British Columbia Provincial Voting Intentions, Plus Testing Knowledge of Provincial Politics

2024-05-16

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About Pallas Data

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Methodology

The analysis in this report is based on results of a survey conducted on May 14th, 2024 among a sample of 848 adults, 18 years of age or older, living in British Columbia and are eligible to vote in federal 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 +/- 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?

All Voters

33 %
12 %
8 %
35 %
2 %
9 %
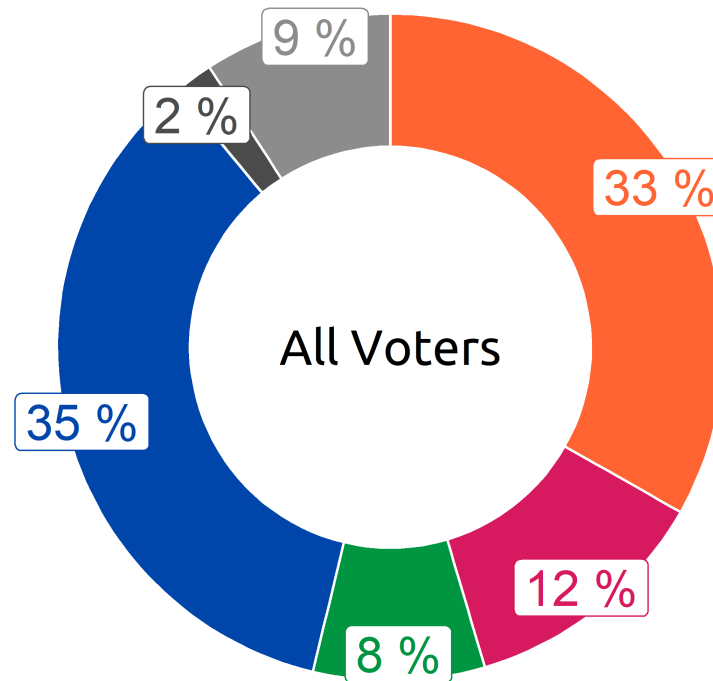
Response
- NDP, Eby
- BC United, Falcon
- Green, Fursteneau
- Conservative, Rustad
- Another Party
- Undecided

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Provincial Voting Intentions

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

Decided and Leaning Voters

37 %
38 %
3 %
9 %
13 %

Response ■ NDP, Eby ■ BC United, Falcon ■ Green, Fursteneau ■ Conservative, Rustad ■ Another Party

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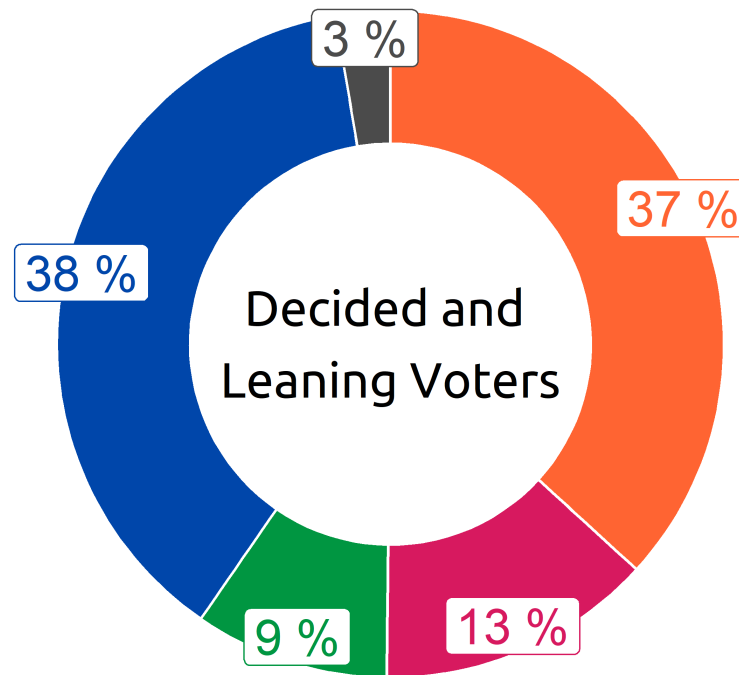
Provincial Voting Intentions

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

decided and leaning voters - broken out by region

Region	NDP	BC United	Green	Conservative	Other
All	37%	13%	9%	38%	3%
Vancouver CMA	39%	14%	10%	33%	3%
Vancouver Island	38%	13%	13%	31%	5%
Rest of BC	33%	13%	7%	47%	

