

**STRATCOM**

# B.C. Polling Results

**West Coast Environmental Law for the Sue Big Oil Campaign**

**July 28, 2022**

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**Vancouver | Edmonton | Toronto | Ottawa | Montreal | London | Brighton**

# Methodology & Reporting

- The survey was conducted with 807 BC adults residents from July 7<sup>th</sup> to July 12<sup>th</sup>, 2022. A random sample of panelists were invited to complete the online survey from a selection of panels and river sources through Lucid.
- These questions were part of Stratcom's quarterly omnibus survey (BC Syndicated Polling).
- Sample of 807 BC residents (18+) statistically weighted to match the gender, age, region and proportion of Chinese mother tongue in BC as per the 2021 Census. The data has also been weighted to match the popular vote as per the 2020 BC provincial election results.
- Online polls don't report margin of error, however a similar sized probability sample would have a margin of error of +/- 3.4%, 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.



# SUMMARY

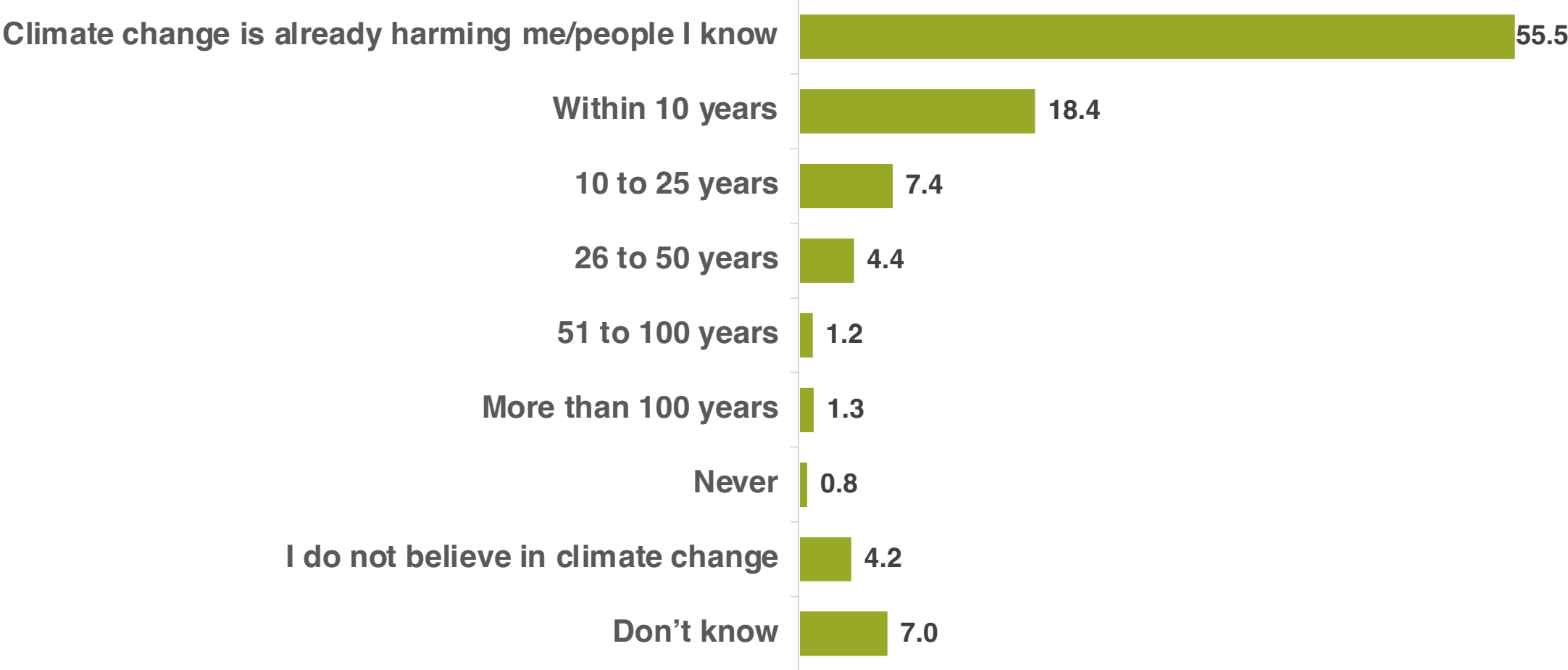
- ▶ A majority (55%) believe climate change is already harming them or people they know. An additional 18% think the impacts of climate change will start to harm them or people they know within 10 years.
  - Women (61%) are more likely than men (50%) to think climate change is already harming them/people they know.
  - Belief that climate change is already harming them/people they know is relatively consistent across age groups, with 53% of respondents under 35 years of age saying that climate change is already harming them/people they know, vs 57% of those over 55 years.
  - Voters of all political parties were very likely to feel that climate change either was already harming them/people that they know, or will do so in the coming decade. Even among BC Liberal voters, who were less likely to see climate change as a current or imminent threat, 42% said that they/people they know are already being harmed, and 20.5% said that it would do so in the next 10 years.
  - A majority residing in Urban (58%) and Suburban (56%) areas think climate change is already harming them and the people they know, as compared to those residing in Rural areas (48%).
  - Respondents with different mother tongues had similar views on when climate change would harm them or people they know.



