



# 2023 Conservative Political Ad Testing

Public Opinion Research  
Release Date: December 21, 2023  
Field Dates: Nov 15<sup>th</sup>, 2023, to Dec 5<sup>th</sup>, 2023

# Key Findings

1

**Compared with the Liberals' 2015 election campaign ads, these are close or better on most measures**

The highest rated 2023 Conservative ad is only four points behind the Liberals' best ad of 2015 on overall impression, while the English ads in particular score similarly to the top Liberal ads of 2015 on all measures.

2

**With the exception of the French-language "Trudeau tax" ad, all CPC ads do extremely well.**

All ads have a net positive total diagnostic score, with most (except for the French "Trudeau tax" and French "Putting the pieces back together") also having a net positive impact on perceived Conservative vote.

3

**All the ads have net positive emotion scores, with the English ads in particular inspiring hope.**

The highest score on emotion is the English language ad "Putting the pieces back together", which has a net positive "hope" score of +32% and a net negative "angry" score of -17%.

4

**The ads do well across regions, age groups, gender and value clusters.**

The ads have a net positive vote impact score in all regions, doing best in Alberta, with a net vote impact score of +28%. They also have a net positive vote impact score across age-gender groups, except for men over 55 for the French-language ads.

5

**The ads do better among those struggling economically.**

Among our economic gap segments, "strugglers" (those who say you can be anything you want if you're willing to work for it but also say no matter how hard they work it seems more difficult to get by) are more likely to say the ads impacted their vote choice in favour of the Conservatives. Similarly, those who say they are not confident in their current household finances are also more likely to say the ads impacted their vote choice.

# Methodology

## Testing Political Ads

Political ads serve two key purposes; they can motivate the sponsor party's supporters to vote, and they can persuade target voters to vote for the sponsor party. Ads accomplish these goals through two mechanisms; they can "prime" or raise awareness of something people already know or feel that gives the sponsor party an advantage over its competitors. The ads can also "persuade" by providing new information or framing existing information in a new light to change how people feel about the sponsor party and/or its opponents.

In this study, we use the following approach to test political ads:

- First, we identify the respondent's initial views including party identification, their current vote intention, and how respondents feel about the federal party leaders. We also ask questions to gauge how the respondent feels about the current federal government and whether or not they believe it is time for a change in government. These are our pre questions.
- Then we show them an ad, at random.
- After seeing the ad, we ask if they have seen the ad before and how they feel about that ad. We call these diagnostic questions.
- Finally, we ask whether the ad left them feeling more or less likely to vote for the party presenting the ad.

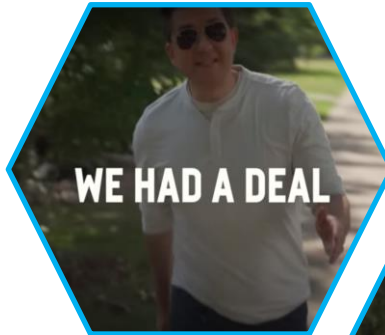
It is important to understand that an ad can make a positive difference to a campaign even if people say they don't like it. For instance, people may say they don't like an ad that provides negative information about another party, but if they feel the information is credible and informative, it can still move the numbers.

# Ads Tested

Below is an overview of the 7 Conservative Party of Canada ads that were tested. 4 English language ads, and 3 French language ads. **You can watch each of the ads that were tested by clicking on the corresponding image below:**

## English Ads

AD 1 – “We had a deal”



AD 4 – “You earned it”



AD 2 – “Putting the pieces back together”



AD 3 – “Meet Pierre Poilievre”



## French Ads



AD 7 – “I will abolish the Trudeau tax and bring lower prices”



AD 6 – “Putting the pieces back together”



AD 5 – “Meet Pierre Poilievre”

# Definitions

Shorthand	Survey Question
<b>Impression</b>	What was your overall impression of the ad?
<b>Credibility</b>	How credible was the information presented in the advertisement?
<b>Agreement with information</b>	I generally agreed with the information presented in this ad
<b>Someone like me</b>	This ad was made for someone like me
<b>Perceived Conservative Vote Impact</b>	Did the ad leave you feeling more or less likely to vote for the Conservative Party of Canada?
<b>Hopeful (net)</b>	Did the ad leave you feeling more or less hopeful?
<b>Angry (net)</b>	Did the ad leave you feeling more or less angry?

# Summary of Diagnostic Results

# Summary: 'We had a deal' is the top English language ad (+162%); 'Meet Pierre Poilievre' is the top French language ad (+119%)

	English Ads				French Ads		
NET SCORES							
	Ad 1 – (EN) "We had a deal"	Ad 2 – (EN) "Putting the pieces back together"	Ad 3 – (EN) "Meet Pierre Poilievre"	Ad 4 – (EN) "You earned it"	Ad 5 – (FR) "Meet Pierre Poilievre"	Ad 6 – (FR) "Putting the pieces back together"	Ad 7 – (FR) "I will abolish the Trudeau tax and bring lower prices"
	n=400	n=418	n=398	n=431	n=122	n=116	n=115
Impression	+49%	+46%	+48%	+42%	+36%	+30%	+12%
Credibility	+36%	+37%	+47%	+29%	+32%	+20%	-10%
Agreement with information	+44%	+46%	+37%	+39%	+25%	+36%	+6%
Someone like me	+34%	+30%	+19%	+31%	+27%	+14%	+2%
<b>Total net diagnostic score</b>	<b>+162%</b>	<b>+159%</b>	<b>+152%</b>	<b>+141%</b>	<b>+119%</b>	<b>+100%</b>	<b>+10%</b>
Perceived Conservative Vote Impact	+16%	+15%	+15%	+17%	+13%	-1%	+0%
Hopeful (net)	+25%	+32%	+28%	+28%	+15%	+12%	+8%
Angry (net)	-10%	-17%	-13%	-9%	-24%	-8%	+2%
% who have seen/heard ad	19%	13%	28%	19%	34%	13%	21%

# Comparison to 2015 Liberal Ads



# English Language Ads

# Comparison to Trudeau's 2015 ads (English): The Conservative ads are comparable to the Liberals' best ads of 2015 on most measures

## 2023 Conservative Ads (English)

## 2015 Liberal Ads (English)




NET SCORES								
	CPC Ad 1 "We had a deal" n=400	CPC Ad 2 "Putting the pieces back together" n=418	CPC Ad 3 "Meet Pierre Poilievre" n=398	CPC Ad 4 "You earned it" n=431	Liberal Ad 1 "Ready"	Liberal Ad 2 "Real Change Now!"	Liberal Ad 3 "Ready to lead"	Liberal Ad 4 "Harder to get ahead"
Impression	+49%	+46%	+48%	+42%	+53%	+47%	+44%	+38%
Credibility	+36%	+37%	+47%	+29%	+45%	+36%	+40%	+36%
Someone like me	+34%	+30%	+19%	+31%	+34%	+28%	+28%	+18%
Perceived Party Vote Impact	+16%	+15%	+15%	+17%	+29%	+22%	+20%	+10%
Hopeful (net)	+25%	+32%	+28%	+28%	N/A	+32%	+29%	N/A
Angry (net)	-10%	-17%	-13%	-9%	N/A	-1%	-4%	N/A
% who have seen/heard ad	19%	13%	28%	19%	20%	37%	68%	20%




# French Language Ads

# Comparison to Trudeau's 2015 ads (French): "Meet Pierre Poilievre" does much better than the Liberal ads on "meant for someone like me"

## 2023 Conservative Ads (French)

## 2015 Liberal Ads (French)

NET SCORES			
	CPC Ad 5 "Rencontrez Pierre Poilievre"	CPC Ad 6 "On peut recoller les morceaux"	CPC Ad 7 "Je vais abolir la taxe Trudeau pour vous ramener des prix plus bas"
	n=122	n=116	n=115
Impression	+36%	+30%	+12%
Credibility	+32%	+20%	-10%
Someone like me	<b>+27%</b>	+14%	+2%
Perceived Party Vote Impact	<b>+13%</b>	<b>-1%</b>	<b>+0%</b>
Hopeful (net)	+15%	+12%	+8%
Angry (net)	-24%	-8%	+2%
% who have seen/heard ad	34%	13%	21%

			
	Liberal Ad 5 "Changer ensemble - Allocation familiale"	Liberal Ad 6 "Changer ensemble maintenant!"	Liberal Ad 7 "Changer ensemble - Investir dans la croissance économique"
Impression	+47%	+37%	+35%
Credibility	+35%	+33%	+27%
Someone like me	<b>+10%</b>	+19%	<b>+14%</b>
Perceived Party Vote Impact	<b>+18%</b>	<b>+14%</b>	<b>+13%</b>
Hopeful (net)	+30%	+26%	+18%
Angry (net)	0%	-3%	-2%
% who have seen/heard ad	+53%	+40%	+49%

# Perceived Conservative Vote Impact

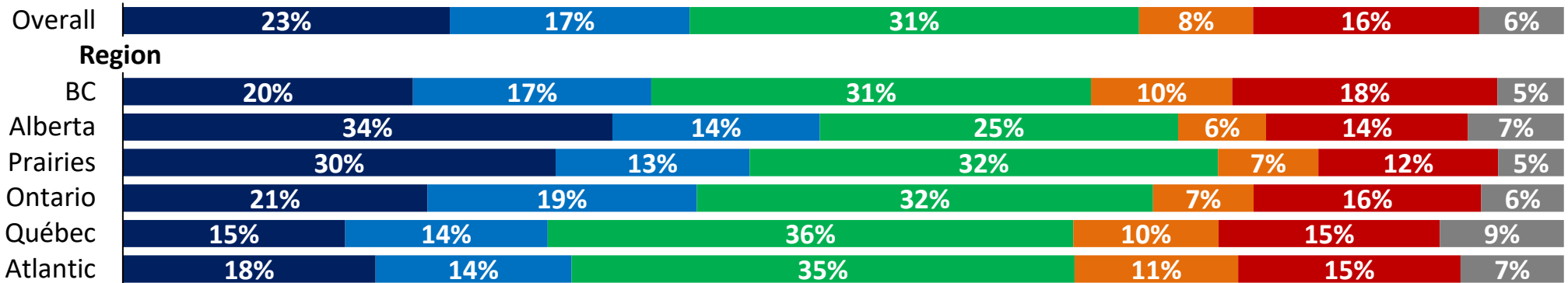
# English Language Ads

# Average Impact of Ads by Segments (English): Net impact scores are positive in all regions of the country

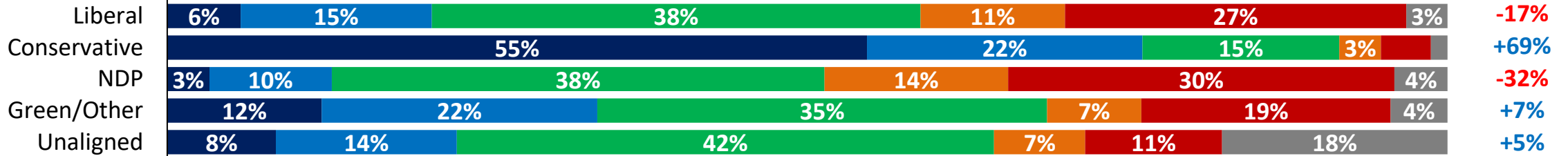


Did the ad leave you feeling more or less likely to vote for the Conservative Party of Canada? BY REGION, PARTY ID, AND TIME FOR CHANGE  
 [asked of all respondents who could clearly see/hear the ad; n=1601]

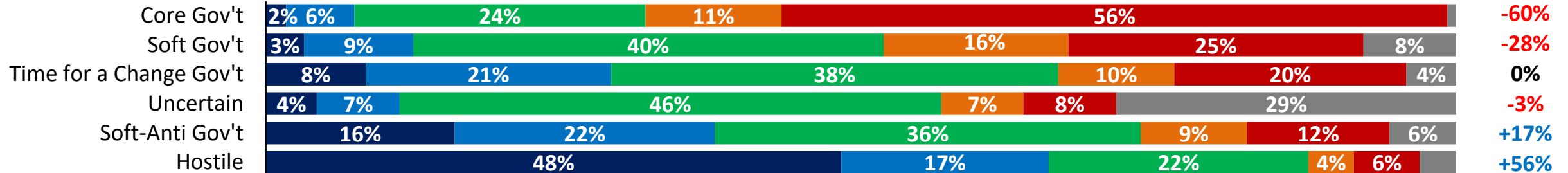
**Net More Likely**



## Party ID



## Time for Change



■ Much more likely to vote Conservative   
 ■ Somewhat more likely to vote Conservative   
 ■ Completely neutral   
 ■ Somewhat less likely to vote Conservative   
 ■ Much less likely to vote Conservative   
 ■ Don't know