Response NDP BC United Green Conservative Other

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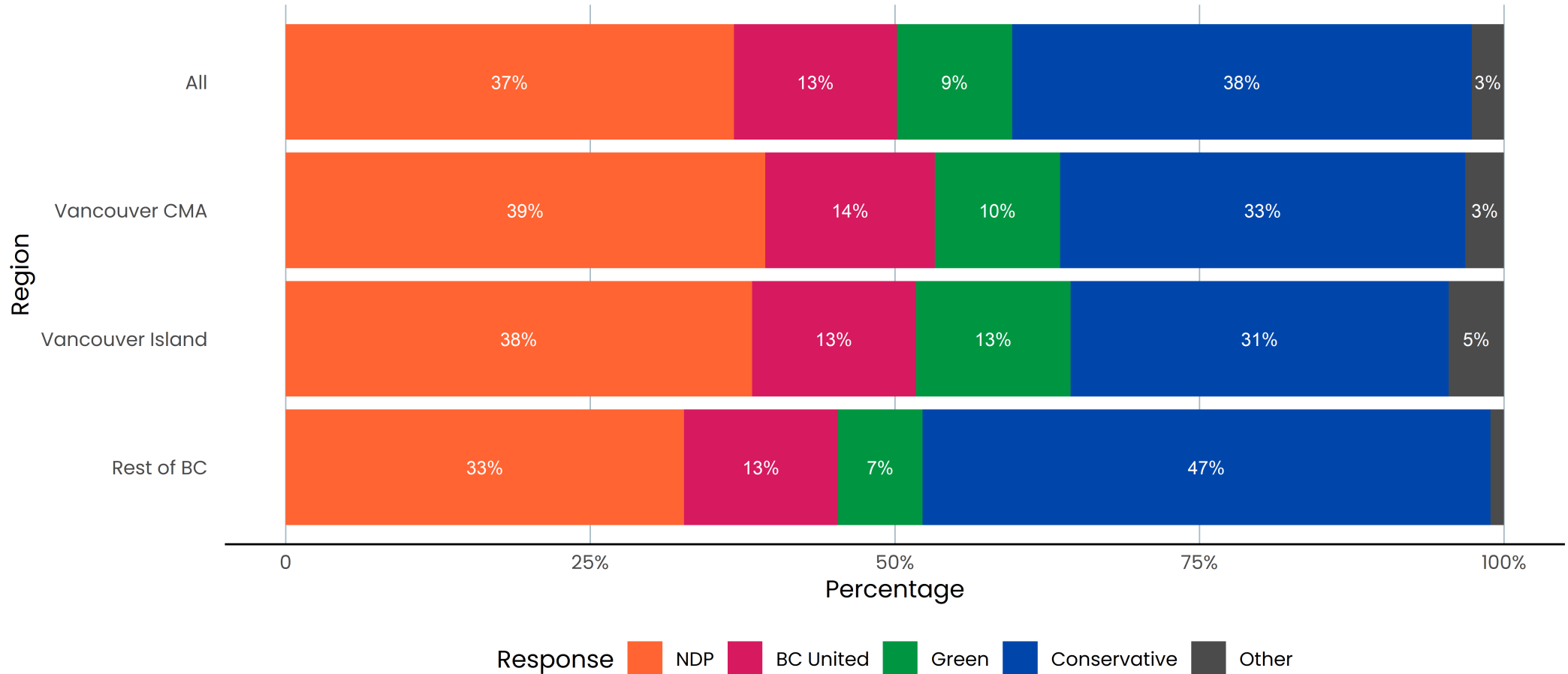
Knowledge Of BC Political Parties

We now want to ask you four questions to measure your knowledge of British Columbia politics.
Each question is a true or false question.

