

Segmenting the Electorate

What characteristics define voter groups for Canadian political parties?

NOVEMBER 2026

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Methodology

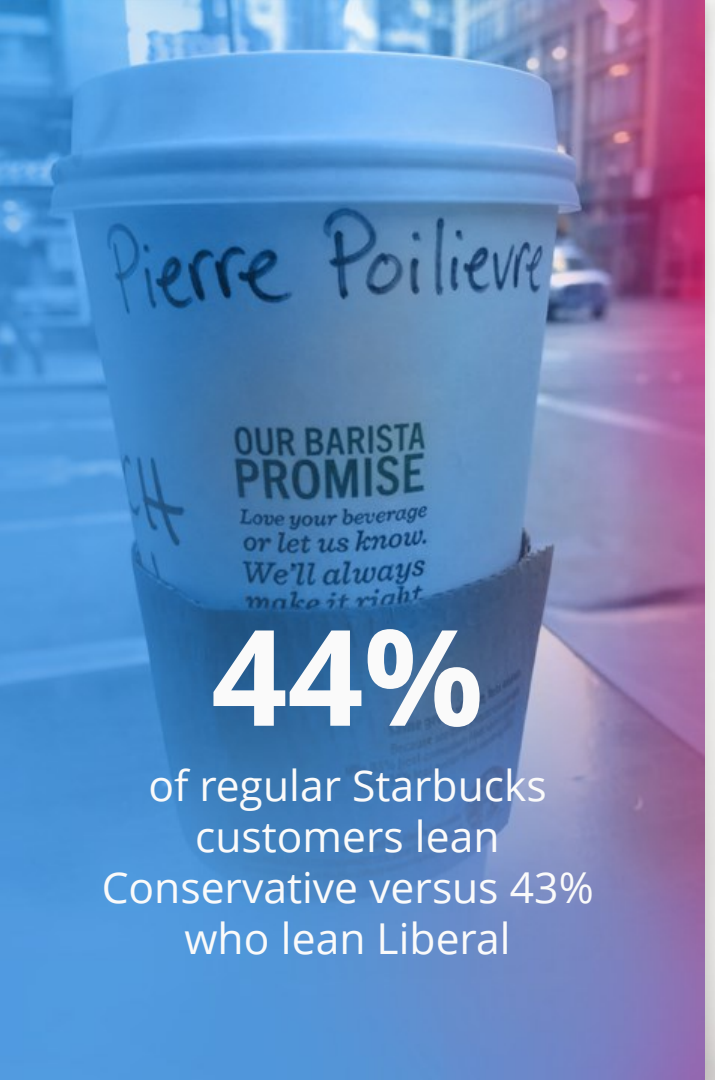
Field Window	October 16th to November 5th, 2026
Sampling	Online survey of 4,330 eligible voters across Canada. Respondents were recruited from the Canadian Viewpoint research panel
Language	Respondents could complete the survey in English or French.
Weighting	Data has been weighted based on language, gender, education and age, within regions.
Reliability*	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of ± 1.5%, 19 times out of 20. The margin of error is larger for sub-segments.

REGION	SAMPLE SIZE
Newfoundland & Labrador	304
PEI	79
New Brunswick	314
Nova Scotia	343
Quebec	773
Ontario	792
Manitoba	335
Saskatchewan	327
Alberta	550
British Columbia	466
Territories	47
Canada	4,330

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44%

of regular Starbucks customers lean Conservative versus 43% who lean Liberal

Key Findings

- The Liberals are in front among most demographic groups, with big leads among seniors (Lib +31), especially senior women (Lib +44).
  - The Liberals also hold big leads among students (Lib +18), households making at least $150,000 a year (Lib +19), Chinese voters (Lib +27), and Black voters (Lib +41).
  - The Conservatives trail among most groups, but lead among blue collar workers (CPC +16) and full-time homemakers (CPC +6).
- In a change from the Harper era, the Liberals lead by 15 points among regular Tim Hortons customers, but the Conservatives lead by a point among regular Starbucks customers.
- Among singers tested, the Liberals are strongest among Katy Perry fans (Lib +35), while the Conservatives are most competitive among Nickelback fans (Lib +3).
- The Conservatives would win the popular vote by 63 points and take every seat in an election where only Donald Trump fans voted. They also dominate among fans of Jordan Peterson (CPC +63) and Joe Rogan (CPC +48), and have a healthy lead among Wayne Gretzky fans (CPC +11).



