Over six in ten Albertans think being part of Canada is the best option for Alberta's economy, rest prefer separation or joining the US.

Survey | Summary | Confidential | Draft
Conducted by Nanos for The Globe and Mail, May 2025
Field: May 1st, 2025
Submission 2025-2829

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About the Research

The research gauged the opinions among Albertans on federal elections, the priorities of the government of Alberta, and the relationship between the Province of Alberta and Canada.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 432 Albertans, 18 years of age or older, on May 1st, 2025.

The margin of error for this survey is ±4.8 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed here.

The research was commissioned by the Globe and Mail and was conducted by Nanos Research.

KEY FINDINGS – ALBERTA'S PLACE IN CANADA

1

ALBERTA BEING PART OF CANADA SEEN AS BEST OPTION FOR ALBERTA'S ECONOMY

A majority of Albertans believe Alberta being part of Canada would be best for creating a strong economy in Alberta in the long run (64%). On the other hand, those who lean more toward separation (29%) for a strong Alberta economy prefer Alberta being an independent country (20%) over Alberta being part of the US (10%). Younger Albertans were less likely to believe that Alberta being part of Canada would be better for its economy (56%) than older Albertans (75%).

2

A CONSERVATIVE MAJORITY GOVERNMENT SEEN AS MOST LIKELY TO MAKE CANADA MORE UNITED

Just over one third of Albertans believe an election outcome of a Conservative majority government led by Pierre Poilievre would make Canada more united as a country (35%). This was followed by one in five who believe that a Liberal Majority government led by Mark Carney would make Canada more united (21%). Nearly one in five (18%) believe that no outcome can make Canada more united.

3

APPROVING PIPELINES IS SEEN AS MOST IMPORTANT PRIORITY FOR THE FEDERAL GOVERNMENT AS IT RELATES TO THE PROVINCE OF ALBERTA

Asked to rank the top two priorities for the federal government when it comes to the Province of Alberta, Albertans rank approving pipelines and energy projects first (43%). Other important priorities include helping people with the cost of living (15%), managing the relationship with the US (15%) and focusing on national unity (13%).

4

ALBERTANS HAVE MIXED VIEWS ON WHAT CAN IMPROVE THE RELATIONSHIP BETWEEN THE GOVERNMENT OF CANADA AND ALBERTA

Albertans have mixed views on what the most important thing is that the government of Canada could do to improve its relationship with the Government of Alberta. About one in five either say the Government of Canada should listen more to the Alberta Government (22%) or treat the government of Alberta with more respect (19%). Fourteen per cent would like to see the Government of Canada treat the Government of Alberta as an equal power. Of note, just over one in five don't think there is anything the Government of Canada can do to improve the relationship (22%).

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KEY FINDINGS – VIEWS ON THE FUTURE

1

ALBERTANS NEARLY TWICE AS LIKELY TO FEEL POSITIVE RATHER THAN NEGATIVE ABOUT THEIR OWN PERSONAL FUTURE – OPINIONS ARE SPLIT ON THE FUTURE OF THE COUNTRY

Just under one in two Albertans say they feel positive about their personal future after the recent election (48% score 7-10 out of 10), compared to one quarter who feel negative (25% score 0-3 out of 3). This compares to about four in ten Albertans who feel positive about the future of Canada following the recent federal election (40% score 7-10 out of 10), while just under four in ten are feeling negative (38% score 0-3 out of 3).

2

RURAL ALBERTANS AND YOUNGER ALBERTANS MORE NEGATIVE ABOUT THE FUTURE

Nearly a quarter of rural Albertans (24%) and younger Albertans (27%) feel completely negative about the future of Canada (score of 0 out of 10), more so than residents from Edmonton and older Albertans (55 plus)(12% score a 0 out of 10, each).

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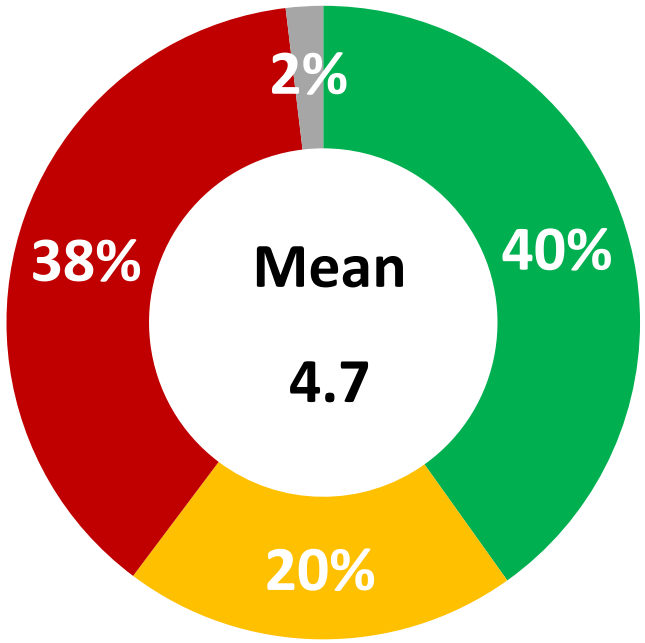
Albertans' feelings about the future of Canada



