



British Columbia Provincial Voting Intentions

2025-02-18

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

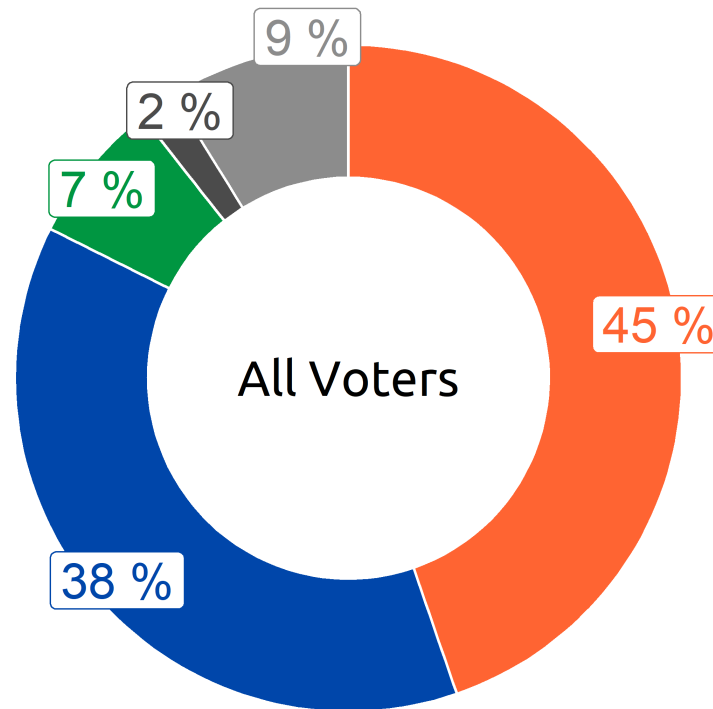
The analysis in this report is based on results of a survey conducted on February 15th, 2025 among a sample of 677 adults, 18 years of age or older, living in British Columbia and are eligible to vote in provincial elections. The survey was conducted using automated telephone interviews using Interactive 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 $\pm 3.8\%$, 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

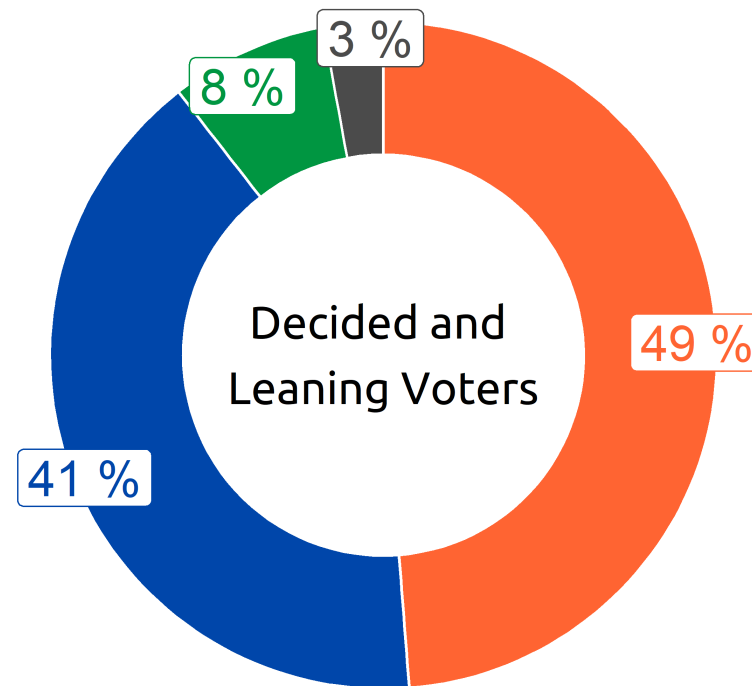
If a provincial election were held today, which party would you vote for?



