

Report

# British Columbia Provincial Polling

Week of September 30<sup>th</sup>, 2024

DATE 10/2/2024



## BACKGROUND



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

As the 2024 BC provincial election draws near, Leger plans to repeatedly administer this survey on a weekly basis to provide up-to-date polling and insights related to the upcoming election.

## METHODOLOGY



- Results are based on online research conducted among BC residents 18 years of age and older, September 27-30, 2024.
- The most recent wave was conducted among a sample of 1,002.
  - 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 the previous wave's results using green/red coloured arrows.
- Where relevant, subgroup results are compared against the total (excluding the subgroup in question) using green/red coloured text.
- Some charts and tables may not add to 100% due to rounding.

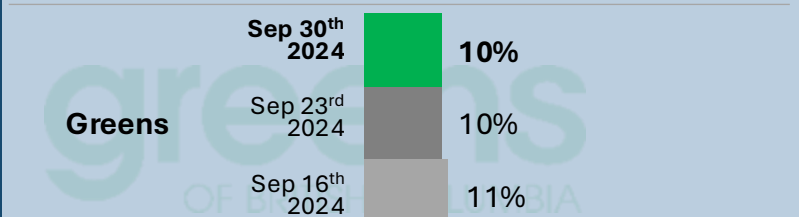
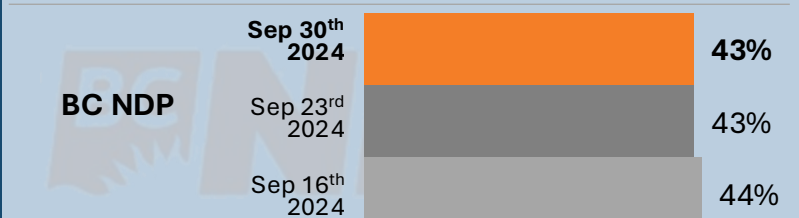
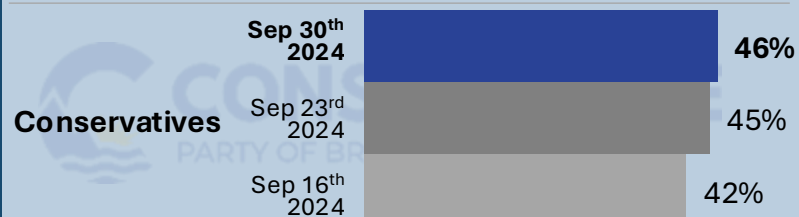
## Leader Favourability Ratings

Approval ratings continue to show that Eby remains in a relatively strong position favourability-wise. BC Conservative leader John Rustad continues to sit well behind Eby in favourability despite his parties' success in terms of voting intention.



## BC Voting Intentions Among Decided Voters

The Conservative Party of BC leads the BC NDP in voting intention among decided voters for the second straight week, and currently sits 3 percentage points ahead of the incumbent government.



## Key Findings

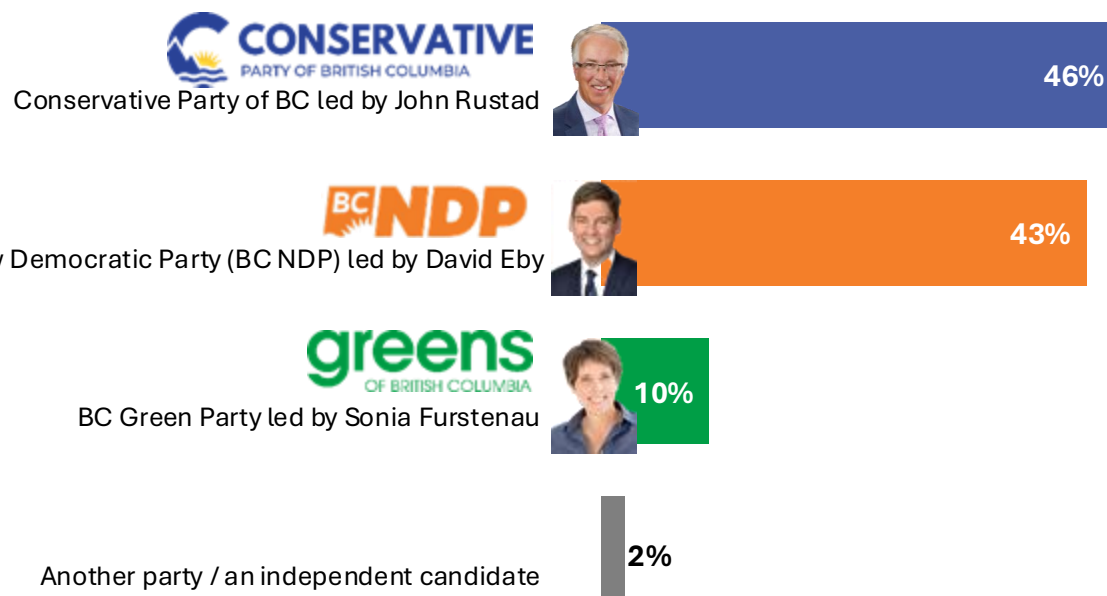
- Momentum for the BC Conservative Party (46%) continues to build. The party holds the top position in voting intention among decided voters for the second straight week and sits 3 percentage points above the BC NDP (43%).
- More than eight in ten (84%) BC residents indicate they are likely to vote, with nearly two-thirds (64%) indicating that they will “definitely vote.”
- More than three-quarters (76%) of decided voters report that they are not likely to switch their vote, while less than one in five (17%) indicate they are likely to do so.
- Premier David Eby continues to have the highest individual favourability rating (46%) ahead of Rustad (36%) and Furstenau (33%).
- 36% of BC residents believe that things in the province are going in the right direction, while 55% believe that things in the province are on the wrong track.
- Housing affordability remains the top issue in BC, followed by health care, inflation/rising interest rates, and the economy. When the top 2 issues are considered, health care becomes the top issue this week after experiencing significant increases in total importance since the September 23<sup>rd</sup> wave.



# Detailed Findings: Voting Intention, Likelihood, and Favourability

# PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)

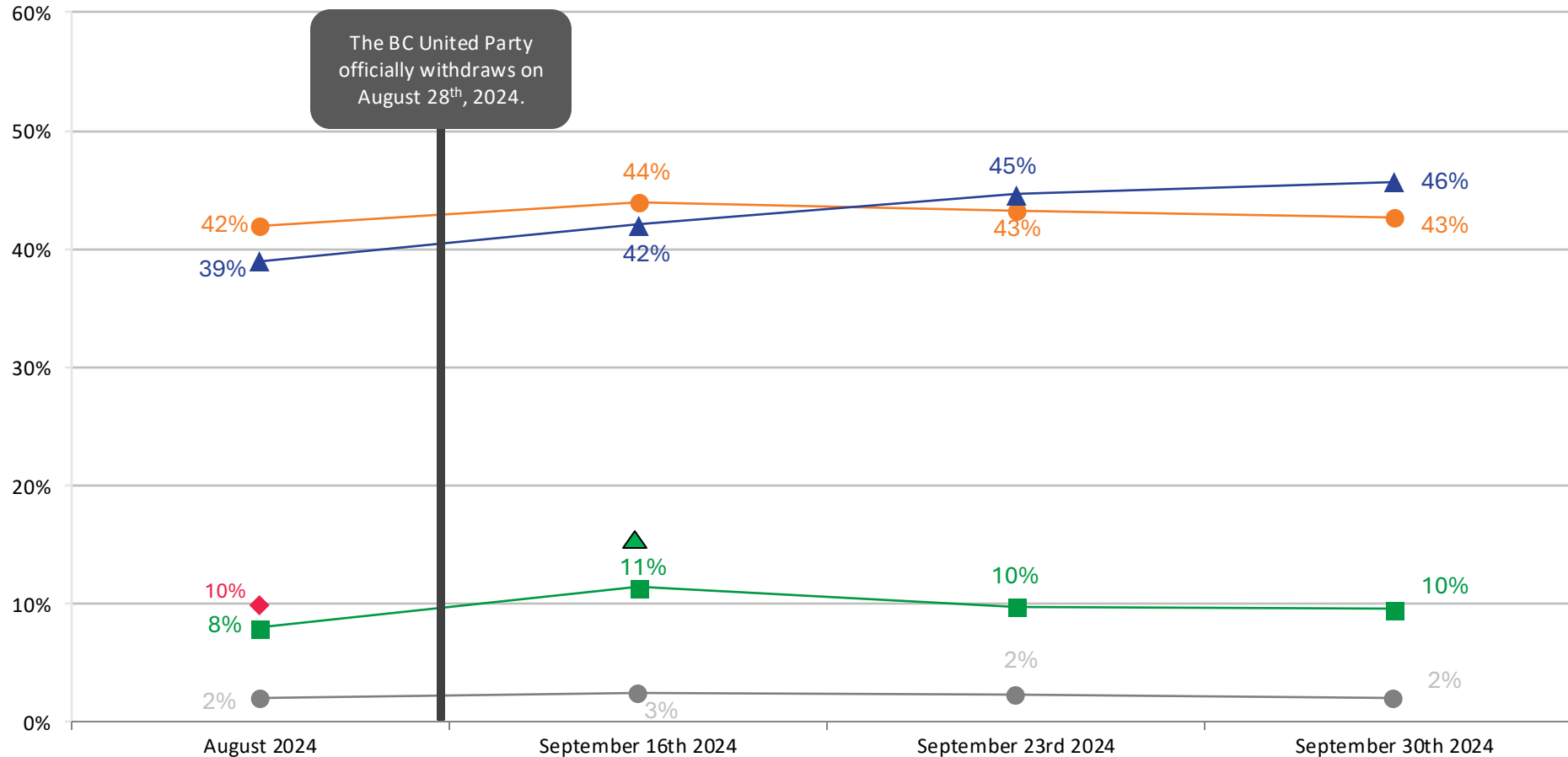


The Conservative Party of BC continues to lead the BC NDP in voting intention among decided voters for the second straight week, and currently sits 3 percentage points ahead of the incumbent government.

The BC Greens continue to hold stable in a distant third place.

# PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Decided Voters)

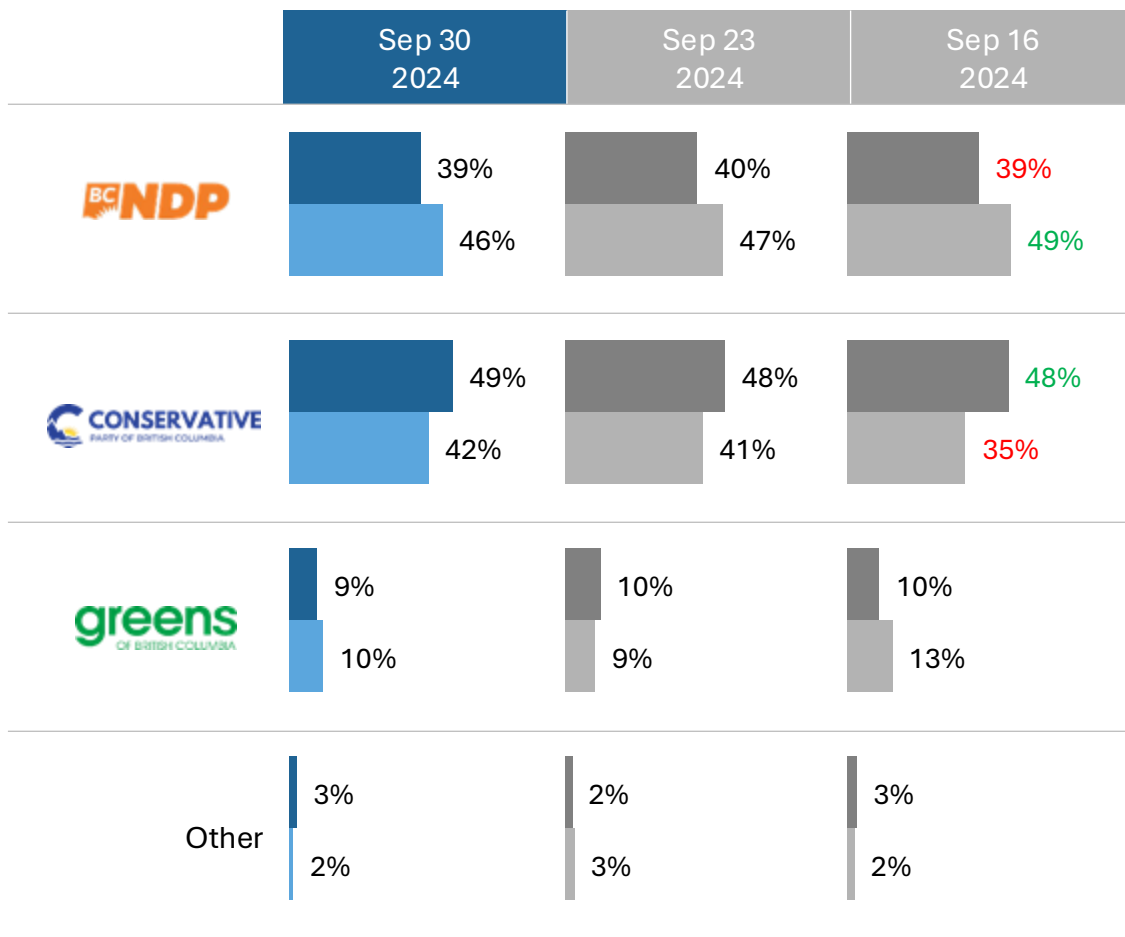


If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?  
 Base: Decided voters (September 30 2024: Weighted: n=829 ; Unweighted: n= 844) (September 23 2024: Weighted: n= 821 ; Unweighted: n= 826) (September 16 2024: Weighted: n= 800 ; Unweighted: n= 814) (August 2024: Weighted: n= 797 ; Unweighted: n= 828)

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

## PROVINCIAL VOTING INTENTIONS x

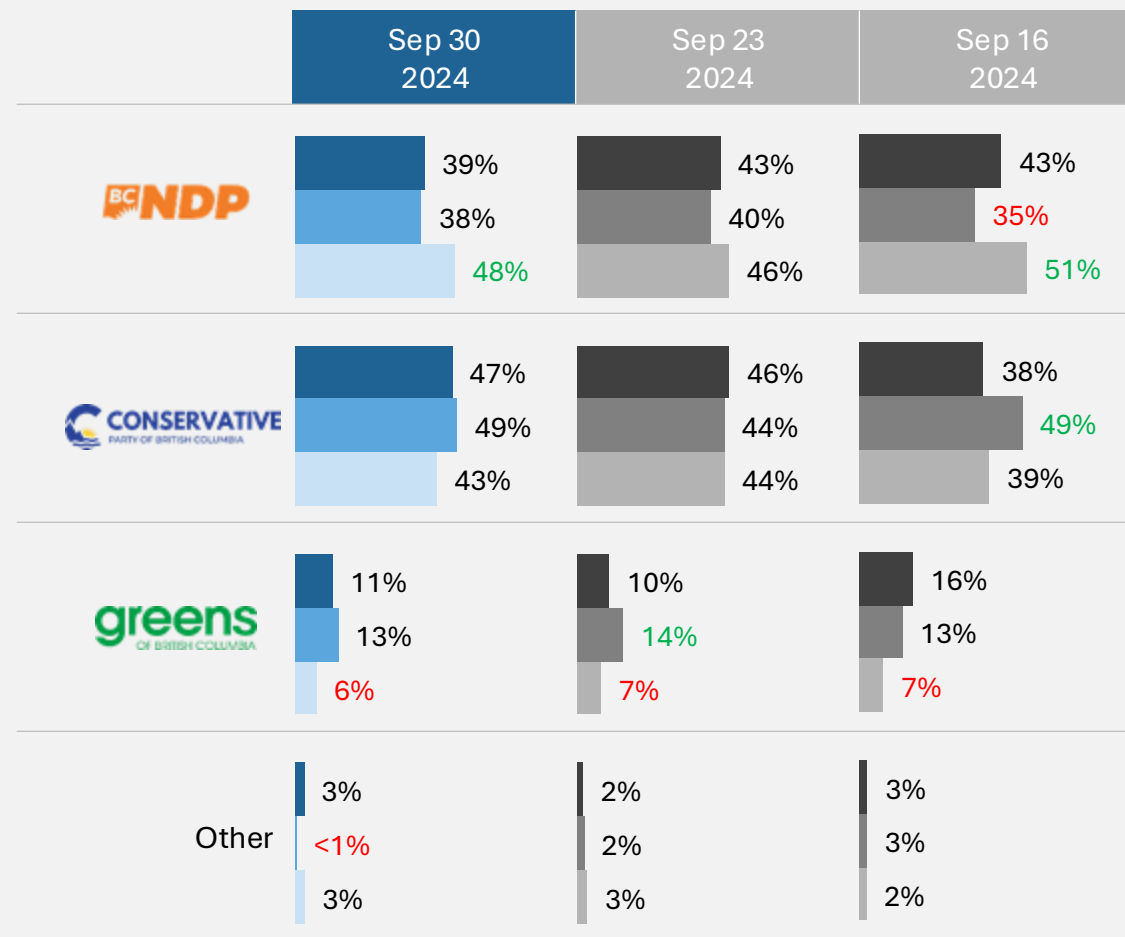
### GENDER (Among Decided Voters)



■ Male  
■ Female

## PROVINCIAL VOTING INTENTIONS x

### AGE (Among Decided Voters)



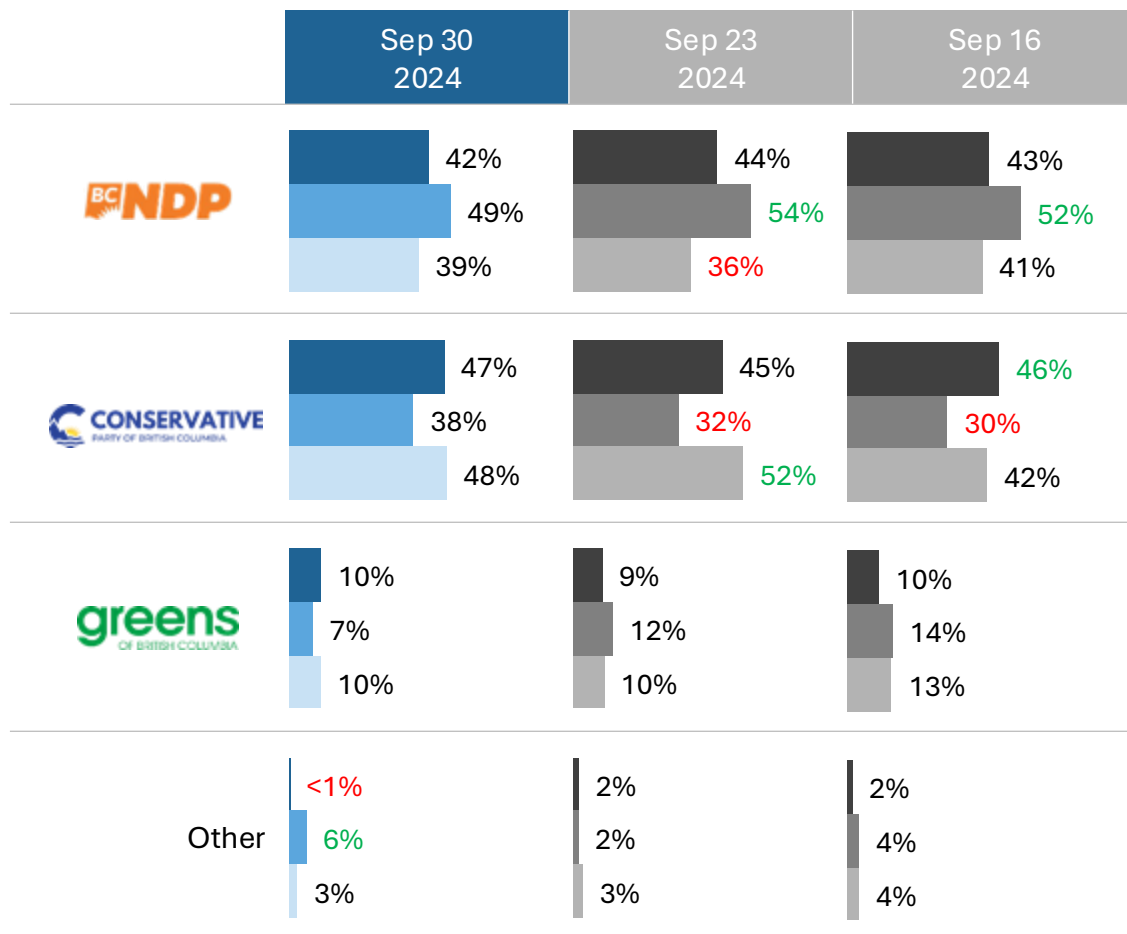
■ 18-34  
■ 35-54  
■ 55+

%/% indicates figure is statistically significantly higher/lower than total

If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?  
 Base: Decided voters (September 30 2024: Weighted: n= 829 ; Unweighted: n= 844) (September 23 2024: Weighted: n= 821 ; Unweighted: n= 826) (September 16 2024: Weighted: n= 800 ; Unweighted: n= 814)

