

INNOVATIVE RESEARCH GROUP

Canada This Month:

BC Election Outlook

Public Opinion Research
Release Date: October 20th, 2026
Field Dates: October 15th to October 19th, 2026



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Campaign Key Takeaways

1. **It is looking like a Conservative win.** The Conservatives have at least marginal leads in every regions and their leads among Punjabi and Chinese speakers should help in Surrey and Richmond swing seats.

2. **The election never shifted from referendum to contrast.** Time for a change is up 8-points from the first week and strongly agree it is time for a change is up 10-points.

3. **The Conservatives won the battle to define Doerksen.** Doerksen has gained between 6 and 10 points on specific leadership attributes including a 10-point increase on competence. Doerksen now has a marginal 2-point lead over Eby as Best Premier.

4. **There is no indication of last-minute momentum for the NDP.** Eby lost ground in the debate (among those who watched) and the ads show no net gains.

5. **There is potential for the NDP to narrow the gap with Green voters.** Green voters are less certain than major party supporters and strongly favour the NDP on second choice. But those potential gains do not appear to be enough by themselves to change the outcome.

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, voter pools and second-choice potential
- Regional, past-vote and demographic patterns in party support
- Whether voters feel it is time for a change in government
- Leader favourability, leadership attributes and best-premier perceptions
- Which parties are trusted most on the issues shaping the election
- Awareness of and reactions to the BC election leaders' debate

Fielded October 15–19, 2026; conducted and sponsored by INNOVATIVE Research Group Inc.

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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+)

Weighted regional profile

- 59.5% Lower Mainland / Fraser Valley
- 18.7% Vancouver Island
- 21.8% Interior / North

HOW MANY?



1,153 unweighted respondents

Final results weighted to n=1,000

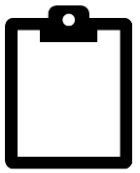
Results reported using the weighted sample

WHEN?



October 15–19, 2026

HOW?



Online survey

Conducted and sponsored by INNOVATIVE Research Group Inc.

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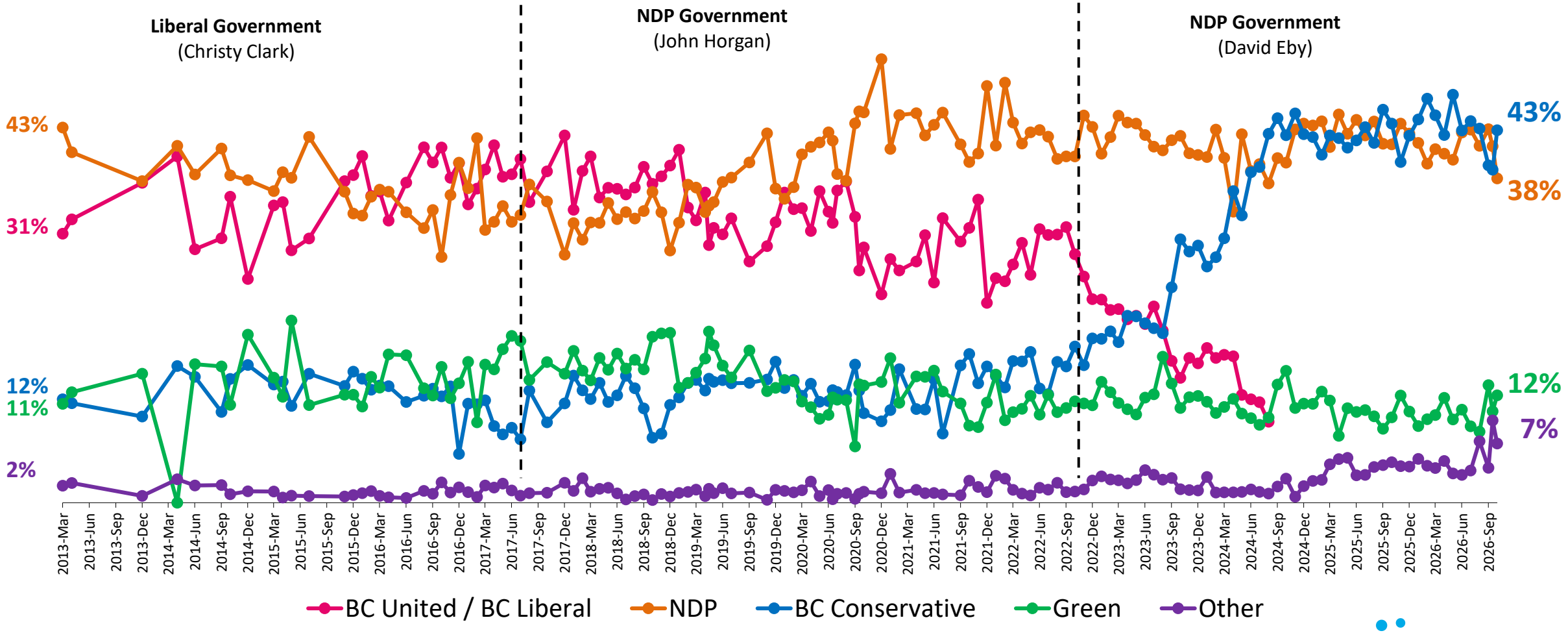
Provincial Vote

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Decided Vote: BC Conservatives lead by 5 points among decided voters

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

[asked of decided voters only; n=908]



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Decided Vote by Past Vote: NDP is losing vote to both the Conservatives[8] (14%) and Greens (10%)

Decided vote by Past Vote

Decided Vote	Past Vote: BC Conservative	Past Vote: NDP	Past Vote: Green	Past Vote: Other
	(n=296)	(n=365)	(n=46)	(n=15)
BC Conservative	87%	14%	13%	40%
NDP	3%	73%	11%	10%
Green	4%	10%	66%	21%
OneBC	4%	1%	1%	3%
CentreBC	1%	1%	7%	13%
Other	<1%	<1%	1%	13%

Note: [decided voters n=908]
Note: Current data: October 2026

Decided Vote by Region: Conservatives at least marginally ahead in all four regions

