



# MISSISSAUGA

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Mississauga Survey for the **National Ethnic Press and Media Council of Canada**

Field Dates: January 10-11, 2024

Release Date: January 18, 2024





Liaison surveyed a random sample of 983 Mississauga voters through Interactive Voice Recording (IVR) from January 10 to January 11, 2024.

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

The margin of error for survey results is  $\pm 3.06$  percentage points, 19 times out of 20 for the total.

Results may not add up to 100 due to rounding.

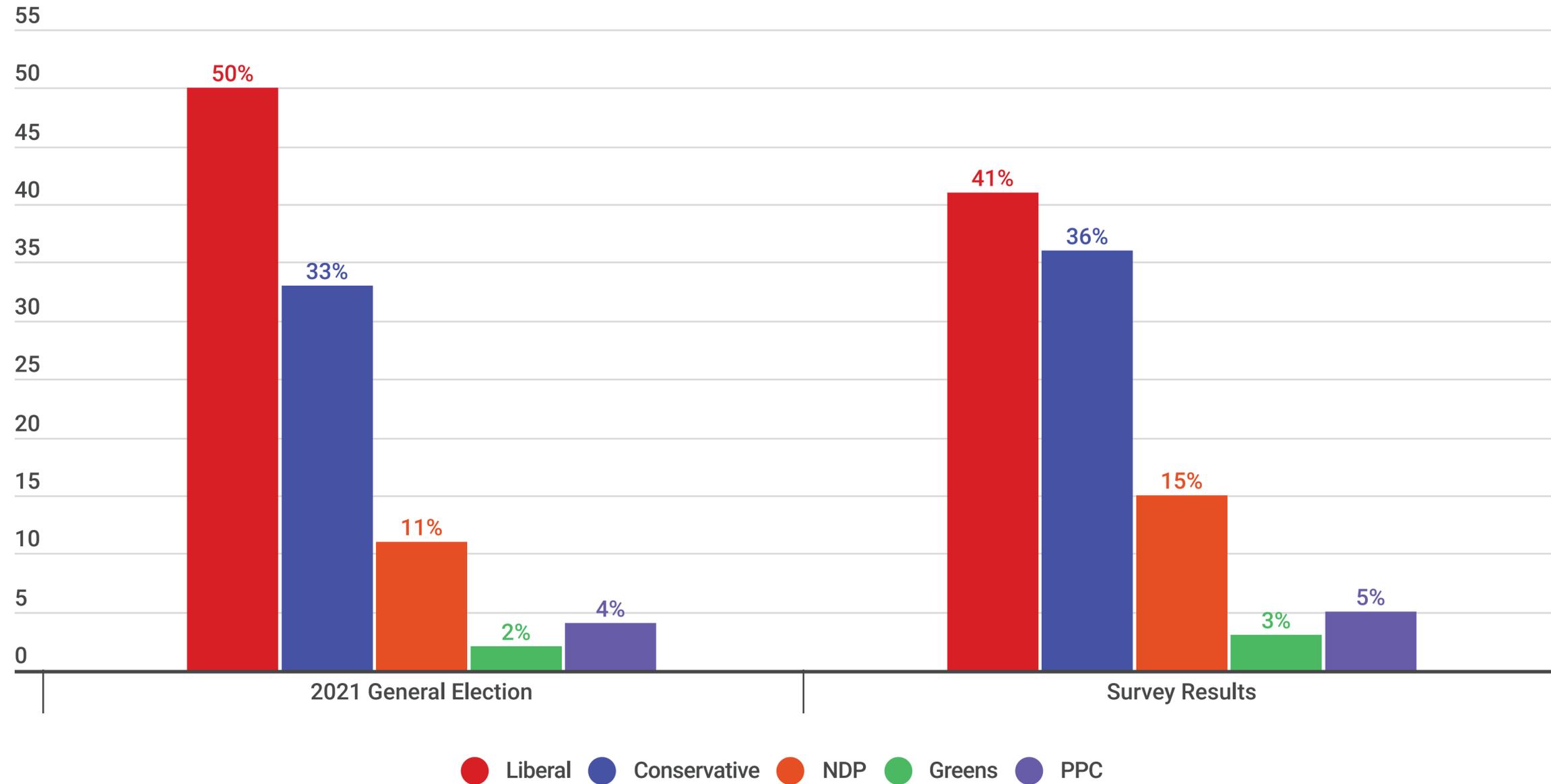
Respondents were screened for voter eligibility and residency.

