

BC CHAMBER OF COMMERCE PRE-ELECTION ENGAGEMENT STUDY AUGUST 2024

METHODOLOGY

2,008 BC residents 18+ were surveyed between August 6 – August 14, 2024.

The survey was conducted by Counsel Public Affairs by way of the Leger Opinion (LEO) Panel.

Margin of error is not applicable for online surveys, however, if the survey was a probability-based random sample of the same size, it would be considered accurate to +/- 2% nineteen times out of twenty.

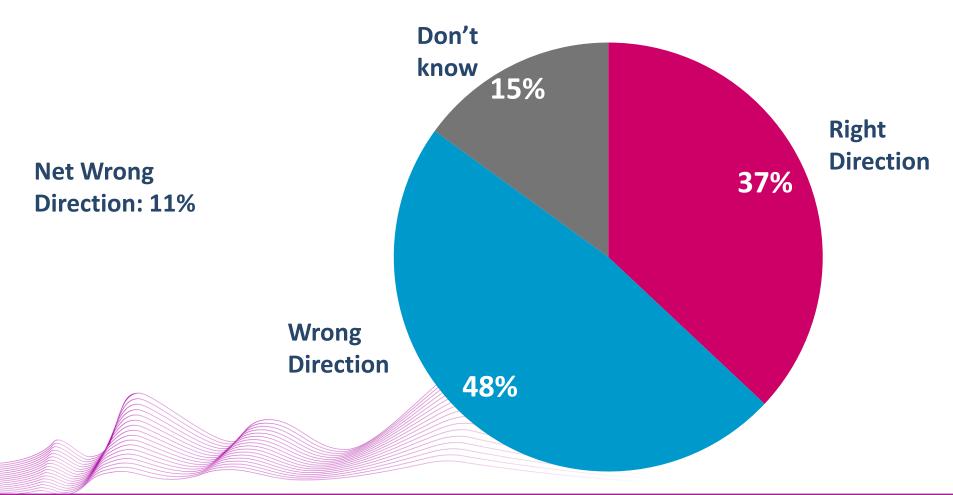
Results are weighted for: age, gender, and region of province with targets set out in the most recent Census.

Note: some slides, totals, or net-differences may not add up to 100% due to rounding.



RIGHT DIRECTION/WRONG DIRECTION

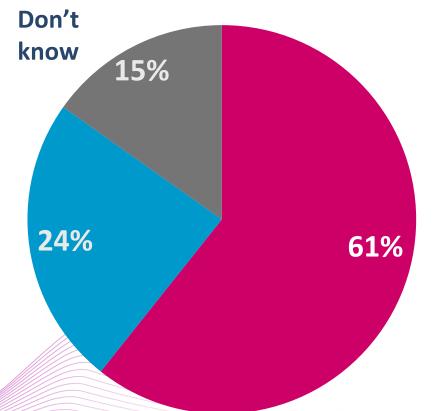
Q: Overall, from what you know or have heard, do you believe British Columbia is headed in the right direction, or wrong direction?





Q: What statement most closely matches your view on the role of the economy in British Columbia?

There is little connection between economic growth and sustaining public services because corporate profits only benefit business owners and investors



A strong economy ensures the provincial government can make investments in healthcare, education and other public services



BC Chamber of Commerce

Know what's on BC's mind.

PUBLIC POLICY PRIORITIZATION – RANKED IN TOP 3

Q: Please tell us how important each of the following public policy issues is to you from first, meaning most important, to last, meaning least important. % ranking issue in top 3 (most important) 18% 23% **57%** Improving the health care system 16% Helping people deal with the cost of living 21% 50% Addressing the housing crisis 16% 16% 45% 10% **Keeping taxes low** 10% 31% 11% **Crime and public safety** 10% 31% Investing in schools, hospitals, roads, transit and 6% 8% 23% other public infrastructure 8% **Growing the economy** 23% 6% **Balancing the provincial budget 17%** 2% 4% 5% Improving public education 11% 2%2% 4% **Supporting local businesses** 7% **Encouraging more business investment %2%** 3% 6% ■1-Most important ■2 ■3



PUBLIC POLICY MANAGEMENT

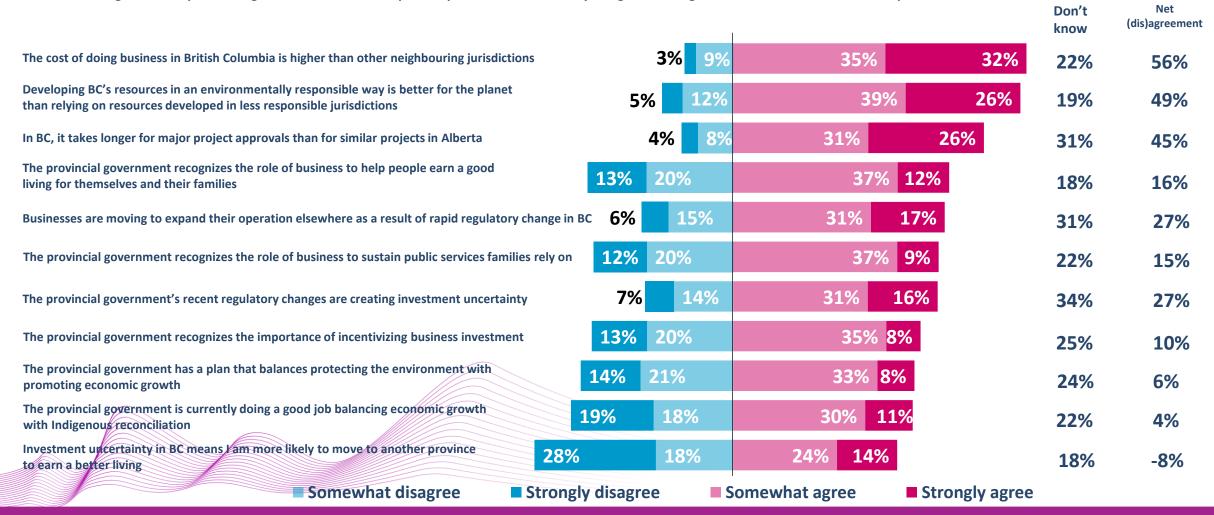
Don't Q: What party is best suited to dealing with the following issues: know 33% 29% Improving the health care system 22% David Eby and 33% Helping people deal with the cost of living 30% 22% the BC NDP 31% 32% Addressing the housing crisis 23% ■ John Rustad and 22% **Keeping taxes low** 32% the Conservative 32% Party of BC 25% Crime and public safety 32% 31% 35% Investing in schools, hospitals, roads, transit and other public infrastructure 28% 22% 26% Growing the economy 31% 28% 22% **Balancing the provincial budget** 34% 30% 33% Improving public education 31% 20% 26% Supporting local businesses 32% 25% 23% **Encouraging more business investment** 30% 30%



Know what's on BC's mind.

