



Government of Alberta Report Card

October 2025



Methodology



Methodology

Online survey among respondents 18 years of age or who are eligible voters: n=1,045.

Respondents were randomly recruited using LEO's online panel.



When

Data collection from October 10-12, 2025.

Where available, results are compared to previous waves of research.



Margin of Error

For comparison purposes, a probability sample of n=1,045 yields a margin of error no greater than $\pm 3.0\%$ (19 times out of 20) for the total AB sample.



Weighting

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

Methodology



Significant Differences

↑ / ↓ indicates a significantly **higher** / **lower** proportion than the previous wave.

Data in **green** / **red** indicates a significantly **higher** / **lower** proportion relative to the total.



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, Central Canada at the following e-mail address: aenns@leger360.com

Key Highlights

Some **key highlights** from the omnibus **include...**

Public Outlook Continues to Weaken

- Albertans have become increasingly pessimistic about the direction of the province. Just 32% now believe Alberta is on the right track, a decline of five points since May, while 61% feel the province is headed in the wrong direction, up ten points over the same period. This represents the most negative reading of 2025 so far and suggests that optimism about Alberta's trajectory has softened in recent months.

Voting Intentions Tighten Between UCP and NDP

- If a provincial election were held today, the United Conservative Party would capture 44% of the vote among decided voters, compared to 39% for the Alberta NDP. The Alberta Liberal Party follows with 9%, while the Green Party and Alberta Party receive 3% and 2%, respectively. Support for the UCP has gradually declined since the start of the year, while NDP support has edged upward, narrowing the gap between the two leading parties.

Leader Favourability Shifts

- Views of Alberta's political leaders have shifted this wave. Naheed Nenshi is now the most favourably viewed leader, with 43% of Albertans expressing a positive opinion of him. Danielle Smith's favourability has declined to 38%, down six points since May. Nearly half of Albertans (47%) report that their opinion of the Premier has worsened over the past six months, reflecting a softening in personal approval.

Majority Oppose a New Alberta Pension Plan

- Public opinion remains firmly against the creation of a new Alberta Pension Plan. Six in ten Albertans (60%) say they oppose the idea, up six points since May, while just over one in five (21%) express support, down eight points. Opposition has increased across most demographic groups, suggesting growing skepticism toward the proposal.

Top Issues Facing Albertans

- Health care continues to be viewed as the most important issue facing Alberta, cited by one in six residents (17%) as their top concern. The economy (12%) and education (11%) follow closely behind, with both increasing in importance this wave. Housing affordability (8%) and inflation and rising interest rates (11%) also remain significant concerns for many Albertans. While affordability pressures persist, the renewed focus on core public services such as health care and education highlights shifting priorities within the province.

Key Highlights

Some **key highlights** from the omnibus **include...**

Political Turning Point for the Education System In Alberta

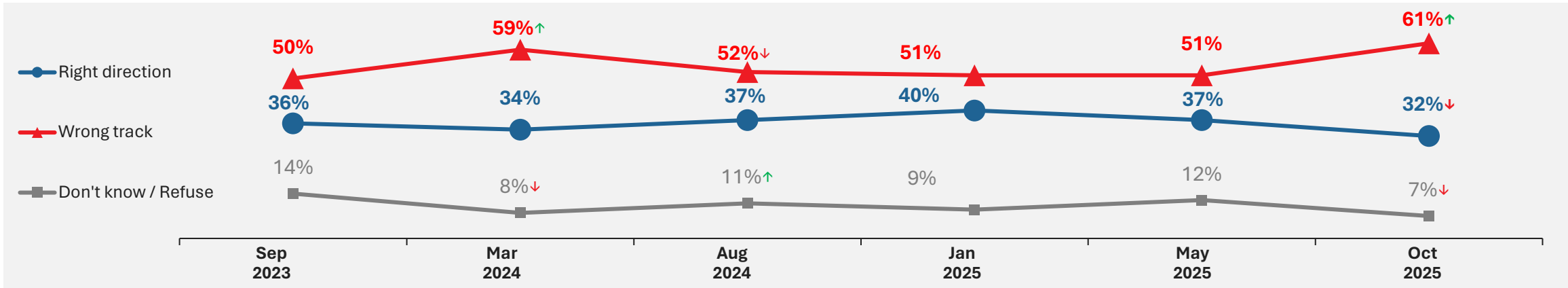
- Nearly every Albertan (98%) is aware of the ongoing teachers' strike, and most (71%) are well-informed, underscoring how deeply the issue has captured public attention. Support leans firmly toward educators: six in ten Albertans (60%) back the strike, including 41% who strongly support it.
- Albertans believe teachers are handling the situation better than the government (36% vs. 14%), and nearly half (49%) say the strike has worsened their opinion of Premier Danielle Smith and the UCP, particularly among women and middle-aged voters.
- Overall, the findings suggest the teachers' strike has evolved beyond a labour dispute to become a defining political moment in Alberta. Teachers are viewed as responsible and credible, while the government faces mounting reputational challenges. How this standoff is resolved may shape not only the future of education in Alberta, but also broader public perceptions of leadership, competence, and accountability.