# PROVINCIAL VOTING INTENTIONS x

## REGION *(Among Decided Voters)*



■ Metro Van  
■ Van Island  
■ Rest of BC

%/% indicates figure is statistically significantly higher/lower than total

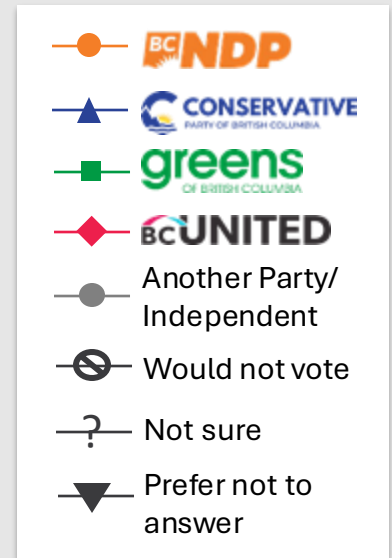
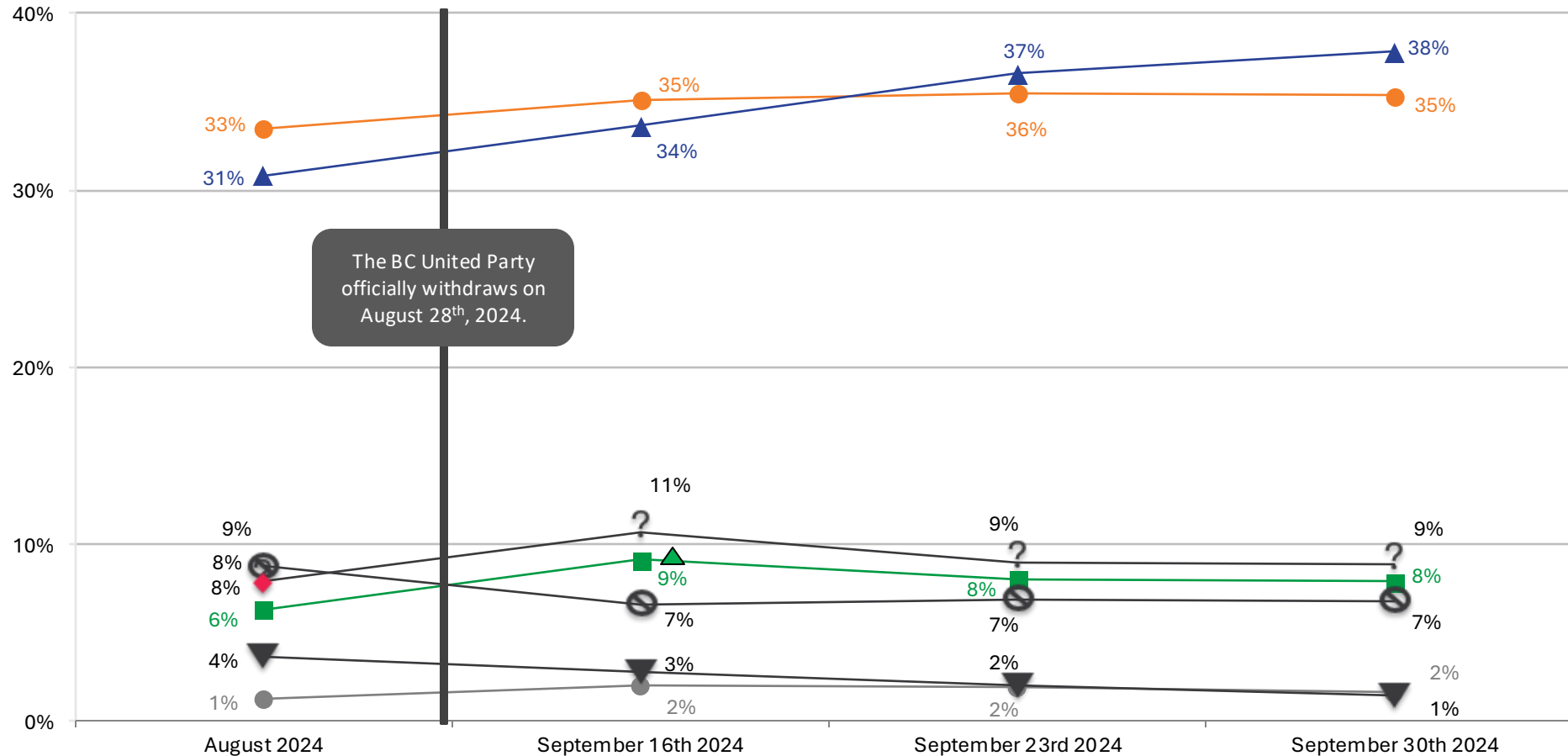
If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for? / Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Base: Decided voters (September 30 2024: Weighted: n= 829 ; Unweighted: n= 844) (September 23 2024: Weighted: n= 821 ; Unweighted: n= 826) (September 16 2024: Weighted: n= 800 ; Unweighted: n= 814)



# PROVINCIAL VOTING INTENTIONS OVER TIME

(Among Total BC Residents)

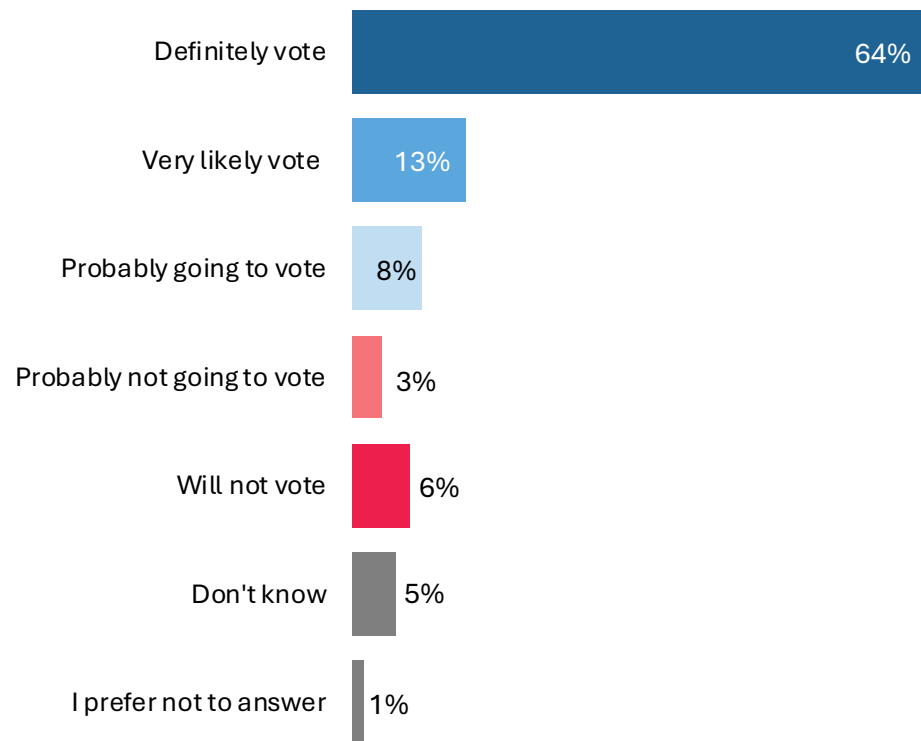


If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?  
 Base: BC residents (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n=1,001 ; Unweighted: n= 1,001)  
 (September 16 2024: Weighted: n= 1,001; Unweighted: n= 1,001) (August 2024: Weighted: n= 1,001; Unweighted: n= 1,001)

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

# LIKELIHOOD OF VOTING

(Among Total BC Residents)



Provincial Voting Intention (Sep 30 <sup>th</sup> 2024)			Sep 23 <sup>rd</sup> 2024 Total	Sep 16 <sup>th</sup> 2024 Total
NDP (n=415)	Conserva -tive (n=329)	Green (n=84)		
78%	71%	56%	62%	62%
13%	13%	22%	13%	13%
5%	10%	16%	9%	9%
2%	2%	-	2%	4%
1%	2%	1%	6%	6%
1%	2%	5%	6%	5%
<1%	<1%	-	1%	1%

Consistent with the previous wave, more than eight in ten (84%) BC residents indicate they are likely to vote, while nearly two-thirds indicate that they will “definitely vote.”

