Seeker Community Pulse

Cornwall Mayoral Vote Intention Poll

Data Collection and Analysis by Mateo Lucio

October 8th - October 13th, 2026

n=469, implied CI=95%, MoE +/- 4.4

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THE SDG & A CORNWALL SEEKER

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Introduction

Between October 8th and October 13th of 2026, The Cornwall Seeker conducted a poll regarding mayoral vote intention amongst the population of Cornwall. In this time, we received a total of 469 responses, which would provide a margin of error of +/- 4.41% at a confidence level of 95% with a truly random sample.

In our poll, The Seeker finds that challenger **Sarah Good** leads with **47.8%** of the vote. Behind her are incumbent Mayor **Justin Towndale** with **29.1%** of the vote, challenger **Art Levert** with **21.4%** of the vote, and challenger **Nicole Spahich** with **1.7%** of the vote. These results discount those who are undecided or do not plan to vote, which account for 11.9% of the raw total. This is discussed further in the analysis section of this paper.

Methodology

In this survey, we used online responses as the chief tool for data collection. To Cornwall's advantage, it has several social media communities that are broadly used and relatively representative of Cornwall's population as a whole. Through an open SurveyMonkey poll and the potential for snowball sampling, we are confident that the sample of respondents is representative of Cornwall's electorate.

We defined suspicious responses as "responses from an IP address that already submitted a response which were completed in less than 15 seconds." We removed 16 responses that fit this criteria.

The poll consisted of four questions. To ensure an entirely representative sample, the first three questions were broad demographic queries about age, gender, and political affiliation in the most recent Federal Election. Through receiving data about these demographics, we are able to weight our final results to be representative of Cornwall's population in regards to the three surveyed variables. With 2022's turnout of 33% and recent trends in mind, we've assumed 40% turnout for the upcoming election.

As an example, the survey ended up oversampling respondents who voted for Eric Duncan in 2025 as opposed to Sarah Good. In the 2025 Federal Election, 48.9% of Cornwall voted for Duncan while 46.7% voted for Good[1]. Amongst those respondents who disclosed how they voted in SDG in 2025, 54.2% responded Duncan and just 38.8% for Good. Weighting the survey means that this will be accounted for, and that the sample is representative of the sample expected in the upcoming municipal election.

In weighting the survey at all, some assumptions need to be made about the electorate that will turn out for Cornwall's municipal election. Without widespread, publicly available voter demographic information, these assumptions have been made with the best available academic knowledge regarding voter turnout. The baseline for our model on turnout by age and gender is '*Age, political knowledge and electoral turnout: a case study of Canada'*[2], which finds that the older one is, the more likely they are to vote in municipal elections. Vote participation by age in our survey was weighted based on their figures.

As for our ideological demographic question, *'Who did you vote for in the 2025 Federal Election?',* we weighted the results to match the exact results in Cornwall. While there has been little academic mapping regarding the relationship between turnout in federal and municipal elections, Jack Lucas[3] finds that 76% of municipal representatives in Canada are relative partisan matches to their constituents. Moreover, several representatives who are not party-aligned with their constituents are simply non-partisan entirely. With this being some of the best available data on partisan alignment in municipal elections, we opted to weight partisanship for the upcoming municipal election as one-to-one with the 2025 federal election's results.

A key statistic we needed to weight was the portion of voters who did not vote federally but plan to vote municipally. We could not find a publicly available study regarding the portion of voters that vote municipally but not federally, so we sourced this data ourselves using Statistics Canada's 2020 General Social Survey[4]. Here we found that 19,249 survey respondents voted

[1] Poliwave.com. "Canada (Federal) District Drawer."
[2]Stockemer and Rocher, "Age, Political Knowledge and Electoral Turnout: A Case Study of Canada"
[3] Lucas, "Do 'Non-Partisan' Municipal Politicians Match the Partisanship of Their Constituents?"
[4] Statistics Canada, "General Social Survey - Social Identity (SI"

municipally. Of those respondents, only 622 did not vote federally. This implies that just 3.2% of Canadians vote municipally but not federally, which is the figure we will use to weight this poll. We used SPSS rake weighting to weight the demographics of this poll on all aforementioned counts. The figures below below show the raw respondent counts and the figures after weighting.

