

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

Public Opinion Research
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Field Dates: July 14, 2020 to July 20, 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. He has also seen significant gains in his personal reputation, helping the BC NDP stay competitive despite having a weaker partisan base than the BC Liberals.

Today, INNOVATIVE is releasing results from our July 2020 Canada This Month survey. This online survey was in field from July 14th to July 20th 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.

Government Approval

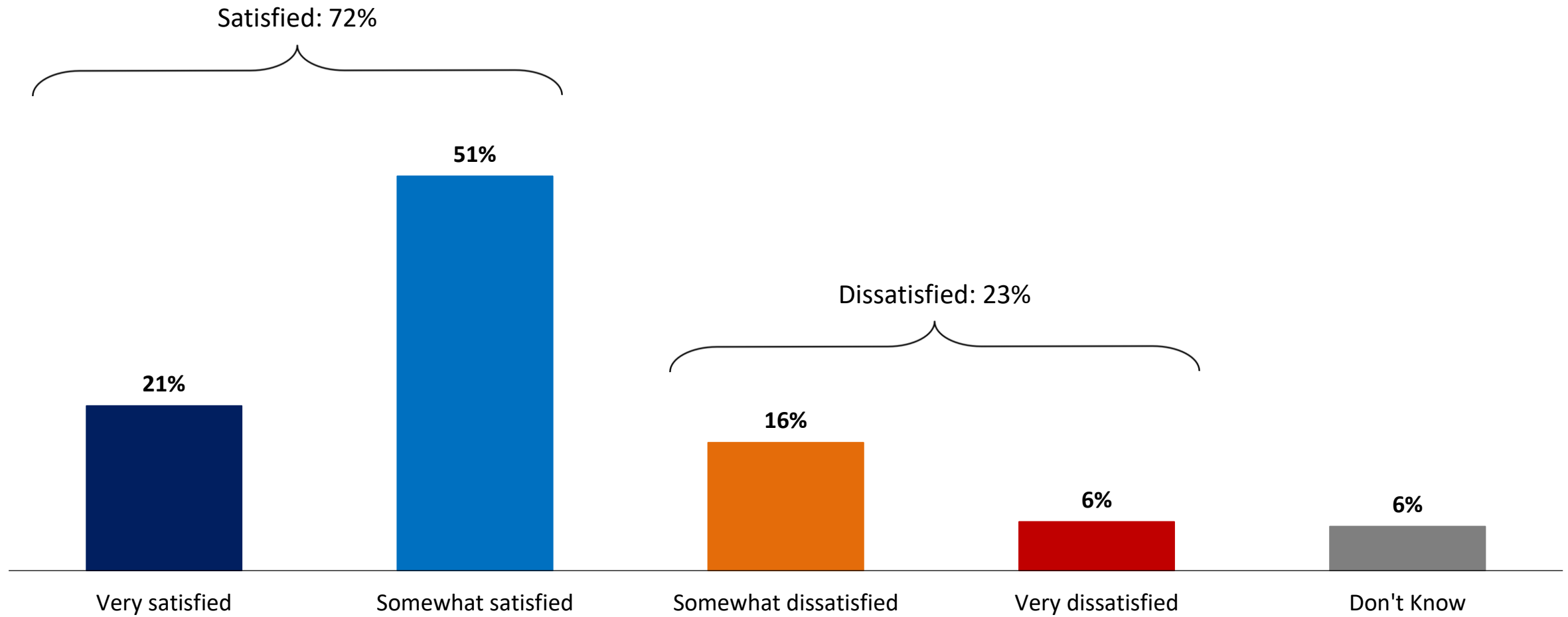
The BC government continues to receive top marks on their performance generally and their handling of the outbreak more specifically.

BC Mood: Nearly 3-in-4 (72%) say they are satisfied with the BC gov't in general while only 23% say they are dissatisfied



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in BC? Would you say you are...?

[asked of all respondents; n=300]



BC Mood Tracking: After reaching historically high levels in June, gov't satisfaction remains high at 72%

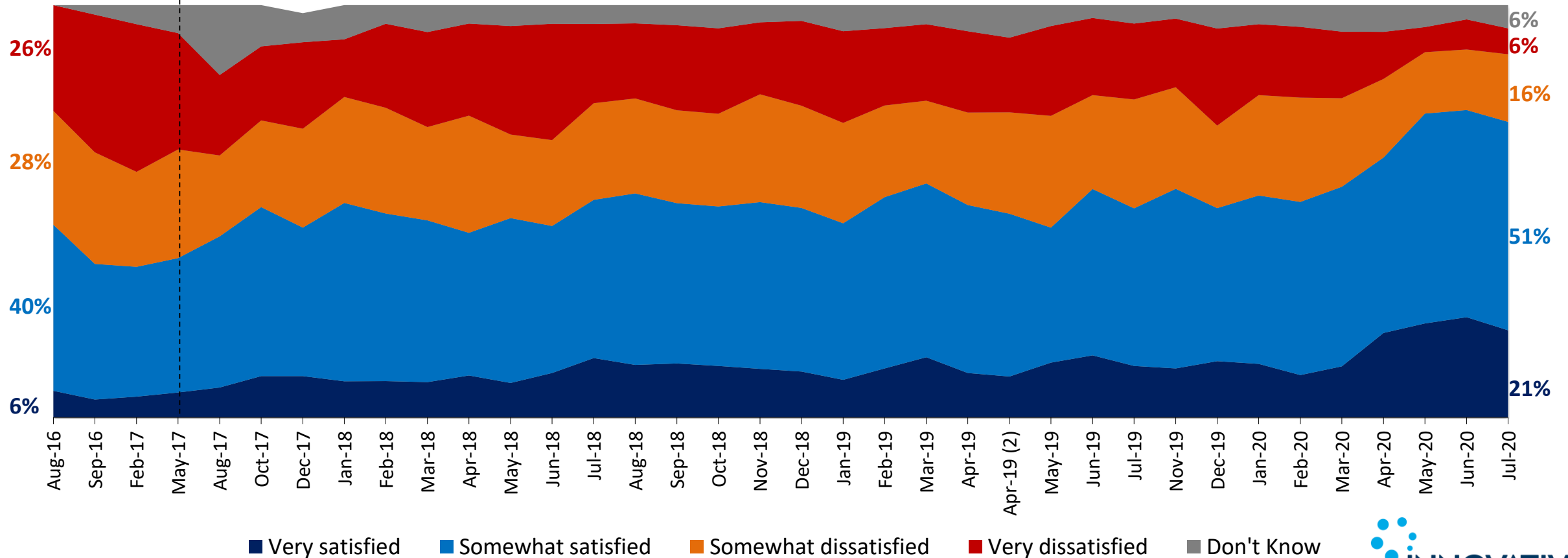


Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in BC? Would you say you are...?

[asked of all respondents; n=300]

May 2017 Election:

NDP forms minority government with support from Greens

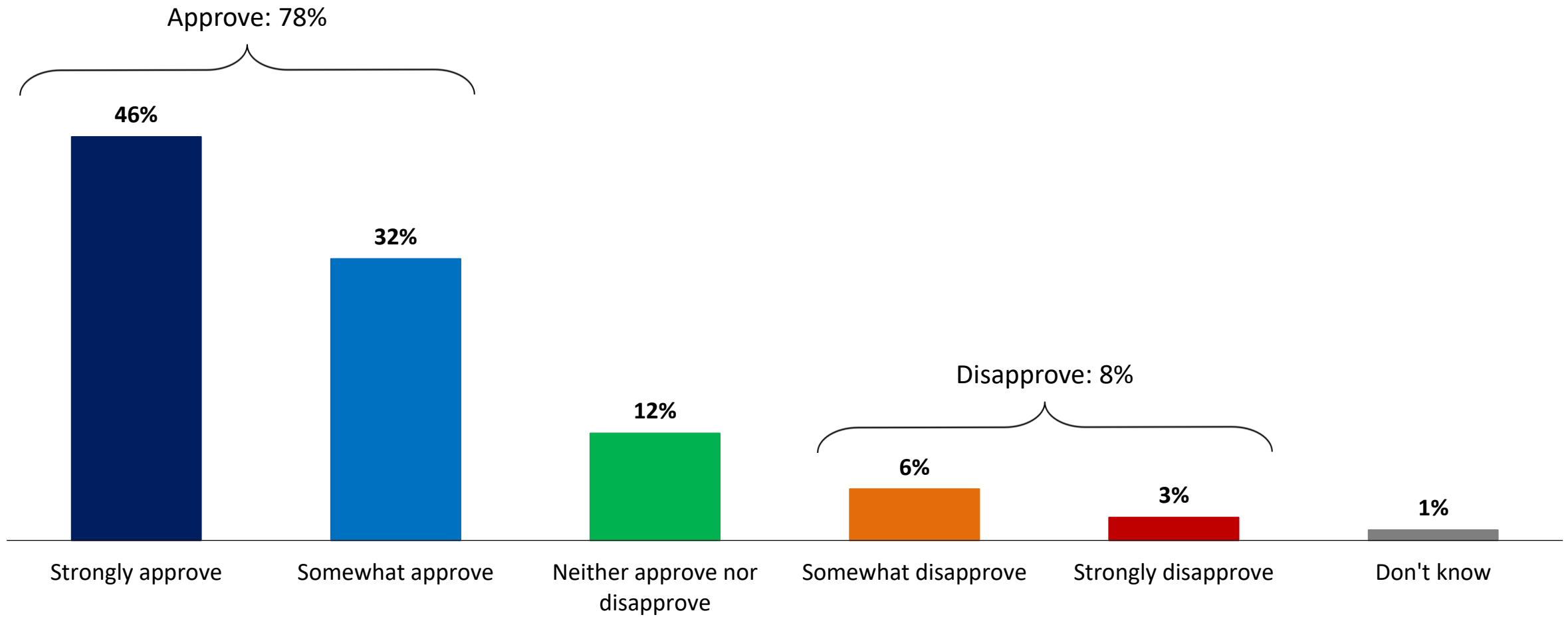


COVID-19 Handling: 4-in-5 (78%) say they approve of the BC gov'ts handling of the COVID outbreak while only 8% disapprove



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

[asked of all respondents; n=300]

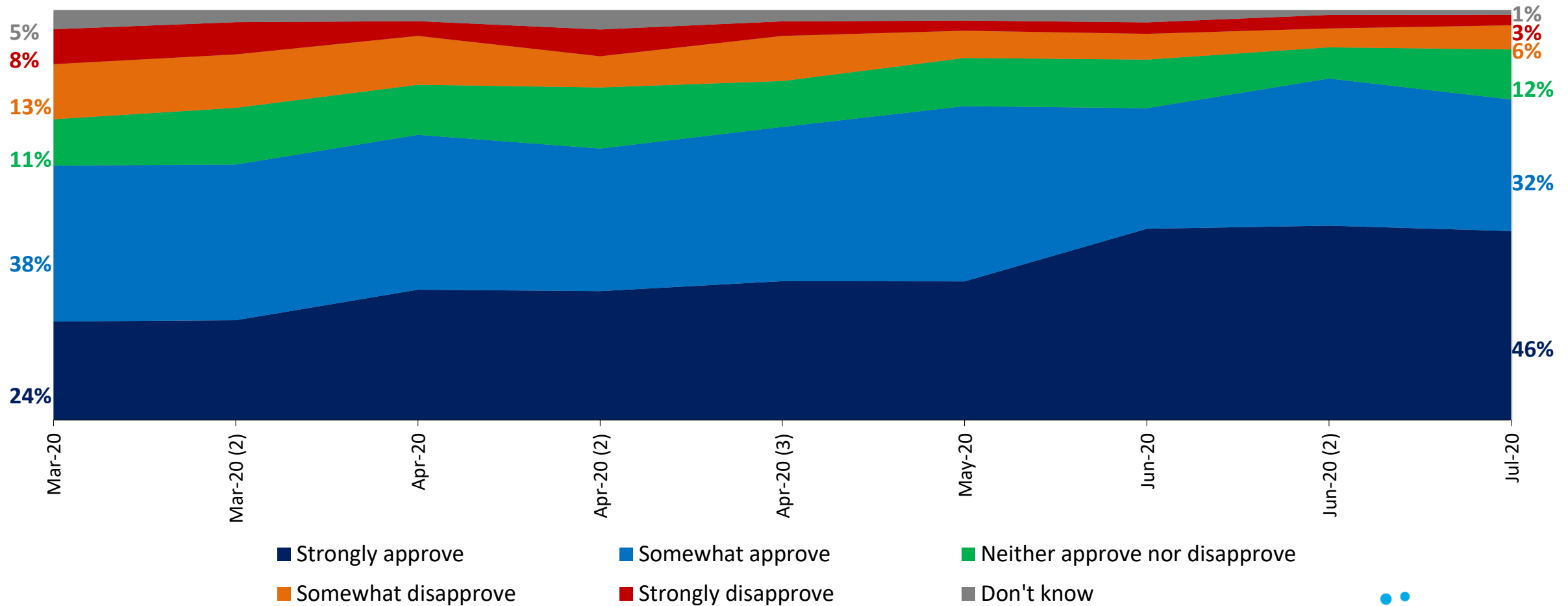


COVID-19 Handling Tracking: Approval of the provincial gov'ts handling of COVID-19 is down 5 points directionally since June but still very high