54%

of Heated Rivalry fans lean Liberal, compared to 22% who lean Conservative and 18% who lean NDP.

Key Findings

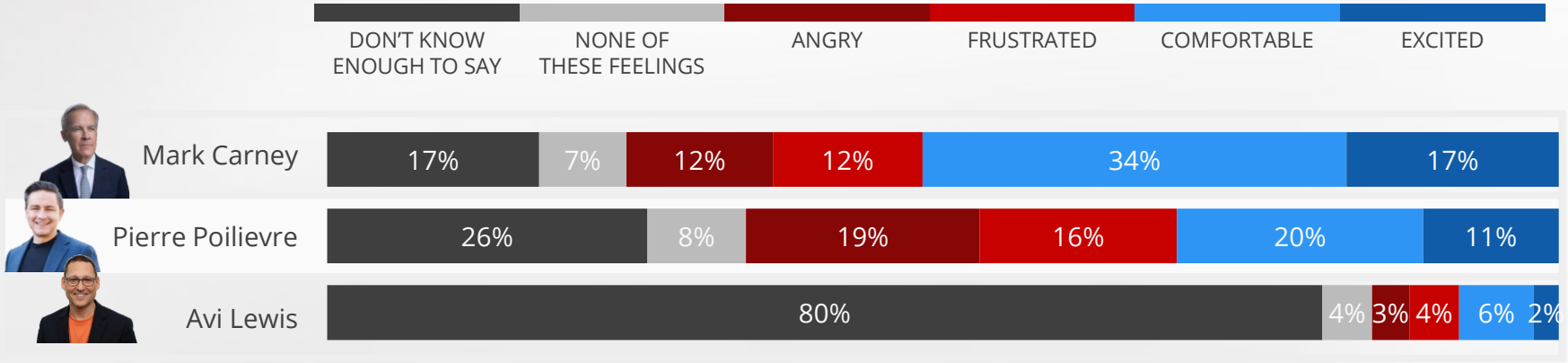
- Among all segments tested, the Liberals' lead is largest among fans of Pope Leo XIV (Lib +43).
- Star Trek fans are slightly more Liberal (Lib +22) than Star Wars fans (Lib +16).
- The most Liberal sports team fan base in Canada is Ottawa Senators fans (Lib 58%), with Saskatchewan Roughriders fans the most Conservative (CPC 56%).
- Nationally, the Liberals lead by 4 points among parents with children under 18 at home; however, the Conservatives lead by 3 points among soccer parents and by 18 points among hockey parents. At the same time, the Liberals lead by 12 points among Bluey fans.
- The Liberals and Conservatives are tied nationally among people who regularly use cannabis.
- The Conservatives lead among people who own guns (CPC +10) and own crypto (CPC +6).
- The NDP are under 20% among all segments tested, but perform best among Heated Rivalry fans (NDP 18%).

Support Levels



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Leader Sentiment: Canadians feeling much better towards Carney than Poilievre, while Lewis is still largely unknown



NET EMOTION (Positive *minus* Negative)

		REGION									GENDERATION							
											MEN				WOMEN			
	TOTAL	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
Mark Carney	**+28**	+23	+11	+5	+16	+26	+46	+24	+34	+26	+24	+24	+17	+36	+43	+19	+18	+21	+52
Pierre Poilievre	**-5**	-8	+17	+15	-3	-6	-10	-4	-27	-17	-12	+10	+5	-15	-16	+4	-2	0	-28
Avi Lewis	**+2**	+5	-5	+5	0	+3	+2	+3	+3	-2	+2	+8	+7	-2	-8	+4	+3	0	+3

How do you feel about each of the following people? Base: All Respondents (n=4,330).