Age Group	**Raw Response Rate**	**Weighted Response Rate**
18-24	2.8%	3.8%
25-34	9.1%	11.0%
35-44	18.1%	11.5%
45-54	18.1%	13.1%
55-64	22.0%	20.0%
65+	24.2%	33.2%
Prefer not to say	5.6%	5.6%

Figure 1: Respondent age (based on expected turnout as outlined above)

Age Group	**Raw Response Rate**
Male	47.0%
Female	45.9%
Other	0.4%
Prefer not to say	6.7%

Figure 2: Respondent Gender (data was close enough to population that no weighting was done)

2025 Federal Election Vote	**Raw Response Rate**	**Weighted Response Rate**
Eric Duncan (Conservative Party)	41.2%	39.4%
Sarah Good (Liberal Party)	29.7%	37.6%
Mario Leclerc (New Democratic Party)	4.1%	2.6%
Gordon Kubanek (Green Party)	0.7%	0.6%
Karl MacKinnon (Libertarian Party)	0.4%	0.2%

Did not vote in 2025	6.3%	2.6%
Voted in a riding other than SDG	2.8%	2.7%
Prefer not to say	14.8%	14.3%

Figure 3: Respondent partisan affiliation

The questions and answers that make up this survey are as follows:

- **Question 1: What is your gender?** (male, female, other, prefer not to say)
- **Question 2: What is your age group?** (under 18, 18-24, 25-34, 35-44, 45-54, 55-64, 65+, prefer not to say)
- **Question 3: Who did you vote for in the 2025 Federal Election?** (Eric Duncan/CPC, Sarah Good/LPC, Mario Leclerc/NDP, Gordon Kubanek/GPC, Karl MacKinnon/Libertarian, I voted in a riding other than SDG, I did not vote, prefer not to say)
- **Question 4: Who do you intend on voting for in Cornwall's upcoming Mayoral Election?** (Justin Towndale, Sarah Good, Art Levert, Nicole Spahich, I do not plan to vote, undecided)

Results

With all the weighting completed, we can now analyze the adjusted results. When factoring in undecided voters and those who do not plan to vote, as shown in figure 4, Sarah Good leads with 42.2% of the vote, followed by Mayor Justin Towndale with 25.6% of the vote, Art Levert with 18.9% of the vote, and Nicole Spahich with 1.5% of the vote. 0.6% of respondents do not plan to vote, and 11.2% of respondents are undecided. We did not ask undecided voters if they lean in any particular direction.