Detailed **Results** - Voting Intentions,
Candidate Approval, and Issues

Current Trajectory of Alberta

Q. 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?

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)



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

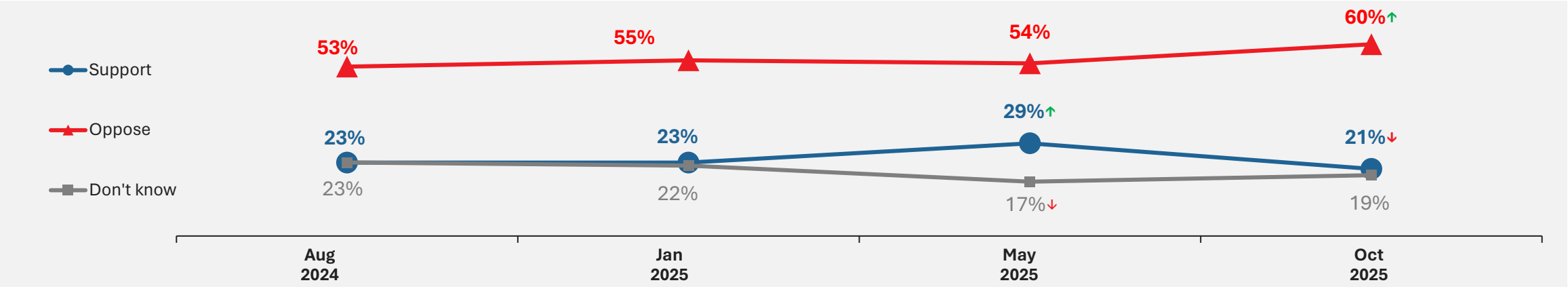
	Total	GENDER		AGE			PROVINCIAL VOTE	
		Men	Women	18-34	35-54	55+	NDP	Conservative
NET Right direction	32%	43%	22%	29%	28%	38%	9%	59%
Strongly right direction	6%	9%	4%	7%	4%	8%	0%	14%
Somewhat right direction	26%	34%	18%	22%	25%	30%	8%	45%
NET Wrong Track	61%	51%	70%	61%	66%	56%	89%	37%
Somewhat wrong track	25%	24%	26%	27%	27%	22%	22%	21%
Strongly wrong track	36%	28%	44%	34%	39%	35%	67%	15%

% Statistically significantly higher than total
% Statistically significantly lower than total

Opinions on Alberta Pension Plan

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

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)



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

	Total	GENDER		AGE			PROVINCIAL VOTE	
		Men	Women	18-34	35-54	55+	NDP	Conservative
Yes	21%	28%	14%	28%	16%	20%	2%	36%
No	60%	57%	63%	47%	64%	66%	93%	37%
Don't know	19%	15%	23%	26%	19%	14%	5%	26%

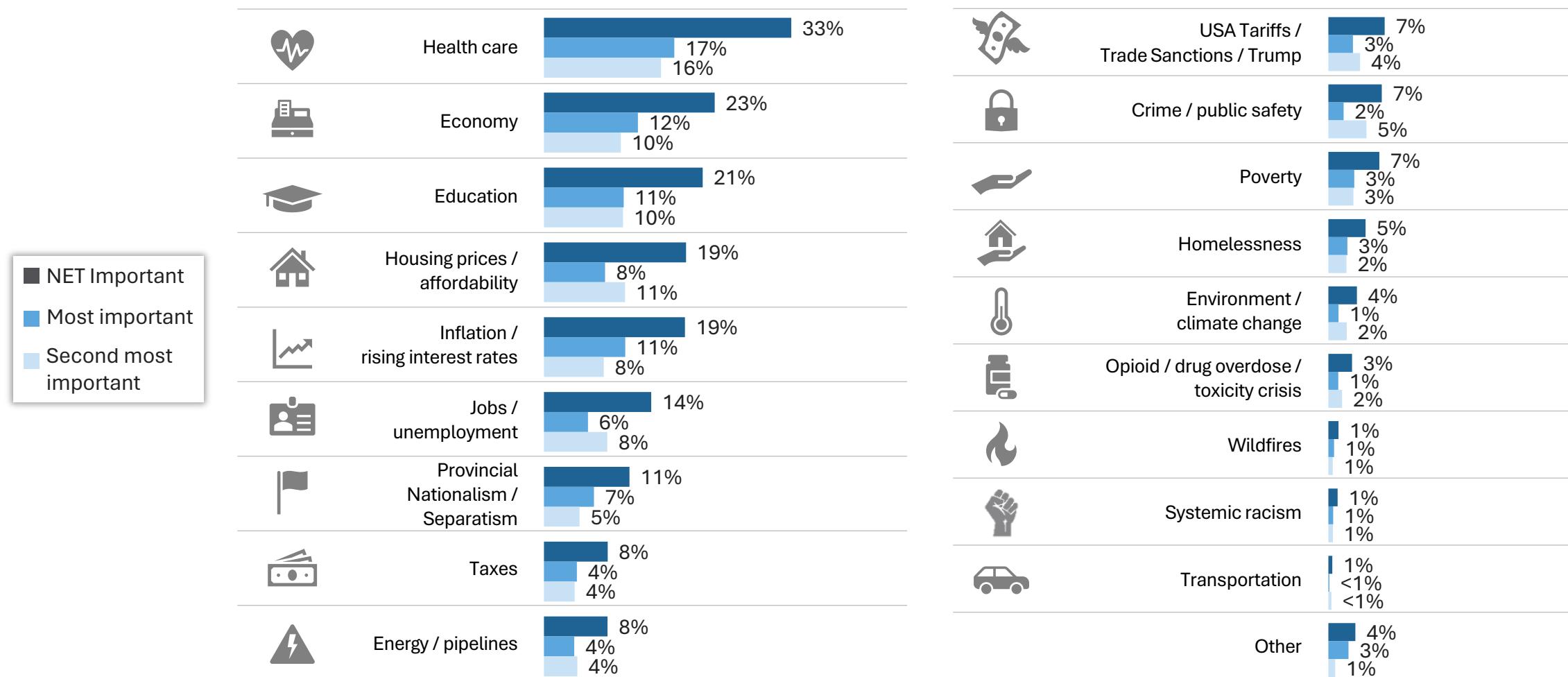
% Statistically significantly higher than total
% Statistically significantly lower than total

Alberta Issues – Total Importance: Aided

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

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)

'Not sure' (2%) responses not shown.



