

Report

DECISION 2020
**PROVINCIAL POLITICS IN
BRITISH COLUMBIA**

For publication on October 1, 2020



Methodology

METHODOLOGY

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Web survey using computer-assisted Web interviewing (CAWI) technology.



From September 24th to September 28th, 2020



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



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



For comparison purposes, a probability sample of 802 respondents would have a margin of error of $\pm 3.5\%$, 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.

Key Findings

KEY FINDINGS

<p>Party Ballot</p>	<p>If the provincial election were held today the BC NDP would capture the most popular votes (47%) followed by the BC Liberal Party (31%) among decided voters.</p> <ul style="list-style-type: none"> <input type="checkbox"/> This is a significant improvement for the NDP and a deterioration for the Liberal Party compared to the 2017 results where both parties captured just over 40% of the vote. <input type="checkbox"/> Both the NDP and Liberal Party have more committed voters; about two-thirds (69% and 65% respectively) are not likely to switch their vote to another party.
<p>Early Election Call & Implications</p>	<p>Half (49%) of all respondents oppose Premier Horgan calling an election at this time.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Even among those that would vote NDP one-third (32%) oppose this early election call. <input type="checkbox"/> Overall, one-quarter (26%) of all respondents say they are less likely to vote for Premier Horgan and the NDP due to the calling of an election at this time. This proportion is much lower among those that state they would vote NDP (6%).
<p>Impression of Leaders</p>	<p>John Horgan has the most favourable impression among the three main Party leaders active in this election.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Over half (57%) of British Columbians have a favourable impression of John Horgan. <input type="checkbox"/> Only one-third (34%) have a favourable impression of Andrew Wilkinson. <input type="checkbox"/> Half (49%) of respondents do not know enough about Sonia Furstenau to have an opinion.
<p>Most Important Issue</p>	<p>The two most important issues that have been raised in this election are getting BC's economy growing after the pandemic and managing the health and safety of people during the pandemic (22% and 20% selecting respectively).</p> <ul style="list-style-type: none"> <input type="checkbox"/> The next two most important issues are the cost of living pressure on families (16%) and addressing the high cost of housing in BC (13% selecting). <input type="checkbox"/> Overall, John Horgan and the BC NDP are felt to have the best plan to address peoples priority issue (33% chose NDP). <input type="checkbox"/> Half as many (16%) chose Andrew Wilkinson and the BC Liberal Party as having the best plan to address their most important priority. One-quarter of respondents say they don't know which party has the best plan with 11% stating none do.
<p>Majority vs. Minority</p>	<p>Half (49%) of British Columbians feel a majority government would be better able to deal with the current COVID-19 pandemic situation in BC.</p> <ul style="list-style-type: none"> <input type="checkbox"/> One in five (21%) feel a minority government would be better to deal with the current situation while 30% say they don't know which type of government would be better.

