

Report

**Government of British  
Columbia  
Report Card  
March 2024**

In partnership with:



**GLOBAL PUBLIC AFFAIRS**  
FROM INSIGHT TO IMPACT

DATE 4/4/2024



## 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 1,002, with fieldwork March 22-24, 2024.
  - 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, region, and education within the Province.
- Where available, results are compared to previous waves of research.

As British Columbia gears up for the October provincial election, the latest Leger polling data indicates a sustained, substantial lead for the BC NDP under the leadership of David Eby, with a robust 43% of support among decided voters. This reflects a stable support base, despite the increase in vote share from the BC Conservatives.

BC United faces a formidable challenge as it attempts to recover from a decline in poll standings now at 18%, while the BC Conservatives experience a notable surge in voter support, standing at 26%. The rise of the BC Conservatives from a marginal choice to a serious contender is particularly evident in Metro Vancouver where 28% of decided voters prefer the BC Conservatives compared to just 19% support for the BC United. Additionally, the BC Greens are holding steady at 11%. Despite these evolving dynamics, the BC NDP sustains a generous lead as the province moves closer to election day.

"The surge in support for the BC Conservatives underscores the shifting political landscape in British Columbia, with John Rustad's leadership resonating particularly strongly among voters in Metro Vancouver, pointing to a possible shift in seat distribution," said Nicole Brassard, Vice President of Global Public Affairs.

Pierre Poilievre's "Axe the Tax" campaign to eliminate the carbon tax at the federal level reveals significant support among 56% of British Columbians, while 29% oppose the campaign. This comes on the heels of a 3% decline in the environment as the most important voter issue.

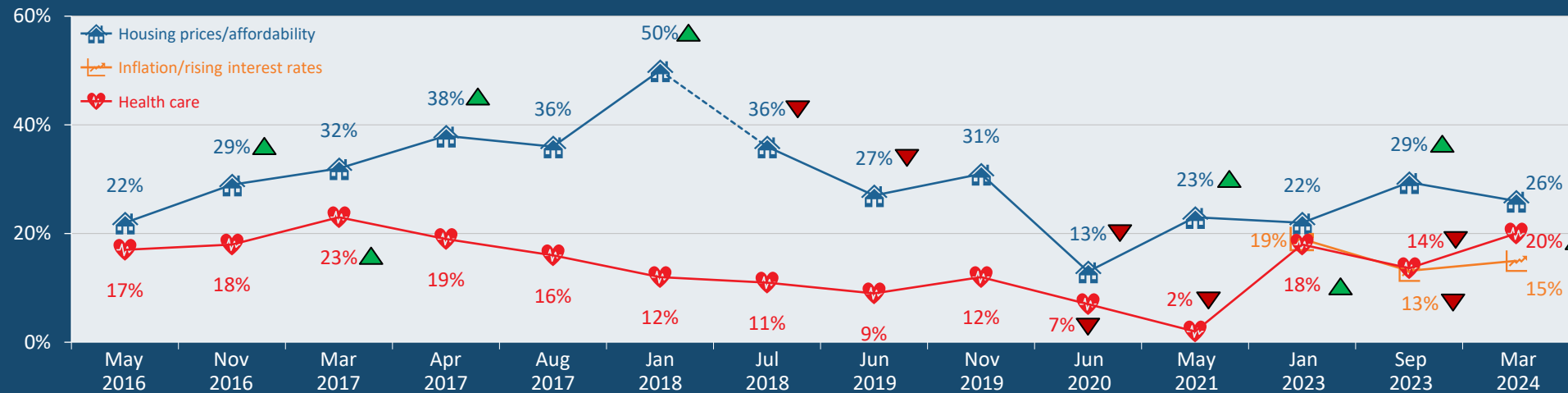
Housing affordability remains the top issue in B.C. (and has remained so since May 2016) followed by health care and inflation/rising interest rates, highlighting the current economic and social challenges facing the province. Notably, healthcare saw a 15% increase (from 40% to 55%) in total importance from September 2023 to March 2024 for those in the 55+ age group.



# DASHBOARD OF KEY METRICS

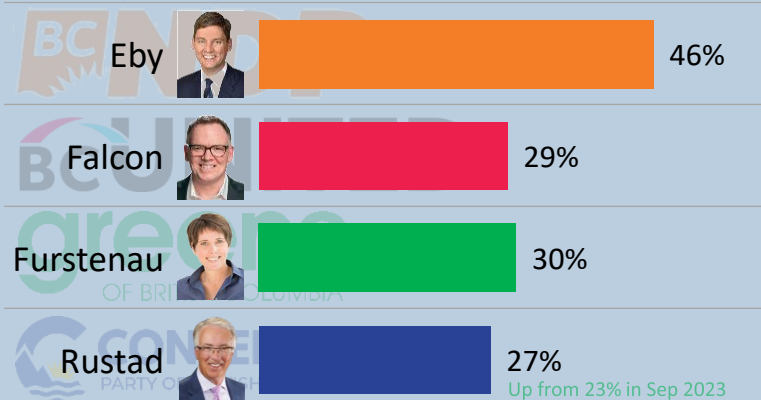
## Most Important Issue Facing BC

Housing affordability continues to be the most important concern amongst British Columbians. Concern about health care has increased significantly relative to Sep 2023, while concern regarding inflation/rising interest rates increased only slightly over the same period.



## Leader Approval Ratings

Approval ratings and opinion changes reveal Eby remains in a very strong position, despite the significantly increased levels of worsened opinion he has received of late. Conservative leader John Rustad continues the trend of increased approval ratings for his party.



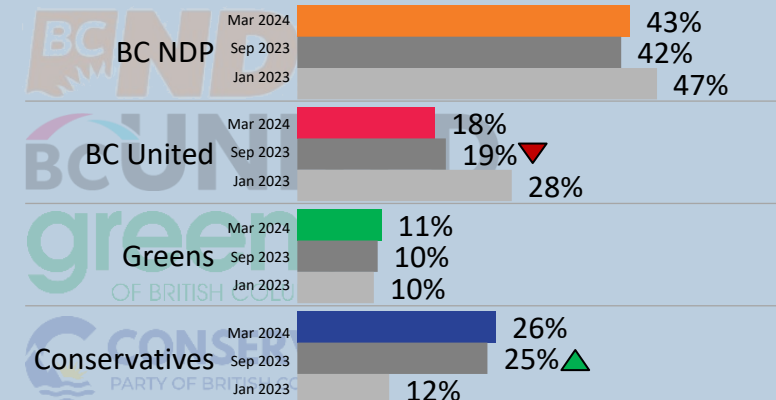
## Approval Ratings of Current Government on Key Issues

The current government's approval ratings for their handling of key issues have either stayed consistent or increased significantly in March 2024 – no significant decreases in approval or increases in disapproval occurred.

- Managing relations with the Federal Government
  - Environment / climate change
  - Managing BC's crown corporations
  - Crime / public safety
  - Housing prices / affordability
- TRENDING UP**
- Indigenous reconciliation
  - Transportation
  - Relations between provincial and municipal governments in BC
  - Jobs / unemployment
  - Education
  - Economy
  - Systemic racism
  - Energy/pipelines
  - Logging/forestry practices
  - Health care system
- STEADY**
- Taxes
  - Opioid / drug overdose / toxicity crisis
  - Poverty
  - Homelessness

## BC Voting Intentions

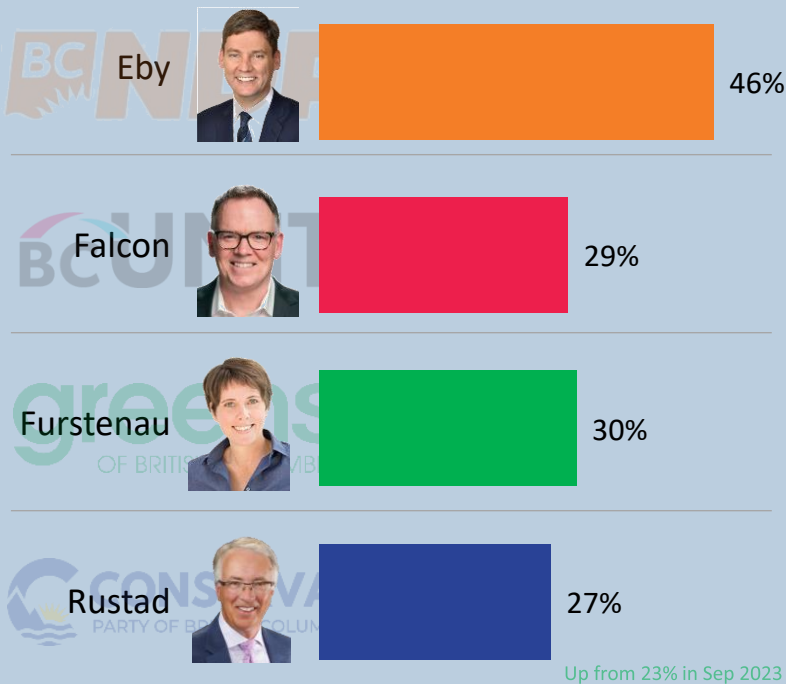
Voting intention for the current government is consistent with results from the last 2 waves, with the NDP still holding a strong lead. BC United continues their descent to a distant third place while the Conservative Party continues their gains, albeit at a slower rate.



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

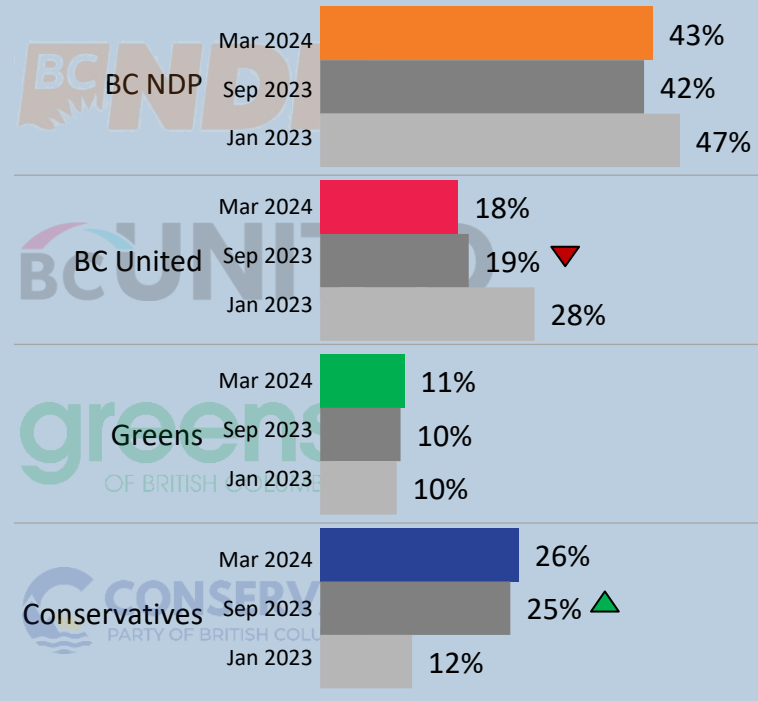
## Leader Approval Ratings

Approval ratings and opinion changes reveal Eby remains in a very strong position, despite the significantly increased levels of worsened opinion he has received of late. Conservative leader John Rustad continues the trend of increased approval ratings for his party.



## BC Voting Intentions

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## Key Findings

- The BC NDP have a comfortable lead at 43%, BC Conservatives 26%, BC United 18%, and BC Greens 11%.
- Support for the BC Conservatives continues to hold and leader approval ratings of Rustad have steadily risen.
- Notably, the BC Conservatives outperform the BC United in Metro Vancouver (28% to 19%) among decided voters.
- Those aged 35-54 are significantly more likely to believe that the province is off on the wrong track relative to those aged 55+.
- Housing affordability remains the top issue in B.C. (and has remained so since May 2016) and is followed by healthcare and inflation/rising interest rates. Healthcare is more likely to be chosen as the most important issue in March 2024 relative to September 2023.
- Over half of British Columbians support Pierre Poilievre’s “axe the tax” campaign that aims to eliminate the carbon tax at the federal level, while less than three-in-ten oppose the plan.

