

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.

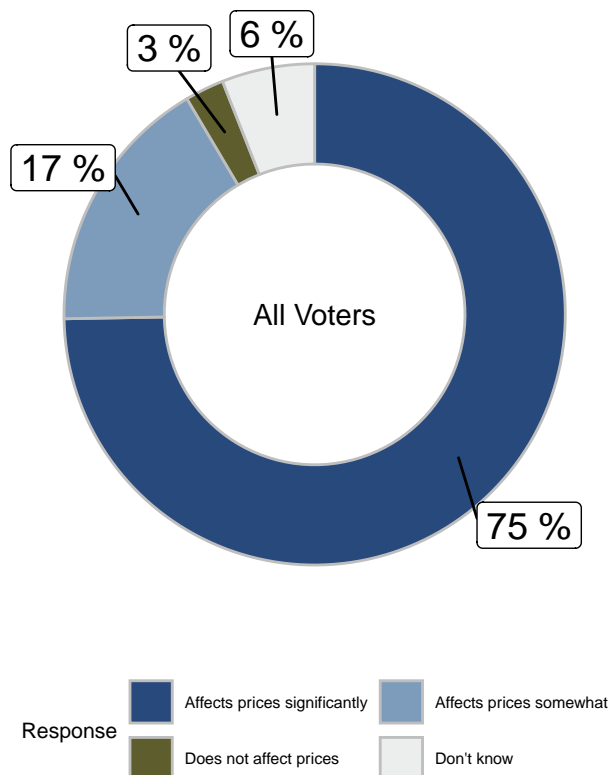
Methodology

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.

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According to government data from 2019, 5 grocery chains control 80% of grocery sales, and 3 telecom companies control 91% of the market for mobile phones and Internet services. To what degree do you think this affects the prices you pay for your groceries and telecom services? (all voters)



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
Affects prices significantly	74.7%	70.7%	78.8%	71.6%	74.4%	75.1%	77.2%	71.7%	69.7%	88.2%	77.6%	62.6%	72.5%	78.6%
Affects prices somewhat	16.8%	19%	14.6%	14.4%	17.8%	18.2%	15.2%	16.1%	20.6%	8.7%	12.1%	24%	20.4%	11.9%
Does not affect prices	2.5%	4.2%	0.9%	1%	3.4%	2.2%	1.5%	3%	2.1%	0%	3.4%	7%	2.1%	2.3%
Don't know	6%	6.1%	5.6%	13%	4.4%	4.5%	6.1%	9.2%	7.6%	3%	6.9%	6.4%	4.9%	7.1%
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

