

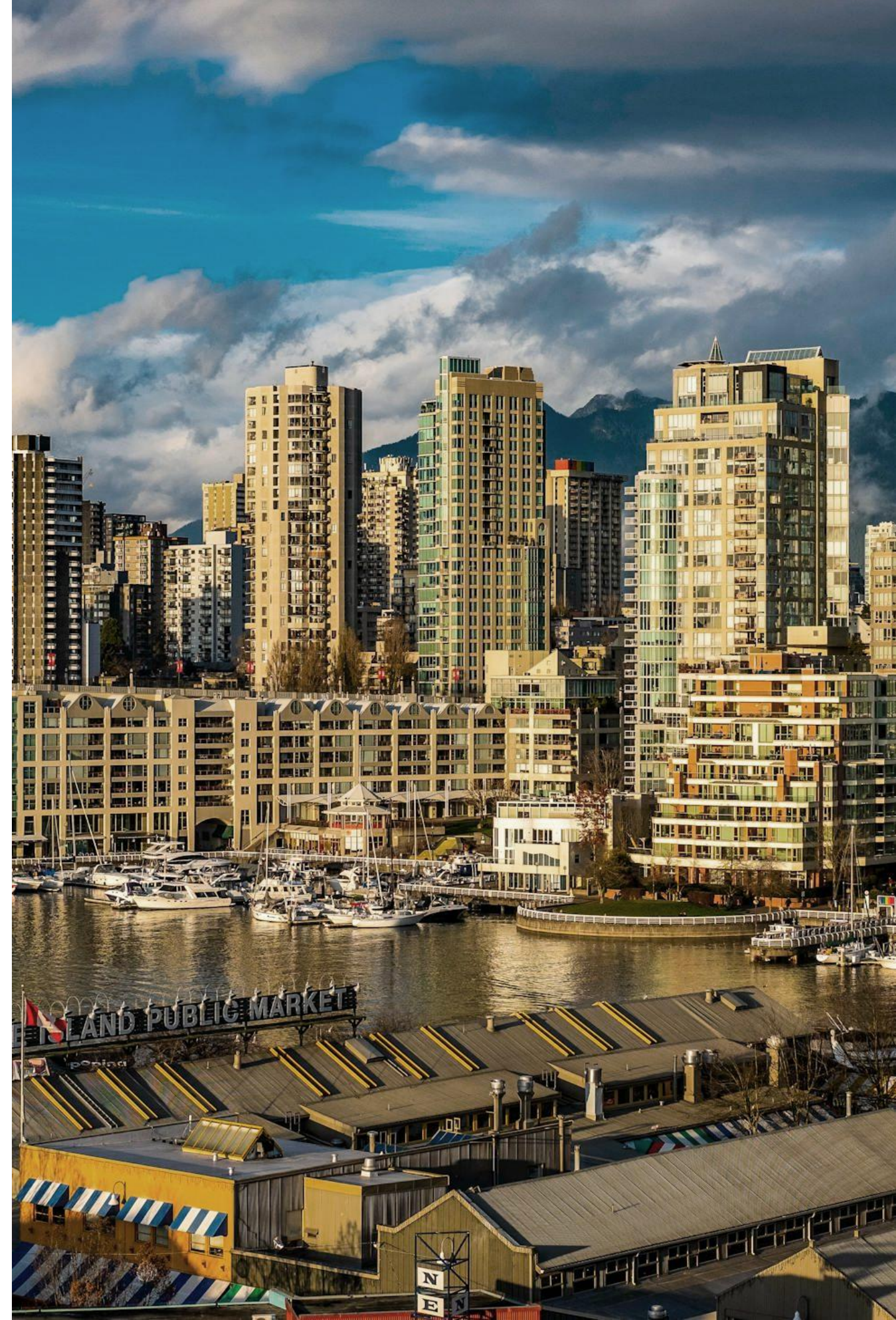


M U S T E L
G R O U P

SUMMARY REPORT

Mood of Metro Vancouver Residents October Omnibus Survey

October 2026



FOREWORD

Introduction

The following report presents findings from Mustel Group's Omnibus survey conducted on a quarterly basis among Metro Vancouver residents. In addition to private client measures, Mustel Group tracks key measures such as issues of concern and consumer confidence. This wave also included voter intentions and reactions to specific promises made during the provincial election campaign.

