



Overview of Key Findings:

National Police Federation Alberta

Wave 6

June 2024

pollara
strategic insights

Methodology

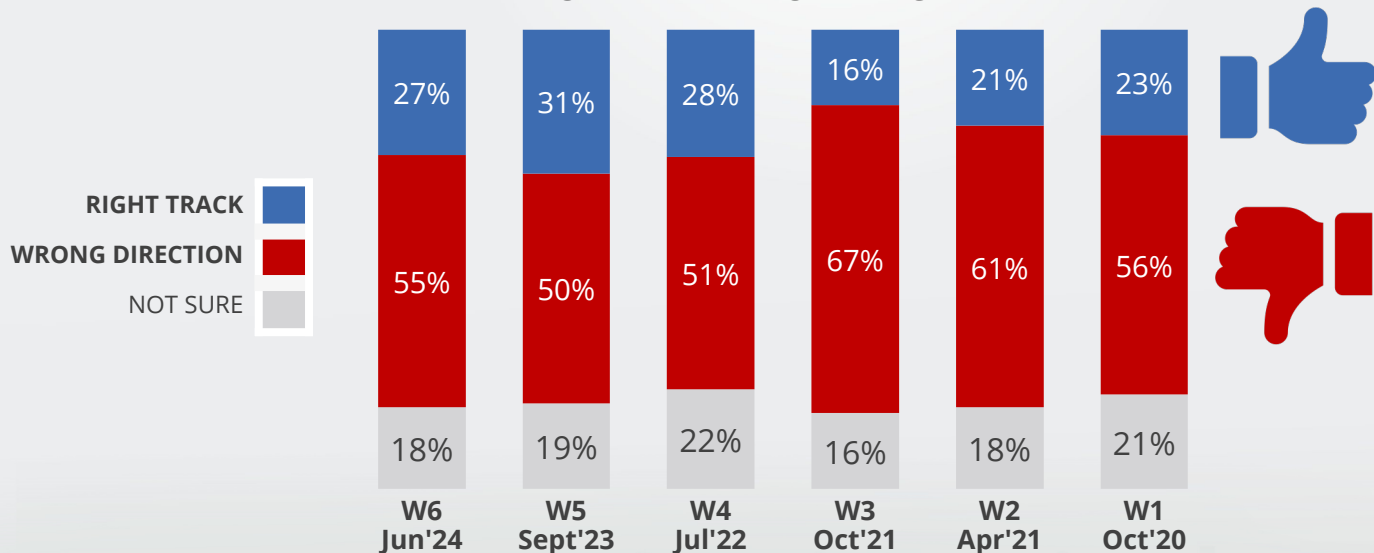
- **Sampling:** Online survey of randomly selected sample of **1200 adult (18+) Alberta Residents**
- **Field Window: June 14 – June 24, 2024**
 - This is the **6th wave** of this study. Each wave includes a core set of tracking questions as well as new questions.
 - Wave 5 of study (N=1,202) conducted Sept 15 – Oct 4, 2023
 - Wave 4 of study (N=1,206) conducted July 6 – 19, 2022
 - Wave 3 of study (N=1,221) conducted Oct 21 – Nov 4, 2021
 - Wave 2 of study (N=1,228) conducted April 30 – May 7, 2021
 - Wave 1 of study (N=1,300) conducted Oct 21 – 28, 2020
- **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
- Discrepancies in totals are due to rounding.

Region	Number of Interviews	Margin of error*
Calgary	225	±6.5%
Edmonton	220	±6.6%
Calgary Suburbs	101	±9.8%
Edmonton Suburbs	110	±9.3%
Rural Central	171	±7.5%
Rural North	154	±7.9%
Rural South	219	±6.6%
ALBERTA	1200	±2.8%

Increased majority say provincial government is going in wrong direction

- Right track returns to pre-election level while wrong direction increases 5% since wave 5 (September 2023)
- Right track lower in Edmonton (18%) relative to Calgary (28%)

ALBERTA PROVINCIAL GOVERNMENT: OVERALL PERFORMANCE



1. 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 W6 Jun 2024 N=1200, W5 Sept 2023 N=1202, W4 Jul 2022 N=1206, W3 Oct 2021 N=1221, W2 Apr 2021 N=1228, W1 Oct 2020 N=1300)

Affordability leads list of concerns across all regions; Policing and public safety very low on the list

- Affordability is top provincial priority issue for majority of Calgary city (55%) and suburban residents (57%), and those under age 55 (53-55%)
- Health care is a close second (35%) as a priority issue for 55+ voters
- At 1%, policing and public safety does not rise to the top of the priority list for 99% of Albertans

	REGION								GENDER		AGE		
	Cal	Edm	Cal Subs	Edm Subs	Rural North	Rural Cent	Rurals South	All Rural	Male	Female	18-34	35-54	55+
Affordability and cost-of-living	55%	44%	57%	41%	41%	46%	46%	44%	43%	53%	53%	55%	39%
Health care	19%	28%	16%	30%	34%	23%	23%	28%	23%	26%	14%	20%	35%
Alberta's economy	13%	14%	17%	12%	12%	16%	20%	15%	19%	10%	14%	15%	14%
Climate change & environment	4%	4%	2%	5%	2%	5%	5%	4%	4%	4%	5%	2%	5%
Education	2%	5%	4%	1%	4%	3%	1%	3%	3%	3%	5%	3%	1%
Policing and public safety	2%	3%	-	-	-	2%	1%	1%	2%	1%	-	2%	2%
Indigenous reconciliation	-	-	-	2%	-	-	-	-	1%	-	1%	1%	-

