

BC Energy and Trade Priorities

Public opinion and audience profile



Methodology

Timing: July 6 – 17, 2026

Sample: 896 British Columbia residents aged 18+

Data collection: Members of an online panel were invited to complete the survey.

Weighting: Final results were weighted to reflect the most recent Canadian census statistics for age, gender, and regions of British Columbia.

Margins of error: Reported at 95% confidence. Sub-samples will have greater margins of error.

British Columbia: +/- 3.2%

Executive summary: Six findings shape the communications opportunity

All percentages are weighted. Main-question frequencies are shown in full later in the deck.

59%

Rank export-led revenues first

Export-linked growth dominates the four fiscal priorities.

64%

Choose build / export infrastructure

Only 17% choose the oppose-new-infrastructure position.

62%

More supportive after 68,000-jobs claim

The strongest message; just 5% become less supportive.

74% / 71%

Federal Liberal / Conservative support build

The Q29 coalition crosses the two largest federal parties.

59%

Support for Port Facilities for Oil Tankers

This represents a big change in British Columbia.

28%

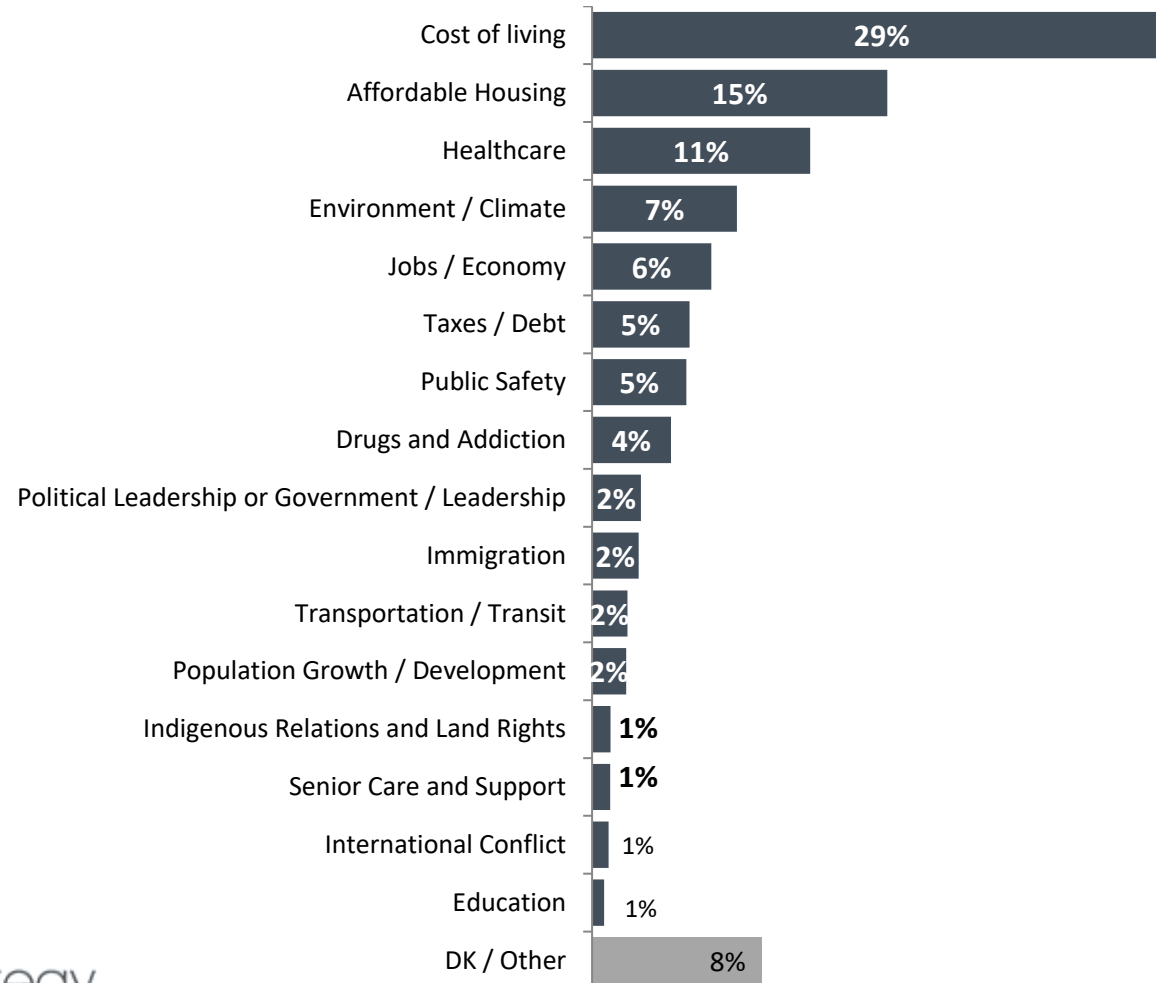
Name no trusted source or give no answer

No universal messenger; TV remains the largest identifiable channel.

Key insight: Lead with concrete jobs, skilled-trades pathways and public revenues; use evidence and a mixed messenger strategy for persuadable audiences.

Top Issue: Cost of living and Housing dominate.