Methodology

- ▶ 500 online interviews conducted among Metro Vancouver adults, 18 years and over;
- ▶ For comparison purposes only, the margin of error on a random sample of 500 is +/-4.4 percentage points at the 95% confidence level in the most conservative case; 6 percentage point spread required between measures;
- ▶ Regional quotas were set to ensure the population is represented according to its actual distribution;
- ▶ At tabulation stage, weighting adjustments bring basic characteristics of age, gender and region into their correct known proportions based on Statistics Canada population figures;
- ▶ Interviewing conducted from October 6 to 20, 2026.

EXECUTIVE OVERVIEW

Key Takeaways

Inflation or the cost of living is the predominant issue of concern for Metro Vancouver residents.

In Metro Vancouver, the **BC Conservatives have a 6-point lead** over the NDP among decided voters.

Regionally, support is **strongest for the NDP in the City of Vancouver**, whereas the **Conservatives lead outside the city**, including in Surrey where the party has over a 10-point lead.

While **there is limited optimism that BC’s economy will improve over the next 6 months** (13%), views are divided among the remainder whether it will be stable (39%) or deteriorate (40%).

Despite the trade war, **confidence in personal finances remains relatively stable**, though one-third (35%) report they are worse off compared to 6 months ago.

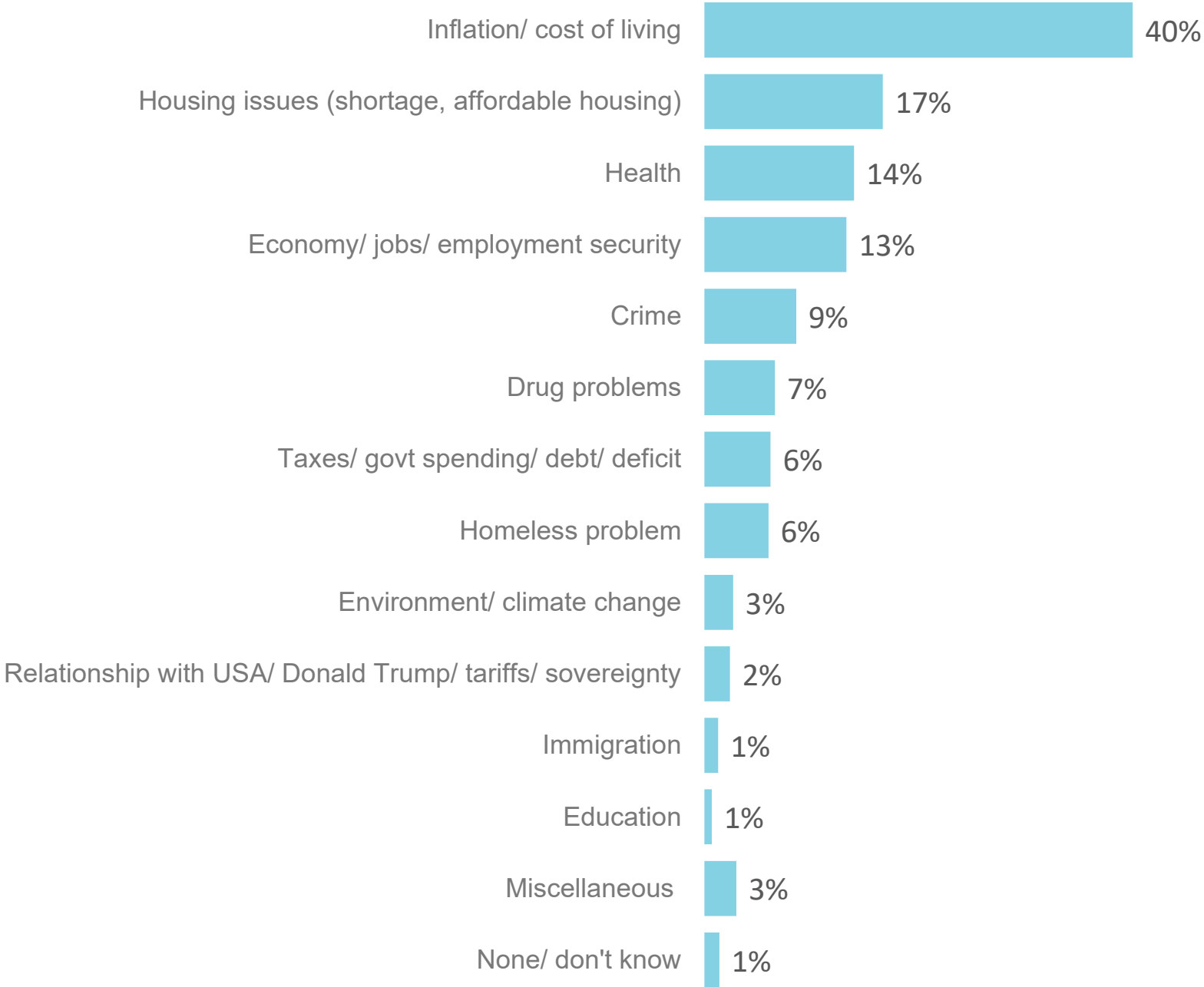
Employment security is also relatively stable. However, the proportion of those who feel ‘secure’ versus only ‘somewhat secure’ in their employment, is lower today (38%) than in pre-tariff days (close to 50% or higher).

