



Alberta Pulse Check

October 2026



Methodology



Methodology

Online survey among Alberta residents 18 years of age or older: n=1,001.

Respondents were randomly recruited using LEO's online panel.



When

Data collection from October 2-October 4, 2026.

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



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 population of Alberta.

Methodology



Significant Differences

↑ / ↓ indicates a significantly **higher** / **lower** proportion than the previous wave in August 2026.

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

Albertans are heading into the referendum highly engaged, with a clear preference to remain in Canada, but the debate is exposing deep political and economic divisions

The referendum enters its final stretch with a clear advantage for remaining in Canada. Seven-in-ten Albertans (70%) say Alberta should remain a province of Canada, compared with 22% who support beginning the legal process toward a separation referendum. Support for remaining in Canada has increased since August, while only 7% remain undecided. The divide, however, is highly political: virtually all NDP voters favour remaining, while UCP voters are almost evenly split between the two options.

Turnout could be high, and the “remain” side currently appears more firmly committed. More than three-quarters (77%) rate their likelihood of voting at 8 to 10 out of 10, up from 68% in August. Among those who currently favour remaining in Canada, 91% say they are highly certain they will not change their choice, compared with 71% among those supporting the separation process.

The broader political environment remains unsettled. A majority of Albertans (58%) believe the province is on the wrong track, while provincial vote have tightened between the UCP and NDP. Both party leaders struggle with their popularity with voters, with Smith having a tougher time of it currently. Provincial nationalism / Separatism has risen sharply as a top-of-mind issue, placing it alongside health care as one of Albertans' leading concerns.

The larger consequence of the referendum may therefore extend beyond the ballot itself. The campaign is taking place in an electorate that is highly motivated, politically polarized and increasingly conscious of the economic and social costs of the separation debate.

THE REFERENDUM CHOICE

70% / 22%

Remain in Canada / begin the separation process

THE TURNOUT SIGNAL

77%

Rate their chance of voting at 8–10 out of 10

THE COMMITMENT GAP

91% / 71%

Highly certain of their choice among Option 1 / Option 2 supporters

THE PROVINCIAL MOOD

58%

Say Alberta is on the wrong track

THE ECONOMIC CONCERN

50%

Expect the referendum and separation debate to negatively affect Alberta's economy

THE SOCIAL IMPACT

30%

Say separation discussions have created tension in their personal relationships

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

Albertans are entering the referendum with a clear preference to remain part of Canada. Seven-in-ten (70%) currently choose the option that Alberta should remain a province of Canada, compared with 22% who want the government to begin the legal process toward a binding referendum on separation. Support for remaining has increased from 65% in August, while the undecided share has fallen to 7%.

The referendum is producing a highly engaged electorate. Seventy-seven per cent of Albertans now rate their likelihood of voting at 8 to 10 out of 10, up significantly from 68% in August. Engagement is particularly strong among residents aged 55+ and NDP voters, but high stated turnout extends across most demographic and political groups.

The advantage for remaining in Canada is reinforced by greater certainty among its supporters. Nine-in-ten (91%) of those choosing Option 1 rate their certainty at 8 to 10 out of 10, compared with 71% among those supporting Option 2. This suggests the current lead for remaining in Canada is supported not only by a larger coalition, but also by a more firmly committed one.

The referendum is unfolding against a backdrop of broader dissatisfaction with the direction of the province. Fifty-eight per cent say Alberta is on the wrong track compared with 36% who believe it is heading in the right direction. The political environment is also highly polarized, with perceptions of Alberta's trajectory differing sharply by gender and provincial voting intention. Politically, UCP support is down 4 points provincewide from August combined with an 8-point slide in Premier's Smith's approval levels since April. It is likely not helpful to the UCP's overall fortunes that less than a third of Albertans (32%) *are certain Premier Smith wants Alberta to remain in Canada.*

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

The separation debate has become one of the defining issues on Alberta's agenda. Provincial nationalism and separatism is now named as the single most important issue by 16% of Albertans, up significantly from 9% in April, putting it level with health care and ahead of inflation, the economy and housing affordability as a first-choice concern. When first and second choices are combined, health care remains the leading issue overall, but clearly the temperature on healthcare has declined since the beginning of the year.

Most Albertans believe the referendum and separation discussion carries economic downside. Half (50%) expect the debate to have a negative impact on Alberta's economy, compared with 21% who anticipate a positive impact. Views are strongly partisan: negative expectations reach 80% among NDP voters, while UCP voters are considerably more likely to foresee a positive impact.

There are signs the uncertainty is already affecting household behaviour. One-third of Albertans (34%) say their household spending has changed because of the impending referendum. Most notably, 21% say they have reduced spending, significantly higher than the 14% recorded in August.

The debate is also reaching beyond politics and economics into Albertans' personal lives. Three-in-ten (30%) say discussions about separation have caused tension with family, friends, coworkers or neighbours, rising to 44% among those aged 18 to 34. Meanwhile, 61% are concerned about the possibility of American influence or interference in the referendum debate, indicating that questions about Alberta's future are intertwined with broader concerns about political stability and outside influence.

Detailed **Results** - Voting Intentions
& Party Leader Approval

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 (n= 860)



United
Conservative
Party



47%



Alberta NDP



45%

Another party/ an
independent candidate



9%

GENDER		AGE			REGION			FEDERAL VOTE		
Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	Liberal	NDP	Conser- vative
49%	45%	44%	45%	50%	46%	33%	62%	11%	-	87%
43%	46%	50%	45%	41%	45%	56%	33%	78%	99%	9%
8%	9%	6%	10%	9%	9%	11%	5%	11%	1%	4%