# SUMMARY

- ▶ A strong majority (69%) support local governments in BC working together to sue the world's most polluting oil companies to make them pay for a share of the increasing costs of climate change. Almost two-in-five (39%) strongly support. Less than one-in-five (19%) oppose.
  - This majority support is seen across main demographics, regions and voter type.
    - 84% of BC Green voters support this idea, 76% of BC NDP voters, 61% of BC Liberal voters and 63% of undecided voters.
    - This support is higher in Urban (70%) and Suburban (70%) areas than in Rural areas (60%).
    - High support rate is also seen across different mother tongues, English (69.7%), Chinese (71%) and other languages (65.7%) respectively, although “strong support” is slightly lower among those with a Chinese mother tongue (23%), as compared to English and other languages (both at 40%).
  - Among those that state climate change is already harming them or people they know, almost 8-in-10 support this idea (78%).

# Impacts of climate change



# Impacts of climate change

(by gender, age and region)

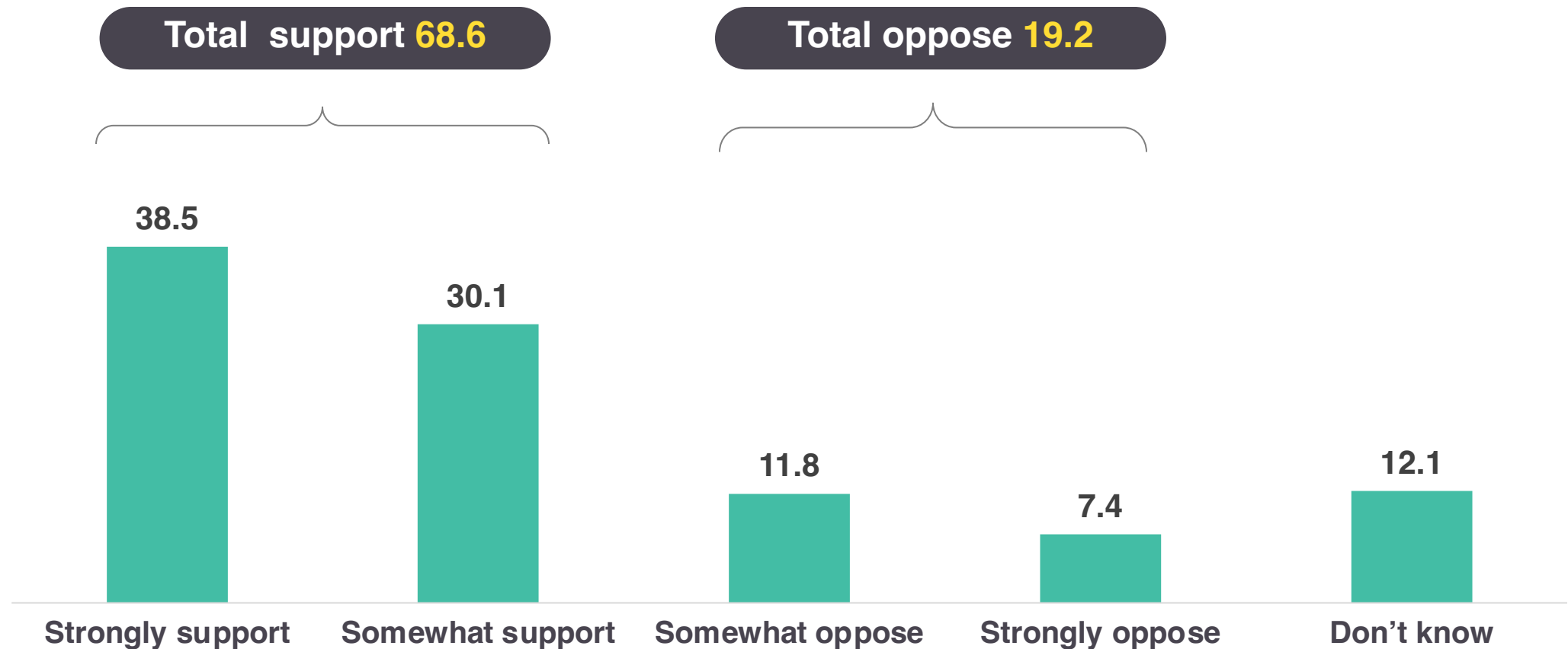
	Total Sample	Male	Female	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	807	387	411	220	267	320	121	306	136	244
Climate change is already harming me/people I know	55.5	49.7	60.6	53.1	55.3	57.2	48.4	55.9	63.3	54.1
Within 10 years	18.4	20.2	16.5	24.6	16.8	15.5	18.2	21.6	15.1	16.3
10 to 25 years	7.4	9.5	5.6	7.3	7.5	7.3	6.4	6.4	10.1	7.5
26 to 50 years	4.4	5.7	3.2	4.5	5.6	3.3	9.2	3.5	2.7	3.9
51 to 100 years	1.2	1.0	1.4	0.3	1.6	1.5	1.7	0.6	0.7	2.0
