



Mainstreet Research Survey - Parry Sound-Muskoka



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.

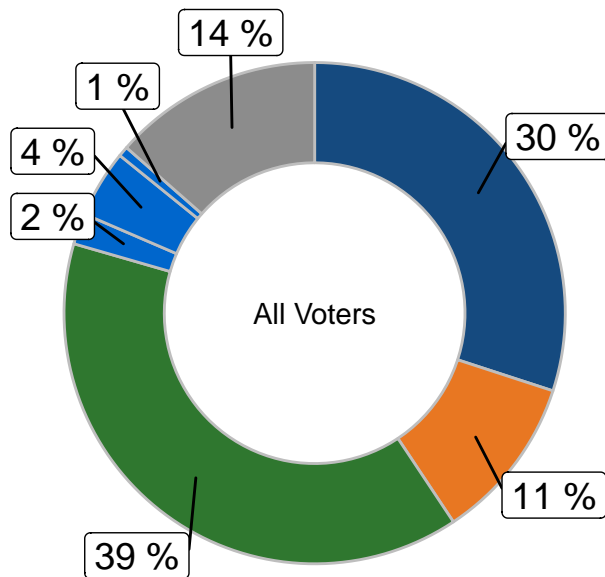
Methodology

The analysis in this report is based on results of a survey conducted from Tuesday, May 24th to Tuesday, May 24th, 2022, among a sample of 450 adults, 18 years of age or older, living in Ontario. 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 voting population in Parry Sound-Muskoka.

The margin of error for the poll is +/- 4.6% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding. Photo attribution: Benson Kua (Wikimedia Commons) / CC 3.0

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





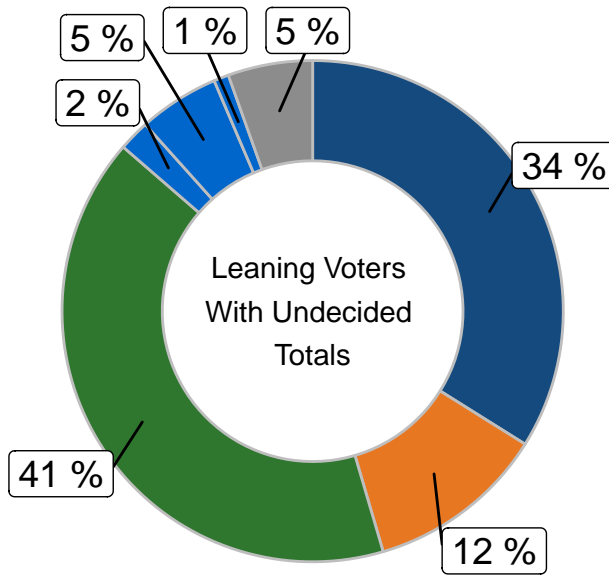
broken out by age, gender

	Total	Gender				Age		
		Male	Female	Non-binary	Prefer Not to Say	18-49	50-64	65+
Graydon Smith/Ontario PC Party	30%	32.2%	28.6%	40.7%	21.5%	13.1%	24.7%	38.7%
Erin Horvath/Ontario NDP	10.6%	9.3%	12.2%	3.7%	7.5%	2.6%	13.7%	11%
Matt Richter/Ontario Greens	38.8%	40.7%	38.1%	0%	27.1%	58%	37.8%	33.7%
Doug Maynard/New Blue Party of Ontario	2%	1.9%	1.6%	15.8%	7.9%	4.4%	1.5%	1.6%
Andrew John Cocks/Ontario Party	4.4%	3.7%	5.3%	0%	0%	0%	7.8%	3.3%
Another Party	0.7%	0%	0.6%	15.8%	7.9%	2.3%	0%	0.6%
Undecided	13.5%	12.3%	13.5%	24.1%	28%	19.6%	14.5%	11%
Unweighted Frequency	450	173	232	12	33	54	82	314
Weighted Frequency	450	207	220	1	17	68	153	225

