



MISSISSAUGA

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

Field Dates: March 21-22, 2024

Release Date: March 25, 2024



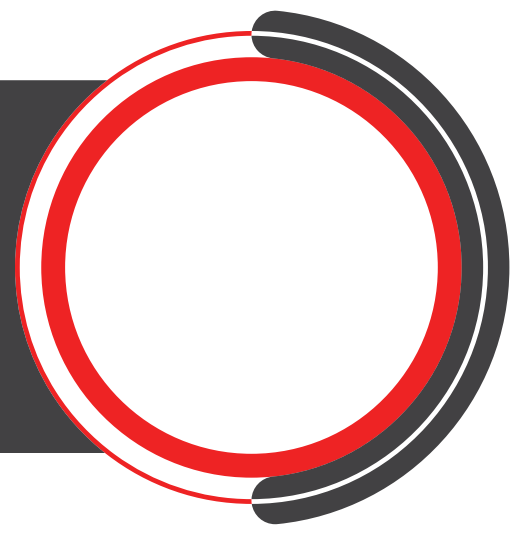
Liaison surveyed a random sample of 902 Mississauga voters through Interactive Voice Recording (IVR) from March 21 to March 22.

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

The margin of error for survey results is ± 3.26 percentage points, 19 times out of 20 for the total.

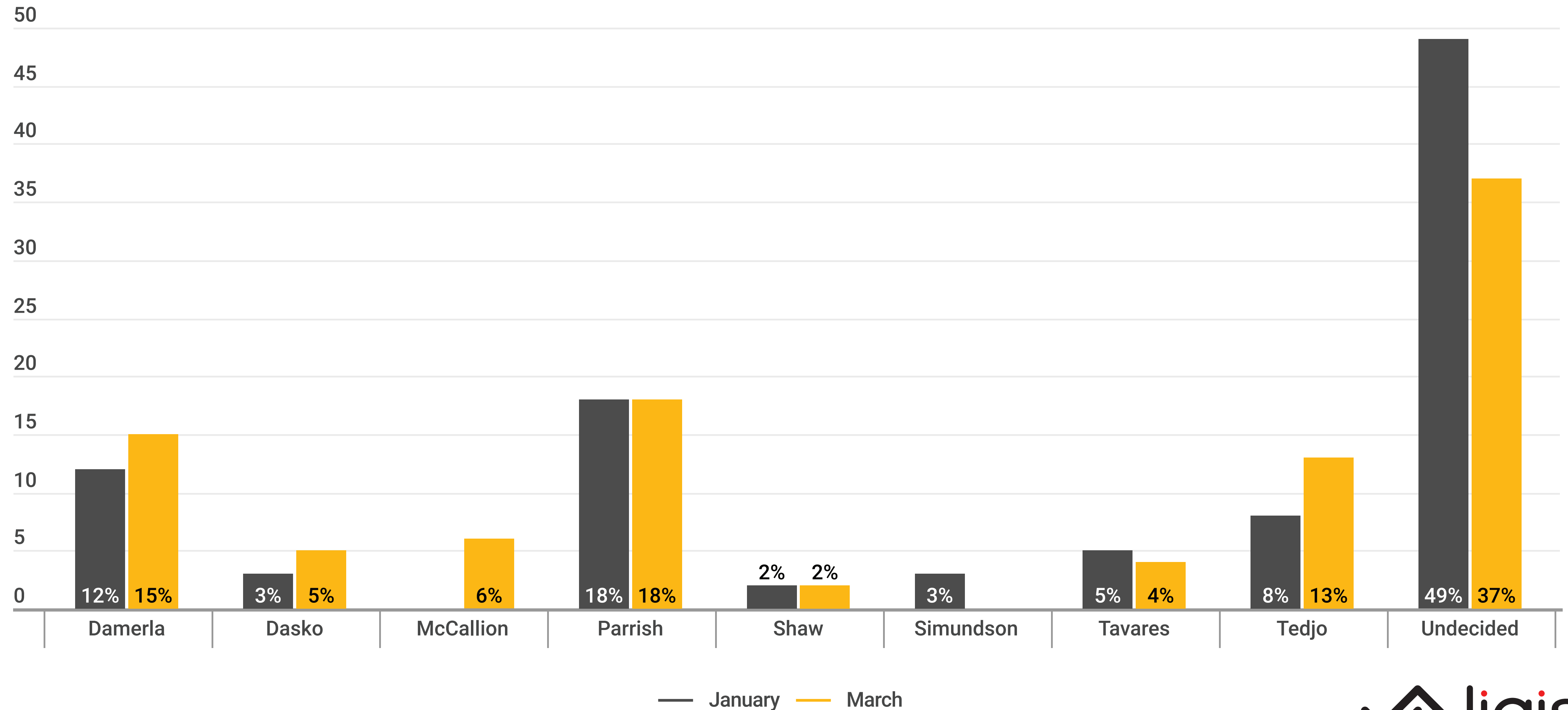
Results may not add up to 100 due to rounding.

