Calgary Chamber of Commerce
Omnibus Research on the United States Presidential Election

**Field work conducted between
August 19 to 28, 2024**

Prepared by

Janet Brown
OPINION RESEARCH

In partnership with

Trend Research

Methodology

Survey questions were administered through the TrendWatch Alberta Omnibus Survey between between August 19 and 28, 2024.

TrendWatch Alberta is a monthly omnibus survey of 900 Albertans, ages 18 and over. The margin of error for a probability sample of 900 people is plus or minus 3.3 percentage points, 19 times out of 20 (i.e., at a 95% confidence interval).

Survey Design

- Survey respondents were initially contacted at random by live telephone interviewers and given the option of:
  - answering the survey over telephone at that time,
  - answering over the telephone at a more convenient time, or
  - receiving the link and answering the survey on-line.
- The initial sample list contained approximately 50 percent landlines and 50 percent cellphones.
- Interviewers made up to five attempts to reach each phone number in the sample before classifying it as unreachable.

Interviews

- All surveys were conducted by qualified interviewers working out of Trend Research's centralized CATI facility in Edmonton. Field supervisors were always present to ensure accurate interviewing and recording of responses.
- The interviewing staff at Trend receives extensive training on the proper administration of interviews and are closely monitored by supervisors. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Research Insights Council (CRIC).

Percentages may not total to 100 due to rounding

"Totals" in report may not match net scores in detailed tables due to rounding

Interest in and Impact of the US Election

Seven in ten Albertans (72%) are following the US Presidential election, either very (31%) or somewhat (41%) closely.

Those most likely to be following the US presidential election very or somewhat closely, include:
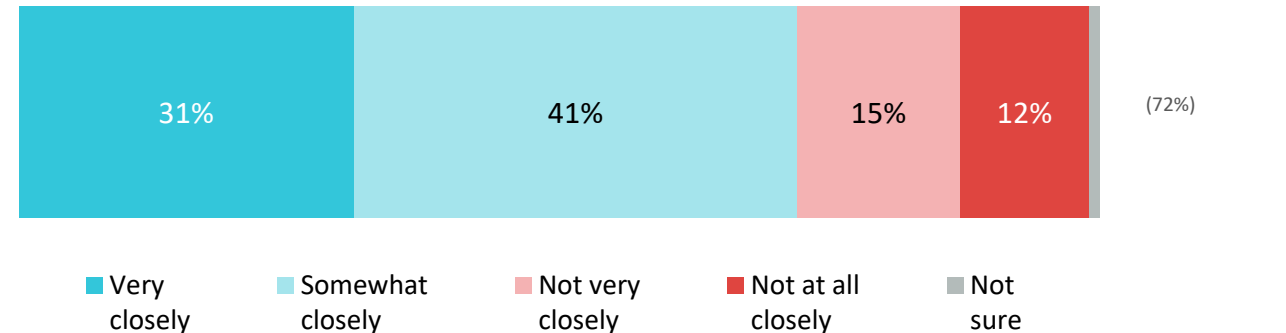- Those with a post-graduate education (86%),
- Retirees (85%),
- Those with an annual household income over $120,000 (81%),
- Those who think the US presidential election will have a big impact on Alberta's economy (77%), and
- Men (76%).

More than eight in ten Albertans (83%) think the results of the US Presidential election could have either a big impact (43%) or some impact (40%) on Alberta's economy.
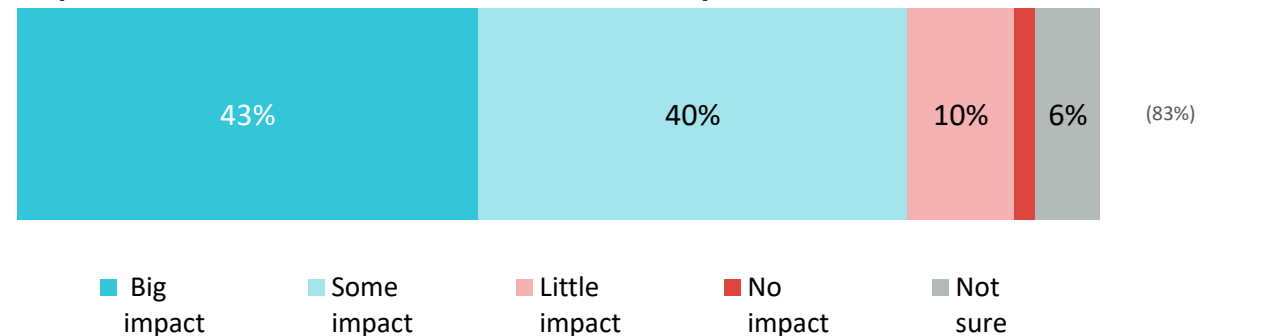
Those most likely to think the US presidential election could have at least some impact on Alberta's economy, include:
- Those with a post-graduate education (92%),
- Those following the US presidential election very or somewhat closely (89%),
- Those aged 45 to 64 (89%),
- Retirees (89%), and
- Those with an annual household income of over $120,000 (88%).

