



MISSISSAUGA

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

Field Dates: January 10-11, 2024

Release Date: January 15, 2024



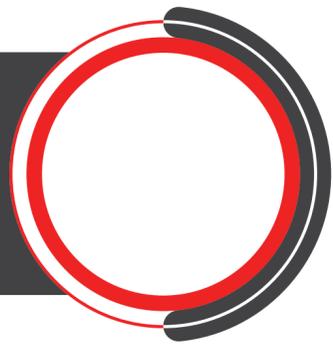
Liaison surveyed a random sample of 983 Mississauga voters through Interactive Voice Recording (IVR) from January 10 to January 11, 2024.

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

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

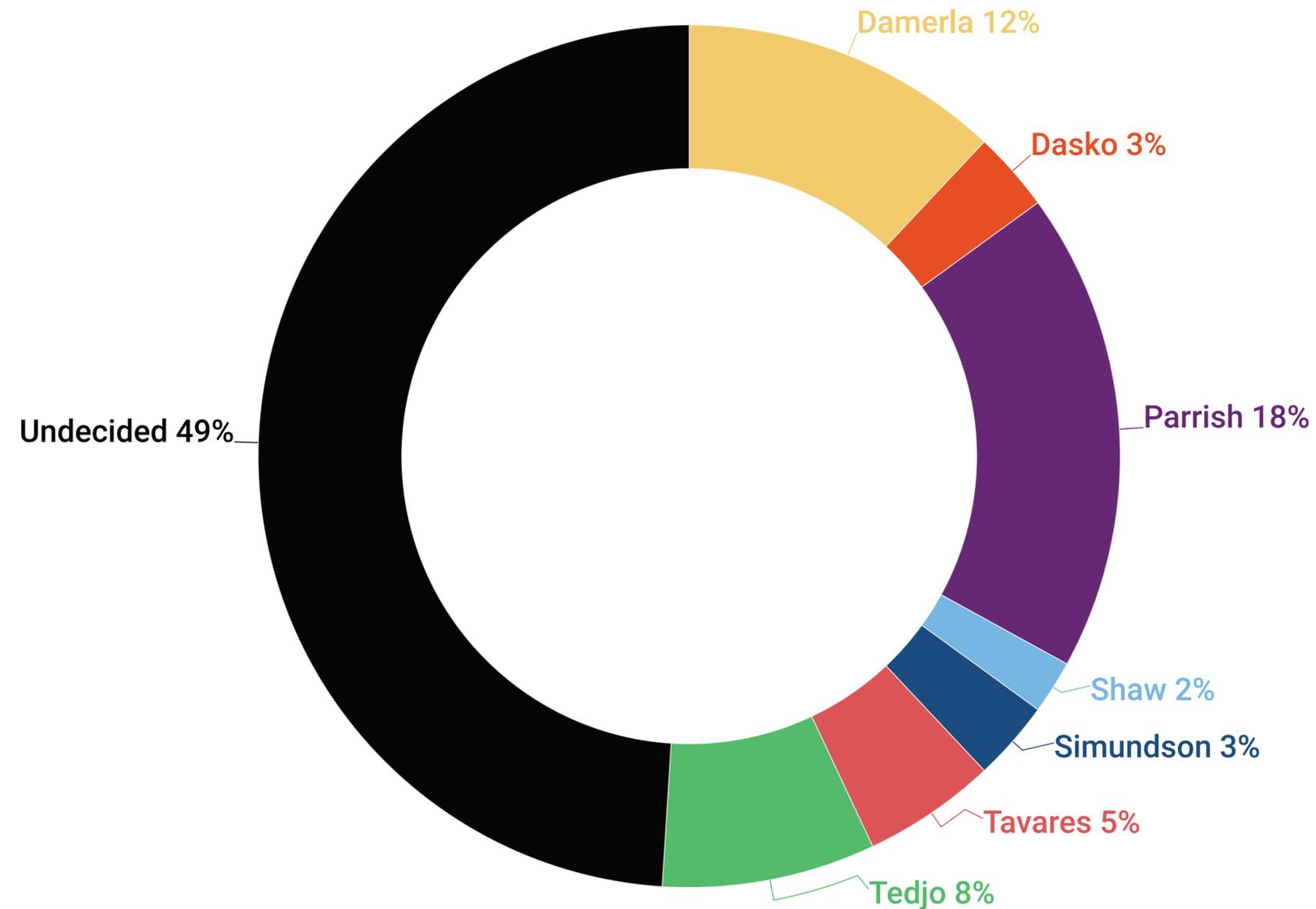
Results may not add up to 100 due to rounding.

