BC Election Polling Overview

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Angus Reid Institute

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ANGUS REID INSTITUTE

About the Angus Reid Institute

- Founded in 2014 by pollster and sociologist Dr. Angus Reid
- Non-profit, non-partisan, independent
- No commercial or advocacy work
- Polls are self-commissioned with some polls done with partners such as non-profits, universities, media organizations
- Polling is done online through the Angus Reid Forum

Online polling – how does it work?

- ~100,000 members of the Angus Reid Forum across the country recruited through a variety of methods
- Polls are sent out to a randomized representative sample of Angus Reid Forum members
- Results are weighted to certain factors based on census – age, gender, education, region

The story of the BC election

Part One: The Issues

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Campaign issues – what are British Columbians concerned about?

The top three issues throughout the campaign:

- Cost of living/ Inflation
- Health Care
- Housing Affordability

Other issues that have rounded out of the top five:

- Street crime/ Public safety
- Environment/ Climate change
- Drug use/ addictions/ opioids

Campaign issues – what are British Columbians concerned about?

Top issues facing British Columbia as chosen by British Columbians over time						
Oct. 2023	Dec. 2023	March 2024	May 2024	Aug. 2024	Sept. 2024	Oct. 2024
Cost of Living/ Inflation (55%)	Cost of Living/ Inflation (66%)	Cost of Living/ Inflation (60%)	Cost of Living/ Inflation (66%)	Cost of Living/ Inflation (64%)	Cost of Living/ Inflation (60%)	Health Care (58%)
Health Care (52%)	Health Care (54%)	Health Care (50%)	Health Care (52%)	Health Care (51%)	Health Care (53%)	Cost Living/ Inflation (54%)
Housing Affordability (41%)	Housing Affordability (44%)	Housing Affordability (40%)	Housing Affordability (43%)	Housing Affordability (41%)	Housing Affordability (37%)	Housing Affordability (38%)
Street crime/ Public safety (30%)	Street crime/ Public safety (21%)	Street crime/ Public safety (26%)	Environment/ Climate Change (24%)	Street crime/ Public safety (27%)	Street crime/ Public safety (29%)	Street crime/ Public safety (26%)
Environment/ Climate Change (21%)	Environment/ Climate Change (20%)	Environment/ Climate Change (21%)	Street crime/ Public safety (23%)	Drug use/ Addictions/ Opioids (21%)	Drug use/ Addictions/ Opioids (20%)	Environment/ Climate Change (21%)

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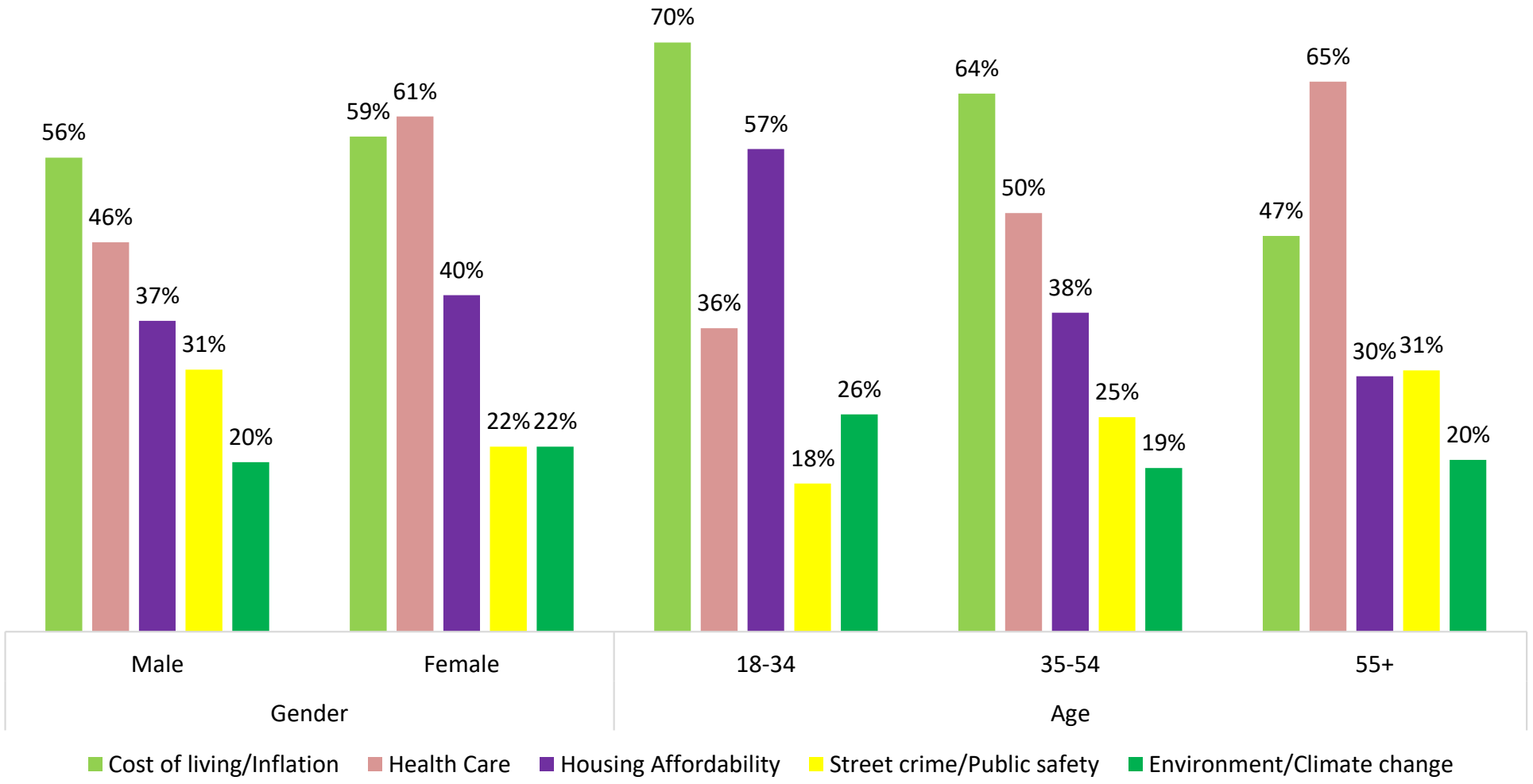
Campaign issues – what are British Columbians concerned about?

