

Report

# BC Government Report Card

July 2023



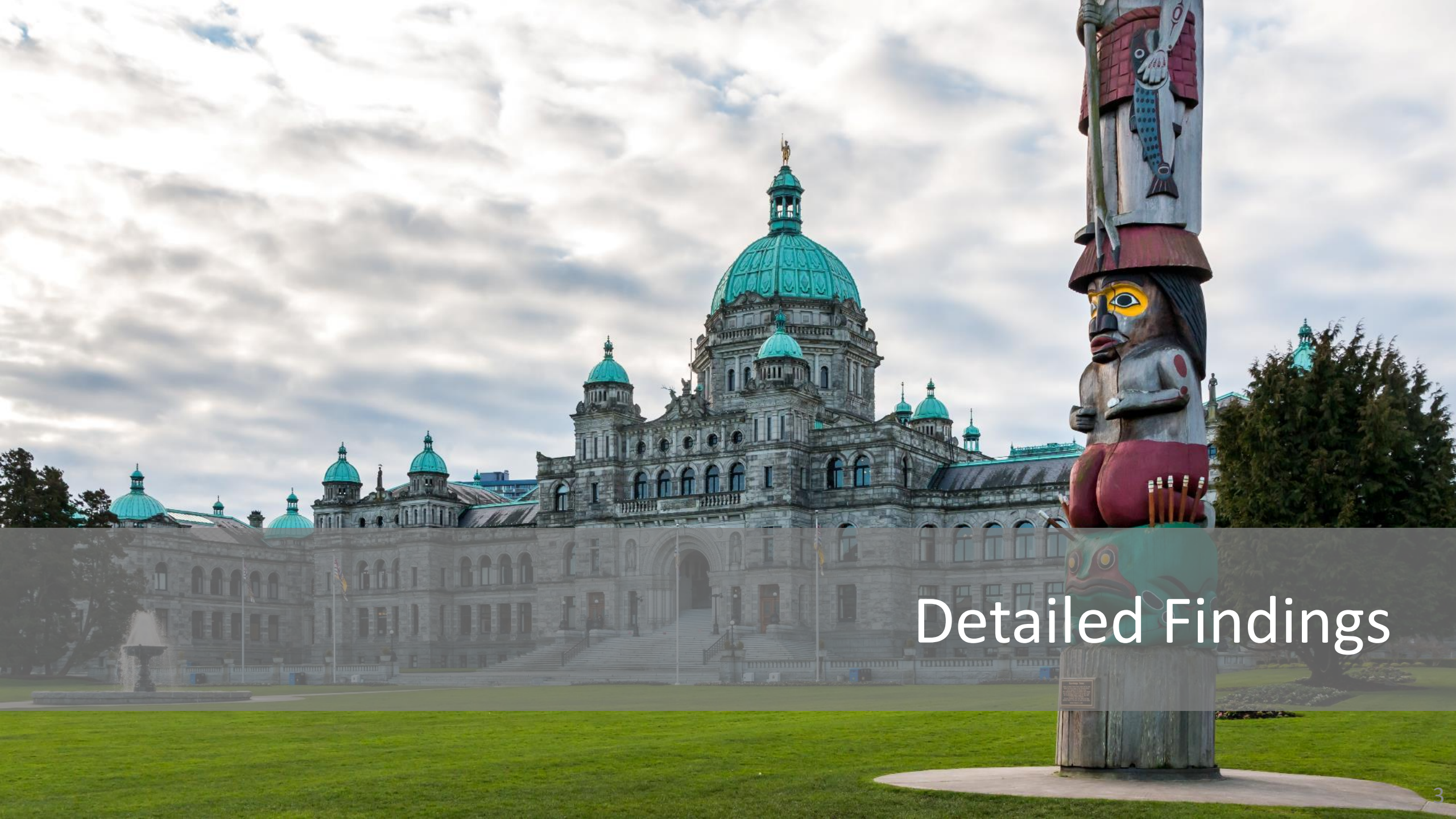
## BACKGROUND

- 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 British Columbian adults 18 years of age and older.
- The most recent wave was conducted among a sample of 1,000, with fieldwork June 30-July 4, 2023.
  - 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 and region within the Province.
- Where available, results from the current wave are compared to previous waves of research.