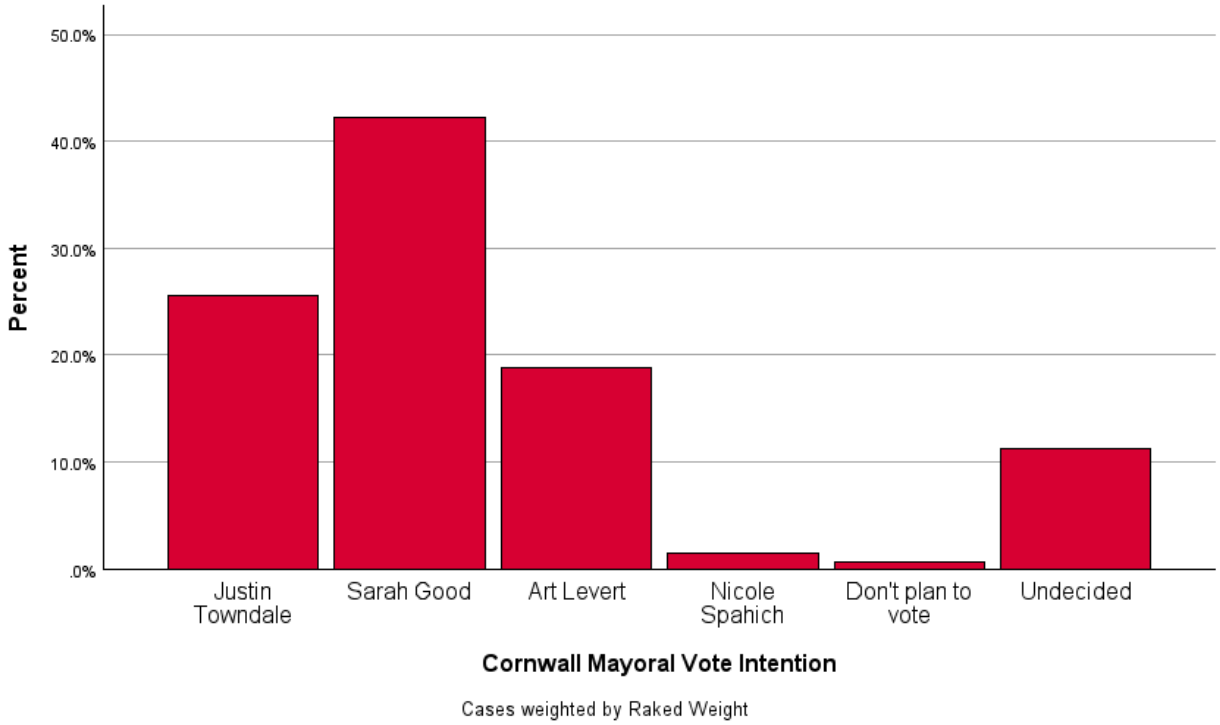


Figure 4: Mayoral Vote Intention (incl. uncertain)

When removing uncertain voters from the equation, the results are slightly recalibrated. These results are perhaps more representative of what may be seen when official results come in. Here, Sarah Good leads with 47.8% of the vote, followed by Mayor Towndale at 29.1%, Art Levert at 21.4%, and Nicole Spahich at 1.7%.

As mentioned in the introduction, this poll's margin of error is +/- 4.41%. This means that if our sample is correct, no candidate other than councillor Good has a path to victory, as the other three candidates are well outside of that margin.

