



# PUBLIC OPINION ON WORKERS AGENDA

DETAILED REPORT  
APRIL 17, 2025

**ENVIRONICS**  
RESEARCH

# RESEARCH OBJECTIVE

This survey explores Albertans' support for a variety of policy proposals. These would form the centre piece of a workers' agenda to be promoted in the future by the Alberta Federation of Labour.

# RESEARCH METHODOLOGY

A total of 1,003 Albertans completed this online survey, between April 2 to 14, 2025.

- The survey data are weighted by region, age, and gender to match census data.
- 401 surveys were completed among residents of Calgary, 301 in Edmonton and 301 in the rest of Alberta.
- In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.
- Results under 4% may not be shown on some charts.

# KEY TAKEAWAYS

## POLITICAL ATTITUDES, VOTING INTENTION, PERCEPTIONS TOWARDS WAGES & LABOUR RIGHTS & DEALING WITH TRUMP

**General Political Attitudes.** A majority of Albertans now think the province is on the wrong track. Political preferences are divided at both the provincial and federal levels, with the NDP narrowly ahead provincially and with federal Conservative support well below past levels – particularly in the two major cities.

**Attitudes Towards Wages & Labour Rights Policies.** Albertans show broad support for measures aimed at improving affordability and strengthening worker protections. Roughly half strongly support increasing public sector wages and raising the minimum wage to keep pace with inflation. There is also general support for expanding labour rights including unionization, a Gig Workers' Bill of Rights, and anti-scab legislation. Measures like regulating power pricing, introducing rent and grocery price controls, and investing in public affordable housing also receive strong backing, reflecting growing concern about affordability and economic fairness.

**Dealing with Trump.** Most Albertans view Donald Trump as a bully and believe Canada should take a firm stand in response to his threats. A strong majority see this as a chance to build a more resilient economy, even if it means using Alberta oil as leverage. Opinions on Premier Danielle Smith's approach are more disapproving than approving and overall public sentiment leans toward assertive, Canada-first strategies in the face of U.S. economic pressures.

# KEY TAKEAWAYS

## DEFENDING AGAINST TRUMP & SUPPORT OF PROPOSED MEASURES

**Albertans support bold, local responses to U.S. trade threats**, including provincewide "buy Canadian, buy local, buy union" campaigns and banning American alcohol products. Many see Trump's actions as both a threat and an opportunity for Alberta to assert greater independence and invest into the economy. There is strong support for shifting toward electrification, reducing reliance on American-owned energy firms, and repurposing Alberta's oil and gas resources for manufacturing. There is some uncertainty, however, around creating a publicly owned Crown corporation to lead this transition.

**Preserving Public & Health & Safety Services.** Albertans show strong support for improving public services, particularly through increased staffing, better wages, and improved ratios in health care and education. There is also strong backing for employer-provided PPE and ensuring public health policy is guided by experts. Opinions are more mixed on phasing out private surgical facilities and bringing all long-term senior care into the public system.

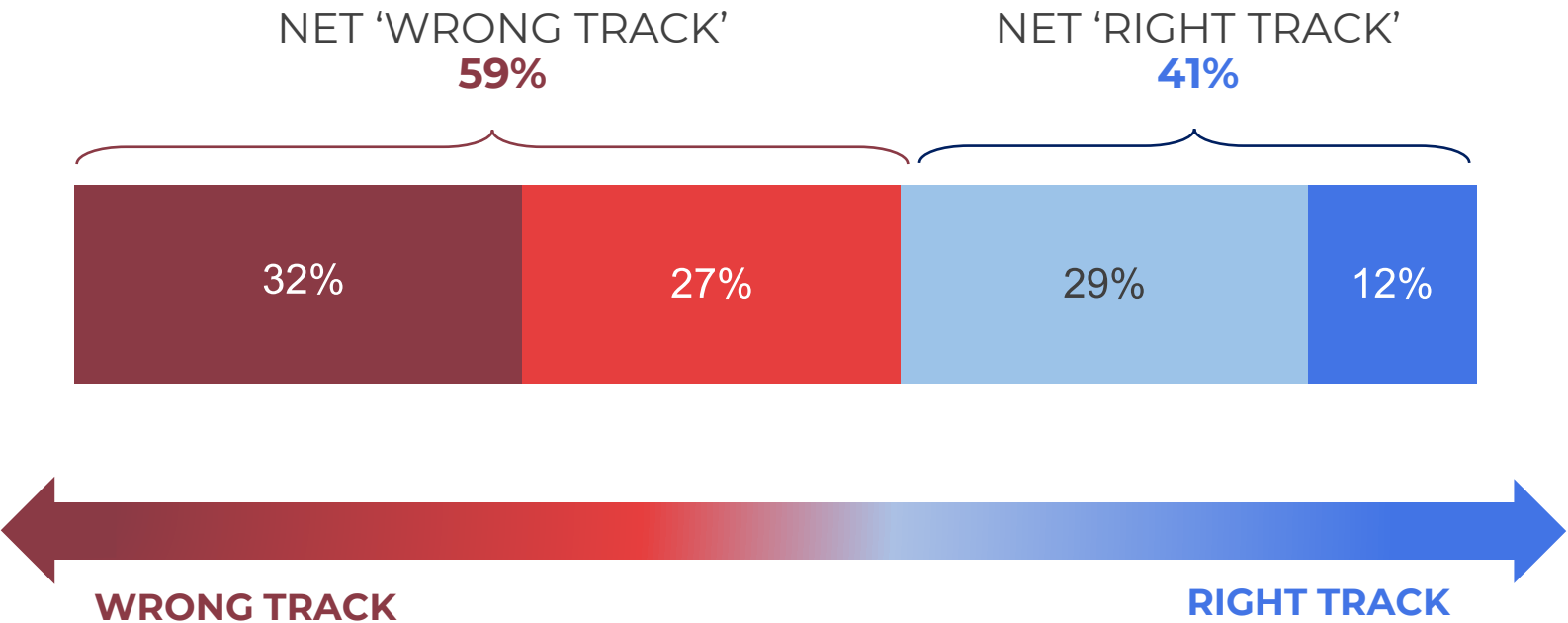
When it comes to **culture & democracy**, Albertans generally support measures to strengthen democracy, particularly stronger whistleblower protections and fines to combat misinformation. Opinions are more divided on restoring union political advocacy rights and creating a publicly funded media outlet for Alberta.

# GENERAL POLITICAL ATTITUDES

# POLITICAL ATTITUDES | **DIRECTION OF ALBERTA**

Si in ten Albertans think the province is currently on the wrong track.

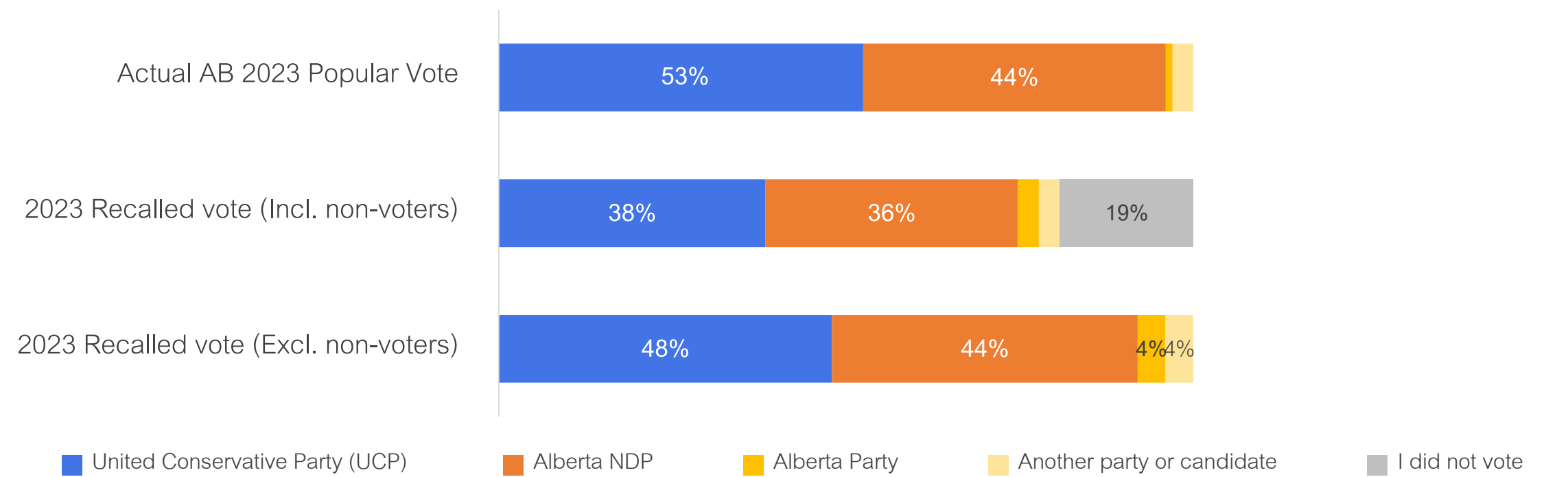
Q1. Thinking about the way things are going these days in Alberta, to what extent would you say that the province as a whole is on the right track, or the wrong track?



