

Mainstreet Research Survey - Antigonish



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.

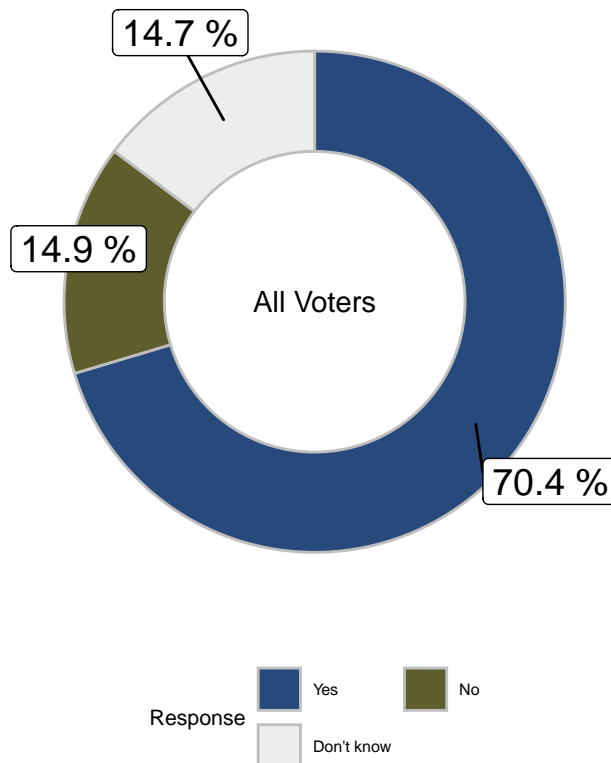
Methodology

The analysis in this report is based on results of a survey conducted from Sunday, March 12th to Monday, March 13th, 2023, among a sample of 344 adults, 18 years of age or older, living in Antigonish. 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 population in Antigonish by weighing by gender, age and educational attainment from the 2021 census.

The margin of error for the poll is +/- 5.3% at the 95% confidence level. Margins of error are higher in each subsample.

This poll was commissioned by and is the exclusive property of Let Antigonish Decide and Mainstreet Research. Any reproduction, in whole or in part of this report or the data contained herein is expressly prohibited without written authorization by Let Antigonish Decide and Mainstreet Research. Photo credit, Town of Antigonish website: <https://www.townofantigonish.ca/visit-antigonish.html>

Should the residents of the Town and County of Antigonish be given a vote on consolidation before a merger is considered? (all voters, Antigonish)



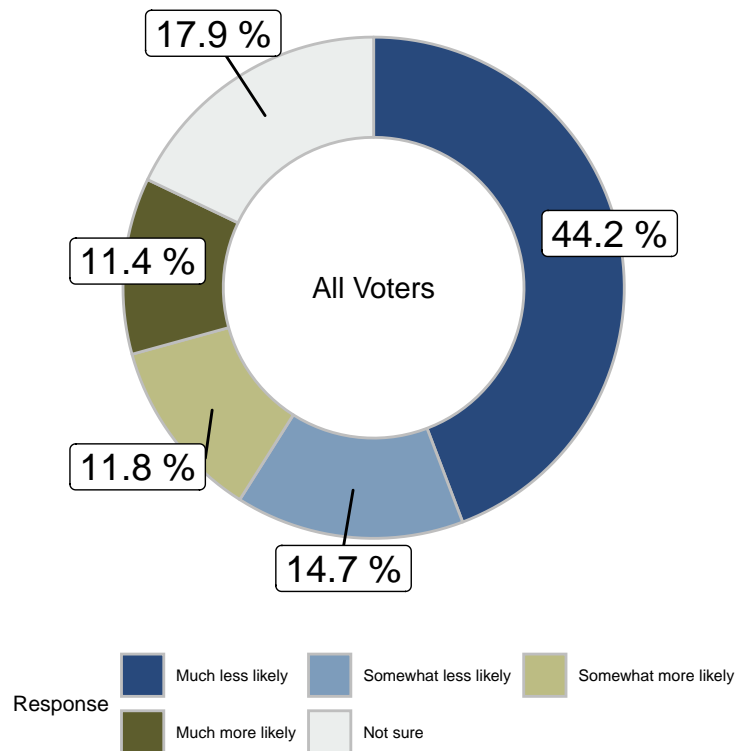
broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Yes	70.4%	71.3%	69.3%	78.9%	58%	78.1%	78.1%
No	14.9%	13%	17%	0%	20.1%	11.1%	12.1%
Don't know	14.7%	15.7%	13.7%	21.1%	21.9%	10.8%	9.8%
Unweighted Frequency	344	130	195	19	52	100	192
Weighted Frequency	344	161	177	6	132	100	112

