

Report

**Government of British
Columbia
Report Card
January 2025**

DATE 2/5/2025



BACKGROUND



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

METHODOLOGY



- Results are based on online research conducted among BC residents 18 years of age and older.
- The most recent wave was conducted among a sample of 1,001.
 - 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.

More than three months after the October 2024 BC election, the latest Leger polling data indicates surprisingly little change in party support with the BC NDP maintaining its lead with 44% voting intention and the Conservative Party of BC following closely behind at 42%. With the recent resignation of Sonia Furstenau, the BC Green Party has seen a slight uptick in support, now reaching 10%.

Both BC NDP leader David Eby's and BC Green Party leader Sonia Furstenau's approval ratings have risen significantly since the election, with Eby at 49%, and Furstenau's at 38% likely due to the accolades & recognition she's received upon news of her stepping down. Despite the surge in popularity of John Rustad's party up through election night, approval ratings have remained stable, but the number of voters who say their perceptions of him as a leader have declined has risen from 20% to 27% indicating that some challenges have surfaced in this early stage of his term as opposition leader.

The recent decline in interest rates and drop in inflation numbers appears to have shifted the public agenda of the most important issue facing the province. Housing affordability had been consistently at the top of the charts for the past four years, but has slipped seven full points to one-in-five saying it's the most important issue. Our ongoing healthcare crisis has resulted in healthcare staying a firm 2nd in the list, while inflation has dropped from its high of 19% four years back to the current level of 11%, and the tariff issue has made its debut at 7% (data collection was prior to the announcement this past weekend)

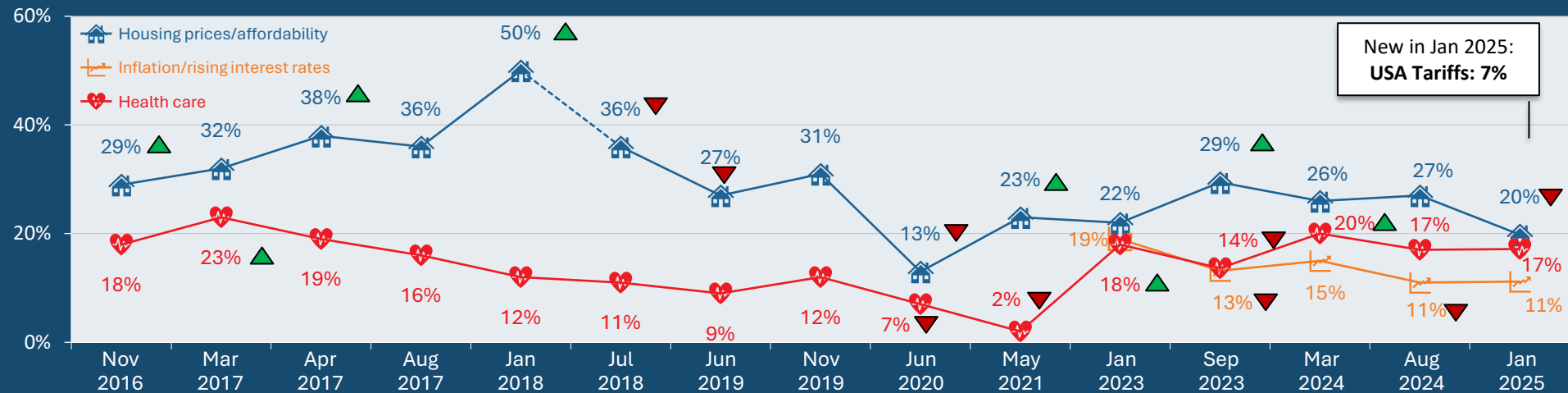
BC residents have not noticed significant changes in the NDP government's approach to key policy areas since our last poll in August 2024, despite its election victory in October. Approval ratings for most issues have remained fairly steady as of our most recent read in January 2025, with slight increases in public approval for the government's handling of transportation and roads (+6%), federal relations (+6%), and homelessness (+4%--albeit ratings are dismally low on this particular file).

The NDP continues to receive its highest approval ratings for wildfire evacuations (53% approval) , Indigenous reconciliation (47%), transportation (45%), and federal relations (45%). However, public disapproval ratings remain high (over 50%) in critical areas such as homelessness, the opioid crisis, poverty, housing affordability, taxes, crime, and healthcare.

DASHBOARD OF KEY METRICS

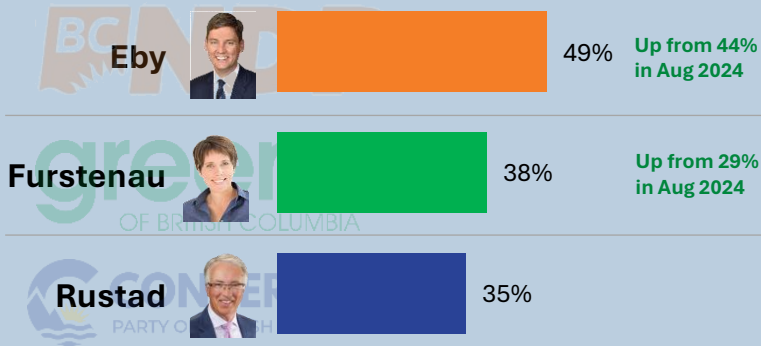
Most Important Issue Facing BC

Significantly fewer BC residents chose housing affordability as the most important issue in BC in January 2025; however, it continues to be the most pressing issue in BC. This decline may be due to the rising concern over USA tariffs. Other major concerns such as healthcare and inflation/ rising interest rates have remained stable over the same period.



Leader Approval Ratings

Public approval for BC NDP leader David Eby and BC Green Party leader Sonia Furstenau has grown significantly in January 2025. Eby continues to lead with a 49% approval rating, while Furstenau's rating has risen to 38%. Approval ratings of Conservative Party of BC leader John Rustad have held stable.



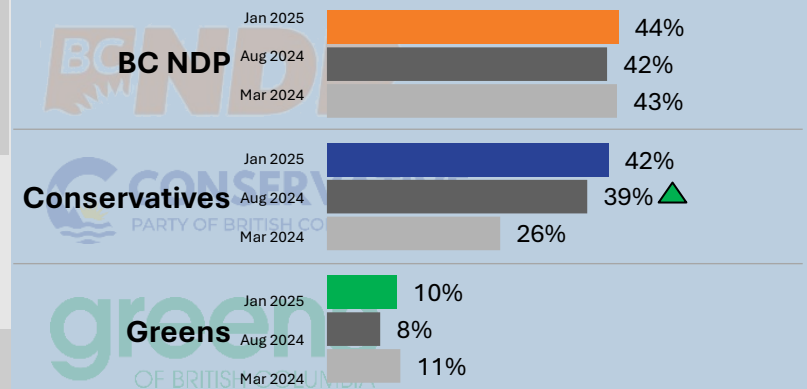
Approval Ratings of Current Government on Key Issues

The NDP government's handling of various issues has received mixed reviews, with wildfire evacuation response stands out as the only issue rated higher than Premier Eby's 49% approval.



BC Voting Intentions

Even with the BC United Party out of the picture following their withdrawal from the October election, voting intentions in January 2025 remain consistent with August 2024. The BC NDP retains its lead, with the Conservative Party of BC positioned closely behind.



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

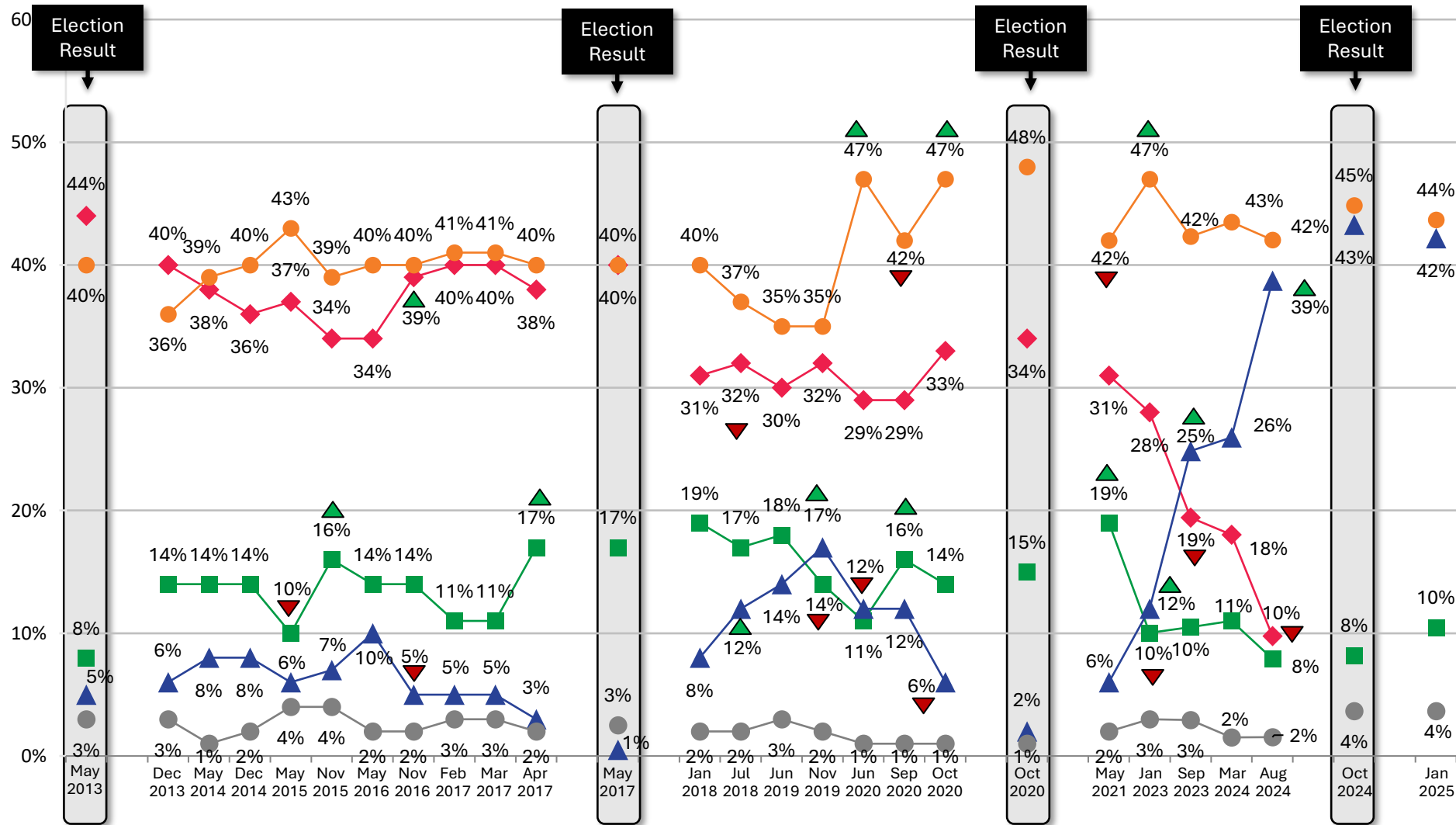
NOTE: BC United was removed for the January 2025 wave due to party being suspended



Detailed Findings

PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)



Provincial voting intentions in January 2025 have remained consistent with the October 2024 election results.

The BC NDP retains its lead, with the Conservative Party of BC positioned closely behind.

The BC Green Party has seen a modest increase in support, now at 10%, which is not unusual to see post-elections.

