![Canadian flag waving against a blue sky]

Canada This Month
Federal Seat Clusters

INNOVATIVE
RESEARCH GROUP

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Key Findings

1
Conservatives (38%) are up 14 points on Liberals (24%) in the federal decided vote.
Among decided voters, Conservatives are leading confidently in Alberta, the Prairies, British Columbia, and Ontario. In the Atlantic region, they are tied with Liberals. Bloc Québécois leads with 32% in Québec.

2
A majority are dissatisfied with the performance of the federal government in Canada.
60% report dissatisfaction – the highest ever recorded. 35% report satisfaction.

3
At 70%, *Time for Change* is highest ever recorded.
7-in-10 agree with the statement "It is time for a change in government here in Canada," 8 points higher compared to Harper's 2015 loss.

4
Liberals are 10 points behind Conservatives in CPC-to-LPC Defector ridings – 34 constituencies that flipped from Conservative to Liberal and helped secure the Liberals' victory in the 2015 elections.
The decline in Liberal support is concentrated among voters aged 55 and older, a demographic group that traditionally has high voter turnout in elections.

5
Poilievre holds a 15-point lead as the preferred choice for Prime Minister.
There is a notable shift in women's perceptions. With a more negative sentiment towards Justin Trudeau, the gender gap is narrowing.

Methodology

Survey Methodology

These are the results of an online survey conducted between October 5ᵗʰ and October 31ˢᵗ, 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 samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=5,974 Canadian citizens, 18 years or older. The results are nationally weighted to n=3,500 based on Census data from Statistics Canada.

Field Dates: October 5ᵗʰ and October 31ˢᵗ, 2023.

Weighting: Results for Canada are weighted by age, gender, region, education, and self-reported federal past 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 (%)
Men 18-34	580	9.7%	474	13.6%
Men 35-54	878	14.8%	557	16%
Men 55+	1,390	23.4%	668	19.2%
Women 18-34	767	12.9%	460	13.2%
Women 35-54	961	16.2%	574	16.5%
Women 55+	1,373	23.1%	750	21.5%
BC	2,014	33.7%	489	14%
AB	942	15.8%	389	11.1%
Prairies	254	4.3%	220	6.3%
ON	1,674	28%	1361	38.9%
QC	798	13.4%	804	23%
Atlantic	292	4.9%	237	6.8%

Read, Seen, Heard

Federal Read, Seen, Heard:
44% have RSH about the PM in the last few days; about half were left feeling less favourable towards the PM

Q Have you read, seen or heard anything about Canada's Prime Minister and the federal government in the last few days?
[asked of all respondents, n=3,500]

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the federal government?
[asked of those who have read, seen or heard, n=1,525]

Left chart (bar):
- Yes: 44%
- No: 56%

Right chart (horizontal bars):
- A lot more favourable: 7%
- Somewhat more favourable: 12%
- Made no difference: 33%
- Somewhat less favourable: 16%
- A lot less favourable: 32%
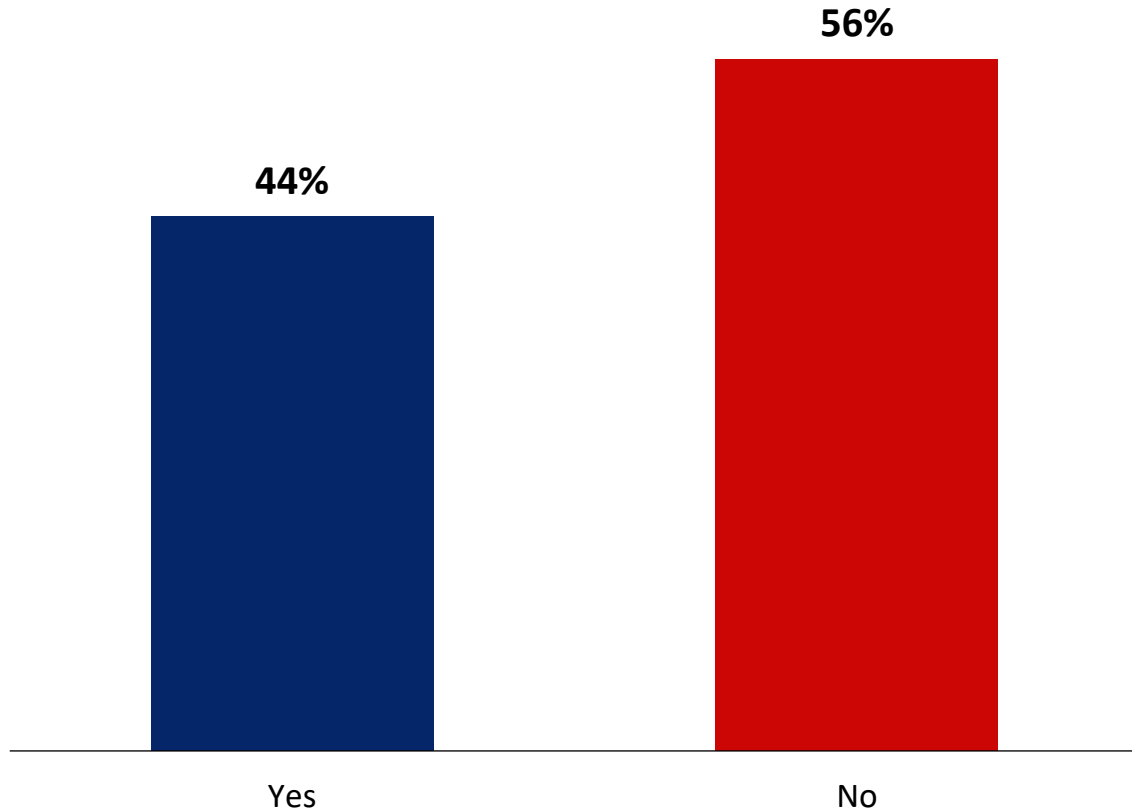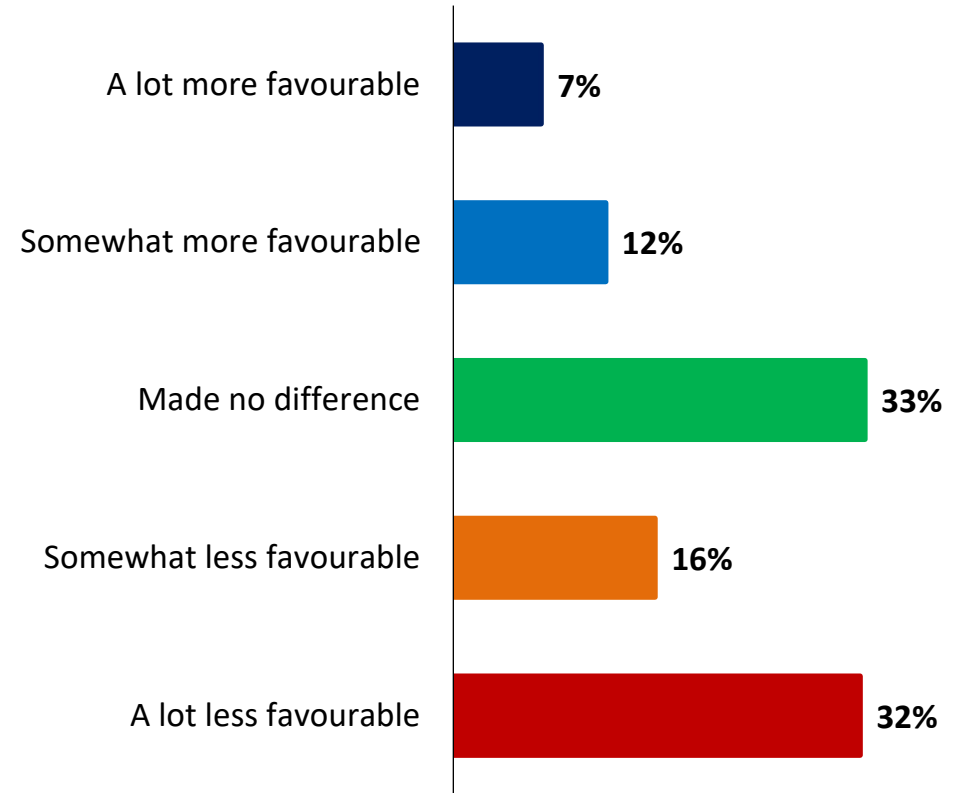
Federal Read, Seen, Heard (Tracking):
The gap between 'No' and 'Yes' has narrowed since this time last year

Q Have you read, seen or heard anything about Canada's Prime Minister and the federal government in the last few days?
[asked of all respondents, n=3,500]

Conservative Government
(Stephen Harper)

Liberal Government
(Justin Trudeau)

55%

45%

No, 56%

Yes, 44%
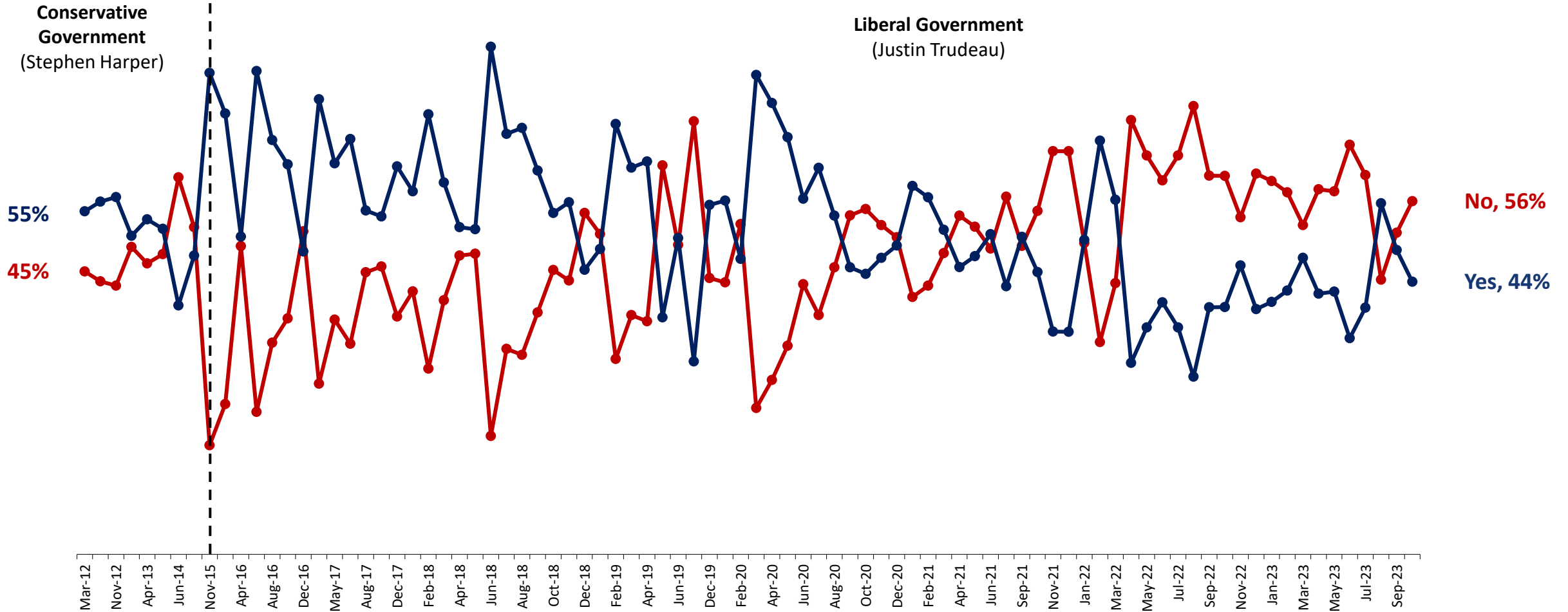
Federal Read, Seen, Heard Impact (Tracking):
Less favourable impression up 15 points since August

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the federal government…

[asked of those who have read, seen or heard, n=1,525]

Legend: ■ A lot more favourable ■ Somewhat more favourable ■ Made no difference ■ Somewhat less favourable ■ A lot less favourable

Left axis labels: 35%, 14%, 33%, 11%, 6%

Right axis labels: 32%, 16%, 33%, 12%, 7%
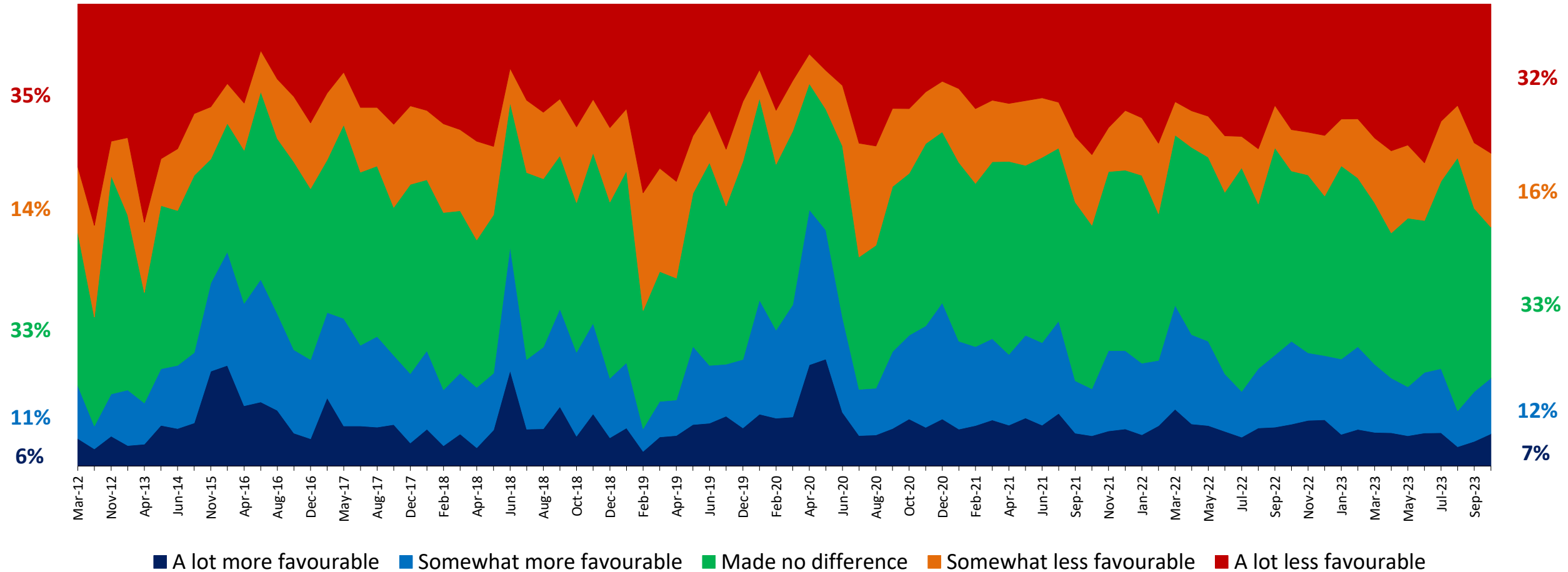
Federal Read, Seen, Heard (Open-Ended):

Israel-Hamas war-related comments lead this month's RSH, followed by the diplomatic conflict with India

Q And what have you read, seen or heard about Canada's Prime Minister and the federal government in the last few days? Please be specific.
[asked of those who have read, seen or heard, n=1,525]

Category	Percentage
Israel-Hamas war (Support for Israel, Trudeau's comments, aid, evacuation, etc.)	26%
Diplomatic conflict with India	15%
General negative opinions	11%
Honoring a Ukrainian Nazi in the Parliament/Apology/Speaker fallout	9%
Trudeau's separation from his wife	4%
Carbon tax/Environmental initiatives and climate change	3.4%
Housing crisis/International students	3.3%
Trudeau's expensive vacations abroad	2.8%
Aid to Ukraine	2.2%
Alberta wanting out of Canada Pension Plan	2%
Dealing with food prices	1.8%
Trudeau's preoccupation with foreign travel/appearances	1.3%
General positive opinions	1.1%
Other	16%
Don't know	2%

Note: Only responses >1% are shown.

RSH Impact by Top Issues:

Honoring a Ukrainian Nazi had the worst impact on favourability, followed by the conflict with India

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the federal government...
[asked of those who have read, seen or heard, n=1,525]

Net Favourable

Honoring a Ukrainian Nazi in the Parliament: 23% | 26% | 46% — **-69%**

Diplomatic conflict with India: 5% | 12% | 34% | 20% | 28% — **-31%**

Israel-Hamas war: 9% | 14% | 47% | 11% | 19% — **-8%**
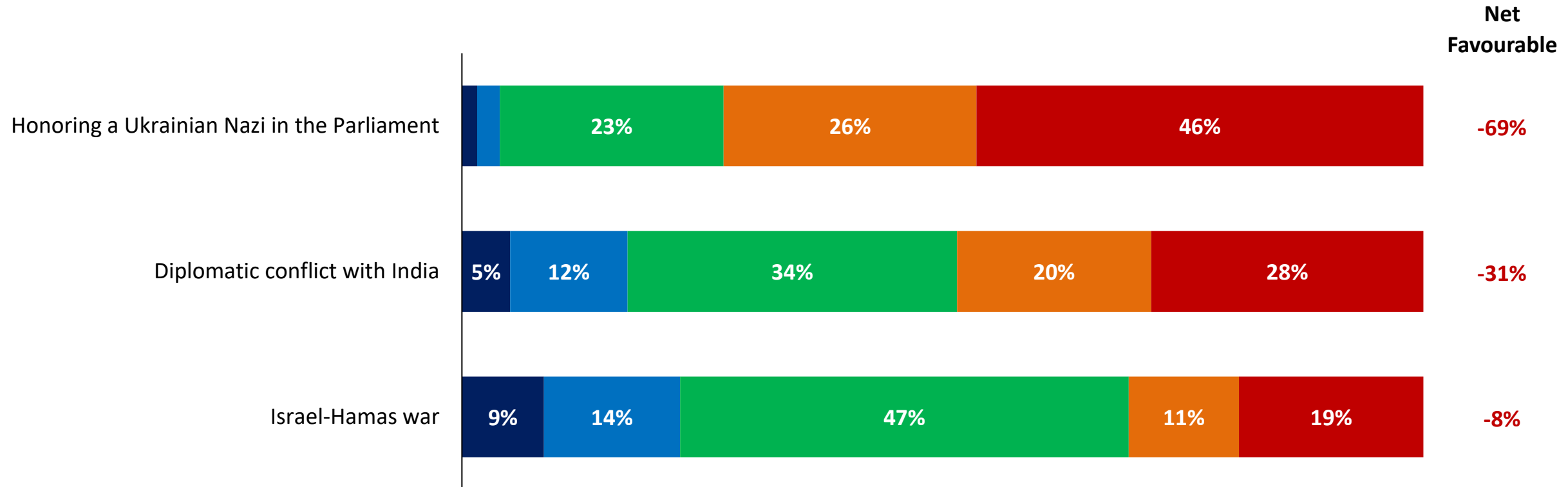
- A lot more favourable
- Somewhat more favourable
- Made no difference
- Somewhat less favourable
- A lot less favourable

Government Approval

Federal Government Satisfaction:

3-in-5 are dissatisfied with the performance of the federal government

Q Generally speaking, how satisfied are you with the performance of the federal government in Canada? Would you say you are…
[asked of all respondents, n=3,500]

Dissatisfied: 60%

Satisfied: 35%

6%	29%	24%	36%	5%
Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
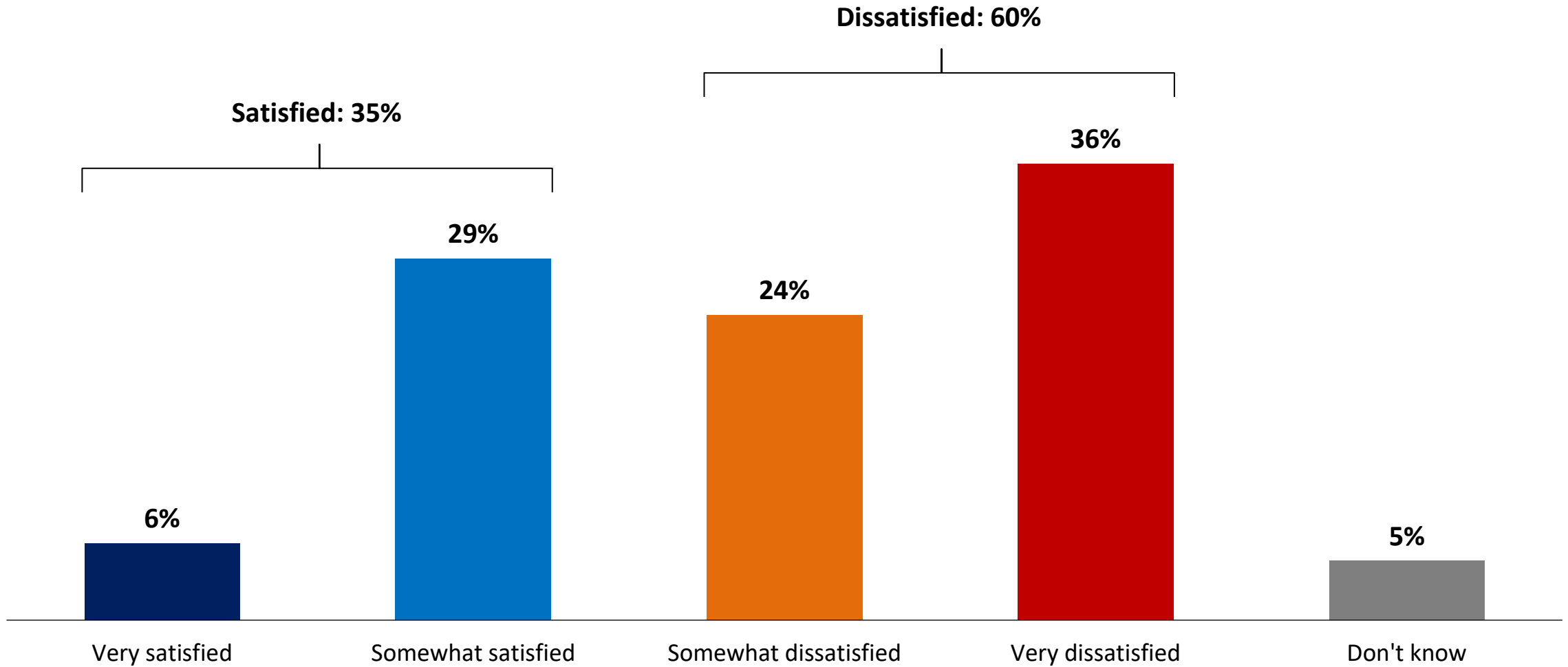
Federal Government Satisfaction (Tracking):
Dissatisfaction with the performance of the federal government has increased sharply in the past four months

Q Generally speaking, how satisfied are you with the performance of the federal government in Canada? Would you say you are…
[asked of all respondents, n=3,500]

Left axis labels (top to bottom): 28%, 32%, 37%, 8%

Right axis labels (top to bottom): 5%, 36%, 24%, 29%, 6%

X-axis: Mar-12, Nov-12, Apr-13, Jun-14, Nov-15, Apr-16, Aug-16, Dec-16, May-17, Aug-17, Dec-17, Feb-18, Apr-18, Jun-18, Aug-18, Oct-18, Dec-18, Feb-19, Apr-19, Jun-19, Dec-19, Feb-20, Apr-20, Jun-20, Aug-20, Oct-20, Dec-20, Feb-21, Apr-21, Jun-21, Sep-21, Nov-21, Jan-22, Mar-22, May-22, Jul-22, Sep-22, Nov-22, Jan-23, Mar-23, May-23, Jul-23, Sep-23

Legend: ■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ Don't know
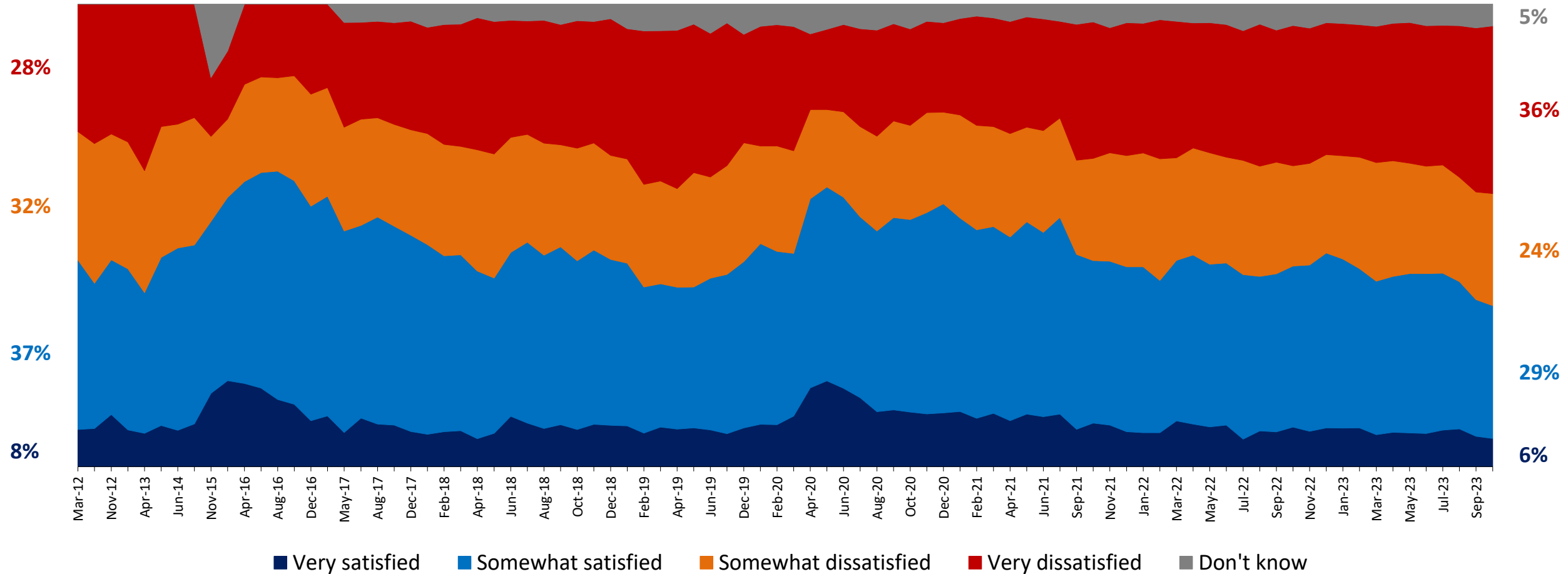
Leadership

Leader Favourability:

Justin Trudeau is the least favourable leader; Poilievre and Singh are nearly tied

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.
[asked of all respondents, n=3,500]

Net Favourable

Leader								Net Favourable
Justin Trudeau	9%	19%	16%	16%	38%			**-26%**
Pierre Poilievre	17%	19%	18%	10%	22%	7%	7%	**+4%**
Jagmeet Singh	12%	25%	23%	12%	19%	4%	5%	**+6%**
Yves-François Blanchet	14%	20%	24%	10%	14%	12%	7%	**+10%**
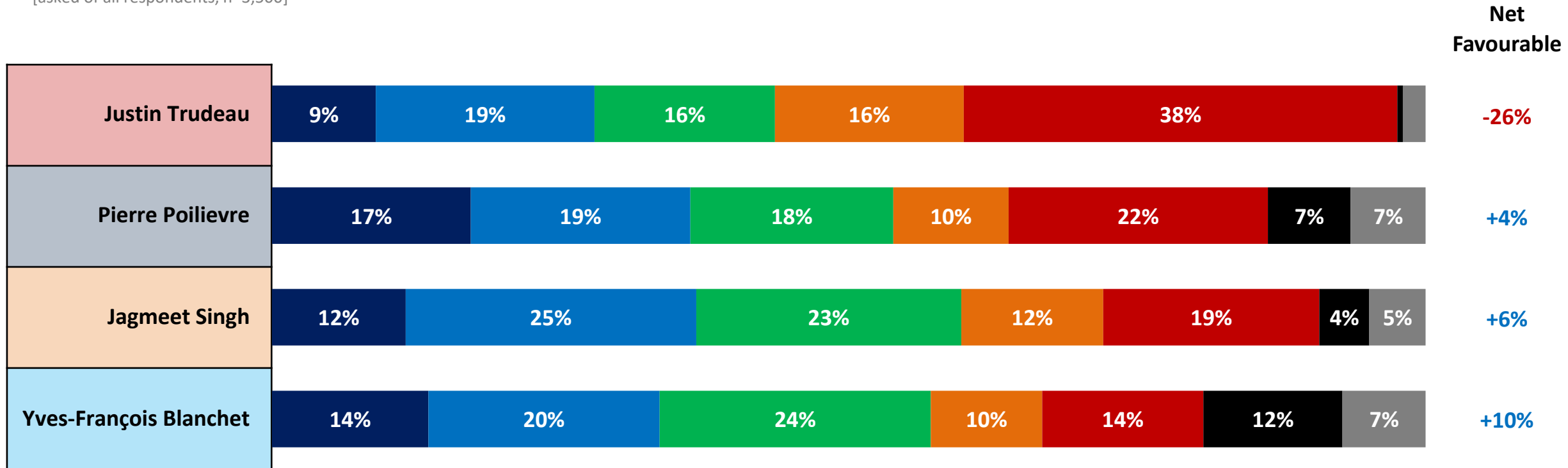
■ Very favourable
■ Somewhat favourable
■ Neither favourable nor unfavourable
■ Somewhat unfavourable
■ Very unfavourable
■ Do not recognize
■ Don't know

Leader Favourability (Tracking):

Trudeau's favourability is declining, while Poilievre's is increasing

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.
[asked of all respondents, n=3,500]

Mario Beaulieu — Yves-François Blanchet

Tom Mulcair — Jagmeet Singh

Stephen Harper — Andrew Scheer — Erin O'Toole — Pierre Poilievre

Justin Trudeau

+12%
+11%

-20%
-23%

+10%
+6%
+4%

-26%

Apr-15 May-15 Jul-15 Aug-15 Sep-15 Oct-15 May-17 Oct-17 Mar-18 Sep-18 Mar-19 Apr-19 Sep-19 Oct-19 May-20 Jun-20 Jul-20 Sep-20 Feb-21 Mar-21 Apr-21 May-21 Aug-21 Sep-21 Feb-22 Mar-22 Sep-22 Oct-22 Nov-22 Dec-22 Jan-23 Apr-23 Jun-23 Oct-23

