

2010 Calgary Mayoralty Voting Intentions

Public Opinion Poll (Online Survey)

Graphs to Support News Release

Prepared by: ZINC Research (www.zincresearch.com)

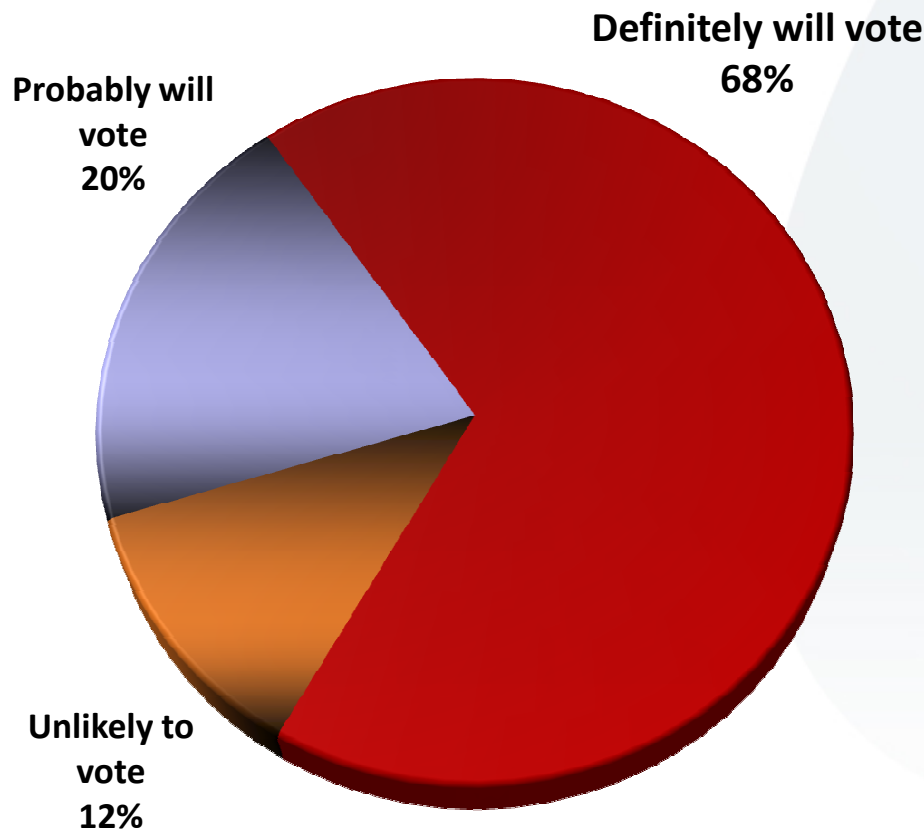
Date: September 8, 2010



Voting Intentions Among Likely Voters

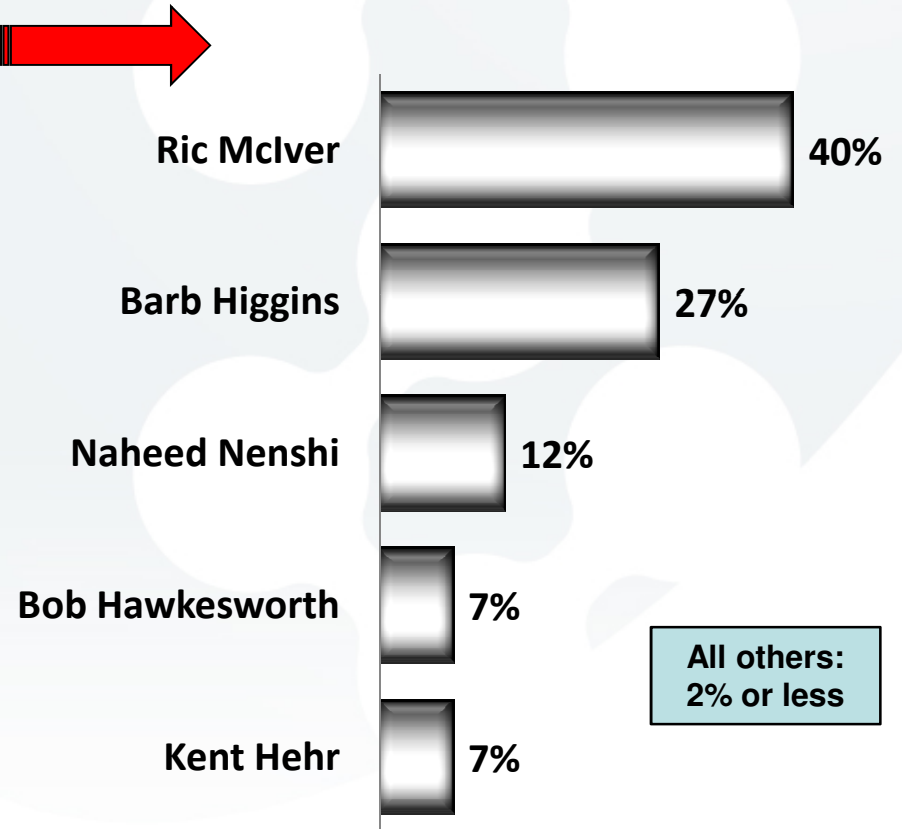
"How certain are you that you will vote in the municipal election on October 18th?"
"If an election for Mayor was held tomorrow, which candidate would you be most likely to vote for?"