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

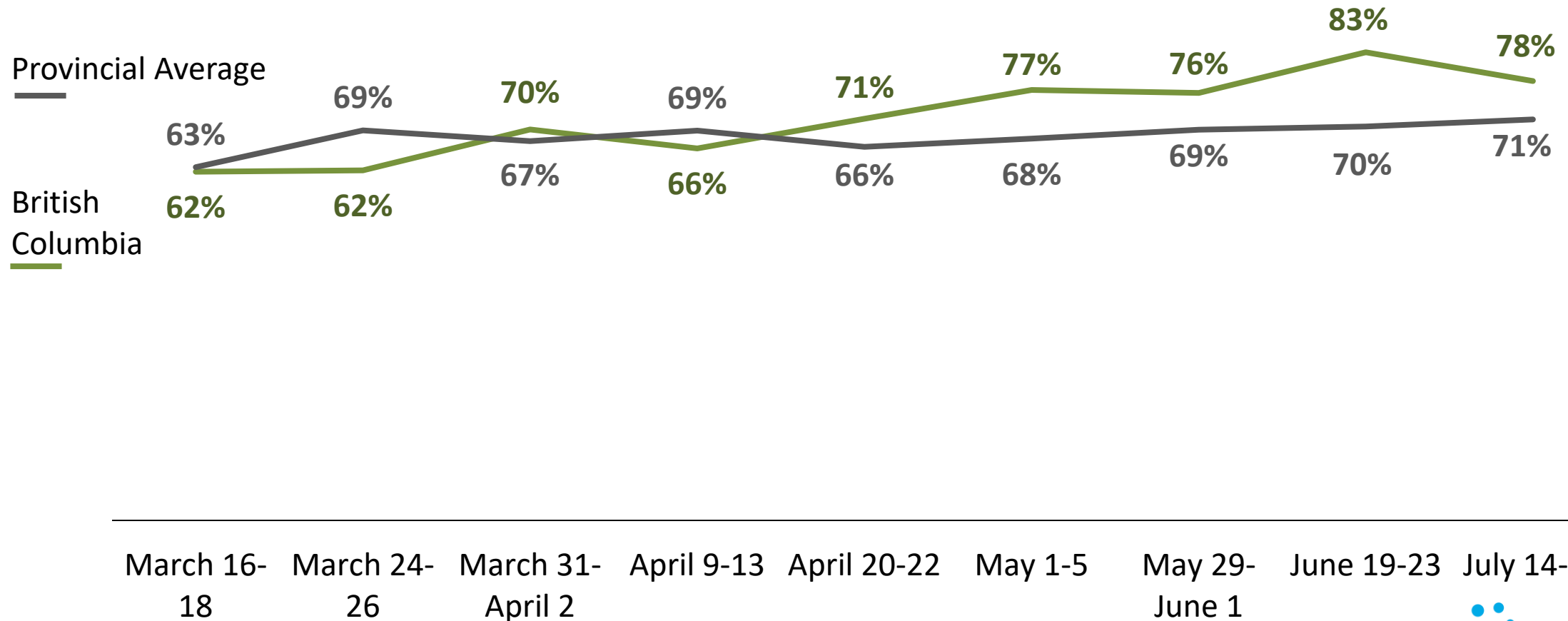
[asked of all respondents; n=300]



COVID-19 Handling Tracking: BC remains ahead of the provincial average by seven points with 78% saying they approve

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

[asked of all respondents; n=1500]



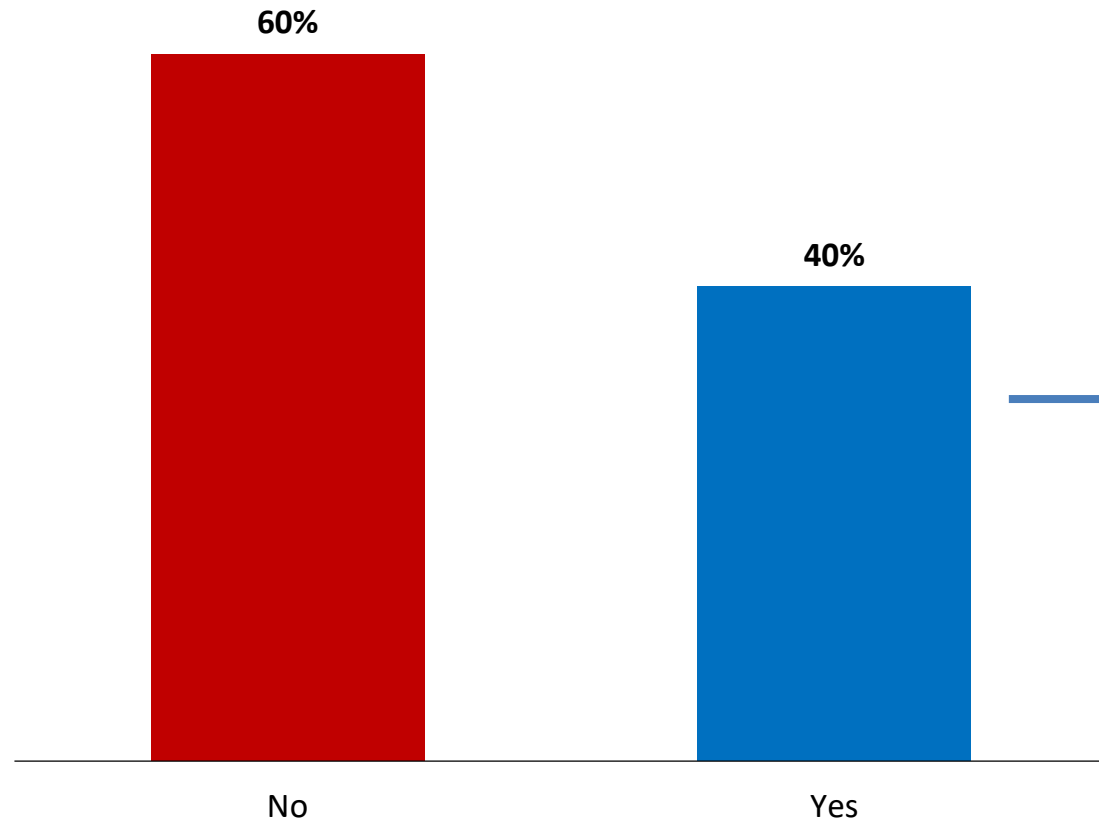
Read, Seen, Heard

Those who report reading, hearing, or seeing something about Horgan in the last few days is steady since June, and continues to elicit mostly positive reactions.

BC Read, Seen, Heard: 2-in-5 (40%) recall something about Horgan in the last few days and of those who did, most were left more favourable

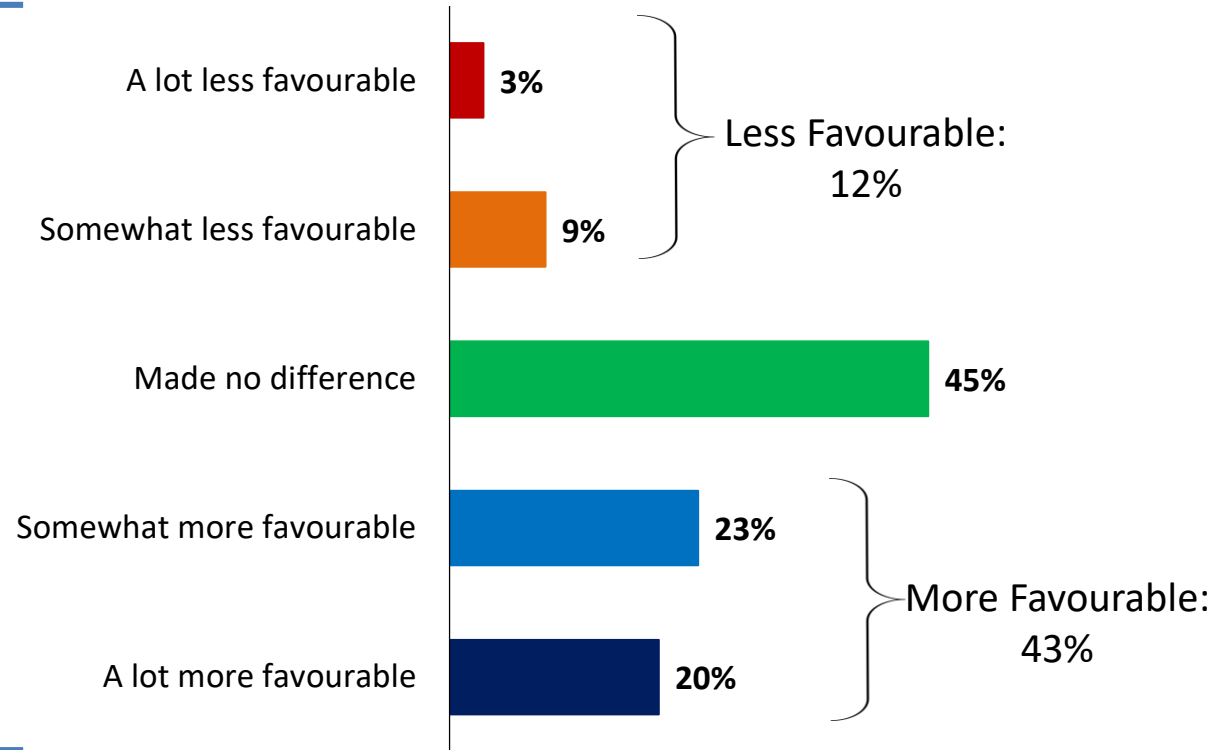
Q Have you read, seen or heard anything about John Horgan in the last few days?

[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=120]



Read, Seen, Heard Tracking: Those who say they recall reading, hearing, or seeing anything about Horgan is steady since June

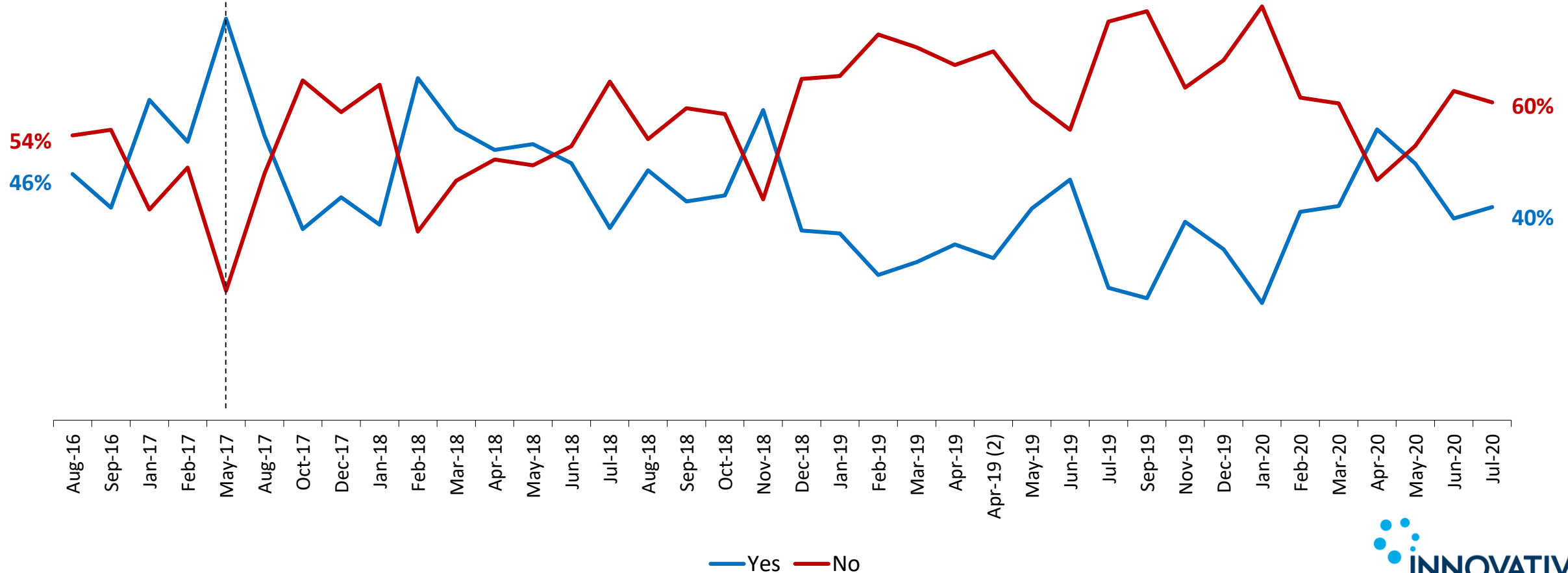


Have you read, seen or heard anything about John Horgan in the last few days?

[asked of all respondents; n=300]

May 2017:

NDP forms minority government with support from Greens



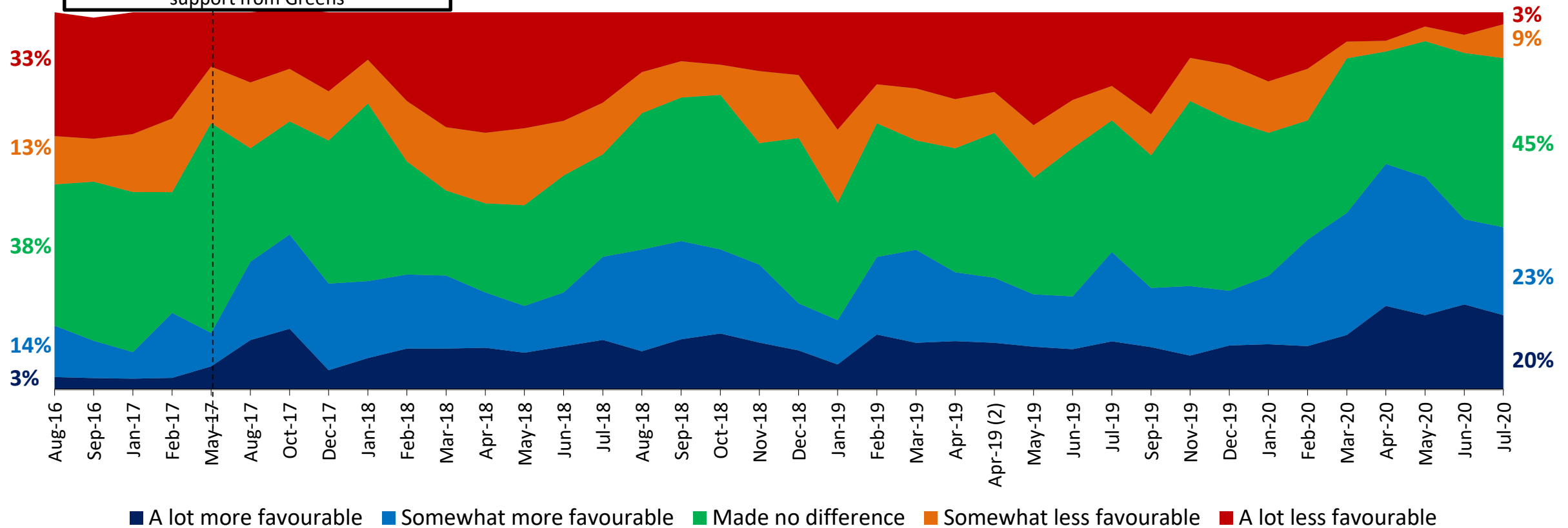
BC Read, Seen, Heard, Impact Tracking: The impact on respondents who RSH something in the last few days is also steady since June



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?

