



Canada This Month

BC Election Outlook

Public Opinion Research
Release Date: September 28, 2026
Field Dates: September 25 to September 28, 2026

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Study Overview



Building on previous waves of *Canada This Month*, this report tracks political attitudes in British Columbia following the call for the October 24 provincial election. It covers:

- **Provincial vote intention and trends, including differences by region, age and value cluster**
- **Views on whether it is time for a change in government**
- **Perceptions of the BC Conservatives' readiness to govern**
- **Which parties are seen as the best able to handle key issues**
- **Leader attributes, favourability, and preferred premier**
- **The reported effect of the snap election call**

Key Findings

- 1 The race is close:** NDP 34%, Conservatives 32% in combined vote, and 41% to 39% among decided voters. The NDP hold a strong lead in the Lower Mainland.
- 2 Change sentiment just below levels seen in Christy Clark defeat.** 57% say it is time for a change, but 37% say the NDP remains the best party to form government. The election will likely be determined by the 11% of voters who are Time for a Change New Democrats
- 3 Conservative readiness is a major hurdle:** 52% agree that party turmoil means the Conservatives are unable to run government, including 42% of unaligned and 22% of Conservative identifiers.
- 4 The parties have distinct issue strengths:** Conservatives lead on crime and cost of living; the NDP leads on health care, housing, Indigenous issues, and standing up to Trump; the Greens lead decisively on the environment.
- 5 The election call draws more negative than positive reported reactions for the NDP:** 21% say it makes them less likely to vote NDP. The big impact from the early call is in Eby's image which has flipped from +6 to -8.

Segments

Key Segmentation: We use attitudinal clusters to explore opinions within groups that share common motivations

BC Party ID

We group Canadians into six “9” based on their self-identifying with one of the following:

1. **BC Conservative** (30%)
2. **NDP** (28%)
3. **Green** (7%)
4. **Other** (8%)
5. **Unaligned** (20%)
6. **Don't know** (7)

Political Value Clusters

We group Canadians into six “values” clusters based on 4 key political values:

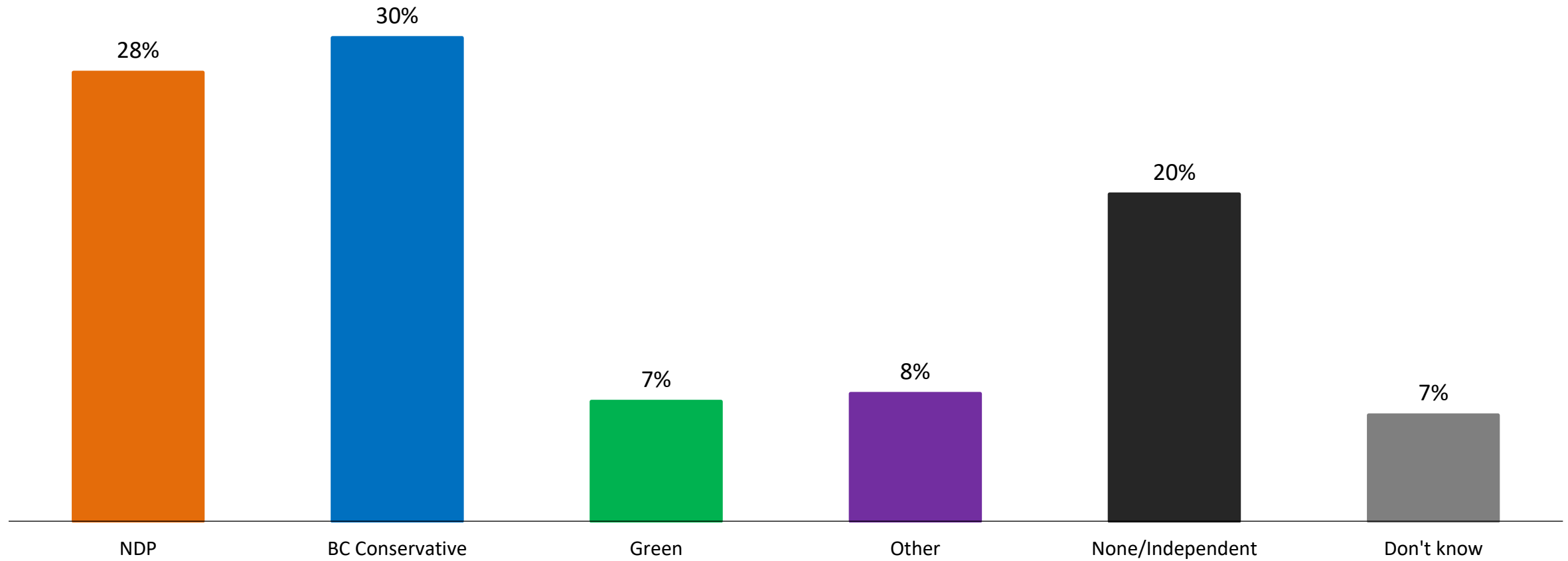
1. **Populist Conservatives** (12%) - Believe government should listen to common sense, not experts, and trust the profit system.
2. **Deferential Conservatives** (11%) - Support government decisions based on affordability and trust expert guidance over public opinion.
3. **Business Liberals** (23%) - Champion equal opportunity and public need, favouring expertise in policy decisions.
4. **Left Liberals** (14%) - Balance equal opportunity with wealth redistribution while respecting both experts and common sense.
5. **Core Left** (18%) - Believe the profit system brings out the worst in people and government should redistribute wealth
6. **Pay-as-you-go Moderates** (21%) - Want government spending based on affordability but support creating equal opportunity.

Provincial Party ID: 30% of British Columbians think of themselves as Conservative, and 28% are NDP, and 20% as None/Independent



Thinking about politics in [PROV], generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=500]

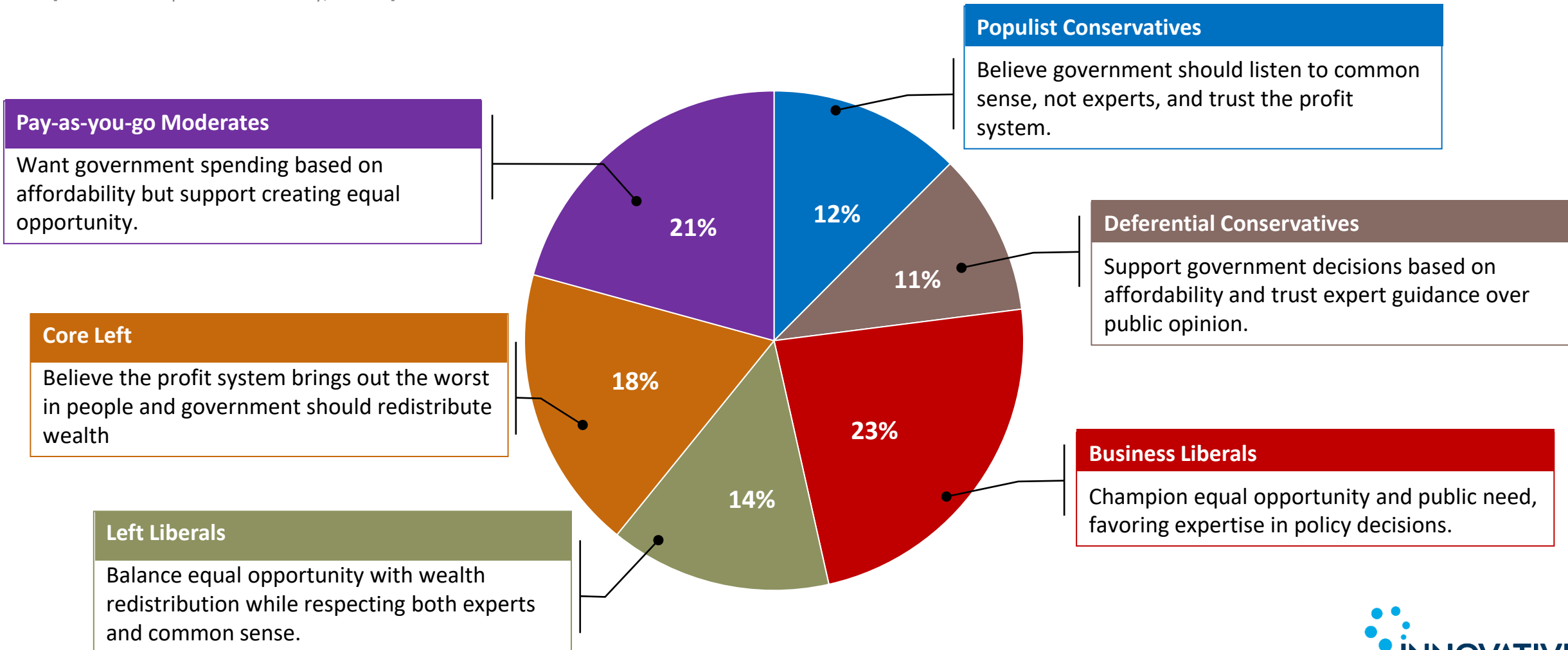


Value clusters: Nearly 1-in-4 Canadians are Business Liberals, while 1-in-5 are Pay-as-you-go Moderates



Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents nationally; n=2000]



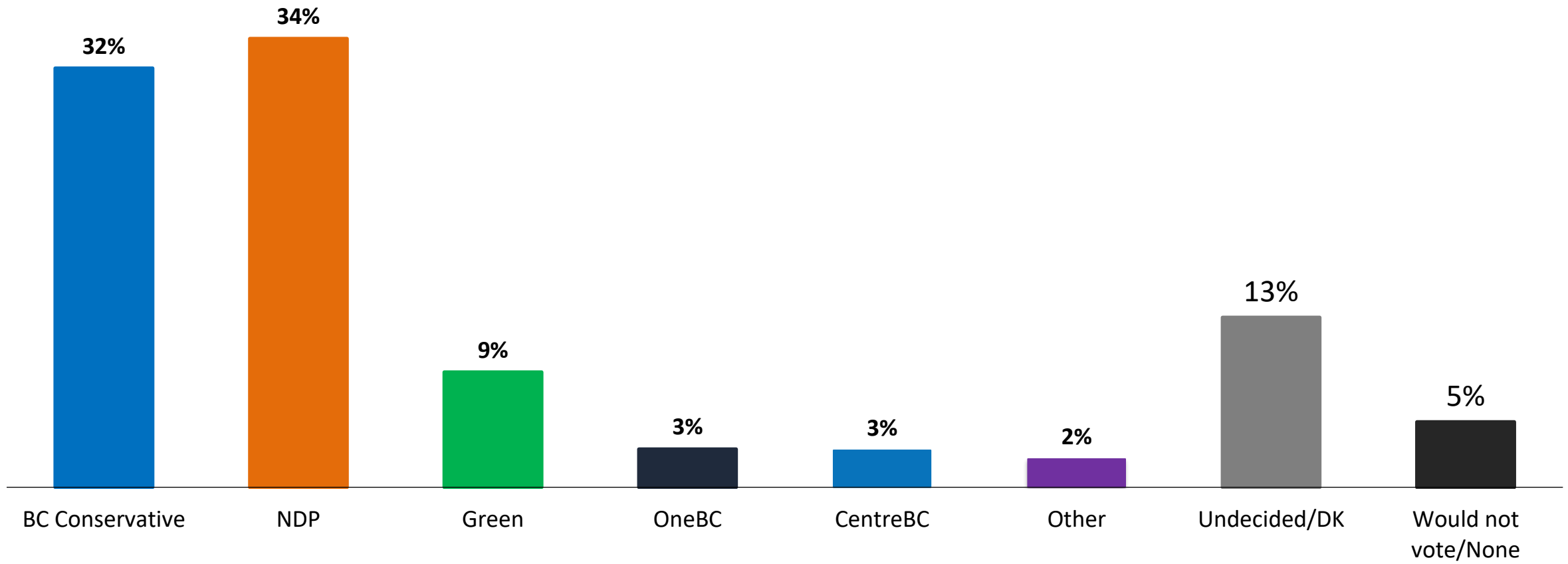
Provincial Vote

Provincial Combined Vote: The NDP (34%) and BC Conservatives (32%) are close in the combined vote; 13% remain undecided



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=500]



Provincial Vote Tracking: NDP at 34% and Conservatives at 32%, following a period in which the two parties have been close



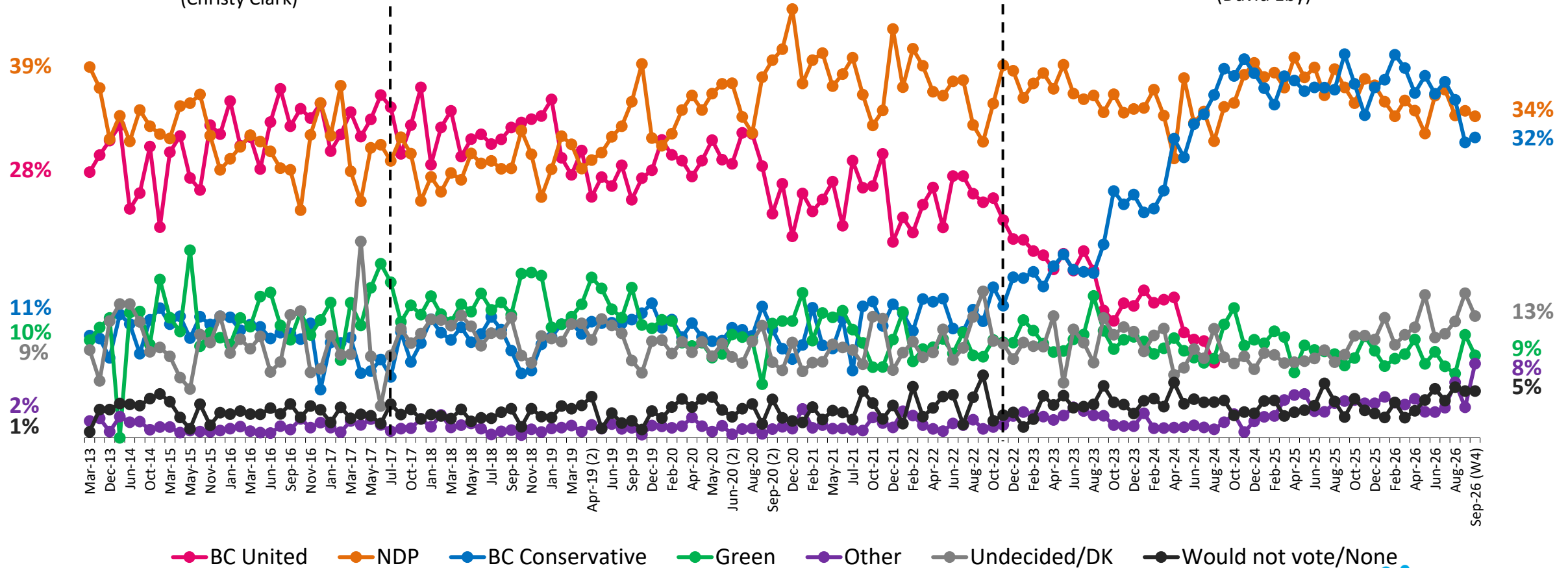
If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]

[asked of all respondents; n=500]

Liberal Government
(Christy Clark)

NDP Government
(John Horgan)

