

Understanding Voter Sentiments: 2022 BC Municipal Elections

In partnership with...

VANCOUVER SUN



LOWER MAINLAND
LOCAL GOVERNMENT ASSOCIATION

September 2022



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OBJECTIVES & METHODOLOGY

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 $\pm 3.1\%$, 19 times out of 20.

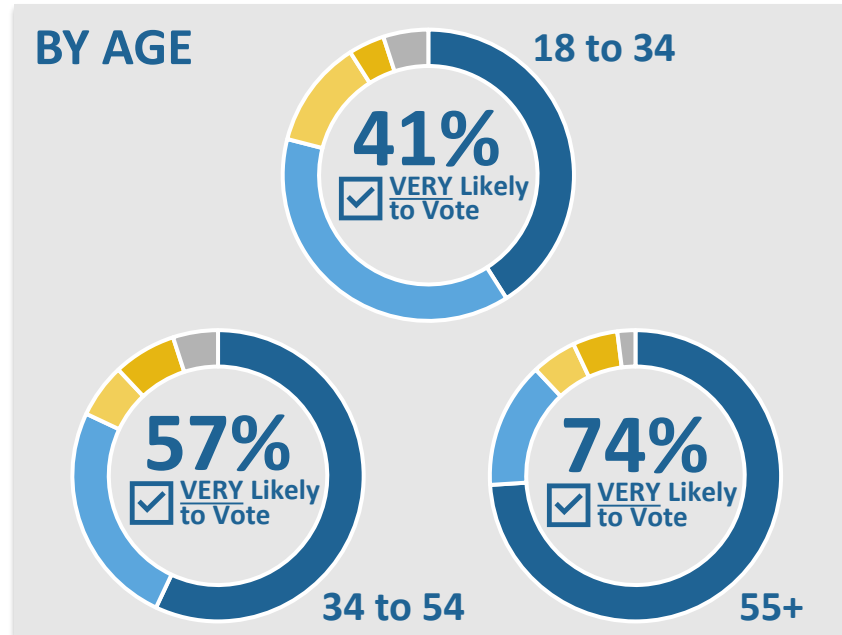
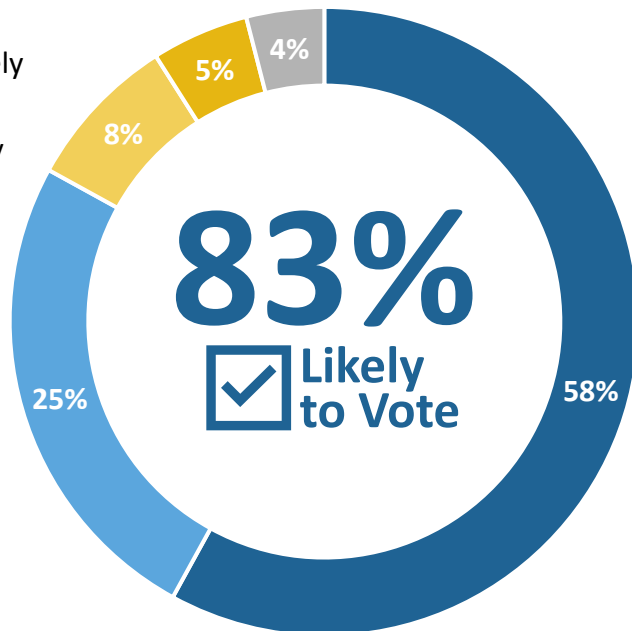


DETAILED RESULTS

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?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Not sure



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?



40% Don't know much about it



14% Don't like the candidates/choices



27% Not really interested in municipal politics



13% Not that important to me



23% Don't feel like my vote will make an impact



12% Don't really have the time



21% Too difficult to learn about all the candidates in my area and what they stand for



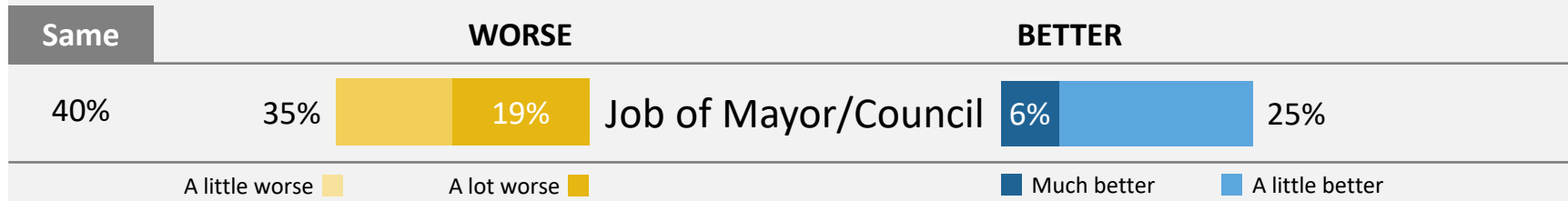
10% Doesn't have a significant impact on my day-to-day life