Party Ballot

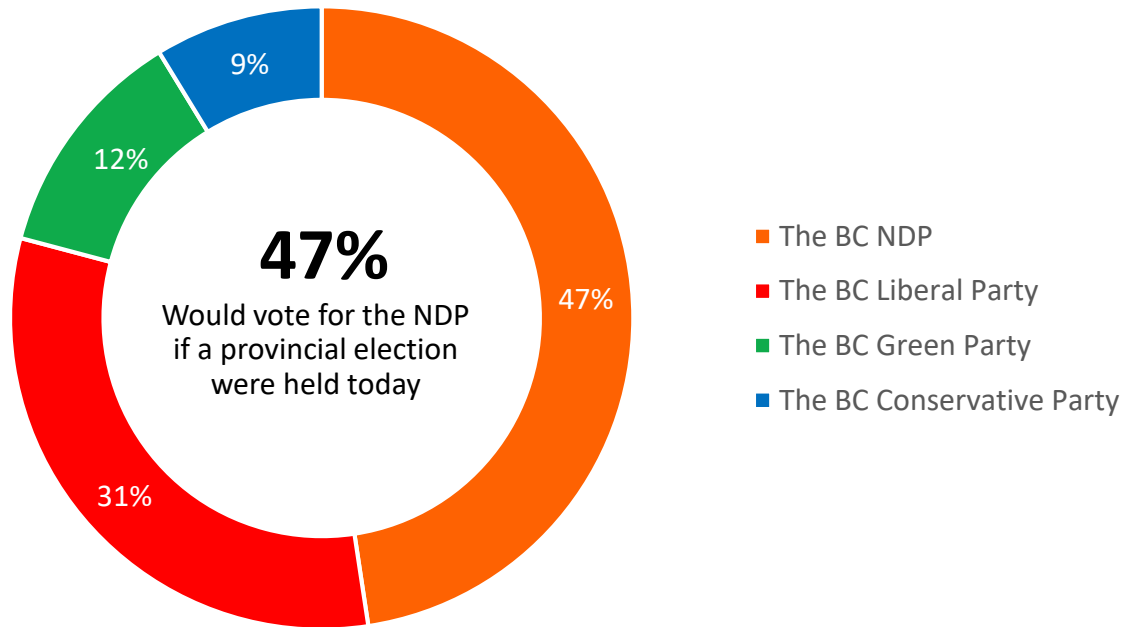
PROVINCIAL VOTING INTENTIONS IN BRITISH COLUMBIA

– 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 (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




	TOTAL Eligible voters	TOTAL Decided voters	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC	Election 2017
Weighted n =	802	702	389	413	213	268	322	245	183	151	223	
Unweighted n =	802	702	385	417	173	276	353	244	183	151	224	
John Horgan and the BC NDP	42%	47%	40%	43%	43%	38%	43%	46%	41%	47%	33%	40.3%
Andrew Wilkinson and the BC Liberal Party	27%	31%	29%	26%	18%	31%	31%	29%	29%	19%	30%	40.4%
Sonia Furstenau and the BC Green Party	11%	12%	9%	12%	12%	10%	11%	8%	9%	14%	12%	16.8%
The BC Conservative Party	8%	9%	9%	6%	12%	7%	5%	4%	8%	5%	13%	0.5%
Someone else	<1%	0%	1%	0%	<1%	1%	<1%	<1%	0%	0%	1%	2.0%
Will not vote	4%	-	6%	3%	4%	6%	3%	2%	5%	6%	5%	-
Don't know	7%	-	6%	8%	11%	7%	5%	9%	5%	7%	6%	-
Prefer not to answer	1%	-	1%	1%	<1%	1%	2%	1%	3%	1%	1%	-

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

						
		TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC
	Weighted n =	702	333	220	85	61
	Unweighted n =	702	332	227	86	54
NET LIKELY		27%	22%	24%	44%	44%
Very likely		4%	2%	4%	12%	6%
Somewhat likely		23%	21%	20%	31%	39%
NET NOT LIKELY		63%	69%	65%	47%	48%
Not very likely		32%	32%	36%	23%	27%
Not likely at all		31%	37%	29%	24%	21%
Don't know		9%	9%	11%	9%	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

	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC
Weighted n =	702	340	361	181	230	291	214	160	130	197
Unweighted n =	702	339	363	146	236	320	214	159	130	199
NET LIKELY	27%	26%	28%	40%	30%	17%	27%	29%	23%	30%
Very likely	4%	6%	2%	6%	5%	2%	1%	4%	6%	6%
Somewhat likely	23%	21%	26%	34%	25%	15%	26%	25%	17%	24%
NET NOT LIKELY	63%	69%	58%	51%	59%	75%	61%	61%	67%	64%
Not very likely	32%	32%	32%	30%	34%	32%	32%	29%	30%	36%
Not likely at all	31%	36%	27%	21%	25%	43%	29%	32%	37%	29%
Don't know	9%	5%	14%	9%	11%	8%	12%	10%	10%	6%

LIKELIHOOD OF VOTING

– ACCORDING TO VOTING INTENTIONS

B5. How likely are you to get out and vote in the BC provincial election? Will you.....?

