



Media Report

Alberta May Polling

May 2024

Date: 31 / May / 2024

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Methodology



Methodology

Online survey of n=1,009 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

May 22nd, 2024 to May 25th, 2024.



Margin of Error

For comparison purposes, a probability sample of n=1,009 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



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.



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

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Key Highlights

Key Highlights

May 2024 Polling

Attitudes on Key Issues



Healthcare is the most important single issue among Albertans, with over one-third (35%) of Albertans mentioning it as their first or second most important issue.



Following health care, **inflation and rising interest rates** (32%) and **housing prices and affordability** (28%) are top issues for Albertans.



For key issues in the province, Albertans believe Danielle Smith and the United Conservative Party have done the **best job in their response to wildfires** (50% good job) but the **worst in housing prices and affordability** (60% bad job).



Just less than one in five (19%) Albertans report being **impacted by the recent wildfires** in the province.

Perspectives on New Bills

46%

Just less than half of Albertans agree that **Bill 21, Emergency Statutes Amendment Act**, would be beneficial to Albertans.

40%

Two in five Albertans agree that **Bill 20, the Municipal Statutes Amendment Act**, would be beneficial to municipalities and Albertans.

2 in 5

Albertans are evenly split regarding **Bill 18, the Provincial Priorities Act**, with two in five Albertans supporting (40%) or opposing (39%) the bill's introduction.

Voting Intention

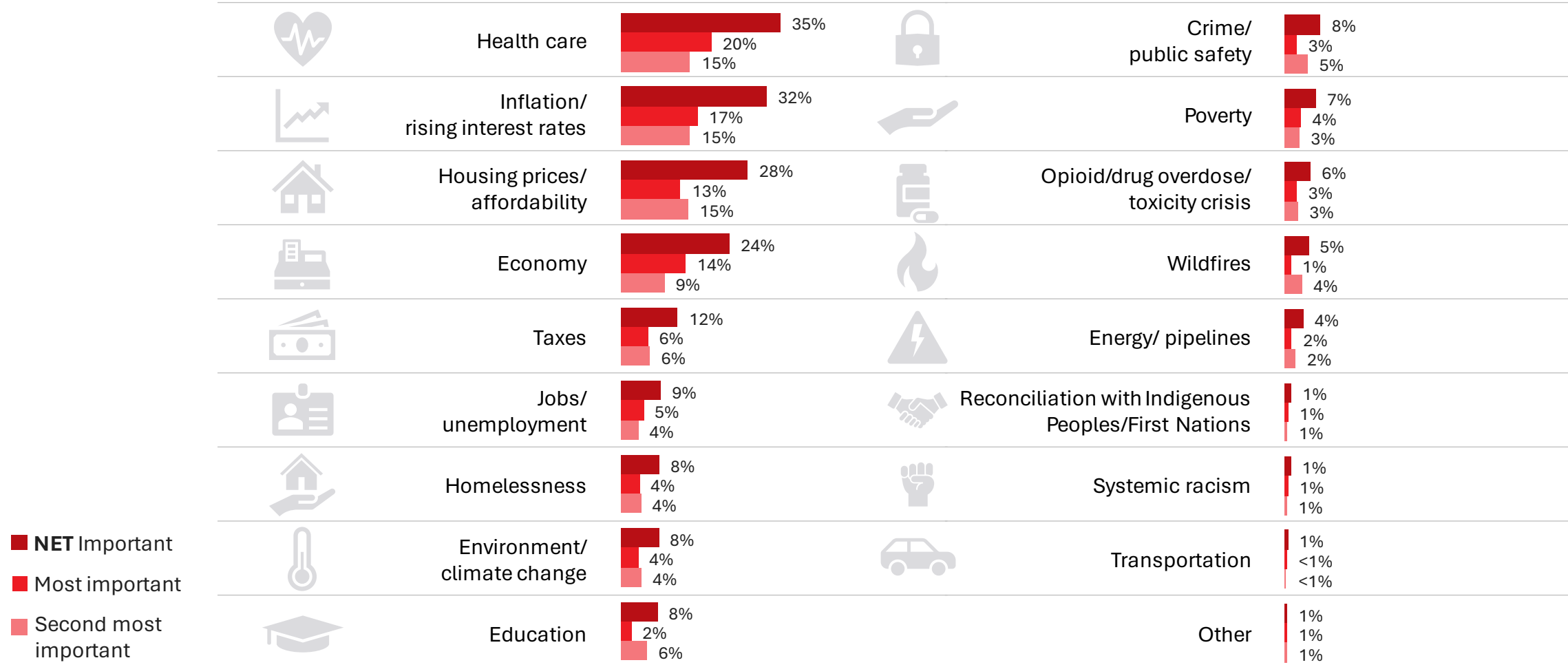
Danielle Smith's **United Conservative Party** continues to hold the lead over the **Alberta NDP** in voting intention, currently leading by 4 percentage points. The UCP's lead over the Alberta NDP has halved since March 2024.

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Attitudes on Key **Issues**

Priority of Issues

Healthcare is the most important single issue among Albertans, but five of the top six issues are related to the economy or cost of living. Concerns of inflation have dropped slightly since September 2023, and in March 2024 it was replaced with health care as the top issue. These top three concerns have remained consistent from March 2024.



