Views on electoral reform in British Columbia

REPORT

Submitted to:

Fair Vote Canada

EKOS RESEARCH ASSOCIATES INC.

November 2025

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1. Methodology

This survey was conducted using EKOS' probability-based panel, Prob*it*. Prob*it* offers complete coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling (RDD) and are confirmed by live interviews. Survey results from our panel are generalizeable to the broader Canadian population and allow for margins of error to be associated with results.

The field dates for this survey were November 20-25, 2025. In total, a random sample of 1,019 British Columbia residents, aged 18 and over responded to the survey. The margin of error associated with the total sample is +/- 3.1 percentage points, 19 times out of 20.

This survey was preceded by an earlier survey held a week prior, also conducted using Prob*it*. The field dates for that survey were November 11-18, 2025 and had a random sample of 1,000 British Columbians, aged 18 and over. The margin of error associated with the total sample is +/- 3.1 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., for sub-groups such as region, gender and age). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of British Columbia.

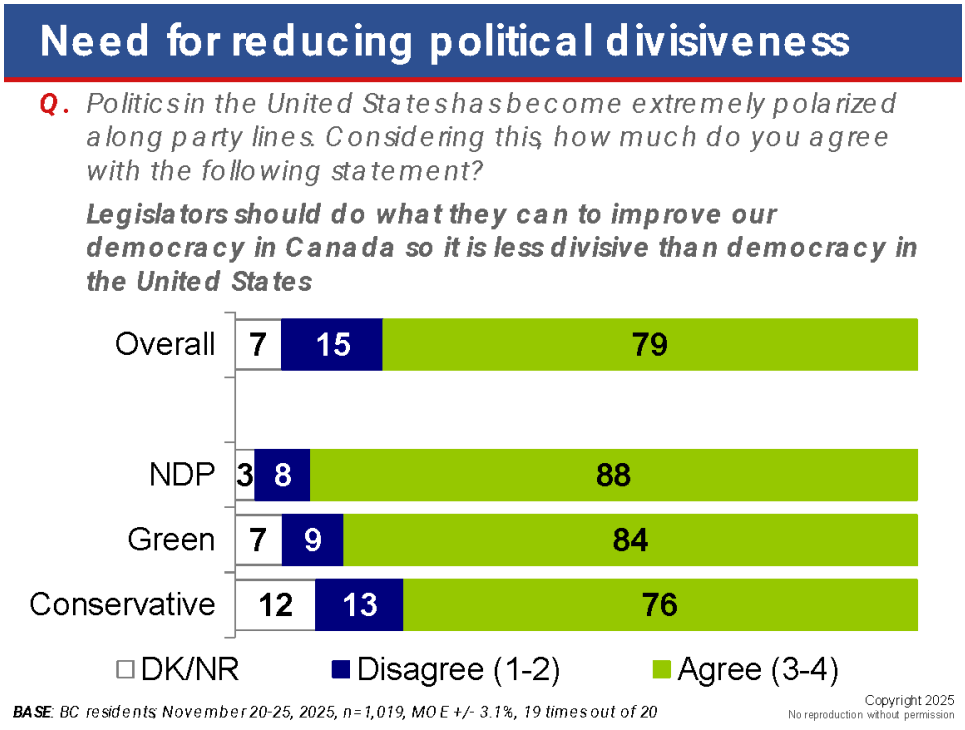
Note that due to rounding, figures may not add up to 100 per cent.

2. Detailed results

2.1 Need for reducing political divisiveness

Respondents were informed that politics in the United States has become extremely polarized along party lines. They were then asked how much they agreed with the statement "Legislators should do what they can to improve our democracy in Canada so it is less divisive than democracy in the United States." Survey results reveal that four-fifths of British Columbians (79 per cent) agree that politicians should do what they can to improve democracy in the country; 15 per cent disagree, and 7 per cent are don't know or prefer not to answer.

- Men (76 per cent) and those with a household income below $50,000 (73 per cent) are less in agreement that legislators should do what they can to improve democracy in Canada.
- Women (81 per cent), those with a high school education (83 per cent), and New Democratic Party supporters (88 per cent) are more in agreement that politicians should improve democracy in the country.