# LIKELIHOOD OF VOTING

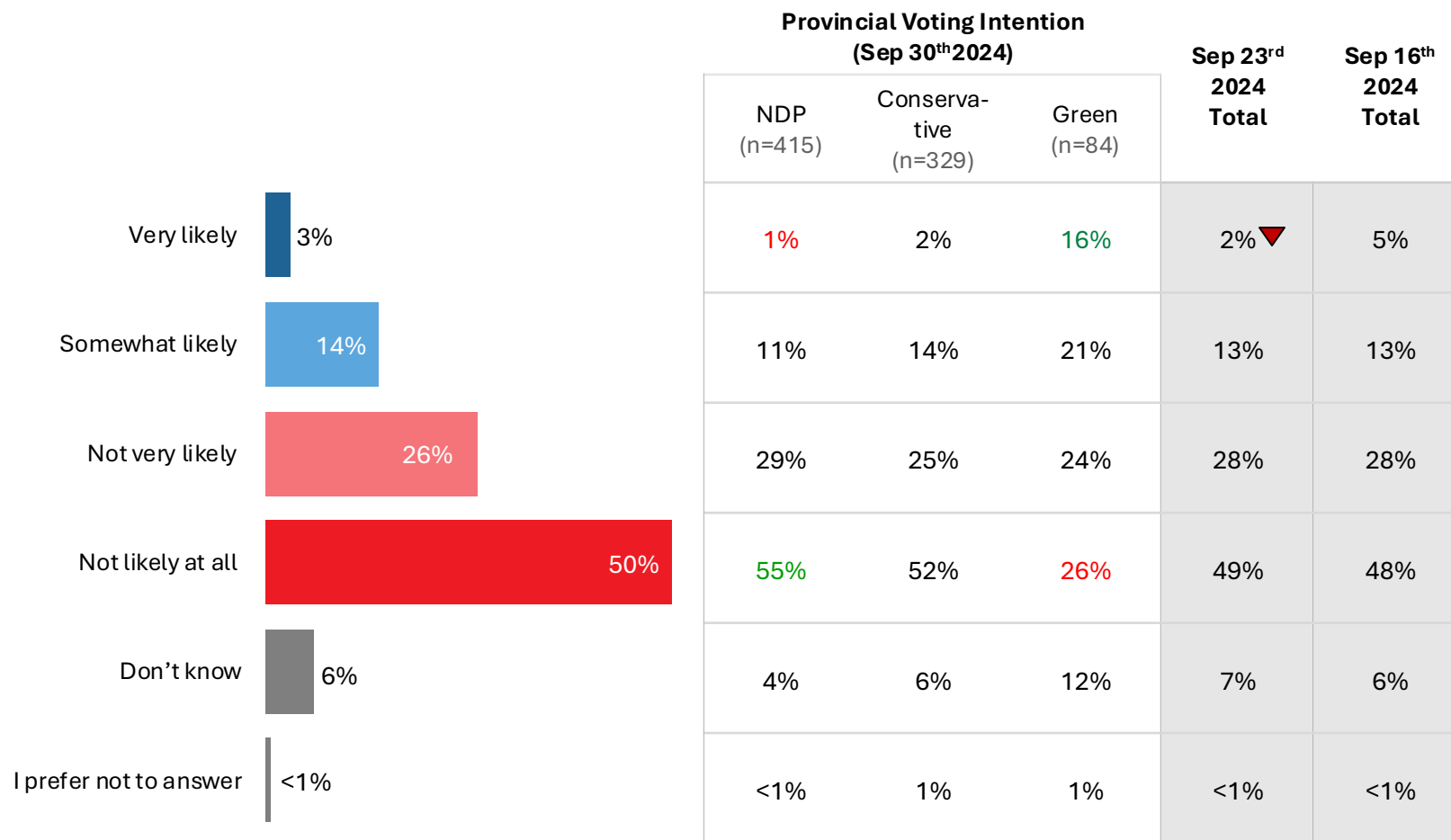
(Demographic Breakdown)

	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
(NET) Probably vote	<b>84%</b>	84%	<b>89%</b>	80%	<b>78%</b>	<b>77%</b>	<b>93%</b>	87%	82%
Definitely vote	<b>64%</b>	63%	<b>73%</b>	60%	<b>46%</b>	<b>58%</b>	<b>79%</b>	66%	61%
Very likely vote	<b>13%</b>	13%	10%	13%	<b>20%</b>	12%	<b>8%</b>	13%	13%
Probably going to vote	<b>8%</b>	9%	6%	7%	<b>12%</b>	7%	<b>5%</b>	8%	8%
(NET) Probably not/will not vote	<b>10%</b>	10%	6%	12%	13%	<b>14%</b>	<b>4%</b>	8%	11%
Probably not going to vote	<b>3%</b>	3%	2%	4%	4%	<b>6%</b>	<b>1%</b>	3%	3%
Will not vote	<b>6%</b>	7%	4%	8%	9%	8%	<b>3%</b>	5%	8%
Don't know	<b>5%</b>	4%	2%	7%	7%	7%	<b>3%</b>	<b>3%</b>	<b>7%</b>
I prefer not to answer	<b>1%</b>	1%	2%	1%	2%	2%	<1%	2%	1%

%/% indicates figure is statistically significantly higher/lower than total

# LIKELIHOOD OF SWITCHING VOTE

(Among Decided Voters)



More than three-quarters (76%) of decided voters report that they are not likely to switch their vote, while just less than one in five (17%) indicate they are likely to do so; consistent with results from the previous two waves.

What is the likelihood of you switching your vote to vote for another party? Would you say...  
 Base: Decided voters (September 30 2024: Weighted: n= 829 ; Unweighted: n= 844) (September 23 2024: Weighted: n= 821 ; Unweighted: n= 826) (September 16 2024: Weighted: n= 800 ; Unweighted: n= 814)

▲ Statistically significantly higher than previous wave.  
 ▼ Statistically significantly lower than previous wave.  
 %/% indicates figure is statistically significantly higher/lower than total

# LIKELIHOOD OF SWITCHING VOTE

(Demographic Breakdown)

	Total (n=844)	Region			Age			Gender	
		Metro Vancouver (n=421)	Vancouver Island (n=157)	Other BC (n=266)	18-34 (n=183)	35-54 (n=258)	55+ (n=403)	Men (n=437)	Women (n=407)
<b>(NET) Likely</b>	<b>17%</b>	<b>17%</b>	<b>17%</b>	<b>18%</b>	<b>34%</b>	<b>16%</b>	<b>8%</b>	<b>19%</b>	<b>15%</b>
Very likely	<b>3%</b>	4%	3%	1%	6%	3%	2%	4%	2%
Somewhat likely	<b>14%</b>	13%	14%	16%	28%	13%	6%	15%	13%
<b>(NET) Not likely</b>	<b>76%</b>	<b>77%</b>	<b>74%</b>	<b>77%</b>	<b>59%</b>	<b>76%</b>	<b>87%</b>	<b>74%</b>	<b>79%</b>
Not very likely	<b>26%</b>	29%	21%	23%	26%	29%	24%	23%	29%
Not likely at all	<b>50%</b>	47%	53%	54%	33%	47%	62%	51%	49%
Don't know	<b>6%</b>	5%	9%	5%	6%	8%	5%	6%	5%
I prefer not to answer	<b>1%</b>	1%	<1%	-	<1%	<1%	1%	1%	1%

%/% indicates figure is statistically significantly higher/lower than total

# PERCEIVED BEST FIT AS PREMIER

(Among Total BC Residents)



	Sep 23 <sup>rd</sup> 2024 Total	Sep 16 <sup>th</sup> 2024 Total
BC NDP	49%	46%
Conservative Party	38%	35%
BC Green Party	14% ▼	19%

Just under half of BC residents believe BC NDP leader David Eby would make the best premier, while less than four in ten cite Conservative Party leader John Rustad as the best potential premier.

Regardless how you may vote or your impression of the various leaders, which of the following individuals do you feel would make the best Premier for British Columbia?  
 Base: BC Residents (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)

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

# PERCEIVED BEST FIT AS PREMIER

(Demographic Breakdown)

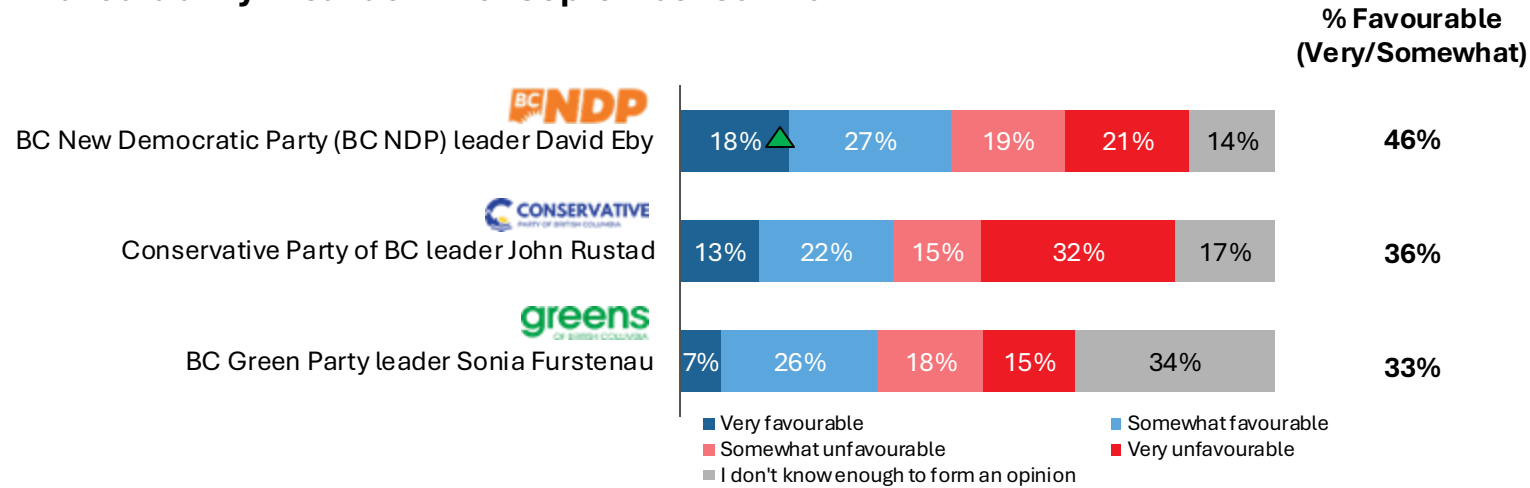
	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
BC New Democratic Party (BC NDP) leader David Eby	<b>45%</b>	47%	45%	41%	42%	<b>40%</b>	<b>51%</b>	43%	47%
Conservative Party of BC leader John Rustad	<b>38%</b>	39%	35%	39%	38%	39%	38%	42%	35%
BC Green Party leader Sonia Furstenau	<b>16%</b>	<b>14%</b>	19%	20%	19%	<b>22%</b>	<b>11%</b>	15%	18%

%/% indicates figure is statistically significantly higher/lower than total

# PARTY LEADER FAVOURABILITY

(Among Total BC Residents)