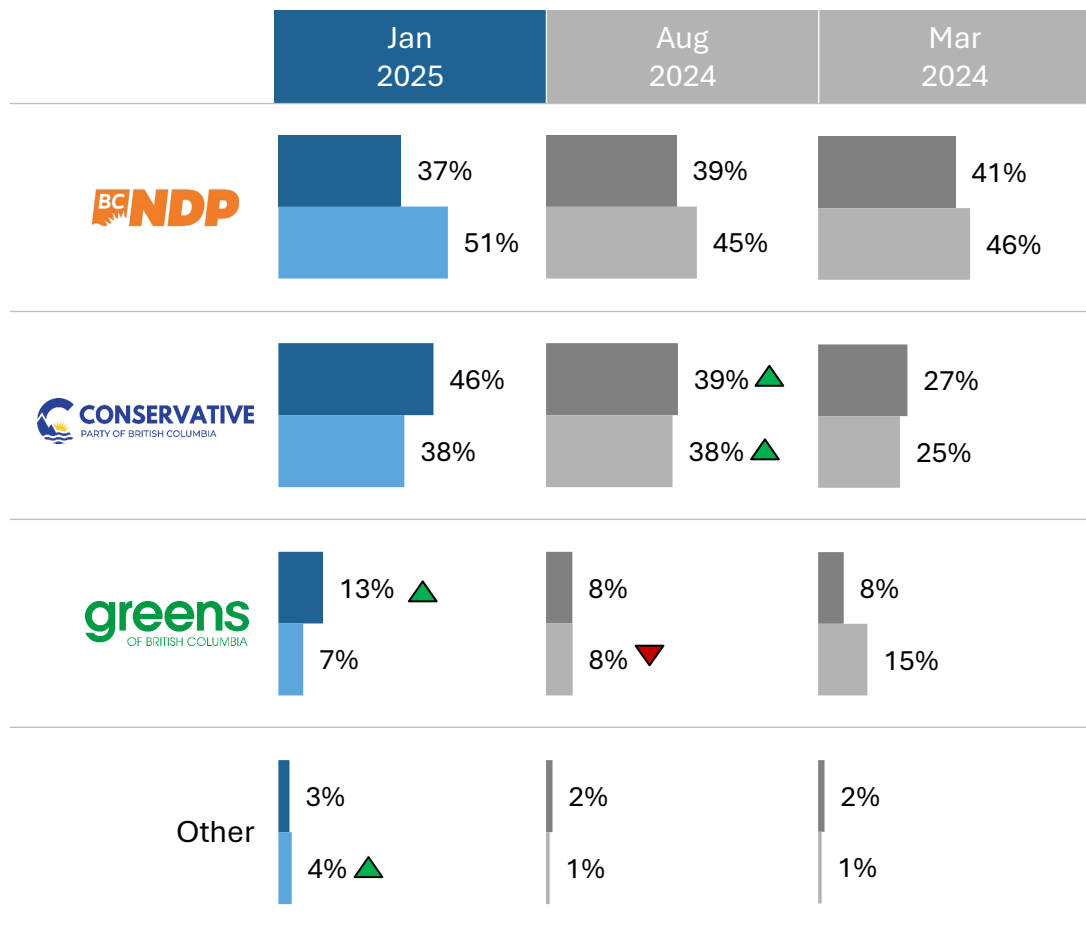


▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

NOTE: BC United was removed for the January 2025 wave due to party being suspended
If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?
Base: Decided voters (Weighted: n= 855 ; Unweighted: n= 861)

PROVINCIAL VOTING INTENTIONS x

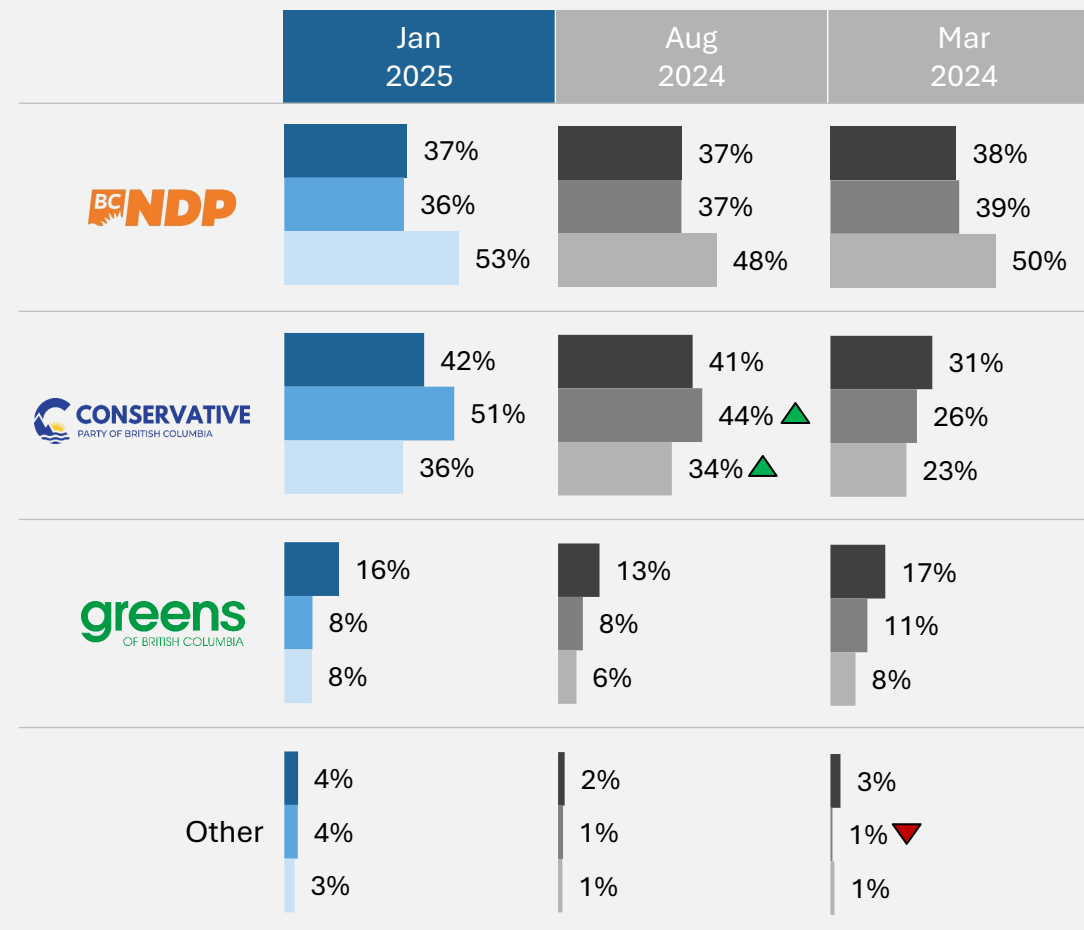
GENDER (Among Decided Voters)



■ Men
■ Women

PROVINCIAL VOTING INTENTIONS x

AGE (Among Decided Voters)

