

Report

Alberta Budget Rebound and Optimism

March 2021

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Leger





METHODOLOGY

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Study Population

- Albertans, aged 18 and older.

Data Collection

- A total of n=1,001 online surveys were conducted via Leger's LEO Panel, including:
 - n=331 in Edmonton CMA
 - n=320 in Calgary CMA
 - n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from March 5th -8th, 2021.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

Statistical Analysis

- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
 - Albertans (n=1,001) $\pm 3.1\%$, 19 times out of 20.
 - Edmonton CMA (n=331) $\pm 5.4\%$, 19 times out of 20.
 - Calgary CMA (n=320) $\pm 5.5\%$, 19 times out of 20.
 - Other Albertans (n=350) $\pm 5.2\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- In this report, data in **red** characters indicate a significant lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in **green** characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.

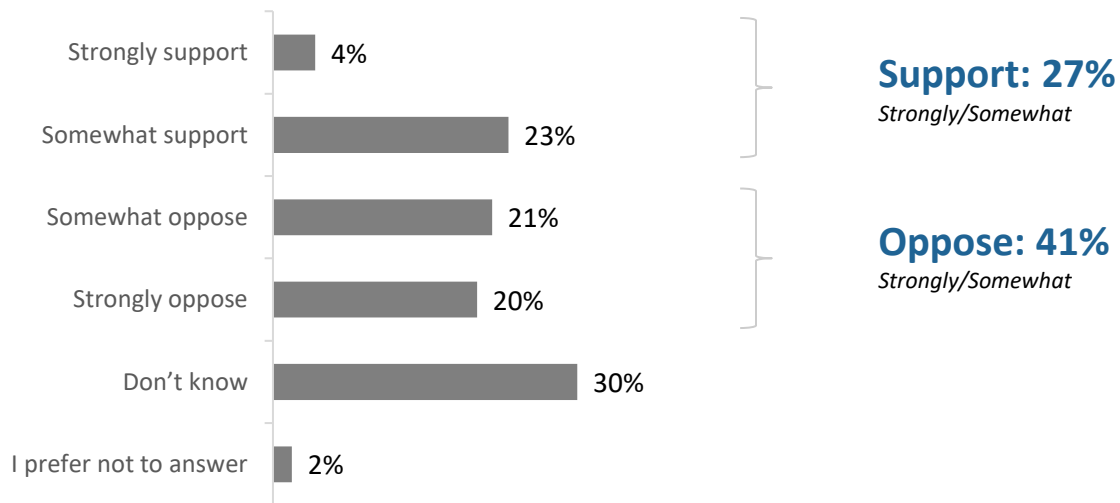


Alberta 2021/22 Budget

Detailed Results

Albertans' sentiment towards the province's 2021/22 budget is mixed

There is no majority feeling towards the budget - comparable proportions support (27%), oppose (41%), or don't know (30%) how they feel towards the budget.



Base: Albertans (n=1,001)

ABA2. As you may know, the government of Alberta released its 2021/22 budget last week. This budget did not contain any new taxes or significant spending cuts but does predict a deficit of \$18.2 billion. When added to the province's existing debt, will give a total debt of around \$115 billion. With the current economic and health challenges the province is facing, how much do you support or oppose the 2021/22 provincial budget?

Support for the budget increases with age

Additionally, Edmontonians are more likely to strongly oppose the budget (26%) vs. Calgarians (17%).

	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
SUPPORT	27%	30%	25%	26%	18%	24%	28%	30%	44%	32%	22%
Strongly support	4%	5%	4%	3%	3%	4%	2%	7%	7%	5%	3%
Somewhat support	23%	25%	21%	23%	16%	20%	26%	24%	37%	27%	19%
OPPOSE	41%	40%	44%	40%	47%	39%	40%	39%	36%	46%	37%
Somewhat oppose	21%	23%	19%	22%	25%	17%	23%	22%	18%	24%	19%
Strongly oppose	20%	17%	26%	17%	23%	21%	17%	18%	18%	23%	17%
Don't know	30%	28%	29%	32%	32%	35%	31%	28%	20%	21%	38%
I prefer not to answer	2%	2%	2%	2%	3%	3%	0%	2%		1%	3%

