

Report

Government of Alberta Report Card

August 2024

DATE 8/13/2024



BACKGROUND



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

METHODOLOGY

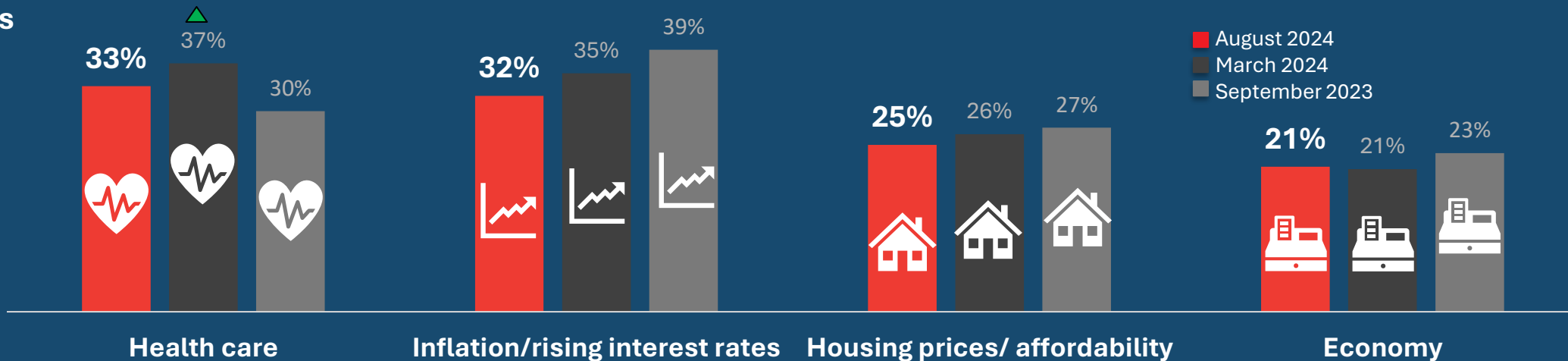


- Results are based on online research conducted among Albertan adults 18 years of age and older.
- The most recent wave was conducted among a sample of 1,005, with fieldwork from August 2-5, 2024.
 - No margin of error can be associated with a non-probability sample, but for comparative purposes, a 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

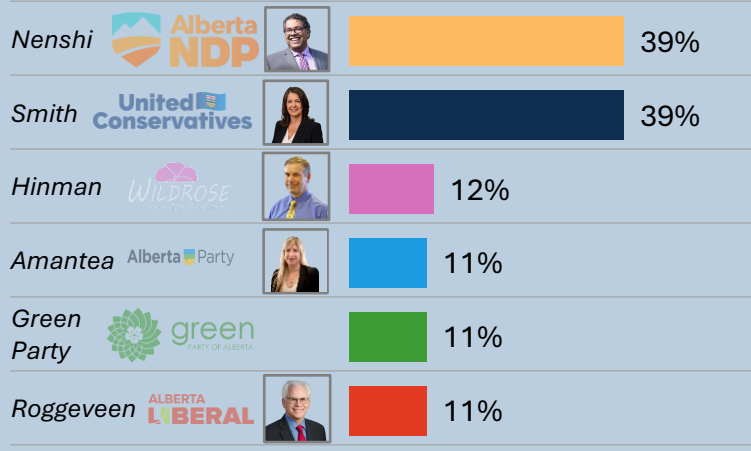
Most Important Issues

Concerns about health care, inflation/rising interest rates, housing prices/affordability, and the economy continue to be most prominent in Alberta as of August 2024 – remaining consistent with March 2024 results.



Leader Approval Ratings

Naheed Nenshi and Danielle Smith both received identical approval ratings of 39% while the remainder of Alberta party leaders struggle with low approval.



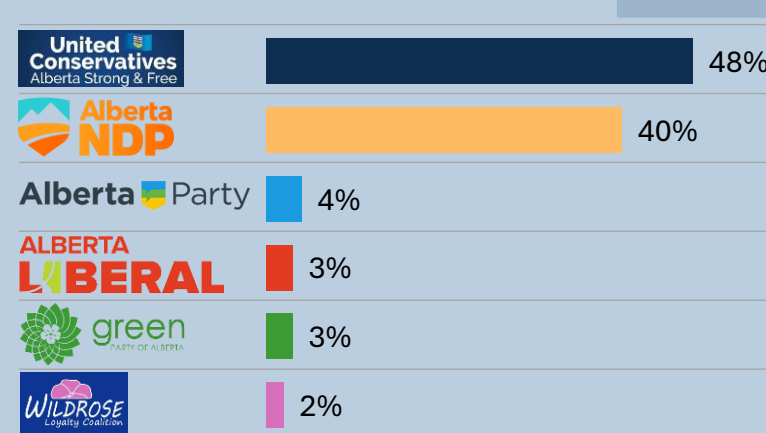
Approval Ratings of Current Government on Key Issues

Approval ratings for the current UCP government on their handling of various issues are mixed. Wildfires, energy/pipelines, and transportation are the only issues with higher approval than the 39% received by Premier Smith herself.



Alberta Voting Intentions

The United Conservative Party holds a strong 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. 3
▼ Statistically significantly lower than previous wave.



Detailed Findings

PROVINCIAL VOTING INTENTIONS

(Among Decided Voters)

				Mar 2024	Sep 2023
United Conservative Party			48%	46%	49%
Alberta NDP			40%	44%	39%
Alberta Party			4%	4%	4%
Alberta Liberal Party			3%	1%	3%
Green Party of Alberta			3%	1%	2%
Wildrose Loyalty Coalition			2%	1%	1%
Other			2%	2%	2%

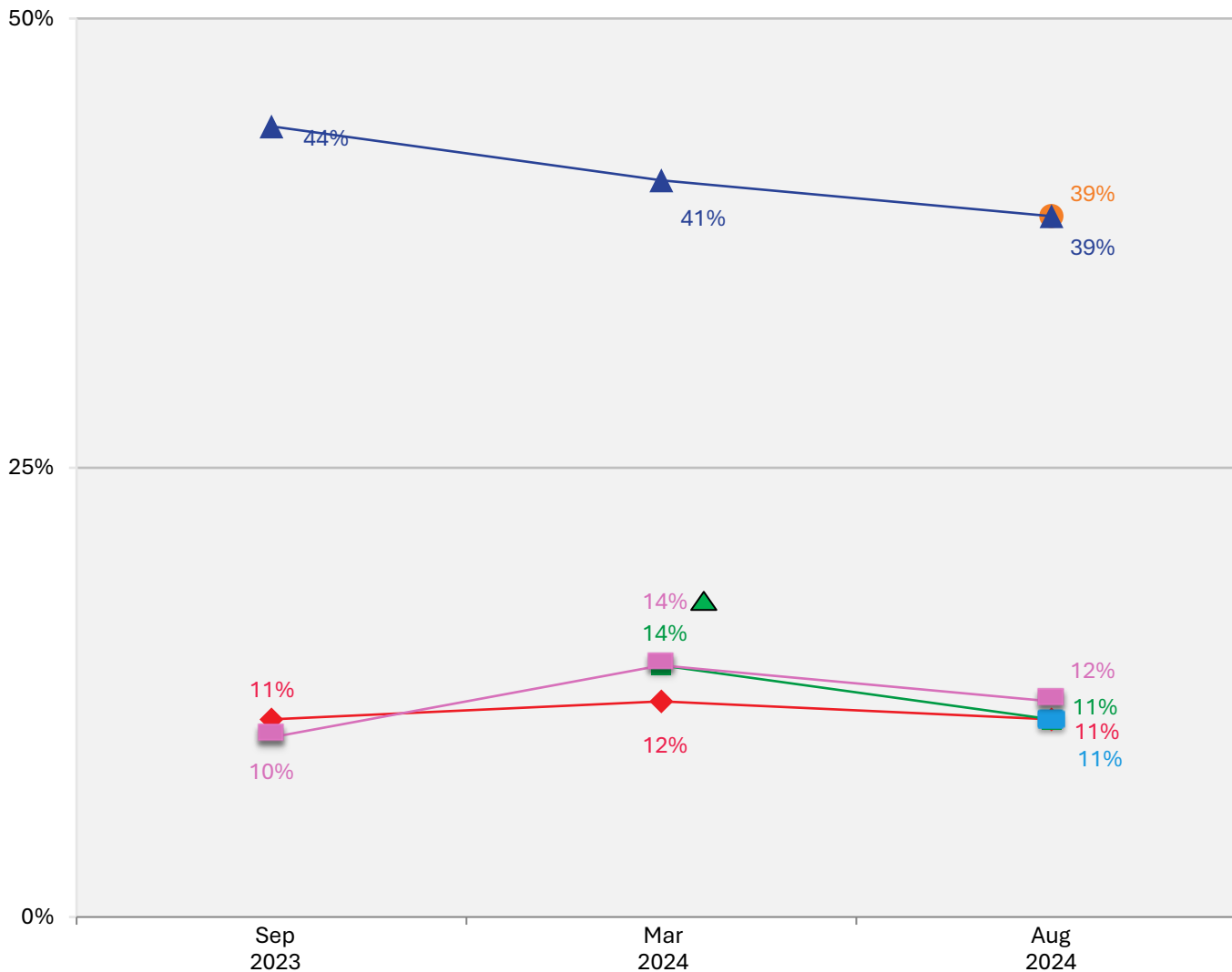
Just less than half of Albertans report that they would vote for the United Conservative Party candidate were an Alberta provincial election held tomorrow.