Base: All respondents, except those who stated they will not vote

Based on people who intend to vote for the each of the parties



	TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC	Other
Weighted n =	769	333	220	85	61	57
Unweighted n =	769	332	227	86	54	56
NET HIGHLY LIKELY	83%	86%	90%	84%	81%	48%
Definitely vote	69%	71%	76%	73%	59%	36%
Very likely vote	15%	15%	13%	11%	21%	12%
NET PROBABLY/NOT LIKELY	13%	13%	9%	11%	15%	22%
Probably going to vote	10%	11%	6%	8%	12%	17%
Probably not going to vote	3%	3%	3%	3%	4%	5%
Don't know/Prefer not to answer	4%	1%	2%	5%	3%	26%

LIKELIHOOD OF VOTING

– DETAILED RESULTS

B5. How likely are you to get out and vote in the BC provincial election? Will you.....?

Base: All respondents who selected a party

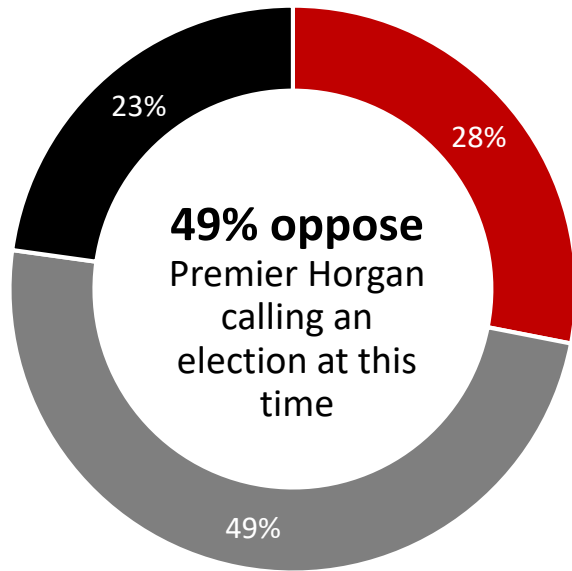
	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC
Weighted n =	769	367	401	205	251	312	240	174	142	212
Unweighted n =	769	365	404	168	259	342	240	175	141	213
NET LIKELY	83%	85%	81%	73%	82%	91%	79%	86%	83%	86%
Definitely vote	69%	72%	66%	54%	61%	84%	65%	66%	70%	74%
Very likely vote	15%	14%	16%	20%	21%	6%	14%	20%	13%	12%
NET PROBABLY/NOT LIKELY	13%	12%	14%	21%	14%	6%	15%	11%	13%	11%
Probably going to vote	10%	9%	11%	16%	10%	5%	12%	9%	8%	8%
Probably not going to vote	3%	3%	3%	5%	4%	<1%	3%	2%	5%	2%
Don't know/Prefer not to answer	4%	3%	5%	5%	3%	4%	4%	3%	5%	3%

Early Election Call & Implications

OPINION ABOUT CALLING AN ELECTION AT THIS TIME

Q3. While it was a minority government situation in BC, there was no immediate threat to the government falling. Premier Horgan called this election. Do you support or oppose the move by Premier Horgan calling this election at this time?

Base: All respondents (n=802)



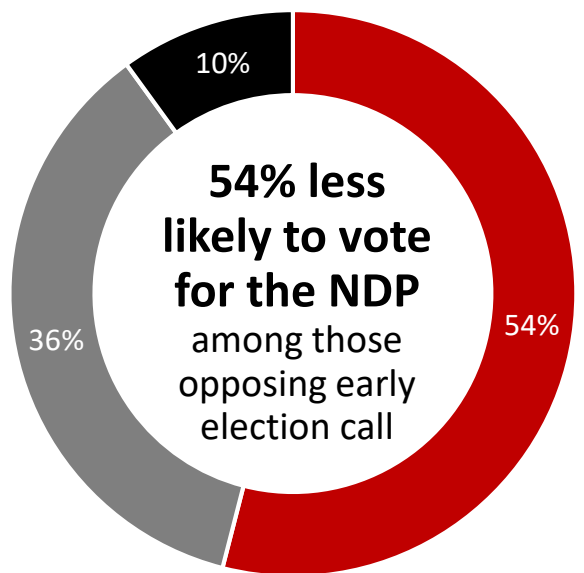
■ Support ■ Oppose ■ Don't know

	TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC	Other
Weighted n =	802	333	220	85	61	57
Unweighted n =	802	332	227	86	54	56
Support	28%	44%	19%	13%	31%	8%
Oppose	49%	32%	72%	67%	45%	44%
Don't know	23%	24%	9%	19%	24%	48%

