



## Alberta Federal Vote Intention

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Alberta Public Opinion Study – Fall 2012

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## Methodology

-  **Population** The province of Alberta has a total population of 3,873,700 residents (Statistics Canada, July 1, 2012) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,982,750.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2012. Students interviewed 1,067 adult Alberta residents by telephone from September 29 to 30, 2012 under the supervision of Canadian Studies faculty members Faron Ellis PhD and Marda Schindeler MA. Telephone numbers were selected from a sample drawn from InfoGroup directories. 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 of  $\pm 3.0$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 5.4$  percentage points, Edmonton and immediate area  $\pm 5.5$  percentage points, North  $\pm 6.9$  percentage points, South  $\pm 6.7$  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 and applications originally developed by the Open Source Learning Lab (OSLL). We thank James Manis PhD and OSLL for their efforts in working with us to establish the IB Commons Call Centre.
-  **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 set of questions resulted from the ongoing research interests of Lethbridge College faculty and students.

## Federal Vote Intention (%)

- The governing Conservative Party of Canada (CPC) commands support from nearly three of every five decided Alberta voters (59.2%), four times more support than its nearest competitor, the NDP (15.4%), and nearly five times more support than the federal Liberals (11.9%). The Green party commands 7.5% support while 6.0% of voters stated they would vote for some other party or candidate.
- The Conservatives have commanding leads in every region of the province with the NDP holding down second spot in all regions except Calgary where they are the third most preferred choice. The Green party places third in the south outside of Calgary, in front of the moribund Alberta Liberals, but the Greens remain a distant fourth in the rest of the province.

Federal Vote Intention (%)	2009 All Voters n=1115 (± 2.9)	2010 All Voters n=1067 (± 3.0)	2011 All Voters n=1114 (± 2.9%)	2012 All Voters n=1067 (± 3.0%)	2009 Decided Voters n=957 (± 3.2)	2010 Decided Voters n=824 (± 3.4)	2011 Decided Voters n=1022 (± 3.1%)	2012 Decided Voters n=864 (± 3.3%)
Conservative	54.3	47.4	52.9	53.0	61.1	56.6	57.7	59.2
NDP	7.6	8.1	19.2	13.8	8.6	9.7	21.0	15.4
Liberal	15.5	15.9	11.6	10.7	17.5	19.0	12.7	11.9
Green	7.1	7.1	5.4	6.7	7.9	8.5	5.9	7.5
Other parties	4.3	5.2	2.4	5.4	4.9	6.2	2.7	6.0
Undecided	11.2	16.2	8.3	10.4	—	—	—	—

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

- Conservative support is widespread (they lead in every demographic category), deep in their traditional areas of strength (fortress Calgary), and within their traditional demographic groups (the wealthy, older voters, and the religious).
- The Conservatives have a gender gap in their support with men (63.5%) more supportive than are women (54.7%). Conservative support increases with age.
- The NDP has a slight gender gap in its support with women (18%) more supportive than men (12.8%). NDP support decreases with age, garnering slightly more than one-quarter of the youth vote (25.9%) but dropping to only 10.5% support amongst older voters.

## Alberta Federal Vote Intention 2012 (decided voters) (%)

Region*	Calgary	Edmonton	North	South	All Residents
Conservative	67.0	52.8	60.4	54.7	59.2
NDP	9.7	23.4	14.5	14.5	15.4
Liberal	12.5	14.5	11.3	7.8	11.9
Green	7.2	4.0	8.8	11.2	7.5
Other parties/candidates	3.6	5.2	5.0	11.7	6.0

Gender*	Male	Female
Conservative	63.5	54.7
NDP	12.8	18.0
Liberal	11.7	12.2
Green	5.6	9.6
Other parties/candidates	6.5	5.5

Household Income*	Under \$60,000	\$60-\$120,000	Over \$120,000
Conservative	55.7	57.3	64.4
NDP	19.9	14.6	13.9
Liberal	10.2	12.8	12.8
Green	8.1	8.8	5.6
Other parties/candidates	6.1	6.4	3.3

Education	High School or less	Some Post-Secondary	College-Tech-Trade	University Grad
Conservative	55.3	58.0	65.0	57.5
NDP	10.1	22.5	14.5	15.8
Liberal	15.1	5.3	8.4	15.8
Green	9.5	8.3	6.5	7.0
Other parties/candidates	10.1	5.9	5.6	3.9

Age*	18-29	30-44	45-64	65 and older
Conservative	43.5	49.8	68.0	73.3
NDP	25.9	15.0	11.3	10.5
Liberal	11.9	17.9	9.3	9.9
Green	10.9	11.1	5.2	2.9
Other parties/candidates	7.8	6.3	6.2	3.5

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	64.4	67.5	54.8
NDP	12.0	9.4	17.1
Liberal	9.9	11.5	13.5
Green	6.3	7.3	7.9
Other parties/candidates	7.3	4.2	6.6

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

## Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	32.8	Male	49.8	Under \$60,000	34.3	H-School/less	21.7	18-29	21.3
Edmonton	29.7	Female	50.2	\$60-\$120,000	42.2	Some P-Sec.	20.4	30-44	26.5
North	18.3			Over \$120,000	23.5	Col-Tech-Grad	24.4	45-64	32.2
South	19.3					University Grad	33.5	65 or older	20.0
									Mean age = 48.2 years old

Religious Participation (%)		Provincial Vote (%)		Federal Vote (%)	
2-3/month-more	24.5	PC	42.7	Conservative	56.1
Several/year	25.1	Wildrose	22.8	NDP	14.5
Rarely-never	50.4	NDP	13.4	Liberal	11.3
		Liberal	10.6	Green	7.1
		Undecided	10.5	Undecided	11.0

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)