Top issues facing British Columbia as chosen by British Columbians by gender and age
(Oct. 2024)



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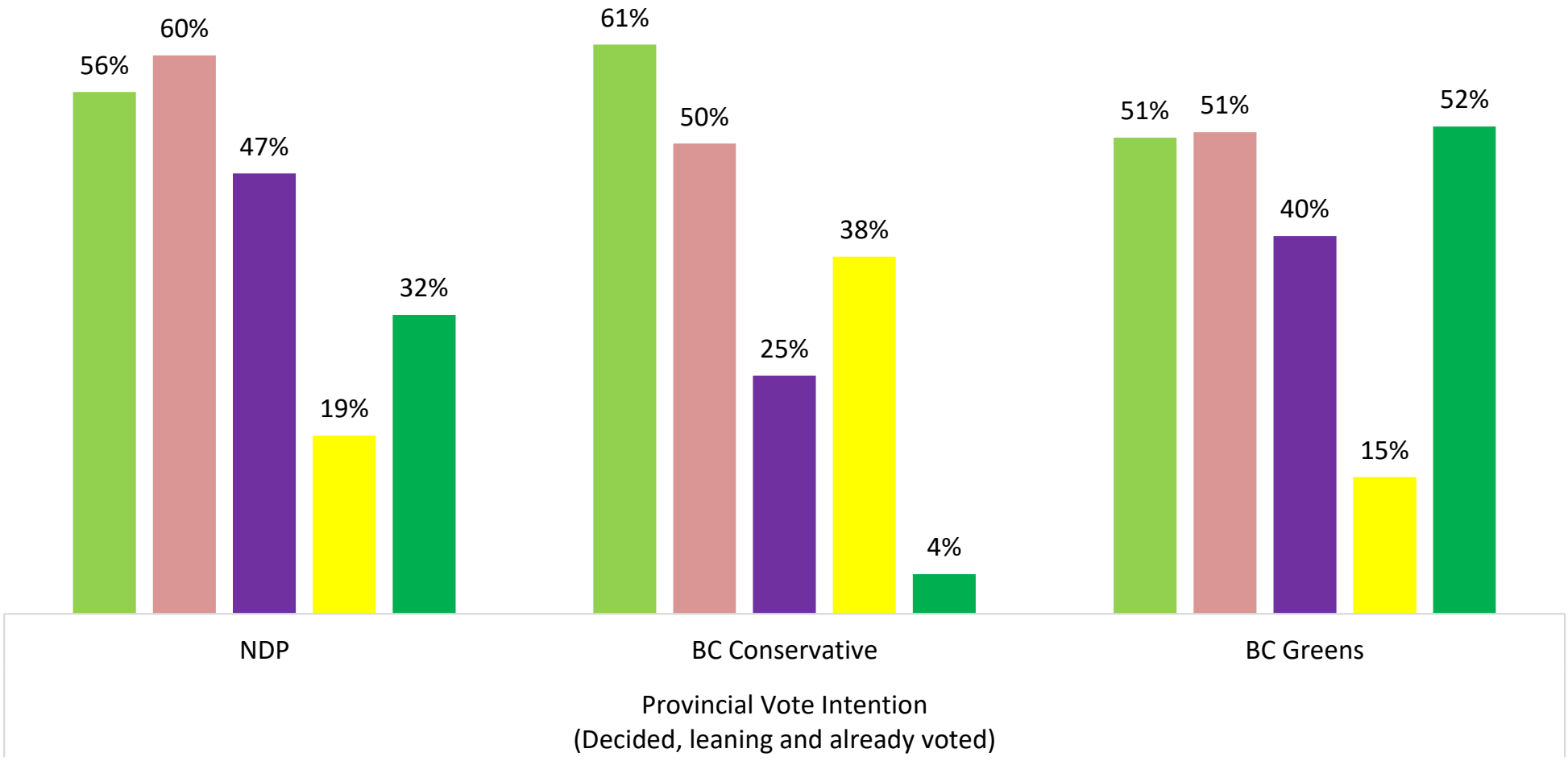
Campaign issues – what are British Columbians concerned about?

Top issues facing British Columbia as chosen by British Columbians by vote intention
(Oct. 2024)



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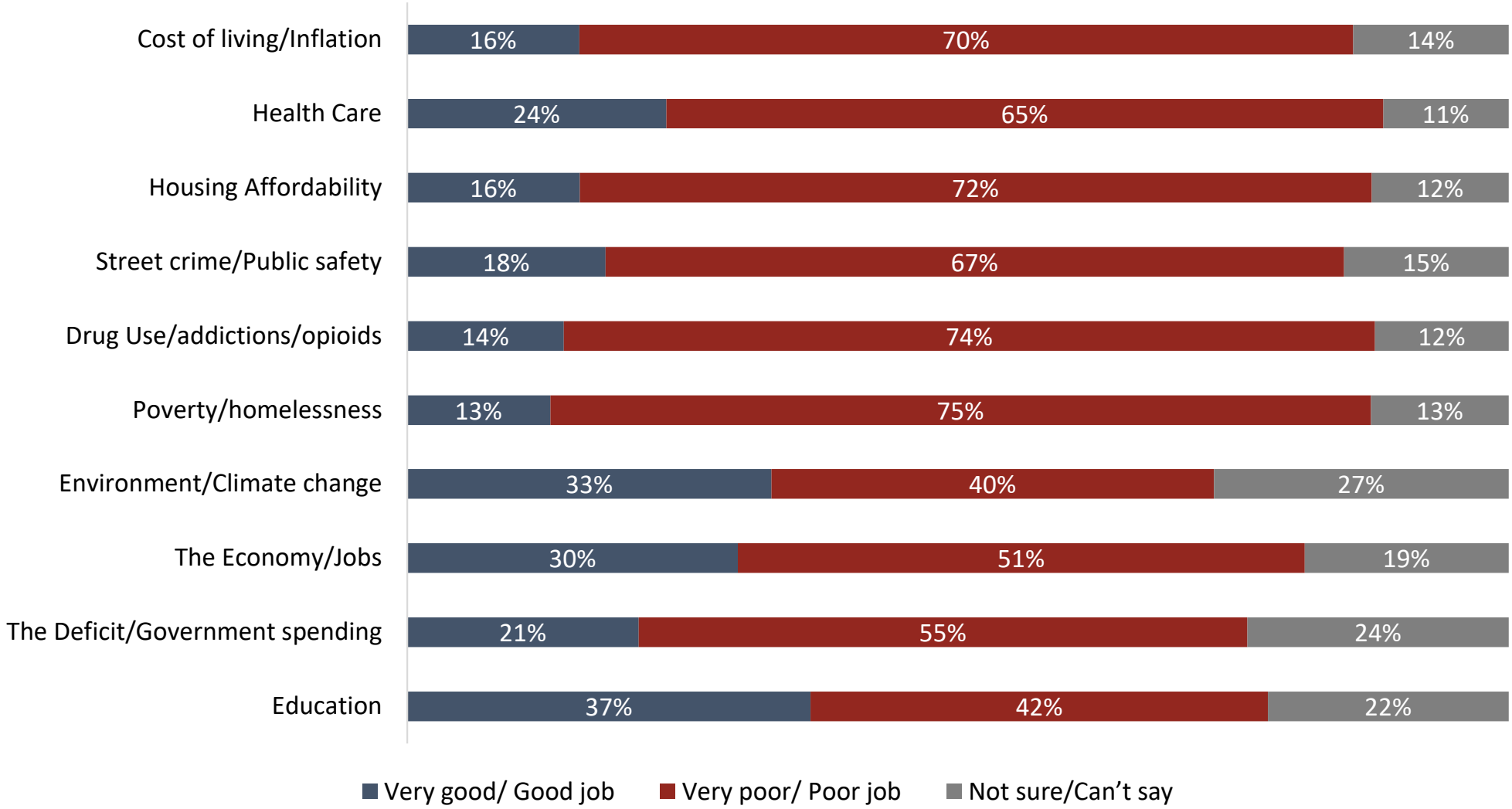
Campaign issues – but how do people believe the government has performed on them?

