



Media Report

Edmonton May Polling

May 2024

Date: 31 / May / 2024

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Methodology



Methodology

Online survey of n=401 Edmonton proper respondents 18 years of age or older, with quotas in place to generate a demographically representative sample that aligns with Statistics Canada estimates.



When

May 22nd, 2024 to May 25th, 2024.



Margin of Error

For comparison purposes, a probability sample of n=401 yields a margin of error no greater than $\pm 4.9\%$ (19 times out of 20) for the total Edmonton sample.



Weighting

Results were weighted according to **age, gender, region, and education** in order to ensure a representative sample of the Edmonton population.

Methodology



Significant Differences

Data in **green** indicate a significantly higher proportion than data in **red** within the same subgroup.

Conversely, data in **red** indicate a significantly lower proportion than data in **green** within the same subgroup.



Rounded Data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

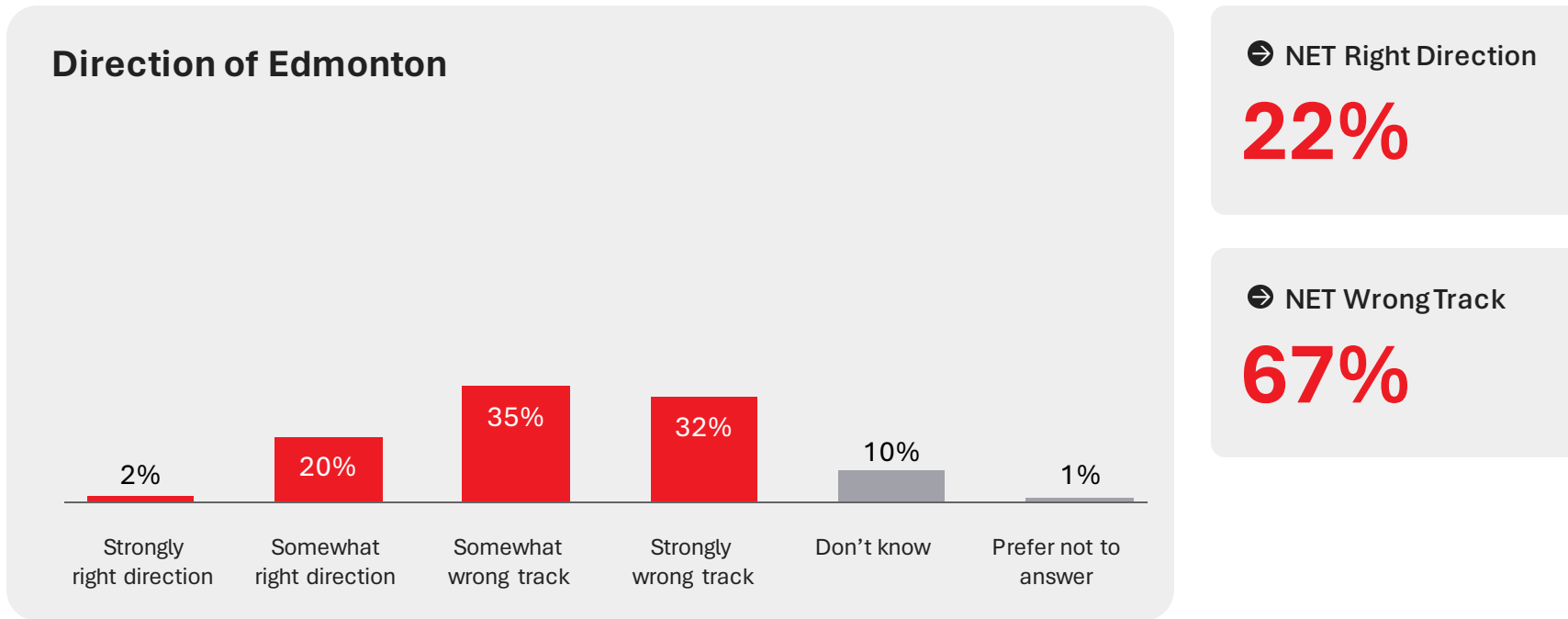
Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice President, at the following e-mail address: aenns@leger360.com

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Attitudes on Key **Issues**

Perspectives on the Direction of Edmonton

Over two-thirds (67%) of Edmontonians believe the direction of Edmonton is off on the wrong track. Edmontonians who would vote for Mayor Amarjeet Sohi are more likely to think Edmonton is headed in the right direction. Those ages 55+ are more likely to think Edmonton is off on the wrong track.



Q. Taking everything into account how do you feel things are going these days in Edmonton? Are things going in the right direction or are they off on the wrong track?

