

Report

**Government of British  
Columbia  
Report Card  
September 2023**

In partnership with:



**GLOBAL PUBLIC AFFAIRS**  
FROM INSIGHT TO IMPACT

DATE 10/4/2023



## BACKGROUND



Leger monitors constituents' views of BC government performance, party leadership, and voter intentions to keep a pulse on provincial political sentiment.

This wave of the study was done in partnership with Global Public Affairs.



GLOBAL PUBLIC AFFAIRS

FROM INSIGHT TO IMPACT

## METHODOLOGY

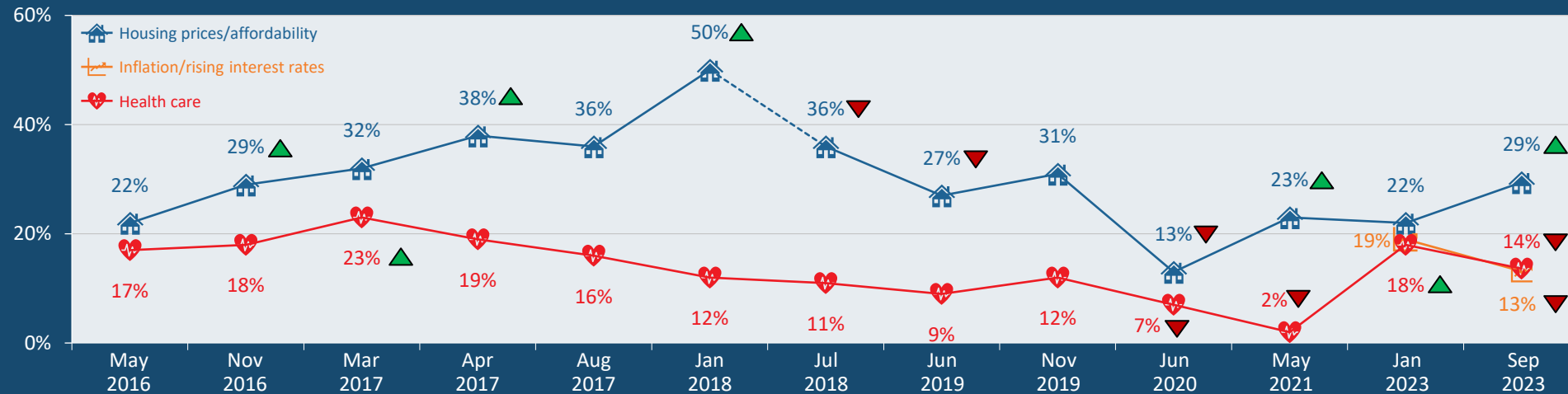


- Results are based on online research conducted among British Columbian adults 18 years of age and older.
- The most recent wave was conducted among a sample of 1,001, with fieldwork September 15-18, 2023.
  - No margin of error can be associated with a non-probability sample, but for comparative purposes, 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 are compared to previous waves of research.

# DASHBOARD OF KEY METRICS

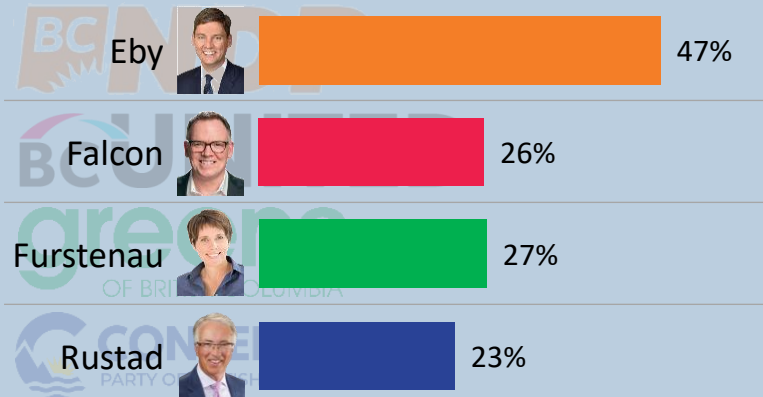
## Most Important Issue Facing BC

While not out of line with historical levels, concerns about housing affordability have increased significantly since January 2023. Concern about health care and inflation/rising interest has fallen relative to Jan 2023, but these two issues are still the second and third most important in the minds of BC residents.



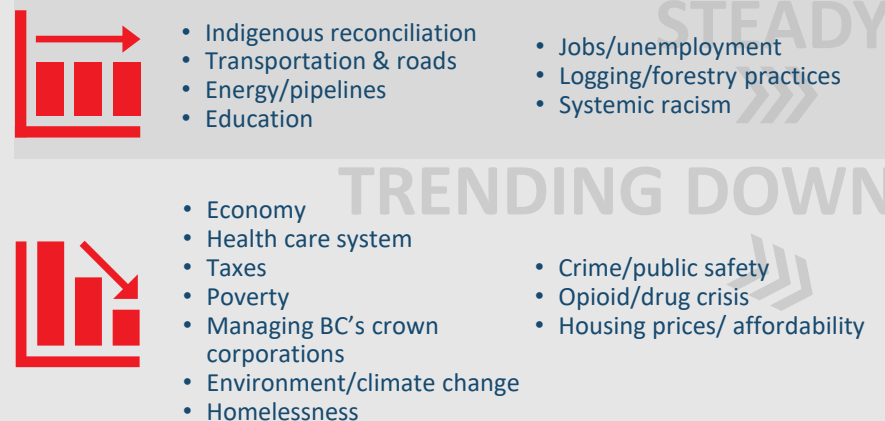
## Leader Approval Ratings

Approval ratings and opinion changes reveal Eby remains in a very solid position, though he has seen increased levels of worsened opinion of late. New Conservative leader John Rustad continues the trend of increased approval ratings for his party in Sep 2023.



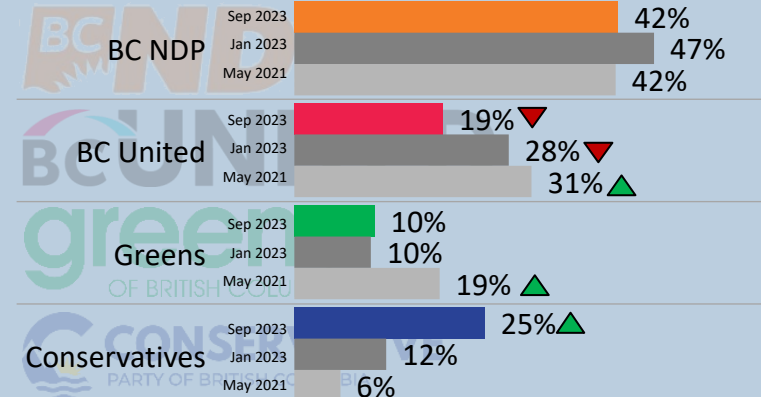
## Approval Ratings of Current Government on Key Issues

While the current government's approval ratings for their handling of key issues have stayed relatively consistent since Jan 2023, disapproval ratings have increased significantly for a number of issues in that timeframe.



## BC Voting Intentions

Voting intention for the current government is consistent with results from Jan 2023, with the NDP still holding a commanding lead over the others. BC United has fallen to a distant third place while the Conservative Party has made massive gains, moving into second place.



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





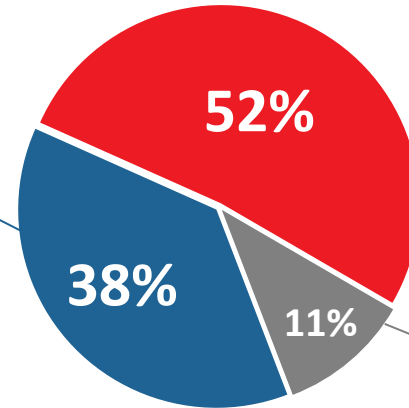
# Detailed Findings

# CURRENT TRAJECTORY OF BC

52% of British Columbians believe that things in the province are off on the wrong track. Those aged 35-54 and females are significantly more likely to hold this view.

38% of British Columbians believe that things in the province are going in the right direction. Those aged 18-34 or 55+ and males are significantly more likely to hold this view

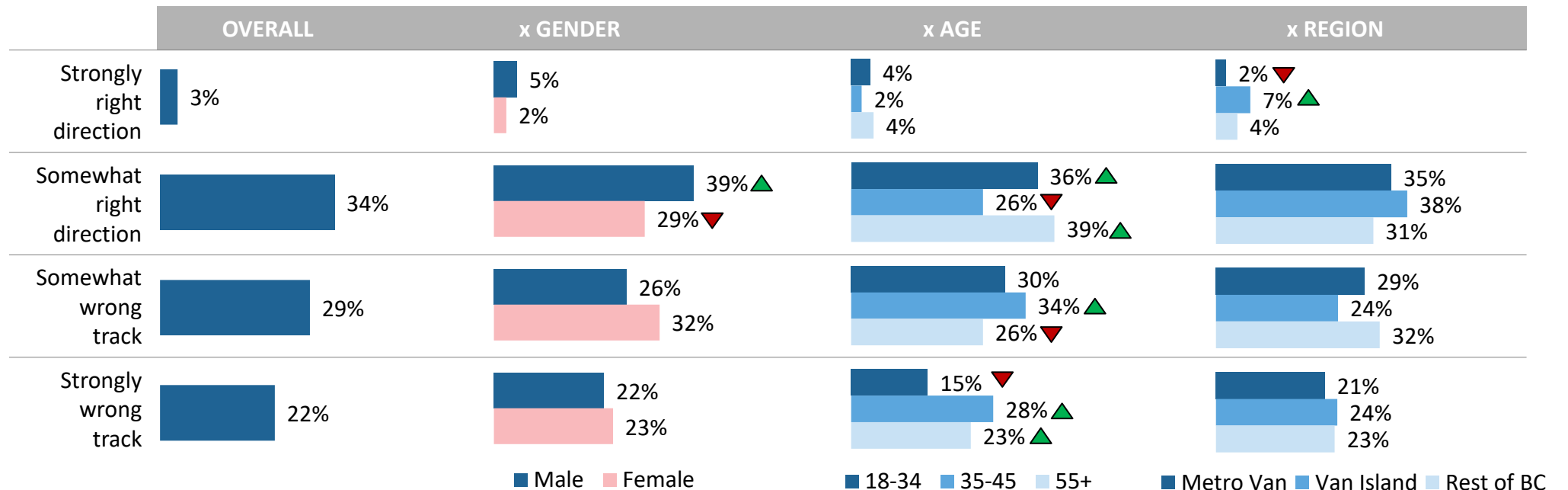
11% of British Columbians report that they "don't know" or simply refuse to answer.



More than half of British Columbians believe that the province is currently off on the wrong track, whereas just less than four-in-ten are positive about the direction the province is going.

Males and those aged 18-34 or 55+ are significantly more likely to hold positive views about the direction of the province, while those living on Vancouver Island are significantly more likely to be strongly positive relative to the rest of the province.

Females and those aged 35-54 are significantly more likely to believe that the province is off on the wrong track, with those aged 35+ being statistically more likely to report strong negative feelings about the direction of the province.



Taking everything into account how do you feel things are going these days in BC? Are things going in the right direction or are they off on the wrong track? Base: All respondents (n= 1,001)

▲ Statistically significantly higher than comparison group(s).  
▼ Statistically significantly lower than comparison group(s).