Provincial government performance on top 10 issues
(Aug. 2024)



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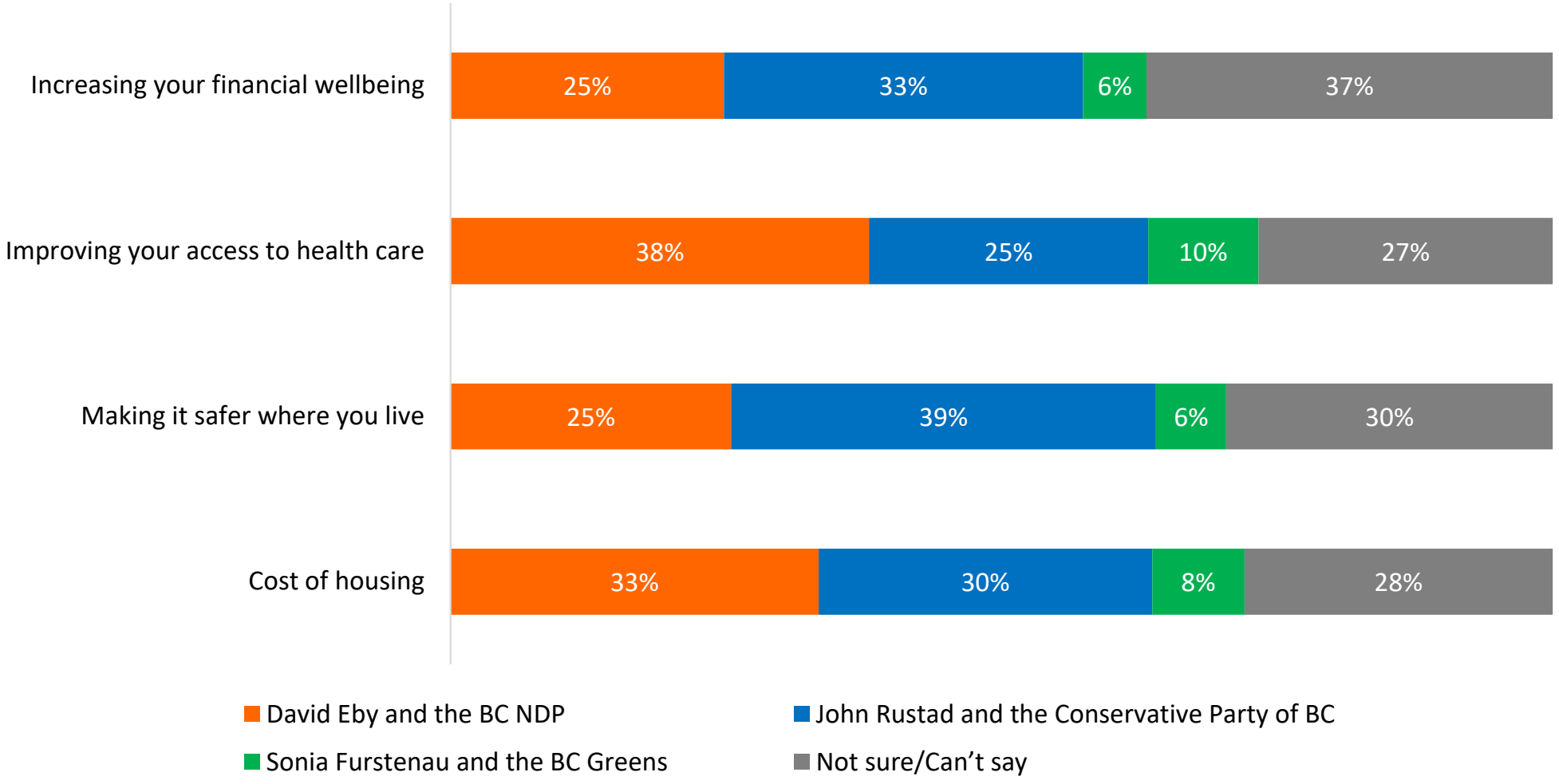
Campaign issues – which party is best to address these problems according to British Columbians?

Which of the main parties do you believe are **most capable** of improving the following aspects of your own life?
(Oct. 2024)



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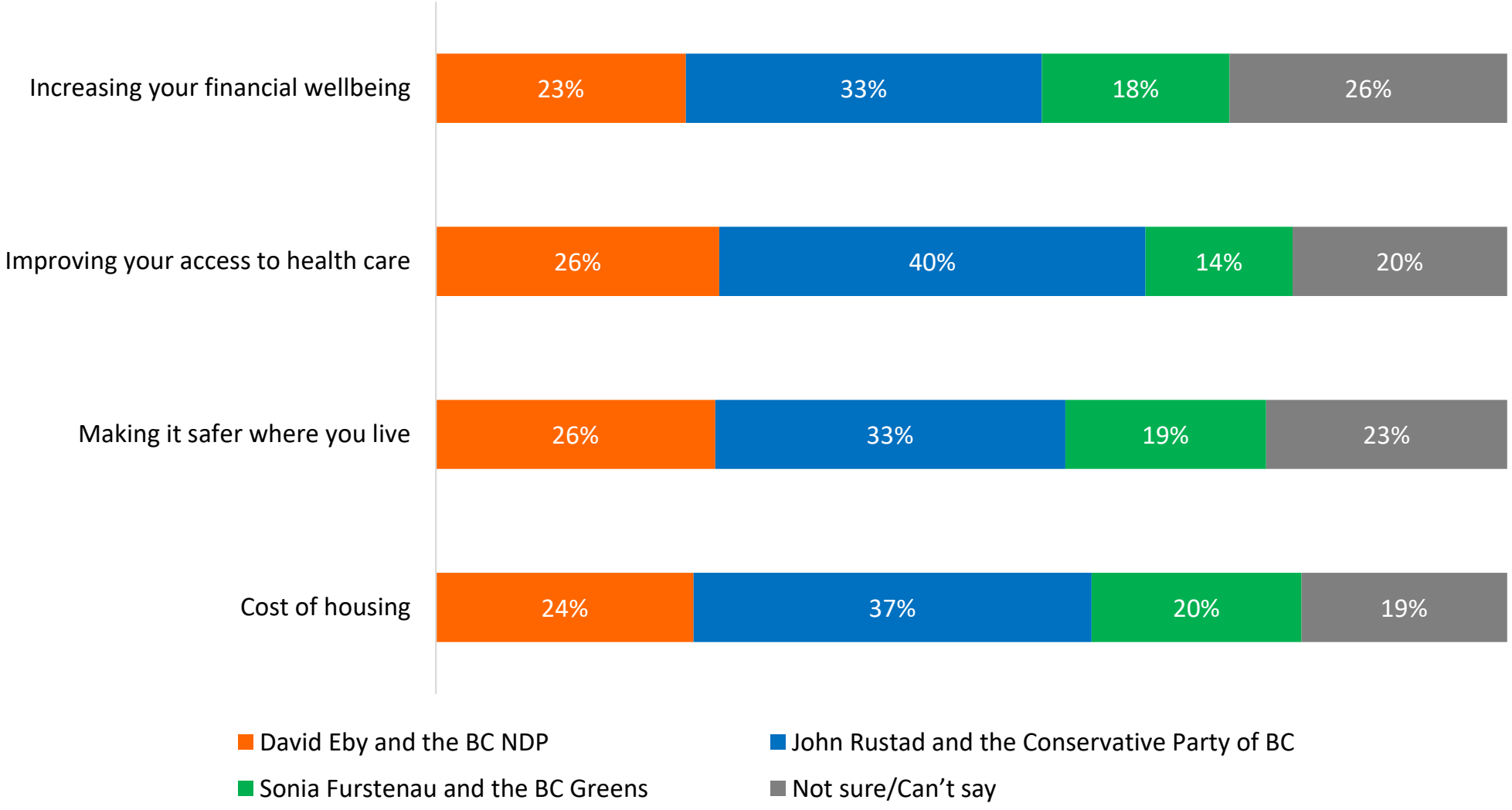
Campaign issues – inverting the question – which party is worst?

