

British Columbia Opinion Research

Survey Results for the Columbia Institute

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STRATCOM

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Methods and Reporting



Methods and Reporting

- ▶ Fielded online to a proprietary panel from February 27th – March 6th, 2019.
- ▶ Sample of 1522 BC residents (18+) statistically weighted to match the gender, age, region and proportion of Chinese mother tongue in BC as per the 2016 Census.
- ▶ Online polls don't report margin of error, however a similar sized probability sample would have a margin of error of +/- 2.5%, 19 times out of 20.
- ▶ Some charts and tables might not total 100% due to rounding.
- ▶ All figures are percent (%) unless indicated otherwise.
- ▶ All research conducted by Stratcom.

Methods and Reporting

- ▶ The survey question topics were decided through a brief online survey distributed to registrants of the 2019 Centre for Civic Governance Forum between January 28th – February 12th, 2019.
- ▶ The top issues selected by Higher Ground registrants were: housing affordability; poverty alleviation; green jobs and green economy; fentanyl and opioid crisis; climate change and action; transportation; and wealth gap.
- ▶ The topic areas poll questions were developed for are:
 - Affordability / cost of living
 - Housing crisis
 - Opioid crisis
 - Climate Change

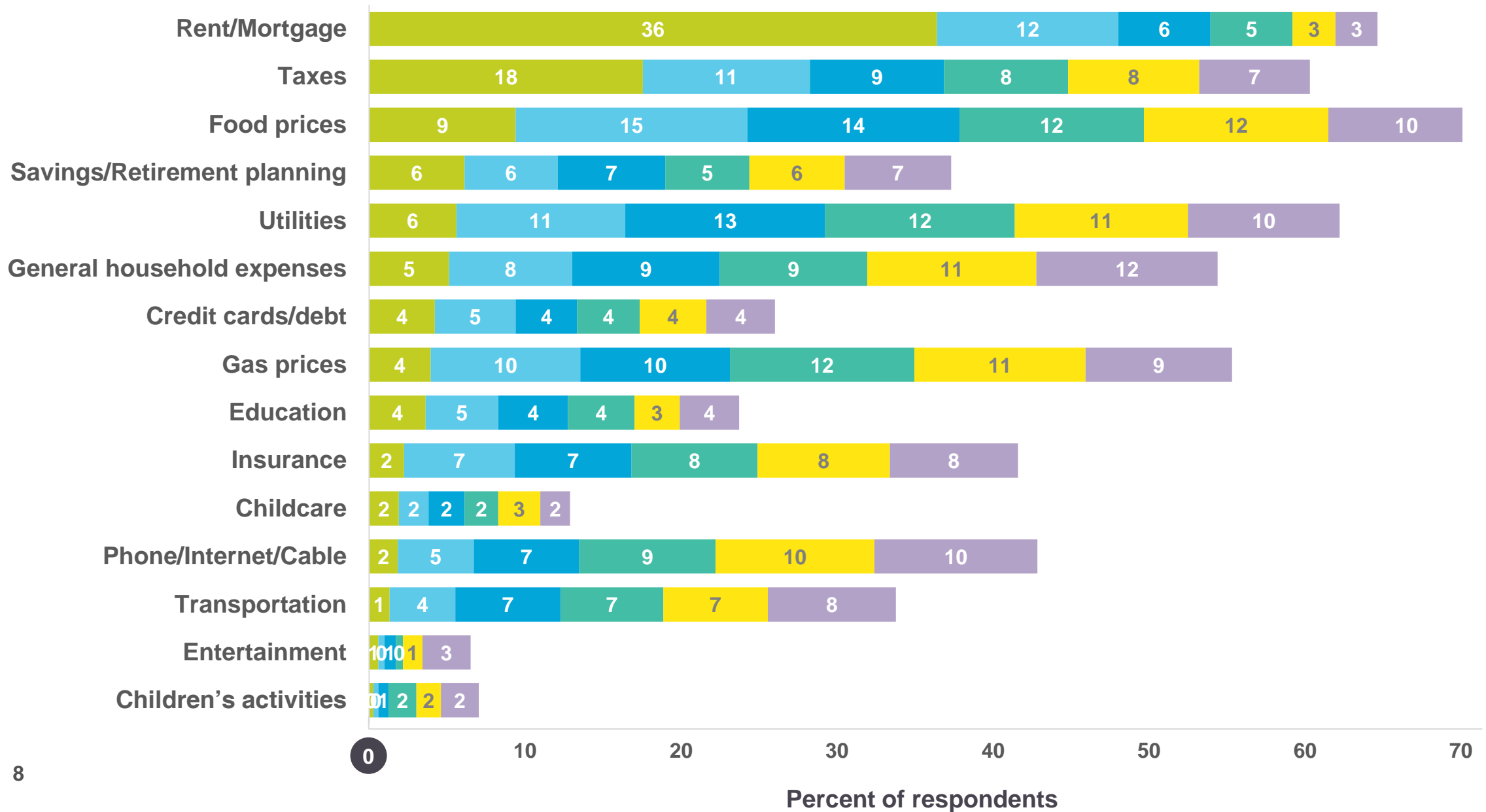
Before we begin ... top issues in BC

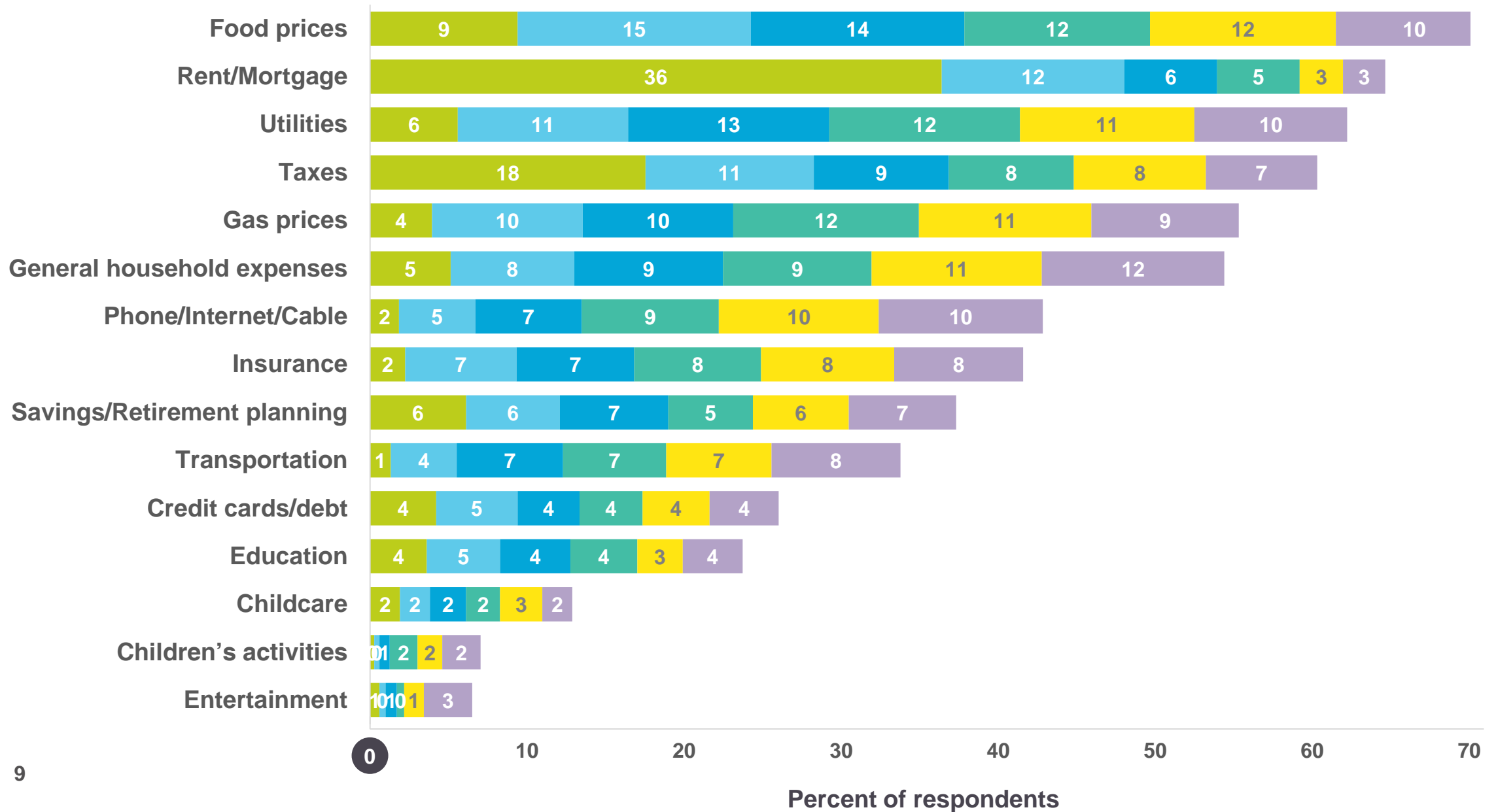
- ▶ Top issue was not asked in this survey, but for context, the top issues mentioned in polling over the past year in BC have consistently been ...
 - ▶ Housing / Affordable housing / Rent
 - ▶ Healthcare / Social services
 - ▶ Cost of living / Affordability
 - ▶ Environment / Climate change / Weather
 - ▶ Economy
 - ▶ Taxes