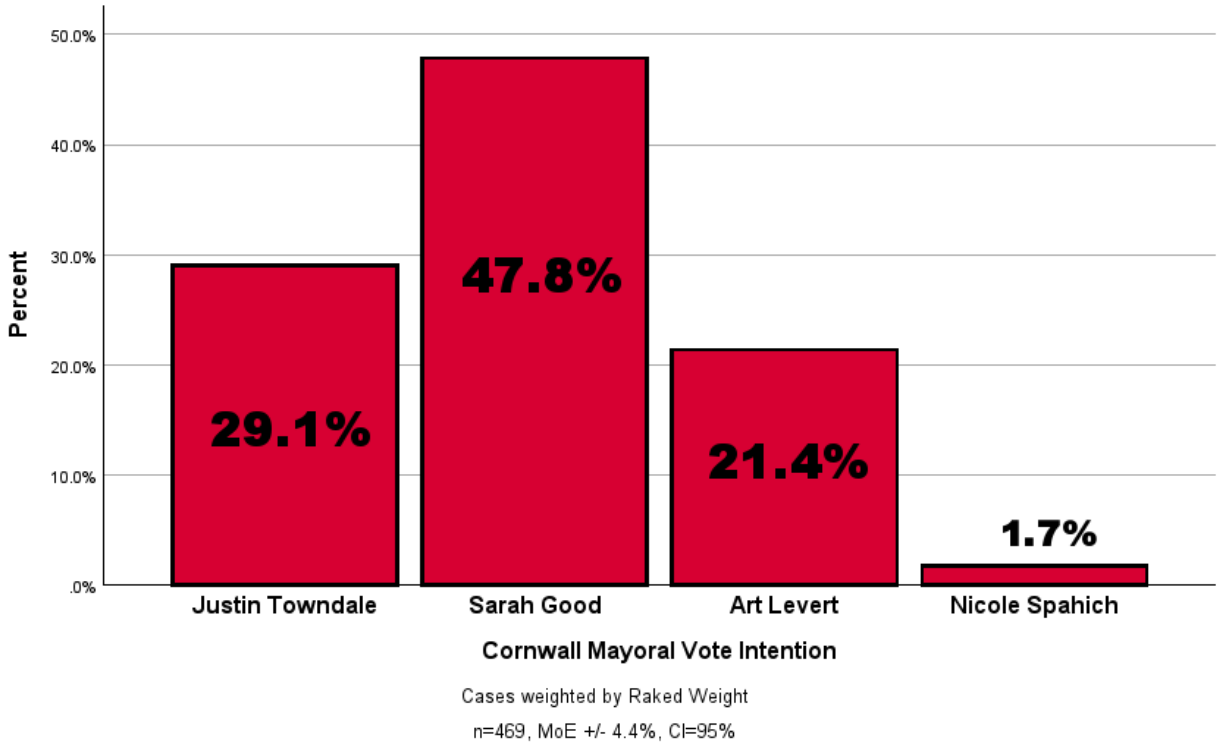


Figure 5: Mayoral Vote Intention (excl. uncertain)

Analysis

In this section, we will go over more in-depth analysis of this survey's results, including vote intention by gender, age, and 2025 partisan affiliation, as well as a combination of these demographics. Here, we will exclusively use the numbers that exclude undecided voters and those who do not plan to vote.

First, let's look at vote intention by age group. Sarah Good leads every age group except 45-54, which is a narrow three-way race between herself, Art Levert, and Mayor Towndale, who leads with 36.0% of the vote amongst those surveyed. For Ms. Good, we see a 'U-Shaped age profile', as she polls strongest with youth and seniors, and weakest with middle aged-participants. Mayor Towndale's vote share is relatively consistent by age, but there is a general downward slope, indicating that he is strongest with youth. Art Levert's vote curve is the opposite of Good's, as he is strongest with middle-aged voters and weakest with those who are young or old.

