

FOR IMMEDIATE RELEASE

Edmonton Municipal Election Poll

Release

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Methodology

DATA COLLECTION

500 residents of the City of Edmonton (18 years of older, who are eligible to vote in elections in Alberta) were surveyed online using Leger's online panel, Legerweb.com, between the dates of September 28 and October 1, 2017.

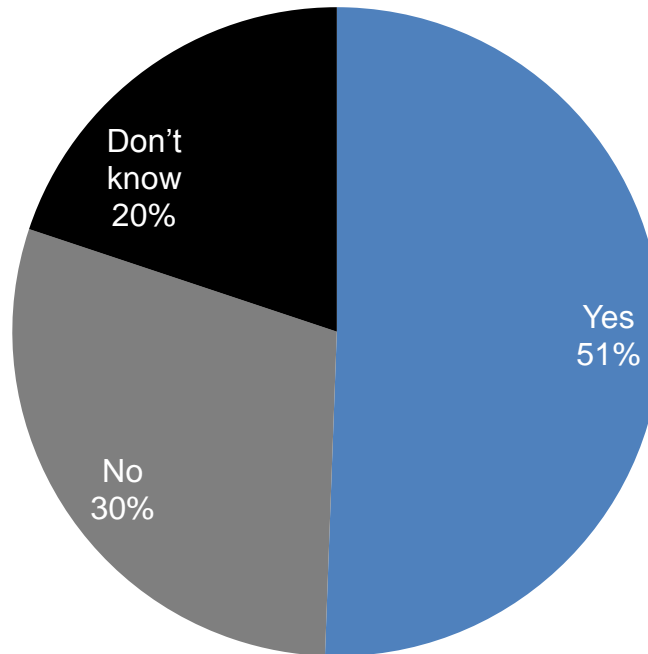
STATISTICAL RELIABILITY

As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error for a sample size of 500 Edmontonians would be ± 4.4 percentage points, 19 times out of 20.

The data have been weighted by age, gender, and city quadrant to ensure representativeness.

Detailed Results

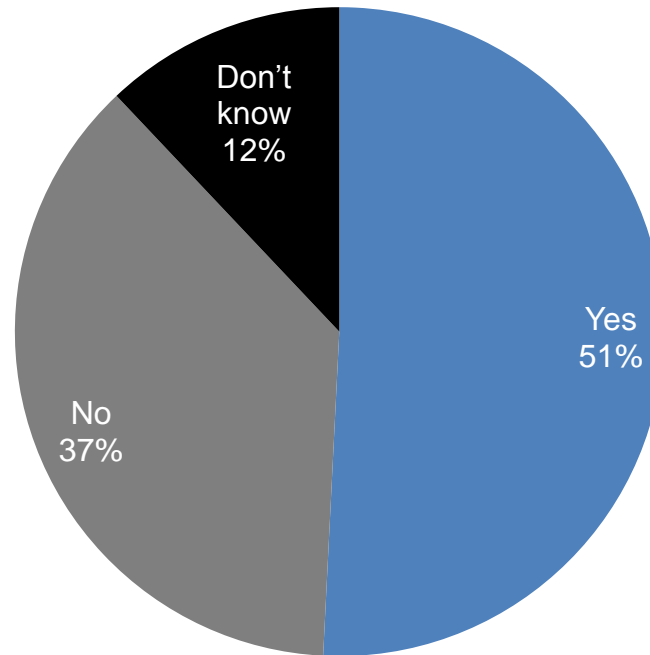
Does current mayor/council deserve to be re-elected?



