

Only one in five Albertans believe it is likely auto insurance premiums will go down if the Government of Alberta creates a no-fault system that is run and administered by for-profit insurance companies.

The research gauged the opinions among Albertans on about changes proposed by the Government of Alberta to have a no-fault automobile insurance system that is run by for-profit insurance companies.

Nanos conducted an online representative survey of 1087 Albertans, 18 years of age or older, between March 24<sup>th</sup> and April 1<sup>st</sup>, 2025.

A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1087 respondents would have a margin of error of  $\pm 3.0$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Canadian Bar Association Alberta and was conducted by Nanos Research.

# KEY FINDINGS – TRUST IN INSTITUTIONS AND IMPORTANCE OF RIGHTS

1

## TRUST IN LAWYERS OVER TWICE AS HIGH COMPARED TO TRUST IN INSURANCE COMPANIES TO WORK IN BEST INTEREST OF CLIENTS

Just over half of Albertans report higher levels of trust in lawyers to work in the best interest of their clients (52% score 7-10 out of 10, [mean of 6.2](#)). Trust in accountants working in the best interest of their clients is rated the highest and was the only group surpassing trust in lawyers (60% score 7-10 out of 10, [mean of 6.8](#)), while trust in insurance companies working in the best interest of their clients is lower than trust in lawyers (21% score 7-10 out of 10, [mean of 4.1](#)). Trust in insurance companies is on par with levels of trust in politicians working in the best interest of voters in their riding (18% score 7-10 out of 10, [mean of 3.9](#)).

2

## ALBERTANS SEE HIGH IMPORTANCE IN HAVING THE RIGHT TO SUE SOMEONE FOR COMPENSATION

Three quarters of Albertans (75%) say having the right to sue someone for compensation when they cause harm or injury is important to them (score of 7-10 out of 10, [mean of 8.0](#)). This included one in three (34%) who rate it a 10 out of 10. This high importance is observed across all regions, age groups, genders and provincial political affiliation.

3

## FOUR IN FIVE ALBERTANS SAY IT IS IMPORTANT TO HAVE PEOPLE BE LEGALLY AND FINANCIALLY RESPONSIBLE FOR THEIR ACTIONS

Over eighty per cent of Albertans (82%) say having people be legally and financially responsible for their actions when it causes injury or harm to you is important (score of 7-10 out of 10, [mean of 8.3](#)). Nearly two in five rate it a 10 out of 10 (39%). This is especially important for older Albertans (mean score of 8.7 for those 55 plus compared to 7.9 for those 18 to 34).

# KEY FINDINGS – PROPOSED CHANGES TO AUTO INSURANCE

1

## JUST UNDER HALF OF ALBERTANS REPORT UNPROMPTED AWARENESS OF RECENT CHANGES TO AUTOMOBILE INSURANCE

Nearly half of Albertans (45%) say they have heard of the Government of Alberta's proposed changes to automobile insurance in Alberta. Awareness is higher among older Albertans (65% for those 55 plus, 24% for those 18 to 34). Among those aware, four in ten say they believe the changes to be about a transition to no-fault insurance (41%), while under one in five said they heard that the changes are about limitation on the right to sue (14%). Sixteen per cent are confused, uncertain or don't have enough details about the changes.

2

## PERCEIVED LIKELIHOOD THAT PROPOSED AT-FAULT AUTOMOBILE INSURANCE CHANGE WILL DECREASE PREMIUMS IS LOW

Albertans are twice as likely to say it is unlikely (47%) rather than likely (19%) that auto insurance premiums will go down if the Government of Alberta creates a no-fault insurance system that is run and administered by for-profit insurance companies. Younger Albertans however were marginally more likely to believe that this is likely to happen (38%), rather than unlikely (24%).

3

## ALBERTANS MORE LIKELY TO SAY CHANGING HOW AUTOMOBILE INSURANCE WORKS IN ALBERTA IS NOT URGENT RATHER THAN URGENT

Just over half of Albertans say it is not urgent (30%) or somewhat not urgent (22%) for the Government of Alberta to move forward on changing how automobile insurance works in Alberta, while just over one third say it is urgent (10%) or somewhat urgent (26%).

4

## TRUST IN THE PROVINCIAL GOVERNMENT OVERSEEING A PRIVATE NO-FAULT INSURANCE SYSTEM IS LOW

Just under one in five Albertans (18%) say they trust the Government of Alberta to oversee a private no-fault insurance system and ensure for-profit insurance companies prioritize victims over profits. Over two in five say they do not trust the Government to do this (46%). Trust is higher among younger Albertans (mean of 5.1 for those 18-34 vs. 2.9 of those 55 plus).

5

## TRUST IN INSURANCE COMPANIES HAVING FAIR PAYOUTS, PROPOSING THE BEST MEDICAL TREATMENTS AND INDEPENDENTLY SETTLING DISPUTES IS LOW

Asked their level of agreement with a series of statements, Albertans were over twice as likely to disagree rather than agree that for-profit insurance companies can be trusted to do the following for Albertans involved in a motor vehicle accident:

- Independently propose the best medical treatment (51% vs. 15%)
- Independently ensure fair payouts even if Albertans don't have the right to sue in the courts (48% vs. 16%)
- Fairly operate a system of administering benefits for things like medical costs or income replacement (45% vs. 17%).

# KEY FINDINGS – IMPORTANCE OF LOWER AUTO INSURANCE PREMIUMS

## 1

### GETTING ADEQUATE COMPENSATION AFTER A MOTOR VEHICLE ACCIDENT IS SEEN AS MORE IMPORTANT THAN LOWER AUTO INSURANCE PREMIUMS

Asked to choose between two options, Albertans say it is more important to get adequate compensation after a motor vehicle accident (58%) than to have lower auto insurance premiums (32%). This is consistent across regions and demographics, but emphasized for older Albertans (63% vs. 24%, respectively).