Percentage (y-axis)

The BC Liberals will field a full slate of candidates in the upcoming election.
- True: 32%
- False: 44%
- Not Sure: 24%

BC United currently forms the Official Opposition in the BC Legislature.
- True: 62%
- False: 23%
- Not Sure: 15%

The BC Conservative Party is a new political party in British Columbia that will run in its first election this October.
- True: 32%
- False: 56%
- Not Sure: 12%

Question

Response: ■ True ■ False ■ Not Sure

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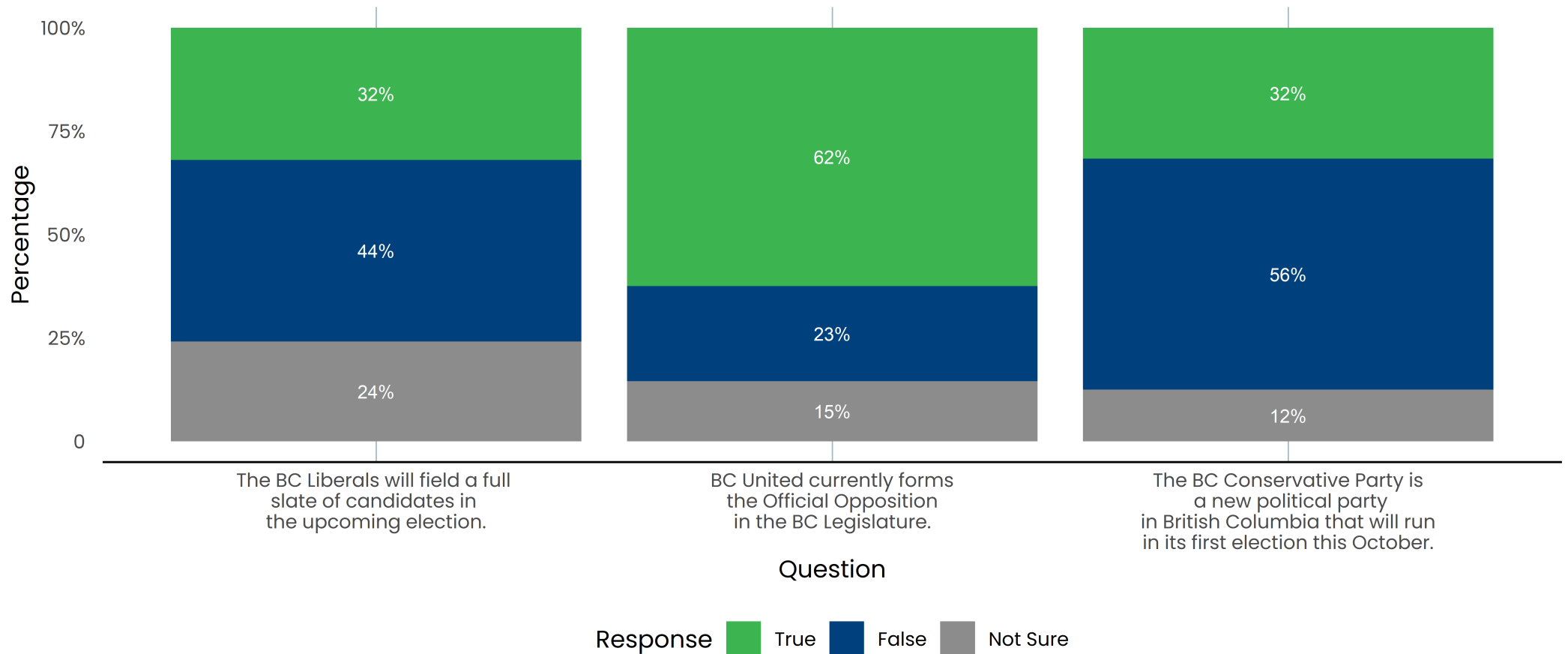
Knowledge Index

The respondent was given one point if they answered the question correctly. If they answered the question incorrectly, they lost a point. Zero points were awarded if they said they didn't know the answer.

If a respondent got a score of 3, it means they got all the questions correct, while a score of -3 indicates that they answered all the questions incorrectly.

Knowledge Index

Most voters (total of 61%) are a net positive on the knowledge index, getting more questions right than wrong. 20% got all the questions correct.