Albertans are split

On their feelings for the future of Canada based on the recent outcome of the election. About four in ten are positive about the future while a similar proportion are negative. Residents of Edmonton (57%) are more likely to feel positively about the future of Canada than those who reside in Calgary (33%) and in the rest of the Alberta (37%).

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – Thinking about the outcome of the recent federal election, please rate how you feel about the future of Canada where 0 is completely negative and 10 is completely positive?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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Albertans' feelings about the future of Canada by demographics

Q – Thinking about the outcome of the recent federal election, please rate how you feel about the future of Canada where 0 is completely negative and 10 is completely positive?

	2023-05 (n=432)	Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=188)	Men (n=224)	Women (n=208)	18-34 (n=90)	35-54 (n=156)	55 plus (n=186)
Mean score (out of 10)	4.7	4.5	5.8	4.4	4.6	4.9	4.2	4.7	5.2
Negative (0-3)	37.9%	39.9%	25.6%	43.0%	41.8%	34.0%	43.5%	40.7%	30.4%
Neutral (4-6)	20.1%	25.4%	16.1%	18.6%	18.3%	21.9%	20.6%	13.5%	26.4%
Positive (7-10)	40.1%	32.6%	56.7%	36.5%	39.7%	40.6%	33.6%	43.8%	41.7%
Unsure	1.9%	2.1%	1.6%	1.9%	0.3%	3.5%	2.3%	2.0%	1.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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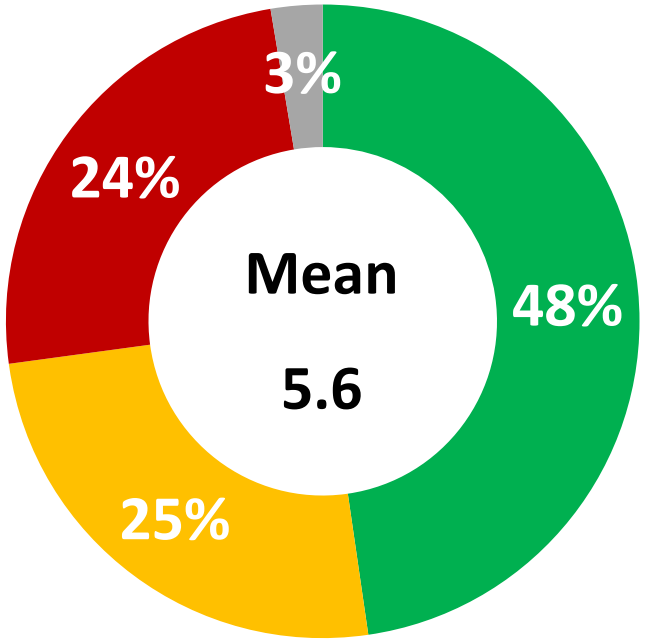
Albertans' feelings about their personal future



Albertans are two times

More likely to say they feel positively than negatively about their personal future when thinking about the recent federal election. Residents of Edmonton are more likely to feel positively (66%) about their personal future than those in Calgary (41%) and in the rest of the province (43%).