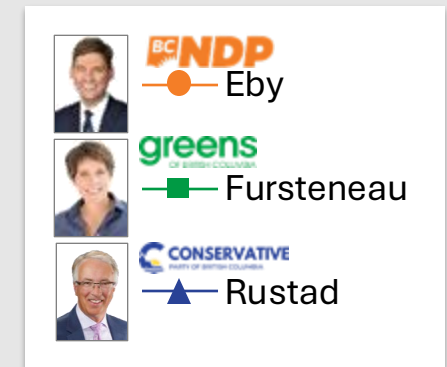
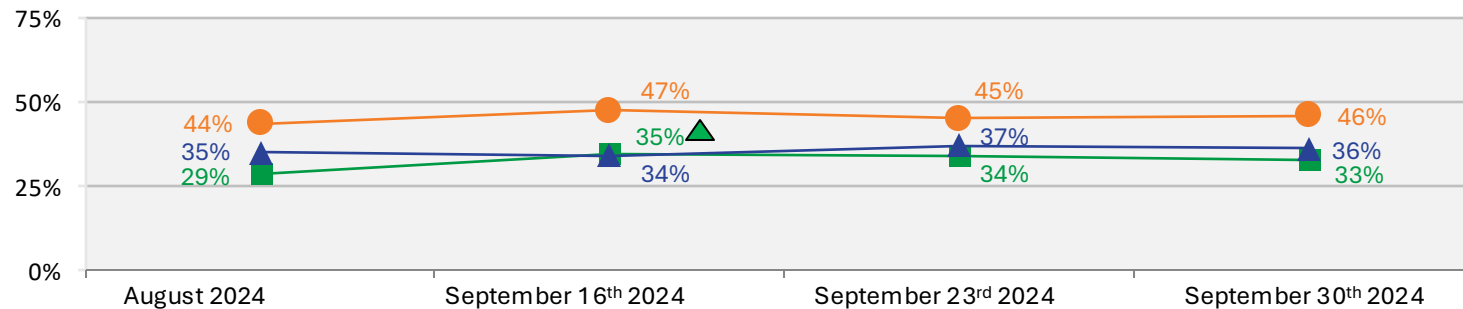
## Full Favourability Breakdown for September 30<sup>th</sup> 2024



Premier David Eby continues to have the highest favourability rating for the week of September 30<sup>th</sup> with 46% overall favourability. Fursteneau and Rustad both received overall favourability ratings of around one third.

Results for overall favourability are consistent with the previous wave, though Eby received a significantly higher proportion of 'very favourable' ratings relative to the previous wave (18% vs. 14%).

## Favourability Tracking Over Time (% Favourable – Very/Somewhat)



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

Below are several of the main Party leaders active in this election. For each one please indicate the impression you have of them. If you do not know enough about the individual to have an opinion, please select that option.

Aug 2024 wording: 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: BC residents (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (August 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)



# PARTY LEADER FAVOURABILITY

(Demographic Breakdown)

% Favourable (Very/Somewhat)	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
BC New Democratic Party (BC NDP) leader David Eby	<b>46%</b>	49%	44%	40%	46%	35%	53%	45%	46%
Conservative Party of BC leader John Rustad	<b>36%</b>	36%	32%	37%	36%	34%	37%	41%	31%
BC Green Party leader Sonia Furstenau	<b>33%</b>	32%	41%	31%	31%	31%	36%	33%	33%

% Unfavourable (Very/Somewhat)	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
BC New Democratic Party (BC NDP) leader David Eby	<b>40%</b>	38%	45%	42%	33%	46%	41%	46%	35%
Conservative Party of BC leader John Rustad	<b>47%</b>	46%	54%	46%	43%	44%	53%	49%	46%
BC Green Party leader Sonia Furstenau	<b>33%</b>	34%	32%	32%	31%	31%	36%	41%	25%

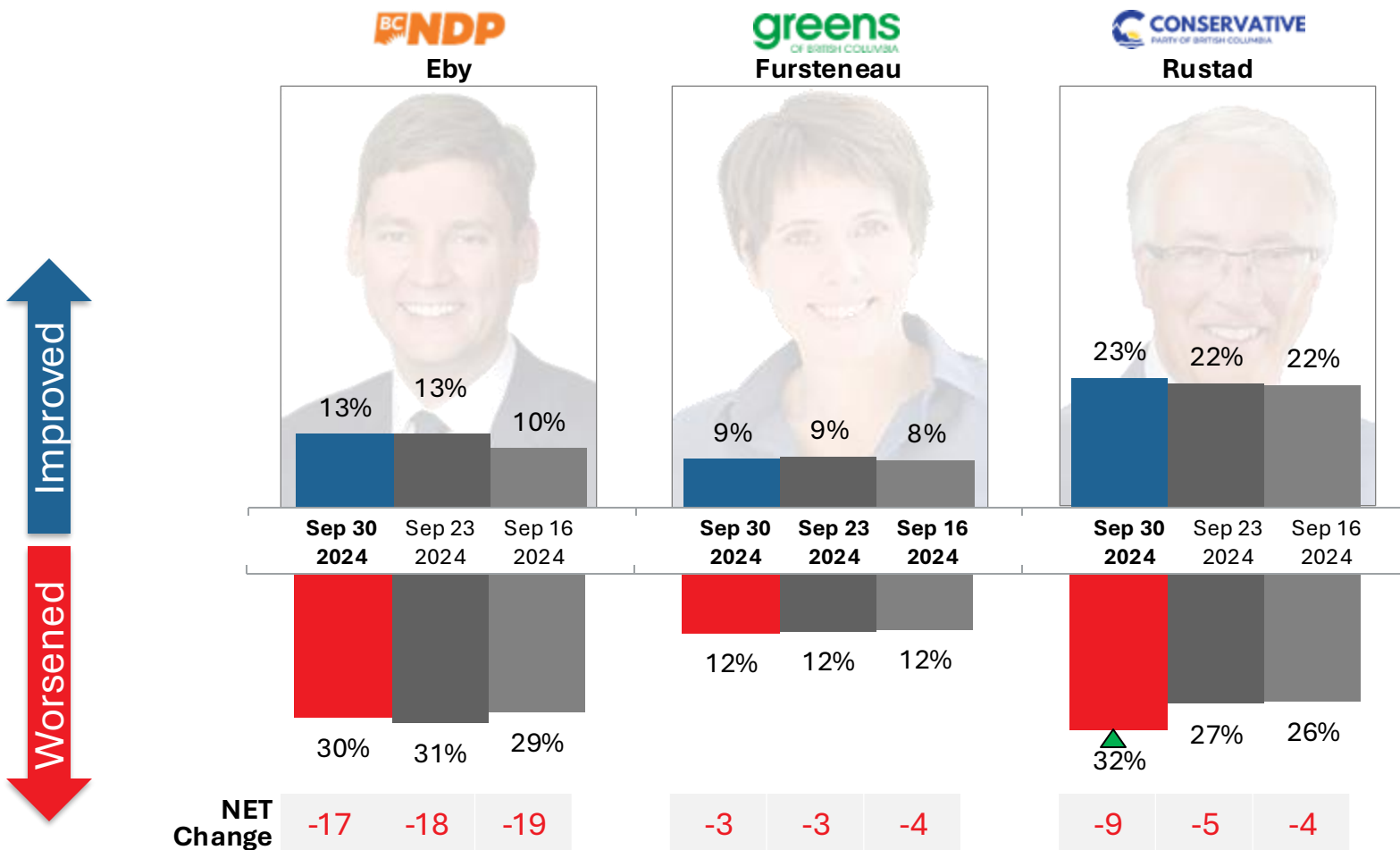
%/% indicates figure is statistically significantly higher/lower than total

# CHANGE IN PARTY LEADER FAVOURABILITY

(Among Total BC Residents)

Despite having the highest leader favourability overall, BC NDP leader David Eby continues to experience the largest NET negative difference in favourability over the last six months.

The proportion of BC residents who report that their opinion of Conservative Party leader John Rustad has worsened over the last 6 months has increased since the previous wave.



Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?  
 Base: BC residents (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n=1,001 ; Unweighted: n= 1,001) (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (August 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)

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

# CHANGE IN PARTY LEADER FAVOURABILITY

(Demographic Breakdown)

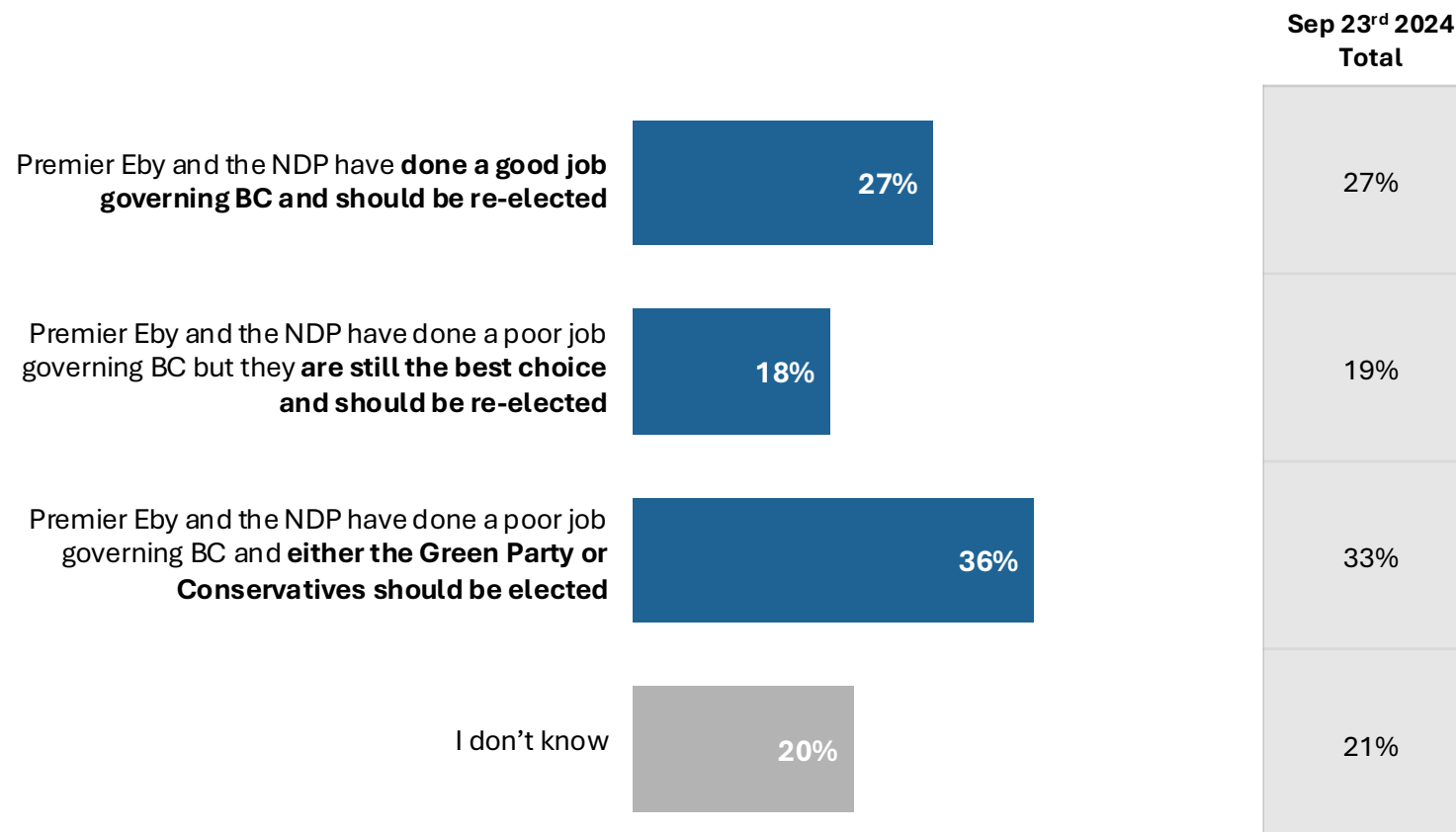
% Improved	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
Conservative Party of BC led by John Rustad	<b>23%</b>	24%	22%	21%	19%	20%	27%	28%	18%
BC New Democratic Party (BC NDP) led by David Eby	<b>13%</b>	15%	8%	12%	16%	10%	13%	13%	13%
BC Green Party led by Sonia Furstenau	<b>9%</b>	8%	8%	10%	10%	7%	9%	9%	8%

