

Report

Municipal Performance Poll One-year Out

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Leger

We know Canadians



METHODOLOGY

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Study Population

- Edmonton Proper (Edmontonians) and Calgary Proper (Calgarians) residents, aged 18 and older, and eligible to vote in the next municipal election.

Data Collection

- A total of n=1,000 online surveys were conducted via Leger's LEO Panel, including:
 - n=500 in Edmonton Proper
 - n=500 in Calgary Proper
- Interviews were conducted from October 2nd – October 5th, 2020.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

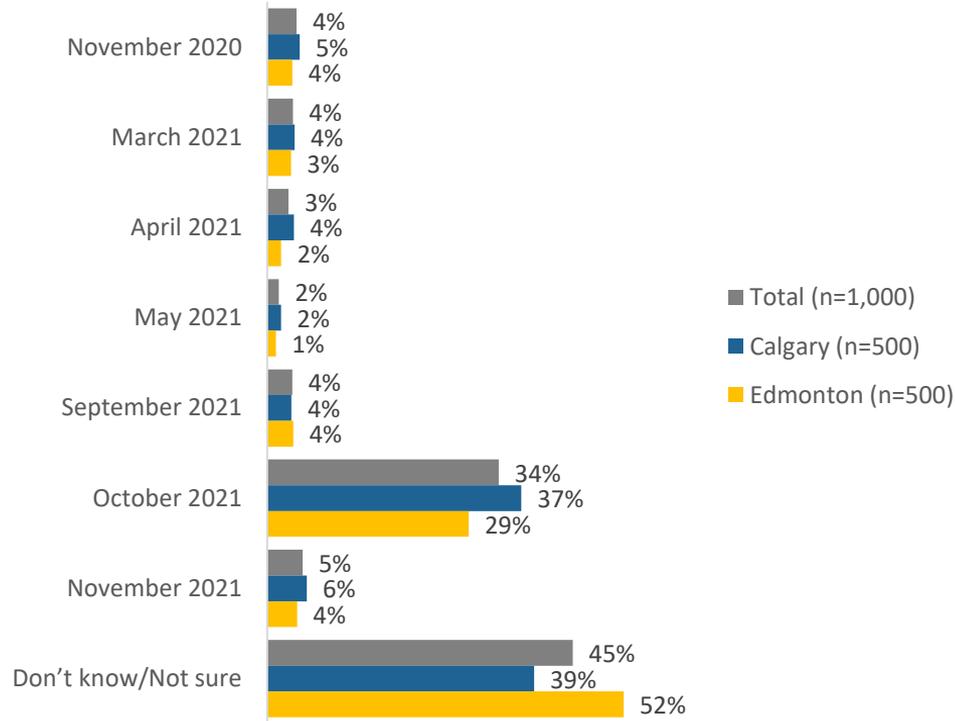
Statistical Analysis

- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
 - Total (n=1,000) $\pm 3.1\%$, 19 times out of 20.
 - Edmonton Proper (n=500) $\pm 4.4\%$, 19 times out of 20.
 - Calgary Proper (n=500) $\pm 4.4\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- In this report, data in **red** characters indicate a significant lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in **green** characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.



DETAILED RESULTS

Twenty-nine percent of Edmontonians and 37% of Calgarians correctly identify October 2021.



Base: Calgarians and Edmontonians

Q4: To the best of your knowledge, when are the next Municipal elections happening in Alberta?

Calgarians

	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
October 2021	37%	29%	37%	41%	46%	42%	43%	31%
Other	24%	30%	21%	18%	21%	25%	27%	21%
Don't know / Not sure	39%	42%	41%	41%	33%	33%	30%	48%

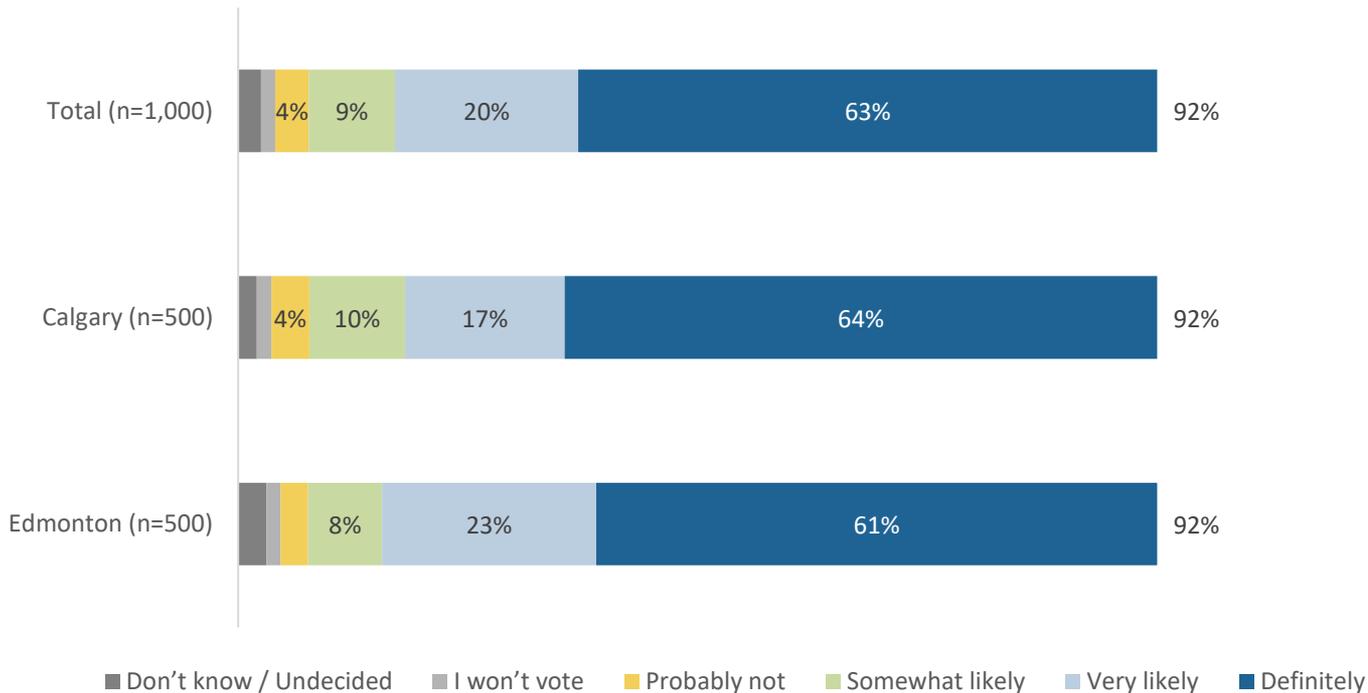
% significantly greater than % within same sub-segment

Edmontonians

	Total (n=500)	Age					Gender	
		18-34 (n=134)	35-44 (n=84)	45-54 (n=94)	55-64 (n=91)	65+ (n=97)	Male (n=236)	Female (n=264)
October 2021	29%	18%	28%	30%	41%	45%	29%	30%
Other	19%	23%	21%	16%	14%	12%	25%	13%
Don't know / Not sure	52%	59%	50%	55%	45%	43%	46%	58%

% significantly greater than % within same sub-segment

The majority of Calgarians and Edmontonians claim they are likely (definitely/somewhat/very) to vote in the upcoming municipal elections on October 18, 2020.



