

Canada This Month BC Politics

Public Opinion Research
Release Date: May 07, 2020
Field Dates: May 01, 2020 to May 05, 2020

BC Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In BC, Horgan is seeing very high approval on his handling of the outbreak, which we can also see impacting more general measures of overall government approval.

In fact, BC'ers have never been more satisfied with the provincial government or more favourable of Horgan across all of our past tracking.

Today, INNOVATIVE is releasing results from our May 2020 Canada This Month survey. This online survey was in field from May 1st to May 5th with a weighted sample size of 300 BC residents. Detailed methodology is provided in the appendix.

This report covers key results on how those from BC are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.

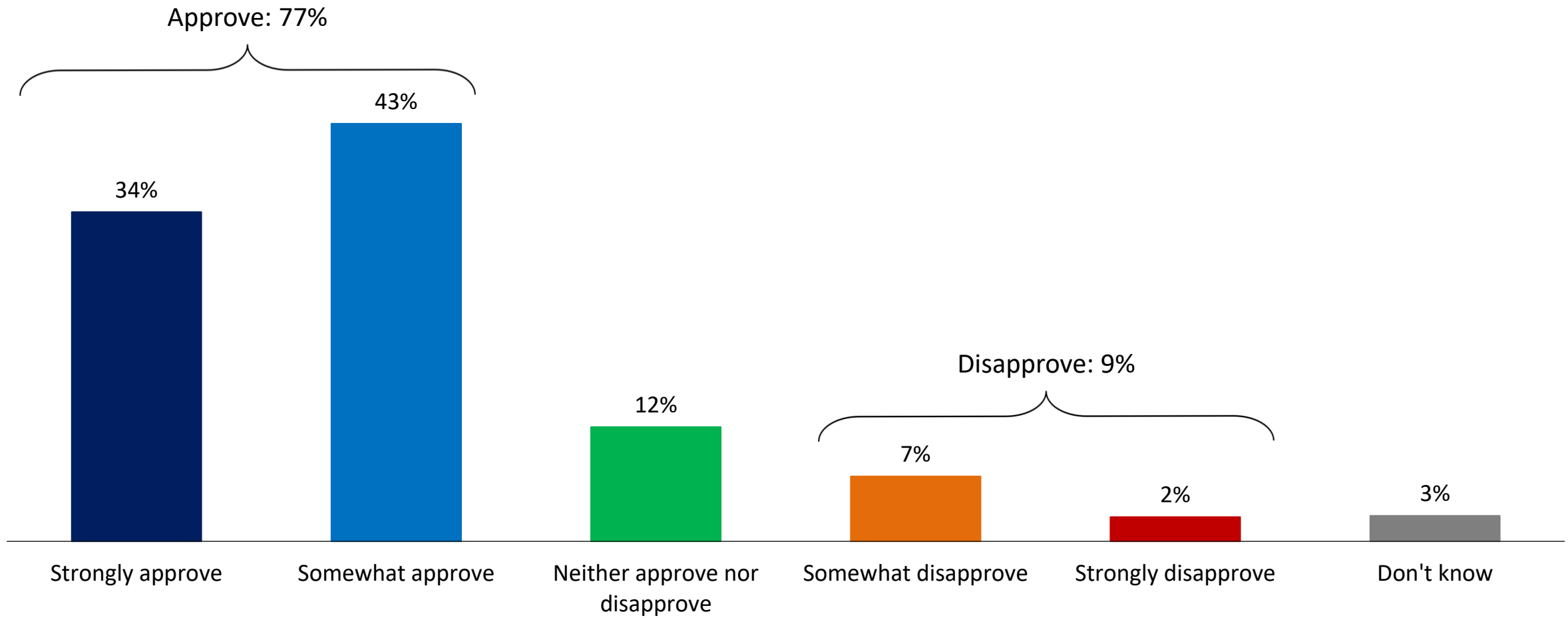
The BC government is receiving very high approval on handling of COVID-19

COVID-19 Handling: Close to 8-in-10 (77%) say they approve of the provincial government's handling of COVID-19 while only 9% disapprove



Do you approve or disapprove of the way the British Columbia Government has handled the outbreak of COVID-19?

[asked of all respondents; n=300]

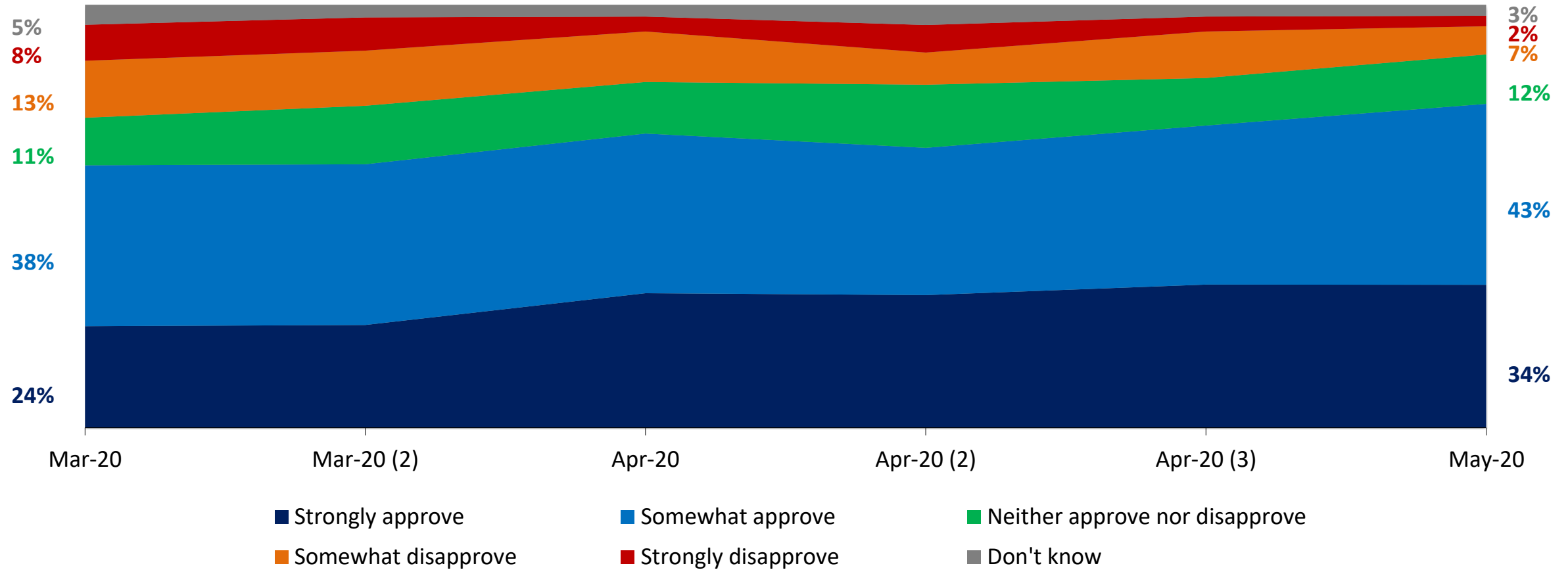


COVID-19 Handling Tracking: Approval of provincial handling of COVID-19 (77%) is up to highest point across all tracking



Do you approve or disapprove of the way the British Columbia Government has handled the outbreak of COVID-19?

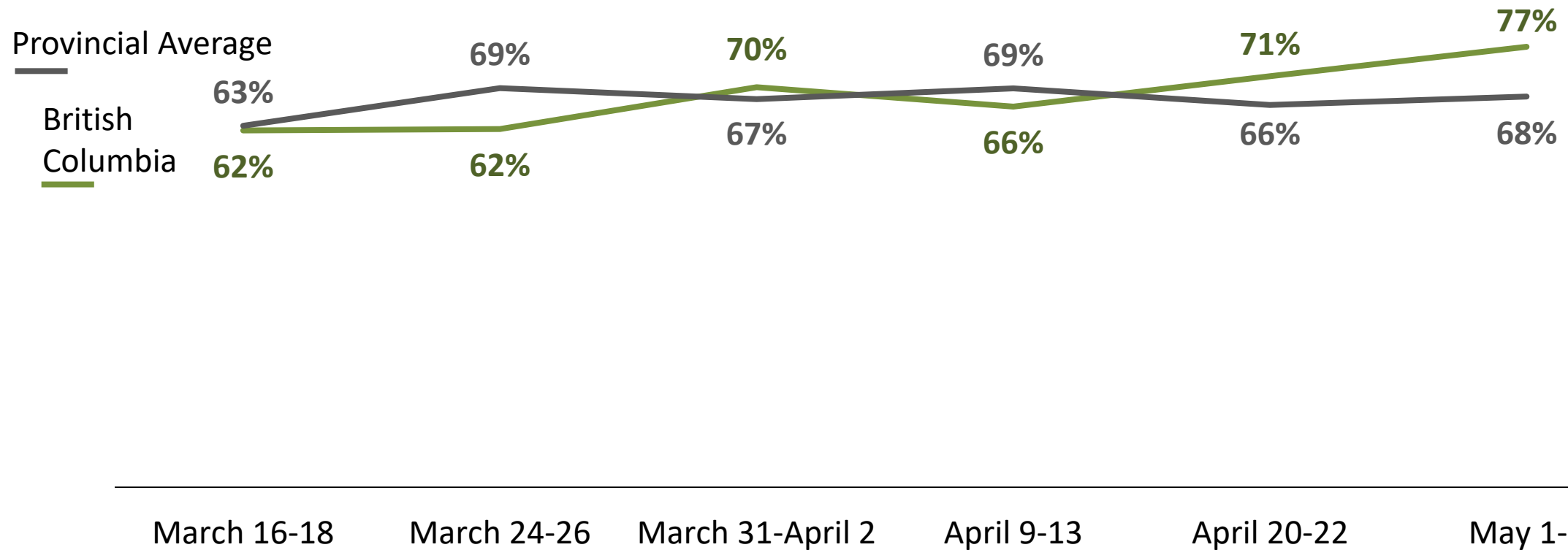
[asked of all respondents; n=300]



COVID-19 Handling Tracking: BC has pulled ahead of the provincial average since late April and is now ahead by 9 points

% who approve of government's handling of COVID-19 outbreak: BC Vs. Provincial Average

[asked of all respondents; n=1500]

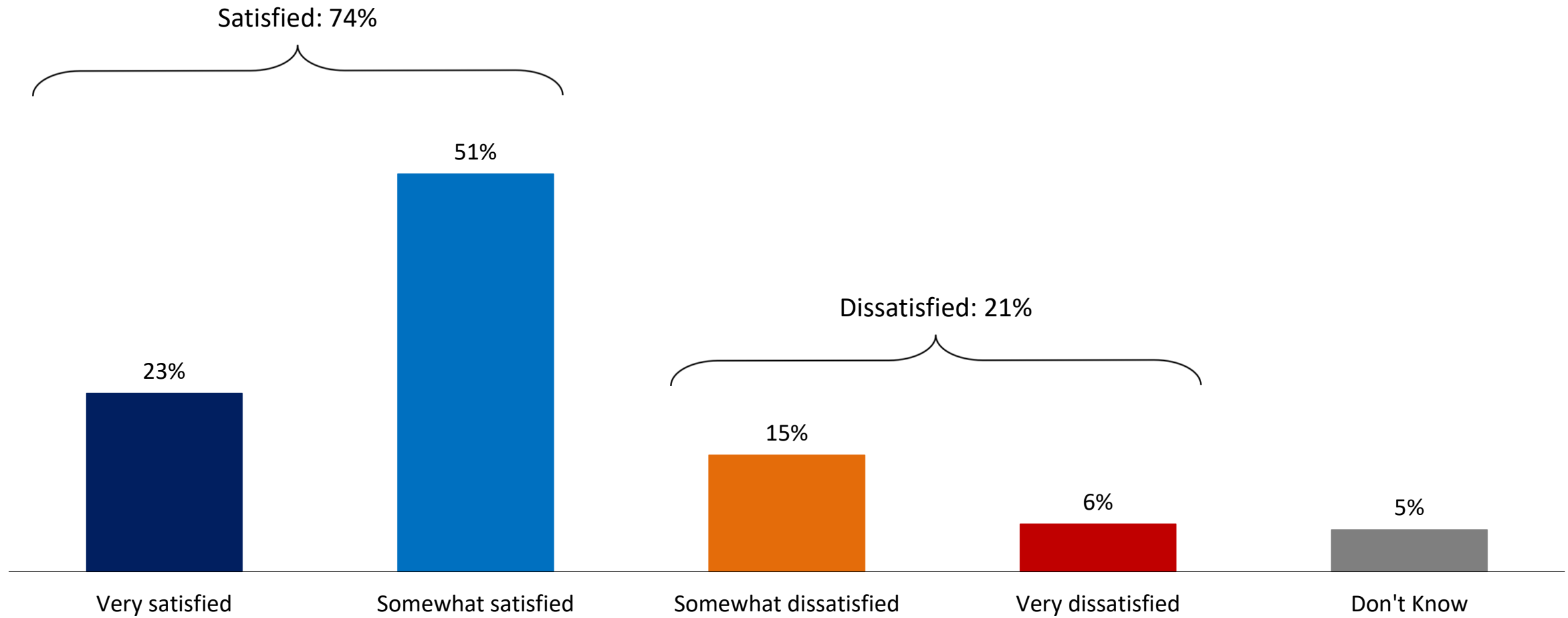


This approval of COVID-19 handling has spilled over into general government satisfaction, driving it up to its highest point in years

BC Mood: 3-in-4 (74%) are generally satisfied with the performance of the BC government while 1-in-5 (21%) are dissatisfied



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in British Columbia? Would you say you are...?
[asked of all respondents; n=300]



