

Alberta Politics Provincial 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 Provincial Vote Intention

- With less than one year before the next Alberta provincial election, the governing NDP commands slightly less than one-quarter of decided Albertans' vote preferences (24.8%), up substantially from less than one in five at the same time in 2017 (19.3%) and 2016 (19.7%). The governing party maintains relatively strong support in the Edmonton region (37.6%) where it has a slight lead on the United Conservative Party (36.9%). However, it is running a distant second in all other areas of the province; northern Alberta (21.5%), Calgary (22.9%), and in the rest of southern Alberta (15.9%).
- The United Conservative Party garners close to a majority of decided Albertans voting preferences (48.6%), down slightly from the clear majority (55.8%) it was receiving in the immediate post-merger period last year at this time. The UCP holds substantial leads in every region of the province except Edmonton; Calgary (51.8%), southern Alberta excluding Calgary (52.2%) and northern Alberta outside the metro-Edmonton region (54.1%).
- The provincial Liberals (11.3%) have rebounded considerably from their 2015 election support levels (4.2%), but still trail the two major parties by large margins in every region of the province.
- The Alberta Party (8.4%) is supported by less than one in ten Alberta voters while other parties and candidates are supported by 6.8% of decided voters. Less than one in ten voters (9.3%) are currently undecided about which party they would be most likely to vote.

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

2018	Calgary	Edmonton	North	South	All Residents
UCP	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
UCP	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

2016	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	41.4	36.2	37.7	38.1	38.4
Wildrose	26.2	18.4	29.3	29.2	25.7
NDP	17.2	28.8	18.7	14.4	19.7
Liberal	9.0	11.9	5.9	10.8	9.4
Alberta Party	3.2	2.7	4.4	3.6	3.5
Other party/candidate	2.9	2.1	4.0	3.9	3.3

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

Alberta Provincial Vote Intention (2009-2018) (%)

- 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 (48.8%) are almost as likely as are men (49.2%) to be planning on voting UCP.
- Middle-income (55.9%) and upper-income (50.6%) Albertans are more likely to support the UCP than are lower-income Albertans (43.1%).
- Young Albertans (38.4%) are less likely to support the UCP than are other age groups, but young voters are not necessarily gravitating to the NDP (19.4%) as much as they are to the Alberta Liberals (19.7%) and the Alberta Party (13.9%).
- The NDP finds its greatest support levels among university grads (38.8%).
- With at least six months remaining before the next general election, much can change, including the public's perception of the new UCP, its leader and candidates, and its still mostly embryonic policy platform. But for now the UCP is riding a wave of popularity that would see it replace the NDP with a majority government, if Albertans were indeed voting this fall.

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)
PC	38.4	36.1	47.7	44.6	36.1	32.6	28.7	38.4			
Wildrose	21.5	24.0	16.1	23.9	29.4	30.8	26.3	25.7	UCP	55.8	48.6
NDP	10.7	10.8	16.3	14.0	12.2	16.8	31.1	19.7	NDP	19.3	24.8
Liberal	20.8	20.7	13.4	11.1	15.7	12.8	9.0	9.4	Liberal	12.8	11.3
Alberta Party	—	—	—	—	—	—	3.0	3.5	AB Party	5.8	8.4
Other parties	8.5	8.4	3.4	3.4	5.6	7.0	2.0	3.3	Other Parties	6.3	6.8

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 (±2.8)
PC	32.9	29.6	42.0	40.2	29.3	26.2	25.0	34.9			
Wildrose	18.5	19.7	14.2	21.5	23.8	24.7	22.9	23.4	UCP	48.5	44.1
NDP	9.2	8.9	14.4	12.6	9.9	13.5	27.1	17.9	NDP	16.7	22.5
Liberal	17.9	17.0	11.8	10.0	12.7	10.3	7.8	8.6	Liberal	11.1	10.3
Alberta Party	—	—	—	—	—	—	2.6	3.2	AB Party	5.0	7.7
Other parties	7.3	6.9	3.0	3.1	4.5	5.6	1.7	3.0	Other Parties	5.5	6.2
Undecided	14.2	18.0	11.9	9.9	18.9	19.7	12.8	9.1	Undecided	13.1	9.3

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

Alberta Provincial Vote Intention 2018 (decided voters) (%)

Gender	Male	Female	All Albertans
UCP	49.2	48.8	48.6
NDP	23.9	25.9	24.8
Liberal	12.4	9.4	11.3
Alberta Party	9.3	7.4	8.4
All other parties-candidates	5.2	8.5	6.8

Household Income*	Under \$60,000	\$60-120,000	Over \$120,000
UCP	43.1	55.9	50.6
NDP	22.1	24.6	28.1
Liberal	16.0	7.7	7.5
Alberta Party	11.7	5.7	9.5
All other parties-candidates	7.2	6.0	4.3

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
UCP	53.8	54.7	53.2	38.8
NDP	14.6	16.1	21.7	38.0
Liberal	11.7	12.6	10.0	11.7
Alberta Party	12.1	10.3	7.0	6.1
All other parties-candidates	7.9	6.3	8.0	5.4

Age*	18-29	30-44	45-64	65 and older
UCP	38.4	44.2	53.6	57.0
NDP	19.4	24.5	28.9	27.0
Liberal	19.7	15.7	4.9	5.5
Alberta Party	13.9	7.3	7.6	5.1
All other parties-candidates	8.5	8.4	4.9	5.5

Religious Participation	1-3 per month/more	Several per year	Rarely/never
UCP	47.5	49.8	49.8
NDP	24.0	21.2	27.0
Liberal	12.4	15.1	9.1
Alberta Party	10.8	6.9	7.3
All other parties-candidates	5.2	6.9	6.8

Federal Vote Intention	Conservative	Liberal	NDP	Green
UCP	78.6	9.9	2.7	3.4
NDP	7.0	43.9	82.9	27.6
Liberal	3.6	37.5	7.2	10.3
Alberta Party	6.8	5.9	6.3	24.1
All other parties-candidates	4.0	2.8	0.9	34.5

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

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 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)