



Canada This Month

British Columbia Budget

Public Opinion Research
Release Date: March 13, 2023
Field Dates: February 23 to March 3, 2023

Key Findings

1

Most British Columbians are not aware of the budget.

Only 3-in-10 (32%) have read, seen or heard (RSH) anything about the budget. While this is up 4 points since last year, it is still on the low end compared to past tracking. When asked whether what they RSH made British Columbians more or less favourable towards their provincial government, a plurality said it made no difference, and net favourability is at ± 0 .

2

Net satisfaction is down 20 compared to since last year.

Among those aware of the budget, satisfaction is down to -11% this year, the lowest since 2017. More than half (52%) are at least somewhat dissatisfied, and 1-in-4 (25%) are very dissatisfied.

3

Overall, British Columbians have a negative outlook on how this budget will impact their province.

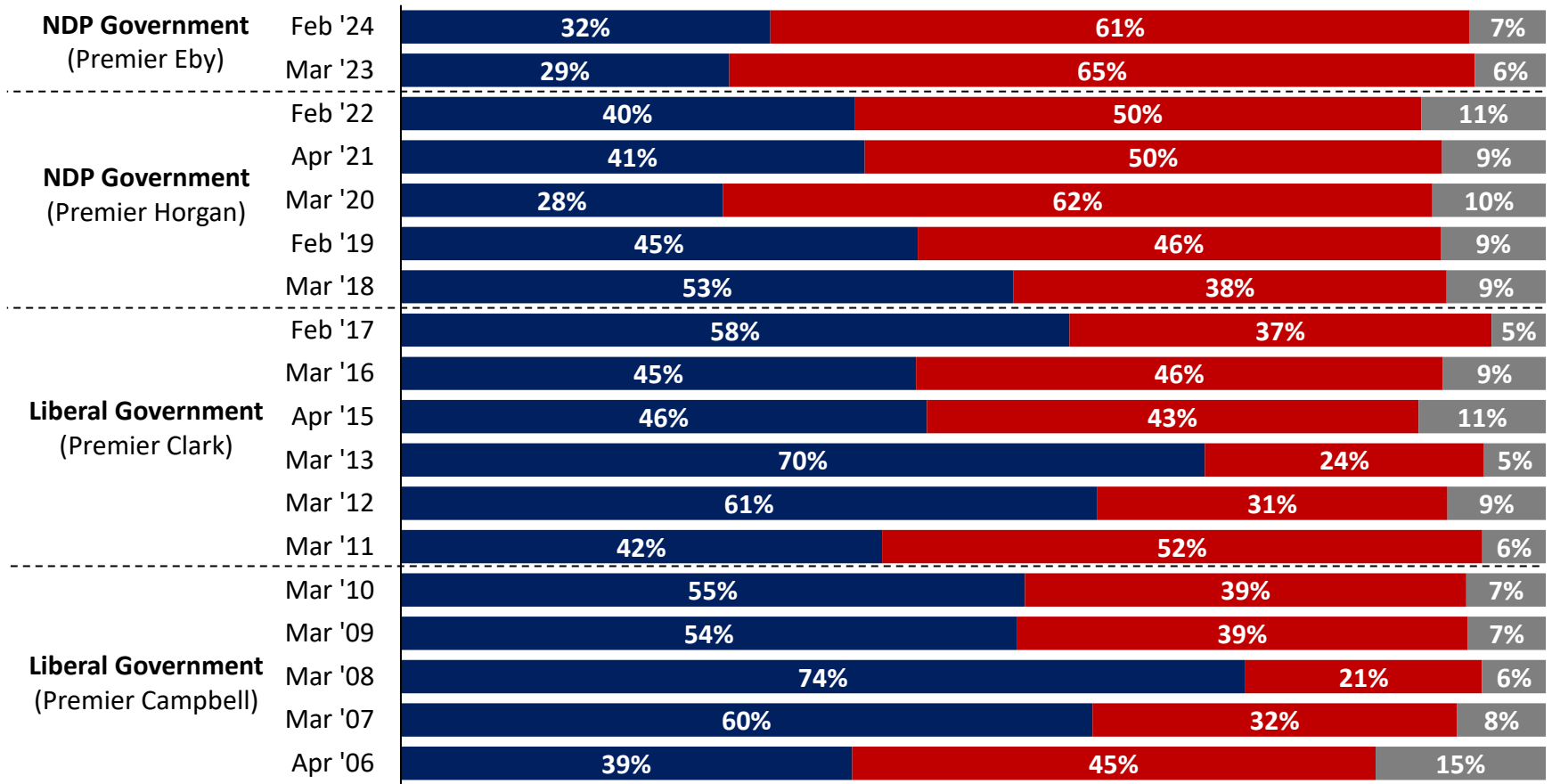
More British Columbians think the 2024 budget will have a negative personal and economic impact, will lead to higher unemployment, more taxes and user fees, and will leave education worse off. The only measure with a positive net score is impact on the health care system; however, at only +5%, net better off is down 25 points from last year.

Reaction to the 2023 Budget

RSH Budget: Only 3-in-10 (32%) have RSH anything about the provincial budget, up 4 points since last year; highest among BCU identifiers (49%)



Have you read, seen or heard anything about the recent provincial budget that was presented in the Legislature on February 22nd, 2024?
[asked of all respondents, n=400]

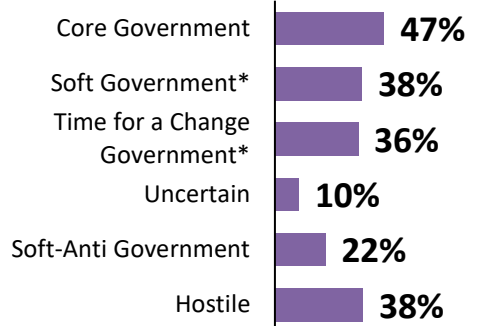


■ Yes ■ No ■ Don't know

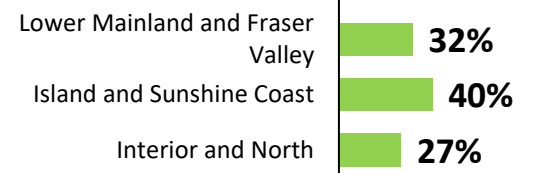
Segmentation

Those who say 'yes'