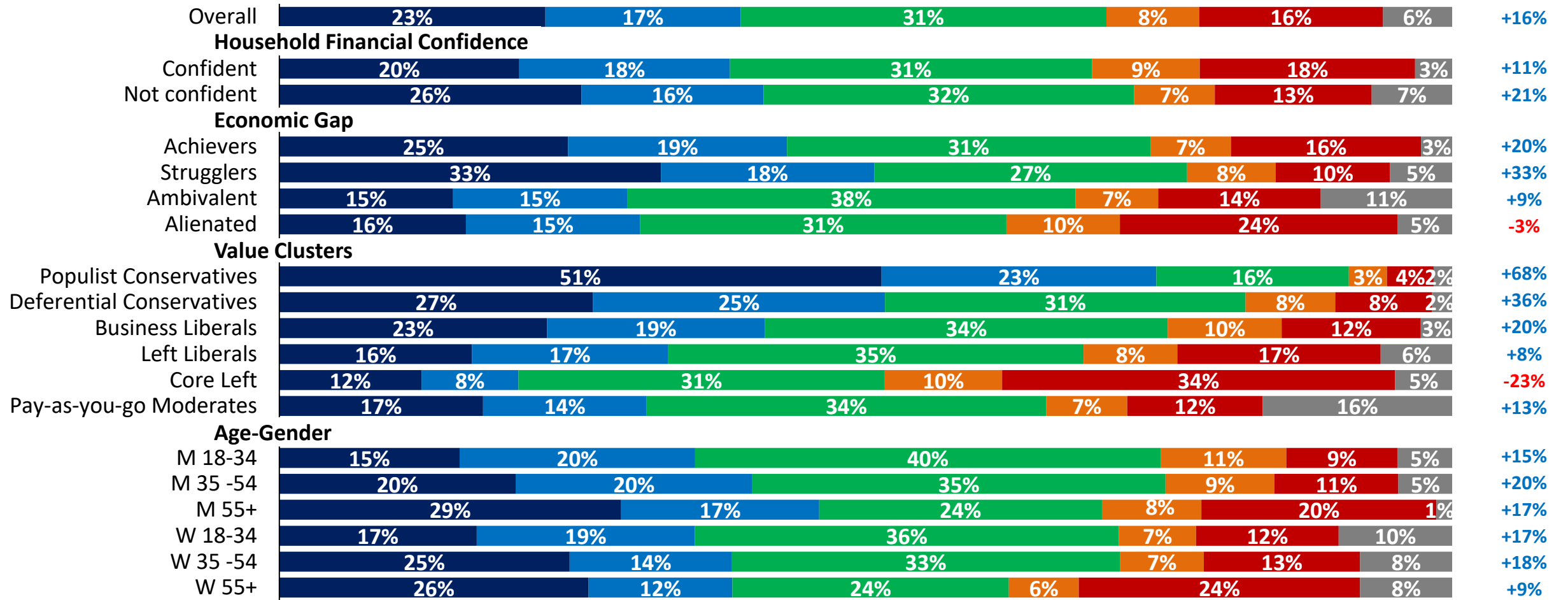
# Average Impact of Ads by Segments (English): Economic “Strugglers” are more likely to say the ads have impacted them



Did the ad leave you feeling more or less likely to vote for the Conservative Party of Canada? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=1601]

Net More Likely



■ Much more likely to vote Conservative   
 ■ Somewhat more likely to vote Conservative   
 ■ Completely neutral   
 ■ Somewhat less likely to vote Conservative   
 ■ Much less likely to vote Conservative   
 ■ Don't know



# French Language Ads

# Average Impact of Ads by Segments (French): Those in Québec City + Chaudière-Appalache are more likely to say the ads have impacted them



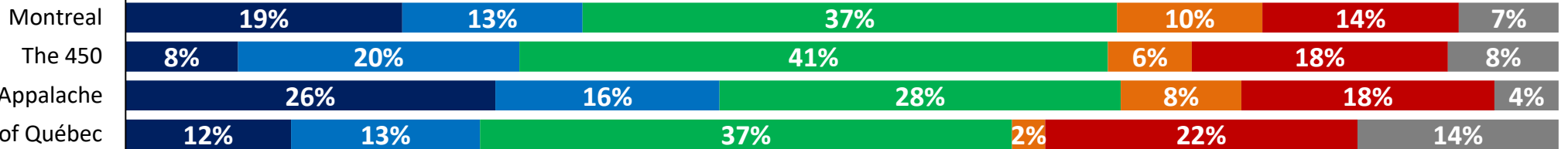
Did the ad leave you feeling more or less likely to vote for the Conservative Party of Canada? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=342]

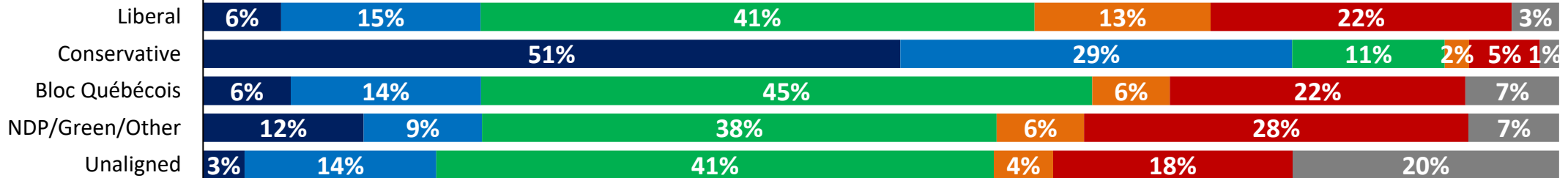
**Net More Likely**



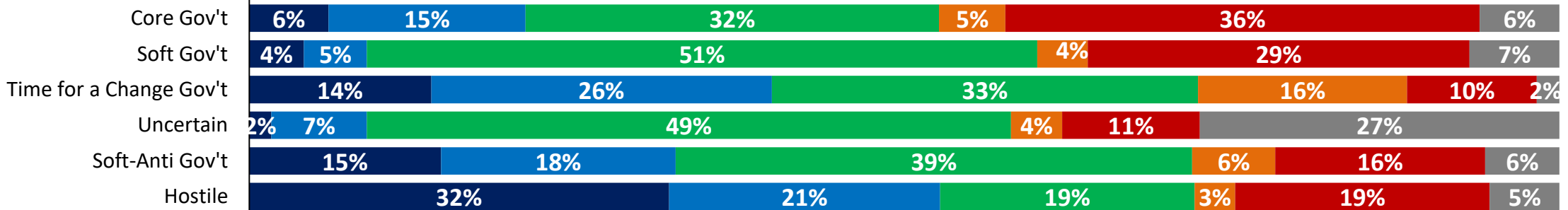
### Region (Québec)



### Party ID



### Time for Change



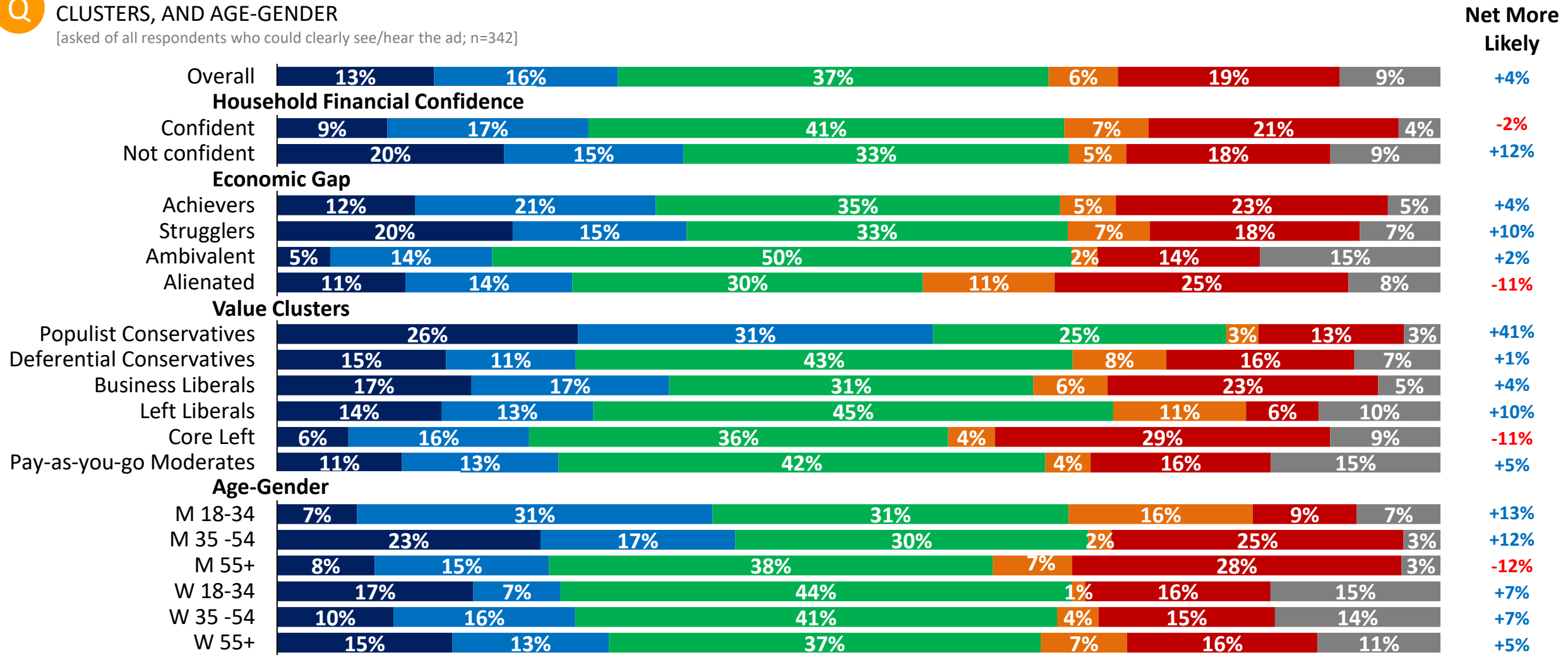
■ Much more likely to vote Conservative   
 ■ Somewhat more likely to vote Conservative   
 ■ Completely neutral   
 ■ Somewhat less likely to vote Conservative   
 ■ Much less likely to vote Conservative   
 ■ Don't know

# Average Impact of Ads by Segments (French): Men over 55 are the only age-gender category to see a negative net impact<sup>19</sup>



Did the ad leave you feeling more or less likely to vote for the Conservative Party of Canada? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=342]



■ Much more likely to vote Conservative   
 ■ Somewhat more likely to vote Conservative   
 ■ Completely neutral  
■ Somewhat less likely to vote Conservative   
 ■ Much less likely to vote Conservative   
 ■ Don't know

# Overall Impression

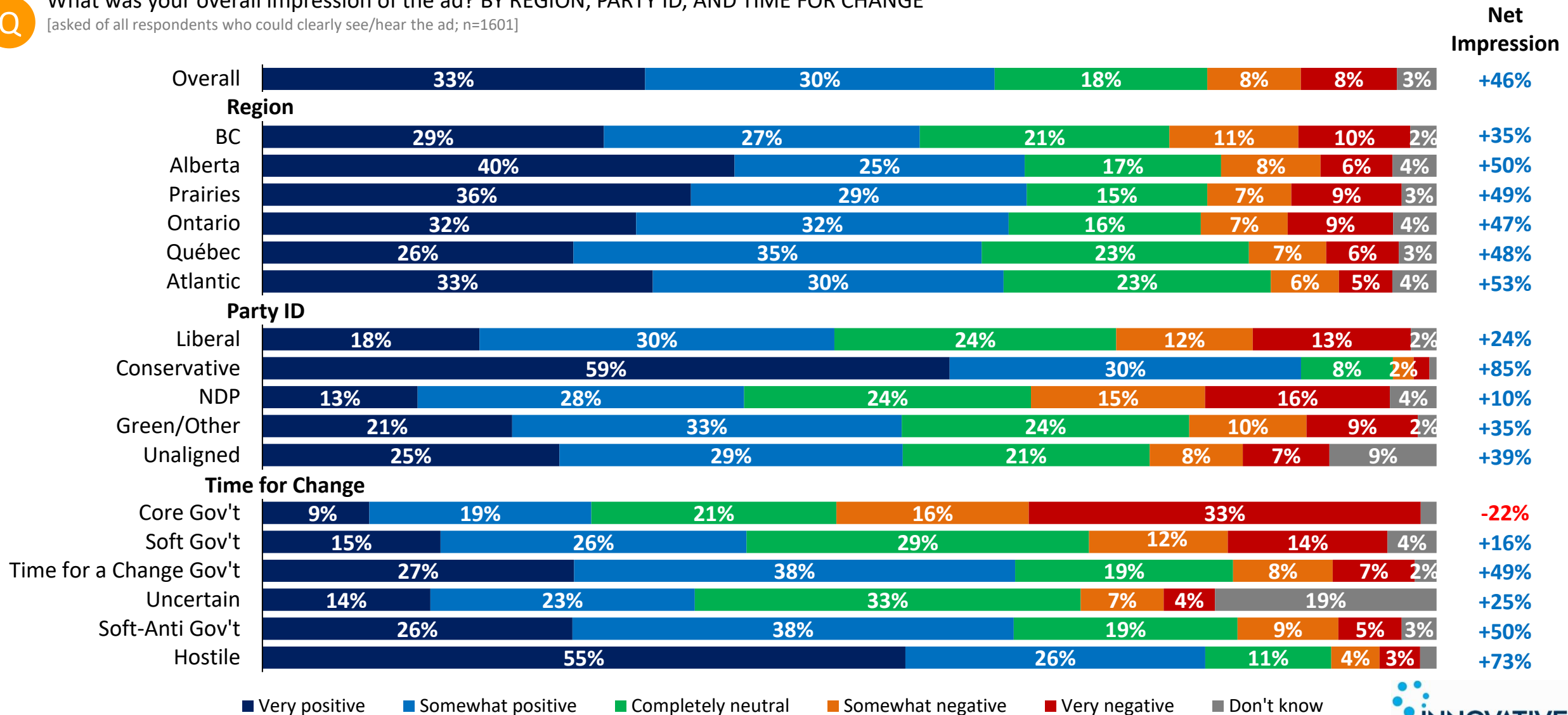
# English Language Ads

# Overall Impression by Segments (English): The English ads have a net positive impression among all partisan groups



What was your overall impression of the ad? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=1601]