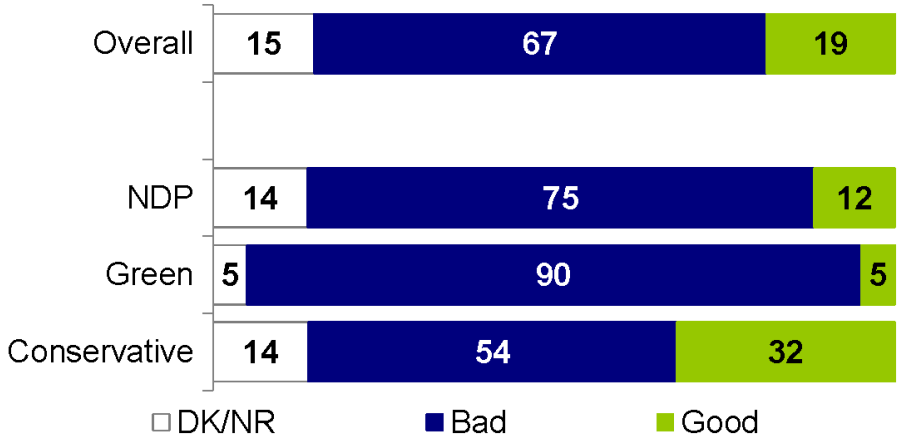
2.2 Views on two-party system

Respondents were then informed that in the last provincial election, two parties combined for winning 88% of the seats. They were then asked if they thought that moving towards a two-party system is good or bad for the quality of democracy in the province. Results reveal that two-thirds of British Columbians (67 per cent) think that moving toward a two-party system was bad for the quality of democracy in the province, 19 per cent think that it is good for the quality of democracy, and 15 per cent don't know or prefer not to answer.

- Women (70 per cent) are more likely than men (64 per cent) to believe that moving toward a two-party system is bad for the quality of democracy.
- Those aged 35 to 44 (78 per cent) is the age group most likely to believe moving toward a two-party system is bad, while those over 55 are least likely. Of those aged 55 to 64, 62 per cent believe it is bad, while of those 65 and over, 59 per cent believe it is bad.
- Three-quarters (74 per cent) of those with a university education believe moving toward a two-party system is bad for the quality of democracy in the province, while only three-fifths (60 per cent) of college educated British Columbians believe this.
- Another three-quarters (75 per cent) of those living in Metro Vancouver believe a two-party system is bad for democracy, while those in the Interior (62 per cent) are much less likely to believe this.
- Those whose annual household income is less than $50,000 are slightly less likely (60 per cent) than people in other income breaks to think that a two party-system is bad for the quality of democracy in the province.
- For obvious reasons, Green Party supporters are near unanimous (90 per cent) in their belief that a two-party system is bad for democracy, while three-quarters (75 per cent) of NDP supporters agree. Only just over half (54 per cent) of Conservative supporters think it's bad.

Views on two-party system (i)

Q. *In the last BC election, two parties combined for winning 88% of the seats. Do you think moving towards a two-party system is good or bad for the quality of democracy in BC?*

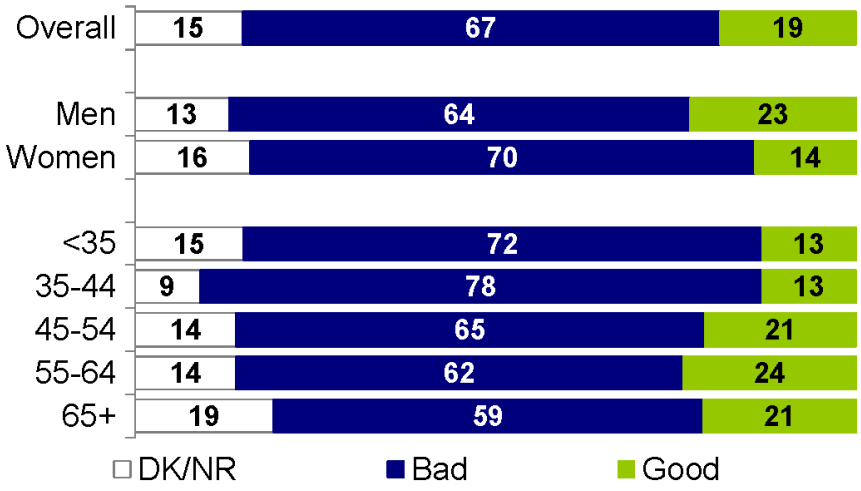


BASE: BC residents, November 20-25, 2025, n=1,019, MOE +/- 3.1%, 19 times out of 20

