



# MAINSTREET RESEARCH

## **Mainstreet Research Poll for the Electoral District of Kitchener Centre**

### **About Mainstreet**

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

### **Methodology**

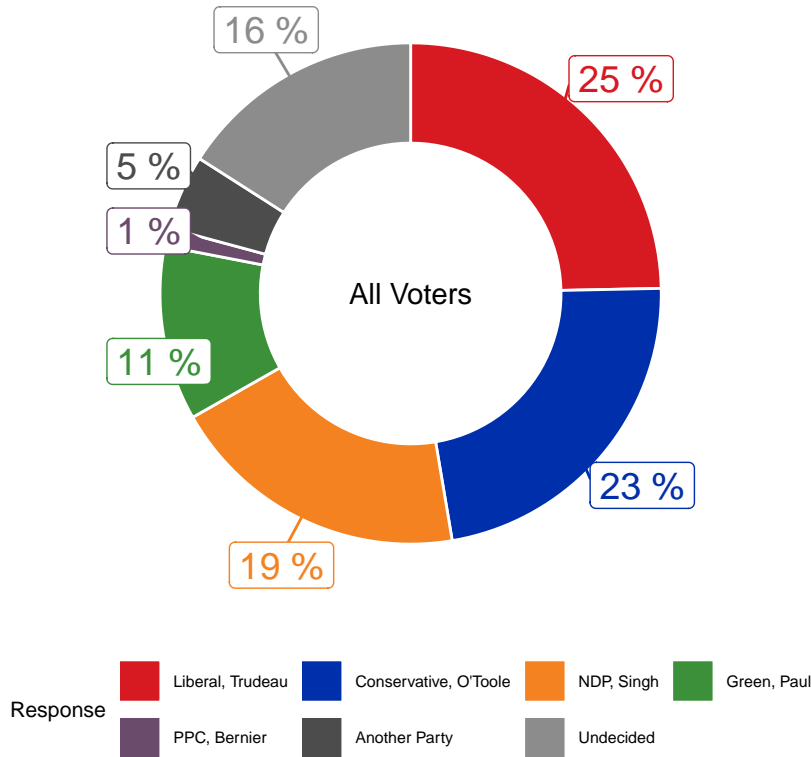
The analysis in this report is based on results of a survey conducted on August 24th, 2021 among a sample of 280 adults, 18 years of age or older, living in the federal electoral district of Kitchener Centre. The survey was conducted using automated telephone interviews (Smart IVR) and online samples. In the case of telephone interviews, respondents were interviewed on landlines and

cellular phones. The survey is intended to represent the voting population in Kitchener Centre.

As this survey used non-probability sampling to collect this sample, a margin of error cannot be applied to this sample. However, the margin of error for a probability sample of this size would be +/- 5.9% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

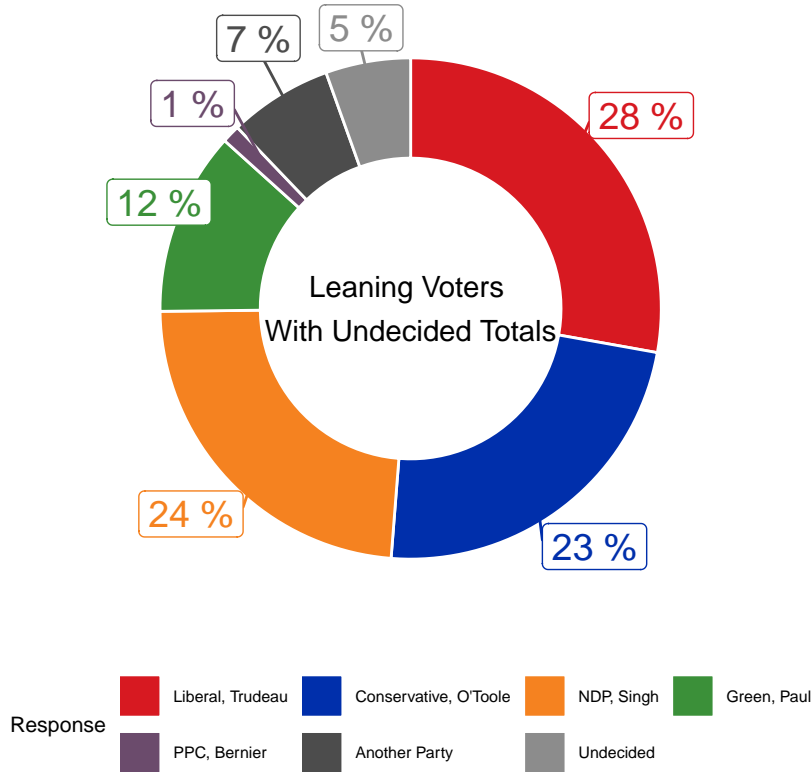
# If a federal election were held today, which party would you vote for? (all voters)