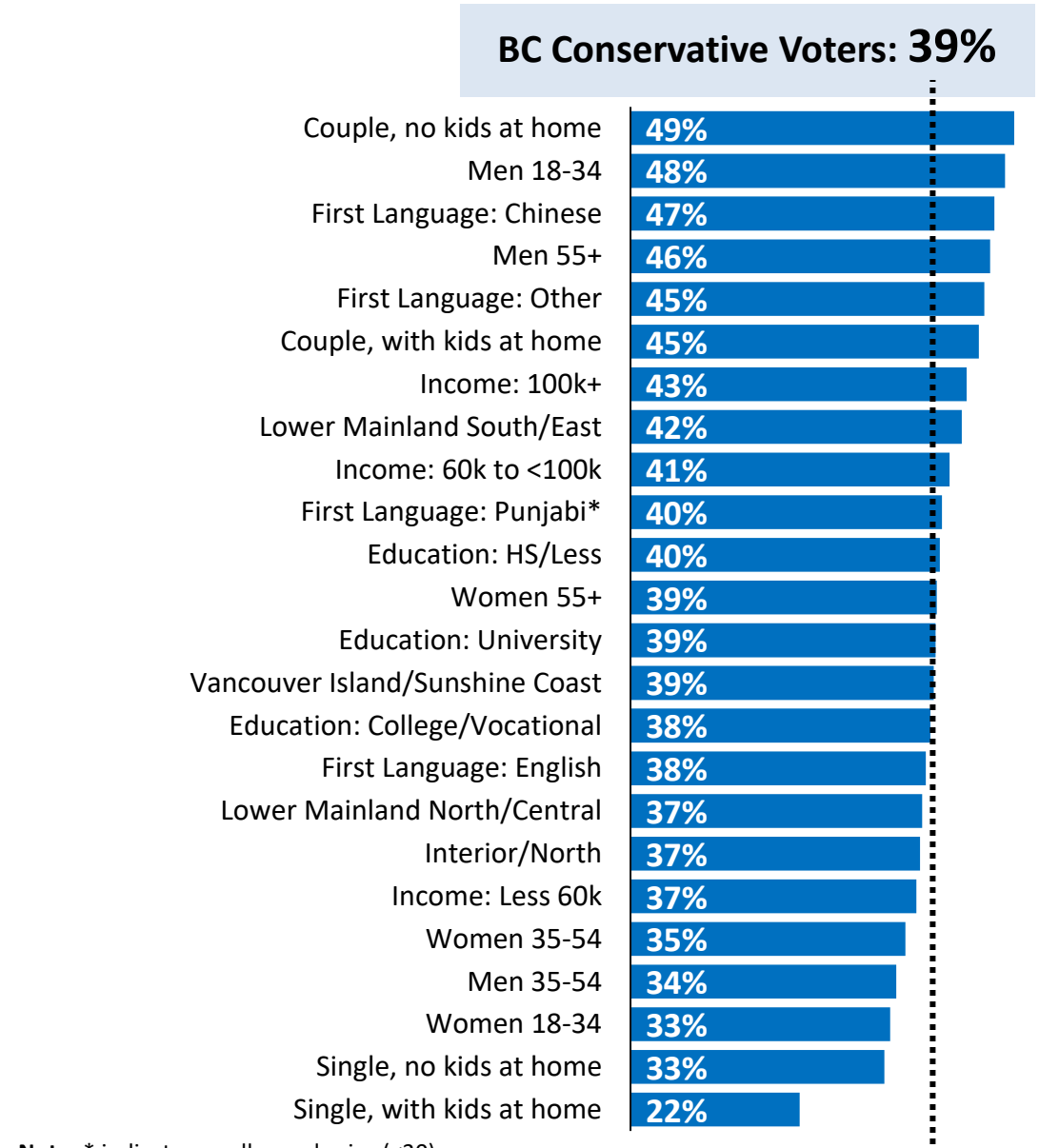
Decided vote by Region

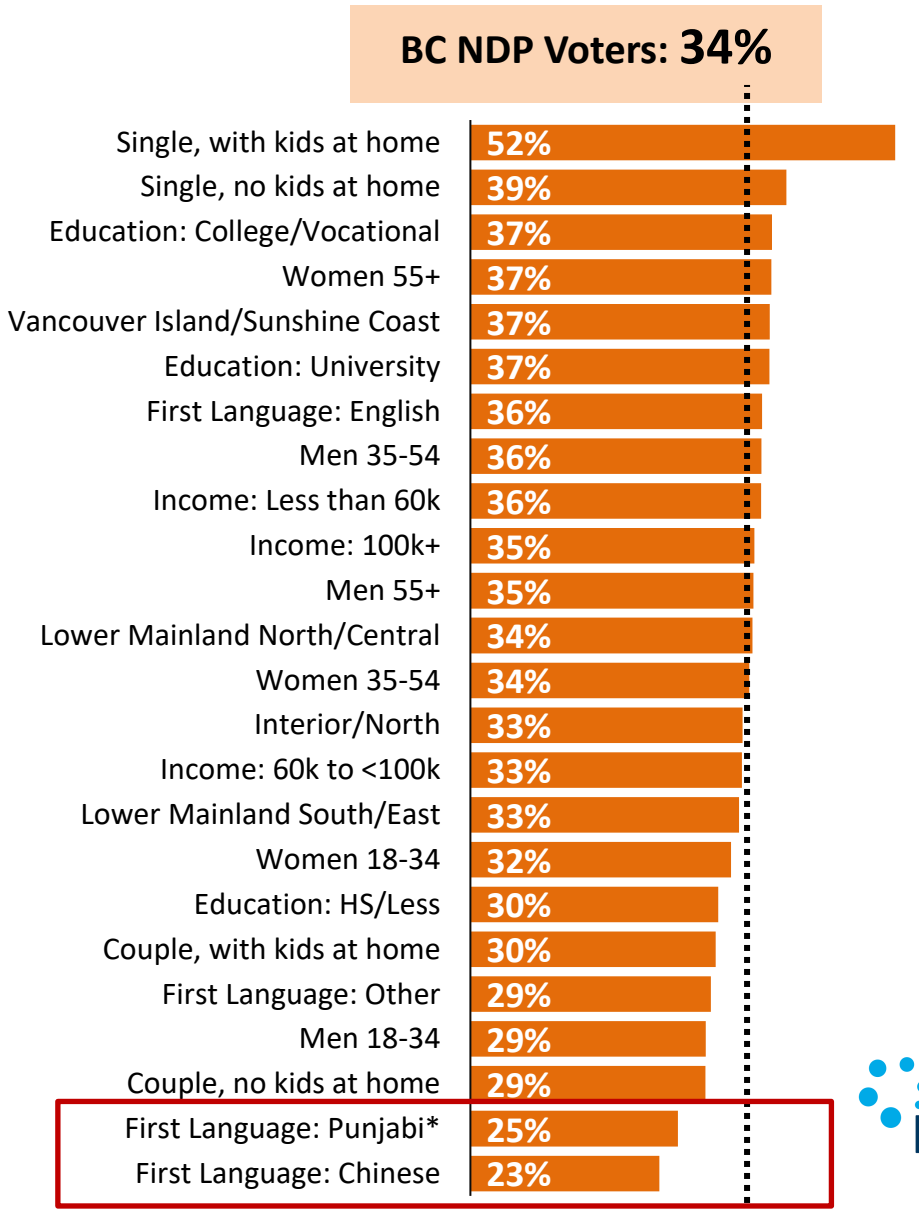
Region

Decided Vote	Lower Mainland North/Central	Lower Mainland South/East	Island/ Sunshine Coast	Interior/ North
	(n=262)	(n=272)	(n=173)	(n=201)
BC Conservative	42%	47%	42%	40%
NDP	38%	37%	40%	36%
Green	13%	12%	12%	13%
OneBC	3%	2%	3%	7%
CentreBC	3%	2%	2%	2%
Other	1%	0%	1%	2%

Note: [asked of decided voters n=908]
Note: Current data: October 2026

Vote demography: NDP weakness among Punjabi and Chinese speakers could mean trouble in swing seats