Base: Calgarians and Edmontonians

Mentions 3% or less not labelled

Q5: As you may know, the next Municipal Elections will be held in Alberta on October 18th 2021, about a year from now. How likely do you think it is that you will vote in that municipal election?

Calgarians

	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
Definitely / very likely / somewhat likely	92%	89%	89%	91%	99%	98%	95%	90%
Probably not / won't vote	6%	8%	10%	5%	1%	--	4%	7%
Don't know / undecided	2%	2%	1%	5%	-	2%	1%	3%

% significantly greater than % within same sub-segment

Base: Calgarians

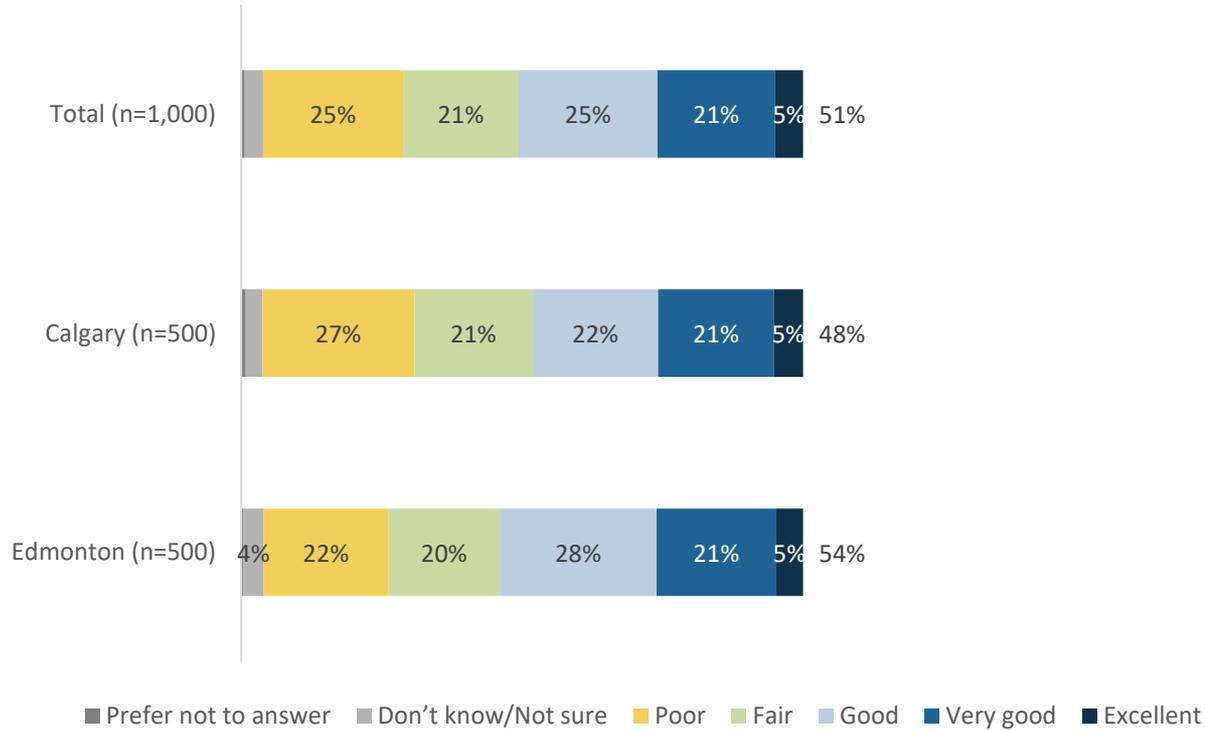
Q5: As you may know, the next Municipal Elections will be held in Alberta on October 18th 2021, about a year from now. How likely do you think it is that you will vote in that municipal election?

Edmontonians

	Total (n=500)	Age					Gender	
		18-34 (n=134)	35-44 (n=84)	45-54 (n=94)	55-64 (n=91)	65+ (n=97)	Male (n=236)	Female (n=264)
Definitely / very likely / somewhat likely	92%	90%	92%	94%	92%	99%	92%	92%
Probably not / won't vote	5%	6%	5%	5%	4%	1%	5%	4%
Don't know / undecided	3%	5%	4%	1%	4%	-	3%	4%

% significantly greater than % within same sub-segment

With one year to go, 54% Edmontonians and 48% of Calgarians provide a positive (excellent/very good/good) rating for the performance of their Mayors and Councils over the past 3-years.



Base: Calgarians and Edmontonians

Mentions 3% or less not labelled

Q6: Taking everything into account, how would you rate the performance of the Mayor and Council in [Calgary/Edmonton] over the past three years?