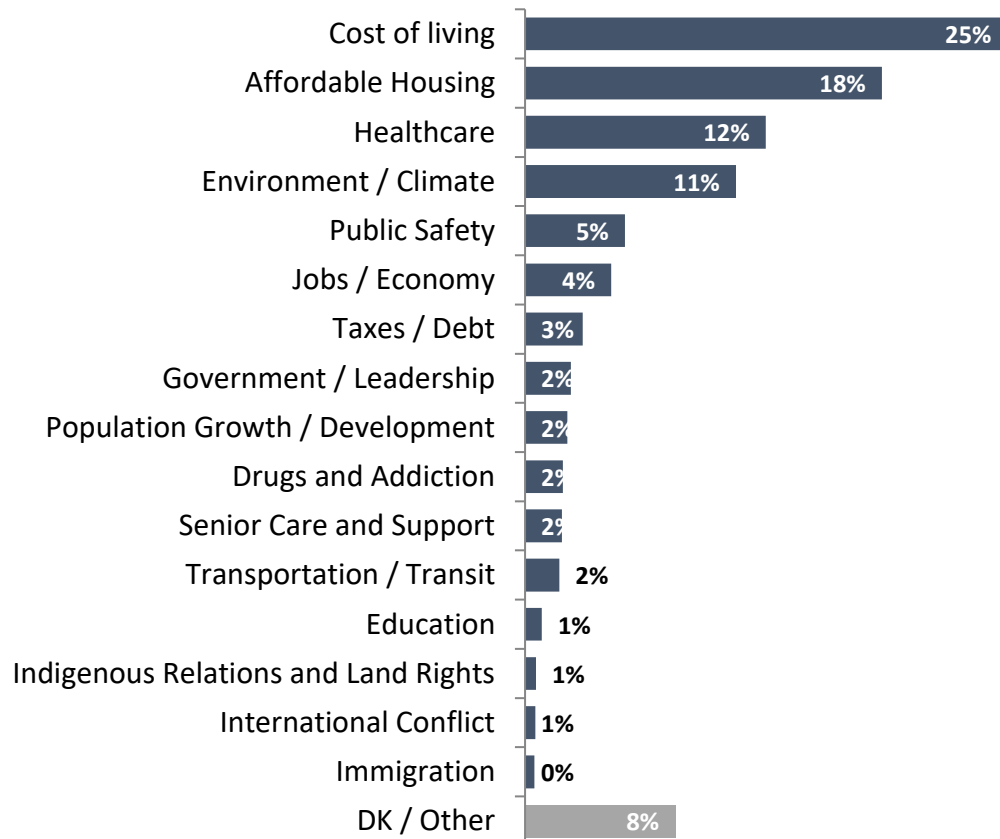
Q: [Coded] Thinking about the next ten years of daily life in British Columbia, what issue concerns you the most—the one that gives you the most anxiety?



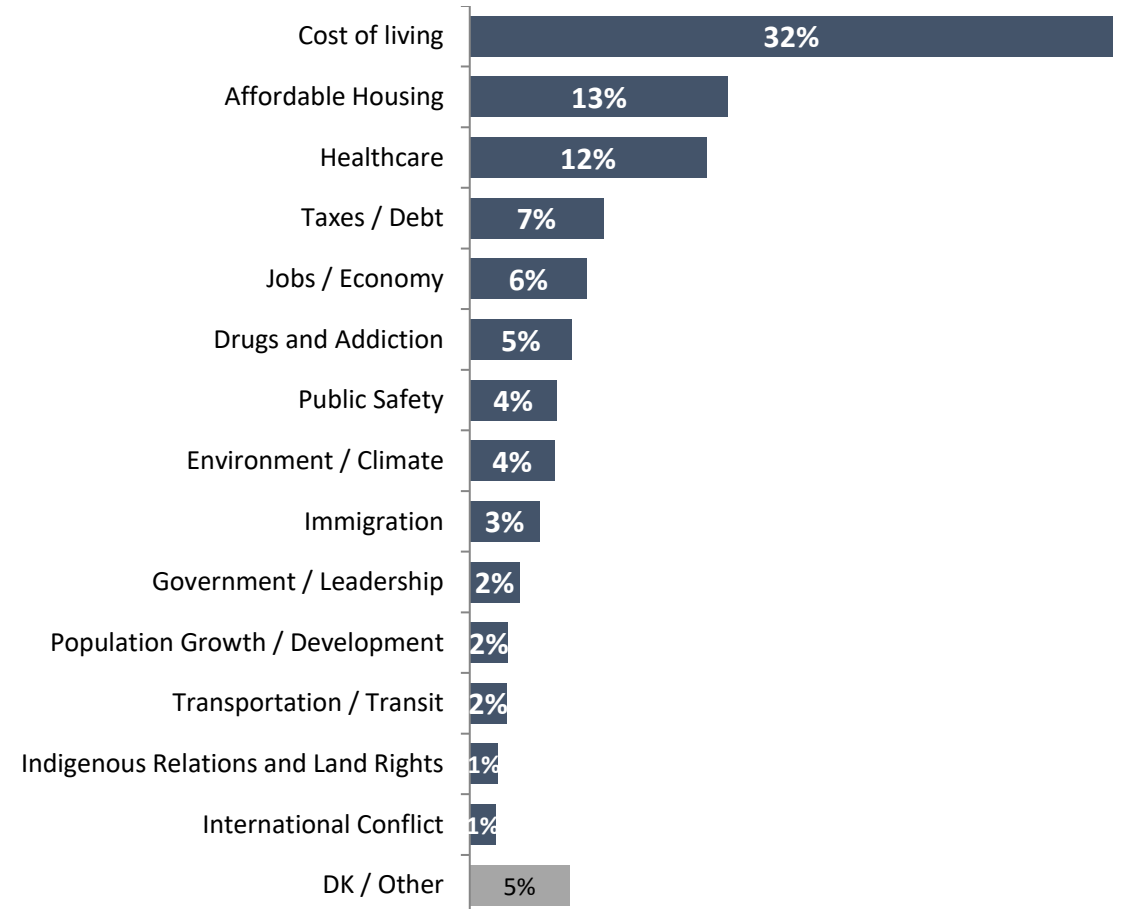
Top Issues by Direction

Q: [Coded] Thinking about the next ten years of daily life in British Columbia, what issue concerns you the most—the one that gives you the most anxiety?