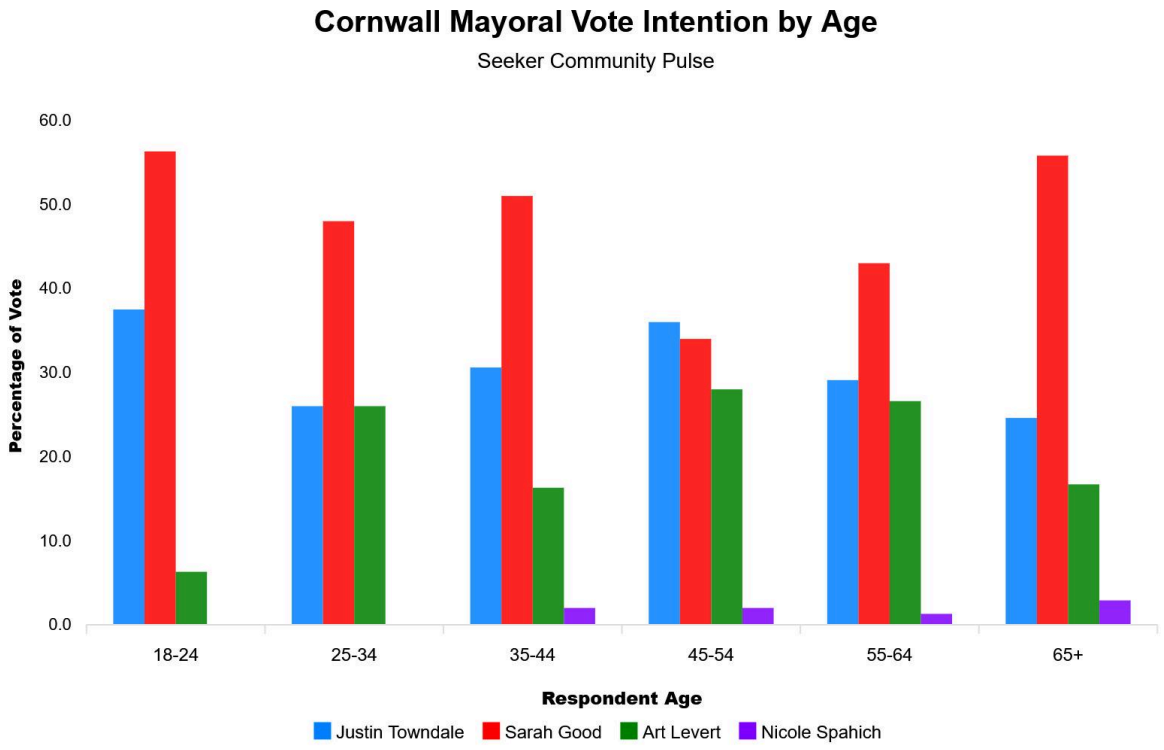


Figure 6: Mayoral Vote Intention by Age

Next, we can look at vote intention by gender. Respondents' gender does not play much of a role in support for Sarah Good, who sees 47.1% of the vote amongst men and 49.5% of the vote amongst women. As for Mayor Justin Towndale, he polls much stronger with men (33.7%) than women (23.7%). Art Levert, on the other hand, polls higher with women (23.7%) than men (18.7%). Amongst those who preferred not to disclose their genders, Mayor Towndale and Councillor Good are tied leads with 35.7% of responses, followed by Levert at 25.0%. Sarah Good was selected as the choice candidate for the survey's three respondents who did not identify as either gender.