Approval of Local Mayor/Councils is Relatively Low

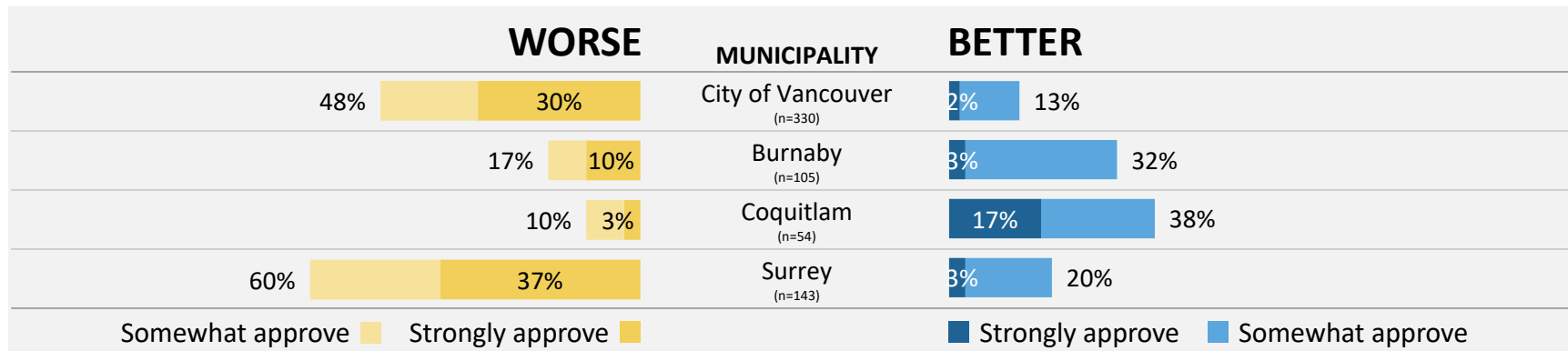
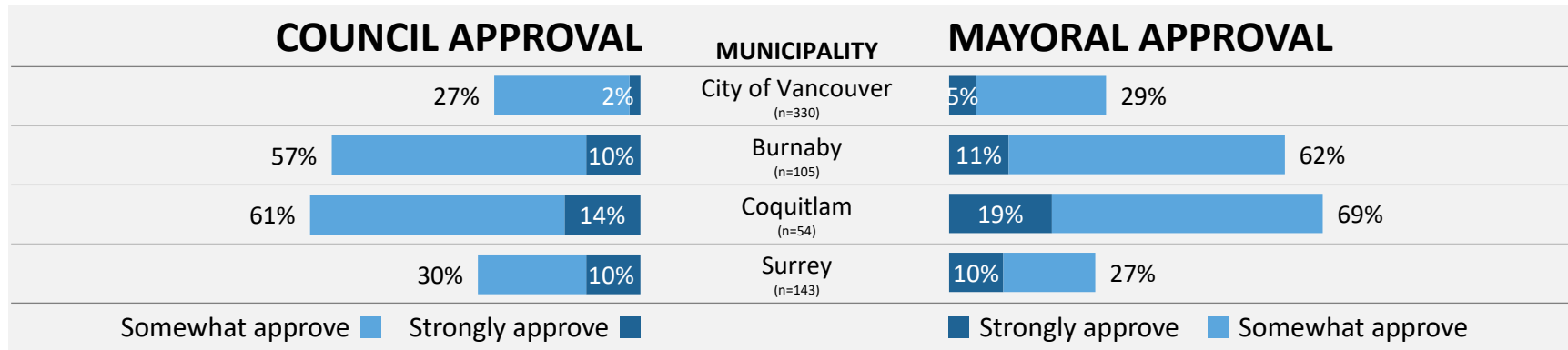
Thinking of your mayor and council in your municipality, would you say you generally approve or disapprove of the way (Mayor/council) each are doing their job?



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?