Alberta Issues – Most Important: Aided – Tracker

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

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)

'Not sure' (2%) responses not shown.

	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024	Sep 2023
 Health care	17%	17%	18%	20%	20%	17%
 Economy	12%	13%	11%	14%	11%	11%
 Inflation / rising interest rates	11%	10%↓	15%	17%	20%	22%
 Education	11% ↑	3%	2%	2%	1%	2%
 Housing prices / affordability	8%	8%↓	12%	13%	14%	13%
 Provincial Nationalism / Separatism	7%	8%	n/a	n/a	n/a	n/a
 Jobs / unemployment	6%	5%	7%↑	4%	5%	3%
 Taxes	4%	7%	5%	6%	5%	5%
 Energy / pipelines	4% ↓	8%	5%↑	3%	3%	4%

↑ Statistically significantly higher than previous wave.

↓ Statistically significantly lower than previous wave.

	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024	Sep 2023
 USA Tariffs/ Trade Sanctions / Trump	3%	5%↓	8%	n/a	n/a	n/a
 Homelessness	3%	3%	3%	3%	3%	4%
 Poverty	3%	2%	2%	3%	3%	2%
 Crime / public safety	2%	2%	2%	3%	3%	4%
 Environment / climate change	1%	3%	3%	3%	4%	5%
 Opioid / drug overdose / toxicity crisis	1%	1%	2%	1%	3%	3%
 Systemic racism	1%	1%	1%	1%	1%	1%
 Wildfires	1%	1%	1%↓	4%↑	1%	1%
 Transportation	<1%	<1%	<1%	1%	<1%	-
Other	3%	1%	2%	2%	2%	1%

Top 6 Alberta Issues – Demographic Breakdown

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

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)

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

TOP 6 ALBERTA ISSUES – MOST IMPORTANT: AIDED (Aug 2025)

		AGE					PROVINCIAL VOTING INTENT		NDP	UCP
		18-34	35-54	55+						
	Health care	9%	13%	28%		Health care		29%		9%
	Economy	12%	12%	13%		Economy		6%		18%
	Inflation / rising interest rates	13%	12%	8%		Inflation / rising interest rates		9%		14%
	Education	11%	14%	7%		Education		16%		4%
	Housing prices / affordability	14%	7%	5%		Housing prices / affordability		8%		8%
	Provincial Nationalism / Separatism	4%	6%	10%		Provincial Nationalism / Separatism		10%		7%

TOP 6 ALBERTA ISSUES – TOP 2 MOST IMPORTANT: AIDED (Aug 2025)

		AGE					PROVINCIAL VOTING INTENT		NDP	UCP
		18-34	35-54	55+						
	Health care	20%	33%	44%		Health care		49%		22%
	Economy	22%	22%	24%		Economy		13%		29%
	Education	23%	22%	19%		Education		34%		9%
	Housing prices / affordability	30%	17%	12%		Housing prices / affordability		19%		17%
	Inflation / rising interest rates	22%	20%	15%		Inflation / rising interest rates		14%		22%
	Jobs / unemployment	20%	16%	8%		Jobs / unemployment		10%		17%

% Statistically significantly higher than total

% Statistically significantly lower than total

Approval Rating of Current Government on Issues

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: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)

	Approval Rate 						Disapproval Rate 					
	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024	Sep 2023	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024	Sep 2023
Response to wildfire evacuations	42%	n/a	52%	n/a	n/a	n/a	37%	n/a	28%	n/a	n/a	n/a
Energy/ pipelines	42%↓	48%	48%↑	42%	40%	42%	40%	37%	32%	34%	35%	34%
Transportation & roads	39%	39%	39%	40%	37%	37%	45%	43%	39%	39%	41%	36%
Preparation for Wildfire Emergencies	37%↓	43%	n/a	n/a	n/a	n/a	41%↑	35%	n/a	n/a	n/a	n/a
Managing relations with the Federal Government	36%	38%	41%↑	33%	34%	36%	51%	50%↑	43%↓	49%	48%	43%
Preparing for USA tariffs / trade sanctions	33%↓	39%	38%	n/a	n/a	n/a	49%	47%↑	38%	n/a	n/a	n/a
Economy	33%↓	39%	37%	34%	34%	36%	55%↑	50%	46%	49%	49%↑	42%
Environment/ climate change	33%	38%	38%	35%	37%	35%	47%	42%	41%	40%	42%	41%
Reconciliation with Indigenous Peoples/ First Nations	33%	34%	34%	34%	34%	32%	40%	40%↑	33%	32%	33%	33%
Relations between provincial and municipal governments in Alberta	31%	34%	35%	32%	33%	34%	52%	48%	43%	45%	42%↑	36%
Crime/ public safety	31%	34%	33%	32%	31%	30%	52%	47%	45%	48%	47%	47%
Taxes	31%	34%	31%	29%	29%	33%	54%	49%	49%	52%	52%↑	44%

