



Edmonton Municipal Polling

August 2025

Date: 29 / August / 2025

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Methodology



Methodology

Online survey among Edmonton Proper residents 18 years of age or older: n=401.

Respondents were randomly recruited using LEO's online panel.



When

Data collection from August 22-25, 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=401 yields a margin of error no greater than $\pm 4.9\%$ (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.



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 six-in-ten (58%) believe Edmonton is on the wrong track, while one-third (33%) believe it is headed in the right direction.
- Those aged 55+ are more likely to believe Edmonton is on the wrong track (74%), while those aged 18-34 (47%) and those with lower incomes (<\$60k) (43%) are more likely to believe it is headed in the right direction.

Mayoral Election Voting Likelihood:

- 49% report they will 'definitely' vote, while a further 18% are 'very likely' to vote, for a total of 66% likely voters.
- Men (76%) and those aged 55+ (82%) are more likely to report they are likely to vote in the upcoming election.
- Those aged 35-54 (57%) or 55+ (69%) and those with incomes of \$100k+ (63%) are more likely to report they will 'definitely' vote.

Mayoral Voting Intention:

- Voting intention among Edmonton residents is divided: Knack leads with 12% and is closely followed by Cartmell with 10%. Walters (7%), Jaffer (5%), and Mohammad (4%) round out the top 5 candidates.
- 48% of residents report that they are unsure or undecided regarding their voting intentions, including 48% of likely voters.

Awareness of Mayoral Candidates:

- Cartmell leads in awareness with 46% and is followed by Knack with 41%. Caterina (34%), Jaffer (31%), and Walters (24%) round out the top 5 candidates.

Mayoral Candidate Approval

- Among residents aware of each candidate; Mohammad leads in approval with 52% and is closely followed by Knack (50%) and Walters (49%). Residents are less positive regarding Cartmell (43%), Caterina (37%) and Jaffer (24%).

Top Voting Issues

- Lowering taxes (43%), reducing poverty (27%), and reducing spending and fiscal restraint (26%) are the top issues cited by Edmonton residents as important heading into the upcoming mayoral election.

Perceptions of Increased Density and Downtown Revitalization

- More than half of residents support limiting property tax increases by reducing or limiting City services (54%) and increased investment by The City in downtown revitalization projects such as residential conversions (57%). Just above four-in-ten (44%) support requiring more infill and redevelopment help manage housing demand and city growth.

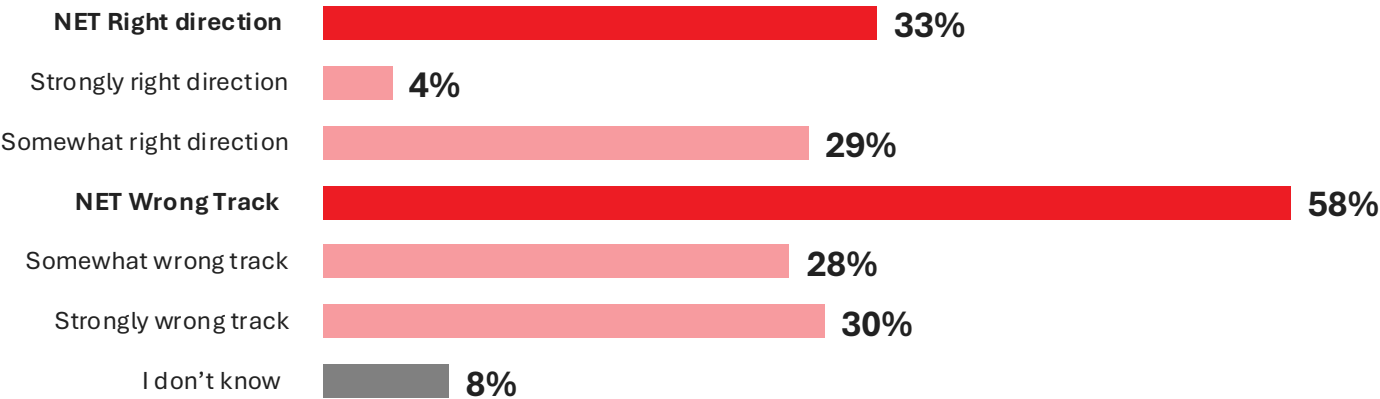
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Detailed Results

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=401)
Prefer not to answer (1%) not shown.