More than 100 years	1.3	2.1	0.5	1.8	0.9	1.2	1.8	0.6	0.5	2.2
Never	0.8	1.4	0.2	1.0	0.8	0.6	2.6	0.7	0.5	-
I do not believe in climate change	4.2	4.7	3.7	2.1	4.4	5.4	3.7	3.6	2.0	6.3
Don't know	7.0	5.8	8.3	5.3	7.2	8.0	8.0	6.9	5.1	7.8

# Impacts of climate change

(by provincial vote intent, language and area)

	Total Sample	BC NDP voters	BC LIB voters	BC GRN voters	BC Undecided voters	English	Chinese	Other mother tongue	Urban	Suburban	Rural
Sample size	807	263	182	101	153	403	80	291	371	329	106
Climate change is already harming me/people I know	55.5	64.3	42.2	69.6	56.8	56.9	54.9	54.8	57.5	55.6	48.0
Within 10 years	18.4	17.5	20.5	16.2	17.3	18.9	19.2	16.8	17.2	19.5	19.3
10 to 25 years	7.4	4.9	13.4	7.5	4.7	7.0	7.8	7.5	8.0	6.8	7.1
26 to 50 years	4.4	4.9	6.2	3.0	4.7	4.1	10.0	3.3	5.1	4.5	1.4
51 to 100 years	1.2	1.7	2.0	-	1.1	1.2	1.5	1.0	1.7	0.5	1.7
More than 100 years	1.3	0.5	2.8	-	0.9	1.9	-	0.8	1.0	1.7	0.7
Never	0.8	0.5	1.0	-	1.0	1.5	-	-	1.1	0.6	-
I do not believe in climate change	4.2	0.9	7.5	2.7	2.2	2.7	1.6	6.7	1.8	5.7	7.4
Don't know	7.0	4.8	4.4	1.0	11.2	5.6	5.1	9.0	6.5	5.2	14.4

# Local governments in BC should work together to sue the world's most polluting oil companies to make them pay for a share of climate change costs



**Q2.** Some people say that instead of local communities and taxpayers paying all of the increasing costs of climate change, local governments in BC should work together to sue the world's most polluting oil companies to make them pay for a share of these costs. Do you support or oppose this idea?