Calgarians

	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
Excellent / very good / good	48%	62%	62%	41%	27%	29%	45%	51%
Fair / poor	48%	31%	37%	56%	71%	67%	52%	44%
Don't know / not sure	3%	5%	1%	4%	1%	2%	2%	4%
Prefer not to answer	1%	1%	-	-	-	3%	<1%	1%

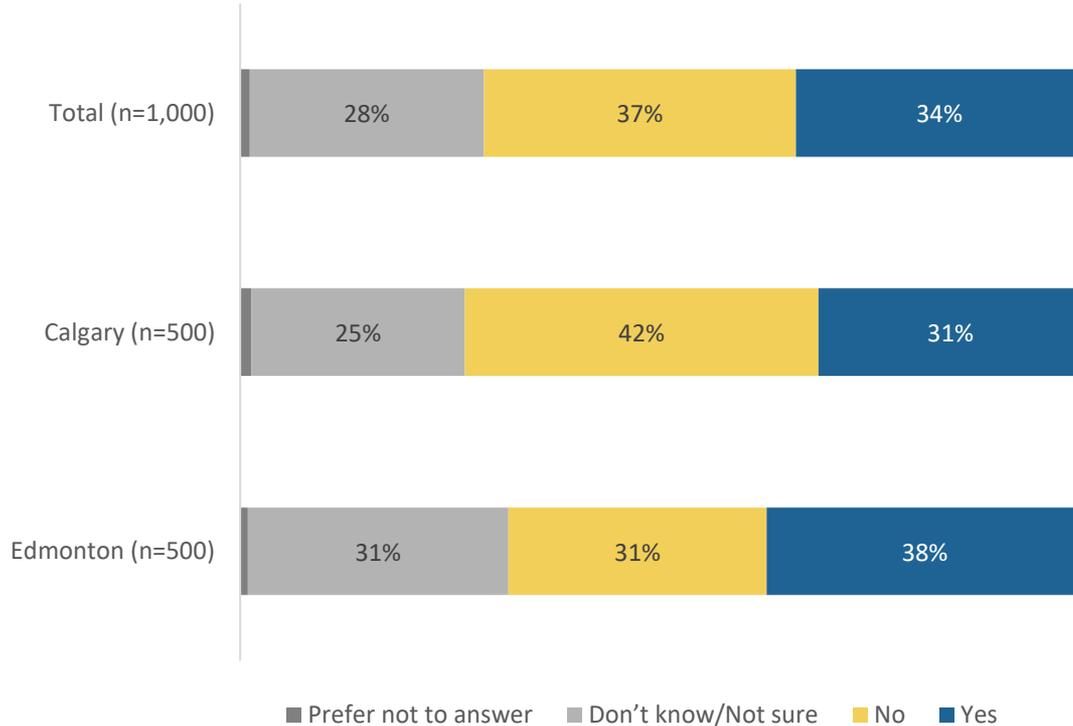
% significantly greater than % within same sub-segment

Edmontonians

	Total (n=500)	Age					Gender	
		18-34 (n=134)	35-44 (n=84)	45-54 (n=94)	55-64 (n=91)	65+ (n=97)	Male (n=236)	Female (n=264)
Excellent / very good / good	54%	61%	56%	47%	43%	51%	55%	53%
Fair / poor	42%	32%	39%	52%	54%	47%	43%	41%
Don't know / not sure	4%	6%	4%	1%	2%	2%	2%	5%
Prefer not to answer	<1%	1%	1%	-	-	-	-	1%

% significantly greater than % within same sub-segment

Thirty-one percent of Calgarians and 38% of Edmontonians feel their current Mayors and Councils deserve to be re-elected in the next municipal election.



Base: Calgarians and Edmontonians

Mentions 1% or less not labelled

Q7: In your opinion, do you think the Mayor and Council in [Calgary/Edmonton] deserve to get re-elected at the next municipal election in Oct 2021?

Calgarians

	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
Yes	31%	43%	46%	22%	13%	16%	30%	32%
No	42%	30%	31%	57%	52%	55%	48%	36%
Don't know/Not sure	25%	25%	23%	20%	34%	26%	21%	30%
Prefer not to answer	1%	2%	-	1%	1%	3%	1%	2%

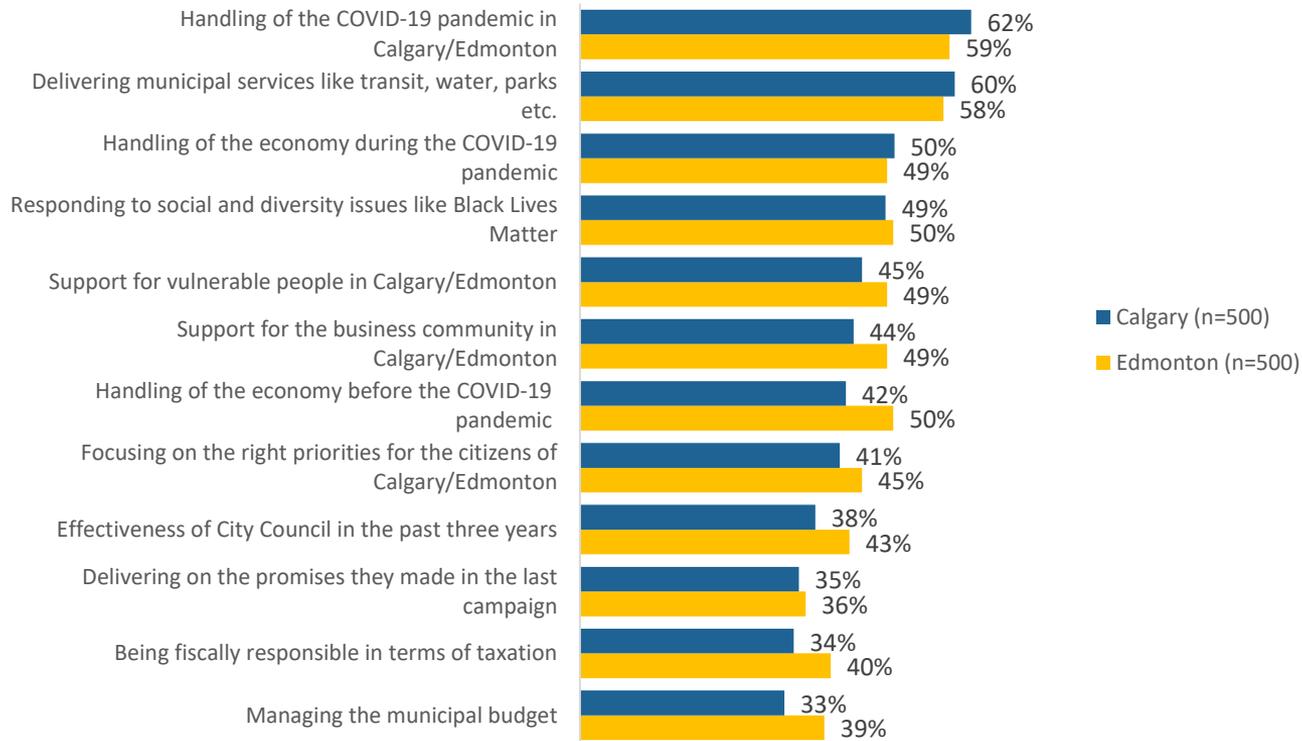
% significantly greater than % within same sub-segment

