



# CANADA'S MAYORS SPEAK: ELECTIONS

[MayorsProject.ca](http://MayorsProject.ca)

 **PUBLIC SQUARE**  
putting the people back in research

In January 2018, we invited Canada's mayors to tell us about themselves, their jobs, and the issues facing their communities.

Then we followed up in May, to dig more deeply into those issues, and now we have just completed a talk with mayors to better understand what goes on during elections at the mayoral level.

Here's what **Canadian mayors** had to say.



# HIGHLIGHTS

## **Election Survey**

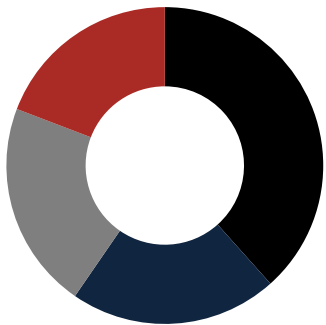
- 1) Of the mayors we surveyed, 2 in 10 chose not to run again, and of those who did choose to run, 2 in 10 were acclaimed.
- 2) However, of those who ran, only 13% described the tone as friendly or collegial, whereas more than half (53%) described the election as hostile, combative, or dirty, and close to half experienced attacks ads from their opponents.
- 3) Where 7 in 10 thought that they were covered fairly by the media, that number tumbles to 6 in ten for the issues overall, and surprisingly, only 2 in 10 said that new issues emerged during the election.
- 4) Nevertheless, 8 in 10 found the overall experience positive.
- 5) On average mayors spent almost half their time—traditionally—going door to door or attending community events, whereas they spent a third of their time on social media (Facebook was most popular). Markedly less time was spent on the phone (13%).
- 6) Six in ten record supporters to create a database, and slightly more use video to communicate.



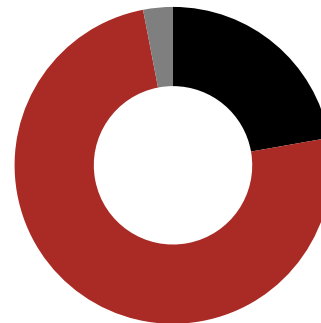
# Who's Running

# RUNNING

**Are you currently running? How many people are running against you?**



38% - Currently running  
21% - Recently Ran  
21% - Not Running Again  
19% - Not in the next while



22% - Only me  
74% - 2 to 4 candidates  
3% - More than 4

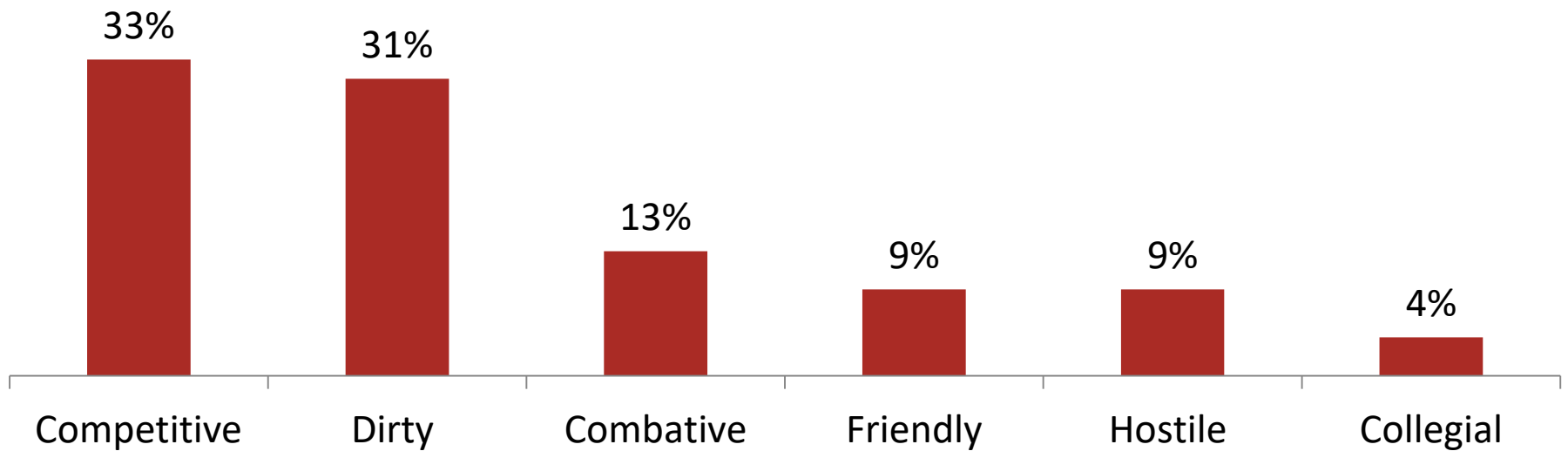


# **Tone of the Campaign**



# TO NE

When thinking about the election; what best describes the tone?