Affordability

Thinking of your household economic security, which of the following expenses concern you most?

Please select and rank your top 6, with #1 being the expense that concerns you most.





Housing Crisis

Some people say that in order to address the housing crisis, local governments need to introduce more rules, regulations and programs on developers to ensure that adequate housing types are being built in order to meet specific local demands.

Other people say we should let developers build as much housing as possible in order to increase the supply.

Which is closest to your opinion?

[Some/Other statements were rotated]

Which is closest to your opinion?



- Governments need to introduce rules, regulations and programs to ensure that all types of housing is available for all



- Developers should build as much housing as possible in order to increase the supply

Which is closest to your opinion?

NDP/Green
voters



Liberal/CP
voters



Governments need to introduce rules, regulations and programs to ensure that all types of housing is available for all



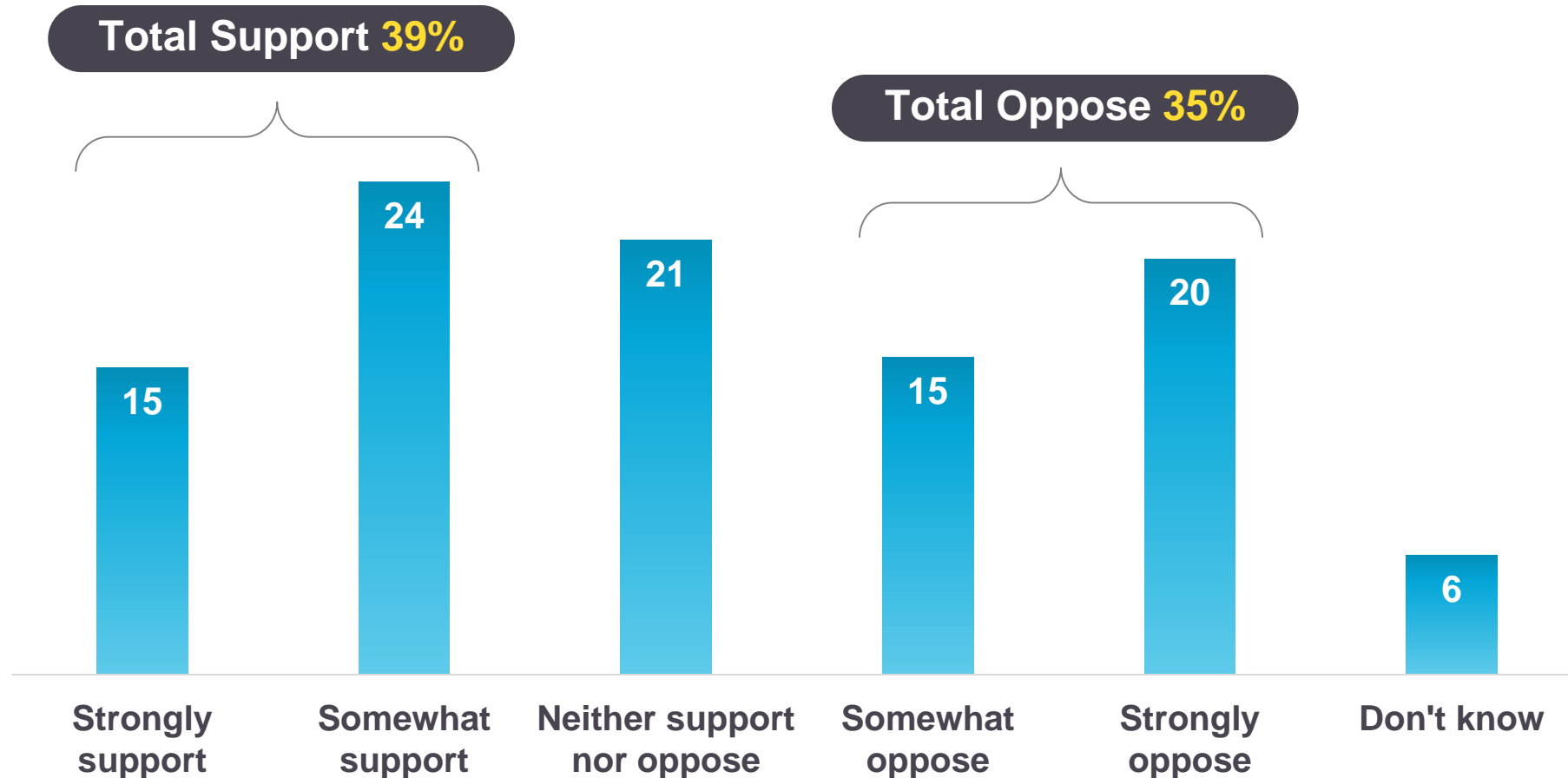
Developers should build as much housing as possible in order to increase the supply

