



# *Alberta Results*

*Fielded by Telephone May 22-June 1, 2025*

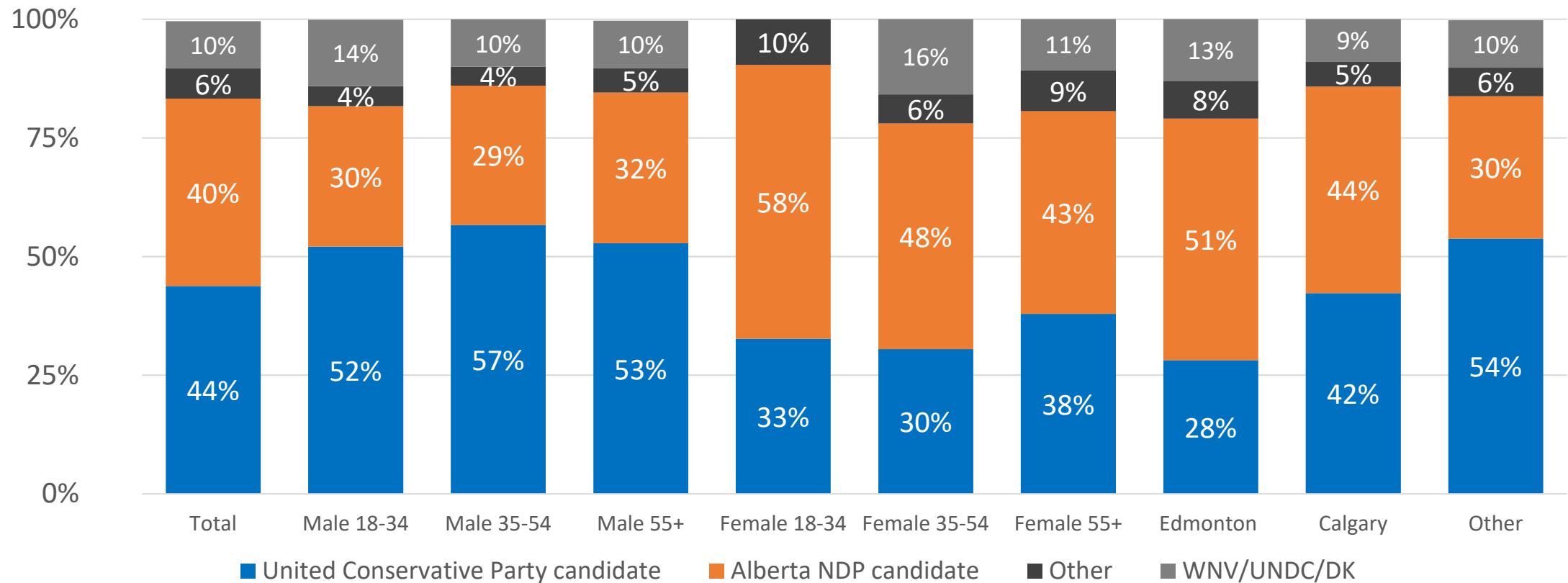
*n=850 live telephone interviews*

*Margin of error  $\pm 3.4$*

June 2025

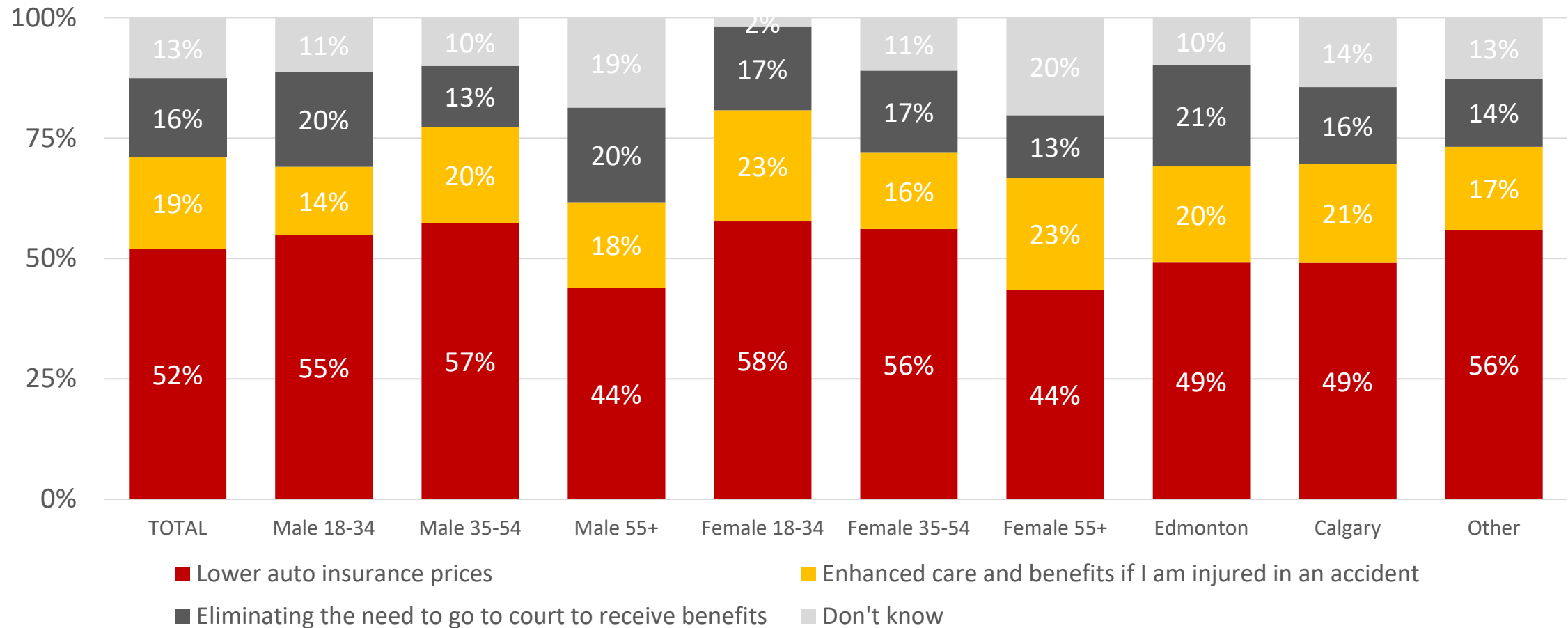
## Ballot Preference

*UCP has advantage among males while the NDP maintain an advantage among females. Calgary remains the key battleground for both parties.*