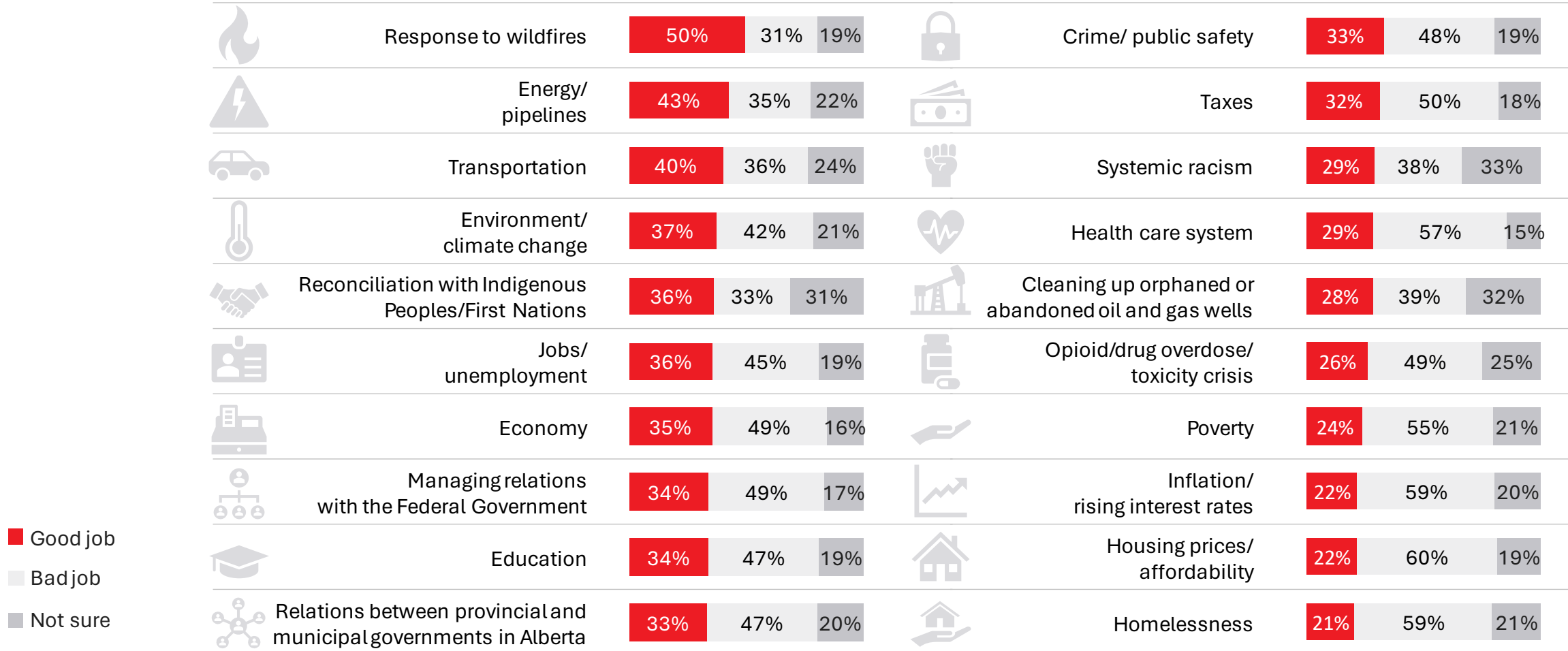
Q. In your view, what is the most important issue facing Alberta today? What is the second most important issue?

Base: Albertans (n=1,009)

Not sure (2%) not shown

Approval Rating of Current Government on Key Issues

Belief among Albertans that the current government is doing a good job on key issues is highest for the current government’s response to wildfires, as well as their handling of energy/pipelines and transportation. Albertans believe the current government is doing the worst job in the handling of housing prices/affordability, inflation/rising interest rates, and homelessness.