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





# Detailed Findings

## CURRENT TRAJECTORY OF BC

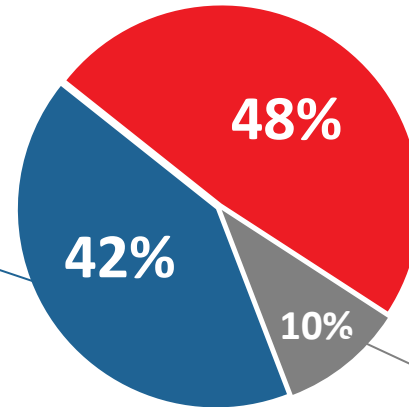
Just less than half of British Columbians believe that the province is currently off on the wrong track, whereas just above four-in-ten are positive about the direction the province is going.

Males and those aged 55+ are significantly more likely to hold positive views about the direction of the province.

Those aged 35-54 are significantly more likely to believe that the province is off on the wrong track relative to those aged 55+.

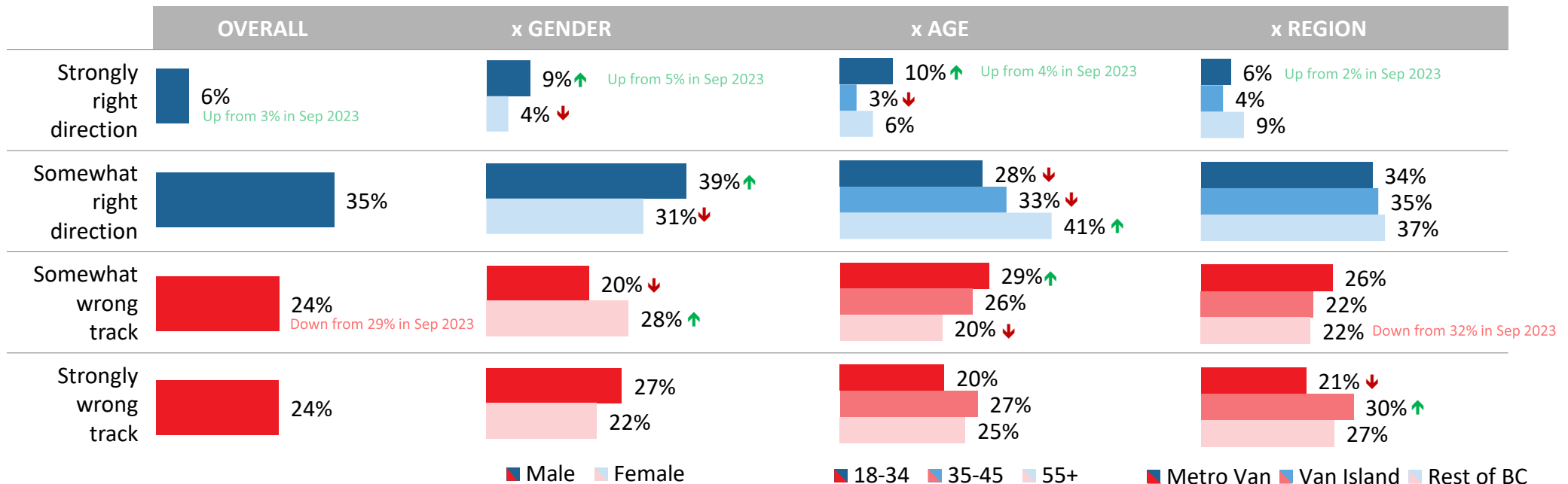
**42%** of British Columbians believe that things in the province are going in the right direction, up directionally from 38% in September 2023

Those aged 55+ and males are significantly more likely to hold this view



**48%** of British Columbians believe that things in the province are off on the wrong track, down directionally from 52% in September 2023.

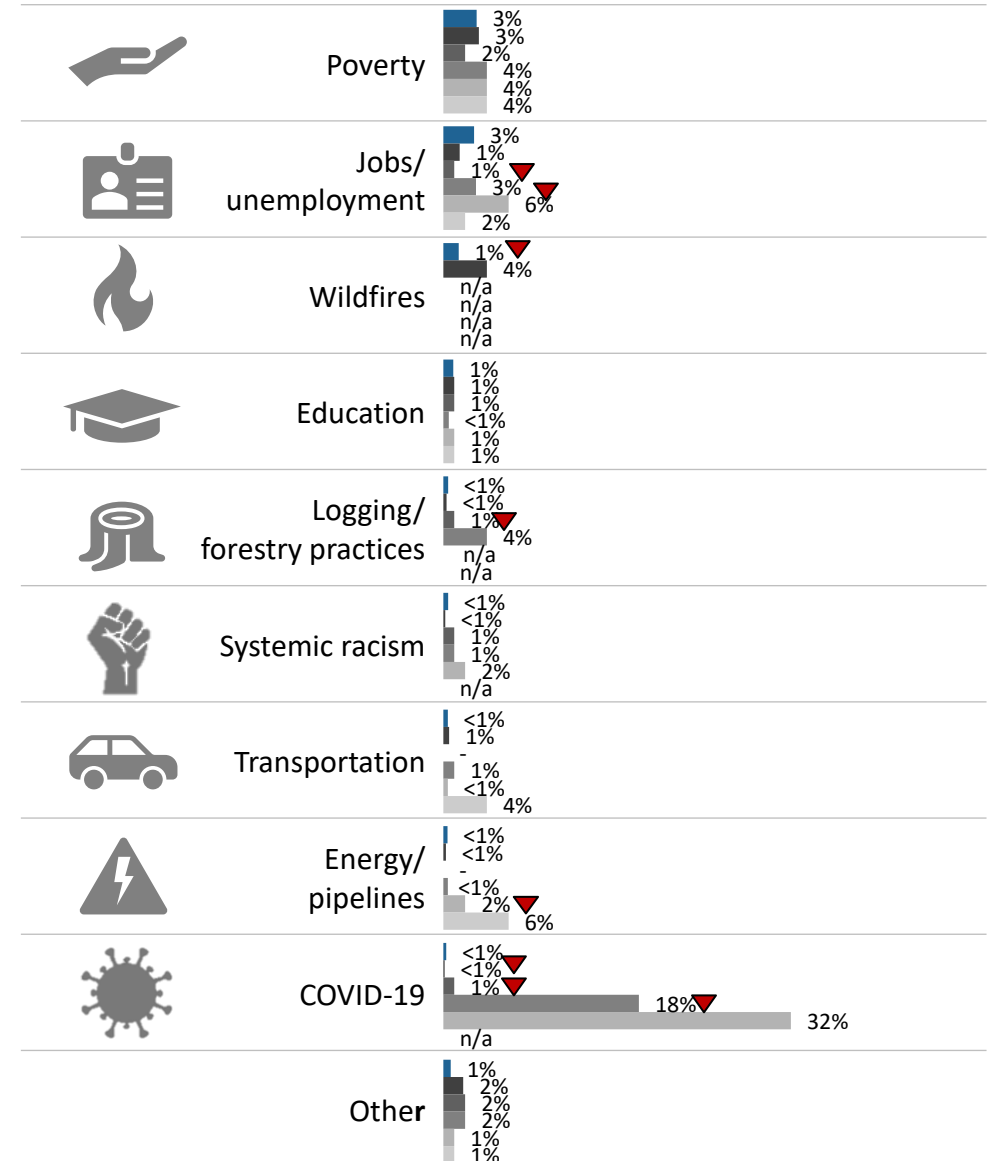
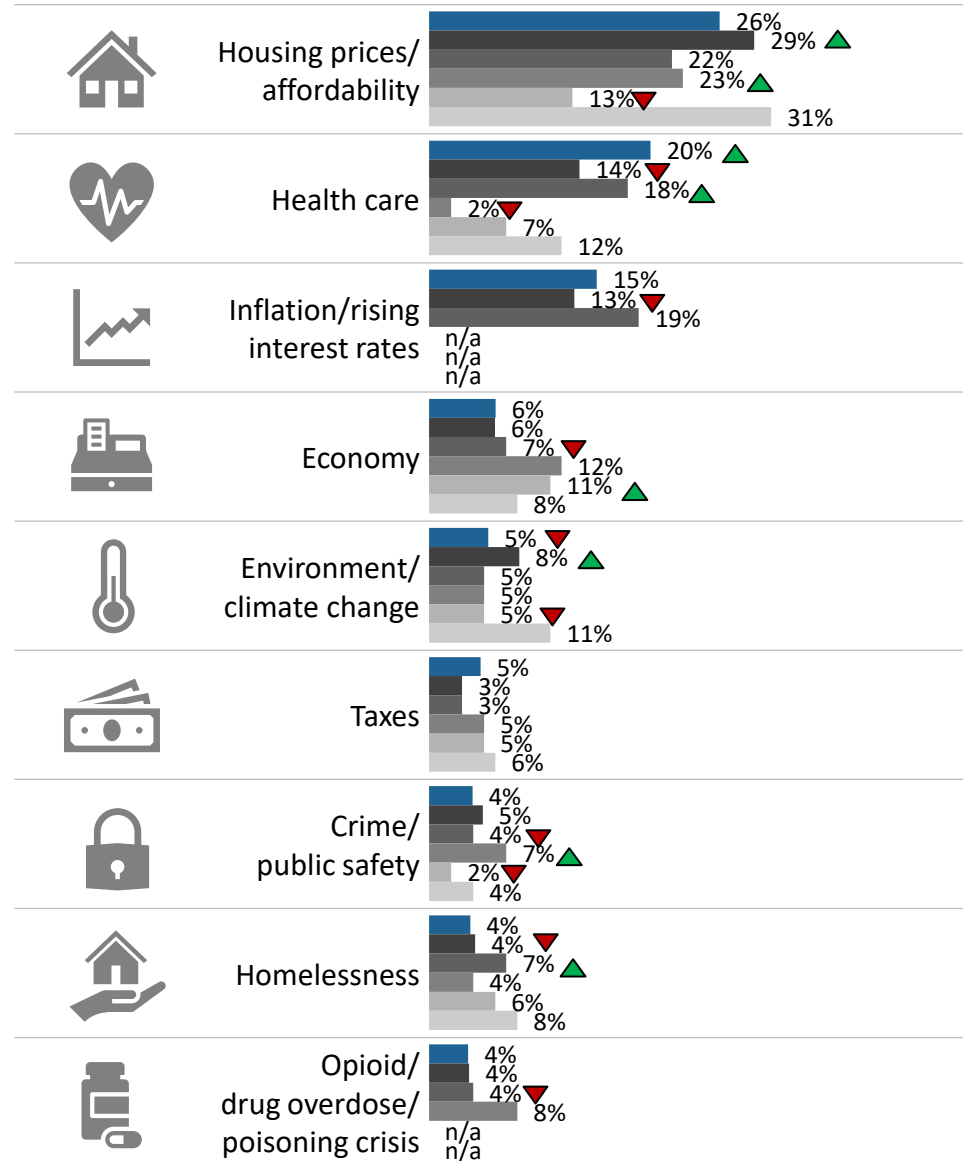
**10%** of British Columbians report that they "don't know" or simply refuse to answer.



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= 1,002)

↑ 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 and is followed by health care and inflation/rising interest rates. Health care is more likely to be chosen as the most important issue in March 2024 relative to September 2023.

Outside the top 3 mentions; environment/climate change and wildfires are less likely to be reported as most important in March 2024 relative to September 2023.