% Worsened	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
Conservative Party of BC led by John Rustad	<b>32%</b>	32%	39%	29%	31%	25%	39%	34%	31%
BC New Democratic Party (BC NDP) led by David Eby	<b>30%</b>	27%	40%	30%	23%	30%	34%	34%	26%
BC Green Party led by Sonia Furstenau	<b>12%</b>	12%	17%	10%	11%	11%	14%	17%	8%

%/% indicates figure is statistically significantly higher/lower than total

# PERCEPTION OF EBY GOVERNMENT

(Among Total BC Residents)



Consistent with the previous wave's results, just above a quarter of BC residents believe Premier Eby and the NDP have done a good job governing BC and should be re-elected, while a further one in five report that the NDP has done a poor job governing BC, but they are still the best choice and should be re-elected.

# PERCEPTION OF EBY GOVERNMENT

(Demographic Breakdown)

	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
Premier Eby and the NDP have <b>done a good job governing BC and should be re-elected</b>	27%	27%	31%	25%	27%	18%	33%	28%	25%
Premier Eby and the NDP have done a poor job governing BC but they <b>are still the best choice and should be re-elected</b>	18%	20%	14%	16%	23%	18%	15%	17%	18%
Premier Eby and the NDP have done a poor job governing BC and <b>either the Green Party or Conservatives should be elected</b>	36%	34%	34%	40%	30%	37%	39%	41%	31%
I don't know	20%	20%	21%	19%	20%	27%	14%	13%	26%

%/% indicates figure is statistically significantly higher/lower than total



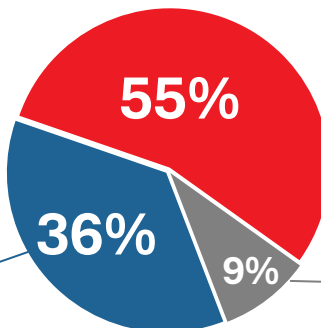
# Detailed Findings: Provincial Trajectory and Issues

# CURRENT TRAJECTORY OF BC

(Among Total BC Residents)

## RIGHT DIRECTION

**36%** of BC residents believe that **things in the province are going in the right direction**, consistent with results from the weeks of September 23<sup>rd</sup> (38%), September 16<sup>th</sup> (37%) and August 2024 (39%).



## WRONG TRACK

**55%** of British Columbians believe that **things in the province are off on the wrong track**, consistent with results from the weeks of September 23<sup>rd</sup> (54%), September 16<sup>th</sup> (55%) and August 2024 (53%).

**9%** of BC residents report that they **“don’t know” or simply refuse to answer**, consistent with last two survey waves (8%).

	OVERALL	x GENDER	x AGE	x REGION
<b>NET Right direction</b>	36%	38% 35%	34% 29% 43%	37% 45% 30%
Strongly right direction	5%	6% 5%	7% 3% 6%	5% 7% 6%
Somewhat right direction	31%	31% 30%	27% 26% 36%	32% 38% 24%
<b>NET Wrong track</b>	55%	56% 53%	53% 58% 53%	53% 50% 60%
Somewhat wrong track	26%	25% 28%	28% 28% 23%	27% 23% 27%
Strongly wrong track	28%	31% 26%	25% 30% 29%	26% 28% 32%

■ Male  
■ Female  
■ 18-34 ■ 35-45 ■ 55+  
■ Metro Van ■ Van Island ■ Rest of BC

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: BC residents (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)  
 (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (August 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)

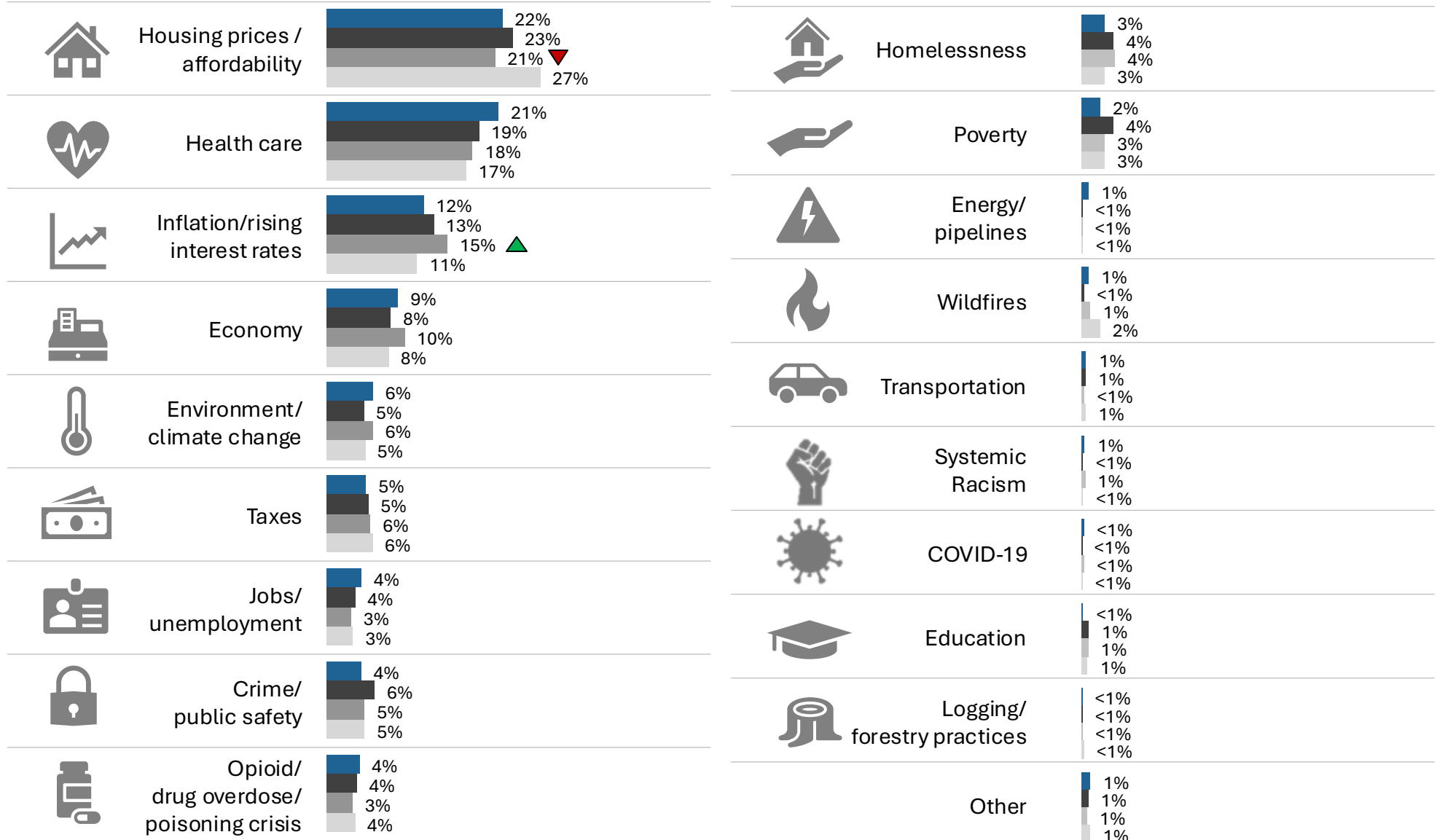
%/% indicates figure is statistically significantly higher/lower than total

## BC ISSUES – MOST IMPORTANT: AIDED – TRACKER

(Among Total BC Residents)



Housing affordability remains the top issue in BC, closely followed by health care, and more distantly by inflation/rising interest rates, and the economy. Results for all issues are consistent with those from the week of September 23<sup>rd</sup>.



In your view, what is the most important issue facing British Columbia today?  
 Base: BC residents (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (August 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001). "Not sure" responses not shown.