broken out by education, income

	Total	Education			Region		
		HS or less	College/Trade School	University	Town	County	Fringe
Yes	70.4%	80.6%	70.5%	57.4%	62.7%	74.4%	71.1%
No	14.9%	10.2%	12.5%	23.6%	14.3%	14.8%	17.1%
Don't know	14.7%	9.3%	17%	19%	23.1%	10.8%	11.8%
Unweighted Frequency	344	80	134	130	102	214	28
Weighted Frequency	344	126	118	100	108	200	36

How likely would you be to vote for your MLA, or the Premier, in the next Provincial election if a consolidation took place without a public vote? (all voters, Antigonish)



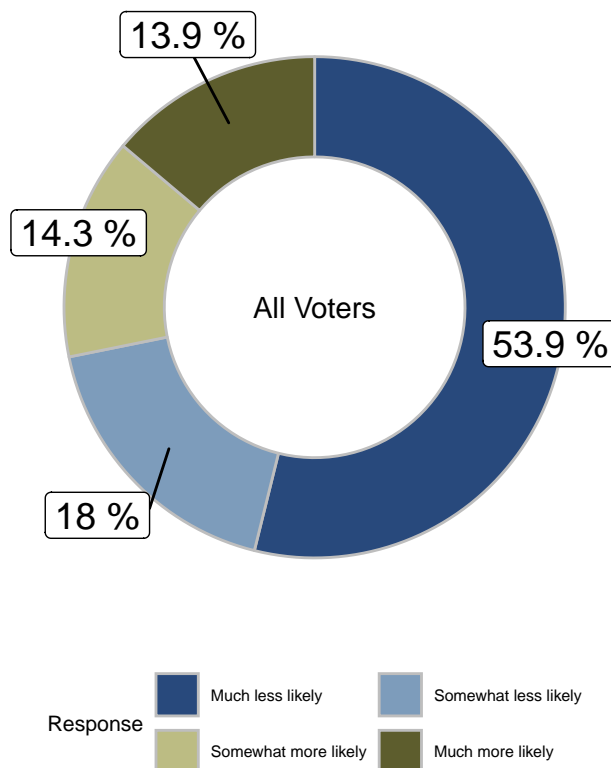
broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Much less likely	44.2%	49.2%	39.1%	63.2%	39%	46.3%	48.5%
Somewhat less likely	14.7%	14.4%	15.6%	0%	13.2%	15.5%	15.8%
Somewhat more likely	11.8%	11.2%	12.5%	5.3%	18%	10.9%	5.1%
Much more likely	11.4%	9.1%	13.8%	0%	13%	11.1%	9.8%
Not sure	17.9%	16.1%	19.1%	31.6%	16.7%	16.2%	20.8%
Unweighted Frequency	344	130	195	19	52	100	192
Weighted Frequency	344	161	177	6	132	100	112

broken out by education, income

	Total	Education			Region		
		HS or less	College/Trade School	University	Town	County	Fringe
Much less likely	44.2%	49.3%	43.2%	39.1%	31%	51.6%	42.6%
Somewhat less likely	14.7%	16.9%	14.6%	12.1%	13%	17.9%	2.3%
Somewhat more likely	11.8%	7.7%	18.3%	9.2%	25.1%	5.4%	7.2%
Much more likely	11.4%	10.3%	8.9%	15.6%	12.5%	8.4%	24.5%
Not sure	17.9%	15.7%	15.1%	24%	18.4%	16.7%	23.3%
Unweighted Frequency	344	80	134	130	102	214	28
Weighted Frequency	344	126	118	100	108	200	36

