

Report

# DECISION 2020 - Provincial politics in British Columbia

For publication on October 13, 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 6<sup>th</sup> to October 9<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 BC NDP would capture the highest proportion of the popular vote among decided voters (50%) followed by the BC Liberal Party (35%).</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The NDP maintain their significant lead over the Liberals, consistent with the first poll conducted the last week of September.</li> <li><input type="checkbox"/> The NDP and Liberal Party have about the same proportion of committed voters (72% and 74% respectively), far higher than the Green Party (54%). Those 18-34 (39%) are far more likely to switch their vote than those 55+ (16%).</li> </ul>
<p><b>Importance of Election Themes</b></p>	<p><b>Of the five themes that have emerged in the election so far, the two that are deemed most important are:</b></p> <ul style="list-style-type: none"> <li>• A credible plan that invests in services such as healthcare, education and childcare so British Columbian families have the support they need (91% state very/somewhat important), and</li> <li>• A stable, experienced government to ensure the province continues to get through the COVID-19 pandemic in a manner that keeps British Columbians safe and still keeps the economy moving forward (89% stating very/somewhat important).</li> </ul> <ul style="list-style-type: none"> <li><input type="checkbox"/> The stable, experienced government theme was rated ‘very important’ by two-thirds (66%) of respondents.</li> </ul>
<p><b>Debate / Following Election / Voting Method</b></p>	<p><b>Almost half of respondents (47%) plan to watch the leaders’ debate on October 13<sup>th</sup>.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The same proportion (46%) say they are very or somewhat closely following the provincial election campaign.</li> <li><input type="checkbox"/> Half (49%) plan to vote by mail in ballot, while almost as many (45%) intend to vote in-person at a polling station.</li> </ul>
<p><b>Leadership</b></p>	<p><b>Voters would be far more comfortable having a conversation with John Horgan than either of the other two leaders.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> John Horgan is the Party leader people would be most comfortable with having to their home for dinner and a casual conversation (37% selecting).</li> <li><input type="checkbox"/> Three in five (58%) say they are less likely to support a Party if it allows candidates to run who prior to the election communicated homophobic and anti-LGBTQ community views.</li> </ul>

# Party Ballot

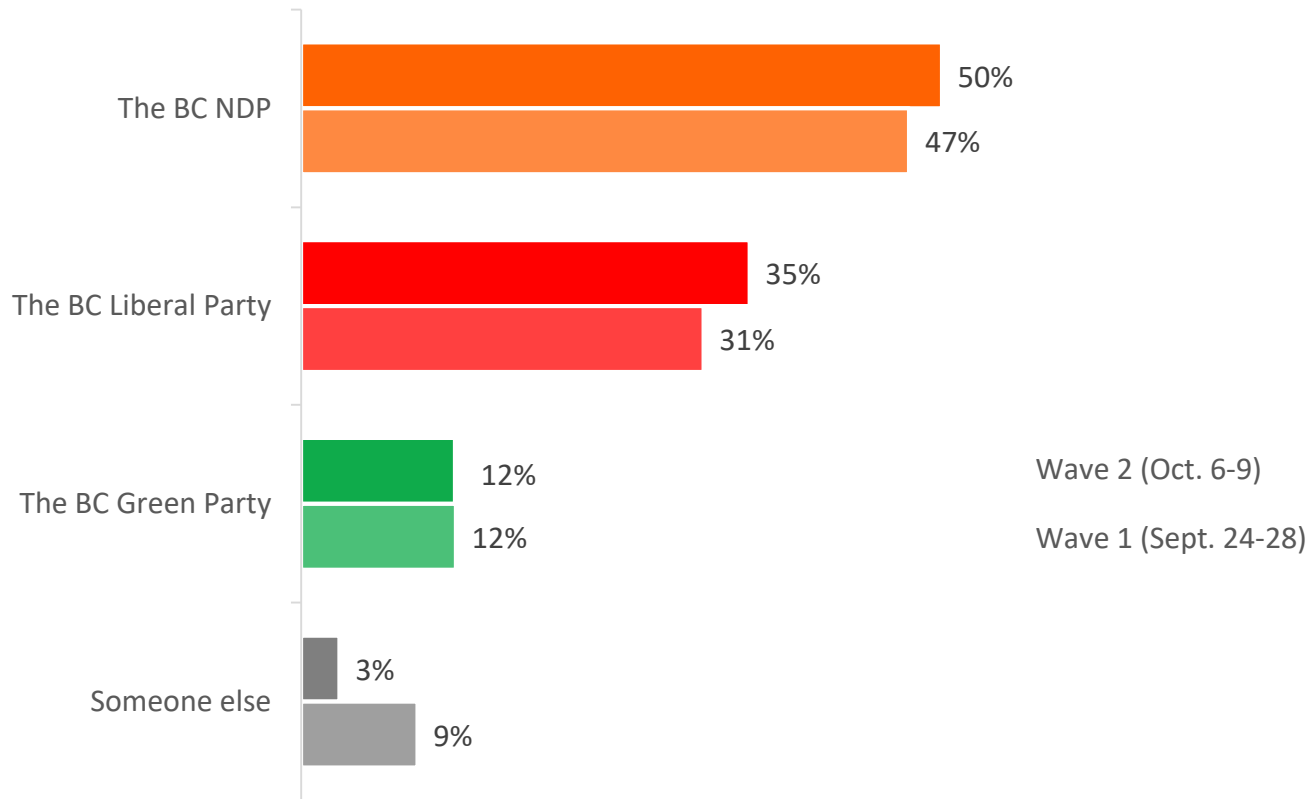
# PROVINCIAL VOTING INTENTIONS IN BRITISH COLUMBIA