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

Provincial Voting Intentions

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

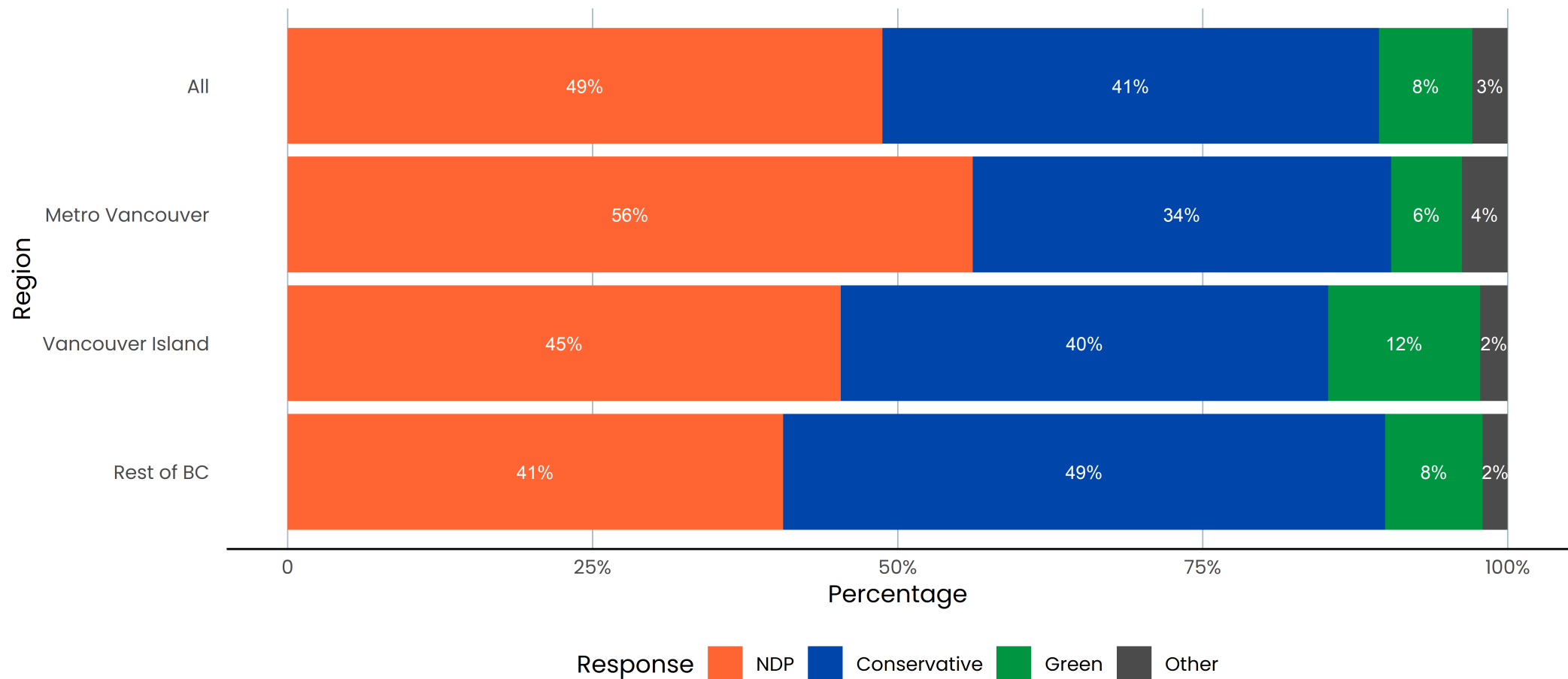


Response ■ NDP, Eby ■ Conservative, Rustad ■ Green, Valeriote ■ Another Party

Provincial Voting Intentions

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

