



BRITISH COLUMBIA

BC Survey for the **National Ethnic Press and
Media Council of Canada**

Field Dates: May 2-4, 2025

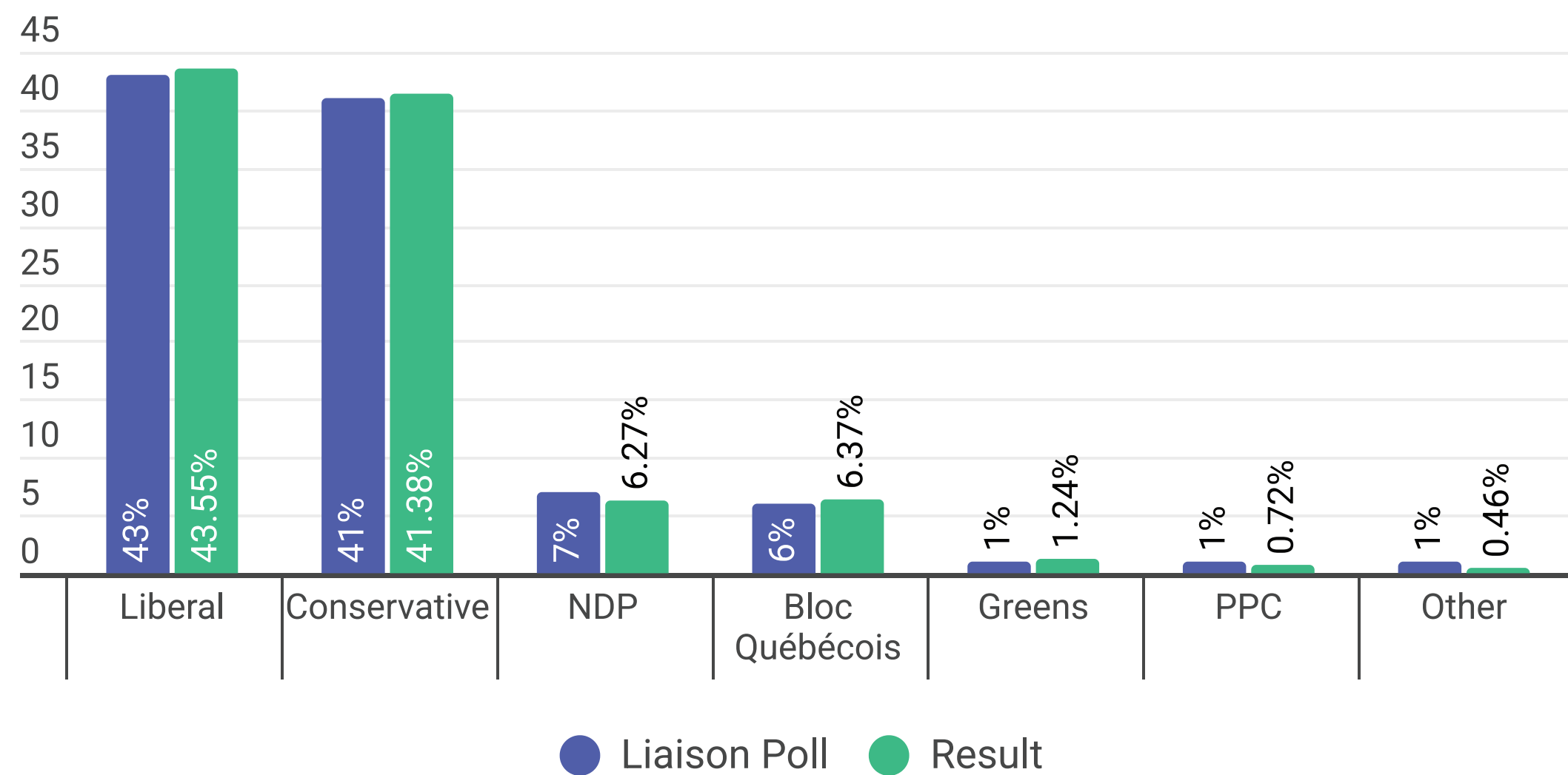
Release Date: May 7, 2025

Canada's Best Overall Pollster

In the most recent federal election, Liaison ranked as the second most accurate polling firm nationally, and was the top performer when factoring in regional results.