## – 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: All respondents that selected a party - 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 2 (Oct. 6-9)




	TOTAL Eligible voters	TOTAL Decided voters	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC	Wave 1 (Sept. 24-28)	Election 2017
Weighted n =	1100	966	529	567	292	366	442	335	251	207	307	702	
Unweighted n =	1100	966	528	570	258	308	534	336	250	207	307	702	
<b>John Horgan and the BC NDP</b>	<b>44%</b>	<b>50%</b>	43%	45%	44%	45%	43%	44%	47%	46%	41%	47%	40.3%
<b>Andrew Wilkinson and the BC Liberal Party</b>	<b>30%</b>	<b>35%</b>	<b>35%</b>	<b>26%</b>	28%	27%	<b>35%</b>	32%	32%	<b>25%</b>	32%	31%	40.4%
<b>Sonia Furstenu and the BC Green Party</b>	<b>11%</b>	<b>12%</b>	11%	10%	13%	9%	10%	<b>6%</b>	9%	<b>17%</b>	12%	12%	16.8%
<b>Someone else</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	3%	3%	3%	4%	1%	5%	2%	9%	2.5%
Will not vote	4%		3%	4%	3%	<b>6%</b>	2%	4%	5%	1%	4%		
Don't know	7%		6%	8%	8%	<b>10%</b>	<b>4%</b>	9%	5%	4%	8%		
Prefer not to answer	2%		1%	2%	0%	1%	3%	2%	1%	1%	2%		

# LIKELIHOOD OF SWITCHING VOTE

– ACCORDING TO VOTING INTENTIONS

## B4. What is the likelihood of you switching your vote to vote for another party? Would you say...?

Base: All respondents who selected a party-Wave 2 (Oct. 6-9)

					
		TOTAL	NDP-BC	LP-BC	GP-BC
	Weighted n =	966	484	335	117
	Unweighted n =	966	500	310	127
<b>NET: LIKELY</b>		<b>25%</b>	<b>22%</b>	<b>22%</b>	<b>39%</b>
Very likely		3%	2%	3%	2%
Somewhat likely		22%	20%	19%	36%
<b>NET: NOT LIKELY+VOTED</b>		<b>70%</b>	<b>72%</b>	<b>74%</b>	<b>54%</b>
Not very likely		29%	31%	28%	29%
Not likely at all		34%	34%	38%	20%
Already voted		7%	7%	8%	6%
Don't know		5%	5%	3%	7%

# LIKELIHOOD OF SWITCHING VOTE

## – DETAILED RESULTS

### B4. What is the likelihood of you switching your vote to vote for another party? Would you say...?

Base: All respondents who selected a party, and by those intending to vote for the party-Wave 2 (Oct. 6-9)