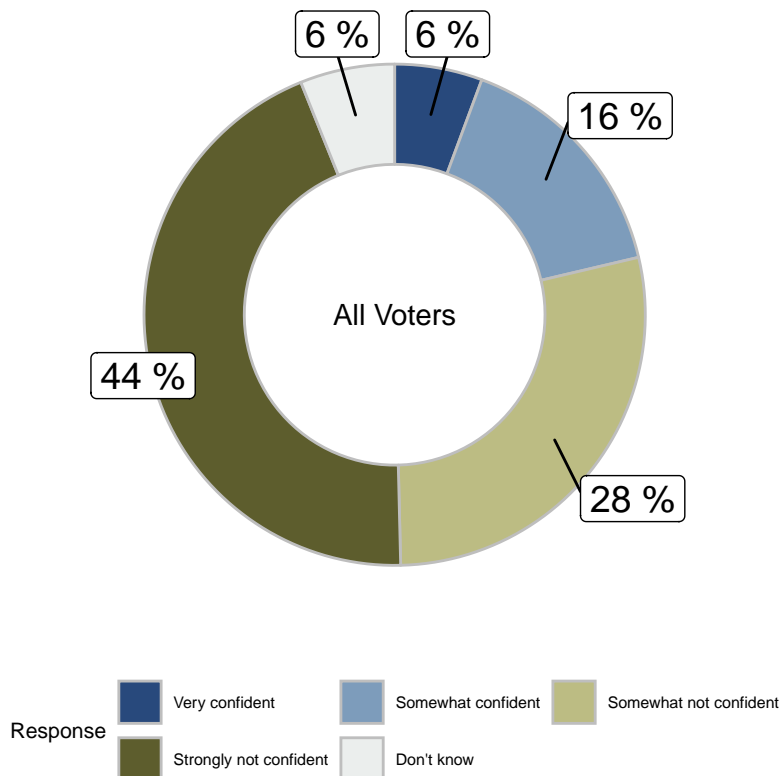
broken out by education, income

	Total	Education			Income			
		Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K
Affects prices significantly	74.7%	70.5%	78.1%	75.3%	73.8%	76.5%	78.1%	73.1%
Affects prices somewhat	16.8%	16.1%	14.6%	19%	11.2%	16.8%	18.8%	22.3%
Does not affect prices	2.5%	4.3%	1.1%	2.3%	3.2%	0.7%	2.1%	3.3%
Don't know	6%	9.1%	6.3%	3.5%	11.9%	5.9%	1%	1.3%
Unweighted Frequency	1267	267	408	592	433	264	196	367
Weighted Frequency	1267	373	395	501	448	281	173	362

broken out by vote intention

	Total	Vote Intention							
		Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Bloc, Blanchet	Green, May	People's, Bernier	Other	Undecided
Affects prices significantly	74.7%	73.5%	71.5%	82.5%	82.7%	81.1%	80.1%	70.1%	67.4%
Affects prices somewhat	16.8%	16.5%	22.2%	14.1%	4.5%	4.9%	19.9%	20.1%	17.1%
Does not affect prices	2.5%	2.8%	1.7%	1.3%	5.5%	0%	0%	0%	6.7%
Don't know	6%	7.2%	4.5%	2.1%	7.2%	14%	0%	9.8%	8.7%
Unweighted Frequency	1267	332	418	175	84	69	31	23	135
Weighted Frequency	1267	335	406	206	72	75	22	22	131

Are you confident the federal government is taking adequate steps to get you affordable, competitive telecom service? (all voters)



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
Very confident	5.7%	5.7%	5.7%	4.8%	7.2%	2.7%	6.6%	6%	9.2%	1.9%	1.9%	5.4%	7%	5.2%
Somewhat confident	15.7%	14.2%	17.2%	11.9%	6.4%	18.7%	14.9%	23.1%	7%	22.3%	18.2%	17.1%	14.6%	17.8%
Somewhat not confident	28.3%	24%	32.5%	28.2%	29.1%	30.1%	23.8%	31.1%	19.1%	22.7%	36.5%	35.8%	23.5%	35.5%
Strongly not confident	44.3%	51.8%	36.7%	47.3%	53.9%	45.9%	47.5%	28.4%	61.2%	49.6%	34.1%	34.1%	50%	33.9%
Don't know	6.1%	4.3%	7.8%	7.9%	3.4%	2.6%	7.2%	11.3%	3.6%	3.5%	9.3%	7.6%	5%	7.7%
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