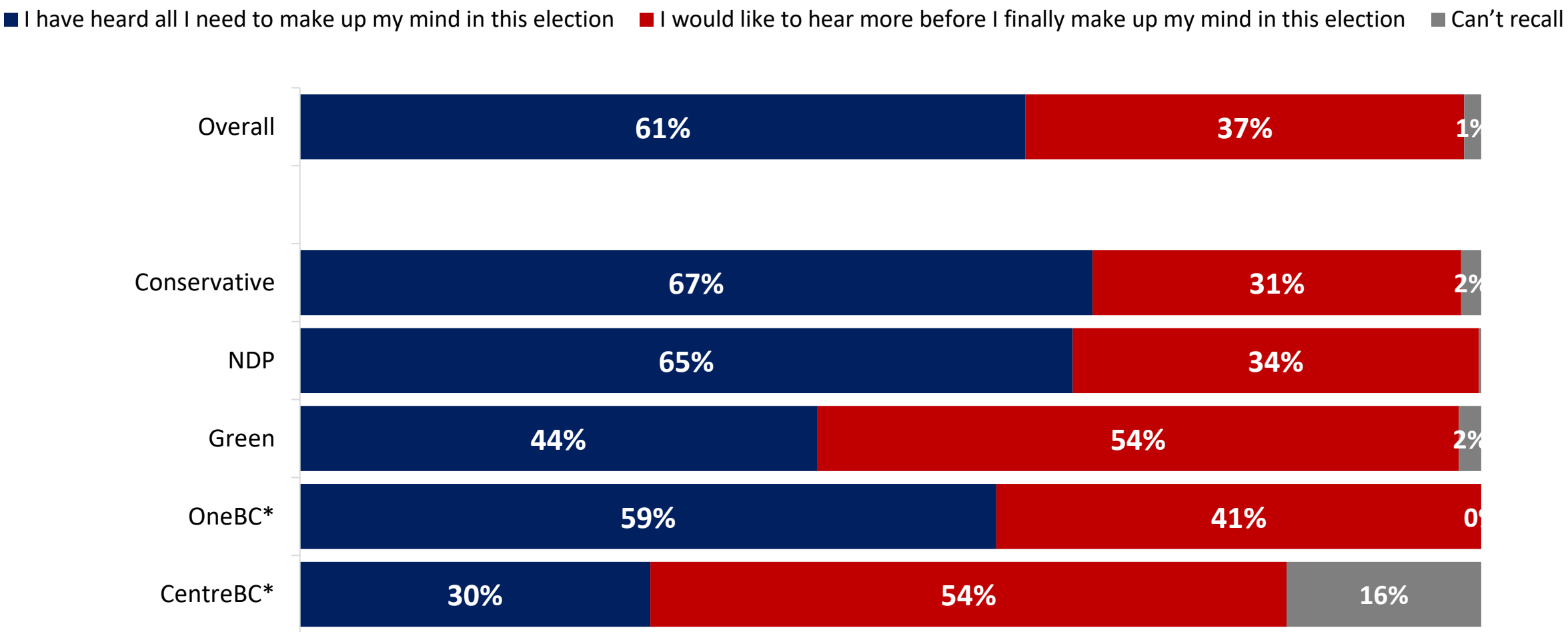
Note: * indicates small sample size (<30)

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Made up your mind? Green combined voters are most likely to want to hear more before making a decision

Q Which statement is closest to your view about the upcoming provincial election? **BY** Combined vote

[asked of voters with both a first and a second choice; n=521]



Note: * indicates small sample size (<30)

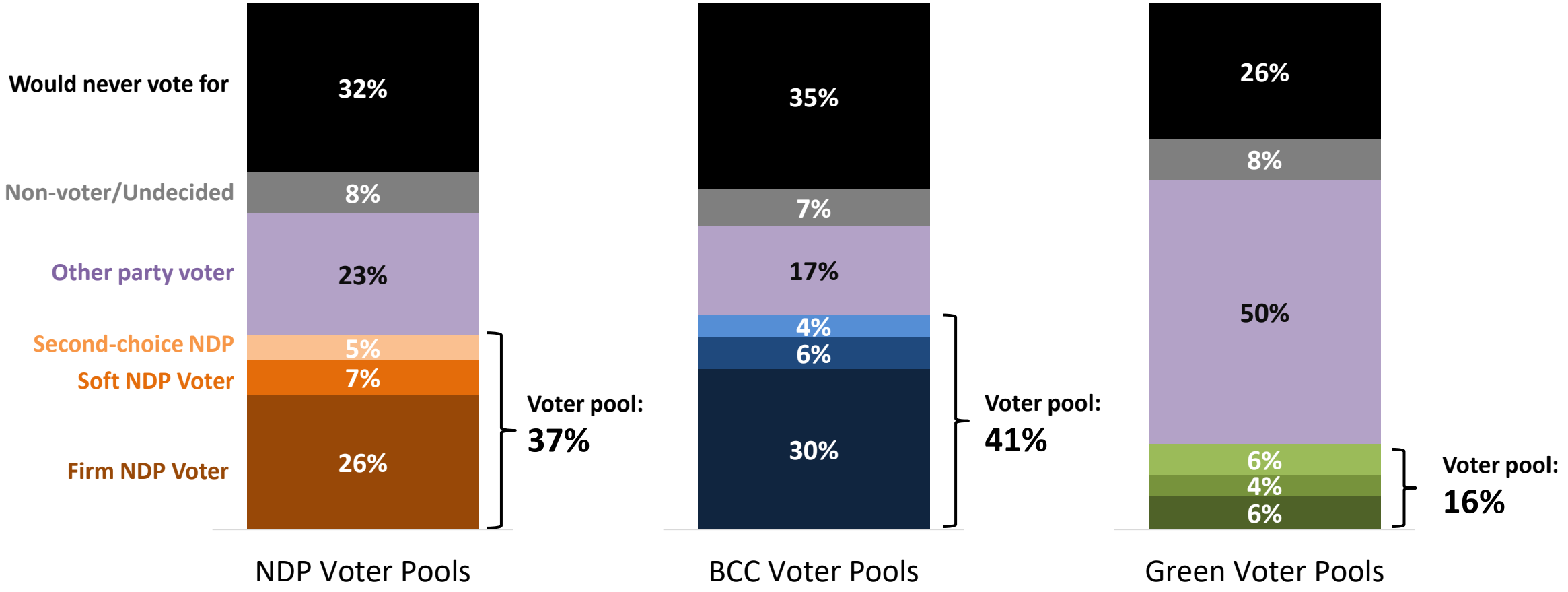
2nd Choice by Combined Vote: Green voters are much more likely to have NDP as their second choice compared to the Conservatives

Combined Vote

Second Choice	BC Conservative (N=392)	BC NDP (N=341)	Green (N=113)	Other (N=62)
BC Conservative 2nd choice	0%	9%	16%	38%
BC NDP 2nd choice	11%	0%	38%	9%
Green 2nd choice	13%	42%	0%	14%
Other 2nd choice	25%	9%	15%	13%
Undecided 2nd choice	27%	26%	24%	20%
Would not vote 2nd choice	24%	13%	6%	6%

Voter Pools: BC Conservatives lead with a 41% voter pool, NDP follows closely at 37%

Based on respondents' answers to their current vote preference, their level of certainty in their voting decision, second-choice preference, and whether they would never vote for a particular party, respondents were segmented into voter pools for each party.



Conservative winning coalition pushed over the top with narrow lead among Pay-as-You Go Moderates and strong base support

Value Clusters

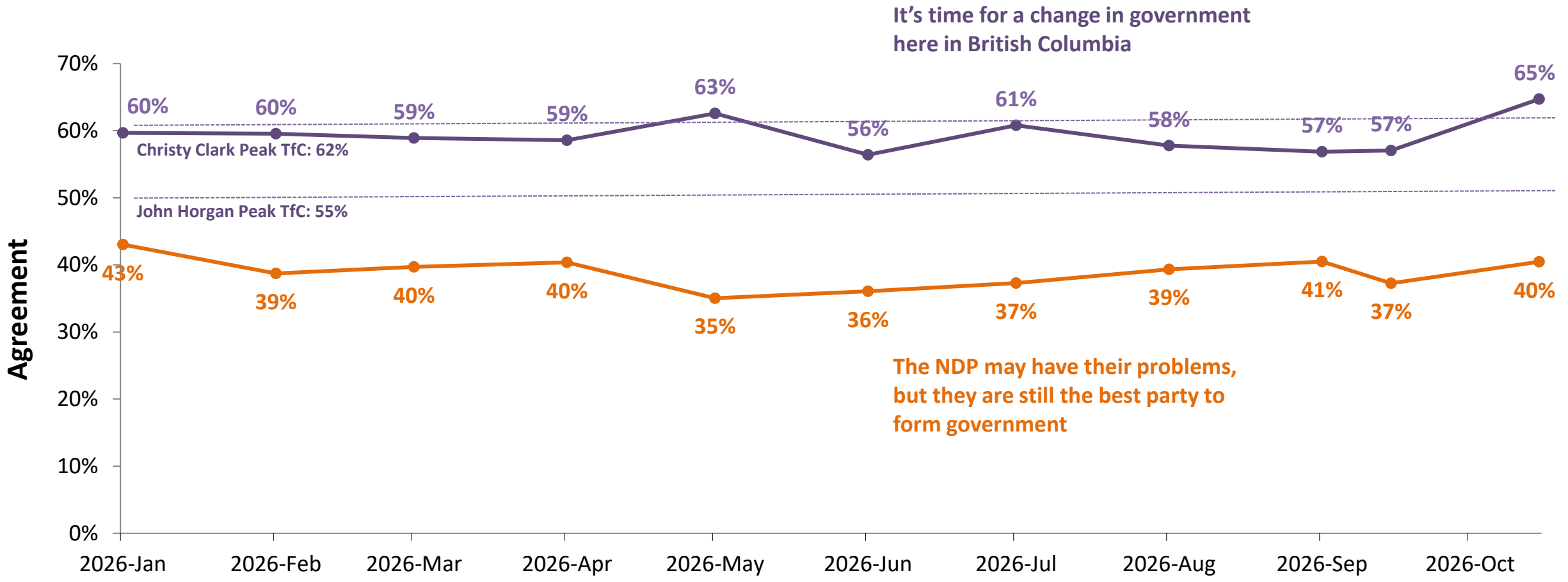
Combined Vote	Alienated Conservatives (N=135)	Status Quo Conservatives (N=120)	Business Liberals (N=229)	Left Liberals (N=189)	Core Left (N=204)	Pay-as-you-go Moderates (N=123)
BC Conservative	66%	55%	40%	29%	24%	35%
NDP	8%	25%	43%	34%	50%	29%
Green	6%	7%	8%	15%	16%	12%
Other	15%	6%	2%	9%	4%	4%
Undecided/DK	4%	6%	6%	8%	4%	15%
Would not vote/None	1%	1%	1%	4%	2%	6%