Likelihood of Voting



Base Size: All Respondents (n=450)

Who will you vote for?



Base Size: Respondents who indicated "Definitely will vote" (n=306)



Voting Intentions Among Likely Voters Top 5 Candidates (Sept 3 to 7, 2010)

"If an election for Mayor was held tomorrow, which candidate would you be most likely to vote for?"

TOTAL VOTERS (including undecided)

Candidates	Total Calgary (n=450) %	Likely voters (n=306) %
Ric McIver	29%	33%
Barb Higgins	21%	22%
Naheed Nenshi	7%	10%
Bob Hawkesworth	4%	6%
Kent Hehr	4%	5%
Undecided	29%	18%

All others – each received 1% or less

TOTAL VOTERS (excluding undecided)

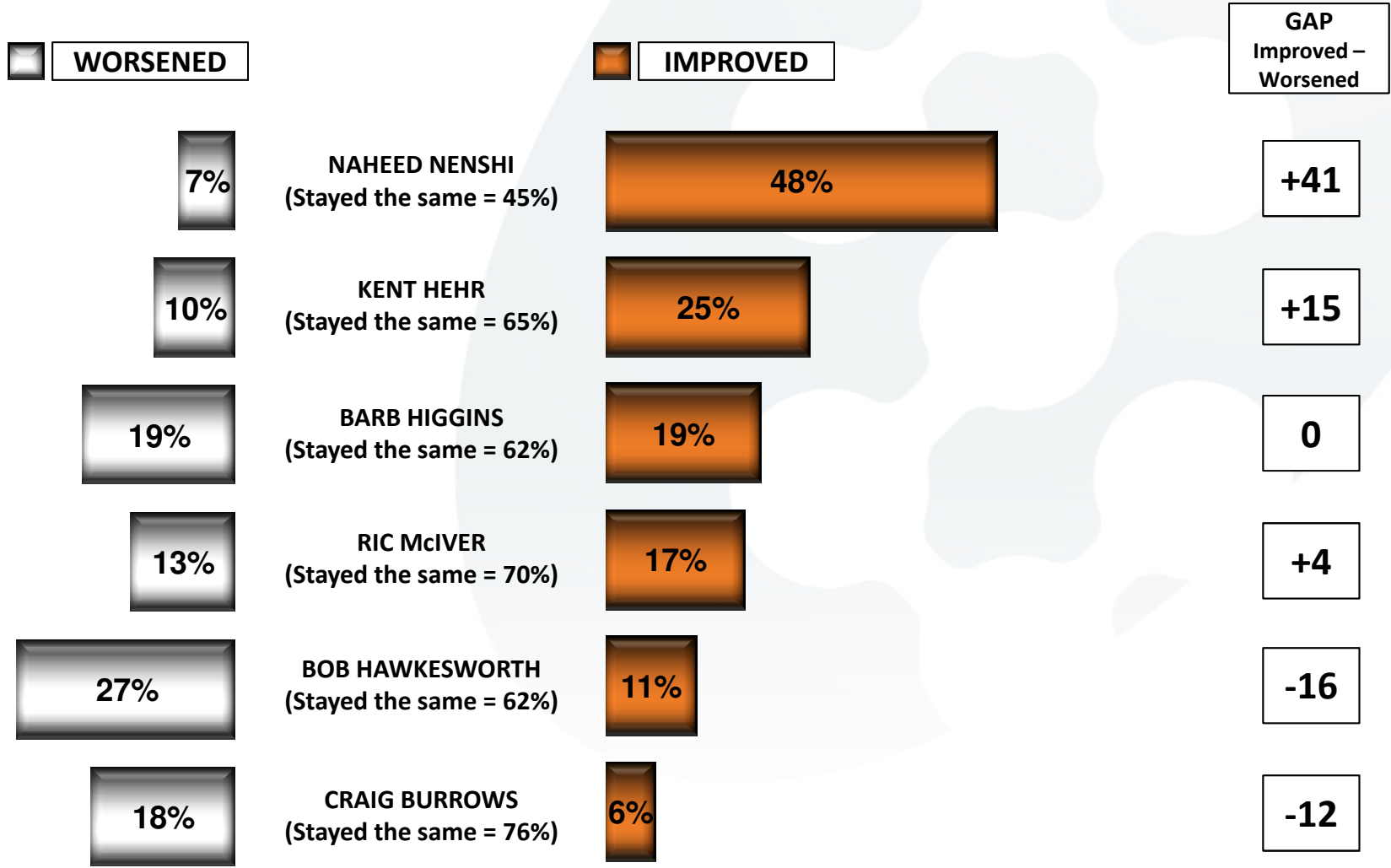
Candidates	Total Calgary (n=320) %	Likely voters (n=251) %
Ric McIver	41%	40%
Barb Higgins	30%	27%
Naheed Nenshi	10%	12%
Bob Hawkesworth	6%	7%
Kent Hehr	6%	7%

