

British Columbia Provincial Voting Intentions, Plus Opinions Of BC United Ending Its Campaign

2024-08-30

About Pallas Data

Pallas Data is a market research firm based in Toronto, ON. We are experienced researchers and data experts committed to delivering the best value to our clients by leveraging the highest industry standards and our leading expertise. Our mission is to harness data to empower our clients with accurate and actionable insights and analysis, enabling them to make informed decisions that drive growth and maximize their competitive advantage.

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Methodology

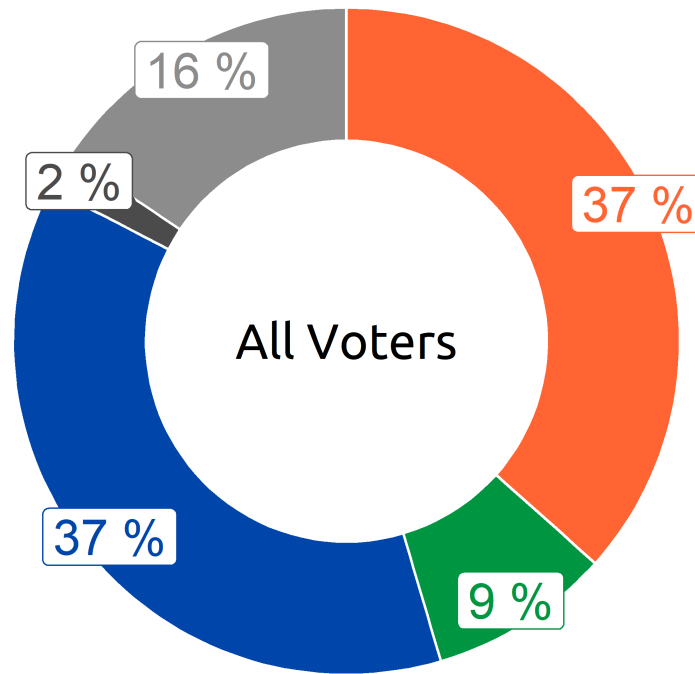
The analysis in this report is based on results of a survey conducted on August 29, 2024 among a sample of 821 adults, 18 years of age or older, living in British Columbia and are eligible to vote in provincial elections. The survey was conducted using automated telephone interviews using Interactive Voice Recording technology (IVR). Respondents were interviewed on landlines and cellular phones. The sample was weighted by age, gender, and region according to the 2021 Census. The survey is intended to represent the adult population in British Columbia.

The margin of error for the poll is $\pm 3.4\%$, at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up to 100% due to rounding.

Provincial Voting Intentions

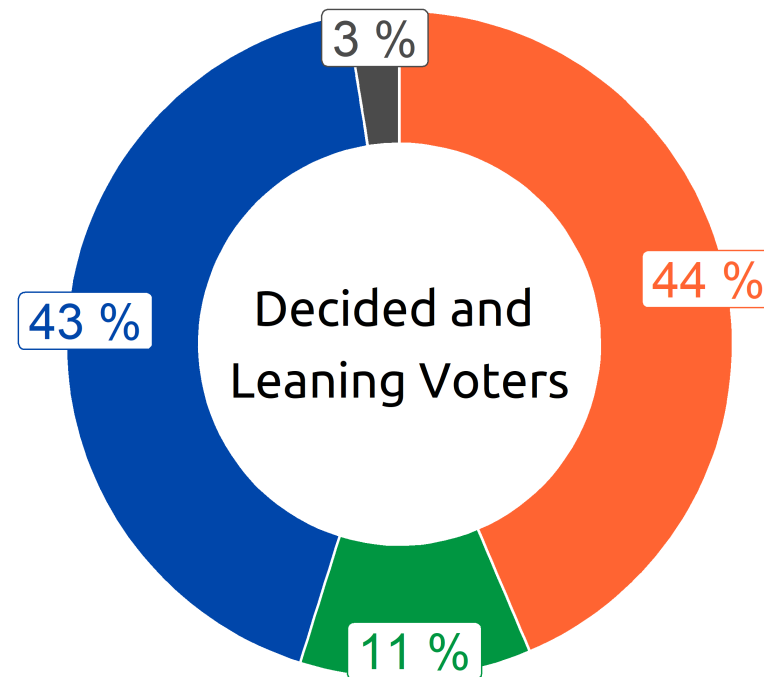
If a provincial election were held today, which party would you vote for?