Base: Edmontonians (n=500)

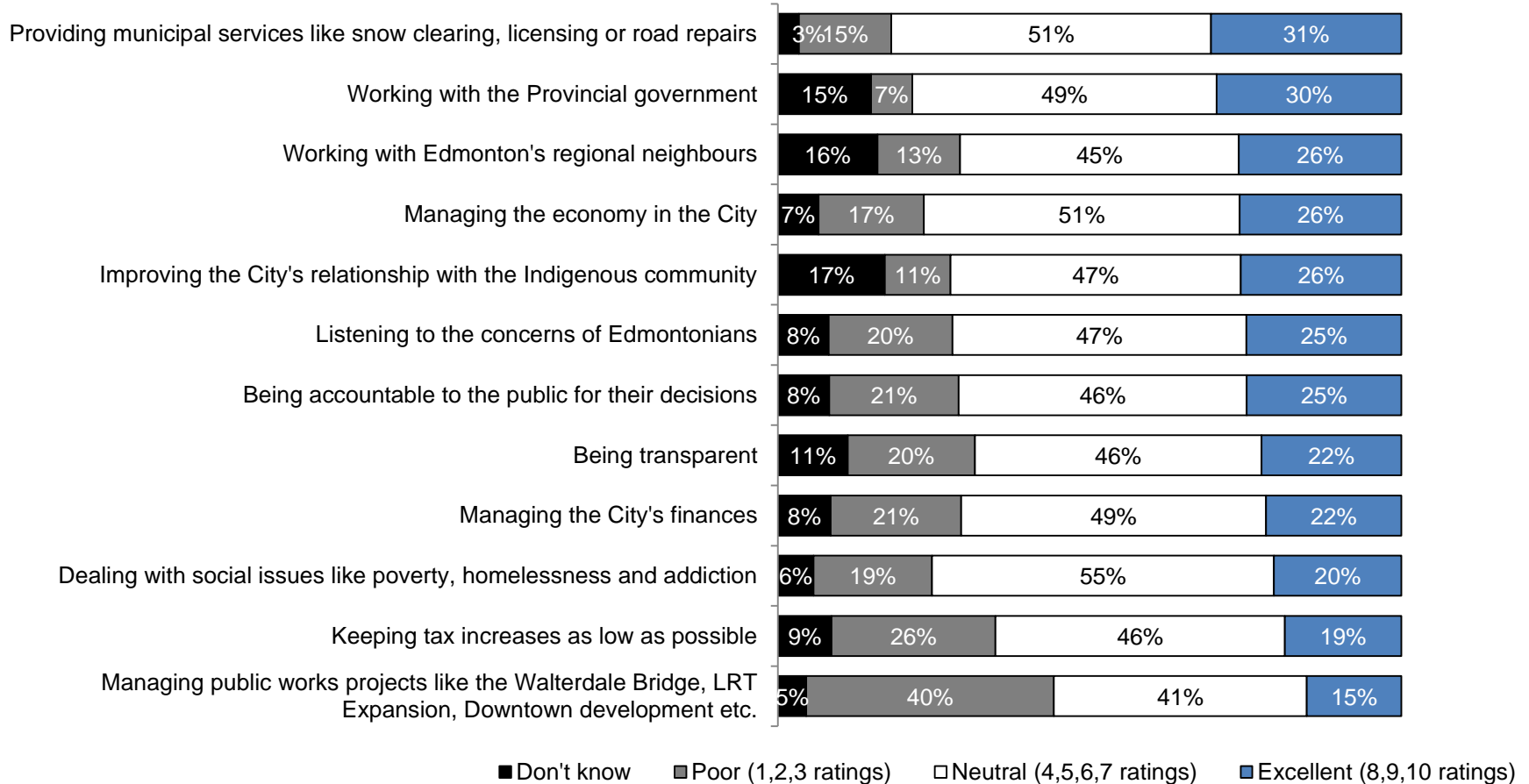
Does current mayor/council deserve to be re-elected?

Among Likely Voters



Base: Likely Voters (n=300)