All others – each received 2% or less



Examining Momentum of the Campaigns

“Over the past few weeks has your opinion of the following candidates improved, stayed the same or worsened?”

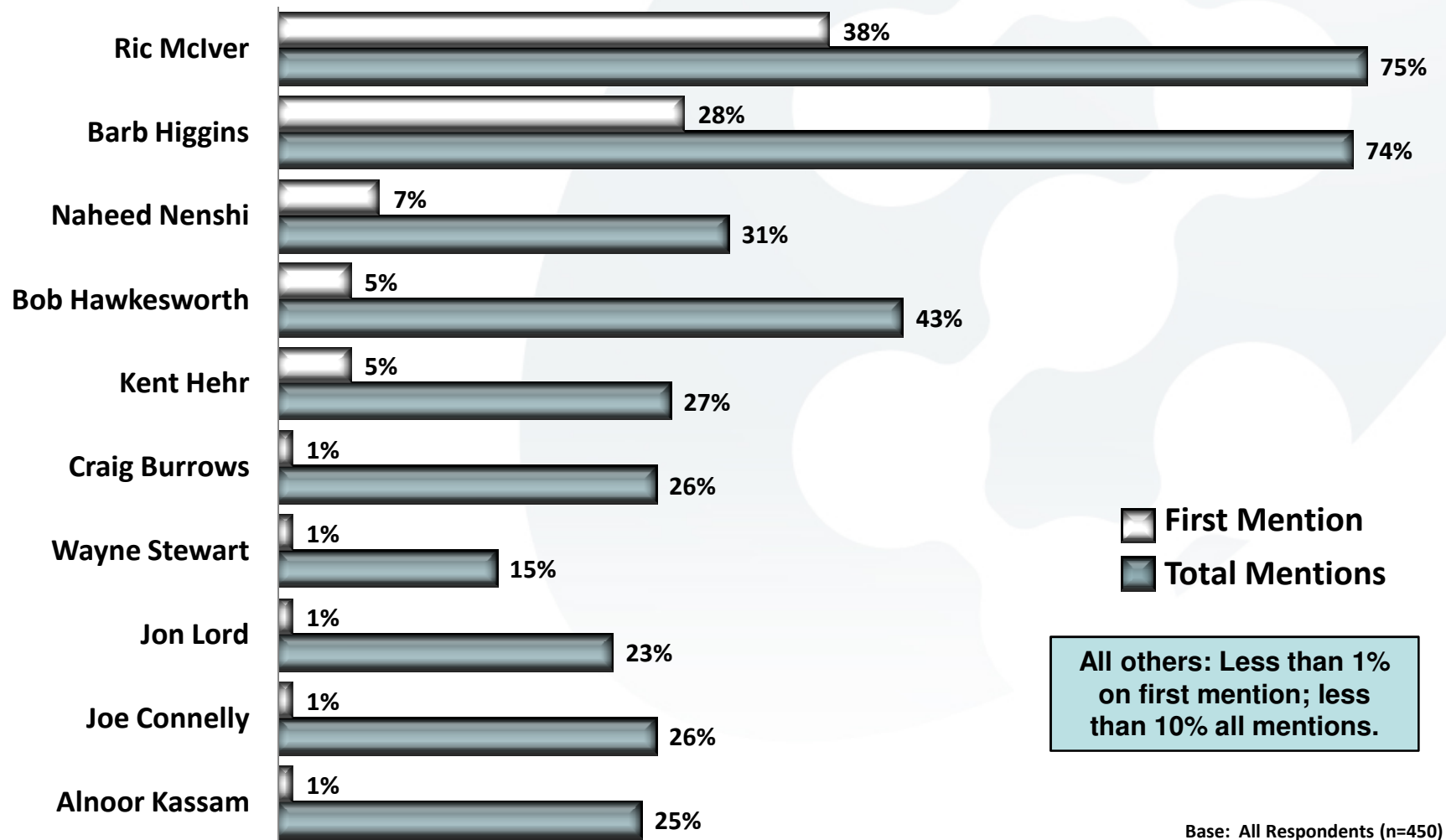


Base: Variable – Those familiar with & have opinion of Candidate



Awareness of Mayoral Candidates

"When you think of possible candidates for mayor, which one comes to mind first? Which others come to mind?"

