



Leger

THE LARGEST CANADIAN-OWNED
POLLING, MARKET RESEARCH
AND ANALYTICS FIRM

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Report

Mayoral Voting Intentions

September 2021

DATE 2021-09-22

Leger

We know Canadians



METHODOLOGY

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STUDY POPULATION

- Edmontonians (Edmonton Proper), aged 18 years and older.

DATA COLLECTION

- A total of n=400 online surveys were conducted via Leger's LEO Panel.
- Interviews were conducted from September 3rd – 6th, 2021.
- 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 $\pm 4.9\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age and gender, 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 bold **red** characters indicate a significant lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents at 95%/99% confidence.



WHAT WE ARE HEARING

WHAT WE ARE HEARING HEADING INTO OCTOBER...



Edmontonians are divided

“Edmonton is moving in the RIGHT DIRECTION!” vs. “Edmonton is moving in the “WRONG DIRECTION!”



Edmontonians say they will be at the polls on October 18th, 2021



One-third of Edmontonians are still deciding how they will vote

“Those are a lot of minds that need help deciding which way to go!”



Sohi appears to have the popular vote (among decided voters) at the moment, but Nickel is picking up more support (particularly among those previously undecided)

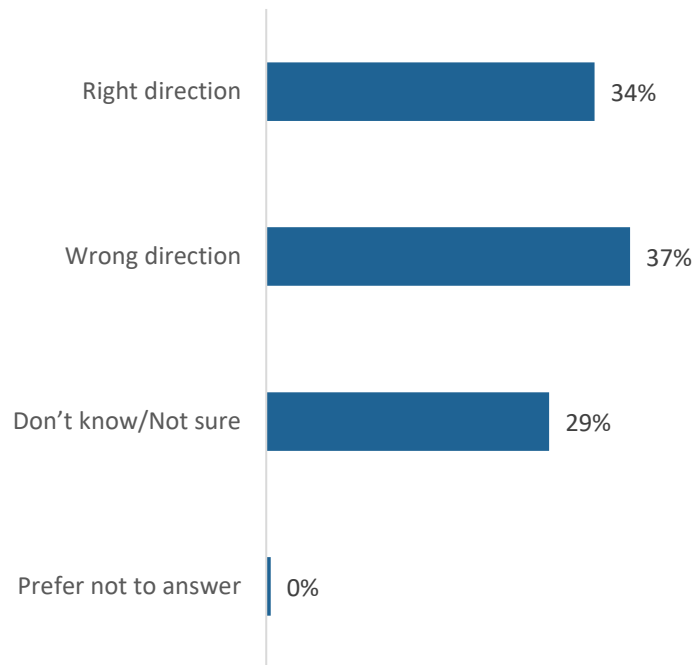


Economic recovery and stability are key priorities for Edmontonians



DETAILED RESULTS

Edmontonians are divided in their opinions on whether Edmonton is heading in the right or wrong direction.

