



Edmonton Municipal Polling

September 2025

Date: 3 / October / 2025

Content

Methodology 3

Key Highlights 5

Detailed Results 6

Sample Profile 15

Methodology



Methodology

Online survey among Edmonton Proper residents 18 years of age or older: n=419.

Respondents were randomly recruited using LEO's online panel.



When

Data collection from September 26-28, 2025.



Margin of Error

Since data collection was conducted with non-probability sampling, a margin of error cannot technically be reported. For comparison purposes, a probability sample of n=419 yields a margin of error no greater than $\pm 4.8\%$ (19 times out of 20) for the total Edmonton Proper sample.



Weighting

Results were weighted according to **age, gender, and education** to ensure a representative sample of the population of Edmonton.

Methodology



Significant Differences

Data in **green** / **red** indicates a significantly **higher** / **lower** proportion than the total excluding the subgroup in question.

- ▲ Statistically significantly higher than previous wave
- ▼ Statistically significantly lower than previous wave



Rounded Data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Allison Watson, Vice-President, Western Canada Public Affairs and Communications at the following e-mail address: awatson@leger360.com

Key Highlights

Some **key highlights** from the omnibus **include...**

Perceived Direction of Edmonton

- Nearly two-thirds (64%) say the city is on the wrong track; just above one-quarter (26%) say it is headed in the right direction.
- Women (72%), those aged 55+ (78%), and likely voters (72%) are more likely to believe it is on the wrong track.

Mayoral Election Voting Likelihood:

- 43% report they will 'definitely' vote, while a further 20% are 'very likely' to vote, for a total of 64% likely voters.
- Those aged 55+ (75%) and those with incomes of \$100k+ (79%) are more likely to report they are likely to vote. These same groups are also more likely to report they will definitely vote.

Mayoral Voting Intention:

- Voting intention among residents remains divided: Cartmell and Knack are tied for the lead at 14%, while Mohammad (6%), Walters (5%), and Caterina (3%) round out the top 5.
- 41% of residents report that they are unsure or undecided regarding their voting intentions, fewer than in August 2025 (48%).

Awareness of Mayoral Candidates:

- Cartmell (49%) and Knack (47%) lead in awareness. Caterina (37%), Walters (36%), and Jaffer (25%) round out the top 5.

Mayoral Candidate Approval

- Among residents aware of each candidate; Knack leads in approval with 54%. He is followed by Walters (48%), Mohammad (46%), and Cartmell (44%).

Top Voting Issues

- Lowering taxes (42%), safety in the downtown core (28%), and reducing poverty (25%) are the top issues leading up to the election.

Perceptions of Balancing Taxes with Public Services & Municipal Political Parties

- Less than half (47%) believe that maintaining current tax levels and reducing public services is favourable, while around four-in-ten (38%) are in favour of slightly increasing taxes to provide better services to citizens.
- More than half (54%) report that a candidate being part of a team/party is not important to them, while just above one-quarter (27%) report that it is important.