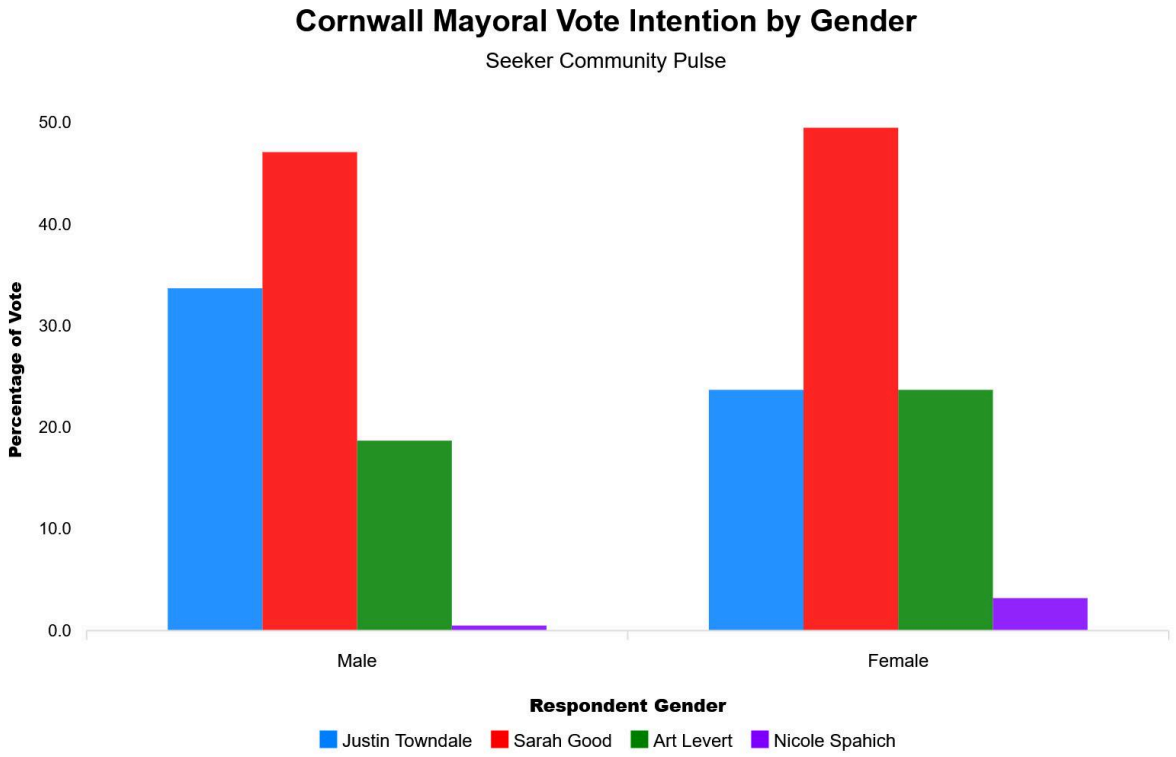


Figure 7: Mayoral Vote Intention by Gender

Mayoral Vote Intention by 2025 Federal Election Partisanship

As opposed to gender and age, which are generally within a margin of error of the generic sample, there are massive divides present in vote intention by party affiliation in the 2025 Federal Election. Amongst those who voted for Eric Duncan (Conservative) in 2025, Art Levert leads with 37.5% of respondents. 36.9% plan to vote for Mayor Towndale, and just 21.9% for Sarah Good. Amongst those who voted for Sarah Good (Liberal) in 2025, Mayor Towndale polled at 19.4%. As for the other two leading challengers, Art Levert is only expected to receive 1.3% of Liberal voters' support, and councillor Good received a massive 79.4% of the vote from those who claimed to have voted for her in the 2025 Federal Election. It is then not an unreasonable inference to say that Good running in 2025 has given her the exposure that will ultimately win her Cornwall's mayorship. Of the two major parties, all of Nicole Spahich's responses came from those who voted Conservative.

The sample of the rest of the parties polled is too small to extract meaningful data from, but those who preferred not to answer this question made up over 10% of the total responses collected. Amongst those who preferred not to respond, Mayor Towndale led with 36.7% of the vote, followed by Good and Levert tied at 30.6%.