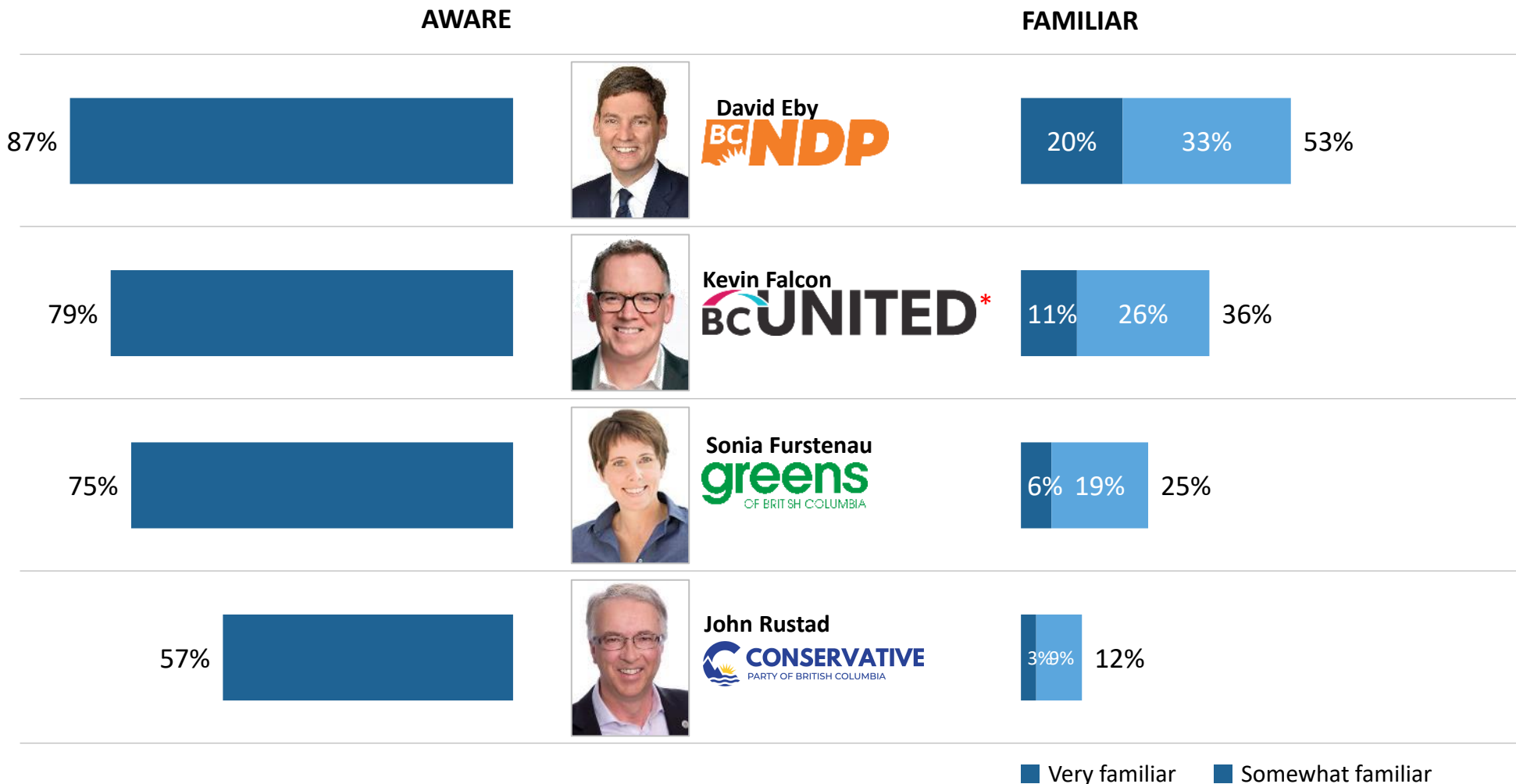
Detailed Findings

# LEADER AWARENESS/FAMILIARITY

There is no party leader that British Columbians are universally aware of.

The current premier, David Eby has the highest level of awareness whereas the newest leader, John Rustad, is clearly the least well known.