Which of the main parties do you believe are **least capable** of improving the following aspects of your own life?
(Oct. 2024)



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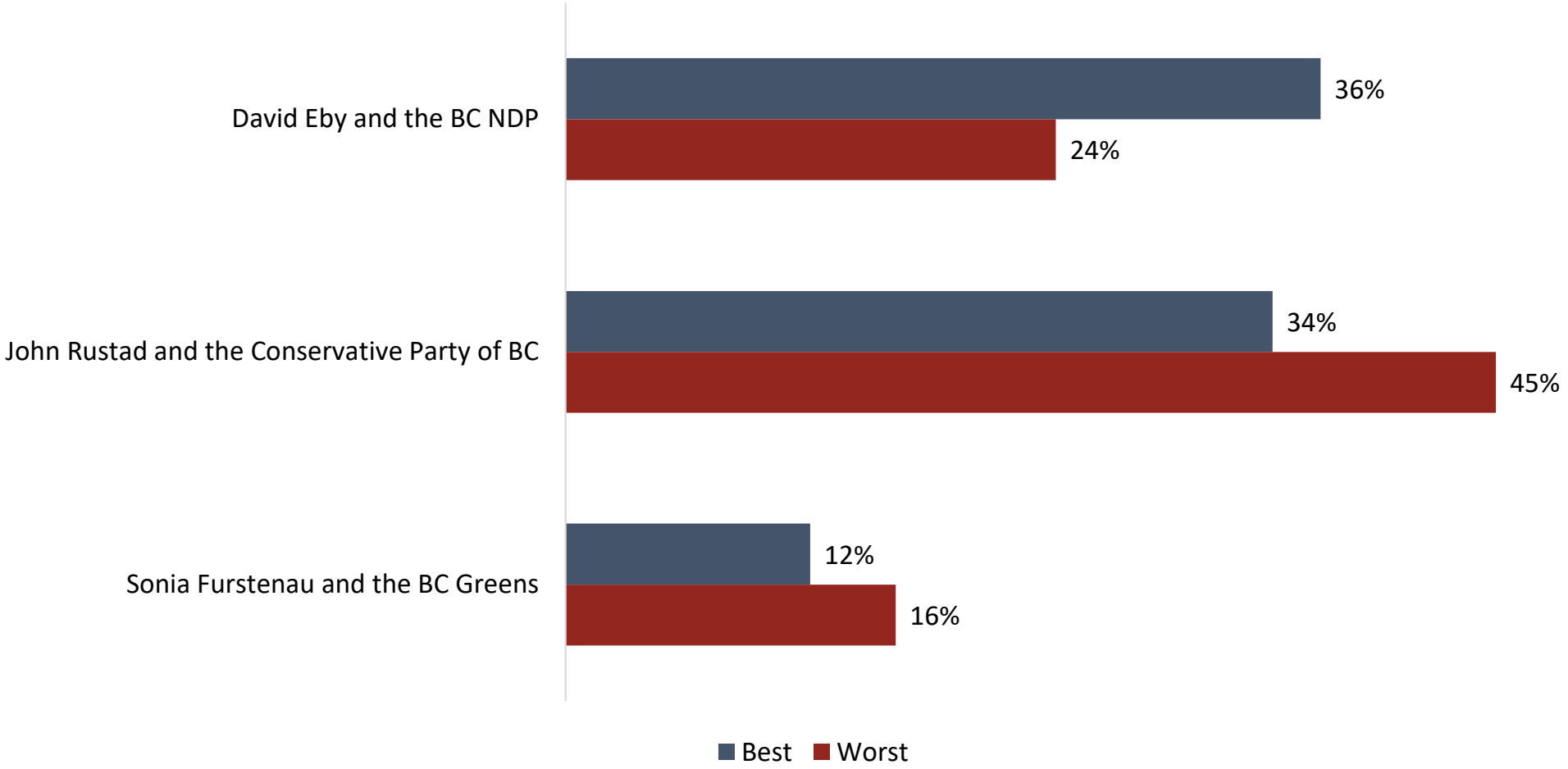
Campaign issues – overall, who do British Columbians will help/hurt their household?

Everything considered, which of the following would be **best/worst** for the overall quality of life of you and your household if they formed government?
(All respondents, n=2,863)



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The story of the BC election

