

INNOVATIVE
RESEARCH GROUP

Searching for Durability

Table of Contents

The Audience Pyramid	3
The Emotional Foundations of Our Times	4
Project Approvals and Political Implications	10
Where Does Electricity Fit	18
Sink or Swim Together	26
BC Election	34
Indigenous Attitudes	50
Alberta Post-referendum	65
Where Do We Find Durability	76

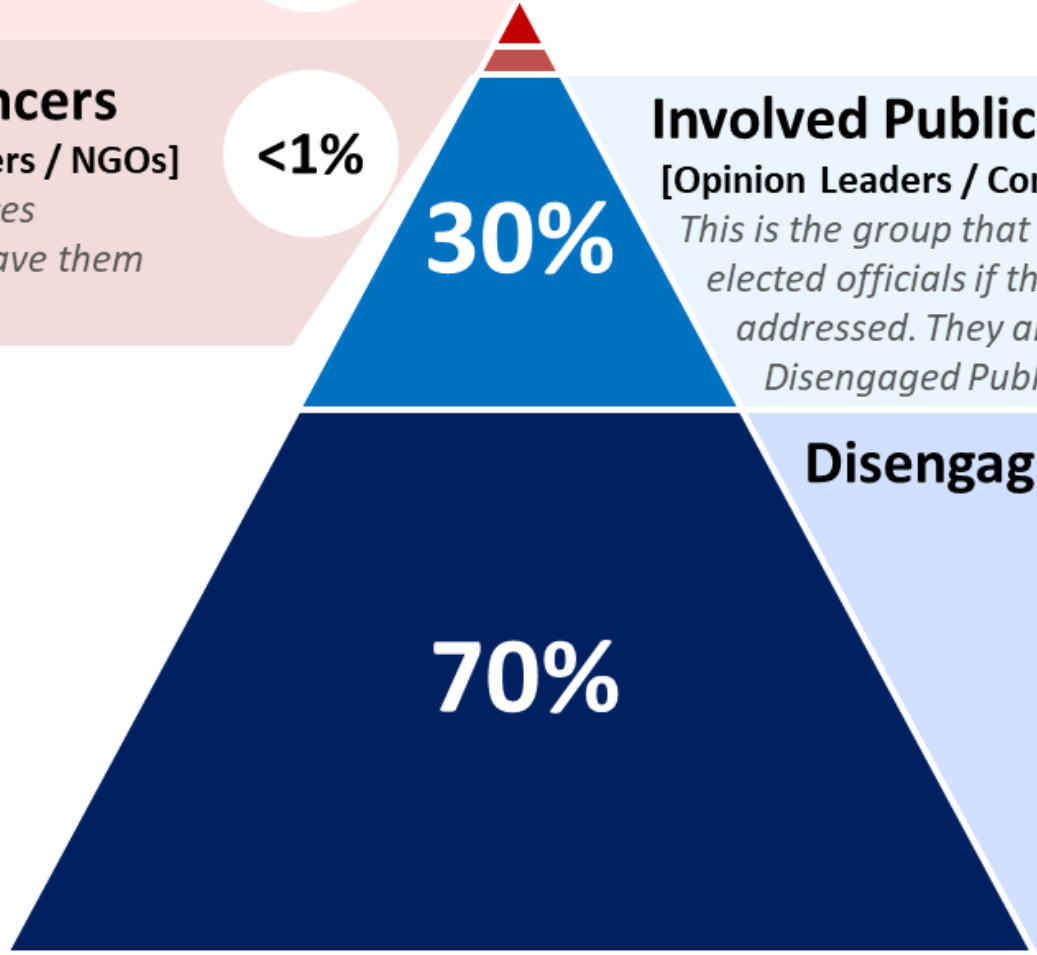
Public opinion has a limited impact.
What can we do about the top of the pyramid?

Decision Makers
[Political / Regulators]
Group whose process and political obligations you will need to address.

<1%

Stakeholders | Key Influencers
[Media / Associations / Business Leaders / NGOs]
Group that drives the story and influences government and regulators. Better to have them onside than offside.

<1%



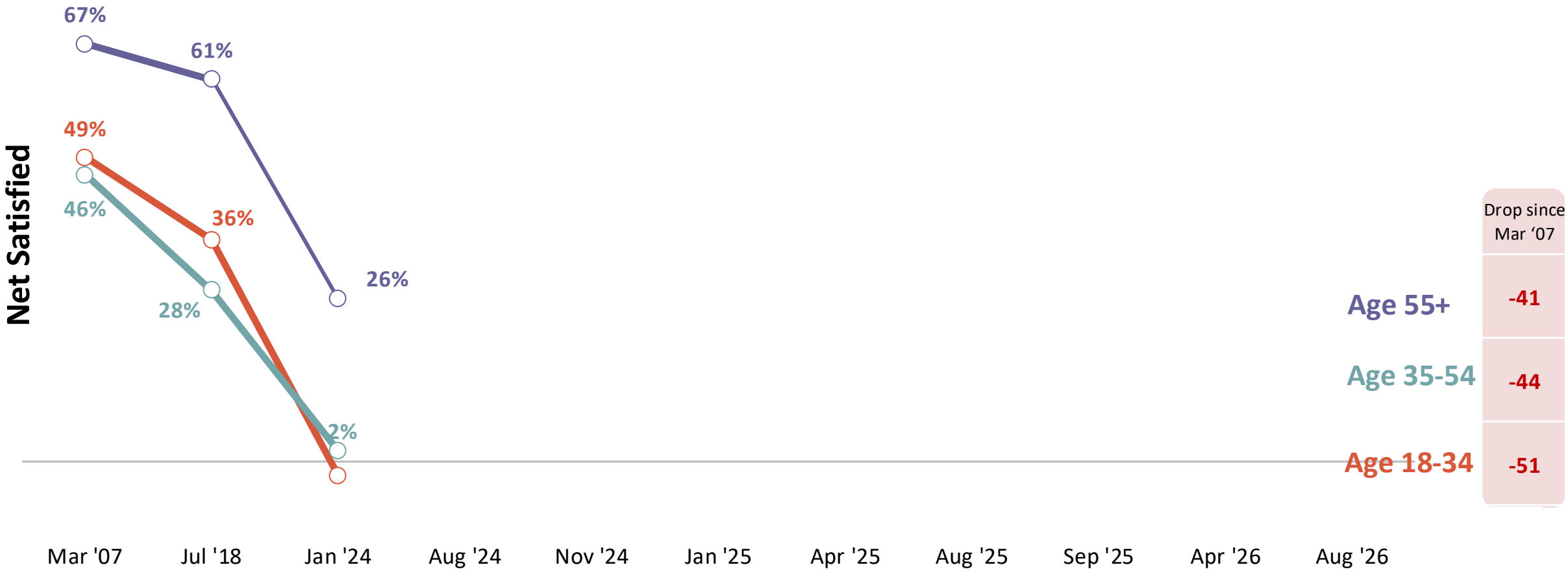
Involved Public
[Opinion Leaders / Community Activists]
This is the group that will go to the media and/or elected officials if they feel their concerns are not being addressed. They also affect the opinion of the Disengaged Public.

Disengaged Public

Public opinion is being driving by emotions

Net Satisfaction with Standard of Living BY Age Groups: Net satisfaction is highest among those 55+ but all age groups are trending down

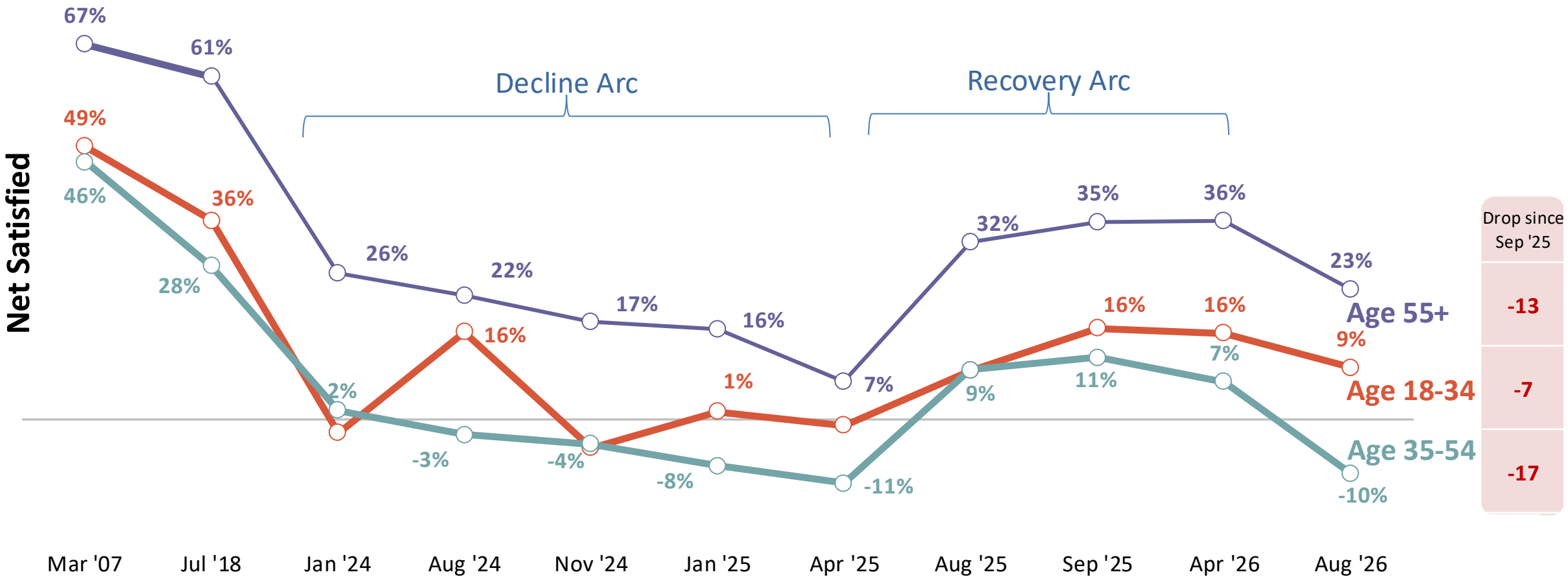
Q How satisfied are you with your current standard of living?
[asked of all respondents nationally; n=1,095]



Note: Current data: August W3 2026

Net Satisfaction with Standard of Living BY Age Groups: Net satisfaction is highest among those 55+ but all age groups are trending down

Q How satisfied are you with your current standard of living?
[asked of all respondents nationally; n=1,095]

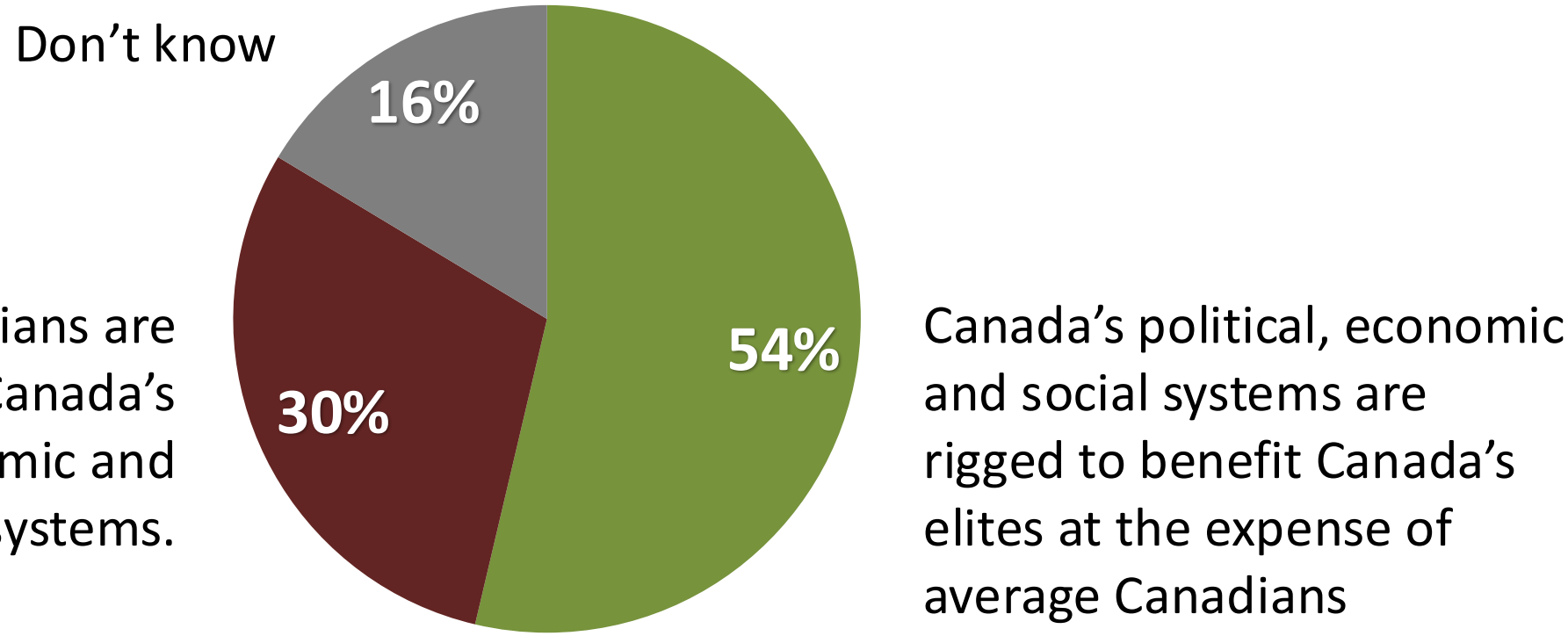


Note: Current data: August W3 2026

Lack of Progress on Prosperity is Leaving People Angry

Q Which of the following statements comes closest to your view …

[National; n=1,500]

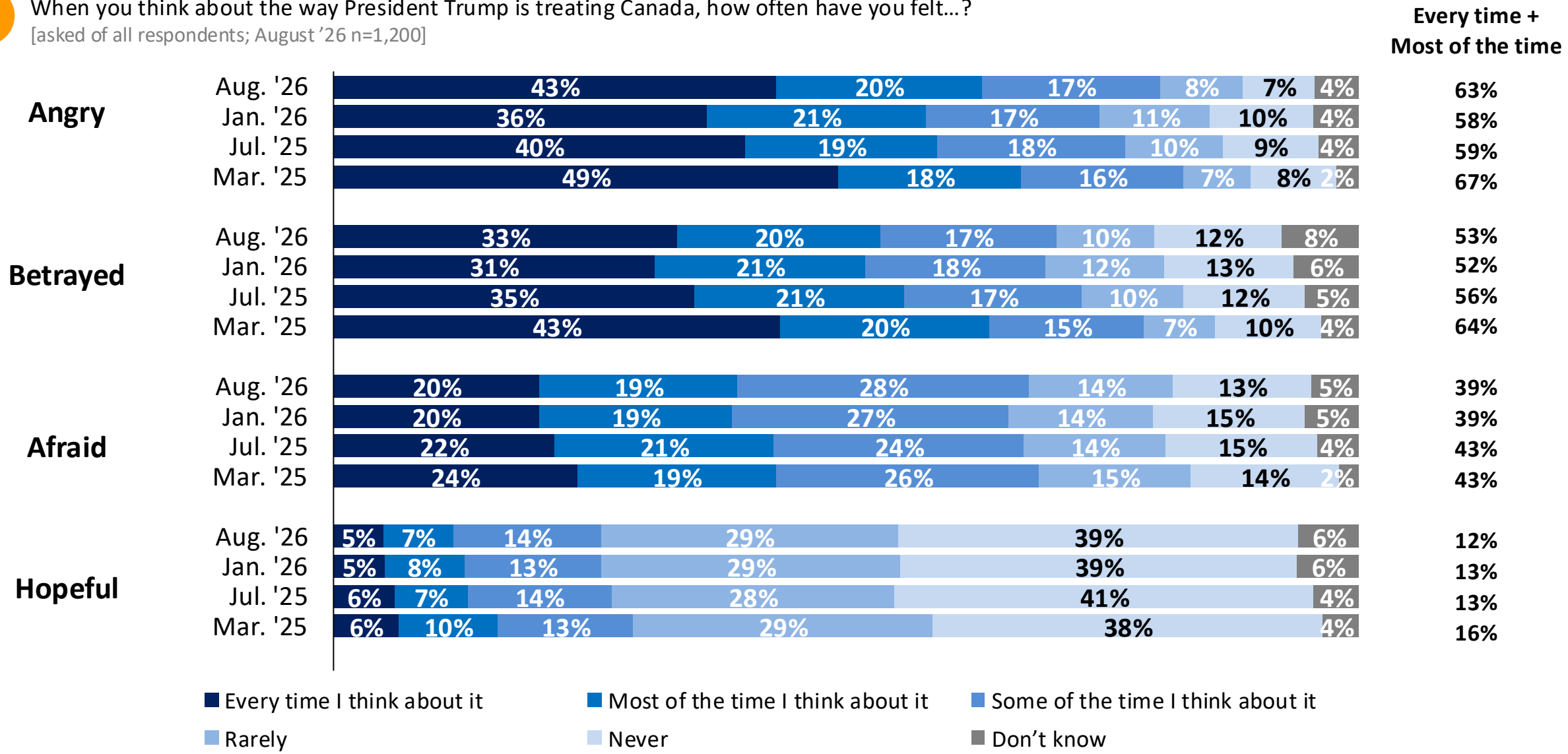


Source: CTM (Culture Wars); December 2025

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Trump Has Created Even Deeper Emotions, Particularly Among Older Canadians

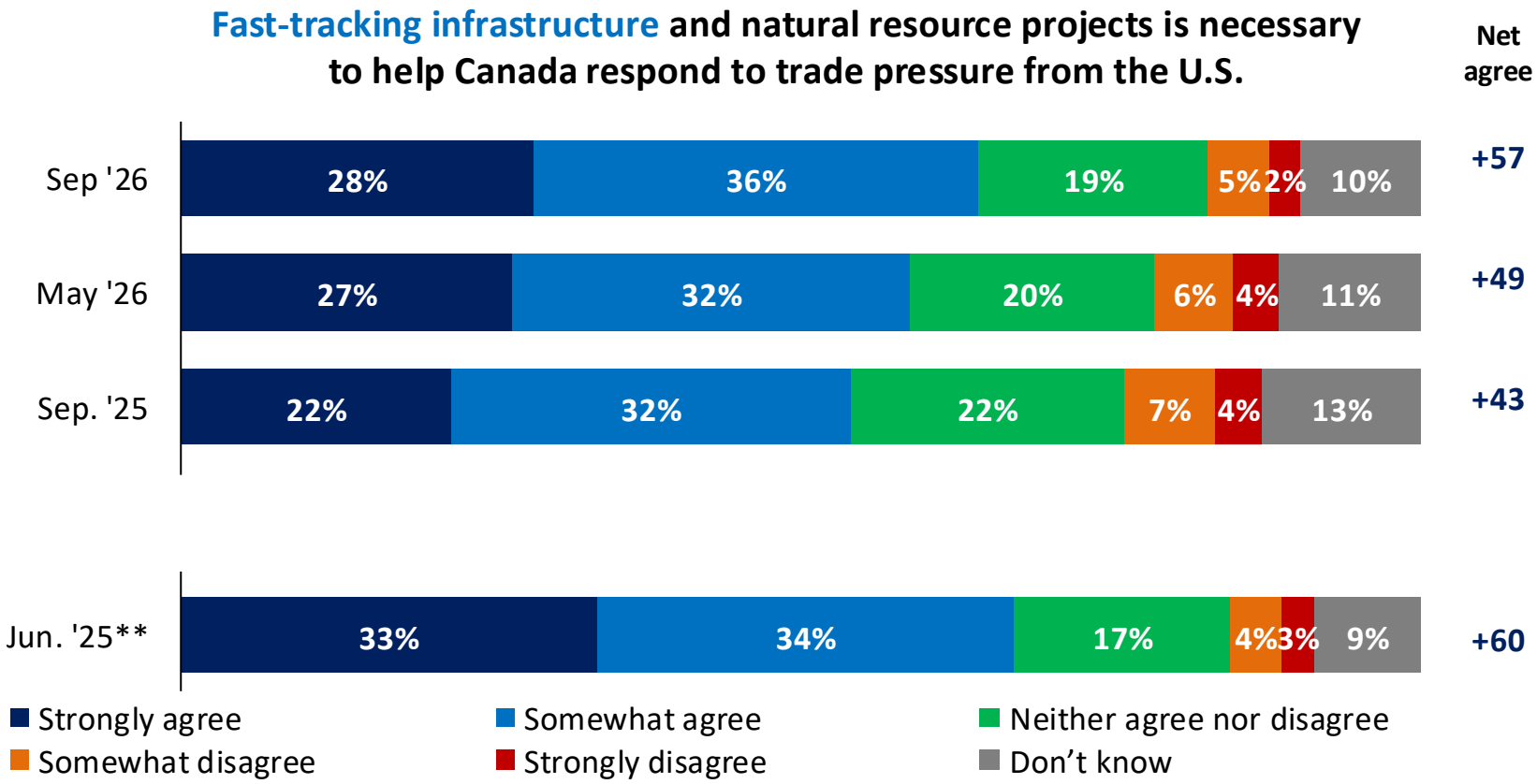
Q When you think about the way President Trump is treating Canada, how often have you felt…?
[asked of all respondents; August '26 n=1,200]

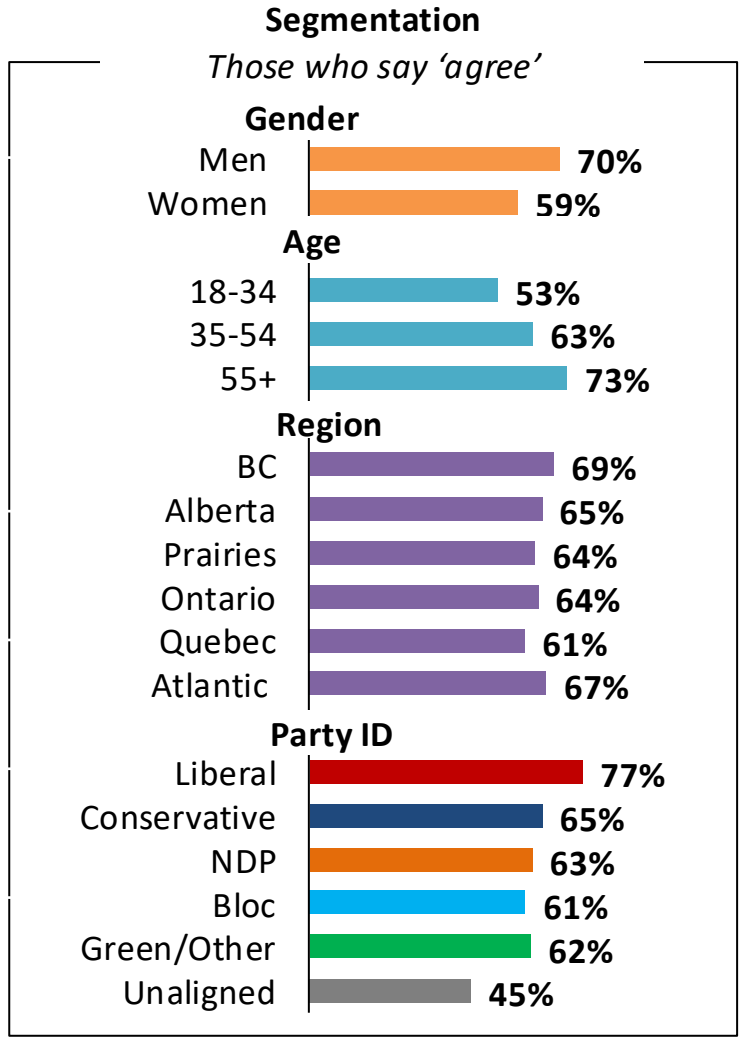


Support for Fast-tracking Driven By Desire to Respond to Trump

Q Canadian governments, both Federal and Provincial, have passed* a variety of legislation to remove barriers to construction, and to streamline processes for approving projects. *Please indicate how strongly you agree or disagree with the following statements:

[asked of all respondents; n=1,000]





Current data: Sep. 2026 (W1-2)

*In Sep. 2025, it was prelabeled with: Thinking in particular of the Federal government's Bill C-5, and before May 2026, instead of 'have passed,' we used 'are proposing'

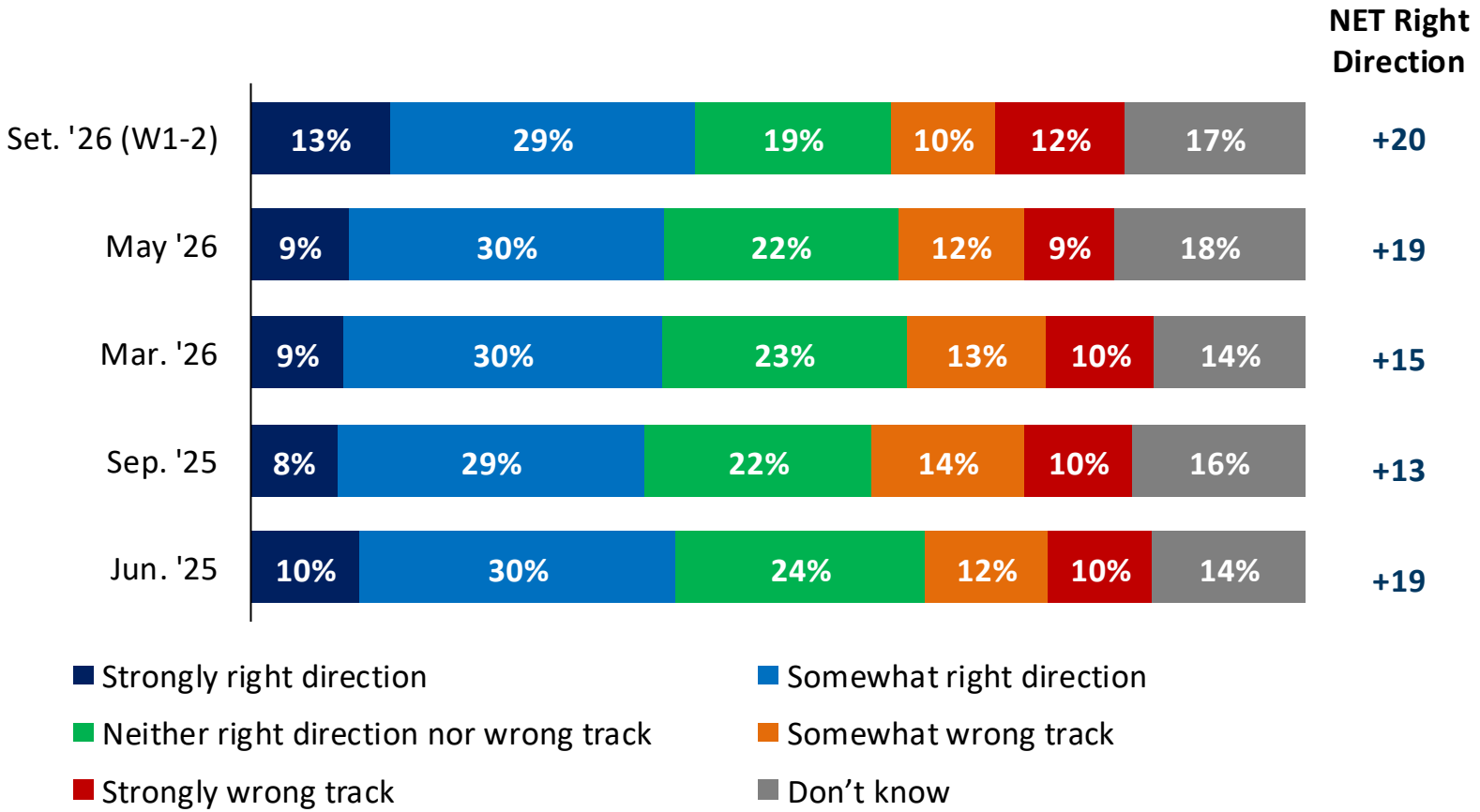
**In Jun. '25, the question was asked differently: Canada's economy needs new investment and construction to be competitive with the United States and other foreign competitors.