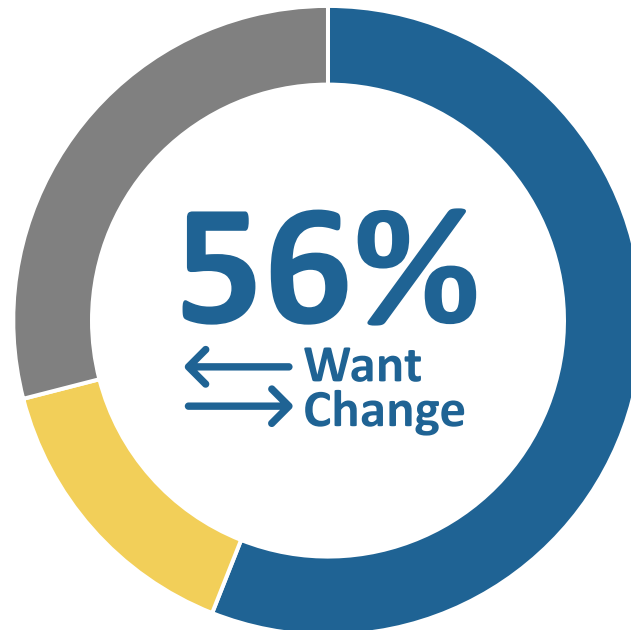
Approval Ratings in Surrey and Vancouver Are Lowest Among All Municipalities



