



# Leger

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REPORT

## Alberta Polling

*Alberta Omni Report –  
March 2024*

DATE 2024-03-13

# Methodology

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## Method

Online survey of n=1,001 Alberta respondents 18 years of age or older, with quotas in place to generate a demographically representative sample that aligns with Statistics Canada estimates.



## When

March 8<sup>th</sup>, 2024 to March 11<sup>th</sup>, 2024.



## Margin of error

For comparison purposes, a probability sample of n=1,001 yields a margin of error no greater than  $\pm 3.1\%$  (19 times out of 20) for the total Alberta sample.



## Weighting

Results were weighted according to **age, gender, region, and education** in order to ensure a representative sample of the Albertan population.

# Methodology (continued)

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## Significant differences

Data in **green** indicate a significantly higher proportion than data in **red** within the same subgroup. Conversely, data in **red** indicate a significantly lower proportion than data in **green** within the same subgroup.

For trending results, data in **green** with adjacent **↑** or **red** with adjacent **↓** indicate a significantly higher or lower result than the previous wave.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

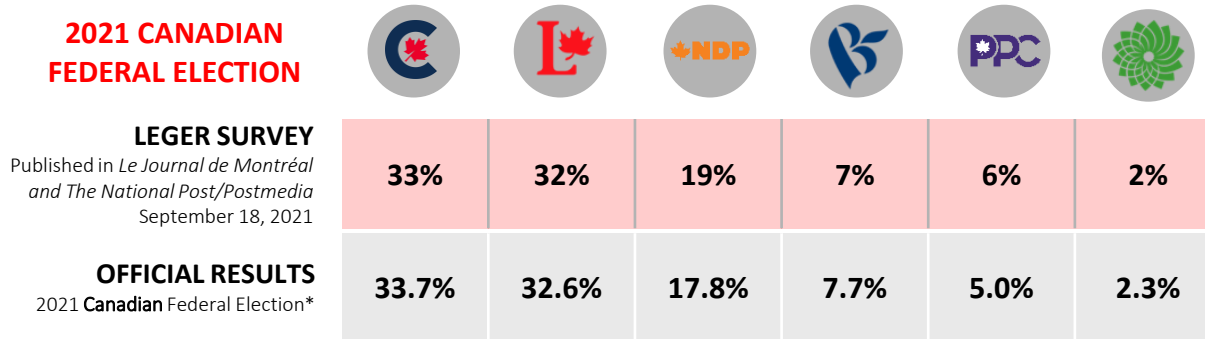
Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice President, at the following e-mail address:  
[aenns@leger360.com](mailto:aenns@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Leger Accuracy

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>



# Key Highlights

*From March 8<sup>th</sup> to 11<sup>th</sup>, we surveyed Albertans to know more about their federal and provincial voting intentions, perspectives on the Alberta's government's plan to withdraw Alberta from the Canadian Pension Plan and replace it with a new provincial pension plan, perceptions surrounding the NDP leadership race, and opinions on the Alberta Government's 2024 budget.*

## Some of the key highlights of our survey include...

### Politics

- UCP ballot support, at 49% of decided voters, has held steady and continues to lead the NDP province wide. This month the lead has grown by one point to 8 points from a month ago.
- Former Calgary Mayor, Naheed Nenshi, entry into the NDP leadership could have a somewhat positive impact on the likelihood of Albertans voting for the party should he win the leadership. Four-in-ten (40%) Albertans would be more likely to vote for the Alberta NDP if Naheed Nenshi were to win the leadership race—drawing some potential support from current UCP voters as well as in the city of Calgary.

### 2024 Budget

- Just under half of Albertans (47%) report they are familiar with Alberta's recently tabled 2024 provincial budget. In terms of agreement with specific provisions in the budget, Albertans are most supportive with:
  - Budget increases to wildfire operations (74% total agreement)
  - Increases for health care facilities (74%), and health services (73%)

### Alberta Pension Plan

- Slightly less than a quarter (24%) of Albertans believe that the Alberta government should create a new Provincial Pension Plan to replace the Canada Pension Plan for Albertans. This is virtually unchanged from when last polled in January of this year.