Response ■ NDP, Eby ■ Green, Fursteneau ■ Conservative, Rustad ■ Another Party ■ Undecided

Provincial Voting Intentions

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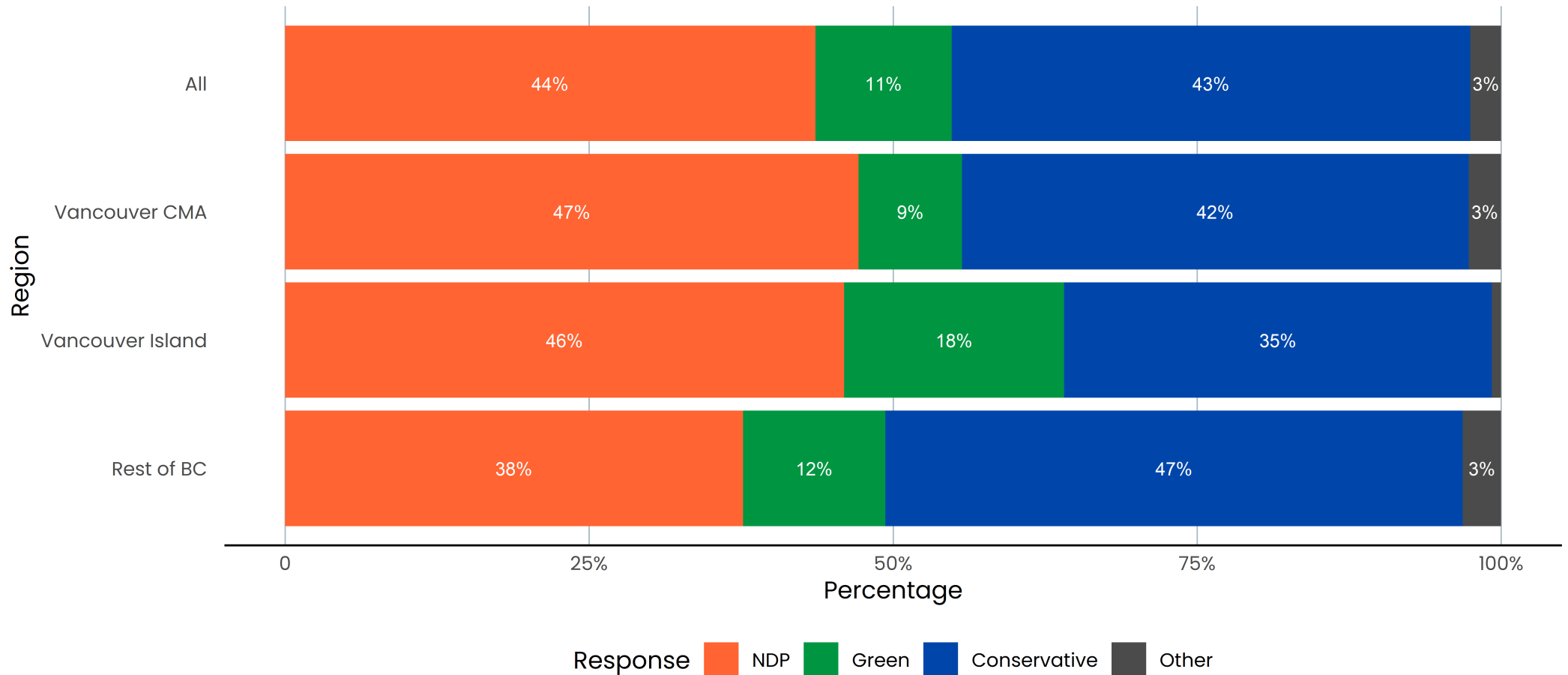


Response ■ NDP, Eby ■ Green, Fursteneau ■ Conservative, Rustad ■ Another Party

Provincial Voting Intentions

If a provincial election were held today, which party would you vote for?