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

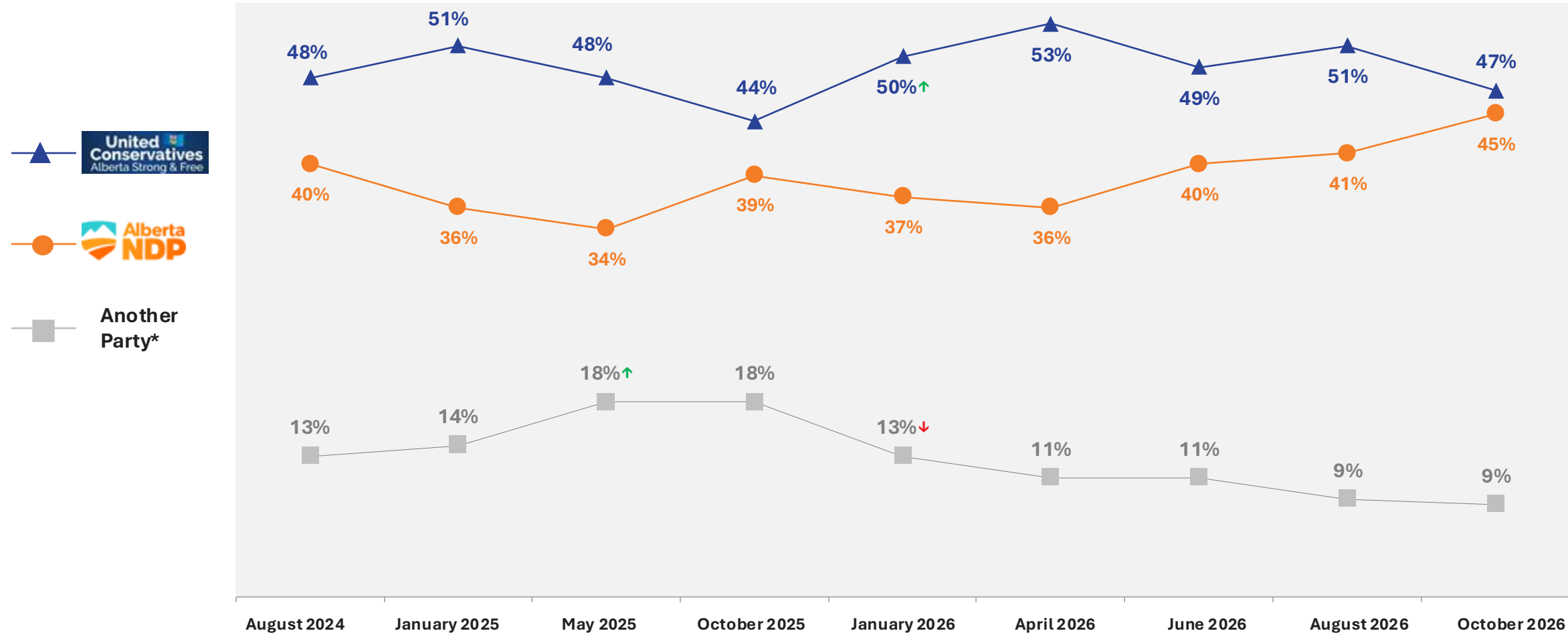
% Statistically significantly higher than total
% Statistically significantly lower than total

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 (n= 860)

*Note: Minor parties were shown as individual options in survey prior to April 2026 and have been retroactively aggregated as a NET for comparison purposes. Take caution interpreting changes.

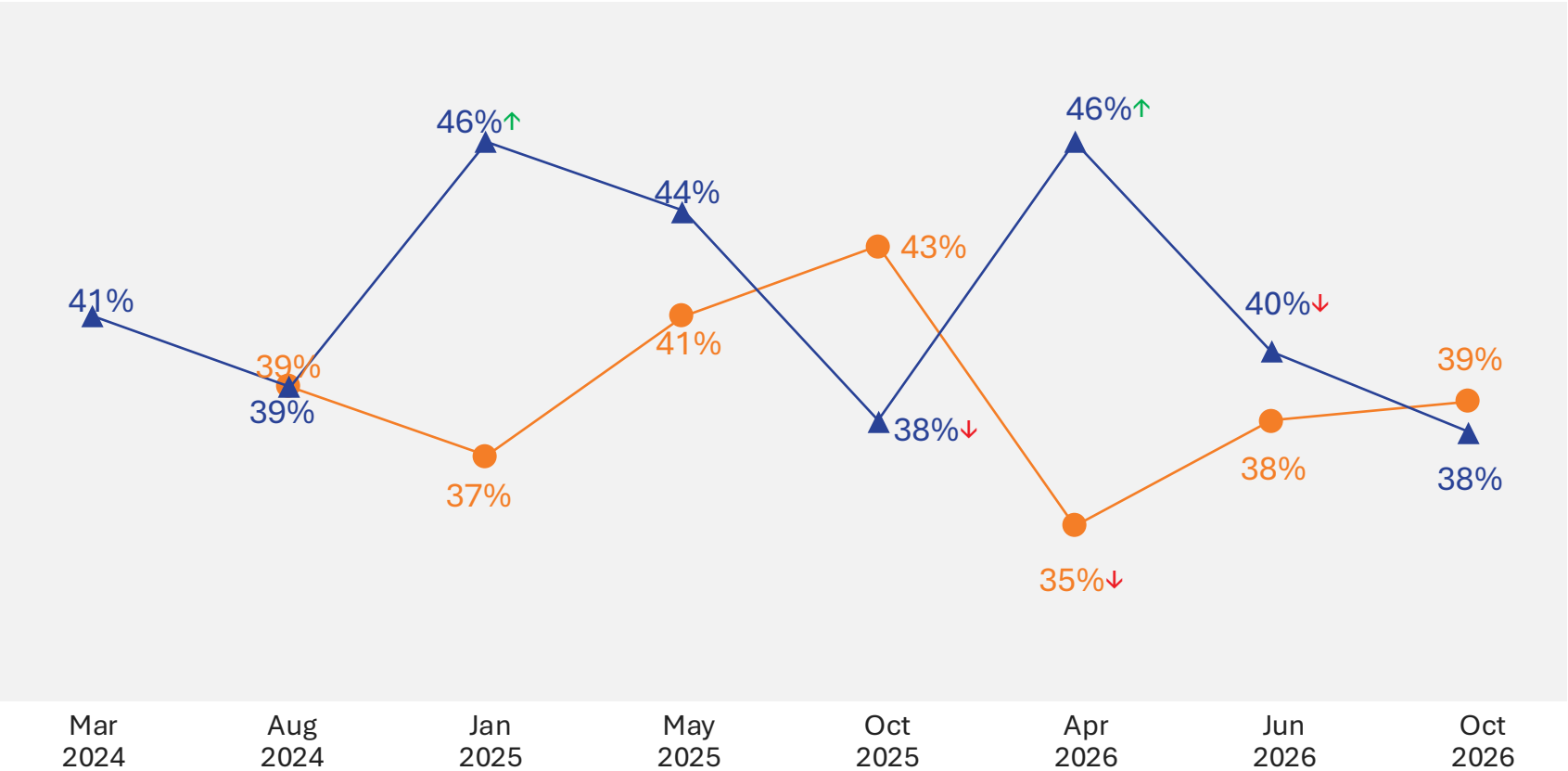


↑ Statistically significantly higher than previous wave.
↓ Statistically significantly lower than previous wave.

