

BC Politics in the time of COVID-19: June 2020 Update

Public Opinion Research
Release Date: June 09, 2020
Field Dates: May 29, 2020 to June 01, 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 receiving very high approval on his handling of the outbreak, which continues to rise as the outbreak continues. As Horgan receives strong favourability, the BC NDP also maintain their lead in vote intention.

Today, INNOVATIVE is releasing results from wave 8 of our COVID-19 Tracking survey. This online survey was in field from May 29th to June 1st 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, their vote choice, and satisfaction with government handling of several issues related to the outbreak.

COVID-19 Handling

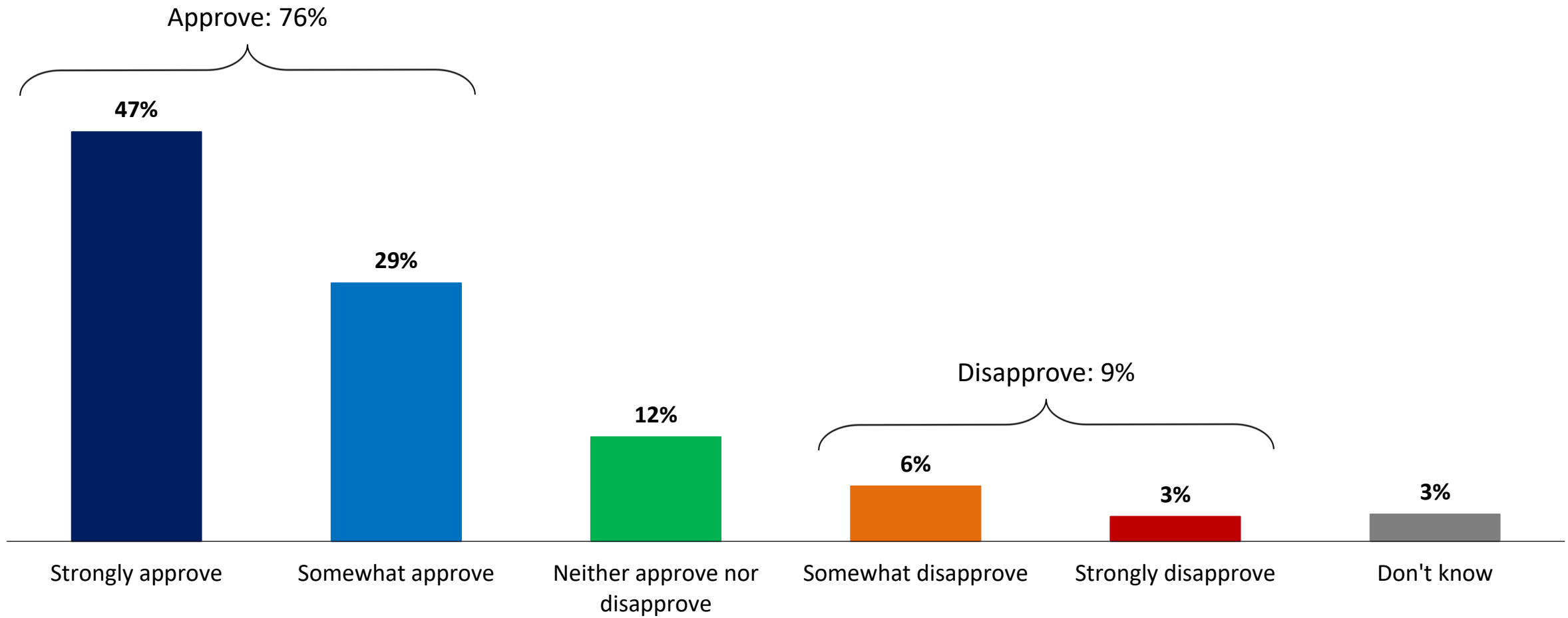
The BC government is continuing to receive very high approval on handling of COVID-19 since the beginning of the outbreak, above the average for provincial governments across Canada.

COVID-19 Handling: Three-in-four (76%) either strongly or somewhat approve of the BC government's handling of the outbreak



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

[asked of all respondents; n=300]

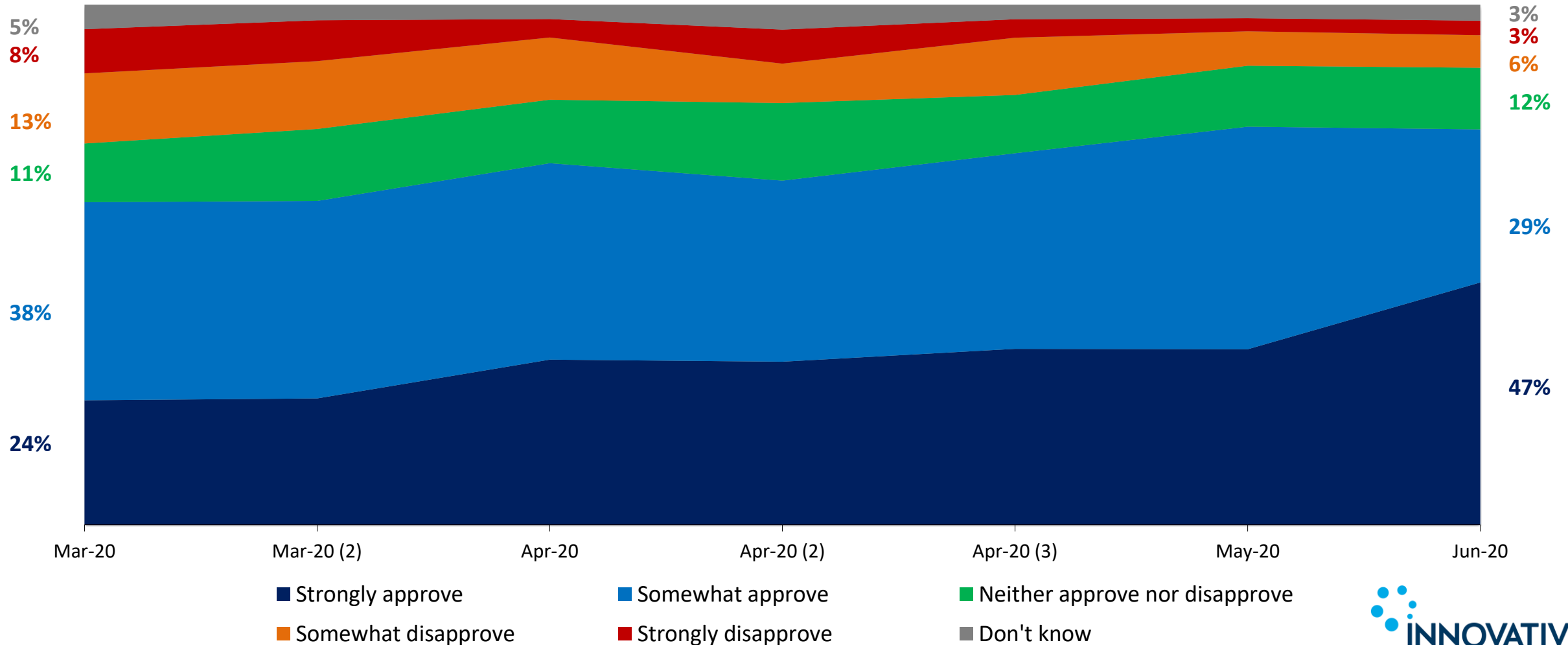


COVID-19 Handling Tracking: The intensity of approval has increased since May with nearly half saying they strongly approve now (47%)



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

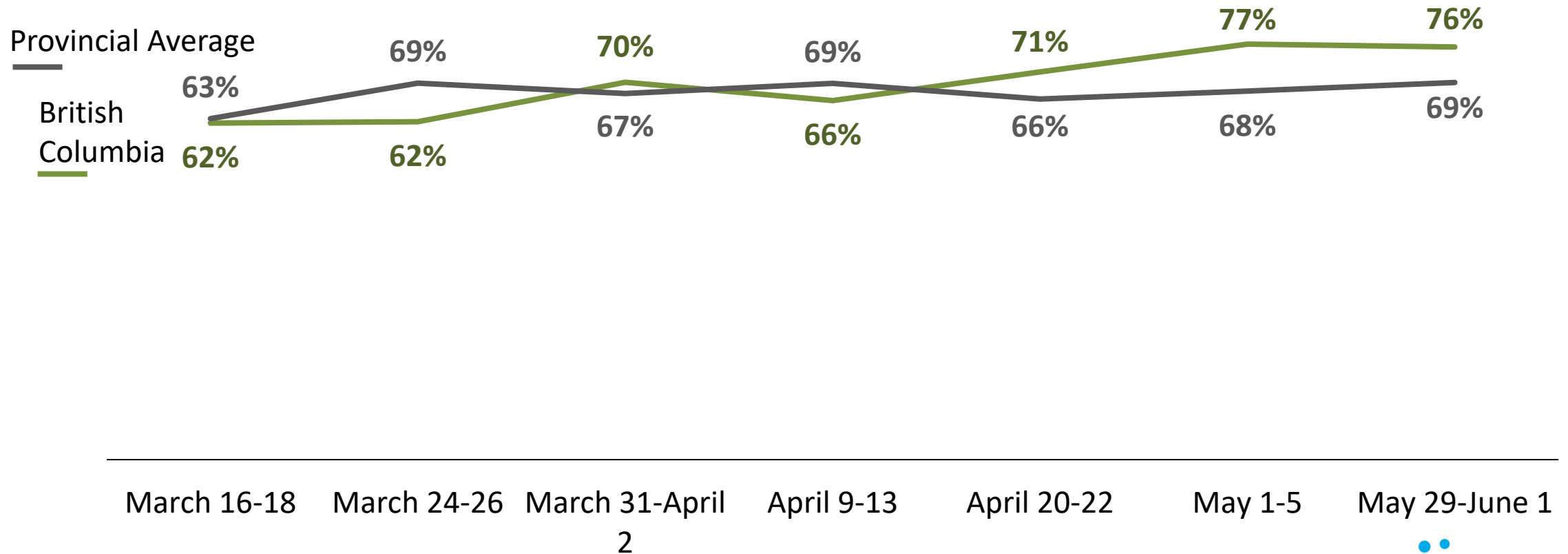
[asked of all respondents; n=300]



COVID-19 Handling Tracking: BC remains ahead of the provincial average by 7-pts, with 76% saying they approve

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

[asked of all respondents; n=1500]

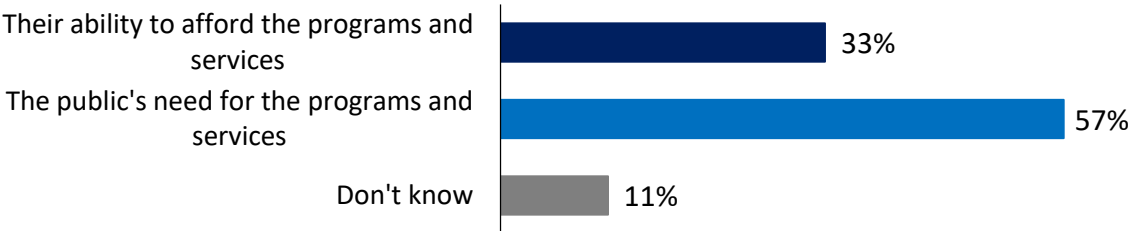


We group individuals into segments based on key political and economic values and attitudes

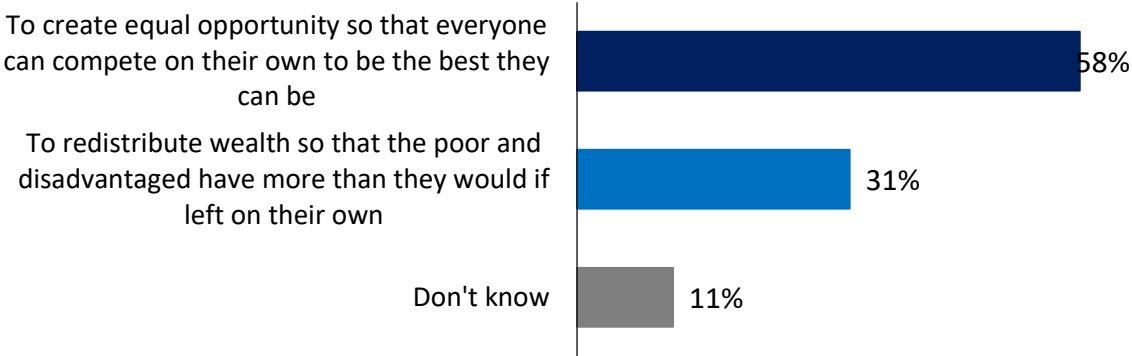
We use these segments throughout the remainder of the report to analyze vote and leadership results.

