



National Police Federation – Alberta Wave 3



pollara
strategic insights

November, 2021

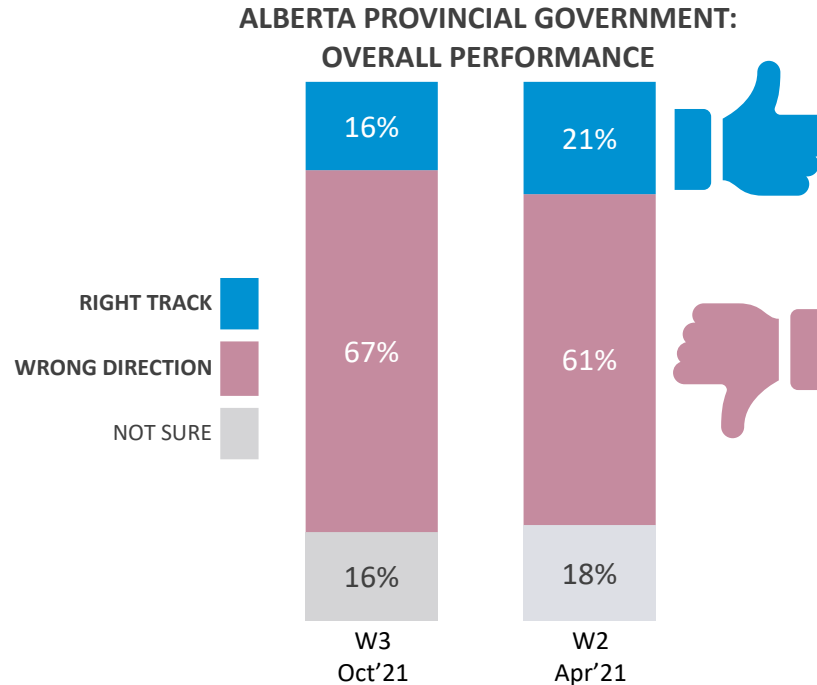
Methodology

- **Methodology/Sample:** Online survey of randomly-selected sample of **1,221** adult (18+) Alberta residents
- **Field Window:** October 27 to November 4, 2021
- **Reliability:** Non-probability samples cannot be assigned a margin of error. *As a relative guideline, we have provided margins of error for a probability sample of this size. Data has been weighted by region, age and gender to be representative of the population of Alberta

| Region | Number of Interviews | Margin of error* |
|------------------|----------------------|------------------|
| CALGARY | 221 | ±6.6% |
| EDMONTON | 221 | ±6.6% |
| CALGARY SUBURBS | 102 | ±9.7% |
| EDMONTON SUBURBS | 108 | ±9.4% |
| RURAL CENTRAL | 213 | ±6.7% |
| RURAL NORTH | 148 | ±8.1% |
| RURAL SOUTH | 208 | ±6.8% |
| ALBERTA | 1,221 | ±2.7% |

Two-thirds of Albertans say provincial government is heading off in the wrong direction

- Wrong direction increases from 61% to 67% since April



Q1. In Alberta today, do you think the provincial government is on the right track or do you think it is heading off in the wrong direction? (Total W3 Oct 2021 N=1221, Total W2 Apr 2021 N=1228)