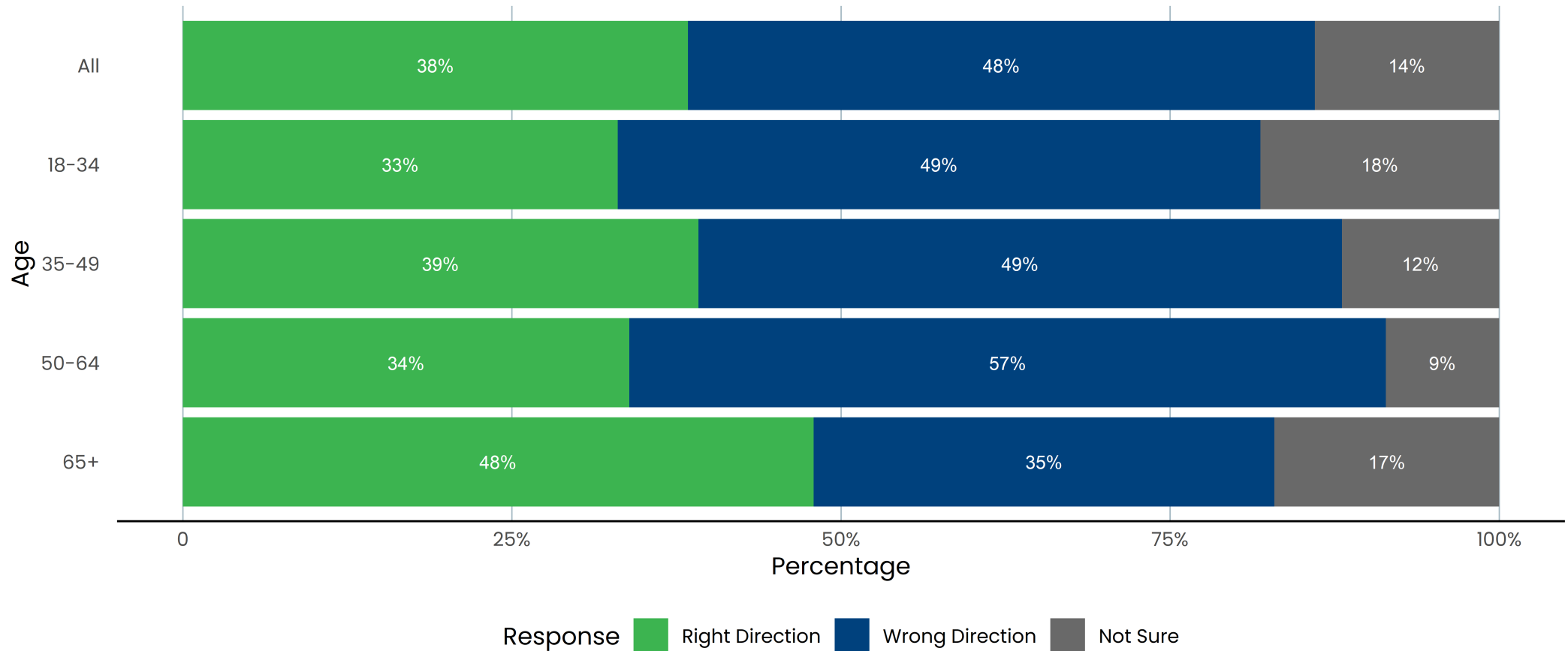
decided and leaning voters - broken out by region



Is BC On The Right Track?

