



# Tight Race for Mayor in Upcoming Saskatoon Civic Election

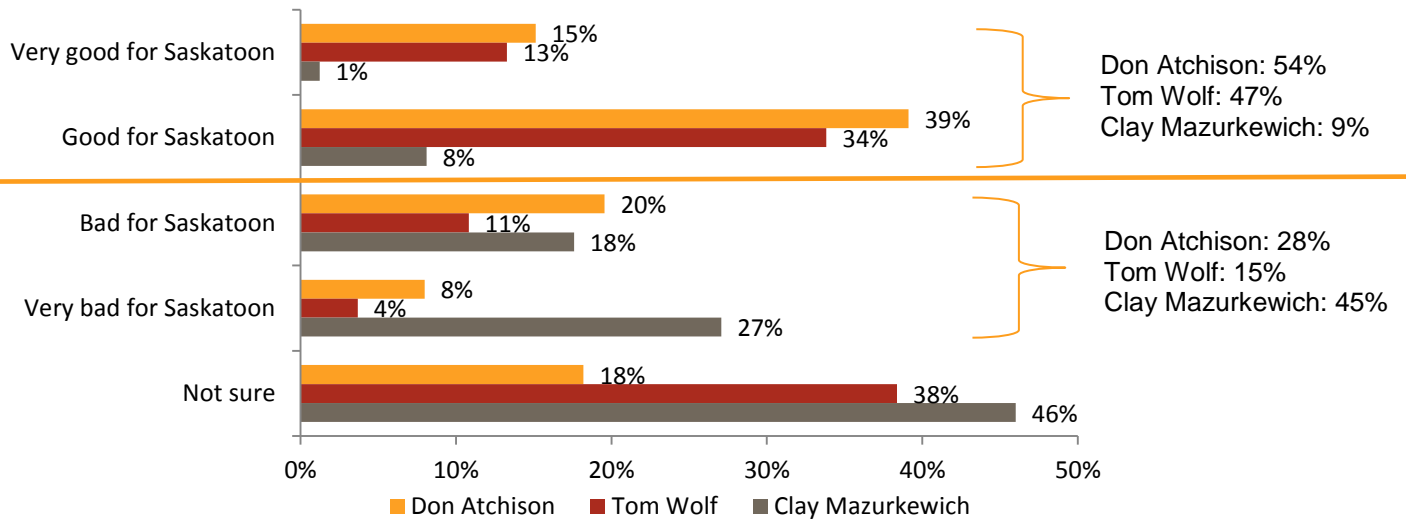
October 18<sup>th</sup>, 2012

A new independent online poll conducted by Insightrix Research suggests that **38%** of those who plan to vote in the upcoming civic election on October 24<sup>th</sup>, 2012 say they will cast their ballot in favour of Don Atchison while **32%** plan to vote for Tom Wolf. Only **1%** report intentions of voting for Clay Mazurkewich, **2%** intend to spoil their ballot and an additional **6%** said they would prefer not to say who they plan to vote for. However, a notable proportion of voters (**21%**) are still as to who they will cast their ballot in favour of on Election Day, which depending on their behaviour, could have a notable impact on the election outcome. Excluding those who are undecided or prefer not to say, **54%** plan to vote for the current mayor, **44%** for Mr. Wolf and **2%** for Mr. Mazurkewich.

Further clouding the prediction of who may walk away with the title of mayor is the fact that **76%** of respondents polled state they plan to vote in the upcoming election. This contrasts sharply with actual voter turnout in the most recent civic election (**27%**), suggesting that many who say they will vote on Wednesday may in fact not make it to the polls.

Regardless of voter intentions, when asked if it would be a good thing or a bad thing for Saskatoon if each of the mayoralty candidates were elected to office, roughly equal proportions hold positive perceptions of the two front-running candidates: **54%** for Mr. Atchison and **47%** for Mr. Wolf.

A greater portion feel it will be a bad thing for the city if incumbent Don Atchison is elected when compared to Tom Wolf (**28%** vs. **15%**, respectively). However, a far greater proportion is unable to offer an assessment of Tom Wolf in this area (**38%** vs. **18%** for Mr. Atchison).



**Research Details**

A total of 813 randomly selected SaskWatch Research™ panel members from Saskatoon participated in the online research study between the dates of October 9<sup>th</sup> and 12<sup>th</sup>, 2012. Quotas were set by age and gender to match the general population of the city. As the research is conducted online, it is considered to be a non-probability proportion sample and therefore, margins of error are not applicable.

**About SaskWatch Research™**

Insightrix started developing the SaskWatch Research™ online market research panel in October 2007, using high-quality techniques including telephone recruitment and referrals from existing panel members. Presently, there are over 10,000 active panel members representing all regions of the province, and distributions of the general population. The panel membership closely matches the 2011 Census based on age, gender, household composition, household income and education. For more information, please visit: <http://saskwatch.ca>.

**About Insightrix**

Founded in 2001, Insightrix Research Inc. is a full service market research firm that helps clients develop, administer, and manage data collection and information strategies. From its office in Saskatoon, Insightrix offers a comprehensive range of research services.

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