\*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= 1,002)

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

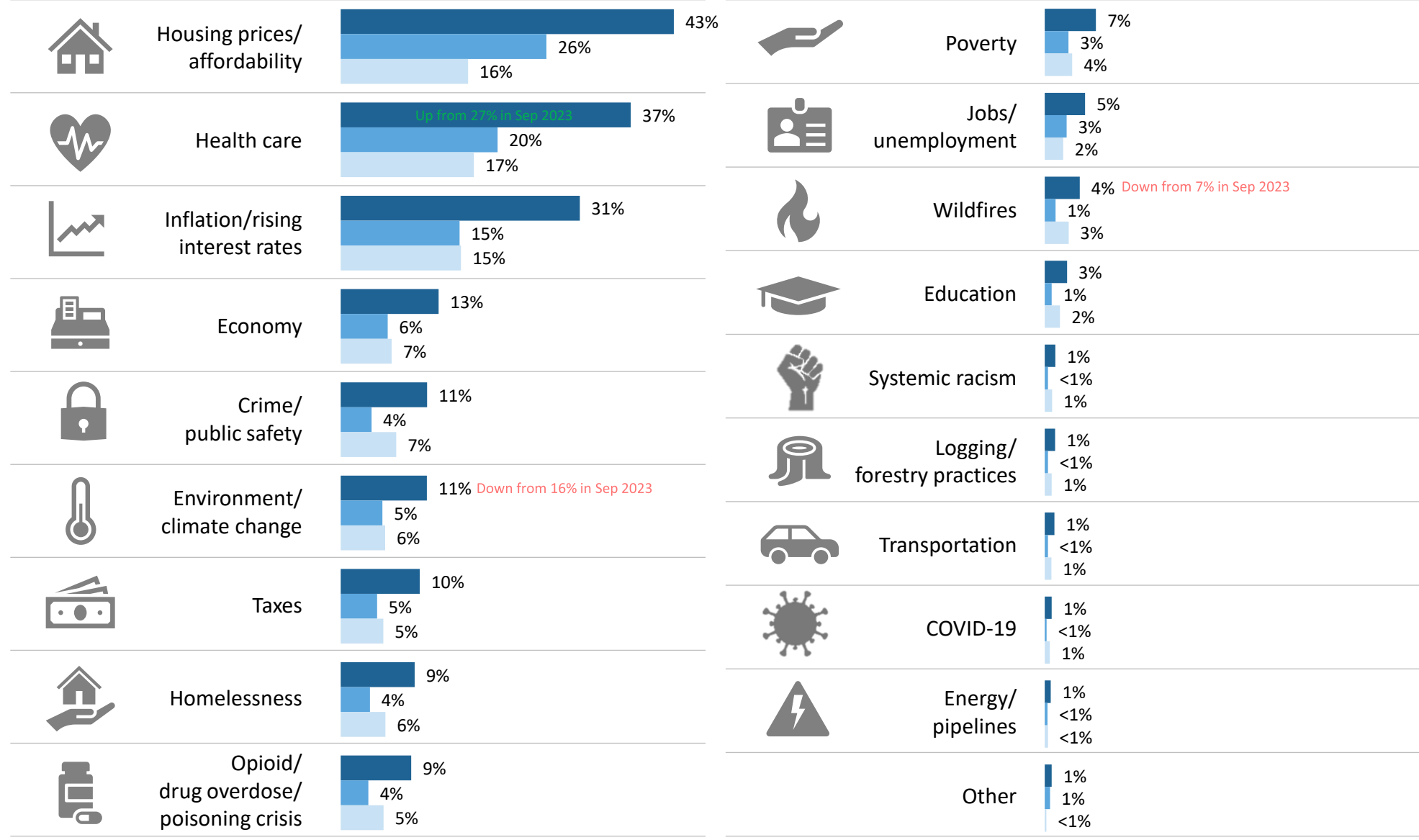
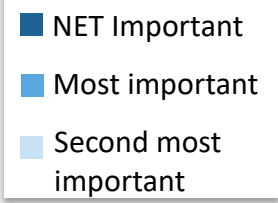


# BC ISSUES – TOTAL IMPORTANCE: AIDED



Housing affordability remains the top issue in BC with more than four-in-ten respondents reporting it as the first or second most important issue the province is currently facing.

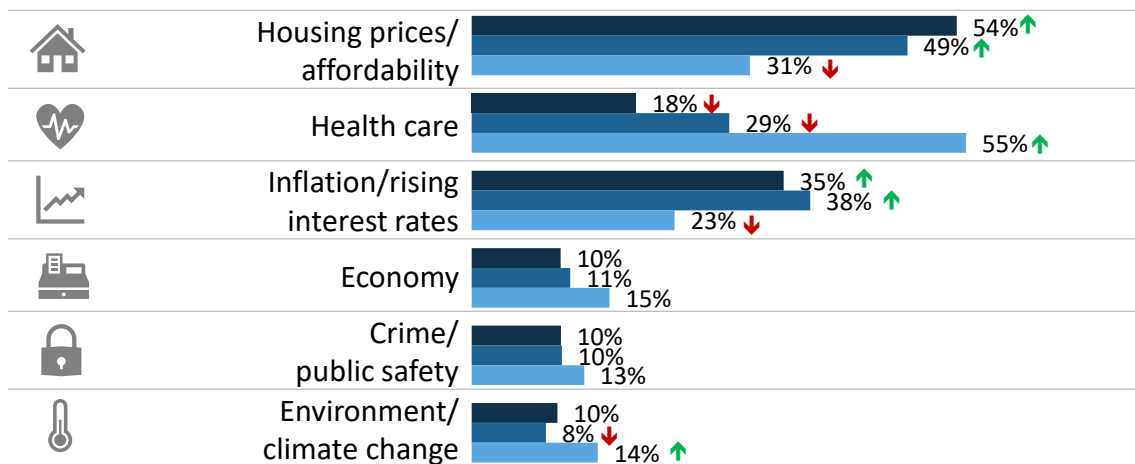
Health care and inflation/rising interest rates are also important issues in BC, with nearly four-in-ten citing health care and just under a third citing inflation/rising interest rates as top 2 issues.



In your view, what is the most important issue facing British Columbia today? What is the second most important issue?  
Base: All respondents (n= 1,002)

## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

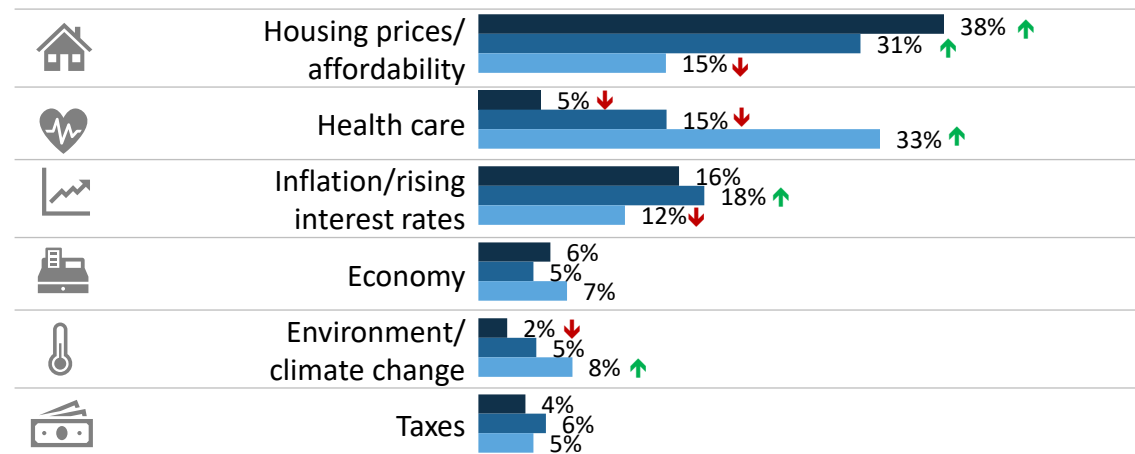
AIDED x **AGE** (Mar 2024)



## TOP 6 BC ISSUES – MOST IMPORTANT:

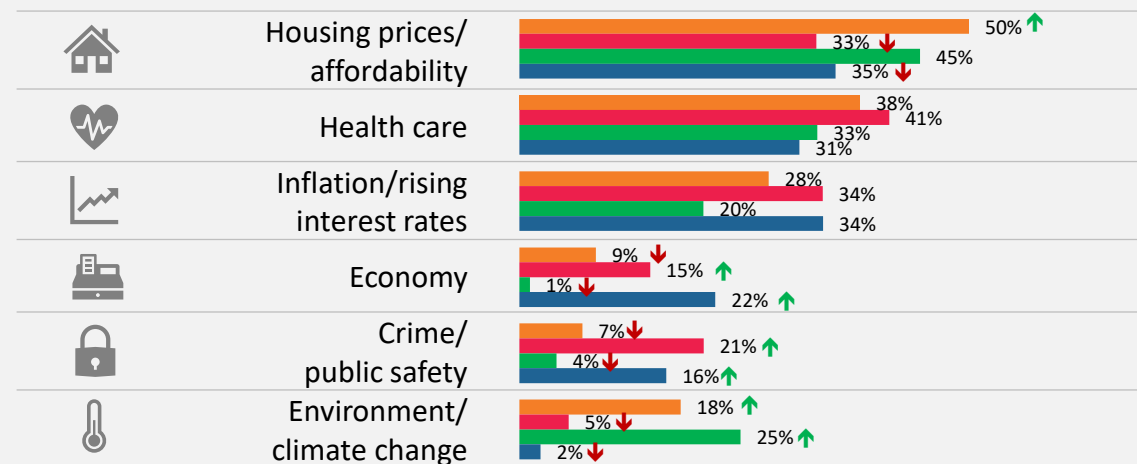
AIDED x **AGE** (Mar 2024)

■ 18-34  
■ 35-54  
■ 55+



## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

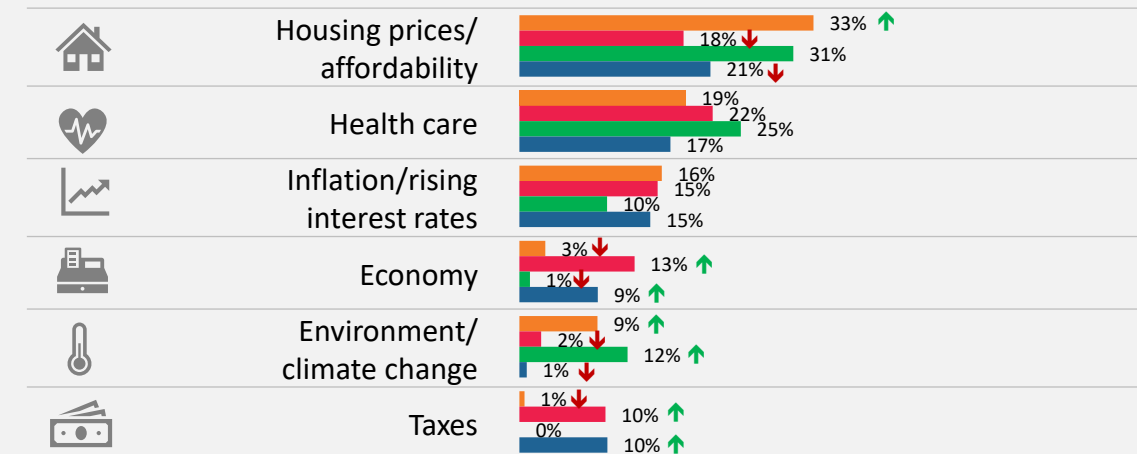
AIDED x **VOTING INTENTION** (Mar 2024)



## TOP 6 BC ISSUES – MOST IMPORTANT:

AIDED x **VOTING INTENTION** (Mar 2024)

