

Mainstreet Research Survey - Hamilton



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.

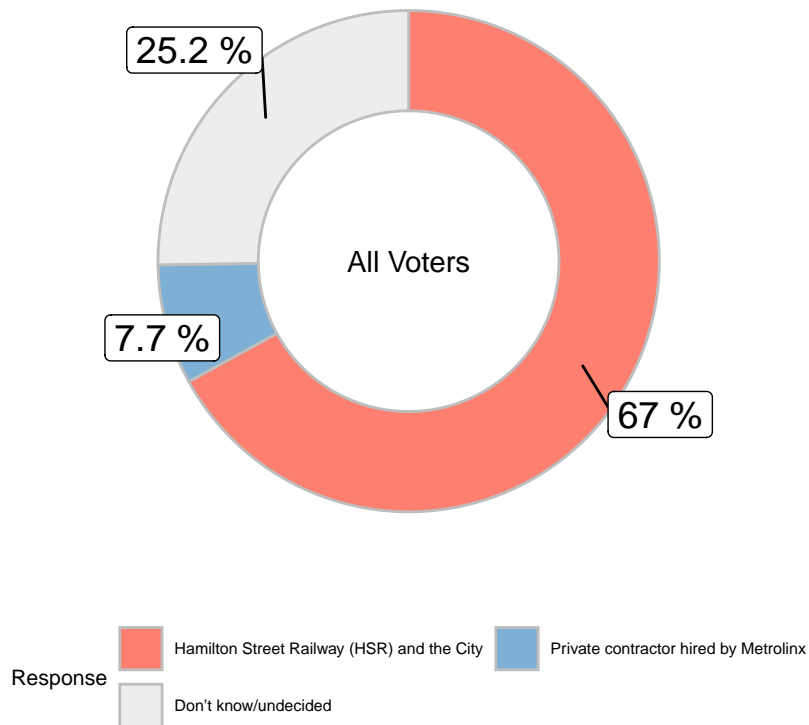
Methodology

The analysis in this report is based on results of a survey conducted from Friday, February 23rd to Wednesday, February 28th, 2024, among a sample of 1031 adults, 18 years of age or older, living in Hamilton. 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 Hamilton.

The margin of error for the poll is +/- 3.1% at the 95% confidence level. Margins of error are higher in each subsample.

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Who would you prefer to operate and maintain the Hamilton LRT system? (all respondents, Hamilton)



broken out by age, gender

	Total	Gender			Age			Rent	
		Male	Female	Non-Binary	18-49	50-64	65+	Rent	Own
Hamilton Street Railway (HSR) and the City	67%	62.9%	70.9%	53.9%	68.5%	64.7%	67.2%	69.4%	65.5%
Private contractor hired by Metrolinx	7.7%	10%	5.7%	12.9%	9.3%	8.3%	5.5%	4.3%	9.9%
Don't know/undecided	25.2%	27.1%	23.4%	33.2%	22.1%	27%	27.4%	26.3%	24.6%
Unweighted Frequency	1031	426	554	51	89	216	726	274	757
Weighted Frequency	1031	460	554	17	402	280	349	392	639

broken out by education, income

	Total	Education			Income				
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	Won't say
Hamilton Street Railway (HSR) and the City	67%	65.5%	68.4%	67.6%	66.7%	71.5%	67.8%	58%	76.8%
Private contractor hired by Metrolinx	7.7%	3.6%	8.6%	13.1%	4.4%	3.3%	12.5%	21.5%	3.7%
Don't know/undecided	25.2%	30.9%	23%	19.4%	28.9%	25.2%	19.7%	20.4%	19.5%
Unweighted Frequency	1031	263	359	409	426	226	158	160	61
Weighted Frequency	1031	419	338	274	491	200	148	146	46