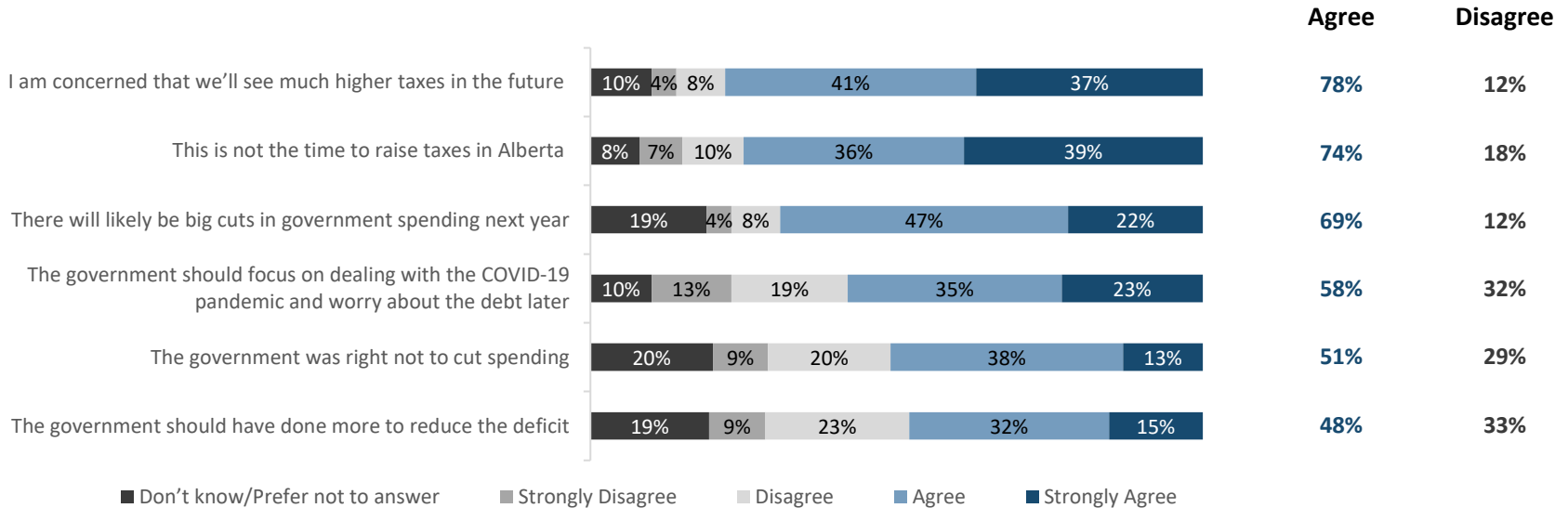
% indicates a significantly higher proportion than the % in the same segment

Base: Albertans (n=1,001)

ABA2. As you may know, the government of Alberta released its 2021/22 budget last week. This budget did not contain any new taxes or significant spending cuts but does predict a deficit of \$18.2 billion. When added to the province's existing debt, will give a total debt of around \$115 billion. With the current economic and health challenges the province is facing, how much do you support or oppose the 2021/22 provincial budget?

Albertans believe now isn't the time to raise taxes but are concerned about higher taxes in the future

Three-quarters (74%) agree it is not the time to raise taxes, however, seventy-eight percent (78%) are concerned we'll see higher taxes in the future. Fifty-eight percent (58%) believe the government should focus on dealing with the pandemic and worry about the debt later.



Base: Albertans (n=1,001)

ABA3. How much do you agree or disagree with the following statements about Alberta's 2021/22 provincial budget?

Albertans outside of Calgary and Edmonton are more likely to say now is not the time to raise taxes

	Albertans (n=1,001)	REGION			GENDER					Gender	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
Agree (Strongly Agree/Agree)											
I am concerned that we'll see much higher taxes in the future	78%	75%	76%	82%	74%	72%	83%	82%	81%	76%	79%
This is not the time to raise taxes in Alberta	74%	69%	71%	84%	70%	69%	81%	79%	78%	70%	79%
There will likely be big cuts in government spending next year	69%	68%	70%	70%	69%	67%	71%	72%	68%	73%	66%
The government should focus on dealing with the COVID-19 pandemic and worry about the debt later	58%	60%	63%	51%	55%	59%	50%	60%	70%	60%	56%
The government was right not to cut spending	51%	52%	51%	50%	44%	46%	55%	53%	66%	54%	48%
The government should have done more to reduce the deficit	48%	49%	45%	49%	51%	47%	49%	44%	42%	50%	45%

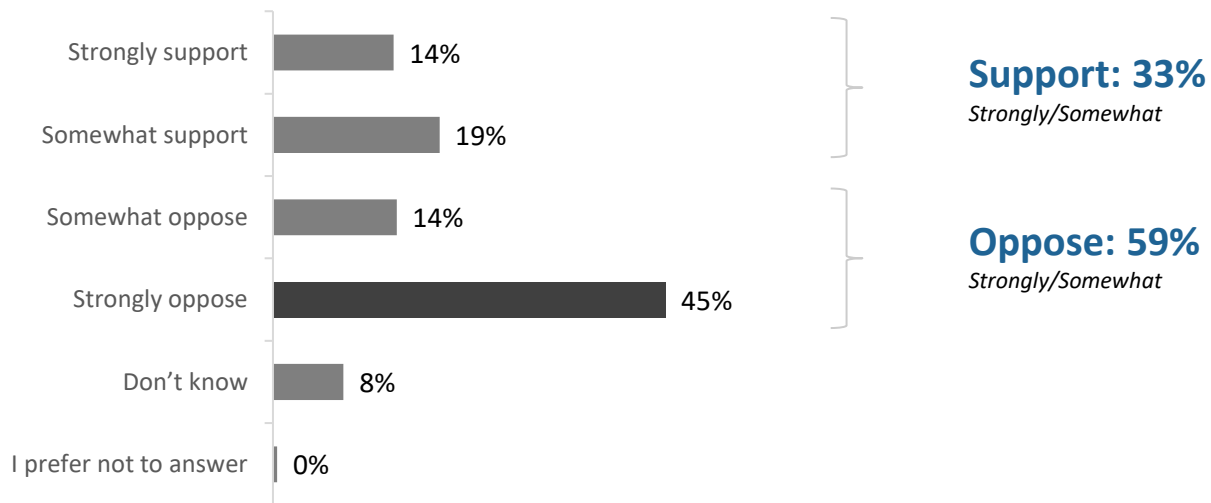
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Base: Albertans (n=1,001)

ABA3. How much do you agree or disagree with the following statements about Alberta's 2021/22 provincial budget?

Almost six-in-ten (59%) oppose a provincial sales tax in Alberta

With the largest portion expressing that they “strongly oppose” (45%) a provincial sales tax.