# Local governments in BC should work together to sue the world's most polluting oil companies to make them pay for a share of climate change costs (by gender, age and region)

	Total Sample	Male	Female	18 - 34	35 - 54	55+	Vancouver	Rest of Metro Vancouver	Vancouver Island	Rest of BC
Sample size	807	387	411	220	267	320	121	306	136	244
Strongly support	38.5	39.6	37.2	39.8	37.2	38.8	32.8	38.4	42.8	39.1
Somewhat support	30.1	29.8	31.1	28.4	33.1	28.8	29.2	34.5	25.7	27.6
Somewhat oppose	11.8	12.9	10.7	15.1	9.6	11.4	16.6	9.9	13.7	10.8
Strongly oppose	7.4	9.2	5.5	4.6	7.1	9.6	4.3	7.0	6.0	10.2
Don't know	12.1	8.4	15.5	12.2	13.0	11.4	17.1	10.2	11.8	12.3
Total support	68.6	69.4	68.3	68.2	70.3	67.6	62.0	72.9	68.5	66.7
Total oppose	19.2	22.1	16.2	19.7	16.7	21.0	20.9	16.9	19.7	21.0

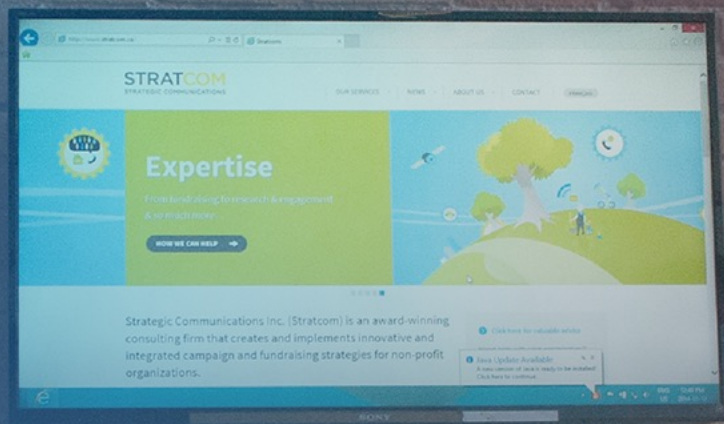
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Strongly support	38.5	42.9	26.4	60.9	29.4	39.8	23.1	39.6	36.1	42.6	34.3
Somewhat support	30.1	33.3	34.7	23.0	33.2	29.9	47.9	26.1	33.7	27.4	26.0
Somewhat oppose	11.8	11.7	15.4	6.5	10.9	10.9	11.7	13.2	12.1	10.8	14.0
Strongly oppose	7.4	3.6	15.3	2.1	2.9	8.0	3.8	8.3	5.0	9.1	10.5
Don't know	12.1	8.5	8.2	7.5	23.6	11.5	13.5	12.7	13.1	10.1	15.1
<b>Total support</b>	<b>68.6</b>	<b>76.2</b>	<b>61.1</b>	<b>83.9</b>	<b>62.6</b>	<b>69.7</b>	<b>71.0</b>	<b>65.7</b>	<b>69.8</b>	<b>70.0</b>	<b>60.3</b>
<b>Total oppose</b>	<b>19.2</b>	<b>15.3</b>	<b>30.7</b>	<b>8.6</b>	<b>13.8</b>	<b>18.9</b>	<b>15.5</b>	<b>21.5</b>	<b>17.1</b>	<b>19.9</b>	<b>24.5</b>

**Q2.** Some people say that instead of local communities and taxpayers paying all of the increasing costs of climate change, local governments in BC should work together to sue the world's most polluting oil companies to make them pay for a share of these costs. Do you support or oppose this idea?



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