Understanding Voter Sentiments: 2022 BC Municipal Elections

In partnership with...





September 2022

Lecer

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OBJECTIVES & METHODOLGY

We did a custom study for the Lower Mainland Government Association in conjunction with The Vancouver Sun

The survey explored:

- Overall future and voting intentions
- Overall approval ratings with Mayor and Council
- Time for change sentiment
- Voter issues
- Community involvement



• The survey was conducted from September 1st to September 8th with n=984 residents of the Lower Mainland, Fraser Valley and Sea to Sky corridor who are 18 years of age or older were surveyed via Leger's online panel, LEO.



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



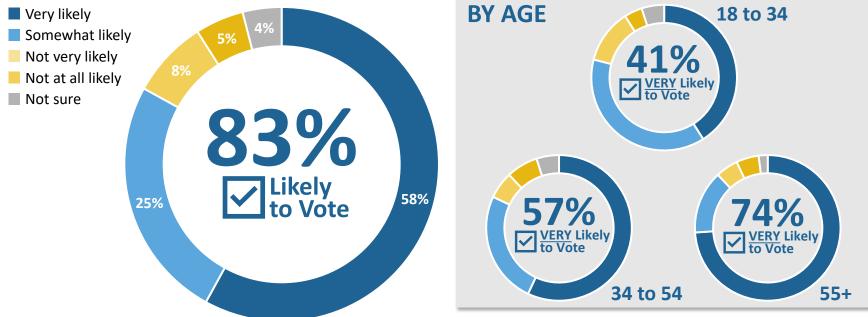
A probability sample of n=1000 respondents would have a margin of error of ±3.1%, 19 times out of 20.

DETAILED RESULTS



Voting Intentions Are High, But We Know Actual Turnout Will Be Much Lower

Municipal elections are being held this fall throughout The Lower Mainland. How likely are you to vote in your local municipal election this fall?

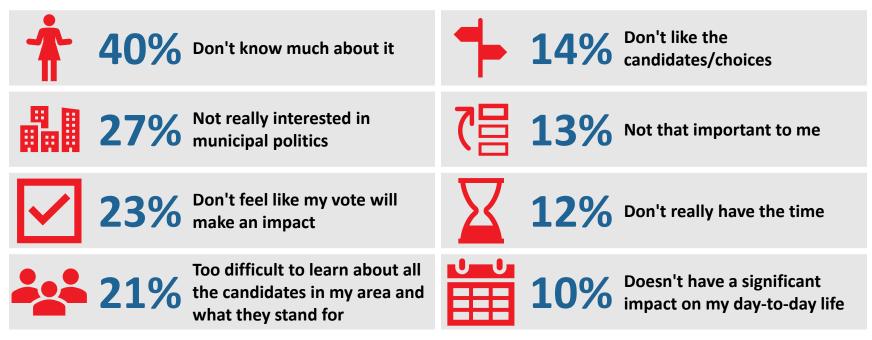




Reasons For Not Voting Are Varied, But Centre On Lack of

Awareness

What are the main reasons you are not likely vote in your next municipal election?



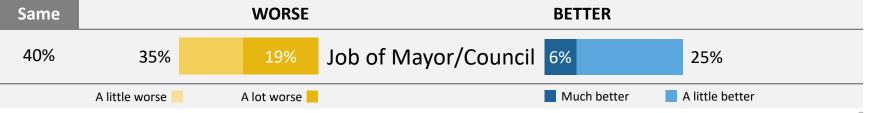


Approval of Local Mayor/Councils is Relatively Low

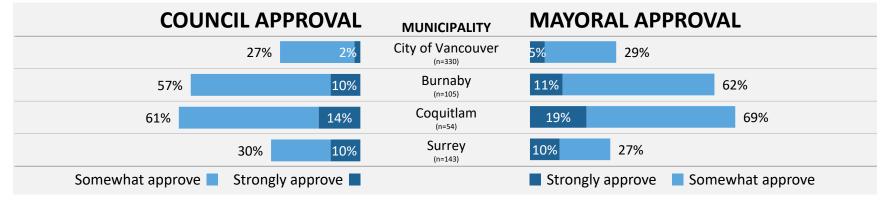
Thinking of your mayor and council in your municipality, would you say you generally approve or disapprove of the way (Mayor/council) each are doing their job?