● Liberal Leader   ● Conservative Leader   ● NDP Leader   ● Bloc Leader
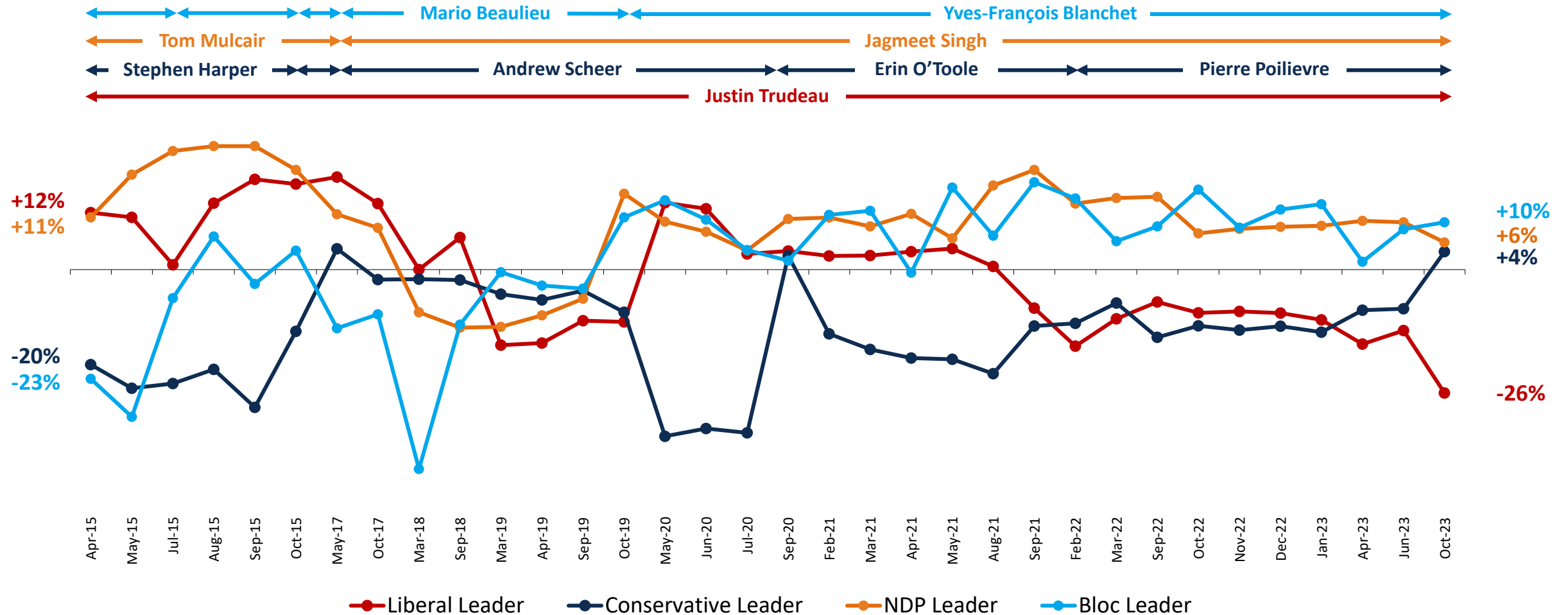
Best Prime Minister (Tracking):

Poilievre holds a 15-point lead as the preferred choice for Prime Minister

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents, n=3,500]

Conservative Government
(Stephen Harper)

Liberal Government
(Justin Trudeau)

37%
31%
23%
7%
5%

39%
24%
23%
5%
5%
4%

Jul-15 Aug-15 Sep-15 Oct-15 May-17 Oct-17 Mar-18 Sep-18 Mar-19 Apr-19 Sep-19 Oct-19 May-20 Jun-20 Jul-20 Aug-20 Sep-20 Feb-21 Mar-21 Apr-21 May-21 Aug-21 Sep-21 Feb-22 Mar-22 Apr-23 Jun-23 Oct-23

──●── Liberal Leader   ──●── Conservative Leader   ──●── NDP Leader   ──●── Bloc Leader   ──●── Green Leader   ──●── PPC Leader
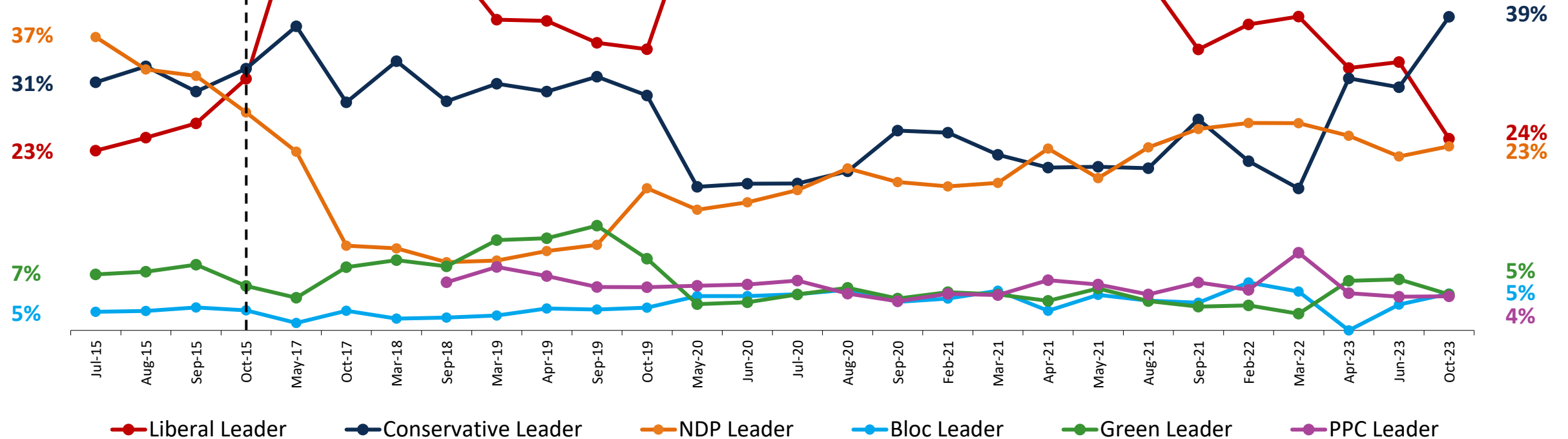
Federal Vote

Federal Combined Vote:

Conservatives up 12 points over Liberals with 33%; NDP trailing with 18%

Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE+LEAN]**
[asked of all respondents, n=3,500]

Conservative	Liberal	NDP	Bloc	Green	People's Party	Maverick Party	Other	Undecided/DK	Would not vote/None
33%	21%	18%	7%	5%	4%	<1%	<1%	9%	4%
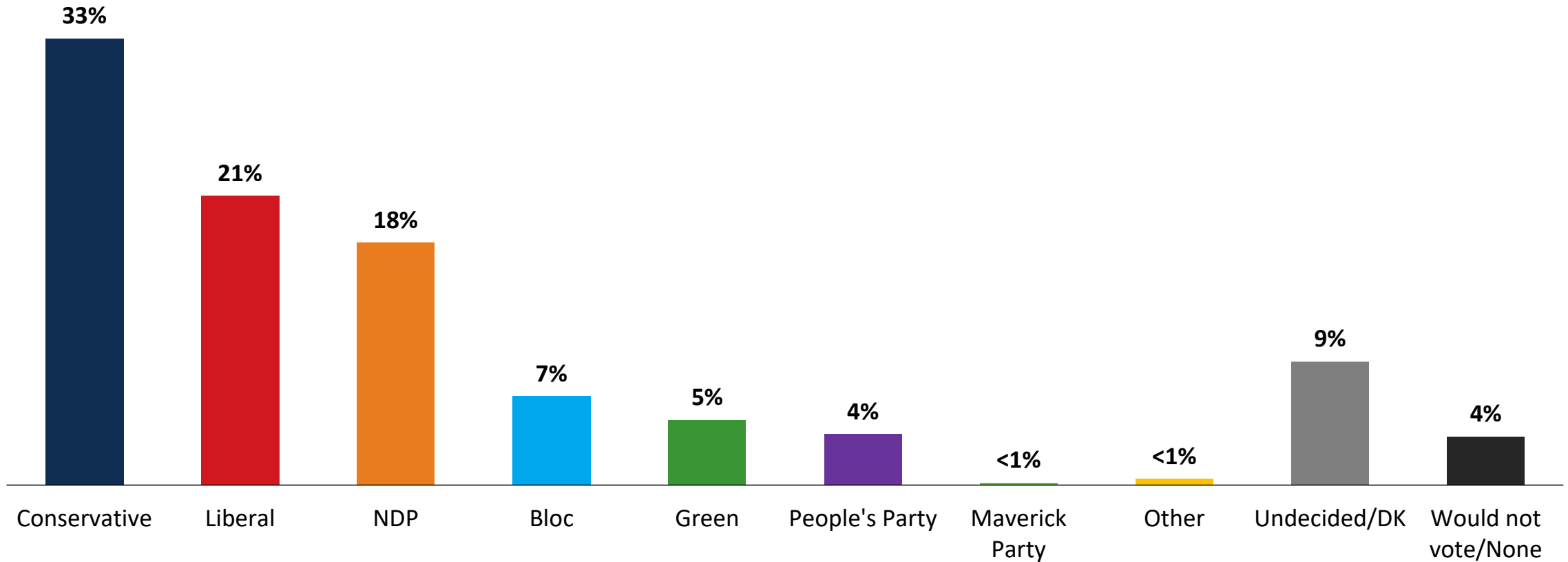
Federal Decided Vote:
Conservatives up 14 points on Liberals with 38%; NDP trailing with 20%

Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[asked of decided voters only, n=3,059]

Conservative	Liberal	NDP	Bloc	Green	People's Party	Maverick Party	Other
38%	24%	20%	7%	5%	4%	<1%	<1%
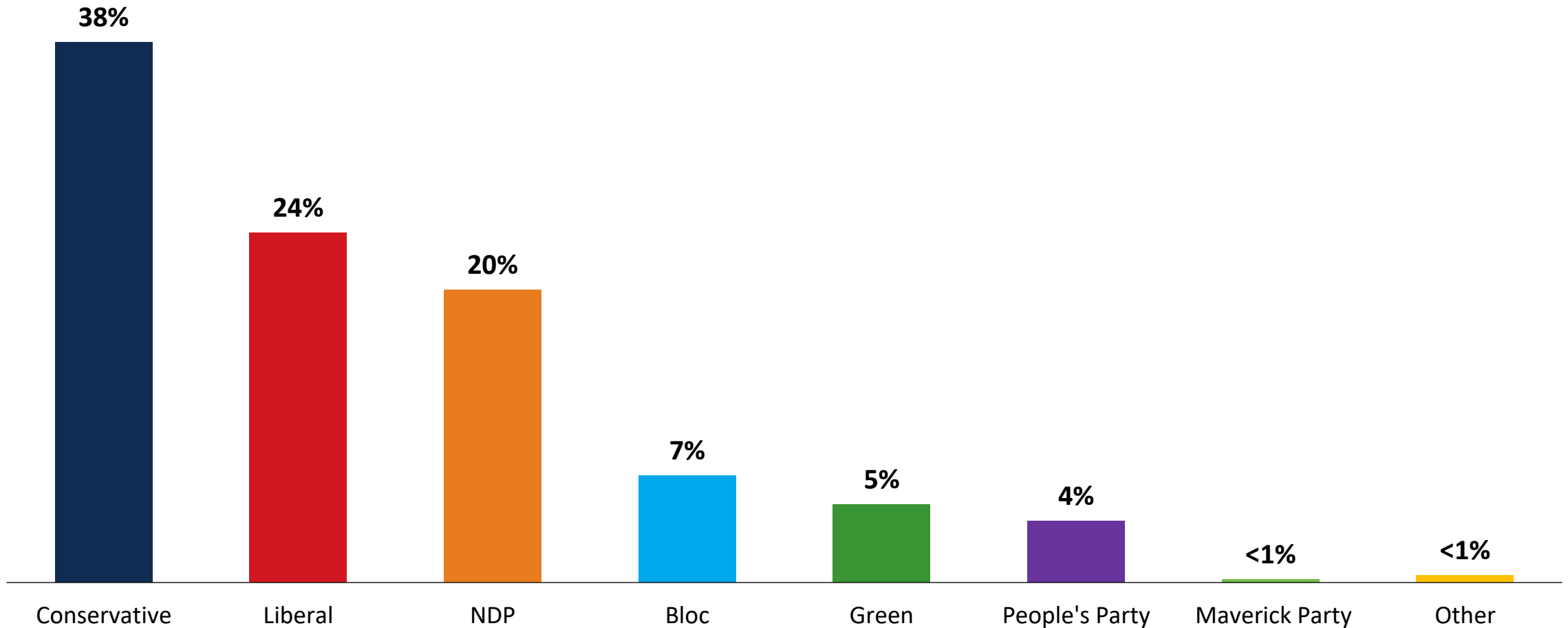
Federal Decided Vote by Region:
Conservatives hold the lead in every province except Québec and the Atlantic

Region

Decided Vote	British Columbia	Alberta	Prairies	Ontario	Québec	Atlantic
	n=427	n=347	n=185	n=1,181	n=710	n=208
Conservative	41%	58%	46%	40%	21%	34%
Liberal	20%	14%	18%	27%	26%	34%
NDP	28%	21%	26%	22%	11%	21%
Bloc	–	–	–	–	32%	–
Green	7%	4%	4%	6%	5%	5%
Other	5%	3%	5%	5%	5%	5%

Federal Second Choice:

20% have not decided their 2nd choice; 19% say NDP

Q And which party would be your second choice?
[asked of decided voters only, n=3,059]

Conservative 2nd Choice	Liberal 2nd Choice	NDP 2nd Choice	Bloc 2nd Choice	Green 2nd Choice	Other 2nd Choice	Undecided	Would not vote/None
9%	14%	19%	3%	11%	9%	20%	14%
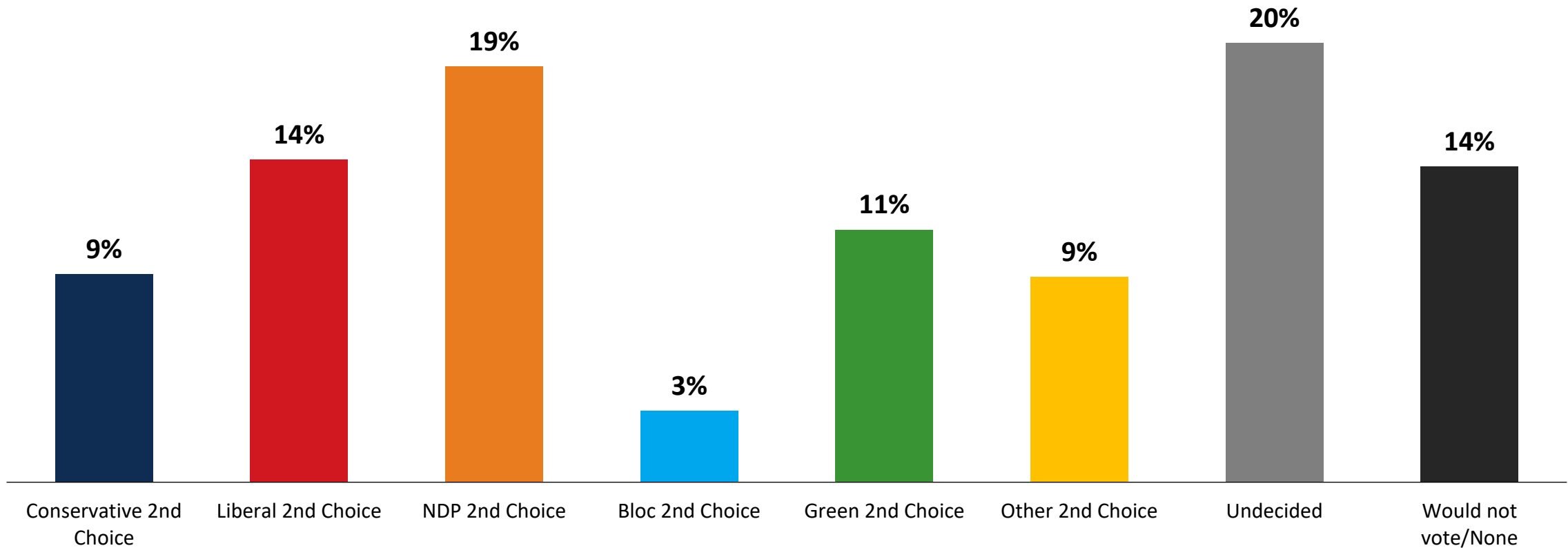
Federal Second Choice by Federal First Choice:

36% who have NDP as 1st choice have Liberal as 2nd choice; 44% of Liberals have NDP as a 2nd choice

First Choice

	Conservative 1st choice	Liberal 1st choice	NDP 1st choice	Bloc 1st choice	Green 1st choice
	n=1,147	n=743	n=622	n=228	n=166
Conservative 2nd choice		14%	11%	18%	14%
Liberal 2nd choice	11%		36%	15%	19%
NDP 2nd choice	13%	44%		18%	21%
Bloc 2nd choice	4%	3%	2%		4%
Green 2nd choice	7%	11%	22%	12%	
Other 2nd choice	17%	4%	4%	3%	12%
Undecided	26%	15%	16%	20%	22%
WNV/None	23%	9%	8%	14%	7%

Second Choice

Federal Party ID:
28% identify as Conservatives, 22% as Liberals

Q Thinking about politics in Canada, generally speaking, do you usually think of yourself as a…
[asked of all respondents, n=3,500]

Conservative	Liberal	NDP	Bloc Québécois	Green	People's Party	Maverick Party	Other	None/Independent	Don't know
28%	22%	15%	6%	4%	2%	<1%	1%	14%	7%
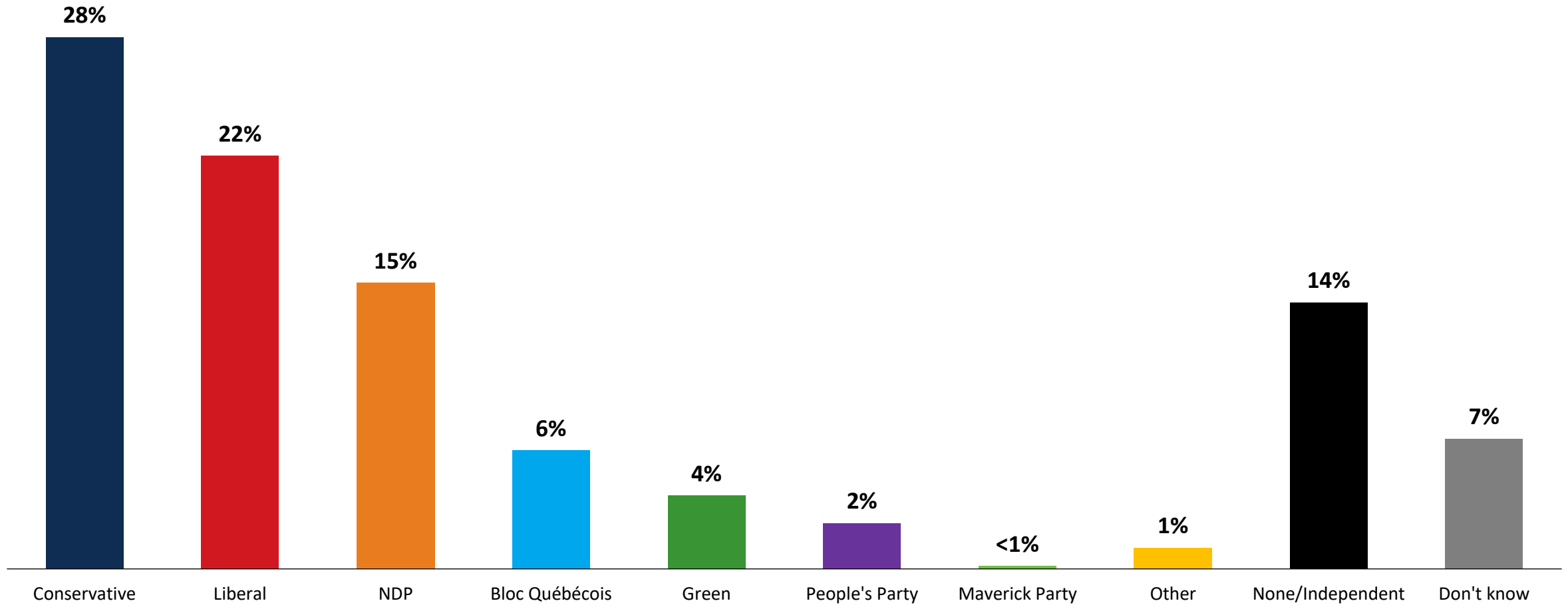
Federal Party ID (Québec vs Rest of Canada):

27% in Québec identify as Bloc; 15% identify as Conservative, as opposed to 32% in the rest of Canada

Party ID: Québec

[respondents in Québec, n=804]

Conservative	Liberal	NDP	Bloc	Other	Unaligned
15%	25%	7%	27%	7%	18%
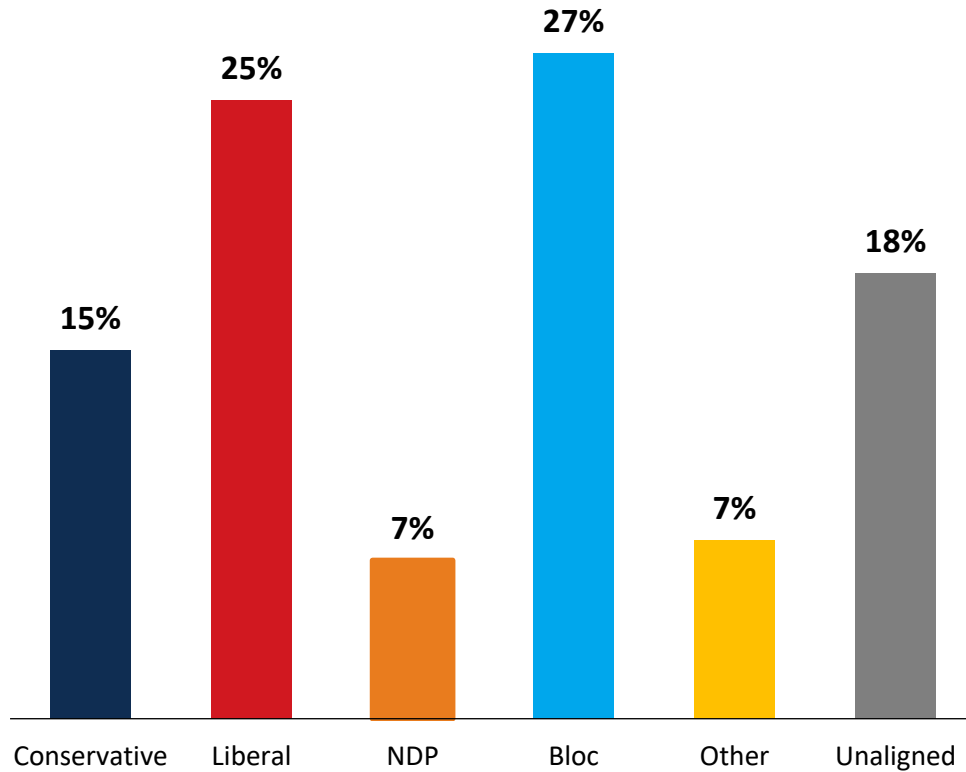
Party ID: Rest of Canada

[respondents in the rest of Canada, n=2,696]

Conservative	Liberal	NDP	Other	Unaligned
32%	21%	18%	8%	22%
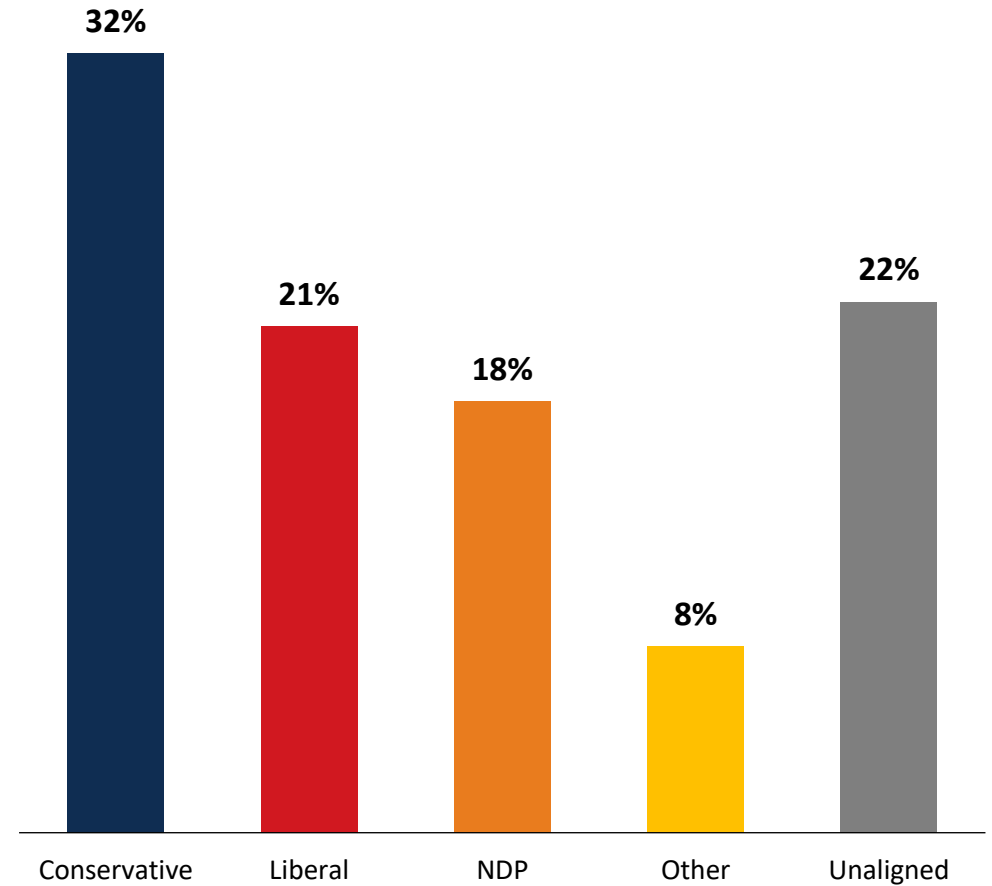
Federal Decided Vote by Federal Party ID:
Conservatives more successful at rallying their base (90%) than Liberals (76%)

Party ID

	Conservative	Liberal	NDP	Other	Unaligned
	n=959	n=735	n=515	n=468	n=381
Conservative	90%	8%	4%	8%	42%
Liberal	3%	76%	7%	8%	20%
NDP	3%	9%	82%	6%	18%
Bloc	0%	1%	0%	43%	4%
Green	1%	2%	3%	20%	8%
Other	2%	3%	2%	16%	7%

Decided Vote

Value Clusters

Core Political Values:

53% believe that when gov't makes major decisions, they should be basing their opinions on public's needs

Q When governments make major decisions concerning spending on programs and services, do you think they should be based on…
[asked of all respondents, n=3,500]

- Their ability to afford the programs and services
- The public's need for the programs and services
- Don't know

37%
53%
9%
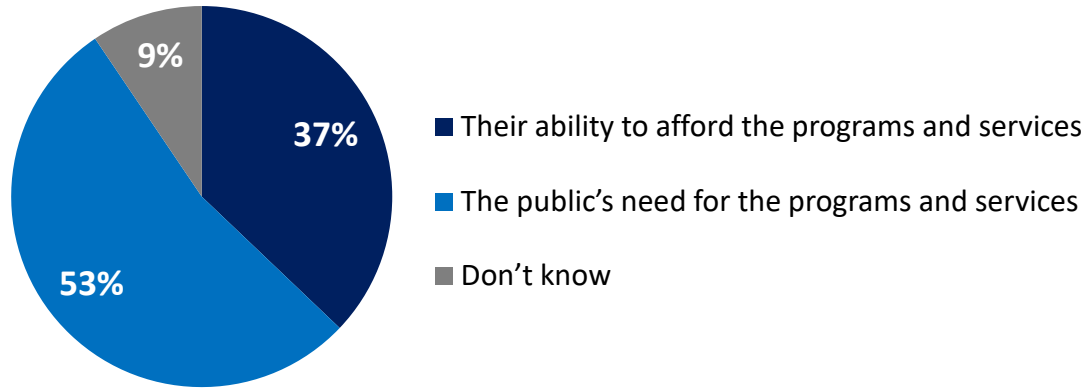
Q Is the main role of government to…?
[asked of all respondents, n=3,500]

- Create equal opportunity so that everyone can compete on their own to be the best they can be
- Redistribute wealth so that the poor and disadvantaged have more than they would if left on their own
- Don't know

10%
34%
57%
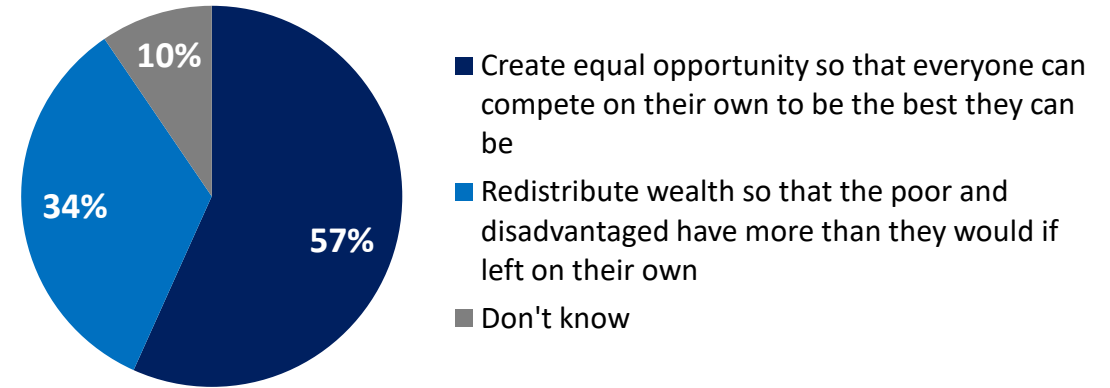
Q Which of the following statements comes closest to your view?
[asked of all respondents, n=3,500]

- The profit system brings out the worst in human nature
- The profit system teaches people the value of hard work and success
- Don't know

47%
40%
13%
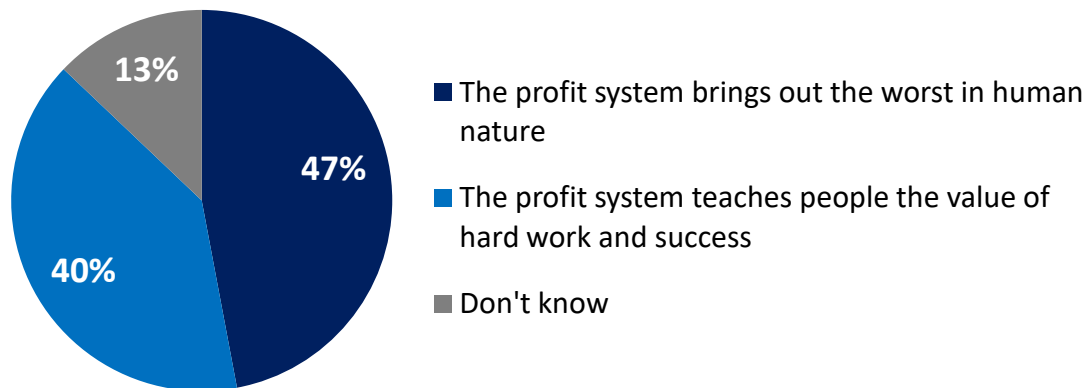
Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents, n=3,500]