Base: Edmontonians (n=401)

Perspectives on the Direction of Edmonton

By Demographics

	Total (n=401)	Gender		Age		
		Men (n=169)	Women (n=232)	18-34 (n=78)	35-54 (n=159)	55+ (n=164)
NET Right Direction	22%	22%	22%	26%	22%	16%
Strongly right direction	2%	1%	2%	1%	3%	1%
Somewhat right direction	20%	20%	20%	25%	20%	15%
NET Wrong Track	67%	65%	70%	58%	65%	80%
Somewhat wrong track	35%	33%	37%	33%	31%	43%
Strongly wrong track	32%	31%	33%	25%	34%	37%
Don't know	10%	12%	7%	14%	10%	4%
Prefer not to answer	1%	1%	1%	1%	2%	-

% significantly higher than %

Q. Taking everything into account how do you feel things are going these days in Edmonton? Are things going in the right direction or are they off on the wrong track?

Base: Edmontonians

Perspectives on the Direction of Edmonton

By Voting Intention

	Total (n=401)	Municipal Voting Intentions		Provincial Voting Intentions	
		Mayor Amarjeet Sohi (n=69)	Someone else (n=170)	Alberta NDP (n=202)	UCP (n=98)
NET Right Direction	22%	40%	20%	18%	28%
Strongly right direction	2%	2%	1%	1%	3%
Somewhat right direction	20%	38%	19%	16%	25%
NET Wrong Track	67%	50%	77%	72%	66%
Somewhat wrong track	35%	30%	34%	36%	30%
Strongly wrong track	32%	20%	43%	36%	35%
Not sure	10%	8%	2%	10%	6%
Prefer not to answer	1%	2%	1%	1%	-

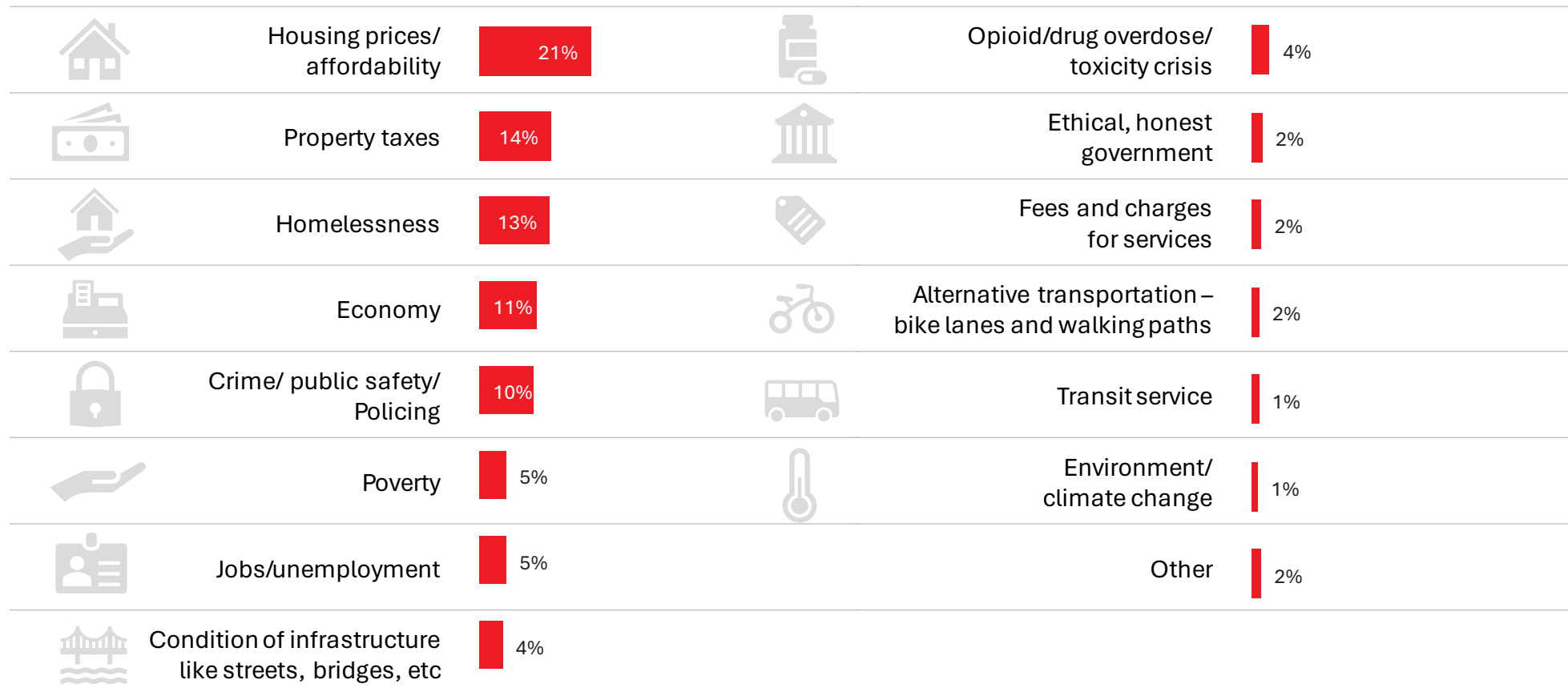
% significantly higher than %

Q. Taking everything into account how do you feel things are going these days in Edmonton? Are things going in the right direction or are they off on the wrong track?

