

# Alberta Politics Provincial Vote Intention

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Alberta Public Opinion Study – February 2019

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Dr. Faron Ellis, Research Chair

[faron.ellis@lethbridgecollege.ca](mailto:faron.ellis@lethbridgecollege.ca)

[www.lethbridgecollege.ca](http://www.lethbridgecollege.ca)

3000 College Drive, South  
Lethbridge, Alberta T1K 1L6



## 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 winter of 2019. Students interviewed 1,055 adult Alberta residents by telephone from February 2 to 5, 2019 under the supervision of principal investigator Dr. Faron Ellis, Research Chair, Citizen Society Research Lab. Landline, hybrid and mobile telephone numbers were selected from a sample drawn from InfoGroup directories and supplemented by 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](http://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  $\pm 3.0$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 5.6$  percentage points, Edmonton and immediate area  $\pm 5.8$  percentage points, North  $\pm 6.3$  percentage points, South  $\pm 6.3$  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 Provincial Vote Intention

Only weeks prior to the next Alberta provincial election, the governing NDP commands slightly less than one-quarter of decided Albertans' vote preferences (23.2%), similar to where they stood last fall, but up from less than one in five in 2017 (19.3%) and 2016 (19.7%). The governing party maintains relatively strong support in the Edmonton region (39.2%) where it is in a statistical tie with the United Conservative Party (41.0%). However, it is running a distant second in all other areas of the province; northern Alberta (19.8%), Calgary (20.2%), and in the rest of southern Alberta (13.0%).

The United Conservative Party garners a clear majority of decided Albertans' voting preferences (57.8%), its greatest support levels we have measured since the party was founded in 2018. The UCP holds substantial leads in every region of the province except Edmonton (41.0%), where they still lead but the NDP is close on their heels. The UCP commands majority support in all other regions of the province; Calgary (61.8%), southern Alberta excluding Calgary (64.2%) and northern Alberta outside the metro-Edmonton region (64.4%).

The provincial Liberals (5.1%) are currently receiving support similar to the levels they received in the 2015 election (4.2%).

The Alberta party sits at 7.0% of decided voter support while the Freedom Conservative Party is currently supported by 2.8% of decided voters. Slightly more than one in twenty-five voters (4.1%) told us they plan on voting for another provincial political party.

### Provincial Vote Intention by Region (decided voters) (%)

2019	Calgary	Edmonton	North	South	All Residents
United Conservative Party	61.8	41.0	64.4	64.2	57.8
NDP	20.2	39.2	19.8	13.0	23.2
Liberal	3.7	3.2	3.5	10.9	5.1
Alberta Party	7.1	10.6	6.9	3.1	7.0
Freedom Conservative Party	2.6	2.3	2.5	3.6	2.8
Other party/candidate	4.5	3.7	3.0	5.2	4.1

  

2018	Calgary	Edmonton	North	South	All Residents
United Conservative Party	51.8	36.9	54.1	52.2	48.6
NDP	22.9	37.6	21.5	15.9	24.8
Liberal	10.4	12.1	7.9	15.2	11.3
Alberta Party	7.7	6.2	9.7	10.5	8.4
Other party/candidate	7.1	7.2	6.8	6.2	6.8

  

2017	Calgary	Edmonton	North	South	All Residents
United Conservative Party	60.7	42.8	61.9	57.4	55.8
NDP	18.0	29.4	15.9	14.2	19.3
Liberal	10.4	16.0	10.3	14.8	12.8
Alberta Party	4.9	5.1	5.6	7.4	5.8
Other party/candidate	6.1	6.7	6.3	6.2	6.3

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

## Alberta Provincial Vote Intention (2009-2019) (%)

With a general election mere weeks away, although much can change during a four-week election campaign, for now the UCP continues to ride a wave of popularity that would see it replace the NDP with a majority government.

- United Conservative Party support is broad and relatively deep with the party leading the NDP among decided voters in all demographic groups in the province.
- Women (54.4%) are almost as likely as are men (60.6%) to be planning on voting UCP.
- Middle-income (60.5%) and upper-income (60.2%) Albertans are more likely to support the UCP than are lower-income Albertans (52.6%).
- Young Albertans (60.4%) are just as likely to be planning on voting UCP as are other age groups, including seniors who, while still much more likely to vote UCP than for any other party (50.9%), are less supportive of the UCP than are other age groups.
- The NDP finds its greatest support levels among university grads (37.5%), seniors (35.5%) and non-religious voters (28.3%).

