

## Alberta Federal Politics: Vote Intention

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Alberta Public Opinion Study – October 2017

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## Methodology

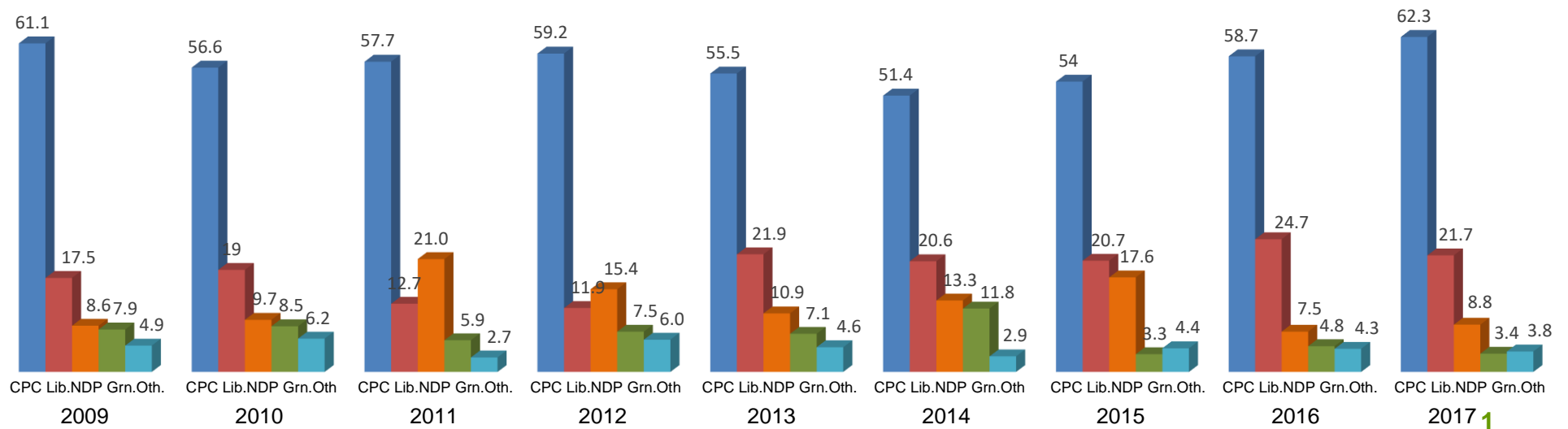
- **Population** The province of Alberta has a total population of 4,286,134 residents (Alberta Economic Dashboard) approximately 78% of which are 18 years of age or older for an adult population of 3,343,200.
- **Sample** Data were collected by Lethbridge College students in the fall of 2017. Students interviewed 1,481 adult Alberta residents by telephone from September 30 to October 5, 2017 under the supervision of principal investigator Dr. 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](http://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 and age).
- **Confidence** The weighted sample yields a margin of error  $\pm 2.55$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 4.9$  percentage points, Edmonton  $\pm 5.1$  percentage points, North  $\pm 5.2$  percentage points, South  $\pm 4.9$  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 ITS and AV teams 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 question was derived from student and faculty interest in the topic.

## Alberta Federal Politics: Vote Intention

### Decided Alberta Voters (2009-2017)

- Two years after being removed from government, and more recently having elected new leader Andrew Sheer, the Conservative Party of Canada continues to receive majority support (62.3%) from decided Alberta voters. The federal Liberal party currently commands just over one-fifth of decided voters support (21.7%), while the NDP remains a distant third in voter preferences (8.8%). The Green Party commands support from less than one in twenty Alberta voters (3.4%) while a further 3.8% of voters tell us they are planning on voting for some other party or candidate.
- Approximately one in ten Alberta voters (9.9%) are currently undecided, while a handful (2.4%) told us they would not vote in the next federal election. These later cases have been excluded from the analysis.
- As the data below indicate, the federal Conservatives have enjoyed majority support from decided voters in each of the past nine 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 around the time of the 2011 federal election. More recently, prime minister Trudeau has moved the Liberal party back into its traditional second-place standing in Alberta voter preferences.

Alberta Federal Vote Intention – Decided Voters (%)



### Alberta Federal Vote Intention by Region (2017 decided voters) (%)

- The Conservatives lead in every region of the province and enjoy majority support from decided voters in every region except Edmonton, where they still lead the Liberals by a wide margin with slightly less than a majority of decided voter support.
- Federal vote is closely aligned with provincial partisanship with provincial UCP voters 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 substantial demographic differences are evident in any of the federal parties' patterns of support, with the Conservatives commanding substantial majority support from all demographic groups.

