



British Columbia Provincial Voting Intentions, Plus Impressions Of Party Leaders

2024-10-13

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

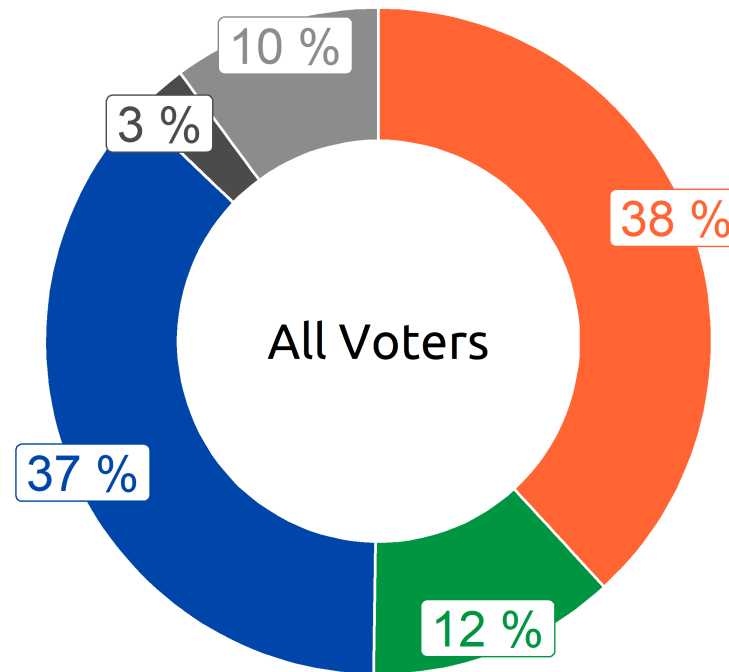
The analysis in this report is based on results of a survey conducted on October 12th, 2024 among a sample of 699 adults, 18 years of age or older, living in British Columbia and are eligible to vote in provincial elections. The survey was conducted using automated telephone interviews using Interactive 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 $\pm 3.7\%$, 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

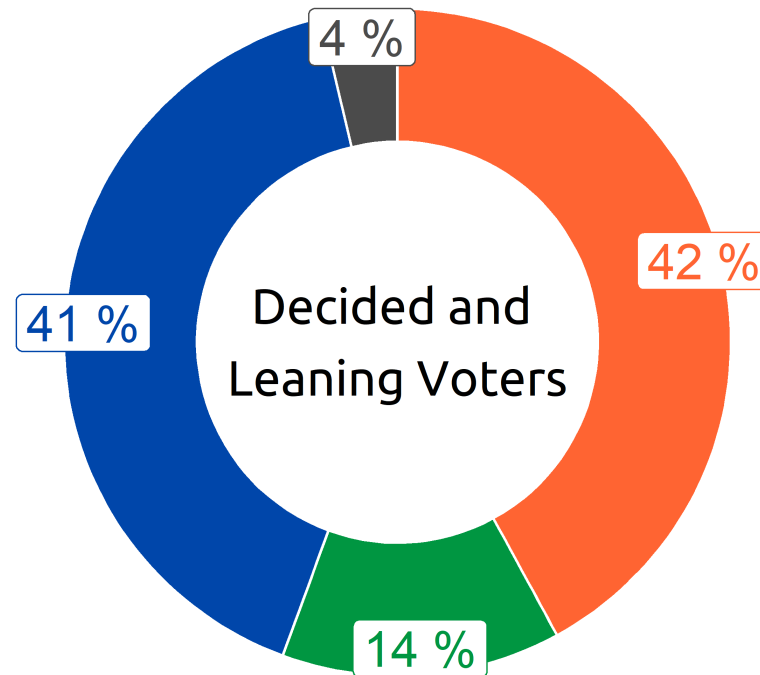
If a provincial election were held today, which party would you vote for?



