

Mainstreet Research Survey - Mississauga-Lakeshore



About Mainstreet

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

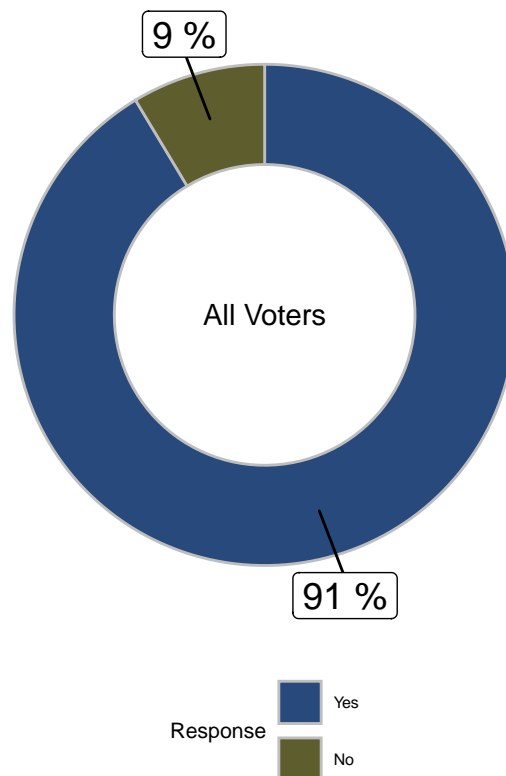
The analysis in this report is based on results of a survey conducted from Monday, December 5th to Thursday, December 8th, 2022, among a sample of 279 adults, 18 years of age or older, living in Mississauga-Lakeshore. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Mississauga-Lakeshore.

The margin of error for the poll is +/- 5.9% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

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**Before taking this poll, were you aware of the upcoming by-election in your riding? (all voters, Mississauga-Lakeshore)
[Asked after vote intention question, but moved to the front of the report for context]**



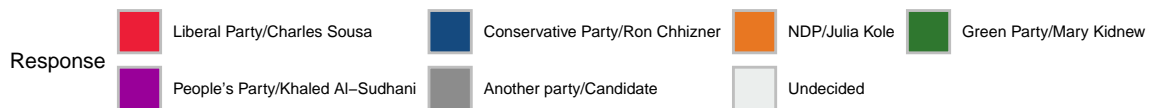
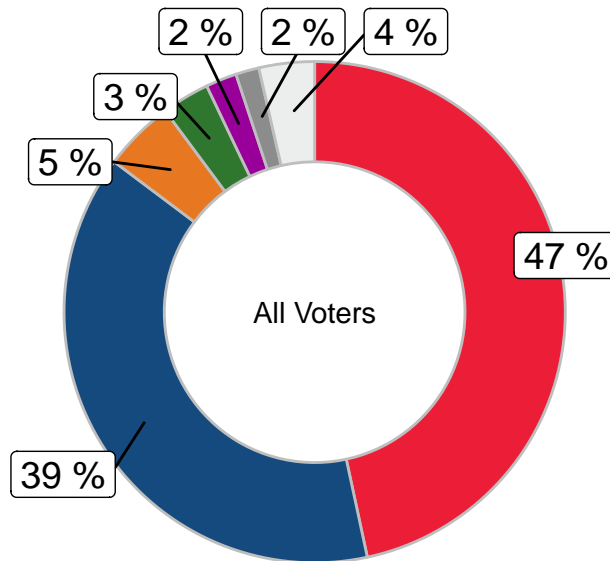
broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Yes	91.4%	88.9%	93.8%	80%	89.2%	95.4%	90%
No	8.6%	11.1%	6.2%	20%	10.8%	4.6%	10%
Unweighted Frequency	279	121	148	10	35	69	175
Weighted Frequency	279	130	146	3	86	85	108

broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Yes	91.4%	78.3%	93%	95.9%	85.8%	81.8%	93.3%	98.6%
No	8.6%	21.7%	7%	4.1%	14.2%	18.2%	6.7%	1.4%
Unweighted Frequency	279	57	82	140	63	55	55	106
Weighted Frequency	279	59	77	143	63	58	47	112