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# Detailed Results



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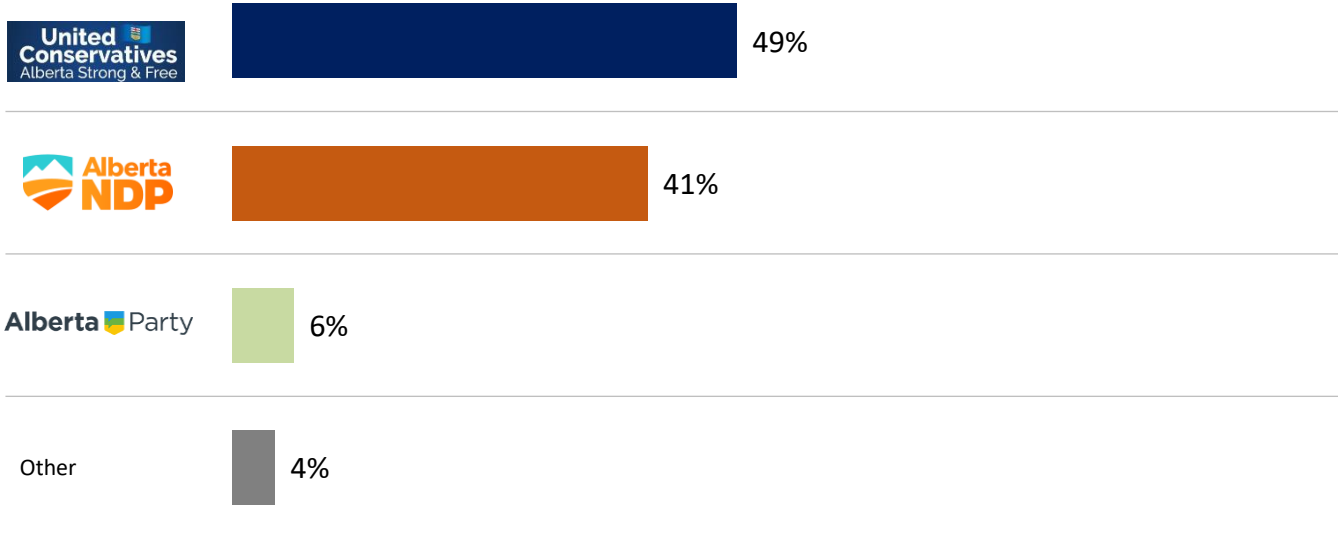
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# Provincial Voter Intent



# Provincial Voter Intent – Decided Voters In Alberta

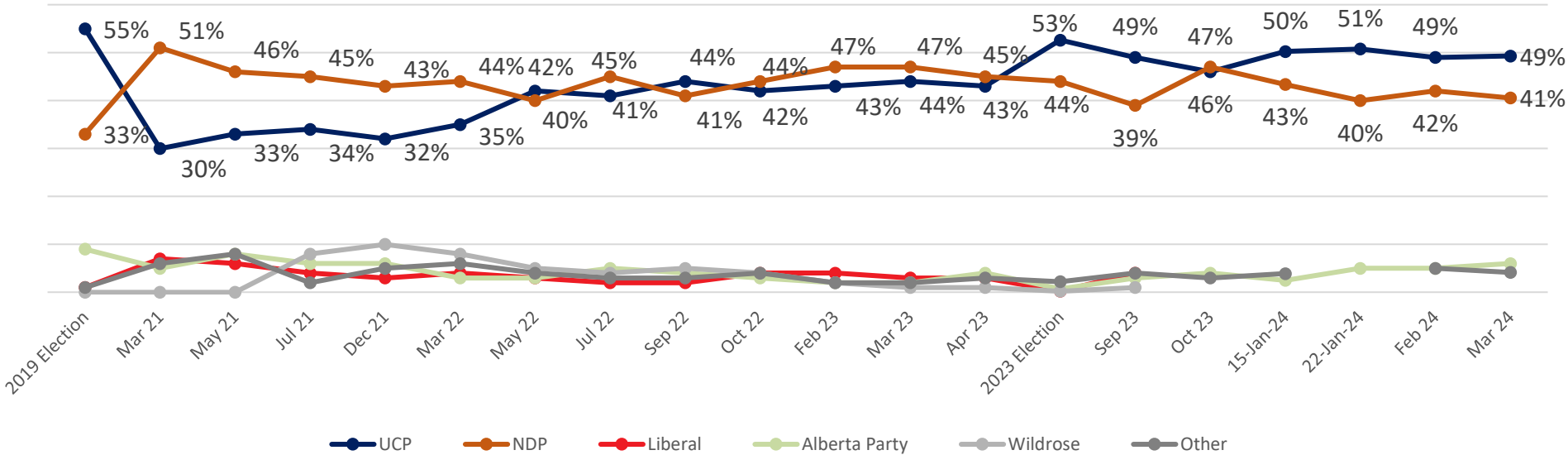
Just less than half (49%) of Albertan decided voters currently intend to vote for the UCP in the next election, while just above four-in-ten (41%) intend to vote for the NDP.