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

Provincial Voting Intentions

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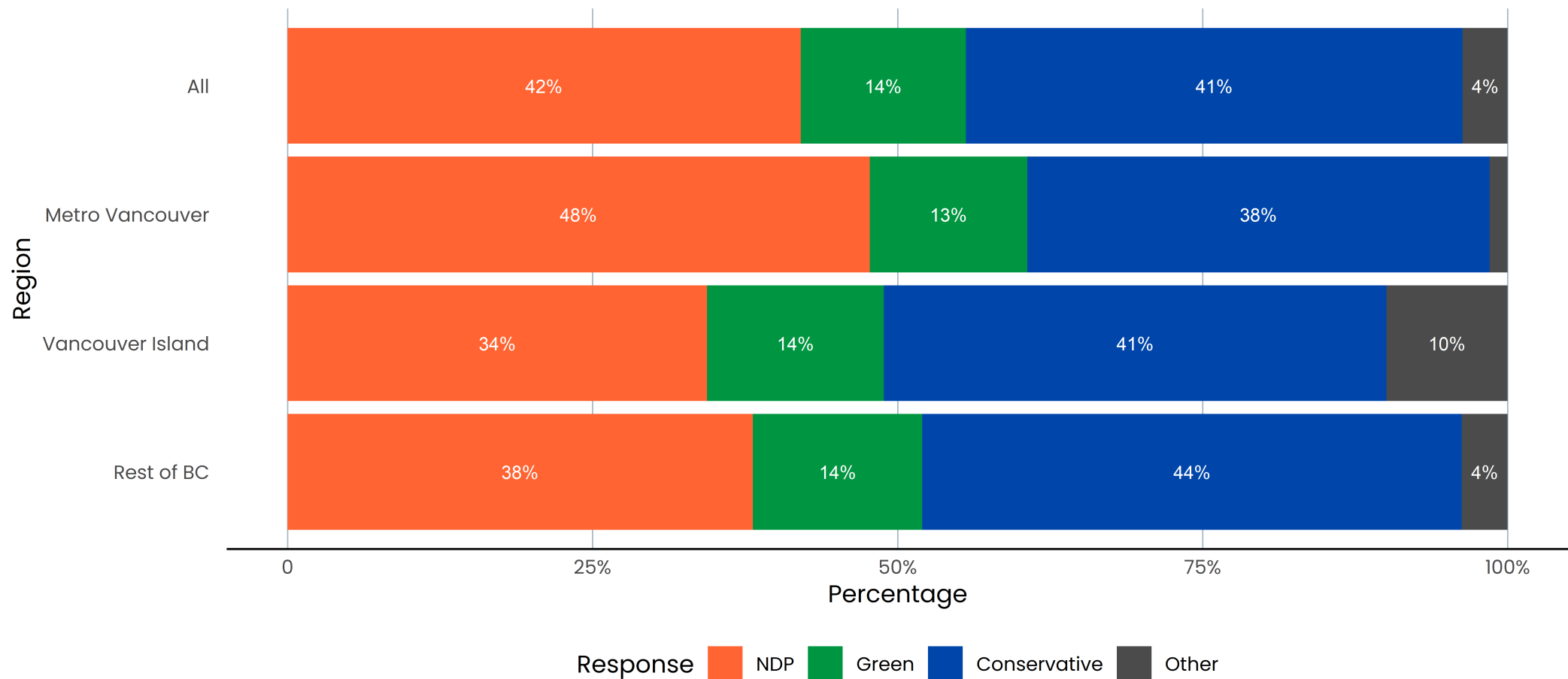


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Provincial Voting Intentions