broken out by ward

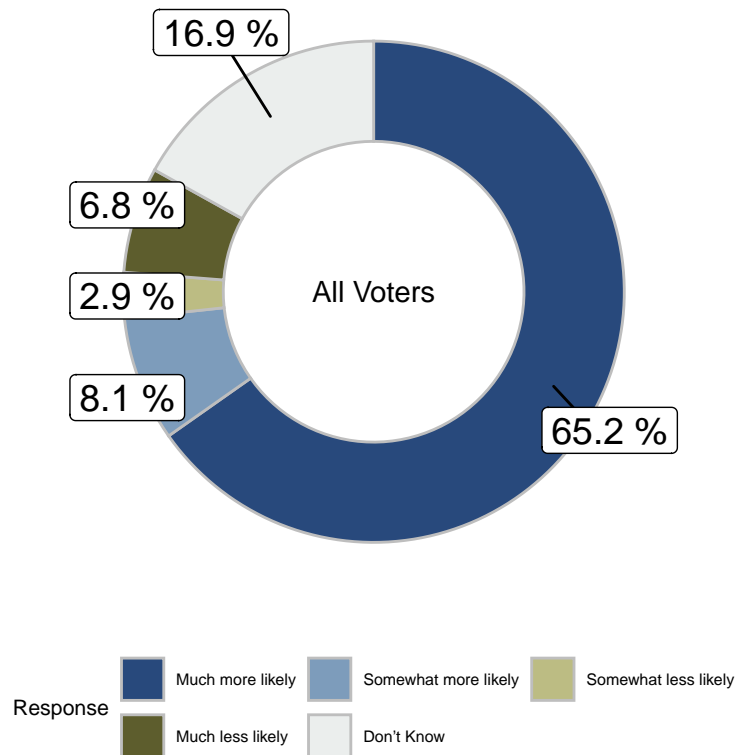
	Total	Ward														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Hamilton Street Railway (HSR) and the City	67%	77.9%	74.1%	84.3%	72.6%	64.8%	74.6%	57.4%	59.6%	46.5%	61.2%	93.9%	46.4%	71.2%	44.3%	29%
Private contractor hired by Metrolinx	7.7%	2%	9.4%	1.2%	6.6%	4.4%	5.3%	10.7%	9.5%	21.7%	7.8%	0%	23%	9%	14.2%	23%
Don't know/undecided	25.2%	20%	16.5%	14.4%	20.8%	30.8%	20.1%	31.9%	30.9%	31.8%	30.9%	6.1%	30.7%	19.9%	41.5%	48%
Unweighted Frequency	1031	100	62	94	82	98	76	87	61	24	62	20	81	105	57	22
Weighted Frequency	1031	123	48	120	92	136	87	84	43	22	48	14	51	73	68	23



broken out by riding

	Total	Riding				
		Flamborough Glanbrook	Hamilton Centre	Hamilton East Stoney Creek	Hamilton Mountain	Hamilton West Ancaster Dundas
Hamilton Street Railway (HSR) and the City	67%	52.9%	77.3%	65.7%	64.8%	62.8%
Private contractor hired by Metrolinx	7.7%	15.5%	4.4%	4.5%	8.7%	11.5%
Don't know/undecided	25.2%	31.6%	18.3%	29.9%	26.5%	25.7%
Unweighted Frequency	1031	83	239	215	199	295
Weighted Frequency	1031	66	271	236	197	261

Are you more likely to support the Hamilton Light Rail Transit Project if it is publicly run through Hamilton Street Railway (HSR) or privately through an unknown contractor? (all respondents, Hamilton)



broken out by age, gender

	Total	Gender			Age			Rent	
		Male	Female	Non-Binary	18-49	50-64	65+	Rent	Own
Much more likely	65.2%	61.1%	69.3%	47%	69.1%	62.9%	62.8%	76.8%	58.2%
Somewhat more likely	8.1%	9.5%	7%	3.5%	9.6%	6.7%	7.4%	7%	8.7%
Somewhat less likely	2.9%	1.9%	3.9%	1.7%	2.9%	2.5%	3.3%	1.8%	3.6%
Much less likely	6.8%	7.9%	5.6%	19.8%	5.8%	7.1%	7.8%	4.8%	8.1%
Don't Know	16.9%	19.7%	14.3%	28%	12.6%	20.9%	18.7%	9.7%	21.4%
Unweighted Frequency	1031	426	554	51	89	216	726	274	757
Weighted Frequency	1031	460	554	17	402	280	349	392	639