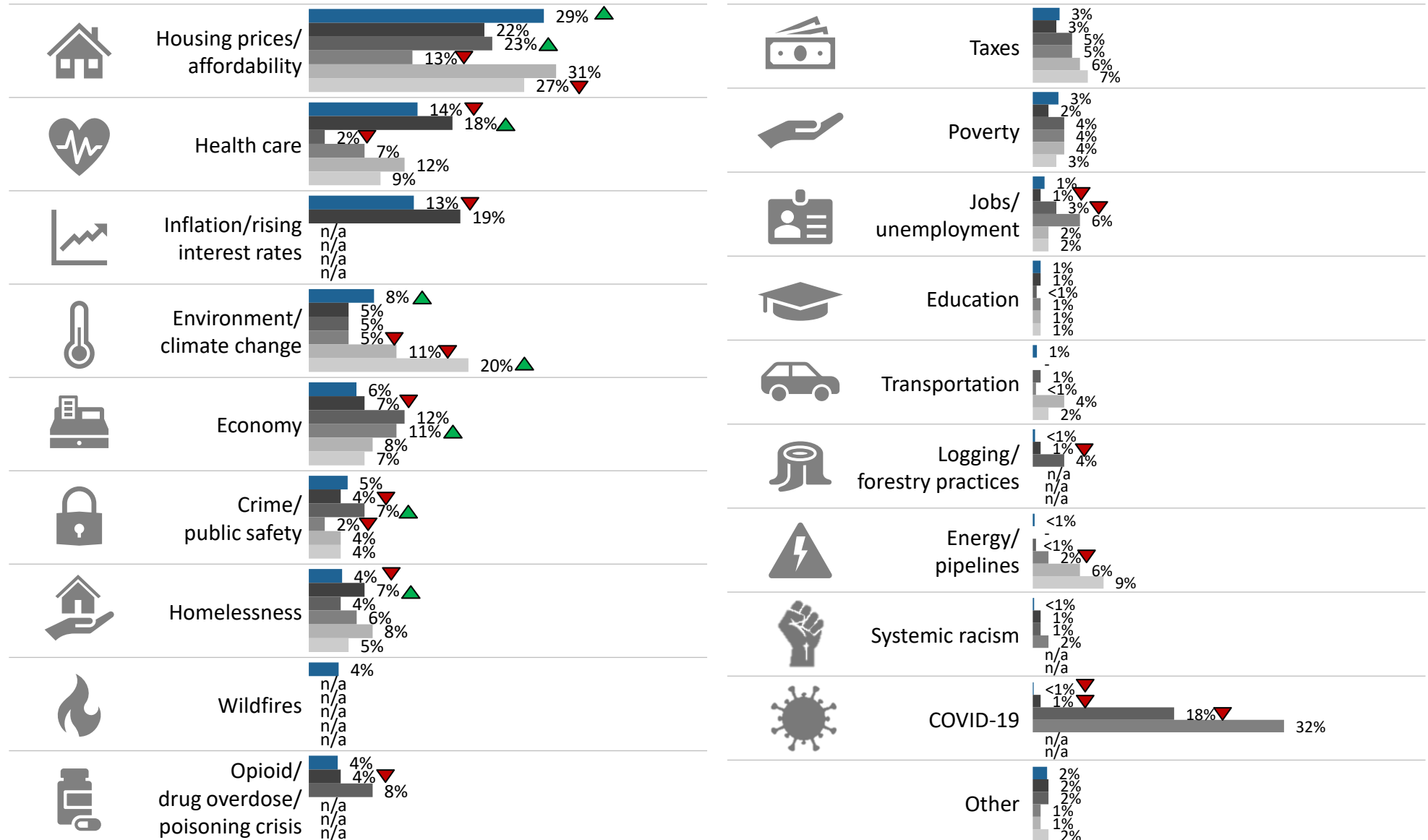


## BC ISSUES – MOST IMPORTANT: AIDED – TRACKER

Housing affordability remains the top issue in BC, with a significantly higher number of respondents reporting it as the top issue in Sep 2023 vs. Jan 2023.

Health care and inflation/rising interest rates have fallen in importance since Jan 2023, but still round out the top 3 issues British Columbians believe to be most important.

Beyond these top three, environment/climate change has experienced an increase in importance since Jan 2023, while homelessness and COVID-19 have fallen in importance.



\*Wording change from environment in 2018 to environment/climate change in 2019. In your view, what is the most important issue facing British Columbia today?

Base: All respondents (n= 1,001)

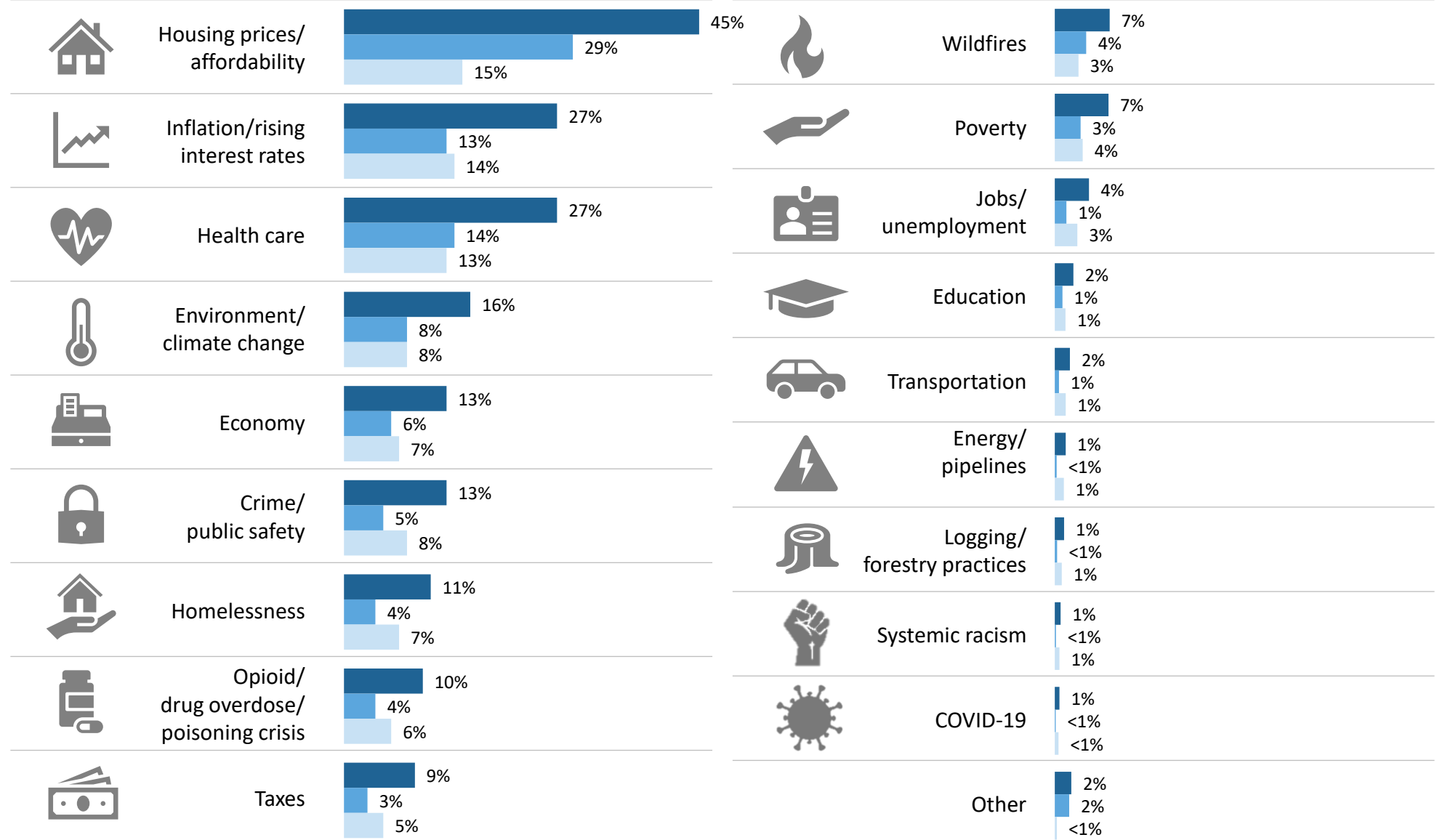
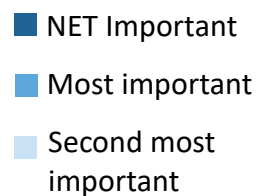
▲ Statistically significantly higher than previous wave.  
▼ Statistically significantly lower than previous wave.

# BC ISSUES – TOTAL IMPORTANCE: AIDED

Housing affordability remains the top issue in BC with nearly half of respondents reporting it as the first or second most important issue the province is currently facing.

Inflation/rising interest rates and health care are also important issues in BC, with more than a quarter of respondents believing them to be the first or second most important issue.

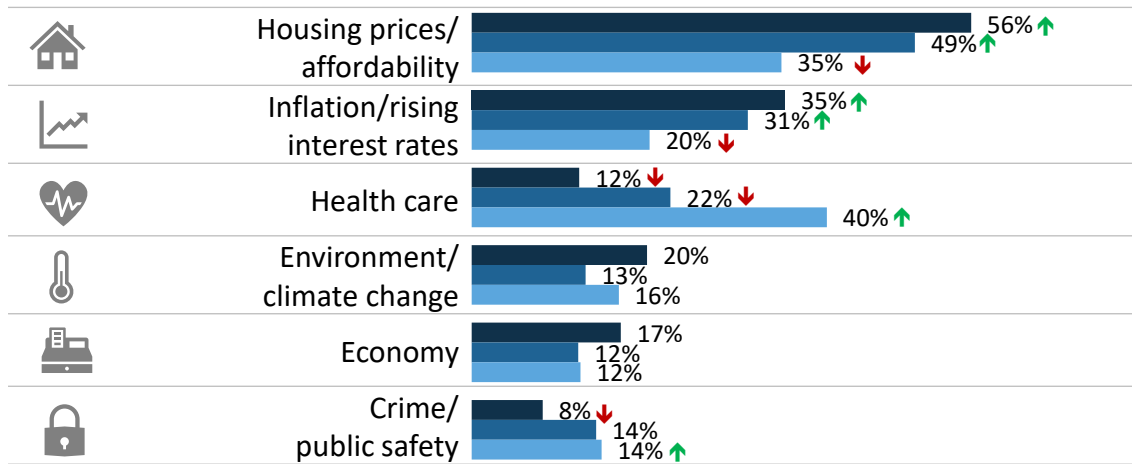
Following a particularly bad 2023 wildfire season, nearly one-in-ten British Columbians identify wildfires as an issue of top importance in the province.



In your view, what is the most important issue facing British Columbia today? What is the second most important issue?  
Base: All respondents (n= 1,001)

## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

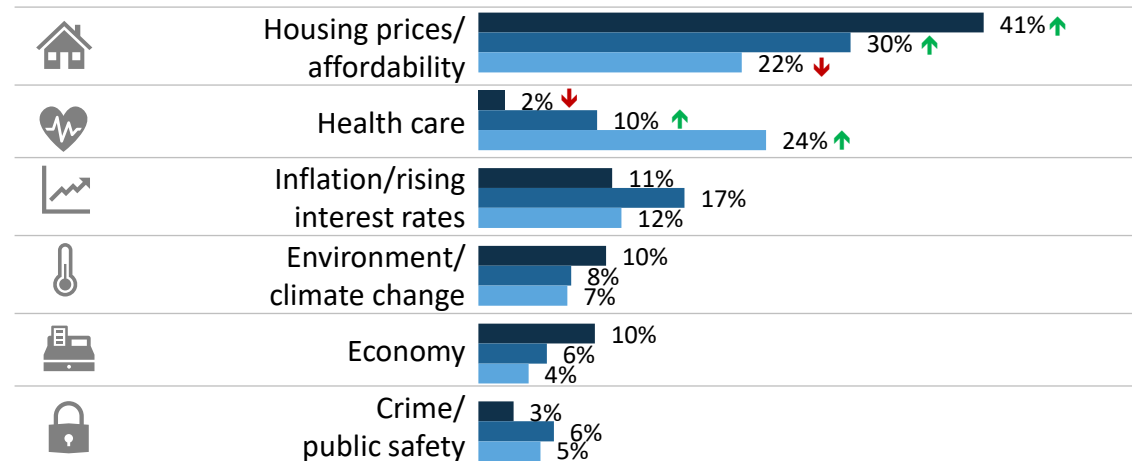
AIDED x **AGE** (Sep 2023)