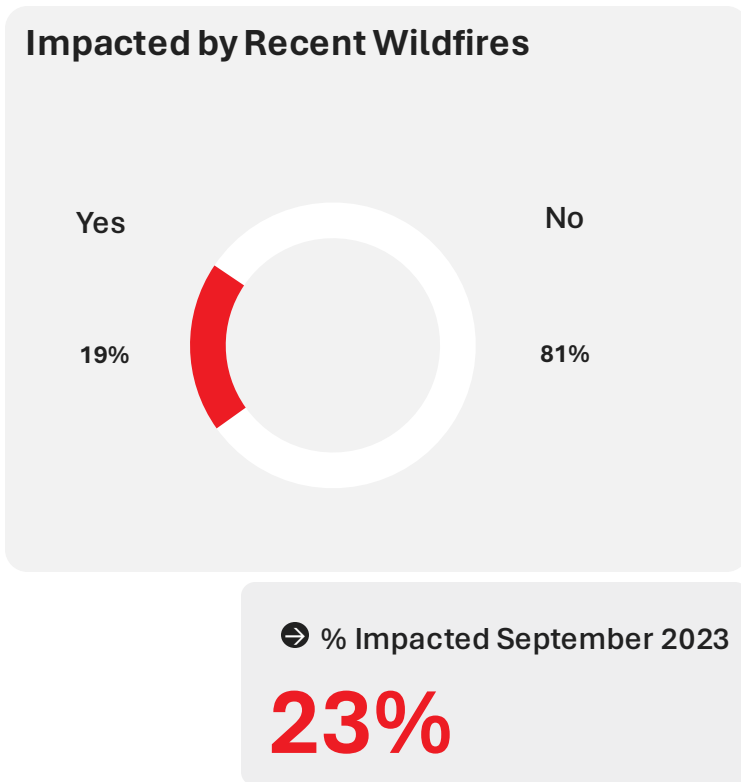
■ Good job
■ Bad job
■ Not sure

Q. 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?

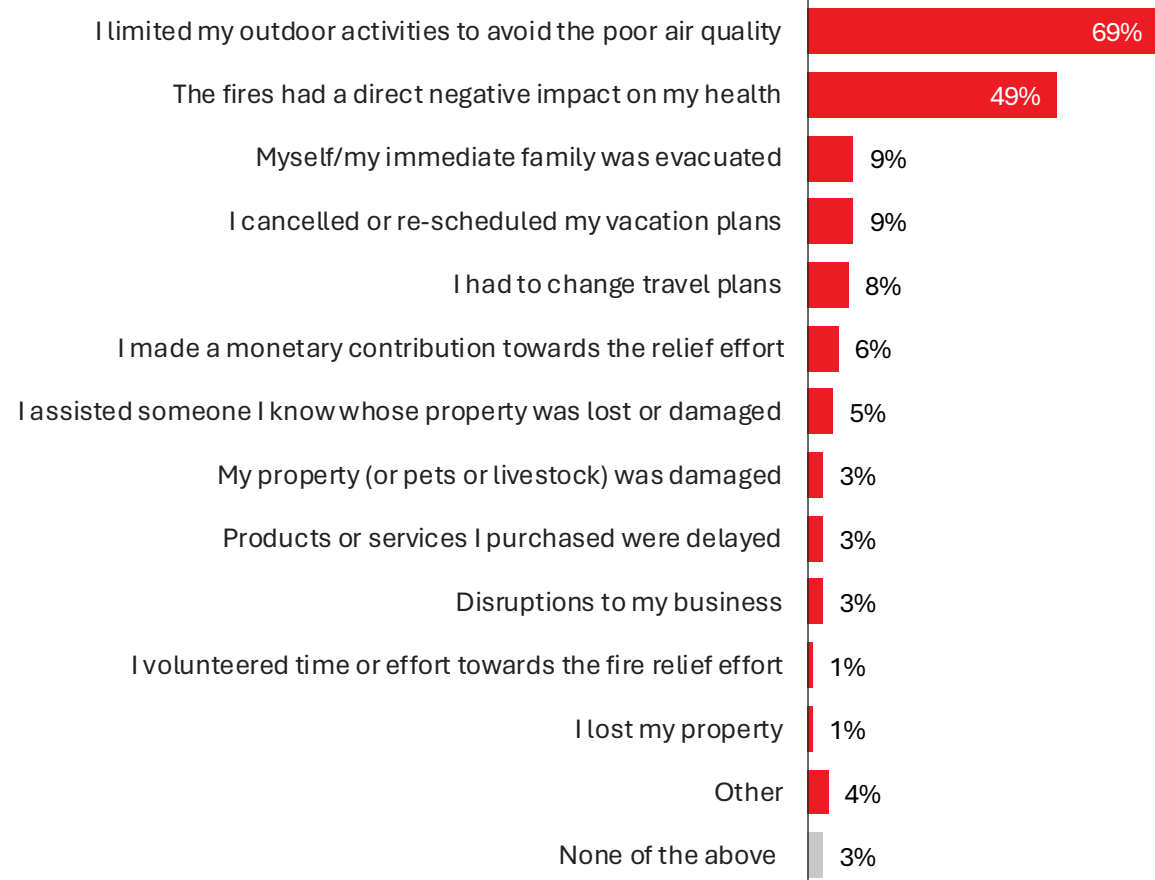
Base: Albertans (n=1,009)

Impacts of Recent Wildfires in Alberta

Just less than one-in-five Albertans report being impacted by the recent wildfires in the province. This is slightly lower than in September 2023 where nearly a quarter of Albertans reported being impacted by wildfires. However, this could be due to September being the end of the wildfire season vs. May being the beginning. More than two-thirds of those who were impacted reported limiting outdoor activities to avoid poor air quality, and just less than half reported a direct negative impact on their health.



Wildfire Impacts*



Q. Have you been personally impacted (directly or indirectly) by the forest fires in Alberta this past month? Q. How have you been impacted by the wildfires?

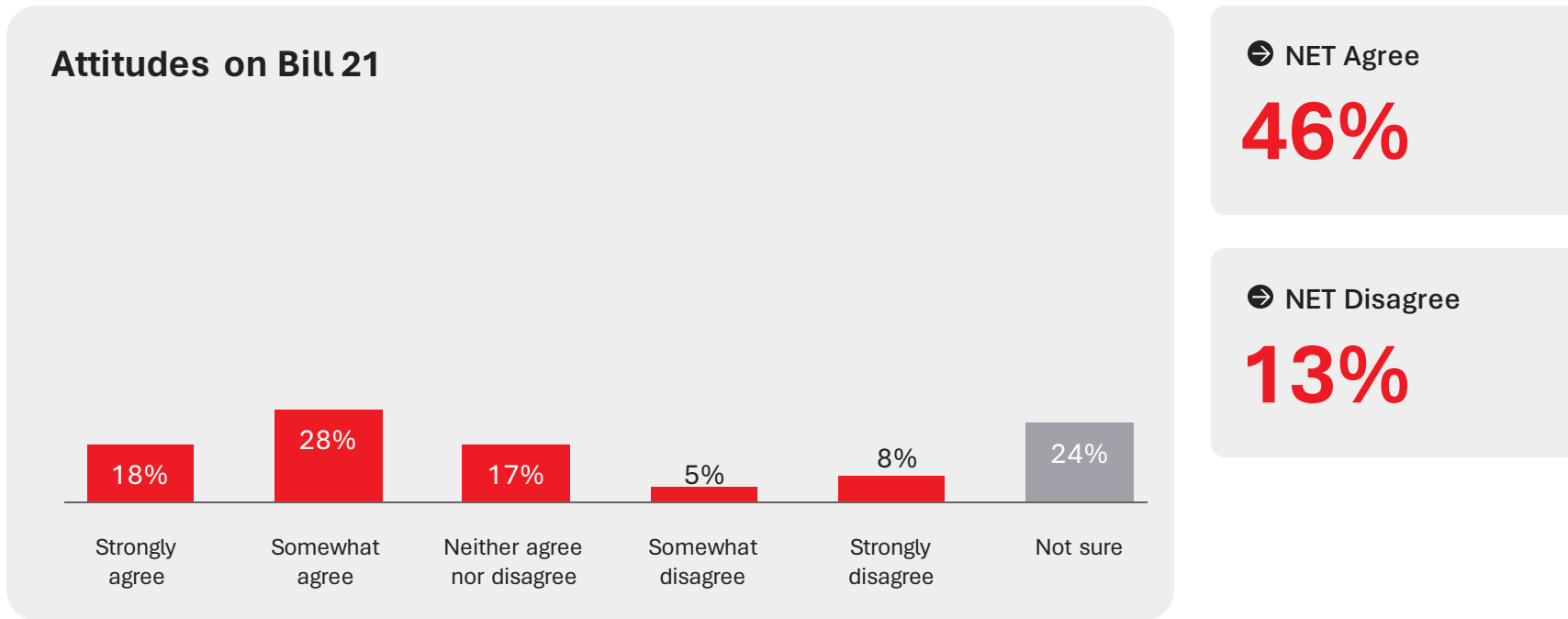
Base: Albertans (n=1,009) *Base: Albertans impacted by recent wildfires (n=199)

