



British Columbia Provincial Voting Intentions Final 2024 Election Poll

2024-10-18

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

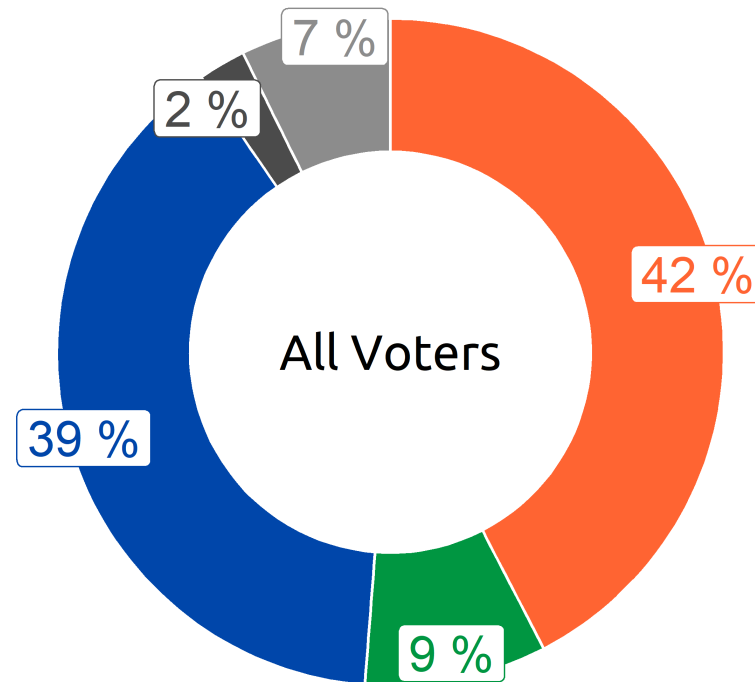
The analysis in this report is based on results of a survey conducted from October 16th–17th, 2024 among a sample of 712 adults, 18 years of age or older, living in British Columbia and are eligible to vote in provincial elections. The survey was conducted using automated telephone interviews using Interactive 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

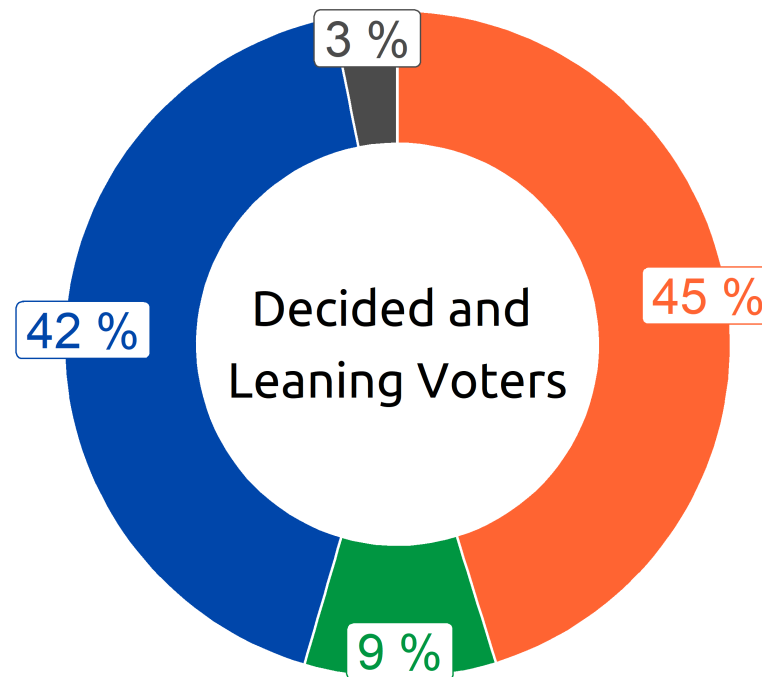
If a provincial election were held today, which party would you vote for?