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

Just above 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.

Results are statistically consistent with results from March 2024.

CURRENT LEADER APPROVAL RATING





Albertans have the same level of approval towards NDP leader Naheed Nenshi and UCP leader Danielle Smith, with both leaders receiving 39% approval.

The remaining four party leaders all experience relatively low levels of approval, with no leader receiving more than 12%.

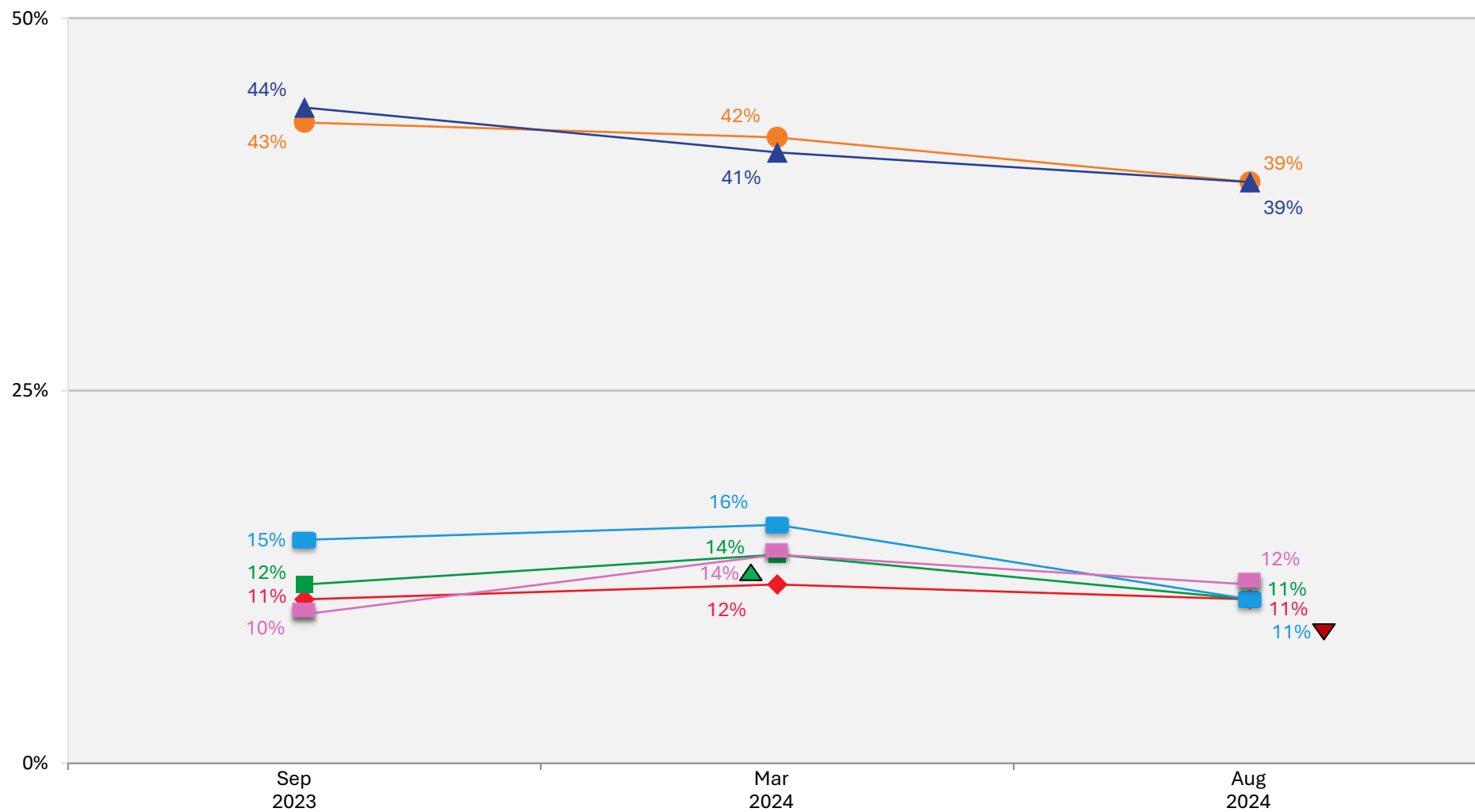
-  — Nenshi 
-  — Smith 
-  — Roggeveen 
-  — Green Party 
-  — Amantea 
-  — Hinman 

Base: All respondents (Aug 2024 n=1,005; 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.