Respondents were screened for voter eligibility and residency.



Voting Intent - Mississauga Mayoral By Election (All Voters)

Q: *If an election were held today, for whom would you cast your vote for Mayor?**

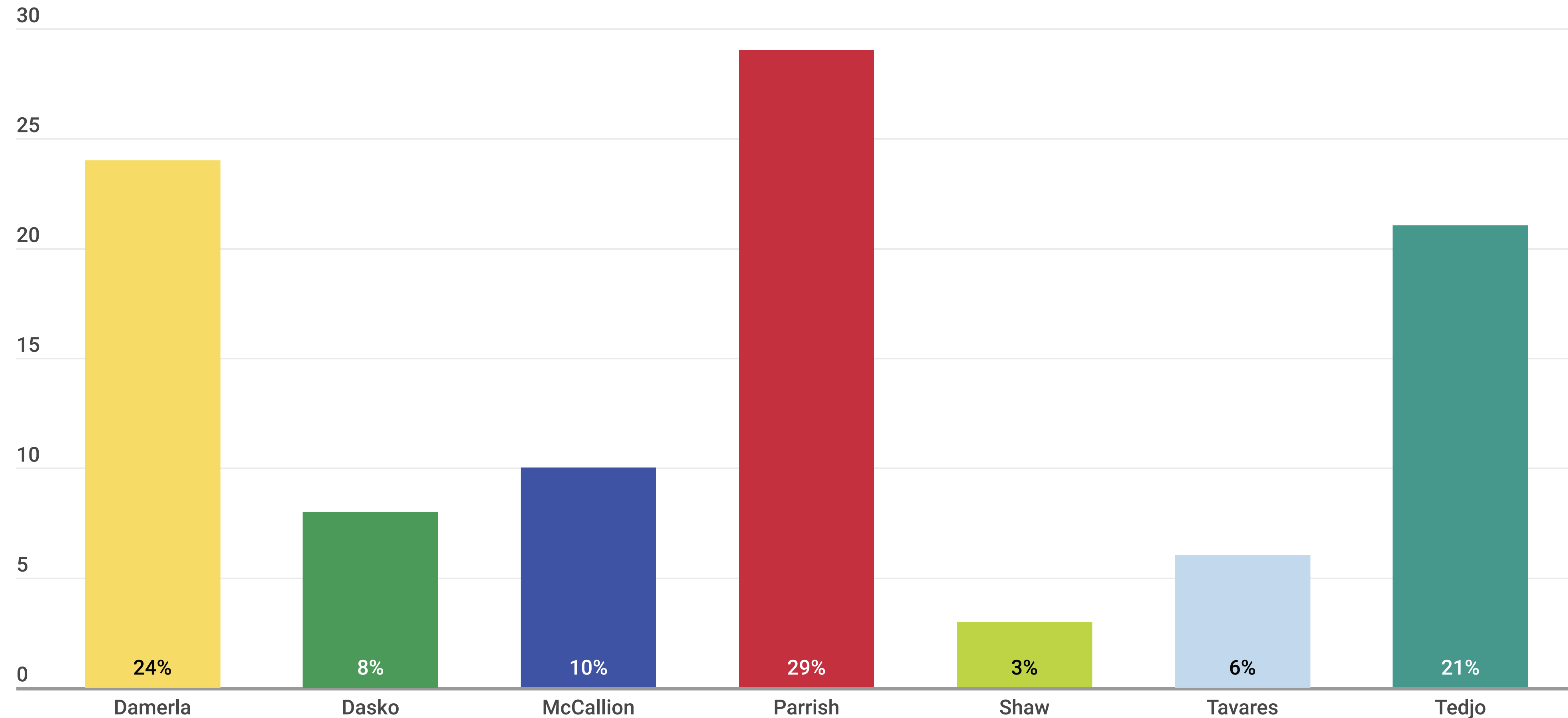


*In January the following question was asked: "Mississauga will hold a by election this year to elect a new mayor. If the following candidates ran, which one would you vote for?" This language has been updated to reflect voters are now being asked about candidates that have filed.