# POLITICS | RECALLED 2023 ALBERTA VOTE

Recalled 2023 provincial vote is consistent with actual election results for the Alberta NDP. There is some overreporting of having voted for the Alberta Party or other parties and underreporting of UCP support.

Q2. Which party did you vote for in the most recent Alberta provincial election that took place in May 2023?



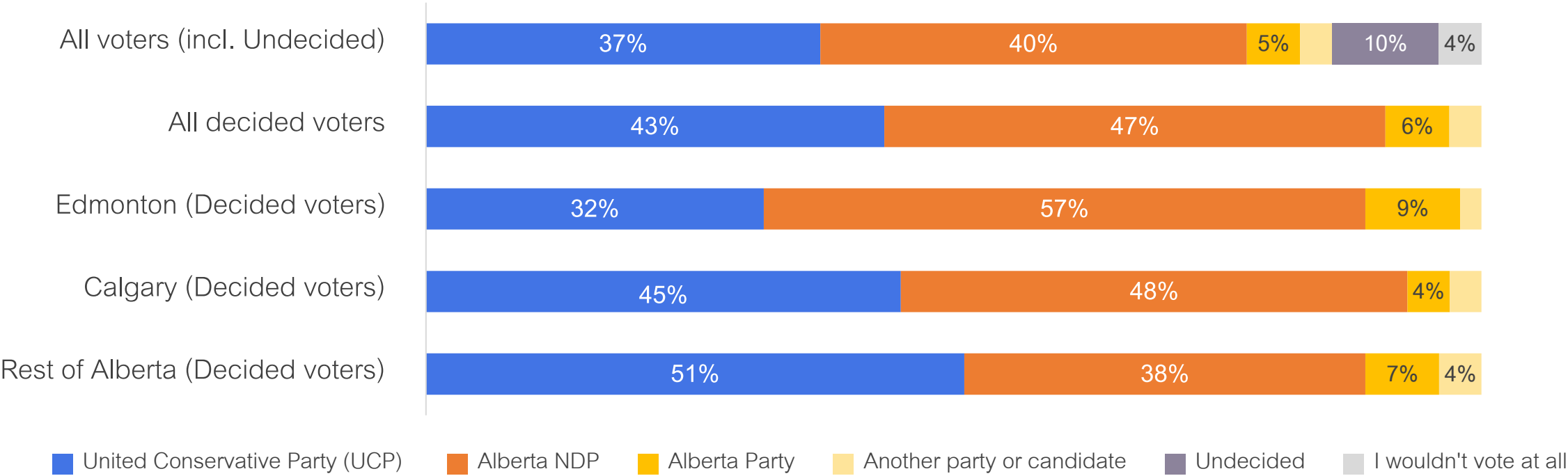


# POLITICS | CURRENT PROVINCIAL VOTE INTENTION

The Alberta NDP currently leads the UCP by four points among decided voters. The NDP has a 25-point lead in Edmonton while Calgary is virtually a dead heat. The UCP has a solid lead in the rest of Alberta.

Q3. If a new Alberta provincial election were held tomorrow, which party would you vote for?

Q4. Even though you are undecided, is there a party you might be leaning towards supporting, or are you totally undecided? (excl. totally undecided; n=867)



# **WAGES, LABOUR RIGHTS & AFFORDABILITY**

# SUPPORT | **WAGES & LABOUR RIGHTS POLICIES**

Large majorities of Albertans support increasing public sector wages to keep pace with rising prices and raising and indexing the minimum wage to \$20 per hour. Most also support scrapping the Temporary Foreign Workers Program and banning “double breasting”.

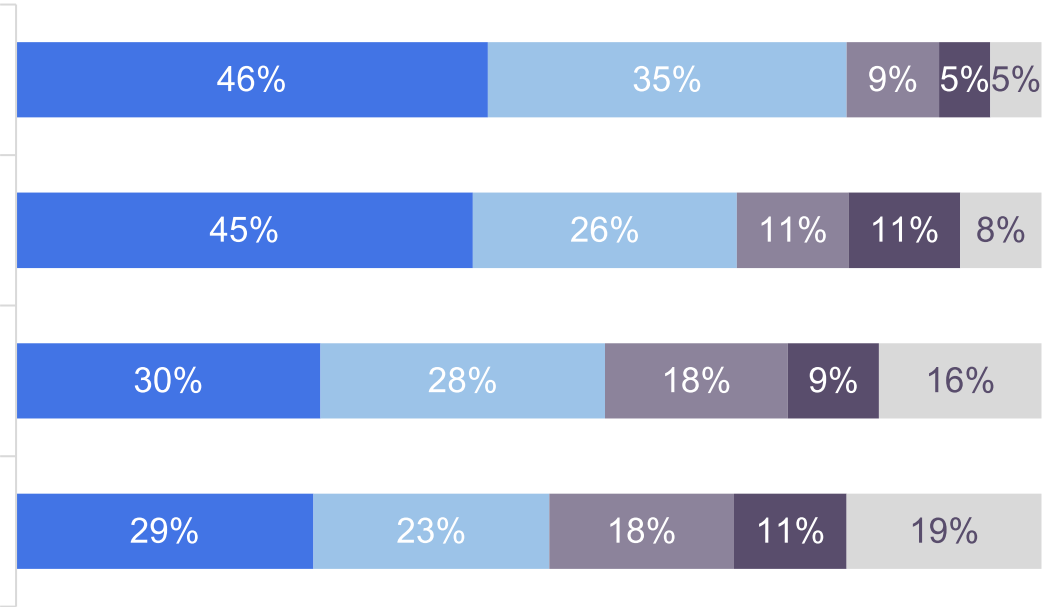
Q7. To what extent would you support or oppose each of the following things that some people say could help give working people more bargaining power and address the problem of wages not keeping up with the cost of living?

Ensure that public sector wages increase to keep up with rising prices, so we can attract and retain the staff we need in sectors like education, health care and municipalities.

Raise the minimum wage in Alberta to \$20/hour and then adjust it annually to keep up with inflation.

Scrap the Temporary Foreign Worker program and other guest worker programs that are being used to drive down wages

Ban “double breasting” in Alberta’s construction sector. This is when a company spins off a new branch or subsidiary in order to prevent employees from joining or forming a union.

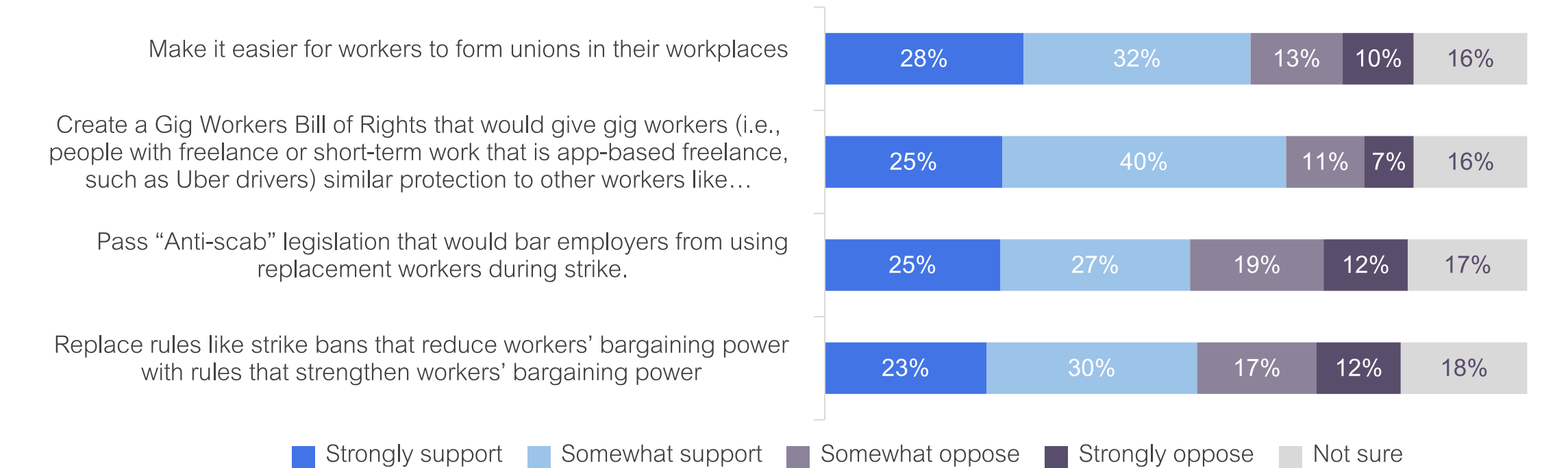


Strongly support    Somewhat support    Somewhat oppose    Strongly oppose    Not sure

# SUPPORT | **WAGES & LABOUR RIGHTS POLICIES**

Most Albertans also express support for making it easier for workers to form unions, creating a Gig Workers' Bill of Rights, and passing anti-scab legislation that would prohibit employers from using replacement workers during a strike.

Q7. To what extent would you support or oppose each of the following things that some people say could help give working people more bargaining power and address the problem of wages not keeping up with the cost of living?



