

2024 British Columbia Votes Survey Results

October 2, 2024

About the Survey

- 1,000 interviews completed: 500 interviews with Greater Vancouver Board of Trade members and 500 interviews with a random sample of Metro Vancouver residents, 18 years of age or over;
- Mustel Group's Giving Opinions panel used (100% randomly recruited panel) supplemented by panel partner Sago to ensure the sample is representative of the population;
- Minor weighting applied to sample of residents by gender within age, and region to match Statistics Canada Census data;
- GVBOT member survey conducted late August and residents' survey mid-September.

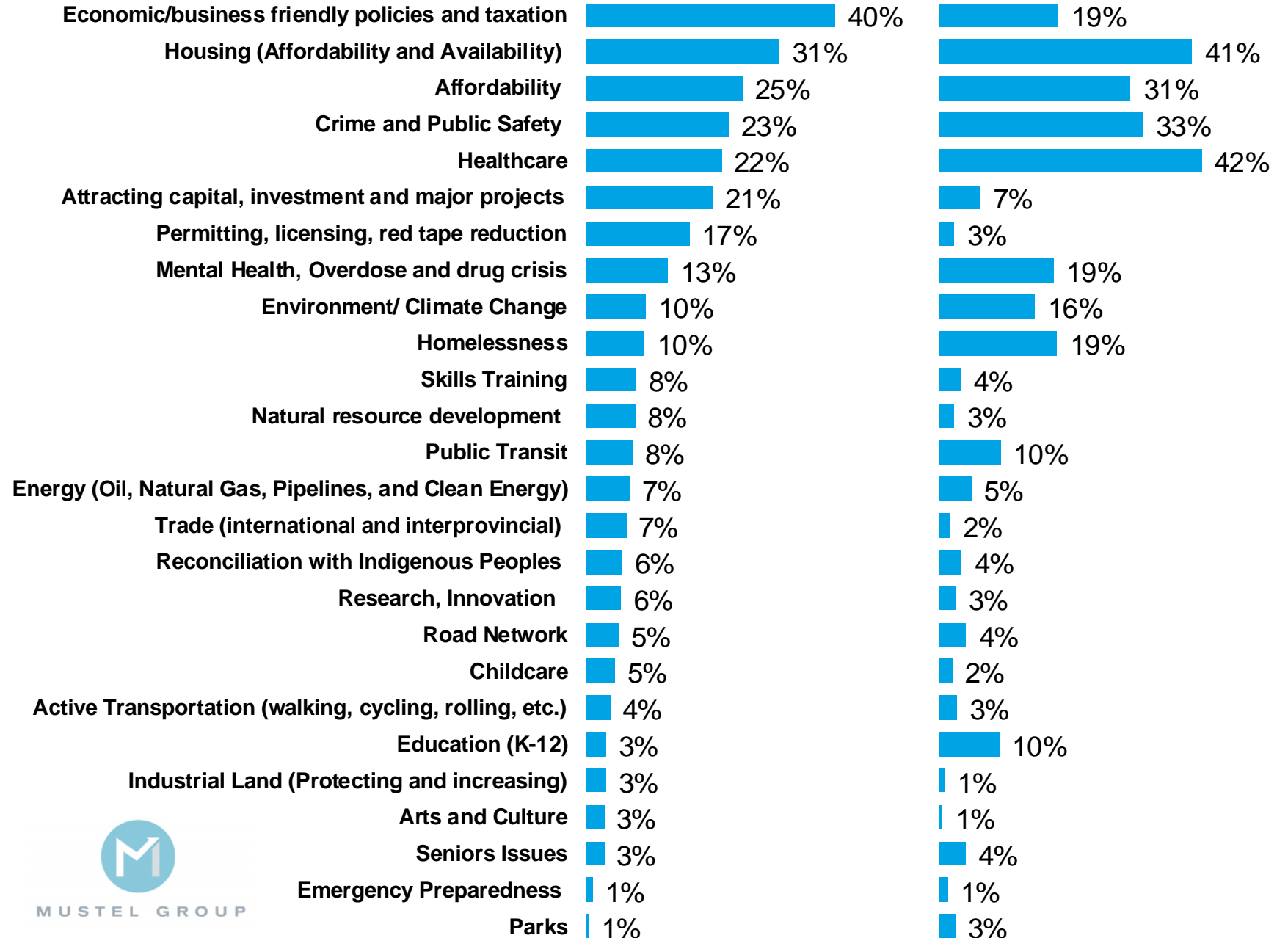
Section A: Top Issues



Top Issues

Businesses

Metro Vancouver Residents



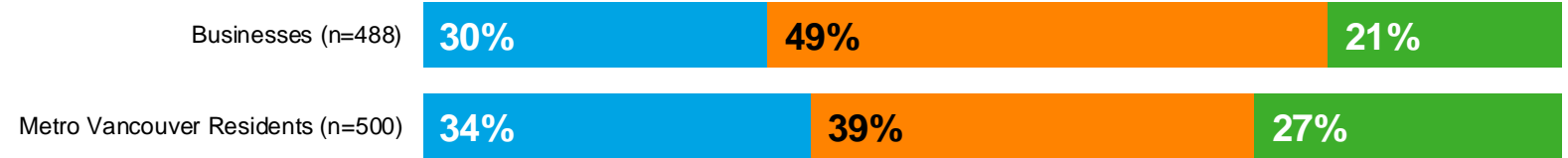
Total Businesses (n=500), Metro Vancouver Residents (n=500)

Q.A1) [GEN POP] What in your opinion are the most important issues in the next election– the issues that will influence most how you will vote in the election?
 [BUS] What are the issues facing your business in the 2024 B.C. Election? Choose up to 3.

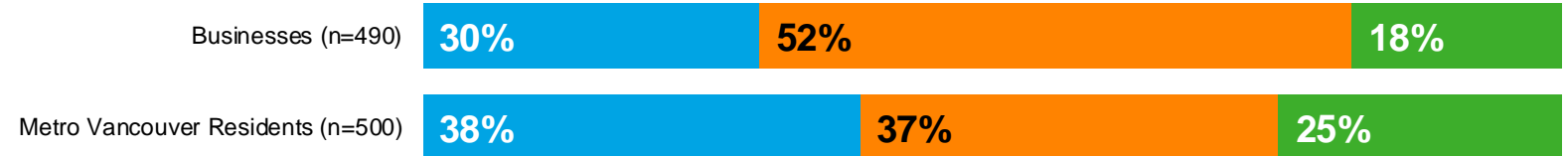


Is the Provincial Government Doing Enough?

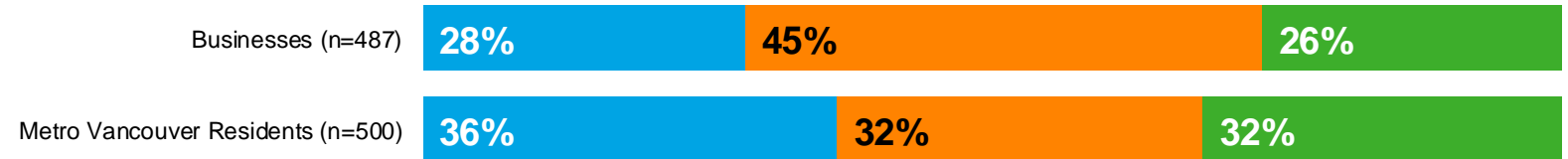
Training the workforce



Natural resource development



Growing the technology ecosystem in B.C.



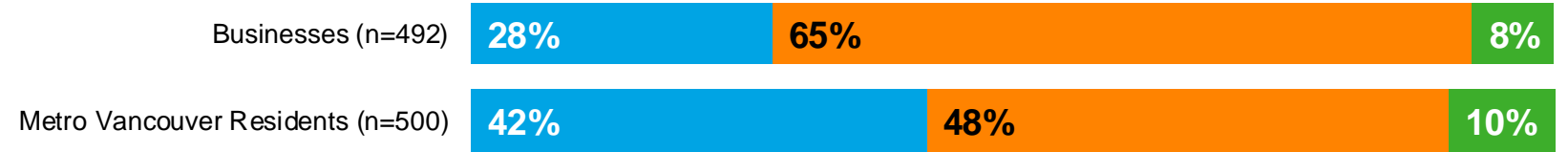
Total Businesses, Metro Vancouver Residents

Q.A2) Is the provincial government doing enough on the following issues?

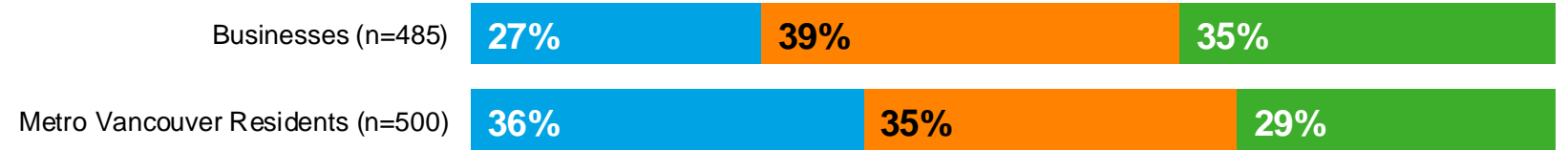
■ Doing Enough ■ Not Doing Enough ■ Unsure

Is the Provincial Government Doing Enough?

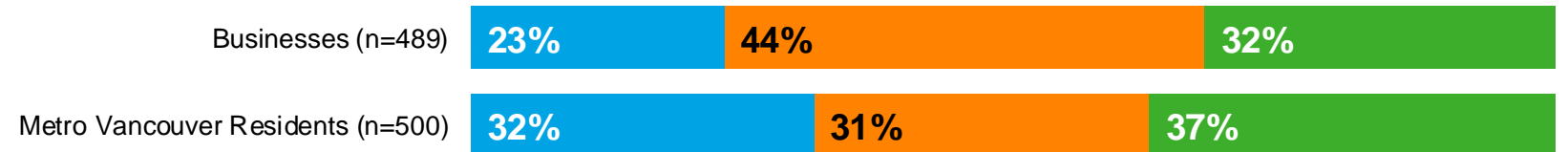
Transportation/transit



Connecting rural and urban communities



Protecting and ensuring availability of industrial land



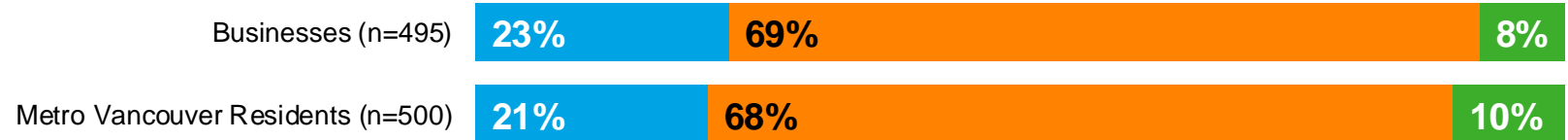
Total Businesses, Metro Vancouver Residents

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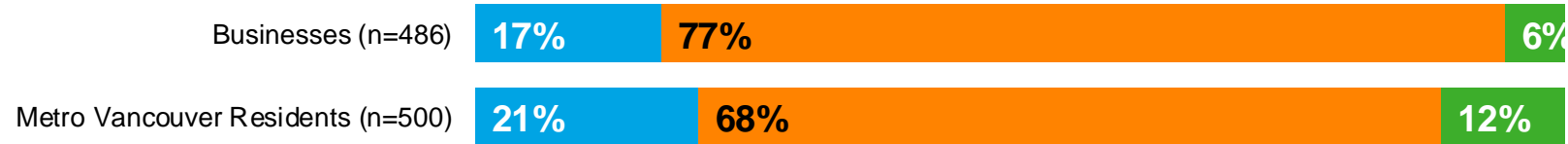
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Is the Provincial Government Doing Enough?

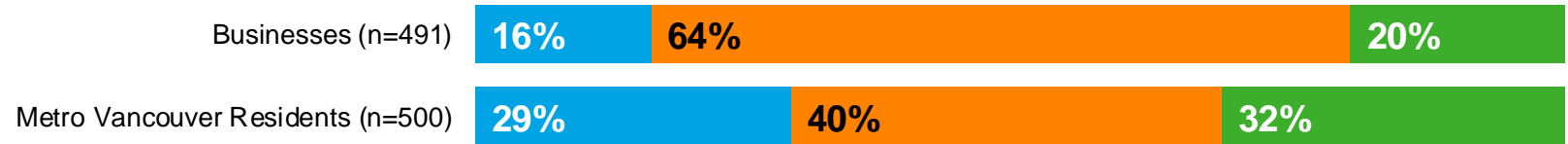
Availability and affordability of housing



Public Safety/Crime



Reducing permitting processes in municipalities

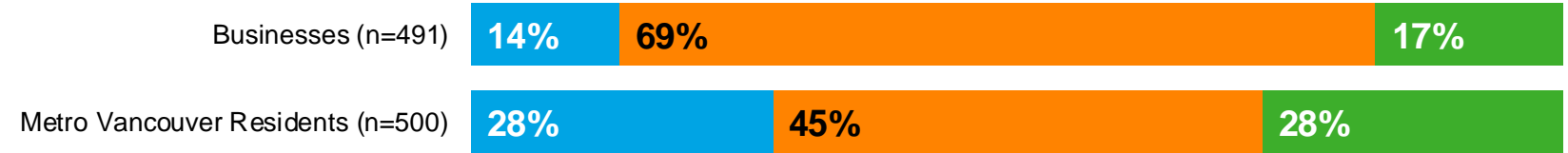


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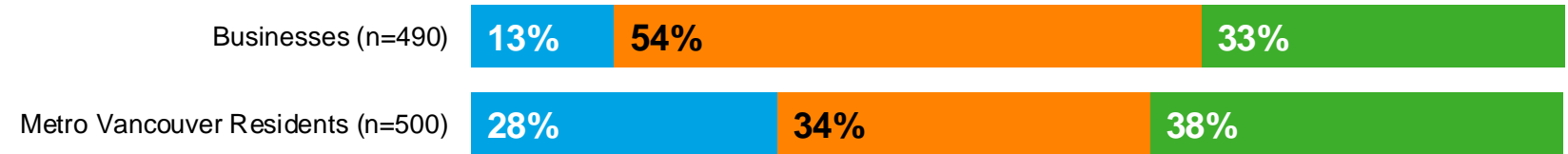
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Is the Provincial Government Doing Enough?

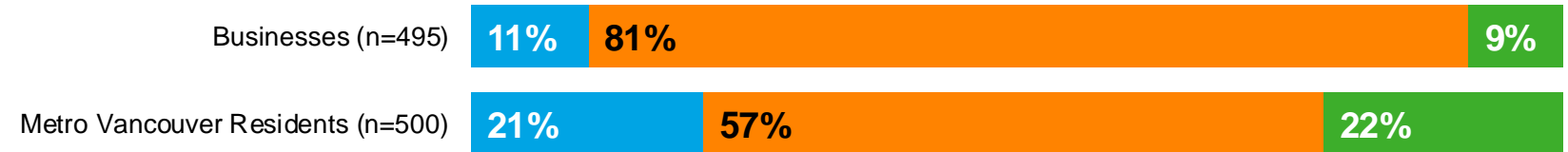
Providing vision for Greater Vancouver's economy



Industrial/Manufacturing Strategy



Affordability for businesses and cost of doing business



■ Doing Enough ■ Not Doing Enough ■ Unsure

Q.A2) Is the provincial government doing enough on the following issues?