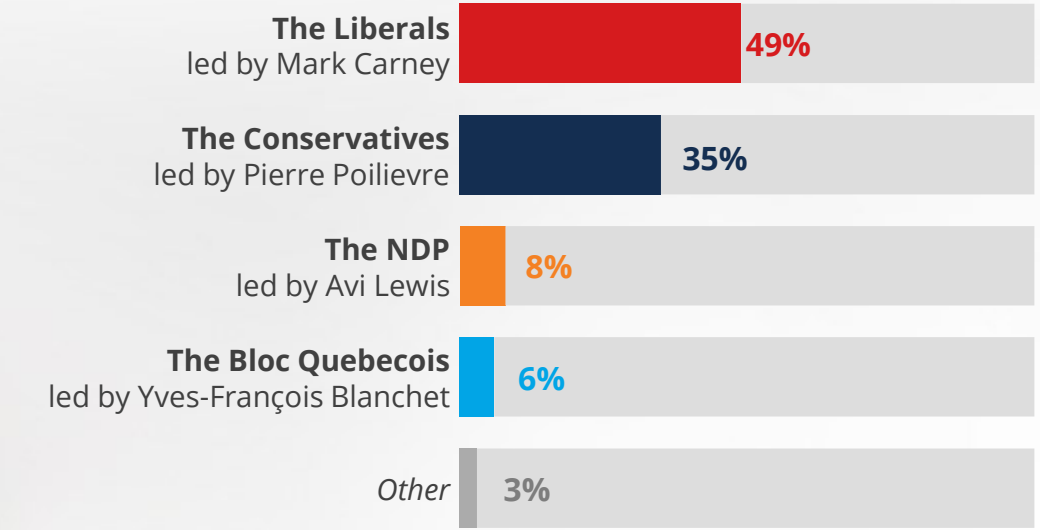


60%

of seniors lean Liberal, compared to 29% who lean Conservative

Decided Vote: Liberals hold 14-point lead

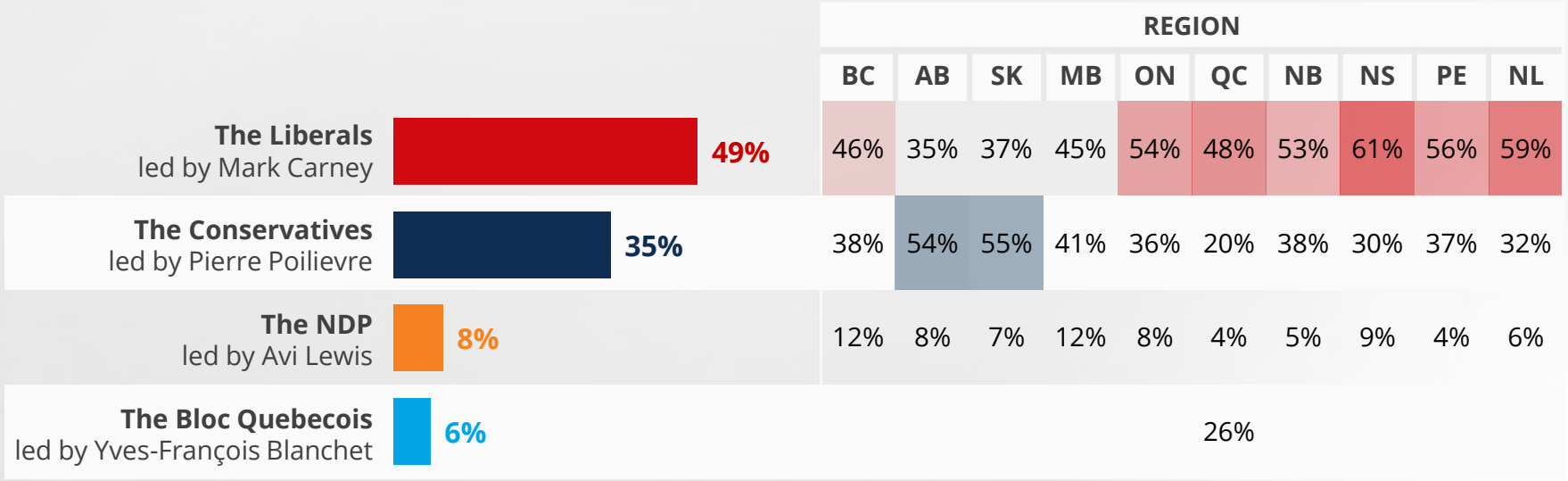
- 18% of voters are undecided.