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



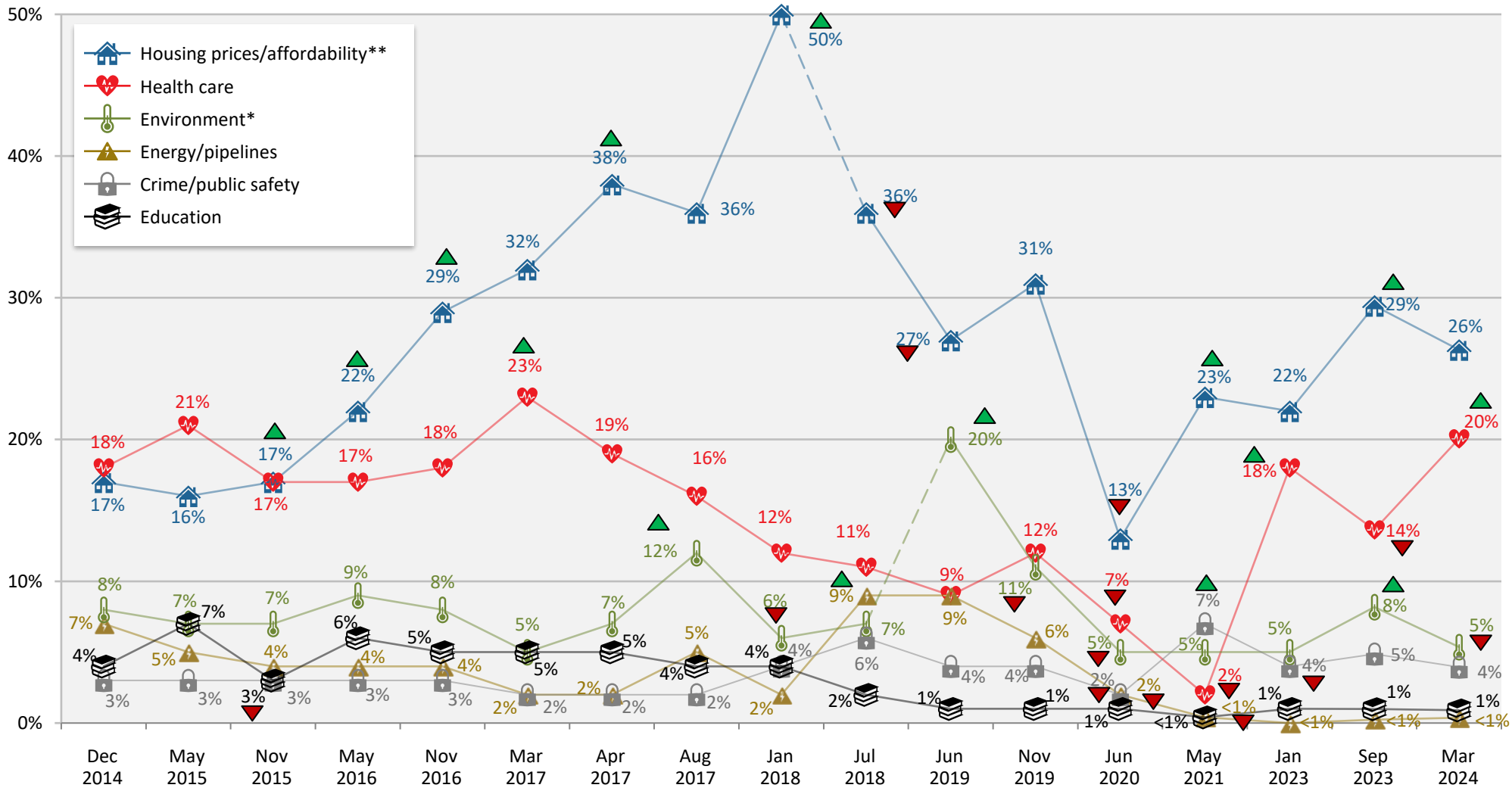
↑ Statistically significantly higher than comparison group(s).  
↓ Statistically significantly lower than comparison group(s).

# 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 increased significantly since September 2023, and it sits behind only housing prices/affordability in importance.

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

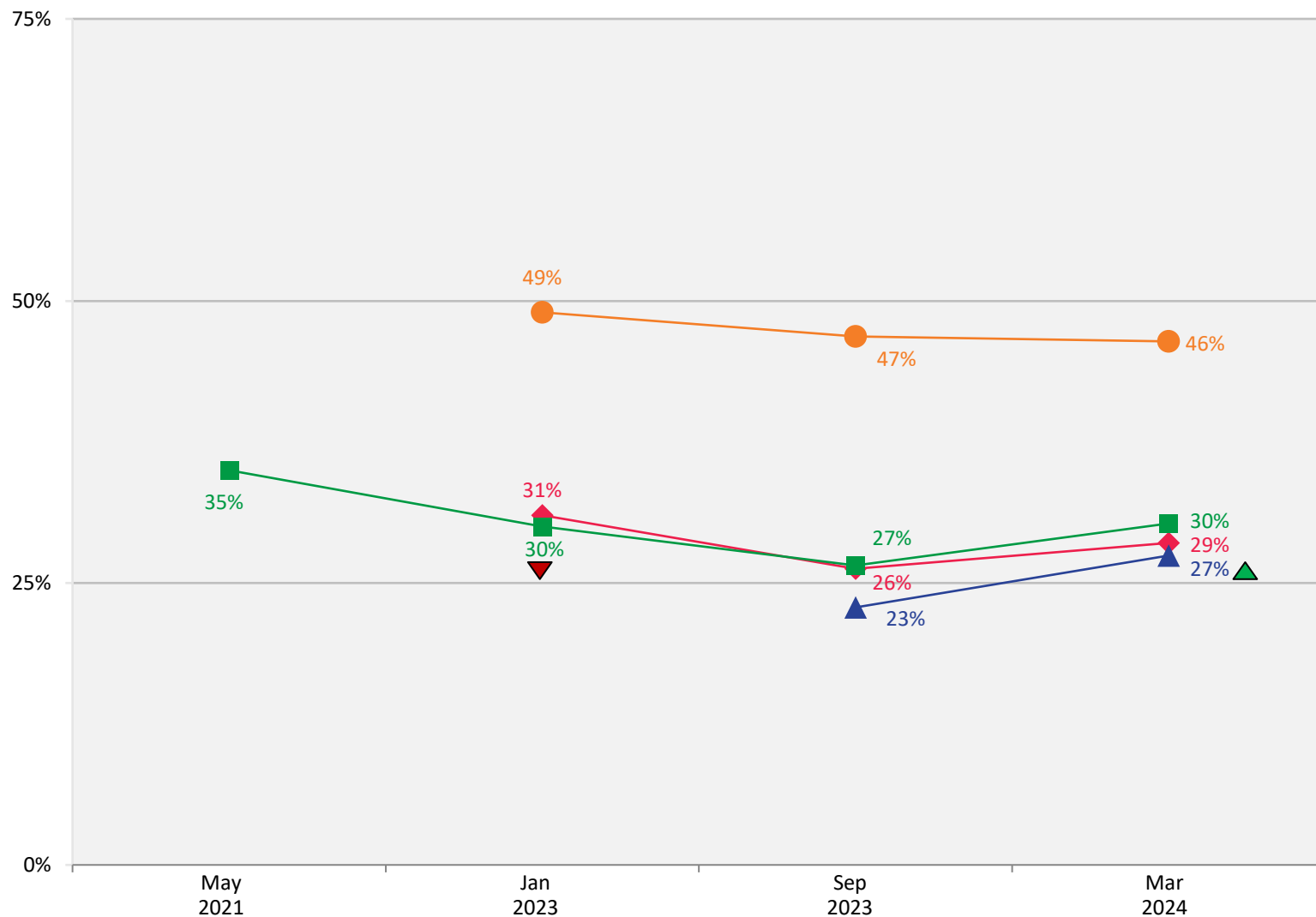


\*Wording change from environment in 2018 to environment/climate change in 2019.  
 \*\* Wording change from housing/ poverty/ homelessness to housing prices/affordability in July 2018.  
 In your view, what is the most important issue facing British Columbia today?  
 Base: All respondents (n= 1,002)

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



# CURRENT LEADER APPROVAL RATING



► Premier David Eby remains the leader with the highest approval rating in March 2024 at 46%. 17% of British Columbians are unable to provide a rating, a directional decrease from 21% in September 2023, indicating that Eby continues to make progress in ensuring he is known to all British Columbians.

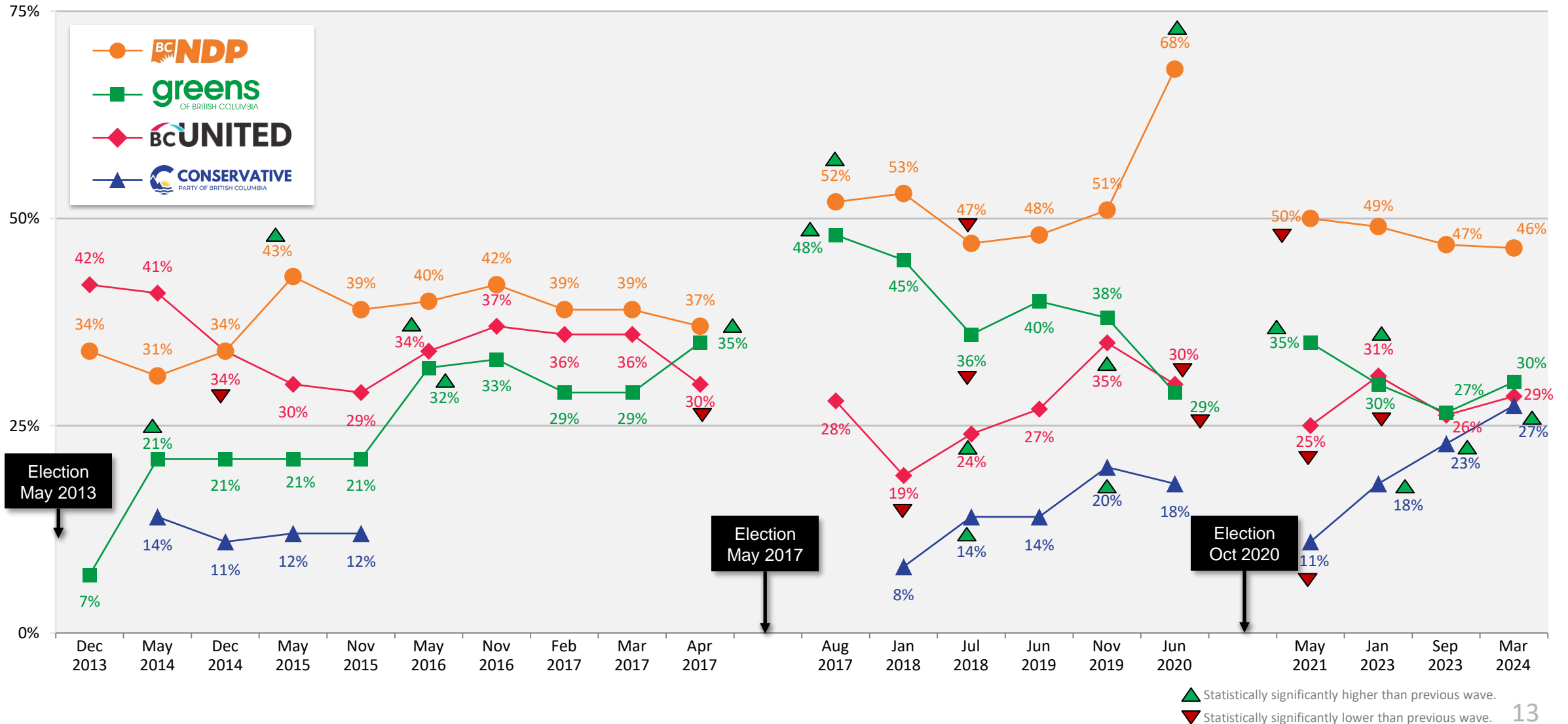
Fursteneau and Falcon’s approval ratings recovered slightly in March 2024 after falling directionally in the previous wave, while Rustad received significant increases in approval over the same period. While all leaders have made some level of progress in improving their awareness amongst British Columbians, a lack of familiarity continues to be an issue for Fursteneau (35%), Falcon (27%), and Rustad (33%). Newcomer John Rustad has made the most recent progress in increasing awareness, with those who lack familiarity falling from 42% in September 2023 to 33% as of March 2024.



