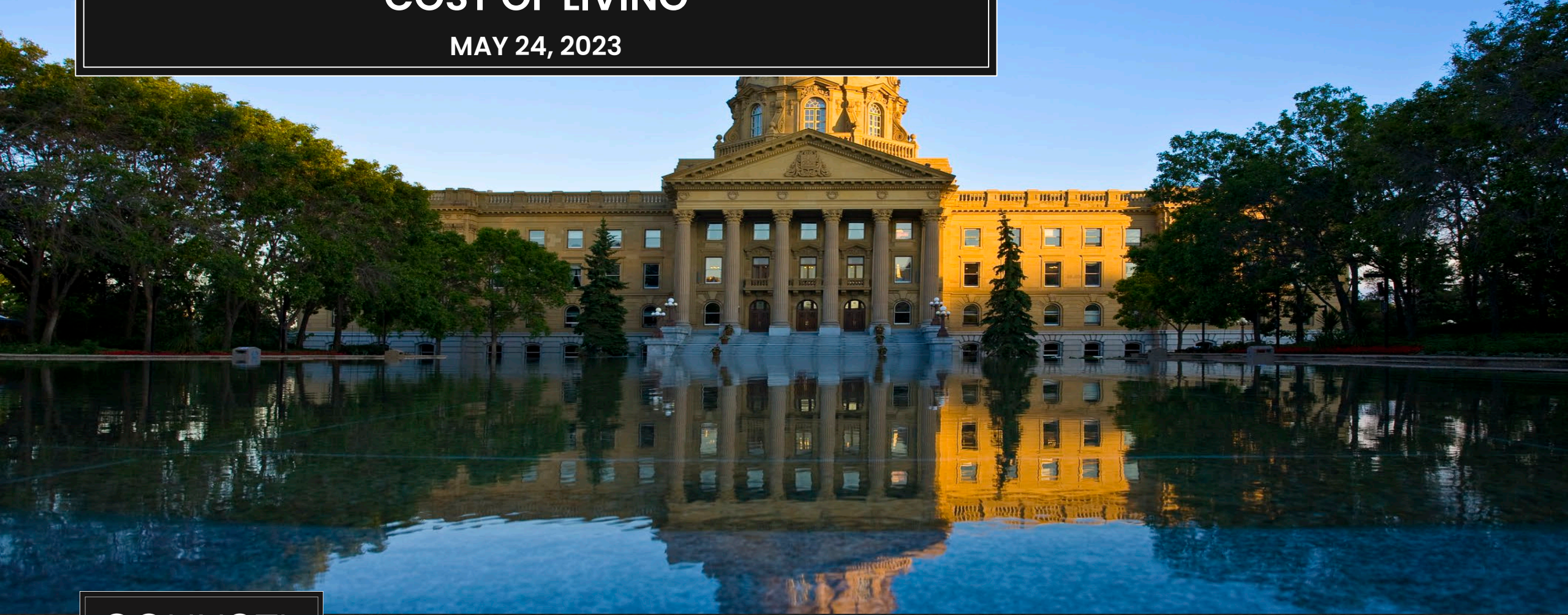


ALBERTA PUBLIC OPINION REPORT: COST OF LIVING

MAY 24, 2023

PREPARED BY: COUNSEL PUBLIC AFFAIRS INC.



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Victoria | Vancouver | Calgary | Edmonton | Regina | Winnipeg | Toronto | Ottawa

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METHODOLOGY



1,219

1,219 Alberta residents were surveyed between May 12 – May 14, 2023.

We used the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels.

If the survey was a probability-based random sample of the same size, it would be considered accurate to $\pm 3\%$ nineteen times out of twenty.

Results are weighted for:

- Age, gender and region according to the most recent Census.



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COST OF LIVING

Topline Findings

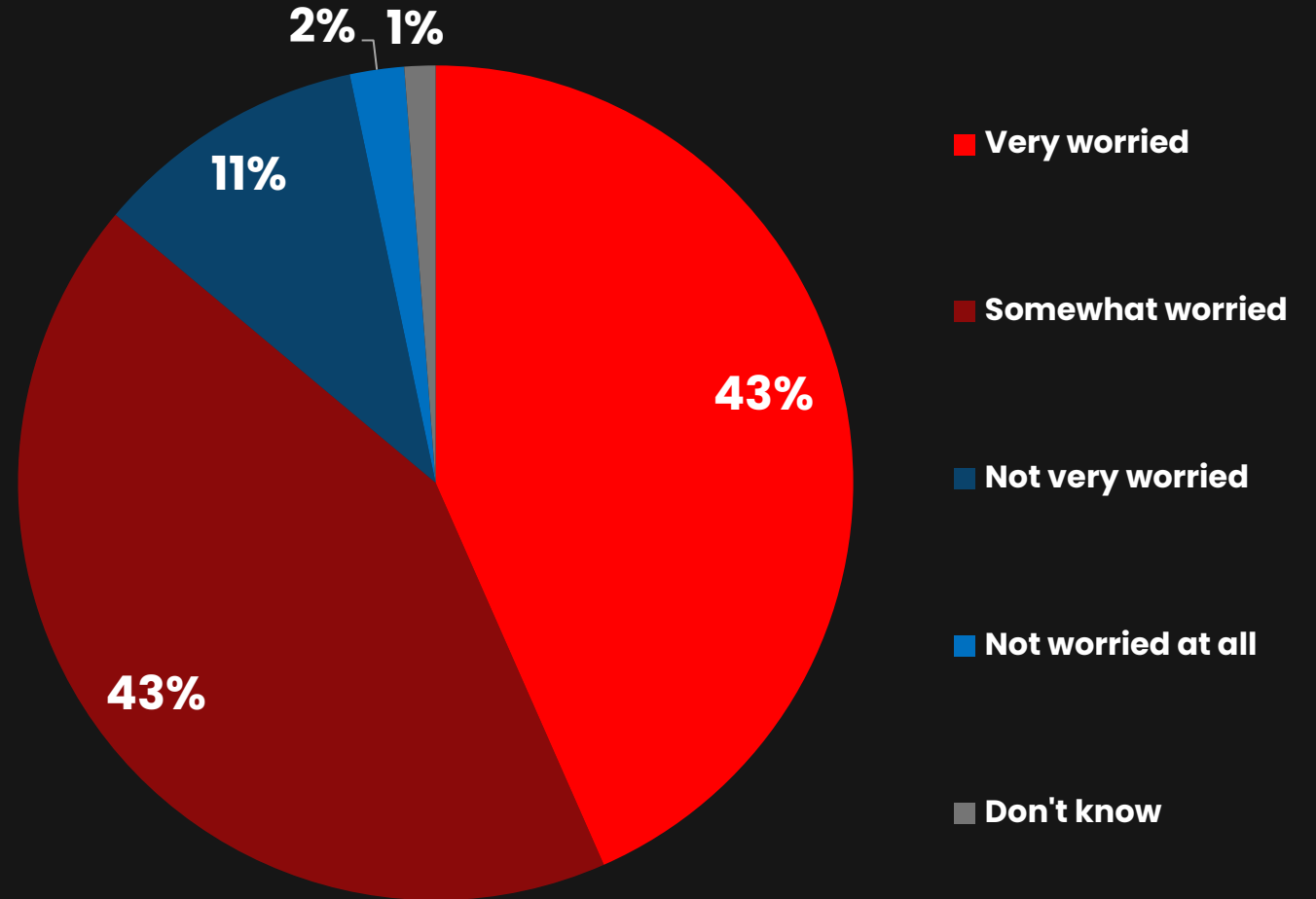
- More than 8 in 10 Albertans are worry that their standard of living may decline because of inflation.
- A large majority of Albertans express concern over being able to afford their household expenses – most notably groceries (82%) and utilities (78%).
- 6 in 10 Albertans support raising the minimum wage, while one in three believe the minimum wage of \$15/hour should be kept status quo.
- 7 in 10 believe minimum wage should be kept current with the rate of inflation.
- More than 6 in 10 who are working full- or part-time believe their salaries or wages have not kept up with inflation.