# SUPPORT | MEASURES TO IMPROVE AFFORDABILITY

Majorities of Albertans show support for each of the proposed measures, however those more likely to garner strong support includes regulating Alberta power pricing like they do in other provinces and bringing in rent controls to prevent landlords from raising rents as high as they want.

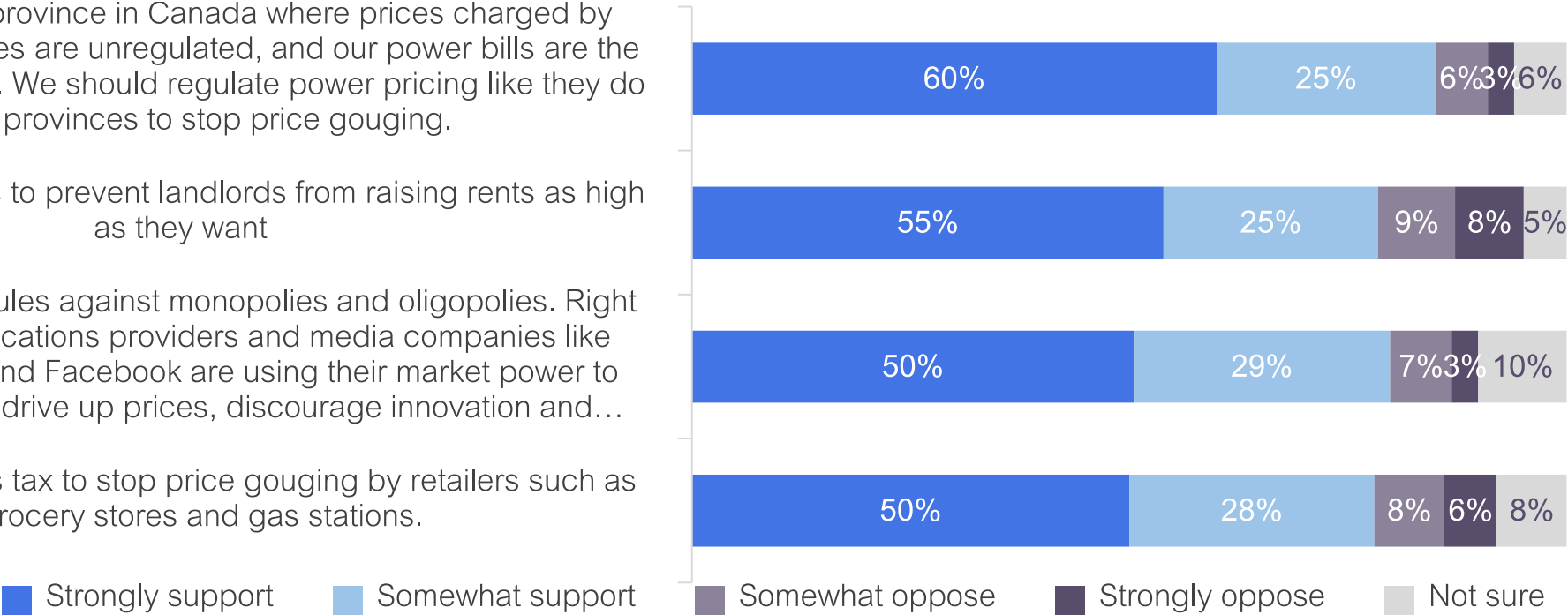
Q8. To what extent would you support or oppose each of the following proposed measures that some people say could help make life more affordable?

Alberta is the only province in Canada where prices charged by electrical power utilities are unregulated, and our power bills are the highest in the country. We should regulate power pricing like they do in other provinces to stop price gouging.

Bring in rent controls to prevent landlords from raising rents as high as they want

Stronger laws and rules against monopolies and oligopolies. Right now, telecommunications providers and media companies like Amazon, Google and Facebook are using their market power to crush competition, drive up prices, discourage innovation and...

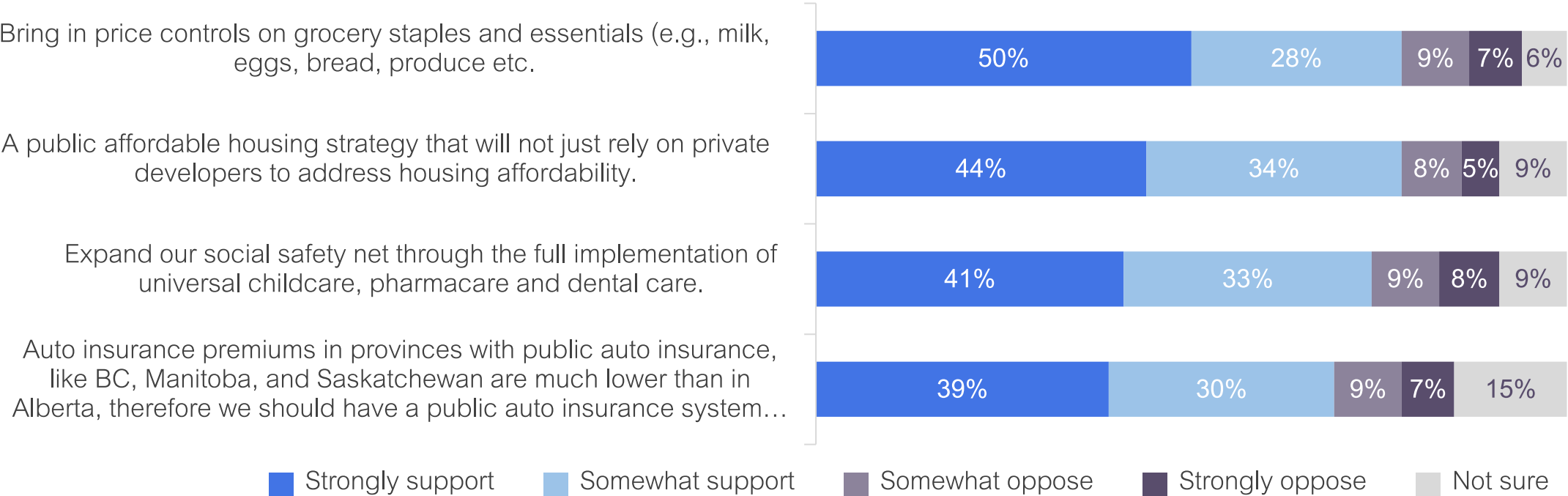
An excess profits tax to stop price gouging by retailers such as grocery stores and gas stations.



# SUPPORT | MEASURES TO IMPROVE AFFORDABILITY

Albertans overwhelmingly support affordability measures such as price controls on grocery staples and essentials, a public affordable housing strategy, expanding the social safety net and public auto insurance.

Q8. To what extent would you support or oppose each of the following proposed measures that some people say could help make life more affordable?

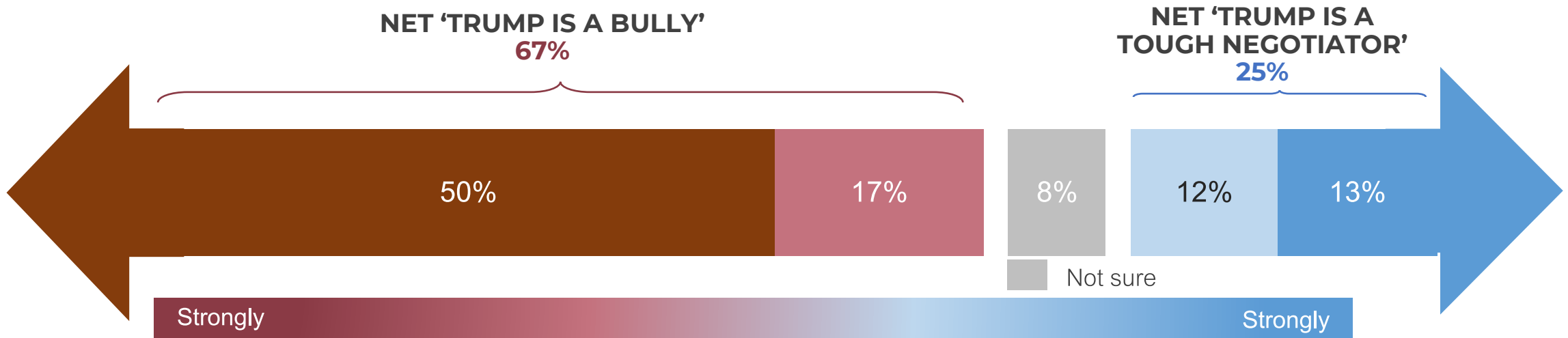


# DEALING WITH TRUMP

# OPINION | DEALING WITH TRUMP

Two-thirds of Albertans believe that Donald Trump is a bully and that the best approach is to stand up to him. In contrast, just one-quarter take the alternate view that he is a tough negotiator who simply needs some 'wins' but with whom it's still possible to do business.

Q9. Here are two views on how to deal with Donald Trump. Which is closer to your own point of view?