How likely would you be to vote for your MLA, or the Premier, in the next Provincial election if a consolidation took place without a public vote? (all voters, note sure removed Antigonish)



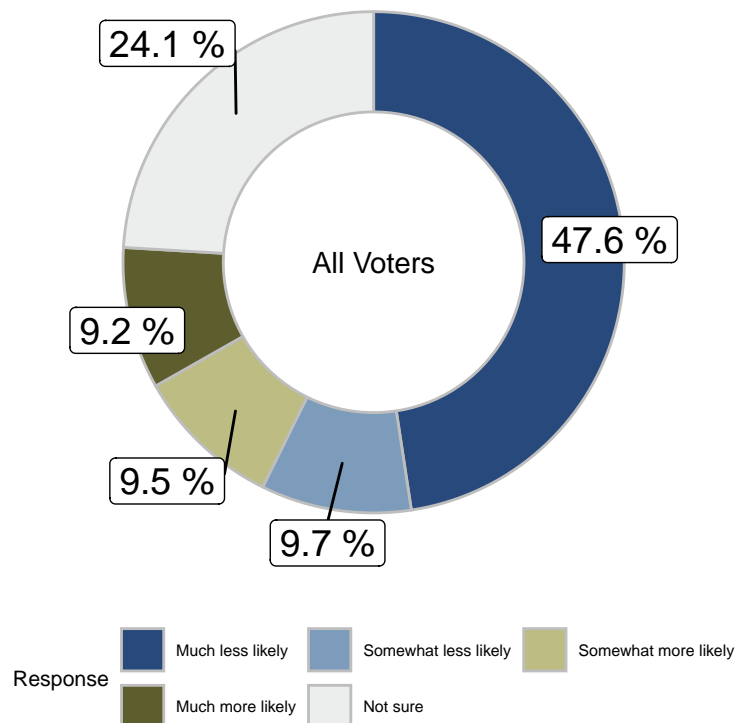
broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Much less likely	53.9%	58.6%	48.3%	92.3%	46.9%	55.2%	61.2%
Somewhat less likely	18%	17.1%	19.2%	0%	15.9%	18.5%	20%
Somewhat more likely	14.3%	13.3%	15.4%	7.7%	21.7%	13%	6.5%
Much more likely	13.9%	10.9%	17%	0%	15.6%	13.2%	12.4%
Unweighted Frequency	276	106	157	13	43	81	152
Weighted Frequency	276	135	143	4	110	84	89

broken out by education, income

	Total	Education			Region		
		HS or less	College/Trade School	University	Town	County	Fringe
Much less likely	53.9%	58.5%	50.8%	51.4%	38%	62%	55.6%
Somewhat less likely	18%	20.1%	17.2%	16%	15.9%	21.5%	3%
Somewhat more likely	14.3%	9.2%	21.5%	12%	30.8%	6.4%	9.4%
Much more likely	13.9%	12.3%	10.5%	20.5%	15.3%	10.1%	32%
Unweighted Frequency	276	66	108	102	85	170	21
Weighted Frequency	276	106	100	76	88	167	27

How likely are you to vote for the Mayor, Warden and councillors who voted to push the Provincial Government to pass legislation to dissolve the Town and consolidate it with the County of Antigonish? (all voters, Antigonish)