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STANDARD OF LIVING AND INFLATION

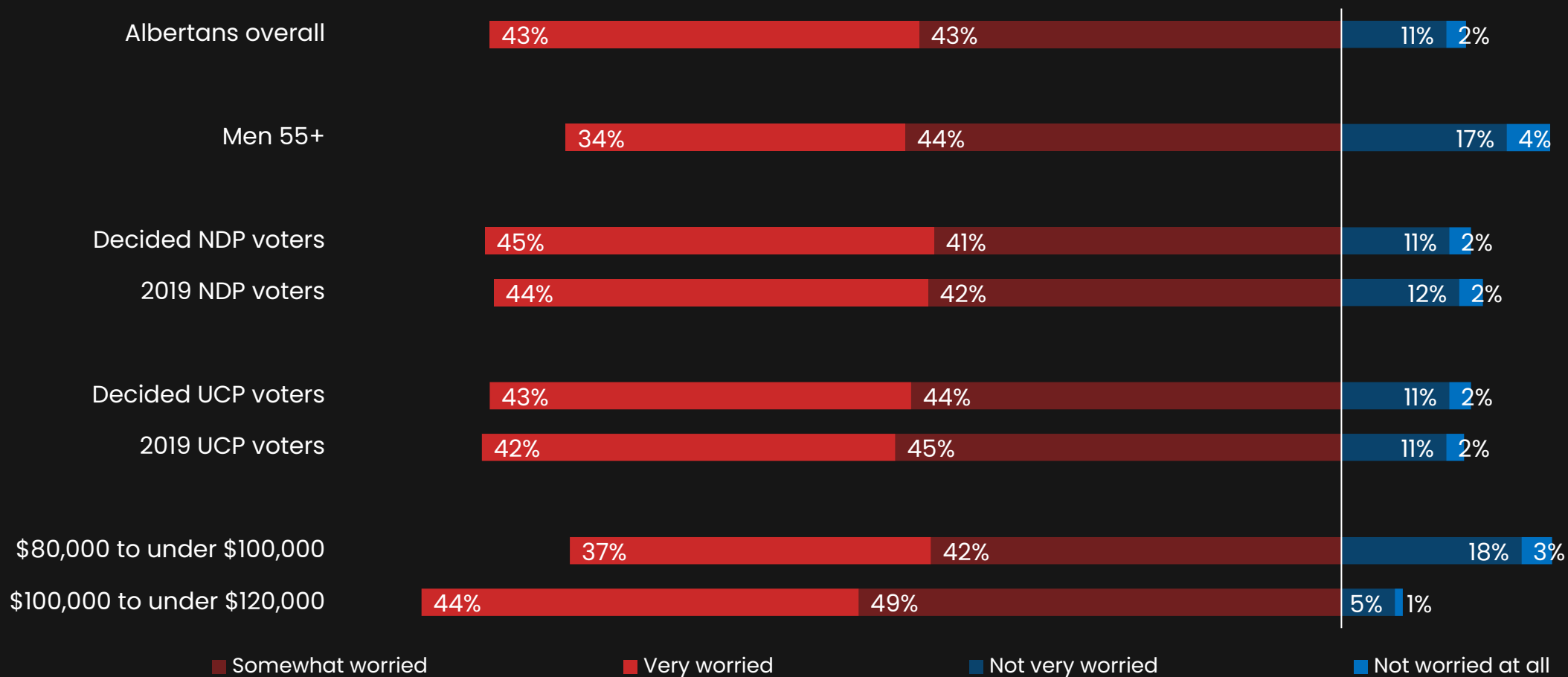
Q: How worried are you that your standard of living may decline as a result of inflation and the rising cost of living?



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STANDARD OF LIVING AND INFLATION

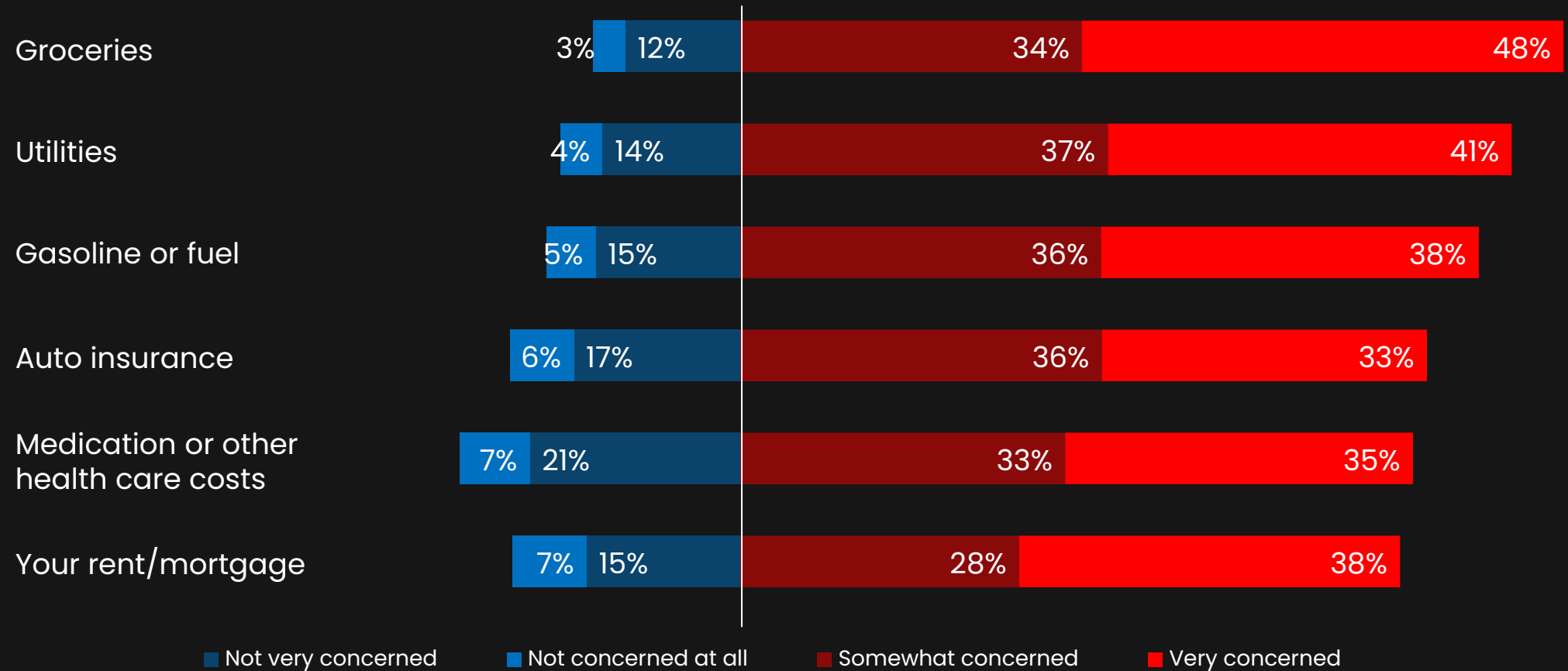
Q: How worried are you that your standard of living may decline as a result of inflation and the rising cost of living?