## 2

### LOWER AUTO INSURANCE PREMIUMS SEEN AS MORE IMPORTANT THAN HAVING THE RIGHT TO SUE FOLLOWING A MOTOR VEHICLE ACCIDENT

Asked to choose between two options, Albertans say it is more important for them to have lower auto insurance premiums (49%) than having the right to sue following a motor vehicle accident (38%).

# VIEWS BY PROVINCIAL VOTE PROFILE



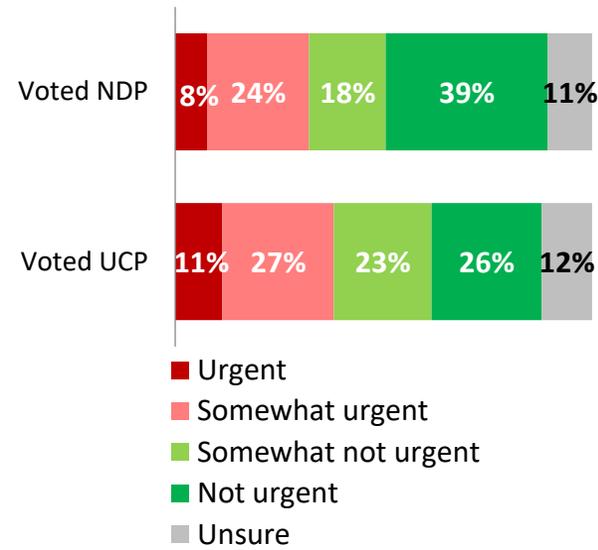
Overall, trust in for-profit insurance companies to manage a no-fault private insurance system is lower for Albertans who voted NDP in the last provincial election compared to those who voted UCP.

Albertans who voted UCP report higher levels of trust in the government to oversee a private no-fault insurance system (mean of 4.1) than those who voted NDP (mean of 2.7)

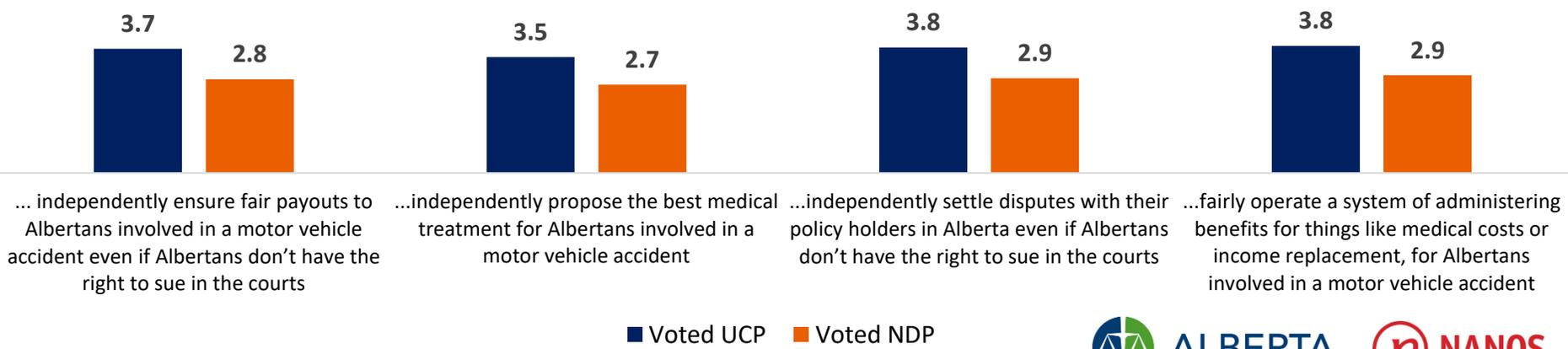
Trust in stakeholders – Mean scores out of 10	Voted UCP	Voted NDP
Accountants to work in the best interests of their clients	6.9	7.1
Lawyers to work in the best interests of their clients	6.1	6.4
Insurance companies to work in the best interests of their clients	4.1	4.1
Politicians to work in the best interests of voters in their riding	4.0	3.8

Importance– Mean scores out of 10	Voted UCP	Voted NDP
Having people be legally and financially responsible for their actions when it causes injury or harm to you	8.4	8.3
Having the right to sue someone for compensation when they cause harm or injury to you	8.0	8.0

## Urgency to change automobile insurance in Alberta



## For profit insurance companies can be trusted to... (mean scores out of 10)



# Priorities of the Government of Alberta – By region and gender

Q – Please share what you think should be the top three priorities for the Government of Alberta? [OPEN-ENDED]

	Total* (n=1077)	Calgary (n=386)	Edmonton (n=270)	Rural North (n=258)	Rural South (n=163)	Male (n=512)	Female (n=563)
<b>TOP RESPONSES</b>							
Healthcare/access to care	51.2%	50.5%	47.4%	56.7%	52.1%	45.1%	57.2%
Cost of living/affordability/inflation	25.0%	21.0%	25.9%	27.7%	28.9%	24.2%	25.8%
Education	21.6%	23.0%	20.7%	19.0%	24.0%	17.2%	25.8%
Affordable housing/more housing	19.1%	22.5%	20.6%	10.9%	20.3%	15.6%	22.6%
The economy/upcoming recession	17.4%	17.2%	16.7%	14.3%	23.7%	17.6%	17.2%
Taxes/carbon tax/fuel tax	15.2%	16.9%	14.7%	15.8%	11.3%	16.9%	13.7%
Jobs	10.7%	11.0%	11.0%	9.8%	10.9%	8.9%	12.5%
Prioritize oil and gas/energy (develop energy resources/pipelines/expand markets)	10.5%	8.3%	8.4%	16.2%	11.4%	14.0%	7.0%
The US/Trump/tariffs	10.2%	7.6%	8.6%	15.5%	11.5%	11.1%	9.3%
Crime/safety	8.6%	8.2%	11.4%	5.5%	8.7%	8.4%	8.9%
Homelessness	7.6%	7.6%	11.8%	4.2%	5.0%	7.0%	8.3%
Environment/climate change	7.6%	8.5%	8.8%	7.7%	3.2%	7.9%	7.4%

\*Total adds up to more than 100% as respondents were able to mention up to three issues.