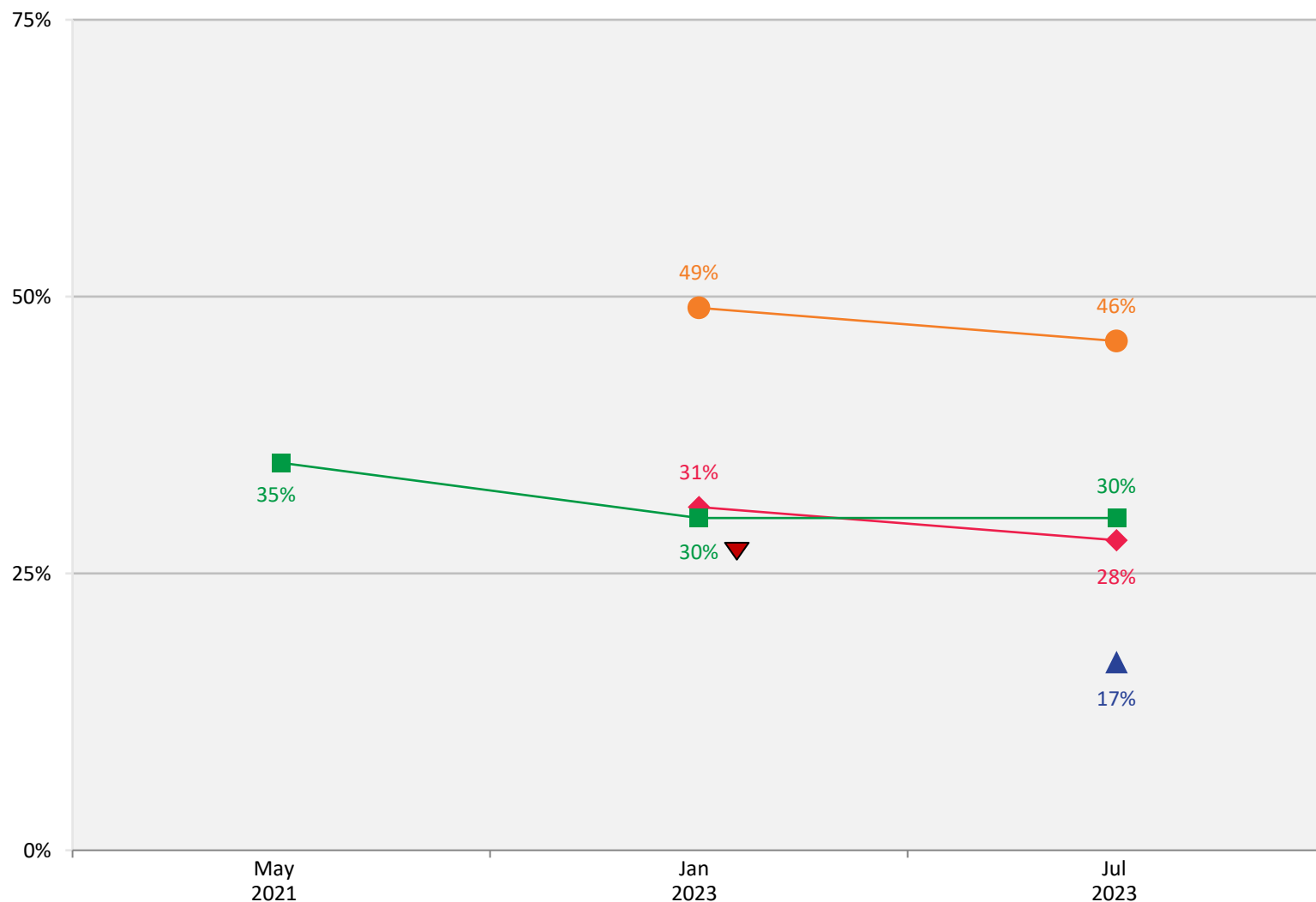
Similarly, at best only half of British Columbians feel familiar with any BC political leader and only one-in-five at most are very familiar, showcasing how few British Columbians feel fully informed when it comes to party leaders. Again, the current premier is not surprisingly the most familiar whereas the newest party leader, Rustad, has the lowest level of familiarity.



**\*PARTY NAME CHANGE JUNE 2023**

How familiar are you with each of the following provincial party leaders?

# CURRENT LEADER APPROVAL RATING



\*PARTY NAME CHANGE JUNE 2023

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?

▶ Premier David Eby again receives the highest approval rating of the leaders this wave at 46%, relatively unchanged from January.

Furstenau's approval rating is also unchanged from seven months ago, remaining softer in 2023 versus two years previously. A lack of familiarity continues to be holding her back (42% were not able to provide an answer, a similar level to that seen in the past two waves). Falcon likewise suffers from a lack of recognition – while his 28% approval rating is similar to that of Furstenau and basically unchanged since the last metric, 34% did not know enough about him to provide a rating (similar to the 32% in January).