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q –Thinking about the outcome of the recent federal election, please rate how you feel about your personal future where 0 is completely negative and 10 is completely positive?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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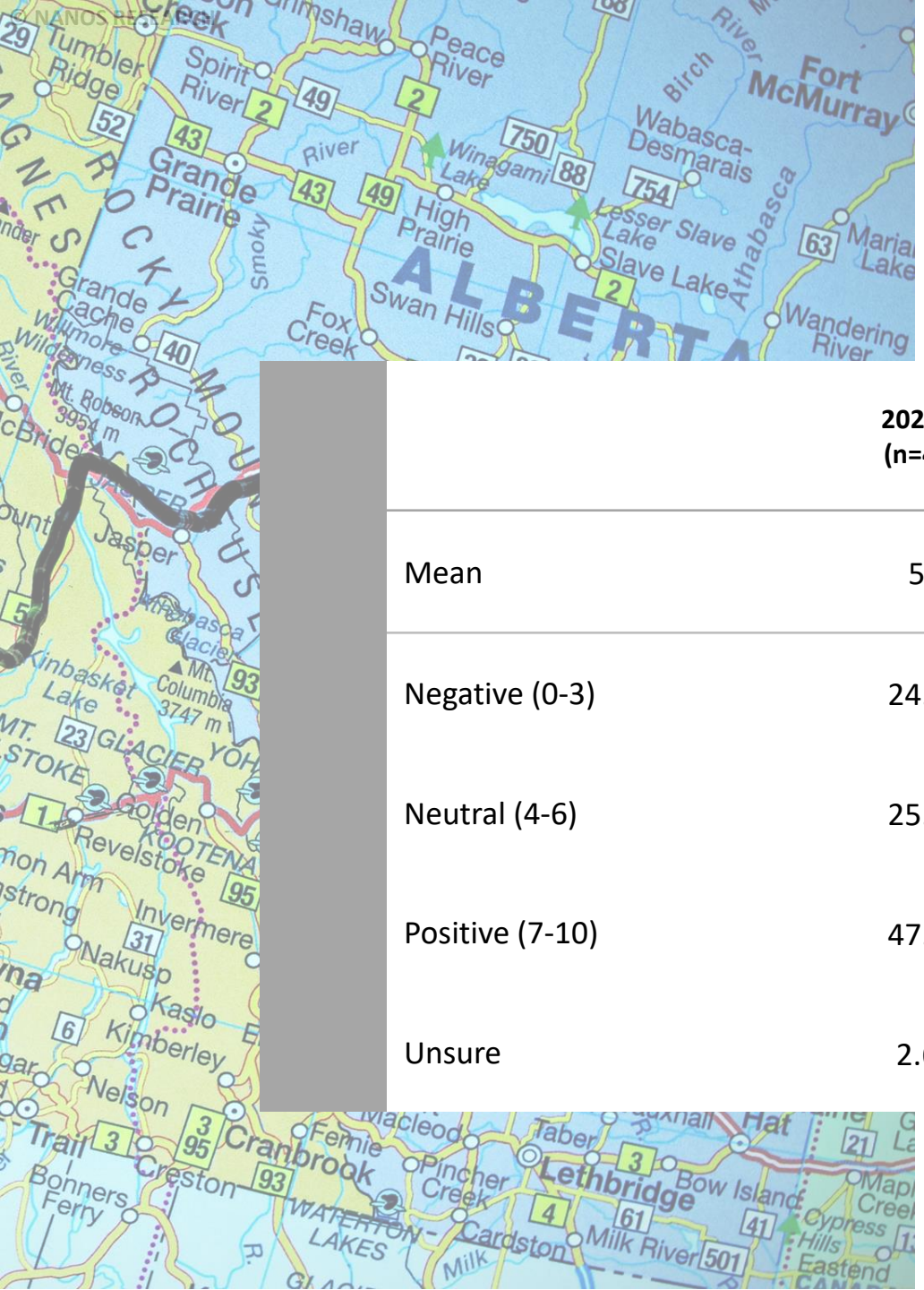

Albertans' feelings about their personal future by demographics – by demographics

Q – Thinking about the outcome of the recent federal election, please rate how you feel about your personal future where 0 is completely negative and 10 is completely positive?

	2023-05 (n=432)	Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=188)	Men (n=224)	Women (n=208)	18-34 (n=90)	35-54 (n=156)	55 plus (n=186)
Mean	5.6	5.3	6.7	5.2	5.8	5.4	5.1	5.5	6.1
Negative (0-3)	24.5%	28.8%	14.1%	27.1%	22.9%	26.0%	29.0%	27.8%	17.5%
Neutral (4-6)	25.2%	28.2%	16.9%	27.4%	25.1%	25.3%	27.1%	20.9%	27.9%
Positive (7-10)	47.7%	40.8%	66.2%	42.6%	51.1%	44.4%	40.5%	49.9%	51.3%
Unsure	2.6%	2.2%	2.8%	2.9%	0.9%	4.3%	3.3%	1.4%	3.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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Q – From the following list, please rank the top two priorities for the federal government when it comes to the Province of Alberta: [RANDOMIZE]

Priorities for the federal government in relation to Alberta

- **Approving pipelines and energy projects**
  (42.7% first rank; 16.0% second rank)
- **Helping people with the cost of living**
  15.1% first rank; 19.7% second rank)
- **Managing the relationship with the United States**
  (14.6% first rank; 11.8% second rank)
- **Focusing on national unity**
  12.9% first rank; 15.7% second rank)
- **Investing in health care**
  6.8% first rank; 12.7% second rank)
- **Controlling immigration**
  4.9% first rank; 13.6% second rank)
- **Fighting crimes**
  (1.3% first rank;7.4% second rank)
- **Fighting climate change**
  (1.3% first rank; 3.2% second rank)
- **Unsure**
  (0.4%)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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Priorities for the federal government in relation to Alberta – RANK 1 – by demographics