Edmontonians

	Total (n=500)	Age					Gender	
		18-34 (n=134)	35-44 (n=84)	45-54 (n=94)	55-64 (n=91)	65+ (n=97)	Male (n=236)	Female (n=264)
Yes	38%	37%	41%	37%	33%	41%	36%	39%
No	31%	22%	36%	34%	38%	33%	35%	26%
Don't know/Not sure	31%	40%	23%	29%	28%	25%	28%	34%
Prefer not to answer	1%	1%	1%	-	1%	1%	1%	1%

% significantly greater than % within same sub-segment

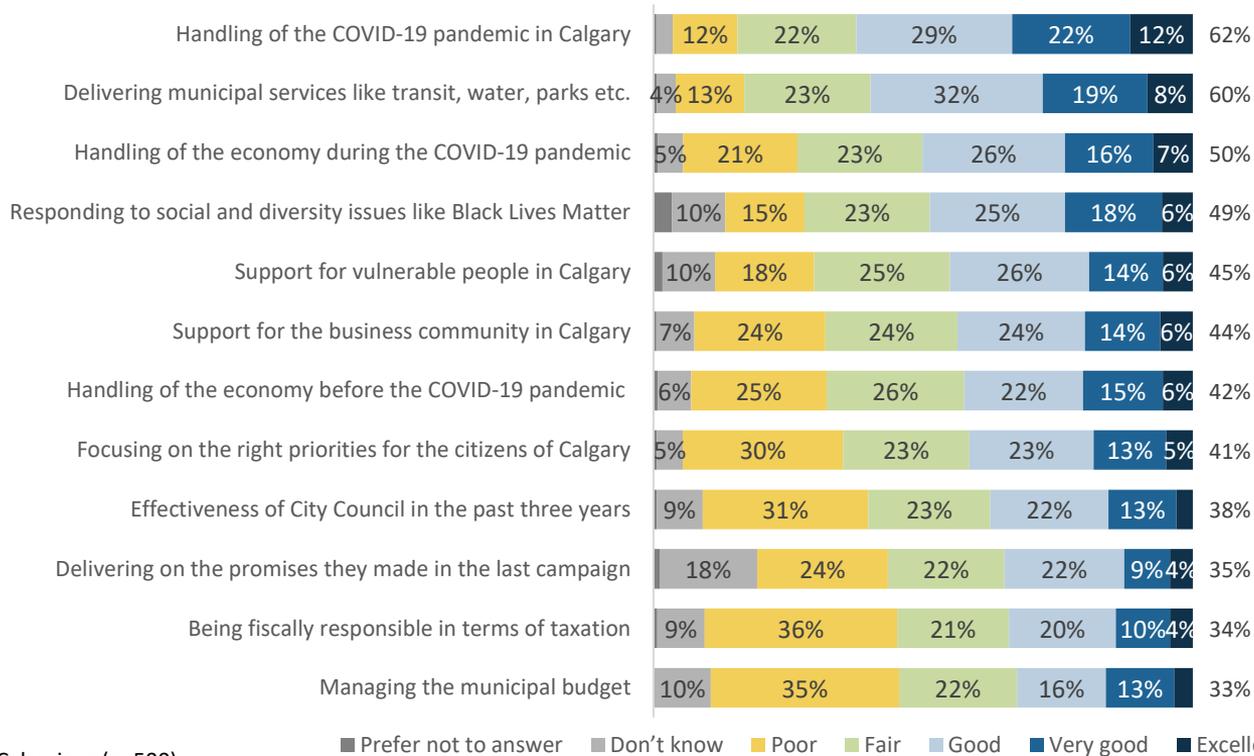
Positive Ratings (excellent/very good/good) for Mayor and Council Performance



Base: Calgarians (n=500)

Q8. Taking everything into account, how would you rate the performance of the Mayor and Council in [Calgary/Edmonton] in terms of...

The majority of Calgarians provide positive (excellent/very good/good) ratings of the Mayor and Council in regards to handling the COVID-19 pandemic and delivering municipal services. They provide the lowest ratings for how the municipal budget has been managed.



Base: Calgarians (n=500)

Mentions 3% or less not labelled

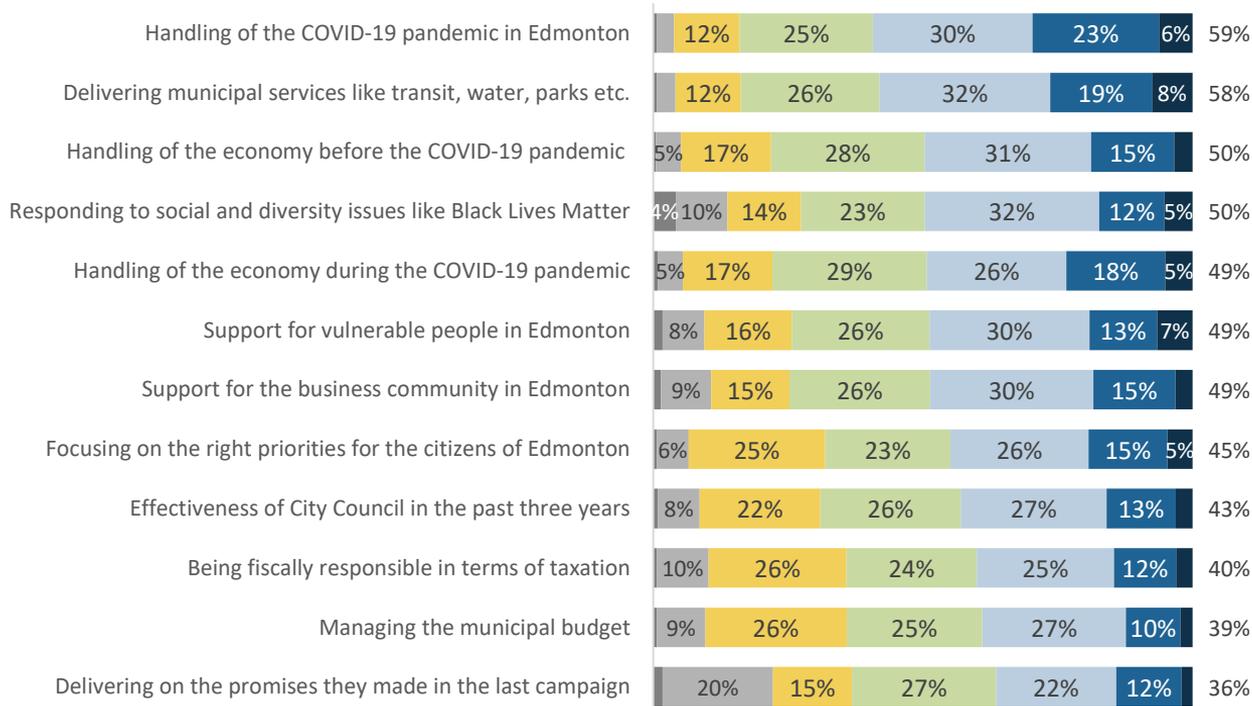
Q8. Taking everything into account, how would you rate the performance of the Mayor and Council in [Calgary/Edmonton] in terms of...

