



Mississauga Survey

Field Dates: October 17-18th, 2026 | N = 942 residents (18+)
Weighted by gender, age & education · MoE $\pm 3.2\%$, 19 times out of 20



mainstreetresearch.ca | info@mainstreetresearch.ca

Y MEDIA
GROUP
PRESENTS

Y CITY
24X7 CHANNEL DELIVERING GTA'S BREAKING NEWS

Y MEDIA
GROUP

DOWNLOAD
OUR APP
Y MEDIA

VISIT OUR
WEBSITE
Y.MEDIA



Margin of Error: $\pm 3.2\%$, 19 times out of 20

Survey Methodology

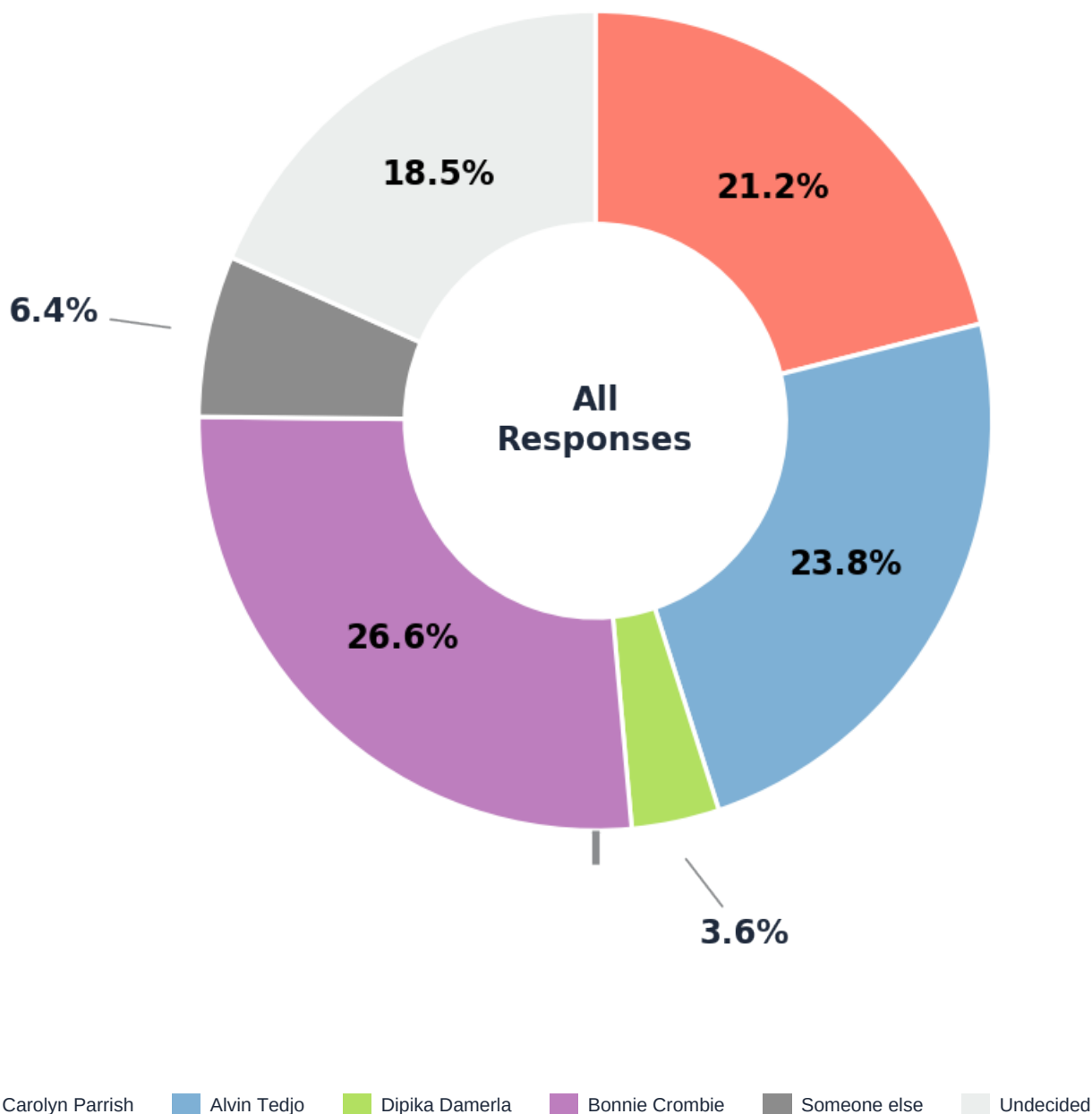
About Mainstreet Research

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 October 17-18th, 2026, among a sample of 942 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 +/- 3.2% 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?