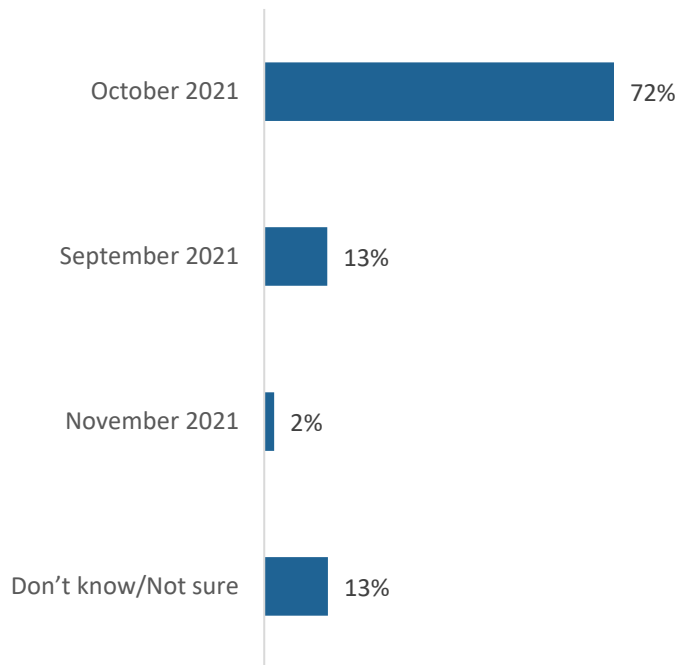


	Total (n=400)	Male (n=189)	Female (n=211)	18-34 (n=97)	35-54 (n=153)	55+ (n=150)
Right direction	34%	36%	31%	35%	31%	35%
Wrong direction	37%	39%	35%	36%	39%	36%
Don't know/Not sure	29%	24%	33%	28%	30%	28%
Prefer not to answer	<1%	<1%	<1%	1%	-	1%

Base: Edmontonians (n=400)

Q1. Taking everything into account, do you believe that Edmonton is heading in the right direction, or the wrong direction?

Nearly three-quarters of Edmontonians are aware the municipal election is happening in October 2021.

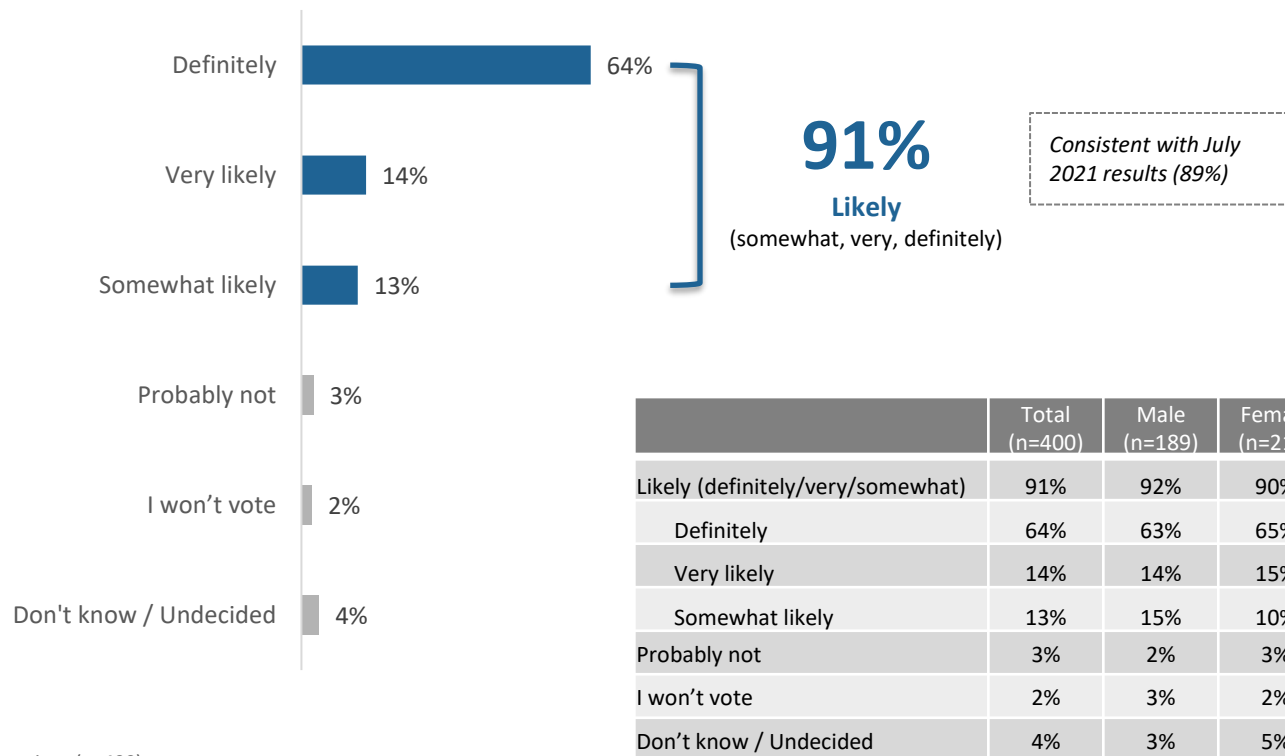


	Total (n=400)	Male (n=189)	Female (n=211)	18-34 (n=97)	35-54 (n=153)	55+ (n=150)
October 2021	72%	73%	71%	64%	71%	82%
September 2021	13%	12%	14%	13%	15%	11%
November 2021	2%	2%	2%	5%	1%	1%
Don't know/Not sure	13%	13%	13%	18%	13%	7%

Base: Edmontonians (n=400)

Q2. To the best of your knowledge, when is the next Municipal elections happening in Alberta?

