

Mississauga Campaign

Mississauga Survey

Publication date: October 6, 2026

Nobody's perfect.

Ontario Poll Accuracy

- 1st **Liaison**
- 2nd **Mainstreet**
- 3rd **Innovative**
- 4th **Research Co.**
- 5th **Forum**
- 6th **Abacus**
- 7th **Pallas**
- 8th **Leger**
- 9th **Nanos**
- 10th **Ipsos**
- 11th **Relay Strategies**

Federal Poll Accuracy

- 1st **Mainstreet**
- 2nd **Liaison**
- 3rd **Angus Reid**
- 4th **Cardinal**
- 5th **Nanos**
- 6th **Research Co.**
- 7th **Pallas**
- 8th **Leger**
- 9th **Forum**
- 10th **Ipsos**
- 11th **Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

Methodology

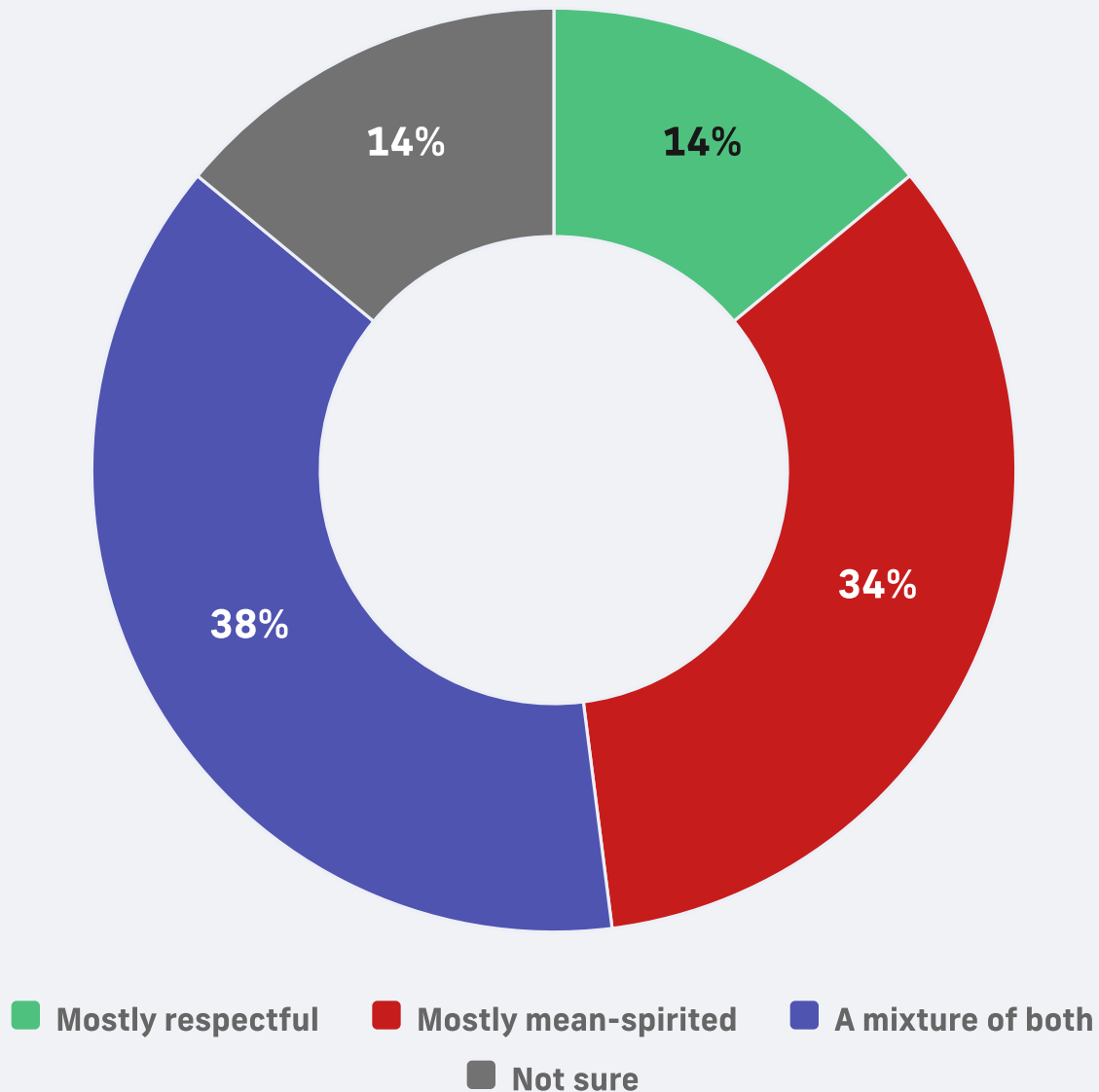
Liaison surveyed a random sample of 1,000 Mississauga residents from October 2 to October 4, 2026, using Interactive Voice Recording (IVR) technology. To ensure a representative sample, participants were reached through random digit dialling (RDD) across both landline and cellular phone networks.