Base: Albertans (n=1,001)

ABA4. The premier has said he will not introduce a Provincial Sales Tax in Alberta without the approval of Albertans. How much would you support or oppose the introduction of a Provincial Sales Tax (PST) in Alberta?

Edmontonians (18%) are more likely than Calgarians (10%) to “strongly support” a provincial sales tax

Additionally, men (42%) are more likely than women (24%) to support (strongly/somewhat) a provincial sales tax.

	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
SUPPORT	33%	32%	37%	30%	34%	36%	29%	31%	32%	42%	24%
Strongly support	14%	13%	18%	10%	13%	16%	13%	14%	13%	19%	9%
Somewhat support	19%	18%	18%	20%	21%	20%	16%	18%	19%	23%	15%
OPPOSE	59%	59%	55%	62%	53%	55%	64%	64%	64%	52%	65%
Somewhat oppose	14%	16%	14%	12%	14%	17%	13%	14%	12%	11%	17%
Strongly oppose	45%	43%	41%	51%	39%	38%	51%	50%	52%	41%	48%
Don't know	8%	9%	8%	7%	12%	8%	7%	4%	5%	5%	11%
I prefer not to answer	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%

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Base: Albertans (n=1,001)

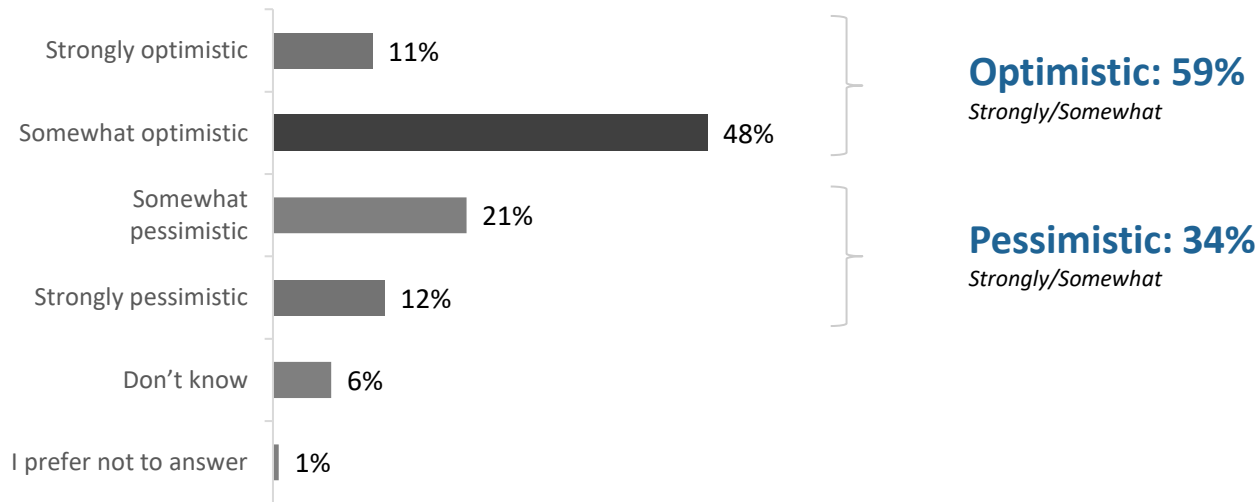
ABA4. The premier has said he will not introduce a Provincial Sales Tax in Alberta without the approval of Albertans. How much would you support or oppose the introduction of a Provincial Sales Tax (PST) in Alberta?



COVID-19 Sentiment

Detailed Results

Almost six-in-ten (59%) feel optimistic the end of the pandemic is coming soon, however most lean towards being “somewhat optimistic” (48%)



Base: Albertans (n=1,001)

ABA5. As you know, the province has started rolling out vaccines to Albertans, some of the restrictions have been lifted, the daily numbers of new COVID-19 cases and the number of Albertans in hospital is dropping. How are you personally feeling that the end of the pandemic is coming soon? Are you...

Albertans 65+ (68%) are more optimistic than 18-34 year olds (53%) about the pandemic coming to an end

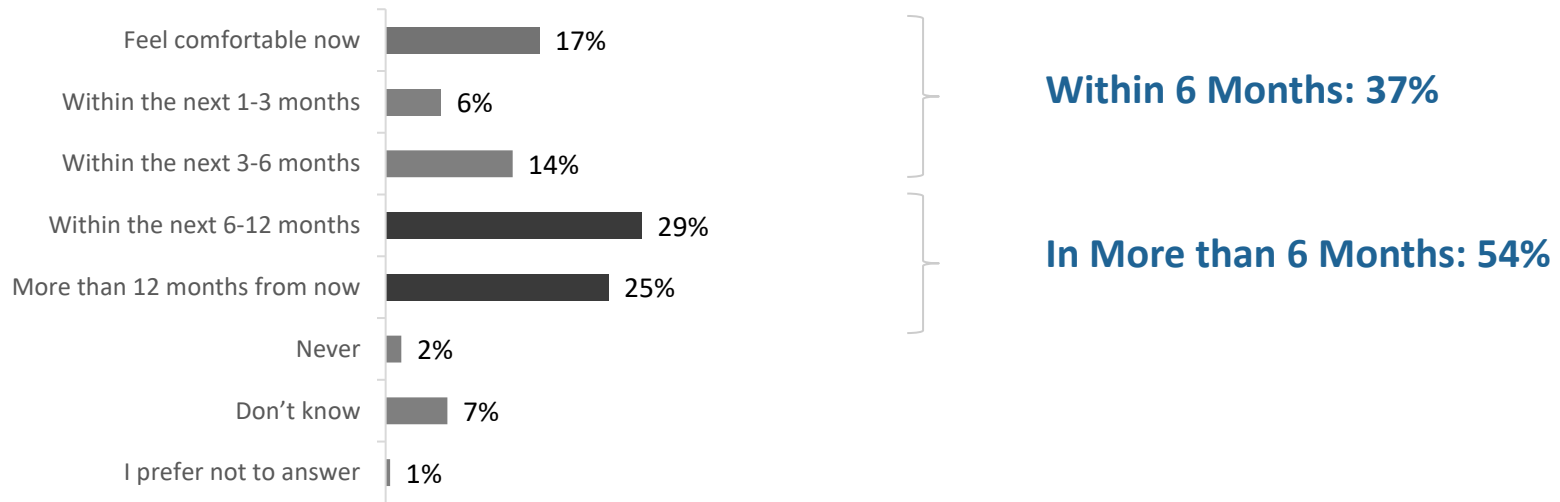
Additionally, men (15%) are more likely than women (8%) to be 'strongly optimistic'.

