Mainstreet Research Survey - Canada

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 CRIC and exceeds all Canadian and international standards for market research and public opinion research.
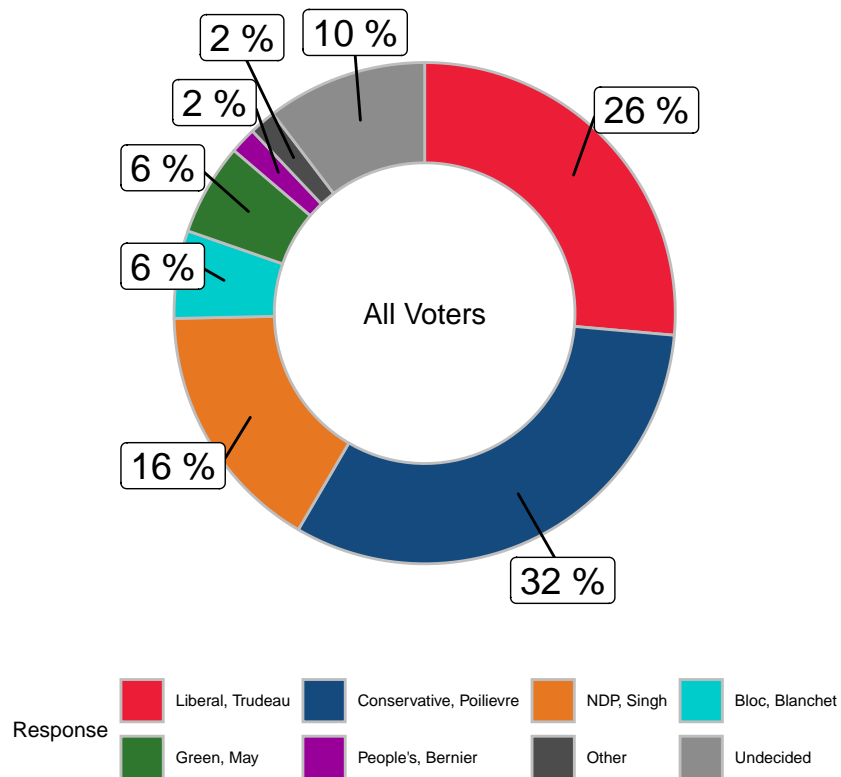
Methodology

The analysis in this report is based on results of a survey conducted from Wednesday, March 29th to Thursday, March 30th, 2023, among a sample of 1267 adults, 18 years of age or older, living in Canada. The survey was conducted using automated telephone interviews (Smart IVR). The survey is intended to represent the voting population in Canada.

The margin of error for the poll is +/- 2.8% at the 95% confidence level. Margins of error are higher in each subsample.

If the federal election were held today, how would you vote? (all voters)

All Voters

2 % 10 %
2 %
6 %
6 %
16 %
26 %
32 %

Response

- Liberal, Trudeau
- Conservative, Poilievre
- NDP, Singh
- Bloc, Blanchet
- Green, May
- People's, Bernier
- Other
- Undecided

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broken out by age, gender, and region

	Total	Gender			Age				Region					
		Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Liberal, Trudeau	26.4%	22.7%	30.4%	15.8%	20.4%	21.5%	30.1%	33.4%	8%	32%	18.6%	24.7%	32.7%	28.3%
Conservative, Poilievre	32%	39.1%	25%	32%	31.9%	33.7%	31.9%	30.4%	51.9%	19.3%	40.5%	36.3%	32.8%	18.6%
NDP, Singh	16.3%	12.6%	20.1%	10.8%	28.5%	15.9%	11.4%	9.6%	21.5%	16.4%	17.3%	15.8%	17.8%	10.6%
Bloc, Blanchet	5.7%	5%	6.4%	2.5%	3.5%	5.1%	6.9%	7.1%	0%	0%	0%	0%	0%	24.3%
Green, May	5.9%	5.1%	6.3%	19.3%	6.3%	6.7%	5.3%	5.5%	0.6%	14.6%	15.5%	3.3%	5.2%	2.3%
People's, Bernier	1.7%	3%	0.1%	10.3%	0.9%	2.4%	1.9%	1.5%	1.9%	0%	0.7%	2.6%	2.4%	1.2%
Other	1.7%	2.6%	0.8%	4.2%	1.3%	3.7%	0.6%	1.4%	3.9%	2.2%	0.7%	0%	1.8%	1.5%
Undecided	10.3%	10%	10.9%	5.1%	7.1%	11%	12%	11%	12.1%	15.4%	6.8%	17.2%	7.3%	13.2%
Unweighted Frequency	1267	711	481	75	165	257	376	469	169	49	194	109	428	318
Weighted Frequency	1267	619	627	22	309	311	356	292	143	86	173	83	488	296