Project Approvals and Bill C-39

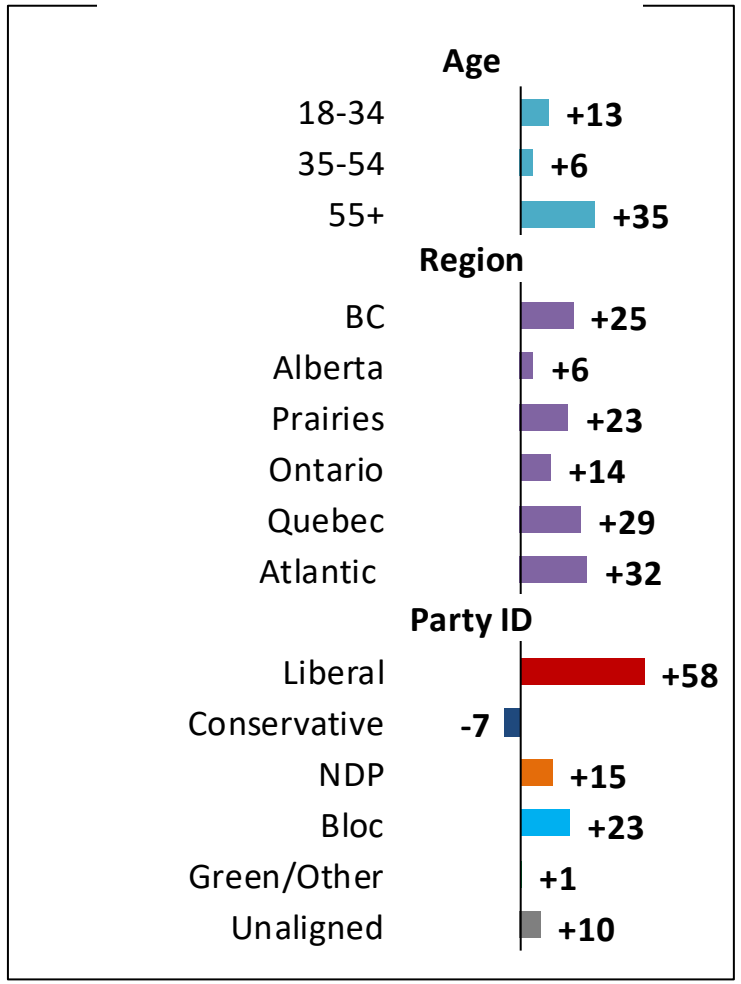
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Direction of Approval Process: 2-in-5 say Federal gov't is moving in right direction; Conservatives least likely agree

Q Thinking about the Federal government's efforts to change how project approval works in Canada, would you say the Federal government is moving in the right direction or the wrong track?
[asked of all respondents nationally, n=1,000]



Segmentation
NET 'Right direction'

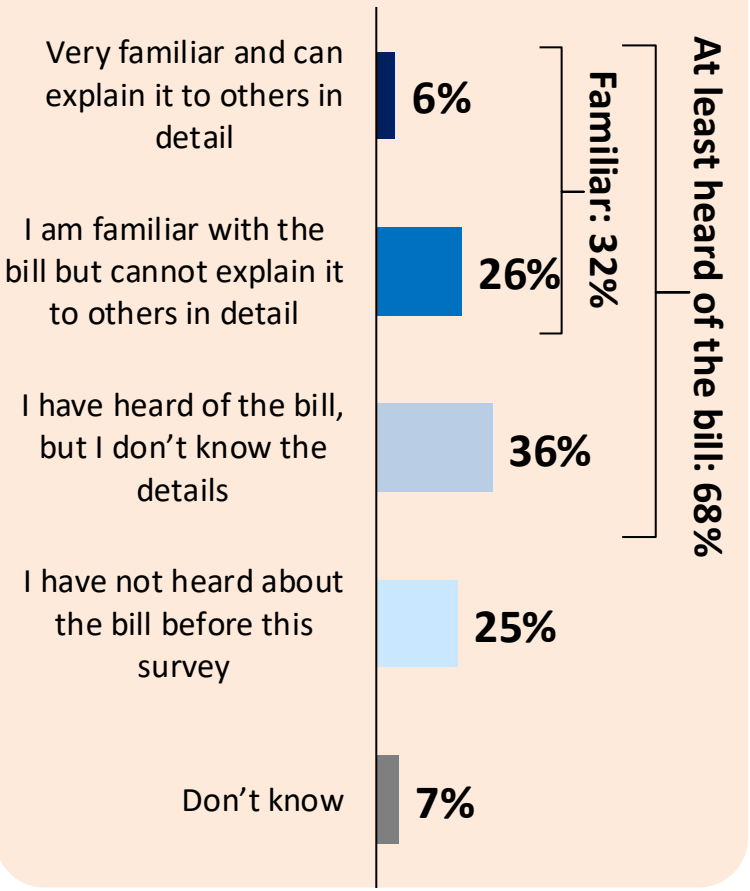


Note: **Sample size <50, results should be interpreted with caution
Current data: September 2026 (W1-2)

Impressions of Bill C-39: Two-thirds have heard of the bill; those aware are divided between positive and mixed views

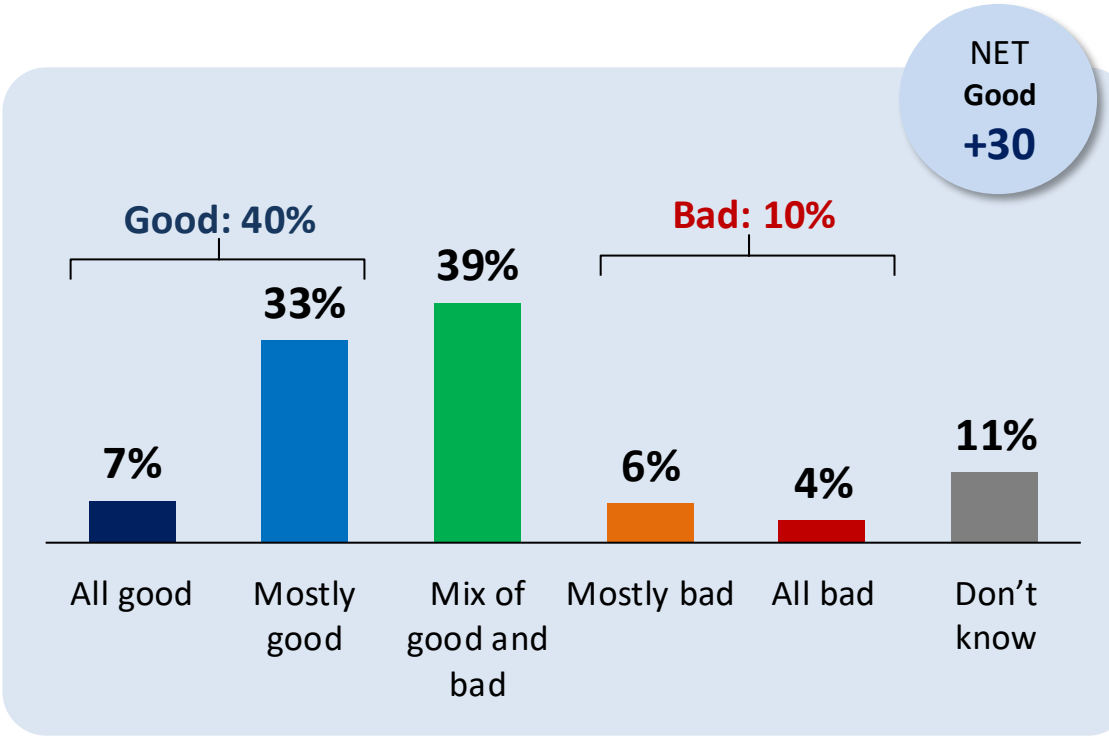
Q **Familiarity:** … How familiar are you with Bill C-39, the Building Canada Strong Act, an act the federal government claims will change how major projects are reviewed and approved, strengthen transportation and supply chains, and change federal labour rules?

[asked of all respondents nationally, n=1,500]



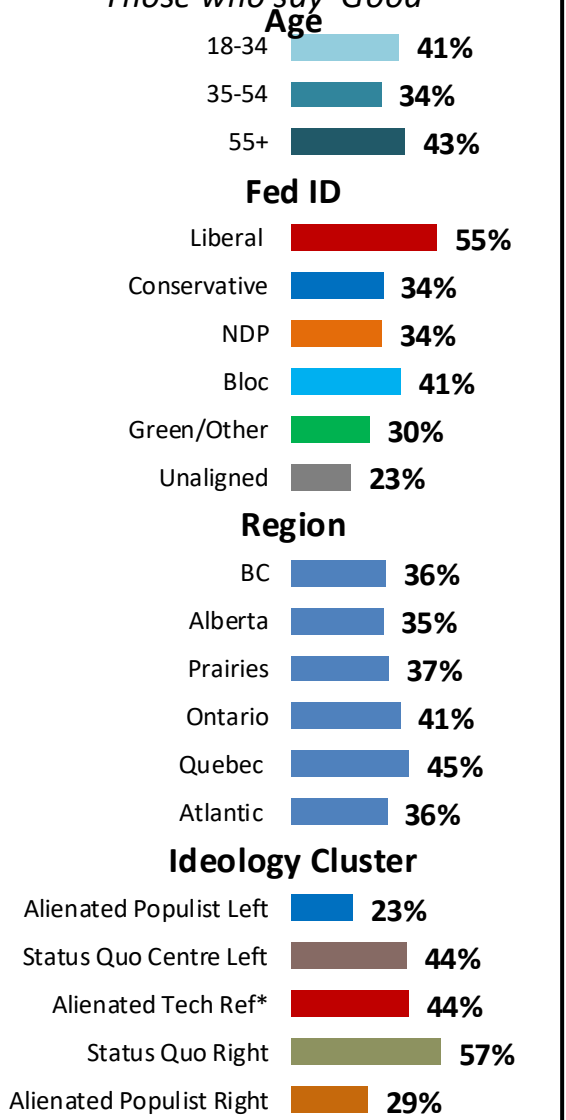
From what you know, does Bill C-39 sound like a good thing or a bad thing?

[asked only of those who have heard of Bill C-39; n=1020]



Segmentation

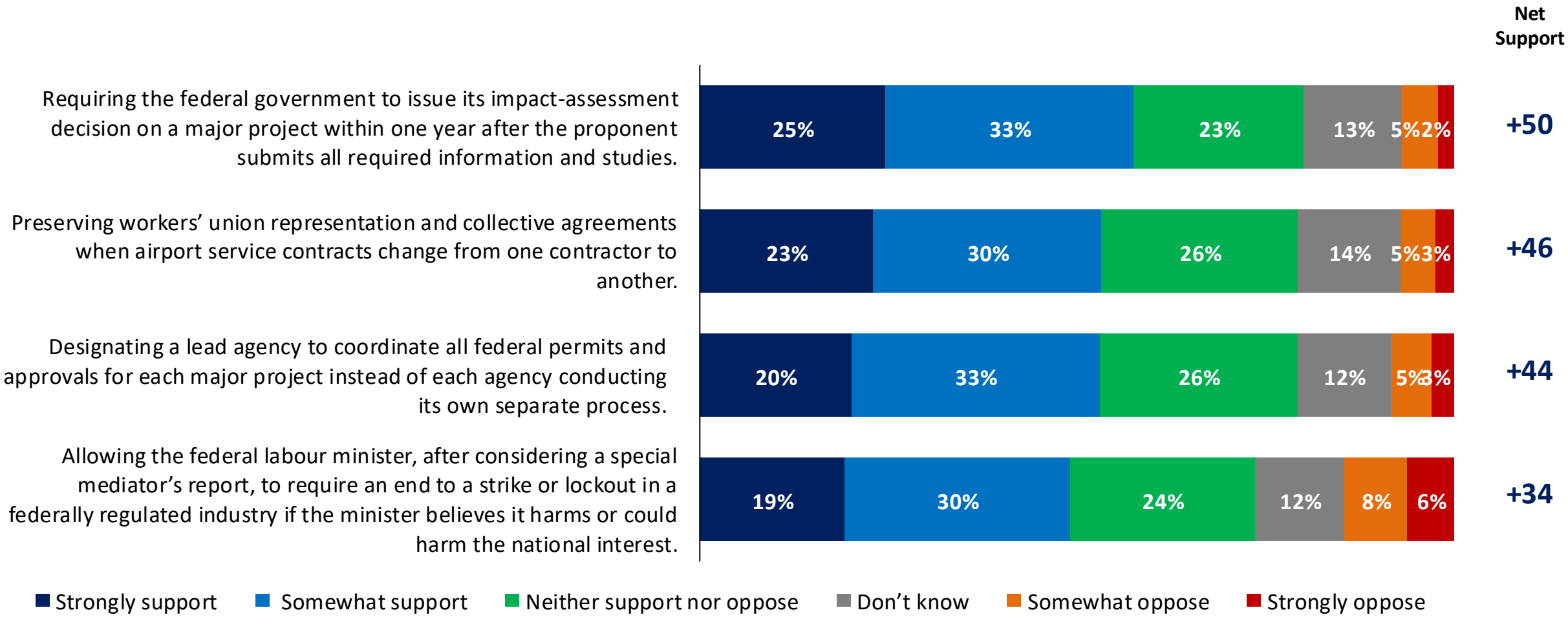
Those who say 'Good'



Current data: October 2026 (W3-4-5)

Proposed Reforms: Support exceeds opposition for all four measures

Q The federal government has proposed the following measures in Bill C-39. To what extent do you support or oppose each one?
[asked of all respondents; n=1,500]



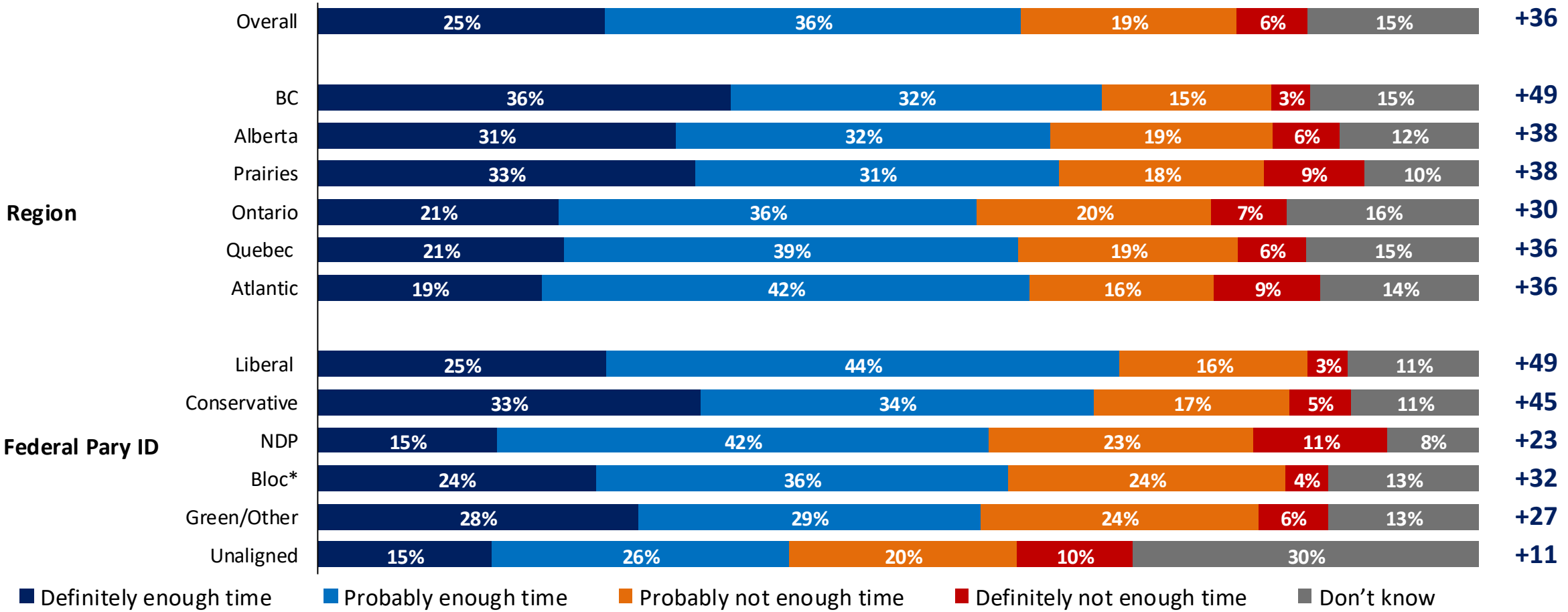
Current data: October 2026 (W3-4-5)

Indigenous Consultation: 61% consider one year sufficient under the conditions described; Alienated Left and Unaligned least likely to agree

Q The proposed one-year target for federal project reviews includes consultation with affected Indigenous communities. The government says timelines could be extended or paused where necessary to complete that consultation.

[asked of all respondents; n=1,500]

Do you think one year is a reasonable amount of time for affected Indigenous communities to identify their concerns and have those concerns meaningfully considered?



Current Data: October 2026 (W3-4-5)

Political Implications

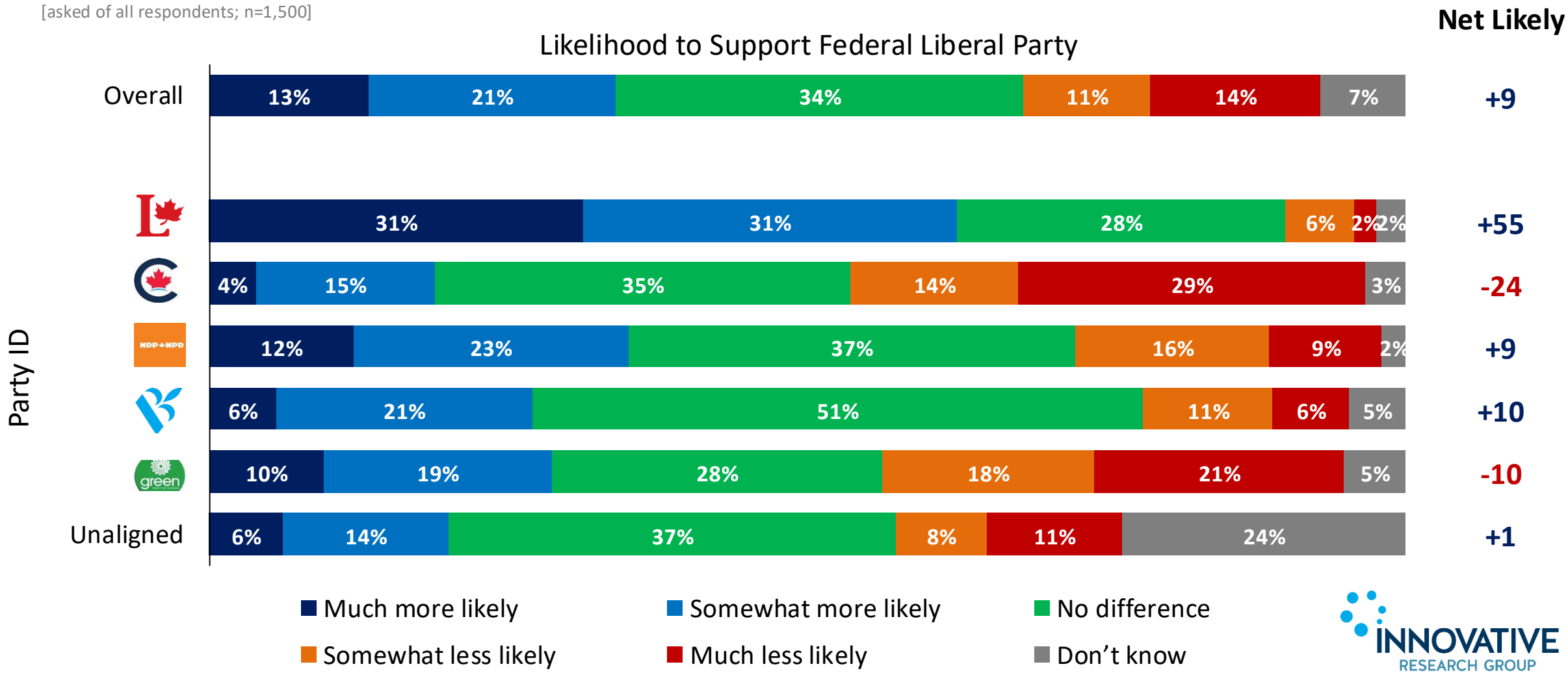
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Effect on Liberal Support By Party ID: NDP and Bloc identifiers say Carney's policies have made them more likely to support the Liberals

Q Thinking about Mark Carney's policies and decisions as prime minister, have they made you more likely or less likely to support the federal Liberal Party, or have they made no difference?

BY Federal Party ID

[asked of all respondents; n=1,500]



Current data: October 2026 (W3-4-5)

Section Take-Aways

01 **Younger Canadians have been growing more disappointed and alienated for more than a decade**
Stagnating or declining real incomes and rising pricing, especially housing, drives alienation from the ‘system’.

02 **Thanks to Trump, older Canadians are just as angry**
Trump has made supporting projects like the Pacific Link an act of defiance. But what happens when Trump is gone?

03 **Canadians like most of what they are seeing from Carney**
With very few exceptions, Canadians see Carney striving to make Canada less reliant on Trump and to get things done. It has resulted in an expanding and stronger Liberal brand

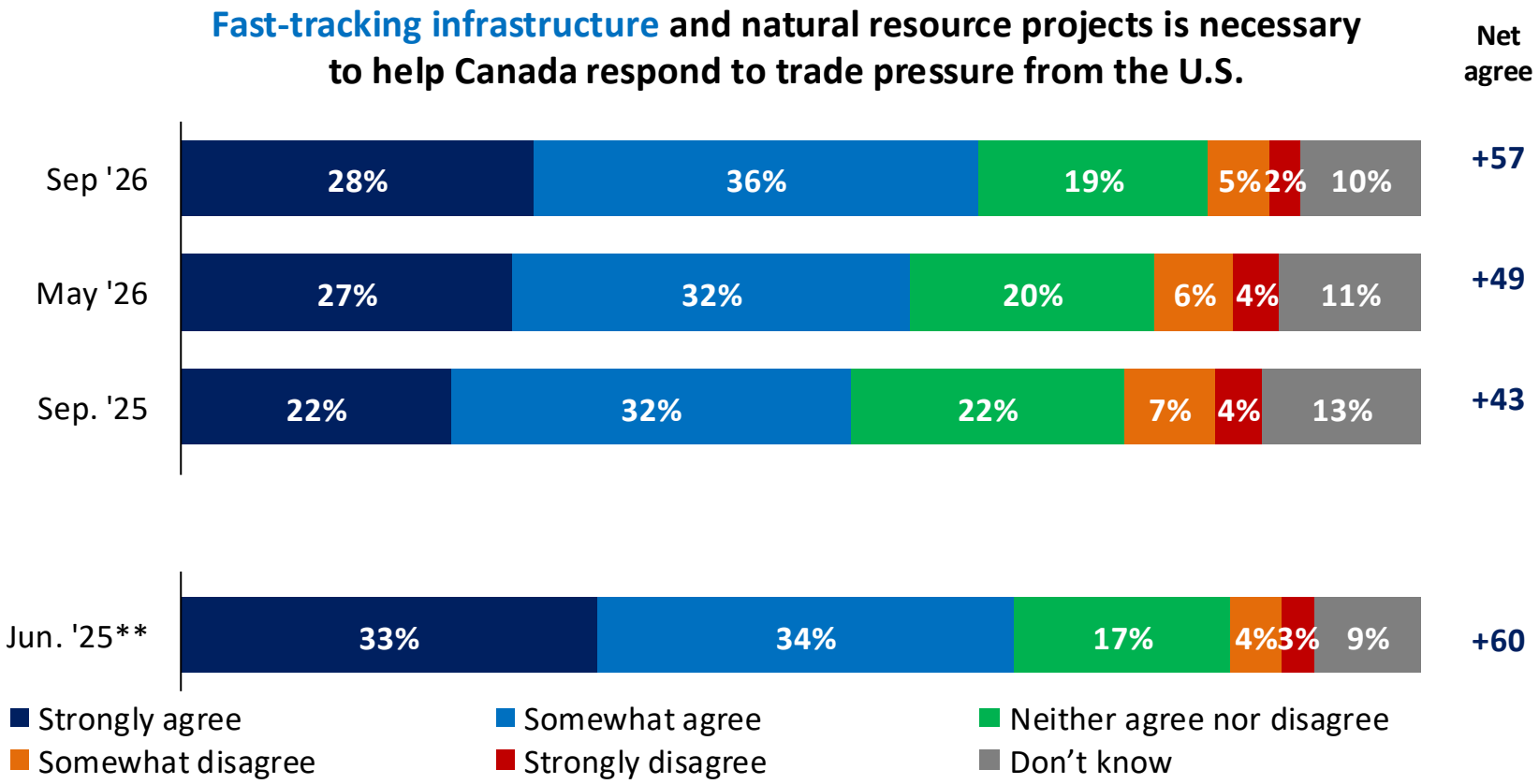


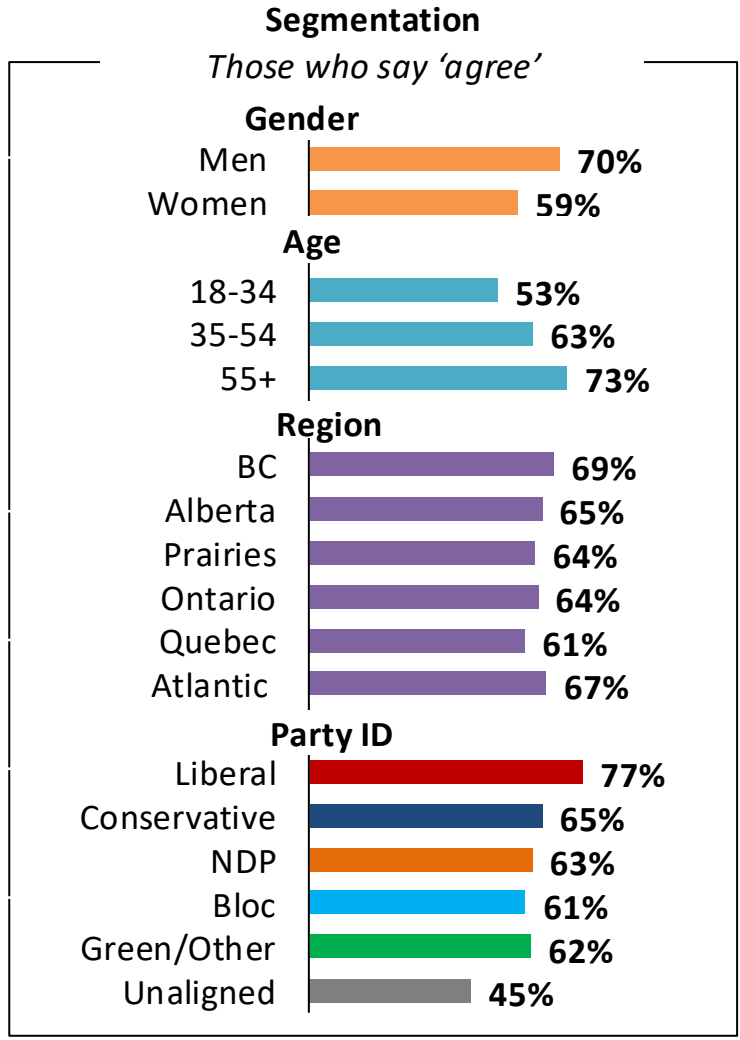
Where Does Electricity Fit

Support for Fast-tracking Driven By Desire to Respond to Trump

Q Canadian governments, both Federal and Provincial, have passed* a variety of legislation to remove barriers to construction, and to streamline processes for approving projects. *Please indicate how strongly you agree or disagree with the following statements:

[asked of all respondents; n=1,000]





Current data: Sep. 2026 (W1-2)

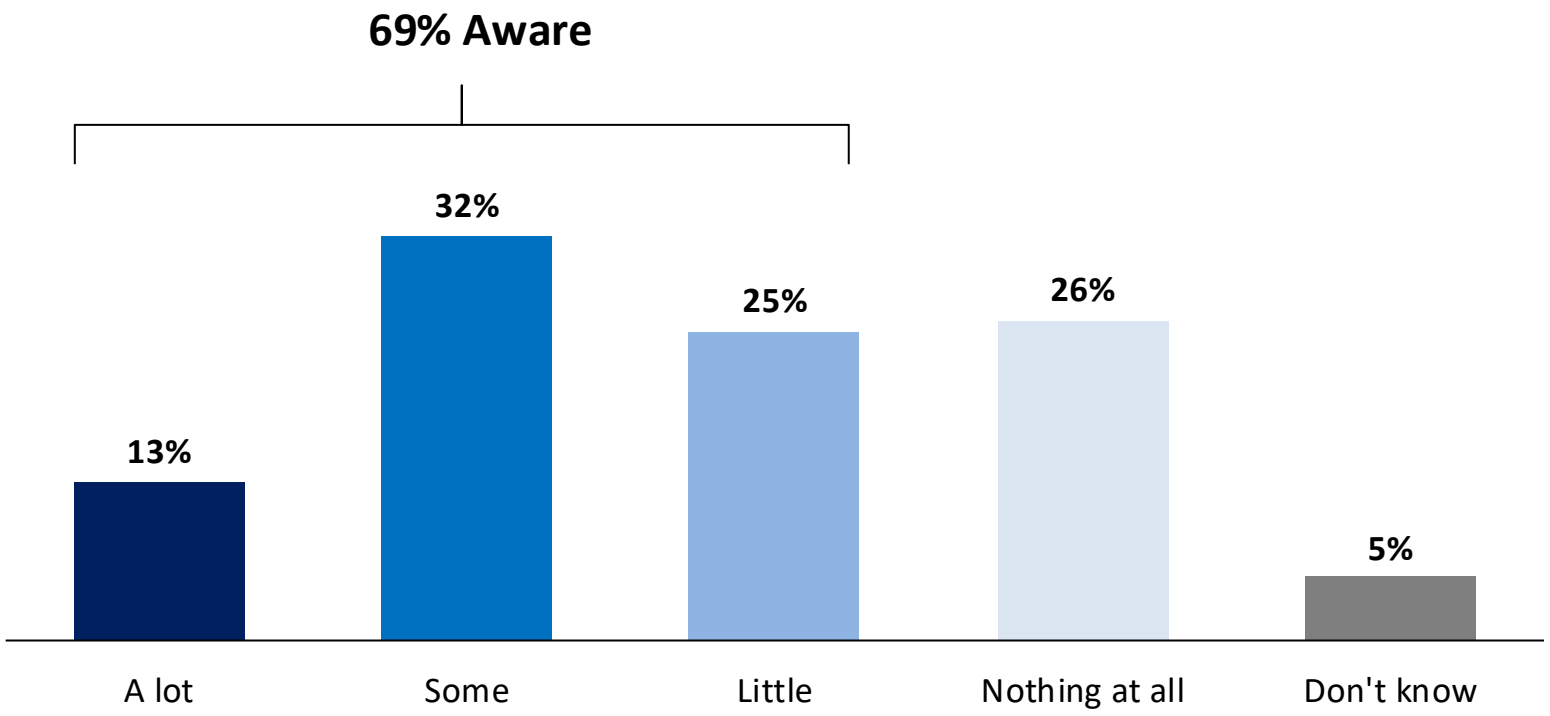
*In Sep. 2025, it was prelabeled with: Thinking in particular of the Federal government's Bill C-5, and before May 2026, instead of 'have passed,' we used 'are proposing'

**In Jun. '25, the question was asked differently: Canada's economy needs new investment and construction to be competitive with the United States and other foreign competitors.