May 2017:

NDP forms minority government with support from Greens



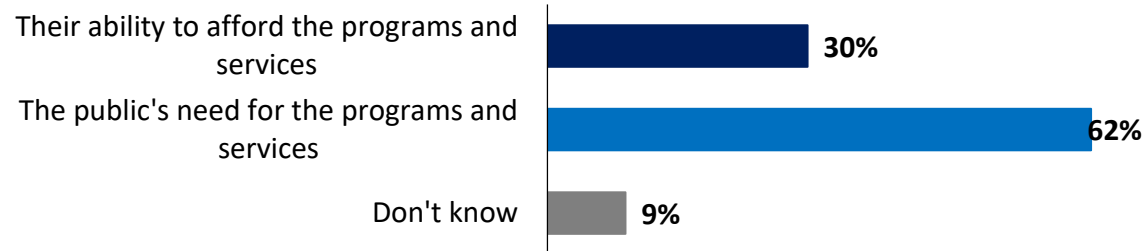
We group individuals into segments based on key political and economic values and attitudes

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

Core Political Values: A majority in BC say the main role of gov't is to create equal opportunity (58%) rather than redistribute wealth (32%)

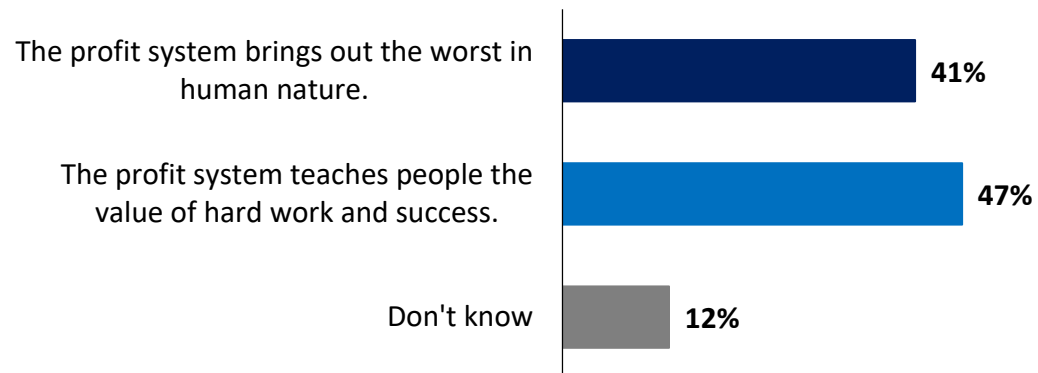
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=300]



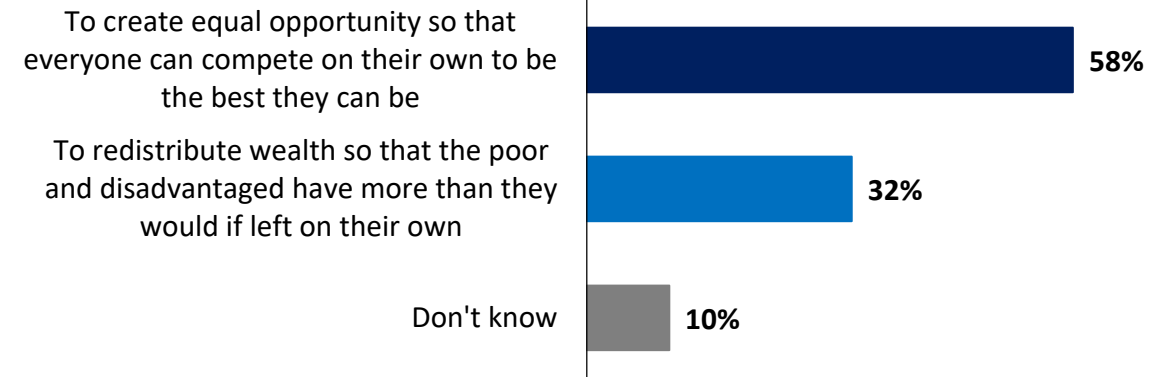
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=300]



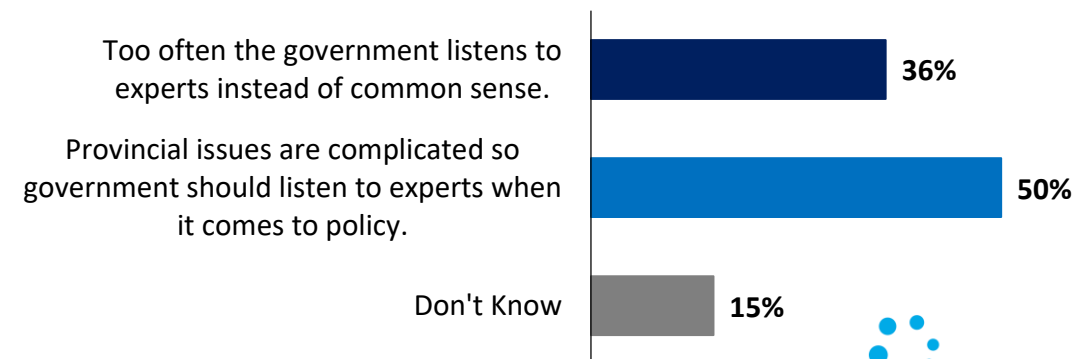
Q Is the main role of government to...?

[asked of all respondents; n=300]



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

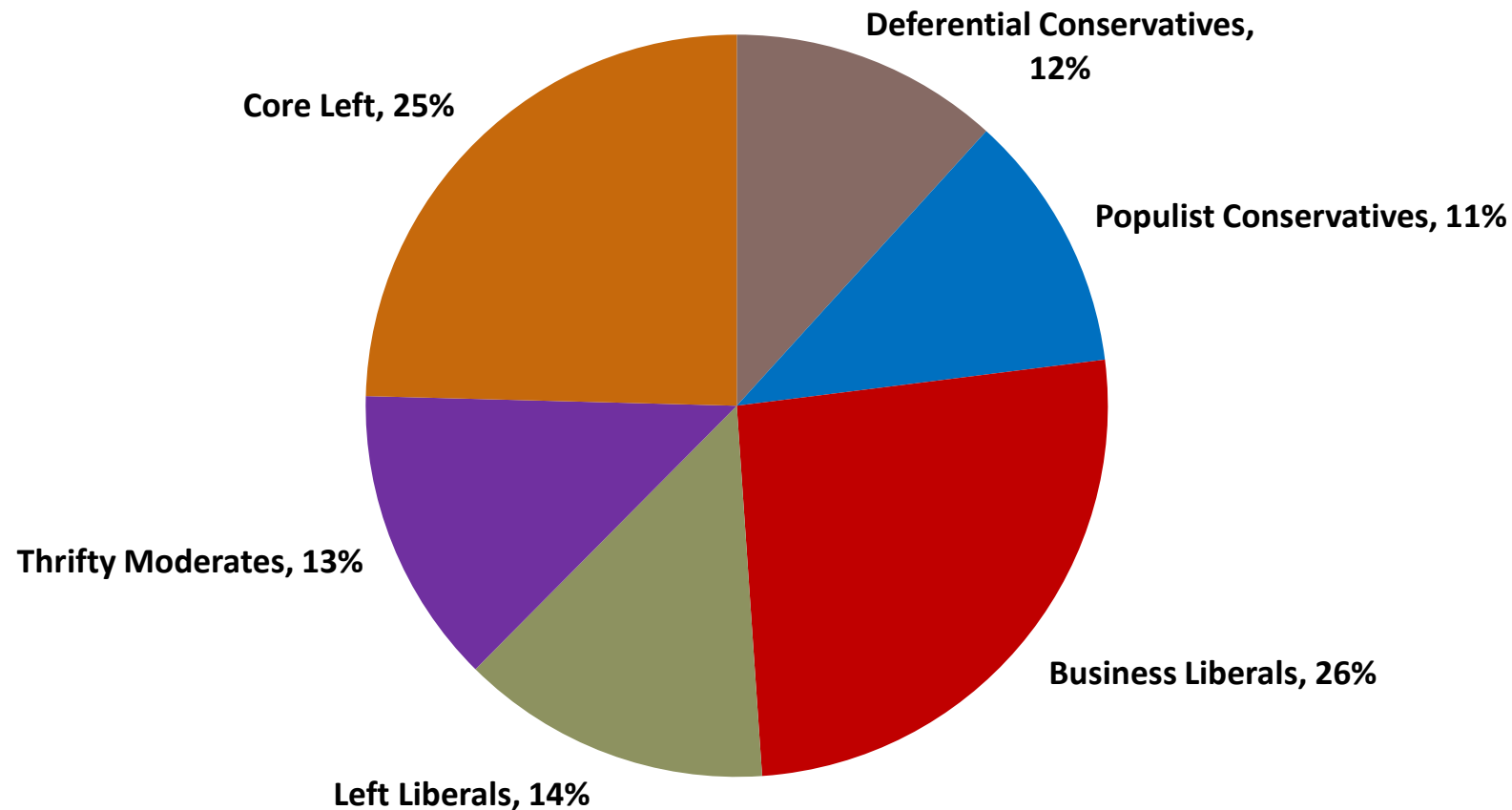
[asked of all respondents; n=300]



Value Clusters: Half of BC'ers are either Business Liberals (26%) or Core Left (25%)

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: Conservative groups say gov't decisions should be based on ability to afford rather than public need

Core Political Values by Value Clusters

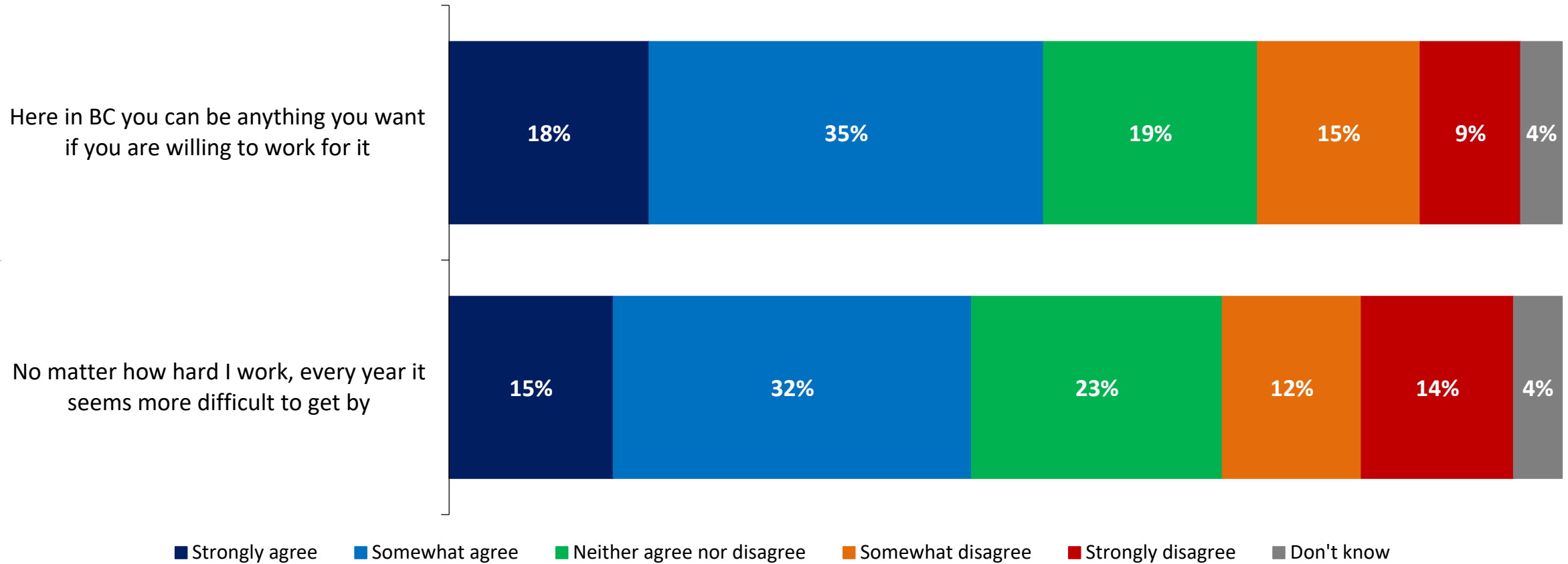
Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	93%	94%	0%	0%	62%	0%
	Public Need	0%	0%	98%	93%	0%	97%
Is the main role of government to .?	Create equal Opportunity	86%	95%	76%	96%	38%	0%
	Redistribute wealth	9%	0%	19%	0%	18%	96%
When it comes to government decision making...	Rely on common sense	0%	100%	31%	39%	41%	23%
	Listen to experts	89%	0%	62%	35%	20%	64%
The profit system...	Brings out the worst in human nature	0%	0%	0%	81%	61%	91%
	Teaches value of hard work and success	98%	93%	94%	0%	2%	0%

Segmentation Attitudes: Most believe 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?