Rachel Notley's NDP with substantial lead over the UCP

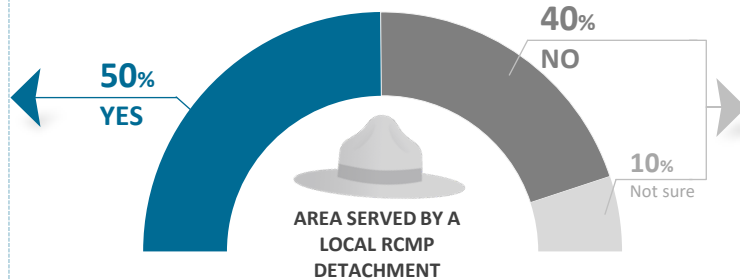
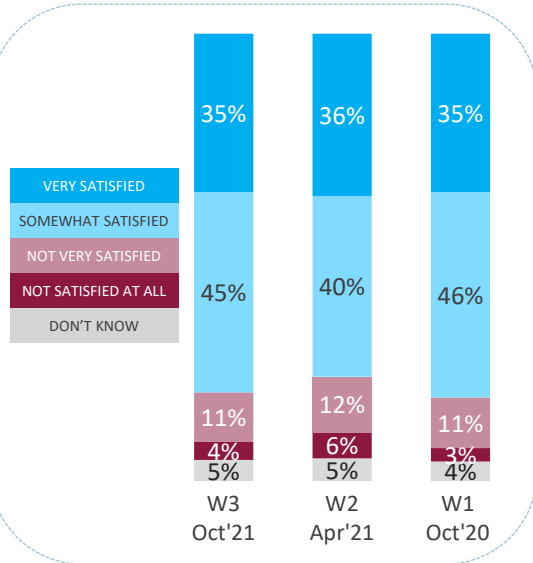
| | | REGION | | | | | | |
|--------------------------------------------------------------|-----|---------|----------|-----------------|-------------|-------------|---------------|-------------|
| | | CALGARY | EDMONTON | CALGARY SUBURBS | EDM SUBURBS | RURAL NORTH | RURAL CENTRAL | RURAL SOUTH |
| Alberta New Democratic Party, led by Rachel Notley | 51% | 52% | 64% | 44% | 58% | 34% | 38% | 41% |
| United Conservative Party, led by Jason Kenney | 29% | 28% | 21% | 35% | 25% | 39% | 33% | 40% |
| Wildrose Independence Party, led by Paul Hinman | 7% | 7% | 3% | 10% | 2% | 8% | 11% | 10% |
| Alberta Liberal Party, led by John Roggeveen | 6% | 6% | 8% | 4% | 5% | 3% | 5% | 2% |
| The Alberta Party, led by Barry Morishita | 5% | 5% | 3% | 3% | 6% | 5% | 5% | 6% |
| Green Party, led by Jordan Wilkie | 2% | 1% | 1% | 2% | 2% | 3% | 3% | 0% |
| Some Other Party | 2% | 1% | | 2% | 1% | 8% | 4% | 1% |

X2A. If a provincial election were held across Alberta today, which party would you most likely vote for? | X2B. Is there a party that you are leaning towards?
(Total Decided Voters N=1052). Would not vote (3%); Don't Know/Undecided (8%); Prefer not to say (2%)

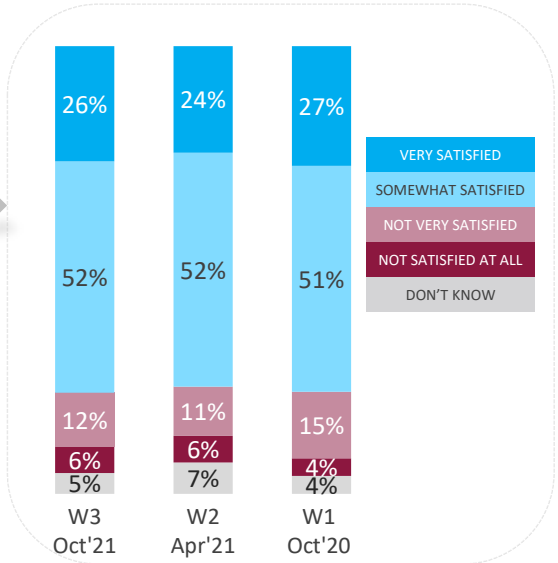
Over 4-in-5 of Albertans in RCMP-served areas say they are satisfied with the RCMP's policing

- Satisfaction with the RCMP (80%) is up marginally from wave 2 (76%) and consistent with wave 1 (81%)
- Satisfaction in non-RCMP served communities (78%) is also consistent with previous waves