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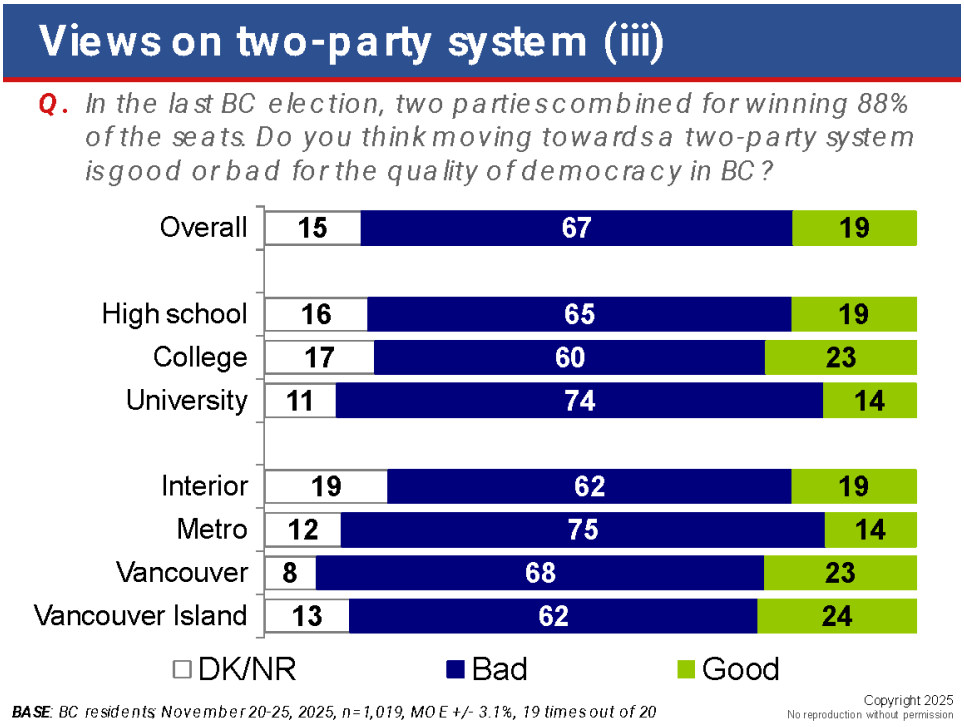
Views on two-party system (ii)

Q. *In the last BC election, two parties combined for winning 88% of the seats. Do you think moving towards a two-party system is good or bad for the quality of democracy in BC?*



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2.3 MOST IMPORTANT DEMOCRATIC CONSIDERATIONS

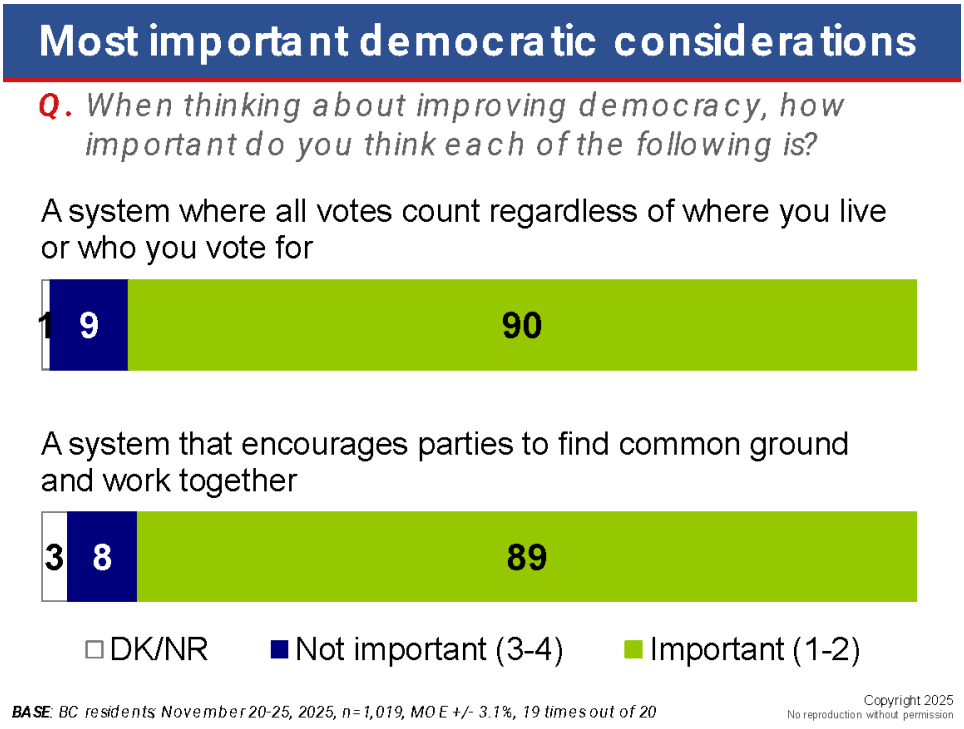
Survey results reveal that nine-in-ten British Columbians believe that both a system "where all votes count regardless of where you live or who you vote for" (89 per cent) and a system that "encourages parties to find common ground and work together" (90 per cent) are important when it comes to improving democracy. Fewer than one-in-ten (8 per cent) believe a system where all votes count is not important for improving democracy, and another one-in-ten (9 per cent) believe that a system that encourages parties to find common ground and work together is not important. Respectively, three per cent and one per cent don't know or prefer not to answer.

