

Alberta Federal Politics Federal Vote Intention

Alberta Public Opinion Study – October 2016

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Methodology

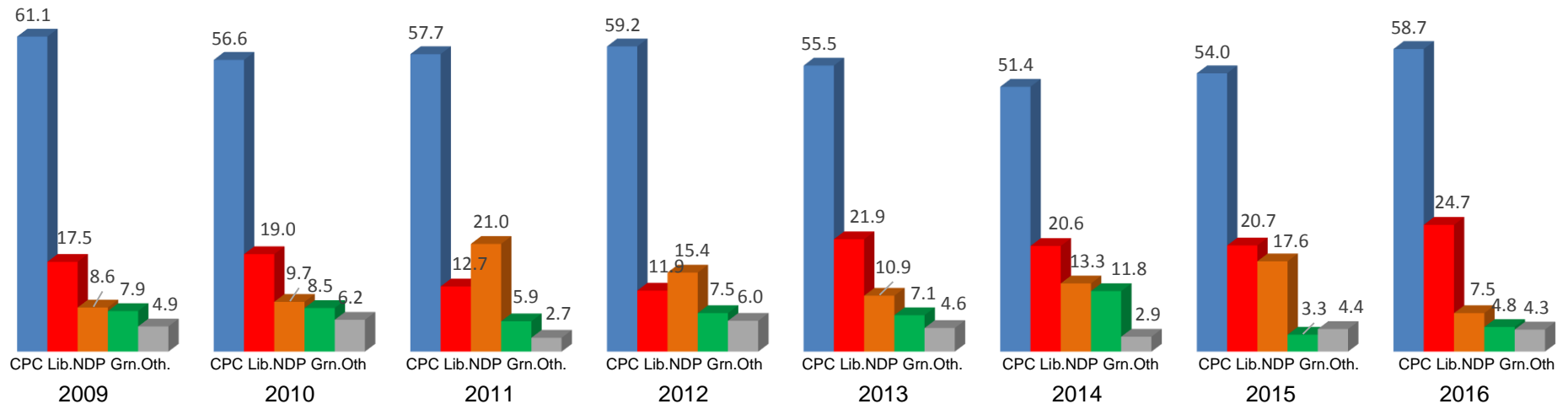
- **Population** The province of Alberta has a total population of 4,233,933 residents (Statistics Canada, July 1, 2016) approximately 78% of which are 18 years of age or older for an adult population of 3,302,467.
- **Sample** Data were collected by Lethbridge College students in the fall of 2016. Students interviewed 1,513 adult Alberta residents by telephone from October 1 to 8, 2016 under the supervision of principal investigator Faron Ellis, Research Chair, Citizen Society Research Lab. Landline telephone numbers were selected from a sample drawn from InfoGroup directories and supplemented with a selection of mobile numbers from CSRL lists. We sincerely thank all participants who took time out of their day to respond to our inquiries. Further results from this study and results from past studies can be accessed by visiting the CSRL web pages at: www.lethbridgecollege.ca/go/csrl
- **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the province of Alberta. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, region of province and age).
- **Confidence** The weighted sample yields a margin of error ± 2.5 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary ± 5.0 percentage points, Edmonton and immediate area ± 5.0 percentage points, North ± 5.2 percentage points, South ± 4.9 percentage points 19 times out of 20).
- **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre. We thank members of Lethbridge College's IT team for their support in helping maintain the IB Commons Call Center.
- **Sponsorship** These data are part of a larger study of the opinions and attitudes of Alberta residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular question was derived from student and faculty interest in the topics.

Alberta Federal Vote Intention

Federal Vote Intention – Decided Alberta Voters (2009-2016)

- One year after being removed from government, the federal Conservative Party of Canada continues to received majority support (58.7%) from decided Alberta voters. The federal Liberal party currently commands approximately one-quarter of decided voters support (24.7%), while the federal NDP has fallen to a distant third in the voter preference (7.5%). The Green Party commands support from slightly less than one in twenty Alberta voters (4.8%) while a further 4.3% of voters tell us they are planning on voting for some other party or candidate.
- Only 7.8% of all Alberta voters are currently undecided, while a handful (less than 2%) told us they would not vote in the next federal election. These later cases have been excluded from the analysis of decided voters.
- As the data below indicate, the federal Conservatives have enjoyed majority support from decided voters in of the past eight years. The Liberals and NDP combined have consistently garnered between one-quarter and one-third of the decided vote, with each of those parties' popular support in Alberta following the national trends of their respective parties. Hence, the New Democrats peaked during the 'Orange Crush' period of Jack Layton's leadership and the 2011 federal election. More recently, Prime Minister Trudeau has the Liberal party at its highest support levels in the past eight years.

Alberta Federal Vote Intention – Decided Voters (%)



Alberta Federal Vote Intention by Region – Decided Voters (2016) (%)

- The Conservatives lead in every region of the province and enjoy majority support from decided voters in every region except Edmonton.
- Federal vote is closely aligned with provincial partisanship with provincial Wildrose and PC votes leaning most heavily towards voting for the federal Conservatives, while NDP and Liberal provincial partisans are more likely to vote for the federal Liberal party.
- Few significant demographic differences are evident in any of the federal parties' patterns of support.