Awareness of Electricity Need: About 7-in-10 of Canadians are aware of the growing need for electricity; lowest among those unaligned

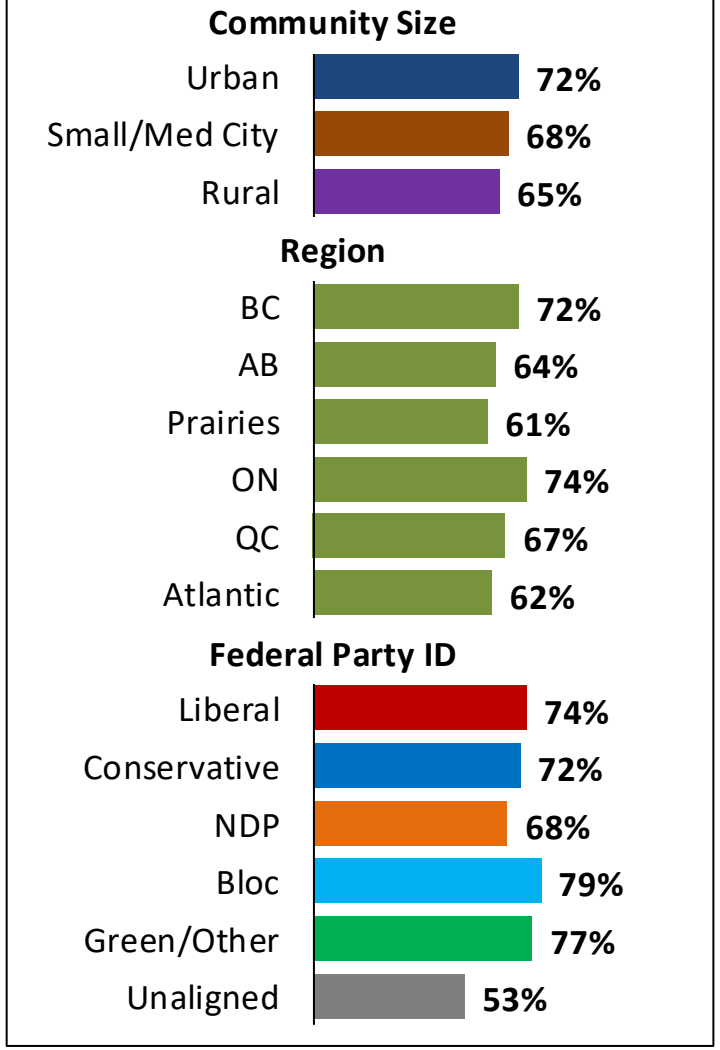
Q Before today, how much had you heard about Canada needing significantly more electricity over the next 10 to 20 years?

[asked of all respondents; n=1,500]



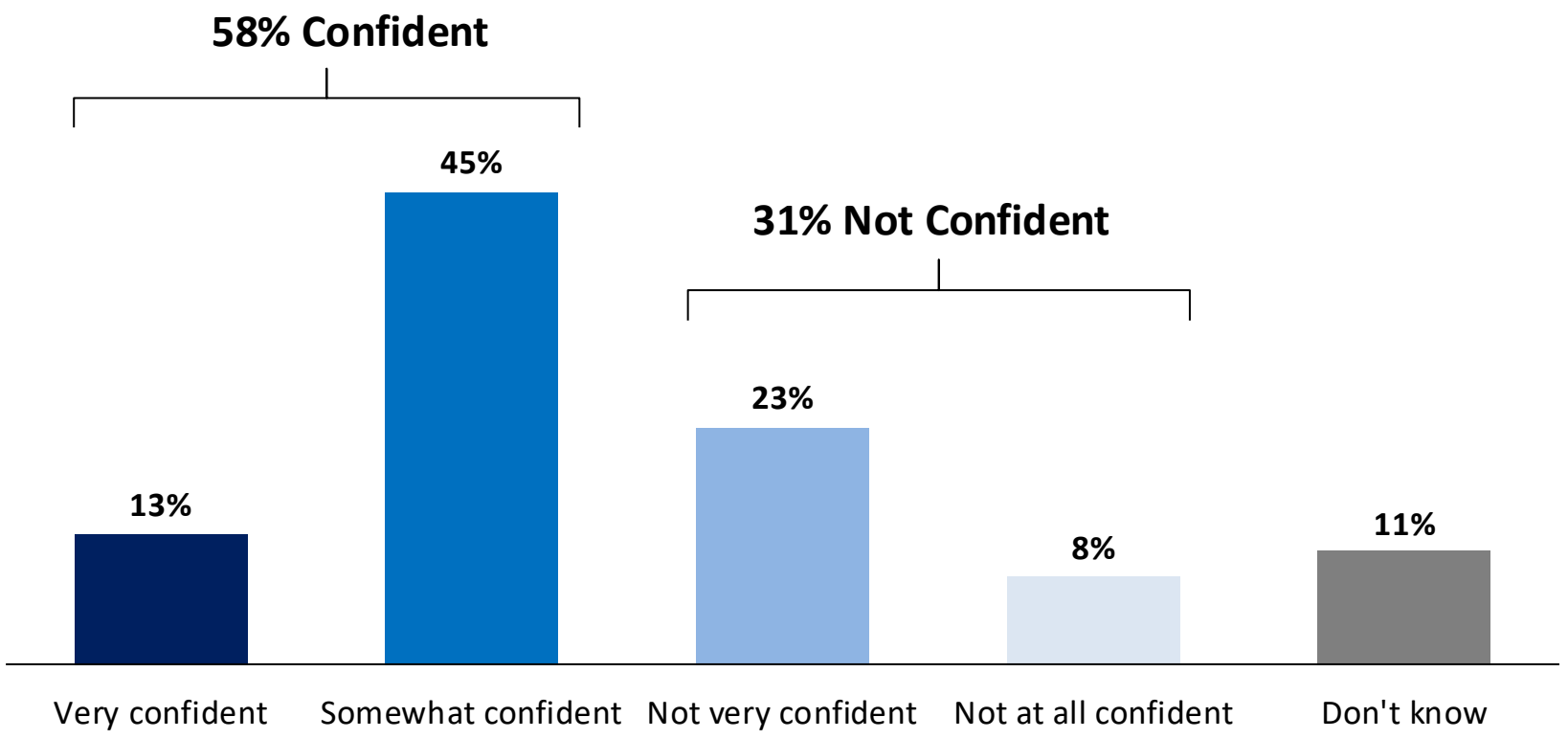
Segmentation

Those who are aware

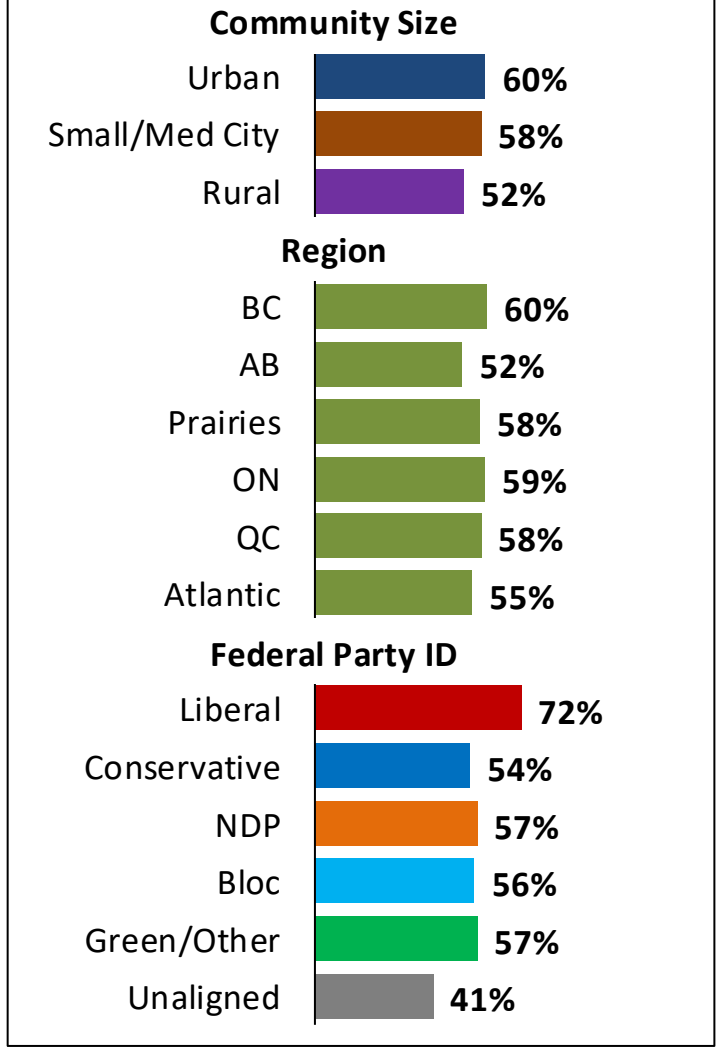


Reliable Electricity: Majority are confident in Canada having enough reliable electricity for future demand; highest among Liberals

Q How confident are you that Canada will have enough **RELIABLE** electricity to meet future demand?
[asked of all respondents; n=1,500]

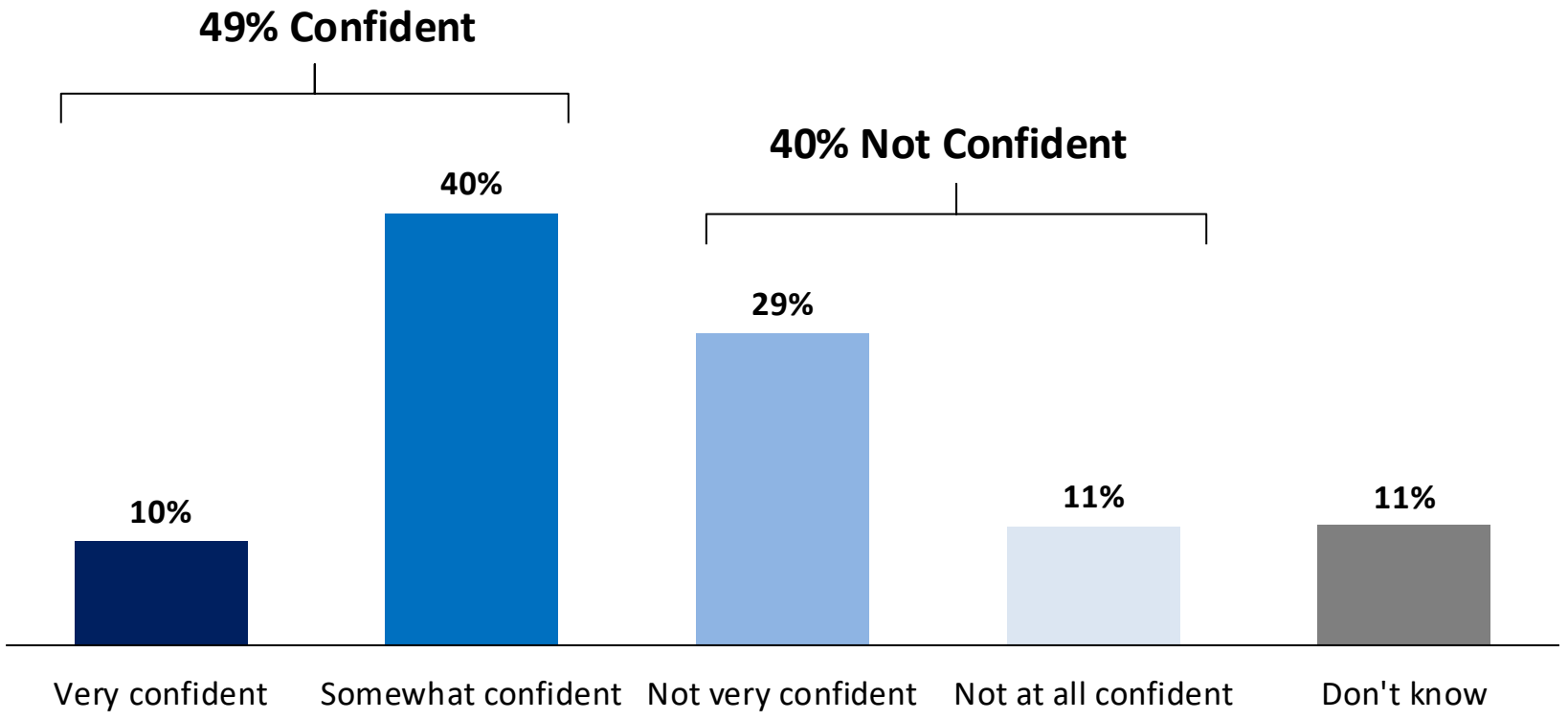


Segmentation
Those who say 'Confident'

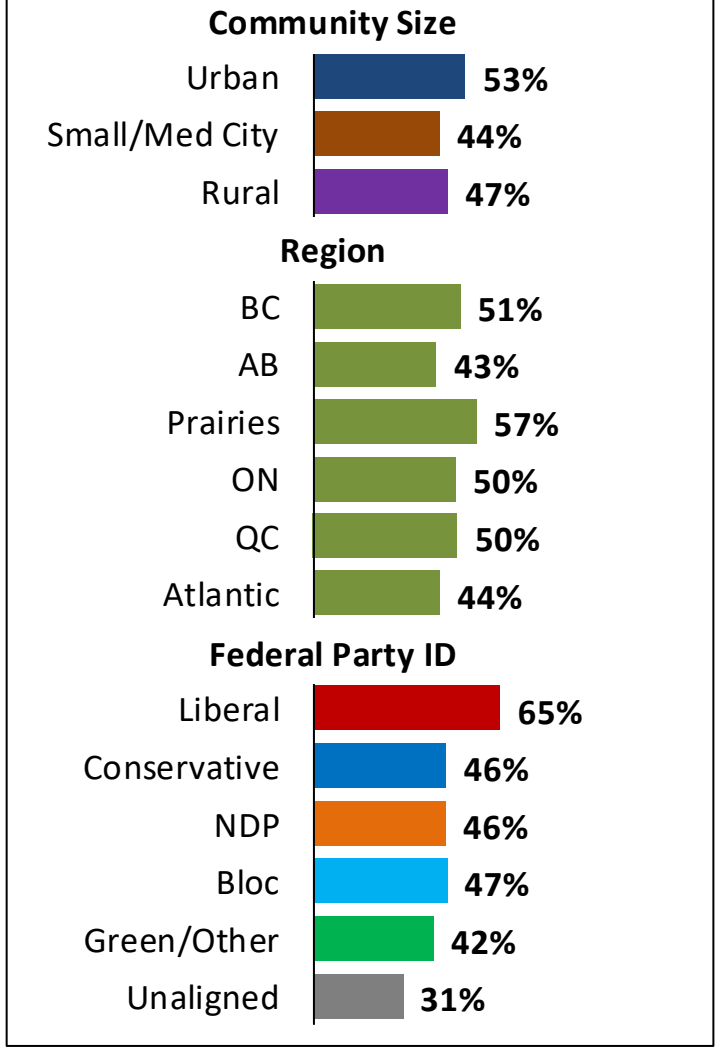


Affordability Confidence: About half are confident in Canada meeting future electricity demand affordably; highest amongst Liberals and those in the Prairies

Q How confident are you that Canada will have enough **AFFORDABLE** electricity to meet future demand?
[asked of all respondents; n=1,500]



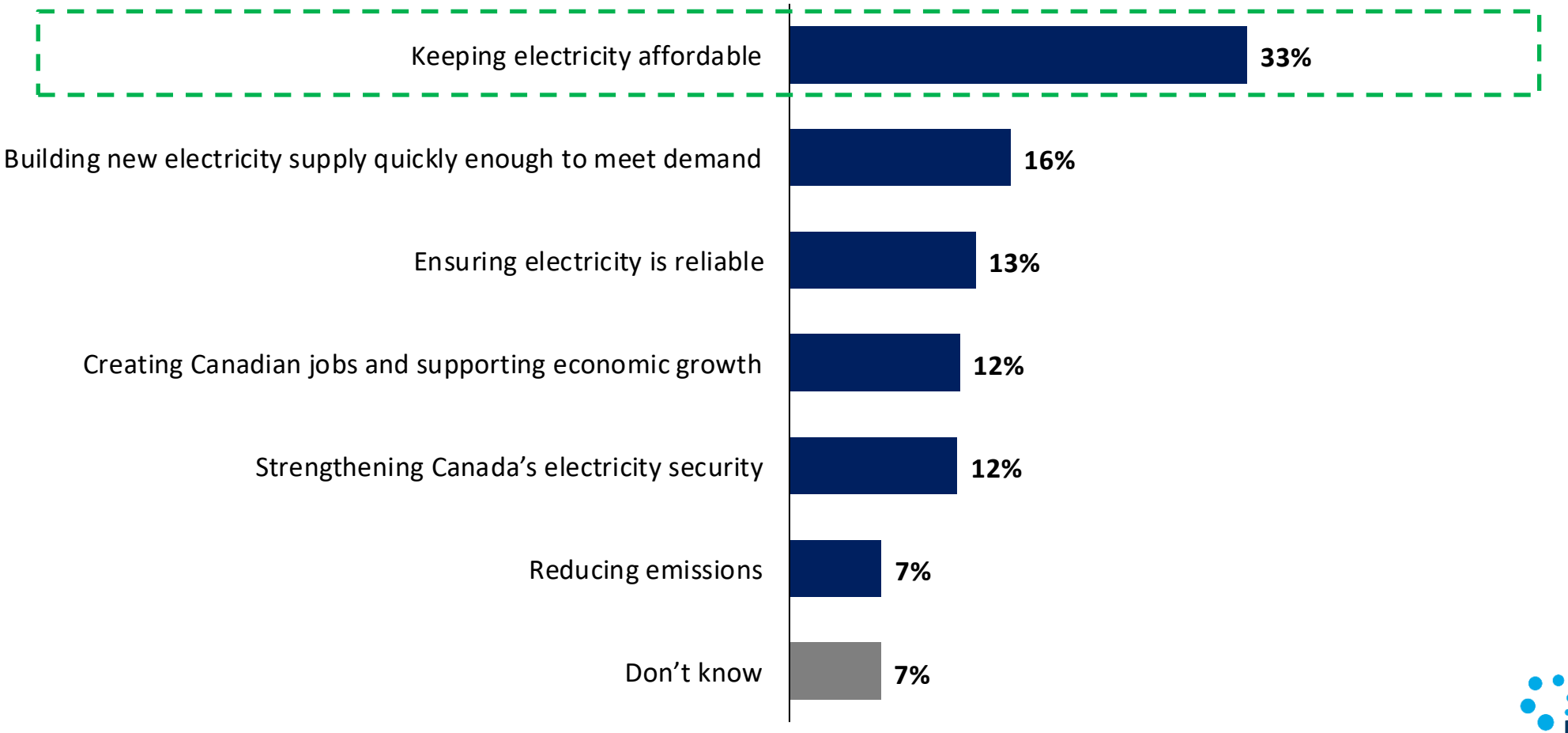
Segmentation
Those who say 'Confident'



Supply Priorities: Affordability emerges as the clear top priority for new electricity supply

Q When governments are planning new electricity supply, which of the following should be their highest priority?

[asked of all respondents; n=1,500]

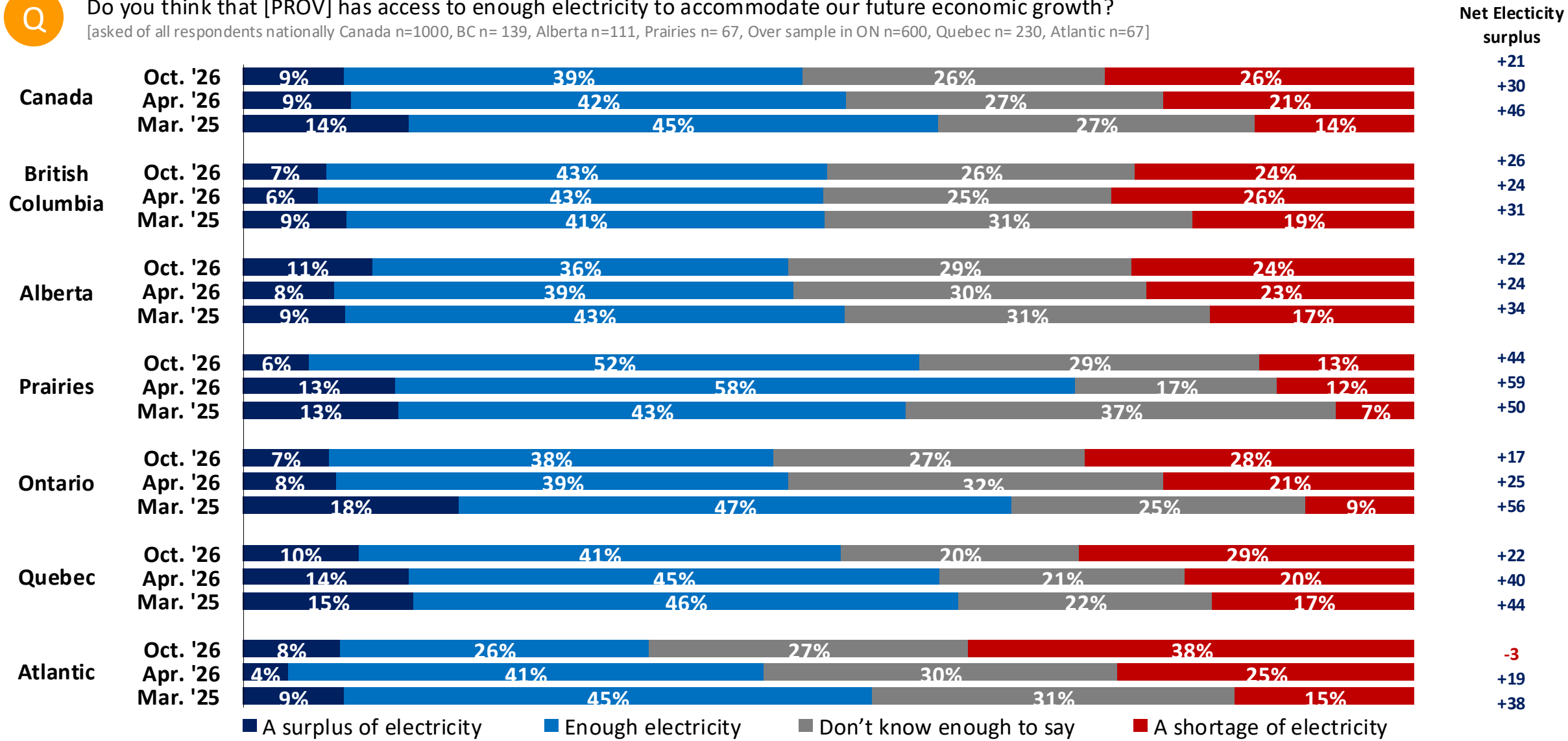


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Future Power Outlook: Canadians are increasingly less confident that there will be enough electricity for future economic growth

Q Do you think that [PROV] has access to enough electricity to accommodate our future economic growth?

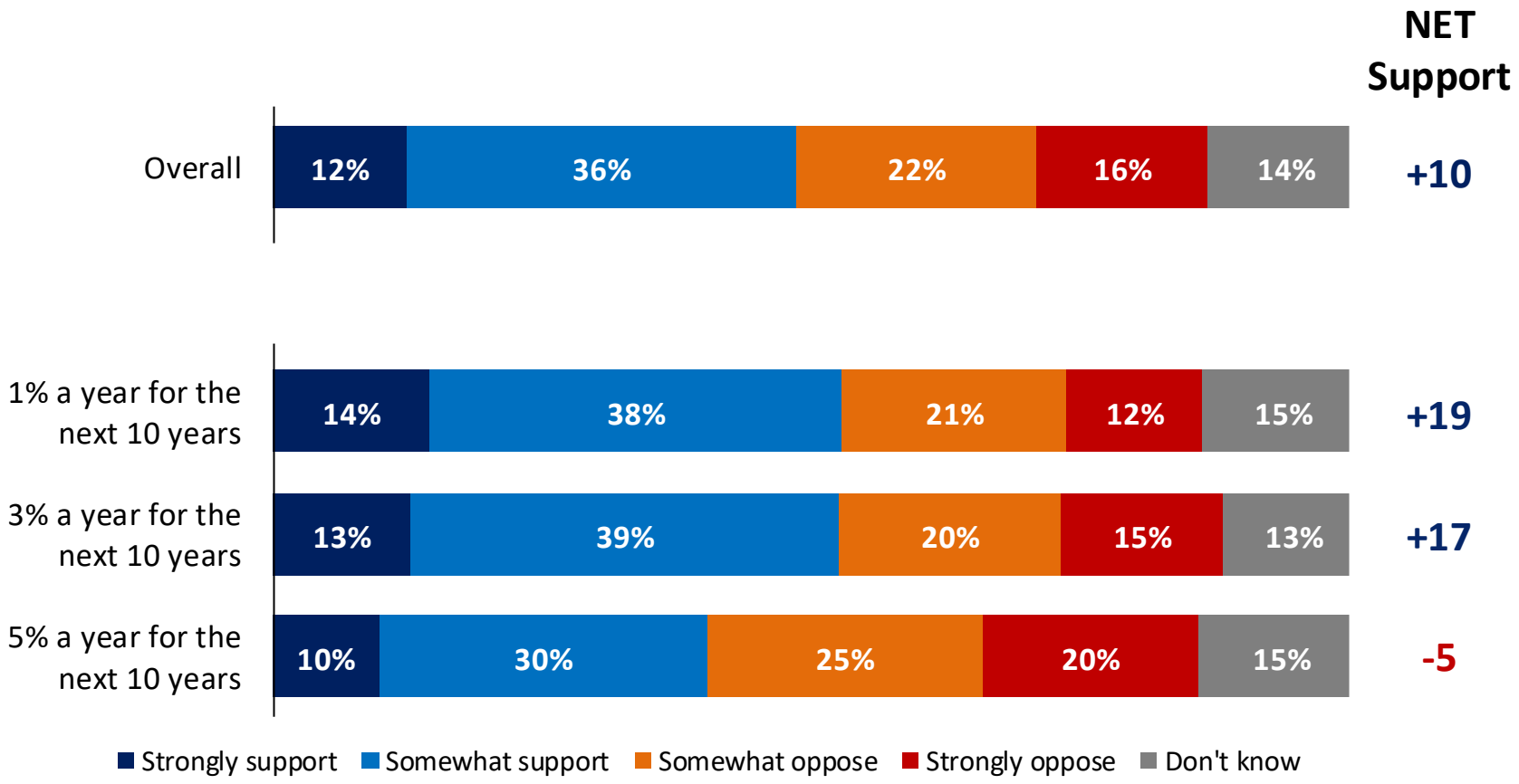
[asked of all respondents nationally Canada n=1000, BC n= 139, Alberta n=111, Prairies n= 67, Over sample in ON n=600, Quebec n= 230, Atlantic n=67]



Note: Net Electricity surplus is the difference between Surplus/Enough and A shortage of electricity. **Current data**: October 2026 (W1-2); Ontario was oversampled in October 2026 W1 to n=600.

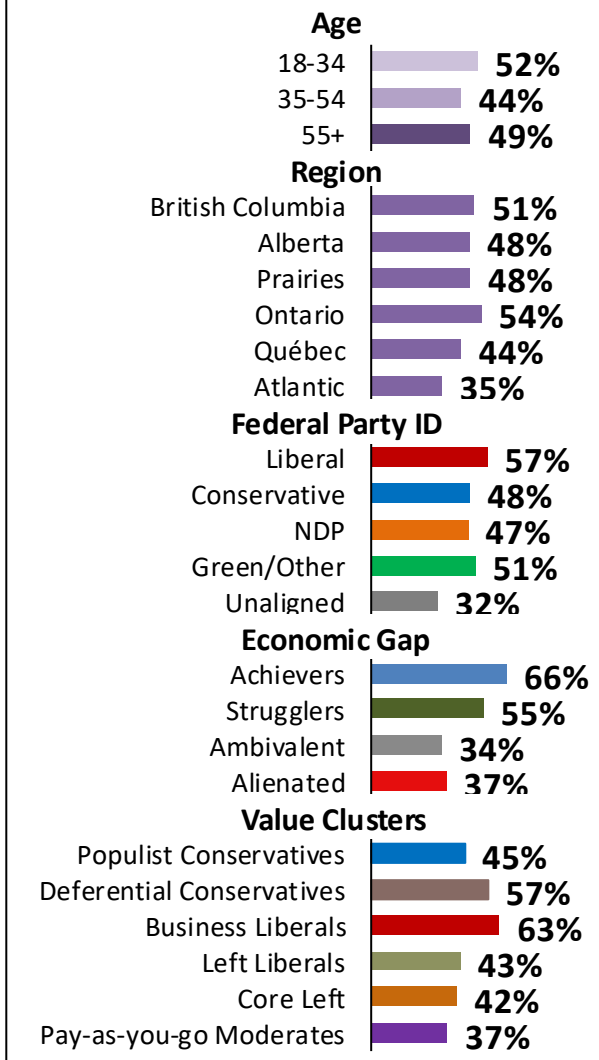
Willingness-to-pay: Overall net support for bill increases is positive; higher support for 1% and 3% annual increases

Q Electricity prices will need to increase to fund expansion of the electricity grid.
Do you support or oppose investments to expand the electricity grid if, in addition to routine increases, your electricity bill were to rise by:
[asked of all respondents; n=1,000]



Segmentation

Those who say "Support overall"



Current data: October W1-2 2026



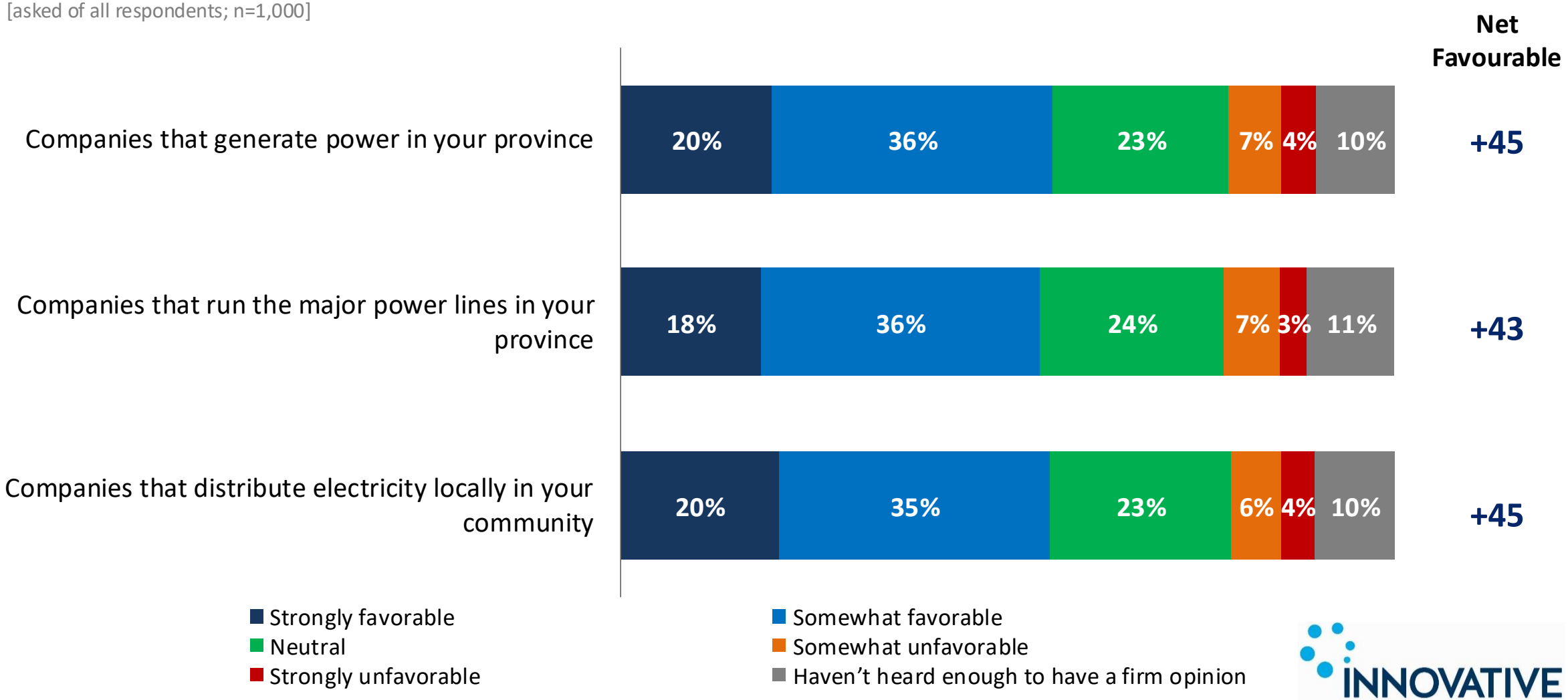
Sink or Swim Together

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Organization type Sentiments: National respondents feel similar favourability towards different kinds of electricity companies

Q Below is a list of organizations of various types in your province. For each organization, please indicate whether you have a favourable or unfavourable impression or if you haven't really heard enough about it to have a firm impression?

