



# MAINSTREET RESEARCH

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

### **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**

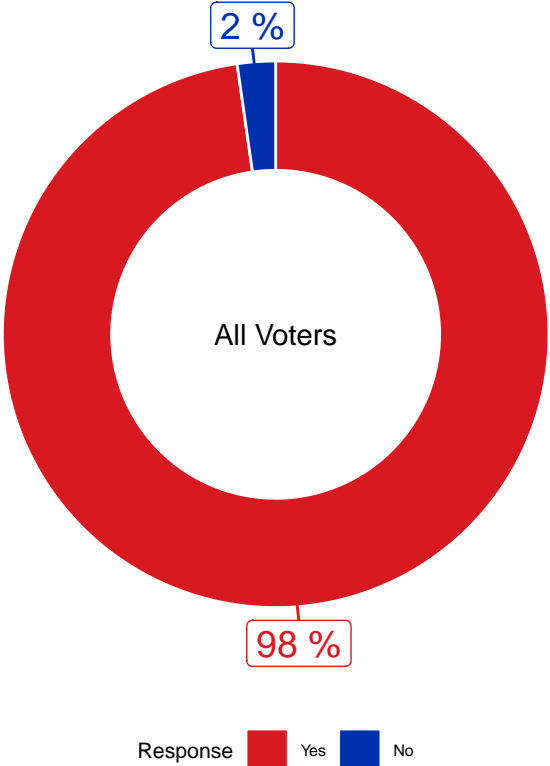
The analysis in this report is based on results of a survey conducted on September 3rd - 5th, 2021 among a sample of 599 adults, 18 years of age or older, living in the federal electoral district of Guelph. The survey was conducted using automated telephone interviews (Smart IVR) and online samples. In the case of telephone interviews, respondents were interviewed on

landlines and cellular phones. The survey is intended to represent the voting population in Guelph.

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 +/- 4% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

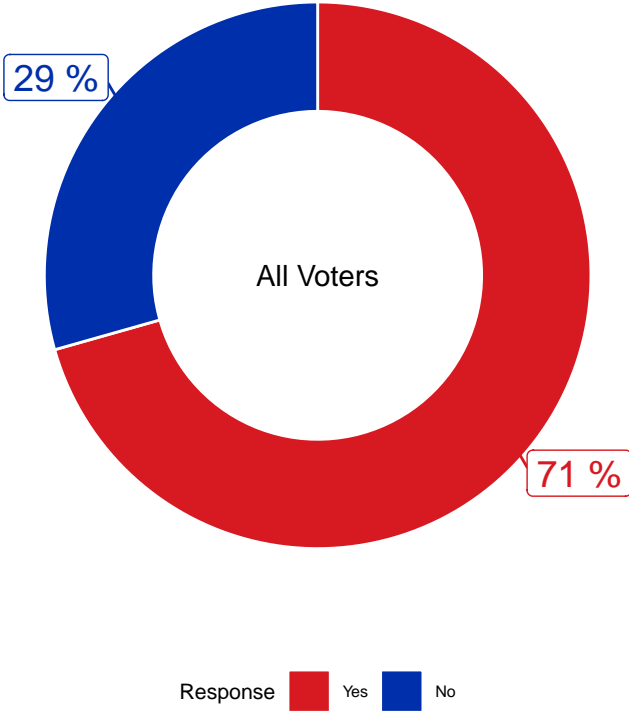
# Do you plan to vote in the upcoming federal election?



## broken out by age and gender

	Gender				Age			
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+
Yes	97.7%	100%	95.7%	100%	93.6%	98.9%	100%	100%
No	2.3%	0%	4.3%	0%	6.4%	1.1%	0%	0%
Unweighted Frequency	599	211	374	14	54	255	101	189
Weighted Frequency	599	282	316	1	187	154	148	110