Q Who would you be most likely to vote for if a federal election were held today?
BASE: Decided Voters (n=3,503)

Decided Vote – by Province: Liberals lead by 22 in Quebec and by 18 in Ontario

- Liberal support has risen the most in Saskatchewan (+10) and Alberta (+7) since the last election. They are up by 4-to-5 points in every other province except New Brunswick and PEI, where their support is around 2025 levels.
- Conservative support is down 10 points in Alberta and Saskatchewan, down 8 in Ontario, and down 7 in Newfoundland and Labrador. They are down by 3-to-5 points in every other province except PEI, where their support is around 2025 levels.
- The NDP are up 4 points in Nova Scotia and up 3 points in Ontario, and are hovering around 2025 in all other provinces.



Decided Vote – by Demographics: Liberals hold dominant lead among seniors, but CPC competitive among voters under 50

- The Liberals have widened their lead among senior women from 21 points during the 2025 election (Pollara tracking) to 44 points today, and have widened their lead among senior men from 8 points to 19 points.
- Since the last election, the Liberal lead over the Conservatives has narrowed slightly among women under 50, but they now hold a slim lead among men under 50 after losing this demographic to the Conservatives by 16 points.

	GENDER		GENDERATION								KIDS UNDER 18 AT HOME		
	MEN	WOMEN	MEN 18-34	MEN 35-49	MEN 50-64	MEN 65+	WOMEN 18-34	WOMEN 35-49	WOMEN 50-64	WOMEN 65+	PARENTS	DADS	MOMS
The Liberals led by Mark Carney	48%	50%	43%	41%	54%	53%	41%	41%	51%	66%	44%	47%	40%
The Conservatives led by Pierre Poilievre	37%	33%	39%	42%	32%	34%	35%	39%	35%	22%	40%	39%	42%
The NDP led by Avi Lewis	6%	9%	10%	6%	4%	4%	14%	12%	5%	4%	8%	5%	10%
The Bloc Quebecois led by Yves-François Blanchet	7%	6%	6%	7%	8%	7%	5%	4%	7%	6%	7%	7%	6%

Decided Vote – by Demographics: Liberals leading among white collar and service workers, but big CPC lead among blue collar

- The Liberal lead among white collar workers has narrowed from 11 points last election to 8 points today, while the Conservative lead among blue collar workers has narrowed from 19 points to 16 points.

	EMPLOYMENT							INCOME			
	SELF-EMPLOYED	STUDENT	UNEMPLOYED	HOME MAKER	WHITE COLLAR	BLUE COLLAR	SERVICE JOB	<$50K	$50K-<$100K	$100K-<$150K	$150K+
The Liberals led by Mark Carney	40%	48%	33%	34%	47%	34%	48%	48%	50%	47%	53%
The Conservatives led by Pierre Poilievre	42%	30%	33%	40%	39%	50%	30%	31%	34%	38%	34%
The NDP led by Avi Lewis	9%	15%	20%	11%	9%	5%	12%	9%	7%	8%	8%
The Bloc Quebecois led by Yves-François Blanchet	7%	2%	11%	12%	4%	7%	5%	7%	7%	5%	4%

Decided Vote – by Demographics: Liberals lead by 17 among racialized voters, with big lead among Black voters

- Pollara showed the Liberals and Conservatives tied among white voters last election, with the Liberals leading by 13 points among racialized voters. They now lead by 14 points among white voters and 17 among racialized.
- We found the Liberals won the South Asian vote by 4 points last election – that's the same lead they hold today.