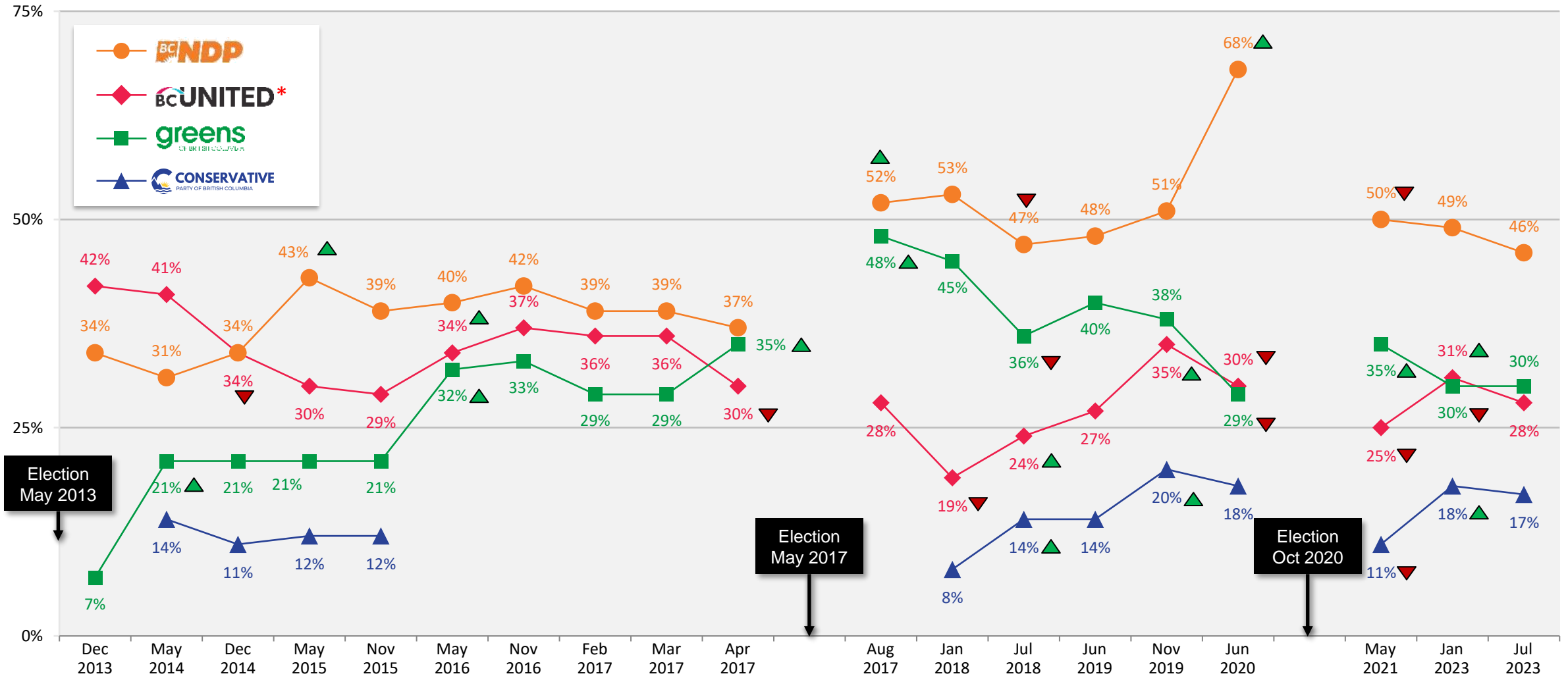
Rustad has the lowest approval rating at 17% largely because so many are not familiar with him (53% are currently unable to rate him compared to 45% for Bolin in January 2023).