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	24.7%	25.2%	24.2%	22.5%	8.8%	26%	32.4%	44.8%
Conservative, O'Toole	22.7%	26.5%	19.3%	8.1%	15.7%	18.5%	34.8%	26.5%
NDP, Singh	19.4%	15.8%	22.7%	13%	35%	13.4%	7.3%	11.6%
Green, Paul	11.3%	14.6%	8.3%	0%	8.6%	19.4%	11.8%	5.2%
PPC, Bernier	1.2%	2.4%	0%	8.1%	0%	3.1%	1.9%	0%
Another Party	4.8%	4.8%	4.8%	22.5%	12.3%	0%	1.9%	0%
Undecided	15.9%	10.6%	20.6%	25.7%	19.4%	19.6%	9.9%	11.8%
Unweighted Frequency	280	110	160	10	28	42	65	145
Weighted Frequency	280	132	148	1	100	66	63	51

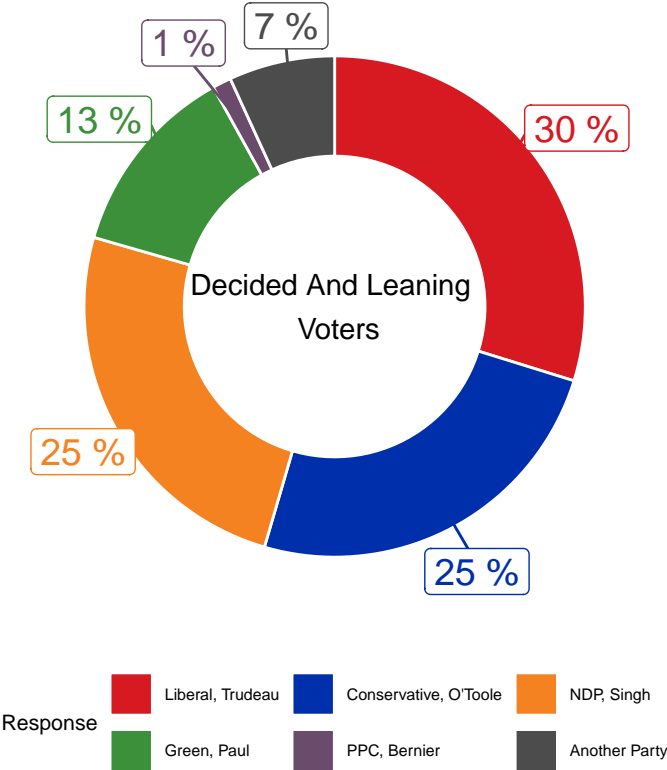
## If a federal election were held today, which party would you vote for? (leaning voters with undecided totals)



### broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	27.8%	25.2%	30.2%	22.5%	15.9%	28.1%	32.4%	45.4%
Conservative, O'Toole	23.4%	27.5%	19.9%	8.1%	15.7%	18.5%	36.8%	28.3%
NDP, Singh	23.6%	19.2%	27.5%	13%	38.6%	23.7%	8.6%	12.5%
Green, Paul	11.9%	14.6%	9.5%	0%	8.6%	19.4%	14.4%	5.2%
PPC, Bernier	1.2%	2.4%	0%	8.1%	0%	3.1%	1.9%	0%
Another Party	6.7%	8.7%	4.8%	22.5%	17.4%	0%	1.9%	0%
Undecided	5.5%	2.5%	8.1%	25.7%	3.7%	7.2%	4%	8.5%
Unweighted Frequency	280	110	160	10	28	42	65	145
Weighted Frequency	280	132	148	1	100	66	63	51

# If a federal election were held today, which party would you vote for? (decided and leaning voters)



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	29.8%	25.9%	33.3%	29.8%	16.6%	30.8%	33.6%	49.9%
Conservative, O'Toole	24.7%	28.2%	21.7%	11.3%	16.4%	19.9%	38%	30.9%
NDP, Singh	24.9%	19.7%	29.6%	17.8%	40.3%	25.4%	9.2%	13.6%
Green, Paul	12.5%	15%	10.3%	0%	8.8%	20.6%	15.3%	5.6%
PPC, Bernier	1.2%	2.5%	0%	11.3%	0%	3.3%	1.9%	0%
Another Party	6.8%	8.6%	5.1%	29.8%	17.9%	0%	1.9%	0%
Unweighted Frequency	258	106	144	8	26	39	61	132
Weighted Frequency	258	121	136	1	92	61	58	47