



## Alberta Provincial 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.

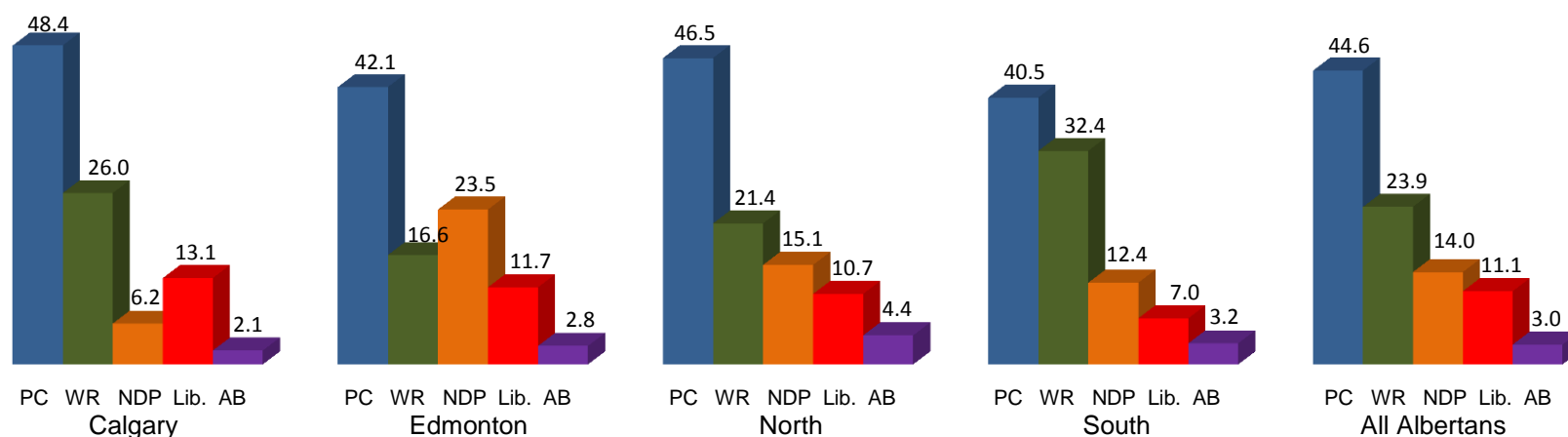
## Alberta Provincial Vote Intention (%)

The governing Alberta Progressive Conservatives are currently supported by 44.6% of the province's decided voters, almost identical to the percentage of votes they received in the April 25, 2012 general election. At just under one-quarter of all decided voters (23.9%), Wildrose has consolidated its hold on second place, but down from its 34% showing in the 2012 election.



Alberta New Democrats (14.0%) and the declining Liberals (11.1%) follow in third and fourth place. The Alberta Party registers 3.0% support among decided voters while a further 3.4% plan to vote for other parties or candidates.




Provincial Vote Intention (%)	2009 All Voters n=1115 (± 2.9)	2010 All Voters n=1067 (± 3.0)	2011 All Voters n=1111 (± 2.9)	2012 All Voters n=1067 (± 3.0)	2009 Decided Voters n=957 (± 3.2)	2010 Decided Voters n=804 (± 3.5)	2011 Decided Voters n=979 (± 3.1)	2012 Decided Voters n=880 (± 3.3)
Progressive Conservative	32.9	29.6	42.0	40.2	38.4	36.1	47.7	44.6
Wildrose	18.5	19.7	14.2	21.5	21.5	24.0	16.1	23.9
NDP	9.2	8.9	14.4	12.6	10.7	10.8	16.3	14.0
Liberal	17.9	17.0	11.8	10.0	20.8	20.7	13.4	11.1
Alberta Party	—	—	2.7	2.7	—	—	3.1	3.0
Other parties	7.3	6.9	3.0	3.1	8.5	8.4	3.4	3.4
Undecided	14.2	18.0	11.9	9.9	—	—	—	—

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



## Alberta Provincial Vote Intention (%)

-  Progressive Conservative support continues to be widespread and deep in their traditional areas of strength, Calgary (48.4%) and the north outside of Edmonton (46.5%), but is more modest (40.5%) in southern Alberta outside of Calgary. Reflective of the 2012 election results, Wildrose finds its greatest support levels in the south, both outside of Calgary (32.4%) and within the city itself (26.0%). Nevertheless, the Progressive Conservatives continue to lead all of their competitors in every region and among all demographic groups.
-  Although Wildrose support has moderated from its 2012 election results they remain solidly entrenched in second place in all regions of the province except Edmonton (16.6%) where they trail the NDP which captures nearly one-quarter of Edmontonians support (23.5%).

Wildrose continues to have a significant but moderating gender gap in its support with considerably more men (27.4%) than women (20.2%) planning on voting for it. The party does, however, continue to show strengths with middle aged, middle class, and older voters.
-  The Alberta New Democrats' 'mini-renaissance,' that we noticed last year at this time seems to have stalled. Although still running second in Edmonton, they trail both the PCs and Wildrose in the south outside of Calgary (12.4%) and are very weak within the city of Calgary (6.3%), running fourth with fewer than half the support of the third place Liberals (13.1%). The NDP finds its greatest support levels among lower and middle income voters and the youth. Their support declines sharply amongst middle aged and older Alberta voters.
-  The decline of the Alberta Liberals continues (11.1%), placing them fourth in the province as a whole, and fourth in all regions except Calgary where they eke out a third place standings, but still garner only half as much support as the second place Wildrose and less than one-third the support of the Progressive Conservatives.
-  It is clear from these data than the opposition parties have considerable work to do in building, or rebuilding their support levels in the wake of the governing Progressive Conservatives' 2012 election victory.

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

Region	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	48.4	42.1	46.5	40.5	44.6
Wildrose	26.0	16.6	21.4	32.4	23.9
NDP	6.2	23.5	15.1	12.4	14.0
Liberal	13.1	11.7	10.7	7.0	11.1
Alberta Party	2.1	2.8	4.4	3.2	3.0

Gender	Male	Female
Progressive Conservative	42.5	46.8
Wildrose	27.4	20.2
NDP	10.3	17.7
Liberal	12.6	9.6
Alberta Party	3.8	2.3

Household Income	Under \$60,000	\$60-\$120,000	Over \$120,000
Progressive Conservative	39.6	39.6	53.7
Wildrose	26.8	26.2	19.2
NDP	18.4	14.9	7.3
Liberal	7.6	11.6	15.8
Alberta Party	5.2	1.5	2.3

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Progressive Conservative	36.9	45.1	48.4	45.9
Wildrose	31.3	24.6	23.0	21.0
NDP	12.3	14.9	13.4	14.8
Liberal	10.6	9.1	8.3	13.4
Alberta Party	3.4	2.9	3.7	2.4

Age*	18-29	30-44	45-64	65 and older
Progressive Conservative	31.2	47.5	47.9	50.0
Wildrose	16.1	18.3	29.3	30.2
NDP	26.9	14.2	9.3	7.7
Liberal	13.4	13.7	10.3	6.6
Alberta Party	4.8	2.3	2.1	3.3

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	47.0	53.3	40.2
Wildrose	30.3	21.6	22.9
NDP	7.6	12.6	15.8
Liberal	10.1	8.0	13.6
Alberta Party	2.5	2.5	3.3

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

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