	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
OPTIMISTIC	59%	60%	61%	56%	53%	55%	63%	63%	68%	64%	55%
Strongly optimistic	11%	11%	11%	12%	12%	11%	13%	12%	7%	15%	8%
Somewhat optimistic	48%	49%	50%	45%	41%	44%	49%	51%	62%	49%	47%
PESSIMISTIC	34%	32%	34%	36%	40%	36%	30%	29%	28%	30%	38%
Somewhat pessimistic	21%	20%	24%	20%	24%	27%	18%	19%	17%	17%	26%
Strongly pessimistic	12%	11%	10%	15%	16%	10%	12%	10%	11%	13%	12%
Don't know	6%	7%	5%	7%	6%	9%	8%	7%	3%	6%	7%
I prefer not to answer	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%

Base: Albertans (n=1,001)

ABA5. As you know, the province has started rolling out vaccines to Albertans, some of the restrictions have been lifted, the daily numbers of new COVID-19 cases and the number of Albertans in hospital is dropping. How are you personally feeling that the end of the pandemic is coming soon? Are you...

Just over half (54%) of Albertans feel they will be comfortable engaging in 'normal' activities in more than 6 months, but not earlier



Base: Albertans (n=1,001)

ABA6. While the effects of the COVID-19 pandemic will likely be felt for a long time and life may not exactly return to "normal" as we knew it before. How soon do you feel that life in Alberta will return to the place where you are comfortable engaging in "normal" activities like socializing, eating in restaurants, traveling, riding transit and other activities without worrying about contracting COVID-19?

Albertans living outside of Calgary and Edmonton are more comfortable engaging in normal activities now (25%) compared to Calgarians (16%) and Edmontonians (11%)

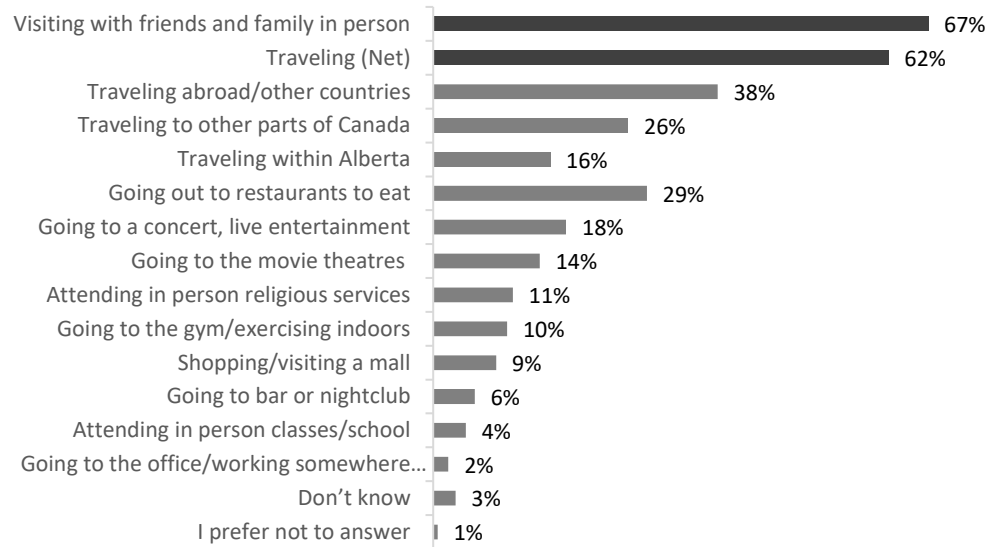
Younger Albertans (under 54 years old) are also more comfortable engaging in normal activities now compared to older Albertans (55+ years old).

	Albertans (n=1,001)	REGION			AGE					GENDER	
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I feel comfortable doing these things now	17%	16%	11%	25%	22%	19%	22%	11%	7%	20%	14%
Within the next 1-3 months	6%	4%	7%	7%	9%	5%	6%	4%	4%	7%	5%
Within the next 3-6 months	14%	18%	13%	11%	13%	14%	13%	15%	17%	16%	13%
Within the next 6-12 months	29%	30%	32%	24%	23%	29%	23%	34%	40%	27%	30%
More than 12 months from now	25%	24%	26%	25%	22%	28%	26%	27%	24%	22%	28%
Never	2%	1%	2%	2%	2%	1%	3%	2%	2%	2%	1%
Don't know	7%	7%	7%	6%	8%	4%	8%	7%	6%	6%	8%
I prefer not to answer	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%

Base: Albertans (n=1,001)

ABA6. While the effects of the COVID-19 pandemic will likely be felt for a long time and life may not exactly return to "normal" as we knew it before. How soon do you feel that life in Alberta will return to the place where you are comfortable engaging in "normal" activities like socializing, eating in restaurants, traveling, riding transit and other activities without worrying about contracting COVID-19?