# ATTACK ADS?

## Were there attack ads? What were they like?



49% - Yes

51% - No

- Both personal and professional
- Social media misinformation
- Character assassination
- Lies
- Accused me of lying
- Innuendo
- False information
- Personal, slanderous, accusatory
- Attacked my record





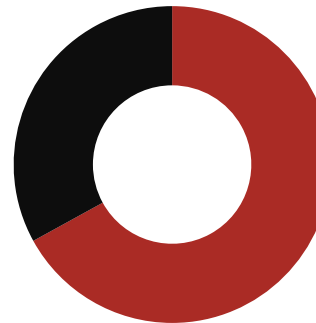
# THE MEDIA

**Did the media cover the issues fairly? Were you portrayed fairly?**



## ISSUES COVERED

61% - Fairly or Very Fairly  
39% - Somewhat or Not  
at all Fairly



## YOUR COVERAGE

70% - Fairly or Very Fairly  
30% - Somewhat or Not  
at all Fairly

# NEW ISSUES

**Did new issues emerge, that you weren't expecting?**

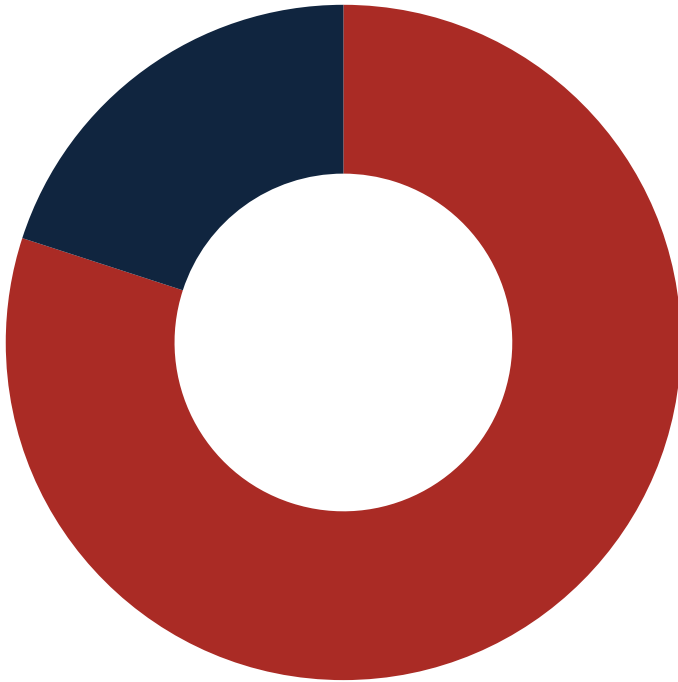


22% - Yes

78% - No

# EXPERIENCE

**Overall, was the experience positive?**



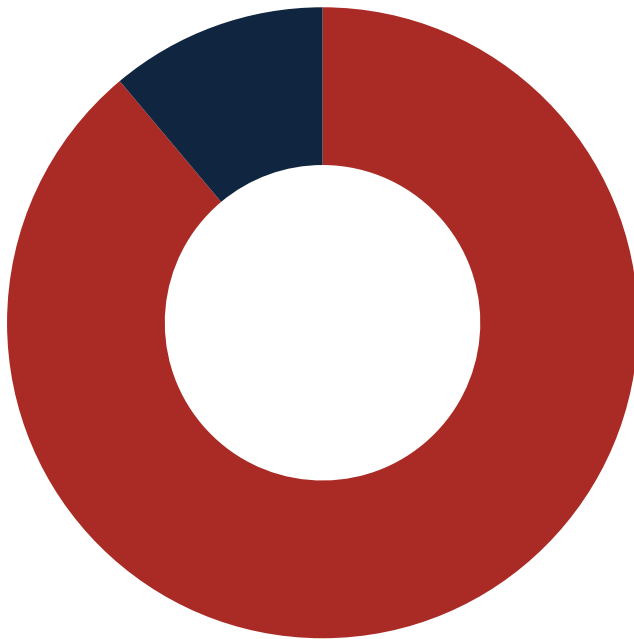
80% - Positive  
20% - Negative



# Your Campaign Tools

# PLATFORM

**Did you have a platform?**

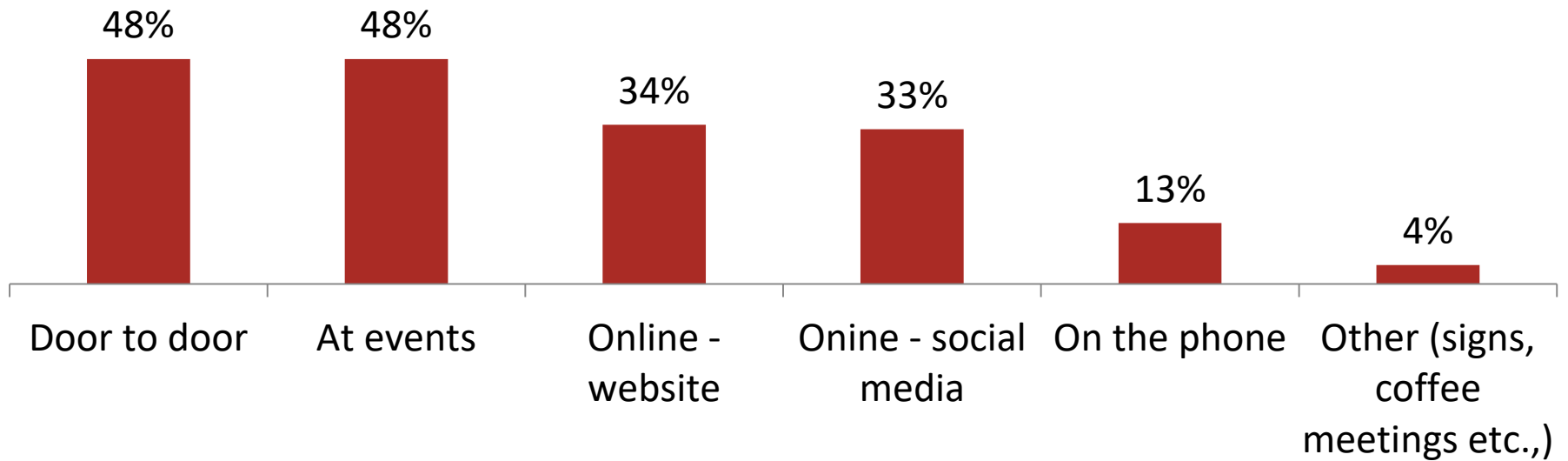


88% - Yes

11% - No

# CAMPAIGN

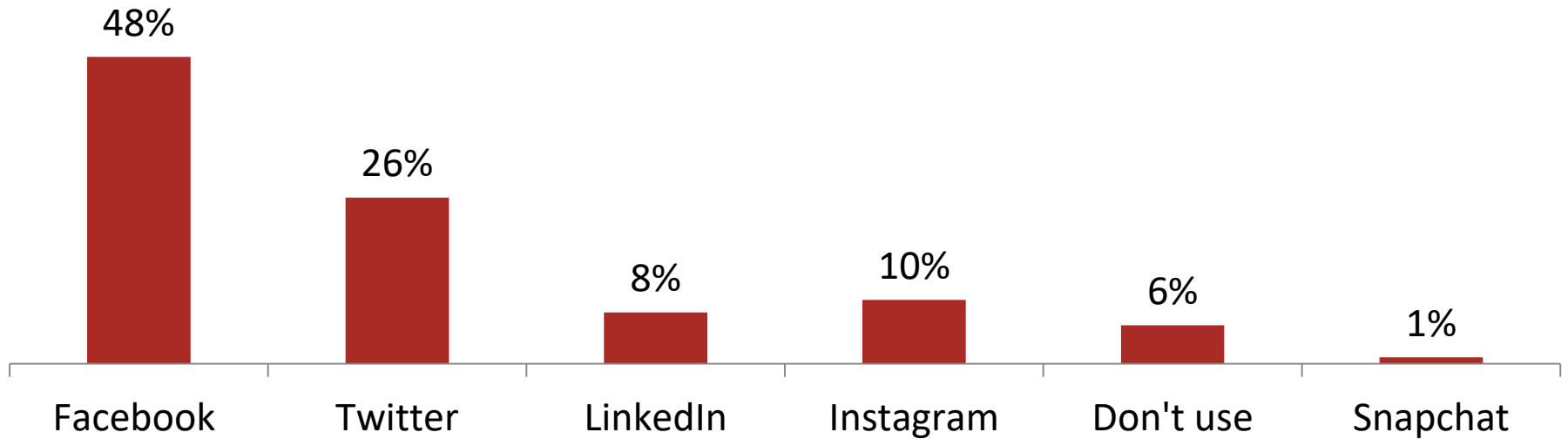
How much of the campaign was spent online, door to door, or at events, etc.,?