Part Two: The leaders and leadership

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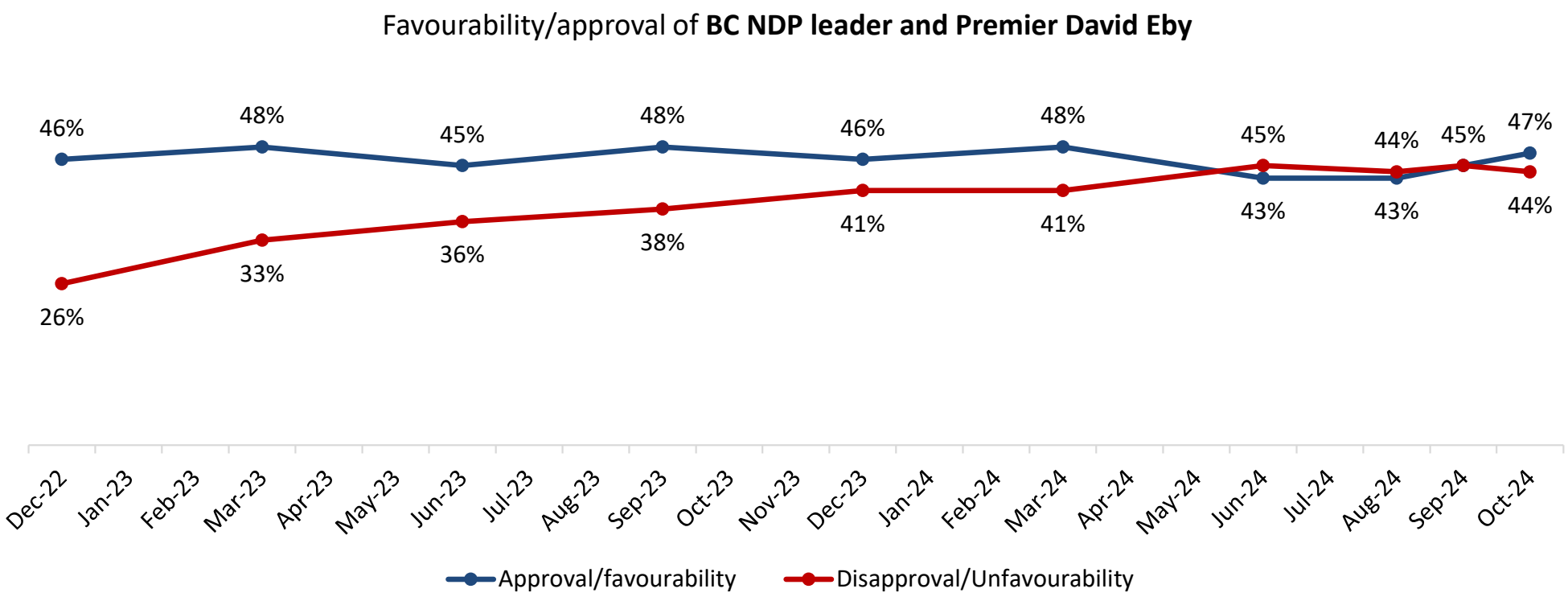
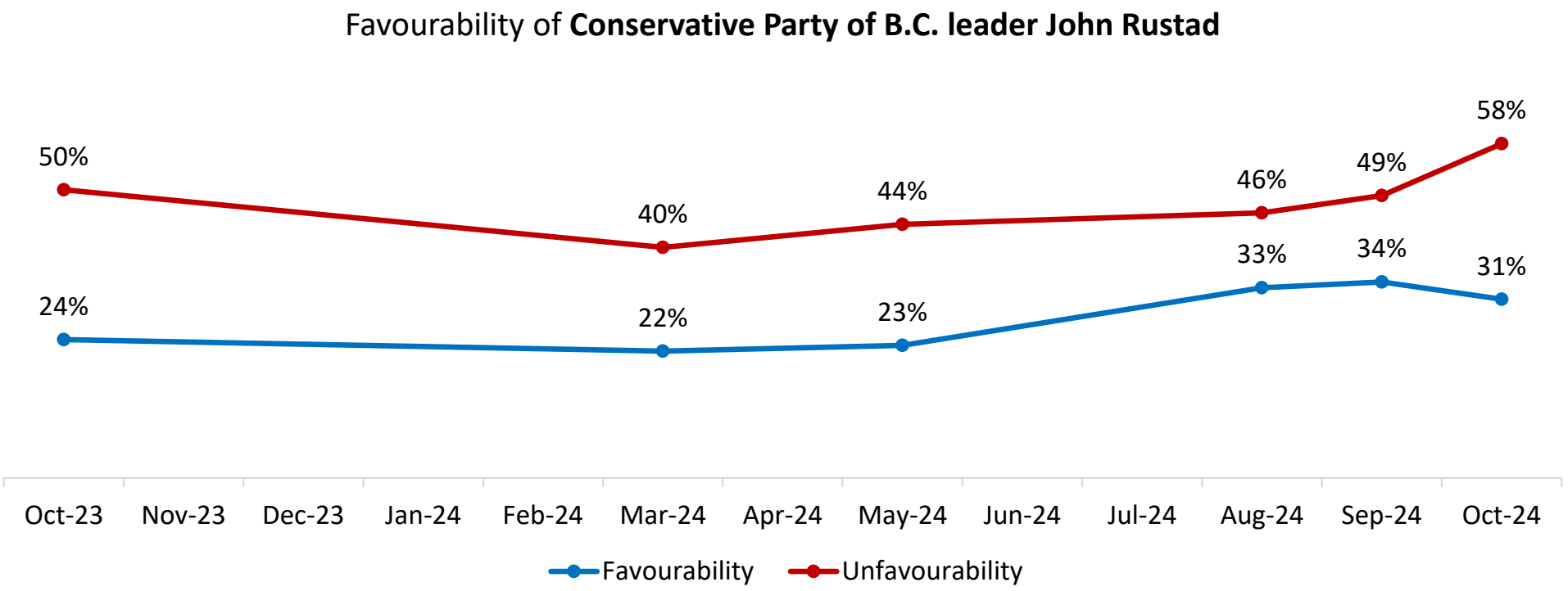
The leaders – what do British Columbians think of their leaders?



- Approval of Eby has been fairly consistent since he took over from Horgan in 2022
- His “negatives” – those who disapprove of him or say they have an unfavourable view of him – have risen over time

The leaders – what do British Columbians think of their leaders?



- Rustad has always been "net negative" – more people have negative views of him than positive ones
- Negative impressions have increased in the last week of the campaign – what factor did the debate play?
- A majority of debate watchers polled felt he did "poorly" in the debate