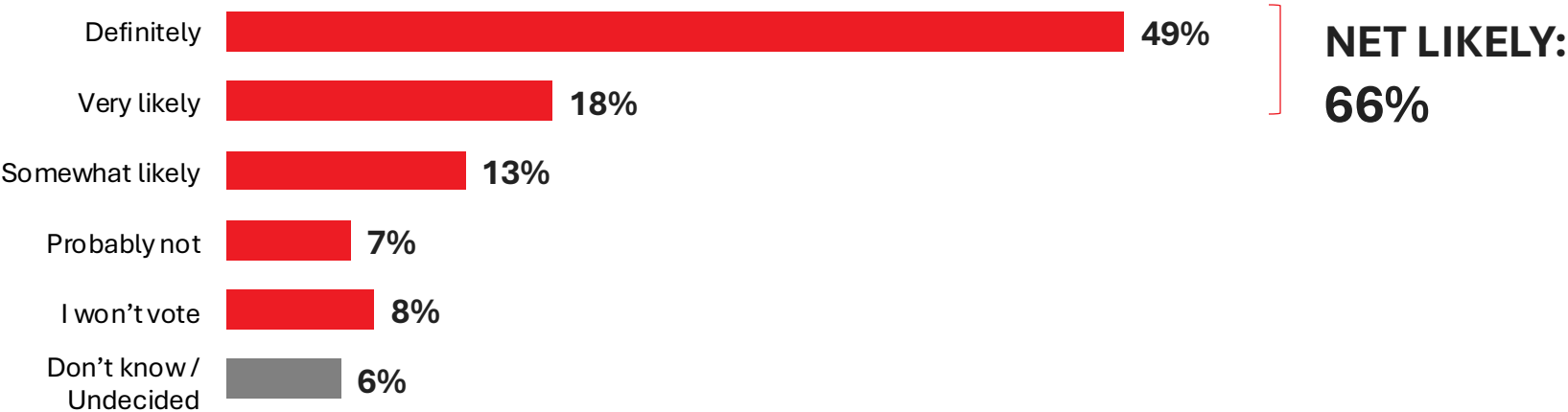


	GENDER			AGE			INCOME			
	Total (n=401)	Men (n=167)	Women (n=234)	18-34 (n=79)	35-54 (n=115)	55+ (n=207)	<\$60k (n=130)	\$60K- <\$100K (n=122)	\$100K+ (n=116)	Likely to Vote (n=301)
NET Right direction	33%	39%	28%	47%	31%	20%	43%	30%	30%	33%
Strongly right direction	4%	6%	2%	7%	4%	1%	4%	3%	6%	5%
Somewhat right direction	29%	33%	25%	40%	27%	19%	39%	27%	24%	28%
NET Wrong Track	58%	56%	61%	43%	60%	74%	49%	66%	59%	61%
Somewhat wrong track	28%	27%	29%	32%	28%	24%	27%	31%	26%	28%
Strongly wrong track	30%	28%	32%	11%	32%	50%	23%	35%	33%	33%
I don't know	8%	5%	10%	10%	8%	5%	7%	4%	11%	5%

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=401)