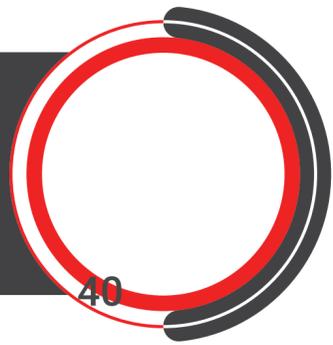
This is the second part of Liaison's Mississauga January survey. The first part was released January 15.



## Voting Intent - Federal - Decided & Leaning - City of Mississauga Only

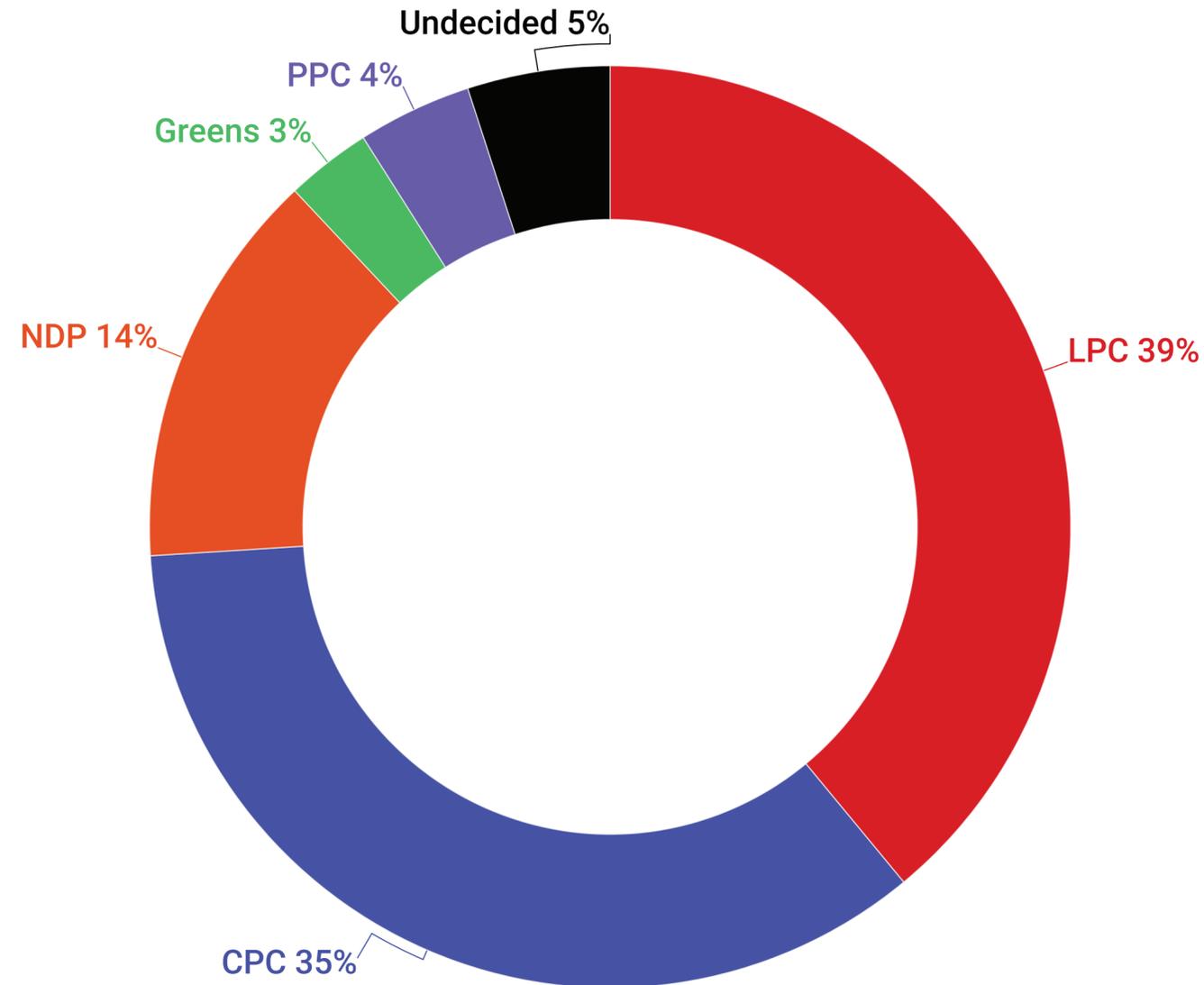
Q: *If a Federal Election were held today, which party would you vote for?*