Base: Edmontonians

Priority of Issues

Issues related to housing are important to Edmontonians. Just over one-in-five Edmontonians note their top issue is housing prices/affordability (21%). Other issues important to Edmontonians include property taxes (14%), homelessness (13%), and economy (11%).



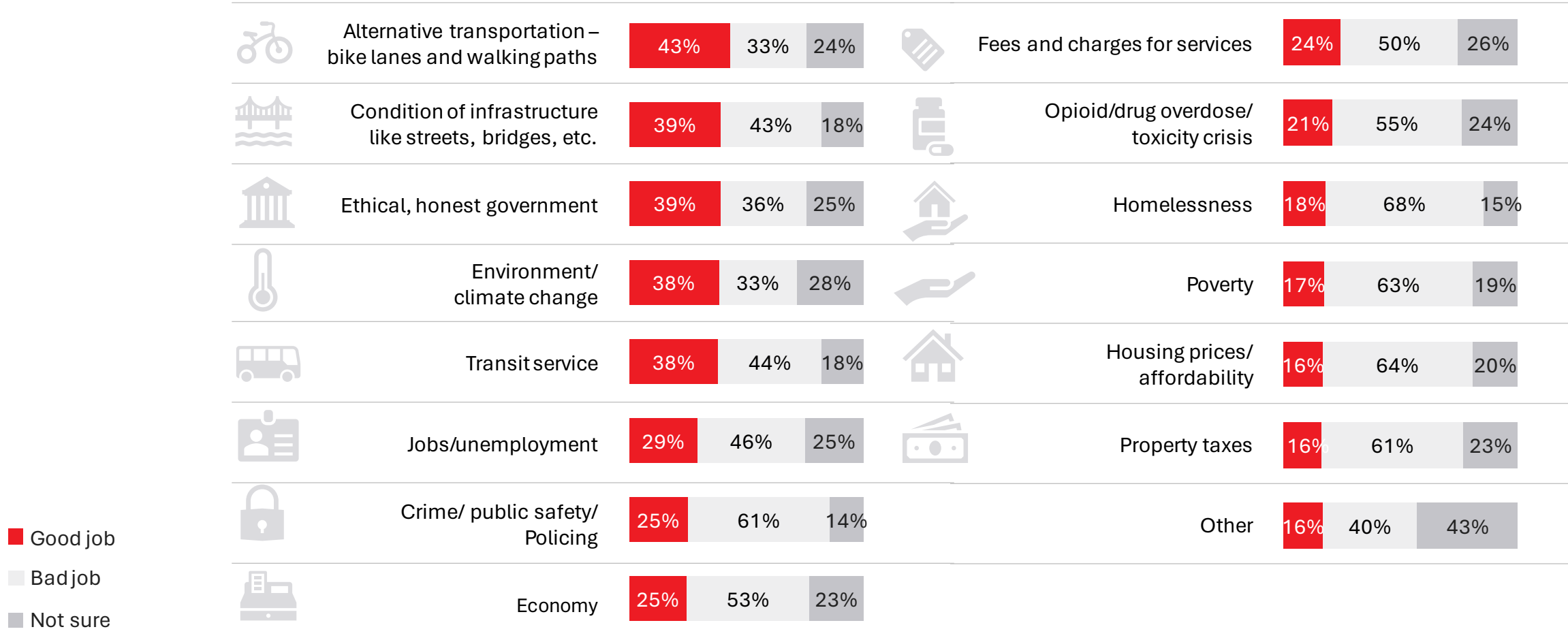
Q. In your view, what is the most important issue facing Edmonton today that you feel the Mayor and Council should be focused on ?

Base: Edmontonians (n=401)

Not sure (4%) not shown

Approval Rating of Current Mayor on Key Issues

Edmontonians believe Mayor Amarjeet Sohi is doing the best job in the areas of alternative transportation (43%), condition of infrastructure (39%), and ethical, honest government (39%). Areas where they believe the Mayor is doing the poorest job include property taxes (16%) and housing prices/affordability (16%).