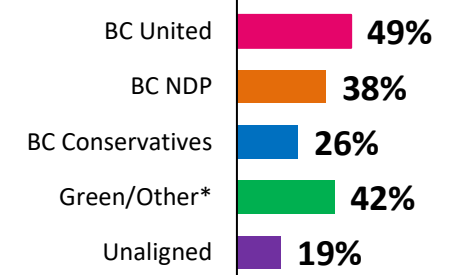
Time for Change



Region



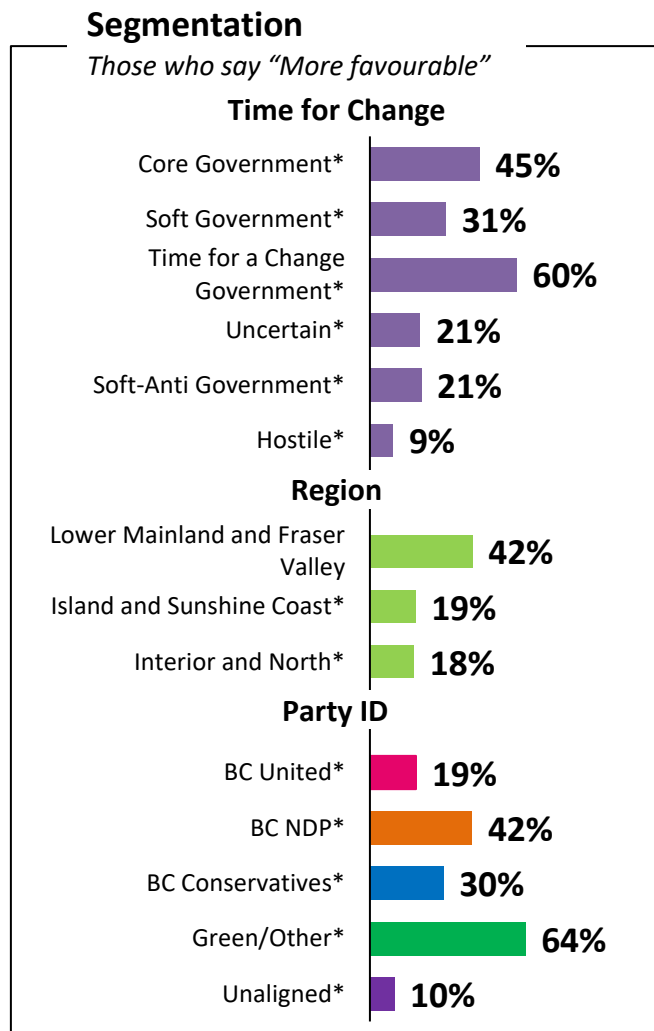
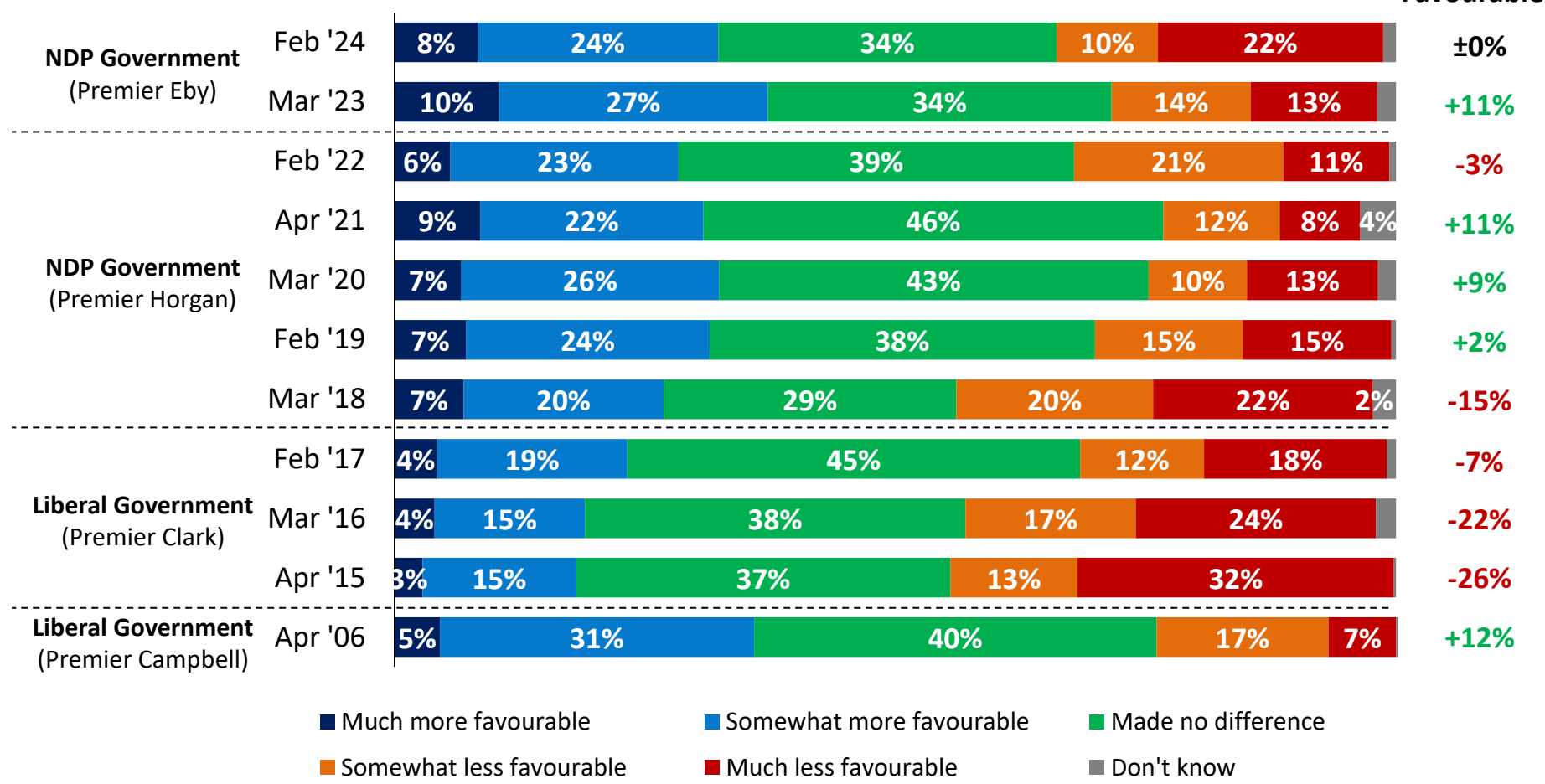
Party ID



*Note: This indicates an n-size of less than 50. Please treat results with caution.

RSH Favourability: 34% say what they read, saw, or heard about the budget made no difference, with net favourability down 11 points to ±0

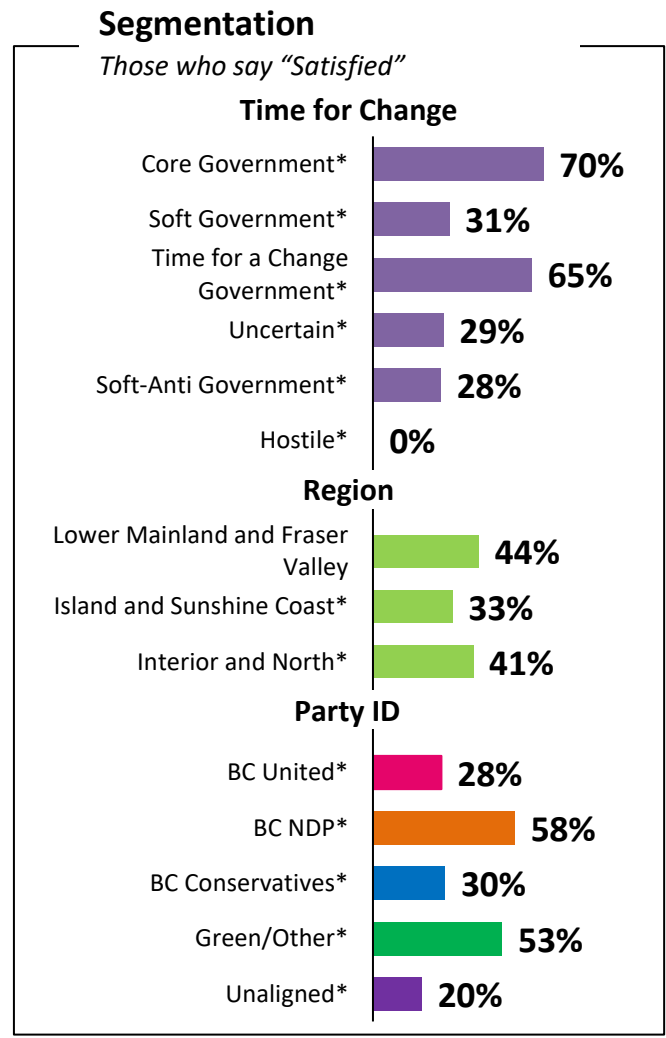
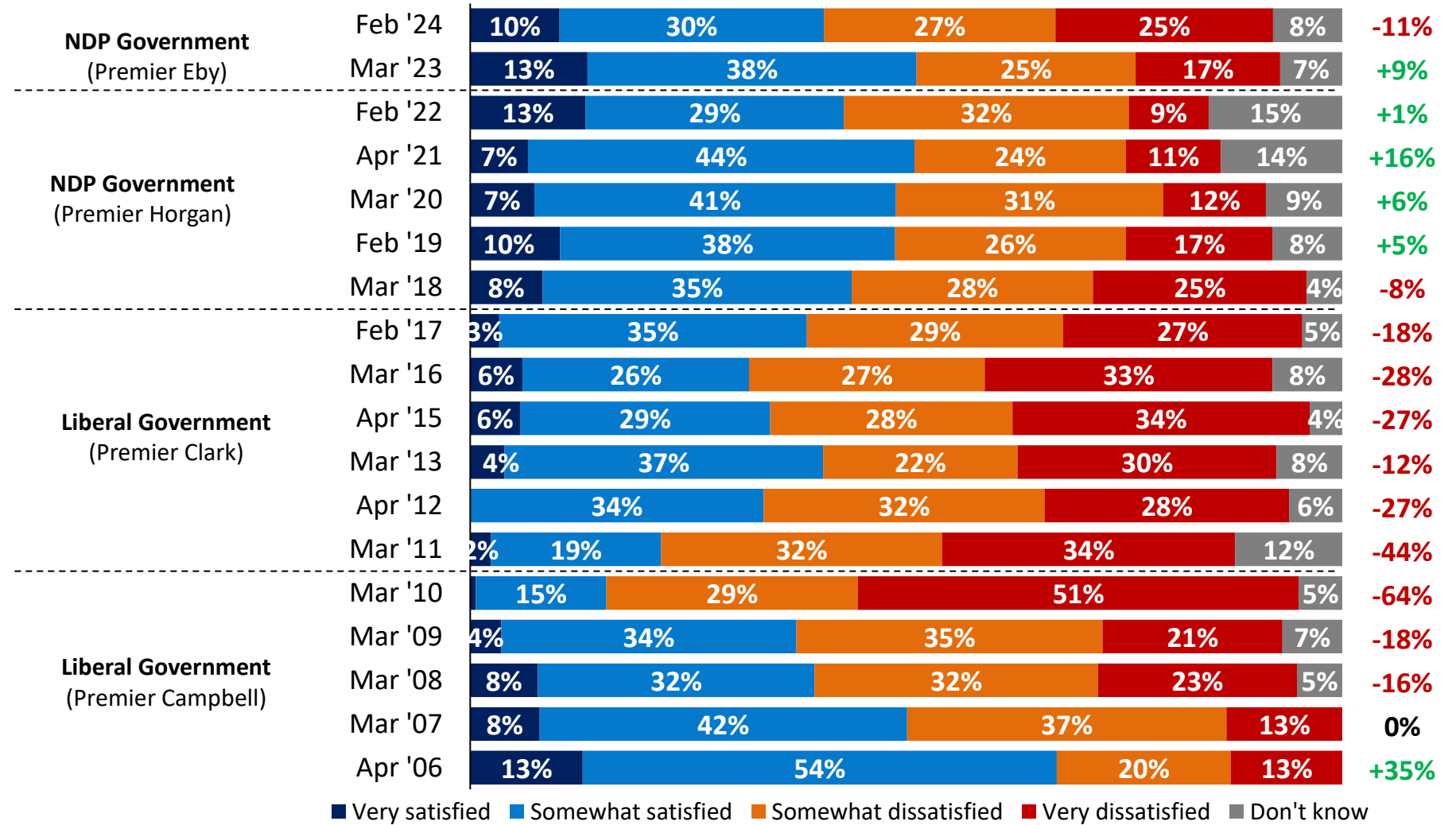
Q Did it leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the provincial BC NDP government?
 [asked of respondents who have RSH about budget, n=129]