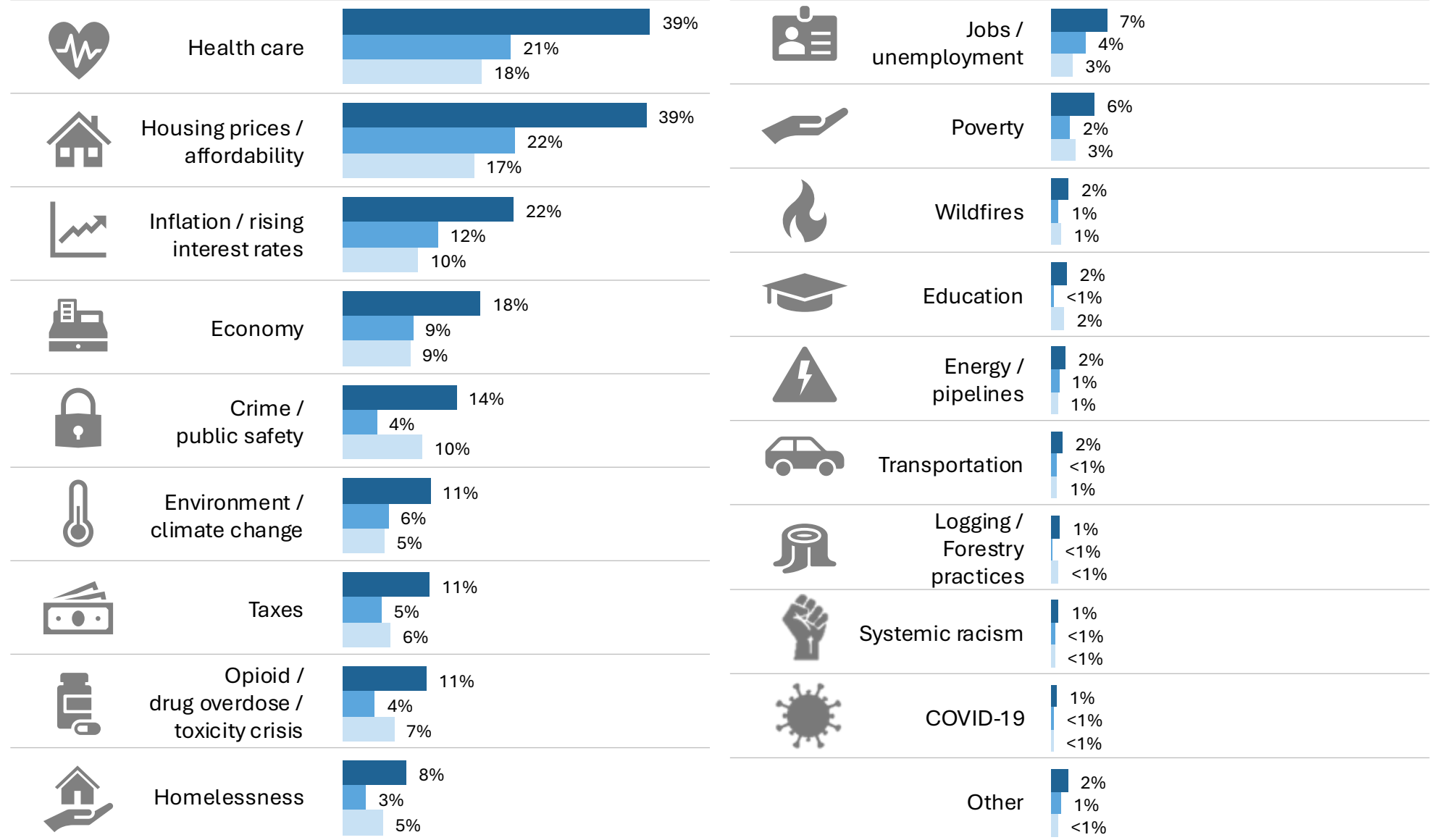
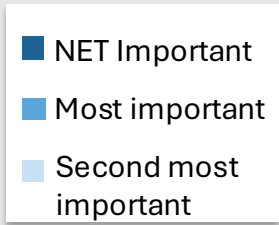
Statistically significantly higher than previous wave.  
 Statistically significantly lower than previous wave.



# BC ISSUES – TOTAL IMPORTANCE: AIDED

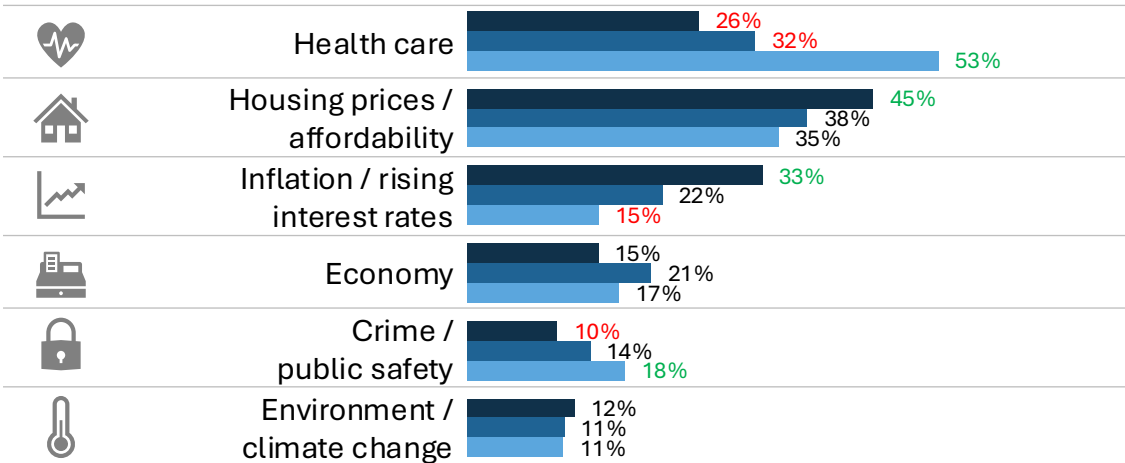
(Among Total BC Residents)

Health care has replaced housing prices /affordability as the top issue in terms of total importance this week and is significantly more important relative to last week (39% vs. 34%).



## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

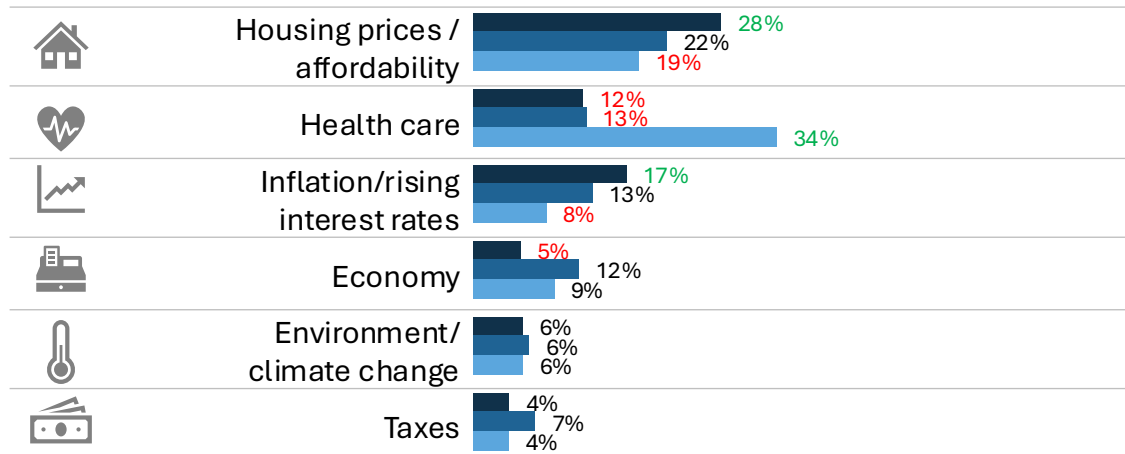
AIDED x **AGE** (Sep 30<sup>th</sup> 2024)



## TOP 6 BC ISSUES – MOST IMPORTANT:

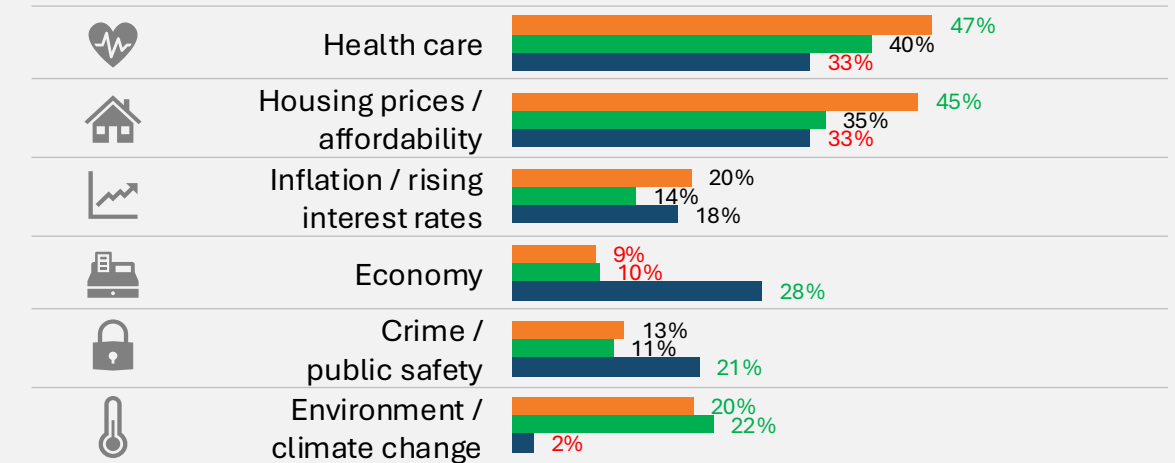
AIDED x **AGE** (Sep 30<sup>th</sup> 2024)

■ 18-34  
■ 35-54  
■ 55+



## TOP 6 BC ISSUES – TOTAL IMPORTANCE:

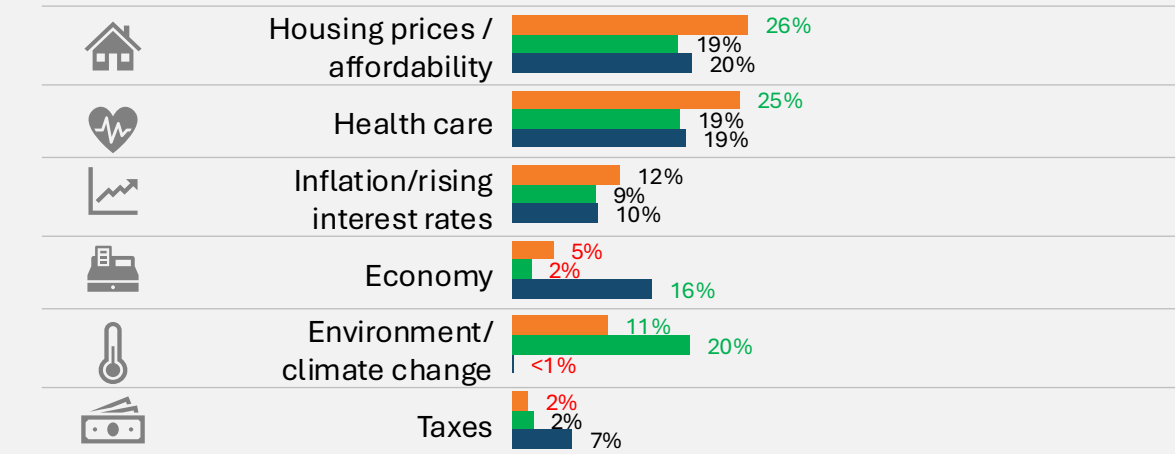
AIDED x **VOTING INTENTION** (Sep 30<sup>th</sup> 2024)