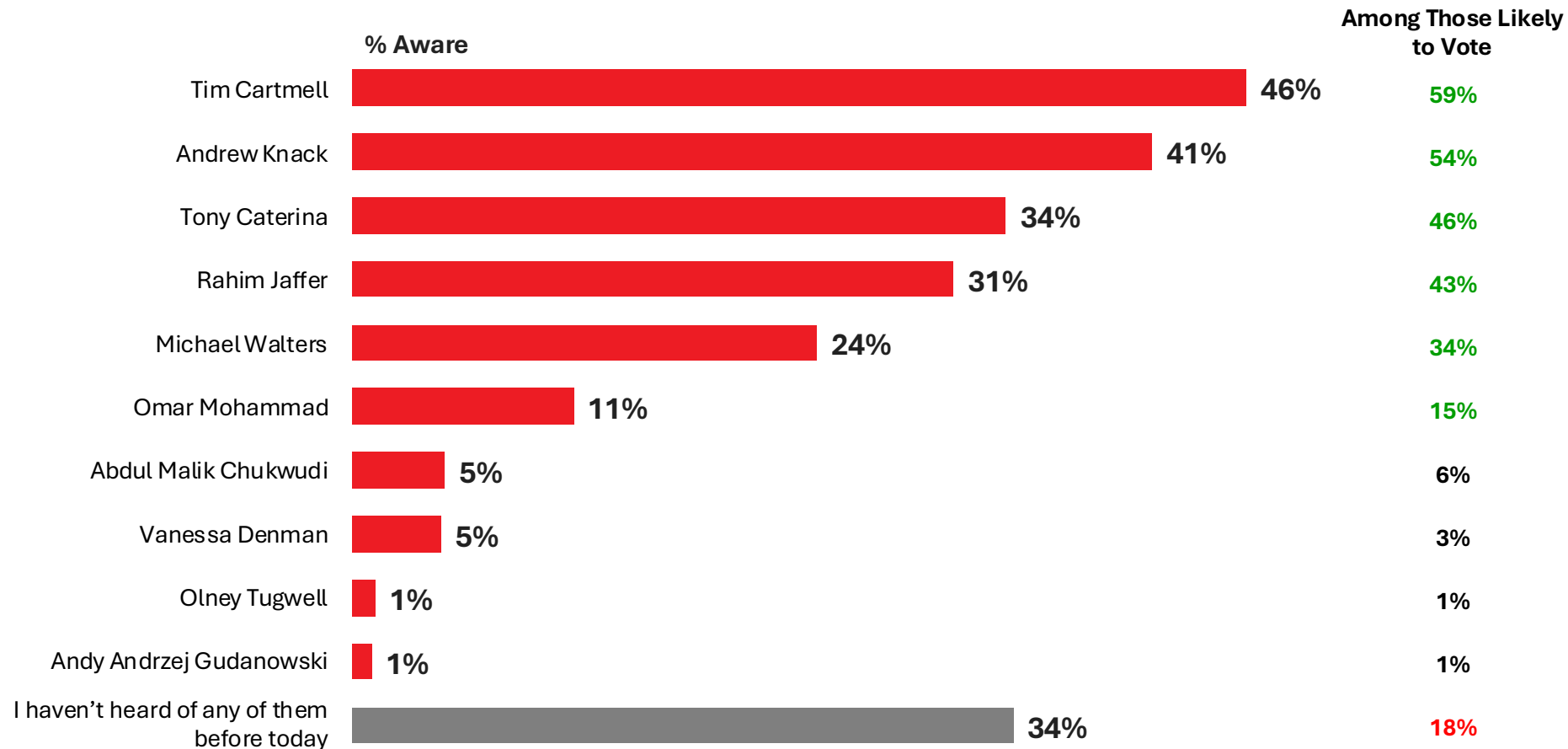


	GENDER			AGE			INCOME		
	Total (n=401)	Men (n=167)	Women (n=234)	18-34 (n=79)	35-54 (n=115)	55+ (n=207)	<\$60k (n=130)	\$60K-<\$100K (n=122)	\$100K+ (n=116)
NET Likely (definitely/very)	66%	76%	57%	48%	70%	82%	62%	68%	71%
Definitely	49%	55%	43%	21%	57%	69%	35%	52%	63%
Very likely	18%	22%	14%	27%	13%	13%	27%	16%	9%
Somewhat likely	13%	9%	16%	17%	13%	8%	13%	14%	10%
Probably not	7%	6%	8%	13%	4%	2%	3%	9%	9%
I won't vote	8%	6%	10%	10%	8%	5%	9%	7%	8%
Don't know / Undecided	6%	2%	10%	11%	4%	3%	12%	2%	2%

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?

