

Mainstreet Research Survey - British Columbia



About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.

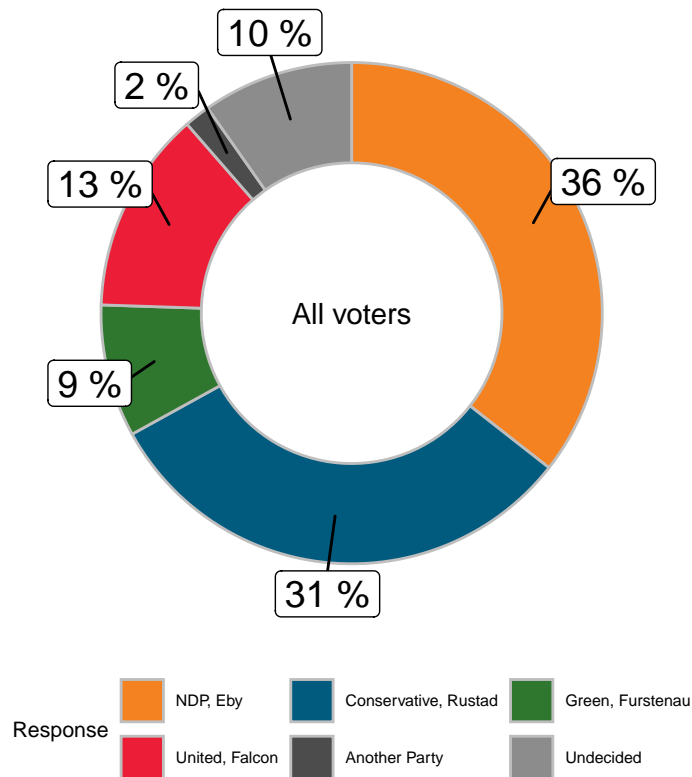
Methodology

The analysis in this report is based on results of a survey conducted from Monday, March 18th to Tuesday, March 19th, 2024, among a sample of 1063 adults, 18 years of age or older, living in British Columbia. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in British Columbia.

The margin of error for the poll is +/- 3% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

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If a provincial election were held today, how would you vote? (All voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Non-binary	18-34	35-49	50-64	65+	Vancouver	Vancouver Island	Rest of BC
NDP, Eby	35.6%	-	-	-	-	-	-	-	-	-	-
Conservative, Rustad	31.4%	-	-	-	-	-	-	-	-	-	-
Green, Furstenau	8.5%	-	-	-	-	-	-	-	-	-	-
United, Falcon	13.1%	-	-	-	-	-	-	-	-	-	-
Another Party	1.7%	-	-	-	-	-	-	-	-	-	-
Undecided	9.7%	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	585	405	73	128	242	317	376	444	203	416
Weighted Frequency	1063	523	514	24	194	218	315	334	617	234	210

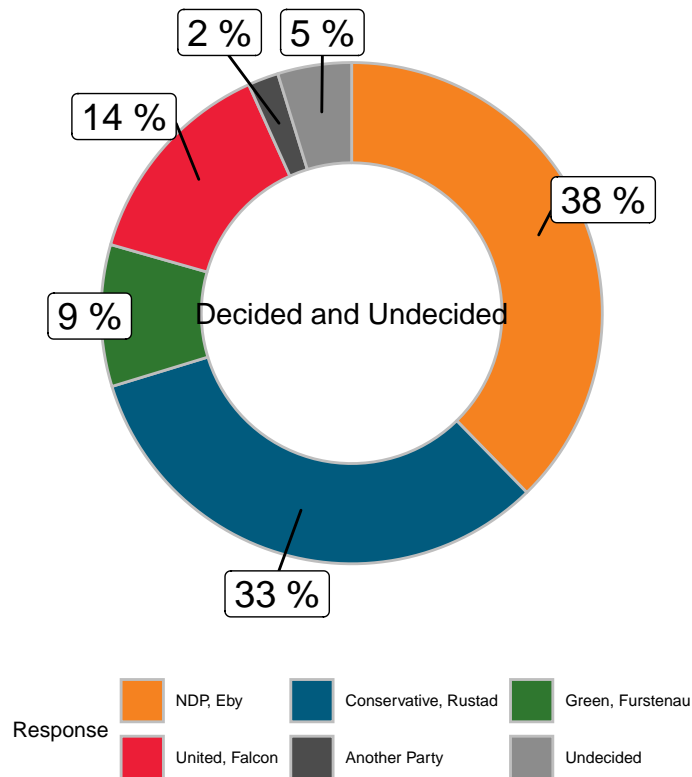
broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
NDP, Eby	35.6%	-	-	-	-	-	-	-
Conservative, Rustad	31.4%	-	-	-	-	-	-	-
Green, Furstenau	8.5%	-	-	-	-	-	-	-
United, Falcon	13.1%	-	-	-	-	-	-	-
Another Party	1.7%	-	-	-	-	-	-	-
Undecided	9.7%	-	-	-	-	-	-	-
Unweighted Frequency	1063	156	368	539	243	191	223	406
Weighted Frequency	1063	349	322	390	297	187	224	353