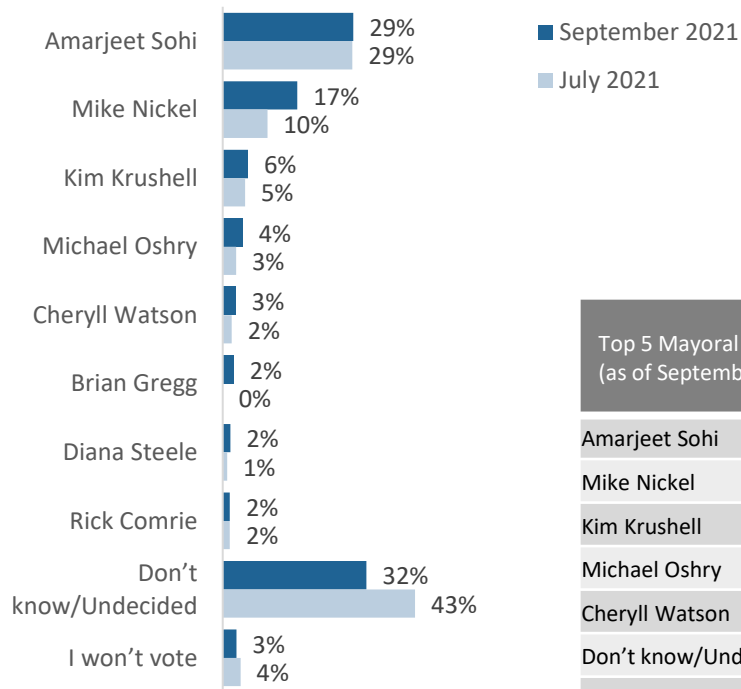
Nine-in-ten Edmontonians are likely to get out and vote on October 18th, 2021.



Base: Edmontonians (n=400)

Q3. As you may know, the next Municipal Elections will be held in Alberta on October 18th, 2021, about a month from now. How likely do you think it is that you will vote in that municipal election?

One-third of Edmontonians are undecided in how they will vote come October 18th, 2021. Among those decided, the greatest proportion cite Amarjeet Sohi as having their vote.