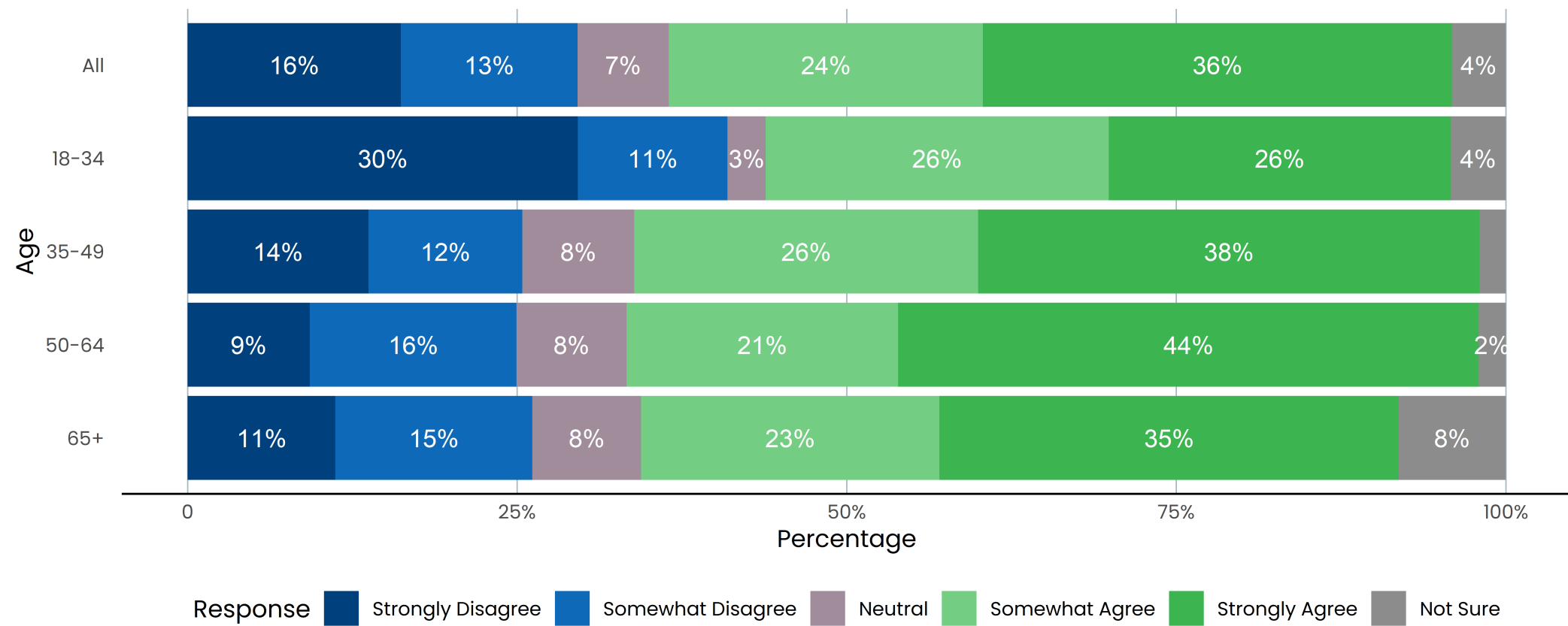
decided and leaning voters - broken out by region



The Tariff Threat

To what extent do you agree or disagree with the following statement; “The proposed U.S. tariffs pose a massive threat to the British Columbia economy and could put the province into recession.”