Opioid Crisis

Some communities have approved a property tax increase of 1% or less to fund extra support for police and fire workers in dealing with the fentanyl and opioid overdose crisis.

Do you support or oppose such a property tax increase of 1% or less to deal with the fentanyl and opioid crisis?

Do you support or oppose such a property tax increase of 1% or less to deal with the fentanyl and opioid crisis



Varied support across voter blocs

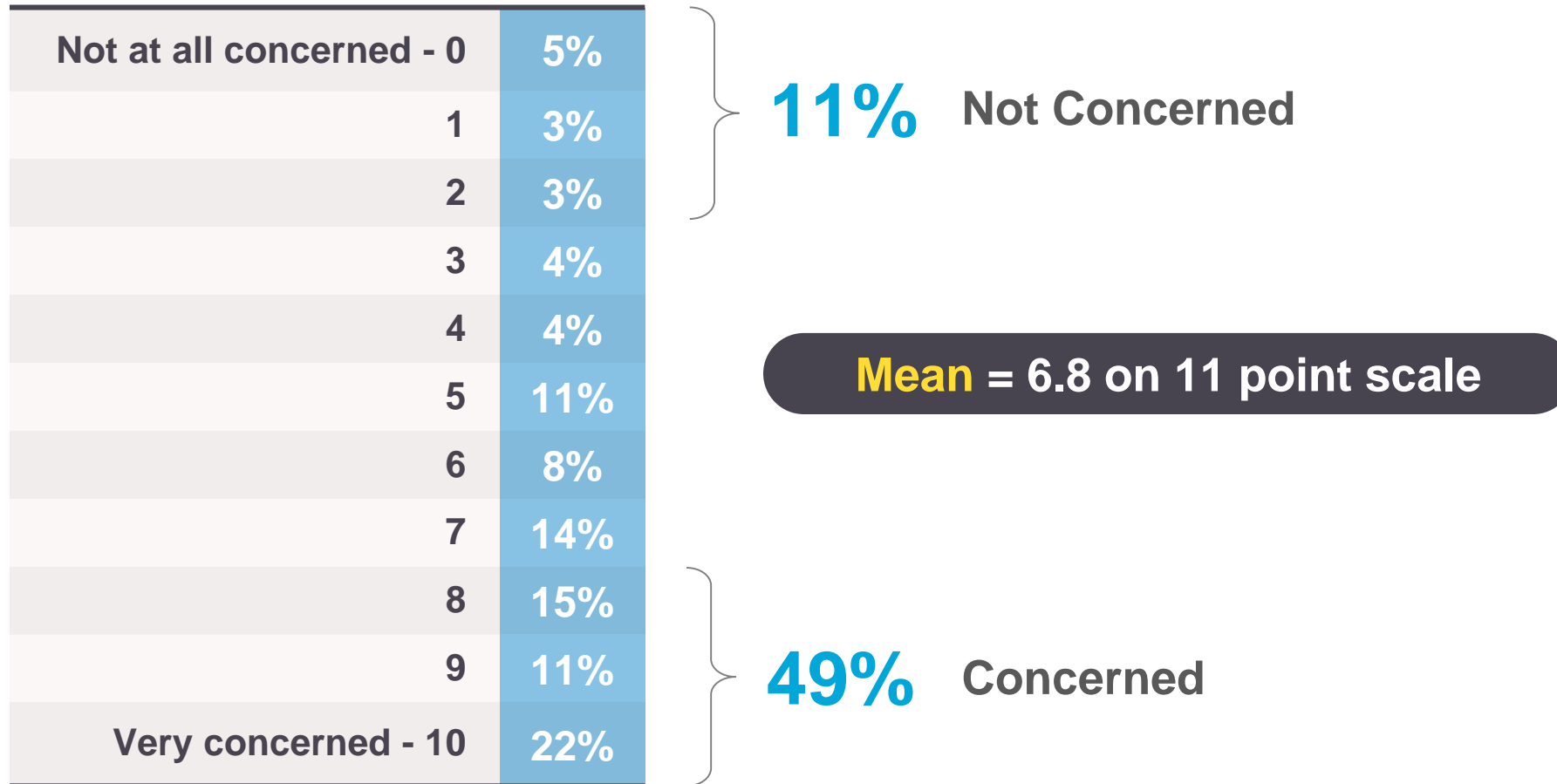