broken out by race

	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
NDP, Eby	35.6%	-	-	-	-	-	-	-	-	-
Conservative, Rustad	31.4%	-	-	-	-	-	-	-	-	-
Green, Furstenau	8.5%	-	-	-	-	-	-	-	-	-
United, Falcon	13.1%	-	-	-	-	-	-	-	-	-
Another Party	1.7%	-	-	-	-	-	-	-	-	-
Undecided	9.7%	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	781	20	44	17	27	30	22	49	73
Weighted Frequency	1063	777	20	50	21	24	37	20	50	61

If a provincial election were held today, how would you vote? (Decided and Undecided voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Non-binary	18-34	35-49	50-64	65+	Vancouver	Vancouver Island	Rest of BC
NDP, Eby	37.7%	-	-	-	-	-	-	-	-	-	-
Conservative, Rustad	32.6%	-	-	-	-	-	-	-	-	-	-
Green, Furstenau	9.1%	-	-	-	-	-	-	-	-	-	-
United, Falcon	13.8%	-	-	-	-	-	-	-	-	-	-
Another Party	2%	-	-	-	-	-	-	-	-	-	-
Undecided	4.8%	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	585	405	73	128	242	317	376	444	203	416
Weighted Frequency	1063	523	514	24	194	218	315	334	617	234	210

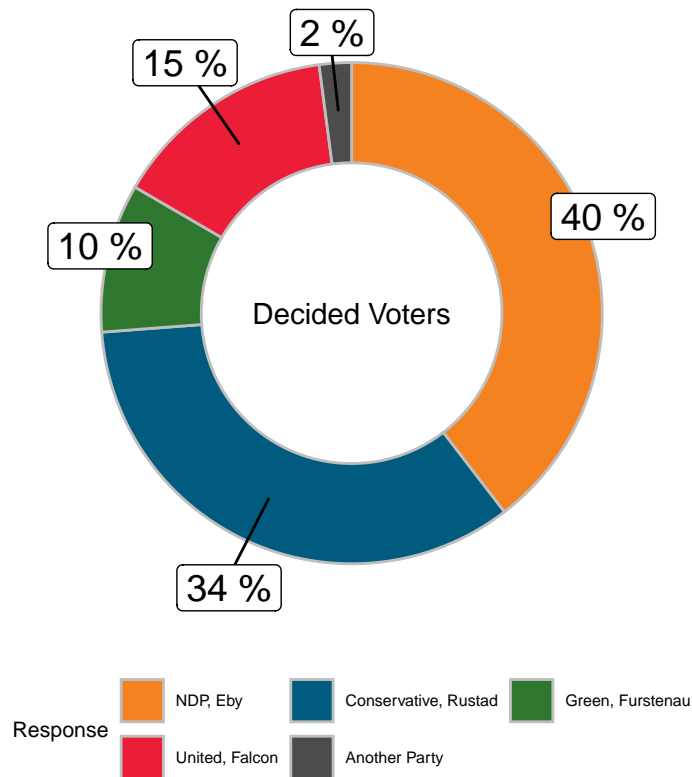
broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
NDP, Eby	37.7%	-	-	-	-	-	-	-
Conservative, Rustad	32.6%	-	-	-	-	-	-	-
Green, Furstenau	9.1%	-	-	-	-	-	-	-
United, Falcon	13.8%	-	-	-	-	-	-	-
Another Party	2%	-	-	-	-	-	-	-
Undecided	4.8%	-	-	-	-	-	-	-
Unweighted Frequency	1063	156	368	539	243	191	223	406
Weighted Frequency	1063	349	322	390	297	187	224	353

broken out by race

	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
NDP, Eby	37.7%	-	-	-	-	-	-	-	-	-
Conservative, Rustad	32.6%	-	-	-	-	-	-	-	-	-
Green, Furstenau	9.1%	-	-	-	-	-	-	-	-	-
United, Falcon	13.8%	-	-	-	-	-	-	-	-	-
Another Party	2%	-	-	-	-	-	-	-	-	-
Undecided	4.8%	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	781	20	44	17	27	30	22	49	73
Weighted Frequency	1063	777	20	50	21	24	37	20	50	61

