



Alberta Auto Insurance Reform

***Fielded by Telephone April 24–May 3, 2026
n=805 live telephone interviews***

May 2026

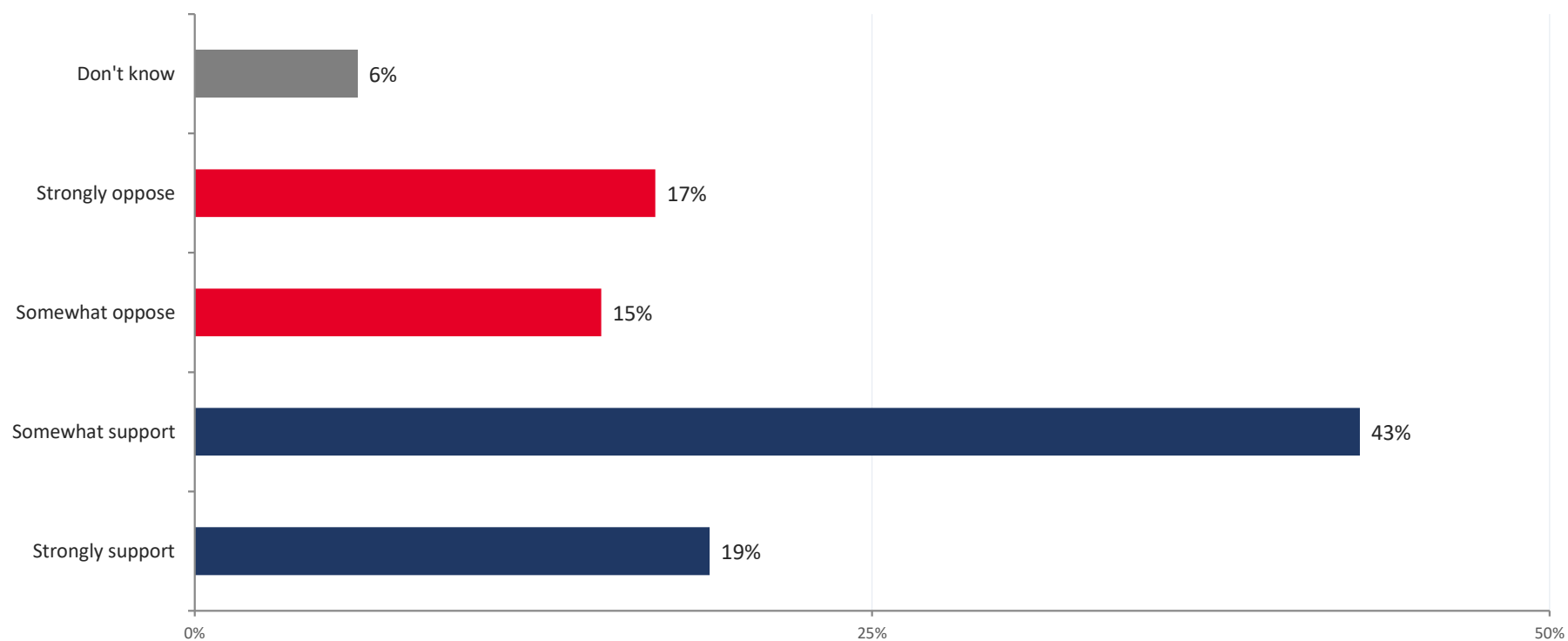
Alberta Car Insurance Attitudes

<i>Alberta</i>	<i>Sample n</i>	<i>Margin of error</i>
<i>Total</i>	<i>805</i>	<i>±3.5%</i>

Fielded April 24–May 3, 2026 by telephone.

Support for Care-First Auto Insurance Reforms

62% support the Care-First reforms (top-2 box); 32% oppose.