Time for a Change

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Agreement TFC and NDP Best Party: Agreement that the NDP is the best party is similar to September levels, while TFC has increased

Q Do you agree or disagree with each of the following statements?
[asked of all respondents; n=1,000]



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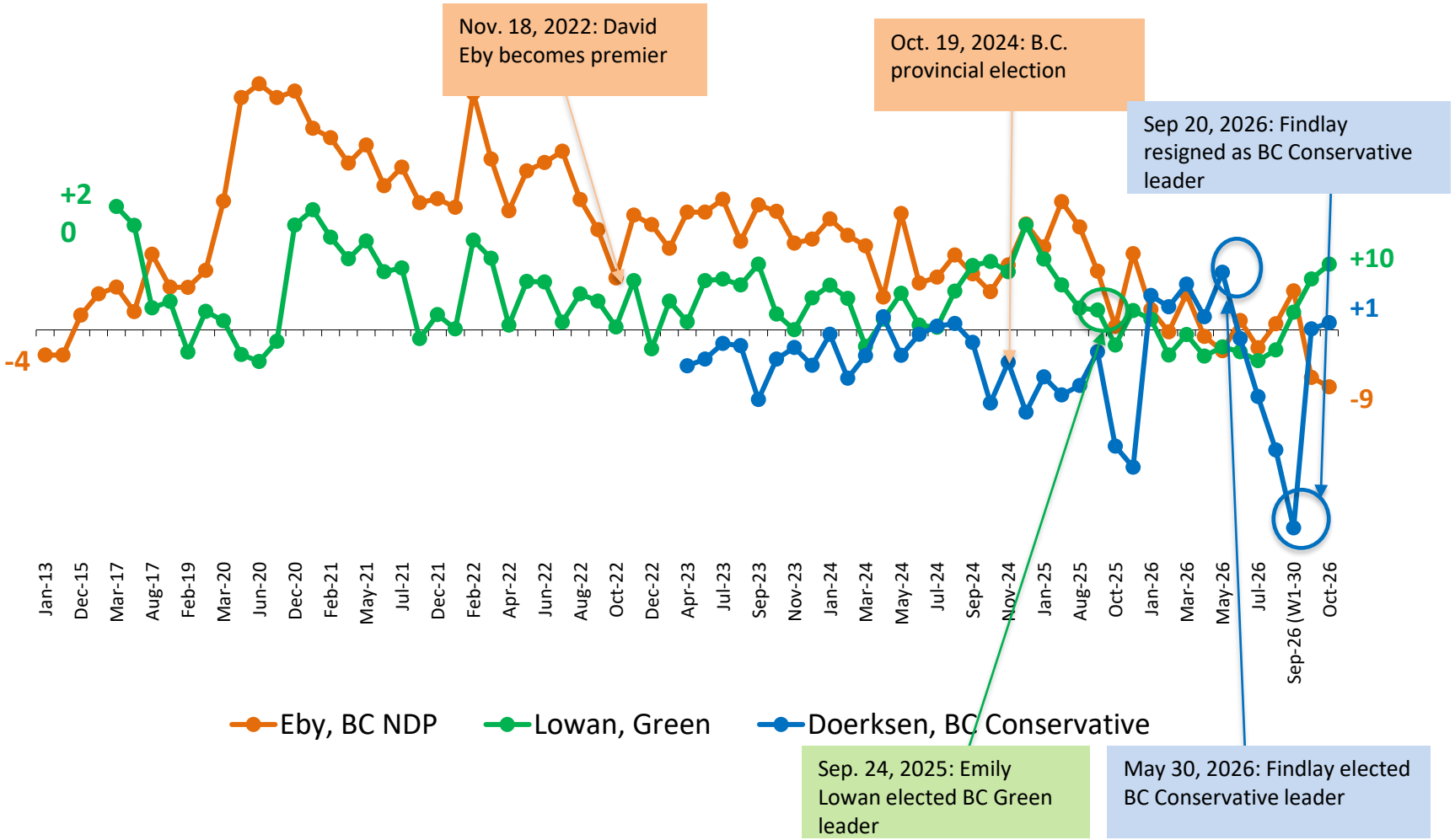
Leadership

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The massive swing in leader favourables seen after the snap election call has held steady

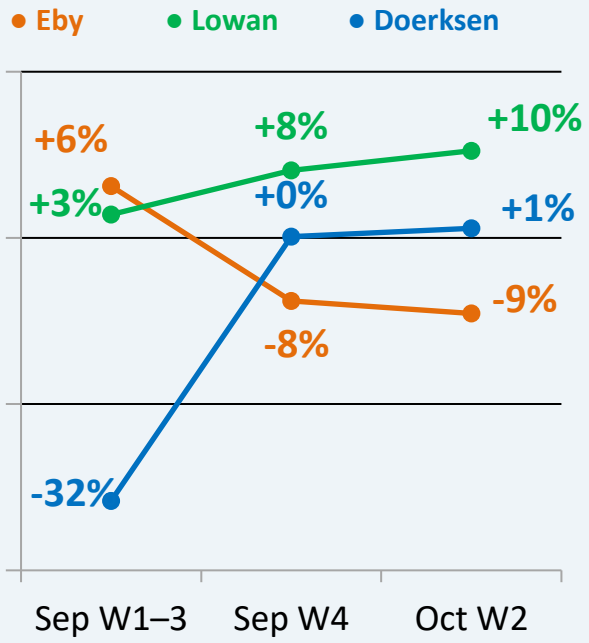
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable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

[asked of all respondents; n=1,000]