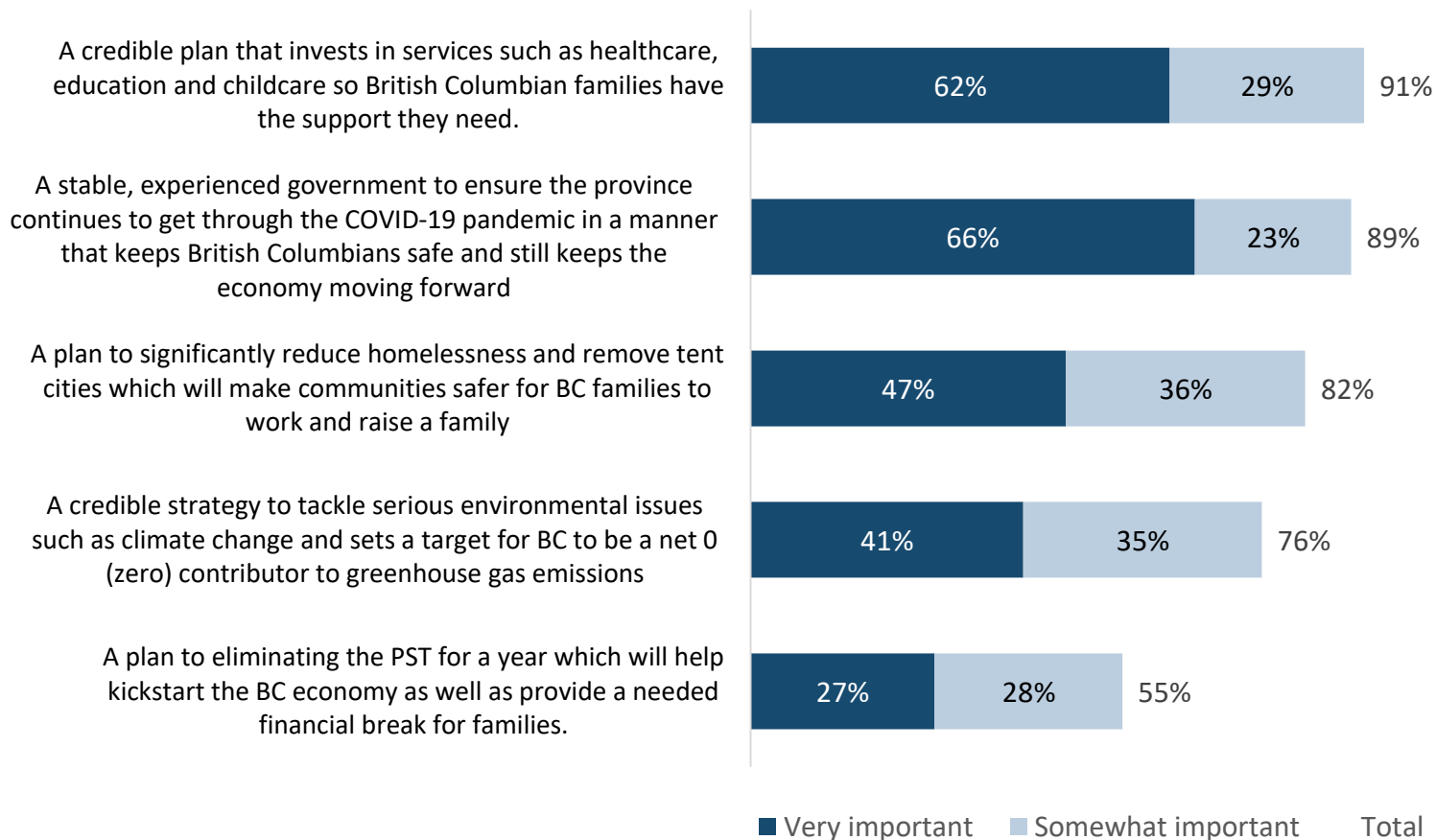
	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC
Weighted n =	966	478	484	259	304	403	288	223	193	263
Unweighted n =	966	479	485	225	257	484	290	222	190	264
<b>NET: LIKELY</b>	<b>25%</b>	<b>23%</b>	<b>26%</b>	<b>39%</b>	<b>24%</b>	<b>16%</b>	<b>24%</b>	<b>28%</b>	<b>21%</b>	<b>25%</b>
Very likely	3%	4%	1%	4%	2%	2%	1%	2%	3%	5%
Somewhat likely	22%	19%	25%	35%	22%	13%	22%	26%	18%	21%
<b>NET: NOT LIKELY+VOTED</b>	<b>70%</b>	<b>73%</b>	<b>68%</b>	<b>56%</b>	<b>71%</b>	<b>79%</b>	<b>69%</b>	<b>69%</b>	<b>74%</b>	<b>70%</b>
Not very likely	29%	29%	29%	34%	34%	23%	29%	35%	29%	24%
Not likely at all	34%	38%	30%	20%	32%	43%	32%	28%	37%	38%
Already voted	7%	6%	9%	2%	5%	13%	8%	6%	8%	8%
Don't know	5%	3%	7%	5%	6%	5%	7%	3%	5%	5%