- Women are more likely than men to believe both attributes are important. More than nine-in-ten (92 per cent) women believe a system that encourages parties to find common ground and work together is important compared to 88 per cent of men, while a similar 91 per cent of women believe a system where all votes count regardless of where you live or who you vote for is important, compared to 87 per cent of men.
- Young people (those under 35) are much more likely to say a system where all votes count is important to improving democracy compared to seniors (those over 65). Almost all young people (95 per cent) believe it is important compared to just 83 per cent of seniors.
- College educated British Columbians are more likely to prioritize a system where all votes count over parties finding a common ground and to work together. Nine-in-ten (91 per cent) believe the former is

important, compared to 87 per cent who believe the latter is important. Meanwhile, high school educated British Columbians are less likely (84 per cent) to believe prioritizing a system where all votes count is important than any other group. When it comes to a system that encourages parties to find common ground and work together, those with a university education are more likely (93 per cent) than any other group to rate that as important.

- Residents of Vancouver Island are less likely (85 per cent) to rate a system where all votes count as important, compared to residents of any other region. Residents of the Interior are less likely (87 per cent) to rate a system that encourages parties to find common ground and work together as important for improving democracy. Residents of Metro Vancouver a more likely (94 per cent) to believe that latter is important than any other region of the province.

- Over nine-in-ten (92 per cent) NDP supporters believe a system where all votes count regardless of where you live or who you vote for is important to improving democracy, while almost all NDP supporters (98 per cent) believe a system that encourages parties to find common ground and work together is important. Nearly all (95 per cent) Green Party supporters agree with the latter. Conservative supporters are less likely to rate either as important, with 86 per cent indicating a system where all votes count is important, and 84 per cent indicating a system that encourages parties to find common ground is important.



2.4 Support for regional proportional representation

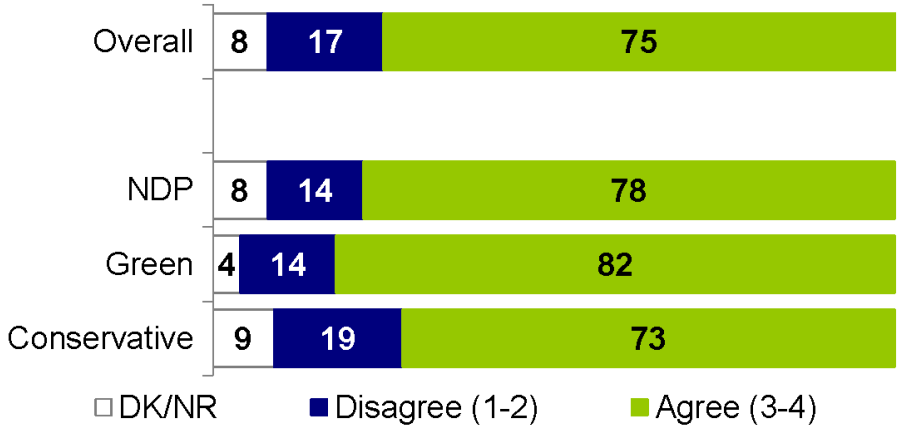
Survey results also reveal that three-quarters (75 per cent) of British Columbians agree that seats in each region of the province should accurately reflect the popular support for each party in the region, or what is in effect regional proportional representation. Only 17 per cent of residents disagree with this idea, while eight per cent do not know or prefer not to answer.