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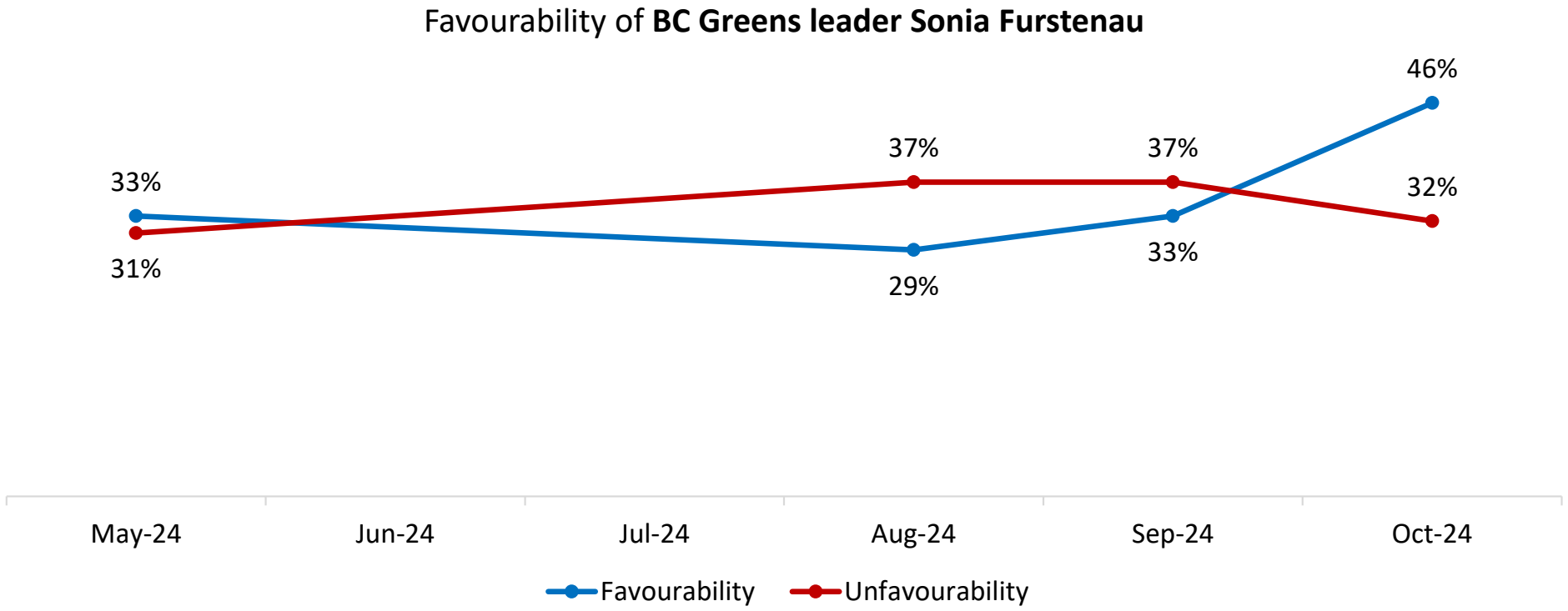
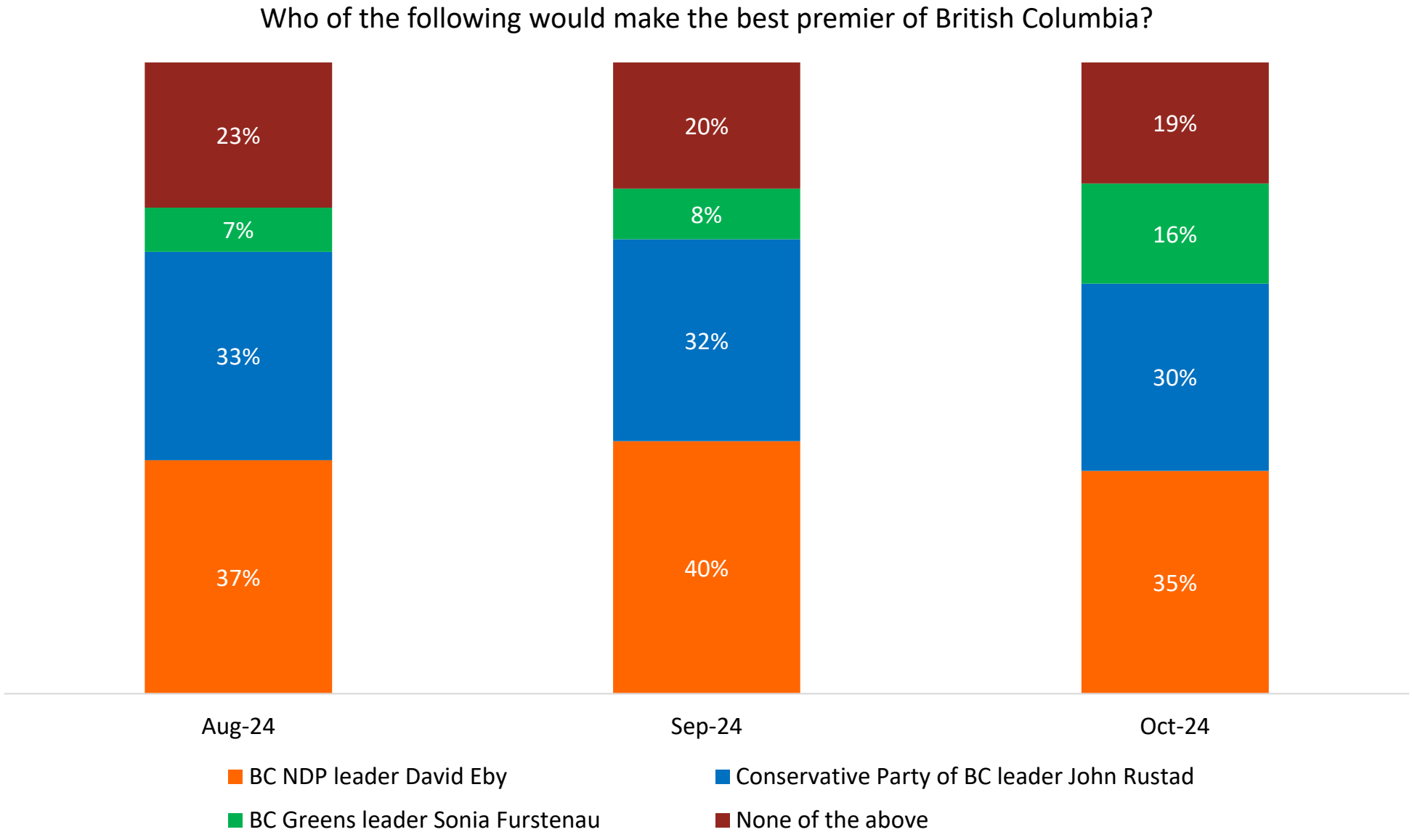
The leaders – what do British Columbians think of their leaders?



- Furstenau the opposite story – majority say she performed “well” during the debate
- Positive impressions of Furstenau have increased in the last week
- Numbers lower overall because she is less well known than the two main party leaders

Key question – who do British Columbians believe would be best premier?



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The story of the BC election

Part Three: Vote intention

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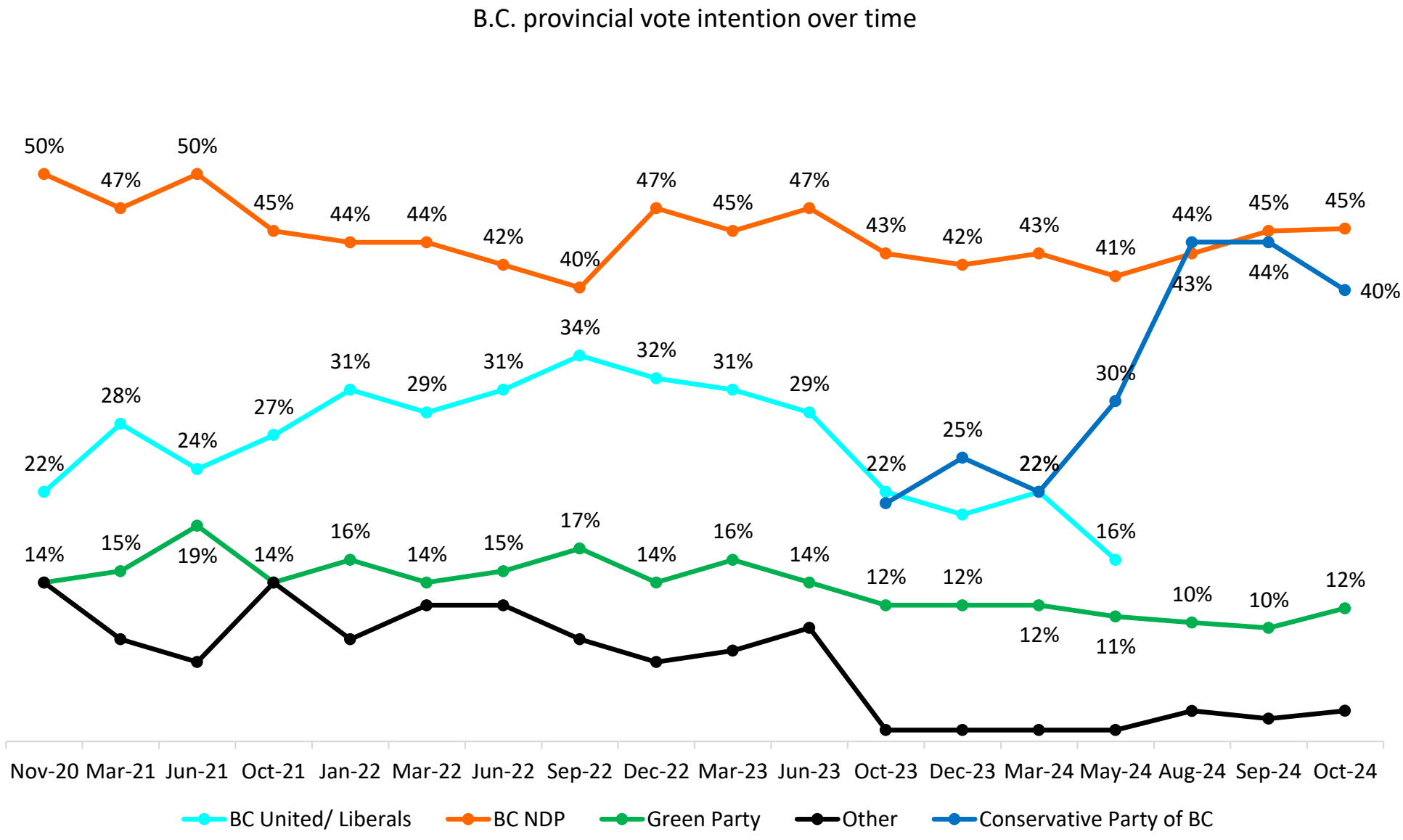
Vote intention – trendline