Voting Intent - Mississauga Mayoral By Election (Decided Only)

Q: If an election were held today, for whom would you cast your vote for Mayor?





Voting Intent - Mississauga Mayoral By Election (All Voters)

Q: If an election were held today, for whom would you cast your vote for Mayor?

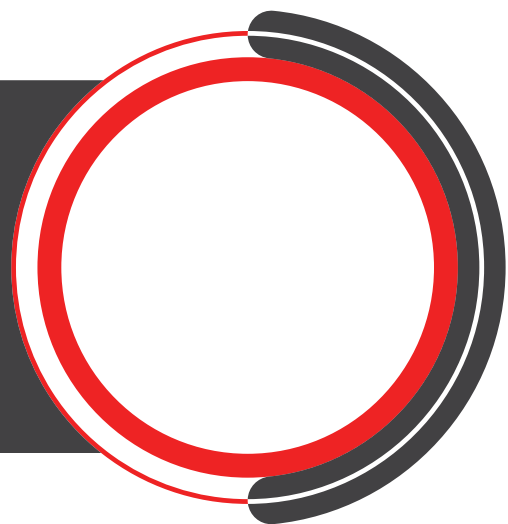
	All	Female	Male	Other	18-34	35-49	50-64	65+
Damerla	15%	15%	15%	19%	16%	12%	14%	18%
Dasko	5%	3%	8%	0%	7%	4%	4%	5%
McCallion	6%	6%	6%	13%	5%	7%	6%	7%
Parrish	18%	17%	19%	25%	12%	15%	21%	27%
Shaw	2%	1%	3%	0%	0%	2%	4%	2%
Tavares	4%	2%	6%	0%	3%	6%	5%	2%
Tedjo	13%	14%	12%	19%	11%	16%	14%	13%
Undecided	37%	42%	32%	25%	46%	39%	33%	26%
Sample (Unweighted)	902	432	454	16	216	199	269	218
Weighted	902	456	428	18	263	214	240	185



Voting Intent - Mississauga Mayoral By Election (Decided Only)

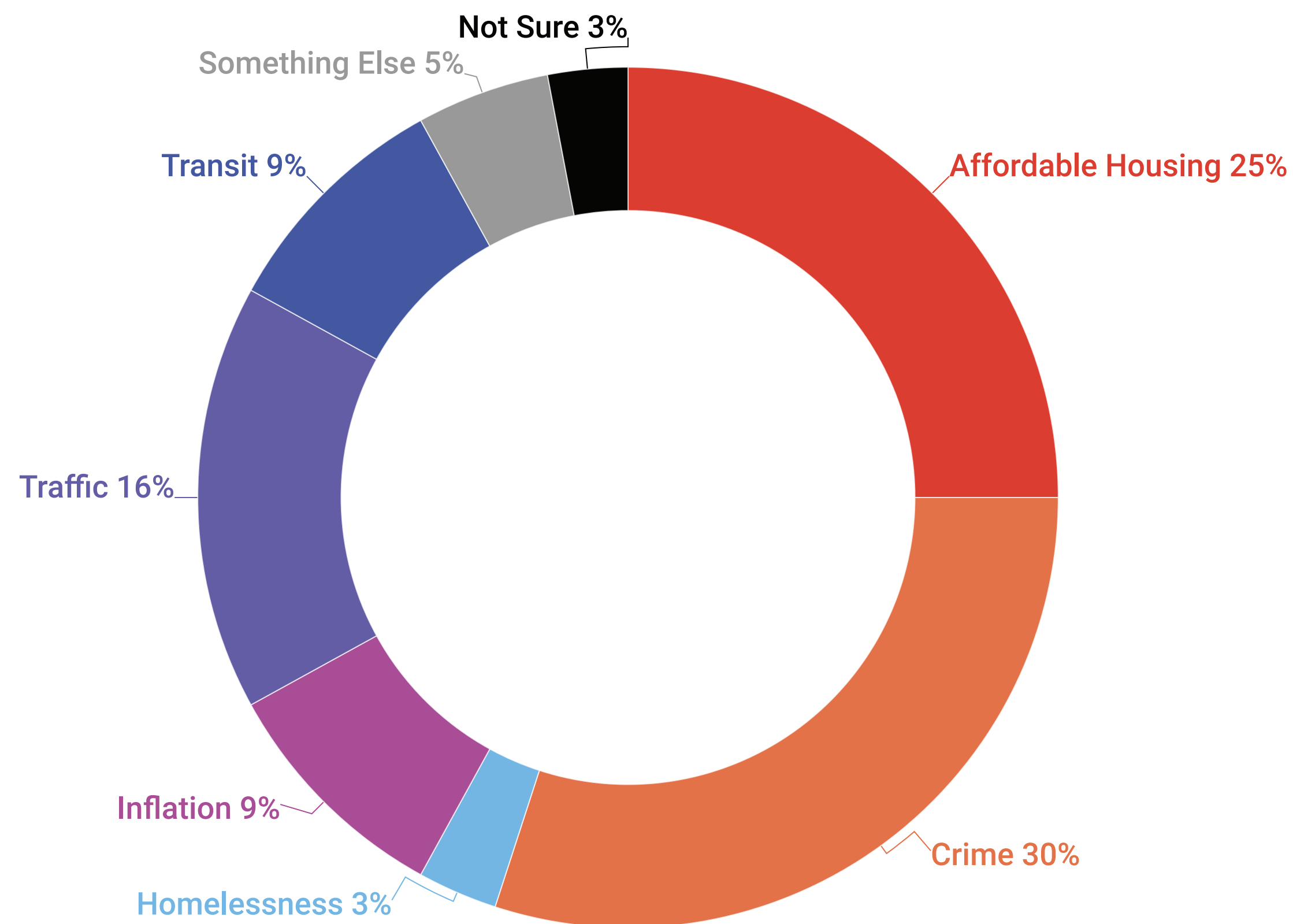
Q: *If an election were held today, for whom would you cast your vote for Mayor?*