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CONSUMER CONCERN

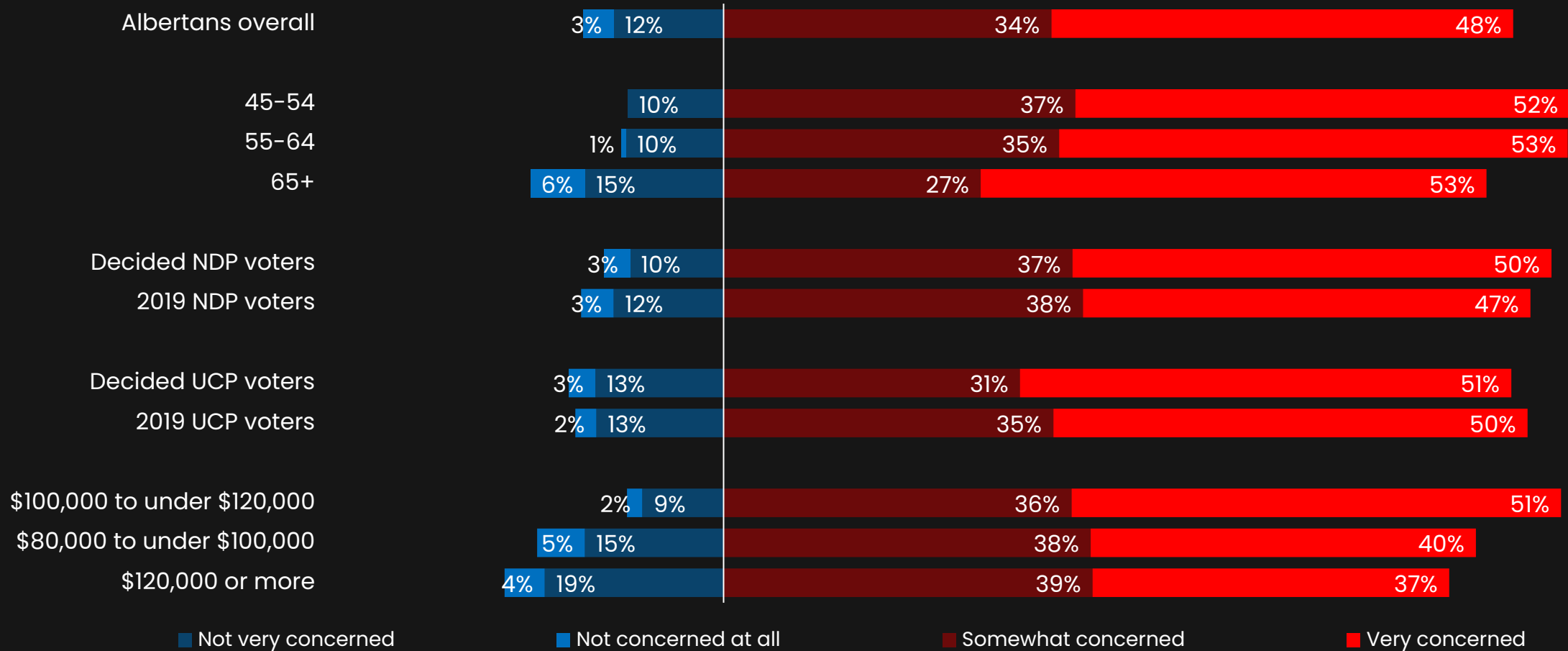
Q: Please tell us how concerned you are with being able to afford the following items below:



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CONSUMER CONCERN – GROCERIES

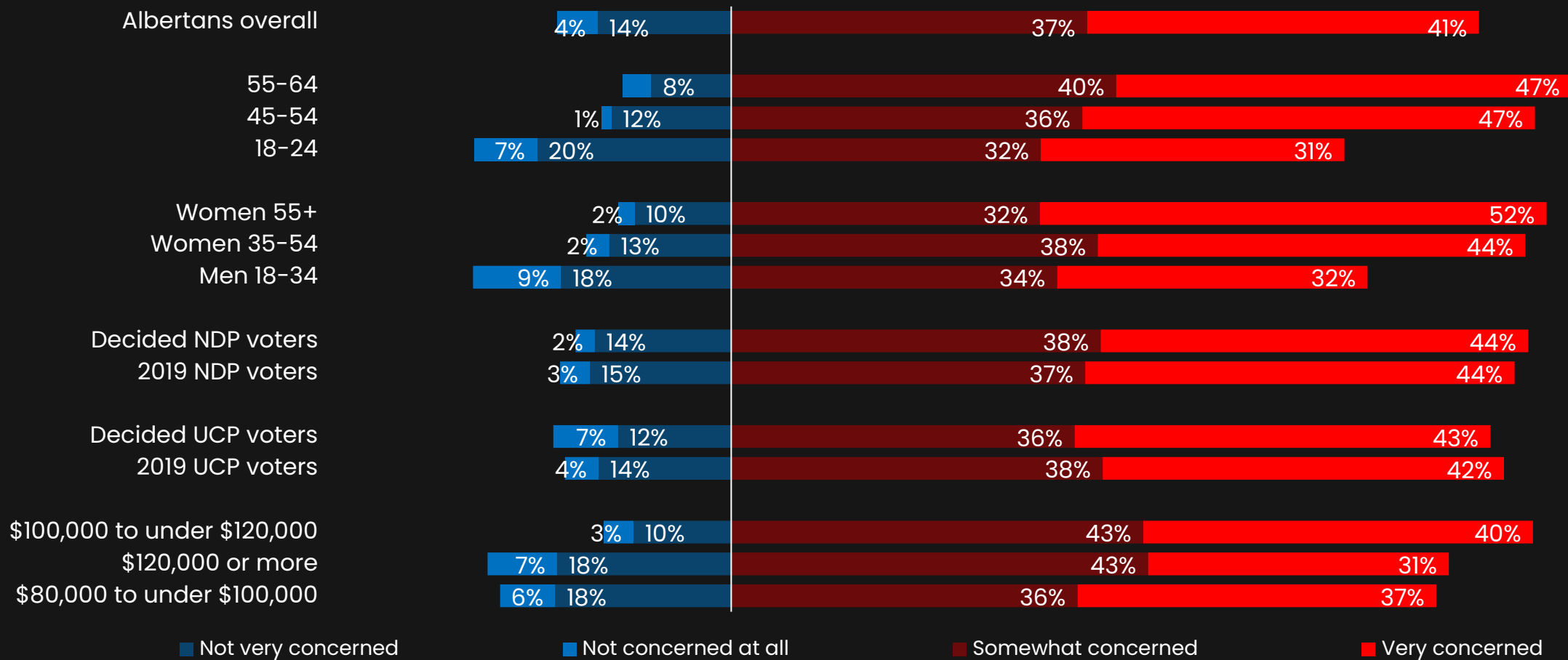
Q: Please tell us how concerned you are with being able to afford the following items below:



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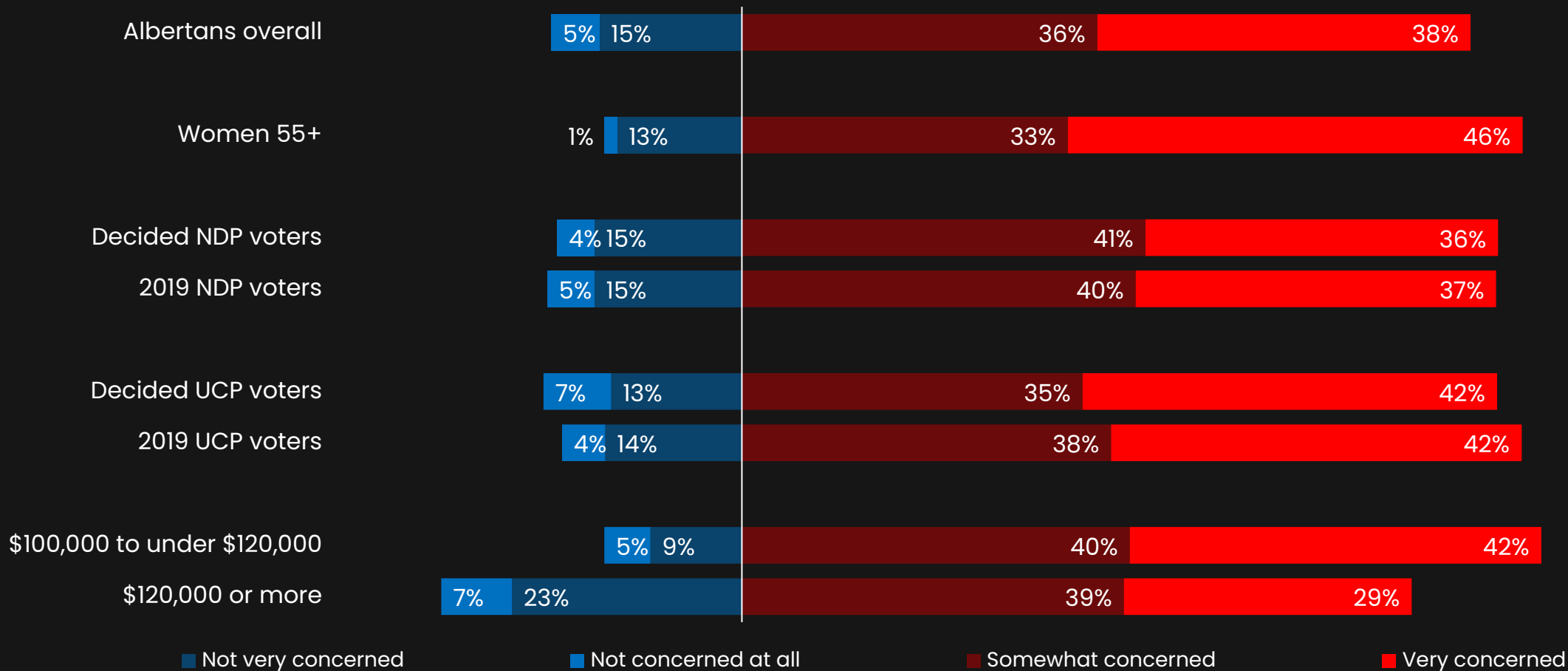
CONSUMER CONCERN – UTILITIES

Q: Please tell us how concerned you are with being able to afford the following items below:



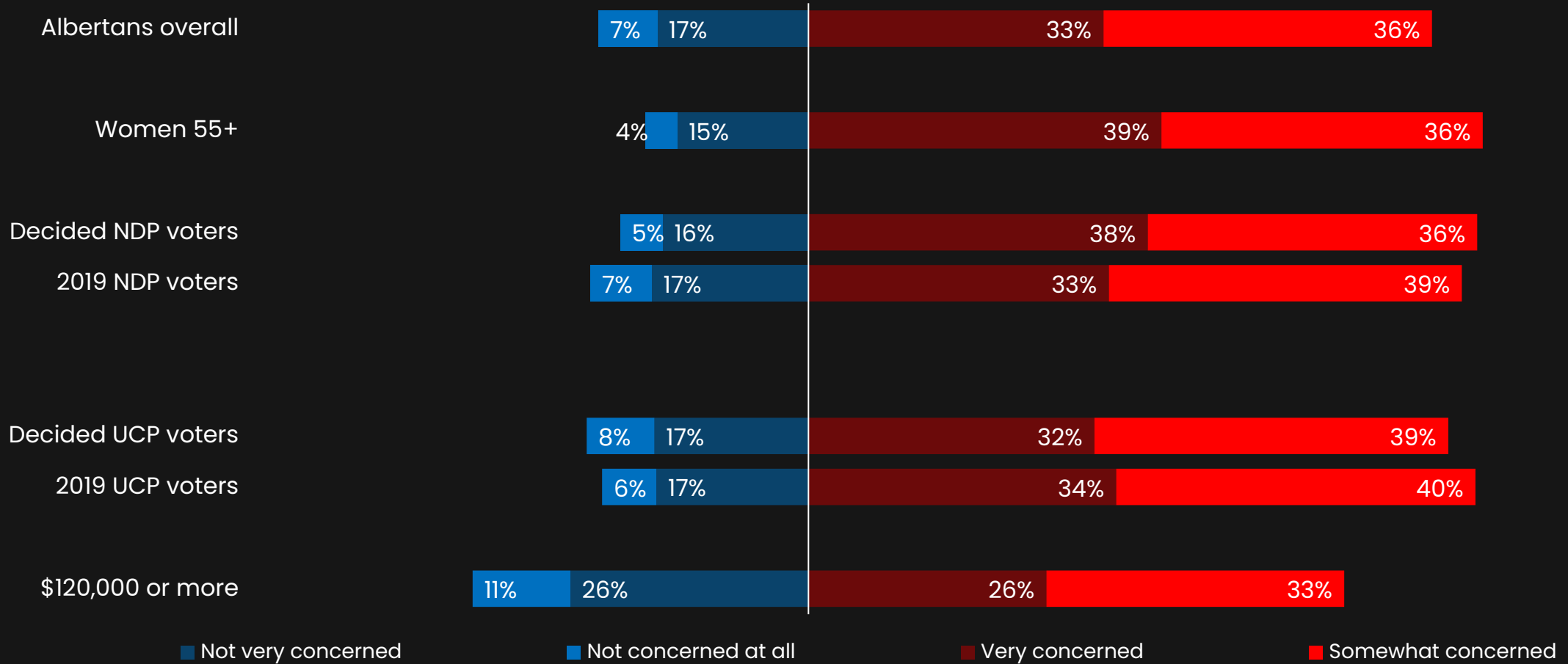
CONSUMER CONCERN – GASOLINE/FUEL

Q: Please tell us how concerned you are with being able to afford the following items below:



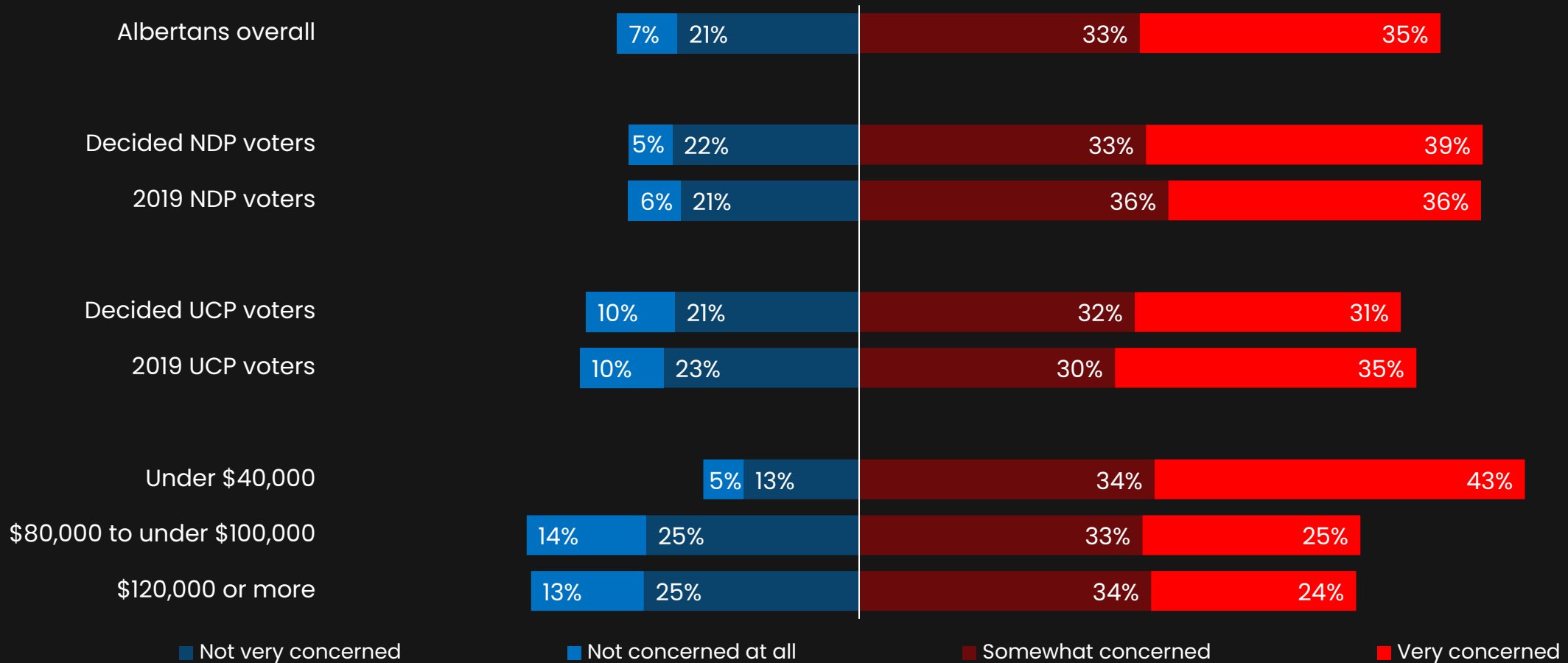
CONSUMER CONCERN – AUTO INSURANCE

Q: Please tell us how concerned you are with being able to afford the following items below:



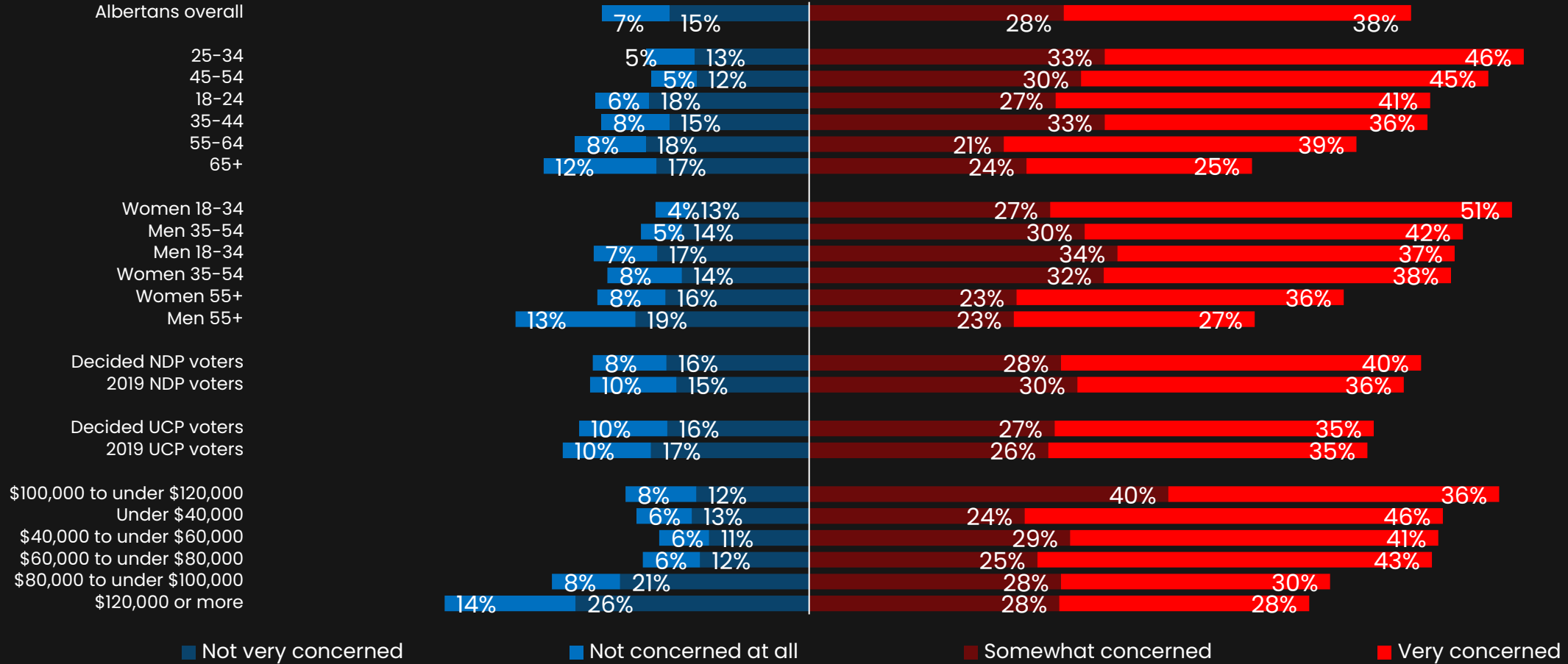
CONSUMER CONCERN – MEDICATION/HEALTH CARE