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: Alberta Residents (n= 1,001)





—●— Nenshi



—▲— Smith



Alberta NDP



United Conservatives
Alberta Strong & Free

Disapproval Rating Oct, 2026 (Δ since June)	
Nenshi	Smith
45% (+0)	55% (+3)

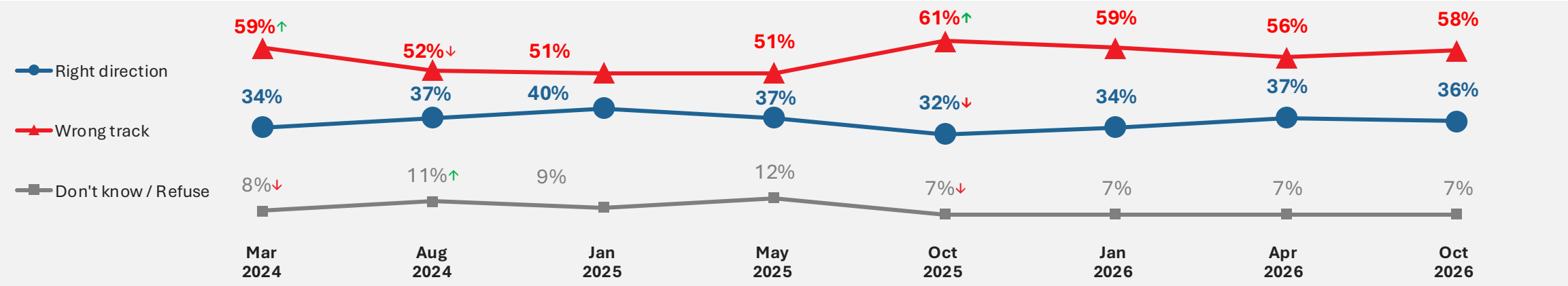
↑ Statistically significantly higher than previous wave.
↓ Statistically significantly lower than previous wave.

Detailed Results – Albertan 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: Alberta Residents (n= 1,001)



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

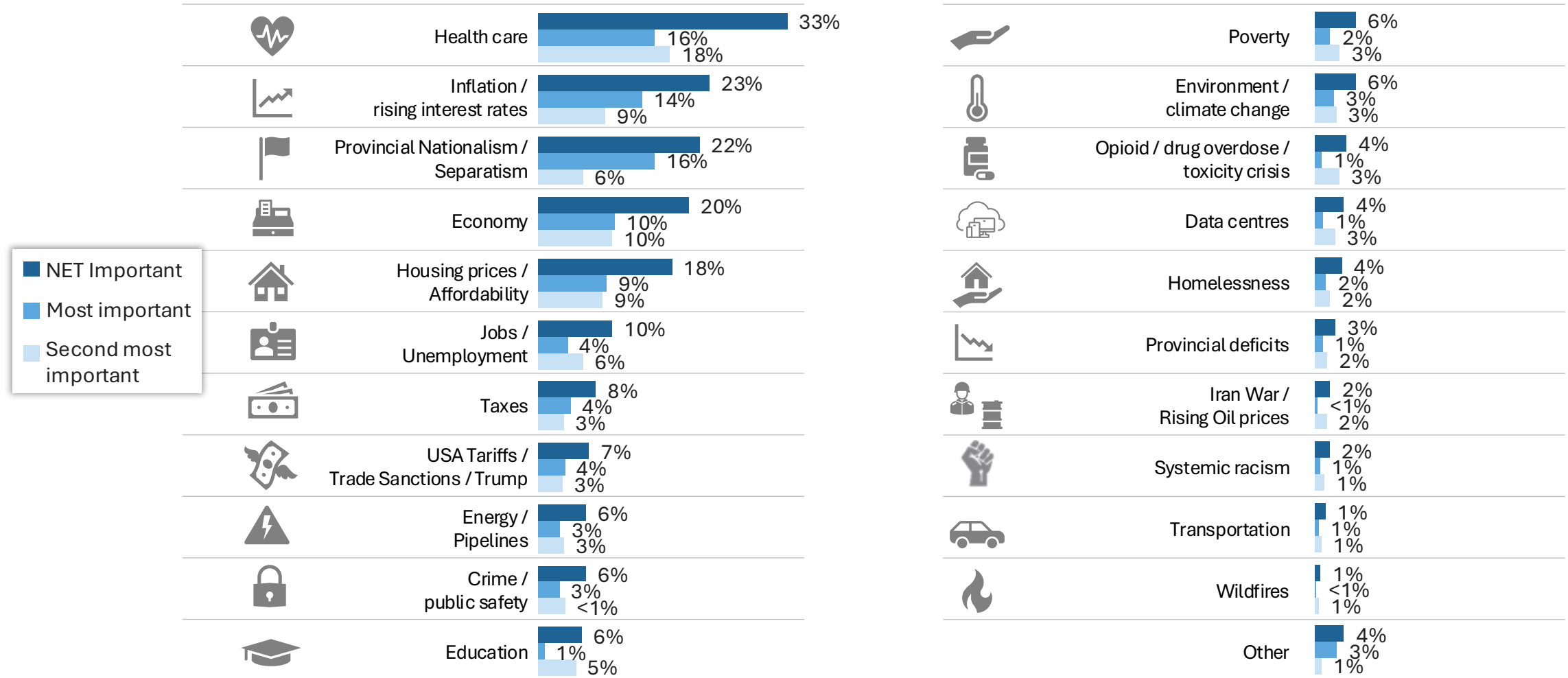
	Total	GENDER		AGE			REGION			PROVINCIAL VOTE	
		Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
NET Right direction	36%	47%	25%	36%	31%	41%	38%	31%	39%	12%	66%
Strongly right direction	7%	10%	5%	6%	8%	8%	9%	4%	8%	2%	15%
Somewhat right direction	28%	37%	20%	30%	23%	32%	29%	26%	30%	10%	50%
NET Wrong Track	58%	46%	69%	54%	63%	54%	56%	65%	52%	87%	28%
Somewhat wrong track	21%	16%	27%	24%	22%	18%	19%	24%	21%	23%	18%
Strongly wrong track	36%	30%	42%	30%	41%	36%	36%	40%	32%	64%	11%

% 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: Alberta Residents (n= 1,001)



Alberta Issues – Most Important: Aided – Tracker

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

Base: Alberta Residents (n= 1,001)

	Oct 2026	Apr 2026	Jan 2026	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024
Health care	16%	18%↓	27%↑	17%	17%	18%	20%	20%
Provincial Nationalism / Separatism	16%↑	9%	11%↑	7%	8%	n/a	n/a	n/a
Inflation / rising interest rates	14%	13%	10%	11%	10%↓	15%	17%	20%
Economy	10%	11%	11%	12%	13%	11%	14%	11%
Housing prices / affordability	9%	7%	6%	8%	8%↓	12%	13%	14%
Taxes	4%	3%	3%	4%	7%	5%	6%	5%
Jobs / unemployment	4%	5%	4%	6%	5%	7%↑	4%	5%
USA Tariffs / Trade Sanctions / Trump	4%	3%	3%	3%	5%↓	8%	n/a	n/a
Energy / pipelines	3%↓	6%	6%	4%↓	8%	5%↑	3%	3%
Crime / public safety	3%	3%	2%	2%	2%	2%	3%	3%
Environment / climate change	3%↑	1%	1%	1%	3%	3%	3%	4%

↑ Statistically significantly higher than previous wave.

↓ Statistically significantly lower than previous wave.