Core Political Values: A majority (57%) say the government should base their decisions on the public's need rather than their ability to afford

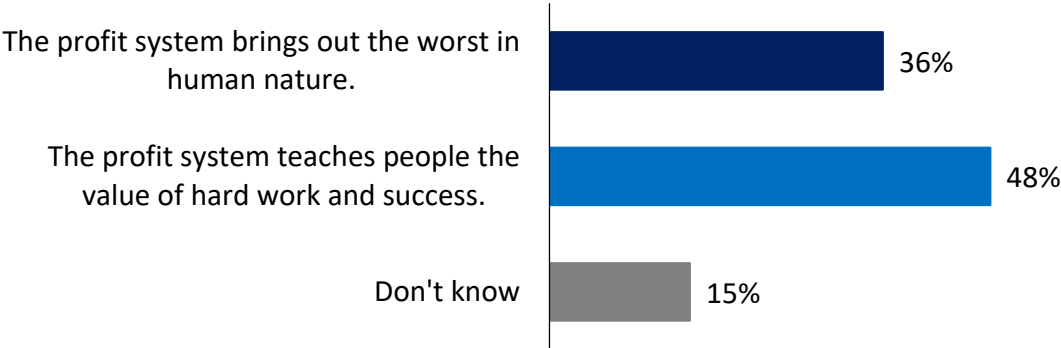
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
[asked of all respondents; n=300]



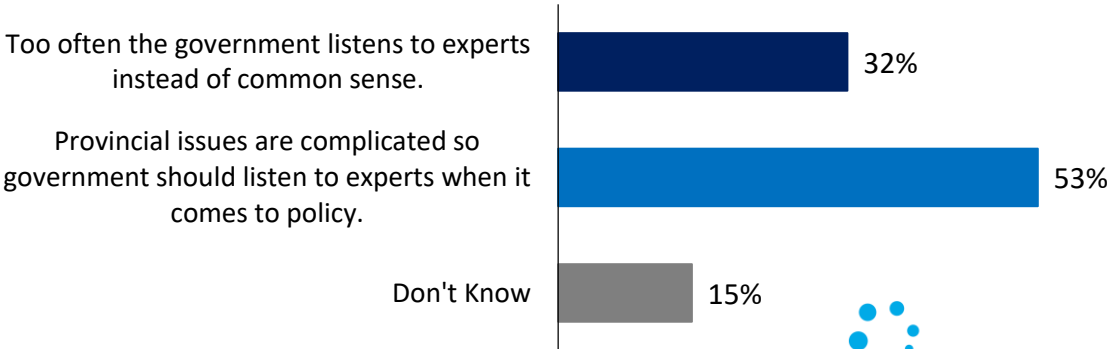
Q Is the main role of government to...?
[asked of all respondents; n=300]



Q Which of the following statements comes closest to your view?
[asked of all respondents; n=300]



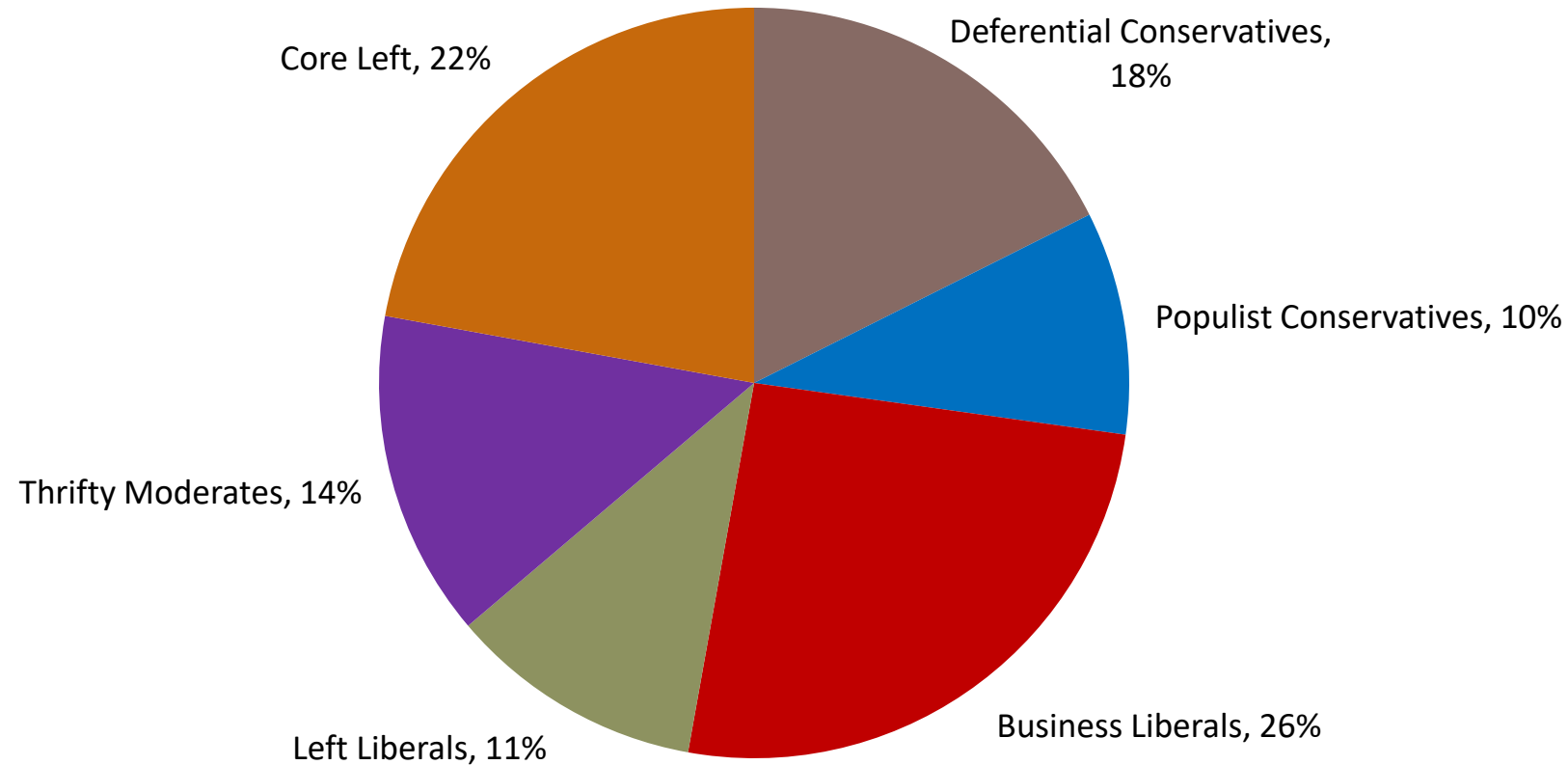
Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=300]



Value Clusters: More than 1-in-4 are Business Liberals (26%) while only 10% are Populist Conservatives

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

Core Political Values by Value Clusters

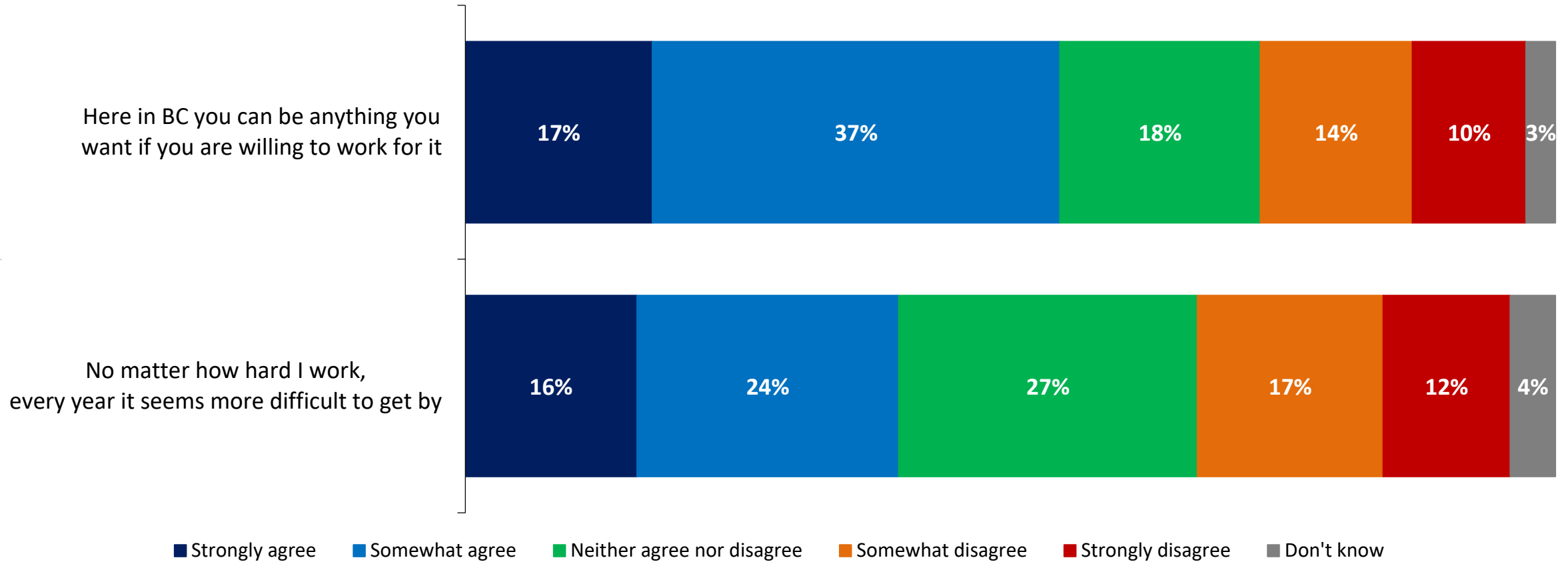
Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	91%	92%	0%	0%	55%	0%
	Public Need	0%	0%	97%	96%	0%	95%
Is the main role of government to .?	Create equal Opportunity	82%	98%	75%	100%	26%	0%
	Redistribute wealth	13%	0%	17%	0%	20%	99%
When it comes to government decision making...	Rely on common sense	0%	100%	25%	40%	47%	23%
	Listen to experts	88%	0%	63%	52%	10%	66%
The profit system...	Brings out the worst in human nature	0%	0%	0%	84%	51%	90%
	Teaches value of hard work and success	96%	93%	87%	0%	1%	0%

Segmentation Attitudes: A majority agree that in BC you can be anything you want if you are willing to work for it



Do you agree or disagree with the following statements?

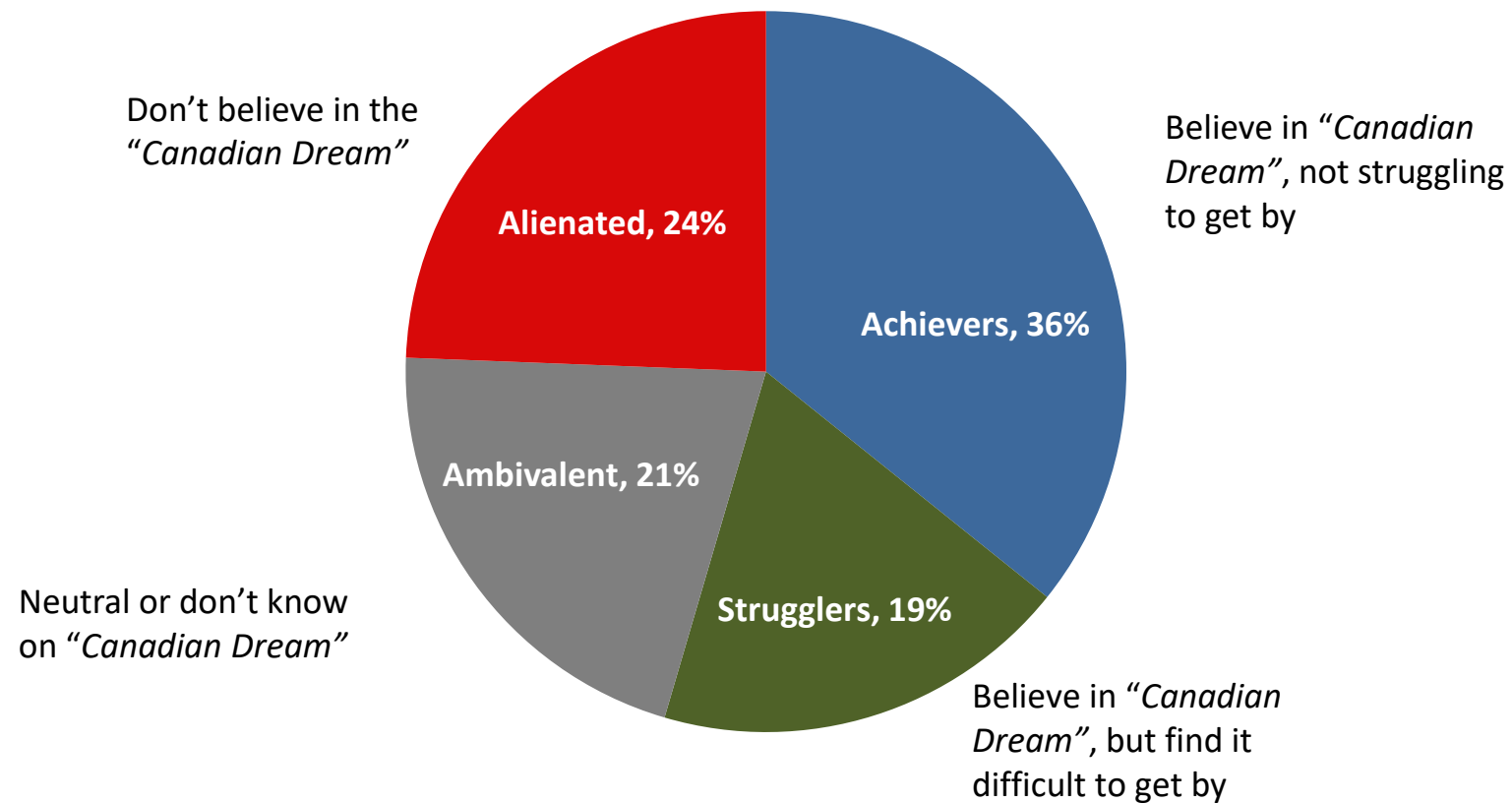
[asked of all respondents; n=300]



Economic Gap Segmentation: More than 1-in-3 believe in the Canadian dream and are not struggling to get by

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]

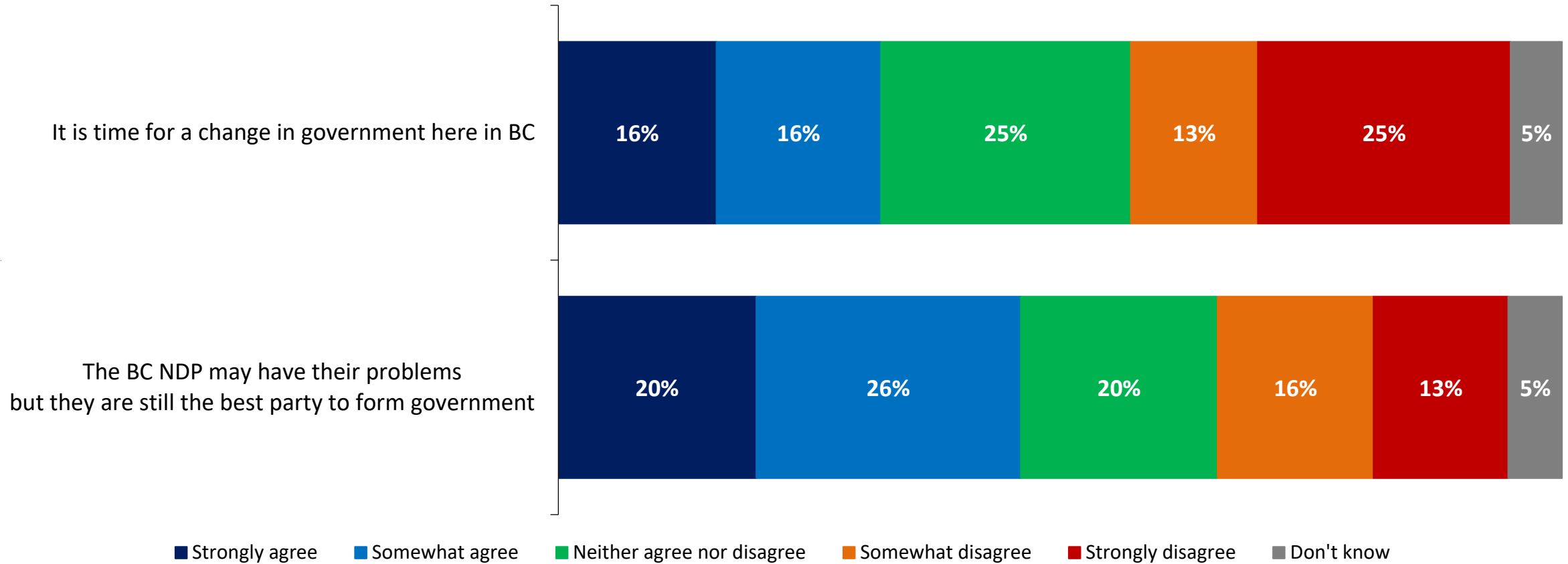


Time for Change Attitudes: Nearly half (46%) agree that the NDP may have their problems but are still the best party to form government



Do you agree or disagree with the following statements?

