



## Alberta Provincial Vote Intention

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Alberta Public Opinion Study – Fall 2014

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## Methodology

-  **Population** The province of Alberta has a total population of 4,121,700 residents (Statistics Canada, July 1, 2014) approximately 78% of which are 18 years of age or older, for an adult population of approximately 3,227,291.
-  **Sample** Data were collected by Lethbridge College students enrolled in a variety of Liberal Arts courses in the fall of 2014. Students interviewed 564 adult Alberta residents by telephone from October 4 to 9, 2014 under the supervision of Liberal Arts faculty member Dr. Faron Ellis. 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  $\pm 4.1$  percentage points, 19 times out of 20. The margin of error increases to approximately  $\pm 8.3$  percentage points when analyzing each of the roughly equal regional subsamples (Calgary, Edmonton-metro, south excluding Calgary, and north excluding Edmonton-metro).
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre with applications assembled by members of Lethbridge College's IT team. We sincerely thank Lethbridge College IT and other supporting divisions for their service to our activities.
-  **Applied Research at Lethbridge College** This study is the results of the research efforts of over 60 Liberal Arts students enrolled in Social Science Research Methods, Introduction to Politics, Canadian Government, Environmental Issues, and Social Psychology under the supervision of Lethbridge College faculty members; Dr. Faron Ellis, Marda Schindeler, Dr. Jennifer Davis, and Kelly Oikawa.
-  **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 32.6% of decided voters, down slightly from the 36.1% we measured them at this time last year. Their support levels are, however, down considerably from the approximately 44% they were polling in the fall of 2012, and approximately what they received in the 2012 provincial general election. The official opposition Wildrose now garners 30.8% of decided voter support, only slightly behind what it achieved in the 2012 election (34%). The provincial NDP has regained its hold on third place (16.8%), while the provincial Liberals have dropped to fourth place with 12.8% of decided voters planning on voting for that party.
- Clearly, the selection of Jim Prentice as PC leader and premier has had an impact on PC fortunes. However, his 'new leader' bump is much smaller than that which the PCs enjoyed after they chose Ed Stelmach as leader in 2006, or when they replaced him with Alison Redford in 2011. In both cases, the leadership change vaulted the PCs into substantial leads in voter support, commanding well over 50% of the vote in most polls from those time periods (see [Election Almanac](#)).
- The Progressive Conservatives continue to hold a significant lead in Calgary (42.1%), however Wildrose (29.8%) has narrowed the gap and now trails the PCs by approximately 12% (compared to a nearly 18% gap just last year.) Wildrose (37.2%) leads the PCs (24.8%) in the south outside of Calgary. The PCs lead in Edmonton (32.7%) with the NDP (23.5%) and Wildrose (22.4%) vying for second place. The PCs (31.4%) and Wildrose (31.4%) are tied for the lead in the north outside of the Edmonton area while the NDP holds 20.6% support. The provincial Liberals have declined to fourth place overall, and are running fourth in every region except Calgary, where they are currently placed third (15.8%), ahead of the NDP (7.9%) but still some distance behind Wildrose and the PCs.

Region (2014)	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	42.1	32.7	31.4	24.8	32.6
Wildrose	29.8	22.4	31.4	37.2	30.8
NDP	7.9	23.5	20.6	16.5	16.8
Liberal	15.8	10.2	13.7	11.6	12.8
Other party-candidate	4.4	11.2	2.9	9.9	7.0

Region* (2013)	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 (2014) (%)

It is important to note that nearly one of every five Albertans (19.7%) is currently undecided about which party to support. This is a normal pattern that occurs between elections, with more and more voters tending to make up their minds as the election date draws nearer. Nevertheless, with nearly one-fifth of the vote up for grabs, and the government and official opposition in a statistical dead heat, the performance of each of these parties in the next few months will go a long way to determining which will form the next government.