In the upcoming Federal By-Election in Mississauga-Lakeshore, which candidate are you leaning towards voting for? (all voters, Mississauga-Lakeshore)



broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Liberal Party/Charles Sousa	46.6%	35.1%	57%	40%	32.4%	52.7%	53.2%
Conservative Party/Ron Chhizner	38.6%	51.4%	27.5%	30%	56.4%	28.1%	32.7%
NDP/Julia Kole	4.6%	5.5%	3.7%	10%	3.5%	8.9%	2.1%
Green Party/Mary Kidnew	3.1%	2%	4.1%	0%	0%	2.8%	5.7%
People's Party/Khaled Al-Sudhani	2%	2%	2%	0%	3.5%	1.5%	1.2%
Another party/Candidate	1.5%	0%	2.9%	0%	3.5%	1.4%	0%
Undecided	3.6%	4%	2.9%	20%	0.7%	4.5%	5.2%
Unweighted Frequency	279	121	148	10	35	69	175
Weighted Frequency	279	130	146	3	86	85	108

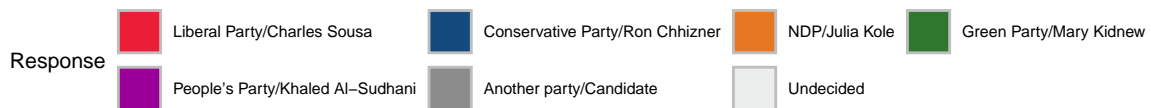
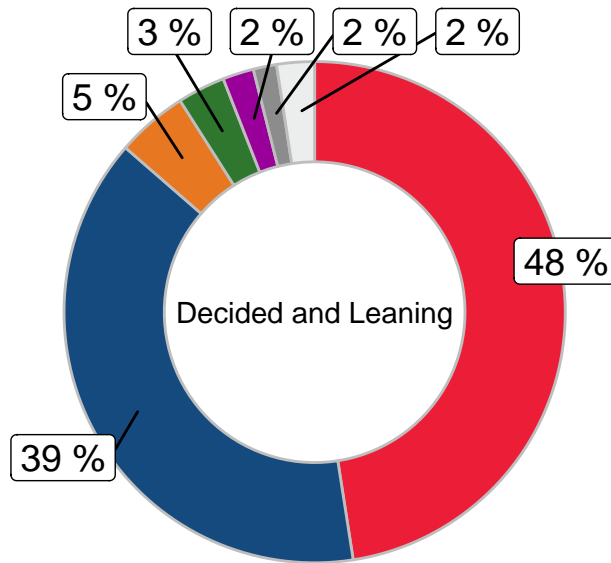
broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Liberal Party/Charles Sousa	46.6%	40.6%	41.5%	51.9%	44.6%	46.1%	43.9%	49.2%
Conservative Party/Ron Chhizner	38.6%	32.1%	43.1%	38.9%	41.7%	37.5%	36.5%	38.4%
NDP/Julia Kole	4.6%	13.1%	3.4%	1.7%	6.8%	3.4%	0.6%	5.6%
Green Party/Mary Kidnew	3.1%	1%	3.2%	3.8%	3.9%	1.1%	3.9%	3.3%
People's Party/Khaled Al-Sudhani	2%	8.4%	0%	0.4%	1%	7.5%	0%	0.6%
Another party/Candidate	1.5%	0%	3.9%	0.8%	0%	0%	6.4%	1.1%
Undecided	3.6%	4.8%	4.9%	2.3%	2%	4.4%	8.7%	1.9%
Unweighted Frequency	279	57	82	140	63	55	55	106
Weighted Frequency	279	59	77	143	63	58	47	112

broken out by Awareness of By-Elections

	Total	Awareness	
		Yes	No
Liberal Party/Charles Sousa	46.6%	47.8%	34.3%
Conservative Party/Ron Chhizner	38.6%	38.7%	37.4%
NDP/Julia Kole	4.6%	5%	0%
Green Party/Mary Kidnew	3.1%	3.1%	2.5%
People's Party/Khaled Al-Sudhani	2%	0.8%	15.2%
Another party/Candidate	1.5%	1.6%	0%
Undecided	3.6%	2.9%	10.6%
Unweighted Frequency	279	254	25
Weighted Frequency	279	255	24