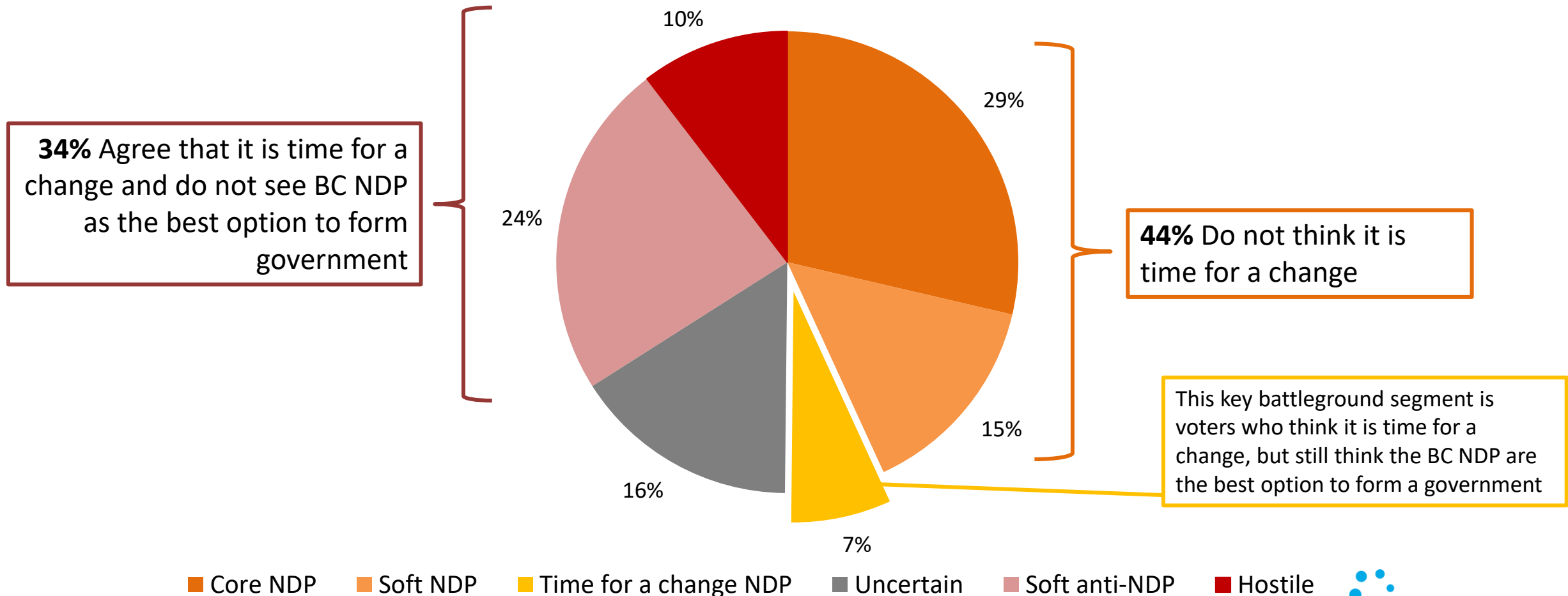
[asked of all respondents; n=300]



Time for Change Segmentation: Nearly half are either Core or Soft NDP (44%); another 7% are Time for a change NDPers

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]



Leadership

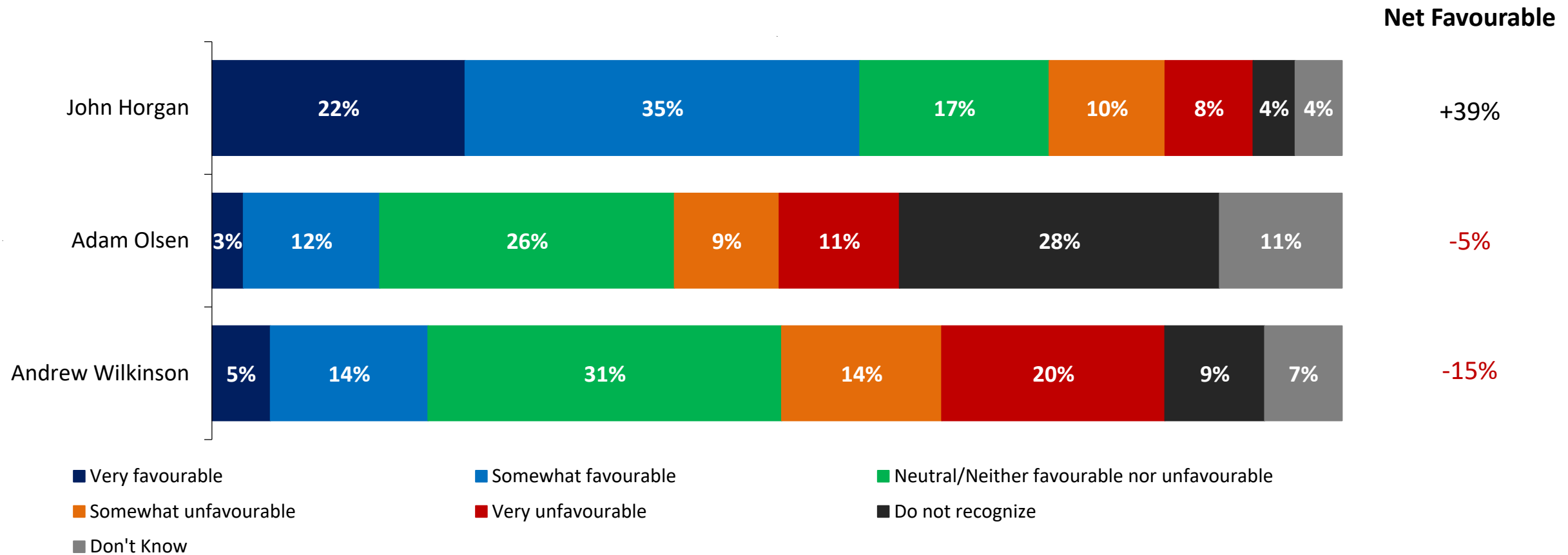
Horgan's favourability is far ahead of the other party leaders in British Columbia and has continued to rise throughout the outbreak. More than 4-in-10 say he would make the best Premier, far ahead of Andrew Wilkinson at 15%.

Leader Favourables: A strong majority have a favourable opinion of Horgan (57%), while only 19% have a favourable impression of Wilkinson



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]

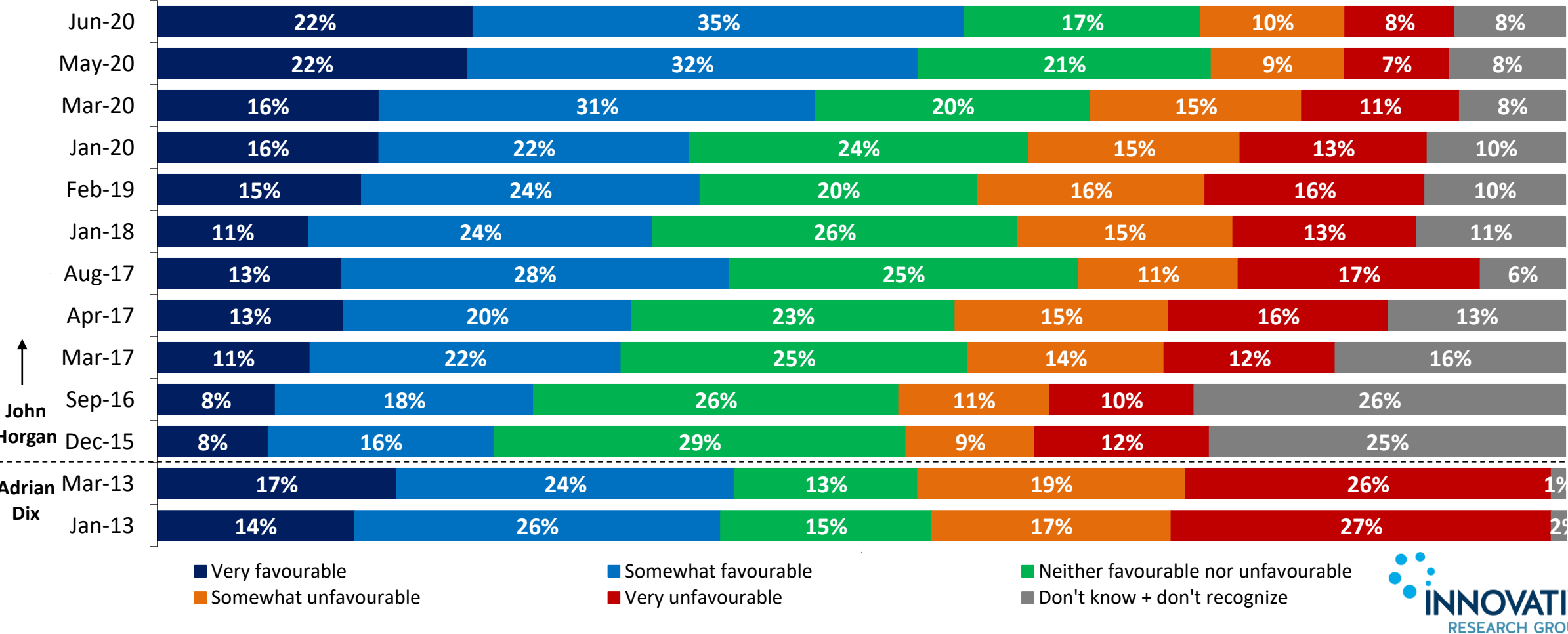


John Horgan Favourability: Horgan's favourability has continues to rise¹⁷ with 57% now having a favourable impression of him



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]

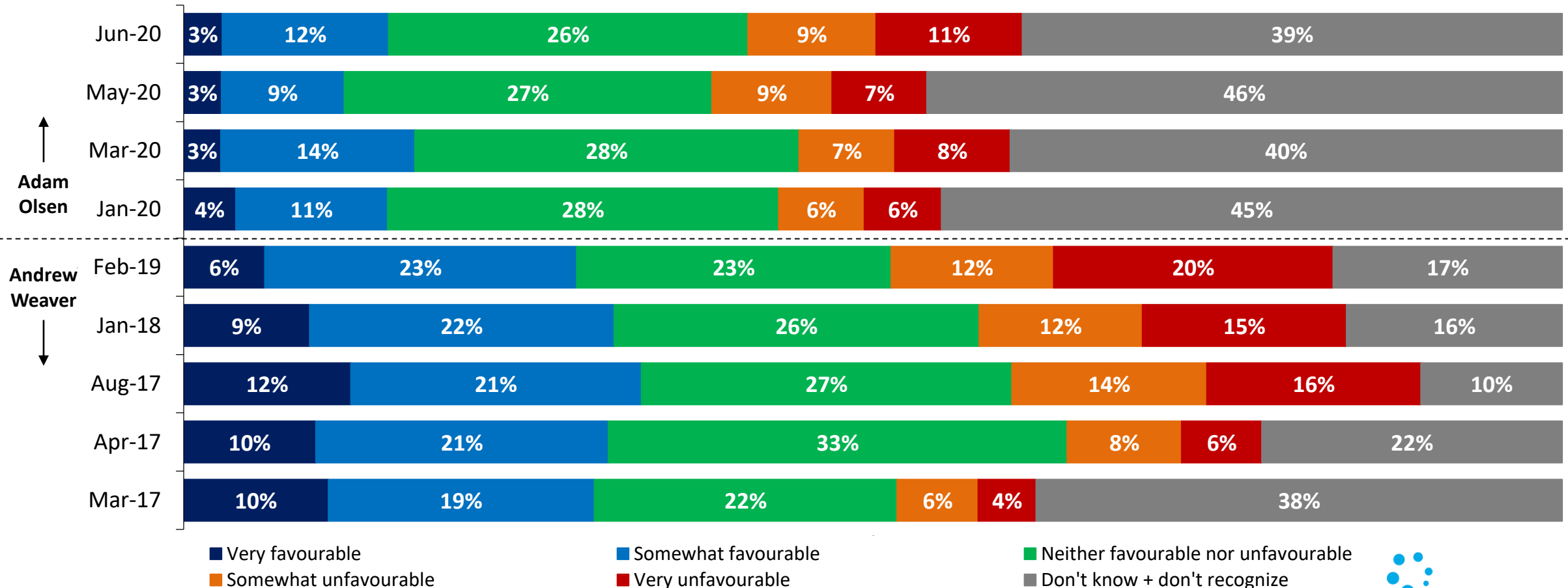


Adam Olsen Favourability: Olsen's favourability is up directionally since May, but a plurality (39%) continue to have no opinion of him