Metro Vancouver residents tend to support the NDP’s plans to increase provincial income taxes for higher-income earners. A total of 57% support versus 34% opposing.

Metro Vancouver residents also tend to support NDP plans to introduce a new tax on newly built condominium units that remain unsold for more than one year. A total of 55% support this plan versus 30% opposing.

(Note due to the timing of interviewing dates, testing of other party platforms was not possible.)

MOST IMPORTANT ISSUES FACING BRITISH COLUMBIA



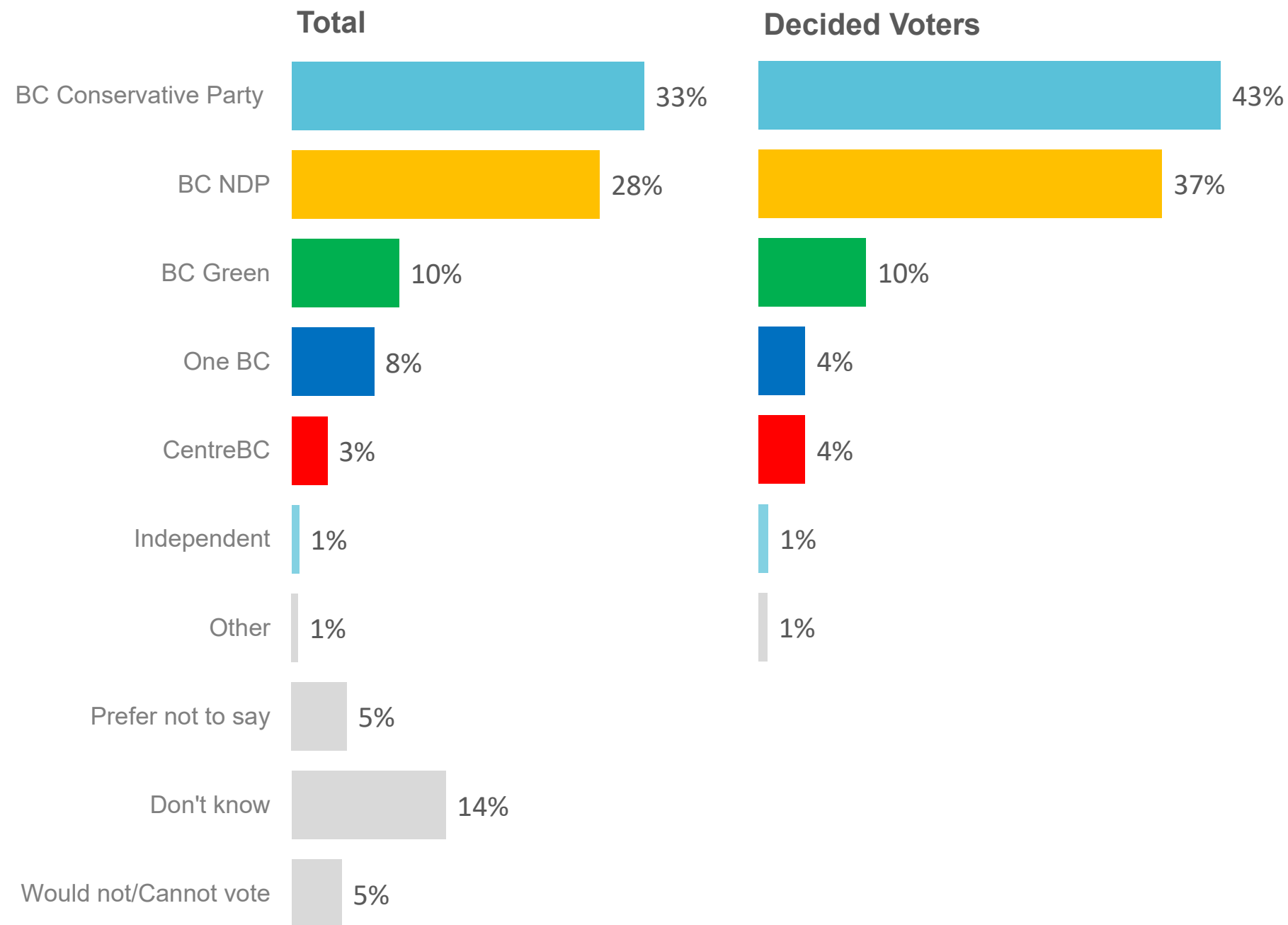
Inflation or the cost of living is the predominant issue of concern in Metro Vancouver.