## TOP 6 BC ISSUES – MOST IMPORTANT:

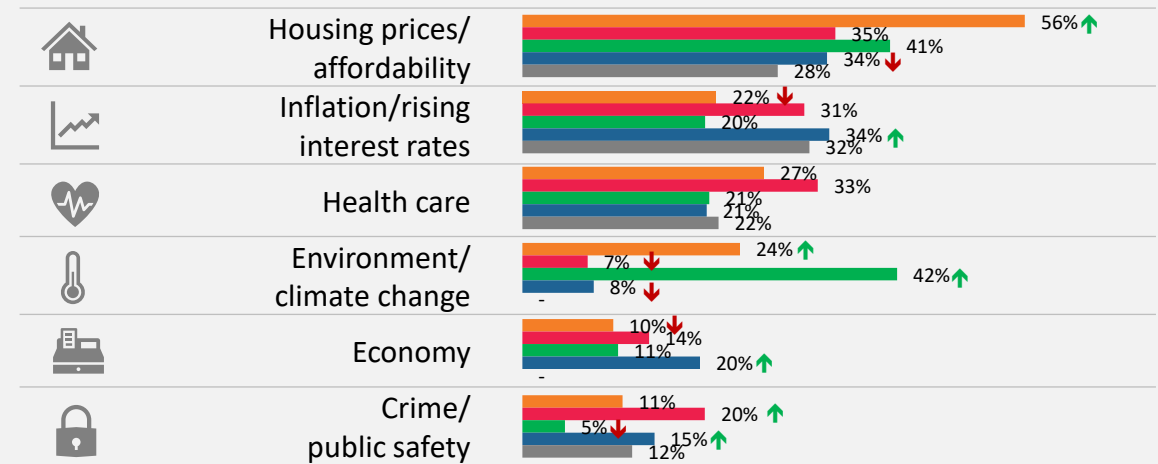
AIDED x **AGE** (Sep 2023)

■ 18-34  
■ 35-54  
■ 55+



## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

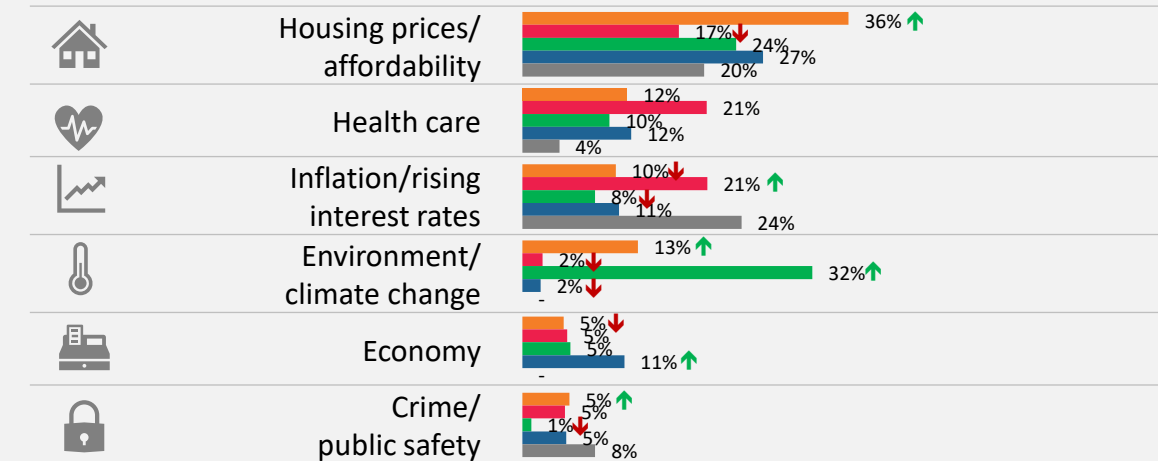
AIDED x **VOTING INTENTION** (Sep 2023)



## TOP 6 BC ISSUES – MOST IMPORTANT:

AIDED x **VOTING INTENTION** (Sep 2023)

■ BC NDP  
■ BC United  
■ BC Green Party  
■ Conservative Party of BC  
■ Other



↑ Statistically significantly higher than comparison group(s).  
↓ Statistically significantly lower than comparison group(s).



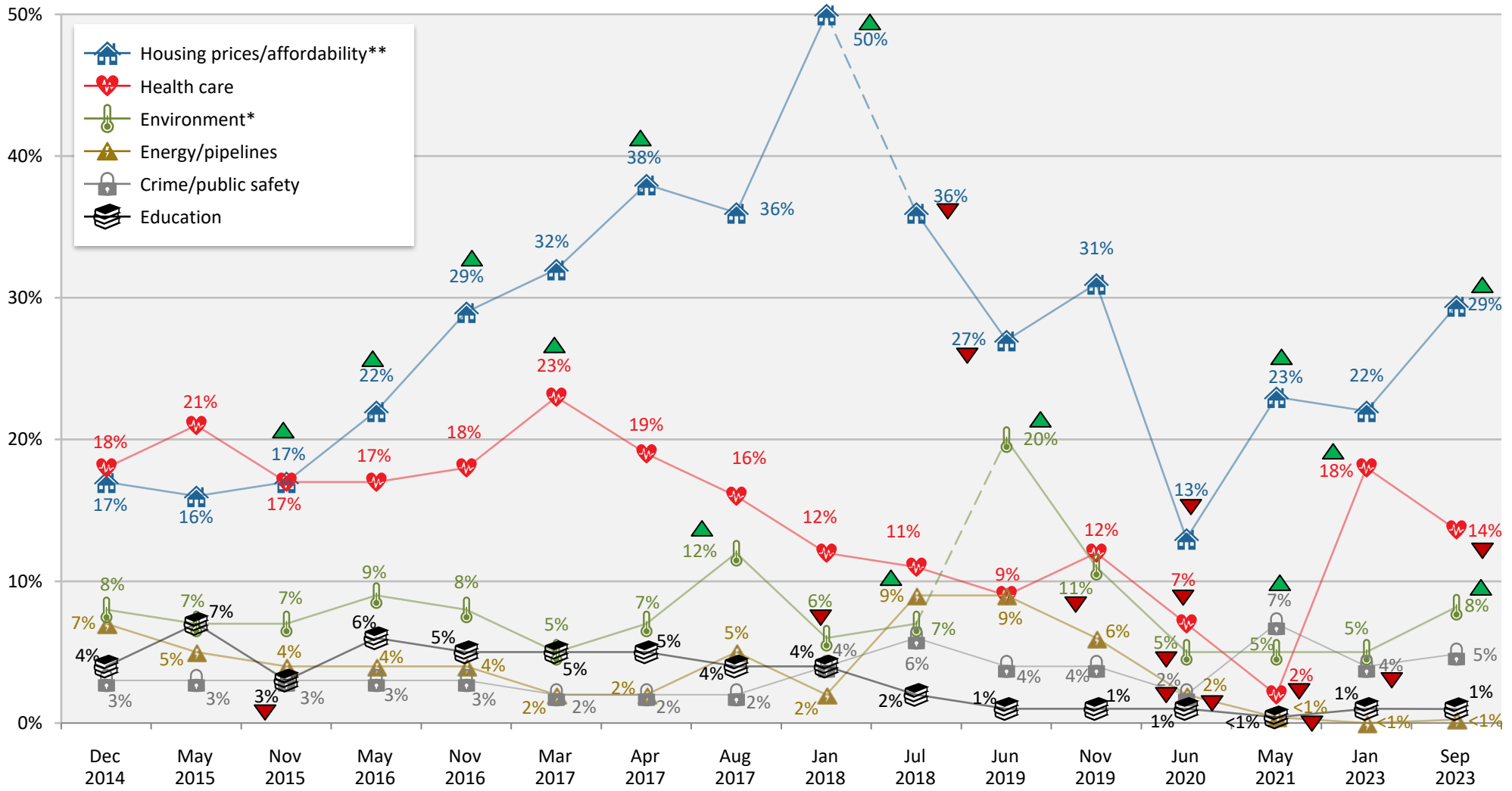
# BC ISSUES – MOST IMPORTANT: AIDED

## Longer Term Tracking

Longer-term trending shows how much issues tend to bounce around over time as priorities, economic pressures and issues shift in BC, though housing prices/affordability has consistently led all issues since May 2016.

The importance placed on health care has decreased slightly since the massive rebound it experienced in Jan 2023, but British Columbians still deem it a relatively important issue.

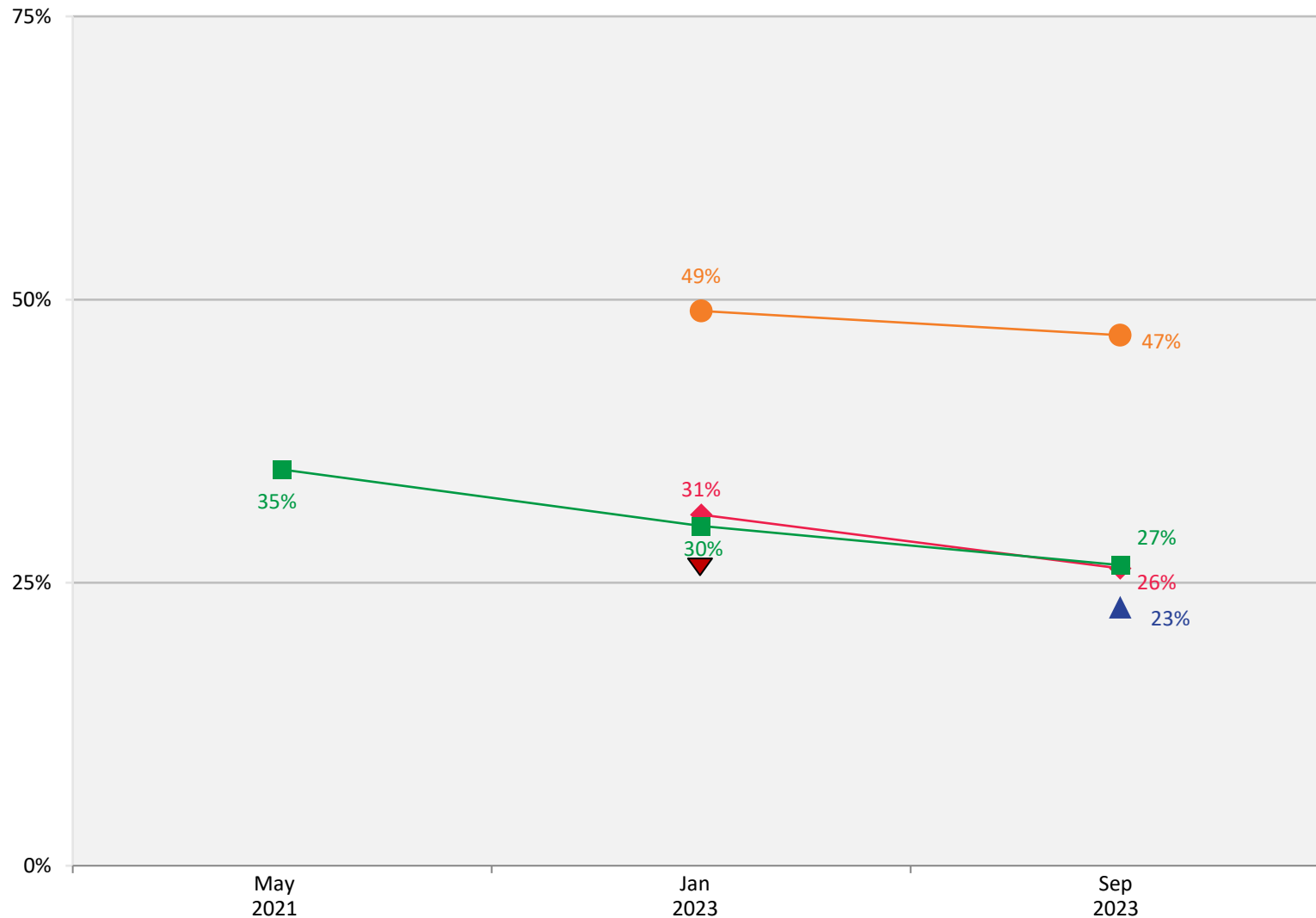
Environment/climate change has increased significantly in importance in the minds of British Columbians since Jan 2023.



\*Wording change from environment in 2018 to environment/climate change in 2019.  
 \*\* Wording change from housing/ poverty/ homelessness to housing prices/affordability in July 2018.  
 In your view, what is the most important issue facing British Columbia today?  
 Base: All respondents (n= 1,001)

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

# CURRENT LEADER APPROVAL RATING



Premier David Eby receives the highest approval rating of the leaders in Sep 2023 at 47%. Still, with 21% unable to provide a rating (compared to John Horgan's 10% in 2021), Eby has ground to cover to make sure he is known to all British Columbians.