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[asked of all respondents; n=300]

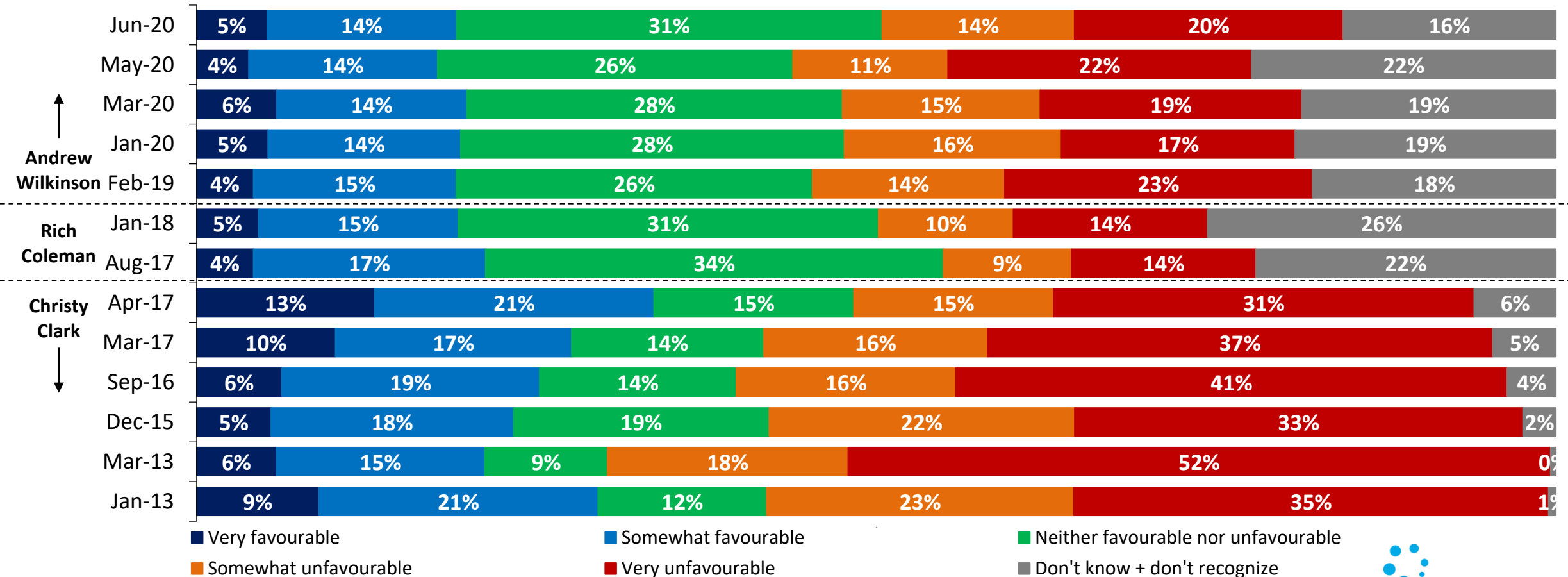


Andrew Wilkinson Favourability: Wilkinson's favourability remains steady since May with 19% saying they are favourable of him



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]

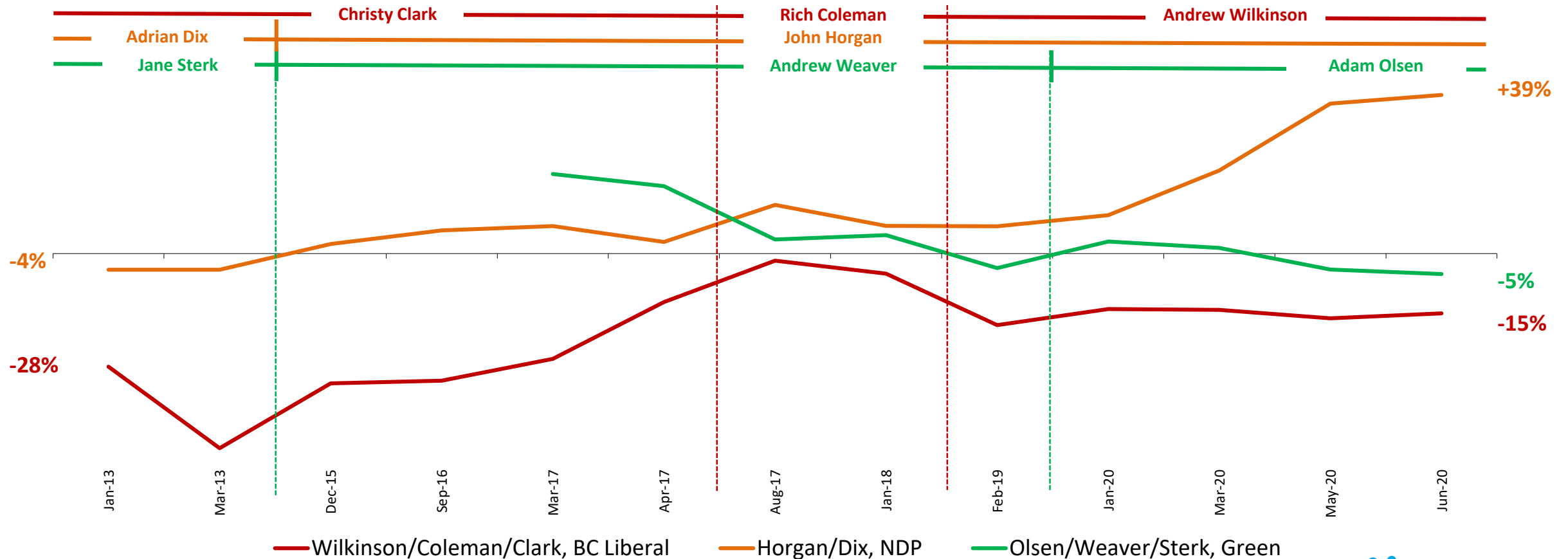


BC Party Leader NET Favourables Tracking: Horgan maintains his strong lead on net favourability

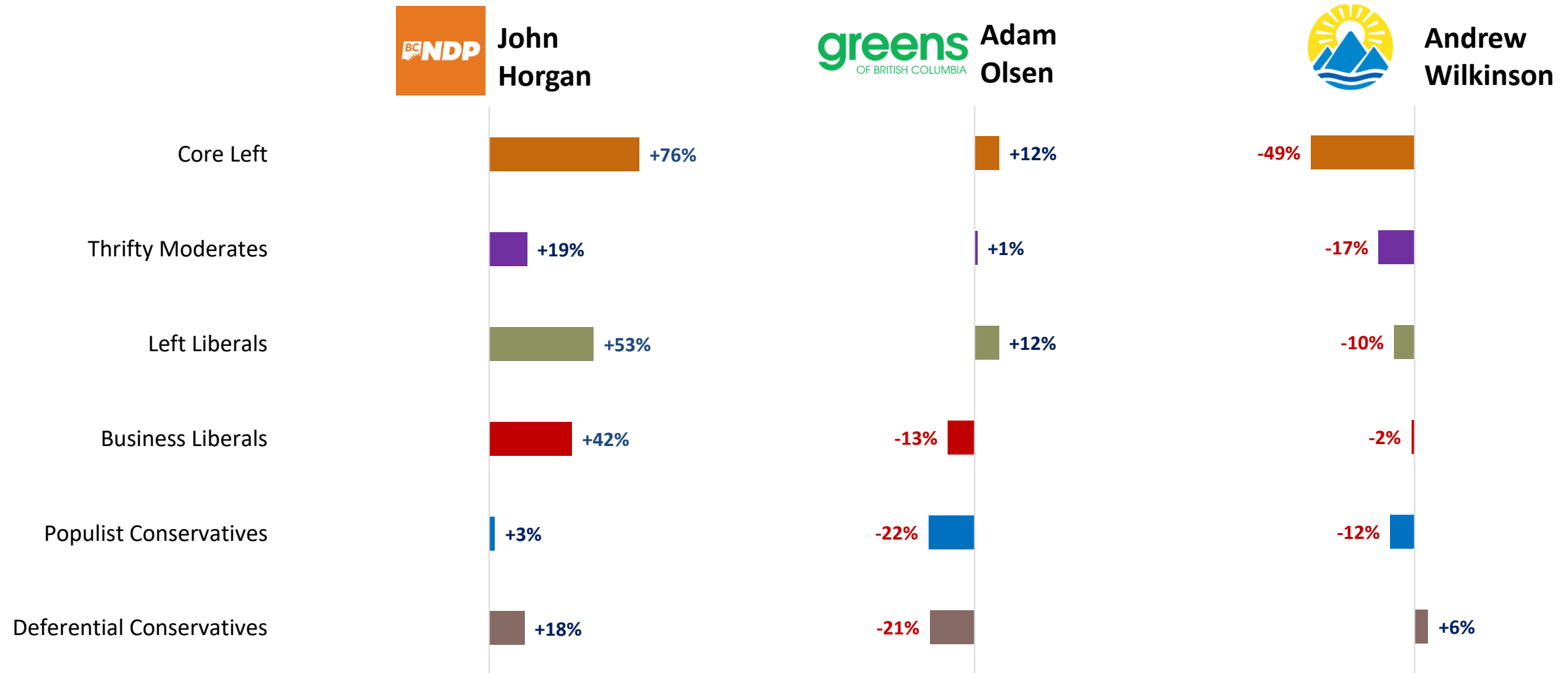


Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable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

[asked of all respondents; n=300]



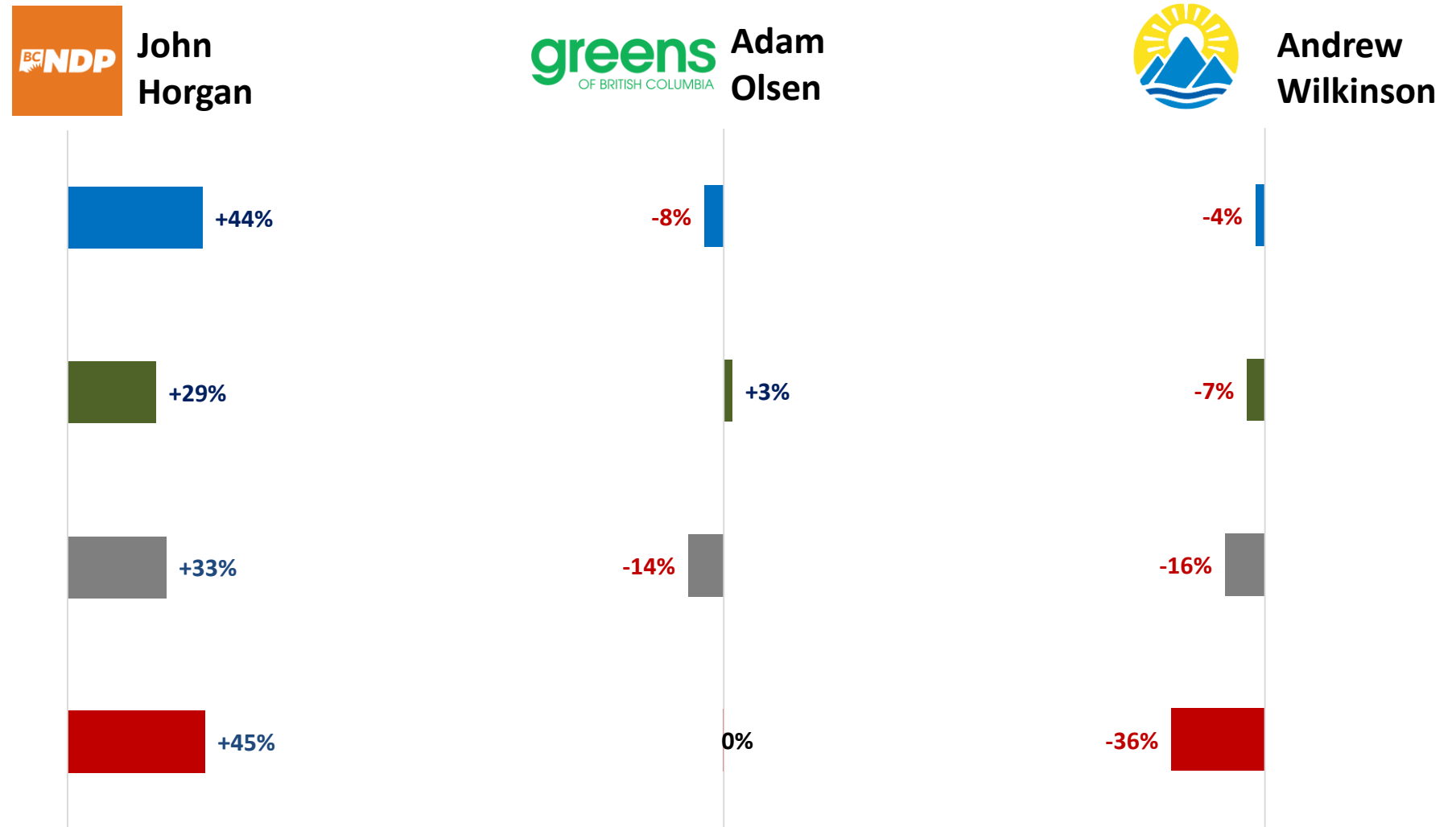
Leader favourability by Value Clusters: Horgan has a positive net favourability rating among all core value cluster groups



NET Favourability by Value Clusters:

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

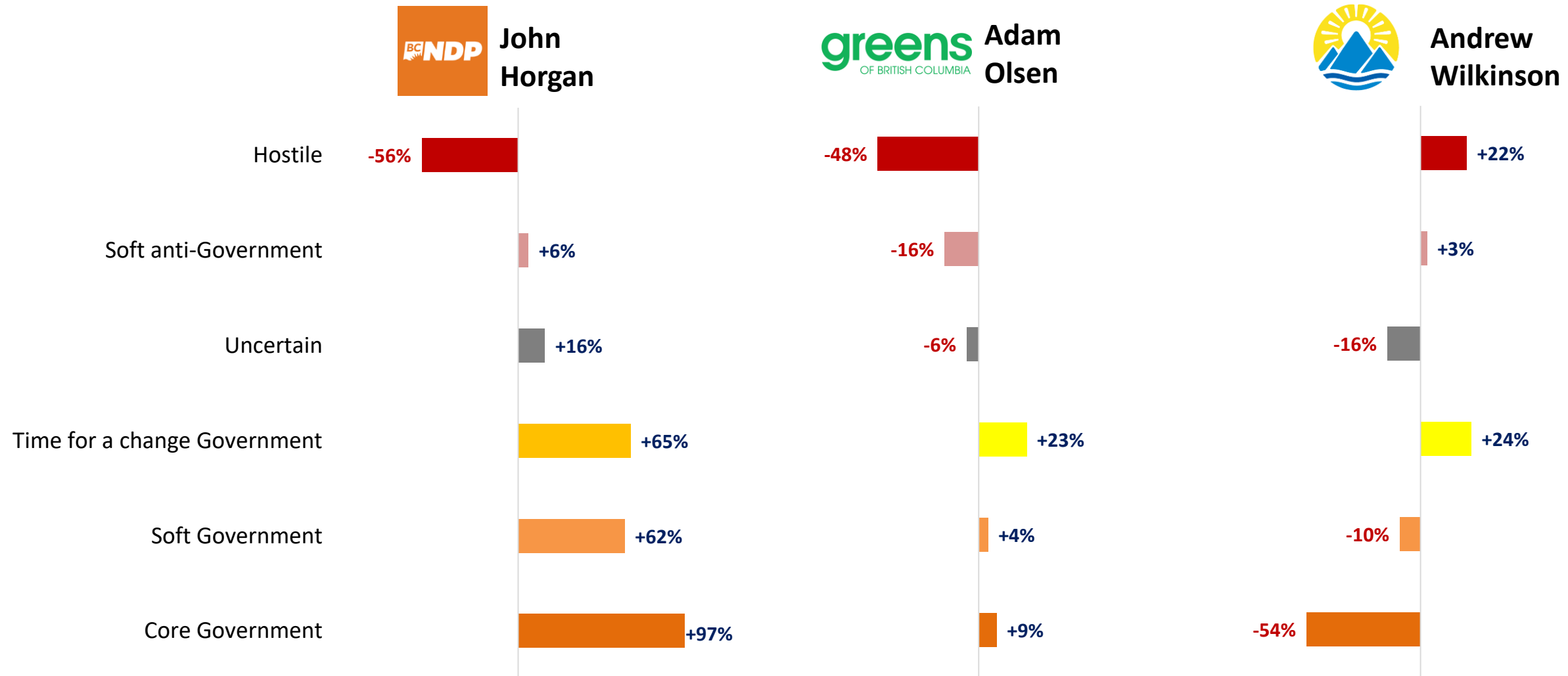
Leader favourability by Economic Gap: Horgan receives highest net favourability from those who feel Alienated (+45%) and Achievers (+44%)



NET Favourability by Economic Gap:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 4 economic gap segments.

Leader favourability by Time for a Change: Horgan has a positive net favourability rating among all groups except those hostile to the gov't

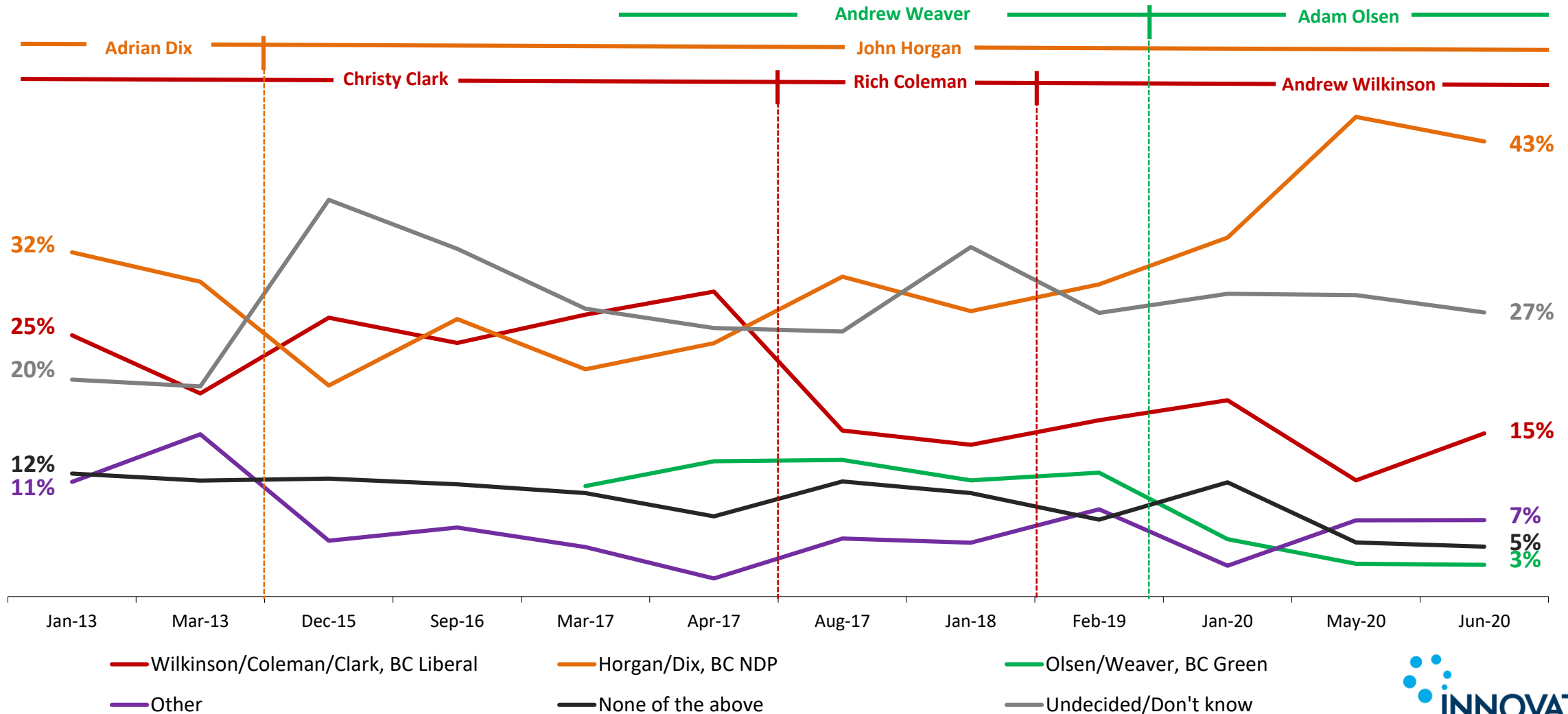


NET Favourability by Time for Change:

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

Best Premier Tracking: More than 4-in-10 (43%) say that John Horgan is the best candidate for Premier of BC

Q Which of the following leaders would make the best Premier of BC?
[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.

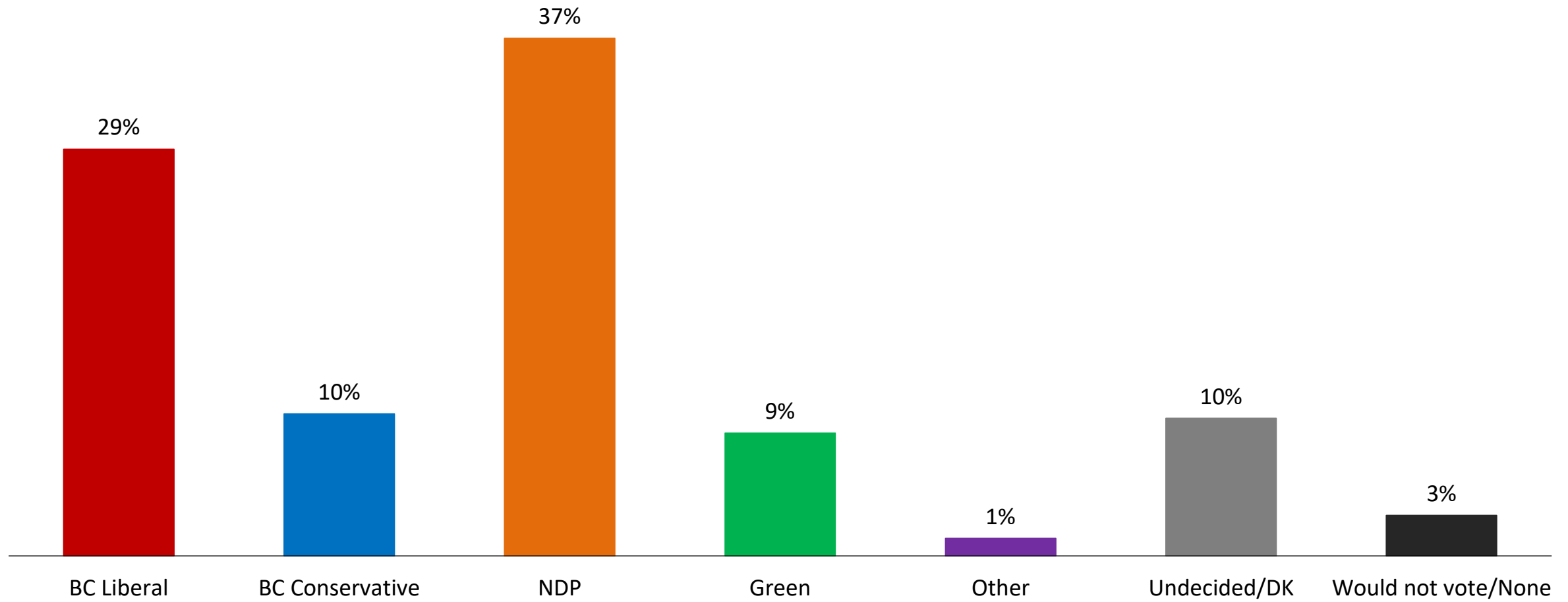
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: The BC NDP (37%) are ahead of the BC Liberals (29%) by 8 points



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]

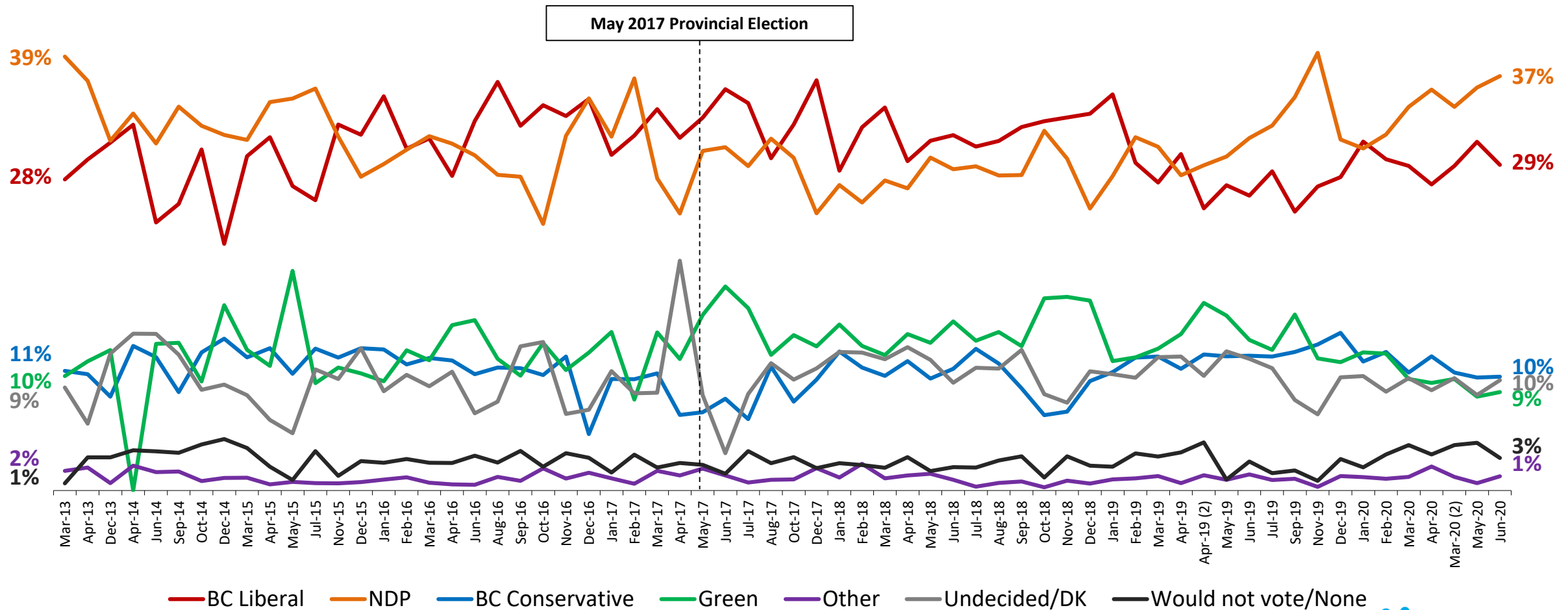


Provincial Vote Tracking: The BC Liberals and NDP both hold steady in vote share compared to May with NDP 8-pts ahead



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]