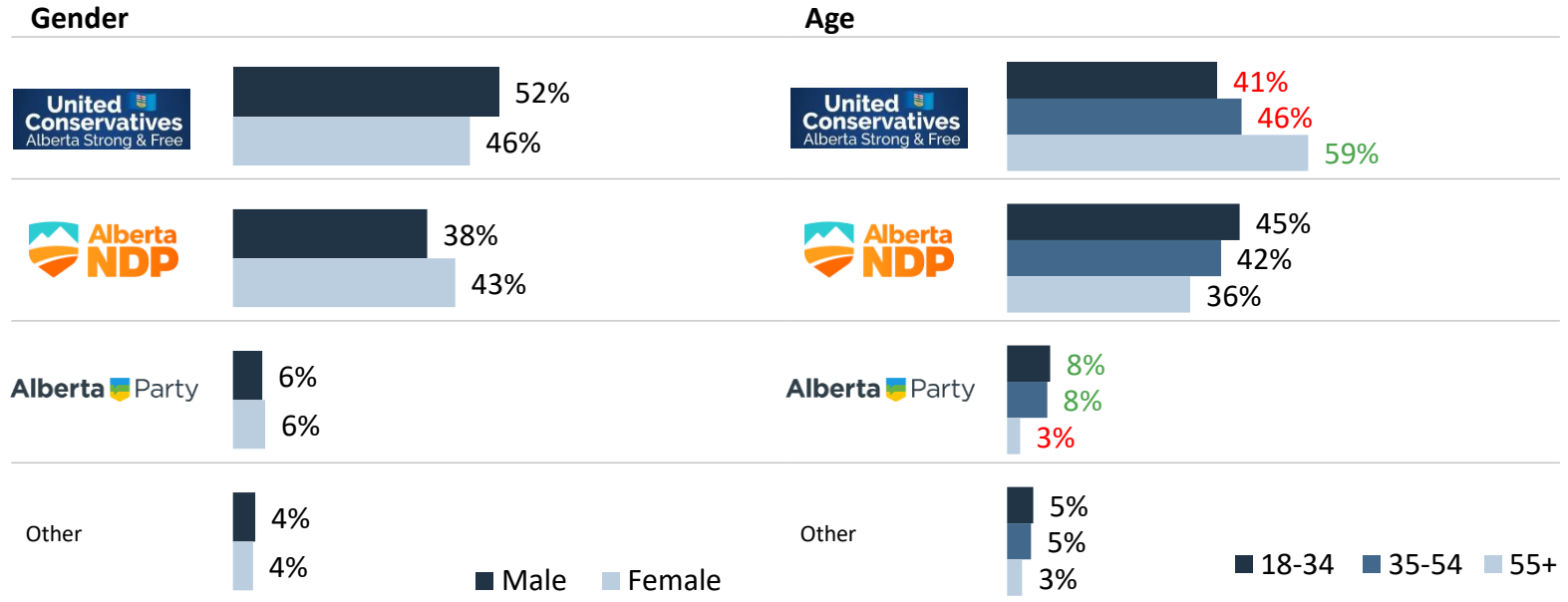
# Provincial Voter Intent – Decided Voters In Alberta

Alberta NDP voting intention fell by one percentage point in March 2024 while UCP voting intention did not change.