Not Sure		DISAPROVE		APPROVE		
16%	41%	25%	Mayor	11%	43%	
20%	38%	16%	Council	7%	42%	
Somewhat disapprove 🧧 Strongly disapprove 🗧						

Would you say things are better or worse in your municipality based on the job mayor and council have done since they were elected four years ago?



Approval Ratings in Surrey and Vancouver Are Lowest Among All Municipalities

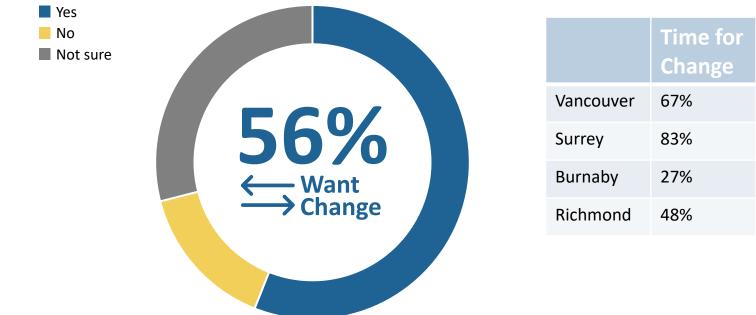


	WORSE	MUNICIPALITY	BETTER
48%	30%	City of Vancouver (n=330)	2 <mark>%</mark> 13%
	17% <mark>10%</mark>	Burnaby (n=105)	3% 32%
	10% <mark>3%</mark>	Coquitlam (n=54)	17% 38%
60%	37%	Surrey (n=143)	<mark>3%</mark> 20%
Somewhat approve 📒 St	rongly approve 📒		Strongly approve Somewhat approve



The Desire For Change Outweighs Complacency

Do you think it's time for a change in your city council this municipal election?



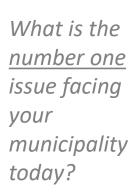


BIGGEST ISSUE FACING THE COUNTRY

What numb issue Canac What secon impor issue? most issue?

t is the	Inflation	24%	51%
ber one	Healthcare	13%	38%
facing	Housing affordability	11%	35%
	Rising gas prices	11%	35%
ıda today?	Climate change	11%	26%
t is the	Rising interest rates	5% 17%	0
nd most	Poverty	5% 16%	
	Government debt	5% 14%	
ortant	Taxes	4% 15%	
? The third	COVID-19	4% 9%	
t important	Crime/public safety	9%	
?	War in Ukraine	7%	Most important issue
•	Homelessness	7%	Issue in the top three
	Energy/pipelines	6%	
	Indigenous reconciliation	5%	
	Opioid crisis	4%	
	Racism	4%	

Top Issues Shows Voter Concerns Extend Beyond Municipal Jurisdictions



Housing affordability		3	30%		13%	11%	53%
Homelessness, poverty, mental health issues	1	L6%		16%	11%	43%	
Policing, public safety and crime	10%	%	11%	10%	31%		
Property taxes and spending	12	2%	10%	8%	29%		
Traffic congestion and public transit	5%	7%	10%	22%			
Managing the pace of residential and commercial development	6%	7%	6%	18%			
Climate change	5% <mark>5</mark>	5% 6	% 16	5%			
Infrastructure like roads, sidewalks	6%	6%	15%	6			
Mismanagement of municipal funds	5% <mark>4</mark>	1% <mark>5%</mark>	6 13%	6			
Protecting the environment	5%	<mark>64%</mark>	11%				
Red tape, bureaucracy in municipal government		8%	%				
Litter, trash, graffiti		6%	ź				
Social justice/equity		6%					
First nations reconciliation	4%	6%	, 5				
Advocating for resources from other levels of government		5%					
Municipal bylaws		4%		Most	ant issu	۵	
Parks and rec facilities		4%			nd most		
Waste management		4%			most ir	•	
Community events and activities	29	%				-	
Other	3	8%					

