

Draft Report

GCPE – BC Government August 2023 Omnibus



DATE: AUGUST 31ST, 2023



Methodology



- Online study with a sample of general population adults 18 years + across BC.
- Quotas were put in place by age and region to minimize weights and ensure sufficient sample sizes for analysis.
- The data was weighted in analysis by age, and region according to 2021 Census figures.
- Fieldwork for **Wave 8**: *July 27 – Aug 10, 2023*.
 - Where applicable results from previous research waves have been incorporated into the report:
 - **Wave 7**: April 10-19, 2023.
 - **Wave 6**: December 1-7, 2022
 - **Wave 5**: August 17-25, 2022
 - **Wave 4**: April 13-24, 2022
 - **Wave 3**: February 17-26, 2022
 - **Wave 2**: November 18-23, 2021
 - **Wave 1**: August 17-21, 2021
- Median survey length for **Wave 8** was 33 minutes.

Sample




Following is the sample for key subgroups with associated margin of error for the total sample 19 times out of 20.

	# of Respondents	Margin of Error
Metro Vancouver	932	±3.21%
Fraser Valley	180	±7.30%
Vancouver Island	366	±5.12%
Interior	359	±5.17%
Northern BC	169	±7.54%
Total	2,006	±2.19%

Note that data that sometimes should add up to 100% may not due to rounding.

Statistically significant differences among segments of the population compared to the Total BC population are denoted throughout the report (see notes below).

-  Statistically significantly *higher* than total
-  Statistically significantly *lower* than total
-  Statistically significantly *higher* than previous wave
-  Statistically significantly *lower* than previous wave



Affordability & Cost of Living

Affordability and Cost of Living –

Section Summary

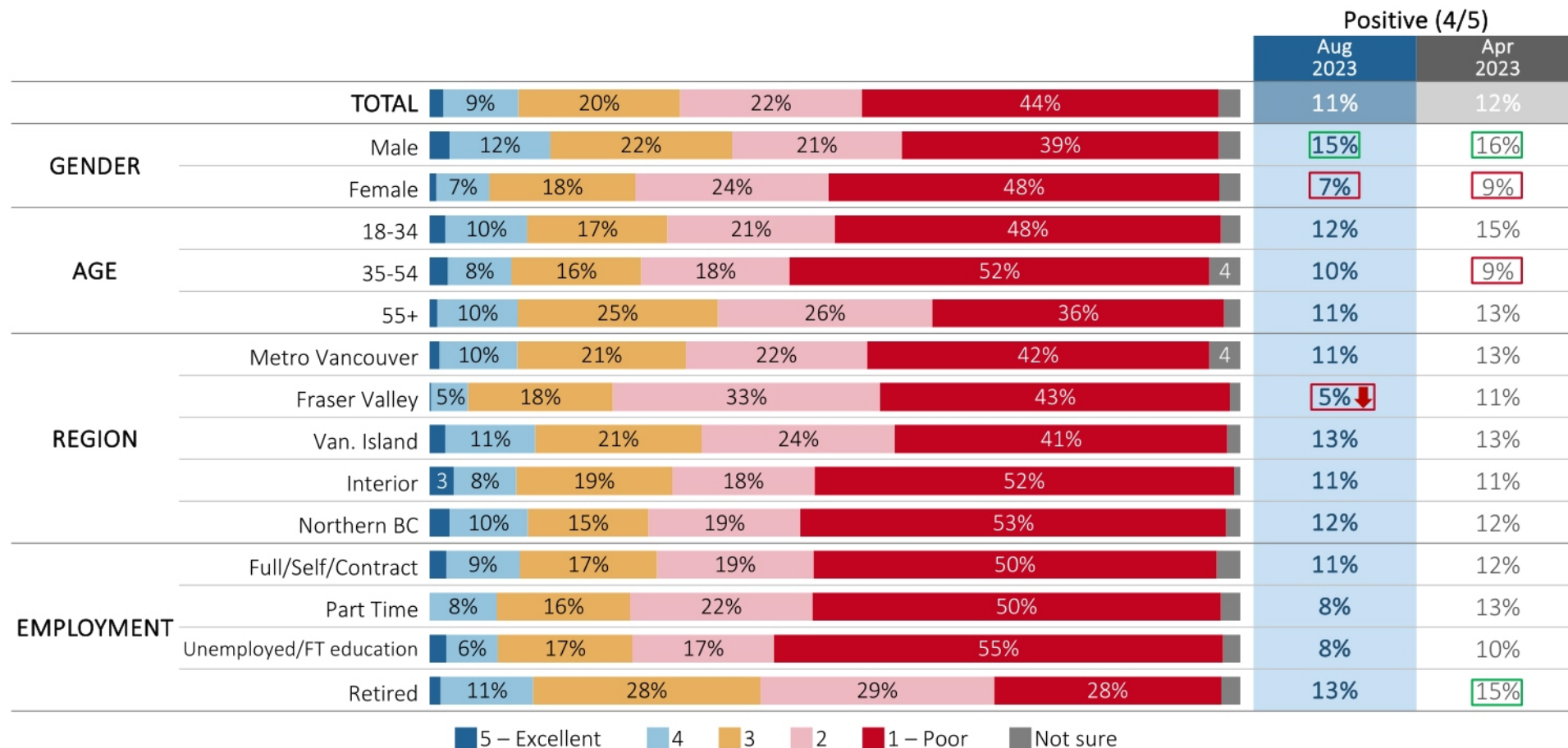
- Residents continue to feel the B.C. government is doing a poor **job to make life more affordable**. Two-thirds give negative ratings, an increase from April 2023.
- B.C. households spend, on average, around \$3,500 on **major household expenses** with the majority of this allocated to *housing / shelter*.
- Younger residents often feel financially insecure – nearly half cannot cover an **unexpected \$500 expense**.

• s. 12

Rating of BC Government: Affordability

Ratings of the job the B.C. government is doing to make life more affordable for British Columbians are overwhelmingly negative, with two-thirds giving negative ratings (up from 62% in April 2023) and nearly half giving a rating of 1 (Poor).

Men are more likely to give positive ratings while those in Fraser Valley are less likely (compared to other regions in 2023 and compared to itself in April 2023).



Base: All respondents (Aug 2023 n=2,006)

A5. How would you rate the job the B.C. government is doing when it comes to...

 Statistically significantly *higher* than total
 ↑ Statistically significantly *higher* than previous wave
 Statistically significantly *lower* than total
 ↓ Statistically significantly *lower* than previous wave

Monthly Household Expenses

The average BC household spends nearly \$3,500 on the following household expenses each month, with *housing/shelter* accounting for slightly over half of the total.

Households with incomes of \$70,000+ have substantially higher expenses (than lower income households), particularly for *housing/shelter*, *transportation*, and *childcare*.

Mean \$	TOTAL (n=1,979)	AGE			GENDER		REGION					HH INCOME		HOME	
		18-34 (n=353)	35-54 (n=614)	55+ (n=1,012)	Male (n=964)	Female (n=995)	Metro Van (n=915)	Fraser Valley (n=177)	Van Island (n=363)	Interior (n=356)	Norther n BC (n=168)	<\$70K (n=806)	>\$70K (n=989)	Own (n=1,315)	Rent/ Family (n=650)
Housing/Shelter (rent or mortgage)	1,856	1,928	1,969	1,691	1,682	2,025	1,929	1,651	2,255	1,474	1,078	1,312	2,115	1,780	1,912
Food (incl. groceries, food delivery, restaurants)	741	572	729	849	713	770	742	660	896	624	590	620	759	710	685
Transportation (incl. gas, insurance, car payment, transit, ride-hailing)	361	372	440	297	360	363	340	448	326	424	412	274	437	374	332
Childcare (incl. daycare, preschool, after school care, nanny, etc.)	324	305	347	278	304	346	347	249	239	387	289	169	200	317	345
Health and personal care products and services (incl. medication, eye and dental care, health services, hygiene products, cosmetics, etc.)	188	182	197	186	182	193	190	179	166	216	175	310	331	193	180
Total Mean \$	\$3,470	\$3,359	\$3,682	\$3,300	\$3,242	\$3,697	\$3,548	\$3,187	\$3,882	\$3,124	\$2,544	\$2,686	\$3,840	\$3,375	\$3,455

Base: All responses, excluding \$0 (see bases above)

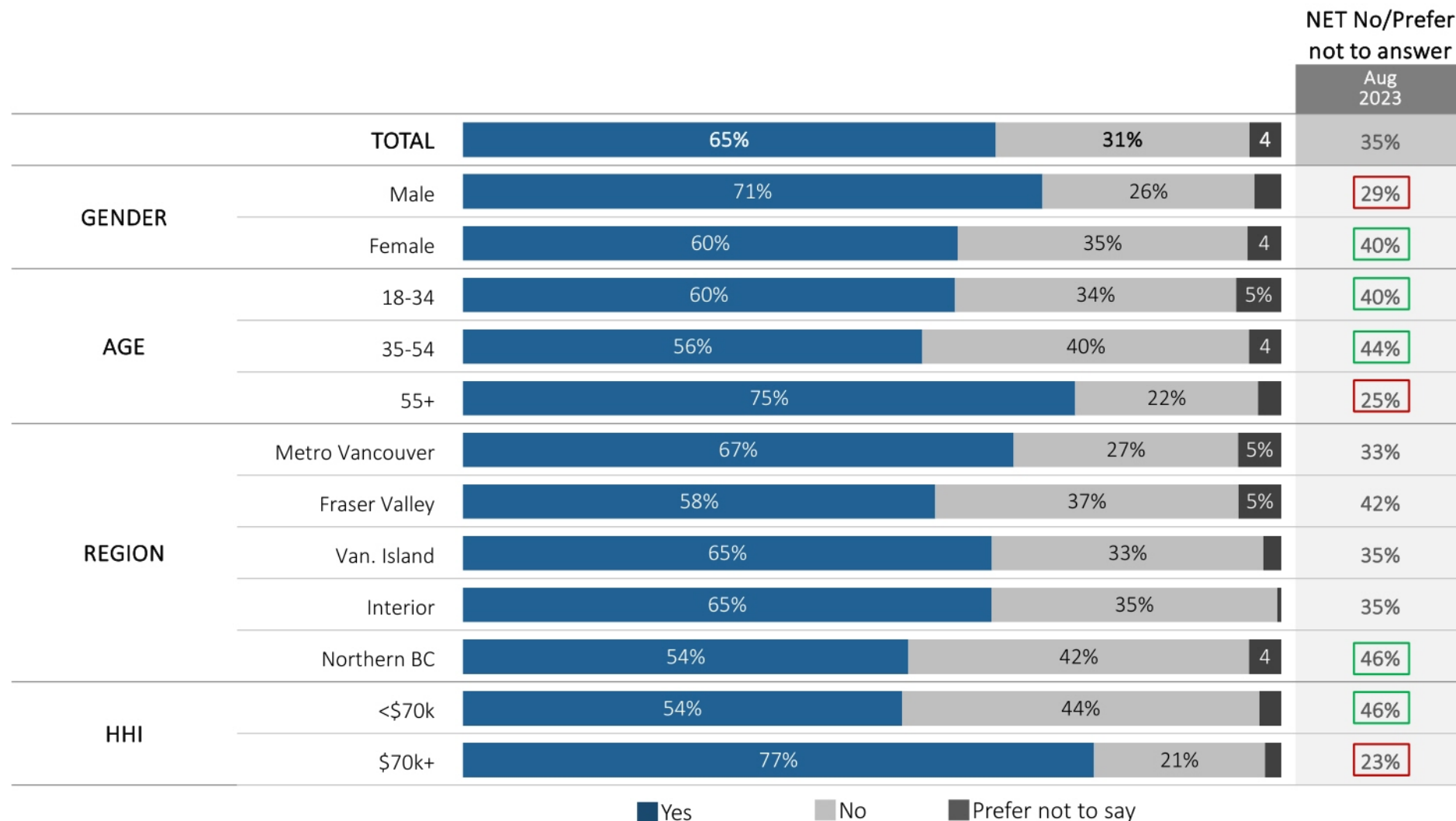
AF1/AF1x. Approximately how much does your household spend each month on the following:

 Statistically significantly *higher* than total
 Statistically significantly *lower* than total

Household Financial Capability

Nearly one-third of British Columbians could not cover an unexpected expense of \$500 from their household's resources if it were needed.

Women, those under 55, and those living in Northern BC are less likely to be able to cover an unexpected expense of \$500.



Base: All respondents (August 2023 n=2,006)

AF2. Today, could your household cover an unexpected expense of \$500 from your household's resources?

 Statistically significantly higher than total
 Statistically significantly lower than total



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Methodology



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-  Statistically significantly *lower* than previous wave

A close-up photograph of a person in a dark suit and light-colored tie, surrounded by several microphones and smartphones held up by other people. The scene suggests a press conference or a media interview. The background is blurred, focusing attention on the person and the recording devices.

Direction of Province and Top Issues

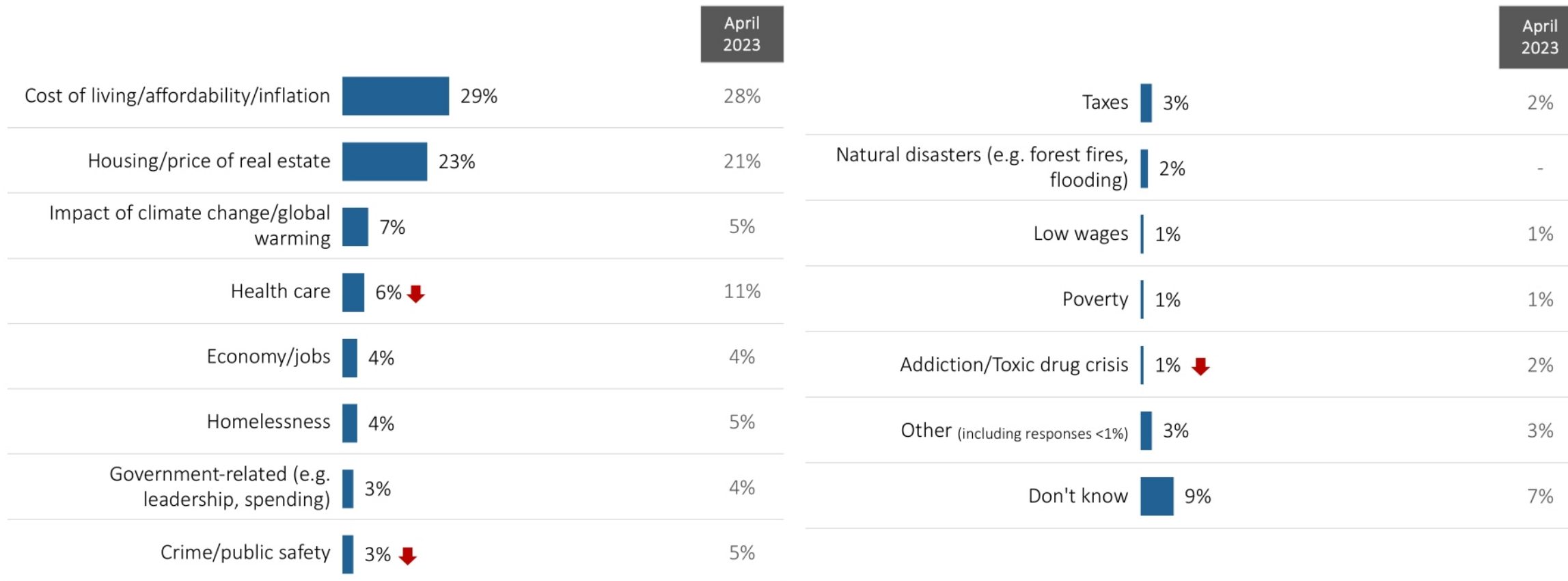
Direction of Province and Top Issues –

Section Summary

- When asked, unaided or aided, what **the most important issue facing British Columbia is today**, *cost of living / affordability / high inflation* are most often mentioned. This is followed by *housing / price of real estate* and *health care*.
- Residents continue to be split about the **current direction of the province**. More believe the province is moving in the wrong direction vs. right. They are similarly split about the **current direction of the provincial government**. These ratings are both stable since the last wave, but significantly lower than in late 2022.
- **Ratings of the B.C. government** are most positive for *reconciliation with Indigenous peoples, education, supporting new & traditional economic sectors, and the environment*. Ratings are the least positive for *housing, making life more affordable, and mental health/addiction*.
- Improving *health care* continues to be **what British Columbians want the B.C. Government to focus on most**, alongside *making life/housing more affordable/available*.
- **Trust in government and public organizations** is low among residents – only a slight majority trust their *municipality, province, and federal government* 'fairly' often or more. [s. 17](#)

Most Important Issues Facing BC (*unaided*)

When asked, unaided, what the most important issue facing British Columbia today is, *cost of living / affordability / inflation* is most often mentioned. This is followed by *housing / price of real estate* and *health care*.



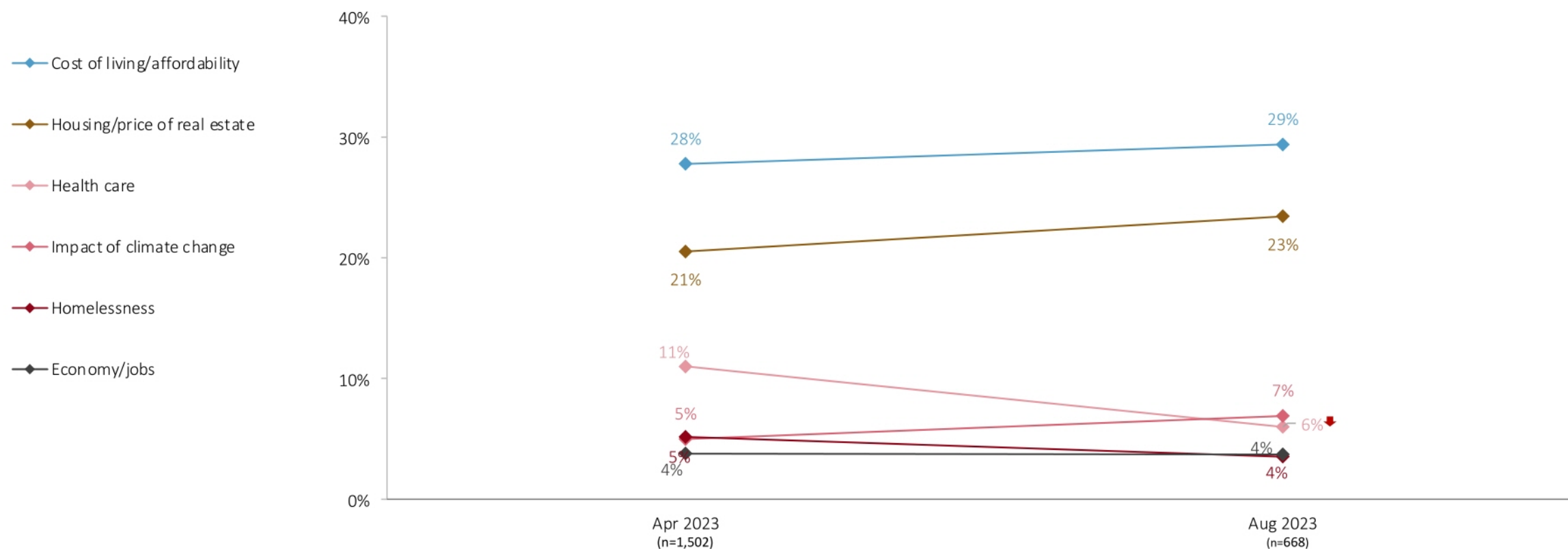
Base: All respondents (Aug 2023 n=668)

A1b. What would you say is the most important issue facing British Columbia today?