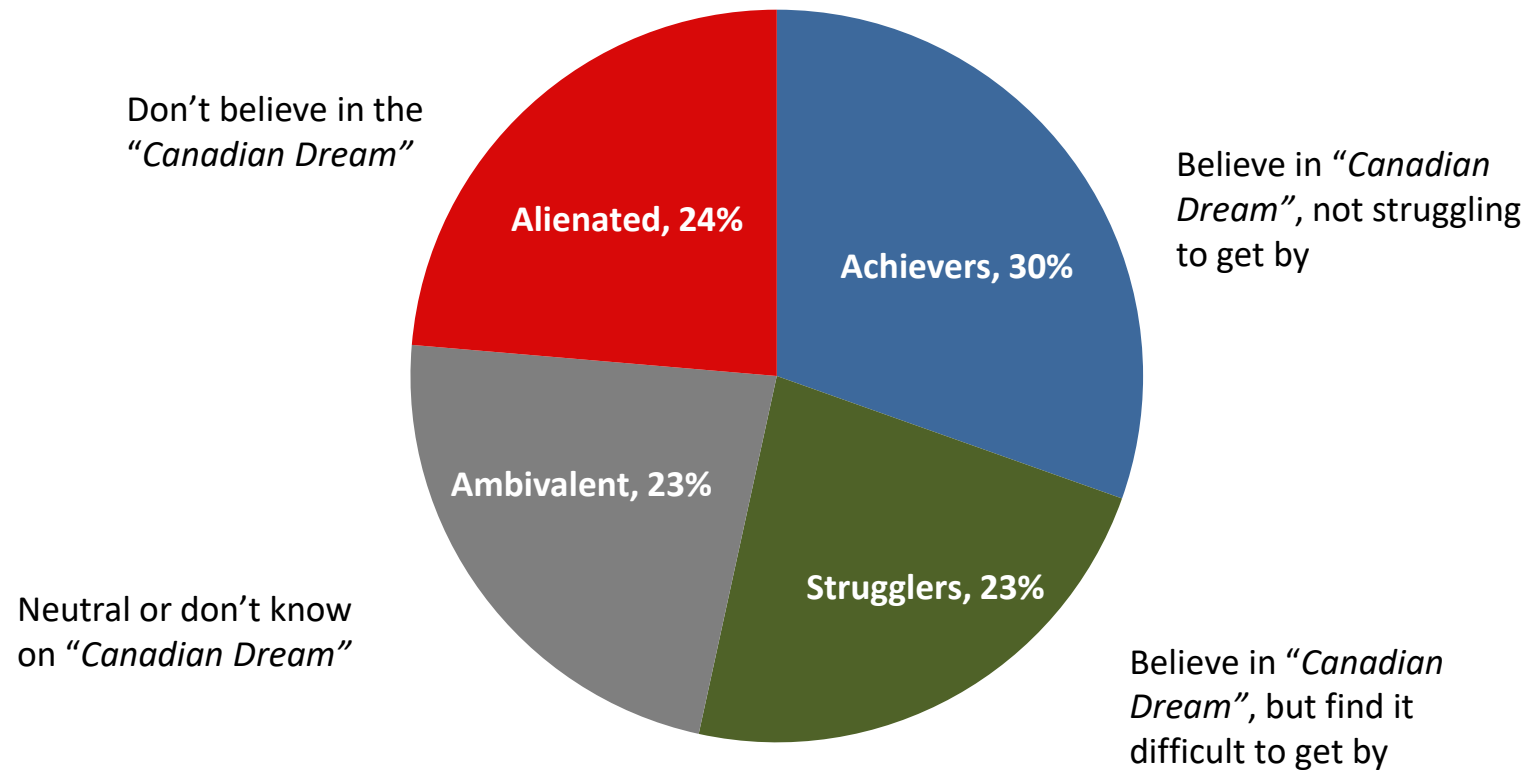
[asked of all respondents; n=300]



Economic Gap Segmentation: A plurality of BC'ers are Dream Achievers (30%) while the rest are evenly split among other groups

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]

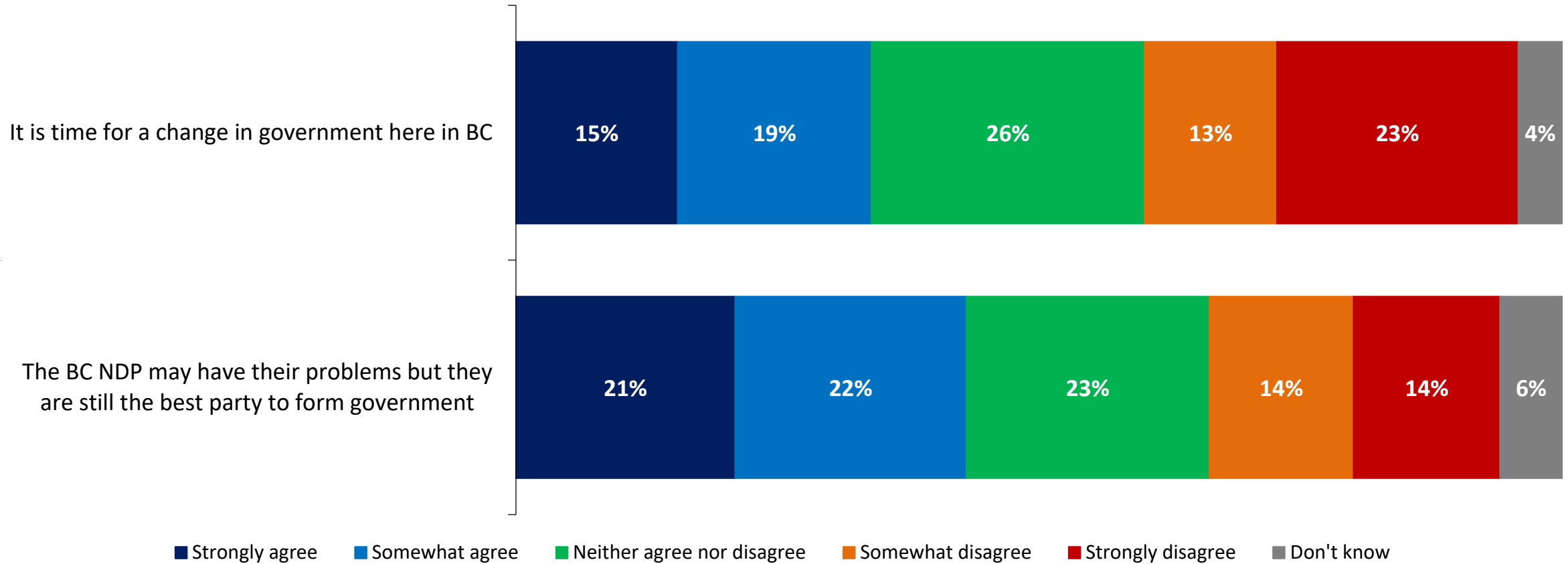


Time for Change Attitudes: BC'ers are split on whether it's time for a change in gov't here in BC: 34% agree while 36% disagree



Do you agree or disagree with the following statements?

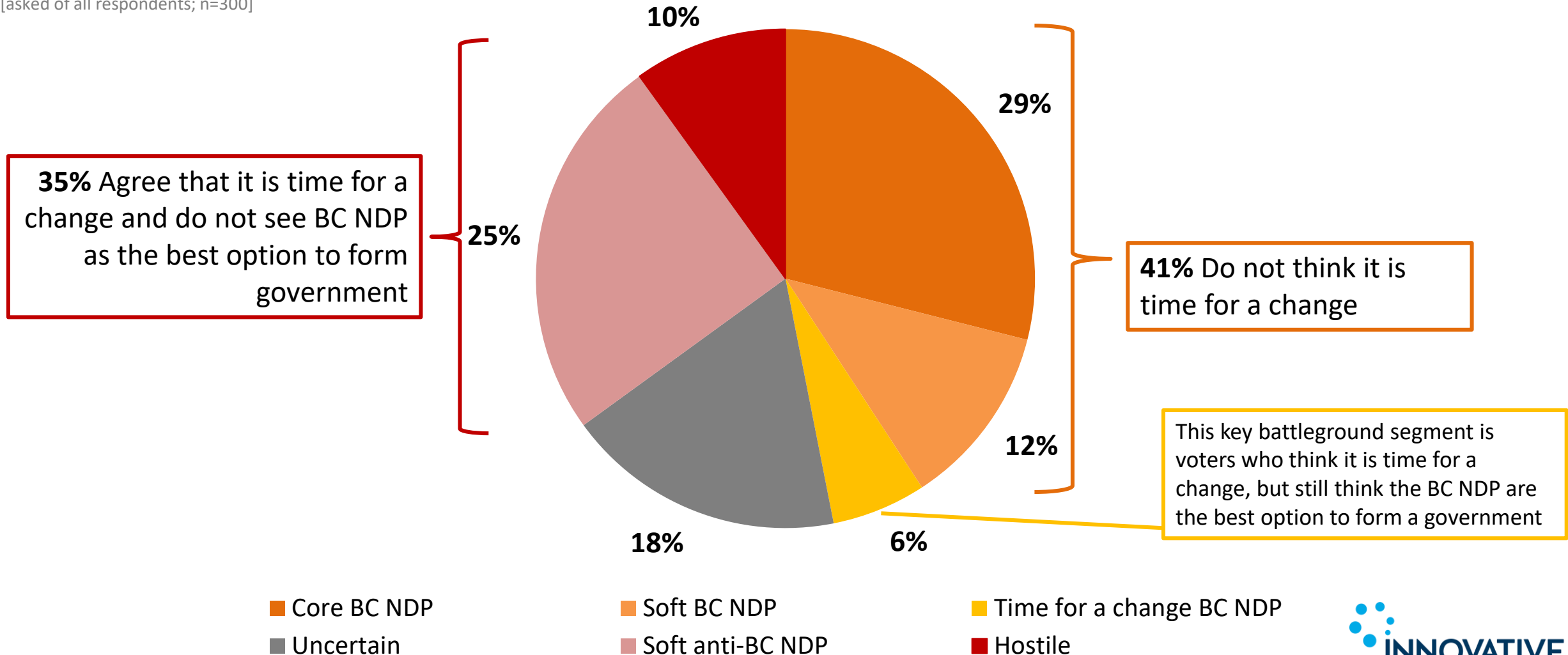
[asked of all respondents; n=300]



Time for Change Segmentation: 35% agree it is time for a change and don't see the NDP as the best option to form government

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

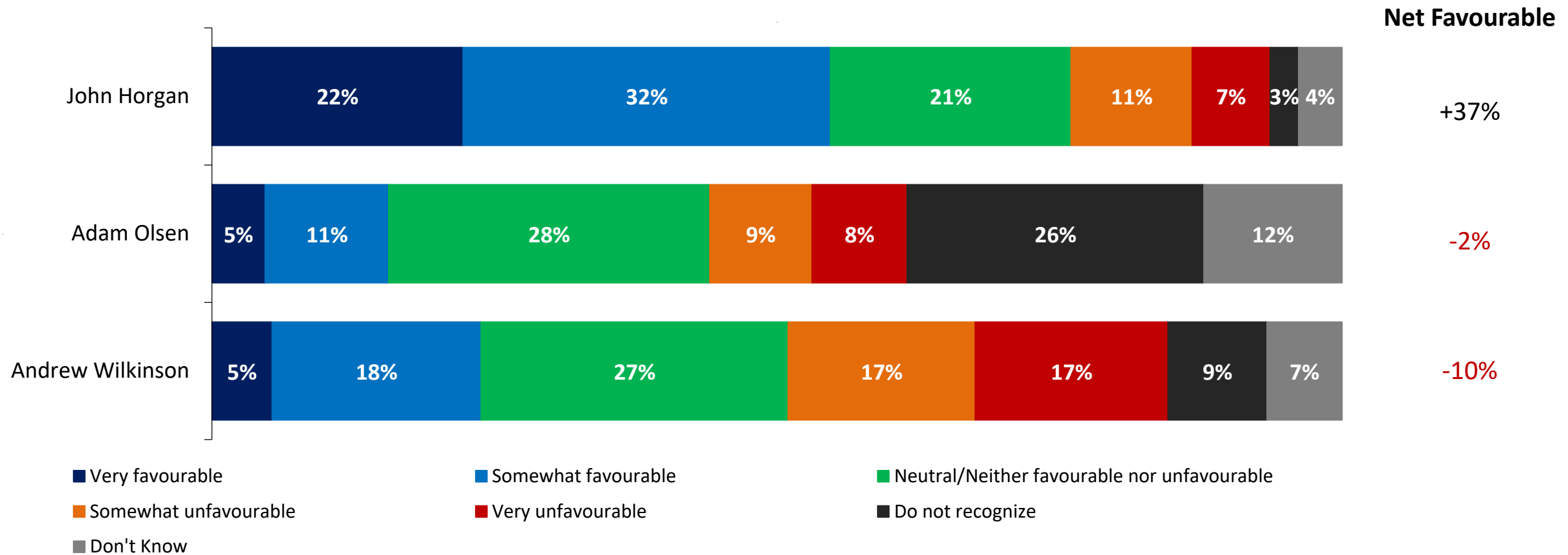
Horgan continues to enjoy very high and steady favourability as well as continuing to be the clear top choice for best Premier of BC.

Leader Favourables: Horgan receives the highest net favourability of all leaders at +37% while Olsen trails behind at -2%



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]

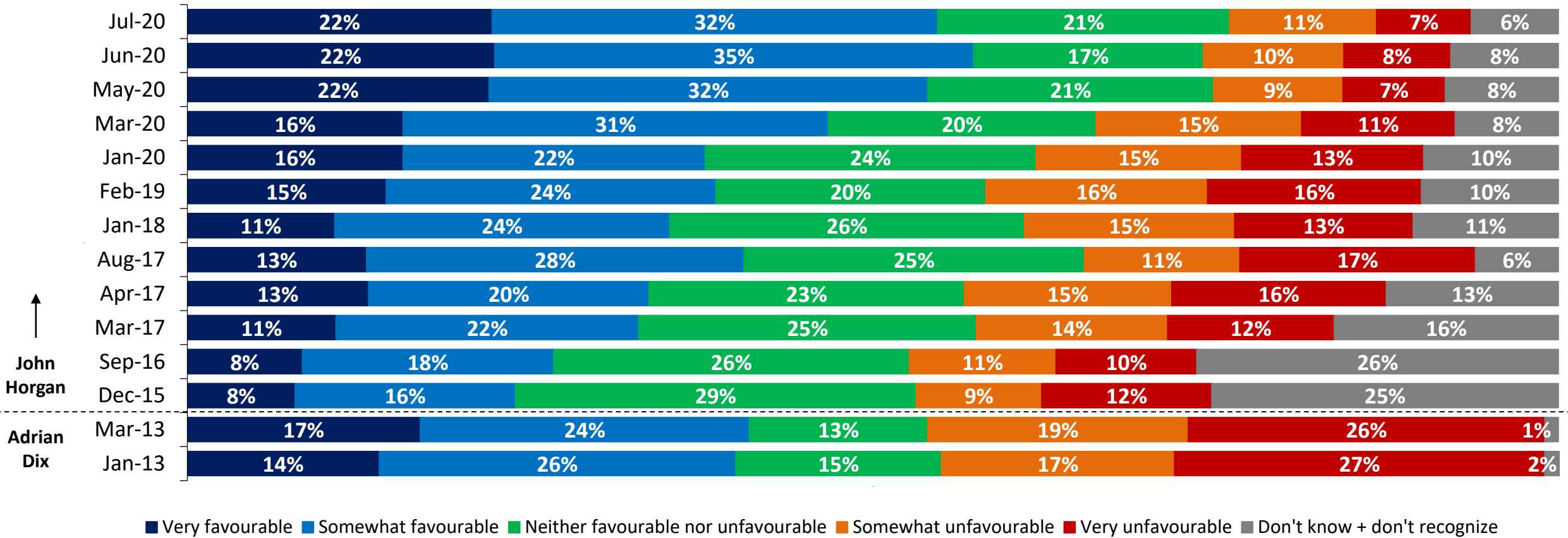


John Horgan Favourability: Horgan's favourability is mostly steady compared to June with a majority seeing him favourably