# Importance of Election Themes

# IMPORTANCE OF THEMES IN THE ELECTION CAMPAIGN

**Q1. Below are some of the themes that have emerged so far in this election. How important or unimportant will each be to you when deciding who to support on election day?**

Base: All respondents (n=1100)



# IMPORTANCE OF THEMES IN THE ELECTION CAMPAIGN

## – ACCORDING TO VOTING INTENTIONS

**Q1. Below are some of the themes that have emerged so far in this election. How important or unimportant will each be to you when deciding who to support on election day?**

Base: Respondents who were able to say which party they intend to vote for. (vote+lean)



<b>Top 2 Box ratings</b> (Very important + Somewhat important)	TOTAL	NDP-BC	LP-BC	GP-BC	Undecided
	Weighted n =	1100	484	335	117
Unweighted n =	1100	500	310	127	81
A credible plan that invests in services such as healthcare, education and childcare so British Columbian families have the support they need.	91%	95%	89%	90%	87%
A stable, experienced government to ensure the province continues to get through the COVID-19 pandemic in a manner that keeps British Columbians safe and still keeps the economy moving forward	89%	92%	91%	81%	84%
A plan to significantly reduce homelessness and remove tent cities which will make communities safer for BC families to work and raise a family	82%	86%	79%	86%	77%
A credible strategy to tackle serious environmental issues such as climate change and sets a target for BC to be a net 0 (zero) contributor to greenhouse gas emissions	76%	83%	68%	90%	65%
A plan to eliminating the PST for a year which will help kickstart the BC economy as well as provide a needed financial break for families.	55%	46%	72%	42%	58%

# IMPORTANCE OF THEMES IN THE ELECTION CAMPAIGN

## – ACCORDING TO VOTING INTENTIONS

**Q1. Below are some of the themes that have emerged so far in this election. How important or unimportant will each be to you when deciding who to support on election day?**

Base: All respondents

Top 2 Box ratings (Very important + Somewhat important)	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC
	Weighted n =	1100	529	567	292	366	442	335	251	207
Unweighted n =	1100	528	570	258	308	534	336	250	207	307
A credible plan that invests in services such as healthcare, education and childcare so British Columbian families have the support they need.	91%	90%	92%	94%	89%	91%	94%	92%	93%	86%
A stable, experienced government to ensure the province continues to get through the COVID-19 pandemic in a manner that keeps British Columbians safe and still keeps the economy moving forward	89%	87%	91%	90%	85%	92%	90%	91%	88%	87%
A plan to significantly reduce homelessness and remove tent cities which will make communities safer for BC families to work and raise a family	82%	79%	85%	84%	78%	85%	83%	87%	86%	76%
A credible strategy to tackle serious environmental issues such as climate change and sets a target for BC to be a net 0 (zero) contributor to greenhouse gas emissions	76%	72%	80%	84%	74%	72%	75%	81%	77%	71%
A plan to eliminating the PST for a year which will help kickstart the BC economy as well as provide a needed financial break for families.	55%	51%	59%	65%	55%	49%	59%	58%	46%	55%

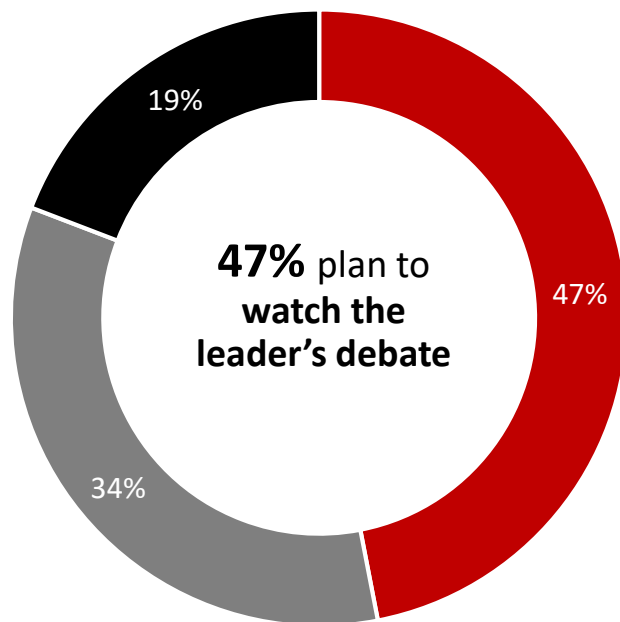
Leaders' Debate / Following Election /  
Voting Method