SATISFIED WITH RCMP'S POLICING



SATISFIED WITH POLICING IN COMMUNITY



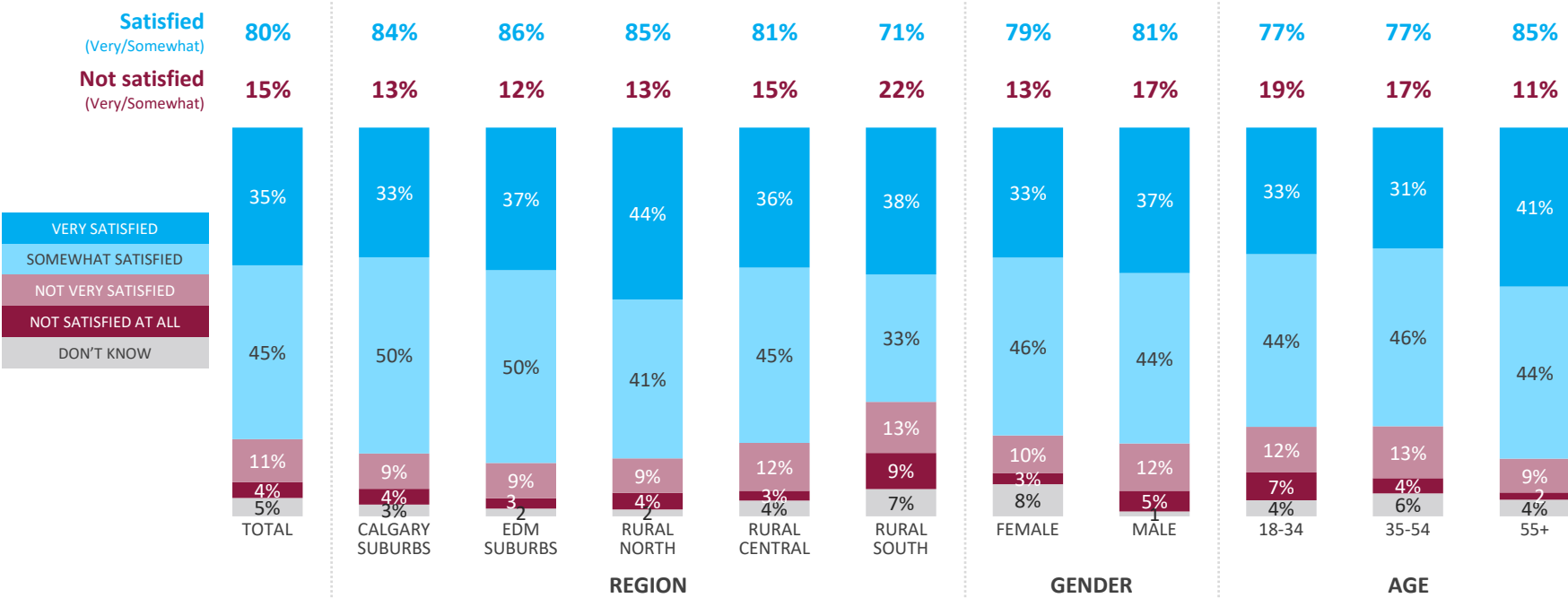
Q4. Is your municipality or local area served by a local RCMP detachment? (Total N=1221)

Q5. How satisfied are you with the RCMP's policing of your community? (Yes at Q5 W3 Oct 2021 N=727, W2 Apr 2021 N=733, W1 Oct 2020 (N=809)

Q6. How satisfied are you with the policing in your community? (No or Not Sure at Q5 W3 Oct 2021 N=494, W2 Apr 2021 N=495, W1 Oct 2020 N=491)

Satisfaction with the RCMP is high across all regions, genders, and age groups

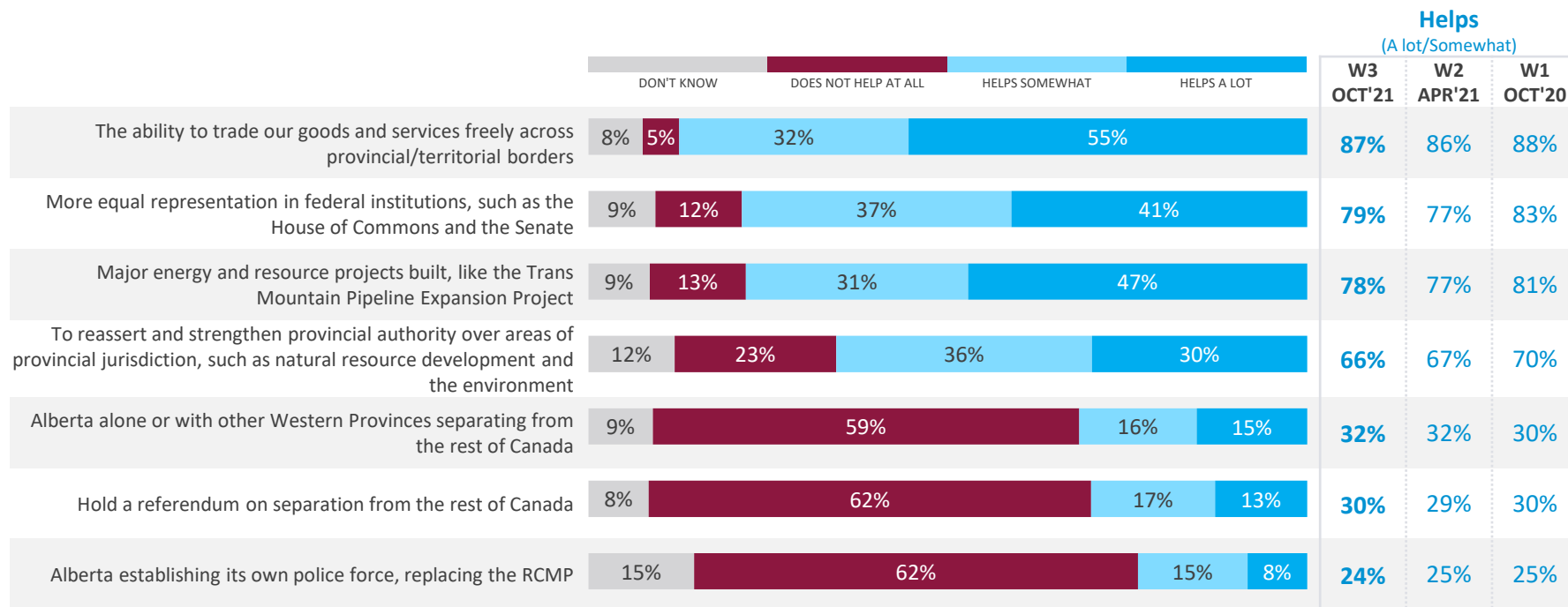
- Net-satisfaction is highest in the Edmonton suburbs (+74%) and lowest in Rural South (+49%)



