



Mississauga Survey

Field Dates: September 22-25th, 2026 | N = 1404 residents (18+)

Weighted by gender, age & education · MoE $\pm 2.6\%$, 19 times out of 20



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Margin of Error: $\pm 2.6\%$, 19 times out of 20

Survey Methodology

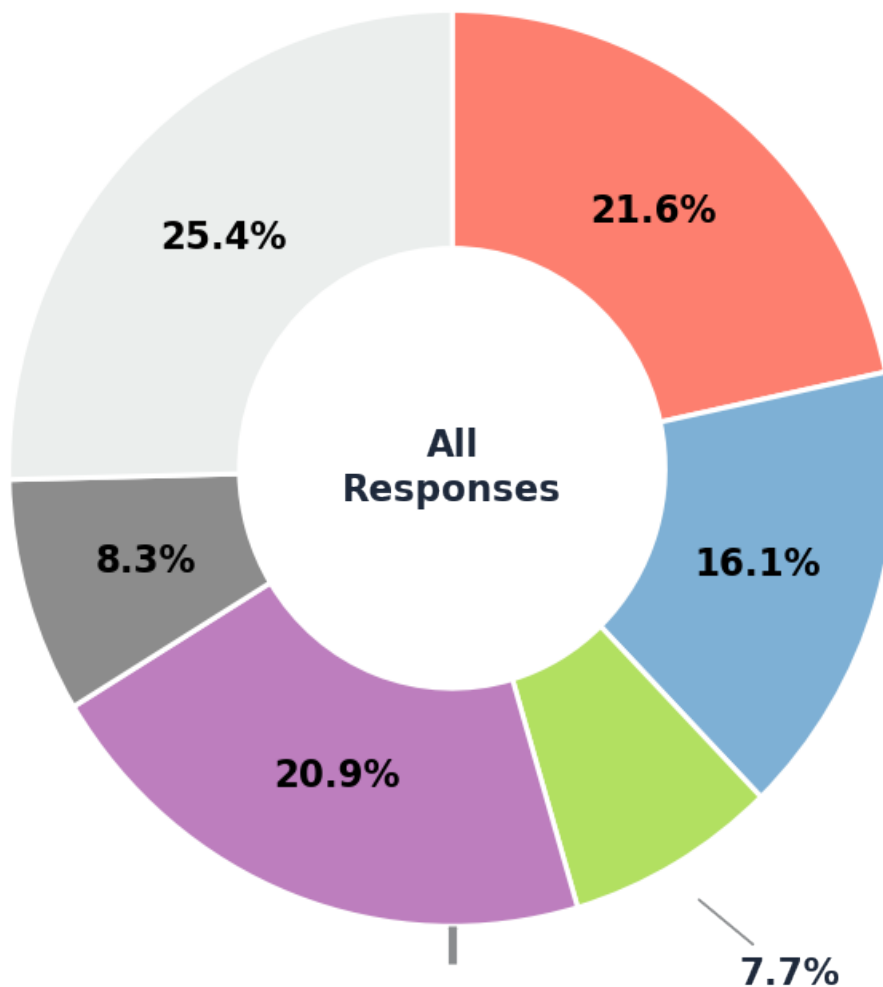
About Mainstreet Research

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 September 22-25th, 2026, among a sample of 1404 adults, 18 years of age or older, living in Mississauga. The survey was conducted using Interactive Voice Response (IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Mississauga. Results were weighted by gender, age & education. The margin of error for the poll is +/- 2.6% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding. This poll was commissioned by and is the exclusive property of Mainstreet Research. Any reproduction, in whole or in part of this report or the data contained herein is expressly prohibited without written authorization by Mainstreet Research.

Among the following candidates, who would you vote for if the election were held today?



Carolyn Parrish Alvin Tedjo Dipika Damerla Bonnie Crombie Someone else Undecided

Among the following candidates, who would you vote for if the election were held today?

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Carolyn Parrish	21.6%	22.8%	20.0%	31.6%	19.8%	17.0%	30.4%
Alvin Tedjo	16.1%	16.4%	16.3%	7.0%	12.8%	21.1%	15.5%
Dipika Damerla	7.7%	7.6%	7.6%	10.9%	7.2%	9.0%	6.9%
Bonnie Crombie	20.9%	20.7%	20.9%	21.4%	17.6%	22.7%	24.0%
Someone else	8.3%	9.0%	7.3%	14.4%	10.8%	7.8%	4.8%
Undecided	25.4%	23.4%	27.8%	14.7%	31.8%	22.3%	18.4%
Unweighted Freq	1404	601	770	33	267	293	844
Weighted Freq	1404	661	703	40	601	445	358

