



Alberta Provincial Vote Intention

Alberta Public Opinion Study – Fall 2013

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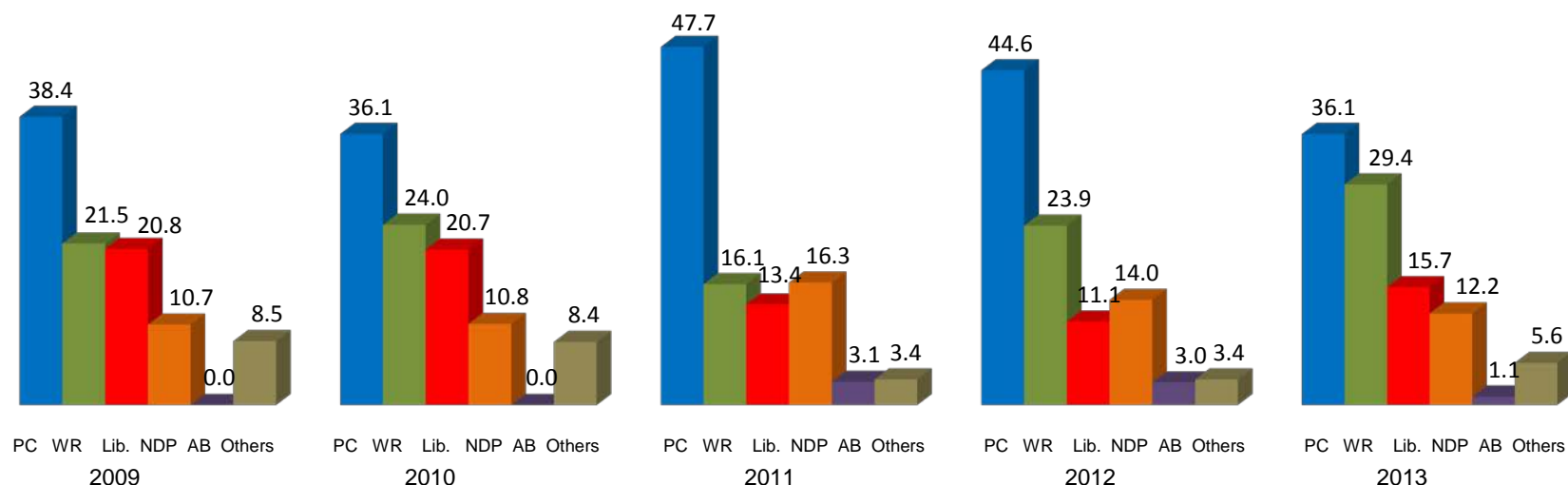
Methodology

-  **Population** The province of Alberta has a total population of 4,025,074 residents (Statistics Canada, July 1, 2013) approximately 77% of which are 18 years of age or older, for an adult population of approximately 3,010,000.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS2270 – Social Science Research Methods and PSC1150 – Local Government in the fall of 2013. Students interviewed 987 adult Alberta residents by telephone from October 5 to 6, 2013 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
-  **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 ± 3.1 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary ± 5.4 percentage points, Edmonton and immediate area ± 5.6 percentage points, North ± 7.6 percentage points, South ± 7.2 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. We also thank members of Lethbridge College's IT team who have assumed a number of maintenance and support duties over the years.
-  **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 36.1% of decided Alberta voters, down considerably from the approximately 44% they were polling at this time last year, and what they received in the 2012 provincial general election. The official opposition Wildrose now garners 29.4%, only slightly behind what it achieved in the 2012 election (34%).
- The provincial Liberals have recaptured their third place standing (15.7%), slightly ahead of the provincial New Democrats (12.2%). The Alberta Party registers only 1.1% support while a further 5.6% plan to vote for other parties or candidates.

Alberta Provincial Vote Intention – Decided Voters



- The Progressive Conservatives (46.0%) continue to dominate Calgary with Wildrose posting a strong second (28.5%), but Wildrose leads the PCs outside of the province's two major cities (36.9% in the north and 36.1% in the south). The Progressive Conservatives lead in Edmonton with Wildrose, the NDP and the Liberals all in a virtual tie for second place.