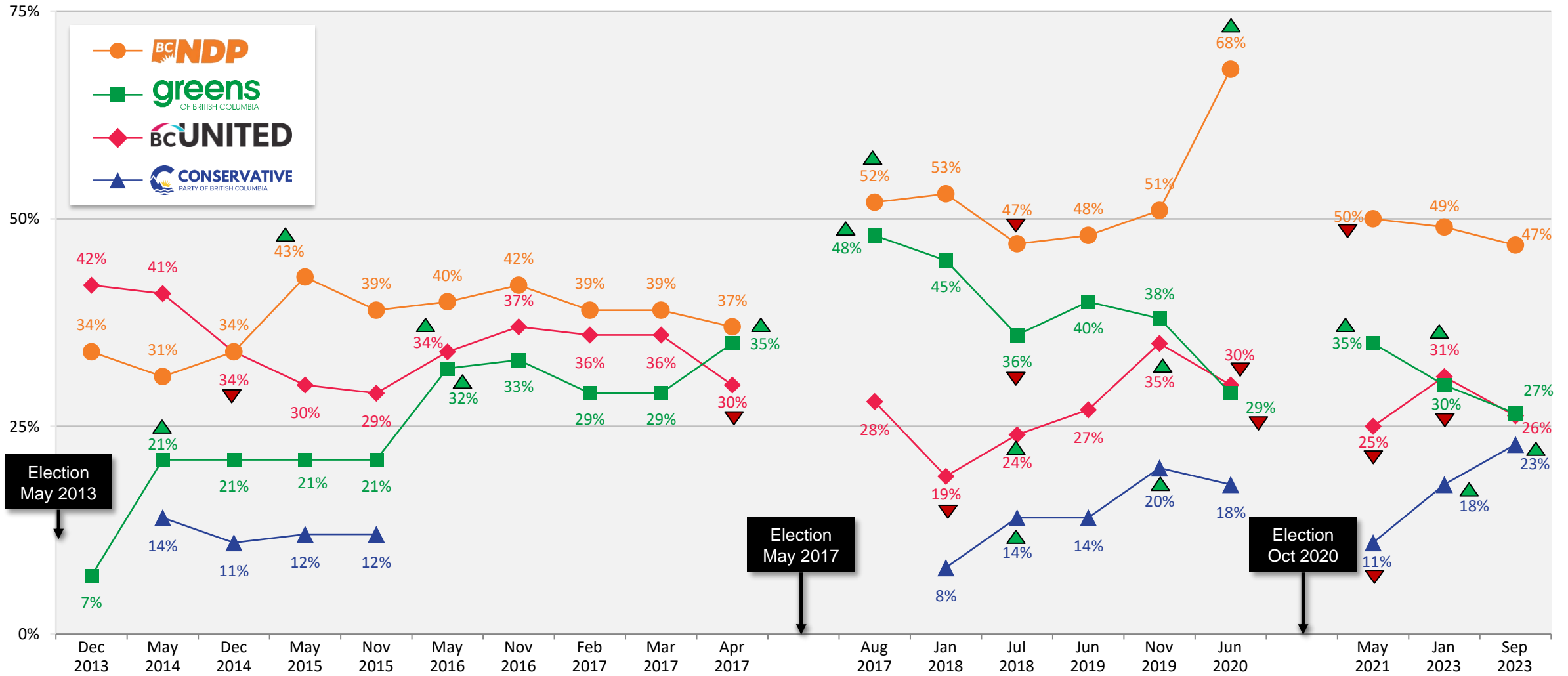
Fursteneau's approval rating continues to drop from the high recorded two years previous, and a lack of familiarity continues to be an issue for her (39% were not able to provide an answer). Falcon likewise suffers from a lack of recognition – 31% did not know enough about him to provide a rating. Of those that did, only 26% approved of his performance as leader.

Newcomer John Rustad received the lowest approval rating at 23%; a slight increase from the 18% approval recorded last wave by ex-leader Trevor Bolin. Rustad received by far the lowest level of understanding, with 42% unable to provide him with a rating.

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

# LEADER APPROVAL RATING

## Longer Term Tracking



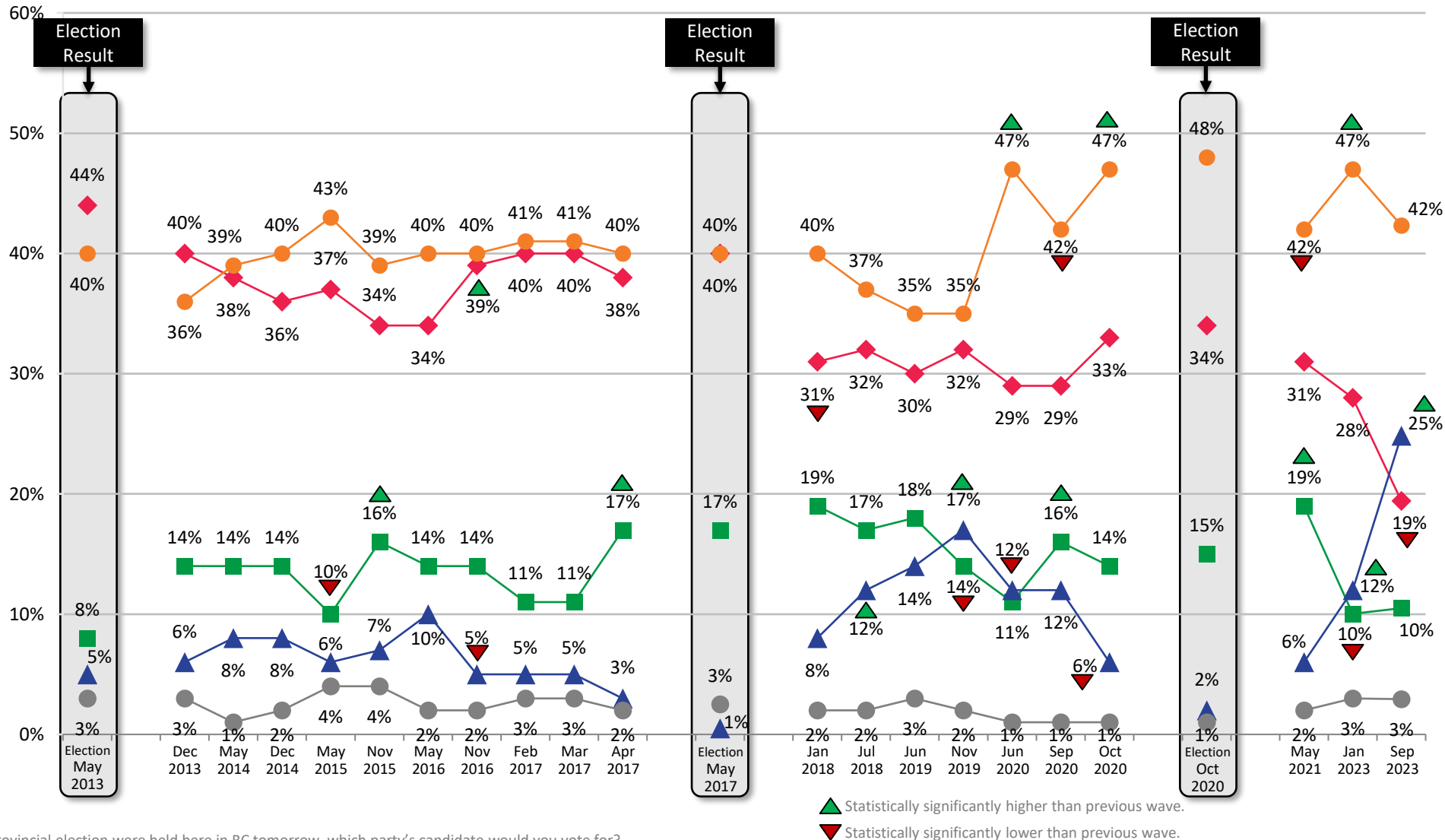
▲ Statistically significantly higher than previous wave.  
▼ Statistically significantly lower than previous wave. 11

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?  
Base: All respondents (n = 1,001)



## PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)



NDP voting intention appears to have fallen slightly since the last wave, though they still lead all parties by a strong margin.

Support for the BC Conservatives Party has increased massively since Jan 2023, with the party having its highest voting intention level since the tracker began.

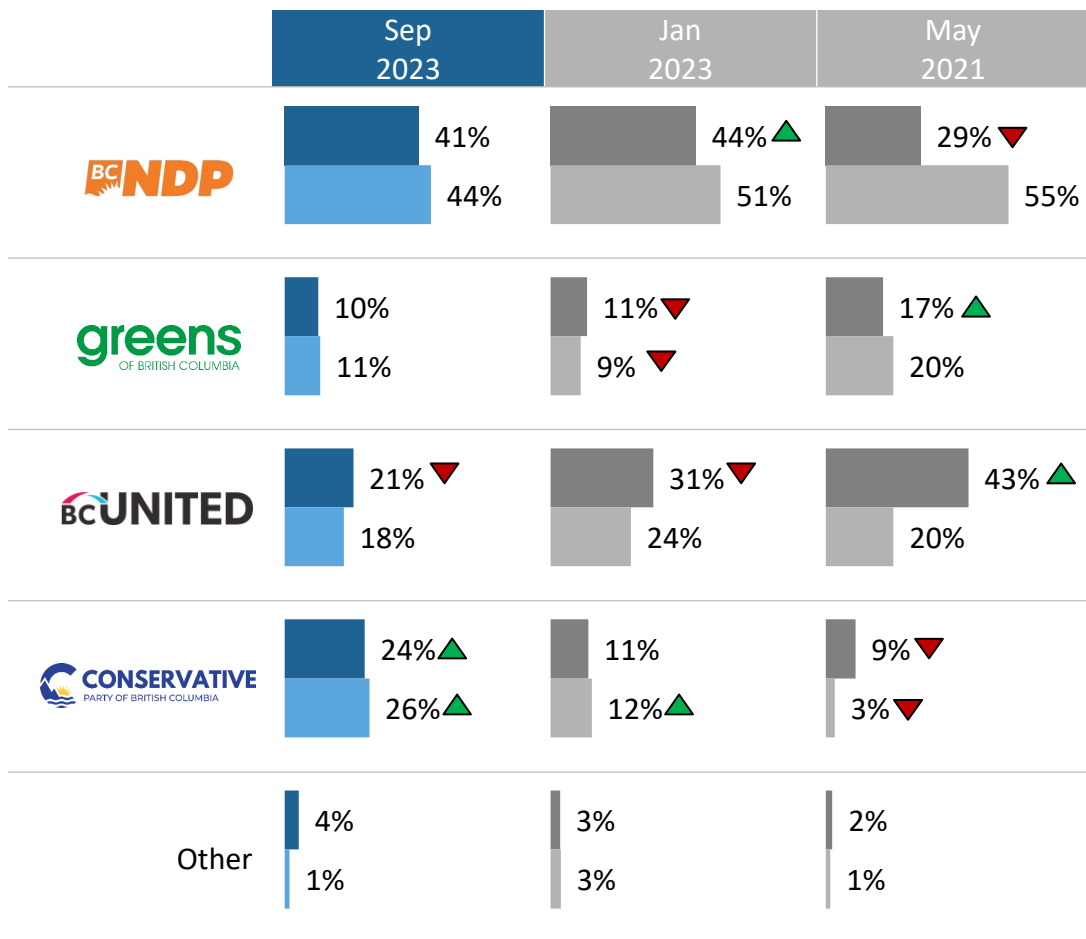
BC United voting intention has declined significantly since Jan 2023 despite the name change, and the party has fallen into third place behind the Conservative Party.

The BC Green Party saw similar results to last wave in terms of voting intention, with their overall voting intention levels sitting well below the high-point recorded in May 2021.