The top activities Albertans are looking forward to are visiting with friends and family in person (67%) and traveling (62%)



Base: Albertans (n=1,001)

ABA7. Once the restrictions are lifted, which of the following activities are you most looking forward to?

Older Albertans (65+) are more likely to look forward to visiting with friends/family, whereas younger Albertans (18-34) are more likely to look forward to seeing movies, going to the gym, and going to bars/nightclubs

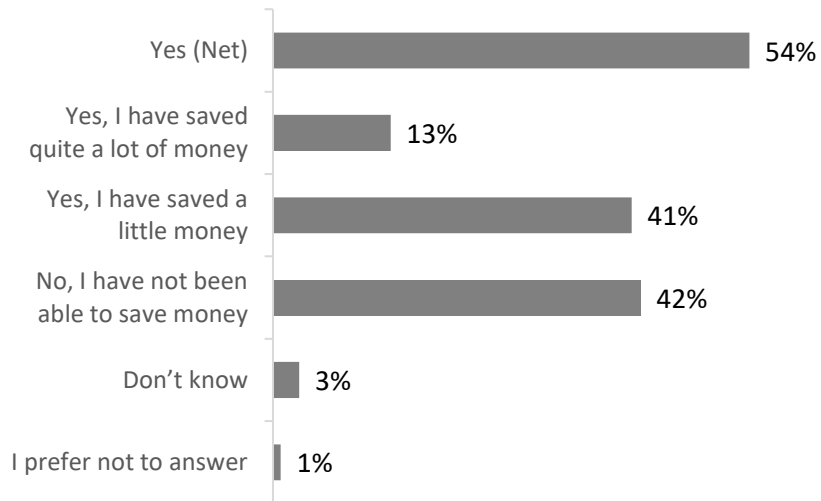
	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
Visiting with friends and family in person	67%	66%	72%	64%	63%	62%	61%	73%	81%	61%	73%
Traveling (Net)	62%	60%	64%	60%	56%	59%	63%	75%	62%	61%	62%
Traveling abroad/other countries	38%	40%	41%	34%	38%	35%	39%	48%	34%	39%	38%
Traveling to other parts of Canada	26%	24%	26%	29%	19%	28%	22%	36%	34%	26%	27%
Traveling within Alberta	16%	12%	17%	18%	14%	17%	17%	15%	18%	16%	15%
Going out to restaurants to eat	29%	29%	28%	30%	26%	23%	27%	31%	41%	28%	30%
Going to a concert, live entertainment	18%	18%	17%	19%	19%	17%	23%	18%	12%	19%	17%
Going to the movie theatres	14%	14%	13%	16%	17%	13%	19%	15%	5%	14%	15%
Attending in person religious services	11%	11%	9%	12%	12%	6%	11%	7%	17%	10%	11%
Going to the gym/exercising indoors	10%	10%	13%	7%	15%	7%	8%	6%	9%	11%	9%
Shopping/visiting a mall	9%	10%	9%	7%	9%	7%	7%	6%	14%	7%	10%
Going to bar or nightclub	6%	5%	5%	7%	10%	6%	4%	2%	3%	8%	4%
Attending in person classes/school	4%	6%	5%	3%	8%	3%	3%	1%	3%	2%	7%
Going to the office/working somewhere other than at home	2%	2%	2%	2%	1%	6%	1%	3%	0%	2%	2%
Don't know	3%	3%	3%	4%	2%	6%	5%	2%	1%	4%	2%
I prefer not to answer	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%

Base: Albertans (n=1,001)

ABA7. Once the restrictions are lifted, which of the following activities are you most looking forward to?

A majority of Albertans have been able to save money during the pandemic

Fifty-four percent (54%) have been able to save money, while forty-two (42%) have not been able to.



Base: Albertans (n=1,001)

ABA8. Statistics Canada recently reported that Canadians on average have been able to save money during the pandemic. Have you been able to save money over the past year or so?

More men (59%) have been able to save money compared to women (50%)