THE ROLE OF GOVERNMENT IN ECONOMIC GROWTH

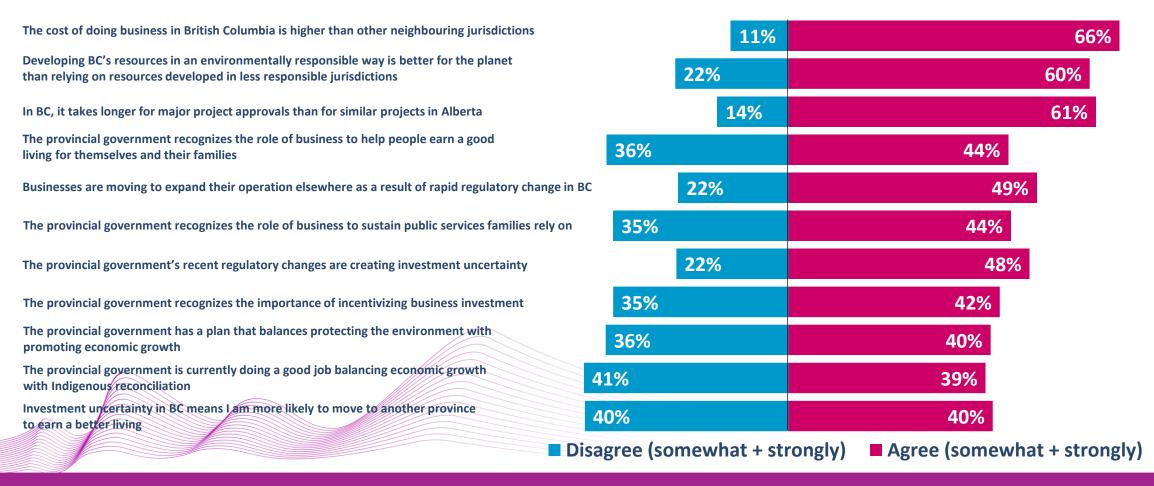
Q: When thinking about the provincial government's economic policies please tell us whether you agree or disagree with the statements or descriptions below:





Q: When thinking about the provincial government's economic policies please tell us whether you agree or disagree with the statements or descriptions below:

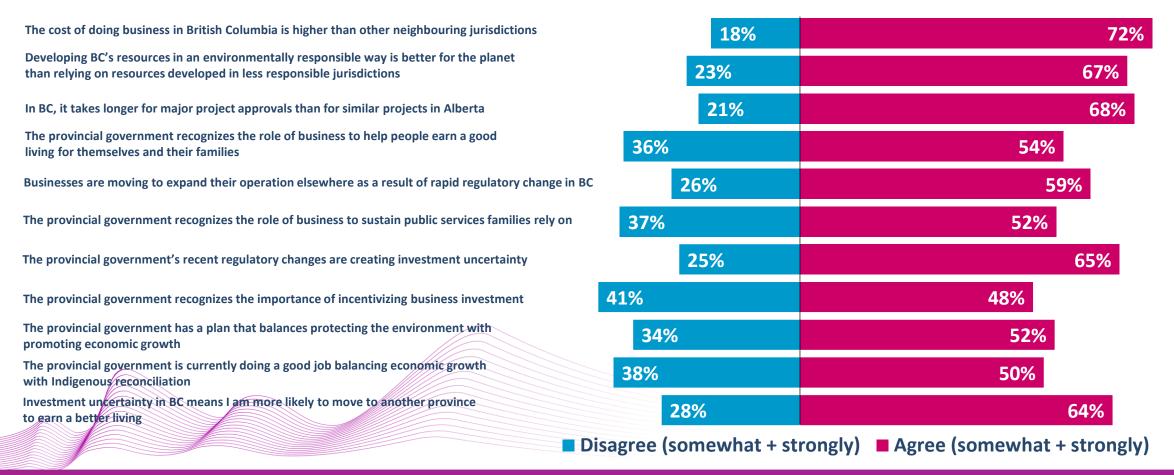
AMONG THOSE WHO OWN A BUSINESS BUT ARE NOT AN EMPLOYER





Q: When thinking about the provincial government's economic policies please tell us whether you agree or disagree with the statements or descriptions below:

AMONG THOSE WHO OWN A BUSINESS AND ARE AN EMPLOYER

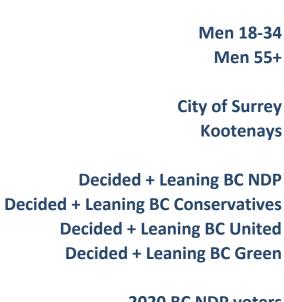




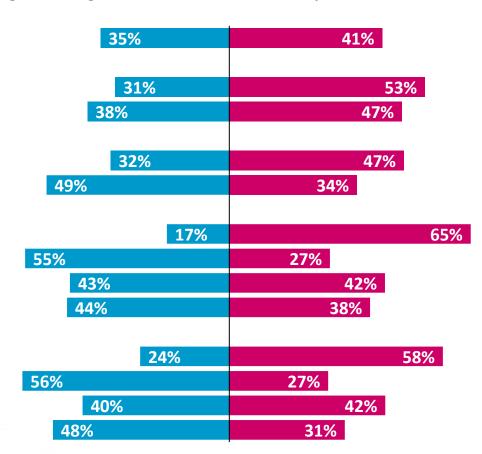
Q: When thinking about the provincial government's economic policies please tell us whether you agree or disagree with the statements or descriptions below:

BC residents overall

The provincial government has a plan that balances protecting the environment with promoting economic growth