If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?  
 Base: Decided voters (Weighted: n= 709 ; Unweighted: n= 722)

## PROVINCIAL VOTING INTENTIONS x GENDER

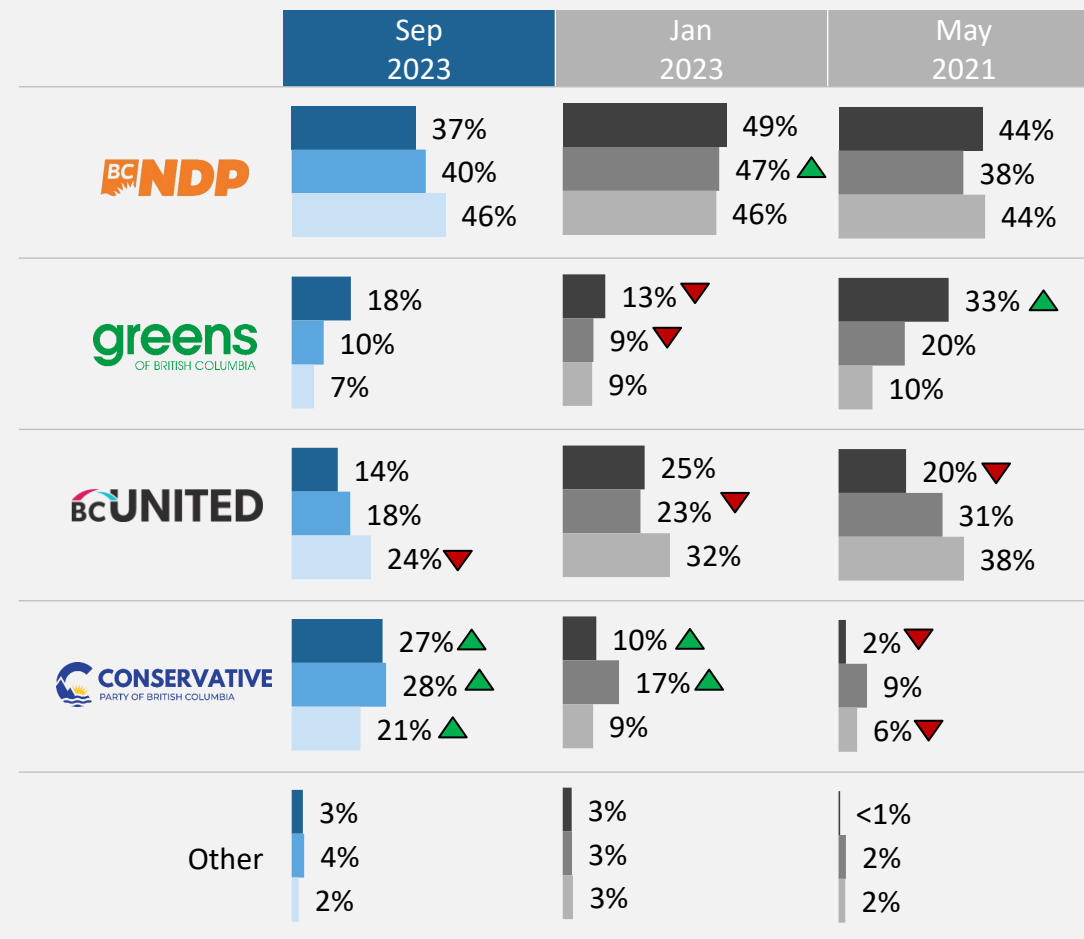
(Among Decided Voters)



■ Male  
■ Female

## PROVINCIAL VOTING INTENTIONS x AGE

(Among Decided Voters)

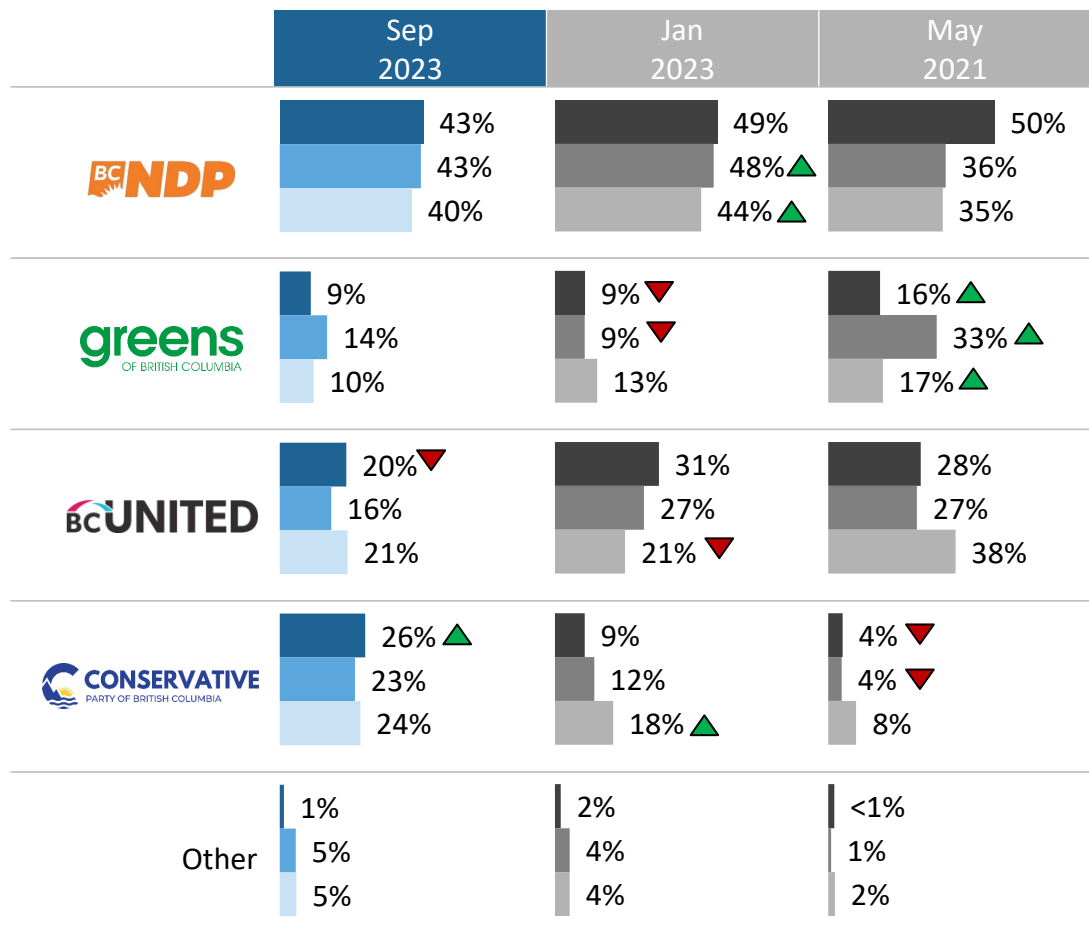


■ 18-34  
■ 35-54  
■ 55+

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

# PROVINCIAL VOTING INTENTIONS x REGION

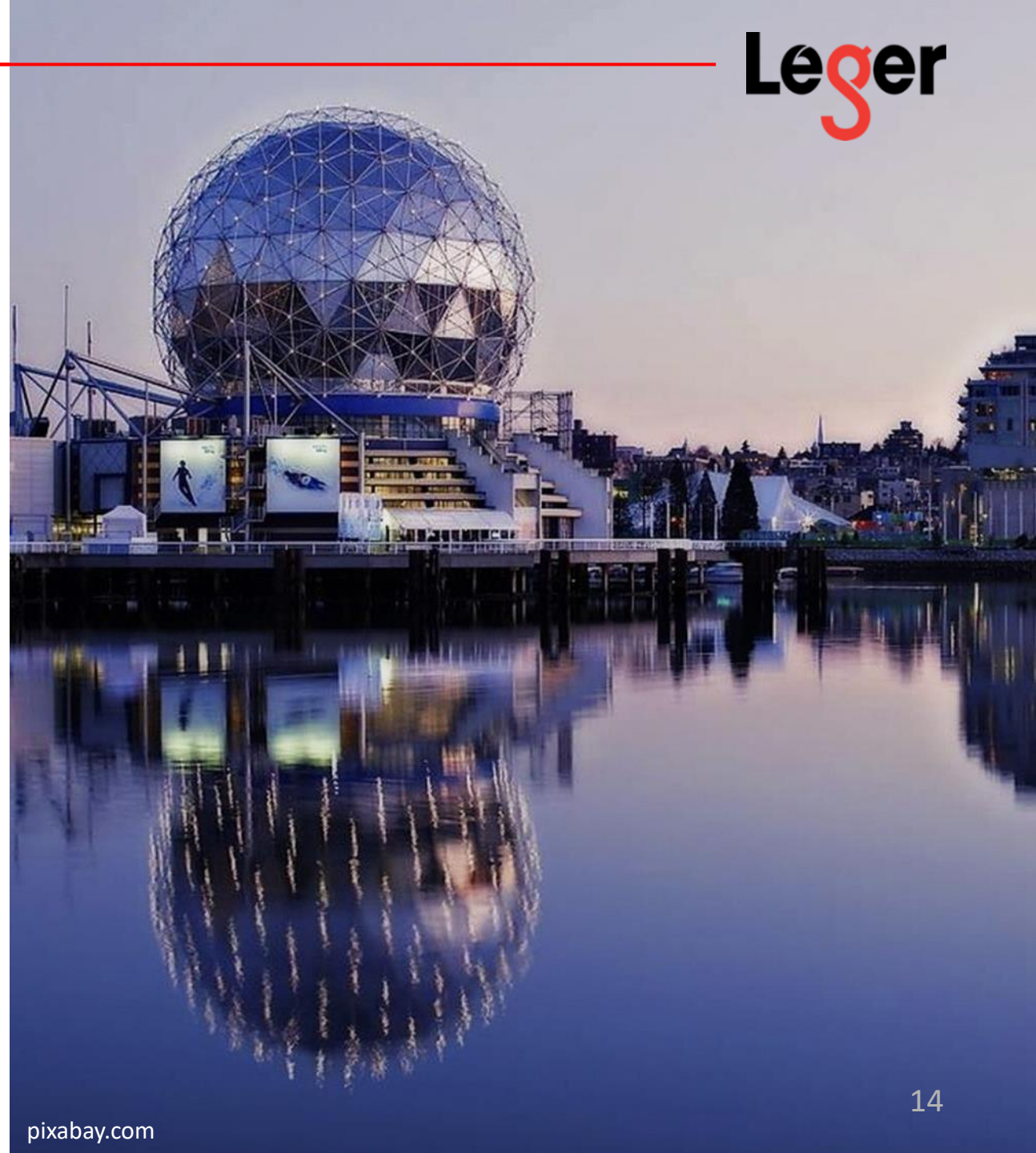
(Among Decided Voters)



▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

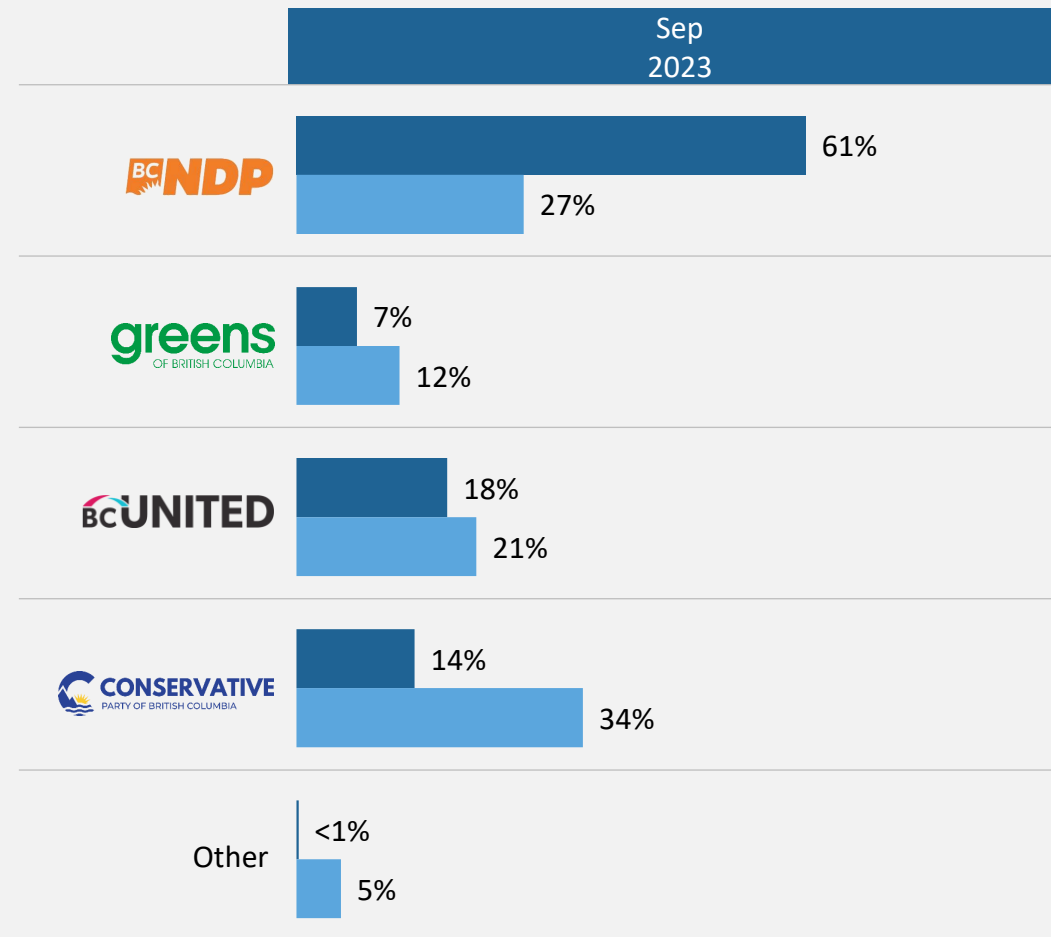
■ Metro Van  
■ Van Island  
■ Rest of BC