	Oct 2026	Apr 2026	Jan 2026	Oct 2025	May 2025	Jan 2025	Aug 2024	Mar 2024
Poverty	2%	2%	2%	3%	2%	2%	3%	3%
Homelessness	2%	2%	3%	3%	3%	3%	3%	3%
Data centres	1%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Provincial deficits	1%	1%	n/a	n/a	n/a	n/a	n/a	n/a
Opioid / overdose / toxicity crisis	1%	1%↓	2%	1%	1%	2%	1%	3%
Education	1%↓	2%	3%↓	11%↑	3%	2%	2%	1%
Systemic racism	1%	1%	<1%	1%	1%	1%	1%	1%
Transportation	1%	1%	1%	<1%	<1%	<1%	1%	<1%
Iran War / Rising Oil prices	<1%↓	5%	n/a	n/a	n/a	n/a	n/a	n/a
Wildfires	<1%↓	1%	1%	1%	1%	1%↓	4%↑	1%
Other	3%	3%	2%	3%	1%	2%	2%	2%

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: Alberta Residents (n= 1,001).

TOP 6 ALBERTA ISSUES – MOST IMPORTANT: AIDED (Oct 2026)									
AGE		18-34	35-54	55+	PROVINCIAL VOTING INTENT		NDP	UCP	
	Health care	11%	15%	20%		Health care	25%	9%	
	Provincial Nationalism / Separatism	15%	10%	22%		Provincial Nationalism / Separatism	26%	7%	
	Inflation / rising interest rates	16%	18%	8%		Inflation / rising interest rates	13%	16%	
	Economy	11%	9%	12%		Economy	6%	17%	
	Housing prices / affordability	15%	10%	4%		Housing prices / affordability	7%	9%	
	Taxes	5%	4%	4%		Taxes	2%	7%	

TOP 6 ALBERTA ISSUES – TOP 2 MOST IMPORTANT: AIDED (Oct 2026)									
AGE		18-34	35-54	55+	PROVINCIAL VOTING INTENT		NDP	UCP	
	Health care	22%	31%	45%		Health care	45%	25%	
	Inflation / rising interest rates	25%	27%	17%		Inflation / rising interest rates	22%	25%	
	Provincial Nationalism / Separatism	21%	14%	30%		Provincial Nationalism / Separatism	33%	13%	
	Economy	21%	20%	20%		Economy	14%	28%	
	Housing prices / affordability	23%	20%	12%		Housing prices / affordability	17%	20%	
	Jobs / unemployment	13%	13%	4%		Jobs / unemployment	8%	11%	

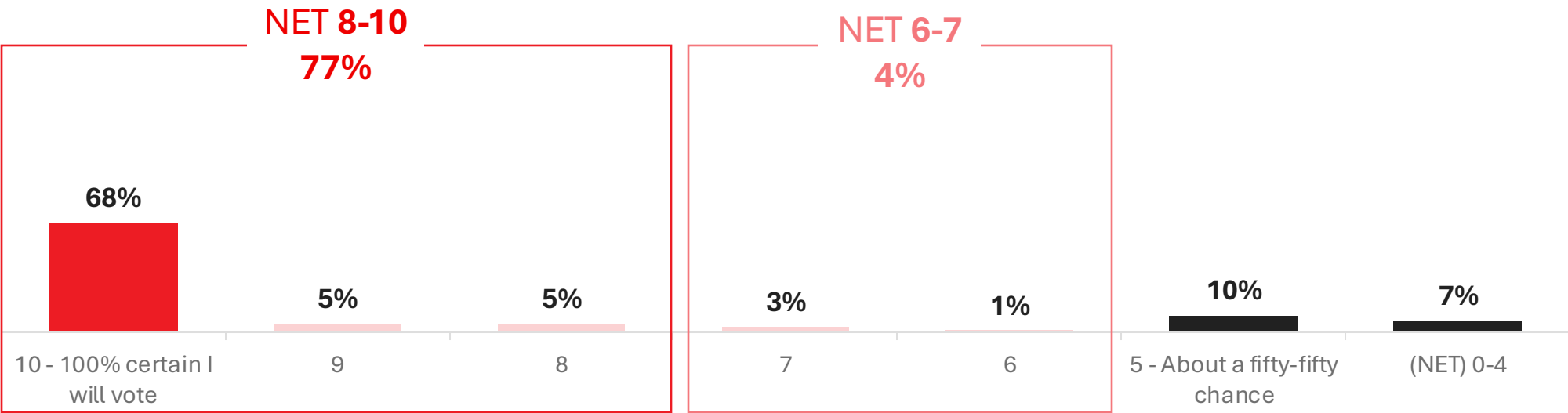
% Statistically significantly higher than total
% Statistically significantly lower than total

Detailed Results – Alberta Referendum Voting

Likelihood of Voting in Upcoming Alberta Referendum

Q. People sometimes do not vote for a variety of reasons, even when they are interested in the issues. Using a scale from 0 to 10, where 0 means there is no chance you will vote and 10 means you are certain to vote, what is the chance that you will cast a ballot in the upcoming Alberta referendum?

Base: Alberta Residents (n= 1,001)



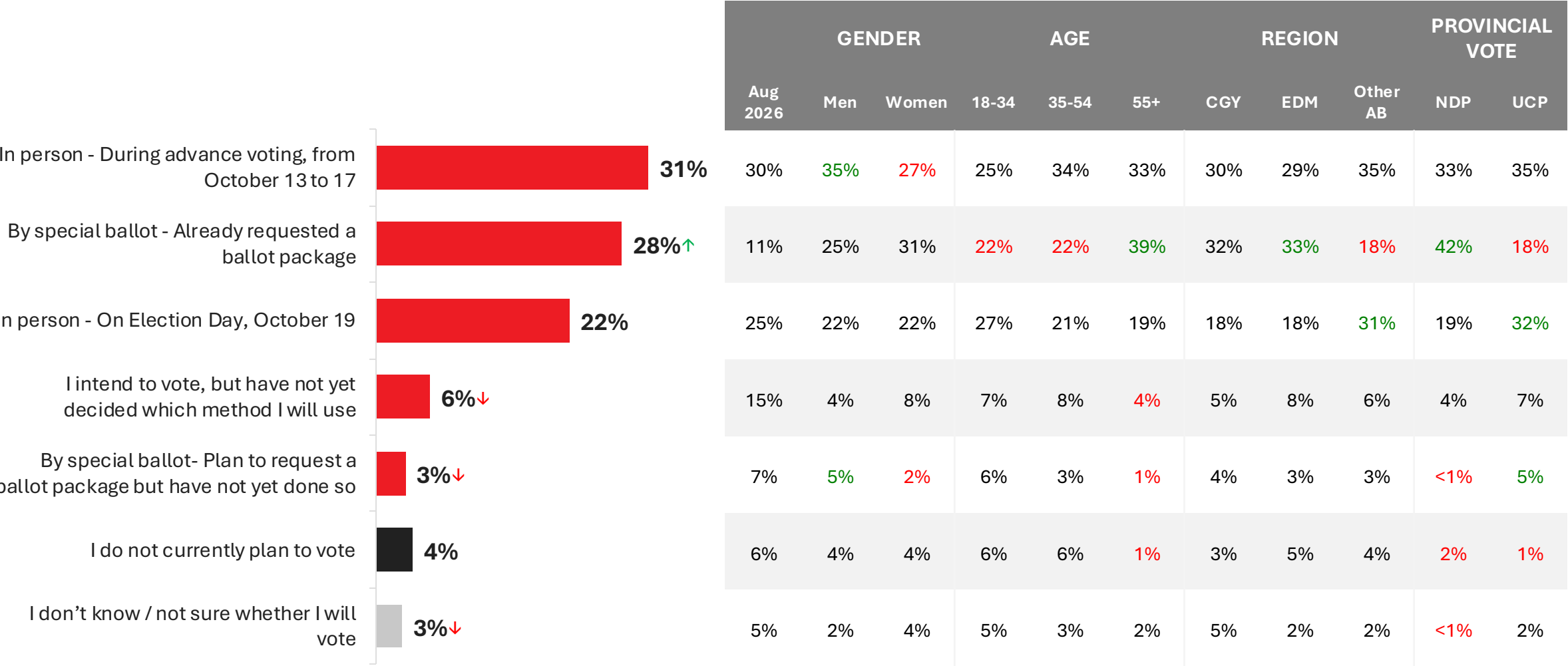
	Total		GENDER		AGE			REGION			PROVINCIAL VOTE	
	August 2026	October 2026	Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
NET 0-4	7%	7%	8%	6%	11%	8%	2%	6%	7%	8%	2%	6%
NET 6-7	5%	4%	2%	5%	6%	4%	1%	5%	2%	4%	<1%	5%
NET 8-10	68%	77%↑	77%	78%	65%	74%	92%	72%	84%	77%	93%	78%