# Provincial Voting Intentions (By Gender & Age)

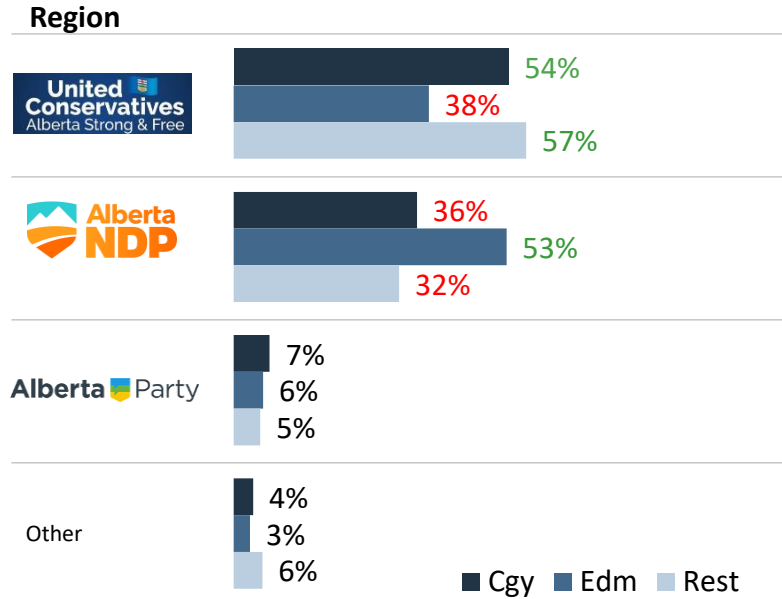
The UCP holds the highest share of voting intention among voters aged 55+ (59%).



% significantly higher than the total % significantly lower than the total

# Provincial Voting Intentions (By Region)

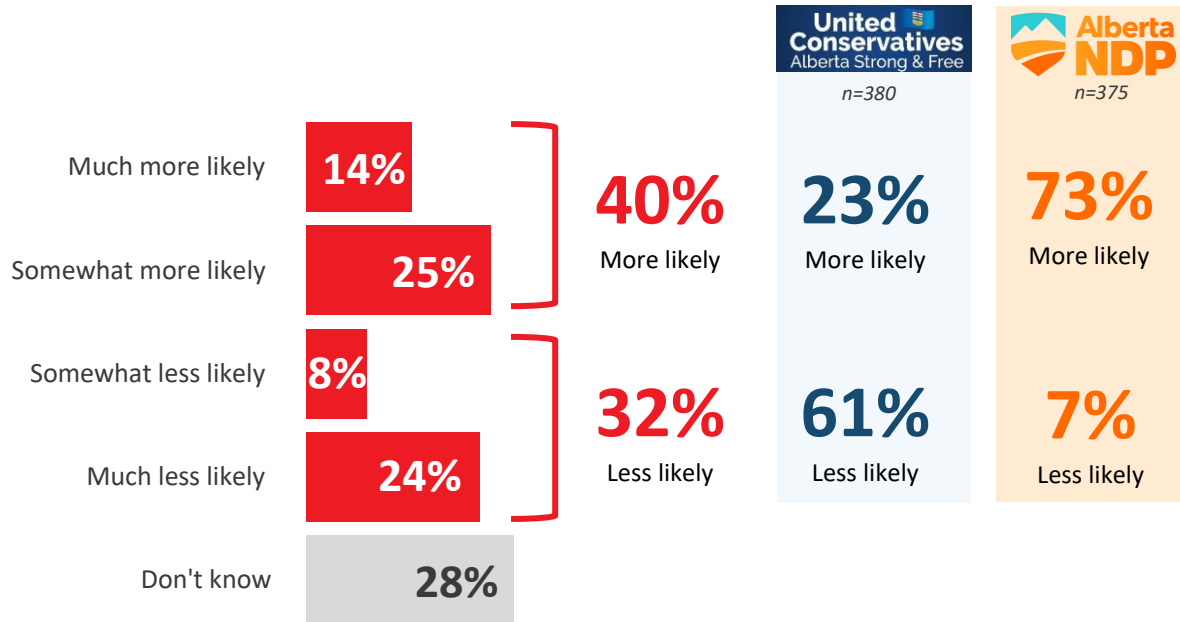
The NDP hold the highest share of voting intention in Edmonton (53%), while the UCP lead in Calgary (54%) and the rest of Alberta (57%).



% significantly higher than the total % significantly lower than the total

# Nenshi Impact on NDP Ballot

Four-in-ten Albertans would be more likely to support the Alberta NDP if Naheed Nenshi were to run and win the leadership race, while just less than a third (32%) would be less likely.



