



Canada This Month Alberta Referendum

Public Opinion Research
Release Date: October 16, 2026
Field Dates: September 04, 2026 to September 28, 2026

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Study Overview



This September 2026 report highlights how:

- **Albertans view Premier Danielle Smith and the provincial government**
- **Examines Smith's standing overall and among UCP identifiers with different views on independence**
- **What Albertans recall hearing about her**
- **How they would vote on the October referendum question**

This deck presents selected findings. Contact INNOVATIVE RESEARCH GROUP for a detailed briefing on the full results.

Key Findings

- 1 Smith's standing has weakened within the UCP coalition.** Her very favourable rating among UCP identifiers who would definitely vote for independence fell from 91% in October 2025 to 61% in September 2026. Her standing also softened among UCP identifiers who would definitely vote to stay in Canada.
- 2 The broader public is more negative about Smith and her government.** Smith's net favourability is -12, down from +5 in April. Among Albertans who recently heard about her, 52% say what they heard made them less favourable, while 25% say it made them more favourable.
- 3 Views on the October referendum question have changed little.** In September, 69% choose to remain in Canada and 22% choose to begin the process for a later binding separation referendum. Smith's declining ratings have not been accompanied by a comparable shift on this question.
- 4 Self-reported vote likelihood for the October 19th referendum is high.** In September, 67% said they were very likely to vote, and another 17% said somewhat likely. This is roughly comparable to the last federal election, which saw 68% turnout overall.

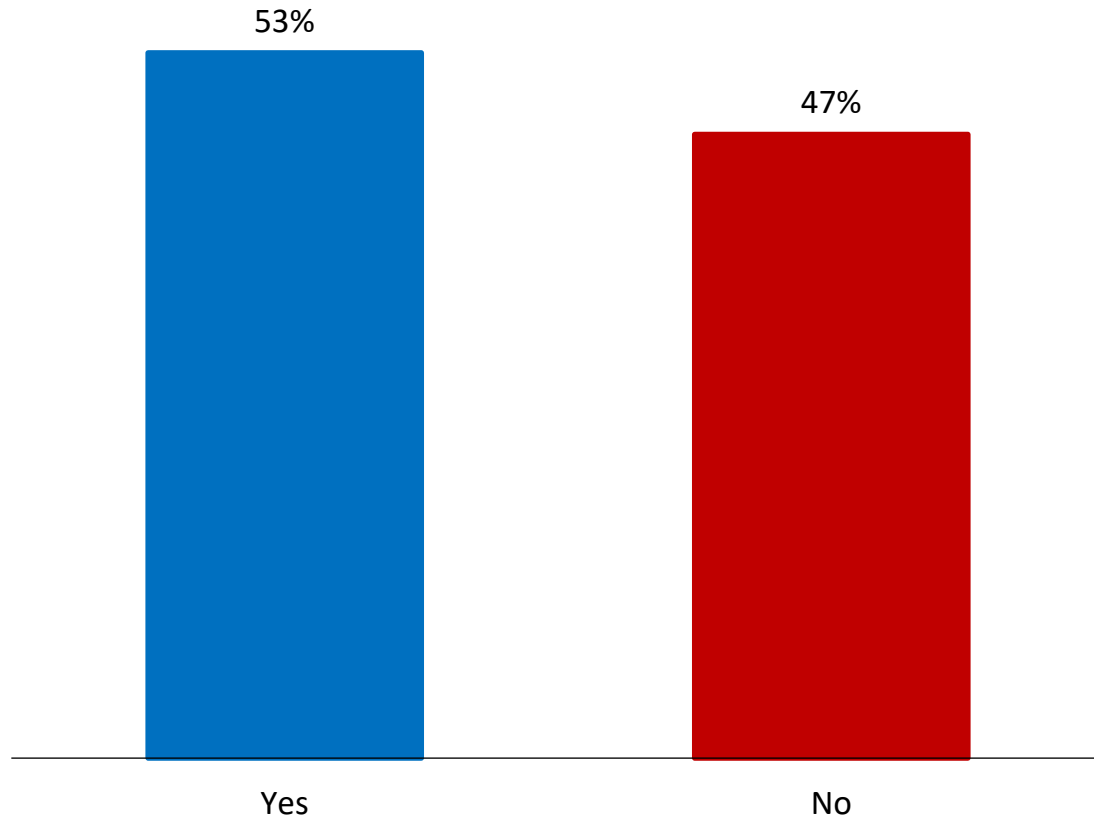
For a detailed briefing on the findings, including differences across UCP groups and what Albertans recall hearing about the Premier, please contact INNOVATIVE RESEARCH GROUP.