Decided Voters (%)	2009 (± 3.2)	2010 (± 3.5)	2011 (± 3.1)	2012 (± 3.3)	2013 (± 3.6)	2014 (± 4.7)	2015 (± 3.5)	2016 (± 2.7)		2017 (± 2.8)	2018 (± 2.8)	2019 (± 3.3)
PC	38.4	36.1	47.7	44.6	36.1	32.6	28.7	38.4	UCP	55.8	48.6	57.8
Wildrose	21.5	24.0	16.1	23.9	29.4	30.8	26.3	25.7	NDP	19.3	24.8	23.2
NDP	10.7	10.8	16.3	14.0	12.2	16.8	31.1	19.7	Liberal	12.8	11.3	5.1
Liberal	20.8	20.7	13.4	11.1	15.7	12.8	9.0	9.4	AB Party	5.8	8.4	7.0
Alberta Party	—	—	—	—	—	—	3.0	3.5	Free. Con.	—	—	2.8
Other parties	8.5	8.4	3.4	3.4	5.6	7.0	2.0	3.3	Other Parties	6.3	6.8	4.1

All Voters (%)	2009 (± 2.9)	2010 (± 3.0)	2011 (± 2.9)	2012 (± 3.0)	2013 (± 3.1)	2014 (± 4.1)	2015 (± 3.2)	2016 (± 2.5)		2017 (± 2.6)	2018 (± 2.6)	2019 (± 3.0)
PC	32.9	29.6	42.0	40.2	29.3	26.2	25.0	34.9	UCP	48.5	44.1	49.2
Wildrose	18.5	19.7	14.2	21.5	23.8	24.7	22.9	23.4	NDP	16.7	22.5	19.8
NDP	9.2	8.9	14.4	12.6	9.9	13.5	27.1	17.9	Liberal	11.1	10.3	4.4
Liberal	17.9	17.0	11.8	10.0	12.7	10.3	7.8	8.6	AB Party	5.0	7.7	6.0
Alberta Party	—	—	—	—	—	—	2.6	3.2	Free. Con.	—	—	2.4
Other parties	7.3	6.9	3.0	3.1	4.5	5.6	1.7	3.0	Other Parties	5.5	6.2	3.5
Undecided	14.2	18.0	11.9	9.9	18.9	19.7	12.8	9.1	Undecided	13.1	9.3	14.8

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

## Alberta Provincial Vote Intention (2019) (decided voters) (%)

Gender	Male	Female	All Albertans
UCP	60.6	54.4	57.8
NDP	20.7	26.8	23.2
Liberal	4.5	5.6	5.1
Alberta Party	6.8	7.3	7.0
Freedom Conservative Party	2.6	2.8	2.8
All other parties-candidates	4.9	3.0	4.1

Household Income*	Under \$60,000	\$60-120,000	Over \$120,000
UCP	52.6	60.5	60.2
NDP	19.5	23.7	25.9
Liberal	8.0	3.8	4.2
Alberta Party	9.1	6.5	5.4
Freedom Conservative Party	4.5	2.1	1.2
All other parties-candidates	6.3	3.4	3.0

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
UCP	55.2	63.0	65.9	47.6
NDP	20.2	13.9	16.8	37.5
Liberal	3.7	6.9	4.4	5.2
Alberta Party	10.4	6.4	6.2	6.3
Freedom Conservative Party	3.1	4.0	3.7	1.1
All other parties-candidates	7.4	5.8	2.9	2.2

Age	18-29	30-44	45-64	65 and older
UCP	60.4	61.1	59.2	50.9
NDP	11.8	18.4	26.3	35.5
Liberal	9.4	3.7	3.4	3.7
Alberta Party	7.5	11.1	5.0	5.6
Freedom Conservative Party	5.7	1.6	1.5	2.3
All other parties-candidates	5.2	4.2	4.6	1.9

Religious Participation	1-3 per month/more	Several per year	Rarely/never
UCP	65.6	58.9	52.1
NDP	15.2	21.1	28.3
Liberal	4.1	4.7	6.3
Alberta Party	7.0	11.1	5.6
Freedom Conservative Party	3.3	3.2	2.4
All other parties-candidates	4.8	1.1	5.3

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

## Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	28.5	Male	50.0	Under \$60,000	39.0	H-School/less	19.0	18-29	23.7
Edmonton	26.5	Female	48.8	\$60-\$120,000	39.5	Some P-Sec.	20.7	30-44	21.4
North	22.6	Other	1.2	Over \$120,000	21.5	Col-Tech-Grad	29.2	45-64	29.7
South	22.4					University Grad	31.1	65 or older	25.1

Mean age = 48.6 years old

### Religious Participation

2-3/month-more	30.9
Several/year	22.8
Rarely-never	46.4

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

## Question

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

- NDP
- United Conservative Party
- Liberal Party of Alberta
- Alberta Party
- Some other party or candidate
- Undecided (unprompted)