Q: Please tell us how concerned you are with being able to afford the following items below:



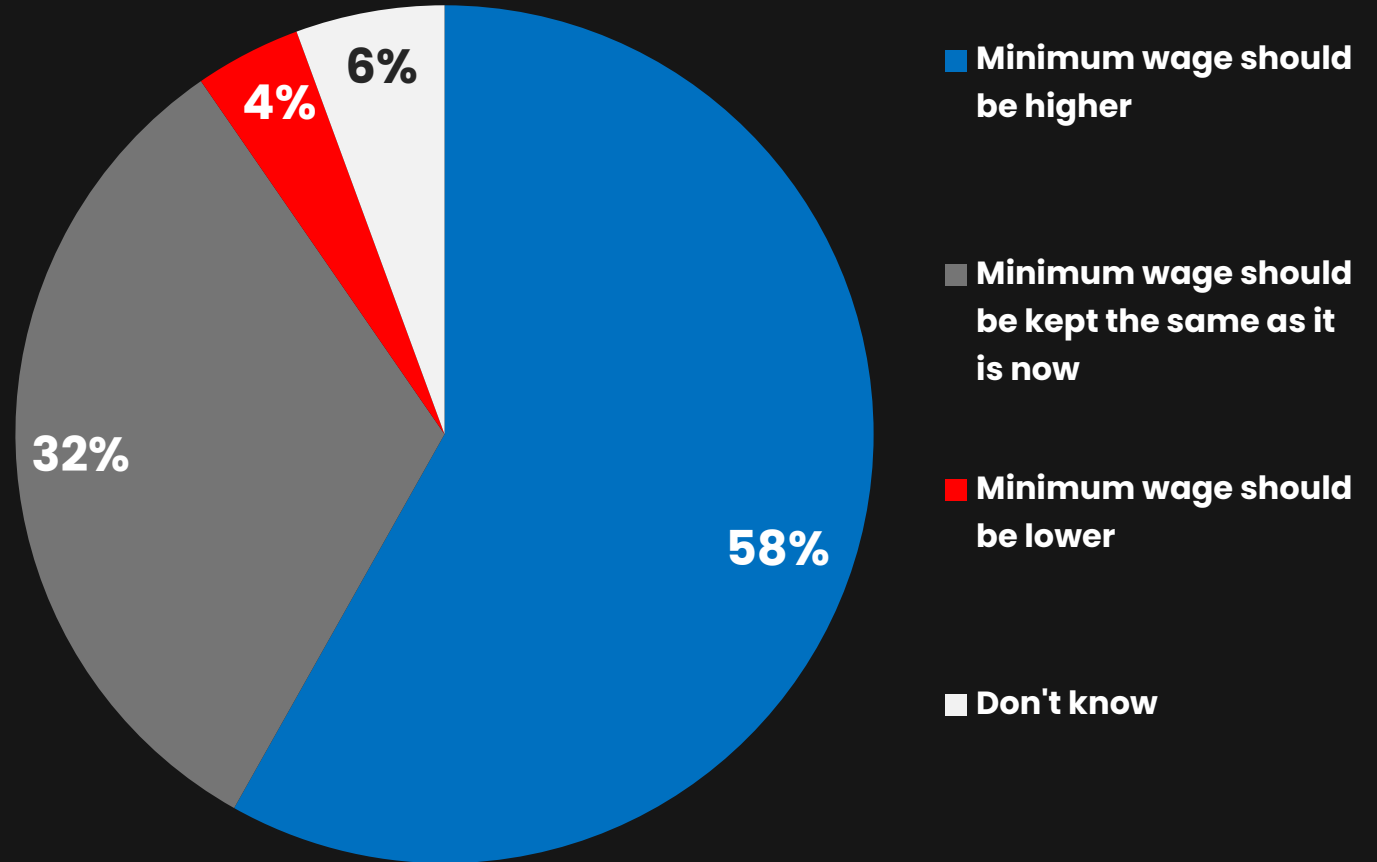
CONSUMER CONCERN – RENT/MORTGAGE

Q: Please tell us how concerned you are with being able to afford the following items below:



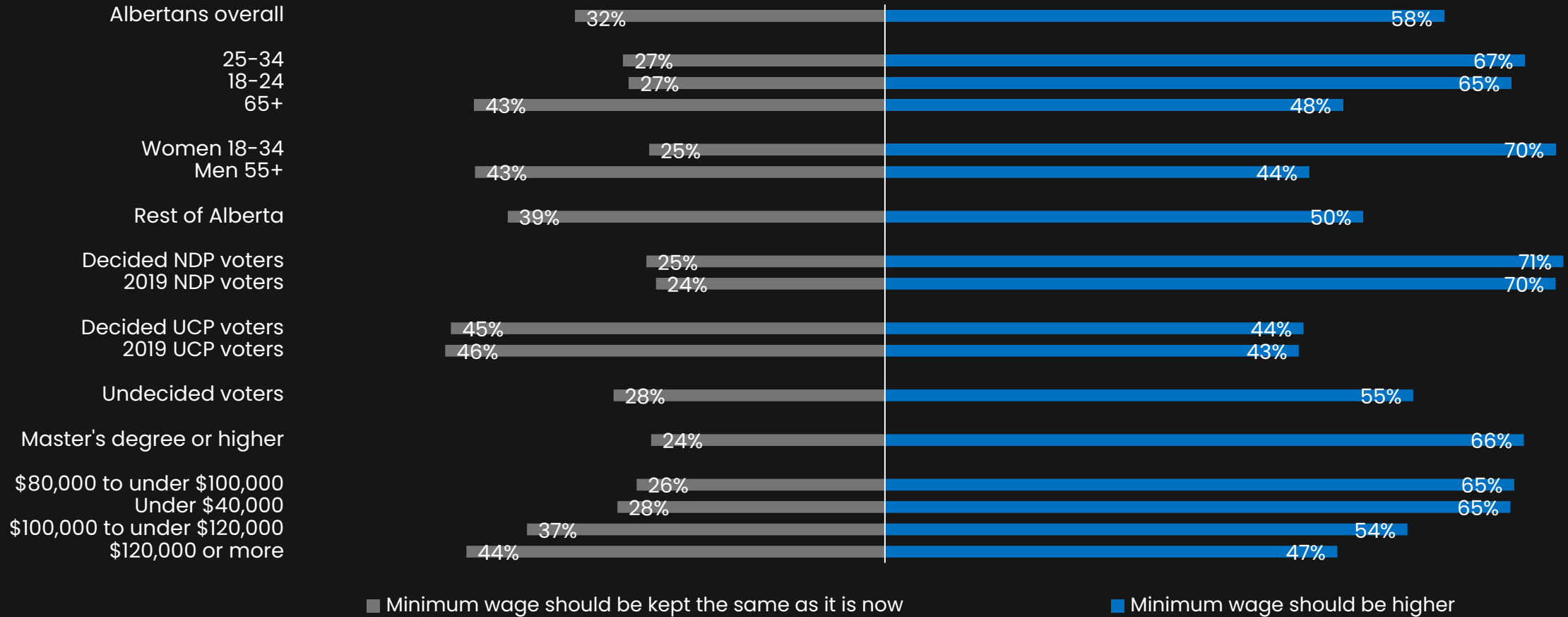
MINIMUM WAGE: HIGHER/LOWER

Q: The current minimum wage in Alberta is \$15/hour. Do you think the minimum wage should be higher, lower, or kept the same as it is now?



