

Report

Government of Alberta Report Card

April 2024

DATE 4/4/2024



BACKGROUND



Leger monitors constituents' views of Alberta government performance, party leadership, and voter intentions to keep a pulse on provincial political sentiment.

METHODOLOGY

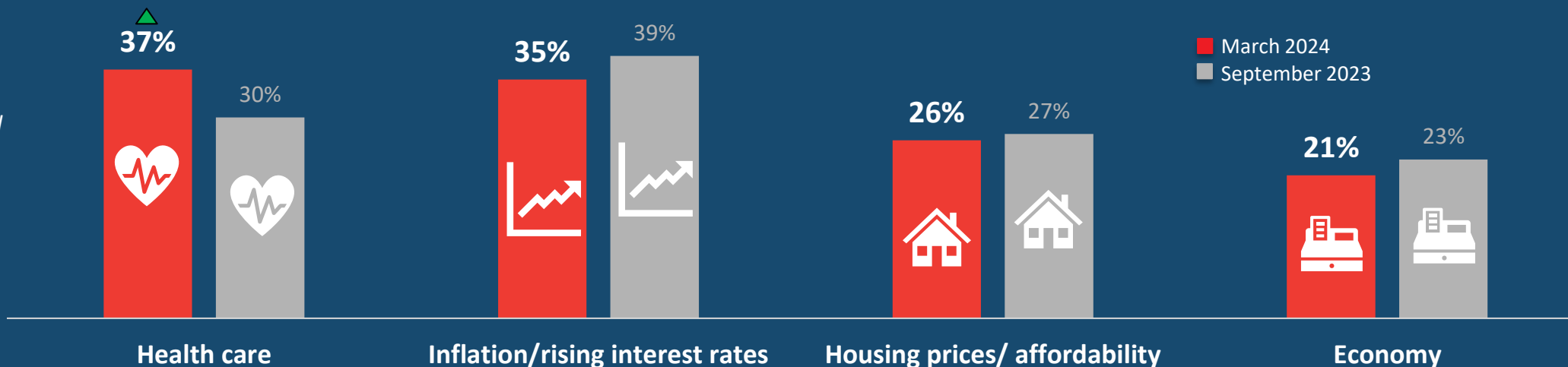


- Results are based on online research conducted among Albertan adults 18 years of age and older.
- The most recent wave was conducted among a sample of 1,002, with fieldwork from March 22-24, 2024.
 - No margin of error can be associated with a non-probability sample, but for comparative purposes, a probability sample of this size would have a margin of error of +/-3.1%, 19 times out of 20.
- The data was statistically weighted according to Canadian Census figures for age, gender, region, and education within the Province.

DASHBOARD OF KEY METRICS

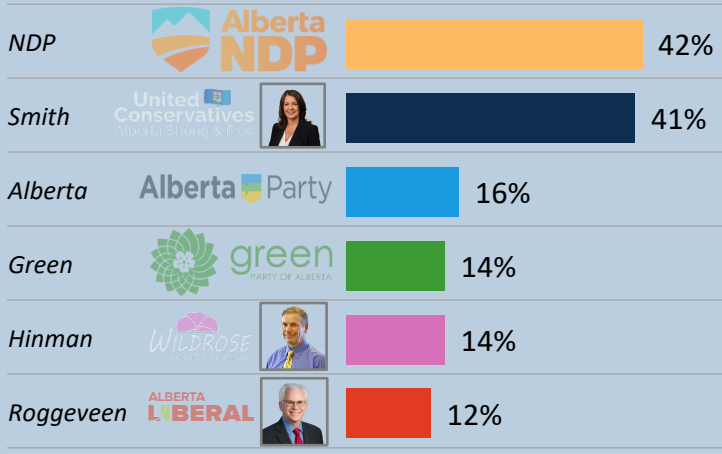
Most Important Issues

Concerns about health care, inflation/rising interest rates, housing prices/affordability, and the economy continue to be most prominent in Alberta as of March 2024. Healthcare has become the most important issue as of March 2024, with the proportion of Albertans citing it increasing significantly.



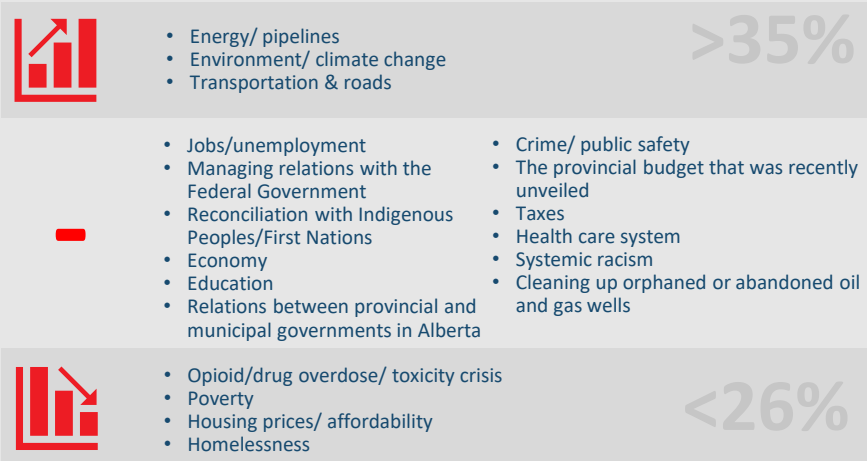
Leader Approval Ratings

The NDP and Danielle Smith both receive similarly high approval ratings while the remainder of Alberta party leaders struggle with low recognition and approval under 20%.



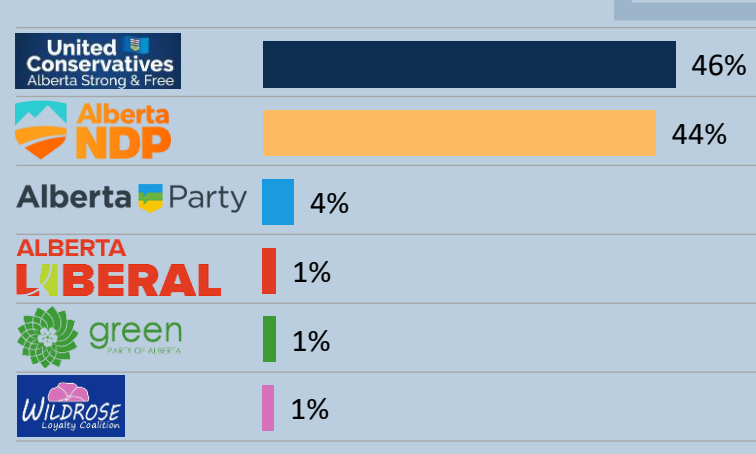
Approval Ratings of Current Government on Key Issues

Approval ratings for the current UCP government on their handling of various issues are mixed, but overall are lower than the parties' leader approval rating.



Alberta Voting Intentions

The United Conservative Party holds a slight lead over the second place Alberta NDP. Outside of the NDP and UCP, no party received more than 4% voting intention amongst Albertans.



Statistically significantly higher than previous wave.
 Statistically significantly lower than previous wave.



Detailed Findings

CURRENT TRAJECTORY OF ALBERTA



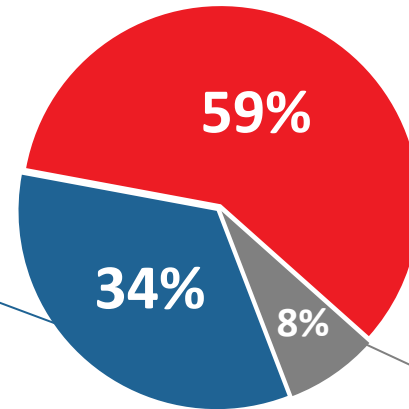
Just above one-third of Albertans believe the province is going in the right direction, whereas nearly six-in-ten are negative about the direction the province is headed; significantly more than in September 2023.