“Liaison had four podium finishes, giving it the best average rank of all pollsters at the regional level. It was the only pollster that finished ahead of the Poll Tracker in the regional sweepstakes.”

**- Eric Grenier, Founder of The Writ,
Overseer of CBC's Poll Tracker**





Ontario's **Most Accurate** Polling Firm.

Most accurate polling firm of the 2025
Ontario Provincial Election.

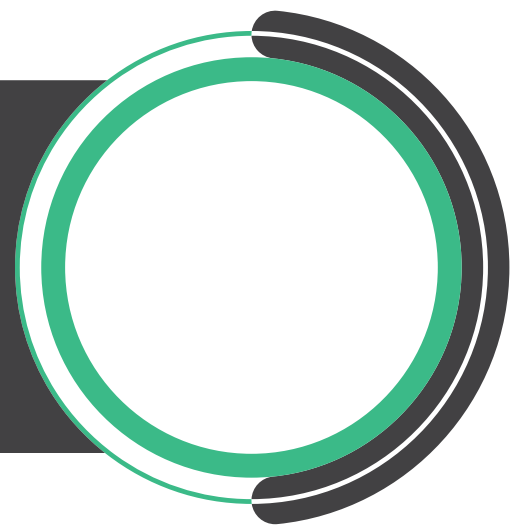


Liaison surveyed a random sample of 800 British Columbia voters through Interactive Voice Recording (IVR) from May 2-4, 2025

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

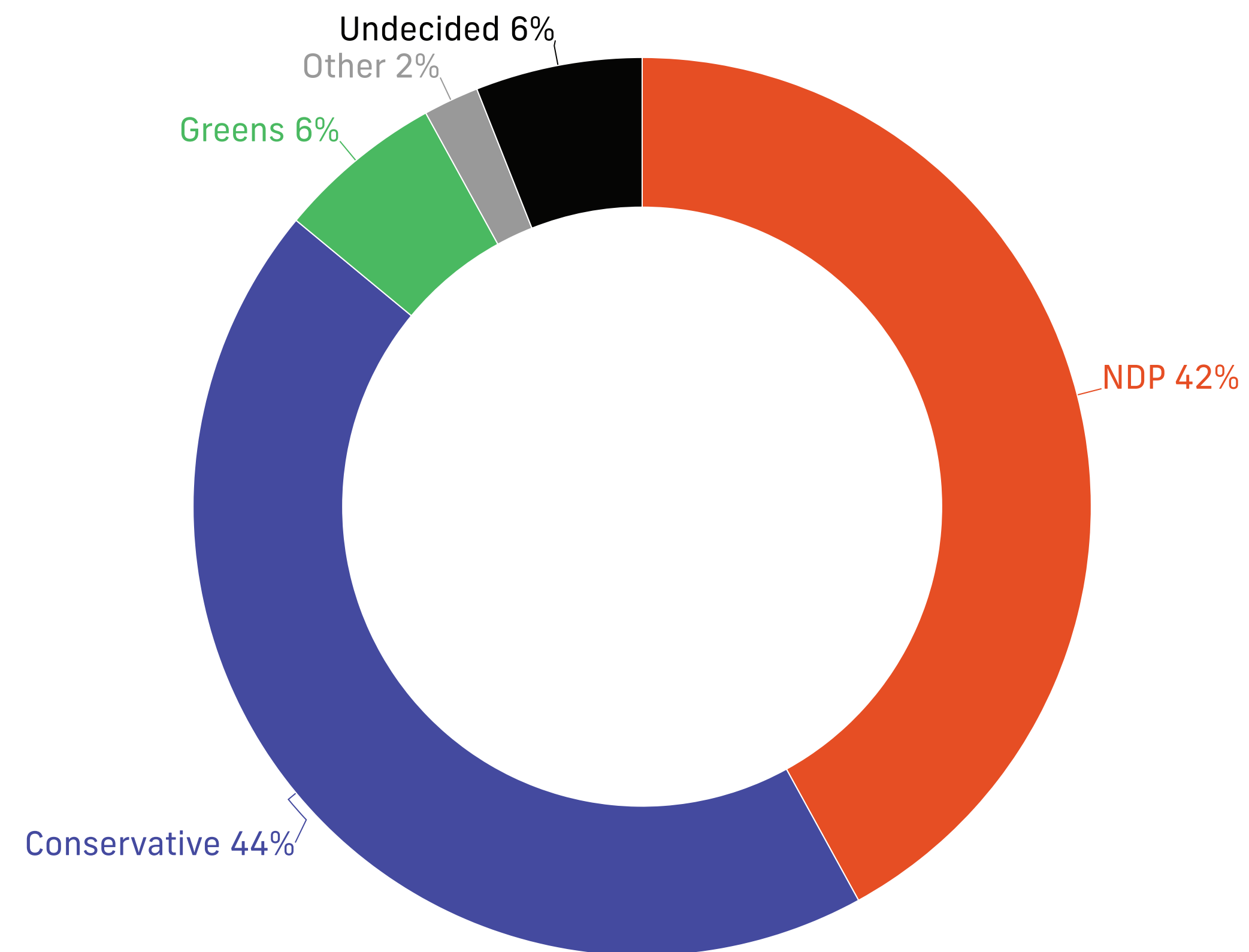
The margin of error for survey results is ± 3.45 percentage points, 19 times out of 20 for the total. Margins of error are higher for sub samples.