**Donald Trump is a bully. Everyone knows that the best way to make bullies back down is to stand up to them. That's what we need to do with Trump - Stand up to him.**

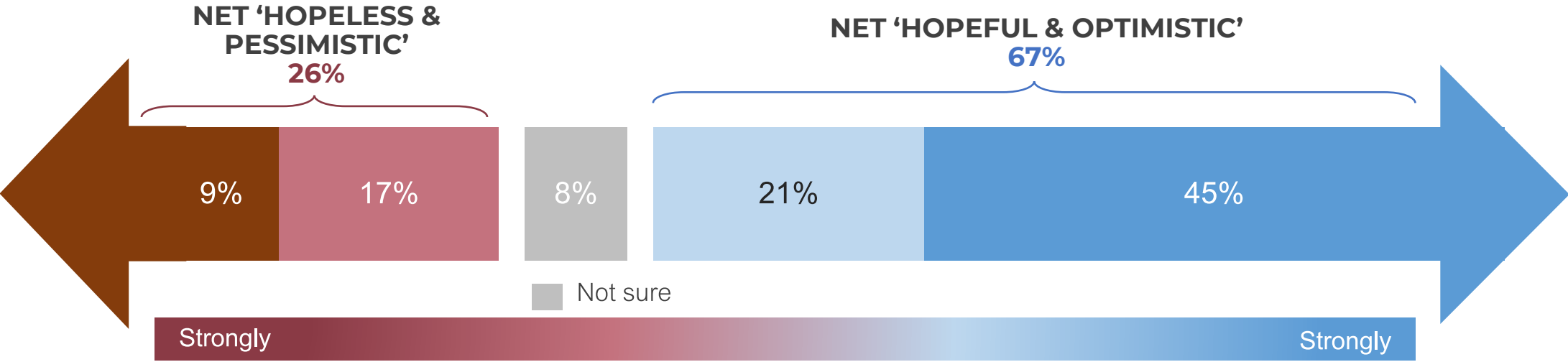
**Donald Trump is a tough negotiator but we can do business with him. What we need to do is give him some "wins" and that way we can get him to back down on his threats.**



# OPINION | OPTIMISM VS PESSIMISM

In response to Trump’s threats of tariffs and annexation, two-thirds of Albertans feel hopeful and optimistic—viewing this moment of crisis as an opportunity to build a more resilient economy. In contrast, one-quarter feel hopeless and pessimistic about Canada’s future without a strong relationship with the U.S.

Q10. With Trump’s threats of tariffs and annexation, many Canadians are feeling strong emotions. Which of these two statements is closer to how you feel?



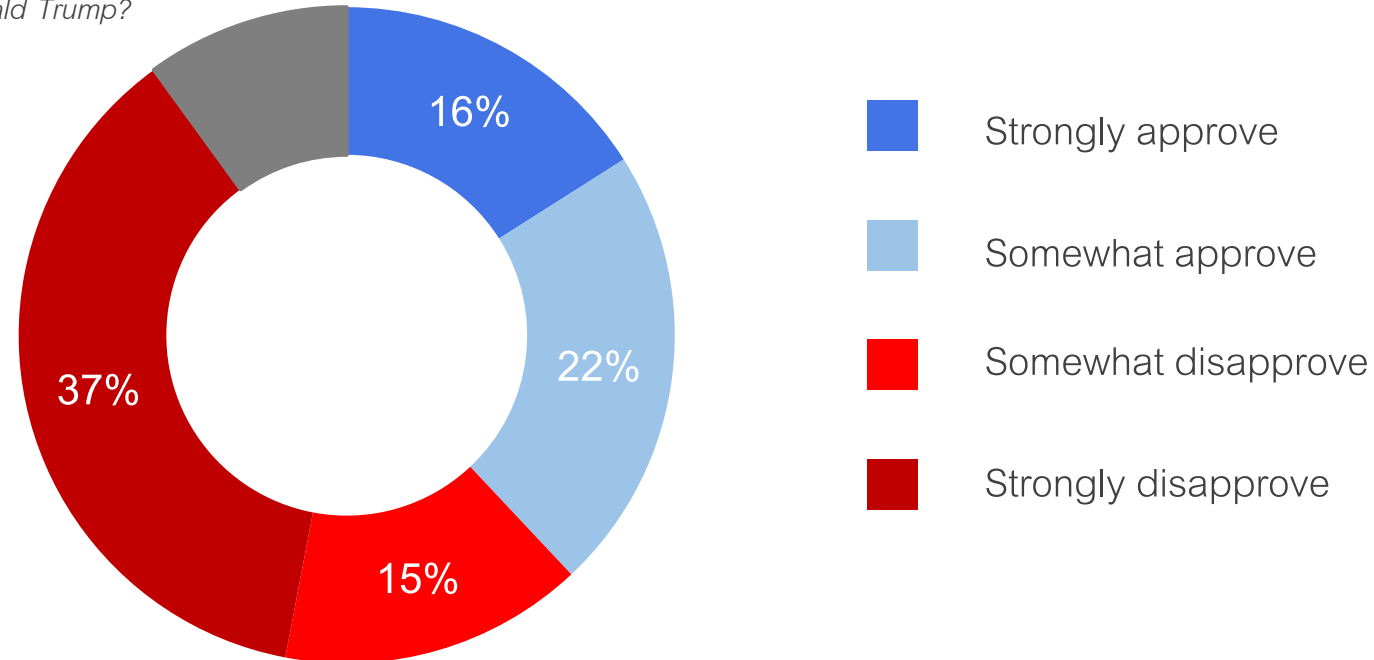
I feel hopeless and pessimistic because our economy and our society won’t survive if we can’t maintain our traditional strong relationship with the United States.

I feel hopeful and optimistic because this moment of crisis can be an opportunity for us to renew our democracy and build a more independent and resilient economy

# APPROVAL | DANIELLE SMITH'S APPROACH TO TRUMP

Over half of Albertans disapprove of Danielle Smith's approach to dealing with Donald Trump, including more than a third who strongly disapprove. In contrast, four in ten express approval of her approach. Ten percent have no opinion.

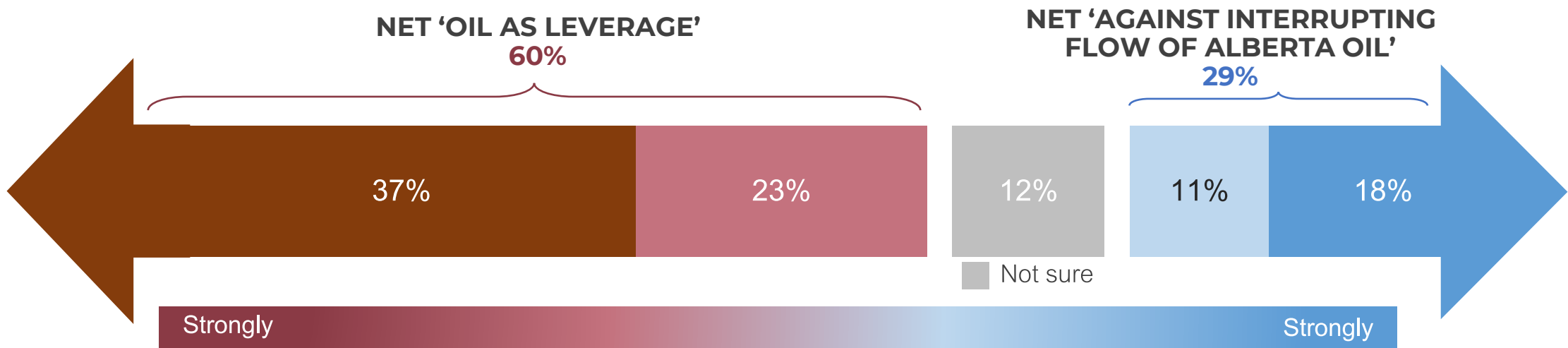
Q11. *Premier Danielle Smith has taken a different approach to dealing with Donald Trump and his threats against Canada than most other Canadian premiers. Instead of supporting pushing back against Trump through policies like counter tariffs and bans on the sale of American products, Smith has focused on what she describes as "diplomacy". She has travelled repeatedly to the US to meet with allies and supporters of Trump. To what extent do you approve or disapprove of Danielle Smith's approach to dealing with Donald Trump?*



# OPINION | HOW TO RESPOND TO TRUMP

Six in ten Albertans agree it should be made clear that Alberta oil could be used as leverage to defend Canada against Trump. Three in ten agree with Danielle Smith opposing any measures that would disrupt the flow of Alberta oil to the U.S.

Q12. Here are two views on how we should respond to Donald Trump. Which is closer to your own point of view?