Those residing outside Edmonton and males are more likely to believe the province is headed in the right direction, while Edmontonians and females are more likely to report the opposite.

Belief that the province is heading in the right direction trends upwards with age.

34% of Albertans believe that **things in the province are going in the right direction**, down directionally from 36% in September 2023

Those residing outside Edmonton, those age 35+, and males are more likely to hold this stance.



59% of Albertans believe that **things in the province are off on the wrong track**, up significantly from 50% in September 2023.

Those residing in Edmonton and females are more likely to hold this stance.

8% of Albertans report that they **“don’t know”** or simply refuse to answer.

	OVERALL	x GENDER	x AGE	x REGION
Strongly right direction	5% <i>Down from 7% in Sep 2023</i>	Male 7% ↑ Female 3% ↓	18-34 4% 35-45 4% 55+ 7%	Calgary 5% Edmonton 3% Rest of AB 6%
Somewhat right direction	29%	Male 34% ↑ Female 24% ↓	18-34 23% ↓ 35-45 30% 55+ 32% ↑	Calgary 32% ↑ Edmonton 23% ↓ Rest of AB 32% ↑
Somewhat wrong track	28%	Male 28% Female 28%	18-34 31% 35-45 26% 55+ 27%	Calgary 25% ↓ Edmonton 34% ↑ Rest of AB 25% ↓
Strongly wrong track	31% <i>Up from 24% in Sep 2023</i>	Male 27% ↓ Female 35% ↑ <i>Up from 24% in Sep 2023</i>	18-34 30% 35-45 33% 55+ 29%	Calgary 31% <i>Up from 22% in Sep 2023</i> Edmonton 32% Rest of AB 29%

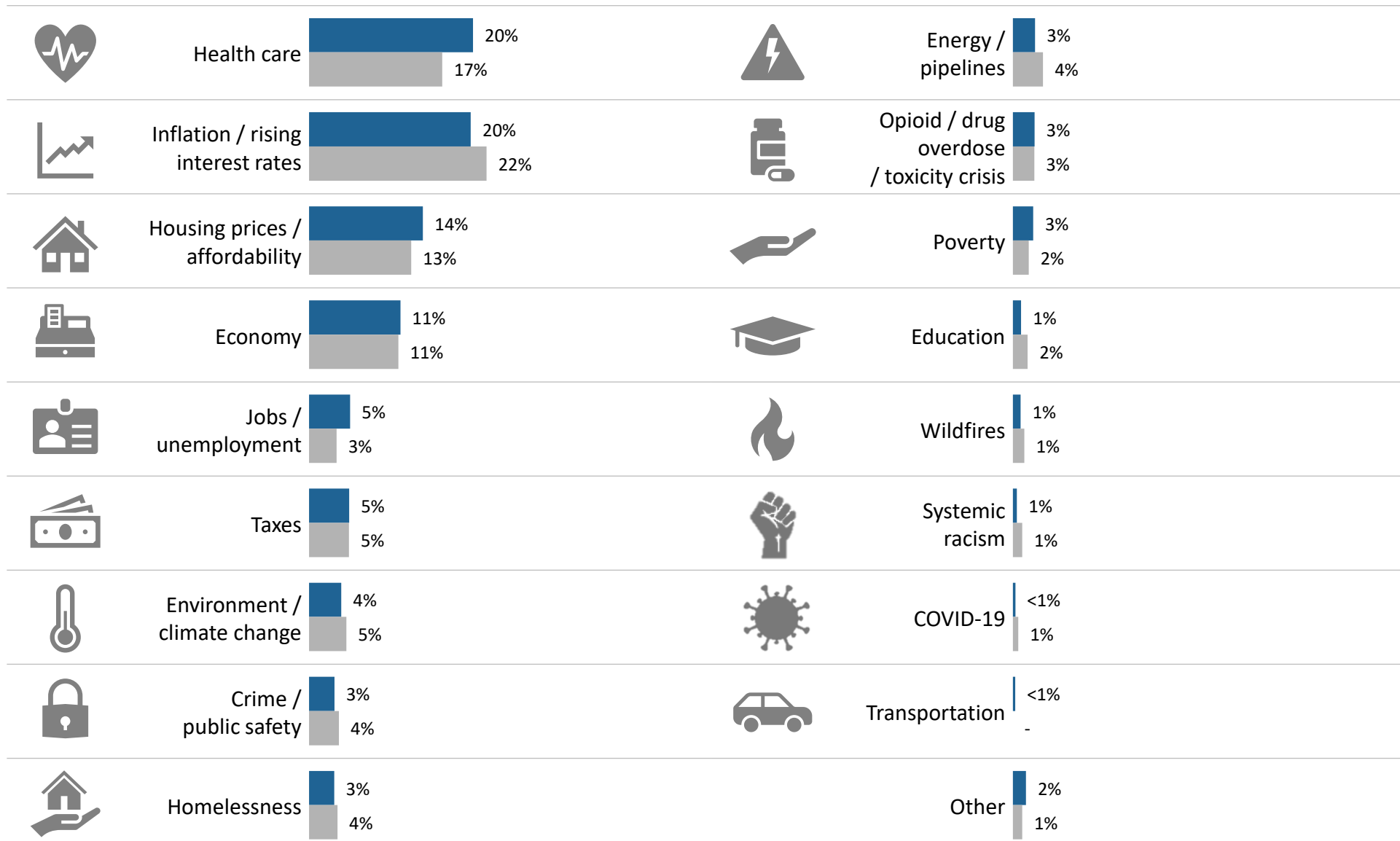
■ Male ■ Female
 ■ 18-34 ■ 35-45 ■ 55+
 ■ Calgary ■ Edmonton ■ Rest of AB

Base: All respondents (n= 1,002)

Taking everything into account how do you feel things are going these days in Alberta? Are things going in the right direction or are they off on the wrong track?

↑ Statistically significantly higher than comparison group(s).
↓ Statistically significantly lower than comparison group(s).

ALBERTA ISSUES – MOST IMPORTANT: AIDED – TRACKER



Health care is the top issue facing Alberta today in March 2024, followed by inflation/ rising interest rates and housing prices/affordability.

No single issue experienced significant change in March 2024 relative to September 2023.

■ Mar 2024
■ Sep 2023

Base: All respondents (Mar 2024 n= 1,002; Sep 2023 n=1,001)
In your view, what is the most important issue facing Alberta today? What is the second most important issue?

