CARDINAL RESEARCH

Edmonton Mayoral Survey
September 17–20, 2025

Track Record

	Cardinal Poll	Election Result
LPC	44%	43.7%
CPC	39%	41.2%
BQ	7%	6.3%
NDP	7%	6.3%
GPC	2%	1.2%

Canada (National) 2025

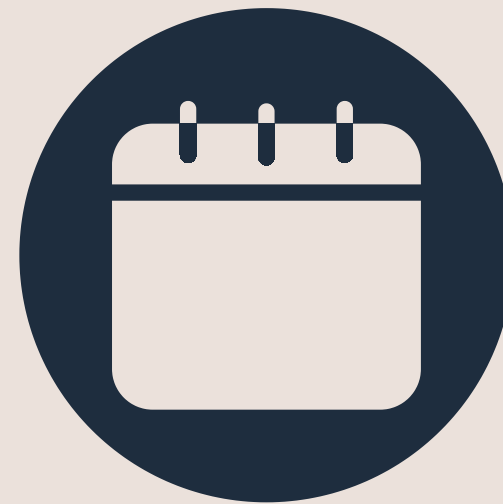|	Cardinal Poll	Election Result
CPC	64%	63.5%
LPC	27%	27.9%
NDP	6%	6.3%
GPC	1%	0.4%
OTH	2%	1.9%

Canada (Alberta) 2025

CARDINAL RESEARCH

Methodology

Contact

IVR survey of 914 Edmonton residents 18 years of age and older

Field Dates

This survey was carried out between September 17-20, 2025
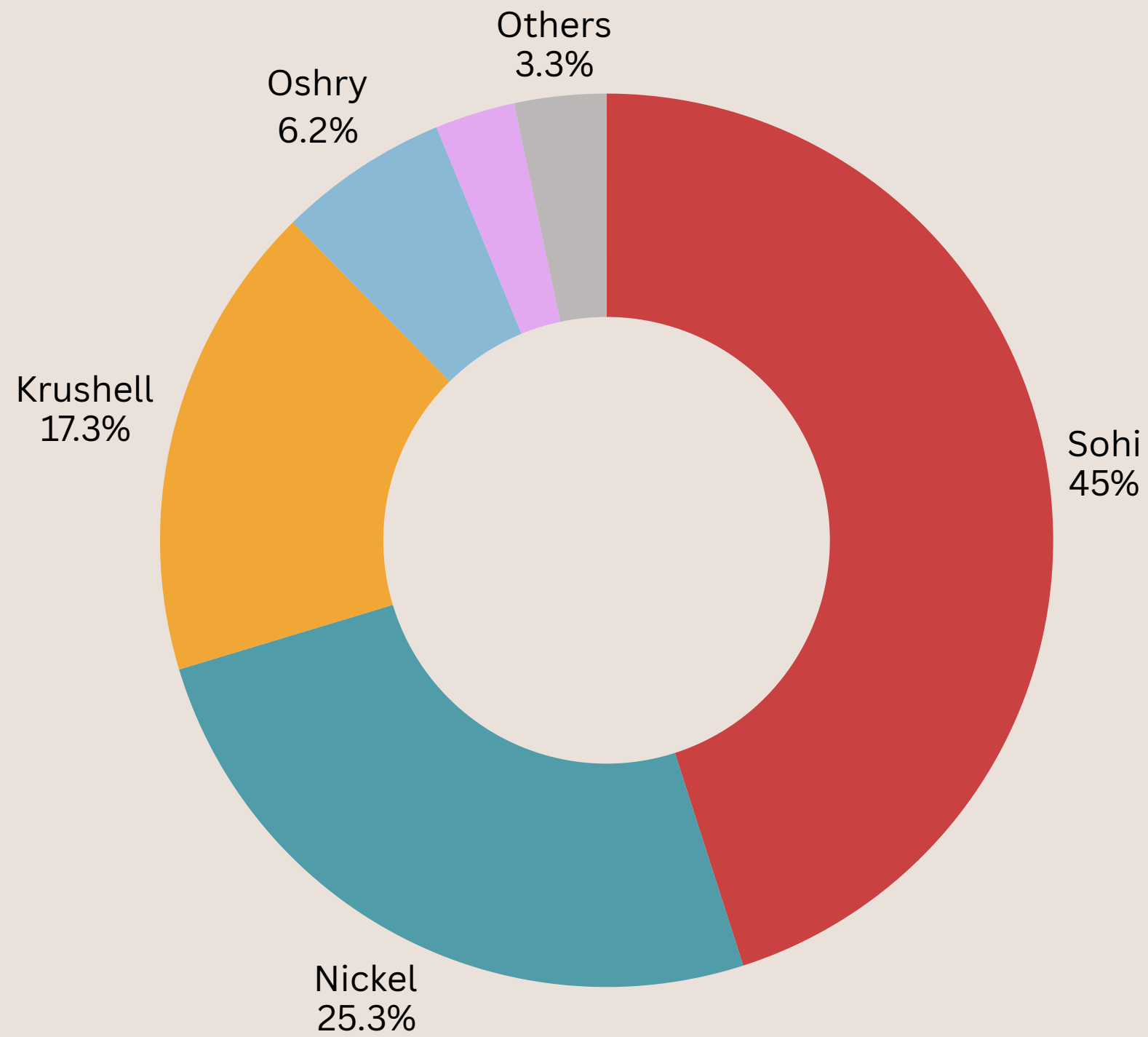
Weights / Error

