



City of Edmonton Report

Opinion survey on Lucy the Elephant

About Mainstreet Research

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.

About Mainstreet Research

The analysis in this report is based on results of a survey conducted from Wednesday, August 13th to Friday, August 15th, 2025, among a sample of 805 adults, 18 years of age or older, living in Edmonton. The survey was conducted using smart IVR. Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Edmonton.

The margin of error for the poll is +/- 3.5% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

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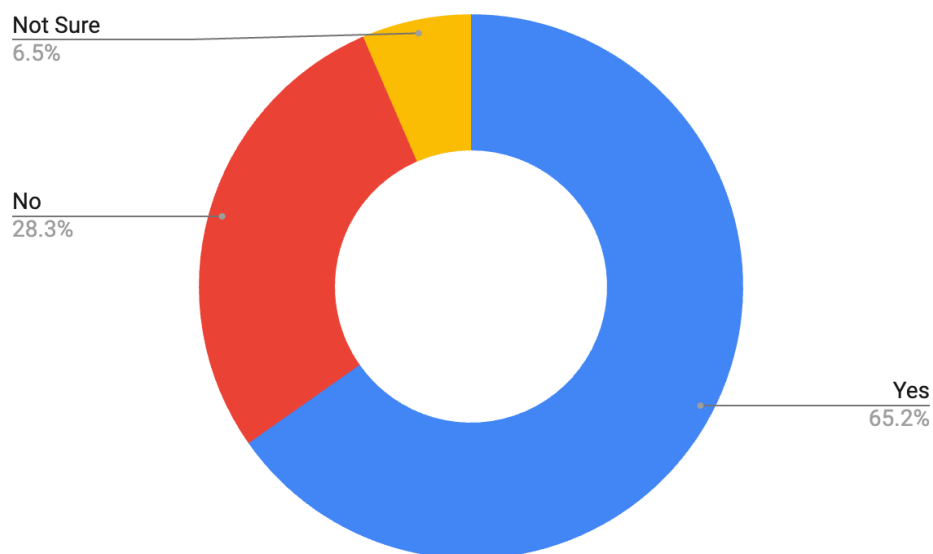
Majority of voters support relocating Lucy the Elephant, agreeing with veterinarian experts

An outright majority of voters who expressed an opinion (68%) expressed a preference for Lucy the Elephant to be relocated to a warmer climate, with 73% of voters who expressed an opinion saying that they are more likely to support a candidate that supports relocating Lucy. Support for relocation was highest with voters age 50-64 and voters under 50.

Additionally, 64% of voters who expressed an opinion do not think it is ethical to keep Lucy in Edmonton if upgrades are not made by the Edmonton Valley Zoo to where she lives. Disagreement with the ethics of keeping Lucy in Edmonton was highest with voters under age 50, as 67% of voters under age 50 who expressed an opinion thought it was unethical to keep Lucy at the Edmonton Valley Zoo.

While voters were divided on the question of if it is a good use of municipal tax dollars to keep Lucy at the Zoo, with younger voters being the largest group saying it was not a good use of tax dollars (56% of those with an opinion). With younger voters also being the largest group supporting Lucy being moved, it can be concluded that those voters want Lucy moved somewhere else, as it is more ethical and has a lower cost to taxpayers.

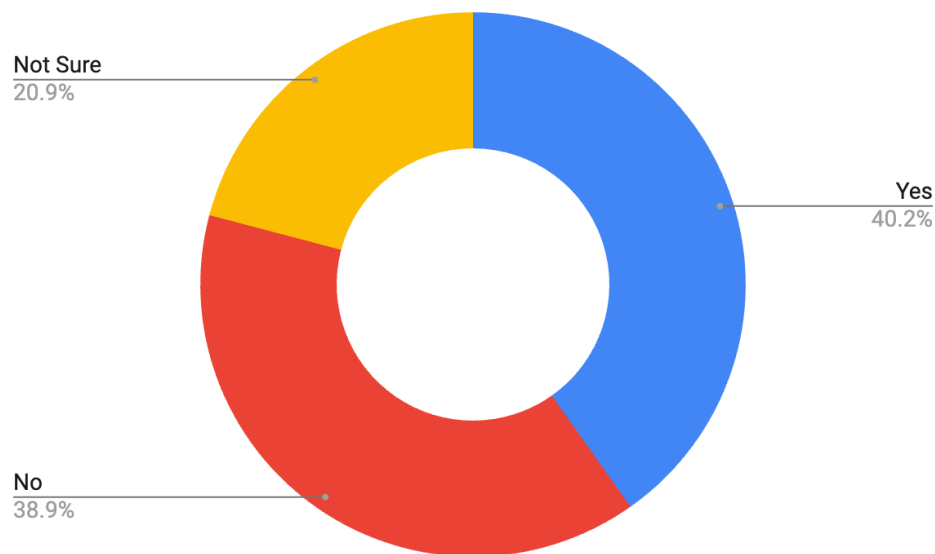
Did you vote in the last election for the Mayor of Edmonton? (All voters)