\*\* Less than 1% mentioned automobile insurance (0.2%) or general insurance (0.6%) as a top issue of concern.

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1077 Albertans.

# Priorities of the Government of Alberta – By age and provincial political affiliation

Q – Please share what you think should be the top three priorities for the Government of Alberta? [OPEN-ENDED]

## TOP RESPONSES

	Total* (n=1077)	18 to 34 (n=289)	35 to 54 (n=342)	55 plus (n=446)	Voted UCP (n=427)	Voted NDP (n=373)
Healthcare/access to care	51.2%	38.7%	45.1%	67.0%	48.3%	59.2%
Cost of living/affordability/inflation	25.0%	31.6%	25.8%	19.1%	28.1%	23.4%
Education	21.6%	19.0%	21.8%	23.4%	16.0%	29.4%
Affordable housing/more housing	19.1%	26.8%	18.2%	14.2%	15.5%	18.0%
The economy/upcoming recession	17.4%	13.0%	18.6%	19.4%	18.7%	15.1%
Taxes/carbon tax/fuel tax	15.2%	11.4%	17.4%	15.9%	21.2%	8.9%
Jobs	10.7%	15.4%	10.0%	7.9%	10.6%	7.1%
Prioritize oil and gas/energy (develop energy resources/pipelines/expand markets)	10.5%	5.6%	10.1%	14.5%	17.4%	6.8%
The US/Trump/tariffs	10.2%	6.5%	11.3%	11.8%	9.6%	11.3%
Crime/safety	8.6%	11.9%	9.3%	5.4%	7.9%	6.7%
Homelessness	7.6%	13.5%	5.9%	4.9%	5.7%	7.2%
Environment/climate change	7.6%	9.5%	6.5%	7.3%	4.7%	10.6%

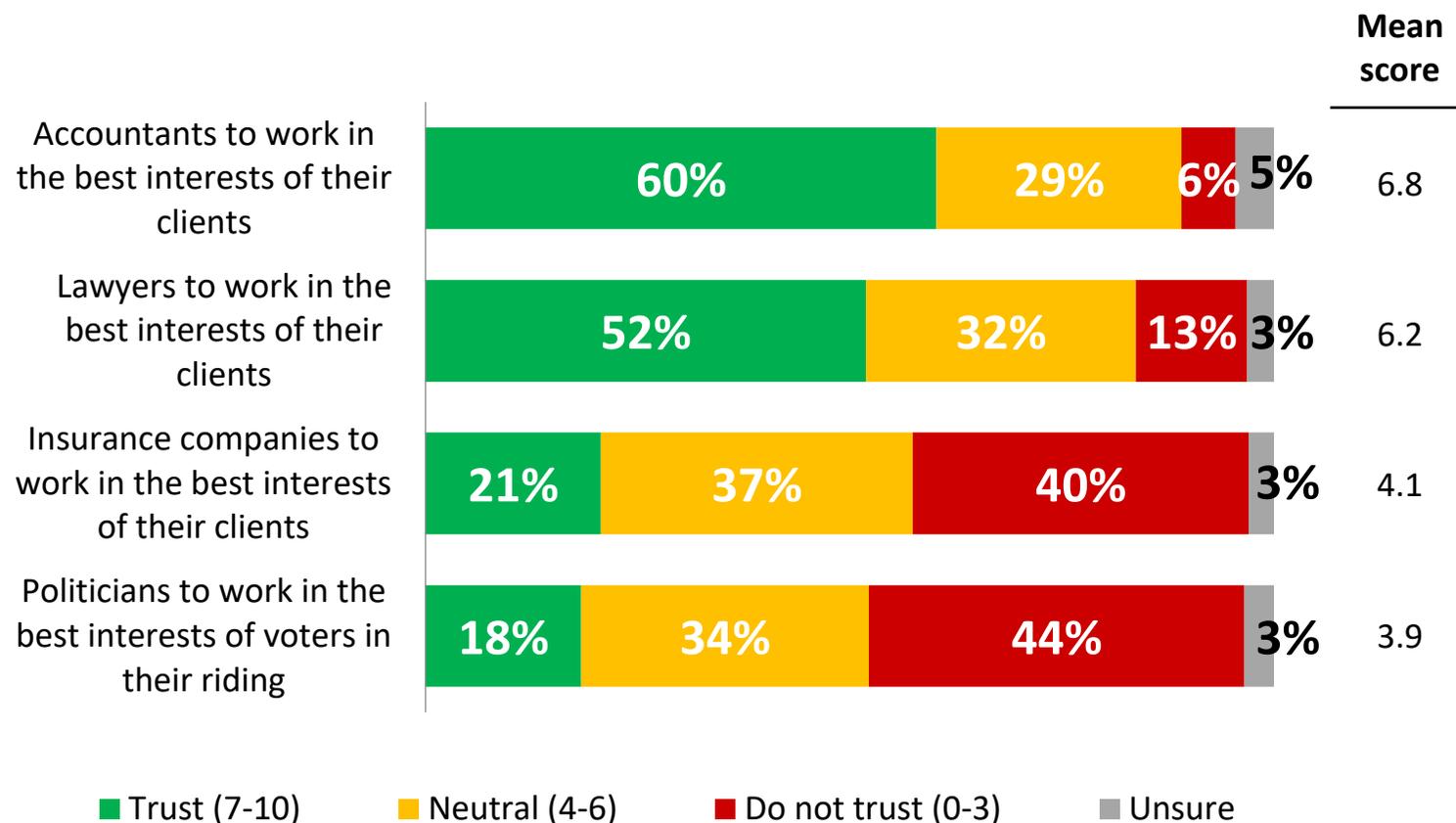
\*Total adds up to more than 100% as respondents were able to mention up to three issues.

\*\* Less than 1% mentioned automobile insurance (0.2%) or general insurance (0.6%) as a top issue of concern.

