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# Political Landscape

An update on the horse race

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NOVEMBER 2022 TO FEBRUARY 2023

**pollara**  
strategic insights

# Methodology

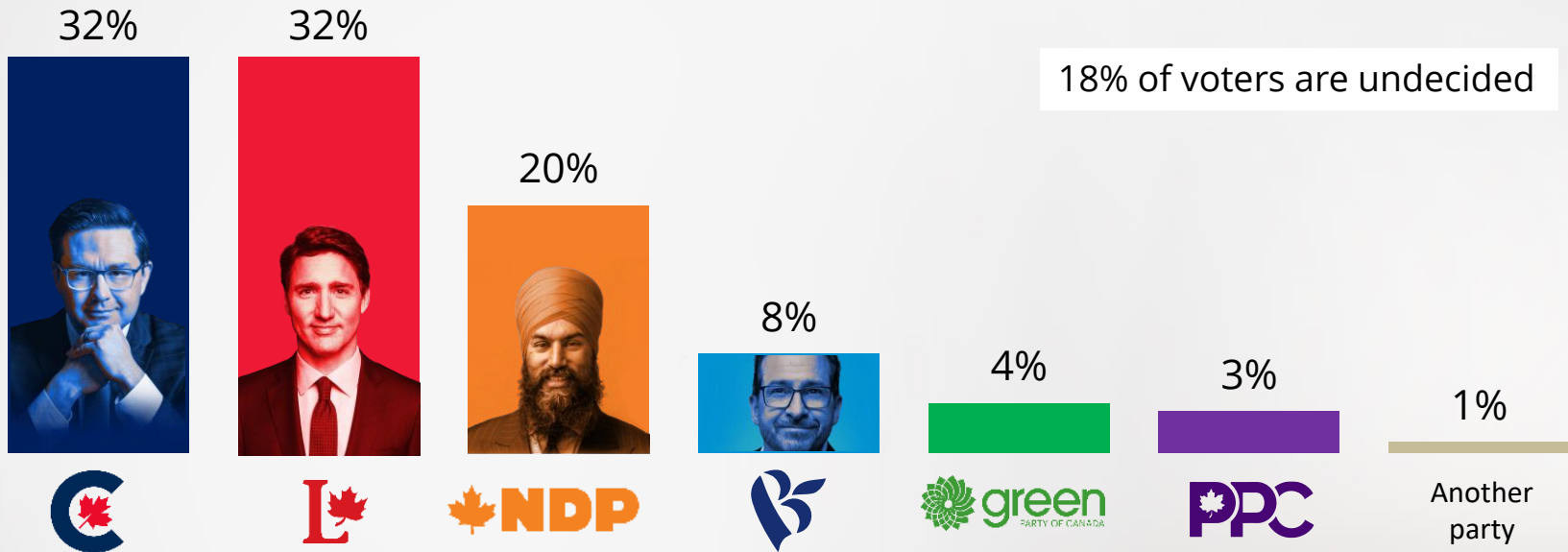
- **Field Window:** January 23 to February 6, 2023
- **Sample size:** 3,850 adult (18+) Canadians
- **Reliability:** Online surveys cannot be assigned a margin of error. This survey of 3,850 Canadians includes 3,016 decided voters. As a guideline, a probability sample of  $n = 3,016$  carries a margin of error of  $\pm 1.8\%$ , **19 times out of 20.**
- **Weighting:** Data has been weighted using the most current gender, age, and region Census data, to ensure the sample reflects the actual population of adult Canadians.
- **Tracking:** These findings have been tracked against the following Pollara surveys, all fielded using the same online panel and methodology.
  - January: Fielded January 9-12, 2023 among 3,020 adult Canadians
  - December: Fielded December 8-20, 2022 among 4,020 adult Canadians
  - November: Fielded October 21 to November 3, 2022 among 3,418 adult Canadians