RIGHT DIRECTION



WRONG TRACK



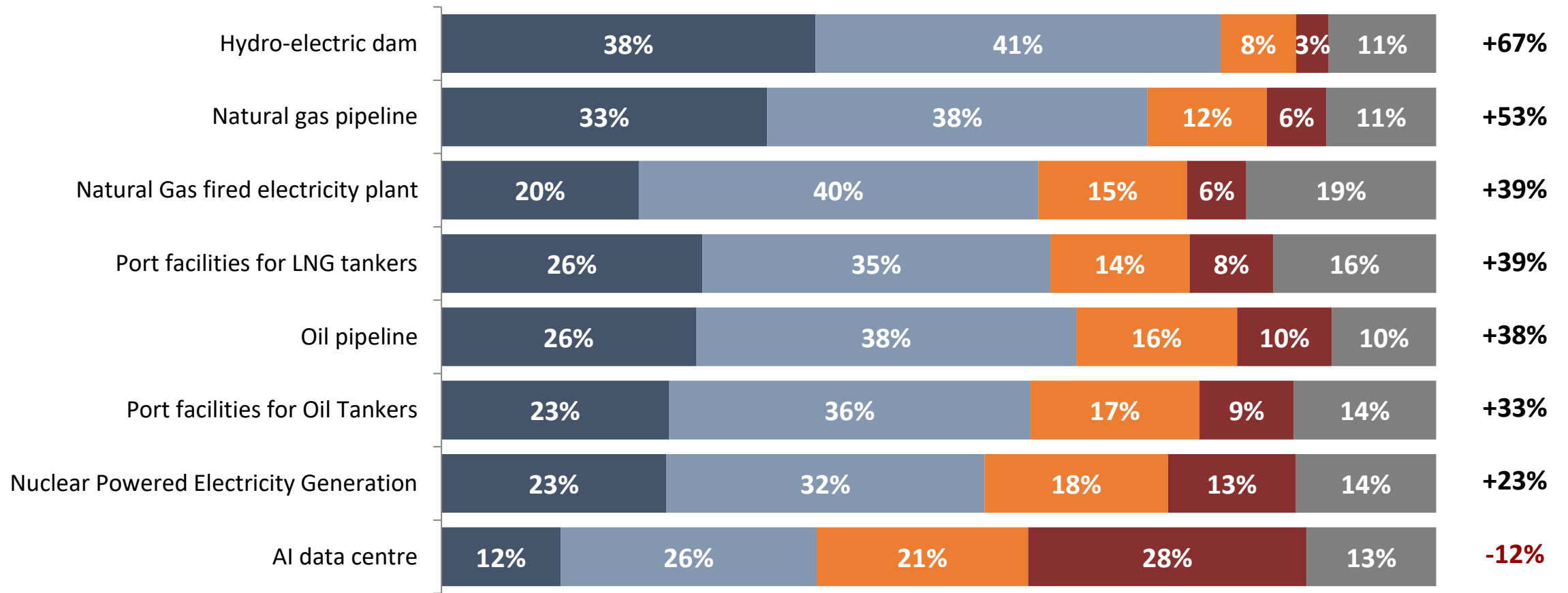
General Support for Energy Infrastructure



Infrastructure: Hydro most popular; AI least

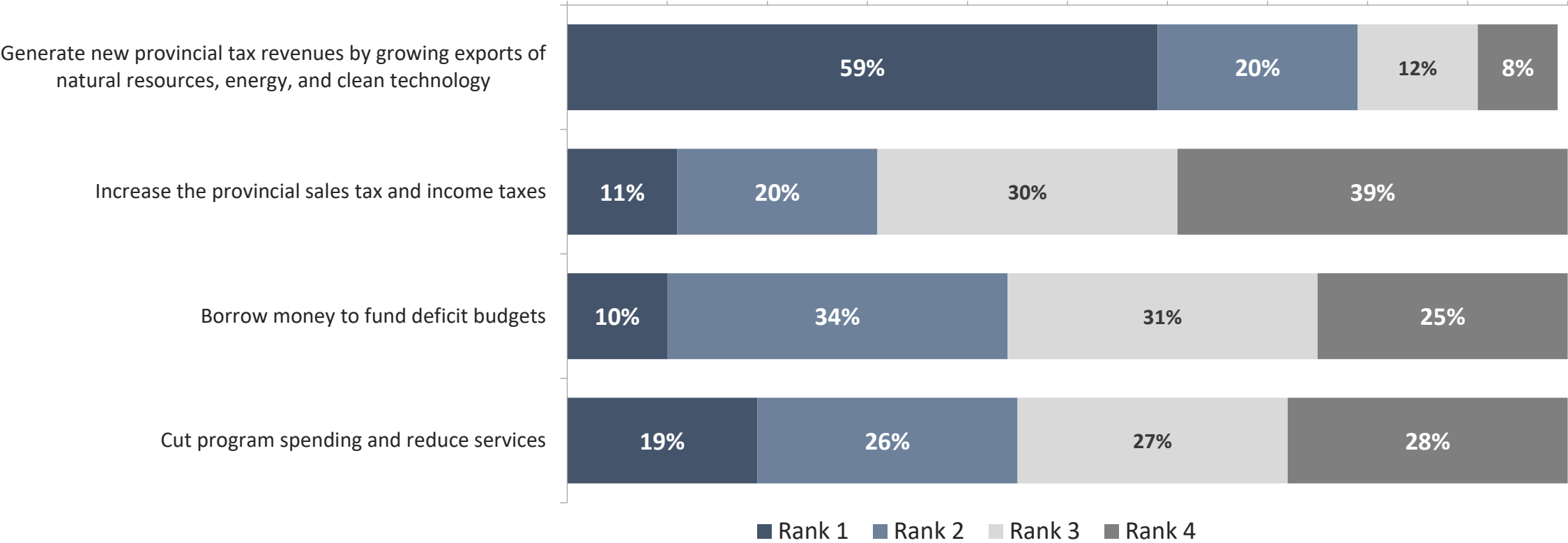
Q: For each of the following types of development, please indicate if you would support or oppose them:

NET Support
(Support – Oppose)



Priorities: New tax revenue from exports leads.