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	21.2%	23.6%	19.6%	15.7%	21.7%	18.9%	23.1%
Alvin Tedjo	23.8%	22.4%	26.0%	16.5%	20.9%	28.7%	22.5%
Dipika Damerla	3.6%	1.9%	5.6%	0.0%	3.5%	3.8%	3.3%
Bonnie Crombie	26.6%	31.8%	21.8%	25.8%	25.3%	23.8%	32.3%
Someone else	6.4%	5.2%	6.4%	15.4%	7.7%	6.7%	3.7%
Undecided	18.5%	15.1%	20.6%	26.5%	20.8%	18.1%	15.1%
Unweighted Freq	942	397	491	54	352	232	358
Weighted Freq	942	430	456	56	403	299	240

Results broken out by education and income

Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	21.2%	19.6%	24.6%	20.2%	22.9%	22.0%	22.3%	17.6%
Alvin Tedjo	23.8%	23.1%	22.4%	25.3%	23.4%	22.4%	20.4%	27.9%
Dipika Damerla	3.6%	0.0%	3.0%	7.2%	1.1%	3.5%	10.0%	2.1%
Bonnie Crombie	26.6%	27.4%	22.9%	28.6%	27.8%	22.8%	19.4%	33.6%
Someone else	6.4%	7.7%	8.3%	3.8%	7.3%	6.1%	8.1%	4.2%
Undecided	18.5%	22.1%	18.8%	15.0%	17.5%	23.1%	19.9%	14.7%
Unweighted Freq	942	192	318	432	291	214	195	242
Weighted Freq	942	323	256	363	312	206	179	245

Results broken out by race

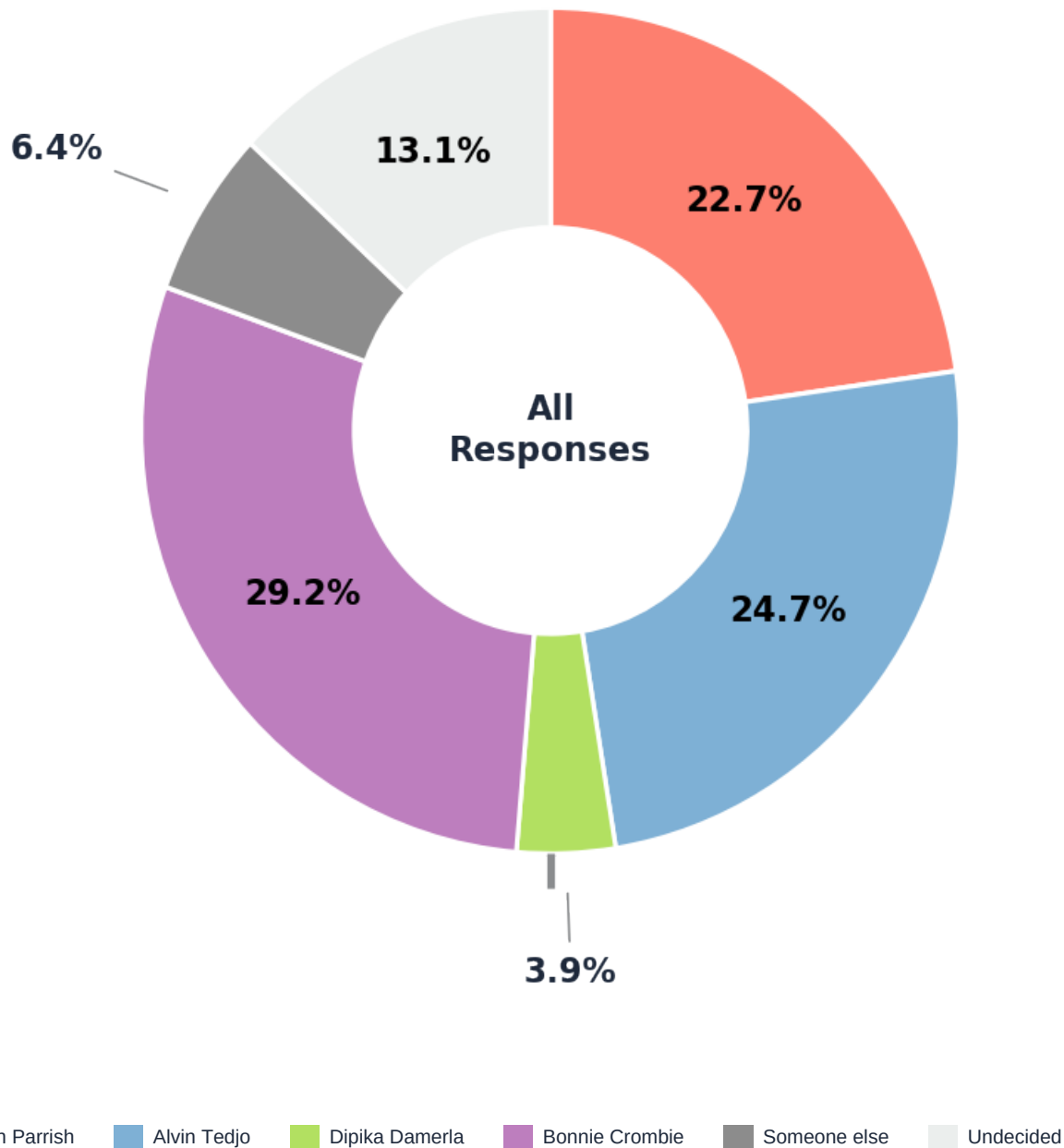
Race									
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Carolyn Parrish	21.2%	18.9%	17.7%	27.6%	0.0%	41.4%	12.9%	20.3%	30.3%
Alvin Tedjo	23.8%	28.7%	19.2%	9.0%	77.0%	17.4%	24.9%	19.7%	15.2%
Dipika Damerla	3.6%	4.3%	0.9%	4.4%	0.0%	0.0%	0.0%	0.0%	7.8%
Bonnie Crombie	26.6%	29.6%	23.9%	15.3%	23.0%	19.5%	42.3%	24.3%	17.2%
Someone else	6.4%	3.6%	7.1%	14.7%	0.0%	8.1%	7.1%	16.3%	8.0%
Undecided	18.5%	14.9%	31.3%	28.9%	0.0%	13.6%	12.8%	19.4%	21.4%
Unweighted Freq	942	487	102	63	9	41	75	45	120
Weighted Freq	942	480	111	63	9	41	73	46	119