# The State of the Horse Race

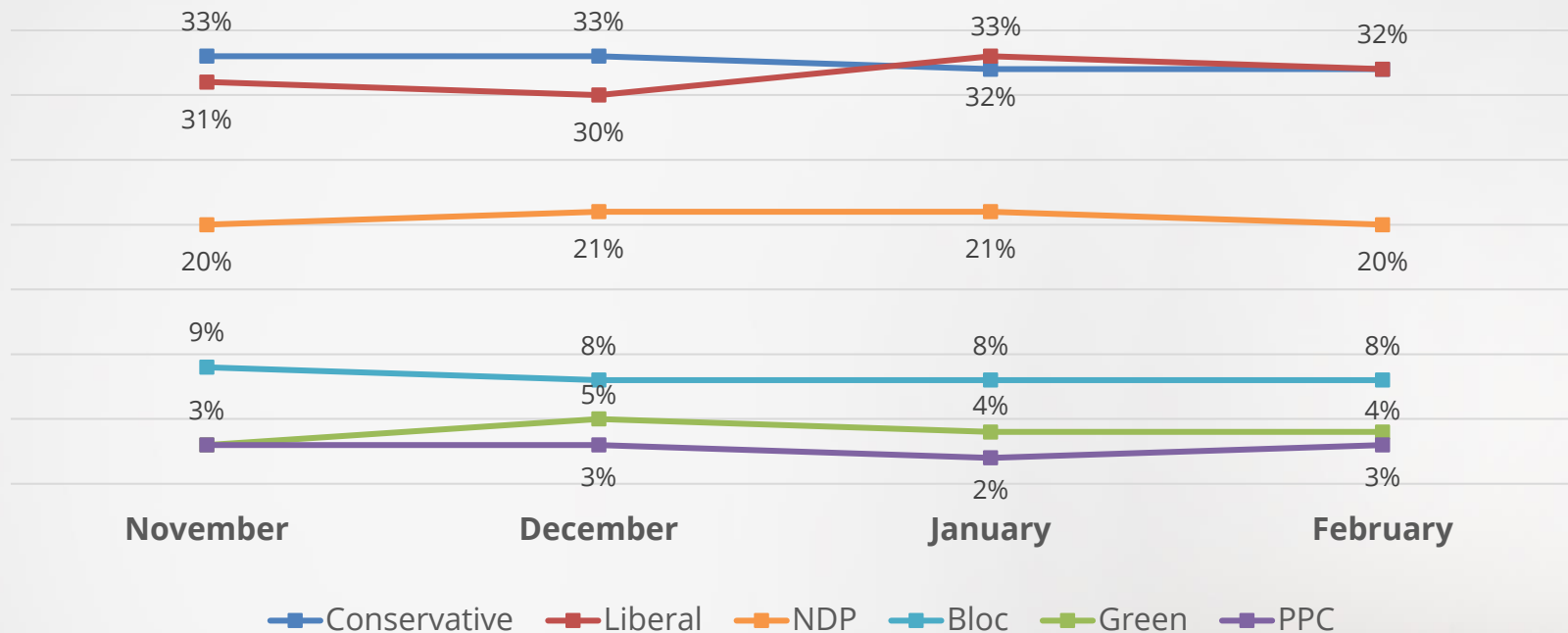
- Support levels for the major parties are around 2021 election levels. **The Conservatives and Liberals are tied at 32%, with the NDP in third at 20%.**
  - Support levels have been relatively stable since November, with the Liberals and Conservatives within 3 points of each other every month over this period.
- The Liberals and Conservatives are currently tied at 35% in Ontario, and have been within 2 points of each other each of the last four months. This leaves the Conservatives exactly at their 2021 support levels in Ontario, with the Liberals down 4 and the NDP up 4.
- The Liberals and Conservatives both have an older skew in their support levels, with the NDP leading among young voters. Liberal support is similar among men and women, with the Conservatives stronger among men and the NDP stronger among women.