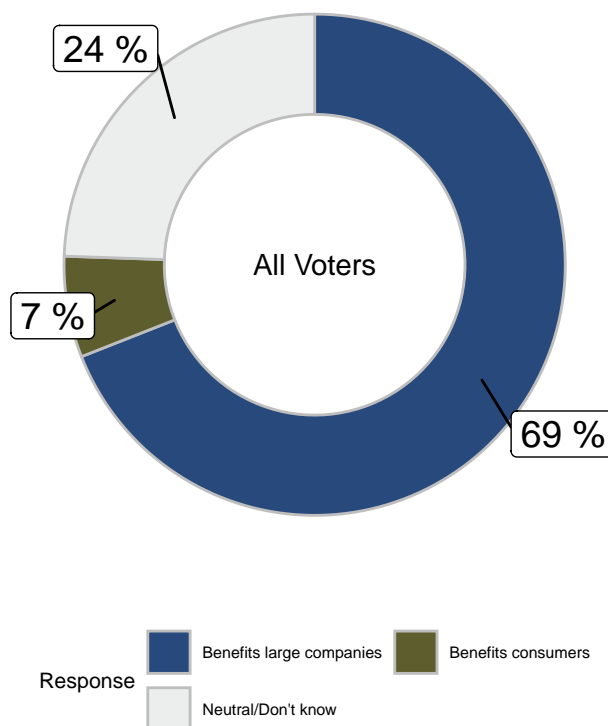
broken out by education, income

	Total	Education			Income			
		Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K
Very confident	5.7%	8.2%	7.2%	2.5%	10.8%	3.8%	2.5%	2%
Somewhat confident	15.7%	15%	18.4%	14%	18.3%	14.6%	16.2%	12.7%
Somewhat not confident	28.3%	32.1%	23.8%	29%	26.7%	34.9%	27.1%	25.8%
Strongly not confident	44.3%	35.5%	47.5%	48.2%	35.4%	41.2%	48.2%	56.3%
Don't know	6.1%	9.1%	3.1%	6.2%	8.7%	5.5%	6.1%	3.1%
Unweighted Frequency	1267	267	408	592	433	264	196	367
Weighted Frequency	1267	373	395	501	448	281	173	362

broken out by vote intention

	Total	Vote Intention							Undecided
		Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Bloc, Blanchet	Green, May	People's, Bernier	Other	
Very confident	5.7%	15.5%	1.5%	4%	0%	0%	4.2%	0%	3.5%
Somewhat confident	15.7%	23.5%	8.4%	14.6%	10.7%	17.3%	0%	27.3%	22.4%
Somewhat not confident	28.3%	32.2%	22.2%	26.7%	34%	38.7%	17.7%	41.6%	29.9%
Strongly not confident	44.3%	21.6%	65.1%	49%	37.6%	40.9%	78.2%	17.1%	34.8%
Don't know	6.1%	7.2%	2.8%	5.6%	17.7%	3.1%	0%	14%	9.5%
Unweighted Frequency	1267	332	418	175	84	69	31	23	135
Weighted Frequency	1267	335	406	206	72	75	22	22	131

In your view, are Canada's current competition laws and regulations more set up to benefit consumers, or large companies? (all voters)



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
Benefits large companies	69%	71.4%	66.7%	68.5%	71.5%	74.9%	66.6%	63.1%	73.5%	83.9%	72.4%	58.1%	72.8%	57.3%
Benefits consumers	6.5%	5.7%	7.1%	13.1%	7.1%	5.9%	5.9%	7.3%	9.6%	0%	3.1%	6.5%	7.1%	7.9%
Neutral/Don't know	24.5%	22.9%	26.2%	18.4%	21.3%	19.2%	27.5%	29.7%	17%	16.1%	24.5%	35.4%	20%	34.7%
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