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

Approval Rating of Current Government on Issues (Continued)

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: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)

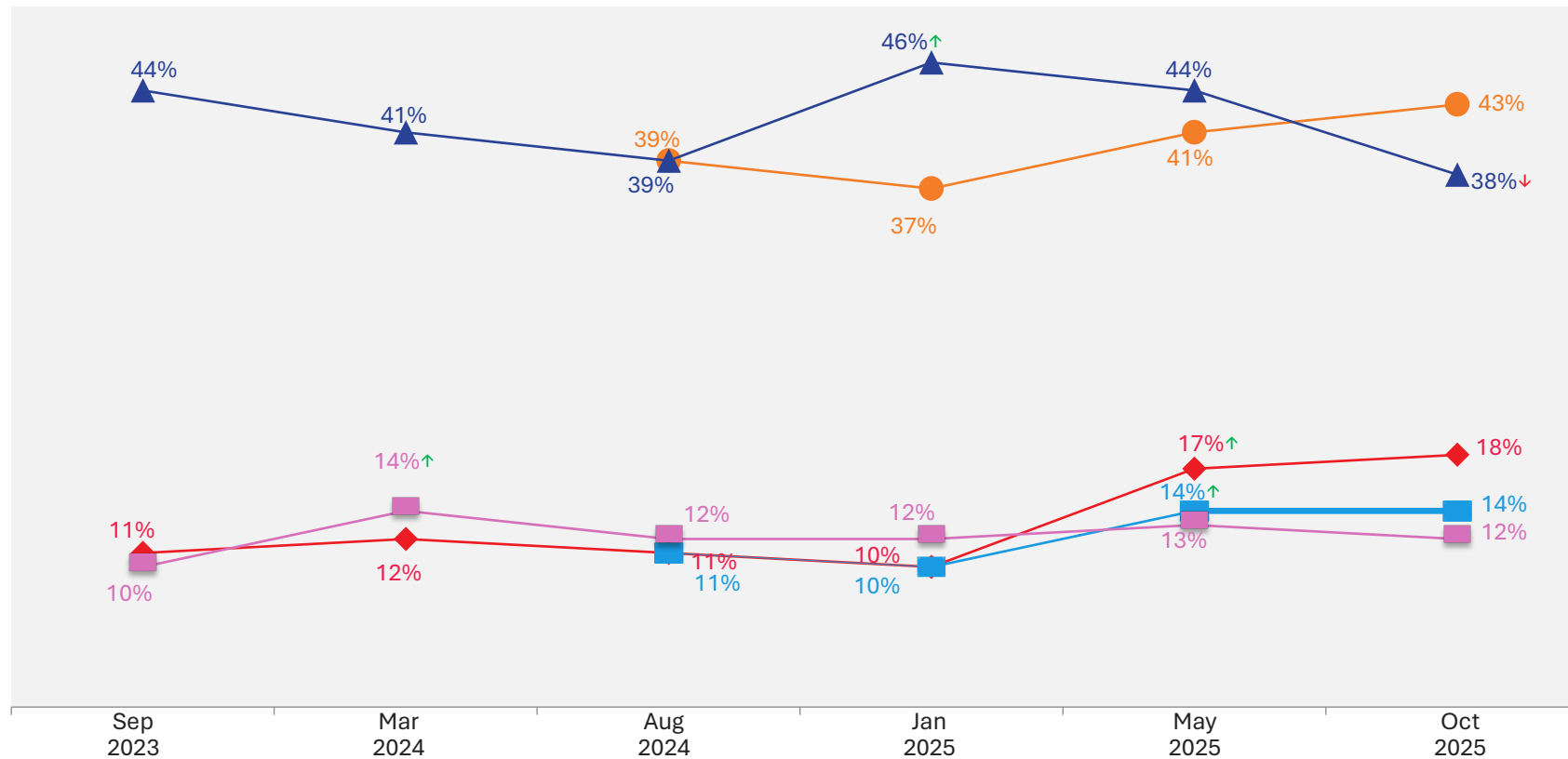
	Approval Rate 						Disapproval Rate 					
	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024	Sep 2023	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024	Sep 2023
Government spending/ Provincial budget	28% ↓	37%	36%	33%	30%	n/a	58% ↑	49%	45%	46%	44%	n/a
Jobs/unemployment	28% ↓	34%	35%	34%	35%	35%	56% ↑	50%	45%	45%	45%↑	40%
Provincial Nationalism/ Separatism	28% ↓	33%	n/a	n/a	n/a	n/a	55%	50%	n/a	n/a	n/a	n/a
Systemic racism	28%	31%	29%	27%	27%	25%	43%	39%	34%	36%	36%	38%
Health care system	26%	30%	28%	25%	29%	30%	65% ↑	59%	59%	60%	57%	53%
Opioid/ drug overdose/toxicity crisis	26%	29%	28%	25%	22%	22%	56% ↑	48%	46%	48%	51%	47%
Education	24% ↓	36%	33%	31%	33%	35%	68% ↑	49%	48%	49%	47%	43%
Cleaning up orphaned or abandoned oil and gas wells	23%	25%	27%	24%	27%	26%	45%	42%	39%	38%	39%	39%
Housing prices/ affordability	22%	26%↑	22%	20%	20%	20%	63% ↑	57%	59%	59%	61%	58%
Poverty	21%	24%	25%	22%	20%	22%	61% ↑	54%	53%	52%	55%	52%
Homelessness	21%	22%	22%	20%	20%	20%	63% ↑	57%	54%	57%	58%↑	53%