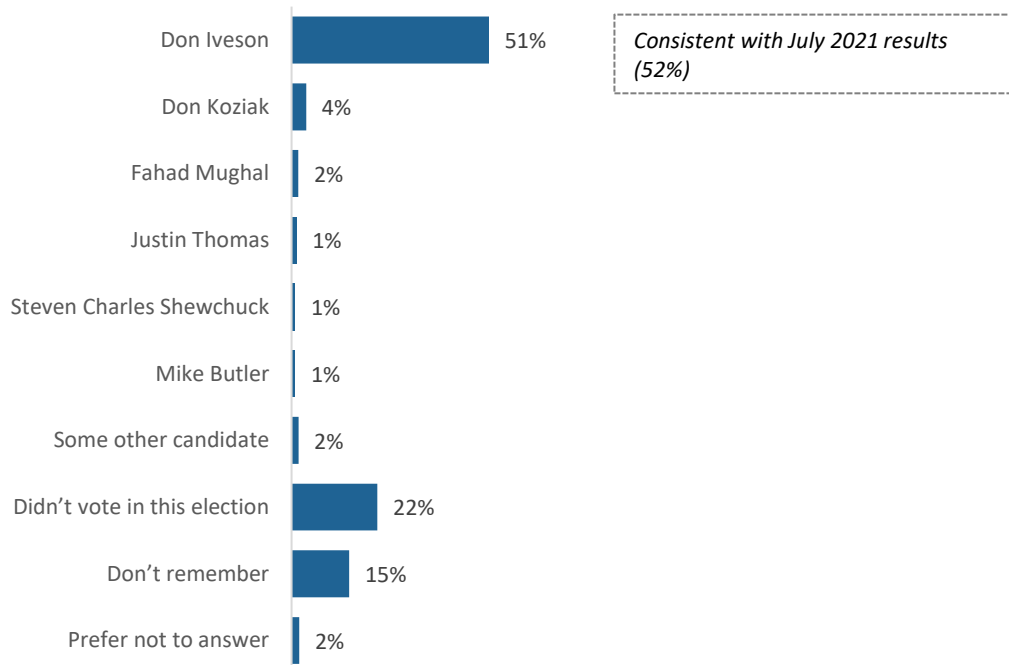


While Sohi continues to garner the greatest proportion of decided voters, it appears Nickel is gaining more support while all other candidates remain consistent.

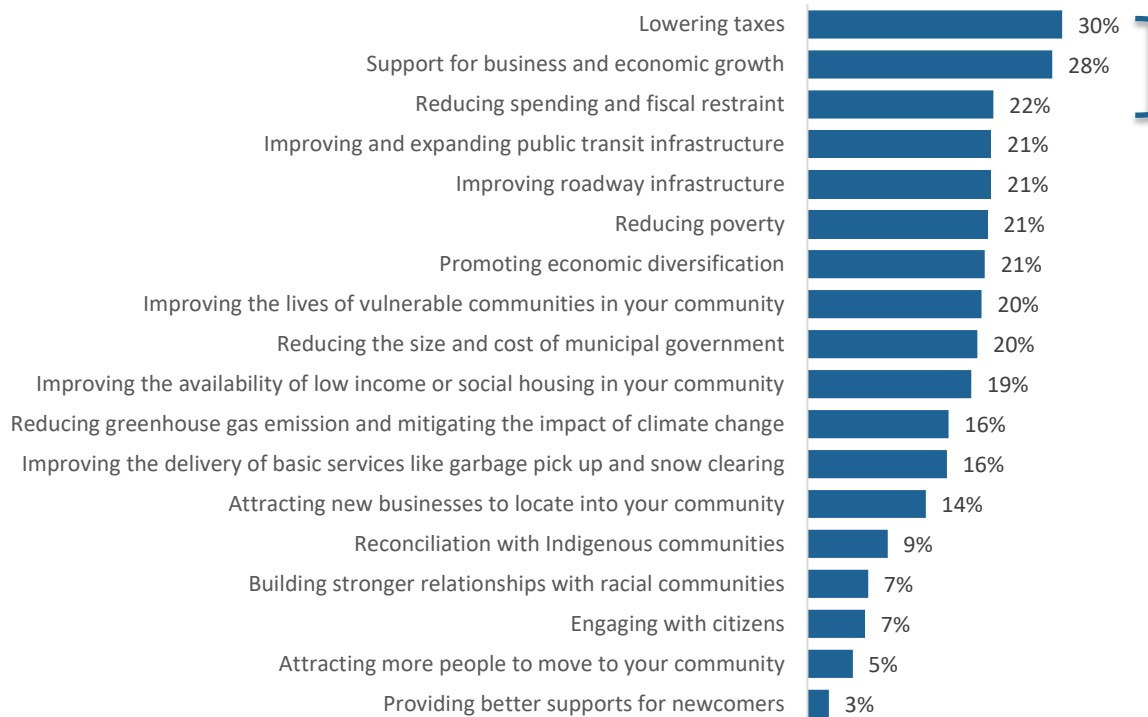
Those previously undecided in July 2021 appear to have shifted to Nickel in September 2021.

Top 5 Mayoral Candidates (as of September 2021)	Total (n=400)	Previously voted for Don Iveson (n=205)	Male (n=189)	Female (n=211)	18-34 (n=97)	35-54 (n=153)	55+ (n=150)
Amarjeet Sohi	29%	46%	30%	28%	38%	28%	20%
Mike Nickel	17%	6%	21%	12%	11%	18%	22%
Kim Krushell	6%	9%	5%	6%	3%	4%	11%
Michael Oshry	4%	4%	5%	4%	2%	5%	6%
Cheryll Watson	3%	3%	4%	2%	4%	2%	4%
Don't know/Undecided	32%	27%	23%	41%	30%	35%	32%
I won't vote	3%	-	4%	2%	3%	4%	2%

Half of Edmontonians indicate they voted for Don Iveson in the last Municipal election.