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

# LEADER APPROVAL RATING

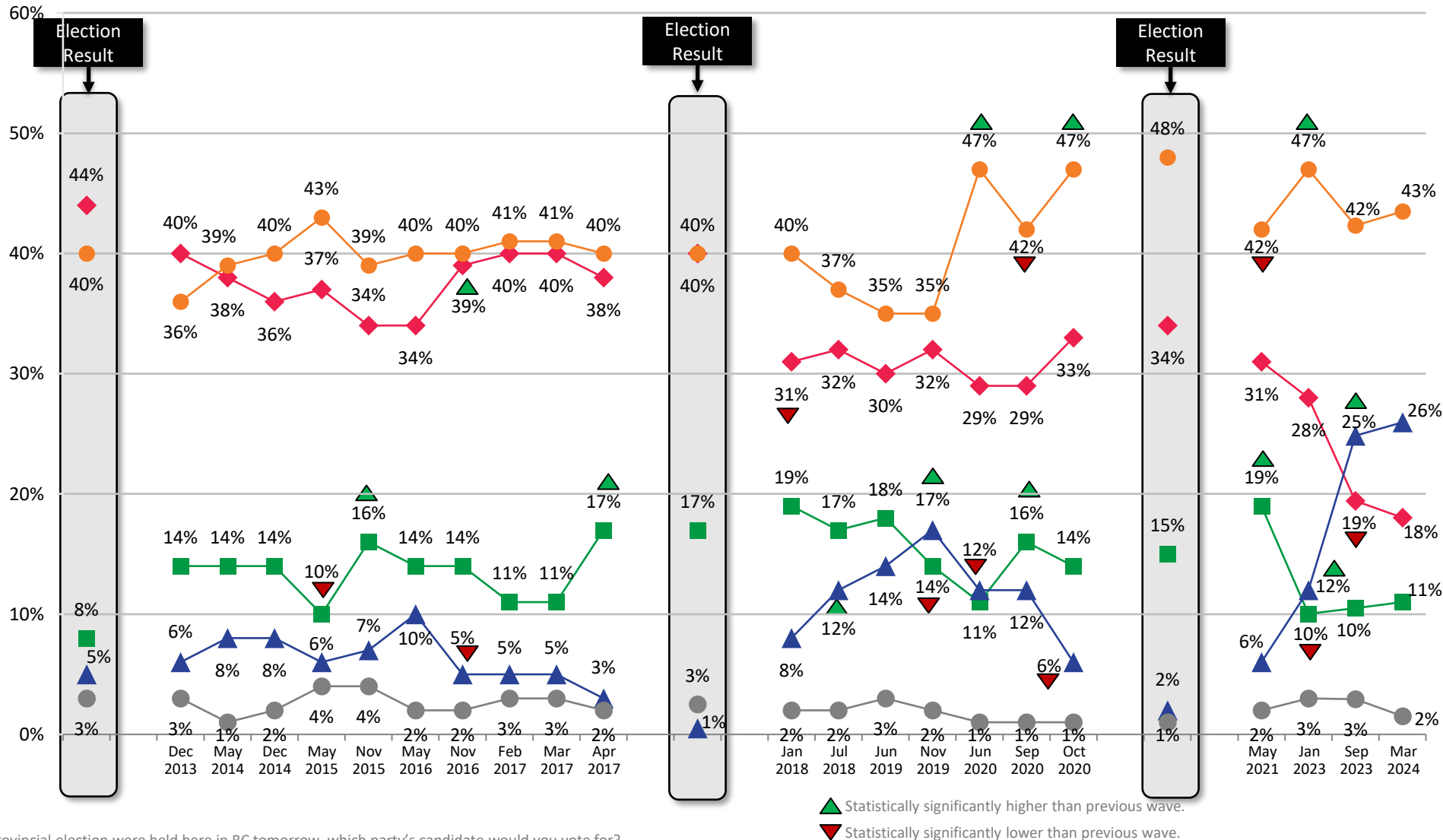
## Longer Term Tracking



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= 1,002)

# PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)



NDP voting intentions have been holding strong since the last wave and the party still leads all others by a strong margin.

Support for the BC Conservative Party continues to increase, though only slightly in March 2024, and they continue to strengthen their stable second place position.

BC United voting intention has declined slightly since Sep 2023, with the party falling further behind the surging Rustad Conservatives.

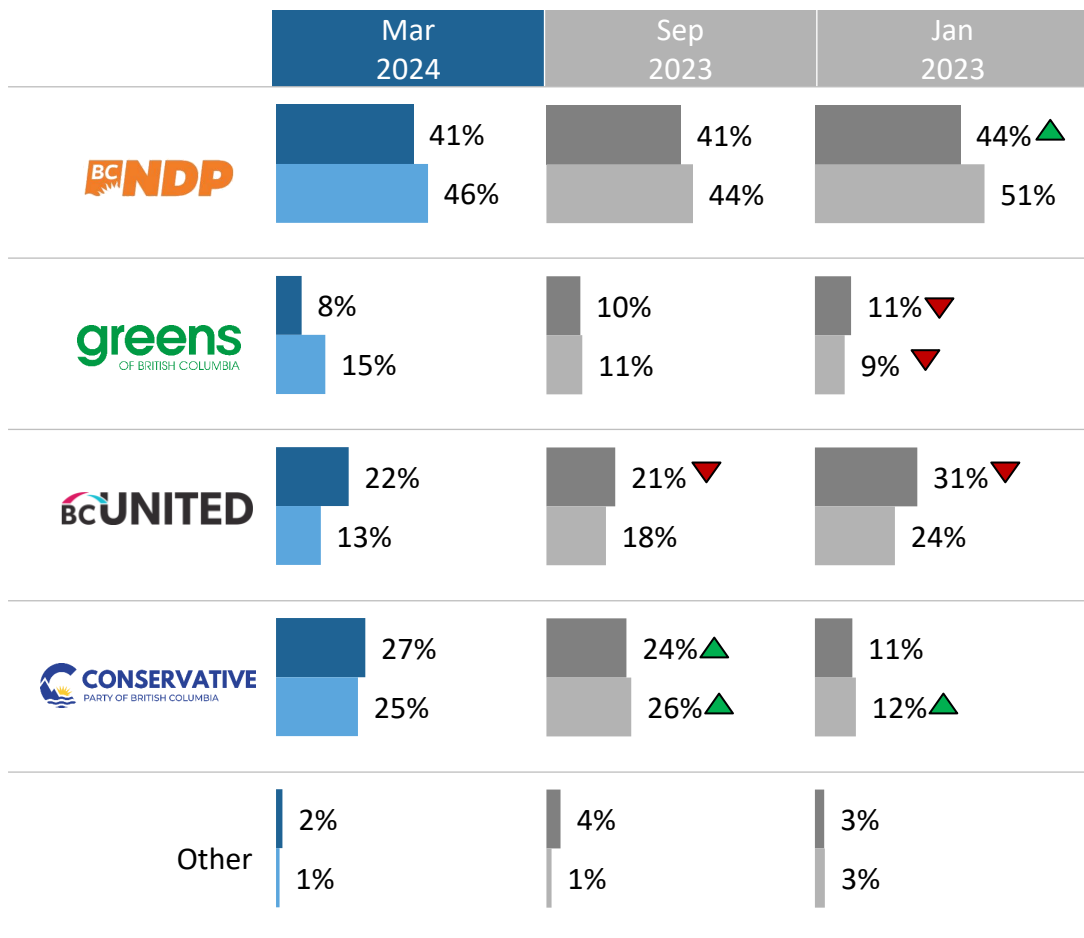
The BC Green Party continues to hover around 10% support after experiencing a massive decrease in support in Jan 2023.





## PROVINCIAL VOTING INTENTIONS x GENDER

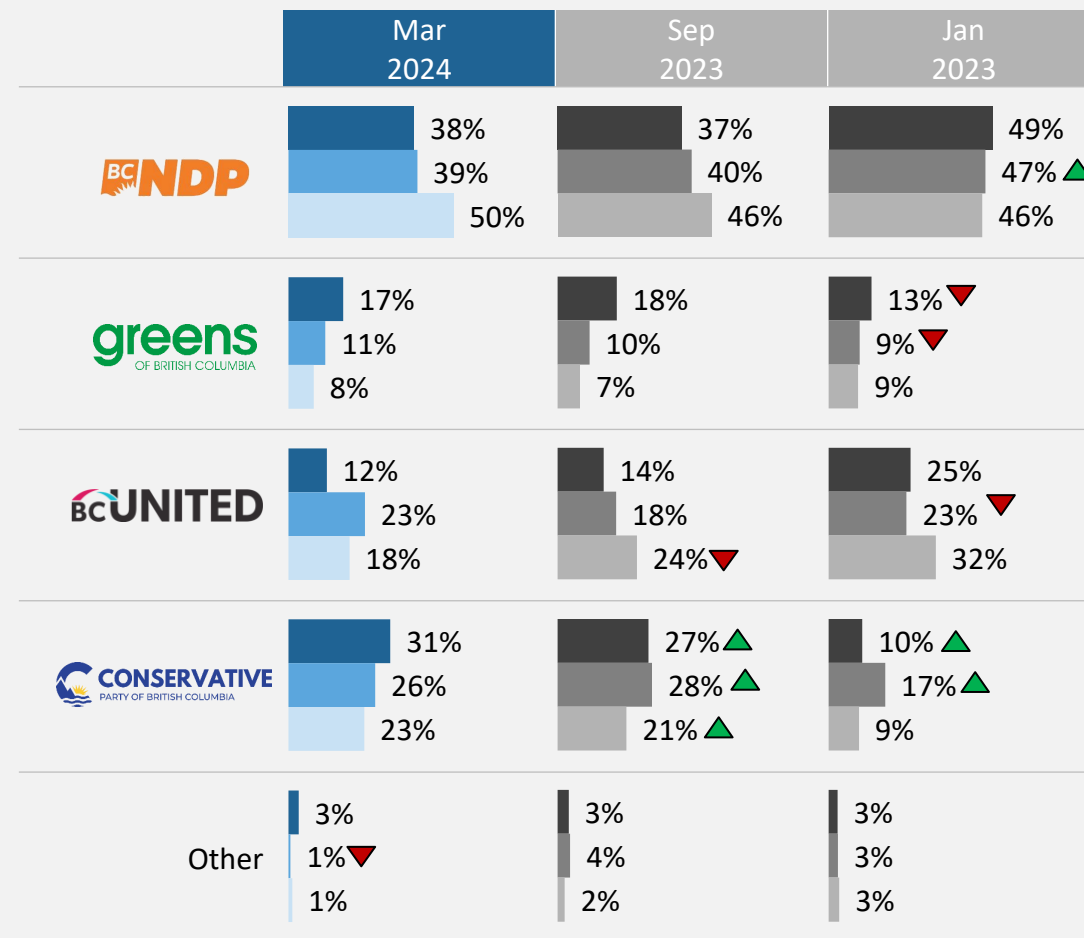
(Among Decided Voters)



■ Male  
■ Female

## PROVINCIAL VOTING INTENTIONS x AGE

(Among Decided Voters)

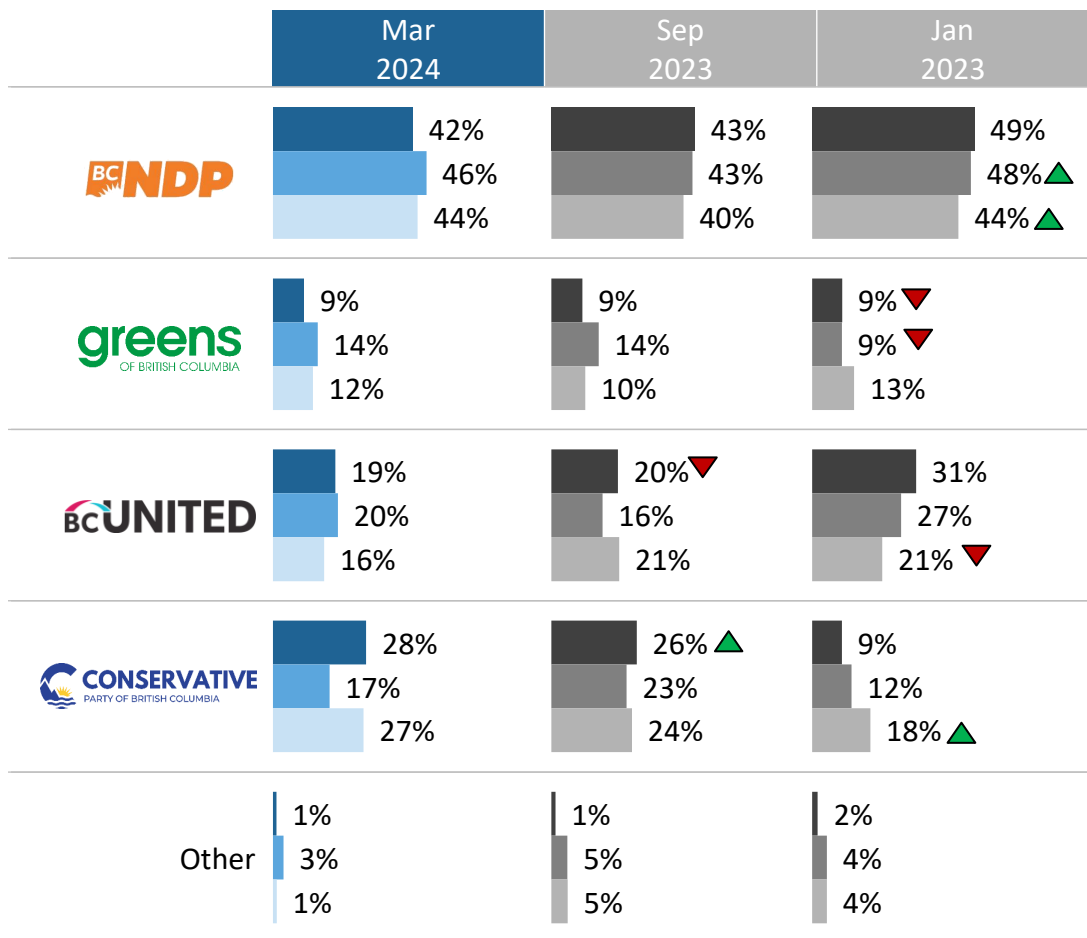


■ 18-34  
■ 35-54  
■ 55+

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

## PROVINCIAL VOTING INTENTIONS x REGION

(Among Decided Voters)