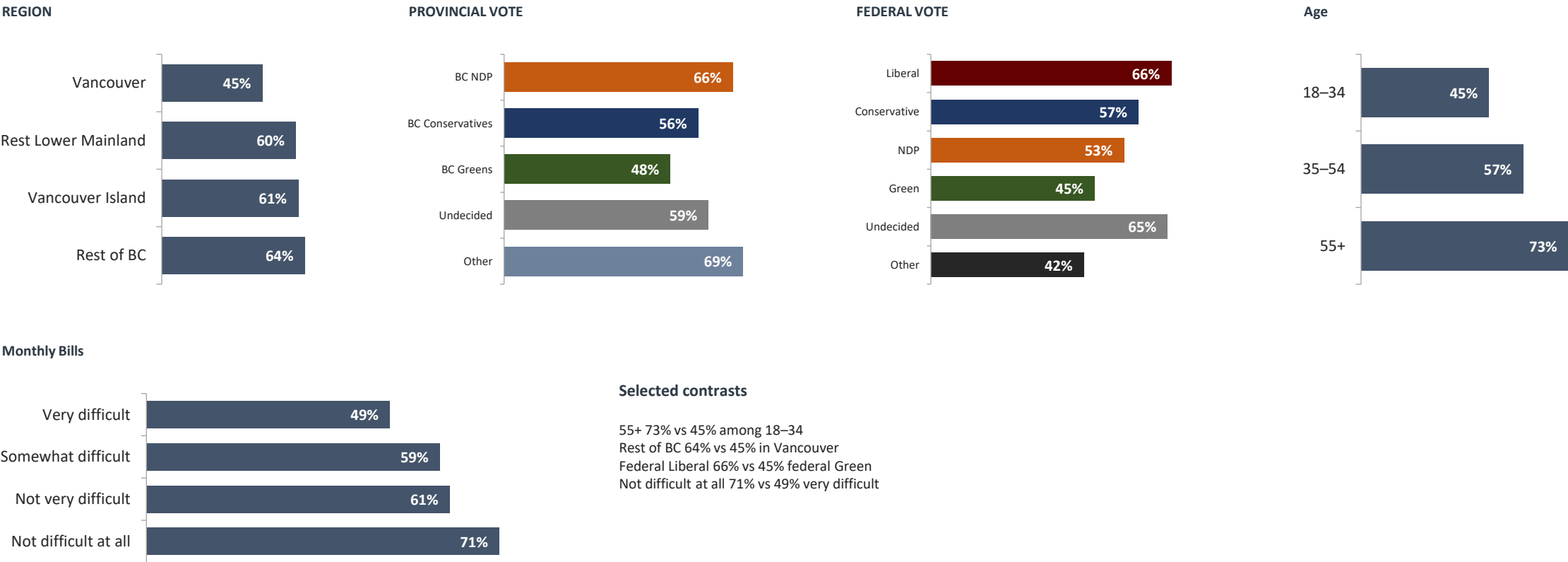
Q: Respondents assigned each option a unique rank from 1 (highest priority) to 4 (lowest priority). I



Key insight: Export-led revenue is the clear first choice; tax increases are most often ranked last.

Segmentation: Older and more financially secure rank export-led revenue first.

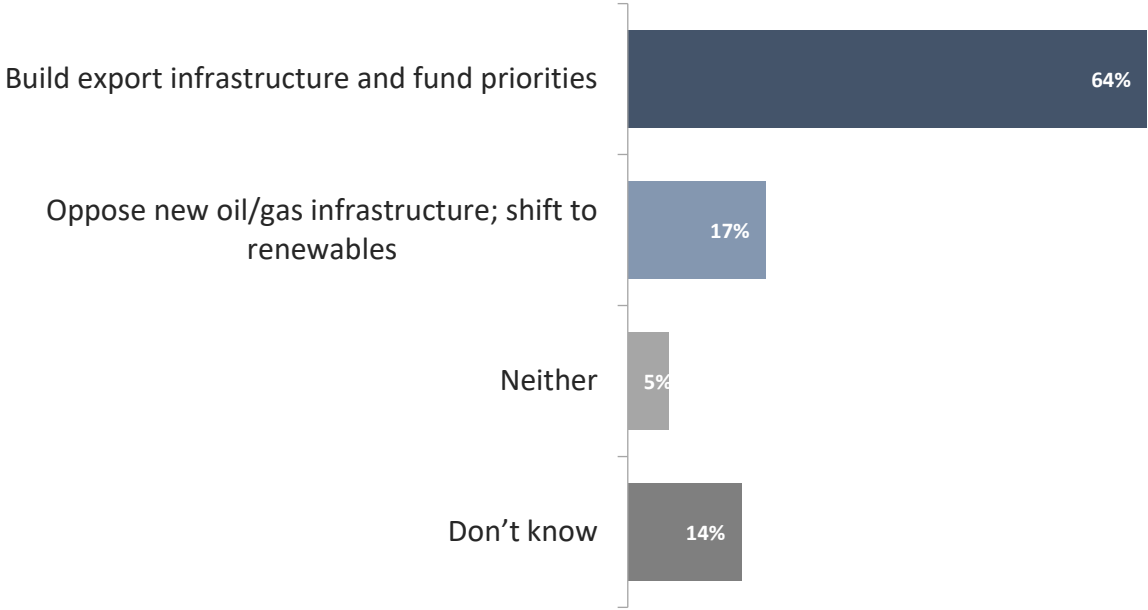
Percentage assigning rank 1 to “Generate new provincial tax revenues by growing exports of natural resources, energy, and clean technology.”



Key insight: The largest gaps are generational and geographic: Vancouver and 18–34s are less convinced, while 55+ respondents are the strongest supporters.

Energy Approach: Significant majority support building for growth.

Q: With shifting global energy markets, countries in Asia are seeking reliable partners to meet their long-term energy needs. Which approach best represents your point of view?