Q5. How satisfied are you with the RCMP's policing of your community? (Local Area Served by RCMP N=727)

Of seven potential measures to help improve Alberta's place in Canada, replacing the RCMP ranks lowest

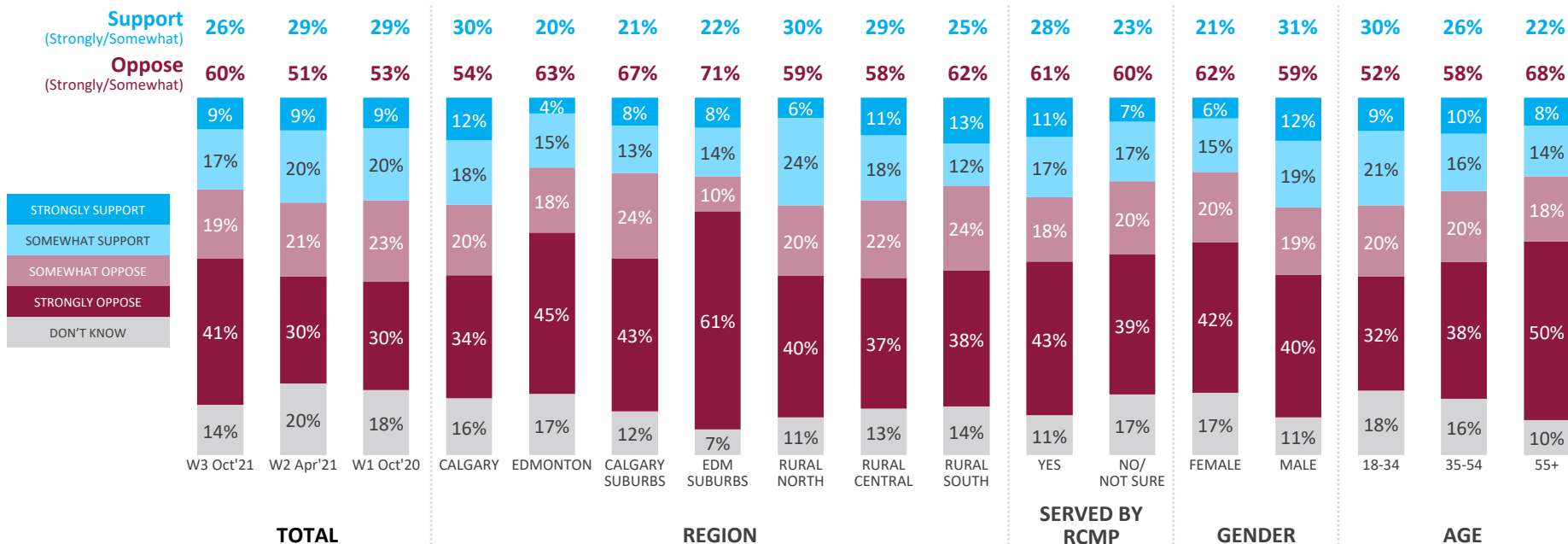
- Albertans broadly support freer access to trade (87%), more equal representation (79%), and building major energy projects (78%)
- Separating from Canada (32%) or holding a referendum to separate from Canada (30%) rank higher than replacing the RCMP (24%)



Q8. Given what you currently know, how much would the following options help Alberta improve its place in Canada? A lot? Somewhat? Or not at all? (Total W3 Oct 2021 N=1221, W2 Apr 2021 N=1228, W1 Oct 2020 N=1300)