The resulting data was weighted to match targets based on the 2021 Census. For the total sample, the margin of error is ± 3.1 percentage points, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.



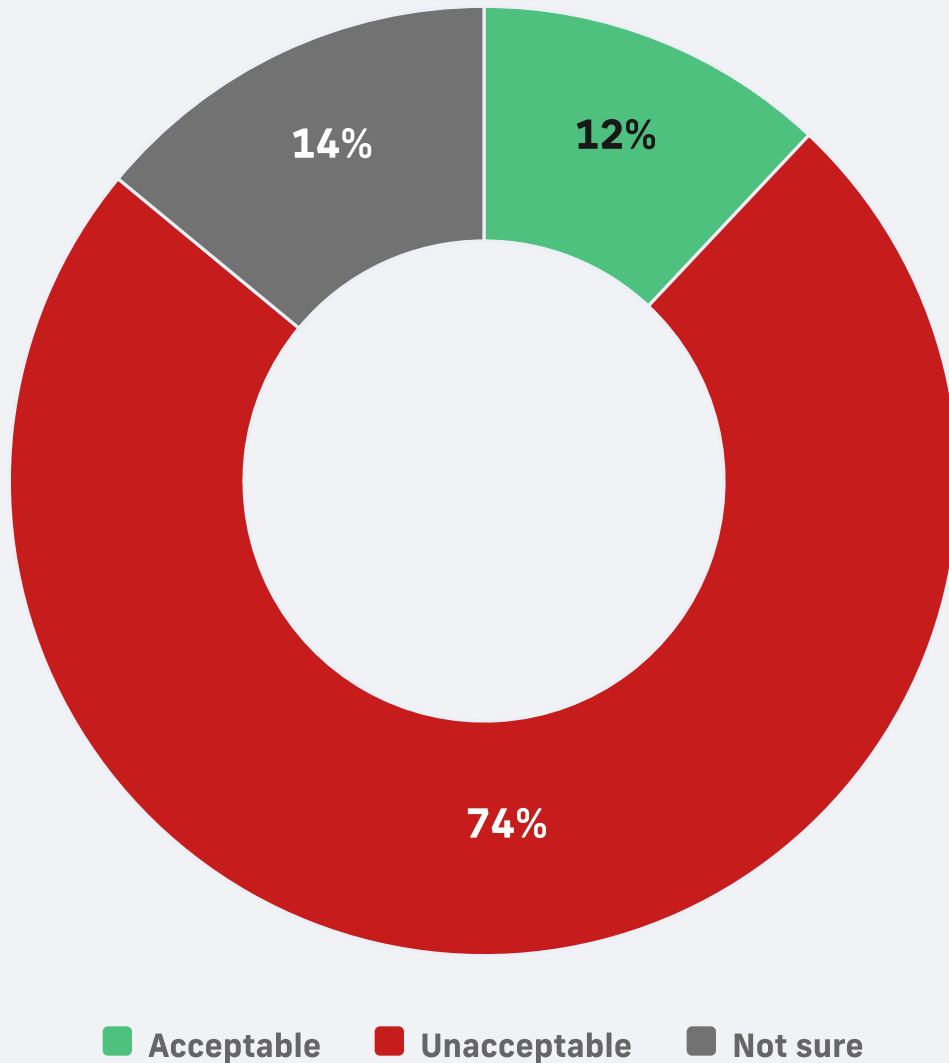
Mississauga Campaign

Thinking about the campaign for mayor of Mississauga, would you describe it as mostly respectful, mostly mean-spirited, or a mixture of both?