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

Provincial Voting Intentions

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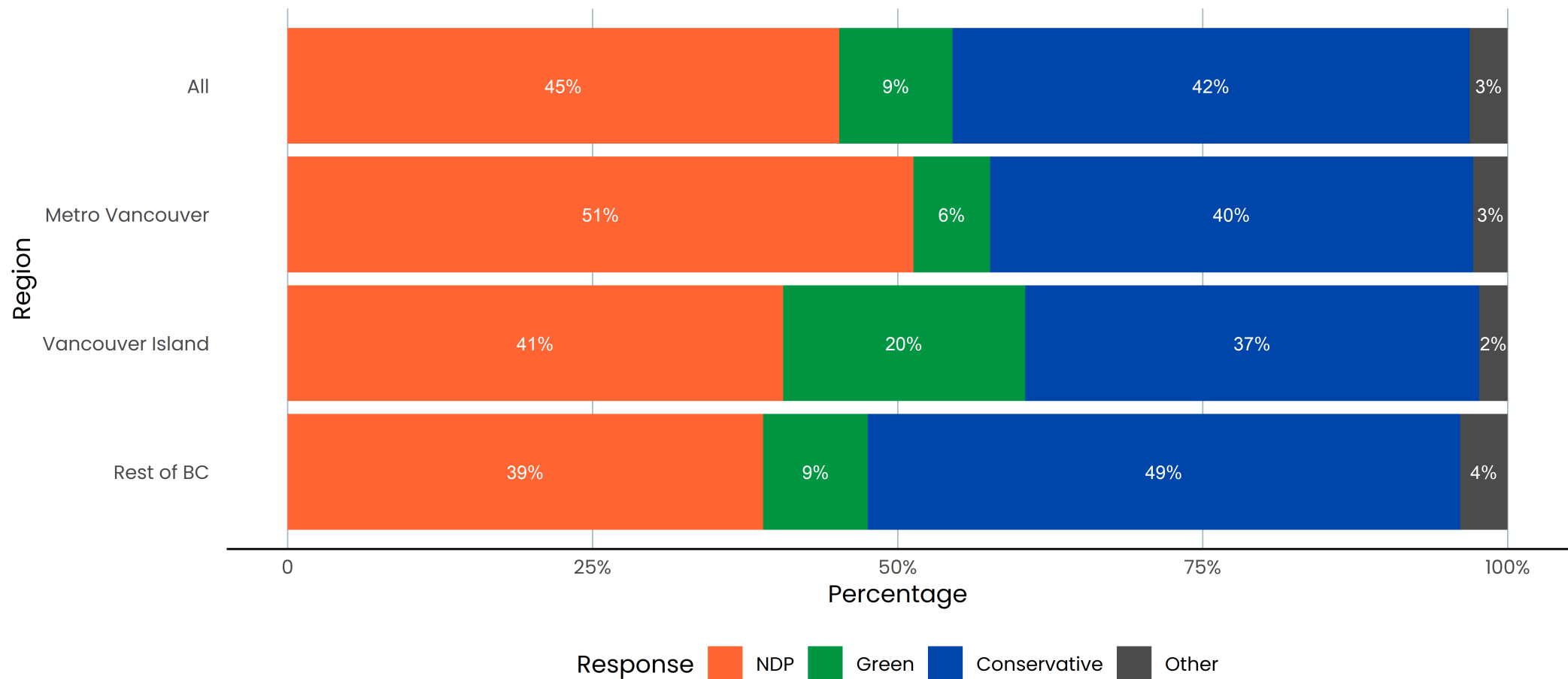


