



Calgary Municipal Polling

September 2025

Date: 3 / October / 2025

Content

Methodology	3
Key Highlights	5
Detailed Results	6
Sample Profile	15

Methodology



Methodology

Online survey among Calgary Proper residents 18 years of age or older: n= 490.

Respondents were randomly recruited using LEO's online panel.



When

Data collection from September 26-28, 2025.



Margin of Error

Since data collection was conducted with non-probability sampling, a margin of error cannot technically be reported. For comparison purposes, a probability sample of n=490 yields a margin of error no greater than $\pm 4.4\%$ (19 times out of 20) for the total Calgary Proper sample.



Weighting

Results were weighted according to **age, gender, and education** to ensure a representative sample of the population of Calgary.

Methodology



Significant Differences

Data in green / red indicates a significantly higher / lower proportion than the total excluding the subgroup in question.

▲ Statistically significantly higher than previous wave

▼ Statistically significantly lower than previous wave



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 Allison Watson, Vice-President, Western Canada Public Affairs and Communications at the following e-mail address: awatson@leger360.com

Key Highlights

Some **key highlights** from the omnibus include...

Perceived Direction of Calgary

- Nearly six-in-ten (56%) believe Calgary is on the wrong track, while one-third (33%) believe it is headed in the right direction.
- Those aged 18-34 (43%) and likely voters (37%) are more likely to believe it is headed in the right direction.

Mayoral Election Voting Likelihood:

- 55% report they will 'definitely' vote, while a further 17% are 'very likely' to vote, for a total of 72% likely voters.
- Those aged 55+ (85%) and those with incomes of \$100k+ (84%) are more likely to report they are likely to vote. These same groups are also more likely to report they will definitely vote.

Mayoral Voting Intention:

- Voting intention among Calgary residents remains divided: Farkas leads with 16% and is closely followed by Gondek with 14%. Sharp (11%), Davison (8%), and Thiessen (4%) round out the top 5 candidates.
- 35% of residents report that they are unsure or undecided regarding their voting intentions, fewer than in August 2025 (45%)

Awareness of Mayoral Candidates:

- Gondek leads in awareness with 72% and is followed by Farkas with 58%. Sharp (52%), Davison (48%), and Thiessen (39%) round out the top 5; all three have experienced significant awareness increases since August 2025.

Mayoral Candidate Approval

- Among residents aware of each candidate; Farkas leads in approval with 48% and is closely followed by Davison (47%) and Sharp (44%). Residents are less positive regarding Gondek (36%) and Thiessen (33%), though the latter has seen improvements since August 2025.

Top Voting Issues

- Lowering taxes (42%), reducing spending and fiscal restraint (27%), and reducing poverty (23%) remain the top issues cited by Calgary residents as important heading into the upcoming mayoral election.

Perceptions of Balancing Taxes with Public Services & Municipal Political Parties

- More than half (53%) believe that maintaining current tax levels and reducing public services is favourable, while only one-third (32%) are in favour of slightly increasing taxes to provide better services to citizens.
- More than half (51%) report that a candidate being part of a team/party is not important to them, while just above one-third (35%) report that it is important.

1.1

Detailed Results

Perceived Direction of Calgary

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

Base: Calgary Proper Residents (n=490)
I don't know / prefer not to answer (12%) not shown.

			Change vs. Aug 2025 (n=471)
NET Right direction		33%	0
Strongly right direction		6%	+2
Somewhat right direction		27%	-2
NET Wrong Track		56%	-1
Somewhat wrong track		34%	+2
Strongly wrong track		22%	-3

	GENDER			AGE			INCOME			Likely to Vote (n=373)
	Total (n=490)	Men (n=219)	Women (n=271)	18-34 (n=103)	35-54 (n=163)	55+ (n=224)	<\$60k (n=152)	\$60K- <\$100K (n=135)	\$100K+ (n=168)	
NET Right direction	33%	37%	29%	43%	28%	29%	34%	31%	35%	37%
Strongly right direction	6%	8%	3%	11%	5%	2%	7%	4%	6%	7%
Somewhat right direction	27%	29%	26%	32%	24%	26%	27%	27%	29%	30%
NET Wrong Track	56%	55%	56%	45%	59%	61%	49%	64%	58%	57%
Somewhat wrong track	34%	35%	32%	32%	36%	33%	33%	40%	30%	31%
Strongly wrong track	22%	20%	24%	14%	23%	28%	16%	24%	28%	26%

% / % figure is significantly higher / lower than the total.

Mayoral Election Voting Likelihood

Q. As you may know, the next Municipal Elections will be held in Calgary on October 20th, 2025 (with advance voting from October 6th-11th, 2025). How likely do you think it is that you will vote in this municipal election?