*Note: This indicates an n-size of less than 50. Please treat results with caution.
 Note: Starting in 2018, the question is asked about the BC NDP government. Prior to that, the question was asked about the BC Liberal government; 'Don't know' not given as an option in Apr '06.

General Satisfaction: Net satisfaction is down 20 pts compared to last year; satisfaction among those hostile to the NDP government is at 0%

Q In general, how satisfied are you with the provincial budget?
 [asked of respondents who have RSH about budget, n=129]

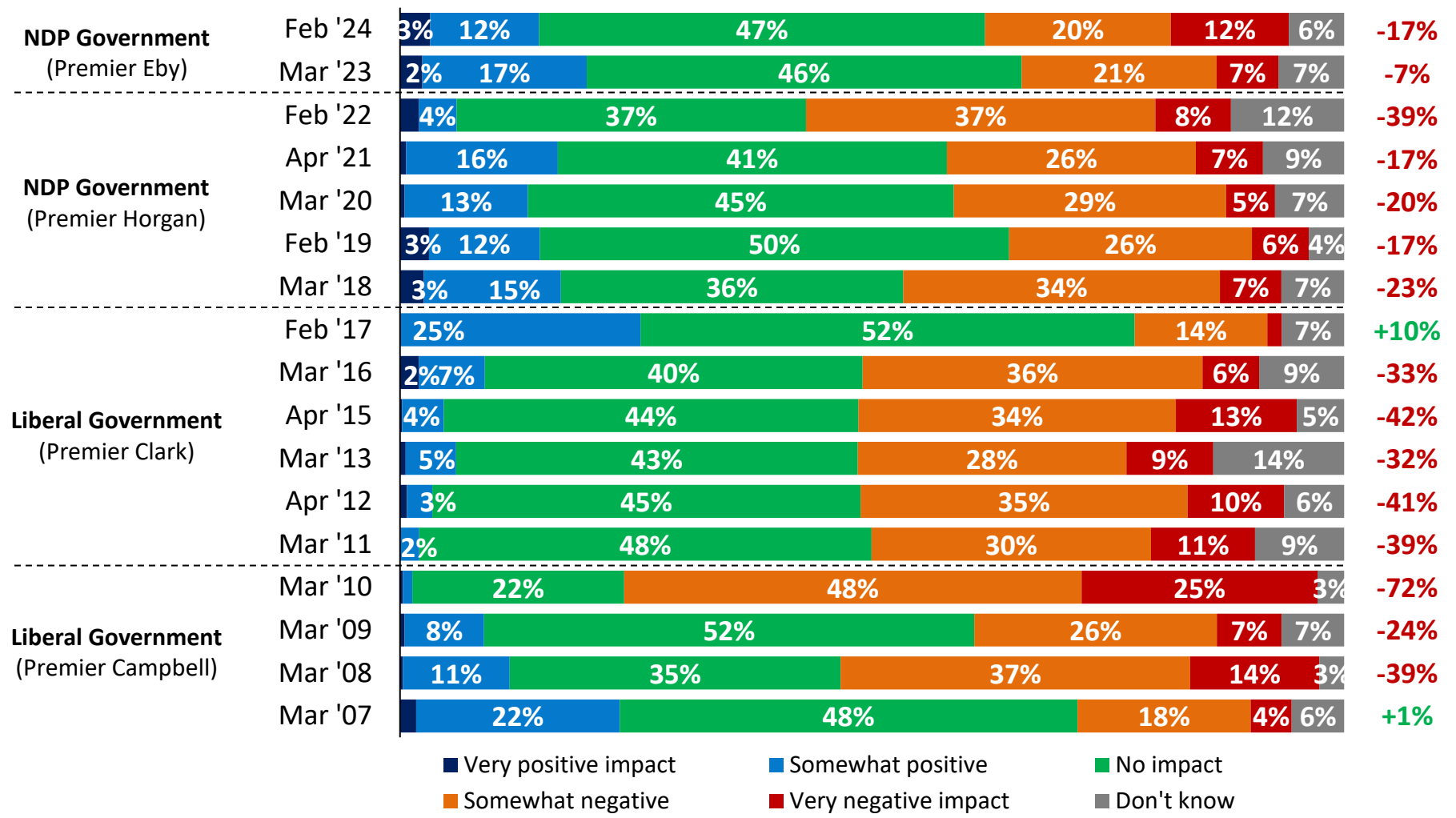


*Note: This indicates an n-size of less than 50. Please treat results with caution.
 Note: "Don't know" is not provided as an option in Apr '06 and May '07.