broken out by education, income

	Total	Education			Income			
		Highschool or Less	College/CEGEP	University	<$50K	$50K-$75K	$75K-$100K	>$100K
Liberal, Trudeau	26.4%	25.8%	24.9%	28%	26.4%	29.2%	17.4%	27.5%
Conservative, Poilievre	32%	33.5%	40%	24.6%	26.2%	33.5%	36.8%	36.2%
NDP, Singh	16.3%	9.3%	13.4%	23.6%	19.6%	10.4%	17.5%	16.2%
Bloc, Blanchet	5.7%	6%	5.3%	5.6%	6.8%	3.6%	6.6%	5.5%
Green, May	5.9%	8.3%	4.6%	5.1%	6.5%	6.3%	9.1%	3.4%
People's, Bernier	1.7%	2%	1.7%	1.5%	1%	1.3%	5.2%	1.3%
Other	1.7%	1.7%	3.5%	0.4%	2.6%	1.6%	2.2%	0.5%
Undecided	10.3%	13.3%	6.6%	11.1%	10.8%	14.2%	5.3%	9.4%
Unweighted Frequency	1267	267	408	592	433	264	196	367
Weighted Frequency	1267	373	395	501	448	281	173	362

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If the federal election were held today, how would you vote? (leaning voters with undecided totals)
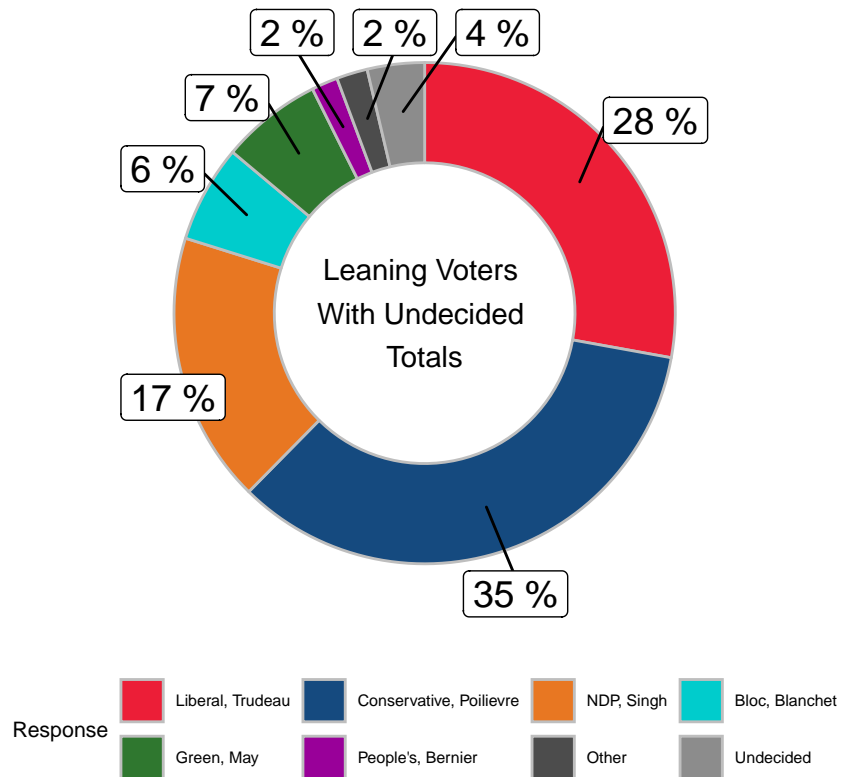
Leaning Voters With Undecided Totals

