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Calgary's Next Mayor is...
going to be elected on
October 18th, 2021



About Mainstreet

Methodology

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results across Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country. Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate Gold Seal Member of MRIA, and member of WAPOR and AAPOR. Our polls meet or exceed all Canadian and international standards for market research and public opinion research.



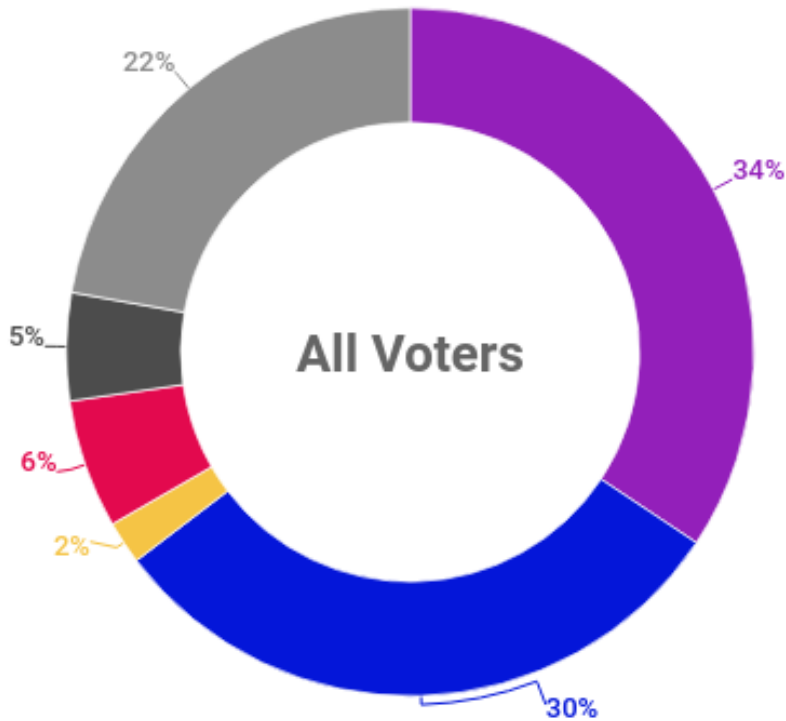
The analysis in this report is based on results of a survey conducted over two days including January 25th-26th 2021 for the Western Standard among a sample of 1603 adults, 18 years of age or older, living in the City of Calgary. The survey was conducted using automated telephone interviews (Smart IVR) and online sample collected for Mainstreet Research by Survey Monkey. Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Calgary according to Census 2016. The margin of error for the poll is +/- 2.45% at the 95% confidence level. Margins of error are higher in each subsample.

The frame consisted of Mainstreet Research's commercial directory which includes both current landlines and past directories ported to cellular lines. It also includes an RDD component. An online sample collected using Survey Monkey was also included that consisted of voters under 35 years of age only. The Directory components are 30% cellular lines and 70% landlines. The RDD component was 80% cellular lines and 20% landlines. ¹

The results are weighted for age, gender and Ward population for the Directory component and age and gender for the RDD and online components.

1. Cellular and landline identification is done through Smart IVR

In the race for Mayor, how would you vote, or are leaning towards voting if an election were held today?

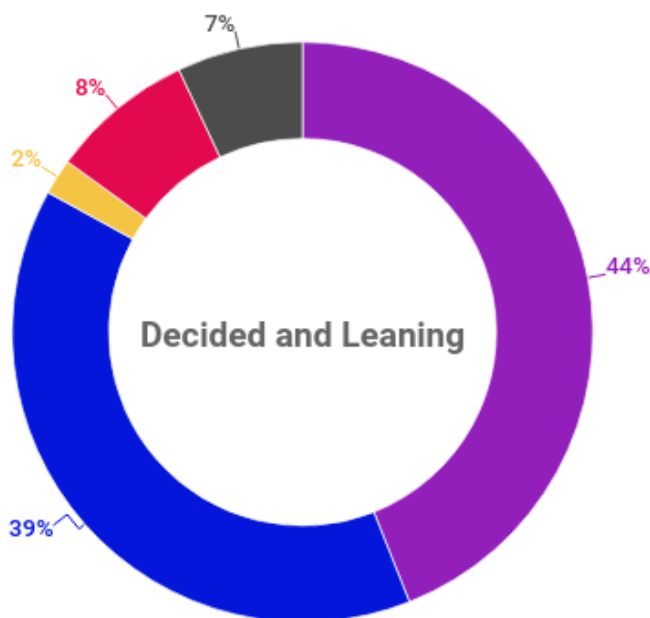


● Naheed Nenshi
 ● Jeromy Farkas
 ● Brad Field
 ● Jyoti Gondek
 ● Other
 ● Undecided