Results may not add up to 100 due to rounding.



Voting Intent - British Columbia

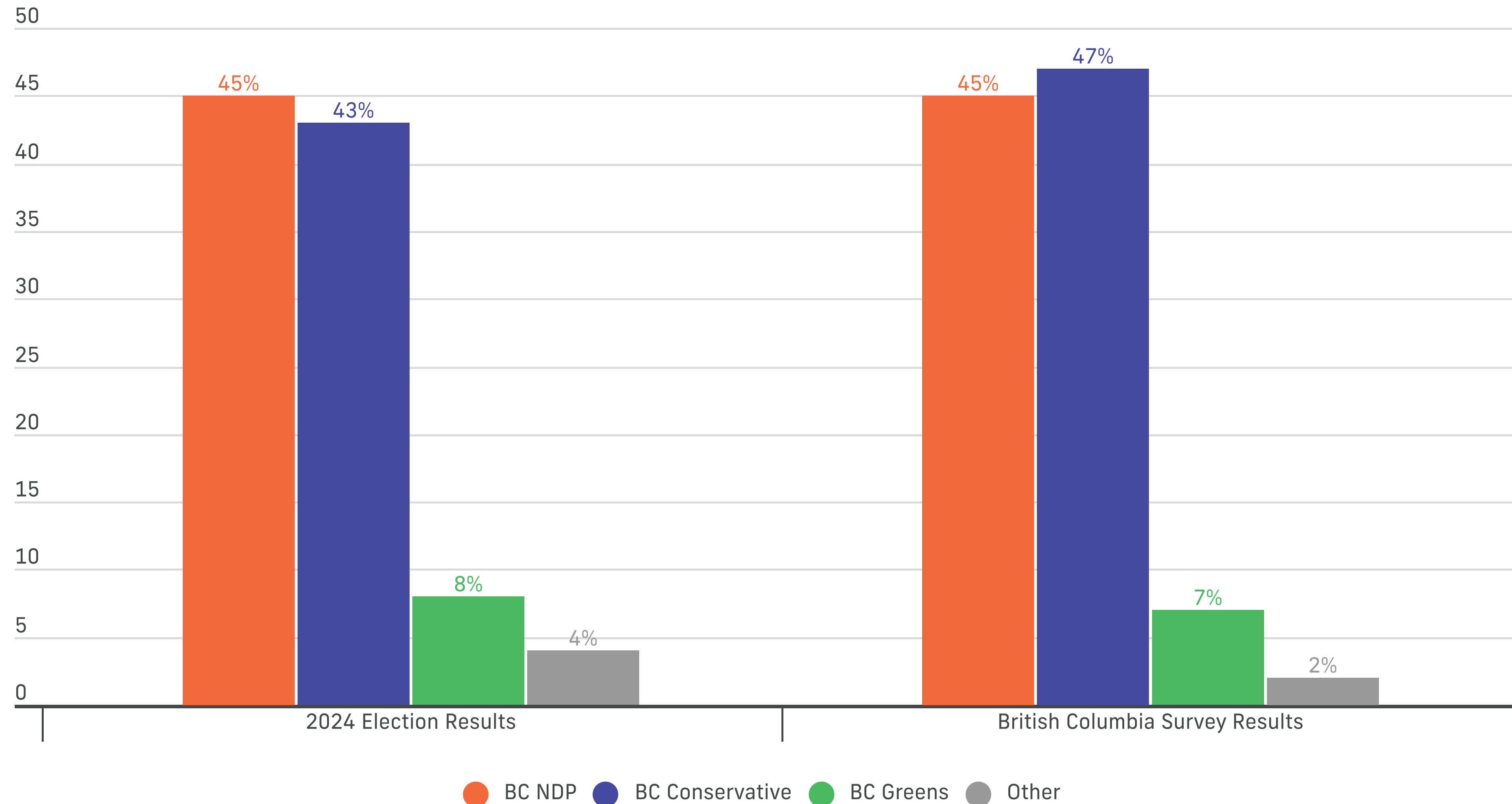
Q: If a Provincial Election were held today, which party would you vote for?