↑ Statistically significantly *higher* than previous wave
↓ Statistically significantly *lower* than previous wave

Most Important Issues Facing BC: Tracking *(unaided)*

This wave British Columbians are less likely to rate both *health care* and *crime* (not shown) as Top 3 issues.



Base: All respondents

A1b. What would you say is the most important issue facing British Columbia today?

▲ Statistically significantly *higher* than previous wave
▼ Statistically significantly *lower* than previous wave

Most Important Issues Facing BC: Demographics (*unaided*)

Those aged 18-34 and women are more likely to say that *cost of living / affordability / inflation* is the most important issue facing British Columbia today. Those living in Metro Vancouver and renting/living with family are much more likely to say it is *housing / price of real estate*.

% Selected/Coded	TOTAL (n=668)	AGE			GENDER		REGION					Employment Status			
		18-34 (n=105)	35-54 (n=202)	55+ (n=361)	Male (n=322)	Female (n=340)	Metro Van (n=321)	Fraser Valley (n=64)*	Van Island (n=119)	Interior (n=113)	Northern BC (n=51)*	Full/self Contract (n=301)	Part-Time (n=55*)	Unemployed / FT Education (n=47*)	Retired (n=249)
Cost of living/affordability/inflation	29%	43%	35%	18%	25%	34%	31%	30%	30%	23%	27%	32%	35%	48%	19%
Housing/price of real estate	23%	26%	22%	23%	24%	23%	27%	17%	18%	21%	11%	25%	21%	15%	24%
Impact of climate change/global warming	7%	7%	3%	10%	7%	6%	8%	4%	5%	8%	4%	5%	2%	13%	10%
Health care	6%	2%	4%	10%	8%	4%	4%	7%	12%	3%	12%	5%	0%	3%	10%
Economy/jobs	4%	1%	6%	3%	4%	4%	2%	2%	4%	11%	4%	4%	2%	5%	3%
Homelessness	4%	1%	2%	6%	2%	5%	2%	10%	6%	3%	3%	2%	3%	2%	7%
Government-related (e.g. leadership, spending)	3%	3%	2%	5%	4%	3%	2%	15%	2%	2%	10%	2%	6%	2%	6%
Crime/public safety	3%	1%	4%	3%	4%	2%	4%	0%	3%	0%	0%	3%	4%	0%	3%
Taxes	3%	2%	4%	2%	3%	3%	2%	2%	0%	7%	6%	3%	3%	5%	1%
Natural disasters (e.g. forest fires, flooding)	2%	1%	2%	3%	2%	2%	1%	1%	2%	7%	3%	3%	2%	1%	2%
Low wages	1%	3%	1%	0%	2%	1%	1%	0%	0%	4%	0%	1%	6%	0%	1%
Poverty	1%	0%	0%	2%	1%	1%	0%	0%	2%	1%	2%	1%	0%	0%	1%
Addiction/Toxic drug crisis	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	2%	1%	0%	0%	0%
Gas prices	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	4%	1%	2%	0%	0%
Other	3%	1%	3%	4%	3%	2%	3%	1%	5%	2%	2%	2%	2%	3%	4%
Don't know / Refused	9%	8%	9%	9%	9%	7%	10%	9%	7%	5%	11%	8%	12%	5%	8%

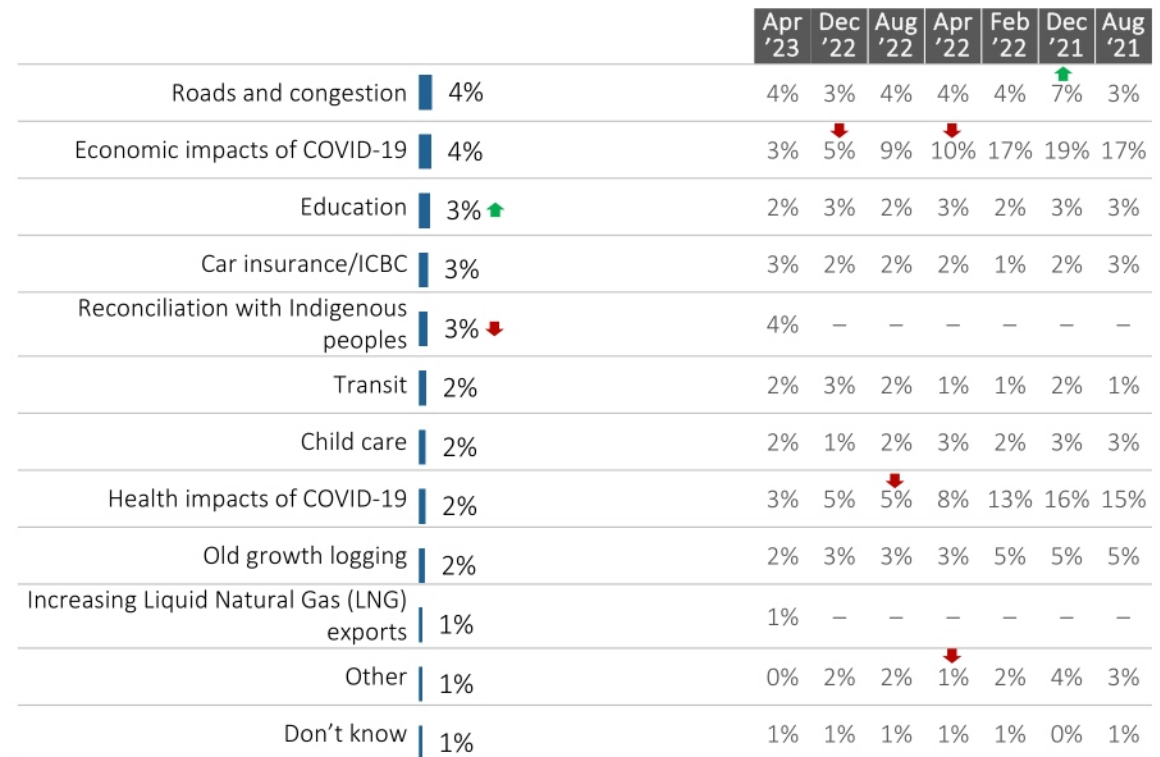
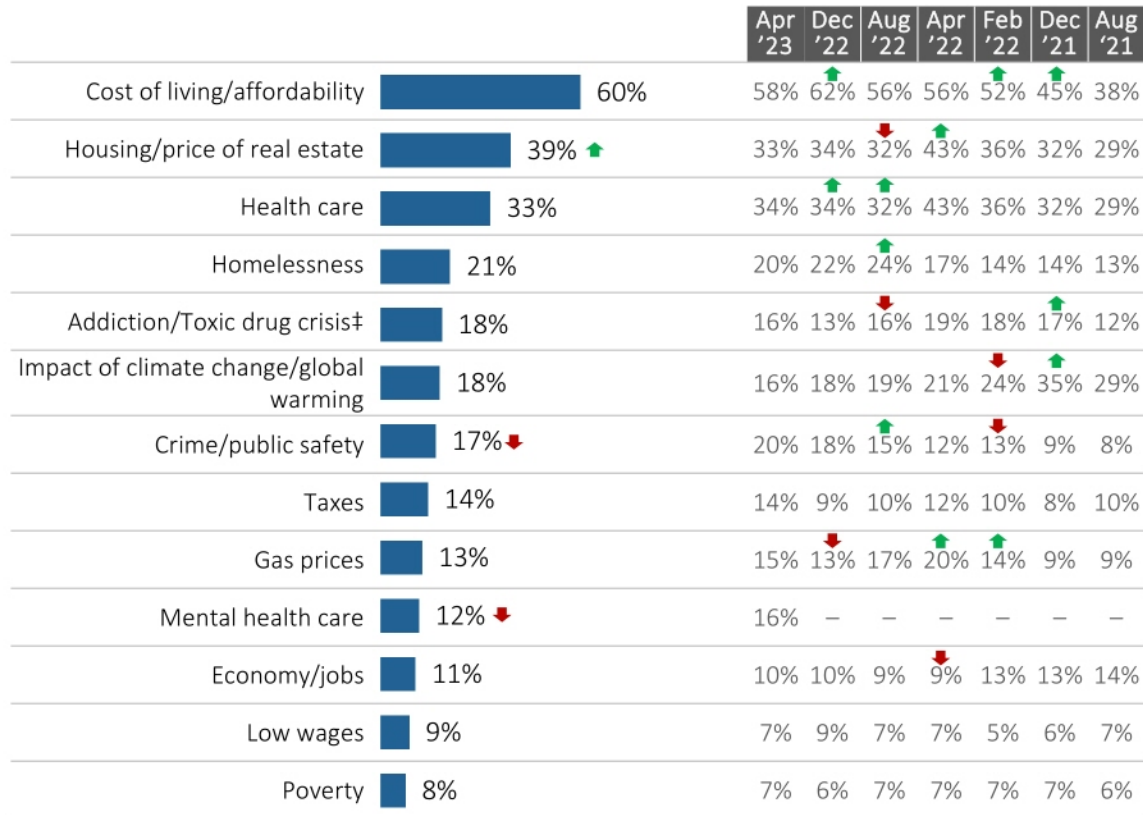
Base: All respondents (n=668). *Small base size, interpret with caution.

A1b. What would you say is the most important issue facing British Columbia today?

 Statistically significantly *higher* than total
 Statistically significantly *lower* than total

Top 3 Most Important Issues (aided)

When aided and asked to select their Top 3, *cost of living / affordability* also ranks as the most important issue facing British Columbia today, with over half selecting this as a Top 3 issue (more among women and those aged 35-54). This is followed by two-fifths selecting *housing / price of real estate* (more among women and those renting/living with Family) and about one-third selecting *health care* (nearly half among 55+).



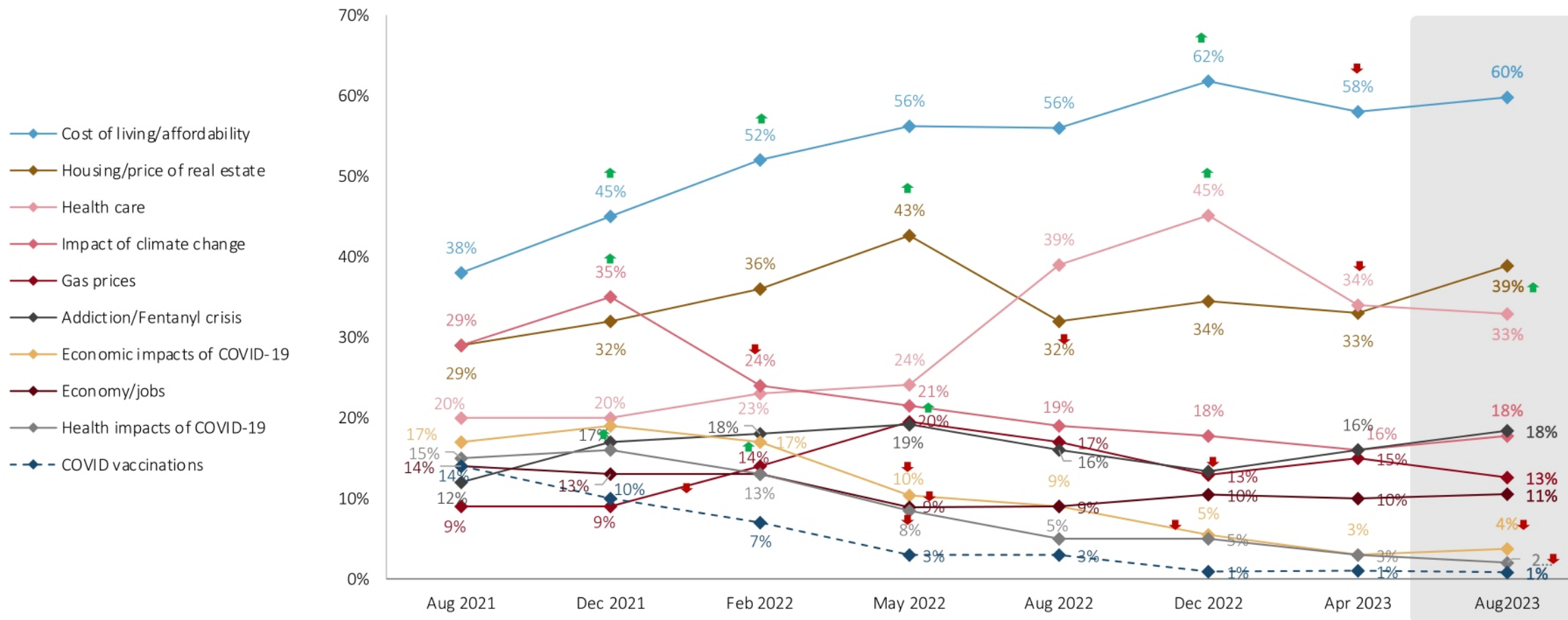
Base: All respondents (Aug 2023 n=1,337). †NET addiction/fentanyl crisis in wave April 2023 and before.

A1a. What would you say are the three most important issues facing British Columbia today?

Statistically significantly higher than previous wave
 Statistically significantly lower than previous wave

Top 3 Most Important Issues: Tracking (aided)

This wave, British Columbians continue to rate *cost of living/affordability* as the most important issue, with *housing/price of real estate* now the second most important issue (increasing since April 2023) ahead of health care (which has fallen since December 2022).



Base: All respondents (Aug 2023 n=1,337)

A1a. What would you say are the three most important issues facing British Columbia today?

Statistically significantly higher than previous wave
 Statistically significantly lower than previous wave

Top 3 Most Important Issues: Demographics (aided)

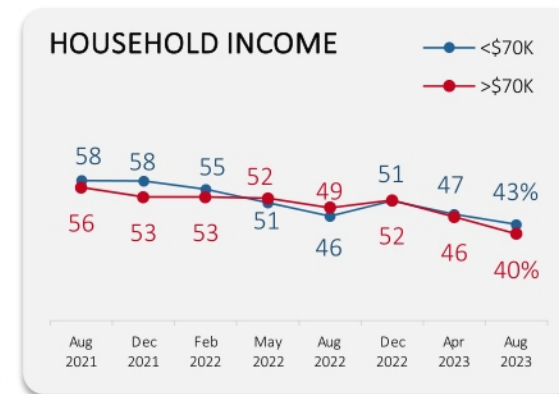
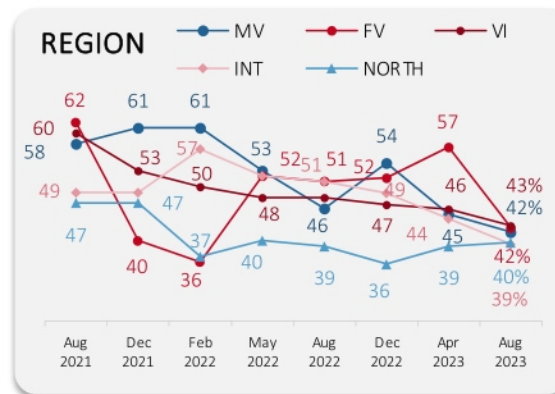
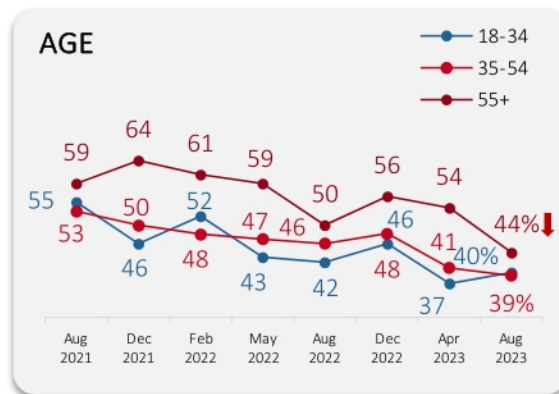
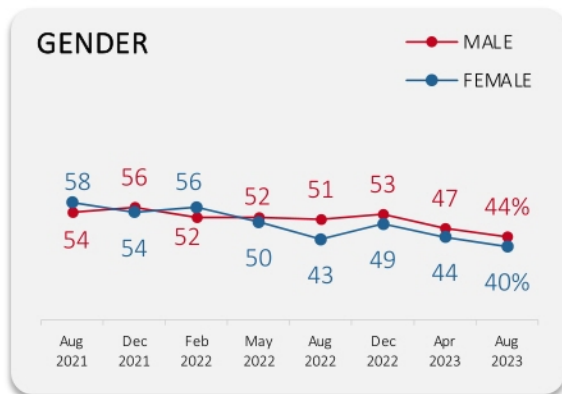
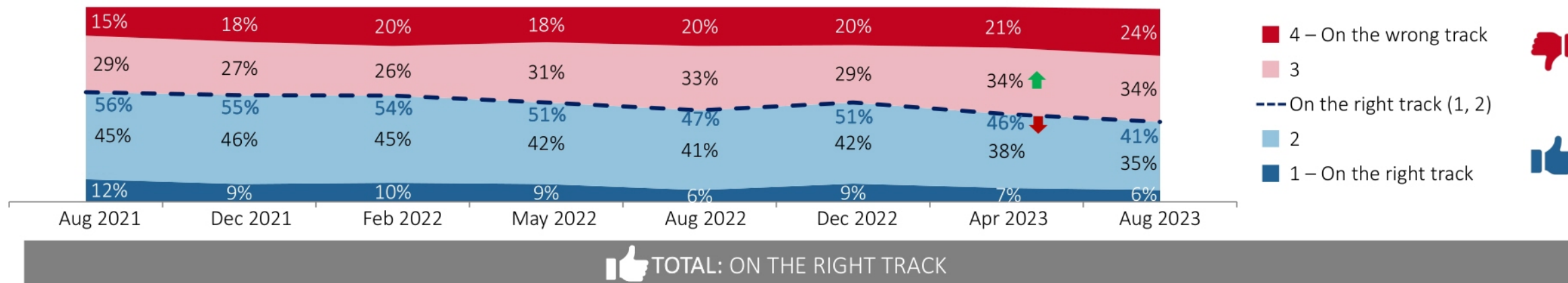
% NET Important	TOTAL (n=1,337)	AGE			GENDER		REGION					Employment Status			
		18-34 (n=254)	35-54 (n=422)	55+ (n=661)	Male (n=659)	Female (n=663)	Metro Van (n=610)	Fraser Valley (n=116)	Van Island (n=247)	Interior (n=246)	Northern BC (n=118)	Full/self Contract (n=641)	Part-Time (n=127)	Unemployed / Education (n=112)	Retired (n=436)
Cost of living/affordability/inflation	60%	52%	68%	58%	56%	64%	61%	50%	58%	60%	66%	63%	59%	66%	53%
Housing/price of real estate	39%	45%	37%	37%	35%	42%	44%	36%	29%	39%	30%	41%	36%	39%	34%
Health care	33%	18%	28%	47%	30%	37%	27%	39%	46%	35%	26%	27%	28%	19%	51%
Homelessness	21%	21%	19%	23%	20%	21%	19%	19%	26%	23%	17%	17%	17%	33%	24%
Addiction/Toxic drug crisis	18%	18%	15%	21%	16%	20%	16%	17%	22%	21%	22%	15%	20%	20%	23%
Impact of climate change/global warming	18%	17%	13%	22%	17%	18%	19%	11%	21%	15%	12%	16%	18%	15%	23%
Crime/public safety	17%	11%	17%	19%	19%	14%	18%	8%	13%	16%	30%	17%	14%	12%	19%
Taxes	14%	14%	16%	13%	19%	9%	16%	18%	12%	13%	11%	18%	10%	10%	12%
Gas prices	13%	11%	15%	12%	11%	14%	13%	17%	10%	13%	9%	14%	17%	9%	11%
Mental health care	12%	10%	13%	11%	9%	14%	9%	16%	15%	14%	13%	10%	19%	14%	11%
Economy/jobs	11%	14%	11%	8%	13%	8%	12%	15%	8%	8%	11%	12%	9%	9%	9%
Low wages	9%	14%	12%	3%	10%	7%	10%	10%	8%	6%	7%	13%	10%	9%	1%
Poverty	8%	9%	8%	6%	5%	10%	5%	14%	7%	13%	9%	7%	11%	16%	5%
Roads and congestion	4%	2%	4%	5%	5%	3%	5%	5%	2%	4%	2%	4%	1%	1%	6%
Economic impacts of COVID-19	4%	6%	3%	2%	4%	4%	4%	2%	4%	2%	4%	4%	7%	0%	4%
Education	3%	6%	4%	1%	5%	1%	3%	8%	3%	2%	7%	4%	5%	4%	1%
Car insurance/ICBC	3%	6%	2%	2%	3%	2%	3%	3%	2%	3%	1%	4%	4%	0%	1%
Reconciliation with Indigenous peoples	3%	4%	3%	1%	2%	3%	2%	1%	2%	6%	6%	3%	2%	5%	1%
Transit	2%	6%	1%	0%	4%	1%	2%	5%	3%	2%	0%	3%	3%	0%	1%
Childcare	2%	4%	3%	0%	2%	2%	2%	3%	2%	2%	0%	3%	2%	3%	0%
Health impacts of COVID-19	2%	2%	2%	2%	2%	2%	3%	1%	1%	1%	1%	2%	3%	1%	3%
Old growth logging	2%	2%	2%	2%	2%	2%	2%	2%	1%	0%	6%	1%	2%	5%	2%

Base: All respondents (n=1,337)

A1a. What would you say are the three most important issues facing British Columbia today?