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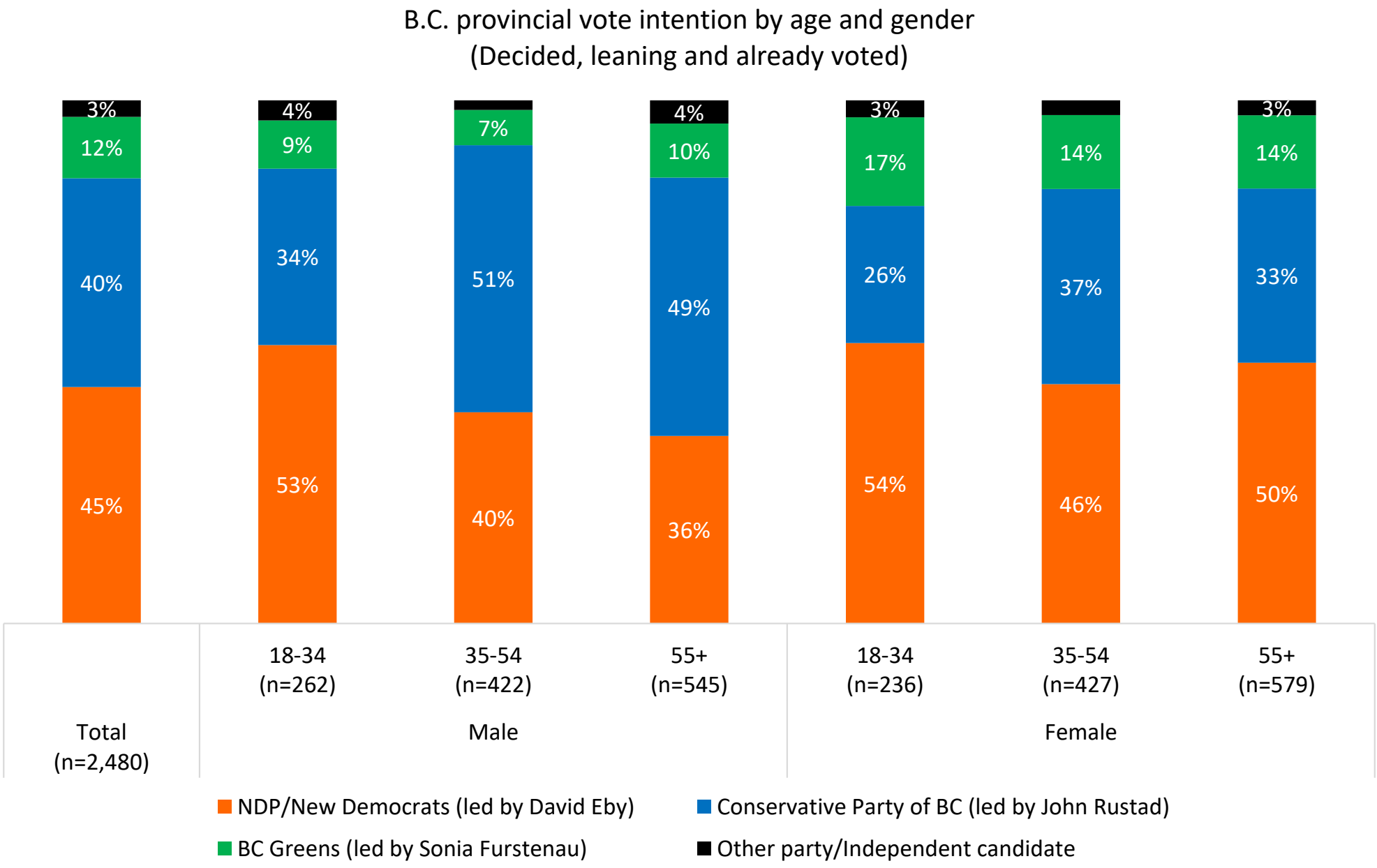
Vote intention – The gender divide



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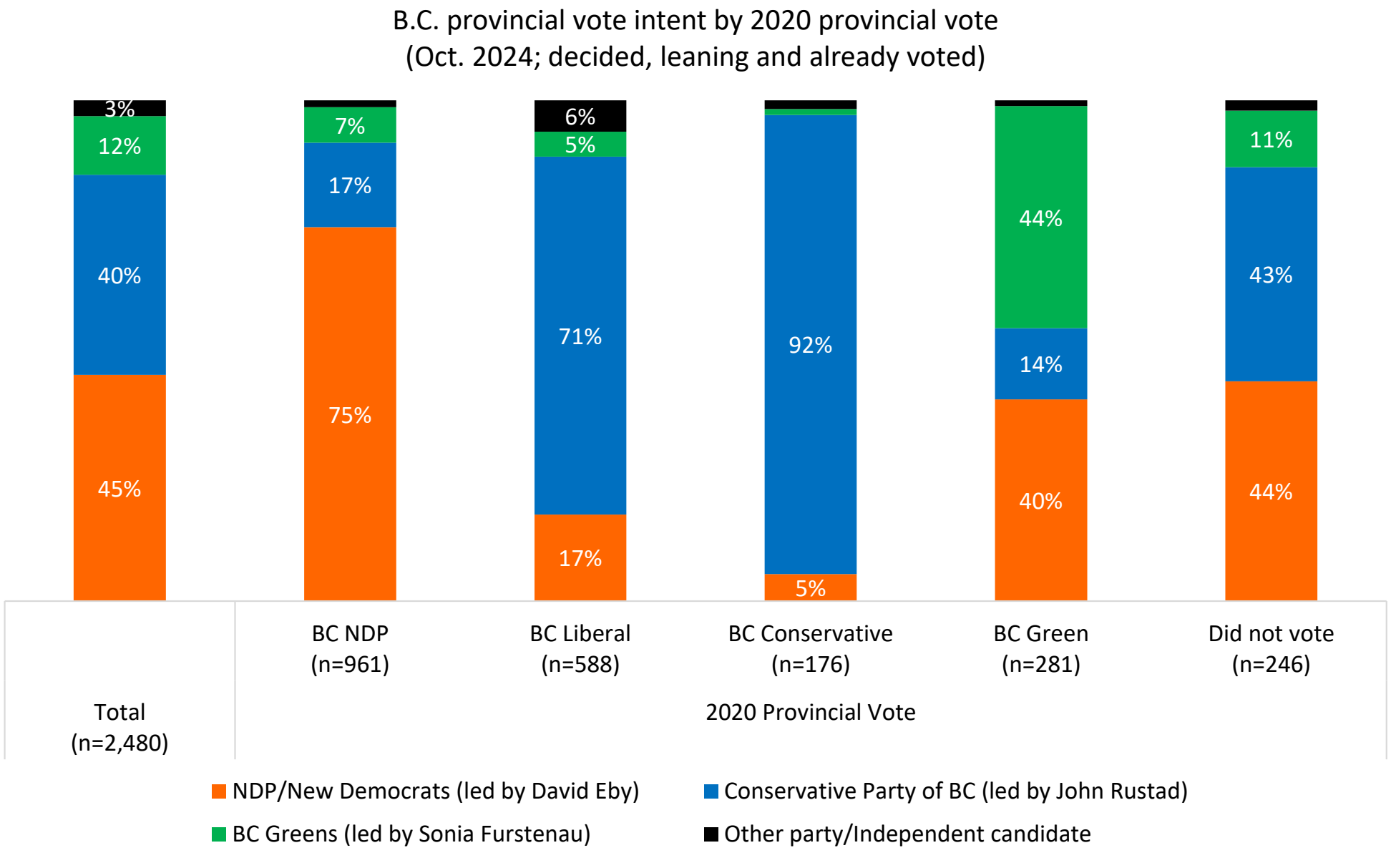
Vote intention – BC United/BC Liberal supporters, where did they go?