CALL OUT

The final three waves frame the election-call decision

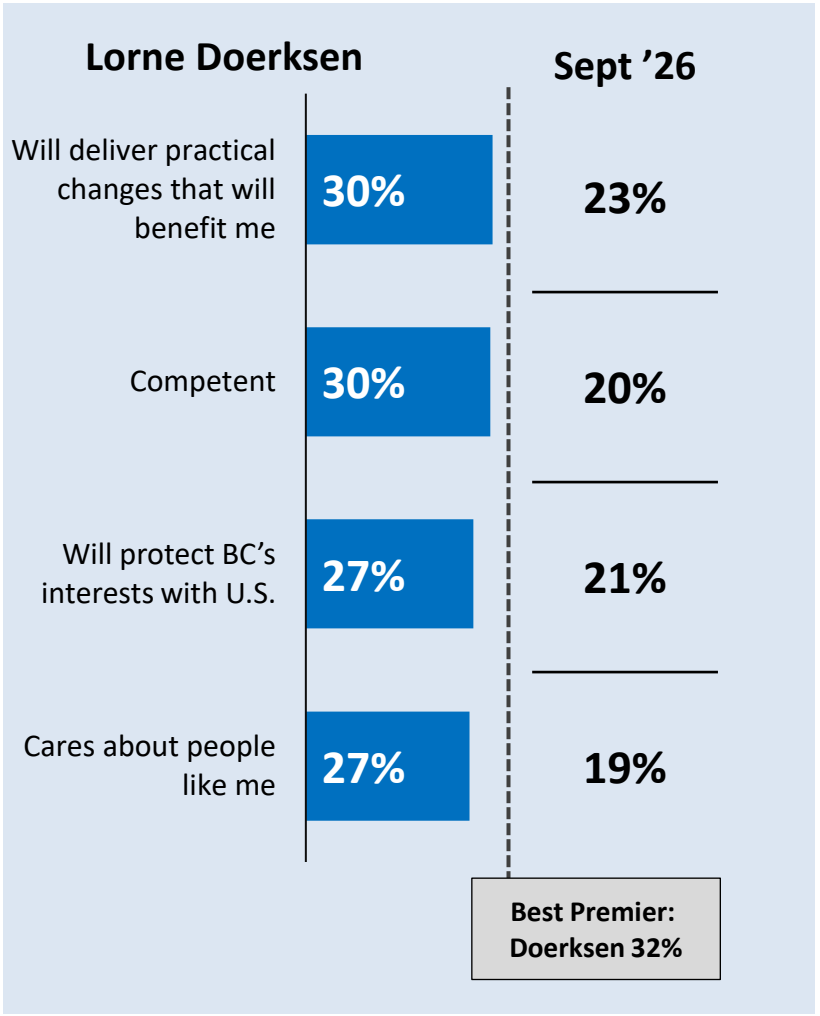


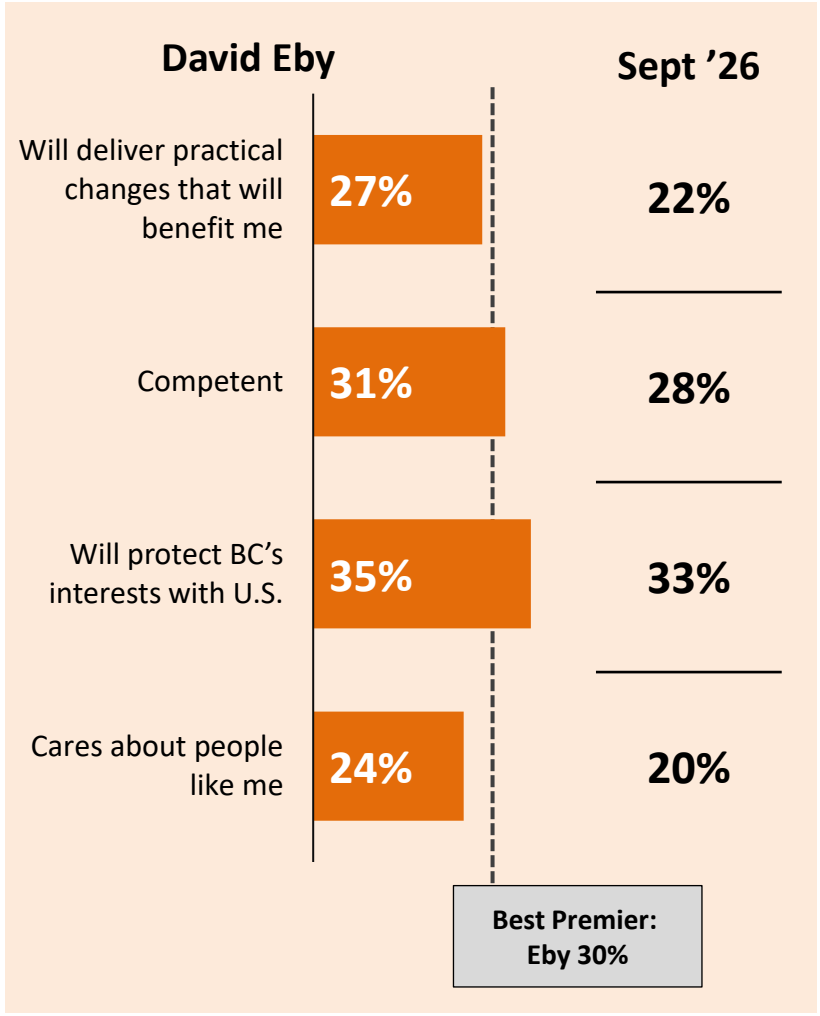
Current data: October 2026

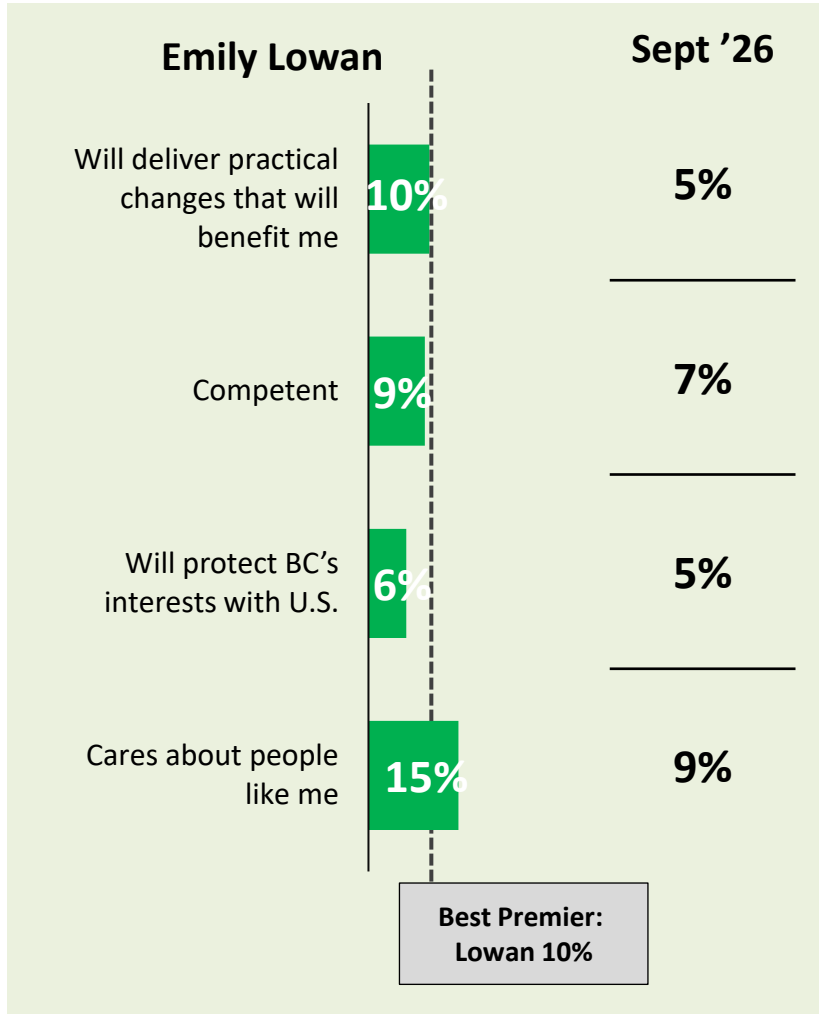
When it came to “Define or Be Defined”, the Conservatives beat the NDP in the battle to define Doerksen

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=1,000]



