

CANADA PULSE INSIGHTS

October 16, 2025

TOPLINE: EDMONTON ELECTION OCTOBER 20, 2025

METHODOLOGY

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These are some of the findings from a study undertaken by Canada Pulse Insights for Rogers CityNews with the sample and data collection experts at [Sago](#) from September 30 to October 6, 2025, among a random selection of Canadian adults (n=423 aged 18+) who are members of the Sago online panel located in the city core of Edmonton, Alberta. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 4.8% 19 times out of 20. The results have been weighted to match the population according to census data which ensures the sample is representative of the adult population in the city core of Edmonton. Discrepancies in or between totals when compared to the data tables are due to rounding.

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What do you think are the **three most important issues that Edmonton is facing right now?**

- Affordability/cost of living 40%
- Homelessness 34%
- Crime and policing 25%
- Municipal taxes/spending/budget 24%
- Healthcare 23%
- Affordable rent/home ownership 20%
- Immigration/newcomers 16%
- Available jobs/employment 15%
- Traffic congestion/gridlock 13%
- Education 13%
- Building/fixing infrastructure like roads/sewer systems 12%
- City growth/density 12%
- Safety on public transit 11%
- Opioid crisis, supervised injection sites and other drug related issues 9%
- Accountability/ethics at City Hall 8%
- Public transit 5%
- Social assistance for people in need 5%

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- The impact of changing climate/weather 4%
- Access to and quality of municipal services 1%
- Parks, Recreation, and Cultural Facilities 1%
- Affordable daycare 1%
- Another issue 3%

And thinking about Edmonton, do you believe it is headed in the right direction or is it off on the wrong track?

- Headed in the **right direction**: 26%
- On the **wrong track**: 74%

Please indicate if you agree or disagree with the following statements:

- Our **mayor and city council are out of touch** with what residents want/need:
Agree: 80% **Disagree**: 20%

For each of the following, please indicate if **they are doing either a good job or a bad job for our city**:

- **Your local ward councilor**
Good job: 49% **Bad job**: 51%
- **Our City council**
Good job: 34% **Bad job**: 66%

Now, based on what you know about their performance during their current term of office, do you think **each of the following deserve to be reelected or is it time for a change and have someone else take over their position?**

- **Your local ward councilor**
Deserve to be **re-elected**: 32% Time for a **change**: 68%

Please indicate which candidate for mayor best exemplifies the following attribute:

Has the right stuff to lead the city through these times

- Tim Cartmell 20%
- Andrew Knack 14%
- Michael Walters 12%
- Rahim Jaffer 4%
- Omar Mohammed 7%
- Tony Caterina 3%
- None of the above 39%

Has the best vision for the future

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- Andrew Knack 17%
- Tim Cartmell 16%
- Michael Walters 10%
- Rahim Jaffer 7%
- Omar Mohammed 6%
- Tony Caterina 4%
- None of the above 39%

Best reflects my interests and values

- Tim Cartmell 16%
- Andrew Knack 15%
- Michael Walters 12%
- Rahim Jaffer 7%
- Omar Mohammed 6%
- Tony Caterina 3%
- None of the above 41%

Is someone I can trust

- Tim Cartmell 14%
- Andrew Knack 14%
- Michael Walters 11%
- Omar Mohammed 7%
- Rahim Jaffer 6%
- Tony Caterina 3%
- None of the above 45%

During the election campaign, a number of potential priorities have been discussed and debated that the new mayor and council will have to address after the election. Please **select the three that you believe they must be laser focused on to begin their new agenda:**

- Property tax/lowering taxes 39%
- Housing affordability and social housing 26%
- Homelessness and shelter services 23%
- Public safety and policing 23%
- Fiscal restraint/reducing city spending 20%
- Employment opportunities and economic development 18%

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- Infrastructure and road maintenance 17%
- Construction/road management 17%
- Basic city services 15%
- Drug use and addiction services 14%
- Reducing poverty 13%
- Youth unemployment 11%
- Public safety on transit 11%
- Infill and urban redevelopment 11%
- Immigration, newcomer integration and participation 10%
- Transit Services (access and services) 7%
- Supports for vulnerable people in public 7%
- Downtown revitalization 5%
- Bike lanes 4%
- Other 2%

MUNICIPAL POLITICAL PARTIES

In some recent municipal elections, groups of candidates—including a mayoral candidate and candidates in various wards—have run together as a “municipal political party.” These local parties do not use provincial or federal party labels, but they allow voters to elect a team that would govern city hall as a group with shared principles and policies. Alternatively, voters can choose individual candidates for mayor and council without any party affiliation. Which approach do you prefer in municipal elections?

- Elect a mayor and councillors **individually**, based on each candidate’s platform, policies, and views: 81%
- Elect a **slate** from a municipal party—led by a mayoral candidate and including councillors—based on shared platform, policies, and views: 19%

Note: 4-point scales have been collapsed/combined to form 2-point scales i.e. very/somewhat and not very/not at all, very good/somewhat good and somewhat bad/very bad, etc.

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