CURRENT LEADER APPROVAL RATING

Longer Term Tracking

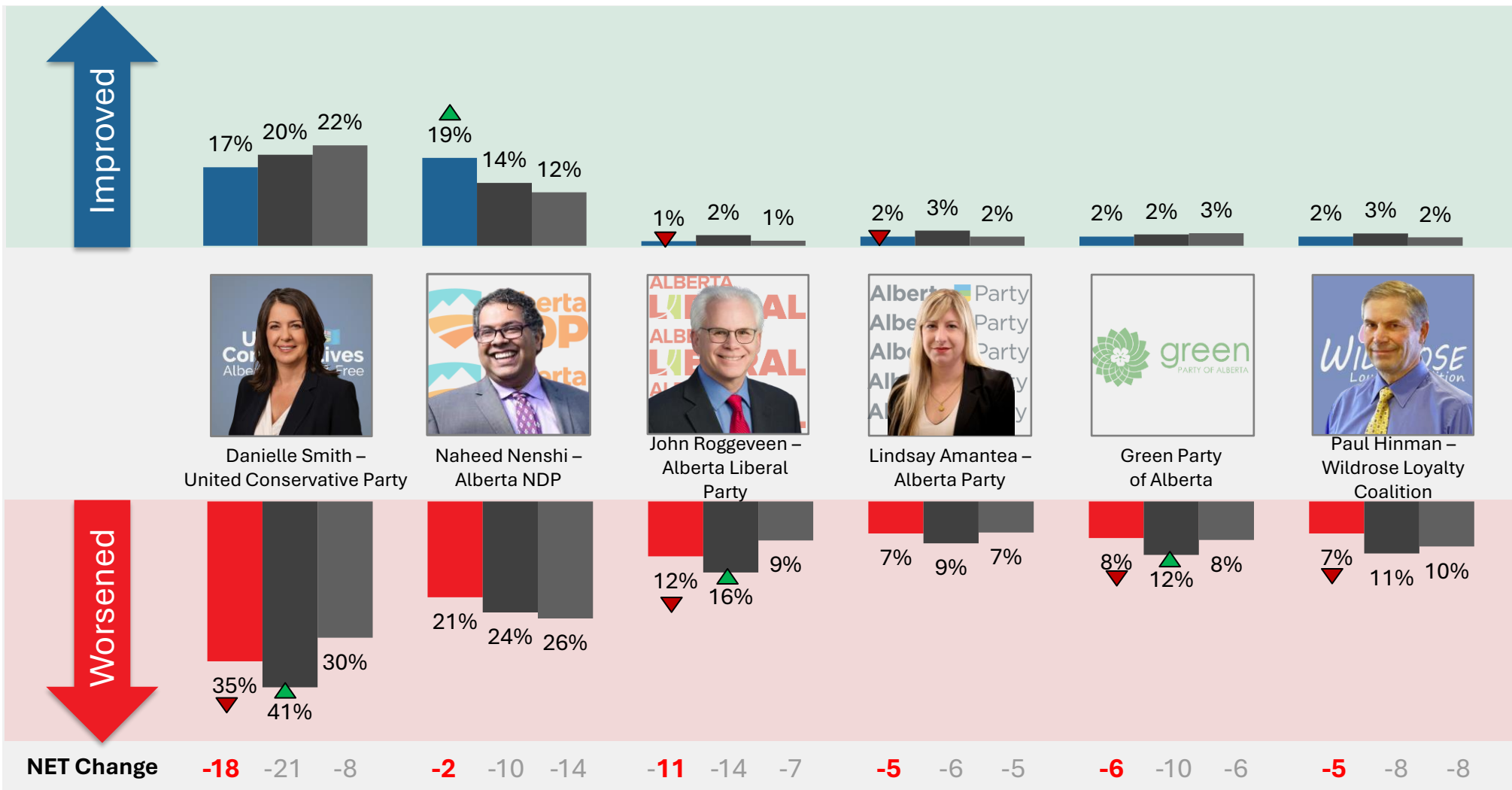


CHANGE IN OPINION OF LEADERS

All Alberta provincial party leaders have experienced a NET negative change in opinion over the past six months, though the magnitude of this change varies greatly by leader.

Danielle Smith experienced the largest negative change in NET opinion over the last six months (-18), while Naheed Nenshi has experienced the least (-2) negative change.

Greater than one-third of Albertans report their opinion of Danielle Smith has worsened over the last six months; a significant decrease from March 2024.

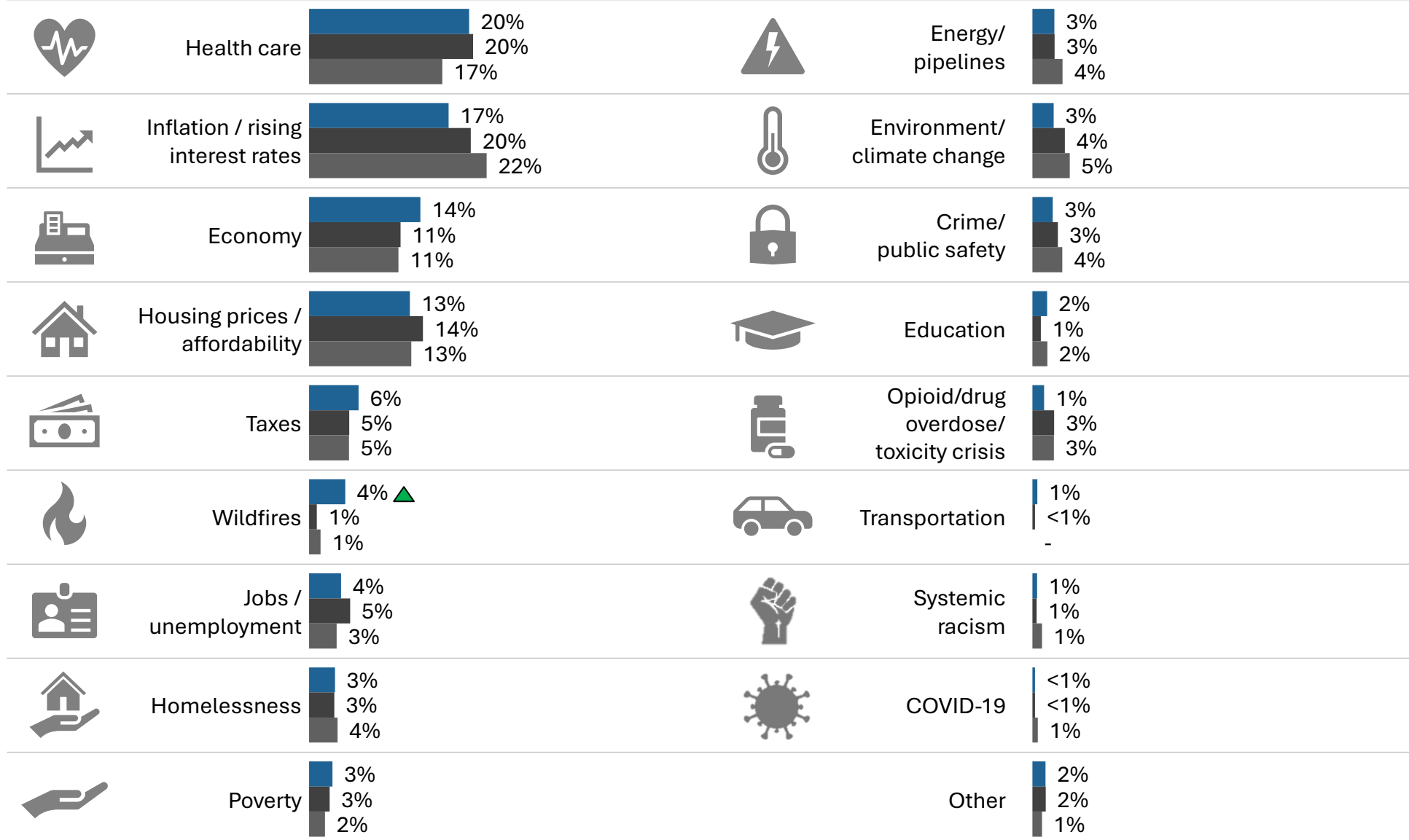


■ Aug 2024
■ Mar 2024
■ Sep 2023

Base: All respondents (Aug 2024 n=1,005; 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.

ALBERTA ISSUES – MOST IMPORTANT: AIDED – TRACKER



Health care is the top issue facing Alberta today in August 2024, followed by inflation/ rising interest rates and economy; the latter of which surpassed housing prices/affordability for third place this wave.