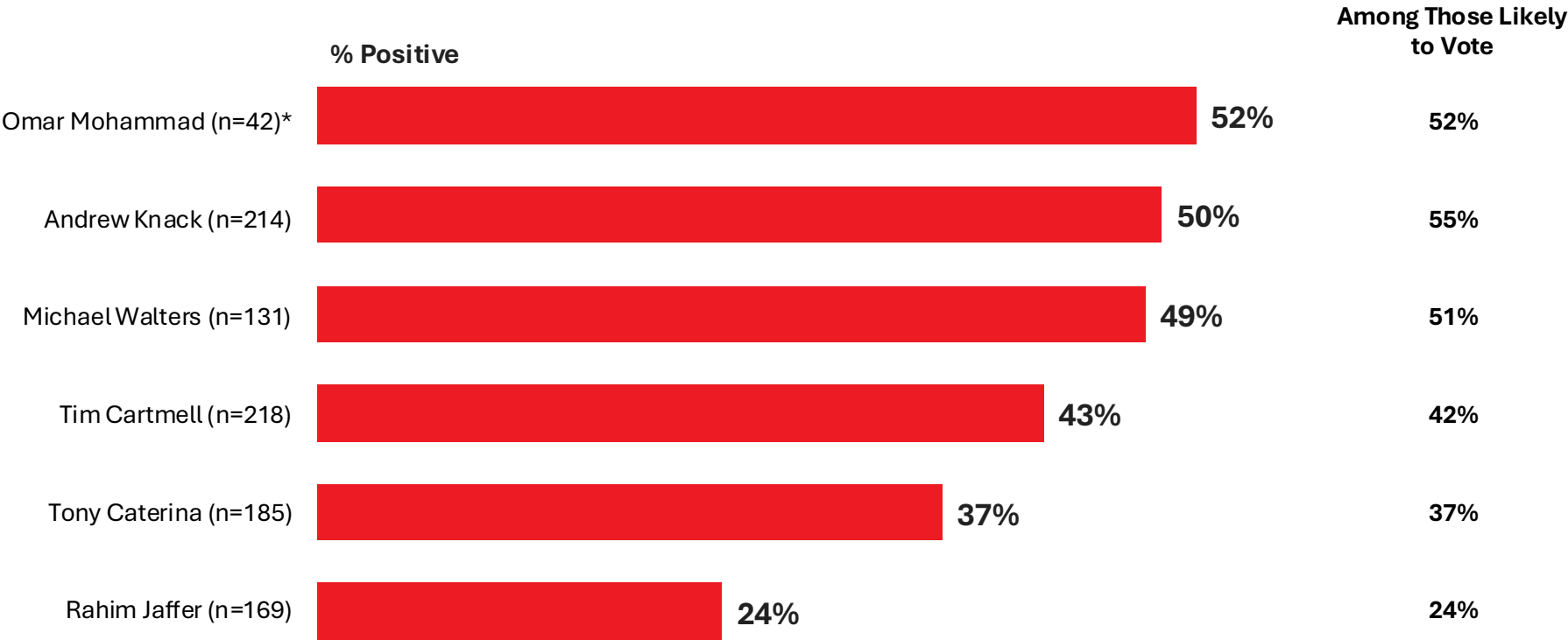
Base: Edmonton Proper Residents (n=401)