Results broken out by likelihood to vote

Likelihood to vote						
Response	Total	Already voted	Certain	Likely	Unlikely	Will not vote
Carolyn Parrish	21.2%	24.9%	21.9%	4.0%	0.0%	33.3%
Alvin Tedjo	23.8%	38.8%	21.0%	9.9%	15.9%	0.0%
Dipika Damerla	3.6%	4.8%	3.3%	6.0%	0.0%	0.0%
Bonnie Crombie	26.6%	28.9%	24.6%	41.9%	46.1%	0.0%
Someone else	6.4%	1.4%	6.9%	24.5%	0.0%	0.0%
Undecided	18.5%	1.3%	22.3%	13.8%	38.0%	66.7%
Unweighted Freq	942	207	651	45	27	12
Weighted Freq	942	197	662	47	25	12

n=942 · 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]



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	22.7%	25.0%	21.0%	19.6%	23.6%	20.1%	24.7%
Alvin Tedjo	24.7%	22.9%	27.4%	16.5%	21.4%	29.7%	24.1%
Dipika Damerla	3.9%	1.9%	6.2%	0.0%	3.7%	4.5%	3.3%
Bonnie Crombie	29.2%	33.3%	25.7%	25.8%	28.9%	24.9%	35.0%
Someone else	6.4%	5.2%	6.4%	15.4%	7.7%	6.7%	3.7%
Undecided	13.1%	11.7%	13.2%	22.6%	14.7%	14.1%	9.2%
Unweighted Freq	942	397	491	54	352	232	358
Weighted Freq	942	430	456	56	403	299	240