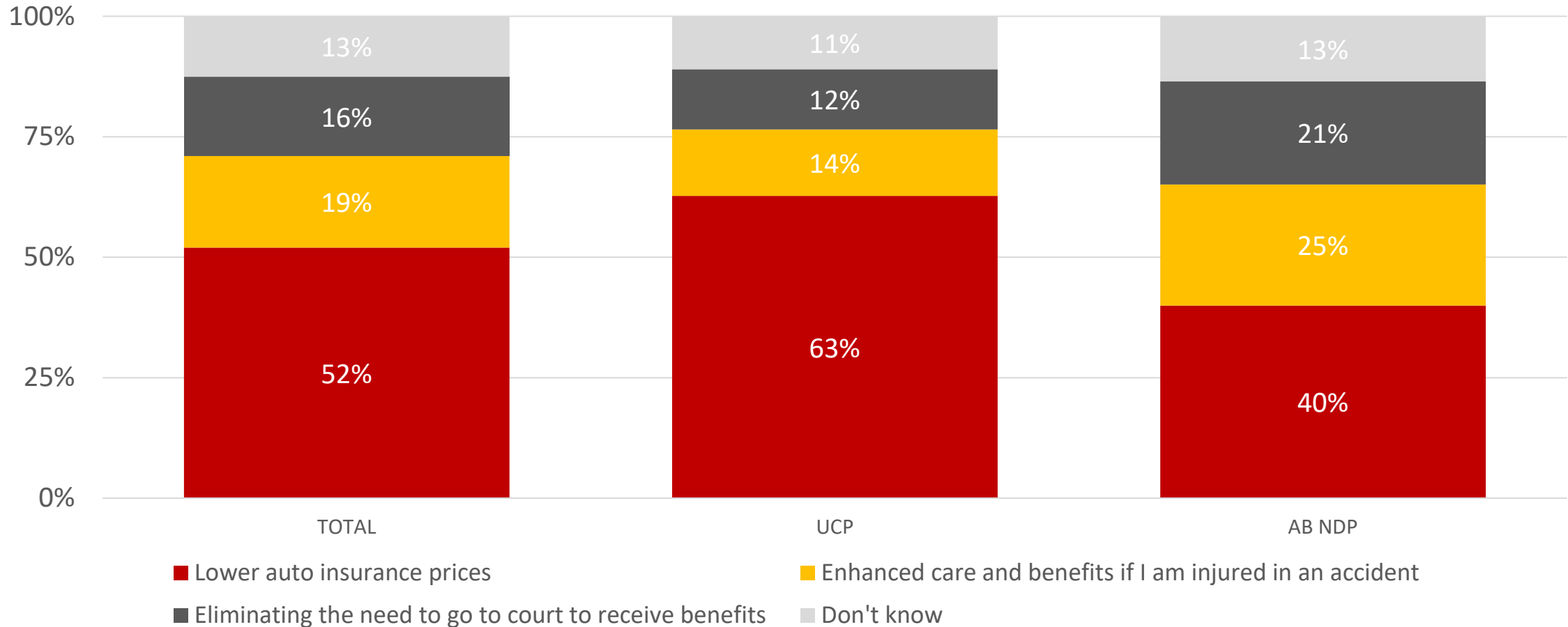
## Care-First Auto Insurance Model

Lowering auto insurance policies is the most important (52%)