All Voters

3 %
2 %
21 %
14 %
30 %
11 %
20 %

Response ■ -3 ■ -2 ■ -1 ■ 0 ■ 1 ■ 2 ■ 3

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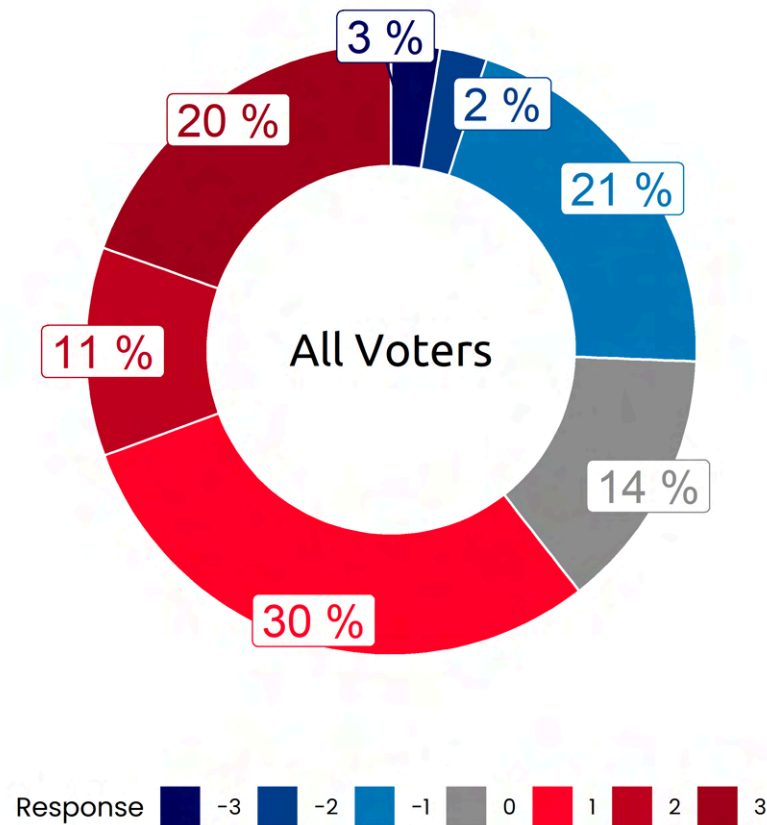
NDP Lead Among Most Knowledgeable

Party Vote
broken out by levels on the knowledge index

Party Vote	NDP	BC United	Green	Conservative	Other
All	37%	13%	9%	38%	3%
3	41%	16%	11%	28%	4%
2	31%	7%	14%	42%	6%
1	36%	18%	8%	36%	
0	31%	12%	6%	47%	3%
-1	41%	9%	8%	42%	
-2	34%	26%	8%	32%	
-3	31%	3%	27%	39%	

Percentage

Party NDP BC United Green Conservative Other

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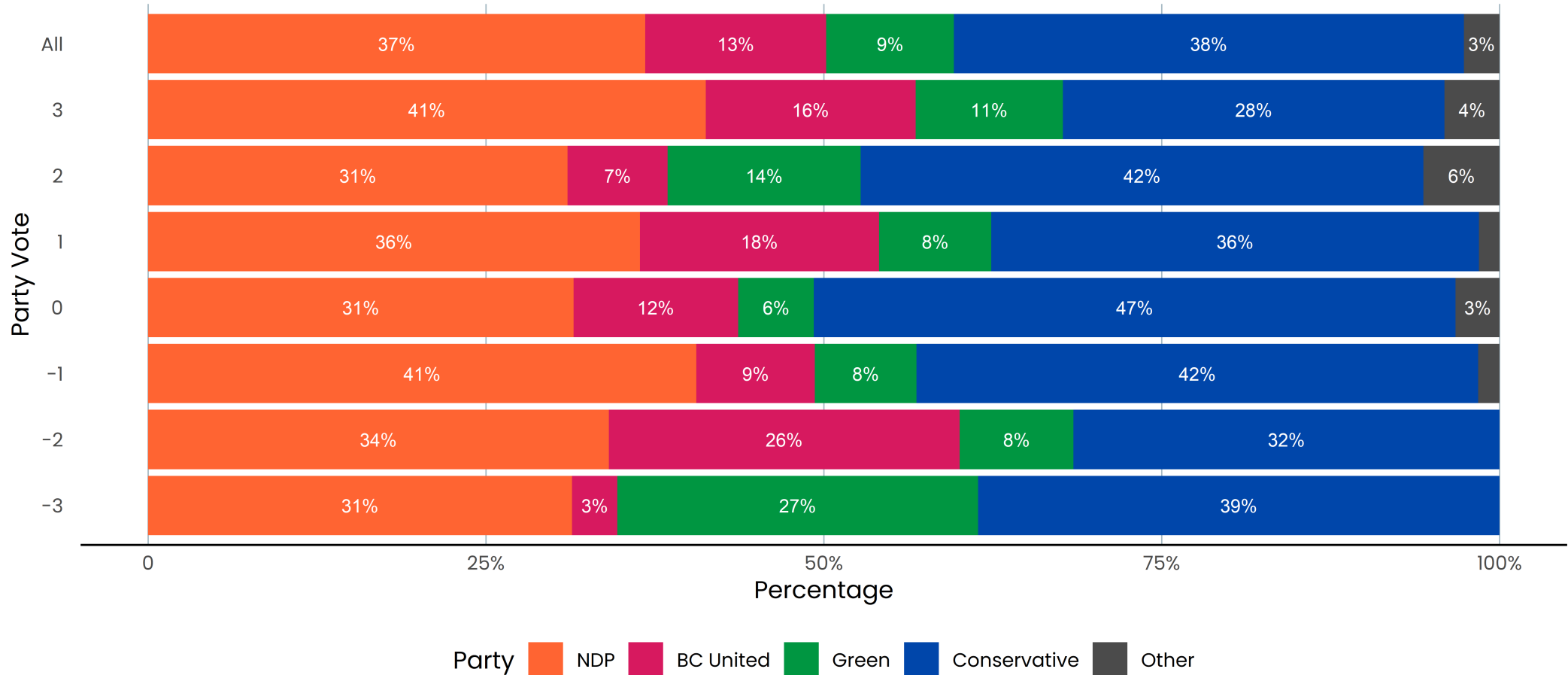
Tables