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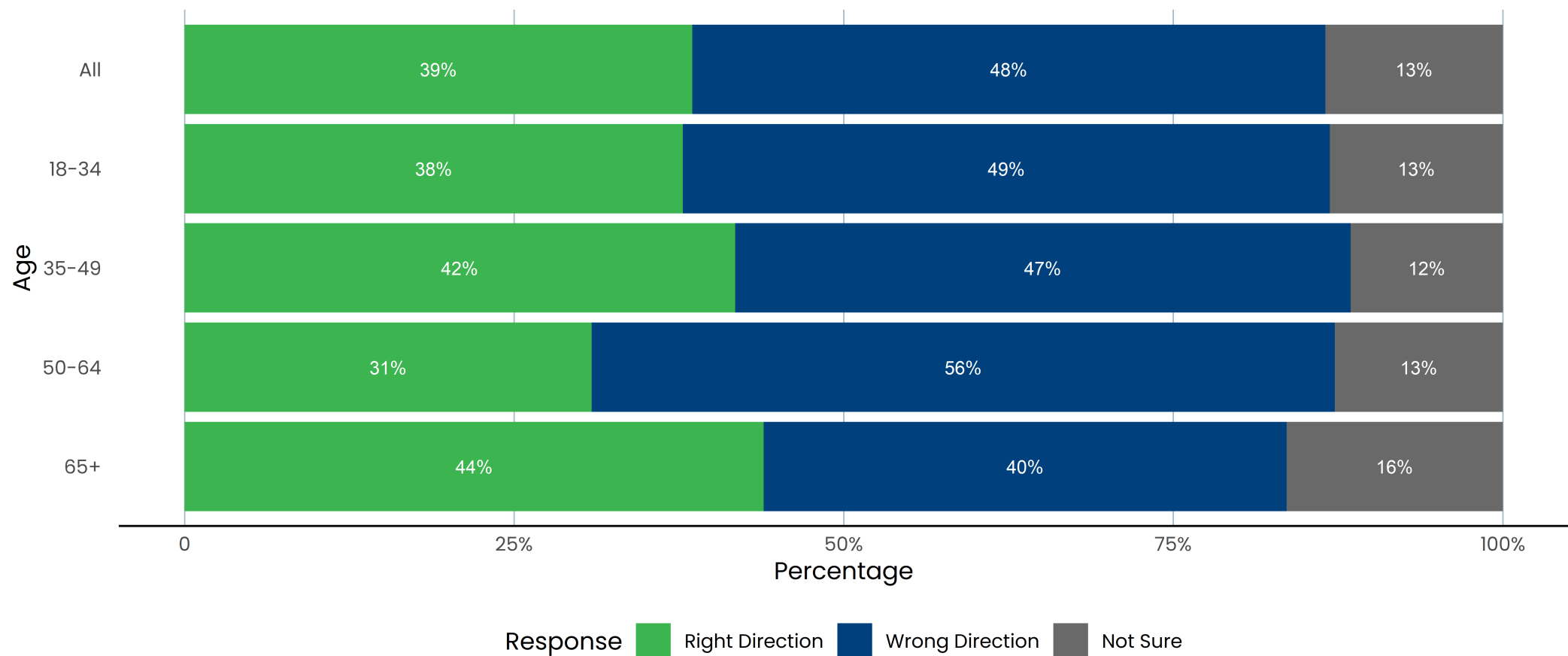
decided and leaning voters - broken out by region



Is BC On The Right Track?