# Conservatives and Liberals tied nationally



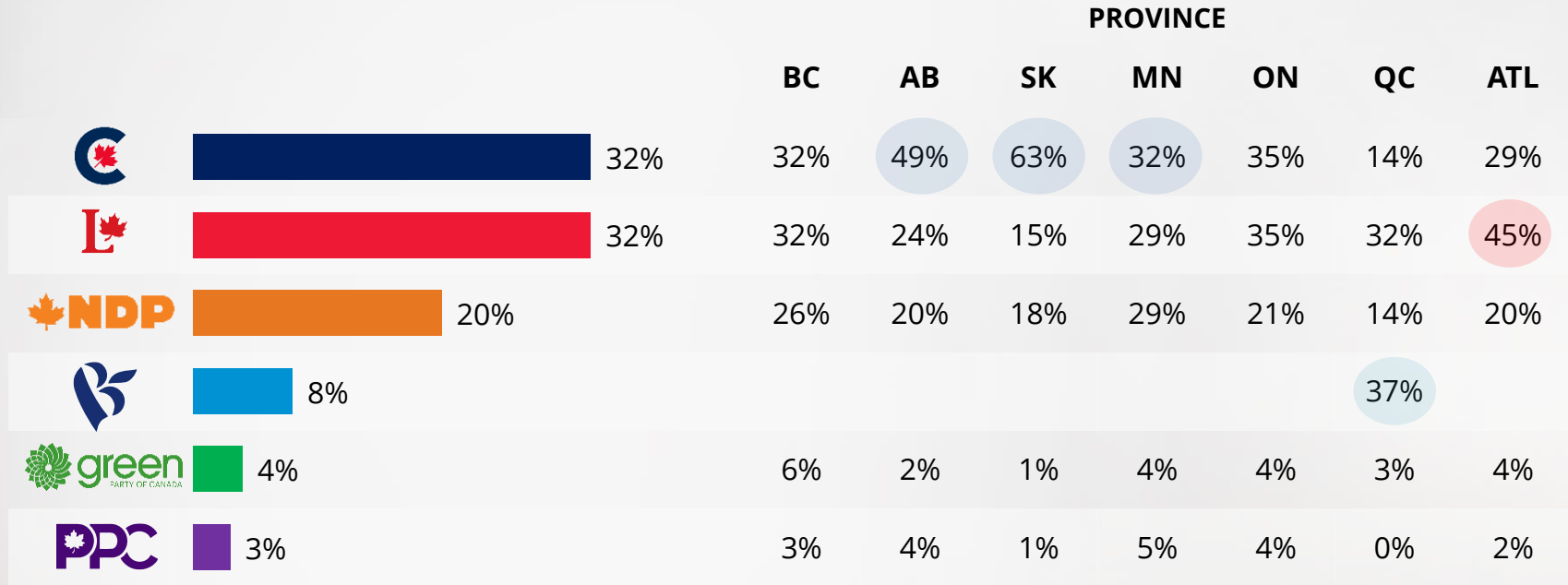
**Q** If a national federal election were held across Canada today, which party would you most likely vote for, or are you leaning towards?  
Base: Decided Voters (n=3,016)

# Little movement in vote intent over past 4 months



Who would you be most likely to vote for if a federal election were held today?

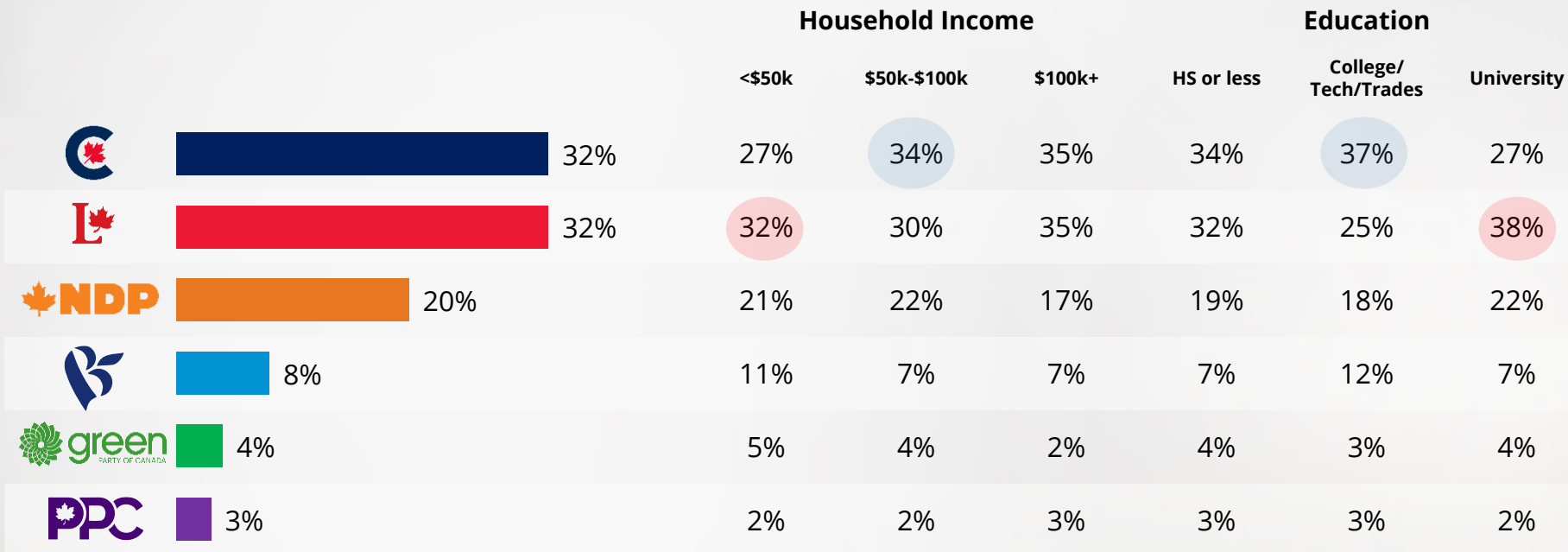
# Conservatives and Liberals tied in Ontario