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

Current Leader Approval Rating

Q. 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?

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)



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

Change in Opinion of Leaders

Q. Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)



Danielle Smith –
United Conservative Party



Naheed Nenshi –
Alberta NDP



John Roggeveen –
Alberta Liberal
Party



Lindsay Amantea –
Alberta Party



Paul Hinman –
Wildrose Loyalty
Coalition

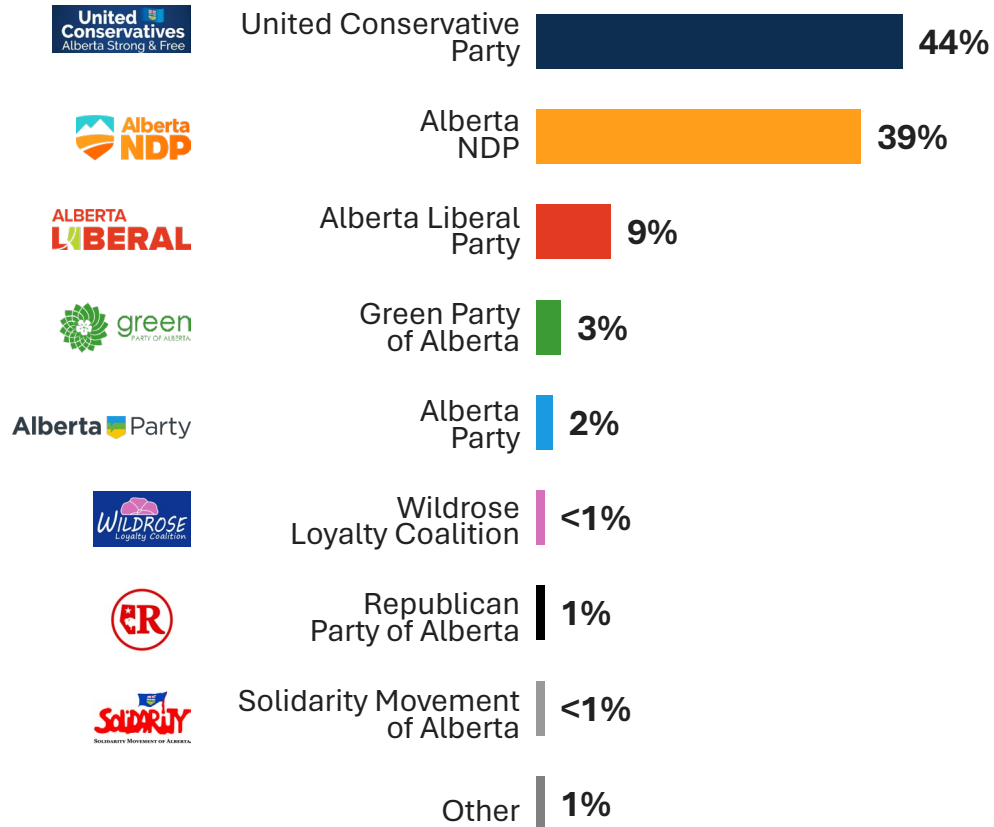
	Oct 2025	May 2025	Jan 2025	Aug 2024	Oct 2025	May 2025	Jan 2025	Aug 2024	Oct 2025	May 2025	Jan 2025	Aug 2024	Oct 2025	May 2025	Jan 2025	Aug 2024	Oct 2025	May 2025	Jan 2025	Aug 2024
Improved	15%	18%↓	22%↑	17%	15%	16%	16%	19%	3%	3%	2%↑	1%	3%	3%↑	2%	2%	3%	3%	2%	2%
Worsened	47%↑	40%	35%	35%	22%↓	27%	25%	21%	10%↓	14%↑	11%	12%	8%	10%	9%	7%	10%	10%	7%	7%
NET Change	-32↑	-22	-13	-18	-7	-11	-9	-2	-7	-11	-9	-11	-5	-7	-7	-5	-7	-7	-5	-5

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

Provincial Voting Intentions (Among Decided Voters)

Q. If an Alberta Provincial election were held here in Alberta tomorrow, which party's candidate would you vote for?

Base: Decided voters (Weighted: n= 859 ; Unweighted: n= 882)