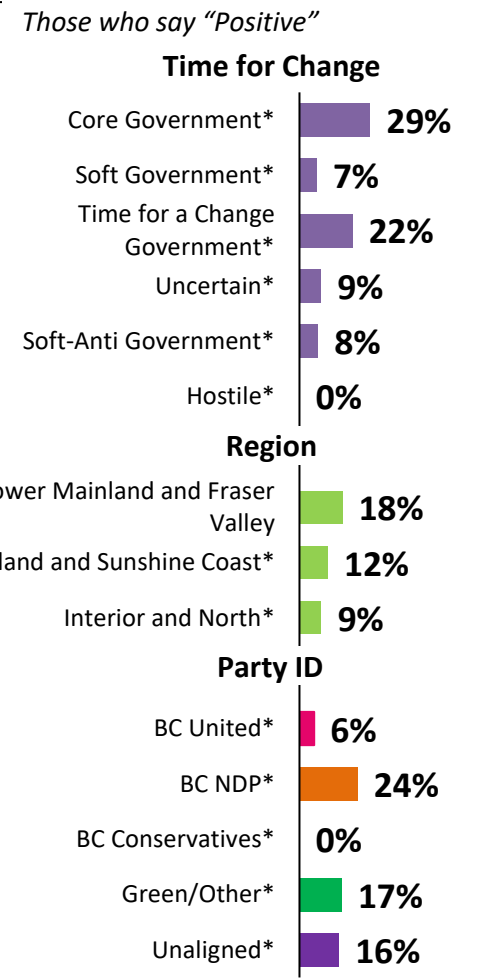
Personal Impact: British Columbians more likely to say the new budget will affect them negatively; Core Government most likely to say positive



How do you think the new budget will impact your own personal situation?
[asked of respondents who have RSH about budget, n=129]



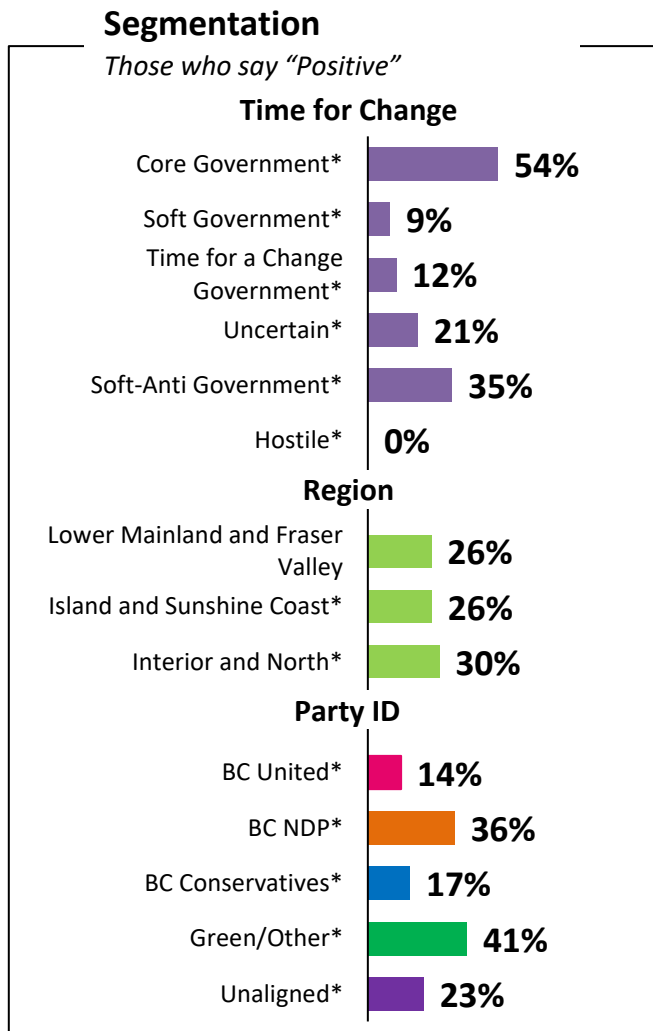
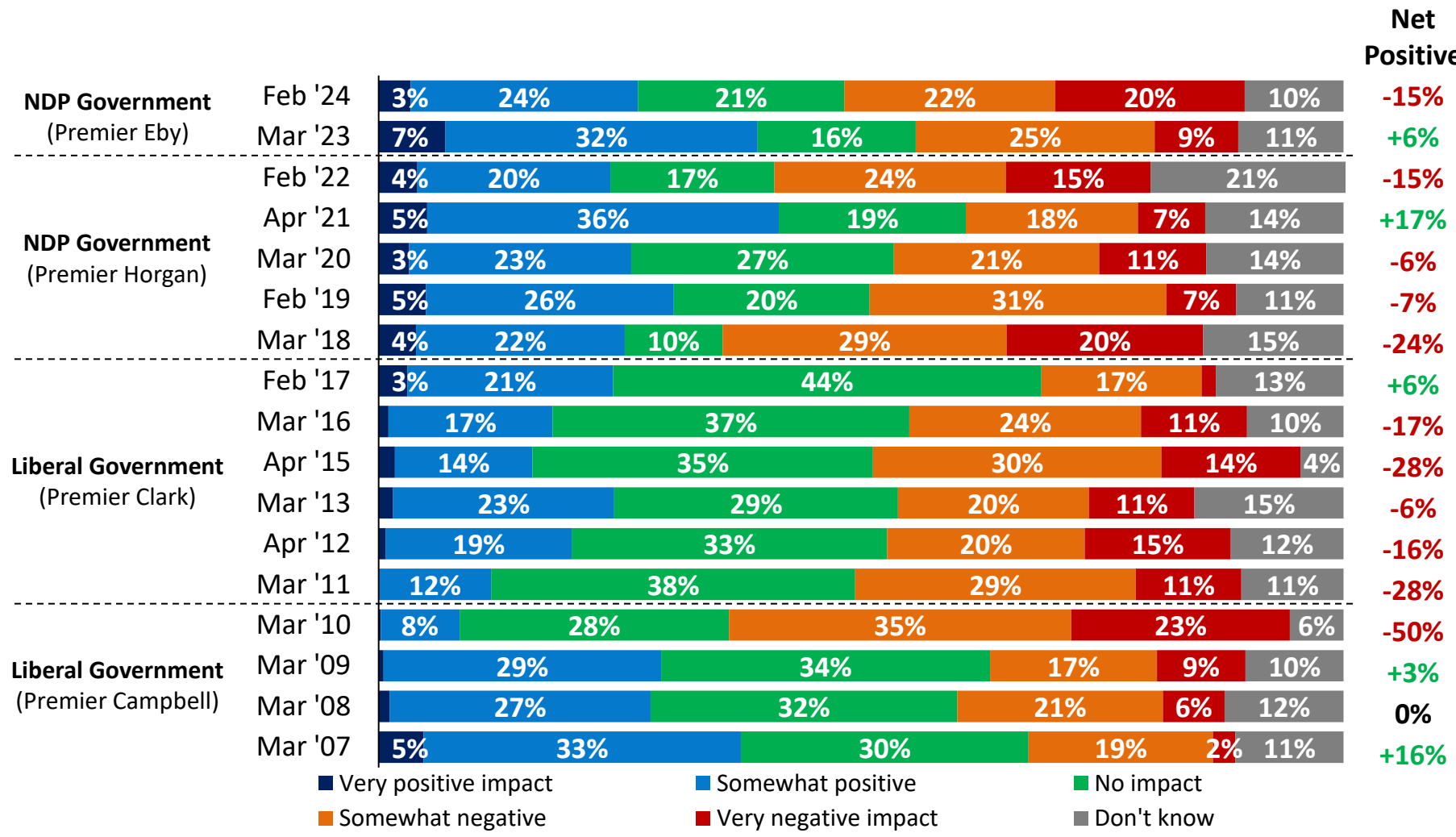
Segmentation



*Note: This indicates an n-size of less than 50. Please treat results with caution.