Region*	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	46.0	29.8	31.5	31.6	36.1
Wildrose	28.5	21.9	36.9	36.1	29.4
Liberal	13.7	21.9	11.7	12.9	15.7
NDP	6.1	20.2	12.6	11.0	12.2
Alberta Party	0.8	1.8	0.9	0.6	1.1

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

Alberta Provincial Vote Intention (%)

- None of the Alberta provincial parties has a significant gender gap in its support. Although some minor gaps exist (Wildrose and Liberal support is slightly more male than female while PC and NDP support is slightly more female than male), none of these differences are statistically significant.
- Only household income persists in having a significant impact on voting preference with the PCs clearly supported more by wealthier Albertans than poorer Albertans, and the NDP and Liberals supported more by middle-class and poorer Albertans than richer Albertans. Wildrose has the most consistent support across income categories.
- All parties demonstrate remarkably consistent support levels when considering other demographic variables, including education levels, age and religious participation.

Provincial Vote Intention Decided Voters (%)	2009 n=957 (± 3.2)	2010 n=804 (± 3.5)	2011 n=979 (± 3.1)	2012 n=880 (± 3.3)	2013 n=756 (± 3.6)
Progressive Conservative	38.4	36.1	47.7	44.6	36.1
Wildrose	21.5	24.0	16.1	23.9	29.4
Liberal	20.8	20.7	13.4	11.1	15.7
NDP	10.7	10.8	16.3	14.0	12.2
Alberta Party	—	—	3.1	3.0	1.1
Other parties	8.5	8.4	3.4	3.4	5.6

Provincial Vote Intention All Voters (%)	2009 n=1115 (± 2.9)	2010 n=1067 (± 3.0)	2011 n=1111 (± 2.9)	2012 n=1067 (± 3.0)	2013 n=987 (± 3.1)
Progressive Conservative	32.9	29.6	42.0	40.2	29.3
Wildrose	18.5	19.7	14.2	21.5	23.8
Liberal	17.9	17.0	11.8	10.0	12.7
NDP	9.2	8.9	14.4	12.6	9.9
Alberta Party	—	—	2.7	2.7	0.9
Other parties	7.3	6.9	3.0	3.1	4.5
Undecided	14.2	18.0	11.9	9.9	18.9

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

Alberta Provincial Vote Intention 2013 (decided voters) (%)

Gender	Male	Female
Progressive Conservative	35.2	37.3
Wildrose	30.5	27.9
Liberal	16.7	14.5
NDP	11.0	13.6
Alberta Party	0.2	2.1

Household Income*	Under \$60,000	\$60-120,000	Over \$120,000
Progressive Conservative	30.9	33.2	45.2
Wildrose	30.9	25.8	27.1
Liberal	14.2	20.7	13.3
NDP	12.7	15.1	9.0
Alberta Party	2.0	0.4	1.2

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Progressive Conservative	36.9	30.8	33.3	38.3
Wildrose	35.0	33.1	33.3	21.1
Liberal	11.5	13.1	14.4	21.5
NDP	7.0	13.8	10.9	15.7
Alberta Party	1.9	0.8	1.5	1.1

Age	18-29	30-44	45-64	65 and older
Progressive Conservative	38.3	36.3	34.2	36.9
Wildrose	23.5	22.6	33.5	34.5
Liberal	18.8	17.3	13.6	15.5
NDP	14.1	14.3	12.5	7.1
Alberta Party	0.0	0.6	1.5	2.4

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	41.1	29.2	36.0
Wildrose	29.7	40.1	27.2
Liberal	12.5	19.0	14.8
NDP	11.5	6.6	13.6
Alberta Party	1.0	1.5	1.2

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

Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	33.4	Male	51.5	Under \$60,000	33.9	H-School/less	22.0	18-29	21.8
Edmonton	31.9	Female	48.5	\$60-120,000	40.8	Some P-Sec.	17.3	30-44	22.3
North	15.7			Over \$120,000	25.3	Col-Tech-Grad	26.9	45-64	34.7
South	19.0					University Grad	33.9	65 or older	21.2
									Mean age = 49 years old

Religious Participation (%)	
2-3/month-more	33.9
Several/year	40.8
Rarely-never	25.3

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
- Wildrose
- Liberal
- NDP
- Alberta Party
- Some other party
- Undecided (unprompted)