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1077 Albertans.

Just over half of Albertans report high level of trust in lawyers to work in the best interest of their clients (52% score 7-10 out of 10). Trust in insurance companies working in the best interest of their clients is low, and is on par with levels of trust in politicians working in the best interest of voters in their riding.

## Level of trust in institutions



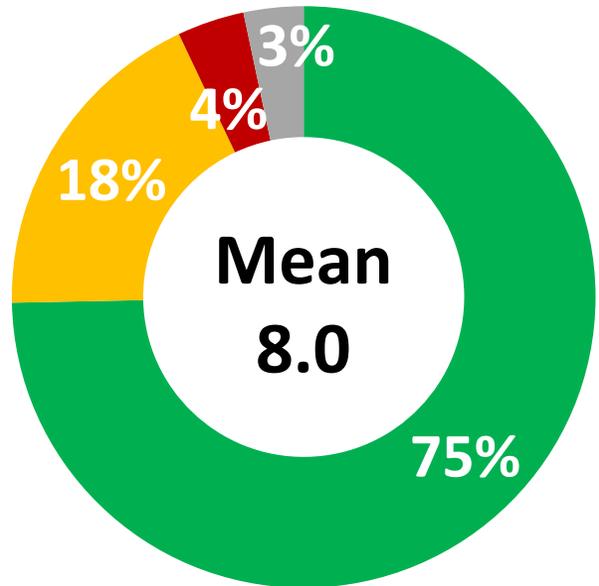
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Q – Please rate the trust you have of the following on a scale from 0 to 10, where 0 is do not trust at all and 10 is completely trust. [RANDOMIZE]

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1087 Albertans.

# Importance of having the right to sue someone for compensation



■ Important (7-10)      ■ Average (4-6)  
■ Not important (0-3)      ■ Unsure

	Calgary (n=389)	Edmonton (n=274)	Rural North (n=259)	Rural South (n=165)	Voted UCP (n=428)	Voted NDP (n=373)
<b>Mean</b>	<b>7.9</b>	<b>8.2</b>	<b>7.9</b>	<b>7.8</b>	<b>8.0</b>	<b>8.0</b>
	Men (n=517)	Women (n=568)	18 to 34 (n=292)	35 to 54 (n=347)	55 plus (n=448)	
	<b>8.0</b>	<b>7.9</b>	<b>7.8</b>	<b>7.8</b>	<b>8.2</b>	

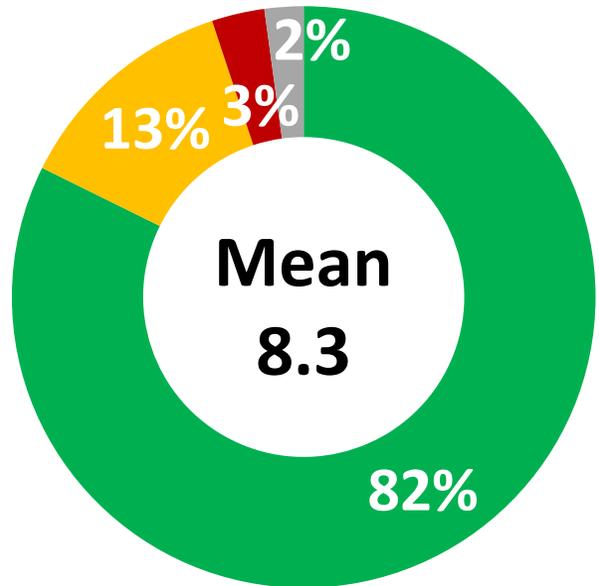
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Please rate the importance of each of the following on a scale from 0 to 10, where 0 is not at all important and 10 is extremely important.  
 [ROTATE] : **Having the right to sue someone for compensation when they cause harm or injury to you.**

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1087 Albertans.



# Importance of responsibility of actions



- Important (7-10)
- Average (4-6)
- Not important (0-3)
- Unsure

	Calgary (n=389)	Edmonton (n=274)	Rural North (n=259)	Rural South (n=165)	Voted UCP (n=428)	Voted NDP (n=373)
<b>Mean</b>	<b>8.2</b>	<b>8.4</b>	<b>8.2</b>	<b>8.4</b>	<b>8.4</b>	<b>8.3</b>
	Men (n=517)	Women (n=568)	18 to 34 (n=292)	35 to 54 (n=347)	55 plus (n=448)	
	<b>8.2</b>	<b>8.3</b>	<b>7.9</b>	<b>8.1</b>	<b>8.7</b>	

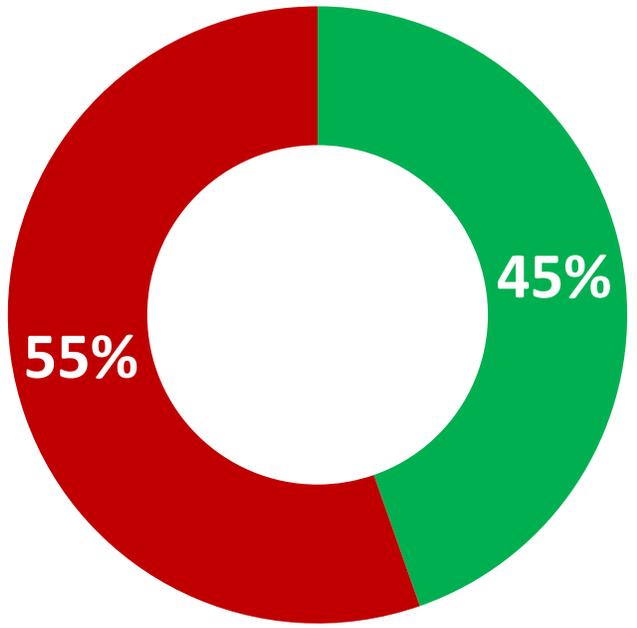
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Please rate the importance of each of the following on a scale from 0 to 10, where 0 is not at all important and 10 is extremely important.  
 [ROTATE] : **Having people be legally and financially responsible for their actions when it causes injury or harm to you.**

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1087 Albertans.