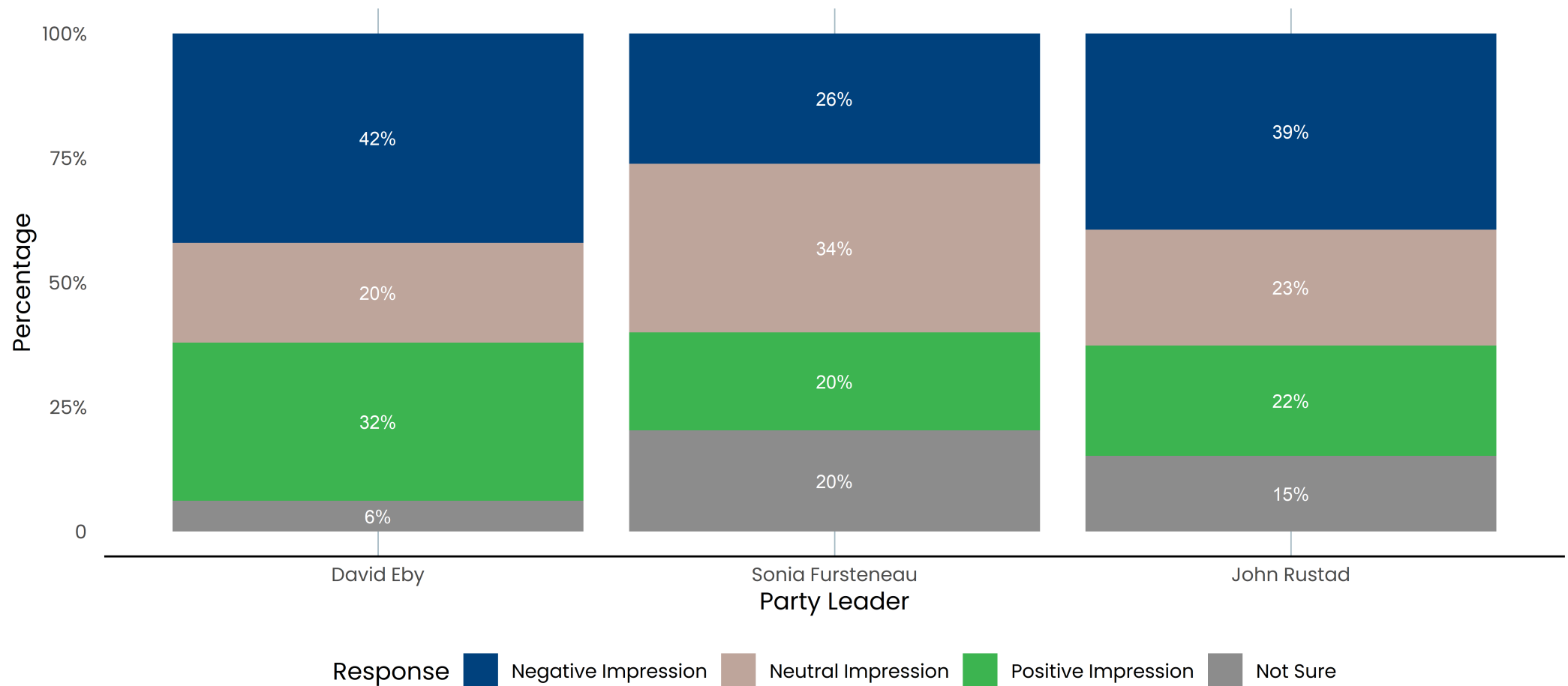
Generally speaking, do you think British Columbia is headed in the right direction or the wrong direction?

broken out by age



Impressions of Party Leaders

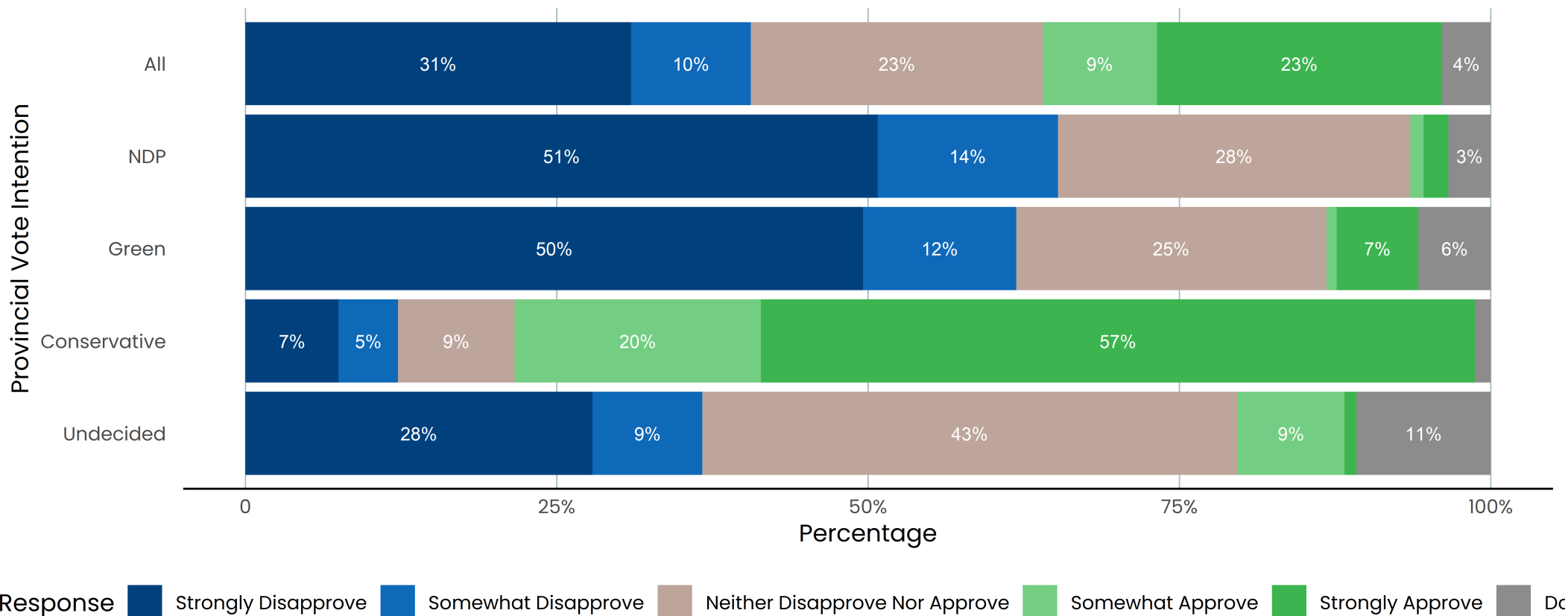
What is your impression of the provincial party leaders?