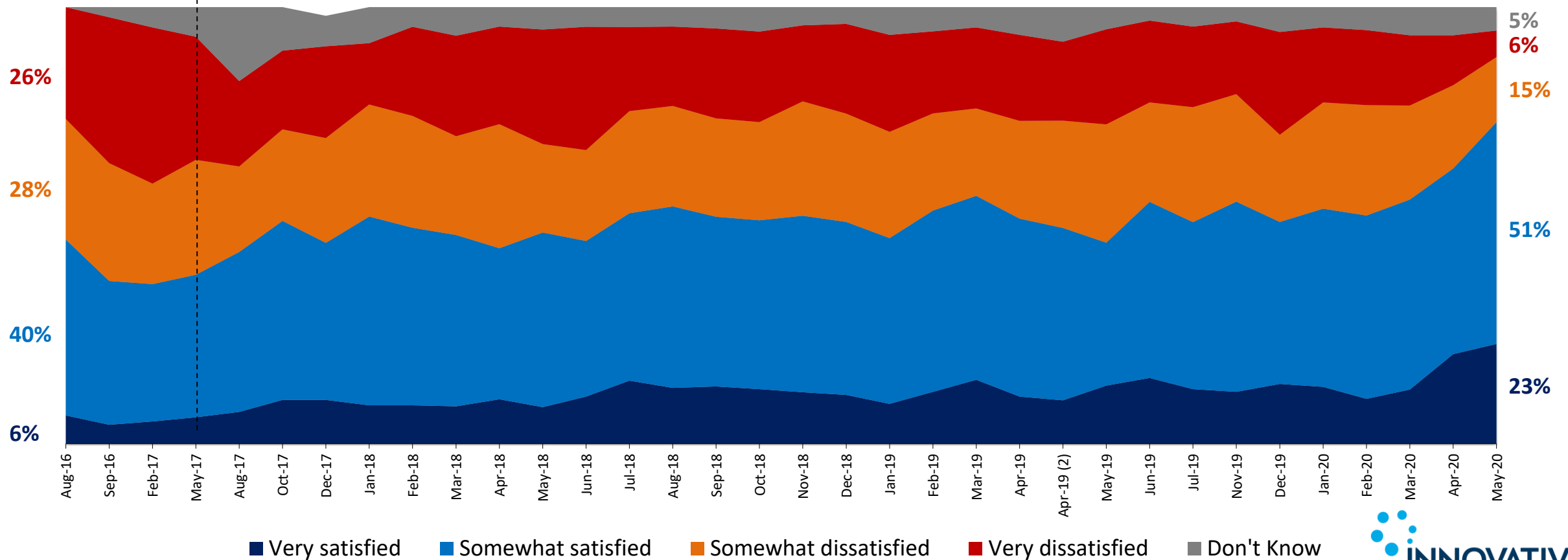
BC Mood Tracking: Satisfaction with the provincial government (74%) up 11-pts month-to-month



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in British Columbia? Would you say you are...?
[asked of all respondents; n=300]

May 2017 Election:

NDP forms minority government with support from Greens

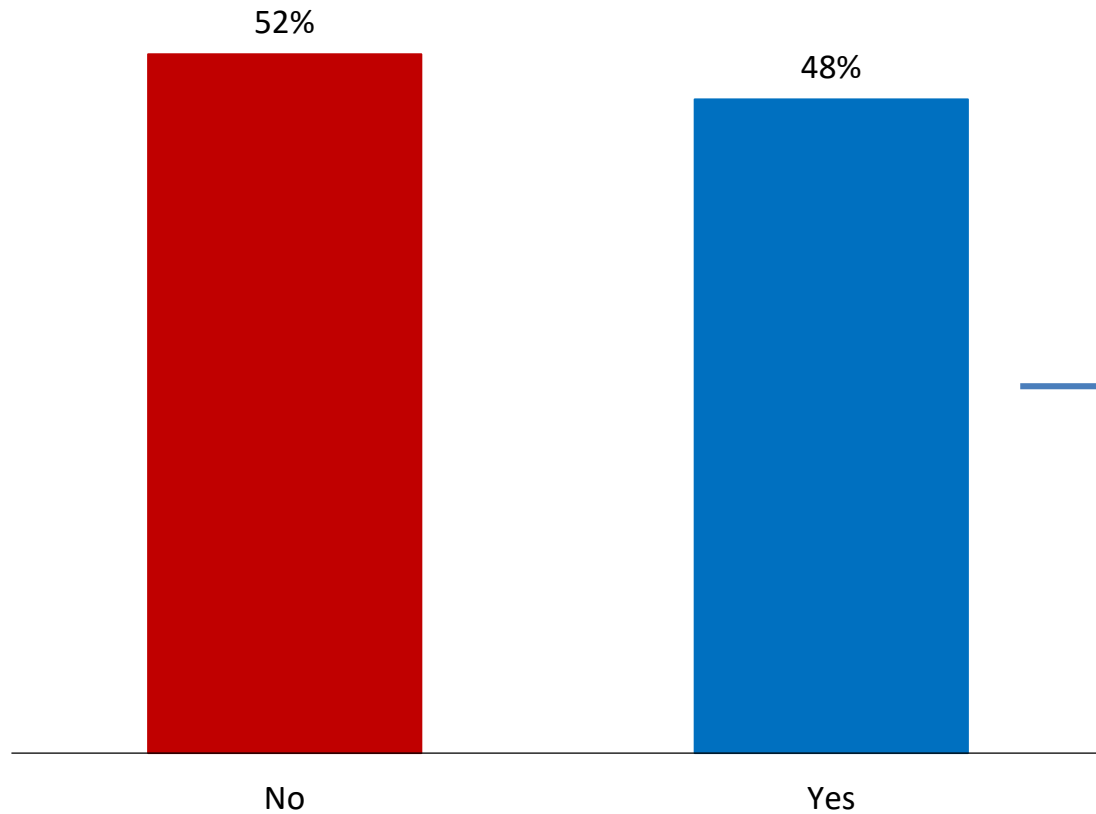


Close to half have read, seen, or heard something about Horgan and a strong majority say it had a positive impact

BC Read, Seen, Heard: Close to half (48%) say they have read, seen, or heard about Horgan; strong majority say it left them more favourable

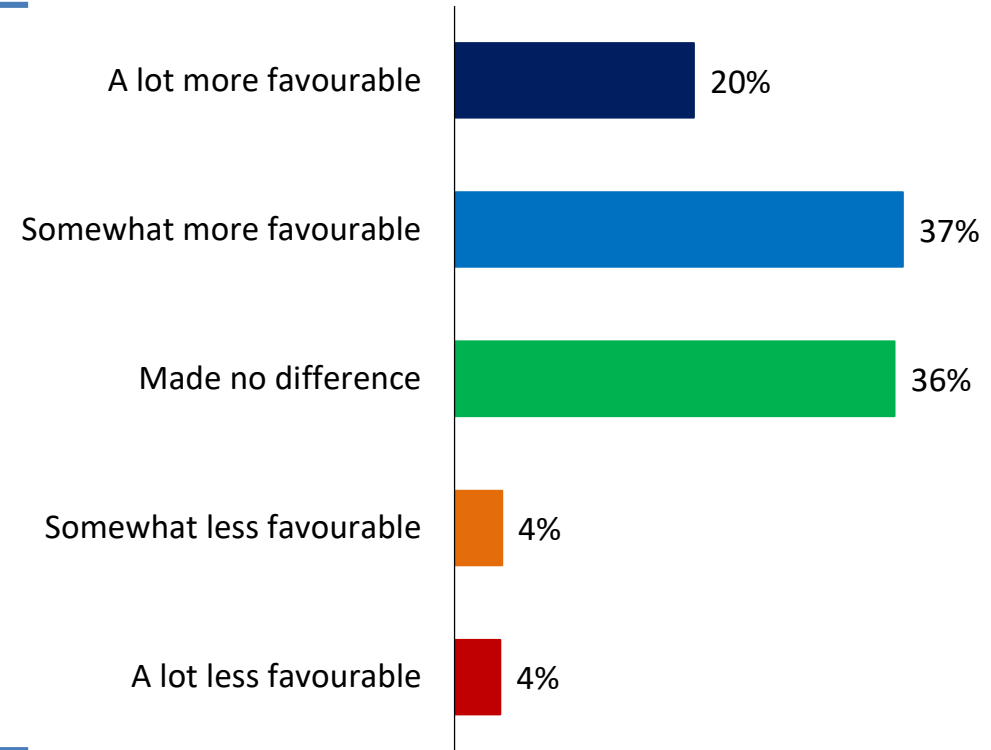
Q Have you read, seen or heard anything about John Horgan in the last few days?

[Asked of those who have RSH; n=300]



Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards John Horgan, or did it make no difference?

[Asked of those who have RSH; n=145]

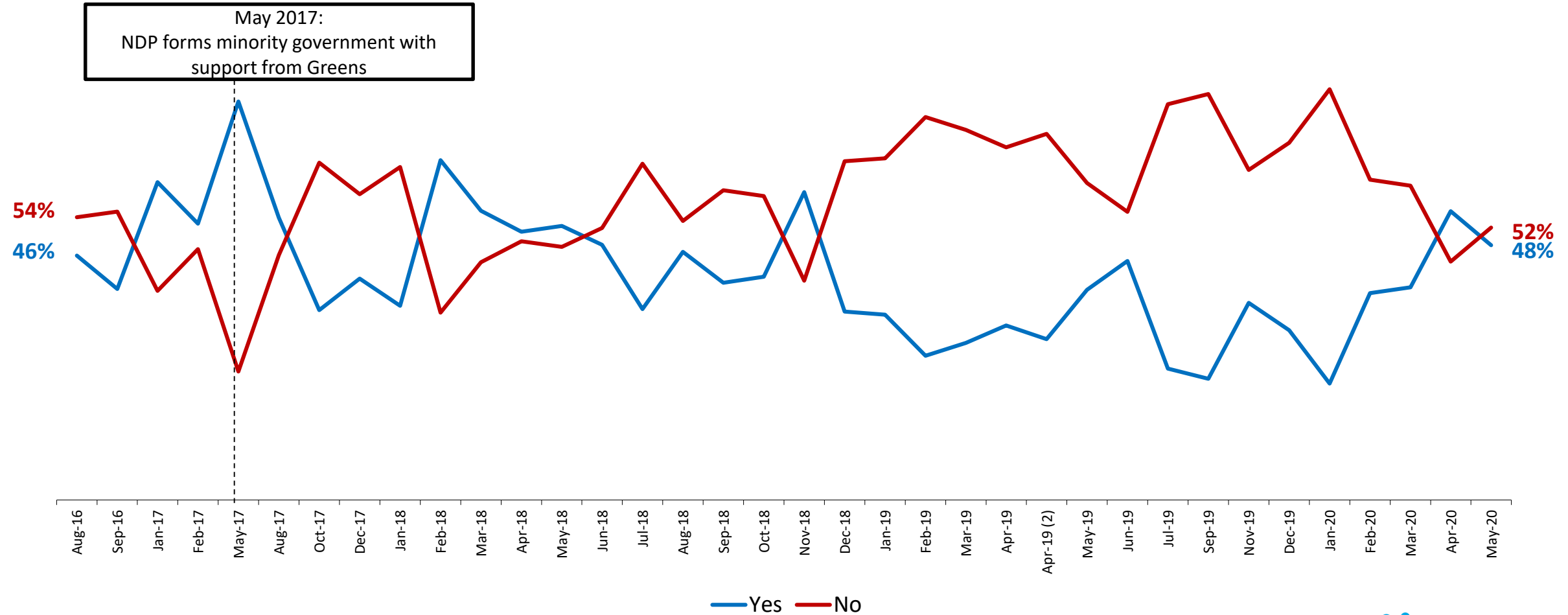


Read, Seen, Heard Tracking: After low numbers through most of 2019 and early 2020, read-seen-heard is up substantially in April and May



Have you read, seen or heard anything about John Horgan in the last few days?

[asked of all respondents; n=300]



BC Read, Seen, Heard, Impact Tracking: Impact of read, seen, heard is steady month-to-month with a strong majority saying 'more favourable'

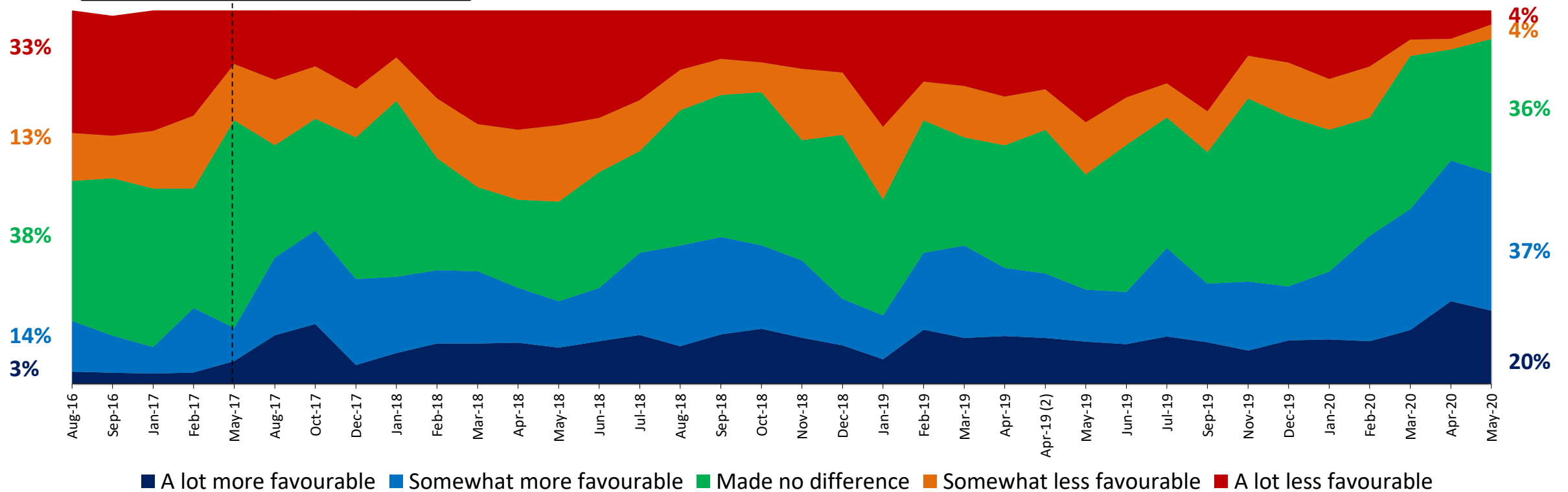


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards John Horgan, or did it make no difference?