Is the Provincial Government Doing Enough?

Indigenous reconciliation



Climate change



Childcare



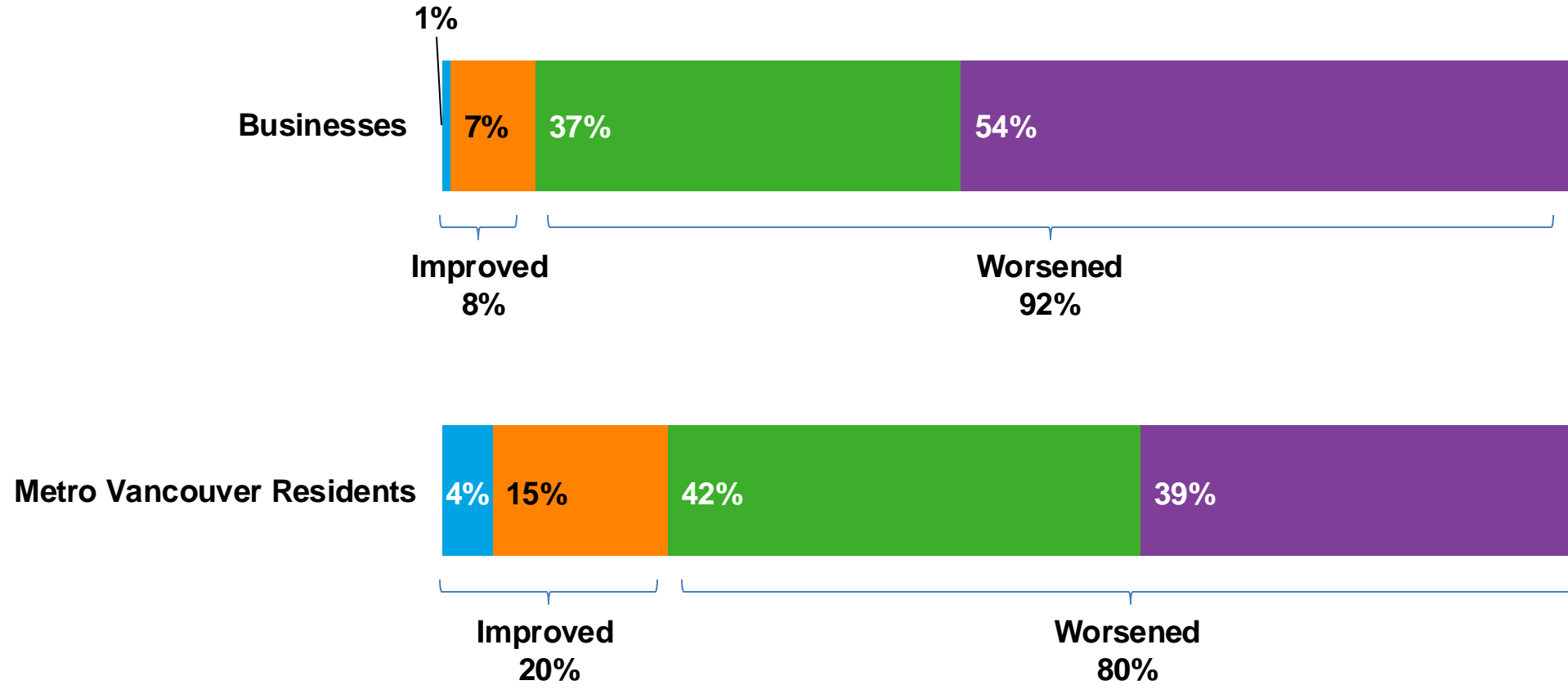
Q.A2) Is the provincial government doing enough on the following issues?

■ Doing Enough ■ Not Doing Enough ■ Unsure

Section B: Economy and Cost of Doing Business



Change in Affordability Since 2020



Q.B1) Since 2020, how has affordability for you/your businesses in B.C. changed?

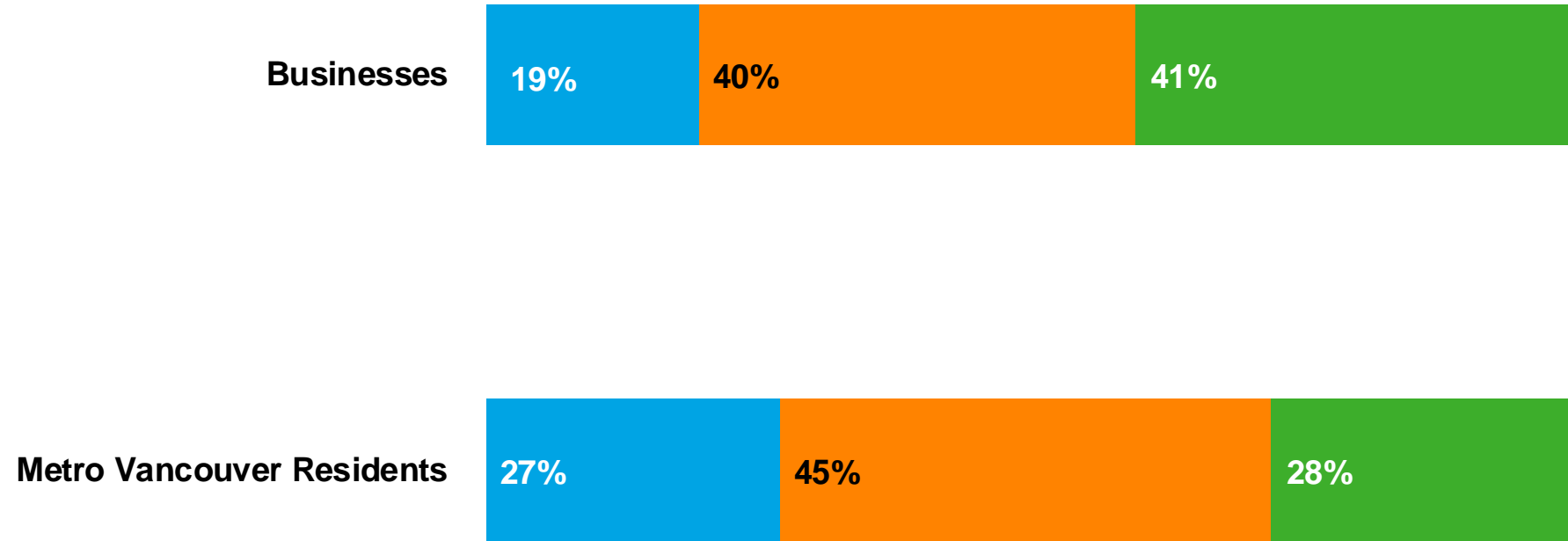
■ Affordability has improved significantly.

■ Affordability has somewhat improved.

■ Affordability has somewhat worsened.

■ Affordability has significantly worsened.

Business Prospects/Personal Finances in Next 12 Months



Q.B2) How are you feeling about your business prospects/personal finances in the next 12 months in the current economic climate?

■ Positive ■ Neutral ■ Negative

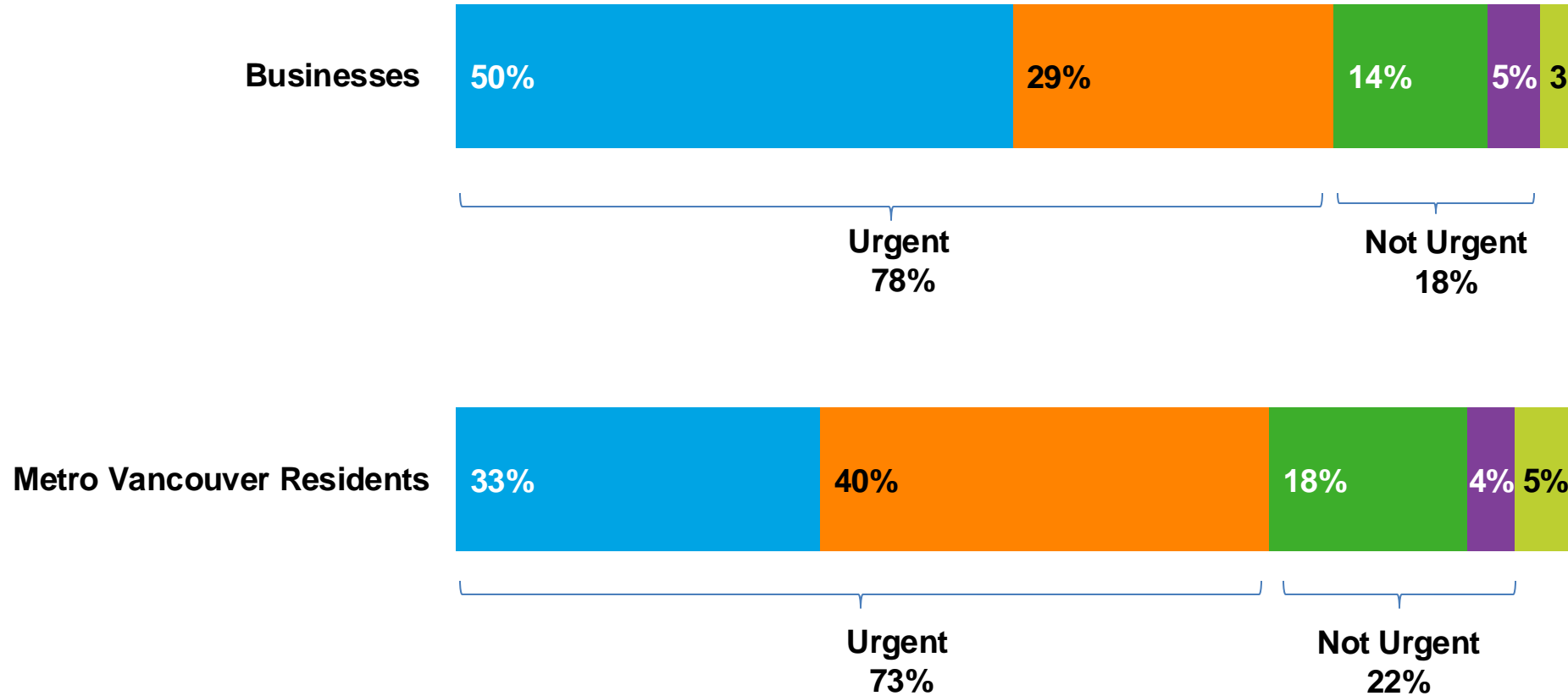
Does Provincial Government have a Sufficient Economic Strategy for Province



Q.B3) Does the provincial government have a sufficient economic strategy for the province?

■ Yes ■ No ■ Unsure

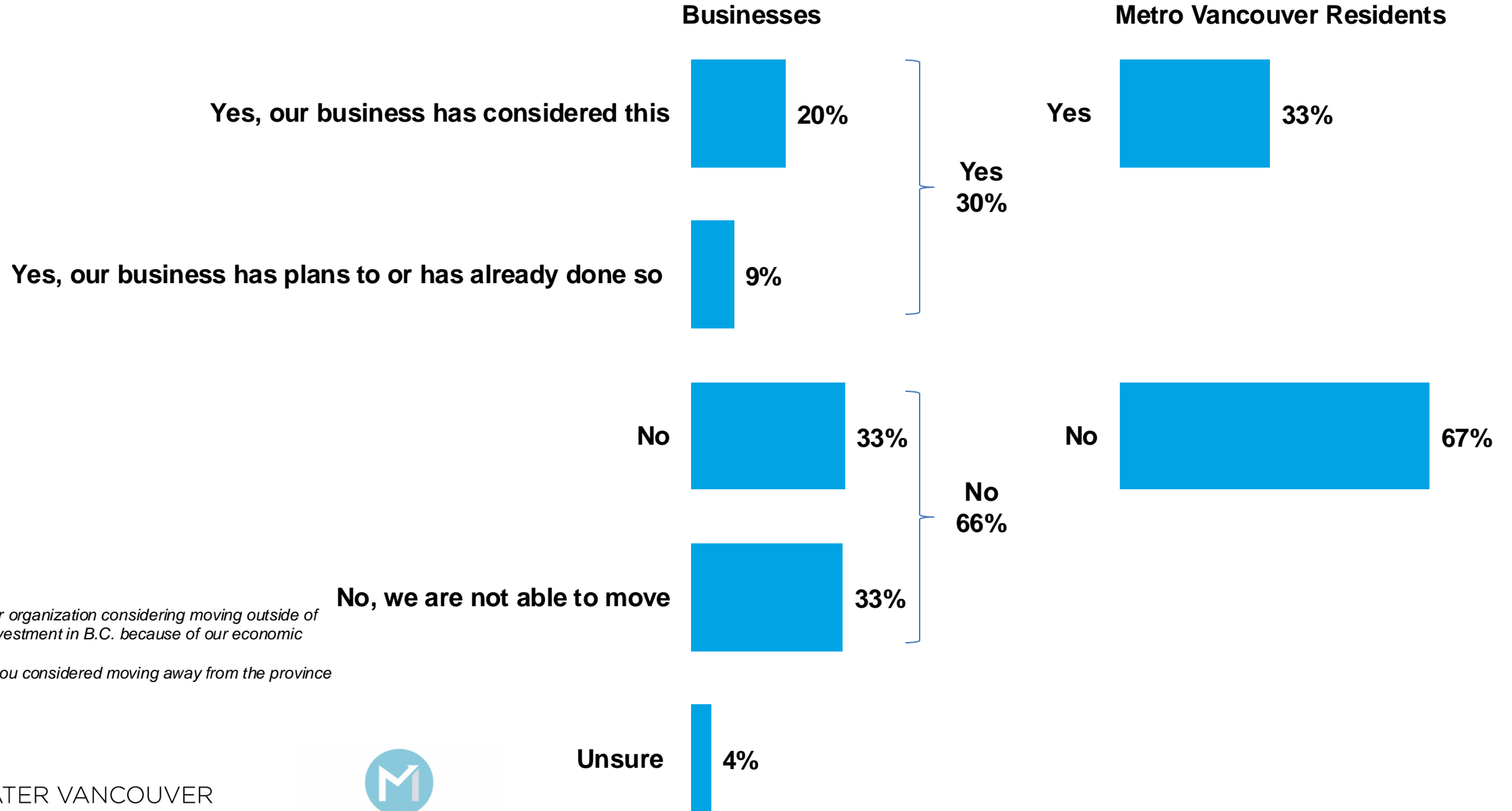
Urgency of Returning to Balanced Budget



Q. B4) Last year's provincial budget projected a deficit of \$7.9 billion, with the total government debt expected to reach \$129.1 billion by 2026/27. How urgent do you believe it is for the province to return to a balanced budget?