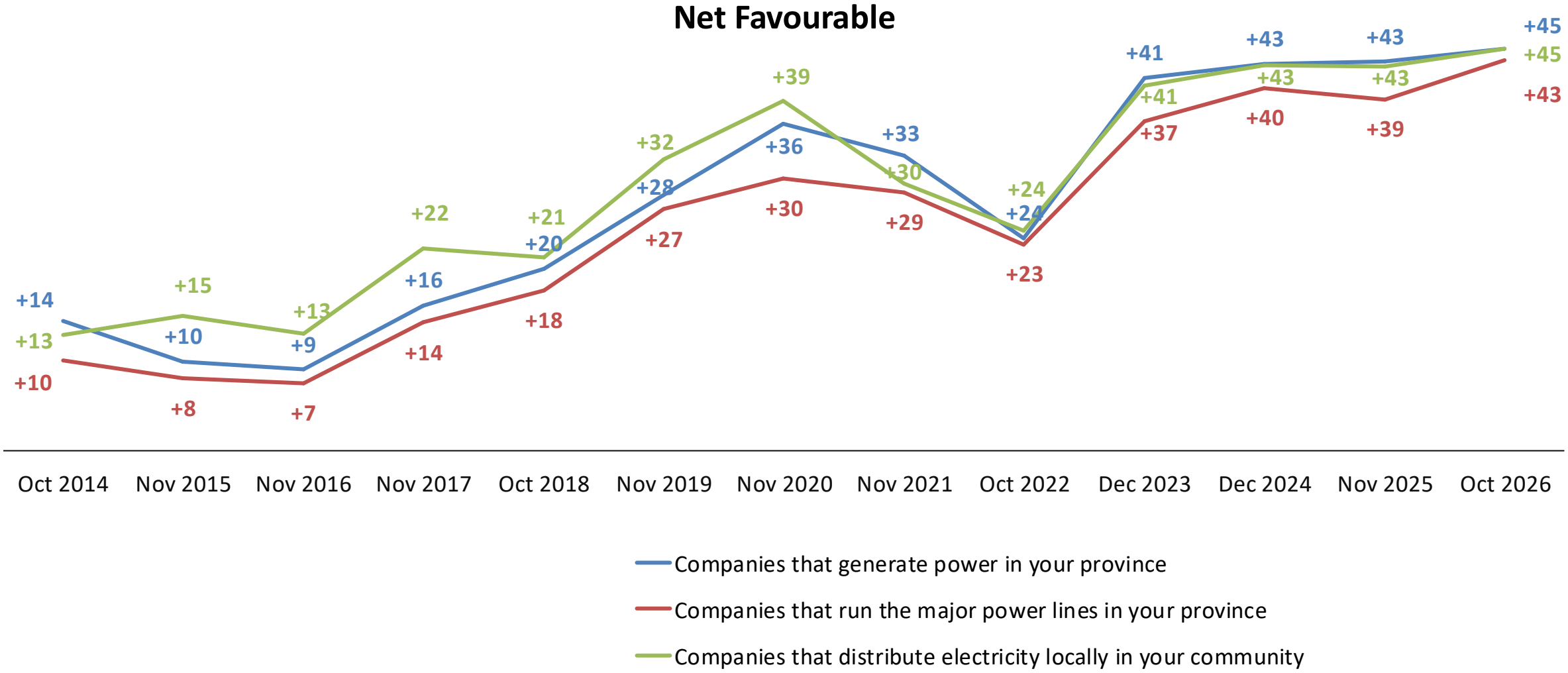
[asked of all respondents; n=1,000]



Industry Favourability: Canadians' views of all sectors are now more favourable than a decade ago

Q Below is a list of organizations of various types in your province. For each organization, please indicate whether you have a favourable or unfavourable impression or if you haven't really heard enough about it to have a firm impression?

[asked of all respondents nationally n=1,000]



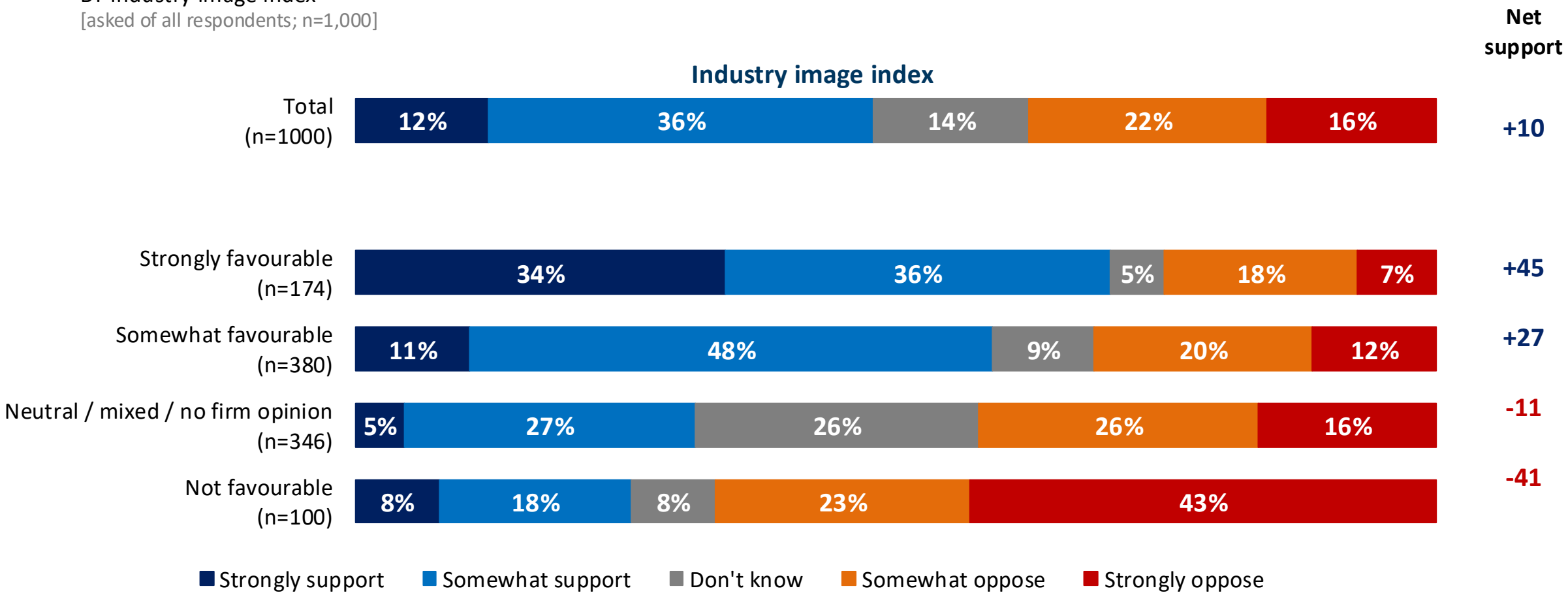
Current data: October 2026 (W1-2)

Support Investments BY Industry Image: Canadians with a favourable view of electricity companies are more willing to pay for grid expansion

Q Do you support or oppose investments to expand the electricity grid if, in addition to routine increases, your electricity bill were to rise by: **Overall**

BY Industry image index

[asked of all respondents; n=1,000]



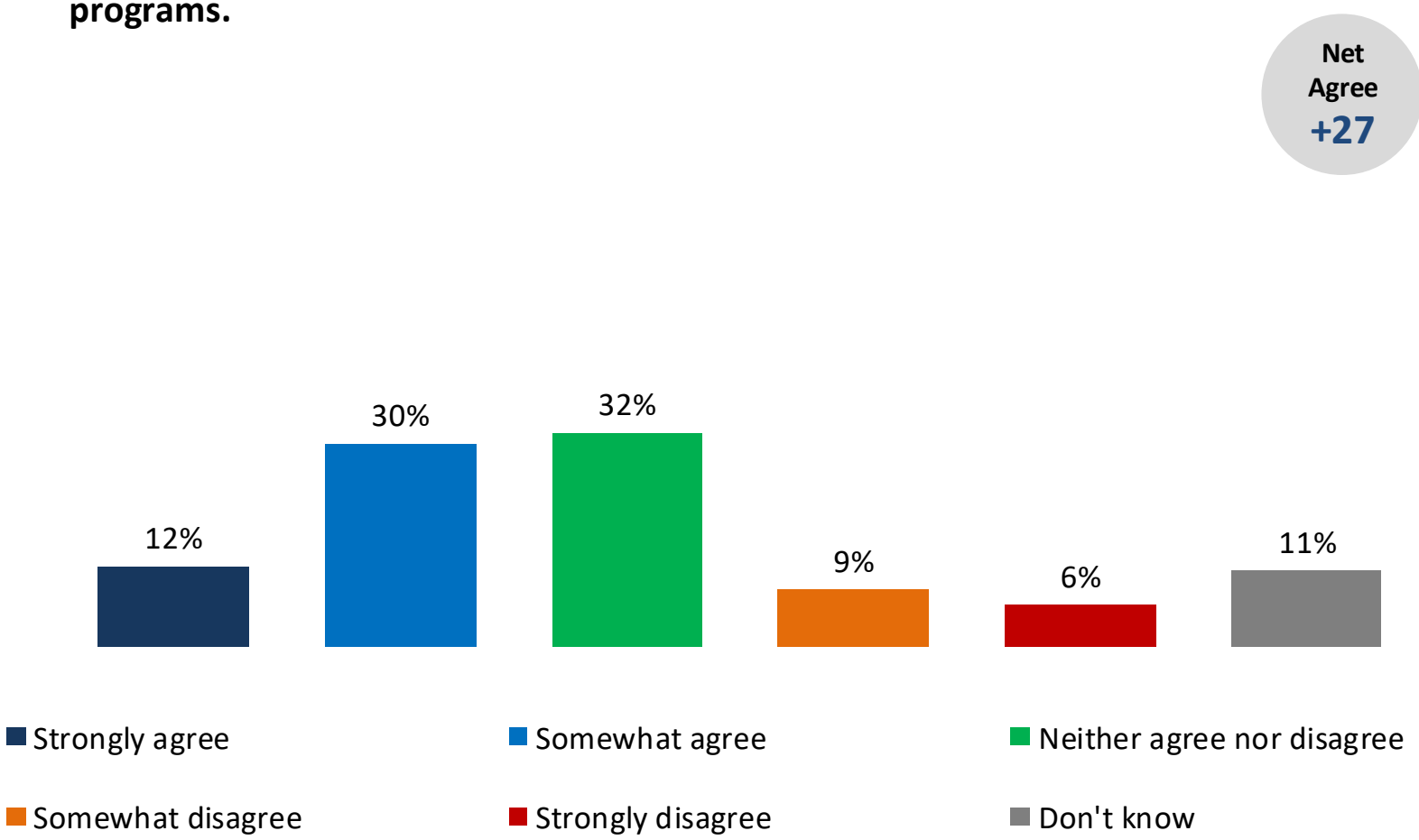
Current data: October 2026 (W1-2)

Ease of Programs: Less than half of respondents say it is easy to participate in conservation and efficiency programs

Q In general do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

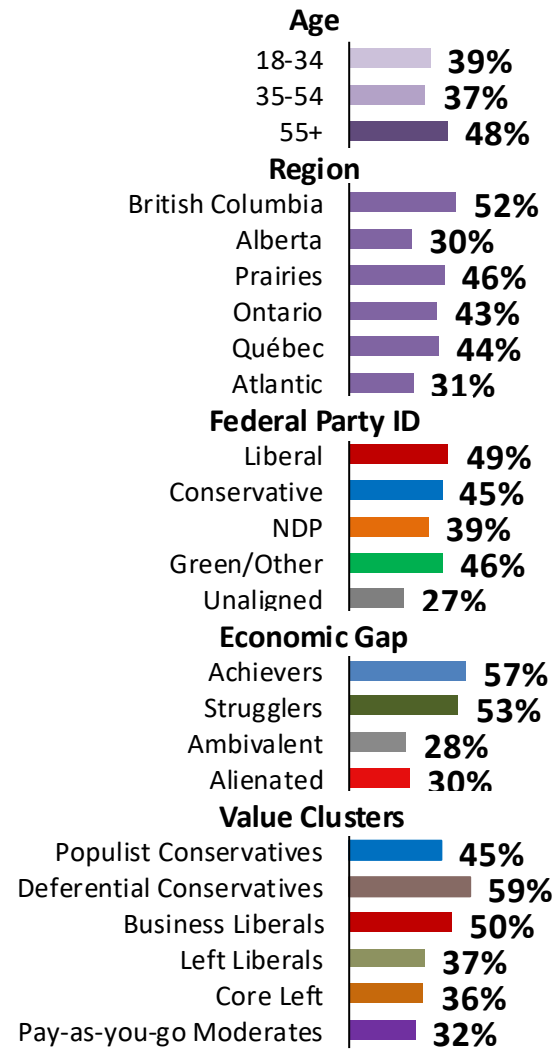
[asked of all respondents n=1,000]

The electricity sector makes it easy for me to participate in conservation and efficiency programs.



Segmentation

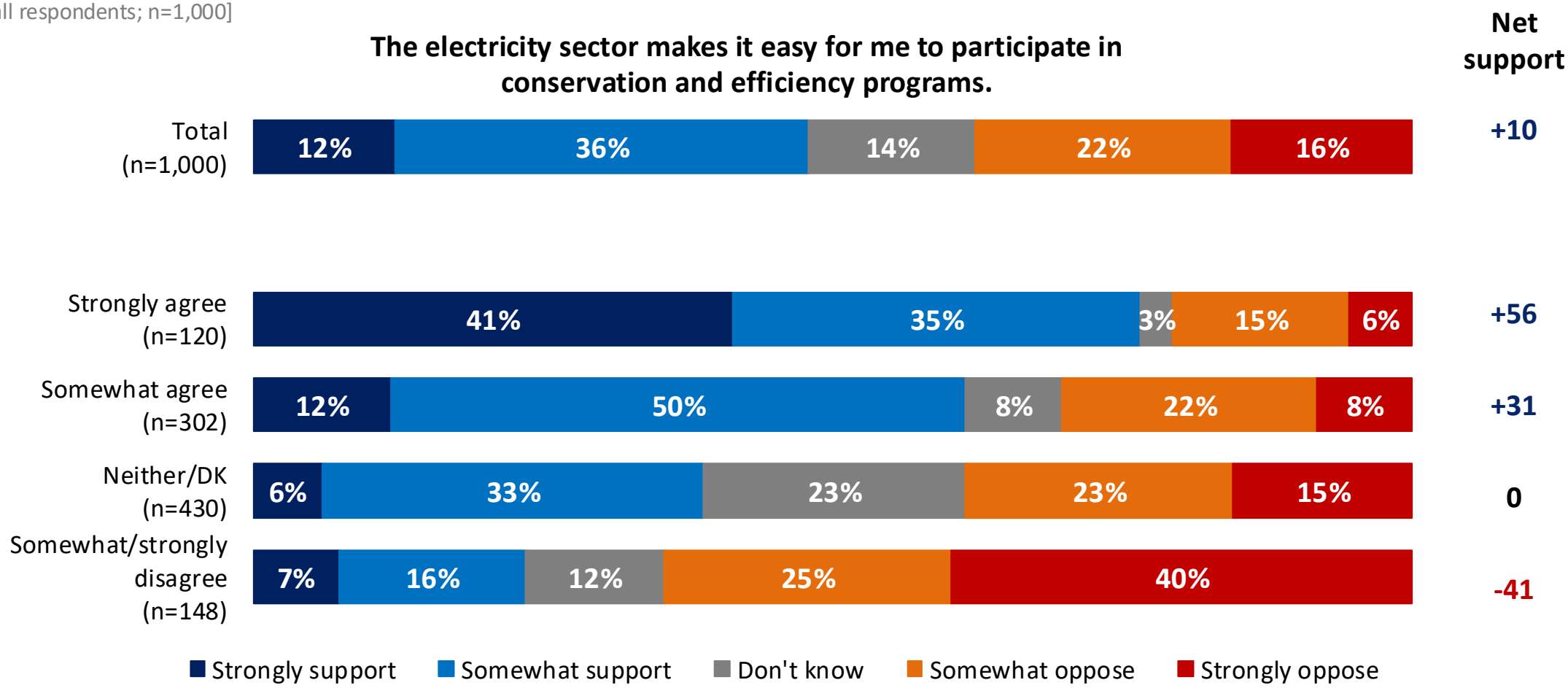
Those who say "Agree"



Current data: October 2026 (W1-2); Ontario was oversampled in October 2026 W1 to n=600.

Investment Support BY Program: Those who say it is easy to participate in conservation/efficiency programs are more willing to pay

Q Do you support or oppose investments to expand the electricity grid if, in addition to routine increases, your electricity bill were to rise by: **Overall**
BY In general, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
[asked of all respondents; n=1,000]



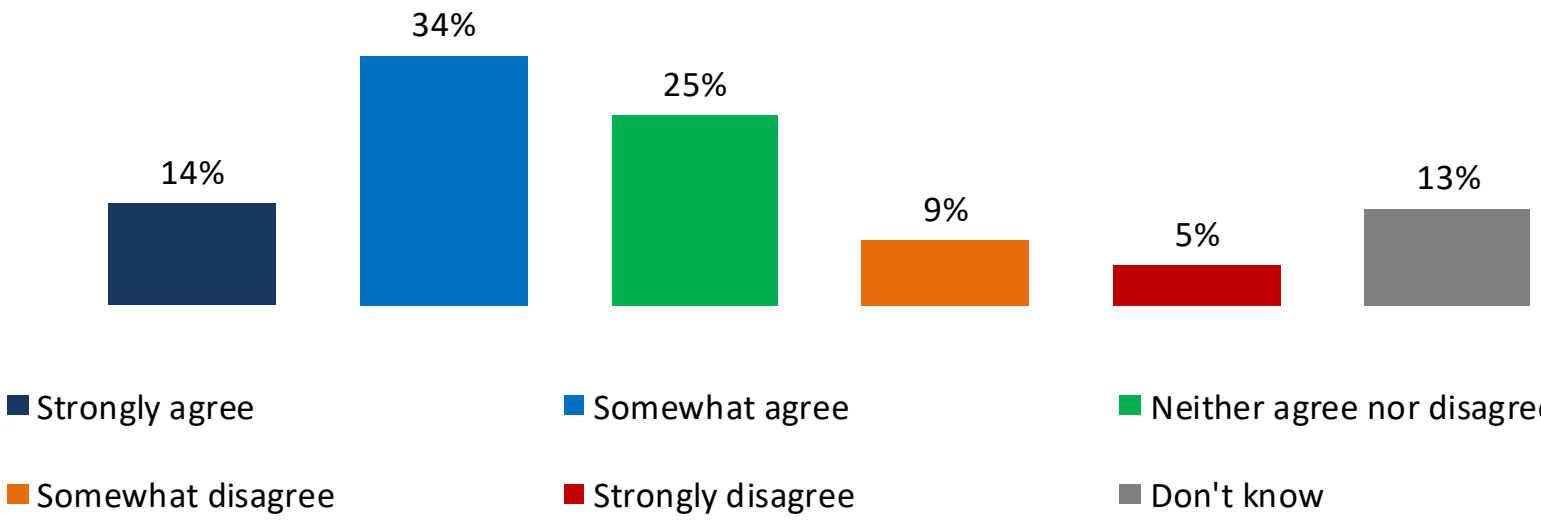
Current data: October 2026 (W1-2)

Just under half say electricity companies make good use of the system to provide value, but there is room for growth

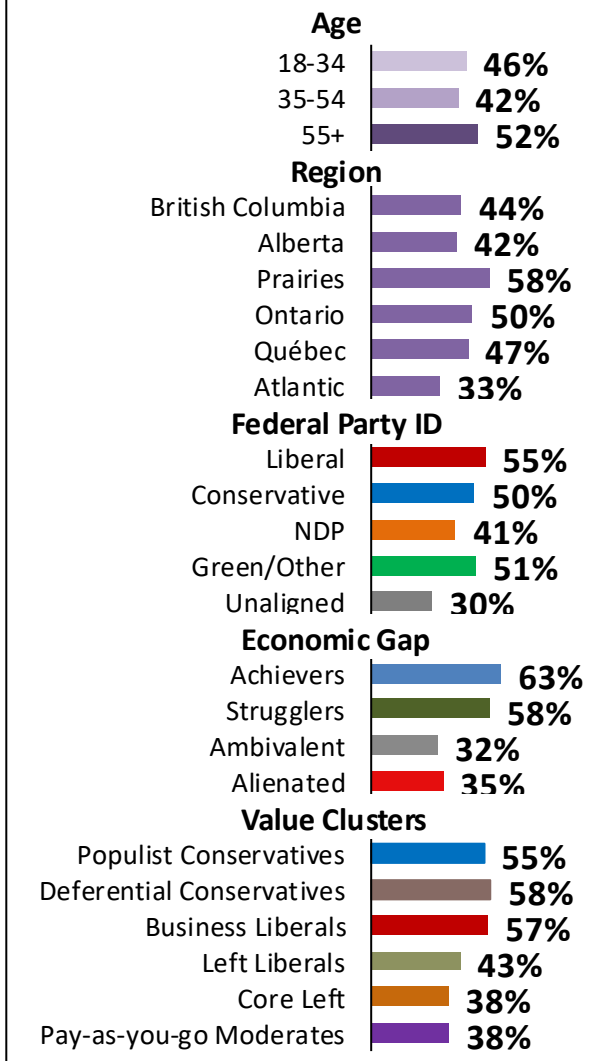
Q In general do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
[asked of all respondents n=1,000]

Electricity companies make good use of the existing electricity system **to get the most value from the money invested in it.**

Net Agree +33



Segmentation
Those who say "Agree"



Current data: October W1-2 2026 ; Ontario was oversampled in October 2026 W1 to n=600

Section Take-Aways

01

This is a high-water moment for the electricity sector
While much of the Atlantic is struggling with a credibility challenge, in the rest of Canada electricity companies are reaching a new high.

02

Building out the electricity system is another act of defiance
Canadians no longer take prosperity for granted. Adding to that, Canadians see new projects as a way of standing up to Trump..

03

In most of Canada, customers are willing to pay more to expand the grid
While Atlantic Canada is more opposed to paying more to expand the grid than the rest of the country, elsewhere more support than oppose moderate price increases.

04

Building the brand builds support for investment
Support is higher among Canadians who view electricity companies favourably and believe they use existing assets well. **Building up the electricity brand now can help prepare for the day when Trump is gone**

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BC Election

BC Election – It Looks like New democrats Just stayed home

OVERALL TURNOUT

2024 initial ballot count

56.5% (voter turnout)

2,039,460 ballots

2026 initial ballot count

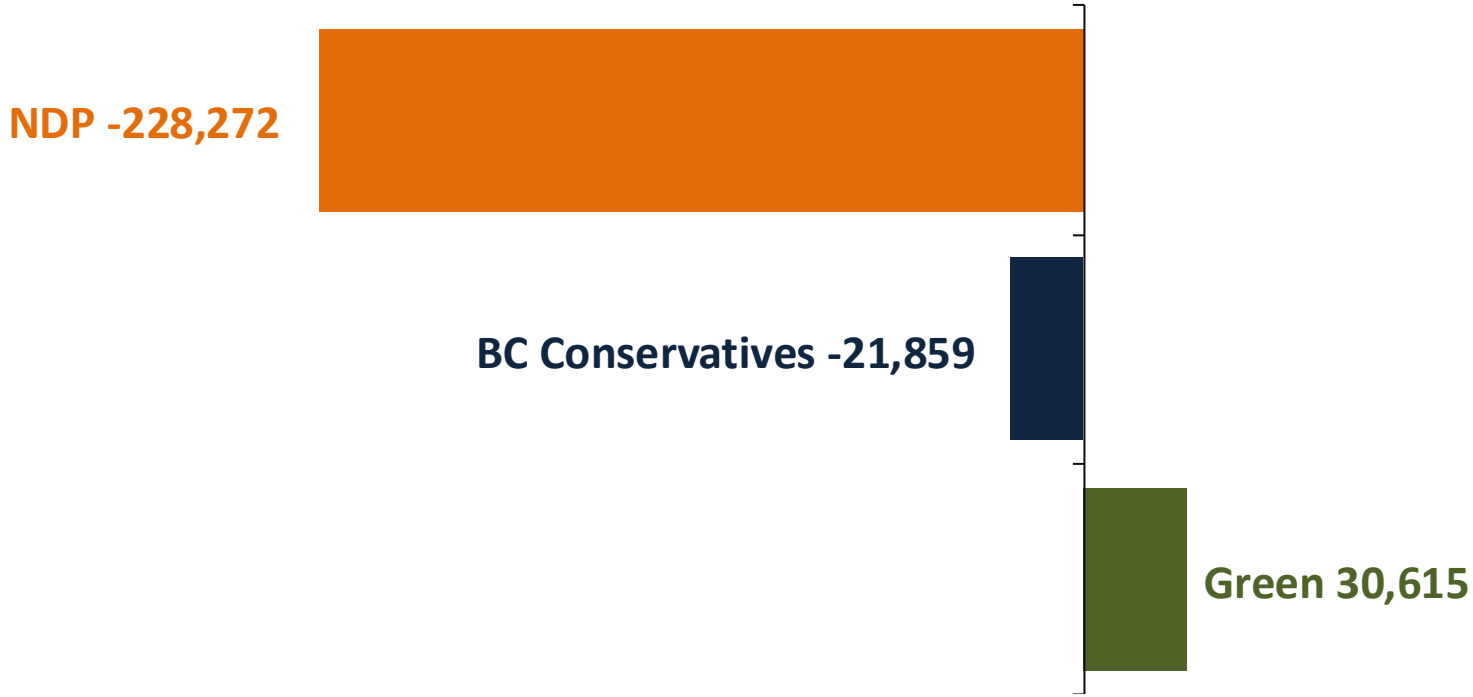
48.1% (voter turnout)

1,799,550 ballots

Change in voter turnout

-8.4%

239,910 fewer ballots cast, ~11.8% fewer overall



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Note: The results shown on this slide excludes mail-in ballots from 2024, as the 2026 mail-in ballots have yet to be counted

It’s all just turnout? Maybe not.

Although it feels compelling that the total change in turnout is roughly the same size as the total drop in NDP votes, this coincidence alone is not strong evidence that the two drops are one and the same.

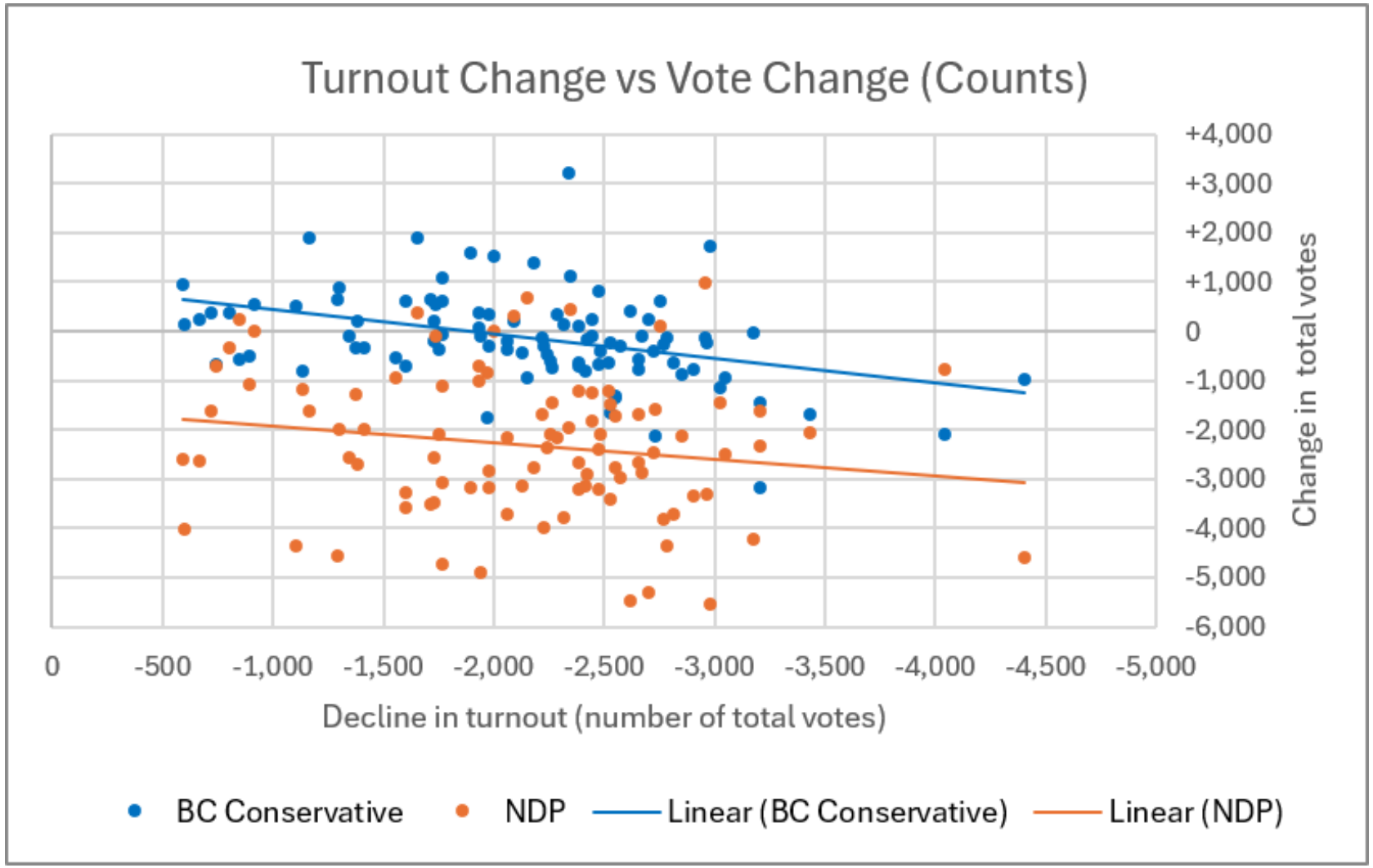
If the overall change in turnout just reflects NDP voters who stayed home, we would expect the pattern to hold up on riding-by-riding comparison too. **But it does not.**

Most of the drop in NDP vote is consistent regardless of change in total votes in a riding.