[asked of those who have RSH; n=145]

May 2017:

NDP forms minority government with support from Greens



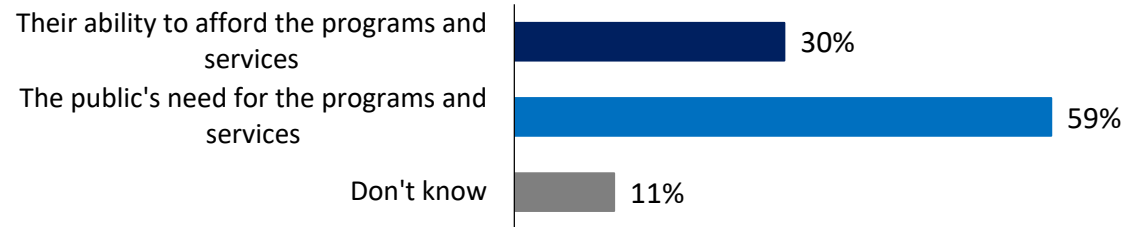
We group individuals into segments based on key political and economic values and attitudes

We use these segments throughout the remainder of the report to analyze vote leadership results.

Core Political Values: Over half (53%) say the government should listen to experts when it comes to policy

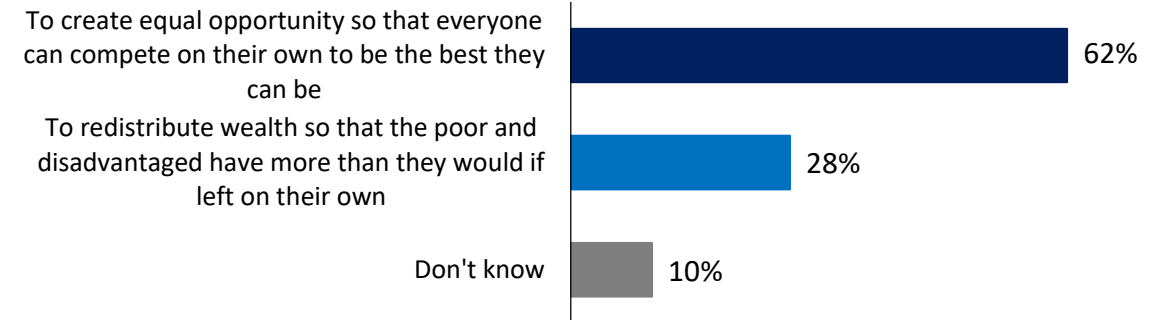
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=300]



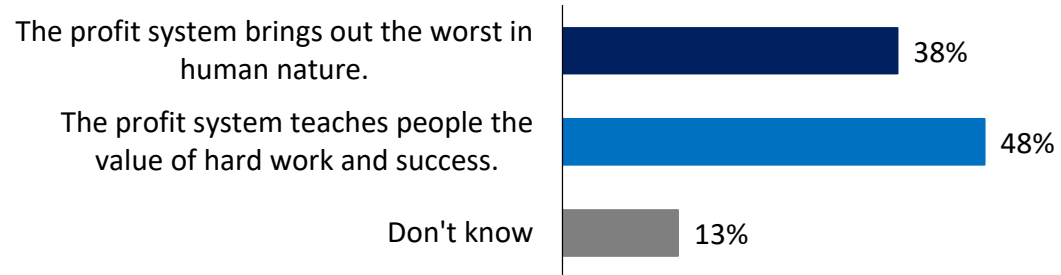
Q Is the main role of government to...?

[asked of all respondents; n=300]



Q Which of the following statements comes closest to your view?

[asked of all respondents; n=300]



Q When it comes to government decision making, which of the following statements is closest to your view?

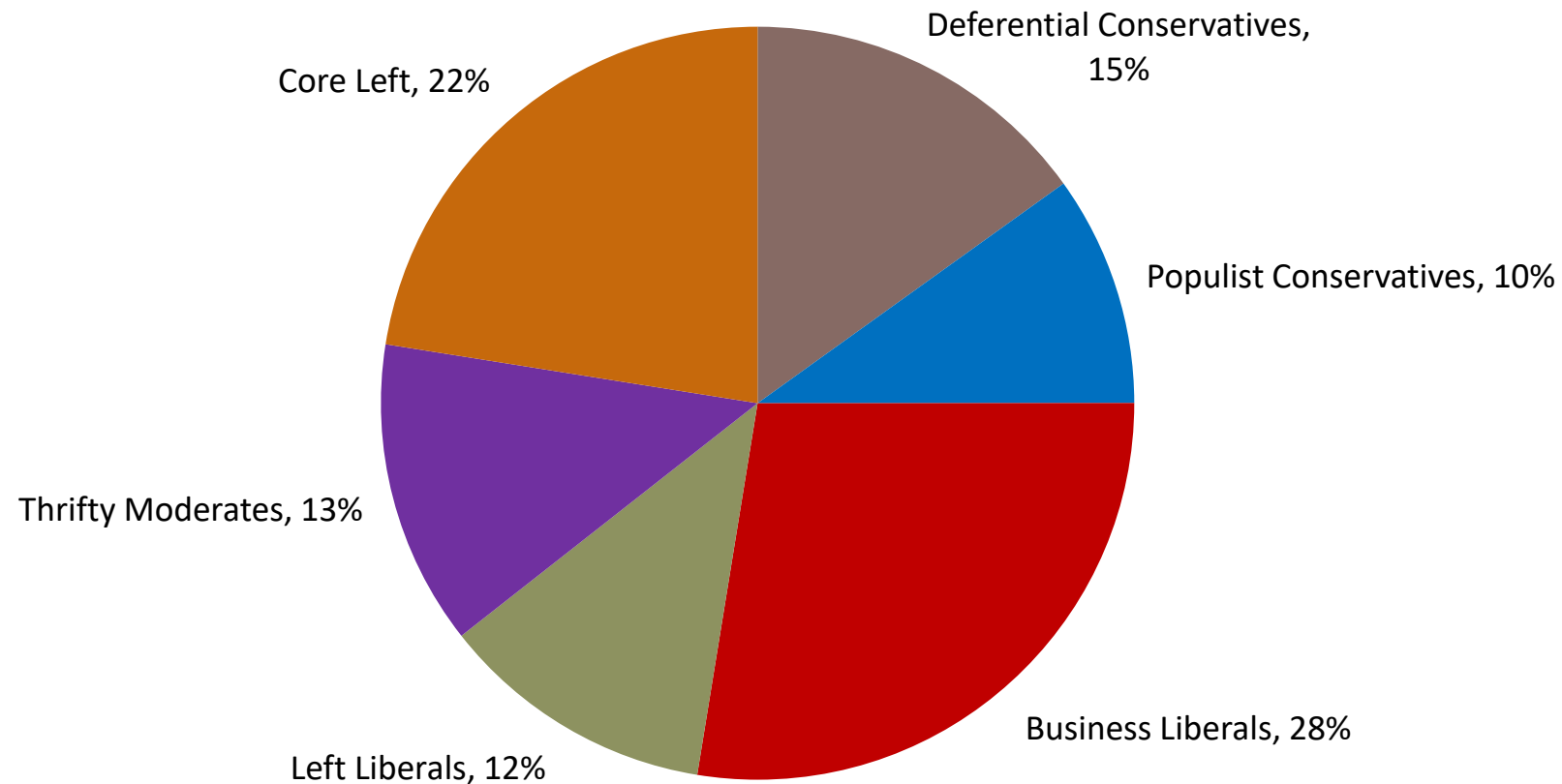
[asked of all respondents; n=300]



Value Clusters: Most (28%) are 'Business Liberals' followed by 'Core Left' (22%)

Value clusters: Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=300]



Defining Value Clusters: 6 important value clusters are defined based on 4 key value questions

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	91%	83%	0%	0%	59%	0%
	Public Need	0%	0%	96%	95%	0%	96%
Is the main role of government to...?	Create equal Opportunity	84%	99%	82%	98%	44%	0%
	Redistribute wealth	10%	0%	10%	0%	12%	96%
When it comes to government decision making...	Rely on common sense	0%	100%	33%	40%	31%	21%
	Listen to experts	92%	0%	58%	45%	27%	62%
The profit system...	Brings out the worst in human nature	0%	0%	0%	82%	63%	91%
	Teaches value of hard work and success	98%	92%	88%	0%	0%	0%

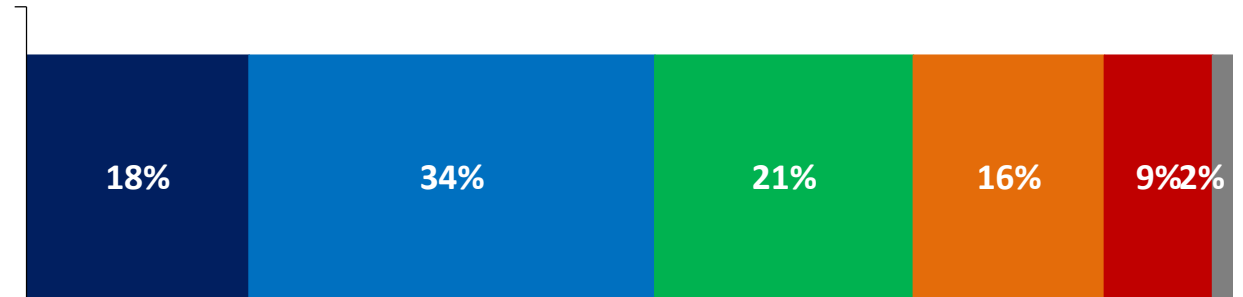
Segmentation Attitudes: Majority (52%) say that in BC, you can be anything you want if you're willing to work for it



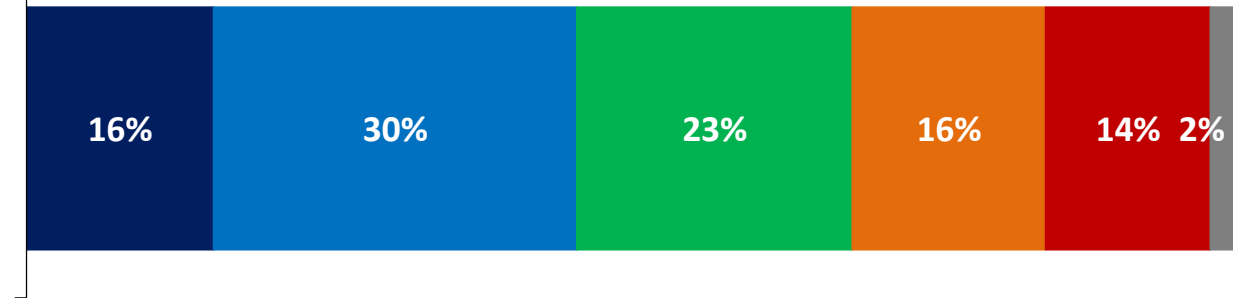
Do you agree or disagree with the following statements? -

[asked of all respondents; n=300]

Here in BC you can be anything you want if you are willing to work for it



No matter how hard I work, every year it seems more difficult to get by

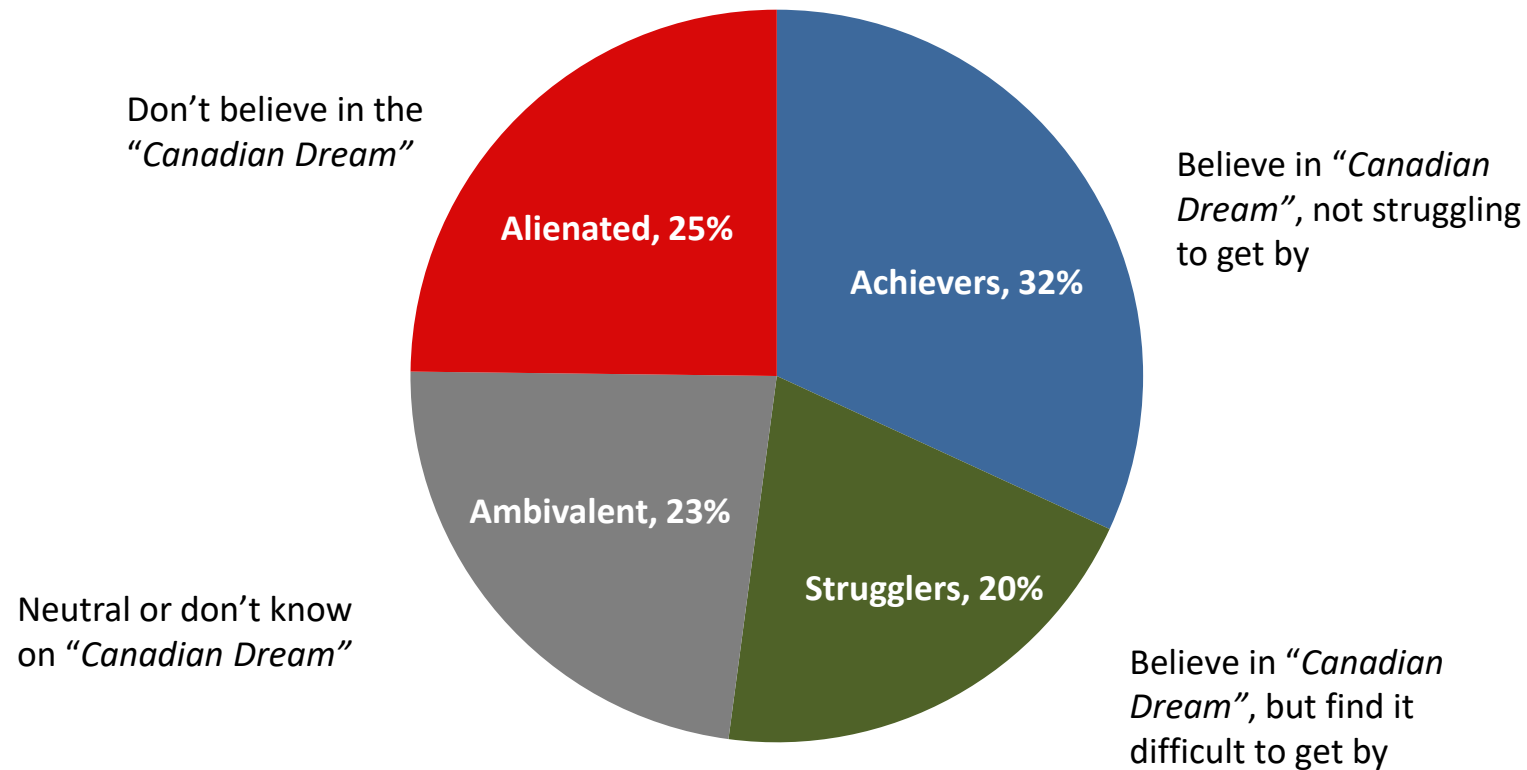


■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Economic Gap Segmentation: Most (32%) are Dream Achievers or Alienated (25%) while 20% are Dream Strugglers