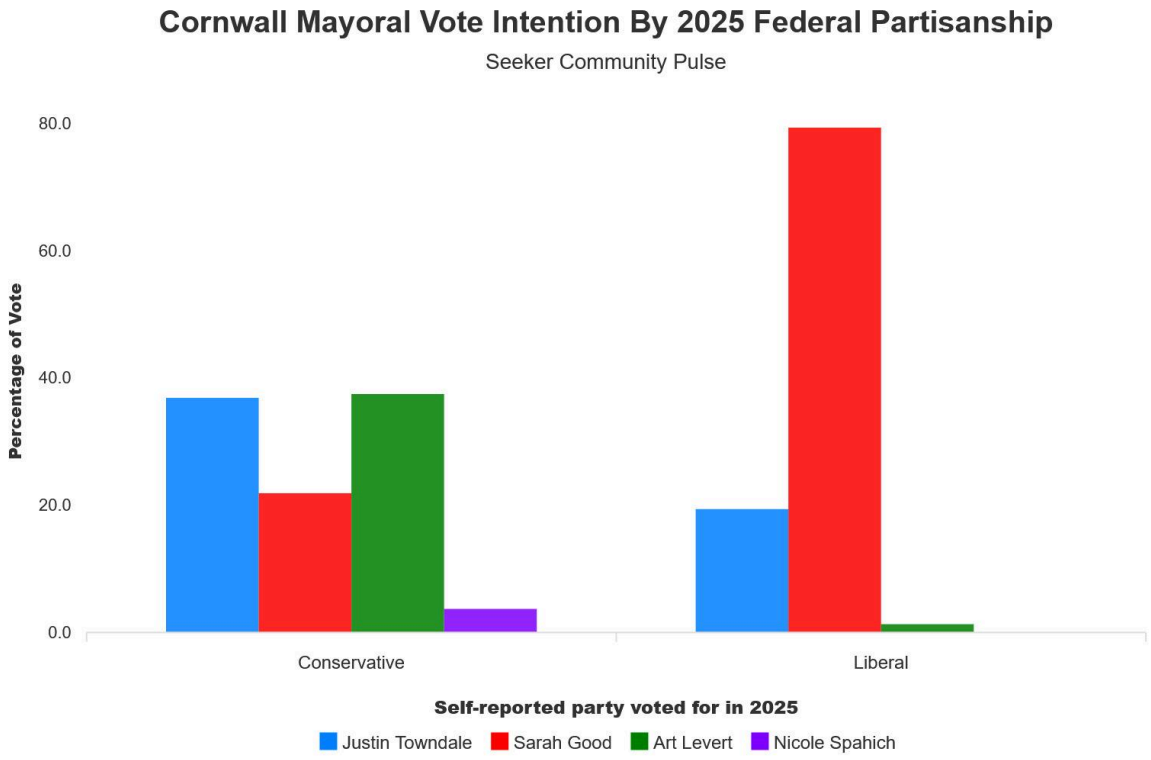


Figure 8: Mayoral Vote Intention by 2025 Federal Partisanship

When looking at party affiliation and gender together, this gap is even more pronounced. Amongst Conservative men, Towndale leads with 43.0% of responses, followed by Levert at 30.2% and Good at 25.6%. Amongst Conservative women, however, Art Levert has a strong lead with 44.4% of responses compared to 30.6% for Towndale and 18.1% for Good. This category is Nicole Spahich's strongest, where she polls at 6.9%.

Amongst Liberals by gender, the ideological divide is even wider. With Liberal men, 2.7% chose Levert, 25.3% chose Towndale, and 72.0% selected Good. Liberal women responded that they'd

vote Good at an enormous 87.8%, while just 12.2% responded that they'd vote Towndale. Not a single respondent of this demographic chose Levert.

Age is another interesting demographic juxtaposed with 2025 partisanship. Amongst Liberals, Towndale's response share only decreases with age. 36.4% of Liberal respondents aged 18-24 chose Towndale as their preferred candidate, while just 16.4% of Liberals aged 65+ chose him. Moreover, every age group in between those two saw a decline from the last. Ms. Good saw the opposite phenomenon amongst Liberals, where her vote share increased linearly with age, from 63.6% amongst 18-24 year olds to 83.6% amongst 65+ aged respondents.

Looking at Conservatives by age, Towndale leads with those aged 18-44, and Levert leads amongst those aged 45+. Sarah Good generally polls poorly amongst Conservatives, but polls quite well (30.8%) with Conservatives over the age of 65.

Next, we analyzed if any of these correlations by age, gender, or 2025 partisanship are actually significant. To do this, we ran Chi-Square, Phi, and Cramer's V tests on our variables. To show a significant correlation between two variables, a Chi-Square test should yield an asymptotic significance (p-value) of $p < 0.05$.

Our Chi-Square test for gender and mayoral vote intention shows no clear correlation between these two variables, yielding a p value of $p=0.163$. This makes sense, given that answers were relatively consistent by gender. As for a respondent's age group, perhaps due to the large amount of cells and individual variables at play, the Chi-Square test returned a p-value of $p=0.387$, also indicating no correlation.

Looking at respondents' votes in the 2025 Federal Election, however, the Chi-Square test returns $p<0.001$, indicating a definite correlation between the way that respondents voted in 2025 with how they will vote in this municipal election. The follow-up Cramer's V test yielded a value of 0.336, indicating a very strong correlation between a respondent's self-reported 2025 Federal Election vote and the candidate that they chose in our survey.

	Value	Approximate Significance
Pearson Chi-Square	136.128	<0.001
Cramer's V	0.336	<0.001

Figure 9: Chi Square & Cramer's V tests for self-reported 2025 vote x mayoral intention

Conclusion

All of the aforementioned data points to the conclusion that Sarah Good is expected to win Cornwall's 2026 Mayoral Election. If this poll were incorrect by twice its expected margin of error, there would still be no path for another candidate to win. If the assumptions about this municipal election's electorate are correct, the poll's results are expected to closely mirror those of the official election.

Still, this poll had some limitations that ought to be improved in the future. For one, the social media-based sampling method appears to be grounded in accuracy on the surface, but may find itself inaccurate to the general populace. Without a control variable, there will be no way to know. Furthermore, it would be worth having questions about race, religion, and income in the future to further balance the sample and analyze Cornwall's electorate. Luckily, with the establishment of this poll and the potential inaccuracies that will be discovered with the election's real results, future polls conducted in the Cornwall area will have expanded accuracy.

We'd like to formally thank all who participated in this survey for providing us with a more than adequate sample size. For any questions about this poll or to request the raw data from the responses we've collected, please contact mateo.lucio@theseeker.ca.

Resources

"Canada (Federal) District Drawer." Poliwave. Accessed October 14, 2026. https://www.poliwave.com/ca/gen/drawer?scope=fed&p=draw.

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