broken out by education, income

	Total	Education			Income				
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	Won't say
Much more likely	65.2%	67.5%	69.2%	57%	69.2%	75.8%	61.4%	49.8%	38.6%
Somewhat more likely	8.1%	5.4%	5.2%	15.6%	4.9%	5.4%	12%	9%	37.9%
Somewhat less likely	2.9%	2.4%	3.6%	3%	2.5%	1.4%	6.6%	3.4%	1.1%
Much less likely	6.8%	7.1%	5.7%	7.8%	7.4%	4.5%	5.3%	10%	5.8%
Don't Know	16.9%	17.6%	16.3%	16.7%	16%	12.9%	14.7%	27.8%	16.6%
Unweighted Frequency	1031	263	359	409	426	226	158	160	61
Weighted Frequency	1031	419	338	274	491	200	148	146	46

broken out by ward

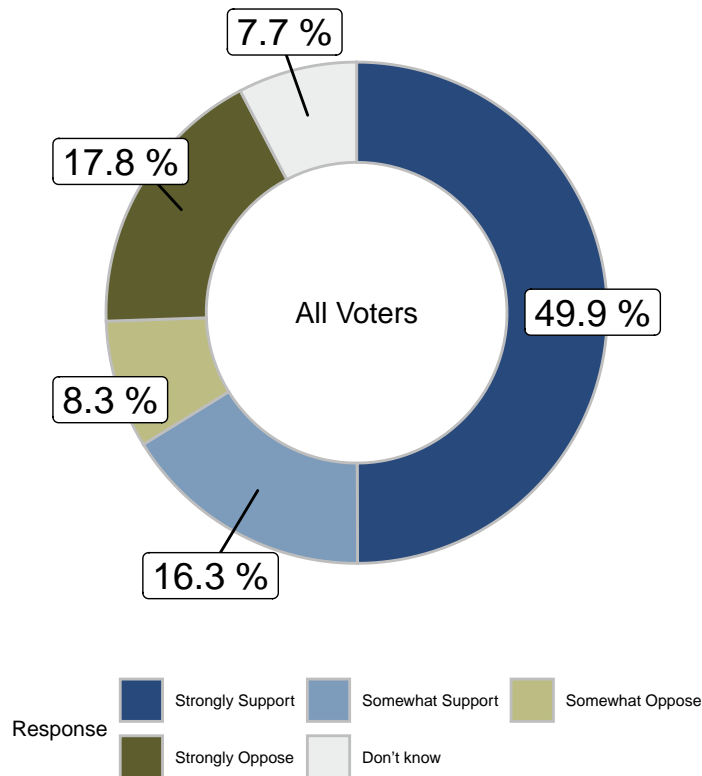
	Total	Ward														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Much more likely	65.2%	73.4%	59.1%	77.1%	70.8%	55.5%	70%	59.7%	67.4%	58.7%	72.6%	67.1%	46.2%	65.4%	67%	32.2%
Somewhat more likely	8.1%	9.3%	15.1%	11.8%	6.8%	5.9%	4.6%	1.3%	12.5%	1.4%	5.6%	18.2%	4.8%	15.3%	3.8%	16.4%
Somewhat less likely	2.9%	5.3%	0.6%	0.4%	1.6%	0.6%	0.7%	9.8%	4.9%	0%	1.3%	0%	2.2%	3.6%	6.4%	4.6%
Much less likely	6.8%	1.6%	0.6%	2.6%	6.6%	10%	10.3%	6.5%	3.5%	19.1%	3.1%	8.6%	14.1%	10.5%	6.4%	15.7%
Don't Know	16.9%	10.4%	24.6%	8.1%	14.2%	28%	14.5%	22.6%	11.8%	20.8%	17.4%	6.1%	32.7%	5.2%	16.4%	31.1%
Unweighted Frequency	1031	100	62	94	82	98	76	87	61	24	62	20	81	105	57	22
Weighted Frequency	1031	123	48	120	92	136	87	84	43	22	48	14	51	73	68	23



broken out by riding

		Riding					
	Total	Flamborough Glanbrook	Hamilton Centre	Hamilton East Stoney Creek	Hamilton Mountain	Hamilton West Ancaster Dundas	
Much more likely	65.2%	58.9%	70.4%	62.8%	63.4%	65.1%	
Somewhat more likely	8.1%	6.1%	11%	6.6%	5%	9.1%	
Somewhat less likely	2.9%	1.6%	2.5%	1%	5.4%	3.6%	
Much less likely	6.8%	14%	3.1%	7.3%	7.6%	7.9%	
Don't Know	16.9%	19.4%	13%	22.3%	18.5%	14.3%	
Unweighted Frequency	1031	83	239	215	199	295	
Weighted Frequency	1031	66	271	236	197	261	