- Too often the government listens to experts instead of common sense
- Provincial issues are complicated so government should listen to experts when it comes to policy
- Don't know

12%
36%
51%
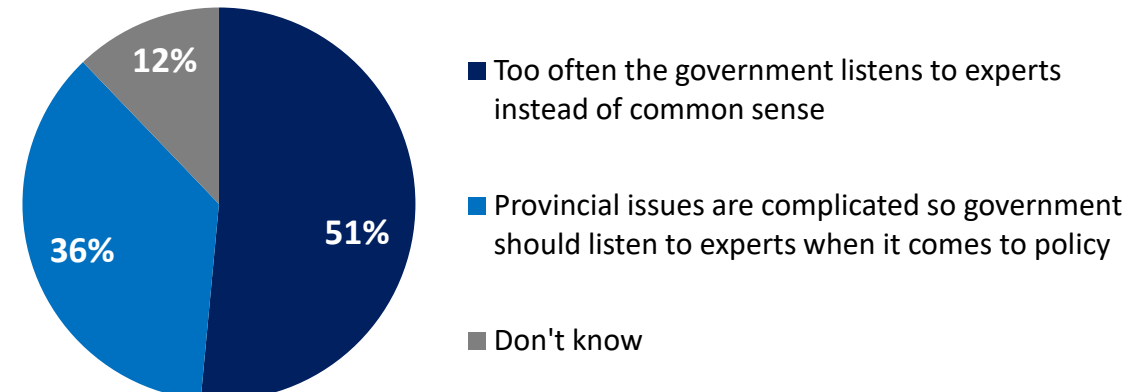
Value Clusters:

20% qualify as Business Liberals, while 21% falls in Pay-as-you-go Moderates

Q **Value Clusters:** Clusters are based on 4 basic values: *equal opportunity versus redistribution, trust in the profit system, whether spending should be based on ability to afford or public need,* and *whether government should listen to experts or common sense.*
[asked of all respondents, n=3,500]
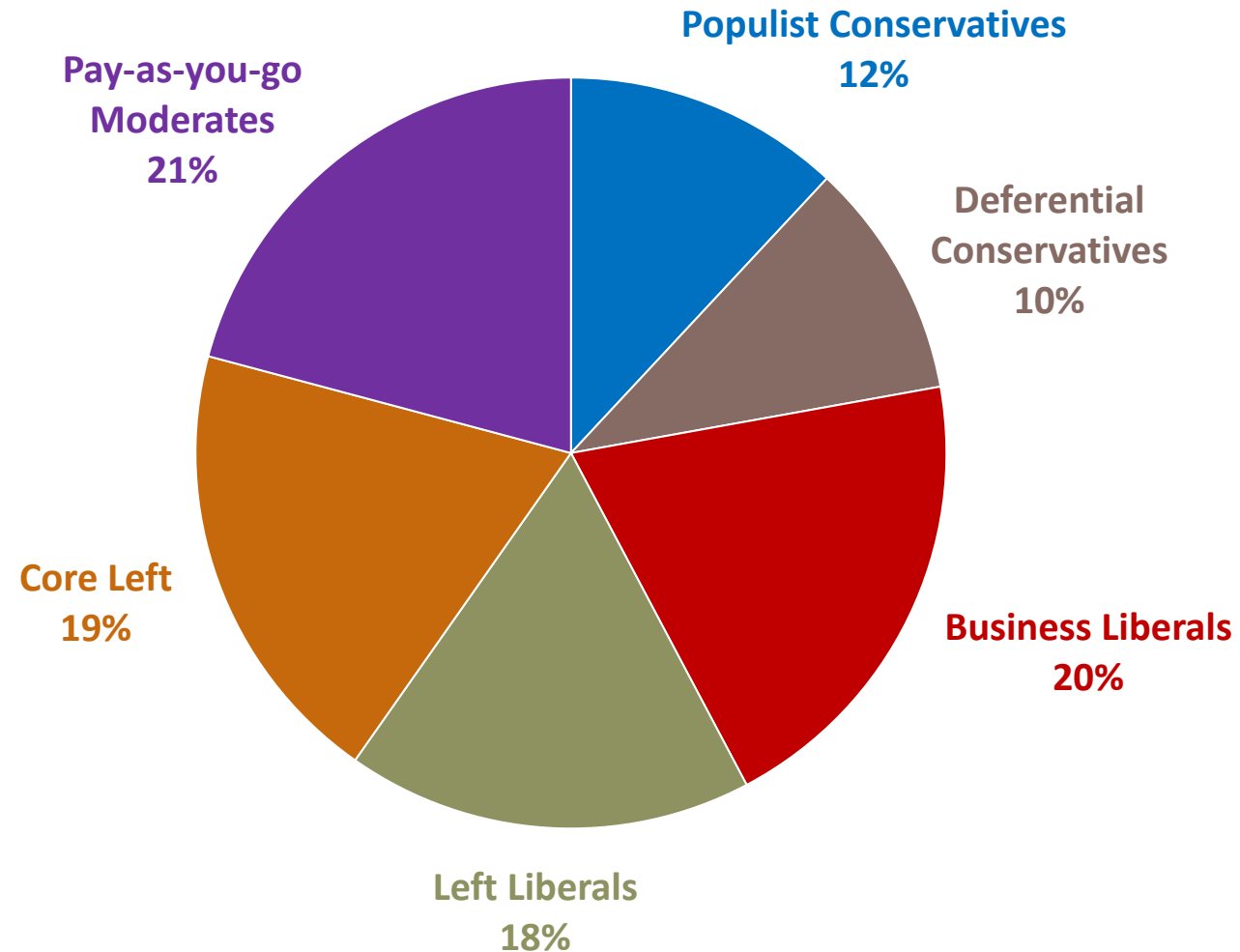
Defining Value Clusters

Value Clusters

		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	93%	89%	0%	0%	0%	81%
	Public need	0%	0%	96%	93%	92%	0%
Is the main role of government to...?	Create equal opportunity	98%	72%	64%	95%	0%	40%
	Redistribute wealth	0%	22%	29%	0%	97%	33%
When it comes to government decision making...	Rely on common sense	100%	0%	48%	57%	46%	53%
	Listen to experts	0%	87%	42%	33%	42%	24%
The profit system...	Brings out the worst in human nature	0%	0%	0%	88%	88%	70%
	Teaches value of hard work and success	89%	92%	92%	0%	0%	7%

Note: 'Don't know'-s not shown but included in the calculation.

Federal Combined Vote by Value Clusters:
Conservatives lead every cluster but Core Left

Value Clusters

Combined Vote	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	n=418	n=358	n=703	n=613	n=679	n=730
Conservative	66%	41%	31%	26%	18%	31%
Liberal	7%	20%	25%	25%	25%	20%
NDP	5%	9%	19%	20%	31%	14%
Bloc	5%	15%	7%	5%	4%	5%
Green	2%	4%	4%	6%	6%	5%
Other	5%	2%	4%	6%	5%	4%
Undecided/DK	7%	8%	8%	8%	8%	14%
Would not vote/None	3%	1%	2%	4%	4%	6%

Federal Decided Vote by Value Clusters:
Conservatives lead every cluster but Core Left

Value Clusters

Decided Vote	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	n=376	n=327	n=633	n=537	n=604	n=581
Conservative	73%	45%	34%	30%	20%	39%
Liberal	8%	22%	28%	28%	28%	25%
NDP	5%	10%	21%	23%	35%	18%
Bloc	6%	17%	8%	6%	5%	7%
Green	2%	5%	4%	7%	7%	6%
Other	5%	2%	5%	6%	6%	5%

Economic Gap

Segmentation Attitudes:
Net agreement positive on both statements

Q Do you agree or disagree with the following statements?
[asked of all respondents, n=3,500]

Net Agree

Here in [PROVINCE] you can be anything you want if you are willing to work for it

| 20% | 34% | 19% | 15% | 10% | | **+29%** |

No matter how hard I work, every year it seems more difficult to get by

| 32% | 33% | 21% | 9% | 3% | | **+25%** |

■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree

■ Somewhat disagree   ■ Strongly disagree   ■ Don't know
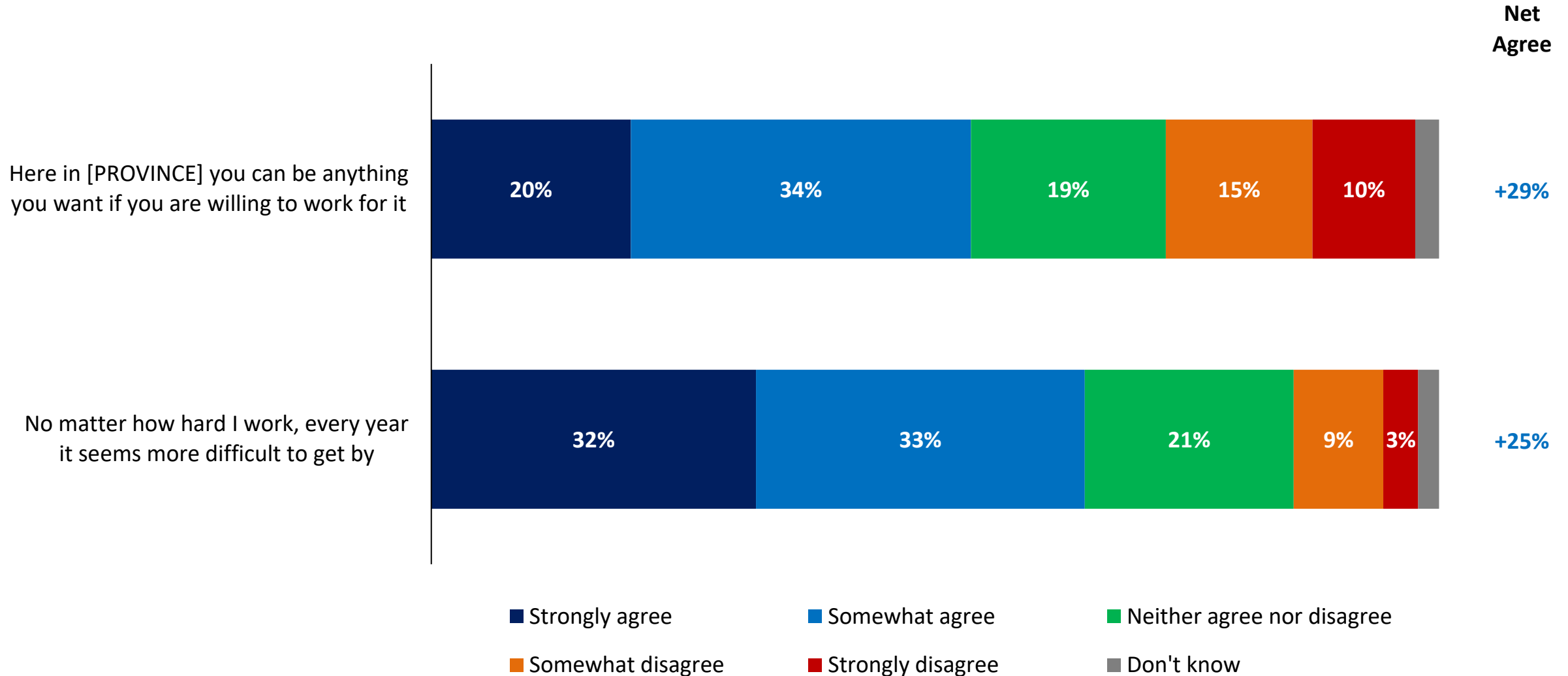
Economic Gap Segmentation:
1-in-3 qualify as Strugglers; other segments are relatively equally distributed

Q **Economic Gap Segmentation:** Agreement with *'Here in British Columbia you can be anything you want if you are willing to work for it'* BY Agreement with *'No matter how hard I work, every year it seems more difficult to get by'*.
[asked of all respondents, n=3,500]
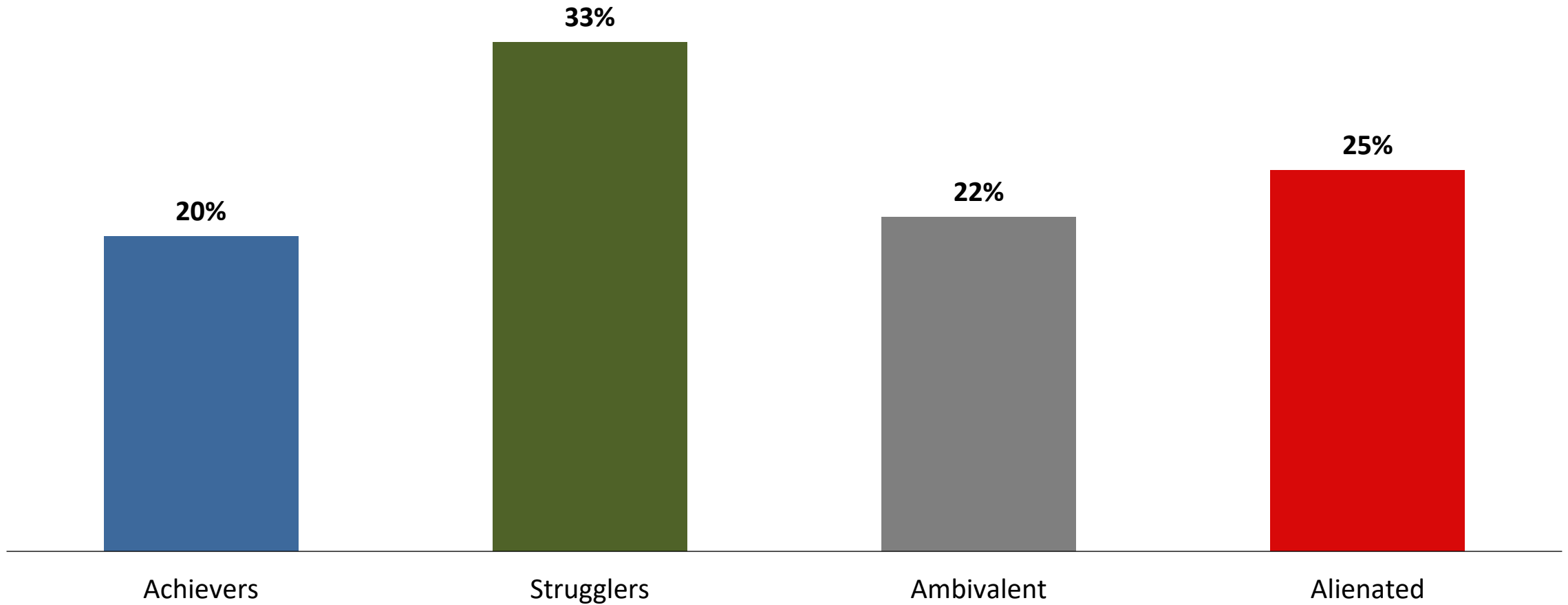
Federal Decided Vote by Economic Gap:

Achievers and Strugglers are more likely to vote Conservative than Ambivalent and Alienated

Economic Gap

	Achievers	Strugglers	Ambivalent	Alienated
	n=647	n=1,055	n=602	n=755
Conservative	43%	41%	35%	31%
Liberal	27%	23%	25%	23%
NDP	13%	16%	22%	31%
Bloc	9%	10%	6%	4%
Green	4%	5%	8%	6%
Other	4%	6%	4%	5%

Decided Vote

Time for Change

Time for Change – Statement 1 (Tracking):

Time for Change now higher than ever recorded at 70%

Q Do you agree or disagree with the following statements? - *It is time for a change in government here in Canada.*
[asked of all respondents, n=3,500]

Legend: Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree | Don't know
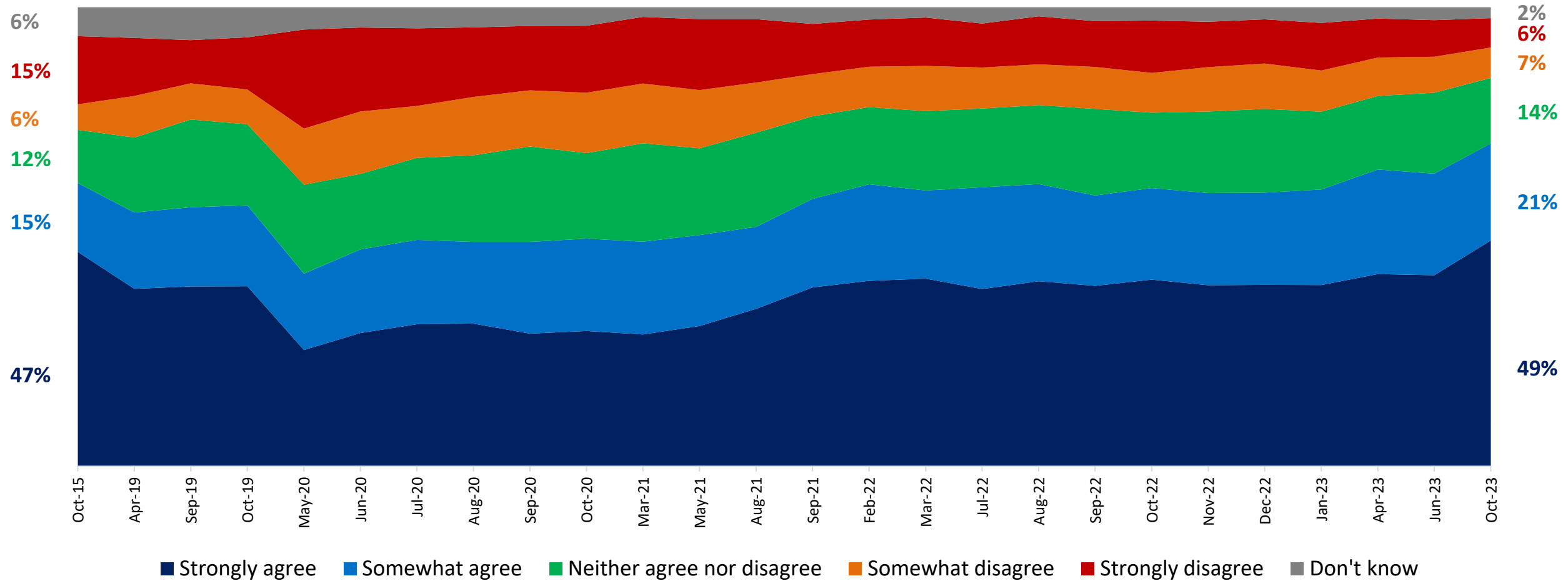
Time for Change – Statement 2 (Tracking):

Less people than ever think that Liberals are the best possible party to form government

Q Do you agree or disagree with the following statements? - *The Liberals may have their problems but they are still the best party to form government*.
[asked of all respondents, n=3,500]

Legend: Strongly agree · Somewhat agree · Neither agree nor disagree · Somewhat disagree · Strongly disagree · Don't know
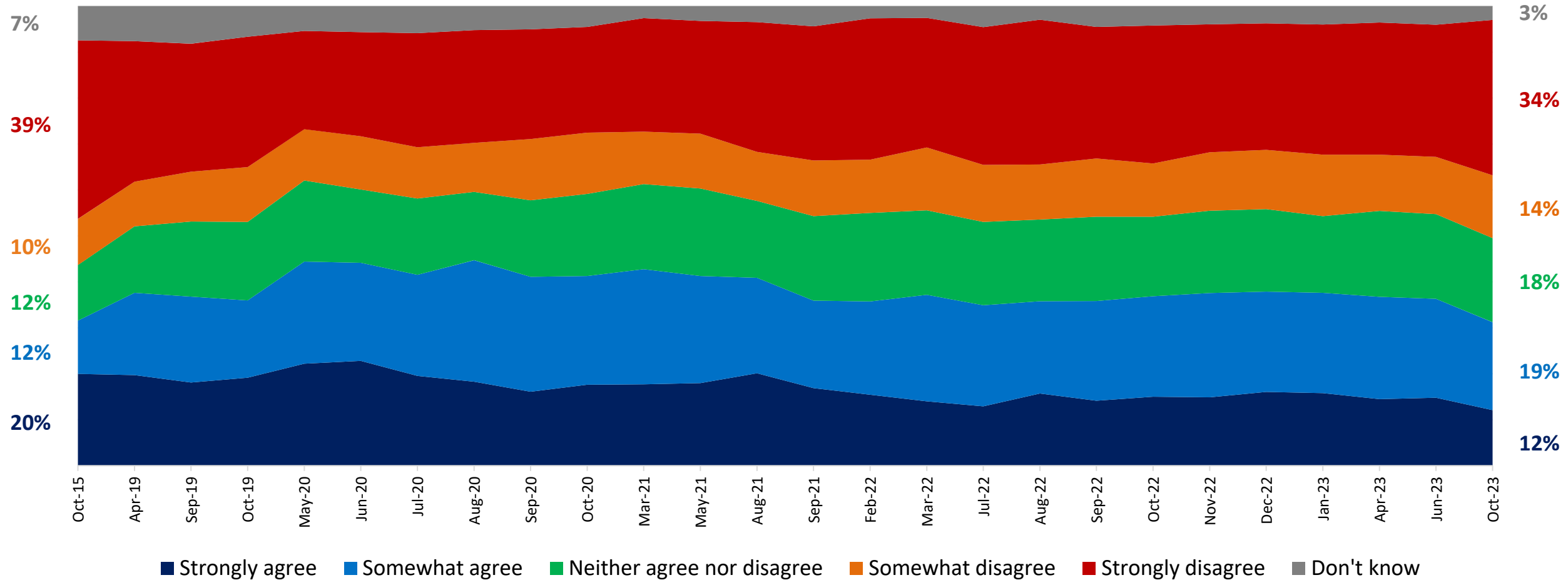
Time for Change Segmentation:

32% are Hostiles, while 28% qualify as Soft anti-LPC; 13% fall in Time for Change segment

Q **Time for Change Segmentation:** Agreement with *'The Liberals may have their problems but they are still the best party to form government'* BY Agreement with *'It is time for a change in government here in Canada'*.
[asked of all respondents, n=3,500]

18% do not think it is time for a change.

60% think it is time for a change and do not see the Liberals as the best option to form a government.

This key battleground segment consists of voters who think it is time for a change, but still think the Liberals are the best option to form a government.

11%

7%

13%

32%

9%

28%

Legend:
- Core LPC
- Soft LPC
- Time for Change
- Uncertain
- Soft anti-LPC
- Hostile
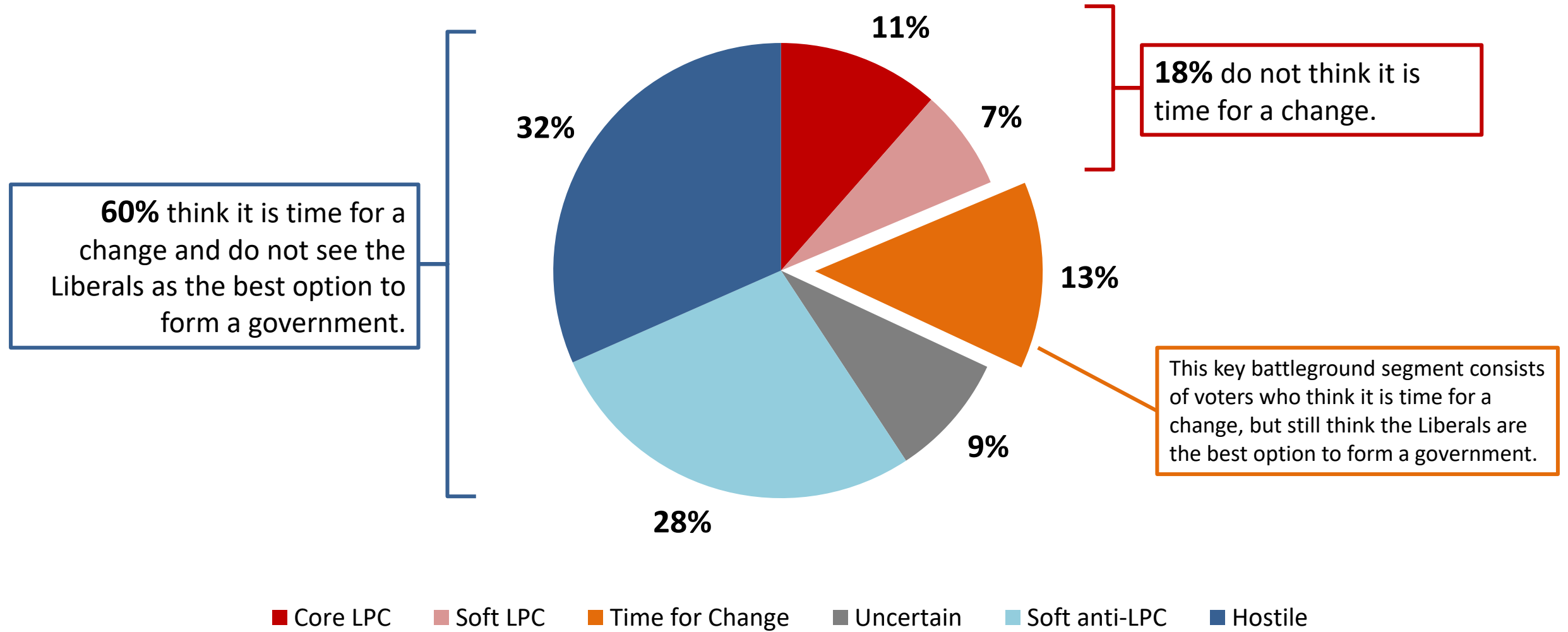
Federal Combined Vote by Time for Change:
Liberals lead Time for Change segment

Time for Change

Combined Vote	Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
	n=402	n=251	n=465	n=308	n=968	n=1,106
Conservative	2%	5%	16%	7%	27%	69%
Liberal	79%	54%	37%	18%	6%	0%
NDP	8%	16%	21%	15%	29%	11%
Bloc	5%	8%	6%	6%	10%	4%
Green	1%	4%	9%	5%	7%	3%
Other	2%	3%	7%	5%	4%	5%
Undecided/DK	3%	7%	3%	31%	13%	4%
Would not vote/None	0%	2%	1%	14%	4%	3%

Federal Decided Vote by Time for Change:
Liberals lead Time for Change segment

Value Clusters

Decided Vote	Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
	n=389	n=230	n=444	n=169	n=801	n=1,026
Conservative	2%	6%	17%	12%	33%	75%
Liberal	82%	59%	38%	33%	7%	0%
NDP	9%	18%	22%	27%	35%	12%
Bloc	5%	9%	6%	11%	12%	4%
Green	1%	5%	9%	8%	8%	3%
Other	2%	3%	7%	8%	5%	5%

Change in Key Segments: April '23 to October '23

Key Segments (Pre-Post) – Decided Vote & Time for Change:

Federal Decided Vote

	Conservative	Liberal	NDP	Bloc	Green	Other
Oct. '23	38%	24%	20%	7%	5%	5%
Apr. '23	33%	30%	20%	6%	6%	5%

Time for Change Segmentation

	Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
Oct. '23	11%	7%	13%	9%	28%	32%
Apr. '23	15%	9%	14%	9%	26%	27%
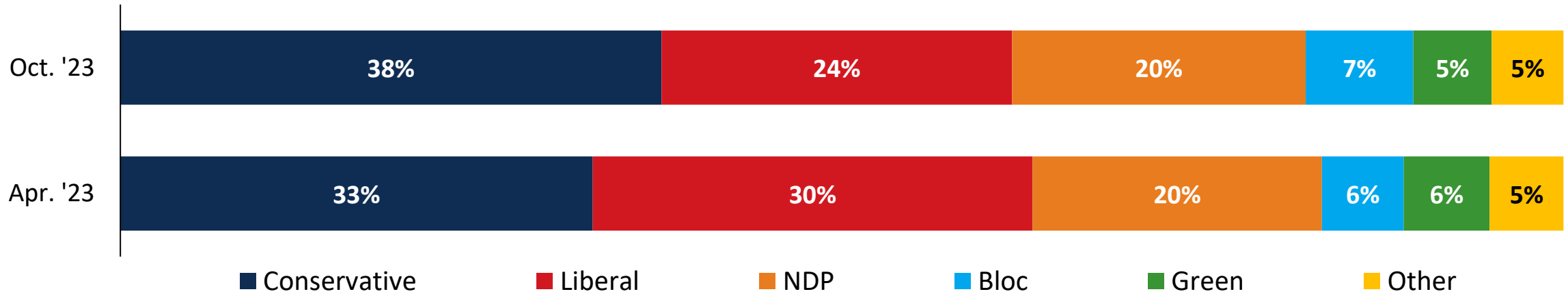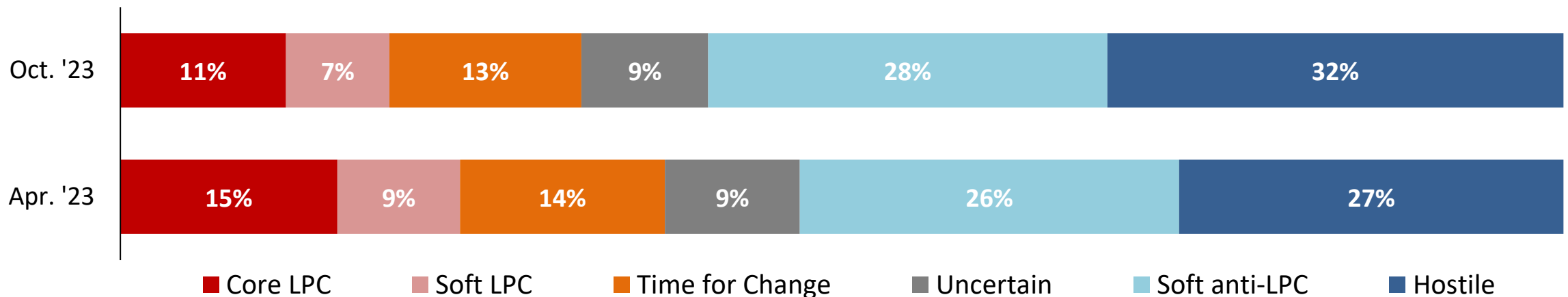
Key Segments (Pre-Post) – Leader Favourability:
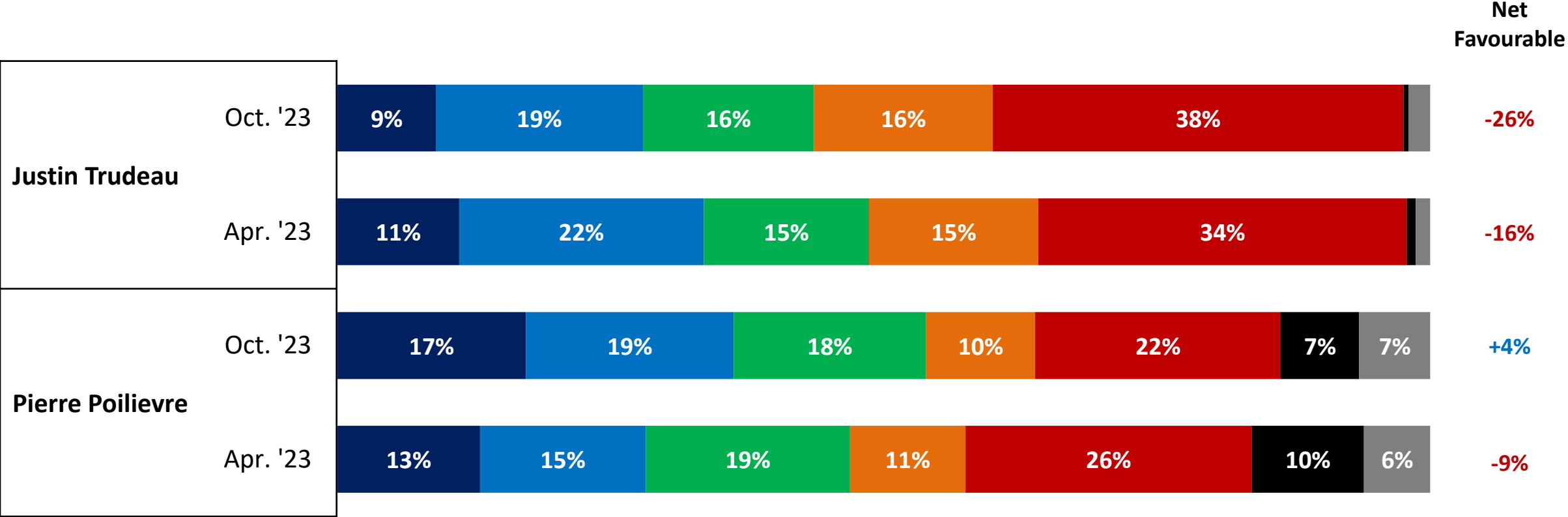
Net Favourable