Direction of Province

The perceived direction of the province continues a negative trend among British Columbians, with an increasing number believing the province is on the wrong vs right track (and 4x more giving ratings of 4 vs ratings of 1). While scores are statistically stable compared to April 2023, there has been a significant decline in optimism compared to December 2022.



Base: All respondents (August 2023 n=1,003)

A2a. Thinking about the way things are going these days in British Columbia, to what extent would you say the province as a whole is on the right track, or the wrong track?

Statistically significantly higher than total
Statistically significantly lower than total

Statistically significantly higher than previous wave
Statistically significantly lower than previous wave

Top Reasons People Feel Province... (unaided)

The top reasons why residents feel the province is on the **right track** are *good economy / jobs, government is focused on issues, and good quality of life / place to live / better than other provinces.*

The top reasons why residents feel the province is on the **wrong track** are the *high cost of living / inflation, followed by government is not focused on issues, and lack of housing / high price of real estate.*

Top Reasons People Feel Province on Right Track :	TOTAL (n=304)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=39**)	35-54 (n=84*)	55+ (n=181)	Male (n=158)	Female (n=144)	Metro Van (n=145)	Fr. Valley (n=25**)	V. Island (n=59*)	Interior (n=56*)	North BC (n=19**)	<\$70K (n=131)	>\$70K (n=153)
Good economy / Jobs	12%	9%	18%	10%	17%	8%	12%	6%	10%	15%	12%	10%	14%
Government is focused (e.g. listening to it's citizens, addressing issues)	11%	5%	8%	14%	14%	8%	12%	10%	6%	9%	16%	10%	12%
Good / Great / On the right track	11%	16%	10%	9%	10%	11%	7%	13%	16%	15%	12%	8%	12%
Good quality of life / Good place to live / Better than other province	11%	13%	15%	7%	12%	9%	13%	26%	1%	4%	17%	9%	12%
Government is attempting to address the issues	10%	8%	10%	10%	8%	11%	8%	2%	15%	10%	10%	7%	12%

Top Reasons People Feel Province on Wrong Track :	TOTAL (n=525)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=88*)	35-54 (n=164)	55+ (n=273)	Male (n=232)	Female (n=285)	Metro Van (n=231)	Fr. Valley (n=48**)	V. Island (n=101)	Interior (n=97*)	North BC (n=48**)	<\$70K (n=204)	>\$70K (n=269)
High cost of living / Unaffordable / High inflation	21%	38%	26%	7%	17%	23%	25%	24%	17%	12%	19%	17%	24%
Government is not focused (e.g. not listening to it's citizens, not addressing issues)	9%	4%	11%	11%	12%	7%	5%	19%	18%	9%	7%	10%	9%
Lack of housing/High price of real estate	8%	12%	8%	7%	7%	10%	11%	6%	3%	6%	13%	11%	7%
Inadequate health care	8%	6%	6%	11%	7%	9%	6%	4%	11%	13%	8%	11%	6%
Government spending / Debt	7%	1%	5%	11%	7%	6%	6%	7%	11%	3%	7%	7%	6%

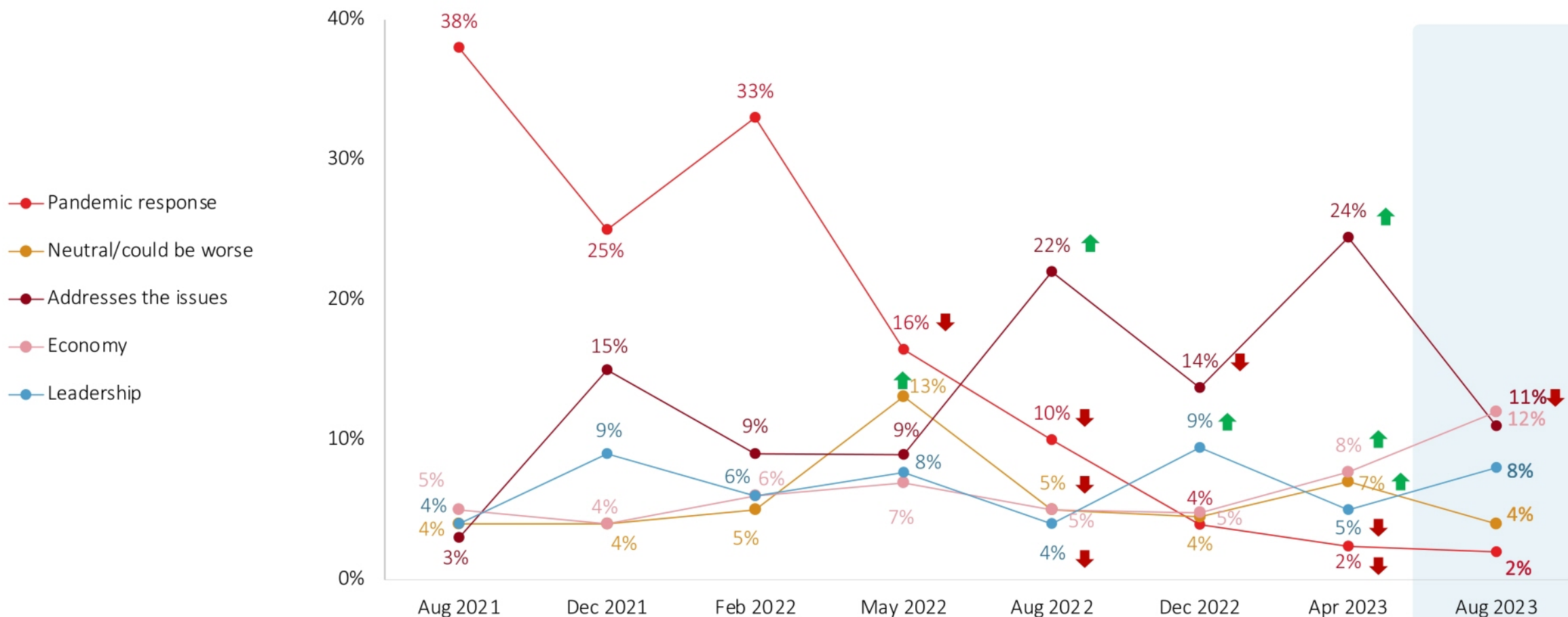
Base: All respondents exclude not sure . *Small base size, interpret with caution. ** Very small base size, interpret with extreme caution.

A3a. What is the main reason you feel B.C. is on the right track?
 A3b. What is the main reason you feel B.C. is on the wrong track?

Statistically significantly higher than total
 Statistically significantly lower than total

Top Reasons People Feel Province on Right Track: Tracking *(unaided)*

In August 2023 residents are less likely to say the province is on the **right track** because it is *addressing the issues* (compared to April 2023). Other top reasons (such as *economy* and *leadership*) have remained stable.



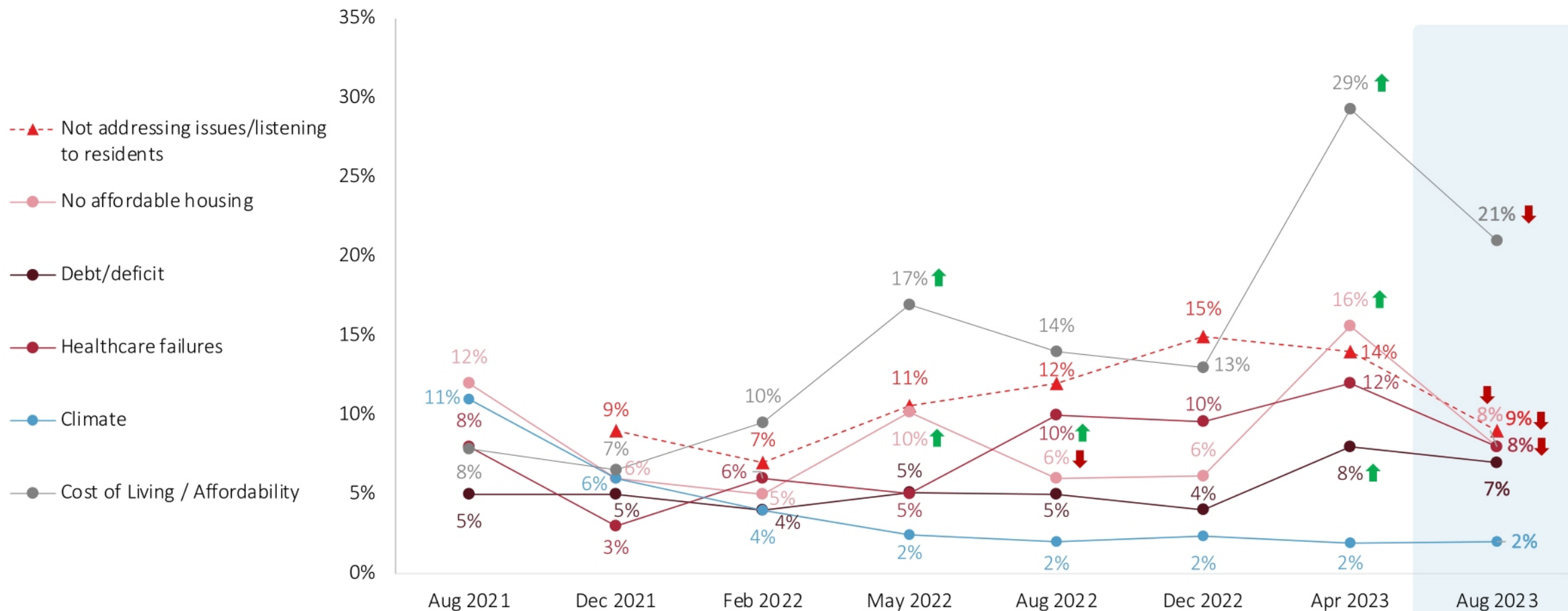
Base: All respondents exclude not sure (Aug 2023 n=304)

A3a. What is the main reason you feel B.C. is on the right track?

▲ Statistically significantly *higher* than previous wave
▼ Statistically significantly *lower* than previous wave

Top Reasons People Feel Province on Wrong Track: Tracking (*unaided*)

In August 2023 residents are less likely to say the province is on the **wrong track** due to *cost of living / affordability*, a *lack of affordable housing*, and *healthcare failures* (compared to April 2023).



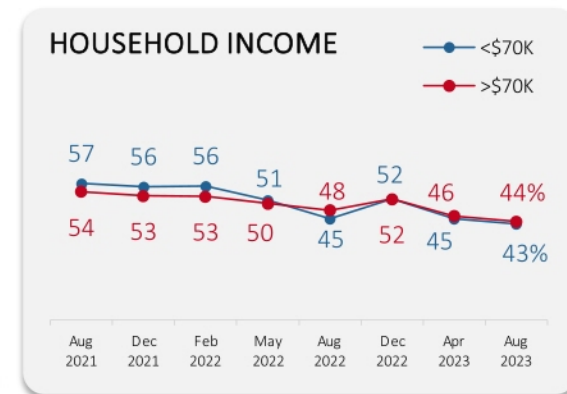
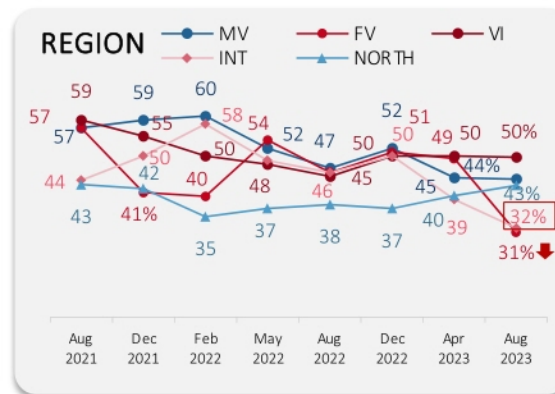
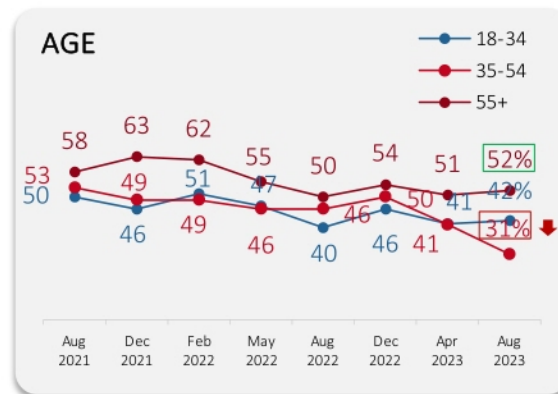
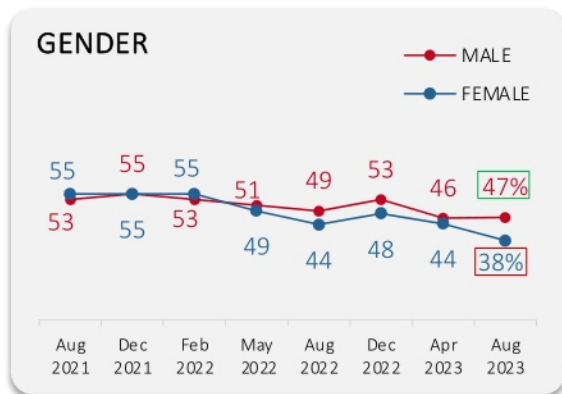
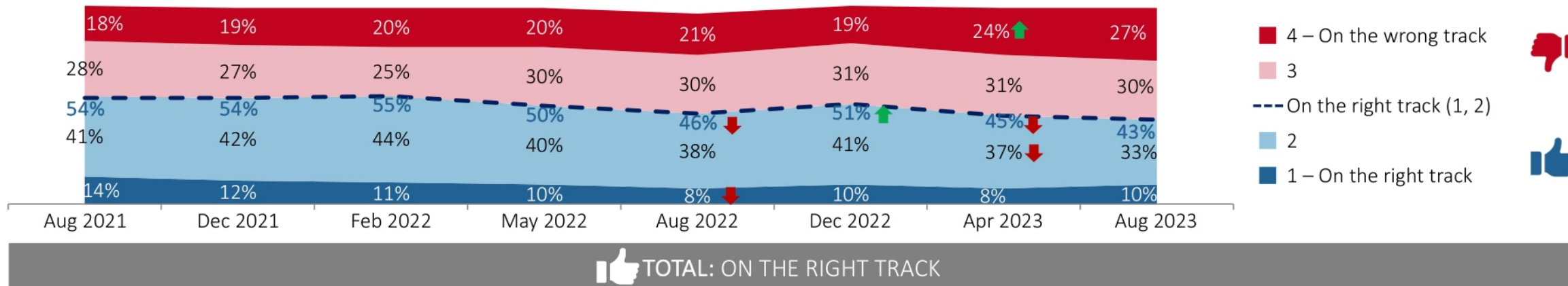
Base: All respondents exclude not sure (Aug 2023 n=525)

A3b. What is the main reason you feel B.C. is on the wrong track?

▲ Statistically significantly higher than previous wave
▼ Statistically significantly lower than previous wave

Direction of Provincial Government

The perception that the provincial government is on the **right track** continues to soften after a recovery in December 2022, with the proportion of residents giving a rating of '4' growing substantially since. Those *aged 35-54* are less likely to say the provincial government is on the right track (than in Apr 2023). Those *aged 55+* and *men* are more likely to say it is on the right track.



Base: All respondents (August 2023 n=1,003)

A2x. Thinking about the way things are going these days in British Columbia, to what extent would you say the current B.C. provincial government is on the right track, or the wrong track?