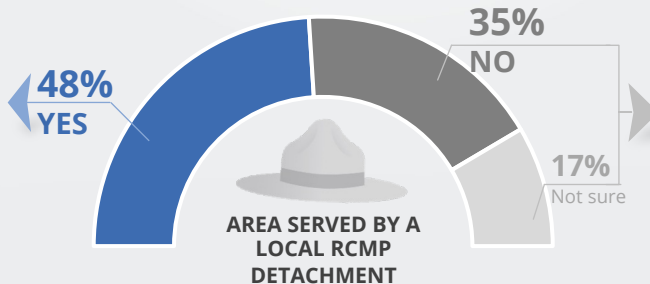
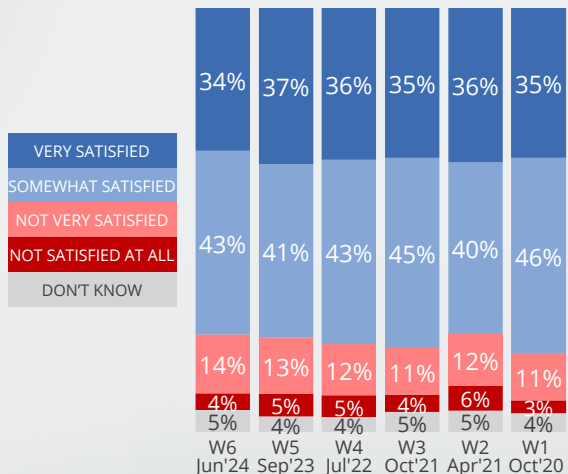


2. When it comes to the following issues facing Alberta today, which is your top priority that you would like the Premier Danielle Smith and the Alberta government address?
(Base: Total sample: N=1200)

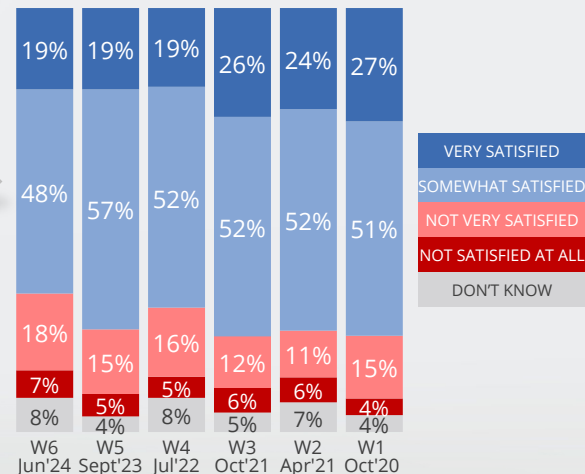
About 4-in-5 of Albertans in RCMP-served areas say they are satisfied with the RCMP's policing

- Satisfaction with the RCMP (77%) is consistent with wave 5 (78%)
- Satisfaction in non-RCMP served communities (67%) lowest across six waves.
- Level of those “very satisfied” much higher in RCMP-served communities (34%) compared to non-RCMP served (19%)

SATISFIED WITH RCMP'S POLICING



SATISFIED WITH POLICING IN COMMUNITY



4. Is your municipality or local area served by a local RCMP detachment? (Total N=1200)

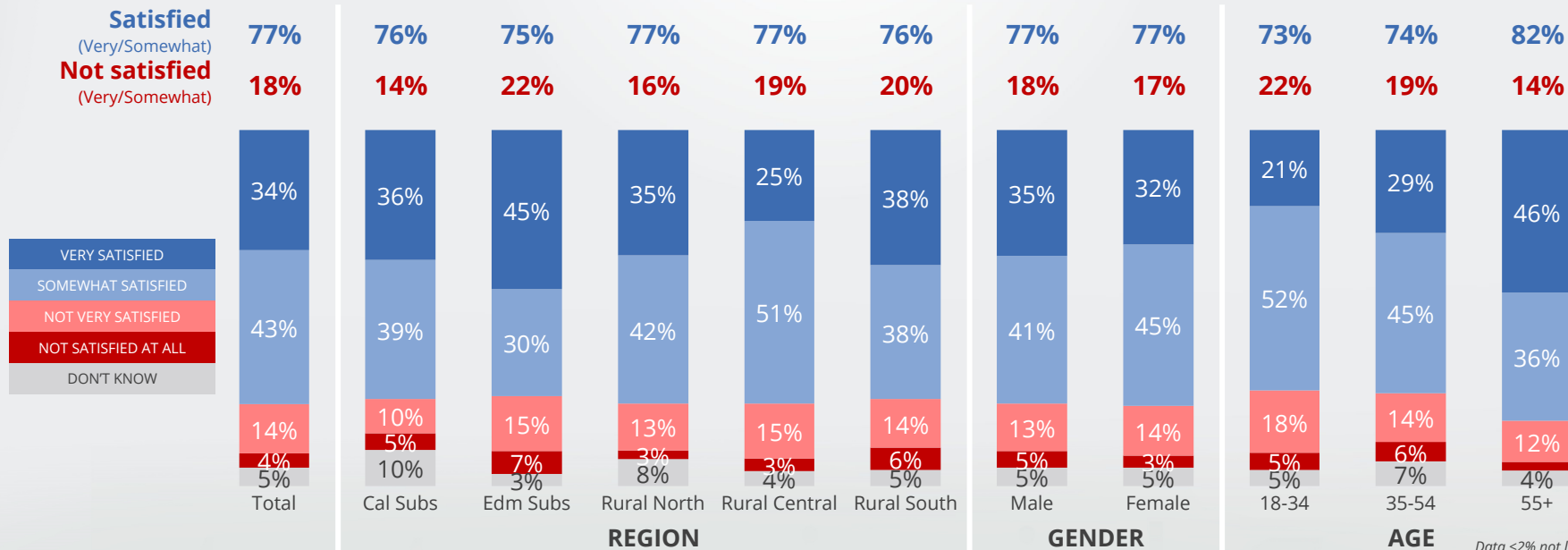
5. How satisfied are you with the RCMP's policing of your community? (Yes, at Q4 W6 Jun'24 N=678, W5 Sept 2023 N=699, W4 Jul 2022 N=696, W3 Oct 2021 N=727, W2 Apr 2021 N=733, W1 Oct 2020 N=809)