# Awareness of proposed changes



■ Heard      ■ Not heard

	Calgary (n=388)	Edmonton (n=273)	Rural North (n=259)	Rural South (n=162)	Voted UCP (n=425)	Voted NDP (n=373)
<b>Heard</b>	<b>47.9%</b>	<b>45.6%</b>	<b>44.3%</b>	<b>35.3%</b>	<b>46.9%</b>	<b>54.5%</b>
	Men (n=516)	Women (n=564)	18 to 34 (n=291)	35 to 54 (n=345)	55 plus (n=446)	
	<b>50.8%</b>	<b>38.6%</b>	<b>24.3%</b>	<b>40.0%</b>	<b>64.9%</b>	

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Q – Prior to today, have you heard or not heard of the Government of Alberta’s proposed changes to how auto insurance works in Alberta?

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1082 Albertans.



# Proposed changes to auto insurance

Q – [IF HEARD] What do you know about the proposed changes to how auto insurance works in Alberta? [OPEN]

	Frequency (n=488)
Transition to no-fault insurance	41.0%
Confusion/Uncertainty/not enough details	15.6%
Limitation on Right to Sue	14.5%
Capped compensation amounts	4.0%
Bad change/should stay the same	3.0%
Potential increase in insurance premiums	2.8%
Reduced accountability for at-fault drivers	2.4%
Price decrease/lower premiums	2.4%
Enhanced benefits for injured parties	2.2%

TOP RESPONSES

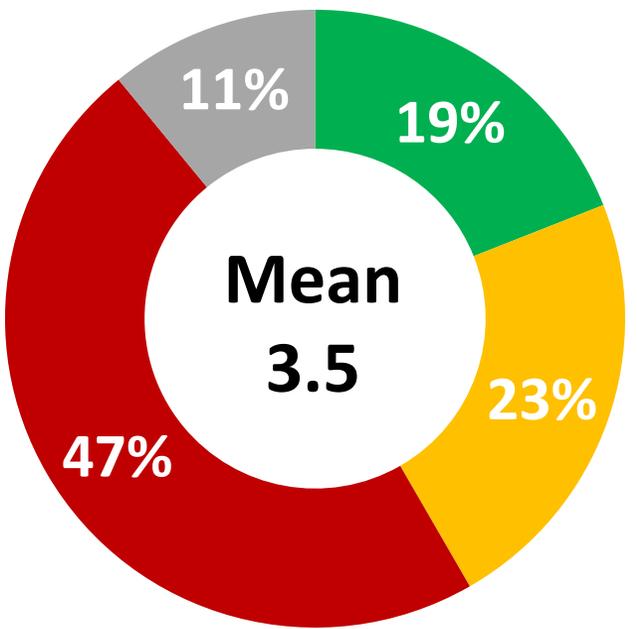
Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=488 Albertans who have heard of changes.

## Summary text shown to respondents:

Our research today is about changes proposed by the Government of Alberta to have a no-fault automobile insurance system that is run by for-profit insurance companies. The objective of this proposed change is to save money for people that buy auto insurance. Key things about this proposal:

- Under a no-fault system, if you are hurt or your vehicle is damaged in an accident, your insurance company pays for your losses, regardless of who caused the accident.
- Losses experienced by other people are covered by their insurance company.
- Those injured in an accident cannot sue the at fault party for damages, except in very limited circumstances such as when the other driver is criminally convicted for the actions which caused the accident.
- A no-fault private system is run by for-profit insurance companies who will manage dispute resolutions, determine benefits, treatment and payouts during an accident.

# Perceived likelihood of auto insurance premiums going down



■ Likely (7-10) 
 ■ Neutral (4-6) 
 ■ Not likely (0-3) 
 ■ Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

	Calgary (n=389)	Edmonton (n=274)	Rural North (n=259)	Rural South (n=165)	Voted UCP (n=428)	Voted NDP (n=373)
Mean	3.6	3.7	2.9	3.5	3.8	2.8
	Men (n=517)	Women (n=568)	18 to 34 (n=292)	35 to 54 (n=347)	55 plus (n=448)	
	3.5	3.5	5.4	3.0	2.5	

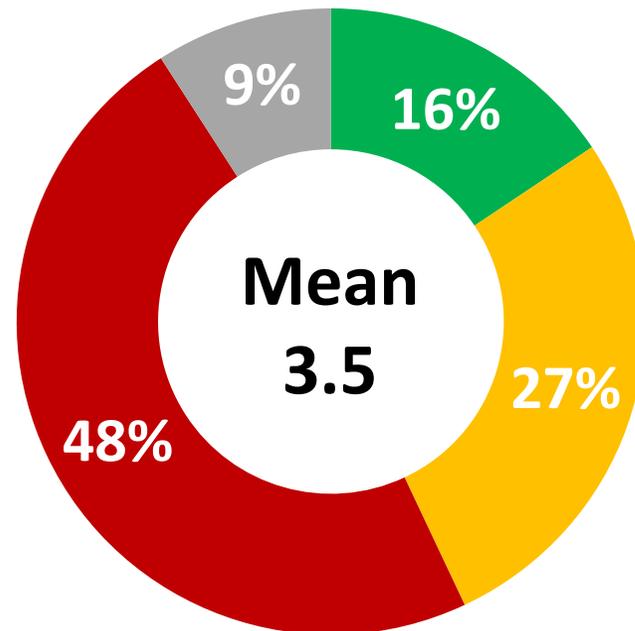
Q – On a scale of 0 to 10 where 0 is not likely at all and 10 is completely likely, how would you rate the likelihood that auto insurance premiums will go down if the government of Alberta creates a no-fault insurance system that is run and administered by for-profit insurance companies?

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1087 Albertans.

