



# Alberta Provincial Vote Intention

## Alberta Public Opinion Study – Fall 2010







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## Methodology

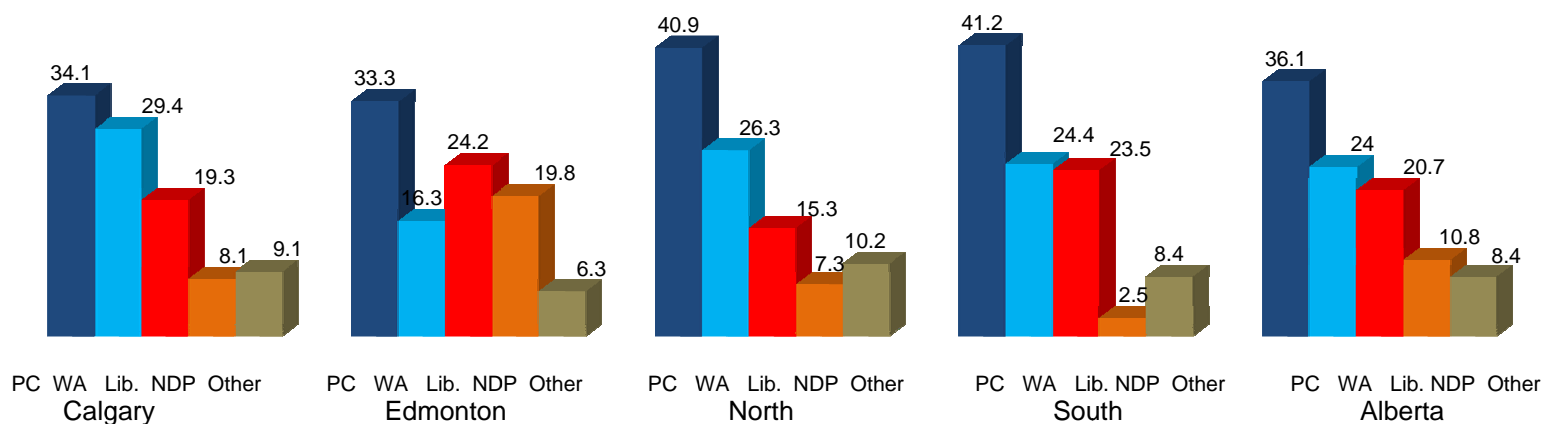
-  **Population** The province of Alberta has a total population of 3,720,946 residents (July 1, 2010) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,865,000.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2010. Students interviewed 1,067 adult Alberta residents by telephone from October 2<sup>nd</sup> to 3<sup>rd</sup> 2010 under the supervision of Canadian Studies faculty members Faron Ellis PhD and Marda Schindeler MA. Telephone numbers were selected from a sample drawn from InfoCanada 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  $\pm 5.1$  percentage points, Edmonton and immediate area  $\pm 5.3$  percentage points, North  $\pm 7.2$  percentage points, South  $\pm 7.6$  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 and applications developed by the Open Source Learning Lab (OSLL). We thank James Manis PhD and OSLL for their efforts in working with us to establish and maintain 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 arose out of the research interests of College students and faculty.

## Alberta Provincial Vote Intention (%)

- The governing Progressive Conservatives command 36.1% support amongst Alberta's decided voters, down slightly from the 38.4% support they were receiving last year at this time, and down substantially from the 52.7% they received in the March 2008 general election.
- Wildrose Alliance (24.0%) is solidifying its hold on second spot while the Liberals maintain their third place standing at 20.7%, virtually unchanged from 2009. Alberta's New Democrats continue to languish in fourth place (10.8%), some distance behind their competitors. Slightly more Alberta voters are undecided now (18.0%) than in 2009 (14.2%).