# PROVINCIAL VOTING INTENTIONS x CURRENT TRAJECTORY OF BC

(Among Decided Voters)



■ BC is going in the right direction  
■ BC is off on the wrong track

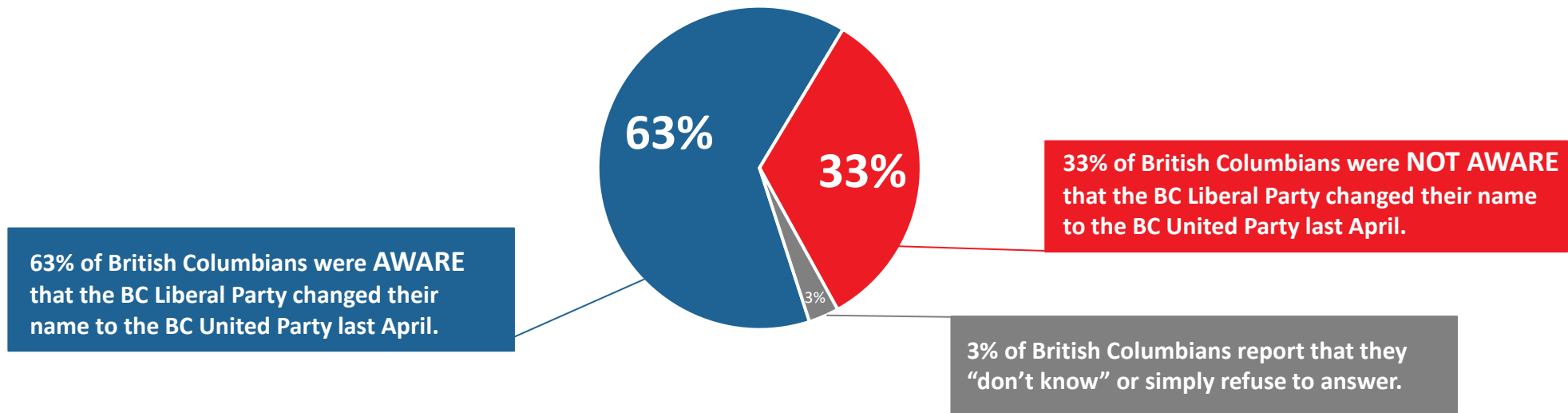
If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?  
 Base: Decided voters (Weighted: n= 709 ; Unweighted: n= 722)

# AWARENESS OF NAME-CHANGE FROM BC LIBERAL PARTY TO BC UNITED PARTY

Nearly two-thirds of British Columbians were aware that the BC Liberal Party changed their name to the BC United Party last April.

Those residing in Metro Vancouver and on Vancouver Island, those aged 55+, and males are significantly more likely to report being aware of the name change.

Those residing outside of Metro Vancouver and Vancouver Island, those aged 18-54, and females are significantly more likely to report not being aware of the name change.



	TOTAL	GENDER		AGE			VOTING INTENTION				
		Male	Female	18-34	35-54	55+	BC NDP	BC United	BC Green Party	Conservative Party of BC	Other
Weighted n=	1,001	481	520	256	321	424	300	138	74	176	21
Unweighted n=	1,001	473	528	171	320	510	346	117	79	164	16
<b>Aware</b>	<b>63%</b>	72%▲	55%▼	49%▼	54%▼	79%▲	72%▲	78%▲	64%	58%▼	54%
<b>Not aware</b>	<b>33%</b>	26%▼	40%▲	48%▲	41%▲	19%▼	26%▼	20%▼	36%	40%▲	46%

Prior to this survey, were you aware that the BC Liberal Party led by Kevin Falcon changed their name to the BC United Party last April?  
Base: All respondents

▲ Statistically significantly higher than comparison group(s).  
▼ Statistically significantly lower than comparison group(s). 16

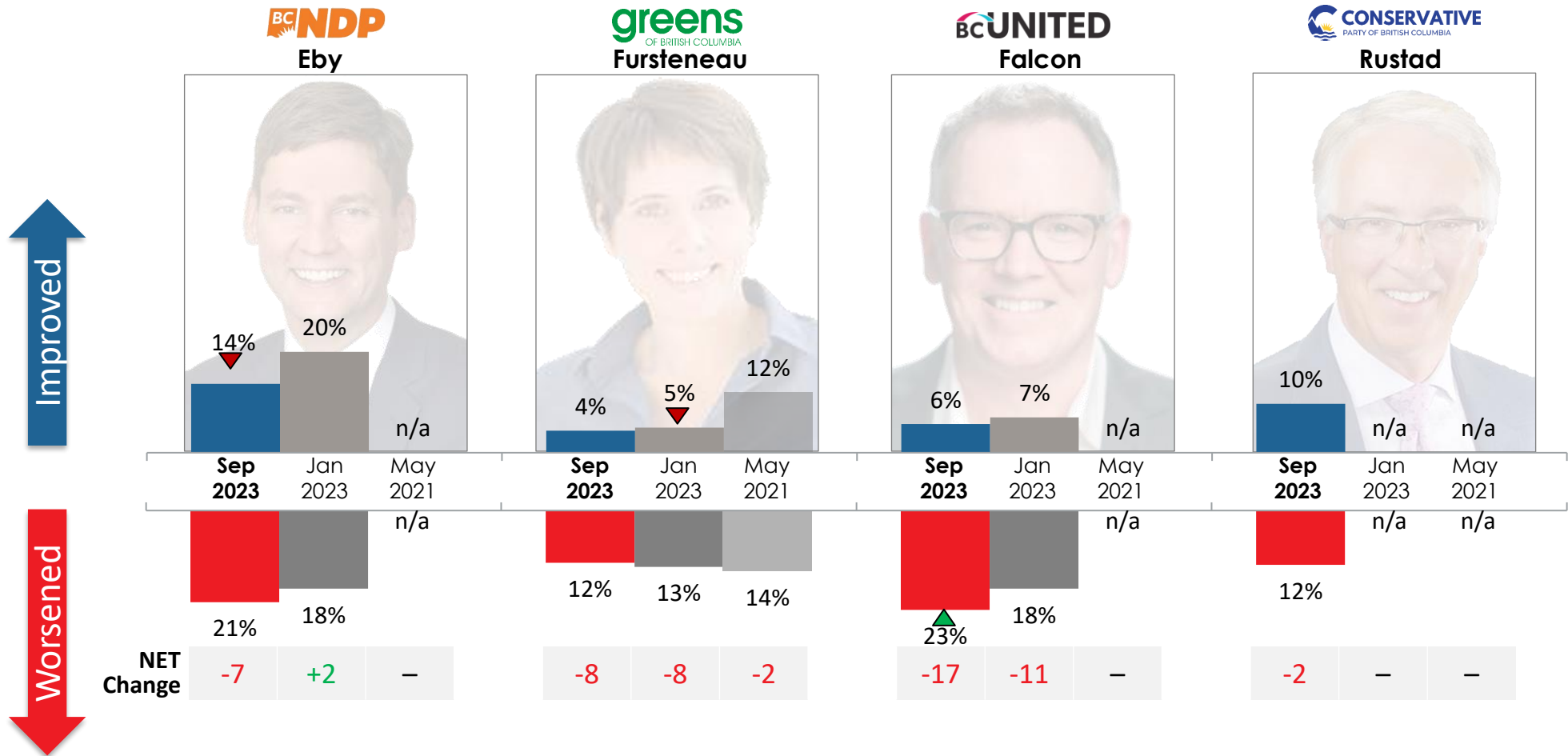
# CHANGE IN OPINION OF LEADERS

Public opinion of Premier David Eby has worsened since Jan 2023, with significantly fewer British Columbians reporting an improved opinion of the leader than in the last wave.

All four party leaders reported negative NET change in opinion over the last six months, with the BC United party leading this drop in NET opinion.

A significantly greater number of British Columbians reported a worsened opinion of Kevin Falcon in Sep 2023 than in Jan 2023.

New Conservative Party leader John Rustad received the second highest rate of improved opinion amongst all party leaders and tied for the lowest rate of worsened opinion.



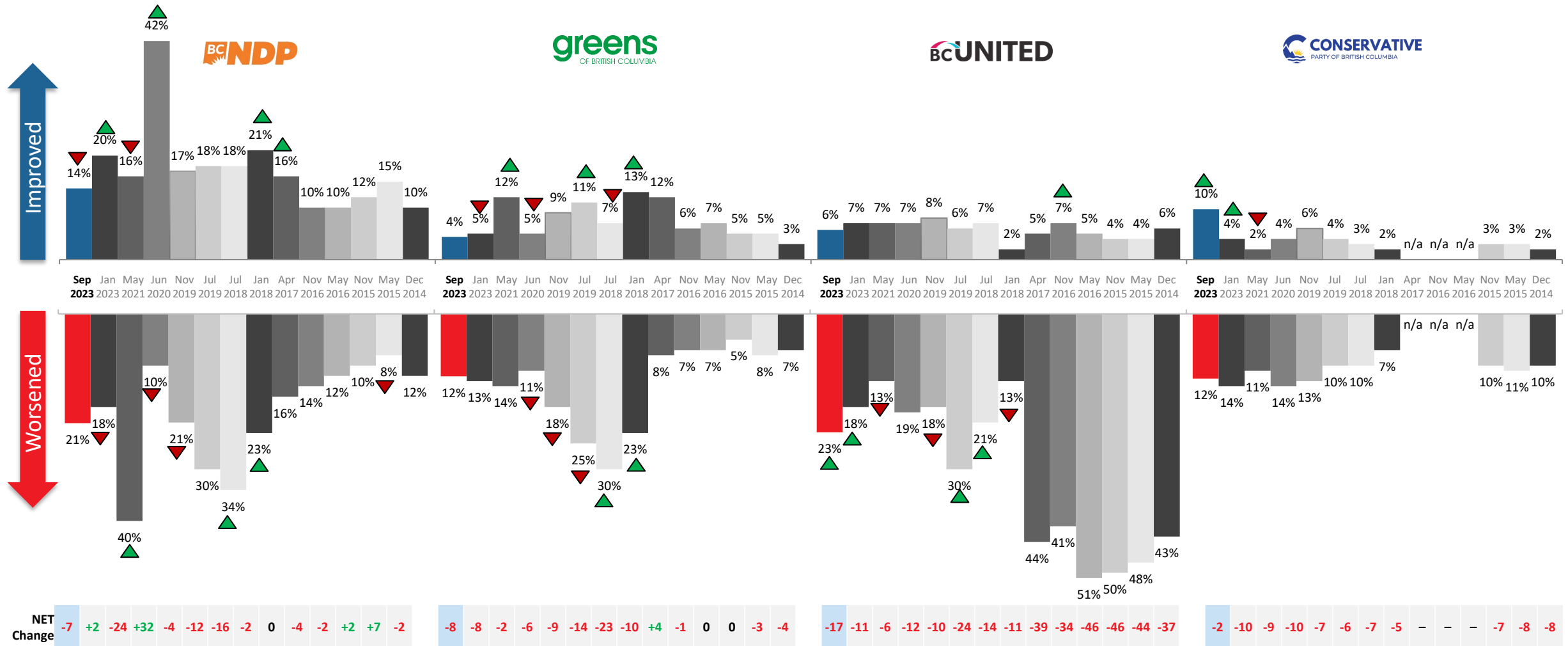
Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?  
Base: All respondents (n= 1,001)