- Seniors are less likely to support the idea of regional proportional representation, with only two-thirds (67 per cent) agreeing that seats in each region of the province should accurately reflect the popular vote in that region.
- High school educated British Columbians are also less likely to support regional proportional representation compared to those with higher education, with just seven-in-ten (70 per cent) indicating they agree with it.
- Those with household incomes below $50,000 are less likely to agree with regional proportional representation, while higher income residents (over $160,000) are more likely to support regional proportional representation. Two-thirds (68 per cent) of lower income British Columbians support it, while four-fifths (80 per cent) of higher income individuals support it.
- Strong support for regional proportional representation comes from Green Party (82 per cent) and NDP (78 per cent) supporters.
- For a question about regional democracy, there are no significant differences in the support for regional proportional representation based on geography.

Support for regional proportional representation

Q. *How much do you agree with the following statement:*

Seats in each region of BC should accurately reflect the popular support for each party in that region



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2.5 Support for proportional representation

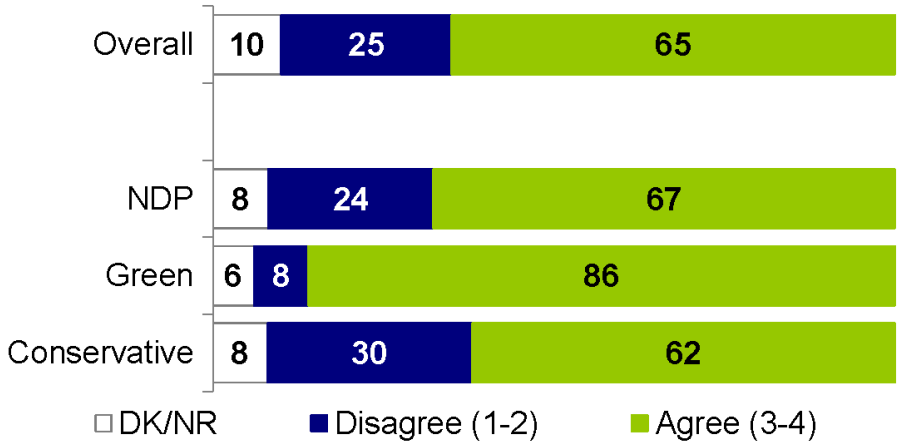
Results from the earlier survey show that two-thirds (65 per cent) of British Columbians also agree that the percentage of seats in the legislature should match the percentage won in the popular vote. Respondents were specifically given the example of "if a BC provincial party gets 40% of the popular vote, they should get about 40% of the seats in the legislature", avoiding the term "proportional representation" as it is feared that the term has become too politicized in the province. One-quarter (25 per cent) of British Columbians disagree that seats totals should match the popular vote, while 10 per cent do not know or prefer not to answer.

- Women are more likely (68 per cent) to support proportional representation than men (62 per cent).
- Young people (under 35) are more likely to agree (74 per cent) than seniors (58 per cent) that seat totals should match the popular vote.
- Surprisingly, residents of the Interior are much more likely (73 per cent) to support proportional representation than residents of Vancouver or Vancouver Island (both 59 per cent). This may partially be due to age, as Vancouver Island has a larger senior population.
- Less surprisingly, Green Party supporters are significantly more likely (86 per cent) to agree that party seat totals should match their popular vote than supporters of the other two main parties.

Support for proportional representation

Q. *Please rate the extent to which you agree or disagree with the following statement:*

If a BC provincial party gets 40% of the popular vote, they should get about 40% of the seats in the legislature



BASE: BC residents, November 11-18, 2025, n=1,000, MOE +/- 3.1%, 19 times out of 20

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Appendix 1: Questionnaire

WINTRO

Thank you for agreeing to complete this survey. This will only take a few minutes of your time.

Please rest assured that your answers are completely confidential (this means that no individual will be associated with the survey's results - rather, they will be rolled up into large categories to protect the confidentiality of each respondent) and that this survey is voluntary.

INSTRUCTIONS

Please consider the questions and your answers carefully.

On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the questionnaire.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

If you have any questions about how to complete the survey, please call EKOS at 1-866-211-8881 or email us at online@ekos.com. Thank you in advance for your participation.

Q1

Politics in the United States has become extremely polarized along party lines. Considering this, how much do you agree with the following statement?