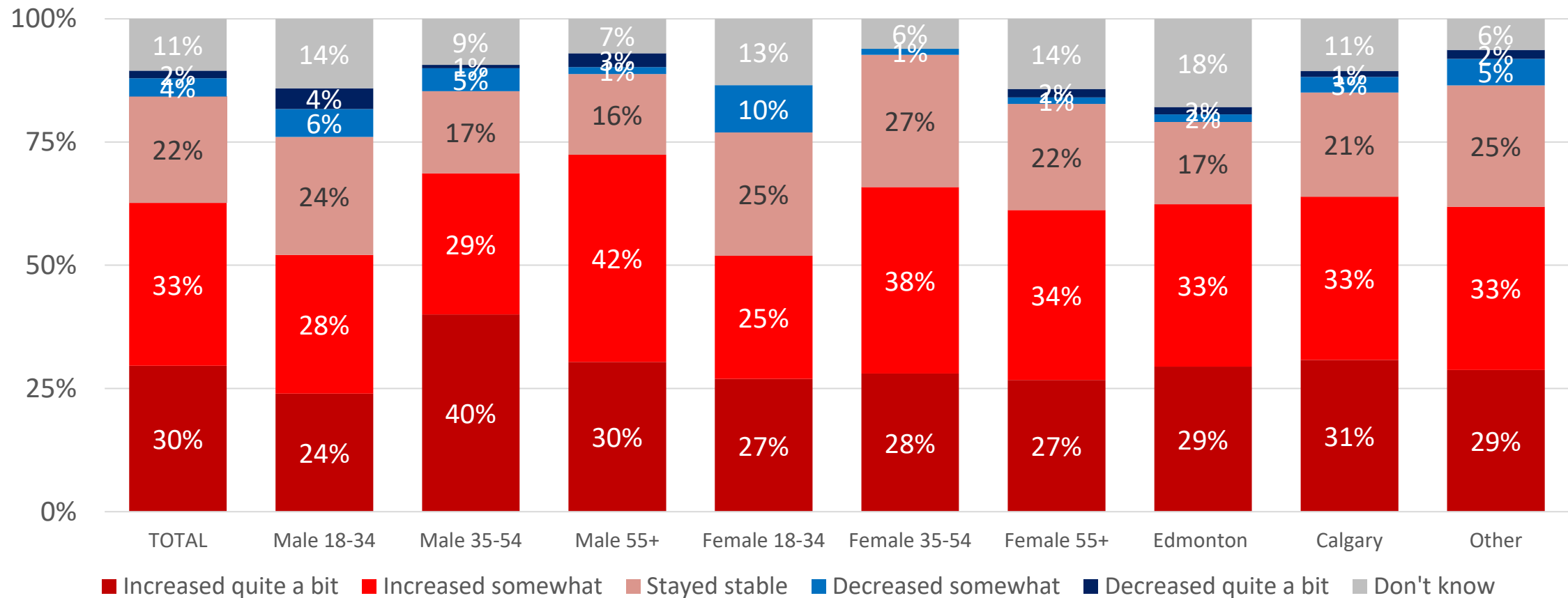
## *Care-First Auto Insurance Model*

*Lowering auto insurance policies resonates strongly among UCP voters (63% versus 40% among AB NDP)*