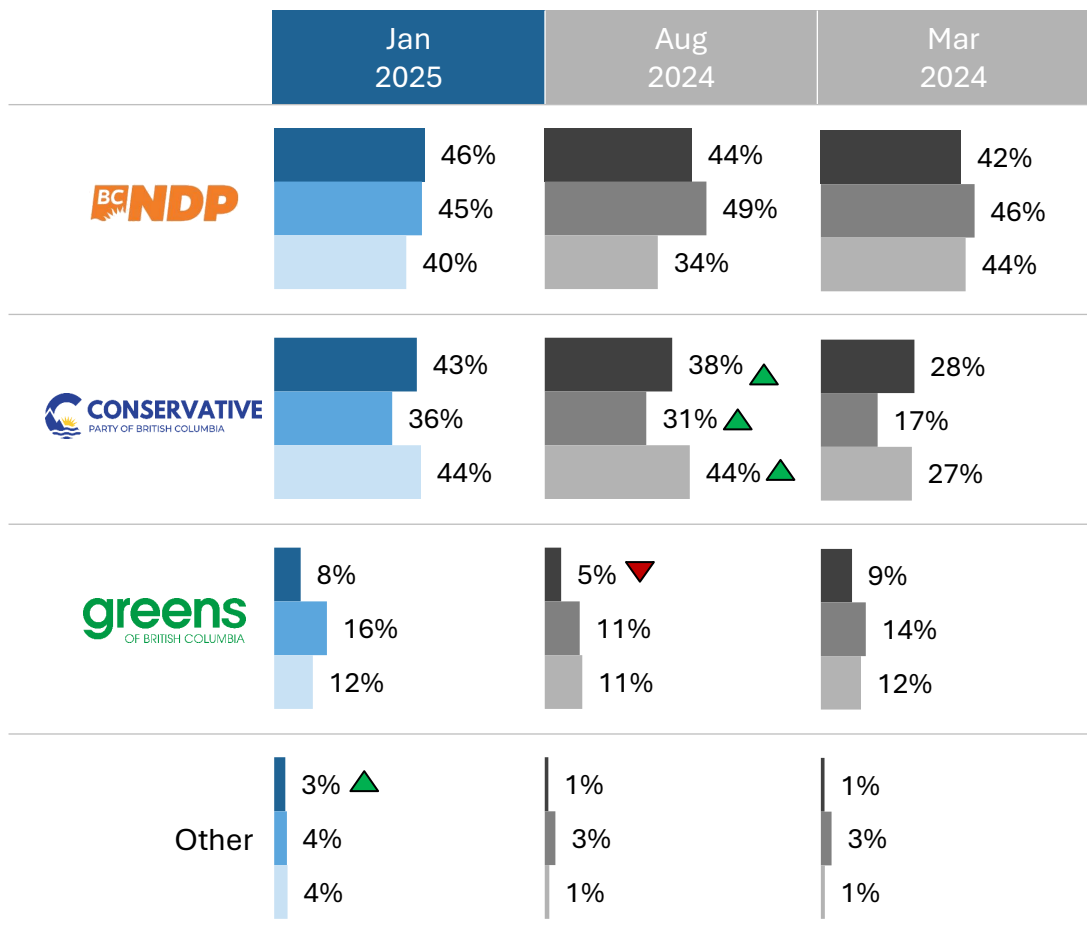


■ 18-34
■ 35-54
■ 55+

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

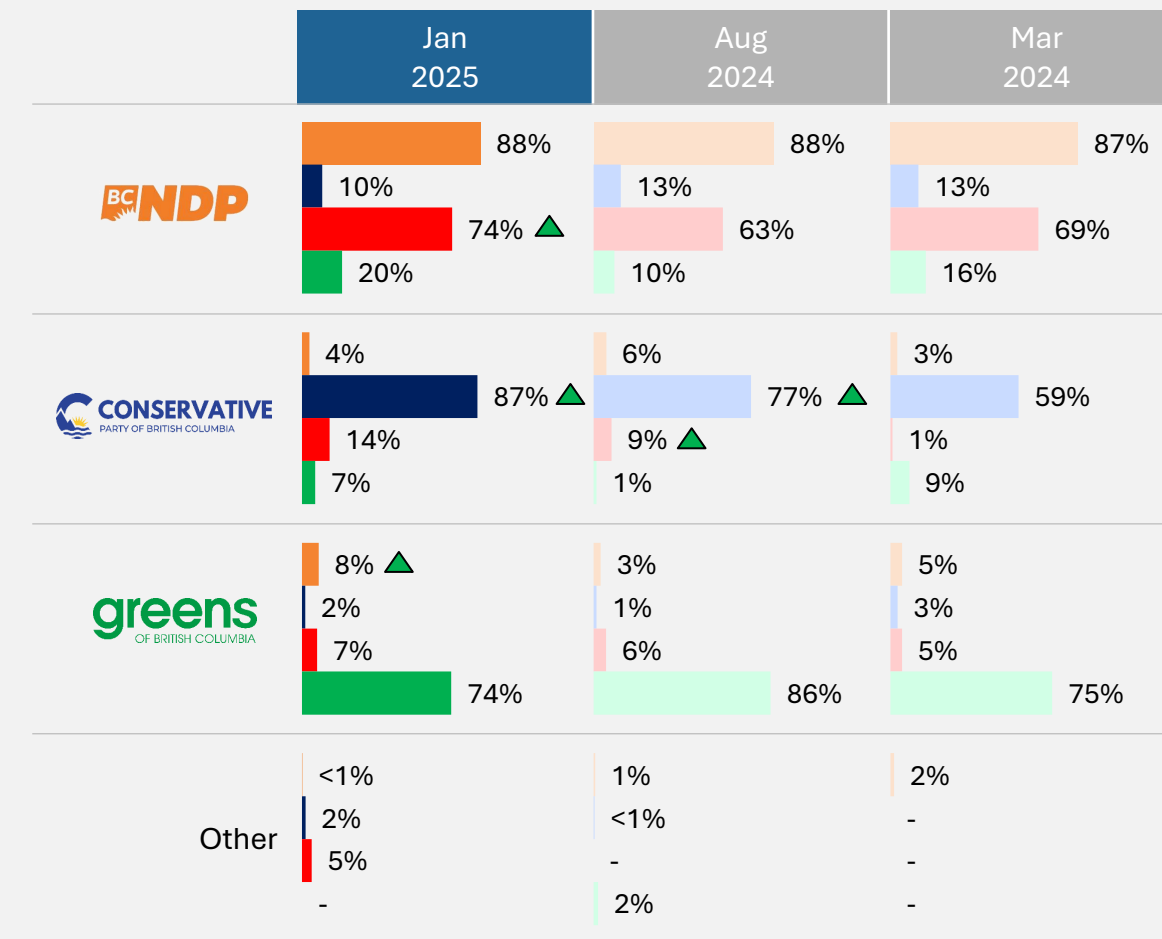
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If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?
Base: Decided voters (Weighted: n= 855 ; Unweighted: n= 861)

PROVINCIAL VOTING INTENTIONS x REGION (Among Decided Voters)



■ Metro Van
■ Van Island
■ Rest of BC

PROVINCIAL VOTING INTENTIONS x FEDERAL VOTING INTENTIONS (Among Decided Voters)



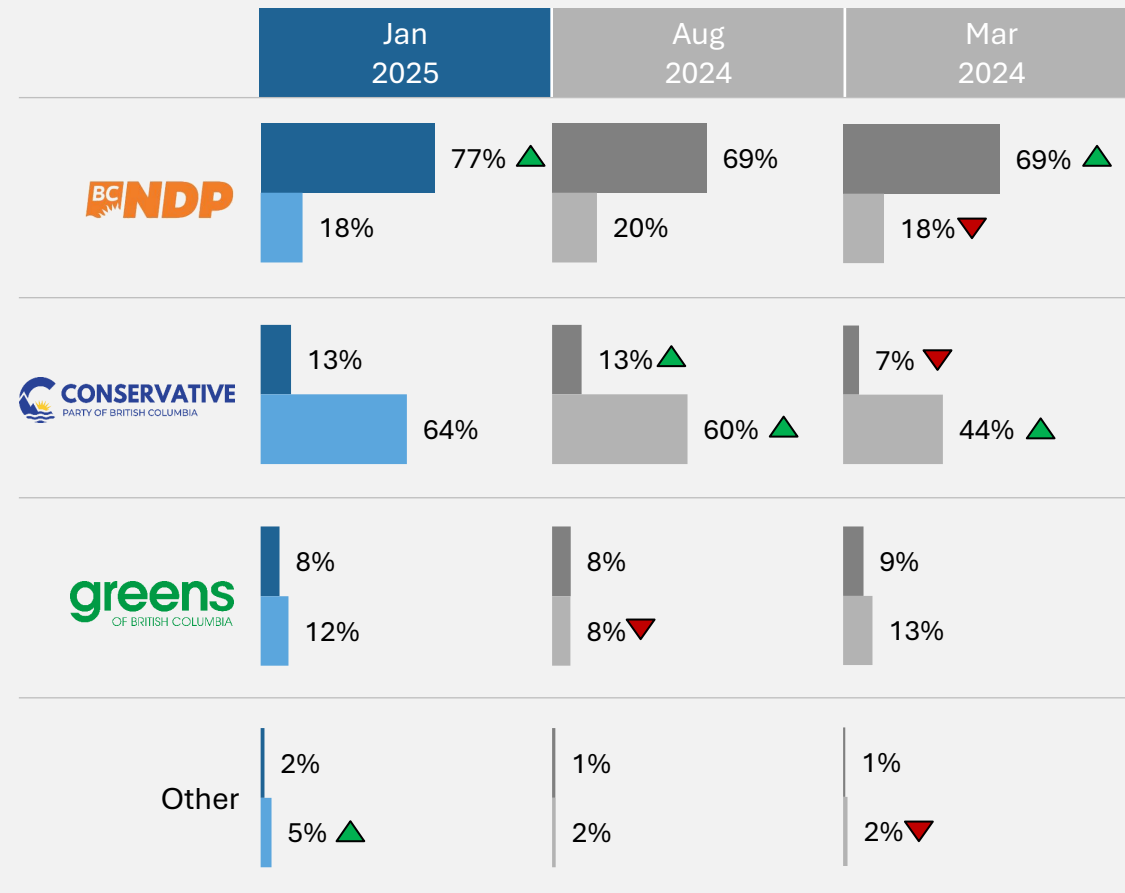
■ NDP
■ Conservative Party
■ Liberal Party
■ Green Party

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

NOTE: BC United was removed for the January 2025 wave due to party being suspended
If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?
Base: Decided voters (Weighted: n= 855 ; Unweighted: n= 861)

PROVINCIAL VOTING INTENTIONS x CURRENT TRAJECTORY OF BC

(Among Decided Voters)

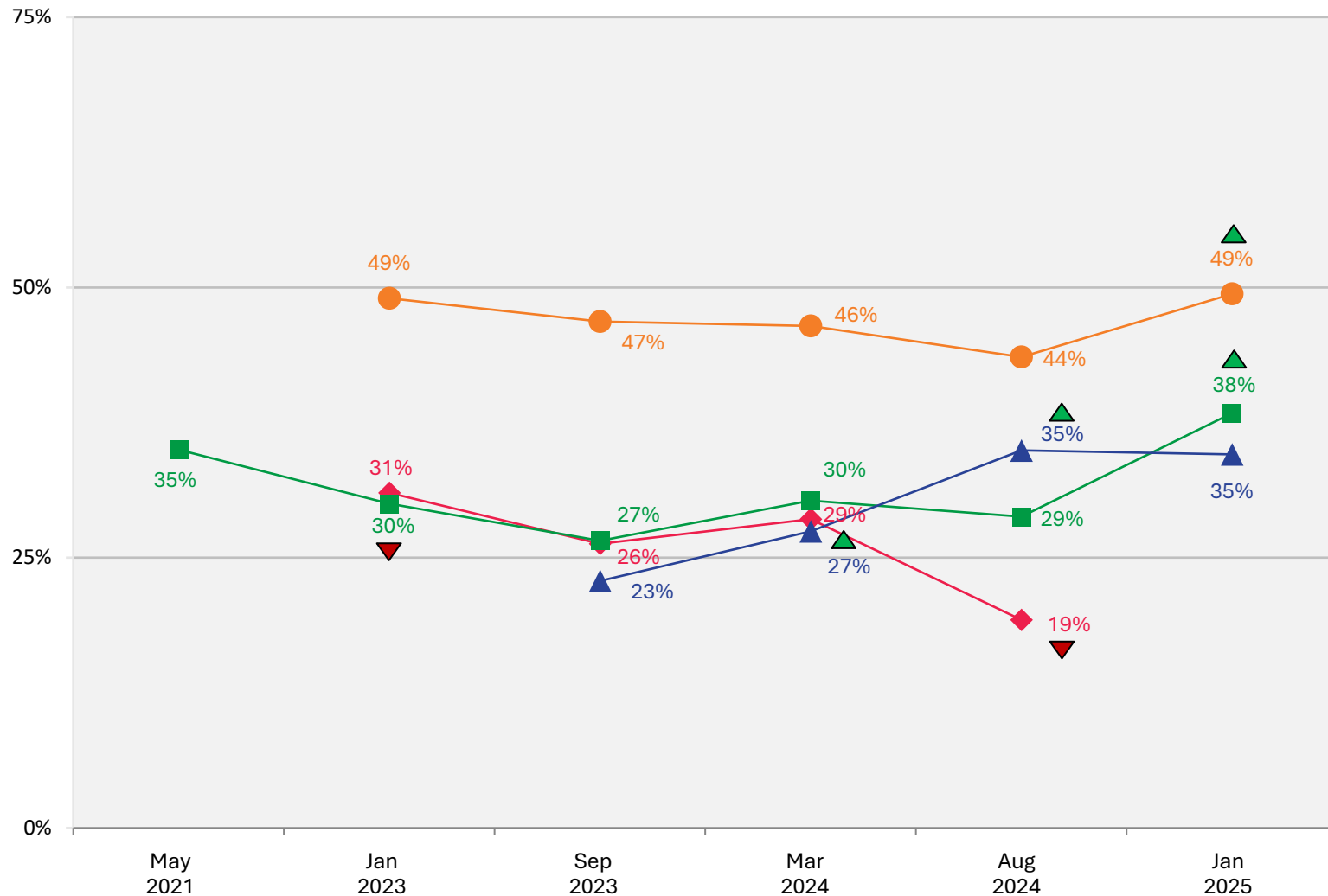


■ BC is going in the right direction
■ BC is off on the wrong track

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

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 If a BC Provincial election were held here in BC tomorrow, which party's candidate would you vote for?
 Base: Decided voters (Weighted: n= 855 ; Unweighted: n= 861)

CURRENT LEADER APPROVAL RATING



Public approval for BC NDP leader David Eby and BC Green Party leader Sonia Fursteneau has grown significantly in January 2025 following the October 2024 BC election and the news of her stepping down as leader.

Eby continues to lead with a 49% approval rating, while Fursteneau's rating has risen to 38%, marking her highest level in four years and placing her second overall.

In contrast, Conservative Party of BC leader John Rustad, whose approval ratings had been making steady progress since September 2023, has seen his approval rating stabilize in January 2025, resulting in his slip to third place.