Danielle Smith's Standing

Alberta Read, Seen, Heard: Over half of Albertans have recent exposure to Danielle Smith; 36% feel a lot less favourable from the news

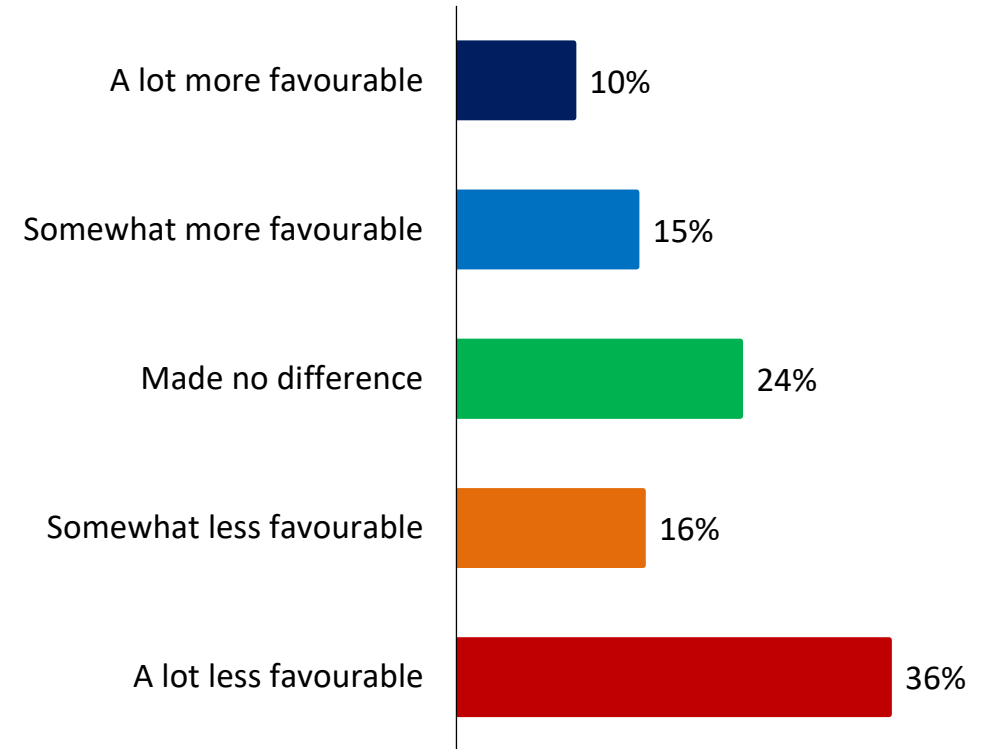
Q Have you read, seen or heard anything about Alberta's Premier Danielle Smith and the provincial government in the last few days?

[Asked of those who have RSH; n=600]



Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Alberta's Premier Danielle Smith and the provincial government, or did it make no difference?

[Asked of those who have RSH; n=318]

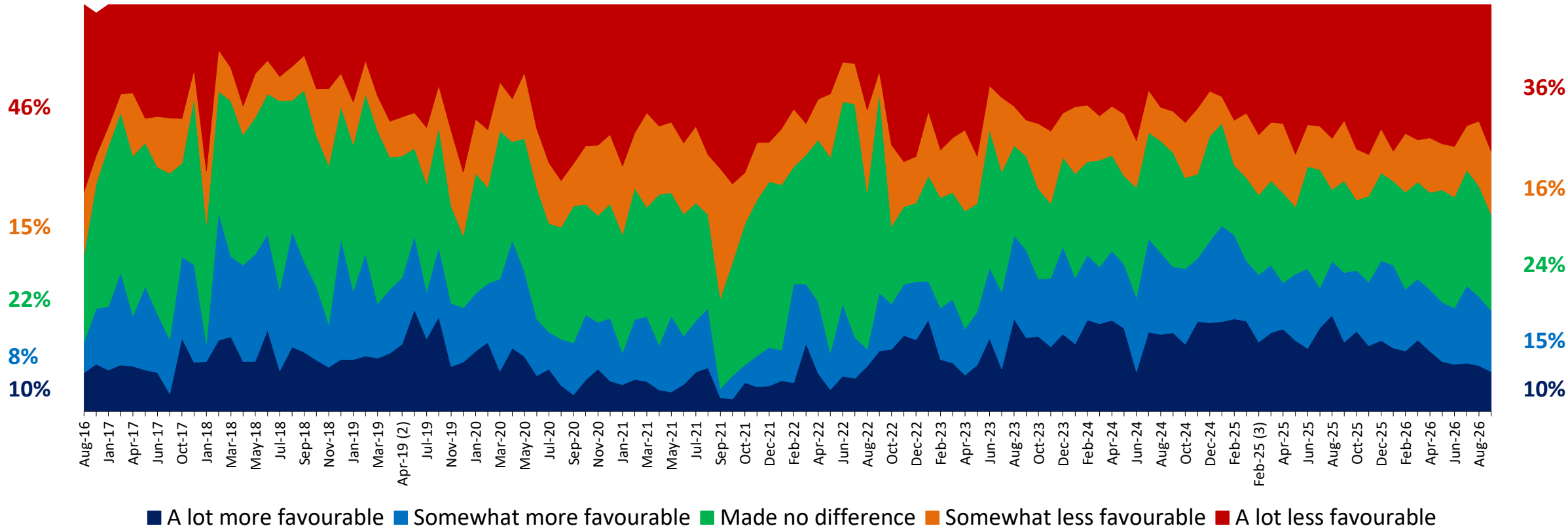


Alberta Read, Seen, Heard, Impact Tracking: Less favourable outlooks from news about Danielle Smith have increased over the summer