Response ■ NDP, Eby ■ Green, Fursteneau ■ Conservative, Rustad ■ Another Party

Provincial Voting Intentions

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

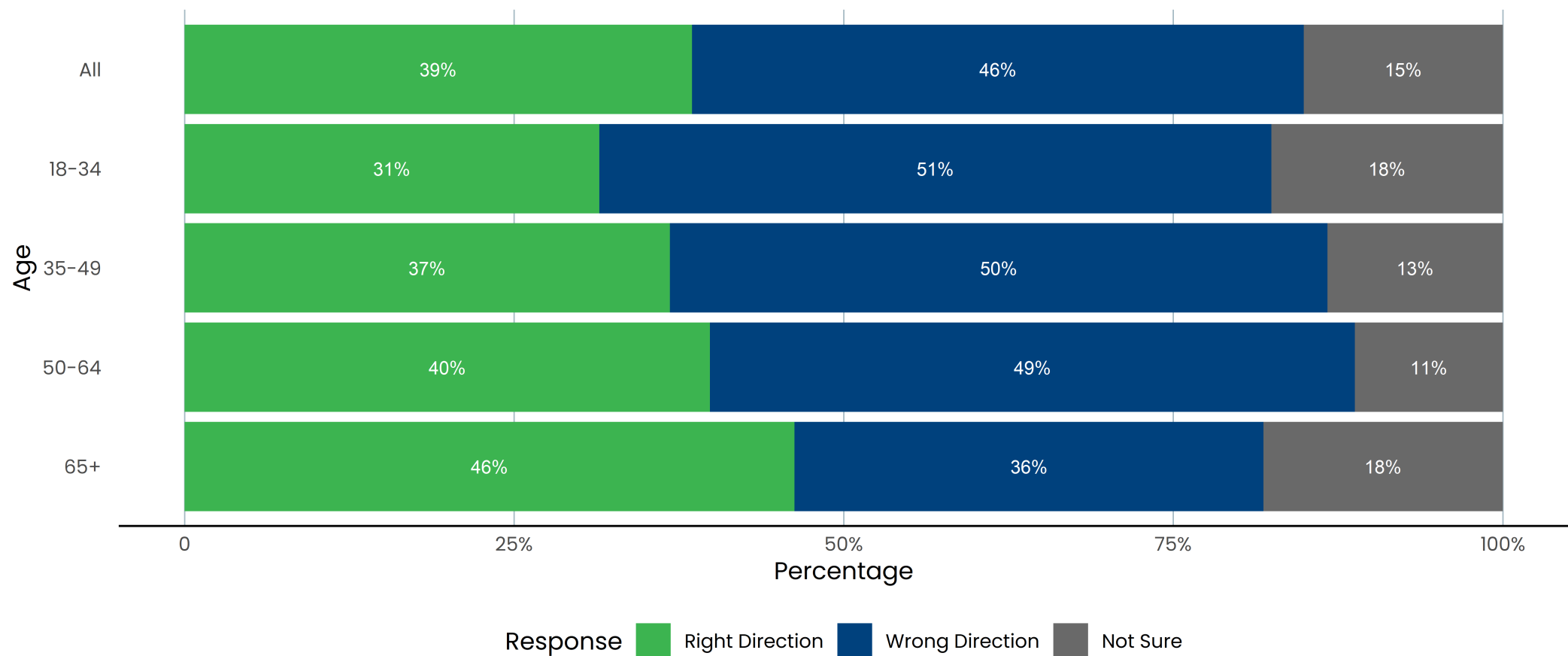
decided and leaning voters - broken out by region



Is BC On The Right Track?

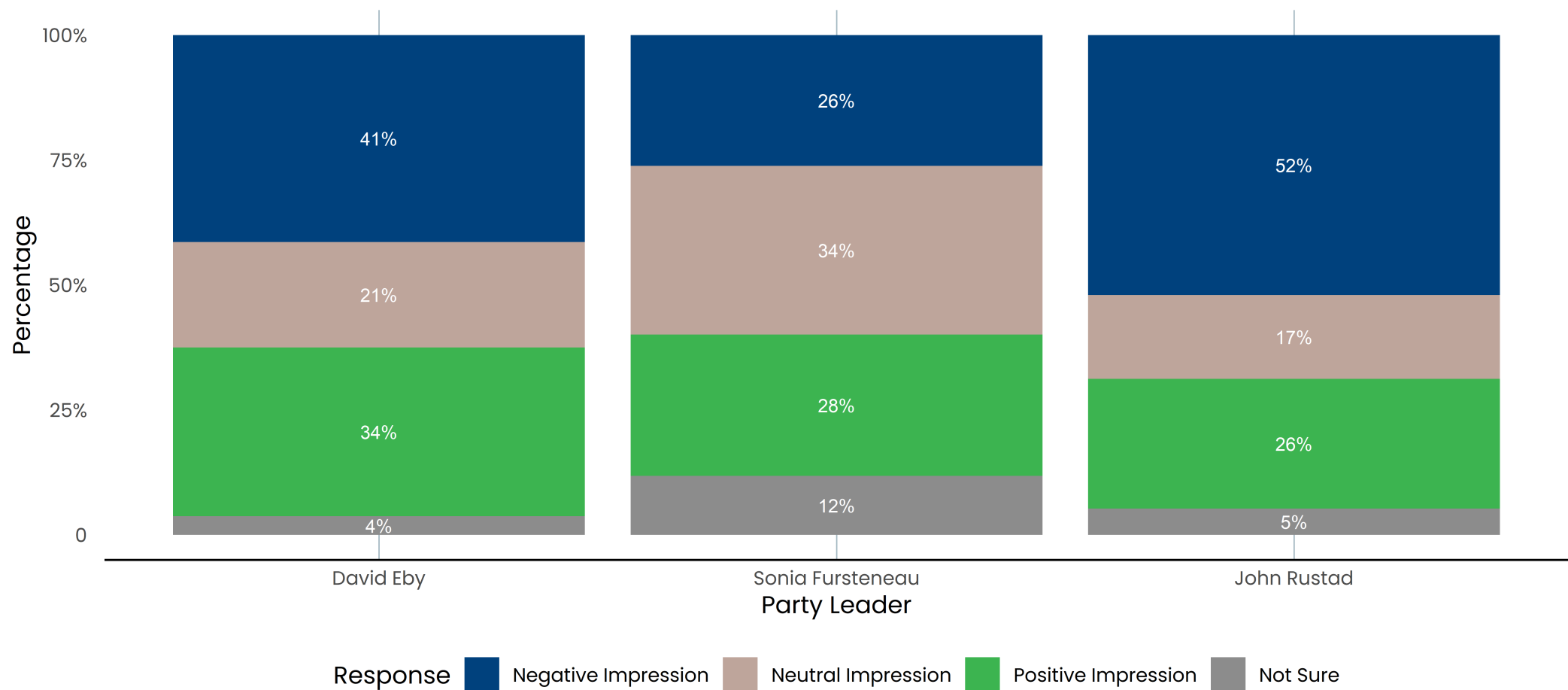
Generally speaking, do you think British Columbia is headed in the right direction or the wrong direction?