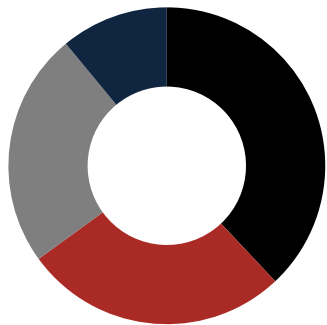
# PLATFORM

When it comes to campaigning, which of the following did you use?



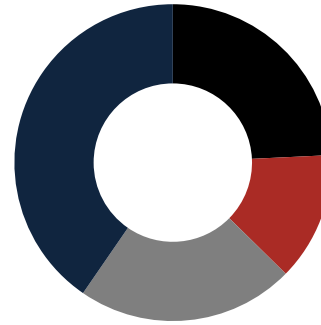
# FOLLOWERS

**How many followers do you have on Facebook and Twitter?**



## FACEBOOK

1000+	38%
500 to 999	27%
Less than 500	24%
Don't use	11%



## LINKEDIN

1000+	24%
500 to 999	13%
Less than 500	22%
Don't use	40%

# TOOLS

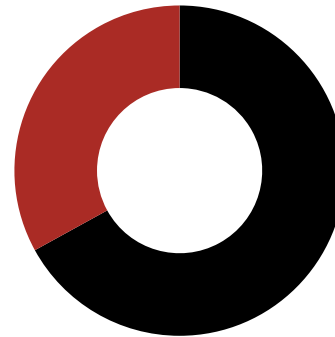
**Did you collect a database of supporters? And did you use video to communicate?**



**DATABASE**

57% - Yes

43% - No



**VIDEO**

67% - Yes

33% - No

# Endorsements



# ENDORSEMENT

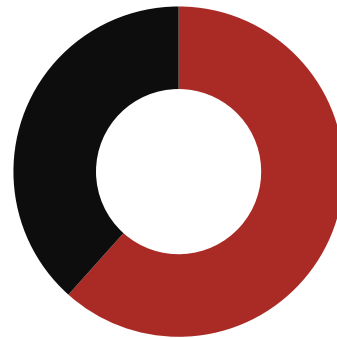
**Did you endorse a councillor? Did a councillor endorse you?**



**I ENDORSED**

31% - Yes

69% - No



**I WAS ENDORSED**

54% - Yes

47% - No

# Methodology

A faint, dark background image of a person in a suit pointing towards the right. The person is positioned on the left side of the frame, with their right arm extended and hand pointing towards the right. The image is semi-transparent and serves as a background for the text.





# METHODOLOGY

- The survey was distributed by email to 400 Canadian mayors serving communities of more than 10,000 people. The survey was administered from September 26 to October 18, 2018. The survey was offered in both English and French.
- A total of 94 mayors responded to the survey (23.5%). The response rate was higher among mayors serving communities with smaller populations:
  - 69.2% - Population between 10,000 to 24,999
  - 24.4% - Population between 25,000 to 99,999
  - 1.3% - Population between 100,000 to 249,999
  - 5.1% - Population above 250,000



# CONTACT

**Heather Bastedo**

President, Public Square Research

[hbastedo@publicsquareresearch.ca](mailto:hbastedo@publicsquareresearch.ca)