95%

Survey results are weighted by age and gender to be reflective of the city

Margin of error is +/- 3.3%, 19 times out of 20
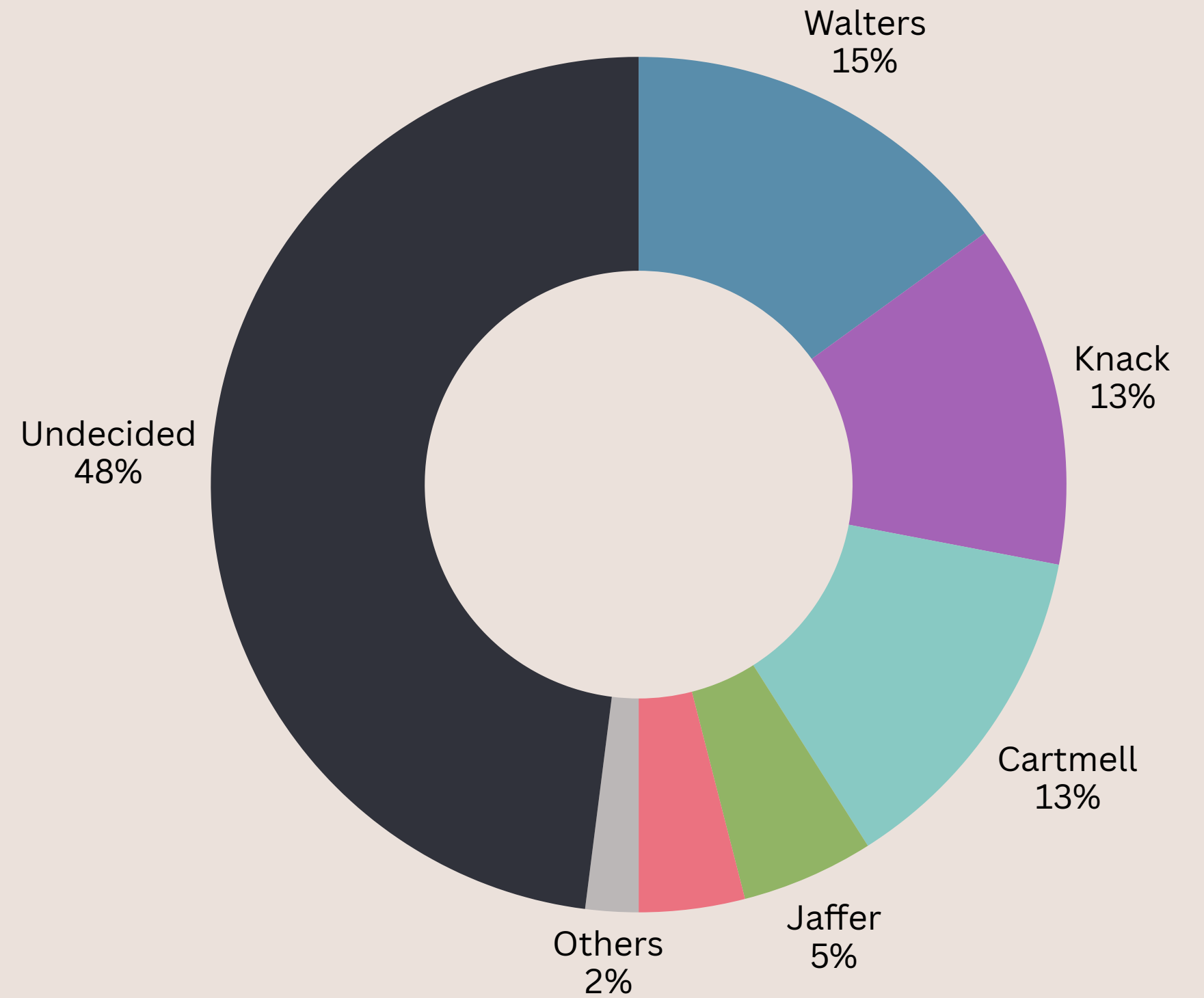
CARDINAL RESEARCH