Justin Trudeau

Oct. '23 — 9% | 19% | 16% | 16% | 38% — **-26%**

Apr. '23 — 11% | 22% | 15% | 15% | 34% — **-16%**

Pierre Poilievre

Oct. '23 — 17% | 19% | 18% | 10% | 22% | 7% | 7% — **+4%**

Apr. '23 — 13% | 15% | 19% | 11% | 26% | 10% | 6% — **-9%**

Legend:
- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Do not recognize
- Don't know

Change in Key Segments: Age

Federal Decided Vote by Age:

Liberals are losing ground in all age groups, but most among those 55+

Q Federal Decided Vote:
[asked of decided voters only]

Age

Age	Month	Conservative	Liberal	NDP	Bloc	Green	Other
18-34	Oct. '23	30%	22%	27%	4%	10%	7%
18-34	Apr. '23	25%	26%	28%	5%	8%	8%
35-54	Oct. '23	40%	23%	19%	8%	6%	5%
35-54	Apr. '23	36%	27%	20%	5%	7%	5%
55+	Oct. '23	41%	27%	17%	9%		3%
55+	Apr. '23	36%	37%	14%	7%	4%	3%

■ Conservative   ■ Liberal   ■ NDP   ■ Bloc   ■ Green   ■ Other

Time for Change by Age:

Core LPC share down in September, but most among those 55+

Q Time for Change Segmentation:
[asked of all respondents]

Age

18-34	Oct. '23	4% / 8% / 24% / 8% / 37% / 19%
	Apr. '23	7% / 9% / 26% / 10% / 34% / 14%
35-54	Oct. '23	10% / 7% / 14% / 10% / 27% / 33%
	Apr. '23	11% / 8% / 13% / 11% / 27% / 29%
55+	Oct. '23	18% / 7% / 6% / 8% / 22% / 39%
	Apr. '23	24% / 9% / 6% / 7% / 20% / 33%

Legend: ■ Core LPC   ■ Soft LPC   ■ Time for Change   ■ Uncertain   ■ Soft anti-LPC   ■ Hostile
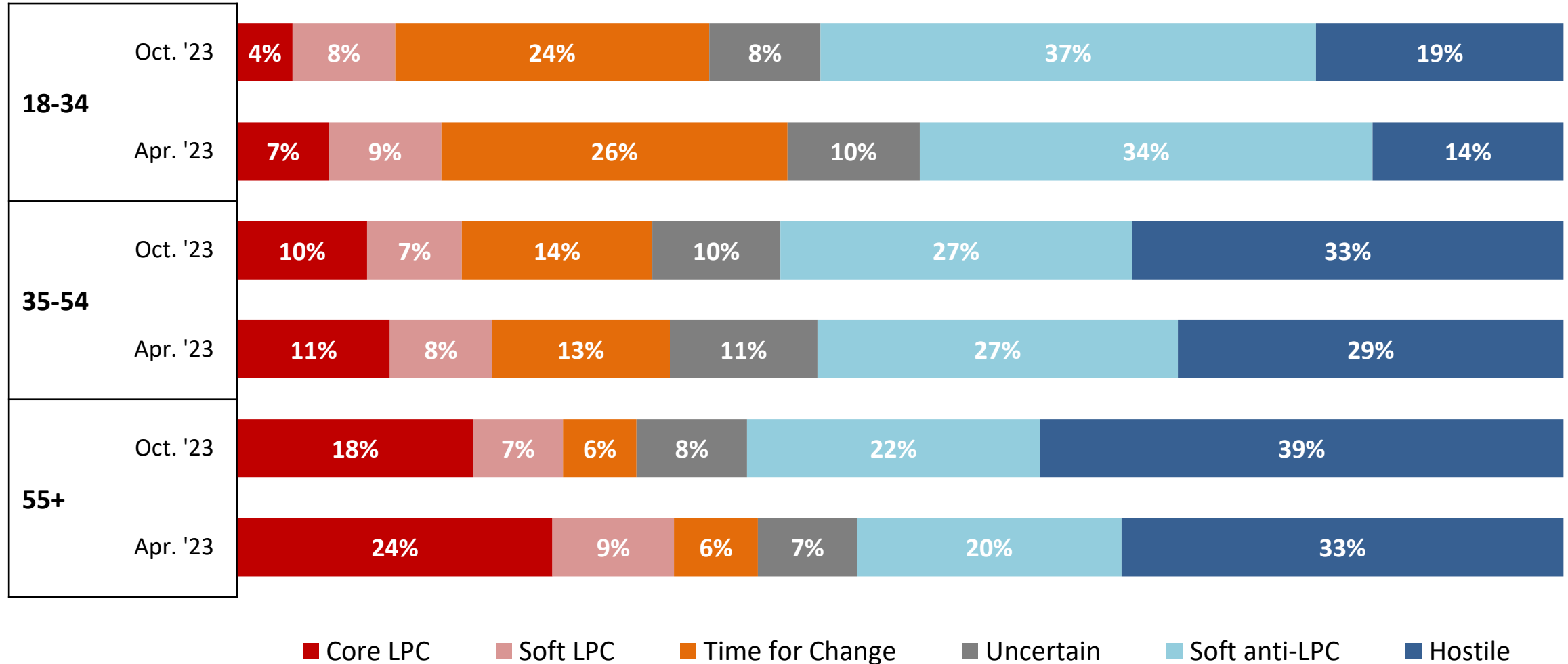
Justin Trudeau Favourability by Age:

Trudeau's favourability decreased the most in younger and older segments
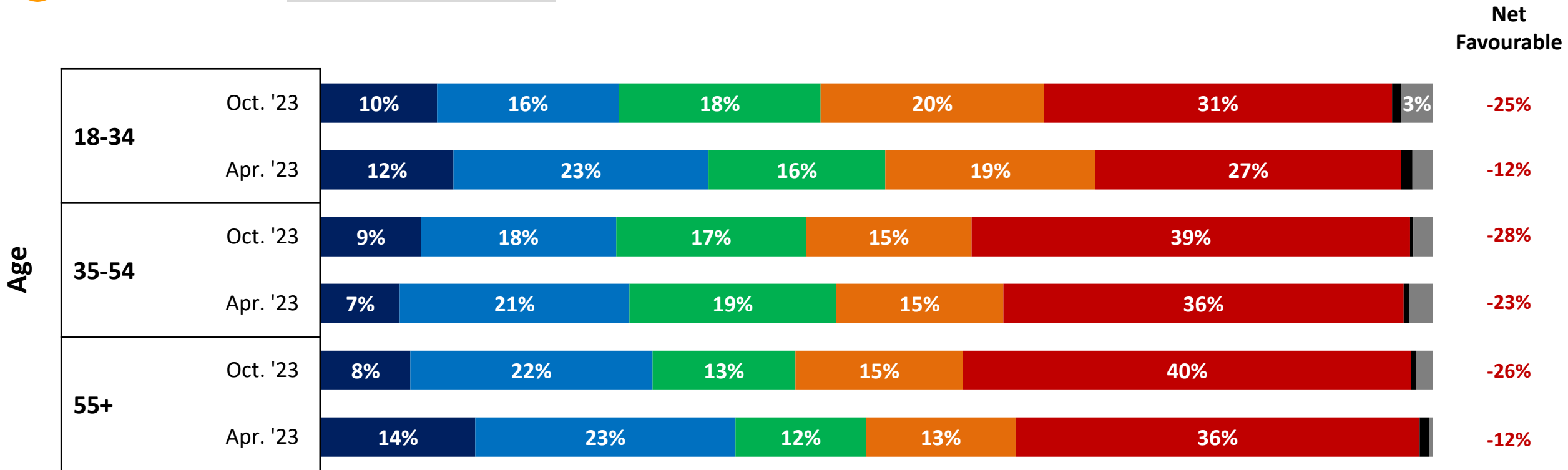
Q Leader Favourability:
[asked of all respondents]

Justin Trudeau

Net Favourable

Age			
18-34	Oct. '23	10% / 16% / 18% / 20% / 31% / 3%	**-25%**
	Apr. '23	12% / 23% / 16% / 19% / 27%	**-12%**
35-54	Oct. '23	9% / 18% / 17% / 15% / 39%	**-28%**
	Apr. '23	7% / 21% / 19% / 15% / 36%	**-23%**
55+	Oct. '23	8% / 22% / 13% / 15% / 40%	**-26%**
	Apr. '23	14% / 23% / 12% / 13% / 36%	**-12%**

- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Do not recognize
- Don't know

Pierre Poilievre Favourability by Age:

Poilievre's favourability has increased among all age segments, but most among those 55+

Q Leader Favourability:
[asked of all respondents]

Pierre Poilievre

Net Favourable

Age									Net Favourable
18-34	Oct. '23	16%	19%	19%	11%	13%	13%	9%	+11%
	Apr. '23	12%	16%	22%	10%	18%	15%	8%	0%
35-54	Oct. '23	17%	18%	20%	9%	20%	7%	7%	+6%
	Apr. '23	14%	14%	19%	10%	23%	12%	7%	-4%
55+	Oct. '23	18%	20%	14%	10%	30%	3%	4%	-3%
	Apr. '23	13%	15%	15%	12%	35%	5%	4%	-18%

- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Do not recognize
- Don't know

Change in Key Segments: Gender

Federal Decided Vote by Gender:

Liberal vote down equally among both genders

Q Federal Decided Vote:
[asked of decided voters only]

Gender

Men

Oct. '23
| Conservative 41% | Liberal 23% | NDP 18% | Bloc 8% | Green 6% | Other 6% |

Apr. '23
| Conservative 38% | Liberal 29% | NDP 16% | Bloc 6% | Green 5% | Other 6% |

Women

Oct. '23
| Conservative 35% | Liberal 26% | NDP 23% | Bloc 7% | Green 5% | Other 4% |

Apr. '23
| Conservative 28% | Liberal 33% | NDP 23% | Bloc 5% | Green 7% | Other 4% |

■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other
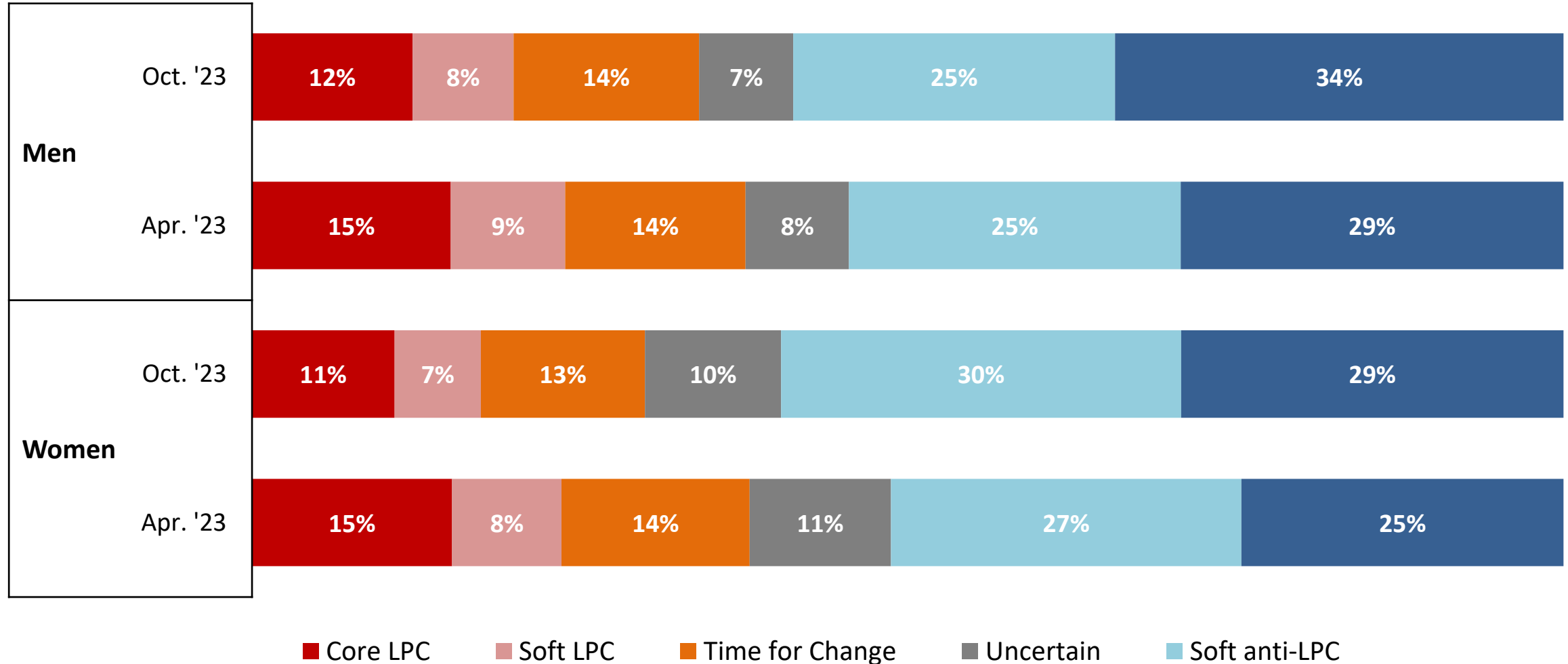
Justin Trudeau Favourability by Gender:

Trudeau's net favourability has decreased sharply among women, shrinking the gender gap

Q Leader Favourability:
[asked of all respondents]

Justin Trudeau

Net Favourable

Gender

Men

	Very fav.	Somewhat fav.	Neither	Somewhat unfav.	Very unfav.	Net Favourable
Oct. '23	10%	18%	15%	16%	40%	-28%
Apr. '23	11%	20%	14%	16%	37%	-22%

Women

	Very fav.	Somewhat fav.	Neither	Somewhat unfav.	Very unfav.		Net Favourable
Oct. '23	8%	20%	16%	17%	35%	3%	-24%
Apr. '23	11%	25%	17%	15%	31%		-9%
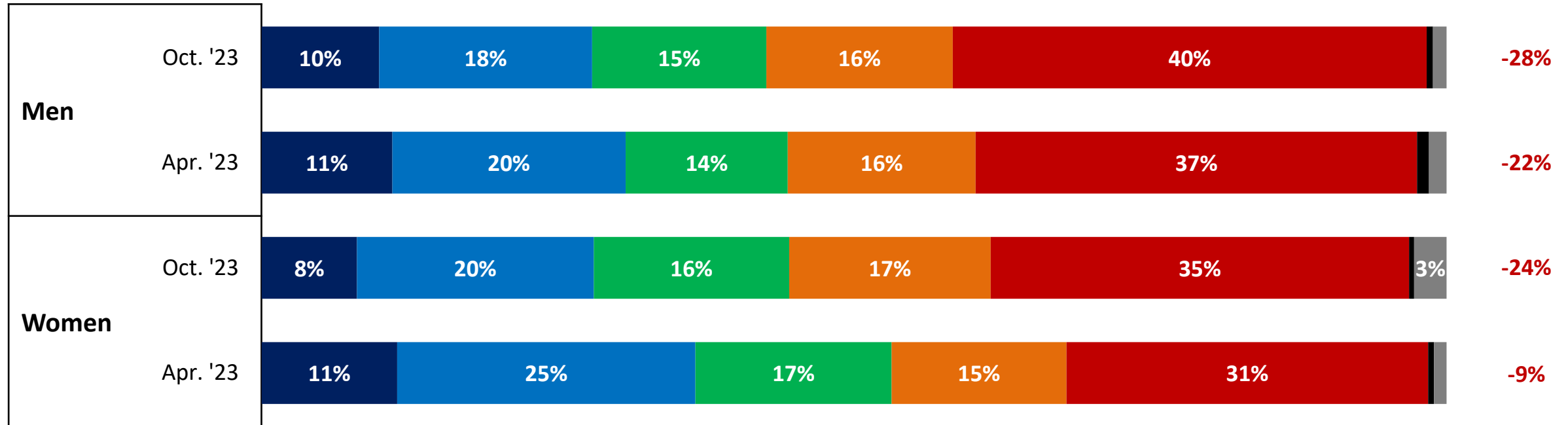
- ■ Very favourable
- ■ Somewhat favourable
- ■ Neither favourable nor unfavourable
- ■ Somewhat unfavourable
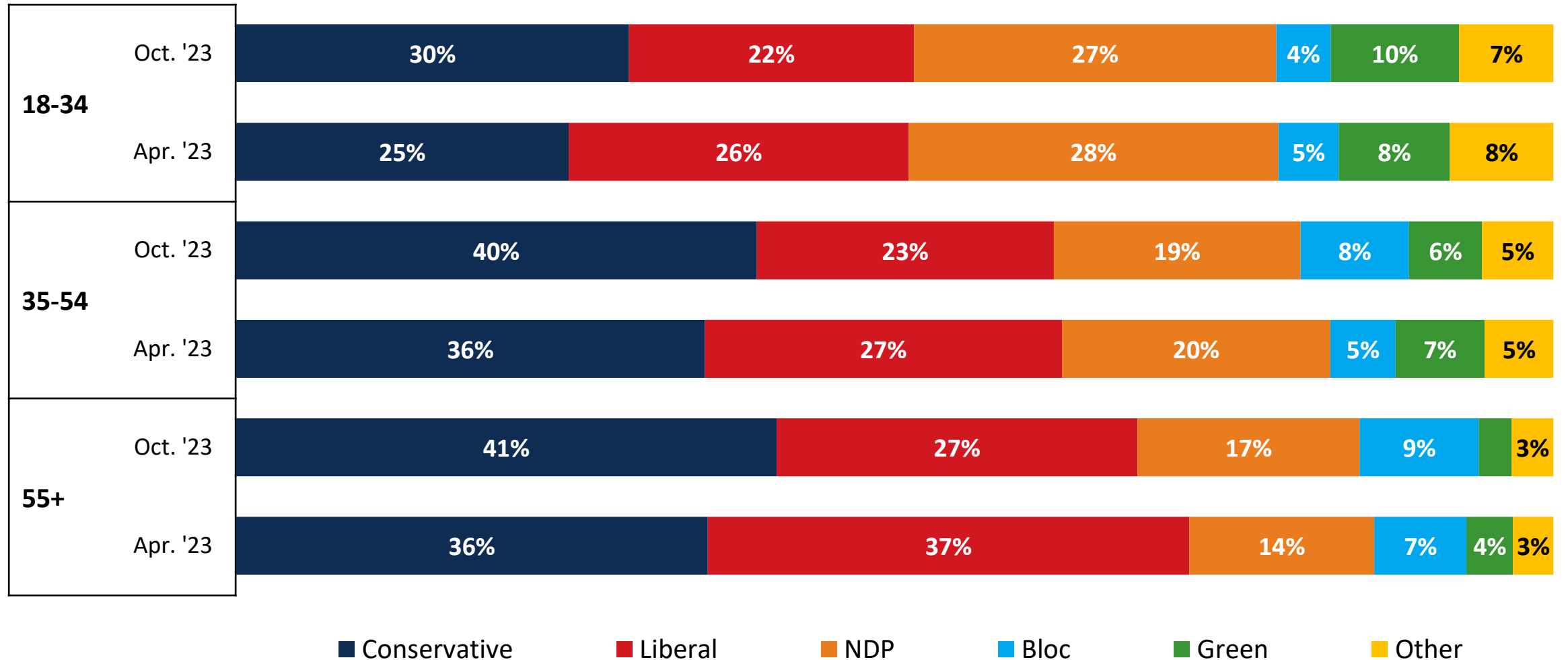- ■ Very unfavourable
- ■ Do not recognize
- ■ Don't know

Pierre Poilievre Favourability by Gender:

Poilievre's net favourability has increased among both genders, now positive among men

Q Leader Favourability:
[asked of all respondents]

Pierre Poilievre

Net Favourable

Men

Oct. '23 | 21% | 21% | 16% | 10% | 23% | 4% | 4% → **+8%**

Apr. '23 | 16% | 18% | 20% | 11% | 26% | 6% | 4% → **-3%**

Women

Oct. '23 | 14% | 18% | 19% | 10% | 21% | 10% | 9% → **0%**

Apr. '23 | 11% | 13% | 18% | 10% | 26% | 14% | 8% → **-13%**

Gender

- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
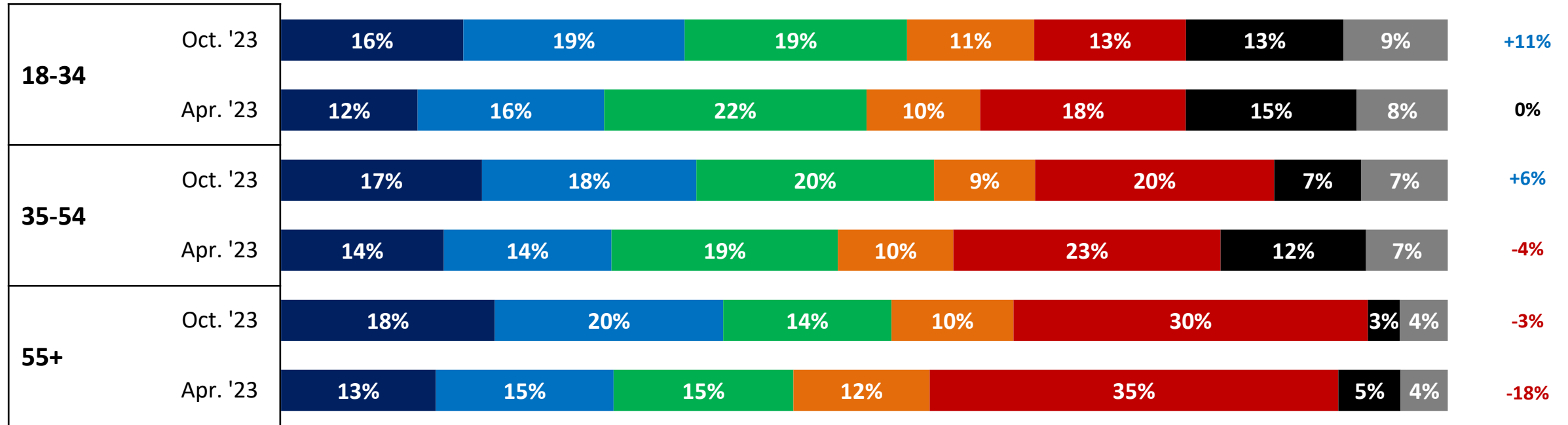- Very unfavourable
- Do not recognize
- Don't know

Change in Key Segments: Value Clusters

Federal Decided Vote by Value Clusters:
All segments see an increase in Conservative vote intention

Q Federal Decided Vote:
[asked of decided voters only]

Value Clusters

Cluster	Period	Conservative	Liberal	NDP	Bloc	Green	Other
Populist Conservatives	Oct. '23	73%	8%	5%	6%		5%
	Apr. '23	69%	15%	5%			6%
Deferential Conservatives	Oct. '23	45%	22%	10%	17%	5%	
	Apr. '23	43%	30%	11%	8%	4%	4%
Business Liberals	Oct. '23	34%	28%	21%	8%	4%	5%
	Apr. '23	30%	35%	17%	8%	4%	5%
Left Liberals	Oct. '23	30%	28%	23%	6%	7%	6%
	Apr. '23	27%	37%	22%	3%	6%	4%
Core Left	Oct. '23	20%	28%	35%	5%	7%	6%
	Apr. '23	15%	31%	36%	6%	9%	3%
Pay-as-you-go Moderates	Oct. '23	39%	25%	18%	7%	6%	5%
	Apr. '23	34%	28%	17%	6%	8%	8%

Legend: Conservative, Liberal, NDP, Bloc, Green, Other

Time for Change by Value Clusters:

Every value cluster is now more likely to be Hostile than they were in April

Q Time for Change Segmentation:
[asked of all respondents]
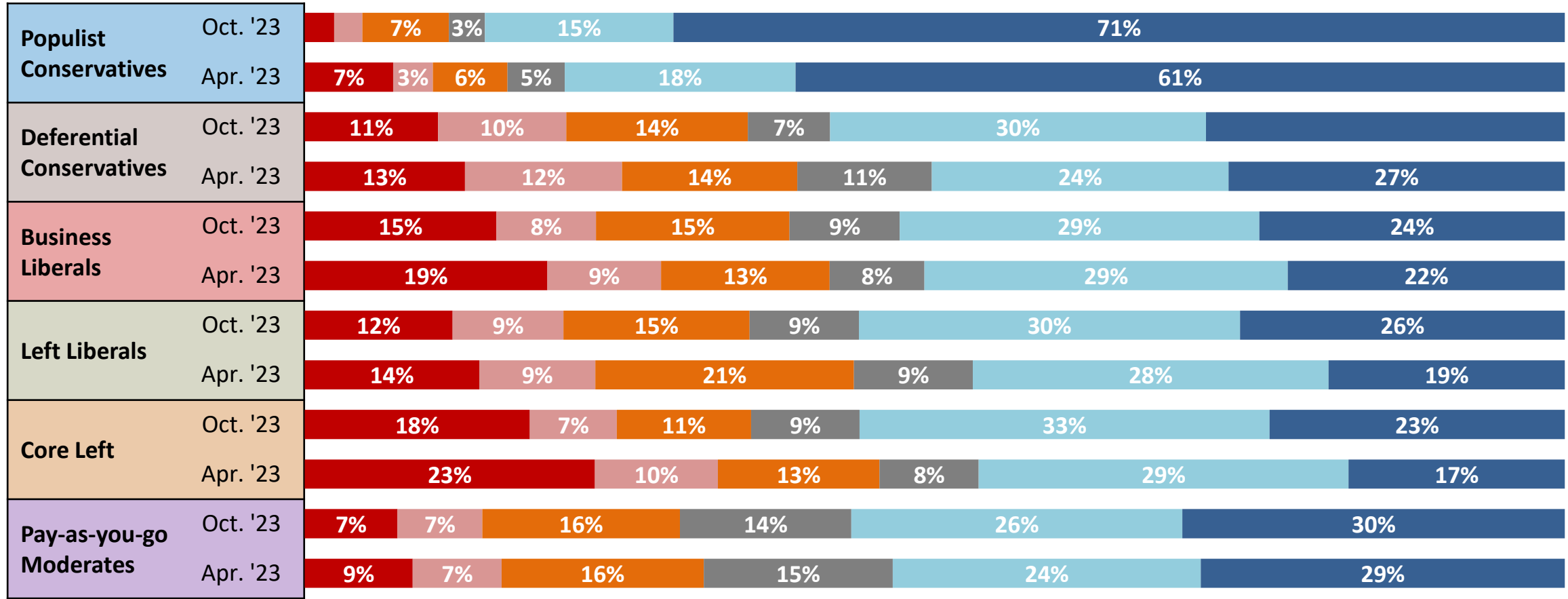
Value Clusters		Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
Populist Conservatives	Oct. '23			7%	3%	15%	71%
	Apr. '23	7%	3%	6%	5%	18%	61%
Deferential Conservatives	Oct. '23	11%	10%	14%	7%	30%	
	Apr. '23	13%	12%	14%	11%	24%	27%
Business Liberals	Oct. '23	15%	8%	15%	9%	29%	24%
	Apr. '23	19%	9%	13%	8%	29%	22%
Left Liberals	Oct. '23	12%	9%	15%	9%	30%	26%
	Apr. '23	14%	9%	21%	9%	28%	19%
Core Left	Oct. '23	18%	7%	11%	9%	33%	23%
	Apr. '23	23%	10%	13%	8%	29%	17%
Pay-as-you-go Moderates	Oct. '23	7%	7%	16%	14%	26%	30%
	Apr. '23	9%	7%	16%	15%	24%	29%

Legend: ■ Core LPC ■ Soft LPC ■ Time for Change ■ Uncertain ■ Soft anti-LPC ■ Hostile

Justin Trudeau Favourability by Value Clusters:

Trudeau's net favourability has decreased among Liberal segments

Q Leader Favourability:
[asked of all respondents]