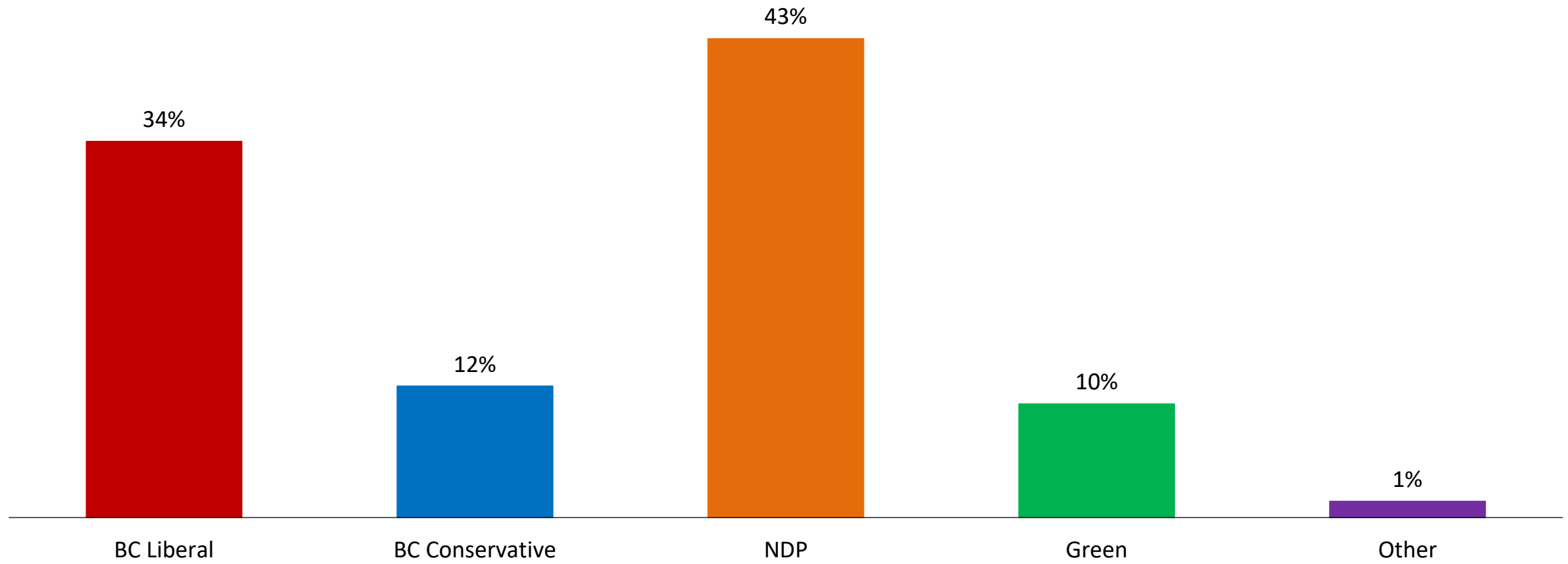


Provincial Decided Vote: Among decided voters, the BC NDP (43%) have a 9 point lead over the BC Liberals (34%)



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]



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

May 2017 Provincial Election:

NDP: 40%

Green: 17%

Other: 3%



Current data: June 2020; 'Green' was not provided as an option in April 2014

Decided Vote by Region: The BC Liberals (43%) have a 10-pt lead over the NDP (33%) in the Interior/North while NDP is ahead in other regions

Decided vote by Region

Decided Vote	Region			
		Lower Mainland and Fraser Valley	Vancouver Island and Sunshine Coast	Interior and North
		(N=154)	(N=50)	(N=58)
	BC Liberal	34%	22%	43%
	BC Conservative	13%	9%	12%
	NDP	44%	51%	33%
	Green	8%	16%	11%
Other	1%	3%	1%	

Note: Current data: June 2020

Combined Vote by Value Cluster: The BC Liberals lead among Conservative groups, but trail the NDP among the other four clusters

Combined Vote	Value Clusters					
	Deferential Conservatives	Populist Conservatives*	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
	(N=53)	(N=29)	(N=77)	(N=33)	(N=42)	(N=66)
BC Liberal	57%	37%	35%	23%	20%	8%
BC Conservative	8%	32%	11%	4%	18%	0%
NDP	21%	13%	39%	44%	30%	61%
Green	8%	5%	5%	10%	9%	16%
Other	0%	1%	1%	0%	0%	4%
Undecided/DK	5%	10%	6%	19%	20%	8%
Would not vote/None	1%	3%	5%	0%	4%	3%

Combined Vote by Economic Gap: The NDP leads in vote share among all economic gap groups except for strugglers

Combined Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=107)	(N=56)	(N=63)	(N=73)
BC Liberal	36%	37%	24%	18%
BC Conservative	12%	10%	7%	10%
NDP	36%	32%	38%	43%
Green	6%	7%	9%	14%
Other	0%	1%	4%	1%
Undecided/DK	8%	12%	9%	12%
Would not vote/None	2%	0%	8%	2%

Combined Vote by Time for Change: The BC Liberals lead in all groups except for Core NDP and 'Time for a Change'

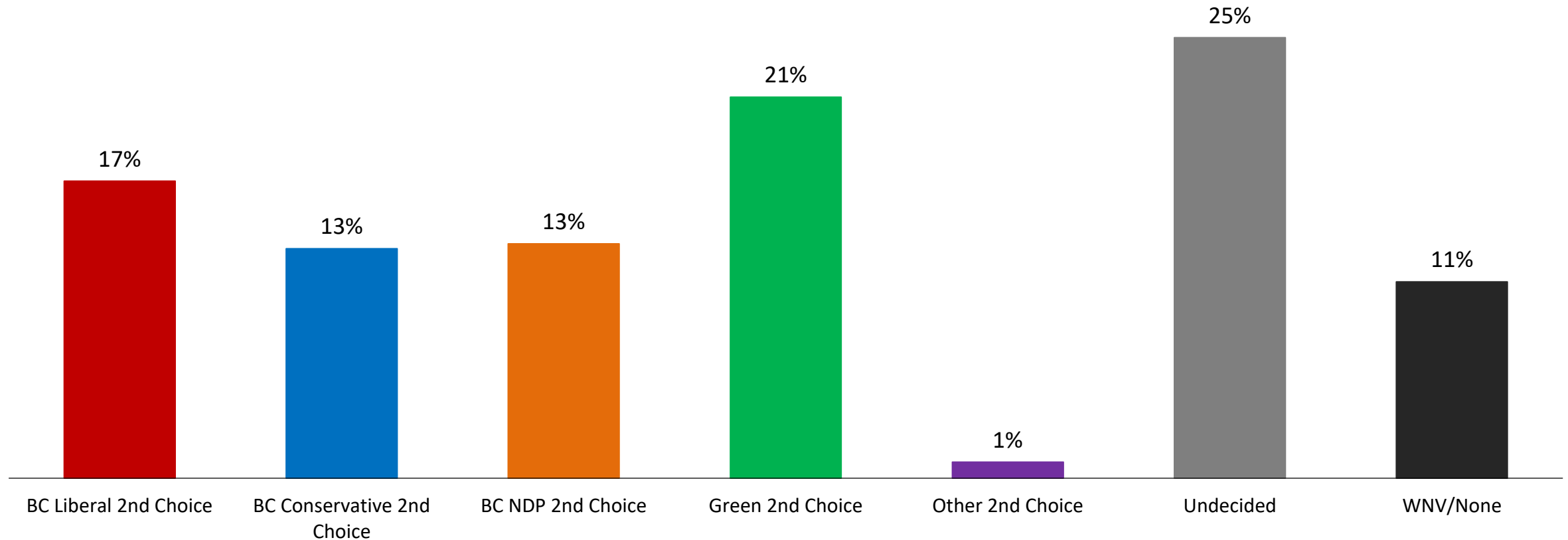
		Time for Change					
		Core BC NDP	Soft BC NDP	Time for a change BC NDP*	Uncertain	Soft Anti-BC NDP	Hostile
		(N=86)	(N=44)	(N=21)	(N=47)	(N=71)	(N=31)
Combined Vote	BC Liberal	3%	36%	24%	28%	46%	63%
	BC Conservative	2%	13%	0%	8%	18%	21%
	NDP	84%	30%	47%	11%	17%	0%
	Green	9%	8%	10%	16%	7%	0%
	Other	0%	3%	6%	0%	0%	3%
	Undecided/DK	1%	8%	10%	27%	10%	12%
	Would not vote/None	1%	2%	2%	9%	2%	2%

Provincial 2nd Choice: The BC Greens are the top 2nd choice (21%), but 1-in-4 are undecided and another 11% say they would not vote



And which party would be your second choice?

[only decided voters; n=261]



Provincial 2nd Choice: The Green Party is the top 2nd choice of NDP voters while the BC Conservatives are the top 2nd choice of Liberals

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=88)	(N=31)	(N=112)	(N=27)
	BC Liberal 2nd Choice	40%	21%	19%
	BC Conservative 2nd Choice	27%	6%	11%
	BC NDP 2nd Choice	17%	22%	41%
	Green 2nd Choice	12%	38%	
	Other 2nd Choice	1%	1%	0%
	Undecided	25%	26%	25%
	WNV/None	17%	8%	4%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

Current data: June 2020

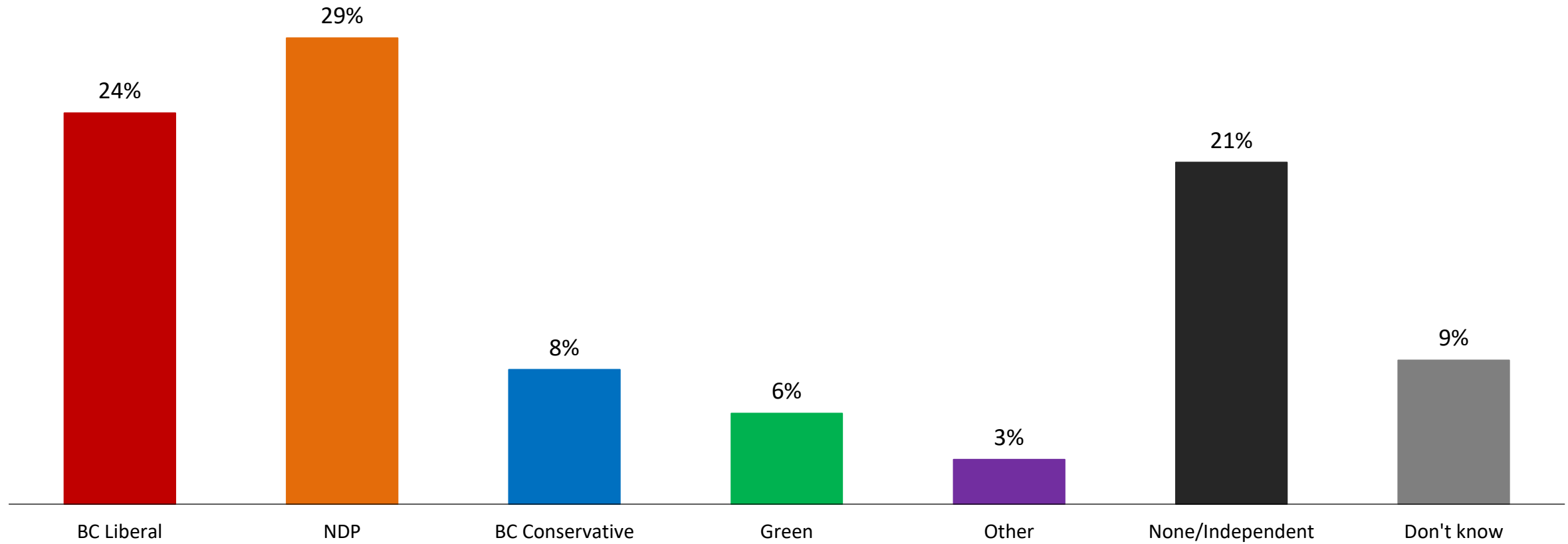
*Small sample sizes (n<30); treat results with caution.

Provincial Party ID: Just under 3-in-10 British Columbians say they identify as New Democrats, while 24% identify as BC Liberals



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

[asked of all respondents; n=300]

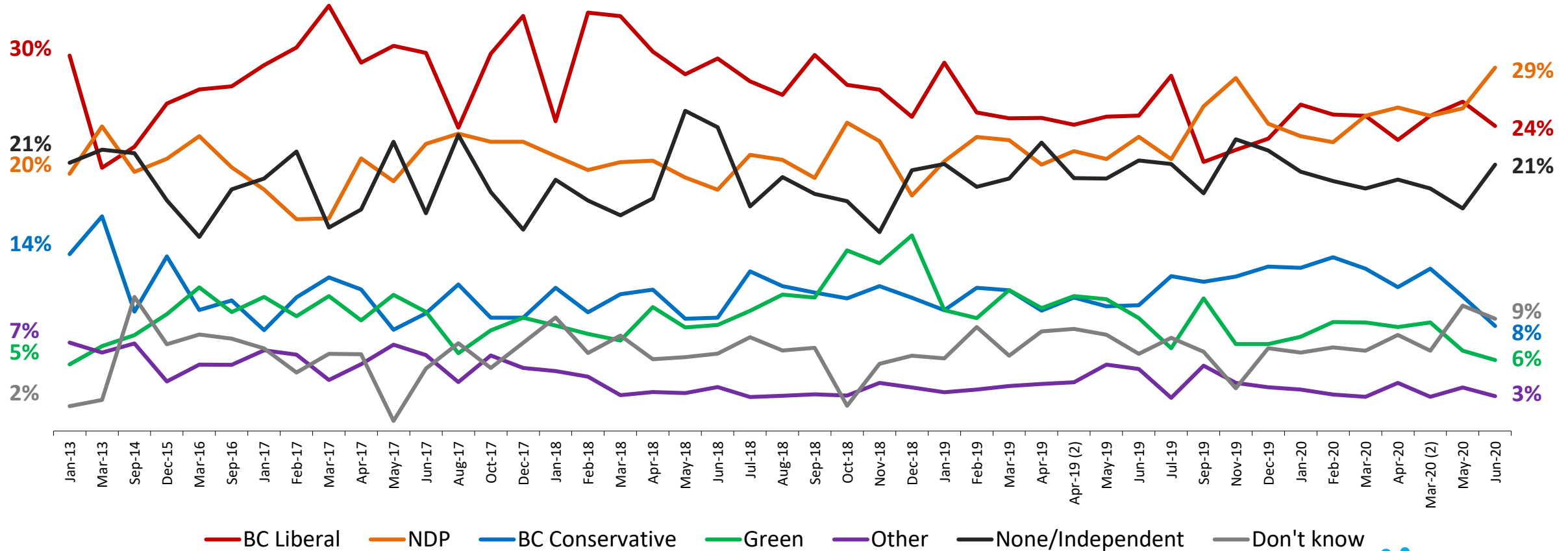


Provincial Party ID Tracking: The BC NDP open a 5 point lead over the BC Liberals on provincial party ID