▶ Housing, healthcare and jobs are secondary issues of concern.

Base: Total (n=500)

Q.CC1) In your opinion, what is the most important issue facing British Columbia today, the one about which you, yourself, are most concerned?

PROVINCIAL VOTER INTENTION (OCTOBER 2026)



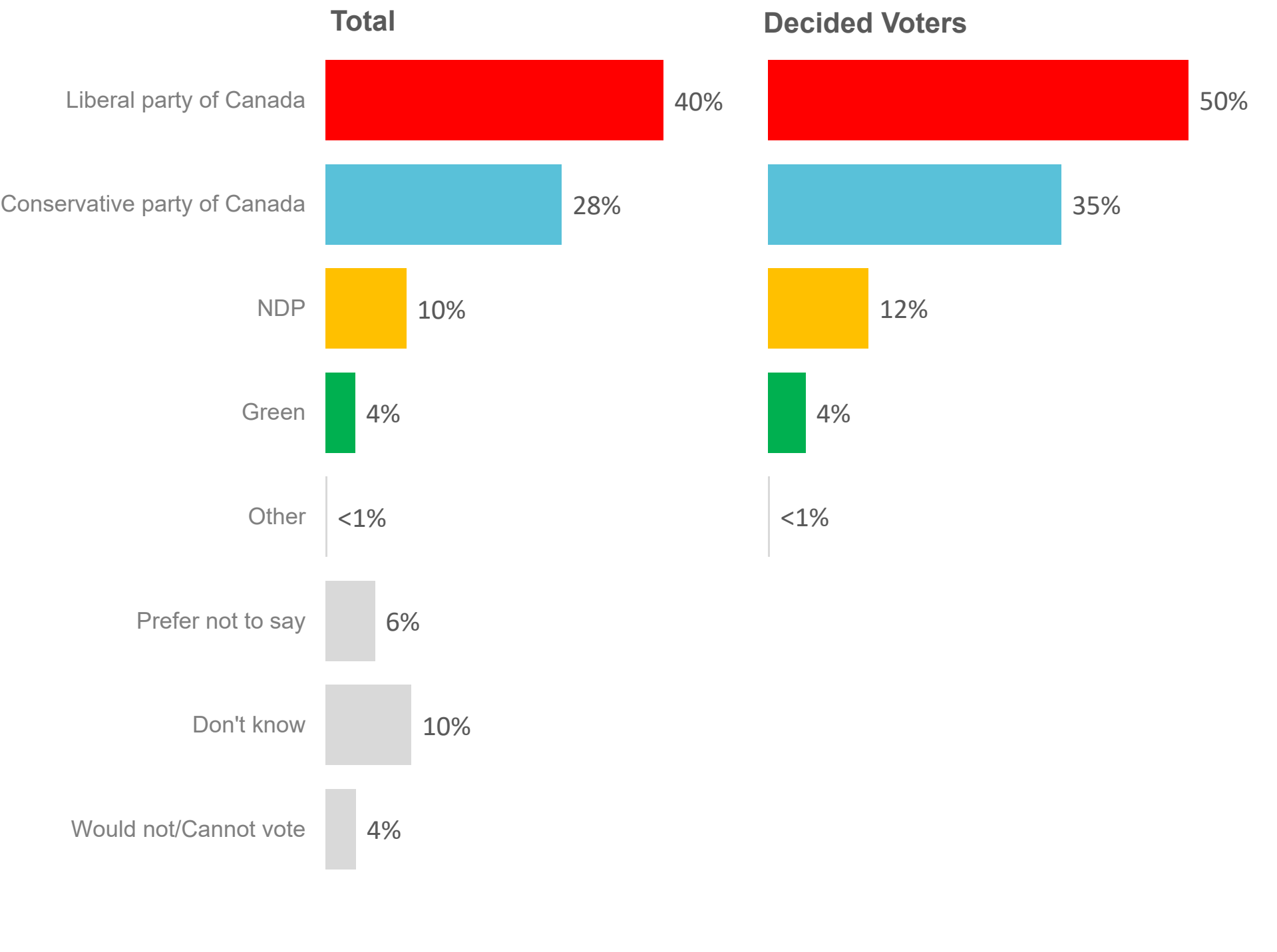
In Metro Vancouver, the BC Conservatives have a 6-point lead over the NDP among decided voters.