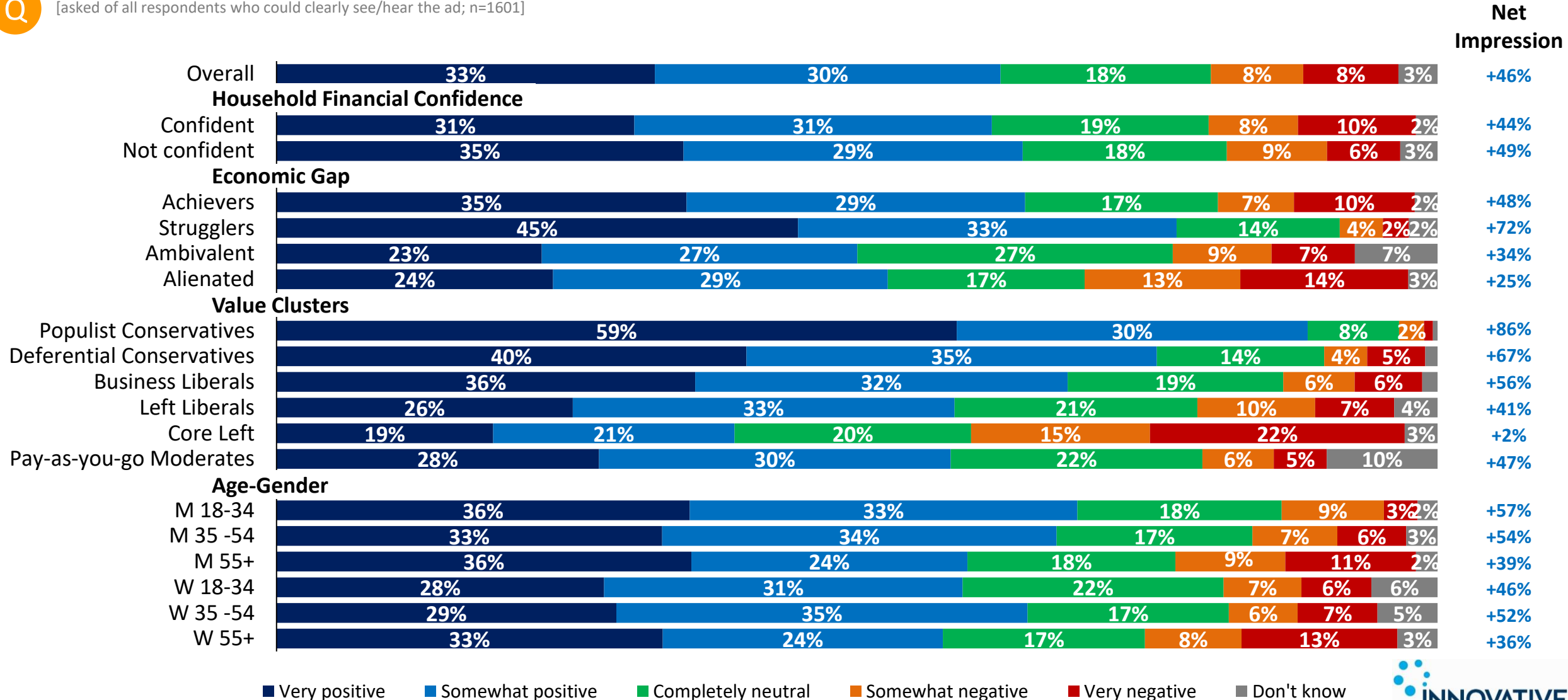
Very positive Somewhat positive Completely neutral Somewhat negative Very negative Don't know

# Overall Impression by Segments (English): The ads have a net positive impression even among the Core Left



What was your overall impression of the ad? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=1601]



# French Language Ads



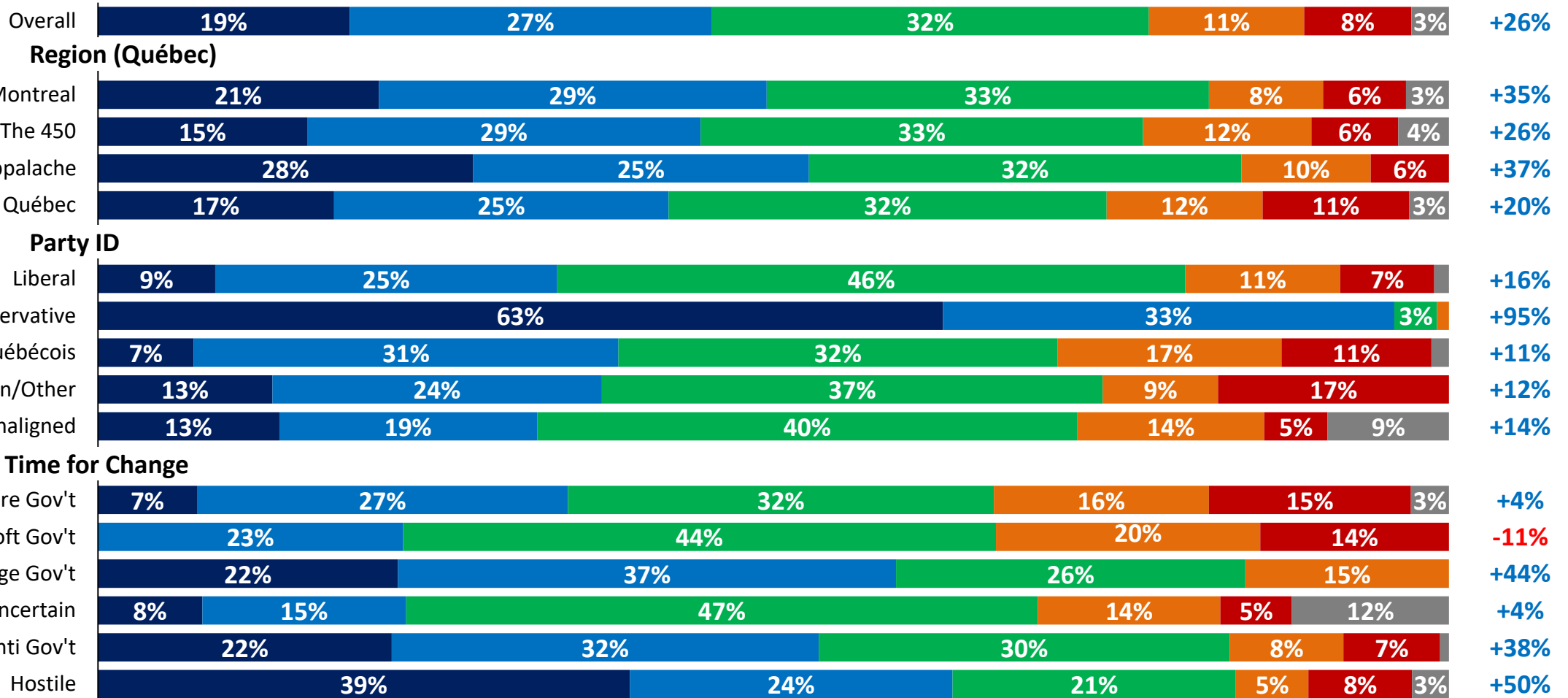
# Overall Impression by Segments (French): The French ads also have a net positive impression among all partisan groups



What was your overall impression of the ad? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=342]

**Net Impression**



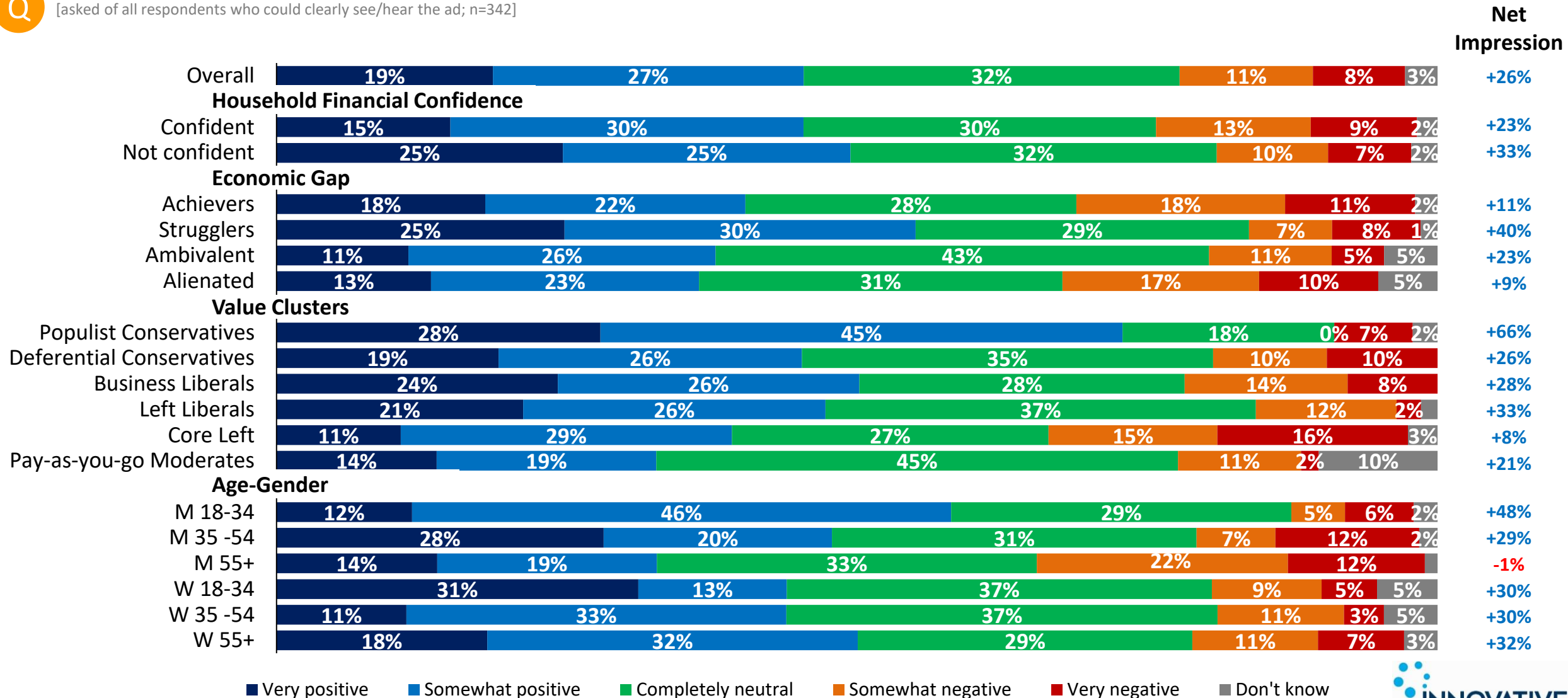
■ Very positive  
 ■ Somewhat positive  
 ■ Completely neutral  
 ■ Somewhat negative  
 ■ Very negative  
 ■ Don't know

# Overall Impression by Segments (French): The French ads also have a net positive impression among all value clusters



What was your overall impression of the ad? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=342]



Very positive   Somewhat positive   Completely neutral   Somewhat negative   Very negative   Don't know

**Credibility**

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface. The word "Credibility" is written in a bold, white, sans-serif font on the left side of the slide.

# English Language Ads

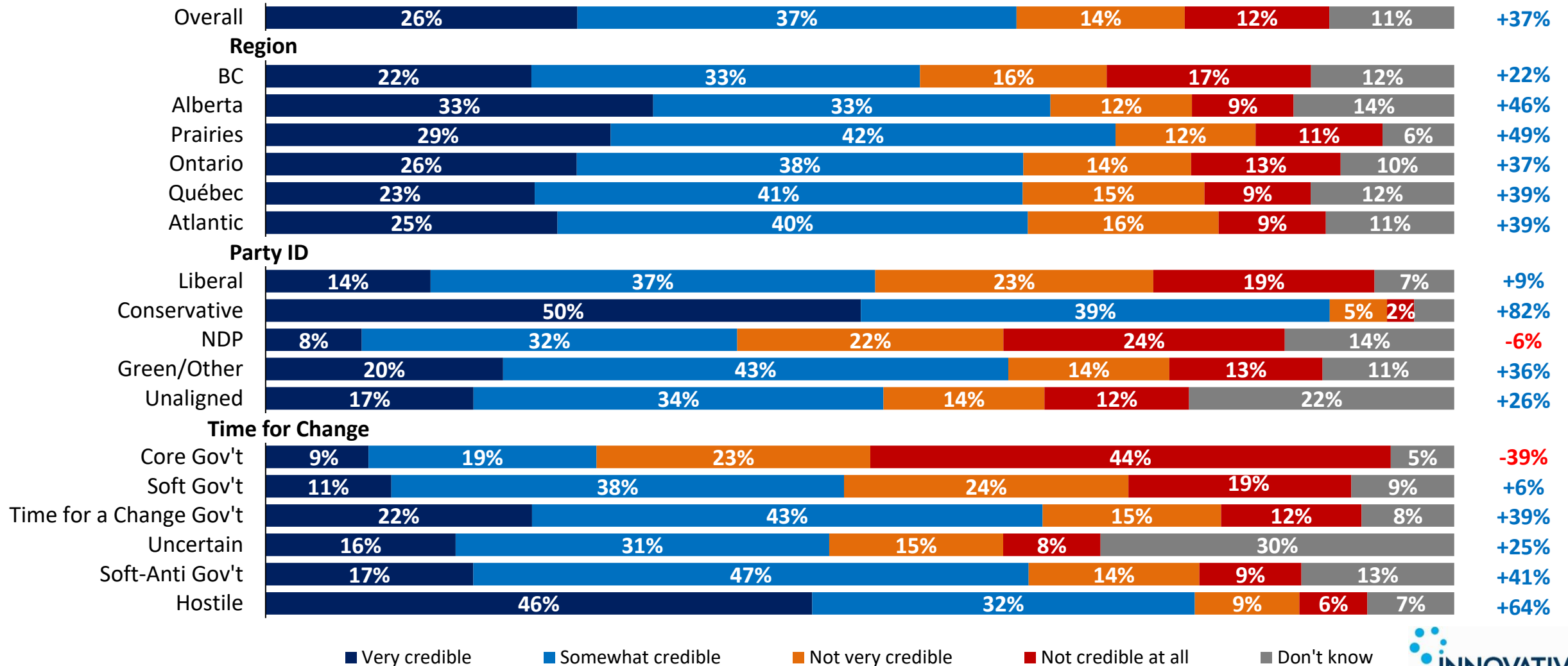
# Ad Credibility by Segments (English): For all partisan groups except the NDP, more say they thought the ad was credible than not credible



How credible was the information presented in the advertisement? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=1601]