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

[asked of all respondents; n=300]



Combined Vote by Party ID: BC Liberals and BC New Democrats are equally likely to say they will vote for their party

		Provincial Party Identification				
		BC Liberal	NDP	BC Conservative*	Green/Other*	Unaligned
		(N=73)	(N=87)	(N=25)	(N=25)	(N=90)
Provincial Combined Vote	BC Liberal	84%	9%	11%	11%	15%
	NDP	9%	83%	9%	10%	33%
	BC Conservative	2%	5%	77%	2%	5%
	Green	3%	1%	4%	57%	9%
	Other	0%	1%	0%	8%	1%
	Undecided/DK	1%	0%	0%	11%	29%
	Would not vote/None	1%	1%	0%	0%	8%

Preparing for the Future

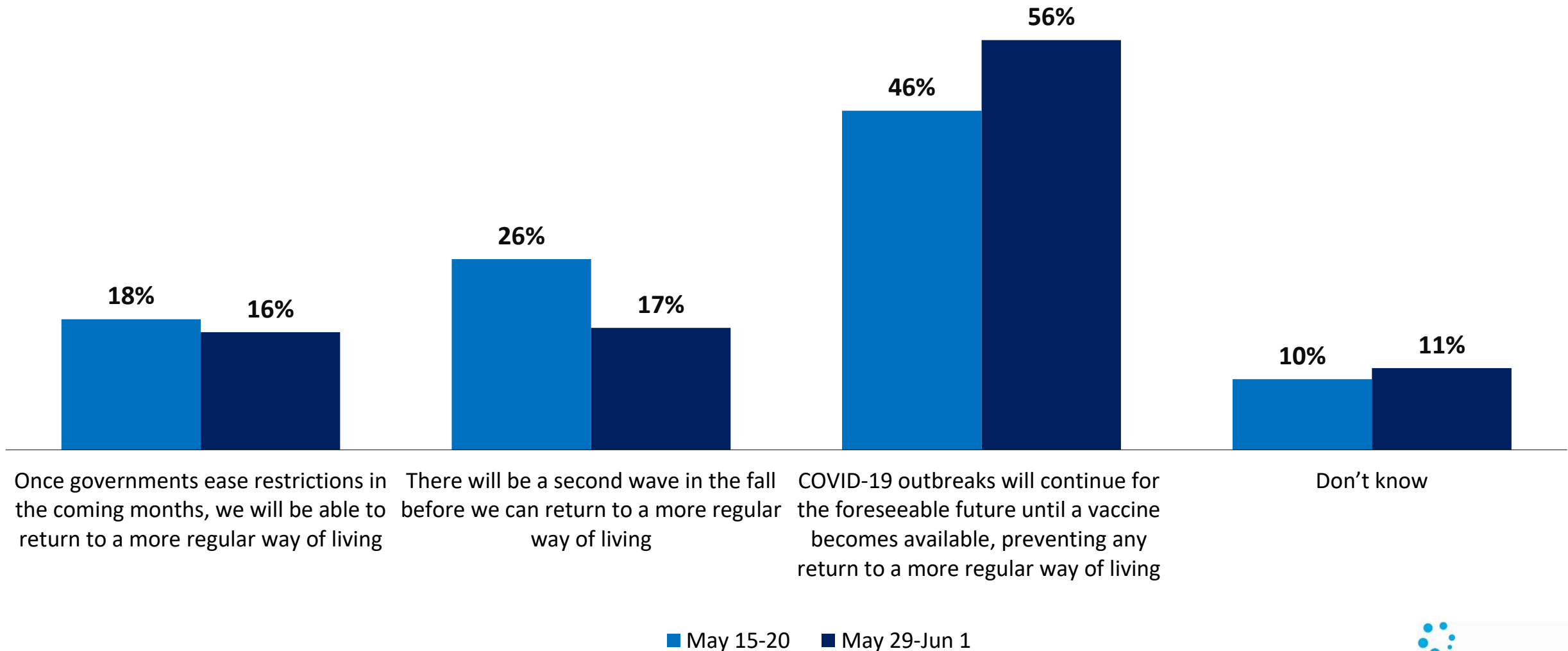
Respondents see changing long-term care as one of the most important issues for governments to address when preparing for future outbreaks of COVID-19. Satisfaction with the provincial government's work on the topic is positive, with 42% of respondents saying they are satisfied with the work done so far.

Re-opening: Majority (56%) now feel that the outbreaks will continue 'for the foreseeable future until a vaccine becomes available'



Which of the following comes closest to your point of view?

[asked of all respondents in BC; n=300]



Shorthand for the Issues

Respondents are asked to rate the importance of various issues and how satisfied they are with the federal and provincial governments on those issues in preparation for the near future. The table below shows the shorthand which is used in the report and the corresponding full wording shown on the survey.

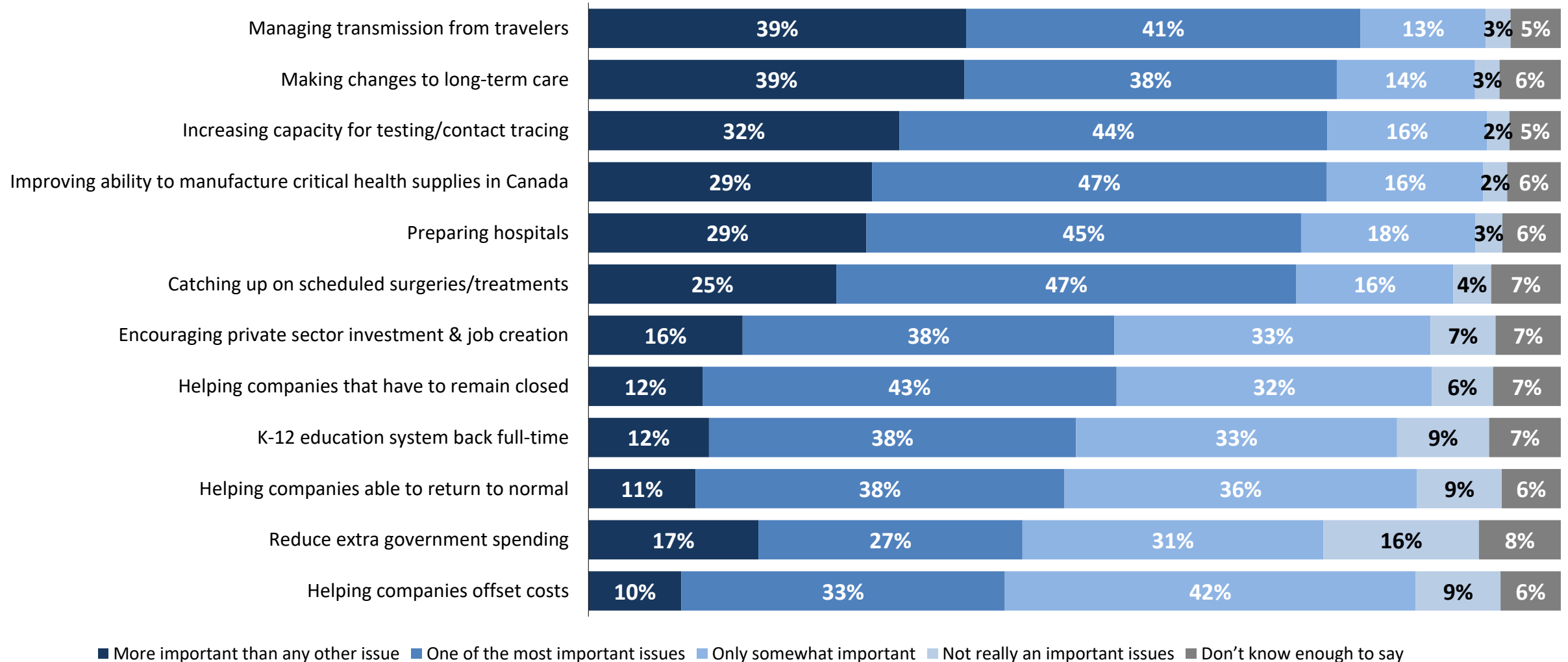
<i>Full Question Wording</i>	<i>Shorthand</i>
Helping companies that are able to return to normal operations to manage the damage from the “lockdown”	Helping companies able to return to normal
Helping companies offset the costs associated with new COVID-19 rules and restrictions	Helping companies offset costs
Helping companies that have to remain closed for now to survive	Helping companies that have to remain closed
Catching up on scheduled surgeries and other healthcare treatments that have been delayed	Catching up on scheduled surgeries/treatments
Making changes to the long-term care system to better protect seniors	Making changes to long-term care
Preparing hospitals in case there is a future spike in new cases	Preparing hospitals
Increasing public health agencies’ capacity to conduct testing and contact tracing	Increasing capacity for testing/contact tracing
Beginning to reduce the amount of extra government spending on COVID-19 measures	Reduce extra government spending
Transitioning the K-12 education system back to full time instruction, either in person or online	K-12 education system back full-time
Managing COVID-19 transmission from international travelers coming to Canada	Managing transmission from travelers
Improving Canada’s ability to manufacture more of our critical health supplies here in Canada (e.g. personal protective equipment)	Improving ability to manufacture critical health supplies in Canada
Encouraging private sector investment and job creation	Encouraging private sector investment & job creation

Important Issues: Top issues include managing transmission from travelers, protecting seniors, and increasing testing capacities



Currently, experts expect that COVID-19 outbreaks will continue in Canada for the next year or more. As governments address these ongoing impacts from COVID-19, there are a number of issues they may consider. On the list below, please indicate how important each issue is to you personally?

[asked of all respondents in BC; n=300]

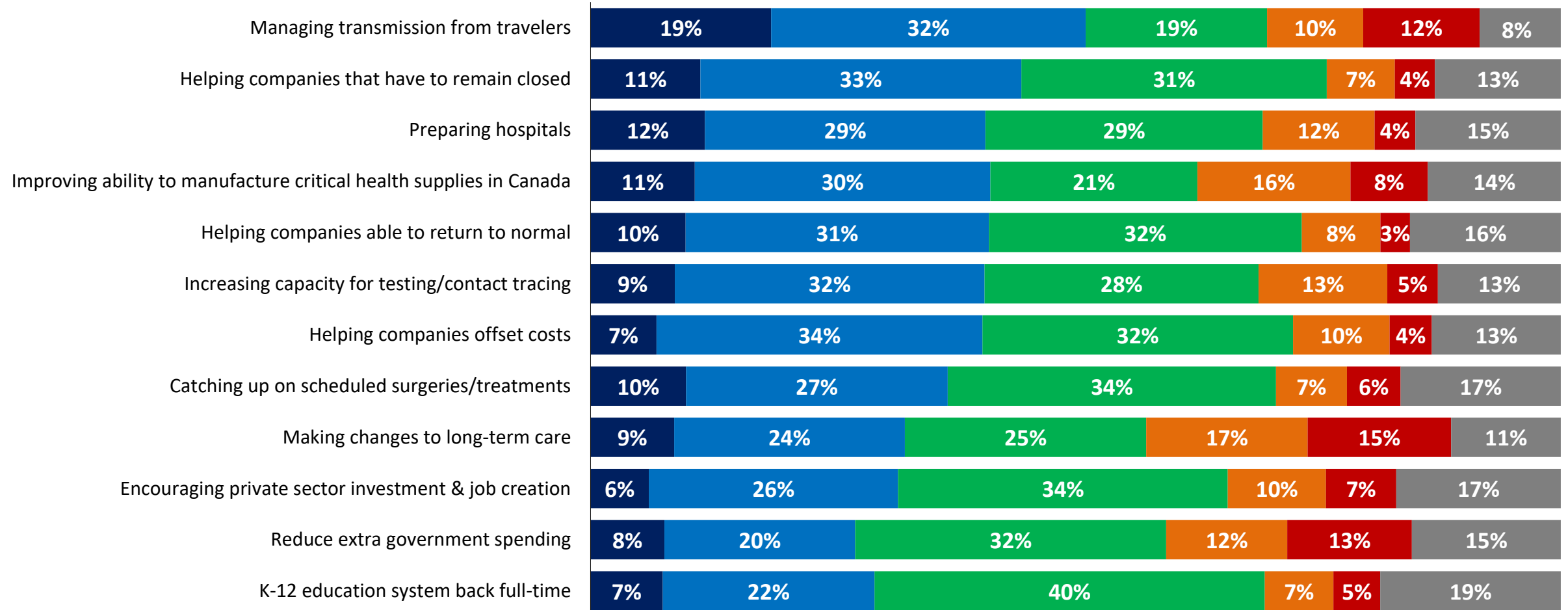


Federal Satisfaction: Respondents are most satisfied with federal government's handling of international travelers



And how satisfied are you with the work done so far by the Federal Government on each of these issues?