Q – From the following list, please rank the top two priorities for the federal government when it comes to the Province of Alberta: [RANDOMIZE]

	2025-05 (n=431)	Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=187)	Men (n=223)	Women (n=208)	18-34 (n=90)	35-54 (n=156)	55 plus (n=185)
Approving pipelines and energy projects	42.7%	44.1%	32.9%	47.0%	50.9%	34.7%	31.1%	45.3%	49.6%
Helping people with the cost of living	15.1%	15.6%	18.5%	12.9%	11.5%	18.6%	28.7%	14.5%	4.6%
Managing the relationship with the United States	14.6%	15.7%	14.4%	14.0%	15.4%	13.8%	5.2%	17.8%	19.0%
Focusing on national unity	12.9%	10.2%	18.2%	11.9%	12.2%	13.5%	11.2%	12.6%	14.4%
Investing in health care	6.8%	5.7%	10.3%	5.6%	1.5%	11.8%	9.4%	4.5%	6.9%
Controlling immigration	4.9%	5.6%	2.7%	5.6%	6.0%	3.9%	12.3%	2.3%	1.6%
Fighting crime	1.3%	1.2%	1.0%	1.6%	0.9%	1.7%	1.0%	1.7%	1.2%
Fighting climate change	1.3%	1.1%	2.1%	1.0%	1.1%	1.5%	1.2%	1.2%	1.5%
Unsure	0.4%	0.7%	-	0.5%	0.4%	0.4%	-	-	1.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=431, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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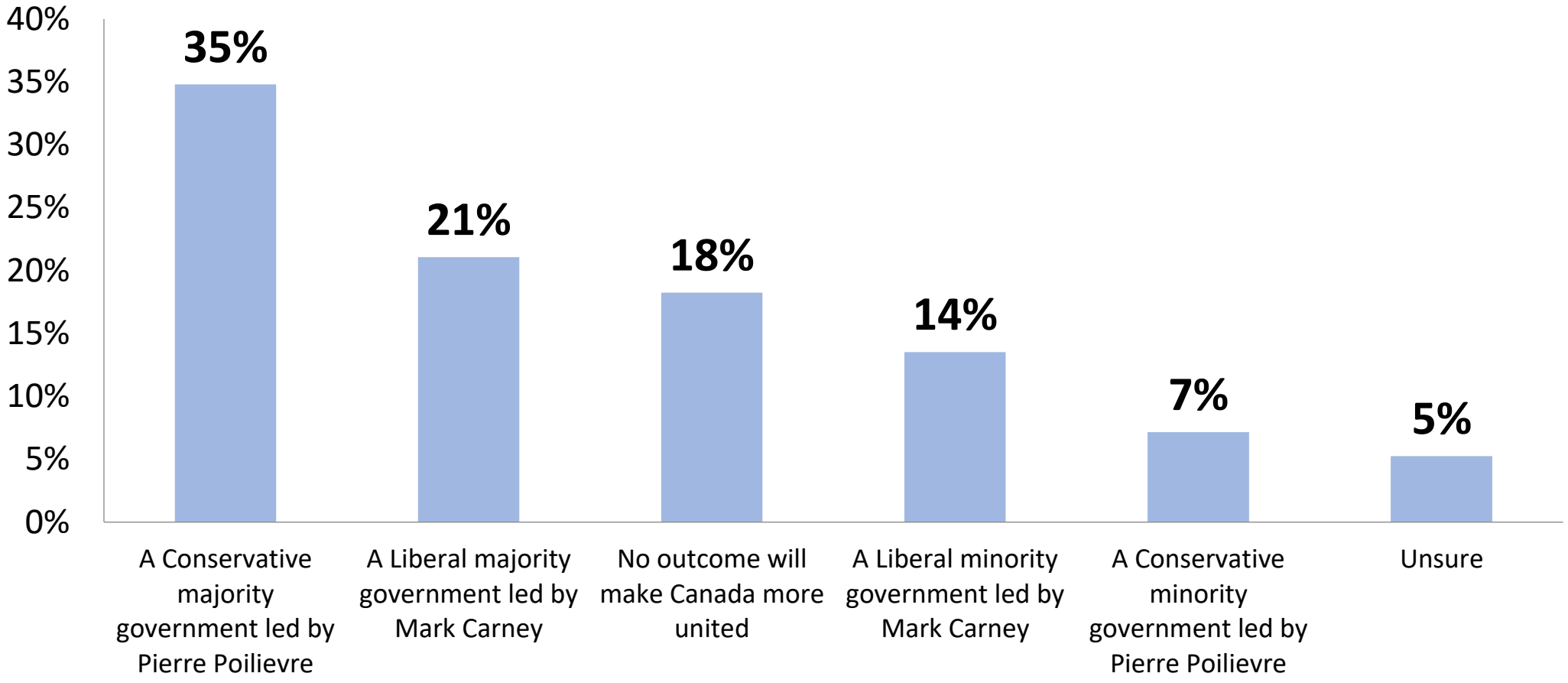
Views on election outcomes that would make Canada more united