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Perspectives on **New Bills**

Attitudes on Bill 21, Emergency Statutes Amendment Act

Just less than half of Albertans agree that Bill 21 would be beneficial, while an additional two-in-five are either neutral or unsure. Albertans aged 55+ are more likely to agree that Bill 21 would be beneficial, as are UCP (vs Alberta NDP) voters.



Q. As you may have heard, Bill 21, Emergency Statutes Amendment Act, 2024, was introduced on May 9, 2024, which would amend three acts to enhance the provincial government’s authority and ability to respond to emergencies like wildfires, floods or drought in a timely and efficient way. How much do you agree or disagree that this would be beneficial to Albertans?

Base: Albertans (n=1,009)

Attitudes on Bill 21, Emergency Statutes Amendment Act

By Demographics

	Total (n=1,009)	Region			Age			Gender	
		Calgary (n=331)	Edmonton (n=328)	Other AB (n=350)	18-34 (n=176)	35-54 (n=309)	55+ (n=524)	Men (n=409)	Women (n=600)
NET Agree	46%	45%	45%	47%	42%	42%	52%	47%	45%
Strongly agree	18%	14%	20%	19%	16%	16%	21%	18%	17%
Somewhat agree	28%	31%	26%	28%	26%	27%	31%	29%	28%
Neither agree nor disagree	17%	19%	21%	12%	22%	17%	14%	21%	14%
NET Disagree	13%	13%	14%	10%	6%	12%	18%	13%	12%
Somewhat disagree	5%	6%	4%	5%	3%	4%	7%	4%	5%
Strongly disagree	8%	7%	10%	6%	3%	8%	12%	9%	7%
Not sure	24%	23%	20%	31%	30%	28%	16%	19%	29%

% significantly higher than %

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Base: Albertans

Attitudes on Bill 21, Emergency Statutes Amendment Act

By Voting Intention

	Total (n=1,009)	Provincial Voting Intentions	
		Alberta NDP (n=407)	UCP (n=365)
NET Agree	46%	30%	64%
Strongly agree	18%	11%	28%
Somewhat agree	28%	20%	36%
Neither agree nor disagree	17%	22%	13%
NET Disagree	13%	26%	6%
Somewhat disagree	5%	9%	2%
Strongly disagree	8%	17%	3%
Not sure	24%	22%	18%