Edmontonians feel that lowering taxes, support for business and economic growth, and reducing spending and fiscal restraint, should be the top three priorities for council after the election.



Top 3 Priorities in 2021

compared to Top 3 Priorities in October 2017...

- Reducing the tax burden on Edmontonians
- Improving social issues like poverty and homelessness
- Improving the road conditions in the City

Edmontonians minds are on economic recovery and stability in 2021.



RESPONDENT PROFILE

RESPONDENT PROFILE

	Edmontonians (n=400)
Gender	
Male	50%
Female	50%
Age	
Between 18 and 24	10%
Between 25 and 34	25%
Between 35 and 44	18%
Between 45 and 54	16%
Between 55 and 64	15%
Between 65 and 74	12%
75 or older	3%
Children in Household	
Children in household	31%
12 years of age and older only	7%
12 years of age and older and younger than 12 years old	5%
Younger than 12 years old only	20%
No children under 18 years old at all in the household	68%
I prefer not to answer	1%

	Edmontonians (n=400)
Employment	
Working full time	50%
Working part time	10%
Self-employed / freelance work	5%
Student	7%
Homemaker	5%
Unemployed	7%
Retired	16%
I prefer not to answer	<1%
Occupation	
Office worker	13%
Personnel specialized in sales	2%
Personnel specialized in services	3%
Manual worker	5%
Skilled, semi-skilled worker	6%
Science and technologies worker	6%
Professional	19%
Manager/administrator/owner	9%
Homemaker	4%
Student	7%
Retired	16%
Unemployed	5%
Other	5%

RESPONDENT PROFILE

	Edmontonians (n=400)
Language First Learned	
French	1%
English	78%
Other	7%
French and other	<1%
English and other	9%
Other and other	3%
English and French	2%
Average Annual Household Income	
\$19,999 or less	4%
Between \$20,000 and \$39,999	11%
Between \$40,000 and \$59,999	11%
Between \$60,000 and \$79,999	14%
Between \$80,000 and \$99,999	14%
\$100,000 or more	33%
I prefer not to answer	12%

	Edmontonians (n=400)
Education	
Elementary (7 years or less)	<1%
High school, general or vocational (8 to 12 years)	17%
College (pre-university, technical training, certificate, accreditation or advanced diploma)	22%
University certificates and diplomas	8%
University Bachelor (including classical studies)	36%
University Master's degree	14%
University Doctorate (PhD)	2%
I prefer not to answer	1%



WHO IS LEGER?

ABOUT LEGER







LEGER CORPORATE PROFILE

Established in 1986, Leger is a privately held organization that has grown to become the largest Canadian-owned market research firm, extending our reach in the United States as well. With offices in Edmonton, Calgary, Winnipeg, Vancouver, Toronto, Montreal (head office), Quebec City and Philadelphia, we have a devoted team of over 150 research professionals and 500 interviewing and data processing staff, serving local, national and international clients. We utilize multi-mode research, advanced analytics, and data visualization to produce strategic and actionable insights and recommendations to meet our client's needs. In everything we do we aim to be *effective*, *efficient*, and *exceptional*.




Leger has a proven record of quality data collection and meaningful, actionable analysis. **Our quality was proven in the 2019 federal election where we were the most accurate polling company in Canada (source: Éric Grenier · CBC News · Posted: Oct 24, 2019), and among the most accurate during the 2020 US Federal Election (results shown to the right).** We combine our unique experiences and expertise to deliver actionable insights and recommendations that are tailored to our client's specific needs. For each project, we create the strongest possible team of experts to generate insights and recommendations in support of our clients' strategic objectives – well beyond what others offer. Our team is committed to providing outstanding client service, employing a "whatever it takes" philosophy to deliver client satisfaction and ensure all project objectives and requirements

are met on time and on budget. As a full-service provider of quantitative and qualitative research, our experiences are extensive, conducting in-depth outcome measurement and satisfaction surveys.