Opinions on BC United Ending Its Campaign

BC United leader Kevin Falcon has decided to suspend BC United's campaign and support the BC Conservatives in the next election. Based on what you have seen and heard, do you approve or disapprove of this decision?

broken out by provincial vote intention



Tables

If a provincial election were held today, which party would you vote for? (All Voters) [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
NDP, Eby	36.6%	31.1%	41.8%	30.7%	37.1%	34.9%	44.2%	38.8%	42.4%	31.1%
Green, Fursteneau	8.8%	7.8%	9.8%	8.6%	11.5%	7.9%	7.4%	7%	16.5%	7.9%
Conservative, Rustad	37.2%	49.5%	25.4%	35.6%	38%	43.6%	31.4%	36.5%	33.5%	39.7%
Another Party	1.8%	1%	2.6%	2.3%	1.4%	2.4%	1.1%	2.5%	0.4%	1.6%
Undecided	15.6%	10.6%	20.3%	22.8%	12%	11.2%	15.8%	15.3%	7.2%	19.7%
Unweighted Frequency	821	485	336	116	160	245	300	411	157	253
Weighted Frequency	821	399	422	217	195	207	202	398	131	292

Tables

If a provincial election were held today, which party would you vote for? (All Voters) [2]

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
NDP, Eby	36.6%	100%	0%	0%	0%	0%
Green, Fursteneau	8.8%	0%	100%	0%	0%	0%
Conservative, Rustad	37.2%	0%	0%	100%	0%	0%
Another Party	1.8%	0%	0%	0%	100%	0%
Undecided	15.6%	0%	0%	0%	0%	100%
Unweighted Frequency	821	302	71	323	13	112
Weighted Frequency	821	300	73	305	15	128

Tables

If a provincial election were held today, which party would you vote for? (Leaning Voters With Undecided Totals) [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
NDP, Eby	40.9%	34.3%	47.1%	36.9%	40.3%	37.8%	48.7%	44.1%	44.5%	34.9%
Green, Fursteneau	10.5%	8.6%	12.3%	11.4%	13.5%	8.8%	8.4%	7.9%	17.5%	10.9%
Conservative, Rustad	40%	50.9%	29.6%	40.7%	40%	46%	33%	38.9%	34%	44%
Another Party	2.4%	1.3%	3.4%	2.3%	1.4%	3.4%	2.3%	2.5%	0.7%	2.9%
Undecided	6.3%	4.9%	7.6%	8.6%	4.8%	4.1%	7.5%	6.6%	3.3%	7.2%
Unweighted Frequency	821	485	336	116	160	245	300	411	157	253
Weighted Frequency	821	399	422	217	195	207	202	398	131	292

Tables

If a provincial election were held today, which party would you vote for? (Leaning Voters With Undecided Totals) [2]

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
NDP, Eby	40.9%	100%	0%	0%	0%	27.4%
Green, Fursteneau	10.5%	0%	100%	0%	0%	10.7%
Conservative, Rustad	40%	0%	0%	100%	0%	18.1%
Another Party	2.4%	0%	0%	0%	100%	3.5%
Undecided	6.3%	0%	0%	0%	0%	40.3%
Unweighted Frequency	821	302	71	323	13	112
Weighted Frequency	821	300	73	305	15	128