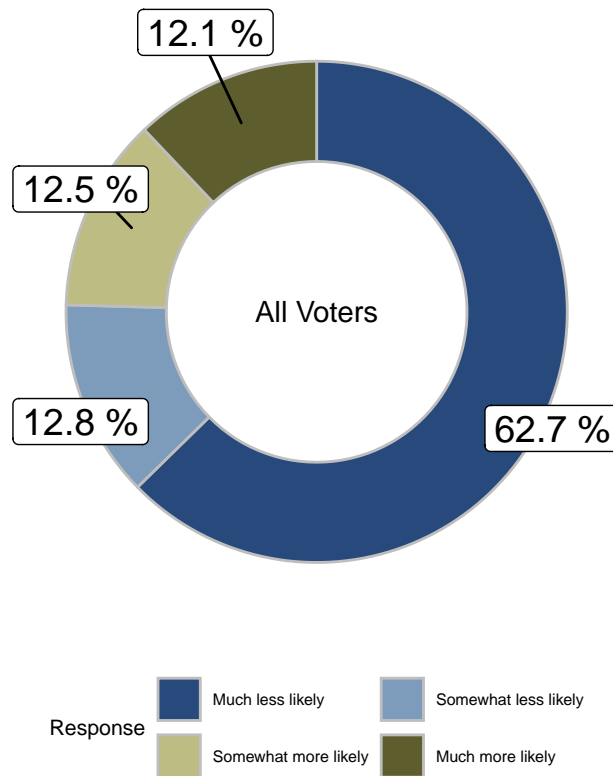
broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Much less likely	47.6%	48.4%	46.6%	57.9%	31.7%	53.8%	60.8%
Somewhat less likely	9.7%	11.1%	8.4%	10.5%	15.5%	1.6%	10.1%
Somewhat more likely	9.5%	7%	11.9%	5.3%	11.2%	12.6%	4.7%
Much more likely	9.2%	7.9%	10.6%	0%	4.6%	12.9%	11.1%
Not sure	24.1%	25.7%	22.5%	26.3%	37%	19.1%	13.3%
Unweighted Frequency	344	130	195	19	52	100	192
Weighted Frequency	344	161	177	6	132	100	112

broken out by education, income

	Total	Education			Region		
		HS or less	College/Trade School	University	Town	County	Fringe
Much less likely	47.6%	44.5%	49.7%	49.1%	35.2%	54.8%	44.3%
Somewhat less likely	9.7%	9.3%	11.8%	7.7%	15.2%	8.5%	0%
Somewhat more likely	9.5%	12.2%	6.9%	9.1%	15.2%	5.9%	12.2%
Much more likely	9.2%	7.3%	7.5%	13.4%	13.2%	8.6%	0%
Not sure	24.1%	26.7%	24.1%	20.7%	21.2%	22.2%	43.5%
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Weighted Frequency	344	126	118	100	108	200	36

How likely are you to vote for the Mayor, Warden and councillors who voted to push the Provincial Government to pass legislation to dissolve the Town and consolidate it with the County of Antigonish? (all voters, not sure removed Antigonish)



broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Much less likely	62.7%	65.1%	60.1%	78.6%	50.3%	66.5%	70.1%
Somewhat less likely	12.8%	14.9%	10.8%	14.3%	24.6%	2%	11.7%
Somewhat more likely	12.5%	9.4%	15.4%	7.1%	17.7%	15.6%	5.4%
Much more likely	12.1%	10.6%	13.7%	0%	7.4%	16%	12.8%
Unweighted Frequency	281	106	161	14	35	81	165
Weighted Frequency	281	120	137	4	83	81	97

broken out by education, income

	Total	Education			Region		
		HS or less	College/Trade School	University	Town	County	Fringe
Much less likely	62.7%	60.6%	65.4%	61.9%	44.7%	70.4%	78.3%
Somewhat less likely	12.8%	12.7%	15.6%	9.7%	19.3%	10.9%	0%
Somewhat more likely	12.5%	16.7%	9.1%	11.4%	19.3%	7.6%	21.7%
Much more likely	12.1%	10%	9.9%	16.9%	16.8%	11%	0%
Unweighted Frequency	281	65	108	108	83	179	19
Weighted Frequency	281	93	89	79	85	156	20