Results broken out by education and income

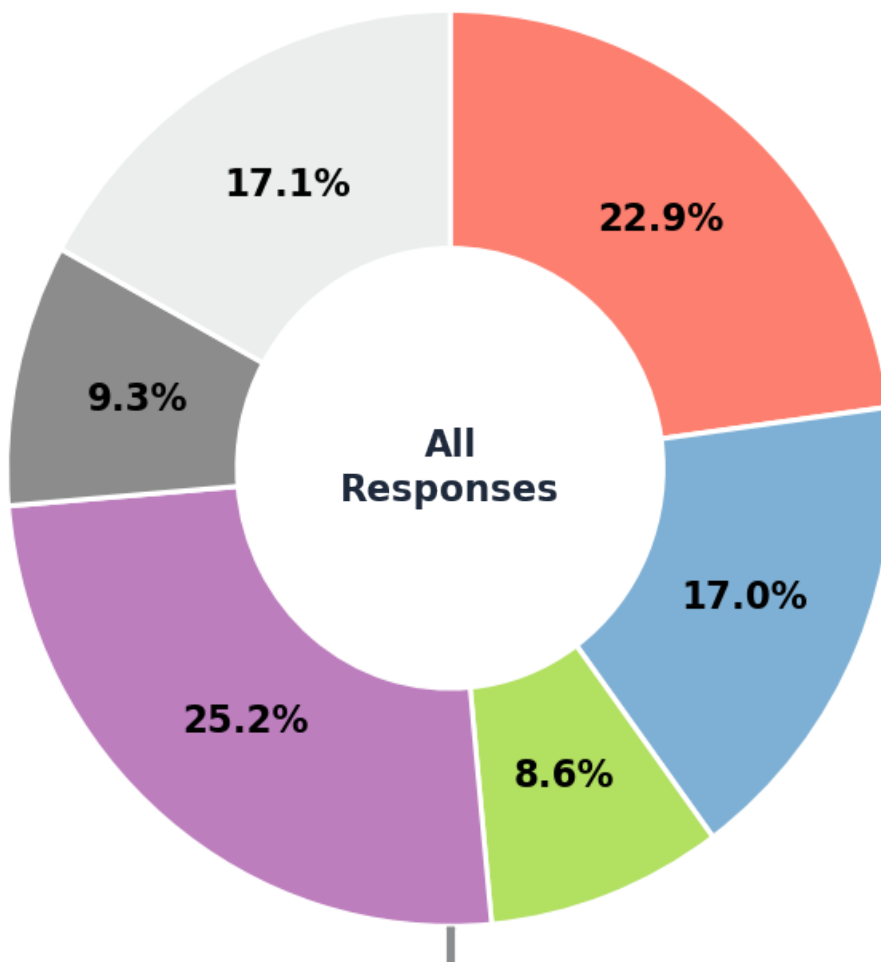
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	21.6%	24.2%	18.8%	21.3%	28.6%	19.5%	18.1%	19.8%
Alvin Tedjo	16.1%	13.7%	13.5%	20.1%	14.3%	16.4%	13.5%	19.4%
Dipika Damerla	7.7%	9.7%	6.7%	6.7%	6.3%	9.1%	12.0%	4.7%
Bonnie Crombie	20.9%	19.2%	23.8%	20.2%	21.3%	23.6%	15.6%	22.1%
Someone else	8.3%	7.9%	10.1%	7.5%	7.5%	10.4%	7.1%	8.2%
Undecided	25.4%	25.3%	27.1%	24.2%	22.1%	21.0%	33.6%	25.9%
Unweighted Freq	1404	347	461	596	389	341	311	363
Weighted Freq	1404	482	382	541	362	336	298	408

Results broken out by race

Race										
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Carolyn Parrish	21.6%	24.2%	25.4%	21.1%	18.0%	17.8%	16.6%	21.1%	71.9%	18.2%
Alvin Tedjo	16.1%	19.4%	16.9%	14.0%	0.9%	9.7%	15.8%	10.7%	14.1%	12.5%
Dipika Damerla	7.7%	7.0%	5.2%	13.1%	14.9%	22.9%	4.5%	5.9%	0.0%	7.1%
Bonnie Crombie	20.9%	22.2%	17.8%	24.2%	24.0%	22.3%	18.0%	22.3%	14.1%	19.1%
Someone else	8.3%	7.6%	7.5%	4.8%	3.7%	11.2%	8.2%	8.5%	0.0%	12.9%
Undecided	25.4%	19.6%	27.2%	22.8%	38.5%	16.1%	37.0%	31.6%	0.0%	30.2%
Unweighted Freq	1404	719	143	112	33	46	151	22	3	175
Weighted Freq	1404	612	141	109	37	50	207	23	3	222

n=1404 · All respondents

Among the following candidates, who would you vote for if the election were held today? [Undecideds asked which candidate they are leaning towards]