Gap segmentation: Agree with 'Here in British Columbia you can be anything you want if you are willing to work for it' (*"the Canadian Dream"*) BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=300]

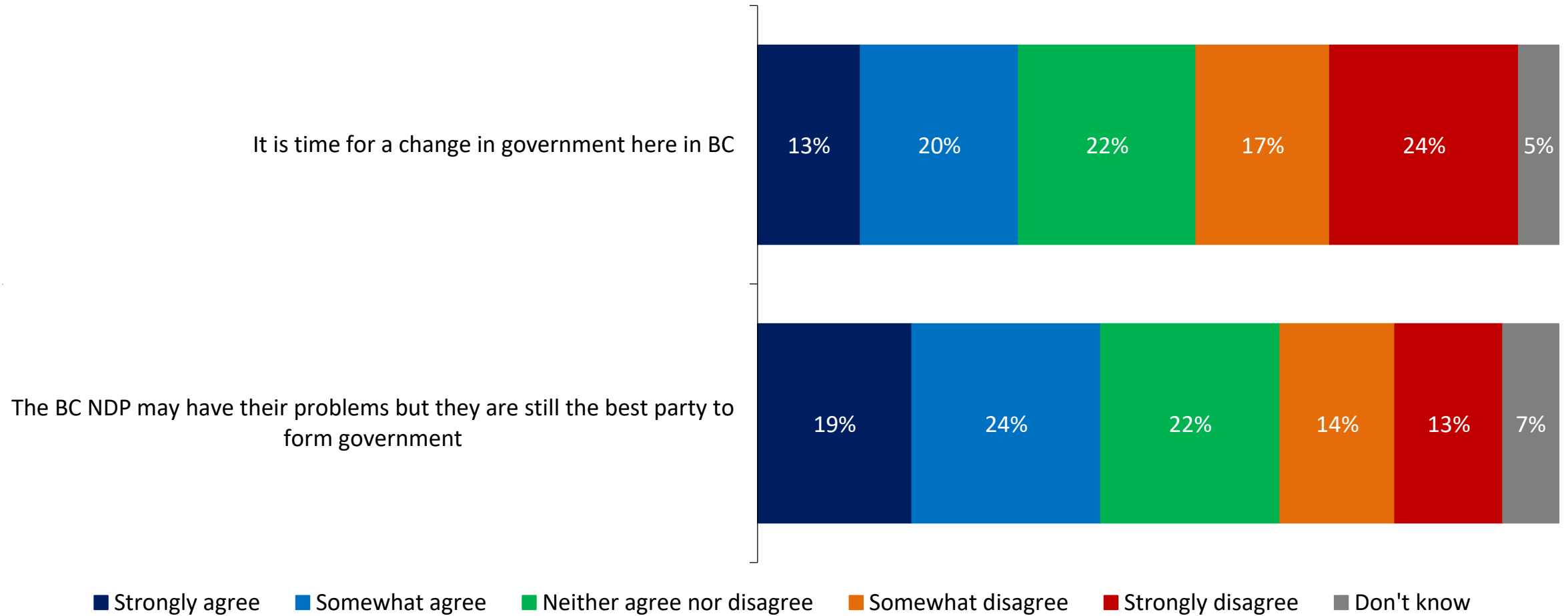


Time for Change Attitudes: 43% of respondents say the BC NDP are still the best party to form government



Do you agree or disagree with the following statements?

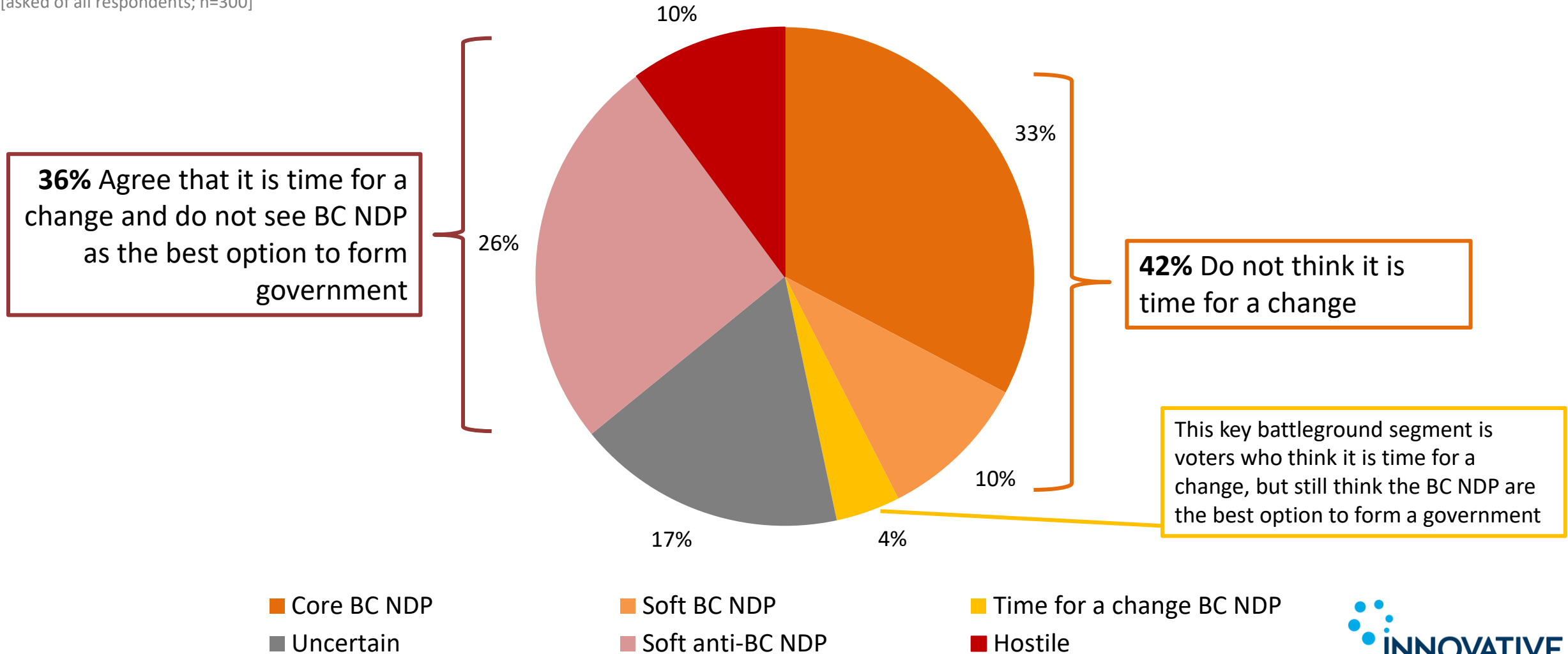
[asked of all respondents; n=300]



Time for Change Segmentation: Over 4-in-10 (43%) are either Core BC NDP or Soft BC NDP

Time for Change segmentation: Agree with 'The BC NDP may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in BC'.

[asked of all respondents; n=300]

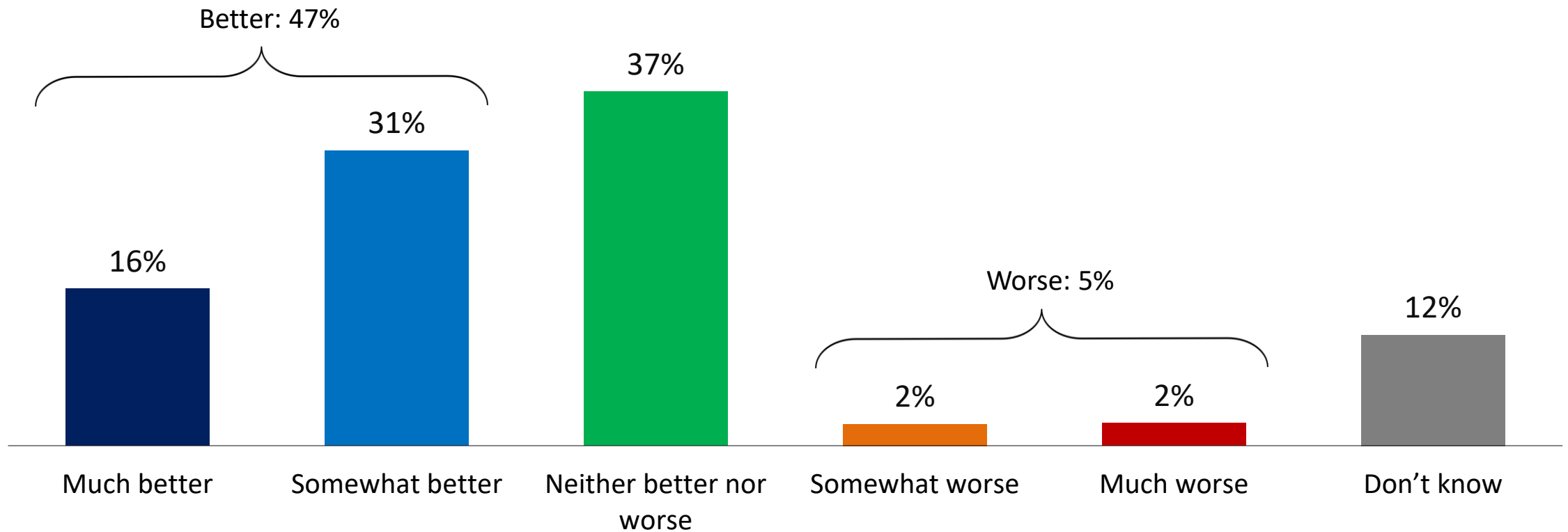


**Horgan sees a big uptick in favourability
during the outbreak**

Impact on John Horgan: Close to half (47%) say Horgan's response to the outbreak has left them with a better impression of him



Has the way premier John Horgan has responded to the COVID-19 outbreak left you with a better or worse impression of him?
[asked of all respondents, n=300]

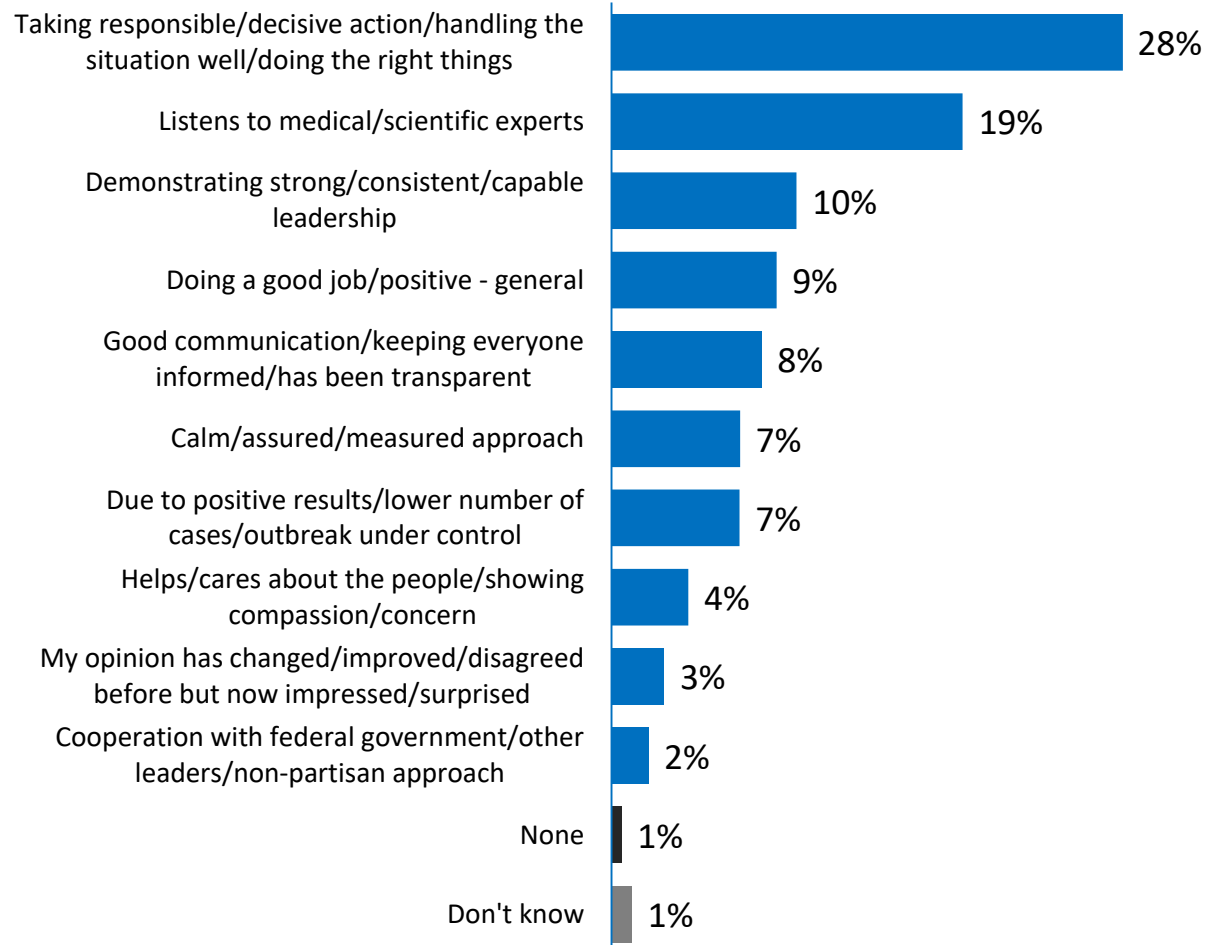


Impact on John Horgan: More than 1-in-4 (28%) of those who say “better” think Horgan has shown decisive action on COVID-19



And why do you feel that way? [OPEN ENDED]

[asked of all respondents who said ‘better’, n=141]