▶ Regionally, support is strongest for the NDP in the City of Vancouver, whereas the Conservatives lead outside the city, including in Surrey where the party has over a 10-point lead.

Base: Total (n=500), Decided voters (n=380)

Q.1) If a federal election were held today, what party would you vote for?

FEDERAL VOTER INTENTION (OCTOBER 2026)

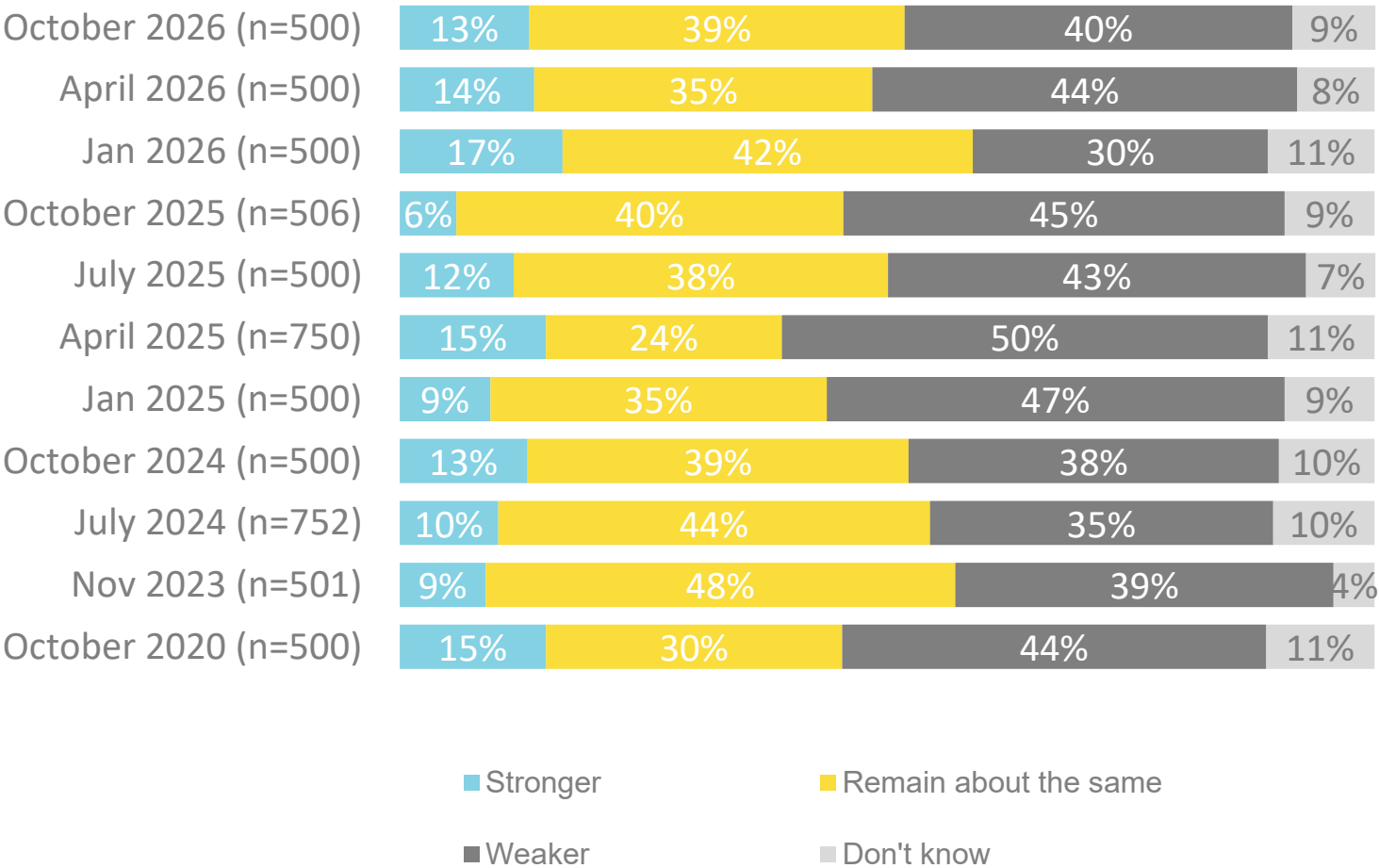


Federally, the Liberal party would have a strong lead in Metro Vancouver, if an election were held today.

Base: Total (n=500), Decided voters (n=403)

Q.1) If a federal election were held today, what party would you vote for?