## Voting Intent - Federal - All Voters - City of Mississauga Only

Q: *If a Federal Election were held today, which party would you vote for?*



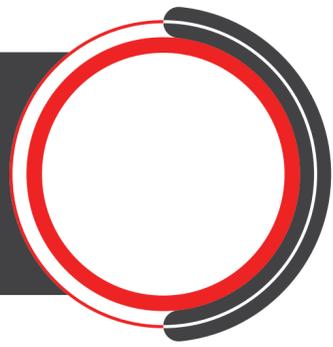


## Voting Intent - Federal - City of Mississauga Only

*Q: If a Federal Election were held today, which party would you vote for?*

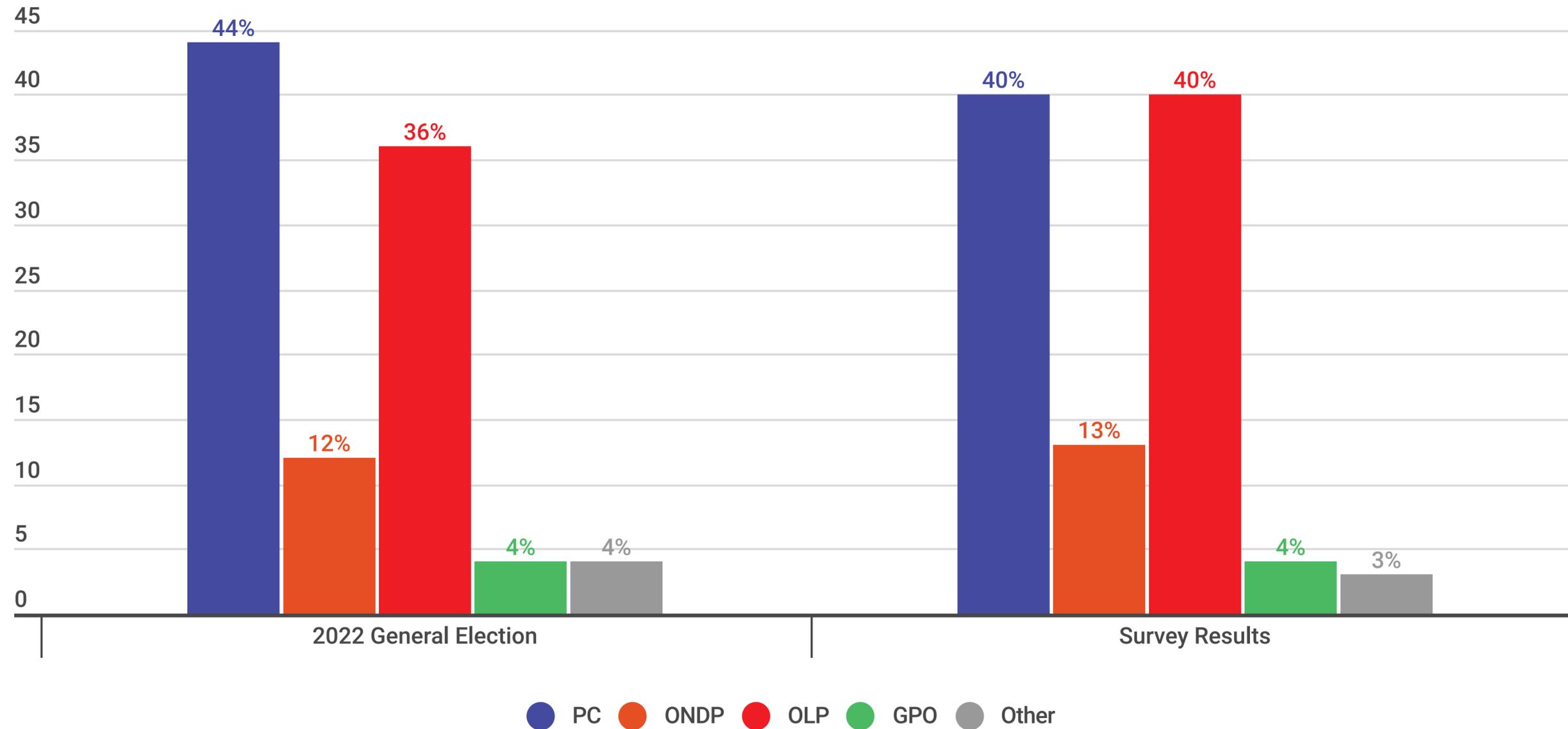
|              | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|--------------|-----|--------|------|-------|-------|-------|-------|-----|
| Liberal      | 39% | 41%    | 37%  | 38%   | 42%   | 37%   | 38%   | 39% |
| Conservative | 35% | 30%    | 41%  | 31%   | 29%   | 36%   | 35%   | 42% |
| NDP          | 14% | 17%    | 11%  | 13%   | 16%   | 18%   | 12%   | 9%  |
| Greens       | 3%  | 4%     | 2%   | 6%    | 4%    | 2%    | 4%    | 2%  |
| PPC          | 4%  | 3%     | 5%   | 0%    | 4%    | 4%    | 5%    | 4%  |
| Undecided    | 5%  | 6%     | 4%   | 13%   | 5%    | 4%    | 6%    | 5%  |