Statistically significantly higher than total
Statistically significantly lower than total

Statistically significantly higher than previous wave
Statistically significantly lower than previous wave

Top Reasons People Feel B.C. Government... (unaided)

The top reasons why residents feel the **current government** is on the **right track** are *government is focused on issues, available leadership / like current party in power, and government is attempting to address the issues.*

The top reasons why residents feel the **current government** is on the **wrong track** are *high cost of living / unaffordable / high inflation, lack of housing / high price of real estate, and government is not focused on issues.*

Top Reasons People Feel Government on Right Track :	TOTAL (n=303)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=46**)	35-54 (n=73*)	55+ (n=184)	Male (n=173)	Female (n=128)	Metro Van (n=140)	Fr. Valley (n=22**)	V. Island (n=67*)	Interior (n=55*)	North BC (n=33**)	<\$70K (n=121)	>\$70K (n=164)
Government is focused (e.g. listening to it's citizens, addressing issues)	20%	23%	20%	18%	28%	10%	18%	8%	19%	37%	8%	16%	24%
Good / Great / On the right track	13%	13%	11%	13%	12%	11%	13%	19%	11%	7%	23%	16%	10%
Leadership / Like current party in power	11%	13%	8%	12%	12%	11%	13%	4%	9%	14%	4%	14%	10%
Could be better could be worse	8%	7%	8%	9%	7%	10%	7%	12%	10%	8%	5%	11%	7%
Government is attempting to address the issues	8%	5%	6%	10%	4%	13%	10%	15%	5%	5%	7%	6%	10%

Top Reasons People Feel Government on Wrong Track :	TOTAL (n=485)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=95*)	35-54 (n=173)	55+ (n=217)	Male (n=228)	Female (n=252)	Metro Van (n=205)	Fr. Valley (n=44**)	V. Island (n=75*)	Interior (n=108)	North BC (n=53*)	<\$70K (n=204)	>\$70K (n=236)
High cost of living / Unaffordable / High inflation	17%	25%	18%	9%	15%	18%	19%	16%	12%	14%	11%	23%	12%
Lack of housing/High price of real estate	13%	19%	12%	9%	12%	14%	16%	7%	8%	13%	6%	11%	15%
Government is not focused (e.g. not listening to it's citizens, not addressing issues)	9%	13%	8%	9%	10%	10%	10%	8%	10%	6%	17%	8%	10%
Government spending / Debt	8%	0%	7%	15%	11%	6%	7%	6%	12%	6%	10%	5%	11%
No improvements / Everything keeps getting worse / No long term solutions	6%	8%	7%	4%	5%	7%	7%	10%	4%	5%	3%	5%	8%

Base: All respondents

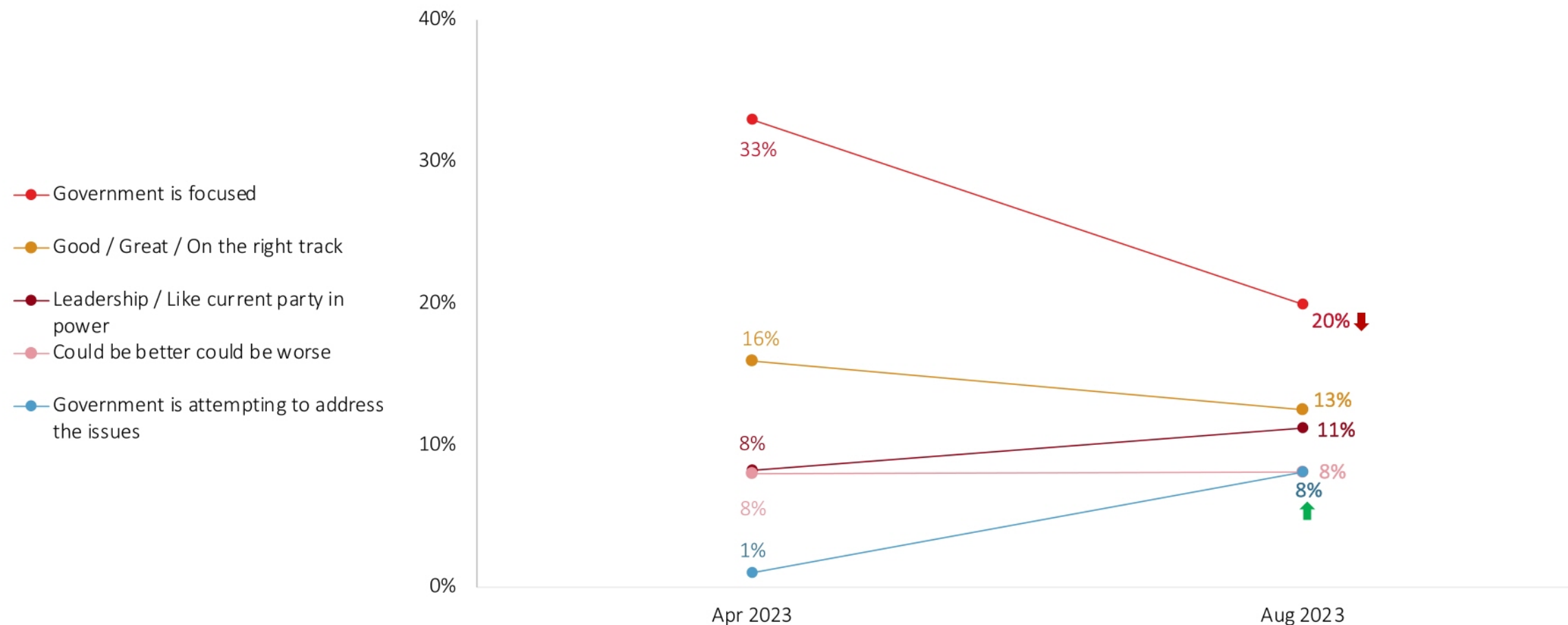
A3xa. What is the main reason you feel the current B.C. government is on the right track?

A3xb. What is the main reason you feel the current B.C. government is on the wrong track?

Statistically significantly higher than total
 Statistically significantly lower than total

Top Reasons People Feel B.C. Government on Right Track: Tracking *(unaided)*

In August 2023, residents are less likely to say the province is on the **right track** because it is *addressing the issues* (compared to April 2023).



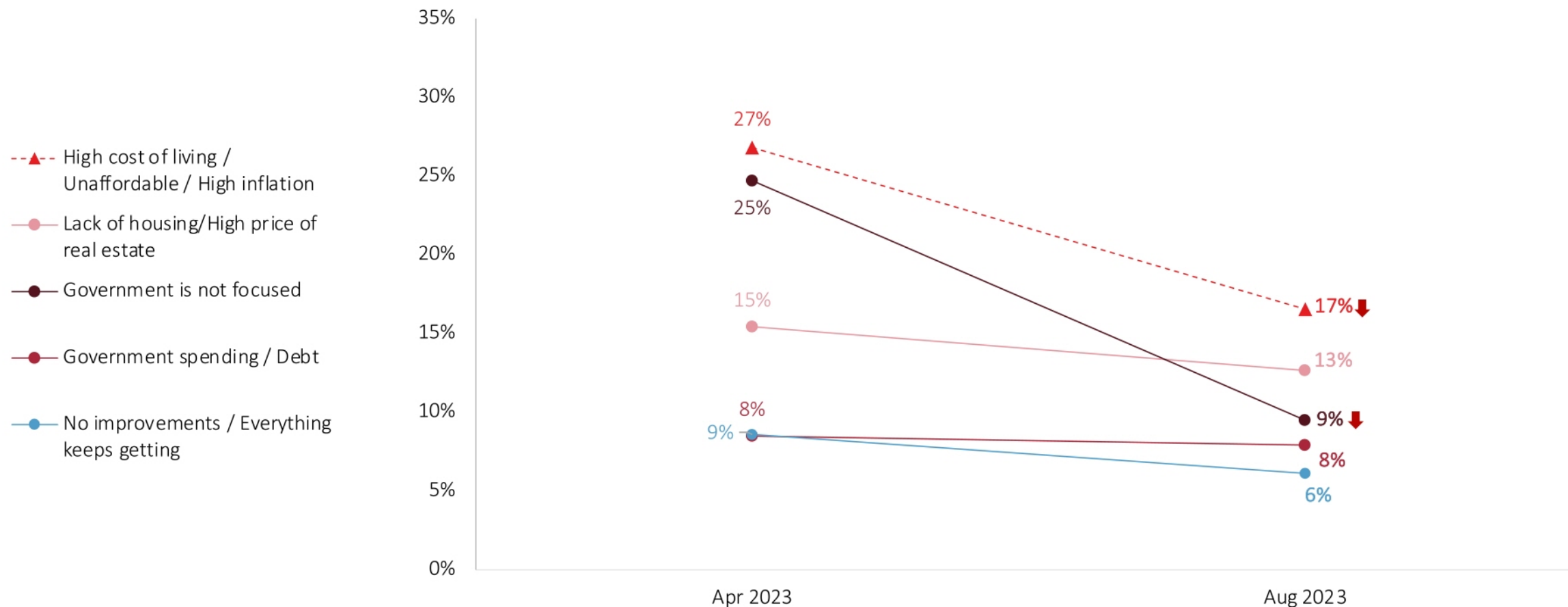
Base: All respondents exclude not sure (Aug 2023 n=303)

A3xa. What is the main reason you feel the current B.C. government is on the right track?

↑ Statistically significantly *higher* than previous wave
 ↓ Statistically significantly *lower* than previous wave

Top Reasons People Feel B.C. Government on Wrong Track: Tracking *(unaided)*

In August 2023, residents are less likely to say the province is on the **wrong track** due to *cost of living/affordability, a lack of affordable housing, and debt/deficits* (compared to December 2022).



Base: All respondents exclude not sure (Aug 2023 n=485)

A3xb. What is the main reason you feel the current B.C. government is on the wrong track?

▲ Statistically significantly *higher* than previous wave
▼ Statistically significantly *lower* than previous wave

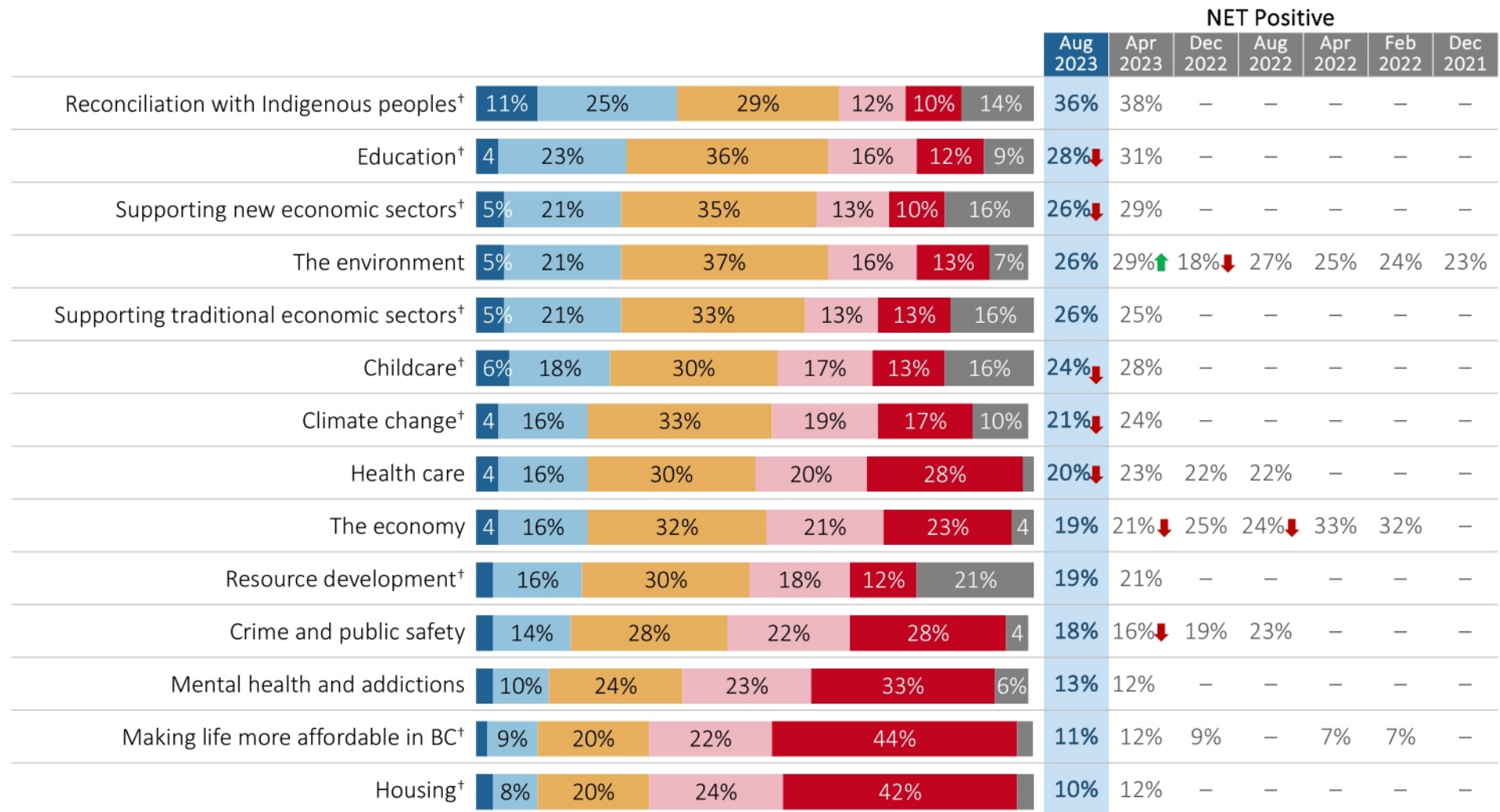
Ratings of BC Government

Ratings of the jobs the BC government is doing are most positive for *reconciliation with Indigenous peoples, education and supporting new economic sectors.*

Ratings for the *environment* have returned to August 2022 levels, after declining in December 2022.

BC Government ratings are poorest for *housing, making life more affordable, and crime/public safety.*

Ratings for *making life more affordable for people in B.C.* have increased.



5 – Excellent 4 3 2 1 – Poor Don't know

Base: All respondents (Aug 2023 n=2,006) [†]Level added in Apr 2023 (no historical data available)

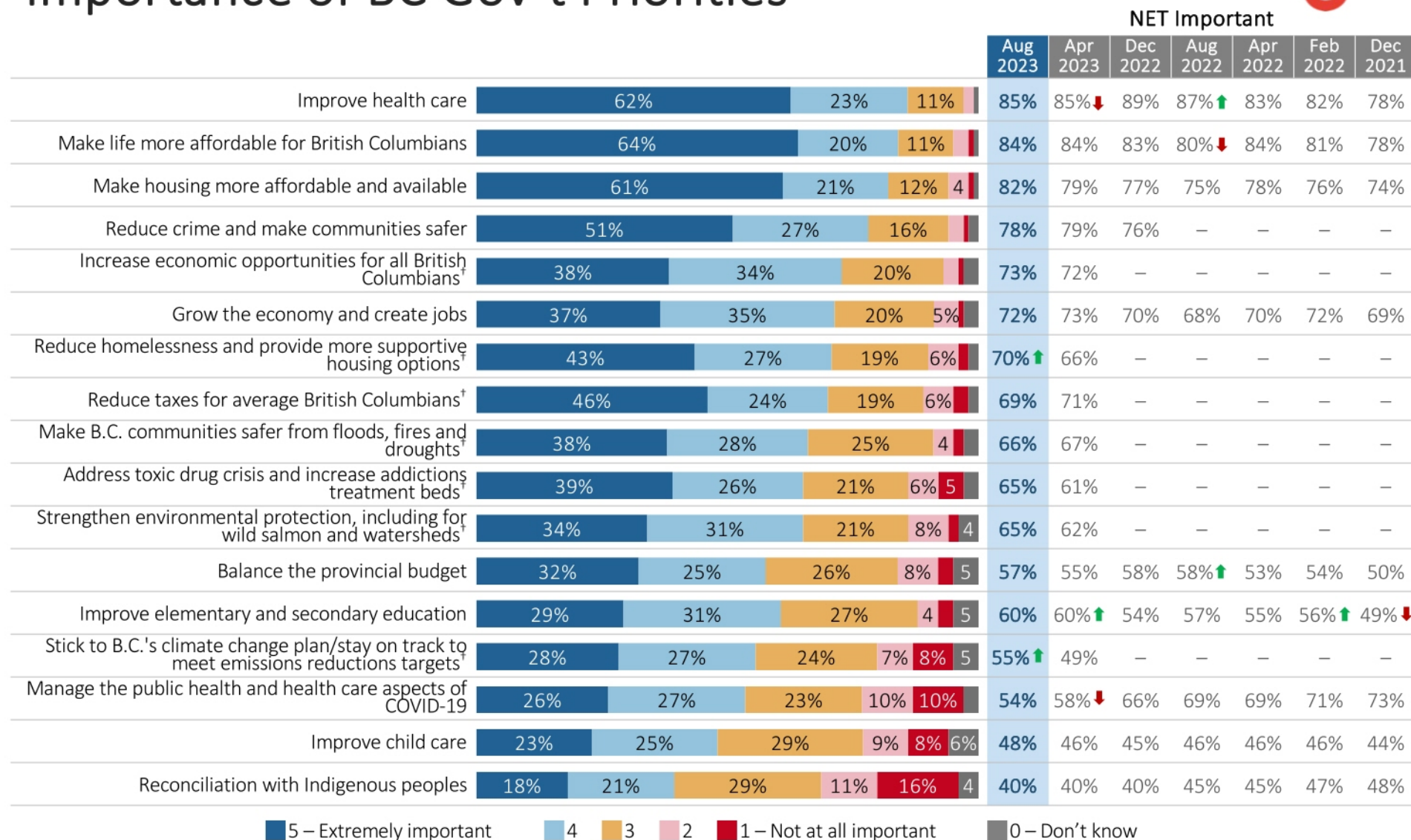
A5. How would you rate the job the B.C. government is doing when it comes to...

↑ Statistically significantly higher than previous wave
↓ Statistically significantly lower than previous wave

Importance of BC Gov't Priorities

Improving health care continues to be what British Columbians most want the B.C. Government to focus on – along with making life/housing more affordable.

Sticking to BC's climate change plan/meeting emission reductions targets and reducing homelessness/providing more supportive housing options have increased in importance since April 2023.



Base: All respondents (August 2023 n=1,003 - 2,006) †Level added in Apr 2023 (no historical data available)
 A6. On a scale of 1 to 5 where "1" means not at all important and "5" means extremely important, how important is it to you, personally, that the B.C. government do each of the following things?

↑ Statistically significantly higher than previous wave
 ↓ Statistically significantly lower than previous wave

Importance of BC Gov't Priorities: Demographics

Those aged 55+, women, and those living on Vancouver Island are more likely to rate *improving health care* as important.

Those aged 18-34, women, those with household incomes below \$70k, and renters/those living with family are more likely to rate *making housing more affordable and available* as important.

Women, those with lower household incomes, and those renting/living with family are more likely to rate *reducing homelessness* as important.

% NET Important	TOTAL (n=2,006)	AGE			GENDER		REGION					HH INCOME		HOME	
		18-34 (n=359)	35-54 (n=625)	55+ (n=1,022)	Male (n=981)	Female (n=1,004)	Metro Van (n=932)	Fraser Valley (n=180)	Van Island (n=366)	Interior (n=359)	Norther n BC (n=169)	<\$70K (n=812)	>\$70K (n=996)	Own (n=1,328)	Rent/ Family (n=562)
Improve health care	85%	77%	84%	91%	81%	89%	84%	75%	90%	88%	81%	87%	85%	86%	84%
Make life more affordable for British Columbians	84%	84%	84%	84%	81%	88%	83%	80%	85%	88%	89%	88%	82%	81%	91%
Make housing more affordable and available	82%	86%	81%	80%	77%	86%	81%	74%	85%	83%	81%	86%	79%	76%	91%
Reduce crime and make communities safer	78%	75%	78%	80%	80%	76%	76%	84%	74%	82%	88%	80%	78%	78%	78%
Increase economic opportunities for all British Columbians	73%	68%	73%	75%	72%	73%	71%	61%	78%	74%	77%	73%	73%	73%	73%
Grow the economy and create jobs	72%	63%	71%	77%	68%	75%	72%	69%	73%	73%	61%	74%	69%	73%	69%
Reduce homelessness and provide more supportive housing options	70%	74%	68%	69%	65%	75%	68%	68%	72%	75%	71%	76%	66%	65%	78%
Reduce taxes for average British Columbians	69%	67%	72%	68%	69%	70%	68%	77%	63%	74%	81%	72%	68%	69%	69%
Make B.C. communities safer from floods, fires and droughts	66%	62%	61%	73%	62%	70%	64%	63%	72%	68%	63%	70%	63%	66%	67%

Base: All respondents

A6. On a scale of 1 to 5 where "1" means not at all important and "5" means extremely important, how important is it to you, personally, that the B.C. government do each of the following things?

 Statistically significantly *higher* than total
 Statistically significantly *lower* than total

Importance of BC Gov't Priorities: Demographics (cont.)

Importance of *reconciliation with Indigenous people* is largely dependent on age, home ownership/renting, and region.