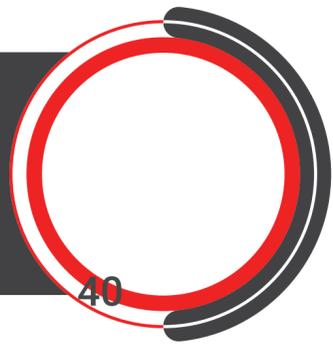
Respondents were screened for voter eligibility and residency.



Voting Intent - Mississauga Mayoral By Election

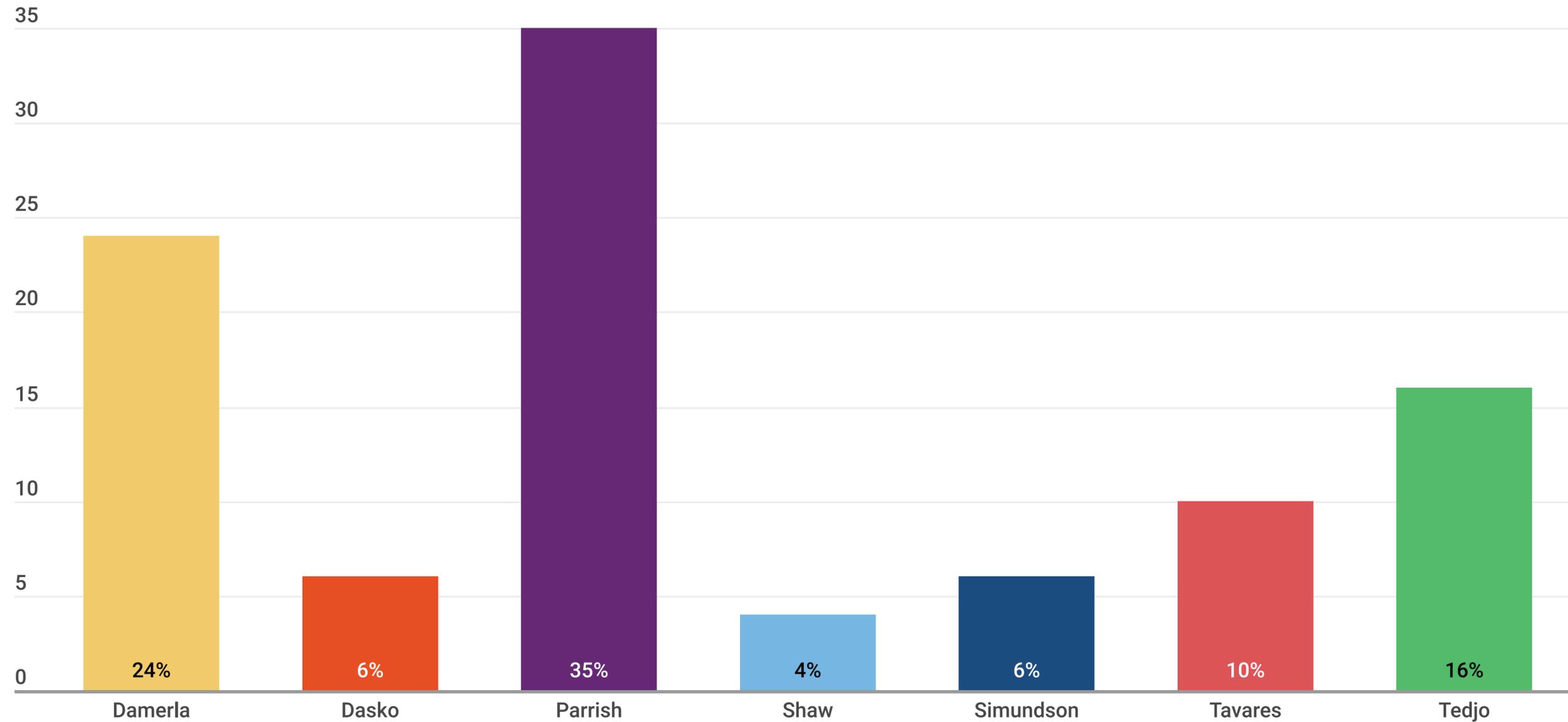
Q: Mississauga will hold a by election this year to elect a new mayor. If the following candidates ran, which one would you vote for?