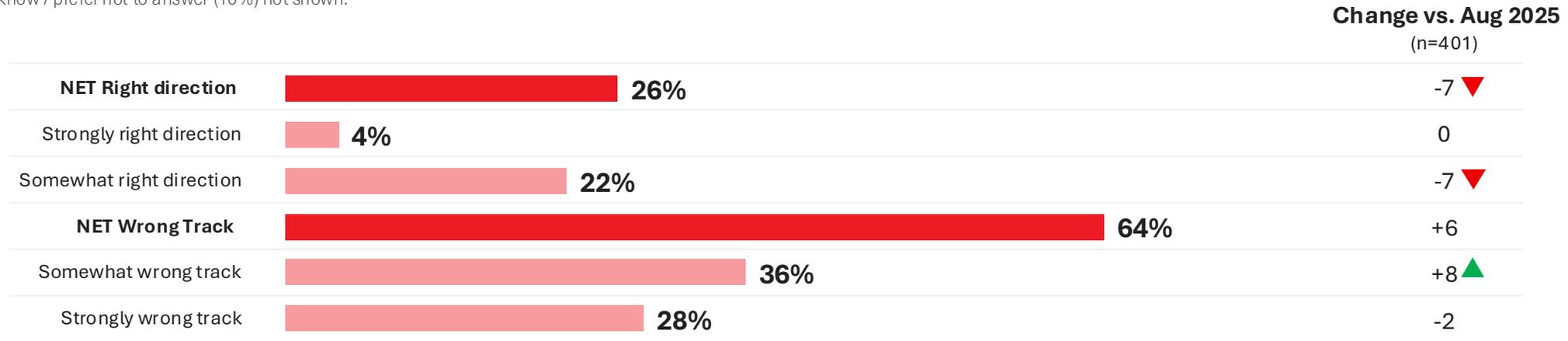
1.1

Detailed Results

Perceived Direction of Edmonton

Q. Taking everything into account, how do you feel things are going these days in Edmonton? Are things going in the right direction or are they off on the wrong track?

Base: Edmonton Proper Residents (n=419)
 Don't know / prefer not to answer (10%) not shown.



	GENDER			AGE			INCOME			Likely to Vote (n=296)
	Total (n=419)	Men (n=173)	Women (n=246)	18-34 (n=73)	35-54 (n=128)	55+ (n=218)	<\$60k (n=130)	\$60K- <\$100K (n=121)	\$100K+ (n=137)	
NET Right direction	26%	34%	18%	36%	21%	18%	26%	27%	26%	25%
Strongly right direction	4%	7%	2%	6%	5%	1%	2%	6%	5%	6%
Somewhat right direction	22%	27%	16%	30%	16%	17%	24%	21%	21%	19%
NET Wrong Track	64%	55%	72%	47%	70%	78%	59%	62%	72%	72%
Somewhat wrong track	36%	26%	45%	32%	37%	40%	33%	33%	40%	35%
Strongly wrong track	28%	30%	27%	15%	34%	39%	27%	29%	32%	36%

▲ Statistically significantly higher than previous wave
 ▼ Statistically significantly lower than previous wave

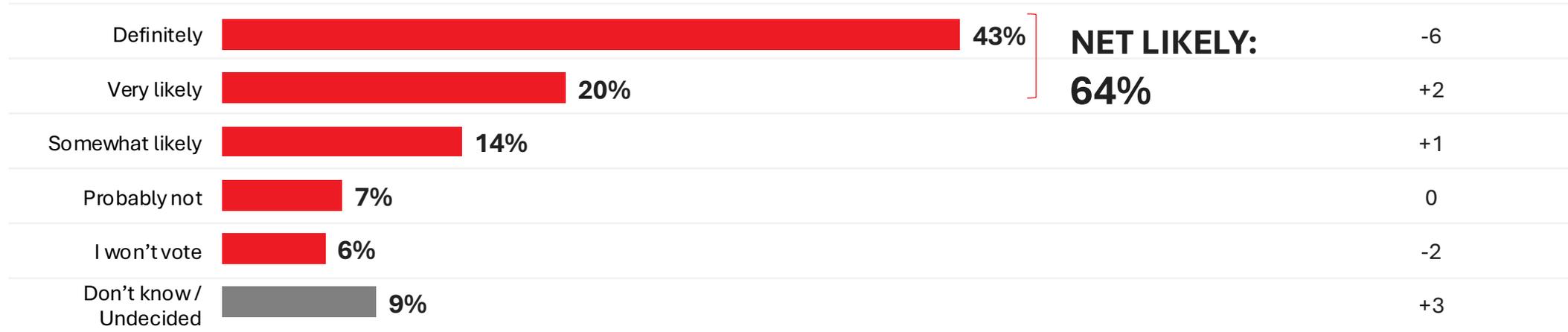
% / % figure is significantly higher / lower than the total.

Mayoral Election Voting Likelihood

Q. As you may know, the next Municipal Elections will be held in Edmonton on October 20th, 2025. How likely do you think it is that you will vote in this municipal election?

Base: Edmonton Proper Residents (n=419)

Change vs. Aug 2025
(n=401)



	GENDER			AGE			INCOME		
	Total (n=419)	Men (n=173)	Women (n=246)	18-34 (n=73)	35-54 (n=128)	55+ (n=218)	<\$60k (n=130)	\$60K-<\$100K (n=121)	\$100K+ (n=137)
NET Likely (definitely/very)	64%	66%	61%	53%	65%	75%	53%	60%	79%
Definitely	43%	46%	41%	24%	47%	63%	30%	45%	55%
Very likely	20%	20%	21%	29%	18%	12%	23%	15%	24%
Somewhat likely	14%	13%	14%	12%	19%	9%	17%	8%	13%
Probably not	7%	9%	6%	11%	7%	4%	8%	14%	2%
I won't vote	6%	7%	6%	12%	3%	4%	10%	5%	2%
Don't know / Undecided	9%	4%	13%	12%	6%	8%	11%	13%	3%

Awareness of Mayoral Candidates

Q. The following is a list of individuals who have declared their intention to run for Mayor of Edmonton. Please indicate which ones, if any, you have heard of before today?