Mayoral Candidate Approval

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

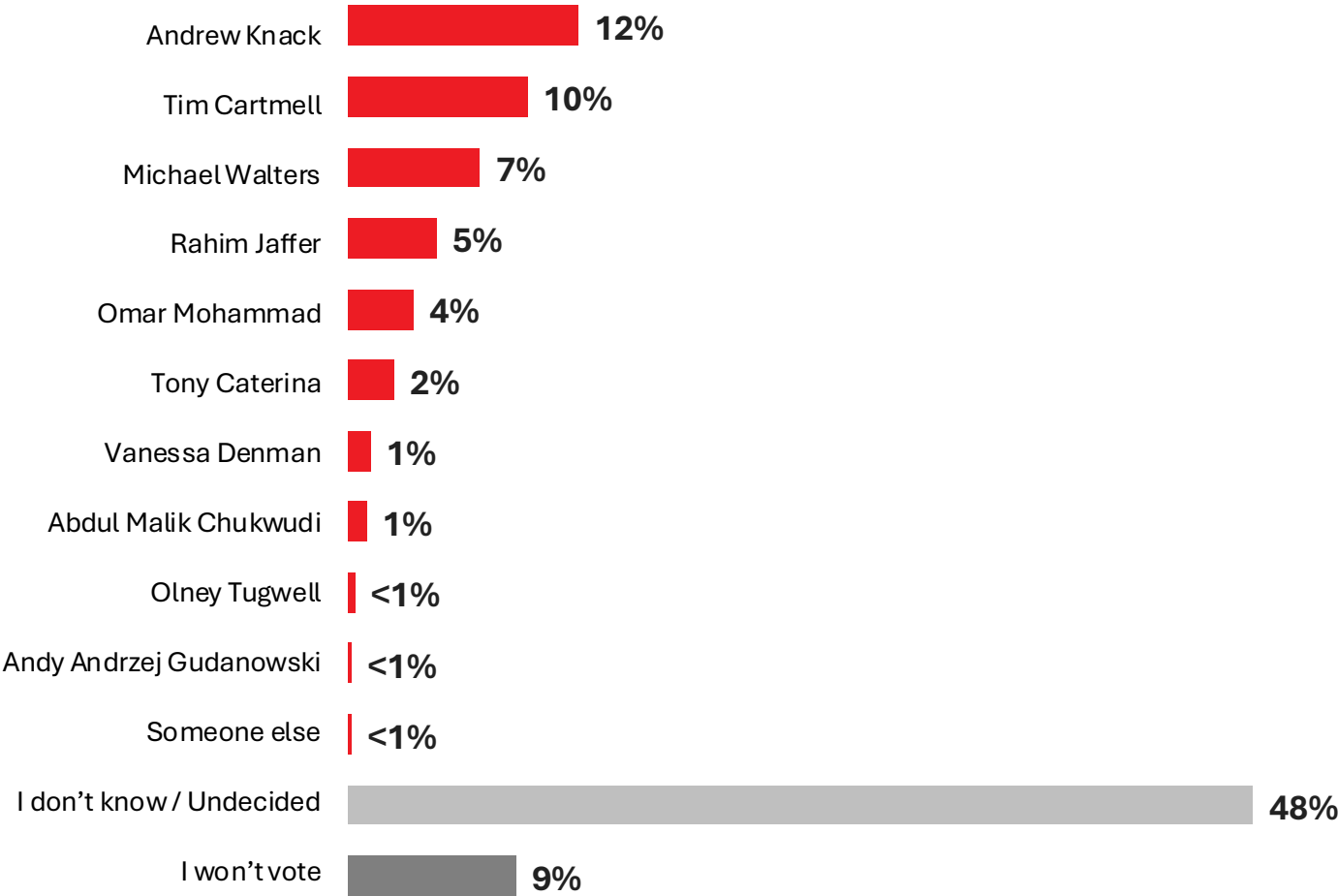
Base: Edmonton Proper Residents who are aware of the candidate in question (n=various). *Take caution interpreting small base sizes (n<70).
Results shown only for candidates who received 10% or greater total awareness.