- Very urgent
- Somewhat urgent
- Not very urgent
- Not at all urgent
- Unsure

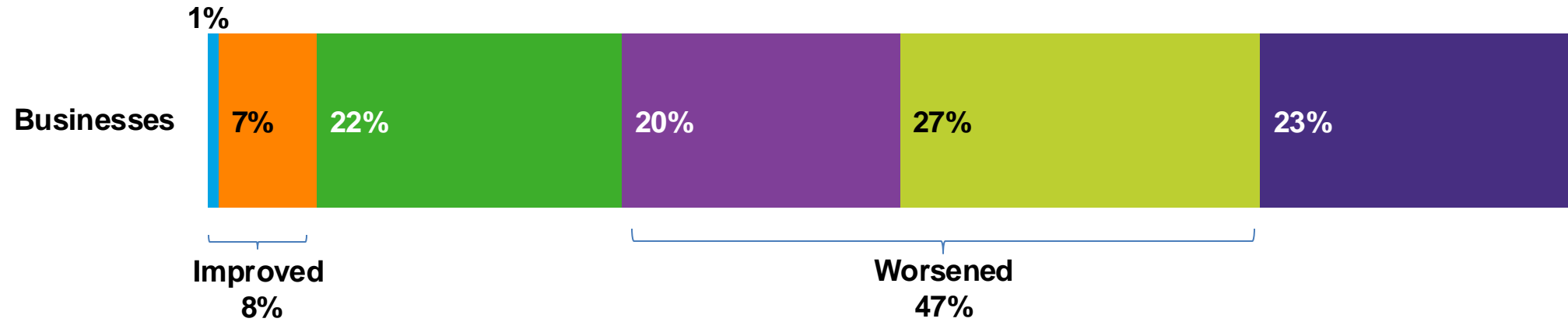
Moving Outside of B.C. or Reducing Investment



Q.B5) [BUS] Is your organization considering moving outside of B.C. or reducing investment in B.C. because of our economic climate?

[GEN POP] Have you considered moving away from the province in the past year?

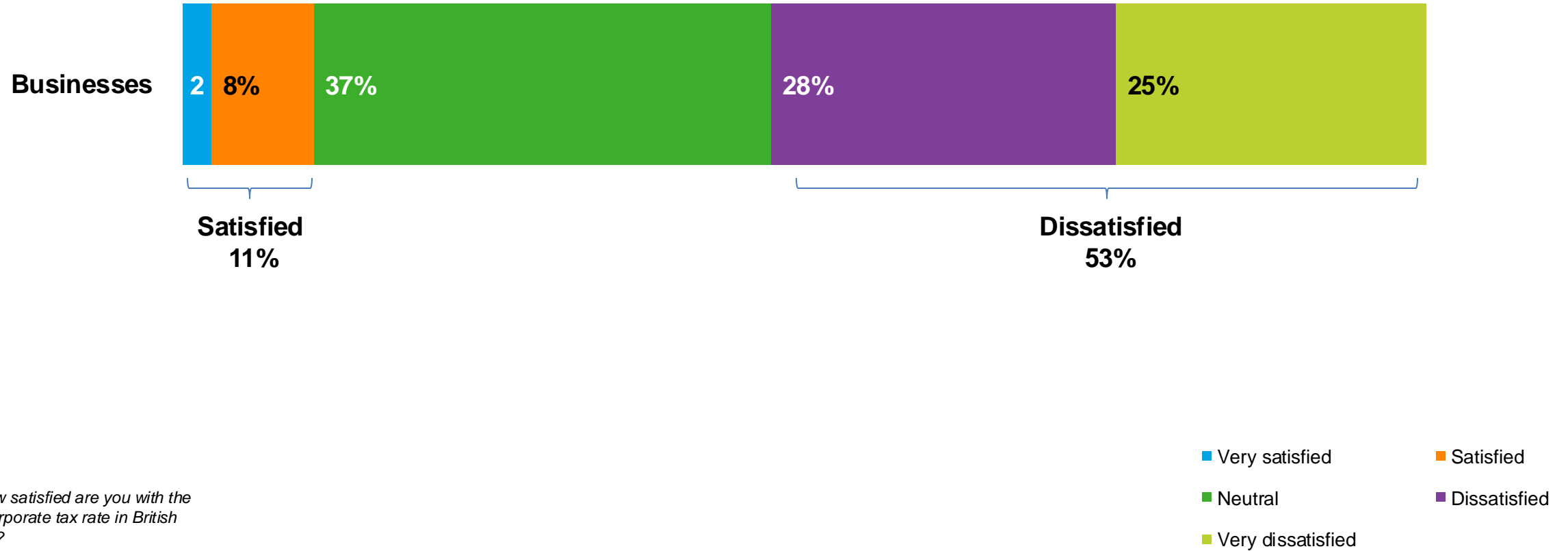
Timelines for Provincial Permitting Over Past 5 Years



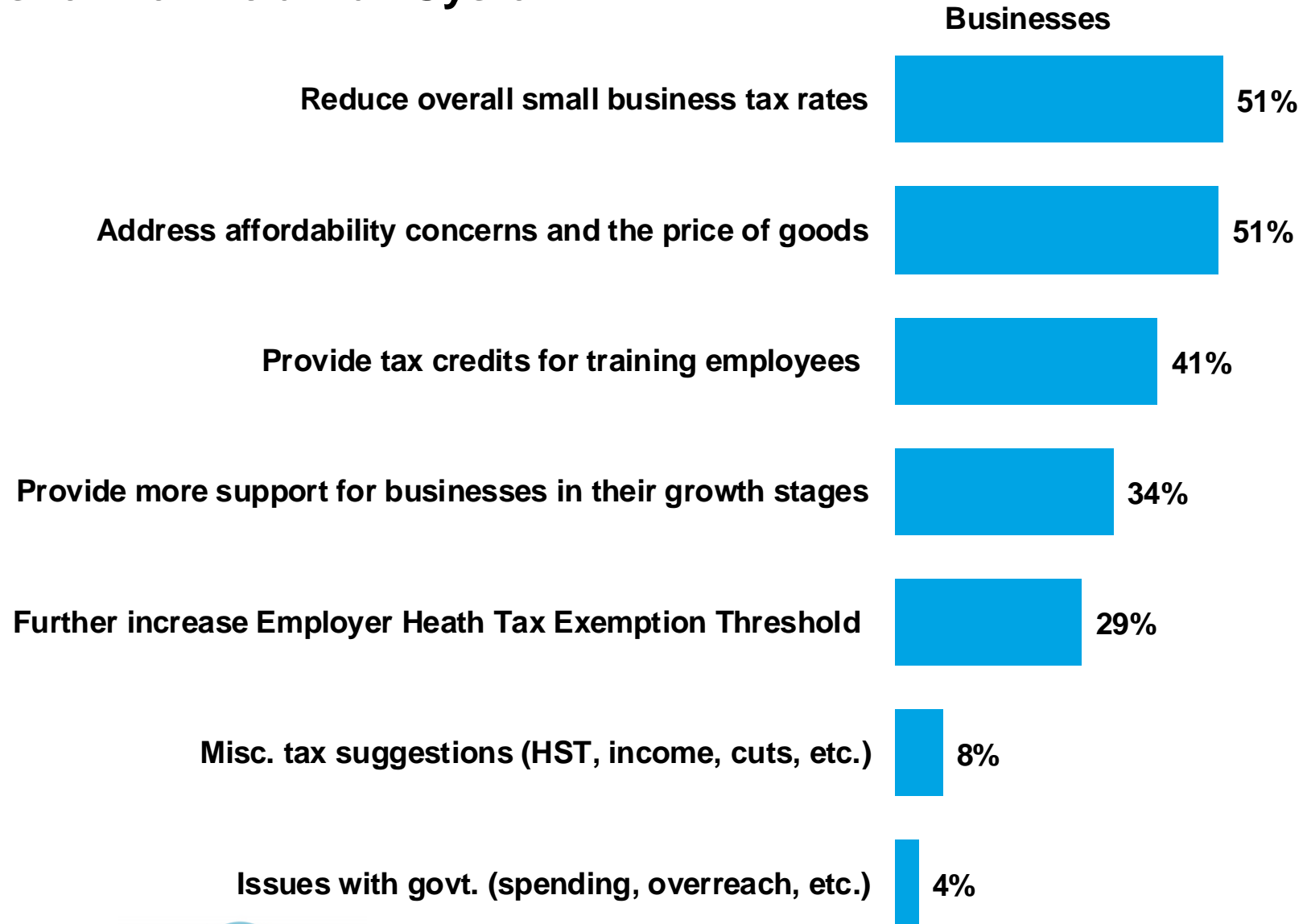
Q.B6) When it comes to permitting and red tape reduction for projects requiring provincial approval, timelines over the past 5 years have:

- Improved significantly
- Improved somewhat
- No noticeable change
- Worsened somewhat
- Worsened significantly
- N/A or unsure

Satisfaction with Current Corporate Tax Rate



Suggested Changes to Provincial Tax System

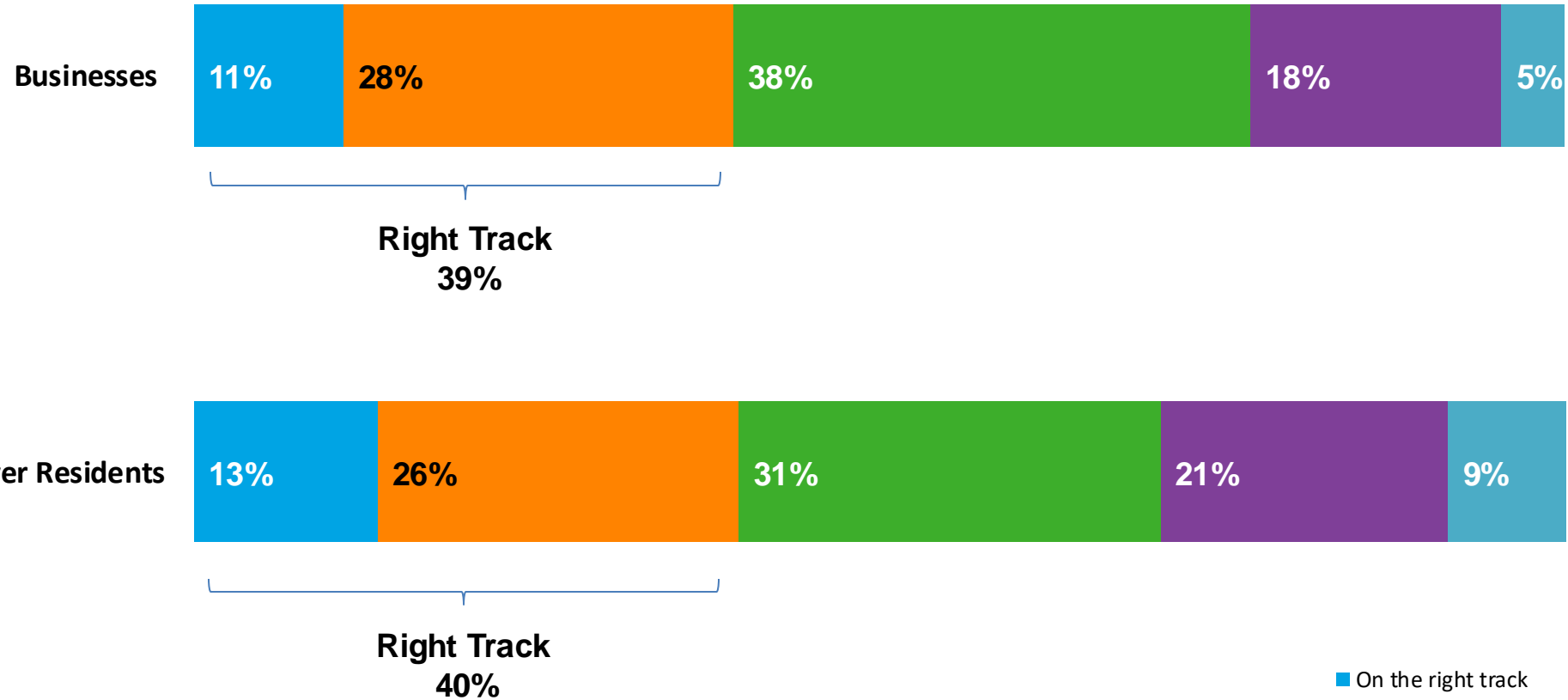


Q.B8) In your opinion, what changes, if any, should be made to the provincial tax system to better support businesses like yours?

Section C: Housing



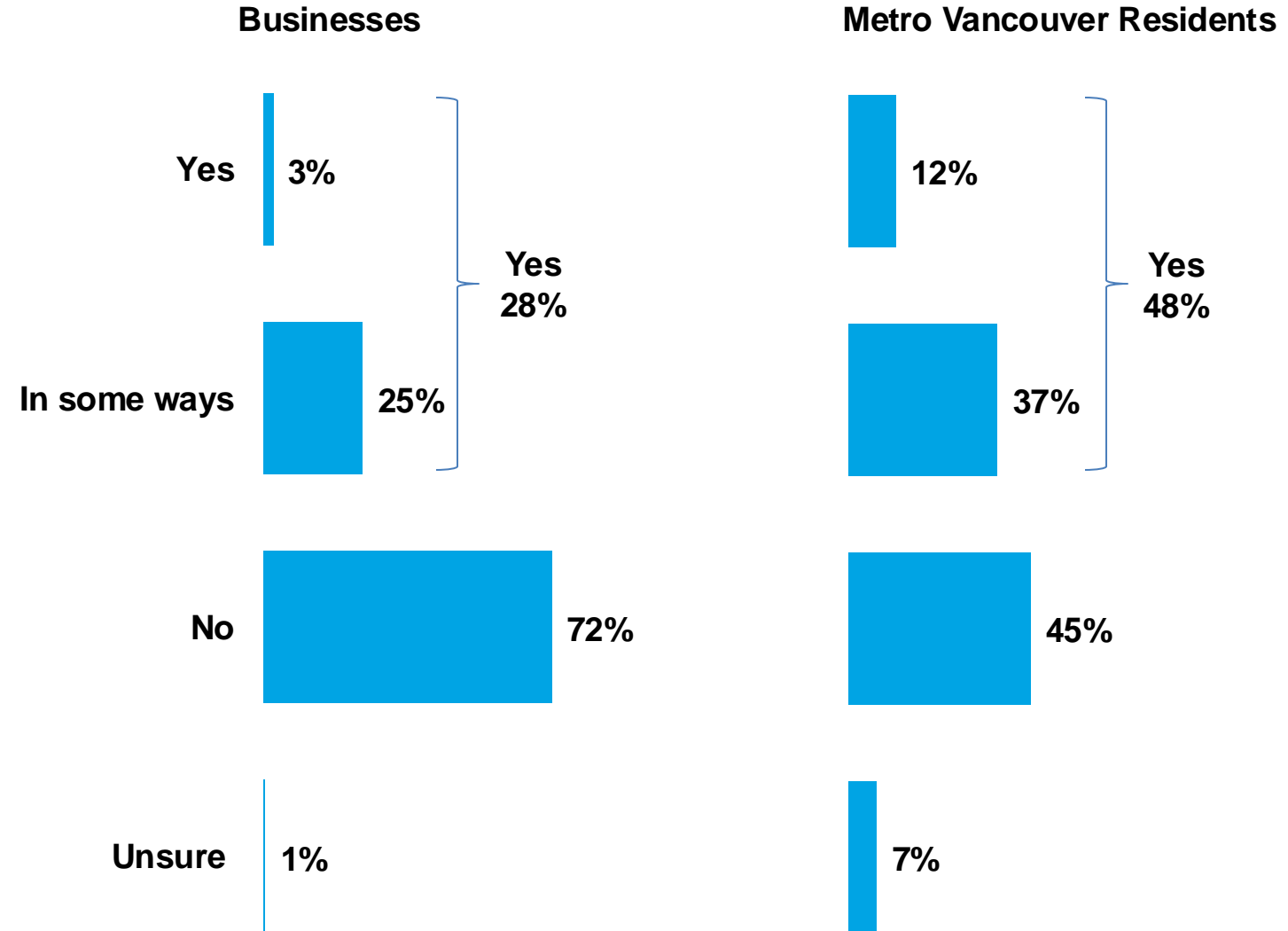
Rating of Housing Announcements Over Past 18 Months