6. How satisfied are you with the policing in your community? (No or Not Sure at Q4 W6 Jun'24 N=522, W5 Sept 2023 N=503, W4 Jul 2022 N=510, 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 Calgary suburbs (+62%) and Rural North (+61%), and among 55+ age group (+68%)

SATISFIED WITH RCMP'S POLICING

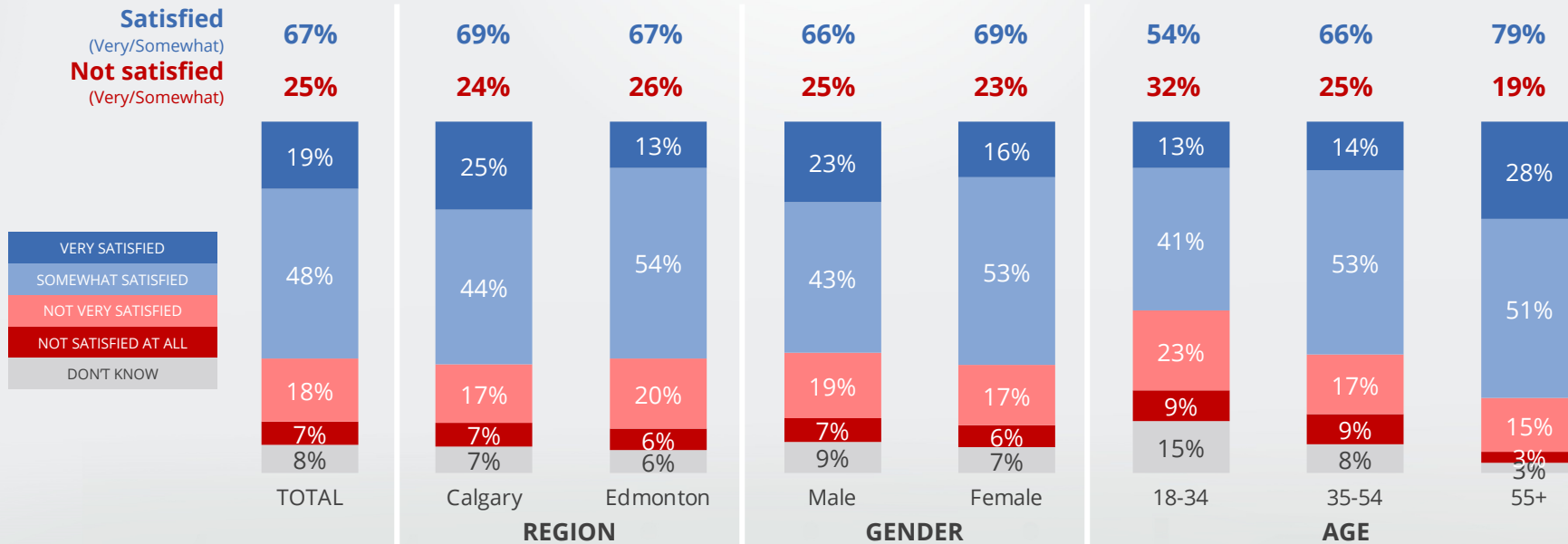


Data <2% not labelled.

Satisfaction levels in non-RCMP served communities

- Higher level of those not satisfied among young people (32%)

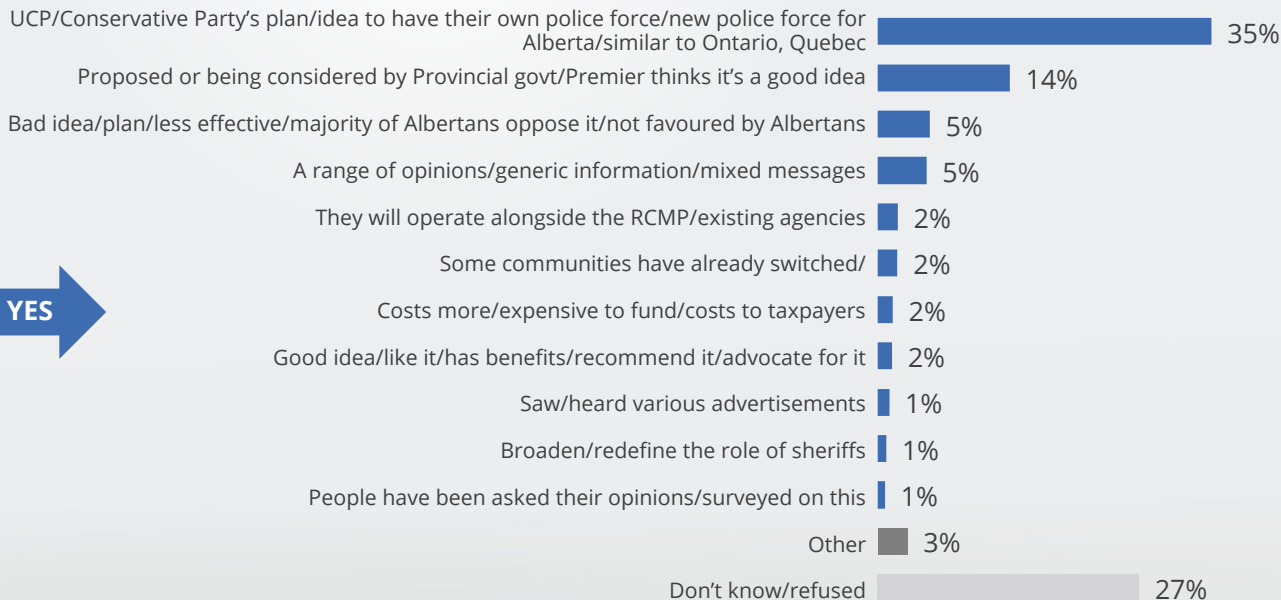
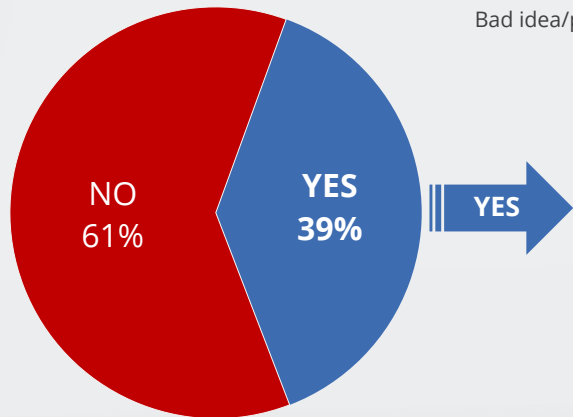
SATISFIED WITH POLICING IN COMMUNITY