Legislators should do what they can to improve our democracy in Canada so it is less divisive than democracy in the United States.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
Don't know/ Prefer not to answer	99
	S

Q2

In the last BC election, two parties combined for winning 88% of the seats. Do you think moving towards a two-party system is good or bad for the quality of democracy in BC?

Good	1
Bad	2
Don't know/ Prefer not to answer	99
	S

PREQ3

When thinking about improving democracy, how important do you think each of the following is?

Q3A

A system where all votes count regardless of where you live or who you vote for.

Very important	1
Somewhat important	2
Somewhat unimportant	3
Not important at all	4
Don't know/ Prefer not to answer	99
	S

Q3B

A system that encourages parties to find common ground and work together.

Very important	1

Somewhat important	2
Somewhat unimportant	3
Not important at all	4
Don't know/ Prefer not to answer	99 S

Q4

How much do you agree with the following statement:

Seats in each region of BC should accurately reflect the popular support for each party in that region.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
Don't know/ Prefer not to answer	99 S

Q5

Without looking it up, can you name your MLA? If so, write their name here:

Yes:	77

No	98
Prefer not to answer	99 S

QPOSTC

What is your postal code?

77	77
No response	99

QGENDR

The following questions will be used for statistical purposes only.

Are you...?

Male	1
Female	2
A transgender male	4 B
A transgender female	5 B
Non-binary	6 B
No response	99 B

QAGE

In what year were you born?

Note: answer the full year, i.e. 1977 as "1977"

Year	77
No response	99

QAGEY

Hesitant, QAGE

If... QAGE = 99

May we place your age into one of the following general age categories?

18-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65 years or older	6
Prefer not to answer	99

QEDUC

What is the highest level of schooling that you have completed?

Grade 8 or less	1
Some high school	2
High School diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
No response	99

QREG

Which region of the province do you live in?

North Central / Cariboo (Prince George, Quesnel, Williams Lake, etc)	1
Peace River (Dawson Creek, Fort St. John, etc)	2
North Coast / Nechako (Prince Rupert, Terrace, etc)	3
Okanagan / Similkameen (Kelowna, Penticton, Vernon, etc)	4
Thompson / Shuswap (Kamloops, Salmon Arm, Merritt, etc)	5
Kootenays (Cranbrook, Nelson, Trail, etc)	6
Fraser Valley (Abbotsford, Chilliwack, Mission, etc)	7
North Shore (North Vancouver, West Vancouver)	8
City of Vancouver	9
Eastern Metro Vancouver (Burnaby, Coquitlam, Maple Ridge, etc)	10
Southern Metro Vancouver (Surrey, Richmond, Langley, etc)	11
Sunshine Coast / Sea to Sky Country (Powell River, Squamish, Whistler, etc)	12
North and Central Vancouver Island (Nanaimo, Campbell River, Courtenay, etc)	13
South Vancouver Island (Victoria, Duncan, Ladysmith, etc)	14

Don't know / No response	99

QINC

What is your annual household income from all sources before taxes?

Less than $10,000	1
$10,000-$19,999	2
$20,000-$29,999	3
$30,000-$39,999	4
$40,000-$49,999	5
$50,000-$59,999	6
$60,000-$79,999	7
$80,000-$99,999	8
$100,000-$119,999	9
$120,000-$159,999	10
$160,000-$219,999	11

$220,000 or more	12
Don't know / No response	99

VOTEA

If a provincial election were held today in British Columbia, which party would you vote for?

British Columbia New Democratic Party (NDP) led by David Eby	1
Green Party of British Columbia led by Emily Lowan	2
Conservative Party of British Columbia led by John Rustad	3
OneBC led by Dallas Brodie	4
CentreBC led by Karin Kirkpatrick	5
Another party not listed here	8 B
Don't know/Undecided	97 B
Not eligible to vote	98 B
Prefer not to answer	99 B

VOTEB

If... VOTEA = 97

Even if you do not have a firm idea, are you leaning towards a party?

Yes	1
No	2
Don't know/Prefer not to answer	9 B

VOTEC

If... VOTEA = 97 and VOTEB = 1

As it stands, towards which party are you leaning?

British Columbia New Democratic Party (NDP) led by David Eby	1
Green Party of British Columbia led by Emily Lowan	2
Conservative Party of British Columbia led by John Rustad	3
OneBC led by Dallas Brodie	4
CentreBC led by Karin Kirkpatrick	5
Another party not listed here	8 B
Undecided	97 B
98	98 BI
Don't know/Prefer not to answer	99 B

QVOTE

How did you vote in the most recent federal election held on April 28, 2025?