Performance: Current Mayor and Council



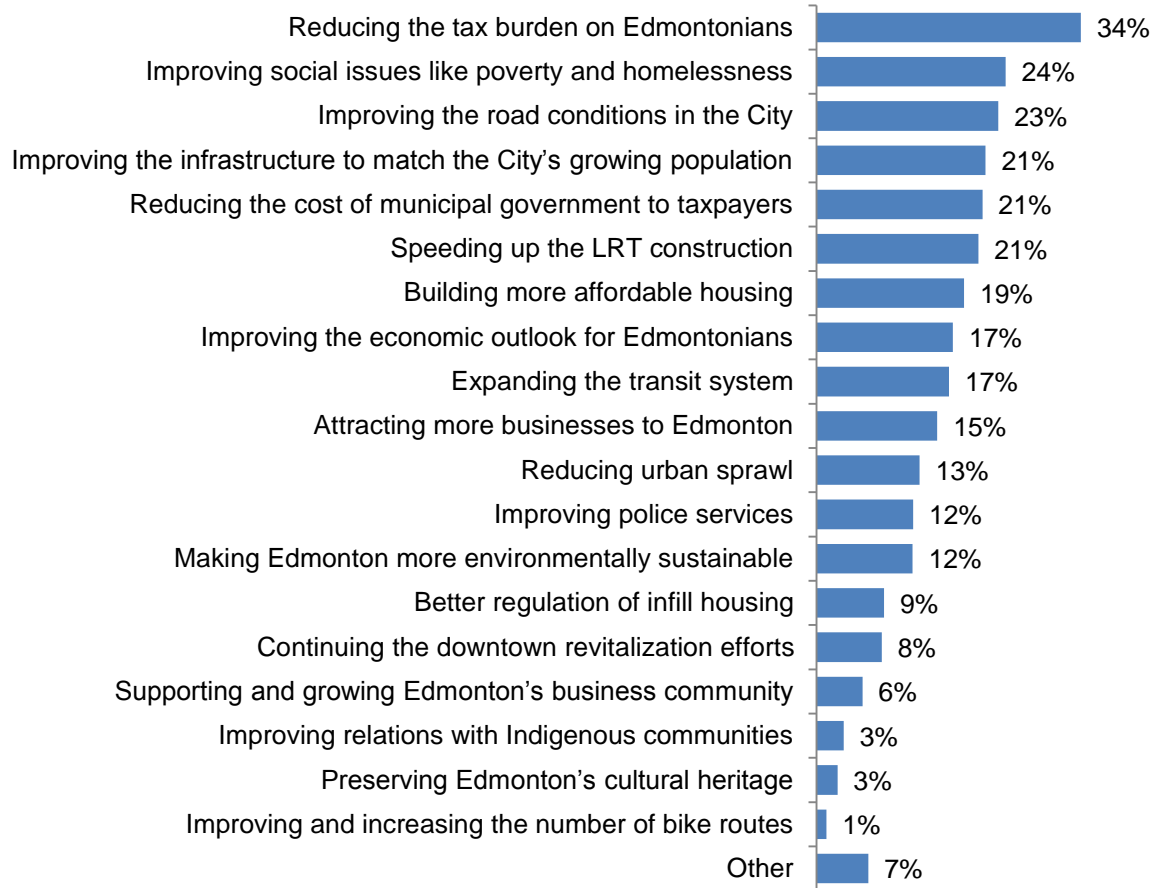
Base: Edmontonians (n=500)



THE RESEARCH INTELLIGENCE GROUP

Q4. Taking everything into account, how good a job do you think the current Mayor and Council has done in terms of...