Economic Impact: With a net score of -15%, more think the budget will have a negative impact; net positivity is down 20 points from last year

Q Do you think the budget will have a positive or negative impact on the economy?
 [asked of respondents who have RSH about budget, n=129]



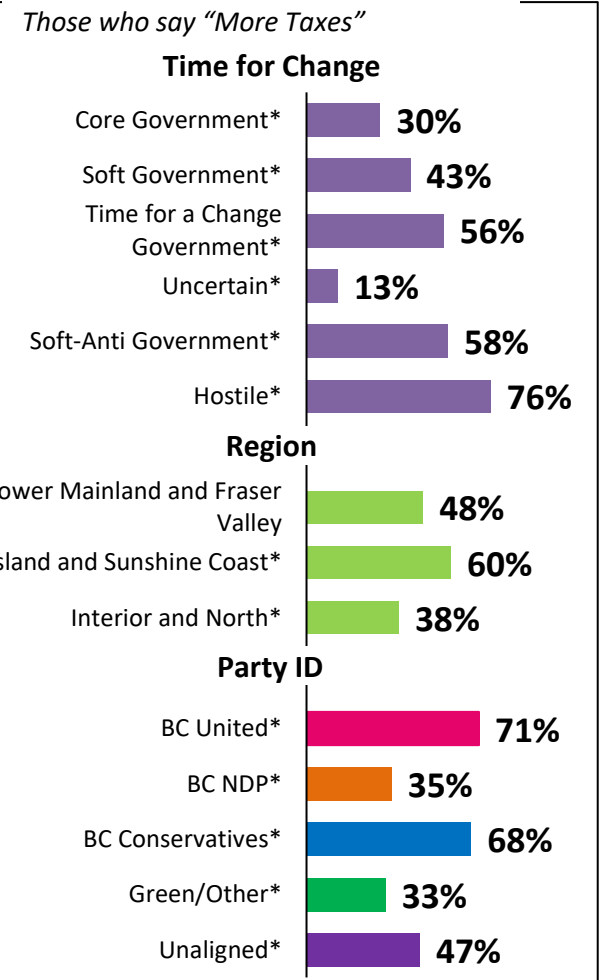
*Note: This indicates an n-size of less than 50. Please treat results with caution.

Tax Impact: Just under half (49%) think the budget will result in paying more taxes, lowest since 2020; 31% think it will make no difference

Q Do you think the budget will result in your paying more taxes, less taxes, or will it make no difference?
 [asked of respondents who have RSH about budget, n=129]



Segmentation



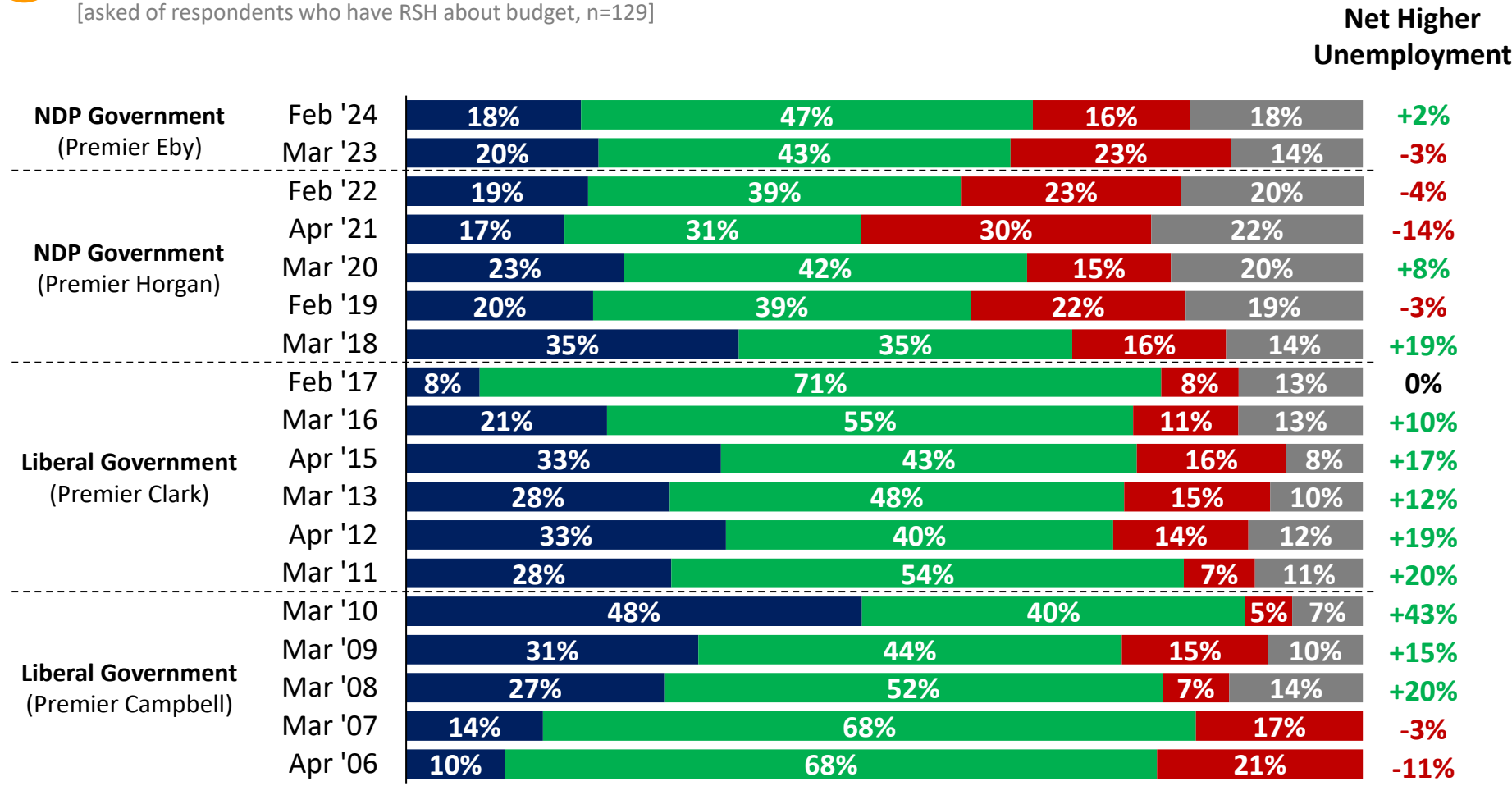
*Note: This indicates an n-size of less than 50. Please treat results with caution.
 Note: "Don't know" is not provided as an option in Apr '06 and May '07.

Jobs Impact: Close to half (47%) think it won't impact unemployment; however, those who do are slightly more likely to think it will be higher



Do you think the budget will result in higher levels of unemployment, lower levels of unemployment or will it make no difference?

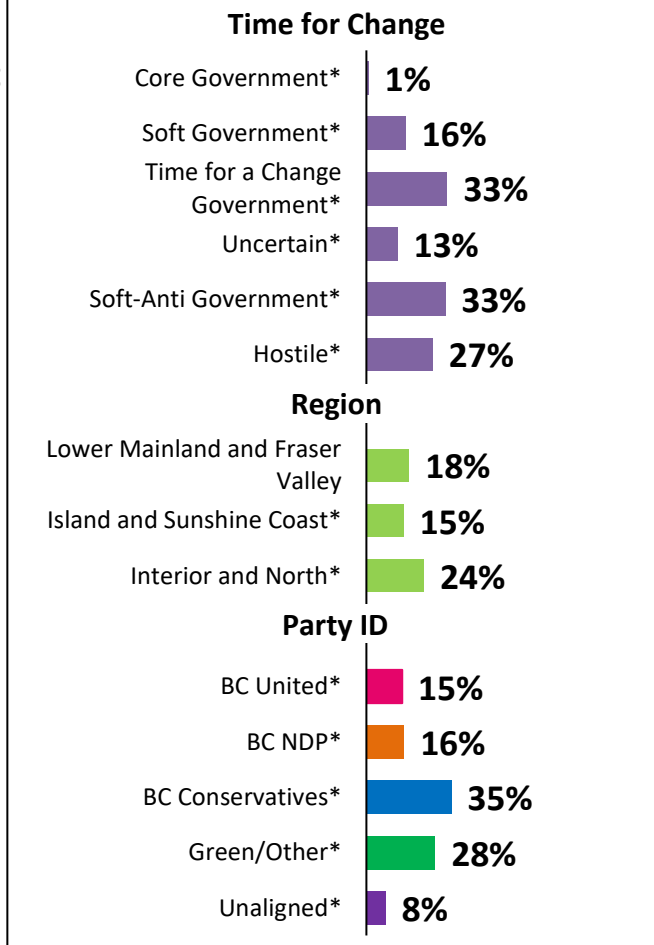
[asked of respondents who have RSH about budget, n=129]



■ Higher unemployment ■ No difference ■ Lower unemployment ■ Don't know

Segmentation

Those who say "Higher levels"



*Note: This indicates an n-size of less than 50. Please treat results with caution.

Note: "Don't know" is not provided as an option in Apr '06 and May '07.