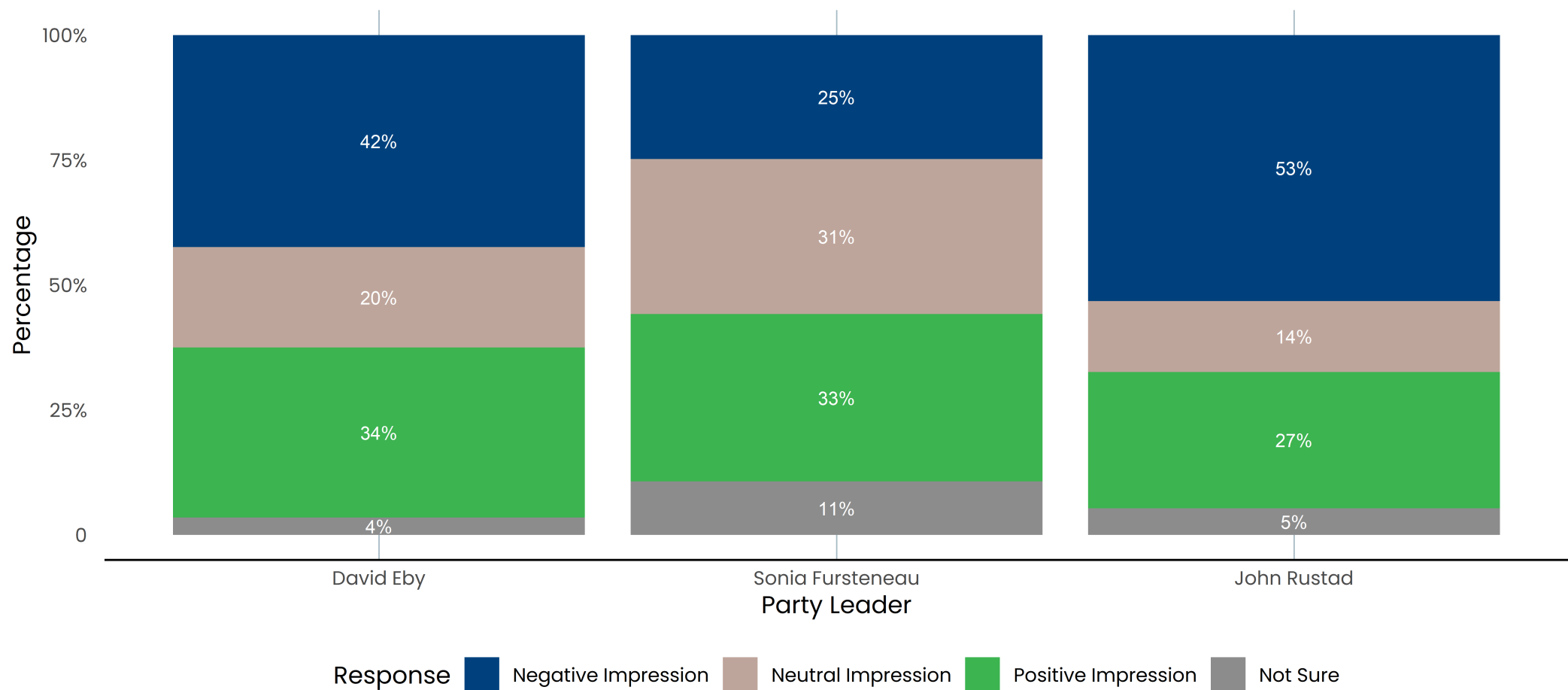
Generally speaking, do you think British Columbia is headed in the right direction or the wrong direction?

broken out by age



Impressions of Party Leaders

What is your impression of the provincial party leaders?



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+	Metro Vancouver	Vancouver Island	Rest of BC
NDP, Eby	38.2%	33.6%	42.5%	29.2%	43.4%	36.3%	44.6%	42.4%	32.8%	34.8%
Green, Fursteneau	12.1%	9.3%	14.7%	8.2%	17.2%	9.1%	14.2%	11.5%	11.6%	13%
Conservative, Rustad	36.9%	46.3%	27.9%	43.2%	30.5%	44.6%	28.4%	32.3%	39%	42.3%
Another Party	2.7%	1.8%	3.6%	5.3%	1.8%	1.6%	2%	1.1%	6.8%	3.2%
Undecided	10.1%	8.9%	11.3%	14.1%	7%	8.3%	10.9%	12.8%	9.8%	6.7%
Unweighted Frequency	699	419	280	106	104	187	302	281	71	347
Weighted Frequency	699	340	359	185	166	176	172	339	111	249

