

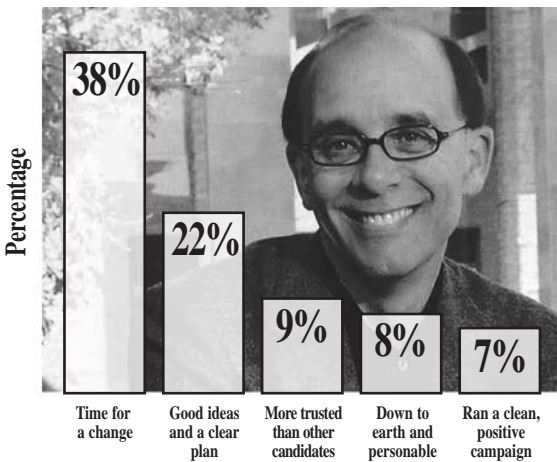


# Poll STATION

With Linda Banister

Recently, it seems we are going to the polls every other month. Since June, Edmontonians have elected officials for all three levels of government. This month, the *Poll Station* focused on the recent municipal election and asked residents how they felt about the outcome and what they expect to see from Edmonton's newest mayor, Stephen Mandel.

## WHY DO YOU THINK MANDEL WON?



To begin, respondents were asked why they thought Stephen Mandel was voted in as mayor of Edmonton. The most frequent reason stated by respondents was that it was time for a change (38 percent). Twenty-two percent thought Mandel had good ideas and a clear plan. In addition, nine percent indicated they did not trust or disliked the other candidates that were running for office. Other mentions included Mandel being more down to earth and personable (eight percent), and feeling he ran a clean and positive campaign (seven percent).

## WHAT ARE MANDEL'S STRONGEST QUALITIES?

Respondents were next asked what qualities they thought Stephen Mandel possessed that helped him get elected to office. About one-fifth (21 percent) thought that his intelligence and plan for the city were his best qualities. His willingness to listen to the people was the next most frequently mentioned response (17 percent), followed by his honesty and sincerity (16 percent).

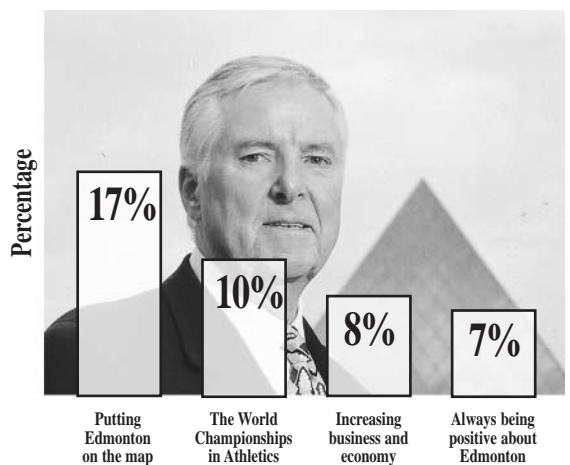
## WHAT ARE THE TOP THREE PRIORITIES?

When respondents were asked what top three priorities they believe Stephen Mandel must address as the new mayor of Edmonton, general infrastructure was the most commonly cited response (31 percent). Public transit and the LRT expansion (29 percent), were next followed by the condition of roads and traffic (19 percent), lowering tax rates (15 percent) and homelessness (13 percent).

Respondents were also asked how they thought the relationship would be between Mayor Mandel and city council. Nine percent felt they would have an

excellent relationship, while 40 percent felt it would be very good. Over a quarter (28 percent) felt it would be good, while seven percent thought it would be a fair relationship, and only one percent thought it would be poor.

## WHAT WERE MAYOR SMITH'S GREATEST ACHIEVEMENTS?



Lastly, respondents were asked two questions regarding former mayor, Bill Smith. When asked what his greatest achievement was, the promotion of Edmonton and putting the City on the map gathered 17 percent of responses. The World Championships in Athletics (10 percent), increasing business and the economy (eight percent), and always being positive about the City (seven percent) were also cited. When asked how Bill Smith should be honoured for his service, 22 percent felt he should have either a street or park named after him. Having a plaque given to him (four percent) and holding a party in his honour (four percent) were also stated.

The *Poll Station* surveyed 100 City of Edmonton 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 [lbanner@edmontonians.com](mailto:lbanner@edmontonians.com) For further information on the firm visit [banister.ab.ca](http://banister.ab.ca).*