Q – Which of the following election outcomes do you think would make Canada more united as a country? [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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Views on election outcomes that would make Canada more united by demographics

Q – Which of the following election outcomes do you think would make Canada more united as a country? [RANDOMIZE]

	2025-05 (n=432)	Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=188)	Men (n=224)	Women (n=208)	18-34 (n=90)	35-54 (n=156)	55 plus (n=186)
A Conservative majority government led by Pierre Poilievre	34.8%	40.6%	18.1%	39.7%	38.5%	31.1%	37.4%	36.3%	31.2%
A Liberal majority government led by Mark Carney	21.1%	18.8%	31.0%	17.3%	19.3%	22.8%	17.5%	21.7%	23.4%
No outcome will make Canada more united	18.2%	15.4%	16.1%	21.3%	19.5%	17.0%	19.4%	15.0%	20.6%
A Liberal minority government led by Mark Carney	13.5%	9.4%	21.1%	12.3%	12.4%	14.6%	12.9%	13.3%	14.2%
A Conservative minority government led by Pierre Poilievre	7.1%	8.4%	6.7%	6.5%	6.7%	7.6%	9.3%	7.2%	5.4%
Unsure	5.2%	7.4%	7.1%	2.8%	3.5%	6.9%	3.5%	6.6%	5.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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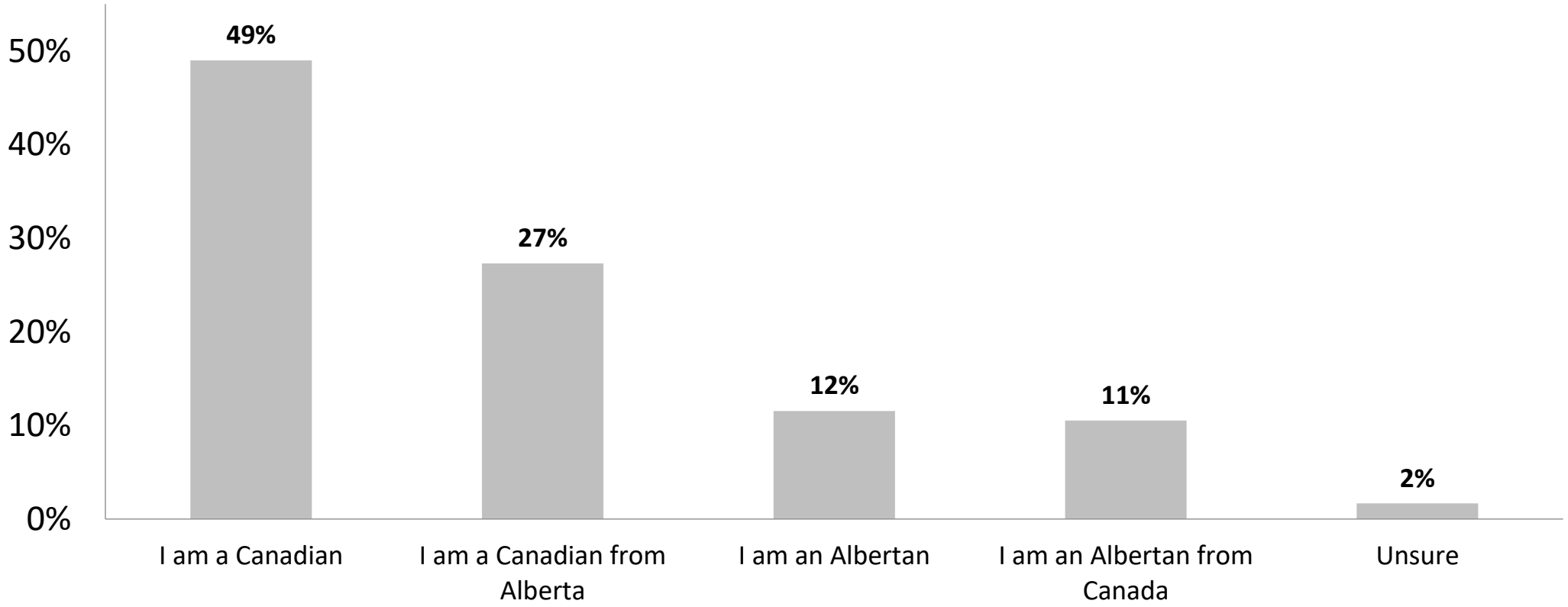
Personal description used when travelling outside of Canada