IMPLICATION OF CALLING AN ELECTION AT THIS TIME

Q4. Will this make you less likely to vote for Premier Horgan and the NDP or will it not impact your voting decision?

Base: Respondents that oppose Premier Horgan calling an election at this time (n=394)



■ Less likely ■ Not impact ■ Don't know

Implication among those Opposed

	TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC	Other
Weighted n =	394	106	159	57	28	25
Unweighted n =	400	102	173	60	22*	23*
Less likely	54%	20%	69%	70%	85%	39%
Not impact	36%	67%	27%	21%	15%	16%
Don't know	10%	12%	4%	9%	0%	44%

Implication among Total Respondents

	TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC	Other
Weighted n =	802	333	220	85	61	57
Unweighted n =	802	332	227	86	54	56
Less likely	26%	6%	50%	47%	38%	17%
Not impact	18%	21%	20%	14%	7%	7%
Don't know	5%	4%	3%	6%	0%	19%
Not asked	51%	68%	28%	33%	55%	56%




*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Impression of Leaders

IMPRESSION OF PARTY LEADERS

QL1-3. 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: All respondents

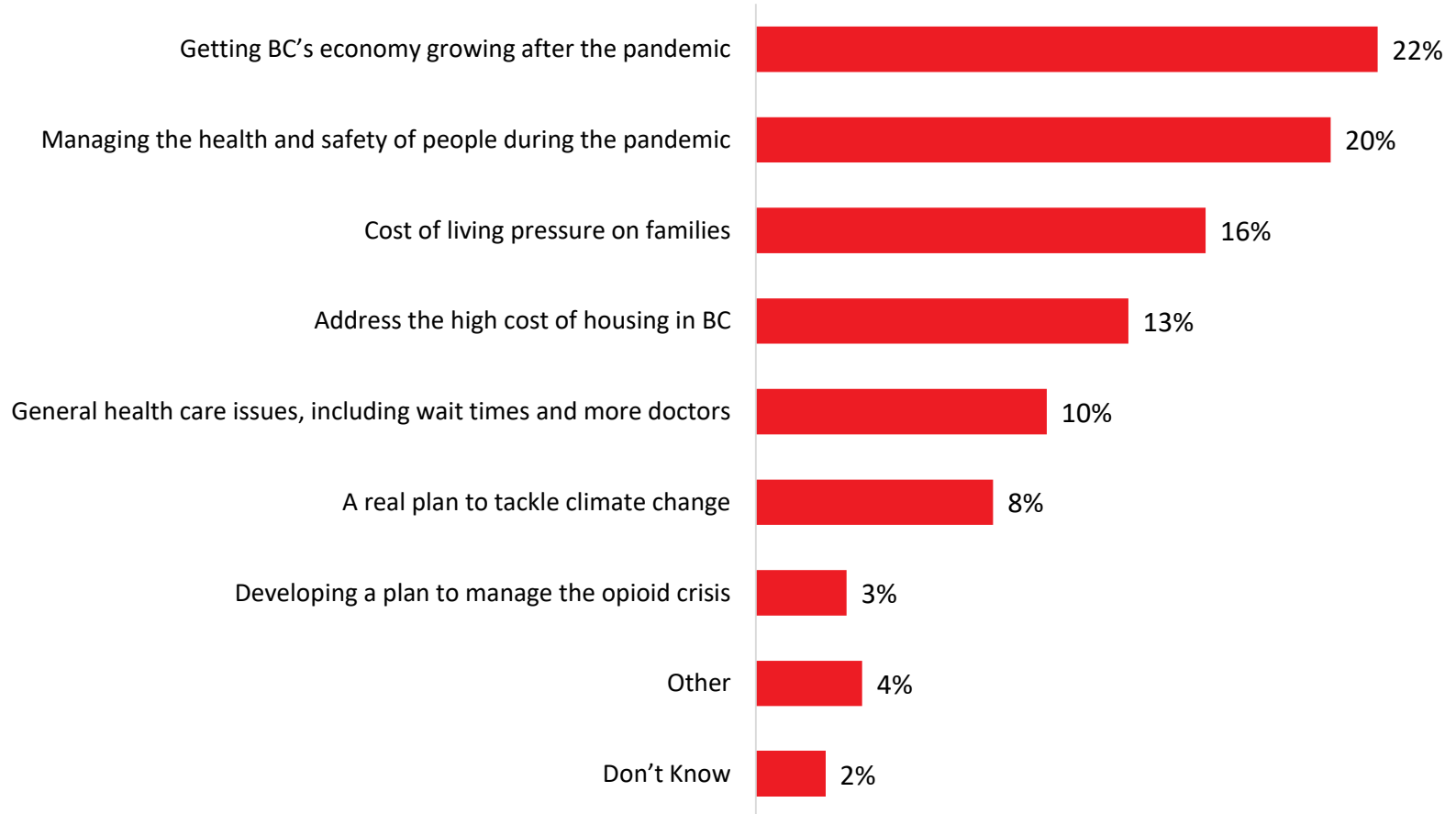
			
	NDP-BC	LP-BC	GP-BC
Weighted n =	802	802	802
Unweighted n =	802	802	802
TOTAL FAVOURABLE	57%	34%	27%
Very Favourable	20%	7%	6%
Somewhat Favourable	37%	28%	21%
TOTAL UNFAVOURABLE	31%	38%	24%
Somewhat Unfavourable	18%	20%	14%
Very Unfavourable	13%	19%	10%
Don't know	12%	27%	49%

Most Important Issue /