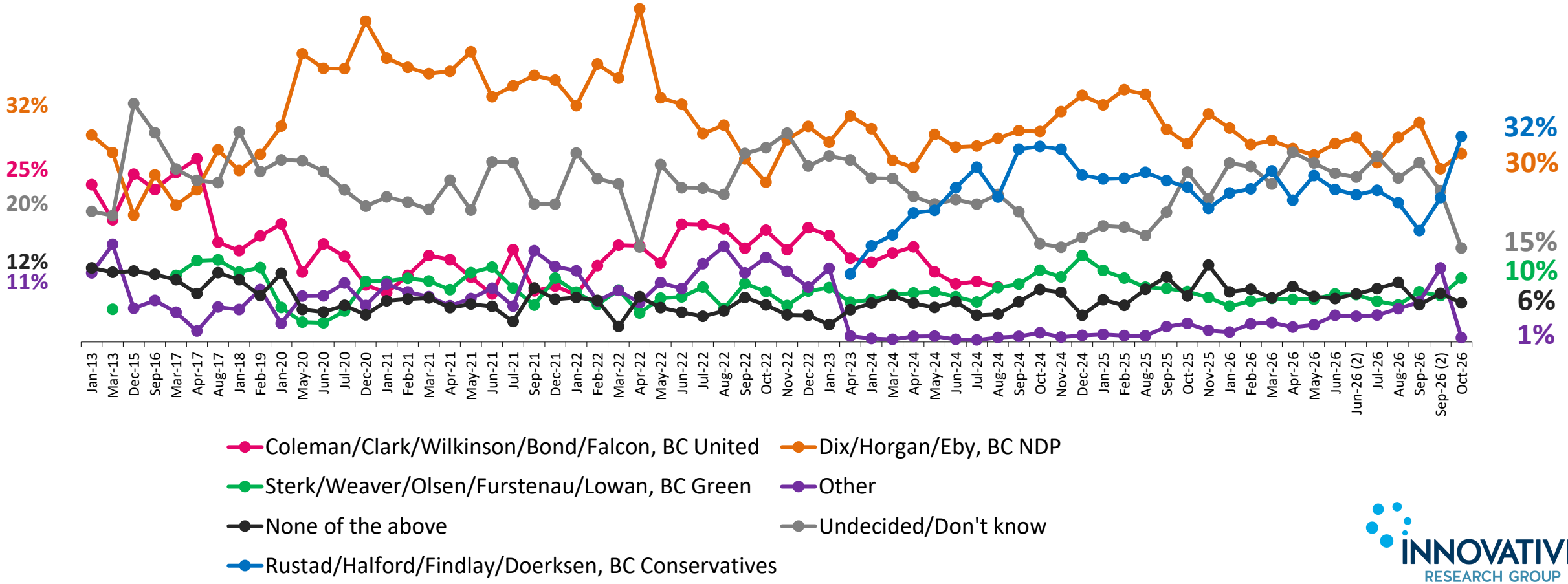




Best Premier Tracking: Doerksen is up 15 points since KLF, now at 32%; Eby now marginally behind at 30%

Q Which of the following leaders would make the best Premier of BC?

[asked of all respondents; n=1,000]



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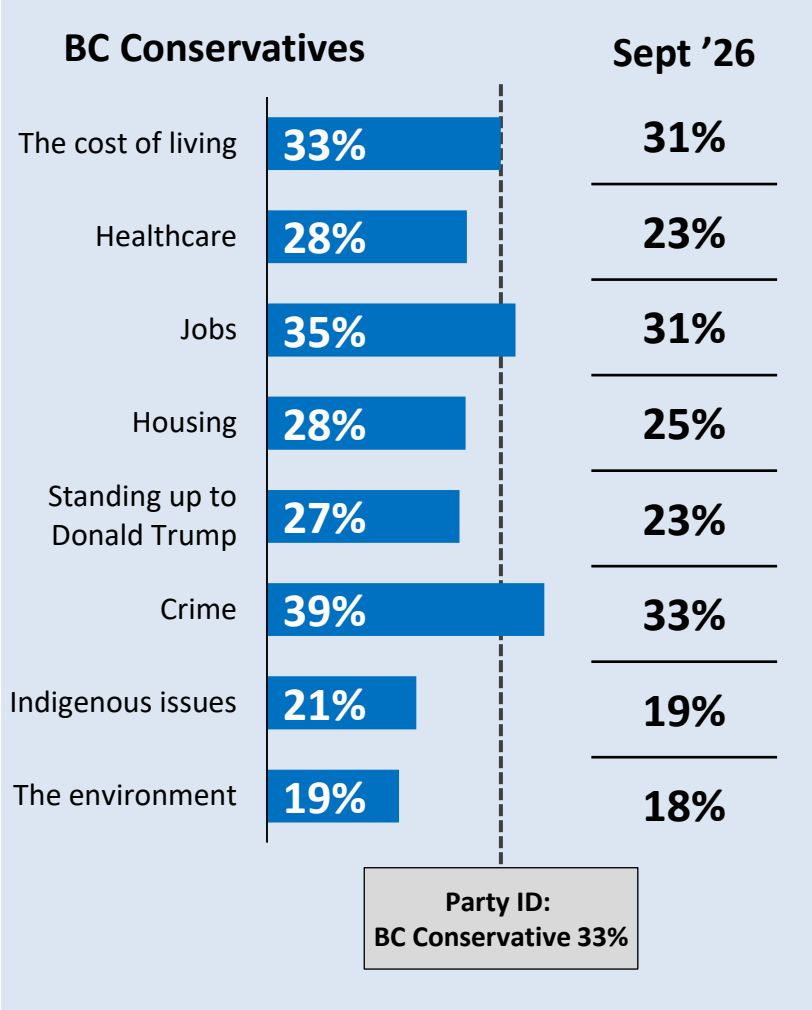
Party Brands