VIEW OF BC ECONOMY OVER NEXT 6 MONTHS



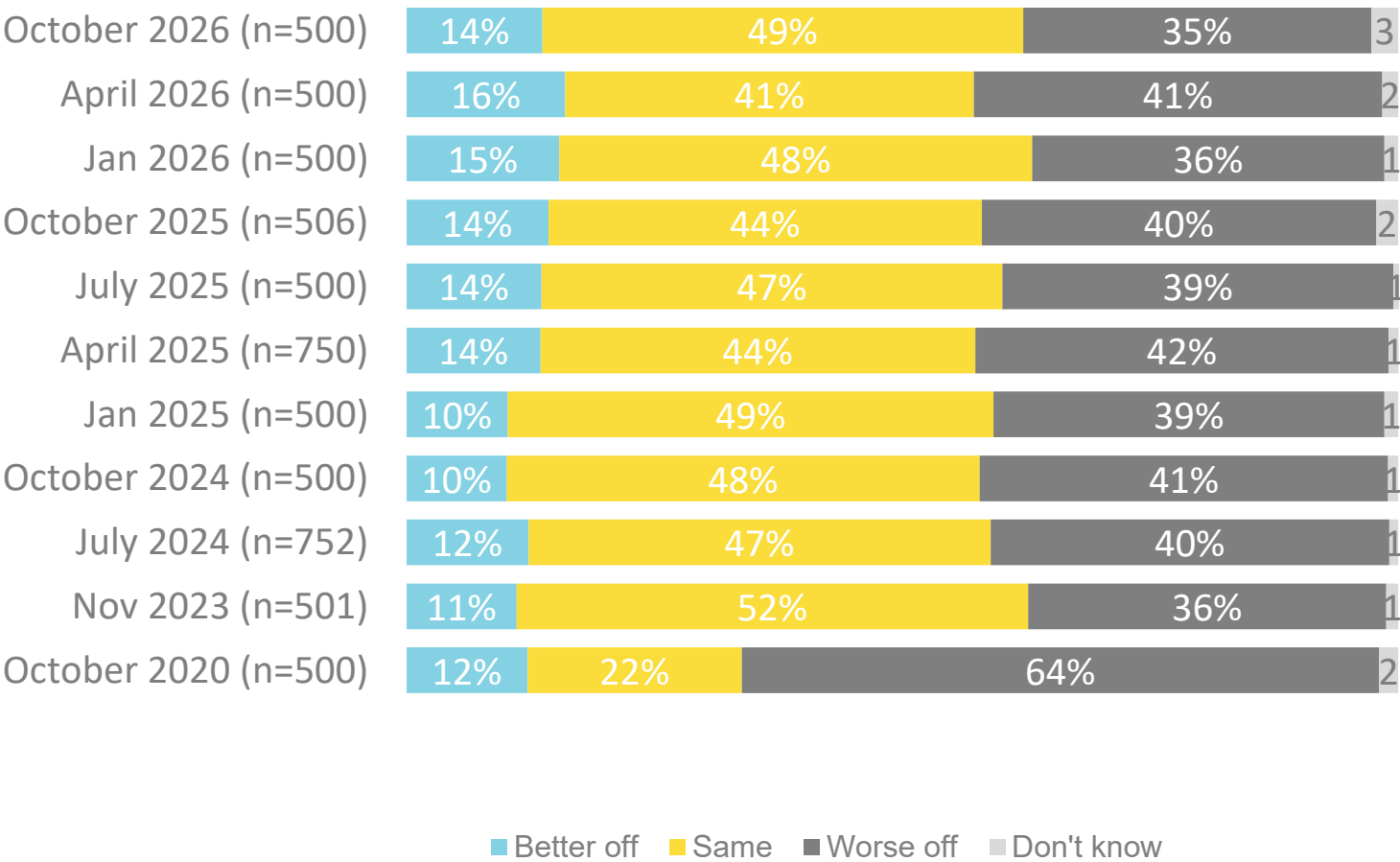
While there is limited optimism that BC’s economy will improve over the next 6 months (13%), views are divided among the remainder whether it will be stable (39%) or deteriorate (40%).

- ▶ Interestingly, the results are similar to those measured before US tariffs were first introduced in February 2025, suggesting they have a limited role in consumer confidence.
- ▶ Provincial NDP supporters are the most confident, while Conservative voters are the least, suggesting consumer confidence may be influenced, at least in part, by perceptions of government leadership.

Base: Total

Q.3) Thinking about the next six months, do you think that the British Columbia economy will get stronger, weaker or remain about the same?