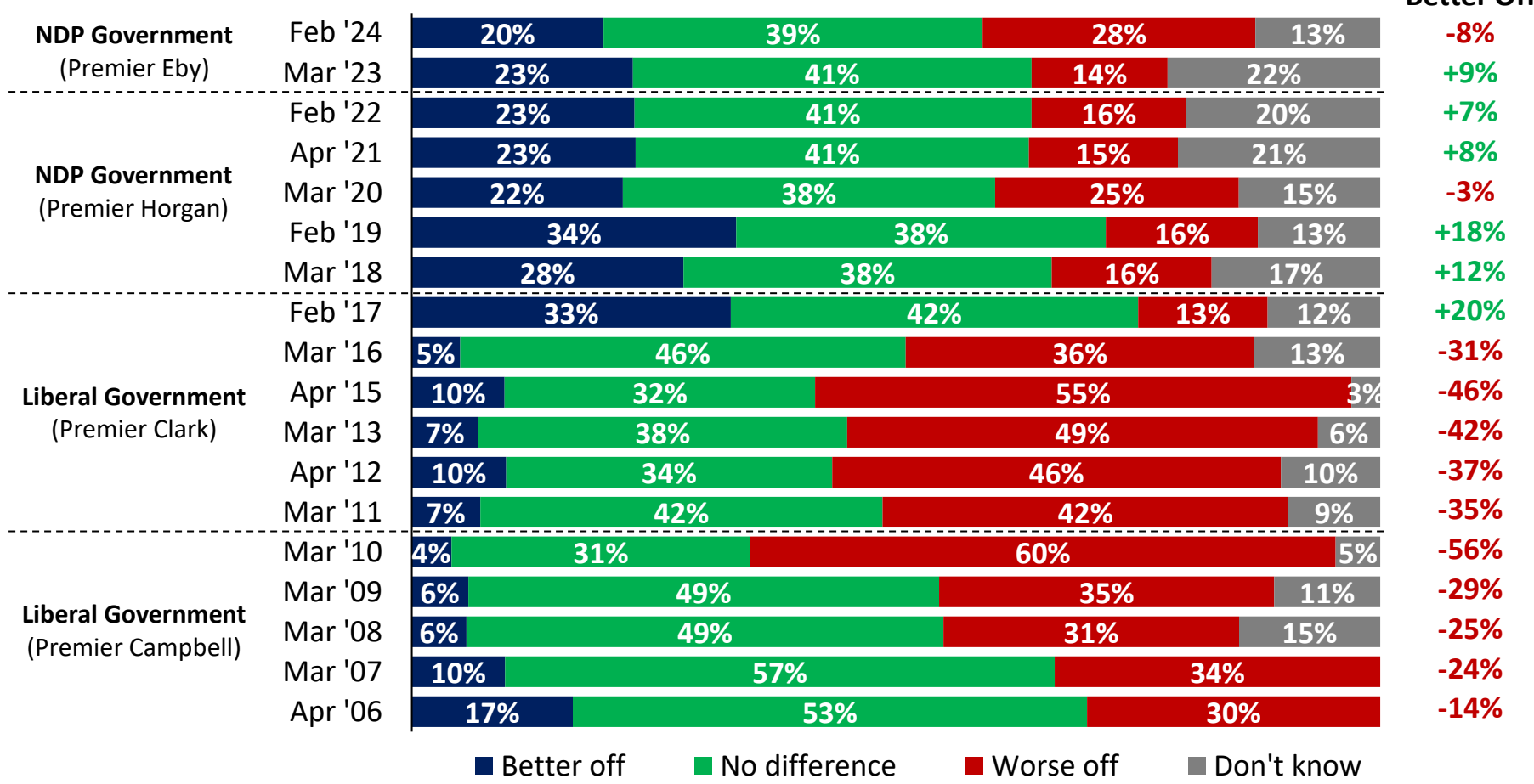


Education Impact: Net score on leaving education better off is down 17¹¹ points this year, with 28% thinking the system will be worse off



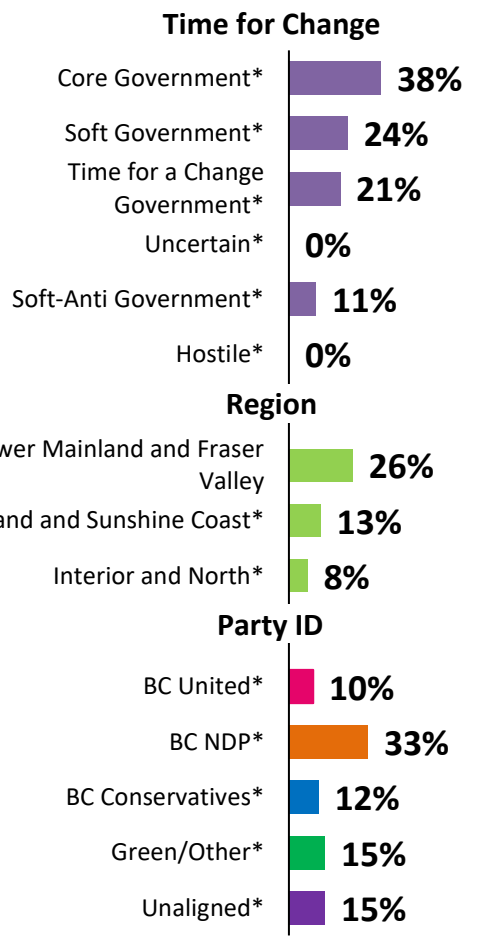
Do you think the budget will leave your province's education system better off, worse off or will it make no difference?

[asked of respondents who have RSH about budget, n=129]



Segmentation

Those who say "Better off"



*Note: This indicates an n-size of less than 50. Please treat results with caution.
 Note: "Don't know" is not provided as an option in Apr '06 and May '07.