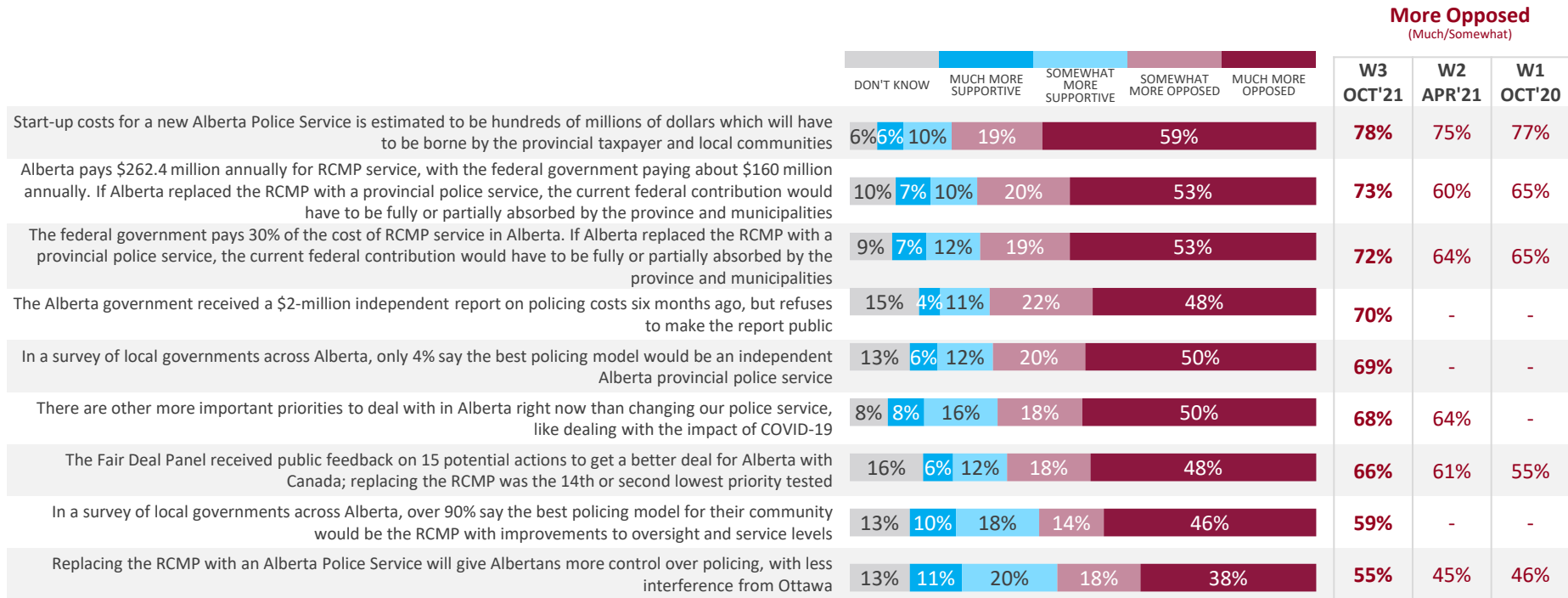
6-in-10 oppose replacing the RCMP with an Alberta Police Service

- Support for replacing the RCMP has declined marginally from 29% to 26% while those opposed has increased by 9-points since April, and those “strongly opposed” has increased 11-points
- Opposition to replacing the RCMP is higher among women and older Albertans



Opposition to replacing RCMP with new Alberta Police Service demonstrated across a range of statements