How closely have you been following the US Election?

Total very or somewhat close

31%	41%	15%	12%

(72%)

■ Very closely ■ Somewhat closely ■ Not very closely ■ Not at all closely ■ Not sure

Impact of US Election on Alberta's Economy

Total big or some impact

43%	40%	10%		6%

(83%)

■ Big impact ■ Some impact ■ Little impact ■ No impact ■ Not sure

The United States will hold their next Presidential election on November 5. How closely have you been following this election? Have you been following it very, somewhat, not very, or not at all closely?
How much of an impact do you think the results of the US Presidential election could have on Alberta's economy? Do you think the results could have a big impact, some impact, little impact, or no impact on Alberta's economy?

Detailed Tables

C1. The United States will hold their next Presidential election on November 5. How closely have you been following this election? Have you been following it very, somewhat, not very, or not at all closely?

	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)			
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N
CC1														
Weighted Total:	900	341	309	250	450	450	111	309	299	181	207	377	211	95
Total:	900	300	300	300	450	450	108	310	299	183	209	381	208	92
Very closely	279	125	82	72	161	117	10	78	112	79	53	113	61	48
	31%	37%	27%	29%	36%	26%	9%	25%	37%	44%	26%	30%	29%	50%
		Cd	B	b	F	E	HIJ	GIJ	GH	GH	N	N	N	KLM
Somewhat closely	369	137	127	105	182	188	36	128	131	73	79	160	92	34
	41%	40%	41%	42%	40%	42%	33%	41%	44%	40%	38%	43%	44%	36%
							i		g					
Not very closely	136	48	50	38	54	82	35	52	32	16	41	55	34	6
	15%	14%	16%	15%	12%	18%	32%	17%	11%	9%	20%	15%	16%	7%
					F	E	HIJ	Gij	Gh	Gh	N	n	n	Klm
Not at all closely	107	30	46	32	49	59	27	47	23	11	32	47	22	5
	12%	9%	15%	13%	11%	13%	25%	15%	8%	6%	16%	12%	10%	6%
		c	b				hIJ	gIJ	GH	GH	n			k
DK/ NA	8	1	3	4	4	4	2	4	1	2	2	3	2	1
	1%	0%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Very/somewhat (NETS)	648	262	209	177	343	305	47	206	243	152	132	273	153	82
	72%	77%	68%	71%	76%	68%	42%	67%	81%	84%	64%	72%	73%	86%
		c	b		F	E	HIJ	GIJ	GH	GH	lN	kN	N	KLM
Not very/ not at all (NETS)	243	77	97	70	103	141	63	99	55	27	73	102	56	12
	27%	23%	31%	28%	23%	31%	57%	32%	18%	15%	35%	27%	26%	12%
		c	b		F	E	HIJ	GIJ	GH	GH	lmN	kN	kN	KLM

C1. The United States will hold their next Presidential election on November 5. How closely have you been following this election? Have you been following it very, somewhat, not very, or not at all closely?