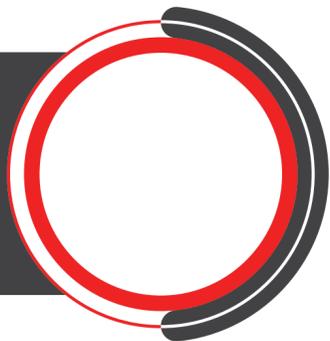
|              | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|--------------|-----|--------|------|-------|-------|-------|-------|-----|
| Liberal      | 41% | 43%    | 38%  | 43%   | 44%   | 38%   | 40%   | 41% |
| Conservative | 36% | 31%    | 42%  | 36%   | 31%   | 37%   | 37%   | 44% |
| NDP          | 15% | 18%    | 12%  | 14%   | 17%   | 19%   | 13%   | 9%  |
| Greens       | 3%  | 4%     | 2%   | 7%    | 4%    | 2%    | 5%    | 2%  |
| PPC          | 5%  | 4%     | 6%   | 0%    | 5%    | 4%    | 6%    | 4%  |



## Voting Intent - Provincial - Decided & Leaning - City of Mississauga Only

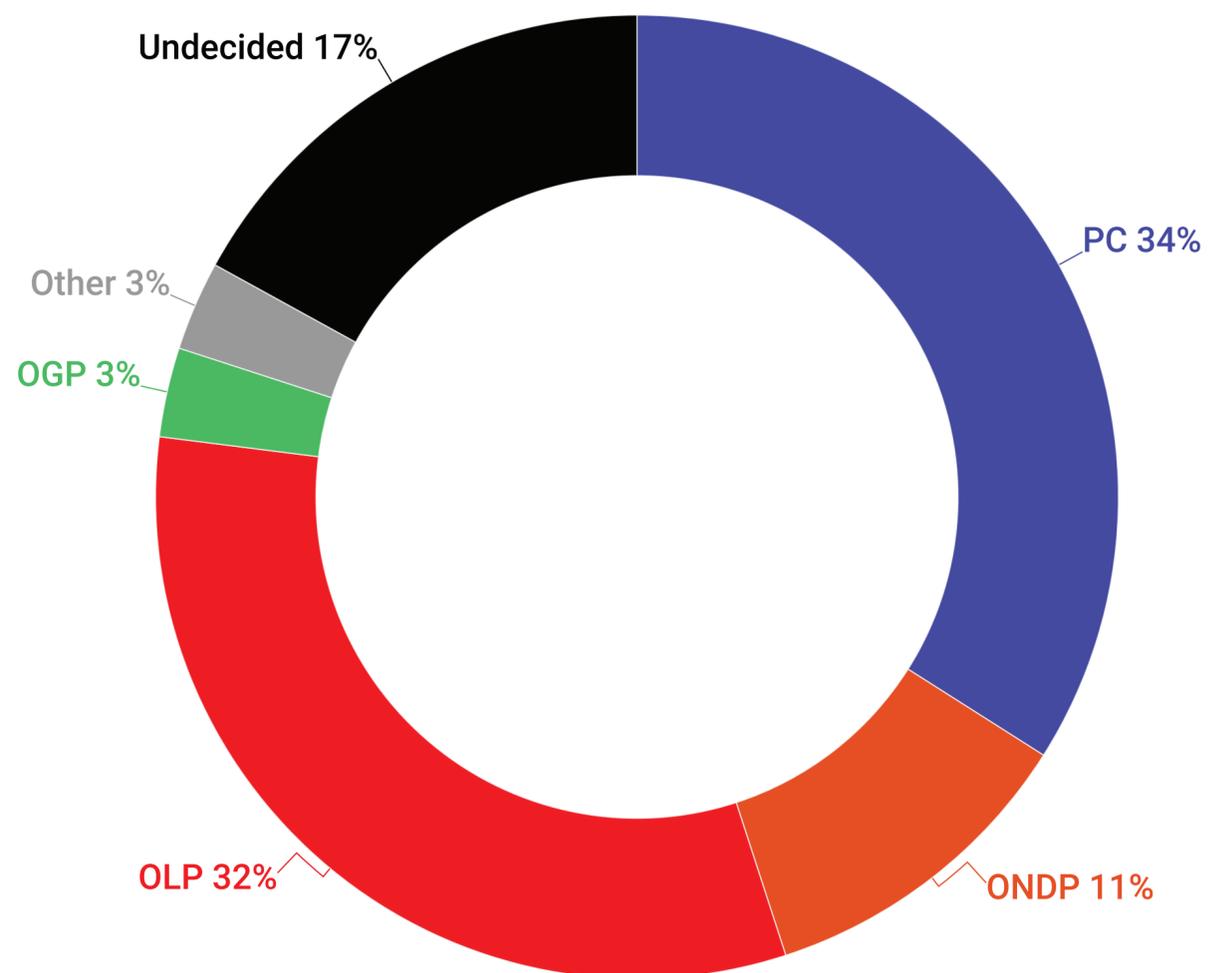
Q: *If a Provincial Election were held today, which party would you vote for?*