↑ Statistically significantly higher than total
↓ Statistically significantly lower than total

Voting Method for Alberta Referendum

Q. Which of the following best describes how you currently expect to vote in the October 19 Alberta referendum?

Base: Alberta Residents (n= 1,001)



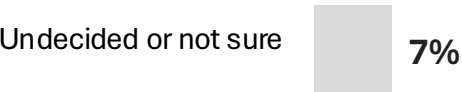
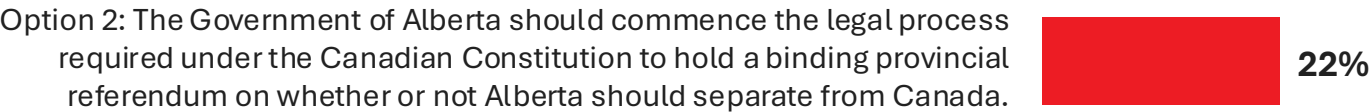
↑ Statistically significantly higher than previous wave.
↓ Statistically significantly lower than previous wave.
% Statistically significantly higher than total
% Statistically significantly lower than total

Detailed Results – Referendum Question 10 Perceptions

Referendum Preference: Remain in Canada vs. Begin Separation Process [1/2]

Q. As you may be aware, Question 10 on the ballot is a choice between two options:
Should Alberta remain a province of Canada, or should the Government of Alberta commence the legal process required under the Canadian Constitution to hold a binding provincial referendum on whether or not Alberta should separate from Canada?

Base: Alberta Residents (n= 1,001)



	June 2026	August 2026	October 2026	GENDER		AGE			REGION			PROVINCIAL VOTE	
				Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
Option 1	68%	65%	70% ↑	68%	72%	69%	69%	70%	66%	80%	62%	98%	43%
Option 2	24%	23%	22%	27%	17%	20%	21%	24%	22%	13%	30%	1%	48%
Undecided or not sure	6%	10% ↑	7%	5%	9%	9%	7%	5%	9%	5%	7%	-	8%

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

🟢 Statistically significantly higher than total
🔴 Statistically significantly lower than total

Referendum Preference: Remain in Canada vs. Begin Separation Process [2/2]

Q. As you may be aware, Question 10 on the ballot is a choice between two options:
Should Alberta remain a province of Canada, or should the Government of Alberta commence the legal process required under the Canadian Constitution to hold a binding provincial referendum on whether or not Alberta should separate from Canada?

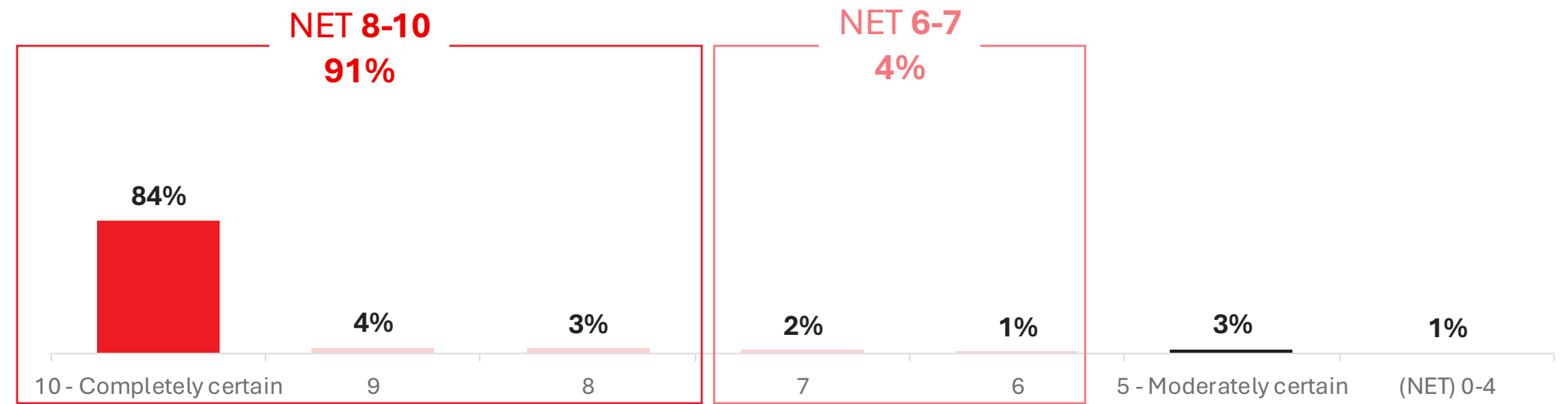
Base: Alberta Residents (n= 1,001)

	NET Agree %	Chance of Voting out of 10			
		Total	0-4/10	5/10	6-7/10
Option 1: Alberta should remain a province of Canada.	70%	56%	56%	34%	75%
Option 2: The Government of Alberta should commence the legal process required under the Canadian Constitution to hold a binding provincial referendum on whether or not Alberta should separate from Canada.	22%	17%	22%	52%	21%
Undecided or not sure	7%	21%	19%	15%	3%

Chance of Not Changing Vote from Option 1 Before Alberta Referendum

Q. You indicated that you would select Alberta should remain a province of Canada. Thinking only about which option you would choose, not about whether you will vote, how certain are you that this is the option you will ultimately select on Question 10?