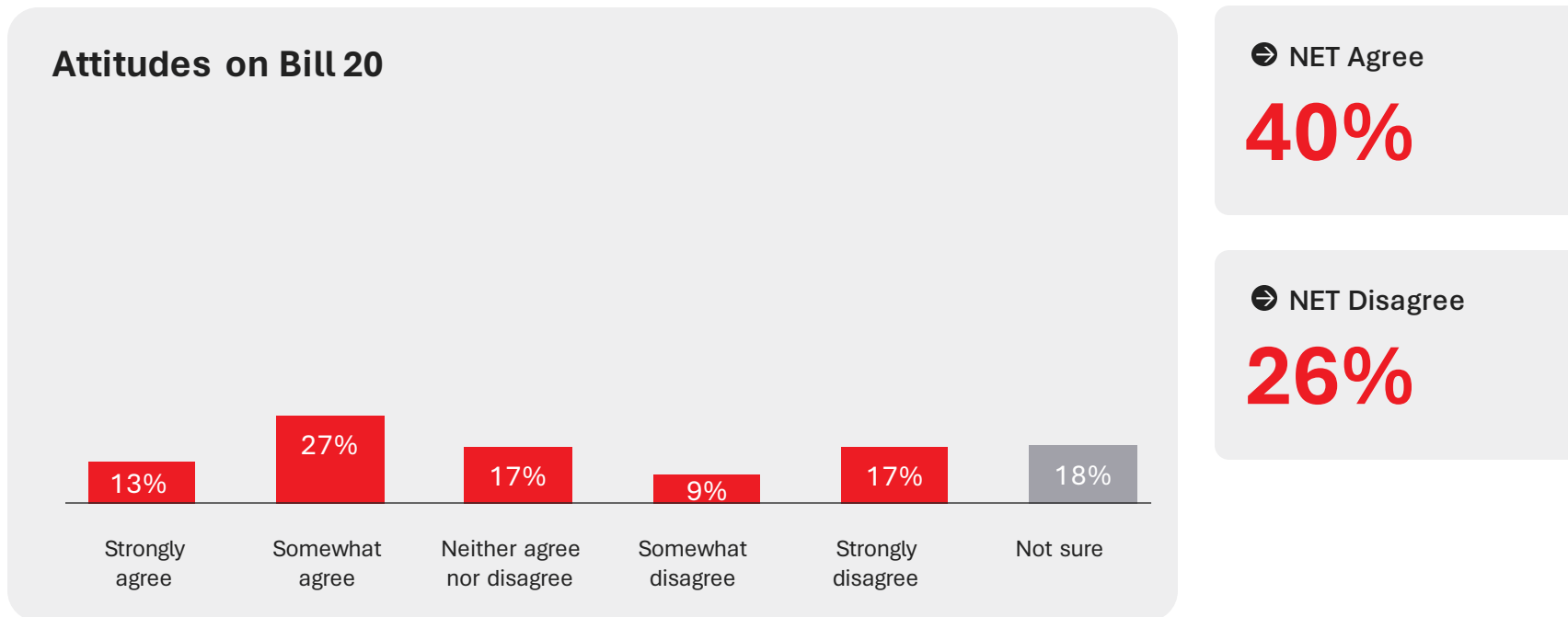
% significantly higher than %

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Base: Albertans

Attitudes on Bill 20, the Municipal Statutes Amendment Act

Two-in-five Albertans agree that Bill 20 would be beneficial, while just over a third are either neutral or unsure. Albertans who are UCP (vs Alberta NDP) voters are more likely to agree that Bill 20 would be beneficial.



Q. As you may have heard, Bill 20, the Municipal Affairs Statutes Amendment Act, 204, was introduced on April 25, 2024. The goal of this bill is to enhance the integrity of local elections, strengthen Albertans’ trust in local democracy and help municipalities accelerate housing development. How much do you agree or disagree this would be beneficial to municipalities and Albertans?

Base: Albertans (n=1,009)

Attitudes on Bill 20, the Municipal Statutes Amendment Act

By Demographics

	Total (n=1,009)	Region			Age			Gender	
		Calgary (n=331)	Edmonton (n=328)	Other AB (n=350)	18-34 (n=176)	35-54 (n=309)	55+ (n=524)	Men (n=409)	Women (n=600)
NET Agree	40%	40%	39%	40%	38%	38%	42%	42%	37%
Strongly agree	13%	13%	11%	14%	8%	15%	15%	14%	12%
Somewhat agree	27%	27%	28%	25%	30%	23%	27%	28%	25%
Neither agree nor disagree	17%	17%	18%	15%	23%	14%	15%	19%	15%
NET Disagree	26%	26%	28%	23%	16%	27%	32%	29%	22%
Somewhat disagree	9%	12%	6%	8%	7%	8%	10%	10%	7%
Strongly disagree	17%	13%	22%	15%	9%	18%	22%	19%	15%
Not sure	18%	17%	15%	22%	23%	21%	11%	10%	25%

% significantly higher than %

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Base: Albertans

Attitudes on Bill 20, the Municipal Statutes Amendment Act

By Voting Intention

	Total (n=1,009)	Provincial Voting Intentions	
		Alberta NDP (n=407)	UCP (n=365)
NET Agree	40%	22%	61%
Strongly agree	13%	7%	24%
Somewhat agree	27%	15%	37%
Neither agree nor disagree	17%	15%	16%
NET Disagree	26%	50%	12%
Somewhat disagree	9%	11%	9%
Strongly disagree	17%	39%	3%
Not sure	18%	14%	11%