Calgarians

Positive Rating (good / very good / excellent)	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
Handling of the COVID-19 pandemic in Calgary	62%	66%	69%	58%	63%	49%	62%	63%
Delivering municipal services like transit, water, parks etc.	60%	69%	64%	53%	51%	50%	61%	59%
Handling of the economy during the COVID-19 pandemic	50%	60%	53%	47%	39%	41%	50%	51%
Responding to social and diversity issues like Black Lives Matter	49%	53%	57%	46%	40%	40%	51%	46%
Support for vulnerable people in Calgary	45%	55%	51%	42%	38%	24%	51%	39%
Support for the business community in Calgary	44%	57%	51%	33%	29%	32%	44%	44%
Handling of the economy before the COVID-19 pandemic	42%	48%	52%	39%	34%	29%	43%	42%
Focusing on the right priorities for the citizens of Calgary	41%	54%	48%	34%	26%	29%	42%	41%
Effectiveness of City Council in the past three years	38%	48%	49%	29%	25%	23%	37%	38%
Delivering on the promises they made in the last campaign	35%	43%	42%	27%	22%	31%	39%	31%
Being fiscally responsible in terms of taxation	34%	43%	38%	34%	21%	21%	36%	33%
Managing the municipal budget	33%	43%	35%	31%	19%	23%	35%	30%

% significantly greater than % within same sub-segment

The majority of Edmontonians provide positive (excellent/very good/good) ratings of the Mayor and Council in regards to handling the COVID-19 pandemic and delivering municipal services. They provide the lowest ratings for delivering on promises made in the last campaign.



Base: Edmontonians (n=500)

■ Prefer not to answer ■ Don't know ■ Poor ■ Fair ■ Good ■ Very good ■ Excellent

Mentions 3% or less not labelled

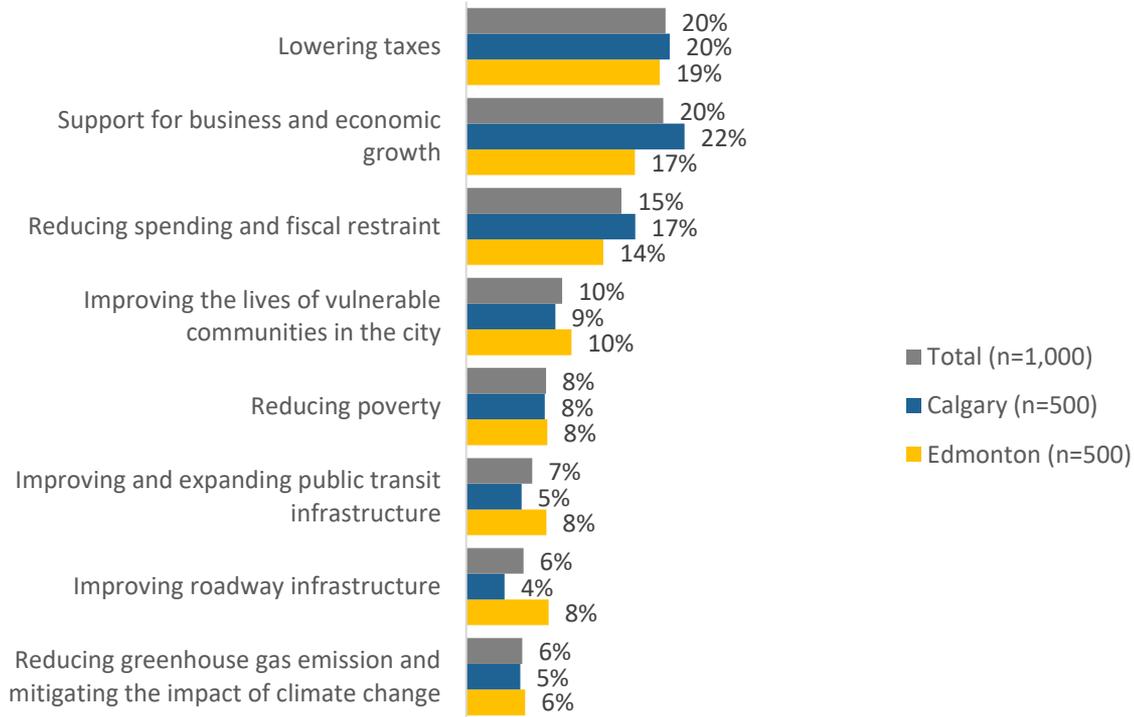
Q8. Taking everything into account, how would you rate the performance of the Mayor and Council in [Calgary/Edmonton] in terms of...

Edmontonians

Positive Rating (good / very good / excellent)	Total (n=500)	Age					Gender	
		18-34 (n=134)	35-44 (n=84)	45-54 (n=94)	55-64 (n=91)	65+ (n=97)	Male (n=236)	Female (n=264)
Handling of the COVID-19 pandemic in Edmonton	59%	58%	58%	57%	58%	66%	56%	62%
Delivering municipal services like transit, water, parks etc.	58%	59%	59%	54%	53%	65%	54%	62%
Handling of the economy before the COVID-19 pandemic	50%	44%	55%	52%	51%	53%	47%	52%
Responding to social and diversity issues like Black Lives Matter	50%	48%	43%	56%	49%	55%	47%	53%
Handling of the economy during the COVID-19 pandemic	49%	51%	47%	49%	46%	52%	43%	56%
Support for vulnerable people in Edmonton	49%	47%	44%	55%	41%	59%	47%	50%
Support for the business community in Edmonton	49%	48%	51%	51%	44%	49%	46%	51%
Focusing on the right priorities for the citizens of Edmonton	45%	43%	47%	45%	40%	51%	41%	49%
Effectiveness of City Council in the past three years	43%	43%	48%	40%	35%	47%	40%	46%
Being fiscally responsible in terms of taxation	40%	39%	42%	40%	29%	50%	37%	42%
Managing the municipal budget	39%	37%	39%	40%	35%	46%	40%	38%
Delivering on the promises they made in the last campaign	36%	34%	43%	38%	30%	39%	33%	40%

% significantly greater than % within same sub-segment

Calgarians are most likely to say that support for business and economic growth should be the general priority for the next Council after the next election. Edmontonians feel the priority should be lowering taxes.