Base: Alberta Residents selecting Option 1 for Question 10 (n= 739)



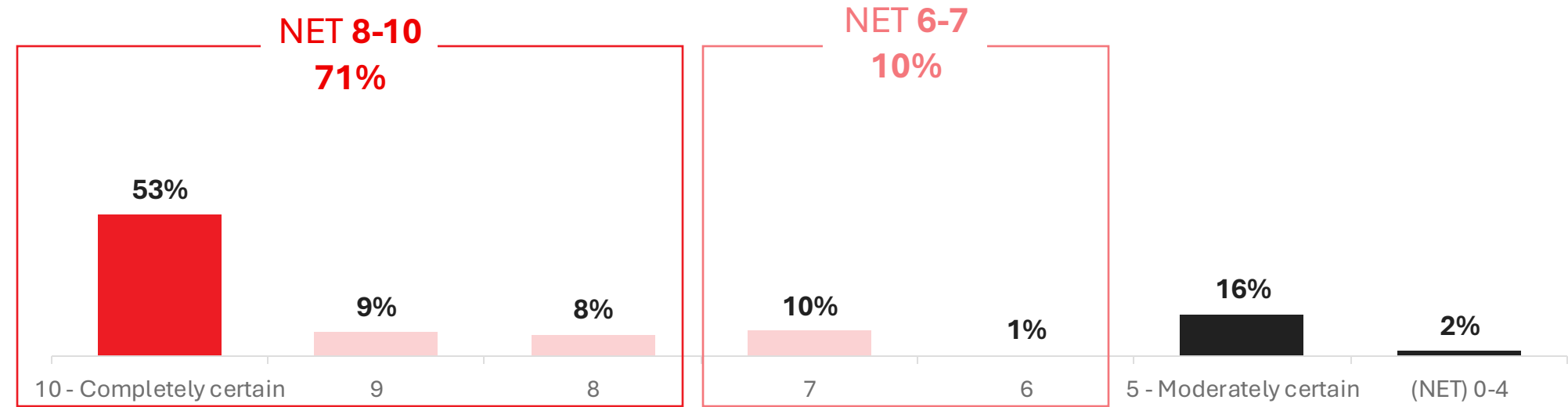
	Total		GENDER		AGE			REGION			PROVINCIAL VOTE	
	August 2026	October 2026	Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
NET 0-4	1%	1%	2%	<1%	2%	1%	<1%	1%	-	3%	<1%	5%
NET 6-7	3%	4%	5%	2%	5%	3%	3%	4%	4%	3%	1%	10%
NET 8-10	89%	91%	89%	93%	85%	92%	95%	91%	93%	88%	97%	82%

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

Chance of Not Changing Vote from Option 2 Before Alberta Referendum

Q. You indicated that you would select [Alberta should commence the process to hold a referendum on separation]. Thinking only about which option you would choose, not about whether you will vote, how certain are you that this is the option you will ultimately select on Question 10?

Base: Alberta Residents selecting Option 2 for Question 10 (n= 189)



	Total		GENDER		AGE			REGION			PROVINCIAL VOTE	
	August 2026	October 2026	Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
NET 0-4	7%	2%↓	4%	-	8%	-	<1%	6%	-	<1%	-	3%
NET 6-7	15%	10%	9%	13%	18%	13%	3%	8%	4%	15%	51%	9%
NET 8-10	71%	71%	68%	76%	54%	63%	89%	64%	86%	69%	49%	71%

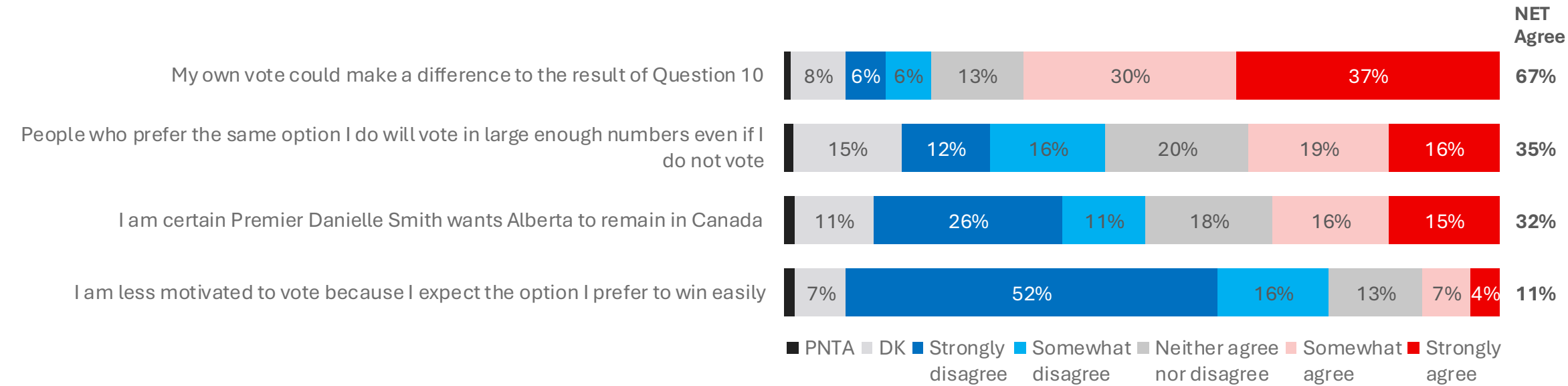
↑ Statistically significantly higher than previous wave.
↓ Statistically significantly lower than previous wave.

↑ Statistically significantly higher than total
↓ Statistically significantly lower than total

Perceptions on Question 10 [1/2]

Q. Please indicate how much you agree or disagree with each statement about Question 10.

Base: Alberta Residents (n= 1,001)



NET Agree %	Total		GENDER		AGE			REGION			PROVINCIAL VOTE	
	August 2026	October 2026	Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
My vote could make a difference	62%	67% ↑	62%	71%	57%	64%	77%	67%	65%	68%	80%	63%
People who prefer the same... will vote in large enough numbers...	36%	35%	39%	31%	40%	39%	27%	33%	34%	38%	40%	35%
Danielle Smith wants Alberta to remain in Canada	n/a	32%	36%	27%	25%	31%	38%	34%	25%	37%	11%	60%
I am less motivated...	14%	11% ↓	13%	8%	16%	14%	4%	8%	11%	13%	8%	14%

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

🟢 Statistically significantly higher than total
🔴 Statistically significantly lower than total

Perceptions on Question 10 [2/2]