# Trust in for-profit insurance companies' fair payouts

Q – On a scale of 0 to 10, where 0 is completely disagree and 10 is completely agree, please rate your agreement or disagreement with the following statements: [RANDOMIZE]

**For-profit insurance companies can be trusted to independently ensure fair payouts to Albertans involved in a motor vehicle accident even if Albertans don't have the right to sue in the courts.**



■ Agree (7-10) ■ Neutral (4-6) ■ Disagree (0-3) ■ Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## Less than **1 in 5** Albertans

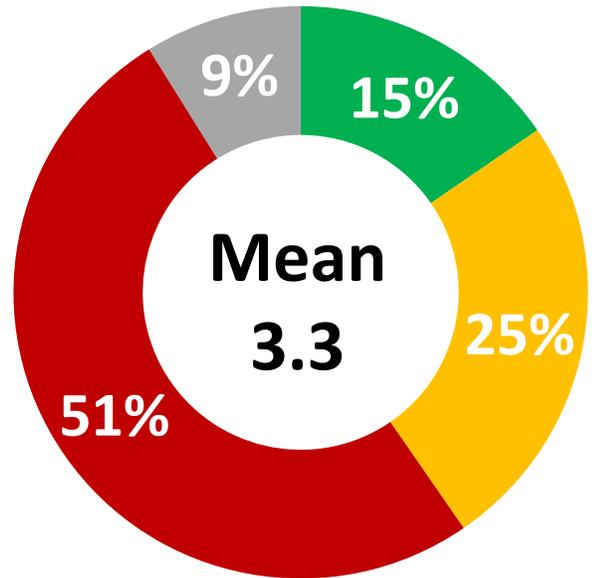
agree that for-profit insurance companies can be trusted to independently ensure fair payouts to Albertans involved in motor vehicle accidents even if Albertans don't have the right to sue in the courts. Nearly one in two disagree with that statement.

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1087 Albertans.

# Trust in for-profit insurance companies to propose the best medical treatment

Q – On a scale of 0 to 10, where 0 is completely disagree and 10 is completely agree, please rate your agreement or disagreement with the following statements: [RANDOMIZE]

**For-profit insurance companies can be trusted to independently propose the best medical treatment for Albertans involved in a motor vehicle accident**



Mean

Calgary (n=389)	Edmonton (n=274)	Rural North (n=259)	Rural South (n=165)	Voted UCP (n=425)	Voted NDP (n=373)
<b>3.3</b>	<b>3.6</b>	<b>2.9</b>	<b>3.3</b>	<b>3.5</b>	<b>2.7</b>
Men (n=517)	Women (n=568)	18 to 34 (n=292)	35 to 54 (n=347)	55 plus (n=448)	
<b>3.2</b>	<b>3.4</b>	<b>4.7</b>	<b>2.8</b>	<b>2.7</b>	

■ Agree (7-10) ■ Neutral (4-6) ■ Disagree (0-3) ■ Unsure

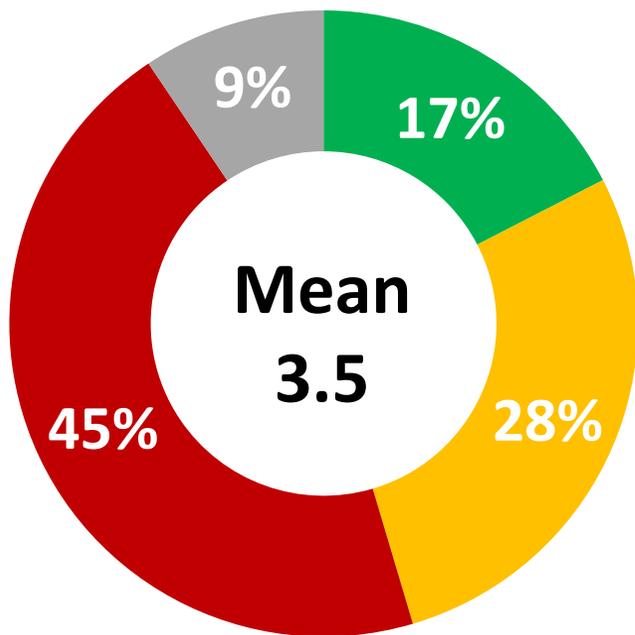
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.



# Trust in for-profit insurance companies independently settling disputes

Q – On a scale of 0 to 10, where 0 is completely disagree and 10 is completely agree, please rate your agreement or disagreement with the following statements: [RANDOMIZE]

**For-profit insurance companies can be trusted to independently settle disputes with their policy holders in Alberta even if Albertans don't have the right to sue in the courts**



■ Agree (7-10) ■ Neutral (4-6) ■ Disagree (0-3) ■ Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## Albertans are over **2x**

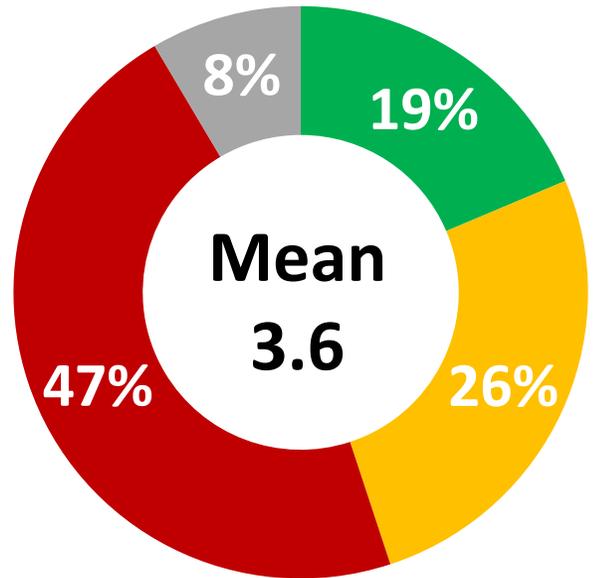
more likely to disagree than to agree that for-profit insurance companies can be trusted to independently settle disputes with their policy holders in Alberta even if Albertans don't have the right to sue in the courts.

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1087 Albertans.

