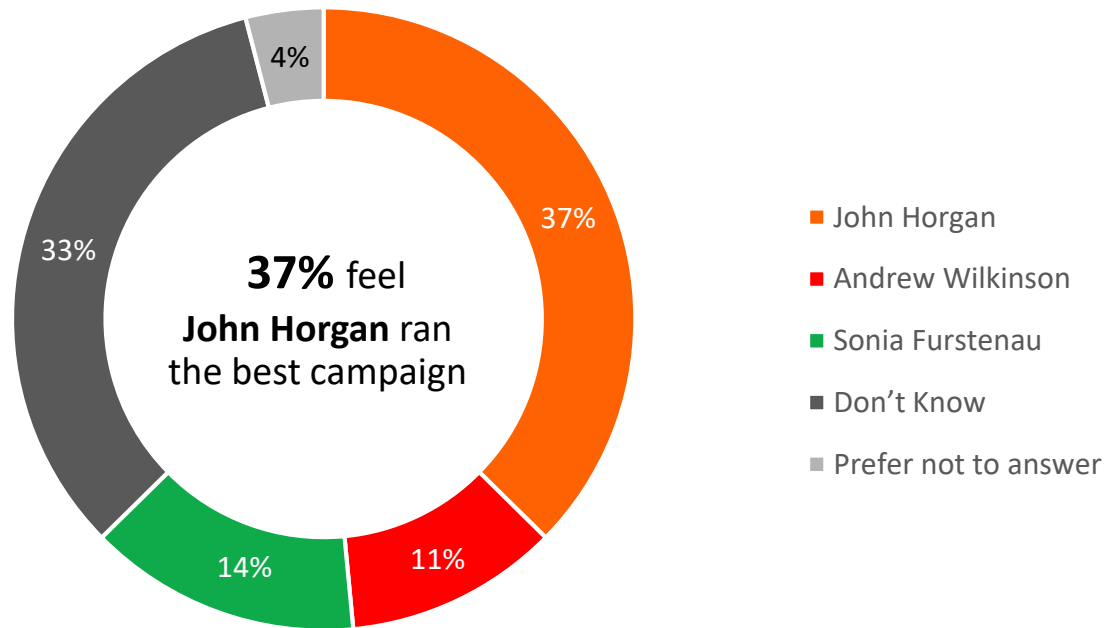
	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC	NDP-BC	LP-BC	GP-BC
Weighted n =	1055	515	539	251	377	427	323	238	204	290	455	351	136
Unweighted n =	1054	522	531	206	342	506	323	237	203	291	459	326	137
Around Thanksgiving or before (Oct 12 or early)	14%	15%	13%	11%	11%	18%	15%	13%	16%	12%	15%	14%	13%
The week after Thanksgiving (Oct 13 -20)	40%	42%	38%	34%	38%	45%	40%	46%	40%	36%	42%	39%	38%
Last week before the election (Oct 21-23)	17%	15%	19%	23%	18%	12%	18%	18%	17%	15%	17%	18%	16%
I will vote on Election Day (Oct 24)	23%	24%	21%	24%	28%	17%	19%	17%	24%	30%	22%	24%	24%
Don't know	6%	4%	8%	8%	4%	7%	8%	5%	4%	7%	4%	5%	8%

# Leader Impressions

# LEADER THAT RAN THE BEST CAMPAIGN

QC1. Regardless how you voted or are planning to vote which Party leader ran the best campaign?

Base: All respondents n=1100





# LEADER THAT RAN THE BEST CAMPAIGN

## – DETAILED RESULTS

QC1. Regardless how you voted or are planning to vote which Party leader ran the best campaign?

Base: All respondents

	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC	NDP-BC	LP-BC	GP-BC
Weighted n =	1100	532	567	266	393	441	335	251	207	307	458	355	138
Unweighted n =	1100	541	558	218	358	524	336	250	207	307	462	329	139
<b>John Horgan</b>	<b>37%</b>	<b>41%</b>	<b>33%</b>	35%	38%	38%	<b>43%</b>	43%	37%	<b>26%</b>	<b>66%</b>	<b>19%</b>	<b>18%</b>
<b>Andrew Wilkinson</b>	<b>11%</b>	13%	9%	13%	10%	12%	13%	11%	<b>5%</b>	14%	<b>1%</b>	<b>32%</b>	<b>2%</b>
<b>Sonia Furstenau</b>	<b>14%</b>	14%	14%	10%	14%	17%	13%	14%	<b>22%</b>	11%	<b>11%</b>	<b>10%</b>	<b>46%</b>
Don't know	33%	<b>27%</b>	<b>39%</b>	39%	35%	29%	<b>26%</b>	29%	33%	<b>44%</b>	<b>21%</b>	36%	32%
Prefer not to answer	4%	4%	4%	4%	3%	4%	5%	3%	3%	5%	1%	2%	2%

# APPENDIX

# DETAILED METHODOLOGY

## Sampling Frame

### Web

Participants were randomly selected from LEO's online panel or by random digit dialing of residents in British Columbia.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

### Telephone

Random digit dialing was conducted among both landline and cellphone numbers across British Columbia using computer-assisted telephone interviewing (CATI) technology.

To be eligible, respondents were required to be 18 years of age or older and have the right to vote in British Columbia.

# RESPONDENT PROFILE – *British Columbia*

	Weighted
n=	1,100
<b>Gender</b>	(%)
Male	48
Female	52
<b>Age</b>	(%)
18 to 34	24
35 to 54	36
55 years of age or older	40
<b>Region</b>	(%)
Lower Mainland	30
Vancouver	23
Vancouver Island	19
South Interior	15
North Interior	7
Fraser Valley	6

	Weighted
n=	1,100
<b>Household Income</b>	(%)
Less than \$40K	18
\$40K to less than \$80K	31
\$80K and over	42
Prefer not to answer/Don't know	9
<b>Ethnicity</b>	(%)
White (Caucasian)	72
Chinese	11
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	5
Other	10
Prefer not to answer	2

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