Provincial Vote Intention (%)	2009 All Voters n=1115 (± 2.9)	2010 All Voters n=1067 (± 3.0)	2009 Decided Voters n=957 (± 3.2)	2010 Decided Voters n=804 (± 3.5)
Progressive Conservative	32.9	29.6	38.4	36.1
Wildrose Alliance	18.5	19.7	21.5	24.0
Liberal	17.9	17.0	20.8	20.7
NDP	9.2	8.9	10.7	10.8
Other parties (and independents)	7.3	6.9	8.5	8.4
Undecided	14.2	18.0	—	—

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



## Alberta Provincial Vote Intention (%)

- Progressive Conservative support continues to be widespread, as demonstrated by their lead in almost every demographic group within Alberta (only amongst those aged 18 to 29 are they trumped by the Liberals). However, Conservative support is increasingly shallow with overall support dipping to 36.1% amongst decided voters from 38.4% at this time last year. Wildrose Alliance has solidified its hold on second spot at 24.0%, up marginally from 21.5% in 2009. The Liberals, New Democrats and other parties remain stable in their support levels. Slightly more Alberta voters are undecided now (18.0%) than in 2009 (14.2%).
- Conservative support is strongest outside of Alberta's two major cities, with 40.9% support in northern Alberta (Wildrose Alliance is their closest competitor at 26.3%) and 41.2% support in the south where Wildrose Alliance (24.4%) and the Liberals (23.5%) are battling for second.
- A more intense two-party battle is evident in Calgary with the Conservative garnering 34.1% support compared to Wildrose Alliance's 29.4%. The most diverse competition exists in Edmonton where although the Conservatives still lead (33.3%), the Liberals place second (24.2%), and the New Democrats are third (19.8%). Wildrose Alliance trails in Edmonton at 16.3%.
- No significant gender or income differences are measured.
- Conservative and Wildrose Alliance strengths can be observed in the age demographic data. Both parties garner a disproportionate share of their support from older voters (boomers and seniors) who are much more likely to cast ballots than are younger voters, who are disproportionately more likely to support the Liberals or New Democrats.
- In one sense, the news is good for the government. The 'collapse' of Tory support has subsided, although the trend is still down with erosion to both its new, most important competitor and drift to undecided. On the other hand, the new normal appears to be fierce multi-party competition in which the Wildrose Alliance is currently well positioned and growing.

## Alberta Provincial Vote Intention 2010 (decided voters) (%)

Region	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	34.1	33.3	40.9	41.2	36.1
Wildrose Alliance	29.4	16.3	26.3	24.4	24.0
Liberal	19.3	24.2	15.3	23.5	20.7
NDP	8.1	19.8	7.3	2.5	10.8
Other parties/candidates	9.1	6.3	10.2	8.4	8.4

Gender	Male	Female
Progressive Conservative	33.6	38.8
Wildrose Alliance	26.8	20.8
Liberal	21.4	19.8
NDP	9.4	12.4
Other parties/candidates	8.7	8.2

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
Progressive Conservative	33.0	37.2	35.7
Wildrose Alliance	20.1	25.3	27.8
Liberal	21.8	18.2	21.6
NDP	19.6	10.7	7.2
Other parties/Candidates	5.6	8.7	7.6

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Progressive Conservative	45.6	34.8	36.3	31.4
Wildrose Alliance	21.3	22.2	27.4	23.9
Liberal	21.3	12.6	16.4	26.8
NDP	5.0	14.8	13.9	10.1
Other parties/candidates	6.9	15.6	6.0	7.8

Age*	18-29	30-44	45-64	65 and older
Progressive Conservative	21.8	39.7	38.0	44.8
Wildrose Alliance	15.4	19.0	28.8	28.6
Liberal	33.3	22.8	15.9	14.3
NDP	17.9	7.1	10.1	9.5
Other parties/candidates	11.5	11.4	7.3	2.9

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	48.2	33.0	32.0
Wildrose Alliance	26.9	27.8	21.0
Liberal	13.2	22.7	23.4
NDP	8.6	9.7	12.4
Other parties/candidates	3.0	6.8	11.3

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

## Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	34.8	Male	50.2	Under \$50,000	24.2	H-School/less	21.0	18-29	19.9
Edmonton	32.1	Female	49.8	\$50-\$100,000	37.4	Some P-Sec.	17.4	30-44	24.5
North	17.4			Over \$100,000	38.4	Col-Tech-Grad	25.1	45-64	43.4
South	15.7					University Grad	36.5	65 or older	12.2
									Mean age = 46.4 years old

Religious Participation (%)	
2-3/month-more	26.1
Several/year	24.3
Rarely-never	49.6

## Question

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

- Progressive Conservative
- Liberal
- NDP
- Wildrose Alliance
- Some other party
- Undecided (unprompted)
- Would not vote (unprompted)