## Voting Intent - Provincial - All Voters - City of Mississauga Only

*Q: If a Provincial Election were held today, which party would you vote for?*



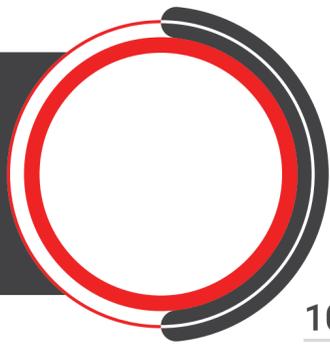


## Voting Intent - Provincial - City of Mississauga Only

*Q: If a Provincial Election were held today, which party would you vote for?*

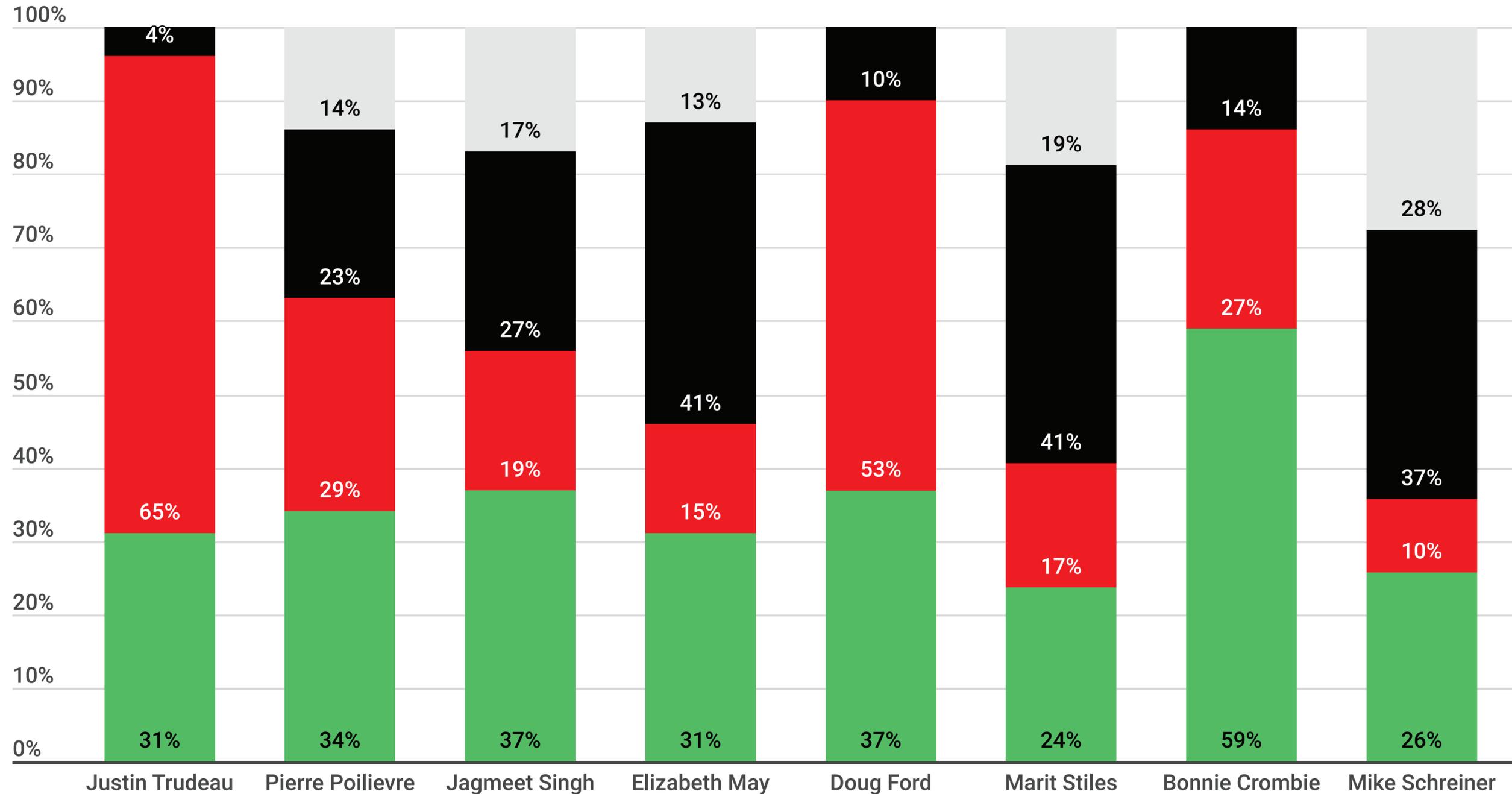
|                        | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|------------------------|-----|--------|------|-------|-------|-------|-------|-----|
| Ontario PC             | 34% | 30%    | 41%  | 10%   | 29%   | 31%   | 38%   | 40% |
| Ontario NDP            | 11% | 13%    | 9%   | 3%    | 14%   | 12%   | 9%    | 8%  |
| Ontario Liberal        | 32% | 35%    | 31%  | 10%   | 32%   | 30%   | 32%   | 35% |
| Green Party of Ontario | 3%  | 3%     | 3%   | 3%    | 5%    | 3%    | 4%    | 1%  |
| Other                  | 3%  | 2%     | 3%   | 3%    | 5%    | 2%    | 3%    | 2%  |
| Undecided              | 17% | 17%    | 13%  | 71%   | 16%   | 23%   | 16%   | 14% |
| Sample (Unweighted)    | 983 | 441    | 527  | 15    | 231   | 207   | 291   | 254 |
| Weighted               | 983 | 497    | 466  | 19    | 287   | 232   | 262   | 202 |

|                        | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|------------------------|-----|--------|------|-------|-------|-------|-------|-----|
| Ontario PC             | 40% | 34%    | 46%  | 33%   | 33%   | 38%   | 44%   | 45% |
| Ontario NDP            | 13% | 15%    | 11%  | 11%   | 17%   | 15%   | 10%   | 9%  |
| Ontario Liberal        | 40% | 44%    | 36%  | 33%   | 39%   | 41%   | 38%   | 42% |
| Green Party of Ontario | 4%  | 4%     | 3%   | 11%   | 5%    | 3%    | 5%    | 1%  |
| Other                  | 3%  | 2%     | 4%   | 11%   | 5%    | 2%    | 4%    | 2%  |



## Favourability Ratings - Federal & Provincial Party Leaders

Q: 10. Do you have a favourable or unfavourable opinion of (X)



● Favourable ● Unfavourable ● Not Sure ● Not Familiar With

# GET IN TOUCH

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