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

# LEADER APPROVAL RATING

## Longer Term Tracking



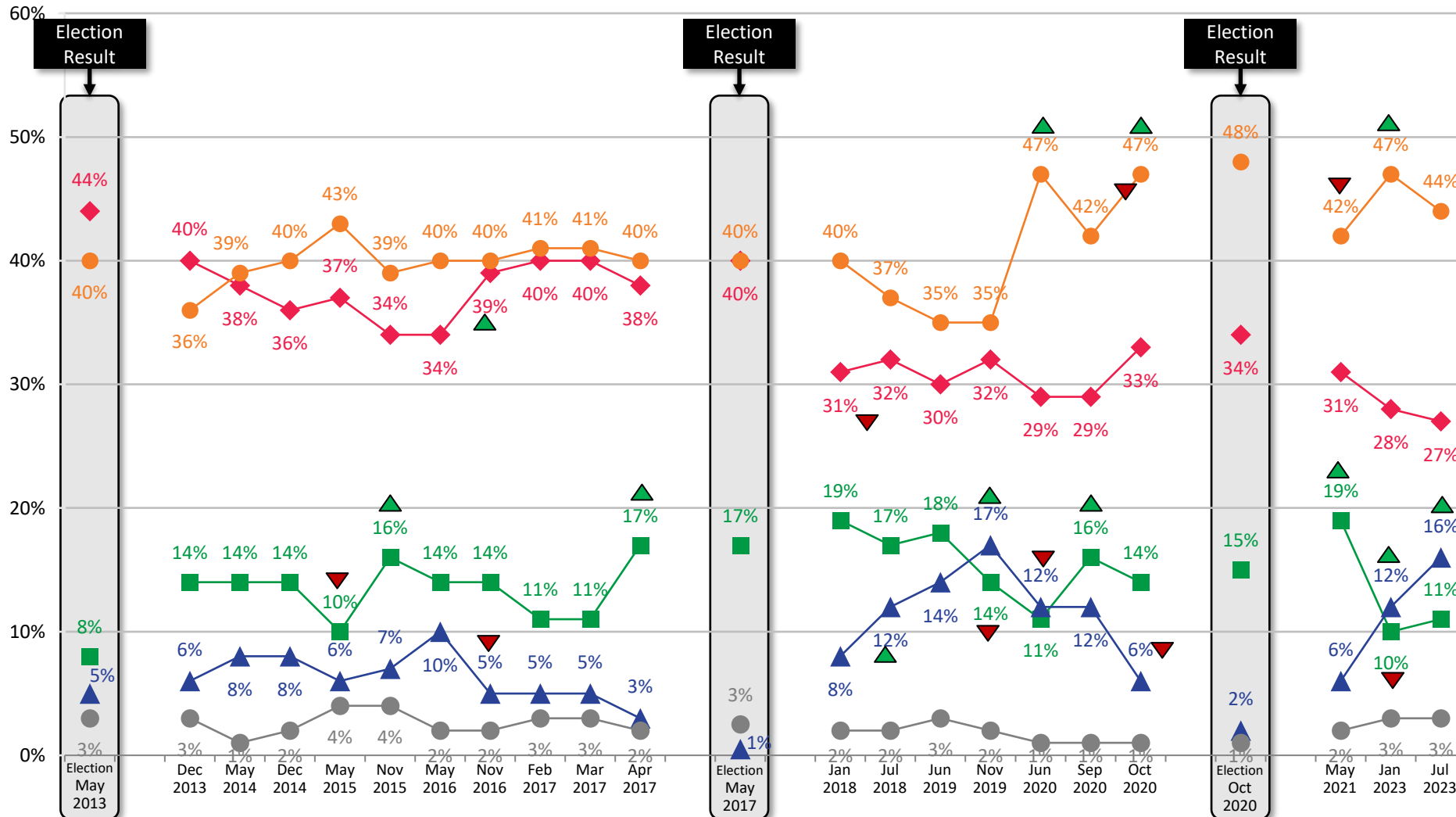
\*PARTY NAME CHANGE JUNE 2023

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?

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

## PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)



\*PARTY NAME CHANGE JUNE 2023

If a BC Provincial election were held tomorrow, which party's candidate would you vote for?

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

While NDP voting intentions continue to wobble up and down a little, they remain very strong versus that of other parties and even historically. BC United support – despite the name change – has not changed significantly since January but is softer than in previous years.

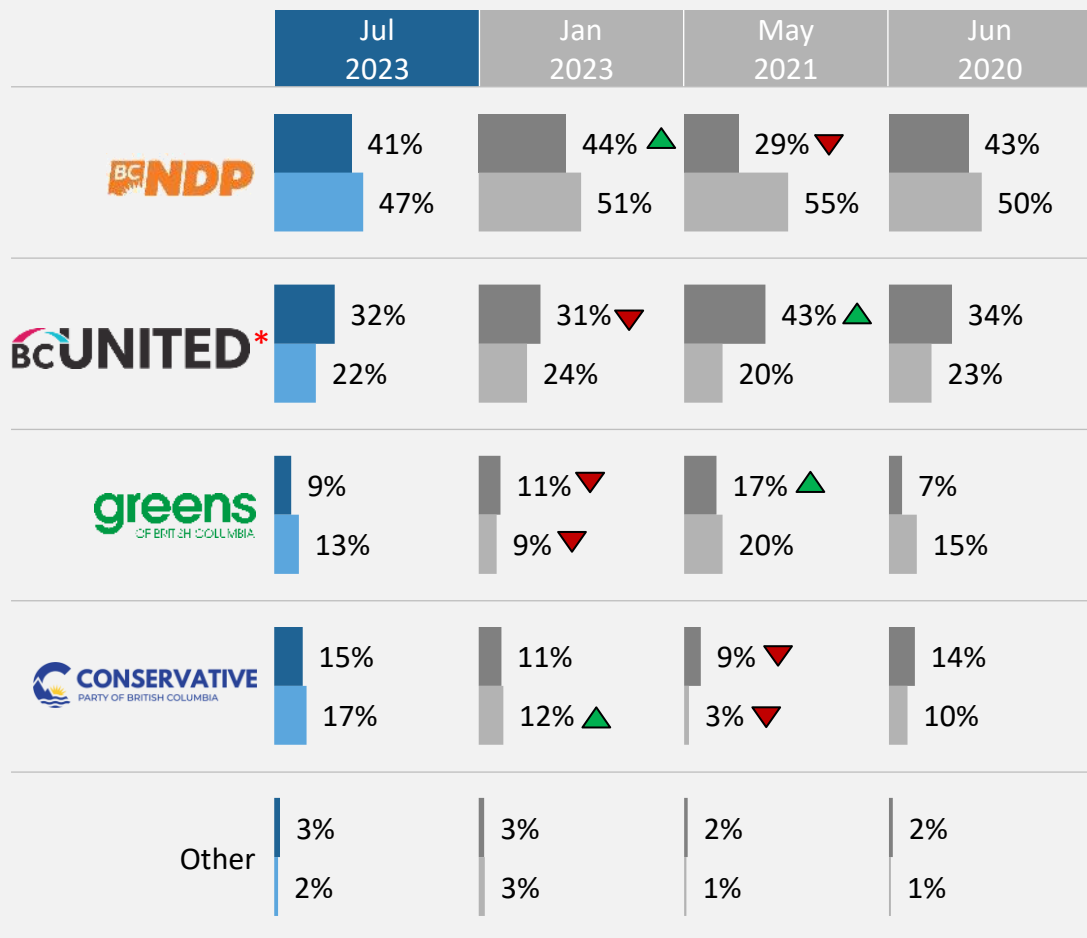
Similarly, BC Green Party support is steady versus seven months ago and well off the highs enjoyed 2021 and earlier.

Support for the Conservative Party of BC is up for the second wave in a row and now registers well above that of the Greens. At 16%, this basically matches the other historical high in support (17% in November 2019) seen for this party.