% NET Important	TOTAL (n=2,006)	AGE			GENDER		REGION					HH INCOME		HOME	
		18-34 (n=359)	35-54 (n=625)	55+ (n=1,022)	Male (n=981)	Female (n=1,004)	Metro Van (n=932)	Fraser Valley (n=180)	Van Island (n=366)	Interior (n=359)	Norther n BC (n=169)	<\$70K (n=812)	>\$70K (n=996)	Own (n=1,328)	Rent/ Family (n=569)
Fight the toxic drug crisis and increase addictions treatment beds	65%	62%	63%	68%	63%	67%	64%	48%	74%	61%	72%	65%	65%	63%	69%
Strengthen environmental protection, including for wild salmon and watersheds	65%	58%	62%	71%	64%	66%	64%	59%	68%	65%	66%	73%	59%	64%	67%
Improve elementary and secondary education	60%	60%	64%	58%	60%	61%	60%	57%	59%	61%	70%	62%	60%	61%	57%
Balance the provincial budget	57%	56%	55%	60%	63%	52%	55%	62%	56%	61%	69%	61%	54%	60%	53%
Stick to B.C.'s climate change plan and stay on track to meet emissions reductions targets	55%	59%	51%	57%	50%	60%	56%	36%	60%	55%	53%	60%	51%	53%	58%
Manage the public health and health care aspects of COVID-19	54%	52%	42%	63%	53%	55%	55%	46%	53%	57%	53%	60%	49%	55%	53%
Improve childcare	48%	57%	46%	45%	48%	48%	46%	38%	56%	48%	52%	50%	47%	47%	52%
Reconciliation with Indigenous peoples	40%	49%	41%	34%	36%	43%	40%	29%	47%	34%	42%	42%	38%	36%	46%

Base: All respondents

A6. On a scale of 1 to 5 where "1" means not at all important and "5" means extremely important, how important is it to you, personally, that the B.C. government do each of the following things?

 Statistically significantly *higher* than total
 Statistically significantly *lower* than total



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Draft Report

GCPE – B.C. Government November 2023 Omnibus



CONFIDENTIAL ADVICE TO CABINET

DATE: December 22, 2023



Methodology



- Online study with a sample of general population adults 18 years and above across B.C..
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- The data was weighted in analysis by age and region according to 2021 Census figures.
- Fieldwork for **Wave 9**: *November 24-30, 2023*.
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- Median survey length for **Wave 9** was 28 minutes.

Sample



As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the following is the sample for key subgroups with associated margin of error for the total sample 19 times out of 20.

	# of Respondents	Margin of Error
Metro Vancouver	891	±3.28%
Fraser Valley	205	±6.84%
Vancouver Island	384	±5.00%
Interior	354	±5.21%
Northern B.C.	171	±7.49%
Total	2,005	±2.18%

Note that data that sometimes should add up to 100% may not due to rounding.

Statistically significant differences among segments of the population compared to the Total B.C. population are denoted throughout the report (see notes below).

- Statistically significantly higher than total

Statistically significantly lower than total
- Statistically significantly higher than previous wave

Statistically significantly lower than previous wave



Affordability & Cost of Living

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Affordability and Cost of Living –

Section Summary

- British Columbians continue to feel the B.C. government is doing a poor **job making life more affordable**, with two-thirds (65%) of British Columbians providing negative ratings.
- B.C. households spend, on average, around \$4,159 (mean) on **major household expenses** with the majority of this allocated to housing / shelter.
- One-third (34%) of British Columbians could not cover an **unexpected \$500 expense**.

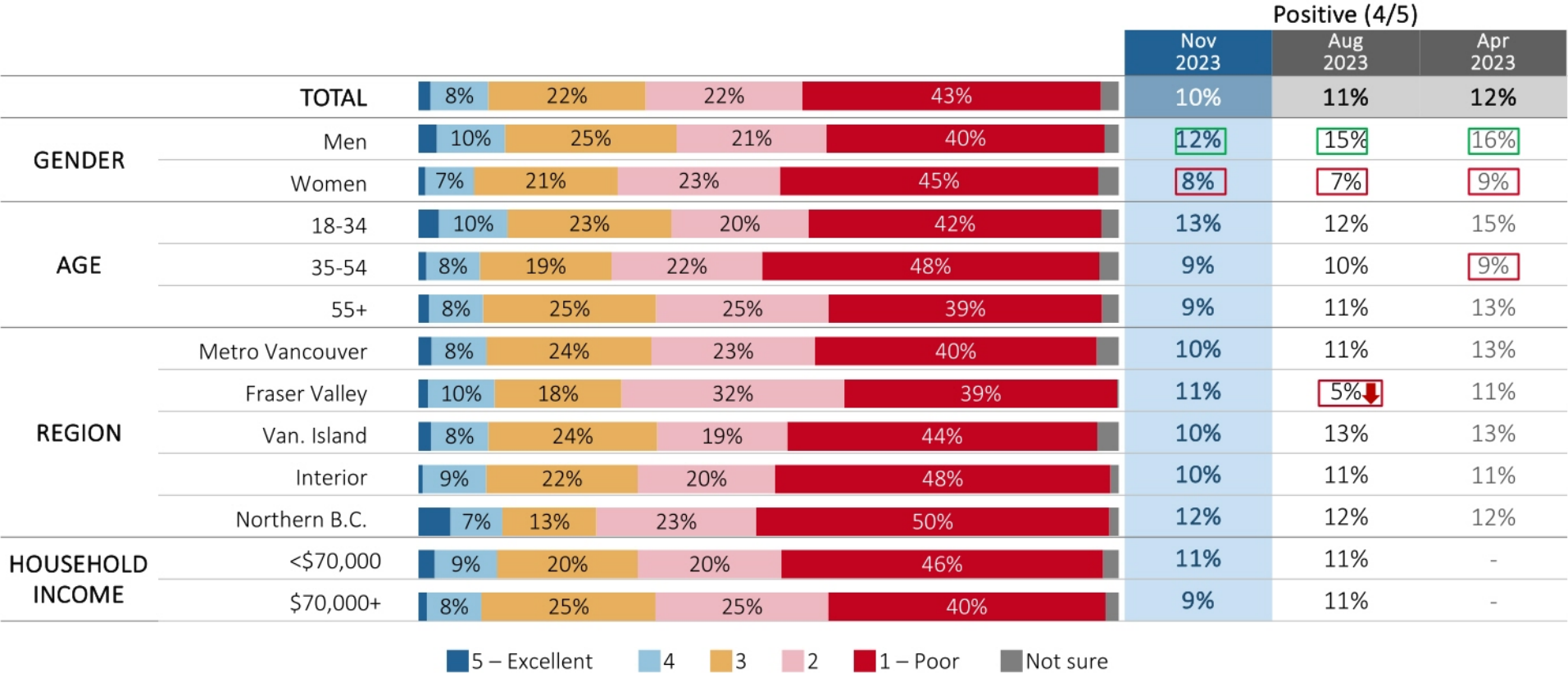
• s. 12

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Rating of B.C. Government: Affordability

Two-thirds (65%) of British Columbians provided negative ratings (rated 1 or 2) on the job the B.C. government is doing to make life more affordable. There is an opportunity to improve affordability in the province, especially as it is a top issue of concern.

Likelihood to provide positive ratings is stronger among Men, but otherwise largely consistent across demographics.



Base: All respondents (Nov 2023 n=171-2,005)

A5. How would you rate the job the B.C. government is doing when it comes to making life more affordable for people in British Columbia ...

Responses less than 3% not labelled

Statistically significantly higher than total

Statistically significantly lower than total

Statistically significantly higher than previous wave

Statistically significantly lower than previous wave

Monthly Household Expenses

The average B.C. household spends \$4,159 (mean) on the following household expenses each month, with housing/shelter accounting for slightly over half of the total.

Mean \$	TOTAL (n=1,980)	AGE			GENDER		REGION					HH INCOME		HOME	
		18-34 (n=340)	35-54 (n=658)	55+ (n=982)	Men (n=899)	Women (n=1,060)	Metro Van (n=875)	Fraser Valley (n=205)	Van Island (n=380)	Interior (n=349)	Norther n B.C. (n=171)	<\$70K (n=867)	>\$70K (n=976)	Own (n=1289)	Rent/ Family (n=684)
Housing/Shelter (rent or mortgage)	\$2,726	\$1,794	\$2,075	\$4,036	\$3,824	\$1,676	\$3,712	\$2,730	\$1,481	\$1,283	\$1,057	\$3,398	\$2,084	\$3,643	\$1,665
Food (incl. groceries, food delivery, restaurants)	\$625	\$500	\$688	\$653	\$605	\$644	\$621	\$595	\$591	\$701	\$595	\$485	\$721	\$690	\$528
Transportation (incl. gas, insurance, car payment, transit, ride-hailing)	\$345	\$360	\$393	\$300	\$352	\$337	\$334	\$388	\$319	\$394	\$362	\$270	\$414	\$354	\$333
Childcare (incl. daycare, preschool, after school care, nanny, etc.)	\$276	\$238	\$310	\$220	\$235	\$307	\$306	\$310	\$183	\$224	\$239	\$229	\$310	\$267	\$296
Childcare, for respondents with children at home (incl. daycare, preschool, after school care, nanny, etc.)	\$424	\$380	\$454	\$418	\$439	\$413	\$471	\$374	\$296	\$402	\$293	\$351	\$450	\$442	\$377
Health and personal care products and services (incl. medication, eye and dental care, health services, hygiene products, cosmetics, etc.)	\$187	\$153	\$209	\$190	\$181	\$192	\$189	\$205	\$177	\$196	\$153	\$173	\$205	\$193	\$177
Total mean, including childcare for respondents with children at home	\$4,307	\$3,187	\$3,819	\$5,597	\$5,401	\$3,262	\$5,327	\$4,293	\$2,864	\$2,977	\$2,460	\$4,676	\$3,873	\$5,323	\$3,080
Total mean	\$4,159	\$3,046	\$3,675	\$5,399	\$5,197	\$3,156	\$5,162	\$4,229	\$2,751	\$2,798	\$2,406	\$4,554	\$3,733	\$5,147	\$2,999

Base: All respondents, excluding \$0

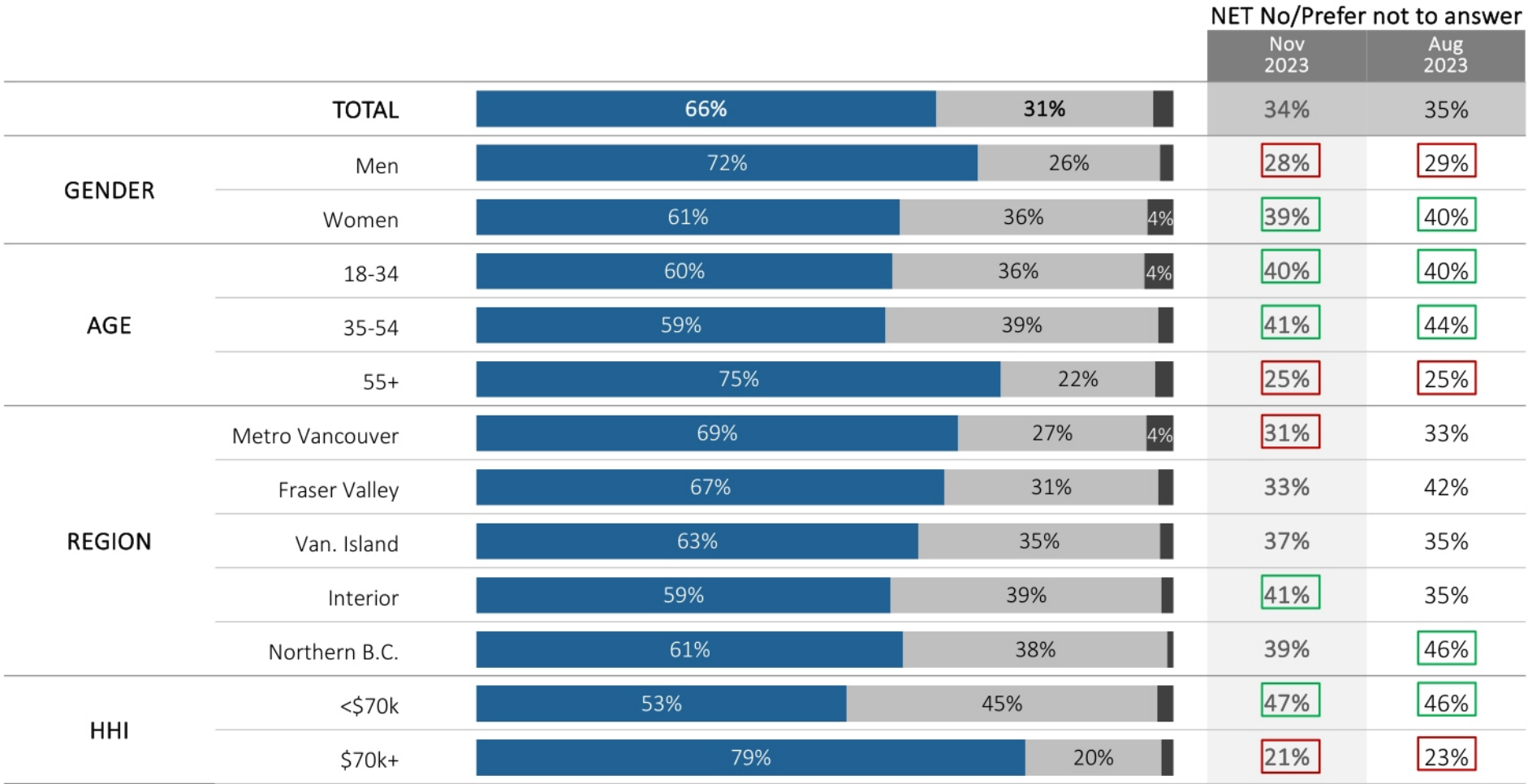
AF1/AF1x. Approximately how much does your household spend each month on the following:

 Statistically significantly *higher* than total
 Statistically significantly *lower* than total

Household Financial Capability

One-third (34%) of British Columbians could not cover an unexpected expense of \$500 from their household’s resources if it were needed.

British Columbians who are less likely to be able to cover an unexpected expense of \$500 include: Women, younger British Columbians (under 55 years of age), those living in Interior B.C., and who have lower incomes (less than \$70,000).



Base: All respondents (Nov 2023 n=171-2,005)

AF2. Today, could your household cover an unexpected expense of \$500 from your household's resources?

Responses 3% or less not labelled

■ Yes ■ No ■ Prefer not to say

□ Statistically significantly higher than total
□ Statistically significantly lower than total



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Statistically significantly higher than total

Statistically significantly lower than total

Statistically significantly higher than previous wave

Statistically significantly lower than previous wave



Direction of Province and Top Issues

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Direction of Province and Top Issues –

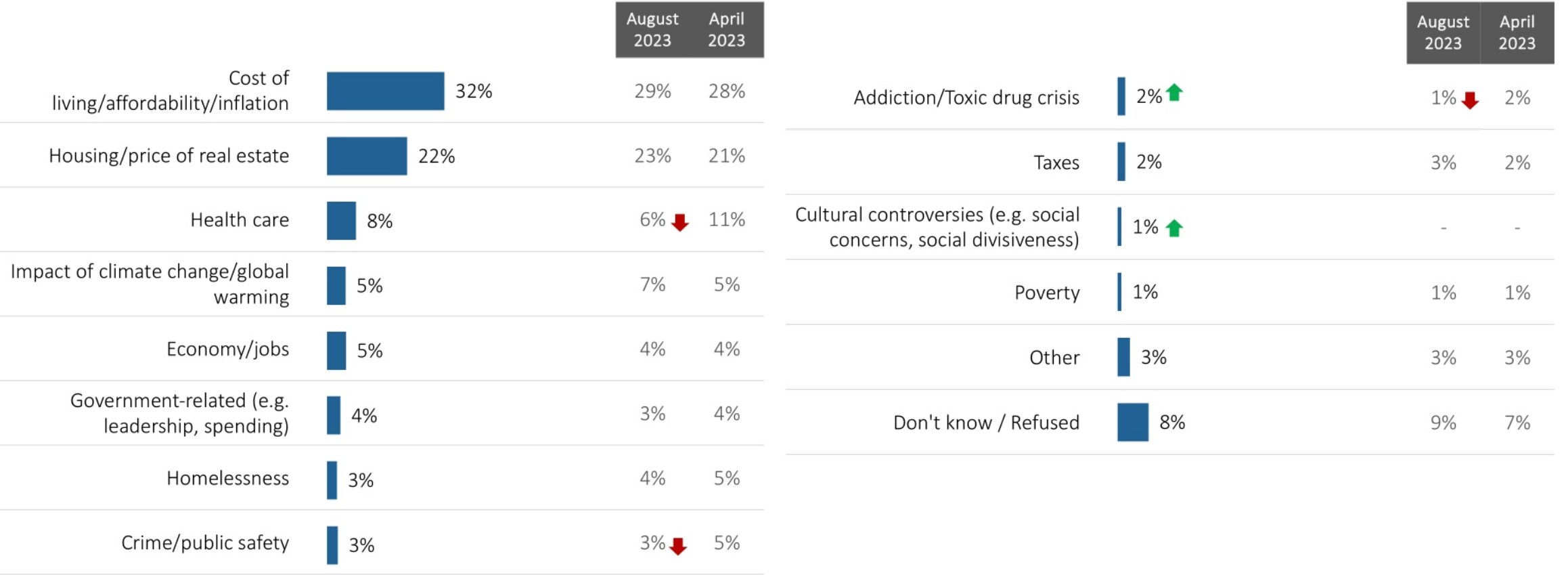
Section Summary

- On an unaided and aided basis, **the most important issue facing British Columbia today** is the cost of living / affordability / high inflation. This is followed by housing / price of real estate and health care.
- Approximately two-in-five British Columbians feel the province as a whole (41%) and the current provincial government (45%) are on the right track. While somewhat split, British Columbians are more likely to think that both **the province as a whole, and the current provincial government are on the wrong track**.
- **Ratings of the B.C. government** are most positive for reconciliation with Indigenous peoples (36% positive), keeping kids safe (30%), and supporting new economic sectors (28%). Ratings are the least positive for mental health and addictions (13%), housing (11%), and making life more affordable in B.C. (10%).
- Improving health care and life/housing affordability continues to be **what British Columbians want the B.C. government to focus on most**.
- **Trust in government and public organizations** is moderate to low among British Columbians – only a slight majority trust their municipality, province, and federal government 'fairly' often or more. s. 17

s. 17

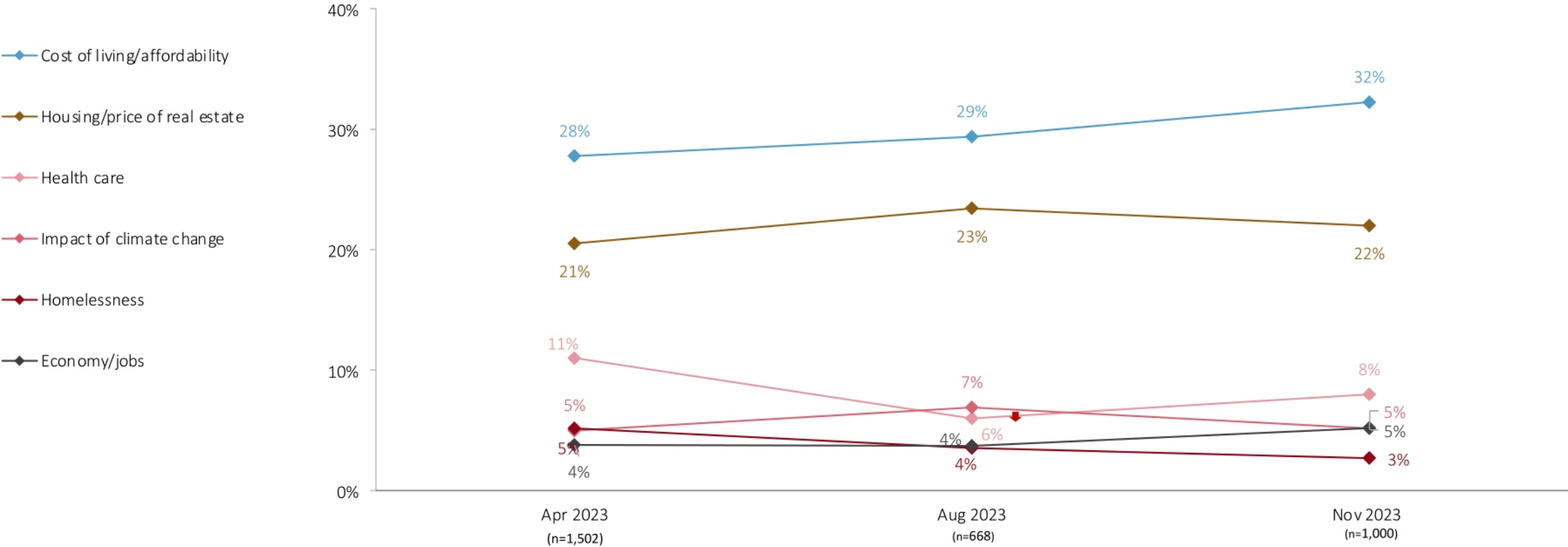
Most Important Issues Facing B.C. (unaided)

Similar to previous waves, cost of living emerges as a top identified issue (unaided) for British Columbians, with nearly one-third (32%) saying it is the most important issue facing British Columbia today. Other top issues for British Columbians include housing (22%) and, to a lesser extent, health care (8%).