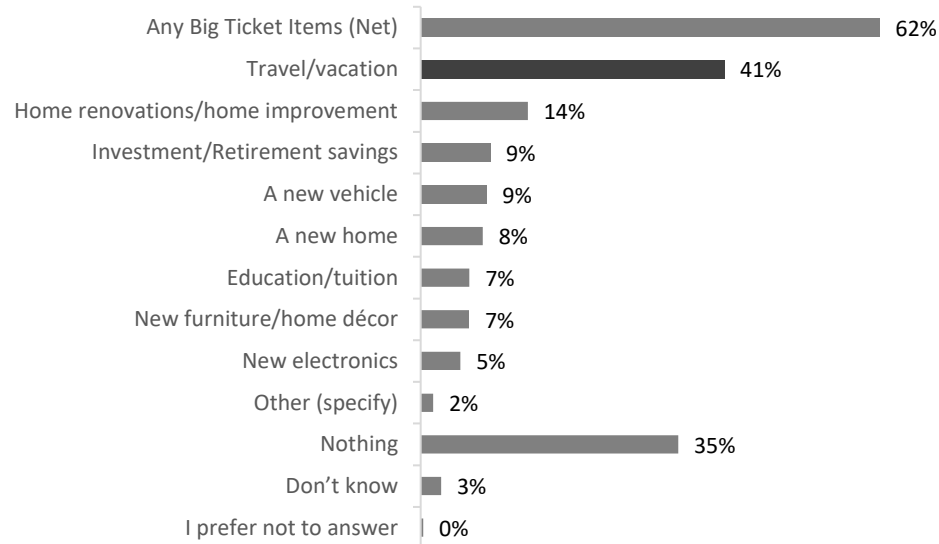
	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n508)	Women (n=493)
YES	54%	56%	58%	48%	55%	49%	48%	58%	63%	59%	50%
Yes, I have saved quite a lot of money	13%	11%	16%	14%	17%	12%	9%	13%	13%	15%	12%
Yes, I have saved a little money	41%	45%	42%	35%	37%	37%	39%	45%	50%	44%	37%
No, I have not been able to save money	42%	41%	38%	47%	40%	49%	48%	39%	34%	37%	46%
Don't know	3%	3%	3%	3%	5%	1%	4%	2%	2%	3%	3%
I prefer not to answer	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%

% indicates a significantly higher proportion than the % in the same segment

Base: Albertans (n=1,001)

ABA8. Statistics Canada recently reported that Canadians on average have been able to save money during the pandemic. Have you been able to save money over the past year or so?

Two-in-five (41%) Albertans are considering travel/vacation as a ‘big ticket’ item when the restrictions are lifted



Base: Albertans (n=1,001)

ABA9. Statistics Canada recently reported that Canadians may be willing to spend these savings when restrictions are lifted. Which of the following "big ticket" items, if any are you considering buying after the restrictions are lifted?

Fewer Albertans aged 18-34 (33%) plan to spend on travel/vacation when restrictions are lifted

	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
Any Big Ticket Items (Net)	62%	65%	63%	58%	66%	61%	58%	62%	58%	64%	60%
Travel/vacation	41%	43%	43%	37%	33%	42%	40%	51%	46%	40%	43%
Home renovations/home improvement	14%	15%	16%	12%	10%	17%	9%	18%	23%	12%	16%
Investment/Retirement savings	9%	8%	9%	11%	11%	12%	8%	11%	4%	12%	7%
A new vehicle	9%	11%	10%	6%	10%	8%	10%	7%	9%	10%	8%
A new home	8%	7%	11%	7%	17%	9%	4%	4%		9%	7%
Education/tuition	7%	6%	4%	9%	15%	4%	5%	-	1%	7%	6%
New furniture/home décor	7%	8%	5%	6%	9%	6%	6%	3%	6%	7%	6%
New electronics	5%	7%	7%	2%	8%	5%	3%	5%	3%	7%	4%
Other (specify)	2%	2%	2%	1%	1%	2%	2%	1%	3%	2%	2%
Nothing, no plans for "big ticket" items after the pandemic	35%	33%	33%	39%	30%	36%	39%	34%	39%	33%	37%
Don't know	3%	2%	4%	2%	2%	3%	3%	4%	3%	4%	2%
I prefer not to answer	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%

% indicates a significantly higher proportion than the **%** in the same segment

Base: Albertans (n=1,001)

ABA9. Statistics Canada recently reported that Canadians may be willing to spend these savings when restrictions are lifted. Which of the following "big ticket" items, if any are you considering buying after the restrictions are lifted?

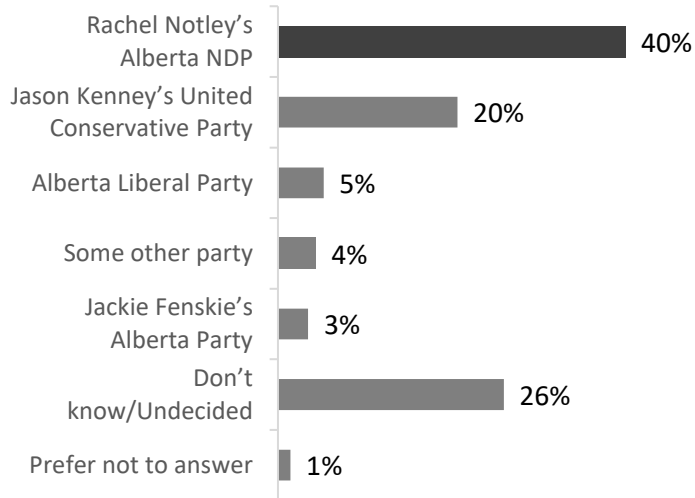


Voting Intentions

Detailed Results

All Voters

NDP (40%) is leading the UCP (20%) among decided voters. However, one quarter are currently undecided



Base: Albertans (n=1,001)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

All Voters

The NDP lead everywhere and is widest in Edmonton

	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
Rachel Notley's Alberta NDP	40%	36%	49%	34%	43%	44%	36%	34%	37%	44%	35%
Jason Kenney's United Conservative Party	20%	24%	14%	24%	16%	14%	23%	24%	32%	24%	17%
Alberta Liberal Party	5%	6%	6%	3%	8%	7%	2%	5%	1%	5%	6%
Some other party	4%	5%	3%	5%	5%	3%	5%	3%	4%	5%	4%
Jackie Fenske's Alberta Party	3%	3%	5%	2%	4%	4%	3%	4%	2%	5%	2%
Don't know/Undecided	26%	25%	21%	31%	23%	26%	30%	29%	23%	17%	34%
Prefer not to answer	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%