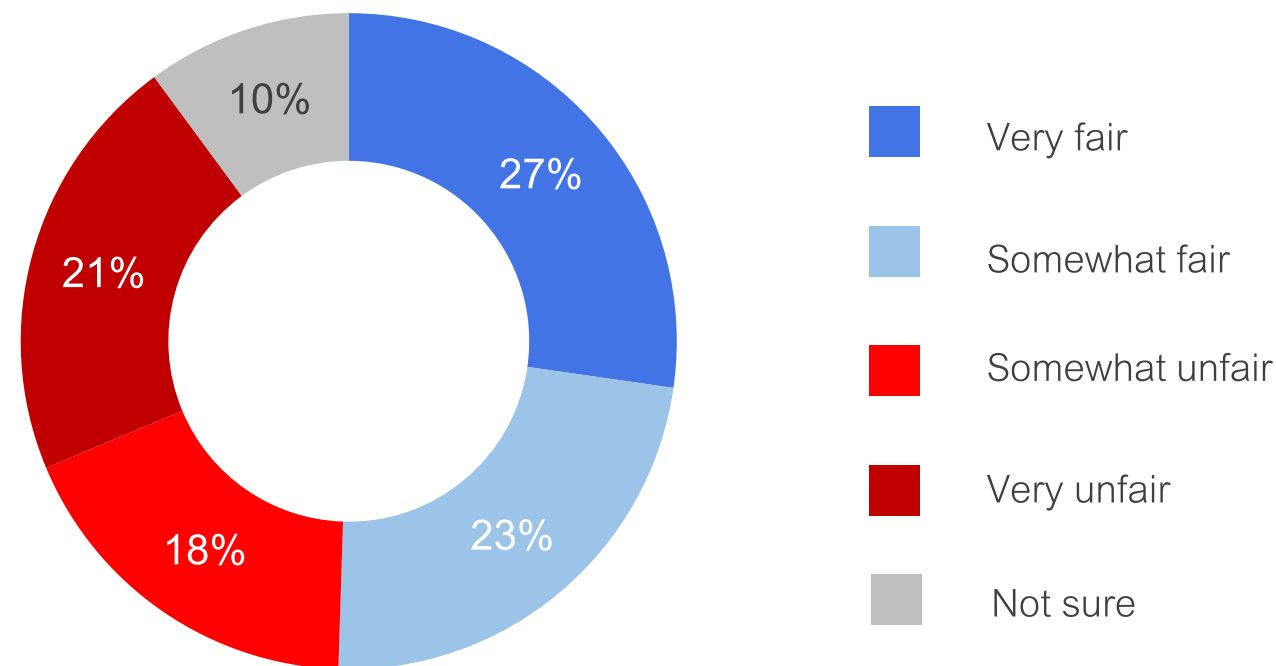
**Alberta Federation of Labour president Gil McGowan says we should make it clear to the Americans that we're willing to use our oil as leverage to defend Canada against Trump's attacks on our economy and our sovereignty**

**Danielle Smith says she will never support any measure that interrupts the flow of Alberta oil to the US, even if the Trump continues with his tariff policies and threats to make Canada the 51st state.**

# OPINION | DANIELLE SMITH A TRAITOR?

Albertans are split between whether it is a fair to describe Danielle Smith as a ‘traitor’ over her approach to dealing with Trump. Half say it is a fair description; four in ten say it is not with one in ten unsure.

Q13. Some people have described Danielle Smith as a “traitor” for the way she has chosen to deal with Donald Trump. Do you think that is a fair or unfair way to describe her?

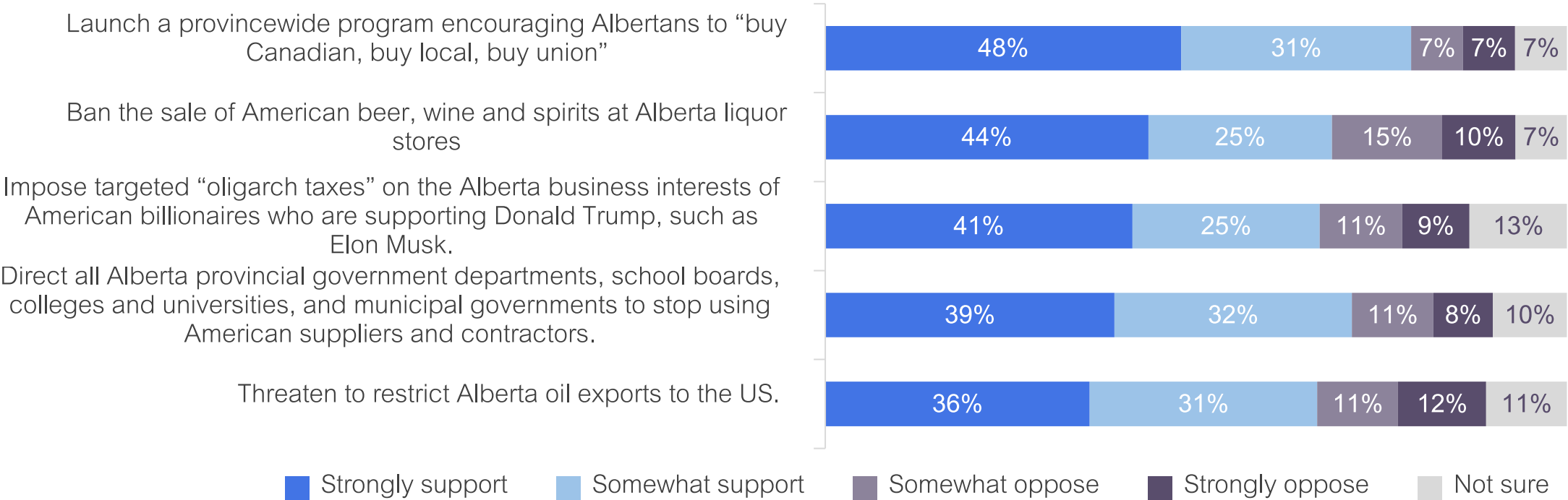


# DEFENCE AGAINST TRUMP & TRADE WAR

# SUPPORT | PROPOSED MEASURES TO DEFEND CANADA

Large majorities of Albertans support a variety of measures to defend Canada such as a 'buy Canadian, buy local, buy union' campaign, banning the sale of American products in Alberta liquor stores, “oligarch taxes”, directing Alberta agencies to stop buying from American suppliers and threatening to restrict oil exports.

Q14. To what extent would you support or oppose each of the following proposed measures that some people say could help defend against the economic impact of Donald Trump's trade war and annexation threats on Canada?



# AGREEMENT | LONG-TERM STRATEGIES FOR ALBERTA

The vast majority of Albertans at least somewhat agree that Trump’s attacks on Canada are an opportunity to step out of America’s shadow and become more self-reliant, that we need more investment in human, social and physical capital, that we need to transform Alberta into adding more value to natural resources and that breaking down barriers to inter-provincial trade should be a race to the top not to the bottom.

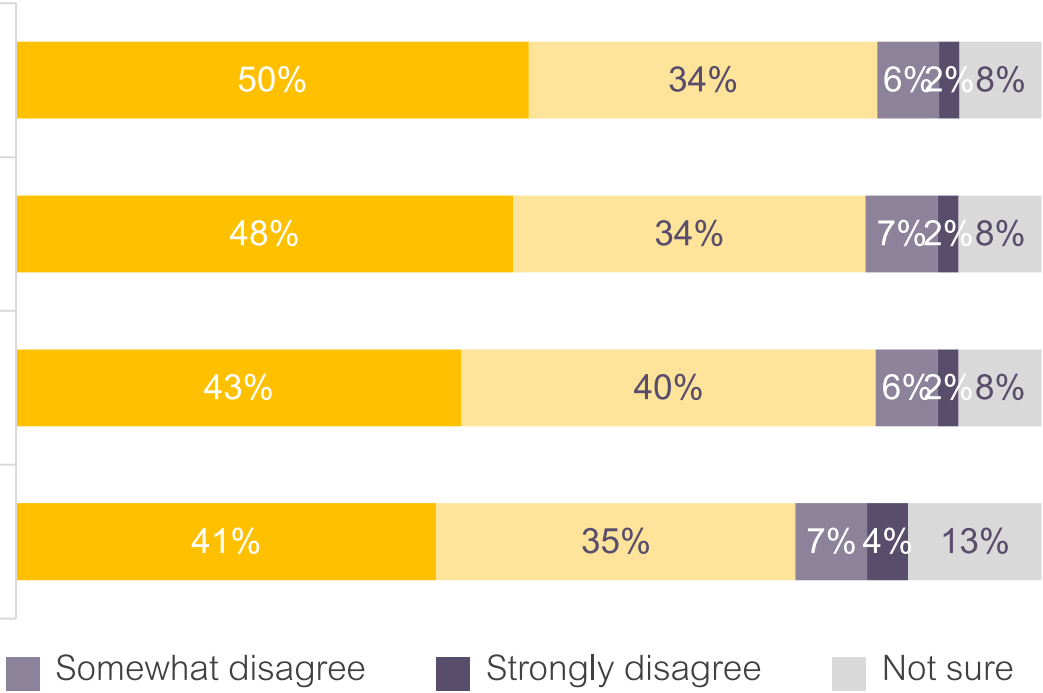
Q15. To what extent do you agree or disagree with each of the following statements about longer terms strategies for Alberta and Canada in the wake of Donald Trump's attacks on our economy and our sovereignty?

Trump's attacks on our economy and our sovereignty are a threat; but they can also be an opportunity for us to step out of America's shadow and becoming a more independent, self-reliant country.

If we want to increase productivity we need more investment in human, social and physical capital such as infrastructure, health care, education.

We need to transform Alberta from a resource-exporting province into an industrial powerhouse that creates jobs and prosperity by adding value to its resources instead of exporting them raw.