Justin Trudeau

Net Favourable

Value Clusters

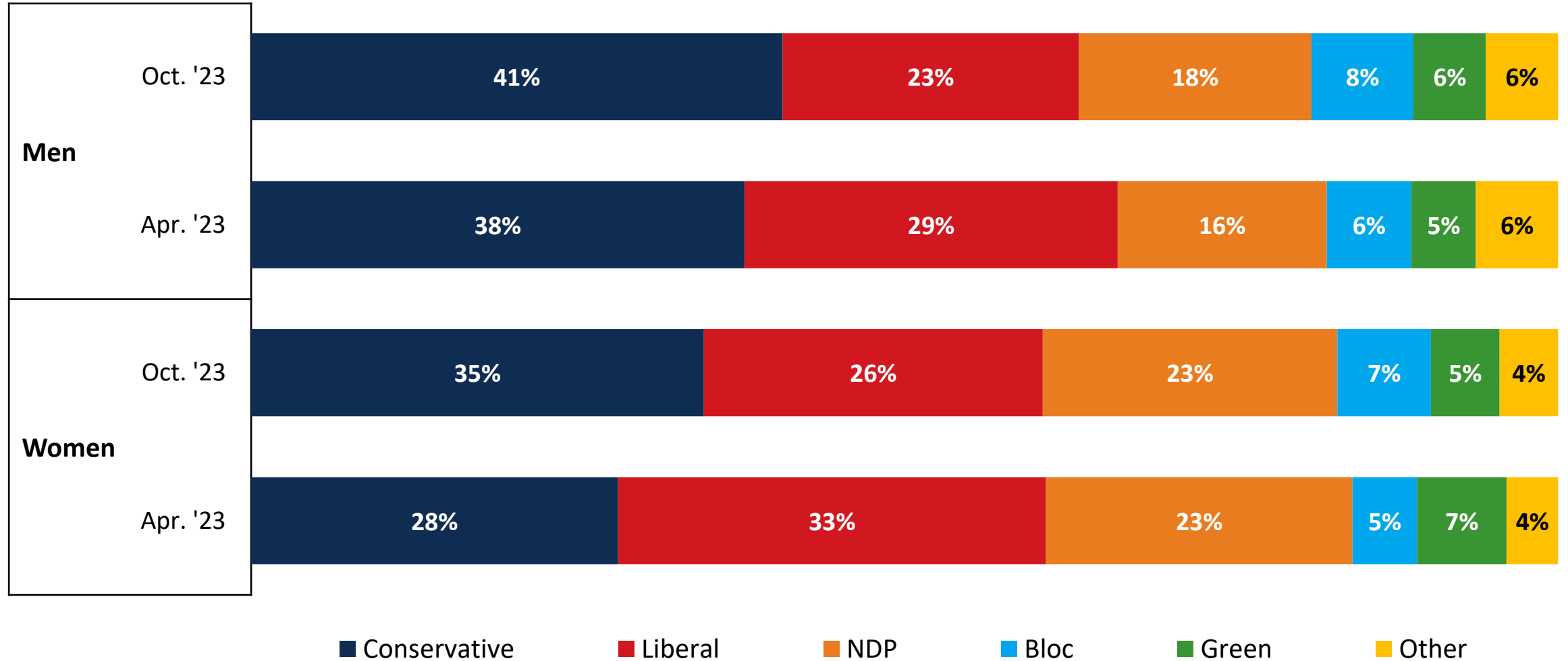| Cluster	Date	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know	Net Favourable
Populist Conservatives	Oct. '23	3%	6%	5%	10%	75%		-76%
	Apr. '23	5%	10%	8%	10%	67%		-61%
Deferential Conservatives	Oct. '23	9%	19%	18%	19%	34%		-26%
	Apr. '23	10%	21%	15%	17%	36%		-23%
Business Liberals	Oct. '23	13%	23%	17%	17%	29%		-10%
	Apr. '23	15%	27%	15%	15%	27%		0%
Left Liberals	Oct. '23	8%	20%	18%	18%	34%		-23%
	Apr. '23	11%	24%	18%	19%	26%		-10%
Core Left	Oct. '23	9%	26%	18%	16%	29%		-10%
	Apr. '23	12%	29%	16%	18%	23%		0%
Pay-as-you-go Moderates	Oct. '23	9%	15%	15%	16%	38%	6%	-30%
	Apr. '23	11%	16%	16%	13%	39%	4%	-25%
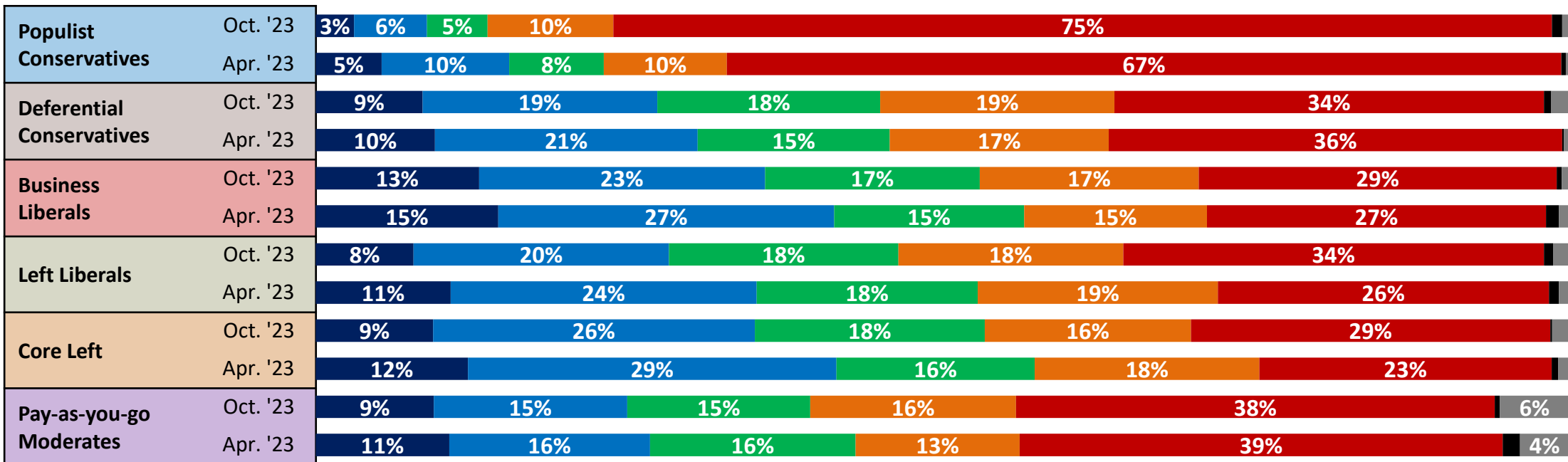
- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Do not recognize
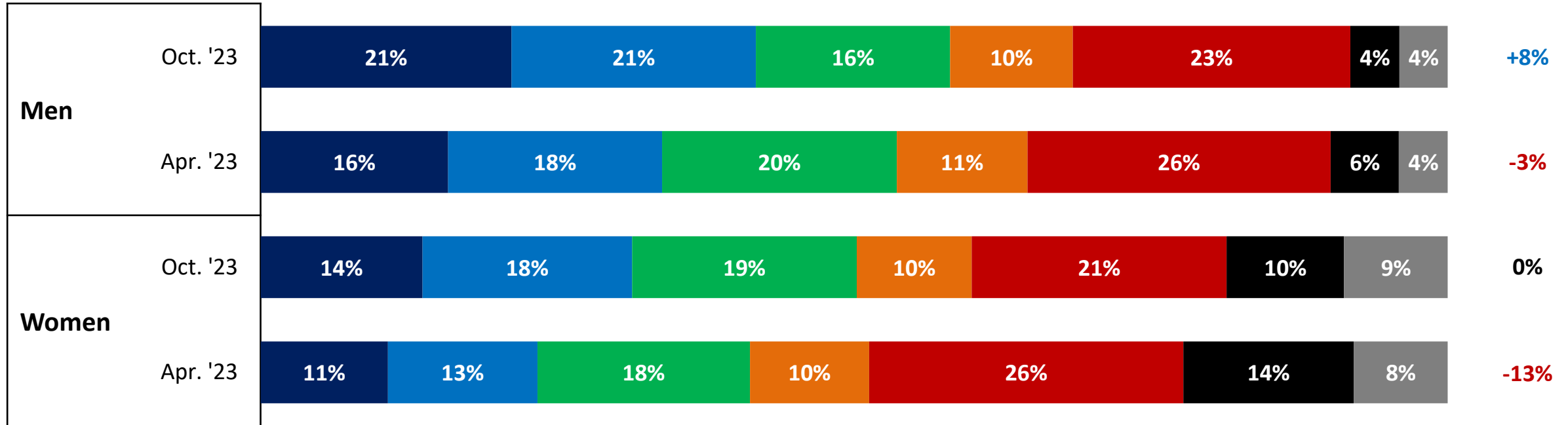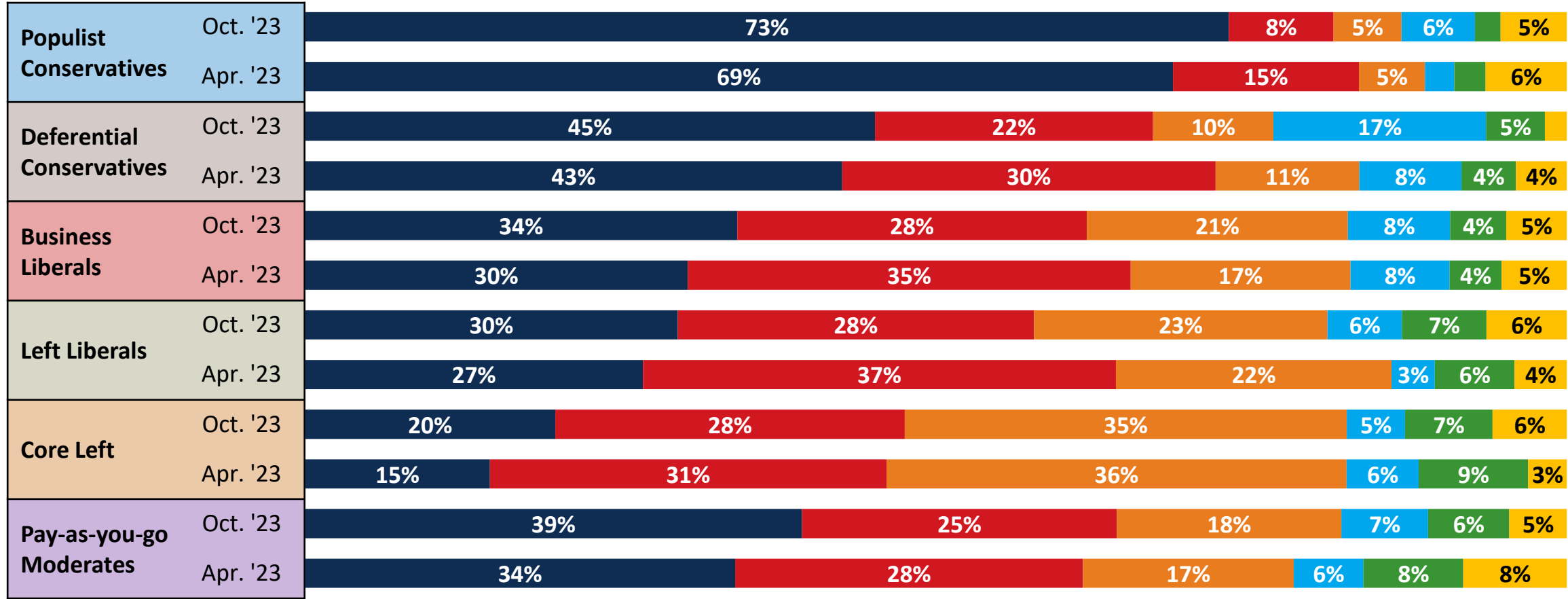- Don't know

Pierre Poilievre Favourability by Value Clusters:

Poilievre's net favourability up by 12 points among Core Left

Q Leader Favourability:
[asked of all respondents]

Pierre Poilievre

Net Favourable

Value Clusters								Net Favourable
Populist Conservatives	Oct. '23	42%	28%	13%	5%	8%	4%	+57%
	Apr. '23	34%	23%	17%	10%	9%	5% 3%	+39%
Deferential Conservatives	Oct. '23	19%	21%	20%	10%	20%	5% 5%	+10%
	Apr. '23	13%	19%	22%	16%	21%	7% 3%	-5%
Business Liberals	Oct. '23	15%	23%	18%	11%	21%	8% 4%	+6%
	Apr. '23	12%	16%	22%	11%	21%	11% 6%	-4%
Left Liberals	Oct. '23	12%	17%	18%	11%	22%	9% 10%	-3%
	Apr. '23	7%	15%	19%	13%	27%	12% 6%	-17%
Core Left	Oct. '23	6%	13%	14%	11%	43%	8% 5%	-34%
	Apr. '23	4%	7%	14%	9%	48%	12% 6%	-46%
Pay-as-you-go Moderates	Oct. '23	18%	17%	22%	11%	16%	7% 10%	+9%
	Apr. '23	16%	16%	19%	8%	20%	11% 11%	+4%

Legend:
- ■ Very favourable
- ■ Somewhat favourable
- ■ Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Do not recognize
- ■ Don't know
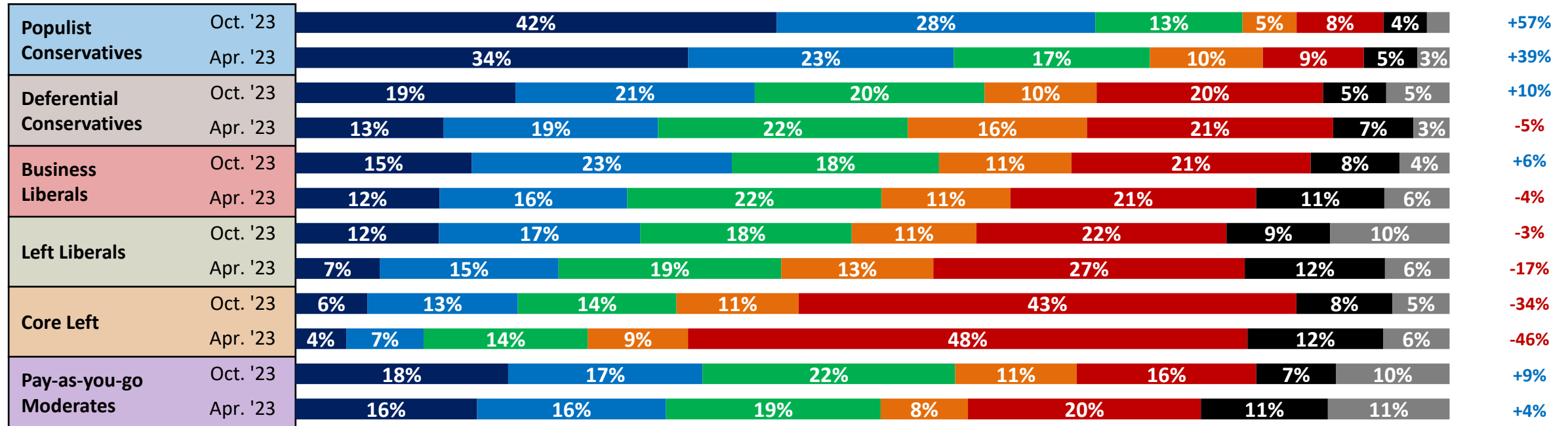
Change in Key Segments:
Economic Gap

Federal Decided Vote by Economic Gap:

Liberal vote intention down among all segments, but most among Achievers

Q Federal Decided Vote:
[asked of decided voters only]

Economic Gap

Achievers

| Oct. '23 | Conservative 43% | Liberal 27% | NDP 13% | Bloc 9% | Green 4% | Other 4% |
| Apr. '23 | Conservative 37% | Liberal 37% | NDP 13% | Bloc 6% | Green 3% | Other 4% |

Strugglers

| Oct. '23 | Conservative 41% | Liberal 23% | NDP 16% | Bloc 10% | Green 5% | Other 6% |
| Apr. '23 | Conservative 37% | Liberal 30% | NDP 15% | Bloc 7% | Green 5% | Other 6% |

Ambivalent

| Oct. '23 | Conservative 35% | Liberal 25% | NDP 22% | Bloc 6% | Green 8% | Other 4% |
| Apr. '23 | Conservative 29% | Liberal 27% | NDP 22% | Bloc 7% | Green 7% | Other 7% |

Alienated

| Oct. '23 | Conservative 31% | Liberal 23% | NDP 31% | Bloc 4% | Green 6% | Other 5% |
| Apr. '23 | Conservative 26% | Liberal 27% | NDP 32% | Green 9% | Other 4% |

■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other

Time for Change by Economic Gap:

Every Economic Gap segment is now more likely to be Hostile than in April

Q Time for Change Segmentation:
[asked of all respondents]

Economic Gap

Achievers

	Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
Oct. '23	17%	9%	9%	8%	23%	35%
Apr. '23	23%	8%	10%	8%	25%	26%

Strugglers

	Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
Oct. '23	9%	6%	21%	6%	26%	32%
Apr. '23	12%	10%	22%	7%	22%	28%

Ambivalent

	Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
Oct. '23	9%	6%	10%	17%	30%	27%
Apr. '23	10%	9%	11%	19%	27%	24%

Alienated

	Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
Oct. '23	12%	7%	10%	6%	32%	33%
Apr. '23	17%	8%	10%	5%	32%	28%

Legend: ■ Core LPC ■ Soft LPC ■ Time for Change ■ Uncertain ■ Soft anti-LPC ■ Hostile

Justin Trudeau Favourability by Value Clusters:

Trudeau's net favourability has decreased by 13 points among Achievers

Q Leader Favourability: [asked of all respondents]

Justin Trudeau

Net Favourable

Economic Gap

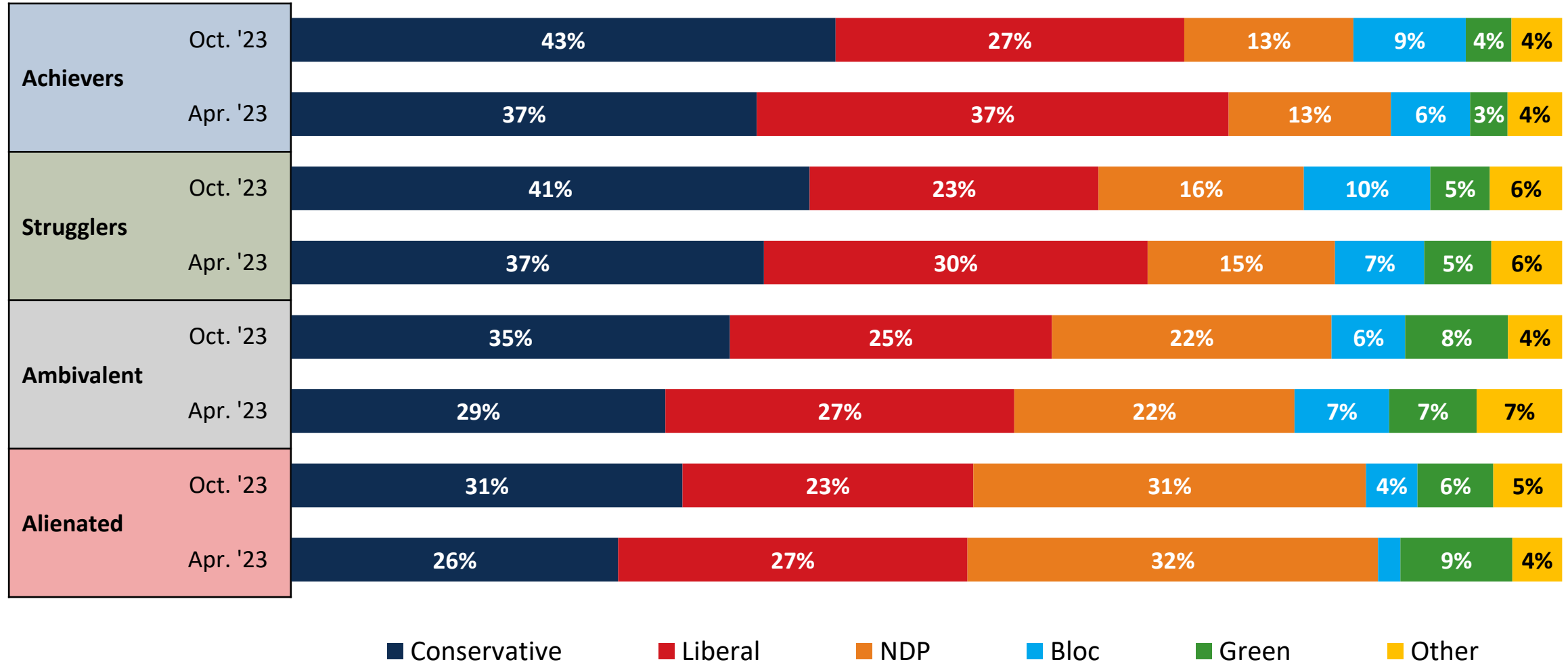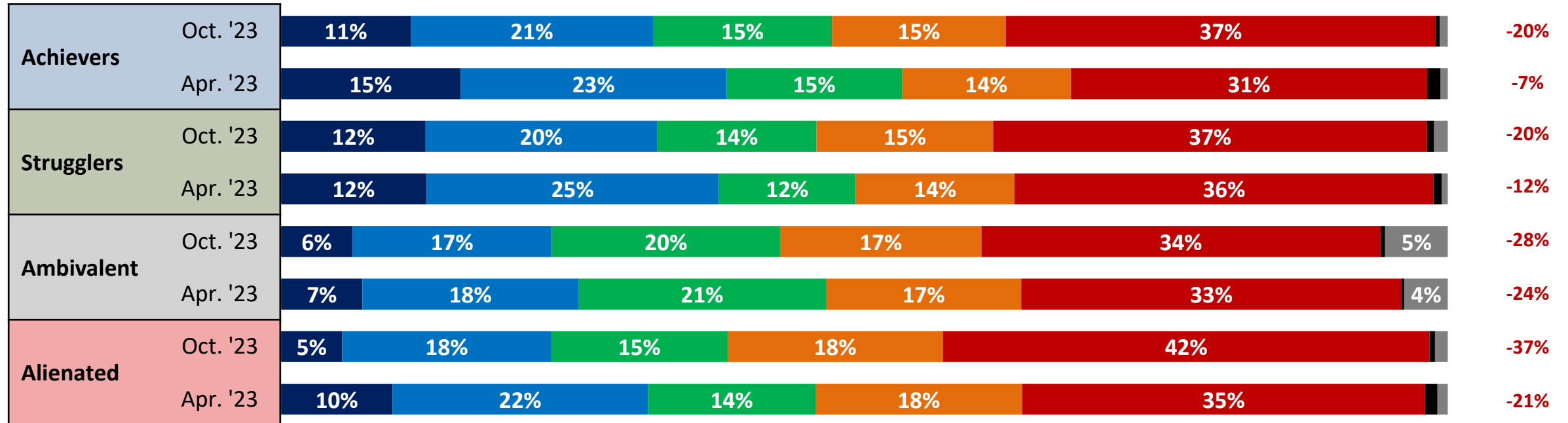| Cluster	Period	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know	Net Favourable
Achievers	Oct. '23	11%	21%	15%	15%	37%		-20%
	Apr. '23	15%	23%	15%	14%	31%		-7%
Strugglers	Oct. '23	12%	20%	14%	15%	37%		-20%
	Apr. '23	12%	25%	12%	14%	36%		-12%
Ambivalent	Oct. '23	6%	17%	20%	17%	34%	5%	-28%
	Apr. '23	7%	18%	21%	17%	33%	4%	-24%
Alienated	Oct. '23	5%	18%	15%	18%	42%		-37%
	Apr. '23	10%	22%	14%	18%	35%		-21%

- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Do not recognize
- Don't know

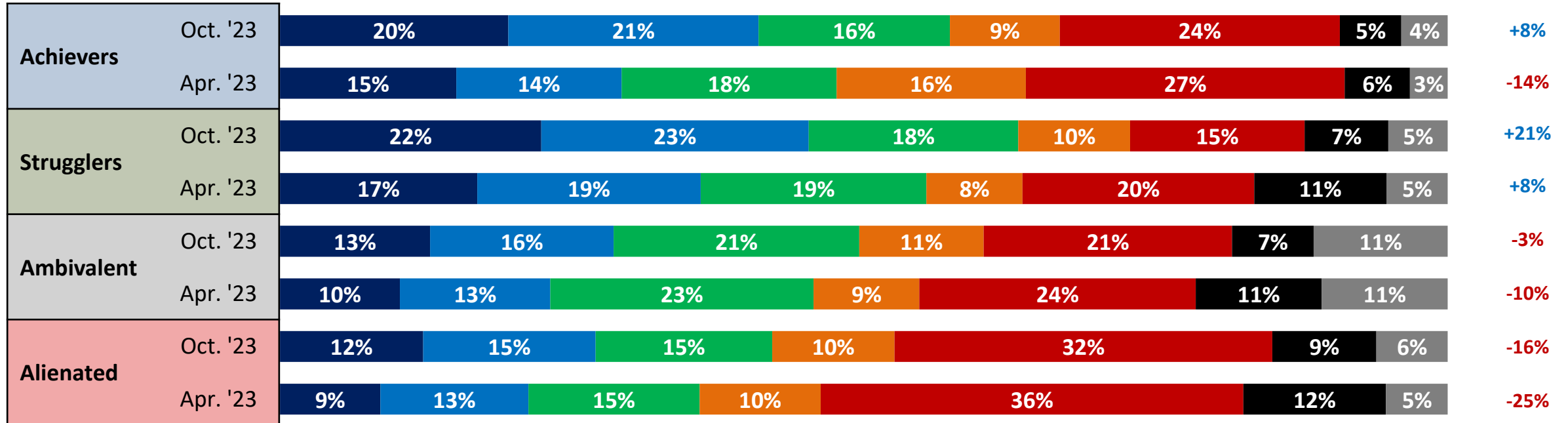# Pierre Poilievre Favourability by Value Clusters:

Poilievre's net favourability highest among Strugglers, up 13 points since April

Q Leader Favourability:
[asked of all respondents]

Pierre Poilievre

Net Favourable

Economic Gap

Cluster	Date		Net
Achievers	Oct. '23	20% / 21% / 16% / 9% / 24% / 5% / 4%	+8%
	Apr. '23	15% / 14% / 18% / 16% / 27% / 6% / 3%	-14%
Strugglers	Oct. '23	22% / 23% / 18% / 10% / 15% / 7% / 5%	+21%
	Apr. '23	17% / 19% / 19% / 8% / 20% / 11% / 5%	+8%
Ambivalent	Oct. '23	13% / 16% / 21% / 11% / 21% / 7% / 11%	-3%
	Apr. '23	10% / 13% / 23% / 9% / 24% / 11% / 11%	-10%
Alienated	Oct. '23	12% / 15% / 15% / 10% / 32% / 9% / 6%	-16%
	Apr. '23	9% / 13% / 15% / 10% / 36% / 12% / 5%	-25%

- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
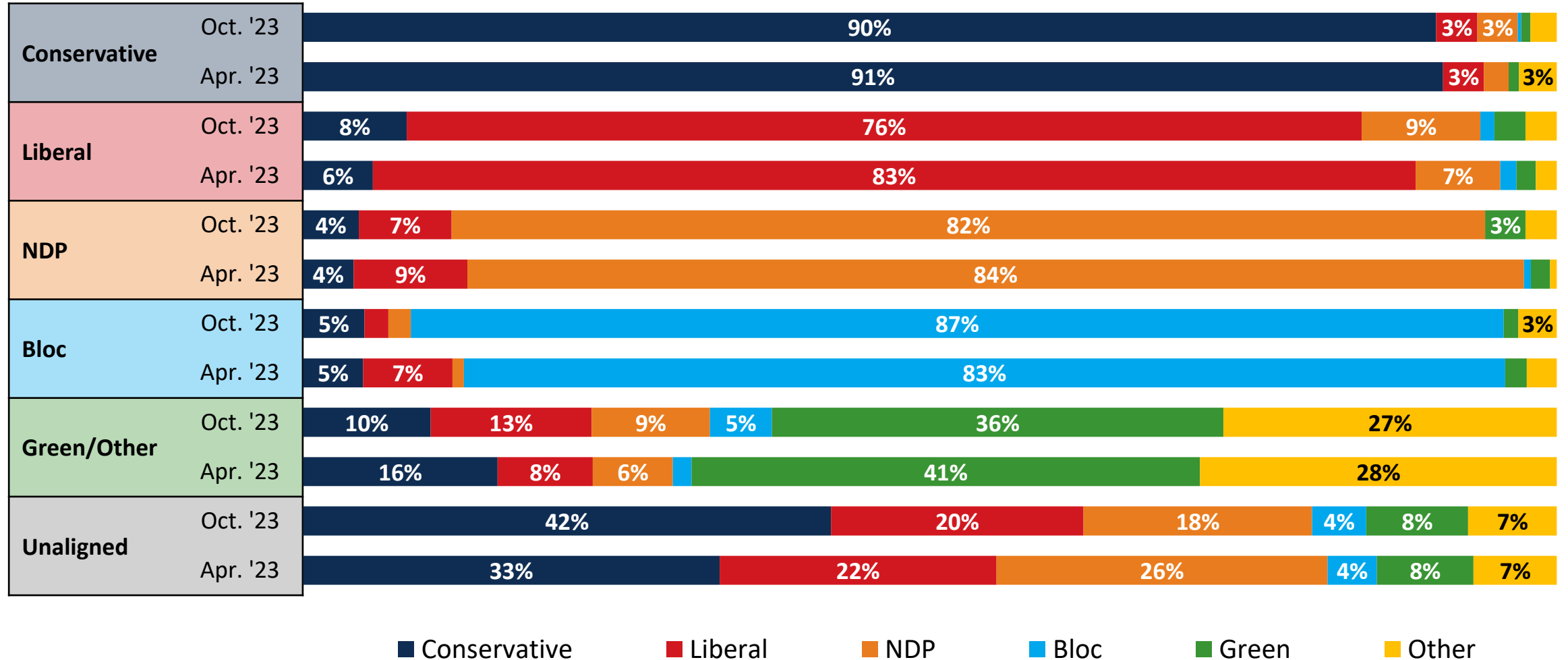- Do not recognize
- Don't know

Change in Key Segments: Party ID

Federal Decided Vote by Party ID:

Conservatives still rally their base more successfully than Liberals or NDP
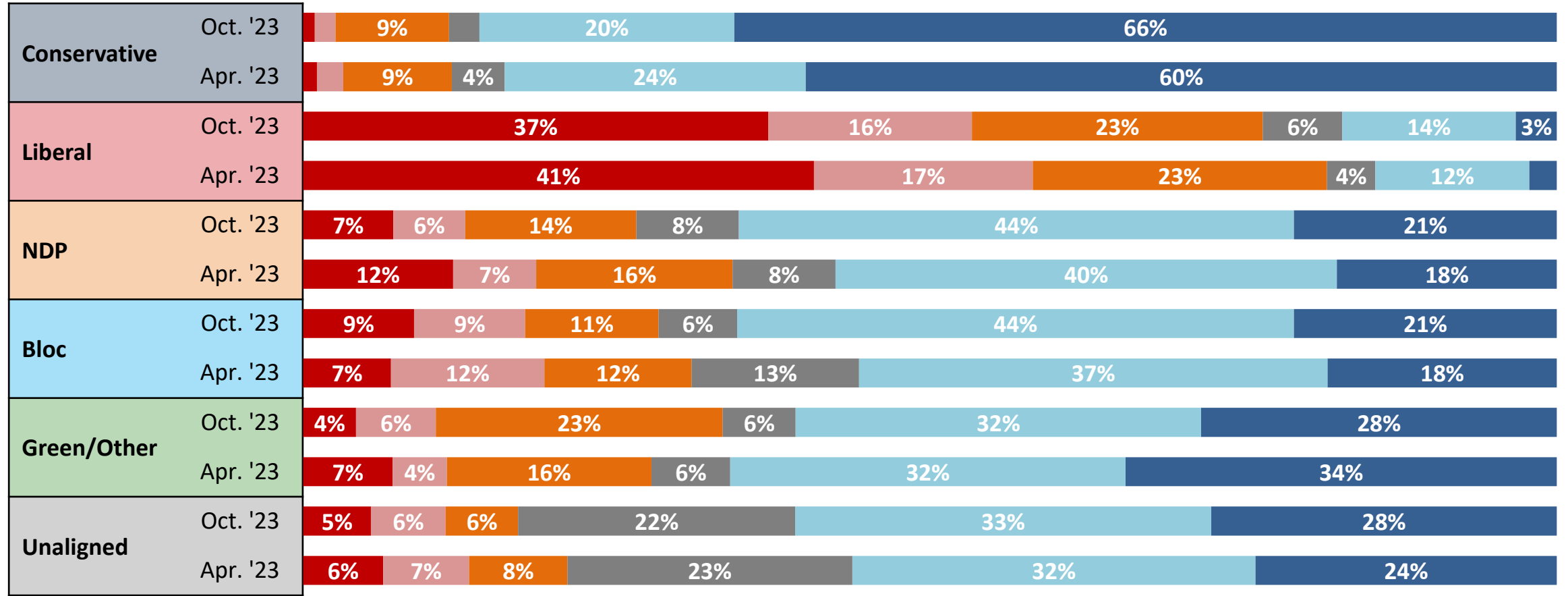
Q Federal Decided Vote:
[asked of decided voters only]

Party ID

Party ID		Conservative	Liberal	NDP	Bloc	Green	Other
Conservative	Oct. '23	90%	3%	3%			
	Apr. '23	91%	3%				3%
Liberal	Oct. '23	8%	76%	9%			
	Apr. '23	6%	83%	7%			
NDP	Oct. '23	4%	7%	82%		3%	
	Apr. '23	4%	9%	84%			
Bloc	Oct. '23	5%			87%		3%
	Apr. '23	5%	7%		83%		
Green/Other	Oct. '23	10%	13%	9%	5%	36%	27%
	Apr. '23	16%	8%	6%		41%	28%
Unaligned	Oct. '23	42%	20%	18%	4%	8%	7%
	Apr. '23	33%	22%	26%	4%	8%	7%

■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other

Time for Change by Party ID:

Conservatives now less likely to be Soft anti-LPC and more likely to be Hostile

Q Time for Change Segmentation:
[asked of all respondents]

| Party ID		Core LPC	Soft LPC	Time for Change	Uncertain	Soft anti-LPC	Hostile
Conservative	Oct. '23			9%		20%	66%
	Apr. '23			9%	4%	24%	60%
Liberal	Oct. '23	37%	16%	23%	6%	14%	3%
	Apr. '23	41%	17%	23%	4%	12%	
NDP	Oct. '23	7%	6%	14%	8%	44%	21%
	Apr. '23	12%	7%	16%	8%	40%	18%
Bloc	Oct. '23	9%	9%	11%	6%	44%	21%
	Apr. '23	7%	12%	12%	13%	37%	18%
Green/Other	Oct. '23	4%	6%	23%	6%	32%	28%
	Apr. '23	7%	4%	16%	6%	32%	34%
Unaligned	Oct. '23	5%	6%	6%	22%	33%	28%
	Apr. '23	6%	7%	8%	23%	32%	24%

Legend: ■ Core LPC ■ Soft LPC ■ Time for Change ■ Uncertain ■ Soft anti-LPC ■ Hostile

Justin Trudeau Favourability by Party ID:

Trudeau's net favourability down among all segments, including Liberals
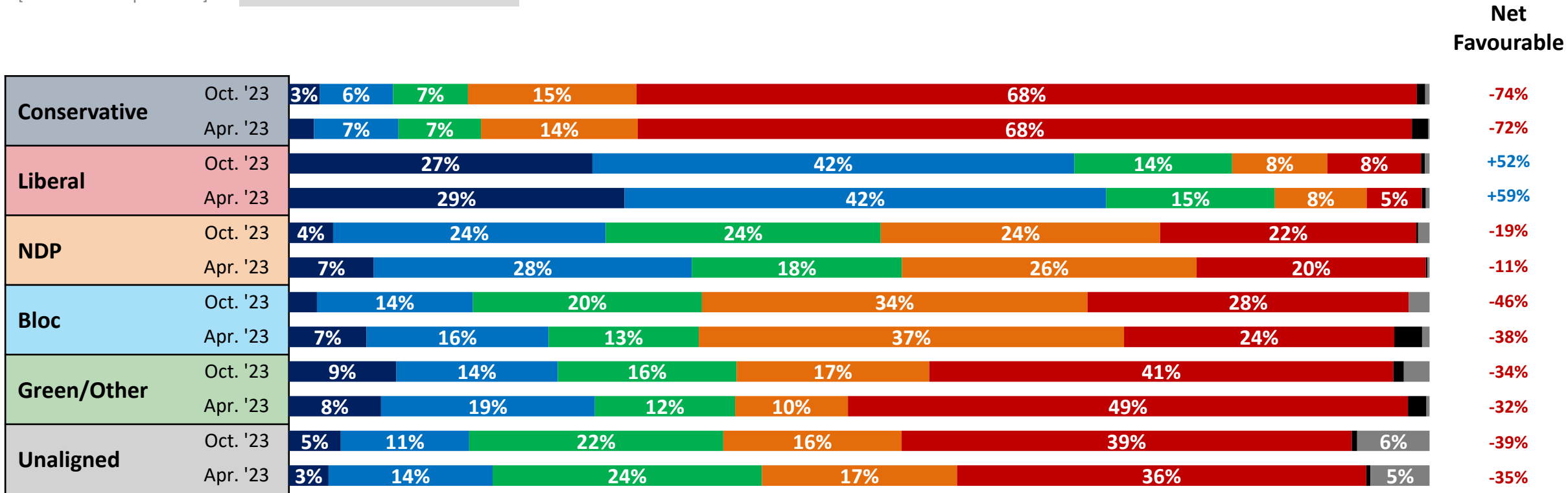
Q Leader Favourability:
[asked of all respondents]

Justin Trudeau

Net Favourable

Party ID

		Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourable
Conservative	Oct. '23	3%	6%	7%	15%	68%			-74%
	Apr. '23		7%	7%	14%	68%			-72%
Liberal	Oct. '23	27%	42%	14%	8%	8%			+52%
	Apr. '23	29%	42%	15%	8%	5%			+59%
NDP	Oct. '23	4%	24%	24%	24%	22%			-19%
	Apr. '23	7%	28%	18%	26%	20%			-11%
Bloc	Oct. '23		14%	20%	34%	28%			-46%
	Apr. '23	7%	16%	13%	37%	24%			-38%
Green/Other	Oct. '23	9%	14%	16%	17%	41%			-34%
	Apr. '23	8%	19%	12%	10%	49%			-32%
Unaligned	Oct. '23	5%	11%	22%	16%	39%		6%	-39%
	Apr. '23	3%	14%	24%	17%	36%		5%	-35%

Legend:
- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Do not recognize
- Don't know

Pierre Poilievre Favourability by Party ID:

Poilievre's net favourability positive among Conservatives and Green/Other, up by 5 points among Liberals

Q Leader Favourability:
[asked of all respondents]

Pierre Poilievre

Net Favourable

Party ID

Party ID		Net Favourable
Conservative	Oct. '23 — 45% Very favourable, 31% Somewhat favourable, 12% Neither, 4% Somewhat unfavourable, 3% Very unfavourable, 3% Do not recognize	**+70%**
	Apr. '23 — 40%, 31%, 13%, 5%, 4%, 5%, 3%	**+61%**
Liberal	Oct. '23 — 5%, 14%, 17%, 14%, 42%, 5%, 4%	**-36%**
	Apr. '23 — 4%, 10%, 19%, 13%, 41%, 8%, 4%	**-41%**
NDP	Oct. '23 — 3%, 12%, 18%, 13%, 39%, 10%, 5%	**-37%**
	Apr. '23 — 3%, 8%, 15%, 11%, 46%, 13%, 5%	**-46%**
Bloc	Oct. '23 — 3%, 14%, 21%, 16%, 31%, 9%, 6%	**-30%**
	Apr. '23 — 4%, 10%, 32%, 15%, 29%, 9%	**-30%**
Green/Other	Oct. '23 — 13%, 19%, 25%, 13%, 16%, 7%, 7%	**+3%**
	Apr. '23 — 11%, 17%, 19%, 13%, 28%, 9%, 3%	**-13%**
Unaligned	Oct. '23 — 7%, 15%, 23%, 9%, 17%, 13%, 16%	**-3%**
	Apr. '23 — 4%, 10%, 25%, 10%, 19%, 17%, 14%	**-16%**
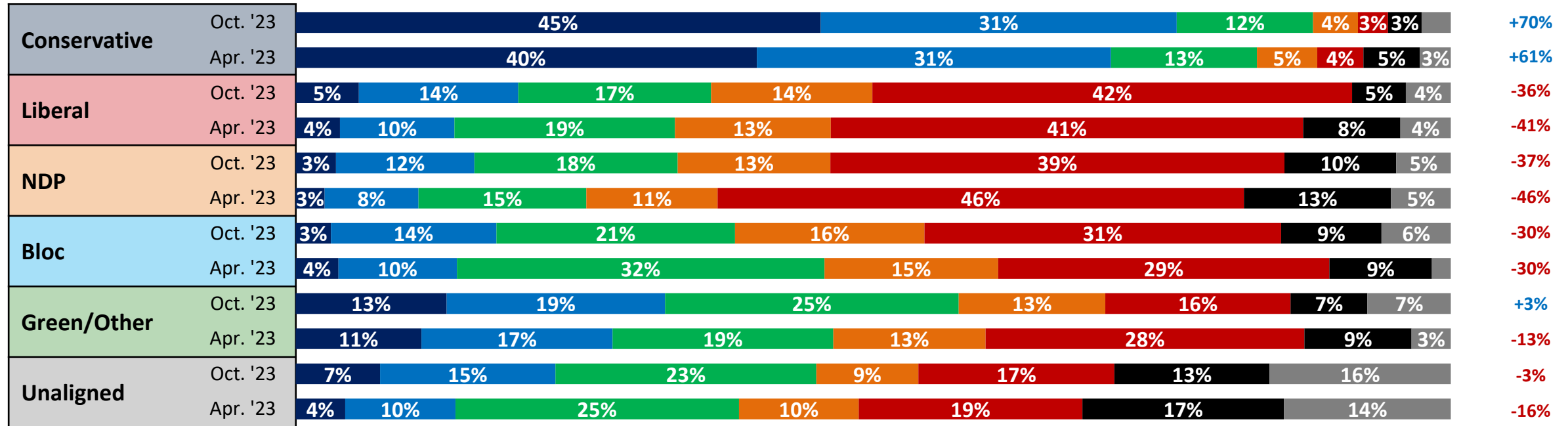
Legend:
- ■ Very favourable
- ■ Somewhat favourable
- ■ Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Do not recognize
- ■ Don't know

Federal Seat Clusters

Methodology

In Canada, we count seats, not votes. Similar to American Presidential elections, you can win the popular vote but lose the election. In fact, this happened to Justin Trudeau's father in 1979.

Analysts typically address this issue by examining seats regionally. However, seats within the same region can move differently. This release aims to provide a more nuanced understanding of the seat-by-seat contest. Our analysis involves:

1. An analysis of federal electoral districts ("seats") grouped into 12 clusters based on:
   - A combination of which parties are most competitive in those seats across the last 3 elections, and
   - Key regional breaks that influence the party system in Canada.
2. April '23 and October '23 national surveys that include federal votes, with a sample size of 2,000 (unweighted 3,680) for April and 3,500 (unweighted 5,974) for October.

In each survey, we collect respondents' postal codes, allowing us to assign them to ridings and group their responses accordingly.

The following slides present the output of our analysis, summarizing the October and April '23 federal vote intentions in these clusters compared to the past four elections.

Note: Green/Other seat cluster is not reported due to small sample size.

Overview

In Canadian elections, we count *seats* not *votes*.

For this analysis, seats have been grouped into **clusters**, with a focus on similarities in historical party success and regional characteristics within each cluster.

These seat clusters can help us better understand shifts in party support within ridings that have traditionally exhibited similar voting patterns. Each cluster is listed on the right with the sample size of respondents from that cluster.

The core analysis guiding these groupings relies on the election results in each seat over the past three elections. This approach provides insight into the potential range of outcomes in each seat based on recent electoral history.

The analysis further distinguishes "Strong" seats, indicating those consistently won by a margin greater than 10%. Additionally, specific criteria for each party and geographical factors are taken into account to refine the distinctions within each cluster.

You can read more about the methodology [here](#).

Seat Clusters	Seats	Weighted Sample Size (Apr. '23)	Weighted Sample Size (Oct. '23)
CPC Strong (Non-Prairies)	37	209	344
CPC Strong (Prairies)	44	209	371
CPC-LPC Swing (Non-Ontario)	31	124	232
CPC-LPC Swing (Ontario)	30	171	242
CPC-to-LPC Defector	34	177	366
LPC Strong	42	238	376
Consistent NDP	29	178	297
Swing NDP	28	136	261
Montreal BQ-LPC Swing	22	94	204
Regions BQ-LPC Swing	25	110	223
Capitale-Nationale + Chaudière-Appalaches	13	67	110
Green/Other	3	Too small to report on	Too small to report on

Federal Decided Vote by Seat Clusters (Apr. '23):
Liberals lead CPC-to-LPC Defector cluster by 4 points and LPC Strong cluster by 20 points
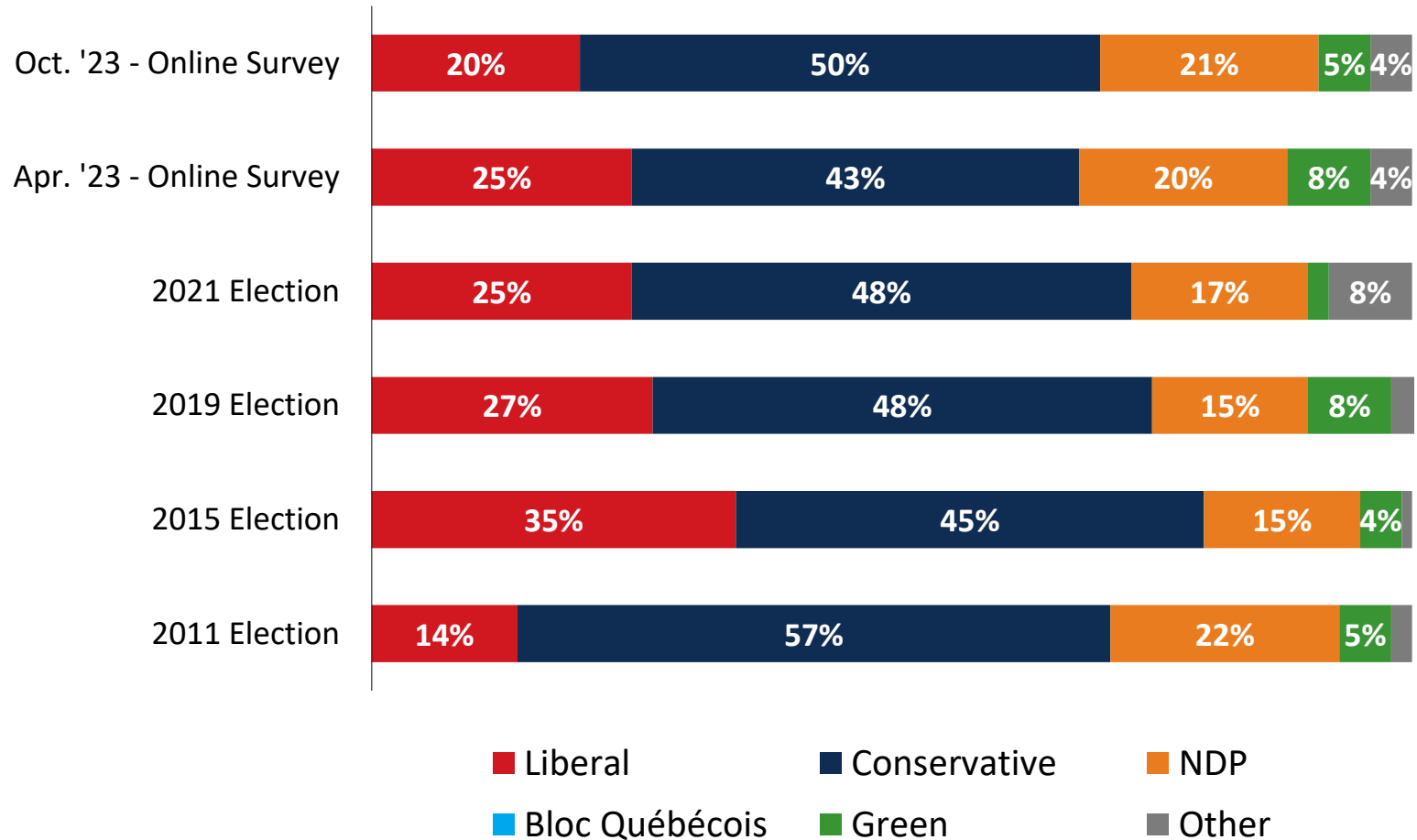
Federal Seat Clusters

Apr. '23	Total	CPC Strong Non-Prairies	CPC Strong Prairies	CPC-LPC Swing Non-Ontario	CPC-LPC Swing Ontario	CPC-to-LPC Defector	LPC Strong	Consistent NDP	Swing NDP	Montreal BQ-LPC Swing	Regions BQ-LPC Swing	Capitale-Nationale + Chaudière-Appalaches
	n=1,728	n=209	n=209	n=124	n=171	n=177	n=238	n=178	n=136	n=94	n=110	n=67
Conservative	33%	43%	55%	40%	34%	33%	25%	21%	27%	9%	23%	33%
Liberal	30%	25%	17%	27%	36%	37%	45%	24%	31%	37%	26%	28%
NDP	20%	20%	20%	25%	17%	16%	19%	31%	28%	17%	9%	8%
Bloc	6%	0%	0%	0%	0%	0%	1%	13%	0%	27%	29%	21%
Green	6%	8%	3%	4%	8%	10%	6%	6%	6%	6%	3%	4%
Other	5%	4%	6%	4%	5%	4%	3%	5%	7%	3%	10%	7%

Decided Vote

Federal Decided Vote by Seat Clusters (Oct. '23):
Conservatives lead CPC-to-LPC Defector cluster by 10 points and are within 3 points in LPC Strong cluster

Federal Seat Clusters

Oct. '23	Total	CPC Strong Non-Prairies	CPC Strong Prairies	CPC-LPC Swing Non-Ontario	CPC-LPC Swing Ontario	CPC-to-LPC Defector	LPC Strong	Consistent NDP	Swing NDP	Montreal BQ-LPC Swing	Regions BQ-LPC Swing	Capitale-Nationale + Chaudière-Appalaches
	n=3,059	n=344	n=371	n=232	n=242	n=366	n=376	n=297	n=261	n=204	n=223	n=110
Conservative	**38%**	50%	60%	42%	40%	38%	32%	30%	33%	14%	23%	36%
Liberal	**24%**	20%	13%	24%	30%	28%	35%	26%	24%	27%	17%	21%
NDP	**20%**	21%	20%	22%	17%	21%	21%	28%	31%	12%	9%	8%
Bloc	**7%**	0%	0%	0%	0%	0%	1%	9%	0%	37%	41%	28%
Green	**5%**	5%	4%	7%	8%	8%	5%	5%	4%	4%	4%	3%
Other	**5%**	4%	4%	5%	5%	5%	6%	2%	7%	6%	6%	4%

Decided Vote

CPC Strong (Non-Prairies):
CPC intention is up 7 points from April, while Liberal intention is down 5

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

CPC Strong (Non-Prairies)

Survey/Election	Liberal	Conservative	NDP	Green	Other
Oct. '23 - Online Survey	20%	50%	21%	5%	4%
Apr. '23 - Online Survey	25%	43%	20%	8%	4%
2021 Election	25%	48%	17%		8%
2019 Election	27%	48%	15%	8%	
2015 Election	35%	45%	15%	4%	
2011 Election	14%	57%	22%	5%	

Legend: ■ Liberal ■ Conservative ■ NDP ■ Bloc Québécois ■ Green ■ Other

Consistently very safe Conservative seats outside the Prairies across the last three elections.

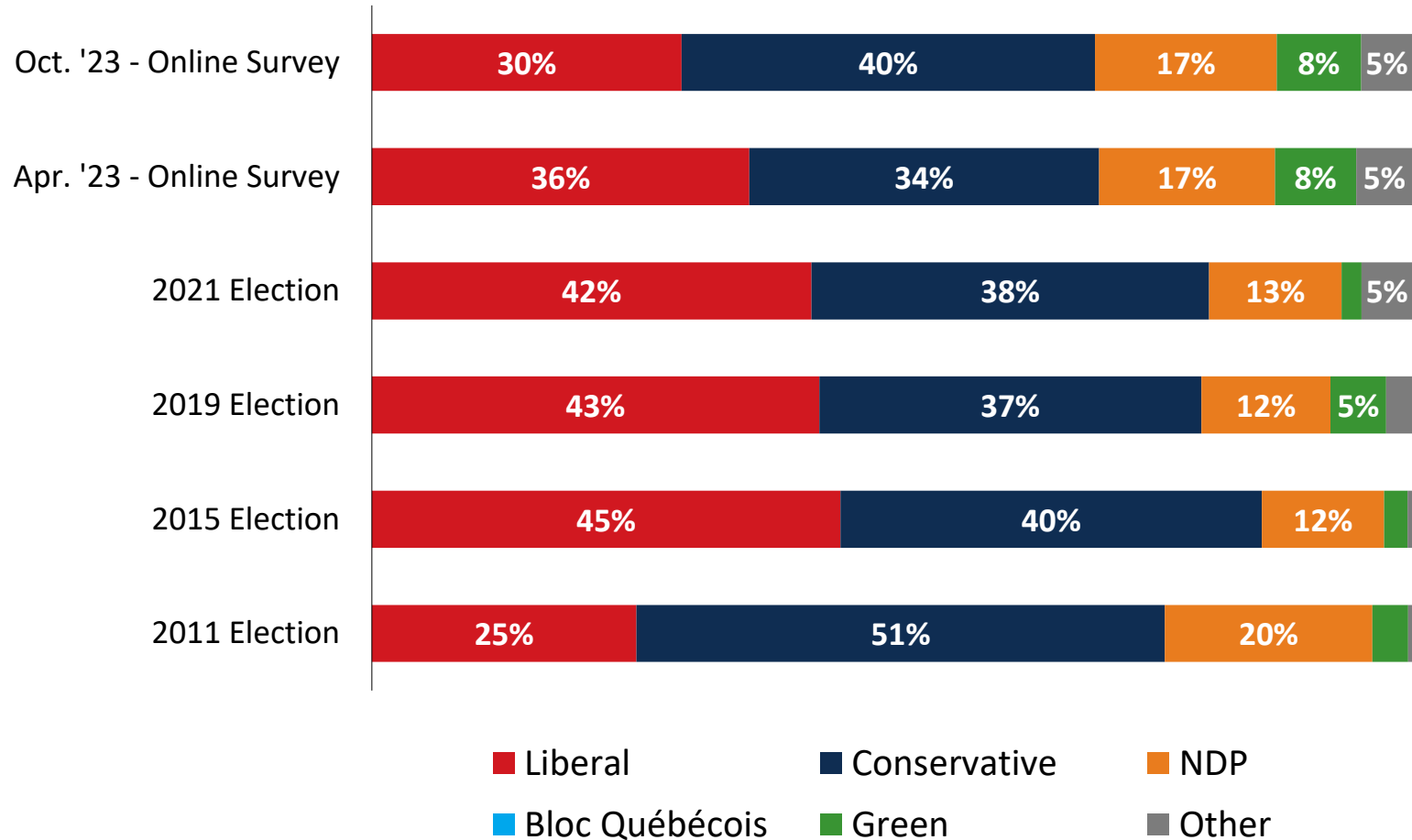|	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	1	0	0	0
CPC	36	37	37	37
NDP	0	0	0	0

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

CPC Strong (Prairies):

CPC intention is up 5 points from April, while Liberal intention is down 4

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

CPC Strong (Prairies)

Period	Liberal	Conservative	NDP	Green	Other
Oct. '23 - Online Survey	13%	60%	20%	4%	4%
Apr. '23 - Online Survey	17%	55%	20%	6%	
2021 Election	12%	59%	18%		10%
2019 Election	11%	71%	12%		
2015 Election	23%	60%	13%		
2011 Election	7%	68%	19%	5%	

Legend:
- Liberal
- Conservative
- NDP
- Bloc Québécois
- Green
- Other
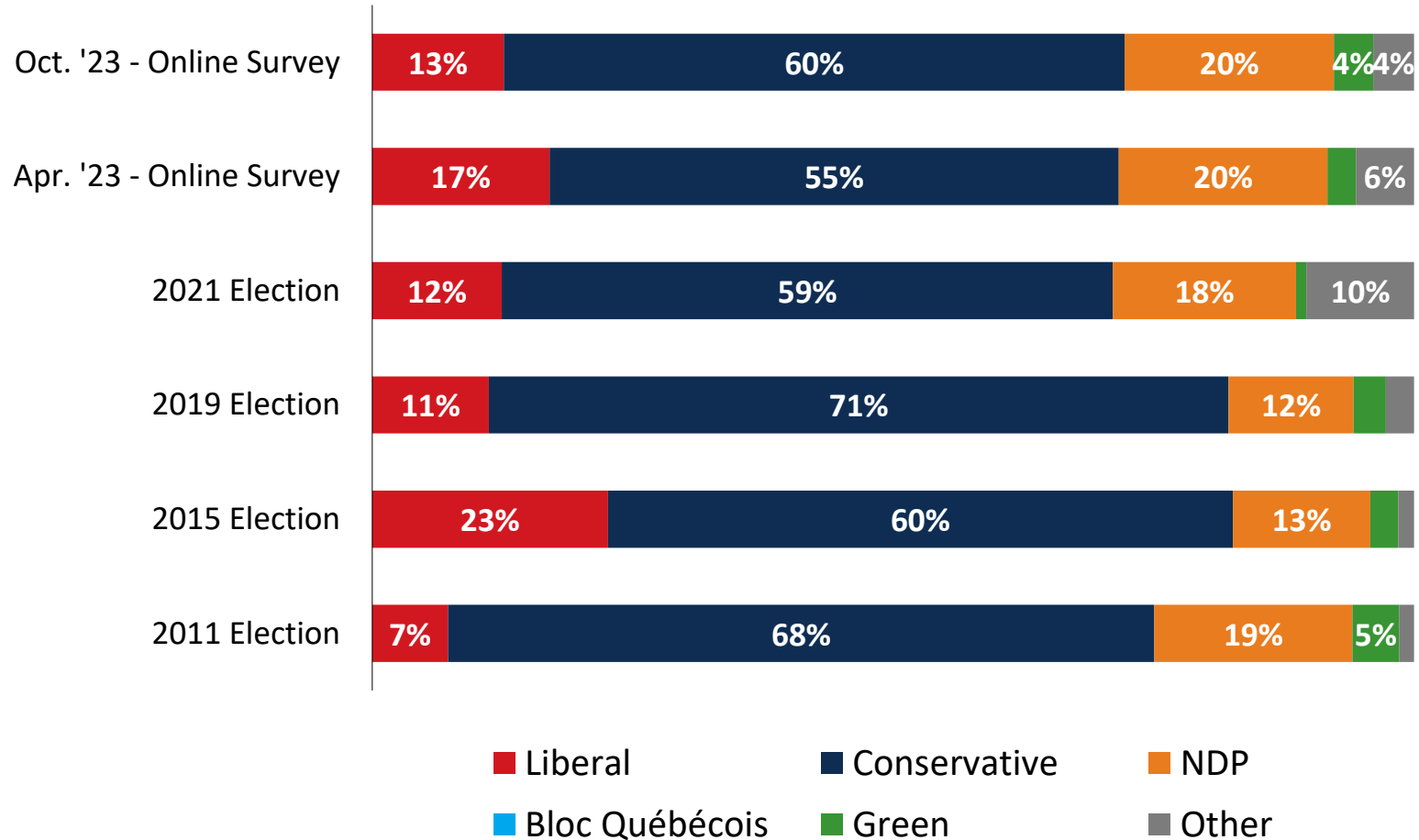
Consistently very safe Conservative seats in the Prairies across the last three elections.