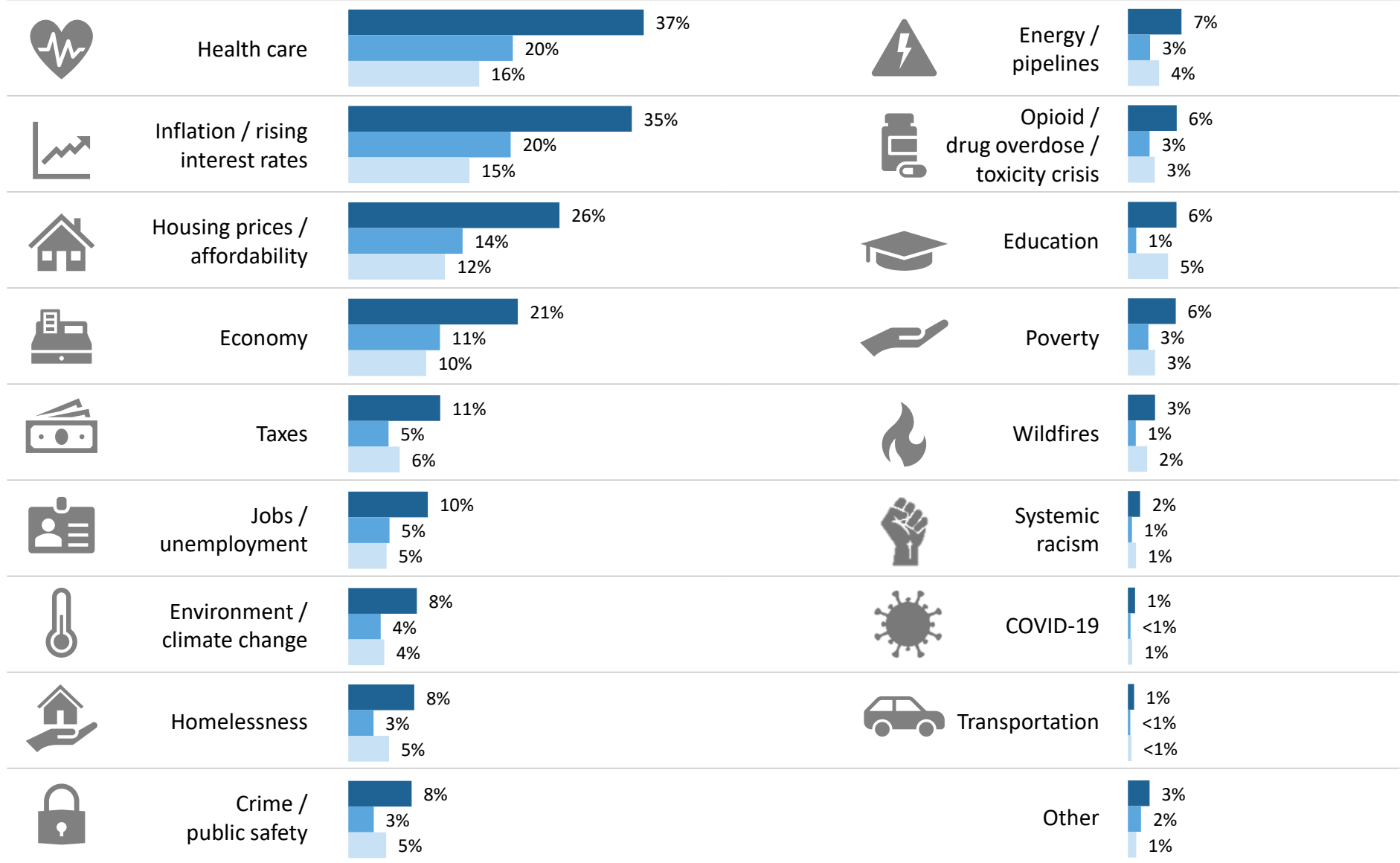
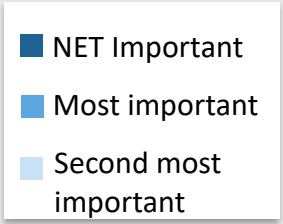
▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

ALBERTA ISSUES – TOTAL IMPORTANCE: AIDED



Healthcare was the overall top issue cited by Albertans, with nearly four-in-ten seeing it as the first or second most important issue the province is currently facing.

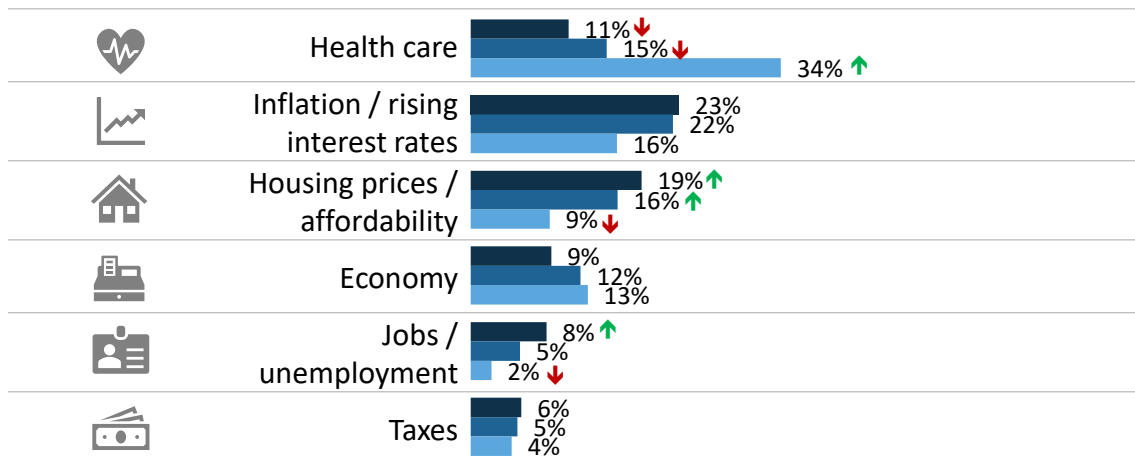
Inflation/rising interest rates and housing prices/affordability are also important issues in Alberta, with just above one-third and one-quarter of Albertans respectively ranking these as top two issues facing Alberta today.



Base: All respondents (n= 1,002)
 In your view, what is the most important issue facing Alberta today? What is the second most important issue?

TOP 6 AB ISSUES – MOST IMPORTANT:

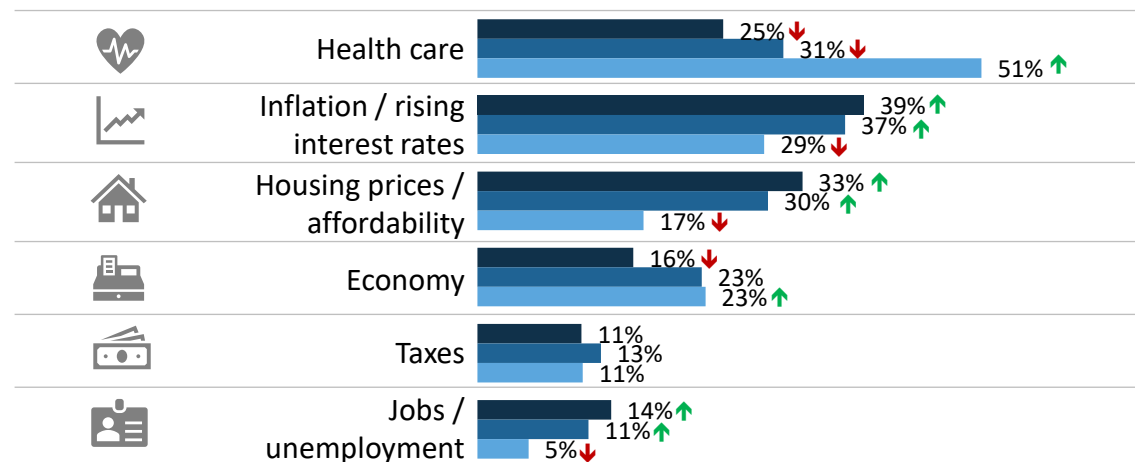
AIDED x **AGE** (Mar 2024)



TOP 6 AB ISSUES – TOP 2 MOST IMPORTANT:

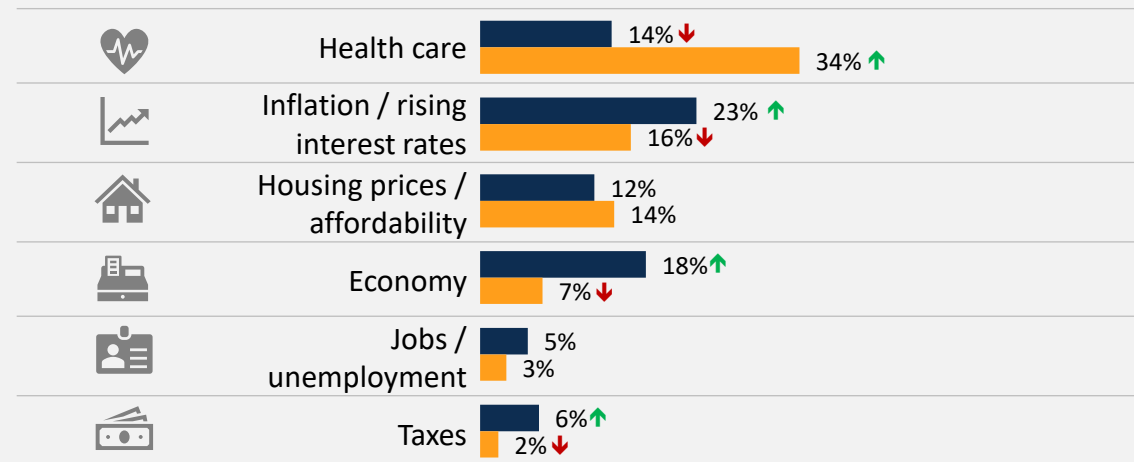
AIDED x **AGE** (Mar 2024)

■ 18-34
■ 35-54
■ 55+



TOP 6 AB ISSUES – MOST IMPORTANT:

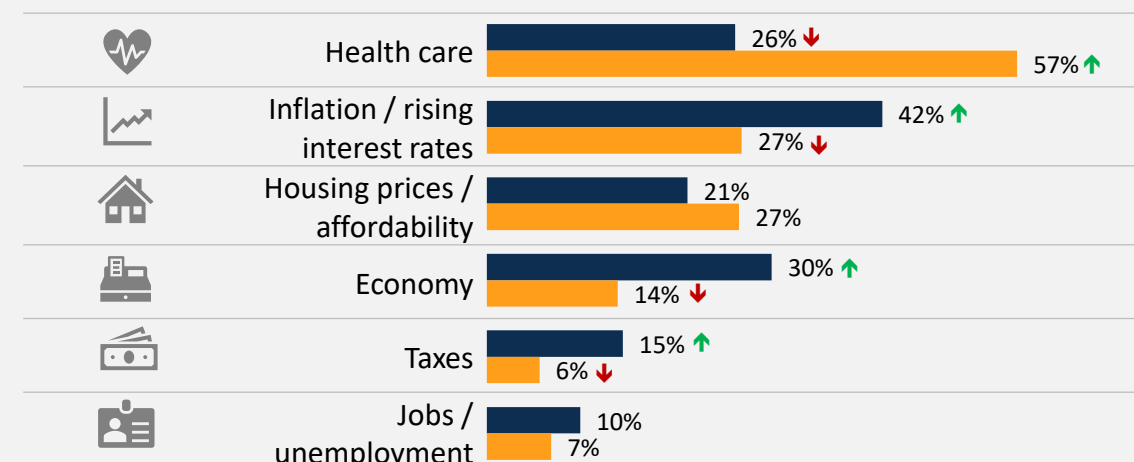
AIDED x **VOTING INTENTION** (Mar 2024)



TOP 6 AB ISSUES – TOP 2 MOST IMPORTANT :

AIDED x **VOTING INTENTION** (Mar 2024)

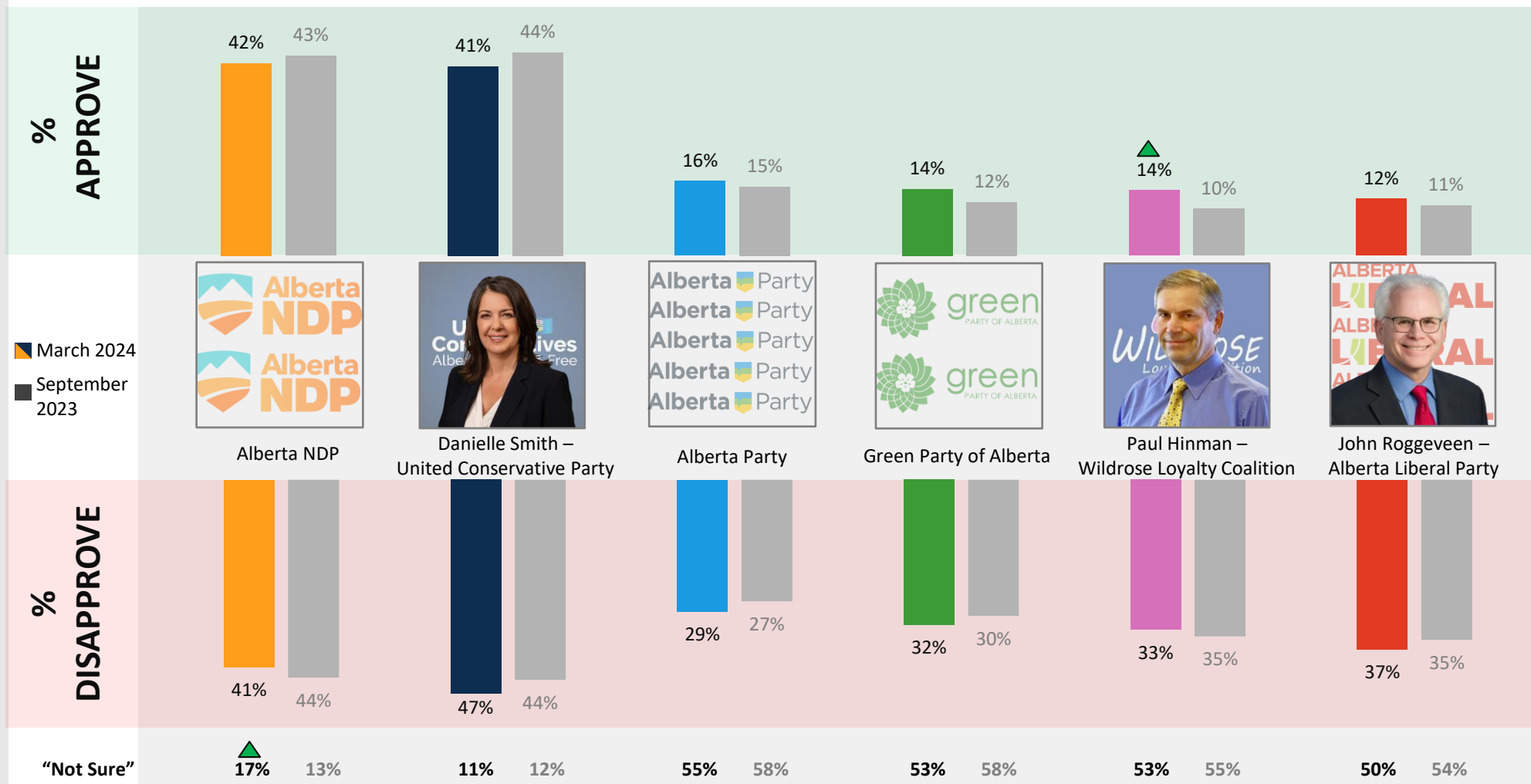
■ United Conservative Party
■ Alberta NDP



CURRENT LEADER APPROVAL RATING

Albertans are close to equally split in their approval and disapproval of the Alberta NDP, while disapproval exceeds approval for Premier Danielle Smith of the UCP.