NDP Government
(David Eby)



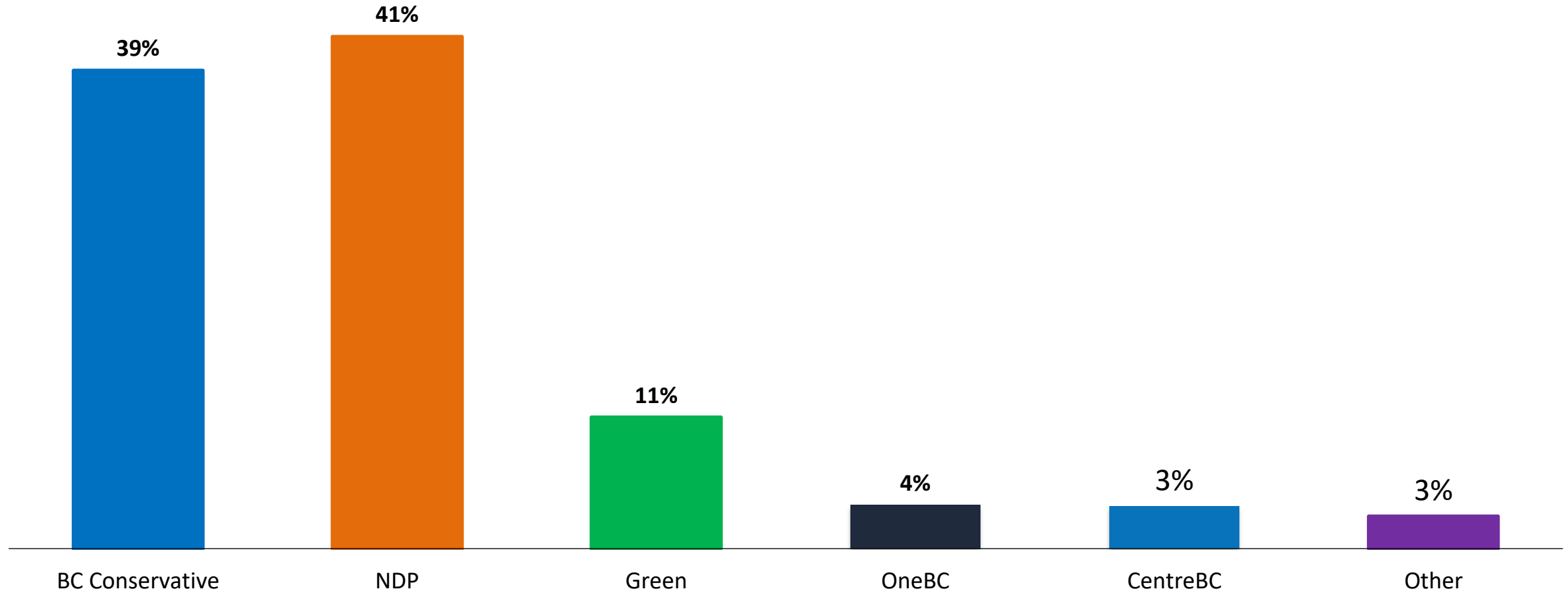
Provincial Decided Vote: Among decided voters, NDP leads

Conservatives 41% to 39%; the Greens and other parties each have 10%



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[decided voters only; n=411]

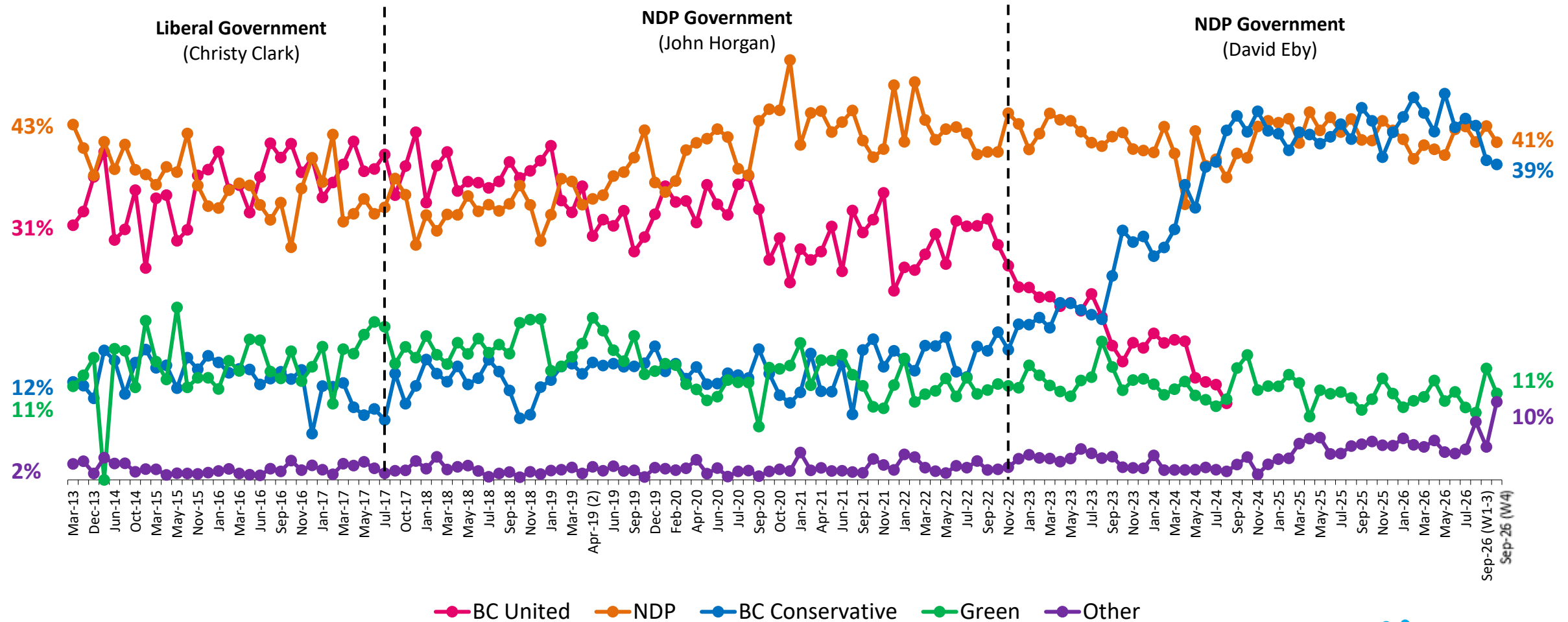


Provincial Decided Vote Tracking: NDP's three-point decided-vote lead follows several close readings between the two major parties



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[only decided voters; n=412]



Note: OneBC (n=15) and CentreBC (n=14) are included in 'Other' due to small sample size

Current data: September 2026

Combined Vote by Region: NDP leads in Lower Mainland and Fraser Valley (38%-30%), Conservatives lead in Interior and North (38%-26%)

Combined vote by Region

Region

Combined Vote

	Lower Mainland and Fraser Valley	Vancouver Island and Sunshine Coast	Interior and North
	(n=297)	(n=93)	(n=110)
BC Conservative	30%	29%	38%
NDP	38%	30%	26%
Green	8%	10%	10%
Other	8%	9%	7%
Undecided/DK	12%	13%	14%
Would not vote/None	3%	9%	6%

Note: OneBC (n=15) and CentreBC (n=14) are included in 'Other' due to small sample size

Note: Current data: September (W4) 2026

Combined Vote by Age: NDP leads ages 18-34; while BC Conservatives hold a narrow edge among ages 35-54, 55+ are leaning NDP

Combined vote by Age

Combined Vote	Age		
	18-34	35-54	55+
	(n=134)	(n=160)	(n=207)
BC Conservative	31%	32%	32%
NDP	37%	29%	36%
Green	13%	8%	7%
Other	2%	12%	8%
Undecided/DK	8%	15%	14%
Would not vote/None	9%	4%	3%

Note: OneBC (n=15) and CentreBC (n=14) are included in 'Other' due to small sample size

Note: Current data: September (W4) 2026

Combined Vote by Value Cluster: Business Pay-as-you-go Moderates are statistically split between Conservatives and NDP

		Value Clusters					
		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
		(n=64)	(n=53)	(n=117)	(n=72)	(n=92)	(n=104)
Combined Vote	BC Conservative	59%	45%	38%	22%	10%	27%
	NDP	12%	23%	29%	55%	53%	26%
	Green	5%	4%	12%	6%	17%	5%
	Other	15%	11%	9%	4%	1%	9%
	Undecided/DK	8%	13%	12%	12%	16%	15%
	Would not vote/None	2%	4%	0%	1%	3%	17%

Note: OneBC (n=15) and CentreBC (n=14) are included in 'Other' due to small sample size

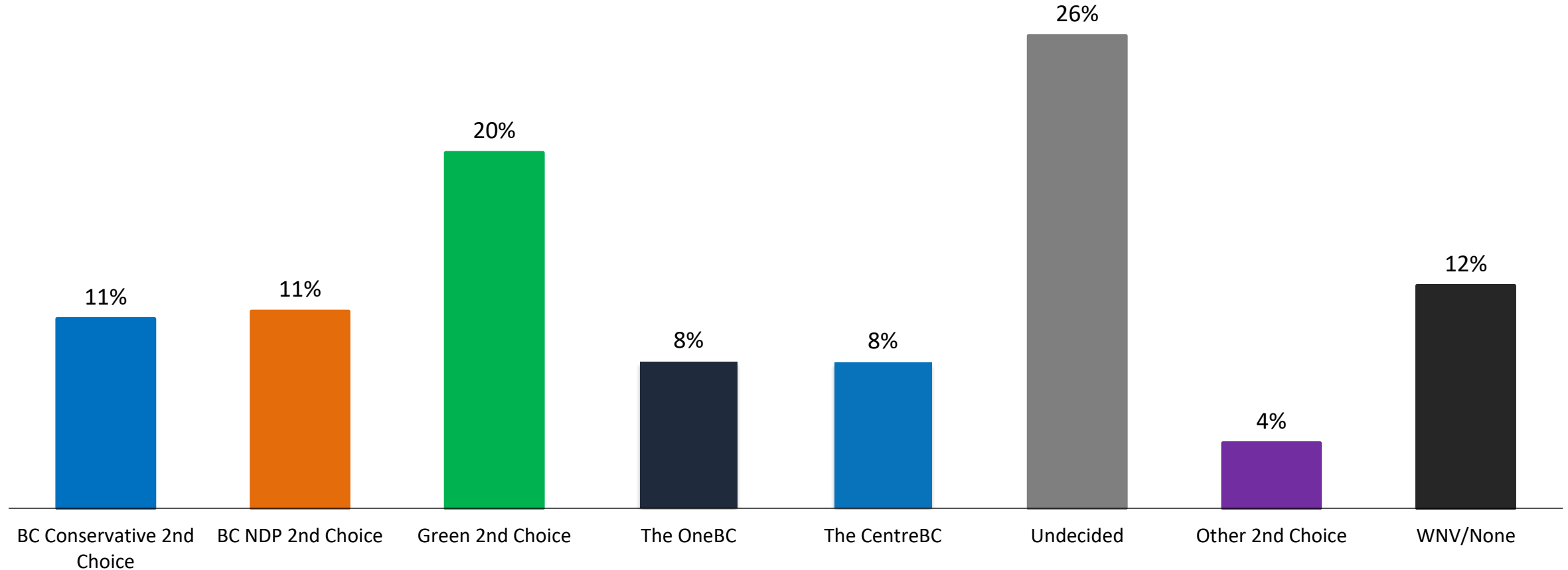
Note: Current data: September (W4) 2026

Provincial 2nd Choice: 1-in-4 decided voters are undecided about a potential second choice option; 20% would choose the Green Party



And which party would be your second choice?

[only decided voters; n=412]



Provincial 2nd Choice: NDP and Greens select each other as 2nd choice while Others prefer BC Conservatives

And which party would be your second choice? BY First Choice

		First Choice			
		BC Conservative 1st Choice	NDP 1st Choice	Green 1st Choice*	Other 1st choice*
		(n=139)	(n=146)	(n=35)	(n=28)
Second Choice	BC Conservative 2nd Choice		12%	13%	36%
	BC NDP 2nd Choice	15%		45%	5%
	Green 2nd Choice	11%	38%		17%
	OneBC	18%	3%	5%	
	CentreBC	14%	5%	5%	9%
	Undecided	25%	25%	14%	5%
	Other 2nd Choice	1%	4%	10%	18%
	WNV/None	16%	14%	7%	9%

Note; *Green 1st Choice and Other 1st choice with small sample size, results should be treated cautiously
Current data: September (W4) 2026

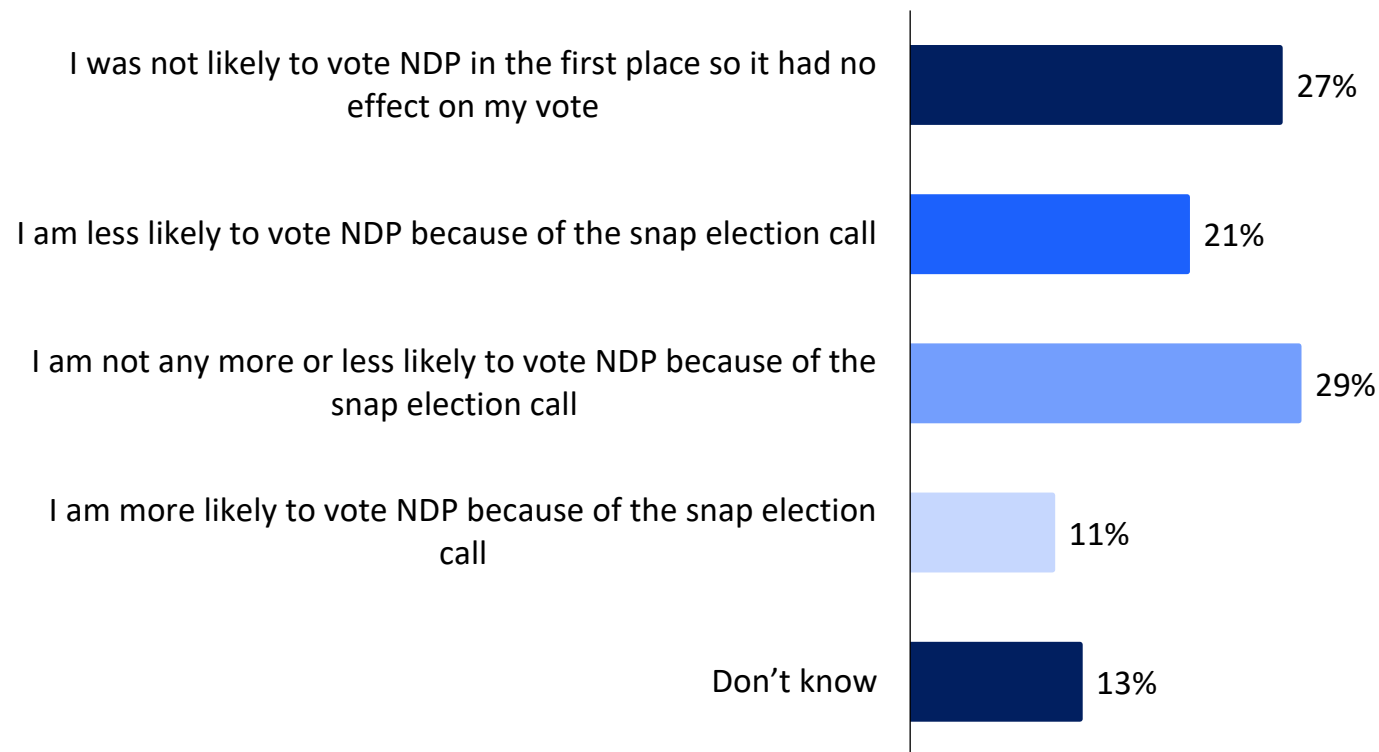
Snap Election Call

Snap Election Call: 21% are less likely to vote NDP because of the snap election call vs 11% who are more likely; 29% report no change



As you may be aware, Premier David Eby has called a snap election here in BC for October 24th. Which of the following statements best reflects the impact of that call on your likelihood to vote for David Eby and the NDP?