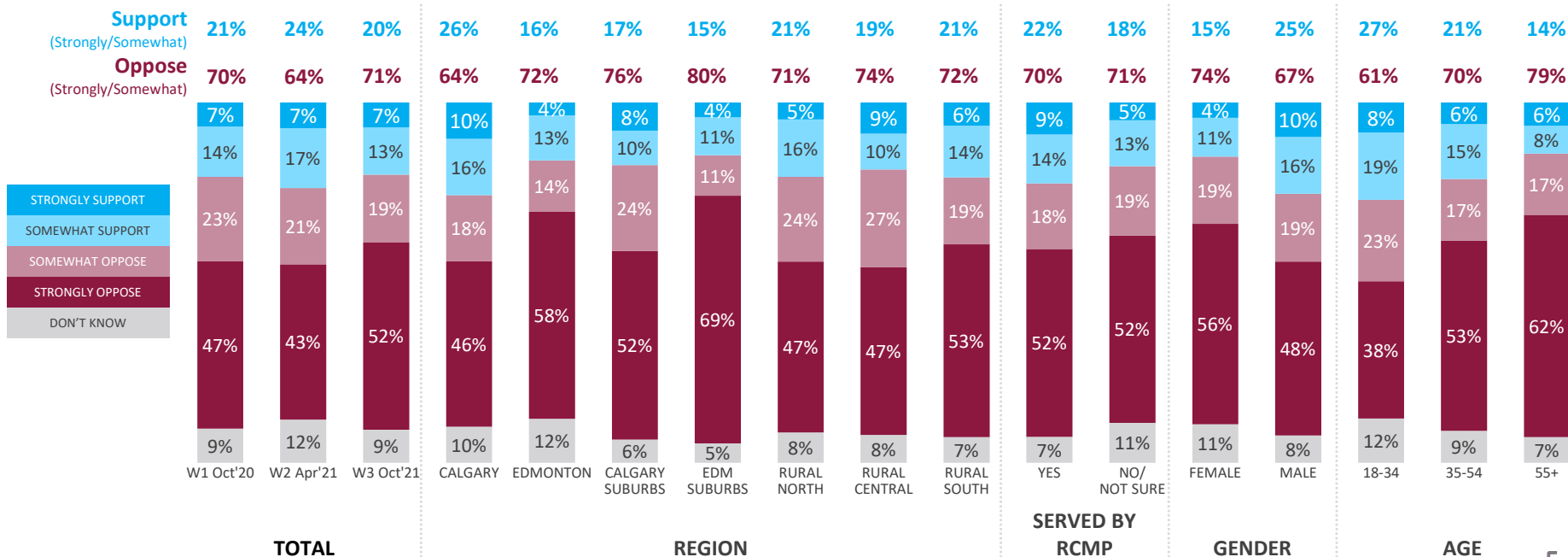
- All 6 messages tracked had higher level of those saying they were “more opposed” to replacing the RCMP compared to Wave 2
- Majority say that messages “\$2-million independent report” and “survey of local governments” make them “much more opposed”



Q11. Here are some statements about policing in Alberta. Please tell me whether they make you more supportive or more opposed to replacing the RCMP with a new Alberta Police Service.
(W3 Oct 2021 Split Sample N=varies from 610 to 885, W2 Apr 2021 Split Sample N=varies from 614 to 819, W1 Oct 2020 Split Sample N=varies from 649 to 977)

After statements, opposition to replacing RCMP rises to 7-in-10

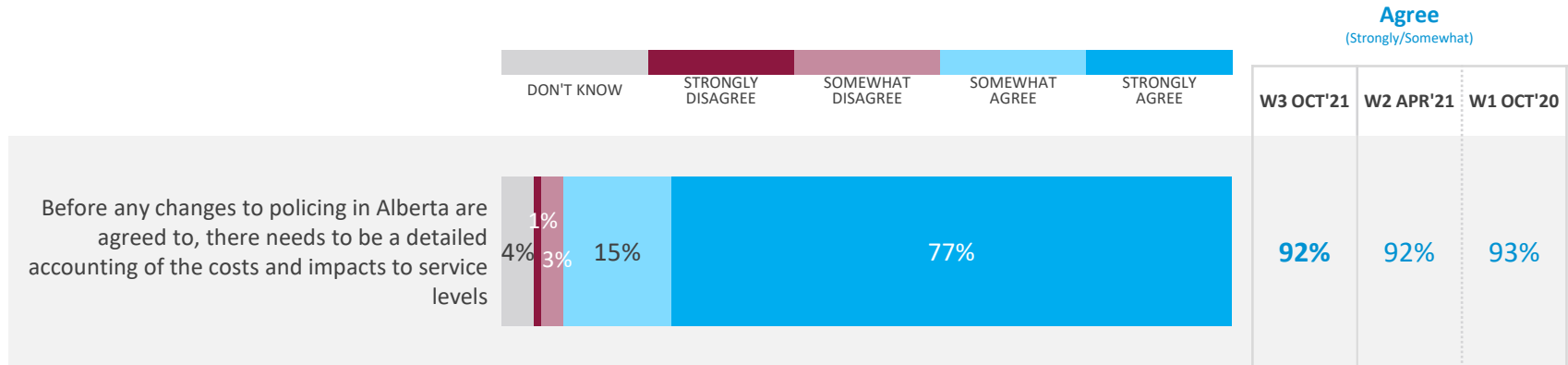
- Introducing NPF statements drives opposition. Opposition to replacing RCMP rises from 60% in pre-test to 70% after providing statements, while support decreases from 26% to 21%