If we are going to down barriers between provinces by standardizing rules and regulations, we need to make sure it's a race to the top in terms of protections for workers, consumers and the environment...



# AGREEMENT | LONG-TERM STRATEGIES FOR ALBERTA

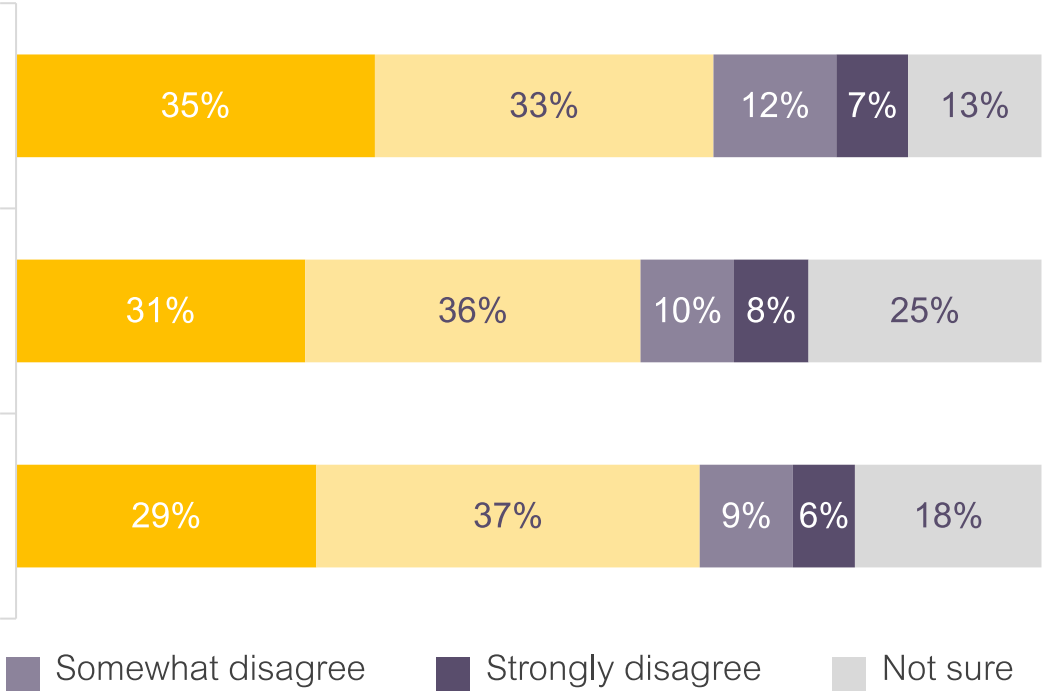
Most at least somewhat agree that Alberta needs to accelerate the electrification of its economy, that a publicly owned provincial Crown corporation to lead an economic transition should be established, and that Alberta should shift from using oil and gas for fuel production to using them for manufacturing materials.

Q15. To what extent do you agree or disagree with each of the following statements about longer term strategies for Alberta and Canada in the wake of Donald Trump's attacks on our economy and our sovereignty?

We need to accelerate the electrification of the Alberta economy, so we're not left behind as the rest of the world moves towards a lower-carbon economy.

American-owned or dominated energy companies cannot be trusted to act in the best interests of Albertans. We need a publicly owned provincial Crown Corporation to lead the reorientation of the Alberta economy.

Alberta should switch from using our oil and gas to make fossil fuels to using our oil and gas to make materials. For example, oil sands bitumen could be used to make carbon fibres that the world needs. This would make us less dependent on selling fuel to



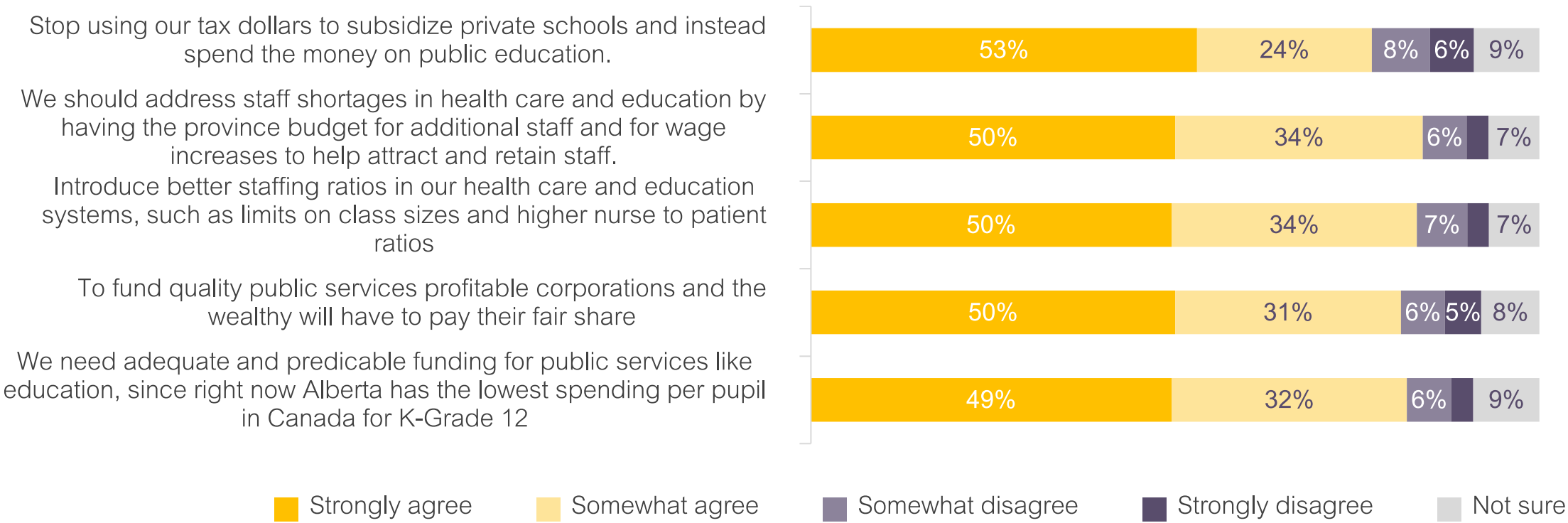


# **PRESERVING PUBLIC SERVICES**

# AGREEMENT | PUBLIC SERVICES IN ALBERTA

Large majorities of Albertans agree with a variety of measures to improve public services such as ending subsidies to private schools, addressing staff shortages by increasing the provincial budget for staffing and wage increases, as well as introducing improved staffing ratios in Alberta’s health care and education systems.

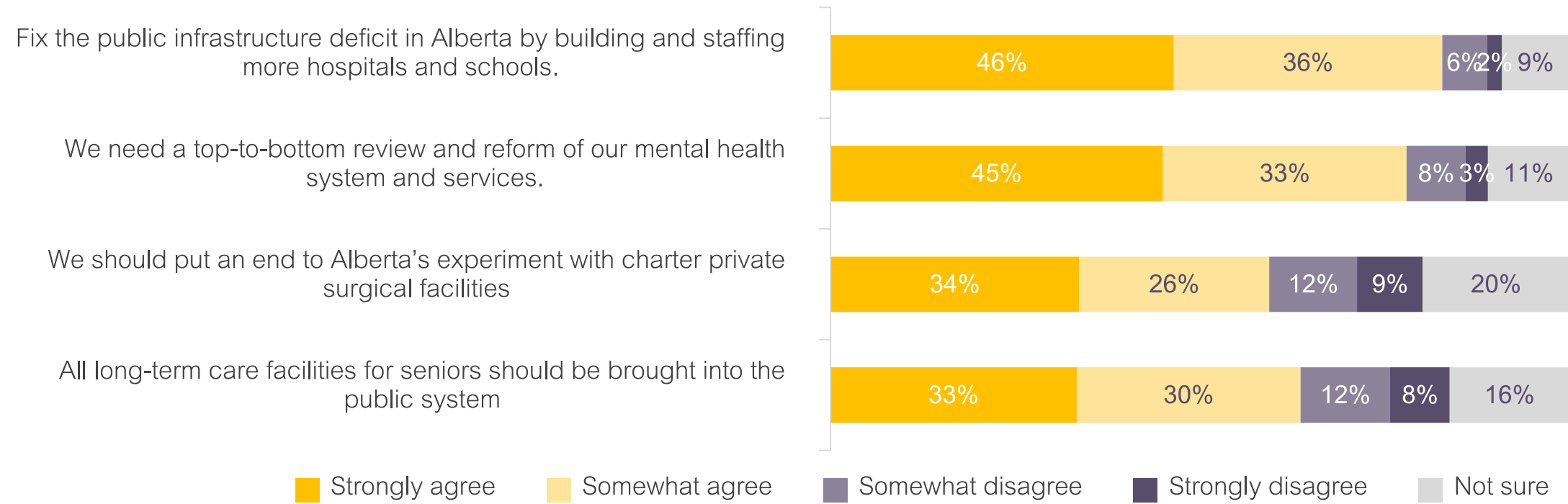
Q16. To what extent would you agree or disagree with each of the following statements about how to address the state of public services in Alberta?



# AGREEMENT | PUBLIC SERVICES IN ALBERTA

There are high levels of agreement with building and staffing more hospitals and schools and reforming mental health services. Agreement is more muted with regard to ending Alberta’s use of chartered private surgical facilities and bringing all long-term care facilities for seniors into the public system.