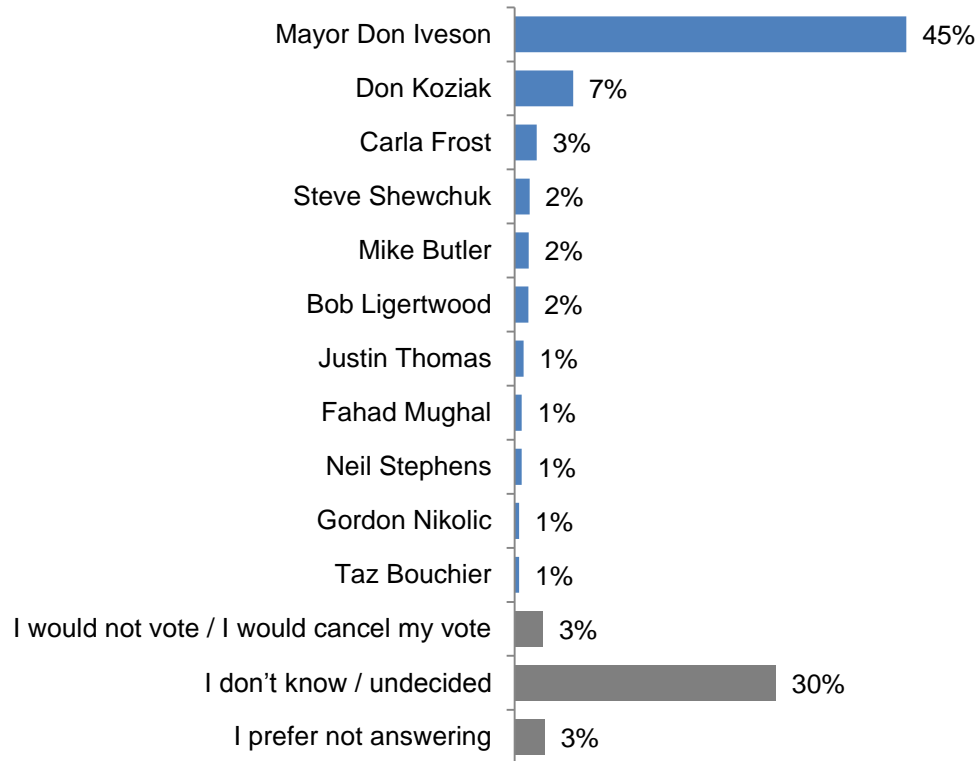
Focus Areas for Next Mayor and Council



Base: Edmontonians (n=500)

Note: Multiple mentions allowed. Respondents could choose up to 3 items.

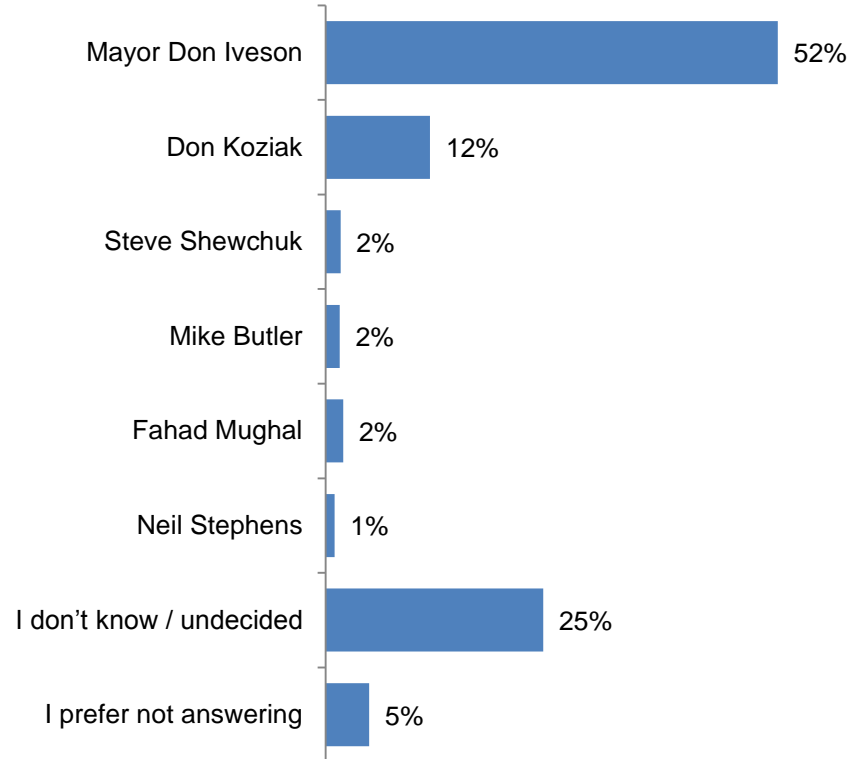
Vote for Mayor



Base: Edmontonians (n=500)

Note: Mentions <1% are not shown

Among Likely Voters



Base: Likely Voters (n=300)