Carolyn Parrish Alvin Tedjo Dipika Damerla Bonnie Crombie Someone else Undecided

Among the following candidates, who would you vote for if the election were held today? [Undecideds asked which candidate they are leaning towards]

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Carolyn Parrish	22.9%	24.0%	21.3%	31.6%	21.6%	17.3%	31.8%
Alvin Tedjo	17.0%	17.3%	17.3%	8.5%	13.6%	21.7%	17.0%
Dipika Damerla	8.6%	8.6%	8.5%	10.9%	8.2%	9.7%	7.9%
Bonnie Crombie	25.2%	24.7%	25.6%	26.3%	22.7%	26.6%	27.6%
Someone else	9.3%	9.1%	9.1%	14.4%	12.2%	8.6%	5.2%
Undecided	17.1%	16.3%	18.2%	8.2%	21.7%	16.1%	10.5%
Unweighted Freq	1404	601	770	33	267	293	844
Weighted Freq	1404	661	703	40	601	445	358

Results broken out by education and income

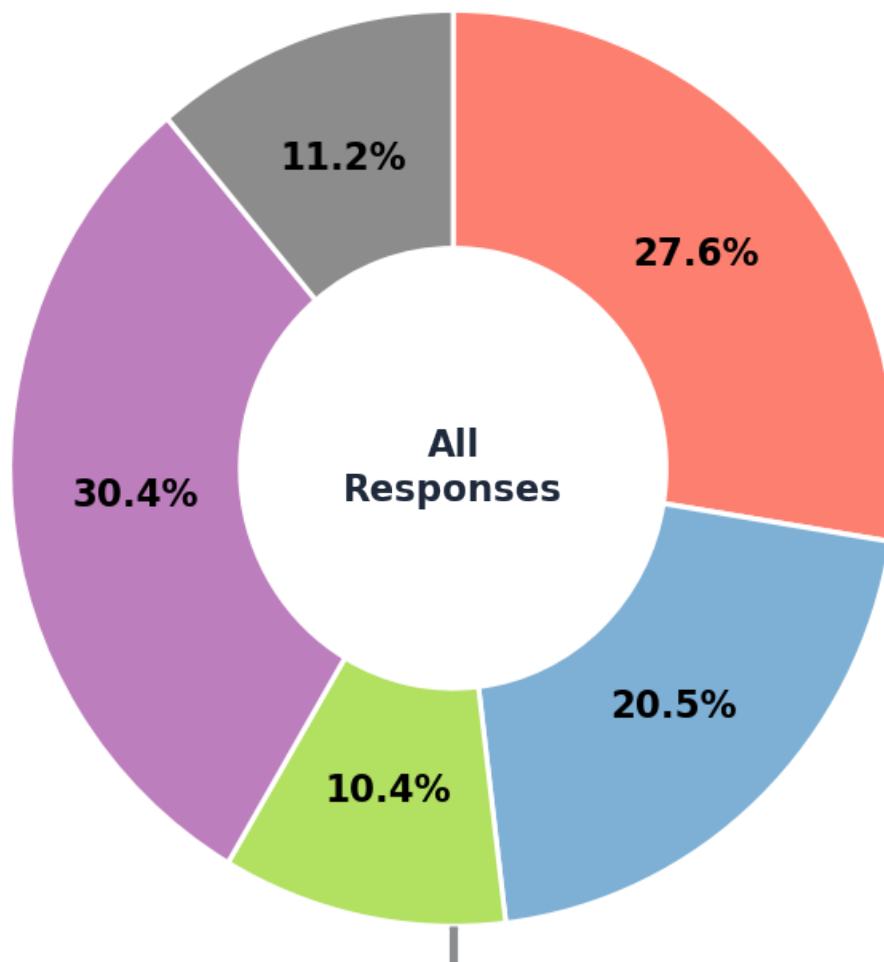
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	22.9%	25.1%	20.2%	22.7%	29.3%	20.1%	20.9%	20.9%
Alvin Tedjo	17.0%	14.7%	14.8%	20.7%	14.9%	16.5%	15.8%	20.2%
Dipika Damerla	8.6%	10.2%	8.0%	7.6%	7.6%	9.9%	13.7%	4.7%
Bonnie Crombie	25.2%	24.6%	27.8%	23.9%	24.7%	28.2%	18.8%	27.8%
Someone else	9.3%	8.9%	11.1%	8.3%	7.5%	11.6%	8.9%	9.1%
Undecided	17.1%	16.5%	18.0%	16.9%	16.0%	13.7%	21.8%	17.3%
Unweighted Freq	1404	347	461	596	389	341	311	363
Weighted Freq	1404	482	382	541	362	336	298	408