[asked of all respondents in BC; n=300]



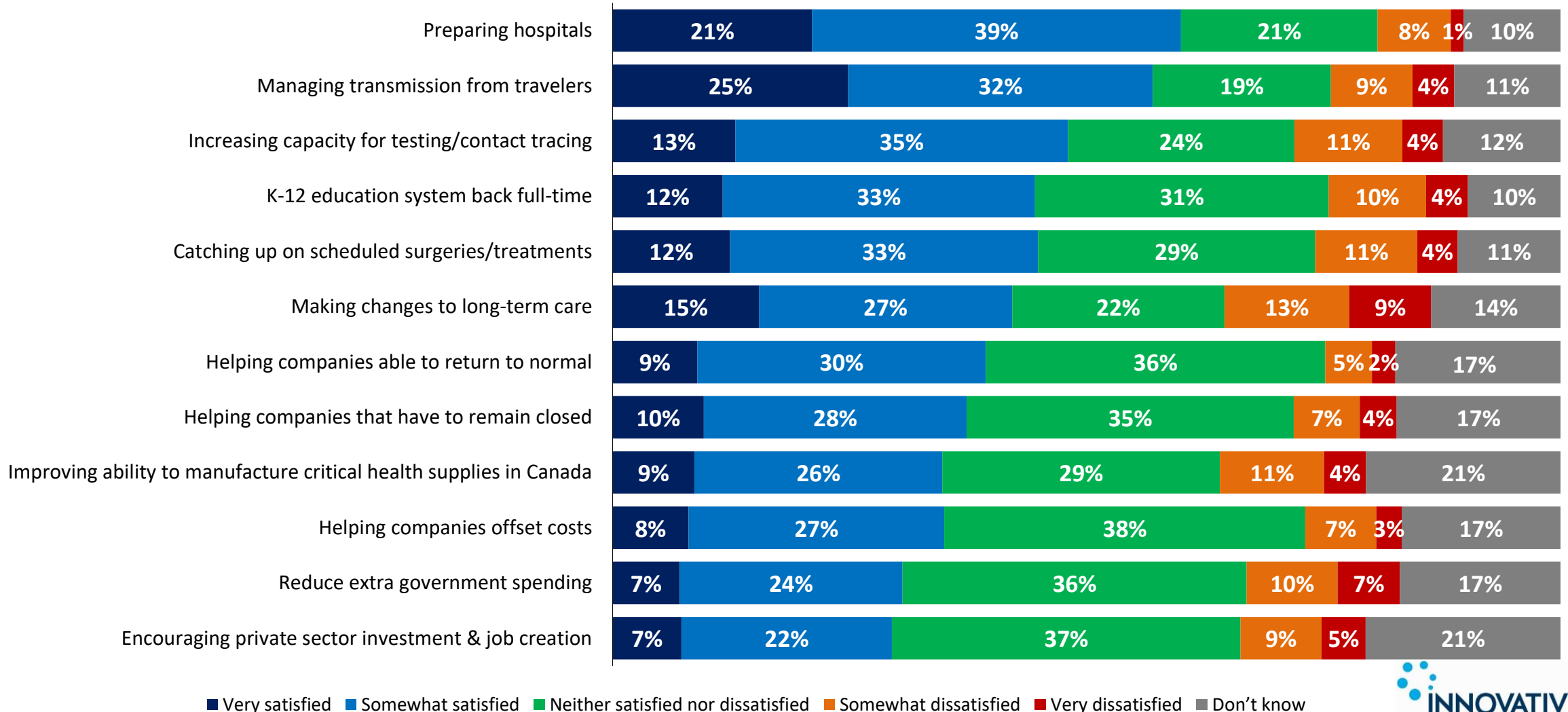
■ Very satisfied
 ■ Somewhat satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Somewhat dissatisfied
 ■ Very dissatisfied
 ■ Don't know

Provincial Satisfaction: Top issues respondents are satisfied with include preparing hospitals for future spikes and managing travelers



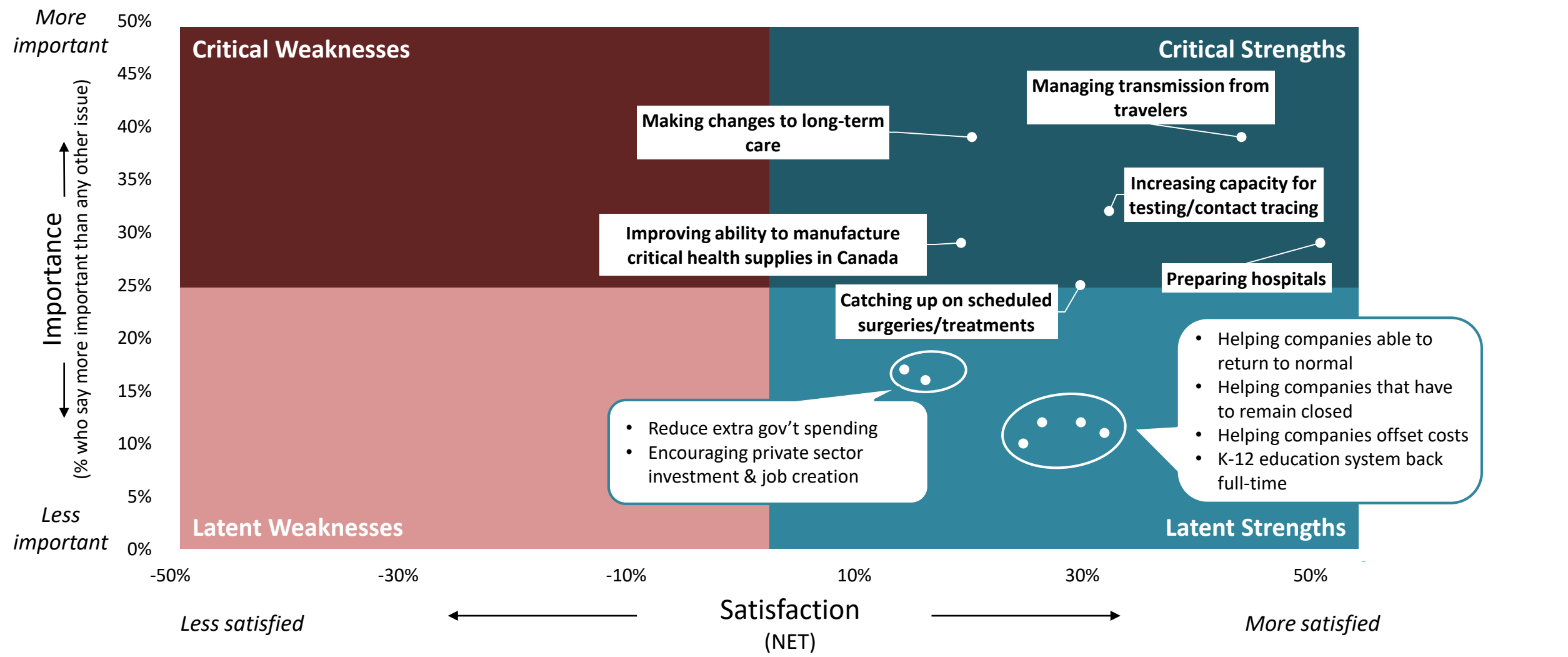
And how satisfied are you with the work done so far by the BC Provincial Government on each of these issues?

[asked of all respondents in BC; n=300]



Importance by BC Provincial Satisfaction: Managing transmission from travelers is a critical strength for provincial gov't satisfaction

Provincial governments are receiving positive net satisfaction on all areas and are receiving the highest marks on various issues related to public health. The risk for making changes to the long-term care system to better protect seniors to become a critical weakness provincially is low, with net satisfaction at +20%.



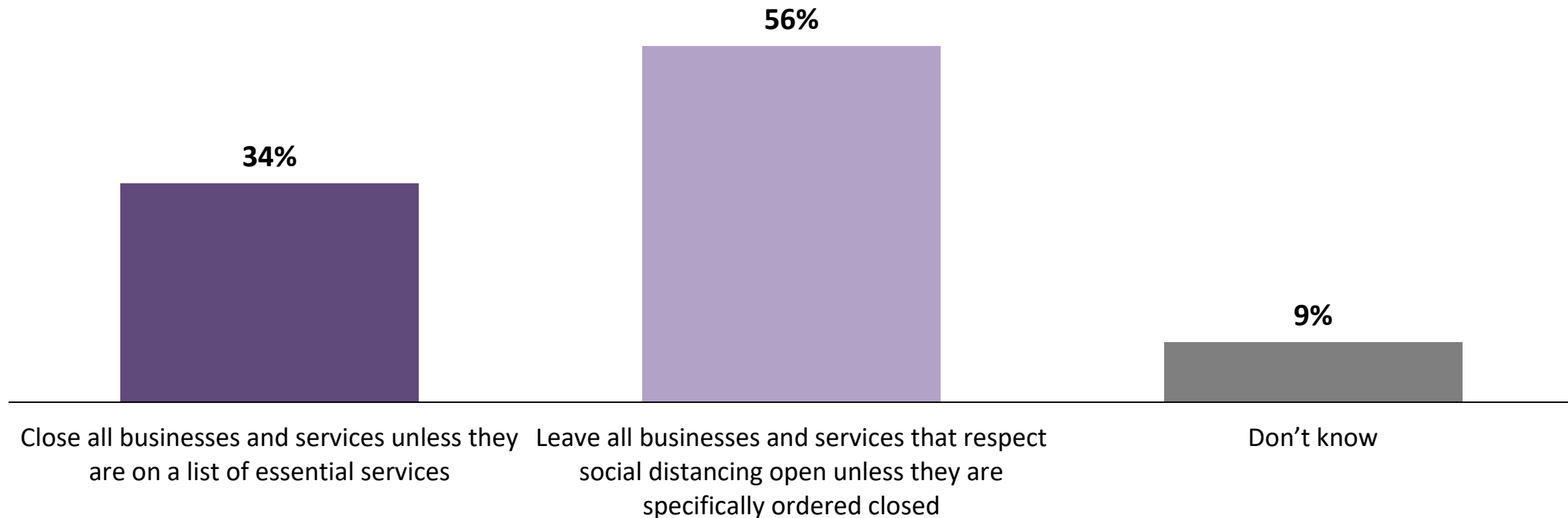
Second Lockdown: 56% say to leave all businesses/services that respect social distancing open; 34% say only essential services should stay open⁴⁶



During the recent “lockdown” phase of COVID-19, provincial and territorial governments across Canada took two different approaches. Some governments said all business and services must close unless they are on a list of essential services. Other governments said business and services that respect social distancing measures can remain open unless the top public health official specifically ordered them closed.

If there is a second wave of COVID-19 cases in BC, which approach would you prefer the Provincial Government take?

[asked of all respondents in BC; n=300]

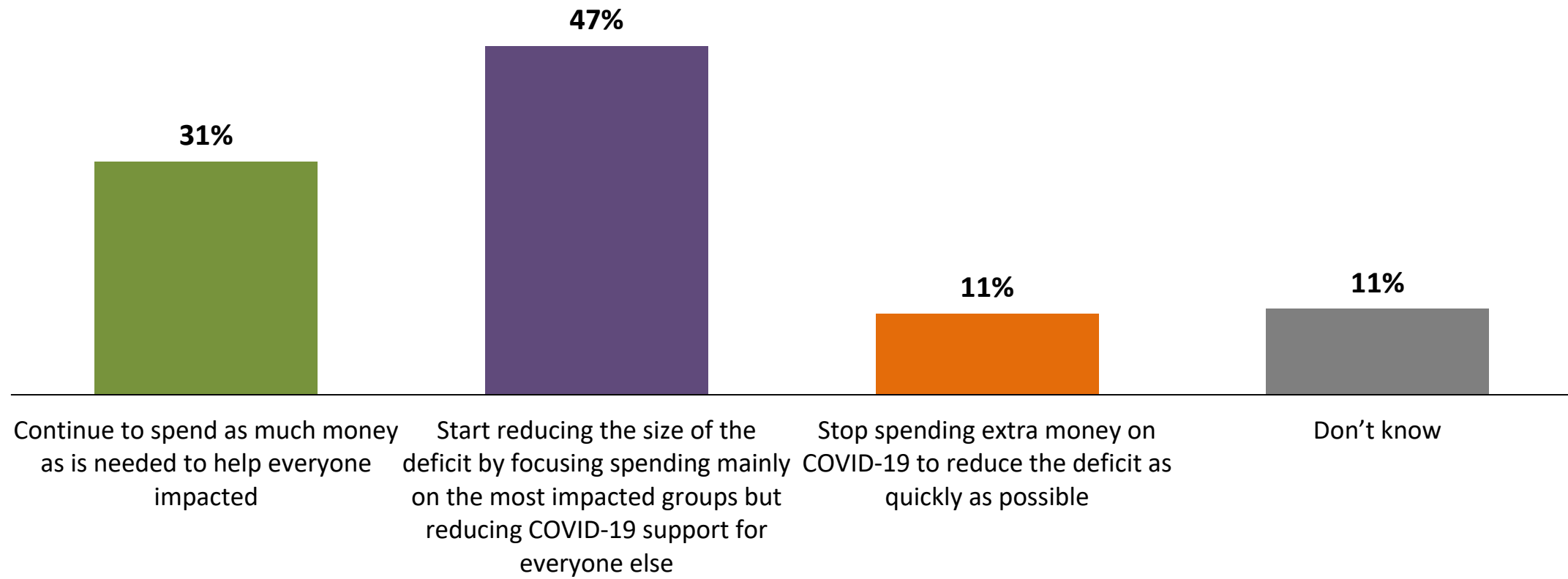


Government Spending Decisions: A plurality (47%) say 'start reducing', while 3-in-10 (31%) say 'continue', and 1-in-9 (11%) say 'stop spending'



When governments make major decisions concerning spending on COVID-19 relief programs, do you think they should...

[asked of all respondents in BC; n=300]



Methodology



Survey Methodology

These are the results of an online survey conducted between May 29th and June 1st, 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=372 British Columbia residents, 18 years or older. The results are weighted to n=300 based on Census data from Statistics Canada.

Field Dates: May 29th and June 1st, 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	38	10.2%	40	13.4%
Males 35-54	39	10.5%	48	16.1%
Males 55+	138	37.1%	57	19%
Females 18-34	37	9.9%	40	13.2%
Females 35-54	35	9.4%	51	17.2%
Females 55+	85	22.8%	63	21.1%
Lower Mainland and Fraser Valley	217	58.3%	178	59.3%
Vancouver Island and Sunshine Coast	88	23.7%	57	19.1%
Interior and North	67	18%	65	21.7%

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