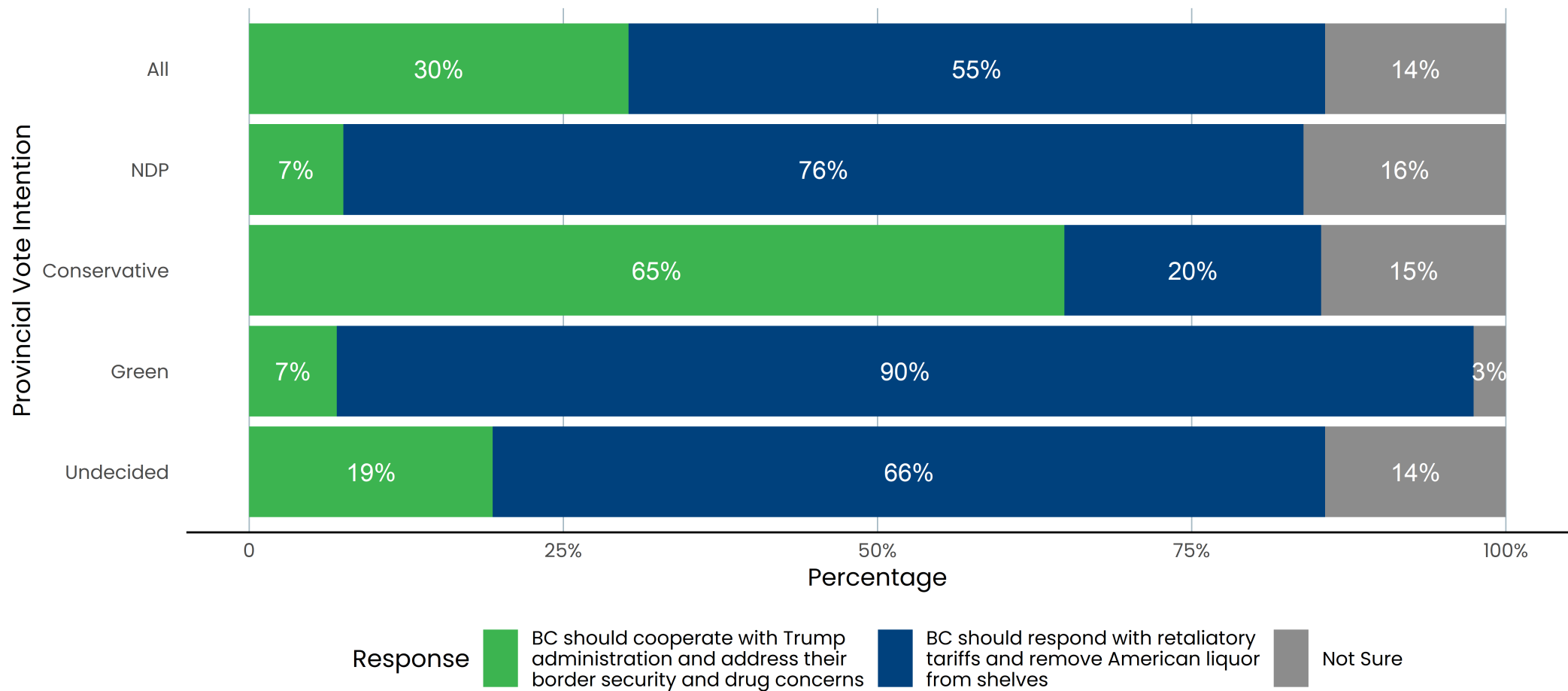
broken out by age



Preferred Tariff Response

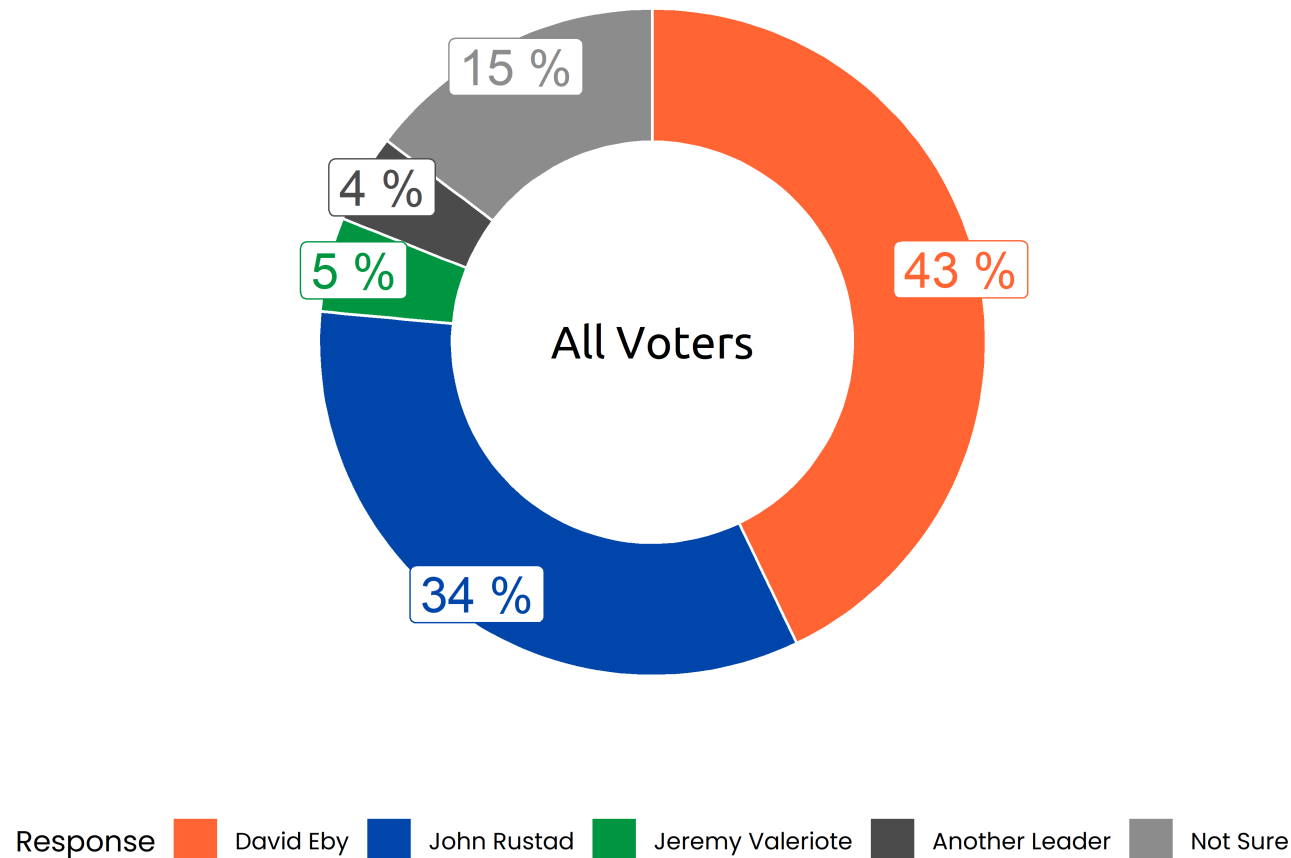
Which response to the U.S. tariffs is the best approach for British Columbia?

broken out by provincial party vote intention



Eby Most Trusted To Respond To Tariffs

Which party leader do you trust most to respond to the U.S. tariffs?



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	44.7%	36.1%	52.9%	47.8%	35.6%	45.8%	49.1%	52.4%	39.4%	36.7%
Conservative, Rustad	37.6%	48.2%	27.6%	38.4%	46%	36.3%	30.1%	30.4%	37.6%	47.5%
Green, Valeriot	7%	4.5%	9.3%	7.4%	6.2%	6%	8.2%	5.2%	11.7%	7.3%
Another Party	1.8%	2.4%	1.3%	2.5%	0%	2.8%	1.7%	2.2%	1.6%	1.3%
Undecided	8.8%	8.8%	8.9%	3.8%	12.1%	9.1%	10.8%	9.8%	9.6%	7.2%
Unweighted Frequency	677	356	321	98	92	161	326	231	89	357
Weighted Frequency	677	329	348	179	161	170	167	328	108	241

Tables

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

	Total	Provincial Vote Intention				
		NDP	Conservative	Green	Other	UD
NDP, Eby	44.7%	100%	0%	0%	0%	0%
Conservative, Rustad	37.6%	0%	100%	0%	0%	0%
Green, Valerioté	7%	0%	0%	100%	0%	0%
Another Party	1.8%	0%	0%	0%	100%	0%
Undecided	8.8%	0%	0%	0%	0%	100%
Unweighted Frequency	677	297	258	46	12	64
Weighted Frequency	677	303	255	47	12	60

