

Methodology:

Results are based on an online study conducted from June 17 to June 19, 2024, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

Where would you place yourself in the political spectrum (right or left)?

Extreme Right – 4%
Right – 10%
Centre Right – 16%
Centre – 33%
Centre Left – 16%
Left – 10%
Extreme Left – 2%
Not sure – 8%

Eby is Ahead of Rivals on Character Traits in British Columbia

Most of province's residents place themselves at or near the centre of the political spectrum.

Vancouver, BC [June 28, 2024] – British Columbians hold contrasting views on the political leanings of the four party leaders contesting this year's provincial election, a new Research Co. poll has found.

The online survey of a representative sample of British Columbians also asked about characteristics that people may find in politicians.

At least two-in-five British Columbians say Premier and BC New Democratic Party (NDP) leader David Eby is a good speaker and communicator (52%), has a vision for the future of British Columbia (44%), understands the problems of BC residents (41%), is a strong and decisive leader (40%) and is honest and trustworthy (also 40%).

At least three-in-ten British Columbians regard Conservative Party of BC leader John Rustad as having a vision for the future (34%), being a good speaker and communicator (33%), understanding the problems of BC residents (32%) and being a strong and decisive leader (30%).

More than three-in-ten British Columbians think BC Green Party leader Sonia Furstenau has a vision for the province (36%), is honest and trustworthy (34%), is a good speaker and communicator (33%), understands the problems of BC residents (32%) and generally agrees with people on the issues they care about (31%).

At least three-in-ten British Columbians believe BC United leader Kevin Falcon is a good speaker and communicator (36%), is a strong and decisive leader (34%), understands the problems of BC residents (30%) and is patronizing (also 30%).

On the political spectrum, one third of British Columbians (33%) describe themselves as centre, while 16% say they are centre right and a further 16 per cent place themselves as centre left.

The BC NDP is regarded as centre left, left or extreme left by 51% of British Columbians. More than two-in-five of the province's residents (43%) place the Green Party in these same three categories.

The Conservative Party of BC is seen as centre right, right or extreme right by 61% of British Columbians, BC United is placed in these same three categories by 36% of British Columbians.

The answers to this question do not vary greatly for the leaders. Almost half of British Columbians (48%) perceive Eby as centre left, left or extreme left, and 41% feel the same way about Furstenau.

Almost three-in-five British Columbians (58%) brand Rustad as centre right, right or extreme right, compared to 37% for Falcon.

"Only one-in-ten British Columbians think Eby (10%) is extreme left," says Mario Canseco, President of Research Co. "Almost one-in-five (19%) believe Rustad is extreme right."

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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