Voting Intent - Mississauga Mayoral By Election (DECIDED ONLY)

Q: Mississauga will hold a by election this year to elect a new mayor. If the following candidates ran, which one would you vote for?





Voting Intent - Mississauga Mayoral By Election

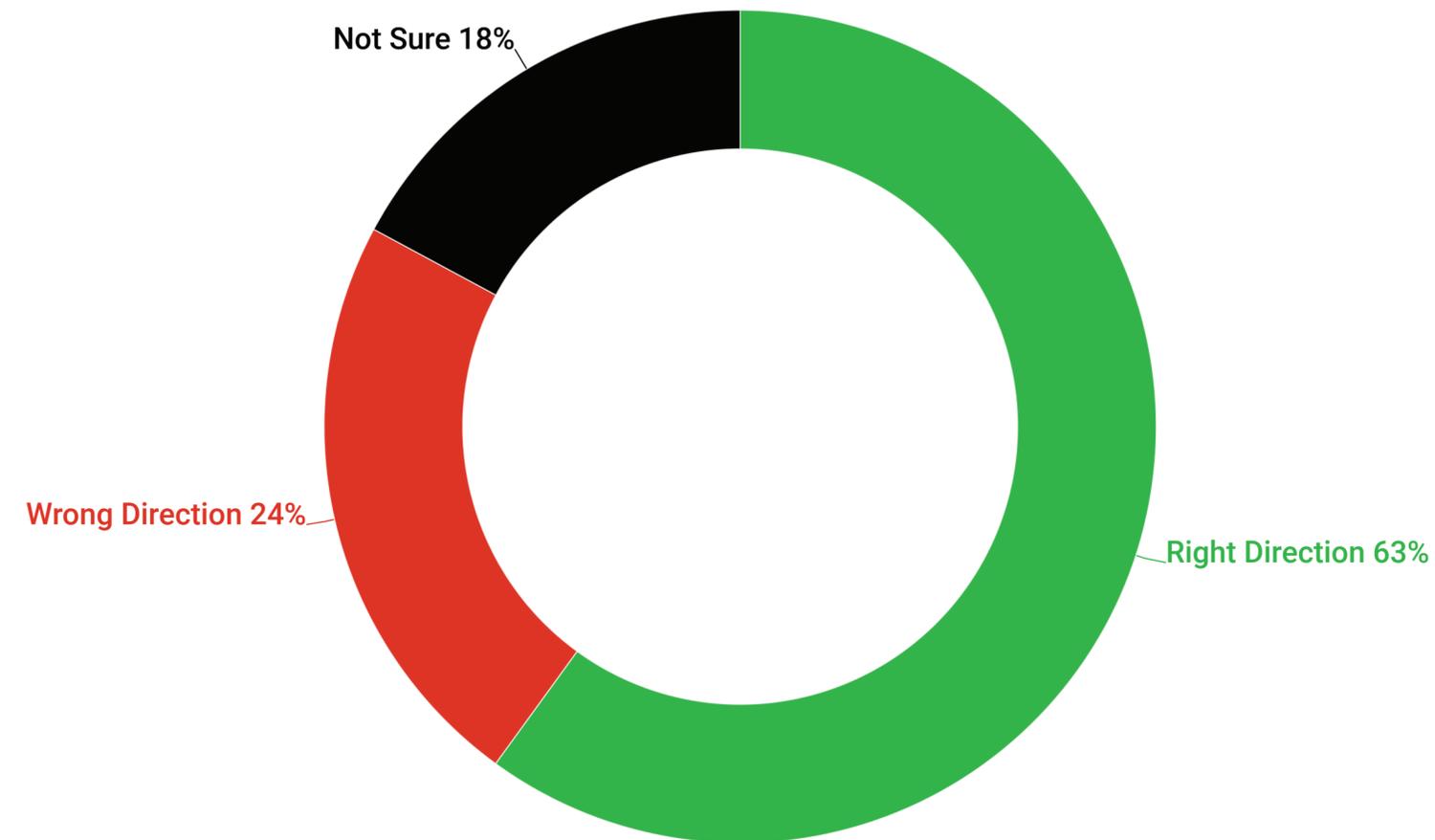
Q: Mississauga will hold a by election this year to elect a new mayor. If the following candidates ran, which one would you vote for?

| | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|---------------------|-----|--------|------|-------|-------|-------|-------|-----|
| Damerla | 12% | 12% | 11% | 19% | 8% | 10% | 13% | 18% |
| Dasko | 3% | 3% | 3% | 6% | 3% | 3% | 3% | 3% |
| Parrish | 18% | 18% | 18% | 13% | 14% | 13% | 18% | 29% |
| Shaw | 2% | 1% | 3% | 0% | 3% | 2% | 2% | 1% |
| Simundson | 3% | 3% | 3% | 6% | 3% | 5% | 3% | 2% |
| Tavares | 5% | 2% | 8% | 6% | 3% | 6% | 7% | 5% |
| Tedjo | 8% | 9% | 7% | 0% | 4% | 12% | 11% | 5% |
| Undecided | 49% | 51% | 47% | 50% | 62% | 50% | 43% | 38% |
| Sample (Unweighted) | 983 | 441 | 527 | 15 | 231 | 207 | 291 | 254 |
| Weighted | 983 | 497 | 466 | 19 | 287 | 232 | 262 | 202 |

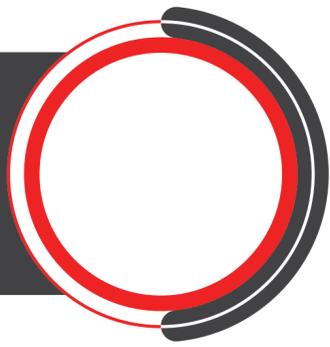


Right Direction/Wrong Direction - City of Mississauga (Mississaugans Only)

Q: *In your opinion is Mississauga headed in the right direction or the wrong direction?*