64%

build infrastructure
and use tax revenues

17%

oppose new oil & gas
shift to renewables

Gap **+47 pts**

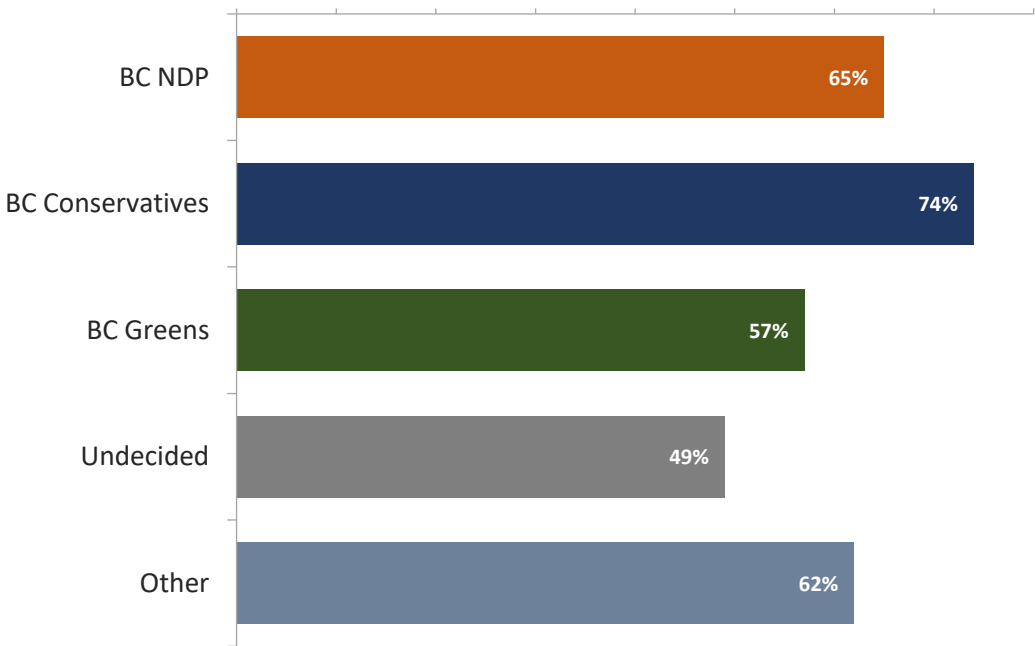
14% do not know, demonstrating the need for a clear public-benefit explanation.

Key insight: Nearly four times as many choose building export infrastructure as choose opposing new oil and gas infrastructure.

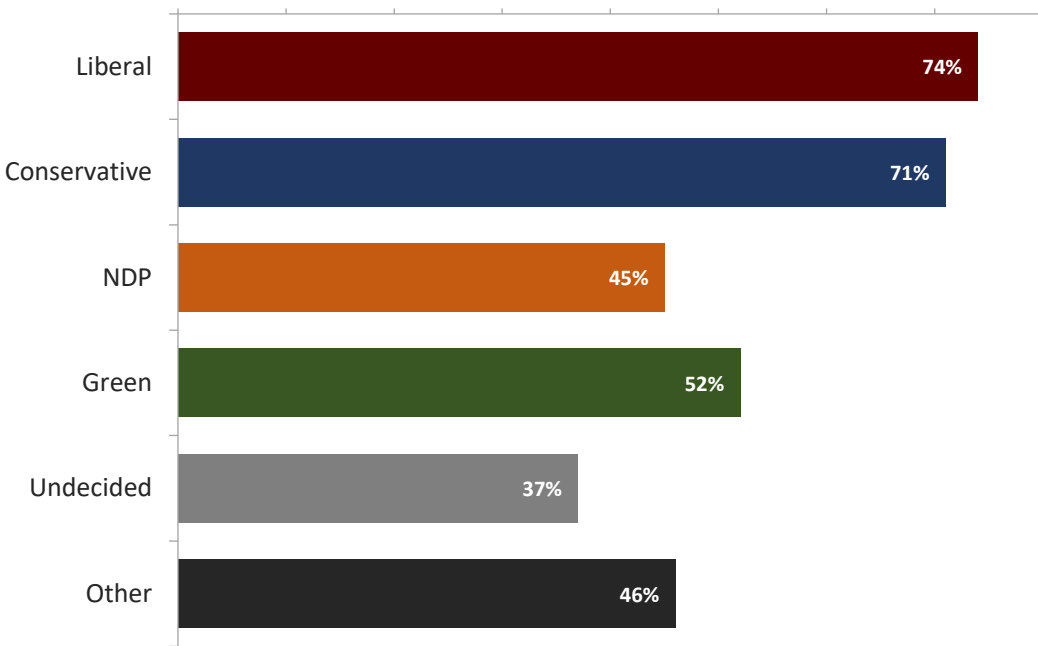
Audience: Support to build crosses partisan lines.

Percentage selecting “Build infrastructure to safely export Canadian energy and use the resulting tax revenues to fund priorities...”