Base: BC (n = 471), AB (n = 483), SK (n = 229), MN (n = 239), ON (n = 572), QC (n = 483), ATL (n = 539)

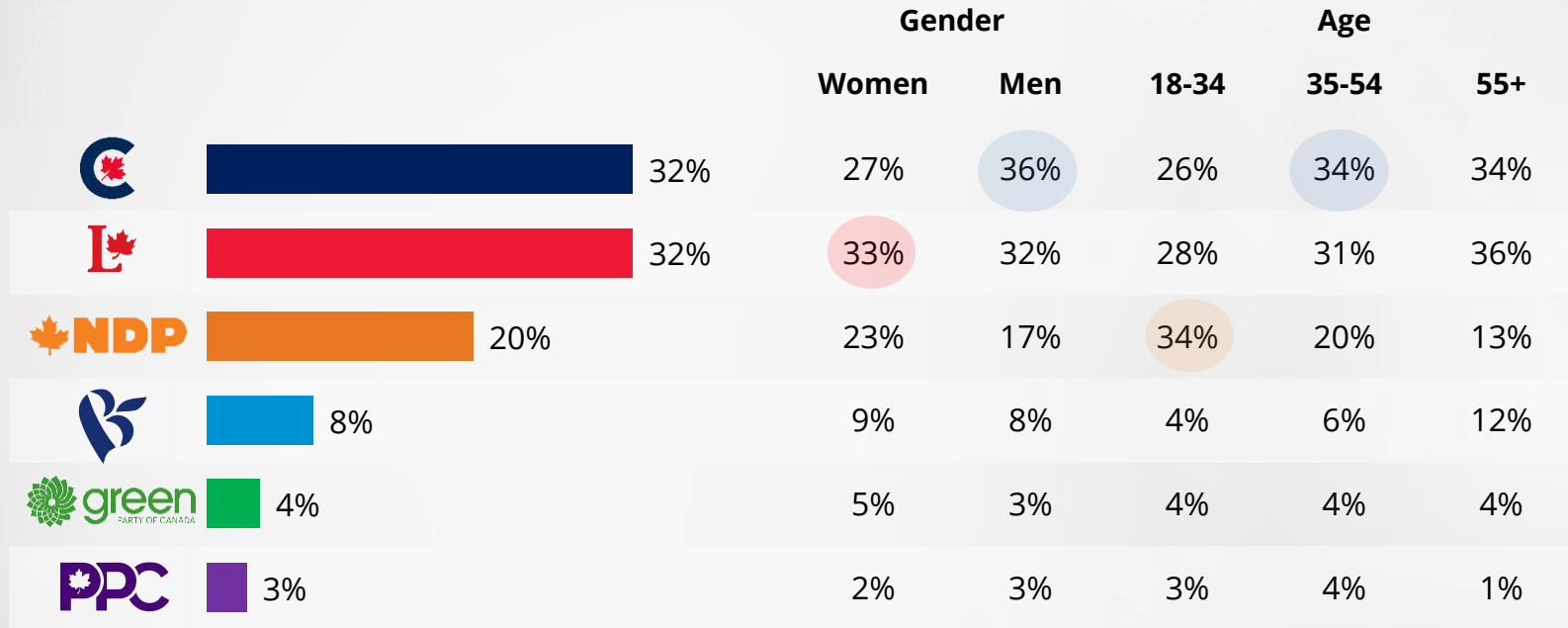
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# Liberal support higher among university-educated



Base: <\$50k (n = 853), \$50k-\$100k (n = 1,082), \$100k+ (n = 914),  
HS or less (n = 654), College/Tech/Trades (n = 969), University (n = 1,382)

# Liberals and Conservatives stronger among older voters, while NDP vote skews younger



Base: Women (n = 1,404), Men (n = 1,594), 18-34 (n = 880), 35-54 (n = 958), 55+ (n = 1,178)





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