# PLAN TO WATCH THE LEADERS' DEBATE

**Q5. The televised leader's debate is scheduled to air October 13 in the evening. Do you plan on watching this year's leaders' debate?**

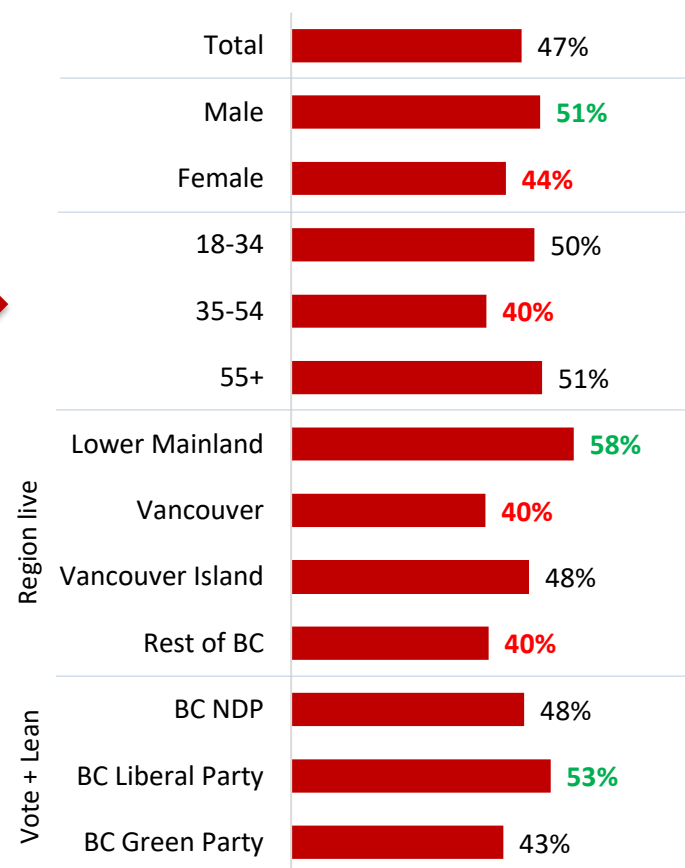
Base: All respondents n=1100



■ Yes ■ No ■ Don't know



**Profile of those planning to watch the leader's debate on October 13**



# HOW CLOSELY FOLLOWING PROVINCIAL ELECTION

## – DETAILED RESULTS

### Q3. How closely are you following the provincial election campaign?

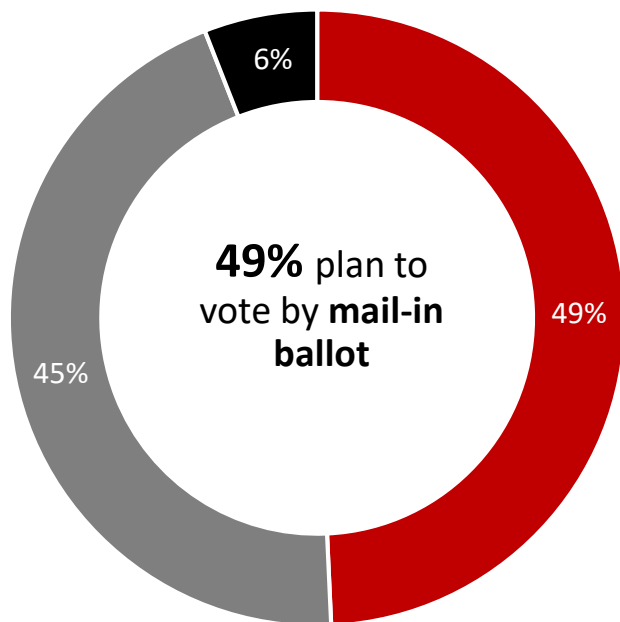
Base: All respondents

	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC
Weighted n =	1100	529	567	292	366	442	335	251	207	307
Unweighted n =	1100	528	570	258	308	534	336	250	207	307
<b>NET: VERY + SOMEWHAT CLOSELY</b>	<b>46%</b>	<b>52%</b>	<b>41%</b>	<b>36%</b>	<b>40%</b>	<b>58%</b>	<b>49%</b>	<b>44%</b>	<b>53%</b>	<b>40%</b>
Very closely, catching the news daily	18%	19%	17%	12%	15%	25%	18%	15%	22%	17%