**Q7.** Changing topics, there are media reports former Calgary Mayor, Naheed Nenshi, is considering entering provincial NDP leadership contest to replace Rachel Notley. If Naheed Nenshi were to run and win the leadership race and become leader of the NDP, would that make you more or less likely to support that party in the next provincial election?  
 Base: Albertans (n=1,001)

# Nenshi Impact on NDP Ballot

## (Demographic Breakdown)

ALBERTA Mar. 2024	Total	Age			Gender		Region		
		18-34	35-54	55+	Man	Woman	Calgary	Edmonton	Other
<i>Unweighted n=</i>	1,001	219	336	446	434	567	330	320	351
<b>NET: More likely</b>	<b>40%</b>	51%	40%	30%	40%	39%	49%	36%	33%
Much more likely	14%	14%	16%	12%	15%	14%	22%	11%	10%
Somewhat more likely	25%	37%	24%	18%	25%	25%	26%	26%	23%
<b>NET: Less likely</b>	<b>32%</b>	19%	30%	44%	36%	28%	33%	26%	37%
Somewhat less likely	8%	7%	8%	10%	8%	8%	7%	9%	9%
Much less likely	24%	12%	22%	35%	28%	20%	26%	17%	28%
Don't know	28%	30%	30%	26%	23%	33%	18%	37%	30%

% significantly higher than %

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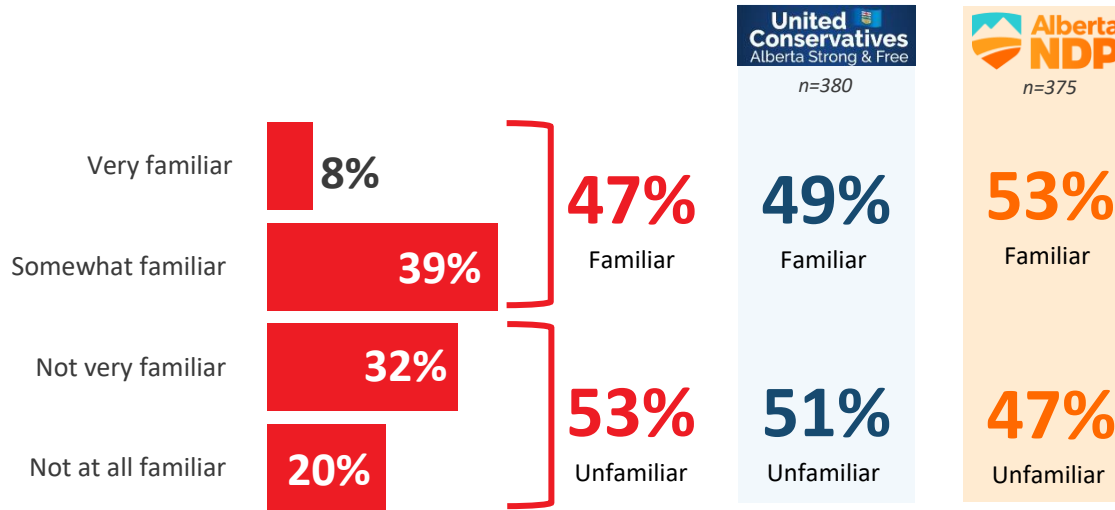
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# 2024 Provincial Budget Impressions



# Provincial Budget Familiarity

Just under half of Albertans (47%) report they are familiar with Alberta's 2024 provincial budget.



# Provincial Budget Familiarity (Demographic Breakdown)

ALBERTA <i>Mar. 2024</i>	Total	Age			Gender		Region		
		18-34	35-54	55+	Man	Woman	Calgary	Edmonton	Other
<i>Unweighted n=</i>	1,001	219	336	446	434	567	330	320	351
<b>NET: Familiar</b>	<b>47%</b>	41%	46%	54%	56%	38%	53%	45%	43%
Very familiar	8%	8%	8%	8%	10%	6%	11%	7%	5%
Somewhat familiar	39%	33%	38%	46%	47%	32%	42%	38%	38%
<b>NET: Unfamiliar</b>	<b>53%</b>	59%	54%	46%	44%	62%	47%	55%	57%
Not very familiar	32%	34%	30%	34%	30%	35%	31%	36%	30%
Not at all familiar	20%	26%	23%	13%	14%	27%	16%	19%	27%

% significantly higher than %



# Provincial Budget Perspectives

Most Albertans agree that budget increases to wildfire operations (74%), health care facilities (74%), and health services (73%) will result in improvements.