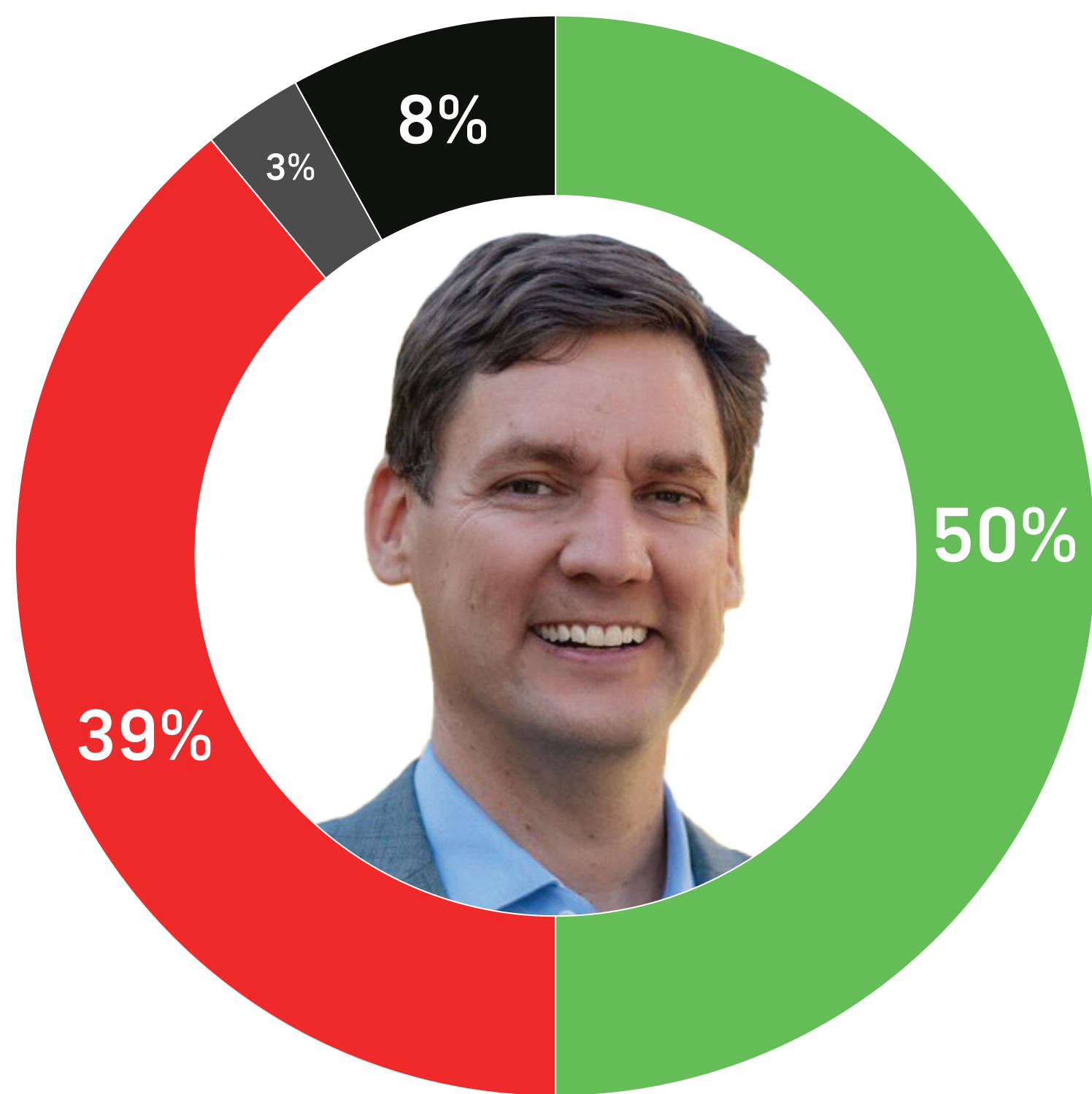
Voting Intent - British Columbia - Decided & Leaning Only