In the upcoming Federal By-Election in Mississauga-Lakeshore, which candidate are you leaning towards voting for? (decided and leaning, Mississauga-Lakeshore)



broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Liberal Party/Charles Sousa	47.5%	36.6%	57.4%	40%	32.4%	54.3%	54.3%
Conservative Party/Ron Chhizner	38.8%	51.9%	27.5%	30%	56.4%	28.1%	33.3%
NDP/Julia Kole	4.6%	5.5%	3.7%	10%	3.5%	8.9%	2.1%
Green Party/Mary Kidnew	3.1%	2%	4.1%	0%	0%	2.8%	5.7%
People's Party/Khaled Al-Sudhani	2%	2%	2%	0%	3.5%	1.5%	1.2%
Another party/Candidate	1.5%	0%	2.9%	0%	3.5%	1.4%	0%
Undecided	2.4%	2%	2.5%	20%	0.7%	2.9%	3.4%
Unweighted Frequency	279	121	148	10	35	69	175
Weighted Frequency	279	130	146	3	86	85	108

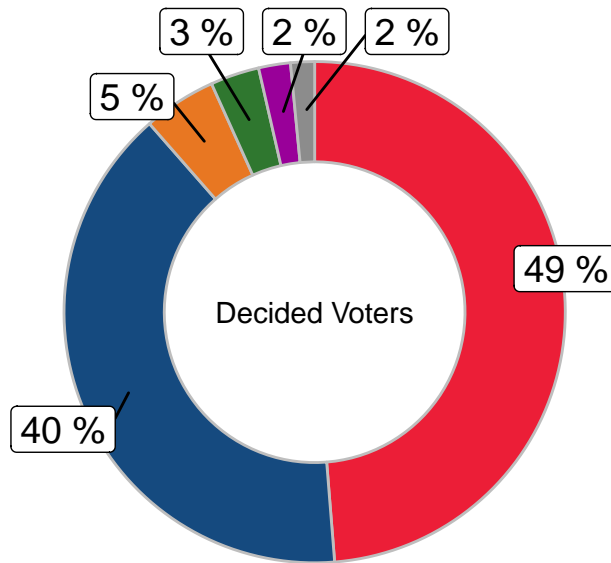
broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Liberal Party/Charles Sousa	47.5%	40.6%	44%	52.3%	44.6%	47.2%	46.6%	49.8%
Conservative Party/Ron Chhizner	38.8%	33.2%	43.1%	38.9%	41.7%	37.5%	37.8%	38.4%
NDP/Julia Kole	4.6%	13.1%	3.4%	1.7%	6.8%	3.4%	0.6%	5.6%
Green Party/Mary Kidnew	3.1%	1%	3.2%	3.8%	3.9%	1.1%	3.9%	3.3%
People's Party/Khaled Al-Sudhani	2%	8.4%	0%	0.4%	1%	7.5%	0%	0.6%
Another party/Candidate	1.5%	0%	3.9%	0.8%	0%	0%	6.4%	1.1%
Undecided	2.4%	3.7%	2.5%	1.9%	2%	3.3%	4.6%	1.3%
Unweighted Frequency	279	57	82	140	63	55	55	106
Weighted Frequency	279	59	77	143	63	58	47	112

broken out by Awareness of By-Elections

	Total	Awareness	
		Yes	No
Liberal Party/Charles Sousa	47.5%	48%	42.2%
Conservative Party/Ron Chhizner	38.8%	39%	37.4%
NDP/Julia Kole	4.6%	5%	0%
Green Party/Mary Kidnew	3.1%	3.1%	2.5%
People's Party/Khaled Al-Sudhani	2%	0.8%	15.2%
Another party/Candidate	1.5%	1.6%	0%
Undecided	2.4%	2.4%	2.7%
Unweighted Frequency	279	254	25
Weighted Frequency	279	255	24