## TOP 6 BC ISSUES – MOST IMPORTANT:

AIDED x **VOTING INTENTION** (Sep 30<sup>th</sup> 2024)

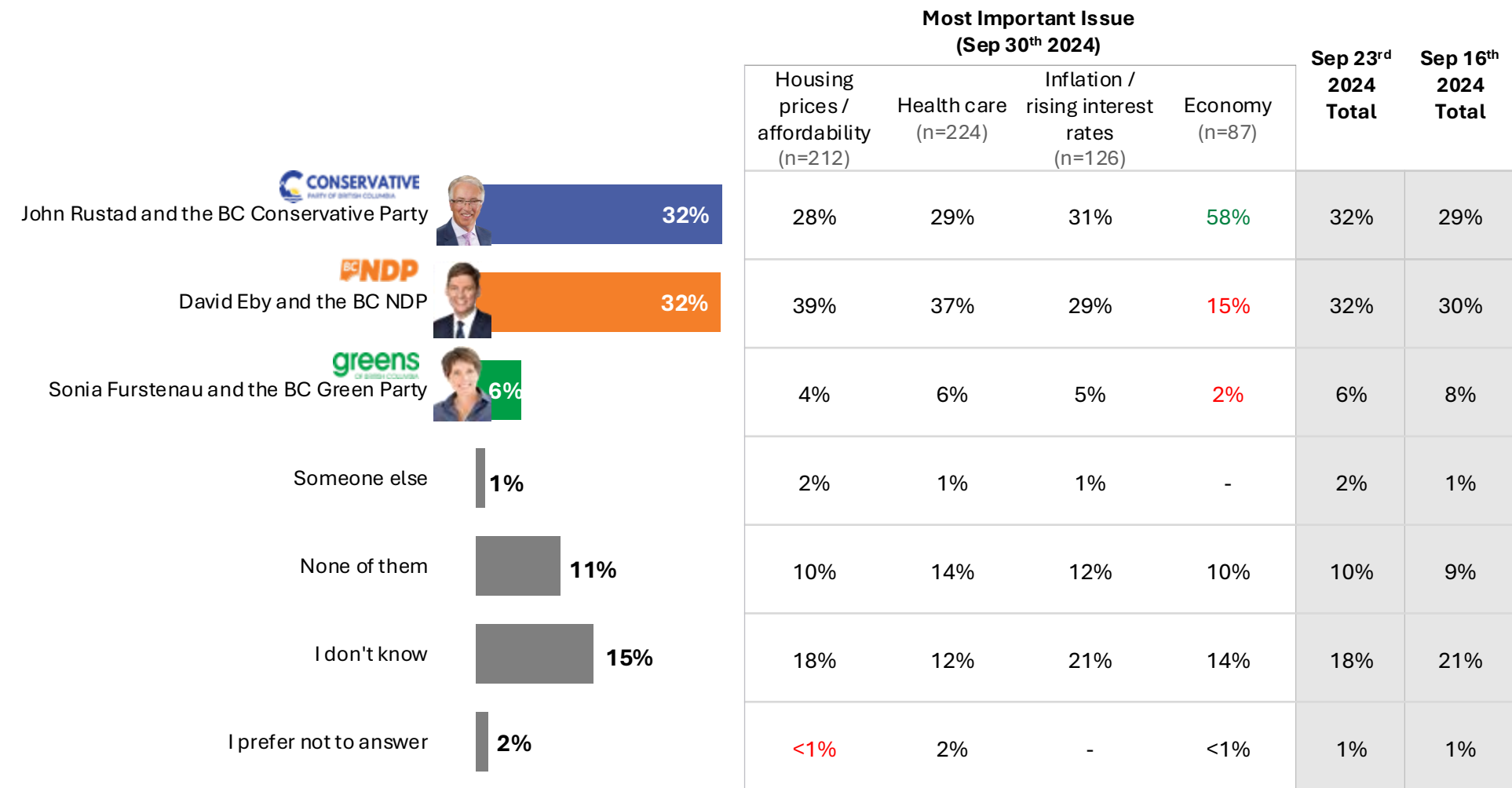
■ BC NDP  
■ BC Green Party  
■ Conservative Party of BC



%/% indicates figure is statistically significantly higher/lower than total

# PARTY WITH TOP PLAN TO ADDRESS PRIORITY ISSUES

(Among Total BC Residents)



BC residents are split on which party has the best plan to address their priority issues, with the Conservative Party and BC NDP each receiving just less than one-third of the total.

BC Residents whose most important issue is the Economy are significantly more likely to believe the Conservative Party is the party with the best plan to address their priority issue.

%/% indicates figure is statistically significantly higher/lower than total

And which Party do you feel has the best plan to address that priority issue for you?

Base: BC residents (September 30 2024: Weighted: n= 1,002 ; Unweighted: n= 1,002) (September 23 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001) (September 16 2024: Weighted: n= 1,001 ; Unweighted: n= 1,001)

# PARTY WITH TOP PLAN TO ADDRESS PRIORITY ISSUES

(Demographic Breakdown)

	Total (n=1,002)	Region			Age			Gender	
		Metro Vancouver (n=500)	Vancouver Island (n=184)	Other BC (n=318)	18-34 (n=213)	35-54 (n=333)	55+ (n=456)	Men (n=497)	Women (n=505)
Conservative Party of BC led by John Rustad	32%	32%	28%	34%	33%	32%	32%	38%	27%
BC New Democratic Party (BC NDP) led by David Eby	32%	33%	35%	29%	34%	22%	39%	34%	30%
BC Green Party led by Sonia Furstenau	6%	6%	6%	7%	5%	7%	5%	6%	6%
Someone else	1%	2%	1%	1%	4%	<1%	1%	2%	<1%
None of them	11%	11%	14%	11%	5%	16%	11%	9%	13%
Don't know	15%	15%	14%	17%	16%	20%	11%	9%	22%
I prefer not to answer	2%	2%	2%	1%	3%	2%	1%	2%	1%



# DETAILED METHODOLOGY

125,058	154,508	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	90,000
	35,000	101,090	154,200
	83,000	101,684	110,000
		101,962	89,000
		22,747	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>n=1,002</i>	<i>n=1,002</i>
	Male	486	497
	Female	516	505
<b>Region</b>		<i>n=1,002</i>	<i>n=1,002</i>
	Metro Vancouver	538	500
	Vancouver Island	173	184
	Rest of BC	292	318
<b>Age</b>		<i>n=1,002</i>	<i>n=1,002</i>
	18 – 34	263	213
	35 – 54	319	333
	55+	421	456
<b>Voting Intention</b>		<i>n=829</i>	<i>n=844</i>
	BC NDP	354	415
	BC Green Party	79	84
	Conservative Party of BC	379	329



ABOUT LEGER



TRUST

Leger

## 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

---

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



# REAL-TIME SOLUTIONS

*EXPLORE*  
**UX EXPERTISE**

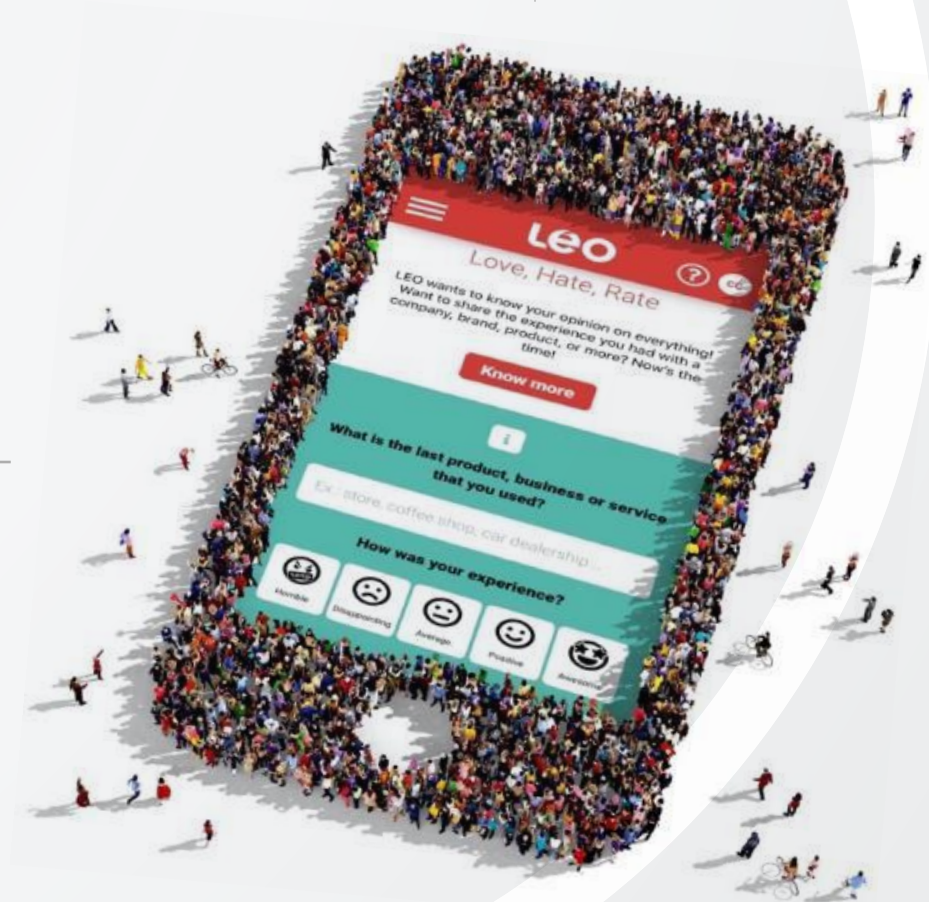
*ENGAGE*  
**CMNTY**

*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

- **Leger**  
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 | NEW YORK

# Leger

*We know Canadians*