Base: Edmonton Proper Residents (n=419)

	% Aware	Among Those Likely to Vote	Change vs. Aug 2025 (n=401)
Tim Cartmell	49%	60%	+3
Andrew Knack	47%	59%	+6
Tony Caterina	37%	48%	+3
Michael Walters	36%	49%	+12 ▲
Rahim Jaffer	35%	45%	+4
Omar Mohammad	30%	36%	+19 ▲
Vanessa Denman	7%	10%	+2
Abdul Malik Chukwudi	6%	7%	+1
Andy Andrzej Gudanowski	5%	6%	+4 ▲
Olney Tugwell	4%	5%	+3 ▲
I haven't heard of any of them before today	26%	13%	-8 ▼

▲ Statistically significantly higher than previous wave
▼ Statistically significantly lower than previous wave

% / % figure is significantly higher / lower than the total.

Mayoral Candidate Approval

Q. Would you say that you generally have a positive or negative impression of each of these mayoral candidates?

Base: Edmonton Proper Residents who are aware of the candidate in question (n=various).

Results shown only for candidates who received 10% or greater total awareness.

	% Positive		Among Those Likely to Vote	Change vs. Aug 2025
Andrew Knack (n=243)	 54%		56%	+4
Michael Walters (n=189)	 48%		53%	-1
Omar Mohammad (n=143)	 46%		49%	-6
Tim Cartmell (n=250)	 44%		44%	+1
Rahim Jaffer (n=204)	 32%		34%	+8
Tony Caterina (n=203)	 30%		31%	-7

Mayoral Voting Intention

Q. If the Municipal election were held in Edmonton tomorrow, for which candidate for Mayor are you most likely to vote?

Base: Edmonton Proper Residents (n=419)

		Change vs. Aug 2025 (n=401)
Tim Cartmell	 14%	+4
Andrew Knack	 14%	+2
Omar Mohammad	 6%	+2
Michael Walters	 5%	-2
Tony Caterina	 3%	+1
Rahim Jaffer	 3%	-2
Vanessa Denman	 2%	+1
Olney Tugwell	 1%	+0.5
Abdul Malik Chukwudi	 1%	0
Andy Andrzej Gudanowski	 <1%	0
Someone else	 1%	+0.5
I don't know / Undecided	 41%	-7 ▼
I won't vote	 7%	-2

▲ Statistically significantly higher than previous wave

▼ Statistically significantly lower than previous wave

% / % figure is significantly higher / lower than the total.

Mayoral Voting Intention (Breakdown)

Q. If the Municipal election were held in Edmonton tomorrow, for which candidate for Mayor are you most likely to vote?

Responses receiving 4% or more total voting intention are shown.

Base: Edmonton Proper Residents

	GENDER			AGE			INCOME		
	Total (n=419)	Men (n=173)	Women (n=246)	18-34 (n=73)	35-54 (n=128)	55+ (n=218)	<\$60k (n=130)	\$60K- <\$100K (n=121)	\$100K+ (n=137)
Tim Cartmell	14%	20%	8%	12%	14%	17%	13%	11%	19%
Andrew Knack	14%	18%	11%	11%	20%	11%	8%	21%	17%
Omar Mohammad	6%	8%	4%	7%	6%	4%	4%	4%	8%
Michael Walters	5%	5%	4%	3%	4%	8%	4%	5%	6%
I don't know / Undecided	41%	6%	8%	8%	8%	5%	8%	8%	2%
I won't vote	7%	30%	52%	43%	37%	44%	44%	41%	36%

	Voting Likelihood		City Trajectory	
	Total (n=419)	Likely (n=296)	Right Direction (n=98)	Wrong Track (n=288)
Tim Cartmell	14%	18%	16%	16%
Andrew Knack	14%	21%	22%	13%
Omar Mohammad	6%	5%	6%	5%
Michael Walters	5%	6%	4%	6%
I don't know / Undecided	41%	35%	24%	43%
I won't vote	7%	<1%	6%	5%

Top Voting Issues

Q. The next Mayor and council are going to be required to address a number of priority issues when they take over. Please choose the three most important priorities for the incoming Mayor and Council from the following. *(Select three priorities)*

Base: Edmonton Proper Residents (n=419). 'None of the above' (4%) not shown. 'Safety in the downtown core' new in Sep 2025.