Adding \$151 million in operating money will improve wildfire response, readiness, planning, and abilities to fight these fires.



Spending \$3.6 billion to maintain and expand health care facilities will improve access and lower wait times for patients.



Providing \$1.1 billion more for health services in Alberta—a 4.4% increase—will improve health care in the province.



Adding 100 street-level police officers in high-crime locations in Edmonton and Calgary will make streets safer.



Legend: Don't know (grey), Strongly disagree (light pink), Somewhat disagree (red), Somewhat agree (dark red), Strongly agree (black)

% Agree

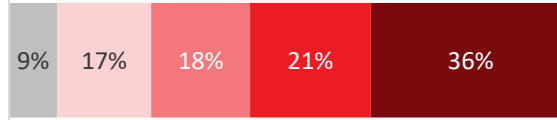
Total Agree	United Conservatives Alberta Strong & Free n=380	Alberta NDP n=375
74%	83% ↑	71% ↓
74%	82% ↑	68% ↓
73%	82% ↑	65% ↓
68%	78% ↑	59% ↓

↑ significantly higher than ↓

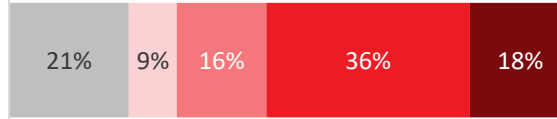
# Provincial Budget Perspectives

Less than half (43%) of Albertans agree that Budget 2024 is a balanced, responsible plan for growing Alberta.

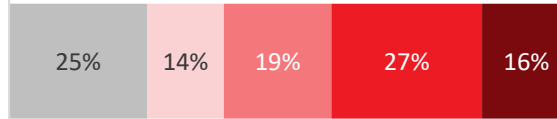
It's fair fully electric vehicle owners pay an additional \$200 fee on their vehicle registration to help offset road maintenance costs typically paid for with gasoline taxes.



Growing the Heritage Fund from its current level of approximately \$25 billion in savings to between \$250 billion and \$400 billion by the year 2050



Budget 2024 is a balanced, responsible plan for growing Alberta.



■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

% Agree

Total Agree	United Conservatives Alberta Strong & Free n=380	Alberta NDP n=375
57%	78% ↑	38% ↓
54%	74% ↑	37% ↓
43%	70% ↑	20% ↓

↑ significantly higher than ↓

# Provincial Budget Perspectives (Budget Familiarity)

ALBERTA Mar. 2024 % Agree	Total Agree	% Agree (Budget Familiarity)		
		Familiar	Unfamiliar	
	<i>Unweighted n=</i>	1,001	497	504
Adding \$151 million in operating money will improve wildfire response, readiness, planning, and abilities to fight these fires.	<b>74%</b>	78%	71%	
Spending \$3.6 billion to maintain and expand health care facilities will improve access and lower wait times for patients.	<b>74%</b>	71%	78%	
Providing \$1.1 billion more for health services in Alberta—a 4.4% increase—will improve health care in the province	<b>73%</b>	70%	76%	
Adding 100 street-level police officers in high-crime locations in Edmonton and Calgary will make streets safer.	<b>68%</b>	69%	67%	
It's fair fully electric vehicle owners pay an additional \$200 fee on their vehicle registration to help offset road maintenance costs typically paid for with gasoline taxes.	<b>57%</b>	58%	56%	
Growing the Heritage Fund from its current level of approximately \$25 billion in savings to between \$250 billion and \$400 billion by the year 2050.	<b>54%</b>	62%	47%	
Budget 2024 is a balanced, responsible plan for growing Alberta.	<b>43%</b>	50%	36%	