(for small property tax increase to deal with the fentanyl and opioid crisis)

	Support	Oppose	No opinion / DK
Vancouver	42	27	31
Rest of Metro Vancouver	36	36	28
Vancouver Island	44	33	23
Rest of BC	36	39	25
NDP/Green voters	49	26	25
Liberal/CP voters	36	42	22
Undecided voters	27	39	33

Climate Change

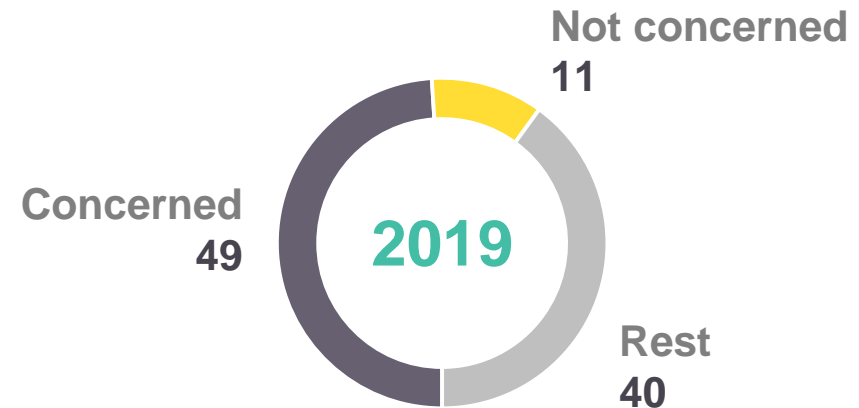
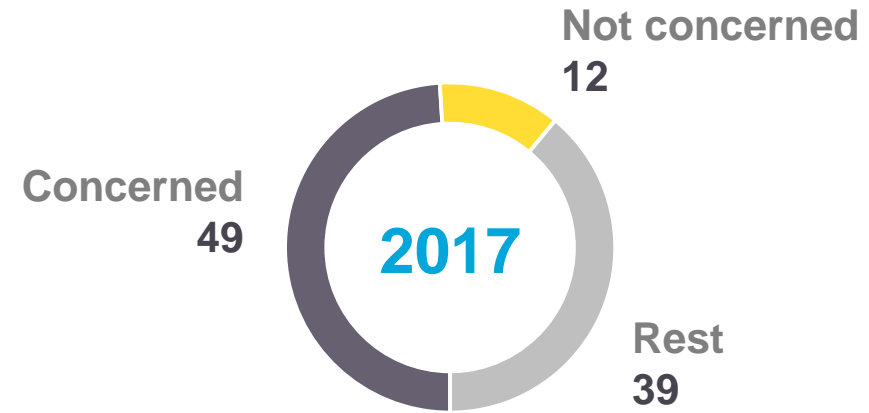
On a scale of 0 to 10, how concerned are you about the issue of climate change?