broken out by age



Impressions of Party Leaders

What is your impression of the provincial party leaders?



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	42.4%	36.8%	47.7%	36.4%	41.9%	45.6%	46%	48.6%	39.3%	35.4%
Green, Fursteneau	8.8%	7.1%	10.4%	7.6%	8.2%	8%	11.5%	6%	19.4%	7.9%
Conservative, Rustad	39.2%	48.2%	30.7%	46.8%	41.2%	37.5%	30.7%	36.4%	36.5%	44.2%
Another Party	2.3%	2.5%	2.1%	2.6%	1%	2.6%	3%	2.2%	2.3%	2.4%
Undecided	7.3%	5.4%	9.1%	6.6%	7.7%	6.3%	8.7%	6.8%	2.5%	10.2%
Unweighted Frequency	712	401	311	105	133	180	294	271	190	251
Weighted Frequency	712	346	366	188	169	179	175	345	113	254

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	42.4%	100%	0%	0%	0%	0%
Green, Fursteneau	8.8%	0%	100%	0%	0%	0%
Conservative, Rustad	39.2%	0%	0%	100%	0%	0%
Another Party	2.3%	0%	0%	0%	100%	0%
Undecided	7.3%	0%	0%	0%	0%	100%
Unweighted Frequency	712	296	75	275	18	48
Weighted Frequency	712	302	63	279	16	52

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	43.5%	37%	49.7%	36.4%	43.2%	46.3%	48.4%	49.4%	39.8%	37.1%
Green, Fursteneau	8.9%	7.1%	10.6%	7.6%	8.2%	8%	12%	6%	19.4%	8.2%
Conservative, Rustad	40.7%	50%	31.9%	49.5%	42.5%	38.5%	32%	38.1%	36.5%	46.2%
Another Party	3%	3.4%	2.6%	2.6%	1%	4.3%	4%	2.7%	2.3%	3.7%
Undecided	3.9%	2.5%	5.2%	3.9%	5.1%	2.9%	3.6%	3.8%	2%	4.8%
Unweighted Frequency	712	401	311	105	133	180	294	271	190	251
Weighted Frequency	712	346	366	188	169	179	175	345	113	254

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	43.5%	100%	0%	0%	0%	14.7%
Green, Fursteneau	8.9%	0%	100%	0%	0%	1.4%
Conservative, Rustad	40.7%	0%	0%	100%	0%	21.3%
Another Party	3%	0%	0%	0%	100%	9.6%
Undecided	3.9%	0%	0%	0%	0%	52.9%
Unweighted Frequency	712	296	75	275	18	48
Weighted Frequency	712	302	63	279	16	52

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	45.2%	37.9%	52.4%	37.9%	45.5%	47.7%	50.2%	51.3%	40.6%	39%
Green, Fursteneau	9.3%	7.3%	11.2%	7.9%	8.7%	8.2%	12.4%	6.3%	19.8%	8.6%
Conservative, Rustad	42.4%	51.3%	33.7%	51.5%	44.8%	39.6%	33.2%	39.6%	37.2%	48.6%
Another Party	3.1%	3.5%	2.8%	2.7%	1%	4.5%	4.2%	2.8%	2.3%	3.9%
Unweighted Frequency	688	390	298	101	128	176	283	261	186	241
Weighted Frequency	688	338	347	181	161	174	169	332	111	241

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	45.2%	100%	0%	0%	0%	31.3%
Green, Fursteneau	9.3%	0%	100%	0%	0%	3.1%
Conservative, Rustad	42.4%	0%	0%	100%	0%	45.2%
Another Party	3.1%	0%	0%	0%	100%	20.4%
Unweighted Frequency	688	296	75	275	18	24
Weighted Frequency	688	302	63	279	16	24