Q12. Now that you reviewed additional information, do you support or oppose replacing the RCMP with an Alberta Police Service? (Total N=1221)

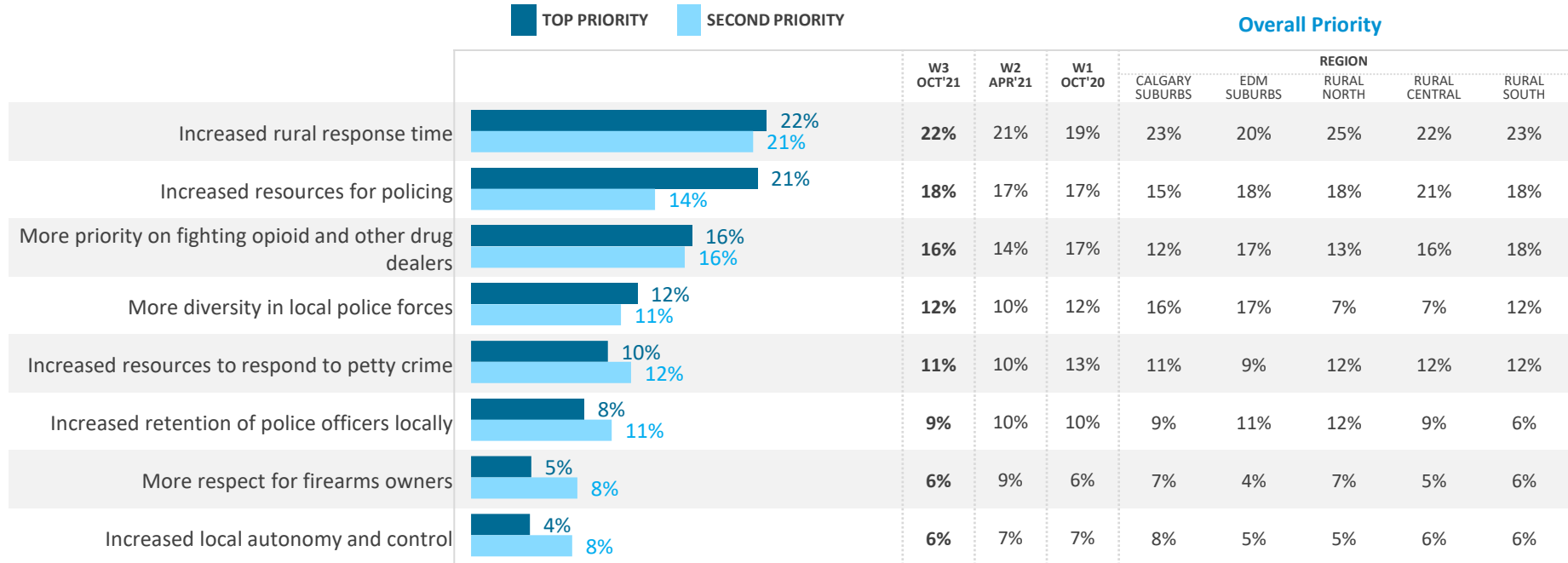
Over 3-in-4 Albertans strongly agree that before there are any changes to policing, there needs to be a detailed accounting

- Those agreeing (92%) is very consistent with Wave 1 (93%) and Wave 2 (92%)



Increased rural response time, increased resources for policing, and fighting opioid/drug dealers remain highest priorities for improvement

