

An aerial photograph of the Ottawa city skyline, showing a mix of modern high-rise buildings and older residential structures. The sky is a pale blue with some light clouds. A red triangle is visible in the top right corner of the image.

# McKenney and Sutcliffe top choices for Ottawa Mayor - One in three still undecided.

# Key Findings

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1

## **MCKENNEY AND SUTCLIFFE TOP CONTENDERS**

When asked which of the Ottawa mayoral candidates they would vote for if the election was held today, Catherine McKenney (29%) and Mark Sutcliffe (24%) are in a close race for the top choice. Downtown Ottawa residents are most likely to choose Catherine McKenney (43%) compared to West (26%), East (25%) or rural residents (20%). Over one in three Ottawa residents say they are still undecided (35%).



2

## **AGE IMPORTANT FACTOR IN CHOICE FOR MAYOR**

Younger residents (18 to 34) are the most likely to vote for Catherine McKenney (42%) compared to middle aged (35 to 54) (22%) or older residents (55 plus)(25%). Older residents on the other hand are three times more likely to choose Mark Sutcliffe (36%) compared to younger residents (9%). Younger residents are also the most likely to be undecided (41%) compared to older residents (27%).

# The mayoral candidates

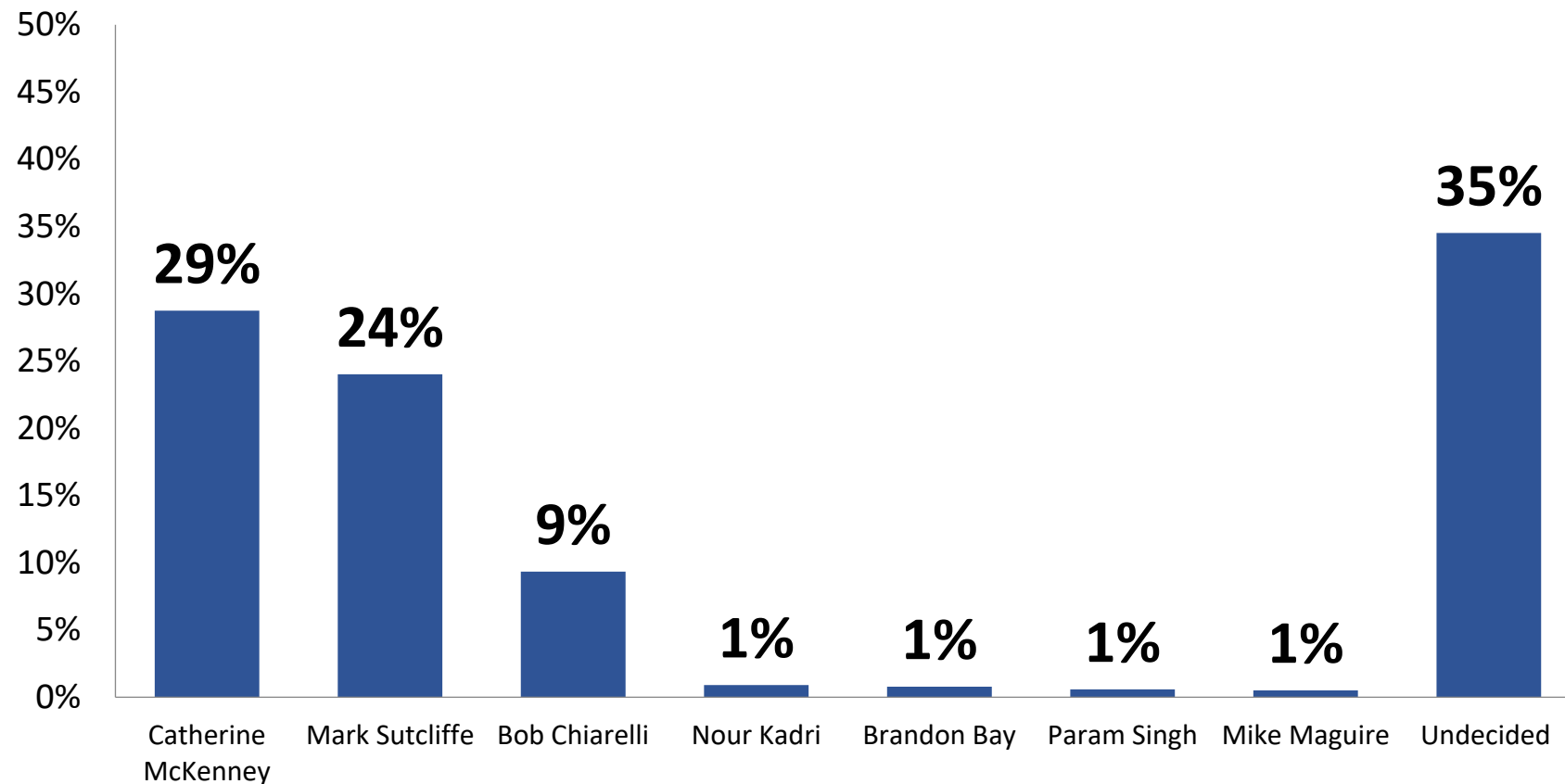
Q

Of the current Ottawa mayoral candidates, who would you vote for if the election was held today?

“

Over one in three Ottawa residents say they are undecided when it comes to Mayoral candidates in the upcoming municipal election. About three in ten say they would vote for Catherine McKenney followed by Mark Sutcliffe.