Independent Agency Police Service (IAPS)

About 2-in-5 aware of proposal by Alberta government to create new Independent Agency Police Service (IAPS)

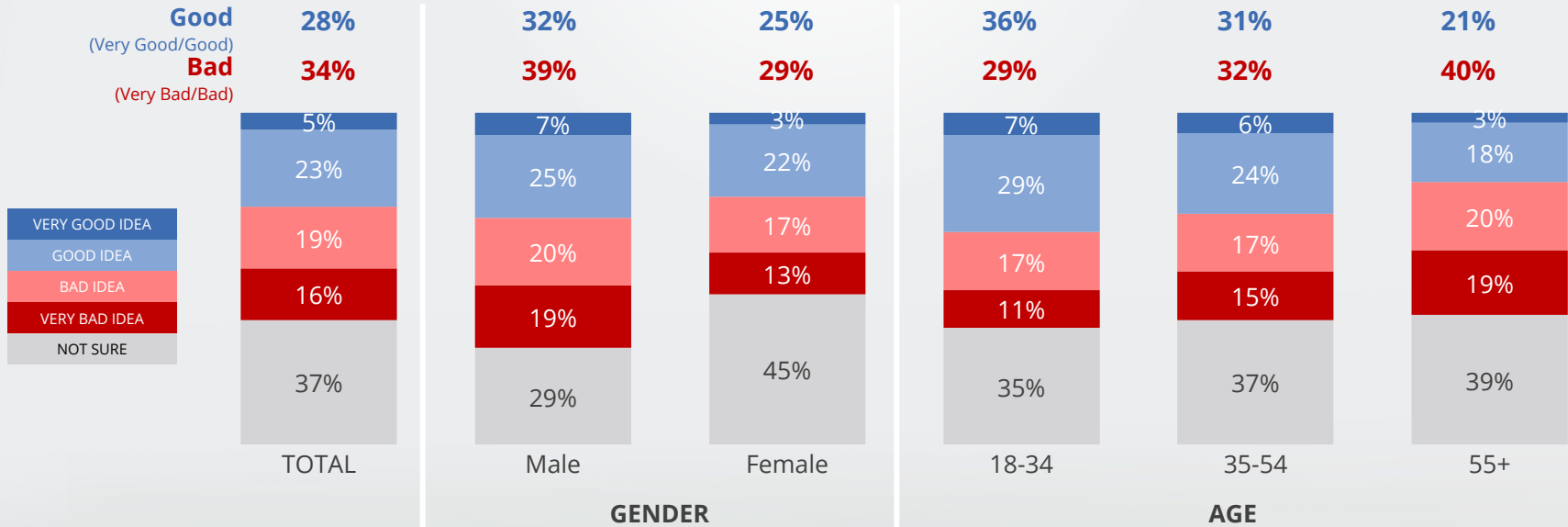
- Plurality of respondents connect proposal to Alberta having its own police force similar to other provinces



9. Have you read, seen, or heard anything recently about a proposal by the Alberta government to create a new policing agency called the **Independent Agency Police Service (IAPS)**? (Total N=1200)
10. And what have you read, seen or heard? (Total Answered Yes at Q9 N=491)

More Albertans say IAPS is a bad idea than a good one with over one-third not sure

- Both men (-7%) and women (-4%) are net-negative with women more likely to be “not sure” (45%)
- 18-34 age group more likely to say it’s a good idea (+7%) while 55+ age group sees it as bad idea (-19%)



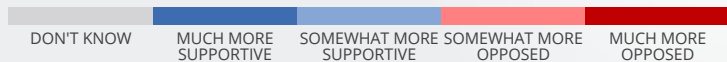
Data <2% not labelled.