Q16. To what extent would you agree or disagree with each of the following statements about how to address the state of public services in Alberta?

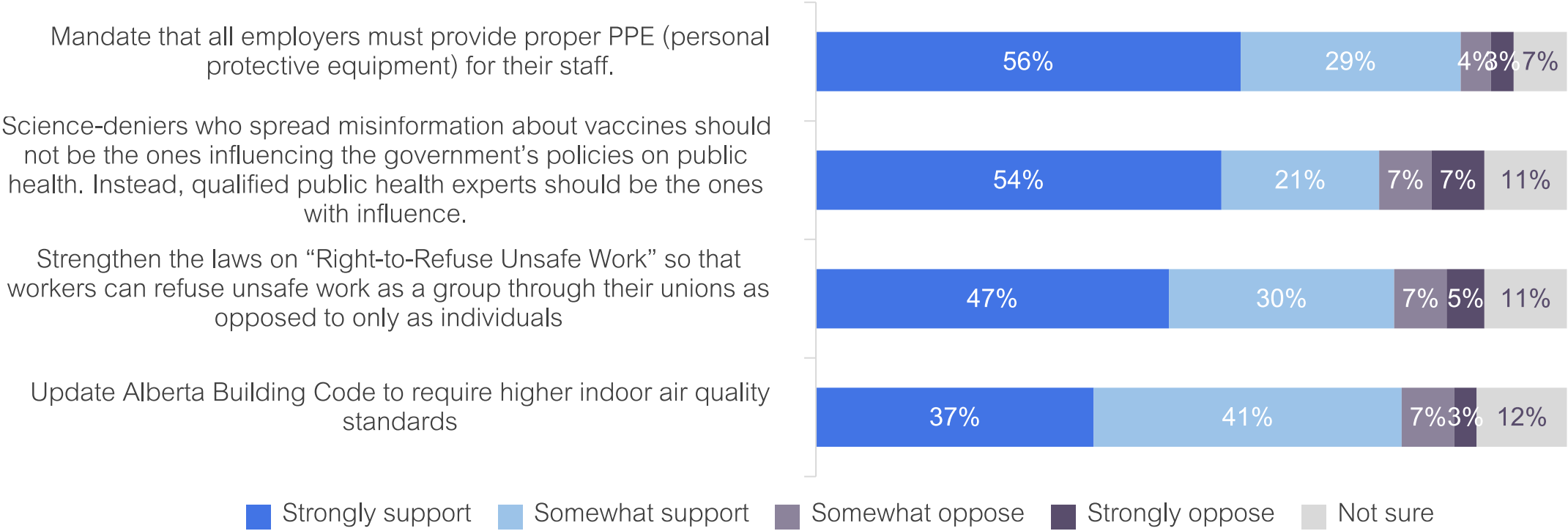


# HEALTH & SAFETY

# SUPPORT | HEALTH CARE & SAFETY MEASURES

Strong majorities of Albertans support mandating the provision of PPE for staff, that public health experts should be the ones influencing policies on public health, rather than science-deniers and laws on “Right to Refuse Unsafe Work” laws.

Q17. To what extent would you support or oppose each of the following proposed measures that deal with health care and safety in Alberta?



# SUPPORT | PUBLIC HEALTH MEASURES

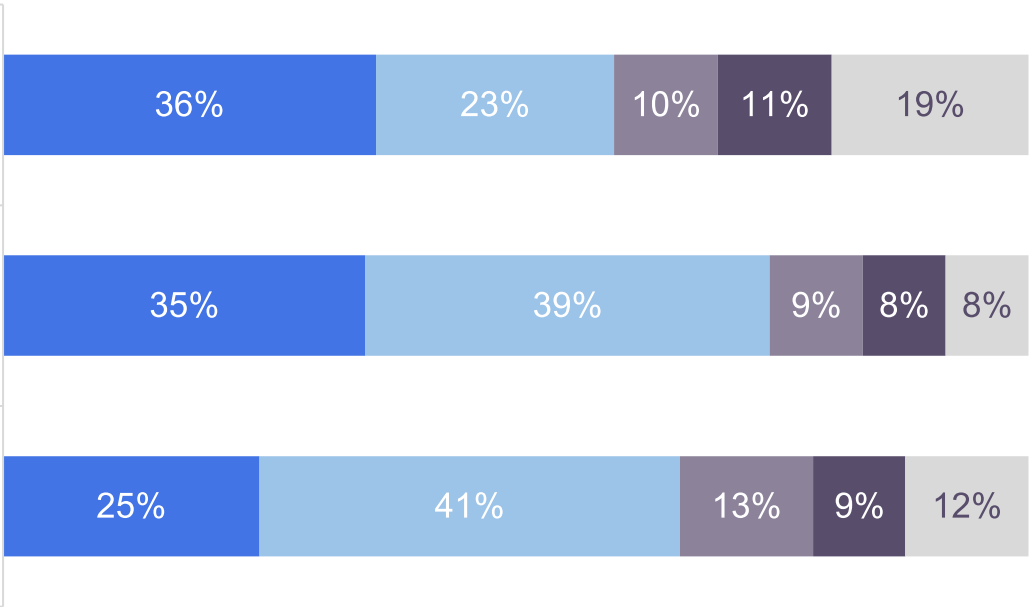
Strong majorities of Albertans support reinstating public health programs that were eliminated after the the pandemic, as well as implementing a stronger pandemic preparedness strategy and funding research on Long Covid.

Q17. To what extent would you support or oppose each of the following proposed measures that deal with health care and safety in Alberta?

The UCP government fired Deena Hinshaw, the Chief Medical Officer of Health during the Covid pandemic, and eliminated many public health programs, such as vaccine promotion. This was a mistake. These public health programs should be reinstated

Implement a stronger pandemic preparedness strategy so we are better prepared for the next pandemic.

Fund research on treatments and specialized clinics for Long Covid



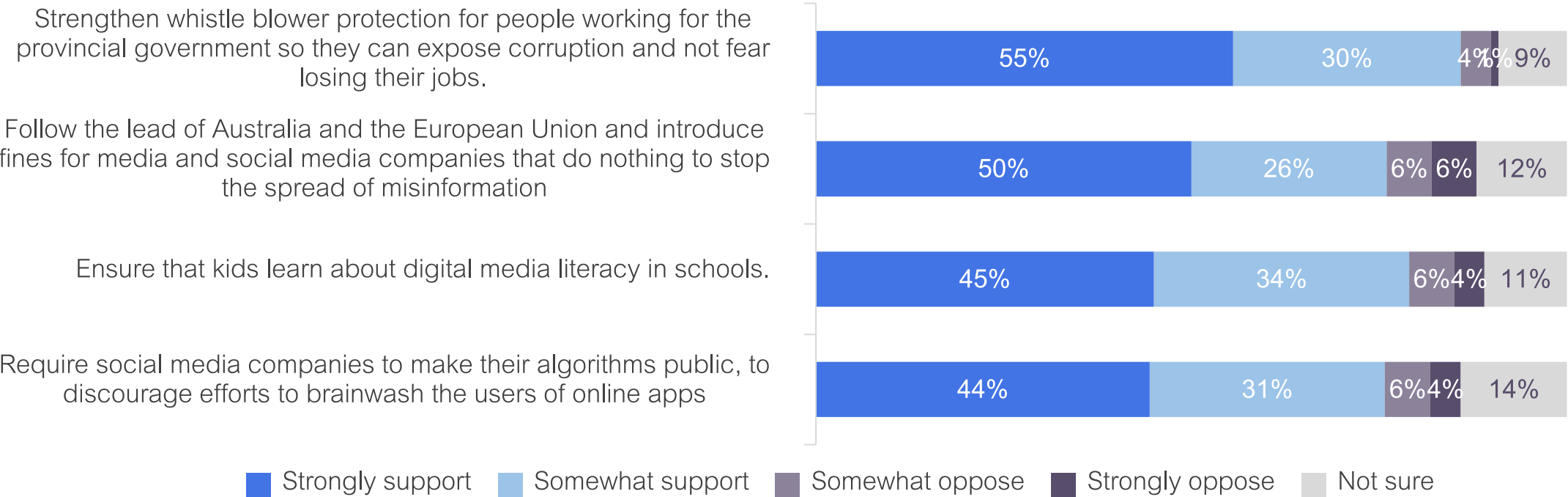
Strongly support   Somewhat support   Somewhat oppose   Strongly oppose   Not sure

# CULTURE & DEMOCRACY

# SUPPORT | CULTURE & DEMOCRACY POLICIES

Majorities support proposed measures related to culture and democracy, such as strengthening whistleblower protections for provincial government employees, fines to curb the spread of misinformation, teaching kids about digital media literacy and requiring social media companies to make algorithms public.

Q18. To what extent would you support or oppose each of the following proposed measures that deal with issues around culture and democracy?