**Net Credibility**

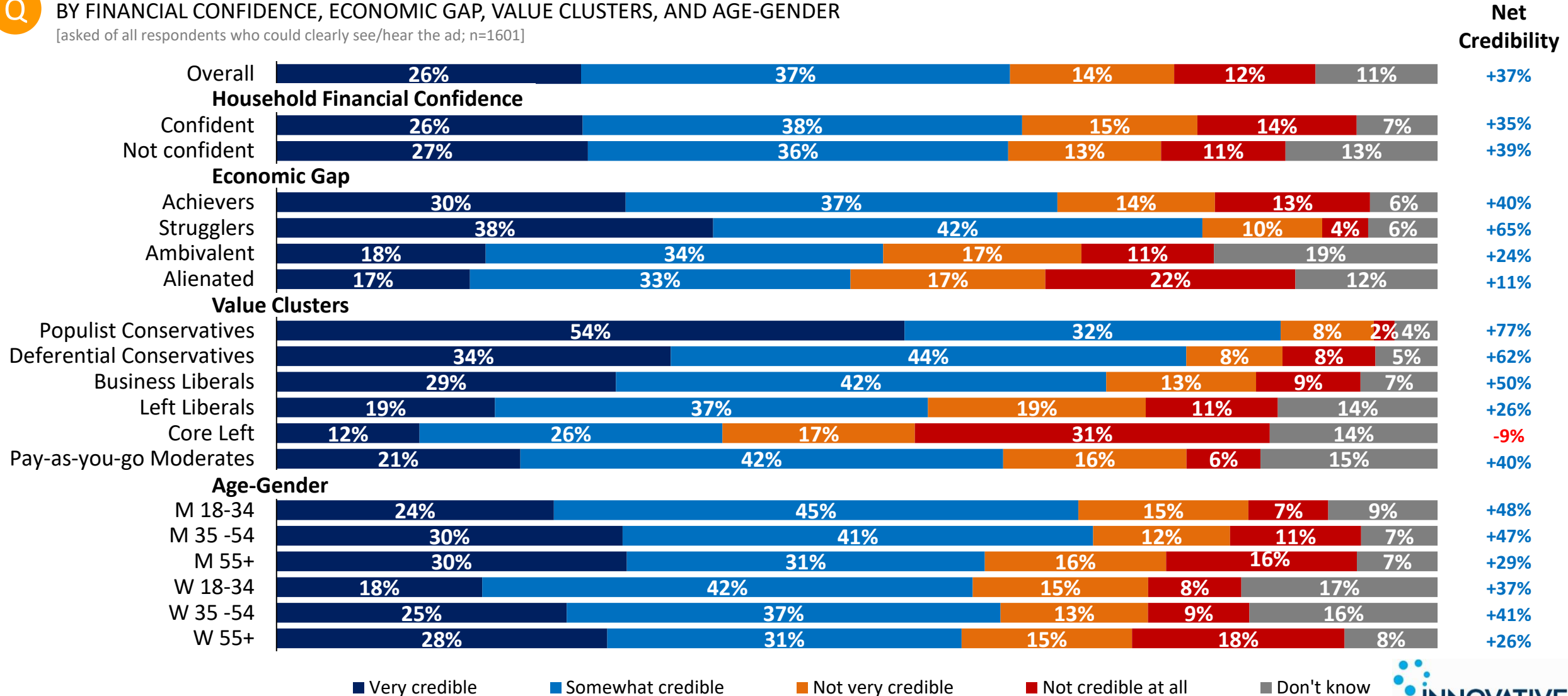


■ Very credible   
 ■ Somewhat credible   
 ■ Not very credible   
 ■ Not credible at all   
 ■ Don't know

# Ad Credibility by Segments (English): The ads are credible among all economic gap clusters, especially the *strugglers*



How credible was the information presented in the advertisement?  
 BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER  
 [asked of all respondents who could clearly see/hear the ad; n=1601]



# French Language Ads

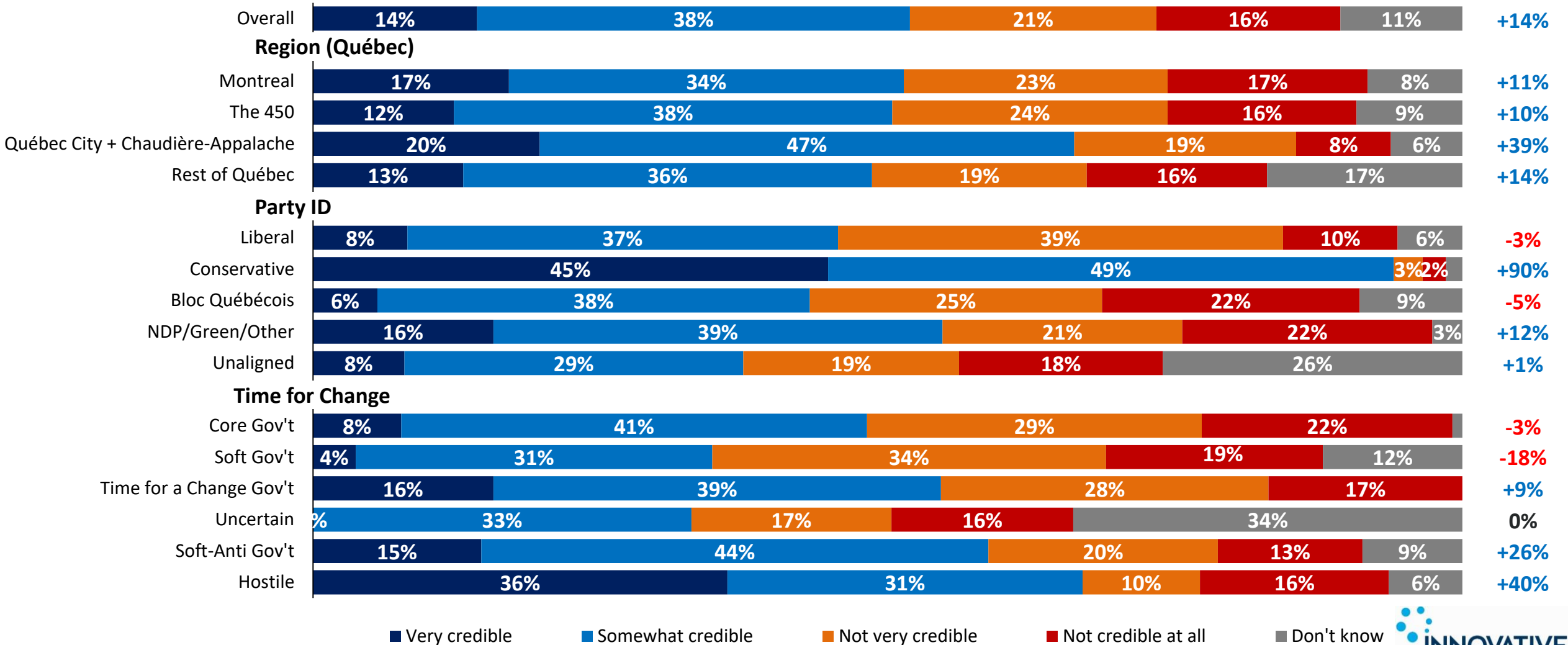
# Ad Credibility by Segments (French): The ads are more credible than not in all Québec regions, especially Québec City + Chaudière-Appalache



How credible was the information presented in the advertisement? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=342]

**Net Credibility**



■ Very credible   
 ■ Somewhat credible   
 ■ Not very credible   
 ■ Not credible at all   
 ■ Don't know

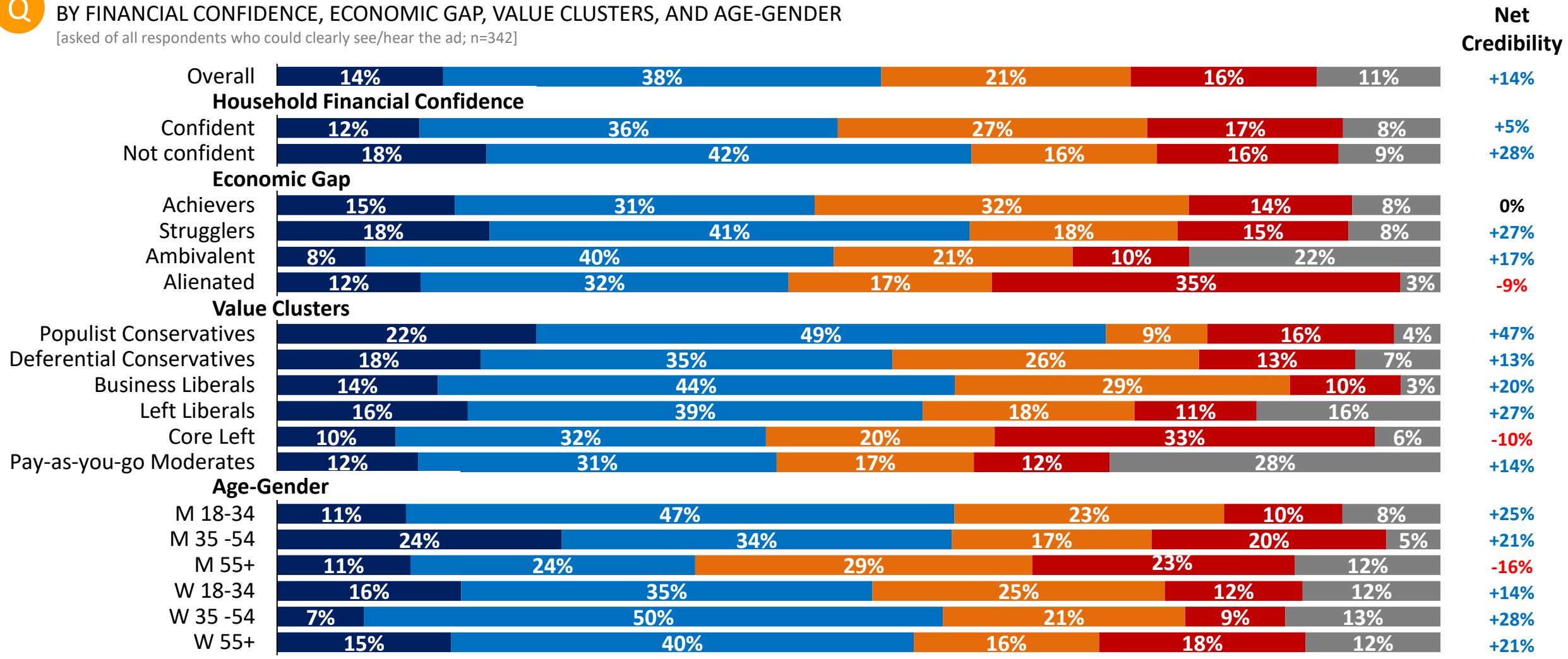




# Ad Credibility by Segments (French): The ads are rated as more credible among those who aren't confident in their household finances



How credible was the information presented in the advertisement?  
BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER  
[asked of all respondents who could clearly see/hear the ad; n=342]



■ Very credible   
 ■ Somewhat credible   
 ■ Not very credible   
 ■ Not credible at all   
 ■ Don't know



# Agreement with Information

# English Language Ads

# Agreement with Information by Segments (English): Even among Liberals, more agree with the information in the ads than disagree

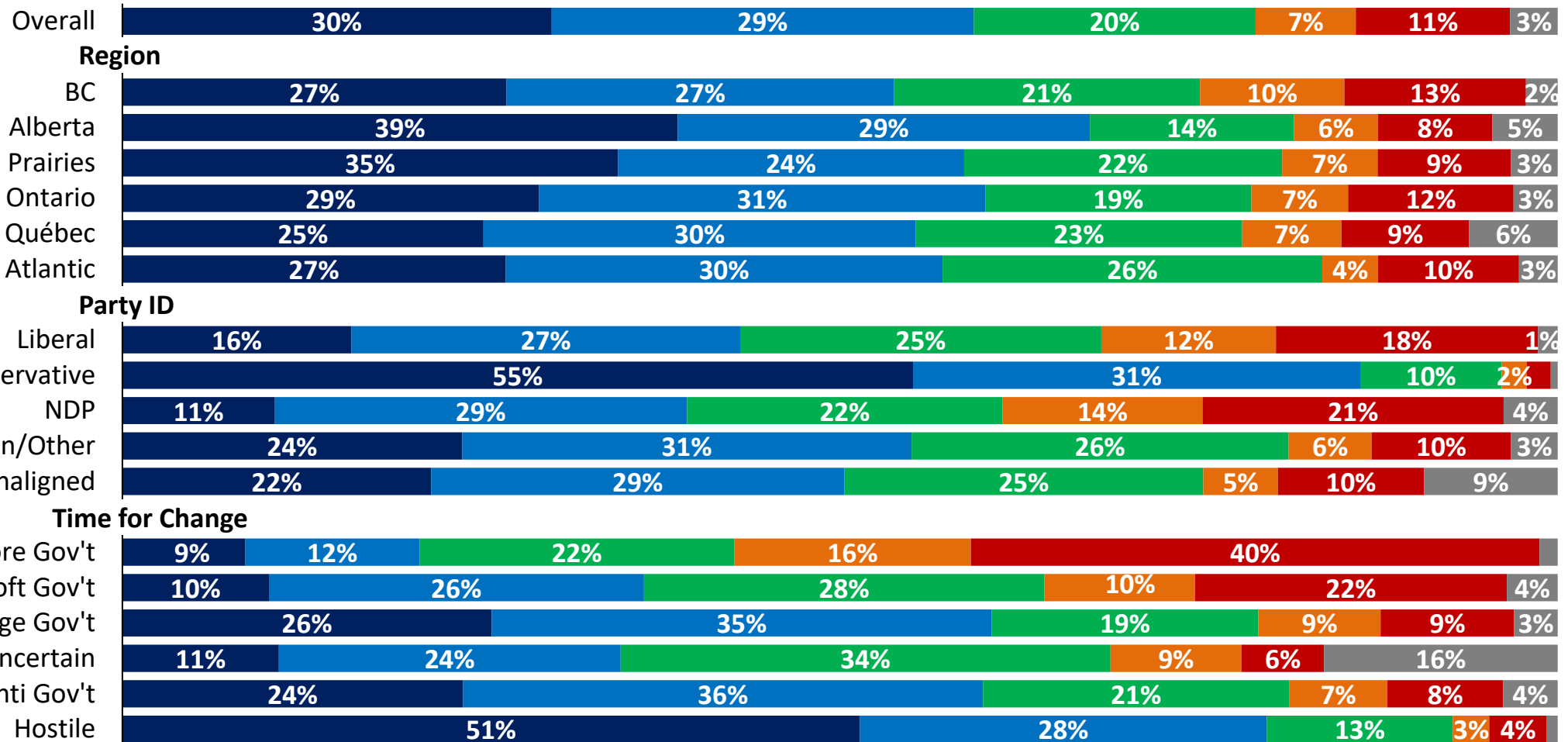


Would you agree or disagree with the following statements: - *I generally agreed with the information presented in this ad*

BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=1601]

Net Agreement



Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know

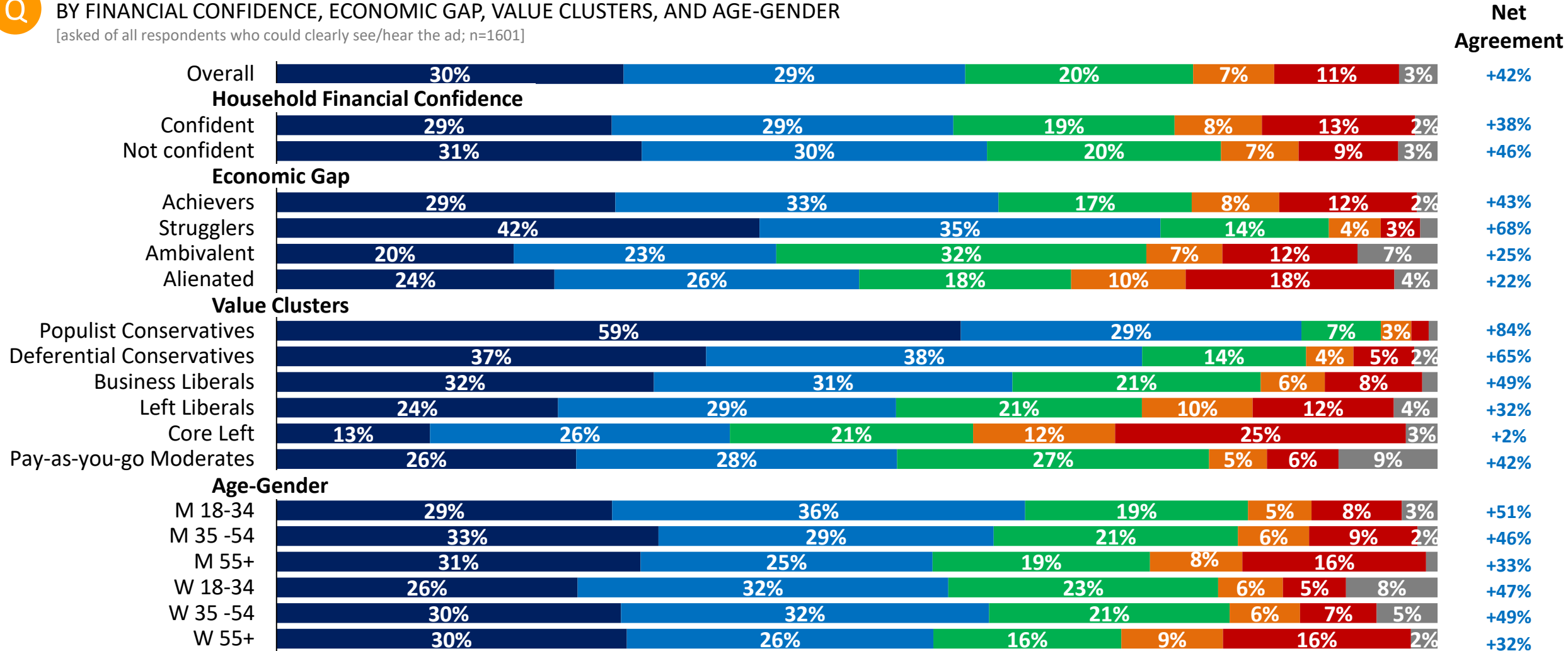
# Agreement with Information by Segments (English): Even among the Core Left, more people agree with the information than disagree



Would you agree or disagree with the following statements: - *I generally agreed with the information presented in this ad*

BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=1601]



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

# French Language Ads

# Agreement with Information by Segments (French): In all regions and partisan groups, more people agree with the info than disagree

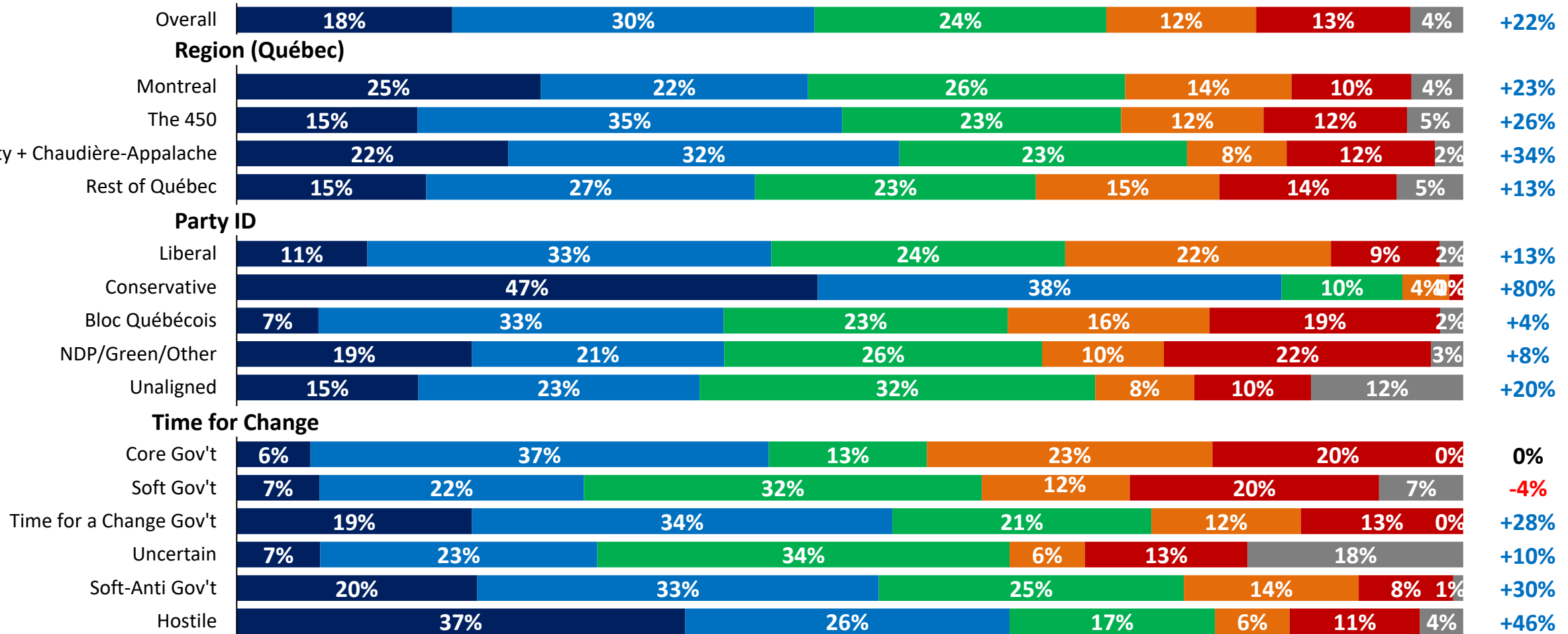


Would you agree or disagree with the following statements: - *I generally agreed with the information presented in this ad*

BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=342]

Net Agreement



Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know

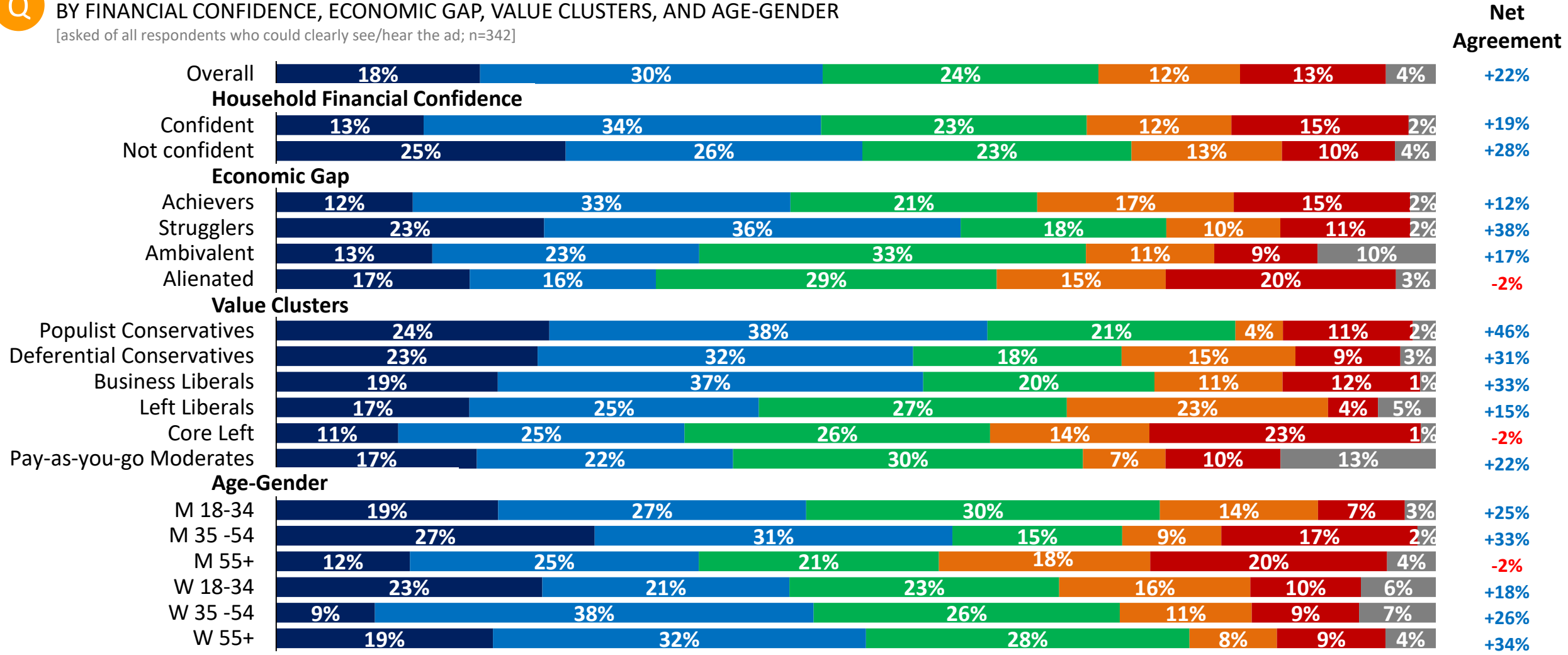
# Agreement with Information by Segments (French): Men 35-54 and women 55+ are more likely than average to agree with the information



Would you agree or disagree with the following statements: - *I generally agreed with the information presented in this ad*

BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=342]



■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree nor disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know





**Someone like Me**

# English Language Ads

# Someone Like Me by Segments (English): Those in the Prairies/Alberta are more likely to say the ad was made for someone like them

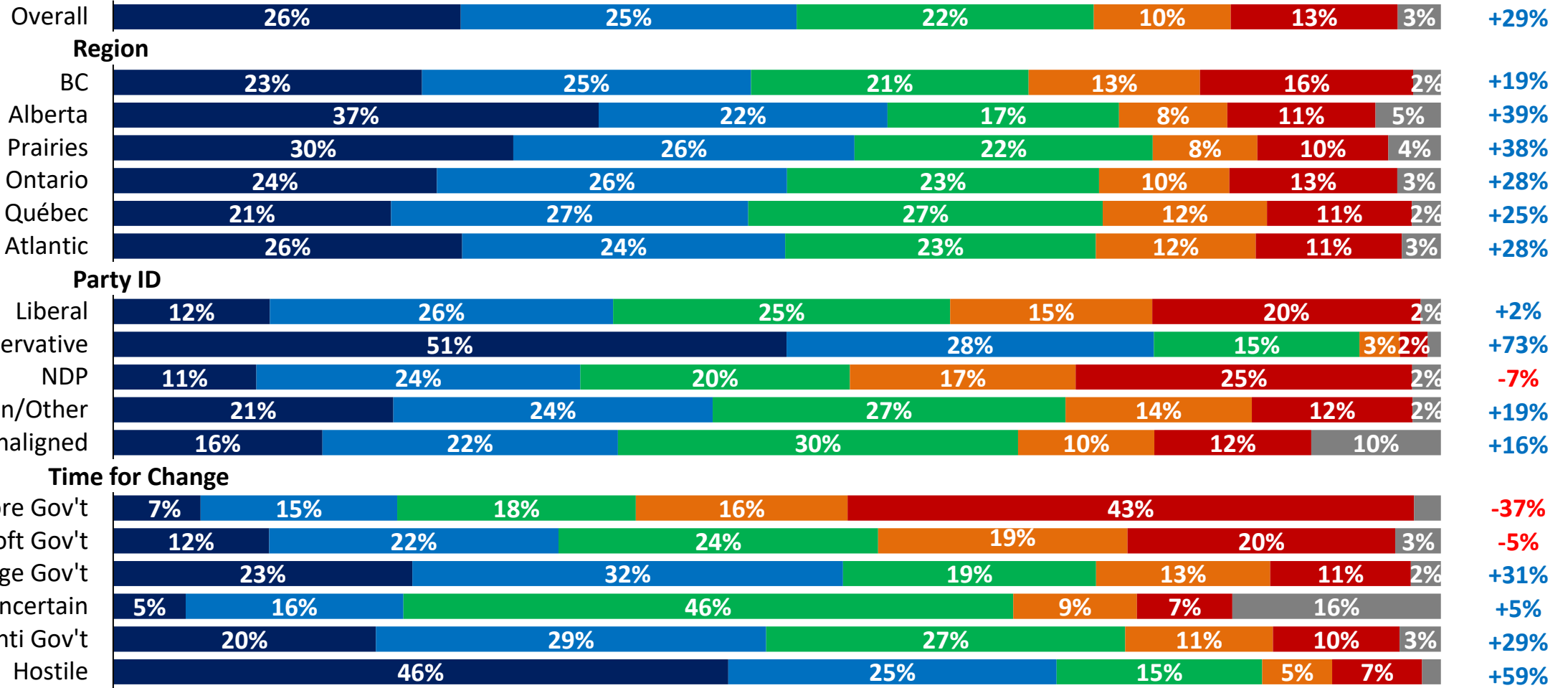


Would you agree or disagree with the following statements: - *This ad was made for someone like me*

BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=1601]

**Net Agreement**



■ Strongly agree  
 ■ Somewhat agree  
 ■ Neither agree nor disagree  
 ■ Somewhat disagree  
 ■ Strongly disagree  
 ■ Don't know

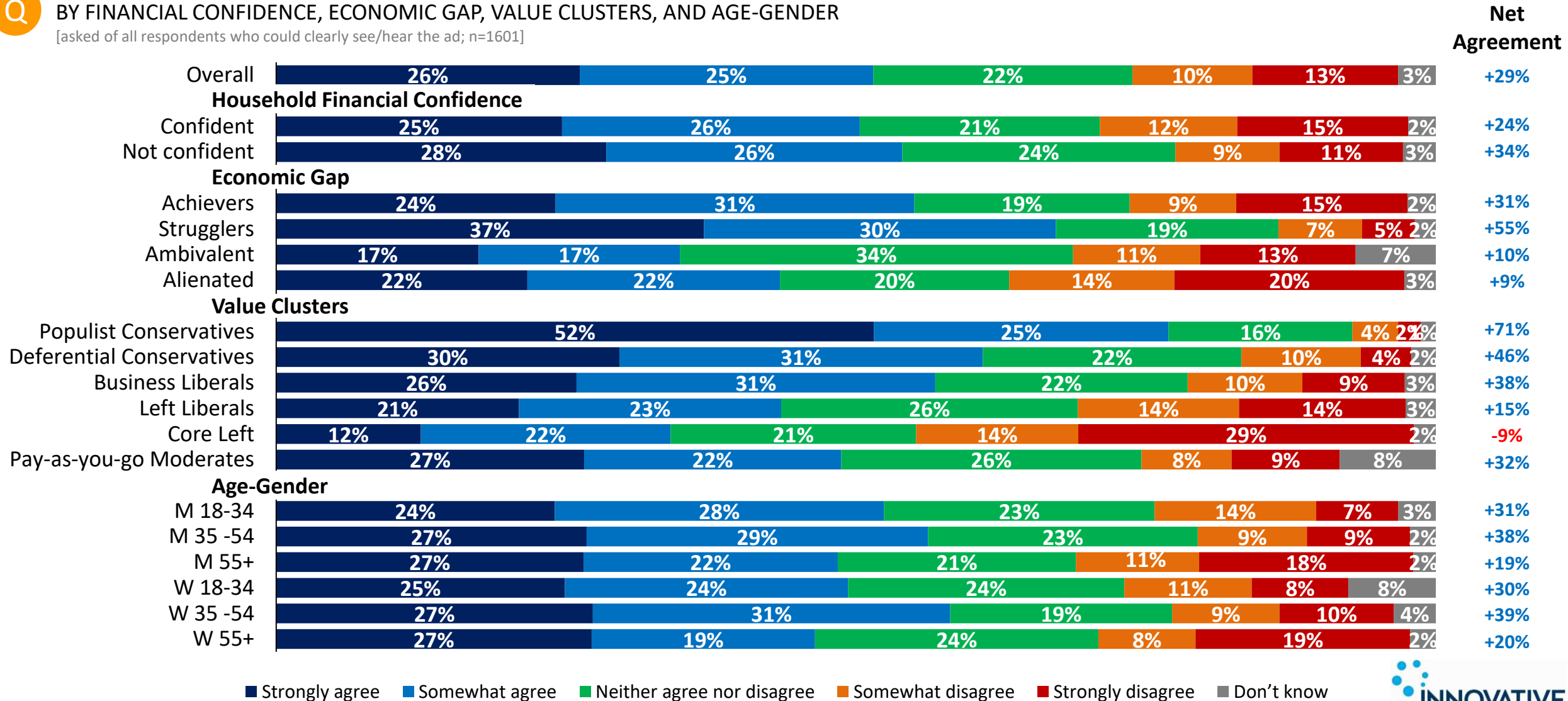
# Someone Like Me by Segments (English): Across all ages, genders, and economic situations, net agreement is positive



Would you agree or disagree with the following statements: - *This ad was made for someone like me*

BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=1601]



■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree nor disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

# French Language Ads

# Someone Like Me by Segments (French): Liberals, Conservatives, and BQ are net positive on the ad being made for someone like them

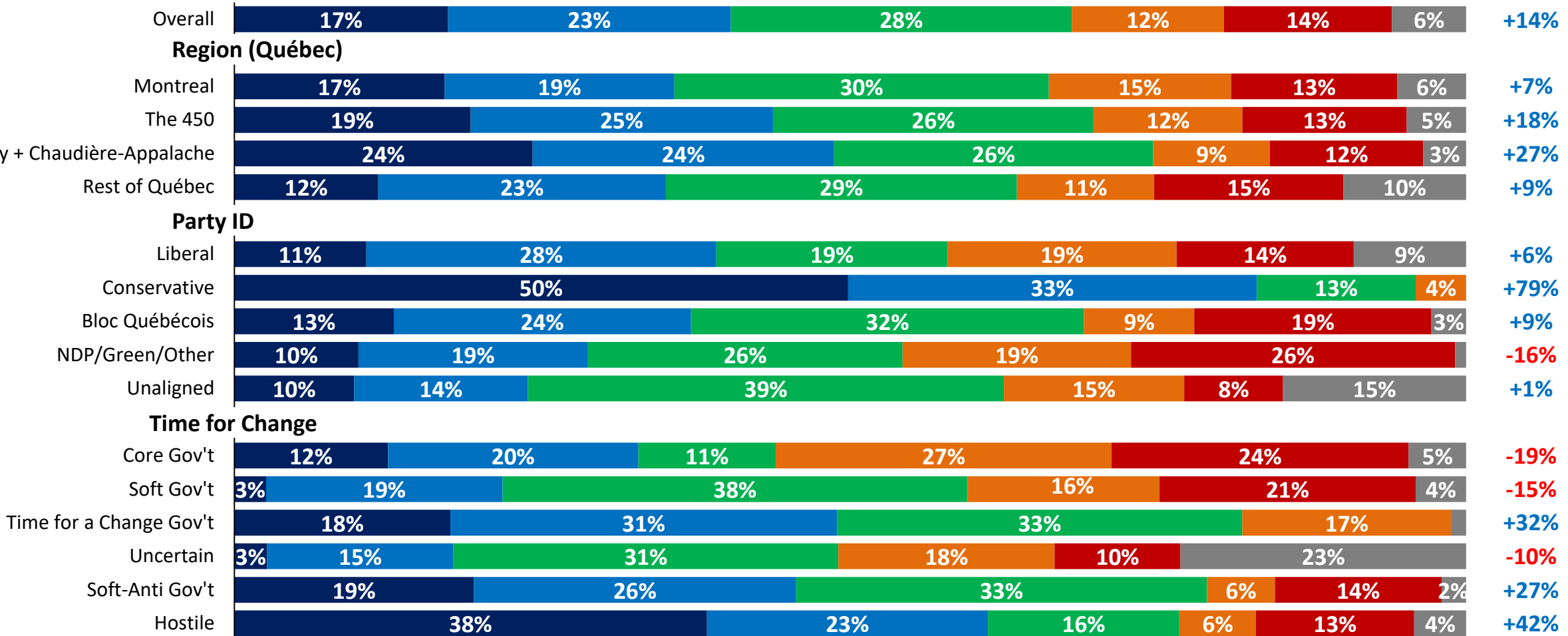


Would you agree or disagree with the following statements: - *This ad was made for someone like me*

BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=342]

**Net Agreement**



■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree nor disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

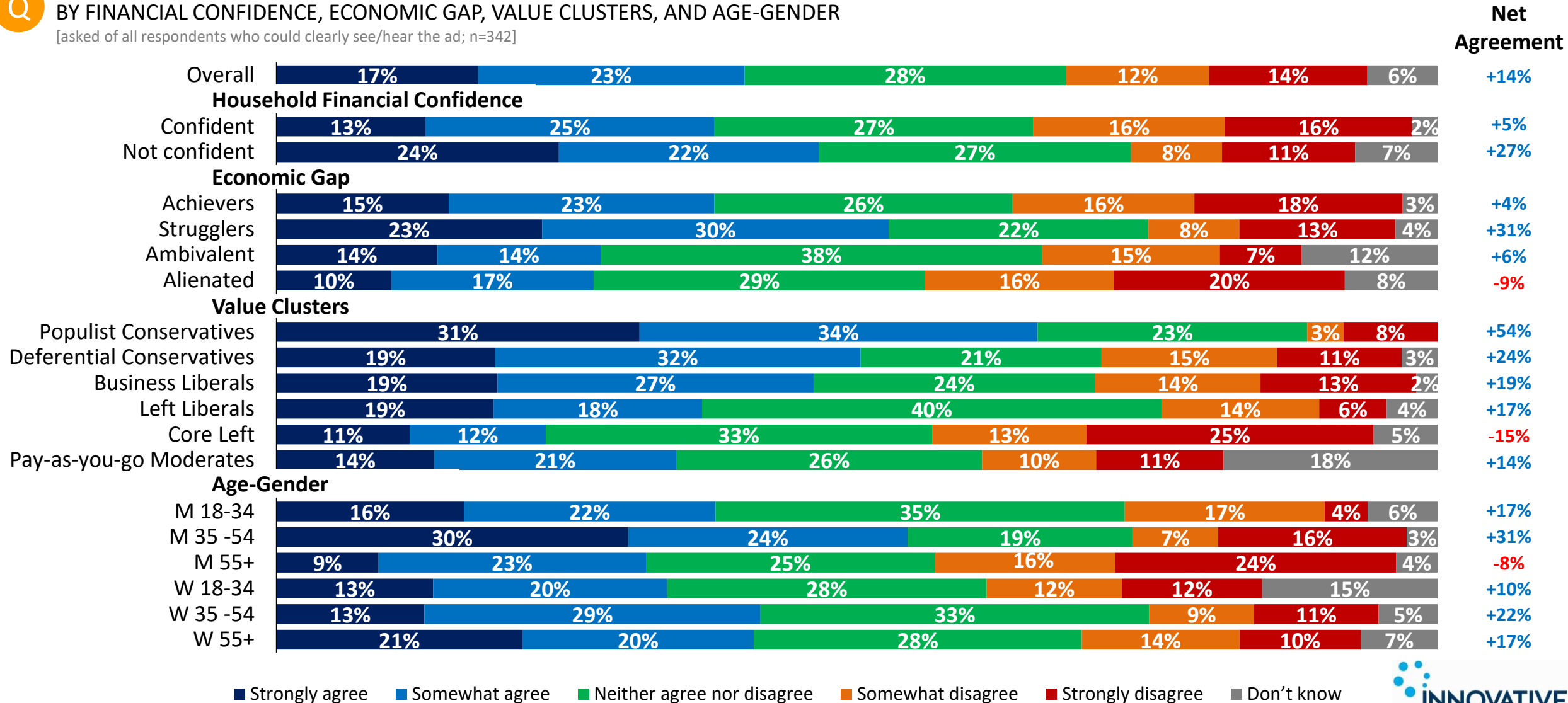
# Someone Like Me by Segments (French): Those struggling economically<sup>47</sup> are more likely to say the ads were made for someone like them



Would you agree or disagree with the following statements: - *This ad was made for someone like me*

BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=342]



■ Strongly agree  
 ■ Somewhat agree  
 ■ Neither agree nor disagree  
 ■ Somewhat disagree  
 ■ Strongly disagree  
 ■ Don't know

**Hope**

The background of the image is a solid dark blue color. It features several light blue circles of varying sizes scattered across the space. The circles are thin-lined and do not have a fill. The word "Hope" is written in a bold, white, sans-serif font on the left side of the image.