		Among Those Likely to Vote	Change vs. Aug 2025 (n=401)
Lowering taxes	37%	37%	-6
Safety in the downtown core	28%	25%	n/a
Reducing poverty	25%	24%	-2
Improving the availability of low income or social housing in your community	20%	18%	-1
Improving the lives of vulnerable communities in your community	19%	20%	+4
Improving roadway infrastructure	18%	16%	+1
Reducing spending and fiscal restraint	17%	22%	-9 ▼
Reducing the size and cost of municipal government	16%	19%	+1
Support for business and economic growth	15%	14%	-1
Improving the delivery of basic services like garbage pick up and snow clearing	14%	16%	-5
Infill housing and redevelopment	14%	15%	0
Improving the relationship with the Provincial Government	11%	11%	+3
Improving and expanding public transit infrastructure	11%	11%	-5 ▼
Engaging with citizens	10%	9%	+3
Attracting new businesses to locate into your community	10%	11%	+1
Promoting economic diversification	6%	6%	-5 ▼
Reducing greenhouse gas emission and mitigating the impact of climate change	6%	6%	-2
Building stronger relationships with racial communities	4%	5%	+2
Attracting more people to move to your community	3%	3%	-2
Providing better supports for newcomers	3%	4%	-1
Reconciliation with Indigenous communities	2%	2%	-2

▲ Statistically significantly higher than previous wave
▼ Statistically significantly lower than previous wave

% / % figure is significantly higher / lower than the total.

Perceptions of Balancing Taxes with Public Services & Municipal Political Parties

Q. What is more important to you?

Base: Edmonton Proper Residents

	GENDER			AGE			INCOME			Likely to Vote (n=296)
	Total (n=419)	Men (n=173)	Women (n=246)	18-34 (n=73)	35-54 (n=128)	55+ (n=218)	<\$60k (n=130)	\$60K- <\$100K (n=121)	\$100K+ (n=137)	
Maintaining current tax levels and reducing public services	47%	50%	45%	42%	54%	46%	47%	44%	51%	46%
Slightly increasing taxes to provide better services to citizens	38%	40%	35%	45%	33%	34%	37%	40%	40%	45%
I don't know	15%	9%	20%	12%	13%	20%	16%	15%	9%	9%

Q. This is the first municipal election where candidates can run with a political party or a list. Is it important to you that your candidate is part of a team, or is that not important to you?

Base: Edmonton Proper Residents

	GENDER			AGE			INCOME			Likely to Vote (n=296)
	Total (n=419)	Men (n=173)	Women (n=246)	18-34 (n=73)	35-54 (n=128)	55+ (n=218)	<\$60k (n=130)	\$60K- <\$100K (n=121)	\$100K+ (n=137)	
Yes, it is important to me	27%	28%	25%	35%	26%	16%	28%	24%	30%	35%
No, it is not important to me	54%	61%	47%	44%	54%	67%	48%	52%	60%	55%
I don't know	19%	11%	28%	21%	20%	17%	24%	24%	10%	10%

% / % figure is significantly higher / lower than the total.

Sample Profile

Sample Profile

Edmonton Proper Residents (Unweighted Base n=419; Weighted Base n=386)

Gender

	Unweighted	Weighted
Men	173	190
Women	246	196

Income

	Unweighted	Weighted
<\$60k	130	128
\$60k- <\$100k	121	107
\$100k+	137	126

Voting Likelihood

	Unweighted	Weighted
NET Likely	296	245
Somewhat Likely	49	52
NET Unlikely	42	54

Age

	Unweighted	Weighted
18-34	73	142
35-54	128	133
55+	218	111

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

MONTREAL | QUEBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

Le^ger

Data-driven intelligence for a changing world.

leger360.com