[asked of all respondents; n=500]



Snap Election Call by Party ID: 14% of NDP, 24% of Conservatives, 25% of Green/Other, and 21% of Unaligned are less likely to vote NDP now

		Pary ID			
Election Call		NDP	BC Conservatives	Green/Other*	Unaligned
		(n=139)	(n=150)	(n=77)	(n=134)
	I was not likely to vote NDP in the first place so it had no effect on my vote	1%	55%	36%	19%
	I am less likely to vote NDP because of the snap election call	14%	24%	25%	21%
	I am not any more or less likely to vote NDP because of the snap election call	50%	16%	26%	23%
	I am more likely to vote NDP because of the snap election call	27%	4%	5%	3%
	Don't know	8%	1%	8%	34%

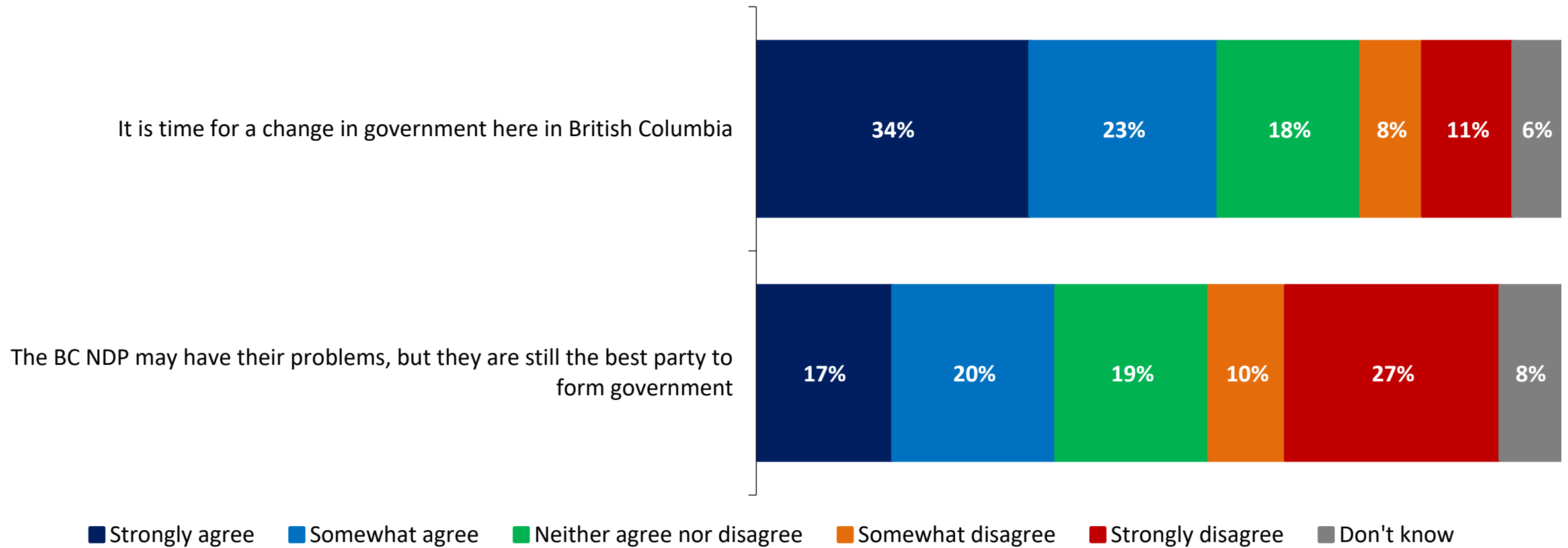
Note: Current data: September 2026



Time for Change

Time for Change Attitudes: A majority agree it is time for a change in government (57%), while 37% agree NDP is still the best party to govern

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=500]

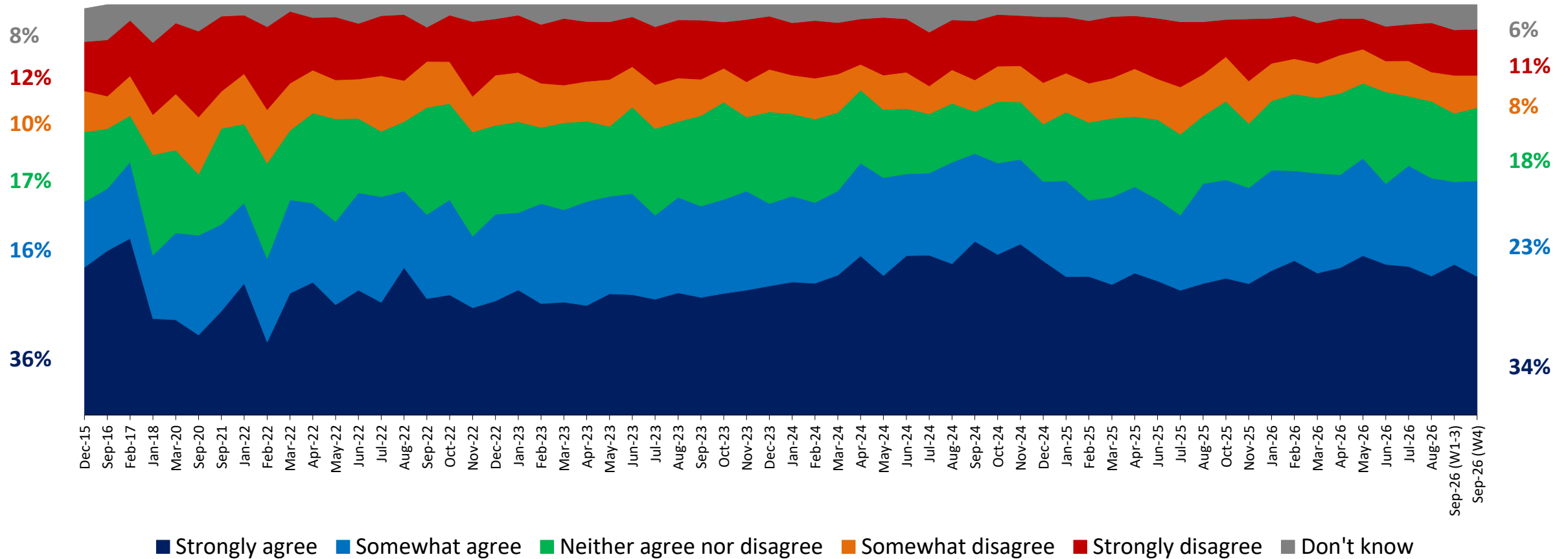


BC Time for Change Tracking: Agreement on 'time for change' is at 57% and has fluctuated between 56% and 63% in 2026.



Do you agree or disagree with the following statements? - It is time for a change in government here in British Columbia.

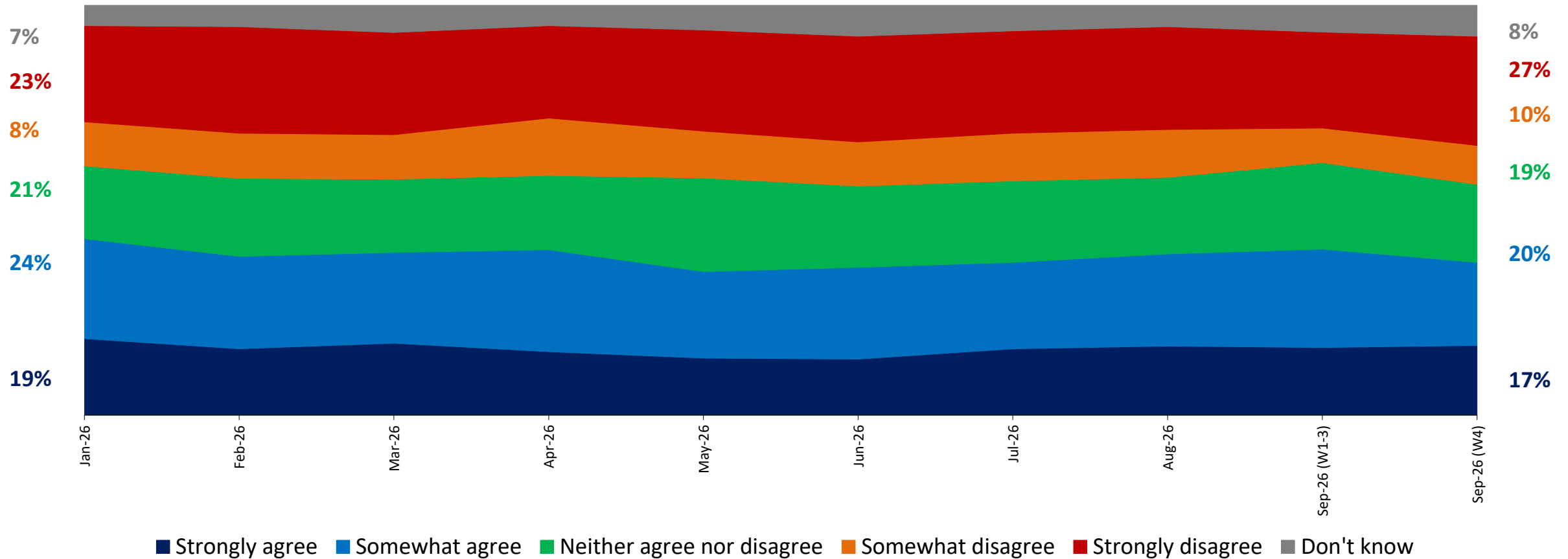
[asked of all respondents; n=500]



NDP Still Best to Govern: After a dip in May (Net -1), net agreement was up (+9pts) in the first half of September, now down to +1



Do you agree or disagree with the following statements? - The British Columbia NDP government may have their problems but they are still the best party to form government [asked of all respondents; n=500]

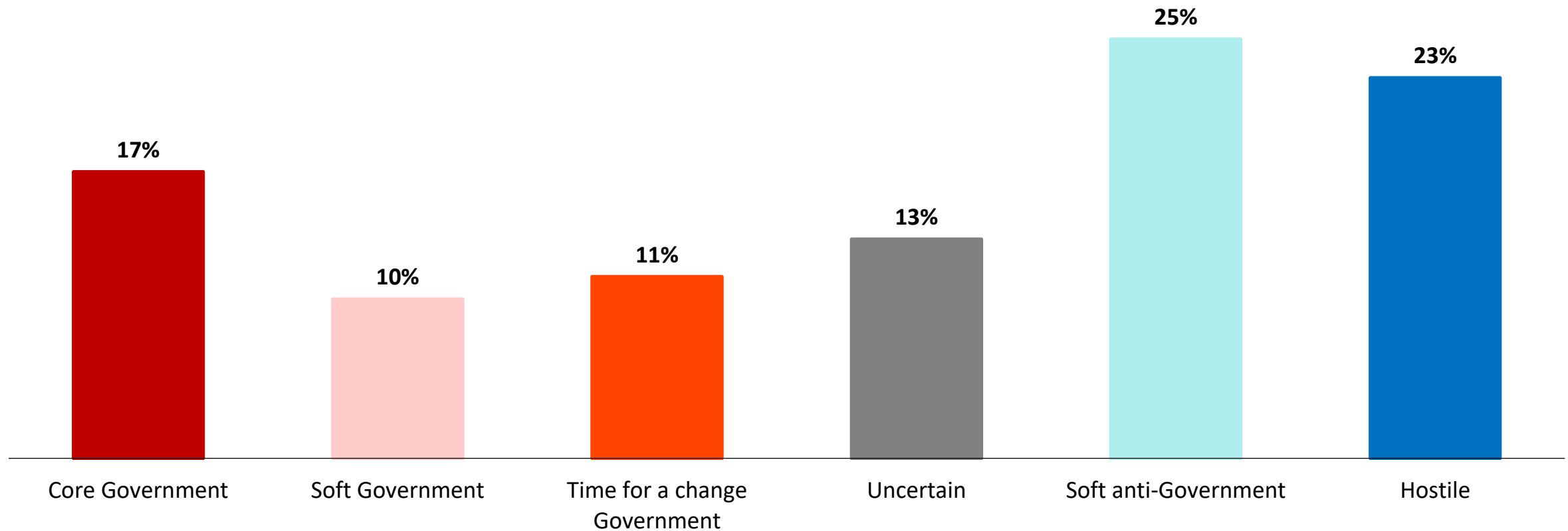


Time for Change Segmentation: Two most negative government segments account for 48%; 27% are in the core or soft gov't segments



Time for Change segmentation: Agree with 'The BC NDP may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in BC'.