Results broken out by race

Race										
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Carolyn Parrish	22.9%	24.9%	27.6%	21.1%	18.0%	17.8%	20.1%	21.1%	71.9%	19.2%
Alvin Tedjo	17.0%	20.3%	16.9%	15.2%	1.9%	9.7%	16.9%	10.7%	14.1%	14.1%
Dipika Damerla	8.6%	7.6%	9.5%	13.8%	14.9%	22.9%	4.8%	5.9%	0.0%	8.0%
Bonnie Crombie	25.2%	25.0%	21.2%	27.5%	38.8%	25.6%	25.3%	25.6%	14.1%	24.7%
Someone else	9.3%	8.8%	7.7%	5.1%	3.7%	11.2%	9.8%	8.5%	0.0%	13.5%
Undecided	17.1%	13.4%	17.1%	17.3%	22.7%	12.8%	23.1%	28.3%	0.0%	20.5%
Unweighted Freq	1404	719	143	112	33	46	151	22	3	175
Weighted Freq	1404	612	141	109	37	50	207	23	3	222

n=1404 · All respondents

Among the following candidates, who would you vote for if the election were held today? [Undecideds removed]



Carolyn Parrish Alvin Tedjo Dipika Damerla Bonnie Crombie Someone else

Among the following candidates, who would you vote for if the election were held today? [Undecideds removed]

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Carolyn Parrish	27.6%	28.7%	26.1%	34.4%	27.6%	20.7%	35.5%
Alvin Tedjo	20.5%	20.7%	21.1%	9.3%	17.4%	25.8%	19.0%
Dipika Damerla	10.4%	10.2%	10.4%	11.9%	10.4%	11.6%	8.8%
Bonnie Crombie	30.4%	29.5%	31.3%	28.7%	29.0%	31.7%	30.9%
Someone else	11.2%	10.9%	11.1%	15.7%	15.5%	10.2%	5.8%
Unweighted Freq	1212	525	658	29	207	246	759
Weighted Freq	1165	553	575	36	471	374	320

Results broken out by education and income

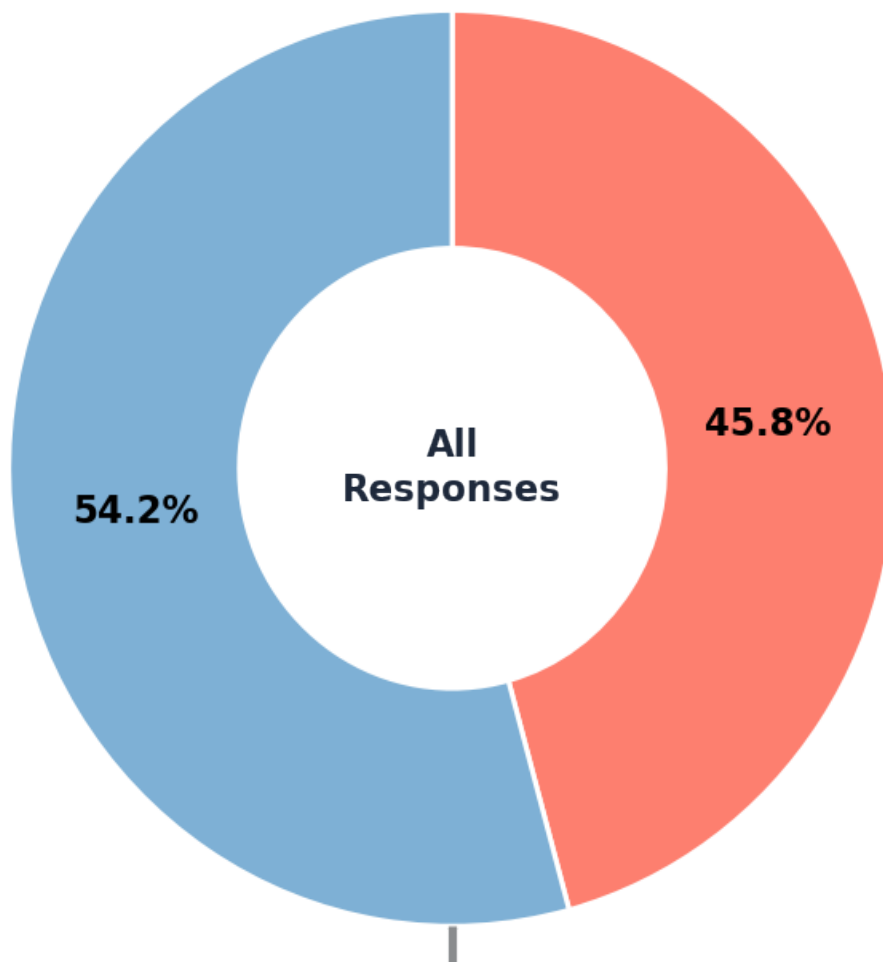
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	27.6%	30.1%	24.7%	27.3%	34.9%	23.3%	26.7%	25.3%
Alvin Tedjo	20.5%	17.6%	18.0%	24.9%	17.8%	19.1%	20.3%	24.4%
Dipika Damerla	10.4%	12.2%	9.8%	9.1%	9.1%	11.5%	17.6%	5.6%
Bonnie Crombie	30.4%	29.4%	33.9%	28.7%	29.4%	32.7%	24.0%	33.6%
Someone else	11.2%	10.7%	13.6%	9.9%	8.9%	13.5%	11.4%	11.0%
Unweighted Freq	1212	294	397	521	331	302	265	314
Weighted Freq	1165	402	313	449	304	290	233	337