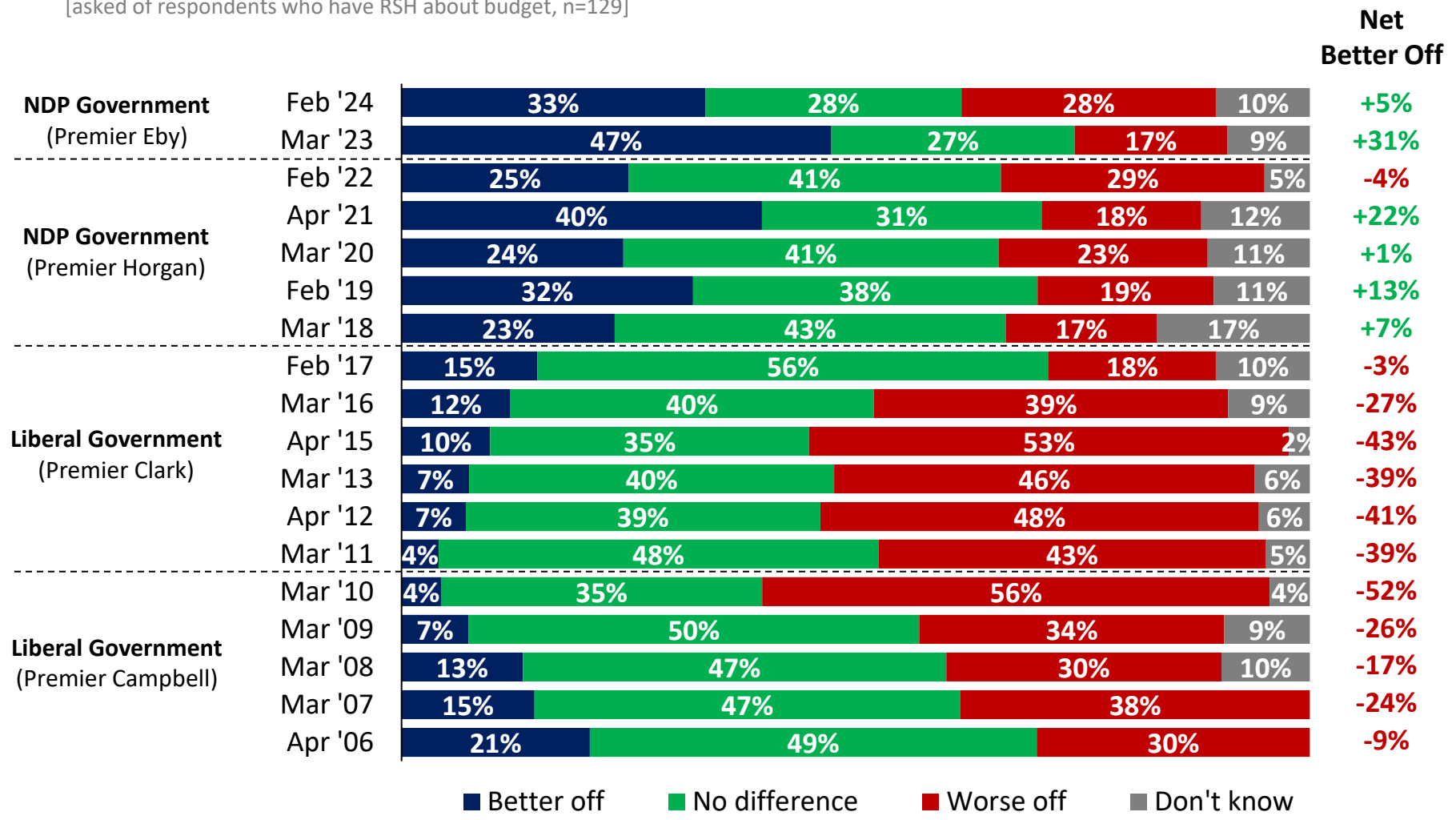


Healthcare Impact: While still slightly more likely to think the health care system will be better off, net better is down 25 points since 2023



Do you think the budget will leave your province's health care system better off, worse off or will it make no difference?

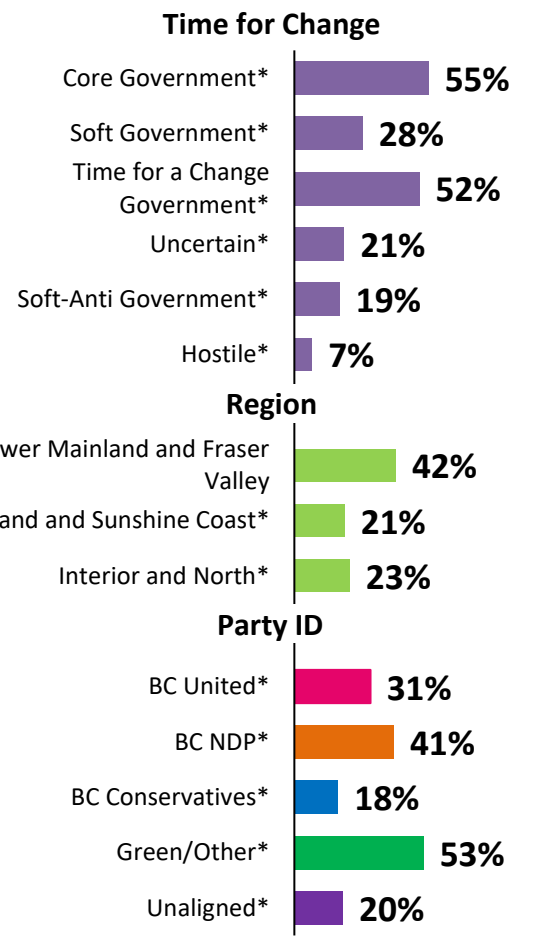
[asked of respondents who have RSH about budget, n=129]



■ Better off ■ No difference ■ Worse off ■ Don't know

Segmentation

Those who say "Better off"



*Note: This indicates an n-size of less than 50. Please treat results with caution.

Note: "Don't know" is not provided as an option in Apr '06 and May '07.

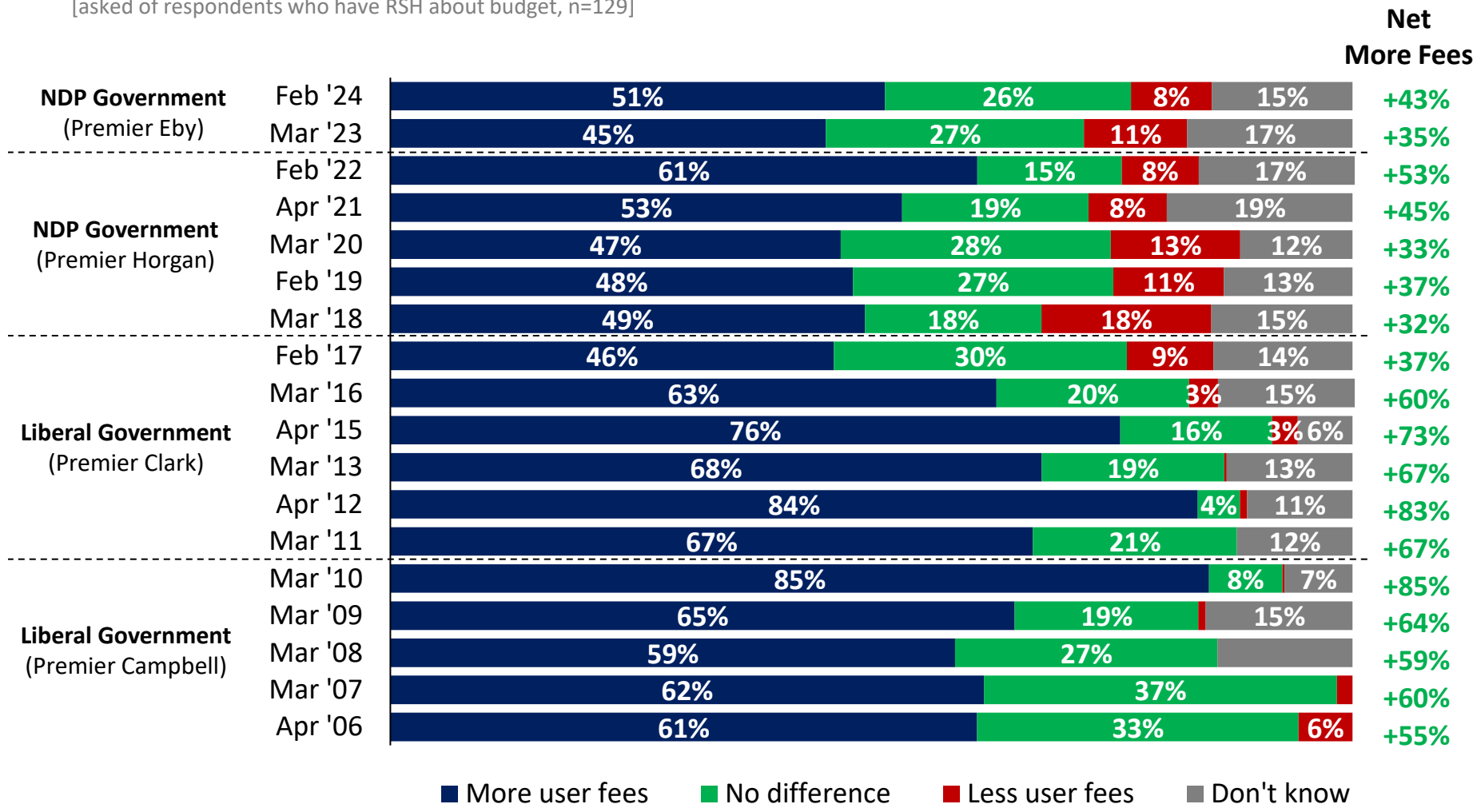


User Fees Impact: Share of those who say that the budget will result in paying more user fees is up this year to a net of +43%



Do you think the budget will result in you paying more user fees for government services, less user fees for government services, or will it make no difference?