- On the right track
- Some are on the right track
- Not on the right track
- Unsure - too soon to say
- Unsure - not familiar with the housing announcements

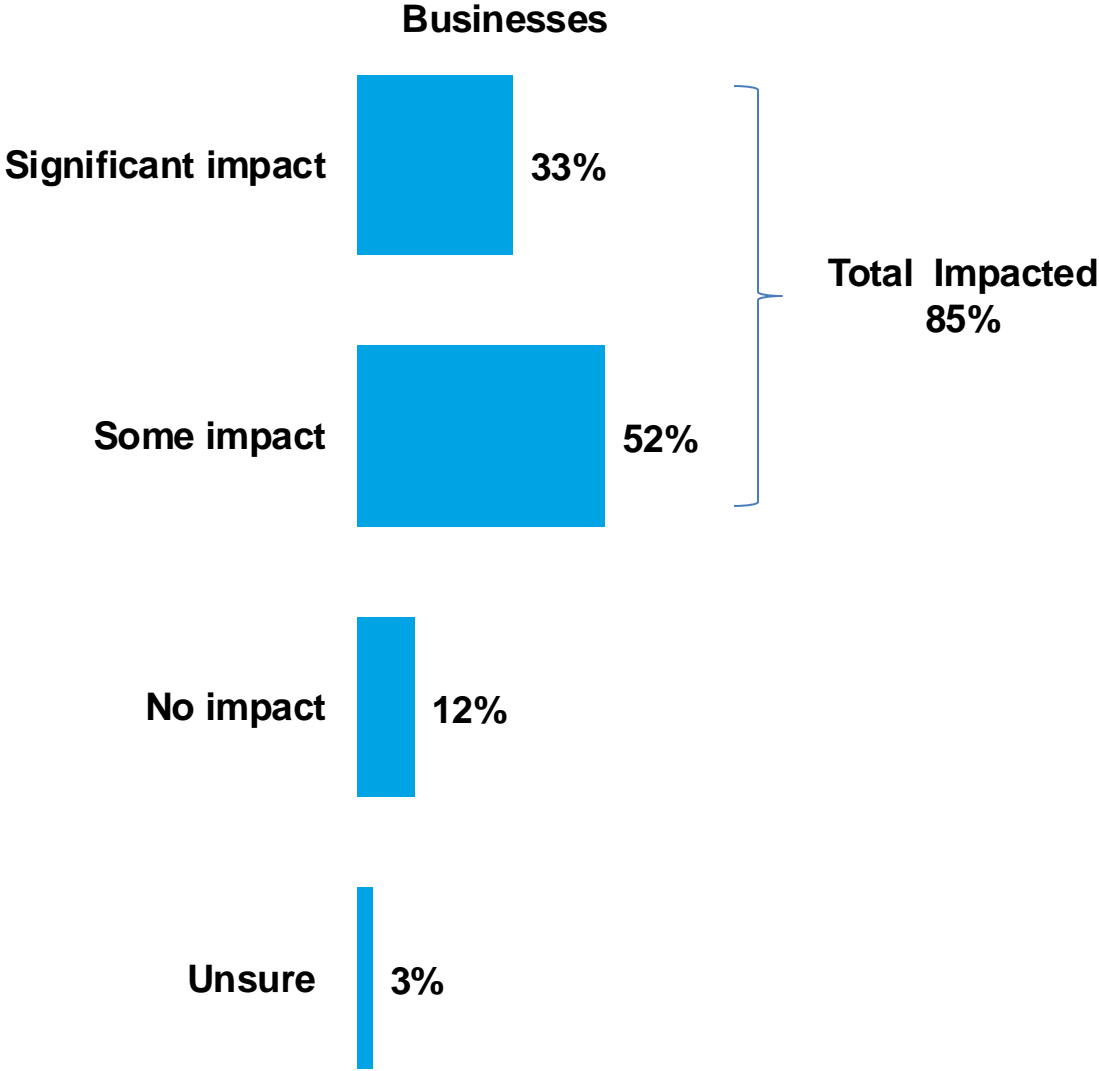
Q.C1) How would you rate the housing announcements over the past 18 months from the B.C. provincial government?

Government Meeting Services and Infrastructure Needs for Population Growth



Q. C2) Do you believe the B.C. government is investing in and planning sufficiently for services and infrastructure to keep pace with population growth and community needs?

Impact of Housing Affordability Challenges on Business



Q.C3) How much is B.C.'s housing situation impacting your business?

Section D: Public Safety



Safety in Greater Vancouver Compared to 5 Years Ago

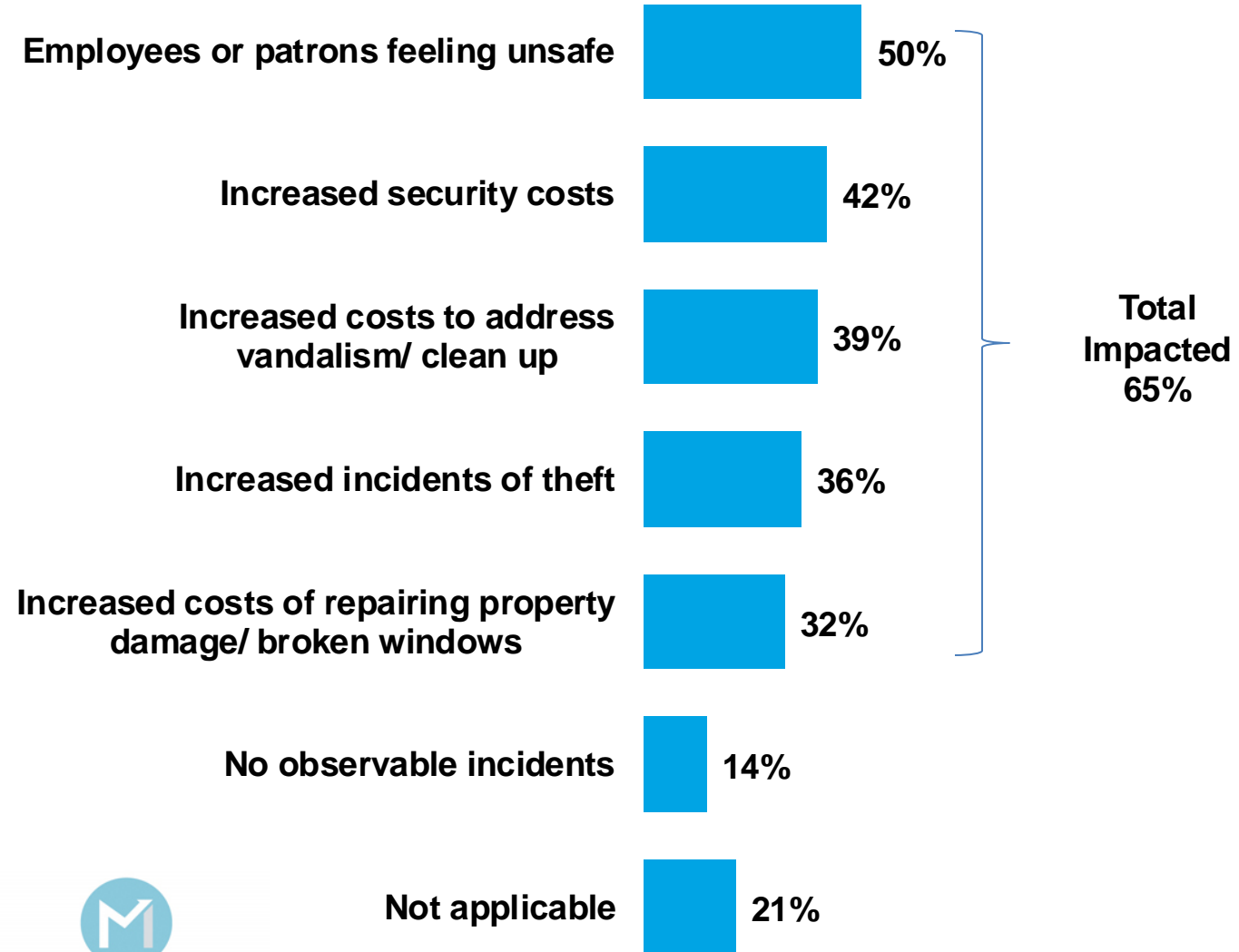


Q.D1) How do you feel about safety in the Greater Vancouver area now compared to 5 years ago?

■ I feel safer now ■ I feel less safer now
■ No change ■ Unsure

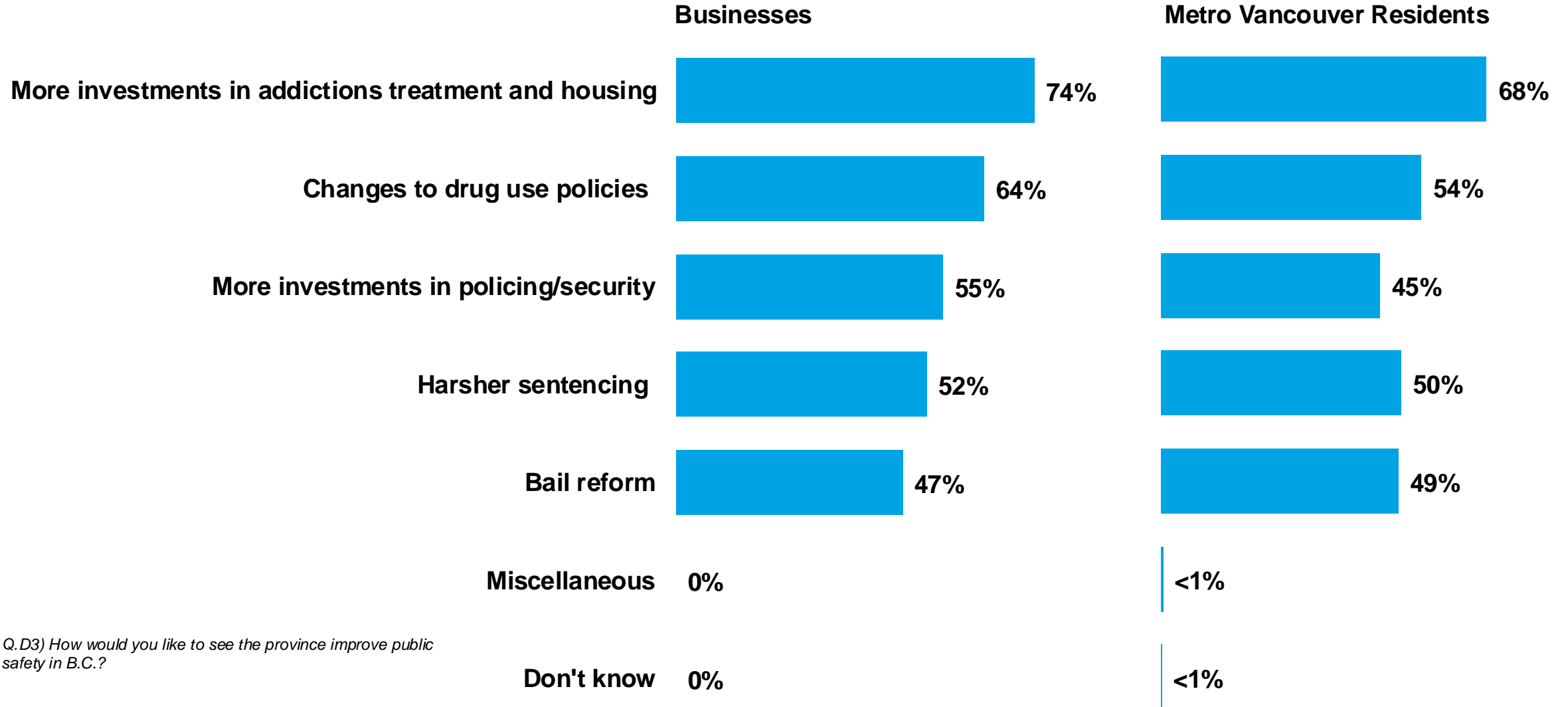
Business Impacts of Public Safety

Businesses



Q.D2) When it comes to public safety, which of the following have you observed in the past year at your business?

Suggestions to Improve Public Safety



Q.D3) How would you like to see the province improve public safety in B.C.?

Section E: Metro Growth – Transportation & Infrastructure



Government Performance on Infrastructure

Prioritizing new investments in transportation and infrastructure projects

Businesses (n=493)



Supporting businesses in attracting and retaining tradespeople

Businesses (n=487)



Increasing trade-enabling infrastructure in B.C.

Businesses (n=492)



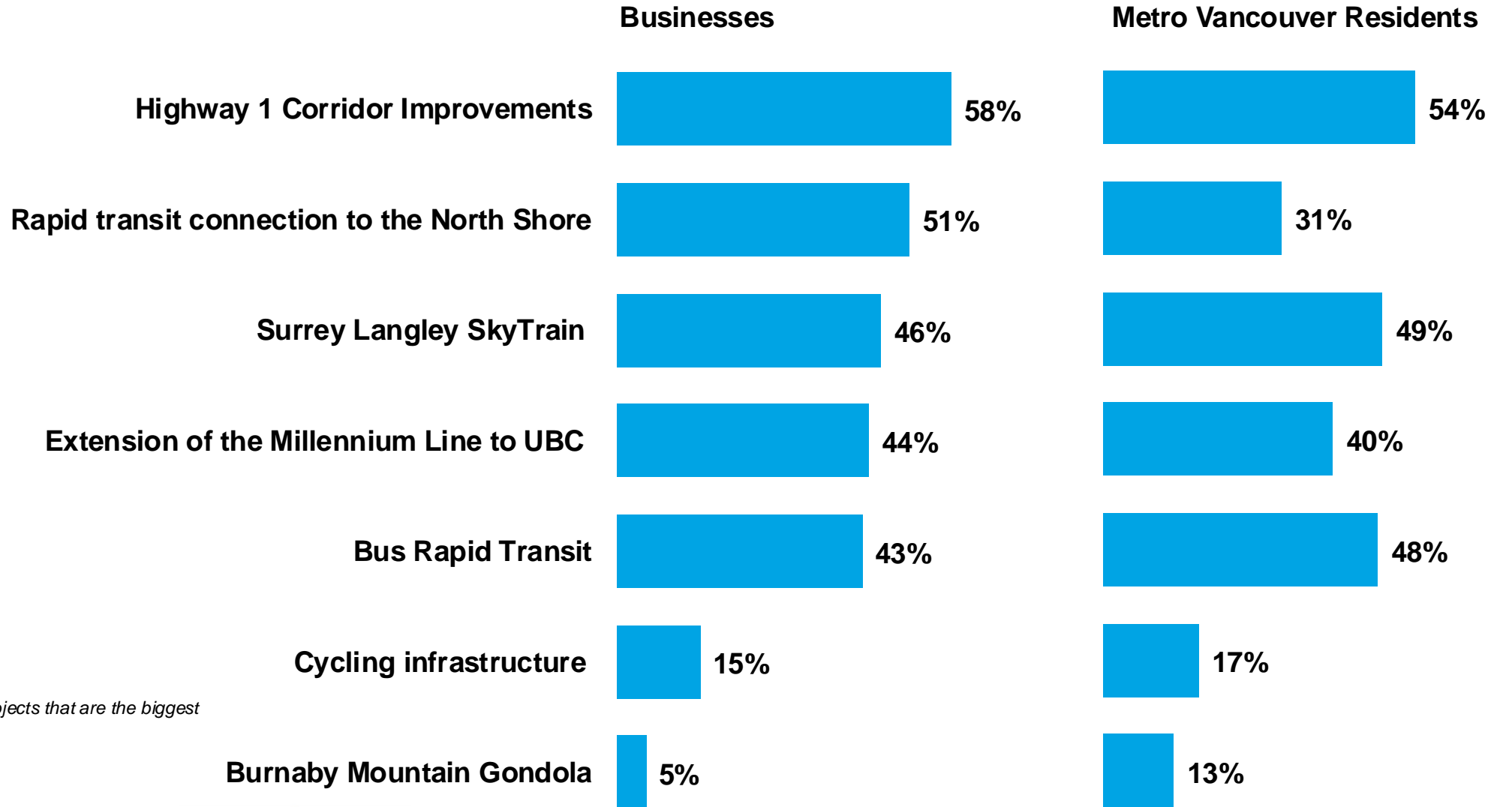
Improving regulatory processes to support major projects