Somewhat closely, I know what's going on	28%	32%	24%	25%	25%	33%	31%	28%	30%	23%
<b>NET: OCCASIONALLY + NOT</b>	<b>53%</b>	<b>47%</b>	<b>58%</b>	<b>62%</b>	<b>60%</b>	<b>42%</b>	<b>50%</b>	<b>55%</b>	<b>46%</b>	<b>59%</b>
Following occasionally, catching the highlights	37%	35%	40%	42%	40%	33%	36%	38%	33%	42%
Not really following at all	16%	12%	18%	21%	20%	9%	15%	17%	13%	17%
Don't know	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%

# HOW PLAN TO VOTE

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

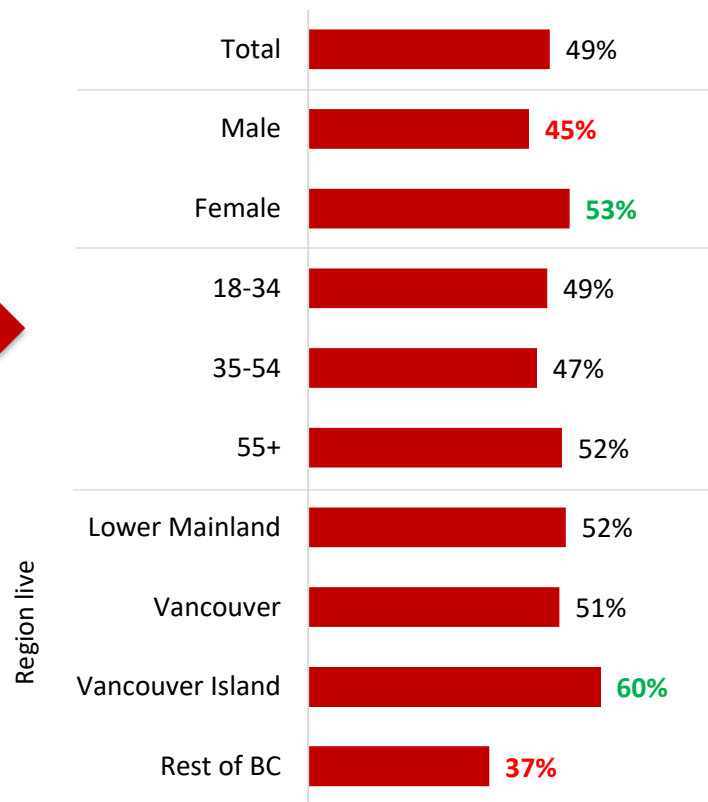
Base: All respondents that selected a party - Wave 2 (Oct. 6-9):n=1100



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



**Profile of those planning to vote by mail-in ballot**



Leadership

# PARTY LEADER COMFORTABLE HAVING A CASUAL CONVERSATION WITH – DETAILED RESULTS

**Q4. Which of the following Party leader’s would you be most comfortable with having to your home for dinner and a casual conversation?**