Provincial Combined Vote



Federal Combined Vote



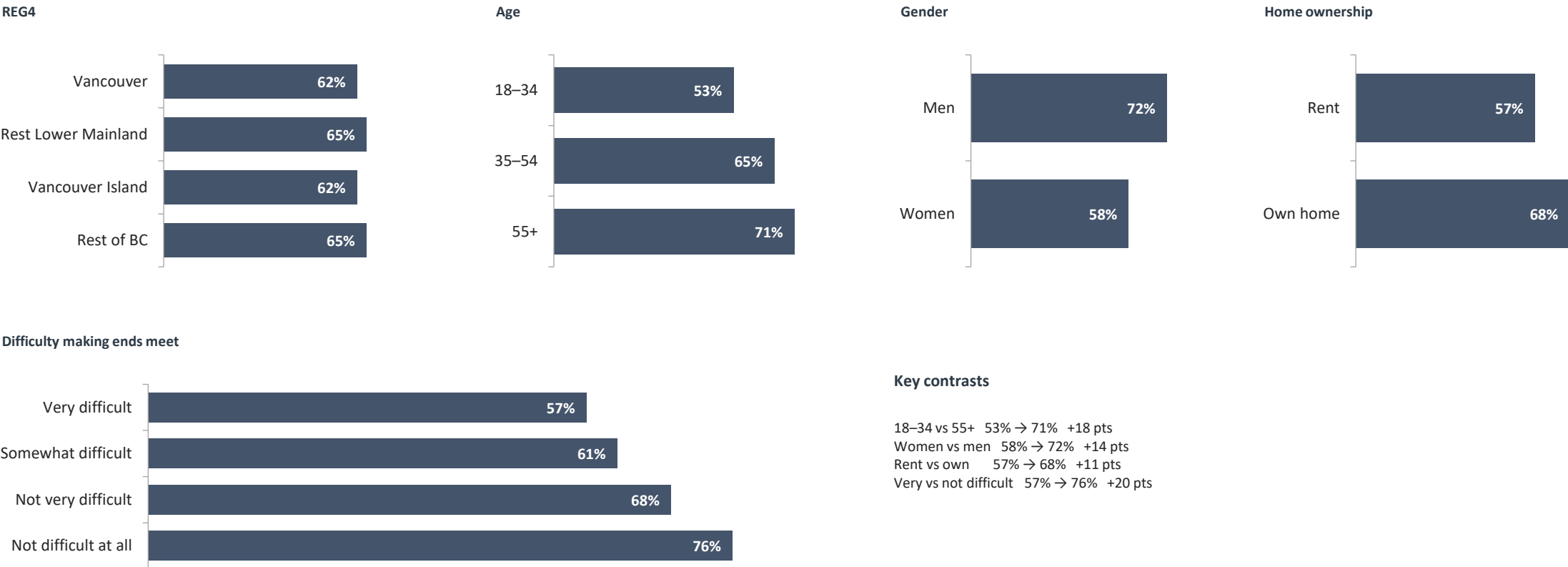
Cross-party coalition

PC Conservatives 74% | BC NDP 65% | Federal Liberals 74% | Federal Conservatives 71%

Key insight: The build position spans major parties, but federal NDP and undecided voters are materially less supportive.

Audience: Divisions are demographic and socioeconomic.

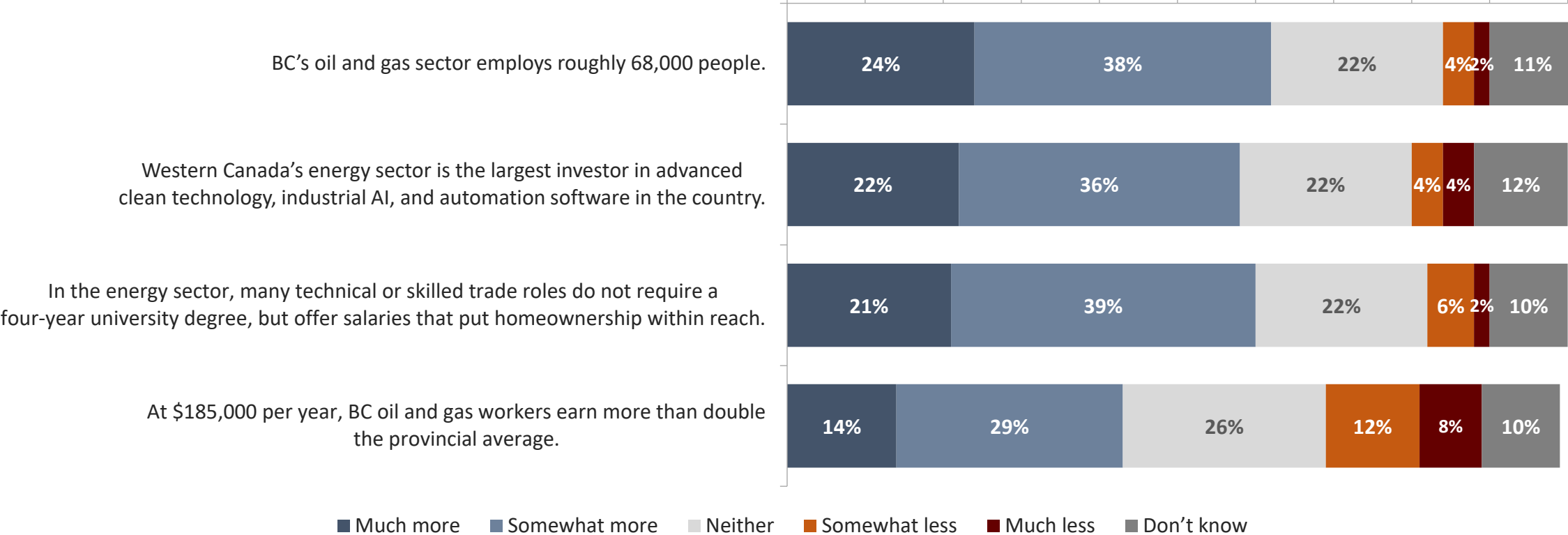
Percentage selecting “Build infrastructure to safely export Canadian energy and use the resulting tax revenues to fund priorities...”



Key insight: The main divide is demographic rather than regional: support rises with age and economic security and is higher among men and homeowners.

Statements: General employment lands better than salary.

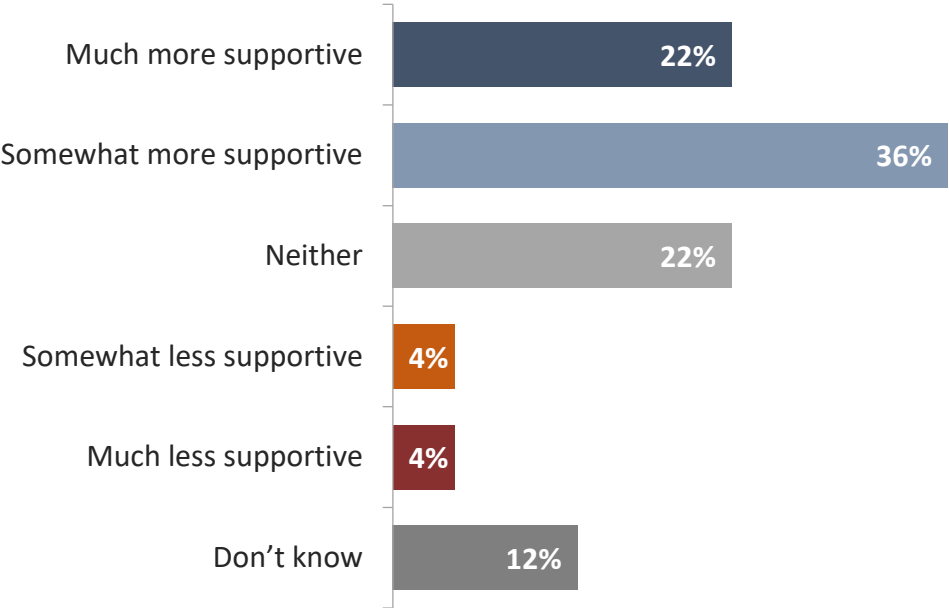
Q: For each of the following statements, please indicate if they make you feel more or less supportive of western Canada’s energy sector.