Note: Mentions <1% are not shown

Profile of Respondents

Profile of Respondents

| | Edmontonians |
|--------------------------|--------------|
| | n= 500 |
| Quadrant | |
| NW | 36% |
| NE | 17% |
| SW | 23% |
| SE | 24% |
| Gender | |
| Male | 50% |
| Female | 50% |
| Age | |
| 18 to 24 years of age | 4% |
| 25 to 34 years of age | 31% |
| 35 to 44 years of age | 14% |
| 45 to 54 years of age | 21% |
| 55 to 64 years of age | 14% |
| 65 to 74 years of age | 11% |
| 75 years of age or older | 5% |

| | Edmontonians |
|-------------------------------|--------------|
| | n= 500 |
| Ward (Self Selected) | |
| 1 | 4% |
| 2 | 5% |
| 3 | 3% |
| 4 | 8% |
| 5 | 4% |
| 6 | 9% |
| 7 | 6% |
| 8 | 4% |
| 9 | 7% |
| 10 | 5% |
| 11 | 4% |
| 12 | 2% |
| Don't know my ward number | 38% |
| Prefer not to answer | 2% |
| Tenure in Edmonton | |
| Less than 6 months | 1% |
| 6 months to less than 1 year | 2% |
| 1 year to less than 5 years | 11% |
| 5 years to less than 10 years | 12% |
| 10 years or more | 74% |

Profile of Respondents (continued)

| | Edmontonians |
|---------------------------------------|--------------|
| n= | 500 |
| Number of People in Household | |
| 1 | 24% |
| 2 | 39% |
| 3 | 15% |
| 4 | 16% |
| 5+ | 4% |
| I prefer not to answer | 2% |
| Children in Household | |
| Children in household (NET) | 21% |
| <i>Under 10 years of age</i> | 14% |
| <i>Between 10 and 17 years of age</i> | 10% |
| No children in household | 73% |
| Prefer not to answer | 6% |
| Education | |
| Less than high school | 2% |
| Graduated high school | 20% |
| Graduated college or technical school | 34% |
| Graduated university | 41% |
| Prefer not to answer | 2% |

| | Edmontonians |
|--------------------------------|--------------|
| n= | 500 |
| Employment Status | |
| Working full time | 54% |
| Working part time | 9% |
| A student | 3% |
| Not working outside the home | 8% |
| Retired | 20% |
| Other | 5% |
| Prefer not to answer | 1% |
| Marital Status | |
| Single, never married | 28% |
| Married or Common law | 54% |
| Separated, divorced, widowed | 16% |
| Prefer not to answer | 1% |
| Household Income | |
| Less than \$20,000 | 3% |
| Between \$20,000 and \$29,999 | 8% |
| Between \$30,000 and \$49,999 | 13% |
| Between \$50,000 and \$79,999 | 21% |
| Between \$80,000 and \$119,999 | 25% |
| \$120,000 or more | 19% |
| Prefer not to answer | 13% |

Appendix

Does current mayor/council deserve to be re-elected? By Age and Gender

| | Age | | | Gender | |
|------------|-----------------|------------------|----------------|-----------------|-------------------|
| | 18-34 (n=82) | 35-54 (n=127) | 55+ (n=291) | Male (n=226) | Female (n=274) |
| Yes | 58% | 49% | 44% | 50% | 52% |
| No | 17% | 36% | 37% | 33% | 26% |
| Don't know | 25% | 16% | 19% | 17% | 23% |

% is significantly higher than % in the same category and row

Performance: Current Mayor and Council By Age and Gender

| Excellent (8,9,10 ratings) | Age | | | Gender | |
|---|-----------------|------------------|----------------|-----------------|-------------------|
| | 18-34 (n=82) | 35-54 (n=127) | 55+ (n=291) | Male (n=226) | Female (n=274) |
| Providing municipal services like snow clearing, licensing or road repairs | 36% | 27% | 28% | 26% | 35% |
| Working with the Provincial government | 39% | 23% | 26% | 28% | 32% |
| Working with Edmonton's regional neighbours | 35% | 22% | 21% | 26% | 26% |
| Managing the economy in the City | 35% | 23% | 19% | 28% | 24% |
| Improving the City's relationship with the Indigenous community | 27% | 21% | 30% | 28% | 23% |
| Listening to the concerns of Edmontonians | 31% | 22% | 21% | 26% | 24% |
| Being accountable to the public for their decisions | 33% | 23% | 18% | 25% | 25% |
| Being transparent | 24% | 24% | 20% | 23% | 22% |
| Managing the City's finances | 30% | 16% | 19% | 24% | 20% |
| Dealing with social issues like poverty, homelessness and addiction | 25% | 15% | 21% | 20% | 21% |
| Keeping tax increases as low as possible | 24% | 15% | 17% | 17% | 20% |
| Managing public works projects like the Walterdale Bridge, LRT Expansion, Downtown development etc. | 23% | 14% | 8% | 16% | 14% |