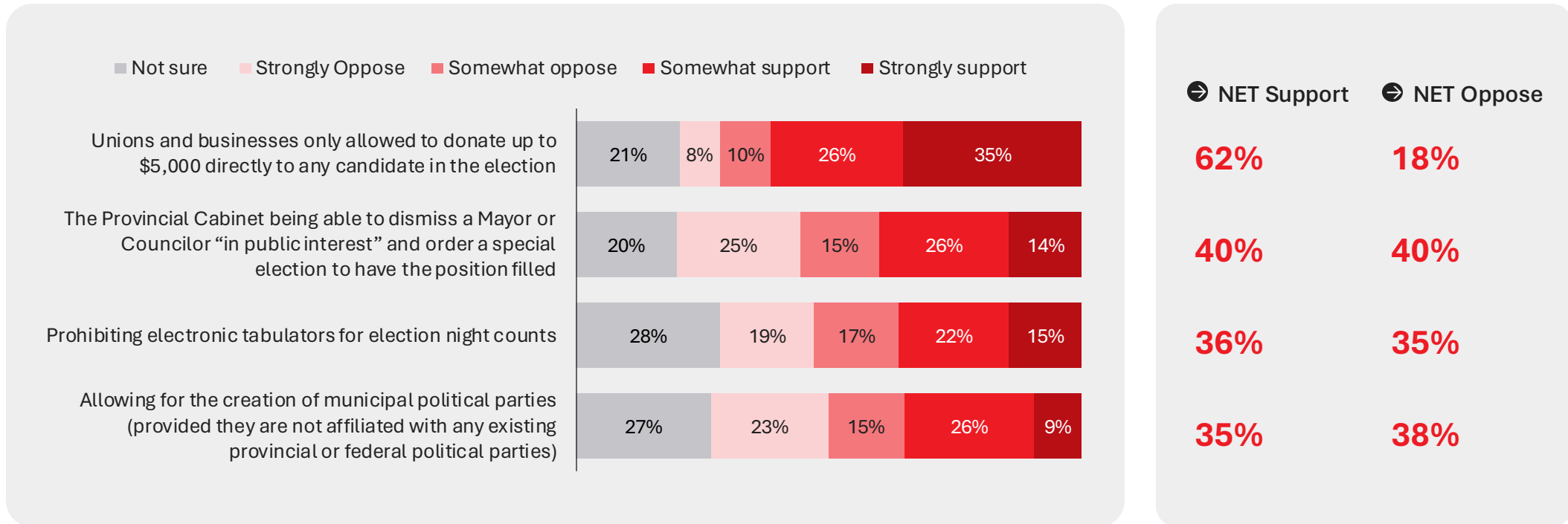
% significantly higher than %

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Base: Albertans

Support for Specific Features of Bill 20, the Municipal Statutes Amendment Act

Greater than three-in-five Albertans support the proposed change that would allow unions and businesses to directly donate no more than \$5,000 to an election candidate. Albertans are relatively split regarding the other three potential changes. Albertans who are UCP (vs Alberta NDP) voters are more likely to support all four potential changes.



Q. As you may have heard, Bill 20, The Municipal Statutes Amendment Act, mandates many changes in how municipal elections are held. How much do you support or oppose each of the following proposed changes?

Base: Albertans (n=1,009)

Perspectives on Features of Bill 20, the Municipal Statutes Amendment Act

By Demographics

% Somewhat/Strongly support	Total (n=1,009)	Region			Age			Gender	
		Calgary (n=331)	Edmonton (n=328)	Other AB (n=350)	18-34 (n=176)	35-54 (n=309)	55+ (n=524)	Men (n=409)	Women (n=600)
Unions and businesses only allowed to donate up to \$5,000 directly to any candidate in the elections	62%	65%	61%	59%	52%	58%	72%	65%	58%
The Provincial Cabinet being able to dismiss a Mayor or Councilor “in public interest” and order a special election to have the position filled	40%	47%	34%	39%	40%	41%	40%	42%	38%
Prohibiting electronic tabulators for election night counts	36%	33%	33%	44%	37%	38%	34%	39%	34%
Allowing for the creation of municipal political parties (provided they are not affiliated with any existing provincial or federal political parties)	35%	36%	37%	32%	44%	35%	29%	41%	29%

% significantly higher than %

Q. As you may have heard, Bill 20, The Municipal Statutes Amendment Act, mandates many changes in how municipal elections are held. How much do you support or oppose each of the following proposed changes?

Base: Albertans

Perspectives on Features of Bill 20, the Municipal Statutes Amendment Act

By Voting Intention

% Somewhat/Strongly Support	Total (n=1,009)	Provincial Voting Intentions	
		Alberta NDP (n=407)	UCP (n=365)
Unions and businesses only allowed to donate up to \$5,000 directly to any candidate in the elections	62%	56%	75%
The Provincial Cabinet being able to dismiss a Mayor or Councilor “in public interest” and order a special election to have the position filled	40%	18%	64%
Prohibiting electronic tabulators for election night counts	36%	18%	56%
Allowing for the creation of municipal political parties (provided they are not affiliated with any existing provincial or federal political parties)	35%	21%	52%

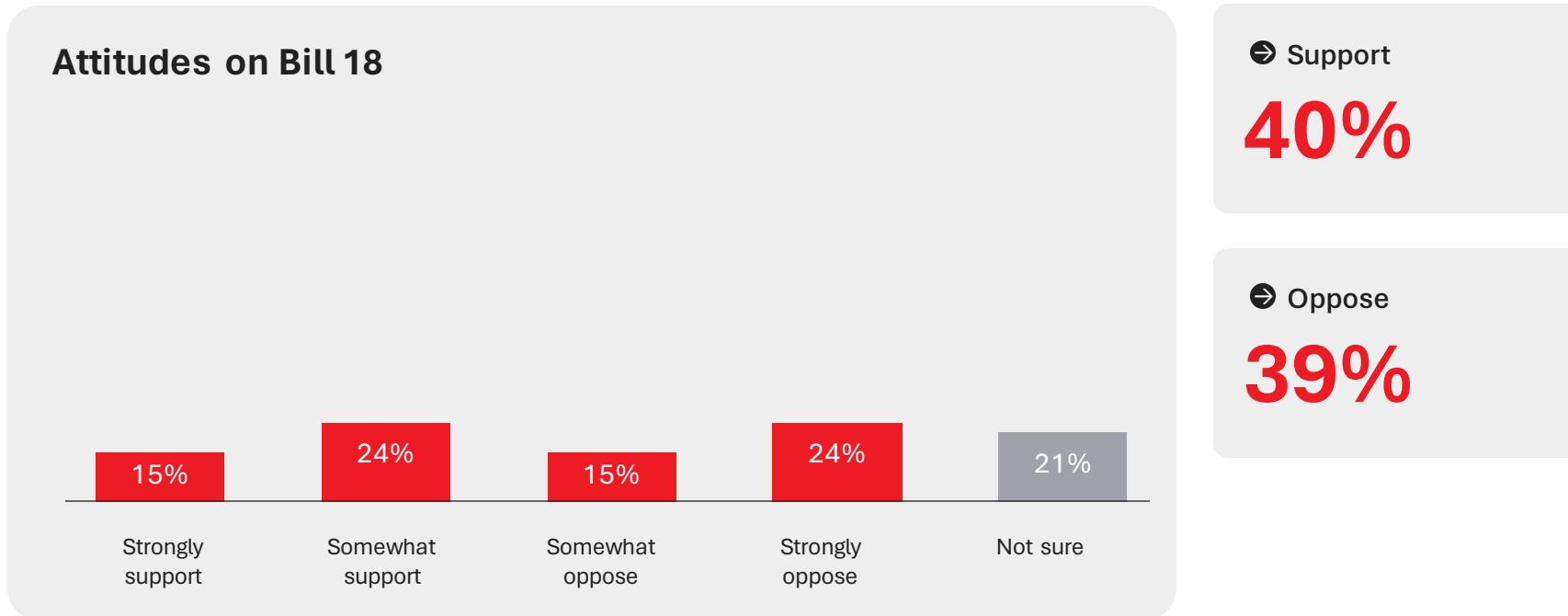
% significantly higher than %

Q. As you may have heard, Bill 20, The Municipal Statutes Amendment Act, mandates many changes in how municipal elections are held. How much do you support or oppose each of the following proposed changes?