	EDUCATION			IMMIGRANT			RACIALIZED			
	HS OR LESS	COLLEGE / TRADES	UNIVERSITY DEGREE	BORN IN CANADA	IMMIGRANT	WHITE	TOTAL RACIALIZED	SOUTH ASIAN	CHINESE	BLACK
The Liberals led by Mark Carney	46%	50%	50%	48%	51%	48%	52%	47%	59%	62%
The Conservatives led by Pierre Poilievre	36%	35%	33%	34%	37%	34%	35%	43%	32%	21%
The NDP led by Avi Lewis	6%	6%	11%	7%	8%	7%	9%	8%	8%	13%
The Bloc Quebecois led by Yves-François Blanchet	7%	7%	4%	7%	2%	8%	1%	0%	1%	3%

Segmentation



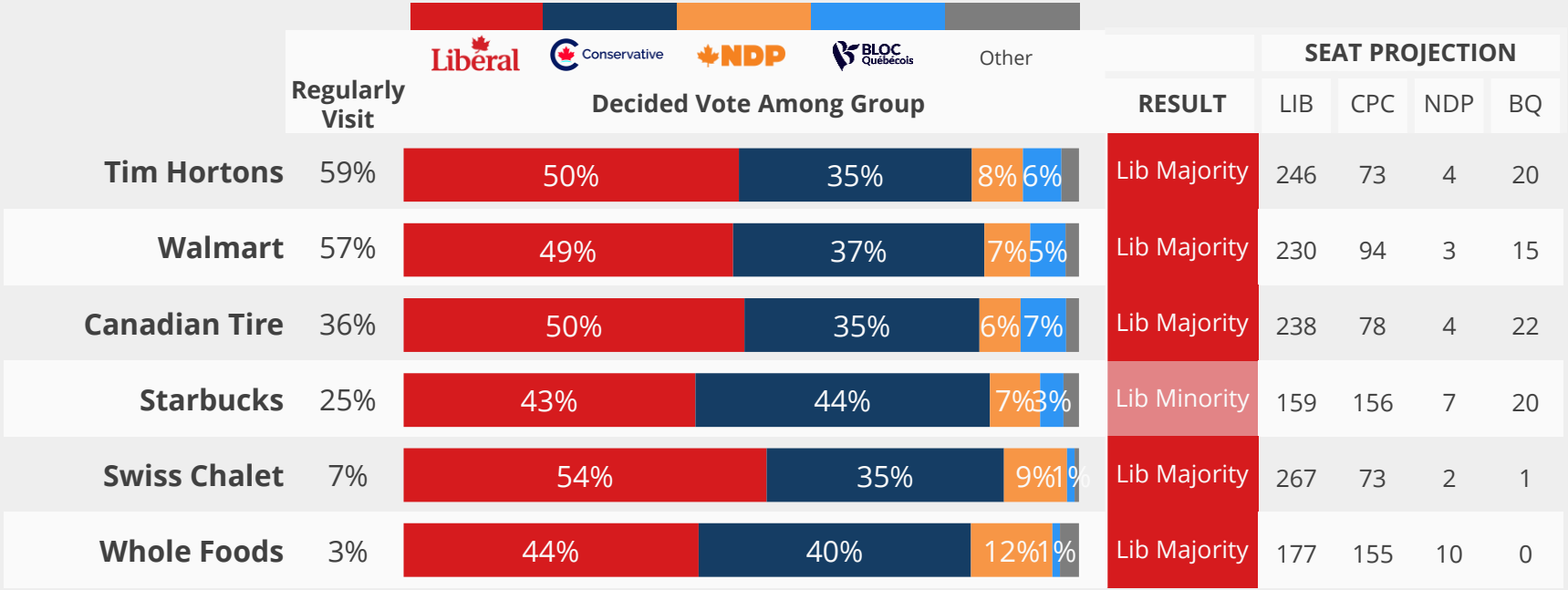


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What We Did

- Survey respondents were asked to self-identify as customers, owners, or fans of over 50 items. From this, we identified everyone from Tim Hortons customers, to Bluey fans, to crypto owners (fun fact: 0.2% of Canadians fall into all three of these categories).
- In the following slides, you will see the vote intent among each of these segments; i.e. what's the vote intent among Tim Hortons customers? This isn't any different than reporting the vote intent among women or among seniors on a regular survey.
- We also ran a basic seat projection using the regional breakdown. So if only Tim Hortons customers voted, we projected seat totals using the vote intent of Tim Hortons customers in Atlantic Canada, Quebec, Ontario, Manitoba/Saskatchewan, Alberta, and BC/Territories. This helps correct for regional concentrations; for example, while the Conservatives lead the Liberals among Calgary Flames fans, this is because most Calgary Flames fans live in Alberta. The Liberals perform well among Flames fans living *outside* Alberta, so they still form a majority in this hypothetical world where only Flames fans are allowed to vote.
- The regional sample sizes are very small in some cases. It's not like there are a lot of BC Lions fans in Quebec, after all. Because of this, please treat the seat projections as a fun exercise, and nothing more.