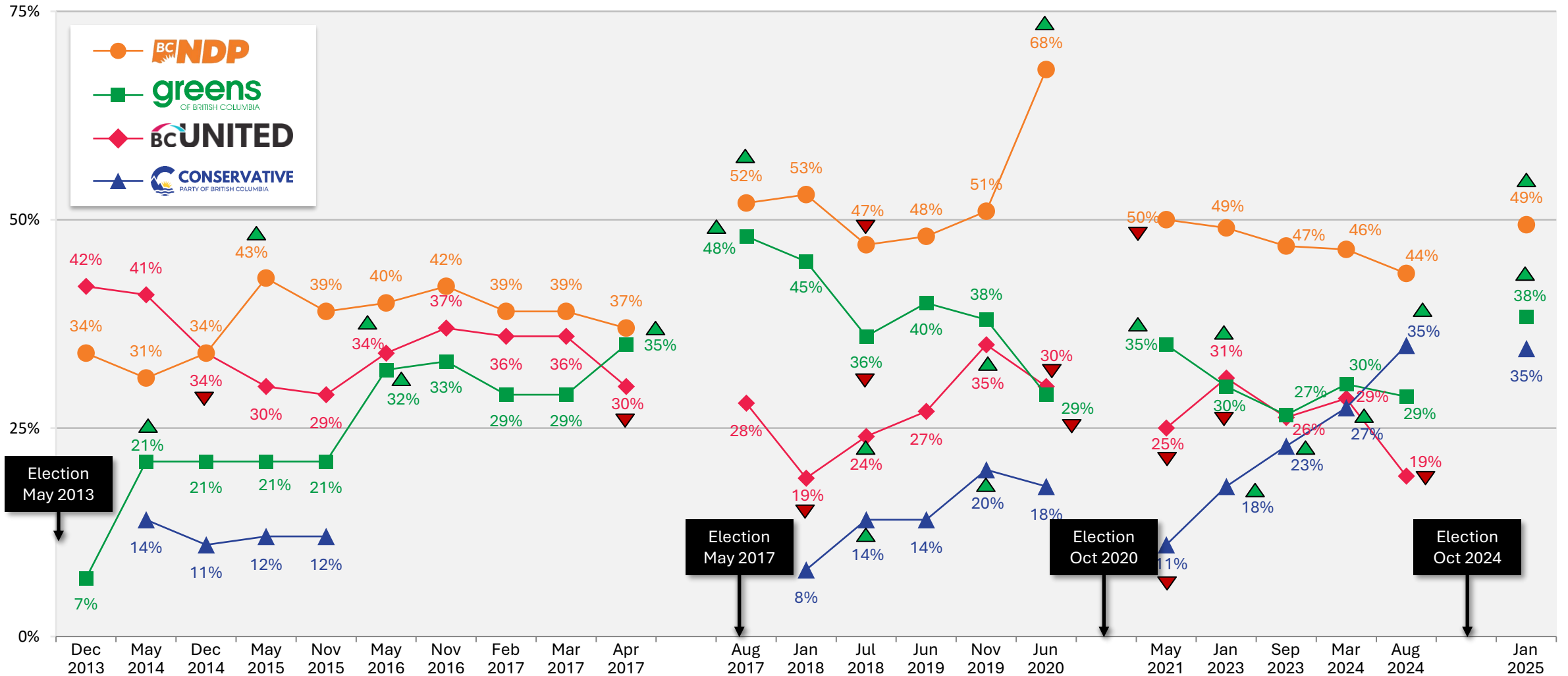
- Eby **BC NDP**
- Fursteneau **greens** OF BRITISH COLUMBIA
- Falcon **BC UNITED**
- Rustad **CONSERVATIVE** PARTY OF BRITISH COLUMBIA

NOTE: BC United was removed for the January 2025 wave due to party being suspended
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)

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

LEADER APPROVAL RATING

Longer Term Tracking



NOTE: BC United was removed for the January 2025 wave due to party being suspended
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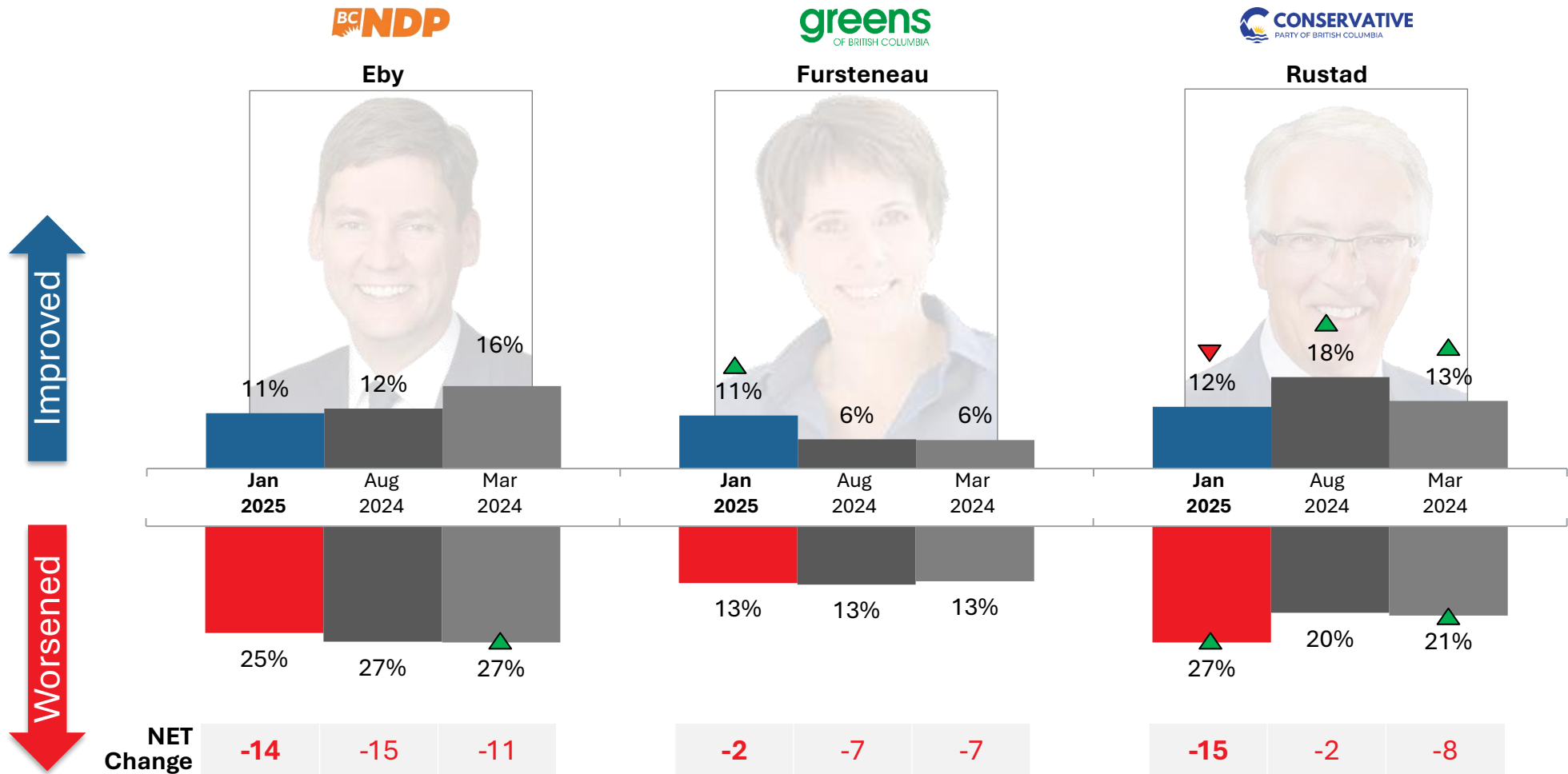
▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.

CHANGE IN OPINION OF LEADERS

Public perceptions of Premier David Eby remained stable in January 2025, with worsened opinions continuing to greatly outweigh improved opinion.

The proportion of residents with an improved opinion of John Rustad has declined significantly, while those with a worsened opinion increased substantially with the differential showing a marked increase.

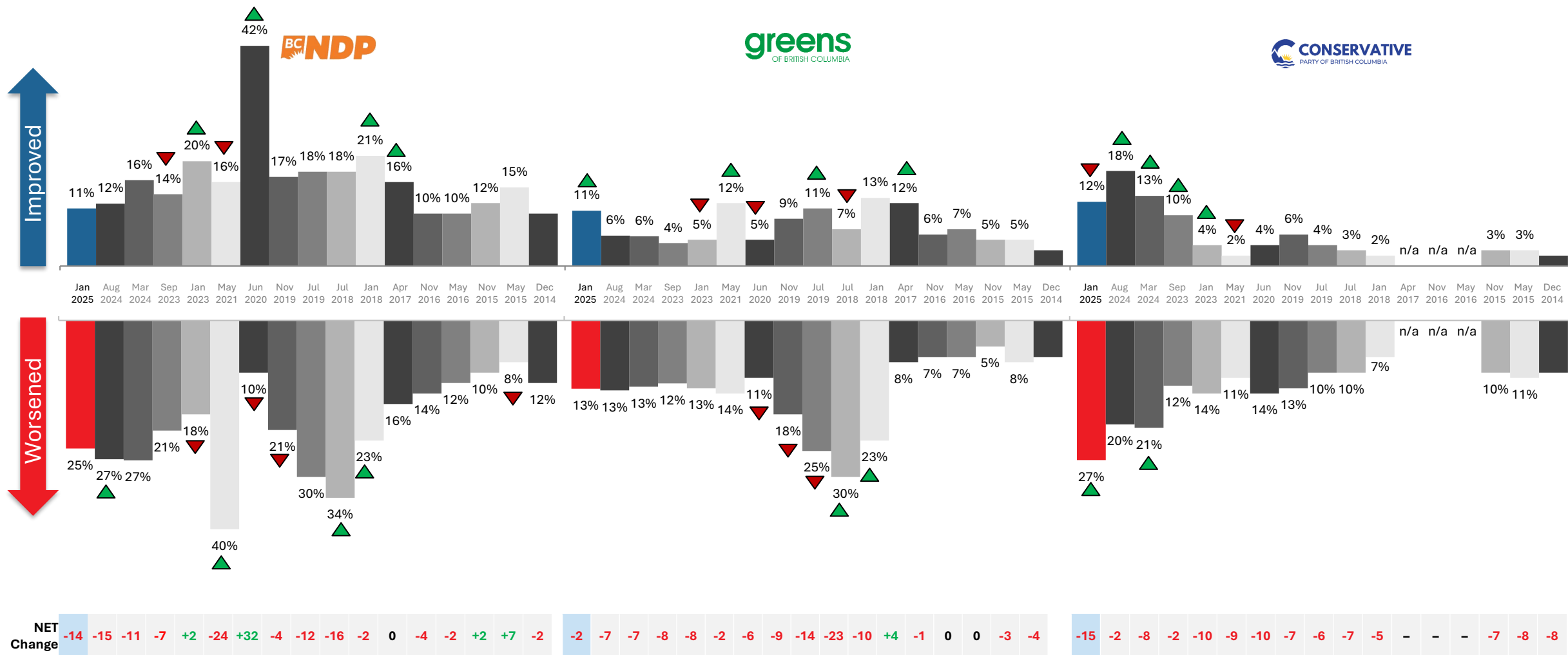
BC Green Party leader Sonia Fursteneau is the only leader who experienced significantly improved opinion in January 2025, resulting in her having the strongest NET opinion change of all three leaders, and likely due to her recent news of stepping down.



