

Methodology:

Results are based on an online study conducted from June 24 to June 26, 2024, among 801 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

All things considered, do you agree or disagree with each one of these ideas?

“Changing the name of the province to acknowledge its Indigenous heritage”

Agree – 29% (-3)
Disagree – 60% (+7)
Not sure – 10% (-5)

“Changing the flag of the province to remove the Union Jack”

Agree – 31% (=)
Disagree – 51% (+5)
Not sure – 19% (-4)

Dissent Over Changing Province's Name Rises in British Columbia

Just over half of the province's residents disagree with modifying the provincial flag to remove the Union Jack.

Vancouver, BC [July 17, 2024] – The proportion of British Columbians who are against changing the province's name has risen over the past year and a half, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 60% of British Columbians disagree with changing the name of the province to acknowledge its Indigenous heritage, up seven points since a similar Research Co. poll [conducted in October 2022](#).

Fewer than three-in-ten British Columbians (29%, -3) think a name change is warranted, while 10% (-5) are not sure.

British Columbians aged 18-to-34 are significantly more likely to endorse changing the province's name (52%, +2) than their counterparts aged 35-to-54 (32%, -1) and aged 55 and over (11%, -6).

The possibility of a name change is more popular in Northern BC (38%, +6), followed by Metro Vancouver (32%, +1), Vancouver Island (31%, -6), the Fraser Valley (21%, -9) and Southern BC (20%, -6).

“Most British Columbians of Indigenous descent (61%) would welcome changing the province's name,” says Mario Canseco, President of Research Co. “The proportions are lower among residents whose heritage is South Asian (38%), European (29%) or East Asian (also 29%).”

Almost two thirds British Columbians (65%, +3) say nothing bothers them about the name “British Columbia” for the province. Fewer than one-in-five are upset about the “British” part (18%, -1), the absence of an acknowledgement to Indigenous peoples (17%, -3) and the “Columbia” part (6%, -2).

Fewer than a third of British Columbians (31%, =) agree with changing the flag of the province to remove the Union Jack, while just over half (51%, +5) disagree and 19% (-4) are not sure.

Appetite for removing the Union Jack from British Columbia's flag is highest among residents whose origins are Indigenous (51%) and South Asian (48%) but drops among those whose heritage is East Asian (35%) and European (26%).



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In 2010, the Queen Charlotte Islands were renamed as Haida Gwaii. As was the case in 2022, most British Columbians (57%, -1) believe this was the correct decision, while 23% (+3) disagree and 20% (-3) are not sure.

Agreement with this particular name change is highest among British Columbians who voted for the BC New Democratic Party (NDP) in the last provincial election (72%), followed by those who cast ballots for the BC Green Party (60%) and the BC Liberals (47%) in 2020.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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