If a provincial election were held today, how would you vote? (Decided voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Non-binary	18-34	35-49	50-64	65+	Vancouver	Vancouver Island	Rest of BC
NDP, Eby	39.6%	-	-	-	-	-	-	-	-	-	-
Conservative, Rustad	34.2%	-	-	-	-	-	-	-	-	-	-
Green, Furstenau	9.6%	-	-	-	-	-	-	-	-	-	-
United, Falcon	14.5%	-	-	-	-	-	-	-	-	-	-
Another Party	2.1%	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1015	561	387	67	121	235	306	353	421	199	395
Weighted Frequency	1015	498	490	22	178	214	304	314	586	229	196

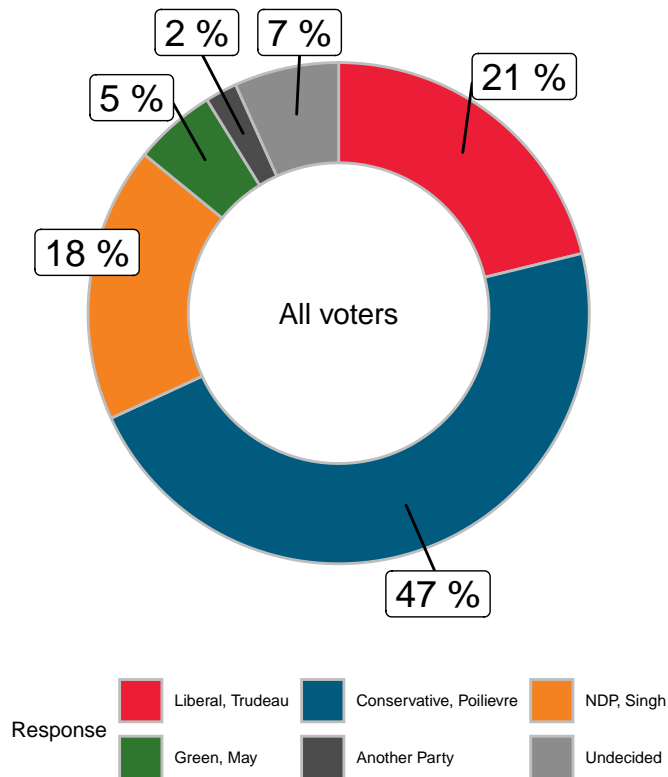
broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
NDP, Eby	39.6%	-	-	-	-	-	-	-
Conservative, Rustad	34.2%	-	-	-	-	-	-	-
Green, Furstenau	9.6%	-	-	-	-	-	-	-
United, Falcon	14.5%	-	-	-	-	-	-	-
Another Party	2.1%	-	-	-	-	-	-	-
Unweighted Frequency	1015	143	358	514	229	183	215	388
Weighted Frequency	1015	327	312	371	282	177	212	340

broken out by race

	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
NDP, Eby	39.6%	-	-	-	-	-	-	-	-	-
Conservative, Rustad	34.2%	-	-	-	-	-	-	-	-	-
Green, Furstenau	9.6%	-	-	-	-	-	-	-	-	-
United, Falcon	14.5%	-	-	-	-	-	-	-	-	-
Another Party	2.1%	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1015	752	19	41	16	26	29	18	47	67
Weighted Frequency	1015	746	20	44	20	23	37	17	45	58

If a federal election were held today, how would you vote? (All voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Non-binary	18-34	35-49	50-64	65+	Vancouver	Vancouver Island	Rest of BC
Liberal, Trudeau	21.2%	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	46.9%	-	-	-	-	-	-	-	-	-	-
NDP, Singh	17.8%	-	-	-	-	-	-	-	-	-	-
Green, May	5.3%	-	-	-	-	-	-	-	-	-	-
Another Party	2.1%	-	-	-	-	-	-	-	-	-	-
Undecided	6.7%	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	585	405	73	128	242	317	376	444	203	416
Weighted Frequency	1063	523	514	24	194	218	315	334	617	234	210