NOTE: BC United was removed for the January 2025 wave due to party being suspended
 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



NOTE: BC United was removed for the January 2025 wave due to party being suspended
 Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?
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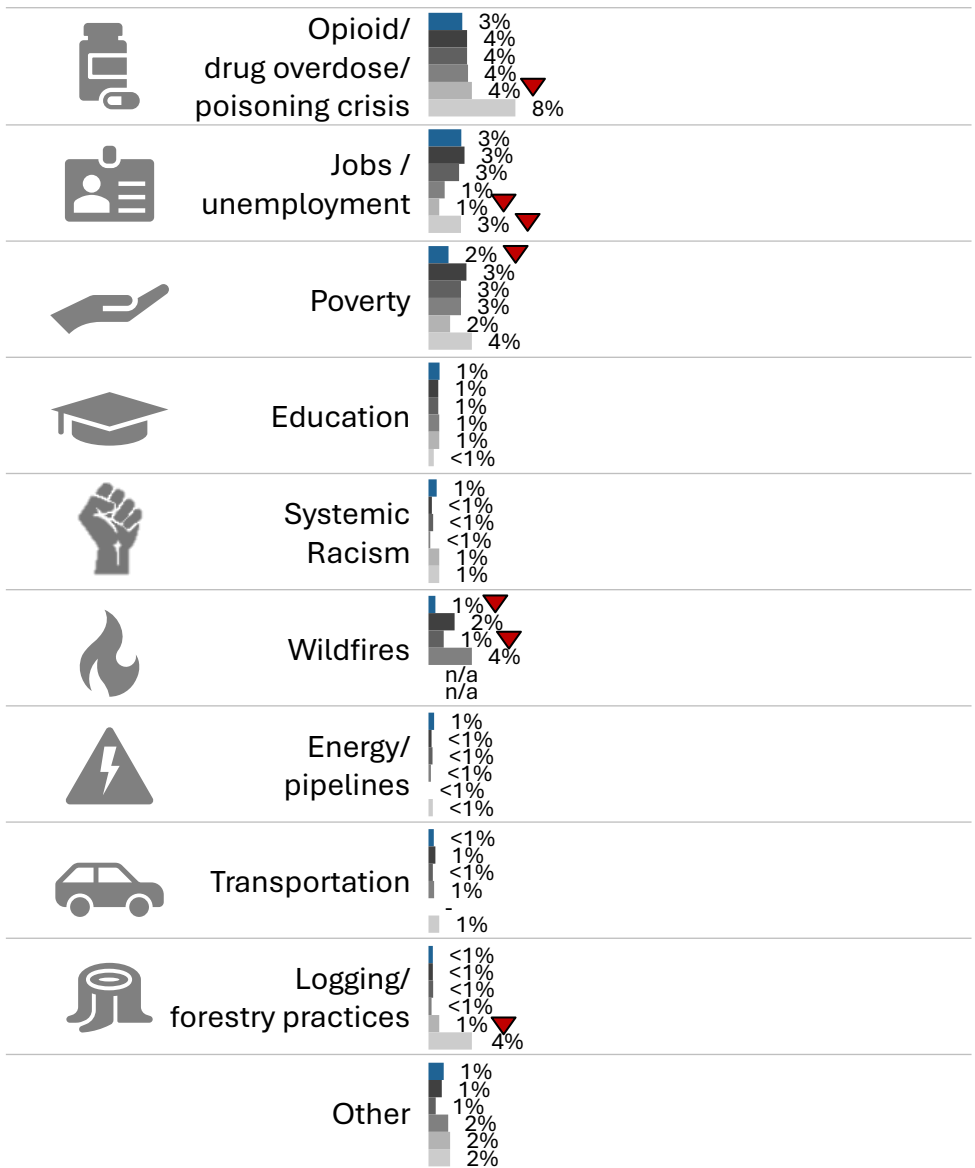
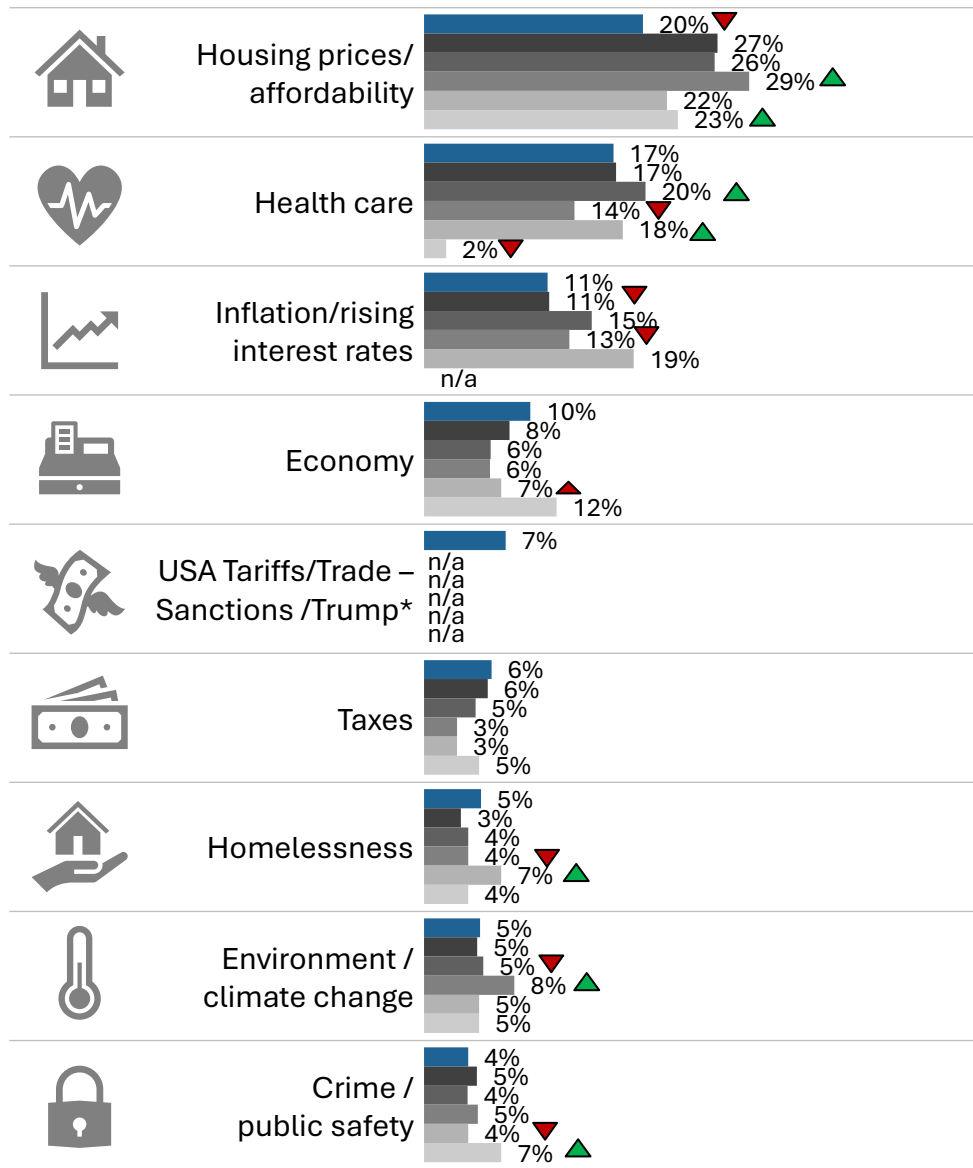
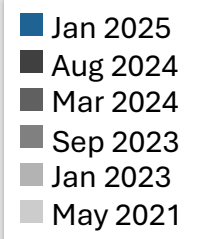
▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.

BC ISSUES – MOST IMPORTANT: AIDED – TRACKER

Significantly fewer BC residents chose housing affordability as the most important issue in BC in January 2025, reaching its lowest level in four years. However, it continues to be the most pressing issue in BC, with now just a slight edge over healthcare which has remained steady.

Interest and inflation concerns are the lowest they've been in four years, while concerns about the the economy have risen.

U.S. tariffs and trade sanctions have emerged as a growing concern for the province.



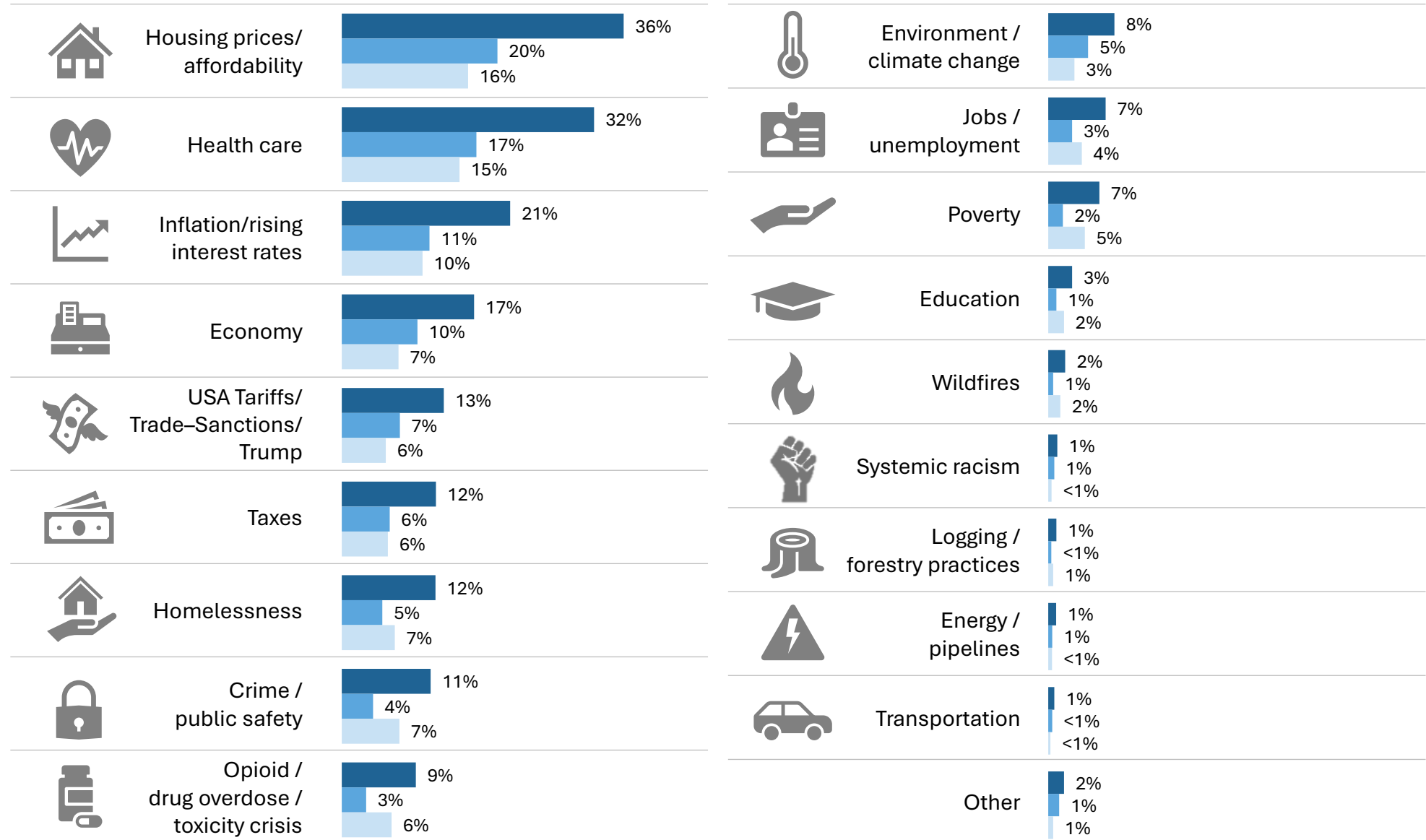
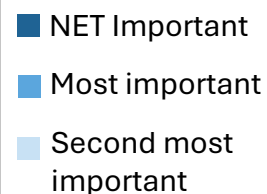
*New option in Jan 2025. COVID-19 was removed in Jan 2025.
 In your view, what is the most important issue facing British Columbia today?
 Base: All respondents (n= 1,001). Not sure responses not shown.

BC ISSUES – TOTAL IMPORTANCE: AIDED



Housing affordability remains the most critical issue in BC, with nearly four-in-ten residents considering it a top-two concern for the province.

