

CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE

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Edmontonians Assess Premier Danielle Smith: Poor Job Performance, Two Thirds Say It's Time for Change

Premier Danielle Smith's standing in Edmonton finds a majority of its residents saying it's time for change in who should be leading the province, according to a new public opinion poll conducted for Rogers CityNews by Canada Pulse Insights. The poll also found little appetite for voting for an independent Alberta if a referendum question were put to the test: less than one in five (18%) support such an initiative—the identical potential outcome among those living in Calgary.

When asked if the Premier deserves to be re-elected, just 31 percent responded "Yes," compared to 69 percent who say it's time for someone new to govern the province. The poll also found only a minority (37%) of Edmontonians believe Premier Smith is doing a good job, while 63 percent say she is doing a bad job.

Smith's numbers in Edmonton come at a time when the city is also home to the Opposition Leader. Former Calgary mayor Naheed Nenshi, who was elected as leader of the Alberta NDP in 2024 and won the Edmonton-Strathcona seat in a June 2025 by-election, now represents the Official Opposition in the Legislature.

The caveat to this polling assessment is that it is also made almost exactly two years out from the next scheduled provincial election—so there are many political lifetimes to live before the sentiments found here can be truly tested at the ballot box.

Alberta Independence Question

The survey also finds minimal public support for Alberta separation. When asked how they would vote in a hypothetical referendum using the same question proposed by the Alberta Prosperity Project (APP), just 18 percent of respondents said the province should become a sovereign country independent of Canada, while 82 percent said it should remain in Canada. A companion poll of residents in Calgary found an identical result.

About the Survey

This public opinion poll was undertaken for Rogers CityNews by Canada Pulse Insights. The online survey was administered by the sample and data collection experts at Sago from September 30 to October 6, 2025, among adult (aged 18+) residents of Edmonton (n=423). The data has been weighted to represent the adult population based on the most recent census. For comparison purposes, a probability sample of this size has a margin of error of ± 4.8 percentage points, 19 times out of 20.

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Canada Pulse Insights is an independent, Canadian owned public opinion research firm led by veteran pollster John Wright. The company adheres to the Canadian Research and Insights Council (CRIC) public opinion research standards and disclosure requirements. Sago, formerly the Schlesinger Group, is CRIC accredited and brings more than 55 years of experience in both qualitative and quantitative research methods.

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