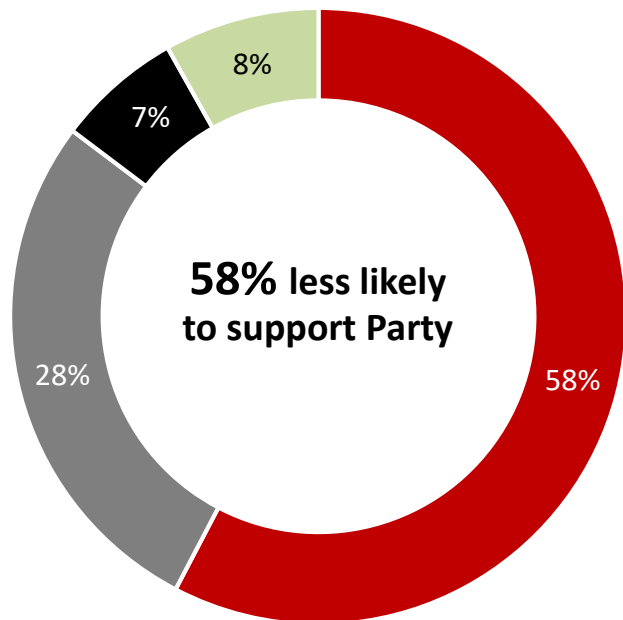
Base: All respondents

	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	529	567	292	366	442	335	251	207	307	484	335	117
Unweighted n =	1100	528	570	258	308	534	336	250	207	307	500	310	127
<b>John Horgan</b>	<b>37%</b>	40%	34%	36%	39%	36%	36%	38%	40%	36%	<b>67%</b>	<b>14%</b>	<b>15%</b>
<b>Andrew Wilkinson</b>	<b>15%</b>	<b>19%</b>	<b>11%</b>	<b>11%</b>	14%	<b>19%</b>	14%	13%	17%	16%	<b>2%</b>	<b>44%</b>	<b>1%</b>
<b>Sonia Furstenau</b>	<b>12%</b>	11%	12%	13%	9%	13%	11%	9%	14%	13%	<b>8%</b>	<b>8%</b>	<b>46%</b>
None of them	23%	21%	24%	<b>19%</b>	25%	24%	<b>27%</b>	25%	<b>16%</b>	21%	<b>14%</b>	<b>26%</b>	22%
Don’t know	13%	<b>9%</b>	<b>18%</b>	<b>21%</b>	13%	<b>8%</b>	12%	14%	13%	15%	<b>9%</b>	<b>8%</b>	17%

# INFLUENCE ON LIKELIHOOD TO VOTE FOR PARTY IF HOMOPHOBIC/ANTI-LGBTQ COMMUNITY VIEWS

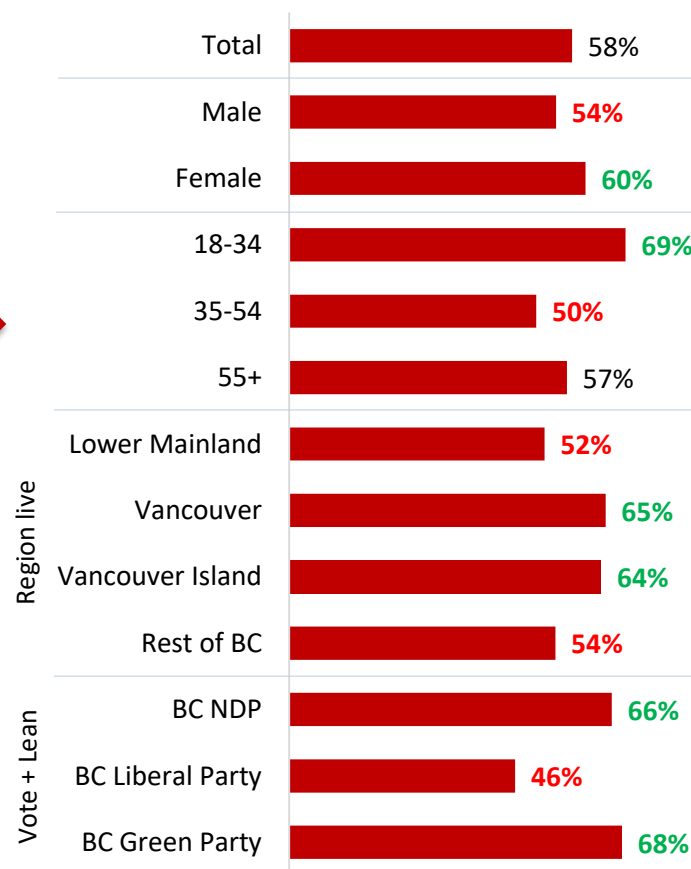
**Q2. If a Party allows candidates to run who prior to the election communicated homophobic and anti-LGBTQ community views, including support for conversion therapy, does this make you more likely, less likely or not change your support for that party??**

Base: All respondents (n=1100)



- Less likely to support
- Not change likelihood to support
- More likely to support
- Don't know/Prefer not to answer

**Profile of those less likely to support Party if candidates to run who prior to the election communicated homophobic and anti-LGBTQ community views**



# APPENDIX

# DETAILED METHODOLOGY

## Sampling Frame

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.

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	27
35 to 54	33
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	15
\$40K to less than \$80K	30
\$80K and over	45
Prefer not to answer/Don't know	10
<b>Ethnicity</b>	(%)
White (Caucasian)	71
Chinese	11
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7
Other	9
Prefer not to answer	3

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