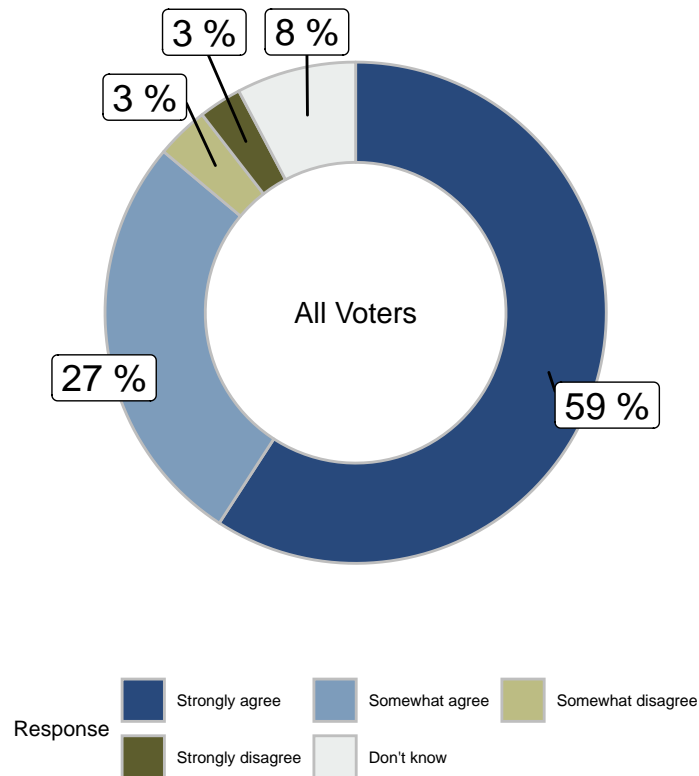
broken out by education, income

	Total	Education			Income			
		Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K
Benefits large companies	69%	61.9%	73.4%	70.9%	63.1%	72.8%	77.2%	69.9%
Benefits consumers	6.5%	8.7%	6.8%	4.7%	8.6%	4.6%	4.2%	6.2%
Neutral/Don't know	24.5%	29.4%	19.8%	24.4%	28.3%	22.6%	18.6%	24%
Unweighted Frequency	1267	267	408	592	433	264	196	367
Weighted Frequency	1267	373	395	501	448	281	173	362

broken out by vote intention

	Total	Vote Intention							
		Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Bloc, Blanchet	Green, May	People's, Bernier	Other	Undecided
Benefits large companies	69%	64.5%	73.6%	75.7%	62.4%	80%	67.5%	79.5%	51.8%
Benefits consumers	6.5%	10.2%	3.7%	2.2%	9.6%	7.9%	9.7%	0%	10.8%
Neutral/Don't know	24.5%	25.3%	22.7%	22.1%	28%	12.1%	22.8%	20.5%	37.4%
Unweighted Frequency	1267	332	418	175	84	69	31	23	135
Weighted Frequency	1267	335	406	206	72	75	22	22	131

**To what extent do you agree or disagree with the following:
More competition between businesses means lower prices
and more choice for consumers (all voters)**



broken out by age, gender, and region

	Gender			Age				Region						
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Strongly agree	59.2%	67.9%	50.2%	67.4%	52.7%	60.6%	64.8%	57.5%	58.4%	68.8%	50.2%	68.3%	58.3%	60.7%
Somewhat agree	27%	21.4%	32.8%	17.4%	32.1%	29.6%	19.9%	27.4%	25.9%	27.1%	31%	18.7%	30.4%	21.7%
Somewhat disagree	3.4%	2.7%	4.1%	3.5%	4.7%	1.9%	2.8%	4.4%	1.9%	0%	6%	3.1%	3.6%	3.3%
Strongly disagree	2.8%	1.7%	3.7%	5.4%	4.1%	2.3%	2.9%	1.8%	1.3%	4.1%	3.4%	8.2%	1.1%	3.9%
Don't know	7.7%	6.3%	9.2%	6.2%	6.5%	5.5%	9.7%	8.9%	12.4%	0%	9.5%	1.7%	6.5%	10.3%
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