The remaining four party leaders all experience higher disapproval rates than approval; though most Albertans report that they are “not sure” regarding these four party leaders.



■ Mar 2024
■ Sep 2023

Base: All respondents (Mar 2024 n= 1,002; Sep 2023 n=1,001)

Thinking of each of the following provincial party leaders, would you say you generally approve or disapprove of the way each has performed in their job?

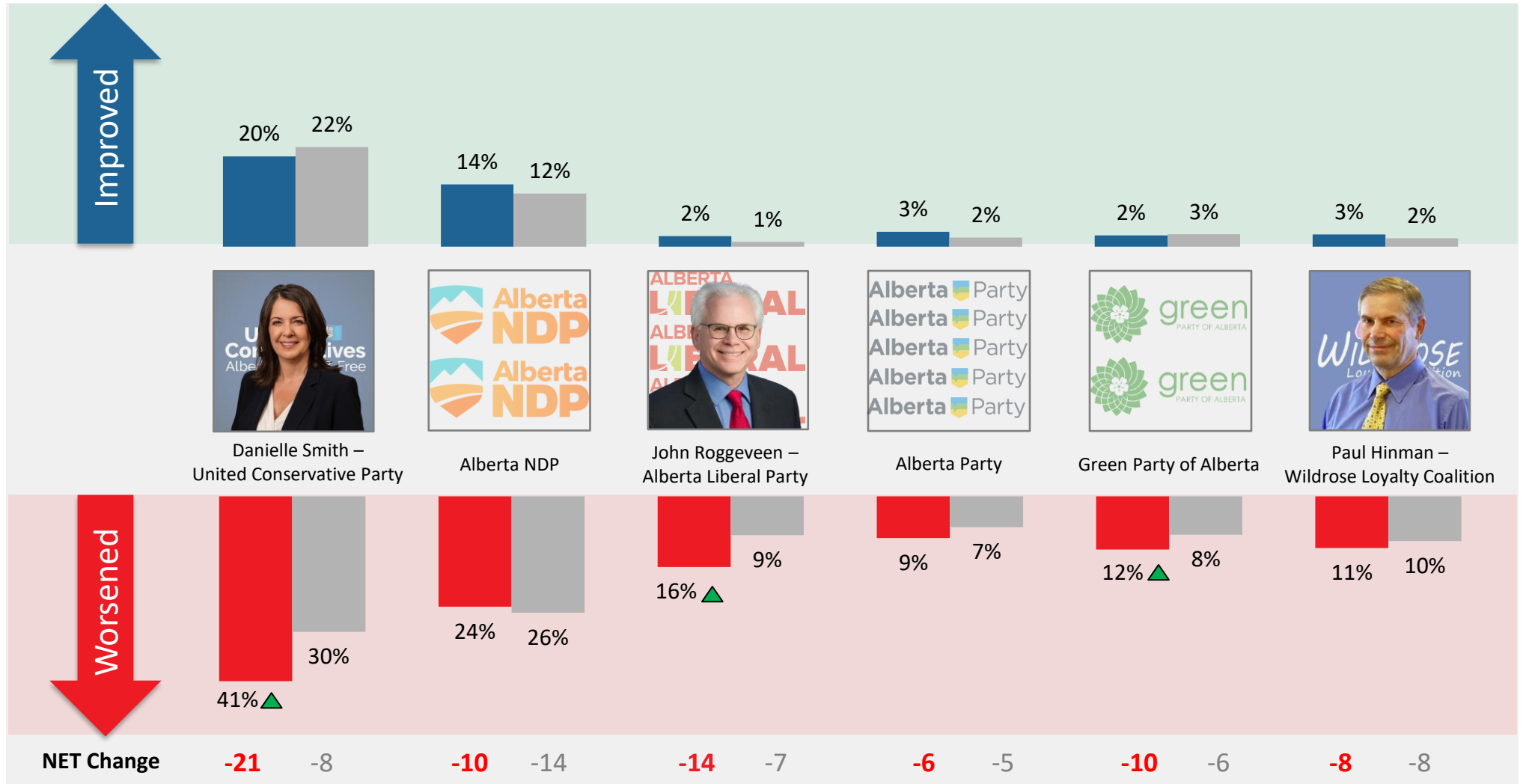
▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

CHANGE IN OPINION OF LEADERS

Opinions of all Alberta provincial party leaders have worsened over the past six months.

Greater than four-in-ten Albertans report their opinion of Danielle Smith has worsened over the last six months; a significant increase from September 2023.

Danielle Smith also saw the largest drop in NET opinion, with the number of respondents indicating that their opinion of her has worsened being 21 percentage points higher than those who indicate it has improved. Despite this, she still leads all party leaders in improved opinion.