Decided Vote by Region (%)	Calgary	Edmonton	North	South	All Albertans
Conservative	64.4	49.2	69.8	65.5	62.3
Liberal	23.2	27.3	17.7	18.6	21.7
NDP	6.8	15.9	6.9	6.2	8.8
Green	2.1	2.9	3.6	5.0	3.4
Other parties/candidates	3.5	4.8	2.0	4.7	3.8

### Alberta Federal Vote Intention – 2009 to 2017 (%)

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)	2017 (± 2.7)
Conservative	61.1	56.6	57.7	59.2	55.5	51.4	54.0	58.7	62.3
Liberal	17.5	19.0	12.7	11.9	21.9	20.6	20.7	24.7	21.7
NDP	8.6	9.7	21.0	15.4	10.9	13.3	17.6	7.5	8.8
Green	7.9	8.5	5.9	7.5	7.1	11.8	3.3	4.8	3.4
Other parties	4.9	6.2	2.7	6.0	4.6	2.9	4.4	4.3	3.8

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)	2017 (± 2.6)
Conservative	54.3	47.4	52.9	53.0	46.4	41.5	46.6	54.1	56.1
Liberal	15.5	15.9	11.6	10.7	18.3	16.7	17.9	22.8	19.6
NDP	7.6	8.1	19.2	13.8	9.1	10.8	15.2	6.9	8.0
Green	7.1	7.1	5.4	6.7	6.0	9.5	2.9	4.4	3.0
Other parties	4.3	5.2	2.4	5.4	3.9	2.4	3.8	4.0	3.4
Undecided	11.2	16.2	8.3	10.4	16.3	19.2	13.7	7.8	9.9

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

Alberta Federal Vote Intention by Demographic Group (2017 decided voters) (%)

Gender	Male	Female	All Alberta
Conservative	64.2	60.4	62.3
Liberal	19.1	24.7	21.7
NDP	8.4	9.5	8.8
Green	3.6	2.7	3.4
Other parties/candidates	4.8	2.7	3.8

Household Income*	Under \$60,000	\$60-\$120,000	Over \$120,000
Conservative	56.1	62.4	67.4
Liberal	23.5	20.3	25.7
NDP	10.5	9.7	5.0
Green	5.4	3.1	1.5
Other parties/candidates	4.6	4.5	0.4

Education*	High School or less	Some Post-Secondary	College-Tech-Trade	University Grad
Conservative	69.3	62.9	65.5	55.2
Liberal	17.6	21.3	17.5	27.7
NDP	5.3	7.0	9.4	12.2
Green	2.9	5.1	3.5	2.3
Other parties/candidates	4.9	3.7	4.0	2.5

Age*	18-29	30-44	45-64	65 and older
Conservative	59.7	54.7	64.9	68.9
Liberal	21.4	24.6	21.6	19.4
NDP	6.8	13.3	8.7	6.6
Green	8.1	2.8	2.0	1.4
Other parties/candidates	4.1	4.6	2.7	3.8

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	69.2	63.3	58.9
Liberal	18.6	18.1	23.8
NDP	7.5	12.2	8.3
Green	0.9	2.5	5.1
Other parties/candidates	3.9	3.8	3.9

Federal Vote by Provincial Vote*	NDP	UCP	Liberal	Alberta Party	Others
Conservative	13.3	93.0	16.8	52.8	31.5
Liberal	47.6	3.7	69.7	19.4	6.8
NDP	36.0	1.1	7.1	6.9	6.8
Green	3.1	0.9	4.5	15.3	13.7
Other parties/candidates	0.0	1.3	1.9	5.6	41.1

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

## Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	26.2	Male	49.8	Under \$60,000	37.5	H-School/less	19.8	18-29	22.9
Edmonton	24.1	Female	49.5	\$60-\$120,000	39.1	Some P-Sec.	21.1	30-44	23.2
North	23.4	Other	0.7	Over \$120,000	23.5	Col-Tech-Grad	28.8	45-64	31.0
South	26.4					University Grad	30.3	65 or older	22.9

Mean age = 48 years old

### Religious Participation

2-3/month-more	26.1
Several/year	19.4
Rarely-never	54.5

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 or candidate
- undecided (unprompted)
- would not vote (unprompted)