Base: Calgarians and Edmontonians

Mentions 3% or less not shown / Don't know/not sure responses not shown

Q10. While Mayors and City Councils must balance a wide range of priorities, in your opinion, on which general priority should the next council focus after the next election?

Calgarians

	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
Support for business and economic growth	22%	18%	24%	27%	22%	19%	23%	21%
Lowering taxes	20%	15%	29%	17%	23%	23%	20%	21%
Reducing spending and fiscal restraint	17%	9%	10%	15%	28%	35%	18%	16%
Improving the lives of vulnerable communities in the city	9%	13%	6%	9%	4%	7%	7%	11%
Reducing poverty	8%	10%	9%	7%	8%	4%	8%	8%
Improving and expanding public transit infrastructure	5%	7%	4%	7%	6%	1%	6%	5%
Reducing greenhouse gas emission and mitigating the impact of climate change	5%	9%	3%	7%	-	3%	3%	8%
Improving roadway infrastructure	4%	4%	8%	1%	3%	1%	6%	2%
Reconciliation with Indigenous communities	3%	5%	1%	1%	3%	-	2%	3%
Increasing the bike network and adding bike lanes	2%	3%	1%	1%	-	1%	2%	1%
Other	3%	2%	1%	5%	2%	5%	4%	2%
None of the above	1%	1%	2%	-	-	-	-	1%
Don't know/not sure	2%	4%	2%	2%	1%	-	3%	2%

% significantly greater than % within same sub-segment

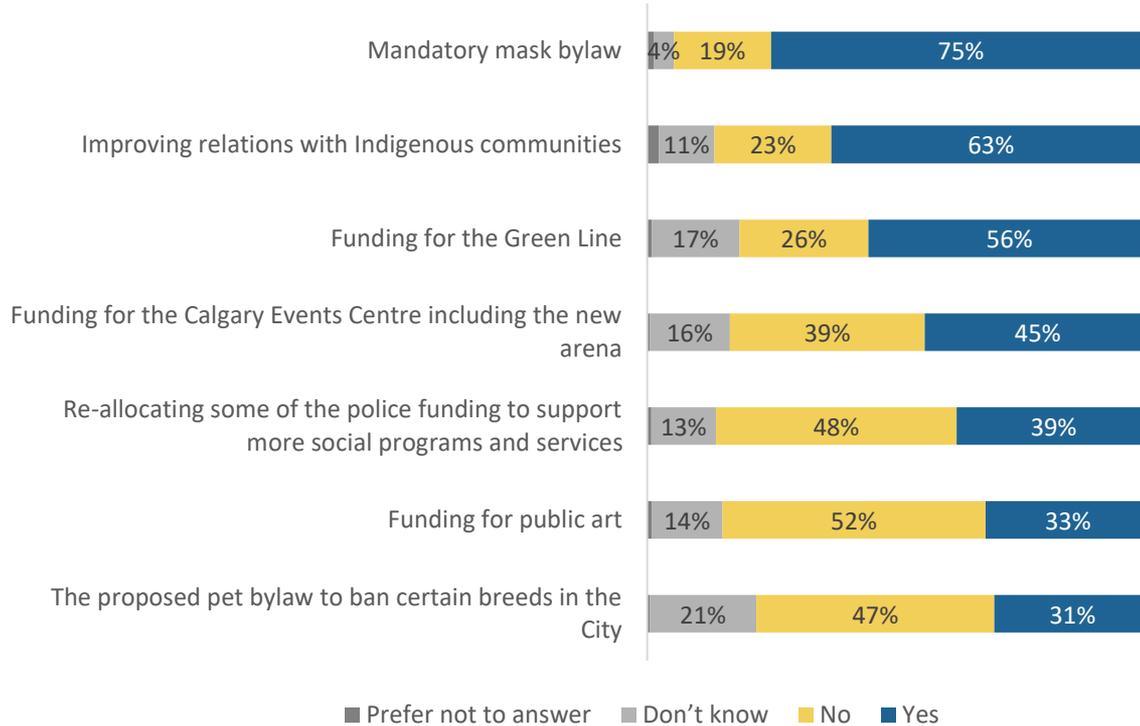
Edmontonians

	Total (n=500)	Age					Gender	
		18-34 (n=134)	35-44 (n=84)	45-54 (n=94)	55-64 (n=91)	65+ (n=97)	Male (n=236)	Female (n=264)
Lowering taxes	19%	22%	19%	17%	20%	14%	21%	17%
Support for business and economic growth	17%	10%	19%	25%	15%	23%	15%	19%
Reducing spending and fiscal restraint	14%	5%	13%	15%	23%	25%	13%	14%
Improving the lives of vulnerable communities in the city	10%	13%	11%	2%	9%	15%	9%	12%
Improving roadway infrastructure	8%	7%	5%	12%	14%	5%	6%	11%
Reducing poverty	8%	10%	8%	10%	6%	3%	7%	9%
Improving and expanding public transit infrastructure	8%	12%	9%	6%	2%	6%	11%	5%
Reducing greenhouse gas emission and mitigating the impact of climate change	6%	8%	2%	6%	6%	5%	7%	5%
Reconciliation with Indigenous communities	2%	3%	1%	2%	-	-	1%	2%
Increasing the bike network and adding bike lanes	1%	2%	-	-	1%	-	2%	<1%
Other	2%	1%	1%	5%	1%	2%	1%	2%
None of the above	1%	1%	4%	-	-	-	2%	<1%
Don't know/not sure	4%	5%	7%	2%	3%	2%	5%	3%

% significantly greater than % within same sub-segment

Calgary Initiatives

The majority of Calgarians support the mandatory mask bylaw, improving relations with Indigenous communities, and funding the Green Line. While the majority do not support funding for public art.