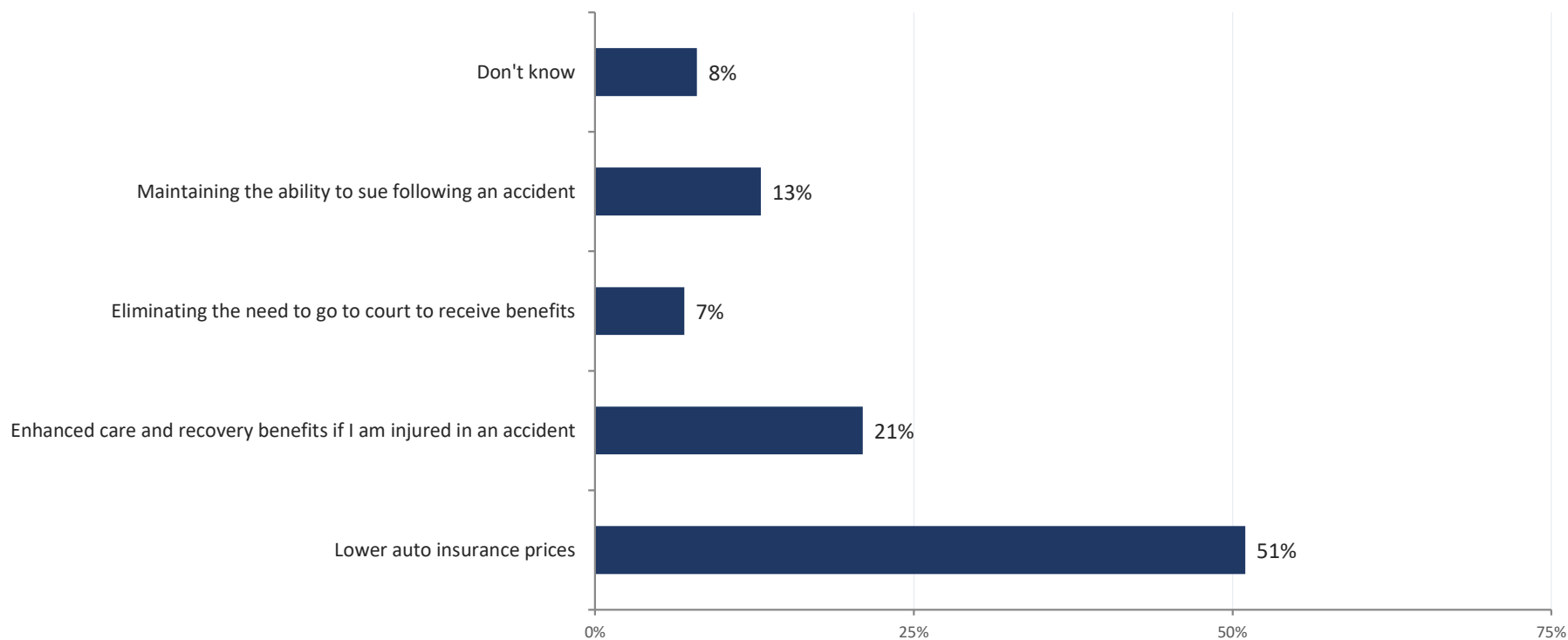


Do you support or oppose the government's Care-First auto insurance reforms?