The Desire For Change Outweighs Complacency

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

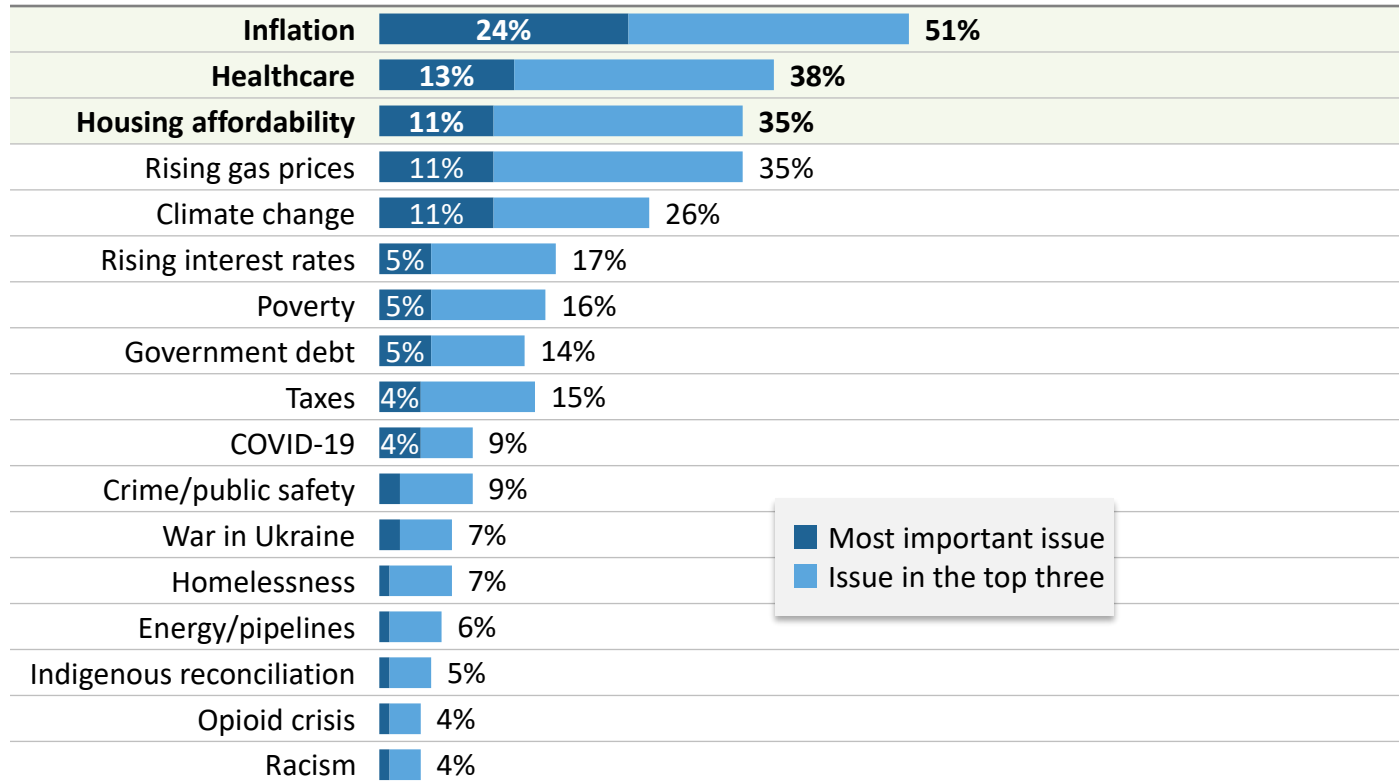
- Yes
- No
- Not sure



	Time for Change
Vancouver	67%
Surrey	83%
Burnaby	27%
Richmond	48%

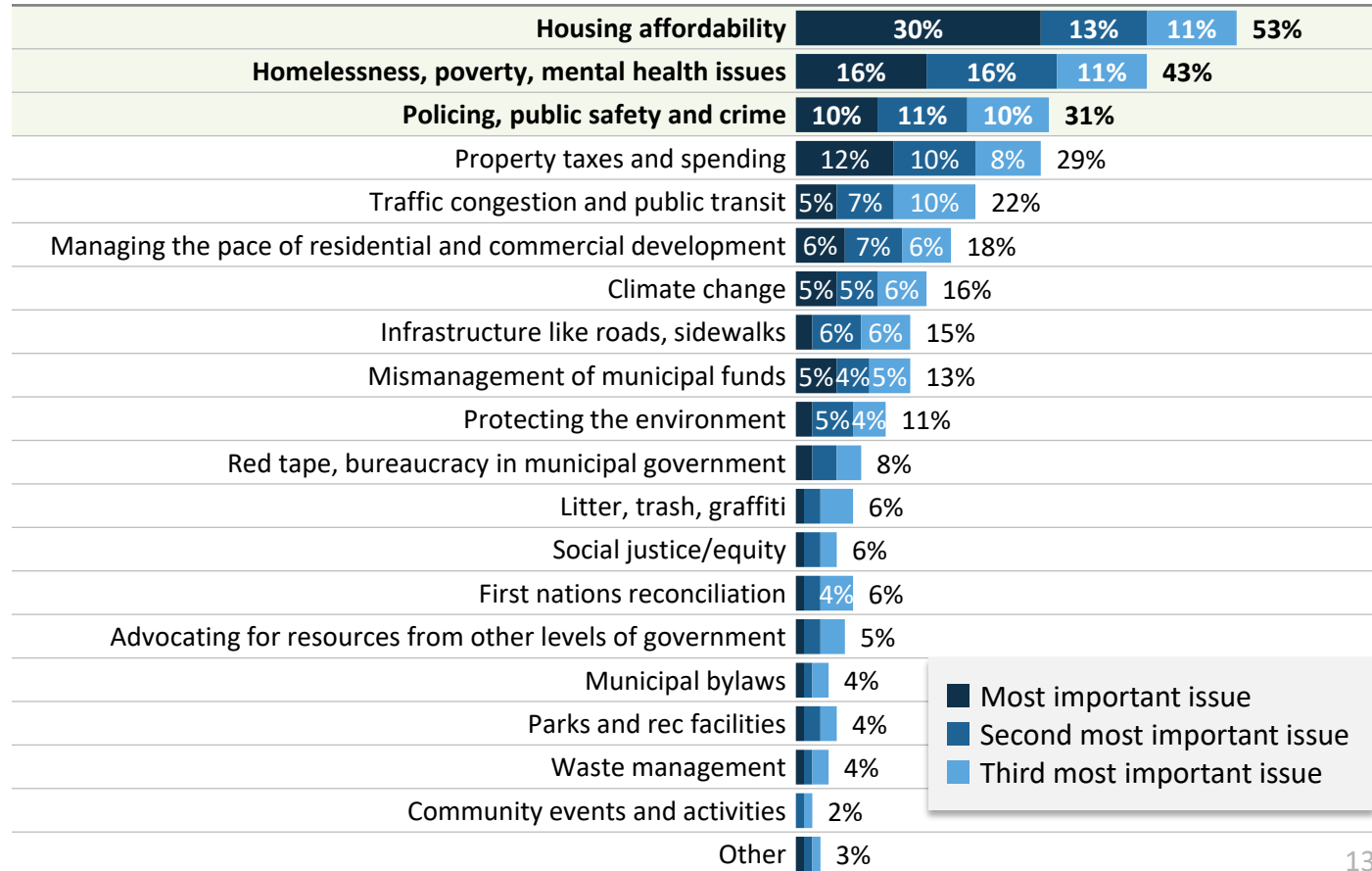
BIGGEST ISSUE FACING THE COUNTRY

What is the number one issue facing Canada today? What is the second most important issue? The third most important issue?