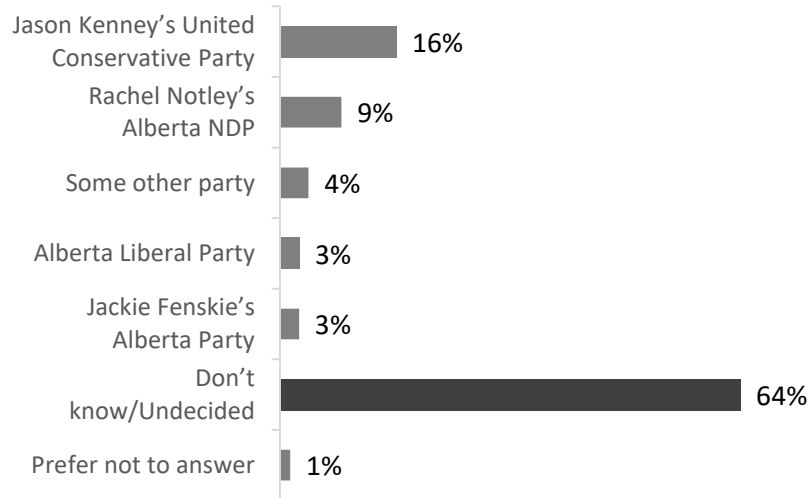
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Base: Albertans (n=1,001)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Undecided Voters

Leaning voters are favouring the UCP (16%) over NDP (9%), but the majority remain undecided.



Base: Those undecided on who they would vote for in a Provincial election (n=260)

ABA11. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Undecided Voters

Among undecided, there are no significant differences between region, age, or gender

	Total Those Undecided (n=260)	REGION			AGE					GENDER	
		Cgy. CMA (n=85*)	Edm. CMA (n=67*)	Other AB (n=108)	18-34 (n=51*)	35-44 (n=43*)	45-54 (n=59*)	55-64 (n=56*)	65+ (n=51*)	Men (n=88*)	Women (n=172)
Jason Kenney's United Conservative Party	16%	14%	17%	18%	12%	11%	17%	28%	17%	20%	14%
Rachel Notley's Alberta NDP	9%	10%	9%	7%	8%	6%	3%	12%	16%	5%	11%
Some other party	4%	5%	1%	6%	1%	6%	8%	3%	1%	5%	3%
Alberta Liberal Party	3%	0%	3%	5%	1%	6%	3%	2%	1%	4%	2%
Jackie Fenske's Alberta Party	3%	4%	1%	2%	3%	5%	2%	1%	2%	3%	3%
Don't know/Undecided	64%	66%	67%	62%	72%	64%	67%	52%	62%	61%	66%
Prefer not to answer	1%	1%	3%	1%	2%	2%	0%	2%	0%	2%	1%

% indicates a significantly higher proportion than the % in the same segment

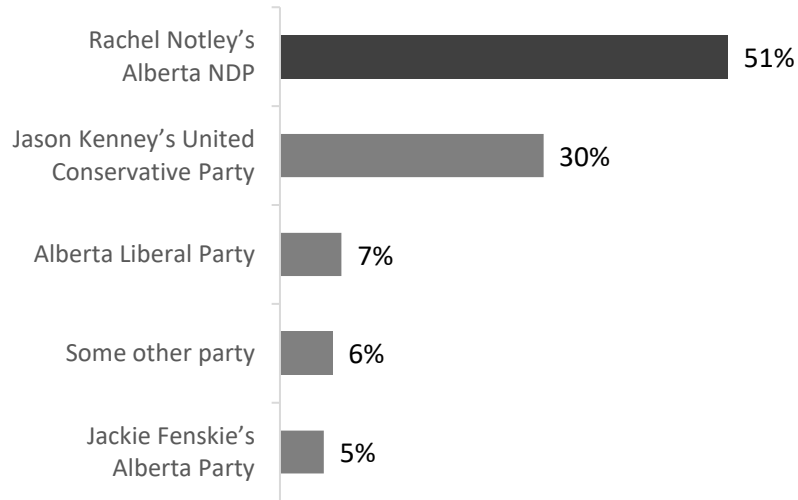
Base: Those undecided on who they would vote for in a Provincial election (n=260)

ABA11. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

*Caution low sample size, results are directional.

Decided and Leaning Voters

NDP (51%) is leading the UCP (30%) among decided and leaning voters.



Base: Decided and leaning voters (n=817)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Decided and Leaning Voters

	Total Decided + Leaning (n=827)	REGION			AGE					GENDER	
		Cgy. CMA (n=272)	Edm. CMA (n=271)	Other AB (n=284)	18-34 (n=167)	35-44 (n=132)	45-54 (n=150)	55-64 (n=160)	65+ (n=218)	Men (n=458)	Women (n=369)
Rachel Notley's Alberta NDP	51%	47%	61%	45%	55%	56%	47%	45%	48%	50%	52%
Jason Kenney's United Conservative Party	30%	33%	21%	36%	22%	21%	35%	38%	42%	31%	29%
Alberta Liberal Party	7%	8%	8%	6%	11%	10%	4%	6%	2%	6%	8%
Some other party	6%	7%	4%	9%	7%	6%	10%	5%	5%	6%	7%
Jackie Fenske's Alberta Party	5%	5%	6%	4%	5%	7%	4%	5%	3%	6%	4%

% indicates a significantly higher proportion than the % in the same segment

Base: Decided and leaning voters (n=817)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

*Caution low sample size, results are directional.