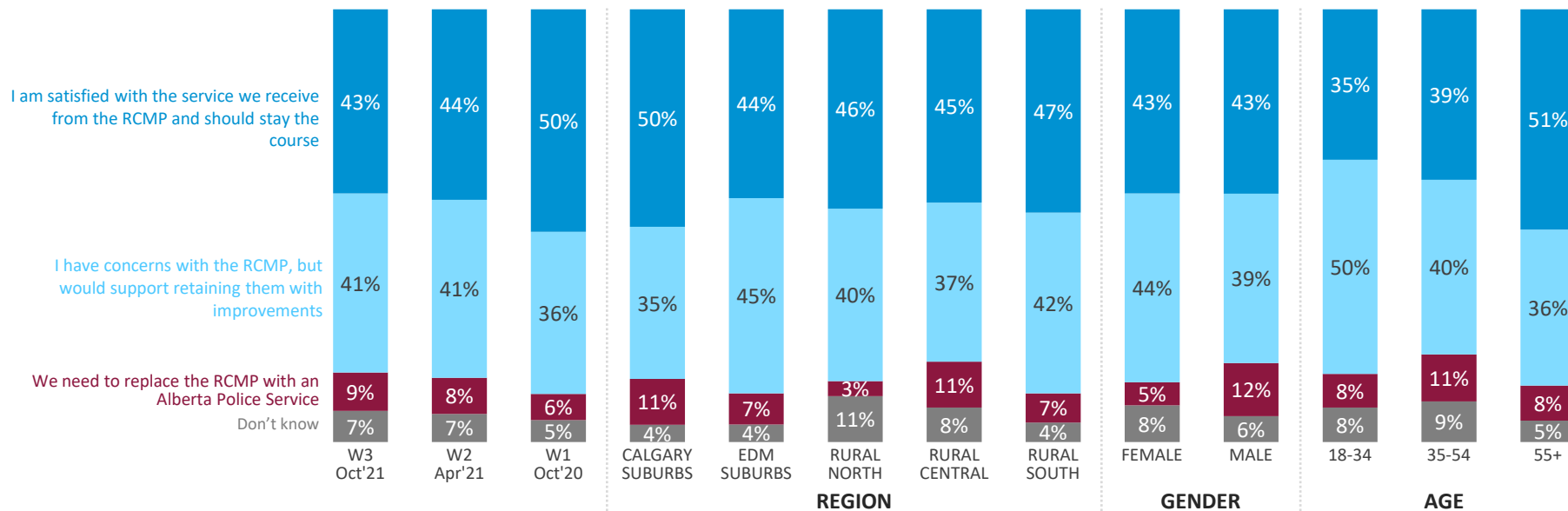
- Hierarchy of priorities for improvement remains the same as Wave 2. Increased local autonomy and control was lowest (4%) among items tested as a 'first priority'.



Q17. If the Province of Alberta decides to retain the RCMP, and not create a new Alberta Police Service, which of the following improvements to RCMP service in Alberta would be your highest priority? And the second highest priority? (Rural / RCMP Communities Oct 2021 (W3) N=727, Apr 2021 (W2) N=733, Oct 2020 (W1) N=809)

Over 8-in-10 say that Alberta should either “stay the course” or “[retain] them with improvements”

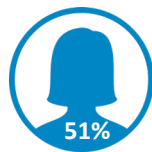
- At conclusion of survey, “Stay the course” plus “[retain] with improvements” has been consistent at 86% to 84% between Waves 1 to 3
- While support remains high, more Albertans say they would like to see improvements (41%) compared to Wave 1 (36%)
- Replacing the RCMP has increased from 6% to 9% between Waves 1 to 3 higher level among men, 35-54s, Rural Central, and Calgary suburbs



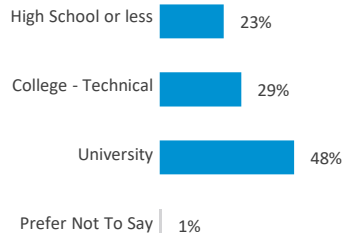
Q18. Which of the following statements best reflects your viewpoint? (Rural / RCMP Communities W3 Oct 2021 N=727, W2 Apr 2021 N=733, W1 Oct 2020 N=809)
Statement #2 wording in W1: “I have concerns with the RCMP, but would support retaining them if there were significant improvements”

Demographic Profile

GENDER



EDUCATION



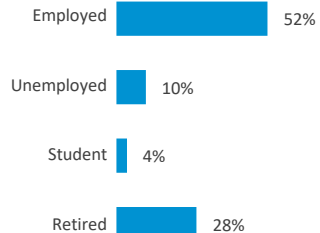
AGE



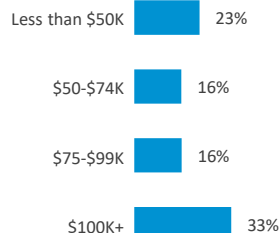
CHILDREN UNDER THE AGE OF 18 YEARS OLD



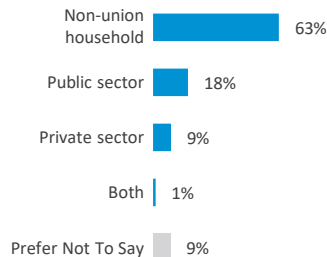
EMPLOYMENT



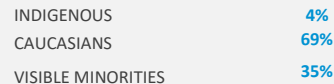
INCOME



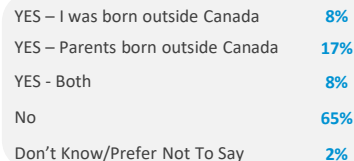
UNION MEMBERSHIP



ETHNICITY



BIRTHPLACE OUTSIDE CANADA



(Total N=1221)



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