Q. Please indicate how much you agree or disagree with each statement about Question 10.

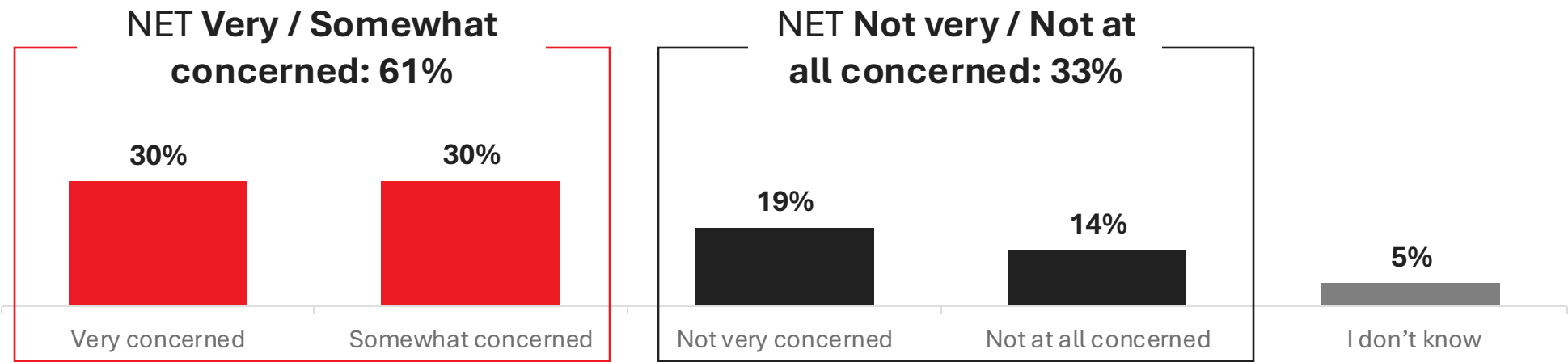
Base: Alberta Residents (n= 1,001)

NET Agree %	Total	Chance of Voting out of 10				Would You Vote For:		
		0-4/10	5/10	6-7/10	8-10/10	Option 1	Option 2	Undecided/ not sure
My own vote could make a difference to the result of Question 10	67%	25%	34%	48%	76%	72%	65%	27%
People who prefer the same option I do will vote in large enough numbers even if I do not vote	35%	33%	27%	32%	37%	40%	31%	8%
I am certain Premier Danielle Smith wants Alberta to remain in Canada	32%	23%	16%	52%	34%	26%	56%	18%
I am less motivated to vote because I expect the option I prefer to win easily	11%	26%	18%	26%	8%	12%	11%	3%

Perceived Risk of American Interference in Alberta’s Referendum Debate

Q. How concerned, if at all, are you about the possibility of American influence or interference in discussions around Alberta separation and the upcoming referendum?

Base: Alberta Residents (n= 1,001)



	June 2026	August 2026	October 2026	GENDER		AGE			REGION			PROVINCIAL VOTE	
				Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
NET Very / Somewhat concerned	60%	62%	61%	59%	63%	62%	62%	58%	61%	66%	54%	87%	39%
NET Not very / Not at all concerned	32%	31%	33%	36%	29%	29%	32%	36%	32%	27%	39%	12%	57%

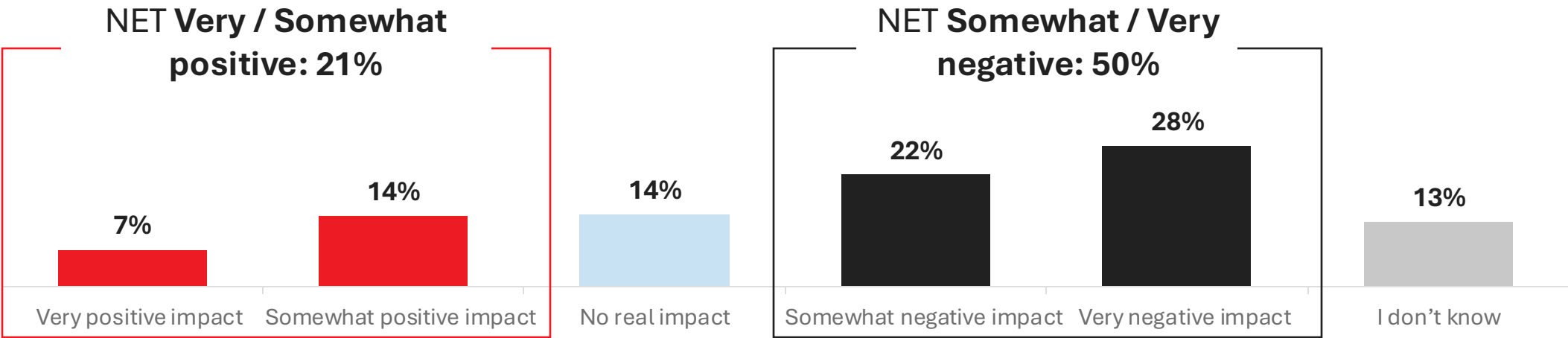
% Statistically significantly higher than total
% Statistically significantly lower than total

Detailed **Results** – Economic & Social
Impact of the Referendum

Perceived Economic Impact of Alberta’s Referendum and Separation Discussions

Q. Overall, do you think the referendum and ongoing discussions about Alberta separation will have a positive or negative impact on Alberta’s economy?

Base: Alberta Residents (Weighted: n= 1,001 ; Unweighted: n= 1,001)
Prefer not to answer, 2% not shown.



	June 2026	August 2026	October 2026	GENDER		AGE			REGION			PROVINCIAL VOTE	
				Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
NET Very / Somewhat positive	24%	25%	21%↓	27%	15%	20%	21%	22%	23%	15%	26%	5%	42%
NET Somewhat / Very negative	56%	48%↓	50%	44%	56%	48%	48%	53%	47%	60%	42%	80%	19%

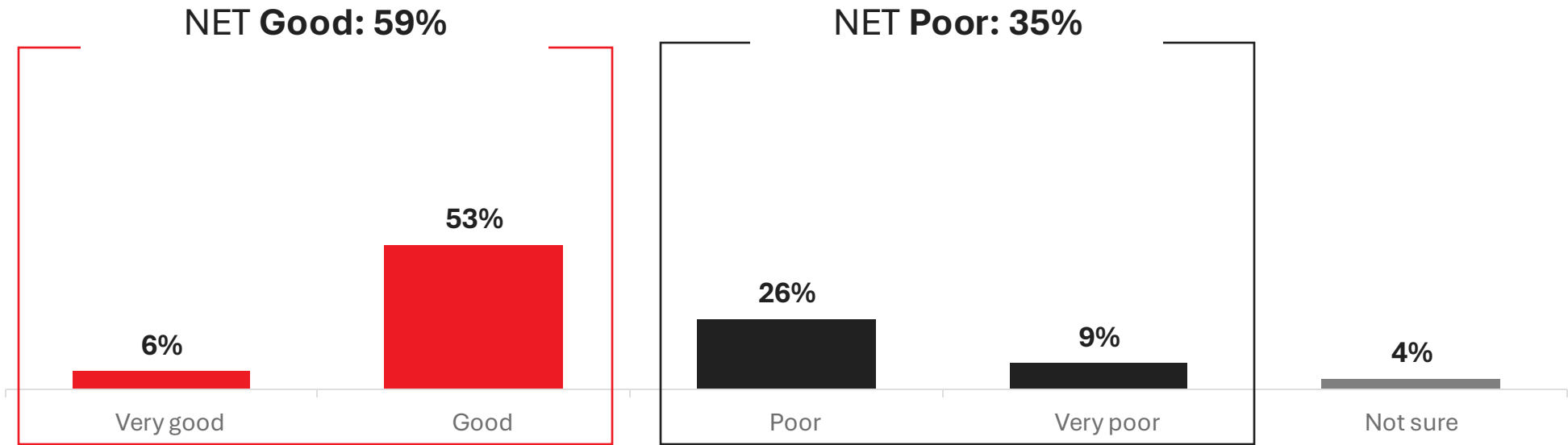
↑ Statistically significantly higher than previous wave.
↓ Statistically significantly lower than previous wave.