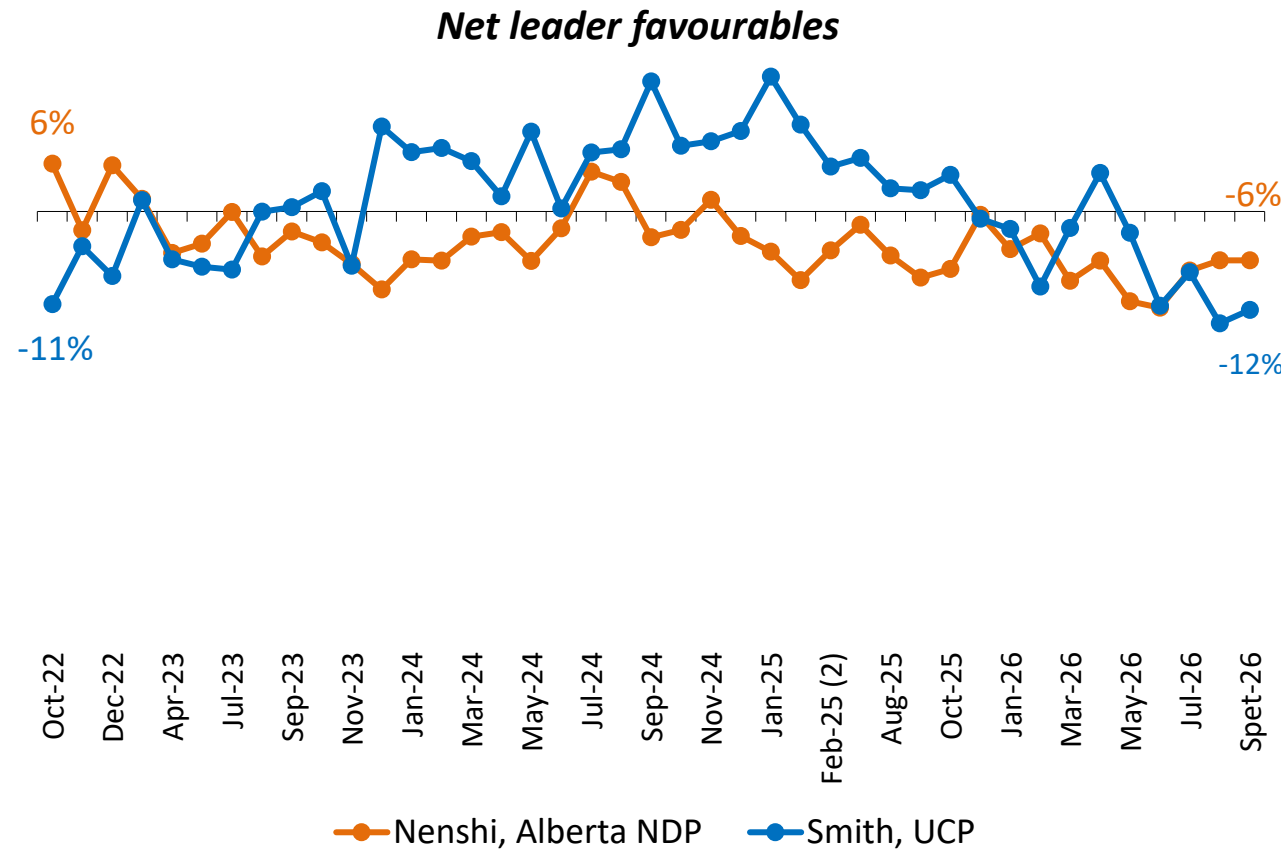
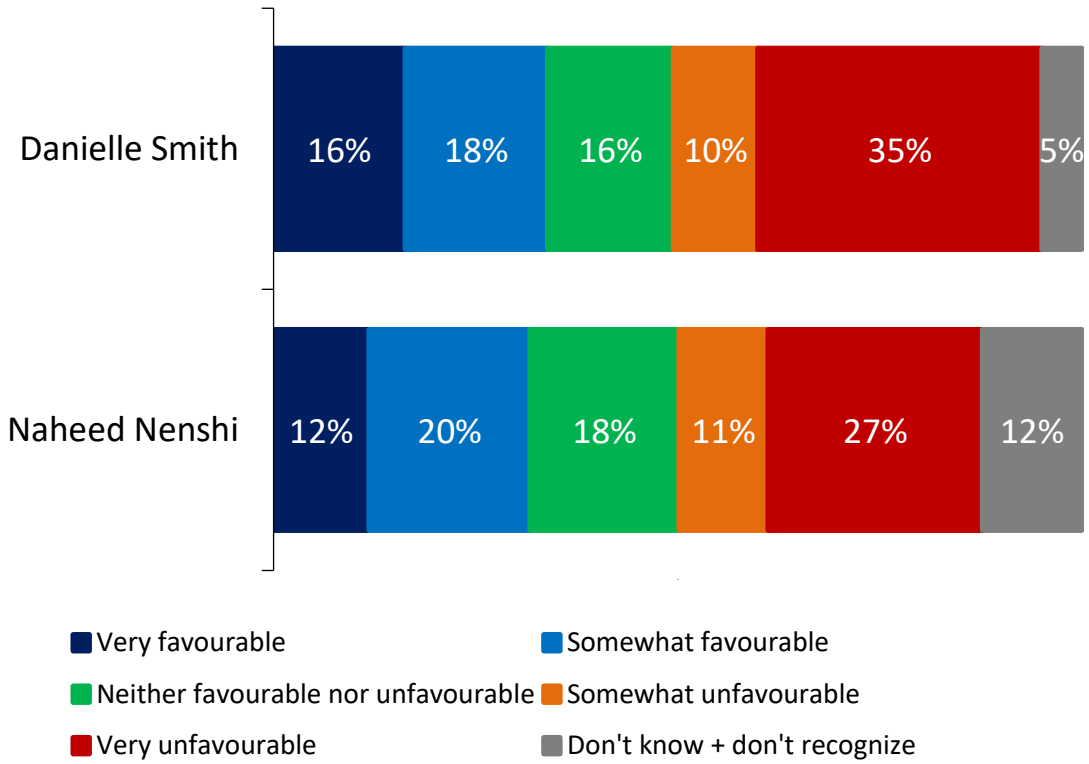
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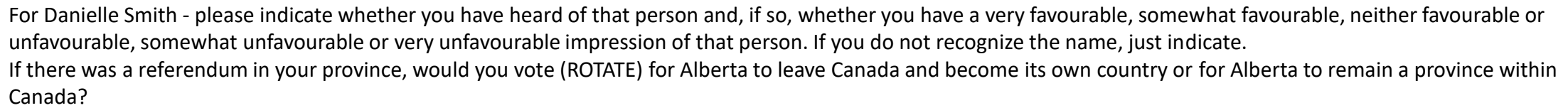


