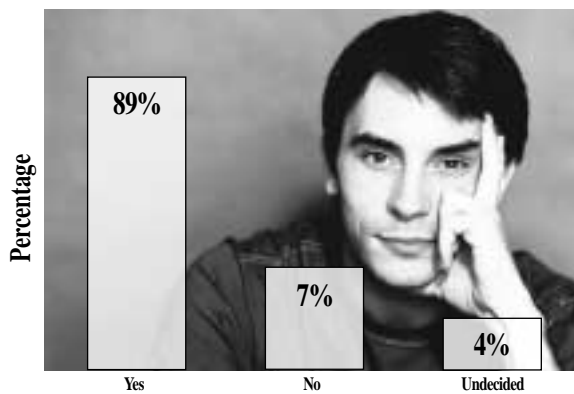


# Edmontonians' poll station

By Linda Banister

This fall, Edmontonians will take to the polls to cast their votes for people they feel should represent our city as mayor and council. While several candidates have already expressed an interest in vying for these positions, this month's Poll Station focuses on you, the voter. We asked Edmontonians what motivates them to vote, what they feel are the necessary qualities of a good city official, and what local issues they feel are most important for the candidates to address.

## DO YOU INTEND TO VOTE IN THE UPCOMING MUNICIPAL ELECTION?



Respondents were asked if they had voted in last municipal election. Over two-thirds (69 percent) had voted, while 24 percent said they had not, and six percent indicated they were ineligible to vote at the time. Respondents who chose not to vote in the last election were asked what would encourage them to vote in the upcoming election. While almost half (44 percent) were unsure what would entice them to the polls, 36 percent felt there was a need for more candidates to choose from, and 16 percent said they needed more information and details about the election and the candidates.

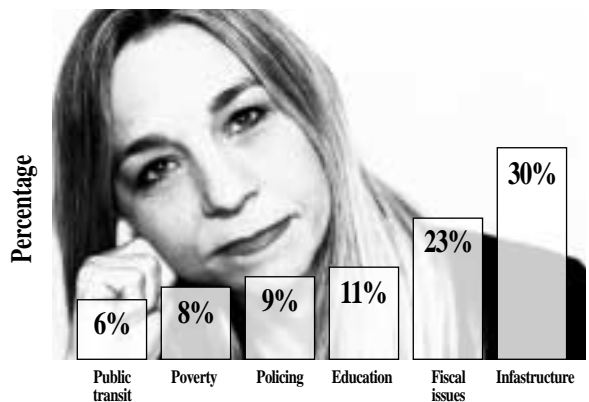
When all respondents were asked if they intended to vote in the municipal election, 89 percent indicated they would indeed be filling out a ballot, while seven percent said they would not, and four percent were undecided. Of the 11 respondents who did not indicate they would be at the polls, five said they were unsure what could be done to encourage them to vote, four said they would vote if there were more candidates in the running, and two stated they would vote if they were legally able to do so.

## WHAT QUALITIES DO YOU LOOK FOR WHEN DECIDING ON A CANDIDATE FOR MUNICIPAL OFFICE?

Respondents were asked what qualities or characteristics were most important to them when

considering a candidate for municipal office. The most frequently mentioned qualities were honesty and integrity (38 percent); followed by a strong understanding of business and finance (29 percent); interpersonal skills such as charisma and dealing with people (25 percent); previous experience (18 percent); and someone who will appropriately represent the city and constituents (18 percent). Other mentions included passion for the city (10 percent), leadership skills (five percent), being well-educated (four percent), a social conscience (three percent), and dedication to the city and the position (three percent).

## WHAT ARE THE MOST PRESSING ISSUES POTENTIAL CANDIDATES NEED TO ADDRESS?



Respondents were asked to identify the most pressing issues affecting the city to be addressed by candidates in their election campaigns. The most frequent responses were infrastructure issues such as quality of roads and traffic (30 percent); and fiscal responsibility including budget, municipal taxes and city expenditures (23 percent). Other topics included the state of education in the city (11 percent); policing, particularly the lack of police (nine percent); poverty and homelessness (eight percent); and public transportation (six percent).

The Poll Station surveyed 100 residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓



Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the

Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at [research@banister.ab.ca](mailto:research@banister.ab.ca). For further information on the firm visit [banister.ab.ca](http://banister.ab.ca).