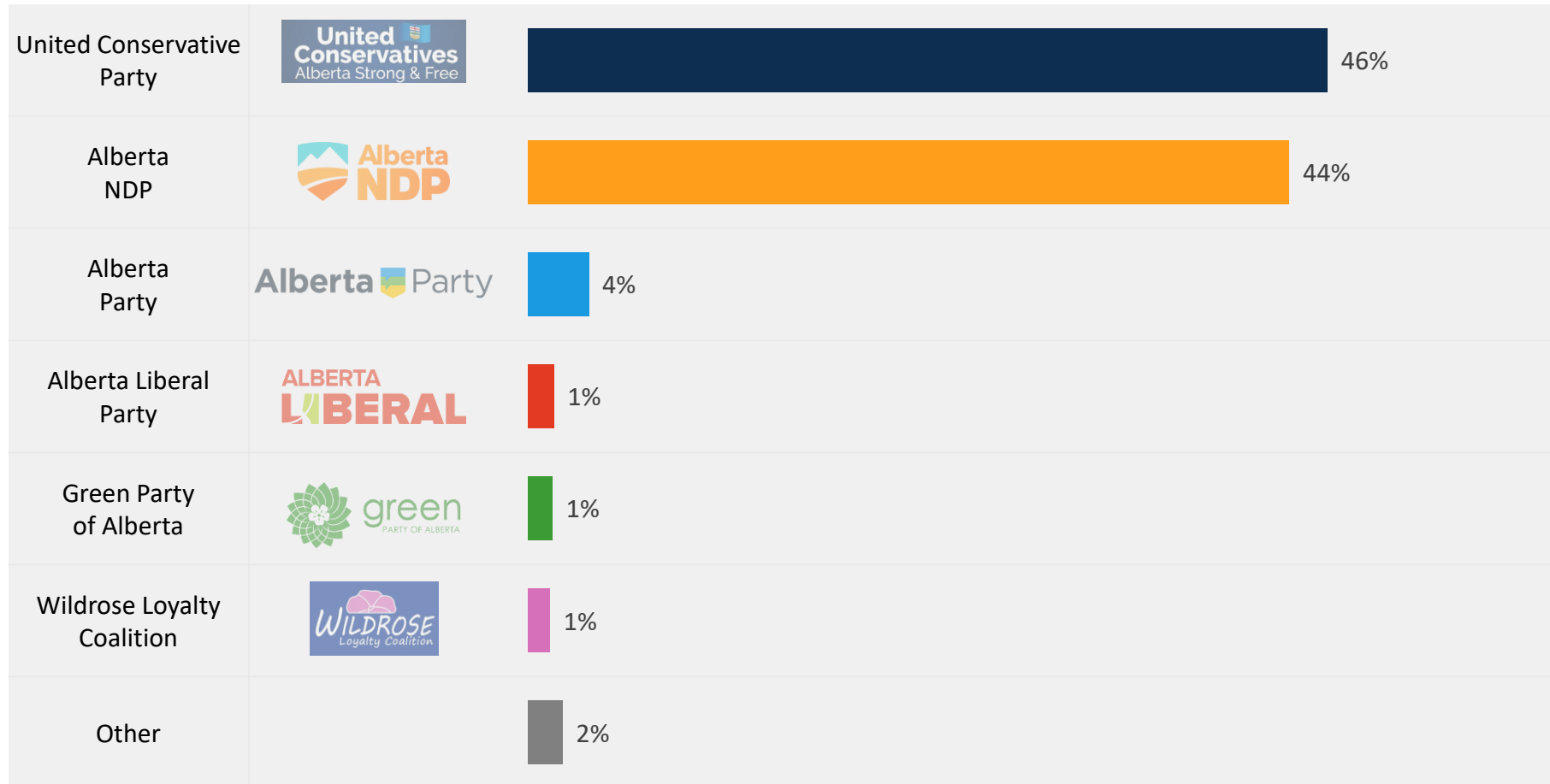
■ Mar 2024
■ Sep 2023

Base: All respondents (Mar 2024 n= 1,002; Sep 2023 n=1,001)
Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)



Nearly half of Albertans report that they would vote for the United Conservative Party candidate were an Alberta provincial election held tomorrow.

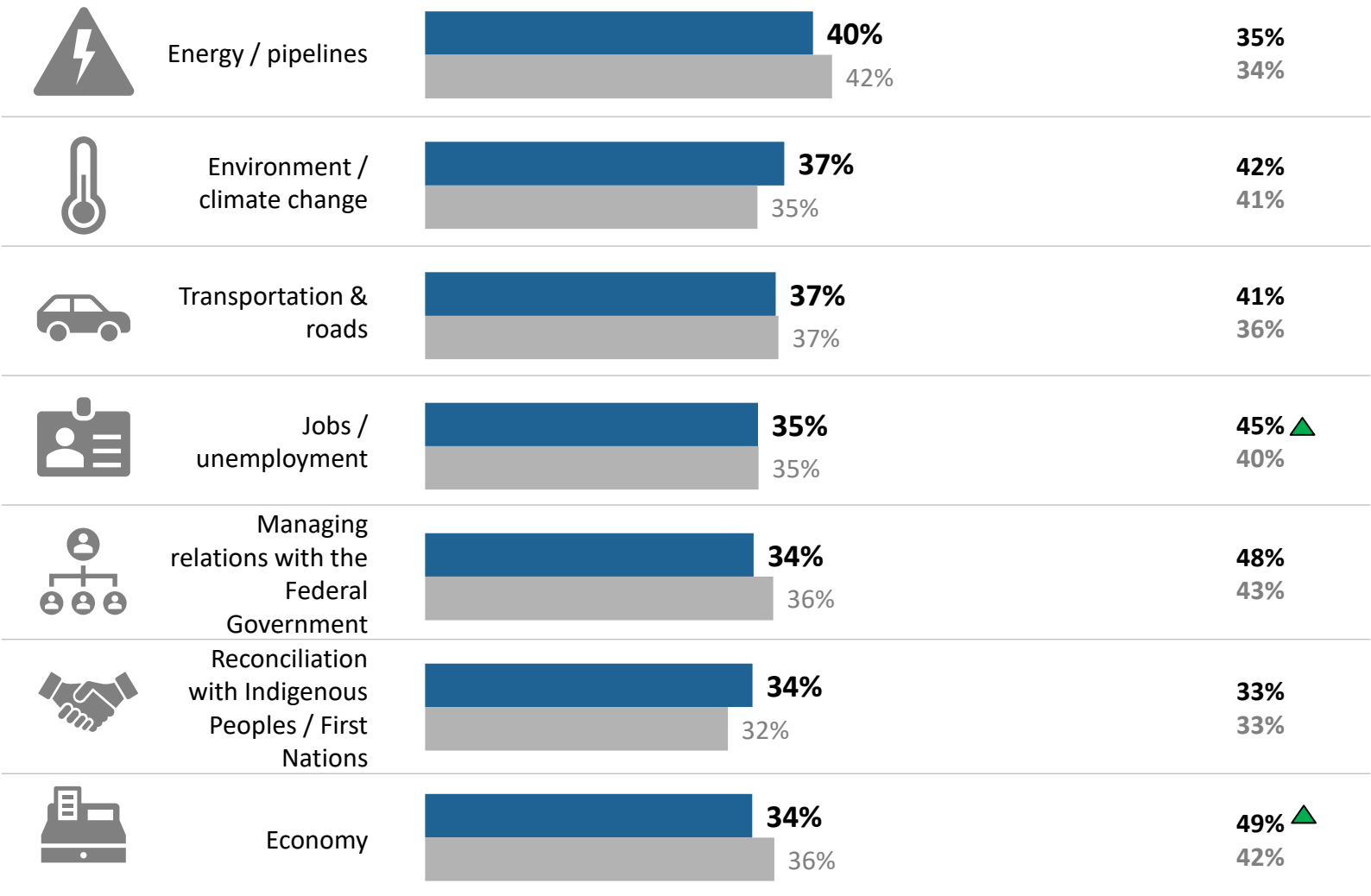
The Alberta NDP received the second highest share of voting intention, with more than four-in-ten Albertans reporting that they would vote for a candidate from the party.

Just less than one-in-ten Albertans report that they would vote for a candidate from a party other than the United Conservative Party or the Alberta NDP were an election held tomorrow.

APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES



Disapproval



Issue-centric approval ratings for the UCP government generally fall in the 20-40% range, depending on the issue, and are statistically consistent with results collected in September 2023.

No single issue received higher approval from Albertans than the 41% approval received by Premier Danielle Smith.

The proportion of Albertans who disapprove of the way Danielle Smith and the UCP is handling jobs/unemployment and the economy has increased in March 2024.

