

## Mainstreet Research Survey - Newfoundland and Labrador



## **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**

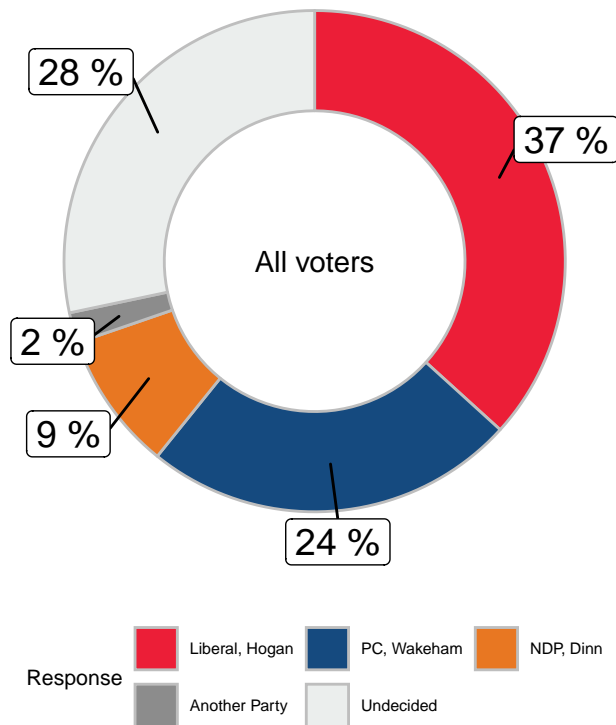
The analysis in this report is based on results of a survey conducted from Thursday, October 9th to Friday, October 10th, 2025, among a sample of 1100 adults, 18 years of age or older, living in Newfoundland and Labrador. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Newfoundland and Labrador.

The margin of error for the poll is +/- 3% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

Mainstreet Research has conducted internal polls for the Newfoundland & Labrador Liberal Party throughout 2025

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**If a provincial election were held today, how would you vote? (All voters)**



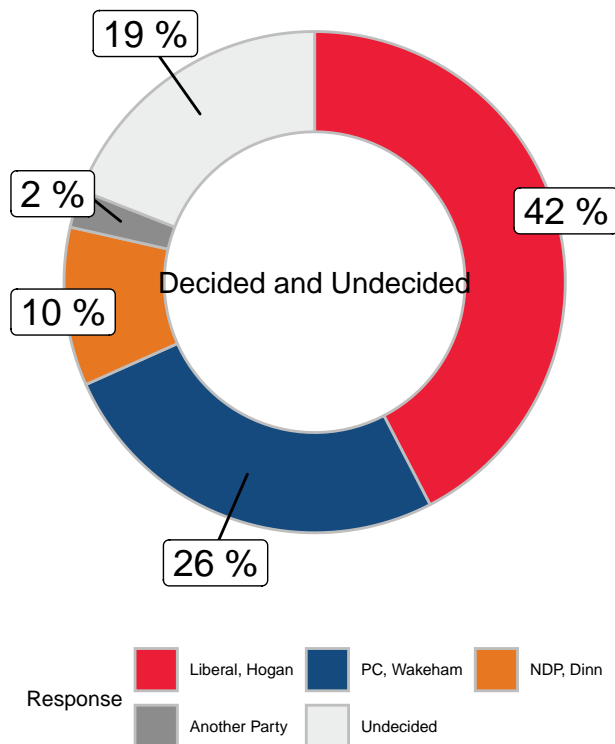
## broken out by age, gender and region

	Total	Gender			Age				Region				
		Male	Female	Non-binary	18-34	35-49	50-64	65+	St. John's	Avalon	Labrador	Western Newfoundland	Central Newfoundland
Liberal, Hogan	36.7%	33.9%	39.6%	20.1%	29%	28.4%	37.6%	49.8%	32.5%	44.4%	54.6%	34.5%	37.3%
PC, Wakeham	24.1%	31.3%	17.2%	32.4%	12.9%	30.2%	26.9%	24.9%	16.9%	23.8%	17.8%	30.1%	32.9%
NDP, Dinn	8.9%	9.3%	8.5%	16.5%	8.7%	7.7%	11.3%	7.5%	13.3%	4%	1.1%	7.2%	7.9%
Another Party	2%	0.9%	3%	0.3%	2.3%	1.3%	2.5%	1.6%	1.6%	0.4%	18.4%	1.6%	1.9%
Undecided	28.3%	24.6%	31.7%	30.6%	47.1%	32.4%	21.7%	16.2%	35.7%	27.3%	8.1%	26.5%	20%
Unweighted Frequency	1100	423	643	34	37	72	198	793	283	317	34	206	260
Weighted Frequency	1100	531	564	6	242	253	319	286	422	200	33	222	222