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]

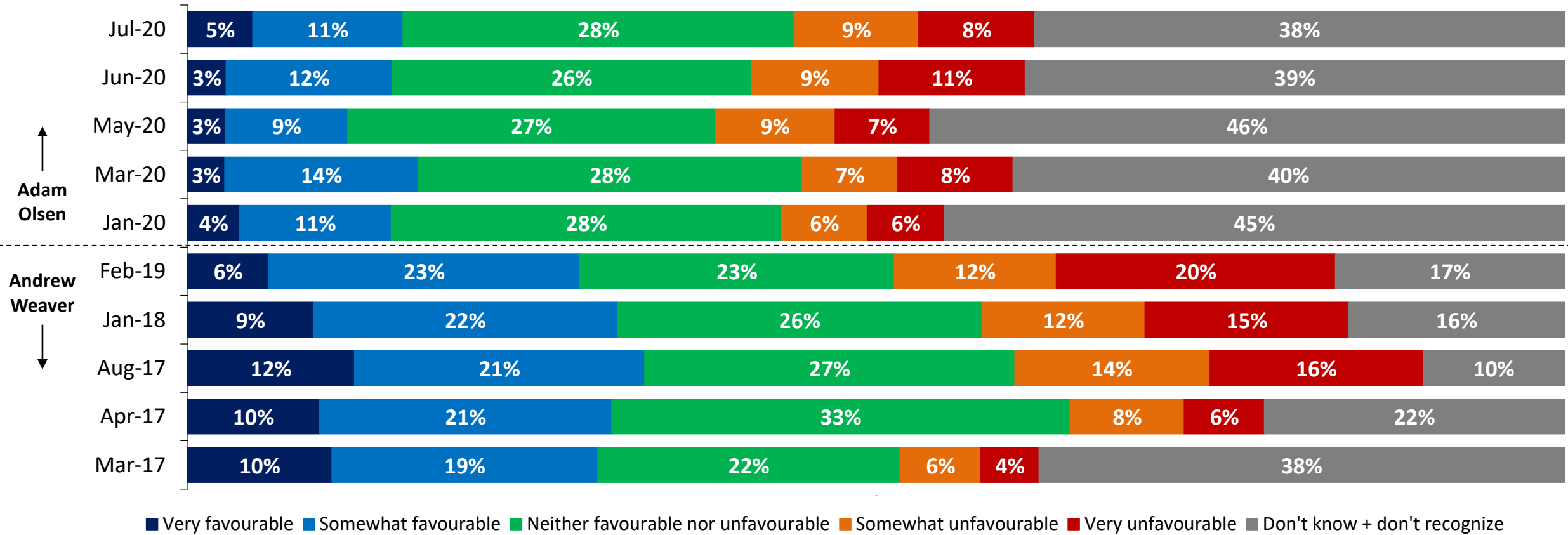


Adam Olsen Favourability: Most (38%) still either don't know whether they are favourable of him or do not recognize him



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]

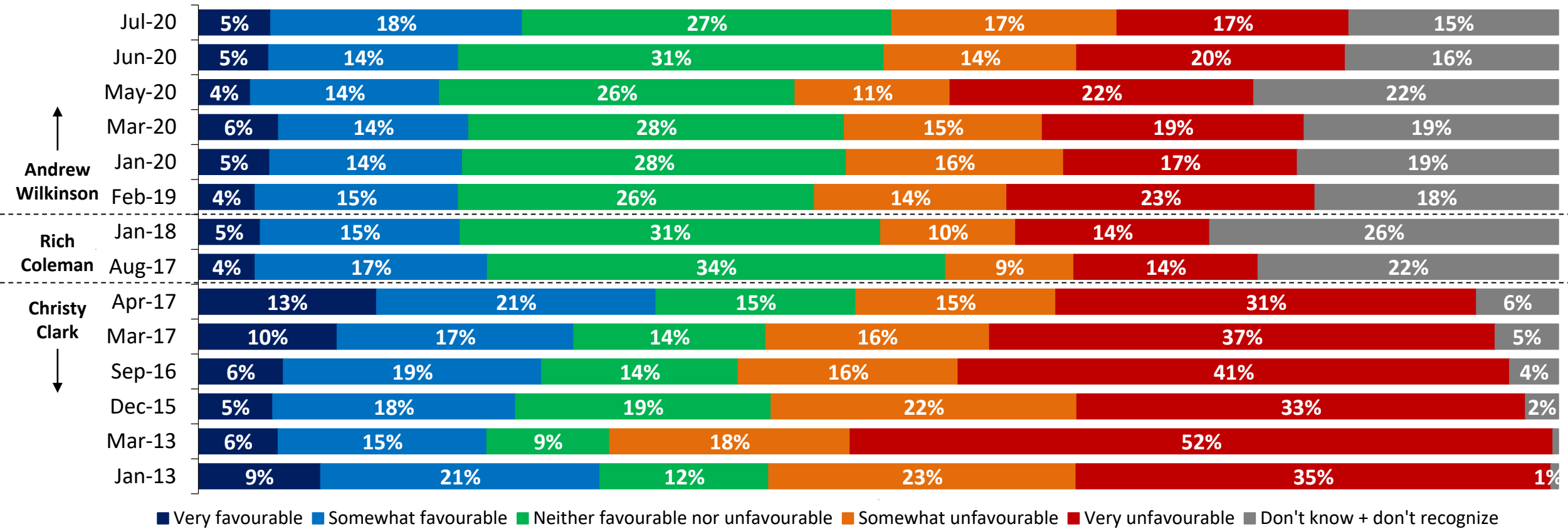


Andrew Wilkinson Favourability: Wilkinson's favourability is up 5 points directionally since June to 24%



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.

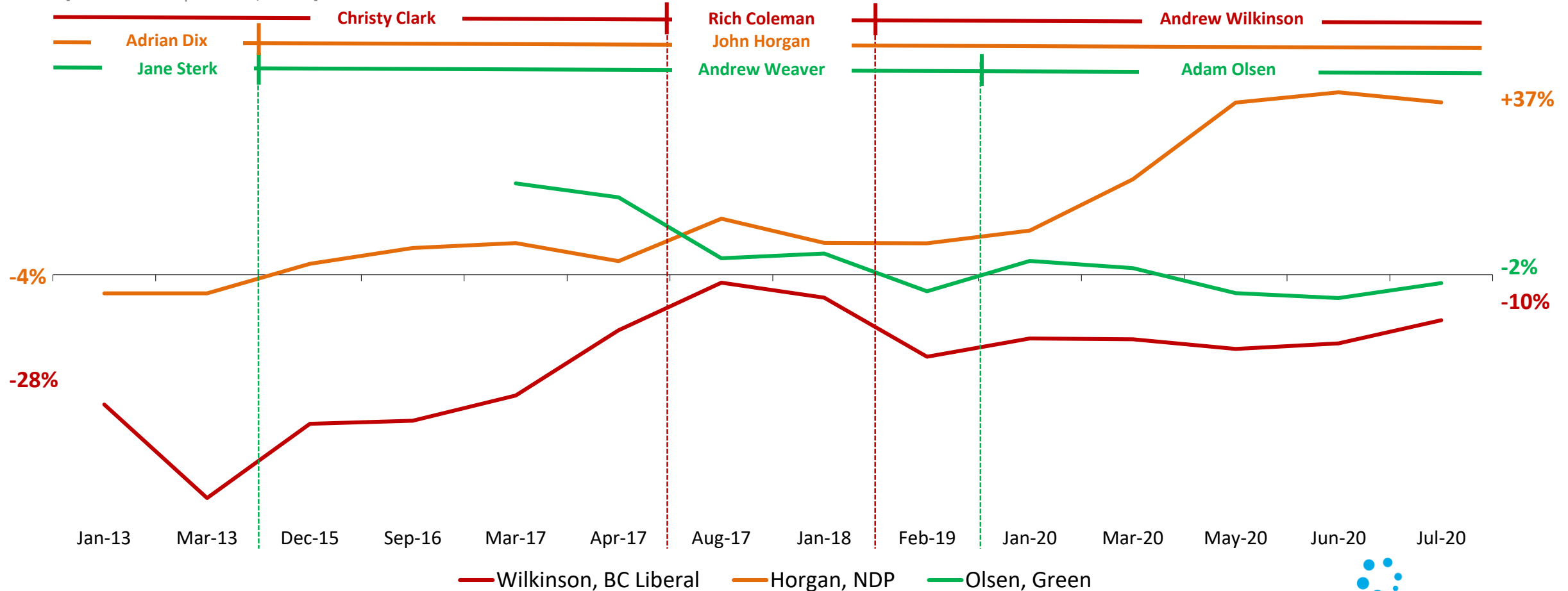
[asked of all respondents; n=300]



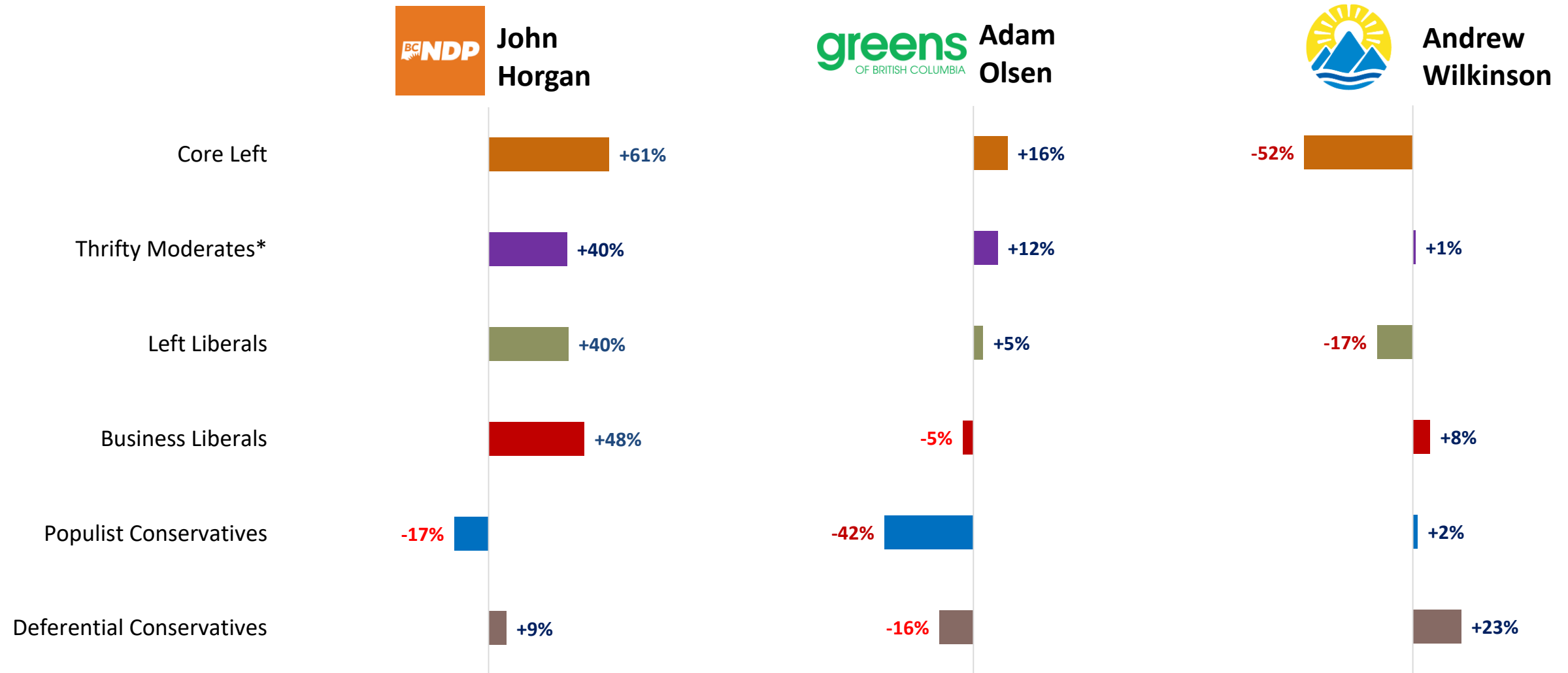
BC Party Leader NET Favourables Tracking: Net favourability of BC party²⁶ leaders is largely steady since June with Horgan far ahead of others

Q 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 positive net favourability among all groups except Populist Conservatives (-17%)