STATE OF PERSONAL FINANCES OVER LAST 6 MONTHS



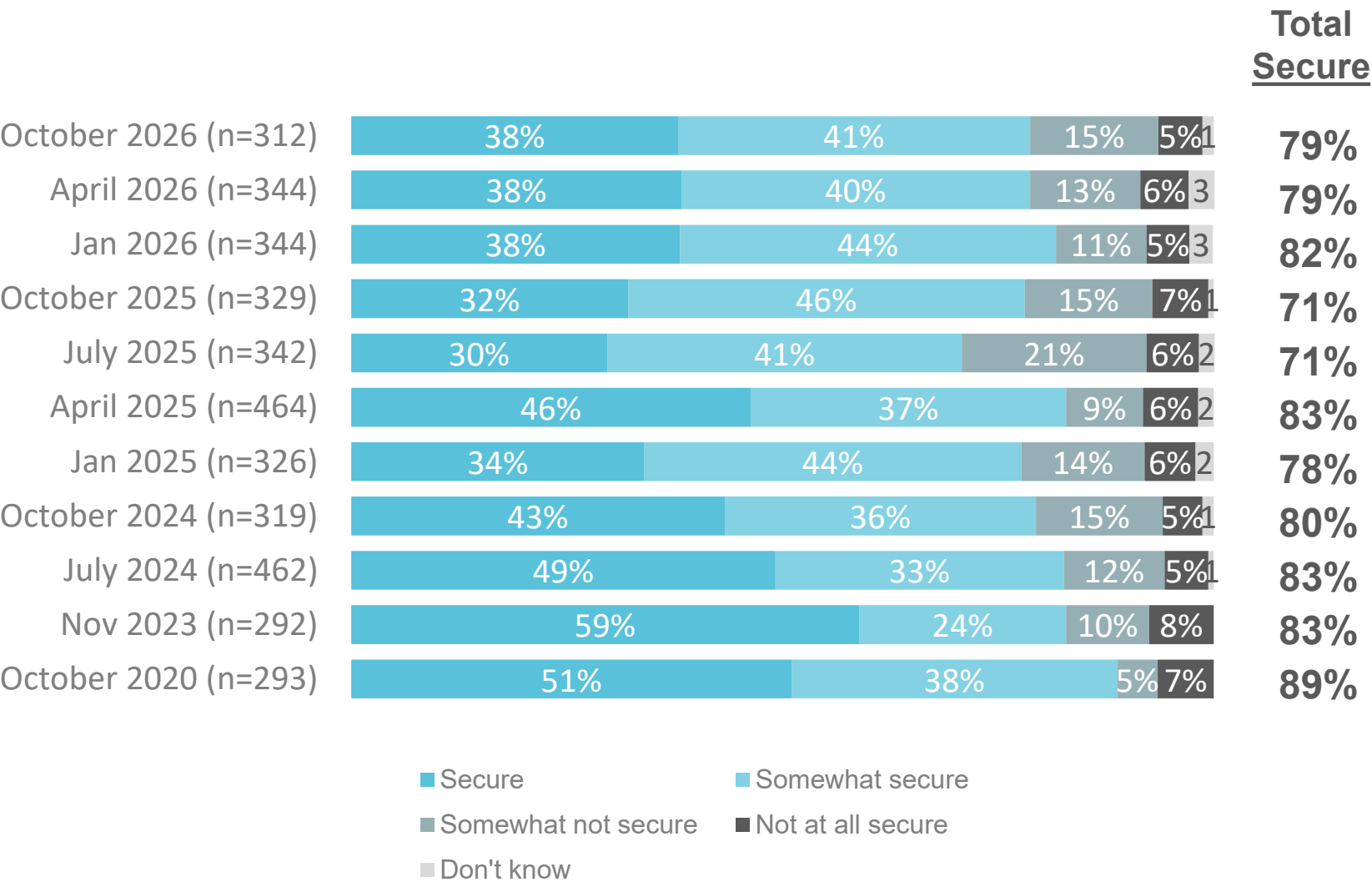
Despite the trade war, confidence in personal finances remains relatively stable, though one-third (35%) continues to report they are worse off compared to 6 months ago.

- ▶ Again, provincial NDP supporters are most positive about their personal situation.

Base: Total

Q.2) Thinking about your personal or family finances, would you say that you are better off, worse off, or the about the same compared with 6 months ago?