## broken out by education and income

	Total	Education			Income				
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+	Didn't Say
Liberal, Hogan	36.7%	38.5%	34.6%	36.3%	42.6%	40.8%	22.8%	35.2%	20.6%
PC, Wakeham	24.1%	21.1%	24.8%	31.2%	23.2%	22.1%	25.6%	24.2%	28.8%
NDP, Dinn	8.9%	7.3%	7.2%	17.6%	8.2%	7.3%	10.2%	11.4%	9.6%
Another Party	2%	2.9%	0.2%	2.9%	1.3%	0%	5.1%	3%	3.2%
Undecided	28.3%	30.1%	33.2%	12.1%	24.7%	29.8%	36.3%	26.2%	37.7%
Unweighted Frequency	1100	394	406	300	564	154	90	126	166
Weighted Frequency	1100	528	396	176	547	153	108	162	130

**If a provincial election were held today, how would you vote? (Decided and Undecided voters)**



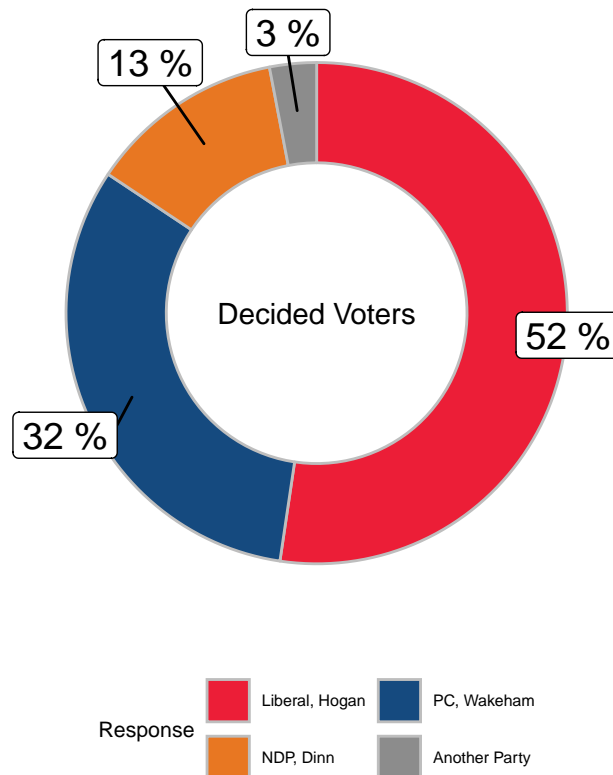
## broken out by age, gender and region

	Total	Gender			Age				Region				
		Male	Female	Non-binary	18-34	35-49	50-64	65+	St. John's	Avalon	Labrador	Western Newfoundland	Central Newfoundland
Liberal, Hogan	42.4%	38.1%	46.6%	21.8%	38.5%	32.1%	42.9%	54.2%	41.3%	47.5%	59.5%	37%	42.7%
PC, Wakeham	25.9%	32.7%	19.5%	32.4%	12.9%	30.2%	31.3%	27.2%	18.6%	25.9%	17.8%	32.3%	34.6%
NDP, Dinn	10.2%	9.6%	10.7%	16.5%	8.7%	10.1%	13.2%	8.3%	14.7%	7%	1.4%	7.3%	8.9%
Another Party	2.4%	1.8%	3.1%	0.3%	2.3%	1.3%	4%	1.8%	2.7%	0.4%	18.4%	1.9%	1.9%
Undecided	19%	17.8%	20.1%	29%	37.5%	26.3%	8.6%	8.5%	22.7%	19.1%	2.9%	21.5%	11.9%
Unweighted Frequency	1100	423	643	34	37	72	198	793	283	317	34	206	260
Weighted Frequency	1100	531	564	6	242	253	319	286	422	200	33	222	222

## broken out by education and income

	Total	Education			Income				
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+	Didn't Say
Liberal, Hogan	42.4%	46.3%	38.8%	38.5%	49.1%	50.6%	26.3%	37.3%	24.2%
PC, Wakeham	25.9%	21.6%	29%	31.9%	24.7%	24.2%	25.9%	24.3%	35.1%
NDP, Dinn	10.2%	7.8%	8.7%	20.8%	9.2%	8.3%	14.2%	12.4%	10.7%
Another Party	2.4%	4%	0.2%	2.9%	1.4%	0%	9.5%	3%	3.2%
Undecided	19%	20.3%	23.2%	5.9%	15.7%	16.8%	24.1%	22.9%	26.7%
Unweighted Frequency	1100	394	406	300	564	154	90	126	166
Weighted Frequency	1100	528	396	176	547	153	108	162	130