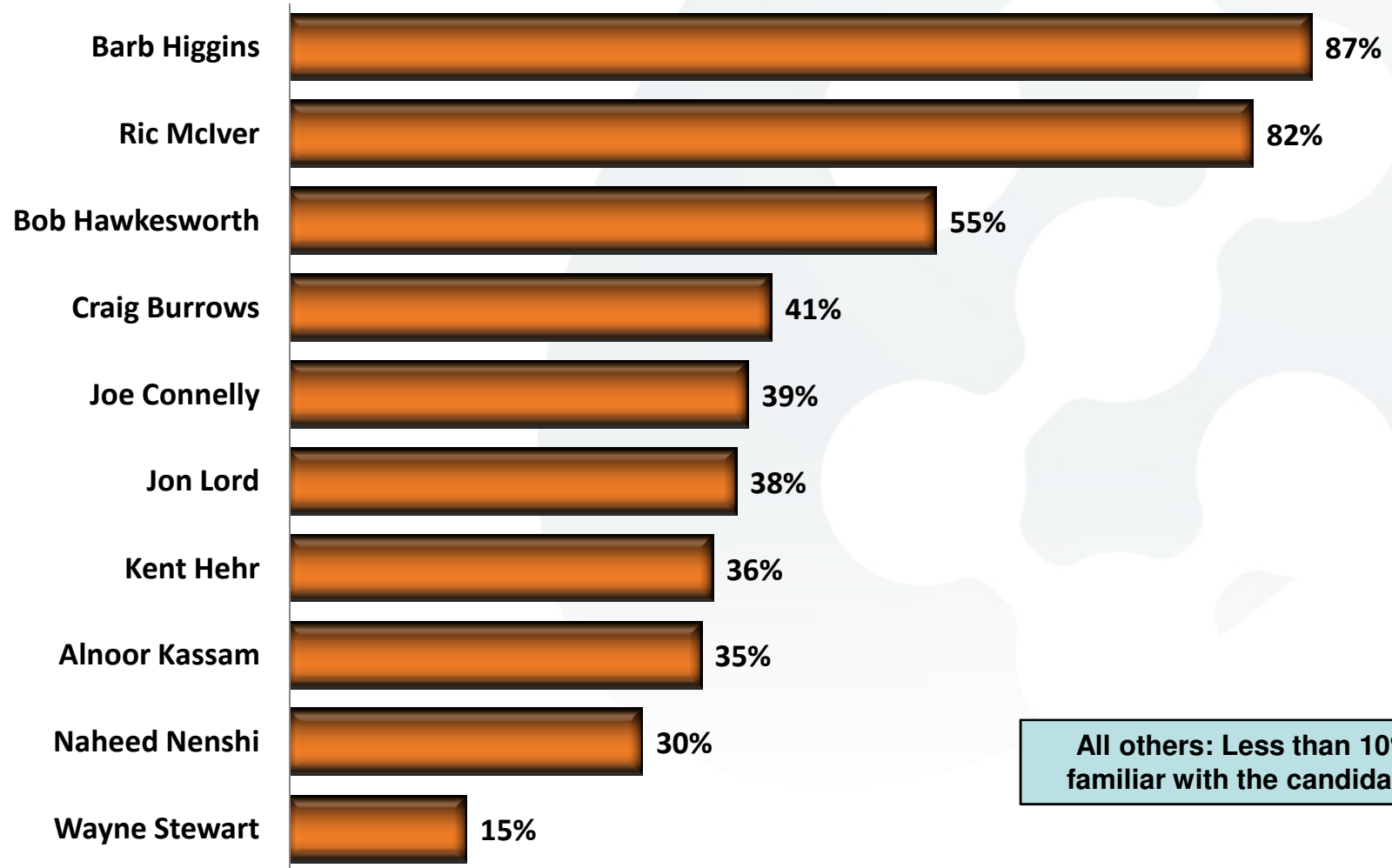


Base: All Respondents (n=450)



Familiarity with Mayoral Candidates

"Are you familiar with any of the following candidates who have announced they are running for Mayor?"



Base: Aware of at Least One Candidate (n=409)