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



# CHANGE IN OPINION OF LEADERS

## Longer Term Tracking of Parties

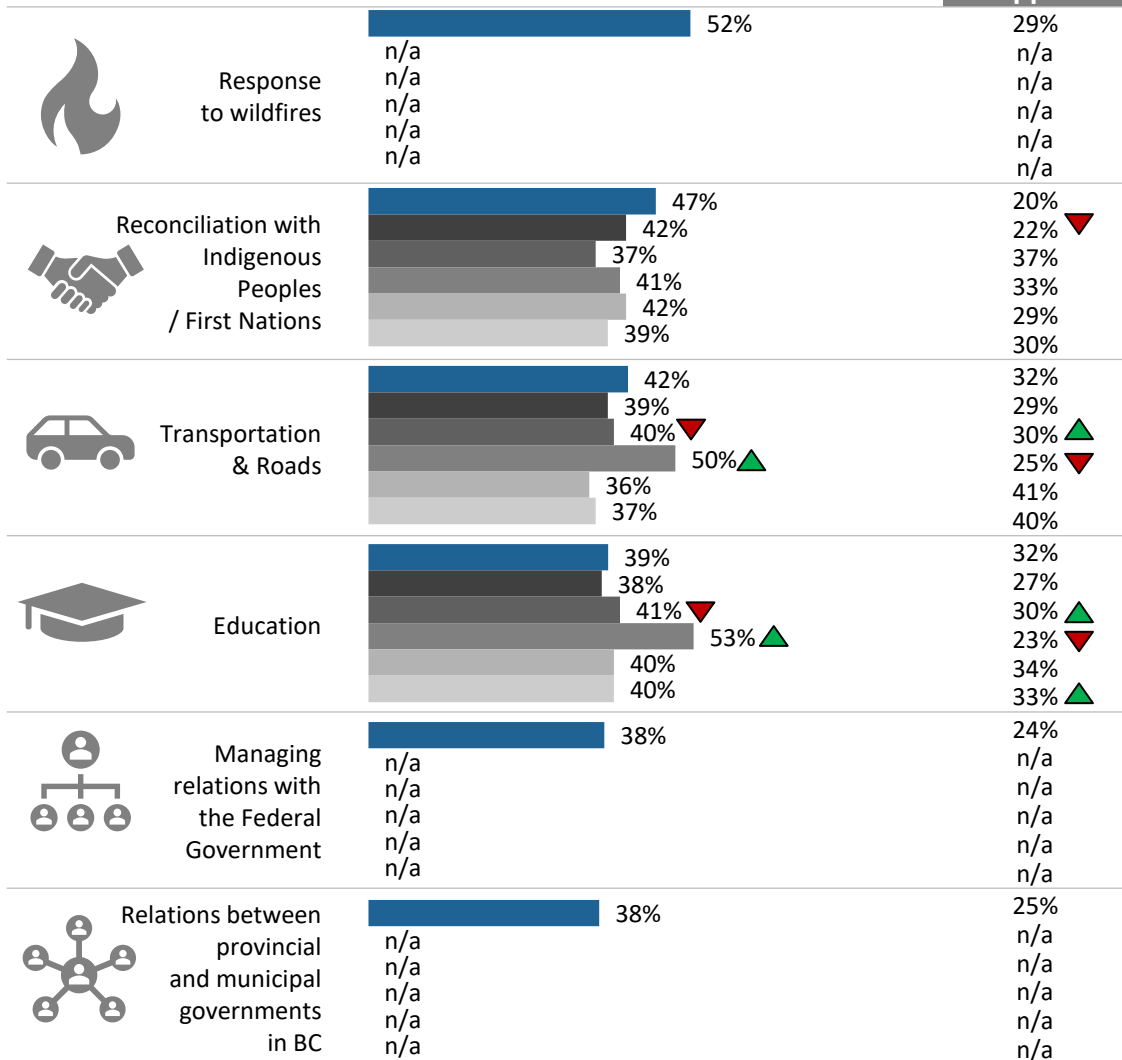


▲ Statistically significantly higher than previous wave.  
 ▼ Statistically significantly lower than previous wave. 18

Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?  
 Base: All respondents (n= 1,001)

# APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES

Disapproval



▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.

\*Wording change from "handling relations with" to "reconciliation with" in Jan 2023.

\*\*Wording changed to add "& roads" in Sep 2023

Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues?

Base: All respondents (n= 1,001)

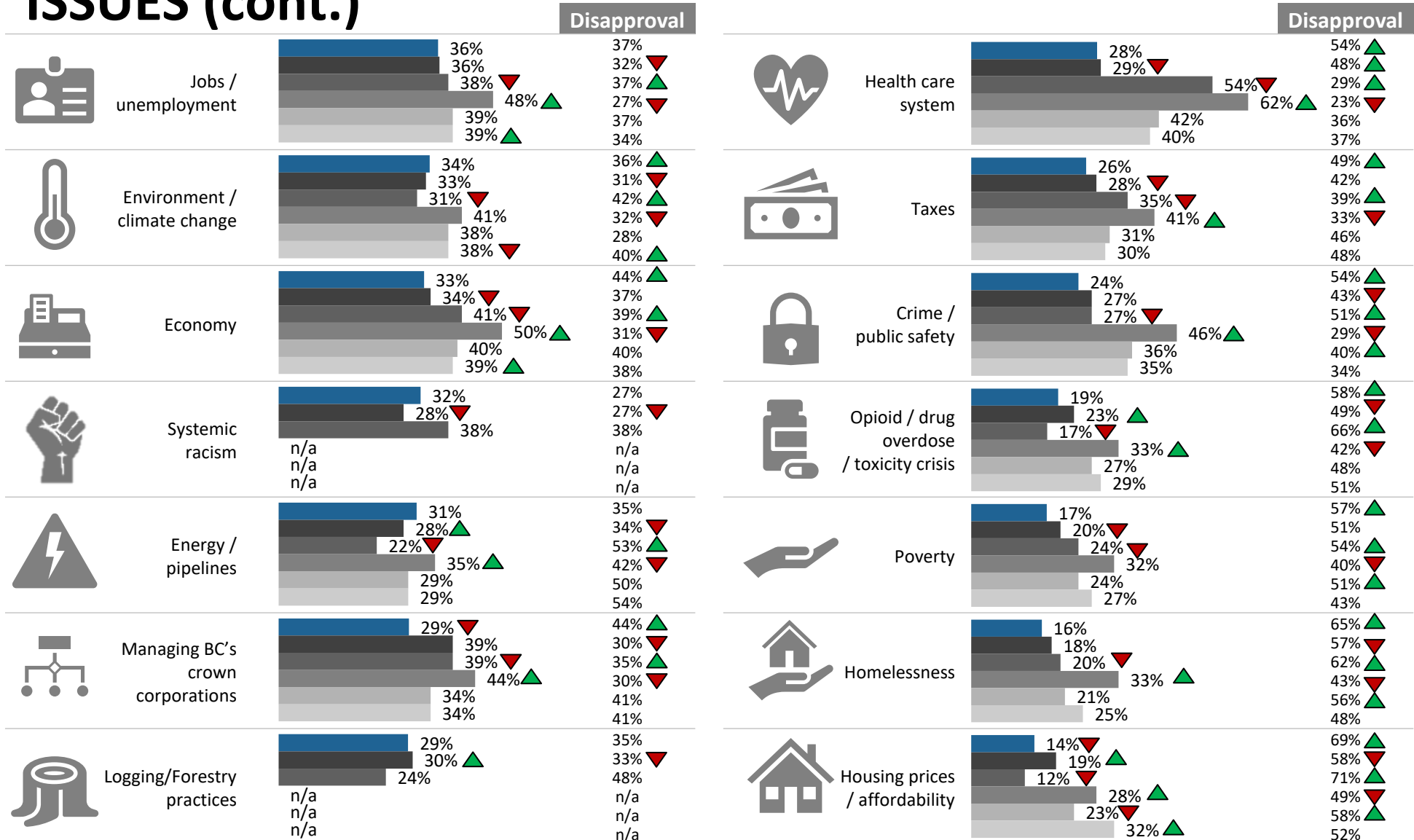


Trends in approval ratings for the NDP government are relatively consistent with Jan 2023 results, with the management of BC's crown corporations and housing prices/affordability being the only issues to experience significant drops in approval ratings since January.

The government's response to the BC wildfires received the highest approval ratings among all issues, whereas their handling of housing prices/affordability received the highest level of disapproval.

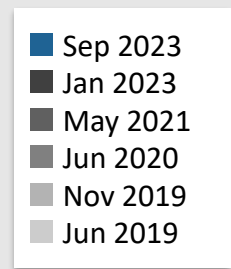
- Sep 2023
- Jan 2023
- May 2021
- Jun 2020
- Nov 2019
- Jun 2019

## APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES (cont.)



The way Eby's government has handled the BC healthcare system has received an increasing level of disapproval since Jun 2020, with levels more than doubling since in that period.

The government's efforts in addressing the opioid/drug crisis, crime/public safety, and homelessness have experienced fluctuating levels of approval since Jun 2019, but overall, disapproval with how the government is handling these issues has been trending upwards since that time.



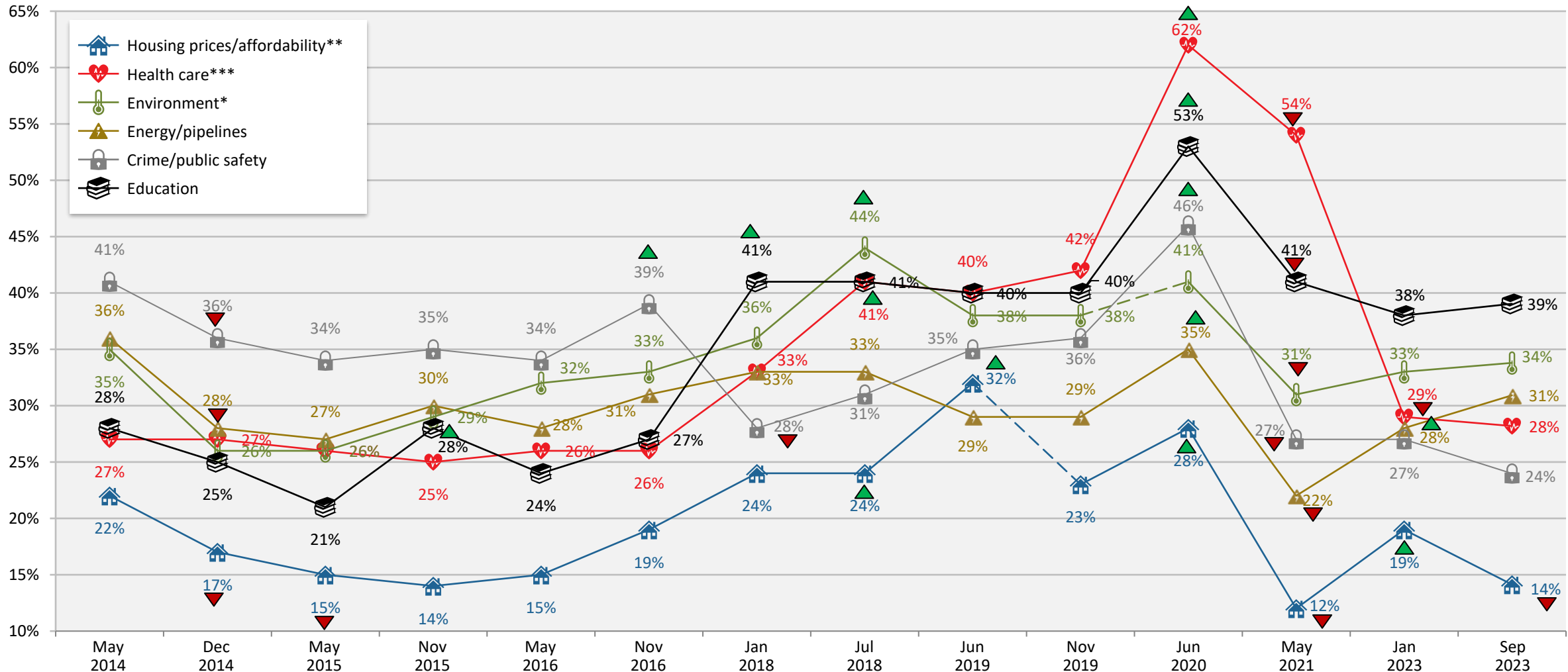
\*Wording change from "racism" to "systemic racism" in Jan 2023. \*\*Wording change from "Health care" to "Health care system" in Sep 2023  
 Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues?  
 Base: All respondents (n = 1,001)

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



# APPROVAL RATING OF CURRENT GOVERNMENT ON KEY ISSUES

## Longer Term Tracking



\*Wording change from environment in 2018 to environment/climate change in 2019.