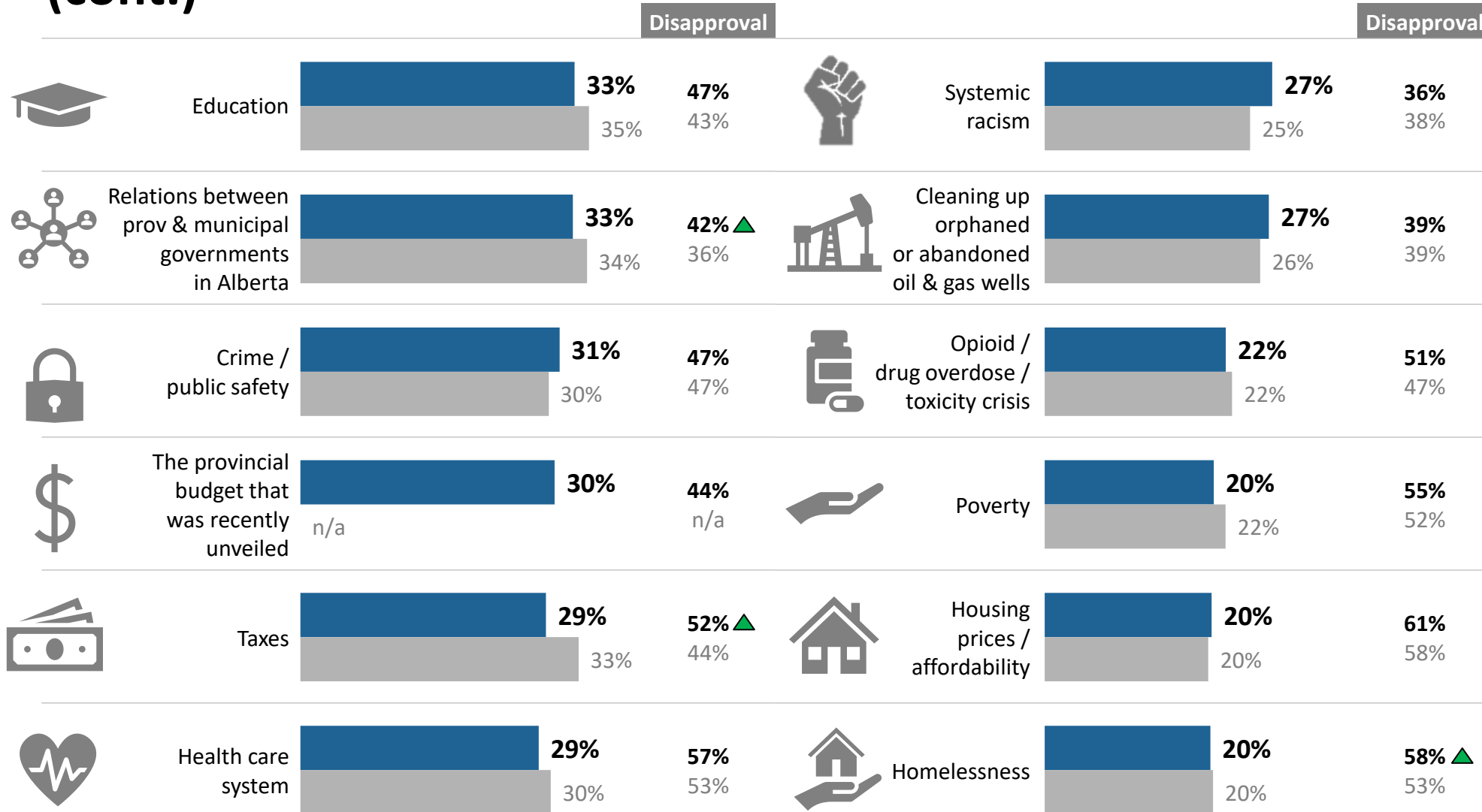
■ Mar 2024
■ Sep 2023

Base: All respondents (Mar 2024 n= 1,002; Sep 2023 n=1,001)

Do you think Danielle Smith and the United Conservative Party have done a good job or a bad job handling each of the following issues in Alberta?

▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES (cont.)



Housing prices/affordability, homelessness, health care system, poverty, taxes, and opioid/drug overdose/ toxicity crisis all received greater than 50% disapproval from Albertans.

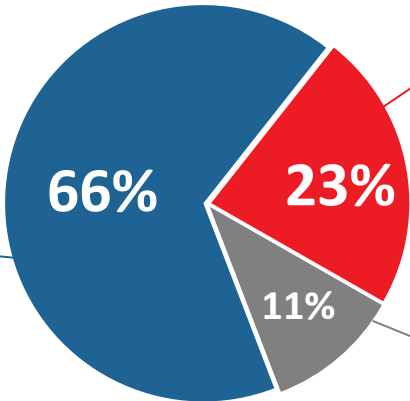
A significantly greater proportion of Albertans disapprove of the way the UCP government has handled relations between provincial and municipal governments in Alberta, taxes, and homelessness in March 2024 relative to September 2023.



OPINIONS ON PIERRE POILIEVRE'S "AXE THE TAX" CAMPAIGN

66% of Albertans support Pierre Poilievre's "Axe the tax" Campaign. Those who reside outside of Edmonton or are aged 35+ are more likely to support the campaign.

23% of Albertans oppose Pierre Poilievre's "Axe the tax" Campaign.

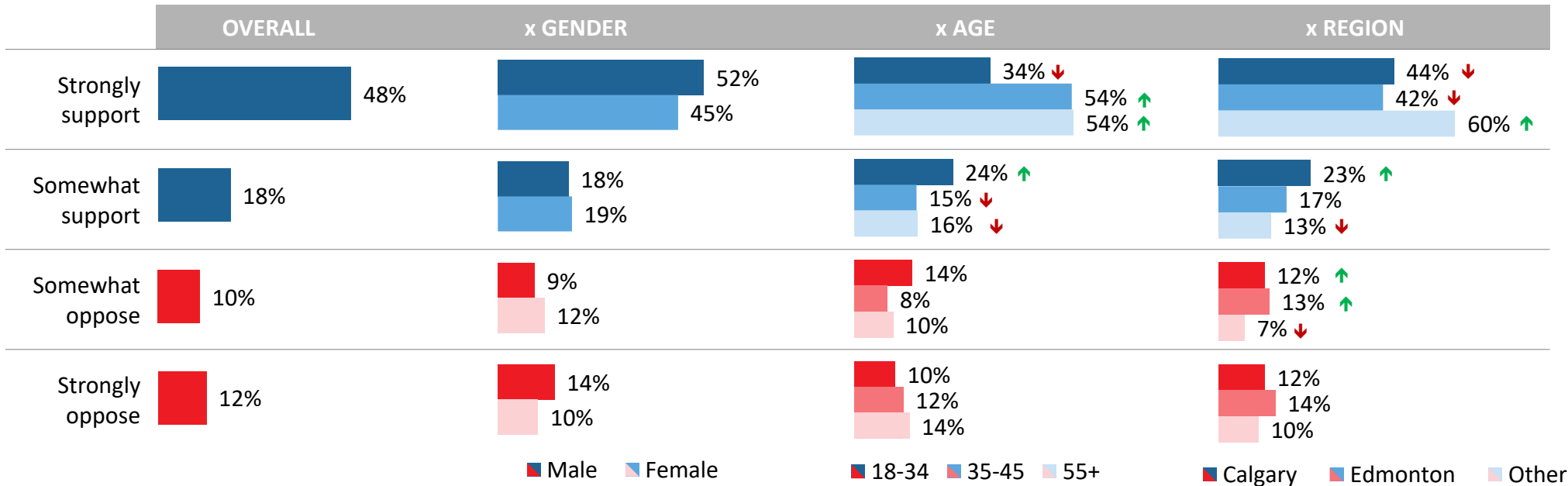


11% of Albertans report that they "don't know" regarding the campaign.

Two-thirds of Albertans support Pierre Poilievre's "axe the tax" campaign that aims to eliminate the carbon tax at the federal level, while less than one-quarter oppose it.

Those above age 35 are more likely to support and strongly support the campaign.

Those residing outside of Edmonton are more likely to support the campaign, while those who reside outside of both major cities are more likely to strongly support the campaign.