Results broken out by education and income

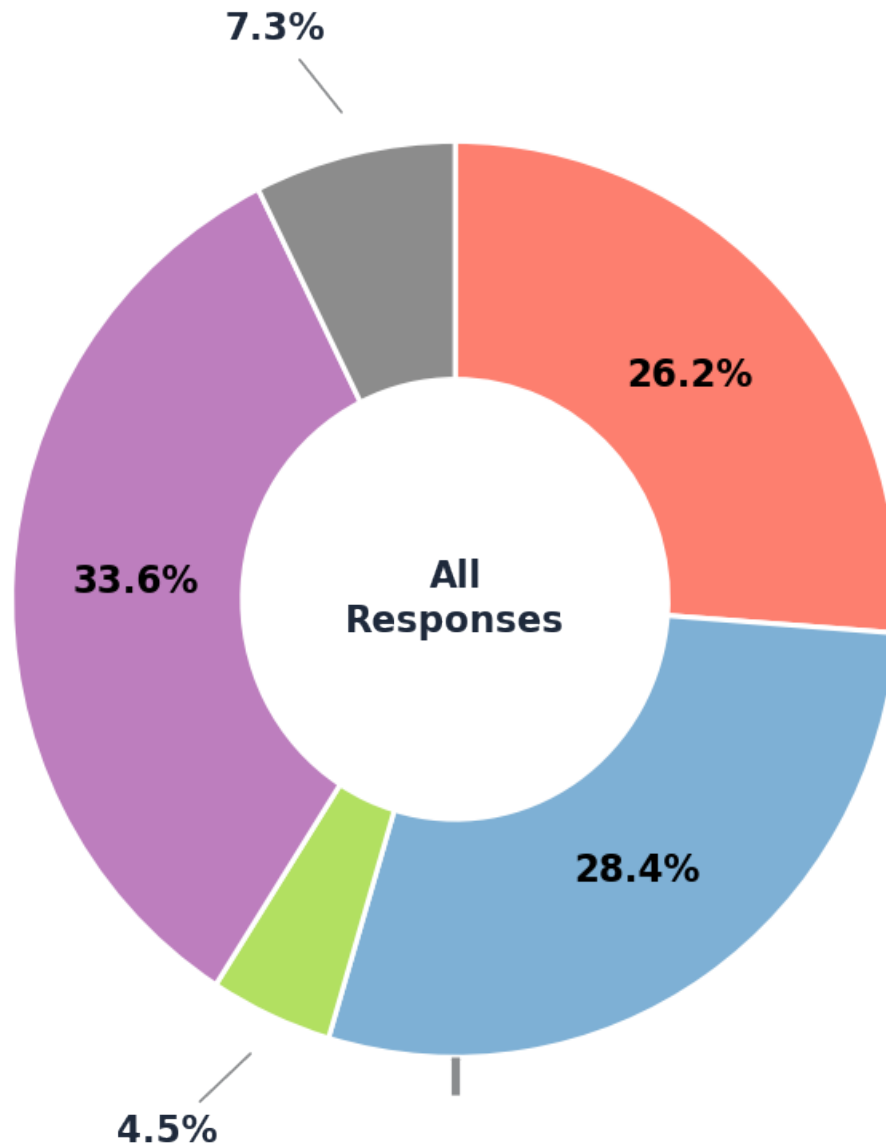
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	22.7%	21.0%	27.2%	21.1%	24.3%	25.3%	22.3%	18.9%
Alvin Tedjo	24.7%	24.5%	22.6%	26.3%	24.0%	23.6%	20.9%	29.4%
Dipika Damerla	3.9%	0.0%	3.0%	8.0%	1.1%	3.5%	11.6%	2.1%
Bonnie Crombie	29.2%	30.7%	24.3%	31.3%	32.3%	24.8%	20.0%	35.6%
Someone else	6.4%	7.7%	8.3%	3.8%	7.3%	6.1%	8.1%	4.2%
Undecided	13.1%	16.1%	14.6%	9.4%	11.0%	16.8%	17.1%	9.8%
Unweighted Freq	942	192	318	432	291	214	195	242
Weighted Freq	942	323	256	363	312	206	179	245

Results broken out by race

Race									
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Carolyn Parrish	22.7%	21.0%	19.7%	31.7%	0.0%	41.4%	12.9%	20.3%	30.3%
Alvin Tedjo	24.7%	29.3%	20.3%	9.9%	77.0%	17.4%	28.9%	22.0%	15.2%
Dipika Damerla	3.9%	4.9%	0.9%	4.4%	0.0%	0.0%	0.0%	0.0%	7.8%
Bonnie Crombie	29.2%	32.7%	26.7%	19.7%	23.0%	19.5%	43.2%	26.7%	18.5%
Someone else	6.4%	3.6%	7.1%	14.7%	0.0%	8.1%	7.1%	16.3%	8.0%
Undecided	13.1%	8.5%	25.4%	19.6%	0.0%	13.6%	8.0%	14.7%	20.1%
Unweighted Freq	942	487	102	63	9	41	75	45	120
Weighted Freq	942	480	111	63	9	41	73	46	119

n=942 · 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	26.2%	28.3%	24.2%	25.4%	27.6%	23.4%	27.2%
Alvin Tedjo	28.4%	26.0%	31.6%	21.4%	25.1%	34.6%	26.5%
Dipika Damerla	4.5%	2.2%	7.2%	0.0%	4.4%	5.3%	3.7%
Bonnie Crombie	33.6%	37.7%	29.7%	33.3%	33.9%	29.0%	38.6%
Someone else	7.3%	5.9%	7.4%	19.9%	9.1%	7.8%	4.1%
Unweighted Freq	828	354	432	42	302	203	323
Weighted Freq	828	384	401	44	348	260	221