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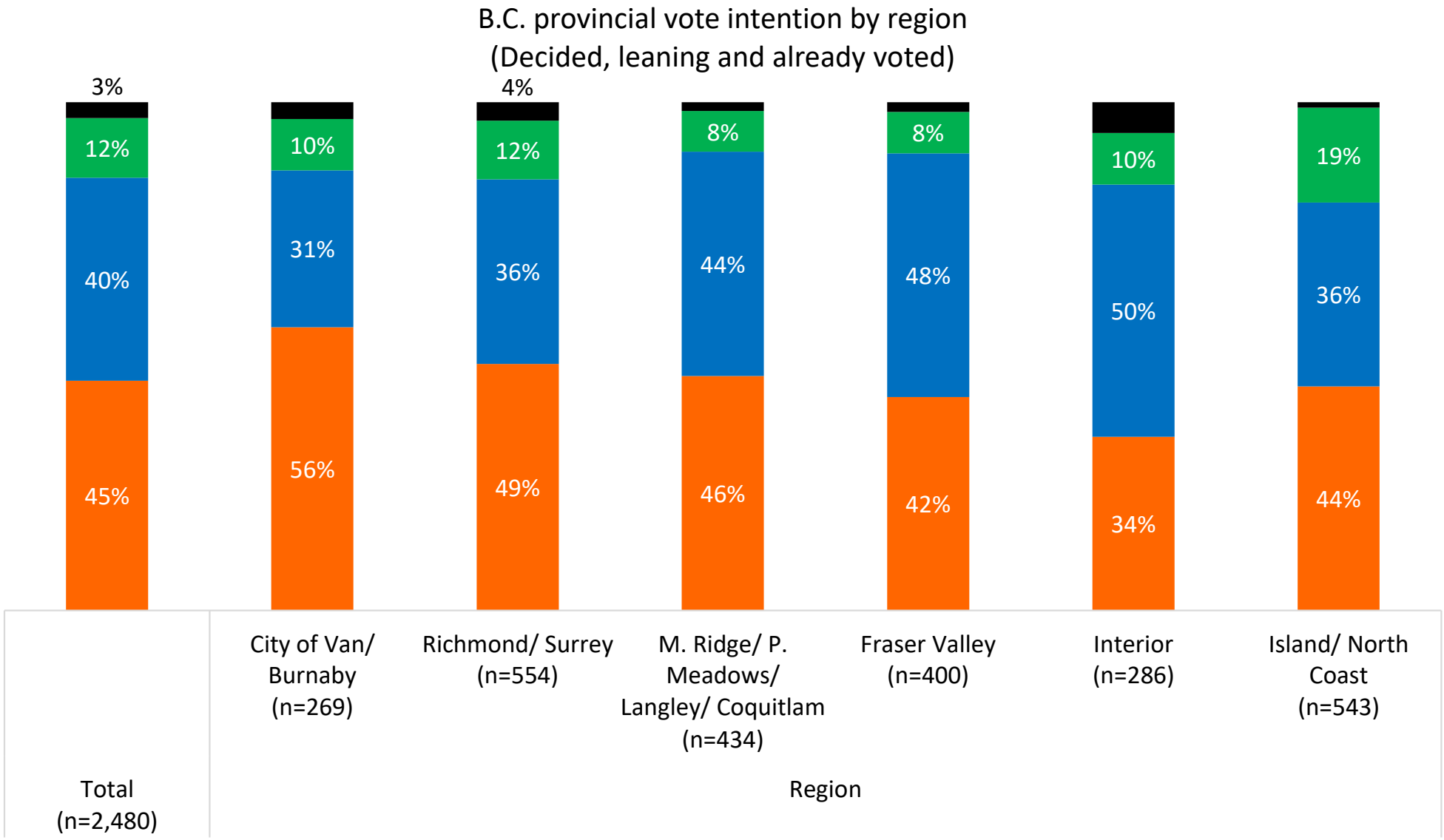
Vote intention – The change from 2020

Comparing actual vote, Oct. 2020 vs vote intent Oct. 2024							
	Total	Region					
		City of Vancouver/ Burnaby	Richmond/ Surrey	Maple-Pitt, Langley, Coquitlam	Interior	Island/ North Coast	Fraser Valley
BC NDP Actual 2020*	48%	55%	50%	53%	35%	50%	39%
BC NDP Oct. 2024	45%	56%	49%	46%	34%	44%	42%
Change: Oct. 2020 -Oct. 2024	-3	+1	-1	-7	-1	-6	+3
BC Liberal plus BC Conservatives Actual 2020	34%	30%	38%	36%	50%	23%	44%
BCC Oct. 2024	40%	31%	36%	44%	50%	36%	48%
Change: Oct. 2020 -Oct. 2024	+6	+1	-2	+8	-	+13	+4
Green Actual 2020	15%	13%	11%	10%	13%	25%	11%
BC Greens Oct. 2024	12%	10%	12%	8%	10%	19%	8%
Change: Oct. 2020 -Oct. 2024	-3	-3	+1	-2	-3	-6	-3

Vote intention – Regional story will be key to how election plays out



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Vote intention – “Toss-up” ridings according to 338

Boundary-Similkameen
Chilliwack-Cultus Lake
Coquitlam-Burke Mountain
Fraser-Nicola
Nanaimo-Lantzville
North Island
North Vancouver-Seymour
Richmond-Steveston
Surrey-Cloverdale
Surrey-Serpentine River
Vancouver-Langara
West Vancouver-Sea to Sky

Questions?

Read all of our data and reports for free at

www.angusreid.org