	Total	Employment (Q.D1)					Sector (Q.D2)		Children (Q.D4)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	Yes I	No J	<$60K K	$60-$120 L	$120K+ M
CC1													
Weighted Total:	900	504	148	76	31	136	263	608	265	631	212	263	267
Total:	900	503	151	75	31	136	267	605	264	633	211	263	267
Very closely	279	149	46	20	2	62	77	198	80	199	62	72	111
	31%	29%	31%	26%	6%	45%	29%	33%	30%	31%	29%	28%	42%
		EF	Ef	eF	BCdF	BcDE					M	M	KL
Somewhat closely	369	216	58	27	12	55	118	246	100	268	79	128	106
	41%	43%	39%	35%	38%	40%	45%	40%	38%	42%	37%	49%	40%
											L	Km	l
Not very closely	136	75	27	12	12	9	37	90	49	87	32	39	34
	15%	15%	18%	16%	39%	7%	14%	15%	18%	14%	15%	15%	13%
		Ef	EF	ef	BCdf	bCdE							
Not at all closely	107	62	17	16	5	8	28	70	33	74	39	22	14
	12%	12%	11%	21%	15%	6%	11%	12%	12%	12%	18%	8%	5%
		df	d	bcF		bD					LM	K	K
DK/ NA	8	2	2	1	1	3	4	5	4	4	1	1	2
	1%	0%	1%	1%	2%	2%	1%	1%	1%	1%	0%	0%	1%
		f				b							
Very/somewhat (NETS)	648	365	104	47	14	116	195	444	180	467	140	201	217
	72%	72%	70%	61%	44%	85%	74%	73%	68%	74%	66%	76%	81%
		dEF	EF	bF	BCF	BCDE					lM	k	K
Not very/ not at all (NETS)	243	137	43	28	17	17	65	160	82	161	71	61	48
	27%	27%	29%	37%	54%	13%	25%	26%	31%	25%	34%	23%	18%
		EF	EF	F	BCF	BCDE					lM	k	K

C1. The United States will hold their next Presidential election on November 5. How closely have you been following this election? Have you been following it very, somewhat, not very, or not at all closely?

	Total	Following (Q.C1)			Impact (Q.C2)		
		Very/ SW B	NV/ NAA C	DK/ NA D	Big/ Some E	Little/ No F	DK/ NA G
CC1							
Weighted Total:	900	648	243	8	746	103	51
Total:	900	647	244	9	747	101	52
Very closely	279	279	0	0	256	11	12
	31%	43%	0%	0%	34%	11%	23%
		C	B		F	Eg	f
Somewhat closely	369	369	0	0	321	38	10
	41%	57%	0%	0%	43%	37%	19%
		C	B		G	g	Ef
Not very closely	136	0	136	0	107	25	4
	15%	0%	56%	0%	14%	25%	8%
		C	B		F	Eg	f
Not at all closely	107	0	107	0	59	27	22
	12%	0%	44%	0%	8%	26%	42%
		C	B		FG	Eg	Ef
DK/ NA	8	0	0	8	4	1	4
	1%	0%	0%	100%	0%	1%	7%
					G	g	Ef
Very/somewhat (NETS)	648	648	0	0	577	49	22
	72%	100%	0%	0%	77%	48%	42%
		C	B		FG	E	E
Not very/ not at all (NETS)	243	0	243	0	165	52	26
	27%	0%	100%	0%	22%	51%	50%
		C	B		FG	E	E

C2. How much of an impact do you think the results of the US Presidential election could have on Alberta's economy? Do you think the results could have a big impact, some impact, little impact, or no impact on Alberta's economy?

	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)			
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N
CC2														
Weighted Total:	900	341	309	250	450	450	111	309	299	181	207	377	211	95
Total:	900	300	300	300	450	450	108	310	299	183	209	381	208	92
Big impact	390 43%	148 43%	133 43%	109 44%	209 47% f	180 40% e	27 25% HIJ	128 41% GI	158 53% GHj	77 42% Gi	87 42%	166 44%	84 40%	47 49%
Some impact	357 40%	136 40%	125 40%	96 38%	163 36% f	194 43% e	47 43%	124 40%	107 36%	78 43%	71 34% m	149 40%	94 45% k	40 42%
Little impact	86 10%	35 10%	27 9%	24 10%	44 10%	42 9%	29 27% HIJ	31 10% GJ	21 7% Gj	4 2% GHi	29 14% n	35 9%	17 8%	5 5% k
No impact	16 2%	6 2%	4 1%	6 3%	10 2%	6 1%	3 3% i	5 2%	1 0% gJ	7 4% I	6 3%	4 1%	4 2%	2 2%
DK/ NA	51 6%	16 5%	21 7%	15 6%	23 5%	28 6%	4 3%	20 7%	12 4% j	15 9% i	14 7% n	22 6%	11 5%	1 1% k
Big/some (NETS)	746 83%	284 83%	257 83%	205 82%	372 83%	374 83%	75 67% HIJ	252 82% Gi	265 89% Gh	155 85% G	158 76% lmN	315 84% k	178 84% k	87 92% K
Little/no (NETS)	103 11%	41 12%	31 10%	31 12%	54 12%	48 11%	33 29% HIJ	37 12% Gj	22 7% G	11 6% Gh	35 17% lmn	40 10% k	21 10% k	7 7% k