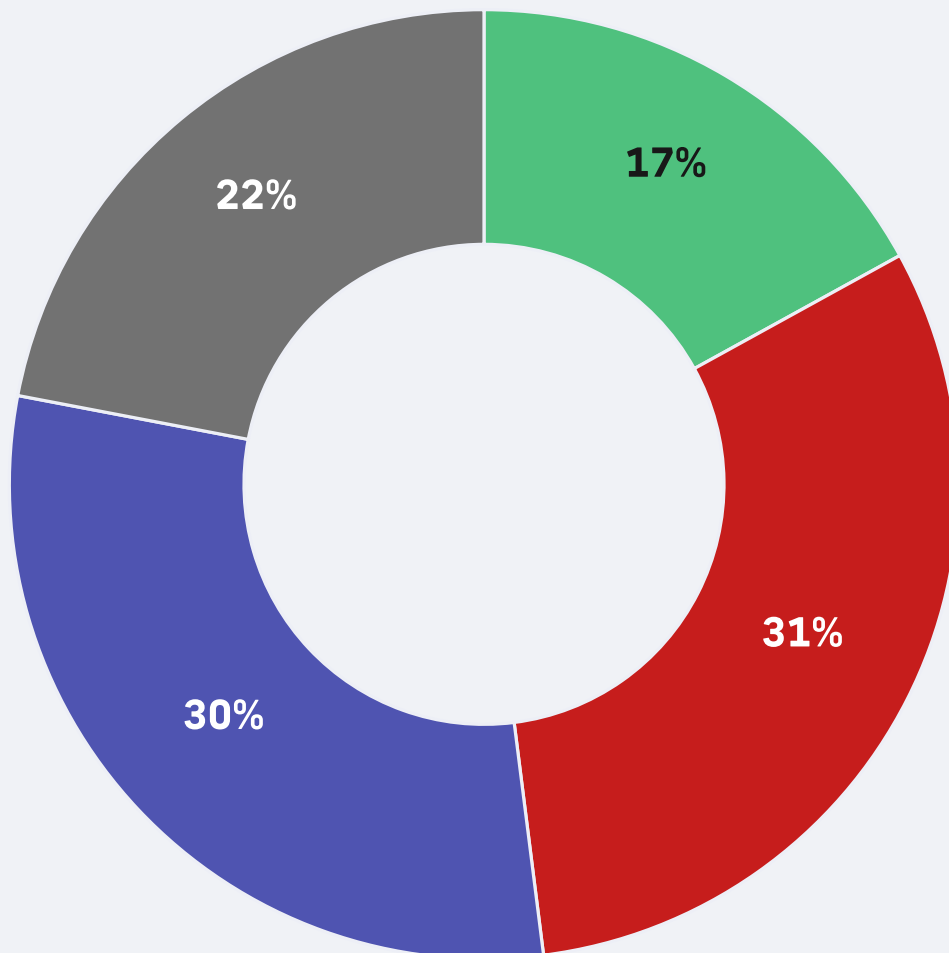
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Do you think personal comments or insults about other candidates are acceptable or unacceptable during an election campaign?



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From what you have seen, read or heard, has criticism between the candidates mostly been fair political debate, mostly crossed the line into personal attacks, or been a mixture of both?



■ Mostly fair political debate ■ Mostly personal attacks ■ A mixture of both
■ Not sure



Mississauga Campaign

Since the start of the campaign, which best describes your choice for mayor?

Supported the same candidate throughout



Switched from one candidate to another



Was undecided but has now chosen a candidate



Previously supported a candidate but is now undecided



Remained undecided



Not sure



Get in touch



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