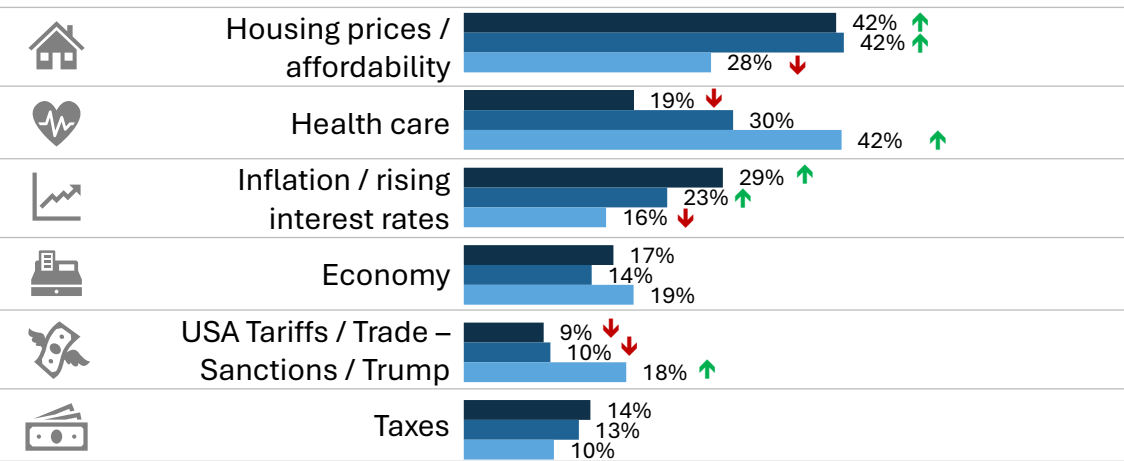
Health care is also a major concern, cited by one-third of residents, while just above one-fifth name inflation and rising interest rates among their top-two concerns.



In your view, what is the most important / second most important issue facing British Columbia today?
Base: All respondents (n=1,001). Not sure responses not shown.

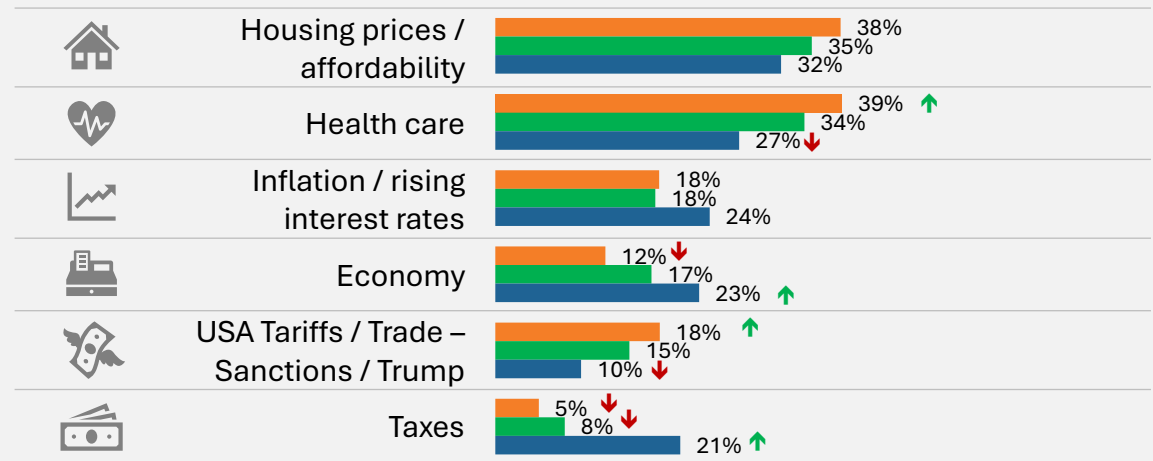
TOP 6 BC ISSUES – TOTAL IMPORTANCE:

AIDED x **AGE** (Jan 2025)



TOP 6 BC ISSUES – TOTAL IMPORTANCE:

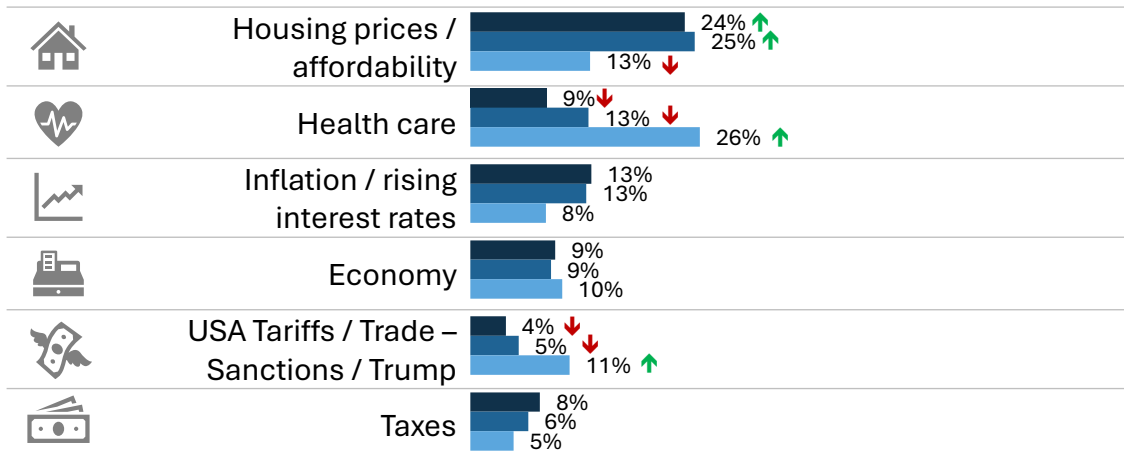
AIDED x **VOTING INTENTION** (Jan 2025)



TOP 6 BC ISSUES – MOST IMPORTANT:

AIDED x **AGE** (Jan 2025)

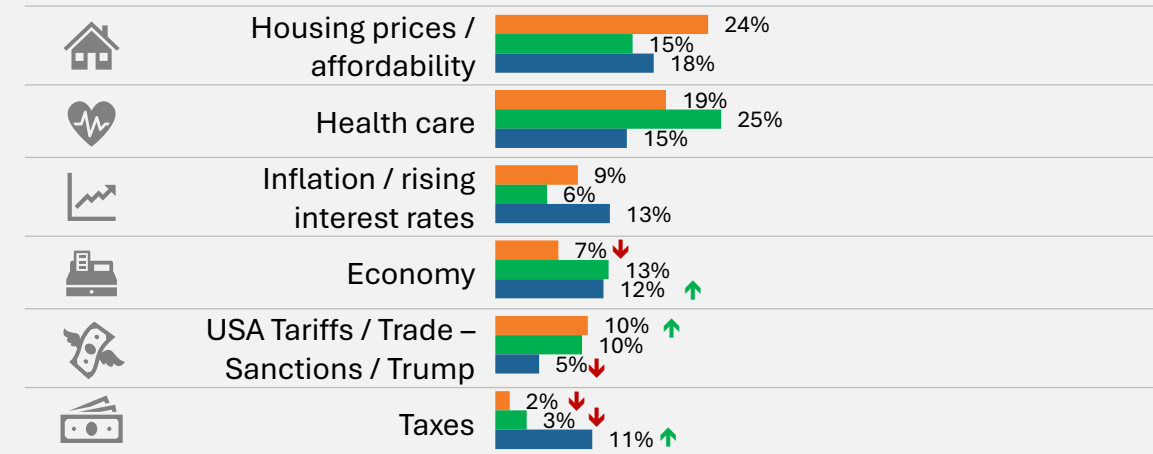
■ 18-34
■ 35-54
■ 55+



TOP 6 BC ISSUES – MOST IMPORTANT:

AIDED x **VOTING INTENTION** (Jan 2025)

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



NOTE: BC United was removed for the January 2025 wave due to party being suspended
In your view, what is the most / second most important issue facing British Columbia today?
Base: All respondents (n = 1,001)

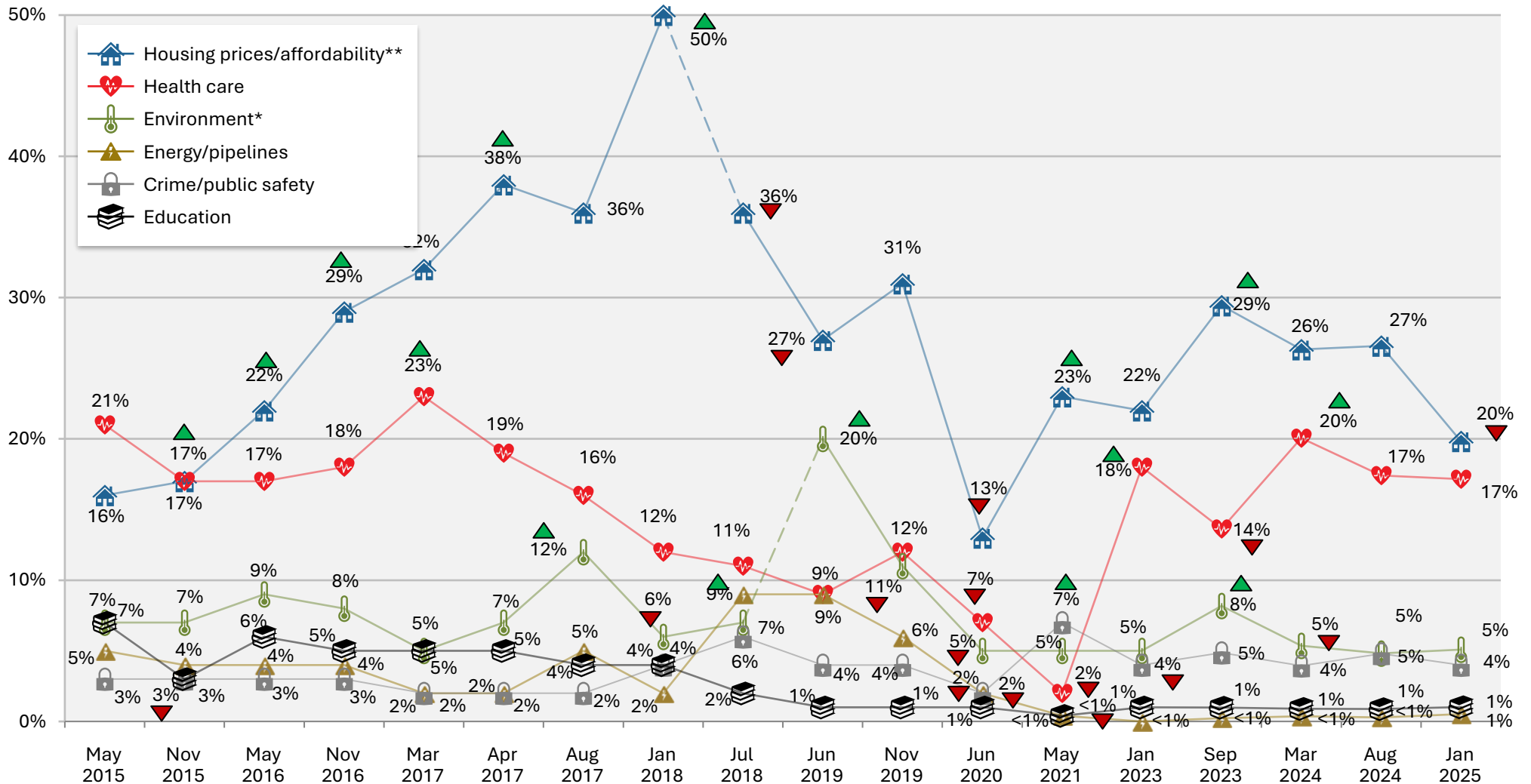
↑ Statistically significantly higher than comparison group(s).
↓ Statistically significantly lower than comparison group(s).

BC ISSUES – MOST IMPORTANT: AIDED

Longer Term Tracking

While public priorities in BC fluctuate in response to economic and social changes, housing prices and affordability has consistently remained the top issue since May 2016. In January 2025, however, significantly fewer BC residents ranked it as the most important issue.

Other major concerns have stayed consistent with August 2024 levels, suggesting that public priorities have remained relatively stable in recent months.



*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.