Concern about climate change



Tracking concern about climate change

	2017	2019
Not at all concerned - 0	8%	5%
1	2%	3%
2	2%	3%
3	3%	4%
4	6%	4%
5	8%	11%
6	9%	8%
7	14%	14%
8	12%	15%
9	13%	11%
Very concerned - 10	24%	22%
Mean	6.8	6.8



Varied concern across regions & voter blocs

(about climate change)

	Concerned	Not concerned	Rest
Vancouver	50	9	41
Rest of Metro Vancouver	47	8	45
Vancouver Island	54	8	38
Rest of BC	46	17	36
NDP/Green voters	59	6	35
Liberal/CP voters	38	16	46
Undecided voters	47	9	43

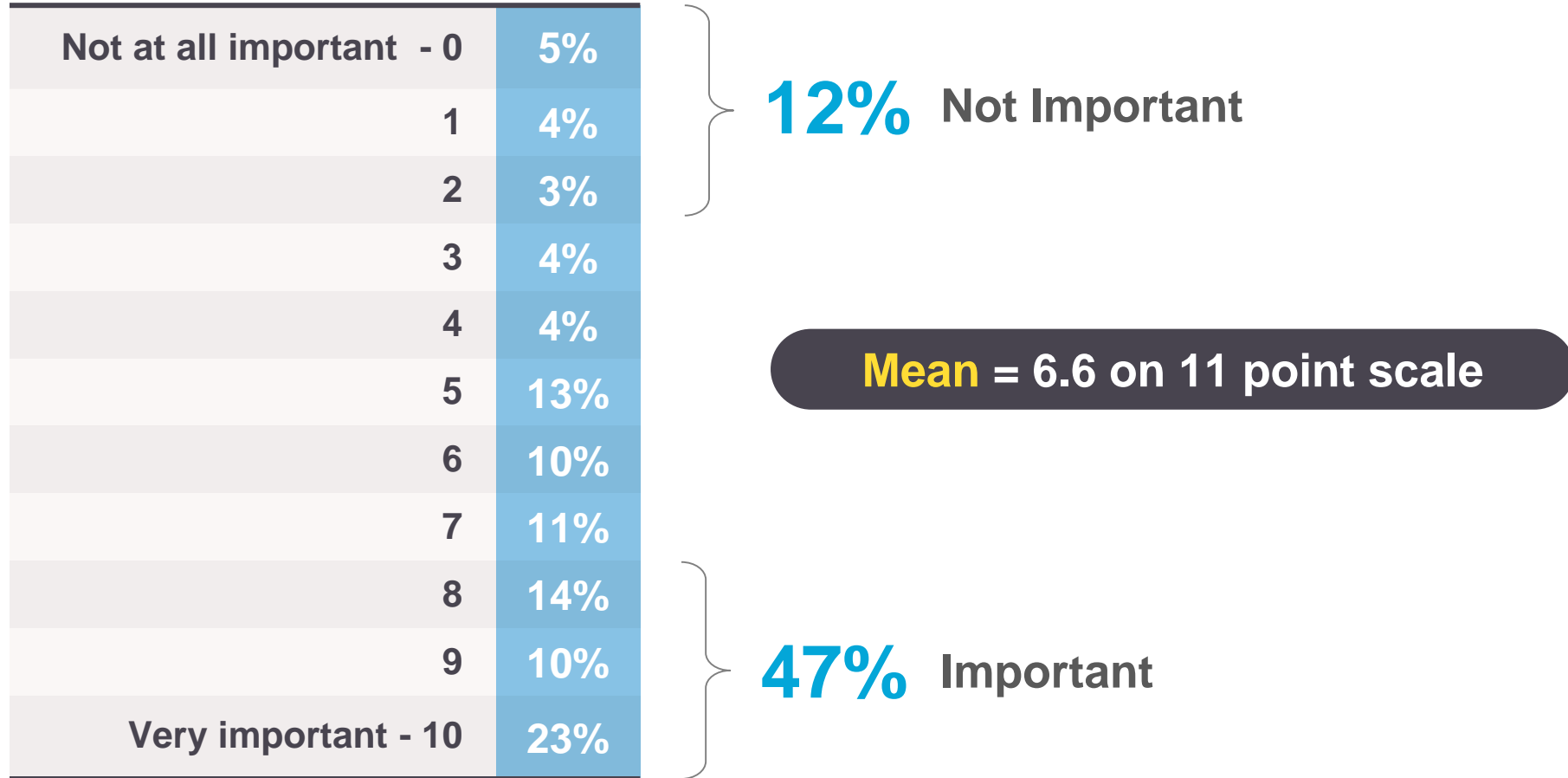
Varied concern across gender and age

(about climate change)

	Concerned	Not concerned	Rest
Female	51	8	40
Male	46	14	41
18 to 34 years	51	9	40
35 to 54 years	44	12	44
55 and older	51	11	38

On a scale of 0 to 10, how important is it that the BC government deal with the issue of climate change?

Importance of BC government dealing with climate change



Varied importance across regions & voter blocs

(about BC Gov't dealing with climate change)

	Important	Not important	Rest
Vancouver	48	9	43
Rest of Metro Vancouver	45	9	46
Vancouver Island	53	11	36
Rest of BC	44	17	39
NDP/Green voters	61	5	34
Liberal/CP voters	33	18	49
Undecided voters	44	10	45

Varied importance across gender and age

(about BC Gov't dealing with climate change)

	Important	Not important	Rest
Female	51	8	41
Male	41	16	43
18 to 34 years	51	9	40
35 to 54 years	41	12	46
55 and older	48	14	38

Addressing Climate Change



Which is closest to your opinion?

25%

I think climate change is an urgent problem that governments and people should take significant actions to reverse, even if it means tax increases, or significant lifestyle changes for me.

25%

I am concerned about climate change and am prepared to make some lifestyle changes, and pay slightly more taxes, but I think there are other priorities that are more important.

40%

