



Canada This Month: BC Hopes and Fears

Public Opinion Research
Release Date: October 28th, 2026
Field Dates: October 02th to October 20th, 2026



Survey Methodology: BC Sample

The findings in this report are based on an online British Columbia survey conducted and sponsored by INNOVATIVE Research Group Inc.

WHO?



**British Columbia adults
(18+)**

HOW MANY?



**372 unweighted
respondents**

Final results weighted to n=300

Results reported using the
weighted sample

WHEN?



October 02–20, 2026

HOW?



Online survey

Conducted and sponsored by
INNOVATIVE Research Group
Inc.

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Study Overview

This qualitative report explores what British Columbians *hope for—and fear*—if the BC Conservatives form the next provincial government. It covers:



- **A common election context** for all participants
- **Greatest hopes and greatest fears** for each potential government
- **Coded themes and top mentions** showing which ideas surfaced most often
- **Representative verbatim quotes** that bring the themes to life
- **Word clouds** illustrating the language respondents used

BC adults 18+ | Online survey | October 02–20, 2026 | Weighted n=300

Key Findings

1

Hopes for a Conservative government centre on economic improvement and a change in direction.

Responses describe hopes for more jobs, greater prosperity and relief from the cost of living. Calls to get BC back on track also express a desire for the government to deliver on its promises. Lower taxes and greater fiscal responsibility emerge as expectations.

2

Fears about a Conservative government focus on public service cuts and its political direction.

Respondents raise concerns about reductions to healthcare and social programs, alongside fears of closer alignment with Trump and U.S.-style politics. Other responses question whether the party would deliver meaningful change.

3

Delivering on promises is a central test for the new government.

Hopes that the conservatives will get things done coexist with tears of inaction and broken promises. Together, these responses suggest expectations for tangible improvements in everyday life.

Method: Open-ended hopes and fears questions were asked for each party, with party order randomized

A COMMON STARTING POINT

Most observers expect either the BC NDP or the BC Conservatives to form the next government following British Columbia's provincial election on October 25, 2026.

Each participant then considered both possible outcomes.

THE SAME TWO PROMPTS WERE ASKED FOR EACH PARTY

BC Conservatives

If the BC Conservatives forms the next government...

HOPE What is your greatest hope for British Columbia?

FEAR What is your greatest fear for British Columbia?

OPEN-ENDED RESPONSE

BC NDP

If the BC NDP forms the next government...

HOPE What is your greatest hope for British Columbia?

FEAR What is your greatest fear for British Columbia?

OPEN-ENDED RESPONSE

BC Conservatives

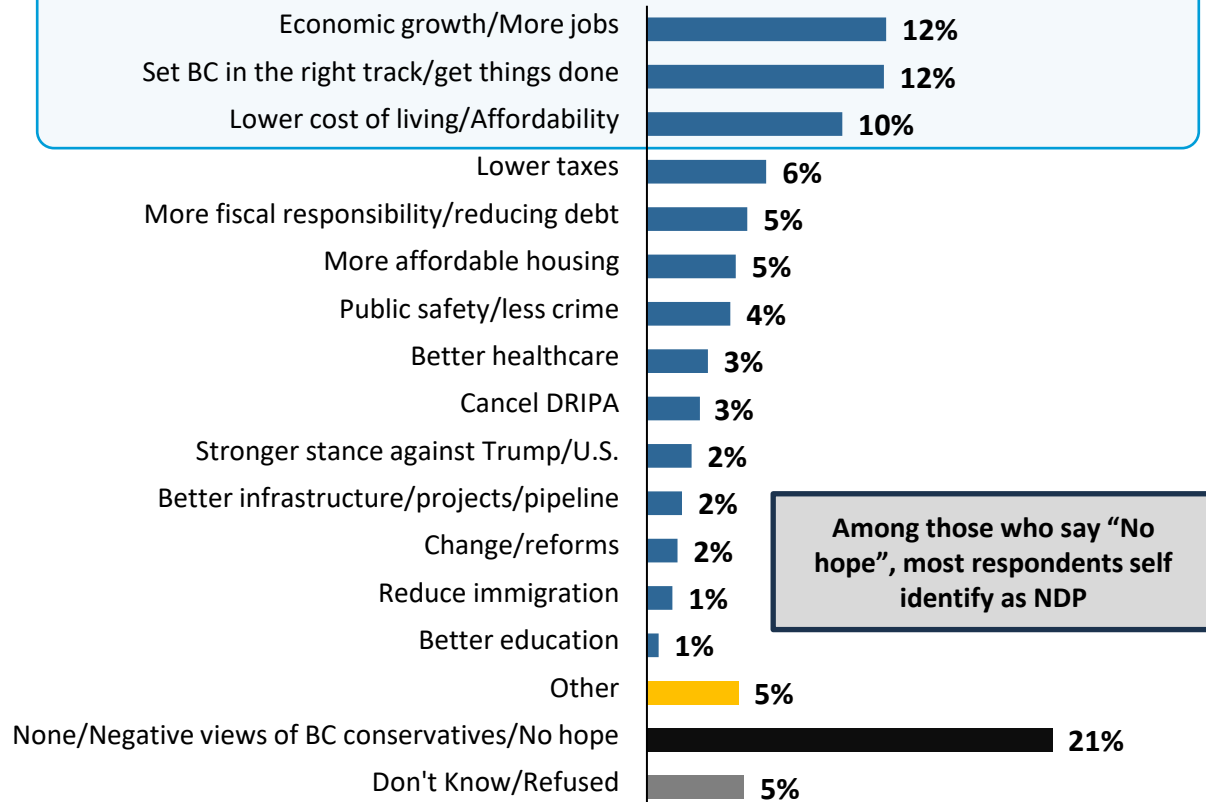
BC Conservatives | Hopes and Fears

HOPE

If the BC Conservatives form the next government, what is your greatest **hope** for British Columbia? **[OPEN-ENDED]**