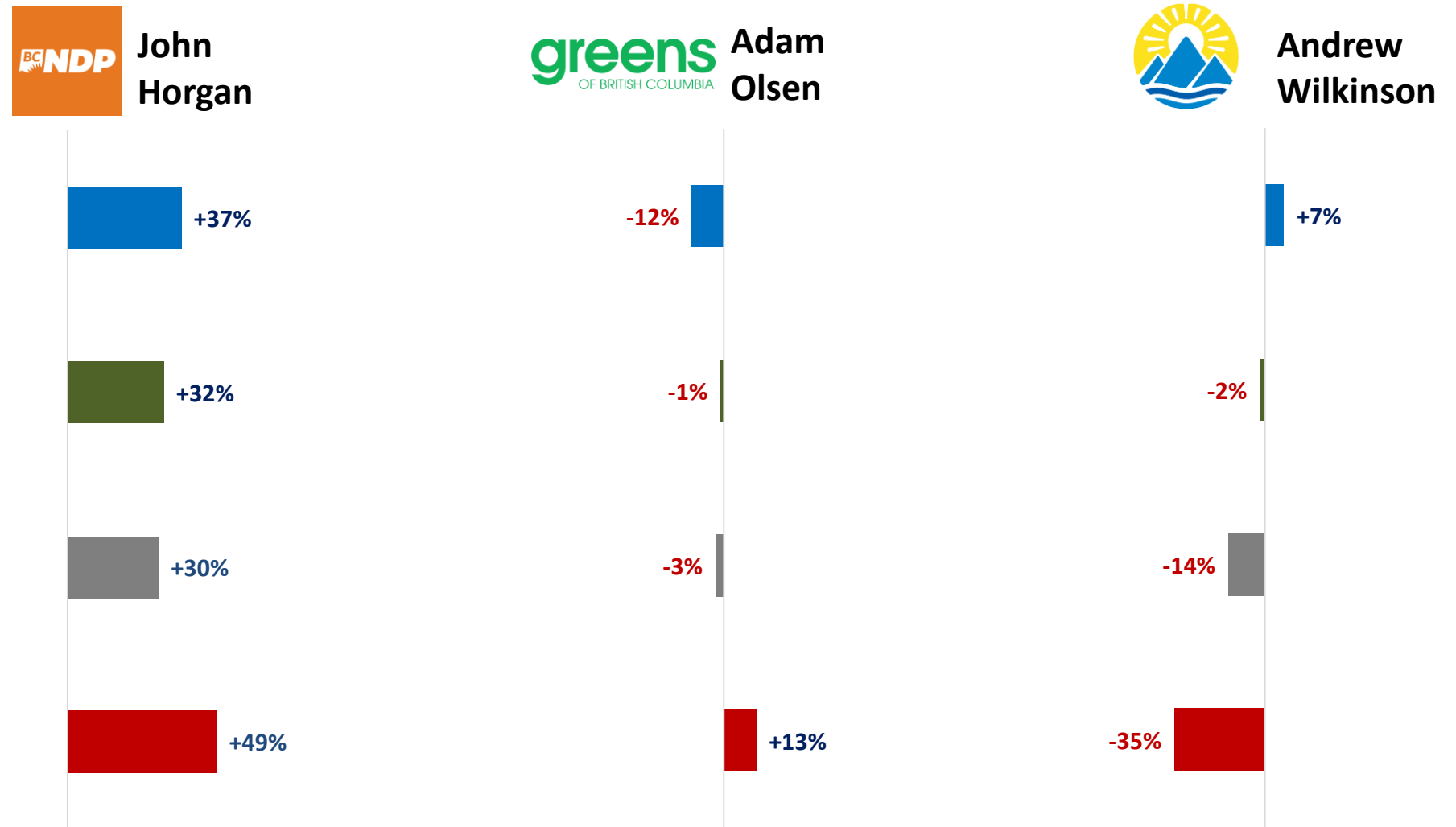


NET Favourability by Value Clusters:

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

*Note: Small sample size (n<30); treat results with caution.

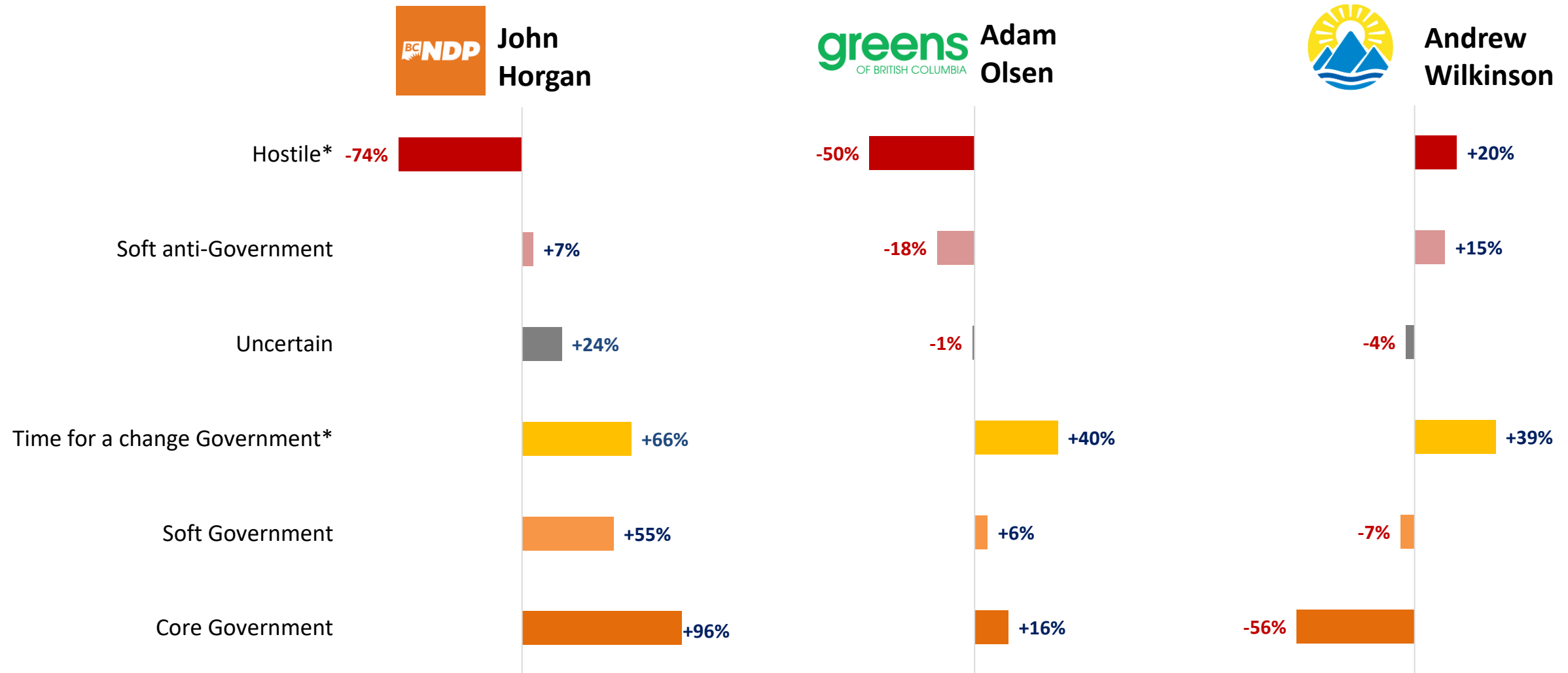
Leader favourability by Economic Gap: Horgan receives the highest net favourability scores among all leader for all economic gap groups ²⁸



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: Those Hostile towards the gov't are most favourable of Andrew Wilkinson (+20% net)



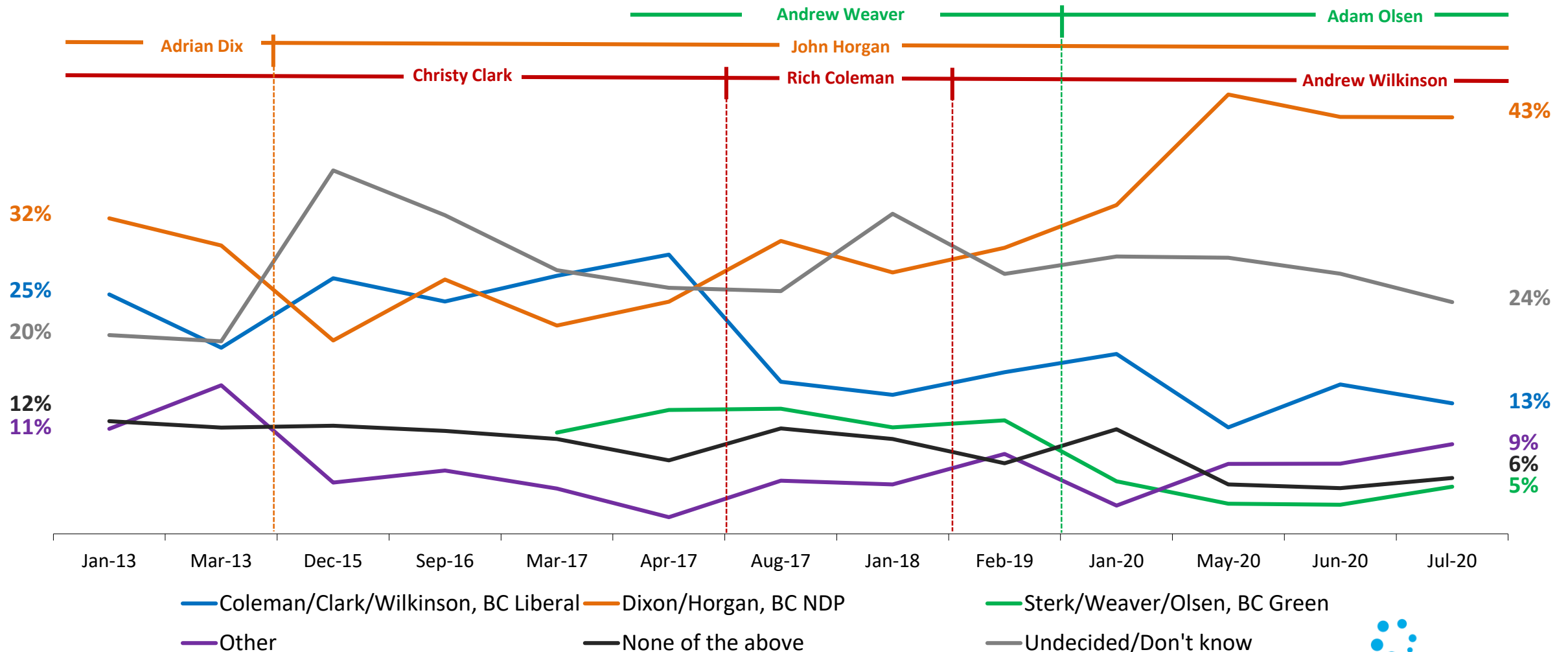
NET Favourability by Time for Change:

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

*Note: Small sample size (n<30); treat results with caution.

Best Premier Tracking: John Horgan continues to be the clear top choice as the best Premier of BC

Q Which of the following leaders would make the best Premier of BC?
[asked of all respondents; n=300]

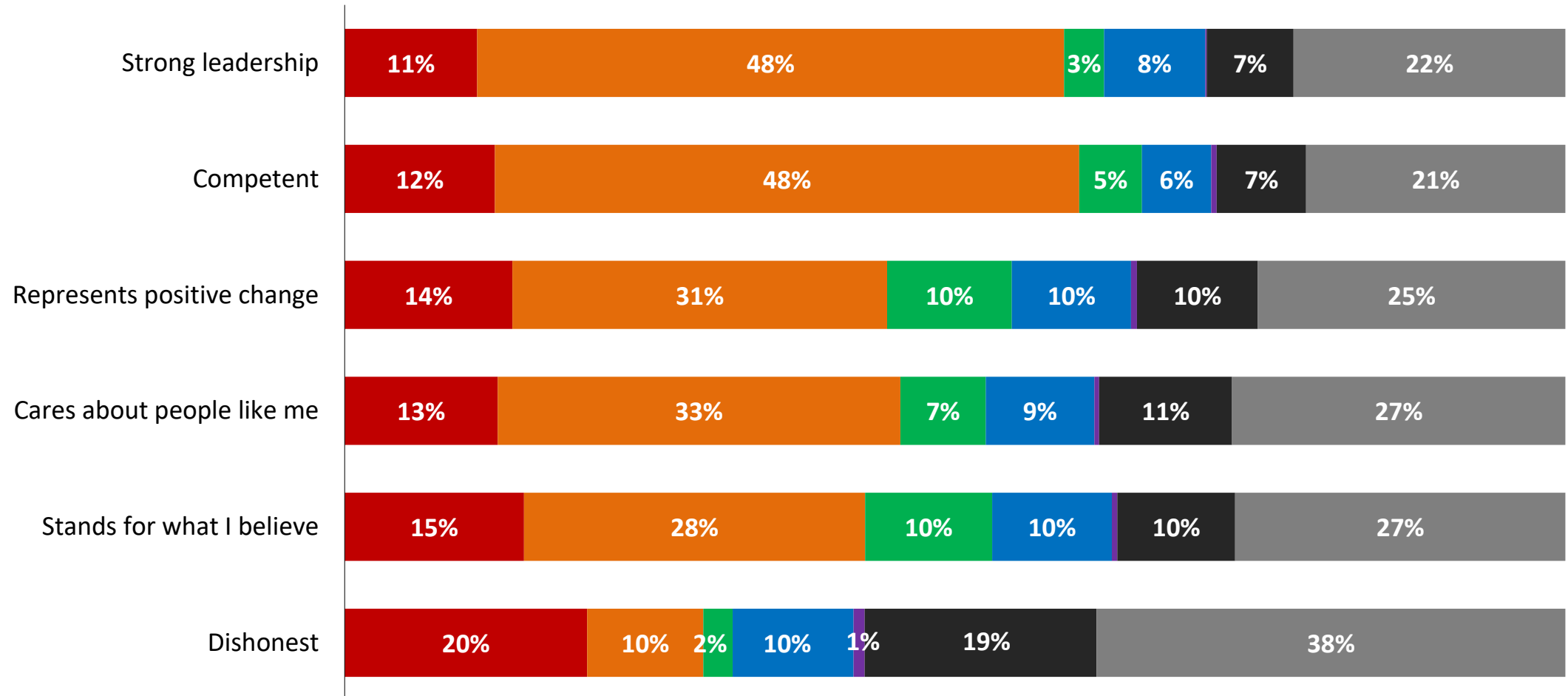


Leader Qualities: Horgan ranks highest on all positive attributes while Wilkinson leads on 'Dishonest'



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

[asked of all respondents; n=300]



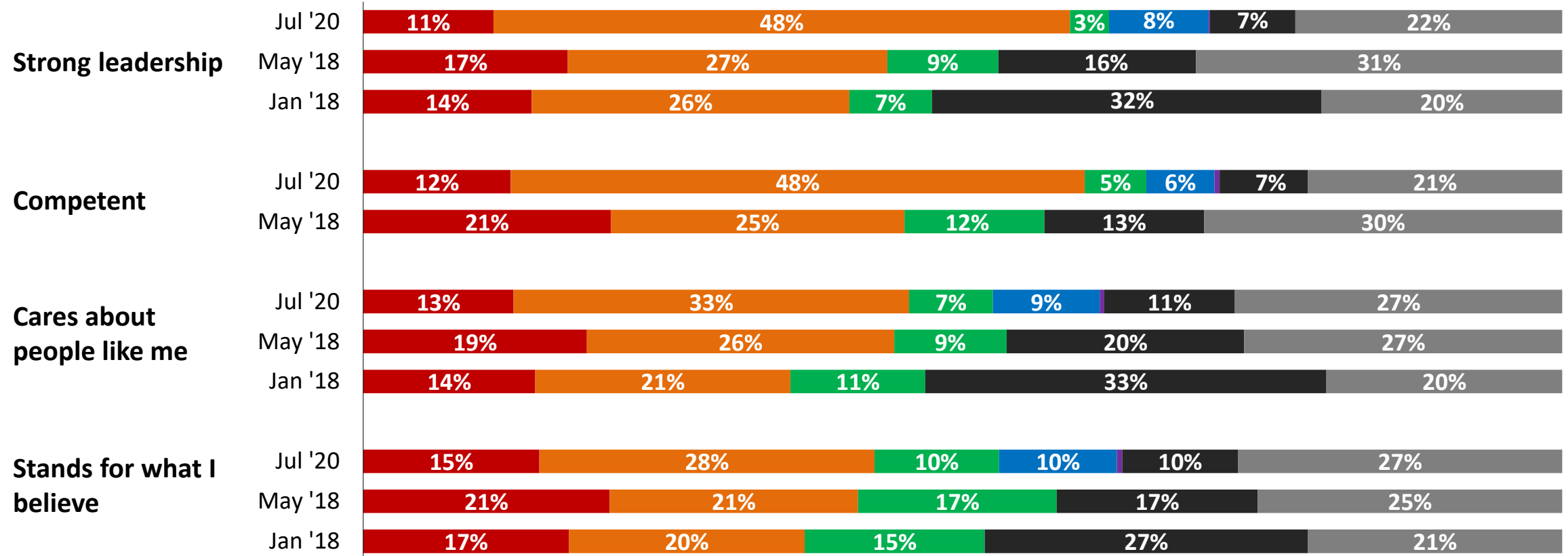
■ Andrew Wilkinson
 ■ John Horgan
 ■ Adam Olsen
 ■ Trevor Bolin
 ■ Other
 ■ None
 ■ Undecided

Leader Qualities: Horgan is up significantly on 'Strong leadership' and 'Competent' since May 2018



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

[asked of all respondents; n=300]



■ Andrew Wilkinson/Rich Coleman, BC Liberal

■ John Horgan, BC NDP

■ Adam Olsen/Andrew Weaver, BC Green

■ Trevor Bolin, BC Conservative

■ Other

■ None

■ Undecided

Despite Horgan's strong favourability, the NDP and BC Liberals are in a tight race

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.