Q – When you are travelling outside of Canada, which of the following statements would you be most likely to use to initially describe yourself to someone who is not Canadian? [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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Personal description used when travelling outside of Canada – by demographics

Q – When you are travelling outside of Canada, which of the following statements would you be most likely to use to initially describe yourself to someone who is not Canadian? [RANDOMIZE]

	2025-05 (n=432)	Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=188)	Men (n=224)	Women (n=208)	18-34 (n=90)	35-54 (n=156)	55 plus (n=186)
I am a Canadian	49.0%	54.3%	55.5%	41.9%	43.9%	54.0%	51.4%	47.3%	48.8%
I am a Canadian from Alberta	27.3%	23.0%	31.6%	28.0%	30.1%	24.5%	24.2%	25.2%	31.8%
I am an Albertan	11.5%	9.8%	4.2%	16.7%	11.8%	11.3%	15.4%	12.5%	7.5%
I am an Albertan from Canada	10.5%	11.3%	8.1%	11.2%	12.0%	9.0%	6.0%	13.2%	11.4%
Unsure	1.7%	1.6%	0.6%	2.3%	2.2%	1.1%	3.0%	1.8%	0.4%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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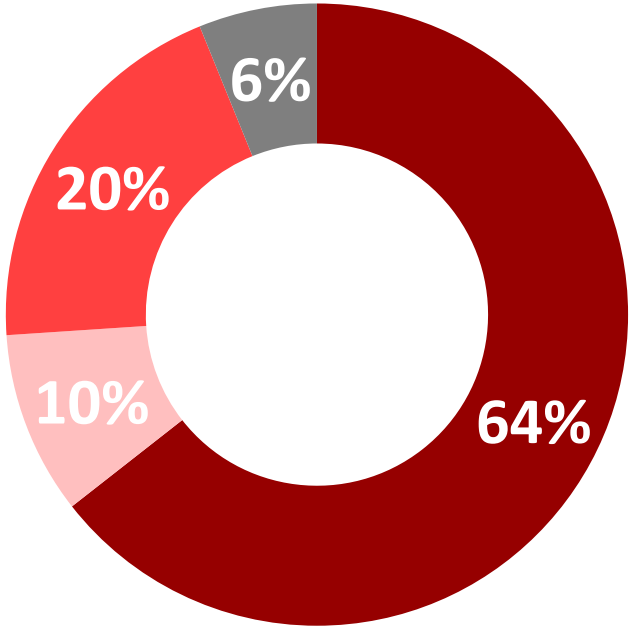
Best scenario for creating a stronger long-term economy in Alberta



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Alberta being part of Canada

Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=188)		
63.8%	79.9%	56.6%		
Men (n=224)	**Women (n=208)**	**18 to 34 (n=90)**	**35 to 54 (n=156)**	**55 plus (n=186)**
60.3%	68.4%	55.5%	60.9%	75.2%

Alberta being an independent country

Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=188)		
18.2%	12.5%	25.0%		
Men (n=224)	**Women (n=208)**	**18 to 34 (n=90)**	**35 to 54 (n=156)**	**55 plus (n=186)**
19.9%	20.0%	20.5%	23.2%	16.1%

