

# The Effects of Competitiveness and Urban-Rural Polarization on Campaign Spending in Canada

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Canadian parties are funded at the national scale, but typically reallocate funds differentially across ridings, producing an uneven geography of campaign resources. Here I investigate two potential drivers of spending variance: urban-rural polarization and competitiveness. Regarding urban-rural polarization, I extend previous studies and argue that some parties will spend more in urban districts and less in rural or suburban ridings, while other parties will exhibit the opposite pattern. Then, building on previous work on the United Kingdom, I test the so-called “rational spending model”, where parties spend most where victory margins are small and seats are competitive. Conversely, parties spend less where they have lost or secured a seat by large margins. I find no significant relationship between spending and urban-rural polarization, and a significant relationship between spending and competitiveness below the mean of victory margin, and not above mean of victory margin.

**Map of Campaign Spending: Top Spending Parties per Riding**