## PROVINCIAL VOTING INTENTIONS x GENDER

(Among Decided Voters)



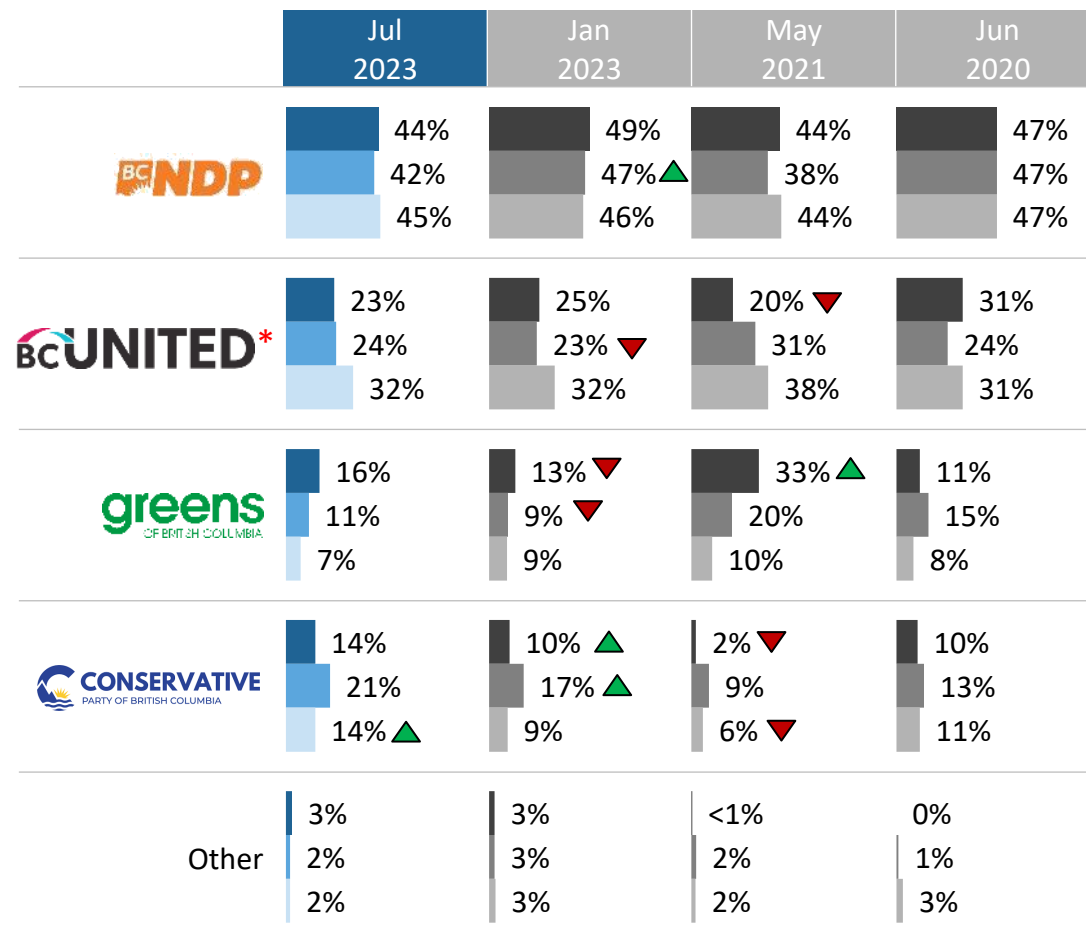
■ Male  
■ Female

\*PARTY NAME CHANGE JUNE 2023

if a BC Provincial election were held tomorrow, which party's candidate would you vote for?

## PROVINCIAL VOTING INTENTIONS x AGE

(Among Decided Voters)