Base: Calgarians (n=500)

Mentions 2% or less not labelled

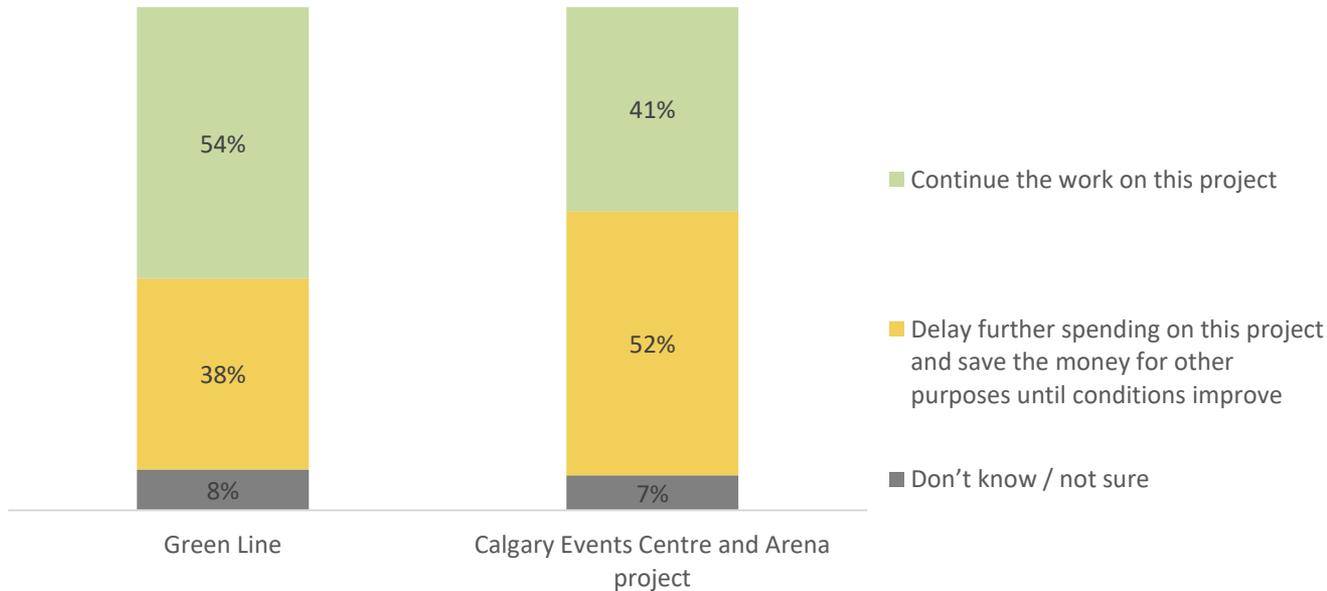
Q9. In your opinion, should Mayor and Council in Calgary continue to support initiatives such as....

Calgarians

Yes mentions	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
Mandatory mask bylaw	75%	82%	68%	73%	79%	71%	73%	78%
Improving relations with Indigenous communities	63%	58%	66%	66%	67%	66%	58%	68%
Funding for the Green Line	56%	64%	71%	50%	47%	33%	60%	53%
Funding for the Calgary Events Centre including the new arena	45%	50%	49%	43%	42%	33%	50%	40%
Re-allocating some of the police funding to support more social programs and services? This is commonly referred to as "defunding the police"	39%	49%	48%	30%	32%	19%	39%	38%
Funding for public art	33%	44%	44%	26%	20%	15%	35%	30%
The proposed pet bylaw to ban certain breeds in the City	31%	27%	35%	29%	31%	37%	39%	23%

% significantly greater than % within same sub-segment

The majority of Calgarians feel that the City should continue to work on the Green Line, however, 52% feel that the City should delay further spending on the Calgary Events Centre and Arena.



Base: Calgarians (n=500)

Q9A. As you may know, Calgary City Council has approved spending on the following projects. In your opinion should council...