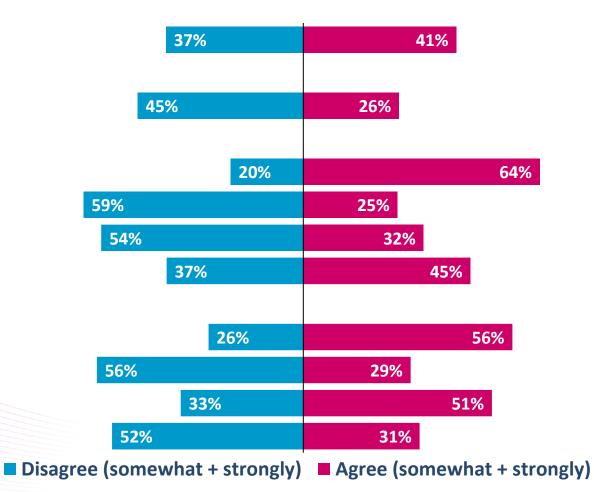
■ Disagree (somewhat + strongly) ■ Agree (somewhat + strongly)



Q: When thinking about the provincial government's economic policies please tell us whether you agree or disagree with the statements or descriptions below:

The provincial government is currently doing a good job balancing economic growth with Indigenous reconciliation

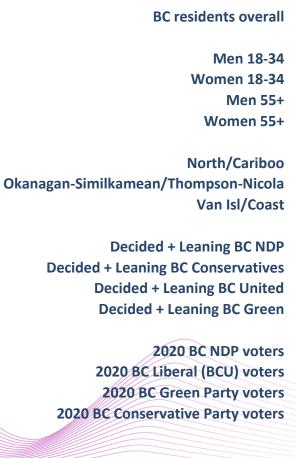


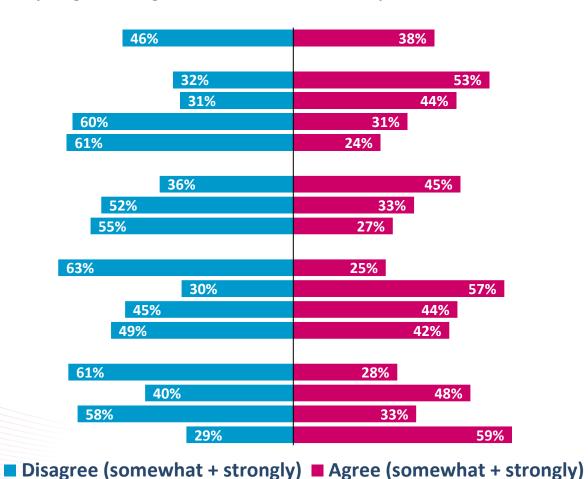




Q: When thinking about the provincial government's economic policies please tell us whether you agree or disagree with the statements or descriptions below:

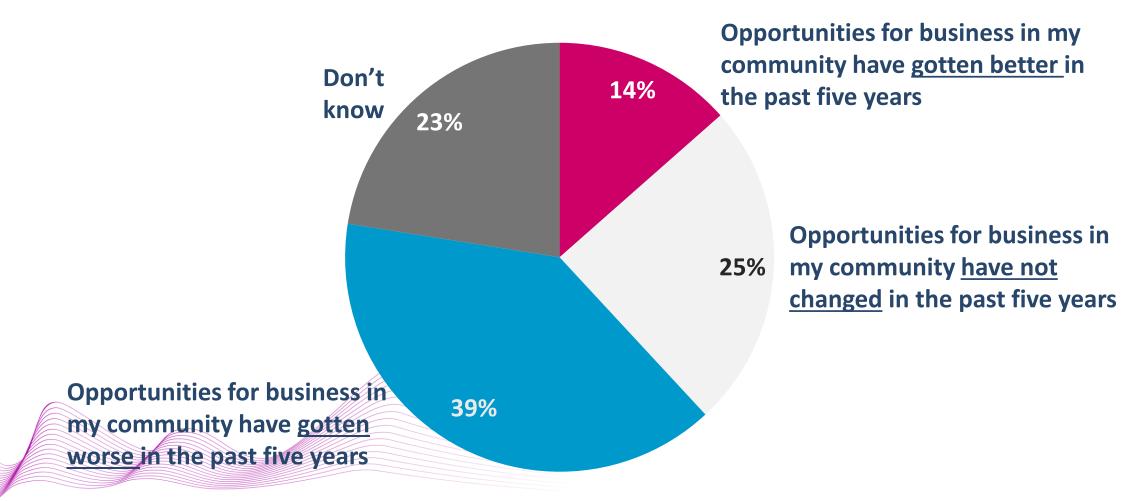
Investment
uncertainty in BC
means I am
more likely to
move to another
province to earn
a better living





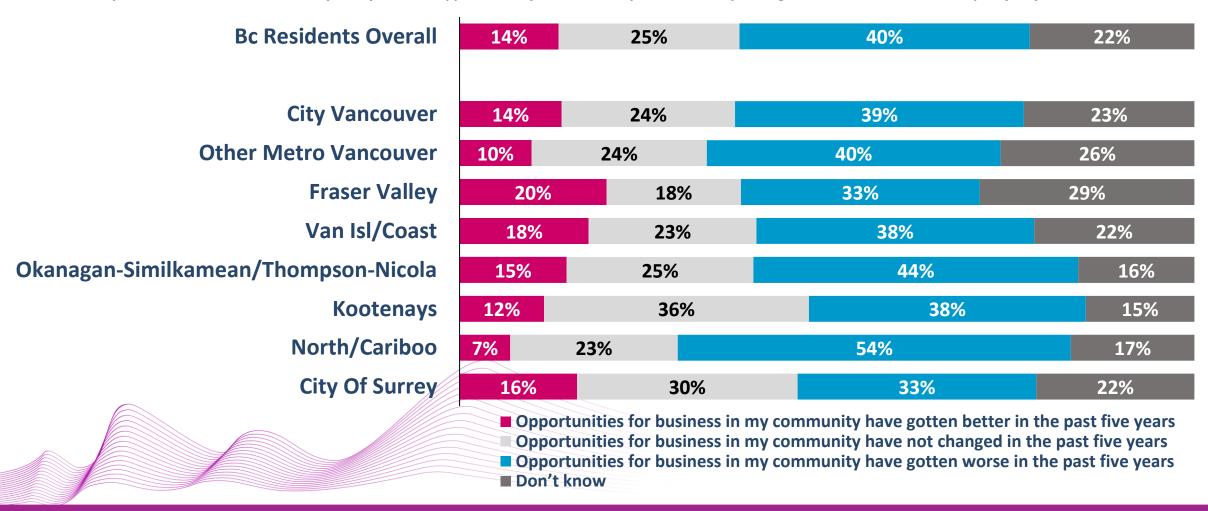


Q: From what you know or have heard, would you say that the opportunities for business in your community have gotten better or worse in the past five years?