[asked of all respondents; n=500]



Combined Vote by Time for Change: Con's dominate Hostile (72%), draw 39% of Soft anti-Government, NDP retains 48% of "Time for a change"

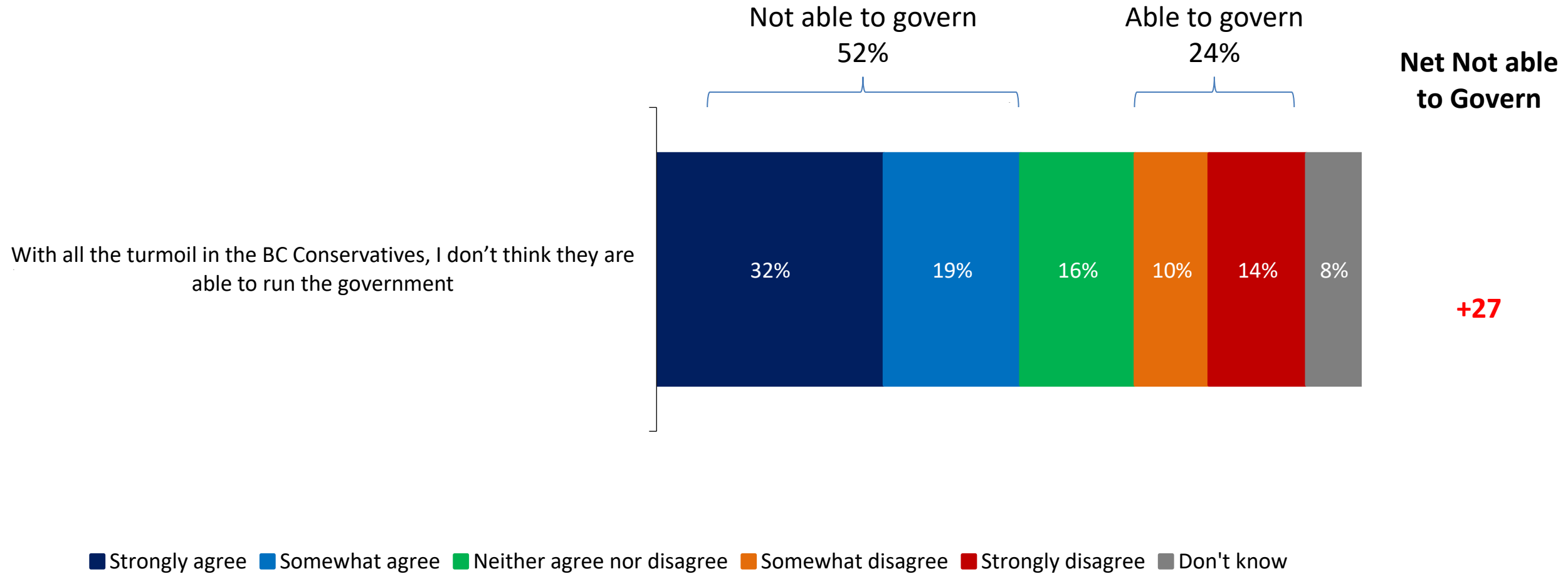
Combined Vote	Time for Change					
	Core Government	Soft Government	Time for a change Government	Uncertain	Soft anti-Government	Hostile
	(n=87)	(n=48)	(n=55)	(n=67)	(n=127)	(n=111)
BC Conservative	3%	6%	23%	11%	39%	72%
NDP	92%	61%	48%	21%	16%	0%
Green	4%	23%	17%	8%	7%	4%
Other	0%	3%	4%	9%	11%	13%
Undecided/DK	1%	3%	8%	33%	20%	9%
Would not vote/None	0%	4%	0%	17%	8%	1%

Note: Current data: September (W4) 2026

Conservative's Readiness to Govern

Conservative's Readiness to Govern: 52% agree that turmoil leaves the Conservatives unable to run government, while 24% disagree (net +28)

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=500]



Readiness to Govern by Party ID: Concern extends beyond NDP identifiers: 42% of unaligned respondents and 22% of Con's agree



Do you agree or disagree with the following statements? -

[asked of all respondents; n=500]

Party ID

	NDP	BC Conservatives	Green/Other*	Unaligned
	(n=139)	(n=150)	(n=77)	(n=134)
Strongly agree	61%	3%	50%	25%
Somewhat agree	21%	19%	20%	17%
Neither agree nor disagree	6%	19%	13%	25%
Somewhat disagree	6%	22%	6%	5%
Strongly disagree	5%	33%	4%	7%
Don't know	1%	3%	7%	21%
Agree	82%	22%	70%	42%
Disagree	10%	56%	10%	12%
NET	72%	-33%	61%	30%

With all the turmoil in the BC Conservatives, I don't think they are able to run the government

*Other includes OneBC (n=14) and CentreBC (n=7)

Note: Current data: September (W4) 2026

Party Attributes

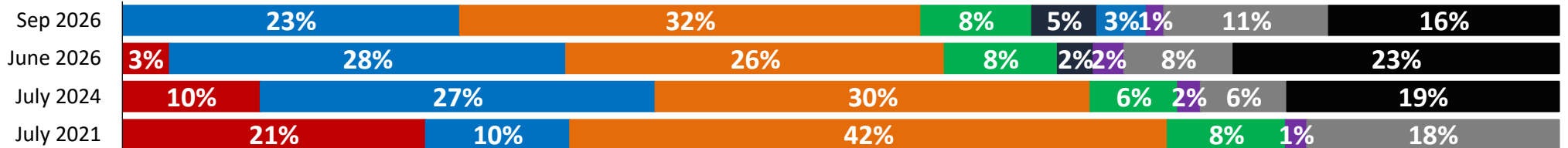
Party Attributes: NDP increases lead over Conservatives on health care, housing and Indigenous issues; Greens lead all parties on environment



For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=500]

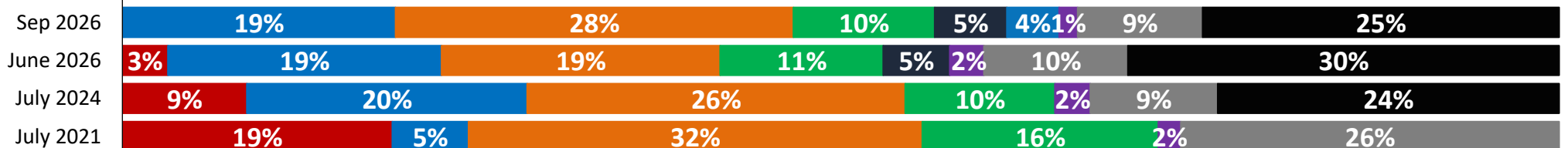
Healthcare



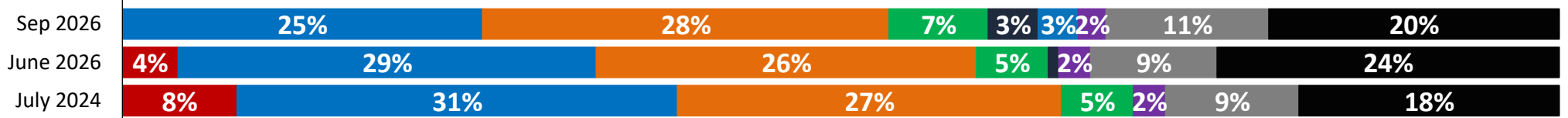
The environment



Indigenous issues



Housing



■ The BC United/BC Liberal Party

■ The BC Green Party

■ Another party

■ The BC Conservative Party

■ The OneBC Party

■ None

■ The BC New Democratic Party

■ The CentreBC

■ Don't know

NOTE: In July 2021, 'Don't know' was not provided as an option. 'Housing' was not asked in July 2021.

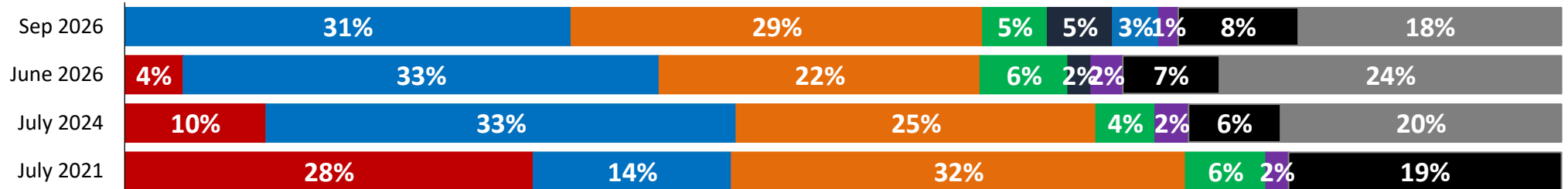
Party Attributes | Tracking: Conservatives lead on crime and cost of living, parties are close on jobs; NDP leads on standing up to Trump



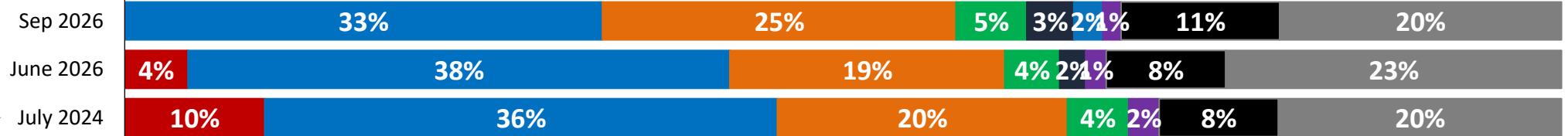
For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=500]

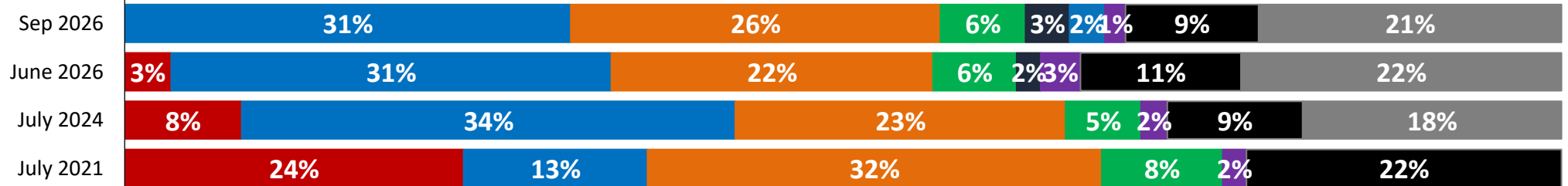
Jobs



Crime



The cost of living



Standing up to Donald Trump



■ The BC United/BC Liberal Party
 ■ The BC Conservative Party
 ■ The BC New Democratic Party
 ■ The BC Green Party
 ■ The OneBC Party
 ■ Don't know
 ■ The CentreBC
 ■ Another party
 ■ None

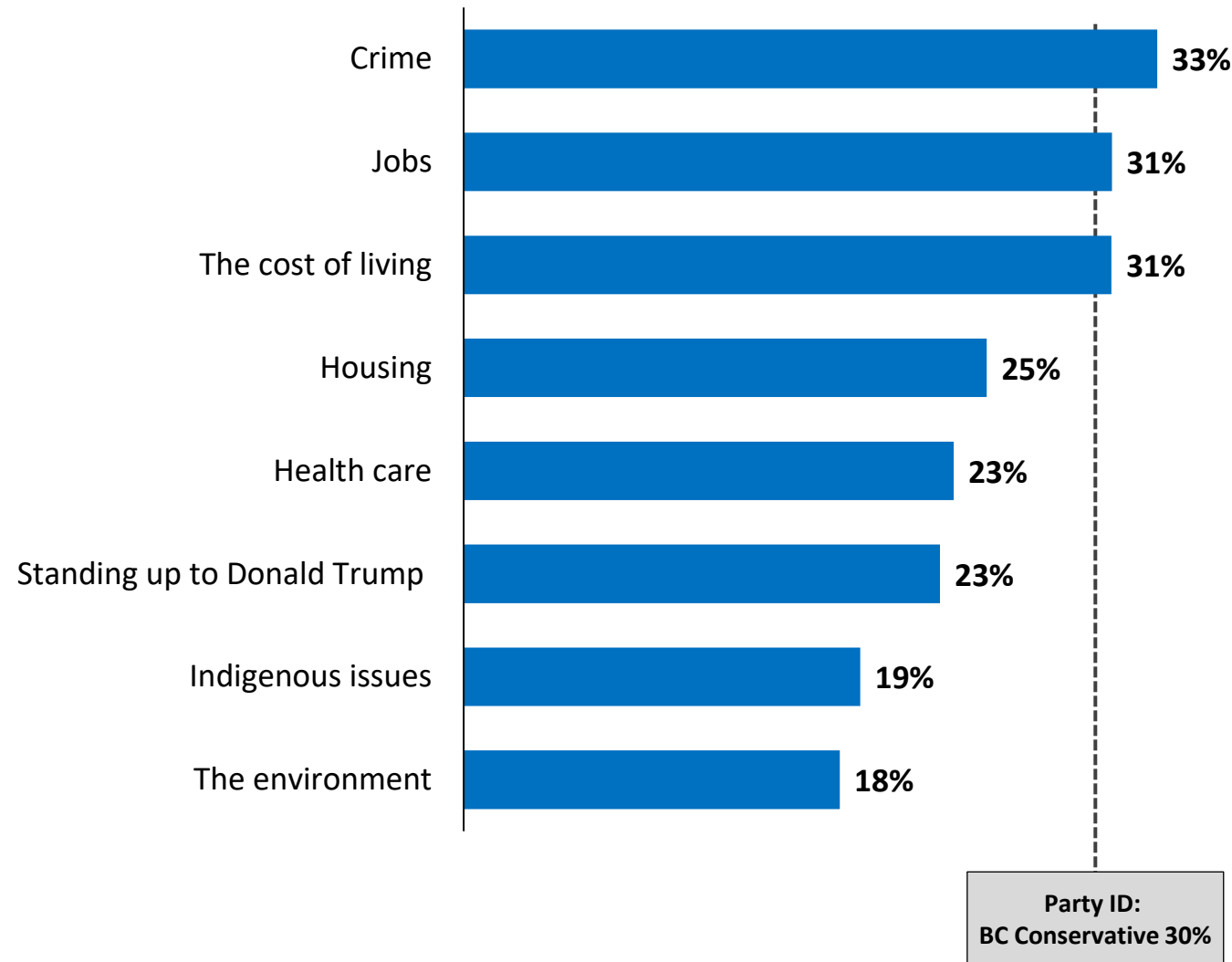
NOTE: In July 2021, 'Don't know' was not provided as an option. 'Crime' and 'housing' were not asked in July 2021.

BC Conservative Attributes: Crime is the Conservatives' strongest issue at 33%, followed by jobs and cost of living at 31% each

Q

For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=500]

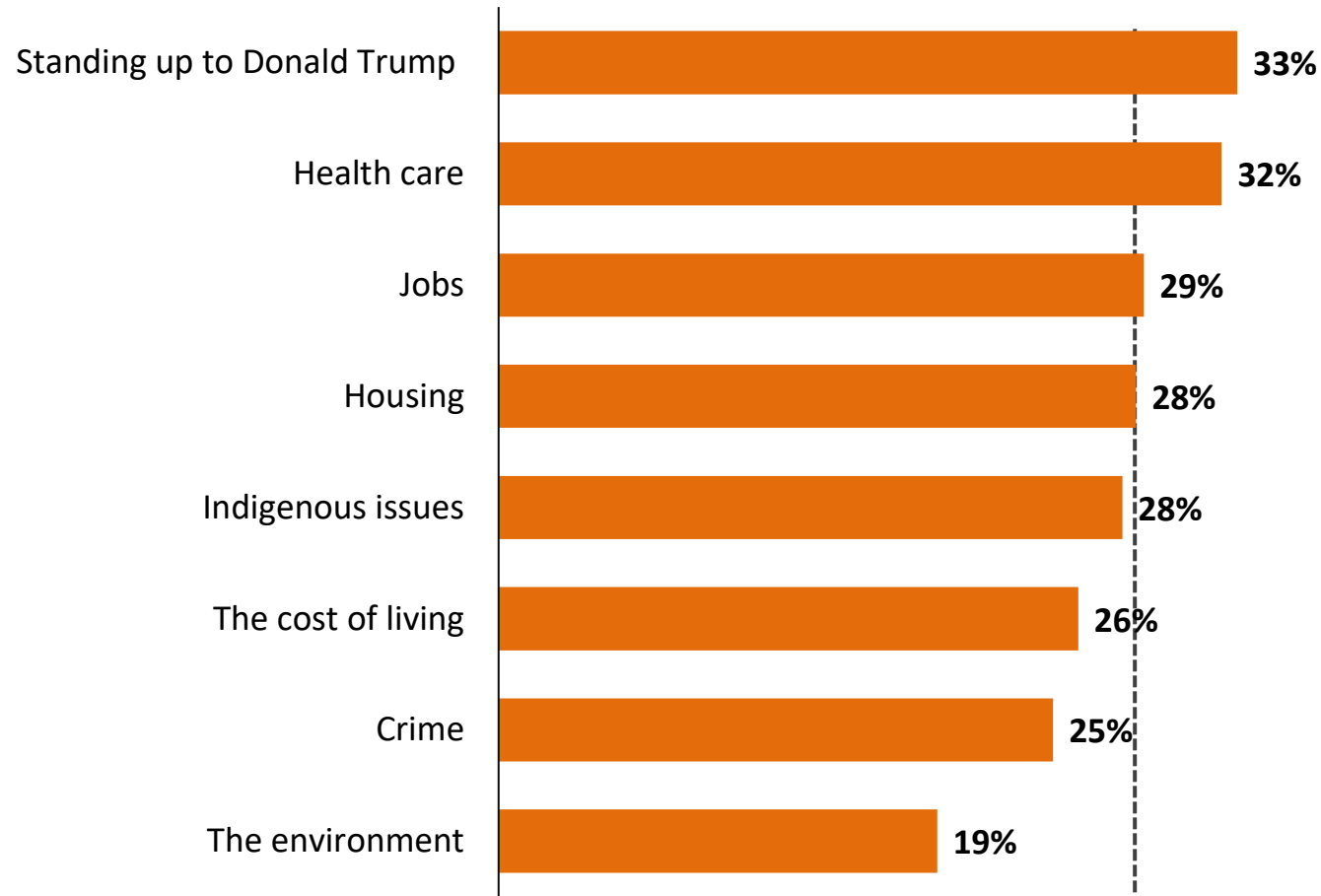


BC NDP Attributes: Standing up to Trump (33%) and health care (32%) are the NDP's strongest issues