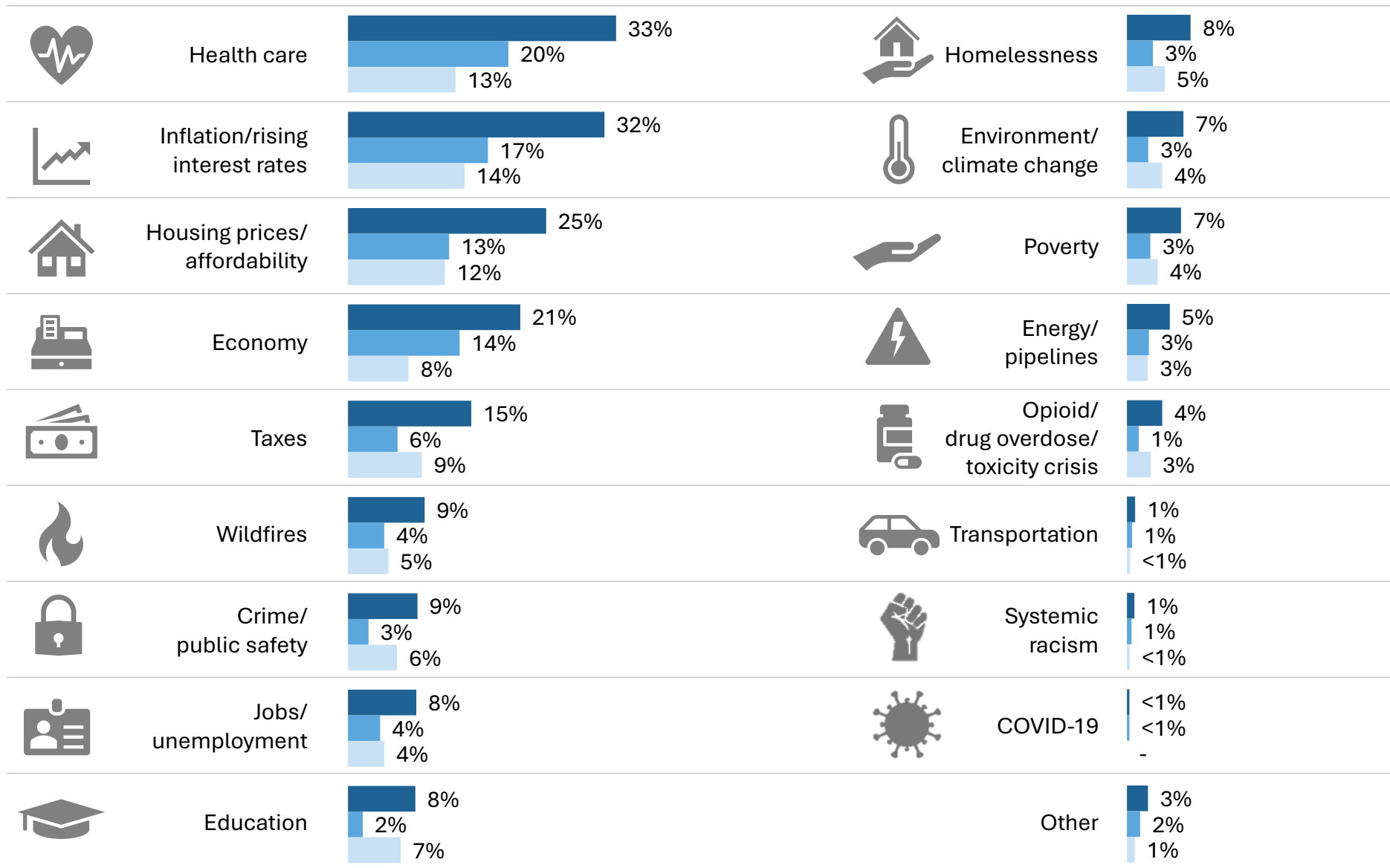
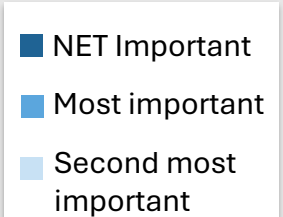
Following the highly publicized wildfire disaster in Jasper National Park, Albertans are significantly more likely to rank wildfires as the top issue in the province in August 2024.

■ Aug 2024
■ Mar 2024
■ Sep 2023

ALBERTA ISSUES – TOTAL IMPORTANCE: AIDED



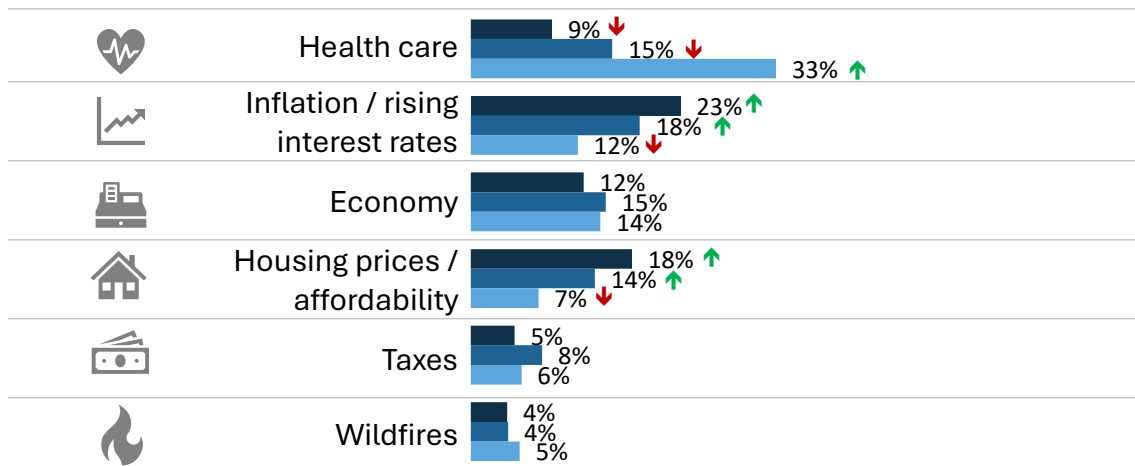
Healthcare is the overall top issue cited by Albertans, with one-third reporting it as the first or second most important issue the province is currently facing. Inflation/rising interest rates and housing prices/affordability are also important issues in Alberta, with just less than one-third and one-quarter of Albertans respectively ranking these as top two issues facing Alberta today. Taxes and wildfires have increased in importance relative to March 2024.



Base: All respondents (n= 1,005)
 In your view, what is the most important issue facing Alberta today? What is the second most important issue?

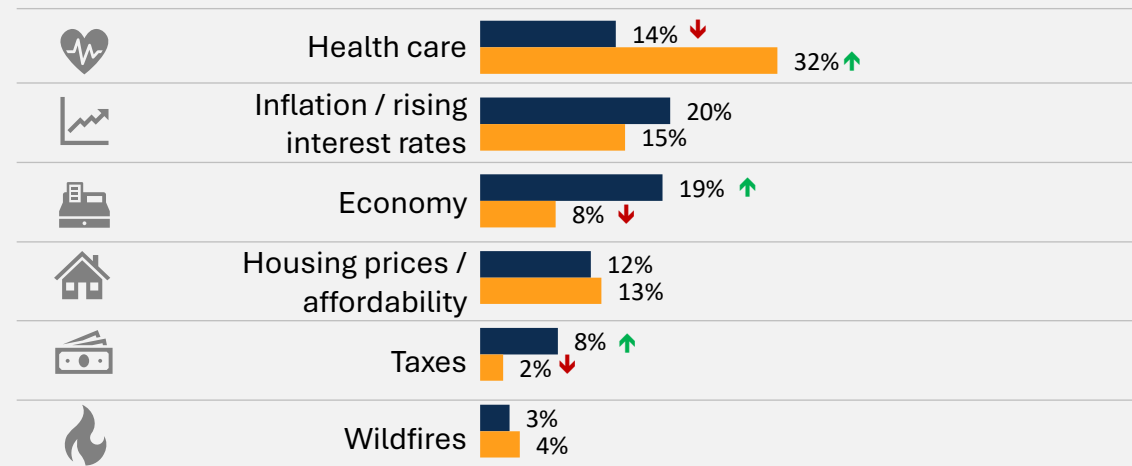
TOP 6 AB ISSUES – MOST IMPORTANT:

AIDED x **AGE** (Aug 2024)



TOP 6 AB ISSUES – MOST IMPORTANT:

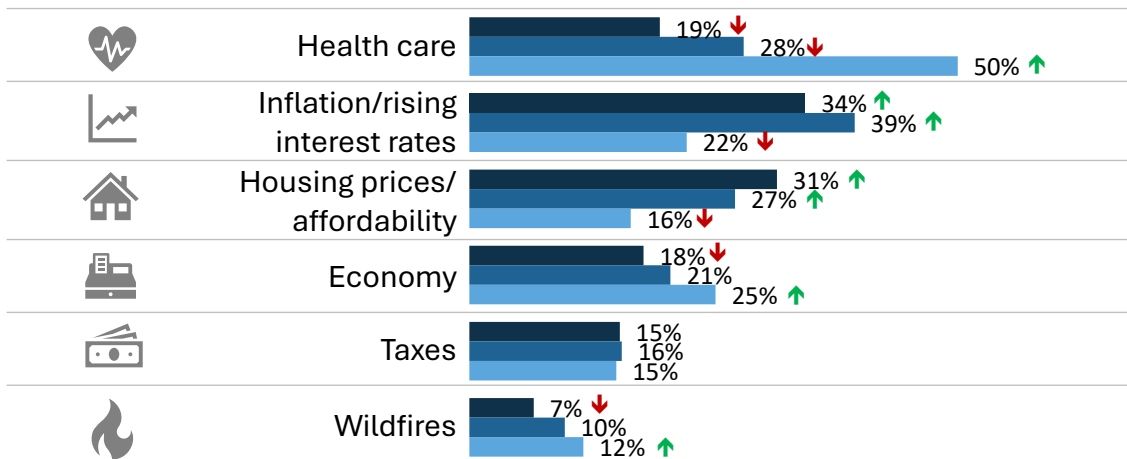
AIDED x **VOTING INTENTION** (Aug 2024)



TOP 6 AB ISSUES – TOP 2 MOST IMPORTANT:

AIDED x **AGE** (Aug 2024)

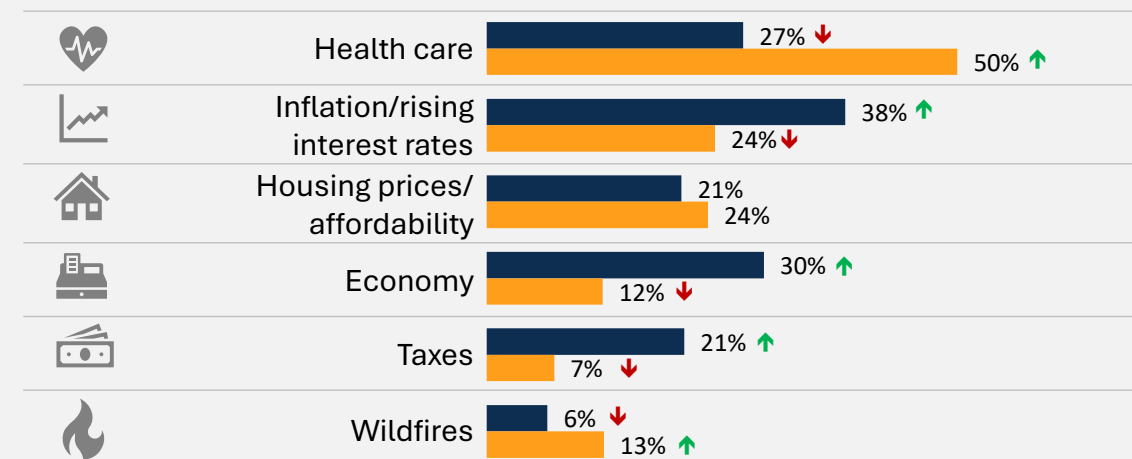
■ 18-34
■ 35-54
■ 55+



TOP 6 AB ISSUES – TOP 2 MOST IMPORTANT:

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

■ United Conservative Party
■ Alberta NDP



Base: All respondents (n= 1,005)

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

Only the United Conservative Party and the Alberta NDP are included in voting intention breakdown due to small sample size for other parties.

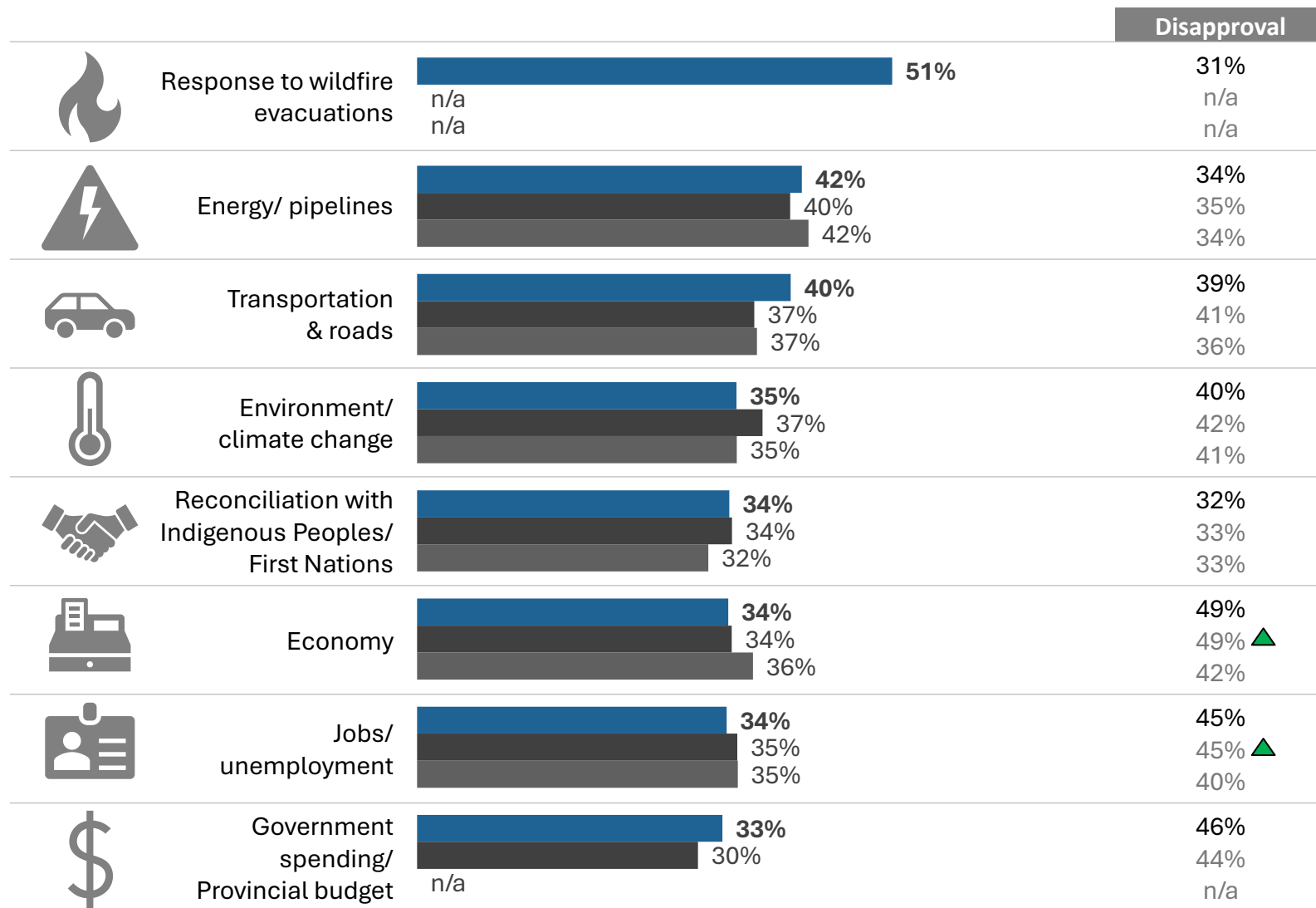
↑ Statistically significantly higher than comparison group(s).
↓ Statistically significantly lower than comparison group(s).

APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES

Issue-centric approval ratings for the UCP government fall in the 20-42% range depending on the issue, with response to wildfire evacuations being the notable exception. Results for August 2024 are statistically consistent with March 2024 results.

Response to wildfire evacuations, energy/ pipelines, and transportation and roads were the only issues where the Alberta Government received higher approval from Albertans than the 39% approval received by Premier Danielle Smith herself.