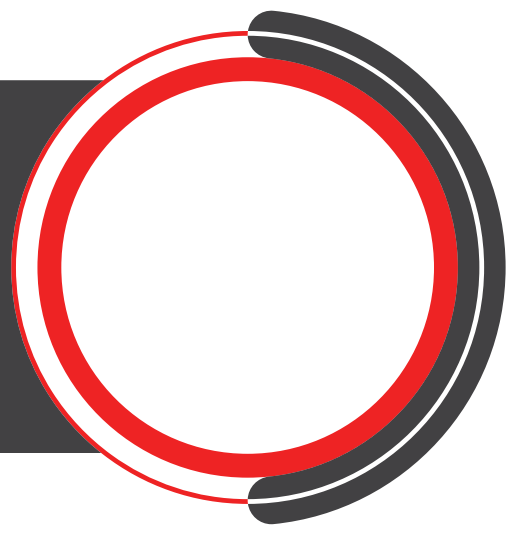
	Jan 10-11	March 21-22	Change From Previous Survey
Damerla	24%	24%	No Change
Dasko	6%	8%	+2
McCallion	-	10%	New Candidate
Parrish	35%	29%	-6
Shaw	4%	3%	-1
Simundson	6%	-	Not Fielded
Tavares	10%	6%	-4
Tedjo	16%	21%	+5



City Issue - Most Important Issue

Q: In your opinion, what is the most important issue facing Mississauga: affordable housing, crime, homelessness, inflation, traffic, transit or something else?





City Issue - Most Important Issue

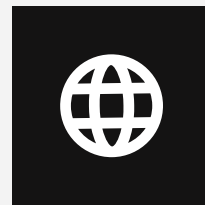
Q: In your opinion, what is the most important issue facing Mississauga: affordable housing, crime, homelessness, inflation, traffic, transit or something else?

	All	Female	Male	Other	18-34	35-49	50-64	65+
Affordable Housing	25%	30%	20%	19%	32%	23%	17%	27%
Crime	30%	28%	32%	31%	21%	24%	41%	35%
Homelessness	3%	4%	2%	0%	3%	6%	2%	1%
Inflation	9%	8%	10%	6%	11%	6%	5%	14%
Traffic	16%	12%	20%	13%	12%	21%	21%	10%
Transit	9%	10%	8%	19%	12%	11%	6%	7%
Something Else	5%	5%	4%	6%	4%	7%	5%	4%
Not Sure	3%	3%	3%	6%	5%	2%	3%	2%

GET IN TOUCH



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