The chart shows that many from both parties could not be bothered to turn out this election, and separately the NDP lost votes – but just as likely these votes were lost to other parties as they were to voters who stayed home.

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Looking at results across ridings, the Conservative lead does NOT grow as turnout drops



Note: This chart compares to the 2024 results excluding mail-in and special ballots, because those results for 2026 are not yet available. The final conclusion of this analysis may change once the full results become available.

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Decided Vote by Past Vote: NDP lost votes to both the Conservatives (14%) and Greens (10%)

Decided vote by Past Vote

Decided Vote	Past Vote: BC Conservative (n=296)	Past Vote: NDP (n=365)	Past Vote: Green (n=46)	Past Vote: Other (n=15)
BC Conservative	87%	14%	13%	40%
NDP	3%	73%	11%	10%
Green	4%	10%	66%	21%
OneBC	4%	1%	1%	3%
CentreBC	1%	1%	7%	13%
Other	<1%	<1%	1%	13%

Note: [decided voters n=908]
Note: Current data: October 15-19 2026

Snap Election Call by Party ID: Negative impact on vote limited, New Democrats actually more favourable

Pary ID

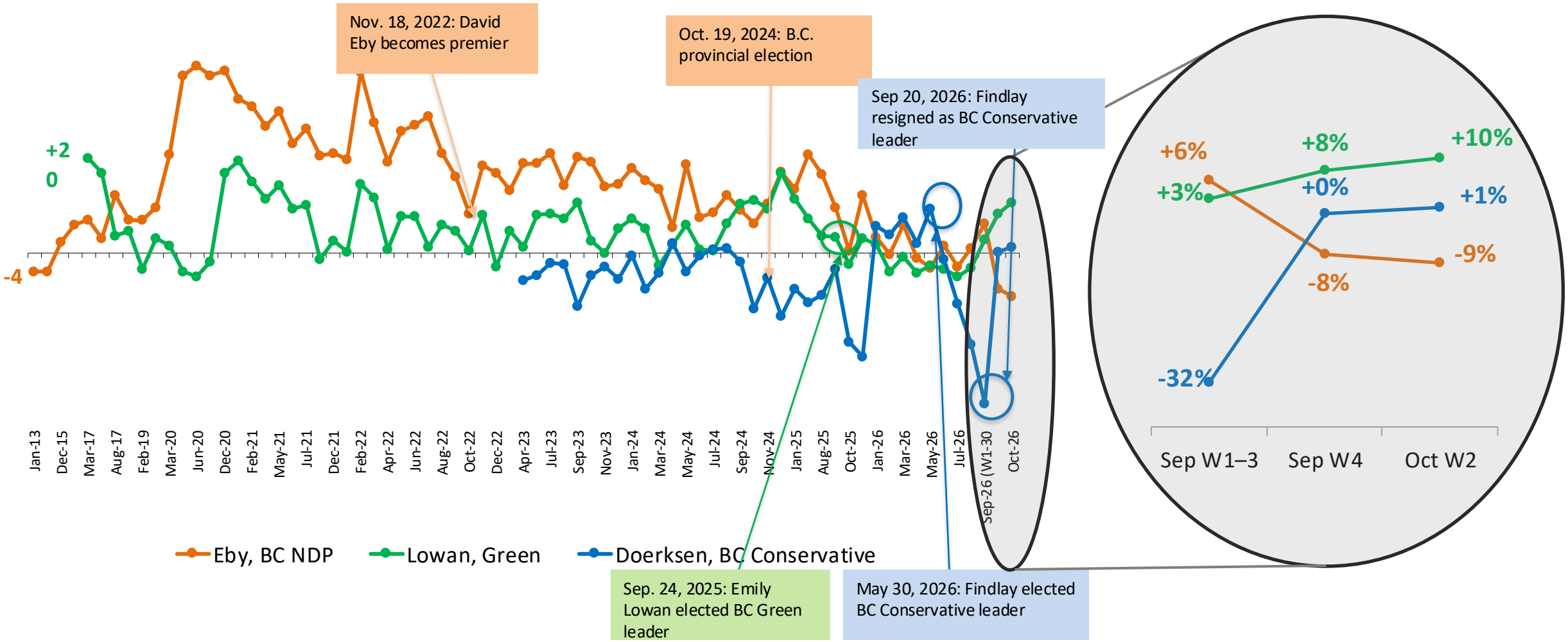
Election Call	NDP (n=139)	BC Conservatives (n=150)	Green/Other* (n=77)	Unaligned (n=134)
I was not likely to vote NDP in the first place so it had no effect on my vote	1%	55%	36%	19%
I am less likely to vote NDP because of the snap election call	14%	24%	25%	21%
I am not any more or less likely to vote NDP because of the snap election call	50%	16%	26%	23%
I am more likely to vote NDP because of the snap election call	27%	4%	5%	3%
Don't know	8%	1%	8%	34%

Note: Current data: September 2026

The massive swing in leader favourables seen after the snap election call has held steady

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=1,000]

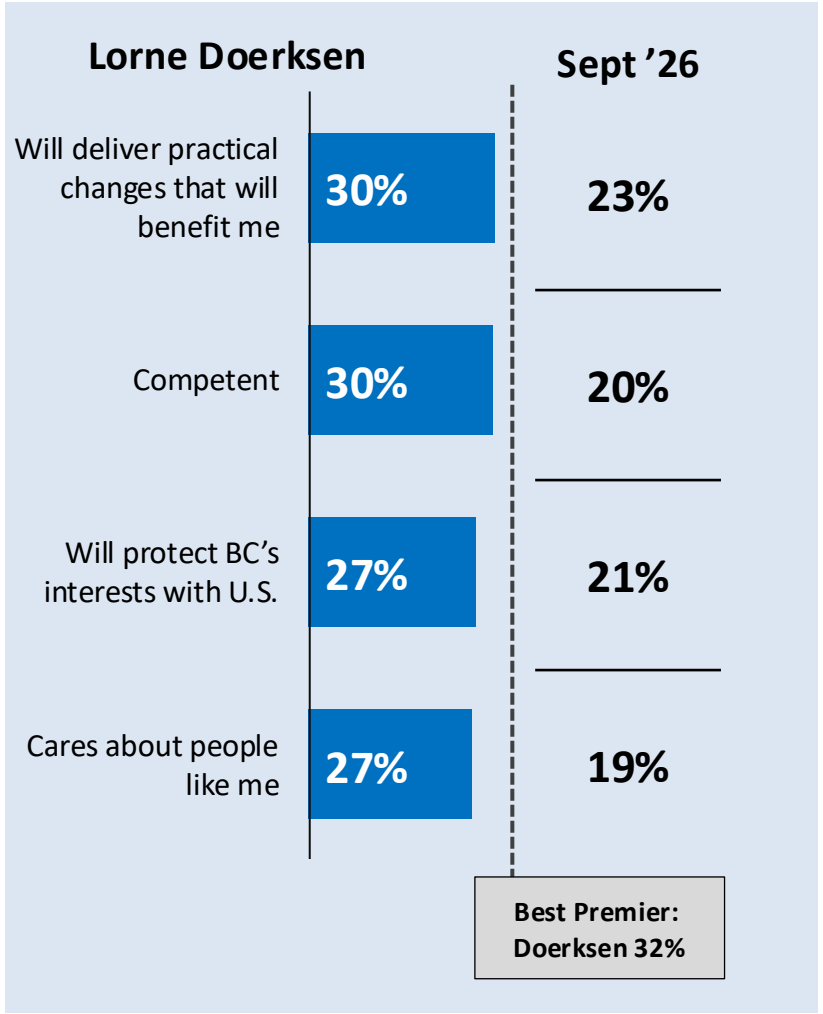


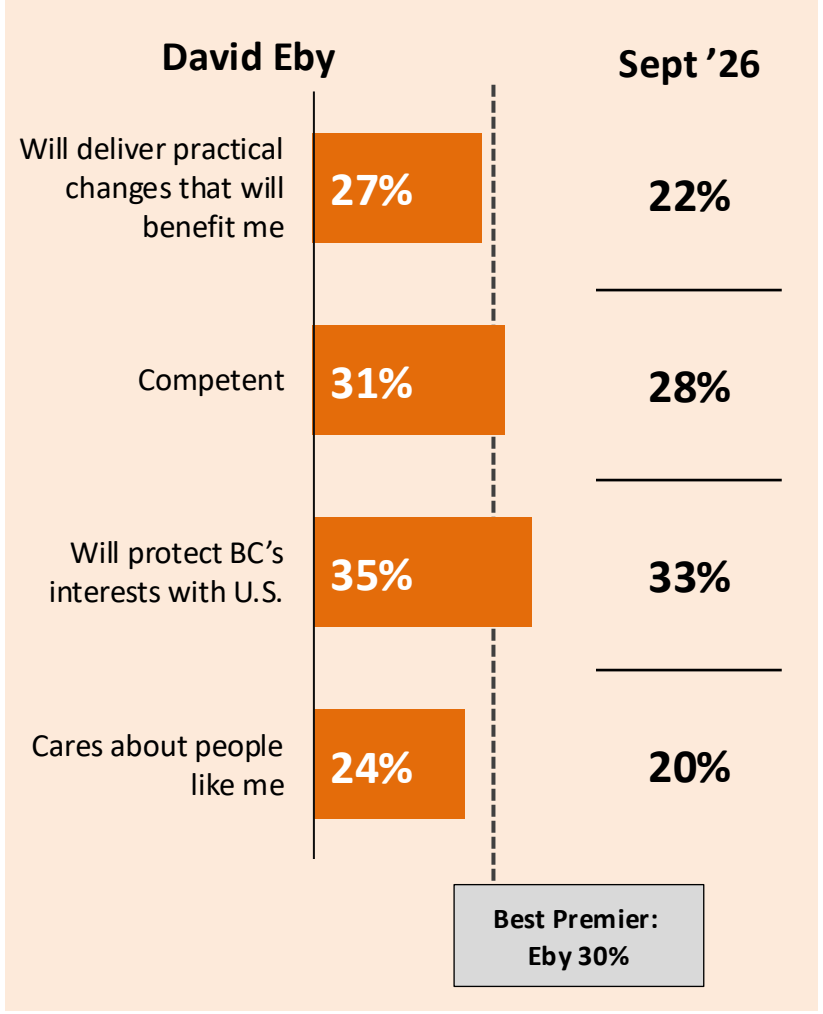
Current data: October 2026

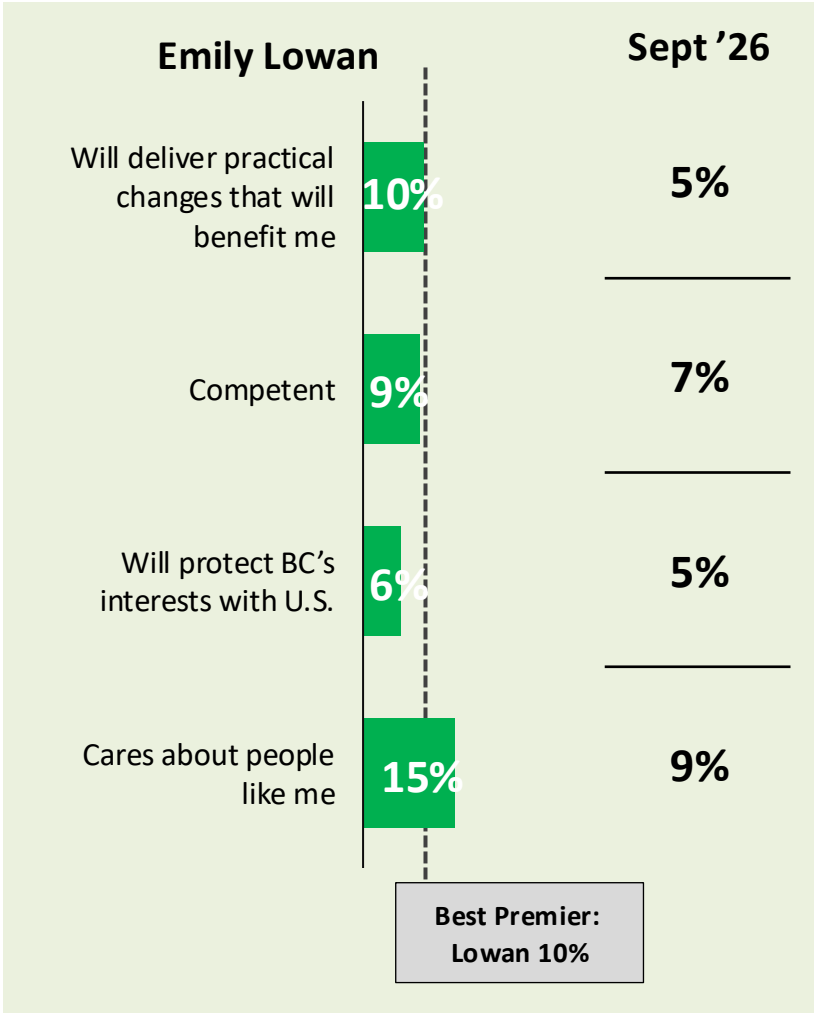
When it came to “Define or Be Defined”, the Conservatives beat the NDP in the battle to define Doerksen

Q Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents; n=1,000]



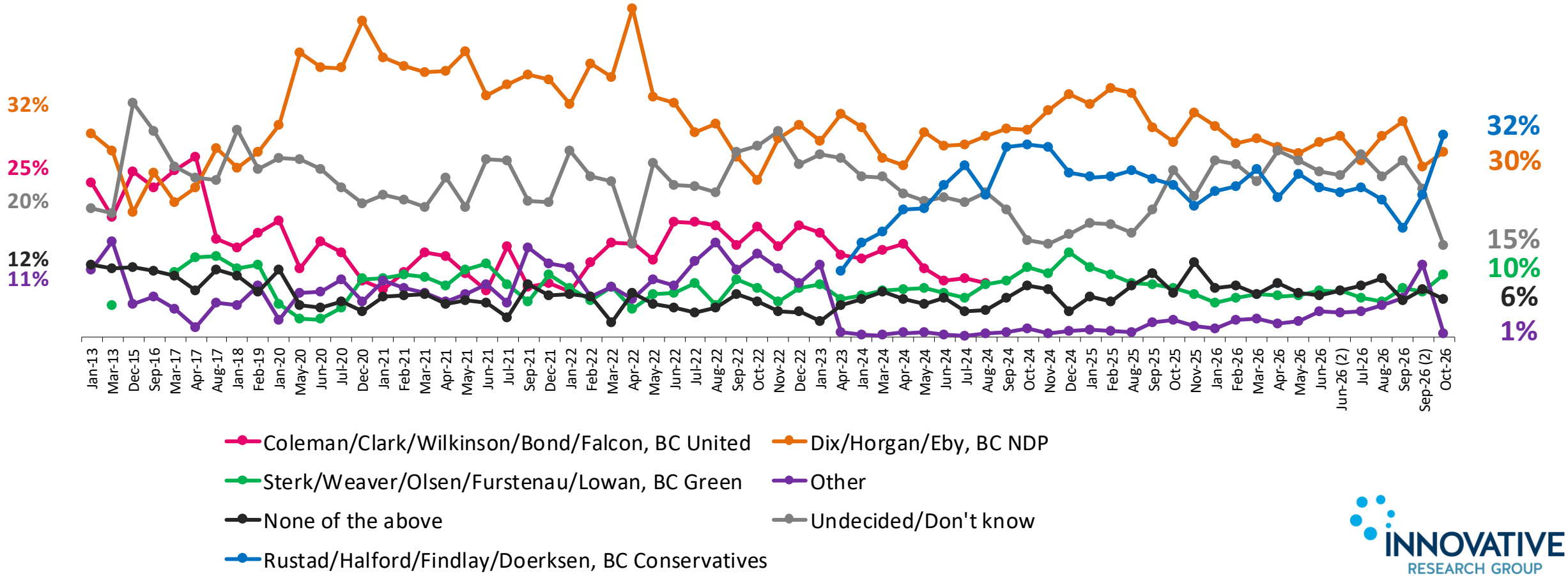




Best Premier Tracking: Doerksen is up 15 points since KLF, now at 32%; Eby now marginally behind at 30%

Q Which of the following leaders would make the best Premier of BC?

[asked of all respondents; n=1,000]



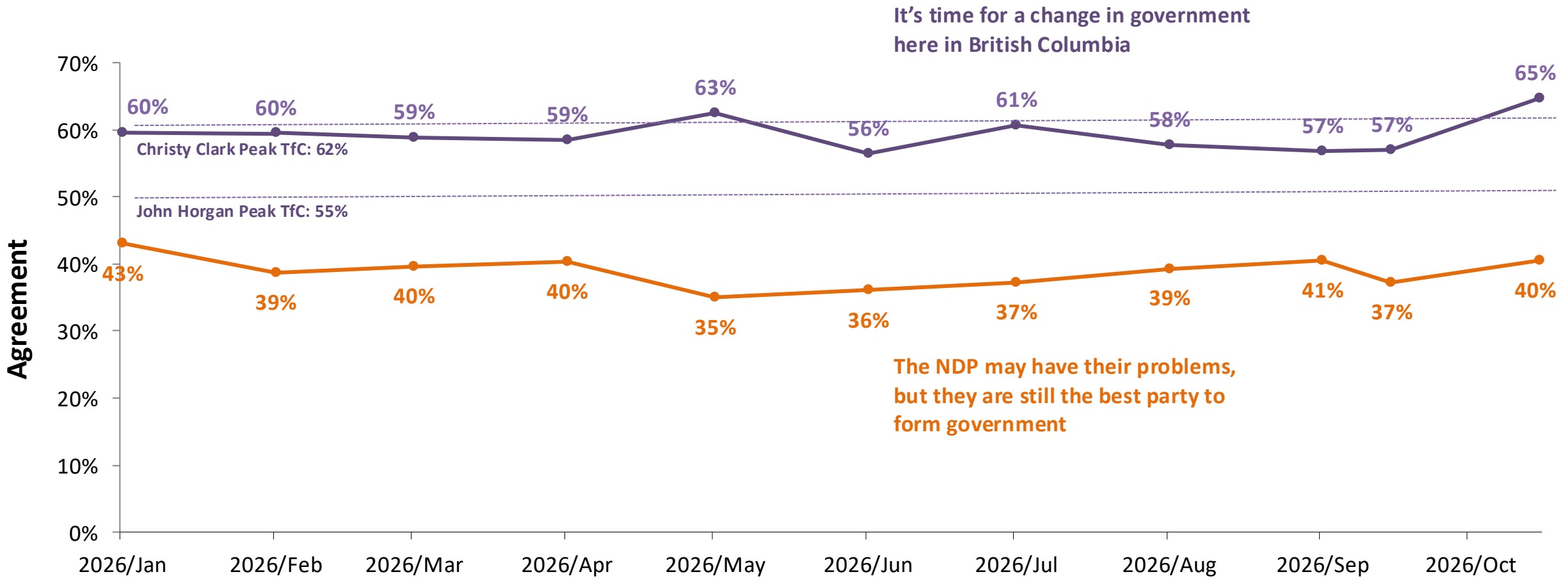

cpac
Source: CPAC, May 20, 2026


CONSERVATIVE
PARTY OF BRITISH COLUMBIA
STRONG LEADERSHIP FOR

Agreement TFC and NDP Best Party: Agreement that the NDP is the best party is similar to September levels, while TFC has increased

Q Do you agree or disagree with each of the following statements?

[asked of all respondents; n=1,000]

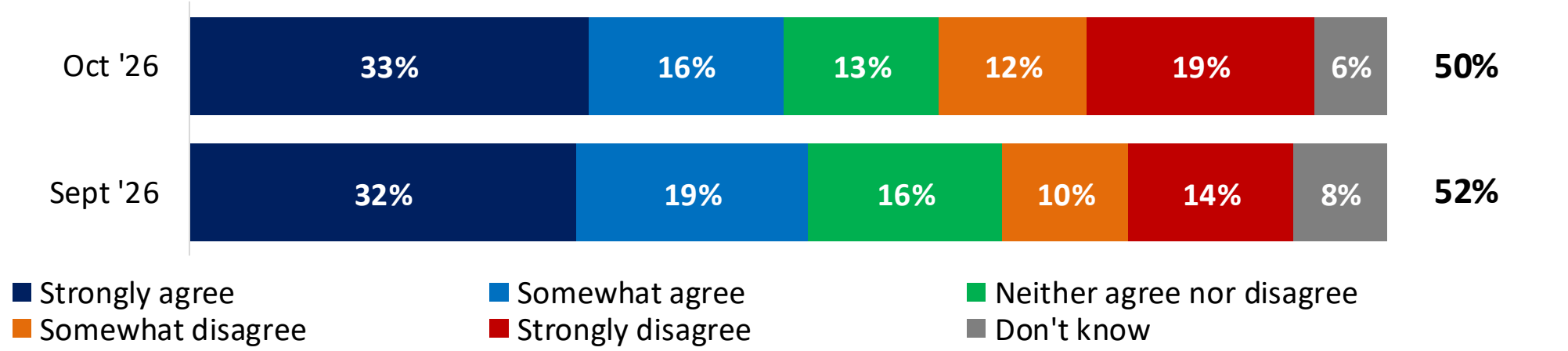


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Attitudes: Nearly two-thirds of British Columbians agree that it is time for a change in gov't, half don't think BCC are able to run the gov't

Q Do you agree or disagree with each of the following statements?
[asked of all respondents; n=1,000]

With all the turmoil in the BC Conservatives, I don't think they are able to run the government

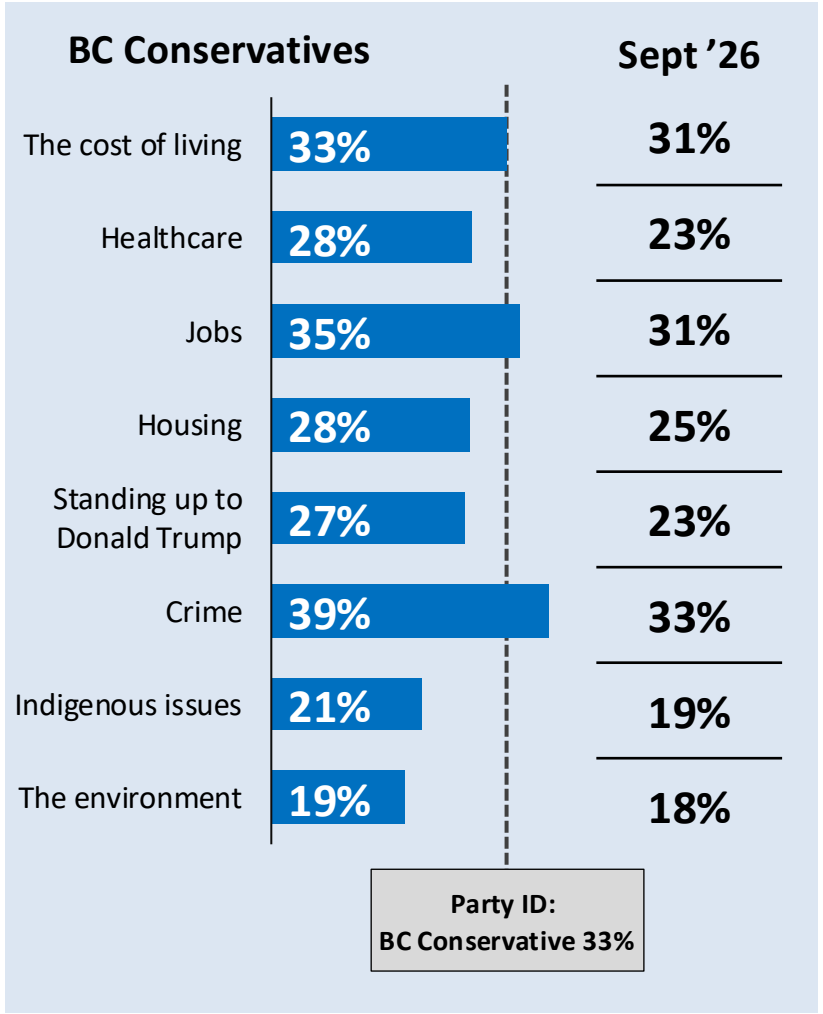


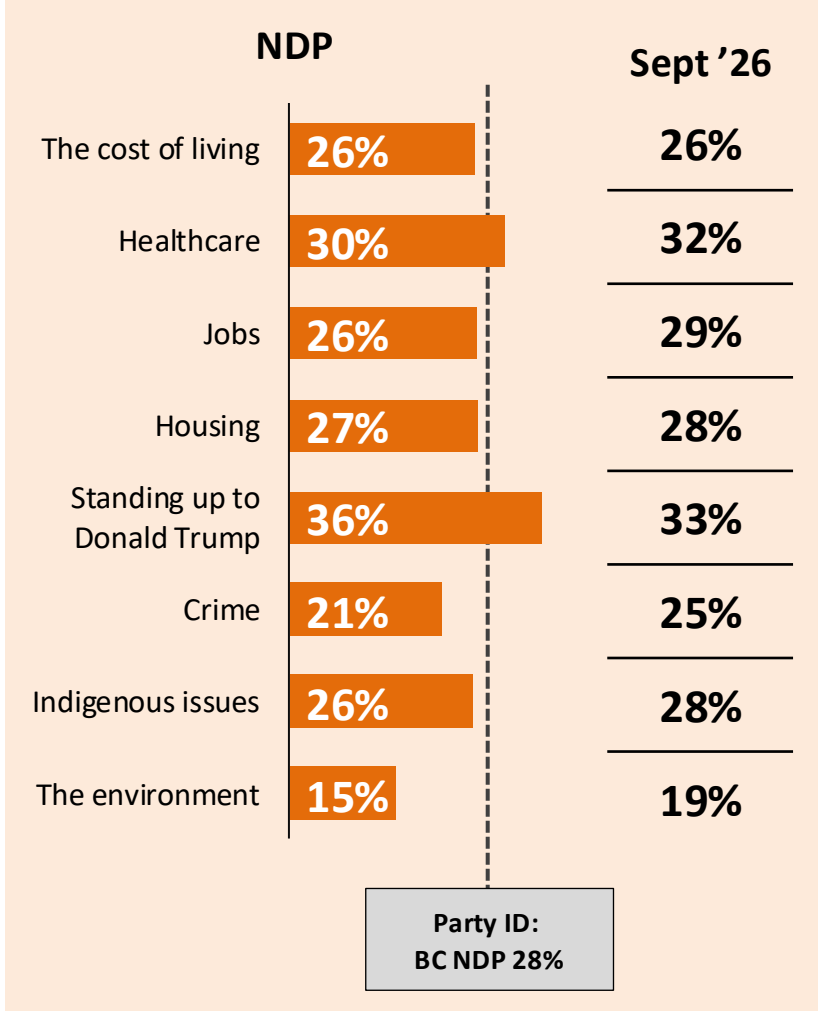
INNOVATIVE RESEARCH GROUP

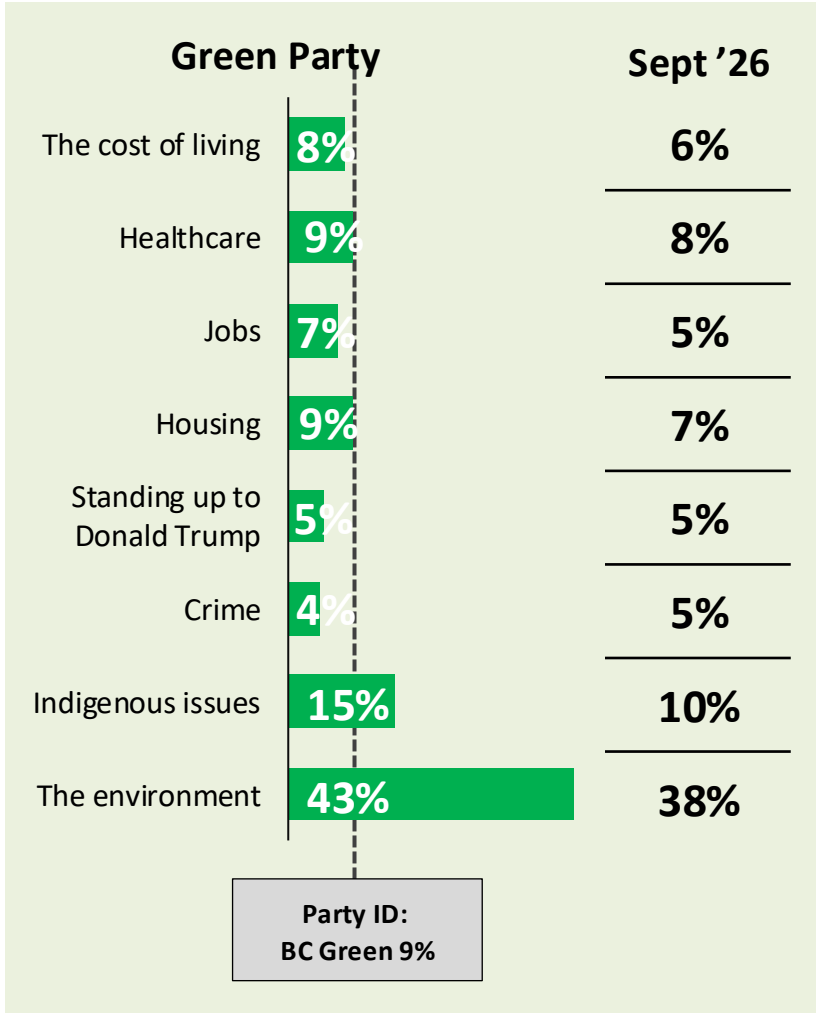
The BCC lead on cost of living and jobs and tie on health and housing. NDP dominate on Trump, the BCC on crime and Greens on environment

Q For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=1,000]









BC Take-Aways

01

The early election call resulted in a jump of time for a change

The NDP called an election with no credible rationale. That call became a proof point that Eby and the NDP cared more about themselves than the voters.