11. In fact, the Alberta government has proposed a new policing agency called the Independent Agency Police Service (IAPS)... Based on what you have read, seen, and heard, do you think this proposal is a good idea or a bad idea? (Total N=1200)

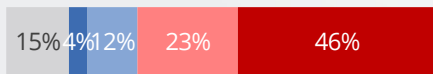
Taxpayer cost and training standards drive opposition to IAPS; shoring up rural policing drives support

- Taxpayer costs was top message of those tested in terms of driving opposition to IAPS, across genders and age groups
- 60% more opposed, including 35% much more opposed, to IAPS being “first step in Danielle Smith’s plan to entirely remove the RCMP from local policing in Alberta”

More Opposed
(Much/Somewhat)



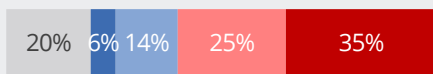
Creating a new Independent Agency Police Service to work alongside the RCMP is going to cost taxpayers a lot of money while making policing more complicated in Alberta



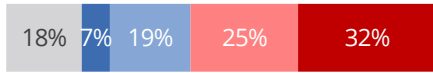
Officers in the proposed Independent Agency Police Service will not have same level of training and standards as RCMP and municipal police officers



Some observers say that the new Independent Agency Police Service is the first step in Danielle Smith's plan to entirely remove the RCMP from local policing in Alberta



Increased funding for a new Independent Agency Police Service could come at the expense of funding RCMP and municipal police services



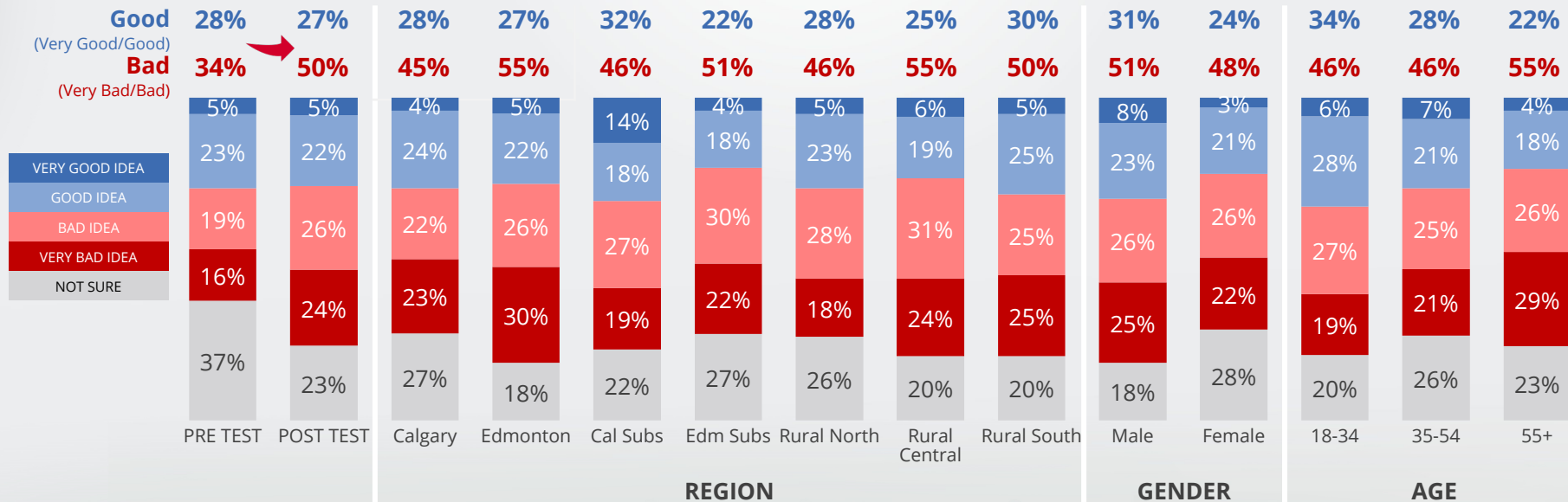
TOTAL	GENDER		AGE			REGION						
	M	F	18-34	35-54	55+	Cal	Edm	Cal Subs	Edm Subs	Rural North	Rural Cent	Rural South
69%	65%	74%	63%	71%	73%	67%	73%	71%	76%	66%	70%	65%
65%	60%	70%	56%	60%	75%	60%	65%	54%	71%	73%	69%	68%
60%	56%	64%	52%	59%	66%	59%	65%	51%	57%	54%	64%	64%
57%	58%	57%	53%	53%	63%	51%	60%	58%	62%	61%	63%	53%



12. Here are some general statements about policing in Alberta. Please indicate whether they make you more supportive or more opposed to a new Independent Agency Police Service (IAPS) that would take on the responsibility for the roles currently carried out by the Alberta Sheriffs and work alongside the RCMP and municipal police services. (Split Sample: N=719-1200)