Results broken out by education and income

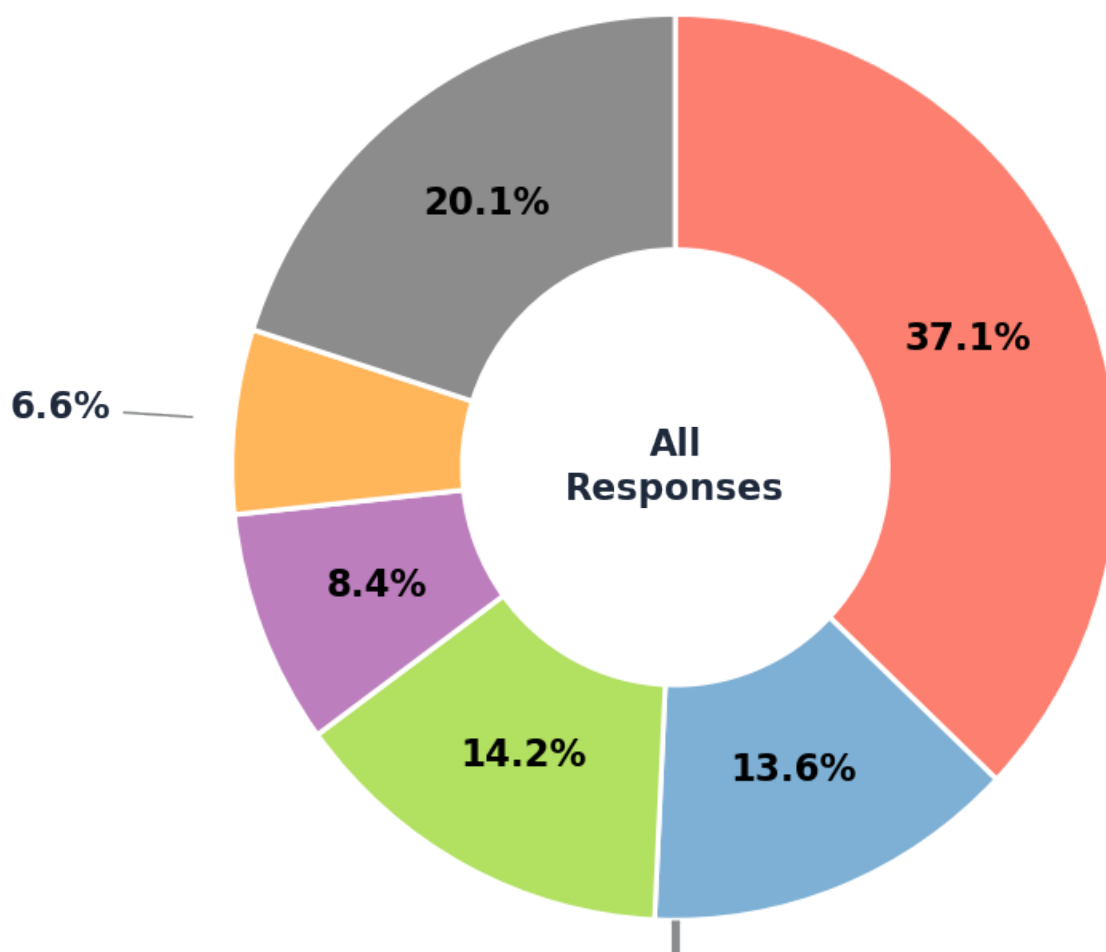
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Carolyn Parrish	26.2%	25.0%	31.9%	23.3%	27.3%	30.4%	26.9%	21.0%
Alvin Tedjo	28.4%	29.2%	26.5%	29.1%	26.9%	28.3%	25.2%	32.6%
Dipika Damerla	4.5%	0.0%	3.5%	8.8%	1.3%	4.2%	14.0%	2.3%
Bonnie Crombie	33.6%	36.6%	28.4%	34.6%	36.3%	29.8%	24.2%	39.5%
Someone else	7.3%	9.2%	9.7%	4.2%	8.2%	7.4%	9.8%	4.6%
Unweighted Freq	828	164	273	391	258	179	170	221
Weighted Freq	828	274	221	332	281	173	150	224