Retail & Hospitality: Liberals have become the Tim Hortons party, while Conservatives are relatively strong among Starbucks customers



	Regularly Visit	Decided Vote Among Group					SEAT PROJECTION			
		Liberal	Conservative	NDP	BLOC Québécois	Other	RESULT	LIB	CPC	NDP	BQ
Tim Hortons	59%	50%	35%	8%	6%		Lib Majority	246	73	4	20
Walmart	57%	49%	37%	7%	5%		Lib Majority	230	94	3	15
Canadian Tire	36%	50%	35%	6%	7%		Lib Majority	238	78	4	22
Starbucks	25%	43%	44%	7%	3%		Lib Minority	159	156	7	20
Swiss Chalet	7%	54%	35%	9%	1%		Lib Majority	267	73	2	1
Whole Foods	3%	44%	40%	12%	1%		Lib Majority	177	155	10	0

NOTE: Seat projections on slides 13-19 do not always sum to 343, as some seats projected "other" are not in this table

Singers: Liberal vote close to 60% among Katy Perry fans



	Fans	Decided Vote Among Group: Liberal	Conservative	NDP	Bloc Québécois	Other	RESULT	SEAT PROJECTION: LIB	CPC	NDP	BQ
Céline Dion	24%	56%	27%	5%	11%		Lib Majority	276	44	2	21
Taylor Swift	20%	54%	32%	5%	7%		Lib Majority	273	52	2	16
Nickelback	18%	44%	41%	6%	6%		Lib Majority	185	129	3	24
Tragically Hip	18%	57%	29%	9%	3%		Lib Majority	266	43	7	26
Katy Perry	13%	59%	24%	5%	9%		Lib Majority	291	32	2	18
Beyoncé	12%	57%	23%	8%	10%		Lib Majority	296	26	5	16
Drake	12%	48%	34%	8%	8%		Lib Majority	221	98	5	18

Celebrities and Personalities: Conservatives would sweep every single riding in the country if only Trump fans voted



	Fans	Decided Vote Among Group	RESULT	SEAT PROJECTION			
				LIB	CPC	NDP	BQ
Ryan Reynolds	26%	54% 31% 7% 5%	Lib Majority	275	48	4	16
Ryan Gosling	23%	54% 29% 10% 6%	Lib Majority	285	45	3	10
Wayne Gretzky	16%	37% 48% 3% 10%	CPC Majority	99	216	2	25
Pope Leo XIV	14%	63% 20% 6% 9%	Lib Majority	302	28	3	10
J.K. Rowling	13%	40% 41% 3% 13%	CPC Minority	144	157	4	37
Joe Rogan	8%	22% 70% 3% 3%	CPC Majority	15	327	1	0
King Charles III	8%	60% 30% 3% 5%	Lib Majority	290	45	1	6
Jordan Peterson	7%	15% 78% 2% 1%	CPC Majority	33	292	1	17
Donald Trump	6%	13% 76% 2% 2%	CPC Majority	0	343	0	0
Kylie Jenner	4%	40% 38% 10% 10%	CPC Minority	151	160	6	25

Television and Movies: NDP show relative strength among Heated Rivalry fans, but Liberals would still win close to 300 seats if only they voted