■ Aug 2024
 ■ Mar 2024
 ■ Sep 2023



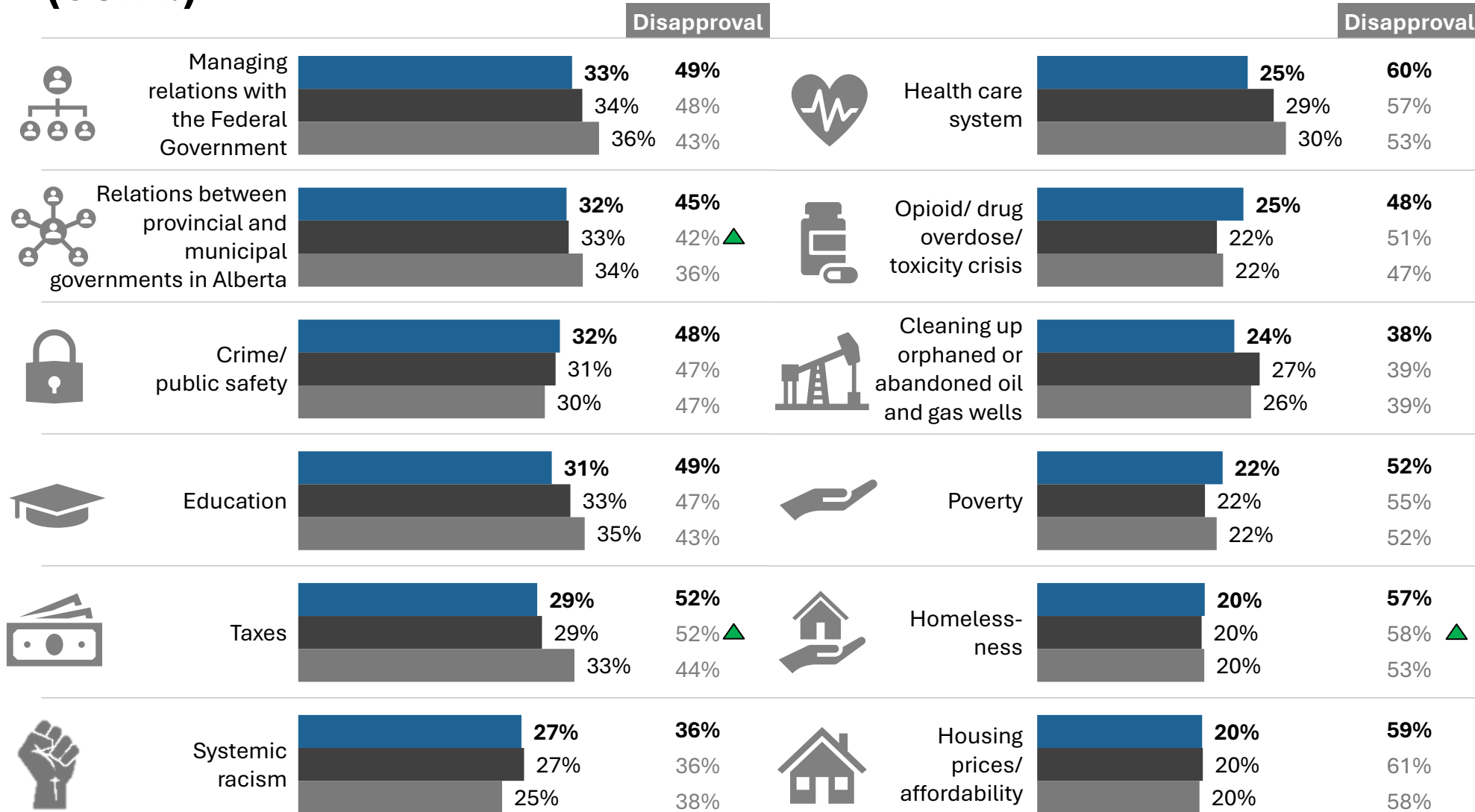
Base: All respondents (Aug 2024 n=1,005; Mar 2024 n= 1,002; Sep 2023 n=1,001)

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, and taxes all received greater than 50% disapproval from Albertans.

Approval and disapproval ratings in August 2024 are consistent with March 2024 results across all issues.



Base: All respondents (Aug 2024 n=1,005; 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.

CURRENT TRAJECTORY OF ALBERTA



Just less than four-in-ten Albertans believe the province is going in the right direction, whereas just over half are negative about the direction the province is headed; significantly lower than in March 2024.

Males, those who are college educated, and those making \$80k+ income are more likely to believe the province is headed in the right direction, while females are more likely to report the opposite.

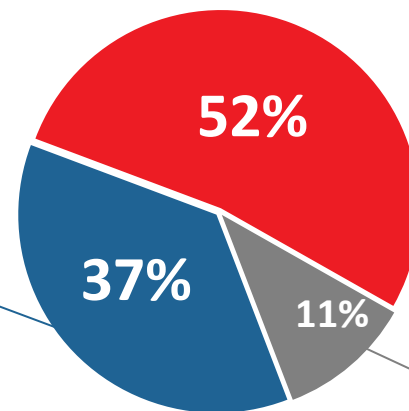
37% of Albertans believe that **things in the province are going in the right direction**, up directionally from 34% in March 2024.

Males, those who are college educated, and those making \$80k+ income are more likely to hold this stance.

52% of Albertans believe that **things in the province are off on the wrong track**, down significantly from 59% in March 2024

Females are more likely to hold this stance.

11% of Albertans report that they “**don’t know**” or simply **refuse to answer**.



	OVERALL	x GENDER	x AGE	x REGION
Strongly right direction	7%	8% 5%	3% ↓ 7% 8% ↑	6% 5% 8%
Somewhat right direction	30%	40% ↑ 20% ↓	30% 30% 31%	26% ↓ 34% ↑ 31%
Somewhat wrong track	26%	22% ↓ 30% ↑	27% 22% 28%	26% 27% 24%
Strongly wrong track	27%	22% ↓ 31% ↑	26% 27% 28%	29% 28% 23%

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

Base: All respondents (n= 1,005)
 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). 14
↓ Statistically significantly lower than comparison group(s).

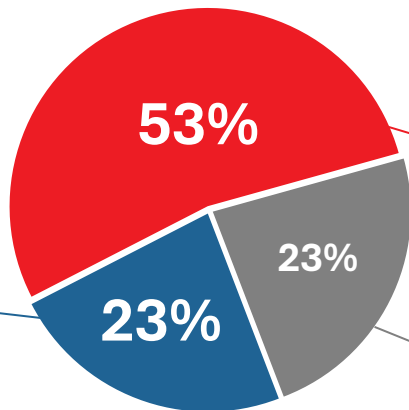
OPINIONS ON ALBERTA PENSION PLAN



23% of Albertans support the creation of a new Alberta Pension Plan to replace the Canada Pension Plan.

Those who reside outside of Edmonton and Calgary, males, and those under age 55 are more likely to support the creation of a new plan.

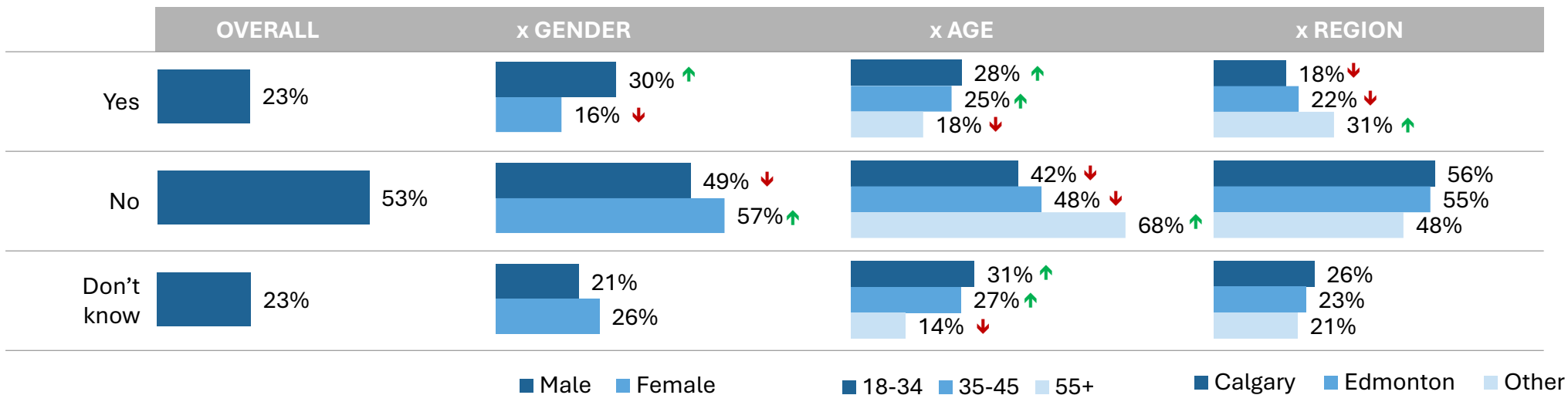
53% of Albertans do not support the creation of a new Alberta Pension Plan to replace the Canada Pension Plan.