Results broken out by race

Race									
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Carolyn Parrish	26.2%	22.9%	26.4%	39.4%	0.0%	47.9%	14.0%	23.7%	38.0%
Alvin Tedjo	28.4%	32.0%	27.2%	12.3%	77.0%	20.2%	31.4%	25.8%	19.1%
Dipika Damerla	4.5%	5.3%	1.2%	5.5%	0.0%	0.0%	0.0%	0.0%	9.8%
Bonnie Crombie	33.6%	35.8%	35.8%	24.5%	23.0%	22.6%	46.9%	31.3%	23.1%
Someone else	7.3%	3.9%	9.5%	18.3%	0.0%	9.4%	7.7%	19.2%	10.1%
Unweighted Freq	828	451	78	53	9	36	69	39	93
Weighted Freq	828	444	84	51	9	36	68	40	96

n=942 · 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	37.1%	37.4%	39.4%	16.2%	38.5%	34.8%	37.5%
City services for seniors	13.6%	11.8%	14.6%	20.1%	12.3%	12.7%	17.1%
Crime and safety	14.2%	14.1%	12.5%	28.7%	12.4%	18.4%	12.1%
Jobs and economic growth	8.4%	7.2%	9.0%	12.7%	8.7%	8.1%	8.2%
Transportation & congestion	6.6%	8.3%	5.8%	0.0%	6.9%	5.9%	6.8%
Something else	20.1%	21.3%	18.7%	22.3%	21.2%	20.0%	18.3%
Unweighted Freq	942	397	491	54	352	232	358
Weighted Freq	942	430	456	56	403	299	240

Results broken out by education and income

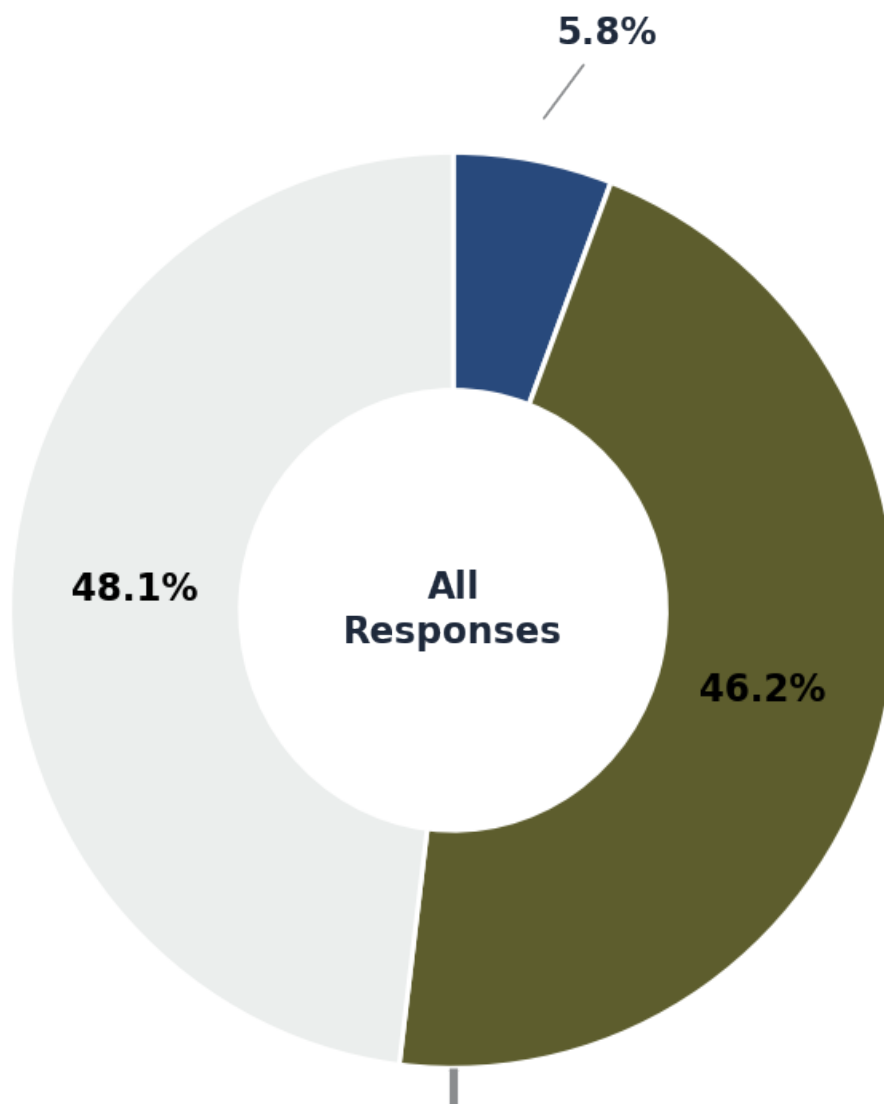
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Affordability/cost of living	37.1%	47.2%	32.5%	31.4%	39.8%	31.7%	34.6%	40.1%
City services for seniors	13.6%	20.5%	10.0%	10.1%	16.2%	12.4%	18.3%	8.0%
Crime and safety	14.2%	4.9%	13.9%	22.7%	15.0%	10.1%	12.7%	17.7%
Jobs and economic growth	8.4%	7.8%	11.6%	6.6%	7.0%	14.1%	8.4%	5.4%
Transportation & congestion	6.6%	1.4%	8.5%	9.8%	4.0%	7.4%	5.2%	10.2%
Something else	20.1%	18.2%	23.6%	19.3%	18.0%	24.4%	20.8%	18.6%
Unweighted Freq	942	192	318	432	291	214	195	242
Weighted Freq	942	323	256	363	312	206	179	245