Results broken out by race

Race										
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Carolyn Parrish	27.6%	28.8%	33.3%	25.5%	23.3%	20.4%	26.2%	29.4%	71.9%	24.1%
Alvin Tedjo	20.5%	23.4%	20.4%	18.4%	2.4%	11.1%	21.9%	14.9%	14.1%	17.7%
Dipika Damerla	10.4%	8.7%	11.5%	16.6%	19.3%	26.2%	6.2%	8.2%	0.0%	10.1%
Bonnie Crombie	30.4%	28.8%	25.5%	33.3%	50.2%	29.4%	32.9%	35.7%	14.1%	31.1%
Someone else	11.2%	10.2%	9.3%	6.2%	4.8%	12.9%	12.8%	11.8%	0.0%	17.0%
Unweighted Freq	1212	644	120	98	25	39	119	18	3	146
Weighted Freq	1165	530	116	90	29	43	159	17	3	176

n=1404 · All respondents

In a straight head to head contest between Carolyn Parrish and Bonnie Crombie which candidate would you vote for?



Carolyn Parrish Bonnie Crombie

In a straight head to head contest between Carolyn Parrish and Bonnie Crombie which candidate would you vote for?

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Carolyn Parrish	45.8%	44.6%	46.8%	46.1%	40.2%	46.9%	53.6%
Bonnie Crombie	54.2%	55.4%	53.2%	53.9%	59.8%	53.1%	46.4%
Unweighted Freq	1404	601	770	33	267	293	844
Weighted Freq	1404	661	703	40	601	445	358

Results broken out by education and income

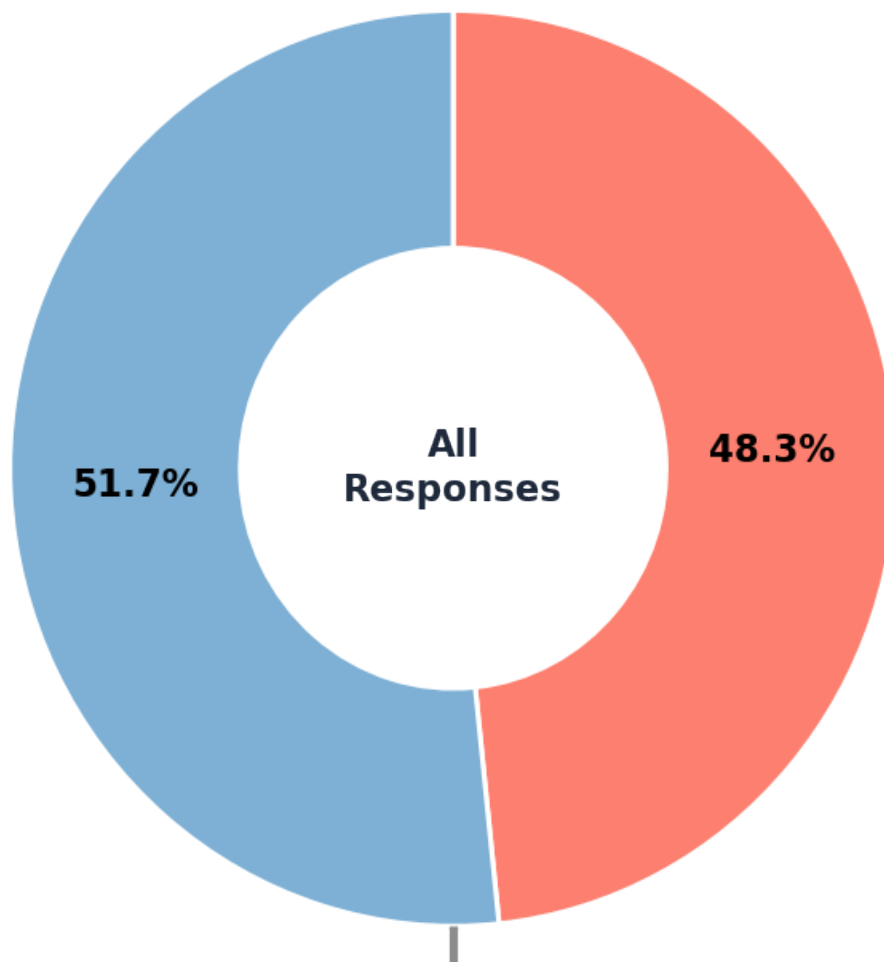
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	45.8%	41.3%	49.8%	46.8%	48.9%	46.2%	45.6%	42.7%
Bonnie Crombie	54.2%	58.7%	50.2%	53.2%	51.1%	53.8%	54.4%	57.3%
Unweighted Freq	1404	347	461	596	389	341	311	363
Weighted Freq	1404	482	382	541	362	336	298	408