Base: Calgary Proper Residents (n=490)

Change vs. Aug 2025
(n=471)

Definitely	55%	NET LIKELY: 72%	-1
Very likely	16%		-3
Somewhat likely	12%		0
Probably not	5%		+1
I won't vote	6%		+3▲
Don't know / Undecided	6%		0

	GENDER			AGE			INCOME		
	Total (n=490)	Men (n=219)	Women (n=271)	18-34 (n=103)	35-54 (n=163)	55+ (n=224)	<\$60k (n=152)	\$60K-<\$100K (n=135)	\$100K+ (n=168)
NET Likely (definitely/very)	72%	74%	69%	58%	71%	85%	61%	71%	84%
Definitely	55%	57%	54%	39%	55%	69%	42%	53%	73%
Very likely	16%	17%	15%	18%	15%	16%	19%	18%	12%
Somewhat likely	12%	14%	10%	19%	12%	5%	17%	15%	5%
Probably not	5%	2%	7%	10%	2%	3%	7%	7%	2%
I won't vote	6%	6%	6%	6%	9%	3%	9%	4%	4%
Don't know / Undecided	6%	4%	8%	8%	6%	4%	6%	4%	5%

▲ Statistically significantly higher than previous wave
▼ Statistically significantly lower than previous wave

% / % figure is significantly higher / lower than the total.

Awareness of Mayoral Candidates

Q. The following is a list of individuals who have declared their intention to run for Mayor of Calgary. Please indicate which ones, if any, you have heard of before today?

Base: Calgary Proper Residents (n=490)

	% Aware		Among Those Likely to Vote	Change vs. Aug 2025 (n=471)
Jyoti Gondek	72%		79%	-2
Jeromy Farkas	58%		69%	-2
Sonya Sharp	52%		60%	+9 ▲
Jeff Davison	48%		59%	+7 ▲
Brian Thiessen	39%		46%	+17 ▲
Jeffery Clauson	9%		8%	+7 ▲
Jaeger Gustafson	8%		9%	+5 ▲
Grant Prior	6%		7%	+3 ▲
I haven't heard of any of them before today	11%		4%	-4

▲ Statistically significantly higher than previous wave
▼ Statistically significantly lower than previous wave
% / % figure is significantly higher / lower than the total.

Mayoral Candidate Approval

Q. Would you say that you generally have a positive or negative impression of each of these mayoral candidates?

Base: Calgary Proper Residents who are aware of the candidate in question (n=varies)
Results shown only for candidates who received 10% or greater total awareness.

	% Positive	Among Those Likely to Vote	Change vs. Aug 2025
Jeromy Farkas (n=315)	48%	52%	-1
Jeff Davison (n=252)	47%	48%	0
Sonya Sharp (n=277)	44%	47%	-4
Jyoti Gondek (n=377)	36%	38%	-1
Brian Thiessen (n=208)	33%	37%	+6 ▲

Mayoral Voting Intention

Q. If the Municipal election were held in Calgary tomorrow, for which candidate for Mayor are you most likely to vote?

Base: Calgary Proper Residents (n=490)

		Change vs. Aug 2025 (n=471)
Jeromy Farkas	16%	+2
Jyoti Gondek	14%	-1
Sonya Sharp	11%	+3
Jeff Davison	8%	+2
Brian Thiessen	4%	+1
Jeffery Clauson	3%	+1
Grant Prior	2%	+1.5 ▲
Jaeger Gustafson	<1%	-0.5
Someone else	1%	-1
I don't know / Undecided	35%	-10 ▼
I won't vote	7%	+3 ▲

▲ Statistically significantly higher than previous wave
▼ Statistically significantly lower than previous wave
% / % figure is significantly higher / lower than the total.

Mayoral Voting Intention (Breakdown)

Q. If the Municipal election were held in Calgary tomorrow, for which candidate for Mayor are you most likely to vote?

Responses receiving 3% or more total voting intention are shown.

Base: Calgary Proper Residents

	GENDER			AGE			INCOME		
	Total (n=490)	Men (n=219)	Women (n=271)	18-34 (n=103)	35-54 (n=163)	55+ (n=224)	<\$60k (n=152)	\$60K-<\$100K (n=135)	\$100K+ (n=168)
Jeromy Farkas	16%	16%	16%	10%	11%	25%	10%	20%	19%
Jyoti Gondek	14%	15%	12%	17%	11%	14%	10%	18%	15%
Sonya Sharp	11%	13%	10%	9%	12%	13%	12%	14%	9%
Jeff Davison	8%	9%	8%	7%	10%	7%	6%	12%	9%
Brian Thiessen	4%	5%	3%	1%	7%	3%	4%	2%	6%
Jeffery Clauson	3%	5%	1%	9%	1%	1%	4%	2%	5%
I don't know / Undecided	35%	27%	42%	33%	37%	33%	38%	25%	33%
I won't vote	7%	7%	6%	9%	9%	2%	13%	4%	3%

	Voting Likelihood		City Trajectory	
	Total (n=490)	Likely (n=373)	Right Direction (n=162)	Wrong Track (n=276)
Jeromy Farkas	16%	20%	9%	21%
Jyoti Gondek	14%	16%	30%	6%
Sonya Sharp	11%	13%	10%	14%
Jeff Davison	8%	10%	5%	12%
Brian Thiessen	4%	5%	7%	3%
Jeffery Clauson	3%	3%	7%	2%
I don't know / Undecided	35%	29%	23%	37%
I won't vote	7%	1%	4%	3%

% / % figure is significantly higher / lower than the total.