Results broken out by race

Race									
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Affordability/cost of living	37.1%	43.1%	36.5%	21.6%	0.0%	28.6%	44.4%	31.6%	25.1%
City services for seniors	13.6%	15.3%	11.9%	12.7%	55.7%	5.4%	6.4%	13.3%	13.4%
Crime and safety	14.2%	13.9%	9.2%	16.8%	0.0%	12.5%	23.3%	6.3%	18.0%
Jobs and economic growth	8.4%	5.9%	11.5%	13.7%	23.0%	15.7%	11.7%	13.5%	4.9%
Transportation & congestion	6.6%	6.6%	3.0%	6.3%	21.2%	13.0%	5.0%	6.0%	7.7%
Something else	20.1%	15.2%	27.8%	28.9%	0.0%	24.8%	9.3%	29.2%	30.9%
Unweighted Freq	942	487	102	63	9	41	75	45	120
Weighted Freq	942	480	111	63	9	41	73	46	119

n=942 · 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	5.8%	7.4%	5.0%	0.0%	6.5%	4.2%	6.6%
Worse	46.2%	48.3%	44.1%	45.9%	44.6%	53.8%	39.2%
About the same	48.1%	44.3%	50.9%	54.1%	48.9%	42.0%	54.2%
Unweighted Freq	942	397	491	54	352	232	358
Weighted Freq	942	430	456	56	403	299	240

Results broken out by education and income

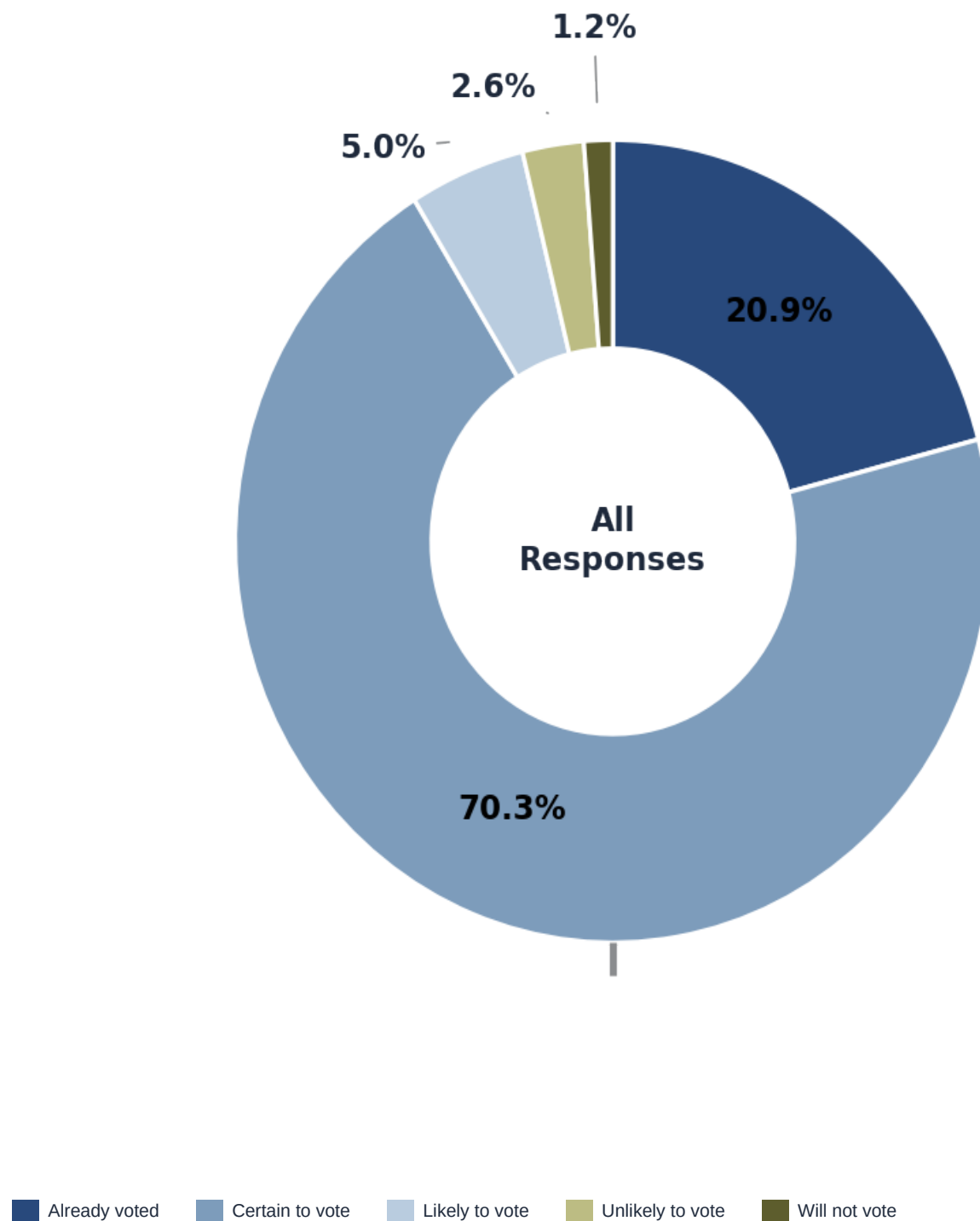
Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Better	5.8%	4.5%	5.5%	7.1%	4.8%	5.6%	5.9%	7.2%
Worse	46.2%	40.9%	43.8%	52.5%	44.0%	40.6%	47.1%	52.9%
About the same	48.1%	54.6%	50.7%	40.4%	51.3%	53.9%	46.9%	39.9%
Unweighted Freq	942	192	318	432	291	214	195	242
Weighted Freq	942	323	256	363	312	206	179	245