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	33.2%	27.9%	38.3%	32.2%	24.6%	33.8%	42.1%	36%	35.1%	28.6%
BC United, Falcon	12.2%	14.4%	10.1%	6.4%	13.4%	13.6%	15.8%	12.5%	11.4%	12.1%
Green, Fursteneau	8.3%	7.4%	9.2%	9.3%	9.7%	8.1%	6.1%	9%	10.4%	6.4%
Conservative, Rustad	35.2%	41.1%	29.7%	46.6%	40.2%	32.3%	21.2%	30.9%	28.8%	43.9%
Another Party	1.9%	1.3%	2.5%	2.1%	3.1%	0.4%	2%	2.9%	0.6%	1.1%
Undecided	9.1%	8%	10.2%	3.4%	9%	11.7%	12.8%	8.6%	13.6%	7.8%
Unweighted Frequency	848	512	336	126	178	201	343	432	148	268
Weighted Frequency	848	412	436	224	202	214	209	411	135	302

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Tables

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

	Total	Current Provincial Vote Intention					
		NDP	United	Green	Conservative	Other	UD
NDP, Eby	33.2%	100%	0%	0%	0%	0%	0%
BC United, Falcon	12.2%	0%	100%	0%	0%	0%	0%
Green, Fursteneau	8.3%	0%	0%	100%	0%	0%	0%
Conservative, Rustad	35.2%	0%	0%	0%	100%	0%	0%
Another Party	1.9%	0%	0%	0%	0%	100%	0%
Undecided	9.1%	0%	0%	0%	0%	0%	100%
Unweighted Frequency	848	285	120	67	274	15	87
Weighted Frequency	848	282	104	70	299	16	78

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Tables

If a provincial election were held today, which party would you vote for? (All Voters) [3]

	Total	Level of Political Knowledge						
		-3	**-2**	**-1**	**0**	**1**	**2**	**3**
NDP, Eby	33.2%	31.4%	34.1%	37.4%	23.9%	32.6%	26.3%	40.3%
BC United, Falcon	12.2%	3.4%	22.2%	8.5%	10.2%	16.1%	5.8%	15.2%
Green, Fursteneau	8.3%	26.7%	8.4%	5.7%	5.2%	7.4%	13.2%	9.5%
Conservative, Rustad	35.2%	38.6%	31.5%	37.8%	43.3%	33.3%	39.2%	27.6%
Another Party	1.9%	0%	0%	1.5%	3%	1.3%	0%	4%
Undecided	9.1%	0%	3.8%	9.1%	14.4%	9.3%	15.6%	3.4%
Unweighted Frequency	848	25	20	166	126	266	82	163
Weighted Frequency	848	22	21	174	117	254	94	166