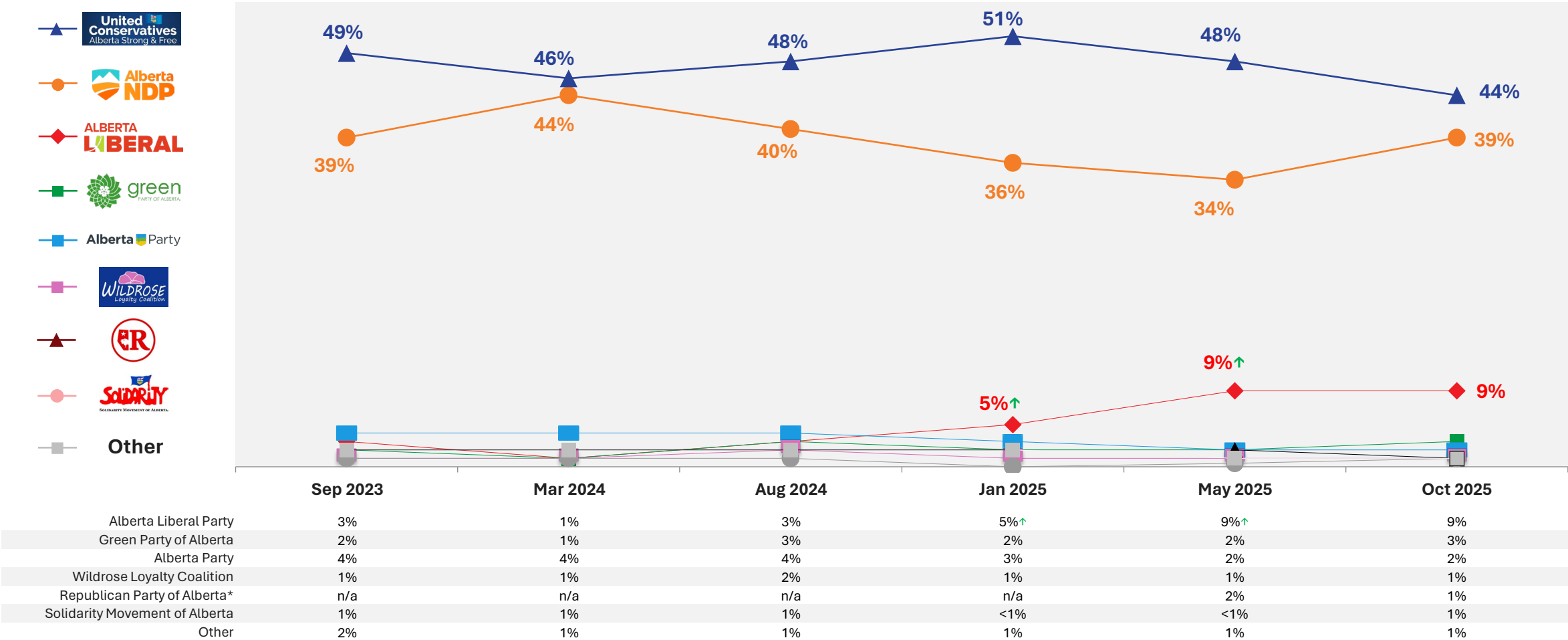


GENDER		AGE			FEDERAL VOTE		
Men	Women	18-34	35-54	55+	Liberal	Conser-vative	NDP
44%	43%	38%	42%	51%	4%	82%	-
35%	42%	34%	43%	39%	70%	10%	96%
11%	7%	18%	9%	2%	21%	2%	1%
3%	3%	4%	3%	1%	1%	1%	1%
2%	2%	2%	1%	3%	1%	2%	-
1%	1%	2%	1%	1%	1%	2%	-
2%	1%	2%	1%	1%	1%	1%	-
1%	1%	1%	1%	-	<1%	<1%	1%
1%	1%	1%	<1%	2%	<1%	1%	1%

Provincial Voting Intentions Over Time (Among Decided Voters)

Q. If an Alberta Provincial election were held here in Alberta tomorrow, which party's candidate would you vote for?

Base: Decided voters (Weighted: n= 859 ; Unweighted: n= 882)



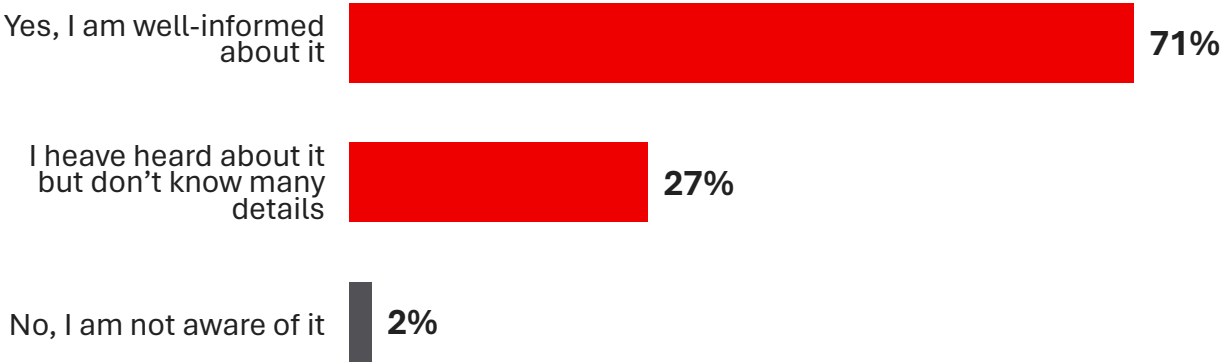
↑ Statistically significantly higher than previous wave.
↓ Statistically significantly lower than previous wave.