	Fans	Decided Vote Among Group: Liberal	Conservative	NDP	BLOC Québécois	Other	RESULT	SEAT PROJECTION: LIB	CPC	NDP	BQ
Lord of the Rings	28%	48%	32%	8%	9%		Lib Majority	229	82	5	26
Star Wars	26%	49%	33%	7%	9%		Lib Majority	237	74	5	26
Schitt's Creek	20%	55%	31%	12%			Lib Majority	292	42	9	0
Star Trek	20%	54%	32%	7%	5%		Lib Majority	263	53	10	16
Survivor	15%	56%	31%	6%	5%		Lib Majority	283	54	4	1
Love is Blind	9%	44%	39%	10%	4%		Lib Majority	202	134	6	1
Heated Rivalry	7%	54%	22%	18%	4%		Lib Majority	296	25	12	10
Bluey	5%	50%	38%	10%			Lib Majority	192	146	4	0

Quirks, Hobbies, and Possessions: Conservatives much stronger among hockey parents than soccer parents



Attribute		Decided Vote Among Group					SEAT PROJECTION			
						RESULT	LIB	CPC	NDP	BQ
I'm a dog person	43%	49%	35%	7%	6%	Lib Majority	236	87	4	16
I'm a cat person	34%	48%	30%	10%	8%	Lib Majority	238	74	8	22
My kids play soccer	28%	41%	44%	8%	5%	CPC Minority	154	161	3	24
I have a tattoo	25%	42%	35%	11%	8%	Lib Majority	195	107	10	29
My kids play hockey	16%	35%	53%	4%	7%	CPC Majority	104	200	4	34
Regularly go to religious services	14%	40%	50%	6%	2%	CPC Majority	142	192	3	5
I regularly use cannabis	11%	39%	39%	10%	7%	CPC Minority	143	145	10	43
I own crypto	6%	38%	44%	6%	8%	CPC Majority	109	196	7	30
I own a gun	5%	39%	49%	4%	5%	CPC Majority	128	209	4	1

Hockey, Baseball, and Basketball: Conservatives winning popular vote among Flames fans, but their concentration in Alberta still leads to a Liberal majority in the seat count



	Fans	Decided Vote Among Group	RESULT	SEAT PROJECTION			
				LIB	CPC	NDP	BQ
Toronto Blue Jays	26%	53% 36% 6% 3%	Lib Majority	255	71	1	16
Montreal Canadiens	20%	52% 23% 4% 21%	Lib Majority	263	56	2	22
Toronto Maple Leafs	18%	52% 39% 6% 2%	Lib Majority	233	101	3	5
Toronto Raptors	17%	53% 32% 8% 6%	Lib Majority	250	50	6	37
Edmonton Oilers	9%	50% 39% 8% 3%	Lib Majority	277	55	6	5
Vancouver Canucks	8%	52% 34% 9% 2%	Lib Majority	278	61	4	0
A PWHL team	7%	57% 15% 11% 17%	Lib Majority	287	20	5	31
Calgary Flames	6%	41% 46% 6% 3%	Lib Majority	224	111	2	6
Ottawa Senators	6%	58% 29% 4% 6%	Lib Majority	274	63	0	6
Winnipeg Jets	5%	45% 39% 11% 4%	Lib Minority	166	145	8	23

CFL Teams: Majority of Roughriders and Stampeders fans lean Conservative



	Fans	Liberal	Conservative	NDP	Bloc Québécois	Other	RESULT	SEAT PROJECTION LIB	CPC	NDP	BQ
Montreal Alouettes	8%	45%	16%	4%	33%		Lib Majority	236	66	5	36
Toronto Argonauts	4%	55%	34%	6%			Lib Majority	300	41	1	0
Saskatchewan Roughriders	4%	36%	56%	6%			CPC Majority	113	209	2	18
Calgary Stampeders	4%	35%	55%	4%			CPC Majority	153	188	1	1
Winnipeg Blue Bombers	3%	50%	37%	10%			Lib Majority	243	73	5	22
BC Lions	3%	52%	39%	6%			Lib Majority	218	117	2	6
Hamilton Tiger-Cats	3%	55%	29%	6%			Lib Majority	248	93	0	1
Edmonton Elks	2%	40%	49%	8%			Lib Minority	152	149	10	31
Ottawa Redblacks	2%	56%	30%	6%			Lib Majority	212	63	4	63

Decided Vote Among Group



Segmenting the Electorate

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