C2. How much of an impact do you think the results of the US Presidential election could have on Alberta's economy? Do you think the results could have a big impact, some impact, little impact, or no impact on Alberta's economy?

	Total	Employment (Q.D1)					Sector (Q.D2)		Children (Q.D4)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	Yes I	No J	<$60K K	$60-$120 L	$120K+ M
CC2													
Weighted Total:	900	504	148	76	31	136	263	608	265	631	212	263	267
Total:	900	503	151	75	31	136	267	605	264	633	211	263	267
Big impact	390	232	58	32	7	61	105	279	131	258	83	113	131
	43%	46%	39%	42%	21%	45%	40%	46%	49%	41%	39%	43%	49%
		E		e	Bdf	e			j	i	m		k
Some impact	357	195	55	27	16	61	118	230	93	263	84	113	105
	40%	39%	37%	35%	52%	44%	45%	38%	35%	42%	40%	43%	39%
Little impact	86	53	18	7	6	3	20	59	21	64	29	19	22
	10%	11%	12%	9%	18%	2%	8%	10%	8%	10%	14%	7%	8%
		F	F	f	F	BCdE					lm	k	k
No impact	16	4	4	3	1	4	5	9	5	11	5	6	1
	2%	1%	3%	4%	3%	3%	2%	2%	2%	2%	2%	2%	0%
		d		b									
DK/ NA	51	20	13	7	2	8	15	31	15	35	11	12	9
	6%	4%	9%	10%	6%	6%	6%	5%	6%	5%	5%	5%	3%
		cd	b	b									
Big/some (NETS)	746	427	114	58	23	122	223	509	224	521	167	226	236
	83%	85%	77%	77%	73%	89%	85%	84%	84%	83%	79%	86%	88%
		c	bF	f	f	Cde					lM	k	K
Little/no (NETS)	103	57	22	10	6	6	25	68	26	75	34	24	23
	11%	11%	15%	14%	21%	5%	9%	11%	10%	12%	16%	9%	9%
		f	F	f	F	bCdE					lm	k	k

C2. How much of an impact do you think the results of the US Presidential election could have on Alberta's economy? Do you think the results could have a big impact, some impact, little impact, or no impact on Alberta's economy?

	Total	Following (Q.C1)			Impact (Q.C2)		
		Very/ SW B	NV/ NAA C	DK/ NA D	Big/ Some E	Little/ No F	DK/ NA G
CC2							
Weighted Total:	900	648	243	8	746	103	51
Total:	900	647	244	9	747	101	52
Big impact	390	324	64	2	390	0	0
	43%	50%	26%	18%	52%	0%	0%
		C	B		FG	E	E
Some impact	357	253	102	2	357	0	0
	40%	39%	42%	24%	48%	0%	0%
					FG	E	E
Little impact	86	44	42	0	0	86	0
	10%	7%	17%	0%	0%	84%	0%
		C	B		F	EG	F
No impact	16	5	10	1	0	16	0
	2%	1%	4%	12%	0%	16%	0%
		C	B		F	EG	F
DK/ NA	51	22	26	4	0	0	51
	6%	3%	11%	45%	0%	0%	100%
		C	B		G	G	EF
Big/some (NETS)	746	577	165	4	746	0	0
	83%	89%	68%	43%	100%	0%	0%
		C	B		FG	E	E
Little/no (NETS)	103	49	52	1	0	103	0
	11%	8%	22%	12%	0%	100%	0%
		C	B		F	EG	F