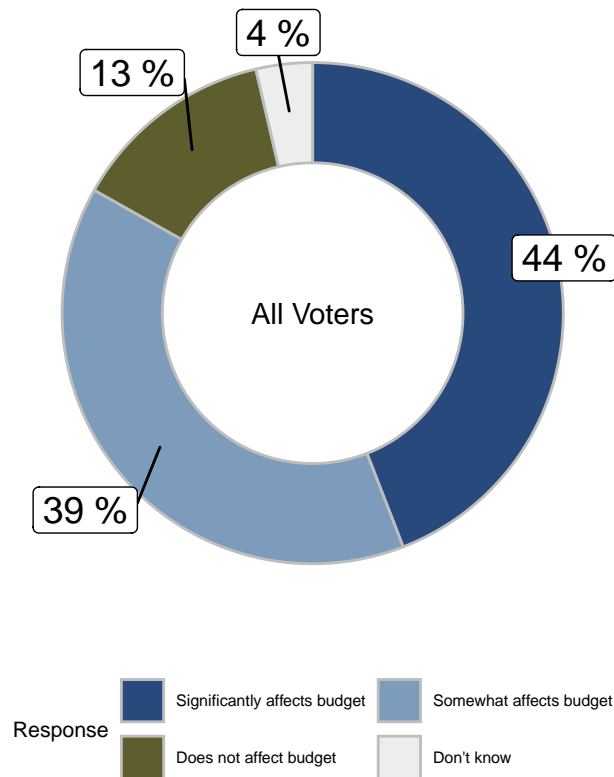
broken out by education, income

	Education			Income				
	Total	Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K
Strongly agree	59.2%	54.1%	67.7%	56.1%	54.4%	58.5%	64.9%	62.7%
Somewhat agree	27%	24.4%	19.8%	34.5%	21.4%	30.2%	27.5%	31%
Somewhat disagree	3.4%	2.2%	4.8%	3.2%	3.4%	3.3%	4.7%	2.9%
Strongly disagree	2.8%	4.7%	2%	2%	6.1%	1.1%	0.3%	1.1%
Don't know	7.7%	14.6%	5.7%	4.2%	14.7%	6.9%	2.6%	2.2%
Unweighted Frequency	1267	267	408	592	433	264	196	367
Weighted Frequency	1267	373	395	501	448	281	173	362

broken out by vote intention

	Vote Intention								
	Total	Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Bloc, Blanchet	Green, May	People's, Bernier	Other	Undecided
Strongly agree	59.2%	57.7%	71.9%	48.9%	67.5%	43.2%	85.7%	42.5%	42.7%
Somewhat agree	27%	28%	19.5%	35.6%	21.4%	40%	7.3%	21.8%	33.6%
Somewhat disagree	3.4%	7.1%	2%	4.1%	0.5%	0.7%	0%	0%	1.5%
Strongly disagree	2.8%	0.9%	1.8%	4.5%	6.1%	9%	0%	9.2%	1.8%
Don't know	7.7%	6.3%	4.9%	6.9%	4.5%	7.1%	6.9%	26.6%	20.4%
Unweighted Frequency	1267	332	418	175	84	69	31	23	135
Weighted Frequency	1267	335	406	206	72	75	22	22	131

Do your current internet and cellphone costs affect your monthly budget? (all voters)



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
Significantly affects budget	44.1%	39.9%	47.8%	56.7%	42.4%	46.5%	49.8%	36.5%	39.9%	48.6%	45.1%	44.7%	46.9%	39.5%
Somewhat affects budget	39%	43.7%	35%	24.7%	42.1%	43.1%	30.6%	41.8%	47.9%	34%	40.5%	40.7%	34.8%	41.9%
Does not affect budget	13.2%	12.9%	13.8%	5%	12.1%	9.6%	14.5%	16.7%	10.5%	15.6%	13.3%	12.8%	13.7%	13%
Don't know	3.6%	3.6%	3.4%	13.7%	3.4%	0.9%	5.1%	5%	1.7%	1.9%	1.1%	1.8%	4.5%	5.6%
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
Significantly affects budget	44.1%	48.9%	50.7%	35.4%	53.9%	47.1%	42.4%	30.4%
Somewhat affects budget	39%	36.9%	38.9%	40.7%	29.9%	45.1%	43.8%	43.3%
Does not affect budget	13.2%	6.8%	8.2%	21.9%	9.5%	5.7%	12.4%	24.1%
Don't know	3.6%	7.4%	2.1%	2.1%	6.6%	2.1%	1.4%	2.2%
Unweighted Frequency	1267	267	408	592	433	264	196	367
Weighted Frequency	1267	373	395	501	448	281	173	362

broken out by vote intention

	Total	Vote Intention							
		Liberal, Trudeau	Conservative, Poilievre	NDP, Singh	Bloc, Blanchet	Green, May	People's, Bernier	Other	Undecided
Significantly affects budget	44.1%	49.3%	44.4%	37.9%	32.1%	47.8%	69.3%	50.5%	39%
Somewhat affects budget	39%	32.6%	40.2%	48.4%	36%	37.7%	15.2%	45.5%	42.4%
Does not affect budget	13.2%	13.7%	11.1%	11.9%	31.2%	10.7%	12.3%	1.2%	14.1%
Don't know	3.6%	4.5%	4.2%	1.8%	0.8%	3.7%	3.2%	2.8%	4.4%
Unweighted Frequency	1267	332	418	175	84	69	31	23	135
Weighted Frequency	1267	335	406	206	72	75	22	22	131