02

It is not just about New Democrats staying home

When we look at the Conservative lead, it does not grow as turnout falls. This suggests all kinds of voters stayed home and, that among those who did vote, the NDP and Conservatives pulled voters away from the NDP.

03

Conservatives won the battle to define Doerksen

The law of the jungle is eat or be eaten. The law of politics is define or be defined. The NDP missed a huge opportunity.

04

The Conservatives retain vulnerabilities

Voters are not sure the Conservatives are up to the job. They are just sure the NDP is not.

05

The BC election may offer a glimpse of an ugly future for business

When the NDP found themselves behind, they attacked the rich and big business. The Greens said hold my beer. If we continue to see the emergence of an Angry left voter segment, expect to see more of this.



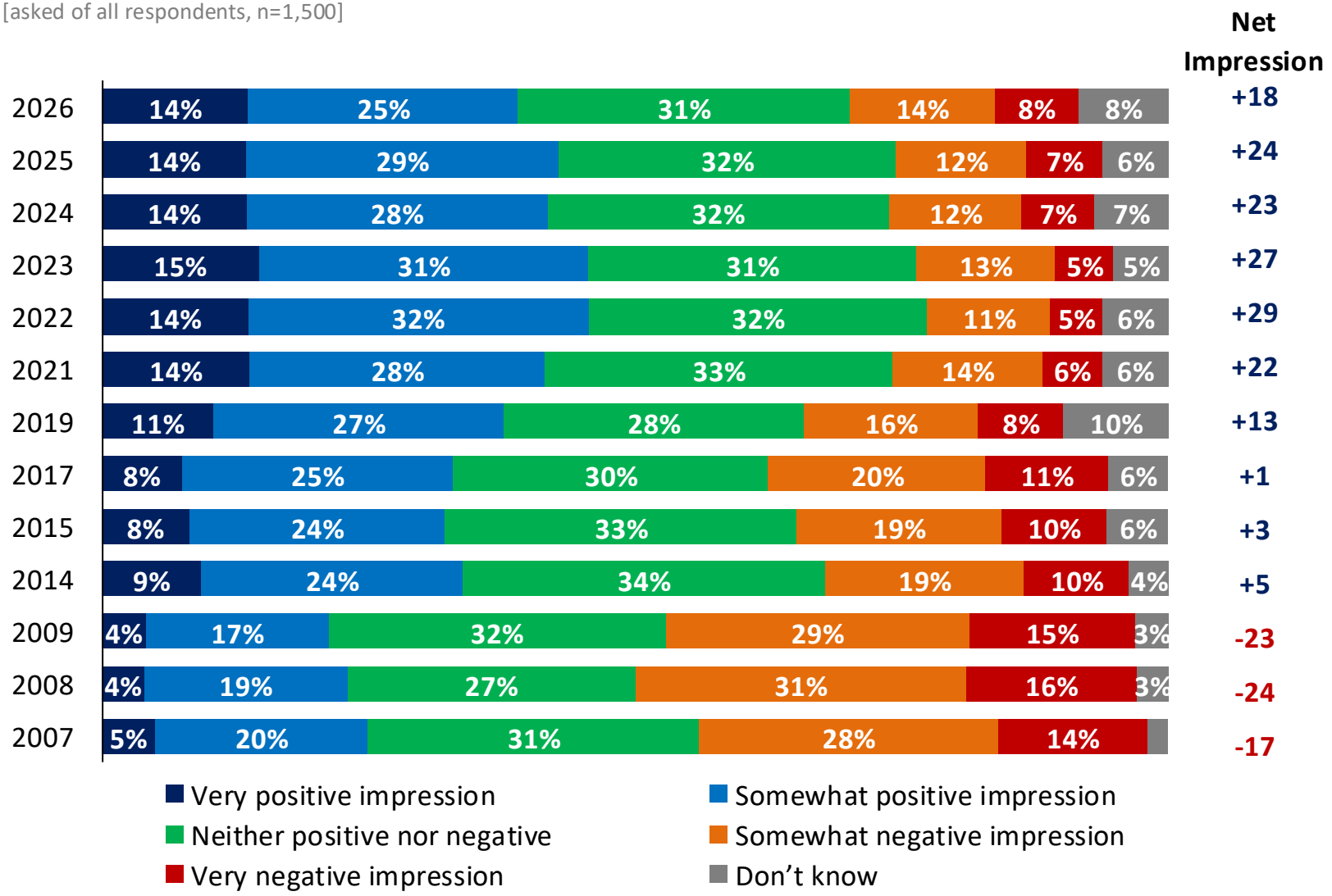
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Tracking Canadians' Attitudes on Indigenous Issues

The Indigenous Brand has been Building

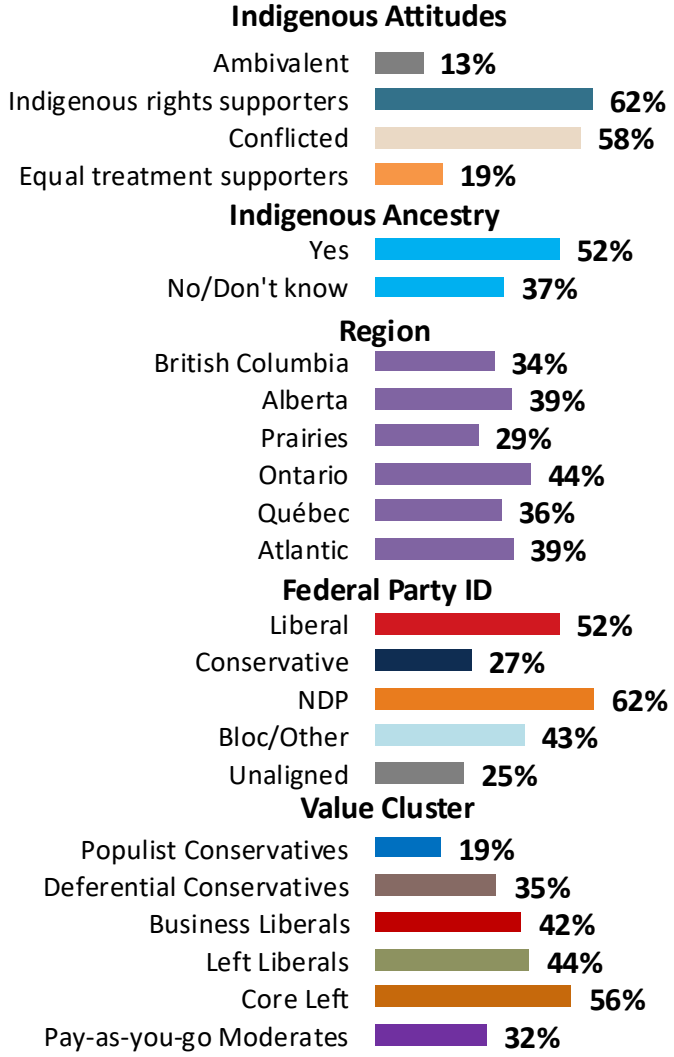
Indigenous Impressions: Net impression is +18 and trending downward since 2022; positive impressions higher among NDP and Ontario region

Q When you think of Canada's Indigenous peoples' groups or organizations in general, do you have a...?
[asked of all respondents, n=1,500]



Segmentation: 2026

Respondents who say 'Positive'

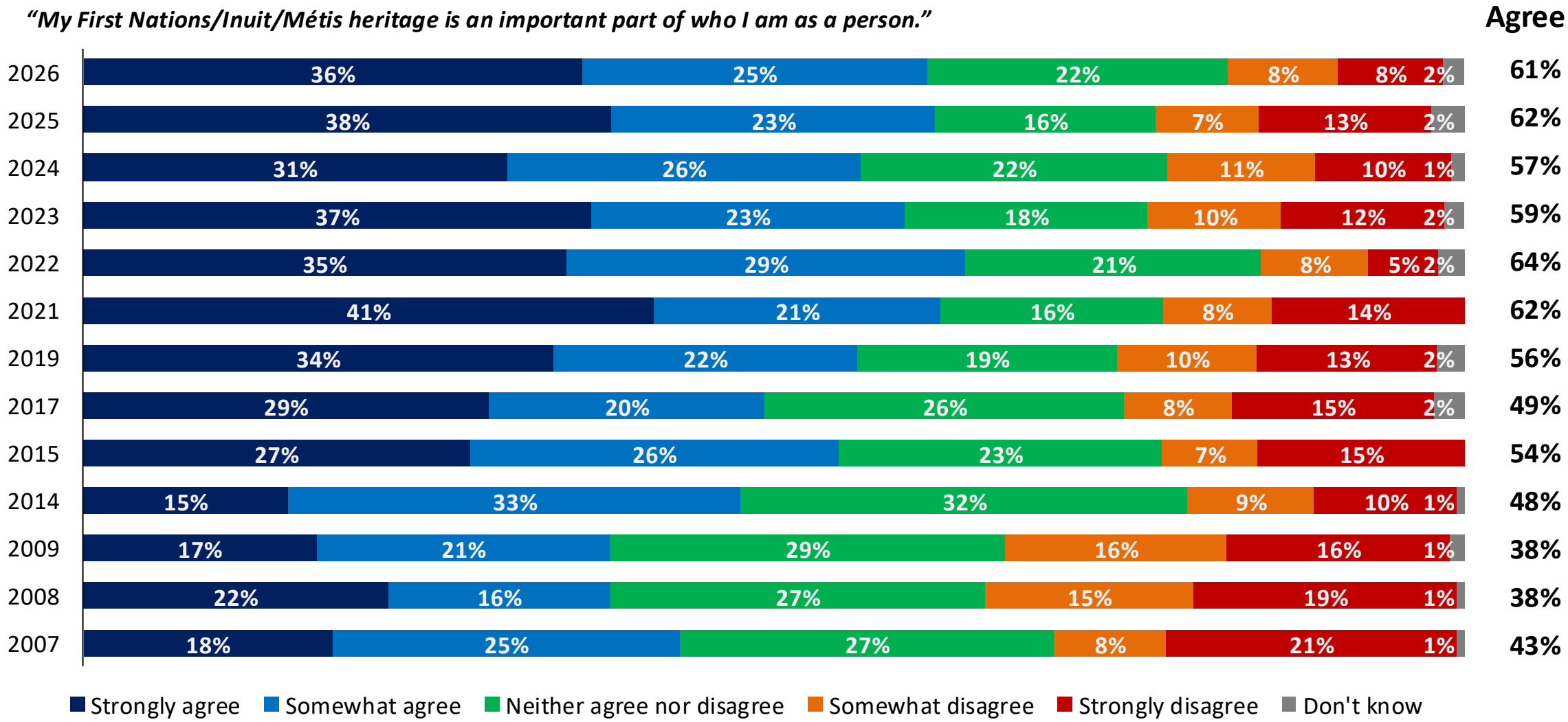


Data Source: May (W4-5) 2026

Importance of Ancestry: The importance of Indigenous ancestry is stable at 61% since 2025

Q Do you agree or disagree with the following statement:
[asked of those who have Indigenous ancestry, n=220]

"My First Nations/Inuit/Métis heritage is an important part of who I am as a person."

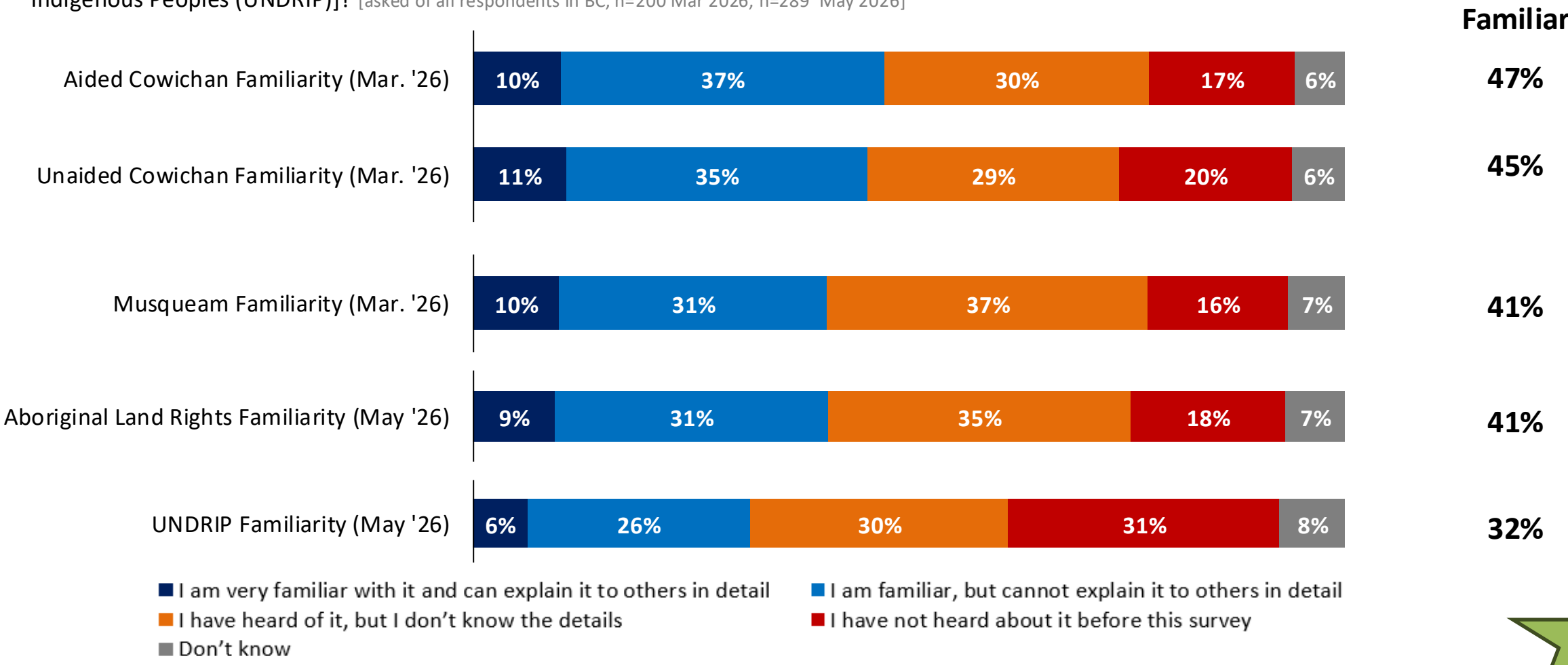


Data Source: May (W4-5) 2026

Awareness is Low

Familiarity (BC): Familiarity fluctuates, highest with Cowichan decision (~45%), lowest with UNDRIP (32%)

Q How familiar are you with [**DIFFERENT TOPICS**: the Cowichan decision of the Supreme Court of British Columbia on Aboriginal land rights and private property ownership, issued in January 2026| the Musqueam First Nation in British Columbia; Aboriginal land rights have priority over private property ownership and whether indigenous governments should have the final say on some land use decision; the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)]? [asked of all respondents in BC, n=200 Mar 2026, n=289 May 2026]

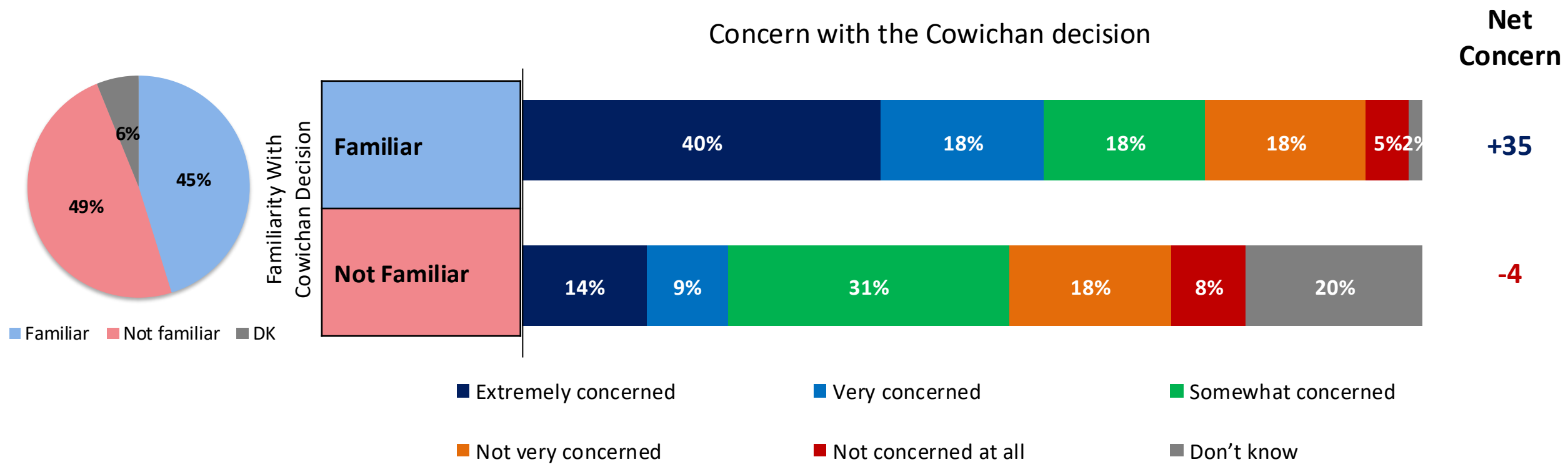


Data Source: May (W4-5) 2026

BC Court decisions are shaking the consensus

Impact of Cowichan Decision (BC): More familiar respondents have a high degree of intensity in their concern

Q Overall, how concerned are you with the Cowichan decision? **BY** Familiarity With Cowichan Decision
[asked of all respondents in BC; n=300]



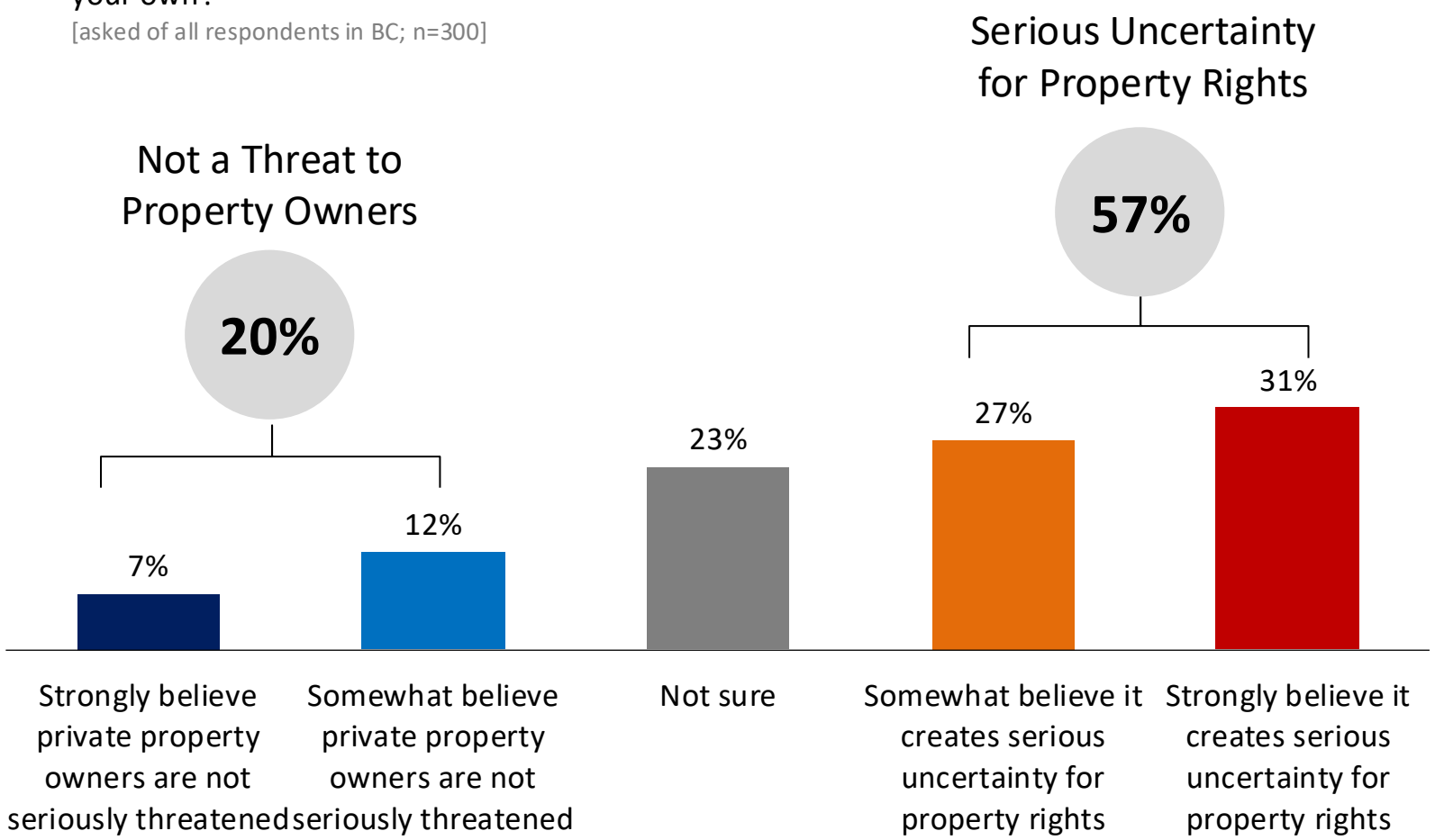
Data Source: Mar 2026 W1-2

Note: *Don't know n=18

Uncertainty for Property Rights (BC): 57% see this ruling as a serious threat to property rights; majority across all segments agree, except NDP

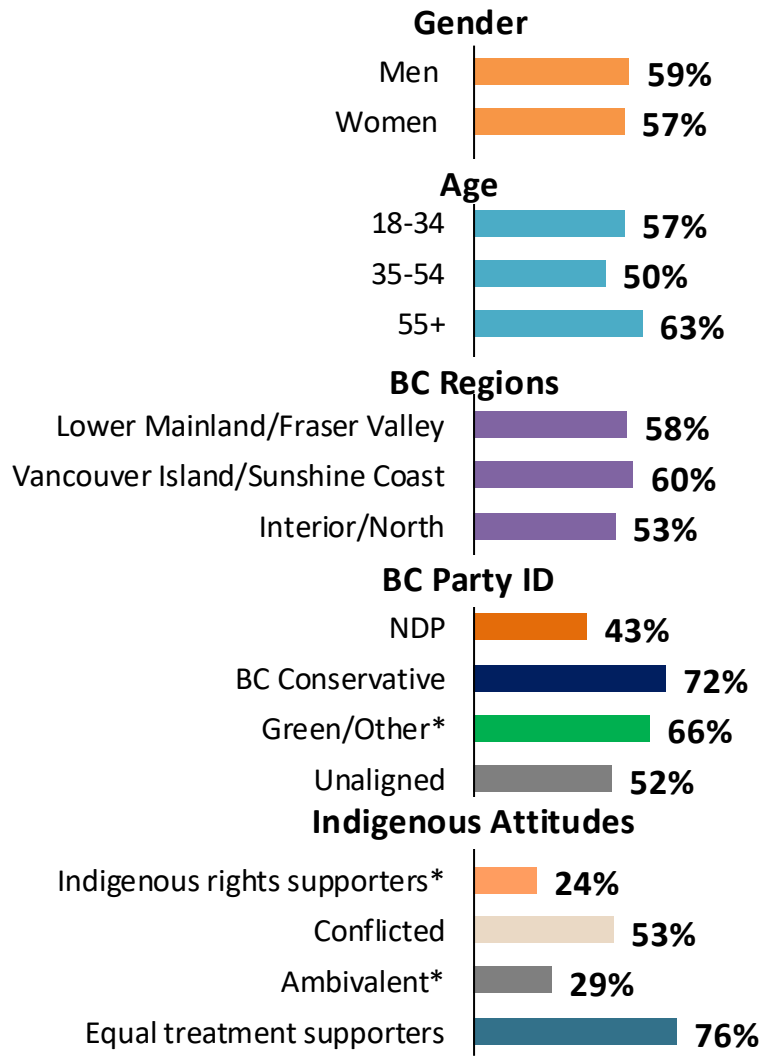
Q Some/other observers say the Cowichan ruling does not threaten private property owners and that governments will negotiate a resolution over time. Other/some observers say it is a landmark ruling that creates serious uncertainty for property rights across British Columbia. Which view is closer to your own?