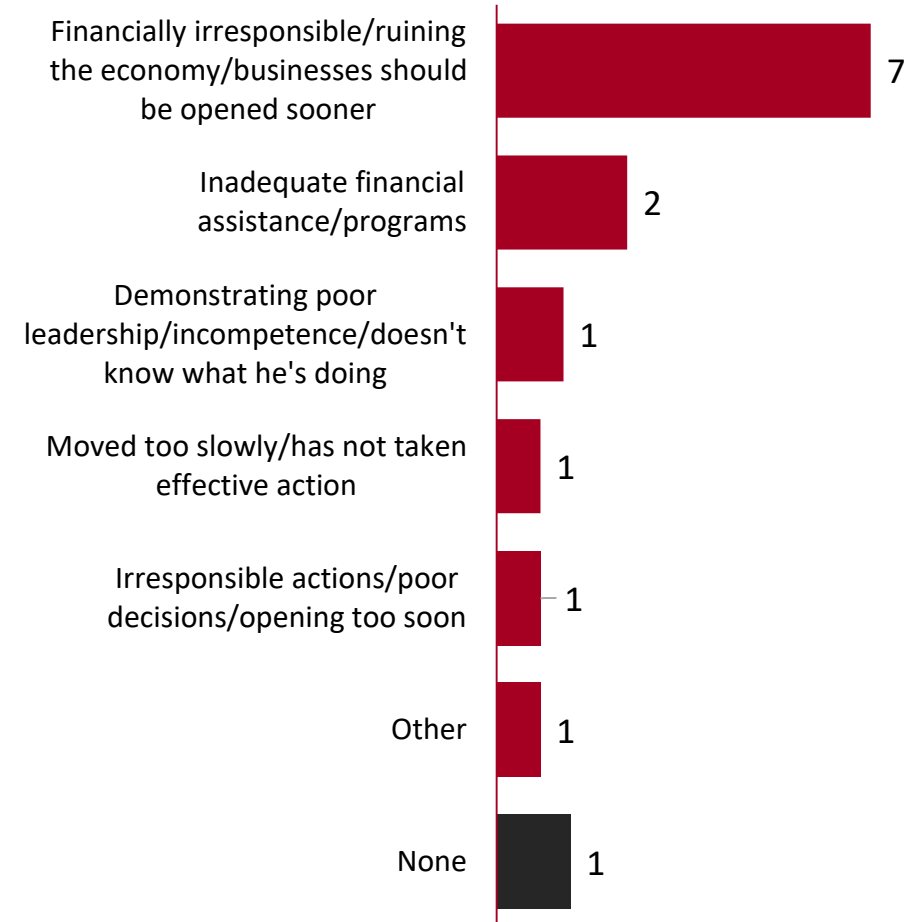


Note: ‘Other’ (<1%), ‘Refused’ (1%) not shown.



And why do you feel that way? [OPEN ENDED]

[asked of all respondents who said ‘worse’; FREQUENCIES SHOWN; n=14]



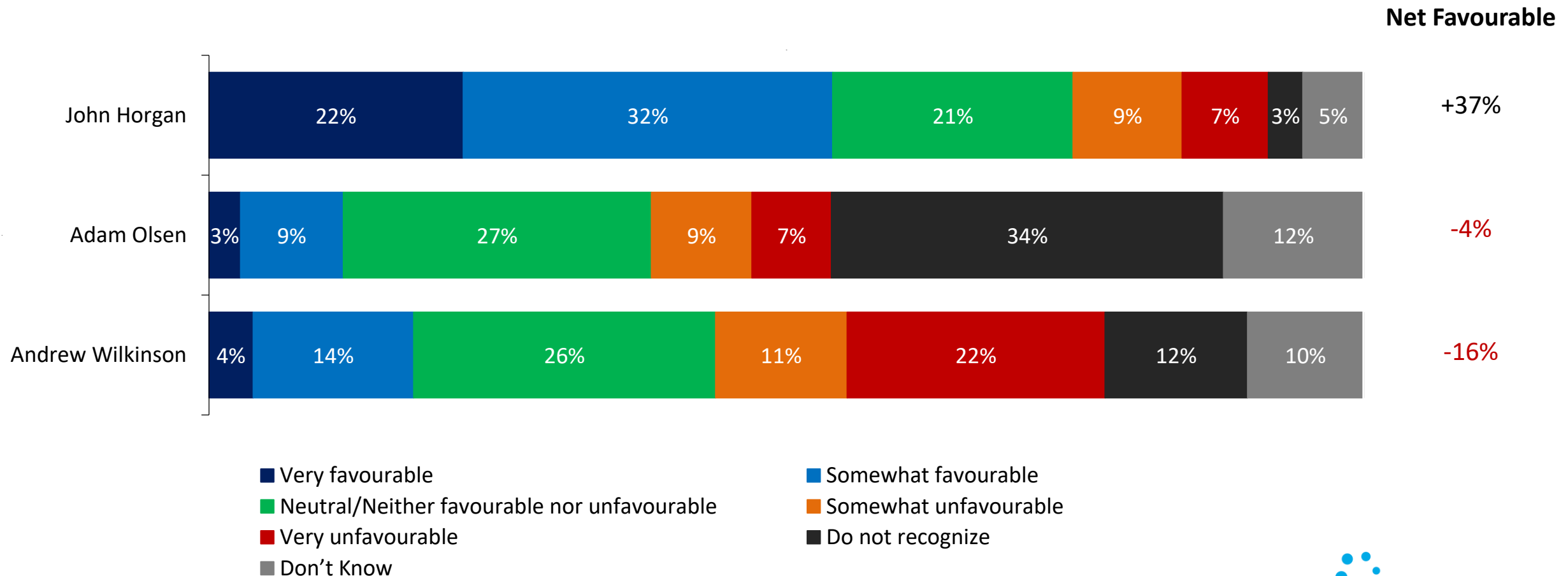
Note: *Small n size, interpret results with caution

Leader Favourables: Net favourability for party leaders is highest for John Horgan (+37%) and lowest for Andrew Wilkinson (-16%)



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=300]

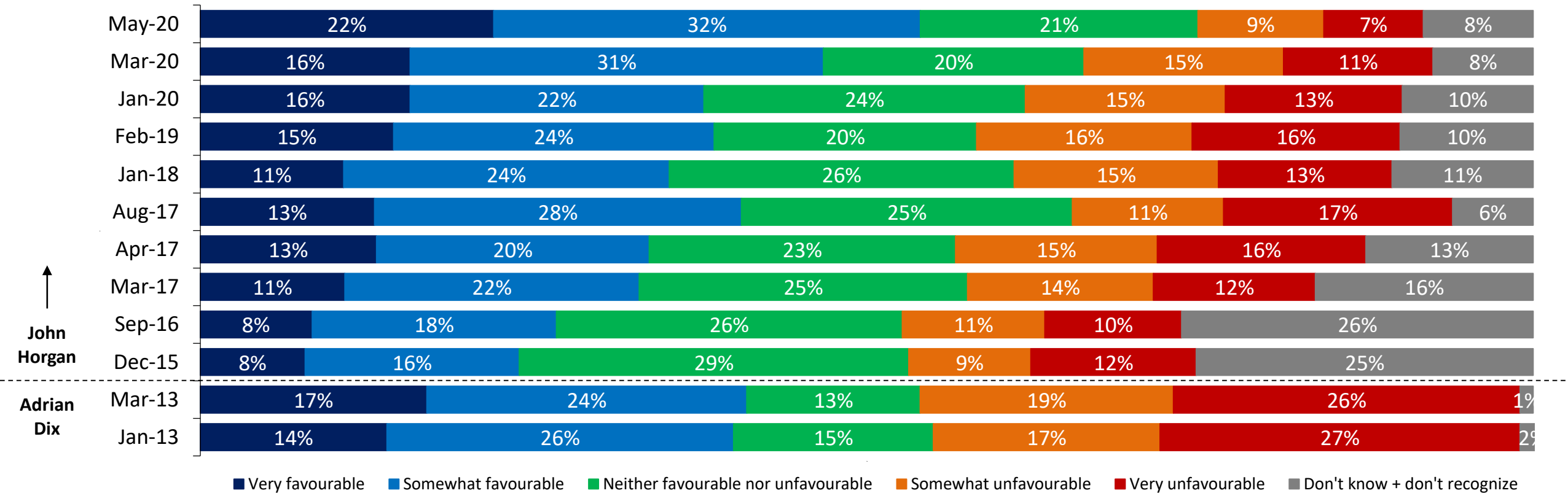


John Horgan Favourability: Favourability towards John Horgan (54%) up 7-pts since March 2020 to its highest point



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=300]

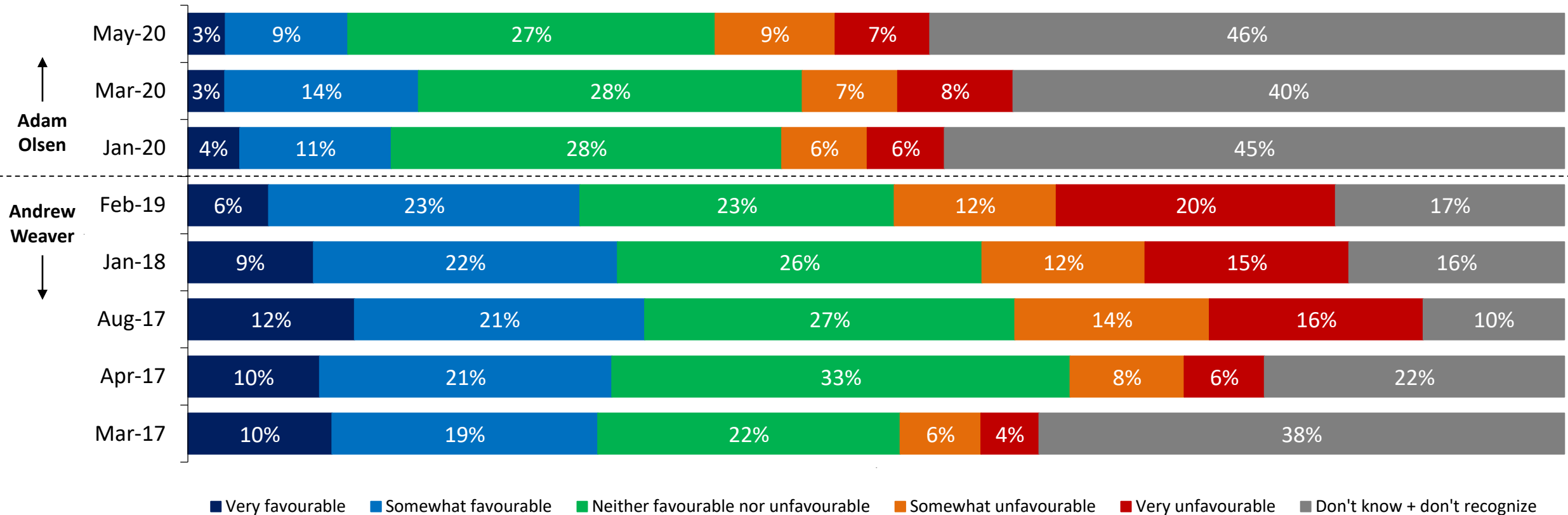


Adam Olsen Favourability: Favourability of Adam Olsen (12%) down 5-pts directionally since March 2020 to its lowest point



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=300]

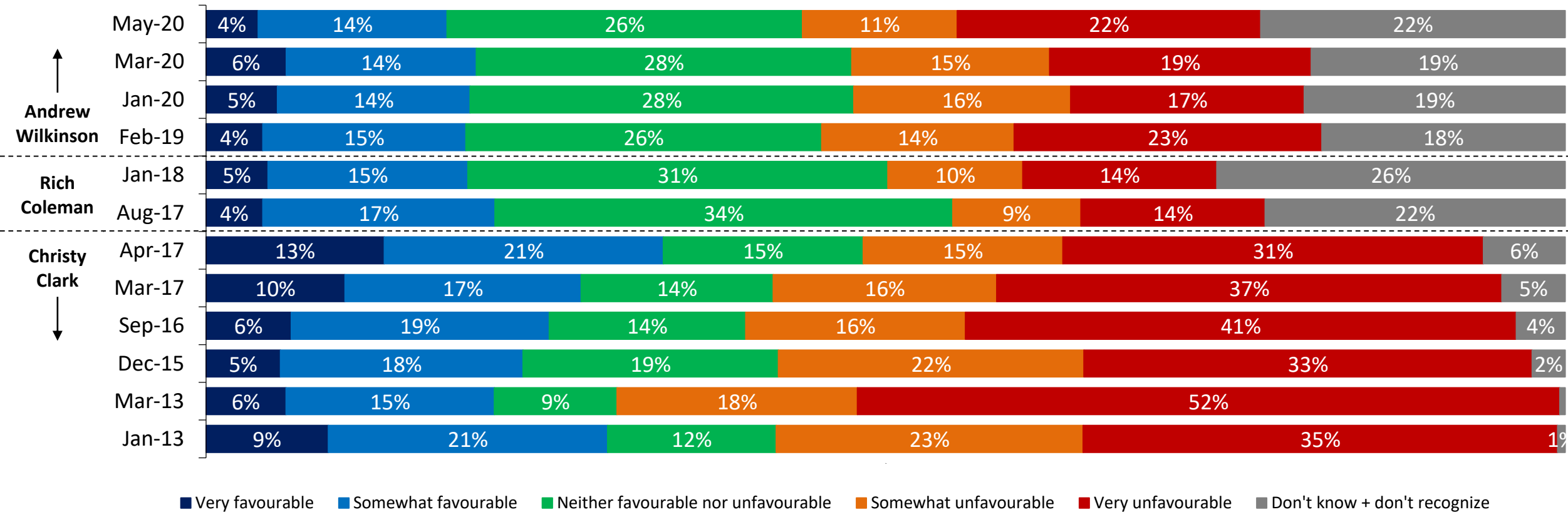


Andrew Wilkinson Favourability: Favourability of Andrew Wilkinson (18%) is steady since March



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=300]