Base: Albertans

Attitudes on Bill 18, the Provincial Priorities Act

Albertans are evenly split regarding Bill 18, with two-in-five Albertans supporting or opposing the bill's introduction. Men are more likely to support the bill's introduction, as are UCP (vs Alberta NDP) voters.



Q. On April 10, 2024, the Government of Alberta introduced Bill 18, The Provincial Priorities Act, 2024. The primary purpose of Bill 18 is to provide a mechanism for the provincial government to challenge actions by the federal government that are deemed to overreach into provincial jurisdictions, such as federal influencing of housing and municipal zoning regulations. If passed, this Act will require municipalities, Universities and other provincial entities to get provincial government approval for all funding arrangements with the Federal Government. How much do you support or oppose the introduction of Bill 18?

Base: Albertans (n=1,009)

Attitudes on Bill 18, the Provincial Priorities Act

By Demographics

	Total (n=1,009)	Region			Age			Gender	
		Calgary (n=331)	Edmonton (n=328)	Other AB (n=350)	18-34 (n=176)	35-54 (n=309)	55+ (n=524)	Men (n=409)	Women (n=600)
NET Support	40%	41%	39%	39%	36%	40%	43%	47%	33%
Strongly support	15%	17%	12%	18%	7%	15%	23%	22%	9%
Somewhat support	24%	25%	27%	21%	29%	25%	20%	25%	24%
NET Oppose	39%	40%	42%	36%	33%	38%	46%	40%	38%
Somewhat oppose	15%	14%	14%	17%	15%	14%	16%	15%	15%
Strongly oppose	24%	26%	28%	19%	18%	24%	30%	25%	24%
Not sure	21%	19%	19%	25%	31%	22%	12%	13%	28%

% significantly higher than %

Q. On April 10, 2024, the Government of Alberta introduced Bill 18, The Provincial Priorities Act, 2024. The primary purpose of Bill 18 is to provide a mechanism for the provincial government to challenge actions by the federal government that are deemed to overreach into provincial jurisdictions, such as federal influencing of housing and municipal zoning regulations. If passed, this Act will require municipalities, Universities and other provincial entities to get provincial government approval for all funding arrangements with the Federal Government. How much do you support or oppose the introduction of Bill 18?

Attitudes on Bill 18, the Provincial Priorities Act

By Voting Intention

	Total (n=1,009)	Provincial Voting Intentions	
		Alberta NDP (n=407)	UCP (n=365)
NET Support	40%	13%	68%
Strongly support	15%	1%	35%
Somewhat support	24%	12%	33%
NET Oppose	39%	71%	19%
Somewhat oppose	15%	14%	14%
Strongly oppose	24%	58%	5%
Not sure	21%	15%	13%

% significantly higher than %

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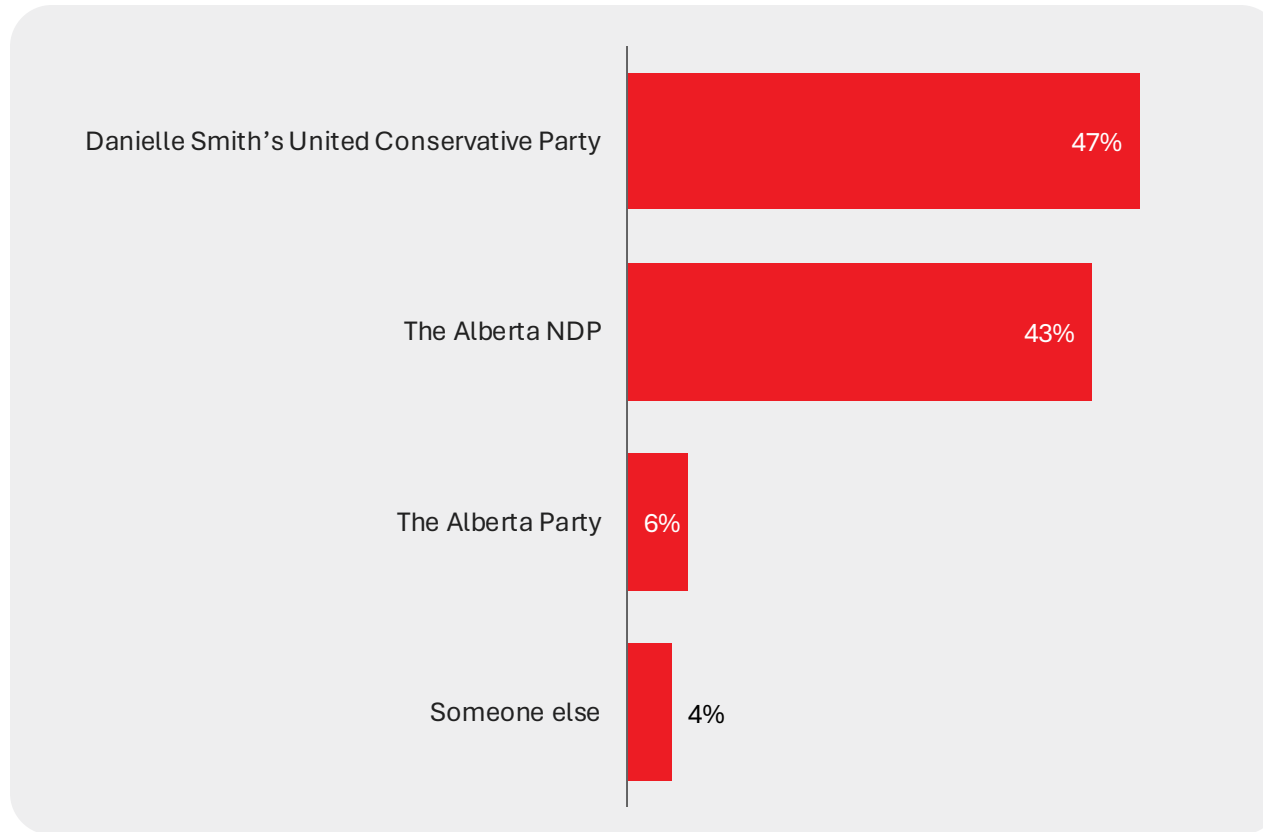
Base: Albertans