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	38.2%	100%	0%	0%	0%	0%
Green, Fursteneau	12.1%	0%	100%	0%	0%	0%
Conservative, Rustad	36.9%	0%	0%	100%	0%	0%
Another Party	2.7%	0%	0%	0%	100%	0%
Undecided	10.1%	0%	0%	0%	0%	100%
Unweighted Frequency	699	263	84	271	16	65
Weighted Frequency	699	267	84	258	19	71

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+	Metro Vancouver	Vancouver Island	Rest of BC
NDP, Eby	40%	35%	44.8%	29.2%	46.4%	37.8%	47.7%	44.4%	33.8%	36.8%
Green, Fursteneau	12.9%	9.7%	15.9%	8.2%	17.2%	10.8%	15.7%	12%	14.2%	13.4%
Conservative, Rustad	38.7%	48.1%	29.9%	48.3%	31%	45.2%	29.3%	35.3%	40.5%	42.6%
Another Party	3.5%	2.1%	4.8%	5.3%	3.8%	1.6%	3.2%	1.4%	9.8%	3.6%
Undecided	4.9%	5.1%	4.7%	9%	1.5%	4.6%	4%	6.9%	1.7%	3.6%
Unweighted Frequency	699	419	280	106	104	187	302	281	71	347
Weighted Frequency	699	340	359	185	166	176	172	339	111	249

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%	100%	0%	0%	0%	18.1%
Green, Fursteneau	12.9%	0%	100%	0%	0%	8%
Conservative, Rustad	38.7%	0%	0%	100%	0%	18.1%
Another Party	3.5%	0%	0%	0%	100%	7.6%
Undecided	4.9%	0%	0%	0%	0%	48.2%
Unweighted Frequency	699	263	84	271	16	65
Weighted Frequency	699	267	84	258	19	71

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+	Metro Vancouver	Vancouver Island	Rest of BC
NDP, Eby	42.1%	36.9%	47%	32.1%	47.1%	39.6%	49.7%	47.7%	34.4%	38.1%
Green, Fursteneau	13.5%	10.2%	16.6%	9%	17.5%	11.3%	16.4%	12.9%	14.5%	13.9%
Conservative, Rustad	40.7%	50.7%	31.3%	53%	31.5%	47.4%	30.5%	37.9%	41.2%	44.2%
Another Party	3.7%	2.2%	5%	5.8%	3.9%	1.7%	3.4%	1.5%	9.9%	3.8%
Unweighted Frequency	668	398	270	98	102	178	290	262	68	338
Weighted Frequency	668	323	342	168	164	168	165	315	109	240

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	42.1%	100%	0%	0%	0%	34.9%
Green, Fursteneau	13.5%	0%	100%	0%	0%	15.4%
Conservative, Rustad	40.7%	0%	0%	100%	0%	35%
Another Party	3.7%	0%	0%	0%	100%	14.7%
Unweighted Frequency	668	263	84	271	16	34
Weighted Frequency	668	267	84	258	19	37

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+	Metro Vancouver	Vancouver Island	Rest of BC
Right Direction	38.5%	31.8%	44.8%	37.8%	41.8%	30.9%	43.9%	45.9%	35.8%	29.7%
Wrong Direction	48%	56.2%	40.3%	49.1%	46.7%	56.4%	39.7%	44.7%	44.8%	54%
Not Sure	13.4%	11.9%	14.9%	13.1%	11.5%	12.7%	16.4%	9.4%	19.4%	16.3%
Unweighted Frequency	699	419	280	106	104	187	302	281	71	347
Weighted Frequency	699	340	359	185	166	176	172	339	111	249

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	38.5%	75.5%	40.6%	2.8%	17.4%	32.2%
Wrong Direction	48%	12.5%	42.8%	90.4%	38.1%	36.4%
Not Sure	13.4%	12%	16.6%	6.7%	44.5%	31.4%
Unweighted Frequency	699	263	84	271	16	65
Weighted Frequency	699	267	84	258	19	71