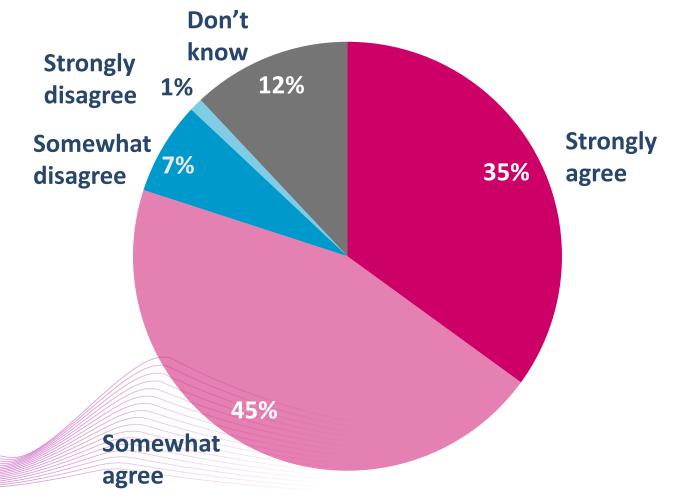
Q: From what you know or have heard, would you say that the opportunities for business in your community have gotten better or worse in the past five years?





Q: When thinking about the role the provincial government plays in supporting business, please tell us whether you agree or disagree with the following statements listed below:

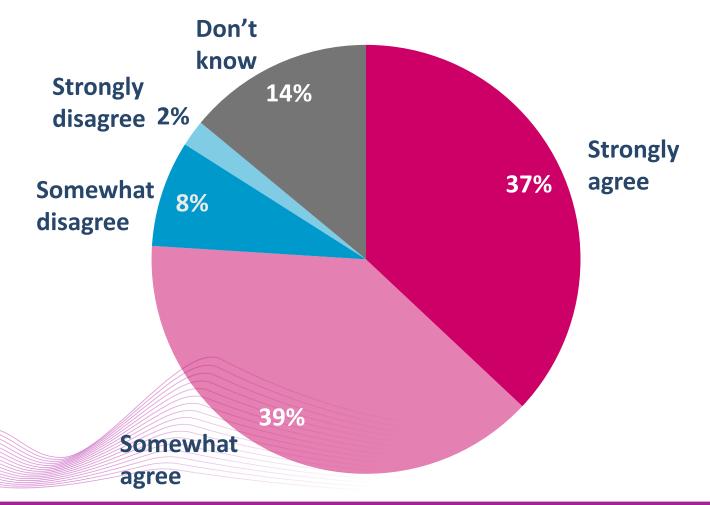
The provincial government needs to ensure that there is increased investment in roads, bridges, ports and other infrastructure





Q: When thinking about the role the provincial government plays in supporting business, please tell us whether you agree or disagree with the following statements listed below:

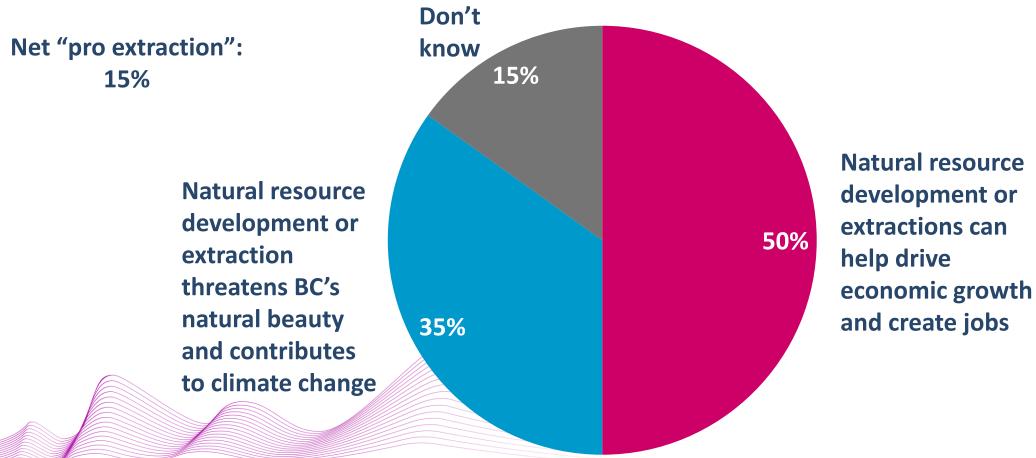
The provincial government should do more to lower the cost of doing business in BC





NATURAL RESOURCE DEVELOPMENT: OVERALL

Q: When thinking about the natural resource sector in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:





NATURAL RESOURCE DEVELOPMENT: OVERALL

Q: When thinking about the natural resource sector in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:



Men 55+

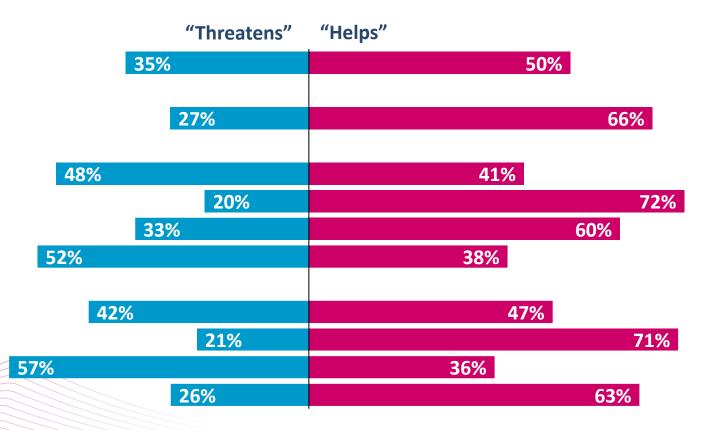
Decided + Leaning BC NDP

Decided + Leaning BC Conservatives

Decided + Leaning BC United

Decided + Leaning BC Green

2020 BC NDP voters
2020 BC Liberal (BCU) voters
2020 BC Green Party voters
2020 BC Conservative Party voters

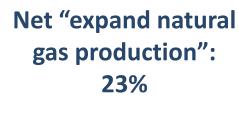


- Natural resource development or extraction threatens BC's natural beauty and contributes to climate change
- Natural resource development or extractions can help drive economic growth and create jobs