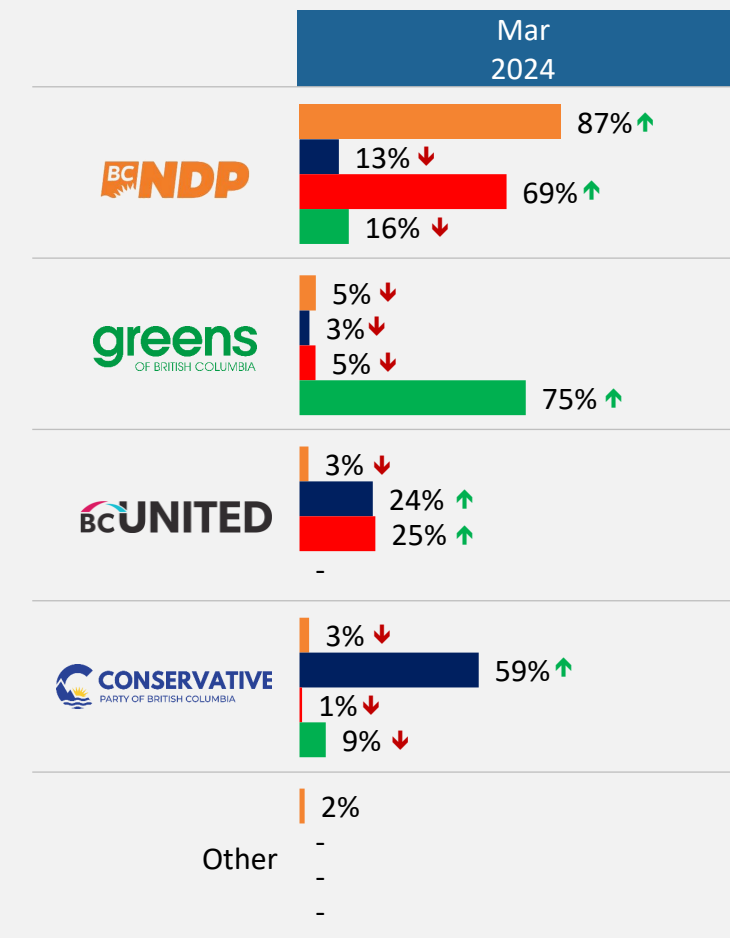


▲ Statistically significantly higher than previous wave.  
▼ Statistically significantly lower than previous wave.

■ Metro Van  
■ Van Island  
■ Rest of BC

## PROVINCIAL VOTING INTENTIONS x

## FEDERAL VOTING INTENTIONS (Among Decided Voters)

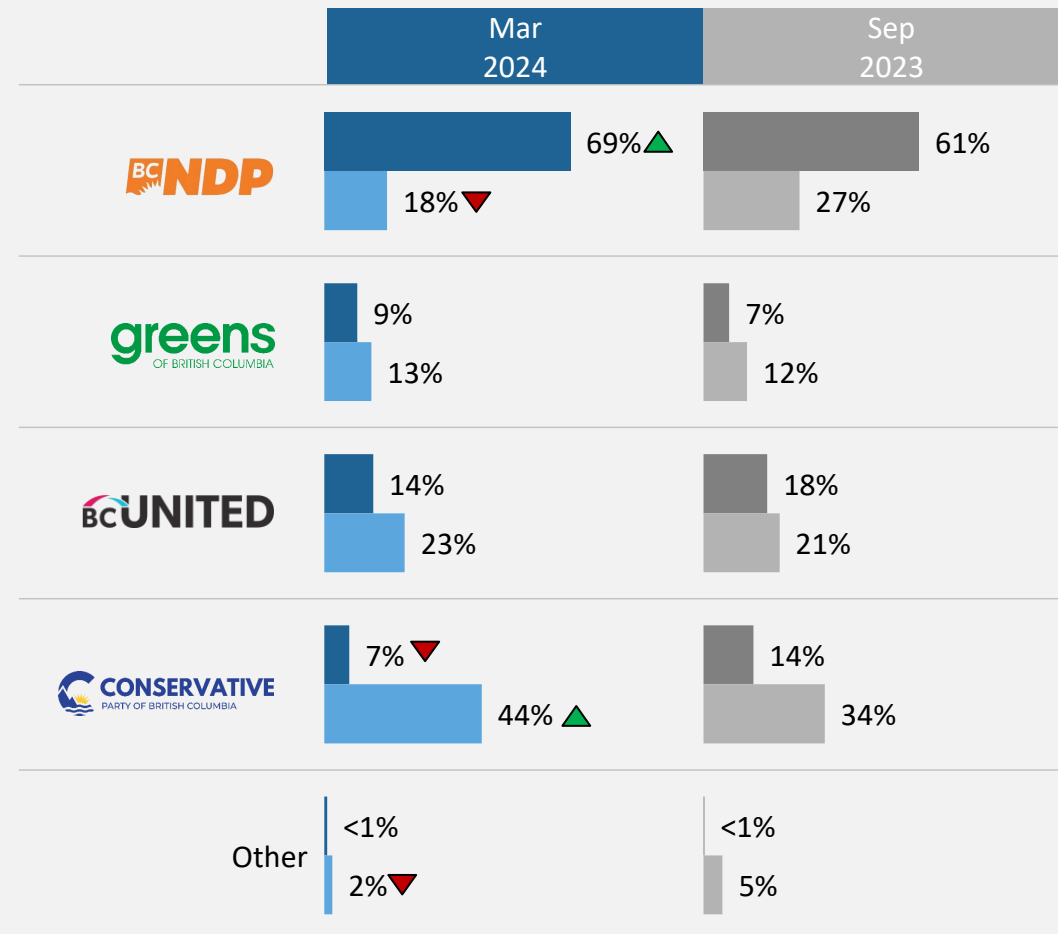


■ NDP  
■ Conservative Party  
■ Liberal Party  
■ Green Party

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

## 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

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

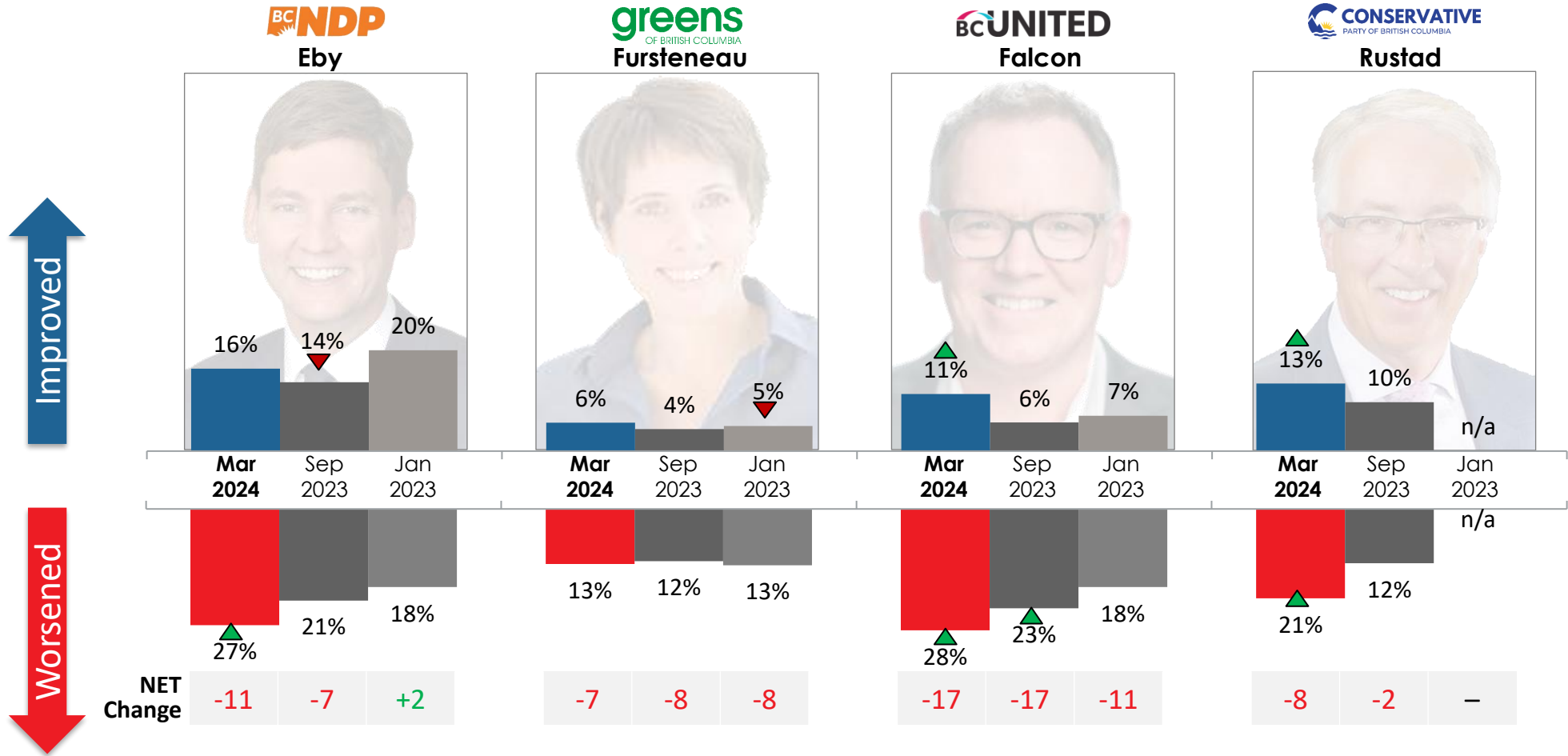


# CHANGE IN OPINION OF LEADERS

Public opinion of Premier David Eby continues to worsen in March 2024, with a significantly higher number of British Columbians reporting a worsened opinion of the leader than in September 2023.

While the proportion of British Columbians whose opinions of John Rustad and Kevin Falcon improved significantly in March 2024, these improvements for both leaders were outpaced by even larger significant increases in worsened opinion.

All four party leaders have reported negative NET change in opinion over the last two waves.

