



# MAINSTREET RESEARCH

## **Mainstreet Research Poll for the Electoral District of Niagara 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**

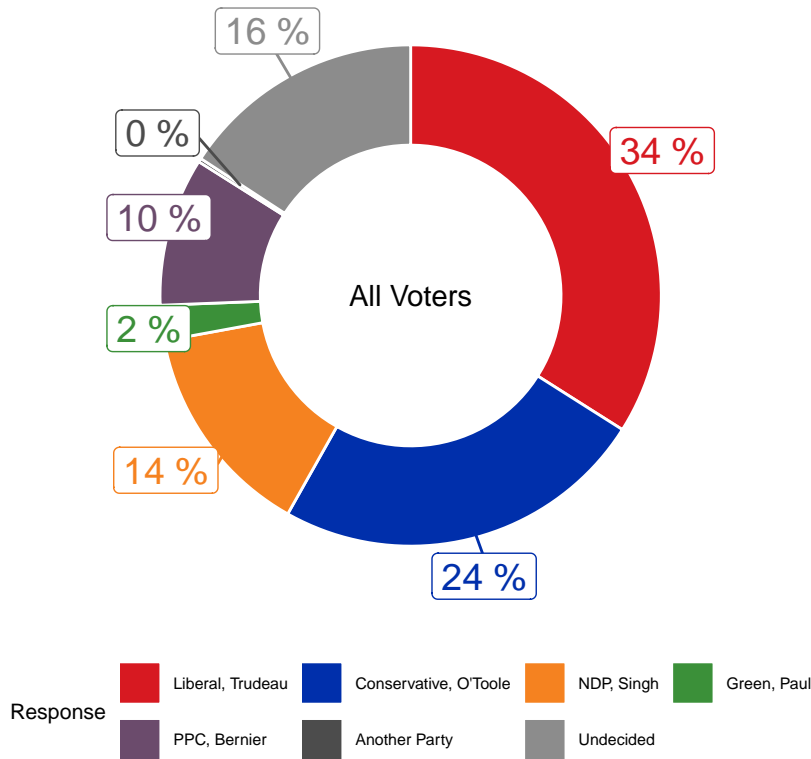
The analysis in this report is based on results of a survey conducted on September 7th-10th, 2021 among a sample of 301 adults, 18 years of age or older, living in the federal electoral district of Niagara Centre. The survey was conducted using automated telephone interviews (Smart IVR) and online samples. In the case of telephone interviews, respondents were interviewed

on landlines and cellular phones. The survey is intended to represent the voting population in Niagara 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% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

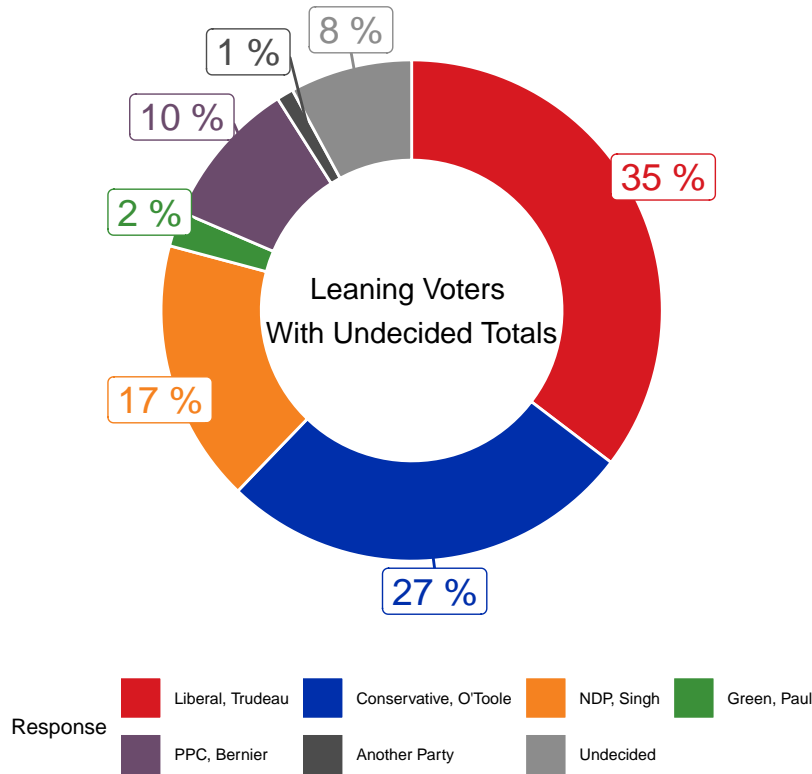
## If a federal election were held today, which party would you vote for? (all voters)



### broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	34%	36.2%	32.1%	0%	18.6%	19.4%	42.7%	43.7%
Conservative, O'Toole	24.2%	26.7%	21.9%	17.1%	35.4%	21.6%	16%	29.4%
NDP, Singh	13.9%	12%	15.8%	0%	18.6%	13.2%	12.9%	13.2%
Green, Paul	2.3%	1.5%	3%	0%	0%	5.2%	1.7%	1.9%
PPC, Bernier	9.6%	10.5%	8.6%	47.2%	16.5%	13.2%	10.1%	2.4%
Another Party	0.2%	0.5%	0%	8.5%	0%	0%	0%	0.8%
Undecided	15.8%	12.7%	18.5%	27.1%	11%	27.4%	16.6%	8.6%
Unweighted Frequency	301	120	174	7	34	57	50	160
Weighted Frequency	301	142	159	1	48	67	100	87

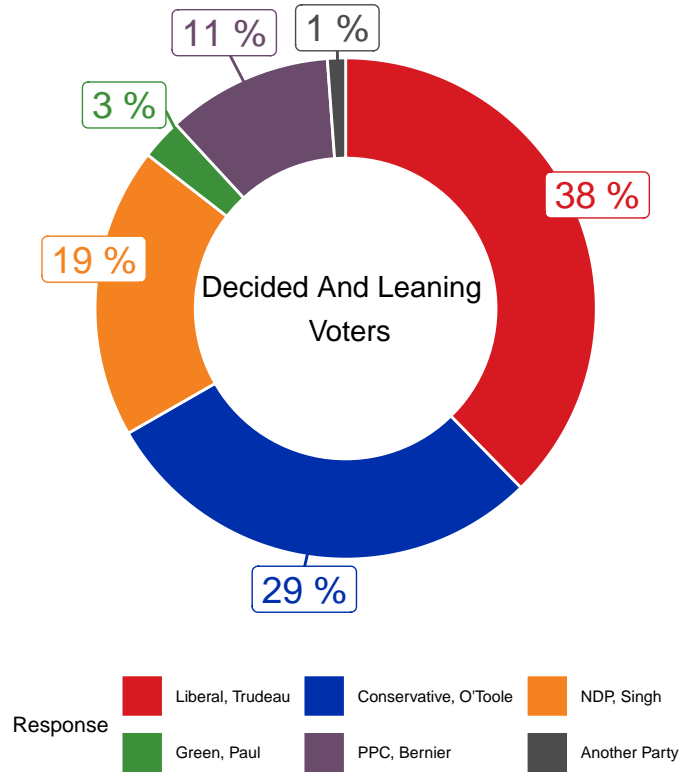
## If a federal election were held today, which party would you vote for? (leaning voters with undecided totals)



### broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Liberal, Trudeau	35.4%	37.9%	33.2%	0%	18.6%	19.4%	46.8%	43.7%
Conservative, O'Toole	26.8%	32.1%	22.2%	17.1%	35.4%	23.7%	20.8%	31.5%
NDP, Singh	17%	14.7%	19.1%	0%	18.6%	18.5%	17.1%	14.8%
Green, Paul	2.3%	1.5%	3%	0%	0%	5.2%	1.7%	1.9%
PPC, Bernier	9.6%	10.5%	8.6%	47.2%	16.5%	13.2%	10.1%	2.4%
Another Party	1.1%	1.9%	0.3%	8.5%	0%	2.1%	0%	2.1%
Undecided	7.9%	1.5%	13.5%	27.1%	11%	17.8%	3.5%	3.6%
Unweighted Frequency	301	120	174	7	34	57	50	160
Weighted Frequency	301	142	159	1	48	67	100	87

## 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	37.7%	37.5%	38%	0%	21%	24%	48.3%	45.3%
Conservative, O'Toole	29%	32.5%	25.9%	22.4%	39.3%	28.9%	21.2%	32.4%
NDP, Singh	18.8%	15.3%	22%	0%	21%	22.4%	18.1%	15.6%
Green, Paul	2.6%	1.6%	3.6%	0%	0%	6.5%	1.9%	2%
PPC, Bernier	10.7%	11%	10.2%	66.4%	18.7%	15.9%	10.4%	2.6%
Another Party	1.2%	2.1%	0.3%	11.2%	0%	2.4%	0%	2.2%
Unweighted Frequency	276	118	153	5	30	45	48	153
Weighted Frequency	276	130	145	1	44	61	91	80