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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	35.3%	29.4%	40.9%	32.2%	26.3%	37.2%	45.5%	37.4%	36.7%	31.8%
BC United, Falcon	12.8%	15.2%	10.6%	6.4%	13.4%	15.3%	16.7%	13.2%	12.9%	12.3%
Green, Fursteneau	9.1%	8.6%	9.6%	10.5%	11.4%	8.1%	6.3%	9.8%	12.2%	6.8%
Conservative, Rustad	36.2%	42.2%	30.6%	46.6%	41.1%	33.4%	23.2%	31.6%	29.7%	45.4%
Another Party	2.5%	1.4%	3.7%	4.4%	3.1%	0.4%	2.2%	3%	4.4%	1.1%
Undecided	4%	3.3%	4.7%	0%	4.7%	5.6%	6.1%	4.9%	4.2%	2.7%
Unweighted Frequency	848	512	336	126	178	201	343	432	148	268
Weighted Frequency	848	412	436	224	202	214	209	411	135	302

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Tables

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

	Total	NDP	United	Green	Conservative	Other	UD
				Current Provincial Vote Intention			
NDP, Eby	35.3%	100%	0%	0%	0%	0%	22.9%
BC United, Falcon	12.8%	0%	100%	0%	0%	0%	7%
Green, Fursteneau	9.1%	0%	0%	100%	0%	0%	8.4%
Conservative, Rustad	36.2%	0%	0%	0%	100%	0%	10.9%
Another Party	2.5%	0%	0%	0%	0%	100%	7%
Undecided	4%	0%	0%	0%	0%	0%	43.9%
Unweighted Frequency	848	285	120	67	274	15	87
Weighted Frequency	848	282	104	70	299	16	78

Tables

If a provincial election were held today, which party would you vote for? (Leaning Voters With Undecided Totals) [3]

	Total	Level of Political Knowledge						
		-3	**-2**	**-1**	**0**	**1**	**2**	**3**
NDP, Eby	35.3%	31.4%	34.1%	39.1%	29.2%	34.8%	29.6%	40.3%
BC United, Falcon	12.8%	3.4%	26%	8.5%	11.3%	16.9%	7%	15.2%
Green, Fursteneau	9.1%	26.7%	8.4%	7.3%	5.2%	7.9%	13.6%	10.6%
Conservative, Rustad	36.2%	38.6%	31.5%	40.1%	44.1%	34.5%	39.7%	27.6%
Another Party	2.5%	0%	0%	1.5%	3%	1.5%	5.4%	4%
Undecided	4%	0%	0%	3.6%	7.2%	4.3%	4.8%	2.3%
Unweighted Frequency	848	25	20	166	126	266	82	163
Weighted Frequency	848	22	21	174	117	254	94	166

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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	36.8%	30.4%	42.9%	32.2%	27.6%	39.4%	48.5%	39.4%	38.3%	32.7%
BC United, Falcon	13.4%	15.7%	11.1%	6.4%	14.1%	16.2%	17.8%	13.9%	13.5%	12.6%
Green, Fursteneau	9.5%	8.9%	10%	10.5%	11.9%	8.6%	6.7%	10.3%	12.7%	7%
Conservative, Rustad	37.7%	43.6%	32.1%	46.6%	43.2%	35.4%	24.7%	33.3%	31%	46.6%
Another Party	2.6%	1.4%	3.8%	4.4%	3.2%	0.5%	2.4%	3.2%	4.5%	1.1%
Unweighted Frequency	808	491	317	126	169	191	322	408	141	259
Weighted Frequency	808	399	415	224	192	202	196	391	129	294

Tables

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

	Total	NDP	United	Green	Conservative	Other	UD
				Provincial Vote Intention			
NDP, Eby	36.8%	100%	0%	0%	0%	0%	40.8%
BC United, Falcon	13.4%	0%	100%	0%	0%	0%	12.4%
Green, Fursteneau	9.5%	0%	0%	100%	0%	0%	14.9%
Conservative, Rustad	37.7%	0%	0%	0%	100%	0%	19.4%
Another Party	2.6%	0%	0%	0%	0%	100%	12.5%
Unweighted Frequency	808	285	120	67	274	15	47
Weighted Frequency	808	282	104	70	299	16	44

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Tables

If a provincial election were held today, which party would you vote for? (Decided and Leaning Voters) [3]

	Total	Level of Political Knowledge						
		-3	-2	-1	0	1	2	3
NDP, Eby	36.8%	31.4%	34.1%	40.6%	31.5%	36.4%	31%	41.3%
BC United, Falcon	13.4%	3.4%	26%	8.8%	12.2%	17.7%	7.4%	15.5%
Green, Fursteneau	9.5%	26.7%	8.4%	7.5%	5.6%	8.3%	14.3%	10.9%
Conservative, Rustad	37.7%	38.6%	31.5%	41.6%	47.5%	36.1%	41.6%	28.2%
Another Party	2.6%	0%	0%	1.6%	3.3%	1.5%	5.6%	4.1%
Unweighted Frequency	808	25	20	159	116	254	76	158
Weighted Frequency	808	22	21	168	109	243	89	162

Tables

We now want to ask you four questions to measure your knowledge of British Columbia politics. Each question is a true or false question. Let's begin.