- 28 %
- 35 %
- 17 %
- 6 %
- 7 %
- 2 %
- 2 %
- 4 %

Response

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Conservative, Poilievre	34.5%	42%	27.2%	34%	35.8%	36.4%	33.1%	32.9%	53.3%	22.1%	41.9%	43.6%	33.7%	23.5%
NDP, Singh	17.5%	13.7%	21.4%	12.4%	29.2%	17.7%	13%	10.3%	22.2%	16.4%	17.3%	20.9%	19.4%	11.4%
Bloc, Blanchet	6.3%	5.7%	6.9%	2.5%	4.3%	6.1%	7.5%	7.1%	0%	0%	0%	0%	0%	26.9%
Green, May	6.5%	5.7%	6.8%	19.3%	7.1%	8.3%	5.3%	5.5%	2.2%	14.6%	15.5%	3.3%	6.3%	2.3%
People's, Bernier	1.7%	3%	0.1%	10.3%	0.9%	2.4%	1.9%	1.5%	1.9%	0%	0.7%	2.6%	2.4%	1.2%
Other	2%	2.7%	1.2%	4.2%	1.3%	3.7%	1.6%	1.4%	3.9%	2.2%	2.3%	0%	1.8%	1.8%
Undecided	3.7%	3.2%	4.4%	0%	0%	2.2%	6.5%	5.7%	6.1%	4.2%	3.7%	2.6%	3.6%	2.8%
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Liberal, Trudeau	27.8%	27.4%	25.2%	30.3%	27.9%	31.5%	17.4%	28.9%
Conservative, Poilievre	34.5%	36.8%	41.8%	27.1%	28.6%	36.6%	38.2%	39.1%
NDP, Singh	17.5%	11.3%	13.7%	25%	20.3%	13.4%	18%	17.1%
Bloc, Blanchet	6.3%	7.3%	5.3%	6.3%	7.8%	3.6%	6.6%	6.4%
Green, May	6.5%	8.3%	6.1%	5.5%	7%	6.9%	9.1%	4.4%
People's, Bernier	1.7%	2%	1.7%	1.5%	1%	1.3%	5.2%	1.3%
Other	2%	1.7%	3.5%	1.1%	2.6%	2.9%	2.2%	0.5%
Undecided	3.7%	5.3%	2.8%	3.2%	4.8%	3.9%	3.3%	2.4%
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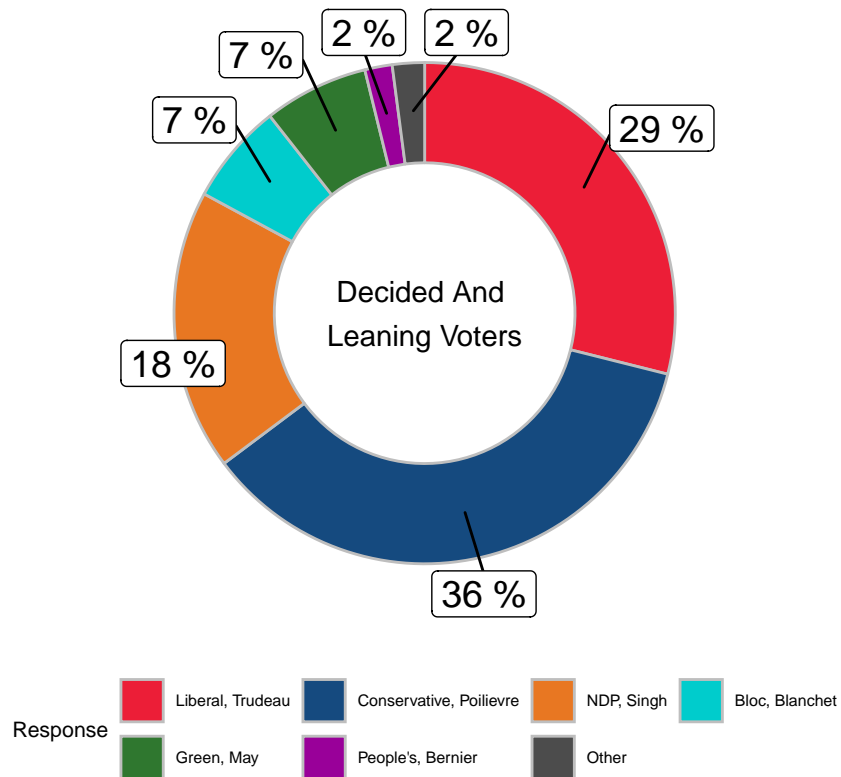
Decided And
Leaning Voters

7 %
2 %
2 %
7 %
29 %
18 %
36 %

Response

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Conservative, Poilievre	35.9%	43.4%	28.4%	34%	35.8%	37.3%	35.4%	34.9%	56.8%	23%	43.6%	44.8%	35%	24.2%
NDP, Singh	18.1%	14.1%	22.4%	12.4%	29.2%	18.1%	13.9%	10.9%	23.6%	17.2%	17.9%	21.4%	20.1%	11.7%
Bloc, Blanchet	6.5%	5.9%	7.2%	2.5%	4.3%	6.3%	8%	7.5%	0%	0%	0%	0%	0%	27.7%
Green, May	6.8%	5.9%	7.1%	19.3%	7.1%	8.5%	5.6%	5.9%	2.3%	15.3%	16.1%	3.4%	6.5%	2.3%
People's, Bernier	1.8%	3.1%	0.1%	10.3%	0.9%	2.5%	2%	1.6%	2.1%	0%	0.7%	2.7%	2.5%	1.2%
Other	2.1%	2.8%	1.3%	4.2%	1.3%	3.8%	1.7%	1.5%	4.1%	2.3%	2.4%	0%	1.8%	1.8%
Unweighted Frequency	1216	682	459	75	165	249	355	447	157	45	186	106	411	311
Weighted Frequency	1216	600	600	22	309	304	333	276	135	83	166	80	471	288

broken out by education, income

	Total	Education			Income			
		Highschool or Less	College/CEGEP	University	<$50K	$50K-$75K	$75K-$100K	>$100K
Liberal, Trudeau	28.9%	28.9%	25.9%	31.3%	29.3%	32.8%	18%	29.6%
Conservative, Poilievre	35.9%	38.9%	43%	28%	30%	38.1%	39.5%	40%
NDP, Singh	18.1%	11.9%	14.1%	25.8%	21.3%	13.9%	18.7%	17.5%
Bloc, Blanchet	6.5%	7.7%	5.5%	6.5%	8.2%	3.7%	6.8%	6.5%
Green, May	6.8%	8.8%	6.3%	5.7%	7.4%	7.2%	9.4%	4.5%
People's, Bernier	1.8%	2.1%	1.7%	1.6%	1%	1.3%	5.4%	1.3%
Other	2.1%	1.7%	3.6%	1.1%	2.8%	3%	2.3%	0.5%
Unweighted Frequency	1216	252	395	569	412	252	189	356
Weighted Frequency	1216	354	384	485	427	270	167	353