Businesses (n=491)



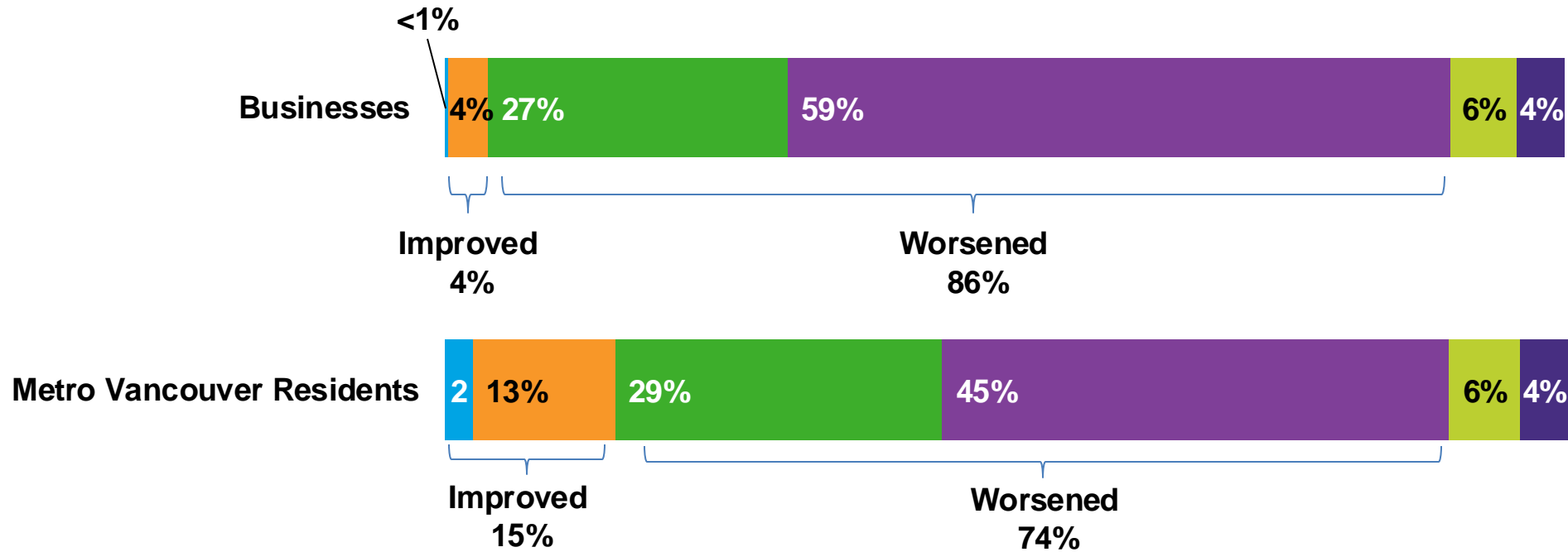
Q.E1) In terms of major infrastructure projects, how is the government doing?

Top 3 Priority Infrastructure Projects



Q.E2) Choose up to 3 infrastructure projects that are the biggest priority for [your business/you].

How Traffic and Congestion Changed Over Past 4 Years



Q.E3) [BUS] In terms of how it impacts your business operations, how have traffic and congestion patterns in the Lower Mainland changed over the past 4 years?

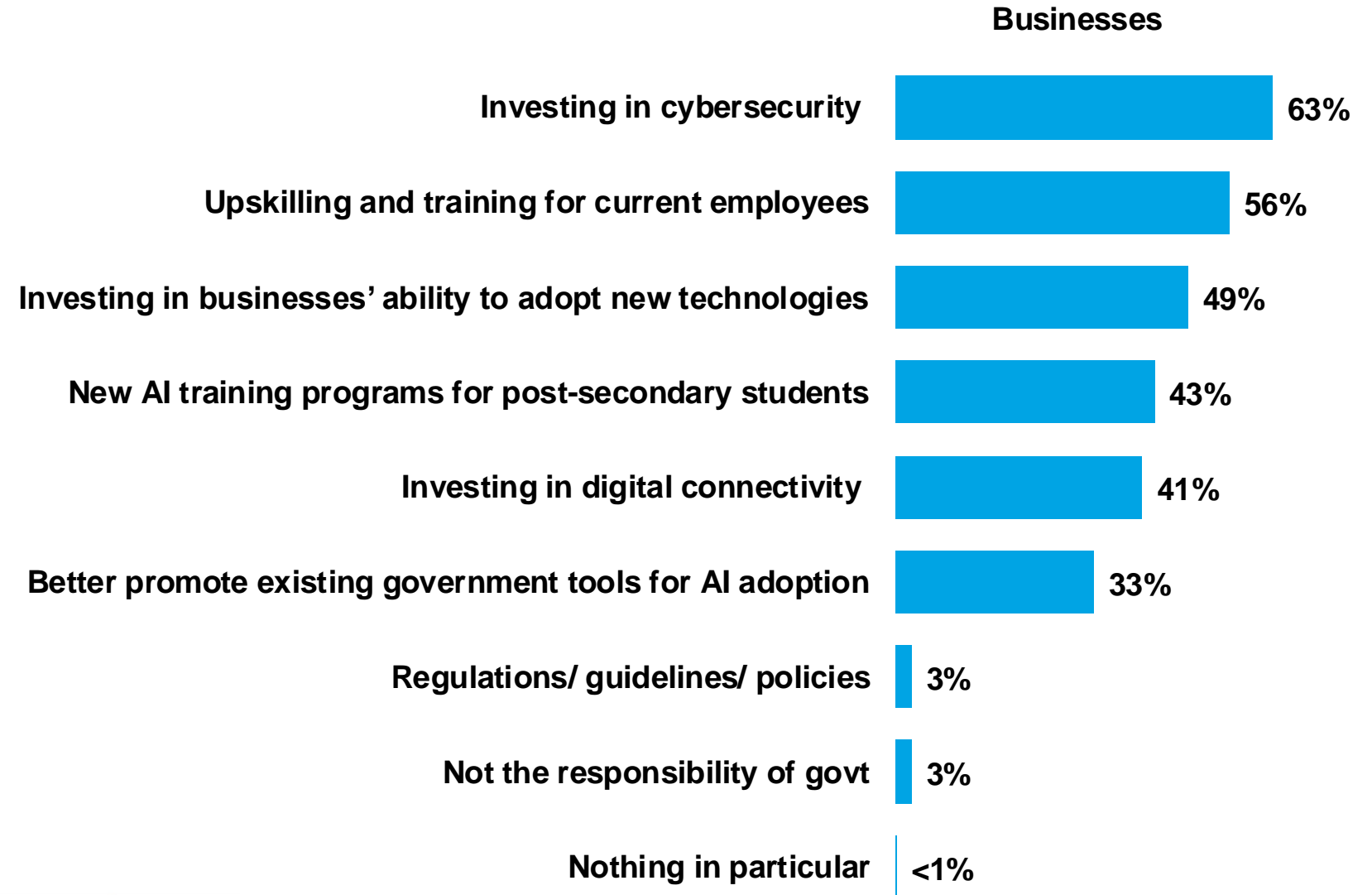
[GEN POP] How have traffic and congestion patterns in the Lower Mainland changed for you over the past 4 years?

- Improved significantly
- Improved somewhat
- Worsened somewhat
- Worsened significantly
- Unsure
- N/A

Section F: AI and Technology

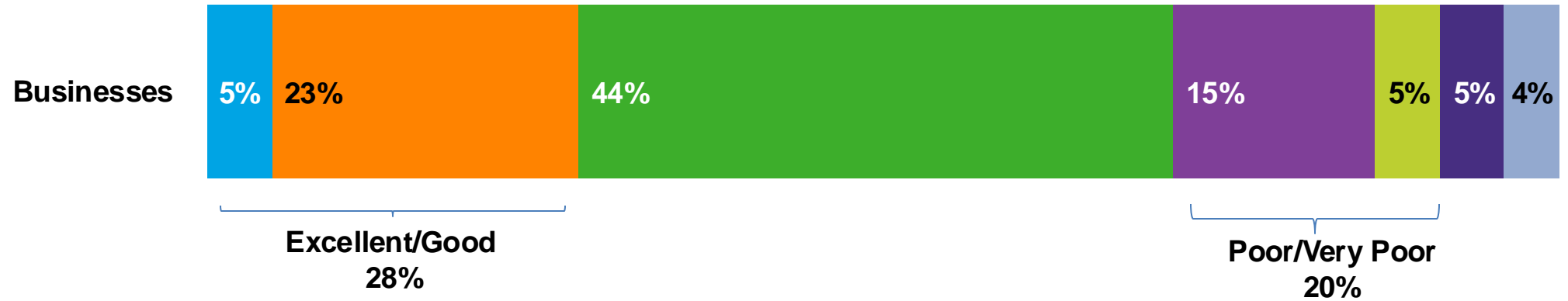


Government Involvement with AI and Technology



Q.F1) How would you like to see the provincial government address the future of work when it comes to AI and technology?

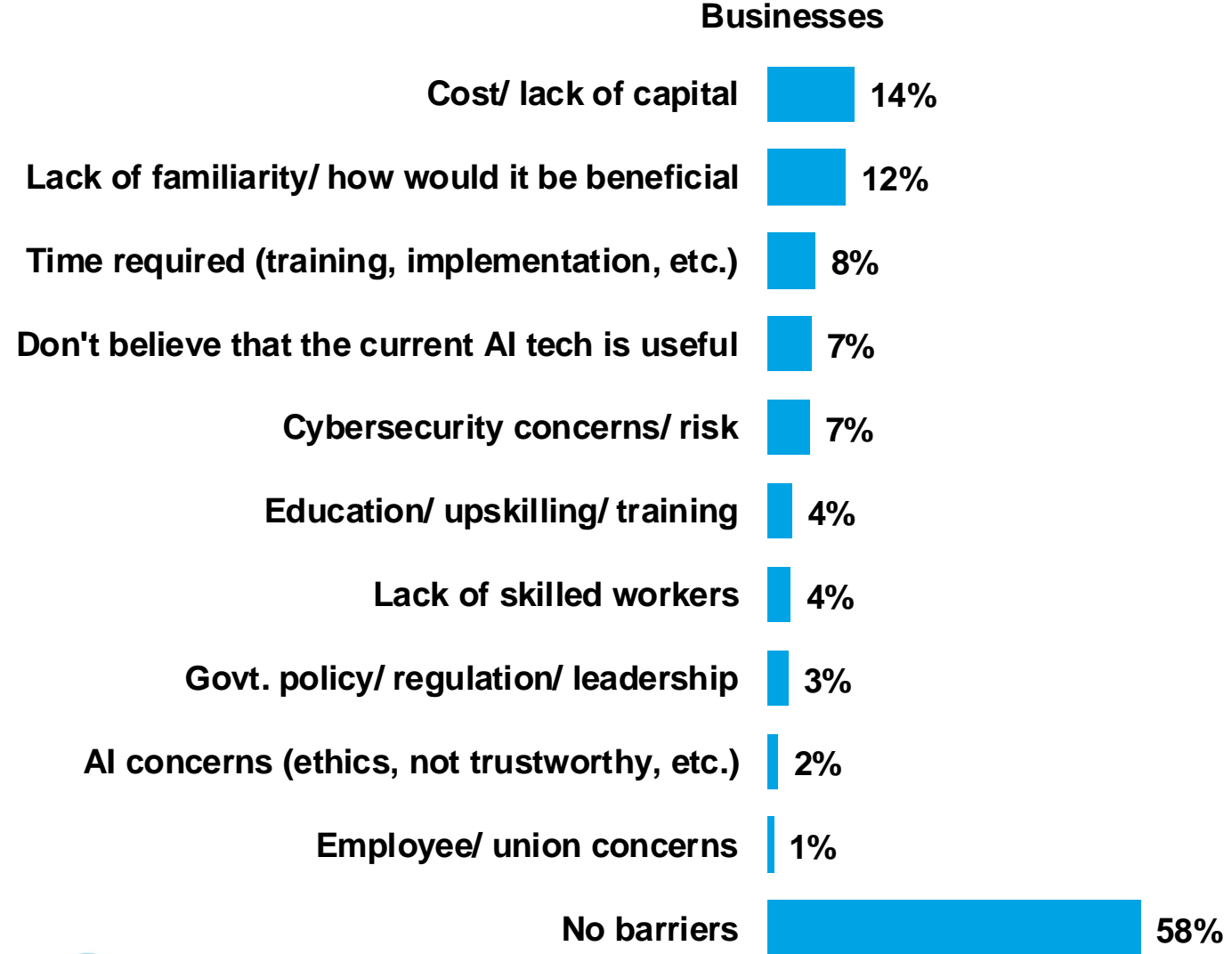
AI Adoption Within Your Business



■ Excellent ■ Good ■ Neutral ■ Poor ■ Very Poor ■ N/A ■ Unsure

F2) How would you gauge the state of AI adaptation within your business?