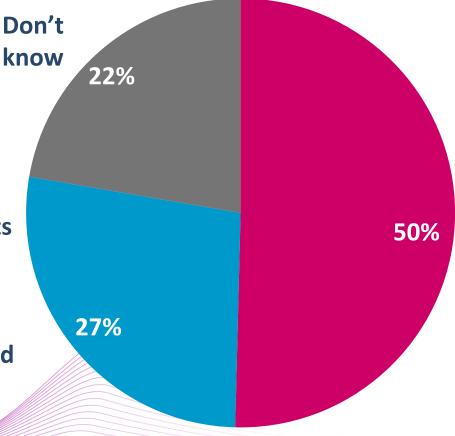


NATURAL RESOURCE DEVELOPMENT: NATURAL GAS

Q: When thinking about natural gas production in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:



The province of British
Columbia should <u>reduce</u> its
natural gas production
because the benefits that
come from natural gas
production are outweighed
by the greenhouse gas
emissions that they cause

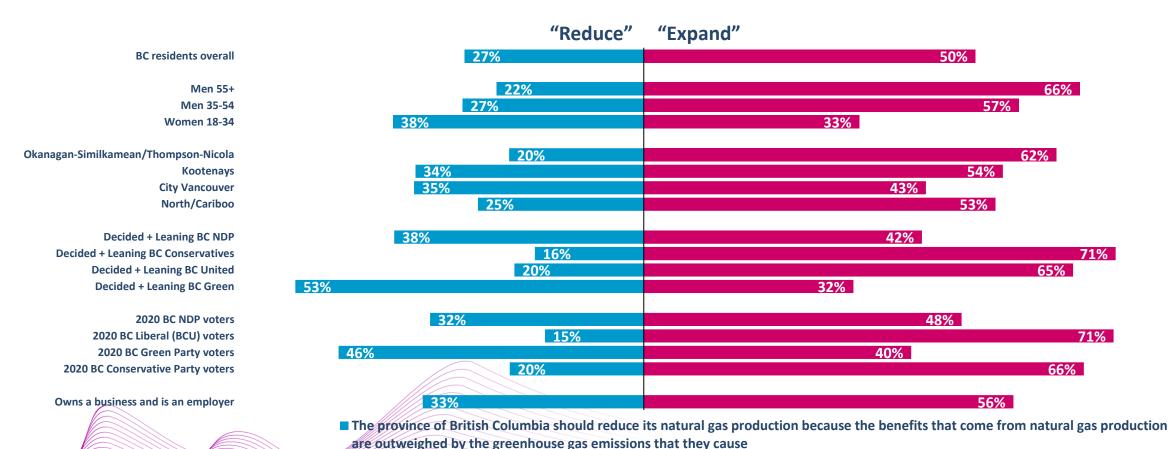


The province of British
Columbia should expand
its natural gas
production because
natural gas produces
fewer greenhouse gas
emissions compared to
other forms of energy
production such as coal



NATURAL RESOURCE DEVELOPMENT: NATURAL GAS

Q: When thinking about natural gas production in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:



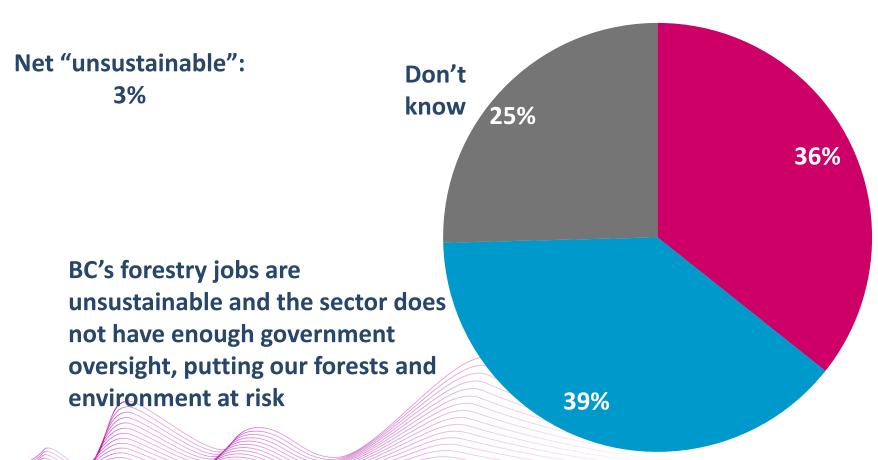
emissions compared to other forms of energy production such as coal

■The province of British Columbia should expand its natural gas production because natural gas produces fewer greenhouse gas



NATURAL RESOURCE DEVELOPMENT: FORESTRY

Q: When thinking about forestry in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:



BC's forestry sector is being held back by the provincial government through over-regulation, lack of fibre, and an inability to meet market demand for forest products, putting local jobs at risk



NATURAL RESOURCE DEVELOPMENT: FORESTRY

Q: When thinking about forestry in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:



Men 18-34 Women 18-34

North/Cariboo Okanagan-Similkamean/Thompson-Nicola City Of Surrey Van Isl/Coast

Decided + Leaning BC NDP

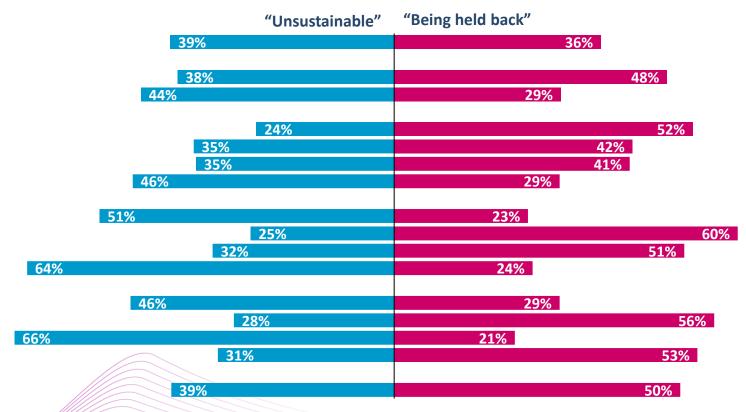
Decided + Leaning BC Conservatives

Decided + Leaning BC United

Decided + Leaning BC Green

2020 BC NDP voters 2020 BC Liberal (BCU) voters 2020 BC Green Party voters 2020 BC Conservative Party voters

Owns a business and is an employer



BC's forestry jobs are unsustainable and the sector does not have enough government oversight, putting our forests and environment at risk