In the upcoming Federal By-Election in Mississauga-Lakeshore, which candidate are you leaning towards voting for? (decided voters, Mississauga-Lakeshore)



broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Liberal Party/Charles Sousa	48.7%	37.3%	58.8%	50%	32.6%	55.9%	56.2%
Conservative Party/Ron Chhizner	39.8%	53%	28.2%	37.5%	56.8%	28.9%	34.4%
NDP/Julia Kole	4.7%	5.6%	3.8%	12.5%	3.5%	9.2%	2.1%
Green Party/Mary Kidnew	3.2%	2%	4.2%	0%	0%	2.9%	5.9%
People's Party/Khaled Al-Sudhani	2.1%	2%	2.1%	0%	3.5%	1.6%	1.2%
Another party/Candidate	1.5%	0%	2.9%	0%	3.5%	1.5%	0%
Unweighted Frequency	269	118	143	8	33	67	169
Weighted Frequency	269	127	143	2	86	82	104

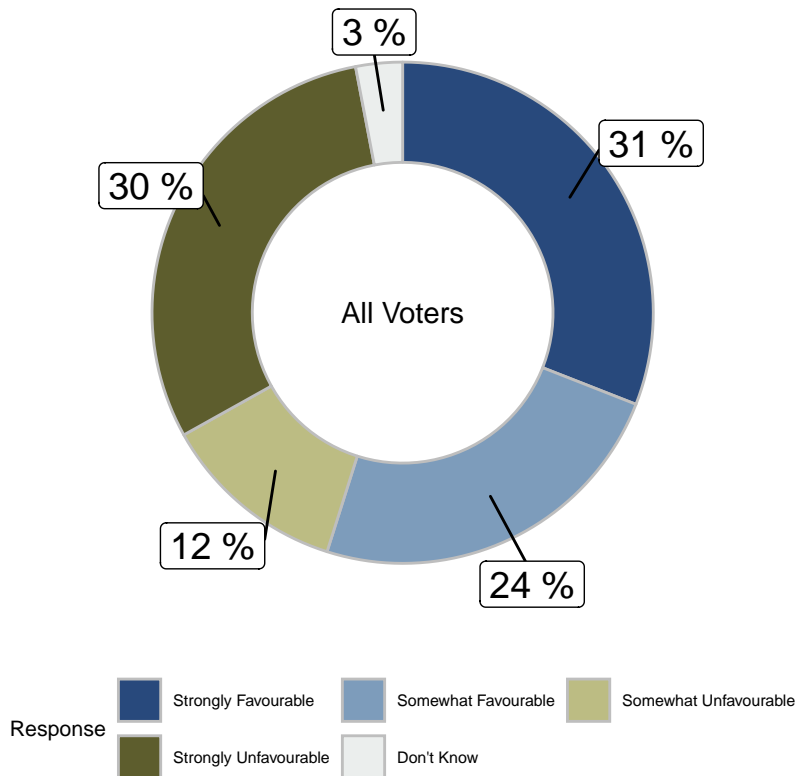
broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Liberal Party/Charles Sousa	48.7%	42.1%	45.1%	53.3%	45.5%	48.8%	48.9%	50.5%
Conservative Party/Ron Chhizner	39.8%	34.4%	44.1%	39.7%	42.5%	38.8%	39.7%	38.9%
NDP/Julia Kole	4.7%	13.6%	3.5%	1.8%	7%	3.5%	0.7%	5.7%
Green Party/Mary Kidnew	3.2%	1.1%	3.3%	3.9%	4%	1.2%	4.1%	3.3%
People's Party/Khaled Al-Sudhani	2.1%	8.7%	0%	0.5%	1%	7.7%	0%	0.6%
Another party/Candidate	1.5%	0%	4%	0.9%	0%	0%	6.7%	1.1%
Unweighted Frequency	269	54	79	136	61	53	51	104
Weighted Frequency	269	57	75	140	62	56	45	110

broken out by Awareness of By-Elections

	Total	Awareness	
		Yes	No
Liberal Party/Charles Sousa	48.7%	49.2%	43.4%
Conservative Party/Ron Chhizner	39.8%	39.9%	38.5%
NDP/Julia Kole	4.7%	5.2%	0%
Green Party/Mary Kidnew	3.2%	3.2%	2.6%
People's Party/Khaled Al-Sudhani	2.1%	0.8%	15.6%
Another party/Candidate	1.5%	1.7%	0%
Unweighted Frequency	269	245	24
Weighted Frequency	269	249	23