Q: If a Provincial Election were held today, which party would you vote for?
Undecided Only: And which candidate are you leaning towards?

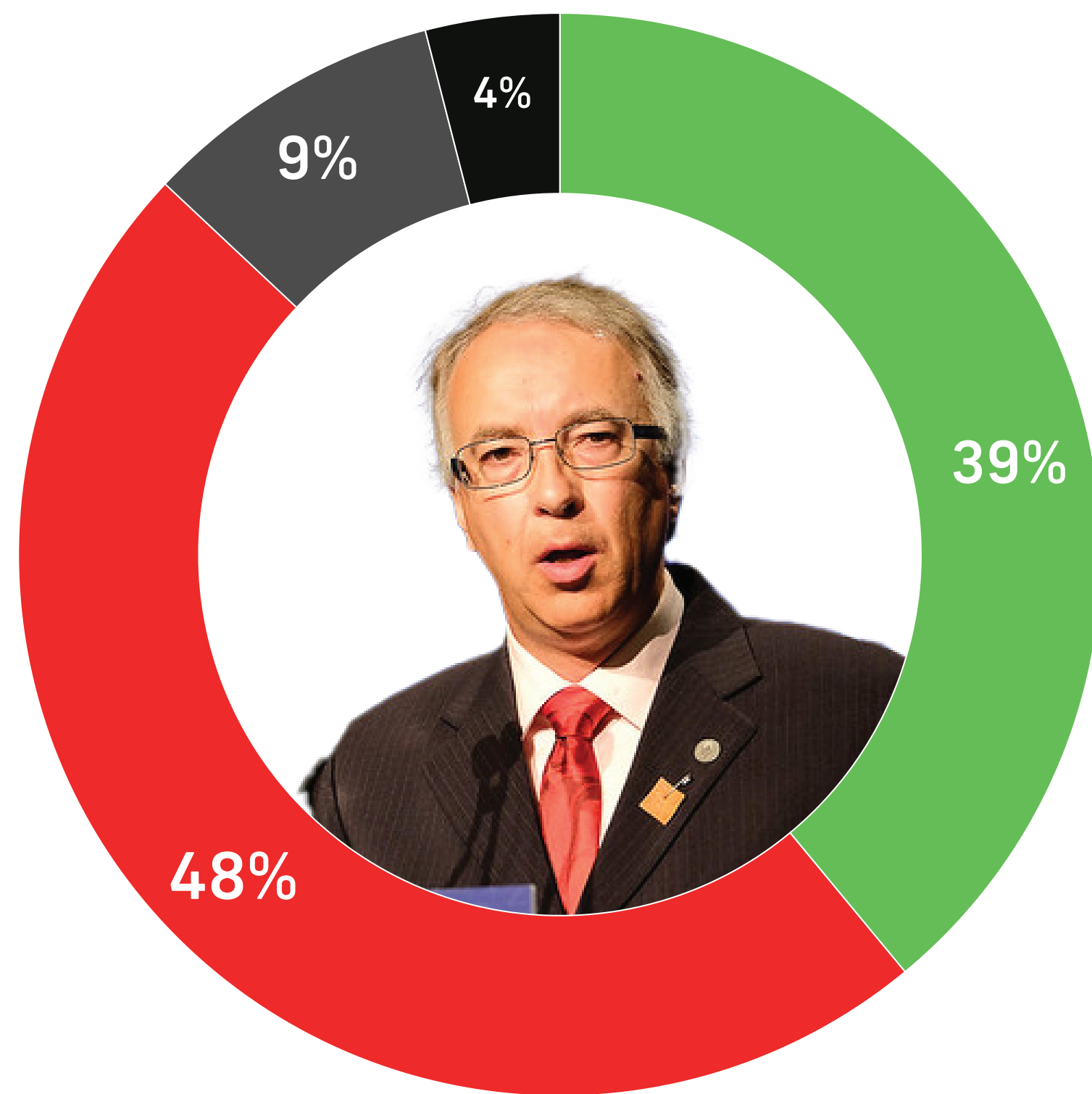




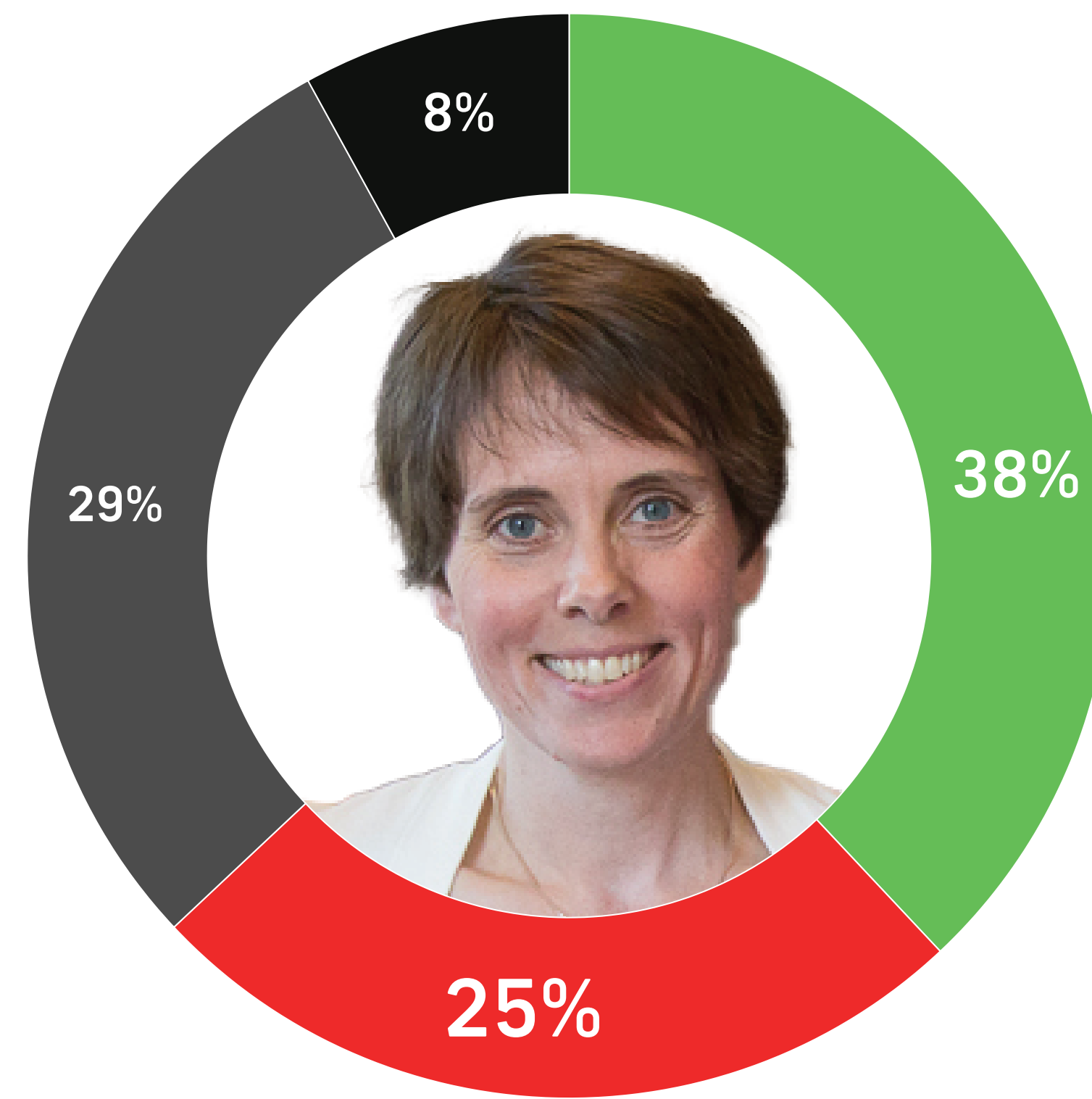
Leader Favourability Ratings



David Eby
Net Favourability: +11



John Rustad
Net Favourability: -9



Sonia Furstenau
Net Favourability: +13

— Favourable — Unfavourable — Not Sure — Not Familiar With



Voting Intent - Provincial