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	46.7%	37.6%	55.4%	49.4%	38.7%	47.6%	50.5%	53%	42.7%	40%
Conservative, Rustad	39%	50.5%	28.1%	38.4%	48.7%	37.4%	31.8%	32.4%	37.6%	48.6%
Green, Valeriote	7.3%	4.7%	9.8%	7.4%	6.2%	6.9%	8.7%	5.5%	11.7%	7.9%
Another Party	2.8%	4.1%	1.5%	2.5%	2.7%	3.2%	2.6%	3.5%	2.1%	2%
Undecided	4.2%	3.1%	5.3%	2.2%	3.6%	4.9%	6.4%	5.7%	5.9%	1.5%
Unweighted Frequency	677	356	321	98	92	161	326	231	89	357
Weighted Frequency	677	329	348	179	161	170	167	328	108	241

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	Conservative	Green	Other	UD
NDP, Eby	46.7%	100%	0%	0%	0%	22.4%
Conservative, Rustad	39%	0%	100%	0%	0%	15.1%
Green, Valerioté	7.3%	0%	0%	100%	0%	3.8%
Another Party	2.8%	0%	0%	0%	100%	11%
Undecided	4.2%	0%	0%	0%	0%	47.7%
Unweighted Frequency	677	297	258	46	12	64
Weighted Frequency	677	303	255	47	12	60

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	48.8%	38.8%	58.4%	50.5%	40.2%	50.1%	54%	56.2%	45.3%	40.6%
Conservative, Rustad	40.7%	52.1%	29.7%	39.3%	50.5%	39.3%	34%	34.3%	39.9%	49.4%
Green, Valeriote	7.6%	4.9%	10.3%	7.6%	6.5%	7.2%	9.3%	5.8%	12.4%	8%
Another Party	2.9%	4.2%	1.6%	2.6%	2.8%	3.4%	2.8%	3.7%	2.3%	2%
Unweighted Frequency	648	343	305	96	90	155	307	217	83	348
Weighted Frequency	648	319	329	175	155	162	156	309	101	238

Tables

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

		Provincial Vote Intention				
	Total	NDP	Conservative	Green	Other	UD
NDP, Eby	48.8%	100%	0%	0%	0%	42.7%
Conservative, Rustad	40.7%	0%	100%	0%	0%	29%
Green, Valerioté	7.6%	0%	0%	100%	0%	7.2%
Another Party	2.9%	0%	0%	0%	100%	21.1%
Unweighted Frequency	648	297	258	46	12	35
Weighted Frequency	648	303	255	47	12	31

Tables

To what extent do you agree or disagree with the following statement; “The proposed U.S. tariffs pose a massive threat to the British Columbia economy and could put the province into recession.” [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Metro Vancouver	Vancouver Island	Rest of BC
Strongly Disagree	16.2%	16.3%	16.1%	29.6%	13.7%	9.3%	11.2%	16.3%	19.9%	14.4%
Somewhat Disagree	13.4%	16.6%	10.4%	11.4%	11.7%	15.7%	14.9%	15.2%	10.8%	12.2%
Neutral	6.9%	7.9%	6%	2.9%	8.5%	8.3%	8.2%	5.5%	6.6%	9%
Somewhat Agree	23.8%	22.3%	25.3%	26%	26.1%	20.6%	22.6%	22.4%	30.5%	22.8%
Strongly Agree	35.6%	33.2%	37.8%	25.9%	38%	44.1%	34.8%	37.6%	26.9%	36.7%
Not Sure	4.1%	3.8%	4.3%	4.2%	2%	2%	8.1%	3.1%	5.2%	5%
Unweighted Frequency	677	356	321	98	92	161	326	231	89	357
Weighted Frequency	677	329	348	179	161	170	167	328	108	241