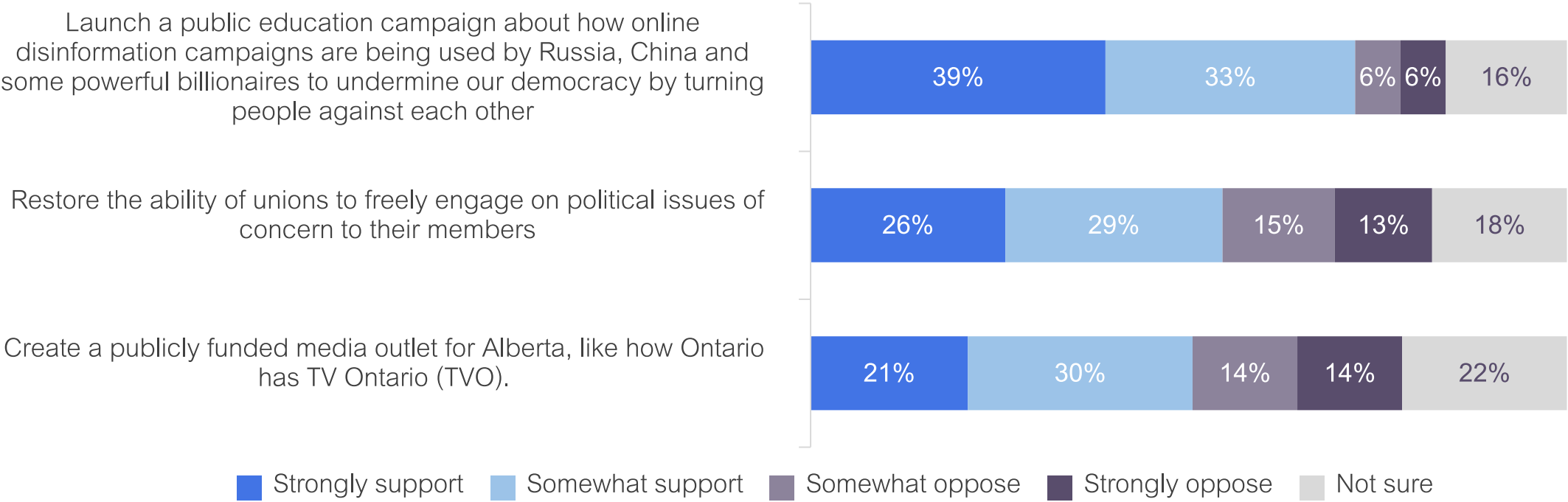




# SUPPORT | CULTURE & DEMOCRACY POLICIES

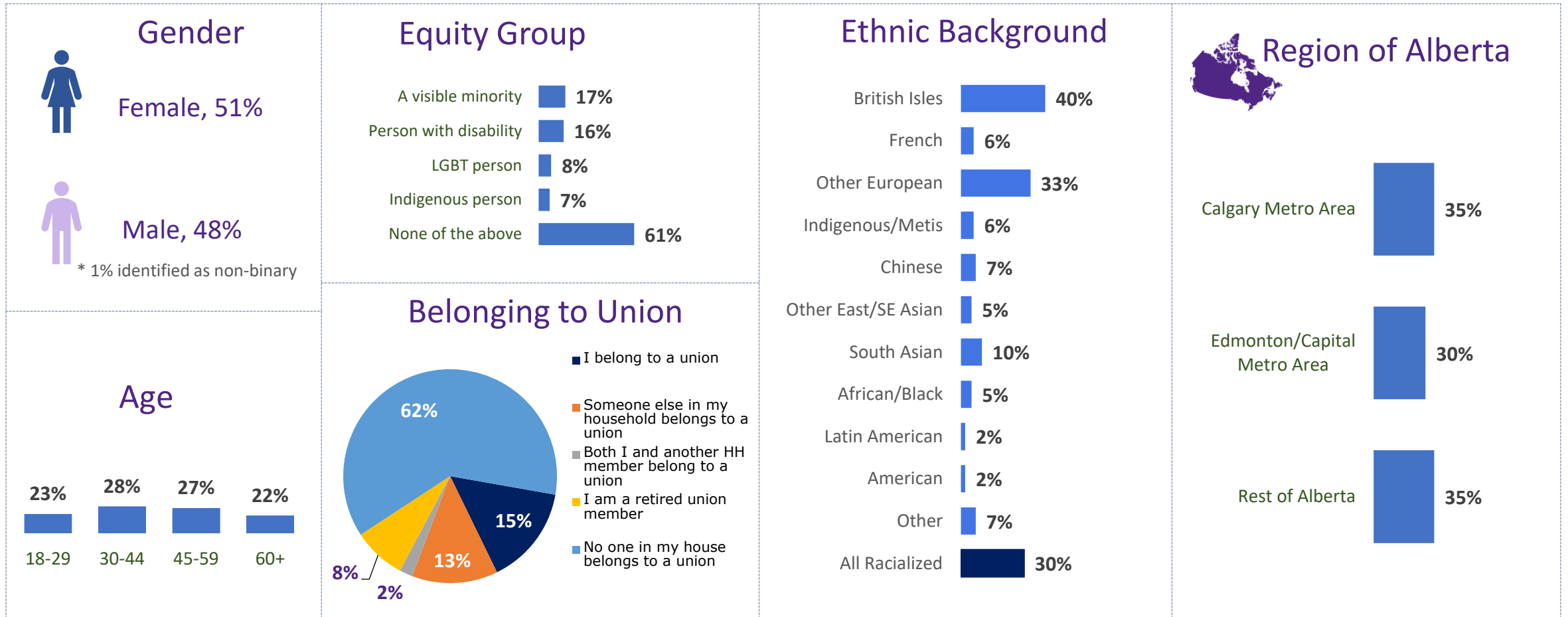
A large majority support a public education campaign about online disinformation. Smaller majorities support restoring the ability of unions to freely engage on political issues of concern to their members and creating a publicly funded media outlet for Alberta.

Q18. To what extent would you support or oppose each of the following proposed measures that deal with issues around culture and democracy?



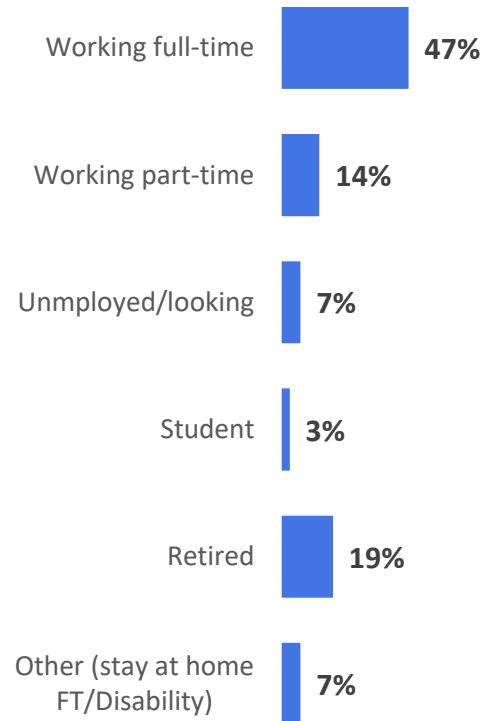
# RESPONDENT CHARACTERISTICS

# SAMPLE CHARACTERISTICS

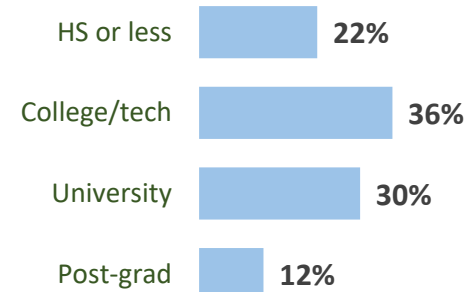


# SAMPLE CHARACTERISTICS

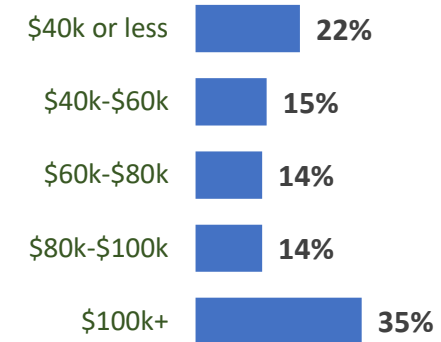
## Employment



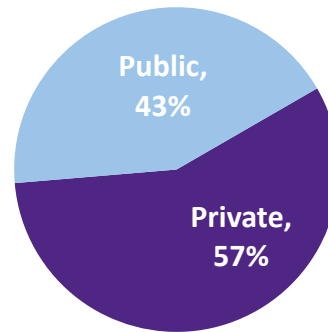
## Level of Education



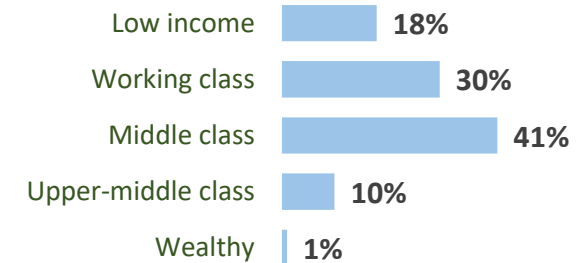
## Household Income



## Sector of Work



## Self-Described Economic Class



# CONTACT



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