**If a provincial election were held today, how would you vote? (Decided voters)**



## broken out by age, gender, and region

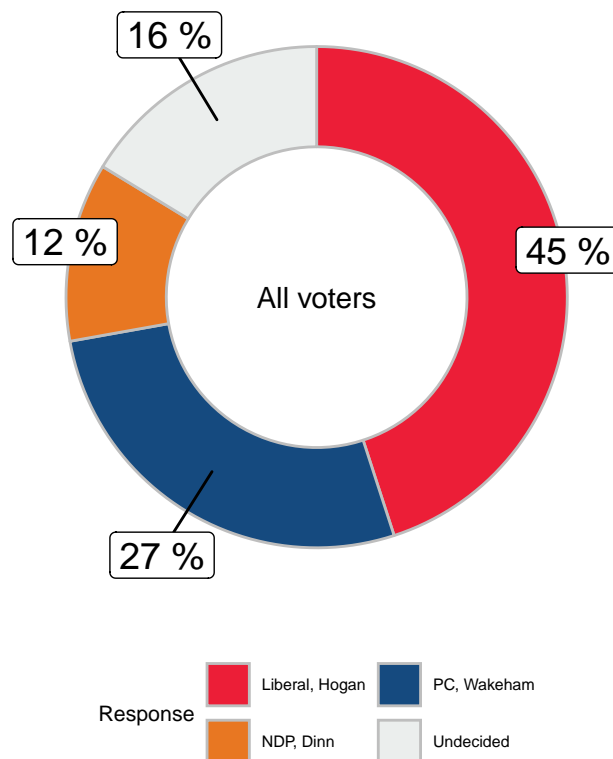
	Total	Gender			Age				Region				
		Male	Female	Non-binary	18-34	35-49	50-64	65+	St. John's	Avalon	Labrador	Western Newfoundland	Central Newfoundland
Liberal, Hogan	52.3%	46.4%	58.3%	30.6%	61.7%	43.5%	46.9%	59.3%	53.4%	58.7%	61.3%	47.2%	48.4%
PC, Wakeham	32%	39.8%	24.4%	45.7%	20.7%	41%	34.2%	29.7%	24.1%	32%	18.3%	41.2%	39.3%
NDP, Dinn	12.6%	11.7%	13.4%	23.3%	14%	13.6%	14.5%	9.1%	19%	8.7%	1.4%	9.3%	10.1%
Another Party	3%	2.1%	3.9%	0.4%	3.7%	1.8%	4.4%	2%	3.5%	0.5%	19%	2.4%	2.2%
Unweighted Frequency	987	385	578	24	25	60	179	723	256	281	31	179	240
Weighted Frequency	987	483	499	4	168	206	323	290	361	179	36	193	217

## broken out by education and income

	Total	Education			Income				
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+	Didn't Say
Liberal, Hogan	52.3%	58.1%	50.6%	41%	58.2%	60.9%	34.6%	48.4%	33.1%
PC, Wakeham	32%	27.1%	37.8%	33.9%	29.3%	29.1%	34.2%	31.5%	47.9%
NDP, Dinn	12.6%	9.8%	11.4%	22.1%	10.9%	10%	18.7%	16.1%	14.7%
Another Party	3%	5%	0.3%	3.1%	1.6%	0%	12.5%	3.9%	4.4%
Unweighted Frequency	987	345	362	280	509	147	83	115	133
Weighted Frequency	987	466	337	184	511	141	91	139	105