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%	33.3%	43.5%	31.5%	36.8%	39.9%	46.3%	42.6%	34.6%	34.7%
Wrong Direction	46.4%	55%	38.2%	51%	49.9%	48.9%	35.6%	40.9%	49.5%	52.5%
Not Sure	15.1%	11.7%	18.3%	17.5%	13.3%	11.2%	18.1%	16.5%	15.9%	12.8%
Unweighted Frequency	712	401	311	105	133	180	294	271	190	251
Weighted Frequency	712	346	366	188	169	179	175	345	113	254

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%	75.4%	32.1%	5.4%	19.9%	15.1%
Wrong Direction	46.4%	7.8%	48.2%	87.6%	39.9%	49.5%
Not Sure	15.1%	16.8%	19.7%	7%	40.3%	35.4%
Unweighted Frequency	712	296	75	275	18	48
Weighted Frequency	712	302	63	279	16	52

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?

	Gender			Age				Region		
	Total	Male	Female	18-34	35-49	50-64	65+	Metro Vancouver	Vancouver Island	Rest of BC
Negative Impression	41.4%	48.8%	34.4%	49.8%	37.6%	43.1%	34.3%	39%	37.2%	46.5%
Neutral Impression	21.1%	18.8%	23.2%	17.5%	26.3%	20.6%	20.4%	21.1%	26.6%	18.6%
Positive Impression	33.7%	29.2%	38%	26.9%	32.3%	34.8%	41.3%	36.4%	35.8%	29.2%
Not Sure	3.8%	3.1%	4.4%	5.8%	3.8%	1.4%	3.9%	3.5%	0.4%	5.6%
Unweighted Frequency	712	401	311	105	133	180	294	271	190	251
Weighted Frequency	712	346	366	188	169	179	175	345	113	254

	Provincial Vote Intention					
	Total	NDP	Green	Conservative	Other	UD
Negative Impression	41.4%	9%	30.8%	77.7%	36.8%	48.8%
Neutral Impression	21.1%	22.6%	44.8%	14.6%	14.7%	20.5%
Positive Impression	33.7%	67.2%	21.3%	4.7%	27%	12%
Not Sure	3.8%	1.2%	3.1%	3%	21.6%	18.6%
Unweighted Frequency	712	296	75	275	18	48
Weighted Frequency	712	302	63	279	16	52

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	26.2%	33.1%	19.7%	34.1%	32.7%	23.1%	14.5%	25.1%	24.1%	28.5%
Neutral Impression	33.7%	36.1%	31.5%	27.4%	33.7%	38.5%	35.7%	33.8%	32.2%	34.3%
Positive Impression	28.2%	23.7%	32.5%	26.3%	22.2%	29%	35.3%	27.4%	40.2%	24%
Not Sure	11.8%	7.1%	16.3%	12.2%	11.3%	9.4%	14.5%	13.6%	3.5%	13.2%
Unweighted Frequency	712	401	311	105	133	180	294	271	190	251
Weighted Frequency	712	346	366	188	169	179	175	345	113	254

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	26.2%	8.1%	5.5%	49.4%	36.7%	27.8%
Neutral Impression	33.7%	44%	19.1%	27.6%	17.1%	30.4%
Positive Impression	28.2%	39.3%	73.1%	9.4%	32.1%	10.1%
Not Sure	11.8%	8.6%	2.4%	13.6%	14.2%	31.7%
Unweighted Frequency	712	296	75	275	18	48
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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+	Metro Vancouver	Vancouver Island	Rest of BC
Negative Impression	52%	45.3%	58.4%	48%	51.3%	53.9%	55.1%	52.9%	57.8%	48.2%
Neutral Impression	16.8%	20%	13.7%	17.9%	18.2%	14.4%	16.5%	17.8%	15%	16.1%
Positive Impression	25.9%	30.3%	21.8%	26.8%	25.9%	29.3%	21.5%	23.7%	24.2%	29.8%
Not Sure	5.3%	4.5%	6.1%	7.2%	4.6%	2.4%	6.9%	5.6%	3%	5.9%
Unweighted Frequency	712	401	311	105	133	180	294	271	190	251
Weighted Frequency	712	346	366	188	169	179	175	345	113	254

	Total	Provincial Vote Intention				
		NDP	Green	Conservative	Other	UD
Negative Impression	52%	88.2%	82.5%	8.2%	41.8%	43.8%
Neutral Impression	16.8%	6.2%	12.5%	26.1%	28.4%	29%
Positive Impression	25.9%	2.4%	0.8%	62%	8.2%	5%
Not Sure	5.3%	3.2%	4.2%	3.7%	21.6%	22.1%
Unweighted Frequency	712	296	75	275	18	48
Weighted Frequency	712	302	63	279	16	52