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=401)



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

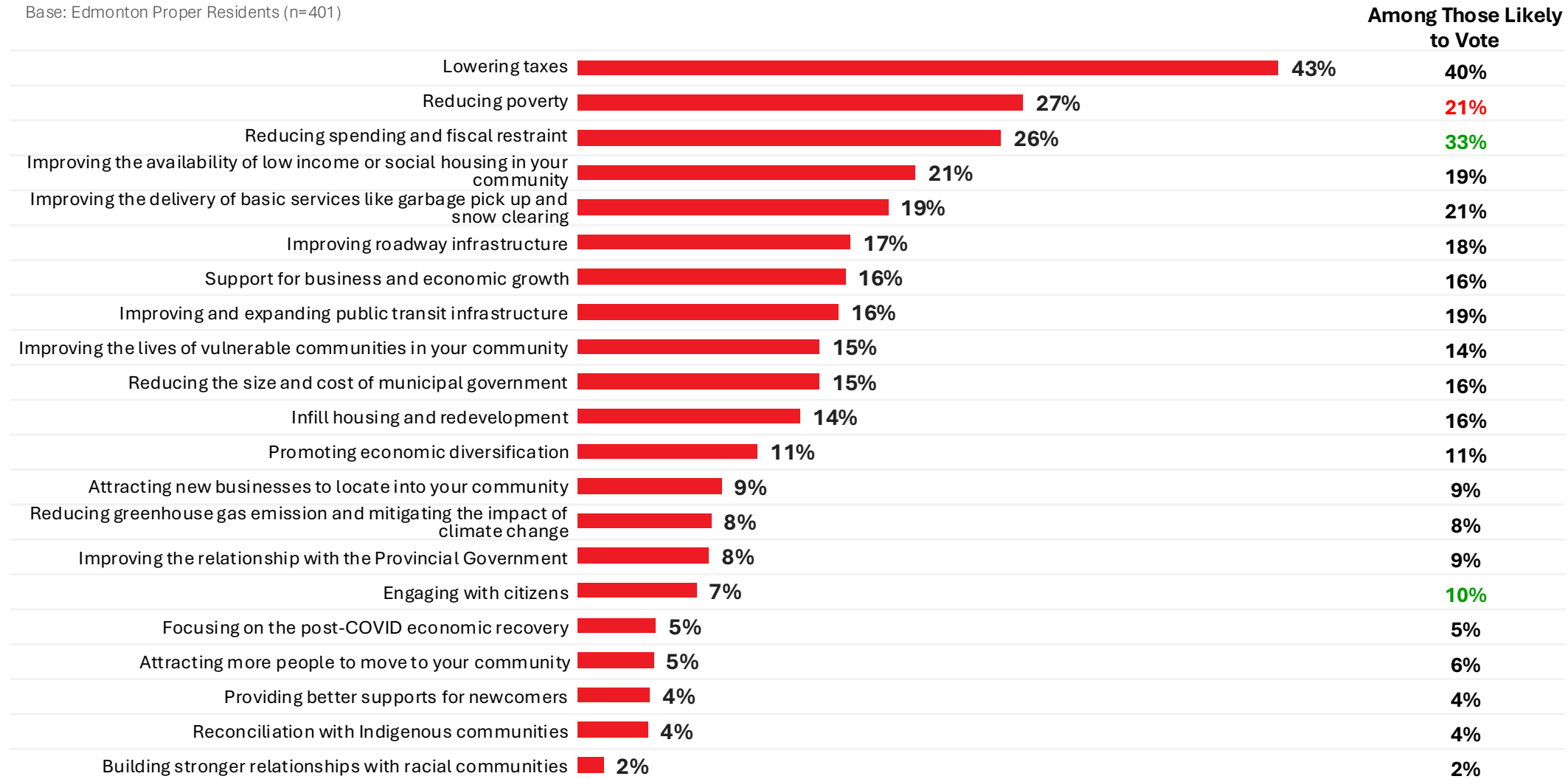
	GENDER			AGE			INCOME		
	Total (n=401)	Men (n=167)	Women (n=234)	18-34 (n=79)	35-54 (n=115)	55+ (n=207)	<\$60k (n=130)	\$60K- <\$100K (n=122)	\$100K+ (n=116)
Andrew Knack	12%	14%	11%	7%	20%	10%	10%	14%	13%
Tim Cartmell	10%	12%	7%	10%	7%	13%	7%	11%	11%
Michael Walters	7%	10%	5%	7%	9%	6%	9%	8%	6%
Rahim Jaffer	5%	8%	2%	8%	-	7%	4%	4%	7%
Omar Mohammad	4%	5%	2%	7%	1%	3%	5%	5%	1%
I don't know / Undecided	48%	40%	56%	43%	53%	49%	45%	50%	48%
I won't vote	9%	7%	11%	12%	9%	5%	11%	5%	10%