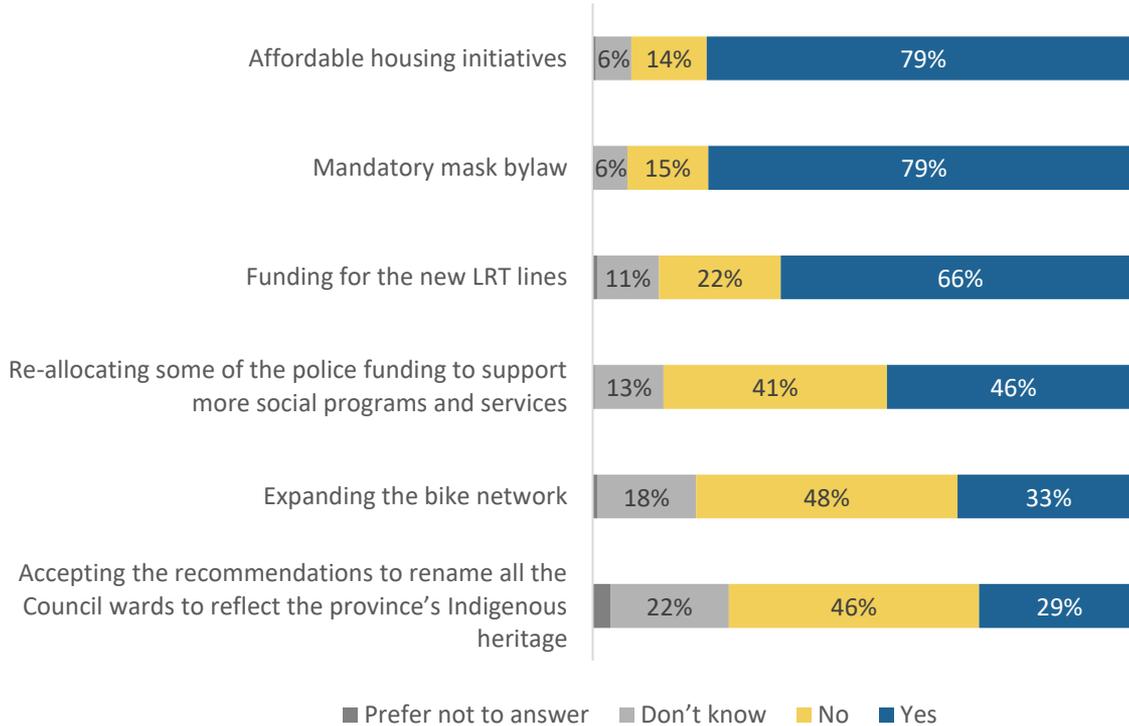
Calgarians

	Total (n=500)	Age					Gender	
		18-34 (n=155)	35-44 (n=94)	45-54 (n=89)	55-64 (n=90)	65+ (n=72)	Male (n=253)	Female (n=247)
Green Line								
Continue the work on this project	54%	59%	66%	48%	49%	39%	58%	50%
Delay further spending on this project and save the money for other purposes until conditions improve	38%	32%	28%	44%	44%	52%	37%	39%
Don't know / not sure	8%	9%	6%	9%	6%	9%	6%	11%
Calgary Events Centre and Arena project								
Continue the work on this project	41%	40%	47%	33%	45%	38%	48%	33%
Delay further spending on this project and save the money for other purposes until conditions improve	52%	51%	48%	57%	51%	57%	47%	58%
Don't know / not sure	7%	8%	5%	10%	4%	5%	5%	9%

% significantly greater than % within same sub-segment

Edmonton Initiatives

The majority of Edmontonians support affordable housing initiatives, the mandatory mask bylaw, and funding for the new LRT lines. Edmontonians express the least support for the City accepting the recommendations to rename all the Council wards to reflect the province's Indigenous heritage.



Base: Edmontonians (n=500)

Mentions 3% or less not labelled

Q9B. In your opinion, should Mayor and Council in Edmonton continue to support initiatives such as...

Edmontonians

Yes mentions	Total (n=500)	Age					Gender	
		18-34 (n=134)	35-44 (n=84)	45-54 (n=94)	55-64 (n=91)	65+ (n=97)	Male (n=236)	Female (n=264)
Affordable housing initiatives	79%	78%	80%	83%	73%	82%	75%	83%
Mandatory mask bylaw	79%	81%	67%	79%	77%	90%	78%	79%
Funding for the new LRT lines	66%	76%	65%	65%	53%	56%	62%	69%
Re-allocating some of the police funding to support more social programs and services? This is commonly referred to as "defunding the police"	46%	58%	58%	28%	31%	38%	48%	45%
Expanding the bike network	33%	44%	36%	25%	29%	18%	35%	31%
Accepting the recommendations to rename all the Council wards to reflect the province's Indigenous heritage	29%	37%	38%	28%	16%	15%	28%	30%

% significantly greater than % within same sub-segment



RESPONDENT PROFILE

RESPONDENT PROFILE

	Total (n=1,000)	Calgary (n=500)	Edmonton (n=500)
City			
Calgary	50%	100%	-
Edmonton	50%	-	100%
Gender			
Male	50%	49%	50%
Female	50%	51%	50%
Age			
18-34	34%	33%	35%
35-44	19%	20%	18%
45-54	17%	18%	16%
55-64	15%	15%	15%
65+	15%	14%	15%
Children in Household			
NET YES	30%	31%	30%
Yes: 12 years of age and older only	8%	9%	8%
Yes: 12 years of age and older and younger than 12 years old	6%	6%	5%
Yes: younger than 12 years old only	16%	16%	17%
No children under 18 years old at all in the household	69%	68%	70%
I prefer not to answer	1%	1%	1%

RESPONDENT PROFILE

	Total (n=1,000)	Calgary (n=500)	Edmonton (n=500)
Occupation			
Retired	19%	18%	20%
Professional	17%	18%	15%
Office worker	11%	10%	11%
Manager/administrator/owner	9%	9%	10%
Student	7%	7%	8%
Unemployed	6%	8%	5%
Skilled, semi-skilled worker	5%	4%	7%
Science and technologies worker	5%	5%	5%
Personnel specialized in sales	4%	5%	4%
Personnel specialized in services	4%	4%	4%
Homemaker	4%	4%	5%
Manual worker	3%	3%	3%
Other	4%	4%	4%
I prefer not to answer	1%	1%	1%
Home Ownership			
Own	69%	69%	69%
Rent	28%	28%	28%
I prefer not to answer	3%	3%	2%

RESPONDENT PROFILE

	Total (n=1,000)	Calgary (n=500)	Edmonton (n=500)
Average Annual Household Income			
\$19,999 or less	4%	4%	4%
Between \$20,000 and \$39,999	11%	10%	12%
Between \$40,000 and \$59,999	13%	13%	14%
Between \$60,000 and \$79,999	12%	10%	15%
Between \$80,000 and \$99,999	13%	12%	13%
Between \$100,000 and \$124,999	13%	14%	11%
Between \$125,000 and \$149,999	9%	9%	9%
\$150,000 or more	13%	14%	11%
I prefer not to answer	12%	13%	11%
Education			
High school, general or vocational (8 to 12 years)	17%	17%	17%
College (pre-university, technical training, certificate, accreditation or advanced diploma)	26%	24%	29%
University certificates and diplomas	8%	9%	6%
University Bachelor (including classical studies)	33%	36%	30%
University Master's degree	12%	11%	14%
University Doctorate (PhD)	3%	2%	4%
I prefer not to answer	1%	1%	<1%

RESPONDENT PROFILE

	Total (n=1,000)	Calgary (n=500)	Edmonton (n=500)
Marital Status			
Single	32%	32%	31%
Married	48%	49%	46%
Common law	9%	7%	11%
Divorced	7%	6%	8%
Widowed	3%	3%	2%
Separated	2%	1%	2%
I prefer not to answer	<1%	1%	-
Born in Canada			
Yes	79%	77%	81%
No	21%	22%	19%
I don't know	<1%	<1%	-
I prefer not to answer	<1%	<1%	<1%
Tenure in Canada			
	(n=192)	(n=106)	(n=86)
Less than 1 year	1%	-	2%
1 year to 4 years	7%	5%	9%
5 years to 10 years	22%	21%	22%
11 years to 20 years	27%	28%	24%
21 years and more	43%	44%	41%
I don't know	1%	-	2%
I prefer not to answer	1%	2%	-

RESPONDENT PROFILE

	Total (n=1,000)	Calgary (n=500)	Edmonton (n=500)
Visible Minority			
Yes	23%	24%	22%
No	72%	71%	73%
I don't know	3%	3%	2%
I prefer not to answer	2%	2%	2%

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600

EMPLOYEES



185

CONSULTANTS



8

OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



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