[asked of all respondents in BC; n=300]



Segmentation

Those who say 'Uncertainty for Property Rights'

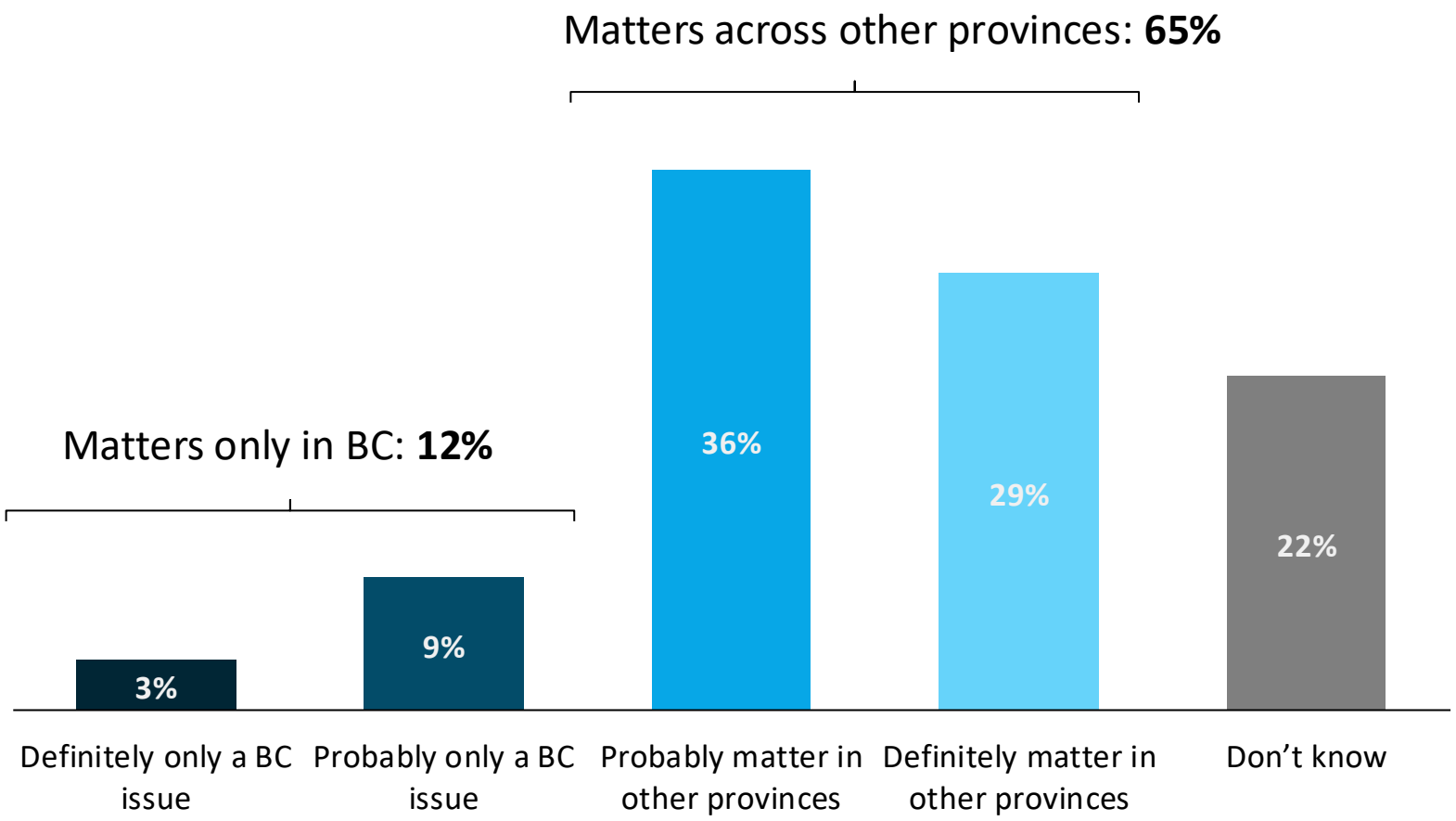


Data Source: Mar 2026 W1-2

Note: *Sample size <50

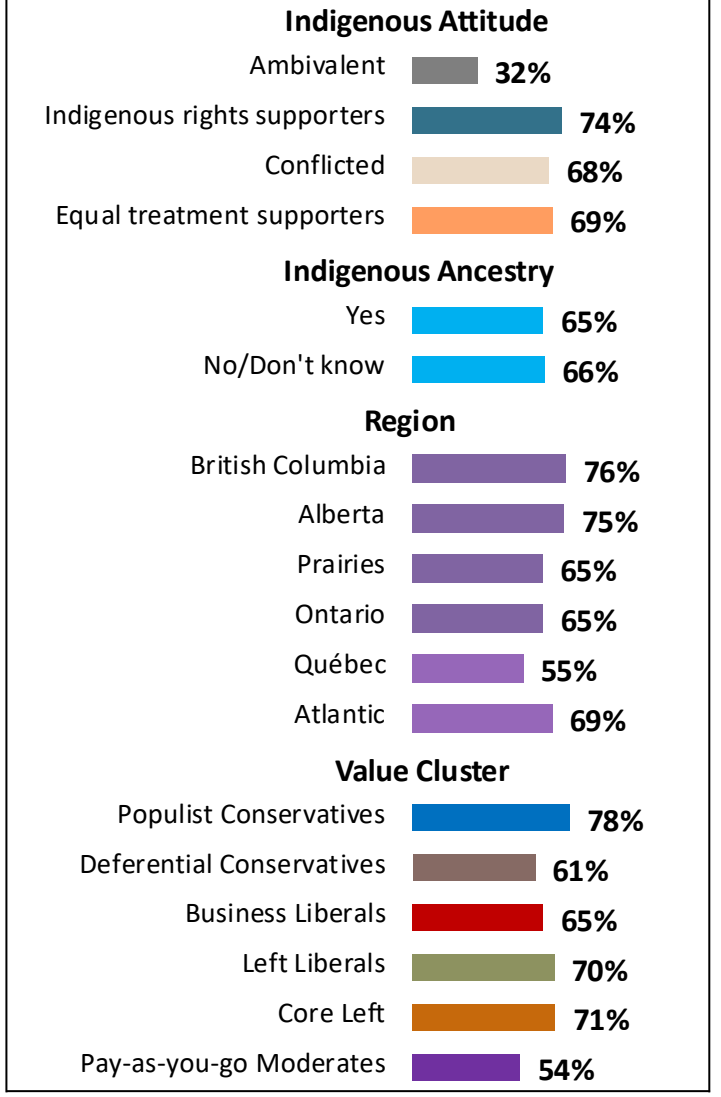
Land Rights Decision BC issue or broader: 65% say court decisions on land rights matter beyond BC; higher among Populist Conservatives

Q From what you have read, seen, or heard, do you think these decisions are just a BC issue or could they be important in other provinces?
[asked of all respondents, n=1,500]



Segmentation: 2026

Respondents who say 'matter in other provinces'

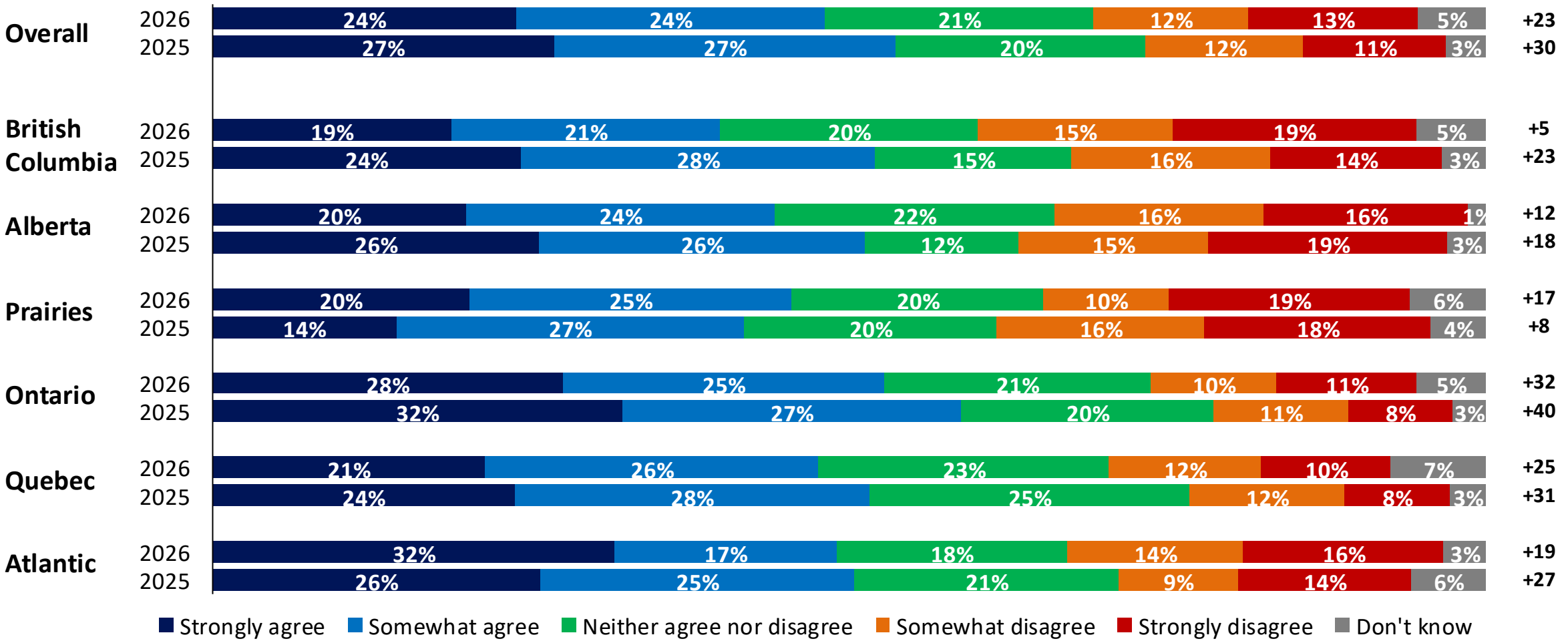


Data Source: May 2026 W4-5

Attitudes and Values – Indigenous Rights BY Region: Net agreement has fallen most sharply in BC, down 18 points to +5

Q Please indicate if you agree or disagree with the following statements:
[asked of all respondents, n=1,500]

Indigenous peoples should have the rights and status they need to protect their culture and heritage, even if it means they may have certain rights other Canadians do not have.

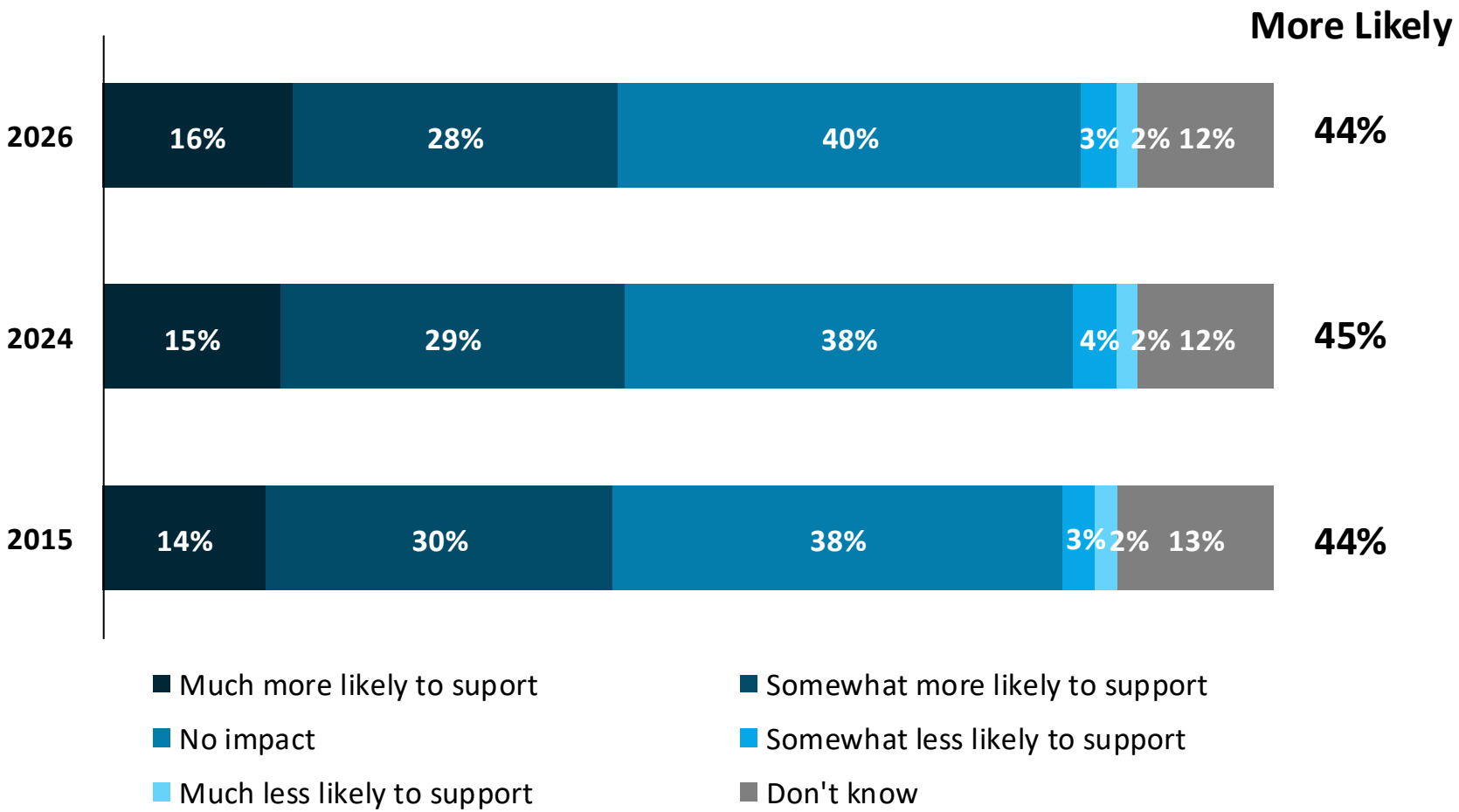


Data Source: May (W4-5) 2026

Local First Nations Band Support: Likelihood of support for First Nation's supported projects remains steady

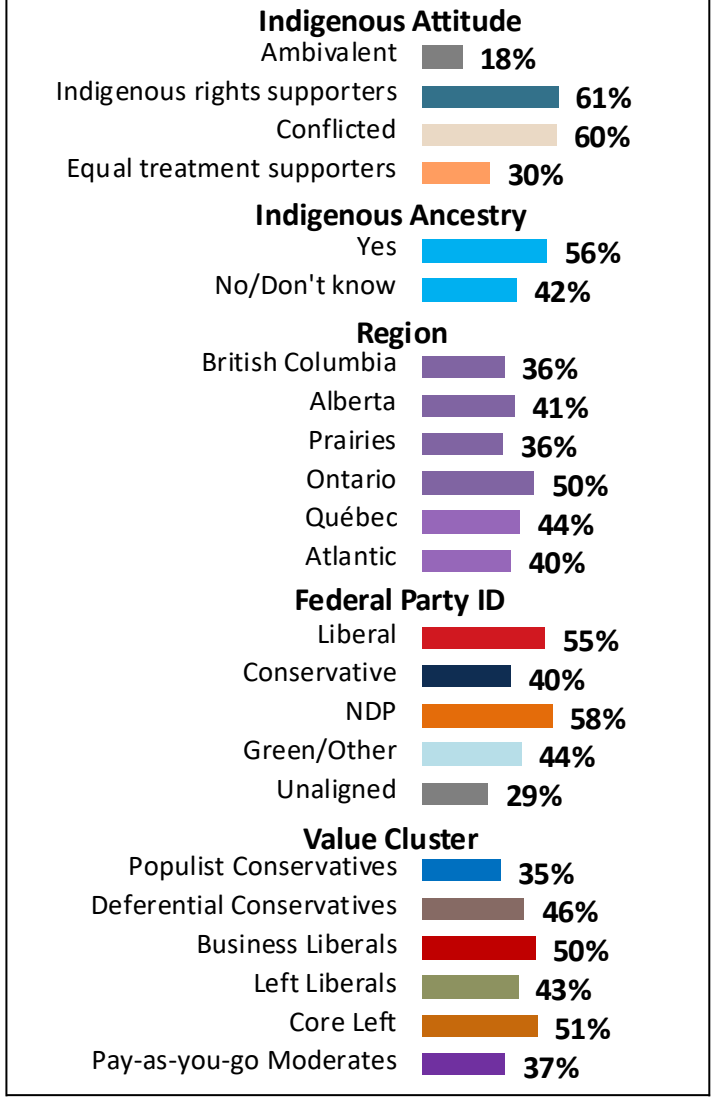
Q If you knew that the local First Nations Band supported a specific project, would you be more likely to support that project, less likely to support that project, or would it have no impact?

[asked of all respondents, n=1,500]



Segmentation: 2026

Respondents who say 'More likely'



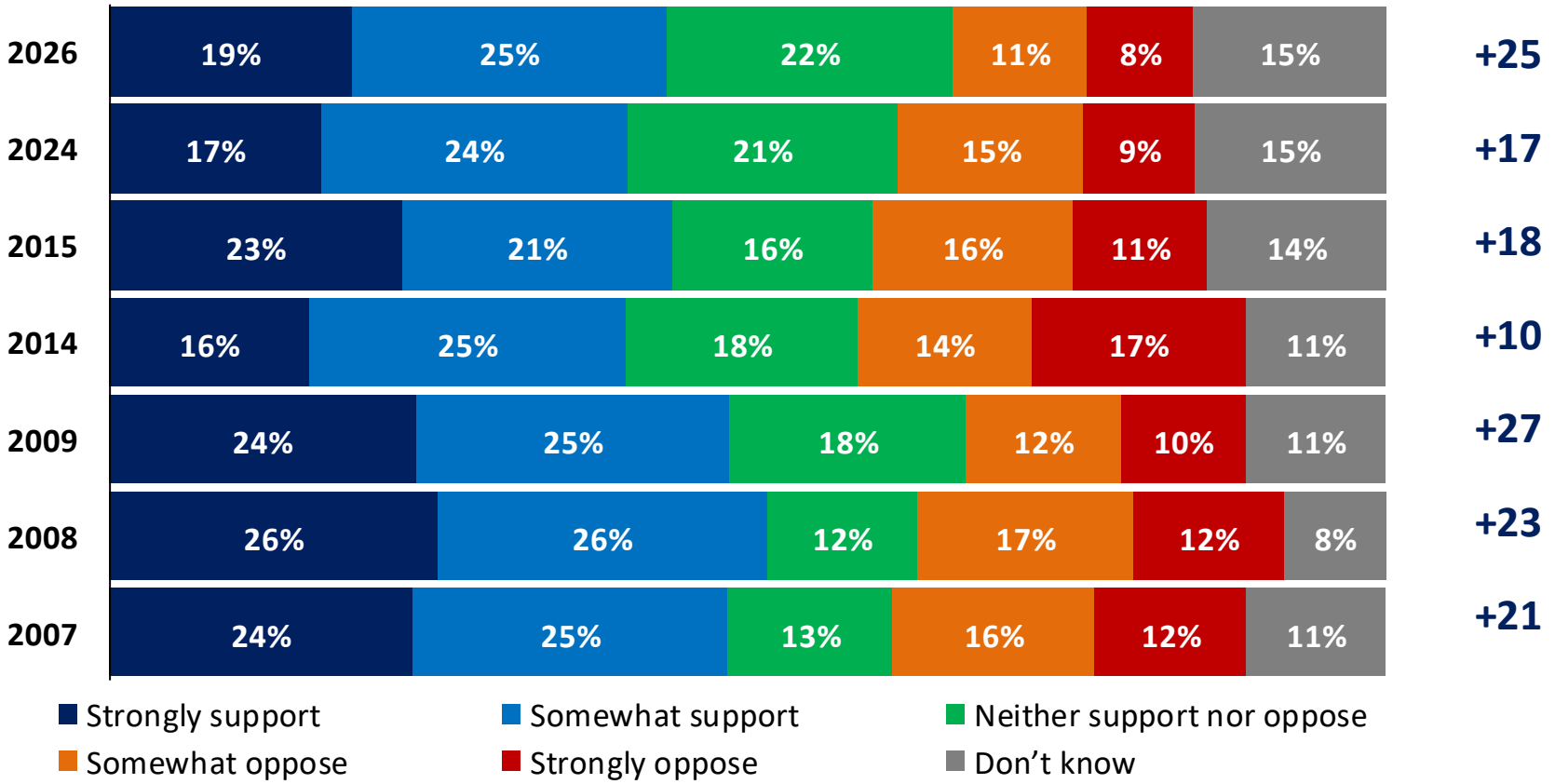
NOTE: This question was not asked from 2016 to 2023.

Project Support (Dam for Hydro-Electricity): Net support has increased by 8 pts since 2024; Conservatives and ETS are more likely to support

Q If [SPLIT SAMPLE] was proposed for an area where there was a land claim by a First Nation, and all the necessary environmental assessments were completed, but the First Nation's Band objected, would you support or oppose the project going ahead?

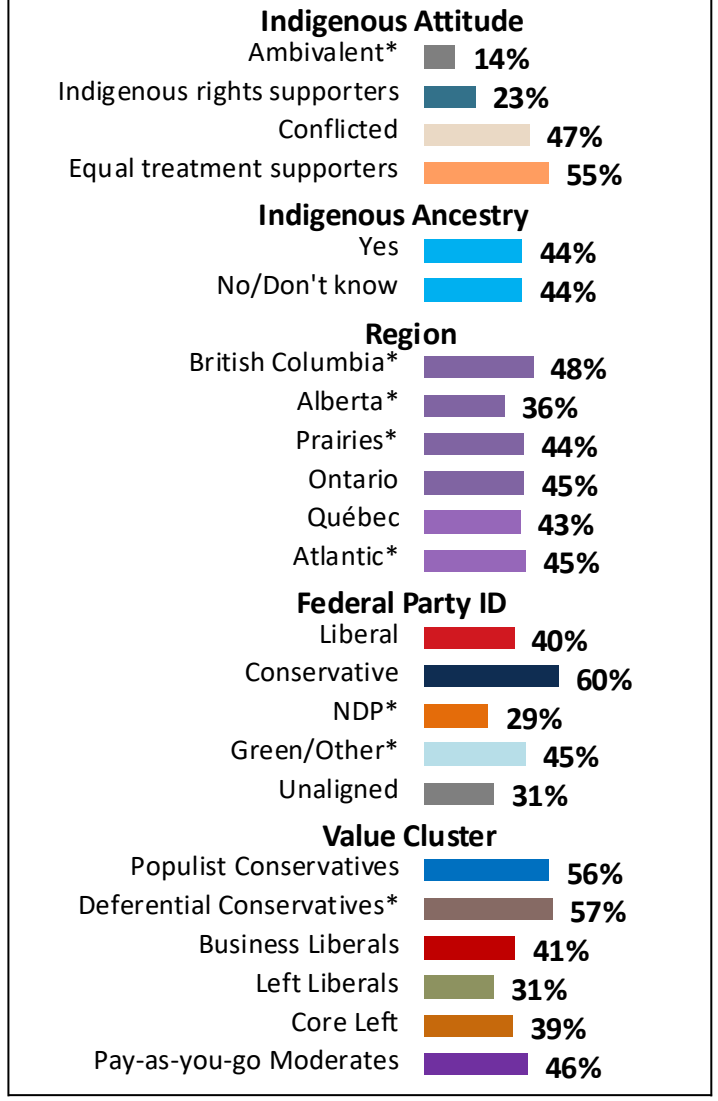
[Each respondent shown one project]

A dam for hydro-electricity generation (n=401)



Segmentation: 2026

Respondents who say 'Support'



NOTE: This question was not asked from 2016 to 2023.

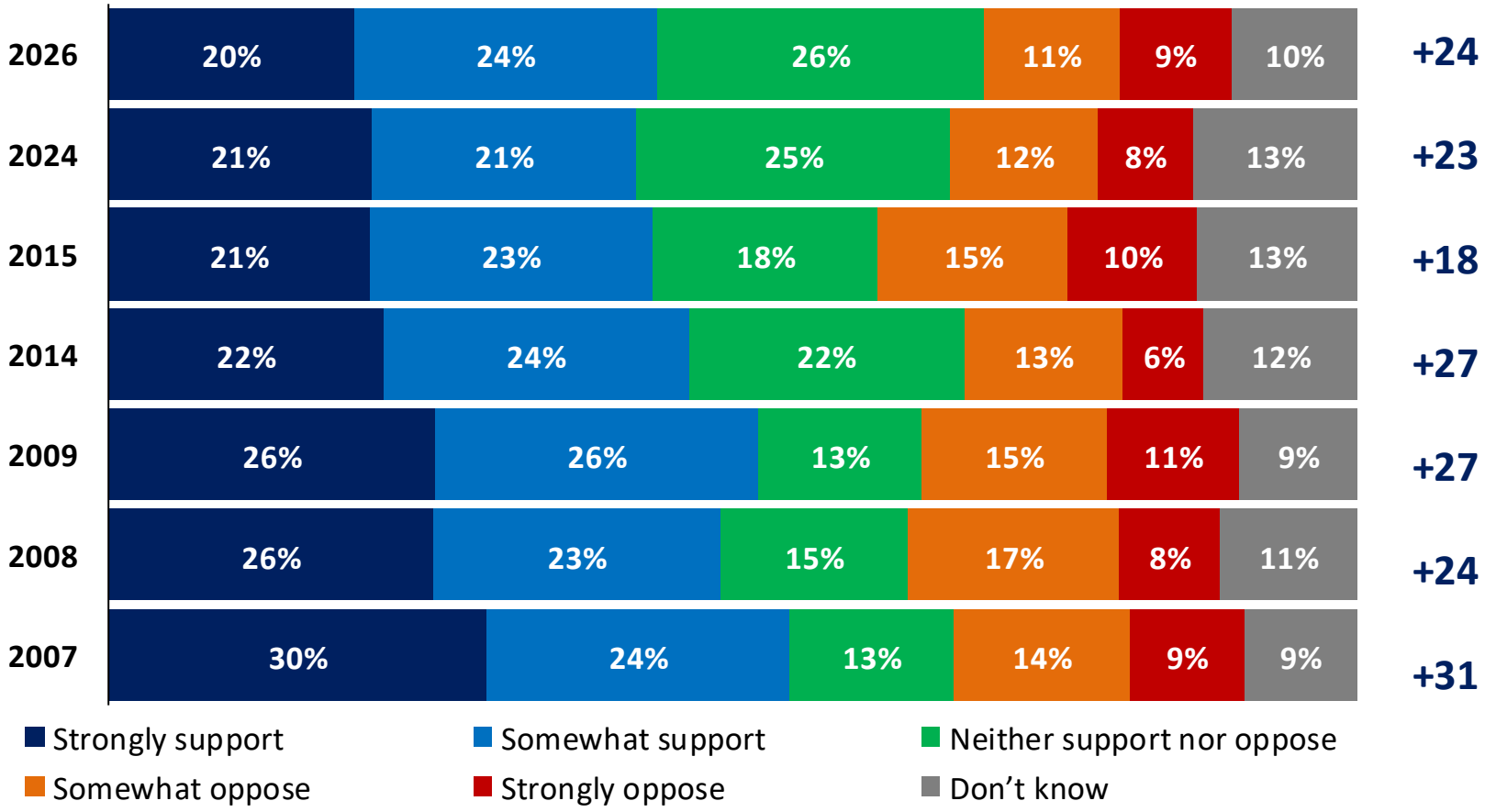
NOTE: * indicates small n-size (<50).

Project Support (Electricity Power Lines): Net support is steady with 2024; Alberta region and Equal treatment more likely to show support

Q If [SPLIT SAMPLE] was proposed for an area where there was a land claim by a First Nation, and all the necessary environmental assessments were completed, but the First Nation's Band objected, would you support or oppose the project going ahead?

[Each respondent shown one project]

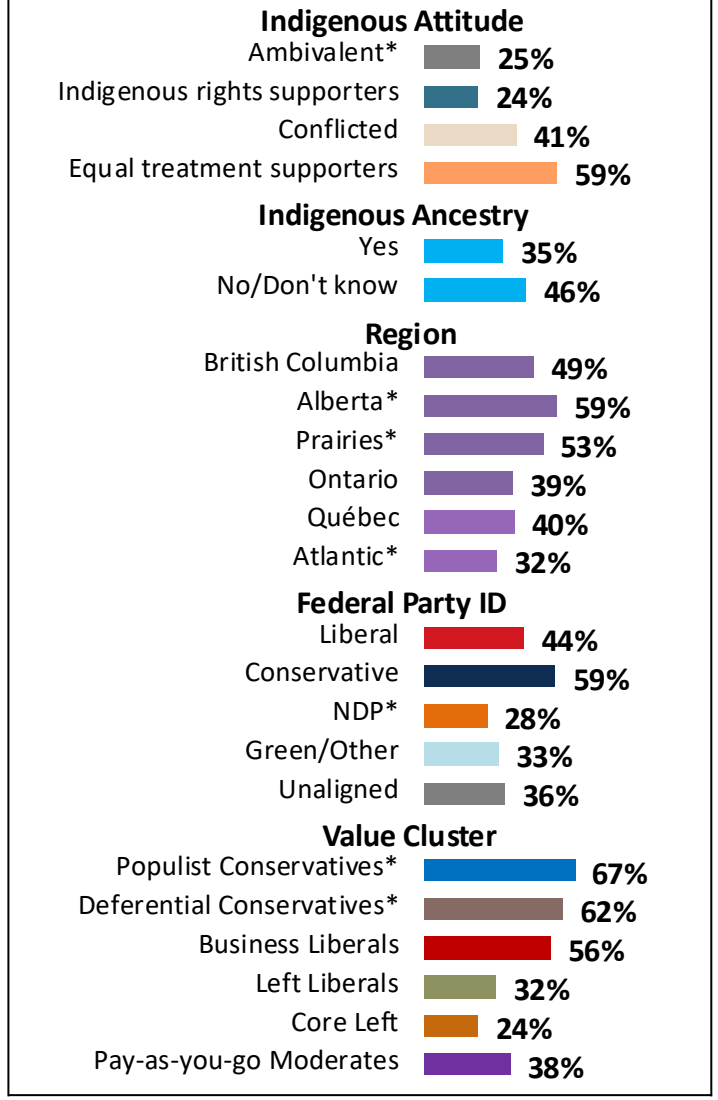
Electricity power lines (n=376)



NOTE: This question was not asked from 2016 to 2023.

Segmentation: 2026

Respondents who say 'Support'



NOTE: * indicates small n-size (<50).

Indigenous Take-Aways

01

The Indigenous 'brand' is strong
Regard for indigenous leaders and organisations is growing over time. Indigenous peoples care more about being indigenous.

02

Awareness is low
Most Canadians, including most British Columbians, have not paid much attention to major indigenous issues. **This means new information can have a major impact on public opinion.**

03

Those aware of Cowichan are concerned about property rights
A majority of 58% of those aware of the Cowichan decision are at least very concerned. 40% are extremely concerned.

04

Canadians outside of BC are concerned the BC decisions may impact them
Just 12% say decisions like Cowichan are just a BC concern.

05

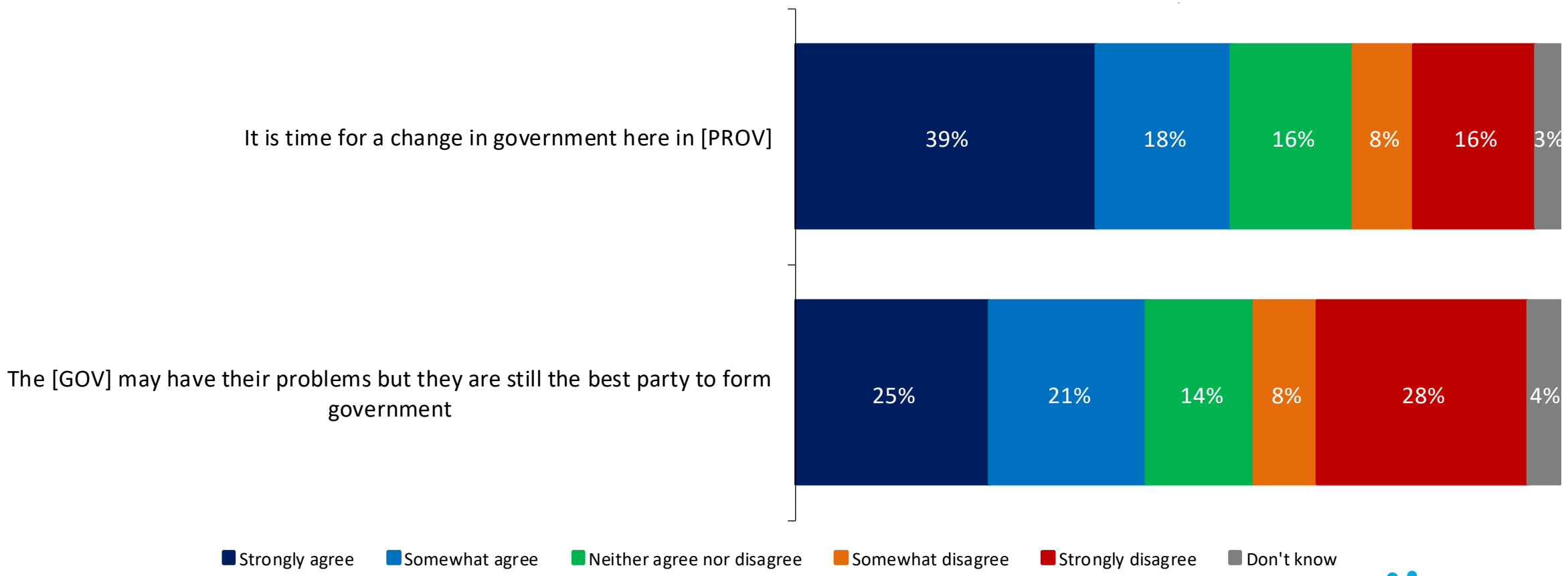
While Canadians like seeing Indigenous support for projects, they don't require it
Support for local Indigenous groups has consistently left Canadians more supportive of local developments. However, if Indigenous groups oppose local dams or powerlines, more Canadians would say go ahead than stop.