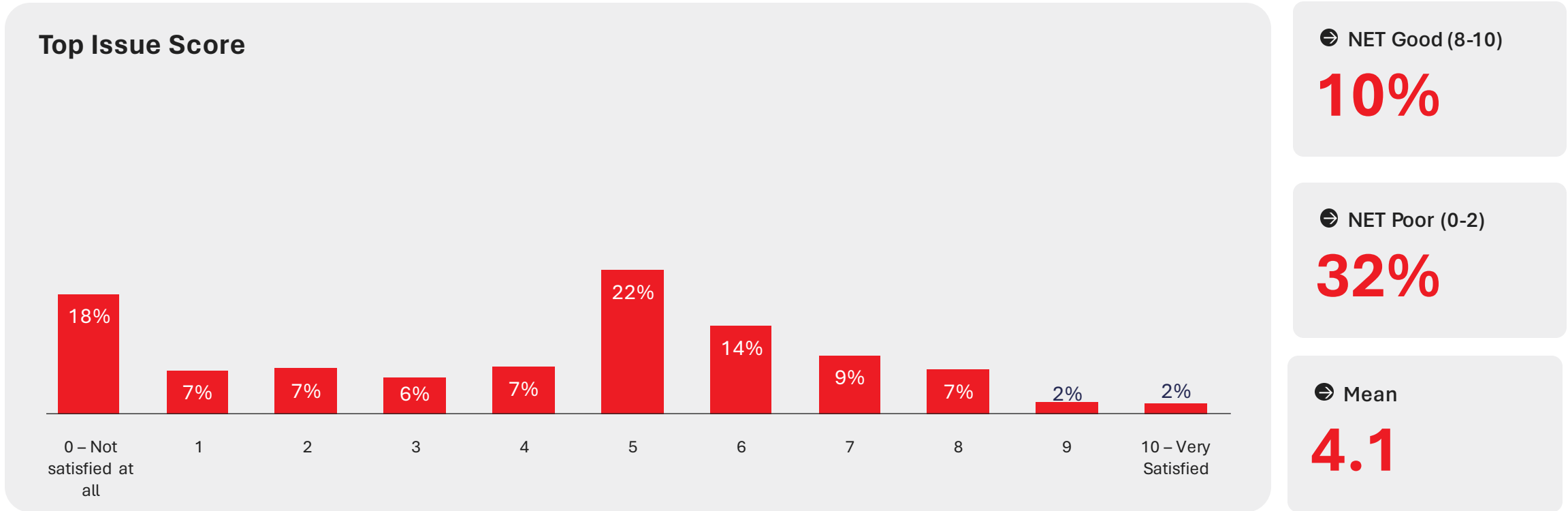


Q. Do you think Mayor Amarjeet Sohi has done a good job or a bad job handling each of the following issues in Edmonton?

Base: Edmontonians (n=401)

Satisfaction on Quality of Work Being done by Mayor on Personal Top Issue

Just over three-in-ten (32%) Edmontonians believe Mayor Amarjeet Sohi is doing a poor job on their top issue, compared to just one-in-ten (10%) who believe he is doing a good job. On average, Edmontonians provide a 4.1 out of 10 approval rating on their top issue.



Q. On a scale of 0 to 10, where 0 means you are not satisfied at all and 10 means you are very satisfied, how satisfied are you overall with the quality of work being done by Mayor Amarjeet Sohi on your most important issue?

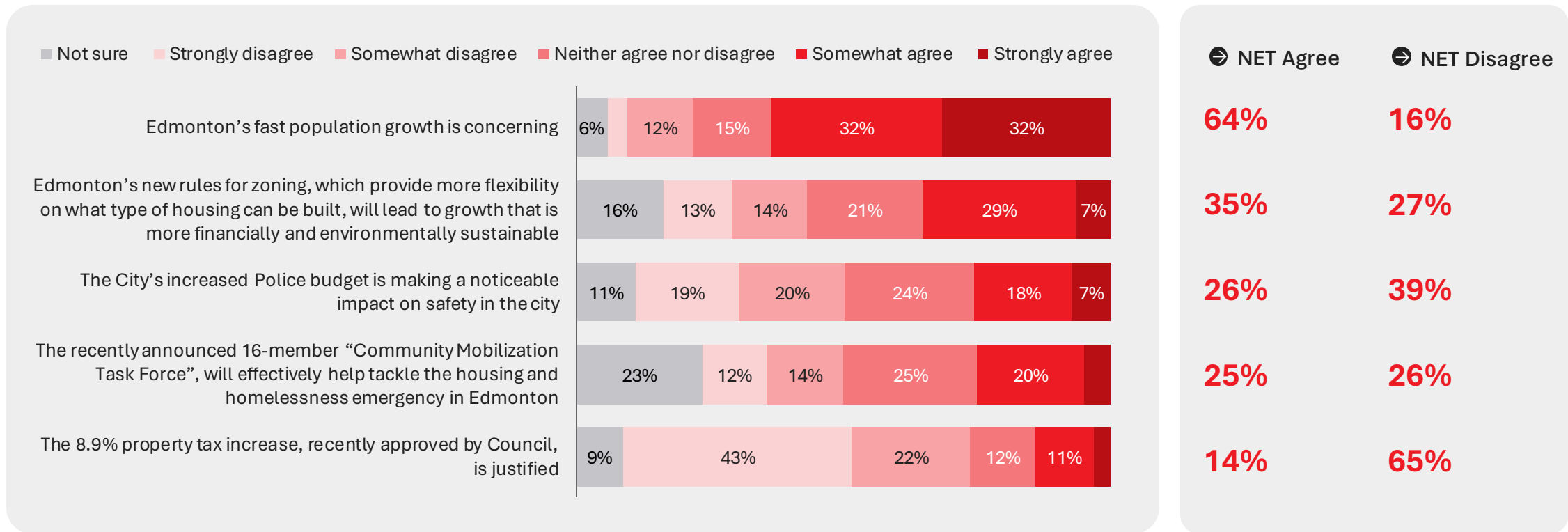
Base: Edmontonians (n=401)

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Perspectives on Government Action

Perspectives on Municipal Actions

Over three-in-five (64%) Edmontonians believe that Edmonton’s fast population growth is concerning. Few (14%) Edmontonians believe the 8.9% property tax increase recently approved by Council is justified.