Detailed Results – Alberta Teachers Strike Perceptions

Awareness of Alberta Teachers' Strike

Q. Are you aware of the ongoing teachers’ strike in Alberta?

Base: All respondents (Weighted: n= 1,045 ; Unweighted: n= 1,045)



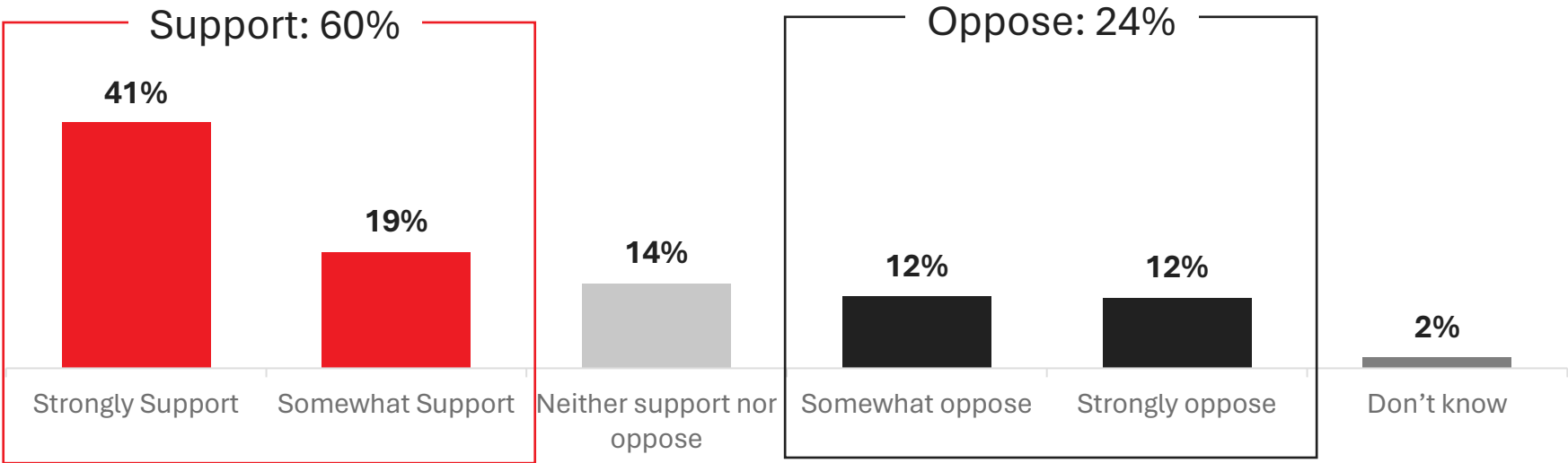
	Total	GENDER		AGE			PROVINCIAL VOTE	
		Men	Women	18-34	35-54	55+	NDP	Conservative
Yes, I am well-informed about it	71%	66%	75%	60%	75%	75%	79%	70%
I have heard about it but don't know many details	27%	31%	24%	35%	24%	25%	20%	28%
No, I am not aware of it	2%	3%	1%	5%	2%	-	<1%	1%

% Statistically significantly higher than total
% Statistically significantly lower than total

Support for Ongoing Teachers' Strike

Q. Overall, do you support or oppose the teachers going on strike this week?

Base: Those aware of ongoing teachers' strike (Weighted: n= 1,032 ; Unweighted: n= 1,032)



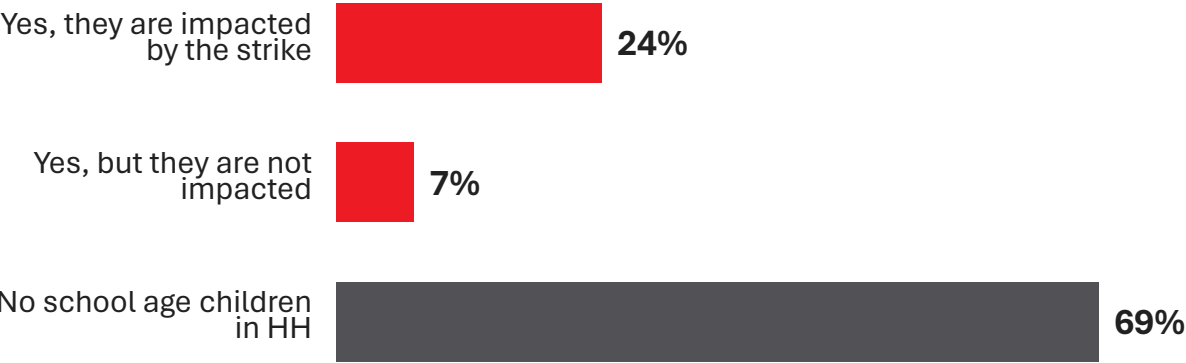
	GENDER			AGE			PROVINCIAL VOTE	
	Total	Men	Women	18-34	35-54	55+	NDP	Conservative
NET Support	60%	53%	67%	69%	61%	53%	85%	34%
Neither	14%	18%	10%	13%	15%	15%	7%	19%
NET Oppose	24%	27%	21%	17%	22%	31%	7%	46%

% Statistically significantly higher than total
% Statistically significantly lower than total

Impact of Teachers' Strike on Households

Q. Do you have school age children in the household that are impacted by the teachers' strike?

Base: Those aware of ongoing teachers' strike (Weighted: n= 1,032 ; Unweighted: n= 1,032)