Post-Test: Majority says IAPS is a “bad idea” after reviewing statements

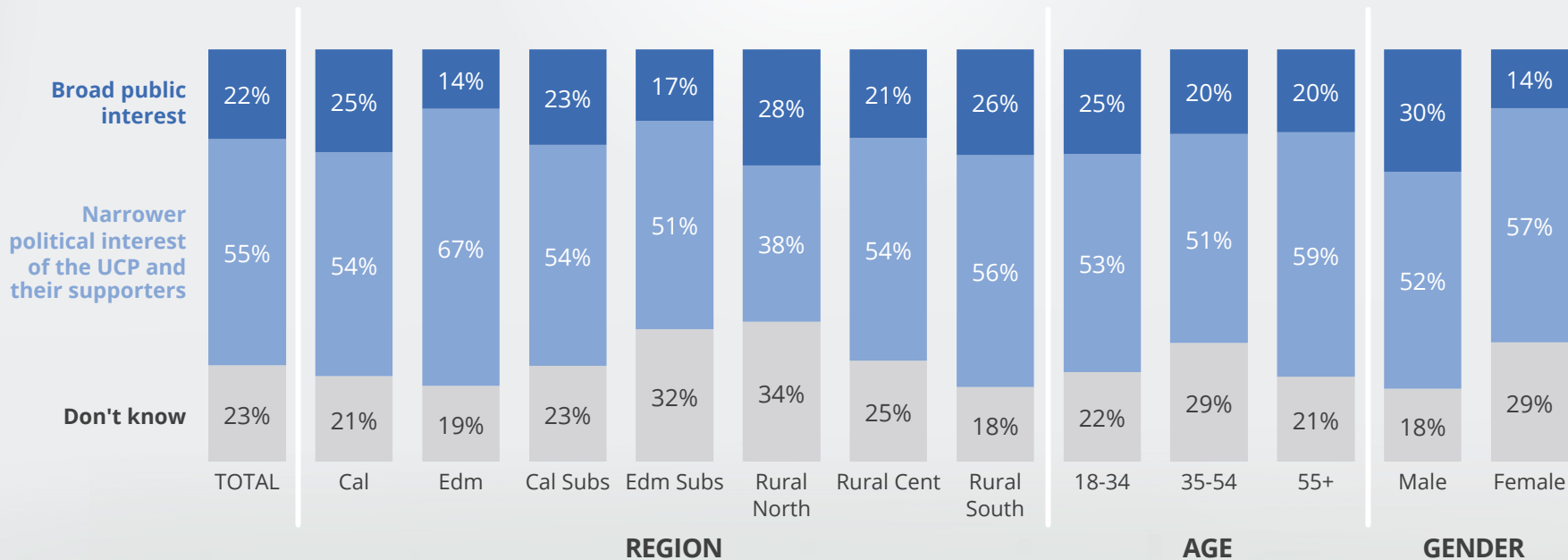
- Swing of ‘not sure’ respondents in pre-test to “bad idea” in the post-test. Those saying IAPS proposal is a ‘good idea’ consistent.
- In post-test, IAPS proposal seen as a “bad idea” across all genders and age groups.



13. Now that you reviewed additional information, do you think an Independent Agency Police Service (IAPS) that would take on the responsibility for the roles currently carried out by the Alberta Sheriffs and work alongside the RCMP and municipal police services is a good idea or a bad idea? (Total N=1200)

On policing, over half say Smith/UCP motivated by narrow political interests instead of broad public interest

- Men (30%) twice more likely than women (14%) to say UCP government motivated by broad public interest on policing issues
- Majority in all regions say narrow political interest motivating government on policing issues, except Rural North

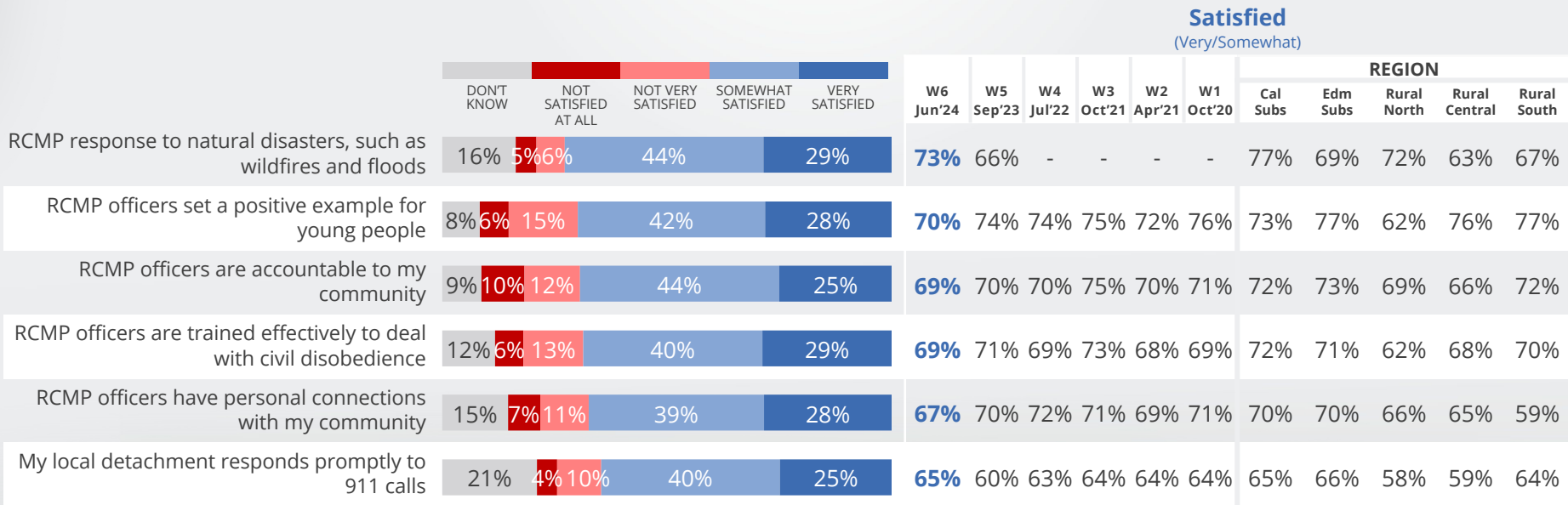


18. When it comes to policing issues, do you think Premier Danielle Smith and the UCP government are motivated to make changes that are in the... (Total N=1200)