Base: Alberta n=805

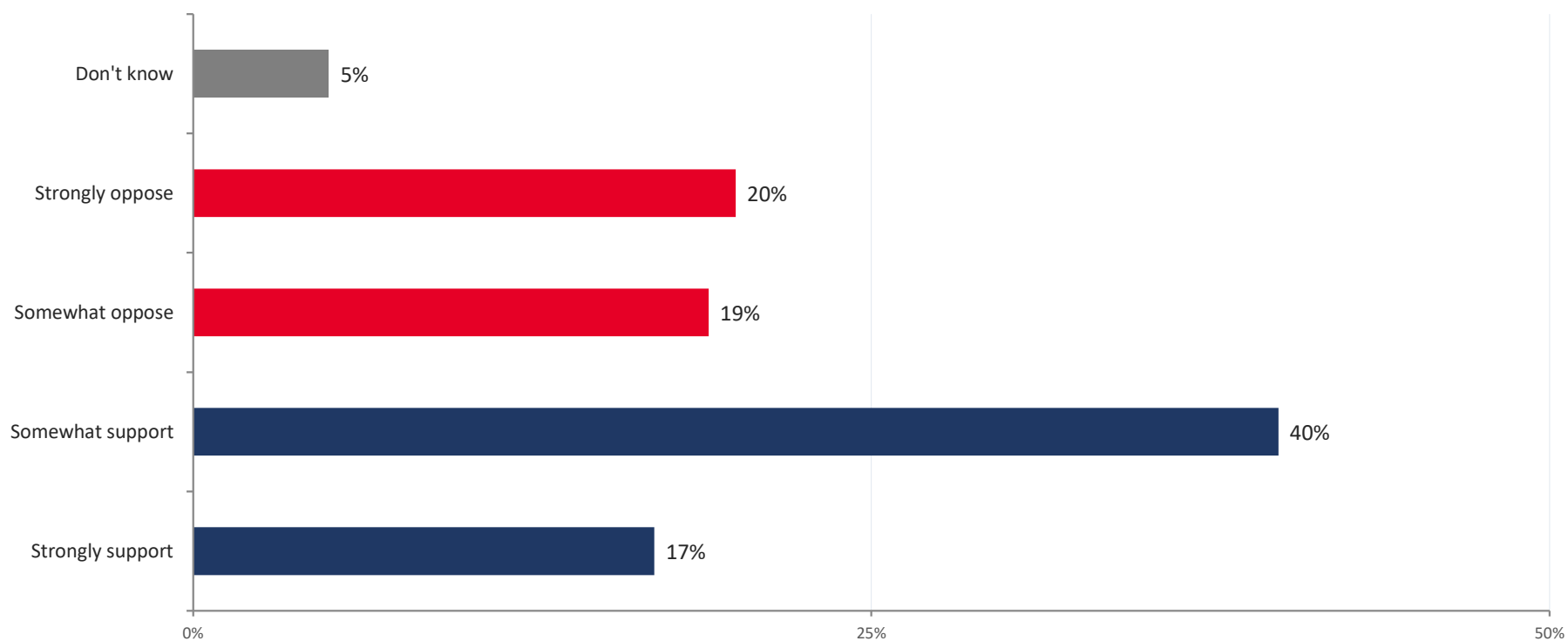
Most Important Feature of Care-First

Lower prices are the most important Care-First feature for 51% of Albertans, well ahead of any other feature.



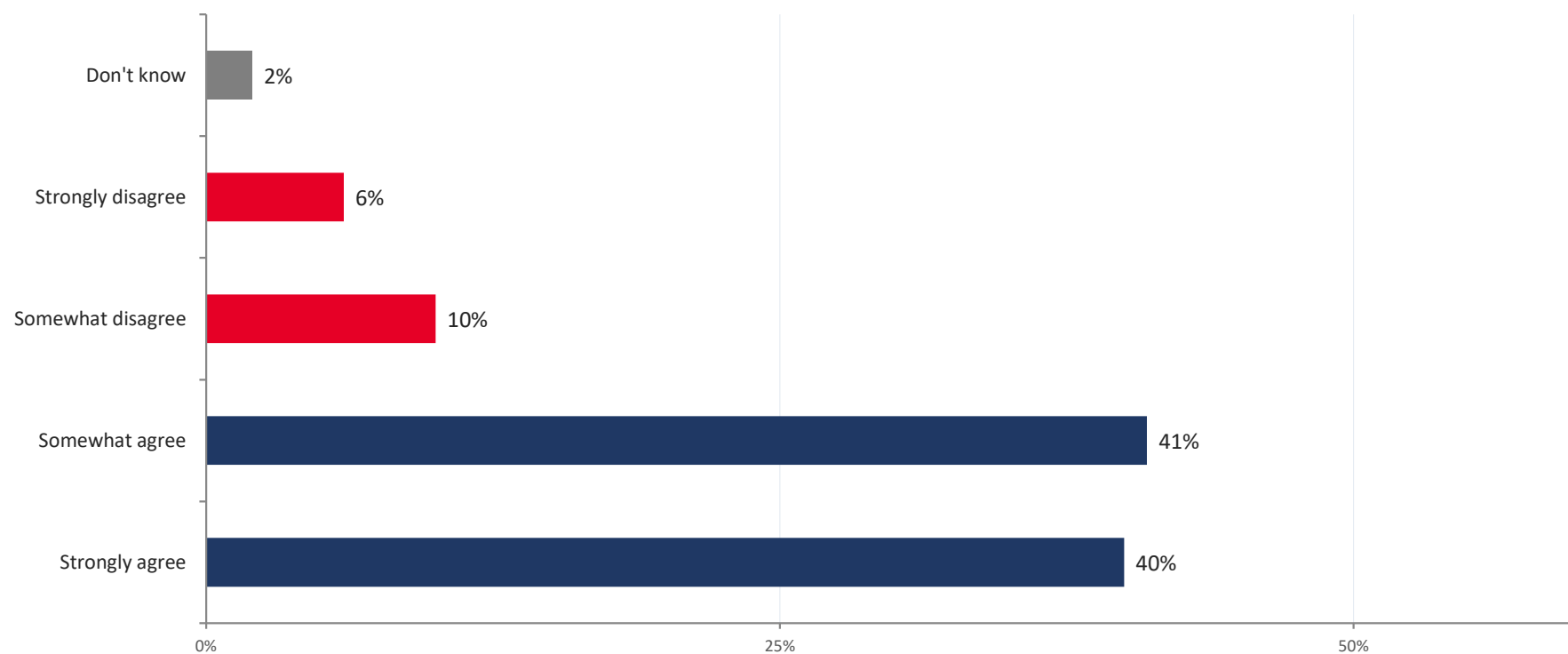
Trade-off: Reduced Right to Sue for \$300/year Savings

57% support reducing the ability to sue in exchange for an average \$300/year savings.