SECURITY OF EMPLOYMENT



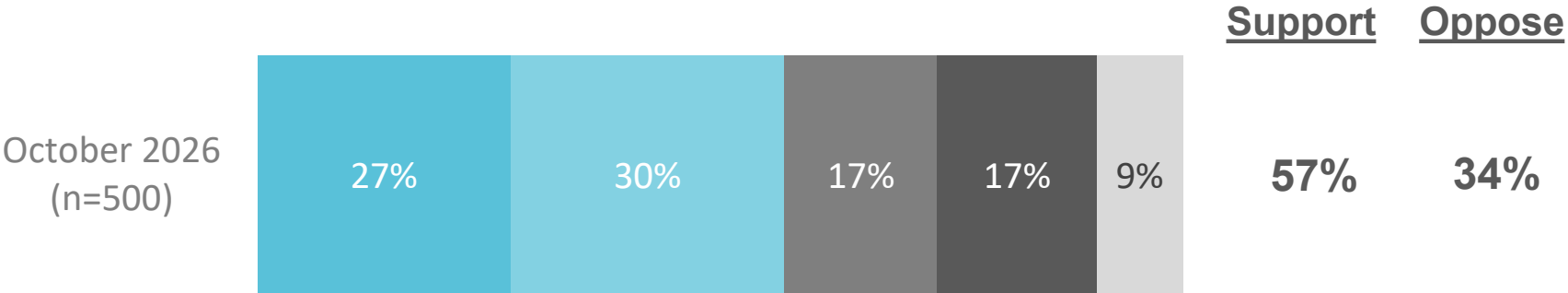
Employment security also remains relatively stable.

▶ However, the proportion of those who are ‘secure’ versus only ‘somewhat secure’ in their employment is lower today (38%) than in pre-tariff days (close to 50% or higher).

Base: Total employed

Q.4) Would you describe your current job as secure, somewhat secure, somewhat not secure or not at all secure?

SUPPORT FOR INCREASING PROVINCIAL INCOME TAXES



- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know/ not sure

Base: Total

Q.BCNDP1) The BC NDP has proposed increasing provincial income taxes for higher-income earners. Under the proposal, provincial tax rates on taxable income above approximately \$190,000 would increase as follows:

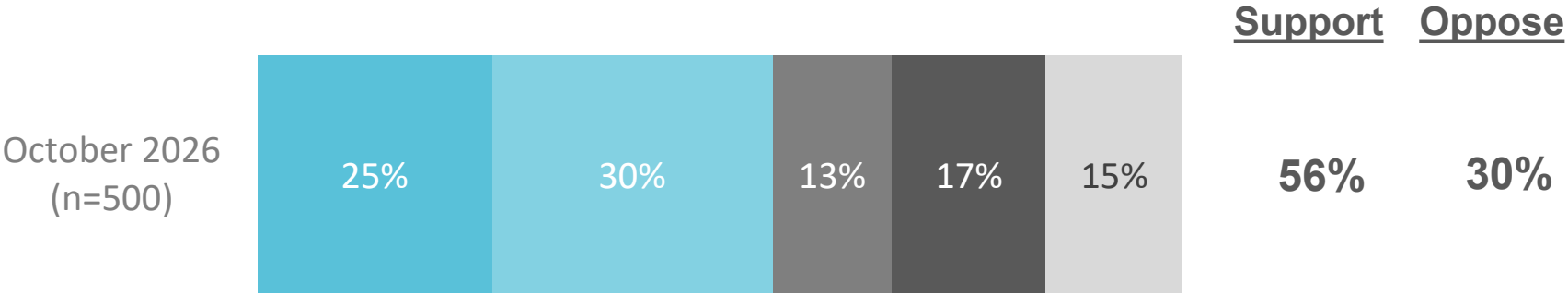
Taxable Income	Current Rate	Proposed Rate
\$190,000 to \$265,000	16.8%	18.8%
\$265,000 to \$1 million	20.5%	22.5%
Over \$1 million	20.5%	24.5%

The NDP says fewer than 4% of BC income earners would be affected and that the additional revenue would help fund public services such as healthcare. The BC Conservatives oppose the proposal, saying that it would do little to address the province's fiscal challenges and could discourage investment and economic growth. Overall, do you support or oppose this proposal?

Metro Vancouver residents tend to support the NDP's plans to increase provincial income taxes for higher-income earners.

▶ A total of 57% support versus 34% opposing.

SUPPORT FOR TAX ON NEWLY BUILT CONDOMINIUM UNITS



- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know/ not sure

Metro Vancouver residents also tend to support NDP plans to introduce a new tax on newly built condominium units that remain unsold for more than one year.

- ▶ A total of 56% support this plan versus 30% opposing.
- ▶ Support levels are similar across age groups.

Base: Total

Q.) The BC NDP has proposed a new tax on newly built condominium units that remain unsold for more than one year. The tax would start at 2% of the property's assessed value and increase each year the unit remains unsold.
Do you support or oppose this proposal?