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Liberal, Trudeau	21.2%	-	-	-	-	-	-	-
Conservative, Poilievre	46.9%	-	-	-	-	-	-	-
NDP, Singh	17.8%	-	-	-	-	-	-	-
Green, May	5.3%	-	-	-	-	-	-	-
Another Party	2.1%	-	-	-	-	-	-	-
Undecided	6.7%	-	-	-	-	-	-	-
Unweighted Frequency	1063	156	368	539	243	191	223	406
Weighted Frequency	1063	349	322	390	297	187	224	353

broken out by provincial vote

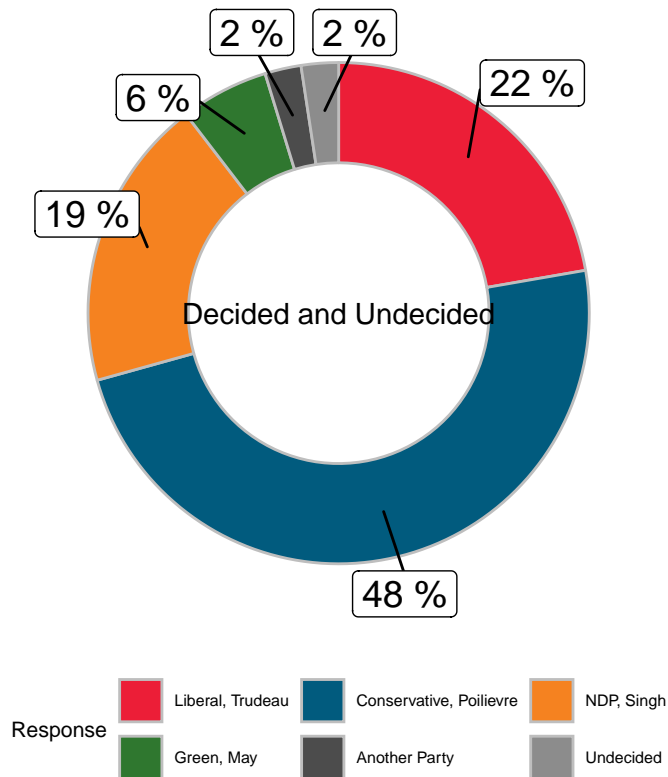
	Total	Provincial					
		NDP, Eby	Conservative, Rustad	Green, Furstenuau	United, Falcon	Another Party	Undecided
Liberal, Trudeau	21.2%	-	-	-	-	-	-
Conservative, Poilievre	46.9%	-	-	-	-	-	-
NDP, Singh	17.8%	-	-	-	-	-	-
Green, May	5.3%	-	-	-	-	-	-
Another Party	2.1%	-	-	-	-	-	-
Undecided	6.7%	-	-	-	-	-	-
Unweighted Frequency	1063	340	331	78	176	20	118
Weighted Frequency	1063	377	333	91	139	18	103



broken out by race

	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Liberal, Trudeau	21.2%	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	46.9%	-	-	-	-	-	-	-	-	-
NDP, Singh	17.8%	-	-	-	-	-	-	-	-	-
Green, May	5.3%	-	-	-	-	-	-	-	-	-
Another Party	2.1%	-	-	-	-	-	-	-	-	-
Undecided	6.7%	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	781	20	44	17	27	30	22	49	73
Weighted Frequency	1063	777	20	50	21	24	37	20	50	61

If a federal election were held today, how would you vote? (Decided and Undecided voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Non-binary	18-34	35-49	50-64	65+	Vancouver	Vancouver Island	Rest of BC
Liberal, Trudeau	22.3%	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	48.4%	-	-	-	-	-	-	-	-	-	-
NDP, Singh	18.9%	-	-	-	-	-	-	-	-	-	-
Green, May	5.7%	-	-	-	-	-	-	-	-	-	-
Another Party	2.3%	-	-	-	-	-	-	-	-	-	-
Undecided	2.4%	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	585	405	73	128	242	317	376	444	203	416
Weighted Frequency	1063	523	514	24	194	218	315	334	617	234	210