% significantly higher than %

# Provincial Budget Perspectives (Demographic Breakdown)

ALBERTA Mar. 2024 % Agree	Total Agree	Age			Gender		Region		
		18-34	35-54	55+	Man	Woman	Calgary	Edmonton	Other
<i>Unweighted n=</i>	1,001	219	336	446	434	567	330	320	351
Adding \$151 million in operating money will improve wildfire response, readiness, planning, and abilities to fight these fires.	<b>74%</b>	77%	70%	77%	75%	74%	76%	74%	74%
Spending \$3.6 billion to maintain and expand health care facilities will improve access and lower wait times for patients.	<b>74%</b>	78%	72%	74%	72%	76%	80%	67%	76%
Providing \$1.1 billion more for health services in Alberta—a 4.4% increase—will improve health care in the province	<b>73%</b>	77%	70%	72%	73%	73%	79%	64%	77%
Adding 100 street-level police officers in high-crime locations in Edmonton and Calgary will make streets safer.	<b>68%</b>	58%	68%	75%	65%	71%	76%	62%	65%
It's fair fully electric vehicle owners pay an additional \$200 fee on their vehicle registration to help offset road maintenance costs typically paid for with gasoline taxes.	<b>57%</b>	50%	54%	66%	62%	53%	57%	53%	62%
Growing the Heritage Fund from its current level of approximately \$25 billion in savings to between \$250 billion and \$400 billion by the year 2050.	<b>54%</b>	48%	49%	65%	61%	47%	59%	47%	57%
Budget 2024 is a balanced, responsible plan for growing Alberta.	<b>43%</b>	43%	40%	45%	50%	35%	48%	36%	44%

% significantly higher than %

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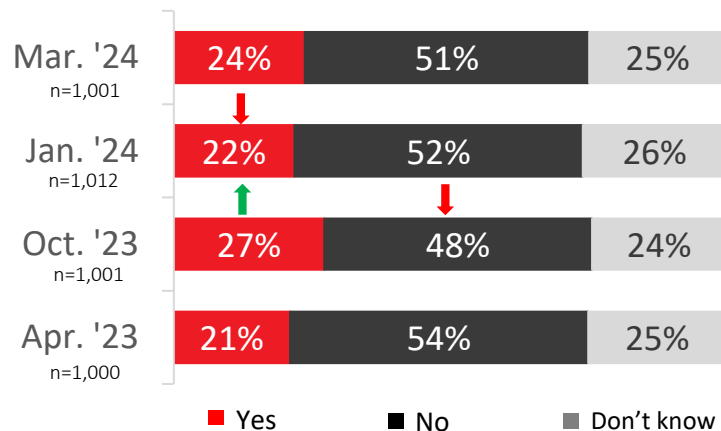
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# Alberta Provincial Pension Plan Impressions



# Support for New Alberta Provincial Pension Plan

The new Alberta Provincial Pension Plan is supported by just less than a quarter (24%) of Albertans, while more than half (51%) oppose the plan.



Provincial Voting Intention	United Conservatives Alberta Strong & Free				Alberta NDP			
	Apr 23	Oct 23	Jan 24	Mar 24	Apr 23	Oct 23	Jan 24	Mar 24
Unweighted n=	323	368	382	380	426	434	413	375
Yes	33%	54% ↑	40% ↓	41%	8%	6%	4%	7%
No	39%	19% ↓	26% ↑	29%	80%	82%	86%	85%
Don't know	28%	28%	34%	30%	11%	12%	10%	8%

↑↓ significantly higher/lower than previous wave

# Support for New Alberta Provincial Pension Plan (Demographic Breakdown)

ALBERTA <i>Mar. 2024</i>	Total	Age			Gender		Region		
		18-34	35-54	55+	Man	Woman	Calgary	Edmonton	Other
<i>Unweighted n=</i>	1,001	219	336	446	434	567	330	320	351
Yes	<b>24%</b>	31%	25%	16%	28%	19%	27%	20%	25%
No	<b>51%</b>	40%	51%	61%	50%	53%	46%	61%	47%
Don't know	<b>25%</b>	30%	23%	22%	21%	28%	27%	20%	28%

% significantly higher than %

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# Detailed Methodology





# Sample Profile

The table below presents the Albertan Profile of respondents before and after weighting.

	Alberta Unweighted n=1,001	Alberta Weighted n=1,001
<b>Gender</b>		
Male	434	495
Female	567	506
<b>Age</b>		
18-34	219	287
35-54	336	360
55+	446	354
<b>Region</b>		
Calgary	330	351
Edmonton	320	335
Other	351	315
<b>Education</b>		
Highschool or less	220	300
College	306	414
University	470	280

# Our Services

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Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**

**EMPLOYEES**



**185**

**CONSULTANTS**



**8**

**OFFICES**

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# Our Commitments to Quality

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