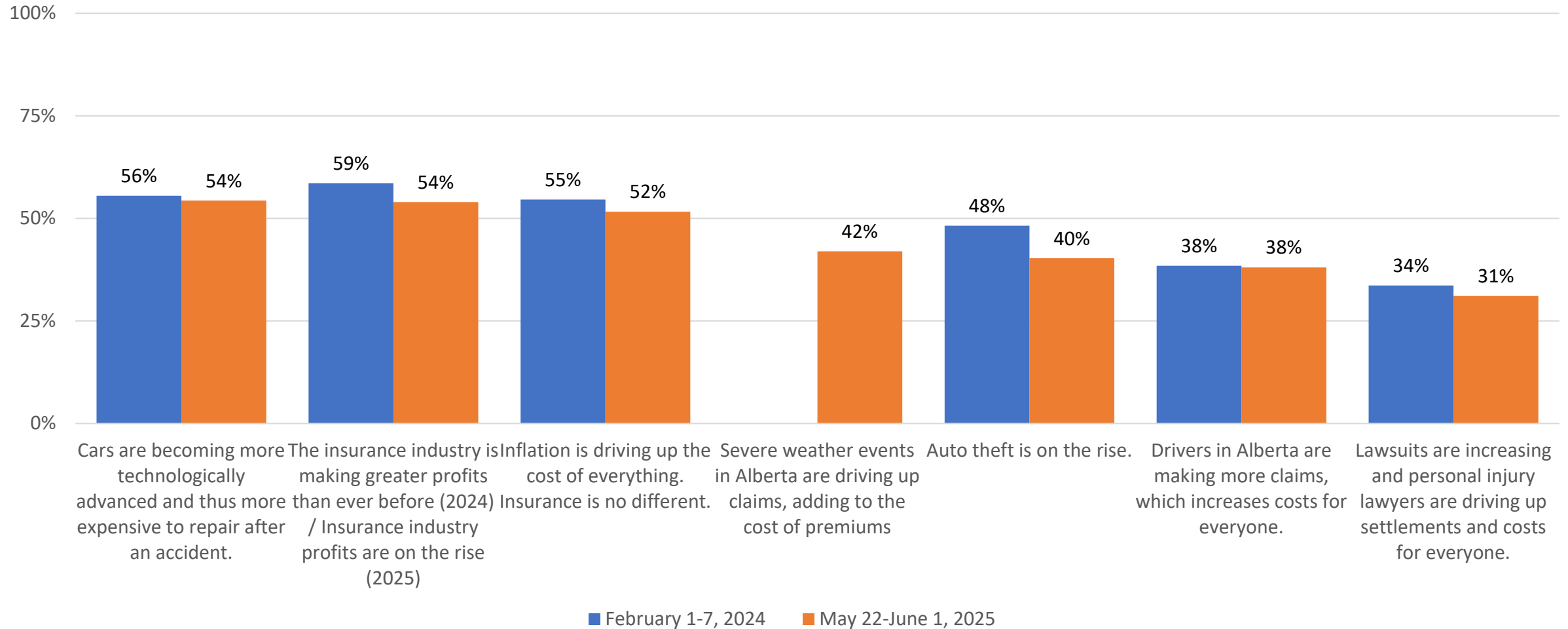


## Auto Insurance Rates

Majority across the province say rates have “increased”  
