



# MAINSTREET RESEARCH

## **Mainstreet Research Poll for the Electoral District of Cape Breton-Canso**

### **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**

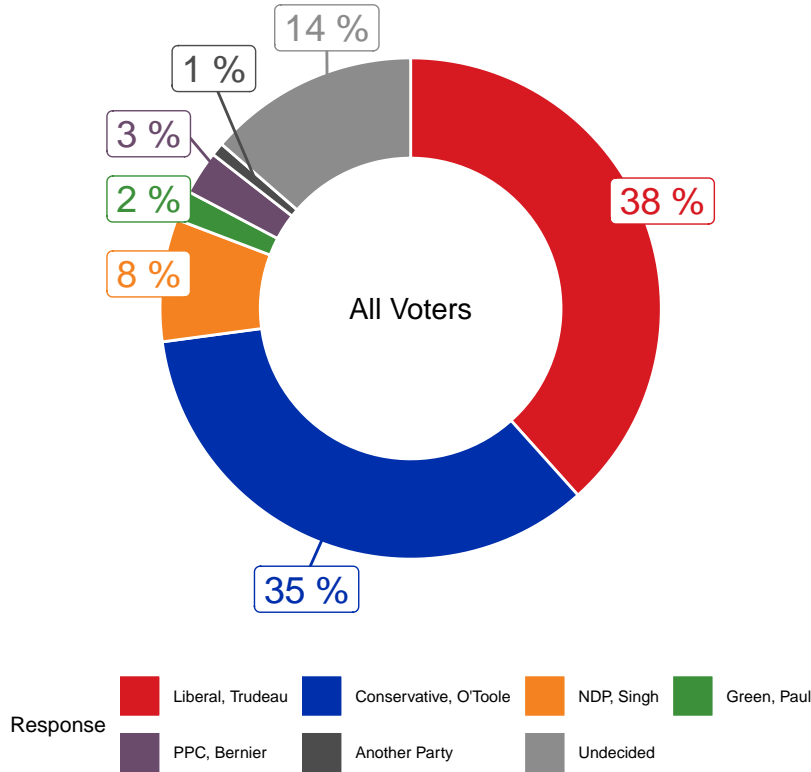
The analysis in this report is based on results of a survey conducted between August 19th, 2021 among a sample of 301 adults, 18 years of age or older, living in the federal electoral district of Cape Breton-Canso. The survey was conducted using automated telephone interviews (Smart IVR). Respondents

were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Canada.

The margin of error for the poll is +/- 5% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

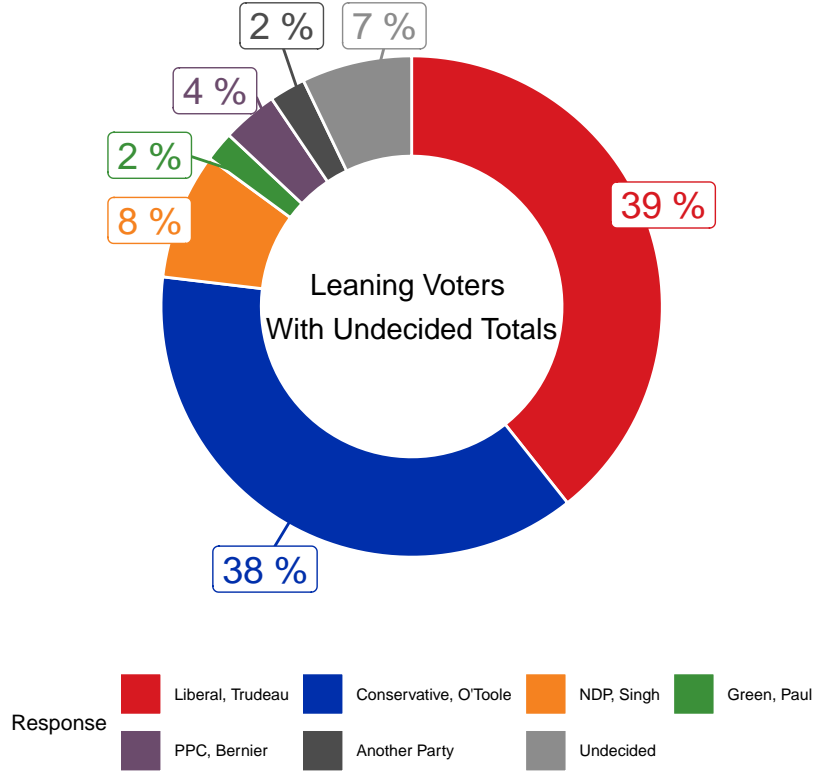
## If a federal election were held today, which party would you vote for? (all voters)



### broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	38.4%	41.2%	40.5%	6%	9.3%	34.6%	46.2%	50.9%
Conservative, O'Toole	34.5%	34.9%	32.7%	43.9%	41.9%	46.4%	30%	26.6%
NDP, Singh	7.9%	7.2%	9.9%	0%	16.3%	3.6%	9%	4.5%
Green, Paul	1.9%	0.7%	1.6%	11.9%	0%	3.6%	2.7%	1.2%
PPC, Bernier	2.8%	5.7%	0.3%	0%	9.3%	4.8%	0%	0.4%
Another Party	0.8%	0%	1.9%	0%	0%	3.6%	0%	0.4%
Undecided	13.6%	10.3%	13.2%	38.3%	23.2%	3.6%	12.1%	16%
Unweighted Frequency	301	117	172	12	12	25	67	197
Weighted Frequency	301	142	137	21	56	60	95	89

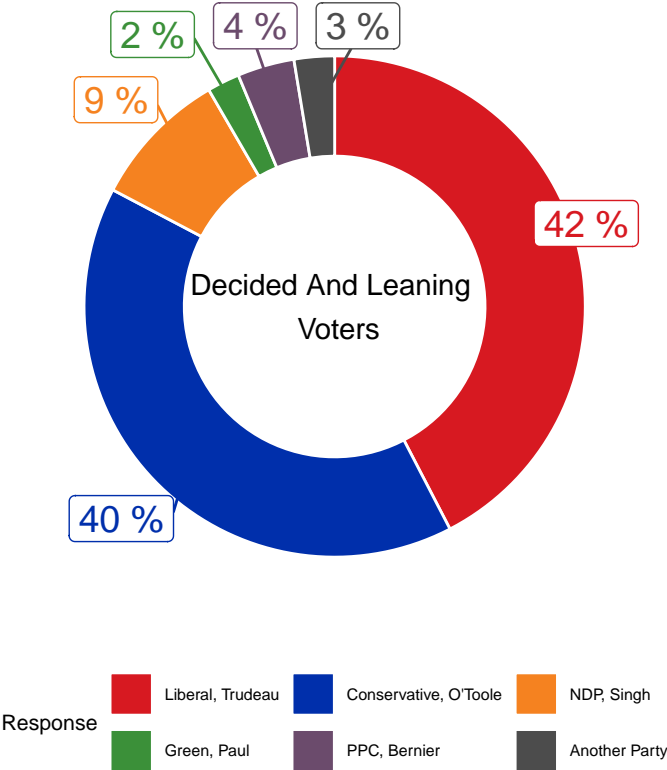
# If a federal election were held today, which party would you vote for? (leaning voters with undecided totals)



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	39.3%	41.2%	42.6%	6%	9.3%	34.6%	47.5%	52.7%
Conservative, O'Toole	37.6%	40.5%	33.5%	43.9%	51.2%	46.4%	31.8%	29.1%
NDP, Singh	8.2%	7.2%	10.5%	0%	16.3%	3.6%	9%	5.4%
Green, Paul	1.9%	0.7%	1.6%	11.9%	0%	3.6%	2.7%	1.2%
PPC, Bernier	3.6%	7.3%	0.3%	0%	9.3%	4.8%	1.8%	1%
Another Party	2.3%	0.4%	1.9%	18.2%	7%	3.6%	0%	1%
Undecided	7.1%	2.7%	9.7%	20.1%	7%	3.6%	7.2%	9.5%
Unweighted Frequency	301	117	172	12	12	25	67	197
Weighted Frequency	301	142	137	21	56	60	95	89

# 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	42.4%	42.2%	47.5%	7.4%	9.7%	35%	51.3%	58.4%
Conservative, O'Toole	40.3%	41.7%	36.9%	54.7%	54.9%	48.7%	34.2%	32%
NDP, Singh	8.9%	7.5%	11.7%	0%	17.7%	3.9%	9.7%	6%
Green, Paul	2.1%	0.8%	1.7%	14.8%	0%	3.9%	3%	1.3%
PPC, Bernier	3.7%	7.4%	0.3%	0%	9.7%	4.7%	1.8%	1.1%
Another Party	2.6%	0.4%	2%	23.2%	8%	3.9%	0%	1.1%
Unweighted Frequency	274	112	152	10	11	24	62	177
Weighted Frequency	274	130	127	18	51	55	87	81