Barriers to AI and Technology Adoption

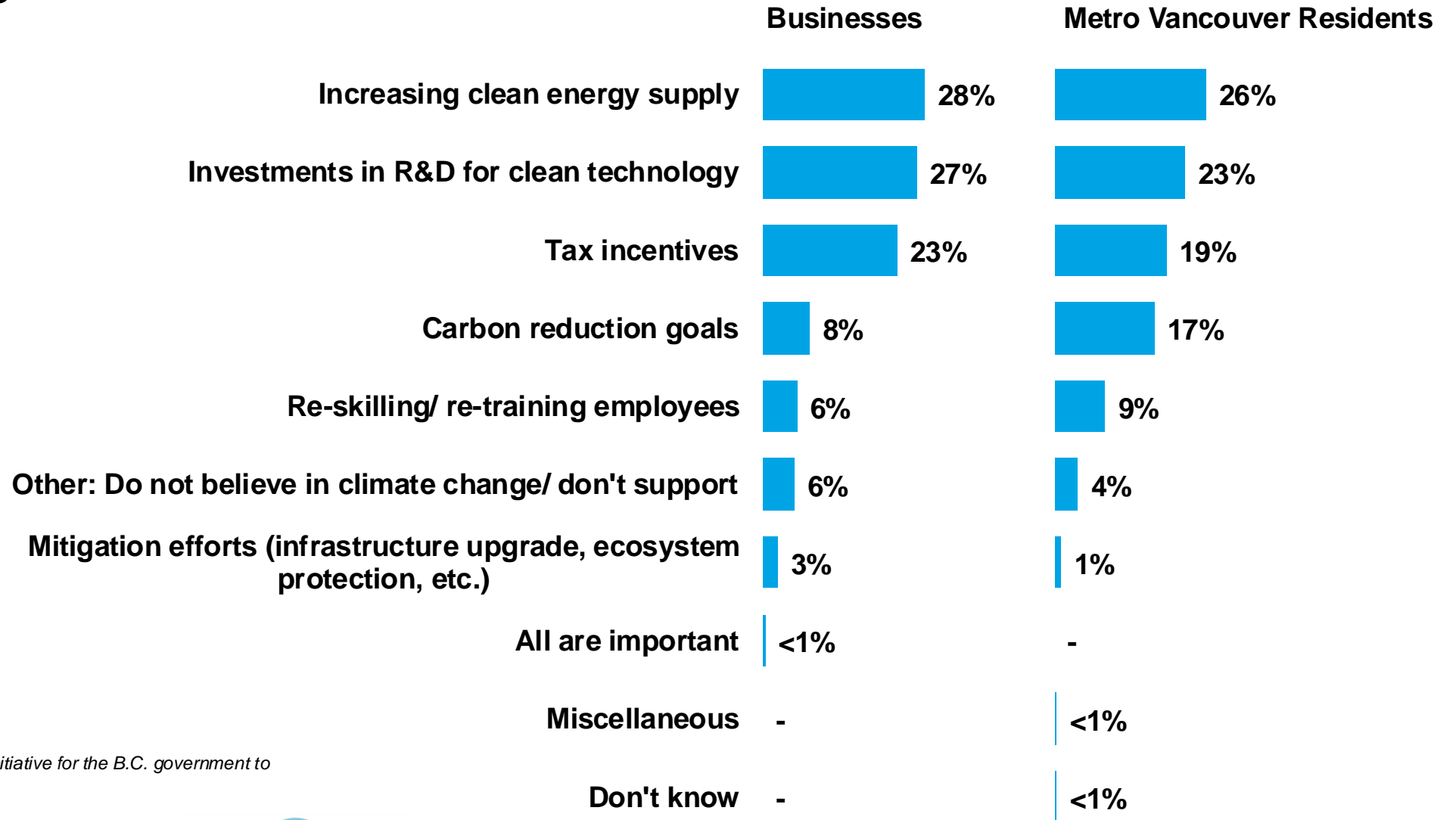


Q.F3) What barriers are hindering your business' ability to adopt new AI/technologies?

Section G: Energy and Climate



Top Initiative for B.C. Government to Address Climate Change

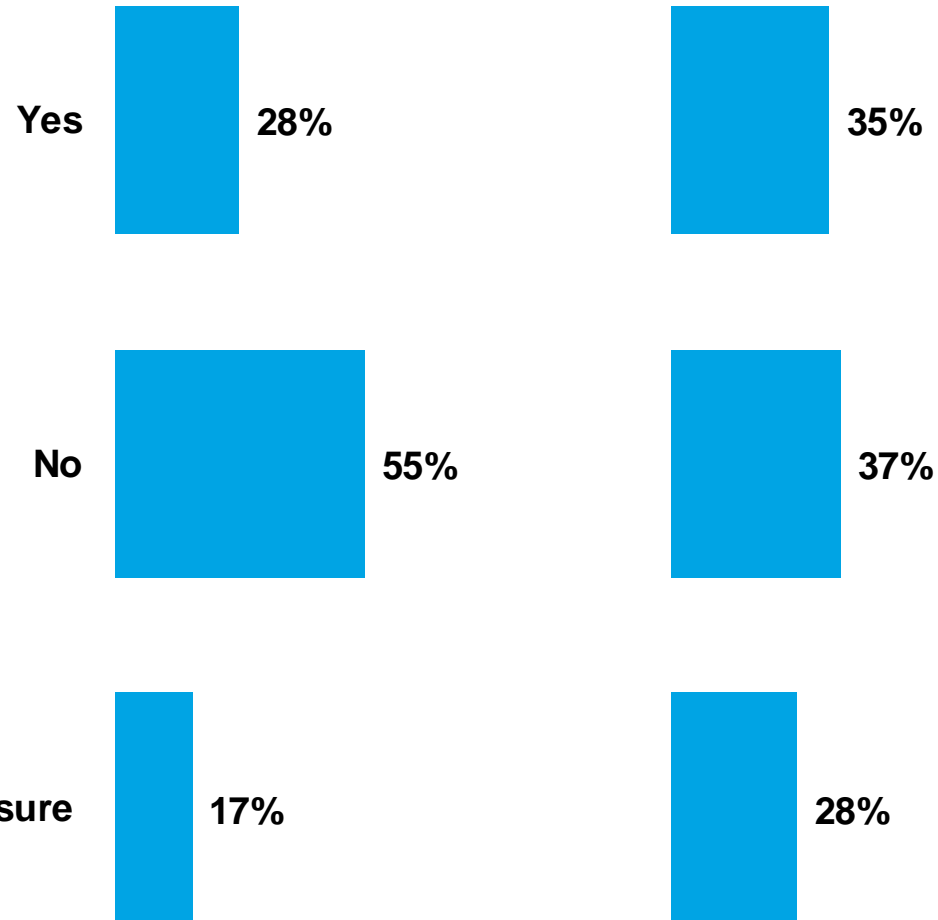


Q.G1. What do you believe is the top initiative for the B.C. government to address climate change?

Will B.C. have Adequate Energy Supply to Meet Demand in Next 10 Years

Businesses

Metro Vancouver Residents

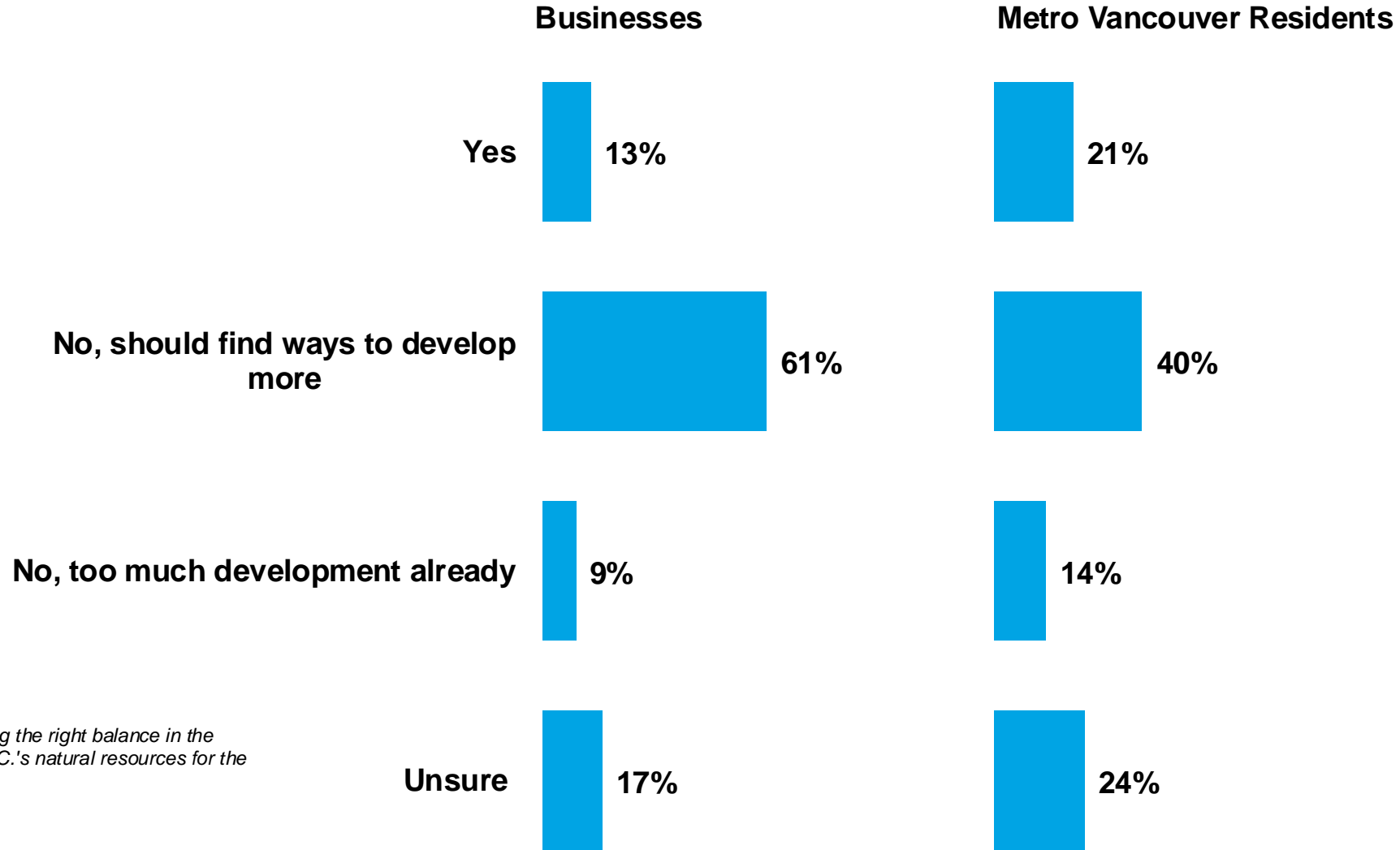


Q.G2) Do you believe B.C. will have adequate electricity/energy supply to meet the demand in the next 10 years?

Section H: Misc. Issues & Open-Ended Question



Right Balance in Development of B.C.'s Natural Resources

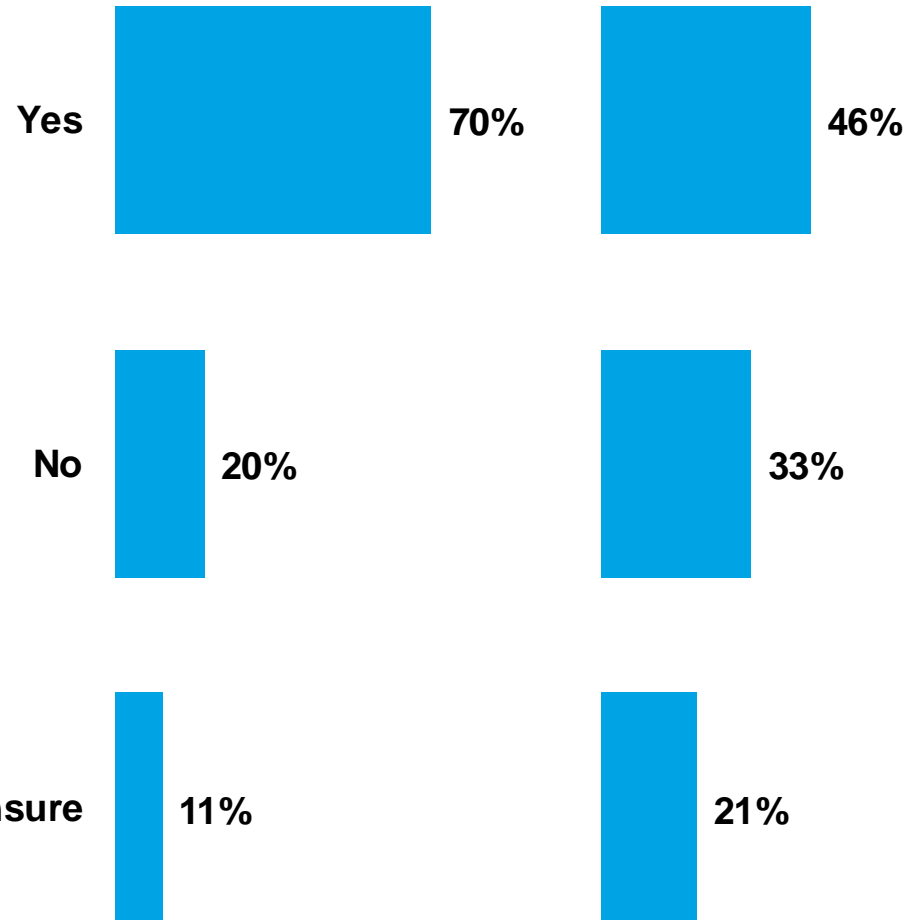


Q.H1) Is the government finding the right balance in the responsible development of B.C.'s natural resources for the provincial economy?

Support Private Sector Involvement in Healthcare Delivery

Businesses

Metro Vancouver Residents



Q.H2) Do you support more private sector involvement in healthcare delivery if universal public insurance is maintained?