Q

For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=500]



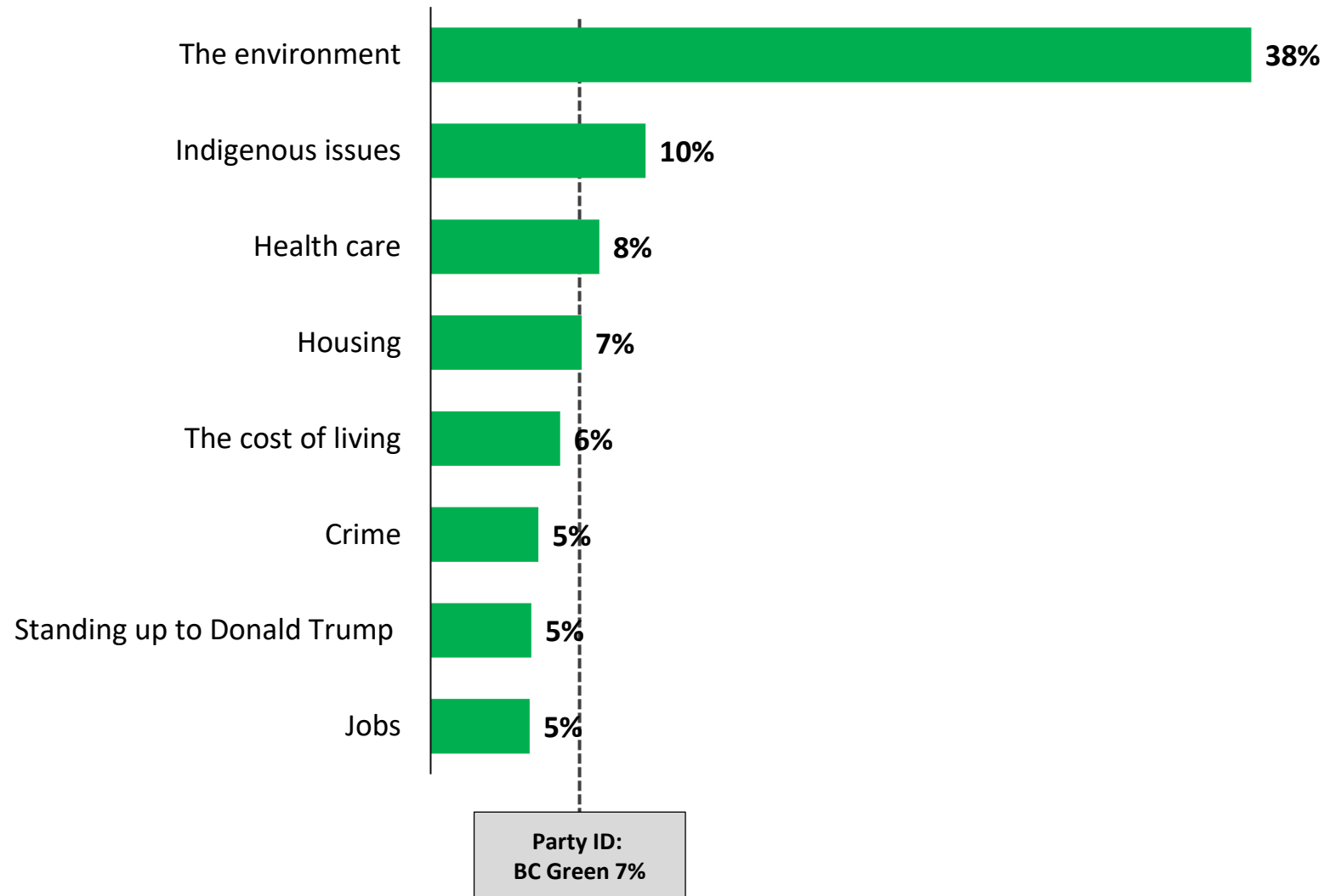
Party ID:
BC NDP 28%

BC Green Attributes: Greens stand well above their party-identification level on the environment: 38% choose them as best on this issue

Q

For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=500]

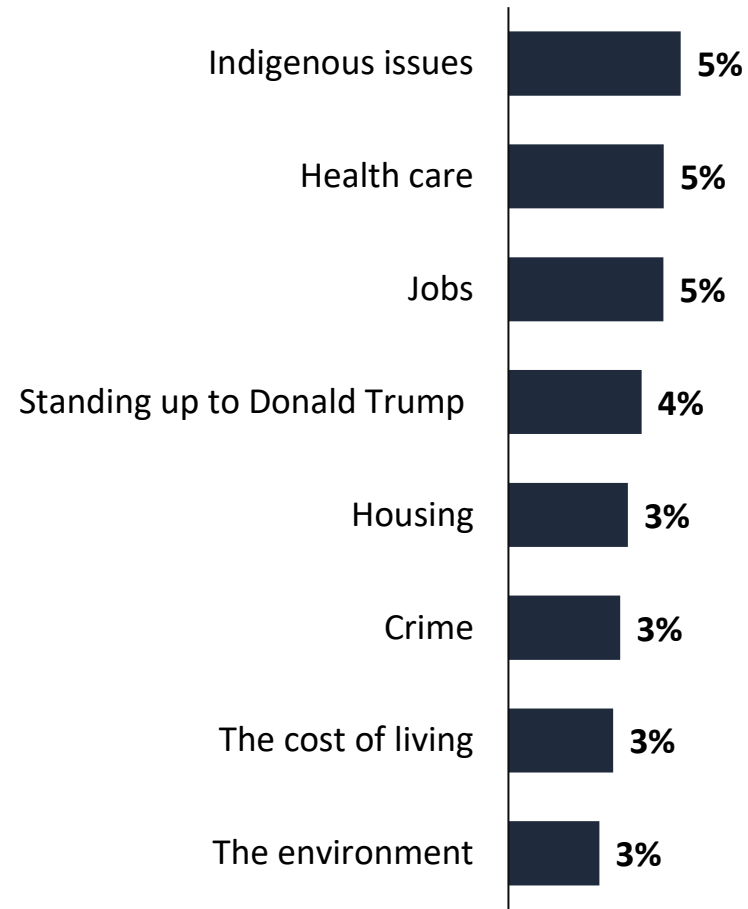


OneBC Attributes: No more than 5% choose OneBC as the best party on³⁷ any issue tested



For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=500]

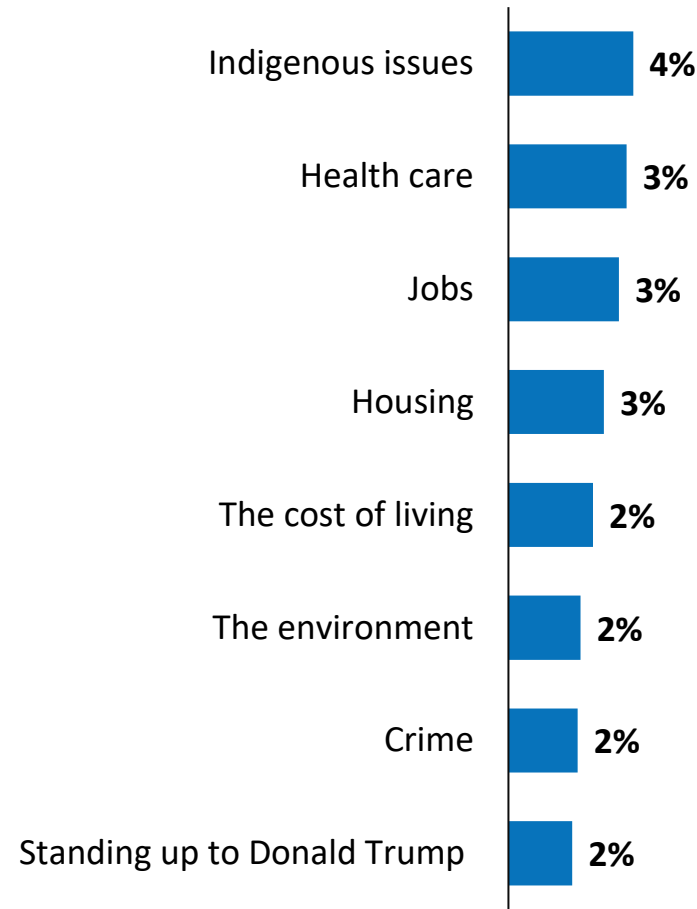


CentreBC Attributes: CentreBC reaches No more than 4% on the issues tested, including health care and Indigenous issues



For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=500]



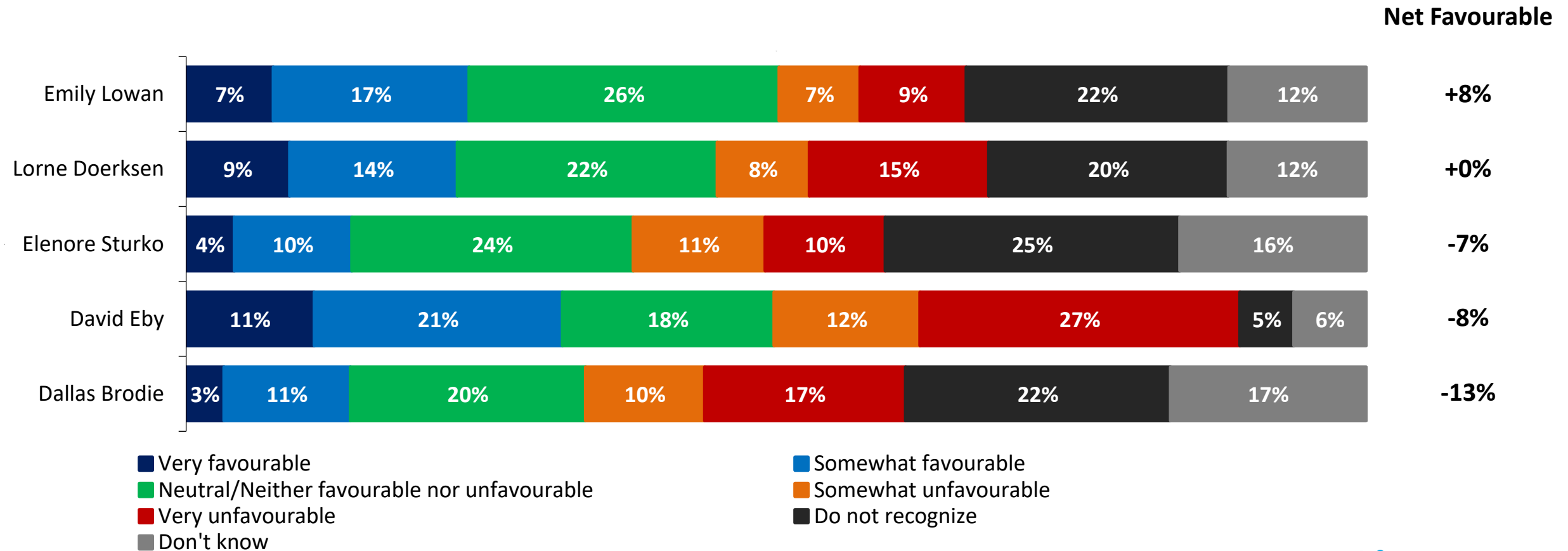
Leadership

Leader Favourables: Emily Lowan posts lowest unfavourability, while David Eby generates both the highest favourable and unfavourable rating



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

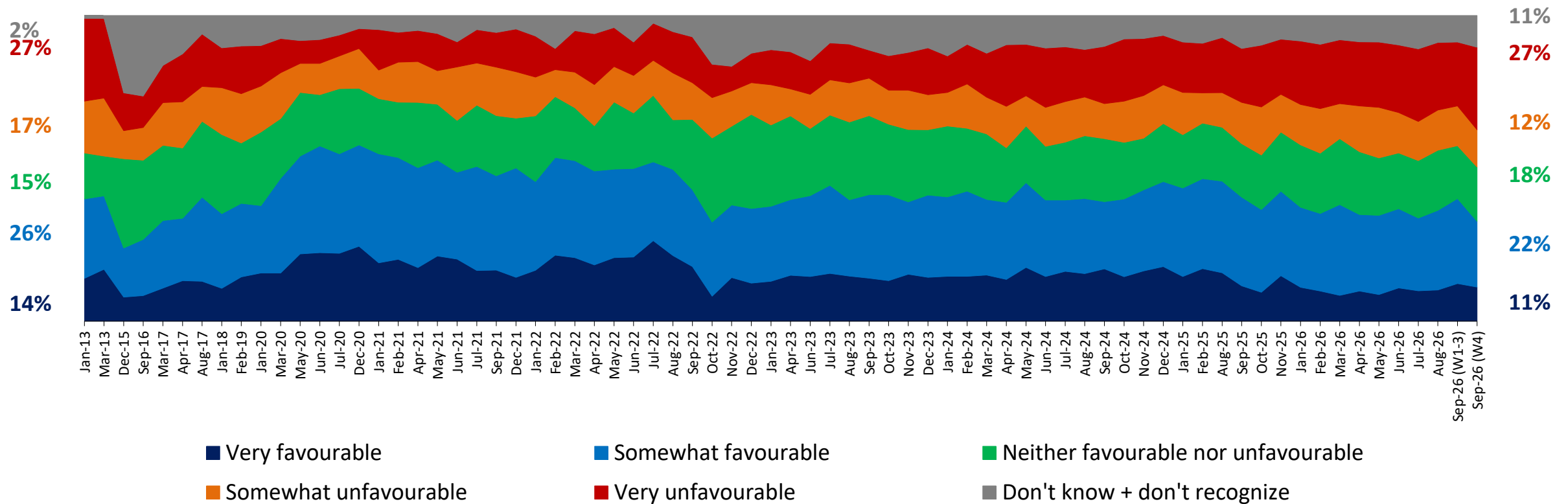


BC NDP Leader Favourability: Since elected, favourable impression has reached the all time low and unfavourable an all-time high