Crosstabs by Gender, Age, and Education

	Gender				Age			Education		
	Total	Male	Female	Other	18-49	50-64	65+	High School or Less	College	University
Yes	65.3%	63.5%	67.3%	47.3%	57.5%	70.6%	74.0%	56.7%	66.3%	76.9%
No	28.3%	32.7%	23.7%	37.5%	36.0%	21.8%	20.6%	38.8%	23.9%	17.4%
Not Sure	6.5%	3.9%	9.0%	15.2%	6.5%	7.5%	5.4%	4.5%	9.8%	5.8%
Unweighted Frequency	805	363	415	27	228	178	399	161	256	388
Weighted Frequency	805	400	400	5	383	207	214	333	250	222

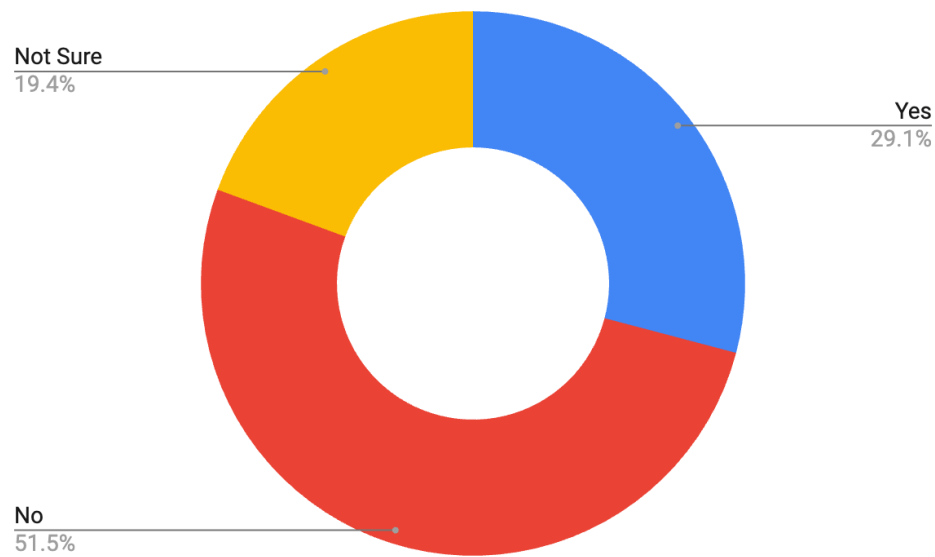
The City of Edmonton spends an average of \$300,000 per year to house, feed and care for the elephant known as “Lucy” at the Edmonton Valley Zoo. This does not include her yearly health assessments. Do you believe it is a good use of municipal tax dollars to continue this fiscal expenditure even though Lucy is officially “retired” from the zoo and can be safely transported to an elephant sanctuary in a warmer climate at no cost? (All voters)



Crosstabs by Gender, Age, and Education

	Gender				Age			Education		
	Total	Male	Female	Other	18-49	50-64	65+	High School or Less	College	University
Yes	40.2%	40.0%	40.4%	35.7%	34.9%	39.9%	49.7%	38.8%	41.4%	40.8%
No	38.9%	41.6%	36.1%	52.1%	45.8%	40.7%	24.9%	36.8%	40.6%	40.2%
Not Sure	20.9%	18.4%	23.5%	12.2%	19.3%	19.3%	25.4%	24.4%	18.0%	19.0%
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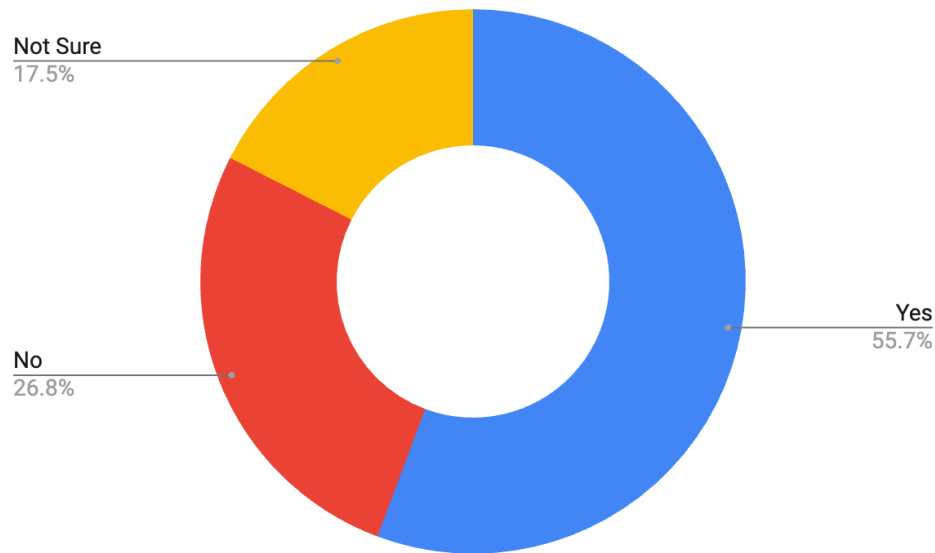
For years, Lucy's assessments have recommended for her to have a therapeutic pool for her arthritis and an enlarged indoor/outdoor space. Do you feel it's ethical to keep Lucy in Edmonton if upgrades are not going to be completed by the Edmonton Valley Zoo allowing her to age comfortably in Edmonton? (All voters)