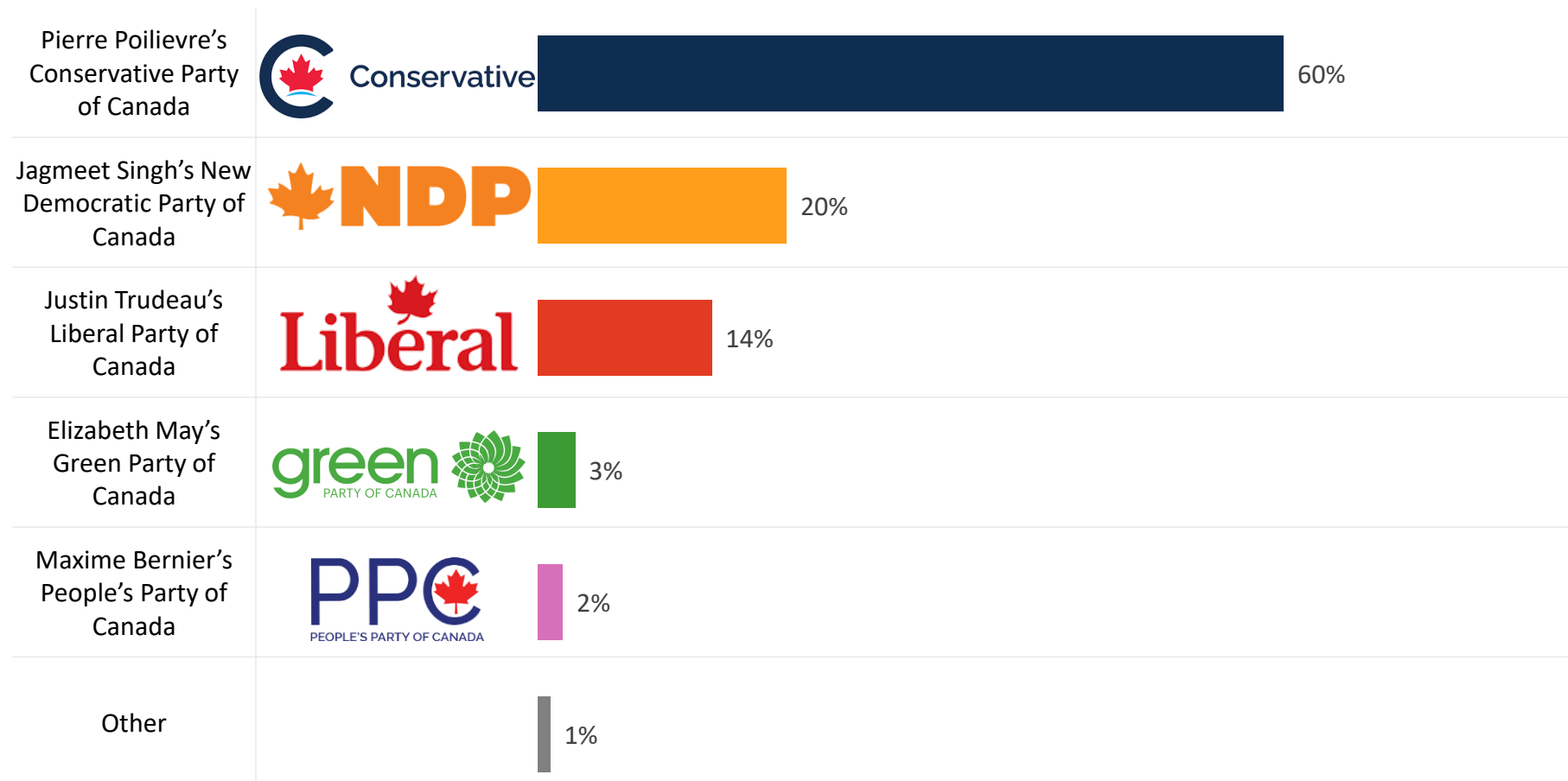
Base: All respondents (n= 1,002)

Federal opposition leader Pierre Poilievre's "axe the tax" campaign aims to eliminate the carbon tax at the federal level. How much do you support or oppose the recently proposed removal of the carbon tax at the federal level?

↑ Statistically significantly higher than comparison group(s).
 ↓ Statistically significantly lower than comparison group(s).

FEDERAL VOTING INTENTIONS

(Among Decided Voters)



Three-in-five Albertans report that they would vote for Pierre Poilievre's Conservative Party of Canada were a federal election held tomorrow.

Jagmeet Singh's NDP received the second highest share of voting intention, with one-in-five Albertans reporting that they would vote for Jagmeet Singh's NDP.

Less than one-in-five Albertans report that they would vote for Justin Trudeau's Liberal Party of Canada were an election held tomorrow.



DETAILED METHODOLOGY

125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
	35,000	101,090	154,200
	83,000	101,684	110,000
		101,962	89,000
		32,747	50,000
			68,700
			000

WEIGHTED AND UNWEIGHTED SAMPLE

The following tables present the demographic distribution of respondents according to gender, region, age, and voting intention (among decided voters) before and after weighting.

		WEIGHTED	UNWEIGHTED
Gender		<i>1,002</i>	<i>1,002</i>
	Male	496	431
	Female	506	571
Region		<i>1,002</i>	<i>1,002</i>
	Calgary	351	331
	Edmonton	336	320
	Rest of AB	316	351
Age		<i>1,002</i>	<i>1,002</i>
	18 – 34	287	225
	35 – 54	360	328
	55+	354	449
Voting Intention		<i>770</i>	<i>785</i>
	Alberta NDP	340	383
	United Conservative Party	357	336
	Other	72	66

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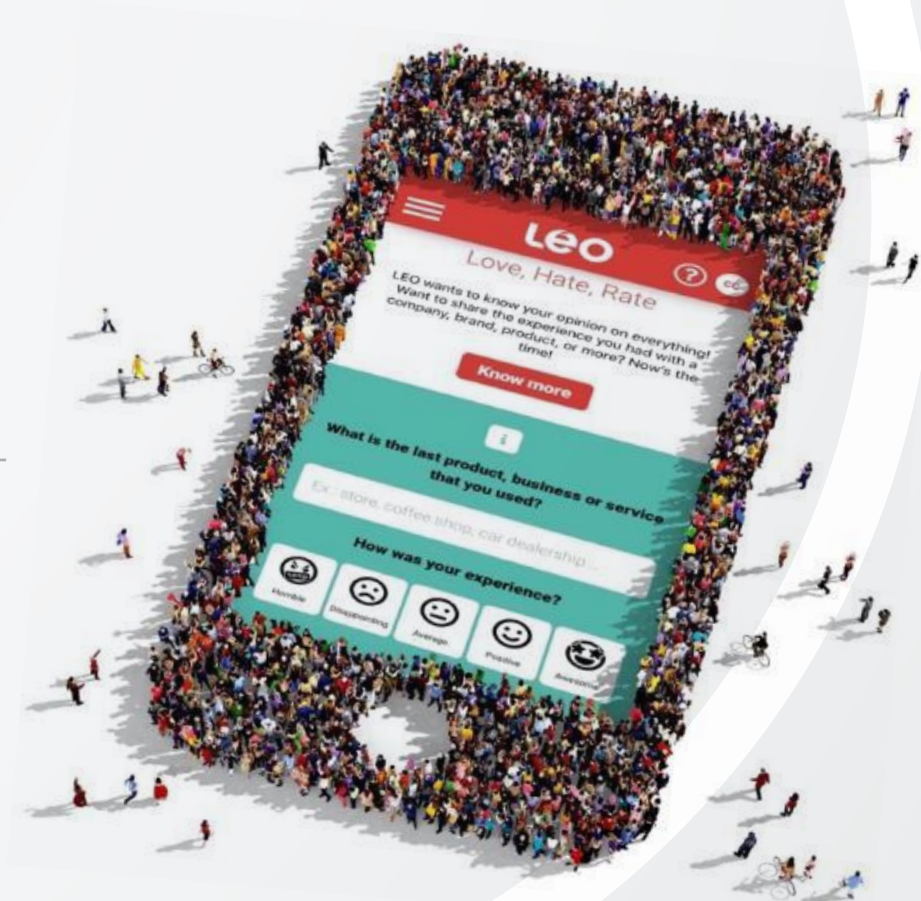
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