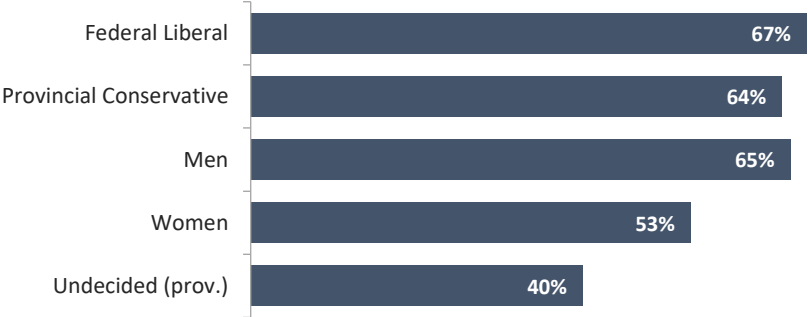
Key insight: Concrete job count and skilled-trades/homeownership messages outperform the \$185,000 salary claim.

Statement: Clean technology / AI leadership

Statement tested: “Western Canada’s energy sector is the largest investor in advanced clean technology, industrial AI, and automation software in the country.”



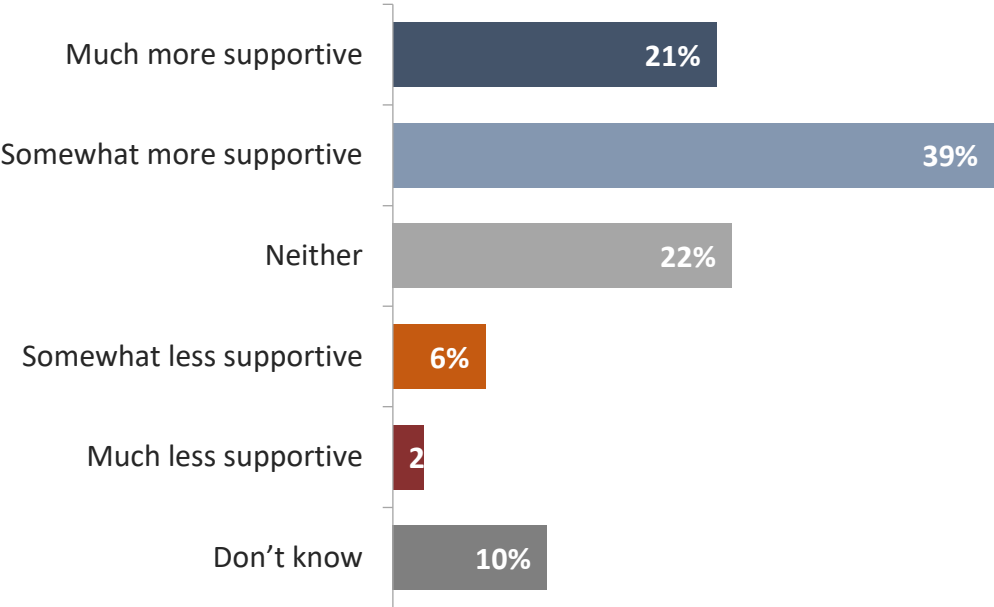
Selected audience response (more supportive)



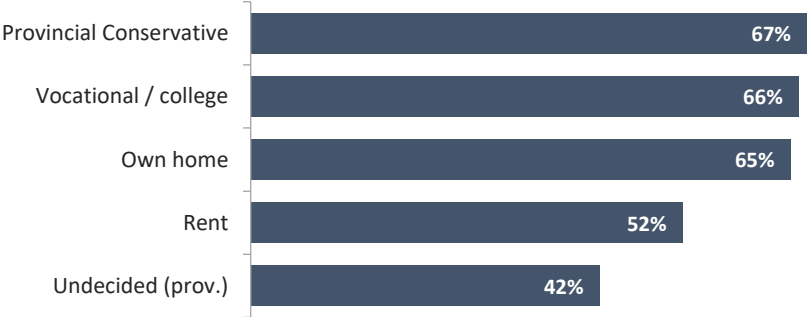
Key insight: Clean-tech leadership creates broad support across major parties, but women and undecided voters are materially less responsive.

Statement: Skilled trades / homeownership

Statement tested: “In the energy sector, many technical or skilled trade roles do not require a four-year university degree, but offer salaries that put homeownership within reach.”



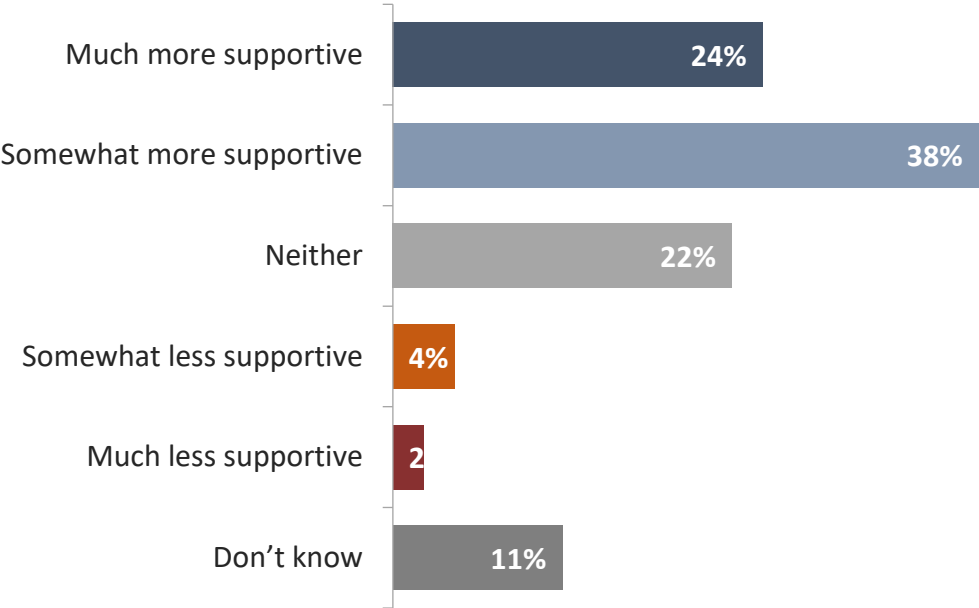
Selected audience response (more supportive)