Danielle Smith's Favourables: Smith's Net favourability is negative (-12),⁸ 6-points lower than Nenshi's and in decline since Spring '26

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=600]

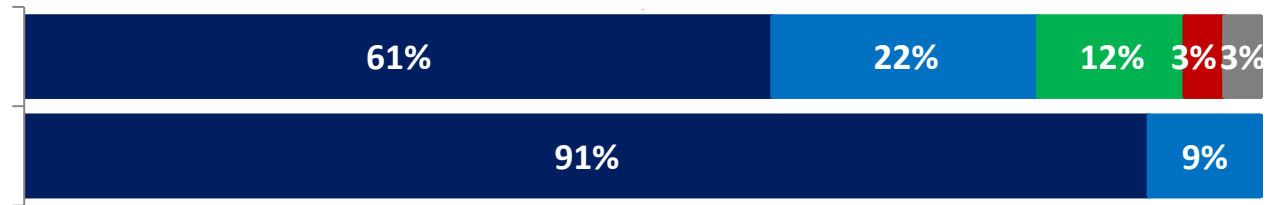


9



Definitely would vote for my province to become an independent country

Sep. '26



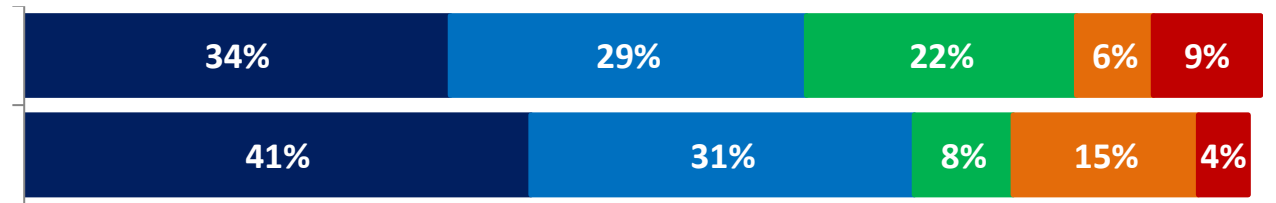
Net Smith's favourability

+79

-100

Ambivalent

Sep. '26

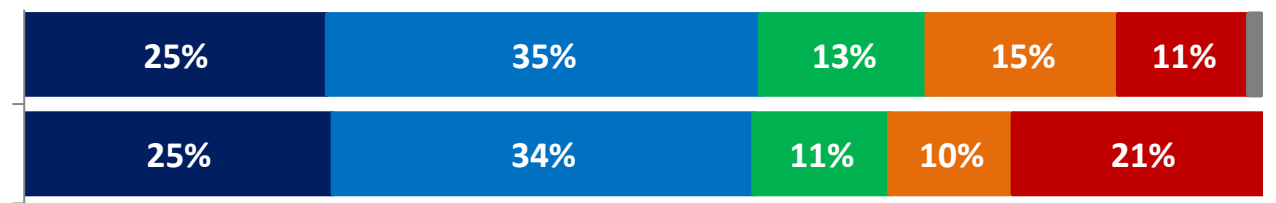


+48

+53

Definitely would vote for my province to stay in Canada

Sep. '26



+34

+28