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Voters are Demanding Municipalities Get Involved In Areas Typically Outside The Municipal Mandate

There are a number of areas that are not typically the responsibility of municipal governments, but lately municipalities seem to be more involved. Do you think municipalities should be more involved or less involved in...

Housing affordability		46%		38%	10%	<mark>3</mark> 3	
Homelessness, poverty, mental health issues		40%		43%			<mark>4%</mark> 4%
Advocating for resources from other levels of government	31	%	52%			12%	<mark>3</mark> 3
Climate change	26%		45%	%	15%	5%	9%
First nations reconciliation	14%	35%		25%	8%	18	%
Much more involved	ore involved	Less involved	1uch less in	volved 🔲 Shouldn'	t be involve	ed at all	

What Community Involvement Looks Like



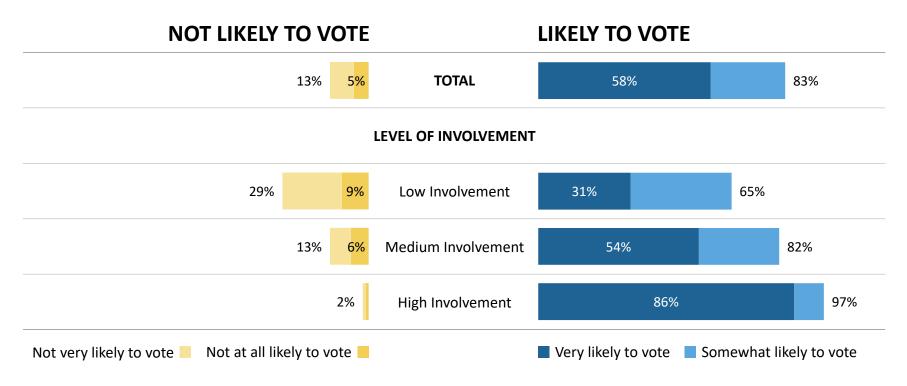
(NET) Any actions			95%			
Shop at local stores		74%				
Frequent parks		60%				Average Number of
Vote in last municipal election		58%		Involved	Percent	Community
Pay property taxes		58%			Who are	Activities Participated
Use the local municipal rec centre	37%					In
Make a financial contribution to a non-profit organization	27%			Perceived Community		4.5
Volunteer	25%			Involvement		
Attend special municipal events	23%			Very Involved	6%	4.8
Participate in local church activities	12%			Somewhat Involved	35%	4.4
Attended a municipal council	8%			Not Very Involved	43%	3.8
meeting				Not At All Involved	16%	2.6
Coach a kids team	6%					
None of these	5%					

Base: n=984

Do you or have you...? How involved are you in events/activities/life in your municipality?



Intention to Vote is Strongly Correlated With Community Involvement



How likely are you to vote in your local municipal election this fall? How involved are you in events/activities/life in your municipality?



KEY CONCLUSIONS



KEY CONCLUSIONS

- 1. Voter intentions are **HIGH**, but actual turnouts will be much lower with the **EXCEPTIONS** of possibly **VANCOUVER** and **SURREY**
- 2. The APPROVAL of municipal governments seems LOW, and sentiment for CHANGE seems HIGH
- 3. Voters in **Surrey** and **Vancouver** are particularly disgruntled
- 4. Voter issues have evolved: Voters want municipalities to **GET INVOLVED** in issues that are provincial/national in scope
- 5. Community **INVOLVEMENT** is a great **PREDICTOR** of voter **INTENTIONS**



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