Tables

To what extent do you agree or disagree with the following statement; “The proposed U.S. tariffs pose a massive threat to the British Columbia economy and could put the province into recession.” [2]

	Provincial Vote Intention					
	Total	NDP	Conservative	Green	Other	UD
Strongly Disagree	16.2%	15.6%	18.2%	7%	55.3%	10.2%
Somewhat Disagree	13.4%	7.8%	20.4%	12%	0%	15.7%
Neutral	6.9%	4.1%	10.8%	7.4%	10.2%	3.6%
Somewhat Agree	23.8%	27.8%	21.7%	29.6%	3.3%	12.6%
Strongly Agree	35.6%	41.5%	25.2%	39.2%	31.2%	48%
Not Sure	4.1%	3.3%	3.7%	4.8%	0%	9.9%
Unweighted Frequency	677	297	258	46	12	64
Weighted Frequency	677	303	255	47	12	60

Tables

Which response to the U.S. tariffs is the best approach for British Columbia? [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Metro Vancouver	Vancouver Island	Rest of BC
BC should cooperate with Trump administration and address their border security and drug concerns	30.2%	39.4%	21.4%	31.7%	38.1%	31.3%	19.8%	26.8%	30.8%	34.6%
BC should respond with retaliatory tariffs and remove American liquor from shelves	55.4%	47.9%	62.6%	44.8%	56.2%	54.3%	67.3%	58.6%	51.2%	53.1%
Not Sure	14.4%	12.7%	16%	23.5%	5.7%	14.4%	12.9%	14.7%	18%	12.4%
Unweighted Frequency	677	356	321	98	92	161	326	231	89	357
Weighted Frequency	677	329	348	179	161	170	167	328	108	241

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Which response to the U.S. tariffs is the best approach for British Columbia? [2]

		Provincial Vote Intention				
	Total	NDP	Conservative	Green	Other	UD
BC should cooperate with Trump administration and address their border security and drug concerns	30.2%	7.5%	64.9%	7%	11.2%	19.4%
BC should respond with retaliatory tariffs and remove American liquor from shelves	55.4%	76.4%	20.4%	90.4%	78.6%	66.2%
Not Sure	14.4%	16.1%	14.7%	2.6%	10.2%	14.4%
Unweighted Frequency	677	297	258	46	12	64
Weighted Frequency	677	303	255	47	12	60

Tables

Which party leader do you trust most to respond to the U.S. tariffs? [1]

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Metro Vancouver	Vancouver Island	Rest of BC
David Eby	42.9%	39%	46.6%	34.8%	34.9%	49.9%	52.1%	48.5%	34.8%	38.8%
John Rustad	33.6%	42.5%	25.2%	38.9%	42.9%	29.5%	23%	29.3%	32.4%	40%
Jeremy Valeriote	4.6%	1.3%	7.7%	10.7%	4%	1.4%	1.7%	1.9%	13.6%	4.1%
Another Leader	4.3%	5.2%	3.4%	1.2%	6.6%	5.2%	4.4%	2.4%	5.9%	6.1%
Not Sure	14.7%	12%	17.2%	14.4%	11.5%	14%	18.7%	17.8%	13.4%	11%
Unweighted Frequency	677	356	321	98	92	161	326	231	89	357
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Which party leader do you trust most to respond to the U.S. tariffs? [2]

		Provincial Vote Intention				
	Total	NDP	Conservative	Green	Other	UD
David Eby	42.9%	84.8%	1.6%	36.3%	6.7%	19.4%
John Rustad	33.6%	3%	81.8%	1.8%	37.4%	7.5%
Jeremy Valeriote	4.6%	1.7%	2%	43.7%	0%	0%
Another Leader	4.3%	0.4%	4.4%	4.7%	42.4%	15.4%
Not Sure	14.7%	10.2%	10.2%	13.6%	13.5%	57.7%
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