Most Important Issues Facing B.C.: Tracking *(unaided)*

Top issues for British Columbians have remained stable in November 2023. However, cost of living and affordability is higher compared to April 2023 and will be important to monitor to determine if an upward trend persists.



Base: Split respondents
A1b. What would you say is the most important issue facing British Columbia today?

▲ Statistically significantly higher than previous wave
▼ Statistically significantly lower than previous wave

Most Important Issues Facing B.C.: Demographics (*unaided*)

% Selected/Coded	TOTAL (n=1000)	AGE			GENDER		REGION					Employment Status			
		18-34 (n=175)	35-54 (n=331)	55+ (n=494)	Men (n=453)	Women (n=535)	Metro Van (n=443)	Fraser Valley (n=111)	Van Island (n=180)	Interior (n=181)	Northern B.C. (n=85*)	Full/self Contract (n=427)	Part-Time (n=95*)	Unemployed / Student (n=63*)	Retired (n=341)
Cost of living/affordability/inflation	32%	38%	38%	24%	29%	36%	31%	22%	31%	42%	34%	36%	35%	34%	24%
Housing/price of real estate	22%	23%	19%	23%	21%	23%	26%	29%	15%	20%	10%	23%	23%	24%	22%
Impact of climate change/global warming	8%	1%	8%	12%	8%	8%	8%	11%	10%	6%	6%	7%	6%	1%	12%
Health care	5%	4%	6%	5%	6%	4%	5%	12%	6%	4%	4%	5%	5%	6%	5%
Economy/jobs	5%	4%	5%	7%	6%	4%	6%	3%	5%	4%	7%	4%	1%	5%	9%
Government-related (e.g. leadership, spending)	4%	2%	3%	5%	5%	2%	2%	1%	5%	7%	9%	3%	6%	4%	4%
Crime/public safety	3%	2%	3%	3%	3%	2%	4%	-	3%	1%	1%	4%	2%	1%	3%
Homelessness	3%	1%	3%	4%	2%	3%	2%	5%	3%	2%	4%	2%	<1%	1%	4%
Taxes	2%	1%	3%	2%	1%	3%	2%	4%	1%	3%	2%	2%	2%	2%	2%
Natural disasters (e.g. forest fires, flooding)	2%	2%	1%	3%	3%	1%	2%	6%	1%	1%	6%	2%	3%	1%	3%
Low wages	1%	<1%	1%	2%	1%	1%	1%	<1%	3%	1%	1%	1%	-	2%	2%
Poverty	1%	1%	<1%	1%	<1%	2%	<1%	1%	2%	2%	-	1%	3%	-	<1%
Other	2%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%
Don't know	8%	16%	6%	4%	9%	6%	10%	2%	9%	4%	7%	8%	9%	18%	5%

Base: Split respondents. *Small base size, interpret with caution.

A1b. What would you say is the most important issue facing British Columbia today?

Responses less than 1% not shown

 Statistically significantly *higher* than total
 Statistically significantly *lower* than total

Top 3 Most Important Issues (*aided*)

When prompted with a list of responses (*aided*), British Columbians identify the same top three issues as when unaided – cost of living/affordability (64%), housing/price of real estate (42%) and health care (37%).

		Aug '23	Apr '23	Dec '22	Aug '22	Apr '22	Feb '22	Dec '21	Aug '21
Cost of living/affordability	64%	60%	58%	62%	56%	56%	52%	45%	38%
Housing/price of real estate	42%	39%	33%	34%	32%	43%	36%	32%	29%
Health care	37%	33%	34%	34%	32%	43%	36%	32%	29%
Homelessness	23%	21%	20%	22%	24%	17%	14%	14%	13%
Impact of climate change/global warming	18%	18%	16%	18%	19%	21%	24%	35%	29%
Addiction/Toxic drug crisis†	15%	18%	16%	13%	16%	19%	18%	17%	12%
Crime/public safety	14%	17%	20%	18%	15%	12%	13%	9%	8%
Taxes	12%	14%	14%	9%	10%	12%	10%	8%	10%
Mental health care	11%	16%	–	–	–	–	–	–	–
Economy/jobs	10%	11%	10%	10%	9%	9%	13%	13%	14%
Gas prices	9%	13%	15%	13%	17%	20%	14%	9%	9%
Poverty	9%	8%	7%	6%	7%	7%	7%	7%	6%
Low wages	8%	9%	7%	9%	7%	7%	5%	6%	7%

		Aug '23	Apr '23	Dec '22	Aug '22	Apr '22	Feb '22	Dec '21	Aug '21
Roads and congestion	4%	4%	4%	3%	4%	4%	4%	7%	3%
Economic impacts of COVID-19	3%	4%	3%	5%	9%	10%	17%	19%	17%
Transit	3%	2%	2%	3%	2%	1%	1%	2%	1%
Reconciliation with Indigenous peoples	2%	3%	4%	–	–	–	–	–	–
Old growth logging	2%	2%	2%	3%	3%	3%	5%	5%	5%
Child care	2%	2%	2%	1%	2%	3%	2%	3%	3%
Health impacts of COVID-19	2%	2%	3%	5%	5%	8%	13%	16%	15%
Car insurance/ICBC	1%	3%	3%	2%	2%	2%	1%	2%	3%
Education	1%	3%	2%	3%	2%	3%	2%	3%	3%
Government-related (e.g. leadership, spending) †	1%	–	–	–	–	–	–	–	–
Other	1%	1%	0%	2%	2%	1%	2%	4%	3%
Don't know	1%	1%	1%	1%	1%	1%	1%	0%	1%

Base: Split respondents (Nov 2023 n=1,005). †NET addiction/fentanyl crisis in wave April 2023 and before.

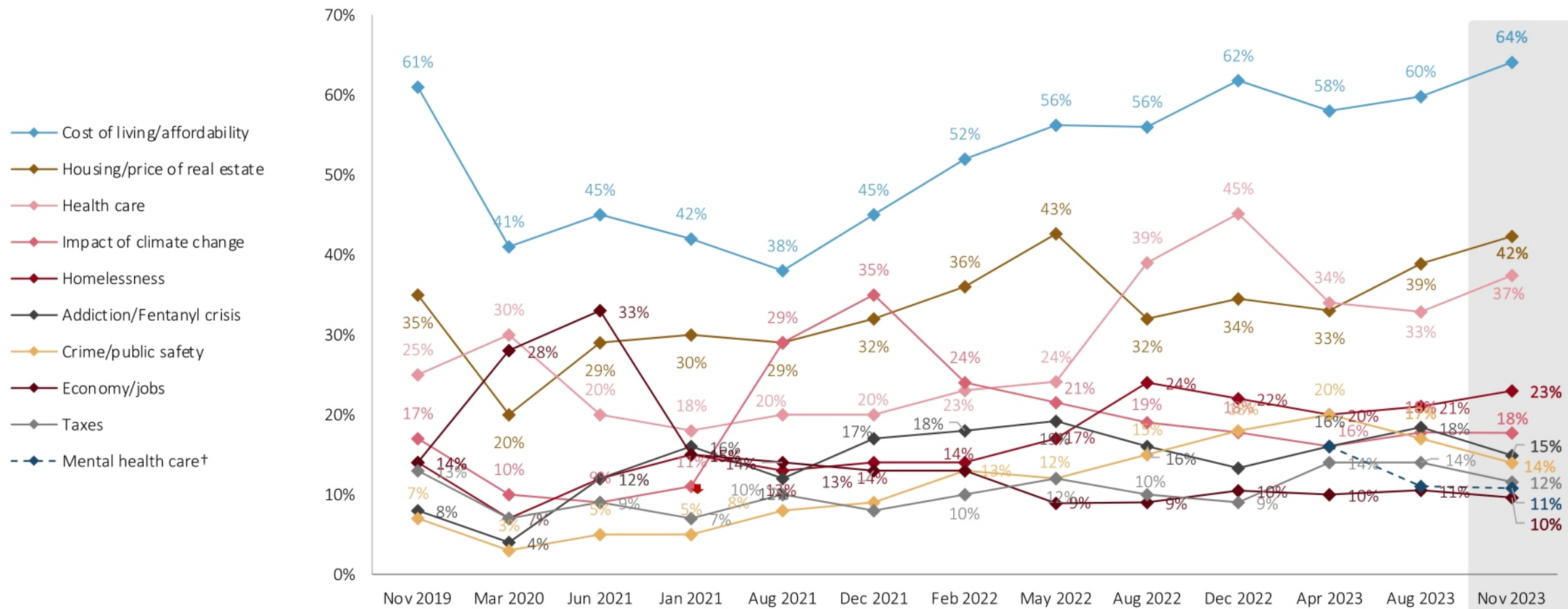
†Level added in Nov 2023 (no historical data available)

A1a. What would you say are the three most important issues facing British Columbia today?

Statistically significantly higher than previous wave
 Statistically significantly lower than previous wave

Top 3 Most Important Issues: Tracking *(aided)*

Mentions of cost of living/affordability and housing/price of real estate as issues have increased compared to April 2023 and are on an upward trend. This will be important to monitor to determine if this trend persists.



Base: Split respondents (Nov 2023 n=1,005)

†Level added in Apr 2023 (no historical data available)

A1a. What would you say are the three most important issues facing British Columbia today?

Top 3 Most Important Issues: Demographics (*aided*)

% NET Important	TOTAL (n=1,005)	AGE			GENDER		REGION					Employment Status			
		18-34 (n=168)	35-54 (n=337)	55+ (n=500)	Men (n=459)	Women (n=535)	Metro Van (n=448)	Fraser Valley (n=94*)	Van Island (n=204)	Interior (n=173)	Northern B.C. (n=86*)	Full/self Contract (n=479)	Part-Time (n=97*)	Unemployed / Student (n=50*)	Retired (n=317)
Cost of living/affordability/inflation	64%	65%	71%	59%	62%	66%	65%	69%	59%	66%	60%	65%	68%	67%	57%
Housing/price of real estate	42%	53%	43%	35%	43%	42%	45%	31%	43%	40%	30%	44%	45%	52%	38%
Health care	37%	24%	31%	50%	35%	40%	33%	42%	47%	35%	46%	30%	31%	13%	59%
Homelessness	23%	22%	19%	27%	19%	27%	23%	23%	28%	18%	15%	21%	26%	14%	27%
Impact of climate change/global warming	18%	14%	15%	22%	18%	16%	14%	16%	21%	26%	15%	16%	13%	18%	23%
Addiction/Toxic drug crisis	15%	15%	16%	14%	14%	16%	16%	13%	14%	15%	13%	16%	21%	12%	12%
Crime/public safety	14%	10%	14%	16%	19%	10%	13%	17%	15%	15%	14%	15%	13%	1%	16%
Taxes	12%	9%	14%	11%	14%	10%	12%	10%	8%	14%	16%	13%	10%	11%	10%
Mental health care	11%	12%	11%	10%	8%	14%	11%	20%	9%	9%	15%	11%	13%	12%	9%
Economy/jobs	10%	13%	9%	8%	12%	8%	11%	5%	4%	9%	21%	10%	7%	24%	8%
Poverty	9%	5%	11%	11%	9%	9%	8%	10%	12%	10%	15%	8%	5%	12%	12%
Gas prices	9%	13%	6%	10%	10%	9%	10%	17%	8%	6%	13%	11%	12%	11%	7%
Low wages	8%	13%	11%	2%	5%	10%	8%	7%	7%	7%	7%	9%	13%	16%	1%
Roads and congestion	4%	2%	3%	6%	4%	4%	6%	-	1%	5%	-	5%	3%	1%	4%
Economic impacts of COVID-19	3%	6%	2%	2%	5%	2%	3%	9%	2%	2%	6%	5%	1%	4%	2%
Transit	3%	6%	1%	2%	4%	2%	4%	1%	2%	1%	-	2%	8%	3%	2%
Reconciliation with Indigenous peoples	2%	2%	2%	3%	3%	2%	2%	1%	2%	5%	3%	3%	-	-	2%
Old growth logging	2%	3%	<1%	3%	2%	2%	2%	-	4%	3%	-	1%	5%	3%	3%
Childcare	2%	3%	3%	1%	1%	3%	2%	2%	<1%	1%	3%	3%	-	-	<1%
Health impacts of COVID-19	2%	1%	3%	2%	2%	2%	1%	1%	3%	3%	2%	2%	2%	-	1%
Car insurance/ICBC	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	-	2%	-	3%	2%
Education	1%	<1%	1%	2%	1%	1%	1%	2%	2%	<1%	3%	1%	-	-	1%
Government-related	1%	1%	-	1%	1%	-	<1%	-	2%	1%	-	1%	-	-	1%
Don't know	1%	<1%	2%	-	<1%	1%	1%	1%	1%	-	-	1%	-	-	-

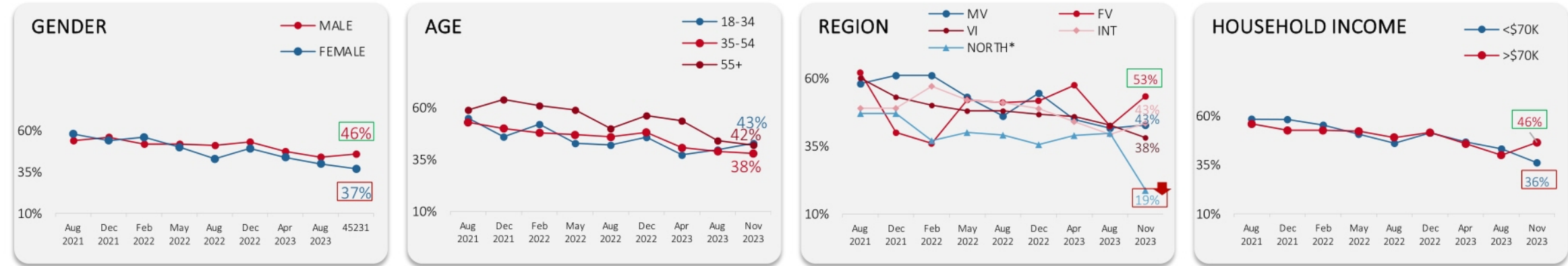
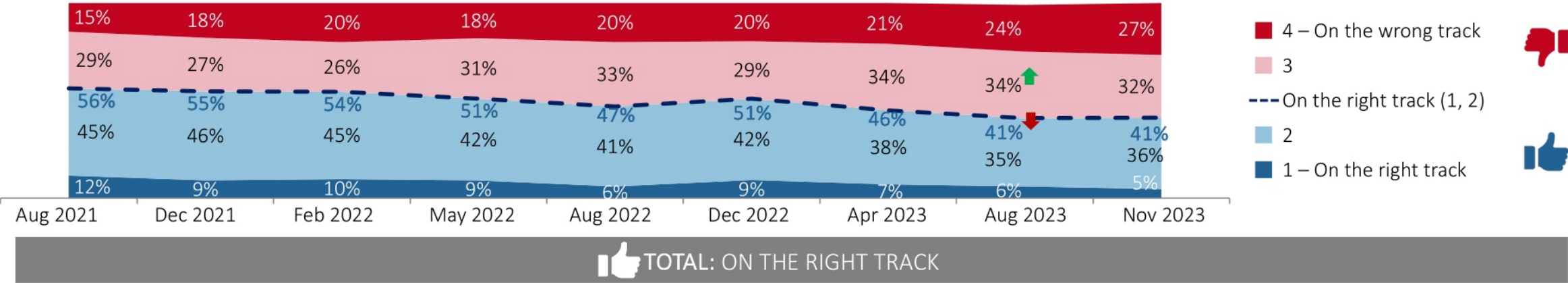
Base: Split respondents *Small base size, interpret with caution.

A1a. What would you say are the three most important issues facing British Columbia today?

Responses less than 1% not shown

Direction of Province

Two-in-five (41%) British Columbians feel that the province *as a whole* is on the right track, however, the majority (59%) do feel it is on the wrong track, consistent with August 2023. Those more likely to feel the province is on the right track include Men, Fraser Valley residents, and British Columbians with higher incomes (above \$70,000).



Base: Split respondents (Nov 2023 n=79-1,004) *Small base size, interpret with caution.

A2a. Thinking about the way things are going these days in British Columbia, to what extent would you say the province as a whole is on the right track, or the wrong track?

Statistically significantly higher than total (green box)
Statistically significantly lower than total (red box)
Statistically significantly higher than previous wave (green arrow)
Statistically significantly lower than previous wave (red arrow)

Top Reasons People Feel Province... (unaided)

For those who feel the province is on the right track, many are neutral as to why – saying it could be better or could be worse (21%). The top reasons among those who feel the province is on the wrong track are affordability issues, including high cost of living (28%) and lack of housing or high prices for real estate (13%).

Top Reasons People Feel Province on <u>Right Track</u> :	TOTAL (n=279)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=39**)	35-54 (n=82*)	55+ (n=158)	Men (n=151)	Women (n=125)	Metro Van (n=118)	Fr. Valley (n=39**)	V. Island (n=62*)	Interior (n=49**)	North B.C. (n=11**)	<\$70K (n=109)	>\$70K (n=151)
Could be better could be worse	21%	35%	25%	12%	18%	25%	21%	20%	17%	29%	4%	13%	28%
Government is focused (e.g. listening to it's citizens, addressing issues)	12%	15%	3%	16%	10%	15%	14%	5%	9%	15%	5%	16%	9%
Good economy / Jobs	11%	6%	18%	10%	14%	6%	9%	10%	11%	19%	10%	13%	11%
Leadership / Like current party in power	11%	4%	6%	17%	11%	9%	10%	12%	12%	11%	2%	12%	8%
Available housing / Reasonable price of real estate	9%	12%	6%	10%	10%	9%	10%	12%	8%	10%	5%	10%	10%

Top Reasons People Feel Province on <u>Wrong Track</u> :	TOTAL (n=527)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=94*)	35-54 (n=182)	55+ (n=251)	Men (n=227)	Women (n=294)	Metro Van (n=228)	Fr. Valley (n=44**)	V. Island (n=122)	Interior (n=82*)	North B.C. (n=51*)	<\$70K (n=230)	>\$70K (n=253)
High cost of living / Unaffordable / High inflation	28%	46%	32%	13%	21%	34%	31%	24%	22%	21%	38%	31%	25%
Lack of housing/High price of real estate	13%	16%	15%	9%	10%	15%	15%	8%	8%	21%	<1%	14%	12%
Government is not focused (e.g. not listening to it's citizens, not addressing issues)	6%	8%	4%	6%	6%	6%	5%	4%	10%	5%	1%	7%	5%
No improvements / Everything keeps getting worse / No long term solutions	5%	5%	9%	3%	8%	4%	5%	3%	8%	4%	6%	3%	7%
Leadership issues / Dislike current party in power	5%	4%	3%	8%	8%	3%	6%	8%	6%	1%	5%	6%	5%

Base: Split respondents excluding not sure . *Small base size, interpret with caution. ** Very small base size, interpret with extreme caution.