Do you have a favourable or unfavourable view of Prime Minister Justin Trudeau of the Liberal Party of Canada? (all voters, Mississauga-Lakeshore)



broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Strongly Favourable	31%	25.4%	36.1%	20%	32.1%	23.3%	36.1%
Somewhat Favourable	23.9%	17.5%	29.9%	10%	13.9%	36.9%	21.7%
Somewhat Unfavourable	12%	15.4%	9%	10%	13.9%	10.5%	11.7%
Strongly Unfavourable	30.1%	38.7%	22.1%	50%	39.7%	26.3%	25.4%
Don't Know	3%	3%	2.9%	10%	0.3%	3.1%	5.1%
Unweighted Frequency	279	121	148	10	35	69	175
Weighted Frequency	279	130	146	3	86	85	108

broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Strongly Favourable	31%	38.3%	33.4%	26.6%	35.8%	33.3%	32.3%	26.4%
Somewhat Favourable	23.9%	17.8%	21.7%	27.7%	17.4%	25.7%	16.9%	29.7%
Somewhat Unfavourable	12%	17.7%	9.7%	11%	11.6%	11.9%	10.5%	13%
Strongly Unfavourable	30.1%	22%	32.8%	32%	32.3%	24.8%	33.6%	30.1%
Don't Know	3%	4.3%	2.4%	2.8%	2.9%	4.4%	6.8%	0.8%
Unweighted Frequency	279	57	82	140	63	55	55	106
Weighted Frequency	279	59	77	143	63	58	47	112

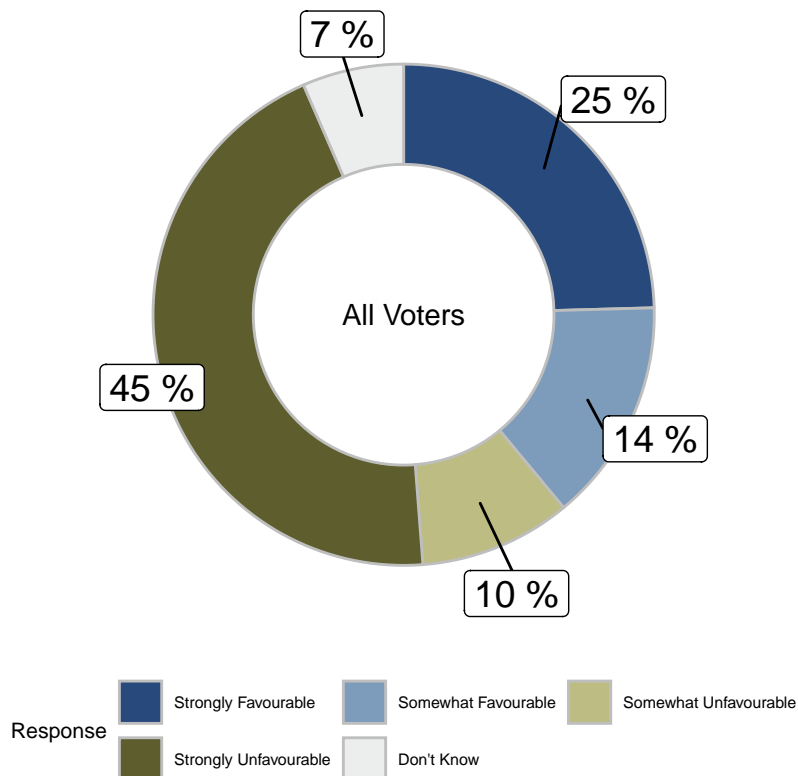
broken out by Awareness of By-Elections

	Total	Awareness	
		Yes	No
Strongly Favourable	31%	30.4%	37.2%
Somewhat Favourable	23.9%	23.8%	25.4%
Somewhat Unfavourable	12%	12%	11.8%
Strongly Unfavourable	30.1%	31%	20.4%
Don't Know	3%	2.8%	5.2%
Unweighted Frequency	279	254	25
Weighted Frequency	279	255	24