23% of Albertans report that they “don’t know” regarding the issue.

Less than a quarter of Albertans support the creation of a new Alberta Pension Plan to replace the existing Canada Pension Plan for Albertans.

Those who reside outside of Edmonton and Calgary, males, and those under age 55 are more likely to support the creation of a new Alberta Pension Plan.



Base: All respondents (n= 1,005)

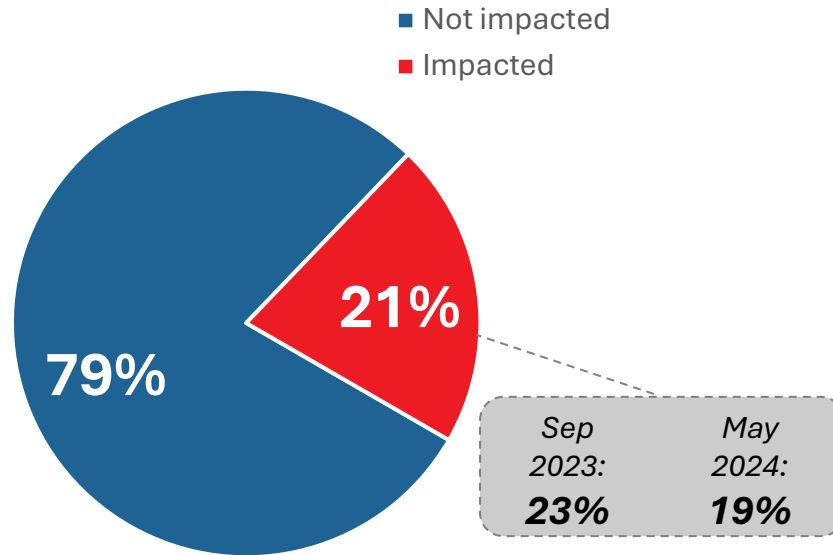
Do you believe that the Alberta government should create a new Provincial Pension Plan to replace the Canada Pension Plan for Albertans?

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

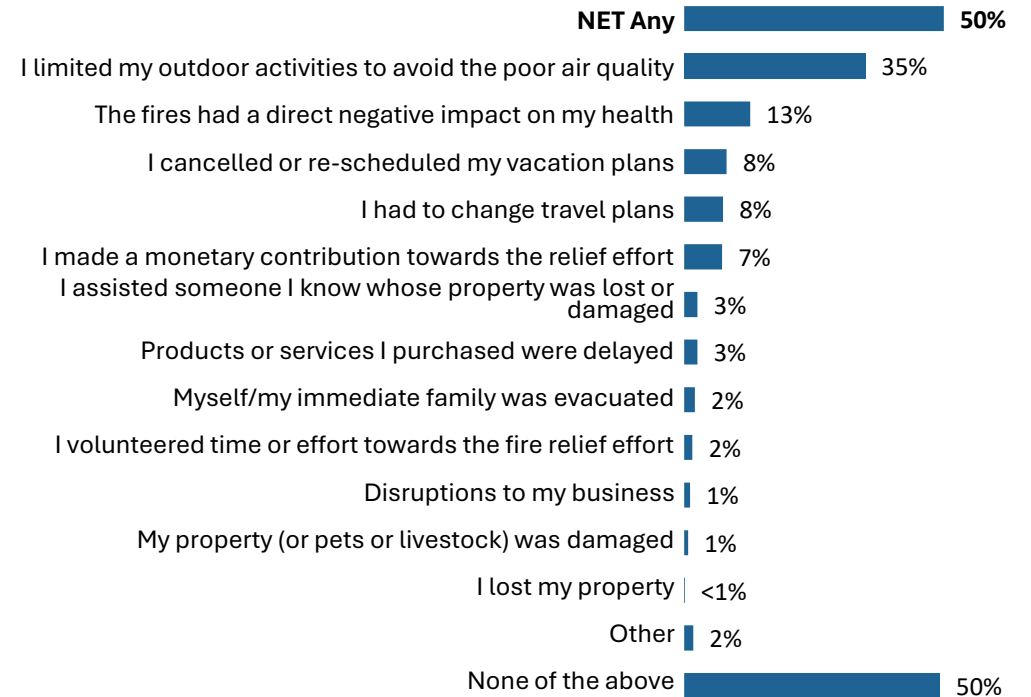
ALBERTA WILDFIRE IMPACTS



HAVE YOU BEEN IMPACTED?



HOW HAVE YOU BEEN IMPACTED?



While just above one-in-five Albertans report being impacted by the recent Alberta wildfires when asked plainly, half reported different ways that the wildfires have impacted them when aided.

Likelihood of being impacted by the Alberta wildfires when asked plainly is consistent across age, gender, and region.

	TOTAL	GENDER		AGE			REGION		
		Male	Female	18-34	35-54	55+	Calgary	Edmon-ton	Other
Weighted n=	1,005	497	508	288	361	356	352	337	316
Unweighted n=	1,005	427	578	217	278	510	334	321	350
Impacted	21%	19%	24%	26%	20%	19%	20%	19%	25%
Not impacted	79%	81%	76%	74%	80%	81%	80%	81%	75%