	Voting Likelihood		City Trajectory	
	Total (n=401)	Likely (n=301)	Right Direction (n=117)	Wrong Track (n=255)
Andrew Knack	12%	17%	14%	12%
Tim Cartmell	10%	11%	9%	11%
Michael Walters	7%	9%	3%	11%
Rahim Jaffer	5%	4%	5%	5%
Omar Mohammad	4%	5%	7%	2%
I don't know / Undecided	48%	48%	43%	48%
I won't vote	9%	1%	12%	7%

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=401)



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

Perceptions of Increased Density and Downtown Revitalization

Q. Do you support...

Base: Edmonton Proper Residents (n=401)

The City investing more in downtown revitalization projects, such as office-to-residential conversions?

	GENDER			AGE			INCOME			Likely to Vote (n=301)
	Total (n=401)	Men (n=167)	Women (n=234)	18-34 (n=79)	35-54 (n=115)	55+ (n=207)	<\$60k (n=130)	\$60 K- <\$100K (n=122)	\$100K+ (n=116)	
Yes	57%	64%	49%	64%	59%	45%	61%	63%	51%	58%
No	26%	27%	25%	17%	24%	37%	22%	28%	27%	28%
I don't know	17%	8%	26%	19%	16%	18%	17%	9%	22%	14%

Limiting property tax increases by reducing or limiting certain City services?

	GENDER			AGE			INCOME			Likely to Vote (n=301)
	Total (n=401)	Men (n=167)	Women (n=234)	18-34 (n=79)	35-54 (n=115)	55+ (n=207)	<\$60k (n=130)	\$60 K- <\$100K (n=122)	\$100K+ (n=116)	
Yes	54%	57%	52%	49%	59%	54%	48%	56%	64%	56%
No	29%	29%	28%	30%	26%	30%	34%	24%	23%	27%
I don't know	17%	14%	20%	21%	15%	16%	18%	21%	13%	17%

Requiring more infill and redevelopment within existing neighborhoods to help manage housing demand and city growth?

	GENDER			AGE			INCOME			Likely to Vote (n=301)
	Total (n=401)	Men (n=167)	Women (n=234)	18-34 (n=79)	35-54 (n=115)	55+ (n=207)	<\$60k (n=130)	\$60 K- <\$100K (n=122)	\$100K+ (n=116)	
Yes	44%	54%	35%	57%	37%	38%	47%	55%	31%	47%
No	37%	39%	36%	27%	40%	45%	34%	27%	48%	39%
I don't know	19%	8%	29%	16%	23%	16%	19%	18%	21%	14%

Sample Profile

Sample Profile

Edmonton Proper Residents (Unweighted Base n=401; Weighted Base n=382)

Gender		
	Unweighted	Weighted
Men	167	185
Women	234	197

Income		
	Unweighted	Weighted
<\$60k	130	144
\$60k-<\$100k	122	106
\$100k+	116	105

Voting Likelihood		
	Unweighted	Weighted
NET Likely	301	252
Somewhat Likely	38	49
NET Unlikely	41	56

Age		
	Unweighted	Weighted
18-34	79	130
35-54	115	137
55+	207	114

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