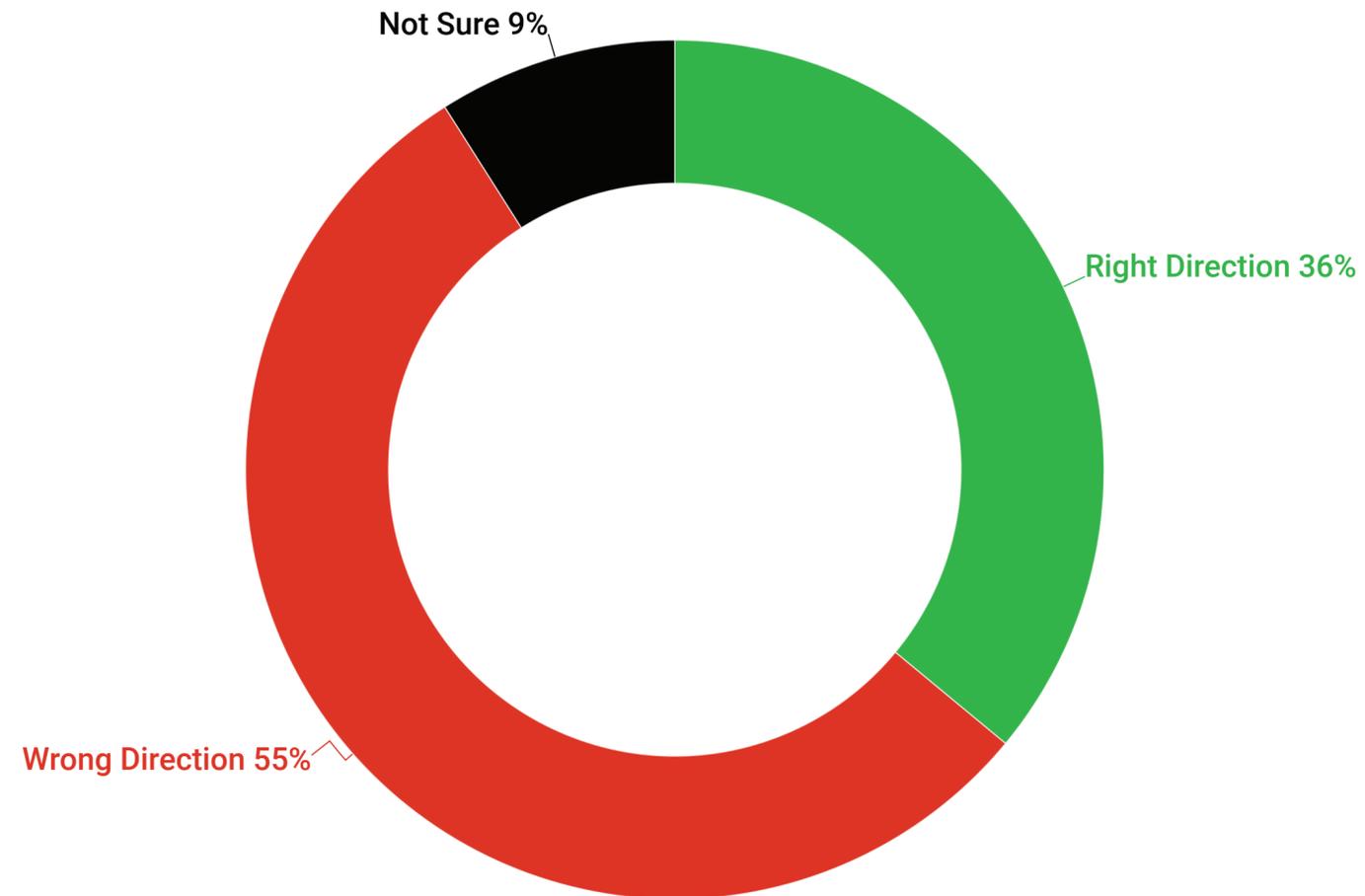


| | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|-----------------|-----|--------|------|-------|-------|-------|-------|-----|
| Right Direction | 63% | 62% | 65% | 56% | 56% | 58% | 74% | 65% |
| Wrong Direction | 24% | 25% | 23% | 25% | 33% | 25% | 16% | 21% |
| Not Sure | 13% | 13% | 13% | 19% | 11% | 17% | 11% | 14% |

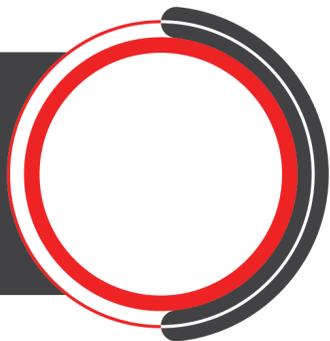


Right Direction/Wrong Direction - Ontario (Misissaugans Only)

Q: In your opinion is Ontario headed in the right direction or the wrong direction?