\*\* Wording change from housing/ poverty/ homelessness to housing prices/affordability in July 2018.

\*\*\*Wording change from health care to health care system in Sep 2023.

Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues?

Base: All respondents (n= 1,001)

▲ Statistically significantly higher than previous wave.

▼ Statistically significantly lower than previous wave.



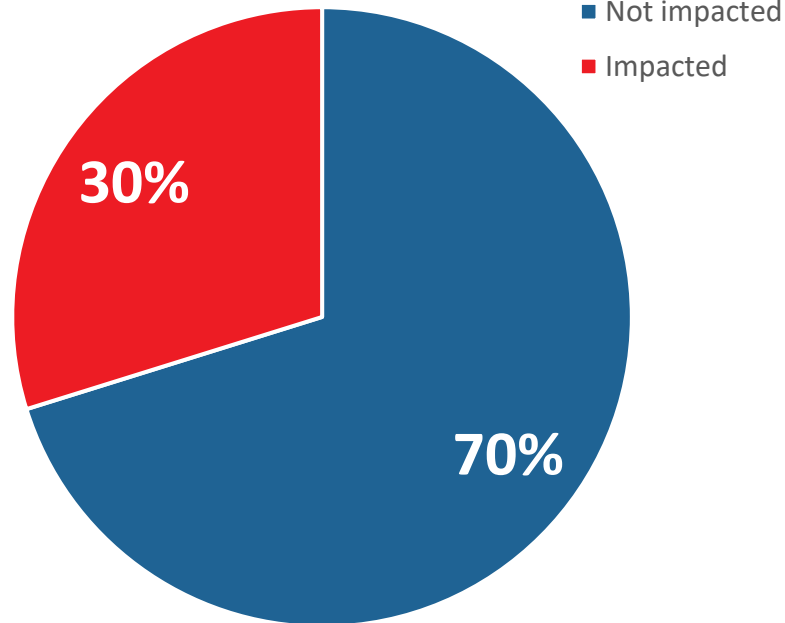
# BC WILDFIRE IMPACTS

While less than a third of British Columbians report being affected by the BC wildfires when asked plainly, just less than six in ten reported different ways that the wildfires have impacted them when aided.

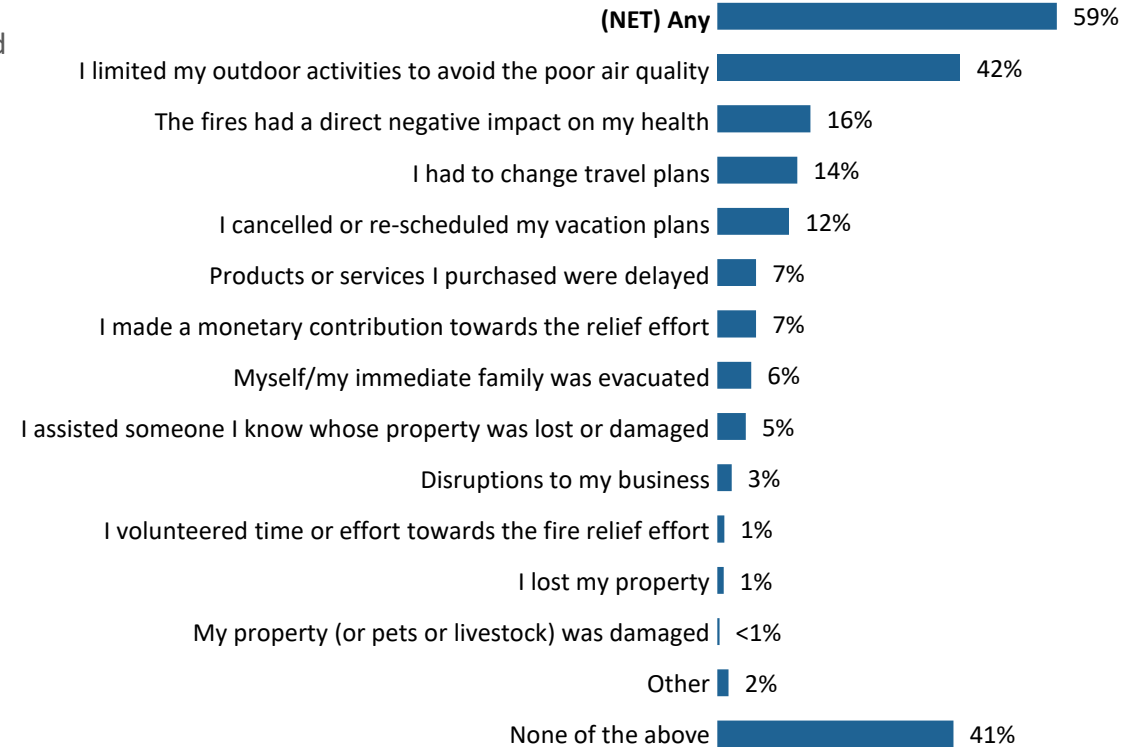
More than four in ten British Columbians reported that they limited their time outdoors to avoid the poor air quality, while nearly two in ten reported direct negative impacts on their health.

Those aged 18-34 and those located outside of Metro Vancouver and Vancouver Island were more likely to report that they were impacted by the wildfires without being aided by possible impacts.

## HAVE YOU BEEN IMPACTED?



## HOW HAVE YOU BEEN IMPACTED?



	TOTAL	GENDER		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Van	Van Island	Rest of BC
Weighted n=	1,001	481	520	256	321	424	542	172	287
Unweighted n=	1,001	473	528	171	320	510	500	216	285
<b>Impacted</b>	<b>30%</b>	32%	28%	42%▲	28%▼	24%▼	20%▼	25%▼	52%▲
<b>Not impacted</b>	<b>70%</b>	68%	72%	58%▼	72%▲	76%▲	80%▲	75%▲	48%▼

Have you been personally impacted (directly or indirectly) by the wildfires in BC this past summer? How have you been impacted by the wildfires?  
Base: All respondents

▲ Statistically significantly higher than subgroup  
▼ Statistically significantly lower than subgroup



DETAILED METHODOLOGY

125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
	35,000	101,090	154,200
	83,000	101,684	110,000
		101,962	89,000
		102,747	50,000
			68,700
			000

# WEIGHTED AND UNWEIGHTED SAMPLE

The following tables present the demographic distribution of respondents according to gender, region, age, and voting intention (among decided voters) before and after weighting.

		WEIGHTED	UNWEIGHTED
<b>Gender</b>		<i>1,001</i>	<i>1,001</i>
	Male	481	473
	Female	520	528
<b>Region</b>		<i>1,001</i>	<i>1,001</i>
	Metro Vancouver	542	500
	Vancouver Island	172	216
	Rest of BC	287	285
<b>Age</b>		<i>1,001</i>	<i>1,001</i>
	18 – 34	256	171
	35 – 54	321	320
	55+	424	510
<b>Voting Intention</b>		<i>709</i>	<i>722</i>
	BC NDP	300	346
	BC United	138	117
	BC Green Party	74	79
	Conservative Party of BC	176	164
	Other	21	16



ABOUT LEGER



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DIVERSE CLIENTS  
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MANDATES

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STRUCTURE

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ACCURATE  
POLLING FIRM  
IN CANADA

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INTELLIGENCE



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FROM  
RESEARCH  
TO INSIGHTS

LEGER  
ANALYTICS

SPECIALIZED  
STUDIES

DIGITAL  
EXPERTISE

INTERNATIONAL  
NETWORK

Last year, we conducted  
**5,626,037** online surveys and  
**249,523** telephone surveys.



# REAL-TIME SOLUTIONS

EXPLORE  
UX EXPERTISE

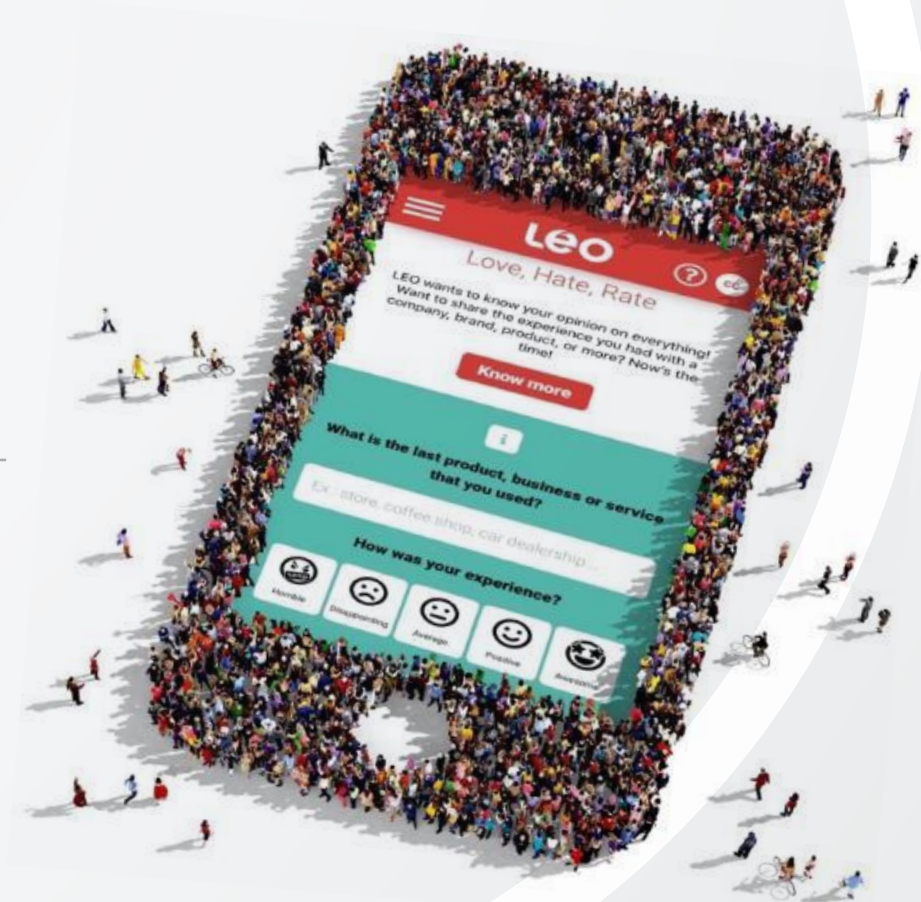
ENGAGE  
CMNTY

EXPERIENCE  
QUALTRICS PARTNERSHIP

EXCHANGE  
LEO MOBILE APP

Leger is the most innovative and cutting-edge polling, market research and analytics firm in Canada. We offer a variety of powerful real-time solutions that allow you to get better, smarter information more quickly.

LEO is the largest proprietary online panel in Canada, with over **400,000** members across North America.





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Panel management
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Online community management
- **Leger Digital**  
Digital strategy and user experience
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Worldwide Independent Network (WIN)

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**EMPLOYEES**



**185**  
**CONSULTANTS**



**8**  
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# Leger

*We know Canadians*