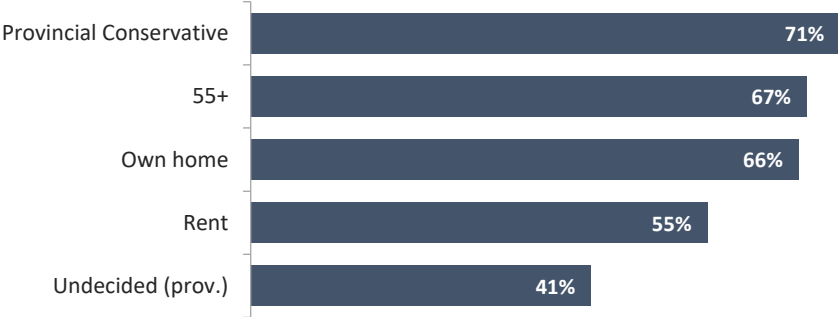
Key insight: The skilled-trades/homeownership frame is broadly effective and connects sector employment to an immediate household aspiration.

Statement: 68,000 sector jobs

Statement tested: “BC’s Oil and Gas sector employs roughly 68,000 people.”
Response scale: much/somewhat more supportive, neither, somewhat/much less supportive, don’t know.



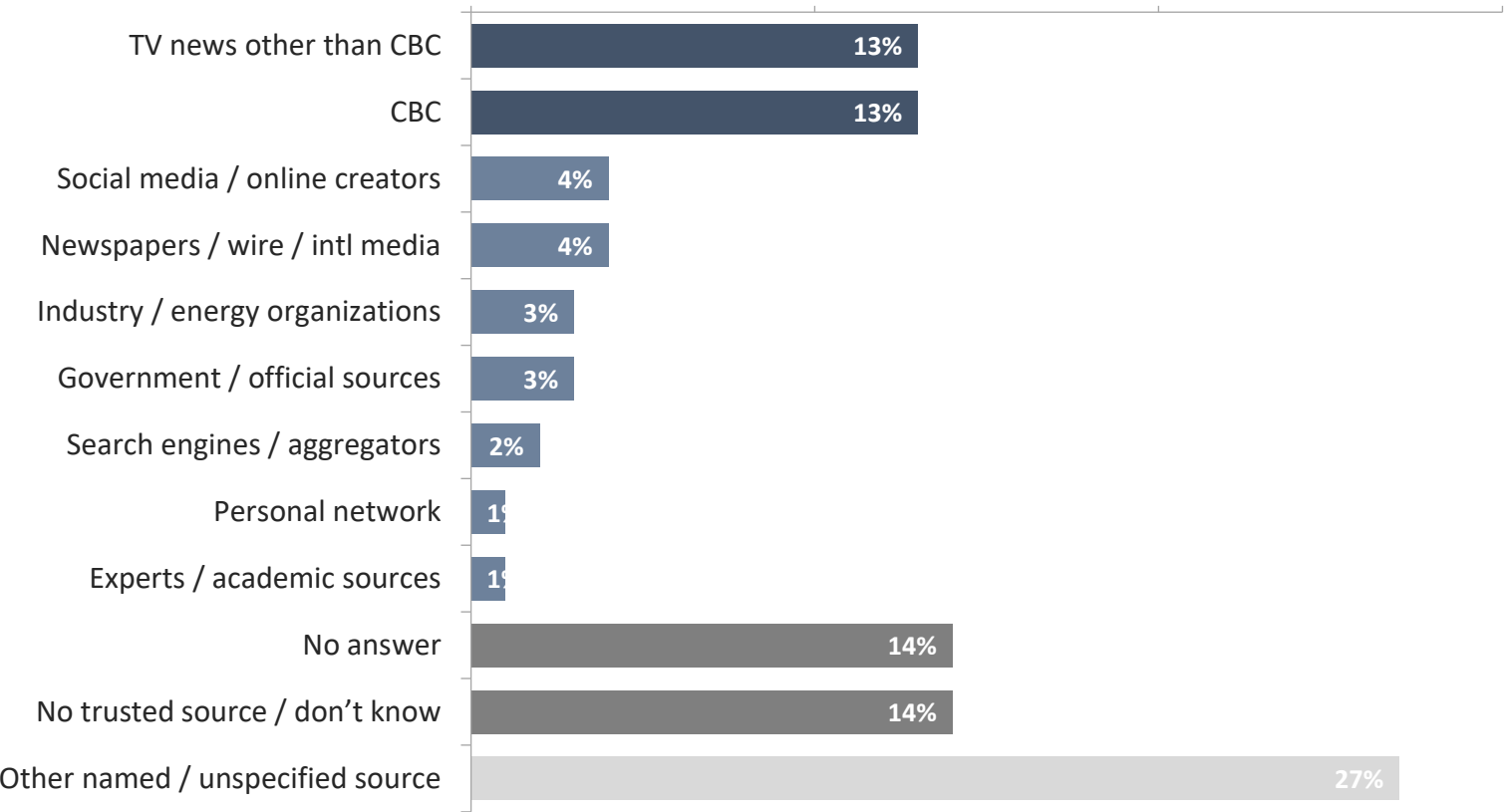
Selected audience response (more supportive)



Key insight: A concrete sector job count is the strongest and least polarizing proof point in the battery.

Information Sources: Traditional media outlets retain much credibility.

*Q: When it comes to news about energy and technology, please name an information source that you are comfortable enough with to share with friends.
(This could be anything from a person to a media organization.)*



Word cloud: named sources

Excludes DK, no answer and unspecified responses



Chart ordering note

DK, no answer and unspecified responses are shown at the bottom of the frequency chart and excluded from the word cloud.

Key insight: Named sources are fragmented; CBC and other TV news are the largest identifiable.

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