Q. How much do you agree or disagree that each of the following?

Base: Edmontonians (n=401)

Responses 4% or less not labelled

Attitudes on Bill 20, the Municipal Statutes Amendment Act

By Demographics

% Agree	Total (n=401)	Gender		Age		
		Men (n=169)	Women (n=232)	18-34 (n=78)	35-54 (n=159)	55+ (n=164)
Edmonton's fast population growth is concerning	64%	60%	67%	50%	65%	76%
Edmonton's new rules for zoning, which provide more flexibility on what type of housing can be built, will lead to growth that is more financially and environmentally sustainable	35%	32%	39%	44%	29%	35%
The City's increased Police budget is making a noticeable impact on safety in the city	26%	26%	25%	26%	18%	35%
The recently announced 16-member "Community Mobilization Task Force", will effectively help tackle the housing and homelessness emergency in Edmonton	25%	22%	28%	29%	26%	20%
The 8.9% property tax increase, recently approved by Council, is justified	14%	16%	12%	21%	10%	13%

% significantly higher than %

Q. How much do you agree or disagree with each of the following?

Base: Edmontonians

Attitudes on Bill 20, the Municipal Statutes Amendment Act

By Voting Intention

% Agree	Total (n=401)	Municipal Voting Intentions		Provincial Voting Intentions	
		Mayor Amarjeet Sohi (n=69)	Someone else (n=170)	Alberta NDP (n=202)	UCP (n=98)
Edmonton's fast population growth is concerning	64%	59%	69%	63%	72%
Edmonton's new rules for zoning, which provide more flexibility on what type of housing can be built, will lead to growth that is more financially and environmentally sustainable	35%	65%	27%	44%	32%
The City's increased Police budget is making a noticeable impact on safety in the city	26%	29%	33%	24%	34%
The recently announced 16-member "Community Mobilization Task Force", will effectively help tackle the housing and homelessness emergency in Edmonton	25%	50%	20%	31%	21%
The 8.9% property tax increase, recently approved by Council, is justified	14%	37%	9%	20%	9%

% significantly higher than %

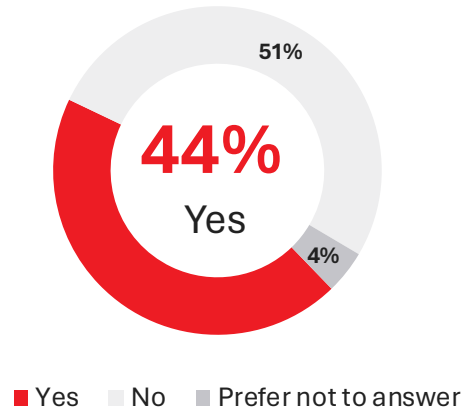
Q. How much do you agree or disagree with each of the following?

Base: Edmontonians

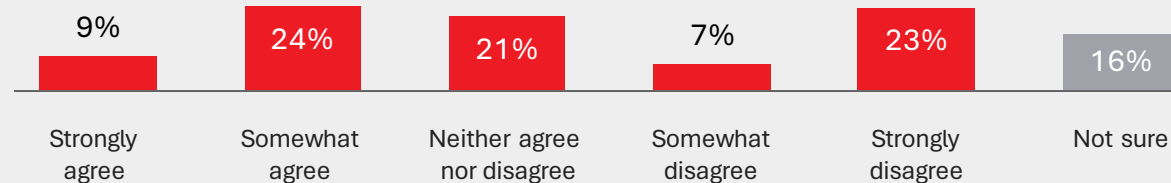
Awareness and Attitudes on Bill 20, the Municipal Statutes Amendment Act

More than two-in-five (44%) Edmontonians are aware of Bill 20, the Municipal Statutes Amendment Act, recently announced by the Provincial government. Edmontonians are split on if they agree (33%) or disagree (30%) if the Bill will be beneficial to municipalities and Albertans. Edmontonians (ages 55+) are more likely to be aware of the bill and disagree it will be beneficial to municipalities and Albertans. UCP voters are more likely to agree that Bill 20 will be beneficial to municipalities and Albertans.