broken out by Vote Intention

	Total	Vote Intention						Undecided
		Liberal Party/Charles Sousa	Conservative Party/Ron Chhizner	NDP/Julia Kole	Green Party/Mary Kidnew	People's Party/Khaled Al-Sudhani	Another party/Candidate	
Strongly Favourable	31%	56.6%	4.5%	23.4%	7%	0%	71.5%	13%
Somewhat Favourable	23.9%	36.1%	5.6%	54.1%	26.6%	65.2%	0%	6.5%
Somewhat Unfavourable	12%	4.3%	20.7%	10.1%	14.5%	23.2%	28.5%	6%
Strongly Unfavourable	30.1%	2.3%	66.2%	12.5%	42.8%	11.5%	0%	36.9%
Don't Know	3%	0.7%	2.9%	0%	7%	0%	0%	37.6%
Unweighted Frequency	279	142	94	11	12	4	2	14
Weighted Frequency	279	130	108	13	9	6	4	10

Do you have a favourable or unfavourable view of Opposition leader Pierre Poilievre of the Conservative Party of Canada? (all voters, Mississauga-Lakeshore)



broken out by age, gender

	Total	Gender			Age		
		Male	Female	Non-Binary	18-49	50-64	65+
Strongly Favourable	24.6%	30.2%	19.7%	20%	42.5%	17.8%	15.6%
Somewhat Favourable	14.4%	20.4%	9.4%	0%	13.9%	7.3%	20.4%
Somewhat Unfavourable	9.8%	8.8%	10.7%	10%	10.5%	10.3%	8.8%
Strongly Unfavourable	44.7%	38.1%	50.4%	50%	28.9%	58.9%	46.1%
Don't Know	6.5%	2.5%	9.8%	20%	4.2%	5.8%	9%
Unweighted Frequency	279	121	148	10	35	69	175
Weighted Frequency	279	130	146	3	86	85	108

broken out by education, income

	Total	Education			Income			
		HS or less	College/Trade School	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Strongly Favourable	24.6%	21.7%	25.5%	25.2%	25.2%	26.7%	25.7%	22.6%
Somewhat Favourable	14.4%	13.6%	20%	11.7%	18.6%	13.1%	13.4%	13.2%
Somewhat Unfavourable	9.8%	18.7%	9.5%	6.3%	11.7%	14.9%	11.6%	5.4%
Strongly Unfavourable	44.7%	41.3%	30.7%	53.6%	36.7%	41.2%	36.9%	54.3%
Don't Know	6.5%	4.7%	14.3%	3.2%	7.7%	4.2%	12.4%	4.6%
Unweighted Frequency	279	57	82	140	63	55	55	106
Weighted Frequency	279	59	77	143	63	58	47	112

broken out by Awareness of By-Elections

	Total	Awareness	
		Yes	No
Strongly Favourable	24.6%	24.2%	28.3%
Somewhat Favourable	14.4%	14.3%	15.7%
Somewhat Unfavourable	9.8%	8%	28.7%
Strongly Unfavourable	44.7%	47.6%	14.1%
Don't Know	6.5%	5.9%	13.1%
Unweighted Frequency	279	254	25
Weighted Frequency	279	255	24

broken out by Vote Intention

	Total	Vote Intention						
		Liberal Party/Charles Sousa	Conservative Party/Ron Chhizner	NDP/Julia Kole	Green Party/Mary Kidnew	People's Party/Khaled Al-Sudhani	Another party/Candidate	Undecided
Strongly Favourable	24.6%	1.8%	60.2%	5%	7%	0%	0%	0%
Somewhat Favourable	14.4%	3.9%	28.1%	23.4%	7.5%	11.5%	0%	6.5%
Somewhat Unfavourable	9.8%	15.6%	1.4%	10.1%	7.5%	53.7%	0%	6%
Strongly Unfavourable	44.7%	75%	6.4%	52.1%	78%	34.8%	28.5%	37.5%
Don't Know	6.5%	3.7%	3.9%	9.3%	0%	0%	71.5%	50%
Unweighted Frequency	279	142	94	11	12	4	2	14
Weighted Frequency	279	130	108	13	9	6	4	10