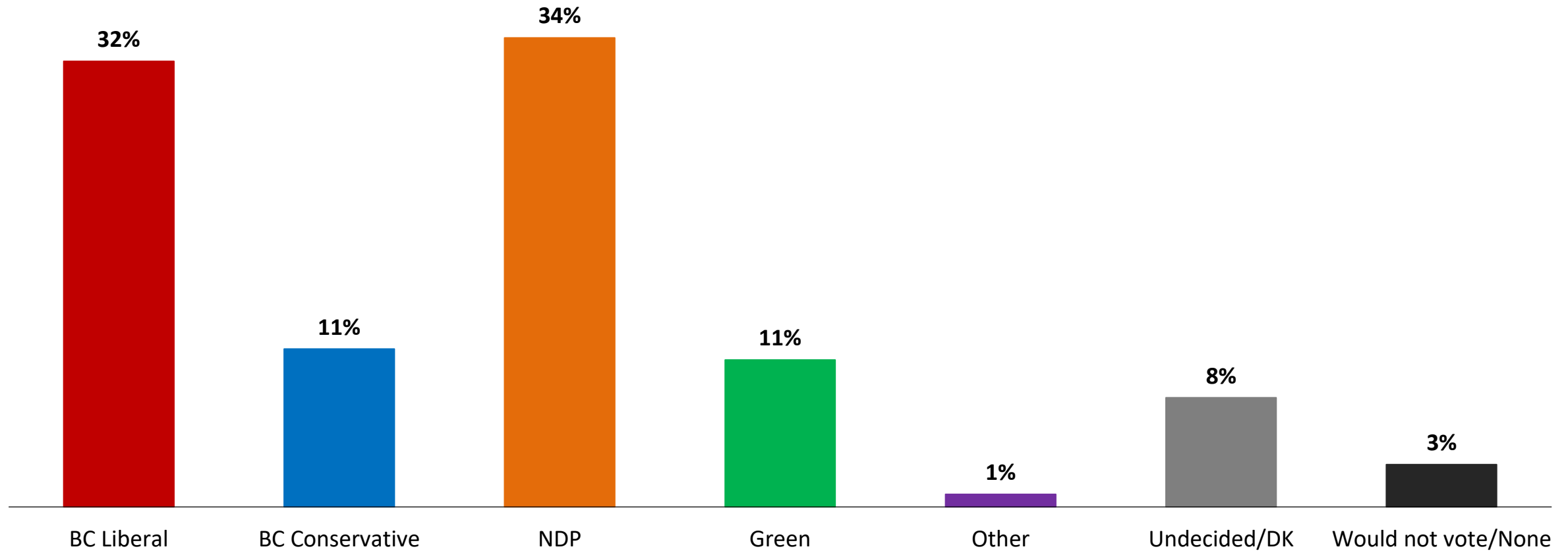
When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: The NDP (34%) are roughly tied with the BC Liberals (32%) on combined vote



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]

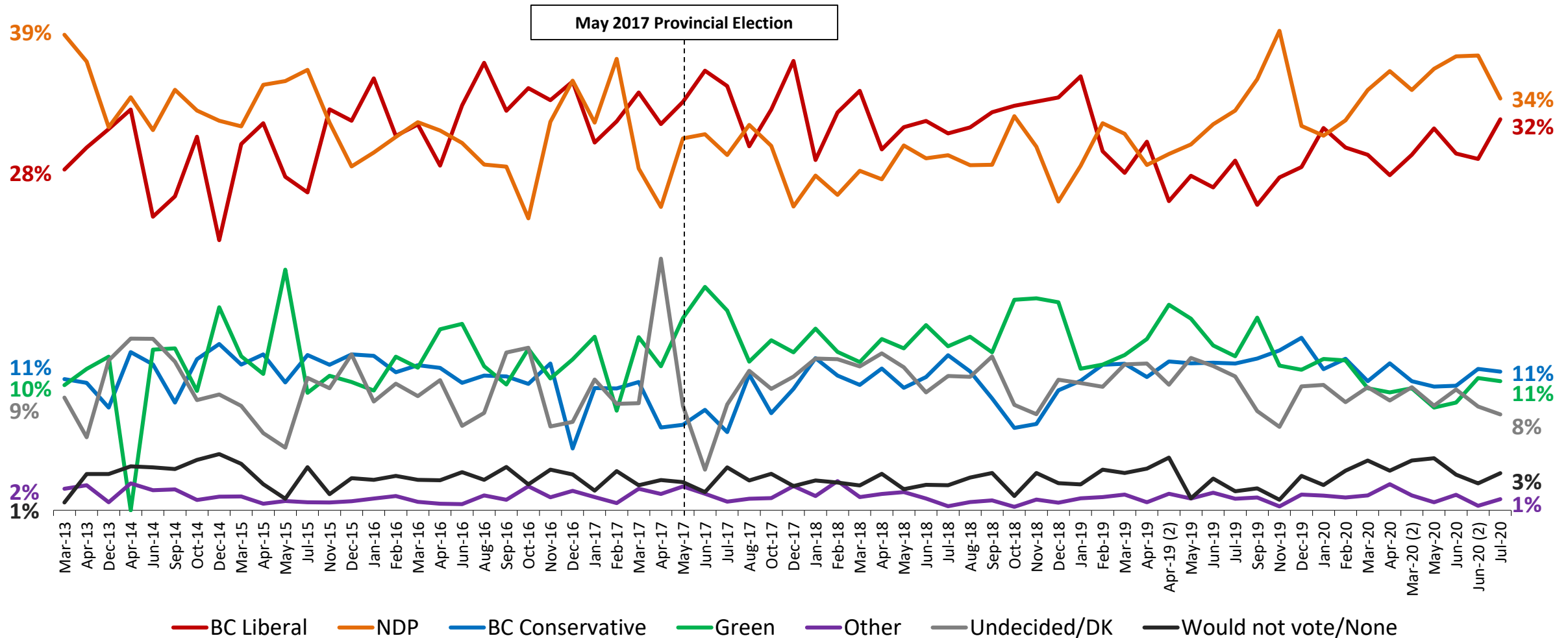


Provincial Vote Tracking: After a slight gain for the BC Liberals and loss for the NDP month-to-month, the race between the two is now tight



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]

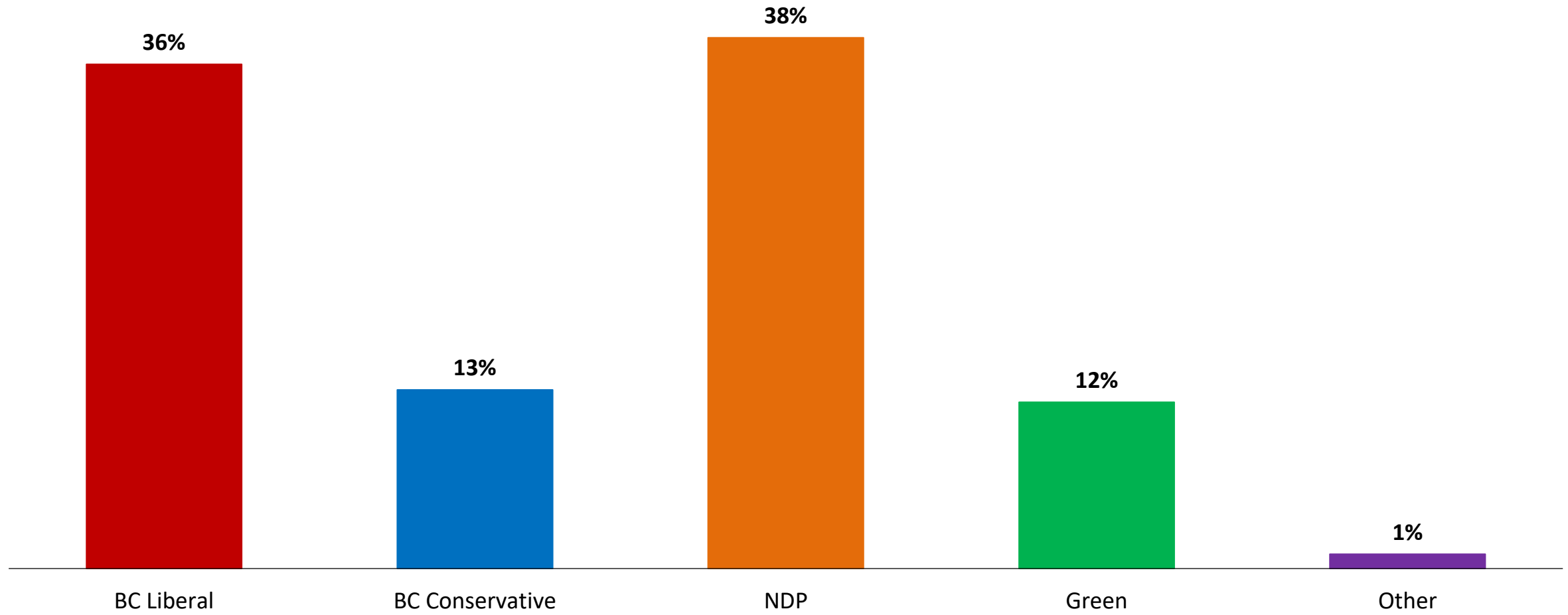


Provincial Decided Vote: The NDP and BC Liberals are also in a tight race among decided



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=267]

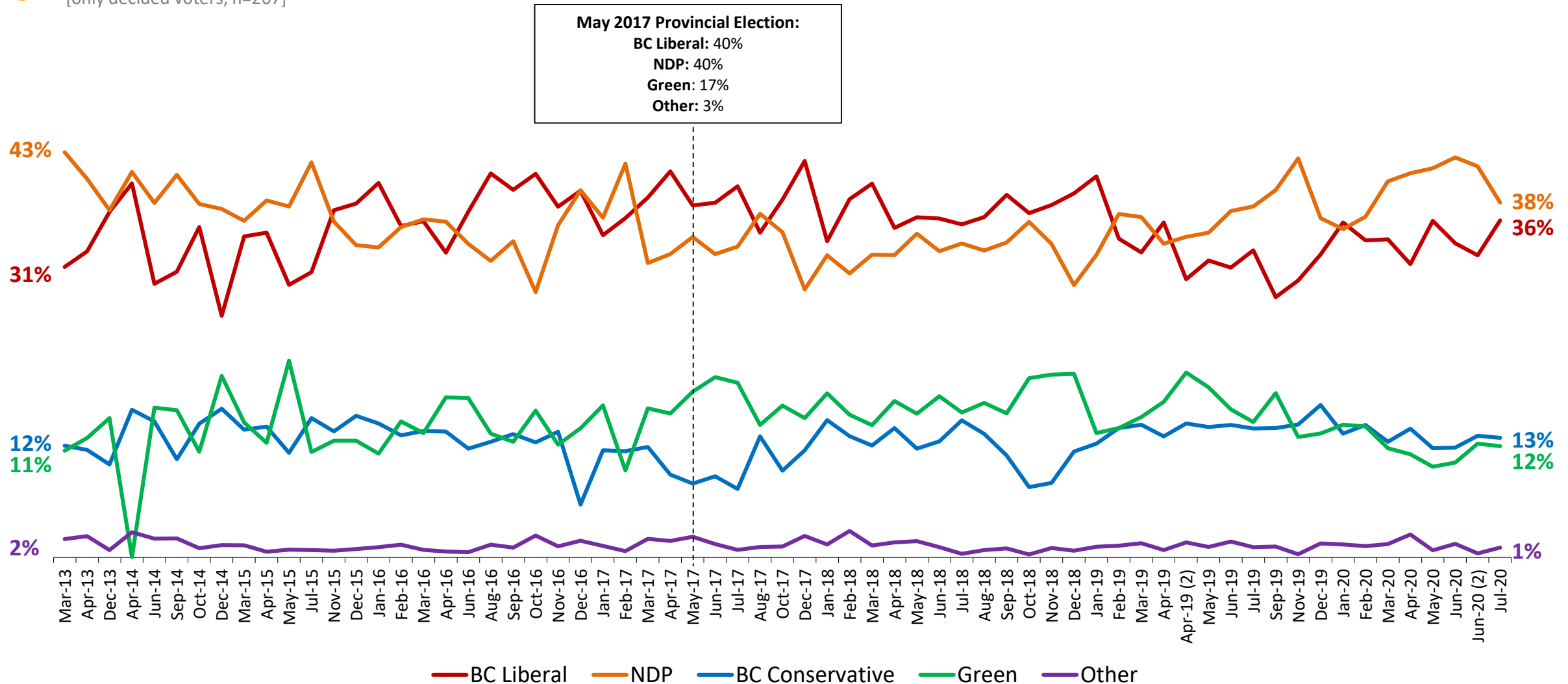


Provincial Decided Vote Tracking: Despite Horgan's strong favourability³⁷ numbers, the NDP no longer have a lead over the BC Liberals



