



Alberta Provincial Vote Intention

Alberta Public Opinion Study – Fall 2015

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Methodology

-  **Population** The province of Alberta has a total population of 4,196,457 residents (Statistics Canada, July 1, 2015) approximately 78% of which are 18 years of age or older for an adult population of 3,283,067.
-  **Sample** Data were collected by Lethbridge College students in the fall of 2015. Students interviewed 961 adult Alberta residents by telephone from October 3 to 8, 2015 under the supervision of principal investigator Faron Ellis PhD. Landline 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/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, region of province, and age).
-  **Confidence** The weighted sample yields a margin of error ± 3.16 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary ± 6.2 percentage points, Edmonton and immediate area ± 6.3 percentage points, North ± 6.7 percentage points, South ± 6.3 percentage points 19 times out of 20).
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Center. We thank members of Lethbridge College's IT team 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. This particular set of questions was derived from student and faculty interest in the topics.

Alberta Provincial Vote Intention

- Less than six months after its stunning majority victory in the Alberta provincial election, the governing NDP continues to hold a slight lead (31.1%) among decided Alberta voters. Despite polling lower than it did in the 2015 election (40.6%), the NDP maintains a strong lead in Edmonton (42.9%), is tied for the lead in the south (29.7%), running second in the north (27.0%) but third in Calgary (25.2%).
- The PCs have a narrow hold on second place (28.7%), virtually unchanged from what they garnered in the 2015 election (27.8%). Also similar to their fate in the election, however, is the distribution of their vote. Although PC support remains relatively robust, it is spread evenly throughout the province leaving it trailing at least one of its competitors in every region. The PCs (27.4%) are running second to Wildrose (34.3%) in Calgary, are behind the NDP in Edmonton (24.0% versus 42.9% respectively), and trail both Wildrose and the NDP in northern Alberta. Although in a virtual tie with the NDP in the southern half of the province, this is the single most competitive region of the province where all three major parties are statistically tied for the lead.
- Wildrose (26.7%) is polling slightly stronger than it did in the provincial election (24.2%) based largely on its increased support in Calgary, as evidenced by its Calgary-Foothills by-election victory in September, and its strong support in the northern half of the province, home to leader Brian Jean. Wildrose remains weak in Edmonton (19.4%) and is locked in a competitive three-way race in the south.
- Although it is still early days in the four-year election cycle, it appears as though Alberta partisan political divisions have, at least for the time being, entered a new normal of three party competition where two parties (NDP and Wildrose) hold regional vote concentration advantages.

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

2015	Calgary	Edmonton	North	South	All Residents
NDP	25.2	42.9	27.0	29.7	31.1
Progressive Conservative	27.4	24.0	24.3	29.2	28.7
Wildrose	34.3	19.4	36.2	24.6	26.3
Liberal	7.4	8.7	7.0	12.8	9.0
Alberta Party	2.6	2.6	3.8	3.1	3.0
Other party-candidate	3.0	2.6	1.6	0.5	2.0

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

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

Alberta Provincial Vote Intention (2009-2015) (%)

The provincial Liberals (9.0%) have rebounded somewhat from their 2015 election support levels (4.2%), but still trail the three major parties by large margins in every region of the province.

The Alberta Party (3.0%) is currently polling approximately what they did in the 2015 election (2.3%).

Decided Voters (%)	2009 (± 3.2)	2010 (± 3.5)	2011 (± 3.1)	2012 (± 3.3)	2013 (± 3.6)	2014 (± 4.7)	2015 (± 3.5)
NDP	10.7	10.8	16.3	14.0	12.2	16.8	31.1
Progressive Conservative	38.4	36.1	47.7	44.6	36.1	32.6	28.7
Wildrose	21.5	24.0	16.1	23.9	29.4	30.8	26.3
Liberal	20.8	20.7	13.4	11.1	15.7	12.8	9.0
Alberta Party	—	—	—	—	—	—	3.0
Other parties	8.5	8.4	3.4	3.4	5.6	7.0	2.0

All Voters (%)	2009 (± 2.9)	2010 (± 3.0)	2011 (± 2.9)	2012 (± 3.0)	2013 (± 3.1)	2014 (± 4.1)	2015 (± 3.2)
NDP	9.2	8.9	14.4	12.6	9.9	13.5	27.1
Progressive Conservative	32.9	29.6	42.0	40.2	29.3	26.2	25.0
Wildrose	18.5	19.7	14.2	21.5	23.8	24.7	22.9
Liberal	17.9	17.0	11.8	10.0	12.7	10.3	7.8
Alberta Party	—	—	—	—	—	—	2.6
Other parties	7.3	6.9	3.0	3.1	4.5	5.6	1.7
Undecided	14.2	18.0	11.9	9.9	18.9	19.7	12.8

Alberta Provincial Vote Intention 2015 (decided voters) (%)

Gender	Male	Female	All Albertans
NDP	30.2	32.1	31.1
Progressive Conservative	26.2	31.3	28.7
Wildrose	30.5	21.7	26.3
Liberal	8.3	9.7	9.0
Other parties-candidates	4.8	5.2	5.0

Household Income	Under \$60,000	\$60-120,000	Over \$120,000
NDP	36.8	33.8	26.3
Progressive Conservative	25.5	24.7	33.6
Wildrose	20.2	30.7	26.3
Liberal	12.6	7.4	8.2
Other parties-candidates	4.9	3.5	5.6

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
NDP	29.8	28.1	27.1	37.0
Progressive Conservative	35.9	26.3	28.1	27.5
Wildrose	20.6	31.0	30.3	22.8
Liberal	9.2	9.9	7.2	9.1
Other parties-candidates	4.6	4.7	7.2	3.6

Age	18-29	30-44	45-64	65 and older
NDP	29.4	33.6	30.4	30.8
Progressive Conservative	29.4	26.6	31.9	24.2
Wildrose	20.3	27.8	26.5	32.5
Liberal	15.5	7.9	5.8	7.5
Other parties-candidates	5.3	4.1	5.4	5.0

Religious Participation	1-3 per month/more	Several per year	Rarely/never
NDP	27.8	29.4	31.6
Progressive Conservative	30.8	33.9	25.7
Wildrose	26.9	22.8	28.0
Liberal	9.7	8.3	9.6
Other parties-candidates	4.8	5.6	5.1

Federal Vote Intention*	Conservative	Liberal	NDP	Green
NDP	7.4	39.4	82.7	42.9
Progressive Conservative	53.2	5.8	2.3	9.5
Wildrose	36.1	14.8	9.0	9.5
Liberal	1.0	34.8	2.3	19.0
Other parties-candidates	2.3	5.2	3.8	19.0

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

Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	28.7	Male	50.8	Under \$60,000	34.2	H-School/less	16.3	18-29	22.7
Edmonton	24.8	Female	49.2	\$60-\$120,000	34.8	Some P-Sec.	22.3	30-44	30.7
North	23.0			Over \$120,000	31.0	Col-Tech-Grad	28.6	45-64	31.9
South	23.5					University Grad	32.8	65 or older	14.8

Mean age = 45 years old

Religious Participation (%)

2-3/month-more	29.3
Several/year	24.0
Rarely-never	46.7

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
- Wildrose
- Progressive Conservative
- Liberal
- Alberta Party
- Some other party or candidate
- Undecided (unprompted)