Aware of Bill 20



Attitudes on Bill 20



➔ NET Agree

33%

➔ NET Disagree

30%

Q. As you may have heard, the Province of Alberta recently announced a new Alberta government bill that seeks to give cabinet new powers to compel city councils to amend or repeal municipal bylaws and remove councillors, while also allowing party affiliations to be listed on municipal election ballots. This bill is known as the Municipal Affairs Statutes Amendment, or Bill 20. Do you recall reading seeing, or hearing anything about the Municipal Affairs Statutes Amendment, or Bill 20? **Q.** As you may have heard, Bill 20, the Municipal Affairs Statutes Amendment Act, 204, was introduced on April 25, 2024. The goal of this bill is to enhance the integrity of local elections, strengthen Albertans’ trust in local democracy and help municipalities accelerate housing development. How much do you agree or disagree this would be beneficial to municipalities and Albertans?

Awareness and Attitudes on Bill 20, the Municipal Statutes Amendment Act

By Demographics

	Total (n=401)	Gender		Age		
		Men (n=169)	Women (n=232)	18-34 (n=78)	35-54 (n=159)	55+ (n=164)
Awareness						
Yes	44%	52%	37%	25%	42%	67%
No	51%	45%	57%	65%	56%	32%
Prefer not to answer	4%	3%	6%	10%	2%	1%
Attitudes						
NET Agree	33%	33%	33%	34%	35%	30%
Strongly agree	9%	10%	9%	8%	11%	8%
Somewhat agree	24%	23%	24%	26%	24%	21%
Neither agree nor disagree	21%	19%	23%	26%	23%	13%
NET Disagree	30%	37%	25%	21%	27%	45%
Somewhat disagree	7%	7%	8%	10%	6%	7%
Strongly disagree	23%	30%	17%	11%	22%	38%
Not sure	16%	12%	19%	19%	15%	12%

% significantly higher than %

Q. As you may have heard, the Province of Alberta recently announced a new Alberta government bill that seeks to give cabinet new powers to compel city councils to amend or repeal municipal bylaws and remove councilors, while also allowing party affiliations to be listed on municipal election ballots. This bill is known as the Municipal Affairs Statutes Amendment, or Bill 20. Do you recall reading seeing, or hearing anything about the Municipal Affairs Statutes Amendment, or Bill 20? **Q.** As you may have heard, Bill 20, the Municipal Affairs Statutes Amendment Act, 2024, was introduced on April 25, 2024. The goal of this bill is to enhance the integrity of local elections, strengthen Albertans’ trust in local democracy and help municipalities accelerate housing development. How much do you agree or disagree this would be beneficial to municipalities and Albertans?

Awareness and Attitudes on Bill 20, the Municipal Statutes Amendment Act

By Voting Intention

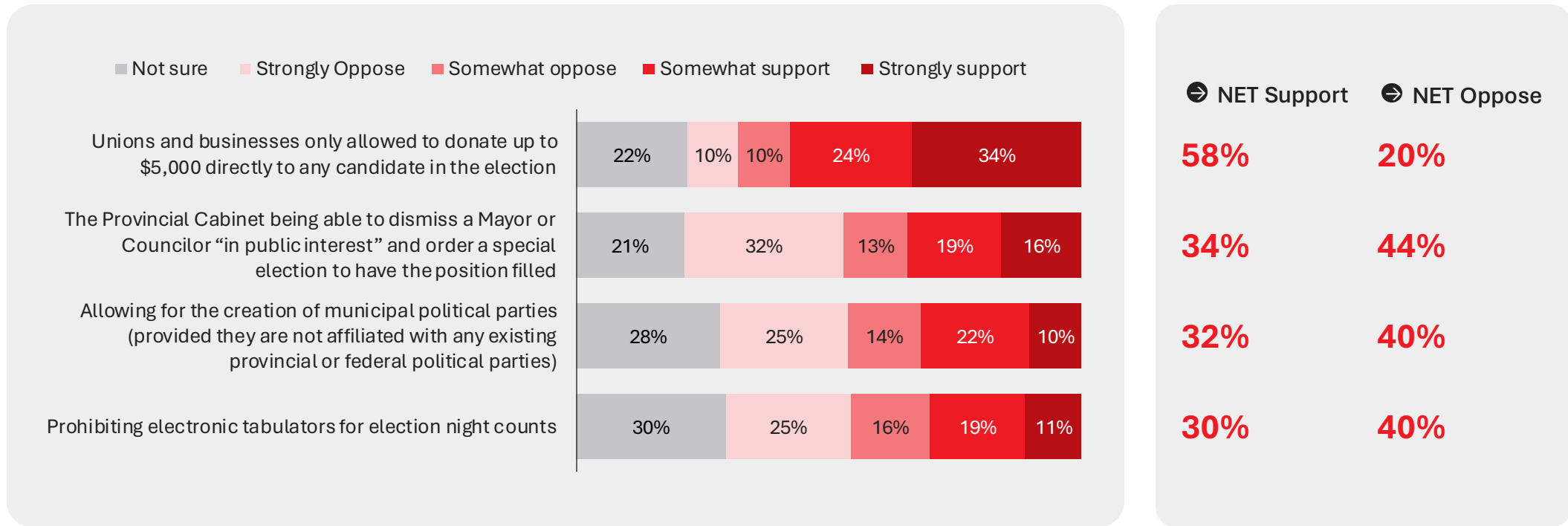
	Total (n=401)	Municipal Voting Intentions		Provincial Voting Intentions	
		Mayor Amarjeet Sohi (n=69)	Someone else (n=170)	Alberta NDP (n=202)	UCP (n=98)
Awareness					
Yes	44%	51%	54%	53%	47%
No	51%	46%	43%	45%	48%
Prefer not to answer	4%	3%	3%	1%	5%
Attitudes					
NET Agree	33%	36%	39%	22%	57%
Strongly agree	9%	6%	14%	7%	19%
Somewhat agree	24%	30%	26%	15%	38%
Neither agree nor disagree	21%	21%	18%	18%	15%
NET Disagree	30%	38%	34%	49%	7%
Somewhat disagree	7%	4%	9%	9%	4%
Strongly disagree	23%	33%	25%	40%	2%
Not sure	16%	5%	9%	11%	21%