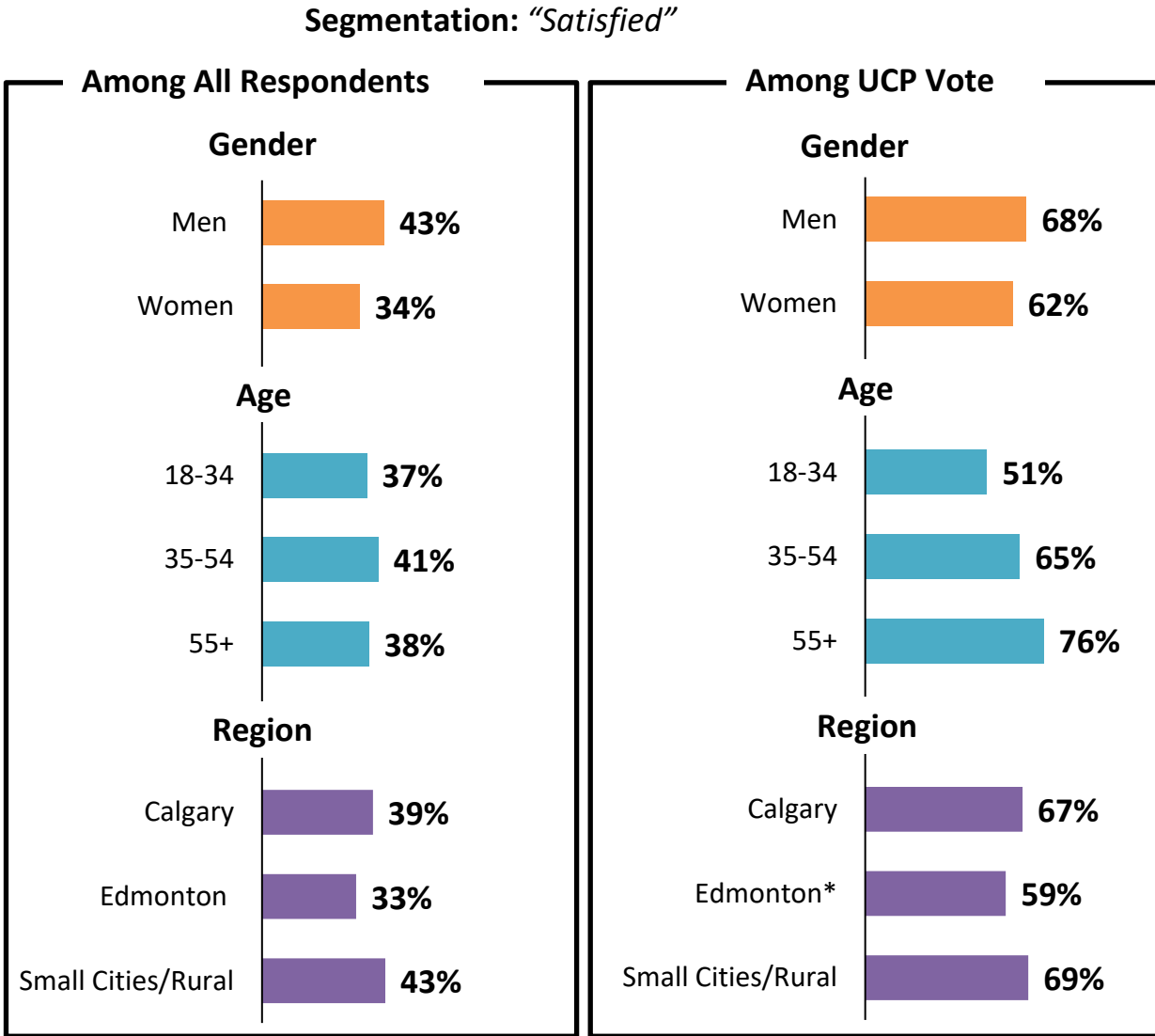
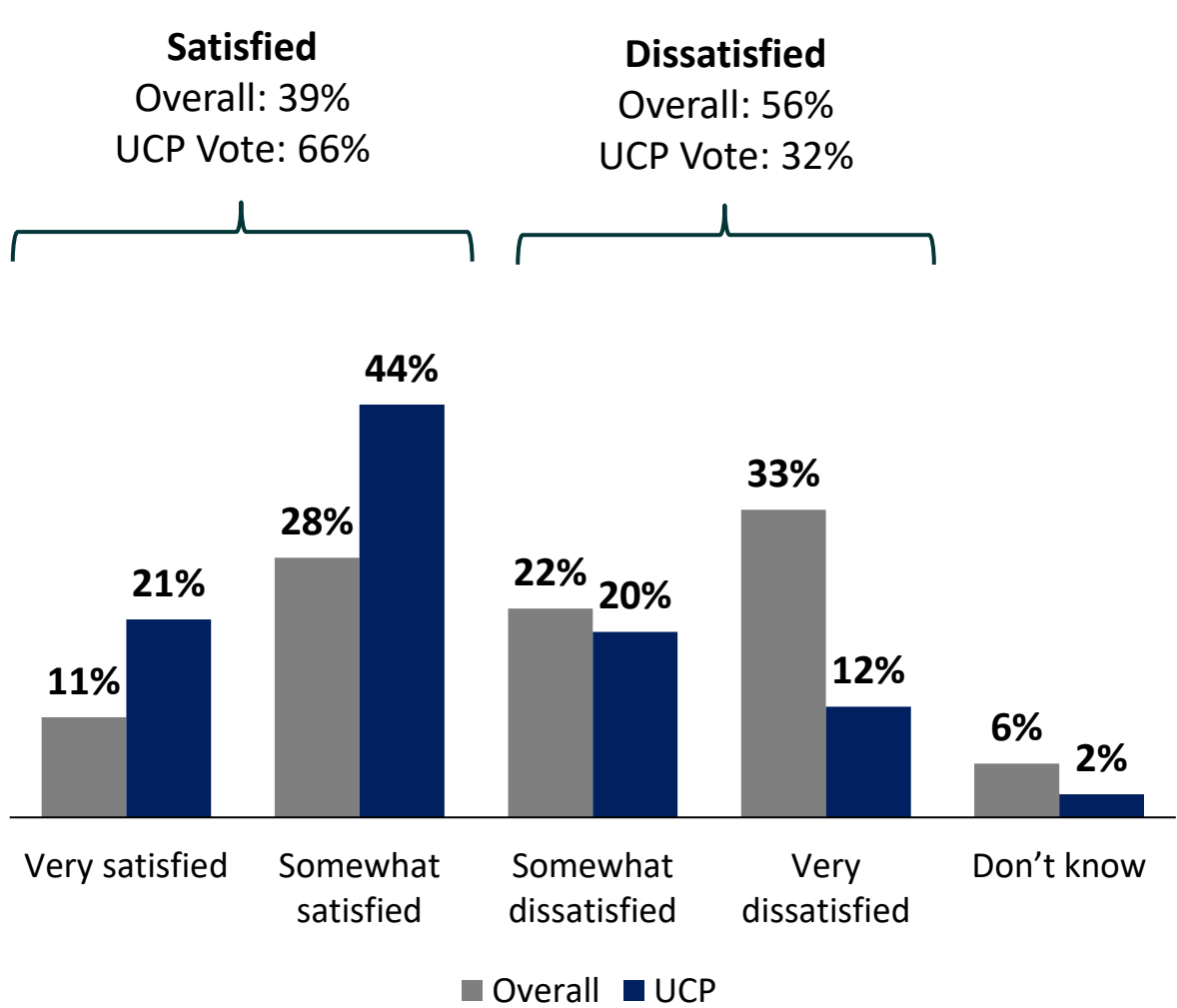
☐ Don't know

Approval of the Government

Approval of the Government: Overall provincial satisfaction is at 39%; 32% of potential UCP voters are dissatisfied



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Alberta? Would you say you are...?
[asked of all respondents; overall, n=600; UCP, n=246]



Current data: September 2026
Note: * indicates small sample size (<50) | UCP vote represents the combined UCP vote | Party ID are those that self-identify with a particular party