Key Takeaways

Here are the key takeaways from our Edmonton survey

- In mid-September, we asked Edmontonians how they plan to vote in next month's mayoral election:

  - The race remains wide open with 48% of Edmonton residents saying they're undecided ahead of October's election. Walters holds the lead with 15%, while Cartmell and Knack tie for second at 13% each.

  - Walters holds the lead with those aged between 18-34 at 19%, while Knack performs best among 35-54 year olds at 15%. Meanwhile, Cartmell holds a small lead among those over 55 at 16%, though nearly half of all demographics remain undecided.

  - Knack picks up the most support among former Sohi voters at 22%, while Cartmell and Walters find more support among former Krushell and Nickel voters.

CARDINAL RESEARCH

CARDINAL RESEARCH

2021 Election Results

- Others 3.3%
- Oshry 6.2%
- Krushell 17.3%
- Nickel 25.3%
- Sohi 45%

Survey Results

- Walters 15%
- Knack 13%
- Cartmell 13%
- Jaffer 5%
- Others 2%
- Undecided 48%

Respondents With Undecideds

	All	Women	Men	18-34	35-54	55+
Sample	914	462	452	275	335	302
Walters	15%	13%	15%	19%	13%	13%
Knack	13%	12%	14%	11%	15%	13%
Cartmell	13%	13%	14%	9%	10%	16%
Jaffer	5%	6%	4%	6%	5%	5%
Mohammed	4%	4%	3%	5%	4%	3%
Others	2%	3%	2%	4%	3%	2%
Undecided	48%	49%	48%	46%	50%	48%

Respondents By Past Vote

Current Vote	Past Vote				
	Sohi	Nickel	Krushell	Others	Unsure / DNV
Walters	15%	20%	25%	10%	12%
Knack	22%	11%	11%	13%	11%
Cartmell	9%	25%	29%	17%	13%
Jaffer	6%	7%	3%	5%	6%
Mohammed	4%	6%	4%	6%	2%
Others	4%	1%	1%	2%	4%
Undecided	40%	30%	27%	47%	52%

About

Cardinal Research is a Canadian polling company deeply committed to understanding and analyzing the perspectives of Canadians across the nation. Our work, which values and amplifies the voices of Canadians, identifies the key issues influencing voter behaviour, providing valuable insights that contribute to a more informed and engaged electorate.

Leading our team is Curtis Fric, the founder and managing director of Polling Canada, the largest online public data aggregation organization in the country. With over six years of experience in political data, Curtis has built a reputation for delivering insightful and engaging content that resonates with diverse audiences.

His collaborations with non-partisan organizations, market research firms, and political figures have positioned him as an influencer in the Canadian political scene.

Contact Us

Email: info@cardinalresearch.ca
Website: www.cardinalresearch.ca