Liberal Party	1
Conservative Party	2
New Democratic Party	3
Green Party	4
People's Party	6
Another party not listed here	7 B
Did not vote	97 B
Not eligible to vote	98 B
Prefer not to answer	99 B

THNK

Those are all the questions we have for you. Thank you very much for taking the time to complete this survey, it is greatly appreciated. Your answers have been saved and you may now close your browser window.

Appendix 2:
Initial Questionnaire

WINTRO

Online Intro

Thank you for agreeing to complete this survey. This will only take a few minutes of your time.

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Q1

Please rate the extent to which you agree or disagree with the following statement:

If a BC provincial party gets 40% of the popular vote, they should get about 40% of the seats in the legislature.

Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
Don't know/ Prefer not to answer	99 S

QGENDR

The following questions will be used for statistical purposes only.

Are you...?

Male	1
Female	2
A transgender male	4 B
A transgender female	5 B
Non-binary	6 B
No response	99 B

QAGE

In what year were you born?

Note: answer the full year, i.e. 1977 as "1977"

Year	77
No response	99

QAGEY

Hesitant, QAGE

If... QAGE = 99

May we place your age into one of the following general age categories?

18-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65 years or older	6
Prefer not to answer	99

QEDUC

What is the highest level of schooling that you have completed?

Grade 8 or less	1
Some high school	2
High School diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
No response	99

QREG

Which region of the province do you live in?

North Central / Cariboo (Prince George, Quesnel, Williams Lake, etc)	1
Peace River (Dawson Creek, Fort St. John, etc)	2
North Coast / Nechako (Prince Rupert, Terrace, etc)	3
Okanagan / Similkameen (Kelowna, Penticton, Vernon, etc)	4
Thompson / Shuswap (Kamloops, Salmon Arm, Merritt, etc)	5
Kootenays (Cranbrook, Nelson, Trail, etc)	6
Fraser Valley (Abbotsford, Chilliwack, Mission, etc)	7
North Shore (North Vancouver, West Vancouver)	8
City of Vancouver	9
Eastern Metro Vancouver (Burnaby, Coquitlam, Maple Ridge, etc)	10
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North and Central Vancouver Island (Nanaimo, Campbell River, Courtenay, etc)	13
South Vancouver Island (Victoria, Duncan, Ladysmith, etc)	14

Don't know / No response	99

QINC

What is your annual household income from all sources before taxes?

Less than $10,000	1
$10,000-$19,999	2
$20,000-$29,999	3
$30,000-$39,999	4
$40,000-$49,999	5
$50,000-$59,999	6
$60,000-$79,999	7
$80,000-$99,999	8
$100,000-$119,999	9
$120,000-$159,999	10
$160,000-$219,999	11

$220,000 or more	12
Don't know / No response	99

VOTEA

If a provincial election were held today in British Columbia, which party would you vote for?

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Green Party of British Columbia led by Emily Lowan	2
Conservative Party of British Columbia led by John Rustad	3
OneBC led by Dallas Brodie	4
CentreBC led by Karin Kirkpatrick	5
Another party not listed here	8 B
Don't know/Undecided	97 B
Not eligible to vote	98 B
Prefer not to answer	99 B

VOTEB

If... VOTEA = 97

Even if you do not have a firm idea, are you leaning towards a party?

Yes	1
No	2
Don't know/Prefer not to answer	9 B

VOTEC

If... VOTEA = 97 and VOTEB = 1

As it stands, towards which party are you leaning?

British Columbia New Democratic Party (NDP) led by David Eby	1
Green Party of British Columbia led by Emily Lowan	2
Conservative Party of British Columbia led by John Rustad	3
OneBC led by Dallas Brodie	4
CentreBC led by Karin Kirkpatrick	5
Another party not listed here	8 B
Undecided	97 B
98	98 BI

Don't know/Prefer not to answer	99 B

QVOTE

How did you vote in the most recent federal election held on April 28, 2025?

Liberal Party	1
Conservative Party	2
New Democratic Party	3
Green Party	4
People's Party	6
Another party not listed here	7 B
Did not vote	97 B
Not eligible to vote	98 B
Prefer not to answer	99 B

THNK

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