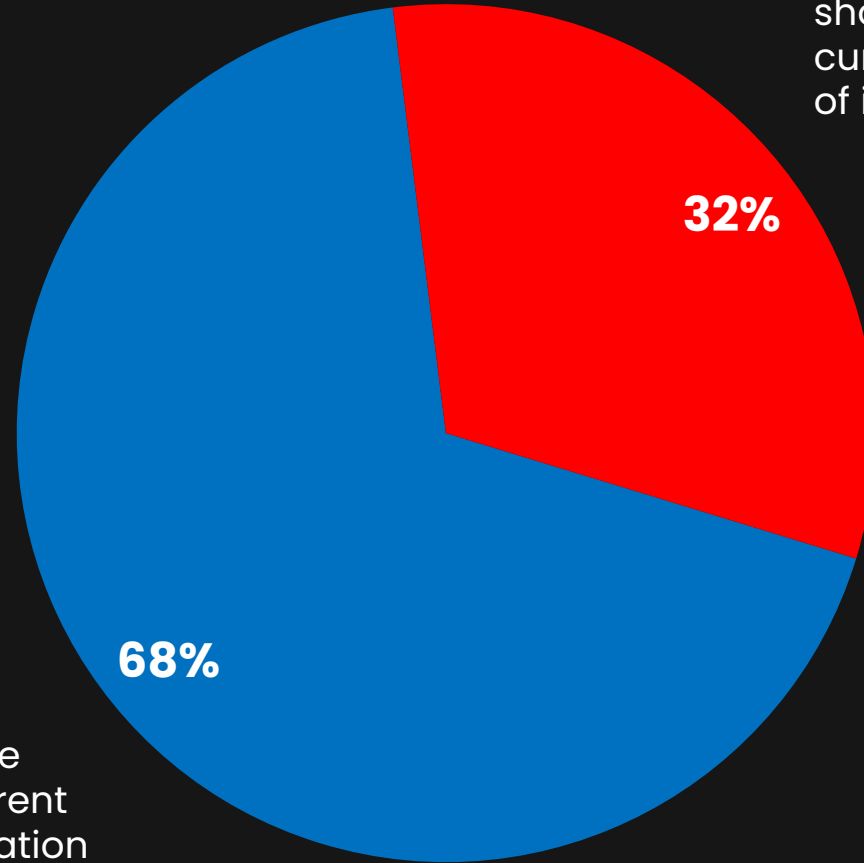
MINIMUM WAGE: HIGHER/LOWER

Q: The current minimum wage in Alberta is \$15/hour. Do you think the minimum wage should be higher, lower, or kept the same as it is now?



MINIMUM WAGE PINNED TO INFLATION

Q: From what you know or have heard, please tell us which of the following two statements comes closest to your view, even if neither statement completely represents your views:



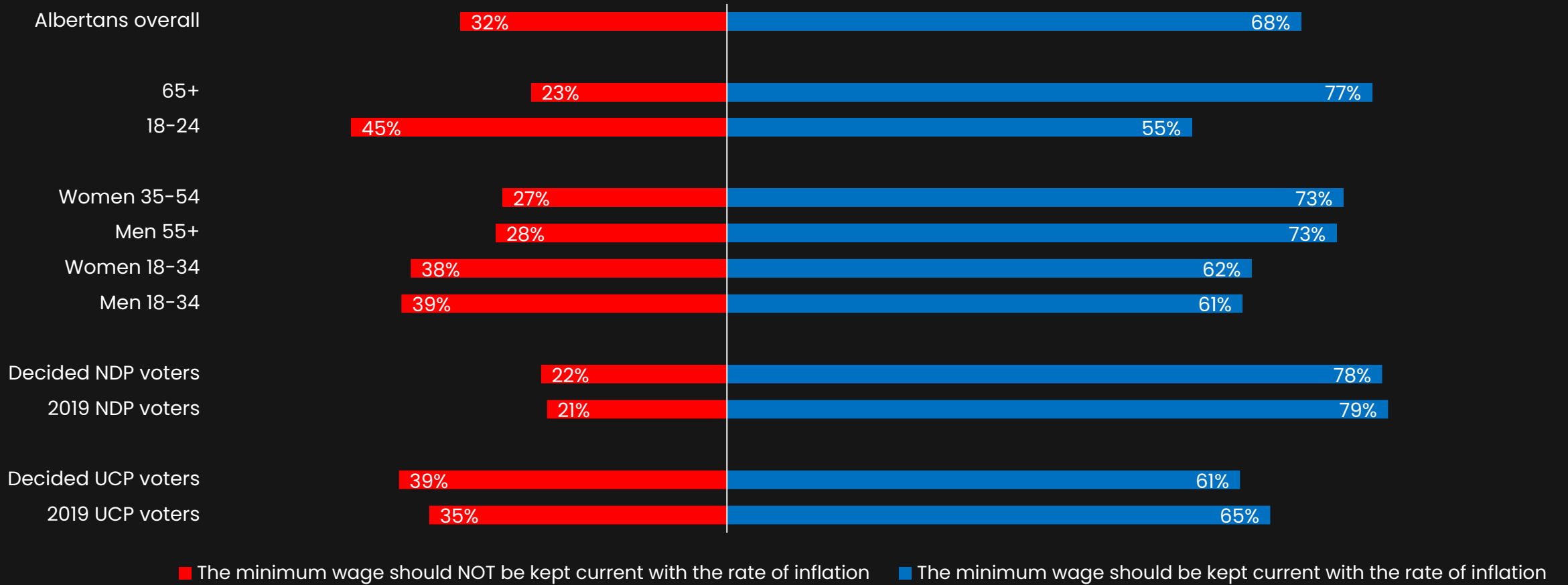
The minimum wage should NOT be kept current with the rate of inflation

The minimum wage should be kept current with the rate of inflation

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MINIMUM WAGE: PINNED TO INFLATION

Q: From what you know or have heard, please tell us which of the following two statements comes closest to your view, even if neither statement completely represents your views:

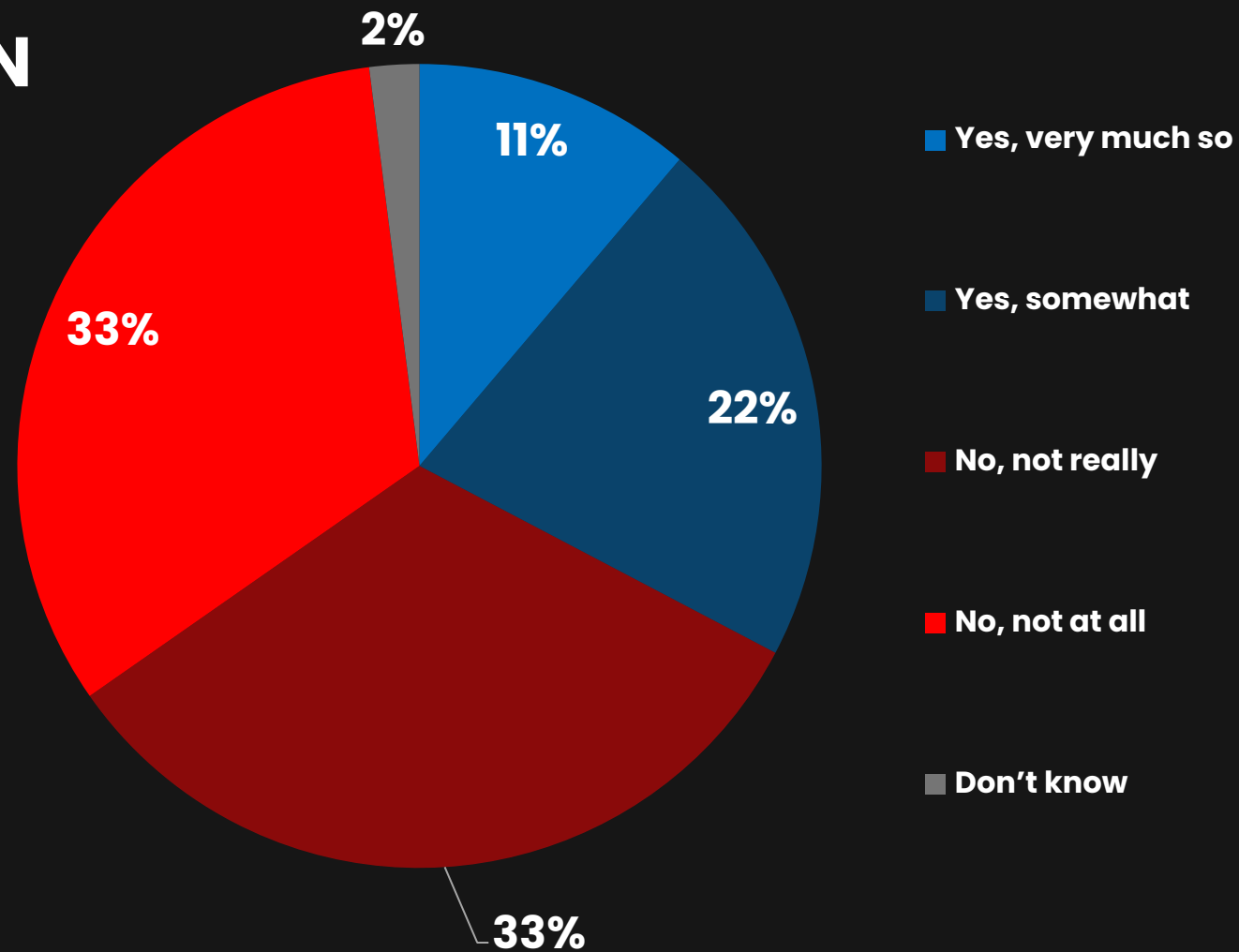


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SALARIES AND WAGES CURRENT WITH INFLATION

(AMONG THOSE EMPLOYED FULL- OR PART-TIME)

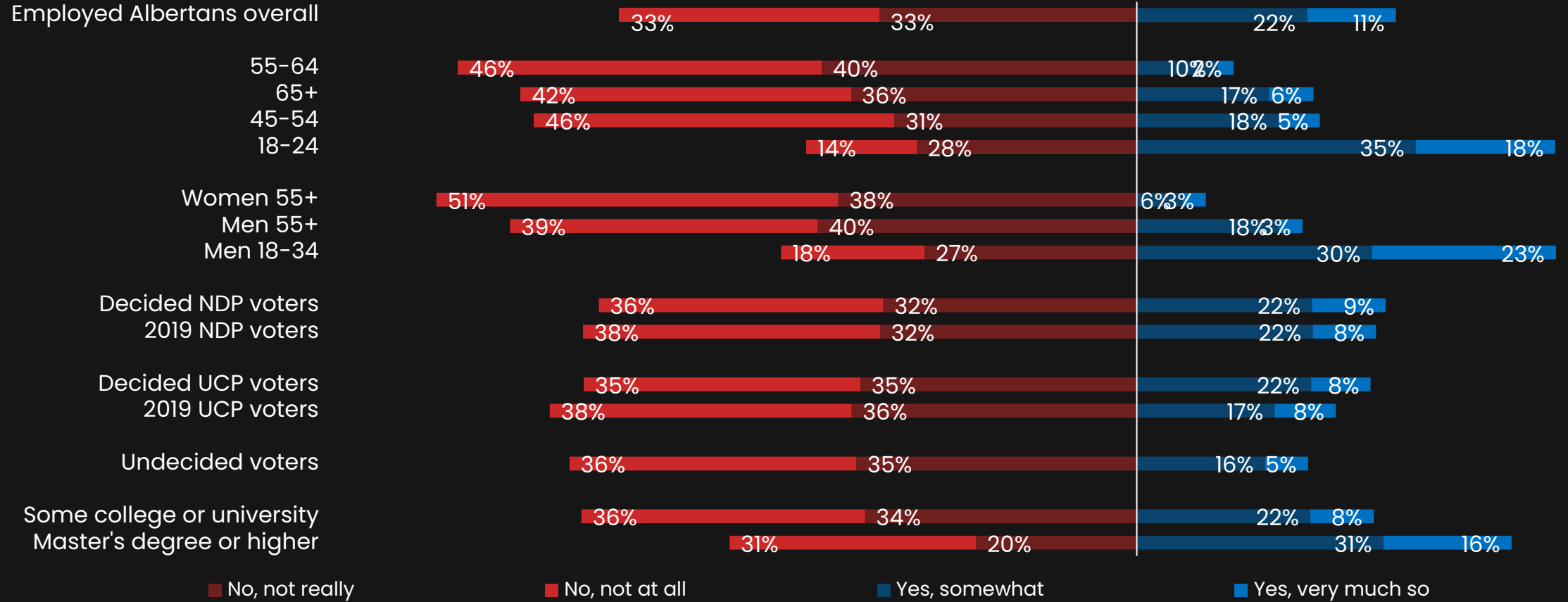
Q: From what you know or have seen, would you say your salaries or wages have kept current with the rate of inflation?



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SALARIES AND WAGES: CURRENT WITH INFLATION

(AMONG THOSE EMPLOYED FULL- OR PART-TIME) Q: From what you know or have seen, would you say your salaries or wages have kept current with the rate of inflation?



Counsel Public Affairs Inc.

For more information: reception@counselpa.com

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