

Alberta Politics Federal Vote Intention

Alberta Public Opinion Study – October 2018

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Methodology

Population: The province of Alberta has a total population of 4,334,025 residents (Statistics Canada, 2018) approximately 78% of which are 18 years of age or older for an adult population of 3,380,540.

Sample: Data were collected by Lethbridge College students in the fall of 2018. Students interviewed 1,364 adult Alberta residents by telephone from September 29 to October 4, 2018 under the supervision of principal investigator Dr. Faron Ellis, Research Chair, Citizen Society Research Lab. Landline/hybrid 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

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, area of province and age).

Confidence: The weighted sample yields a margin of error ± 2.65 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary ± 5.1 percentage points, Edmonton and immediate area ± 5.1 percentage points, North ± 5.6 percentage points, South ± 5.6 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. These questions were derived from student and faculty interest in the topics.

Alberta Federal Politics: Vote Intention

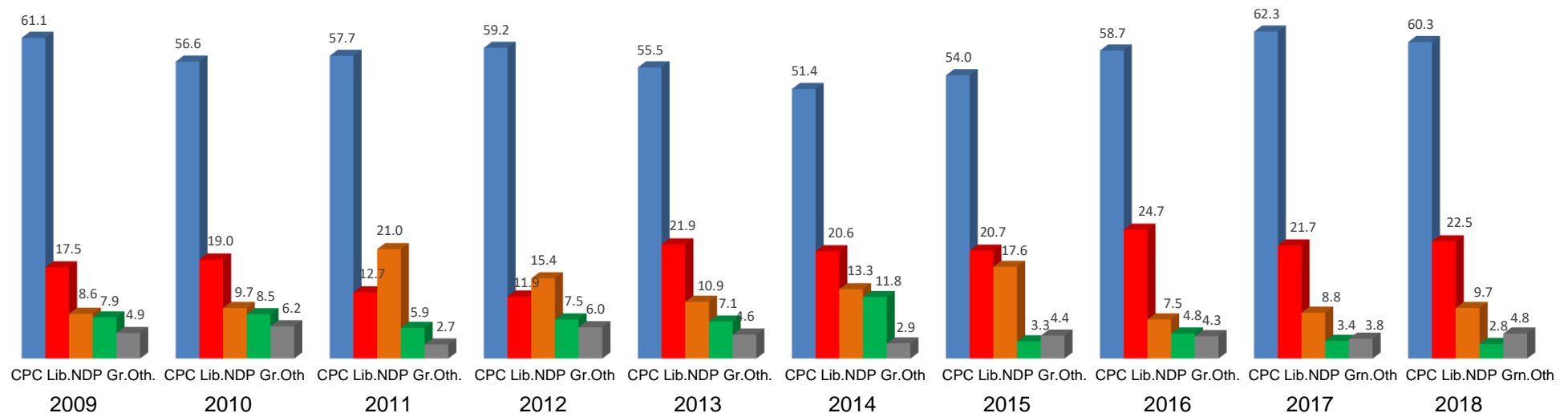
Decided Alberta Voters (2009-2018)

Approximately one year prior to the next federal election, the Conservative Party of Canada continues to receive majority support (60.3%) from decided Alberta voters. The federal Liberal party currently commands just over one-fifth of decided voter support (22.5%), while the NDP remains a distant third in voter preferences (9.7%). The Green Party commands support from less than one in thirty-five Alberta voters (2.8%) while a further 4.8% of voters told us they are planning on voting for some other party or candidate.

Approximately one in ten Alberta voters (10.6%) are currently undecided, and a handful 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 ten 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 (2018 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, commanding slightly less than a majority of decided voter support.

Federal vote is closely aligned with provincial partisanship. Provincial UCP voters are 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 garnering majority or substantial plurality support in all demographic categories.