# Trust in for-profit insurance companies fairly operating system administering benefits

Q – On a scale of 0 to 10, where 0 is completely disagree and 10 is completely agree, please rate your agreement or disagreement with the following statements: [RANDOMIZE]

**For-profit insurance companies can be trusted to fairly operate a system of administering benefits for things like medical costs or income replacement, for Albertans involved in a motor vehicle accident.**



■ Agree (7-10) ■ Neutral (4-6) ■ Disagree (0-3) ■ Unsure

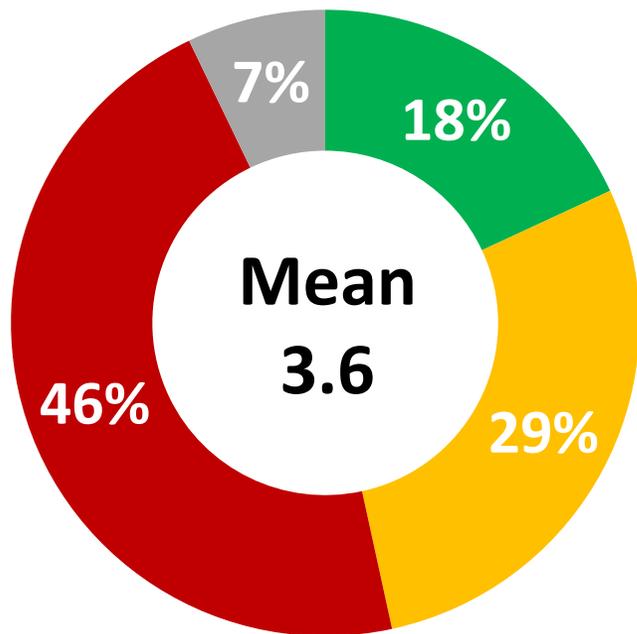
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

	Calgary (n=389)	Edmonton (n=274)	Rural North (n=259)	Rural South (n=165)	Voted UCP (n=428)	Voted NDP (n=373)
<b>Mean</b>	<b>3.6</b>	<b>3.8</b>	<b>3.2</b>	<b>3.7</b>	<b>3.8</b>	<b>2.9</b>
Men (n=517)		Women (n=568)	18 to 34 (n=292)	35 to 54 (n=347)	55 plus (n=448)	
	<b>3.5</b>	<b>3.7</b>	<b>5.1</b>	<b>3.1</b>	<b>3.0</b>	

# Trust in government overseeing private no-fault insurance system

Q – On a scale of 0 to 10, where 0 is completely disagree and 10 is completely agree, please rate your agreement or disagreement with the following statements: [RANDOMIZE]

**I trust the Government of Alberta to oversee a private no-fault insurance system and ensure for-profit insurance companies prioritize victims over profits**



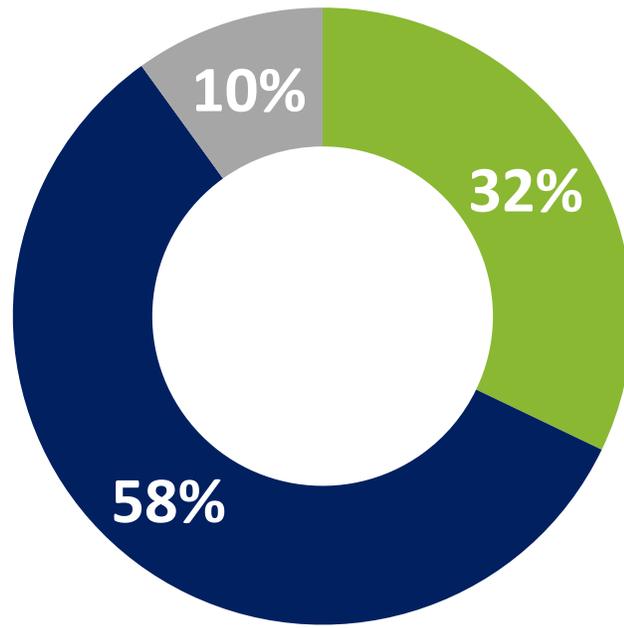
■ Agree (7-10)
 ■ Neutral (4-6)
 ■ Disagree (0-3)
 ■ Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## 1 in 4 Albertans

gave a rating of 0 out of 10 (26%) and are in complete disagreement with the statement “I trust the Government of Alberta to oversee a private no-fault insurance system and ensure for-profit insurance companies prioritize victims over profits”.



- Having lower auto insurance premiums
- Getting adequate compensation after a motor vehicle accident
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

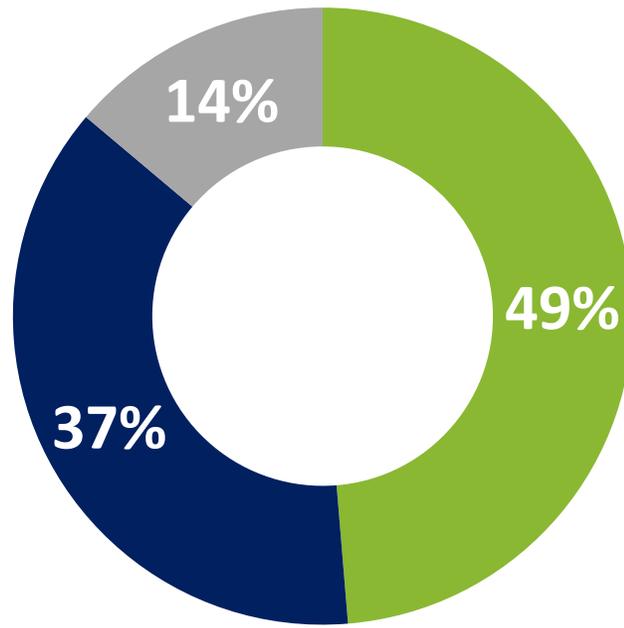
# Lower auto insurance premiums vs. adequate compensation