Should Province Intervene on Governance of Metro Vancouver

Businesses

Metro Vancouver Residents

Yes

53%

46%

No

25%

24%

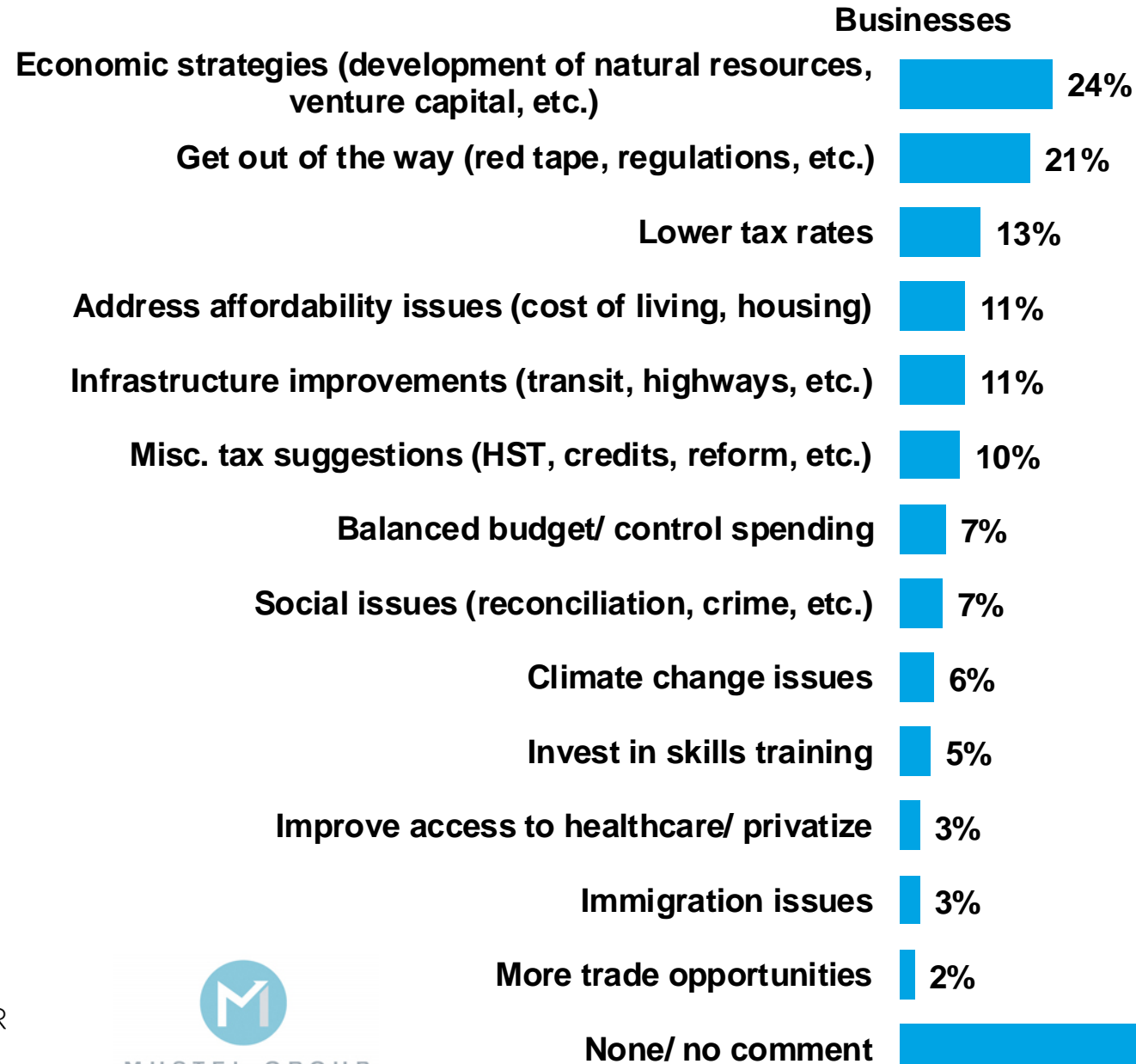
Unsure

23%

31%

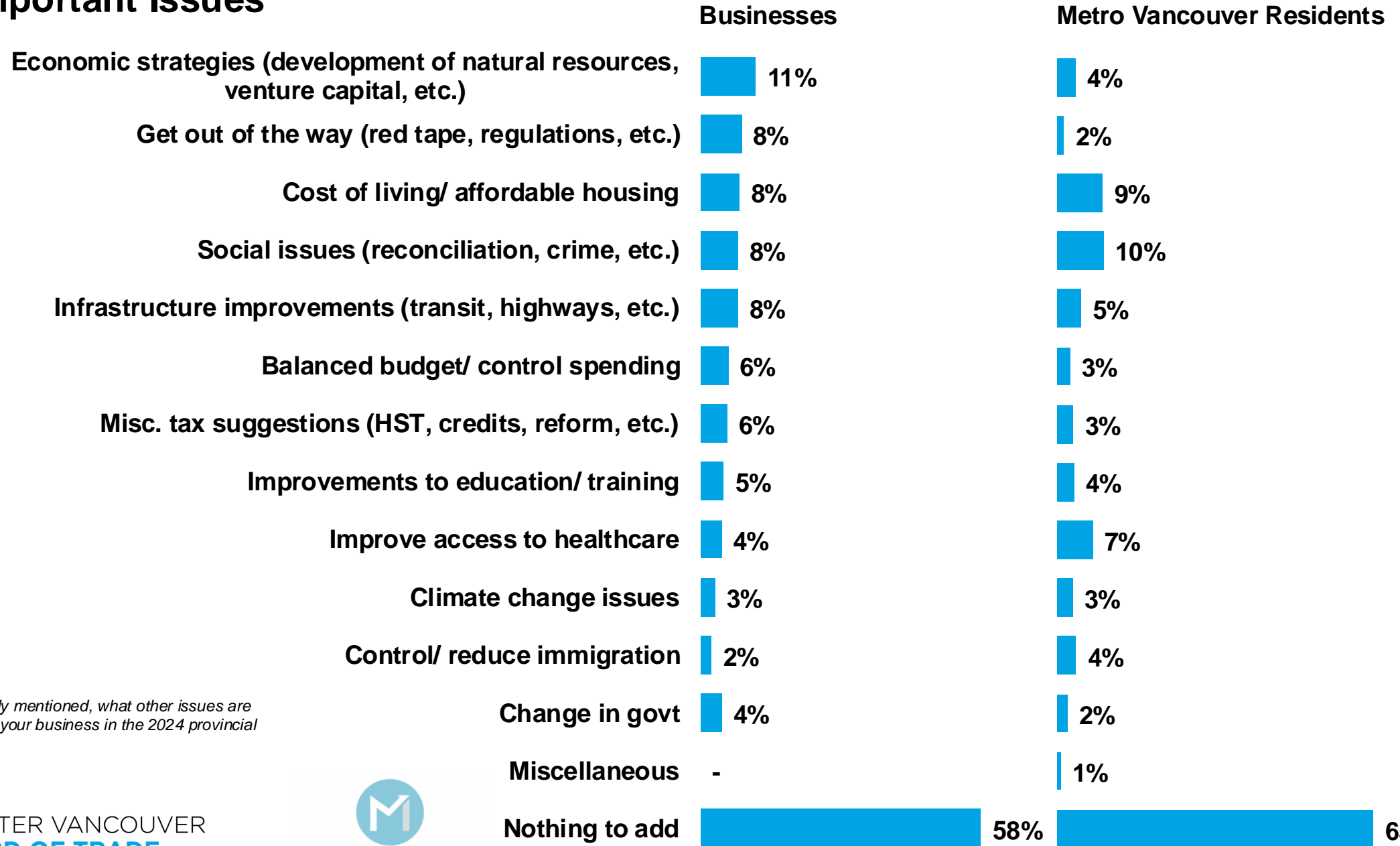
Q.H3) Should the province intervene on the governance and financial accountability of Metro Vancouver, the regional governing body?

Suggestions for Provincial Government Economic Support



Q.H4) What are some practical actions the next Provincial Government should take to support the economy?

Other Important Issues



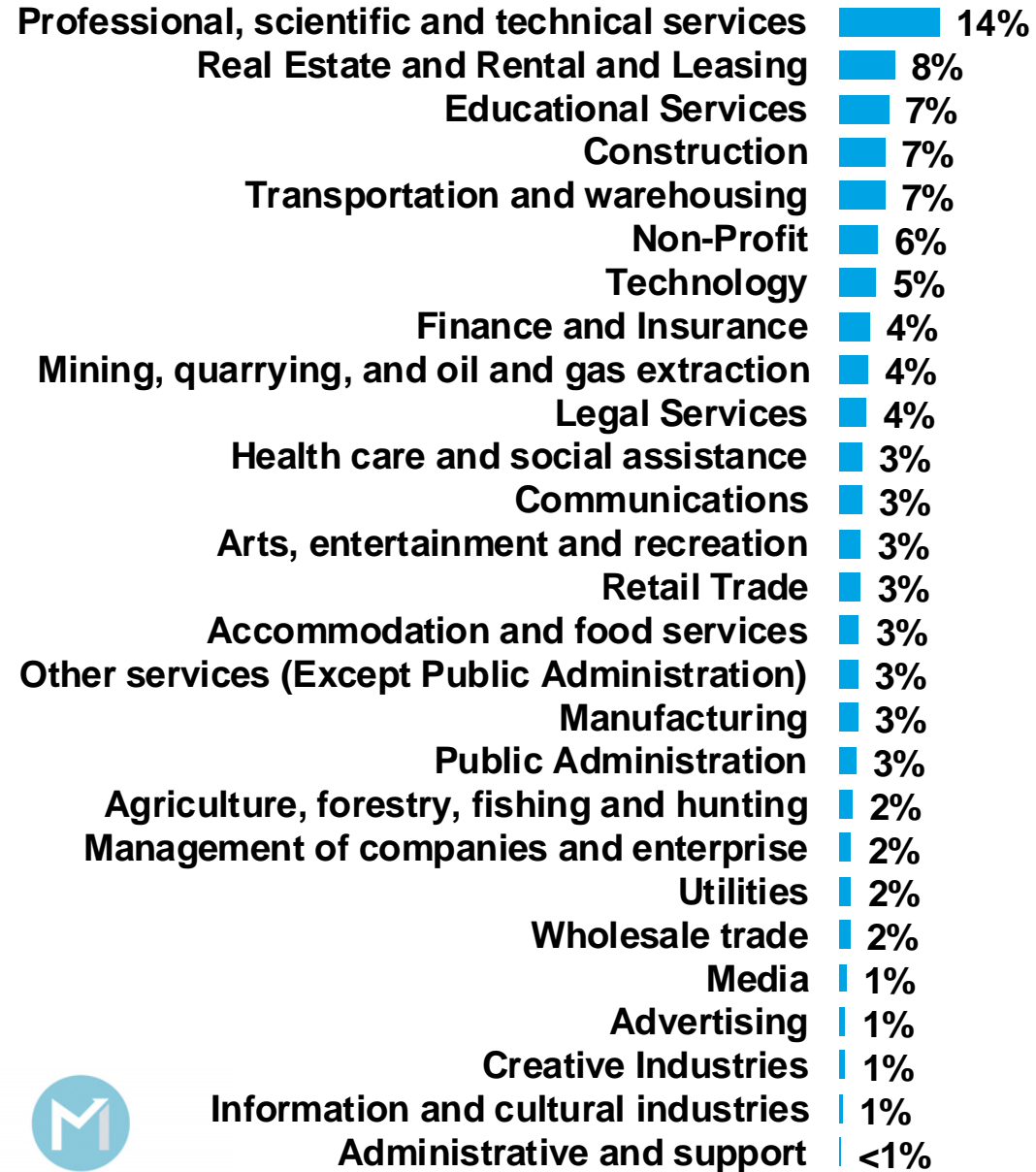
Q.H5) If not previously mentioned, what other issues are important to you and your business in the 2024 provincial election?

Section J: Demographics



Sector

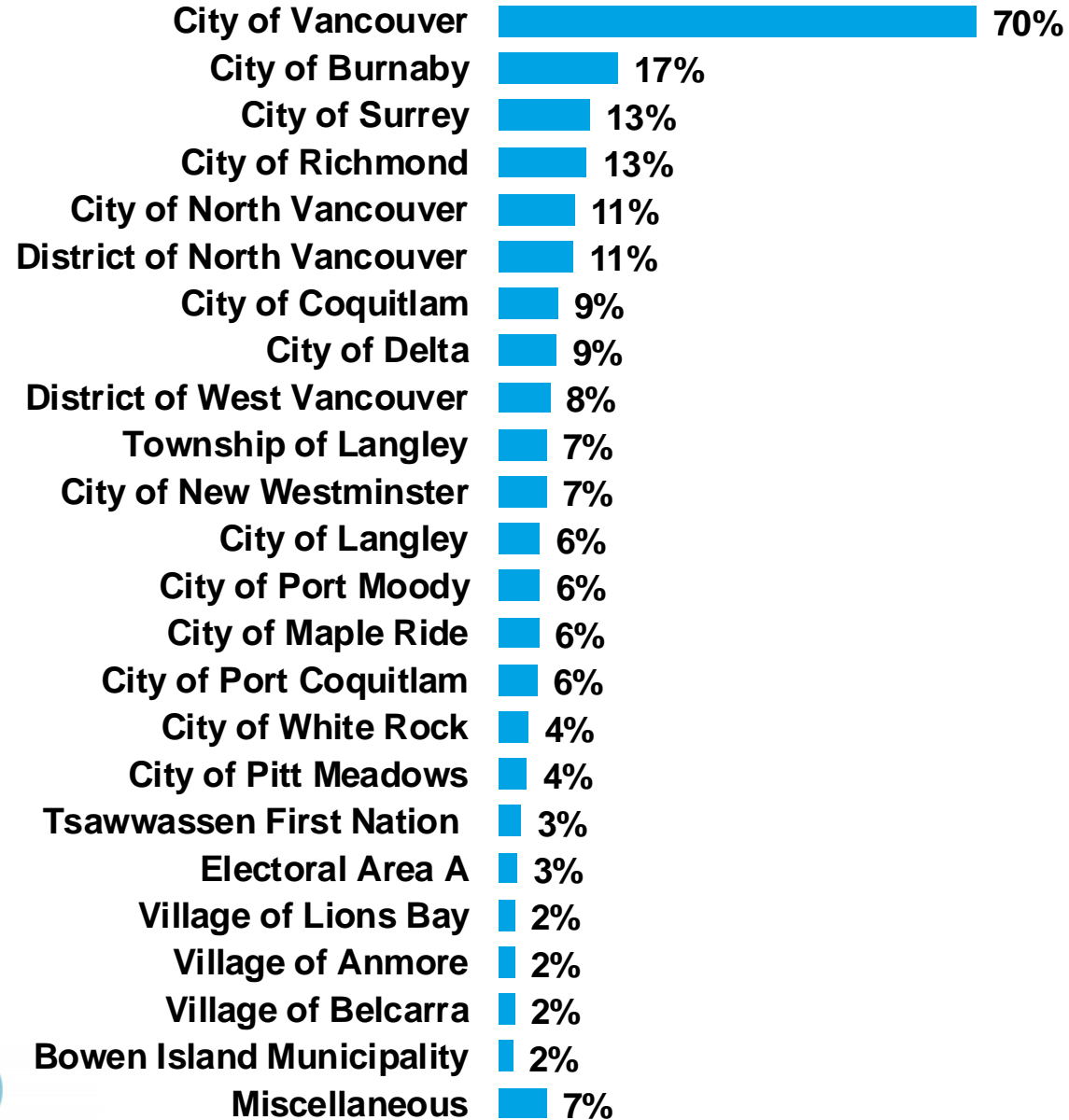
Businesses



Q.J1) What sector does your business/ organization operate in?