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Liberal, Trudeau	22.3%	-	-	-	-	-	-	-
Conservative, Poilievre	48.4%	-	-	-	-	-	-	-
NDP, Singh	18.9%	-	-	-	-	-	-	-
Green, May	5.7%	-	-	-	-	-	-	-
Another Party	2.3%	-	-	-	-	-	-	-
Undecided	2.4%	-	-	-	-	-	-	-
Unweighted Frequency	1063	156	368	539	243	191	223	406
Weighted Frequency	1063	349	322	390	297	187	224	353

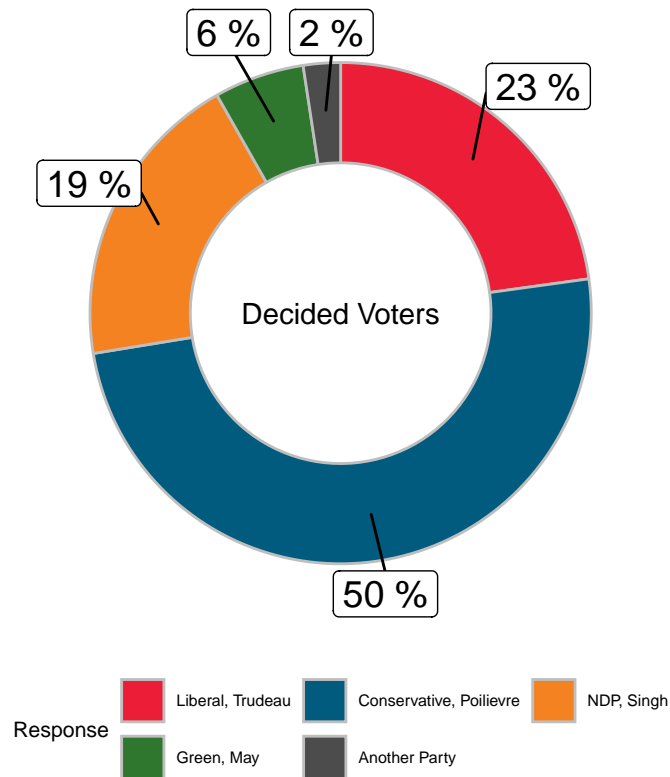
broken out by provincial vote

	Total	Provincial					
		NDP, Eby	Conservative, Rustad	Green, Furstenuau	United, Falcon	Another Party	Undecided
Liberal, Trudeau	22.3%	-	-	-	-	-	-
Conservative, Poilievre	48.4%	-	-	-	-	-	-
NDP, Singh	18.9%	-	-	-	-	-	-
Green, May	5.7%	-	-	-	-	-	-
Another Party	2.3%	-	-	-	-	-	-
Undecided	2.4%	-	-	-	-	-	-
Unweighted Frequency	1063	340	331	78	176	20	118
Weighted Frequency	1063	377	333	91	139	18	103

broken out by race

	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Liberal, Trudeau	22.3%	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	48.4%	-	-	-	-	-	-	-	-	-
NDP, Singh	18.9%	-	-	-	-	-	-	-	-	-
Green, May	5.7%	-	-	-	-	-	-	-	-	-
Another Party	2.3%	-	-	-	-	-	-	-	-	-
Undecided	2.4%	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	781	20	44	17	27	30	22	49	73
Weighted Frequency	1063	777	20	50	21	24	37	20	50	61

If a federal election were held today, how would you vote? (Decided voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Non-binary	18-34	35-49	50-64	65+	Vancouver	Vancouver Island	Rest of BC
Liberal, Trudeau	22.8%	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	49.6%	-	-	-	-	-	-	-	-	-	-
NDP, Singh	19.4%	-	-	-	-	-	-	-	-	-	-
Green, May	5.8%	-	-	-	-	-	-	-	-	-	-
Another Party	2.4%	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1034	573	393	68	125	239	309	361	429	200	405
Weighted Frequency	1034	516	497	22	190	216	305	325	600	233	203

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Liberal, Trudeau	22.8%	-	-	-	-	-	-	-
Conservative, Poilievre	49.6%	-	-	-	-	-	-	-
NDP, Singh	19.4%	-	-	-	-	-	-	-
Green, May	5.8%	-	-	-	-	-	-	-
Another Party	2.4%	-	-	-	-	-	-	-
Unweighted Frequency	1034	151	363	520	234	188	219	393
Weighted Frequency	1034	341	318	376	286	184	220	345