	Calgary (n=389)	Edmonton (n=274)	Rural North (n=259)	Rural South (n=164)	Voted UCP (n=428)	Voted NDP (n=373)
<b>Having lower auto insurance premiums</b>	<b>35.9%</b>	<b>31.4%</b>	<b>24.7%</b>	<b>35.2%</b>	<b>33.5%</b>	<b>30.3%</b>
	Men (n=516)	Women (n=568)	18 to 34 (n=292)	35 to 54 (n=347)	55 plus (n=447)	
	<b>35.7%</b>	<b>28.7%</b>	<b>38.0%</b>	<b>35.2%</b>	<b>24.4%</b>	
<b>Getting adequate compensation after a motor vehicle accident</b>	<b>54.5%</b>	<b>58.4%</b>	<b>63.7%</b>	<b>57.1%</b>	<b>58.4%</b>	<b>59.4%</b>
	Men (n=516)	Women (n=568)	18 to 34 (n=292)	35 to 54 (n=347)	55 plus (n=447)	
	<b>58.0%</b>	<b>57.9%</b>	<b>54.1%</b>	<b>56.3%</b>	<b>62.6%</b>	

Q – To follow is a list of possible trade-offs. Please share which of the two options is more important to you. [ROTATE] : **Having lower auto insurance premiums OR getting adequate compensation after a motor vehicle accident**

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1086 Albertans.





- Having lower auto insurance premiums
- Having the right to sue following a motor vehicle accident
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

# Lower auto insurance premium vs. right to sue

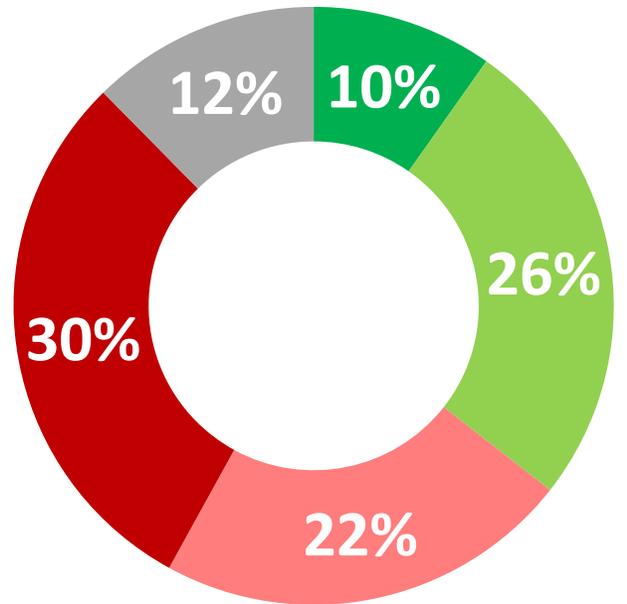
	Calgary (n=388)	Edmonton (n=273)	Rural North (n=259)	Rural South (n=165)	Voted UCP (n=428)	Voted NDP (n=371)
Having lower auto insurance premiums	<b>48.5%</b>	<b>47.8%</b>	<b>45.3%</b>	<b>55.7%</b>	<b>52.9%</b>	<b>47.3%</b>
	Men (n=517)	Women (n=566)	18 to 34 (n=291)	35 to 54 (n=346)	55 plus (n=448)	
	<b>50.5%</b>	<b>47.1%</b>	<b>48.3%</b>	<b>52.8%</b>	<b>44.7%</b>	
Having the right to sue following a motor vehicle accident	<b>37.9%</b>	<b>40.6%</b>	<b>38.3%</b>	<b>29.2%</b>	<b>35.9%</b>	<b>40.1%</b>
	Men (n=517)	Women (n=566)	18 to 34 (n=291)	35 to 54 (n=346)	55 plus (n=448)	
	<b>39.4%</b>	<b>35.5%</b>	<b>41.2%</b>	<b>33.2%</b>	<b>39.0%</b>	

Q – To follow is a list of possible trade-offs. Please share which of the two options is more important to you. [ROTATE] : **Having lower auto insurance premiums OR having the right to sue following a motor vehicle accident**

Source: Nanos Research, online non-probability representative panel survey, March 24<sup>th</sup> and April 1<sup>st</sup>, 2025, n=1085 Albertans.

# Urgency for the Government to change automobile insurance

Q – Is it urgent, somewhat urgent, somewhat not urgent or not urgent for the Government of Alberta to move forward on changing how automobile insurance works in Alberta?



■ Urgent                      ■ Somewhat urgent  
■ Somewhat not urgent   ■ Not urgent  
■ Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## Albertans

are more likely to say changing automobile insurance in Alberta is not urgent or somewhat not urgent, rather than urgent or somewhat urgent. Younger Albertans are more likely to feel some urgency (50% of those 18-34) than older Albertans (28% of those 55 plus).

Nanos conducted a representative non-probability online survey of 1087 Albertans, 18 years of age or older, between March 24<sup>th</sup> and April 1<sup>st</sup>, 2025. The sample is geographically stratified to be representative of Alberta.

A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1087 respondents would have a margin of error of  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned by Canadian Bar Association (CBA) Alberta and was conducted by Nanos Research.

**Full data tables with weighted and unweighted number of interviews is [here](#).**

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Canadian Bar Association (CBA) Alberta	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Alberta. See tables for full weighting disclosure.
Population and Final Sample Size	1087 Albertans	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Sago	Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Type of Sample	Representative non-probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Alberta.
Margin of Error (for a comparative probability sample)	For comparison purposes, a probability sample of 1087 respondents would have a margin of error of $\pm 3.0$ percentage points, 19 times out of 20.	Estimated Response Rate	Not applicable
Mode of Survey	Online survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	Non-probability	Question Content	All questions asked are contained in the report.
Demographics (Captured)	Alberta; Men and Women; 18 years or older. Six-digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Demographics (Other)	Age, gender, education, income	Research/Data Collection Supplier	Nanos Research
Field Dates	March 24 <sup>th</sup> and April 1 <sup>st</sup> , 2025.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in English.	Data Tables	<a href="#">By region, age and gender</a> <a href="#">By provincial vote profile</a>
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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