Top Voting Issues

Q. The next Mayor and council are going to be required to address a number of priority issues when they take over. Please choose the three most important priorities for the incoming Mayor and Council from the following. *(Select three priorities)*

Base: Calgary Proper Residents (n=490). 'None of the above' (1%) not shown. 'Safety in the downtown core' new in Sep 2025.

		Among Those Likely to Vote	Change vs. Aug 2025 (n=471)
Lowering taxes	42%	39%	-1
Reducing spending and fiscal restraint	27%	30%	+2
Safety in the downtown core	23%	26%	n/a
Reducing poverty	23%	19%	0
Improving and expanding public transit infrastructure	20%	23%	+1
Improving the availability of low income or social housing in your community	20%	19%	0
Improving roadway infrastructure	19%	20%	-2
Reducing the size and cost of municipal government	18%	22%	+2
Support for business and economic growth	15%	14%	-5 ▼
Improving the delivery of basic services like garbage pick up and snow clearing	14%	13%	-2
Promoting economic diversification	14%	14%	+1
Improving the lives of vulnerable communities in your community	11%	11%	+1
Improving the relationship with the Provincial Government	8%	9%	-2
Infill housing and redevelopment	8%	8%	-3
Reducing greenhouse gas emission and mitigating the impact of climate change	8%	6%	+2
Attracting new businesses to locate into your community	8%	7%	-4 ▼
Engaging with citizens	7%	8%	-2
Building stronger relationships with racial communities	5%	4%	+2
Providing better supports for newcomers	3%	2%	0
Reconciliation with Indigenous communities	2%	1%	-2
Attracting more people to move to your community	2%	1%	-2

▲ Statistically significantly higher than previous wave

▼ Statistically significantly lower than previous wave

% / % figure is significantly higher / lower than the total.

Perceptions of **Balancing Taxes with Public Services & Municipal Political Parties**

Q. What is more important to you?

Base: Calgary Proper Residents

	GENDER			AGE			INCOME			Likely to Vote (n=373)
	Total (n=490)	Men (n=219)	Women (n=271)	18-34 (n=103)	35-54 (n=163)	55+ (n=224)	<\$60k (n=152)	\$60 K- <\$100K (n=135)	\$100K+ (n=168)	
Maintaining current tax levels and reducing public services	53%	57%	48%	48%	58%	50%	52%	54%	52%	53%
Slightly increasing taxes to provide better services to citizens	32%	34%	30%	37%	28%	31%	28%	35%	36%	34%
I don't know	16%	9%	21%	14%	14%	19%	20%	11%	13%	12%

Q. This is the first municipal election where candidates can run with a political party or a list. Is it important to you that your candidate is part of a team, or is that not important to you?

Base: Calgary Proper Residents

	GENDER			AGE			INCOME			Likely to Vote (n=373)
	Total (n=490)	Men (n=219)	Women (n=271)	18-34 (n=103)	35-54 (n=163)	55+ (n=224)	<\$60k (n=152)	\$60 K- <\$100K (n=135)	\$100K+ (n=168)	
Yes, it is important to me	35%	32%	37%	44%	34%	27%	35%	38%	32%	36%
No, it is not important to me	51%	59%	43%	43%	47%	61%	49%	47%	58%	56%
I don't know	15%	9%	20%	13%	19%	12%	16%	15%	10%	8%

% / % figure is significantly higher / lower than the total.

Sample Profile

Sample Profile

Calgary Proper Residents (Unweighted Base n=490; Weighted Base n=487)

Gender		
	Unweighted	Weighted
Men	219	239
Women	271	249

Income		
	Unweighted	Weighted
<\$60k	152	175
\$60k-<\$100k	135	124
\$100k+	168	158

Voting Likelihood		
	Unweighted	Weighted
NET Likely	373	349
Somewhat Likely	46	58
NET Unlikely	46	52

Age		
	Unweighted	Weighted
18-34	103	144
35-54	163	178
55+	244	166

Our services

Leger
Marketing research and polling

Customer Experience (CX)
Strategic and operational customer experience consulting services

Leger Analytics (LEA)
Data modelling and analysis

Leger Opinion (LEO)
Panel management

Leger Communities
Online community management

Leger Digital
Digital strategy and user experience

International Research
Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

MONTREAL | QUEBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK



Data-driven intelligence for a changing world.

leger360.com