<b>All Voters (%)</b>	2009 (± 2.9)	2010 (± 3.0)	2011 (± 2.9)	2012 (± 3.0)	2013 (± 3.1)	2014 (± 4.1)
Progressive Conservative	32.9	29.6	42.0	40.2	29.3	26.2
Wildrose	18.5	19.7	14.2	21.5	23.8	24.7
NDP	9.2	8.9	14.4	12.6	9.9	13.5
Liberal	17.9	17.0	11.8	10.0	12.7	10.3
Other parties	7.3	6.9	3.0	3.1	4.5	5.6
Undecided	14.2	18.0	11.9	9.9	18.9	19.7

<b>Decided Voters (%)</b>	2009 (± 3.2)	2010 (± 3.5)	2011 (± 3.1)	2012 (± 3.3)	2013 (± 3.6)	2014 (± 4.7)
Progressive Conservative	38.4	36.1	47.7	44.6	36.1	32.6
Wildrose	21.5	24.0	16.1	23.9	29.4	30.8
NDP	10.7	10.8	16.3	14.0	12.2	16.8
Liberal	20.8	20.7	13.4	11.1	15.7	12.8
Other parties	8.5	8.4	3.4	3.4	5.6	7.0

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

- Significant gender gaps have emerged in both Wildrose and PC support. Wildrose has substantially more support from men (30.4%) than women (19.0%) while the PCs have more female (29.4%) than male (23.1%) support.
- Age and religious participation impact opinion in that older voters and the most religious are more likely to gravitate towards the PCs and Wildrose, while younger and non-religious voters are slightly more predisposed to consider voting NDP or Liberal.

## Alberta Provincial Vote Intention 2014 (all voters) (%)

Gender	Male	Female	All Albertans
Progressive Conservative	23.1	29.4	26.2
Wildrose	30.4	19.0	24.7
NDP	15.0	11.9	13.5
Liberal	10.3	10.4	10.3
Other parties-candidates	8.1	3.3	5.6
Undecided	13.2	26.0	19.7

Household Income	Under \$60,000	\$60-120,000	Over \$120,000
Progressive Conservative	21.7	23.3	32.7
Wildrose	28.7	26.7	21.6
NDP	18.2	17.4	6.8
Liberal	7.0	11.0	11.7
Other parties-candidates	7.0	5.8	5.6
Undecided	17.5	15.7	21.6

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Progressive Conservative	25.8	25.9	22.4	29.2
Wildrose	30.6	20.5	26.9	22.0
NDP	11.3	23.2	9.7	11.9
Liberal	8.1	10.7	14.2	8.9
Other parties-candidates	8.9	2.7	4.5	6.0
Undecided	15.3	17.0	22.4	22.0

Age*	18-29	30-44	45-64	65 and older
Progressive Conservative	21.0	14.3	30.7	36.7
Wildrose	17.7	25.2	26.3	28.3
NDP	29.0	13.4	10.1	2.5
Liberal	12.9	10.9	9.5	9.2
Other parties-candidates	6.5	7.6	5.0	3.3
Undecided	12.9	28.6	18.4	20.0

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	31.2	28.2	24.3
Wildrose	33.6	18.8	23.2
NDP	9.6	17.1	13.7
Liberal	4.8	10.3	11.4
Other parties-candidates	6.4	5.1	6.1
Undecided	14.4	20.5	21.3

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



## Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	24.5	Male	49.9	Under \$60,000	30.3	H-School/less	22.9	18-29	22.8
Edmonton	23.9	Female	50.1	\$60-120,000	35.7	Some P-Sec.	20.4	30-44	22.1
North	25.0			Over \$120,000	34.0	Col-Tech-Grad	25.0	45-64	32.5
South	26.5					University Grad	31.7	65 or older	22.6

Mean age = 48 years old

Religious Participation (%)	
2-3/month-more	24.7
Several/year	23.3
Rarely-never	52.0

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
- Wildrose
- Liberal
- NDP
- Some other party or candidate
- Undecided (unprompted)