Highest among males between 35-54 years old



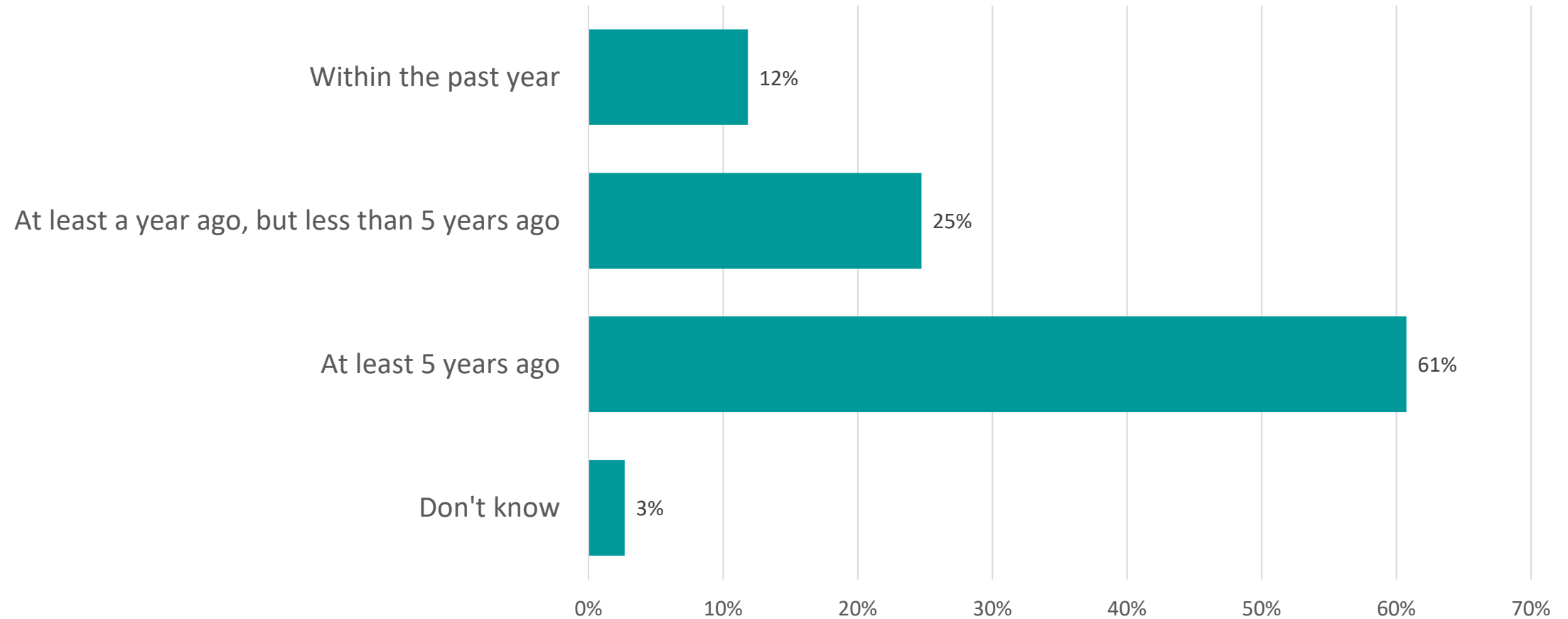
## *Reasons for rising cost of auto insurance (% major reason)*