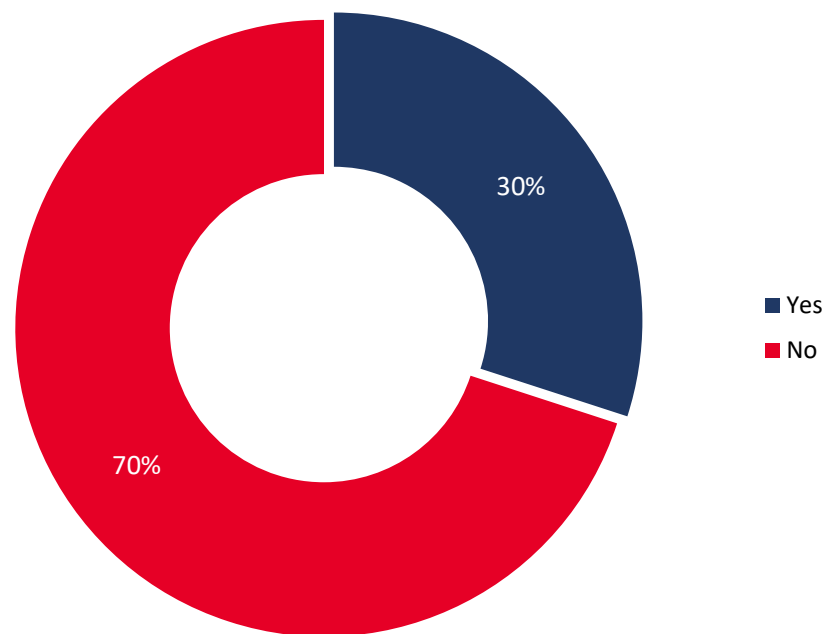
Should Government Attract More Insurance Companies?

81% support the government doing more to attract more insurance companies and competition to Alberta.



Awareness of the Care-First Reform

Awareness of the Care-First reform is low: only 30% of Albertans are aware.