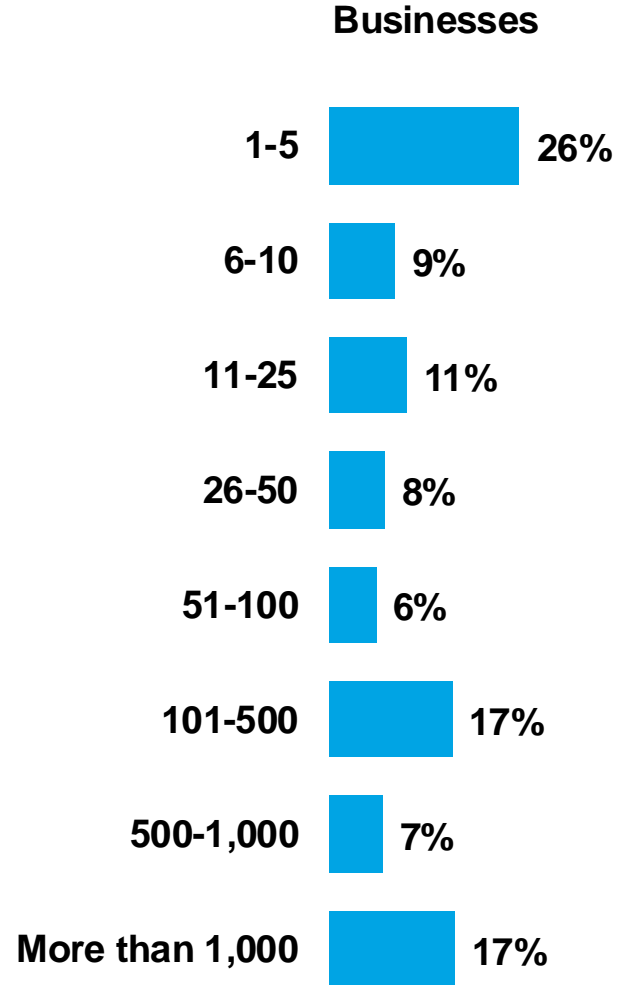
Municipality

Businesses



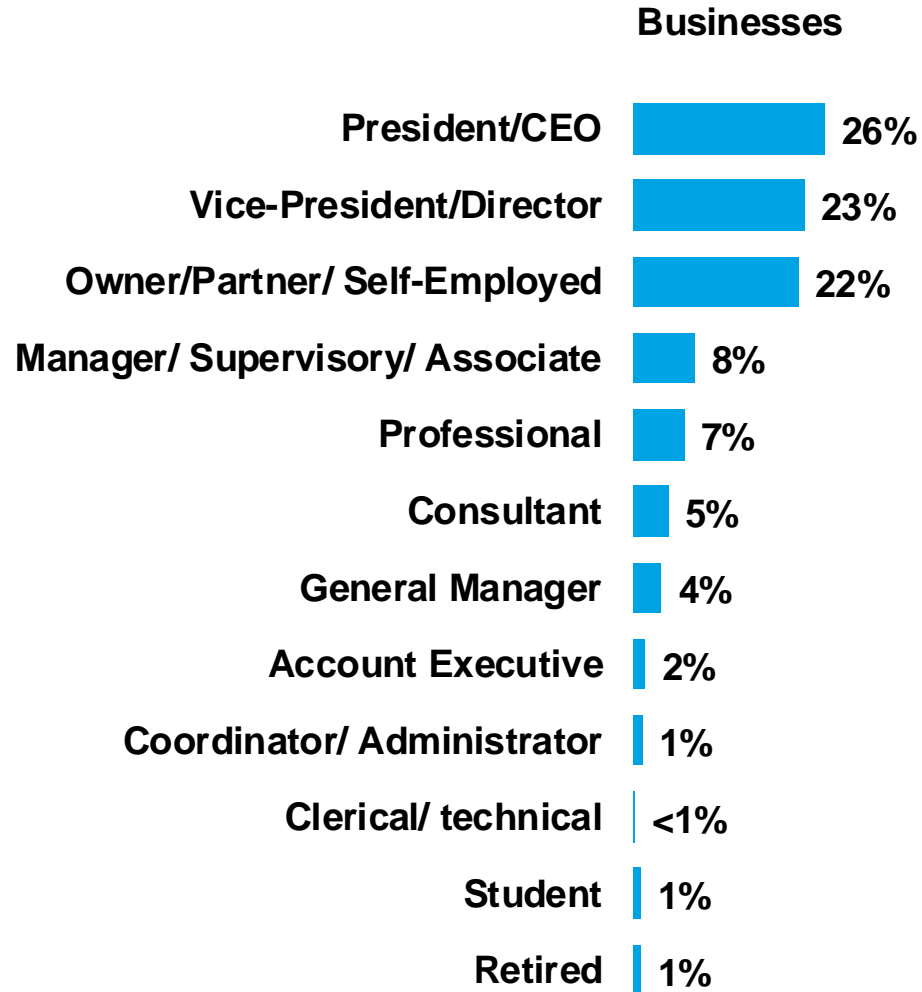
Q.J2) In which municipality is your business located? If your business has multiple locations, please select all that apply.

Number of Employees



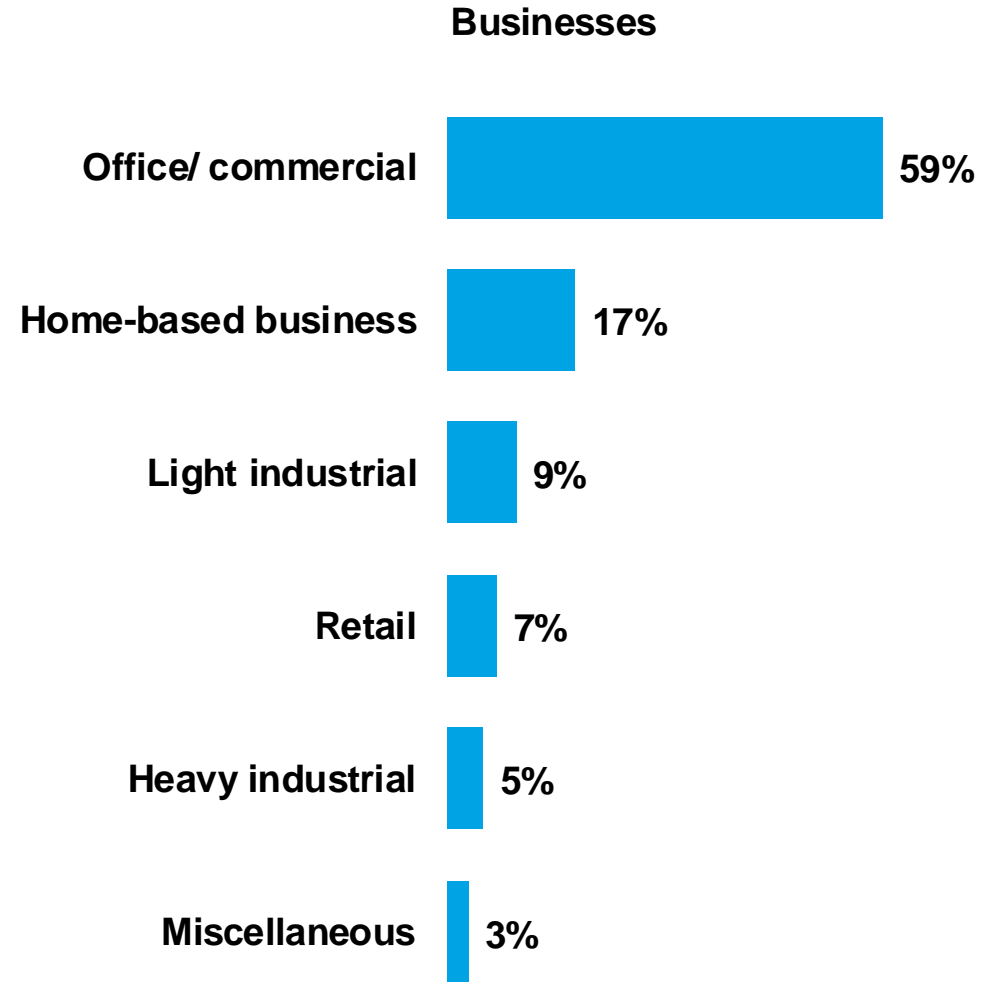
Q.J3) Including yourself, approximately how many employees does your company/organization have?

Job Title



Q.J4) Including yourself, approximately how many employees does your company/organization have?

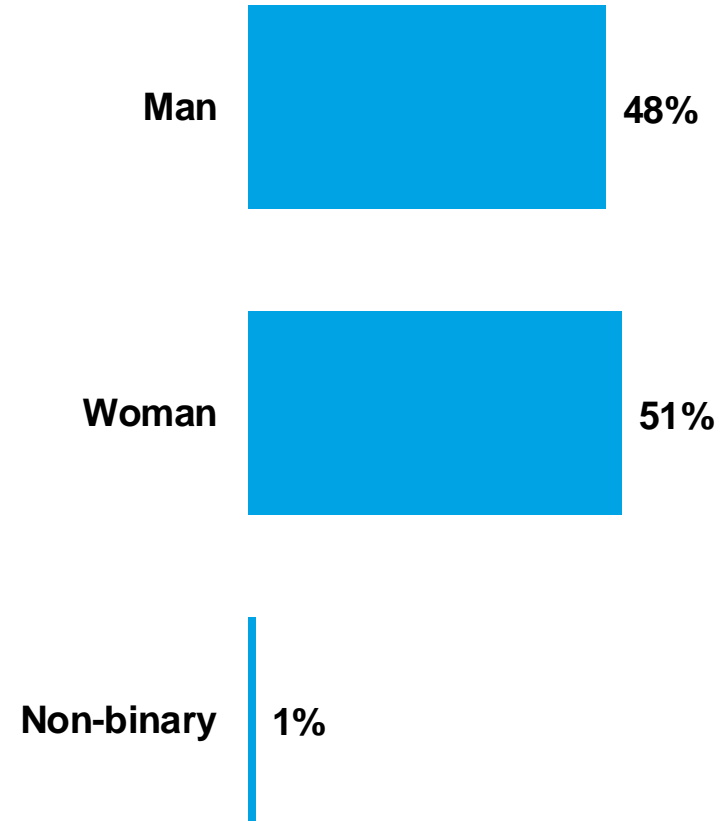
Land/ Space Usage



Q.J5) What type of land/space does your business primarily use?

Gender

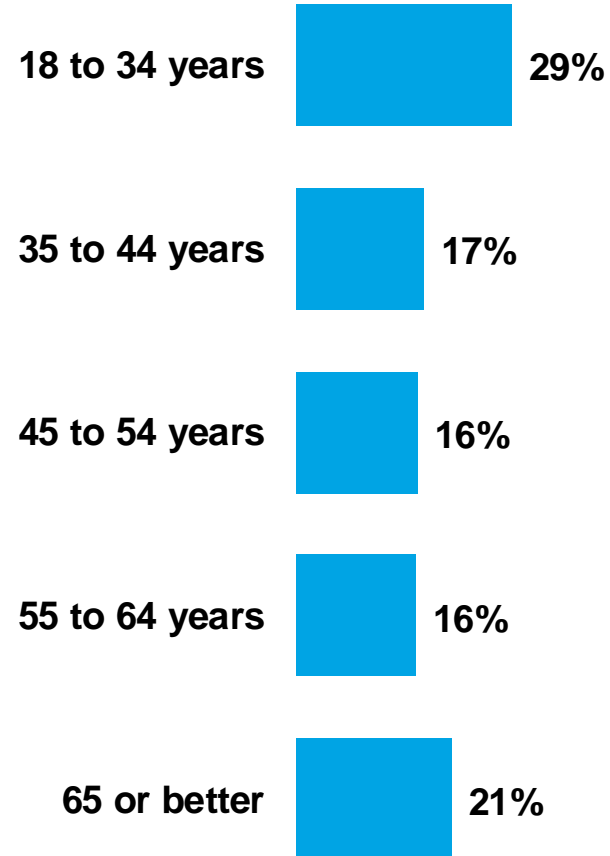
Metro Vancouver Residents



Q.B) What best describes your gender?

Age

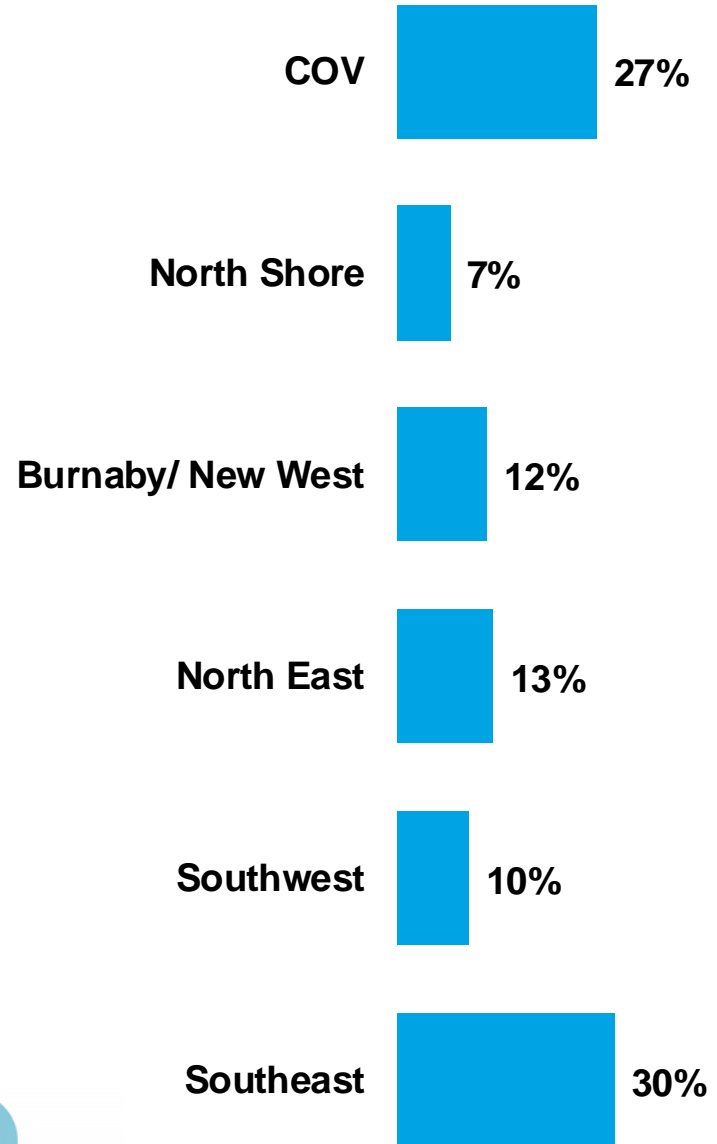
Metro Vancouver Residents



Q.C) Into which of the following age categories do you fall?

Region

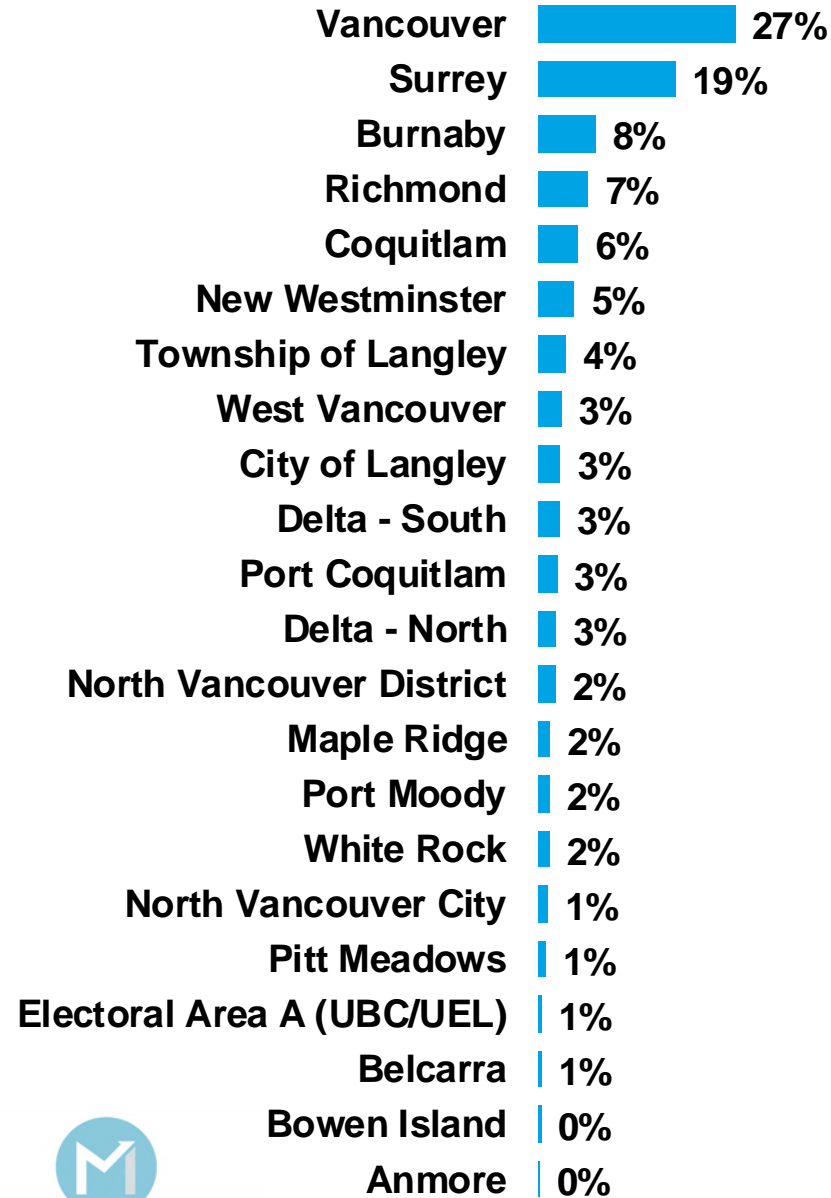
Metro Vancouver Residents



Q.A) In what municipality do you live?

Municipality

Metro Vancouver Residents



Q.A) In what municipality do you live?