

September 2021

CALGARY'S MAYOR'S RACE TIGHTENING

Media Release
September 22, 2021

Calgary's Mayor's Race Tightening

With only 26 days to go before Calgary's municipal election, the open contest for mayor is tightening, and shaping up to be a two-horse race according to a recent ThinkHQ Public Affairs survey. The new poll shows Jeromy Farkas continues to hold an edge with 30% of voters saying they plan on casting their ballot for the current Ward 11 Councillor, but Ward 3 Councillor Jyoti Gondek has narrowed the lead to only 5 percentage points, now capturing 25% of vote intentions. Meanwhile, Ward 6 Councillor Jeff Davison's bid for the mayor's chair seems to have stalled in single digits (6%), followed by former MP/MLA Kent Hehr (who has subsequently withdrawn from the race citing illness) and businessman Brad Field (both with 3%), and Jan Damery (and various other contenders) capturing 2% each.

Currently, fully 28% of Calgary voters are undecided about who they will vote for in the upcoming mayoral election, but on a decided-vote basis, Farkas' lead expands nominally to 7-points: 43% compared to Gondek at 36%, Davison 8%, Hehr and Field 4%, and Damery 3%.

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Calgary's Mayor's Race Tightening ... continued

After months of stagnant polling on the mayor's race, the numbers finally started to shift within the last four weeks. Since the end of July, Jyoti Gondek has posted the most gains, up 15 percentage points, while Farkas has captured an additional 7-points in the same time span. Shifts for the other candidates in the race have been nominal, though "undecideds" have dropped by 16-points.

- Farkas voters are more likely to be male and living outside of the inner city. Vote intentions for the candidate tend to increase with age
- Gondek is over-performing with residents of the Northeast, and those living in the inner city. She also garners higher support among younger voters, with vote intentions declining with age
- Undecided voters are more likely to be women than men, and younger, with proportions yet to decide their vote declining with age

Commentary

ThinkHQ Public Affairs Inc. President Marc Henry notes the following on these survey results:

“It took a while, but with 26 days to go, Calgary’s mayoral race has finally become ‘hotly contested’. For months, the race showed little movement, but there’s been plenty in the past few weeks.

There are 27 candidates running to replace Naheed Nenshi as mayor, but it’s looking more and more like a two-horse race between incumbent councillors, both finishing their first term in office. Since the start of the campaign, Jeromy Farkas has been the front-runner; he still is but his margin is shrinking. Jyoti Gondek has made significant gains in the past few weeks and is closing in on Farkas, and with still 28% of voters undecided, the current 5-point gap doesn’t mean much.

Farkas has the benefit of time, i.e., there’s not much left; after all, the advance polls open on October 4th. He also has a committed voter base which typically are more ‘dependable’ in terms of turning out.

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Commentary ... continued

Gondek has the benefit of momentum, more wind in her sails, and greater growth potential in her vote share. Kent Hehr's decision to withdraw from the race likely most directly benefits Councillor Gondek's prospects.

It's going to be an interesting race, and the campaign will definitely matter, not only in terms of execution, but in terms of the issues where the voters focus."

Research Methodology

Approach

- Online survey of Adult Calgarians
- Region: Calgary proper
- **Field dates:** Sept. 13 - 16, 2021
- **Sample size:** 2021 n=1,109
- **Panel source:** Angus Reid Forum
- Weighted to reflect gender, age and region of Calgary population according to Stats Canada
- A random stratified sample of panelists was invited to complete the survey from the Angus Reid Forum. The margin of error for a comparable probability-based random sample of this size is ***+/- 2.9 percentage points, 19 times out of 20***
- Accuracy of sub-samples of the data decline based on sample sizes

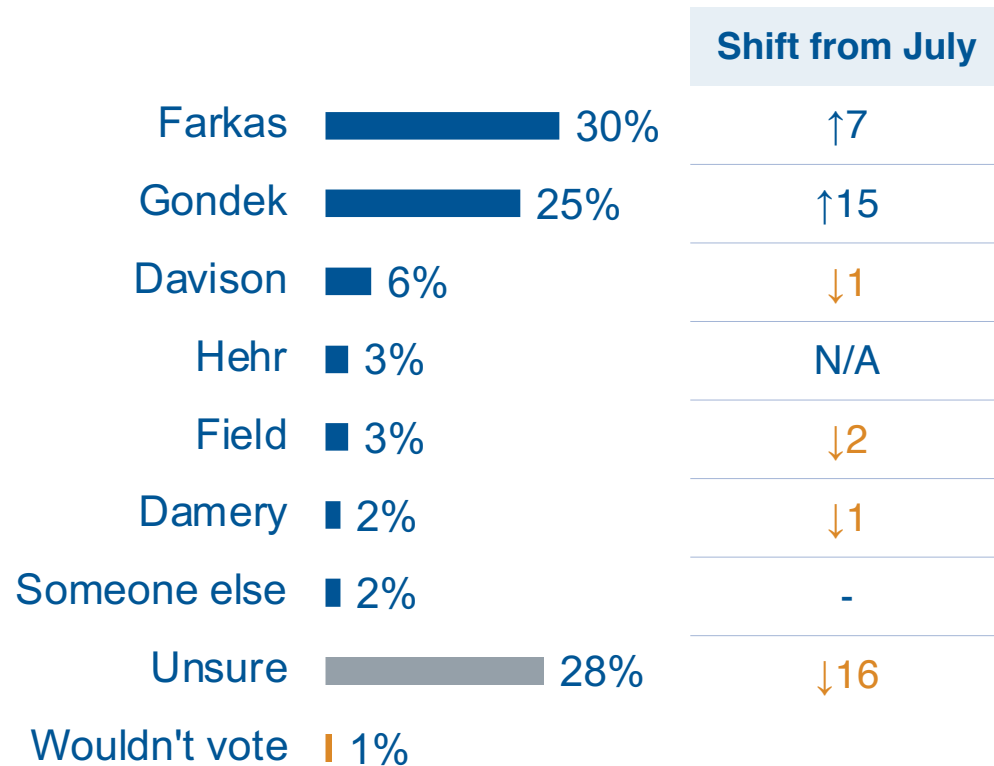
Regional sample sizes: 2021	Total interviews		Margin of error*
	Unweighted	Weighted	
Calgary total	n=1,109	n=1,109	+/- 2.9
Northwest	n=299	n=307	+/- 5.7
Southwest	n=372	n=314	+/- 5.1
Southeast	n=287	n=283	+/- 5.8
Northeast	n=151	n=204	+/- 8.0
New/suburb	n=372	n=391	+/- 5.1
Established community	n=469	n=452	+/- 4.5
Inner city	n=253	n=249	+/- 6.2