## Who do you most prefer to be the Premier of Newfoundland & Labrador? (All voters)



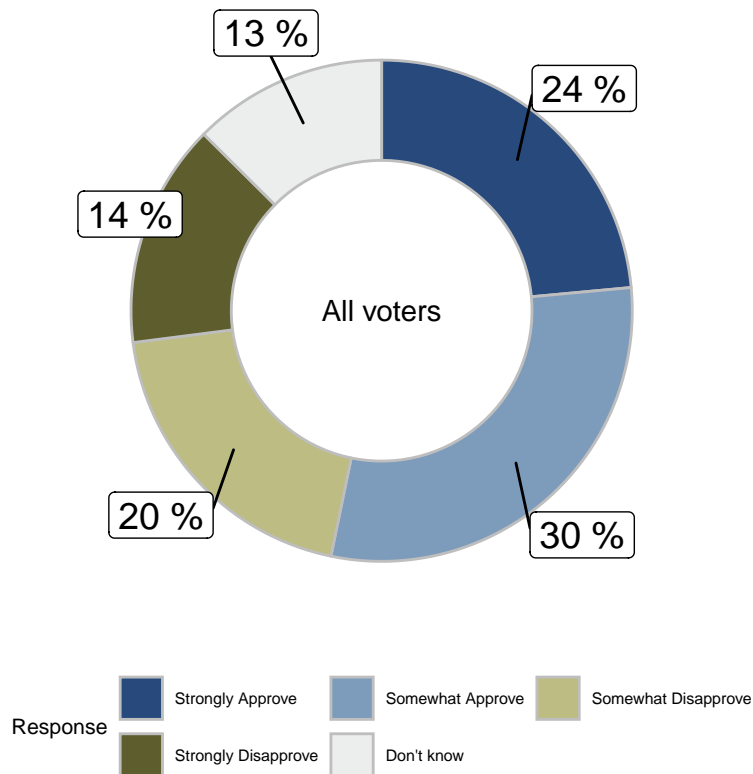
## broken out by age, gender and region

	Total	Gender			Age				Region				
		Male	Female	Non-binary	18-34	35-49	50-64	65+	St. John's	Avalon	Labrador	Western Newfoundland	Central Newfoundland
Liberal, Hogan	45%	45.8%	44.5%	19.5%	39%	43.7%	41.2%	55.5%	44.8%	52.4%	59.9%	39.6%	41.8%
PC, Wakeham	27.2%	29.4%	25.2%	15.3%	21.1%	31.4%	31.6%	23.7%	21.8%	27%	11.1%	36.5%	30.6%
NDP, Dinn	11.5%	12.9%	10.2%	19.4%	11.5%	13.1%	13.2%	8.3%	17.3%	8.7%	19.2%	7.7%	5.8%
Undecided	16.3%	11.9%	20.1%	45.9%	28.3%	11.8%	14.1%	12.5%	16%	11.9%	9.8%	16.1%	21.8%
Unweighted Frequency	1100	423	643	34	37	72	198	793	283	317	34	206	260
Weighted Frequency	1100	531	564	6	242	253	319	286	422	200	33	222	222

## broken out by education and income

	Total	Education			Income				
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+	Didn't Say
Liberal, Hogan	45%	45.2%	46.2%	41.7%	45.3%	67.5%	30.9%	47%	26.3%
PC, Wakeham	27.2%	29%	22%	33.3%	32.1%	14.1%	28.6%	19.2%	30.8%
NDP, Dinn	11.5%	9.3%	12.6%	15.7%	8.5%	15.1%	14.5%	17.2%	10.4%
Undecided	16.3%	16.5%	19.1%	9.4%	14.1%	3.2%	25.9%	16.6%	32.5%
Unweighted Frequency	1100	394	406	300	564	154	90	126	166
Weighted Frequency	1100	528	396	176	547	153	108	162	130

**Thinking about the Liberal government of Newfoundland & Labrador led by premier John Hogan, please describe your approval of the government's performance (All voters)**



## broken out by age, gender and region

	Total	Gender			Age				Region				
		Male	Female	Non-binary	18-34	35-49	50-64	65+	St. John's	Avalon	Labrador	Western Newfoundland	Central Newfoundland
Strongly Approve	23.5%	20.3%	26.7%	6.9%	30.9%	19.5%	14.1%	31.2%	21.6%	26%	28.7%	19.3%	28.4%
Somewhat Approve	29.7%	30.4%	29.1%	20.3%	11.3%	31.5%	38.7%	33.6%	33.5%	27.6%	28.7%	28.7%	25.6%
Somewhat Disapprove	19.7%	27.1%	12.9%	8.7%	35.8%	20.7%	12.9%	12.9%	22.6%	23.2%	18.5%	14.9%	16.1%
Strongly Disapprove	14.5%	14.7%	14.1%	30.9%	15%	15.3%	19.9%	7.2%	10.5%	10.5%	10.7%	17.7%	22.9%
Don't know	12.6%	7.4%	17.2%	33.3%	6.9%	13%	14.3%	15%	11.7%	12.7%	13.3%	19.4%	7.1%
Unweighted Frequency	1100	423	643	34	37	72	198	793	283	317	34	206	260
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## broken out by education and income

	Total	Education			Income				
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+	Didn't Say
Strongly Approve	23.5%	27.1%	22%	16.3%	29.9%	21.2%	10%	20.6%	14.2%
Somewhat Approve	29.7%	28%	28.1%	38.7%	24.5%	49.5%	30.8%	30.6%	26.6%
Somewhat Disapprove	19.7%	15.8%	27%	15.1%	17.6%	18.4%	44%	18.9%	11%
Strongly Disapprove	14.5%	14.3%	12%	20.7%	10.4%	6.7%	9.7%	22.7%	34.6%
Don't know	12.6%	14.9%	11%	9.2%	17.7%	4.1%	5.4%	7.2%	13.6%
Unweighted Frequency	1100	394	406	300	564	154	90	126	166
Weighted Frequency	1100	528	396	176	547	153	108	162	130