Results broken out by race

Response	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Carolyn Parrish	45.8%	50.7%	46.0%	47.3%	33.3%	47.9%	39.5%	56.0%	85.9%	37.0%
Bonnie Crombie	54.2%	49.3%	54.0%	52.7%	66.7%	52.1%	60.5%	44.0%	14.1%	63.0%
Unweighted Freq	1404	719	143	112	33	46	151	22	3	175
Weighted Freq	1404	612	141	109	37	50	207	23	3	222

n=1404 · All respondents

In a straight head to head contest between Carolyn Parrish and Alvin Tedjo which candidate would you vote for?



Carolyn Parrish Alvin Tedjo

In a straight head to head contest between Carolyn Parrish and Alvin Tedjo which candidate would you vote for?

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Carolyn Parrish	48.3%	47.1%	49.3%	51.7%	46.3%	43.1%	58.3%
Alvin Tedjo	51.7%	52.9%	50.7%	48.3%	53.7%	56.9%	41.7%
Unweighted Freq	1404	601	770	33	267	293	844
Weighted Freq	1404	661	703	40	601	445	358

Results broken out by education and income

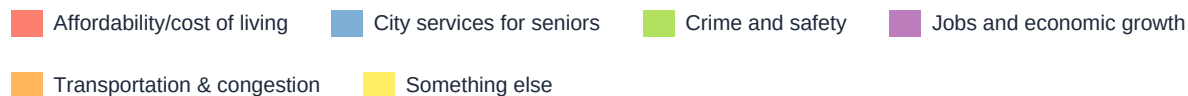
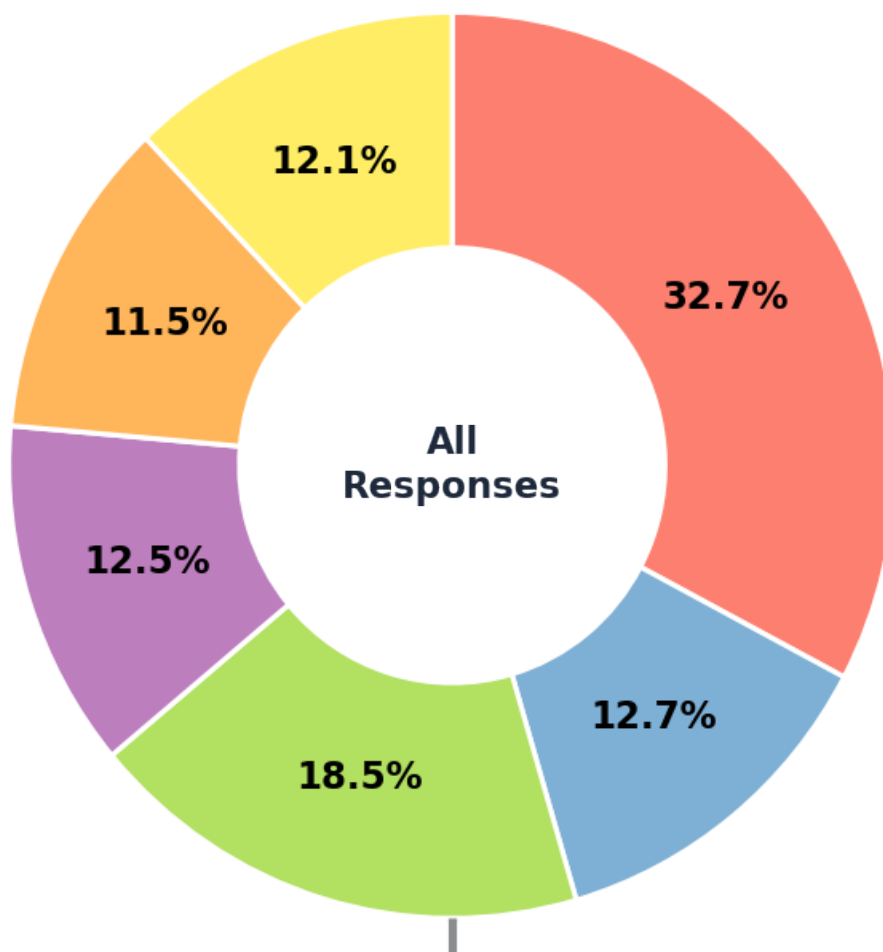
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	48.3%	48.5%	50.8%	46.5%	55.5%	45.4%	46.4%	45.9%
Alvin Tedjo	51.7%	51.5%	49.2%	53.5%	44.5%	54.6%	53.6%	54.1%
Unweighted Freq	1404	347	461	596	389	341	311	363
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Results broken out by race