Federal Vote by Region (%)	Calgary	Edmonton	North	South	All Albertans
Conservative	62.9	47.0	66.3	59.3	58.7
Liberal	23.2	32.9	16.5	25.3	24.7
NDP	5.8	11.2	7.4	5.5	7.5
Green	4.1	4.3	5.2	5.8	4.8
Other parties/candidates	4.1	4.6	4.5	4.1	4.3

Alberta Federal Vote Intention – 2009 to 2016 (%)

Federal Vote Intention Decided Voters (%)	2009 (± 3.2)	2010 (± 3.4)	2011 (± 3.1)	2012 (± 3.3)	2013 (± 3.5)	2014 (± 4.7)	2015 (± 3.5)	2016 (± 2.7)
Conservative	61.1	56.6	57.7	59.2	55.5	51.4	54.0	58.7
Liberal	17.5	19.0	12.7	11.9	21.9	20.6	20.7	24.7
NDP	8.6	9.7	21.0	15.4	10.9	13.3	17.6	7.5
Green	7.9	8.5	5.9	7.5	7.1	11.8	3.3	4.8
Other parties	4.9	6.2	2.7	6.0	4.6	2.9	4.4	4.3

Federal Vote Intention All Voters (%)	2009 (± 2.9)	2010 (± 3.0)	2011 (± 2.9)	2012 (± 3.0)	2013 (± 3.1)	2014 (± 4.1)	2015 (± 3.1)	2016 (± 2.5)
Conservative	54.3	47.4	52.9	53.0	46.4	41.5	46.6	54.1
Liberal	15.5	15.9	11.6	10.7	18.3	16.7	17.9	22.8
NDP	7.6	8.1	19.2	13.8	9.1	10.8	15.2	6.9
Green	7.1	7.1	5.4	6.7	6.0	9.5	2.9	4.4
Other parties	4.3	5.2	2.4	5.4	3.9	2.4	3.8	4.0
Undecided	11.2	16.2	8.3	10.4	16.3	19.2	13.7	7.8

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Alberta Federal Vote Intention 2016 (decided voters) (%)

Gender	Male	Female	All Alberta
Conservative	60.5	57.0	58.7
Liberal	22.7	26.7	24.7
NDP	6.2	8.7	7.5
Green	5.4	4.1	4.8
Other parties/candidates	5.2	3.5	4.3

Household Income	Under \$60,000	\$60-\$120,000	Over \$120,000
Conservative	56.2	60.8	57.8
Liberal	23.3	24.4	29.4
NDP	9.6	6.5	7.1
Green	7.5	4.5	3.0
Other parties/candidates	3.4	3.8	2.7

Education	High School or less	Some Post-Secondary	College-Tech-Trade	University Grad
Conservative	62.4	59.9	63.5	51.8
Liberal	15.5	27.5	19.0	33.4
NDP	7.8	7.4	6.8	8.1
Green	4.5	3.3	6.3	4.3
Other parties/candidates	9.8	1.9	4.5	2.5

Age*	18-29	30-44	45-64	65 and older
Conservative	56.1	55.6	59.5	63.4
Liberal	23.3	29.5	22.1	24.8
NDP	6.6	8.7	8.7	5.4
Green	8.5	3.1	4.8	3.0
Other parties/candidates	5.6	3.1	5.0	3.4

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Conservative	63.9	58.9	57.4
Liberal	24.4	26.9	23.7
NDP	5.6	5.9	8.3
Green	3.1	4.0	5.9
Other parties/candidates	3.1	4.3	4.7

Federal Vote by Provincial Vote*	NDP	Wildrose	PC	Liberal	Alberta Party
Conservative	10.3	75.4	89.2	10.7	40.0
Liberal	56.5	6.6	6.4	78.7	28.9
NDP	26.5	4.5	1.2	5.7	6.7
Green	4.7	6.3	0.8	4.1	20.0
Other parties/candidates	2.0	7.2	2.4	0.8	4.4

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	25.2	Male	49.9	Under \$60,000	35.1	H-School/less	18.2	18-29	22.1
Edmonton	25.1	Female	50.1	\$60-\$120,000	39.3	Some P-Sec.	20.0	30-44	22.5
North	23.2			Over \$120,000	25.6	Col-Tech-Grad	30.2	45-64	33.1
South	26.5					University Grad	31.6	65 or older	22.3

Mean age = 48 years old

Religious Participation (%)	
2-3/month-more	25.2
Several/year	20.6
Rarely-never	54.2

Note: Due to rounding, proportions may not total exactly 100

Question

If a federal election was held today, for which of the following parties would you be most likely to vote?

- Conservative
- Liberal
- NDP
- Green
- Some other party
- Undecided (unprompted)
- Would not vote (unprompted)