

2026 Public Opinion Survey

WHAT WE HEARD

SEPTEMBER 1, 2026



ENGINEERS &
GEOSCIENTISTS
BRITISH COLUMBIA

TERRITORIAL ACKNOWLEDGEMENT

Engineers and Geoscientists BC respectfully acknowledges our office is located on the unceded ancestral territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish) and səliłwətał (Tseil-Waututh) Nations. As a provincial regulator, we are grateful to have the opportunity to operate and serve across a diverse province of over 200 Indigenous communities.

PROJECT SUMMARY

1.0 BACKGROUND

The annual Public Opinion Survey continues to gauge the public's knowledge and awareness of the engineering and geoscience professions as well as Engineers and Geoscientists BC.

1.1 GOALS AND OBJECTIVES

1.1.1 GOAL

To expand public awareness of our organization and the professions we represent.

1.1.2 OBJECTIVES

- Gauge public perception of engineers and geoscientists;
- Determine public awareness of what engineers and geoscientists do;
- Determine public awareness of Engineers and Geoscientists BC and what it does;
- Determine public perception of what a regulator should do;
- Determine which of Engineers and Geoscientists BC's activities are most important to the public;
- Determine what issues are important to the public;
- Determine if the public wants to hear from Engineers and Geoscientists BC about these issues and in what capacity; and
- Measure awareness of our Public Awareness campaign

1.1.3 HOW WE WILL USE THE RESULTS

1. Meeting expectations as a regulator. If we don't meet them, we'll use this information to reshape our narrative as an organization and review communications to registrants and the public.
2. Gauge if we are on track with our 2022 –2027 Strategic Plan. If we are not aligned, we will plan appropriate adjustments.
3. Shape our Public Engagement activities.

1.1.4 TIMELINE

The survey was launched on May 19, 2026, and closed on June 2, 2026.

2.0 ENGAGEMENT PROCESS & APPROACH

Through an external partner, the survey was sent to 1,018 BC residents online. To be eligible, respondents had to be 18+ and neither themselves, nor anyone in their household, could be working as a professional engineer, a professional geoscientist, an engineer trainee, or a geoscientist trainee.

3.0 WHAT WE HEARD/SUMMARY OF FEEDBACK

3.1 KEY TAKEAWAYS FROM THE SURVEY

1. Most BC residents polled (79%) trust that Engineers and Geoscientists BC protects the public.
2. Awareness in Engineers and Geoscientists BC is stable amongst respondents at 24%.
3. Trust in the professions remains steady in the eyes of the public.
 - 67% of respondents were very or somewhat familiar with engineers' roles
 - 85% of respondents have a great deal or fair amount of trust in engineers
 - 31% of respondents were very or somewhat familiar with geoscientists' roles
 - 55% of respondents have a great deal or fair amount of trust in geoscientists
4. BC residents continue to regard professional engineers, professional geoscientists, and our organization positively.
5. 79% of respondents agree there needs to be an organization that regulates the engineering and geoscience professions.
6. The top reason for respondents to distrust or be uncertain about Engineers and Geoscientists BC (41%) is because they don't know enough about the organization.
7. Respondents want to hear from us about our role, standards, policies, and public safety concerns.
1. The preferred method of communication is social media (38%), BC newspapers online (38%) and cable television (37%). These preferences are somewhat demographically linked. While our recent awareness campaign was well received by those who remember seeing it, there is still room to build awareness of our organization.

3.2 EMERGING THEMES

3.2.1 TRUST AND FAMILIARITY GO HAND IN HAND WHEN IT COMES TO ENGINEERS AND GEOSCIENTISTS BC

Awareness of Engineers and Geoscientists BC remains steady at 24%. For those who are aware of us, 79% said they have a fair or great deal of trust in Engineers and Geoscientists BC's ability to protect them.

The top reasons for this trust:

- We are a regulating body
- We are professional and have high ethical standards and are highly accountable

However, of those respondents who didn't have as much trust, 41% noted they didn't know enough about the organization and needed more information to make an informed decision.

The greater the familiarity with Engineers and Geoscientists BC, the greater the likelihood of a higher trust level.

3.2.2 BC RESIDENTS ARE INTERESTED IN WHAT WE DO

BC residents continue to view Engineers and Geoscientists BC's responsibilities as highly important. The greatest importance is placed on our core regulatory functions including developing guidelines and standards of practice, assessing qualifications of applicants, continuing professional education as a requirement, regulating individuals and firms, investigating complaints, and auditing professional practice. Most respondents indicated these functions rated high or very high in terms of importance. Investigations and disciplinary action are at the top of the list of information desired by the public.

Respondents were also interested in our role and responsibilities, standards of practice (19%), and safety issues or concerns (17%).

The quote below from a survey respondent is an example of what the public is looking for from Engineers and Geoscientists BC.

"Keep public informed and updated on the compliance of the code requirements including disciplinary action on members not complying."

4.0 NEXT STEPS

1. We will share these results with the Board.
2. These key takeaways will help shape our communication methods and subject matter when interacting with the public.
3. We will continue to monitor public sentiment and trust in our organization and professions through this annual survey. The content of this survey may vary, depending on projects and initiatives undertaken and if measurement of these initiatives remains valuable.
4. As awareness of Engineers and Geoscientists BC is relatively low, it's recommended to continue raising awareness through consistent advertising campaigns. Survey data indicates that greater familiarity leads to higher trust levels.