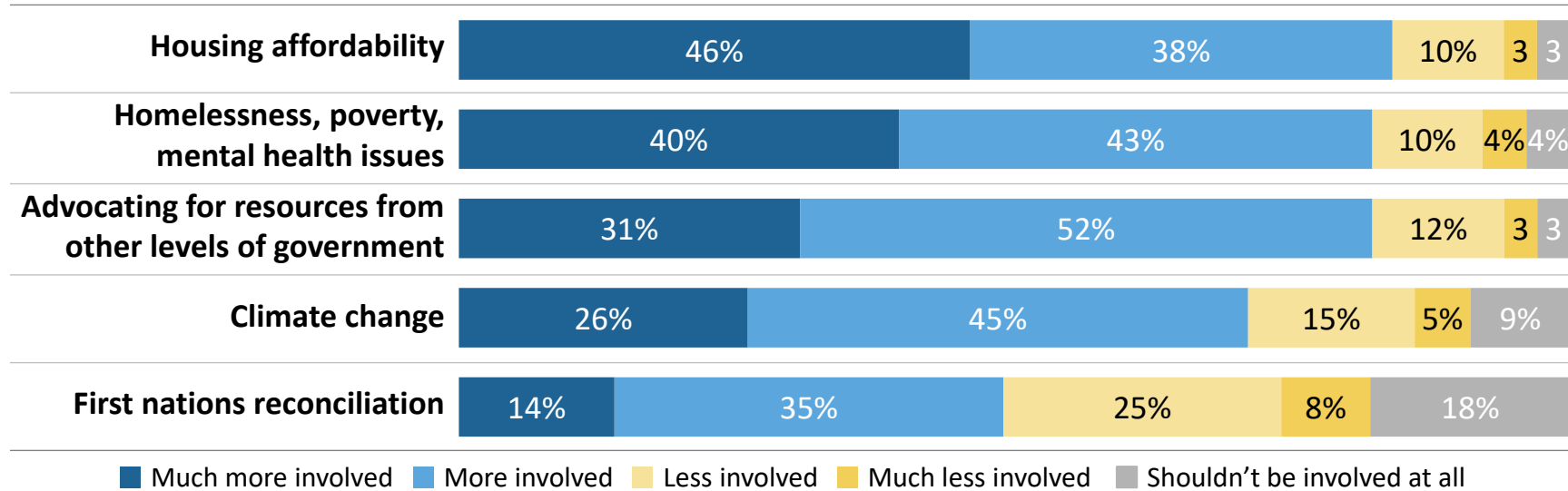
Top Issues Shows Voter Concerns Extend Beyond Municipal Jurisdictions

What is the number one issue facing your municipality today?