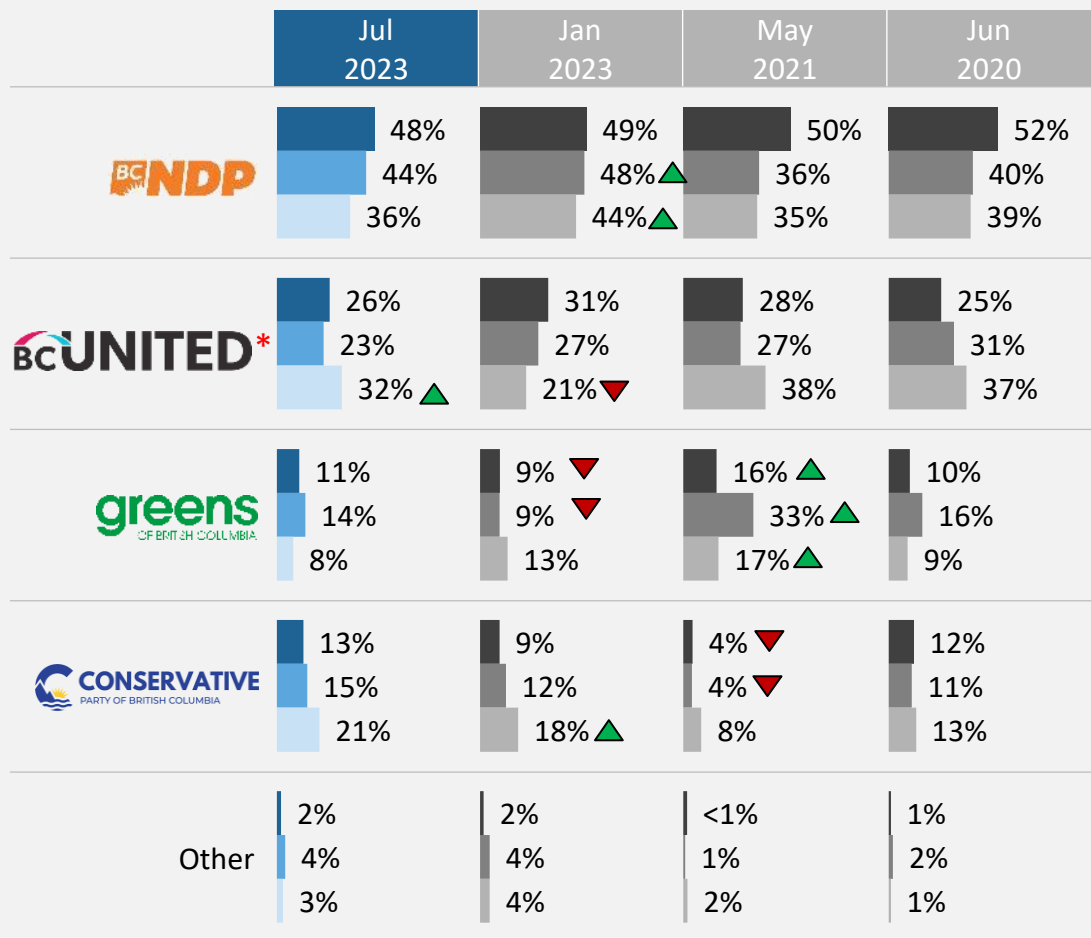
■ 18-34  
■ 35-54  
■ 55+

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



# PROVINCIAL VOTING INTENTIONS x REGION

(Among Decided Voters)



▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

\*PARTY NAME CHANGE JUNE 2023

If a BC Provincial election were held tomorrow, which party's candidate would you vote for?

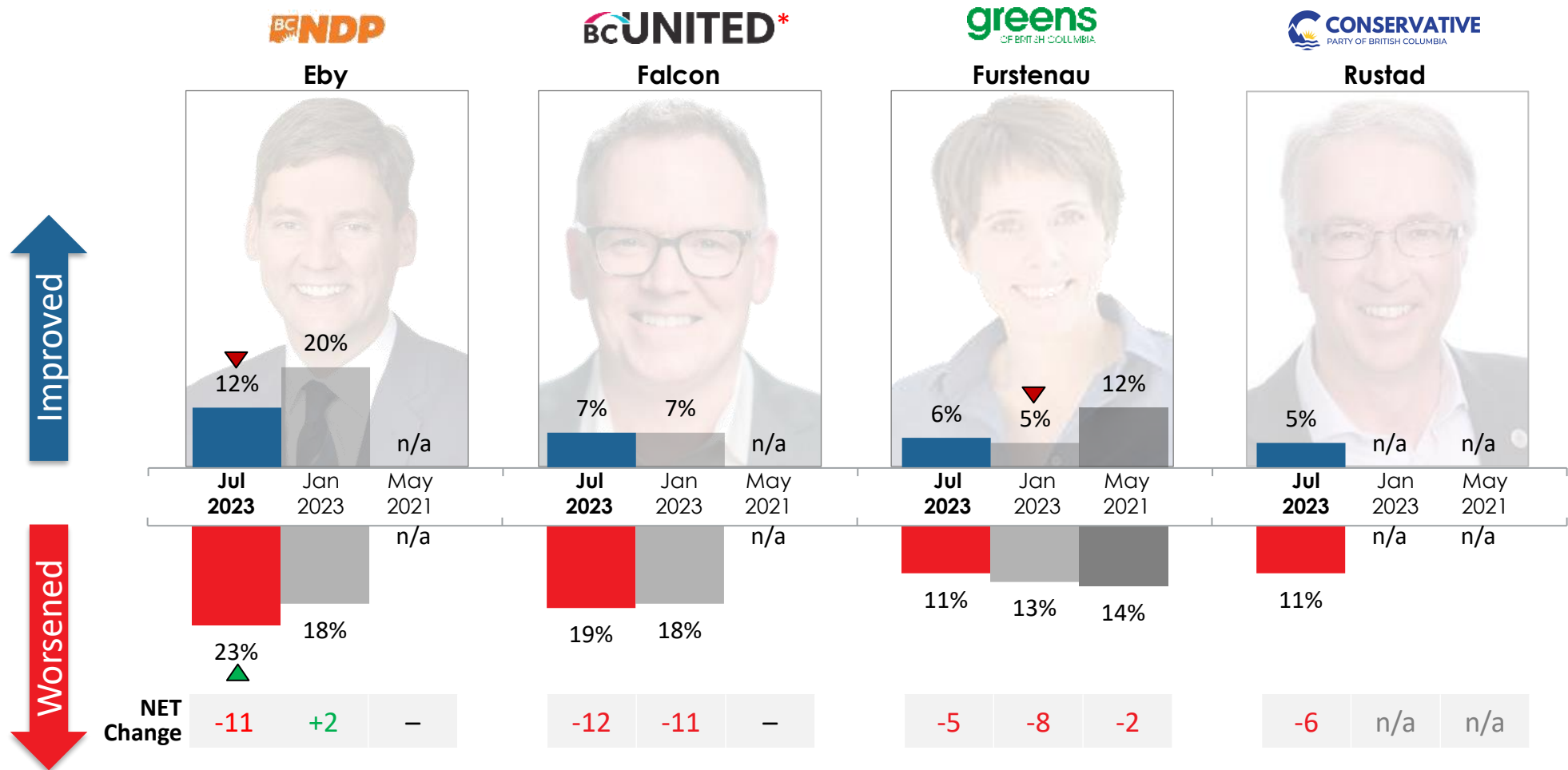
■ Metro Van  
■ Van Island  
■ Rest of BC