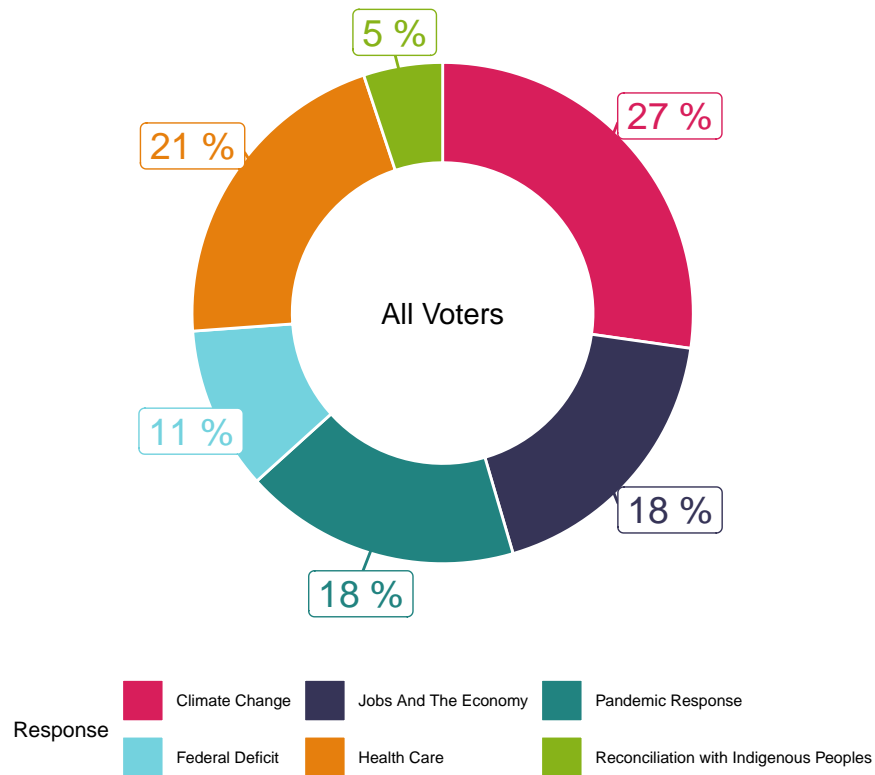
# Have you already made up your mind about which party you are going to vote for in Guelph?



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Yes	70.6%	76%	65.7%	81.7%	69.4%	75.6%	66.9%	70.6%
No	29.4%	24%	34.3%	18.3%	30.6%	24.4%	33.1%	29.4%
Unweighted Frequency	599	211	374	14	54	255	101	189
Weighted Frequency	599	282	316	1	187	154	148	110

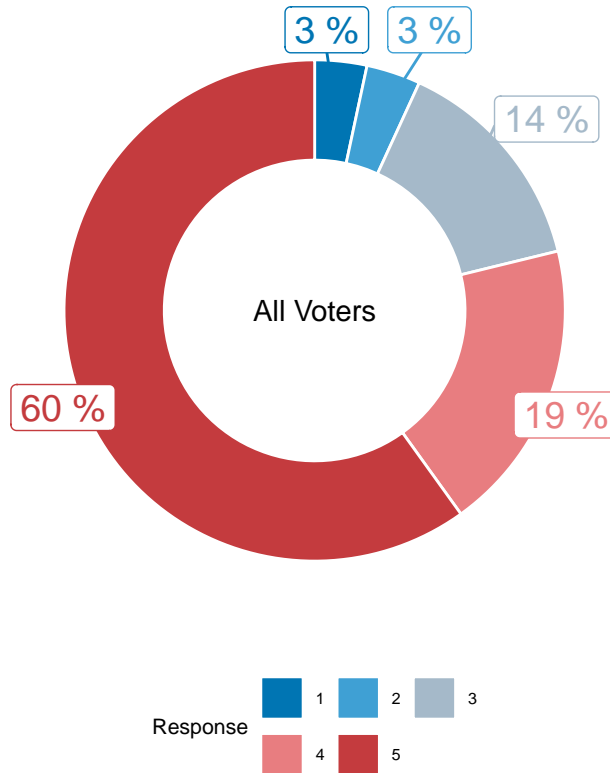
# Thinking about this federal election, which of the following would you say is the most important issue in determining your vote?



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Climate Change	27.3%	19.7%	33.9%	41.4%	26.1%	34%	18.4%	31.6%
Jobs And The Economy	18.2%	20.7%	16%	22.5%	24%	13.6%	18.4%	14.4%
Pandemic Response	17.8%	19.3%	16.6%	9.9%	17.1%	15.3%	23.5%	14.9%
Federal Deficit	10.5%	16.1%	5.6%	22%	12.4%	9.4%	10.6%	9%
Health Care	21%	18.1%	23.8%	0%	14.1%	22.1%	25.2%	25.8%
Reconciliation with Indigenous Peoples	5.1%	6.2%	4.2%	4.2%	6.2%	5.6%	3.9%	4.3%
Unweighted Frequency	599	211	374	14	54	255	101	189
Weighted Frequency	599	282	316	1	187	154	148	110