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Voting **Intention**

Provincial Voting Intentions

Danielle Smith's United Conservative Party continues to hold the lead over the Alberta NDP in voting intention, currently leading by 4 percentage points. The UCP's lead over the Alberta NDP has halved since March 2024.



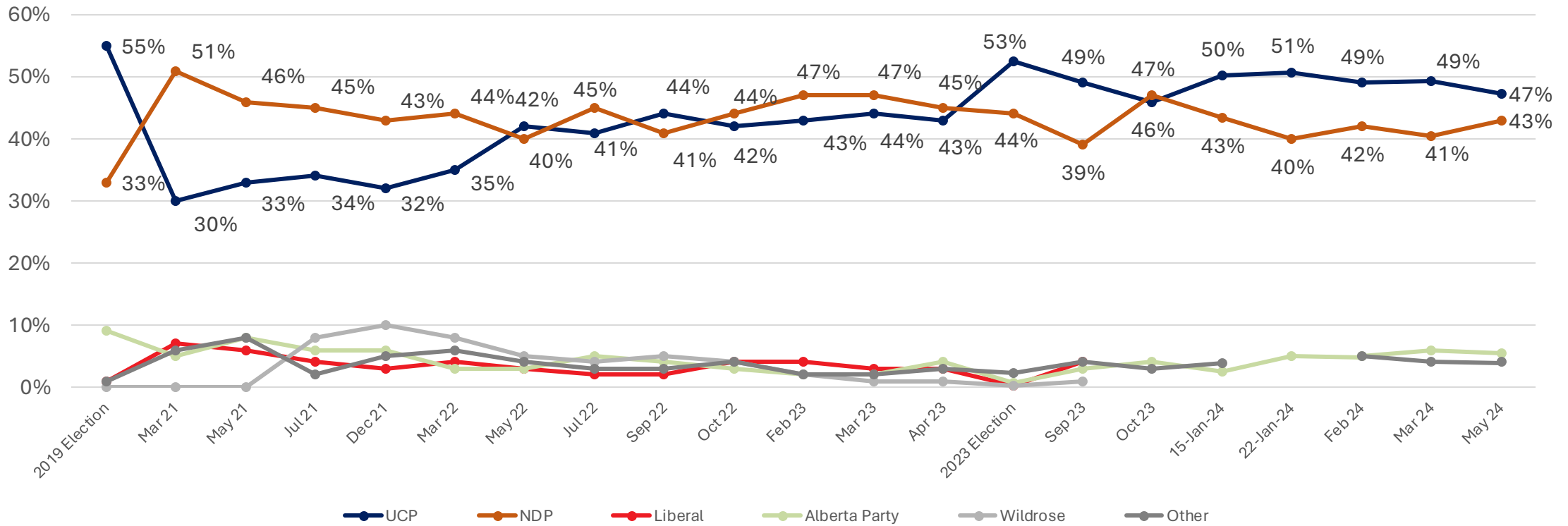
Q. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

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

Base: Decided voters in Alberta (n=840)

Provincial Voting Intentions

Overtime



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

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

Base: Decided voters in Alberta (May 2024, n=840)

Provincial Voting Intentions

By Demographics

	Total (n=840)	Region			Age			Gender	
		Calgary (n=276)	Edmonton (n=278)	Other AB (n=286)	18-34 (n=131)	35-54 (n=244)	55+ (n=465)	Men (n=368)	Women (n=472)
Danielle Smith's United Conservative Party	47%	48%	35%	60%	35%	49%	54%	52%	43%
The Alberta NDP	43%	45%	53%	29%	49%	42%	40%	39%	47%
The Alberta Party	6%	4%	6%	6%	11%	6%	2%	7%	4%
Someone else	4%	2%	5%	5%	5%	4%	4%	2%	6%

% significantly higher than %

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

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

Base: Decided voters in Alberta

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Sample Profile

Sample Profile

Albertans, (Unweighted Base n=1,009, Weighted Base n=1,009)

Gender

	Unweighted	Weighted
Man	409	491
Woman	600	518

Age

	Unweighted	Weighted
18-34	176	280
35-54	309	366
55+	524	363

Region

	Unweighted	Weighted
Calgary	331	356
Edmonton	328	343
Other AB	350	310

Education

	Unweighted	Weighted
High school or less	213	285
College	314	429
University	477	287
Prefer not to answer	5	8

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consultants

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