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

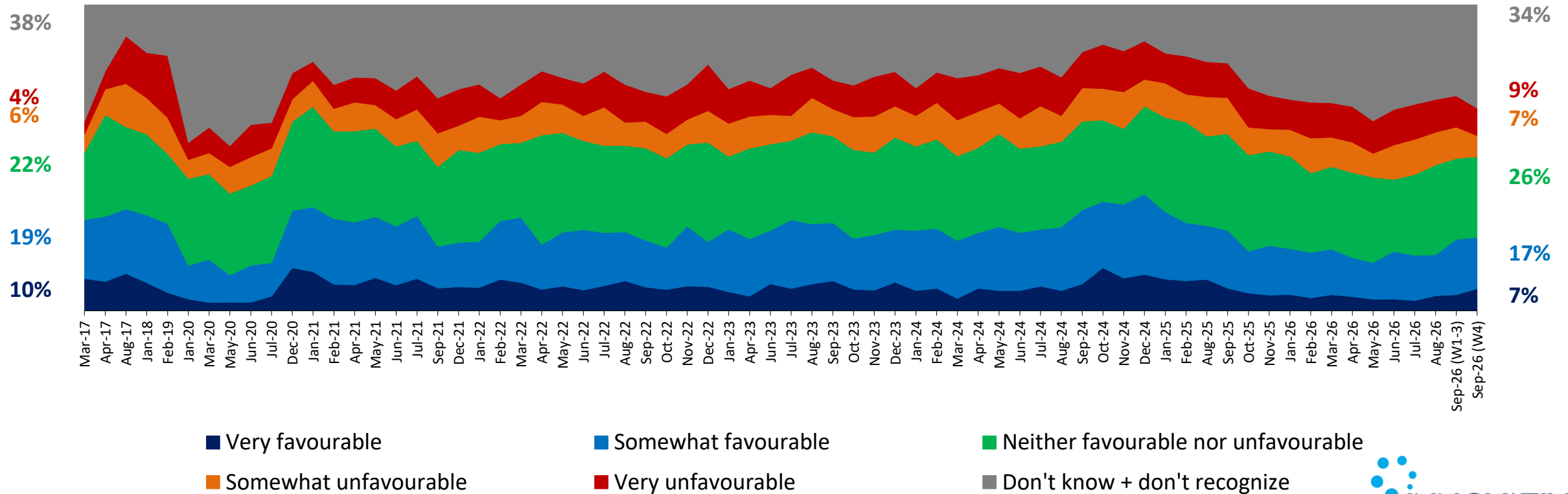


BC Green Leader Favourability: One third of respondents don't know or don't recognize Green Leader; while the net favourable score is up



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

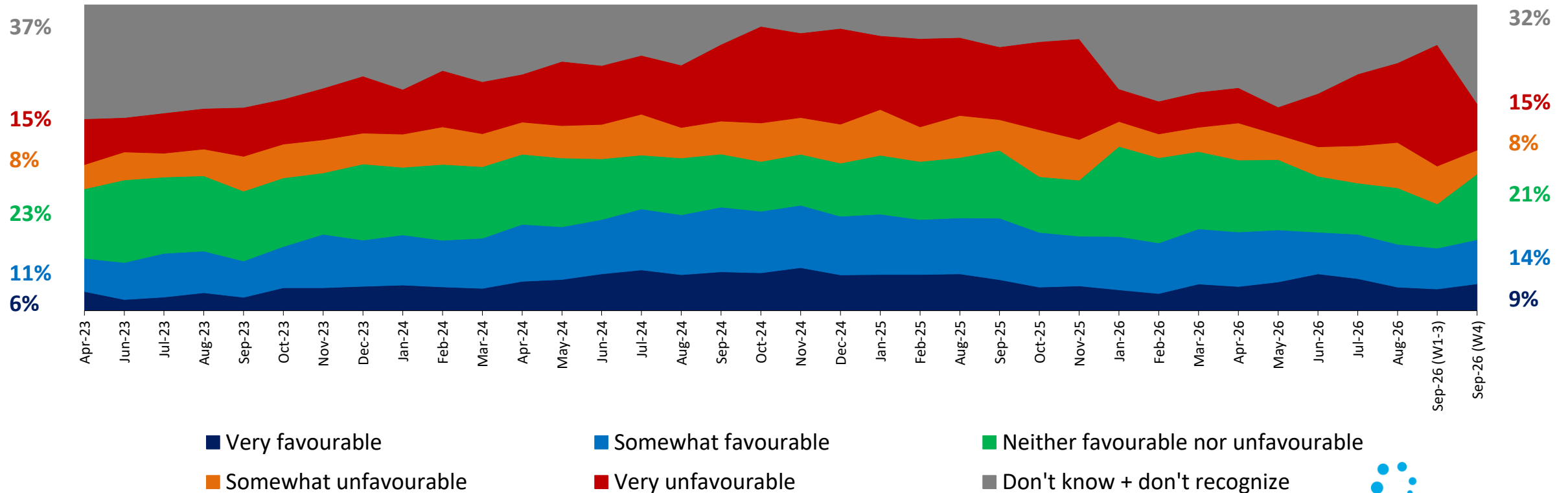


BC Conservative Leader Favourability: Doerksen's favourable and unfavourable ratings are both 23%; roughly 1-in-3 do not recognize him



Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

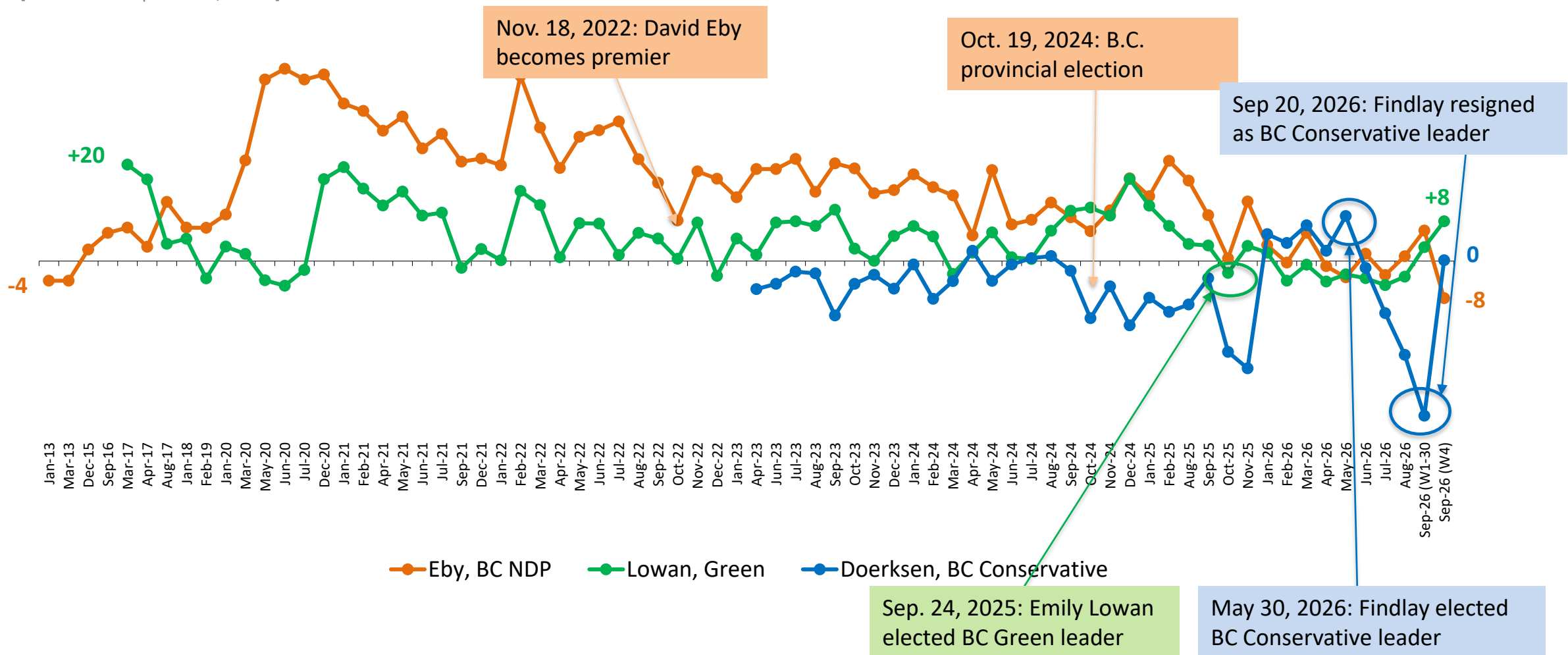


BC Party Leader NET Favourables Tracking: Lowan has the strongest net rating at +8; Doerksen is around even and Eby is at -8



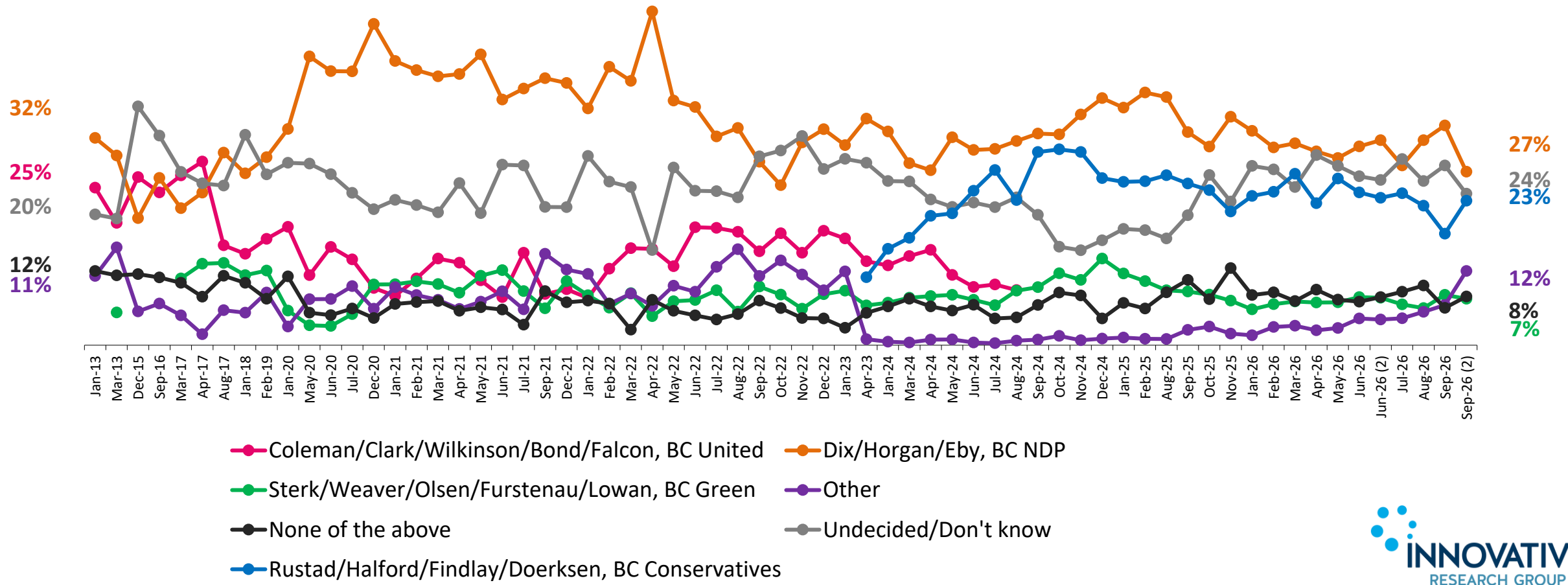
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[asked of all respondents; n=500]



Best Premier Tracking: Eby leads as best choice for Premier at 27%, closely followed undecided (24%) and the BC Conservative leader (23%)

Q Which of the following leaders would make the best Premier of [PROV]?
[asked of all respondents; n=500]



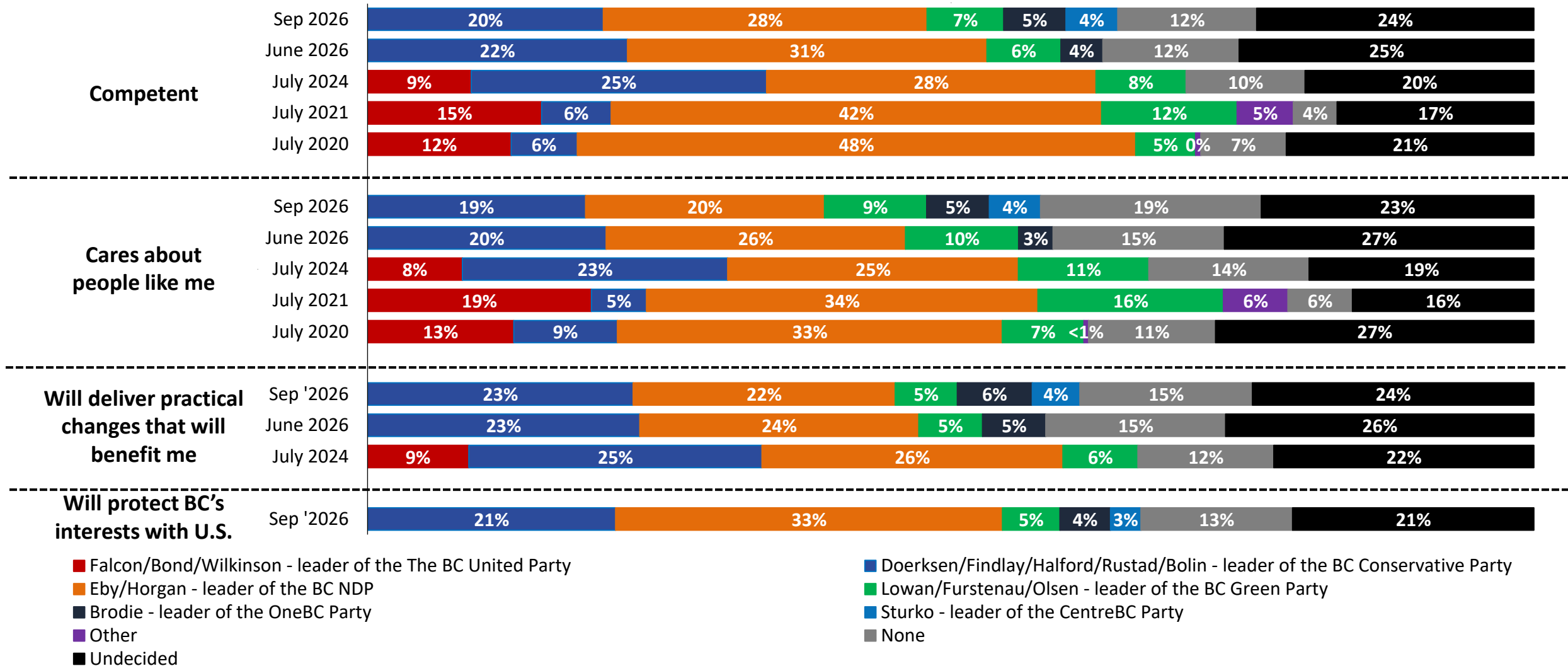
Leader Attributes

Leader Attributes | Tracking: Eby is selected more often than Doerksen⁴⁷ for competence and care; their practical-change ratings are nearly equal



Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents; n=500]



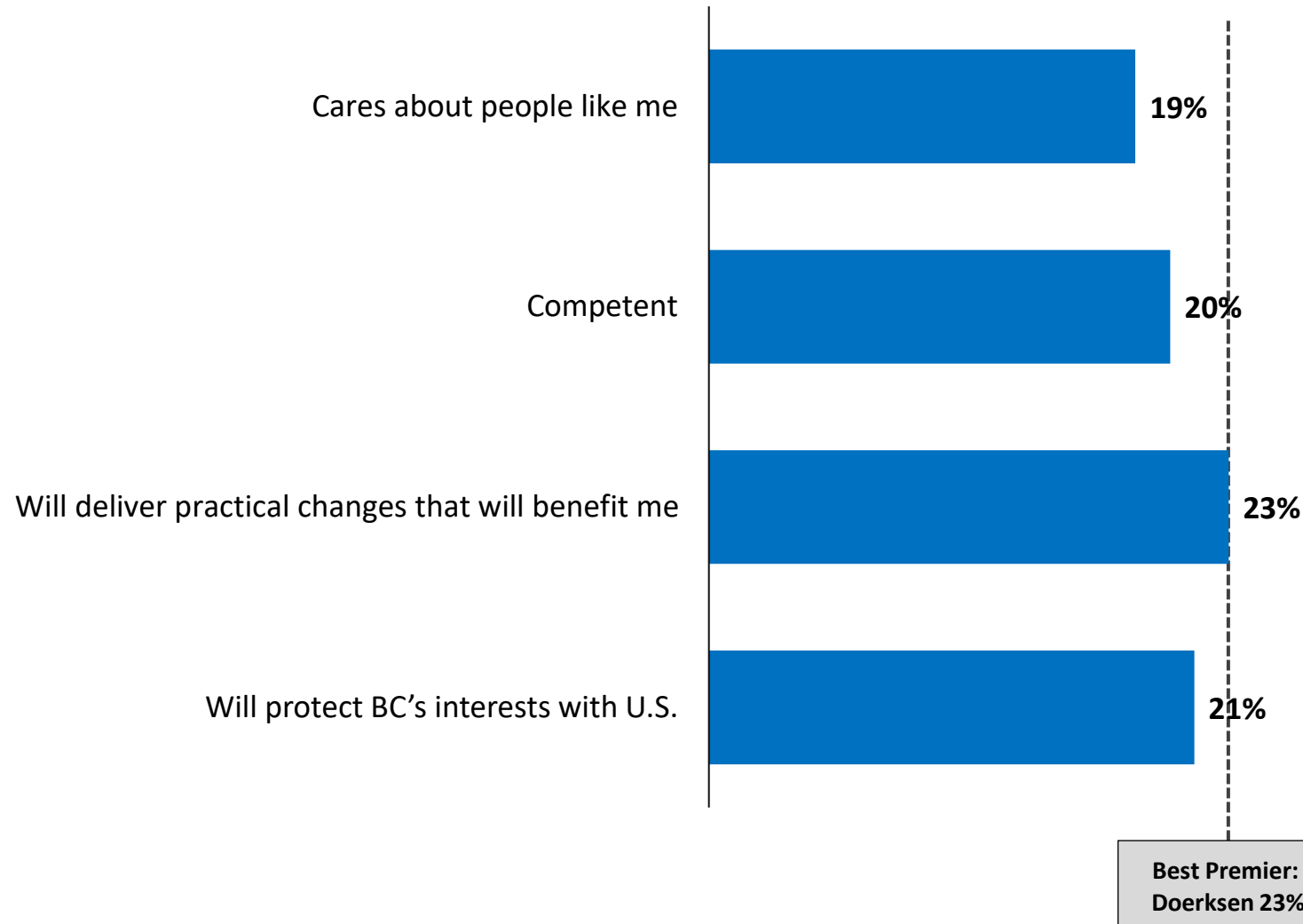
NOTE: 'Other' was not provided as an option after 2021, and the leader for BC United was removed in June 2026. | Current data: September 2026

Doerksen Attributes: About one in five select Doerksen on each tested attribute, with *practical change* highest at 23%



Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents; n=500]

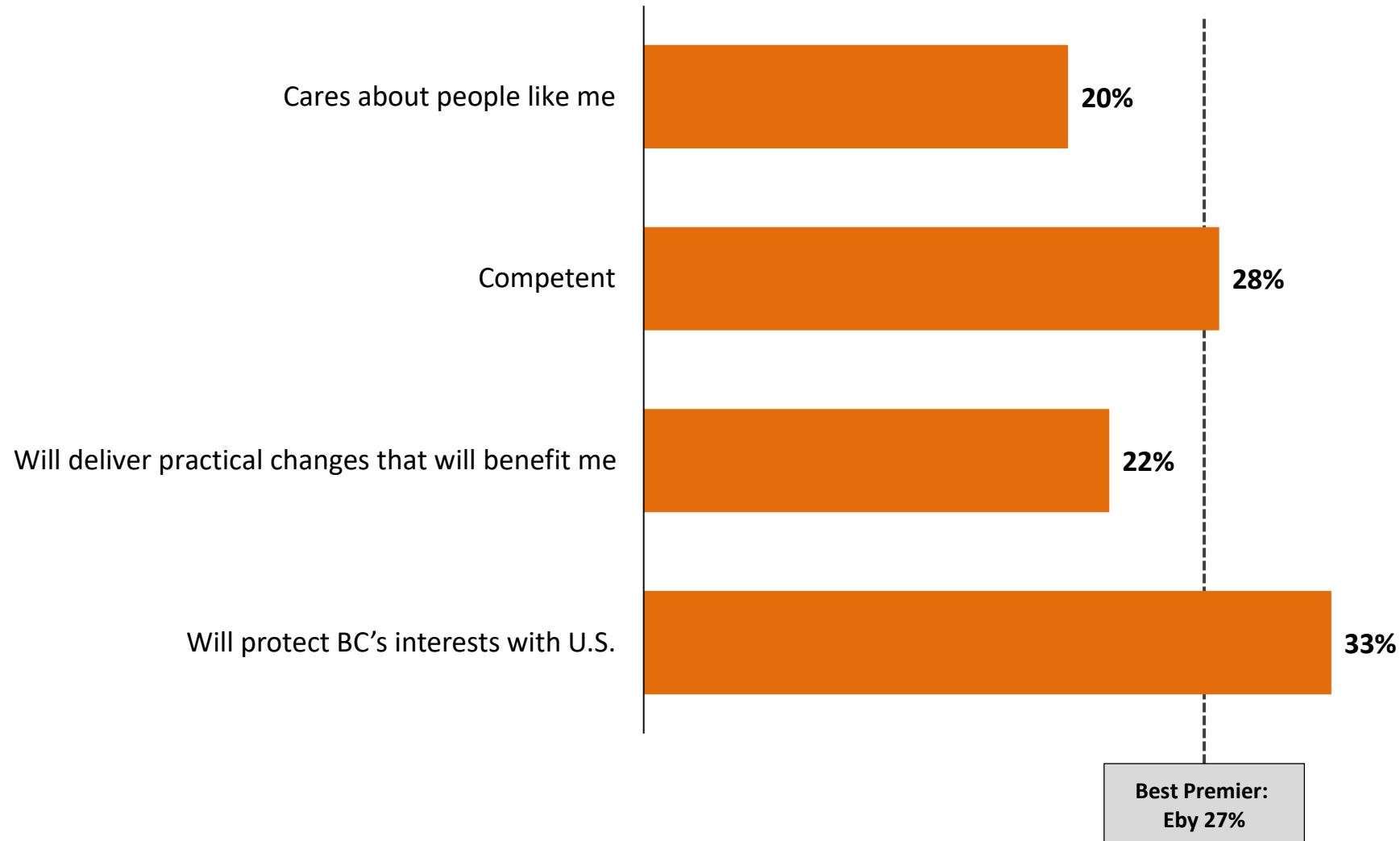


Eby Attributes: *Protecting BC's interests with the U.S.* is Eby's strongest attribute at 33%, followed by *competence* at 28%

Q

Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents; n=500]

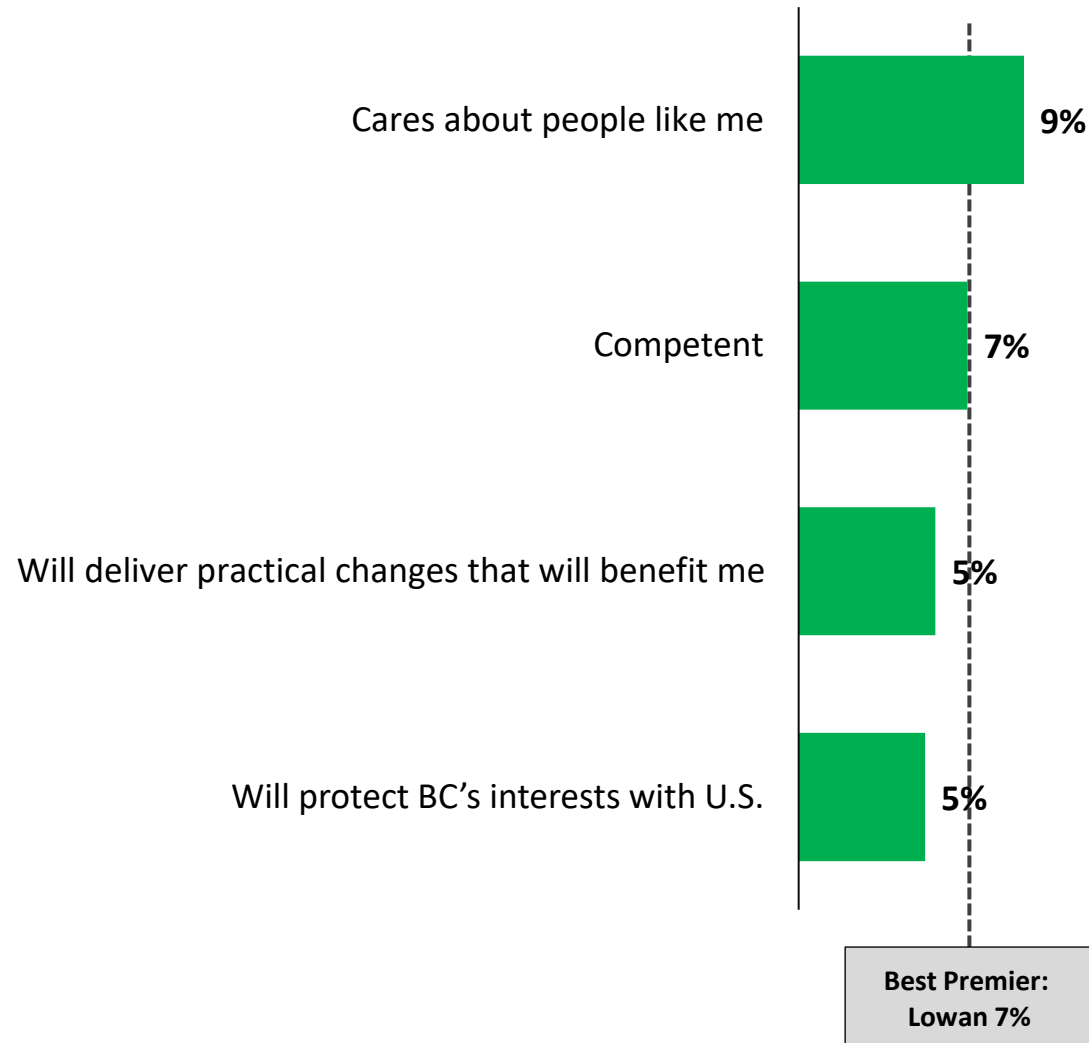


Lowan Attributes: Lowan's highest score is *caring about people* like the respondent (9%); her other tested attributes are at 5%–7% ⁵⁰

Q

Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents; n=500]

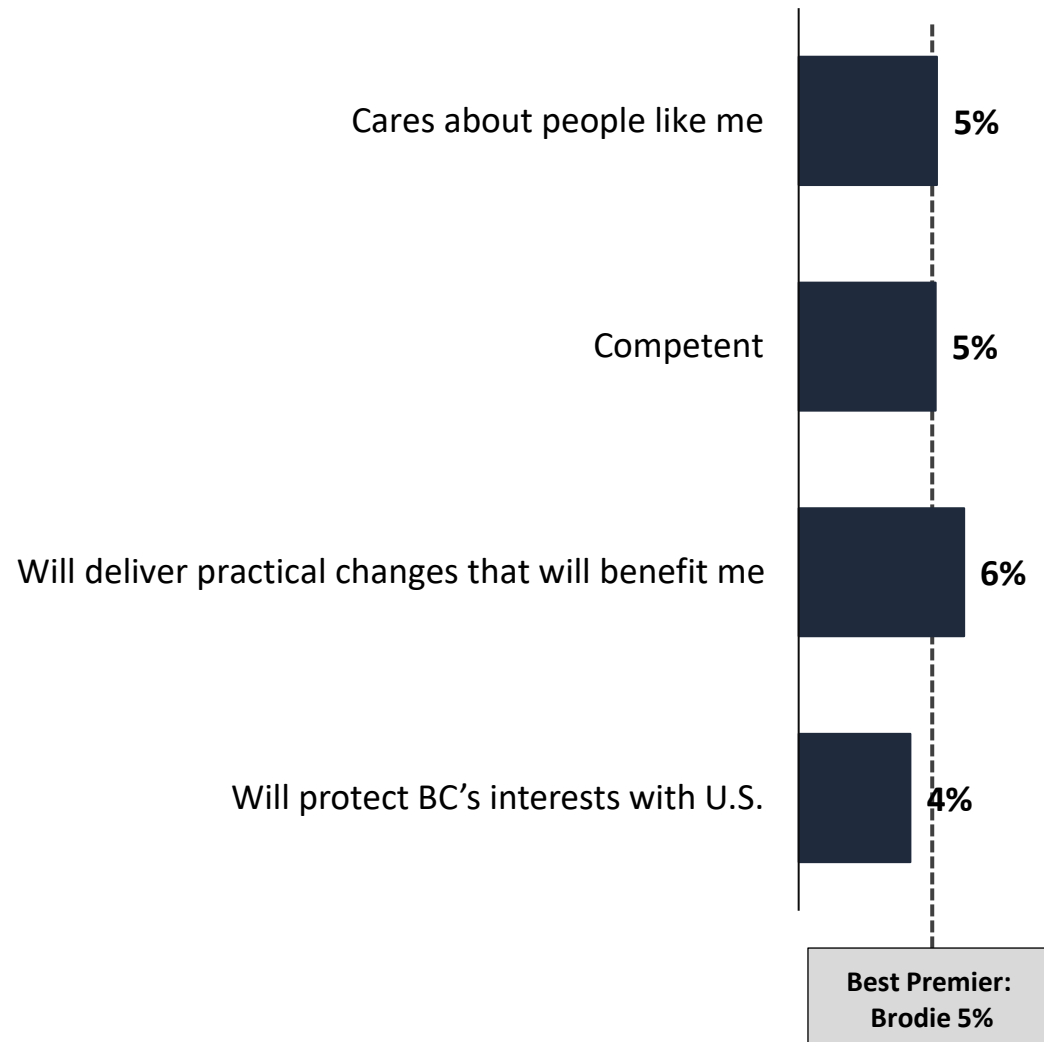


Brodie Attributes: 6% think Brodie is described by *cares about people like me*, 6% by *practical changes*, 5% by *competent*



Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents; n=500]

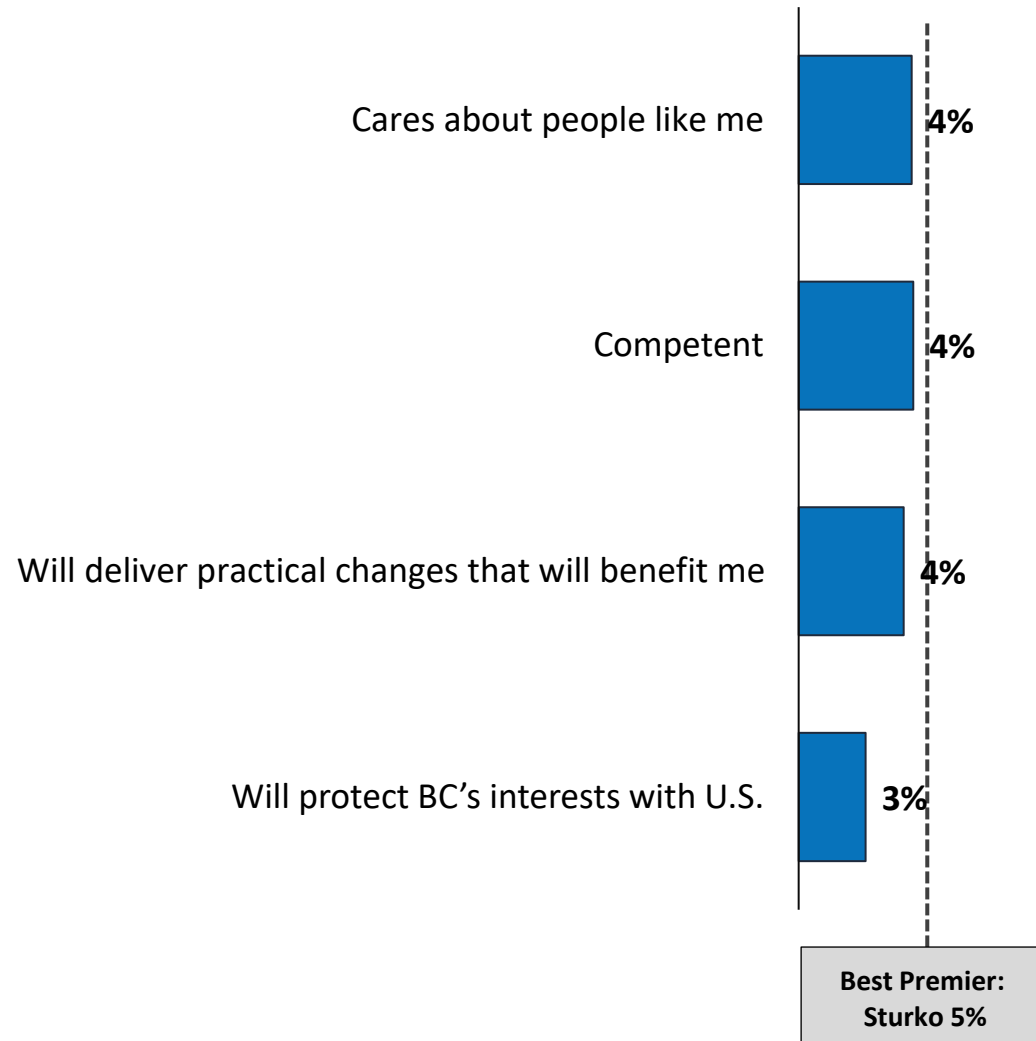


Sturko Attributes: 4% think Sturko is described by *cares about people like me, by practical changes, and by competent*



Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents; n=500]



Methodology

Survey Methodology



These are the results of an online survey conducted between September 25, and September 28, 2026.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=649 British Columbian citizens, 18 years or older. The results are BC weighted to n=500 based on Census data from Statistics Canada.

Field Dates: September 25 to September 28, 2026

Weighting: Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

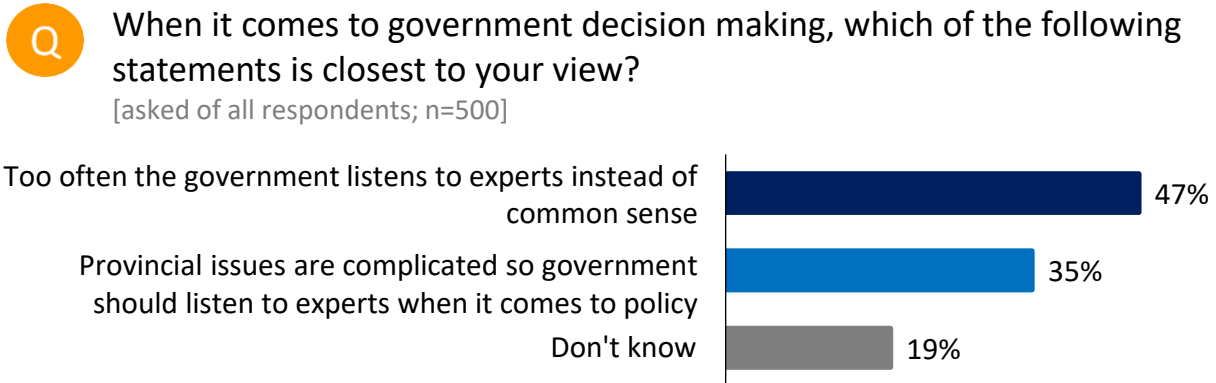
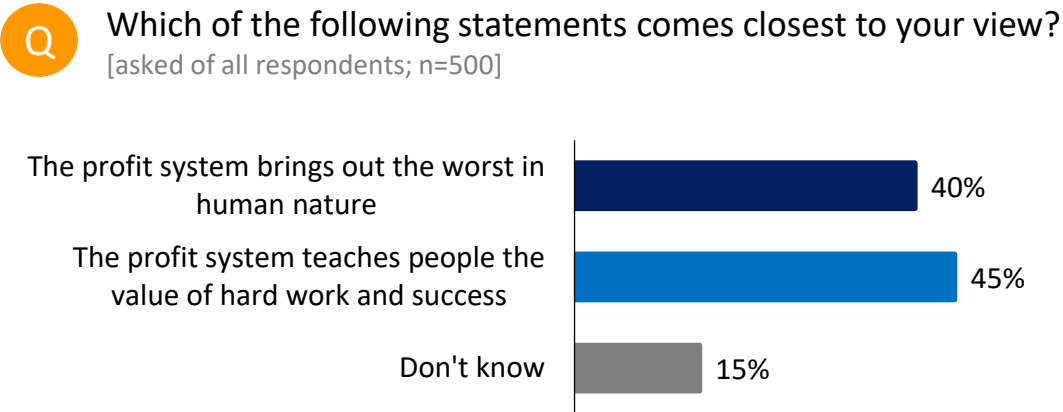
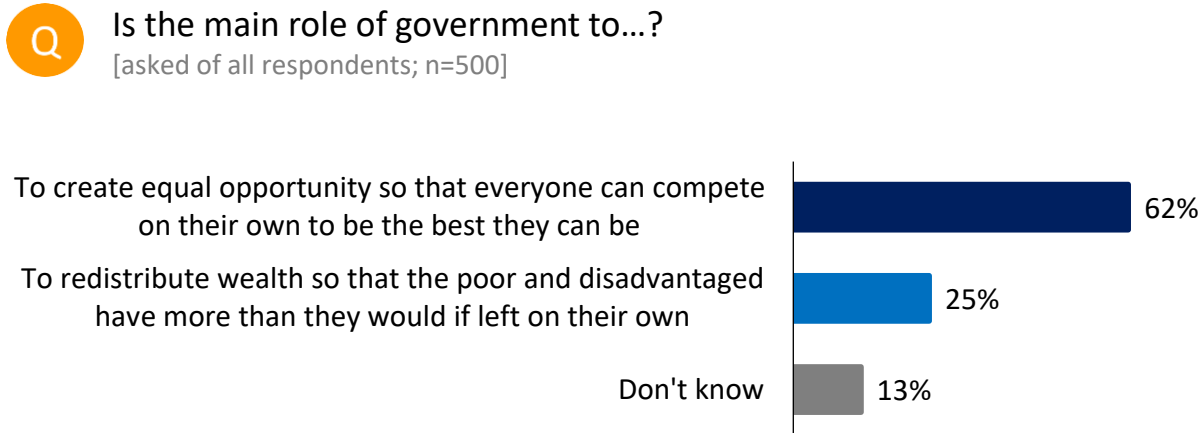
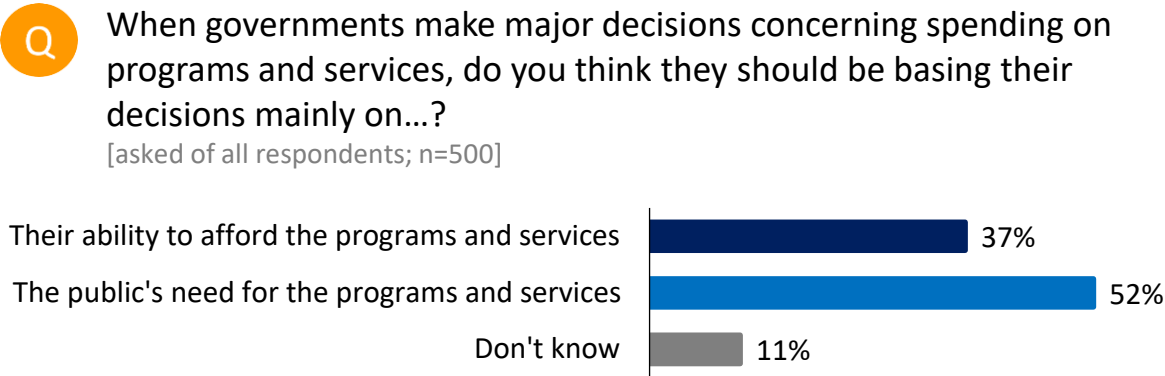
Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	47	7.2%	67	13.5%
Men 35-54	75	11.6%	77	15.5%
Men 55+	200	30.8%	99	19.7%
Women 18-34	53	8.2%	66	13.2%
Women 35-54	99	15.3%	82	16.5%
Women 55+	175	27.0%	108	21.6%
Lower Mainland and Fraser Valley	314	48.4%	297	59.4%
Vancouver Island and Sunshine Coast	190	29.3%	93	18.6%
Interior and North	145	22.3%	110	21.9%

Appendices

Value Clusters

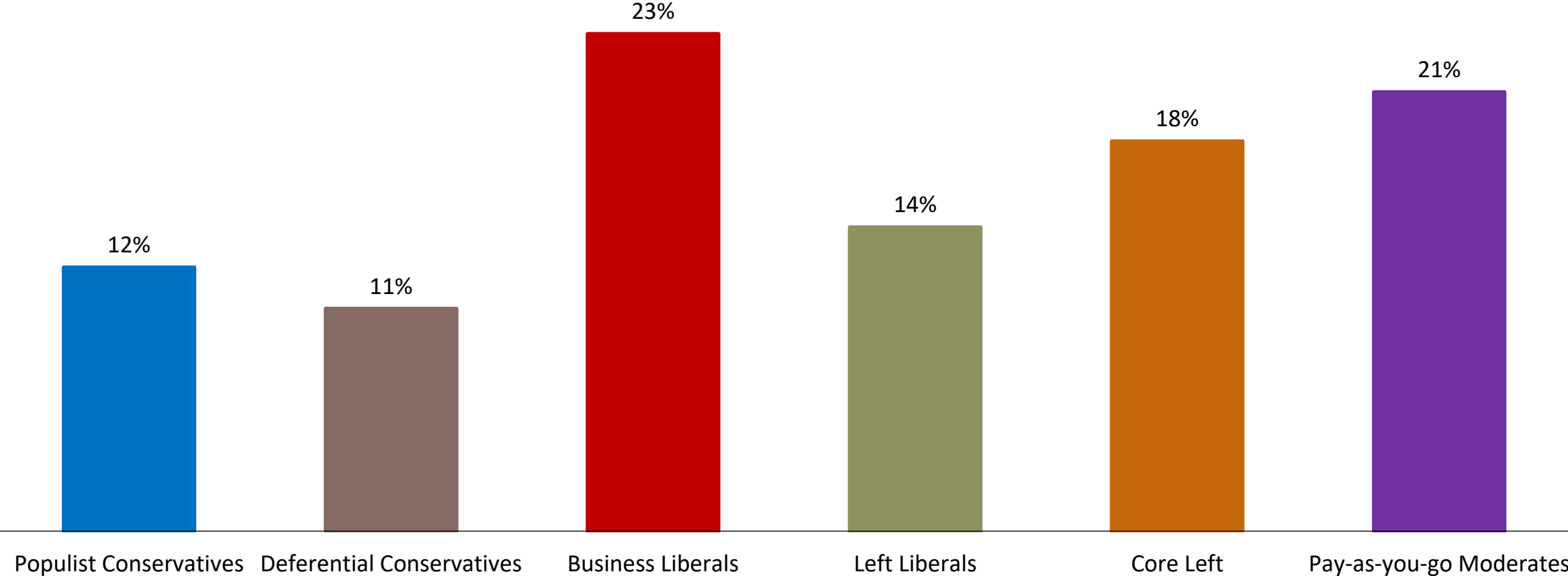
Core Political Values



Value Clusters



Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.
[asked of all respondents; n=500]



Defining Value Clusters

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	95%	97%	0%	0%	0%	73%
	Public Need	0%	0%	94%	96%	89%	0%
Is the main role of government to...?	Create equal Opportunity	100%	86%	74%	95%	0%	47%
	Redistribute wealth	0%	8%	16%	0%	94%	16%
When it comes to government decision making...	Rely on common sense	100%	0%	42%	57%	38%	44%
	Listen to experts	0%	78%	42%	34%	53%	9%
The profit system...	Brings out the worst in human nature	0%	0%	0%	92%	90%	51%
	Teaches value of hard work and success	90%	93%	94%	0%	0%	9%

Note: Current data: September 2026

Party ID

Combined Vote by Party ID

		Provincial Party Identification			
Provincial Combined Vote		NDP	BC Conservative	Green/Other	Unaligned
		(n=141)	(n=149)	(n=77)	(n=133)
	BC Conservative	1%	83%	9%	19%
	NDP	83%	5%	25%	20%
	Green	7%	2%	34%	3%
	Other	0%	6%	5%	1%
	Undecided/DK	2%	1%	6%	3%
	Would not vote/None	1%	0%	10%	1%

Note: Current data: September 2026

[asked of all respondents; n=500]



For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Report Contributors:

Marina Mandic, Manager, Omnibus Research Services

Yueshan Liu, Research Analyst

Ziting Lin, Research Analyst

Iain Macdonald, Research Analyst

Natalia Zuluaga, Research Analyst

Building Understanding.