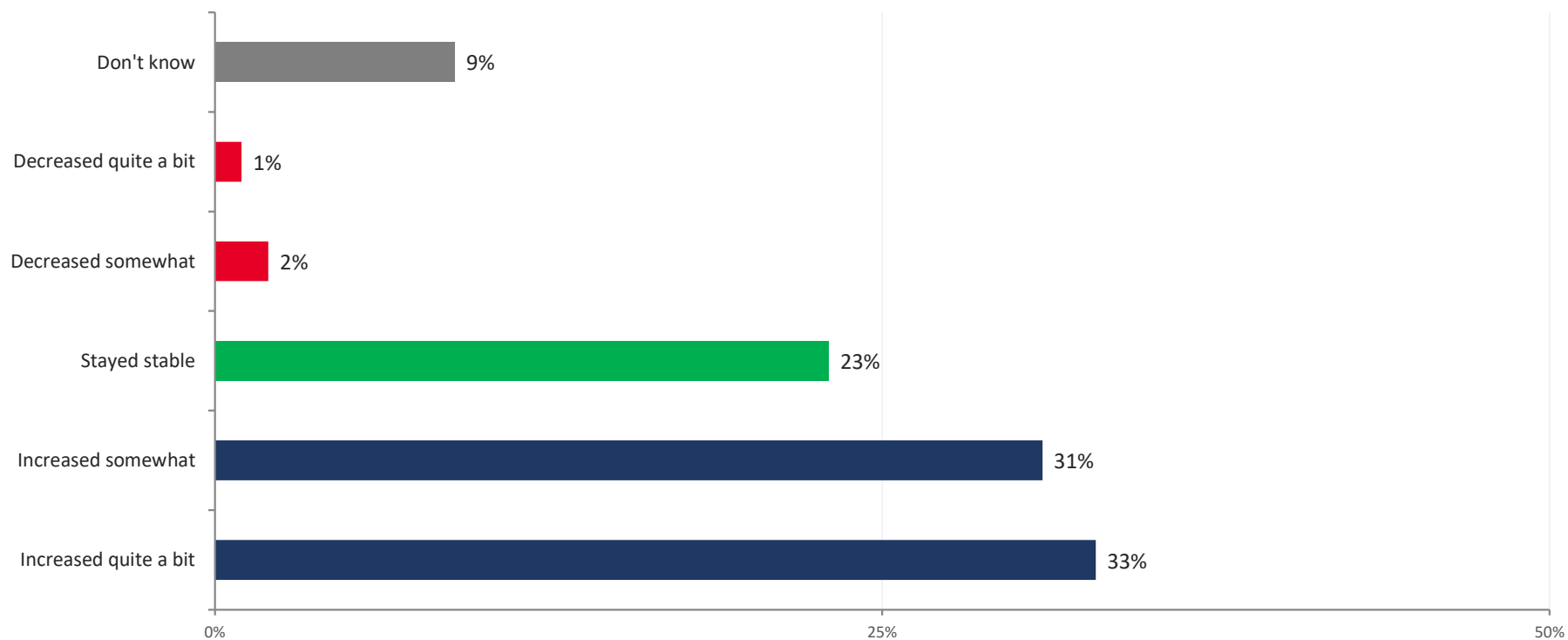


E1. Are you aware that changes to a Care-First auto insurance model are underway?

Base: Alberta n=805

Auto Insurance Rates Over the Past Two Years

64% of Albertans say their rates have increased over the past two years; 33% saying rates "increased quite a bit".

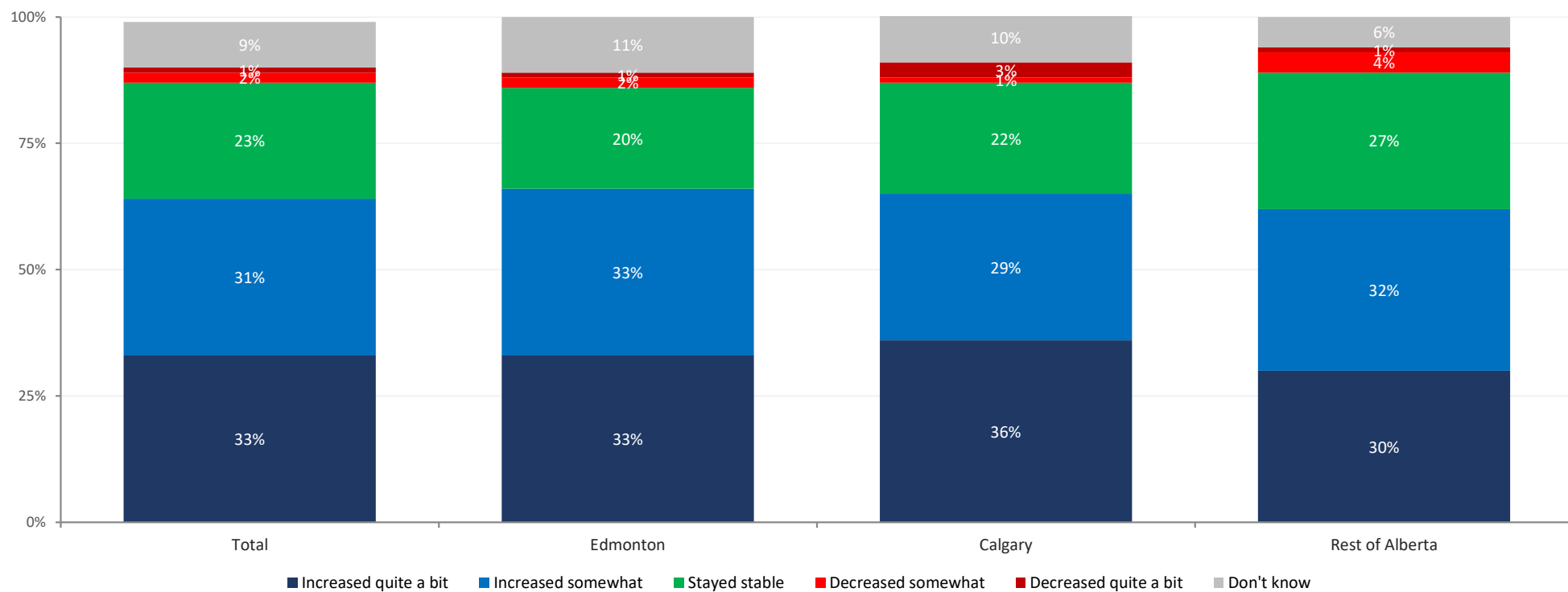


With respect to your auto insurance, would you say your rates over the past two years have...?

Base: Alberta n=805

Auto Insurance Rates: by Region

Rate increases are felt fairly evenly across regions of Alberta.



Your auto insurance rates over the past two years.

Base: Alberta n=805



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