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=267]



Decided Vote by Region: The BC Liberals and NDP are neck-and-neck in the LM & FV while BC Libs lead in Interior/North and NDP in Van. Island

Decided vote by Region

		Region		
		Lower Mainland and Fraser Valley	Vancouver Island and Sunshine Coast	Interior and North
		(N=160)	(N=55)	(N=53)
Decided Vote	BC Liberal	37%	22%	47%
	BC Conservative	15%	4%	16%
	NDP	38%	51%	25%
	Green	9%	22%	11%
	Other	1%	2%	2%

Decided Vote by Value Cluster: Among the largest group, Business Liberals, the BC Liberal party has a slight edge over the NDP in vote

Decided vote by Value Cluster

Decided Vote	Value Clusters					
	Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates*	Core Left
	(N=34)	(N=31)	(N=70)	(N=37)	(N=25)	(N=70)
BC Liberal	64%	58%	39%	38%	27%	13%
BC Conservative	19%	19%	17%	10%	24%	0%
NDP	13%	18%	32%	35%	38%	67%
Green	3%	4%	11%	18%	8%	20%
Other	1%	1%	1%	0%	2%	1%

Decided Vote by Economic Gap: The BC Liberals have a clear lead among Achievers while the NDP does among Ambivalent and Alienated

Decided vote by Economic Gap Segmentation

Federal Decided Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=86)	(N=64)	(N=55)	(N=61)
BC Liberal	47%	36%	32%	24%
BC Conservative	15%	18%	8%	10%
NDP	31%	32%	43%	50%
Green	6%	13%	16%	15%
Other	1%	2%	1%	1%

Decided Vote by Time for Change: Those who are Soft anti-BC NDP or Hostile are most likely to say they'd vote for the BC Liberals ⁴¹

Decided vote by Time for a Change Segmentation

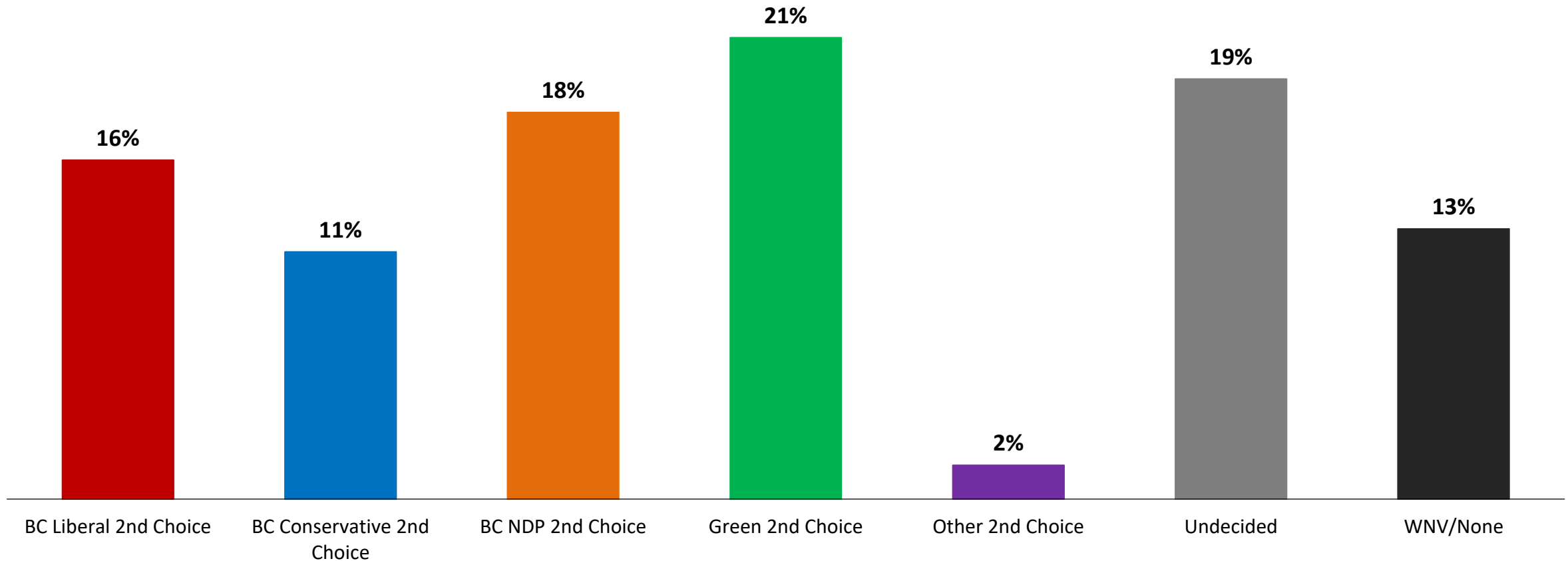
Decided Vote	Time for Change					
	Core BC NDP	Soft BC NDP	Time for a change BC NDP*	Uncertain	Soft anti-BC NDP	Hostile*
	(N=86)	(N=32)	(N=18)	(N=33)	(N=71)	(N=28)
BC Liberal	4%	41%	45%	58%	49%	67%
BC Conservative	1%	5%	20%	8%	26%	27%
NDP	85%	46%	35%	8%	7%	0%
Green	9%	6%	0%	23%	18%	6%
Other	2%	1%	0%	2%	0%	0%

Provincial 2nd Choice: The top provincial 2nd choice goes to the BC Greens (21%) followed by the NDP (18%) and BC Liberals (16%)



And which party would be your second choice?

[only decided voters; n=267]



Provincial 2nd Choice: The top 2nd choice of BC Liberals is the BC Conservative Party

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

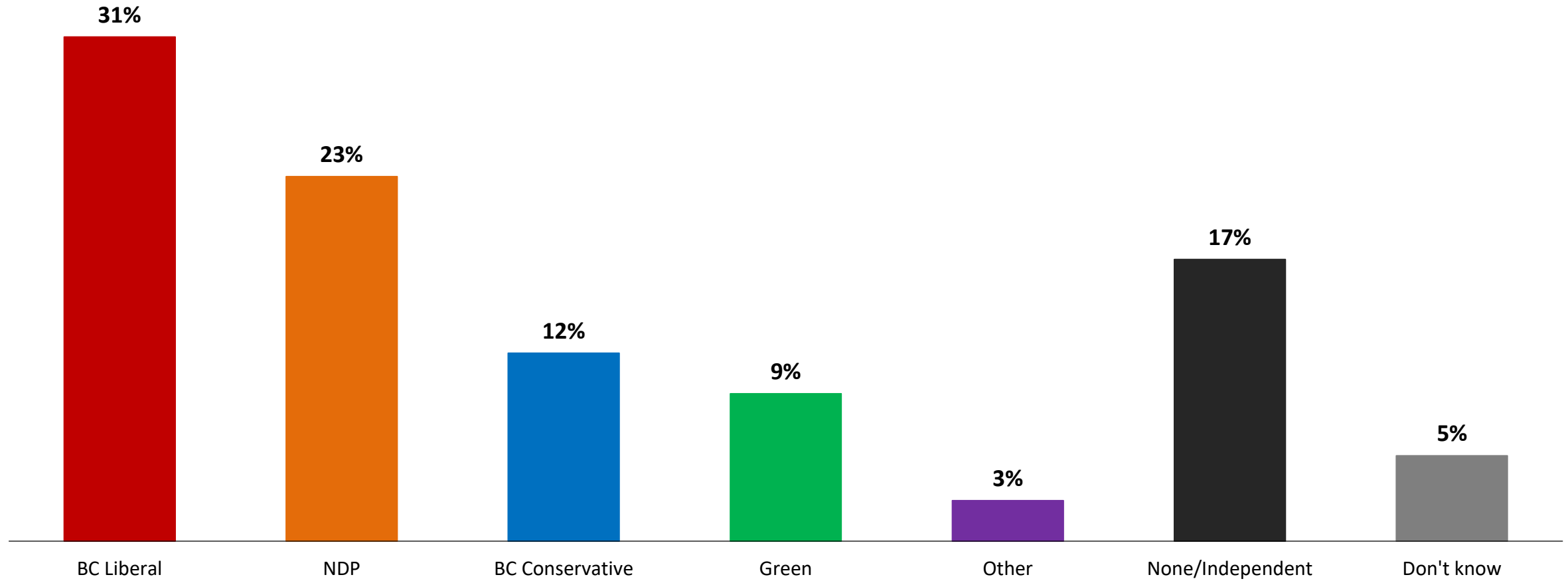
		First Choice			
		BC Liberal 1st Choice	BC Conservative 1st Choice	NDP 1st Choice	Green 1st Choice
		(N=97)	(N=34)	(N=102)	(N=32)
Second Choice	BC Liberal 2nd Choice		34%	25%	12%
	BC Conservative 2nd Choice	28%		2%	5%
	BC NDP 2nd Choice	22%	19%		62%
	Green 2nd Choice	15%	9%	39%	
	Other 2nd Choice	2%	1%	1%	3%
	Undecided	17%	20%	23%	14%
	WNV/None	15%	17%	11%	4%

Provincial Party ID: A plurality (31%) identify as BC Liberal partisans followed by NDP (23%)



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

[asked of all respondents; n=300]



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 NDP partisans are the most loyal, with nearly 9-in-10 (88%) saying they would vote 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	78%	3%	13%	18%	15%
	NDP	15%	88%	11%	12%	29%
	BC Conservative	2%	1%	75%	6%	5%
	Green	2%	4%	0%	57%	10%
	Other	0%	0%	1%	3%	2%
	Undecided/DK	2%	3%	0%	5%	26%
	Would not vote/None	0%	0%	0%	0%	13%

Reopening

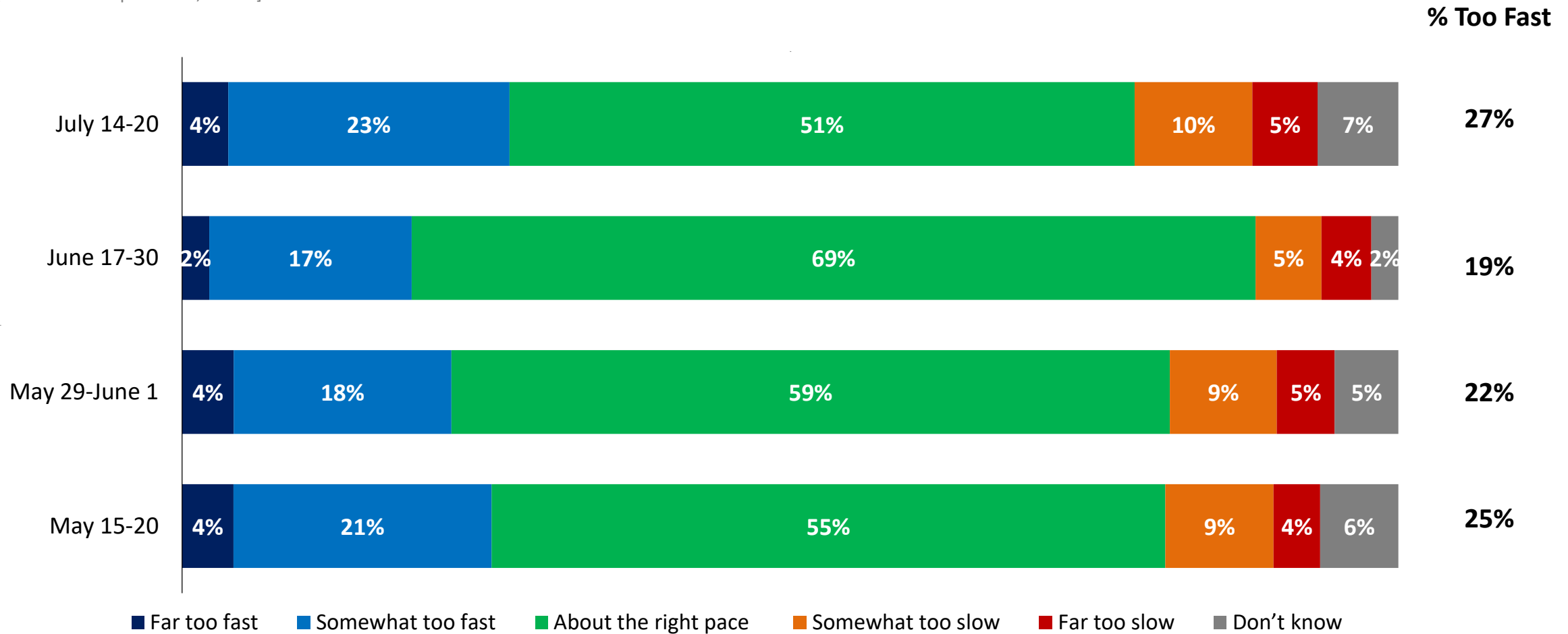
While a majority still agree that the BC government is easing restrictions at the right pace, both the share who say too fast and the share who say too slow is up since mid-June.

Easing Restrictions: The share of respondents who think the BC government is reopening too fast is up since mid-June



Now, thinking about the steps the **provincial** government in BC has taken so far to ease restrictions on businesses and social contacts, do you think the provincial government has gone too fast, has gone too slow, or has gone about the right pace?

[asked of all respondents; n=300]



Methodology

Survey Methodology

These are the results of an online survey conducted between July 14th and July 20th, 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=441 British Columbia residents, 18 years or older. The results are weighted to n=300 based on Census data from Statistics Canada.

Field Dates: July 14th to July 20th, 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 (%)
Men 18-34	28	6.3%	40	13.4%
Men 35-54	49	11.1%	48	16.1%
Men 55+	144	32.7%	57	19%
Women 18-34	50	11.3%	40	13.2%
Women 35-54	66	15%	51	17.2%
Women 55+	104	23.6%	63	21.1%
Lower Mainland and Fraser Valley	250	56.7%	178	59.3%
Vancouver Island and Sunshine Coast	101	22.9%	57	19.1%
Interior and North	90	20.4%	65	21.7%

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