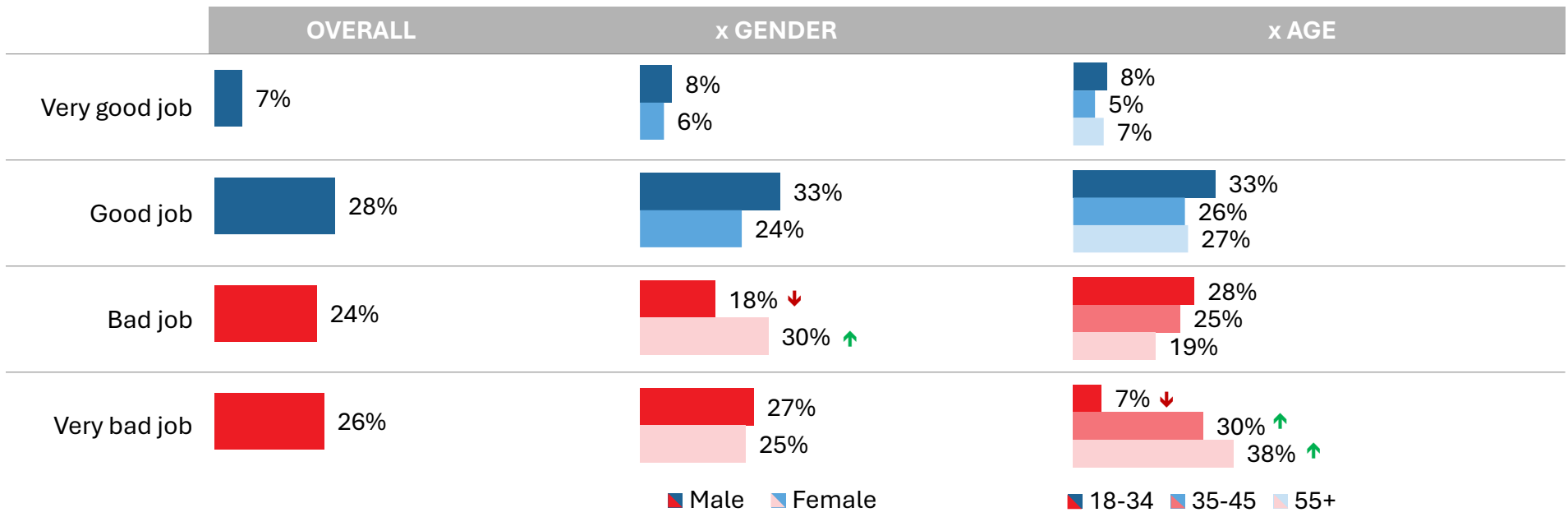
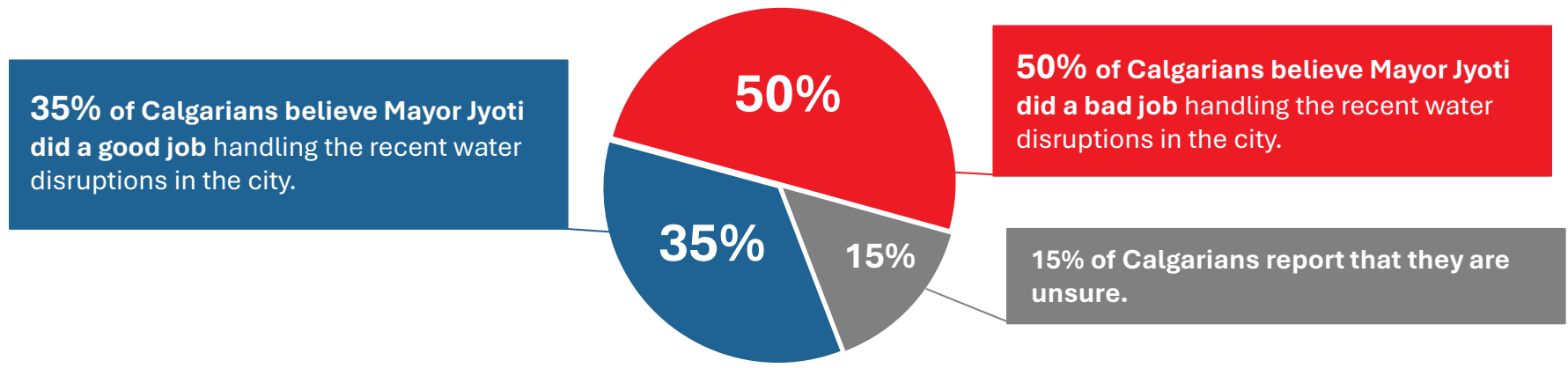
Have you been personally impacted (directly or indirectly) by the forest fires in Alberta this past month?
Base: All respondents (n= 1,005)

OPINIONS ON MAYOR GONDECK'S HANDLING OF THE RECENT CALGARY WATER DISRUPTIONS



Just above one-third of Calgarians believe Mayor Jyoti did a good job handling the recent water disruptions in the city, while half believe that she did a bad job.

Women are more likely to indicate they believe the Mayor did a bad job, and those over age 35 are more likely to indicate they believe the Mayor did a very bad job.

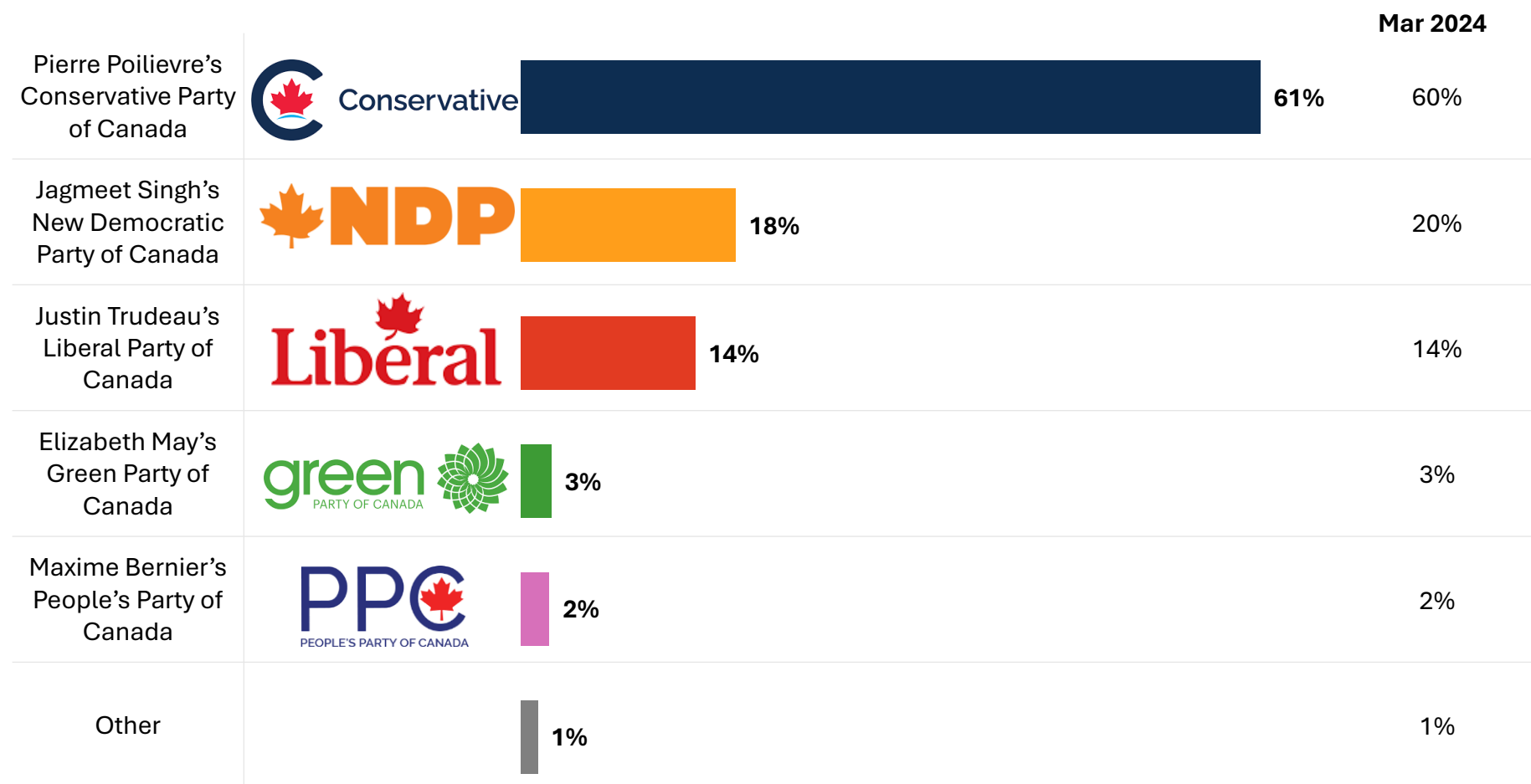


Base: All respondents residing in the Calgary Metro Area (n=334)
 Overall, do you feel Mayor Gondeck did a good job or poor job in handling the major water services disruption that impacted the city June into early July?

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

FEDERAL VOTING INTENTIONS

(Among Decided Voters)



Just above 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 just less than 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.

August 2024 results are consistent with those from March 2024.



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
		101,962	50,000
		12,747	68,700

DETAILED METHODOLOGY

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>1,005</i>	<i>1,005</i>
	Male	497	427
	Female	508	578
Region		<i>1,005</i>	<i>1,005</i>
	Calgary	352	334
	Edmonton	337	321
	Rest of AB	316	350
Age		<i>1,005</i>	<i>1,005</i>
	18 – 34	288	217
	35 – 54	361	278
	55+	356	510
Voting Intention		<i>813</i>	<i>842</i>
	Alberta NDP	323	381
	United Conservative Party	389	367
	Other	102	94

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