The BC Liberals will field a full slate of candidates in the upcoming election. [1]

	Total	Gender		Age				Region		
		Male	Female	18–34	35–49	50–64	65+	Vancouver CMA	Vancouver Island	Rest of BC
True	31.9%	35.3%	28.8%	37.7%	29.1%	30.3%	30.1%	37.8%	22.8%	28.1%
False	43.9%	47.3%	40.8%	46%	46.9%	45.4%	37.5%	41.6%	55%	42.1%
Not Sure	24.1%	17.4%	30.4%	16.3%	24%	24.3%	32.4%	20.5%	22.2%	29.8%
Unweighted Frequency	848	512	336	126	178	201	343	432	148	268
Weighted Frequency	848	412	436	224	202	214	209	411	135	302

Tables

The BC Liberals will field a full slate of candidates in the upcoming election. [2]

| | Total | **Provincial Vote Intention** | | | | | |
		NDP	United	Green	Conservative	Other	UD
True	31.9%	29.1%	34.1%	38.3%	35.8%	24.8%	20.3%
False	43.9%	48.8%	49.6%	44%	38.3%	56.4%	38.1%
Not Sure	24.1%	22.1%	16.4%	17.7%	25.9%	18.9%	41.6%
Unweighted Frequency	848	285	120	67	274	15	87
Weighted Frequency	848	282	104	70	299	16	78

Tables

The BC Liberals will field a full slate of candidates in the upcoming election. [3]

| | Total | Level of Political Knowledge | | | | | | |
		−3	−2	−1	0	1	2	3
True	31.9%	100%	69.2%	75%	14.9%	34%	0%	0%
False	43.9%	0%	0%	12.3%	9.3%	52.2%	44.7%	100%
Not Sure	24.1%	0%	30.8%	12.6%	75.8%	13.8%	55.3%	0%
Unweighted Frequency	848	25	20	166	126	266	82	163
Weighted Frequency	848	22	21	174	117	254	94	166

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Tables

BC United currently forms the Official Opposition in the BC Legislature.[1]

	Total	Gender		Age				Region		
		Male	Female	18–34	35–49	50–64	65+	Vancouver CMA	Vancouver Island	Rest of BC
True	62.5%	72.1%	53.4%	64.1%	61.1%	60%	64.6%	63.7%	69.3%	57.8%
False	23%	18.5%	27.2%	24.9%	26.6%	23.6%	16.7%	22.7%	22.7%	23.4%
Not Sure	14.6%	9.4%	19.4%	10.9%	12.4%	16.3%	18.8%	13.6%	8%	18.8%
Unweighted Frequency	848	512	336	126	178	201	343	432	148	268
Weighted Frequency	848	412	436	224	202	214	209	411	135	302

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BC United currently forms the Official Opposition in the BC Legislature.[2]

	Total	**Provincial Vote Intention**					
	Total	**NDP**	**United**	**Green**	**Conservative**	**Other**	**UD**
True	62.5%	62.3%	72.6%	69.7%	60.2%	65.2%	51.1%
False	23%	25.1%	16.9%	21.3%	24.6%	30.3%	16.8%
Not Sure	14.6%	12.6%	10.5%	9%	15.1%	4.6%	32.1%
Unweighted Frequency	848	285	120	67	274	15	87
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BC United currently forms the Official Opposition in the BC Legislature. [3]

| | Total | Level of Political Knowledge | | | | | | |
		-3	-2	-1	0	1	2	3
True	62.5%	0%	0%	40.9%	30.6%	71.5%	80.3%	100%
False	23%	100%	80.6%	49.9%	26.3%	15%	0%	0%
Not Sure	14.6%	0%	19.4%	9.3%	43.1%	13.4%	19.7%	0%
Unweighted Frequency	848	25	20	166	126	266	82	163
Weighted Frequency	848	22	21	174	117	254	94	166

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The BC Conservative Party is a new political party in British Columbia that will run in its first election this October.[1]