broken out by education, income

	Total	Education			Income			
		HS or Less	College/Trade school	University Degree	<\$50k	\$50-75k	\$75-100k	\$100k+
Graydon Smith/Ontario PC Party	30%	39.4%	41.1%	19.4%	36.5%	27.8%	25.9%	26.4%
Erin Horvath/Ontario NDP	10.6%	17.3%	5.5%	9.8%	13.2%	11.8%	4.3%	10.7%
Matt Richter/Ontario Greens	38.8%	23.7%	24.6%	54.1%	27.7%	35%	46.8%	53.1%
Doug Maynard/New Blue Party of Ontario	2%	4.7%	3.1%	0.1%	2.3%	3.2%	2.2%	0%
Andrew John Cocks/Ontario Party	4.4%	2%	6.6%	4.4%	0%	9%	6.4%	3.8%
Another Party	0.7%	0.1%	1.3%	0.6%	1%	0%	1.7%	0%
Undecided	13.5%	12.8%	17.9%	11.6%	19.3%	13.1%	12.7%	6%
Unweighted Frequency	450	123	119	208	165	109	94	82
Weighted Frequency	450	114	113	218	148	116	81	100

If the provincial election were held today, how would you vote? (leaning voters with undecided totals)





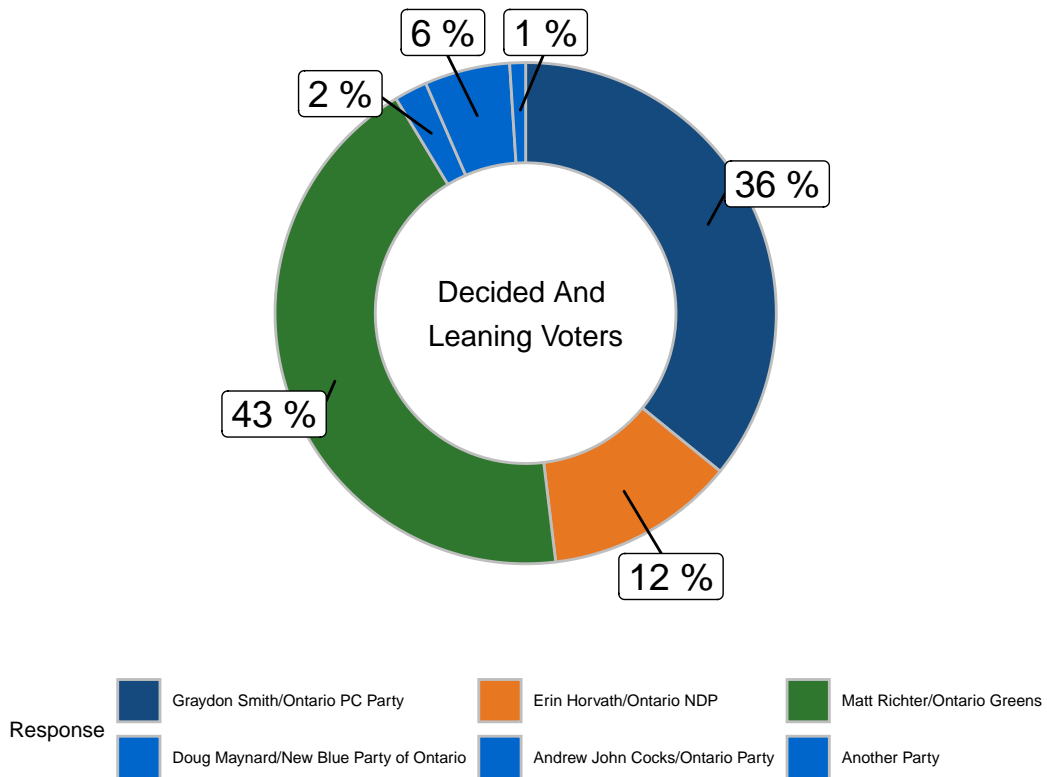
broken out by age, gender

	Total	Gender				Age		
		Male	Female	Non-binary	Prefer Not to Say	18-49	50-64	65+
Graydon Smith/Ontario PC Party	33.9%	35.1%	33.7%	44.4%	21.5%	21.8%	28.9%	41%
Erin Horvath/Ontario NDP	11.6%	10.9%	12.5%	3.7%	7.5%	5.1%	13.7%	12%
Matt Richter/Ontario Greens	40.9%	41.5%	41%	0%	35.1%	60.1%	41.5%	34.8%
Doug Maynard/New Blue Party of Ontario	2%	1.9%	1.6%	15.8%	7.9%	4.4%	1.5%	1.6%
Andrew John Cocks/Ontario Party	5.2%	3.7%	7%	0%	0%	0%	10.3%	3.3%
Another Party	1%	0%	1.3%	15.8%	7.9%	2.3%	0%	1.2%
Undecided	5.5%	6.9%	2.9%	20.3%	20%	6.4%	4.2%	6%
Unweighted Frequency	450	173	232	12	33	54	82	314
Weighted Frequency	450	207	220	1	17	68	153	225

broken out by education, income

	Total	Education			Income			
		HS or Less	College/Trade school	University Degree	<\$50k	\$50-75k	\$75-100k	\$100k+
Graydon Smith/Ontario PC Party	33.9%	45%	43%	23.4%	42.6%	29.7%	27.8%	30.8%
Erin Horvath/Ontario NDP	11.6%	19.3%	7%	9.8%	14.7%	11.8%	6.4%	10.7%