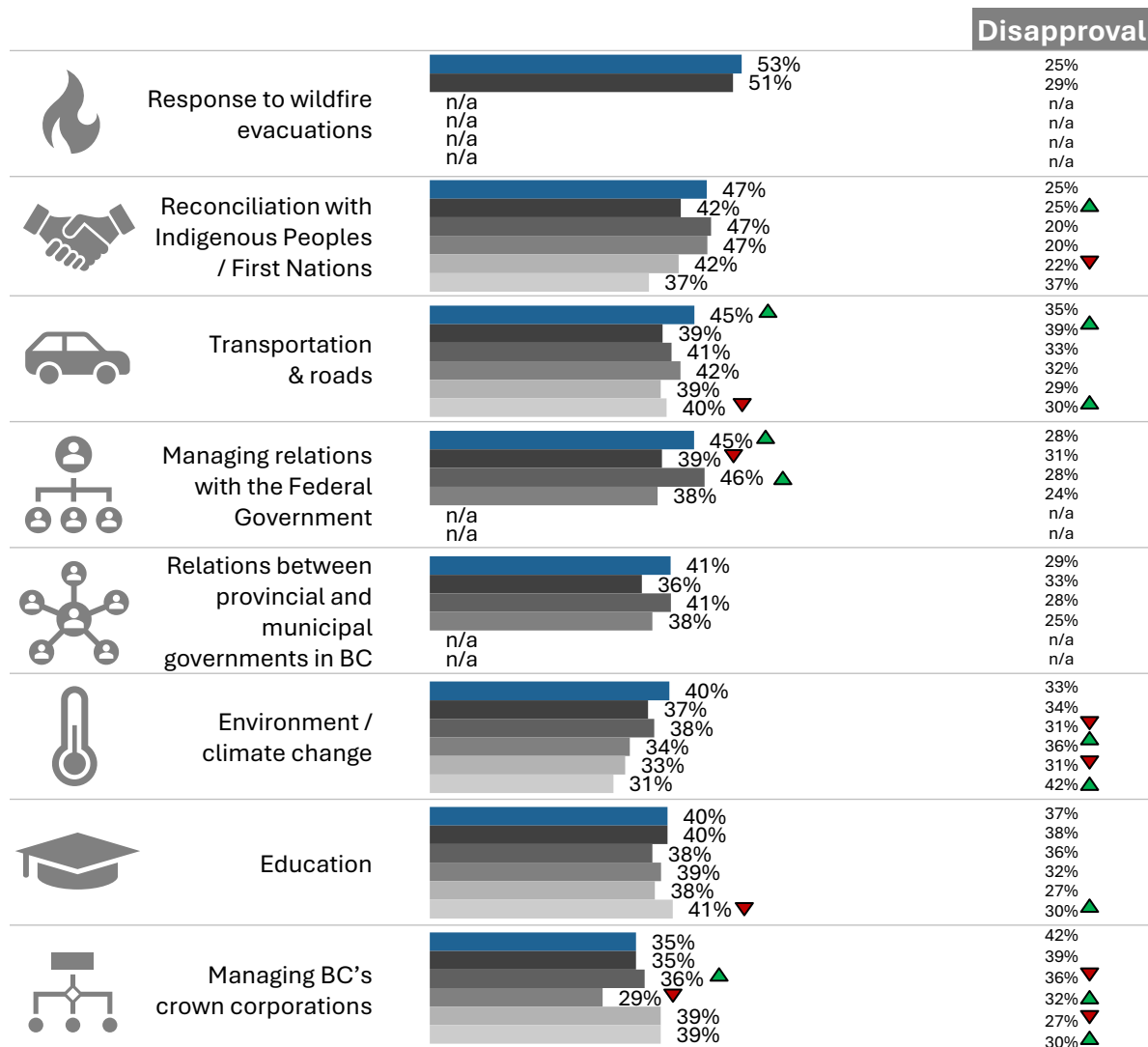
▼ Statistically significantly lower than previous wave.

APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES

BC residents continue to view wildfire response, Indigenous reconciliation, and transportation as the areas where Eby's BC NDP government has performed best.

In January 2025, BC residents were more likely to approve of the BC NDP government's handling of transportation and roads, as well as its management of relations with the Federal Government.

- Jan 2025
- Aug 2024
- Mar 2024
- Sep 2023
- Jan 2023
- May 2021



Do you think David Eby and the BC NDP have done a good job or a bad job handling each of the following issues? ▲ Statistically significantly higher than previous wave. ▼ Statistically significantly lower than previous wave.

Base: All respondents (n= 1,001)

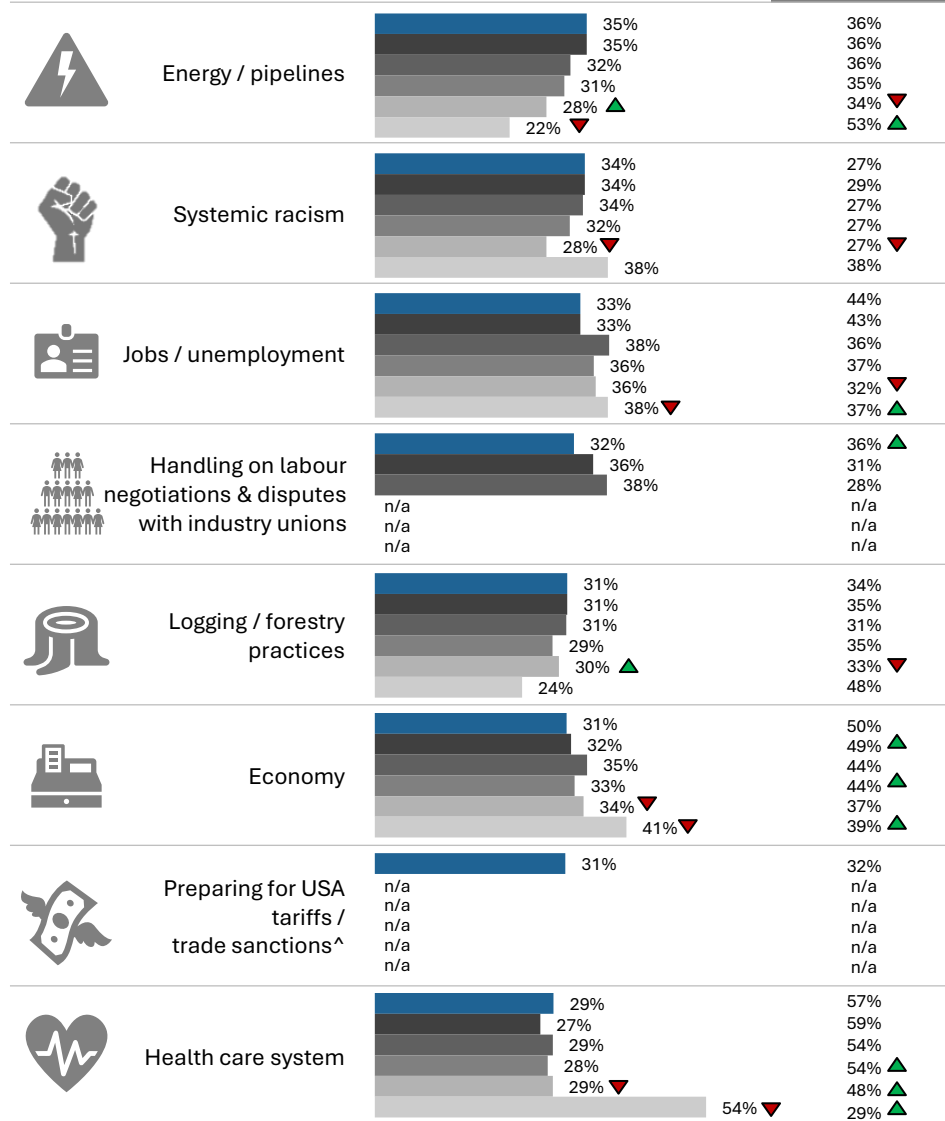
*Wording change from "handling relations with" to "reconciliation with" in Jan 2023.

**Wording only includes "& roads" in Sep 2023 and Aug 2024

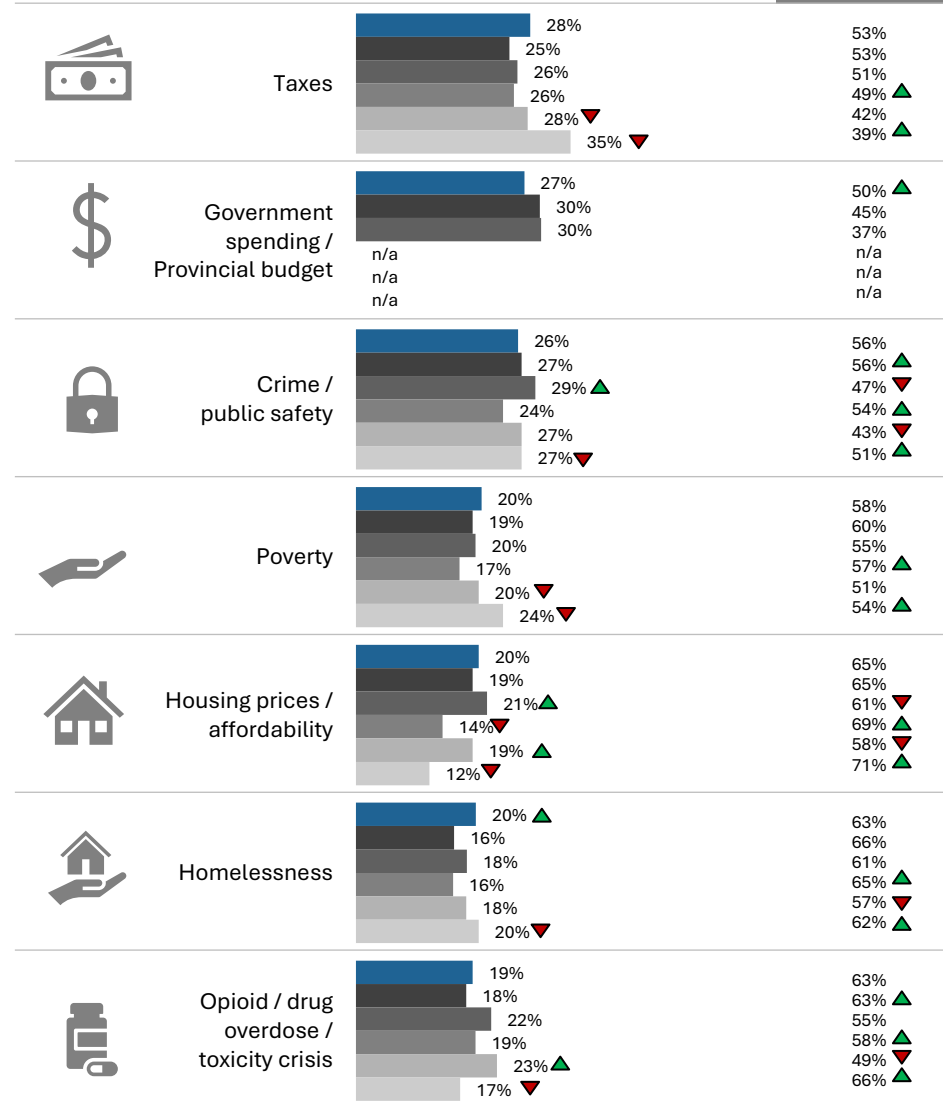


APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES (cont.)

Disapproval

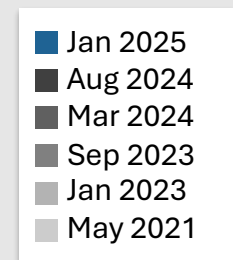


Disapproval



In January 2025, BC residents are more likely to approve the BC NDP government's work on homelessness.

Poverty, housing prices/affordability, homelessness, and the opioid/drug overdose/toxicity crisis remain the issues where the current BC NDP government receives the lowest approval ratings.