Tables

If a provincial election were held today, which party would you vote for? (Decided and Leaning Voters) [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
NDP, Eby	43.6%	36.1%	50.9%	40.4%	42.4%	39.4%	52.7%	47.2%	46%	37.7%
Green, Fursteneau	11.2%	9%	13.3%	12.5%	14.1%	9.1%	9.1%	8.5%	18.1%	11.7%
Conservative, Rustad	42.7%	53.5%	32.1%	44.6%	42%	47.9%	35.7%	41.7%	35.2%	47.5%
Another Party	2.5%	1.4%	3.7%	2.5%	1.5%	3.5%	2.5%	2.7%	0.8%	3.2%
Unweighted Frequency	772	459	313	108	153	235	276	381	150	241
Weighted Frequency	772	380	390	198	186	198	187	372	126	271

Tables

If a provincial election were held today, which party would you vote for? (Decided and Leaning Voters) [2]

		Provincial Vote Intention				
	Total	NDP	Green	Conservative	Other	UD
NDP, Eby	43.6%	100%	0%	0%	0%	45.9%
Green, Fursteneau	11.2%	0%	100%	0%	0%	17.9%
Conservative, Rustad	42.7%	0%	0%	100%	0%	30.3%
Another Party	2.5%	0%	0%	0%	100%	5.8%
Unweighted Frequency	772	302	71	323	13	63
Weighted Frequency	772	300	73	305	15	76

Tables

Generally speaking, do you think British Columbia is headed in the right direction or the wrong direction? [1]

		Gender		Age				Region		
	Total	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
Right Direction	38.4%	32.2%	44.2%	33%	39.2%	33.9%	47.9%	41.9%	43%	31.6%
Wrong Direction	47.6%	55.3%	40.4%	48.8%	48.9%	57.5%	35%	46.3%	38.5%	53.5%
Not Sure	14%	12.5%	15.4%	18.1%	11.9%	8.6%	17.1%	11.8%	18.5%	14.9%
Unweighted Frequency	821	485	336	116	160	245	300	411	157	253
Weighted Frequency	821	399	422	217	195	207	202	398	131	292

Tables

Generally speaking, do you think British Columbia is headed in the right direction or the wrong direction? [2]

		Provincial Vote Intention				
	Total	NDP	Green	Conservative	Other	UD
Right Direction	38.4%	78.8%	27.5%	6.5%	13.9%	28.5%
Wrong Direction	47.6%	9.2%	61.4%	86.5%	86.1%	32.7%
Not Sure	14%	11.9%	11.1%	7%	0%	38.8%
Unweighted Frequency	821	302	71	323	13	112
Weighted Frequency	821	300	73	305	15	128

Tables

We'd now like to ask you about your impressions of the provincial party leaders. Let's begin.

What is your impression of BC NDP leader David Eby?

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
Negative Impression	42%	50.4%	34.1%	45.8%	40.6%	47.8%	33.5%	38.8%	39.6%	47.5%
Neutral Impression	20%	17.4%	22.5%	17%	22.5%	20.5%	20.4%	21%	24.8%	16.5%
Positive Impression	31.8%	28.1%	35.2%	27.4%	31.7%	27.9%	40.5%	34.3%	33.9%	27.3%
Not Sure	6.2%	4.1%	8.2%	9.8%	5.2%	3.9%	5.7%	5.8%	1.7%	8.7%
Unweighted Frequency	821	485	336	116	160	245	300	411	157	253
Weighted Frequency	821	399	422	217	195	207	202	398	131	292

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	42%	6.5%	46.6%	84.1%	31.6%	23.8%
Neutral Impression	20%	19.4%	35.6%	12.6%	61.4%	25.4%
Positive Impression	31.8%	71.7%	11.9%	1.4%	0%	25.3%
Not Sure	6.2%	2.4%	5.8%	1.9%	7%	25.5%
Unweighted Frequency	821	302	71	323	13	112
Weighted Frequency	821	300	73	305	15	128

Tables

What is your impression of BC Green Party leader Sonia Fursteneau?

