



# MAINSTREET RESEARCH

## **Mainstreet Research Poll for the Electoral District of Charleswood-St. James-Assiniboia-Headingley**

### **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**

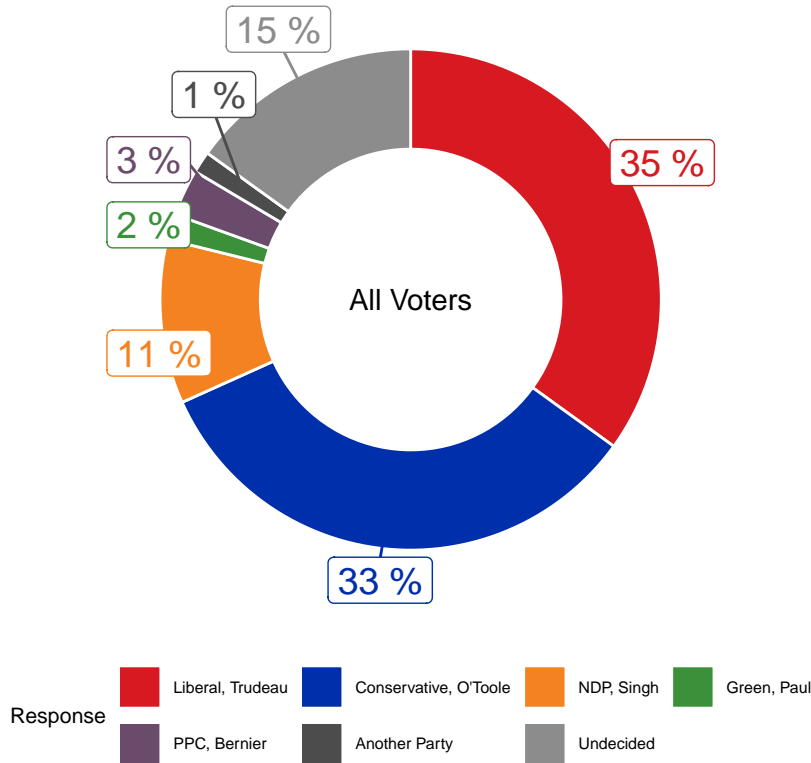
The analysis in this report is based on results of a survey conducted between August 20th, 2021 among a sample of 303 adults, 18 years of age or older, living in the federal electoral district of Charleswood-St. James-Assiniboia-Headingley. The survey was conducted using automated telephone inter-

views (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.

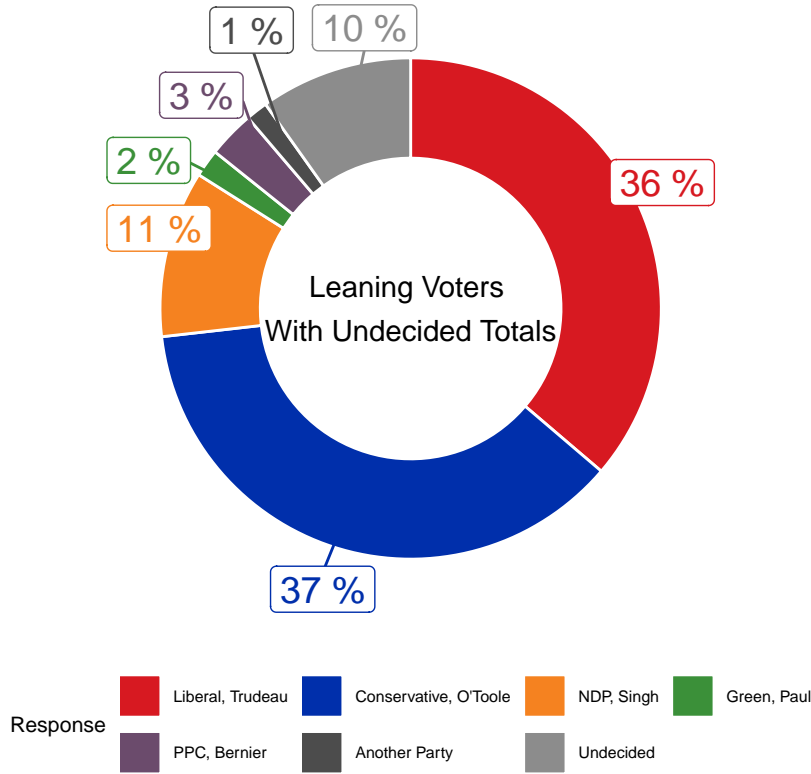
## If a federal election were held today, which party would you vote for? (all voters)



### broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	35%	32.9%	38%	26.9%	15.9%	33%	42.9%	39.8%
Conservative, O'Toole	33.3%	36.6%	32.6%	11.7%	52.3%	32.1%	25.4%	30.6%
NDP, Singh	10.6%	8.3%	13.3%	7.5%	9.1%	17%	8.1%	9.9%
Green, Paul	1.7%	1.5%	2%	0%	0%	2.7%	1.8%	1.9%
PPC, Bernier	3%	5%	1.1%	2.3%	0%	6.2%	3.6%	2.2%
Another Party	1.4%	0%	0%	24.7%	6.8%	0%	0%	0.4%
Undecided	15.1%	15.7%	13%	26.9%	15.9%	8.9%	18.3%	15.2%
Unweighted Frequency	317	125	180	12	13	33	65	206
Weighted Frequency	317	150	149	18	59	64	100	94

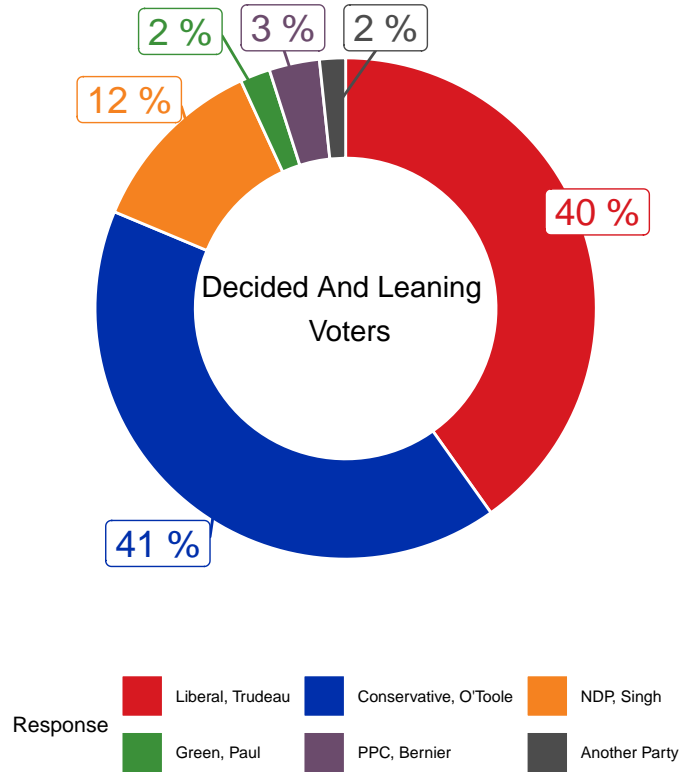
# If a federal election were held today, which party would you vote for? (leaning voters with undecided totals)



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	36.2%	34.8%	38.9%	26.9%	15.9%	33%	44.6%	42.3%
Conservative, O'Toole	37%	41.5%	35.5%	11.7%	52.3%	38.4%	28.6%	35.3%
NDP, Singh	10.8%	8.7%	13.3%	7.5%	9.1%	17%	8.1%	10.5%
Green, Paul	1.8%	1.5%	2.2%	0%	0%	2.7%	1.8%	2.3%
PPC, Bernier	3%	5%	1.1%	2.3%	0%	6.2%	3.6%	2.2%
Another Party	1.4%	0%	0%	24.7%	6.8%	0%	0%	0.4%
Undecided	9.8%	8.6%	9%	26.9%	15.9%	2.7%	13.4%	7%
Unweighted Frequency	317	125	180	12	13	33	65	206
Weighted Frequency	317	150	149	18	59	64	100	94

## 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	40.2%	38.2%	42.4%	37.6%	18.8%	34%	51.6%	45.6%
Conservative, O'Toole	41.1%	45.2%	39.8%	14.5%	62.3%	39.2%	32.9%	37.9%
NDP, Singh	11.8%	9.5%	14.3%	10.3%	10.6%	17.6%	9.4%	11.2%
Green, Paul	1.9%	1.7%	2.3%	0%	0%	2.8%	2%	2.5%
PPC, Bernier	3.2%	5.4%	1.2%	2.9%	0%	6.4%	4.1%	2.3%
Another Party	1.7%	0%	0%	34.7%	8.2%	0%	0%	0.5%
Unweighted Frequency	290	117	164	9	11	32	56	191
Weighted Frequency	290	137	139	14	54	58	92	86