Response	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Carolyn Parrish	48.3%	48.1%	52.6%	43.2%	56.6%	55.5%	49.4%	63.7%	85.9%	42.9%
Alvin Tedjo	51.7%	51.9%	47.4%	56.8%	43.4%	44.5%	50.6%	36.3%	14.1%	57.1%
Unweighted Freq	1404	719	143	112	33	46	151	22	3	175
Weighted Freq	1404	612	141	109	37	50	207	23	3	222

n=1404 · All respondents

What would you say is the most important issue in the coming municipal elections?



What would you say is the most important issue in the coming municipal elections?

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Affordability/cost of living	32.7%	31.3%	34.2%	30.4%	35.8%	31.3%	29.3%
City services for seniors	12.7%	10.7%	14.6%	14.7%	5.8%	10.0%	27.8%
Crime and safety	18.5%	17.3%	20.0%	11.1%	16.6%	21.7%	17.5%
Jobs and economic growth	12.5%	14.0%	11.4%	5.0%	15.9%	11.1%	8.5%
Transportation & congestion	11.5%	12.7%	10.3%	10.3%	12.7%	13.1%	7.4%
Something else	12.1%	14.1%	9.4%	28.6%	13.3%	12.8%	9.5%
Unweighted Freq	1404	601	770	33	267	293	844
Weighted Freq	1404	661	703	40	601	445	358