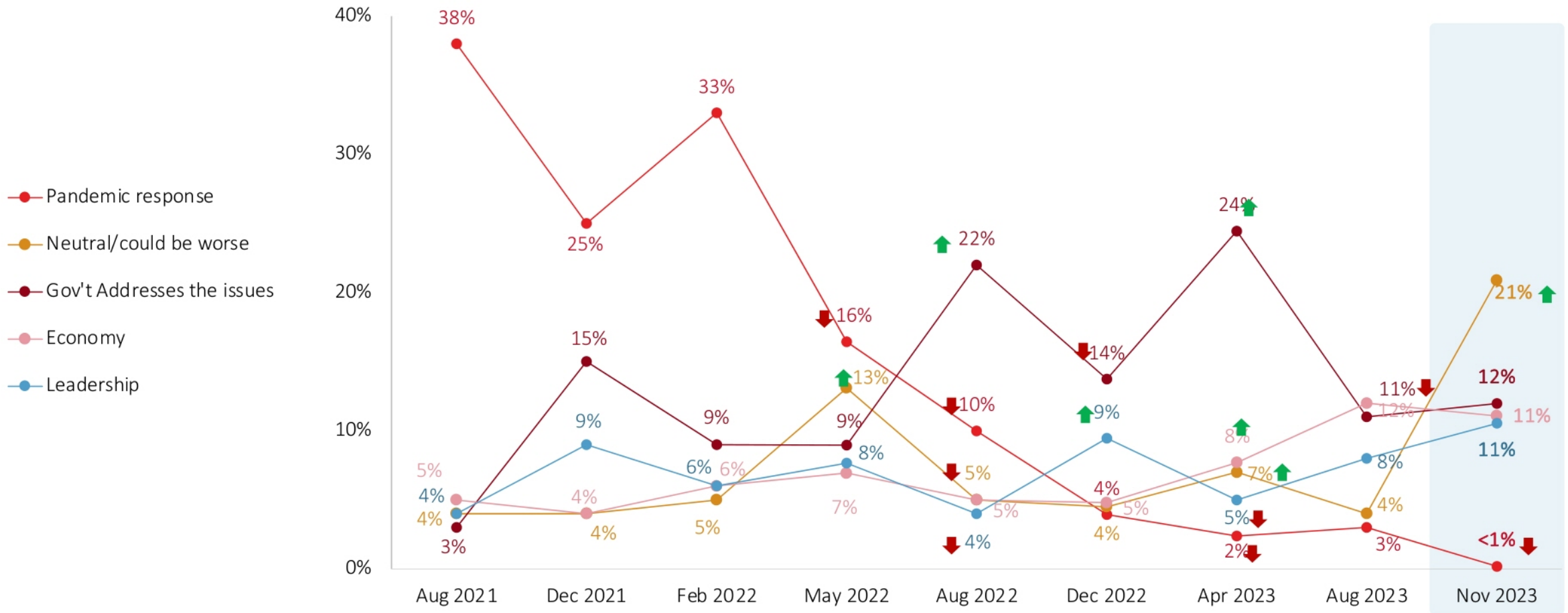
A3a. What is the main reason you feel B.C. is on the right track?

A3b. What is the main reason you feel B.C. is on the wrong track?

Statistically significantly higher than total
 Statistically significantly lower than total

Top Reasons People Feel Province on Right Track: Tracking *(unaided)*

Neutrality among those who feel the province is on the right track is on the rise, with two-in-five (21%) reporting they are neutral, or that the province could be worse. Historically, reasons have fluctuated, which can be expected with an open-ended question.

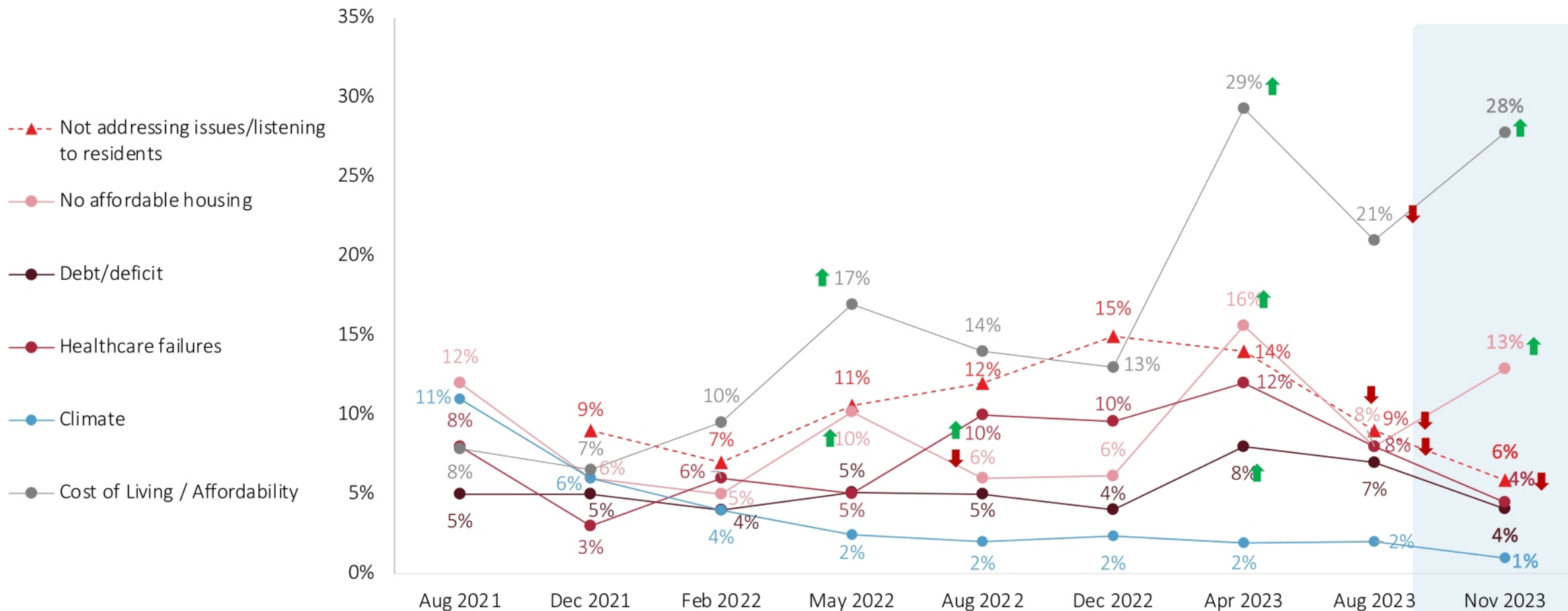


Base: Split respondents excluding not sure (Nov 2023 n=279)
A3a. What is the main reason you feel B.C. is on the right track?

▲ Statistically significantly *higher* than previous wave
▼ Statistically significantly *lower* than previous wave

Top Reasons People Feel Province on Wrong Track: Tracking (*unaided*)

Cost of living and affordability is the top reason why British Columbians feel the province is on the wrong track, returning to April 2023 levels after a decrease in August 2023.



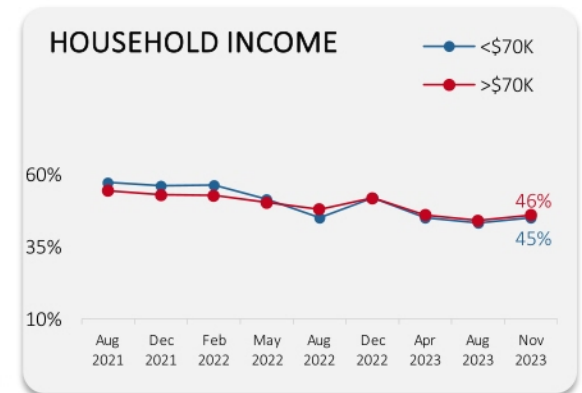
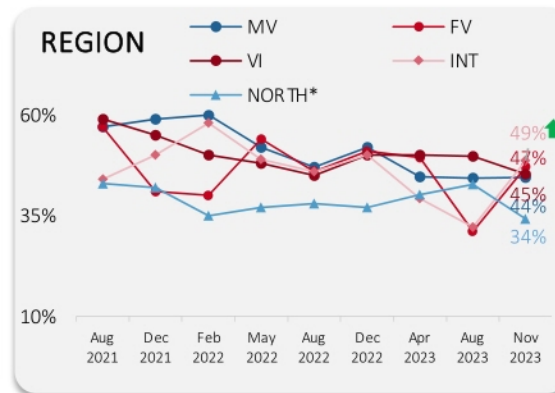
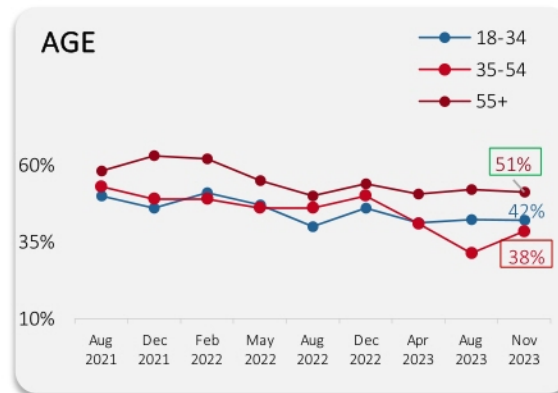
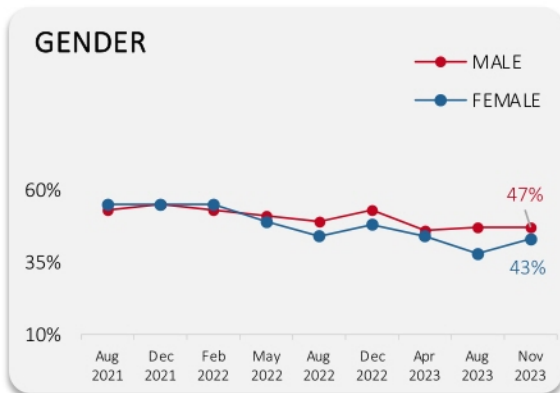
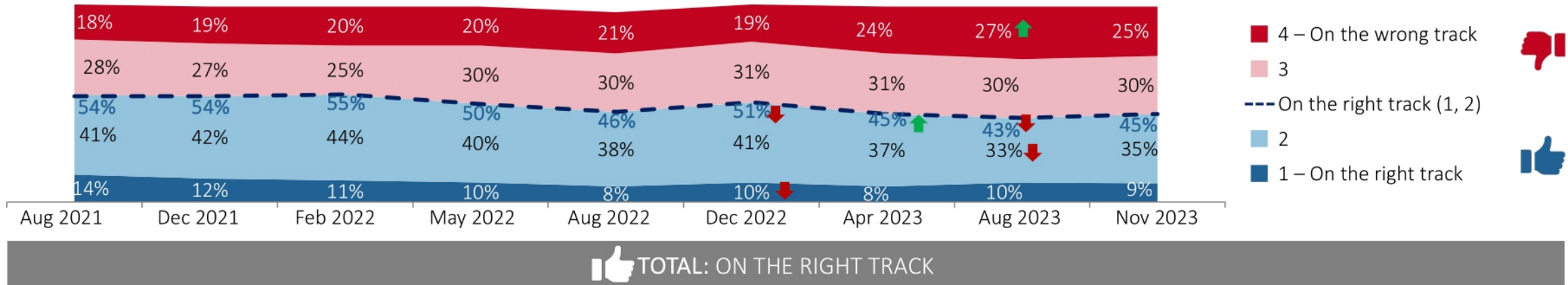
Base: Split respondents excluding not sure (Nov 2023 n=527)

A3b. What is the main reason you feel B.C. is on the wrong track?

↑ Statistically significantly higher than previous wave
↓ Statistically significantly lower than previous wave

Direction of Provincial Government

Similar to the direction of the province *as a whole*, over two-in-five (45%) British Columbians feel that the provincial *government* is on the right track, however, the majority (55%) do feel it is on the wrong track, consistent with August 2023. Older British Columbians (ages 55 and older) are more likely to feel the provincial government is on the right track.



Base: Split respondents (August 2023 n=1,005)

*Small base size, interpret with caution.


A2x. Thinking about the way things are going these days in British Columbia, to what extent would you say the current B.C. provincial government is on the right track, or the wrong track?


Statistically significantly higher than total
Statistically significantly lower than total

Statistically significantly higher than previous wave
Statistically significantly lower than previous wave

Top Reasons People Feel B.C. Government... (unaided)

For British Columbians who feel the provincial government is on the right track, the top reason is because the government is focused, listening to citizens and addressing issues (21%). A similar proportion are simply neutral, thinking it could be better or could be worse (20%). The top reasons for thinking the provincial government is on the wrong track include high cost of living (19%), the government not being focused (12%) and a lack of housing or high real estate prices (11%).



 <i>Top Reasons People Feel Government on Right Track:</i>	TOTAL (n=349)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=46**)	35-54 (n=88*)	55+ (n=215)	Men (n=173)	Women (n=172)	Metro Van (n=146)	Fr. Valley (n=37**)	V. Island (n=64*)	Interior (n=74*)	North B.C. (n=28**)	<\$70K (n=148)	>\$70K (n=186)
Government is focused (e.g. listening to it's citizens, addressing issues)	21%	13%	21%	24%	23%	18%	21%	13%	19%	21%	33%	24%	18%
Could be better could be worse	20%	31%	16%	18%	18%	23%	21%	24%	19%	20%	18%	28%	14%
Available housing / Reasonable price of real estate	15%	19%	18%	12%	12%	19%	16%	7%	10%	20%	17%	13%	16%
Government is attempting to address the issues	10%	6%	10%	11%	8%	12%	8%	5%	13%	12%	9%	9%	9%
Leadership / Like current party in power	7%	3%	6%	9%	8%	6%	6%	6%	9%	8%	6%	7%	7%

 <i>Top Reasons People Feel Government on Wrong Track:</i>	TOTAL (n=449)	AGE			GENDER		REGION					HH INCOME	
		18-34 (n=71*)	35-54 (n=167)	55+ (n=211)	Men (n=191)	Women (n=255)	Metro Van (n=192)	Fr. Valley (n=47**)	V. Island (n=81*)	Interior (n=75*)	North B.C. (n=54*)	<\$70K (n=202)	>\$70K (n=218)
High cost of living / Unaffordable / High inflation	19%	23%	29%	7%	17%	20%	18%	16%	17%	25%	20%	16%	23%
Government is not focused (e.g. not listening to it's citizens, not addressing issues)	12%	7%	14%	12%	10%	13%	13%	6%	12%	7%	12%	10%	10%
Lack of housing/High price of real estate	11%	12%	13%	9%	10%	12%	12%	10%	11%	7%	5%	13%	9%
Too much focus too much on certain issues / Too much focus on special interest groups	7%	4%	4%	11%	8%	6%	8%	2%	3%	10%	11%	7%	8%
No improvements / Everything keeps getting worse / No long term solutions	7%	15%	4%	3%	7%	6%	9%	1%	6%	1%	2%	6%	7%

Base: Split respondents, excluding not sure *Small base size, interpret with caution. ** Very small base size, interpret with extreme caution.

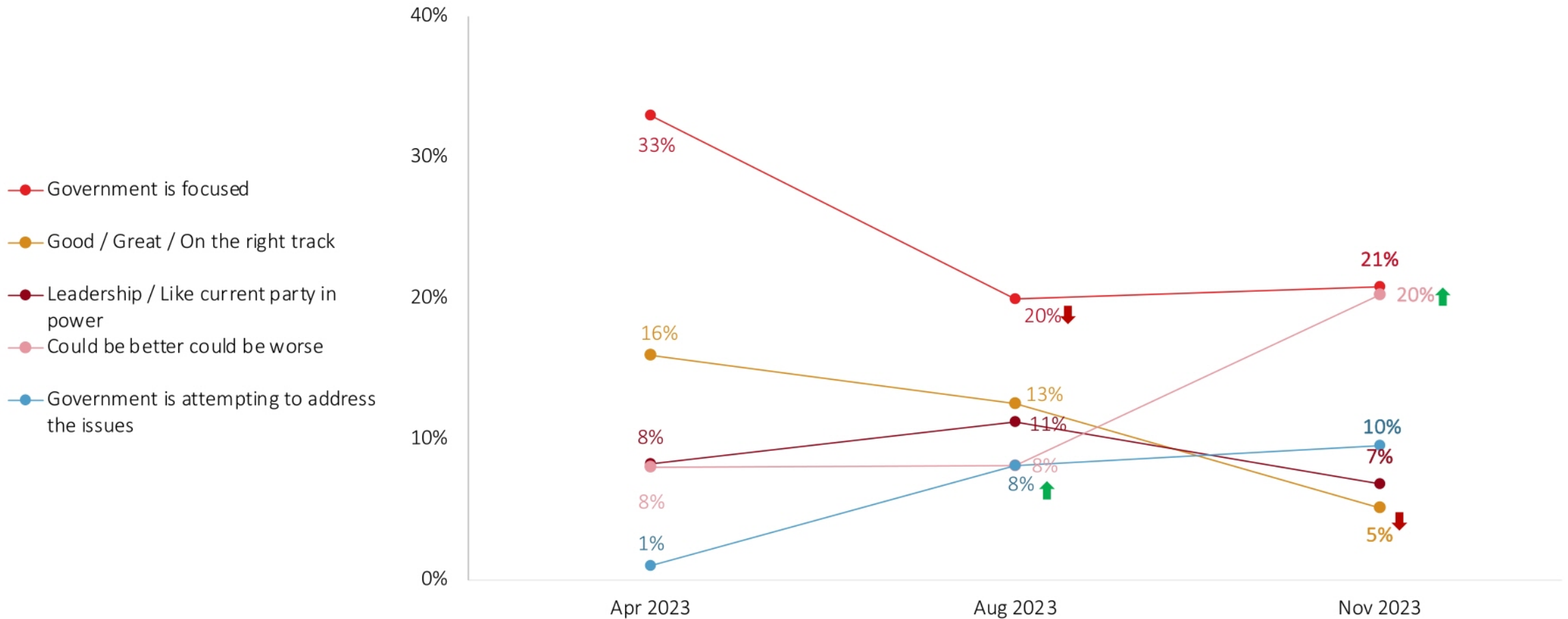
A3xa. What is the main reason you feel the current B.C. government is on the right track?

A3xb. What is the main reason you feel the current B.C. government is on the wrong track?

 Statistically significantly higher than total
 Statistically significantly lower than total

Top Reasons People Feel B.C. Government on Right Track: Tracking *(unaided)*

Neutrality is on the rise for those who feel the provincial government is on the right track (20% vs. 8% in August 2023). General feelings of the provincial government being good/great/on the right track have decreased since August 2023.