RESPONDENT PROFILE

Respondent Profile: Age, Gender, Children in Household, Income

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Age				
18-34	32%	32%	33%	30%
35-54	36%	38%	35%	35%
55-64	16%	15%	15%	17%
65+	16%	14%	16%	18%
Gender				
Male	50%	50%	50%	50%
Female	50%	50%	50%	50%
Children Under 18 in Household				
Yes	34%	36%	32%	33%
No	65%	63%	67%	67%
Income				
Under \$40K	17%	16%	16%	18%
\$40K-\$79K	26%	23%	26%	29%
\$80K+	46%	49%	47%	42%
I prefer not to answer	12%	12%	11%	12%

Respondent Profile: Employment

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
RETIRED (Pre-retired or annuitant)	19%	16%	21%	21%
PROFESSIONALS (Archeologist, architect, artist, lawyer, banker, biologist, chemist, accountant, consultant, foreman, den	16%	19%	16%	14%
OFFICE WORKER (Cashier, office clerk, accounting clerk, secretary, etc.)	9%	9%	9%	8%
STUDENT (Full-time or whose studies take up most of his/her time)	7%	6%	10%	6%
SKILLED, SEMI-SKILLED WORKERS (Bricklayer, truck driver, electrician, machine operator, mechanic, painter, plumber, etc.	7%	7%	6%	9%
UNEMPLOYED (Unemployment, welfare)	7%	9%	6%	6%
MANAGERS/ADMINISTRATORS/OWNERS (Director, editor, entrepreneur, executive, manager, businessperson, politician, presiden	7%	7%	8%	6%
PERSONNEL SPECIALIZED IN SERVICES (Security agent, taxi driver, hairdresser, cook, clergy member, military force member,	6%	7%	6%	5%
HOMEMAKER	5%	5%	4%	7%
PERSONNEL SPECIALIZED IN SALES (Insurance agent, salesperson, sales clerk, real estate agent, real estate broker, sales	4%	3%	4%	4%
MANUAL WORKERS (Farmer, packer, day labourer, miner, fisherman, forest worker, etc.)	4%	3%	3%	6%
Other	4%	3%	4%	5%
SCIENCE AND TECHNOLOGIES WORKERS (Computer operator, programmer-analyst, technician, audio-technician, lab technician, e	3%	4%	3%	2%
I prefer not to answer	1%	1%	0%	2%
RETIRED (Pre-retired or annuitant)	19%	16%	21%	21%
PROFESSIONALS (Archeologist, architect, artist, lawyer, banker, biologist, chemist, accountant, consultant, foreman, den	16%	19%	16%	14%
OFFICE WORKER (Cashier, office clerk, accounting clerk, secretary, etc.)	9%	9%	9%	8%
STUDENT (Full-time or whose studies take up most of his/her time)	7%	6%	10%	6%

Respondent Profile: Home Ownership, Marital Status, Ethnicity

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Home Ownership				
Own	70%	72%	73%	64%
Rent	28%	25%	25%	34%
I prefer not to answer	2%	3%	2%	3%
Marital Status				
Single	24%	25%	27%	22%
Married/Common Law	63%	64%	63%	64%
Other	12%	11%	10%	15%
I prefer not to answer	1%	1%	1%	0%
Ethnicity				
Caucasian (white)	76%	68%	76%	85%
Chinese	5%	8%	6%	1%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	3%	5%	4%	1%
Other	2%	2%	2%	4%
Filipino	2%	3%	3%	2%
Arabic (Middle East, North Africa)	2%	2%	3%	2%
Black (African, African-American, etc.)	2%	4%	1%	1%
Aboriginal/ First Nations	2%	1%	1%	4%
Latin American (Mexican, Chilean, Costa Rican, etc.)	1%	2%	1%	0%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	1%	2%	1%	0%
Korean	0%	0%	1%	0%
Japanese	0%	0%	0%	0%
West Asian (Iranian, Afghan, etc.)	0%	0%	0%	0%
I prefer not to answer	2%	3%	2%	1%

Respondent Profile: Birthplace, Time in Canada, Minority Group, Type of Area

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Born in Canada				
Yes	80%	73%	81%	87%
No	19%	26%	19%	13%
Time in Canada				
Less than 1 year	2%	1%	5%	0%
1 year to less than 5 years	16%	11%	16%	27%
5 years to less than 11 years	15%	12%	21%	13%
11 years to less than 21 years	26%	34%	26%	11%
21 years and more	40%	42%	32%	49%
Minority Group				
Yes	17%	24%	16%	11%
No	77%	72%	78%	81%
Type of Area				
Urban area	44%	48%	56%	28%
Suburban area	36%	43%	37%	27%
Rural area	19%	8%	7%	43%
I don't know/ I prefer not to answer	1%	1%	0%	2%

Respondent Profile: Education, Language Spoken

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Education				
HIGH SCHOOL OR LESS	22%	20%	21%	26%
College/Diploma	27%	23%	24%	32%
UNIVERSITY	51%	56%	54%	41%
I prefer not to answer	1%	0%	0%	1%
Time in Canada				
French	3%	2%	3%	3%
English	79%	76%	74%	87%
Other	6%	7%	7%	5%
French and other	0%	0%	0%	0%
English and other	8%	11%	8%	4%
Other and other	2%	2%	3%	1%
English and French	2%	2%	4%	1%
I prefer not to answer	1%	1%	0%	0%

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