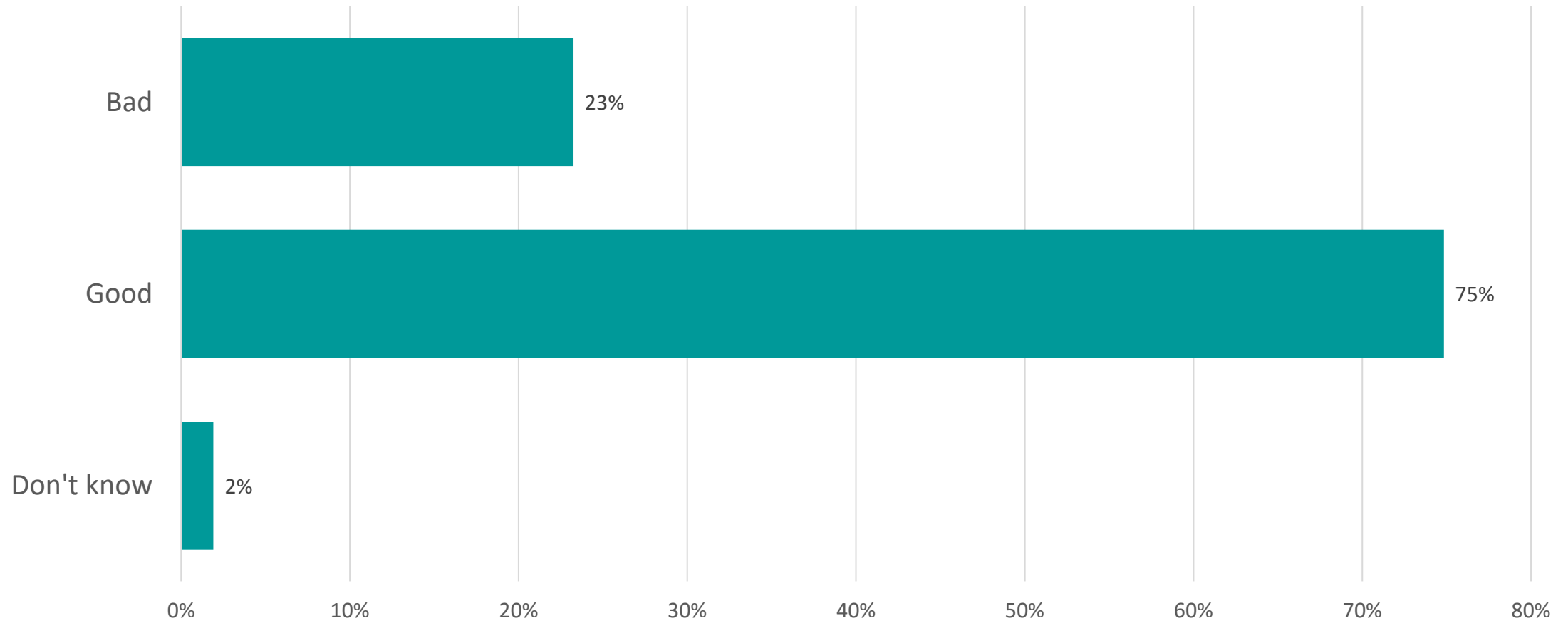
**2024 Question wording:** *Would you say that each of the following is a major reason, a minor reason, or not a reason for increasing auto insurance rates in Alberta?*

**2025 Question Wording:** *How important is each of these reasons for the rising cost of auto insurance in Alberta? A major reason / A minor reason / Not a reason / Don't know [VOL]*

## *Most recent automobile insurance claim*



## *Overall satisfaction with the claims process*





# Favourability ratings