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+	Metro Vancouver	Vancouver Island	Rest of BC
Negative Impression	42.4%	46.3%	38.7%	50.8%	40.4%	43.2%	34.5%	41.9%	33.5%	47.1%
Neutral Impression	20.1%	16.7%	23.3%	22.3%	17.6%	20.6%	19.8%	18.9%	27.3%	18.6%
Positive Impression	34%	33.1%	34.8%	25.1%	40.6%	30.2%	40.9%	34.7%	35%	32.5%
Not Sure	3.5%	3.9%	3.1%	1.8%	1.4%	6%	4.8%	4.5%	4.2%	1.8%
Unweighted Frequency	699	419	280	106	104	187	302	281	71	347
Weighted Frequency	699	340	359	185	166	176	172	339	111	249

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	42.4%	11.6%	43.8%	80.9%	27.6%	20.4%
Neutral Impression	20.1%	15.8%	36.3%	11%	54.5%	41.3%
Positive Impression	34%	70.9%	17.8%	5.4%	13.2%	23.9%
Not Sure	3.5%	1.7%	2.1%	2.8%	4.7%	14.3%
Unweighted Frequency	699	263	84	271	16	65
Weighted Frequency	699	267	84	258	19	71

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+	Metro Vancouver	Vancouver Island	Rest of BC
Negative Impression	24.8%	28.2%	21.6%	30.3%	25.7%	26.8%	16%	21.7%	22.4%	30.1%
Neutral Impression	31%	32.9%	29.2%	31.4%	29.4%	31.6%	31.4%	33.3%	25.2%	30.5%
Positive Impression	33.5%	28.6%	38.1%	23%	37.3%	32.9%	41.7%	31.1%	44.8%	31.6%
Not Sure	10.7%	10.4%	11%	15.4%	7.5%	8.7%	10.8%	13.9%	7.6%	7.7%
Unweighted Frequency	699	419	280	106	104	187	302	281	71	347
Weighted Frequency	699	340	359	185	166	176	172	339	111	249

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	24.8%	8.5%	4.9%	50.1%	28.6%	16.8%
Neutral Impression	31%	36.6%	16.9%	29.1%	18.5%	36.9%
Positive Impression	33.5%	46%	78.2%	8.6%	45.6%	20.5%
Not Sure	10.7%	8.9%	0%	12.2%	7.2%	25.8%
Unweighted Frequency	699	263	84	271	16	65
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Tables

What is your impression of BC Conservative Party leader John Rustad?

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Metro Vancouver	Vancouver Island	Rest of BC
Negative Impression	53.2%	46.7%	59.4%	50.6%	60.6%	47.5%	54.6%	58.2%	44.7%	50.1%
Neutral Impression	14.2%	17.1%	11.4%	12.6%	10.5%	16.1%	17.5%	11.4%	11.6%	19.1%
Positive Impression	27.3%	30.8%	23.9%	29.8%	27.1%	30.1%	21.9%	25.3%	35.3%	26.3%
Not Sure	5.3%	5.4%	5.3%	7.1%	1.8%	6.2%	6%	5%	8.3%	4.4%
Unweighted Frequency	699	419	280	106	104	187	302	281	71	347
Weighted Frequency	699	340	359	185	166	176	172	339	111	249

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	53.2%	88.2%	80.9%	8.4%	46.7%	53.3%
Neutral Impression	14.2%	6.5%	9%	22.3%	2.8%	22.9%
Positive Impression	27.3%	1.5%	9.1%	68.5%	3%	2.4%
Not Sure	5.3%	3.8%	1%	0.8%	47.5%	21.4%
Unweighted Frequency	699	263	84	271	16	65
Weighted Frequency	699	267	84	258	19	71