% significantly higher than %

Q. As you may have heard, the Province of Alberta recently announced a new Alberta government bill that seeks to give cabinet new powers to compel city councils to amend or repeal municipal bylaws and remove councilors, while also allowing party affiliations to be listed on municipal election ballots. This bill is known as the Municipal Affairs Statutes Amendment, or Bill 20. Do you recall reading seeing, or hearing anything about the Municipal Affairs Statutes Amendment, or Bill 20? **Q.** As you may have heard, Bill 20, the Municipal Affairs Statutes Amendment Act, 204, was introduced on April 25, 2024. The goal of this bill is to enhance the integrity of local elections, strengthen Albertans’ trust in local democracy and help municipalities accelerate housing development. How much do you agree or disagree this would be beneficial to municipalities and Albertans?

Perspectives on Features of Bill 20, the Municipal Statutes Amendment Act

When it comes to Bill 20, Edmontonians are most supportive of unions and businesses only being allowed to donate \$5,000 directly to any election candidate (58% support). Around one-third of Edmontonians are supportive of the other aspects including the provincial government being able to dismiss a Mayor or Councilor (34%), allowing for the creation of municipal political parties (32%) and prohibiting electronic tabulators for election night counts (30%). Those who would vote for someone other than Mayor Amarjeet Sohi are more supportive of all aspects of the Bill apart from allowing for the creation of municipal political parties. UCP voters are also more supportive of all aspects of the bill than NDP voters.



Q. As you may have heard, Bill 20, The Municipal Statutes Amendment Act, mandates many changes in how municipal elections are held. How much do you support or oppose each of the following proposed changes?

Base: Edmontonians (n=401)

Perspectives on Features of Bill 20, the Municipal Statutes Amendment Act

By Demographics

% Support	Total (n=401)	Gender		Age		
		Men (n=169)	Women (n=232)	18-34 (n=78)	35-54 (n=159)	55+ (n=164)
Unions and businesses only allowed to donate up to \$5,000 directly to any candidate in the elections	58%	54%	61%	49%	59%	66%
The Provincial Cabinet being able to dismiss a Mayor or Councilor “in public interest” and order a special election to have the position filled	34%	29%	39%	32%	37%	34%
Allowing for the creation of municipal political parties (provided they are not affiliated with any existing provincial or federal political parties)	32%	31%	33%	33%	37%	24%
Prohibiting electronic tabulators for election night counts	30%	30%	30%	27%	36%	25%

% significantly higher than %

Q. As you may have heard, Bill 20, The Municipal Statutes Amendment Act, mandates many changes in how municipal elections are held. How much do you support or oppose each of the following proposed changes?

Base: Edmontonians

Perspectives on Features of Bill 20, the Municipal Statutes Amendment Act

By Voting Intention

% Support	Total (n=401)	Municipal Voting Intentions		Provincial Voting Intentions	
		Mayor Amarjeet Sohi (n=69)	Someone else (n=170)	Alberta NDP (n=202)	UCP (n=98)
Unions and businesses only allowed to donate up to \$5,000 directly to any candidate in the elections	58%	42%	70%	55%	72%
The Provincial Cabinet being able to dismiss a Mayor or Councilor “in public interest” and order a special election to have the position filled	34%	22%	46%	20%	63%
Allowing for the creation of municipal political parties (provided they are not affiliated with any existing provincial or federal political parties)	32%	34%	38%	22%	48%
Prohibiting electronic tabulators for election night counts	30%	22%	41%	16%	47%

% significantly higher than %

Q. As you may have heard, Bill 20, The Municipal Statutes Amendment Act, mandates many changes in how municipal elections are held. How much do you support or oppose each of the following proposed changes?