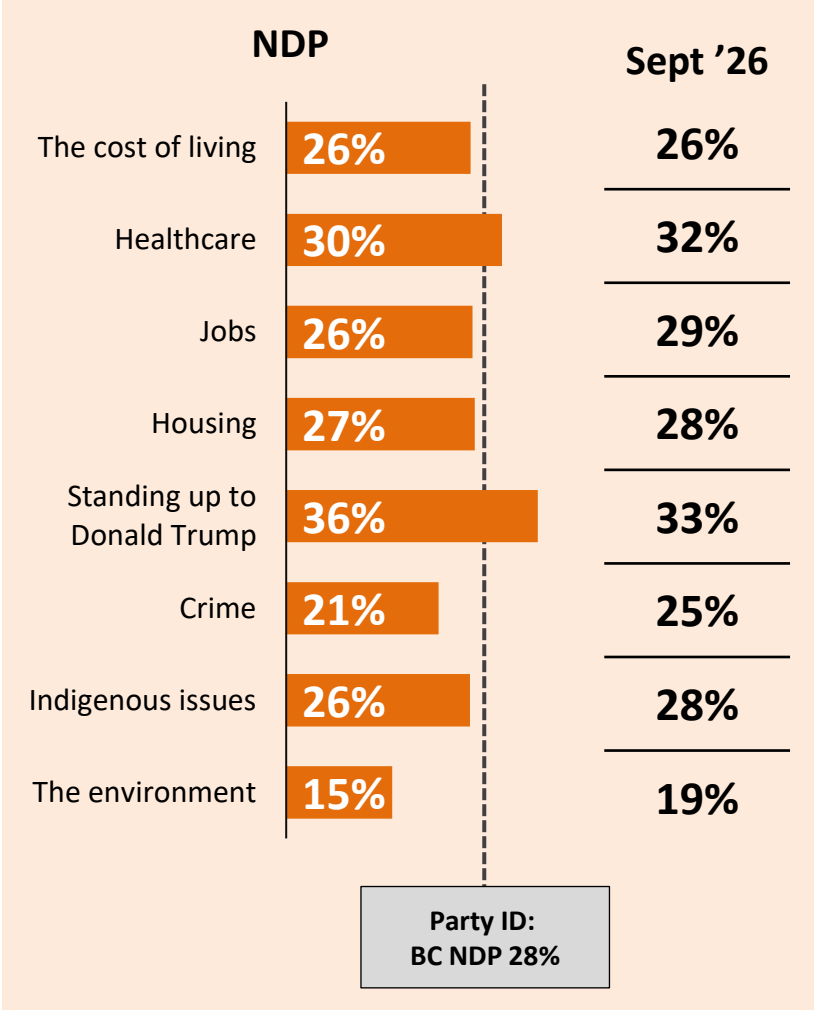
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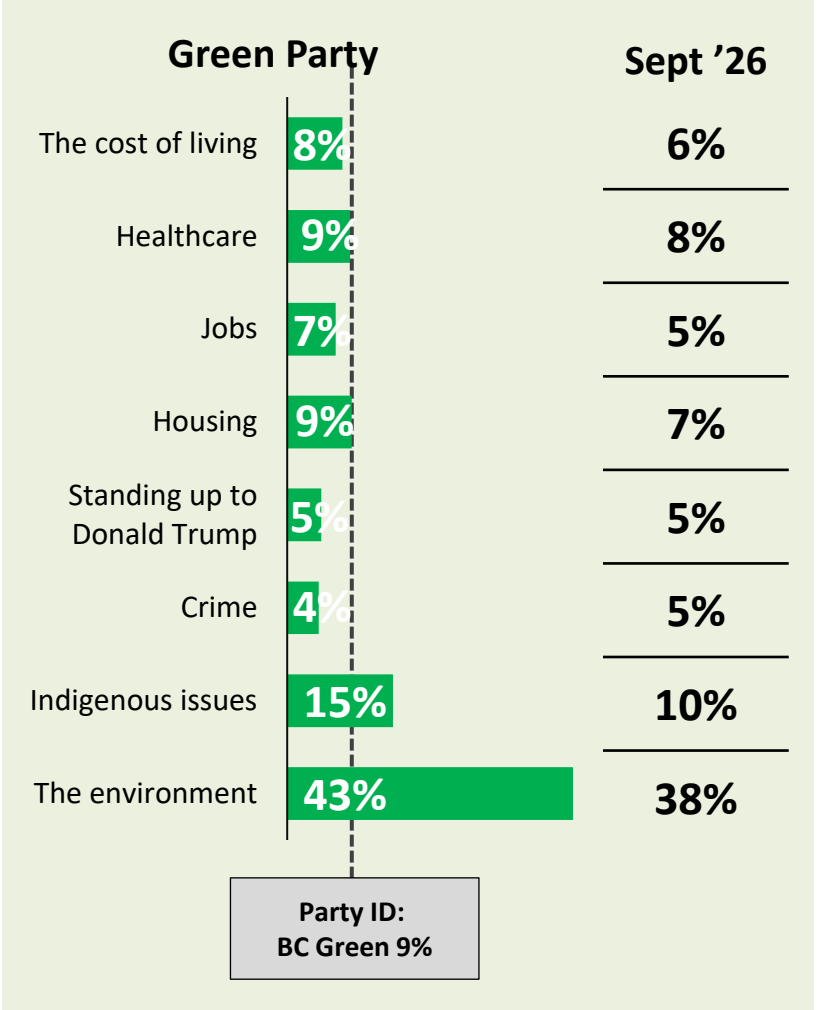
The BCC lead on cost of living and jobs and tie on health and housing. NDP dominate on Trump, the BCC on crime and Greens on environment

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=1,000]





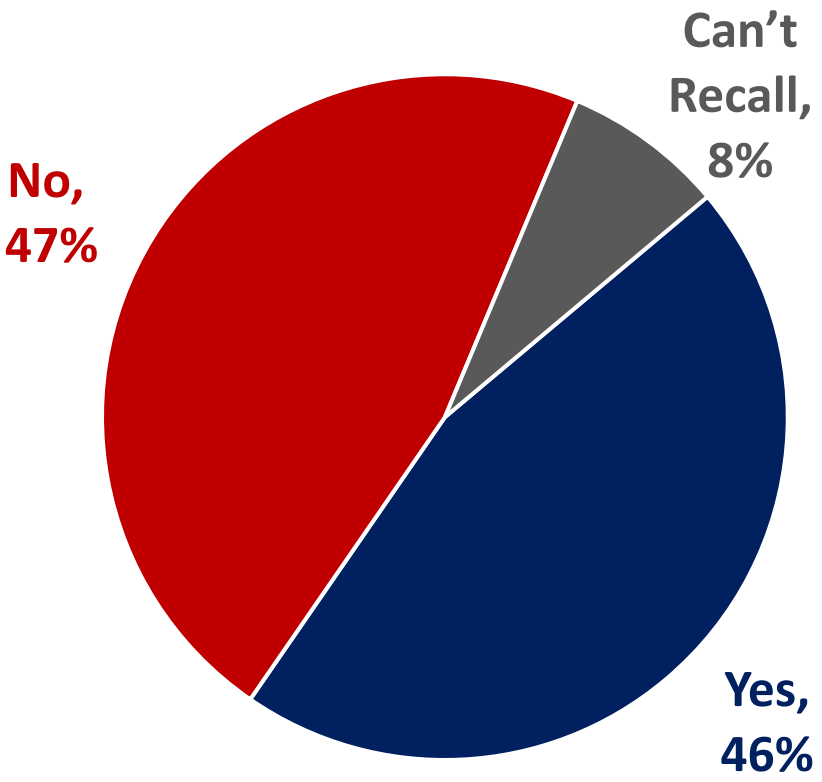


The Debate

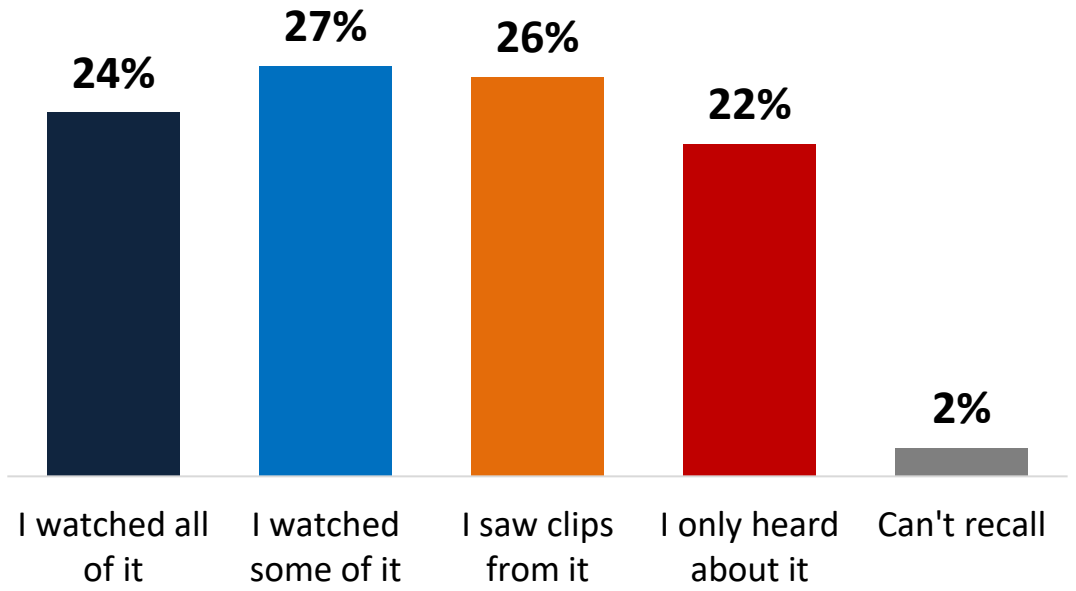
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BC Election Debate: Nearly half (46%) read/seen/heard about the debate, among those who RSH, 24% watched all of it