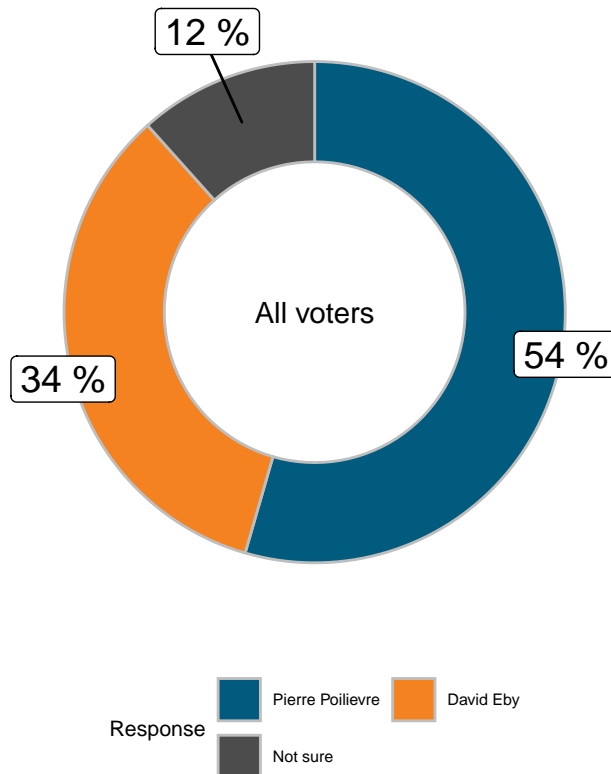
broken out by provincial vote

	Total	Provincial					
		NDP, Eby	Conservative, Rustad	Green, Furstenuau	United, Falcon	Another Party	Undecided
Liberal, Trudeau	22.8%	-	-	-	-	-	-
Conservative, Poilievre	49.6%	-	-	-	-	-	-
NDP, Singh	19.4%	-	-	-	-	-	-
Green, May	5.8%	-	-	-	-	-	-
Another Party	2.4%	-	-	-	-	-	-
Unweighted Frequency	1034	335	331	78	173	20	97
Weighted Frequency	1034	374	333	91	132	18	87

broken out by race

	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Liberal, Trudeau	22.8%	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	49.6%	-	-	-	-	-	-	-	-	-
NDP, Singh	19.4%	-	-	-	-	-	-	-	-	-
Green, May	5.8%	-	-	-	-	-	-	-	-	-
Another Party	2.4%	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1034	767	19	43	14	27	30	19	48	67
Weighted Frequency	1034	764	20	48	16	24	37	18	49	59

**When it comes to the carbon tax dispute between Pierre Poilievre and Premier David Eby, who do you agree with?
(All voters)**



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Non-binary	18-34	35-49	50-64	65+	Vancouver	Vancouver Island	Rest of BC
Pierre Poilievre	54.5%	-	-	-	-	-	-	-	-	-	-
David Eby	33.9%	-	-	-	-	-	-	-	-	-	-
Not sure	11.6%	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	585	405	73	128	242	317	376	444	203	416
Weighted Frequency	1063	523	514	24	194	218	315	334	617	234	210

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Pierre Poilievre	54.5%	-	-	-	-	-	-	-
David Eby	33.9%	-	-	-	-	-	-	-
Not sure	11.6%	-	-	-	-	-	-	-
Unweighted Frequency	1063	156	368	539	243	191	223	406
Weighted Frequency	1063	349	322	390	297	187	224	353

broken out by provincial vote

	Total	Provincial						Federal					
		NDP, Eby	Conservative, Rustad	Green, Furstenu	United, Falcon	Another Party	Undecided	Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Green, May	Another Party	Undecided
Pierre Poilievre	54.5%	-	-	-	-	-	-	-	-	-	-	-	-
David Eby	33.9%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	11.6%	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	340	331	78	176	20	118	197	528	176	55	31	76
Weighted Frequency	1063	377	333	91	139	18	103	225	498	189	56	22	72



broken out by race

	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Pierre Poilievre	54.5%	-	-	-	-	-	-	-	-	-
David Eby	33.9%	-	-	-	-	-	-	-	-	-
Not sure	11.6%	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1063	781	20	44	17	27	30	22	49	73
Weighted Frequency	1063	777	20	50	21	24	37	20	50	61