Rural/ RCMP Communities

Majority satisfied on each aspect of policing in RCMP-served communities

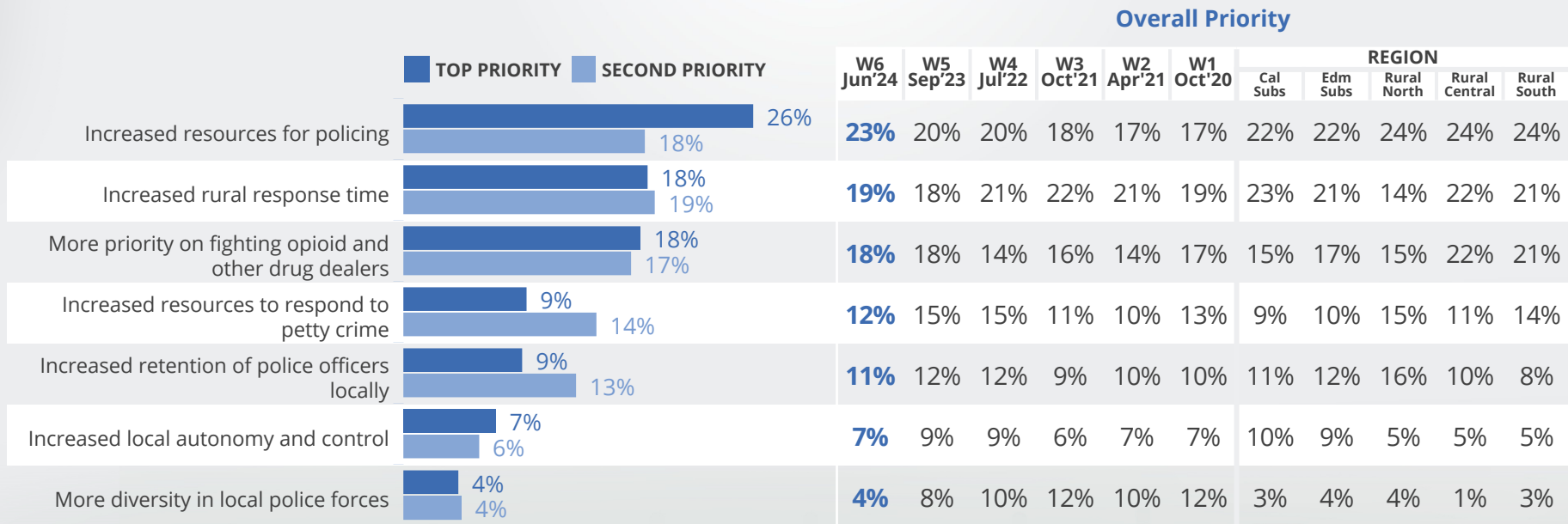
- RCMP response to natural disasters... rises to top aspect in terms of overall satisfaction (73%)
- Setting an example for young people marginally declines (-4%) and stands as second highest aspect
- RCMP officers trained effectively to deal with civil disobedience has highest level of those “very satisfied” (29%) – tied with natural disasters aspect
- My local detachment responds promptly to 911 calls increases from 60% to 65%



19. Thinking about policing in your community, for each of the following, what is your level of satisfaction?
 (Rural / RCMP Communities W6 Jun 2024 N=492 to 494, W5 Sept 2023 N= varies from 507 to 511, W4 Jul 2022 N= varies from 453 to 476, W3 Oct 2021 N= varies from 473 to 493, W2 Apr 2021 N= varies from 476 to 502, W1 Oct 2020 N= varies from 526 to 558)

Increased resources for policing has highest level of “top priority”

- Increased resources for policing is top priority across all regions, except Calgary Suburbs
- More priority on fighting opioid and other drug dealers is higher priority in Rural Central and Rural South relative to other regions
- More diversity in local police forces continues to decline as a priority relative to other priorities

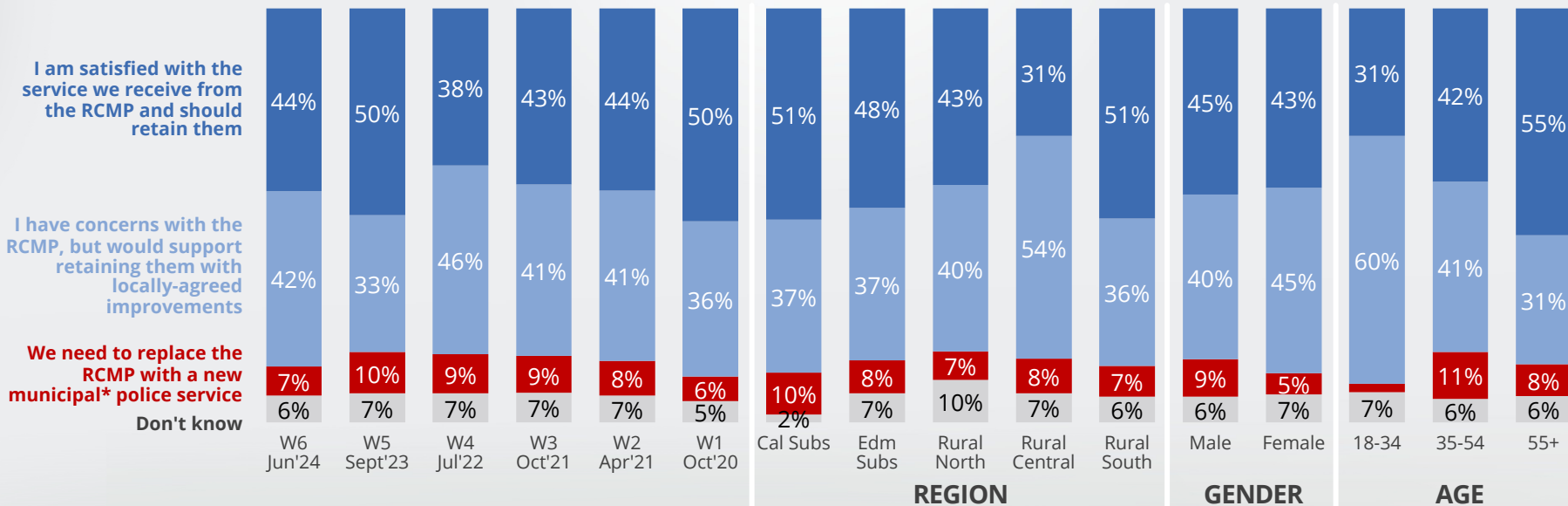


20. Which of the following improvements to RCMP service in Alberta would be your highest priority? And the second highest priority? (Rural / RCMP Communities W6 Jun 2024 N=678, W5 Sept 2023 N=699, W4 Jul 2022 N=695, W3 Oct 2021 N=727, W2 Apr 2021 N=733, W1 Oct 2020 N=809)