*Note: Percentage points. The margin of error is associated with a probability sample of this size

Mock Ballot - Calgary Mayor's Race: September 2021

INITIAL VOTE

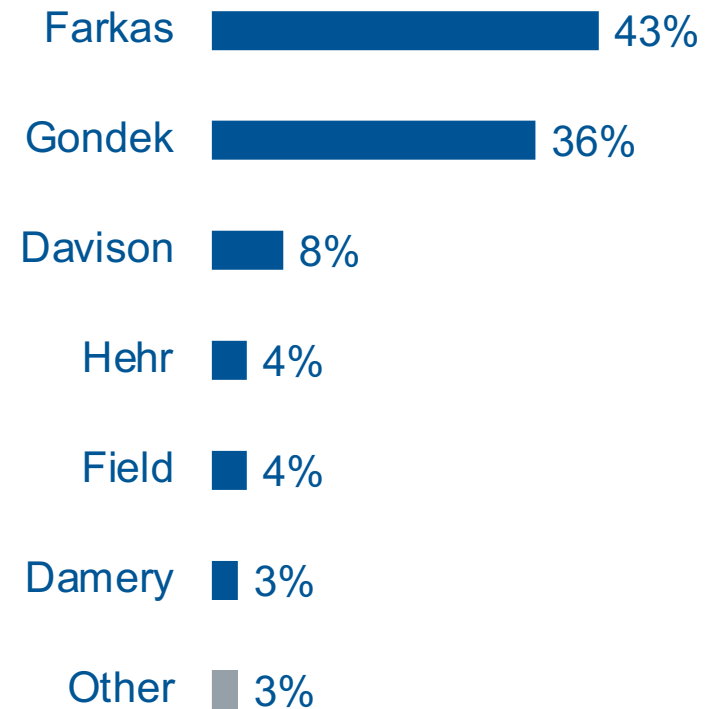
If Calgary's municipal election were held tomorrow, and the following people were running to become mayor, who would you personally be most likely to vote for?



Base: All respondents (n=1,109)

DECIDED VOTE

If Calgary's municipal election were held tomorrow, and the following people were running to become mayor, who would you personally be most likely to vote for?



Base: Decided voters (n=782)

Calgary Mayor's Race: September 2021

- Decided Vote by Demographics



If Calgary's municipal election were held tomorrow, and the following people were running to become mayor, who would you personally be most likely to vote for?

	TOTAL (n=1,109)	Gender		Age (years)		
		Male (n=548)	Female (n=550)	<35 (n=346)	35-54 (n=433)	55+ (n=330)
Farkas	30%	37%	24%	21%	29%	42%
Gondek	25%	23%	27%	34%	26%	15%
Davison	6%	7%	5%	4%	6%	7%
Hehr	3%	3%	2%	2%	3%	2%
Field	3%	2%	3%	2%	2%	4%
Damery	2%	2%	2%	2%	2%	3%
Someone else	2%	1%	2%	1%	2%	3%
Undecided	28%	23%	33%	33%	28%	24%

Base: All respondents | Note: 1% wouldn't vote / would spoil ballot



Calgary Mayor's Race: September 2021

- Decided Vote by Demographics



If Calgary's municipal election were held tomorrow, and the following people were running to become mayor, who would you personally be most likely to vote for?

	TOTAL (n=1,109)	City Quadrant				Community Type		
		NW (n=307)	SW (n=314)	SE (n=283)	NE (n=204)	New/Suburb (n=391)	Established (n=452)	Inner City (n=249)
Base Size:	(n=1,109)	(n=307)	(n=314)	(n=283)	(n=204)	(n=391)	(n=452)	(n=249)
Farkas	30%	30%	32%	33%	25%	32%	34%	23%
Gondek	25%	25%	24%	21%	33%	24%	22%	35%
Davison	6%	4%	10%	5%	3%	7%	5%	5%
Hehr	3%	2%	4%	3%	2%	2%	2%	4%
Field	3%	3%	3%	3%	2%	3%	3%	1%
Damery	2%	2%	3%	2%	2%	1%	2%	5%
Someone else	2%	3%	3%	-	2%	2%	2%	1%
Undecided	28%	32%	20%	31%	31%	27%	30%	24%

Base: All respondents | Note: 1% wouldn't vote / would spoil ballot



Significantly higher



Significantly lower



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