Mayoral Question – All Voters including Undecideds

	Total	Male	Female	Other	18-34	35-49	50-64	65+
Naheed Nenshi	34%	37%	31%	36%	51%	32%	22%	22%
Jeromy Farkas	30%	32%	28%	34%	21%	32%	37%	37%
Brad Field	2%	1%	3%	0%	2%	1%	3%	2%
Jyoti Gondek	6%	7%	6%	5%	2%	7%	9%	7%
Someone Else/ Other	5%	4%	6%	9%	2%	6%	7%	6%
Undecided	22%	20%	26%	16%	21%	21%	23%	25%
Unweighted Frequency	1603	792	758	53	194	328	495	586
Weighted Frequency	1603	793	737	73	516	470	391	226

In the race for Mayor, how would you vote, or are leaning towards voting if an election were held today?



● Naheed Nenshi
 ● Jeromy Farkas
 ● Brad Field
 ● Jyoti Gondak
 ● Other

Mayoral Question – Decided and Leaning only

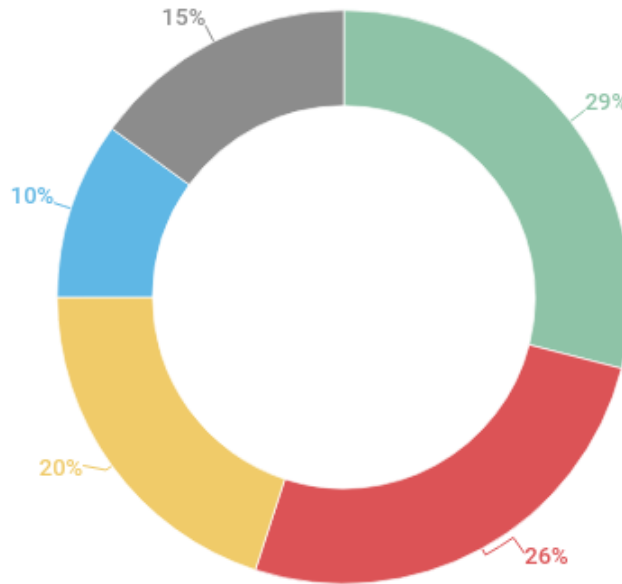
	Total	Male	Female	Other	18-34	35-49	50-64	65+
Naheed Nenshi	44%	46%	42%	43%	65%	41%	28%	30%
Jeromy Farkas	39%	40%	38%	41%	26%	41%	48%	49%
Brad Field	2%	1%	4%	0%	3%	1%	4%	3%
Jyoti Gondak	8%	8%	7%	5%	3%	9%	11%	10%
Someone Else/Other	7%	5%	8%	10%	3%	8%	9%	9%
Unweighted Frequency	1201	613	545	43	137	252	379	433
Weighted Frequency	1243	636	547	61	406	369	300	169

Please forgive the title of the poll, it is an attempt at levity and acknowledging our 2017 miss. As the title suggests correctly, we won't know who the next Mayor of the City of Calgary will be until the evening of October 18th 2021. This poll is being conducted 9 months in advance of the election and changes in voter intentions can occur quickly as a full field of candidates becomes known and is finalized on September 20th 2021.²

If incumbent Mayor Nenshi decides to seek re-election in 2021, it appears right now to be a competitive race with him holding a slight lead over Jeromy Farkas. With more than 20% of voters undecided and another nearly 1 in 10 voters indicating they would support someone else, the campaign ahead will matter. While the incumbent Nenshi and the earliest declared challenger Farkas appear to be the main contenders, we cannot discount others while nearly 30% of the voters remain unknown.

2.The filing deadline for nominations is noon on that date

Over the holidays, Mayor Nenshi's Chief of Staff and one other staffer vacationed in Hawaii. The Mayor apologized but did not discipline the two staff. Which statement do you agree with most closely?



- Naheed Nenshi should fire the 2 staff
- The apology from the Mayor was enough
- Naheed Nenshi & his 2 staff should resign
- Nenshi and his staff did nothing wrong
- Not Sure/ Don't Know