Q Have you read, seen, or heard anything about the BC election leader's debate held on Wednesday, October 14th?
[asked of all respondents; n=1,000]

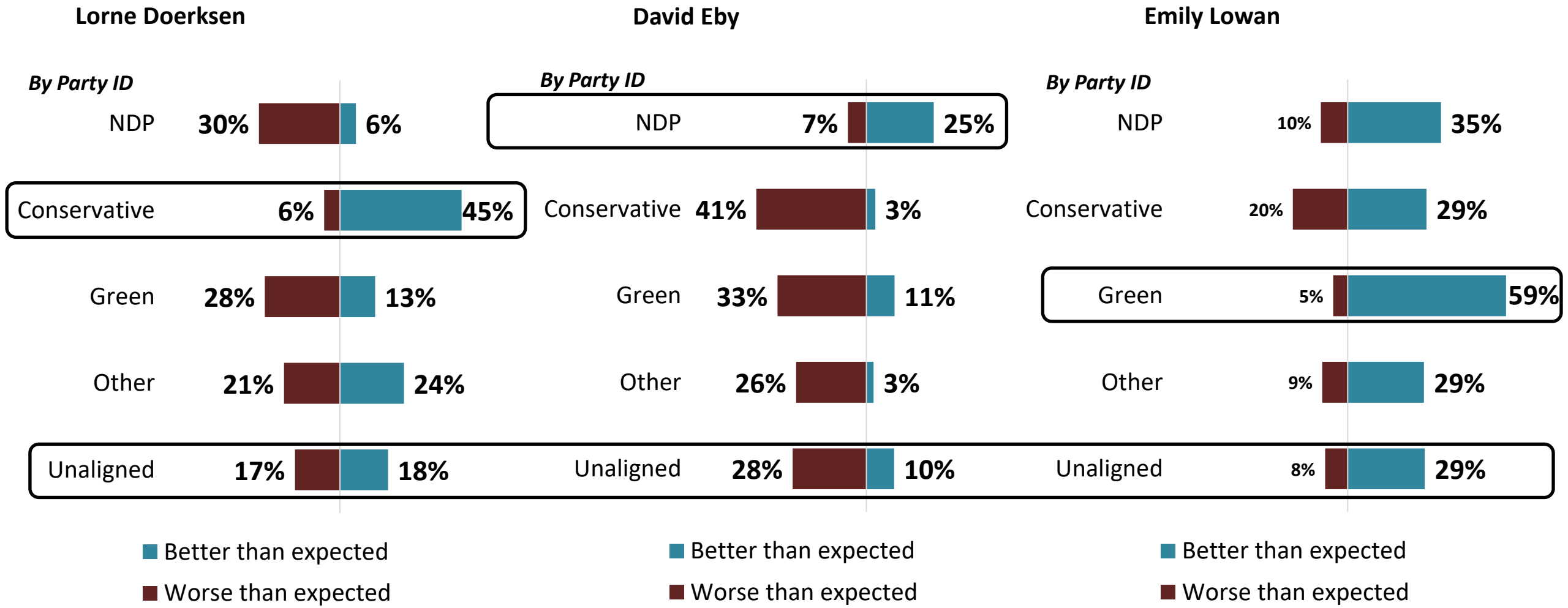


Q Did you happen to watch or listen to the leader's debate yourself?
[asked of those who read/saw/heard about the debate; n=457]



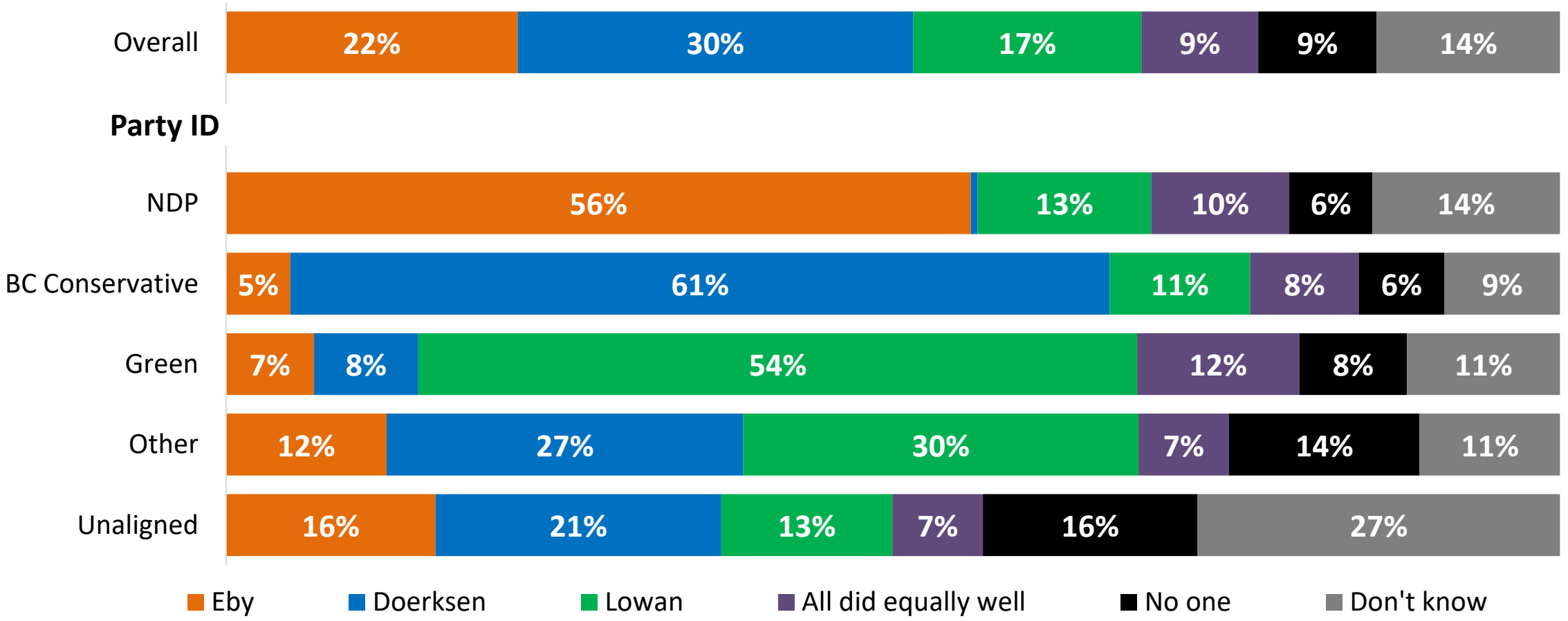
Eby did less well with his own base than Doerksen, and also was perceived worst by unaligned voters

Q For each leader, did they perform better than you expected, worse than you expected, or about as you expected in the leader's debate?
[asked of those who read/saw/heard about the debate; n=457]



More felt Doerksen performed best in the debate, support is higher among BCC for Doerksen than NDP for Eby

Q In your opinion which leader did the best in the debate?
[asked of those who read/saw/heard about the debate; n=457]



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Survey Methodology



These are the results of an online survey conducted between October 15 and October 19, 2026.

Method: This online survey was conducted using Lucid's and Leger's research panels, leading providers 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=1153 British Columbian citizens, 18 years or older. The results are BC weighted to n=1000 based on Census data from Statistics Canada.

Field Dates: October 15 to October 19, 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	93	8.1%	123	12.4%
Men 35-54	205	17.9%	158	15.9%
Men 55+	270	23.5%	198	19.9%
Women 18-34	125	10.9%	130	13.1%
Women 35-54	185	16.1%	165	16.6%
Women 55+	270	23.5%	219	22.0%
Lower Mainland North/Central	389	33.7%	292	29.2%
Lower Mainland South/East	314	27.2%	303	30.3%
Island/Sunshine Coast	210	18.2%	187	18.7%
Interior/North	240	20.8%	218	21.8%

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