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)

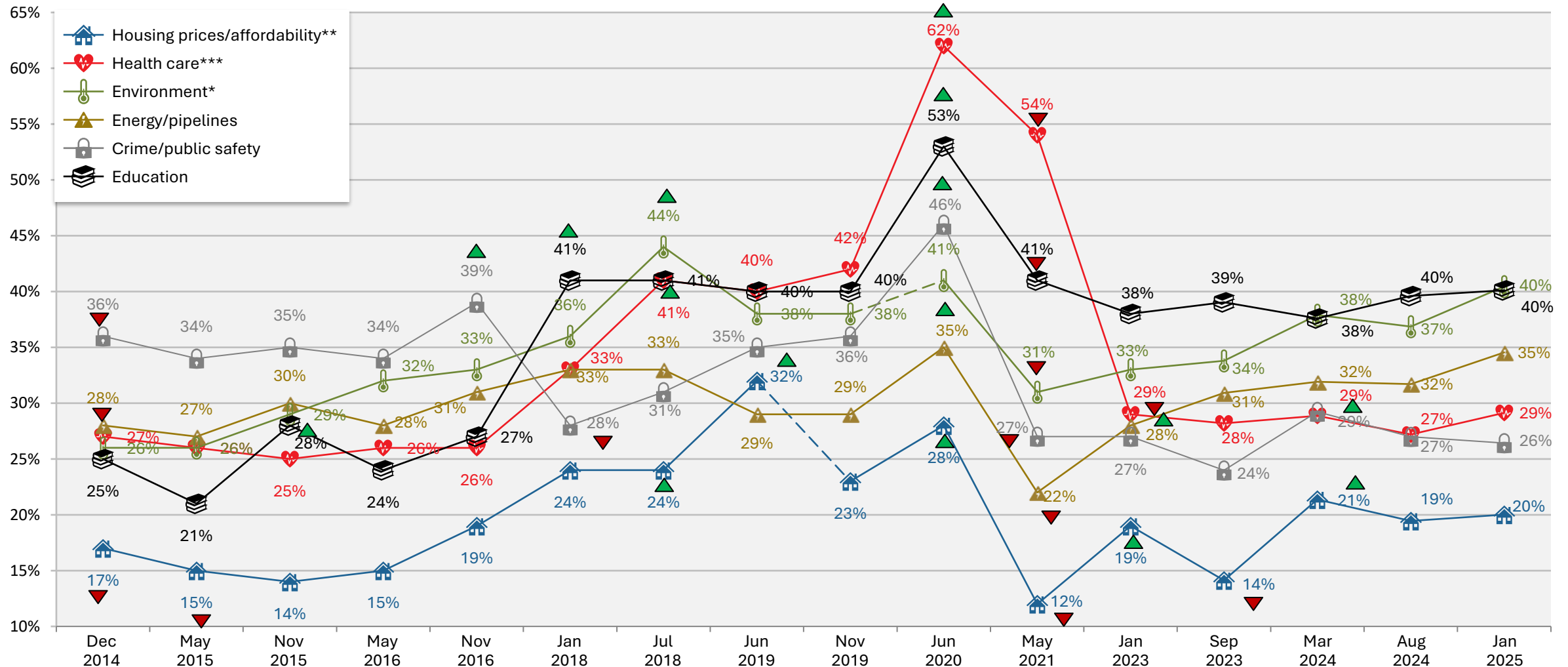
^ New option in Jan 2025 *Wording change from "racism" to "systemic racism" in Jan 2023. **Wording change from "Health care" to "Health care system" in Sep 2023

▲ 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.

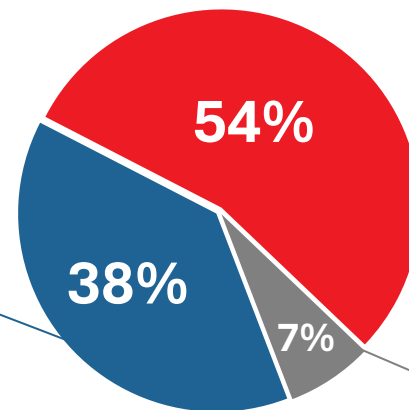
CURRENT TRAJECTORY OF BC



More than half of BC residents feel the province is on the wrong track, while less than four in ten believe it is headed in the right direction.

38% of BC residents believe that **things in the province are going in the right direction**, which has remained stable since August 2024 (39%).

Those aged 55+ are more likely to hold this stance.

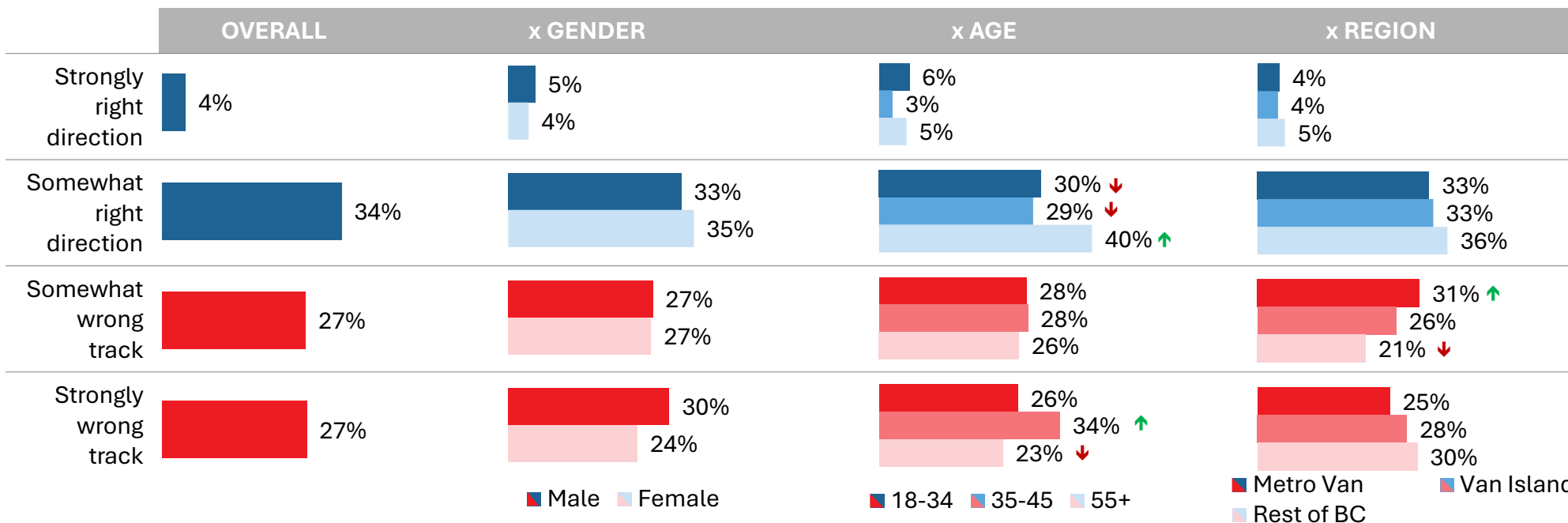


54% of British Columbians believe that **things in the province are off on the wrong track**, which also has held constant since August 2024 (53%).

7% of BC residents report that they **“don't know” or simply refuse to answer.**

Residents over the aged 55+ are much more likely to have a positive perception of the province's direction.

People aged 35-54 are significantly more inclined to believe that the province is heading in the wrong direction compared to those aged 55 and older.



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)



| | | | |
|---------|---------|---------|---------|
| 125,058 | 154,568 | 99,054 | 124,500 |
| 125,487 | 56,845 | 17,511 | 125,000 |
| 124,000 | 110,000 | 99,011 | 154,000 |
| 105,450 | 150,000 | 99,216 | 110,000 |
| | 35,000 | 101,090 | 89,000 |
| | 83,000 | 101,684 | 50,000 |
| | | 101,962 | 68,700 |
| | | 12,747 | |

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 |
|-------------------------|--------------------------|--------------|--------------|
| Gender | | <i>1,001</i> | <i>1,001</i> |
| | Men | 487 | 476 |
| | Women | 514 | 525 |
| Region | | <i>1,001</i> | <i>1,001</i> |
| | Metro Vancouver | 536 | 500 |
| | Vancouver Island | 173 | 201 |
| | Rest of BC | 292 | 300 |
| Age | | <i>1,001</i> | <i>1,001</i> |
| | 18 – 34 | 264 | 231 |
| | 35 – 54 | 318 | 308 |
| | 55+ | 419 | 462 |
| Voting Intention | | <i>855</i> | <i>861</i> |
| | BC NDP | 373 | 419 |
| | BC Green Party | 90 | 82 |
| | Conservative Party of BC | 360 | 328 |



ABOUT LEGER

TRUST



BUILT FOR SUCCESS

THE BEST
OF BOTH
WORLDS

DIVERSE CLIENTS
WITH COMPLEX
MANDATES

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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

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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

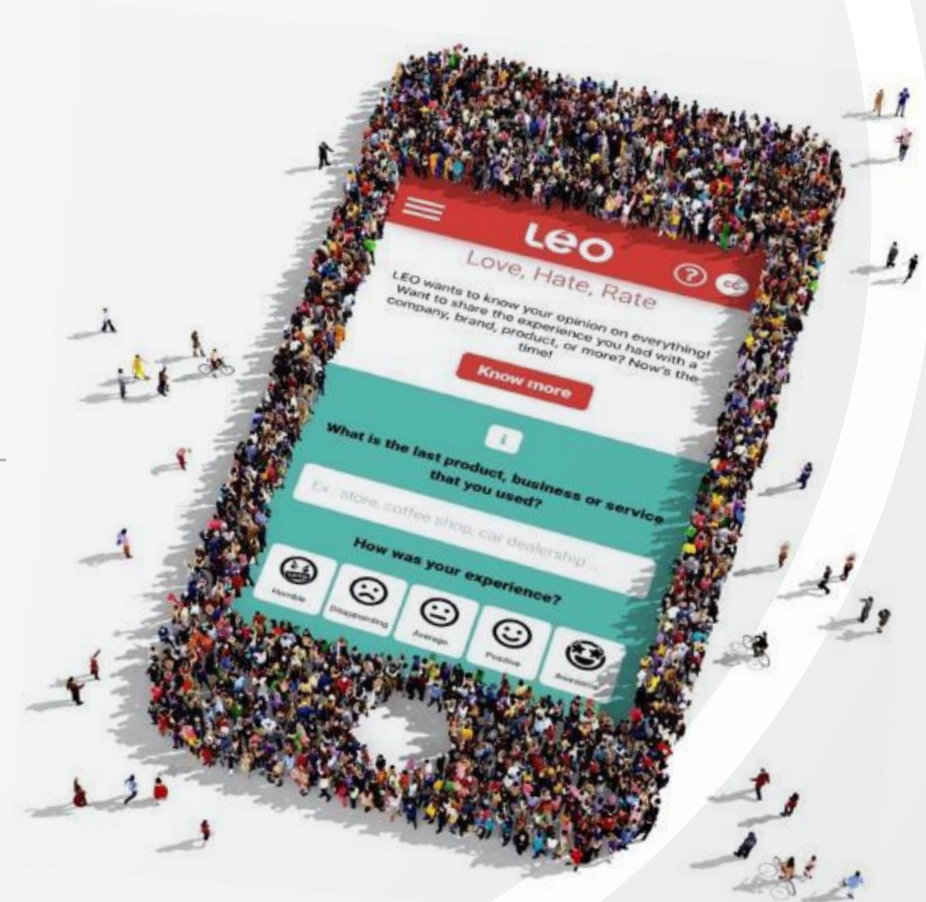
ENGAGE
CMNTY

EXPERIENCE
QUALTRICS PARTNERSHIP

EXCHANG
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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Online community management
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Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

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Leger

We know Canadians