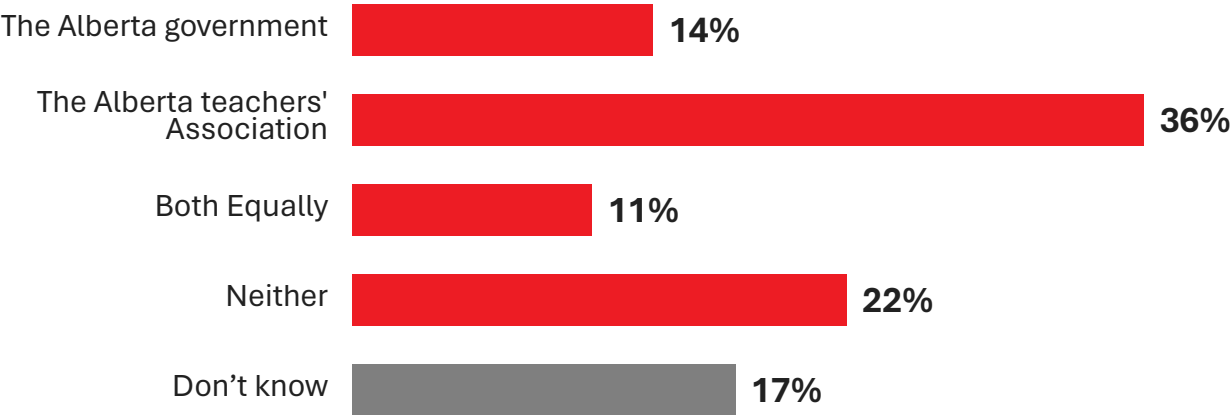
	Total	GENDER		AGE			PROVINCIAL VOTE	
		Men	Women	18-34	35-54	55+	NDP	Conservative
Yes, they are impacted by the strike	24%	24%	24%	21%	45%	5%	20%	22%
Yes, but they are not impacted	7%	8%	6%	13%	9%	1%	8%	5%
No school age children in HH	69%	67%	70%	66%	46%	94%	72%	73%

% Statistically significantly higher than total
% Statistically significantly lower than total

Perceived Handling of Teachers' Strike

Q. In your opinion, which side has done a better job handling the situation leading to the teachers’ strike?

Base: Those aware of ongoing teachers' strike (Weighted: n= 1,032 ; Unweighted: n= 1,032)



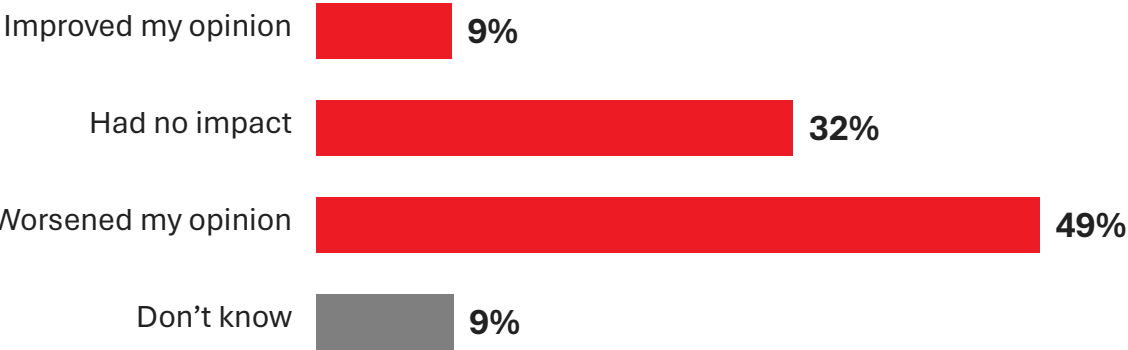
	Total	GENDER		AGE			PROVINCIAL VOTE	
		Men	Women	18-34	35-54	55+	NDP	Conservative
The Alberta government	14%	18%	9%	11%	12%	17%	2%	28%
The Alberta teachers' Association	36%	32%	39%	40%	35%	33%	67%	9%
Both Equally	11%	14%	8%	15%	10%	8%	3%	19%
Neither	22%	21%	23%	13%	26%	26%	19%	26%

% Statistically significantly higher than total
% Statistically significantly lower than total

Impact of Teachers' Strike on Government Opinion

Q. How much has the teachers’ strike affected your opinion of Premier Danielle Smith and the United Conservative Party government?

Base: Those aware of ongoing teachers' strike (Weighted: n= 1,032 ; Unweighted: n= 1,032)



	Total	GENDER		AGE			PROVINCIAL VOTE	
		Men	Women	18-34	35-54	55+	NDP	Conservative
Improved my opinion	9%	14%	5%	13%	7%	9%	<1%	18%
Had no impact	32%	37%	28%	27%	30%	39%	16%	54%
Worsened my opinion	49%	42%	56%	49%	52%	46%	82%	16%

% Statistically significantly higher than total
% Statistically significantly lower than total

Sample Profile

Sample Profile

AB Residents (Unweighted Base n=1,045; Weighted Base n=1,045 unless noted otherwise)

Gender		
	Unweighted	Weighted
Men	467	517
Women	578	528

Region		
	Unweighted	Weighted
Calgary	345	366
Edmonton	335	350
Rest of AB	365	329

Federal Vote Intention		
	Unweighted	Weighted
	n=921	n=898
Liberal Party	347	316
Conservative Party	443	46
NDP	90	73

Age		
	Unweighted	Weighted
18-34	230	300
35-54	279	376
55+	536	370

Provincial Vote Intention		
	Unweighted	Weighted
	n=882	n=859
UCP	369	376
NDP	379	331

Our services

Leger

Marketing research and polling

Customer Experience (CX)

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)

300
employees

185
consultants

8
offices

MONTREAL | QUEBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK



Data-driven intelligence for a changing world.

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