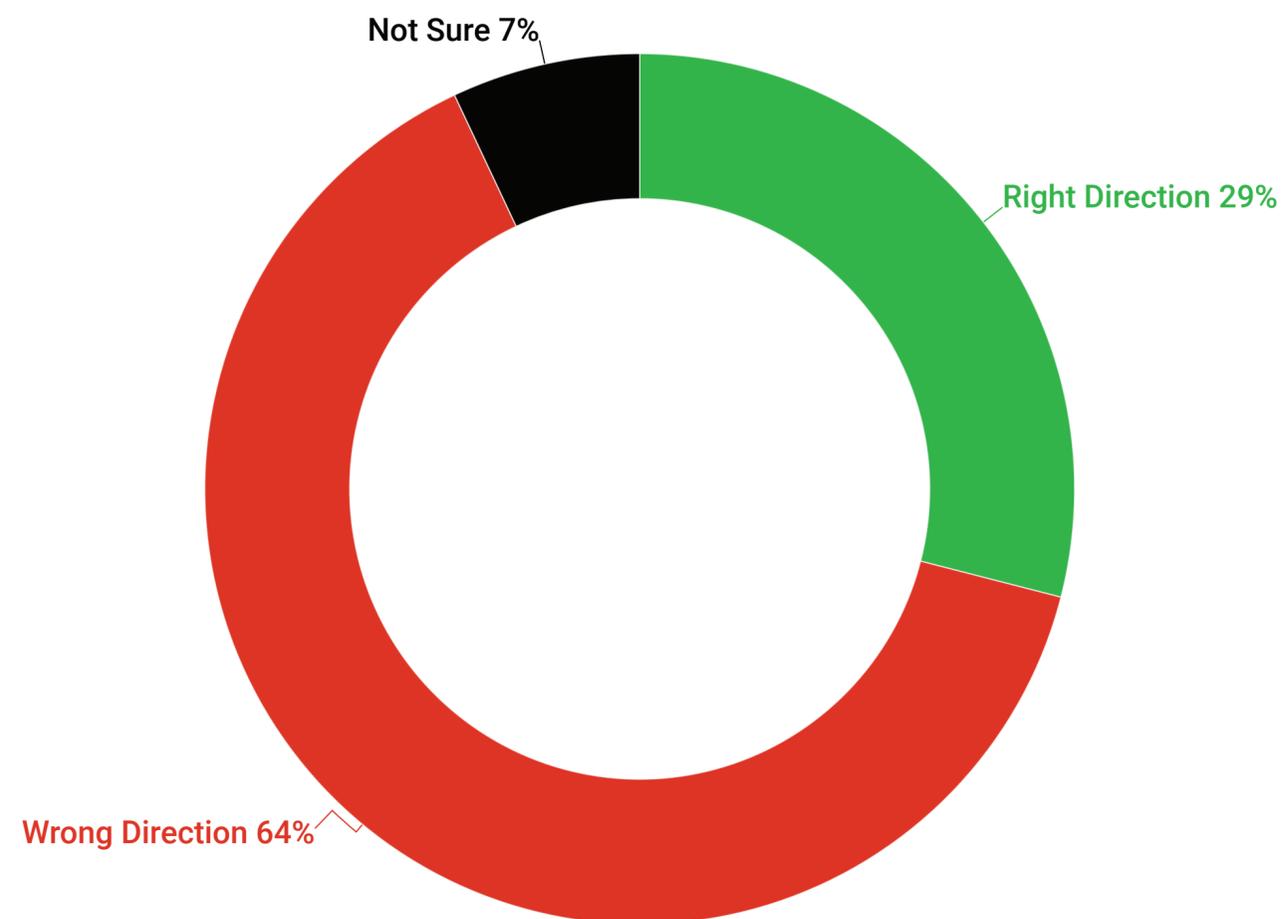


| | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|-----------------|-----|--------|------|-------|-------|-------|-------|-----|
| Right Direction | 36% | 36% | 35% | 50% | 37% | 33% | 35% | 39% |
| Wrong Direction | 55% | 56% | 55% | 38% | 56% | 57% | 53% | 53% |
| Not Sure | 9% | 8% | 10% | 13% | 7% | 10% | 11% | 8% |



Right Direction/Wrong Direction - Canada (Misissaugans Only)

Q: *In your opinion is Canada headed in the right direction or the wrong direction?*



| | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ |
|-----------------|-----|--------|------|-------|-------|-------|-------|-----|
| Right Direction | 29% | 33% | 26% | 19% | 30% | 30% | 29% | 26% |
| Wrong Direction | 64% | 59% | 69% | 69% | 64% | 62% | 63% | 67% |
| Not Sure | 7% | 8% | 5% | 13% | 5% | 8% | 8% | 7% |

GET IN TOUCH



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