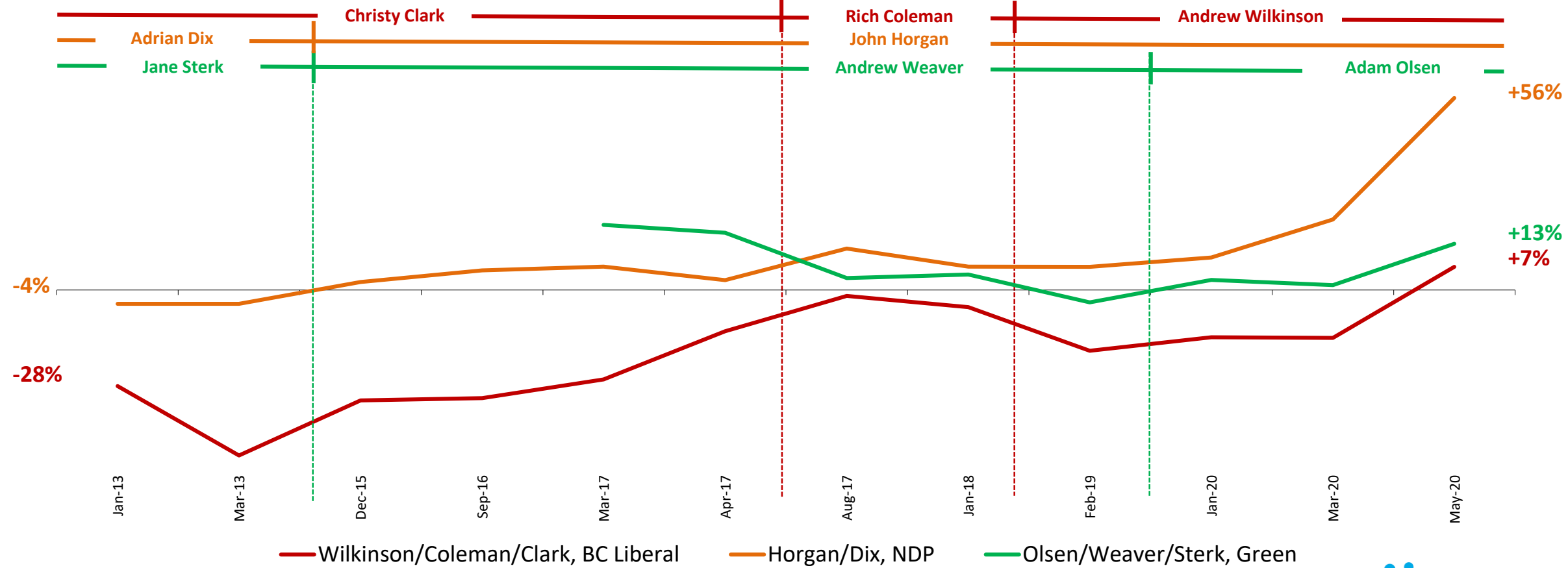


BC Party Leader NET Favourables Tracking: Horgan's net favourability is up to it's highest point since tracking began

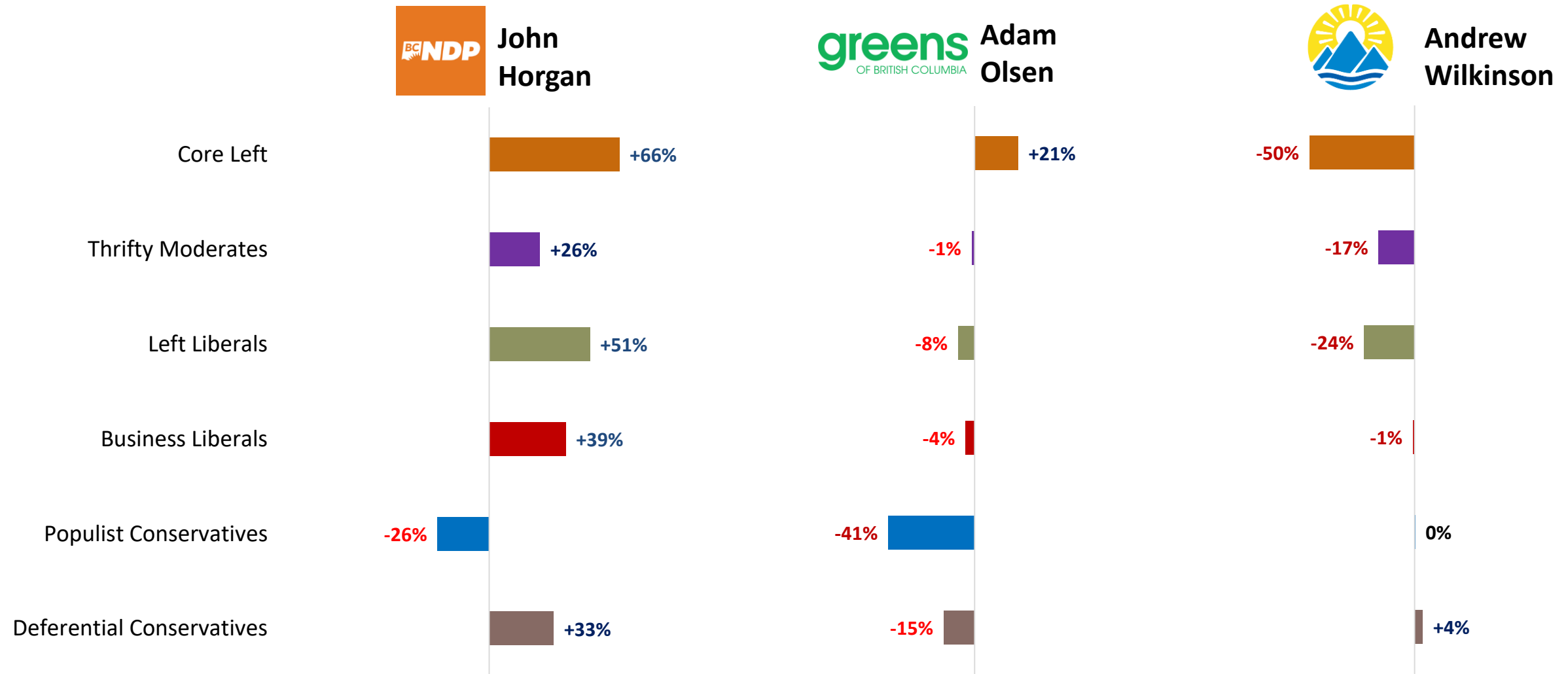


Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=300]



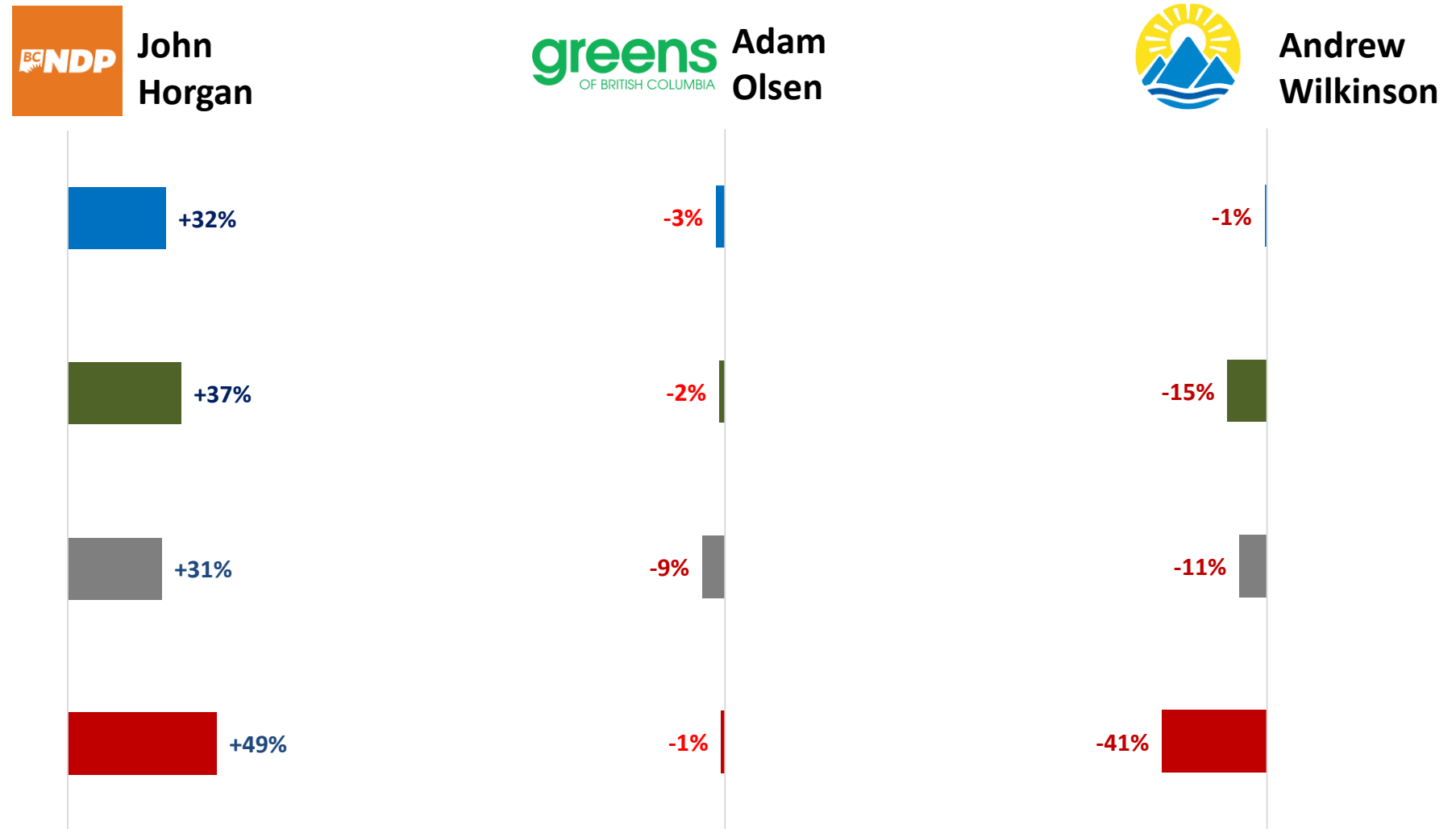
Leader favourability by Value Clusters: Horgan receives strong net favourables from all but populist conservatives



NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

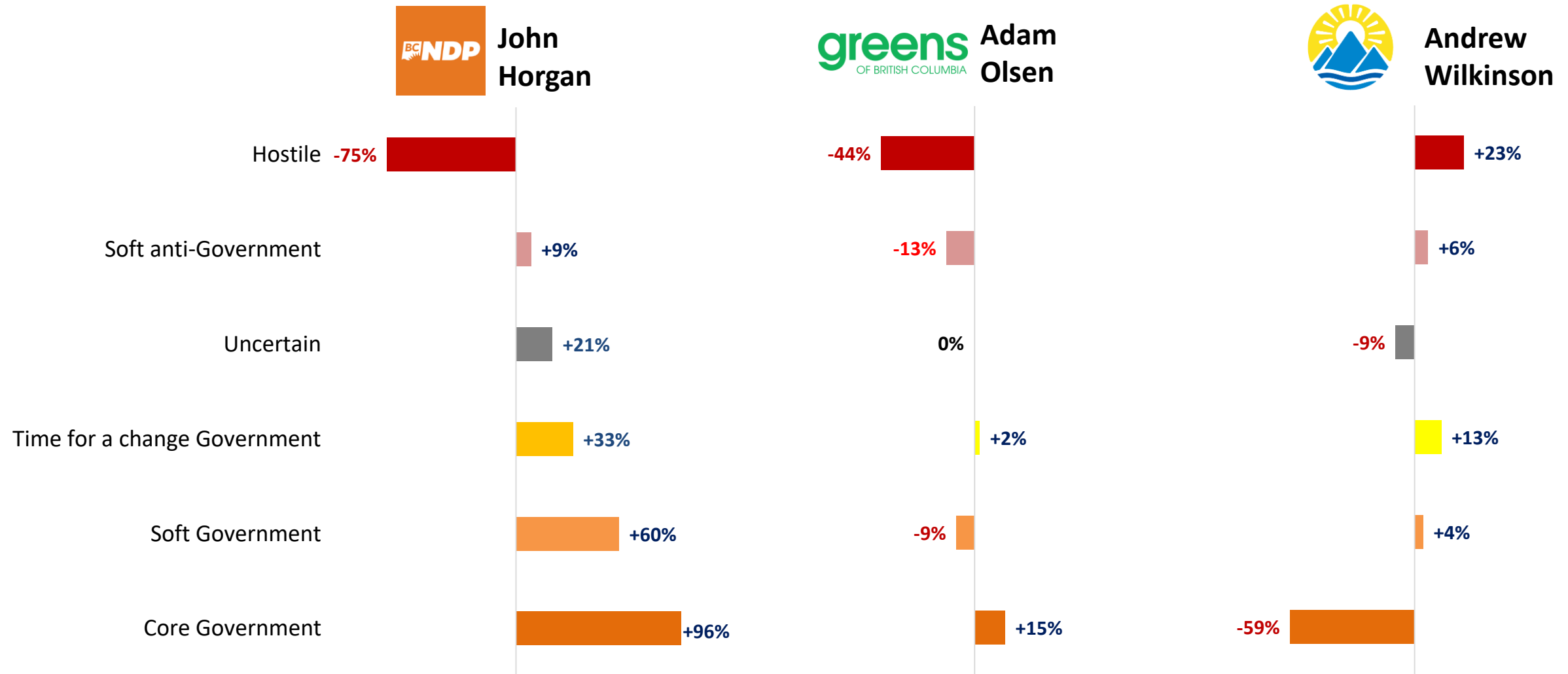
Leader favourability by Economic Gap: Horgan receives highest net favourability from those who feel Alienated (+49%)



NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

Leader favourability by Time for a Change: Those who are hostile towards the government are most favourable of Wilkinson (+23% net)



NET Favourability by Value Clusters:

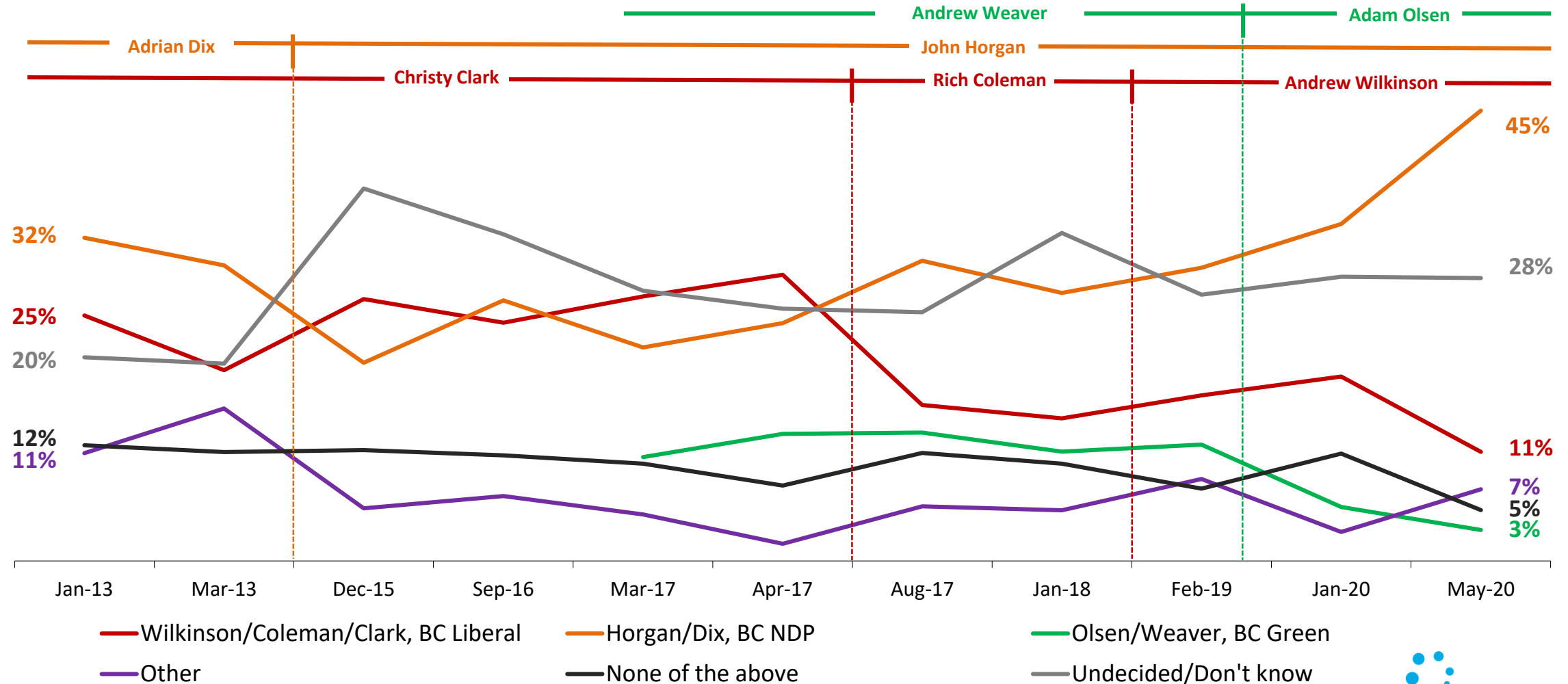
Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

Best Premier Tracking: Close to half (45%) say Horgan would make the best Premier, up 11-pts since January



Which of the following leaders would make the best Premier of British Columbia?

[asked of all respondents; n=300]



The BC NDP continues to lead in provincial vote

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote**. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

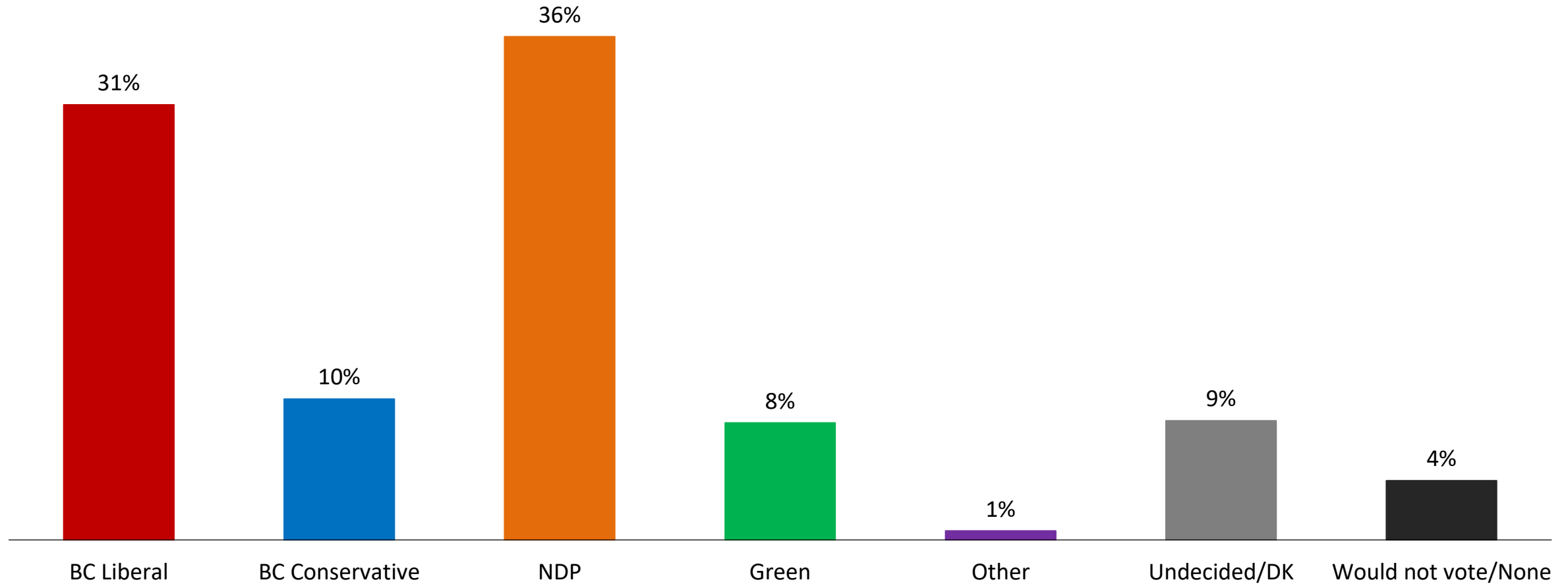
When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: BC NDP (36%) leads in provincial vote share followed by the BC Liberals (31%)



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=300]

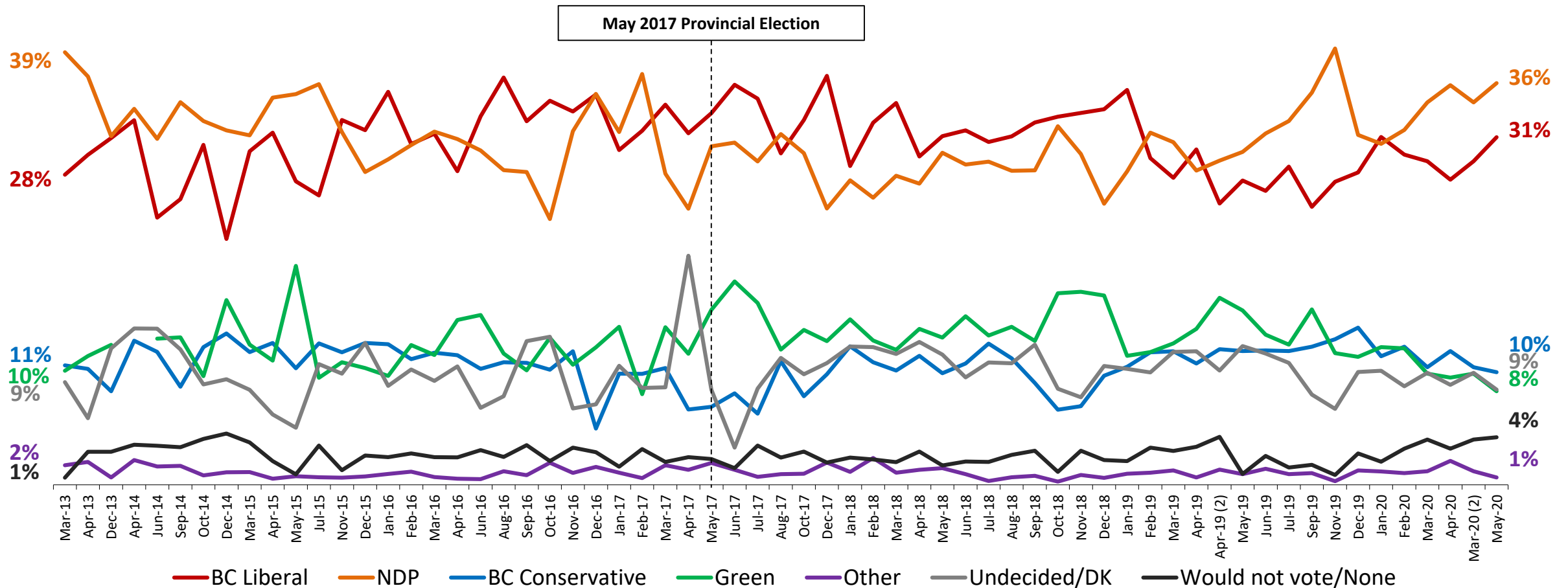


Provincial Vote Tracking: BC NDP (36%) and BC Liberals (31%) vote share both up directionally since recent tracking



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=300]

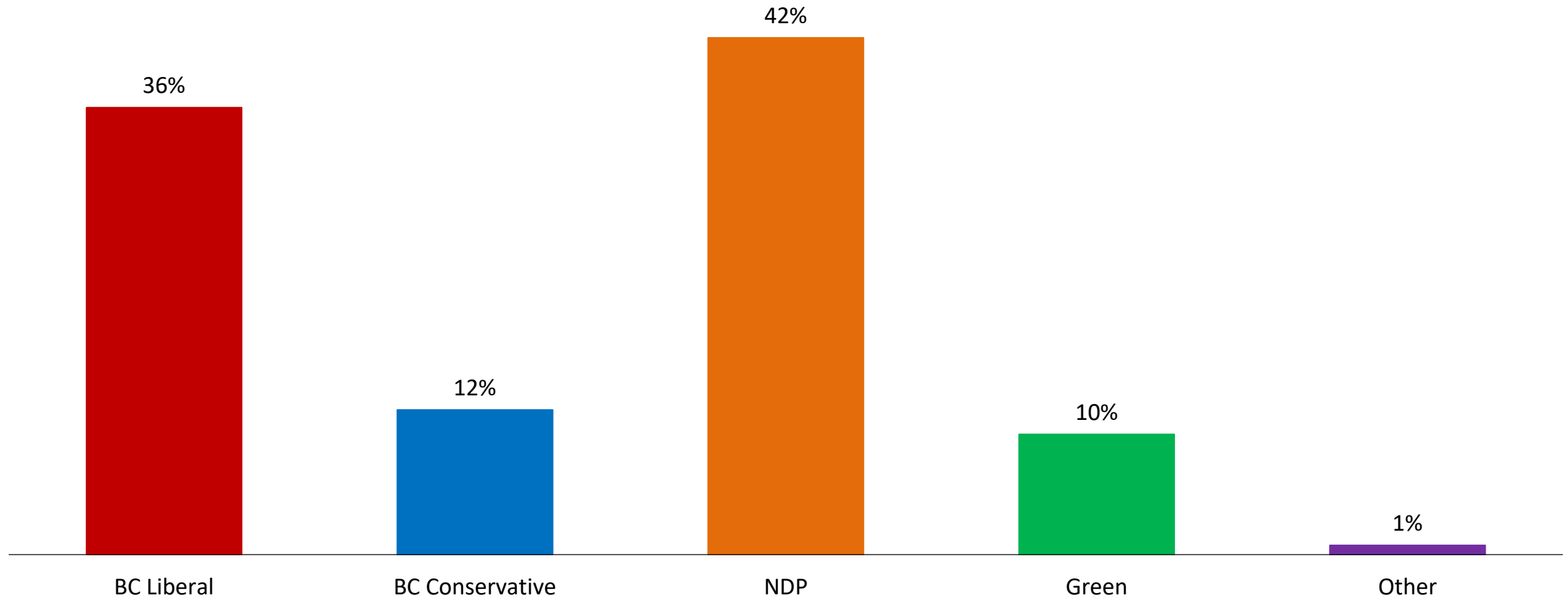


Provincial Decided Vote: The BC NDP has 42% of the decided vote share while BC Liberals are 6-pts behind at 36% of the decided vote



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[decided voters only; n=261]

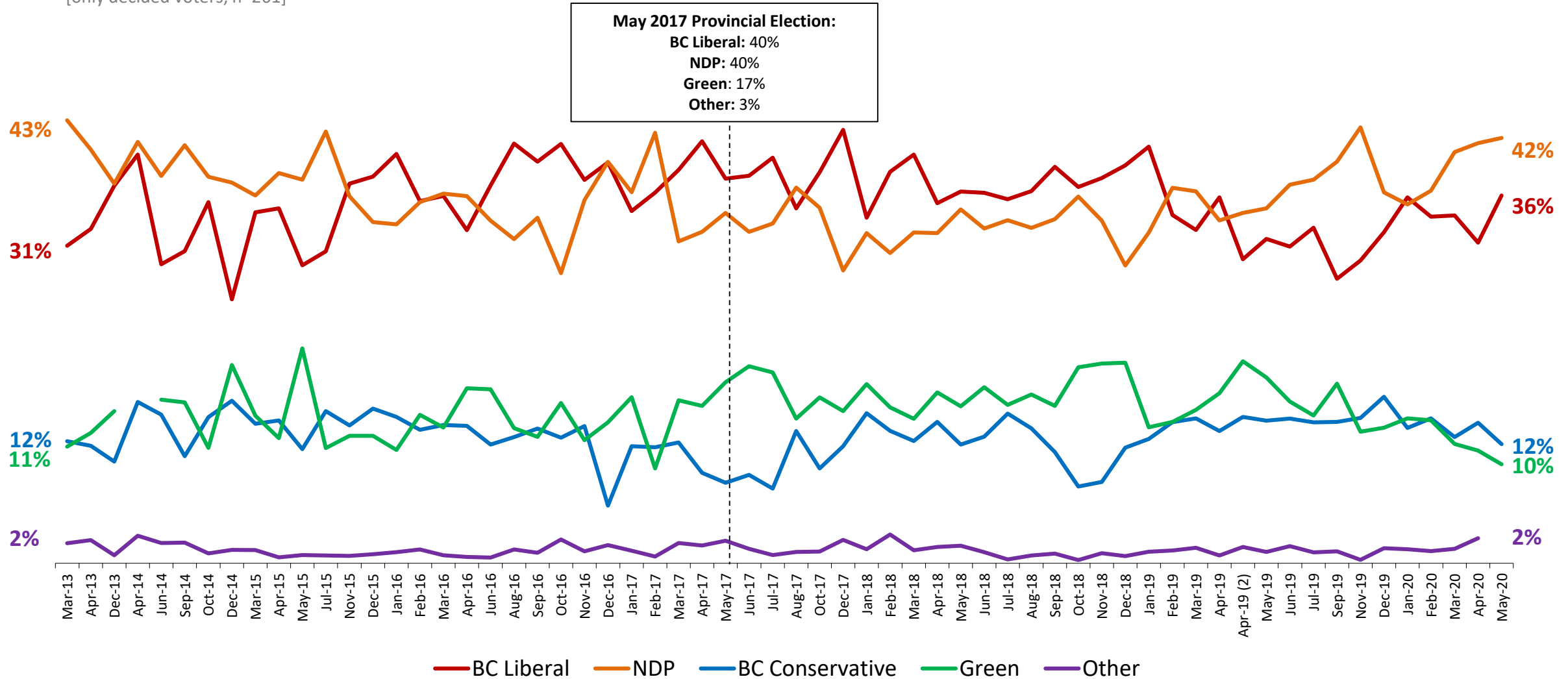


Provincial Decided Vote Tracking: The NDP (42%) remain ahead of the BC Liberals (36%)