# English Language Ads

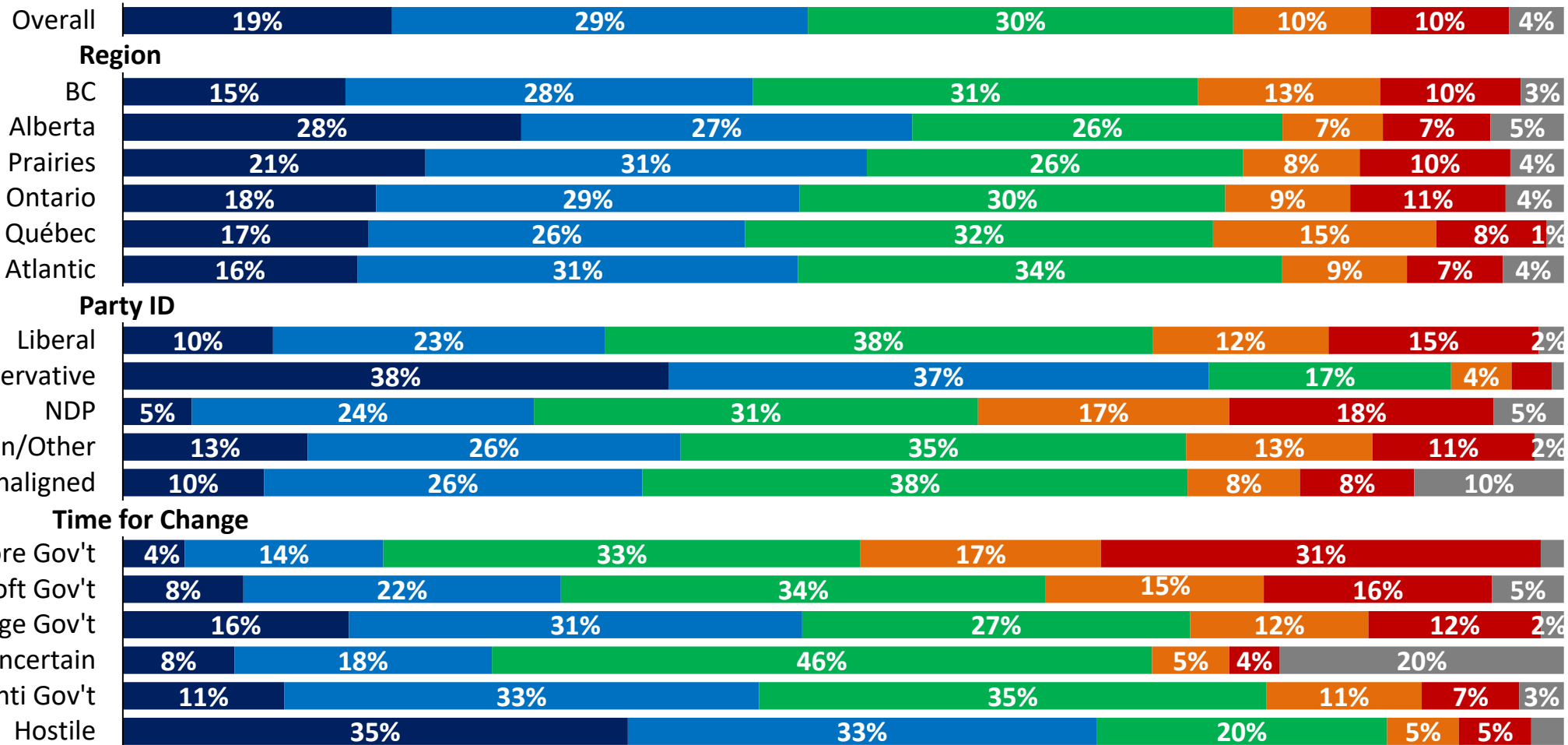
# More/Less Hopeful by Segments (English): NDP partisans are more likely to feel less hopeful after the ads



Did the ad leave you feeling more or less hopeful? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=1601]

**Net More Hopeful**



■ Much more hopeful ■ Somewhat more hopeful ■ Completely neutral ■ Somewhat less hopeful ■ Much less hopeful ■ Don't know

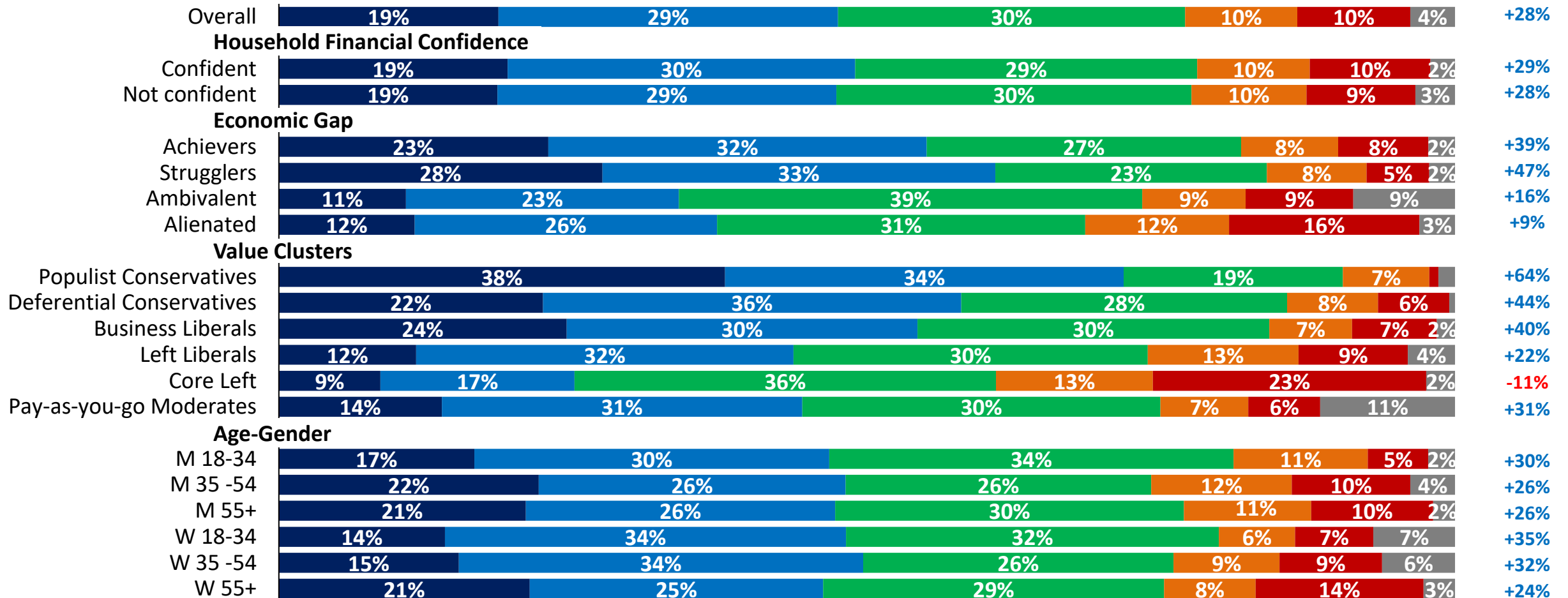
# More/Less Hopeful by Segments (English): Core Left are the only group that are more likely to feel less hopeful after the ads <sup>51</sup>



Did the ad leave you feeling more or less hopeful? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=1601]

Net More Hopeful



■ Much more hopeful ■ Somewhat more hopeful ■ Completely neutral ■ Somewhat less hopeful ■ Much less hopeful ■ Don't know

# French Language Ads

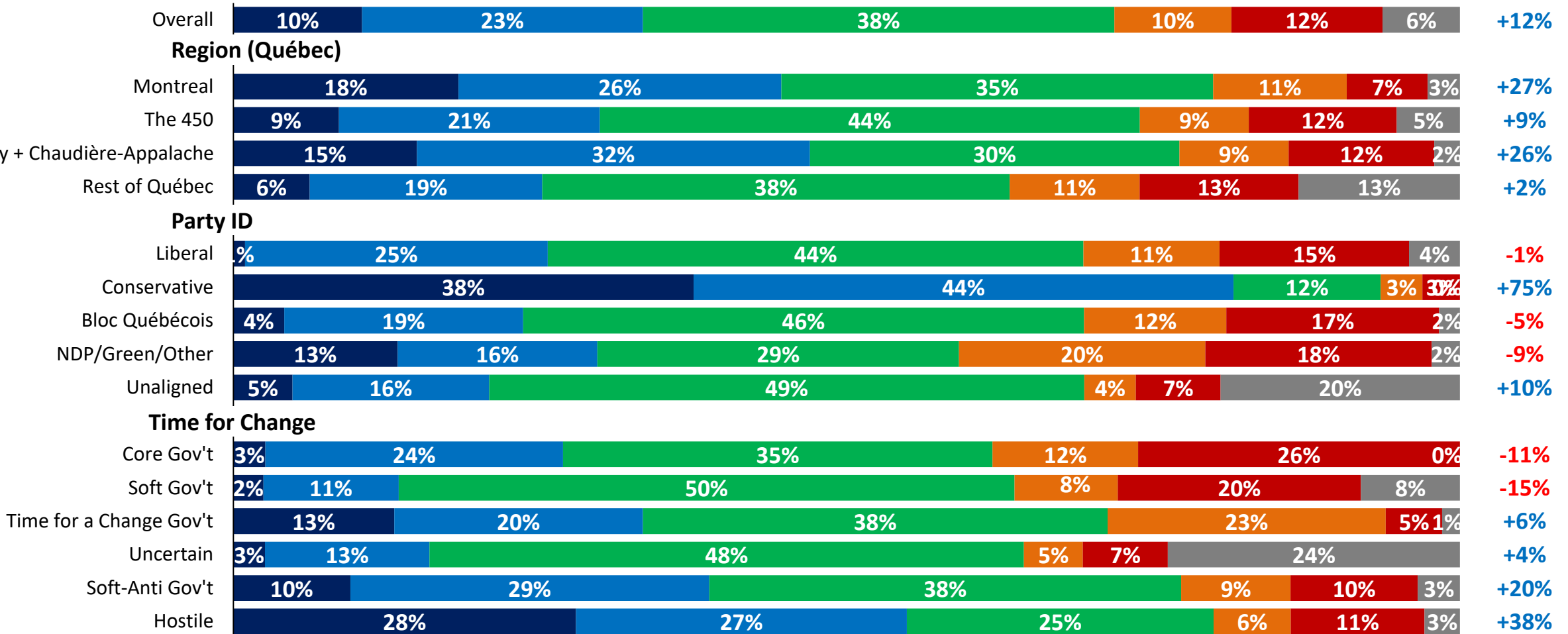
# More/Less Hopeful by Segments (French): Those hostile to the Liberal government are more likely to feel more hopeful after seeing the ads



Did the ad leave you feeling more or less hopeful? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=342]

Net More Hopeful



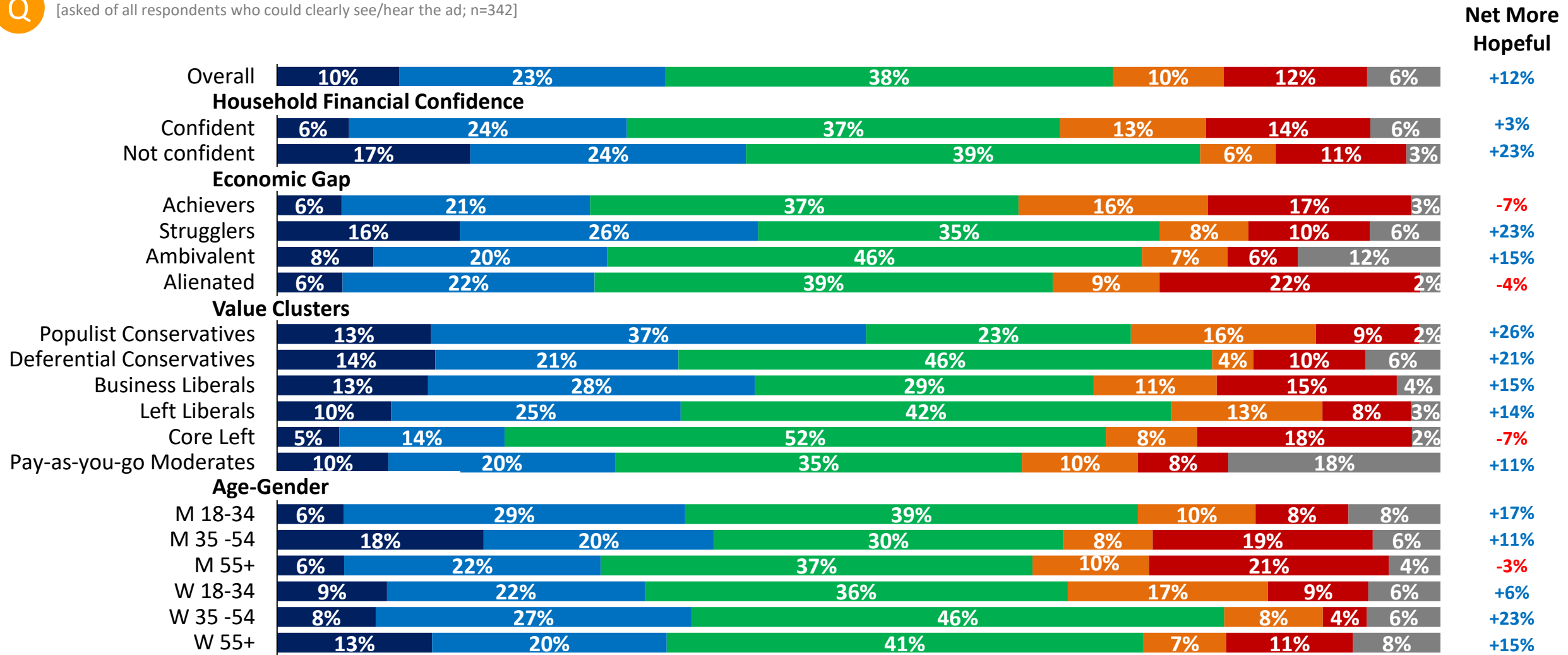
■ Much more hopeful ■ Somewhat more hopeful ■ Completely neutral ■ Somewhat less hopeful ■ Much less hopeful ■ Don't know

# More/Less Hopeful by Segments (French): Achievers are more likely to feel less hopeful after the ads



Did the ad leave you feeling more or less hopeful? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=342]



■ Much more hopeful ■ Somewhat more hopeful ■ Completely neutral ■ Somewhat less hopeful ■ Much less hopeful ■ Don't know

**Anger**

The background is a solid dark blue color. It features several light blue circles of varying sizes scattered across the page. The circles are semi-transparent and have a thin outline. One large circle is positioned in the upper center, another large one is in the upper right, a medium-sized one is in the middle left, a large one is in the lower right, and a small one is in the lower right corner.