		Gender		Age				Region		
	Total	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
True	31.7%	36.3%	27.3%	27%	23.3%	35.1%	41.2%	27.9%	31.3%	37%
False	55.8%	55.7%	56%	63.6%	64.1%	53.3%	42.1%	60%	55%	50.5%
Not Sure	12.5%	8.1%	16.7%	9.4%	12.6%	11.6%	16.7%	12.1%	13.7%	12.5%
Unweighted Frequency	848	512	336	126	178	201	343	432	148	268
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The BC Conservative Party is a new political party in British Columbia that will run in its first election this October.[2]

	Total	Provincial Vote Intention					
		NDP	**United**	**Green**	**Conservative**	**Other**	**UD**
True	31.7%	32.3%	31.8%	27.4%	34.3%	15.8%	26.3%
False	55.8%	58.1%	52.7%	58.2%	56.7%	76.5%	41.6%
Not Sure	12.5%	9.5%	15.4%	14.4%	9%	7.8%	32.1%
Unweighted Frequency	848	285	120	67	274	15	87
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The BC Conservative Party is a new political party in British Columbia that will run in its first election this October.[3]

| | Total | Level of Political Knowledge | | | | | | |
		−3	−2	−1	0	1	2	3
True	31.7%	100%	50.2%	63.8%	28.1%	35%	0%	2%
False	55.8%	0%	0%	32.4%	31.2%	58.1%	75%	98%
Not Sure	12.5%	0%	49.8%	3.8%	40.7%	7%	25%	0%
Unweighted Frequency	848	25	20	166	126	266	82	163
Weighted Frequency	848	22	21	174	117	254	94	166

Tables

Levels On The Knowledge Index [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Rest of BC
−3	2.6%	3.2%	2%	1.3%	2.6%	2.9%	3.6%	2.2%	3.6%	2.6%
−2	2.5%	1.9%	3.1%	2.1%	2.4%	3.4%	2.1%	2.8%	1.6%	2.5%
−1	20.5%	19.6%	21.4%	27.4%	15.2%	20.2%	18.7%	23.3%	13.4%	20%
0	13.8%	10.5%	17%	5.3%	15.5%	14.7%	20.7%	10.9%	13.5%	18%
1	29.9%	31.5%	28.4%	25.3%	29.3%	30.8%	34.6%	28%	31.6%	31.8%
2	11%	10.1%	12%	14%	14.5%	10%	5.6%	11.2%	10.5%	11.1%
3	19.6%	23.3%	16.1%	24.6%	20.5%	18.1%	14.7%	21.6%	25.8%	14.1%
Unweighted Frequency	848	512	336	126	178	201	343	432	148	268
Weighted Frequency	848	412	436	224	202	214	209	411	135	302

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Levels On The Knowledge Index [2]

	Total	Provincial Vote Intention					
		NDP	**United**	**Green**	**Conservative**	**Other**	**UD**
−3	2.6%	2.4%	0.7%	8.3%	2.8%	0%	0%
−2	2.5%	2.6%	4.5%	2.5%	2.2%	0%	1%
−1	20.5%	23.2%	14.2%	14.1%	22%	16.5%	20.5%
0	13.8%	10%	11.6%	8.7%	17%	22.1%	21.8%
1	29.9%	29.4%	39.4%	26.5%	28.3%	20.3%	30.5%
2	11%	8.7%	5.2%	17.5%	12.3%	0%	18.9%
3	19.6%	23.8%	24.3%	22.5%	15.3%	41.1%	7.3%
Unweighted Frequency	848	285	120	67	274	15	87
Weighted Frequency	848	282	104	70	299	16	78

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Levels On The Knowledge Index [3]

	Total	Level of Political Knowledge						
		-3	**-2**	**-1**	**0**	**1**	**2**	**3**
-3	2.6%	100%	0%	0%	0%	0%	0%	0%
-2	2.5%	0%	100%	0%	0%	0%	0%	0%
-1	20.5%	0%	0%	100%	0%	0%	0%	0%
0	13.8%	0%	0%	0%	100%	0%	0%	0%
1	29.9%	0%	0%	0%	0%	100%	0%	0%
2	11%	0%	0%	0%	0%	0%	100%	0%
3	19.6%	0%	0%	0%	0%	0%	0%	100%
Unweighted Frequency	848	25	20	166	126	266	82	163
Weighted Frequency	848	22	21	174	117	254	94	166

Pallas