Crosstabs by Gender, Age, and Education

	Gender				Age			Education		
	Total	Male	Female	Other	18-49	50-64	65+	High School or Less	College	University
Yes	29.1%	24.6%	33.6%	26.8%	23.3%	32.2%	36.5%	30.7%	30.7%	25.1%
No	51.5%	57.4%	45.4%	67.3%	58.5%	46.9%	43.4%	49.8%	52.2%	53.3%
Not Sure	19.4%	17.9%	21.0%	5.9%	18.1%	20.9%	20.1%	19.5%	17.2%	21.7%
Unweighted Frequency	805	363	415	27	228	178	399	161	256	388
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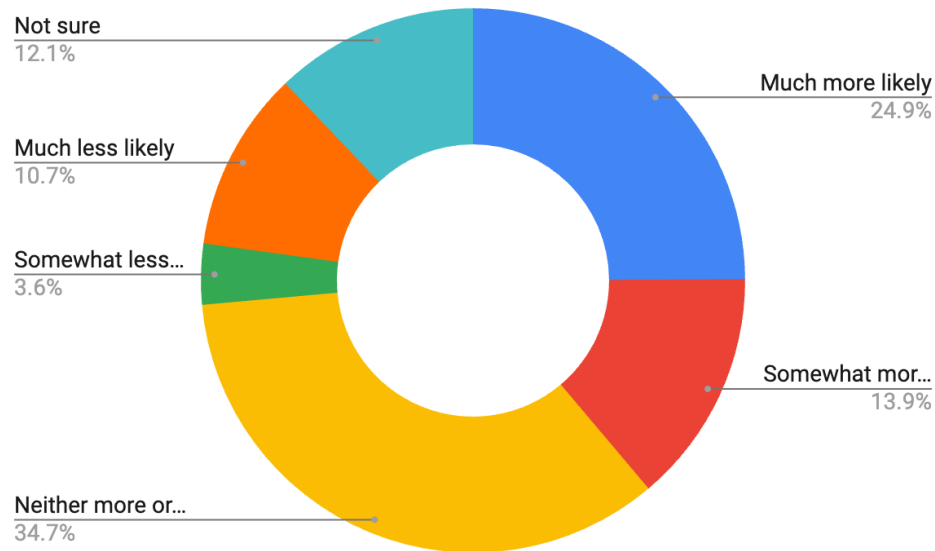
Multiple veterinarian experts from all over the world believe that Lucy can and should be transported to a sanctuary in a warmer climate. Do you feel Edmonton should relocate Lucy? (All voters)



Crosstabs by Gender, Age, and Education

	Gender				Age			Education		
	Total	Male	Female	Other	18-49	50-64	65+	High School or Less	College	University
Yes	55.7%	59.2%	52.3%	53.3%	57.6%	58.6%	49.7%	54.9%	56.8%	55.7%
No	26.8%	23.5%	30.0%	27.1%	26.4%	25.7%	28.3%	27.3%	25.2%	27.7%
Not Sure	17.5%	17.3%	17.7%	19.6%	16.0%	15.7%	22.0%	17.8%	18.0%	16.6%
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The next municipal election will take place on Monday, October 20th, 2025. Would you be more or less likely to vote for a candidate who supports the relocation of Lucy the elephant? (All voters)



Crosstabs by Gender, Age, and Education

	Gender				Age			Education		
	Total	Male	Female	Other	18-49	50-64	65+	High School or Less	College	University
Much more likely	24.9%	29.2%	20.9%	10.2%	23.4%	26.9%	25.9%	32.5%	23.6%	15.0%
Somewhat more likely	13.9%	14.1%	13.8%	11.3%	12.7%	17.2%	12.9%	15.6%	12.0%	13.5%
Neither more or less likely	34.7%	30.2%	39.4%	27.5%	40.5%	29.1%	29.9%	24.3%	35.6%	49.4%
Somewhat less likely	3.6%	4.6%	2.6%	2.0%	4.0%	3.3%	3.1%	2.3%	6.0%	2.8%
Much less likely	10.7%	10.3%	11.0%	16.6%	12.8%	9.0%	8.5%	7.9%	13.8%	11.3%
Not sure	12.1%	11.7%	12.3%	32.5%	6.7%	14.5%	19.6%	17.3%	9.0%	7.9%
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