Majority vs. Minority

MOST IMPORTANT ISSUE IN THE ELECTION CAMPAIGN

Q1. Below is a list of issues that have been raised in this election. Please indicate which one is most important to you? (single mention)

Base: All respondents (n=802)



MOST IMPORTANT ISSUE IN THE ELECTION CAMPAIGN

– ACCORDING TO VOTING INTENTIONS

Q1. Below is a list of issues that have been raised in this election. Please indicate which one is most important to you? (single mention)

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



	TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC	Other
Weighted n =	769	333	220	85	61	57
Unweighted n =	769	332	227	86	54	56
Getting BC's economy growing after the pandemic	22%	18%	36%	9%	33%	14%
Managing the health and safety of people during the pandemic	20%	24%	18%	24%	5%	22%
Cost of living pressure on families	16%	14%	16%	11%	28%	16%
Address the high cost of housing in BC	13%	15%	11%	10%	8%	18%
General health care issues, including wait times and more doctors	10%	11%	11%	9%	8%	8%
A real plan to tackle climate change	8%	11%	2%	27%	0%	8%
Developing a plan to manage the opioid crisis	3%	3%	4%	3%	7%	3%
Other	4%	3%	2%	7%	10%	2%
Don't Know	2%	1%	0%	1%	1%	10%

MOST IMPORTANT ISSUE IN THE ELECTION CAMPAIGN

– DETAILED RESULTS

Q1. Below is a list of issues that have been raised in this election. Please indicate which one is most important to you? (single mention)