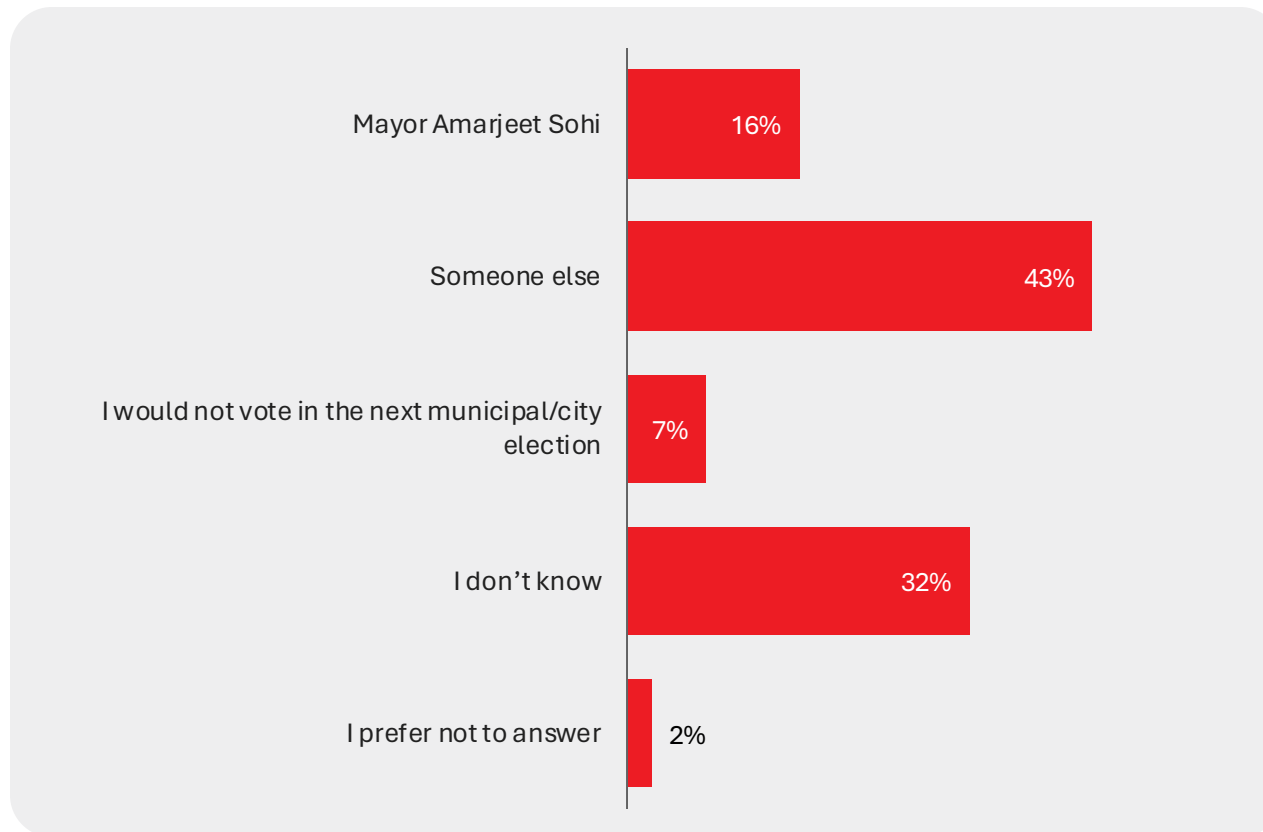
Base: Edmontonians

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Municipal Voting **Intention**

Municipal Voting Intentions

Few (16%) Edmontonians are likely to vote for Mayor Amarjeet Sohi, and over two-in-five (43%) would vote for someone else. Men and Edmontonians ages 35+ are more likely to vote for someone else, rather than Mayor Amarjeet Sohi.



Q. If a municipal/city election were held tomorrow, would you vote for Mayor Amarjeet Sohi or someone else?

Base: Edmontonians (n=401)

Municipal Voting Intentions

By Demographics

	Total (n=401)	Gender		Age		
		Men (n=169)	Women (n=232)	18-34 (n=78)	35-54 (n=159)	55+ (n=164)
Mayor Amarjeet Sohi	16%	18%	14%	18%	16%	12%
Someone else	43%	50%	36%	29%	45%	55%
I would not vote in the next municipal/city election	7%	5%	9%	11%	6%	5%
I don't know	32%	26%	37%	38%	30%	27%
I prefer not to answer	2%	1%	4%	4%	3%	<1%

% significantly higher than %

Q. If a municipal/city election were held tomorrow, would you vote for Amarjeet Sohi or someone else?

Base: Edmontonians

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Sample Profile

Sample Profile

Edmontonians, (Unweighted Base n=401, Weighted Base n=359)

Gender

	Unweighted	Weighted
Man	169	175
Woman	232	184

Age

	Unweighted	Weighted
18-34	78	113
35-54	159	138
55+	164	108

Education

	Unweighted	Weighted
High school or less	82	104
College	117	131
University	200	121

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consultants

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