[Asked of all in BC; n=300]

TOP MENTIONS

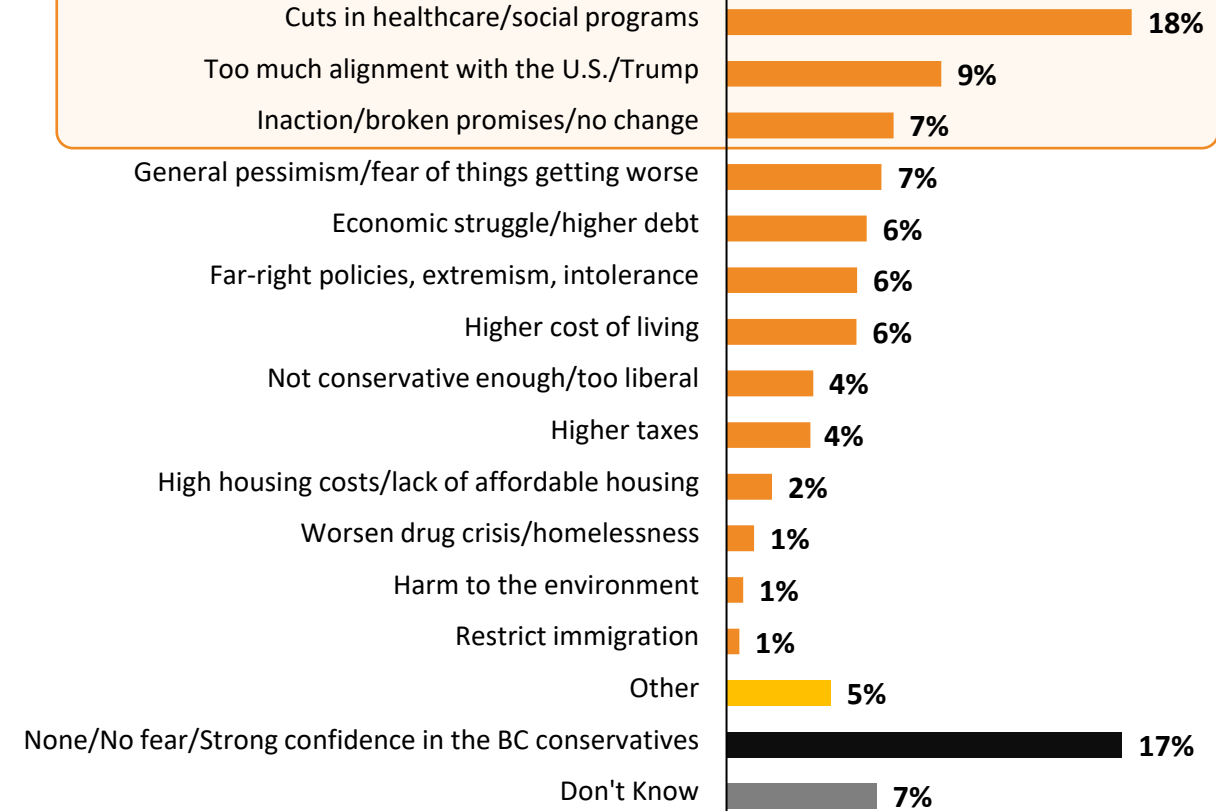


FEAR

If the BC Conservatives form the next government, what is your greatest **fear** for British Columbia? **[OPEN-ENDED]**

[Asked of all in BC; n=300]

TOP MENTIONS



BC Conservatives | Hopes and Fears: In their own words

HOPE

If the BC Conservatives form the next government, what is your greatest **hope** for British Columbia? [OPEN-ENDED]

[Asked of all in BC; n=300]

1 Economic growth/More jobs

"Future business development and prosperity for Canada"
"Stronger economy, job creation, and improved public safety"

2 Set BC in the right track/get things done

"That BC will start to become the province it once was and life will get easier."
"That they keep their promises unlike what the NDP has done"

3 Lower cost of living/Affordability

"My greatest hope for the government is that they could really fix the inflation and cost of living. It has become outrageous."

FEAR

If the BC Conservatives form the next government, what is your greatest **fear** for British Columbia? [OPEN-ENDED]

[Asked of all in BC; n=300]

1 Cuts in healthcare spending/social programs

"Cuts in social programs and healthcare"
"I fear they will be too conservative and cut everything"

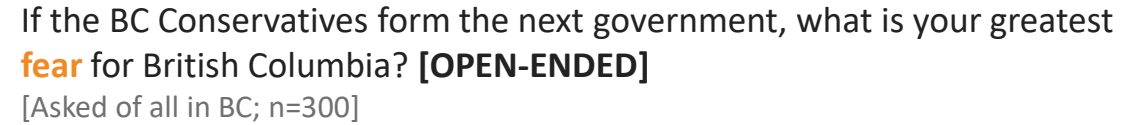
2 Too much alignment with the U.S./Trump

"Far right MAGA-style influence in our province"
"That they will move closer to the US and sell out Canada"

3 Inaction/broken promises/no change

"Failing to do what they promise"
"They won't be able to accomplish enough to make a difference"

If the BC Conservatives form the next government, what is your greatest **hope** for British Columbia? **[OPEN-ENDED]**
[Asked of all in BC; n=300]





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