”



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online non-probability survey, September 28<sup>th</sup> to October 3<sup>rd</sup>, 2022, n=503 Ottawa residents

# Preference for Mayoral candidates by demographics

Q Of the current Ottawa mayoral candidates, who would you vote for if the election was held today?

## Catherine McKenney

West (n=109)	Downtown (n=148)	East (n=113)	Rural (n=133)	
26.4%	42.9%	24.8%	20.3%	
Men (n=267)	Women (n=232)	18 to 34 (n=88)	35 to 54 (n=217)	55 plus (n=198)
24.0%	32.8%	42.0%	22.0%	24.5%

## Mark Sutcliffe

West (n=109)	Downtown (n=148)	East (n=113)	Rural (n=133)	
25.3%	16.6%	27.4%	26.9%	
Men (n=267)	Women (n=232)	18 to 34 (n=88)	35 to 54 (n=217)	55 plus (n=198)
27.9%	20.7%	9.0%	23.9%	35.8%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

# Preference for Mayoral candidates by demographics

Q

Of the current Ottawa mayoral candidates, who would you vote for if the election was held today?

## Bob Chiarelli

West (n=109)	Downtown (n=148)	East (n=113)	Rural (n=133)	
<b>12.5%</b>	<b>6.4%</b>	<b>11.7%</b>	<b>6.6%</b>	
Men (n=267)	Women (n=232)	18 to 34 (n=88)	35 to 54 (n=217)	55 plus (n=198)
<b>10.0%</b>	<b>8.9%</b>	<b>4.8%</b>	<b>11.5%</b>	<b>10.9%</b>

## Undecided

West (n=109)	Downtown (n=148)	East (n=113)	Rural (n=133)	
<b>31.8%</b>	<b>31.9%</b>	<b>33.4%</b>	<b>41.4%</b>	
Men (n=267)	Women (n=232)	18 to 34 (n=88)	35 to 54 (n=217)	55 plus (n=198)
<b>34.5%</b>	<b>34.6%</b>	<b>41.0%</b>	<b>37.0%</b>	<b>27.2%</b>

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, online non-probability survey, September 28<sup>th</sup> to October 3<sup>rd</sup>, 2022, n=503 Ottawa residents

# METHODOLOGY

On behalf of CTV News Ottawa, Nanos conducted an online representative non-probability survey 503 residents of Ontario, 18 years of age and older, drawn from a panel between September 28<sup>th</sup> to October 3<sup>rd</sup>, 2022.

The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of the residents of Ottawa.

The research was commissioned by CTV News Ottawa and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.





Element	Description	Element	Description
Research sponsor	CTV News Ottawa	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Ottawa. See tables for full weighting disclosure
Population and Final Sample Size	503 residents of Ottawa.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Asking Canadians	Excluded Demographics	Individuals younger than 18 years old, and individuals without internet access could not participate.
Type of Sample	Non-probability.	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ottawa.
Margin of Error	No margin of error applies	Estimated Response Rate	Not applicable
Mode of Survey	Online representative survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	Non-probability.	Question Content	This is report one of two.
Demographics (Captured)	Rural, West, Downtown, East; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	September 28 <sup>th</sup> to October 3 <sup>rd</sup> , 2022.	Research/Data Collection Supplier	Nanos Research
Language of Survey	The survey was conducted in English and French.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS



# TABULATIONS



# Any questions?



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# 2022-2224 – CTV/Nanos Survey – Ottawa Mayoral Election - STAT SHEET

			Region					Gender			Age		
			Ottawa 2022-09	West	Downtown	East	Rural	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Of the current Ottawa mayoral candidates, who would you vote for if the election was held today? [RANDOMIZE]	Total	Unwgt N	503	109	148	113	133	267	232	4	88	217	198
		Wgt N	503	124	129	131	119	241	258	4	147	168	188
	Brandon Bay	%	0.8	1.3	0.0	0.0	1.9	0.2	1.3		1.1	1.4	0.0
	Bob Chiarelli	%	9.3	12.5	6.4	11.7	6.6	10.0	8.9		4.8	11.5	10.9
	Graham MacDonald	%	0.3	0.4	0.0	0.8	0.0	0.2	0.0		0.0	0.9	0.0
	Catherine McKenney	%	28.7	26.4	42.9	24.8	20.3	24.0	32.8		42.0	22.0	24.5
	Ade Olumide	%	0.1	0.0	0.0	0.0	0.5	0.0	0.3		0.0	0.4	0.0
	Param Singh	%	0.6	1.8	0.0	0.0	0.5	0.9	0.3		1.2	0.7	0.0
	Mark Sutcliffe	%	24.0	25.3	16.6	27.4	26.9	27.9	20.7		9.0	23.9	35.8
	Mike Maguire	%	0.5	0.4	1.0	0.0	0.5	0.8	0.3		0.9	0.7	0.0
	Nour Kadri	%	0.9	0.0	0.5	1.9	1.2	1.3	0.6		0.0	1.0	1.6
	Jacob Solomon	%	0.2	0.0	0.7	0.0	0.0	0.0	0.4		0.0	0.6	0.0
	Undecided	%	34.5	31.8	31.9	33.4	41.4	34.5	34.6		41.0	37.0	27.2

Nanos conducted an online representative non-probability survey of 503 residents of Ottawa, 18 years of age or older, between September 23<sup>rd</sup> to October 3<sup>rd</sup>, 2022.

\*Note: Some results have been shaded due to small sample size.

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