I am concerned about climate change, but I don't believe it should be solved by increasing taxes on average people like me.

5%

I am not that concerned about climate change.

5%

I don't believe that climate change is a significant issue

Which is closest to your opinion?

2017	2019	
31%	25%	I think climate change is an urgent problem that governments and people should take significant actions to reverse, even if it means tax increases, or significant lifestyle changes for me.
27%	25%	I am concerned about climate change and am prepared to make some lifestyle changes, and pay slightly more taxes, but I think there are other priorities that are more important.
32%	40%	I am concerned about climate change, but I don't believe it should be solved by increasing taxes on average people like me.
6%	5%	I am not that concerned about climate change.
4%	5%	I don't believe that climate change is a significant issue

Varied willingness across regions & voter blocs

(to pay taxes to combat climate change)

	Urgent problem – solve with taxes and lifestyle changes	Concerned and willing to change but there are higher priorities	Concerned but should not be tax increases on people like me	Not that concerned	Not a significant issue
Vancouver	32	27	32	5	4
Rest of Metro Vancouver	24	25	43	5	4
Vancouver Island	30	26	37	4	3
Rest of BC	21	23	41	7	8
NDP/Green voters	36	28	32	2	2
Liberal/CP voters	18	25	43	7	7
Undecided voters	20	22	46	9	3

Varied willingness across gender & age

(to pay taxes to combat climate change)

	Urgent problem – solve with taxes and lifestyle changes	Concerned and willing to change but there are higher priorities	Concerned but should not be tax increases on people like me	Not that concerned	Not a significant issue
Female	27	22	43	5	3
Male	24	27	37	6	7
18 to 34 years	30	26	36	4	4
35 to 54 years	23	25	41	6	6
55 and older	25	24	40	6	5



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THANK YOU!