Q – Which of the following possible scenarios do you think would be best for creating a strong economy in Alberta in the long run? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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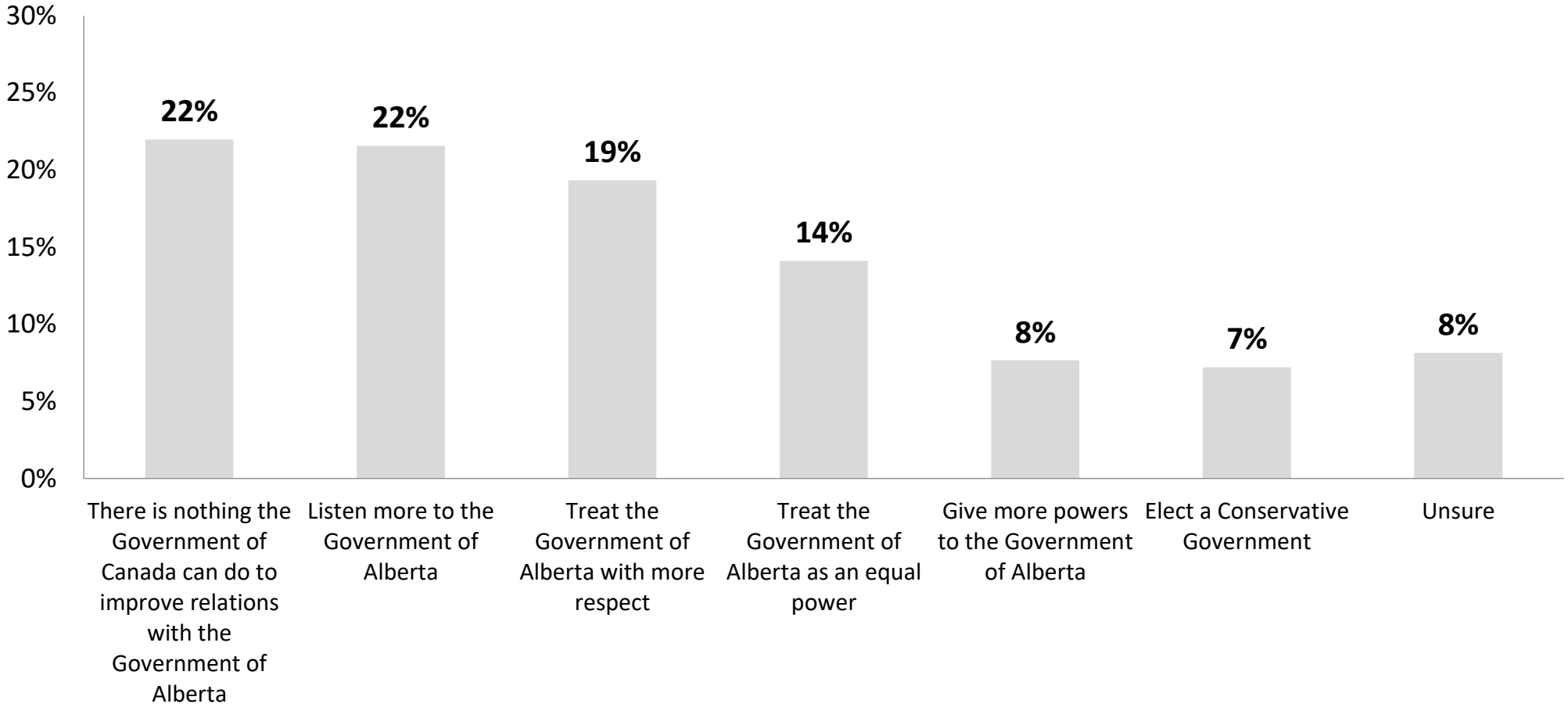
Improving relationship with the Government of Alberta