Results broken out by race

Response	Total	Race							
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Better	5.8%	6.6%	3.9%	5.3%	0.0%	3.7%	8.2%	3.4%	5.2%
Worse	46.2%	52.3%	42.1%	26.4%	77.0%	35.1%	53.6%	36.6%	36.1%
About the same	48.1%	41.1%	54.0%	68.2%	23.0%	61.2%	38.2%	60.0%	58.7%
Unweighted Freq	942	487	102	63	9	41	75	45	120
Weighted Freq	942	480	111	63	9	41	73	46	119

n=942 · All respondents

How likely are you to vote in the upcoming municipal election?



How likely are you to vote in the upcoming municipal election?

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Already voted	20.9%	23.0%	20.2%	10.4%	19.7%	21.7%	22.0%
Certain to vote	70.3%	69.6%	71.2%	68.7%	71.0%	72.0%	67.0%
Likely to vote	5.0%	3.5%	4.9%	16.4%	5.2%	4.1%	5.6%
Unlikely to vote	2.6%	2.7%	2.3%	4.6%	2.8%	1.1%	4.3%
Will not vote	1.2%	1.1%	1.5%	0.0%	1.4%	1.1%	1.1%
Unweighted Freq	942	397	491	54	352	232	358
Weighted Freq	942	430	456	56	403	299	240

Results broken out by education and income

Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Already voted	20.9%	17.1%	20.1%	24.9%	13.7%	25.4%	18.5%	28.1%
Certain to vote	70.3%	72.3%	68.2%	70.0%	78.4%	63.4%	73.3%	63.5%
Likely to vote	5.0%	6.7%	4.4%	3.8%	4.8%	6.0%	6.5%	3.1%
Unlikely to vote	2.6%	2.6%	5.5%	0.6%	2.4%	3.9%	0.0%	3.8%
Will not vote	1.2%	1.3%	1.8%	0.7%	0.7%	1.3%	1.7%	1.4%
Unweighted Freq	942	192	318	432	291	214	195	242
Weighted Freq	942	323	256	363	312	206	179	245

Results broken out by race

Response	Total	Race							
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Already voted	20.9%	27.9%	11.7%	15.0%	21.2%	11.0%	19.9%	11.4%	12.2%
Certain to vote	70.3%	64.9%	71.0%	73.1%	78.8%	81.8%	73.3%	76.3%	81.2%
Likely to vote	5.0%	3.1%	10.1%	12.0%	0.0%	7.3%	4.5%	2.3%	4.9%
Unlikely to vote	2.6%	3.1%	5.9%	0.0%	0.0%	0.0%	0.0%	5.5%	0.5%
Will not vote	1.2%	1.0%	1.3%	0.0%	0.0%	0.0%	2.3%	4.5%	1.1%
Unweighted Freq	942	487	102	63	9	41	75	45	120
Weighted Freq	942	480	111	63	9	41	73	46	119

n=942 · All respondents