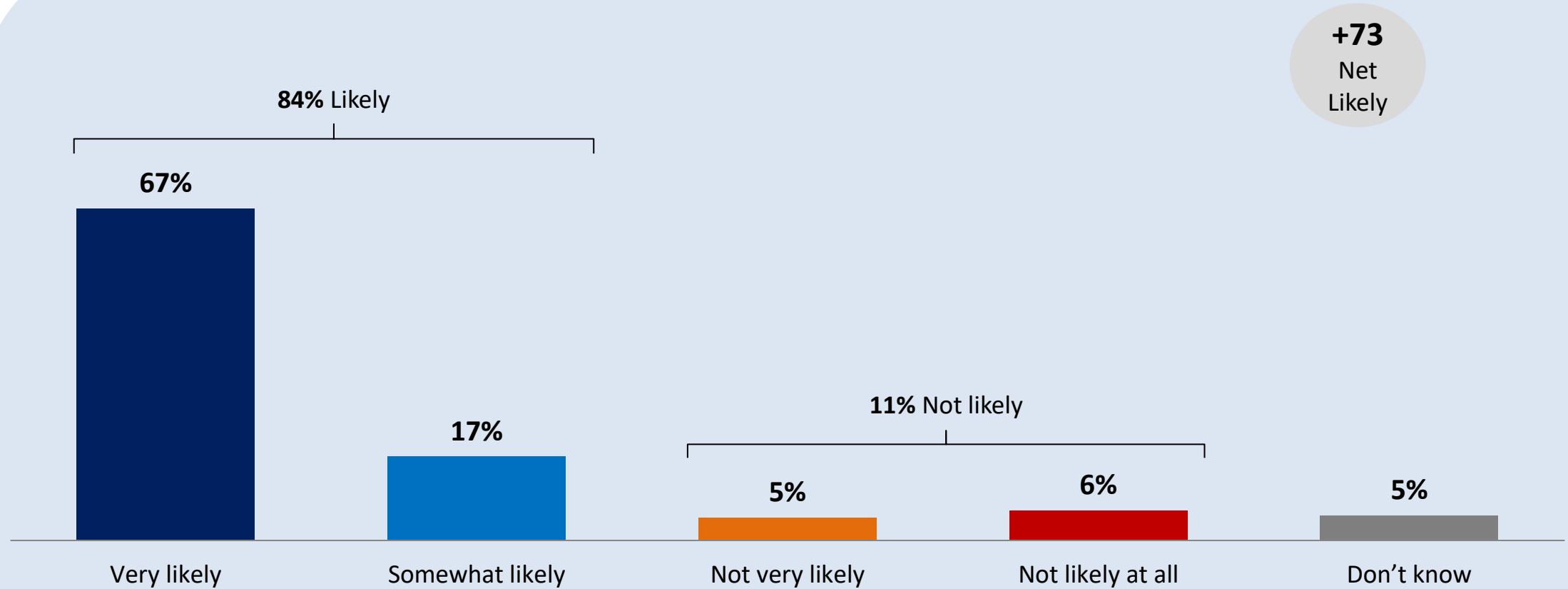
Referendum Vote

Alberta Referendum Likelihood to Vote: 2-in-3 Albertans are 'very likely' to vote in the October referendum



How likely are you to vote in the referendum in October?

[asked of all respondents in AB; n=600]



Likelihood to Vote by Intention: Enthusiasm is virtually identical between 'Remain' (73%) and 'Commence Process' (71%) positions

Referendum Vote Intention

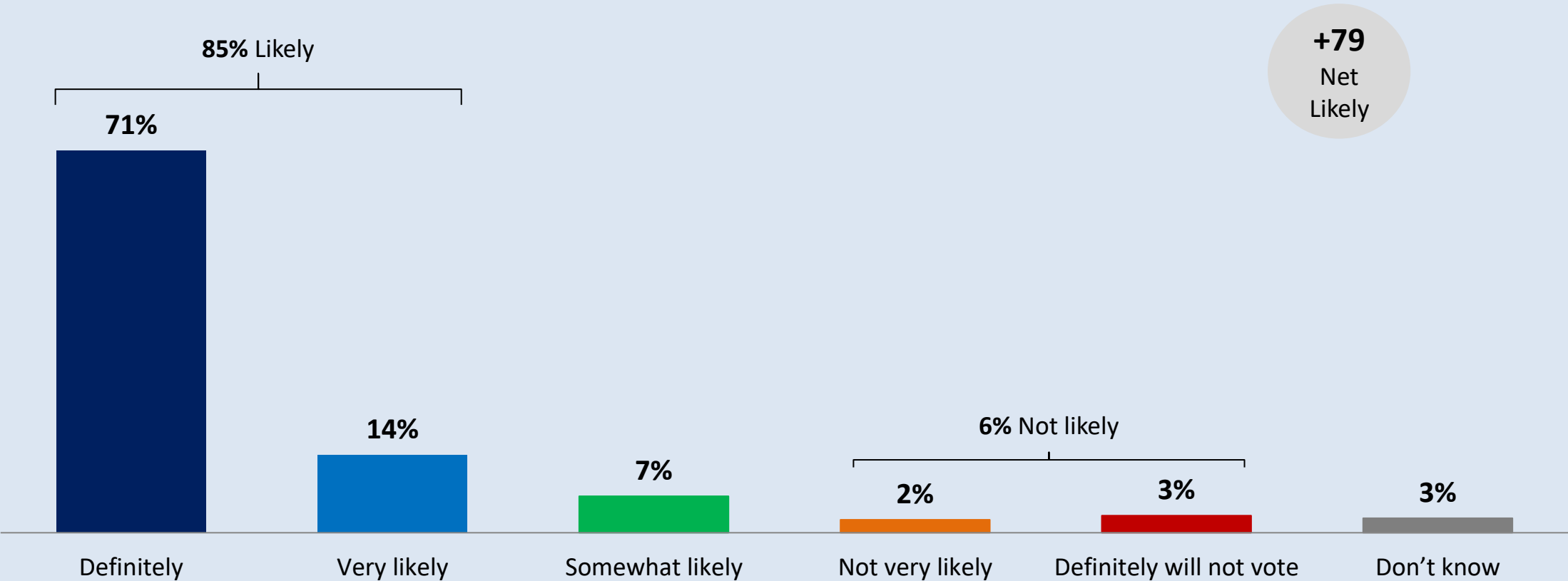
	Referendum Vote Intention		
	Total	Alberta should remain a province in Canada	The Government of Alberta should commence the legal process required under the Canadian Constitution to hold a binding provincial referendum on whether or not Alberta should separate from Canada
	(n=600)	(n=416)	(n=132)
Very likely	67%	73%	71%
Somewhat likely	17%	17%	17%
Not very likely	5%	2%	9%
Not likely at all	6%	3%	3%
Don't know	5%	4%	1%