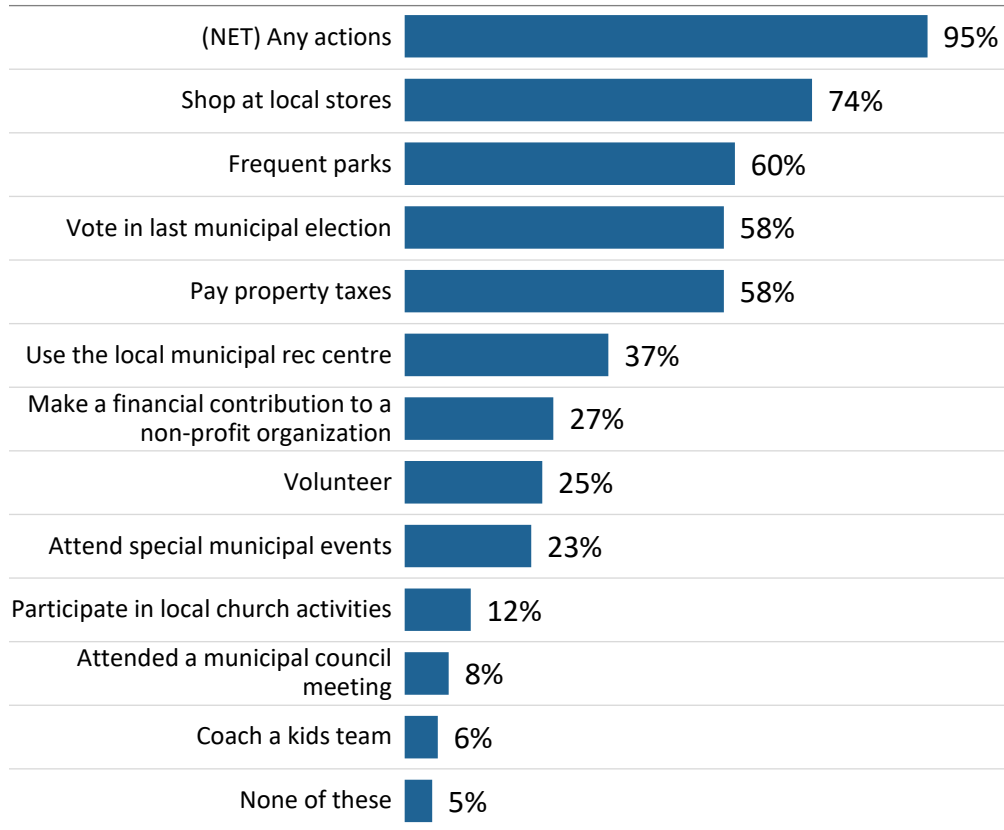


Voters are Demanding Municipalities Get Involved In Areas Typically Outside The Municipal Mandate

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...



What Community Involvement Looks Like



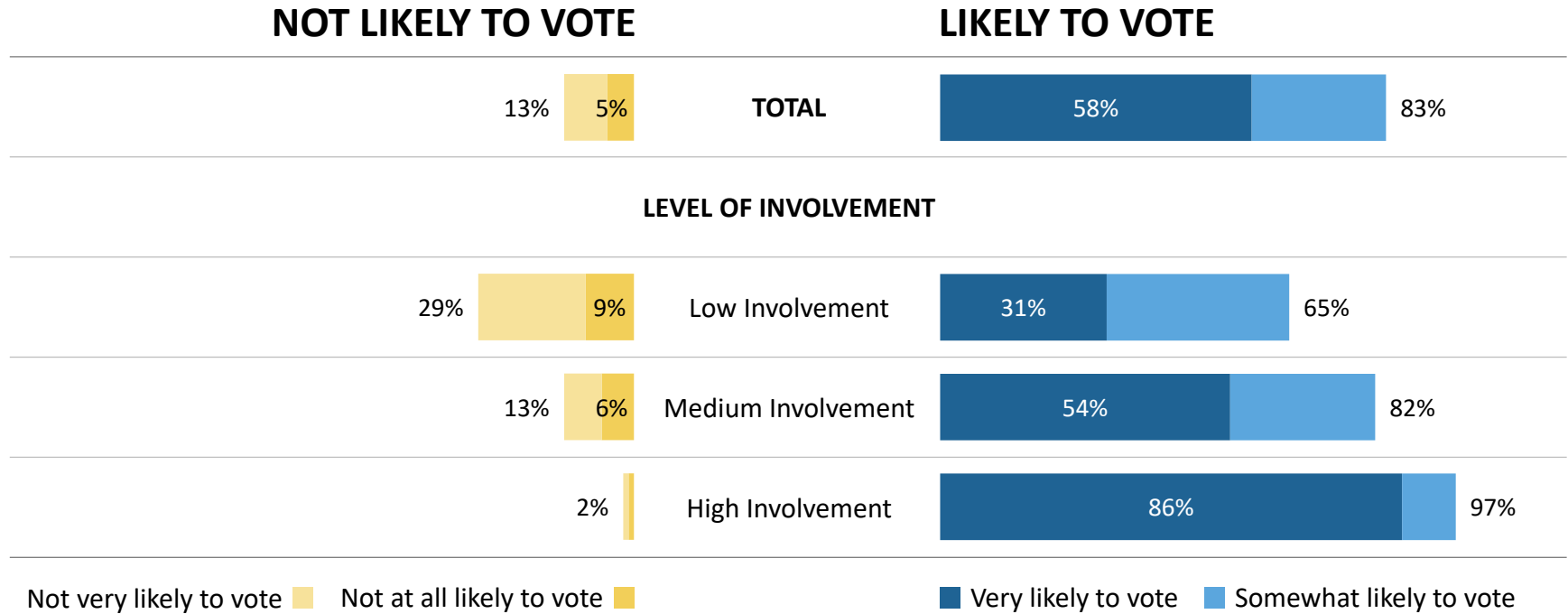
Involved

	Percent Who are...	Average Number of Community Activities Participated In
Perceived Community Involvement		4.5
Very Involved	6%	4.8
Somewhat Involved	35%	4.4
Not Very Involved	43%	3.8
Not At All Involved	16%	2.6

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



Base: n=984

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

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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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