% is significantly higher than % in the same category and row

Base: Edmontonians

Focus Areas for Next Mayor and Council By Age and Gender

| | Age | | | Gender | |
|---|-----------------|------------------|----------------|-----------------|-------------------|
| | 18-34 (n=82) | 35-54 (n=127) | 55+ (n=291) | Male (n=226) | Female (n=274) |
| Reducing the tax burden on Edmontonians | 24% | 40% | 38% | 34% | 33% |
| Improving social issues like poverty and homelessness | 32% | 20% | 20% | 19% | 29% |
| Improving the road conditions in the City | 22% | 19% | 29% | 23% | 23% |
| Improving the infrastructure to match the City's growing population | 13% | 27% | 25% | 25% | 18% |
| Reducing the cost of municipal government to taxpayers | 13% | 20% | 32% | 25% | 17% |
| Speeding up the LRT construction | 24% | 23% | 13% | 21% | 20% |
| Building more affordable housing | 19% | 19% | 18% | 16% | 21% |
| Improving the economic outlook for Edmontonians | 14% | 24% | 13% | 15% | 19% |
| Expanding the transit system | 19% | 19% | 11% | 19% | 14% |
| Attracting more businesses to Edmonton | 13% | 18% | 15% | 19% | 12% |
| Reducing urban sprawl | 11% | 12% | 17% | 15% | 11% |
| Improving police services | 9% | 13% | 15% | 12% | 13% |
| Making Edmonton more environmentally sustainable | 22% | 4% | 10% | 10% | 14% |
| Better regulation of infill housing | 5% | 6% | 16% | 7% | 10% |
| Continuing the downtown revitalization efforts | 12% | 9% | 3% | 7% | 9% |
| Supporting and growing Edmonton's business community | 4% | 6% | 8% | 7% | 5% |
| Improving relations with Indigenous communities | 6% | 2% | 3% | - | 7% |
| Preserving Edmonton's cultural heritage | 1% | 4% | 3% | 2% | 3% |
| Improving and increasing the number of bike routes | 3% | - | 1% | 1% | 1% |
| Other | 12% | 2% | 5% | 4% | 9% |

Base: Edmontonians

% is significantly higher than % in the same category and row

Note: Multiple mentions allowed. Respondents could choose up to 3 items.

Vote for Mayor

| | Age | | | Gender | |
|---|-----------------|------------------|----------------|-----------------|-------------------|
| | 18-34 (n=82) | 35-54 (n=127) | 55+ (n=291) | Male (n=226) | Female (n=274) |
| Mayor Don Iveson | 45% | 44% | 46% | 41% | 49% |
| Don Koziak | 3% | 10% | 7% | 9% | 4% |
| Carla Frost | 5% | 2% | - | 5% | 1% |
| Steve Shewchuk | 1% | 3% | 1% | 3% | - |
| Mike Butler | 3% | 1% | 1% | 2% | 1% |
| Bob Ligertwood | 3% | 1% | - | 3% | - |
| Justin Thomas | 3% | - | - | 1% | 1% |
| Fahad Mughal | - | 1% | 2% | - | 1% |
| Neil Stephens | 2% | 1% | - | - | 2% |
| Gordon Nikolic | 1% | - | - | 1% | - |
| Taz Bouchier | - | 1% | - | 1% | - |
| I would not vote / I would cancel my vote | 5% | 2% | 2% | 4% | 2% |
| I don't know / undecided | 26% | 33% | 32% | 25% | 35% |
| I prefer not answering | 3% | 2% | 6% | 3% | 4% |

% is significantly higher than % in the same category and row

Base: Edmontonians

Note: Mentions <1% of All Edmontonians are not shown

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