Q: If a Provincial Election were held today, which party would you vote for?

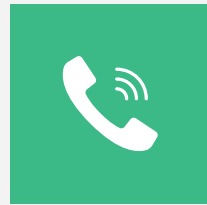
All Voters

	All	Female	Male	Other	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Remainder of BC
BC NDP	42%	44%	40%	30%	37%	40%	44%	48%	47%	40%	32%
BC Conservative	44%	40%	49%	41%	40%	48%	45%	43%	45%	31%	53%
BC Greens	6%	7%	5%	9%	10%	5%	4%	4%	3%	17%	4%
Other	2%	3%	2%	5%	4%	2%	2%	1%	1%	2%	4%
Undecided	6%	7%	5%	16%	9%	6%	6%	3%	4%	10%	7%
Sample (Unweighted)	800	409	376	15	201	190	204	205	455	157	188
Weighted	800	403	381	16	211	190	201	198	450	149	201

Decided & Leaning

	All	Female	Male	Other	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	Remainder of BC
BC NDP	45%	47%	42%	35%	40%	42%	46%	50%	49%	44%	34%
BC Conservative	47%	43%	51%	49%	44%	51%	48%	45%	46%	34%	56%
BC Greens	7%	8%	6%	11%	12%	6%	4%	4%	3%	19%	6%
Other	2%	3%	2%	5%	4%	2%	2%	1%	1%	2%	4%

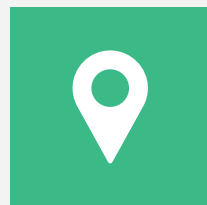
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