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
Negative Impression	26.2%	32.3%	20.4%	31.3%	25.3%	28.1%	19.6%	22.9%	28.3%	29.7%
Neutral Impression	33.8%	31.7%	35.8%	27.6%	34.7%	30.8%	42.8%	37.3%	29.3%	31.2%
Positive Impression	19.6%	18%	21.2%	16.5%	21.9%	21%	19.4%	19%	33.4%	14.3%
Not Sure	20.3%	18%	22.5%	24.6%	18%	20.1%	18.2%	20.8%	9%	24.8%
Unweighted Frequency	821	485	336	116	160	245	300	411	157	253
Weighted Frequency	821	399	422	217	195	207	202	398	131	292

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	26.2%	8.5%	10.9%	51.8%	56.1%	11.8%
Neutral Impression	33.8%	53.2%	16%	24.7%	30%	20.8%
Positive Impression	19.6%	25.1%	66.5%	6.5%	10.3%	12.6%
Not Sure	20.3%	13.2%	6.6%	16.9%	3.6%	54.8%
Unweighted Frequency	821	302	71	323	13	112
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What is your impression of BC Conservative Party leader John Rustad?

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
Negative Impression	39.4%	37.8%	40.9%	43.2%	41.8%	35.7%	36.7%	40.2%	47.9%	34.5%
Neutral Impression	23.2%	22.2%	24.2%	16.3%	25%	27.4%	24.7%	22.3%	20.4%	25.8%
Positive Impression	22.2%	31.5%	13.3%	21.2%	23.1%	24.3%	20.1%	19.5%	23.1%	25.4%
Not Sure	15.2%	8.5%	21.6%	19.4%	10%	12.5%	18.5%	18%	8.6%	14.3%
Unweighted Frequency	821	485	336	116	160	245	300	411	157	253
Weighted Frequency	821	399	422	217	195	207	202	398	131	292

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	39.4%	73.3%	56.4%	6.2%	47.3%	28.5%
Neutral Impression	23.2%	13.5%	18.7%	30.7%	35.6%	29.2%
Positive Impression	22.2%	1.5%	13.6%	52.8%	0%	5.1%
Not Sure	15.2%	11.7%	11.3%	10.2%	17.1%	37.2%
Unweighted Frequency	821	302	71	323	13	112
Weighted Frequency	821	300	73	305	15	128

Tables

BC United leader Kevin Falcon has decided to suspend BC United’s campaign and support the BC Conservatives in the next election. Based on what you have seen and heard, do you approve or disapprove of this decision? [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
Strongly Disapprove	31%	28.2%	33.6%	34.1%	29%	30.4%	30.1%	27.9%	39.2%	31.5%
Somewhat Disapprove	9.6%	10.7%	8.6%	10.8%	11.4%	7.7%	8.6%	9.6%	12.9%	8.2%
Neither Disapprove Nor Approve	23.4%	18.1%	28.5%	25.1%	24.7%	21%	22.9%	25.1%	20.5%	22.4%
Somewhat Approve	9.2%	10.1%	8.3%	8.6%	11.4%	7.7%	9.1%	9.1%	3.5%	11.7%
Strongly Approve	22.9%	30.4%	15.8%	20.1%	21.3%	30.4%	19.7%	22.5%	23.3%	23.3%
Don't Know/Not Sure	3.9%	2.5%	5.2%	1.4%	2.2%	2.7%	9.6%	5.8%	0.5%	2.8%
Unweighted Frequency	821	485	336	116	160	245	300	411	157	253
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BC United leader Kevin Falcon has decided to suspend BC United’s campaign and support the BC Conservatives in the next election. Based on what you have seen and heard, do you approve or disapprove of this decision? [2]

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Strongly Disapprove	31%	50.8%	49.6%	7.5%	48.6%	27.9%
Somewhat Disapprove	9.6%	14.5%	12.3%	4.8%	5.1%	8.8%
Neither Disapprove Nor Approve	23.4%	28.3%	24.9%	9.4%	38.3%	43%
Somewhat Approve	9.2%	1.1%	0.8%	19.8%	0%	8.6%
Strongly Approve	22.9%	2%	6.6%	57.3%	7.9%	1%
Don't Know/Not Sure	3.9%	3.4%	5.8%	1.3%	0%	10.8%
Unweighted Frequency	821	302	71	323	13	112
Weighted Frequency	821	300	73	305	15	128