2019 CANADIAN FEDERAL ELECTION

	LEGER POLL PUBLISHED ON OCTOBER 20*	OFFICIAL ELECTION RESULTS (2019 FEDERAL ELECTION)
	33%	33%
	33%	34%
	18%	16%
	8%	8%
	6%	7%
	2%	2%

2020 US FEDERAL ELECTION

	PROJECTION	LEGER/CP POLL
	51%	52%
	47%	44%
	1%	2%
Others	1%	2%

WHAT SETS LEGER APART?

OUR UNIQUE APPROACH

While other research firms will provide similar offerings, we believe there are several factors that set us apart:

- As no two projects are created equal, we do not apply a “cookie-cutter” approach to our projects. At the start of every project we work with our clients to develop a unique, customized plan to meet their needs and budget, and develop outcomes that will produce the strongest insights.
- We approach every project with the dedication and flexibility of a boutique firm, while having the capacity, methodological options, and analytical capabilities of a multi-national organization.
- Our advanced analytics team yields insights not obtainable through more commonly used methods that result in strategic insights and actionable recommendations. This approach can often make the difference between research that “tells us what we already know” versus research that “shows us what we never expected.”
- The team that we assign to each project is the team who works on the project. We do not substitute resources after a project is awarded. This means that the team you partner with is the team that you will work with throughout the course of the project.
- We conduct weekly omnibus polling in both Canada and the United States with our panelists and have various clients who look to us for cross border research. This allows us to confidently say that we

understand both markets.

OUR LEO PANEL

Leger is also home to LEO (Leger Opinion), the largest Canadian research panel with over 400,000 representative panelists from all regions of Canada and the United States (we also have access to well over a million American consumers through our trusted partners). LEO was created by Leger based on a representative sample of Canadian and American citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns.

The double-opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures quality data. In fact, Leger is the only Canadian research firm offering both the number and quality of panelists.

Further, our LEO platform uses a mobile first technology to ensure ease of completion for all respondents.

OUR LEO PANEL

NOT YOUR AVERAGE DATA COLLECTION COMPANY

Born from the desire to reinvent research in 2004, Legerweb has become the largest proprietary panel in Canada. In 2019, Legerweb became Leger Opinion, also known as LEO, with a new and enhanced offer completely redesigned for the benefit of our clients.

Creating a panel and managing it requires a high initial investment and the right organizational strategy. These barriers to entry may limit the number of players in the industry.

A quality panel is crucial in order to deliver accurate and reliable data. At the end of the day, our business is accuracy. As a matter of fact, representativeness is the most valuable thing a panel can deliver, often involving a hybrid recruitment approach. As recruitment methodologies vary in quality from one company to another, all panels are not created equal!

What we mean here is simple: the recruitment method used greatly influences the quality of the panel. At Leger Opinion, our panel is mostly based on random selection using traditional and mobile telephone methodologies. More than 7 out of 10 panelists at LEO are recruited through our own call centre. This means 70% of our panelists come from a unique source that our competitors cannot compete with.

Also, in order to maintain our quality standards, we do not use river sampling or marketplaces. This way, it is possible to maintain control over the circulation of our surveys.

We use validation techniques at the very beginning of the registration process such as username and strict restrictions on passwords, de-duplication with our existing panel and simultaneous recruitment campaigns based on various criteria. Our panelists also fill out a detailed profiling questionnaire. All these are necessary to increase quality by decreasing multiple entries and fraudulent panelists.

Along with many other criteria to ensure quality for our clients, we take measures to ensure data protection and data security in conformity with the highest industry standards, but also the very strict protocols involved in dealing with confidential Government of Canada information. Our security protocols are in place to protect both our panelists and our clients.

At Leger, we understand what researchers want and what quality controls they demand to serve their clients better. Quality control and strict panel management are key elements to guarantee success in the market research industry!

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger MetriCX**
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)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

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

OUR CREDENTIALS



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



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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