[■] BC's forestry sector is being held back by the provincial government through over-regulation, lack of fibre, and an inability to meet market demand for forest products, putting local jobs at risk

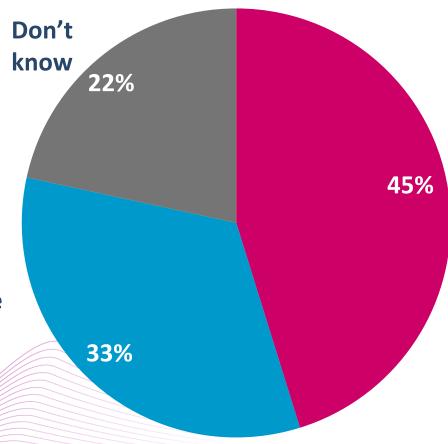


NATURAL RESOURCE DEVELOPMENT: MINING

Q: When thinking about mining and natural resource extraction in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:

Net "expand mining sector": 12%

The province's mining sector should be reduced or restricted because it creates major environmental damage including air and water pollution



The mining sector could create thousands of jobs through expansion - mining untapped critical minerals and metal resources that are needed to build green infrastructure and technology



NATURAL RESOURCE DEVELOPMENT: MINING

Q: When thinking about mining and natural resource extraction in the province of British Columbia, please tell us which statement best represents your views, even if neither statement is completely accurate:



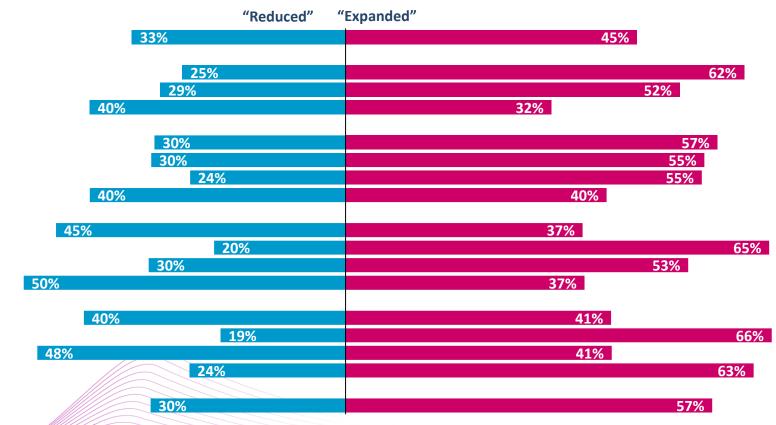
Men 55+ Men 35-54 Women 18-34

Kootenays Okanagan-Similkamean/Thompson-Nicola North/Cariboo Fraser Valley

Decided + Leaning BC NDP
Decided + Leaning BC Conservatives
Decided + Leaning BC United
Decided + Leaning BC Green

2020 BC NDP voters 2020 BC Liberal (BCU) voters 2020 BC Green Party voters 2020 BC Conservative Party voters

Owns a business and is an employer

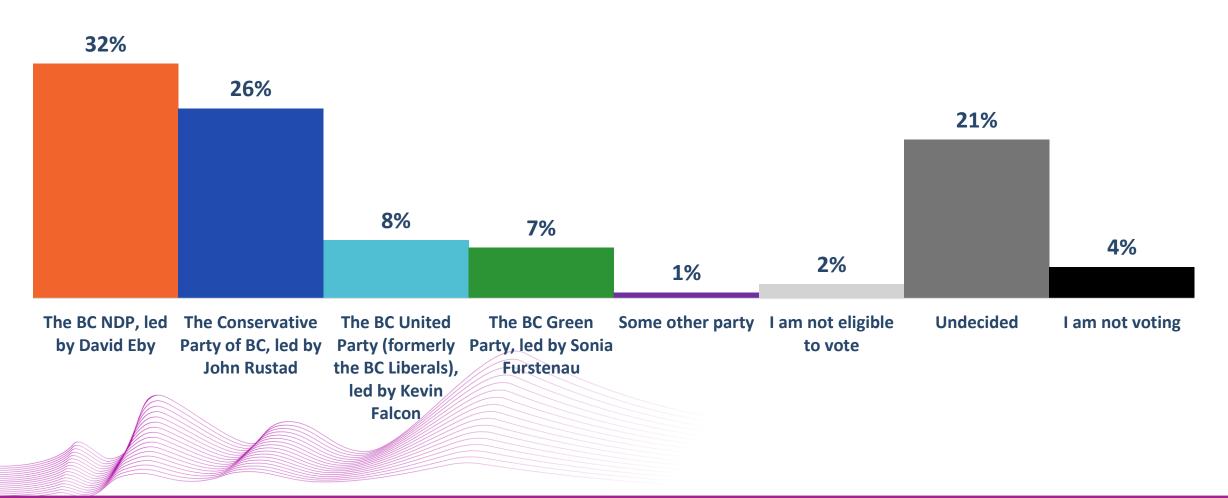


- The province's mining sector should be reduced or restricted because it creates major environmental damage including air and water pollution
- The mining sector could create thousands of jobs through expansion mining untapped critical minerals and metal resources that are needed to build green infrastructure and technology



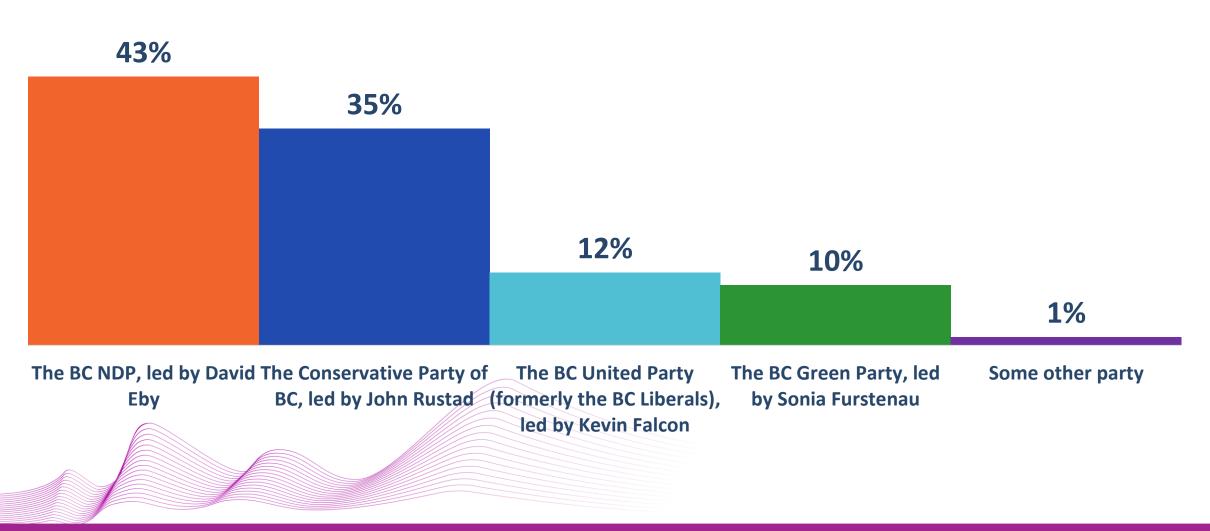
PROVINCIAL VOTING INTENTION – ALL VOTERS