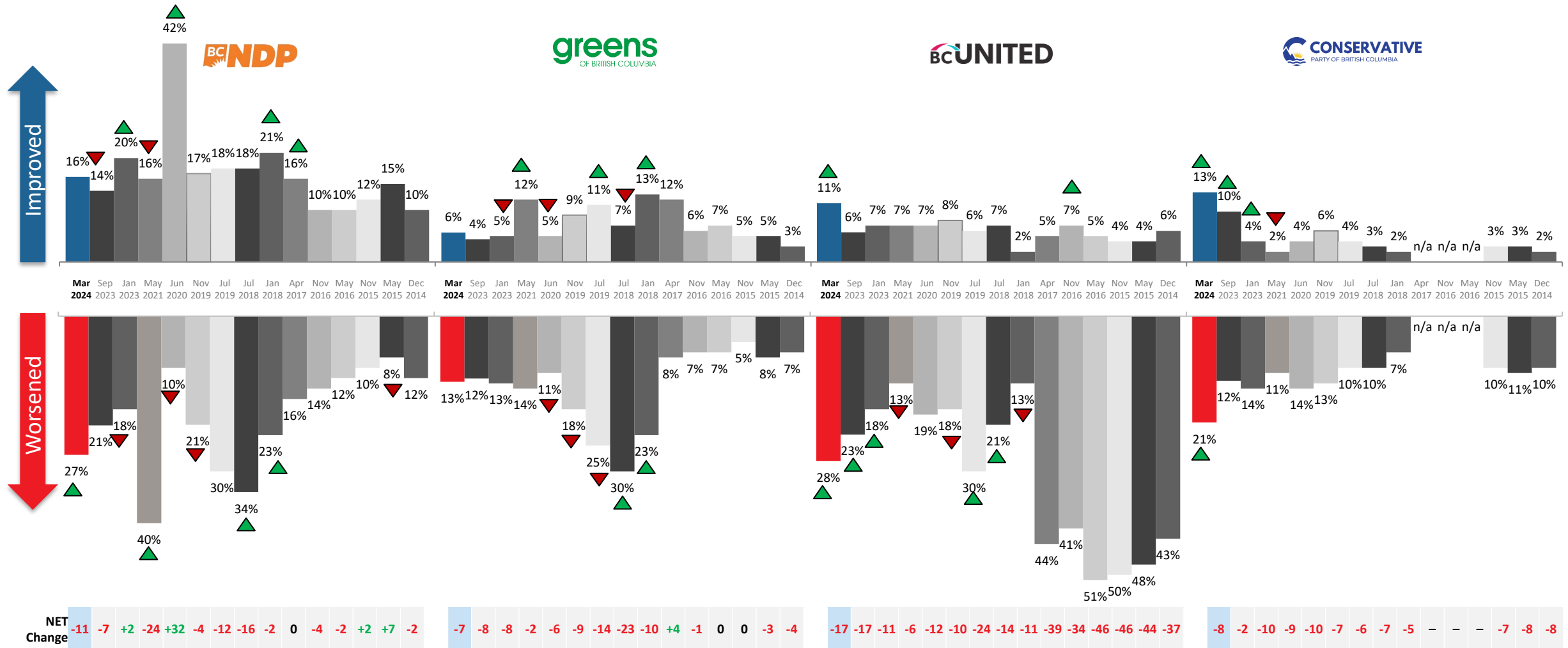


Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?  
 Base: All respondents (n= 1,002)

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

# CHANGE IN OPINION OF LEADERS

## Longer Term Tracking of Parties

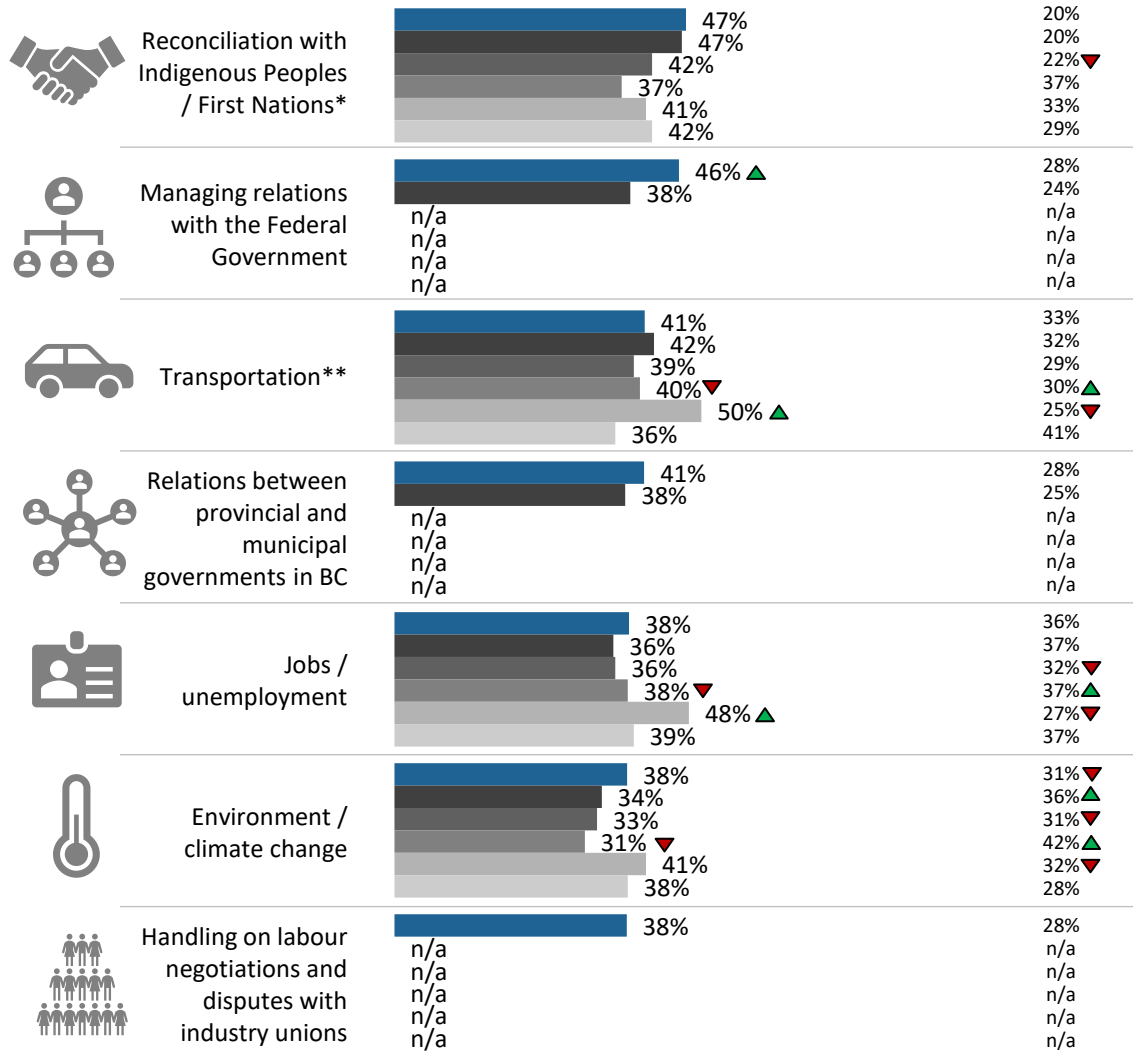


▲ Statistically significantly higher than previous wave.  
▼ Statistically significantly lower than previous wave.

Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?  
 Base: All respondents (n= 1,002)

# APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES

Disapproval

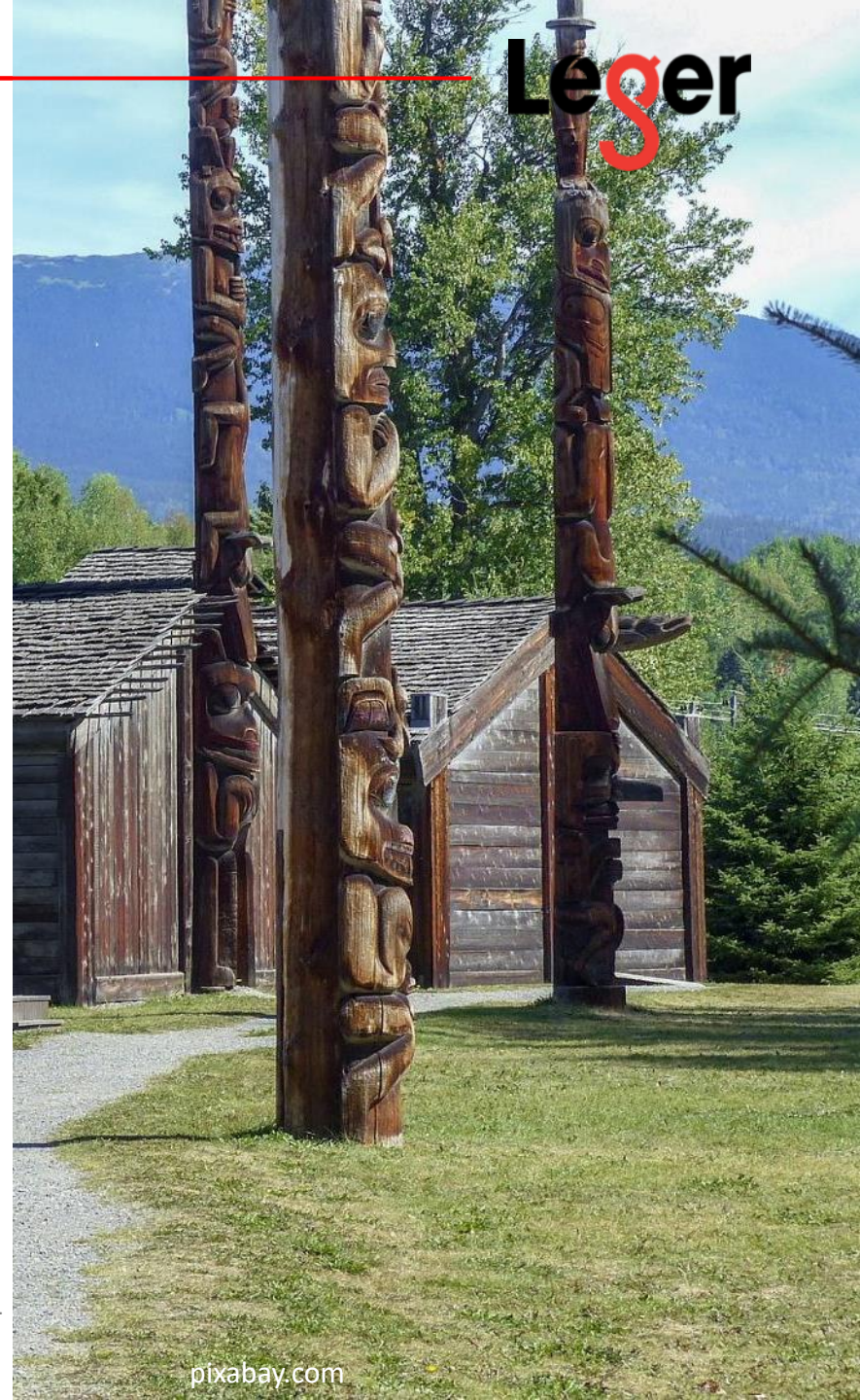


Indigenous reconciliation, managing relations with the federal and municipal governments, and transportation are the areas where British Columbians believe Eby's NDP government is doing the best job.

Relative to September 2023, British Columbians are more likely to indicate they believe Eby's government is doing a good job managing relations with the federal government in March 2024.