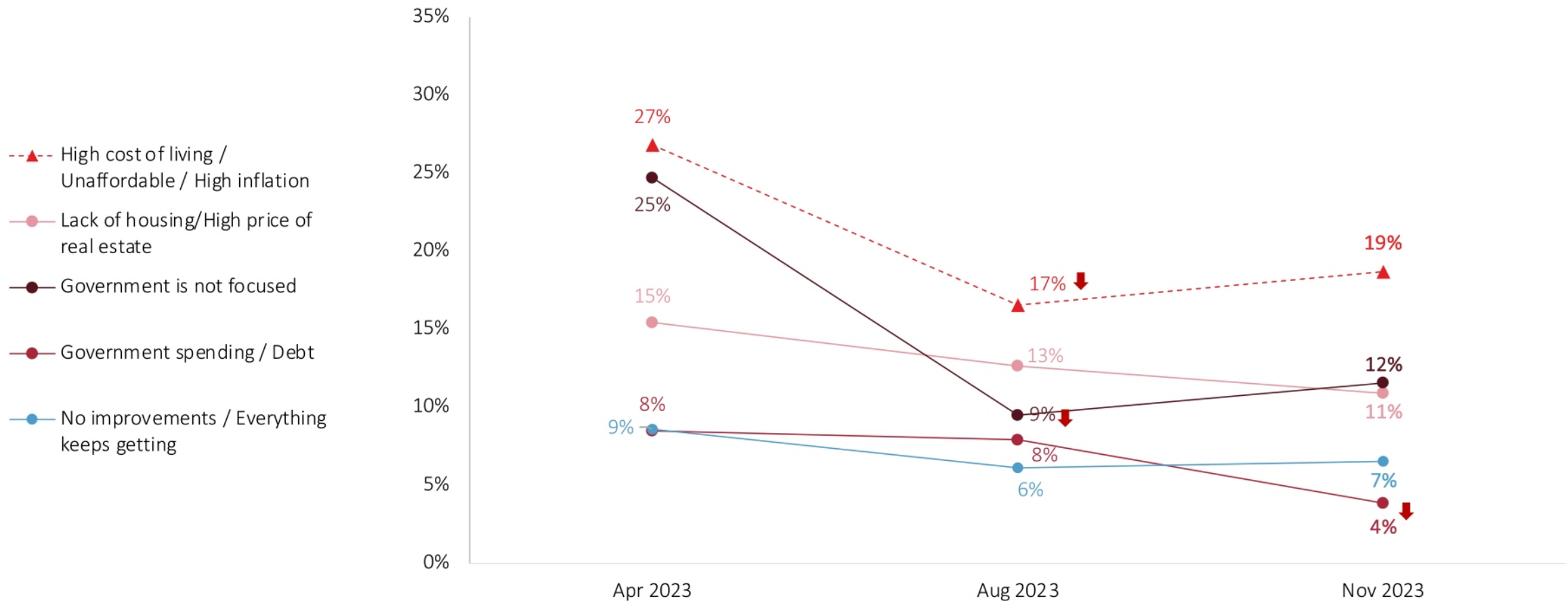
Base: Split respondents excluding not sure (Nov 2023 n=349)

A3xa. What is the main reason you feel the current B.C. government is on the right track?

↑ Statistically significantly *higher* than previous wave
↓ Statistically significantly *lower* than previous wave

Top Reasons People Feel B.C. Government on Wrong Track: Tracking *(unaided)*

The top reasons for feeling the provincial government is on the wrong track remain largely consistent with August 2023, apart from government spending and debt which has decreased.



Base: Split respondents excluding not sure (Nov 2023 n=449)

A3xb. What is the main reason you feel the current B.C. government is on the wrong track?

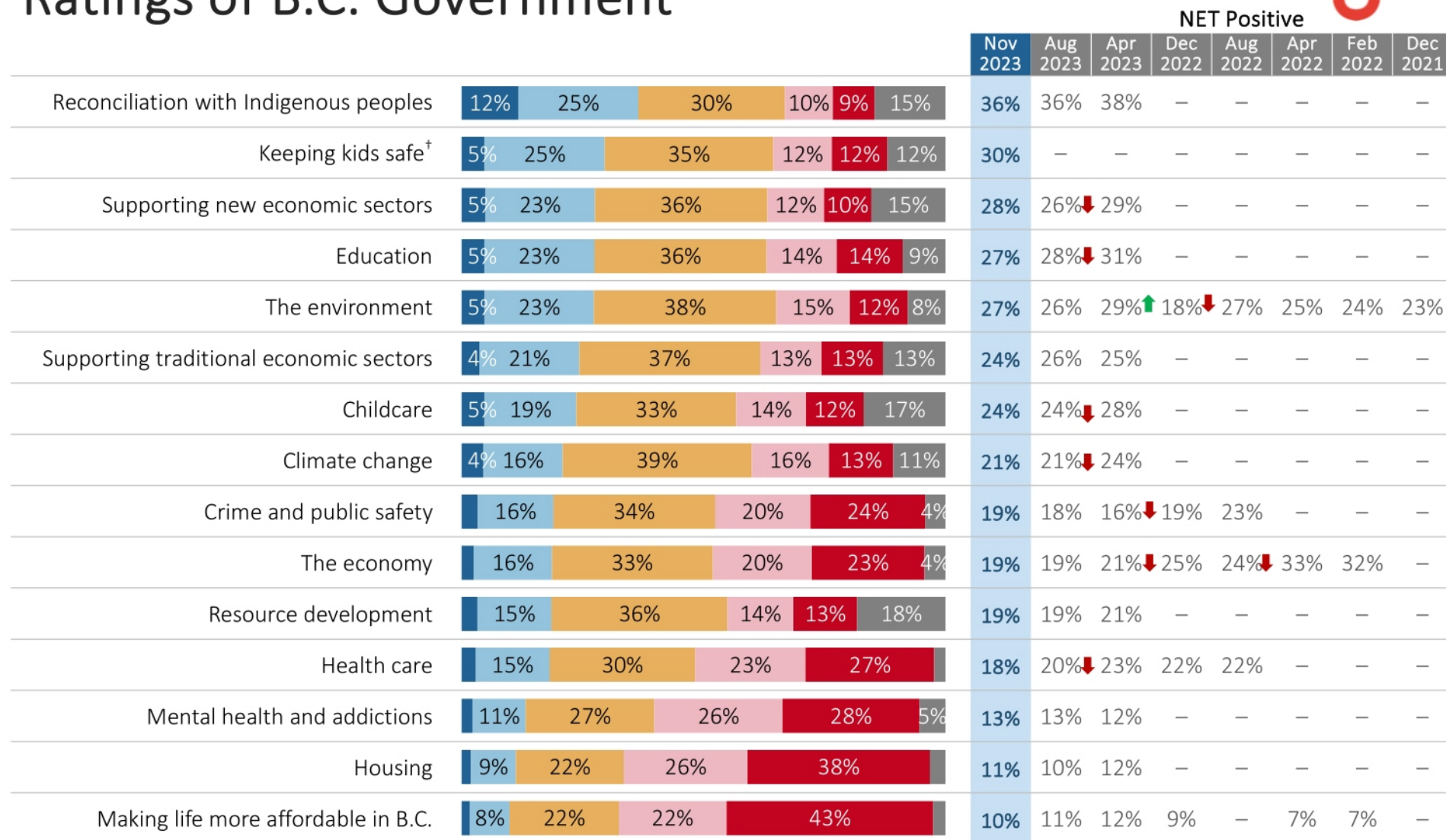
▲ Statistically significantly *higher* than previous wave
▼ Statistically significantly *lower* than previous wave

Ratings of B.C. Government

Ratings of the B.C. Government have remained largely stable since August 2023.

British Columbians provide their highest ratings on reconciliation with Indigenous peoples (36% rated positive), keeping kids safe (30%), and supporting new economic sectors (28%).

Key areas to work on are mental health and addictions (13%), housing (10%), and making life more affordable (10%).



Base: All respondents (Nov 2023 n=2,005)

5 – Excellent 4 3 2 1 – Poor Don't know

[†]Level added in Nov 2023 (no historical data available) [‡]Slight wording change in Nov 2023

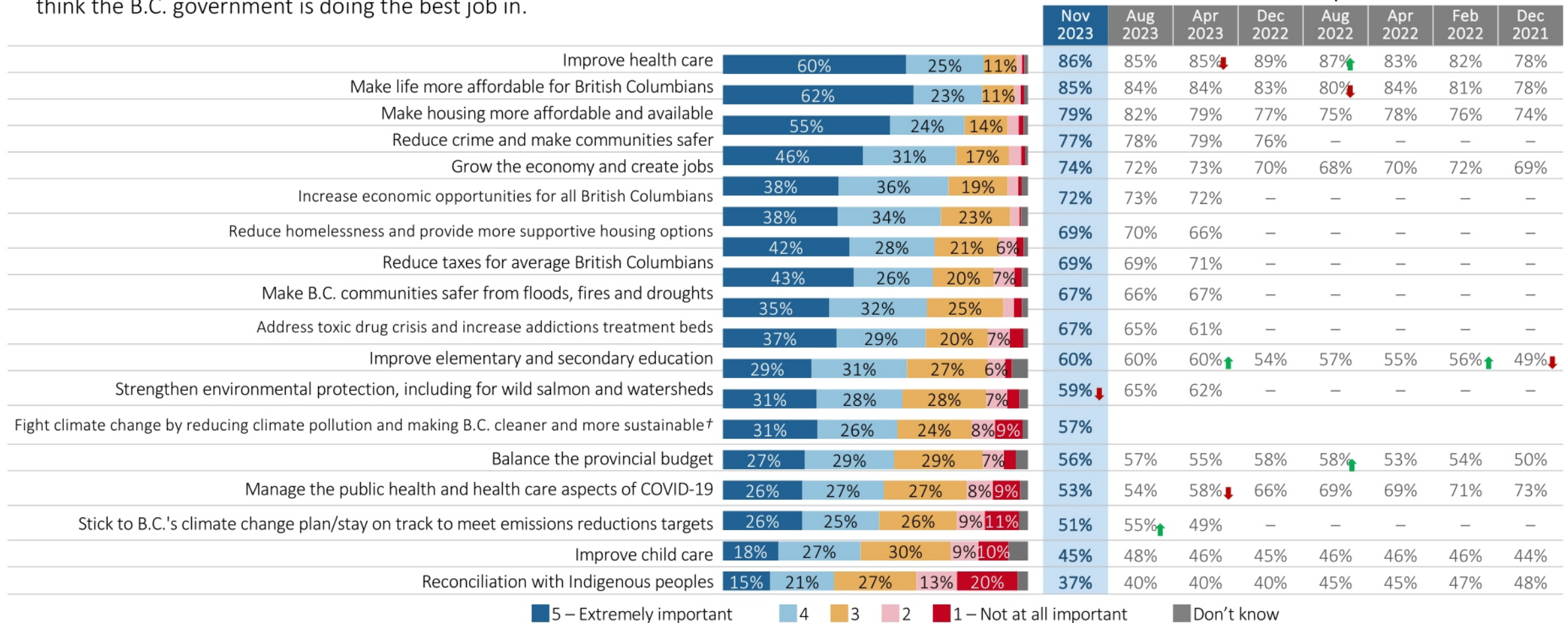
A5. How would you rate the job the B.C. government is doing when it comes to...

Responses less than 3% not labelled

↑ Statistically significantly higher than previous wave
↓ Statistically significantly lower than previous wave

Importance of BC Gov't Priorities

Consistent with previous waves, British Columbians' top priorities for the B.C. government are to improve health care (86%), make life more affordable (85%) and make housing more affordable (79%). These priorities are also consistent with the top issues identified by British Columbians (cost of living, housing and health care). Interestingly, the priority least important to British Columbians is reconciliation with Indigenous peoples (37%), the area they think the B.C. government is doing the best job in.



Base: All and split respondents (Nov 2023 n=581 - 2,005) †Level added in Nov 2023 (no historical data available)

A6. On a scale of 1 to 5 where "1" means not at all important and "5" means extremely important, how important is it to you, personally, that the B.C. government do each of the following things?

Responses 4% or less not labelled

↑ Statistically significantly higher than previous wave
↓ Statistically significantly lower than previous wave



Importance of B.C. Gov't Priorities: Demographics

% NET Important	TOTAL (n=481-2,005)	AGE			GENDER		REGION					HH INCOME		HOME	
		18-34 (n=83*-343)	35-54 (n=159-668)	55+ (n=239-994)	Men (n=240-912)	Women (n=231-1,070)	Metro Van (n=207-891)	Fraser Valley (n=35**-205)	Van Island (n=88*-384)	Interior (n=97*-354)	Northern B.C. (n=54*-171)	<\$70K (n=207-873)	>\$70K (n=238-986)	Own (n=308-1305)	Rent/ Family (n=171-692)
Improve health care	86%	79%	81%	93%	82%	89%	84%	81%	89%	87%	85%	86%	85%	85%	86%
Make life more affordable for British Columbians	85%	84%	85%	86%	82%	88%	83%	81%	91%	89%	80%	88%	82%	82%	90%
Make housing more affordable and available	79%	81%	78%	79%	74%	84%	80%	68%	82%	78%	76%	82%	76%	73%	88%
Reduce crime and make communities safer	77%	64%	75%	86%	77%	77%	76%	70%	78%	79%	80%	77%	74%	79%	73%
Grow the economy and create jobs	74%	74%	68%	78%	76%	73%	75%	69%	74%	74%	72%	73%	75%	75%	73%
Increase economic opportunities for all British Columbians	72%	71%	66%	76%	71%	72%	72%	67%	75%	67%	76%	73%	70%	71%	72%
Reduce taxes for average British Columbians	69%	65%	70%	70%	67%	71%	68%	63%	73%	72%	69%	70%	68%	67%	71%
Reduce homelessness and provide more supportive housing options	69%	69%	66%	72%	67%	72%	71%	61%	70%	69%	64%	73%	67%	67%	73%
Fight the toxic drug crisis and increase addictions treatment beds	67%	65%	62%	71%	63%	70%	68%	56%	70%	62%	64%	68%	65%	68%	65%

Base: All and split respondents

*Small base size, interpret with caution. ** Very small base size, interpret with extreme caution.

A6. On a scale of 1 to 5 where "1" means not at all important and "5" means extremely important, how important is it to you, personally, that the B.C. government do each of the following things?

 Statistically significantly higher than total
 Statistically significantly lower than total



Importance of B.C. Gov't Priorities: Demographics (cont.)

% NET Important	TOTAL (n=481-2,005)	AGE			GENDER		REGION					HH INCOME		HOME	
		18-34 (n=83*-343)	35-54 (n=159-668)	55+ (n=239-994)	Men (n=240-912)	Women (n=231-1,070)	Metro Van (n=207-891)	Fraser Valley (n=35**-205)	Van Island (n=88*-384)	Interior (n=97*-354)	Northern B.C. (n=54*-171)	<\$70K (n=207-873)	>\$70K (n=238-986)	Own (n=308-1305)	Rent/ Family (n=171-692)
Make B.C. communities safer from floods, fires and droughts	67%	60%	61%	74%	65%	70%	66%	65%	63%	74%	65%	69%	65%	69%	64%
Improve elementary and secondary education	60%	56%	60%	63%	60%	61%	60%	60%	61%	56%	72%	59%	60%	61%	59%
Strengthen environmental protection, including for wild salmon and watersheds	59%	57%	54%	64%	60%	58%	55%	56%	68%	65%	56%	60%	58%	56%	64%
Fight climate change by reducing climate pollution and making B.C. cleaner and more sustainable	57%	60%	52%	60%	57%	58%	56%	63%	64%	53%	58%	63%	53%	58%	56%
Balance the provincial budget	56%	57%	50%	61%	59%	54%	58%	56%	54%	53%	59%	57%	56%	57%	54%
Manage the public health and health care aspects of COVID-19	53%	48%	47%	61%	52%	53%	52%	59%	56%	51%	45%	53%	52%	54%	52%
Stick to B.C.'s climate change plan and stay on track to meet emissions reductions targets	51%	50%	47%	55%	41%	61%	50%	48%	52%	58%	39%	53%	47%	49%	55%
Improve childcare	45%	50%	46%	41%	46%	44%	45%	52%	46%	38%	46%	48%	42%	44%	48%
Reconciliation with Indigenous peoples	37%	47%	32%	33%	31%	41%	36%	36%	40%	37%	31%	40%	33%	31%	47%

Base: All and split respondents

*Small base size, interpret with caution. ** Very small base size, interpret with extreme caution.

A6. On a scale of 1 to 5 where "1" means not at all important and "5" means extremely important, how important is it to you, personally, that the B.C. government do each of the following things?

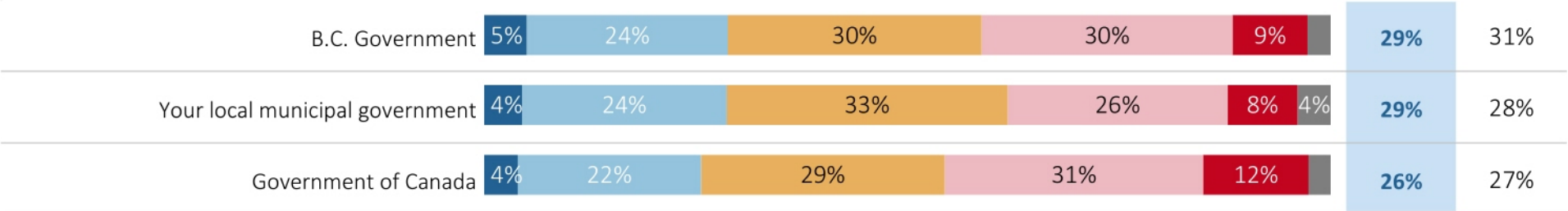
 Statistically significantly higher than total
 Statistically significantly lower than total

Trust in Organizations to Act in Public Interest

NET Always/ Most

Nov 2023 Aug 2023

s. 17



s. 17

Always or almost always Most of the time Fairly often Not very often Never Unsure

Base: All respondents (Nov 2023 n=2,005)
A4. Please say how much you trust the following organizations to act in the public interest...
Responses 3% or less not labelled

Trust Organizations to Act in Public Interest: Demographics

% NET Trust / Mean Score	TOTAL (n=2,005)	AGE			GENDER		REGION					HH INCOME		HOME	
		18-34 (n=343)	35-54 (n=668)	55+ (n=994)	Men (n=912)	Women (n=1,070)	Metro Van (n=891)	Fraser Valley (n=205)	Van Island (n=384)	Interior (n=354)	Norther n B.C. (n=171)	<\$70K (n=873)	>\$70K (n=986)	Own (n=1305)	Rent/ Family (n=692)
Average <u>Trust in Public Organizations</u> (mean score, out of 5)	2.9	2.9	2.8	2.9	2.9	2.8	2.9	2.9	2.9	2.8	2.8	2.8	2.9	2.9	2.8
Government of Canada	26%	21%	25%	29%	25%	26%	25%	28%	29%	24%	21%	24%	27%	27%	23%
B.C. Government	29%	23%	26%	34%	29%	29%	29%	34%	31%	27%	19%	29%	29%	30%	27%
Your local municipal government	29%	28%	24%	32%	31%	27%	29%	35%	27%	27%	26%	27%	30%	29%	28%
Average <u>Rating of B.C. Government</u> (mean score, out of 5)	2.6	2.7	2.6	2.7	2.7	2.6	2.7	2.7	2.6	2.6	2.6	2.6	2.7	2.7	2.6
Average <u>Importance of Gov't Priorities</u> (mean score, out of 5)	4.0	4.0	3.9	4.0	3.9	4.0	4.0	3.8	4.0	4.0	3.9	4.0	3.9	3.9	4.1

Base: All respondents (Nov 2023 n=2,005)

A4. Please say how much you trust the following organizations to act in the public interest...

 Statistically significantly *higher* than total
 Statistically significantly *lower* than total



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