↑ Statistically significantly higher than total
↓ Statistically significantly lower than total

Household Financial Situation

Q. How would you describe your household’s financial situation today?

Base: Alberta Residents (n= 1,001)

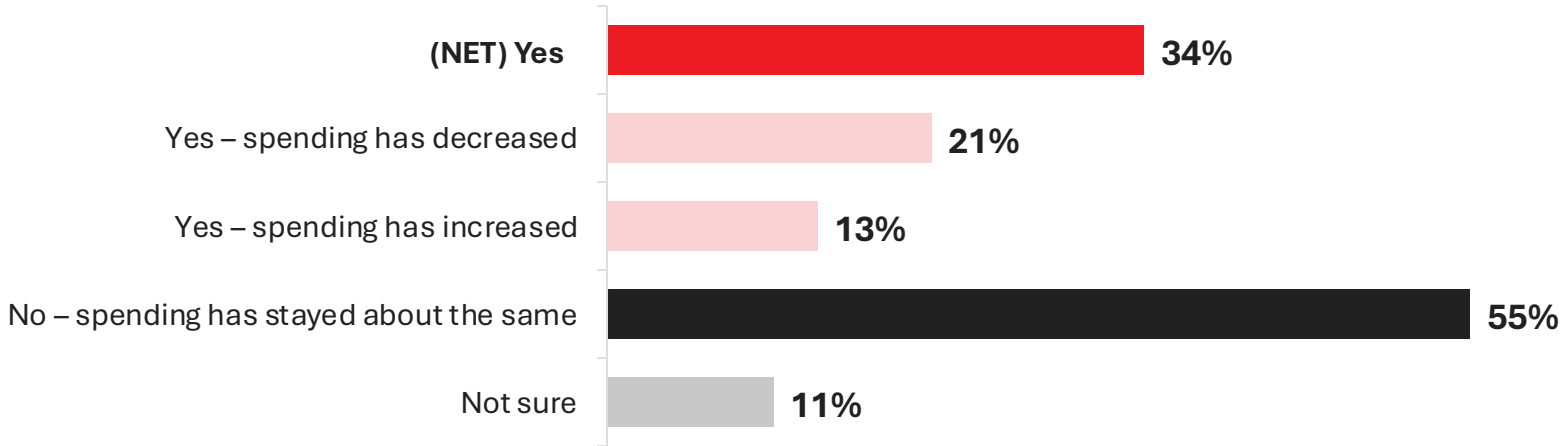


	August 2026	October 2026	GENDER		AGE			REGION			PROVINCIAL VOTE	
			Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
NET Good	63%	59%	64%	54%	62%	54%	63%	60%	58%	60%	61%	63%
NET Poor	33%	35%	30%	40%	32%	41%	32%	35%	36%	34%	34%	32%

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

Impact on Household Spending Habits

Q. In the next three months, will your household's spending habits change because of the impending referendum, or will they stay the same?
Base: Alberta Residents (n= 1,001)



	August 2026	October 2026	GENDER		AGE			REGION			PROVINCIAL VOTE	
			Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
Spending has decreased	14%	21%↑	20%	21%	19%	25%	17%	22%	19%	21%	23%	18%
Spending has increased	14%	13%	15%	12%	26%	12%	5%	14%	14%	13%	9%	16%
No	57%	55%	58%	52%	43%	52%	67%	50%	58%	56%	58%	56%

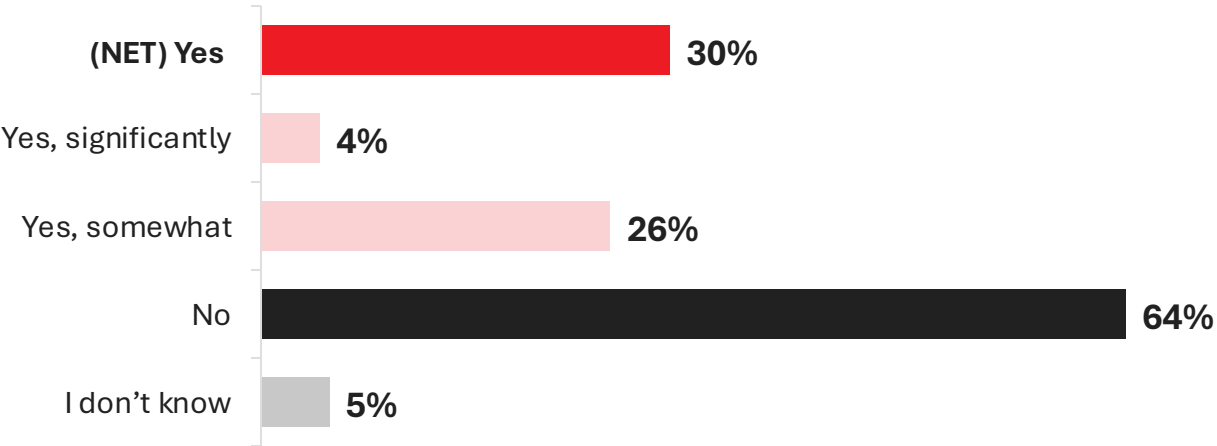
↑ Statistically significantly higher than previous wave.
↓ Statistically significantly lower than previous wave.

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

Personal Impact of Alberta Separation Discussions

Q. Have recent discussions about Alberta separation and Alberta’s place in Canada caused tension in your relationships or interactions with family members, friends, coworkers, or neighbours?

Base: Alberta Residents (n= 1,001)



	June 2026	August 2026	October 2026	GENDER		AGE			REGION			PROVINCIAL VOTE	
				Men	Women	18-34	35-54	55+	CGY	EDM	Other AB	NDP	UCP
(NET) Yes	29%	30%	30%	33%	28%	44%	30%	19%	34%	28%	29%	36%	27%
No	67%	66%	64%	61%	67%	46%	65%	77%	58%	66%	67%	61%	69%

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

Sample Profile

Sample Profile

AB Residents (Unweighted Base n=1,001; Weighted Base n=1,001 unless noted otherwise)

Gender		
	Unweighted	Weighted
Men	461	495
Women	540	506

Region		
	Unweighted	Weighted
Calgary	330	351
Edmonton	320	336
Rest of AB	351	314

Age		
	Unweighted	Weighted
18-34	174	286
35-54	317	360
55+	510	355

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Leger Opinion (LEO)
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