

CANADIANS SUPPORT POLICY IDEAS SET OUT BY BUSINESS COUNCIL OF ALBERTA

Ipsos poll reveals strong support for BCA's priorities for the federal government to make life better for Albertans and Canadians

August 13, 2025

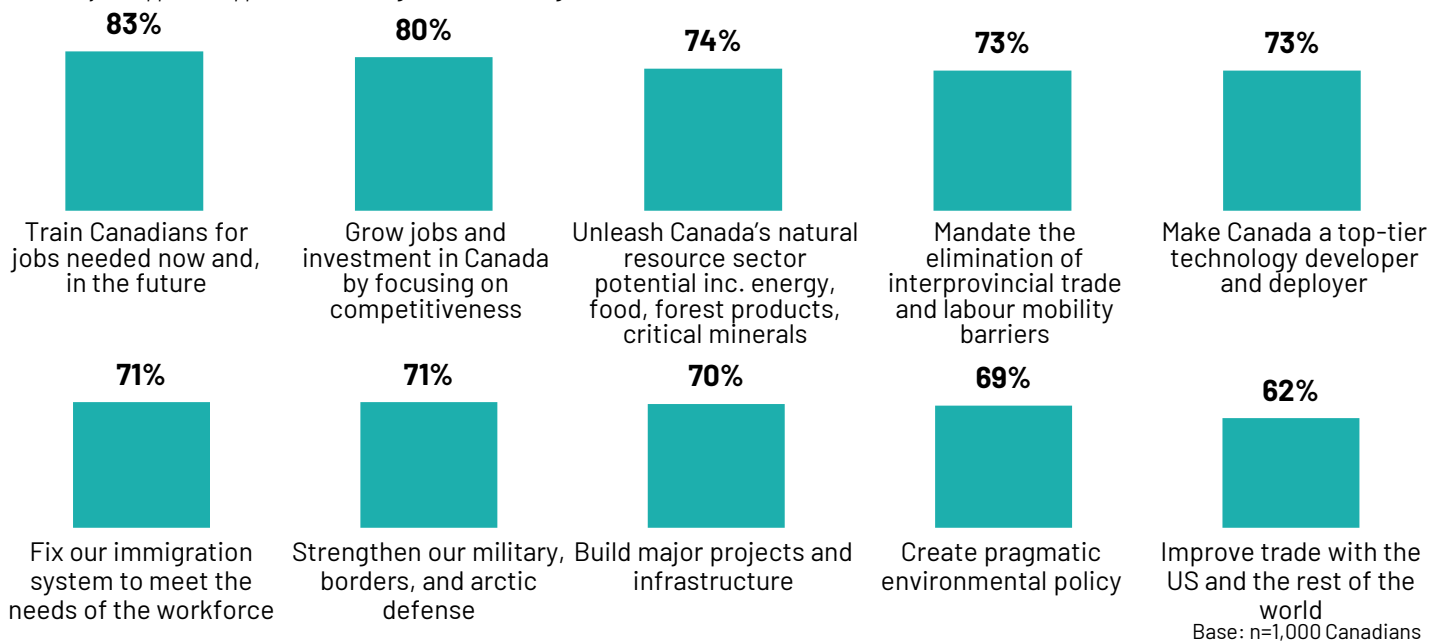
KEY FINDINGS

According to a new Ipsos poll commissioned by the [Business Council of Alberta](#) (BCA), a majority of Canadians nation-wide support the federal government acting on a range of policies to advance Alberta and Canada's interests. The survey was conducted from July 14-16, 2025. Support for the policy ideas ranged from 62% to 83%. To ensure respondents reacted to the policies, and not the sponsor, Ipsos tested the ideas without identifying the BCA as the sponsor.

Our poll found that the policy with the highest level of support (83%) was 'Training Canadians for jobs needed now and, in the future,' - a clear indicator of the strong public consensus around the pivotal role of education and future job training in improving the economy and quality of life. Also attracting substantial support was the idea of 'Growing jobs and investment in Canada by focusing on competitiveness,' and 'Unleashing Canada's natural resource sector potential', backed by 80% and 74% of respondents, respectively.

SUPPORT FOR FEDERAL POLICY ACTIONS

Listed below are some possible policy actions that the federal government could take to improve Canada's economy and quality of life. Please indicate the degree to which you support or oppose the federal government taking each action? [% SAYING STRONGLY OR SOMEWHAT SUPPORT]



WHAT IT MEANS

The [Business Council of Alberta](#) has proposed [A Strong Canada, A Good Life](#) to outline areas of federal policy where the federal government can make life better for Albertans and Canadians. The poll's findings suggest broad, majority support from both Albertans and Canadians for governments to act in each of these

areas. The survey underscores the BCA's call for government action on policy opportunities that can help advance Alberta and Canada's quality of life.

It also provides a strong basis for further dialogue and action in these priority areas identified by the Business Council of Alberta.

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between July 14 and 16, 2025, on behalf of the Business Council of Alberta. For this survey, a sample of n=1,000 Canadians aged 18+ was interviewed online, via the Ipsos I-Say panel and non-panel sources, and respondents earn a nominal incentive for their participation. Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos polls which include non-probability sampling is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. Ipsos abides by the disclosure standards established by the CRIC, found here:

<https://canadianresearchinsightscouncil.ca/standards/>

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