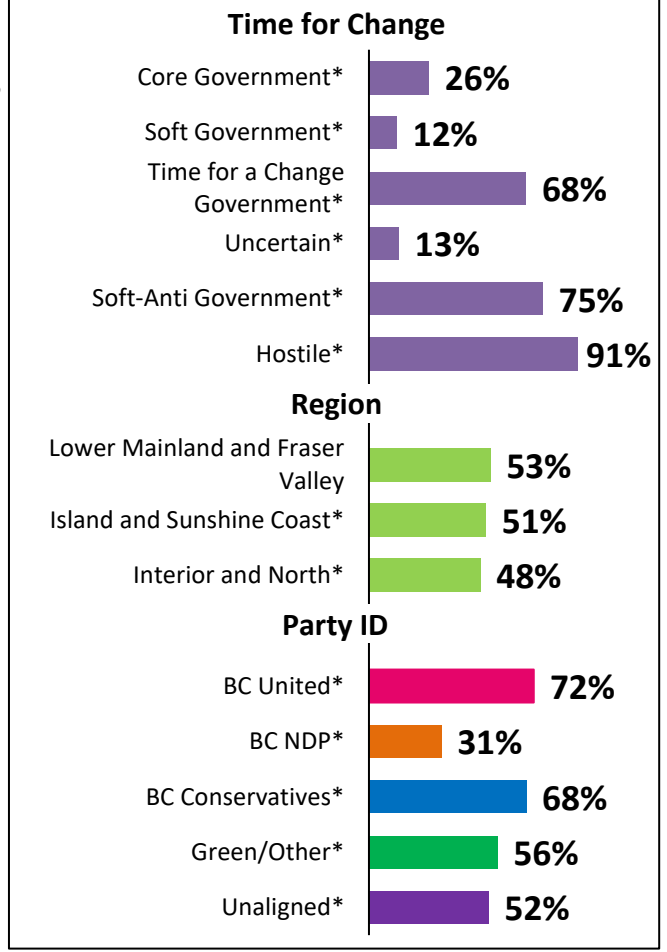
[asked of respondents who have RSH about budget, n=129]



■ More user fees ■ No difference ■ Less user fees ■ Don't know

Segmentation

Those who say "More fees"



*Note: This indicates an n-size of less than 50. Please treat results with caution.

Note: "Don't know" is not provided as an option in Apr '06 and May '07.

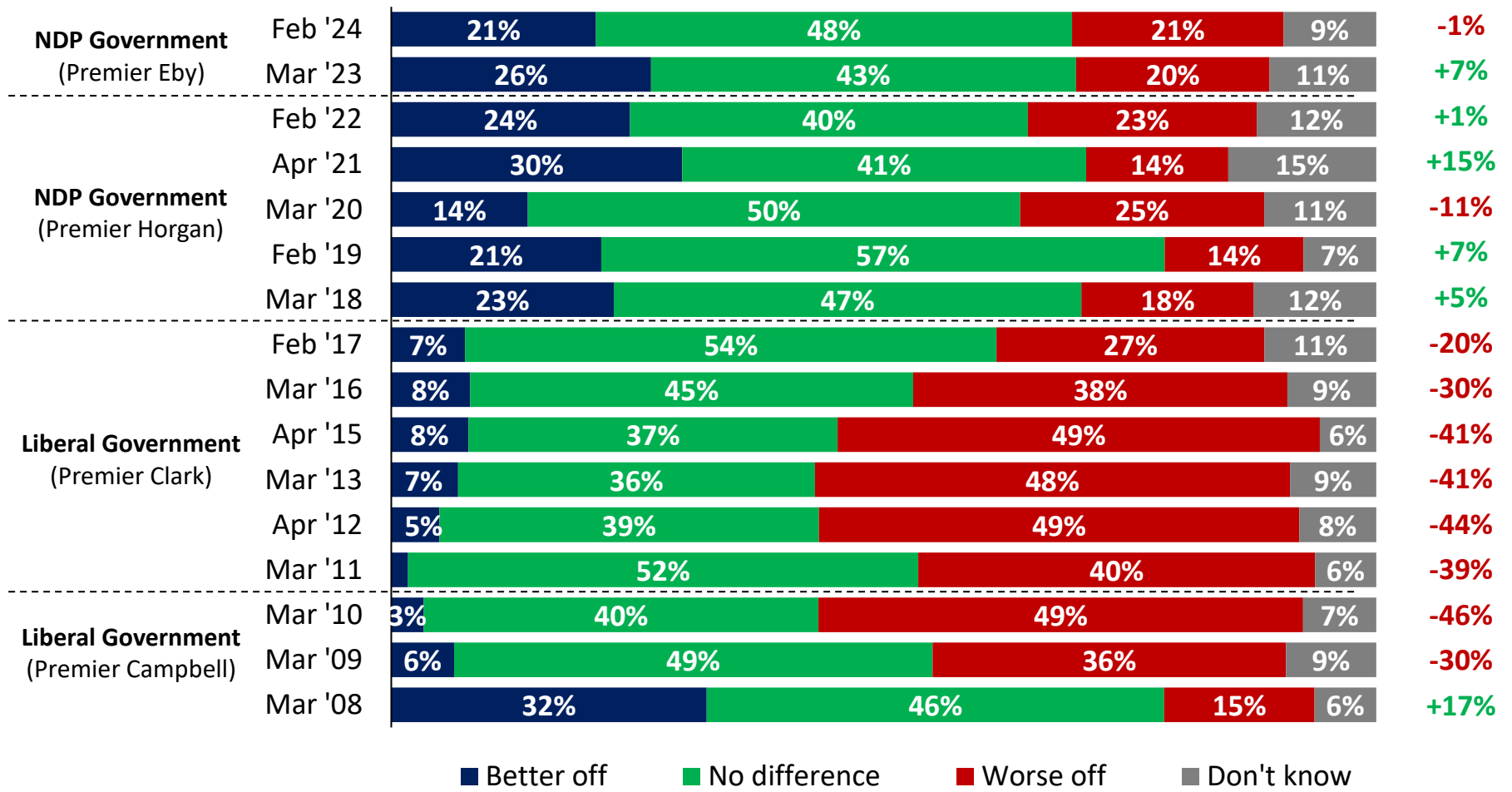


Environment Impact: Similar to the past, a plurality of people feel the budget will make no difference for the environment

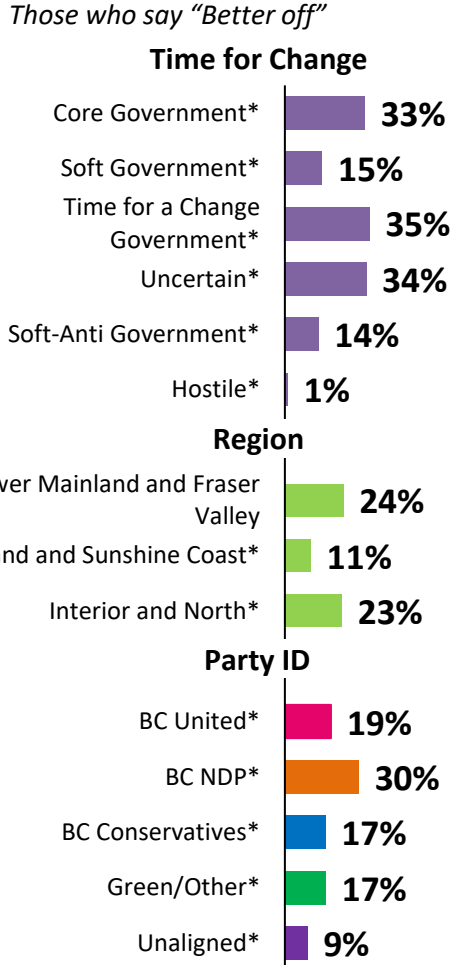


Do you think the budget will leave the environment in your province better off, worse off, or will it make no difference?

[asked of respondents who have RSH about budget, n=129]



Segmentation



*Note: This indicates an n-size of less than 50. Please treat results with caution.

Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface, creating a subtle pattern.

Methodology

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. The survey was conducted among 504 British Columbians, 18 years of age and older, from February 23rd, 2024 to March 3rd, 2024.

The BC sample has been weighted (n=400) by age, gender, region, education, and self-reported federal past vote using the latest available Census data to reflect the actual demographic composition of the population.

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.

BC Weights: Age, gender, and region

Results for BC are weighted by age, gender, region, education, and self-reported federal past vote 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 below.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
M 18-34	41	8.2%	54	13.6%
M 35-54	76	15.1%	62	15.6%
M 55+	130	25.8%	78	19.4%
W 18-34	59	11.7%	53	13.2%
W 35-54	77	15.3%	66	16.4%
W 55+	120	23.9%	87	21.7%
Lower Mainland and Fraser Valley	271	53.8%	237	59.3%
Vancouver Island and Sunshine Coast	121	24.0%	77	19.2%
Interior and North	112	22.2%	86	21.5%



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