Decided Vote by Region* (2018) (%)	Calgary	Edmonton	North	South	All Albertans
Conservative	59.1	47.4	70.8	65.8	60.3
Liberal	24.0	32.7	11.9	19.5	22.5
NDP	8.9	11.4	9.2	9.2	9.7
Green	3.4	3.9	1.2	2.2	2.8
Other parties/candidates	4.6	4.6	6.9	3.3	4.8

Alberta Federal Vote Intention – 2009 to 2018 (%)

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)	2018 (± 2.7)
Conservative	61.1	56.6	57.7	59.2	55.5	51.4	54.0	58.7	62.3	60.3
Liberal	17.5	19.0	12.7	11.9	21.9	20.6	20.7	24.7	21.7	22.5
NDP	8.6	9.7	21.0	15.4	10.9	13.3	17.6	7.5	8.8	9.7
Green	7.9	8.5	5.9	7.5	7.1	11.8	3.3	4.8	3.4	2.8
Other parties	4.9	6.2	2.7	6.0	4.6	2.9	4.4	4.3	3.8	4.8

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)	2018 (± 2.6)
Conservative	54.3	47.4	52.9	53.0	46.4	41.5	46.6	54.1	56.1	53.9
Liberal	15.5	15.9	11.6	10.7	18.3	16.7	17.9	22.8	19.6	20.1
NDP	7.6	8.1	19.2	13.8	9.1	10.8	15.2	6.9	8.0	8.7
Green	7.1	7.1	5.4	6.7	6.0	9.5	2.9	4.4	3.0	2.5
Other parties	4.3	5.2	2.4	5.4	3.9	2.4	3.8	4.0	3.4	4.3
Undecided	11.2	16.2	8.3	10.4	16.3	19.2	13.7	7.8	9.9	10.6

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

Alberta Federal Vote Intention by Demographic Group (2018 decided voters) (%) Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Gender	Male	Female	All Alberta
Conservative	60.6	60.3	60.3
Liberal	24.4	20.3	22.5
NDP	9.3	10.0	9.7
Green	1.9	3.6	2.8
Other parties/candidates	3.9	5.8	4.8

Household Income*	Under \$60,000	\$60-\$120,000	Over \$120,000
Conservative	52.2	68.8	63.0
Liberal	28.1	17.4	21.4
NDP	9.8	8.8	10.3
Green	4.4	2.6	0.4
Other parties/candidates	5.5	2.4	4.9

Education*	High School or less	Some Post-Secondary	College-Tech-Trade	University Grad
Conservative	64.0	63.3	68.2	50.7
Liberal	21.2	19.9	14.5	31.1
NDP	5.5	8.1	9.9	12.7
Green	2.5	2.7	3.2	2.2
Other parties/candidates	6.8	5.9	4.2	3.2

Age*	18-29	30-44	45-64	65 and older
Conservative	47.2	58.9	66.2	67.8
Liberal	29.5	22.2	19.4	19.4
NDP	13.2	11.6	7.0	7.3
Green	3.8	3.6	2.0	2.2
Other parties/candidates	6.3	3.6	5.4	3.3

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Conservative	58.9	59.1	63.2
Liberal	24.6	26.3	19.6
NDP	9.7	8.6	9.0
Green	2.0	2.6	3.9
Other parties/candidates	4.9	3.4	4.3

Federal Vote by Provincial Vote*	UCP	NDP	Liberal	Alberta Party	Others
Conservative	94.0	18.1	18.3	51.7	36.5
Liberal	4.4	42.7	72.5	16.9	9.5
NDP	0.5	35.4	6.1	7.9	1.4
Green	0.2	3.1	2.3	7.9	13.5
Other parties/candidates	0.9	0.8	0.8	15.7	39.2

Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	27.6	Male	49.8	Under \$60,000	39.0	H-School/less	20.8	18-29	24.7
Edmonton	27.2	Female	49.5	\$60-\$120,000	35.7	Some P-Sec.	19.2	30-44	23.3
North	22.4	Other	0.7	Over \$120,000	25.3	Col-Tech-Grad	25.2	45-64	26.5
South	22.8					University Grad	34.8	65 or older	25.5

Mean age = 48.7 years old

Religious Participation

2-3/month-more	33.4
Several/year	21.9
Rarely-never	44.8

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?

- Liberal
- Conservative
- NDP
- Green
- Some other party or candidate
- Undecided (unprompted)