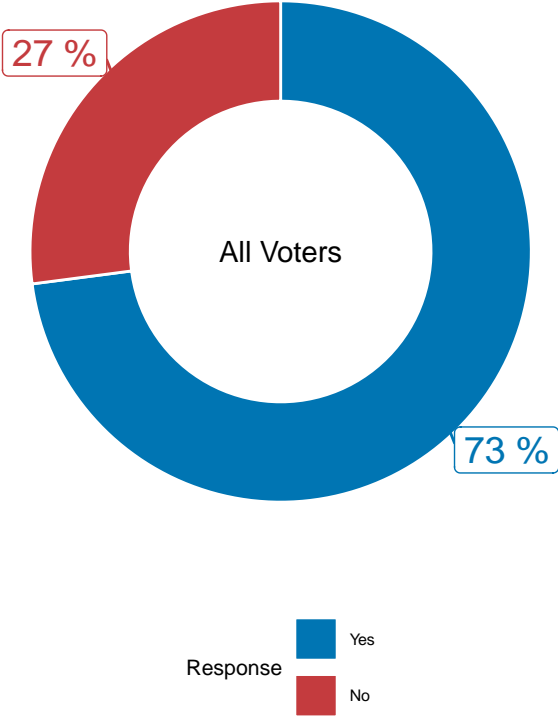
**On a scale of 1 to 5 where 1 is not that important and 5 is very important, how important to you is the issue that you chose in the previous question?**



**broken out by age and gender**

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
1	3.4%	4.4%	2.4%	12.6%	3.9%	2.5%	3.4%	3.6%
2	3.5%	2.6%	4.3%	0%	3.9%	3.5%	2.6%	4.1%
3	14.3%	17.9%	11.2%	0%	16.3%	10.9%	17.5%	11.6%
4	18.9%	22.2%	16%	9.9%	20.9%	20.5%	14.7%	19%
5	59.9%	52.9%	66.1%	77.5%	55.1%	62.6%	61.9%	61.7%
Unweighted Frequency	599	211	374	14	54	255	101	189
Weighted Frequency	599	282	316	1	187	154	148	110

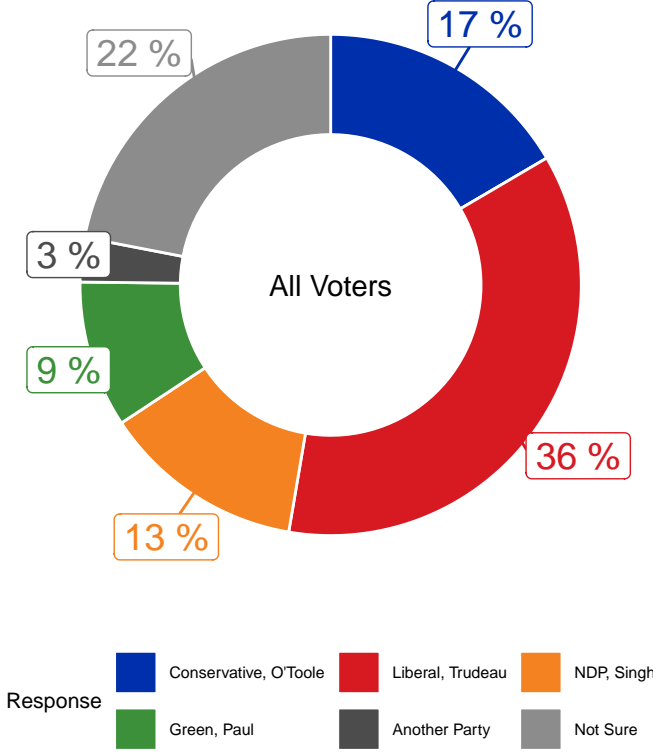
# Do you think Guelph should be a leader in its response to climate change?



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Yes	72.9%	59%	85.5%	47.1%	76.1%	80.5%	60.5%	73.7%
No	27.1%	41%	14.5%	52.9%	23.9%	19.5%	39.5%	26.3%
Unweighted Frequency	599	211	374	14	54	255	101	189
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# Today, which party do you think has the best plan to address climate change?



## broken out by age and gender

	Total	Gender			Age			
		Male	Female	Non-binary	18-34	35-49	50-64	65+
Conservative, O'Toole	16.5%	25.3%	8.7%	26.2%	21.6%	18.2%	10.2%	14.1%
Liberal, Trudeau	36.1%	33.8%	38.4%	4.2%	32.9%	33.4%	37%	44.3%
NDP, Singh	13%	13.8%	12.4%	0%	19.4%	12.3%	8.6%	9.2%
Green, Paul	9.5%	6.9%	11.8%	0%	6.4%	14.4%	9.8%	7.4%
Another Party	2.9%	4.6%	1.1%	31.4%	6.4%	0.9%	2.5%	0%
Not Sure	22%	15.5%	27.6%	38.2%	13.4%	20.7%	31.8%	25%
Unweighted Frequency	599	211	374	14	54	255	101	189
Weighted Frequency	599	282	316	1	187	154	148	110