# English Language Ads



# More/Less Angry by Segments (English): Core Liberal government supporters are more likely to feel angry after the ads



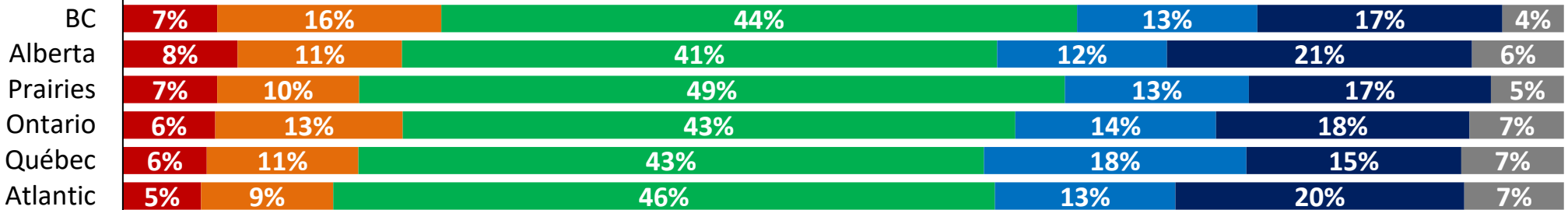
Did the ad leave you feeling more or less angry? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=1601]

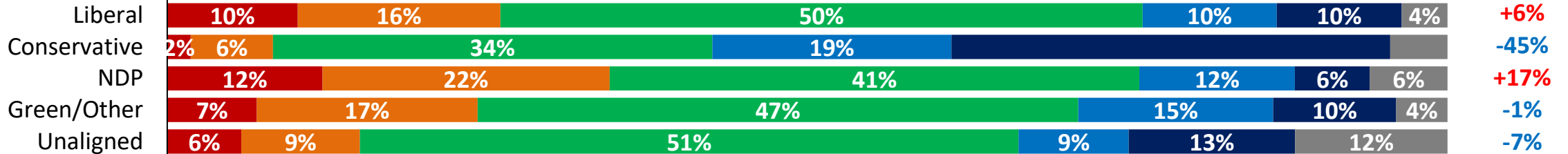
**Net More Angry**



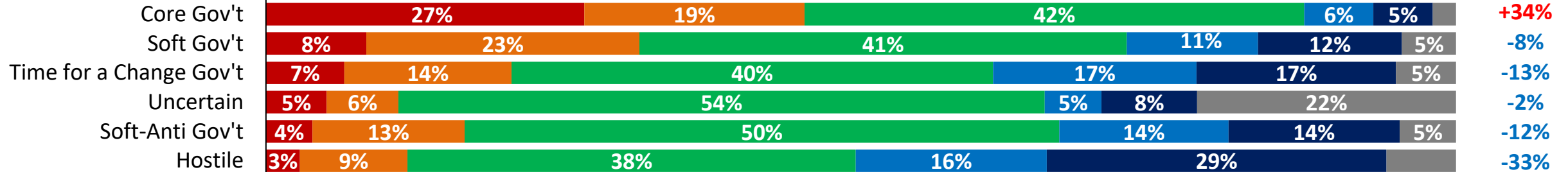
**Region**



**Party ID**



**Time for Change**



■ Much more angry 
 ■ Somewhat more angry 
 ■ Completely neutral 
 ■ Somewhat less angry 
 ■ Much less angry 
 ■ Don't know

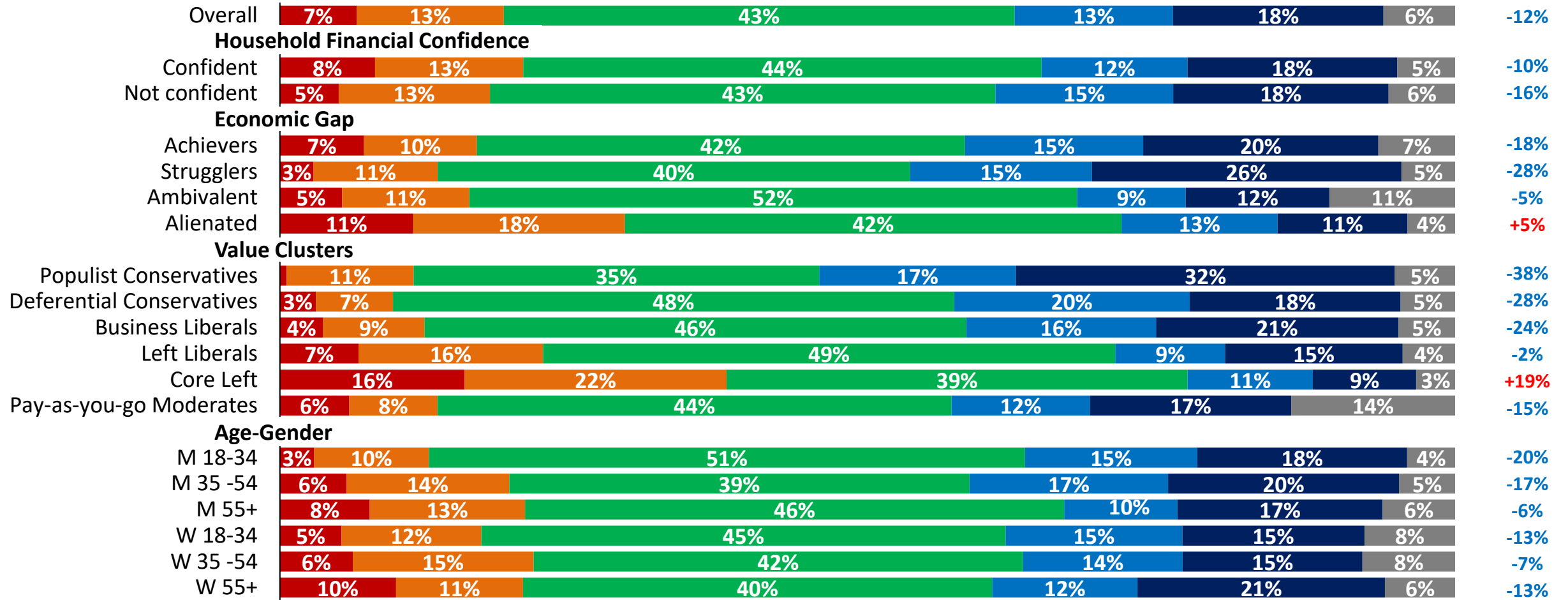
# More/Less Angry by Segments (English): Core Left and economically alienated are more likely to have felt more angry after the ads

Did the ad leave you feeling more or less angry? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=1601]



**Net More Angry**



■ Much more angry  
 ■ Somewhat more angry  
 ■ Completely neutral  
 ■ Somewhat less angry  
 ■ Much less angry  
 ■ Don't know

# French Language Ads

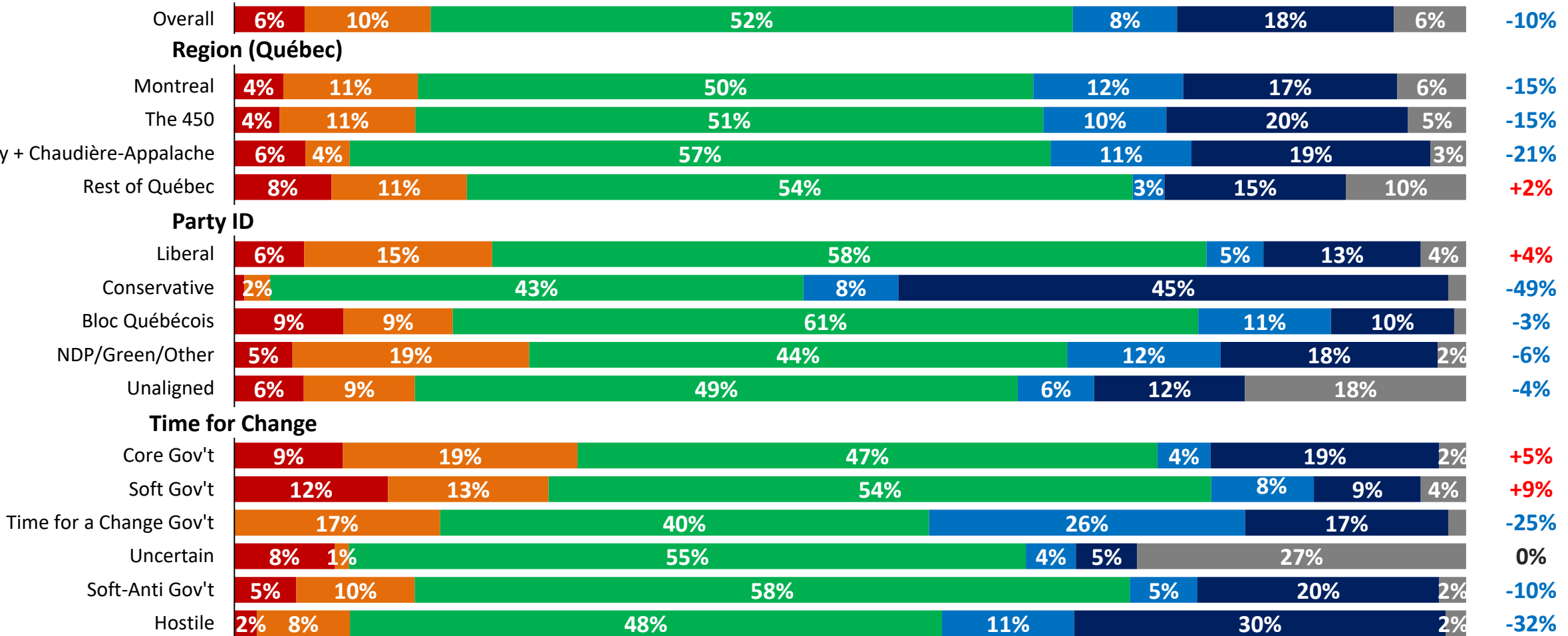
# More/Less Angry by Segments (French): All parties other than Liberals were more likely to say the ads left them less instead of more angry



Did the ad leave you feeling more or less angry? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents who could clearly see/hear the ad; n=342]

**Net More Angry**



■ Much more angry 
 ■ Somewhat more angry 
 ■ Completely neutral 
 ■ Somewhat less angry 
 ■ Much less angry 
 ■ Don't know

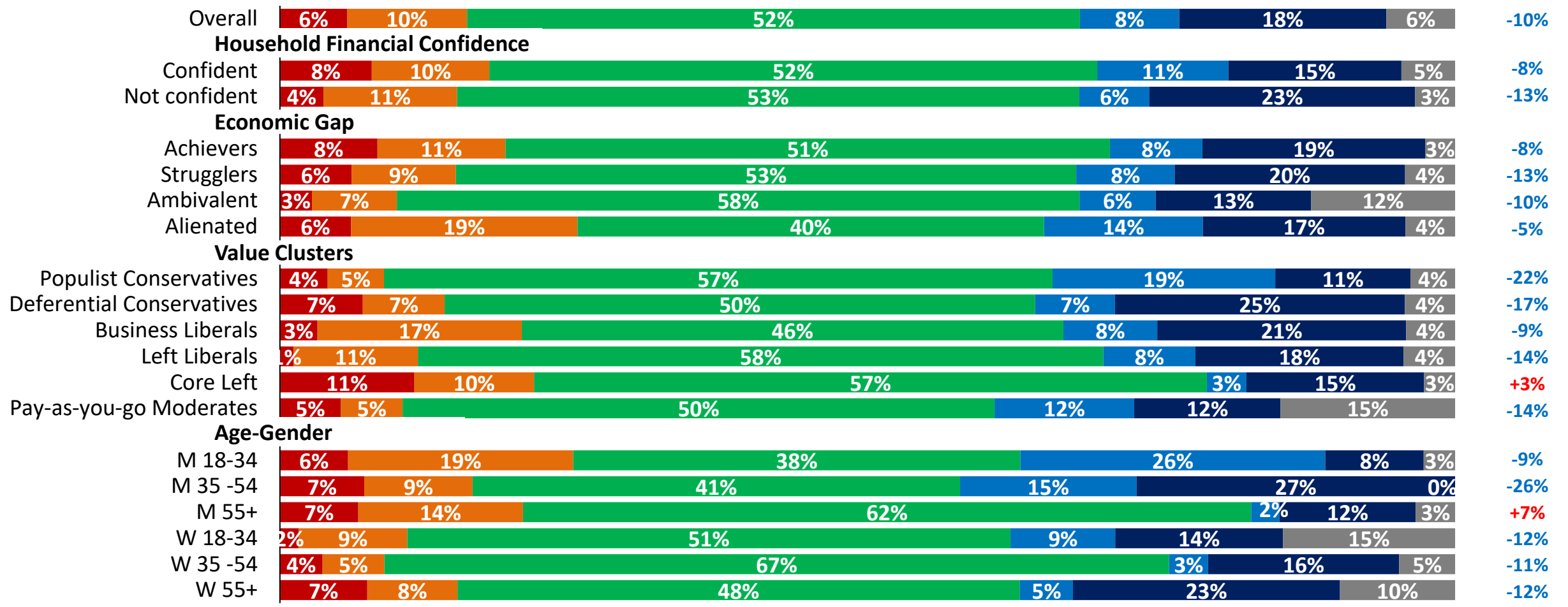
# More/Less Angry by Segments (French): All economic gap segments say the ads left them feeling less rather than more angry



Did the ad leave you feeling more or less angry? BY FINANCIAL CONFIDENCE, ECONOMIC GAP, VALUE CLUSTERS, AND AGE-GENDER

[asked of all respondents who could clearly see/hear the ad; n=342]

Net More Angry



■ Much more angry ■ Somewhat more angry ■ Completely neutral ■ Somewhat less angry ■ Much less angry ■ Don't know



# Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface, creating a subtle pattern.

# Survey Methodology



## These are the results of an online survey conducted between November 15<sup>th</sup> and December 5<sup>th</sup>, 2023.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected participants from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data. Results are intended to approximate a probability sample.

**Sample Size:** n=2,890 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** November 15th and December 5th, 2023.

**Weighting:** Results are weighted by age, gender, region, education, and past federal vote to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	272	9.4%	273	13.7%
<b>Men 35-54</b>	393	13.6%	318	15.9%
<b>Men 55+</b>	673	23.3%	380	19.0%
<b>Women 18-34</b>	412	14.3%	265	13.3%
<b>Women 35-54</b>	457	15.9%	330	16.5%
<b>Women 55+</b>	676	23.4%	428	21.5%
<b>Region</b>				
<b>BC</b>	518	17.9%	280	14.0%
<b>AB</b>	374	12.9%	222	11.1%
<b>Prairies</b>	188	6.5%	128	6.4%
<b>ON</b>	992	34.3%	778	38.9%
<b>QC</b>	598	20.7%	457	22.9%
<b>Atlantic</b>	220	7.6%	134	6.7%

For more information, please contact:

**Greg Lyle**

President

(416) 642-6429

[glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Report Contributors:**

Joshua Tafel, Consultant

Conrad Eder, Consultant

Carmen Hui, Analyst

**Building Understanding.**