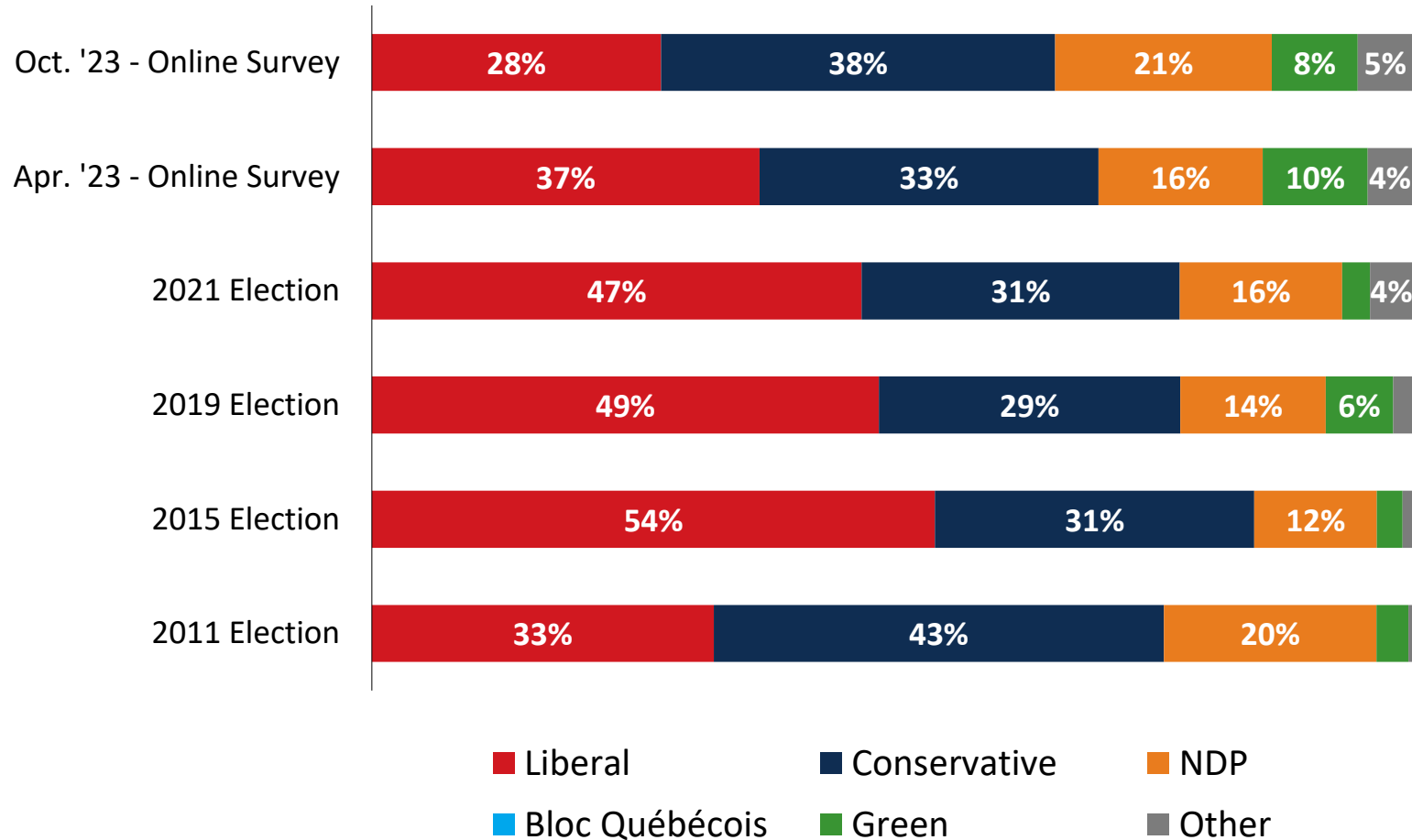|	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	0	0	0	0
CPC	43	44	44	44
NDP	1	0	0	0

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

CPC-LPC Swing (Non-Ontario):

Liberals lose 3 points from April, while Conservatives gain 2

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

CPC-LPC Swing (Non-Ontario)

Survey/Election	Liberal	Conservative	NDP	Green	Other
Oct. '23 - Online Survey	24%	42%	22%	7%	5%
Apr. '23 - Online Survey	27%	40%	25%	4%	4%
2021 Election	36%	38%	19%		5%
2019 Election	34%	39%	15%	8%	
2015 Election	49%	33%	15%		
2011 Election	21%	51%	23%	5%	

Legend: ■ Liberal ■ Conservative ■ NDP ■ Bloc Québécois ■ Green ■ Other
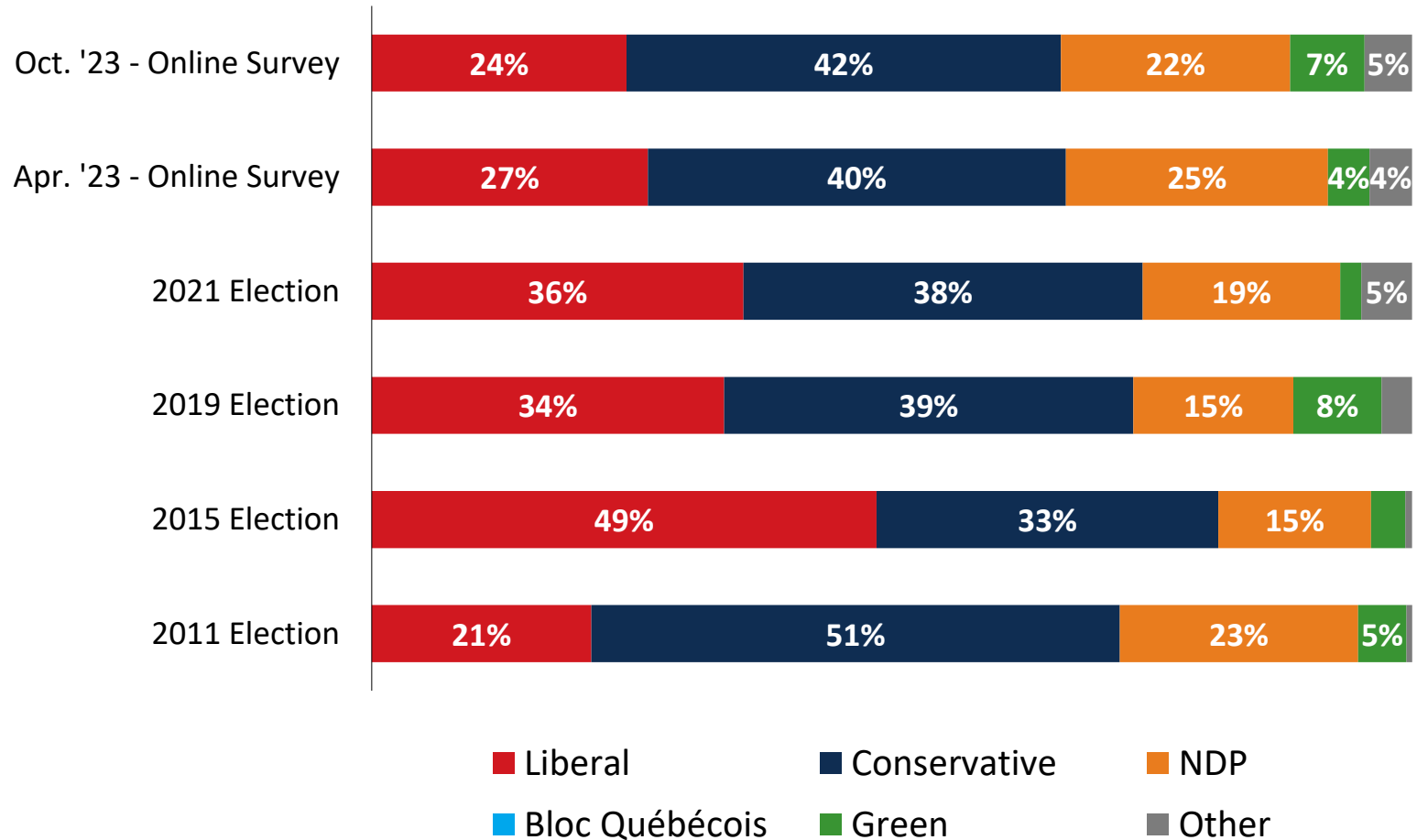
Seats outside of Ontario that have consistently been close – or flipped back and forth – between the Liberals and the Conservatives.

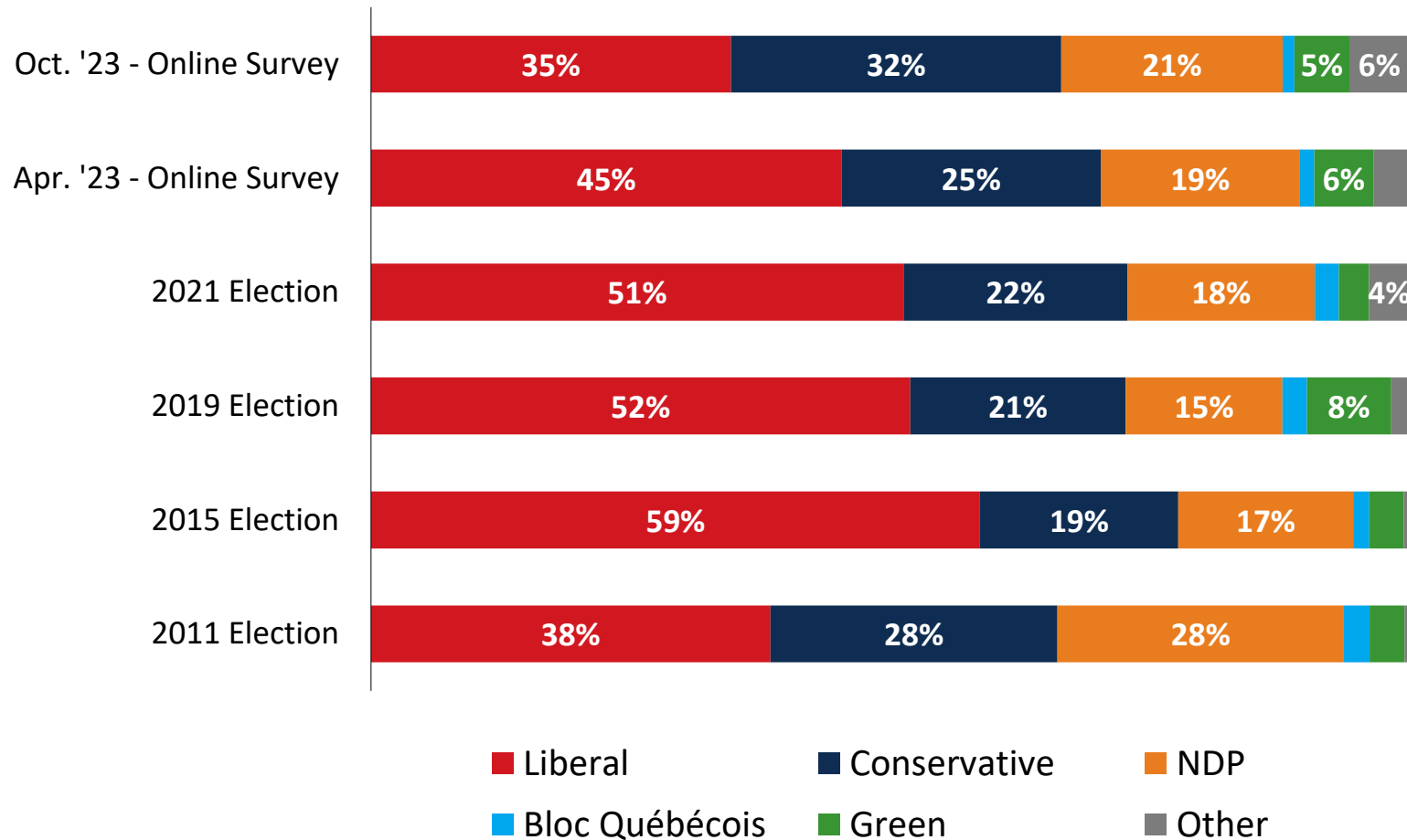|	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	16	14	30	3
CPC	15	17	1	28
NDP	0	0	0	0

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

CPC-LPC Swing (Ontario):
Conservatives gain 6 points from April, while Liberals lose 6

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

CPC-LPC Swing (Ontario)

Survey/Election	Liberal	Conservative	NDP	Green	Other
Oct. '23 - Online Survey	30%	40%	17%	8%	5%
Apr. '23 - Online Survey	36%	34%	17%	8%	5%
2021 Election	42%	38%	13%	5%	
2019 Election	43%	37%	12%	5%	
2015 Election	45%	40%	12%		
2011 Election	25%	51%	20%		

Legend: ■ Liberal ■ Conservative ■ NDP ■ Bloc Québécois ■ Green ■ Other

Seats in Ontario that have consistently been close – or flipped back and forth – between the Liberals and the Conservatives.

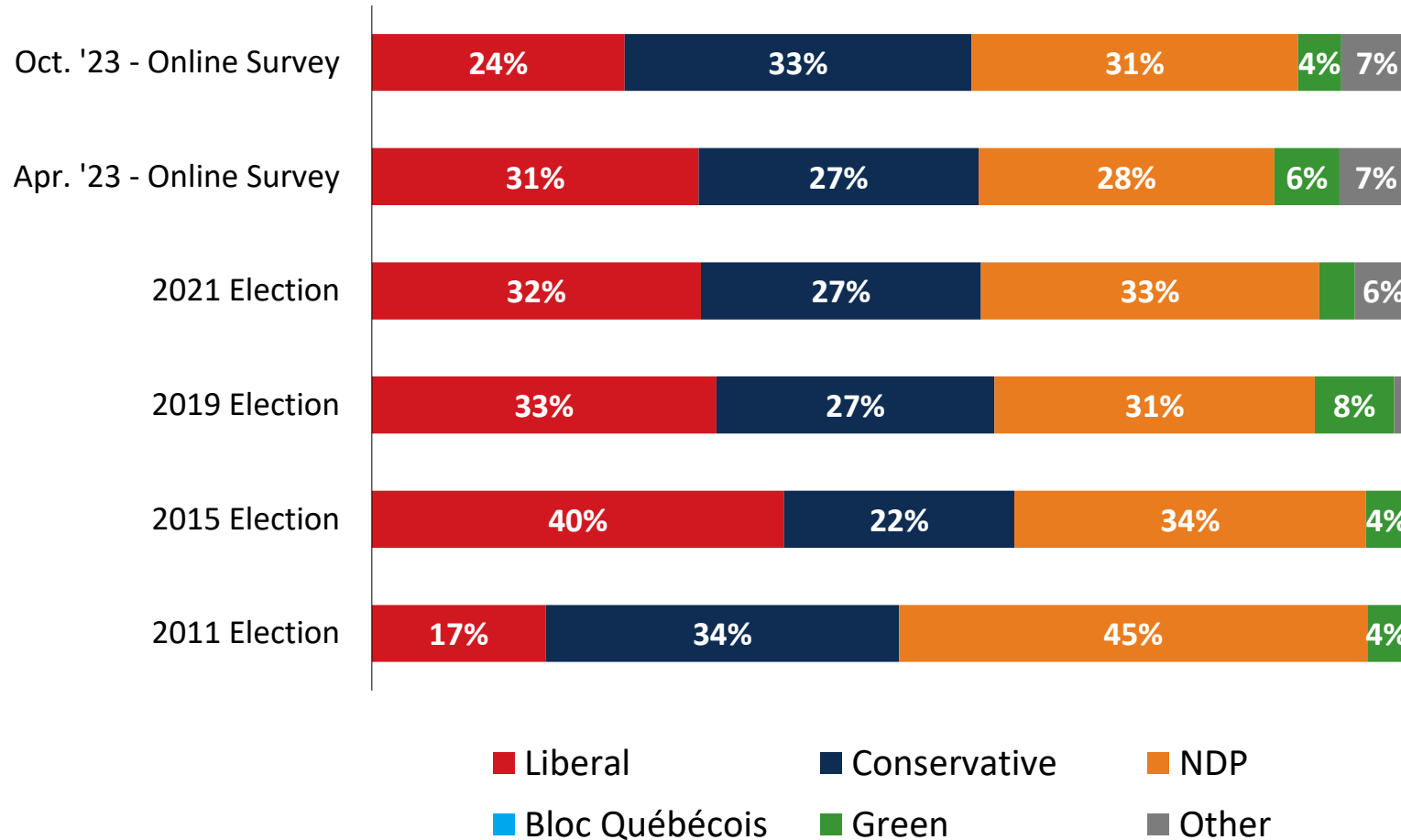|	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	22	23	25	0
CPC	8	7	5	29
NDP	0	0	0	1

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

CPC-to-LPC Defector:

CPC has regained the lead they had in 2011 as Liberals continue to decline, down 9 points since April

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

CPC-to-LPC Defector

Survey/Election	Liberal	Conservative	NDP	Green	Other
Oct. '23 - Online Survey	28%	38%	21%	8%	5%
Apr. '23 - Online Survey	37%	33%	16%	10%	4%
2021 Election	47%	31%	16%	4%	
2019 Election	49%	29%	14%	6%	
2015 Election	54%	31%	12%		
2011 Election	33%	43%	20%		

Legend:
- ■ Liberal
- ■ Conservative
- ■ NDP
- ■ Bloc Québécois
- ■ Green
- ■ Other

Previously solid Conservative seats that have flipped to the Liberals from 2015 onwards.

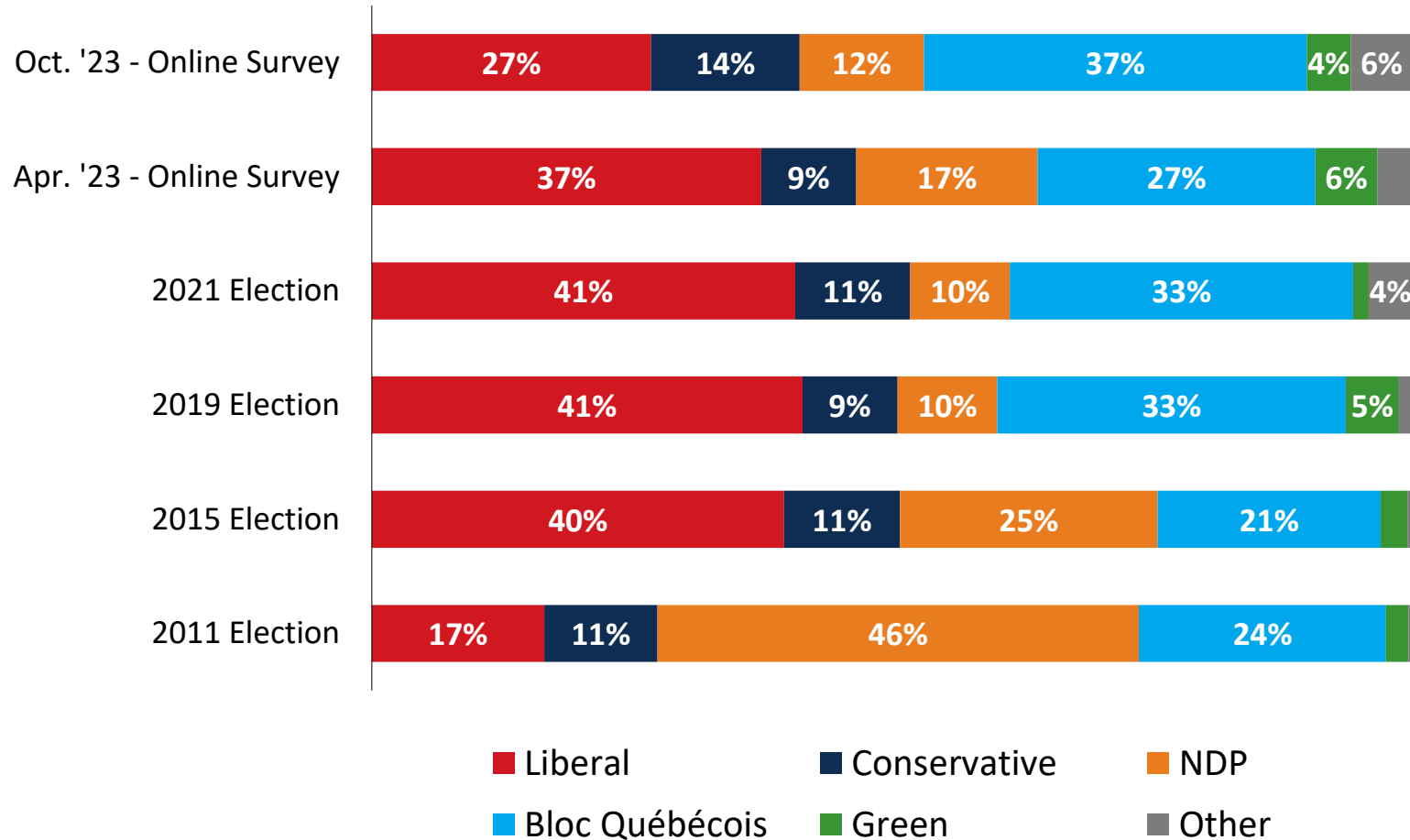|	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	32	34	34	0
CPC	1	0	0	34
NDP	0	0	0	0
Green	1	0	0	0

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

LPC Strong:

Liberals' lead have shrunk to 3 points from 20 in April

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

LPC Strong

	Liberal	Conservative	NDP	Bloc Québécois	Green	Other
Oct. '23 - Online Survey	35%	32%	21%		5%	6%
Apr. '23 - Online Survey	45%	25%	19%		6%	
2021 Election	51%	22%	18%		4%	
2019 Election	52%	21%	15%		8%	
2015 Election	59%	19%	17%			
2011 Election	38%	28%	28%			

Legend:
- ■ Liberal
- ■ Conservative
- ■ NDP
- ■ Bloc Québécois
- ■ Green
- ■ Other

The strongest Liberal seats across the last three elections. These seats are unlikely to flip in the next campaign.

	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	41	42	42	33
CPC	1	0	0	0
NDP	0	0	0	9

Consistent NDP:

Conservatives now lead Consistent NDP seat cluster by 2 points over NDP

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

Consistent NDP

	Liberal	Conservative	NDP	Bloc Québécois	Green	Other
Oct. '23 - Online Survey	26%	30%	28%	9%	5%	
Apr. '23 - Online Survey	24%	21%	31%	13%	6%	5%
2021 Election	26%	19%	36%	10%	5%	
2019 Election	25%	20%	37%	9%	7%	
2015 Election	29%	17%	41%	7%	5%	
2011 Election	11%	26%	50%	9%	4%	

Legend:
- ■ Liberal
- ■ Conservative
- ■ NDP
- ■ Bloc Québécois
- ■ Green
- ■ Other
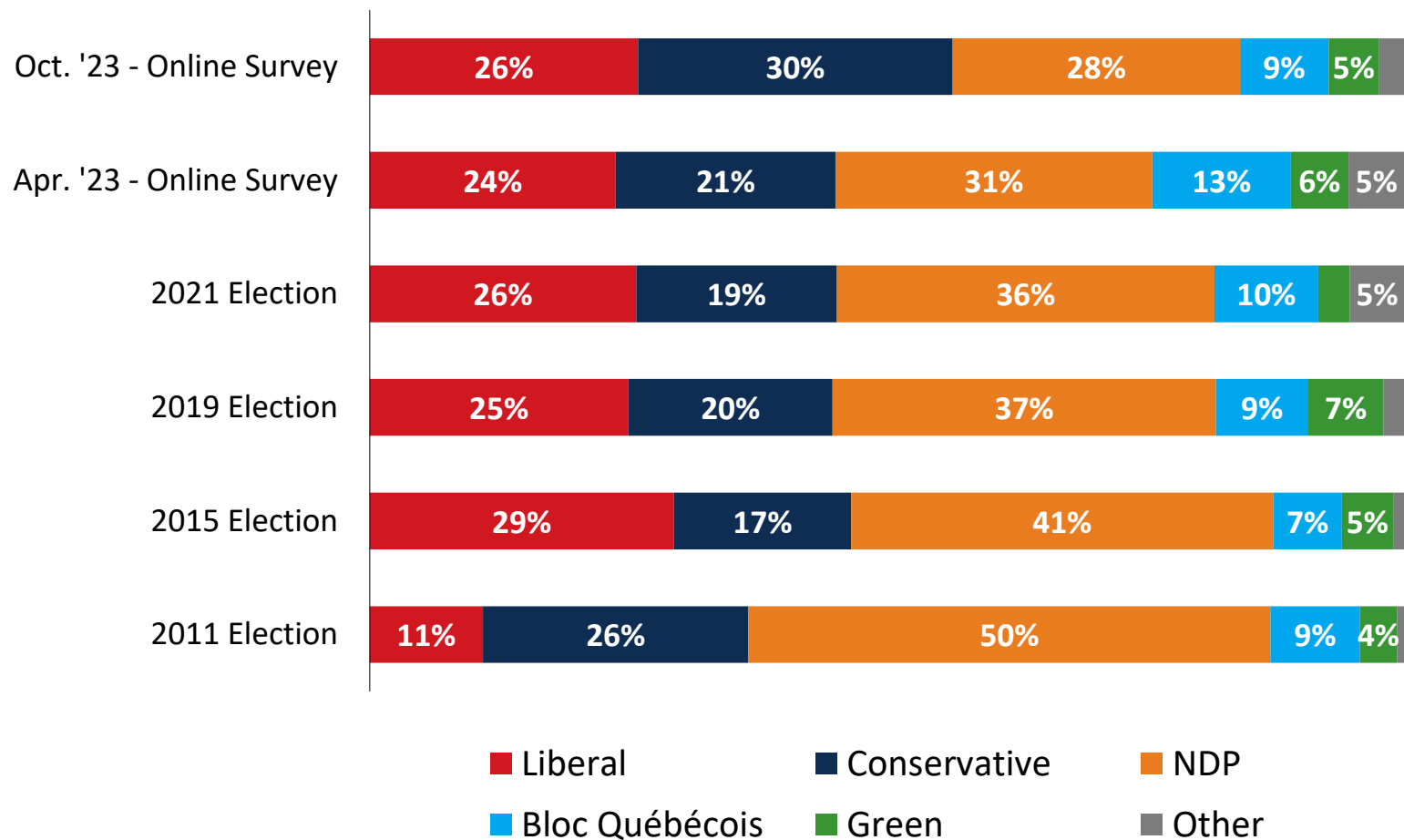
The NDP's most consistent seats, though with some softening of NDP support in 2019.

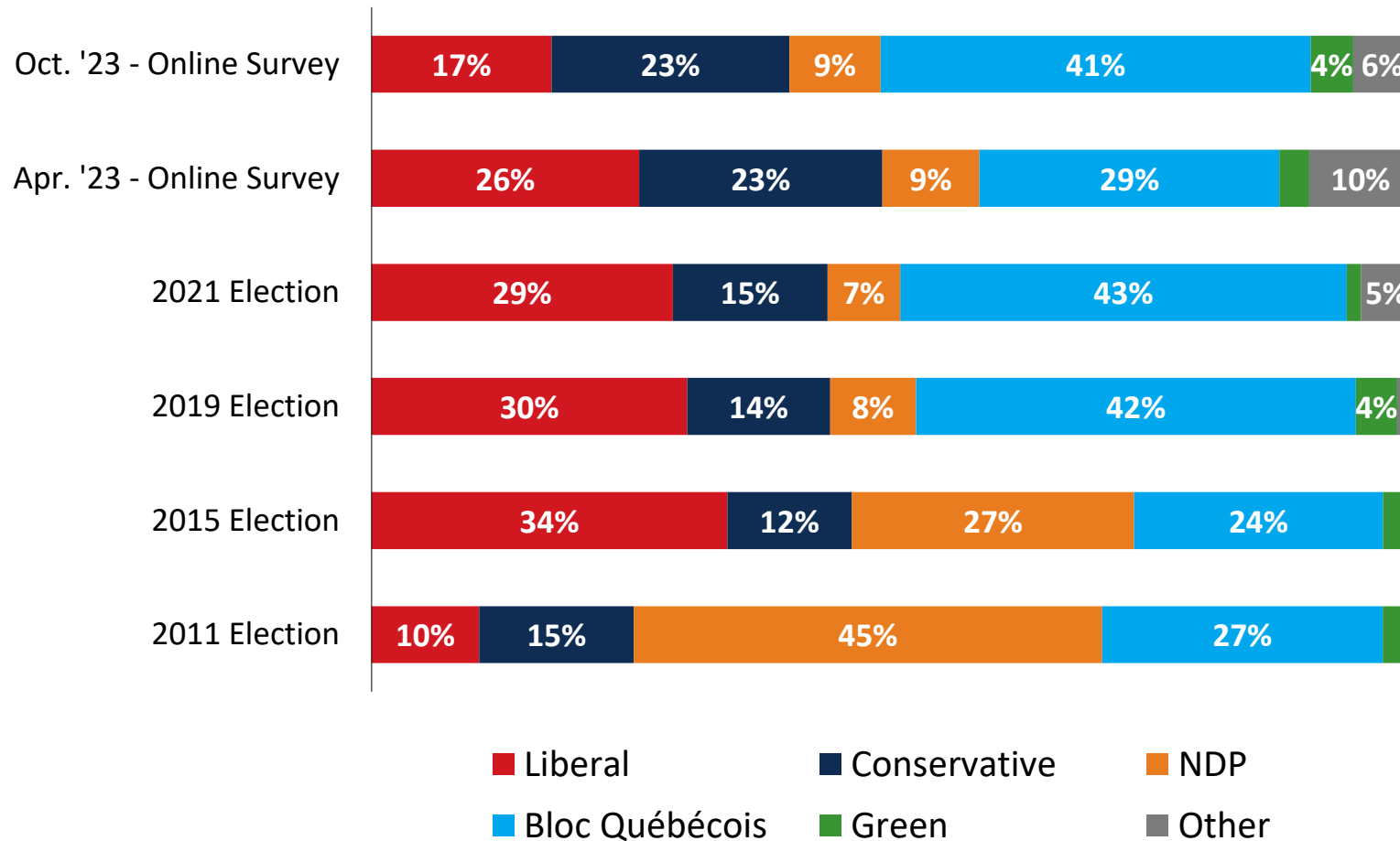|	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	7	5	2	0
CPC	1	1	0	0
NDP	17	19	27	29
Bloc	4	4	0	0

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

Swing NDP:
Conservatives slightly lead Swing NDP cluster, up 6 points from April

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

Swing NDP

	Liberal	Conservative	NDP	Green	Other
Oct. '23 - Online Survey	24%	33%	31%	4%	7%
Apr. '23 - Online Survey	31%	27%	28%	6%	7%
2021 Election	32%	27%	33%		6%
2019 Election	33%	27%	31%	8%	
2015 Election	40%	22%	34%	4%	
2011 Election	17%	34%	45%	4%	

Legend:
- ■ Liberal
- ■ Conservative
- ■ NDP
- ■ Bloc Québécois
- ■ Green
- ■ Other

NDP swing seats over the last 3 elections. This cluster has been trending away from the NDP since 2011.

	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	17	17	18	0
CPC	4	5	0	9
NDP	7	5	10	19
Green	0	1	0	0

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

Montreal BQ-LPC Swing:

Bloc leads confidently with 37%, while Liberals have lost 10 points since April

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

Montreal BQ-LPC Swing

	Liberal	Conservative	NDP	Bloc Québécois	Green	Other
Oct. '23 - Online Survey	27%	14%	12%	37%	4%	6%
Apr. '23 - Online Survey	37%	9%	17%	27%	6%	
2021 Election	41%	11%	10%	33%		4%
2019 Election	41%	9%	10%	33%	5%	
2015 Election	40%	11%	25%	21%		
2011 Election	17%	11%	46%	24%		

Legend: Liberal, Conservative, NDP, Bloc Québécois, Green, Other

Previous Orange Crush seats in Montreal that have transitioned to Bloc-Liberal swing seats.