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[only decided voters; n=261]



Decided Vote by Region: BC NDP has highest support on Van. Island and Sunshine Coast (46%) while BC Liberals lead in Interior/North (41%)^{§9}

Decided vote by Region

Decided Vote	Region			
		Lower Mainland and Fraser Valley	Vancouver Island and Sunshine Coast	Interior and North
		(N=158)	(N=50)	(N=53)
	BC Liberal	39%	23%	41%
	BC Conservative	11%	7%	18%
	NDP	43%	46%	34%
	Green	7%	22%	6%
Other	0%	3%	1%	

Decided Vote by Value Cluster: Reported vote among Business Liberals is split between BC Liberals (42%) and the BC NDP (38%)

		Value Clusters					
		Deferential Conservatives	Populist Conservatives*	Business Liberals	Left Liberals	Thrifty Moderates*	Core Left
		(N=39)	(N=29)	(N=74)	(N=31)	(N=26)	(N=62)
Provincial Decided Vote	BC Liberal	67%	58%	42%	17%	26%	13%
	BC Conservative	9%	27%	13%	12%	18%	2%
	NDP	23%	12%	38%	57%	48%	62%
	Green	1%	3%	6%	13%	8%	21%
	Other	0%	1%	0%	0%	0%	3%

Decided Vote by Economic Gap: Close to half (44%) of Achievers' reported vote share goes to the BC Liberals

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=89)	(N=51)	(N=55)	(N=65)
Provincial Decided Vote	BC Liberal	44%	43%	36%	20%
	BC Conservative	12%	13%	17%	5%
	NDP	37%	34%	40%	55%
	Green	6%	11%	7%	17%
	Other	0%	0%	0%	3%

Decided Vote by Time for Change: A majority of Soft BC NDP and Time for a change BC NDP would vote NDP ⁴²

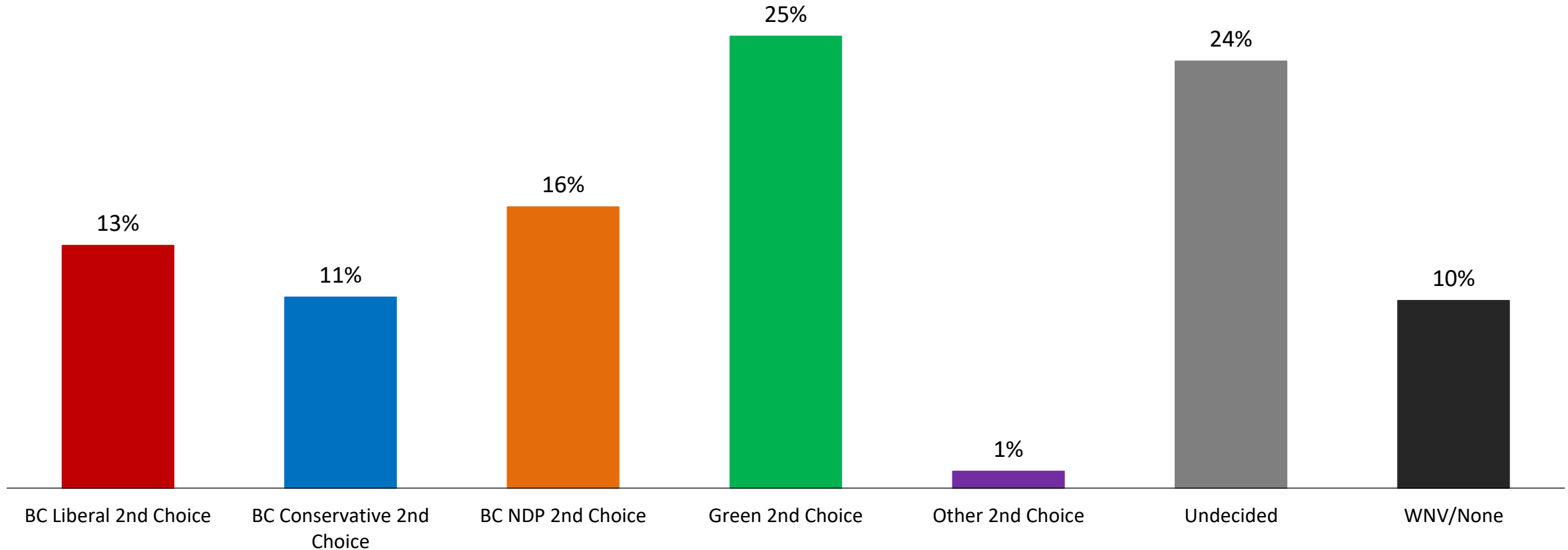
Decided Vote	Time for Change					
	Core BC NDP	Soft BC NDP*	Time for a change BC NDP*	Uncertain*	Soft BC NDP	Hostile
	(N=96)	(N=26)	(N=13)	(N=26)	(N=71)	(N=30)
BC Liberal	5%	43%	21%	42%	64%	65%
BC Conservative	0%	5%	11%	20%	19%	30%
NDP	84%	51%	52%	25%	4%	0%
Green	11%	2%	16%	12%	11%	5%
Other	0%	0%	0%	0%	2%	0%

Provincial 2nd Choice: Top 2nd choice goes to the Green party (25%). Over a third of decided voters haven't decided/don't have a 2nd choice



And which party would be your second choice?

[only decided voters; n=261]



Provincial 2nd Choice: Top 2nd choice among BC Liberal voters is tied between the BC Conservatives and NDP at 23% each

And which party would be your second choice? BY [Vote+Lean]

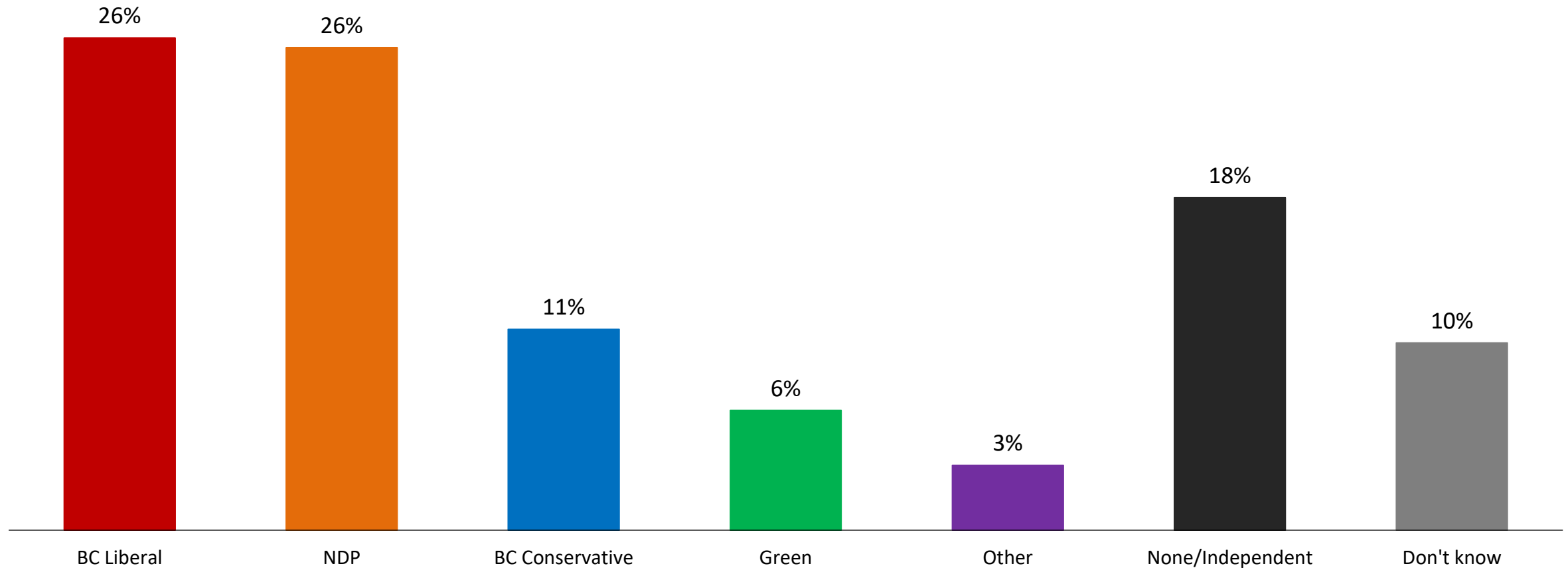
Second Choice	First Choice			
	BC Liberal 1st Choice	BC Conservative 1st Choice	NDP 1st Choice	Green 1st Choice
	(N=94)	(N=31)	(N=109)	(N=25)
	BC Liberal 2nd Choice	32%	22%	5%
	BC Conservative 2nd Choice	23%	4%	5%
	BC NDP 2nd Choice	23%		48%
	Green 2nd Choice	15%	43%	
	Other 2nd Choice	1%	0%	5%
	Undecided	22%	24%	34%
	WNV/None	16%	6%	4%

Provincial Party ID: BC Liberals and NDP tied in partisanship at 26% while the BC Conservatives trail (11%)



Thinking about politics in British Columbia, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=300]

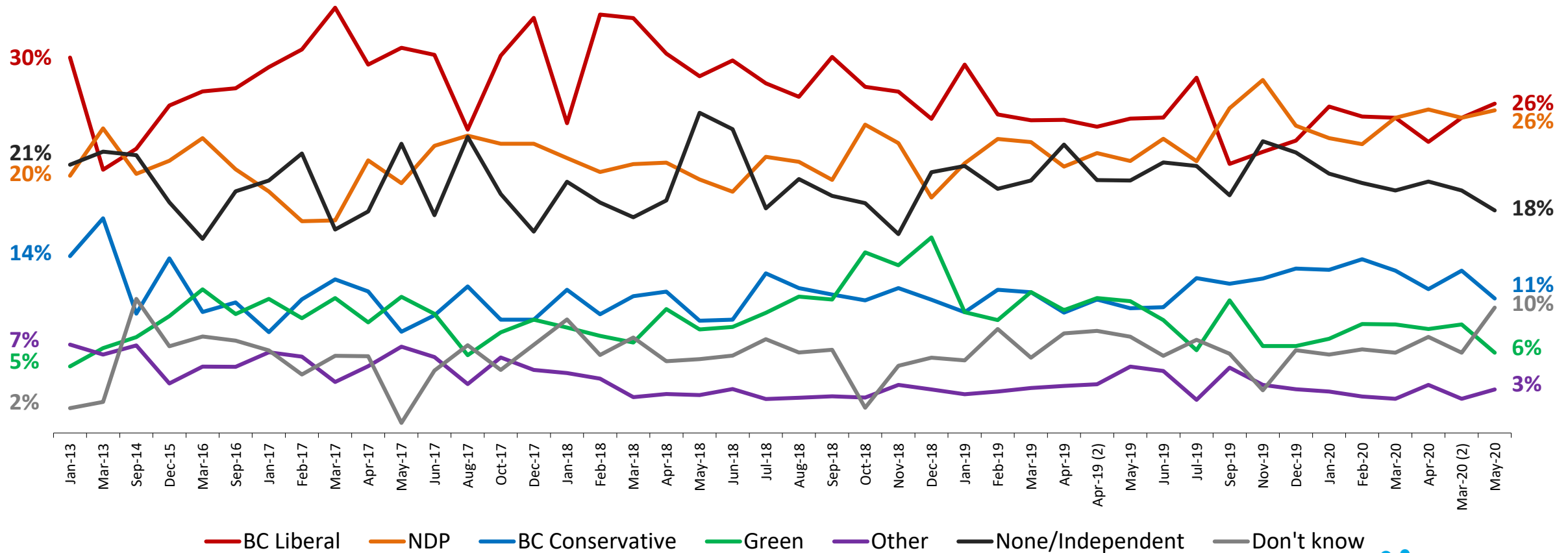


Provincial Party ID Tracking: NDP and Liberal partisanship both up directionally since latest tracking



Thinking about politics in British Columbia, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=300]



Combined Vote by Party ID: NDP partisans are the most loyal with 88% of their vote share going to the BC NDP

		Provincial Party Identification				
		BC Liberal	NDP	BC Conservative	Green/Other*	Unaligned
		(N=79)	(N=77)	(N=32)	(N=29)	(N=83)
Provincial Combined Vote	BC Liberal	81%	9%	17%	5%	21%
	NDP	12%	88%	7%	16%	2%
	BC Conservative	2%	0%	75%	12%	30%
	Green	1%	2%	1%	58%	7%
	Other	0%	0%	0%	4%	1%
	Undecided/DK	3%	2%	0%	0%	26%
	Would not vote/None	1%	0%	0%	4%	13%

Methodology

Survey Methodology

These are the results of an online survey conducted between May 1st and May 5th, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=384 British Columbia residents, 18 years or older. The results are weighted to n=300 based on Census data from Statistics Canada.

Field Dates: May 1st and May 5th, 2020.

Weighting: Results for British Columbia are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	31	8.1%	40	13.4%
Males 35-54	35	9.1%	48	16.1%
Males 55+	150	39.1%	57	19.0%
Females 18-34	38	9.9%	40	13.2%
Females 35-54	40	10.4%	51	17.2%
Females 55+	90	23.4%	63	21.1%
Lower Mainland and Fraser Valley	210	54.7%	178	59.3%
Vancouver Island and Sunshine Coast	96	25.0%	57	19.1%
Interior and North	78	20.3%	65	21.7%

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

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