Q: If a PROVINCIAL election were held today, which party would you vote for?



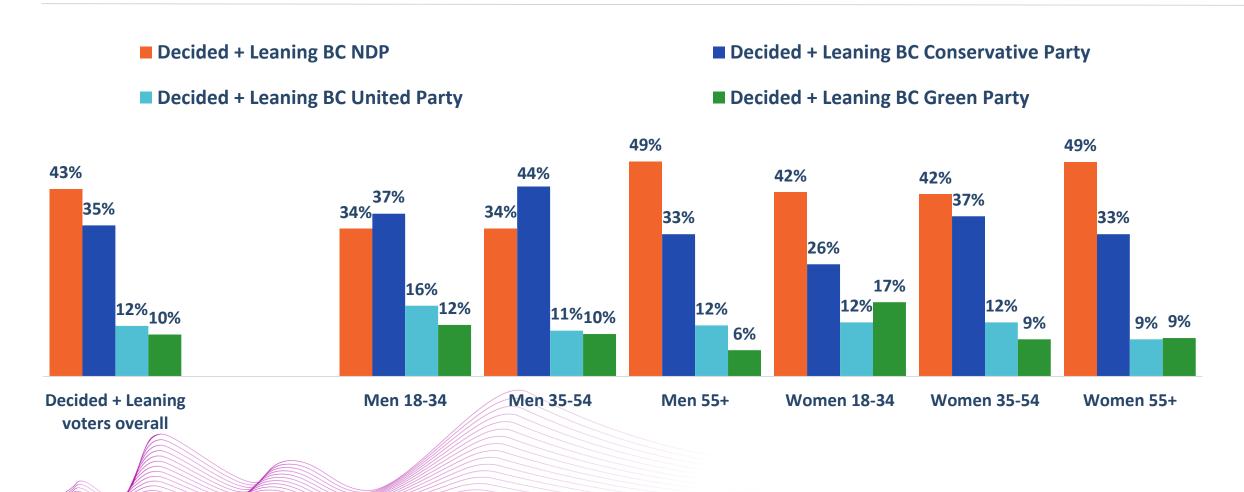


PROVINCIAL VOTING INTENTION – DECIDED+LEANING VOTERS



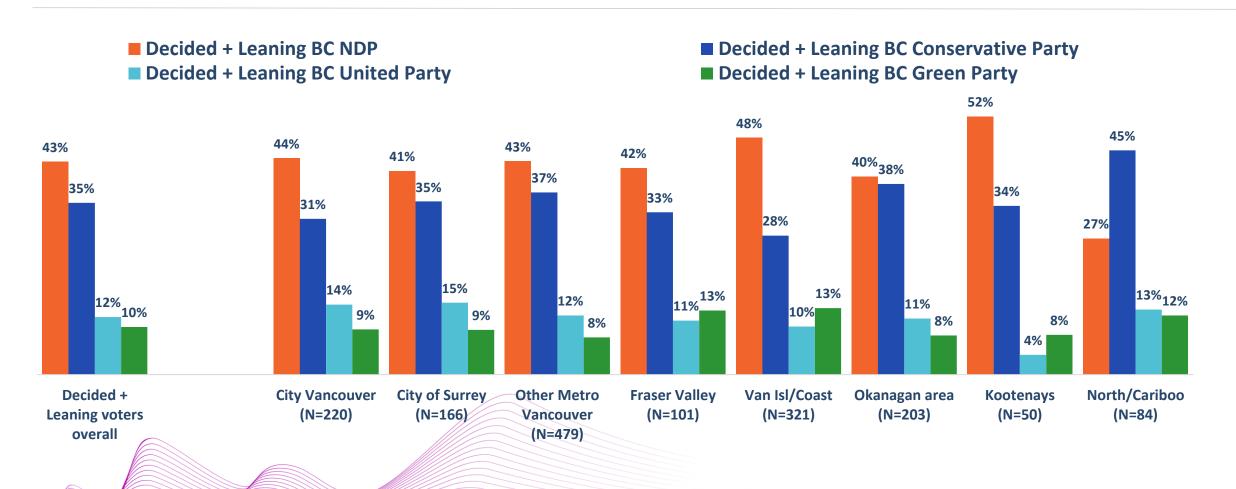


PROVINCIAL VOTING INTENTION – DECIDED+LEANING VOTERS





PROVINCIAL VOTING INTENTION – DECIDED+LEANING VOTERS



Note: Okanagan Area = Okanagan-Similkamean/Thompson-Nicola

Note: Sea-to-Sky omitted due to low sample size



LEADER EVALUATIONS

Q: Please tell us whether you have a positive or negative impression of the political leaders listed below: Net Don't impression know **Overall positive: 52%** David Eby, leader of the BC NDP 19% 18% 11% 15% **Overall positive: 38%** John Rustad, leader of the Conservative Party of BC 26% 18% 27% 11% 19% -6% **Overall positive: 41%** 8% 14% 19% Sonia Furstenau, leader of the BC Green Party 26% 8% **Overall positive: 27% Kevin Falcon, leader of BC United (Formerly the BC Liberals)** 28% 29% 16% -30% Somewhat negative impression ■ Very negative impression ■ Somewhat positive impression **■** Very positive impression



LEADER EVALUATIONS: DAVID EBY

Q: Please tell us whether you have a positive or negative impression of the political leaders listed below:

BC residents overall

Decided + Leaning BC NDP

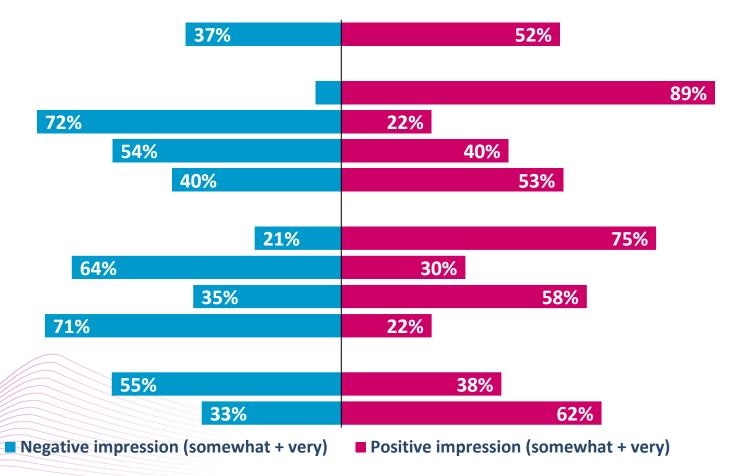
Decided + Leaning BC Conservatives

Decided + Leaning BC United

Decided + Leaning BC Green

2020 BC NDP voters
2020 BC Liberal (BCU) voters
2020 BC Green Party voters
2020 BC Conservative Party voters

North/Cariboo City Of Surrey





LEADER EVALUATIONS: JOHN RUSTAD

Q: Please tell us whether you have a positive or negative impression of the political leaders listed below:

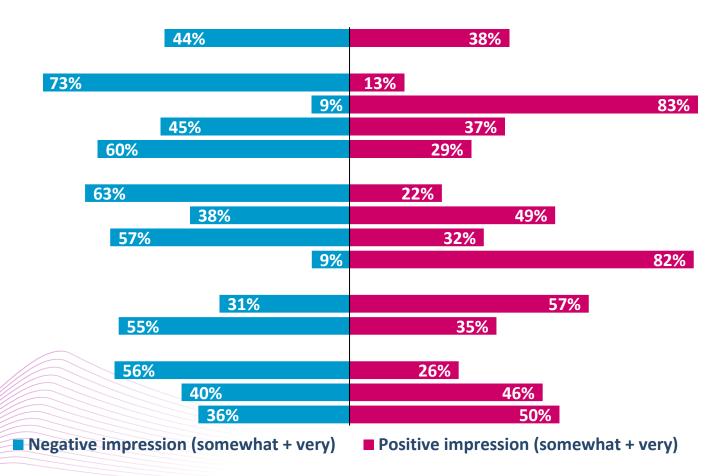
BC residents overall

Decided + Leaning BC NDP
Decided + Leaning BC Conservatives
Decided + Leaning BC United
Decided + Leaning BC Green

2020 BC NDP voters 2020 BC Liberal (BCU) voters 2020 BC Green Party voters 2020 BC Conservative Party voters

> Men 18-34 Men 55+

Van Isl/Coast North/Cariboo City Of Surrey





LEADER EVALUATIONS: SONIA FURSTENAU

Q: Please tell us whether you have a positive or negative impression of the political leaders listed below:

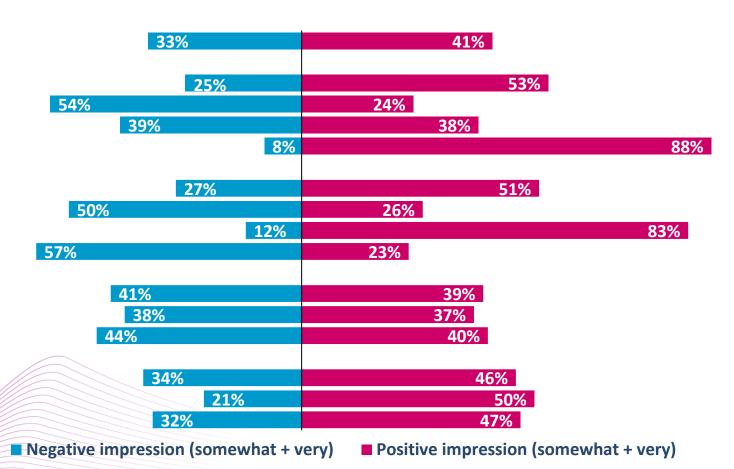
BC residents overall

Decided + Leaning BC NDP
Decided + Leaning BC Conservatives
Decided + Leaning BC United
Decided + Leaning BC Green

2020 BC NDP voters 2020 BC Liberal (BCU) voters 2020 BC Green Party voters 2020 BC Conservative Party voters

> Men 18-34 Men 35-54 Men 55+

Van Isl/Coast Kootenays City Of Surrey





LEADER EVALUATIONS: KEVIN FALCON

Q: Please tell us whether you have a positive or negative impression of the political leaders listed below:

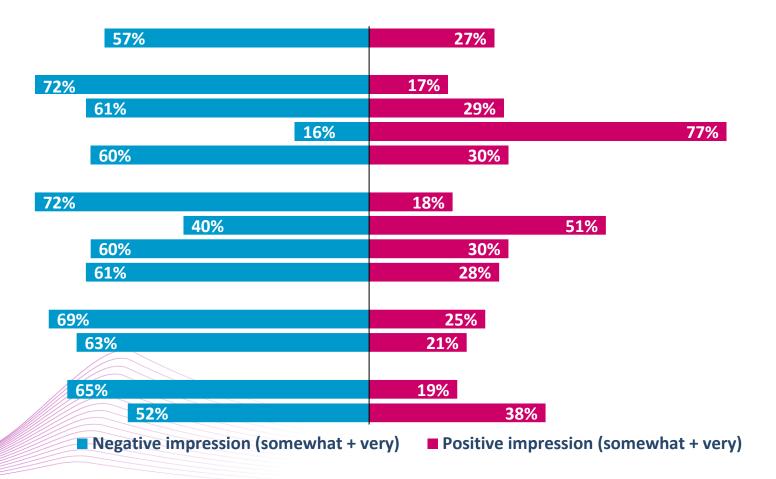
BC residents overall

Decided + Leaning BC NDP
Decided + Leaning BC Conservatives
Decided + Leaning BC United
Decided + Leaning BC Green

2020 BC NDP voters 2020 BC Liberal (BCU) voters 2020 BC Green Party voters 2020 BC Conservative Party voters

> Men 55+ Women 55+

Van Isl/Coast City Of Surrey





BC Chamber of Commerce

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