Likelihood to Vote

2025 Federal Election Likelihood to Vote: 85% of Canadians reported being likely to vote in the last federal election in 2025



As you may have heard, there is going to be a **federal election on April 28th, 2025**. How likely are you to vote in the upcoming Canadian federal election?
[asked of all respondents nationally; n=2000]



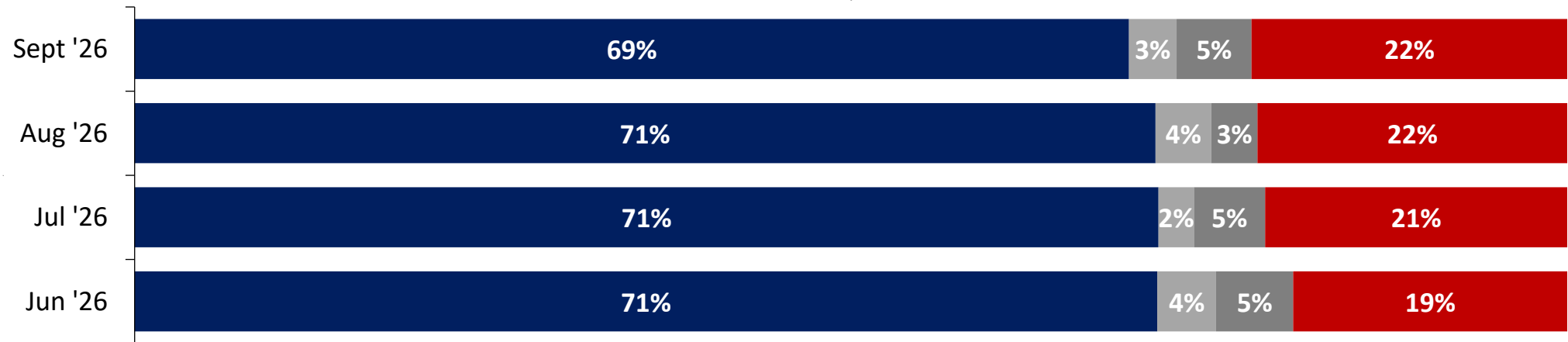
Alberta Referendum Ballot: Support for remaining in Canada remains stable at 69%, only marginally changed from June

Q

In October, Albertans will be asked to vote on the following referendum question - which answer would you vote for?

Should Alberta remain a province in 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?

[asked of all respondents; n=500]



■ Alberta should remain a province in Canada.

■ I won't vote

■ Don't know

■ 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

Methodology

Survey Methodology



These are the results of an online survey conducted between September 04, 2026 and September 28, 2026.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=648 Albertans, 18 years or older. The results are nationally weighted to n=600 based on Census data from Statistics Canada.

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Weighting: Results for Alberta are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	64	9.9%	86	14.3%
Men 35-54	102	15.8%	107	17.8%
Men 55+	145	22.4%	104	17.3%
Women 18-34	69	10.7%	84	14.1%
Women 35-54	111	17.2%	107	17.9%
Women 55+	156	24.1%	112	18.7%
Calgary	216	33.3%	191	31.9%
Edmonton	221	34.1%	198	32.9%
Small Cities / Rural	211	32.6%	211	35.2%



Building Understanding.

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