Matt Richter/Ontario Greens	40.9%	24.3%	29.6%	55.5%	30.3%	37%	49.1%	54.5%
Doug Maynard/New Blue Party of Ontario	2%	4.7%	3.1%	0.1%	2.3%	3.2%	2.2%	0%
Andrew John Cocks/Ontario Party	5.2%	2%	10%	4.4%	0%	9%	11.1%	3.8%
Another Party	1%	0.1%	2.5%	0.6%	2%	0%	1.7%	0%
Undecided	5.5%	4.6%	4.8%	6.3%	8.1%	9.3%	1.7%	0.2%
Unweighted Frequency	450	123	119	208	165	109	94	82
Weighted Frequency	450	114	113	218	148	116	81	100

If the provincial election were held today, how would you vote? (decided and leaning voters)



broken out by age, gender

	Total	Gender				Age		
		Male	Female	Non-binary	Prefer Not to Say	18-49	50-64	65+
Graydon Smith/Ontario PC Party	35.9%	37.7%	34.7%	55.8%	26.9%	23.2%	30.1%	43.6%
Erin Horvath/Ontario NDP	12.2%	11.7%	12.9%	4.7%	9.4%	5.5%	14.3%	12.8%
Matt Richter/Ontario Greens	43.3%	44.6%	42.2%	0%	43.9%	64.1%	43.3%	37%
Doug Maynard/New Blue Party of Ontario	2.1%	2%	1.7%	19.8%	9.9%	4.7%	1.5%	1.8%
Andrew John Cocks/Ontario Party	5.5%	4%	7.2%	0%	0%	0%	10.8%	3.5%
Another Party	1%	0%	1.3%	19.8%	9.9%	2.4%	0%	1.3%
Unweighted Frequency	422	159	225	10	28	50	76	296
Weighted Frequency	422	193	214	1	14	63	147	211

broken out by education, income

	Total	Education			Income			
		HS or Less	College/Trade school	University Degree	<\$50k	\$50-75k	\$75-100k	\$100k+
Graydon Smith/Ontario PC Party	35.9%	47.2%	45.2%	24.9%	46.4%	32.7%	28.3%	30.9%
Erin Horvath/Ontario NDP	12.2%	20.3%	7.4%	10.5%	16%	13.1%	6.5%	10.7%
Matt Richter/Ontario Greens	43.3%	25.5%	31.1%	59.1%	32.9%	40.8%	50%	54.6%
Doug Maynard/New Blue Party of Ontario	2.1%	4.9%	3.2%	0.1%	2.5%	3.5%	2.3%	0%
Andrew John Cocks/Ontario Party	5.5%	2.1%	10.5%	4.7%	0%	9.9%	11.2%	3.8%
Another Party	1%	0.1%	2.6%	0.7%	2.1%	0%	1.7%	0%
Unweighted Frequency	422	116	112	194	151	99	92	80
Weighted Frequency	422	109	107	205	136	105	80	100