Alberta Post-Referendum

Time for Change Still Competitive for UCP

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=800]



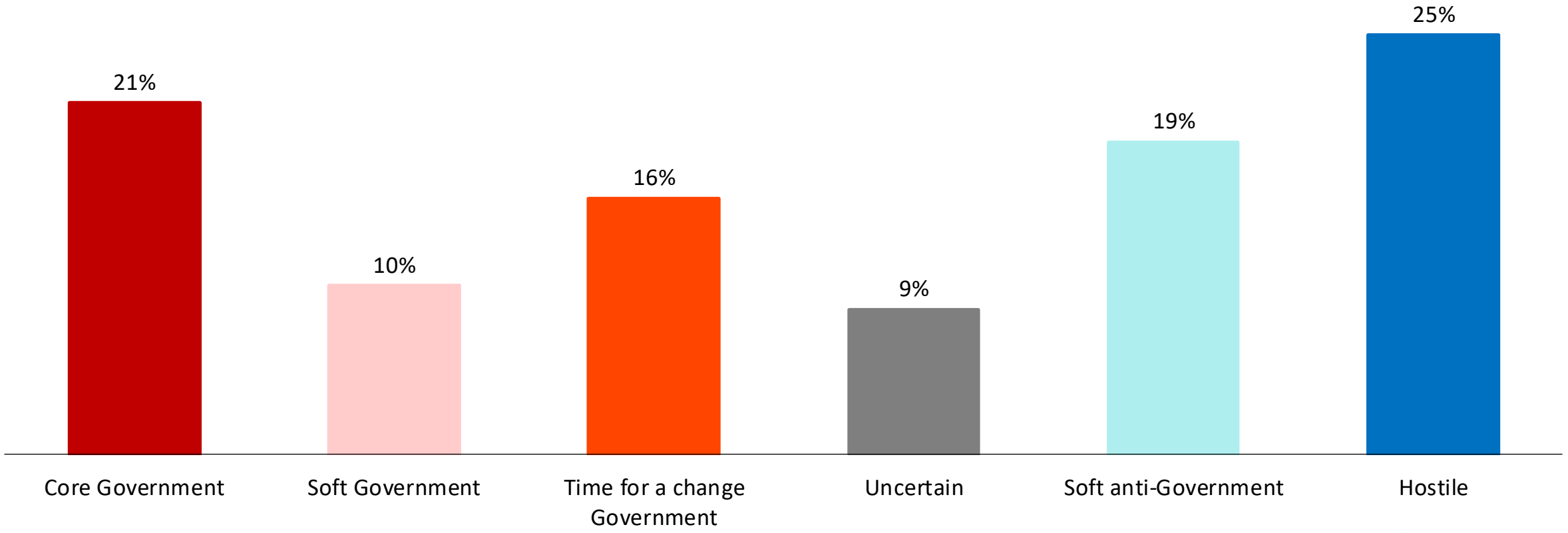
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Current data: October 2026

Time for Change Segmentation:

Q Time for Change segmentation: Agree with 'The United Conservative Party may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Alberta'.

[asked of all respondents; n=800]

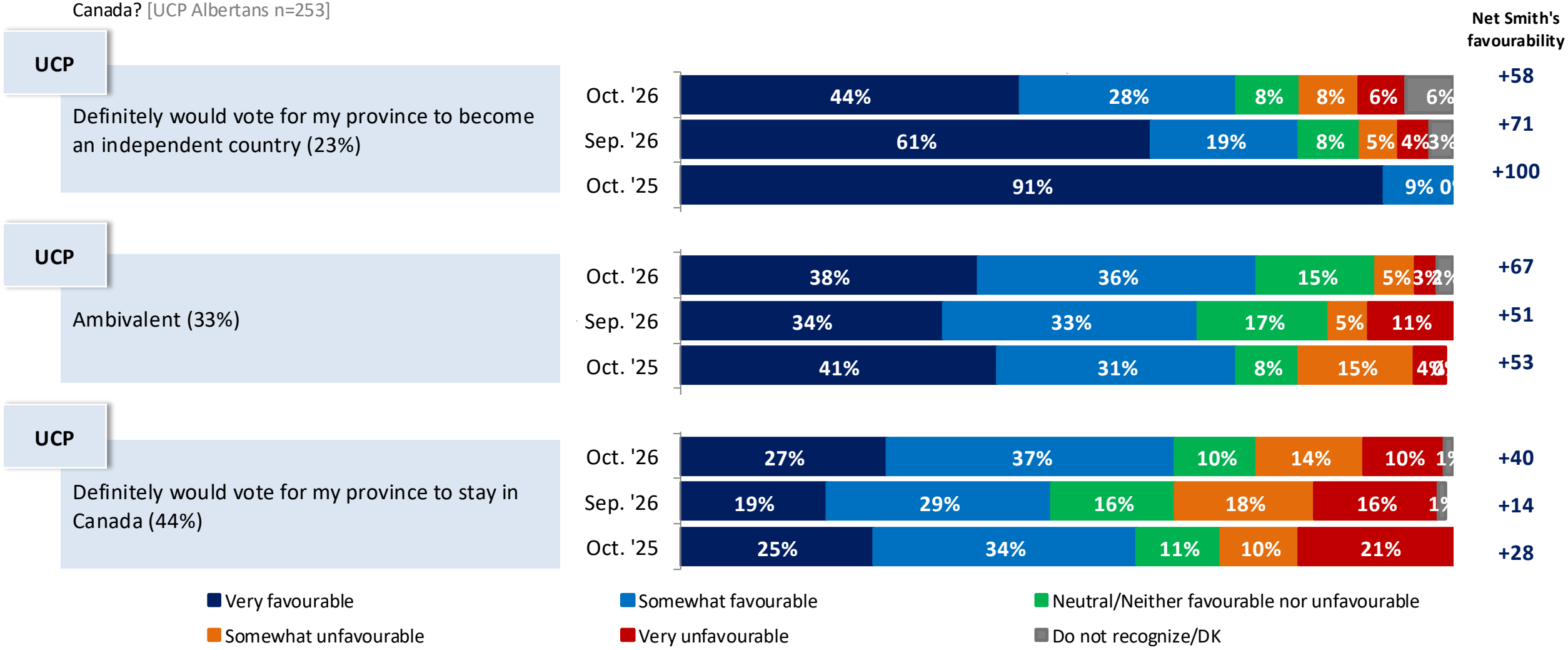


INNOVATIVE RESEARCH GROUP

Current data: October 2026

Within the UCP Base, Smith's Support Further Declines Among Strong Separatists, Regaining the Most Among Federalists

Q For Danielle Smith - please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
If there was a referendum in your province, would you vote (ROTATE) for Alberta to leave Canada and become its own country or for Alberta to remain a province within Canada? [UCP Albertans n=253]

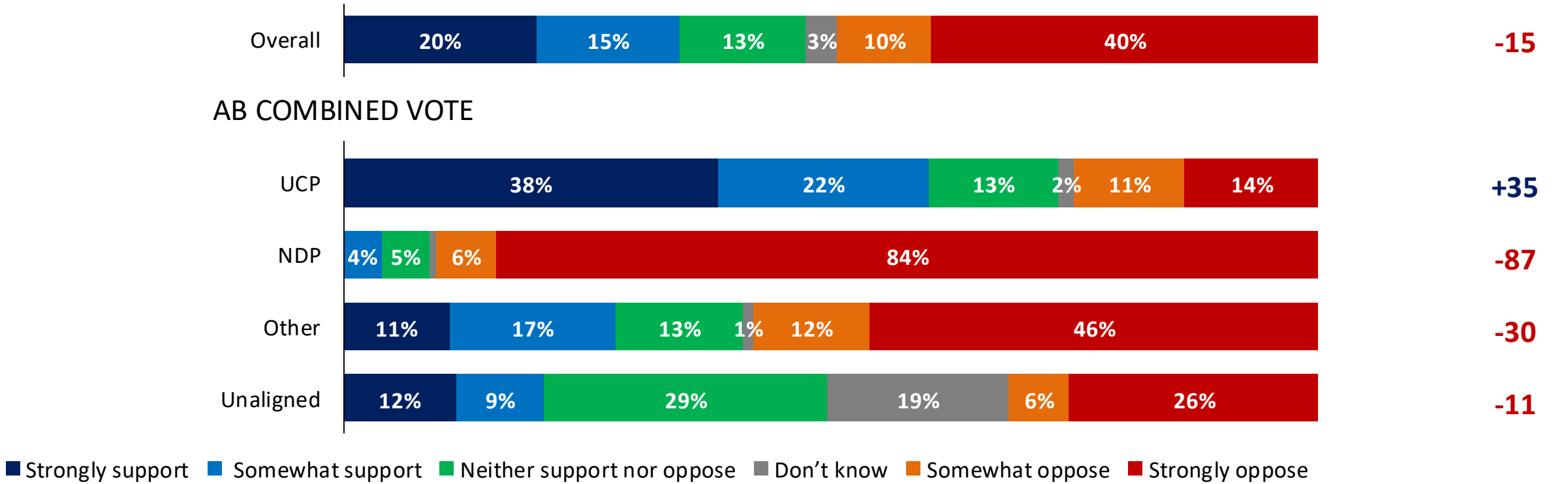


Oct. '26 For UCP: Definitely independent n= 57, Ambivalent n= 84, Stay in Canada n=112

Support For Decision to Have The Referendum: Six-in-ten UCP voters support holding the referendum while nine-in-ten NDP oppose it

Q On October 19, 2026, Premier Danielle Smith and her UCP government held a referendum, which included a question on whether Alberta should remain a province of Canada, or whether Alberta should commence the legal process to hold a binding provincial referendum on whether Alberta should separate from Canada.

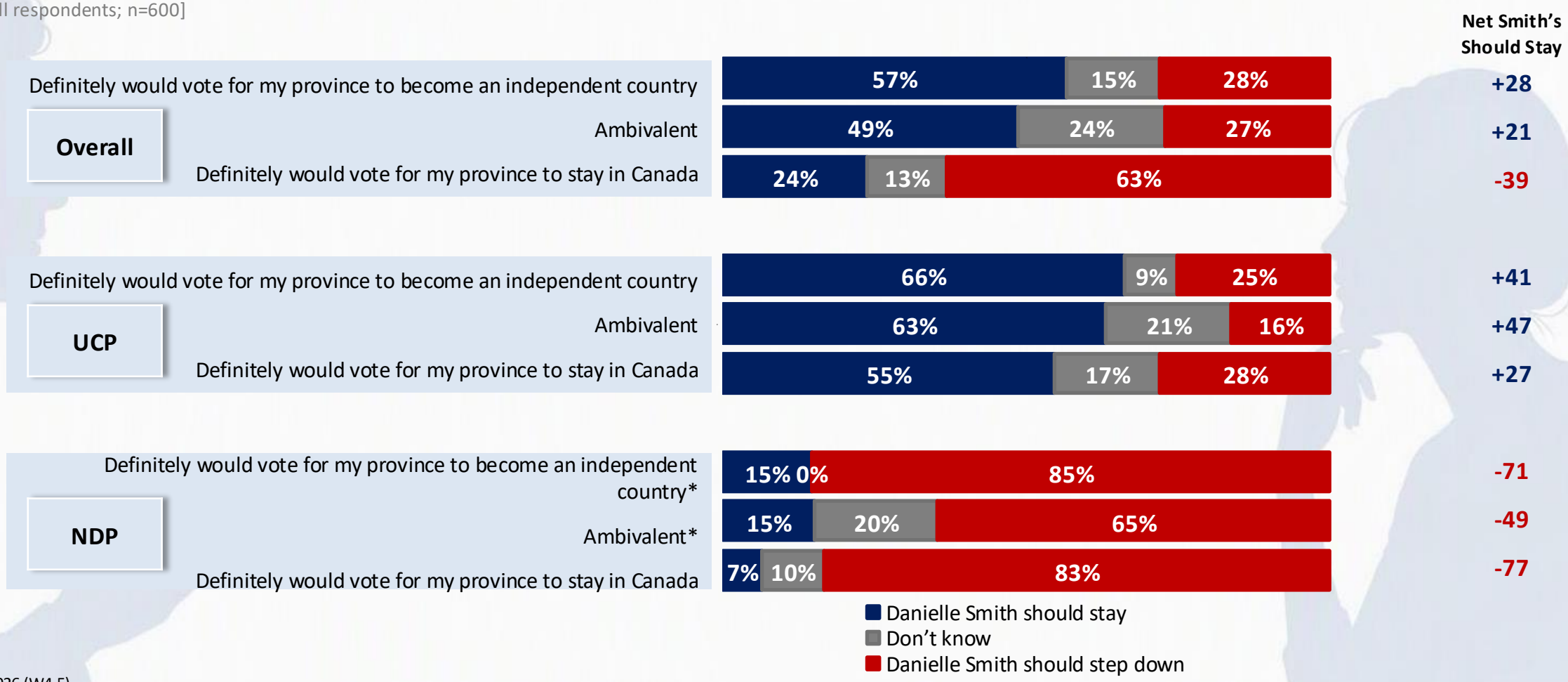
Do you support or oppose Premier Danielle Smith's decision to have the referendum?
[asked of all AB respondents; n=600]



Current Data: October 2026 (W4-5)

Smith Stay Or Step Down: Separatists favour Smith staying (57%), federalists favour stepping down (63%); majority UCP voters favour staying regardless

Q There has been some speculation about whether Premier Danielle Smith will stay to fight the next election or whether she should step down. What do you think? Should Danielle Smith stay on as UCP leader or should Danielle Smith step down before the next election? [statements rotated]
If there was a referendum in your province, would you vote (ROTATE) for Alberta to leave Canada and become its own country or for Alberta to remain a province within Canada? BY AB Combined Vote
[asked of all respondents; n=600]

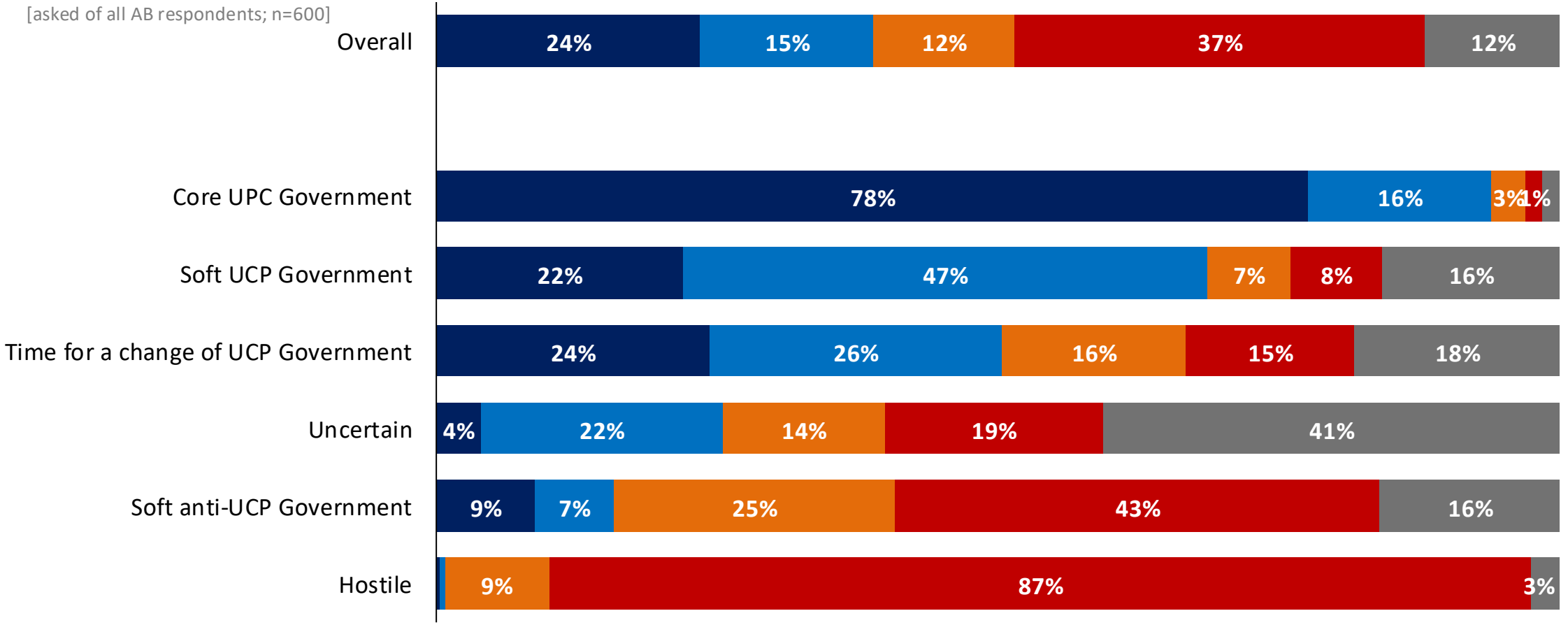


Current data: October 2026 (W4-5)
For NDP: Definitely independent n= 3, Stay in Canada n= 137, Ambivalent n=13

Willingness to Vote UCP Under Smith: 12% of Albertans willing to consider UCP under new leader; 15% would consider it under Smith

Q Some people have been suggesting Danielle Smith should resign as Premier and UPC party leader. Which of the following statements best reflects your point of view? BY Time for a Change

[asked of all AB respondents; n=600]



Current data: October 2026 (W4-5)

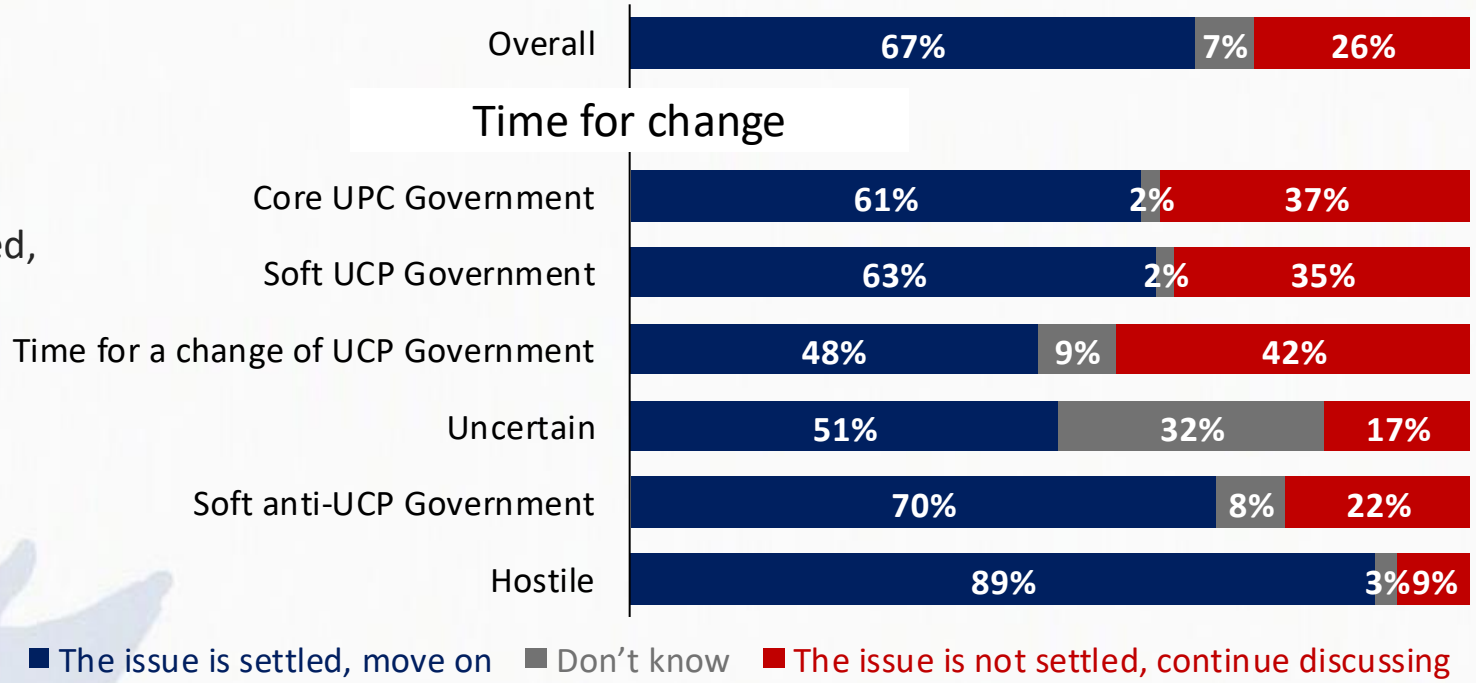
Issue Settled Or Continued Discussion: Moving on leads across all segments, most strongly among those Hostile to the government (89%)

Q Thinking about the recent referendum on Alberta's future in Canada, which of the following comes closest to you view?
[statements rotated]
[asked of all respondents; n=600]

VIEWPOINT 1

The issue is settled, move on

The issue is now settled, and Albertans should move on to other priorities



VIEWPOINT 2

The issue is not settled, continue discussing

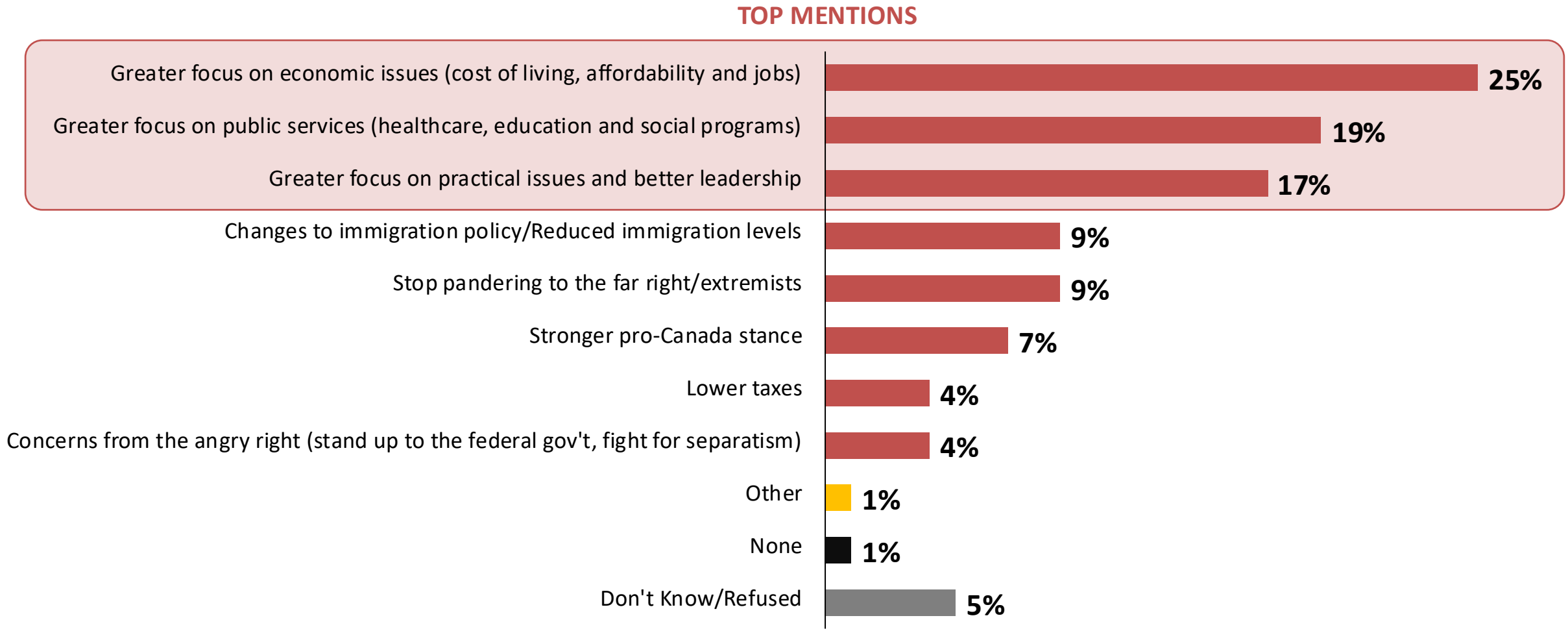
The issue is not yet settled, and Albertans should continue discussing Alberta's future in Canada.

Current data: October 2026 (W4-5)

UCP with Danielle Smith | Most Important Change

Q What is the most important **change** you are looking? **[OPEN-ENDED]**

[Asked if: Willing to consider voting UCP with Danielle Smith as leader, but needs to see some changes.] [n=82]

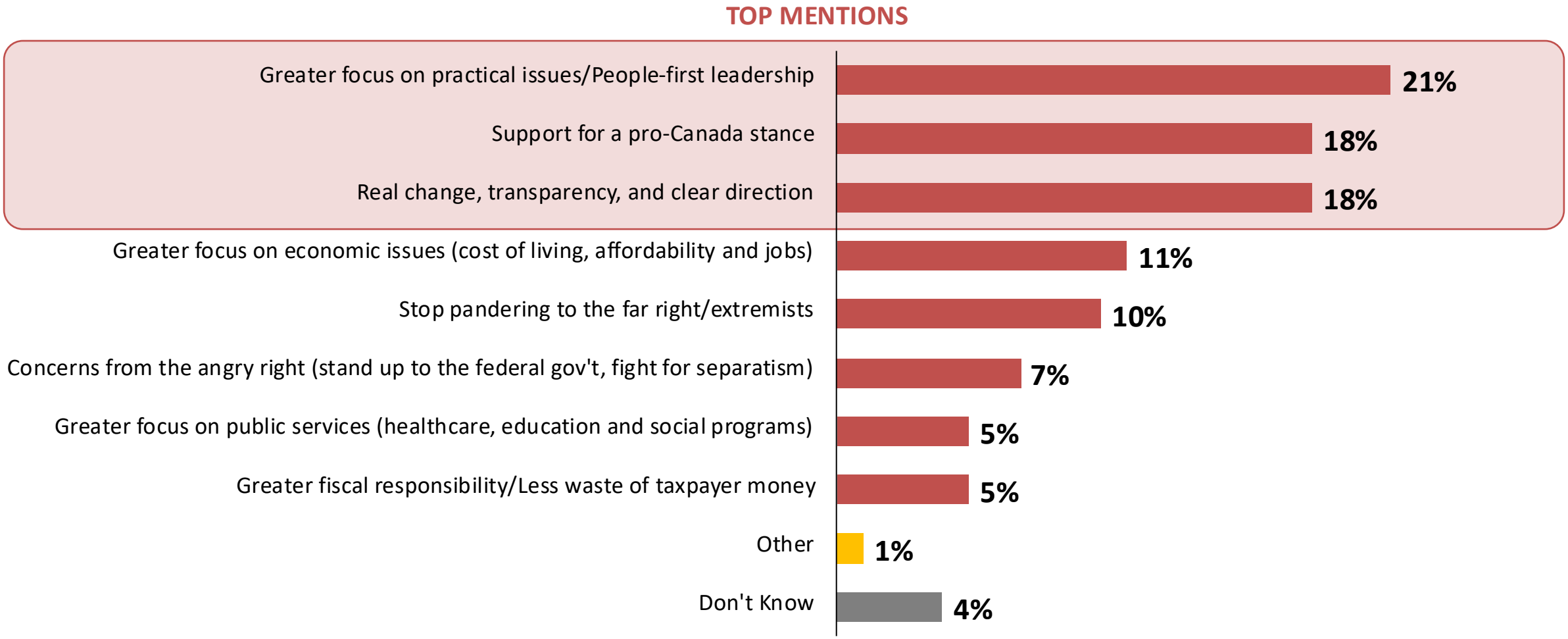


Note: Other includes responses <1%. | Current Data: October 2026 (W4–W5)

New UCP Leader | Most Important Difference from Danielle Smith

Q And what is the most important **difference from Danielle Smith** you are looking for in a new leader? **[OPEN-ENDED]**

[Asked if: Willing to consider voting UCP if Danielle Smith resigns and the party has a new leader.] [n=64]



Note: Other includes responses <1%. | Current Data: October 2026 (W4–W5)

Alberta Take-Aways

01 **The UCP has room to recover**
Time for a change remains below defeat territory. Almost half the electorate see the UPC as the best of a bad lot.

02 **Danielle Smith remains viable among her universe**
While the Premier has lost ground among UCP voters that are strong separatists, even among them she has more support than opposition.

03 **Separatists will be separatists**
Separatists are not taking the vote as one and done. They want to keep talking about their issue.

04 **For most, it is time to turn the page**
The rest of Alberta wants to see Smith focus on the everyday issues that face average people. Jobs. Affordability. Health care.

Where Do We Find Durability?

01 **Recognise that Trump's attacks have creating a unique moment that won't last**
Act now to set the stage for life after Trump.

02 **Start at the top**
It is not realistic to expect to educate 40 million people. It is realistic to ensure the few thousand key decision makers and influencers are aware of the basic facts of our challenges and opportunities.

03 **Build your brands**
The more people trust you, the more they will support you when times are tougher. Look for the many ways you can build trust now.

04 **If you are not solving a problem, you risk becoming the problem**
Develop a story that sums up your challenges and opportunities. Tell it until you are exhausted with it, and then tell it some more.

INNOVATIVE. Building Understanding.

INNOVATIVE is about more than just collecting data. We have thought deeply about how opinion forms and changes both generally and in terms of specific challenges. We are here to support you at every step from design to execution to analysis of your research. We are focused on helping you apply these insights in the real world. We thrive on challenges and have the track record to prove it.

INNOVATIVE RESEARCH GROUP

Brands & Marketing Research

Every brand has a unique DNA. Whether a new brand, a brand refresh, a new campaign, we bring fresh eyes and an innovative set of qualitative and qualitative approaches.

- **Brand Health & Tracking Research**
- **Unregulated Product & Service Development Strategy**
- **CSAT Benchmarking** (+LDC CSAT Scorecard)
- **Transactional Customer Service Research**

Public Affairs & Opinion Research

We help our clients understand what the public really thinks about an issue, and how they are likely to react when new information is presented, or passions are inflamed.

- **Government Relations Research**
- **Policy Development Research**
- **Public Opinion Issue Tracking**
- **Understanding NIMBYism**
- **PAESS Scorecard Execution**

Corporate Affairs & Communications Research

How do people feel about your organization and what can you do about it? Using the right mix of qualitative and survey research, we help clients develop impactful communication strategies to engage the audiences that matter most.

- **Message and Communications Development Research**
- **Advertising Testing & Development**
- **Communications Campaign Impact Tracking**

Stakeholder & Public Consultation

Engaging busy people in meaningful consultation on topics that are important, but not of everyday interest is a tough challenge. INNOVATIVE has a proven track record of creating representative consultations that generate wide engagement and actionable results.

- **Rate Application Customer Engagement**
- **Community Engagement**
- **Locally Unwanted Land Use (LULU) Risk Mitigation**

For more information on INNOVATIVE's research services, please contact one of our experts.

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