Results broken out by education and income

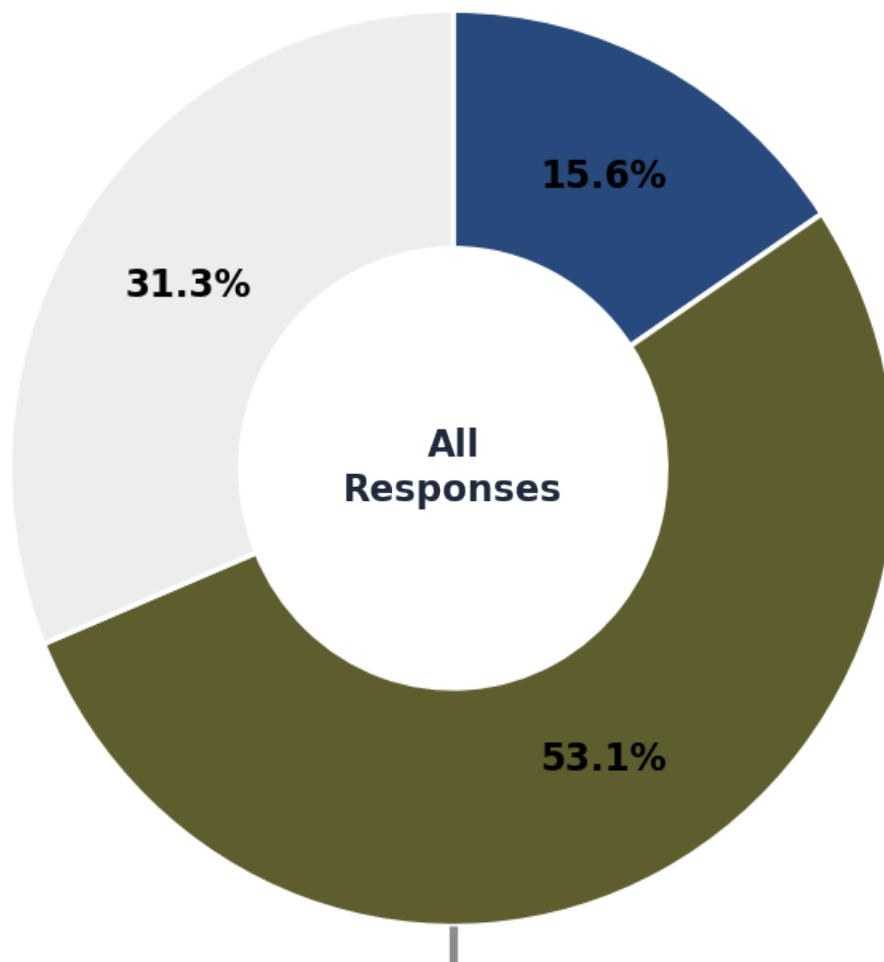
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Affordability/cost of living	32.7%	30.0%	36.6%	32.4%	33.7%	32.7%	30.8%	33.4%
City services for seniors	12.7%	14.8%	12.2%	11.3%	17.8%	13.3%	10.9%	9.2%
Crime and safety	18.5%	20.0%	18.0%	17.4%	19.1%	18.6%	17.7%	18.3%
Jobs and economic growth	12.5%	14.3%	10.9%	11.9%	9.9%	13.2%	12.3%	14.3%
Transportation & congestion	11.5%	9.3%	11.0%	13.6%	7.6%	9.7%	16.2%	12.9%
Something else	12.1%	11.6%	11.2%	13.3%	11.9%	12.6%	12.1%	12.0%
Unweighted Freq	1404	347	461	596	389	341	311	363
Weighted Freq	1404	482	382	541	362	336	298	408

Results broken out by race

Race										
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Affordability/cost of living	32.7%	34.8%	28.2%	37.0%	43.4%	48.1%	30.5%	33.0%	71.9%	24.3%
City services for seniors	12.7%	12.8%	17.2%	21.5%	6.4%	9.4%	5.2%	9.9%	14.1%	14.6%
Crime and safety	18.5%	19.9%	16.2%	15.7%	18.2%	13.7%	18.2%	23.6%	0.0%	18.4%
Jobs and economic growth	12.5%	9.8%	12.9%	5.3%	7.2%	11.5%	23.0%	6.0%	0.0%	15.1%
Transportation & congestion	11.5%	11.9%	7.7%	9.4%	10.8%	12.4%	13.8%	9.1%	0.0%	11.8%
Something else	12.1%	10.9%	17.7%	11.1%	14.1%	5.0%	9.3%	18.4%	14.1%	15.8%
Unweighted Freq	1404	719	143	112	33	46	151	22	3	175
Weighted Freq	1404	612	141	109	37	50	207	23	3	222

n=1404 · All respondents

When it comes to your top issue, would you say in the last two years have things gotten better, worse or stayed the same?



■ Better ■ Worse ■ About the same

When it comes to your top issue, would you say in the last two years have things gotten better, worse or stayed the same?

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Better	15.6%	18.7%	12.4%	21.0%	18.8%	12.6%	14.1%
Worse	53.1%	48.8%	57.3%	51.4%	55.0%	56.7%	45.4%
About the same	31.3%	32.5%	30.3%	27.5%	26.2%	30.7%	40.4%
Unweighted Freq	1404	601	770	33	267	293	844
Weighted Freq	1404	661	703	40	601	445	358

Results broken out by education and income

Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Better	15.6%	18.2%	16.3%	12.8%	18.3%	12.1%	13.2%	18.0%
Worse	53.1%	50.3%	55.8%	53.7%	55.0%	56.7%	53.6%	48.1%
About the same	31.3%	31.4%	27.9%	33.5%	26.7%	31.2%	33.2%	33.9%
Unweighted Freq	1404	347	461	596	389	341	311	363
Weighted Freq	1404	482	382	541	362	336	298	408

Results broken out by race

Response	Total	Race								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Better	15.6%	15.0%	23.3%	18.5%	0.9%	11.7%	12.9%	7.8%	71.9%	17.2%
Worse	53.1%	52.0%	39.1%	50.4%	69.4%	53.3%	60.5%	39.3%	14.1%	58.7%
About the same	31.3%	33.1%	37.5%	31.1%	29.7%	35.0%	26.6%	52.9%	14.1%	24.1%
Unweighted Freq	1404	719	143	112	33	46	151	22	3	175
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