Q – What is the most important thing that the Government of Canada could do to improve relations with the Government of Alberta? [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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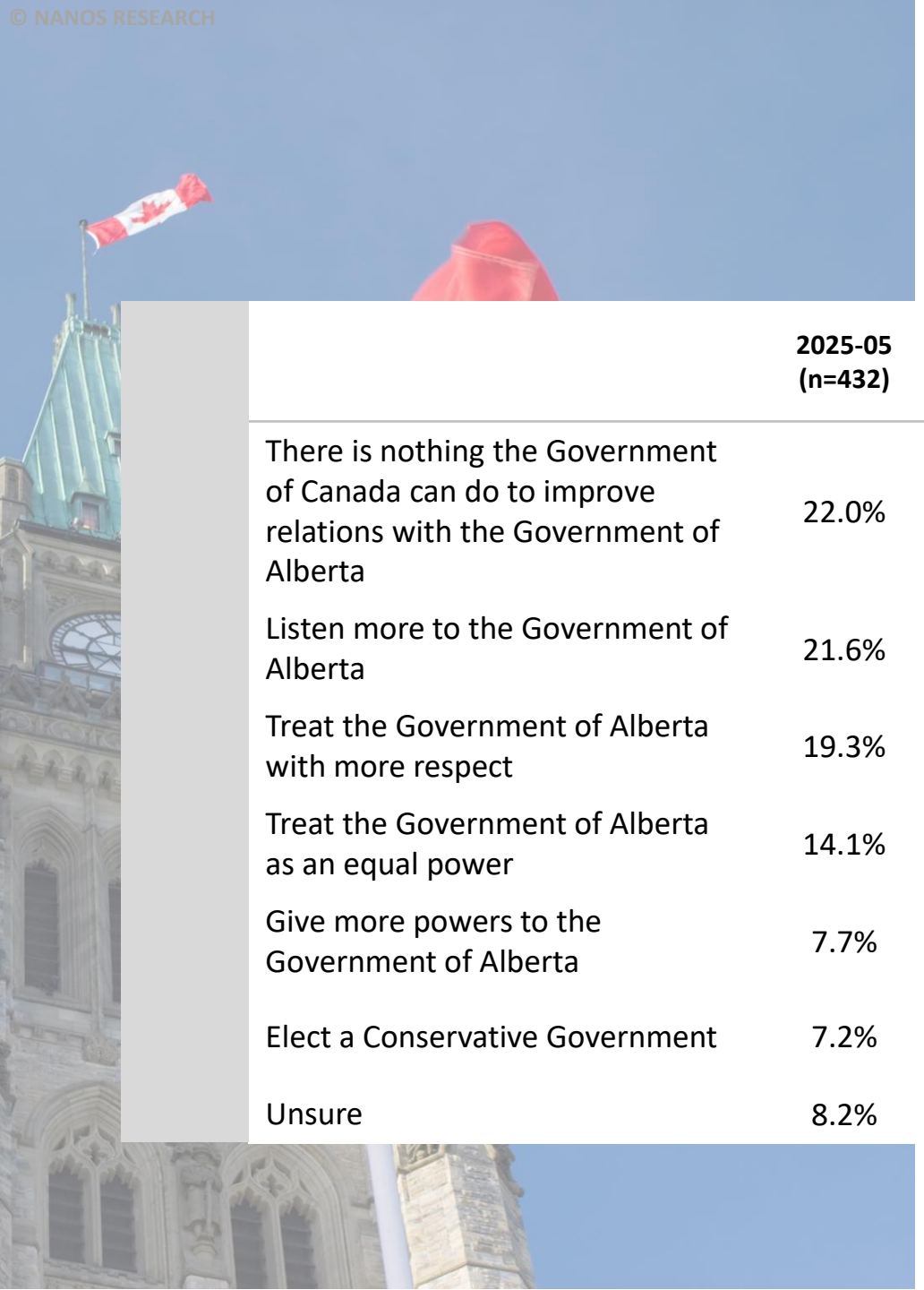

Improving relationship with the Government of Alberta – by demographics

Q – What is the most important thing that the Government of Canada could do to improve relations with the Government of Alberta? [RANDOMIZE]

	2025-05 (n=432)	Calgary (n=145)	Edmonton (n=99)	Rest of Alberta (n=188)	Men (n=224)	Women (n=208)	18-34 (n=90)	35-54 (n=156)	55 plus (n=186)
There is nothing the Government of Canada can do to improve relations with the Government of Alberta	22.0%	18.0%	28.8%	21.0%	18.3%	25.6%	26.7%	20.3%	19.9%
Listen more to the Government of Alberta	21.6%	20.0%	26.2%	20.2%	23.1%	20.0%	24.6%	18.1%	22.6%
Treat the Government of Alberta with more respect	19.3%	23.4%	12.9%	19.9%	19.1%	19.5%	7.6%	21.4%	26.8%
Treat the Government of Alberta as an equal power	14.1%	15.7%	11.1%	14.6%	15.0%	13.3%	12.1%	17.2%	12.6%
Give more powers to the Government of Alberta	7.7%	8.0%	4.4%	9.1%	8.9%	6.4%	11.0%	6.2%	6.5%
Elect a Conservative Government	7.2%	7.9%	6.2%	7.3%	8.7%	5.8%	10.0%	7.2%	4.9%
Unsure	8.2%	7.0%	10.3%	7.8%	6.9%	9.4%	8.0%	9.7%	6.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 1st, 2025, n=432, accurate 4.8 percentage points plus or minus, 19 times out of 20.

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 432 Albertans, 18 years of age or older, on May 1st, 2025. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Alberta. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Alberta.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is ±4.8 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is here.

Note: Charts may not add up to 100 due to rounding

TECHNICAL NOTE

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	432 Randomly selected Albertans.
Source of Sample	Nanos Online Probability Panel
Type of Sample	Probability
Margin of Error	±4.8 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Alberta.
Demographics (Captured)	Alberta; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 1st, 2025.
Language of Survey	The survey was conducted in English.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Alberta. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Alberta.
Estimated Response Rate	14 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Not applicable
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Tabulations	By region, age and gender

ABOUT NANOS

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This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?

Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co

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