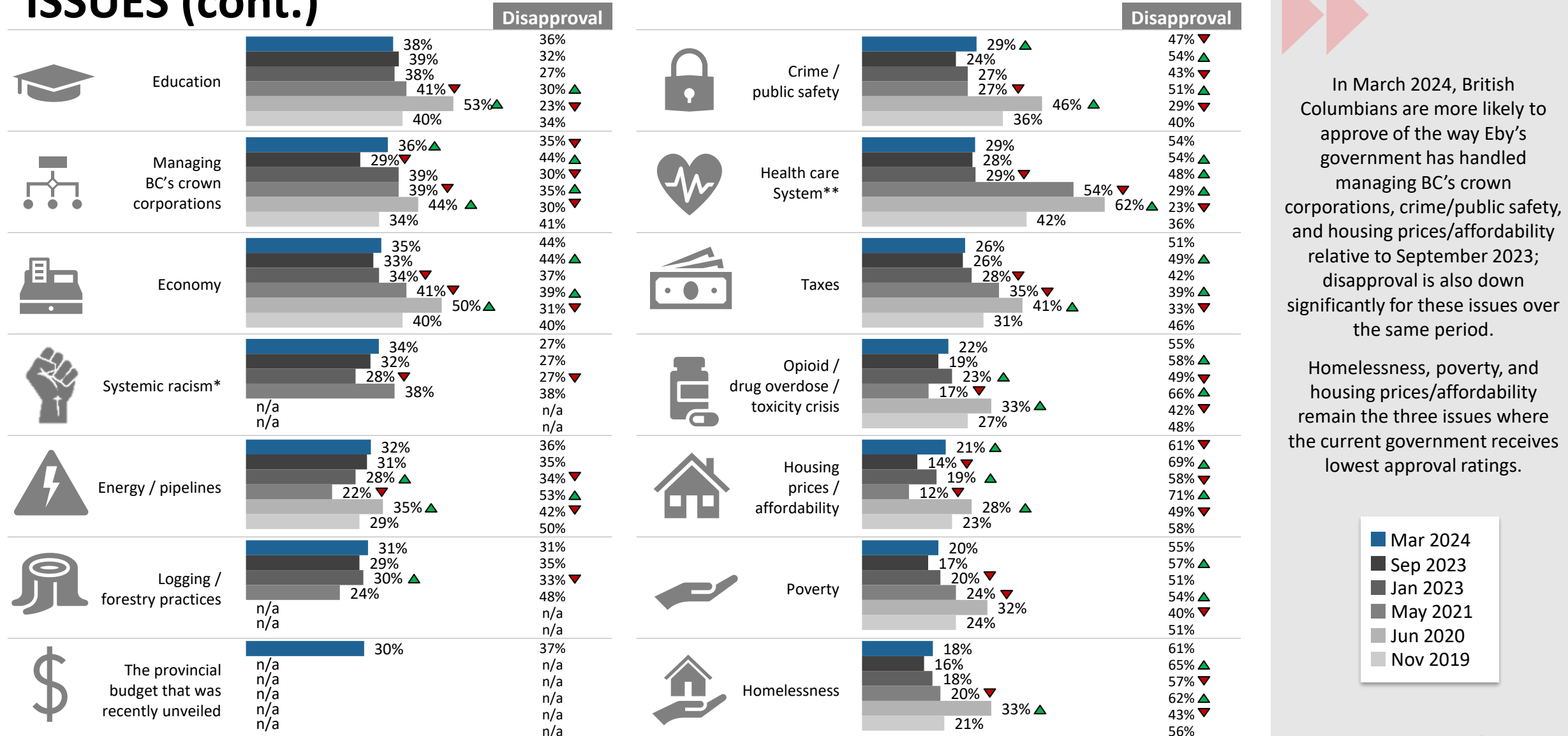
- Mar 2024
- Sep 2023
- Jan 2023
- May 2021
- Jun 2020
- Nov 2019

\*Wording change from "handling relations with" to "reconciliation with" in Jan 2023. ▲ Statistically significantly higher than previous wave.  
 \*\*Wording changed to add "& roads" in Sep 2023, then reverted in Mar 2024. ▼ Statistically significantly lower than previous wave.  
 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= 1,002)



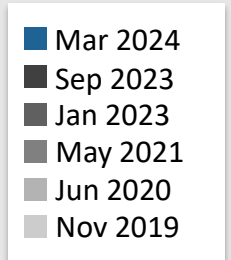


## APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES (cont.)



In March 2024, British Columbians are more likely to approve of the way Eby's government has handled managing BC's crown corporations, crime/public safety, and housing prices/affordability relative to September 2023; disapproval is also down significantly for these issues over the same period.

Homelessness, poverty, and housing prices/affordability remain the three issues where the current government receives lowest approval ratings.



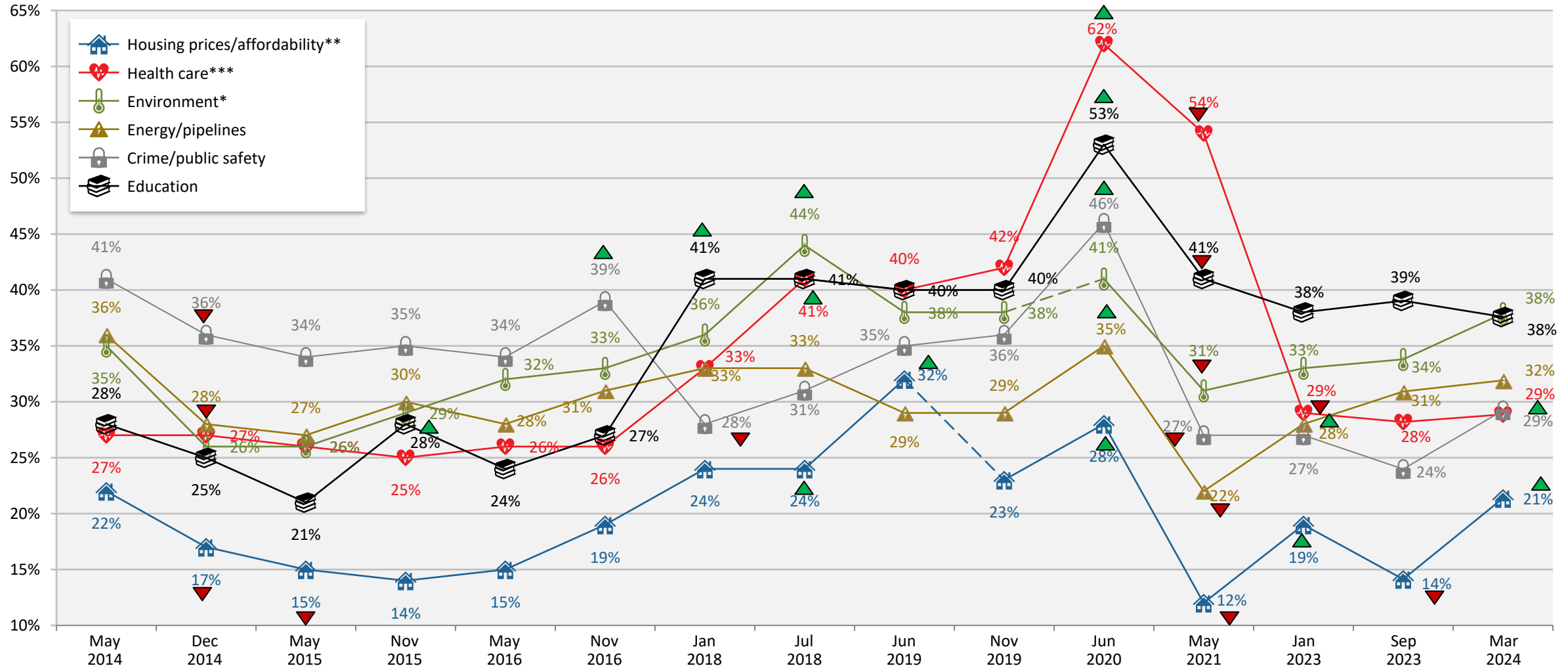
\*Wording change from "racism" to "systemic racism" in Jan 2023. \*\*Wording change from "Health care" to "Health care system" in Sep 2023  
 Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues?  
 Base: All respondents (n = 1,002)

▲ 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= 1,002)

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

# OPINIONS ON PIERRE POILIEVRE'S "AXE THE TAX" CAMPAIGN

Over half of British Columbians support Pierre Poilievre's "axe the tax" campaign that aims to eliminate the carbon tax at the federal level, while less than three-in-ten oppose the plan.

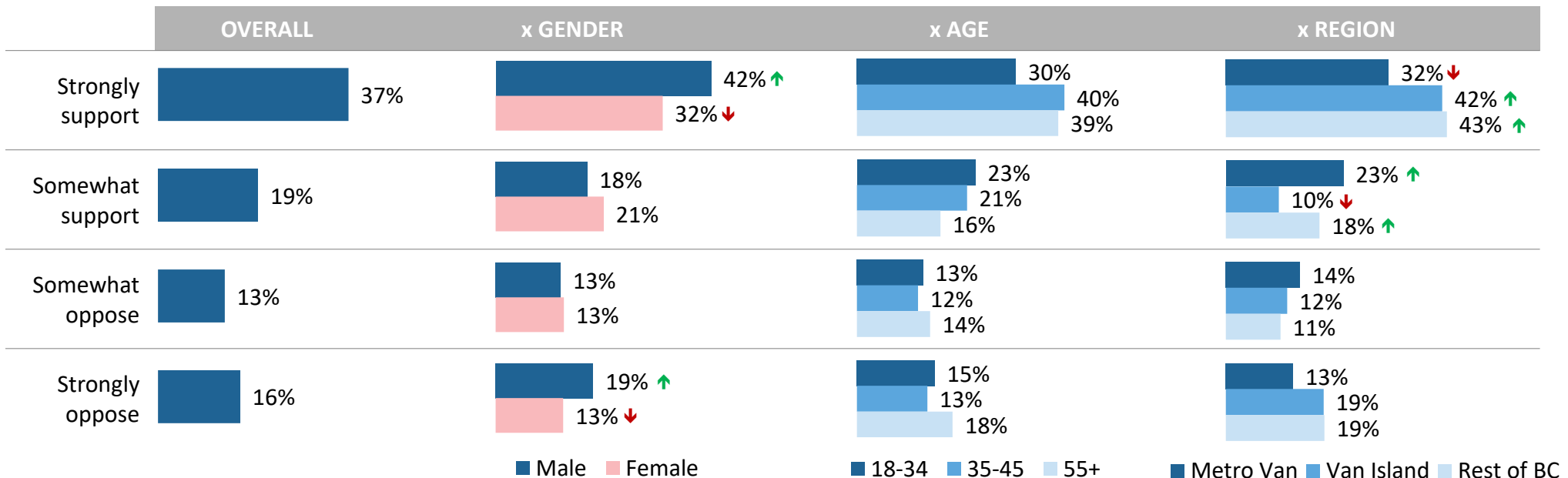
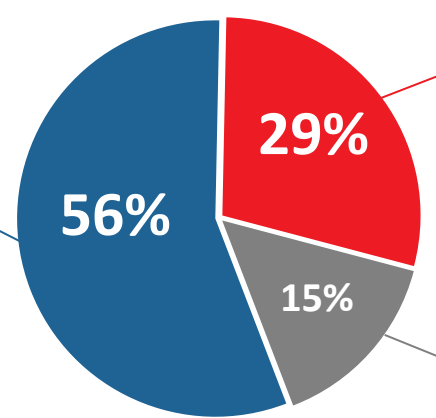
Men are more likely than women to have strong opinions on the campaign and are significantly more likely to both strongly oppose and strongly support it.

Those residing outside Metro Vancouver are more likely to strongly support the campaign, while non-Vancouver Island residents are more likely to somewhat support it.

56% of British Columbians support Pierre Poilievre's "Axe the tax" Campaign. Those with children in their household are significantly more likely to support the campaign.

29% of British Columbians oppose Pierre Poilievre's "Axe the tax" Campaign.

15% of British Columbians report that they "don't know" regarding the campaign.



Federal opposition leader Pierre Poilievre's "axe the tax" campaign aims to eliminate the carbon tax at the federal level. However, the carbon tax in British Columbia is provincial, not federal. So in order to eliminate the tax in the province the Province would need to support the removal. How much do you support or oppose the recently proposed removal of the carbon tax in British Columbia? Base: All respondents

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



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

# DETAILED METHODOLOGY

# 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>1,002</i>	<i>1,002</i>
	Male	485	467
	Female	517	535
<b>Region</b>		<i>1,002</i>	<i>1,002</i>
	Metro Vancouver	539	502
	Vancouver Island	175	175
	Rest of BC	288	325
<b>Age</b>		<i>1,002</i>	<i>1,002</i>
	18 – 34	261	222
	35 – 54	319	349
	55+	422	431
<b>Voting Intention</b>		<i>726</i>	<i>739</i>
	BC NDP	316	348
	BC United	131	118
	BC Green Party	80	77
	Conservative Party of BC	188	187





ABOUT LEGER



TRUST



## BUILT FOR SUCCESS

THE BEST  
OF BOTH  
WORLDS

DIVERSE CLIENTS  
WITH COMPLEX  
MANDATES

ONE-STOP SHOP  
THE ONLY FULLY  
INTEGRATED MARKET  
RESEARCH COMPANY IN  
CANADA.

EFFICIENT  
OPERATIONAL  
STRUCTURE

THE MOST  
ACCURATE  
POLLING FIRM  
IN CANADA

---

**8** offices in Canada coast to coast and the USA, and over **600** employees, including **235** professionals.





INTELLIGENCE



# WE KNOW CANADIANS

FROM  
RESEARCH  
TO INSIGHTS

LEGER  
ANALYTICS

SPECIALIZED  
STUDIES

DIGITAL  
EXPERTISE

INTERNATIONAL  
NETWORK

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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.





## OUR SERVICES

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Marketing research and polling
- **Leger MetriCX**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**  
**EMPLOYEES**



**185**  
**CONSULTANTS**



**8**  
**OFFICES**

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

# Leger

*We know Canadians*