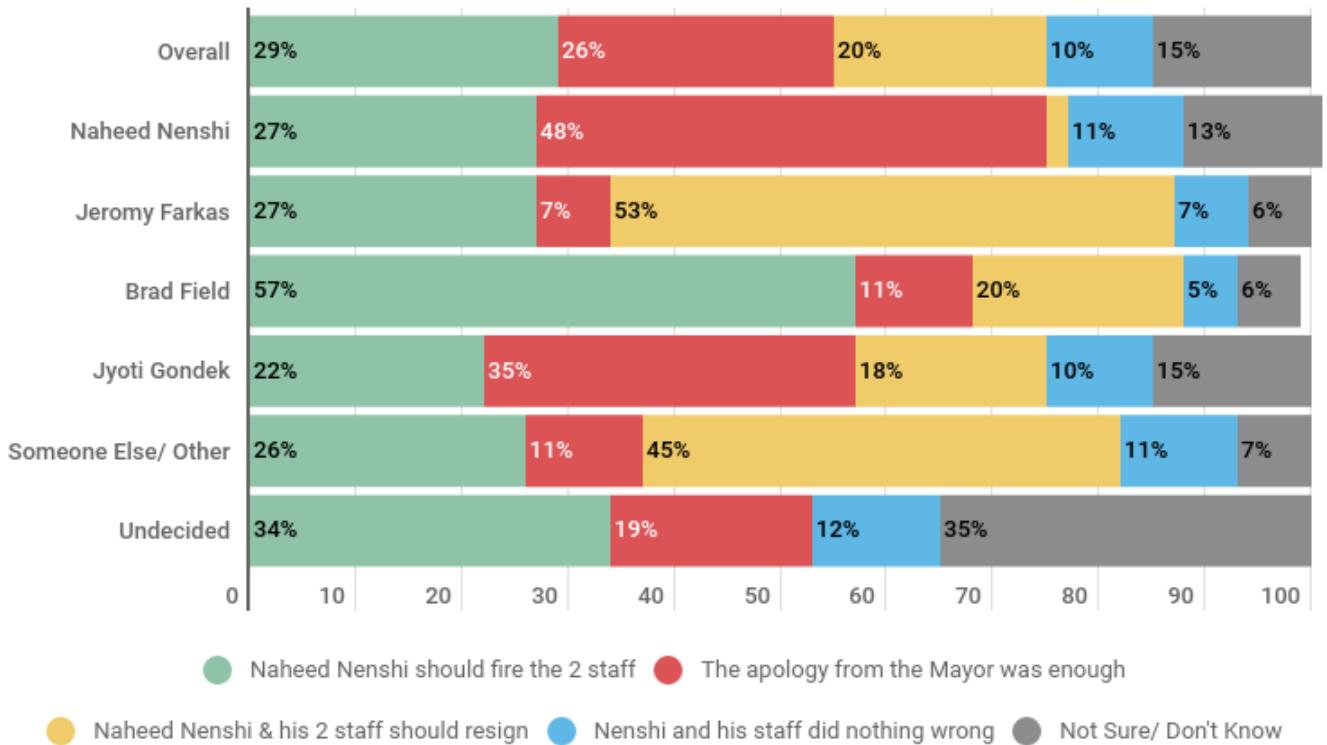
Nenshi Staff Reaction

	Total	Male	Female	Other	18-34	35-49	50-64	65+
Naheed Nenshi should fire the 2 staff	29%	31%	28%	13%	34%	27%	26%	27%
The apology from the Mayor was enough	26%	26%	25%	30%	31%	24%	22%	22%
Naheed Nenshi & his 2 staff should resign	20%	21%	18%	37%	12%	22%	26%	26%
Nenshi and his staff did nothing wrong	10%	10%	10%	9%	8%	12%	11%	7%
Not Sure/ Don't Know	15%	12%	19%	11%	15%	15%	14%	19%
Unweighted Frequency	1603	792	758	53	194	328	495	586
Weighted Frequency	1603	793	737	73	516	470	391	226

After seeing how voters reacted to the way Jason Kenney responded to MLAs and staff travel during the holidays, we expected to see similar results for how the Mayor handled the revelation that two of his staff travelled to Hawaii as well. Although 2 in 10 (20%) say he and the staff should resign, and another almost 3 in 10 (29%) say he should fire the staff, a combined near majority, a quarter (26%) of Calgarians told us his apology was enough.

While this should be concerning to the Mayor with a potential re-election campaign ahead, taking responsibility quickly appears to have not made the damage as severe as other cases. Among his supporters however, the fact that 2% want him to resign, and another 27% want him to fire the staff, may prove a challenge under the spotlight of an election.

Over the holidays, Mayor Nenshi's Chief of Staff and one other staffer vacationed in Hawaii. The Mayor apologized but did not discipline the two staff. Which statement do you agree with most closely?



Nenshi Staff Reaction x Mayoral Vote Intent

	Mayoral Vote Intent						
	Total	Naheed Nenshi	Jeremy Farkas	Brad Field	Jyoti Gondek	Someone Else/ Other	Undecided
Naheed Nenshi should fire the 2 staff	29%	27%	27%	57%	22%	26%	34%
The apology from the Mayor was enough	26%	48%	7%	11%	35%	11%	19%
Naheed Nenshi & his 2 staff should resign	20%	2%	53%	20%	18%	45%	0%
Nenshi and his staff did nothing wrong	10%	11%	7%	5%	10%	11%	12%
Not Sure/ Don't Know	15%	13%	6%	6%	15%	7%	35%
Unweighted Frequency	1603	409	551	34	106	101	402
Weighted Frequency	1603	550	483	31	97	83	360