# CHANGE IN OPINION OF LEADERS

The upward trajectory seen for Eby last wave has been lost this time around, putting the “net” change in opinion in negative territory for the premier, as it is for all four party leaders (this means more have a worsening opinion than a better one).

Furstenau and Rustad have similar results on this metric. They both have lower levels of worsening opinion and lower “net negative” opinions compared with both Eby and Falcon.



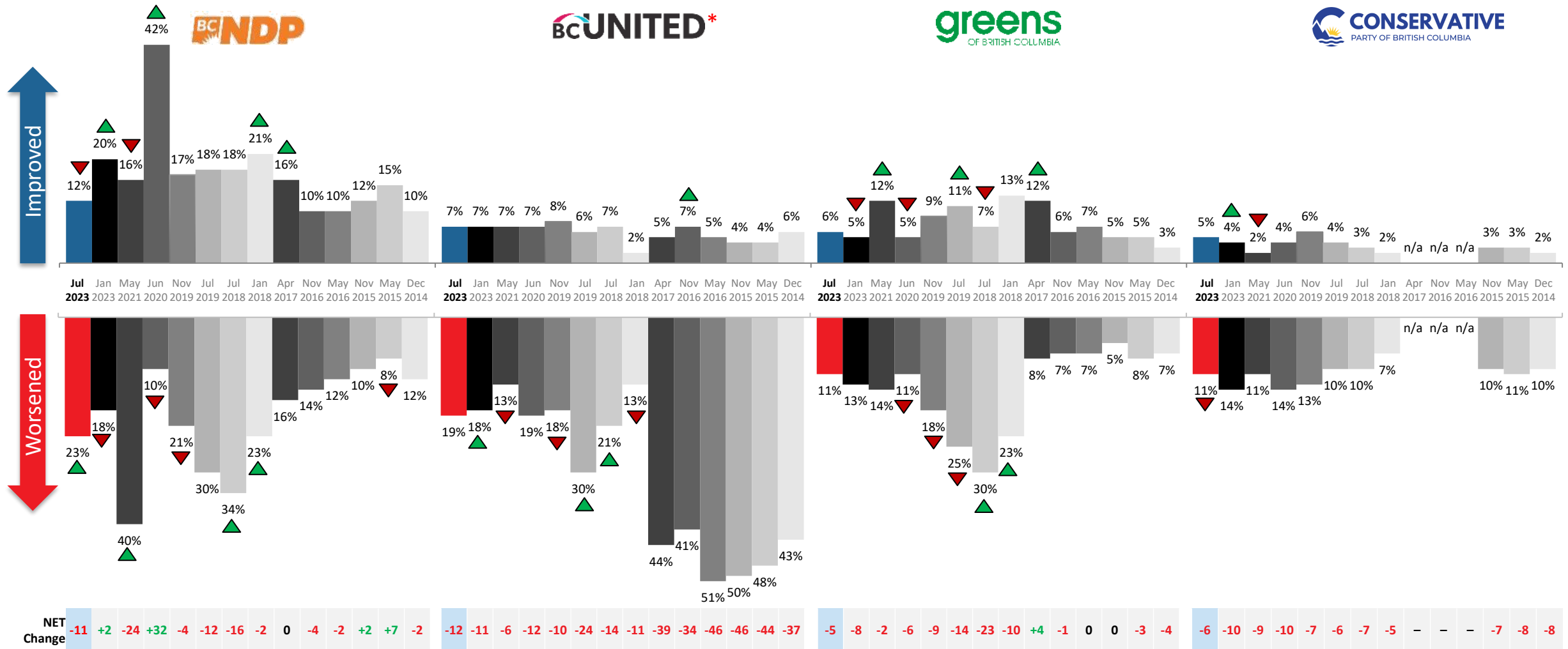
\*PARTY NAME CHANGE JUNE 2023

Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

## CHANGE IN OPINION OF LEADERS Longer Term Tracking of Parties



\*PARTY NAME CHANGE JUNE 2023

Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

# Leger

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