Do you support all three levels of government increasing funding to make public transit more equitable and accessible? (all respondents, Hamilton)



broken out by age, gender

	Total	Gender			Age			Rent	
		Male	Female	Non-Binary	18-49	50-64	65+	Rent	Own
Strongly Support	49.9%	52.1%	48.5%	40.1%	56.5%	46.8%	44.9%	59.4%	44.2%
Somewhat Support	16.3%	14%	18.2%	13.8%	11.3%	17.3%	21.1%	13.9%	17.7%
Somewhat Oppose	8.3%	9.2%	7.5%	8.6%	7.7%	8.5%	8.7%	7.3%	8.8%
Strongly Oppose	17.8%	20%	15.9%	21.5%	21.6%	19.3%	12.4%	13.7%	20.4%
Don't know	7.7%	4.8%	9.9%	15.9%	2.9%	8.1%	12.9%	5.7%	8.9%
Unweighted Frequency	1031	426	554	51	89	216	726	274	757
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broken out by education, income

	Total	Education			Income				
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	Won't say
Strongly Support	49.9%	52.3%	45.8%	51.5%	51.8%	53%	48.8%	42.3%	44.4%
Somewhat Support	16.3%	12.6%	17.4%	20.4%	13%	19.6%	19.3%	18.5%	19.3%
Somewhat Oppose	8.3%	9.6%	8.8%	5.6%	7.9%	7.2%	2.5%	18.3%	3.4%
Strongly Oppose	17.8%	14.6%	20.9%	19%	17.6%	9.9%	26.9%	19%	22.3%
Don't know	7.7%	10.9%	7.1%	3.5%	9.7%	10.2%	2.5%	1.9%	10.6%
Unweighted Frequency	1031	263	359	409	426	226	158	160	61
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broken out by ward

	Total	Ward														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Strongly Support	49.9%	51.3%	68.4%	69.5%	53.8%	44.8%	33.2%	47.9%	43.1%	27.3%	44.1%	51.2%	44.2%	57%	49.3%	25.4%
Somewhat Support	16.3%	15.1%	23.3%	14.6%	12.4%	15.7%	22%	9%	9.7%	14%	17.5%	14.8%	15.4%	19.7%	27.6%	10.4%
Somewhat Oppose	8.3%	9.8%	0%	4.1%	14.8%	5.4%	2.8%	4.8%	21.7%	7%	20.8%	2.1%	4.7%	8.4%	13.1%	9.9%
Strongly Oppose	17.8%	20.9%	3.7%	7.2%	12.2%	16.5%	27.6%	30.3%	14.1%	43.3%	13.1%	22.7%	32.3%	10.2%	6.6%	50.6%
Don't know	7.7%	2.9%	4.5%	4.6%	6.8%	17.6%	14.5%	8%	11.4%	8.5%	4.6%	9.1%	3.5%	4.6%	3.3%	3.7%
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Weighted Frequency	1031	123	48	120	92	136	87	84	43	22	48	14	51	73	68	23

broken out by riding

	Riding					
	Total	Flamborough Glanbrook	Hamilton Centre	Hamilton East Stoney Creek	Hamilton Mountain	Hamilton West Ancaster Dundas
Strongly Support	49.9%	38.4%	63.1%	48%	39.6%	48.8%
Somewhat Support	16.3%	17.2%	13.3%	16.9%	14.7%	19.6%
Somewhat Oppose	8.3%	7.5%	9.9%	8.3%	7.3%	7.5%
Strongly Oppose	17.8%	30.3%	9.4%	14.1%	27.3%	19.7%
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