Base: All respondents

	TOTAL	Male	Female	18-34	35-54	55+	Lower Mainland	Vancouver	Vancouver Island	Rest of BC
Weighted n =	802	389	413	213	268	322	245	183	151	223
Unweighted n =	802	385	417	173	276	353	244	183	151	224
Getting BC's economy growing after the pandemic	22%	27%	18%	16%	22%	26%	20%	22%	21%	26%
Managing the health and safety of people during the pandemic	20%	20%	21%	11%	19%	28%	28%	21%	15%	16%
Cost of living pressure on families	16%	14%	18%	22%	21%	8%	17%	10%	16%	19%
Address the high cost of housing in BC	13%	13%	14%	23%	15%	6%	13%	19%	15%	8%
General health care issues, including wait times and more doctors	10%	10%	11%	4%	9%	16%	8%	8%	15%	12%
A real plan to tackle climate change	8%	9%	8%	15%	6%	6%	7%	8%	11%	8%
Developing a plan to manage the opioid crisis	3%	2%	4%	4%	2%	4%	4%	4%	1%	3%
Other	4%	4%	4%	2%	4%	5%	2%	3%	5%	5%
Don't Know	2%	2%	3%	3%	2%	2%	2%	4%	1%	3%

PARTY WITH BEST PLAN TO ADDRESS PRIORITY

– ACCORDING TO VOTING INTENTIONS

Q2. And which Party do you feel has the best plan to address that priority for you?

Base: All respondents that selected a priority issue

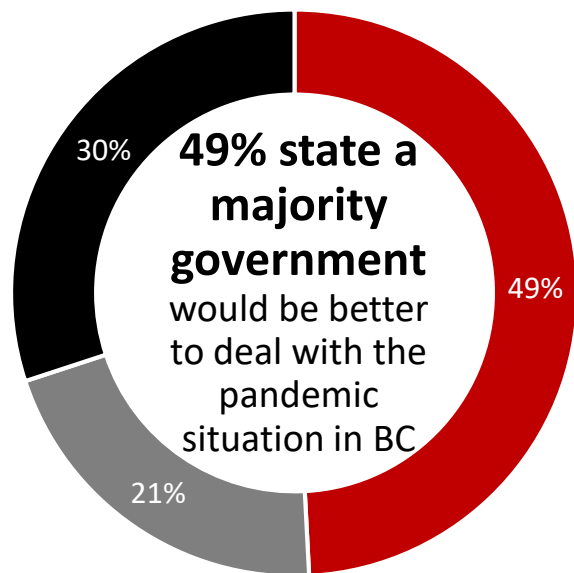


	TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC	Other
Weighted n =	782	330	220	84	60	52
Unweighted n =	783	329	227	85	53	50
John Horgan and the BC NDP	33%	72%	1%	6%	7%	7%
Andrew Wilkinson and the BC Liberal Party	16%	2%	51%	4%	5%	0%
Sonia Furstenau and the BC Green Party	7%	4%	1%	50%	0%	2%
The BC Conservative Party	7%	2%	8%	0%	54%	0%
None of them	11%	5%	13%	12%	9%	11%
Don't know	25%	16%	25%	29%	25%	80%

TYPE OF GOVERNMENT PREFER TO DEAL WITH THE COVID-19 PANDEMIC IN BC – ACCORDING TO VOTING INTENTIONS

Q5. Prior to the election it was a minority government situation. Given the current COVID-19 pandemic situation British Columbia is dealing with, do you feel it would be better for the province to have a majority or minority government after this election?

Base: All respondents (N=802)



■ Majority ■ Minority ■ Don't know

	TOTAL	NDP-BC	LP-BC	GP-BC	CP-BC	Other
Weighted n =	802	333	220	85	61	57
Unweighted n =	802	332	227	86	54	56
Majority	49%	62%	52%	24%	49%	23%
Minority	21%	14%	25%	40%	33%	9%
Don't know	30%	25%	23%	35%	18%	68%

APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LEO's online panel.

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=	802
Gender	(%)
Male	48
Female	52
Age	(%)
18 to 34	27
35 to 54	33
55 years of age or older	40
Region	(%)
Lower Mainland	31
Vancouver	23
Vancouver Island	19
South Interior	15
North Interior	7
Fraser Valley	6

	Weighted
n=	802
Household Income	(%)
Less than \$40K	16
\$40K to less than \$80K	30
\$80K and over	43
Prefer not to answer/Don't know	11
Ethnicity	(%)
White (Caucasian)	70
Chinese	13
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	6
Other	7
Prefer not to answer	3

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