Rural / RCMP communities:

Over 8-in-10 say that Alberta retain the RCMP, either conditionally or unconditionally

- Those choosing “satisfied with...RCMP and should retain them” or “have concerns... but would support retaining them with improvements” is a combined 86%, a marginal increase compared to wave 5 (83%).
- Only 1-in-14 (7%) choose “we need to replace the RCMP with a new municipal police service”, compared to 10% in wave 5. This level is comparable to previous waves (1-4) where respondents could choose replacing the RCMP with a “provincial police service”



*Waves 1 to 4: “replace...with a new provincial police service”; Waves 5-6: “replace...with a new municipal police service”

Data <2% not labelled.



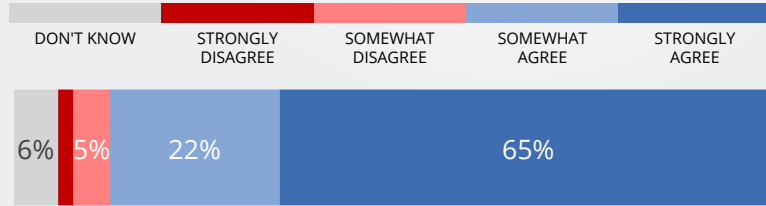
21. Which of the following statements best reflects your viewpoint? (Rural / RCMP Communities w6 Jun 2024 N=678, W5 Sept 2023 N=699, W4 Jul 2022 N=695, W3 Oct 2021 N=727, W2 Apr 2021 N=733, W1 Oct 2020 N=809) Statement #2 wording in W1: “I have concerns with the RCMP, but would support retaining them if there were significant improvements”

Province-wide:

Strong agreement that that detailed accounting of costs and impacts needed / more important priorities than who polices

- Clear majority strongly agree with both statements

Before any changes to municipal policing in Alberta are agreed to, there needs to be a detailed accounting of the costs and impacts to service levels



There are other more important priorities to deal with in Alberta right now than changing who polices local communities



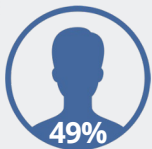
Data <2% not labelled.

Agree
(Strongly/Somewhat)

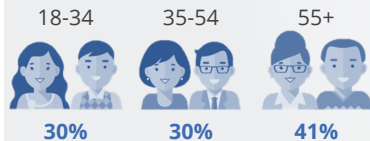
W6 Jun'24	GENDER		AGE		
	Male	Female	18-34	35-54	55+
87%	86%	89%	78%	87%	94%
84%	82%	86%	77%	85%	89%

Demographic Profile

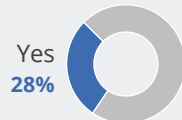
GENDER



AGE



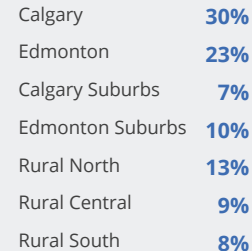
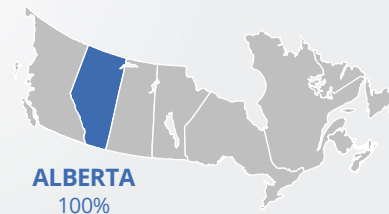
CHILDREN UNDER 18 YRS OLD



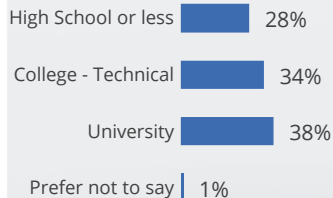
ATTENDANCE AT RELIGIOUS SERVICES



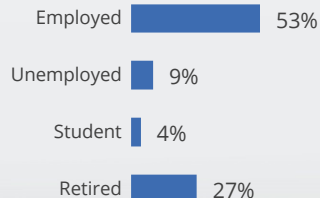
PROVINCIAL RIDING



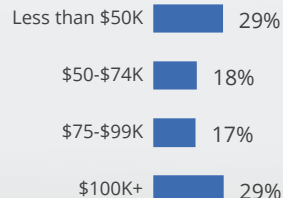
EDUCATION



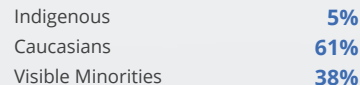
EMPLOYMENT



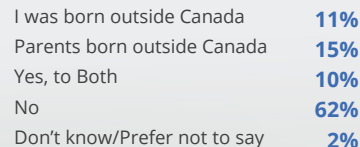
INCOME



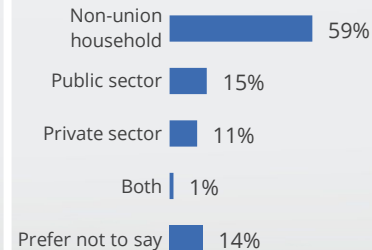
ETHNICITY



BIRTHPLACE OUTSIDE CANADA



UNION MEMBERSHIP





National Police Federation Alberta

Wave 6

June 2024

pollara
strategic insights