	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	12	12	16	0
CPC	0	0	0	0
NDP	0	0	1	22
Bloc	10	10	5	0

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

Regions BQ-LPC Swing:

Bloc regains the lead they had in 2021, while Liberals are down to the third place

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

Regions BQ-LPC Swing

Election/Survey	Liberal	Conservative	NDP	Bloc Québécois	Green	Other
Oct. '23 - Online Survey	17%	23%	9%	41%	4%	6%
Apr. '23 - Online Survey	26%	23%	9%	29%		10%
2021 Election	29%	15%	7%	43%	5%	
2019 Election	30%	14%	8%	42%	4%	
2015 Election	34%	12%	27%	24%		
2011 Election	10%	15%	45%	27%		

Legend:
- ■ Liberal
- ■ Conservative
- ■ NDP
- ■ Bloc Québécois
- ■ Green
- ■ Other

Previous Orange Crush seats outside of Montreal that have transitioned to Bloc-Liberal swing seats.

	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	7	8	13	0
CPC	1	1	1	1
NDP	0	0	6	21
Bloc	17	16	5	3

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

Capitale-Nationale + Chaudière-Appalaches:

Conservatives still lead C.N. + C.A., while Liberals are now down to third place

Decided vote from October and April 2023 online surveys compared to actual election results between 2011 and 2021:

Capitale-Nationale + Chaudière-Appalaches

	Liberal	Conservative	NDP	Bloc Québécois	Green	Other
Oct. '23 - Online Survey	21%	36%	8%	28%	4%	
Apr. '23 - Online Survey	28%	33%	8%	21%	4%	7%
2021 Election	20%	43%	6%	25%		5%
2019 Election	21%	37%	7%	27%		5%
2015 Election	25%	39%	20%	14%		
2011 Election	7%	31%	38%	20%		

Legend:
■ Liberal ■ Conservative ■ NDP ■ Bloc Québécois ■ Green ■ Other
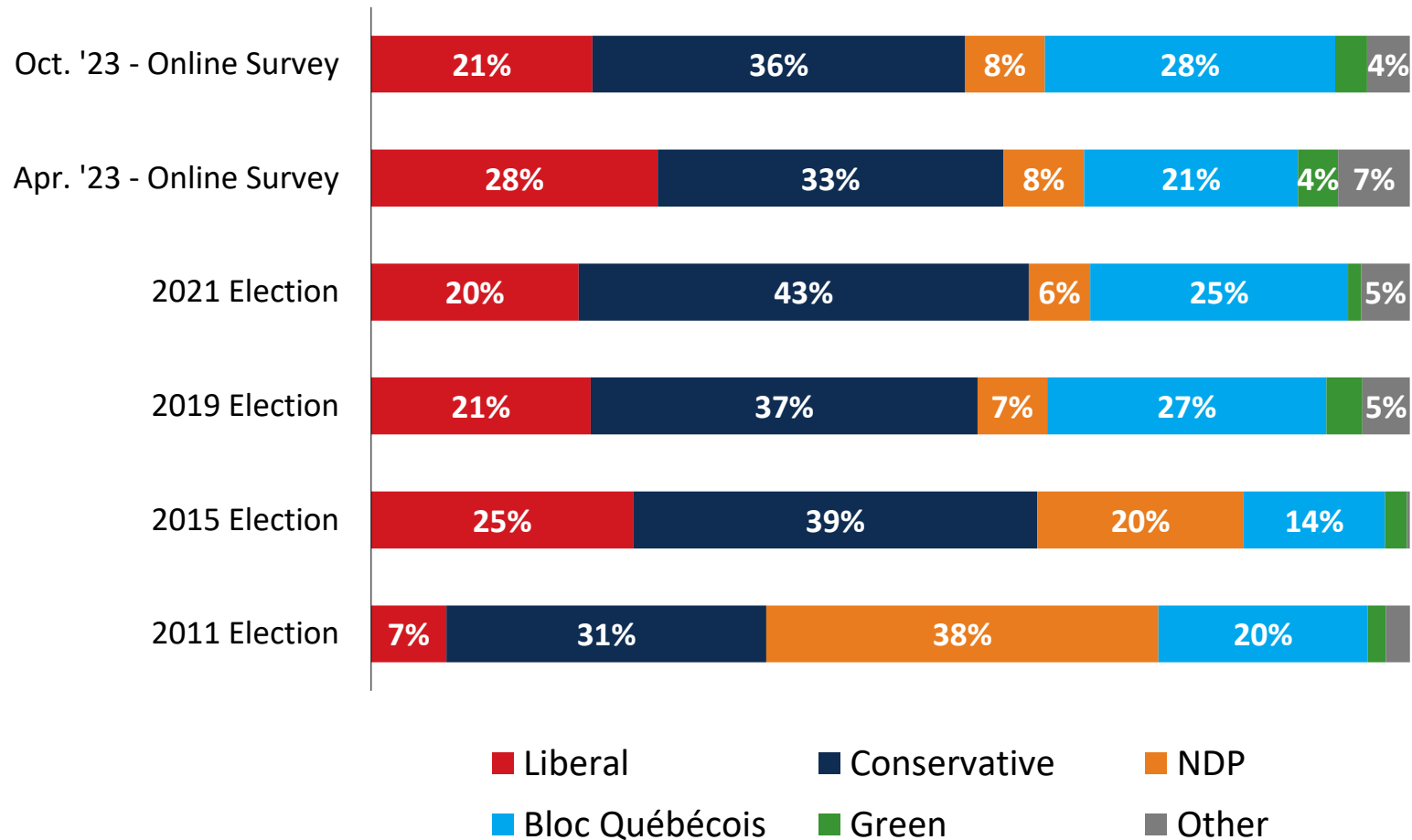
Seats in the Capitale-Nationale and Chaudière-Appalaches region, the Conservatives' strongest region in Québec.

	Seats won: 2021	Seats won: 2019	Seats won: 2015	Seats won: 2011*
Liberal	2	2	2	0
CPC	9	9	11	4
NDP	0	0	0	8
Bloc	2	2	0	1

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts.

Appendix:
Seat Cluster Definitions

Seat Cluster Distribution by Region

	Total	British Columbia			Alberta		Prairies		Ontario				Québec				Atlantic
		Vancouver Island	Lower Mainland	Rest of BC	Edmonton /Calgary	Rest of Alberta	Winnipeg /Saskatoon /Regina	Rest of Prairies	Toronto	Rest of GTA	Ontario: South/ West	Ontario: North/ East	Montreal: Angl. Ridings	Montreal: Franc. Ridings	Québec City Area	Rest of Québec	Atlantic
CPC Strong (Non-Prairies)	37		4	5						3	12	13					
CPC Strong (Prairies)	44				14	15	3	12									
CPC-LPC Swing (Non-Ontario)	31		11	2	4		4										10
CPC-LPC Swing (Ontario)	30								3	14	6	7					
CPC-to-LPC Defector	34		1					2	6	10	5	4					6
LPC Strong	42		2						13	1	1	5	8	1			11
Consistent NDP	29	3	4	1	1		2	1			5	2	1	3		5	1
Swing NDP	28	3	3	2			3	3	3	1	3	4					3
Montreal BQ-LPC Swing	22												3	19			
Regions BQ-LPC Swing	25															25	
Capitale-Nationale + Chaudière-Appalaches	13														13		

CPC Strong (Prairies)

1) Won by the CPC in all 3 elections by an average margin greater than 10%, AND
2) Won in 2019 by at least 5%, AND
3) No exceptions are included.

Federal Electoral District	Province	Sub-Region
Brandon–Souris	Manitoba	Rest of Prairies/AB
Dauphin–Swan River–Neepawa	Manitoba	Rest of Prairies/AB
Portage–Lisgar	Manitoba	Rest of Prairies/AB
Provencher	Manitoba	Rest of Prairies/AB
Selkirk–Interlake–Eastman	Manitoba	Rest of Prairies/AB
Battlefords–Lloydminster	Saskatchewan	Rest of Prairies/AB
Cypress Hills–Grasslands	Saskatchewan	Rest of Prairies/AB
Carlton Trail–Eagle Creek	Saskatchewan	Rest of Prairies/AB
Moose Jaw–Lake Centre–Lanigan	Saskatchewan	Rest of Prairies/AB
Prince Albert	Saskatchewan	Rest of Prairies/AB
Regina–Qu'appelle	Saskatchewan	Winnipeg/Saskatoon/Regina
Saskatoon–Grasswood	Saskatchewan	Winnipeg/Saskatoon/Regina
Saskatoon–University	Saskatchewan	Winnipeg/Saskatoon/Regina
Souris–Moose Mountain	Saskatchewan	Rest of Prairies/AB
Yorkton–Melville	Saskatchewan	Rest of Prairies/AB
Banff–Airdrie	Alberta	Rest of Prairies/AB
Battle River–Crowfoot	Alberta	Rest of Prairies/AB
Bow River	Alberta	Rest of Prairies/AB
Calgary Confederation	Alberta	Calgary/Edmonton
Calgary Forest Lawn	Alberta	Calgary/Edmonton
Calgary Heritage	Alberta	Calgary/Edmonton
Calgary Midnapore	Alberta	Calgary/Edmonton

Federal Electoral District	Province	Sub-Region
Calgary Nose Hill	Alberta	Calgary/Edmonton
Calgary Rocky Ridge	Alberta	Calgary/Edmonton
Calgary Shepard	Alberta	Calgary/Edmonton
Calgary Signal Hill	Alberta	Calgary/Edmonton
Edmonton Griesbach	Alberta	Calgary/Edmonton
Edmonton Manning	Alberta	Calgary/Edmonton
Edmonton Riverbend	Alberta	Calgary/Edmonton
Edmonton West	Alberta	Calgary/Edmonton
Edmonton–Wetaskiwin	Alberta	Rest of Prairies/AB
Foothills	Alberta	Rest of Prairies/AB
Fort Mcmurray–Cold Lake	Alberta	Rest of Prairies/AB
Grande Prairie–Mackenzie	Alberta	Rest of Prairies/AB
Lakeland	Alberta	Rest of Prairies/AB
Lethbridge	Alberta	Rest of Prairies/AB
Medicine Hat–Cardston–Warner	Alberta	Rest of Prairies/AB
Peace River–Westlock	Alberta	Rest of Prairies/AB
Red Deer–Mountain View	Alberta	Rest of Prairies/AB
Red Deer–Lacombe	Alberta	Rest of Prairies/AB
St. Albert–Edmonton	Alberta	Calgary/Edmonton
Sherwood Park–Fort Saskatchewan	Alberta	Rest of Prairies/AB
Sturgeon River–Parkland	Alberta	Rest of Prairies/AB
Yellowhead	Alberta	Rest of Prairies/AB

CPC Strong (Non-Prairies)

1) Won in all 3 elections by an average margin greater than 10%, AND
2) Won in 2019 by at least 5%, AND
3) No exceptions are included

Federal Electoral District	Province	Sub-Region
Barrie–Innisfil	Ontario	ON: North/East
Barrie–Springwater–Oro-Medonte	Ontario	ON: North/East
Brantford–Brant	Ontario	ON: South/West
Bruce–Grey–Owen Sound	Ontario	ON: South/West
Chatham-Kent–Leamington	Ontario	ON: South/West
Dufferin–Caledon	Ontario	ON: North/East
Durham	Ontario	Rest of GTA
Elgin–Middlesex–London	Ontario	ON: South/West
Haldimand–Norfolk	Ontario	ON: South/West
Haliburton–Kawartha Lakes–Brock	Ontario	ON: North/East
Huron–Bruce	Ontario	ON: South/West
Lambton–Kent–Middlesex	Ontario	ON: South/West
Lanark–Frontenac–Kingston	Ontario	ON: North/East
Leeds–Grenville–Thousand Islands And Rideau Lakes	Ontario	ON: North/East
Niagara West	Ontario	ON: South/West
Oshawa	Ontario	Rest of GTA
Oxford	Ontario	ON: South/West
Parry Sound–Muskoka	Ontario	ON: North/East
Perth–Wellington	Ontario	ON: South/West

Federal Electoral District	Province	Sub-Region
Renfrew–Nipissing–Pembroke	Ontario	ON: North/East
Carleton	Ontario	ON: North/East
Sarnia–Lambton	Ontario	ON: South/West
Simcoe–Grey	Ontario	ON: North/East
Simcoe North	Ontario	ON: North/East
Stormont–Dundas–South Glengarry	Ontario	ON: North/East
Thornhill	Ontario	Rest of GTA
Wellington–Halton Hills	Ontario	ON: South/West
York–Simcoe	Ontario	ON: North/East
Abbotsford	British Columbia	Lower Mainland and Fraser Valley
Cariboo–Prince George	British Columbia	Rest of BC/YT
Central Okanagan–Similkameen–Nicola	British Columbia	Rest of BC/YT
Chilliwack–Hope	British Columbia	Lower Mainland and Fraser Valley
Kamloops–Thompson–Cariboo	British Columbia	Rest of BC/YT
Langley–Aldergrove	British Columbia	Lower Mainland and Fraser Valley
North Okanagan–Shuswap	British Columbia	Rest of BC/YT
Prince George–Peace River–Northern Rockies	British Columbia	Rest of BC/YT
Richmond Centre	British Columbia	Lower Mainland and Fraser Valley

CPC-LPC Swing (Ontario)

1) Only won by CPC or LPC in the last 3 elections, AND
2) Either:
    1) Each party has won the seat at least once, OR
    2) The average margin does not exceed 10% and the non-winning party has come within 10-points of winning at least once, AND
3) The seat is not re-classified as a CPC-to-LPC Defector.

Federal Electoral District	Province	Sub-Region	Federal Electoral District	Province	Sub-Region
Aurora–Oak Ridges–Richmond Hill	Ontario	Rest of GTA	Mississauga–Lakeshore	Ontario	Rest of GTA
Bay Of Quinte	Ontario	ON: North/East	Mississauga–Streetsville	Ontario	Rest of GTA
Burlington	Ontario	Rest of GTA	Newmarket–Aurora	Ontario	Rest of GTA
Cambridge	Ontario	ON: South/West	Niagara Falls	Ontario	ON: South/West
Eglinton–Lawrence	Ontario	Toronto	Northumberland–Peterborough South	Ontario	ON: North/East
Flamborough–Glanbrook	Ontario	ON: South/West	Oakville	Ontario	Rest of GTA
Hastings–Lennox And Addington	Ontario	ON: North/East	Oakville North–Burlington	Ontario	Rest of GTA
Kanata–Carleton	Ontario	ON: North/East	Peterborough–Kawartha	Ontario	ON: North/East
Kenora	Ontario	ON: North/East	Richmond Hill	Ontario	Rest of GTA
King–Vaughan	Ontario	Rest of GTA	St. Catharines	Ontario	ON: South/West
Kitchener–Conestoga	Ontario	ON: South/West	Sault Ste. Marie	Ontario	ON: North/East
Kitchener South–Hespeler	Ontario	ON: South/West	Scarborough North	Ontario	Toronto
Markham–Stouffville	Ontario	Rest of GTA	Vaughan–Woodbridge	Ontario	Rest of GTA
Markham–Unionville	Ontario	Rest of GTA	Whitby	Ontario	Rest of GTA
Milton	Ontario	Rest of GTA	York Centre	Ontario	Toronto

CPC-LPC Swing (Non-Ontario)

1) Only won by CPC or LPC in the last 3 elections, AND
2) Either:
   1) Each party has won the seat at least once, OR
   2) The average margin does not exceed 10% and the non-winning party has come within 10-points of winning at least once, AND
3) The seat is not re-classified as a CPC-to-LPC Defector.

Federal Electoral District	Province	Sub-Region
Egmont	Prince Edward Island	Atlantic
Cape Breton–Canso	Nova Scotia	Atlantic
Cumberland–Colchester	Nova Scotia	Atlantic
Sydney–Victoria	Nova Scotia	Atlantic
West Nova	Nova Scotia	Atlantic
Fundy Royal	New Brunswick	Atlantic
Miramichi–Grand Lake	New Brunswick	Atlantic
New Brunswick Southwest	New Brunswick	Atlantic
Saint John–Rothesay	New Brunswick	Atlantic
Tobique–Mactaquac	New Brunswick	Atlantic
Charleswood–St. James–Assiniboia–Headingley	Manitoba	Winnipeg/Saskatoon/Regina
Kildonan–St. Paul	Manitoba	Winnipeg/Saskatoon/Regina
Winnipeg South	Manitoba	Winnipeg/Saskatoon/Regina
Regina–Wascana	Saskatchewan	Winnipeg/Saskatoon/Regina
Calgary Centre	Alberta	Calgary/Edmonton
Calgary Skyview	Alberta	Calgary/Edmonton

Federal Electoral District	Province	Sub-Region
Edmonton Centre	Alberta	Calgary/Edmonton
Edmonton Mill Woods	Alberta	Calgary/Edmonton
Burnaby North–Seymour	British Columbia	Lower Mainland and Fraser Valley
Cloverdale–Langley City	British Columbia	Lower Mainland and Fraser Valley
Coquitlam–Port Coquitlam	British Columbia	Lower Mainland and Fraser Valley
Delta	British Columbia	Lower Mainland and Fraser Valley
Fleetwood–Port Kells	British Columbia	Lower Mainland and Fraser Valley
Kelowna–Lake Country	British Columbia	Rest of BC/YT
Mission–Matsqui–Fraser Canyon	British Columbia	Lower Mainland and Fraser Valley
Pitt Meadows–Maple Ridge	British Columbia	Lower Mainland and Fraser Valley
South Surrey–White Rock	British Columbia	Lower Mainland and Fraser Valley
Steveston–Richmond East	British Columbia	Lower Mainland and Fraser Valley
Vancouver South	British Columbia	Lower Mainland and Fraser Valley
West Vancouver–Sunshine Coast–Sea to Sky Country	British Columbia	Lower Mainland and Fraser Valley
Yukon	Yukon	Rest of BC/YT

CPC-to-LPC Defector

1) Meets the previous criteria of a "Swing" seat, BUT
2) LPC has won by >10 points in each of 2015 and 2019.

Federal Electoral District	Province	Sub-Region
Avalon	Newfoundland and Labrador	Atlantic
Labrador	Newfoundland and Labrador	Atlantic
Central Nova	Nova Scotia	Atlantic
South Shore–St. Margarets	Nova Scotia	Atlantic
Madawaska–Restigouche	New Brunswick	Atlantic
Moncton–Riverview–Dieppe	New Brunswick	Atlantic
Ajax	Ontario	Rest of GTA
Brampton Centre	Ontario	Rest of GTA
Brampton North	Ontario	Rest of GTA
Brampton South	Ontario	Rest of GTA
Brampton West	Ontario	Rest of GTA
Don Valley North	Ontario	Toronto
Don Valley West	Ontario	Toronto
Etobicoke Centre	Ontario	Toronto
Etobicoke–Lakeshore	Ontario	Toronto
Glengarry–Prescott–Russell	Ontario	ON: North/East
Hamilton West–Ancaster–Dundas	Ontario	ON: South/West

Federal Electoral District	Province	Sub-Region
Kitchener Centre	Ontario	ON: South/West
London North Centre	Ontario	ON: South/West
London West	Ontario	ON: South/West
Mississauga Centre	Ontario	Rest of GTA
Mississauga East–Cooksville	Ontario	Rest of GTA
Mississauga–Erin Mills	Ontario	Rest of GTA
Mississauga–Malton	Ontario	Rest of GTA
Nepean	Ontario	ON: North/East
Orléans	Ontario	ON: North/East
Ottawa West–Nepean	Ontario	ON: North/East
Pickering–Uxbridge	Ontario	Rest of GTA
Scarborough Centre	Ontario	Toronto
Waterloo	Ontario	ON: South/West
Willowdale	Ontario	Toronto
Saint Boniface–Saint Vital	Manitoba	Winnipeg/Saskatoon/Regina
Winnipeg South Centre	Manitoba	Winnipeg/Saskatoon/Regina
North Vancouver	British Columbia	Lower Mainland and Fraser Valley

LPC Strong

1) Won in all 3 elections by an average margin greater than 10%, AND
2) Won in 2019 by at least 5%, AND
3) 9 exceptions are included: Ridings won by the NDP in 2011 that otherwise meet the above criteria.

Federal Electoral District	Province	Sub-Region
Bonavista–Burin–Trinity	Newfoundland and Labrador	Atlantic
Coast of Bays–Central–Notre Dame	Newfoundland and Labrador	Atlantic
Long Range Mountains	Newfoundland and Labrador	Atlantic
St. John's South–Mount Pearl	Newfoundland and Labrador	Atlantic
Cardigan	Prince Edward Island	Atlantic
Charlottetown	Prince Edward Island	Atlantic
Malpeque	Prince Edward Island	Atlantic
Dartmouth–Cole Harbour	Nova Scotia	Atlantic
Halifax West	Nova Scotia	Atlantic
Kings–Hants	Nova Scotia	Atlantic
Beauséjour	New Brunswick	Atlantic
Ahuntsic-Cartierville	Québec	Montreal
Bourassa	Québec	Montreal
Lac-Saint-Louis	Québec	Montreal
Mount Royal	Québec	Montreal
Notre-Dame-De-Grâce–Westmount	Québec	Montreal
Papineau	Québec	Montreal
Pierrefonds–Dollard	Québec	Montreal
Saint-Laurent	Québec	Montreal
Saint-Léonard–Saint-Michel	Québec	Montreal
Beaches–East York	Ontario	Toronto

Federal Electoral District	Province	Sub-Region
Don Valley East	Ontario	Toronto
Etobicoke North	Ontario	Toronto
Guelph	Ontario	ON: South/West
Kingston And The Islands	Ontario	ON: North/East
Markham–Thornhill	Ontario	Rest of GTA
Nipissing–Timiskaming	Ontario	ON: North/East
Ottawa South	Ontario	ON: North/East
Ottawa–Vanier	Ontario	ON: North/East
Toronto–St. Paul's	Ontario	Toronto
Scarborough–Agincourt	Ontario	Toronto
Scarborough–Guildwood	Ontario	Toronto
Scarborough–Rouge Park	Ontario	Toronto
Scarborough Southwest	Ontario	Toronto
Spadina–Fort York	Ontario	Toronto
Thunder Bay–Superior North	Ontario	ON: North/East
Toronto Centre	Ontario	Toronto
University–Rosedale	Ontario	Toronto
York South–Weston	Ontario	Toronto
Humber River–Black Creek	Ontario	Toronto
Vancouver Centre	British Columbia	Lower Mainland and Fraser Valley
Vancouver Quadra	British Columbia	Lower Mainland and Fraser Valley

Consistent NDP

1) Either:
   1) Won in all 3 elections, OR
   2) Won at least twice since 2011 and in 2019 by >5%.

Federal Electoral District	Province	Sub-Region
St. John's East	Newfoundland and Labrador	Atlantic
Berthier–Maskinongé	Québec	RoQC
Rimouski-Neigette–Témiscouata–Les Basques	Québec	RoQC
Hochelaga	Québec	Montreal
Jonquière	Québec	RoQC
Laurier–Sainte-Marie	Québec	Montreal
Outremont	Québec	Montreal
Rosemont–La Petite-Patrie	Québec	Montreal
Sherbrooke	Québec	RoQC
Trois-Rivières	Québec	RoQC
Algoma–Manitoulin–Kapuskasing	Ontario	ON: North/East
Hamilton Centre	Ontario	ON: South/West
Hamilton Mountain	Ontario	ON: South/West
London–Fanshawe	Ontario	ON: South/West
Timmins–James Bay	Ontario	ON: North/East

Federal Electoral District	Province	Sub-Region
Windsor–Tecumseh	Ontario	ON: South/West
Windsor West	Ontario	ON: South/West
Churchill–Keewatinook Aski	Manitoba	Rest of Prairies/AB
Winnipeg Centre	Manitoba	Winnipeg/Saskatoon/Regina
Saskatoon West	Saskatchewan	Winnipeg/Saskatoon/Regina
Edmonton Strathcona	Alberta	Calgary/Edmonton
Burnaby South	British Columbia	Lower Mainland and Fraser Valley
Cowichan–Malahat–Langford	British Columbia	Rest of BC/YT
New Westminster–Burnaby	British Columbia	Lower Mainland and Fraser Valley
Esquimalt–Saanich–Sooke	British Columbia	Rest of BC/YT
Skeena–Bulkley Valley	British Columbia	Rest of BC/YT
Vancouver East	British Columbia	Lower Mainland and Fraser Valley
Vancouver Kingsway	British Columbia	Lower Mainland and Fraser Valley
Victoria	British Columbia	Rest of BC/YT

Swing NDP

1) Either:
   1) Won in 2019, OR
   2) Won at least once since 2011 and have remained competitive, AND
2) Is not a consistent NDP seat, AND
3) The seat hasn't *become* a safe liberal seat or LPC-CPC swing seat.

Federal Electoral District	Province	Sub-Region
Halifax	Nova Scotia	Atlantic
Sackville–Preston–Chezzetcook	Nova Scotia	Atlantic
Acadie–Bathurst	New Brunswick	Atlantic
Brampton East	Ontario	Rest of GTA
Davenport	Ontario	Toronto
Essex	Ontario	ON: South/West
Hamilton East–Stoney Creek	Ontario	ON: South/West
Niagara Centre	Ontario	ON: South/West
Nickel Belt	Ontario	ON: North/East
Ottawa Centre	Ontario	ON: North/East
Parkdale–High Park	Ontario	Toronto
Sudbury	Ontario	ON: North/East
Thunder Bay–Rainy River	Ontario	ON: North/East
Toronto–Danforth	Ontario	Toronto

Federal Electoral District	Province	Sub-Region
Elmwood–Transcona	Manitoba	Winnipeg/Saskatoon/Regina
Winnipeg North	Manitoba	Winnipeg/Saskatoon/Regina
Desnethé–Missinippi–Churchill River	Saskatchewan	Rest of Prairies/AB
Regina–Lewvan	Saskatchewan	Winnipeg/Saskatoon/Regina
Courtenay–Alberni	British Columbia	Rest of BC/YT
Kootenay–Columbia	British Columbia	Rest of BC/YT
Nanaimo–Ladysmith	British Columbia	Rest of BC/YT
Port Moody–Coquitlam	British Columbia	Lower Mainland and Fraser Valley
South Okanagan–West Kootenay	British Columbia	Rest of BC/YT
Surrey Centre	British Columbia	Lower Mainland and Fraser Valley
Surrey–Newton	British Columbia	Lower Mainland and Fraser Valley
North Island–Powell River	British Columbia	Rest of BC/YT
Northwest Territories	Northwest Territories	Rest of Prairies/AB
Nunavut	Nunavut	Rest of Prairies/AB

Montreal BQ-LPC Swing

Québec seats in Montreal that aren't in the Capitale-Nationale/Chaudière-Appalaches region and aren't Strong LPC seats or NDP Consistent/Swing seats. In practice, these are mostly now BQ-Liberal swing seats.

Federal Electoral District	Province	Sub-Region
Alfred-Pellan	Québec	Montreal
Thérèse-De Blainville	Québec	Montreal
Pierre-Boucher–Les Patriotes–Verchères	Québec	Montreal
Brossard–Saint-Lambert	Québec	Montreal
Dorval–Lachine–Lasalle	Québec	Montreal
Honoré-Mercier	Québec	Montreal
Hull–Aylmer	Québec	Montreal
La Pointe-de-L'île	Québec	Montreal
La Prairie	Québec	Montreal
Lasalle–Émard–Verdun	Québec	Montreal
Laval–Les Îles	Québec	Montreal

Federal Electoral District	Province	Sub-Region
Longueuil–Charles-Lemoyne	Québec	Montreal
Longueuil–Saint-Hubert	Québec	Montreal
Mirabel	Québec	Montreal
Montarville	Québec	Montreal
Repentigny	Québec	Montreal
Rivière-des-Mille-Îles	Québec	Montreal
Marc-Aurèle-Fortin	Québec	Montreal
Vaudreuil–Soulanges	Québec	Montreal
Terrebonne	Québec	Montreal
Ville-Marie–Le Sud-Ouest–Île-des-Soeurs	Québec	Montreal
Vimy	Québec	Montreal

Regions BQ-LPC Swing

Québec seats outside of Montreal that aren't in the Capitale-Nationale/Chaudière-Appalaches region and aren't Strong LPC seats or NDP Consistent/Swing seats. In practice, these are mostly now BQ-Liberal swing seats.

Federal Electoral District	Province	Sub-Region
Abitibi–Baie-James–Nunavik–Eeyou	Québec	RoQC
Abitibi–Témiscamingue	Québec	RoQC
Argenteuil–La Petite-Nation	Québec	RoQC
Avignon–La Mitis–Matane–Matapédia	Québec	RoQC
Bécancour–Nicolet–Saurel	Québec	RoQC
Beloeil–Chambly	Québec	RoQC
Brome–Missisquoi	Québec	RoQC
Châteauguay–Lacolle	Québec	RoQC
Chicoutimi–Le Fjord	Québec	RoQC
Compton–Stanstead	Québec	RoQC
Drummond	Québec	RoQC
Gaspésie–Îles-de-la-Madeleine	Québec	RoQC
Gatineau	Québec	RoQC

Federal Electoral District	Province	Sub-Region
Gatineau	Québec	RoQC
Joliette	Québec	RoQC
Lac-Saint-Jean	Québec	RoQC
Laurentides–Labelle	Québec	RoQC
Manicouagan	Québec	RoQC
Montcalm	Québec	RoQC
Pontiac	Québec	RoQC
Rivière-du-Nord	Québec	RoQC
Saint-Hyacinthe–Bagot	Québec	RoQC
Saint-Jean	Québec	RoQC
Saint-Maurice–Champlain	Québec	RoQC
Salaberry–Suroît	Québec	RoQC
Shefford	Québec	RoQC

Capitale-Nationale + Chaudière-Appalaches

All the seats in this region are their own cluster, but most of them are either strong CPC or CPC-BQ swing seats. Some are 3-way races with the LPC.

Federal Electoral District	Province	Sub-Region
Beauce	Québec	RoQC
Beauport–Limoilou	Québec	RoQC
Bellechasse–Les Etchemins–Lévis	Québec	RoQC
Charlesbourg–Haute-Saint-Charles	Québec	RoQC
Beauport–Côte-de-Beaupré–Île D'orléans–Charlevoix	Québec	RoQC
Lévis–Lotbinière	Québec	RoQC
Louis-Hébert	Québec	RoQC

Federal Electoral District	Province	Sub-Region
Louis-Saint-Laurent	Québec	RoQC
Mégantic—L'Érable	Québec	RoQC
Montmagny–L'Islet–Kamouraska–Rivière-du-Loup	Québec	RoQC
Portneuf–Jacques-Cartier	Québec	RoQC
Québec	Québec	RoQC
Richmond–Arthabaska	Québec	RoQC

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