



Federal Vote Intention







Alberta Public Opinion Study – Fall 2009

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Methodology

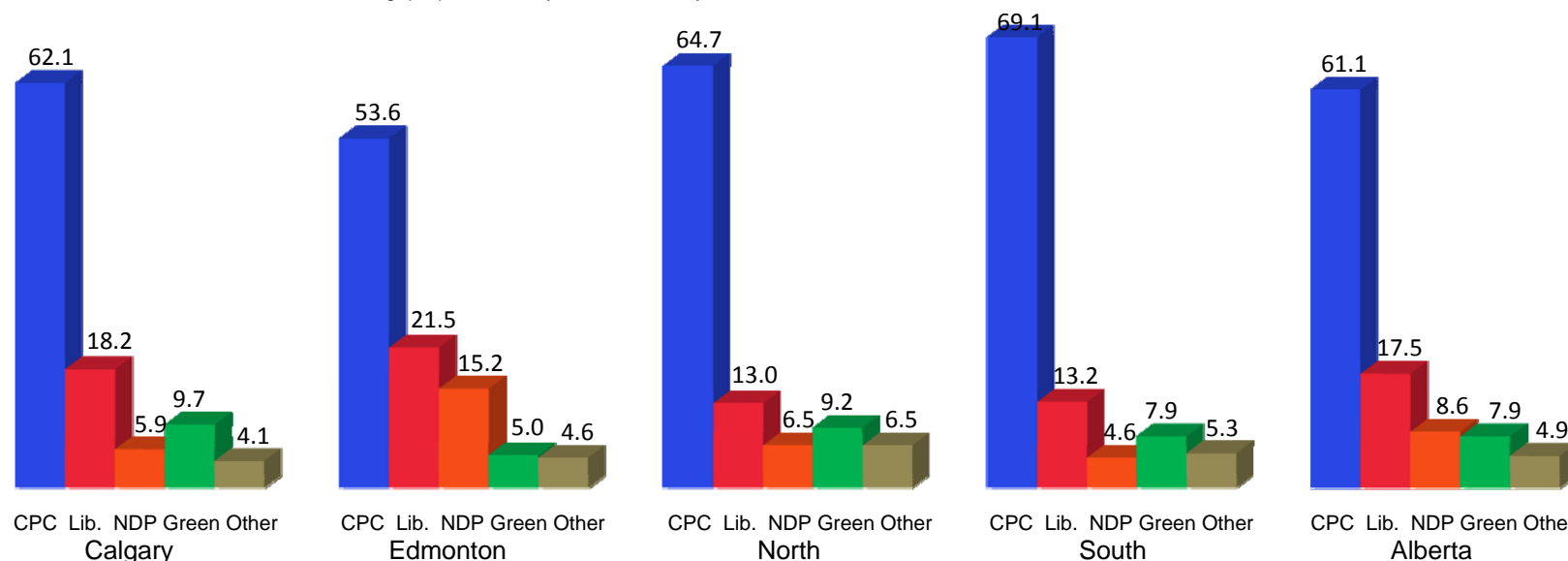
-  **Population** The province of Alberta has a total population of 3,687,662 residents (July 1, 2009) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,839,500.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2009. Students interviewed 1,201 adult Alberta residents by telephone from October 3rd to 5th 2009 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.ab.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).
-  **Confidence** The weighted sample yields a margin of error of ± 2.8 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary 4.9, Edmonton 5.0, North 6.5, 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 developed by the Open Source Learning Lab (OSLL). We thank Dr. James Manis 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 was derived from the research interests of college students and faculty.

Alberta Federal Vote Intention (%)

- The governing Conservative Party of Canada (CPC) commands 61.1% support amongst decided Alberta voters, nearly three and one half times more support than its nearest competitor, the Liberals (17.5%) and seven times more support than the federal New Democrats (8.6%). The federal Green Party commands 7.9% support while 4.9% of voters stated they would vote for some other party or candidate.
- The Conservatives have commanding leads in every region of the province with the Liberals holding down second spot in all regions. The Green party places third in every regions but Edmonton where the NDP is third.

Federal Vote Intention (%)	All Respondents n=1101 (± 3.0)	Decided Voters n=978 (± 3.1)
Conservative	54.3	61.1
Liberal	15.5	17.5
NDP	7.6	8.6
Green	7.1	7.9
Other parties (and independents)	4.3	4.9
Undecided	11.2	

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



Alberta Federal Vote Intention (%)

- Conservative support is widespread (they lead in every demographic category), deep in their traditional areas of strength, and within their traditional demographic groups (men, the wealthy and seniors).
- Men (64.3%) are more supportive of the Conservatives than are women (57.5%) while women (11.2%) are slightly more likely than are men (6.2%) to support the NDP. The Liberals have no gender gap in their support.
- Conservative support increases as household income rises while the inverse is true for NDP support. The Liberals have no income gap in their support levels.
- The Conservatives garner slightly less support from university graduates (57.9%) than they do from those with other levels of education while the Liberals receive their greatest support from university grads (21.6%).
- Conservative support increases substantially as age increases, topping out at 75.5% of all decided senior voters. A less pronounced and inverse trend exists in Liberal and NDP support with younger voters more inclined than older voters to support either of those parties.
- Conservative support also increases with religious participation while the Liberals and New Democrats receive higher support levels from those with the least amount of religious participation.
- If a federal election was held today, we would expect little change in the distribution of seats returned to the national parliament by Alberta voters.

Alberta Federal Vote Intention (decided voters) (%)

Region	Calgary	Edmonton	North	South	All Residents
Conservative	62.1	53.6	64.7	69.1	61.1
Liberal	18.2	21.5	13.0	13.2	17.5
NDP	5.9	15.2	6.5	4.6	8.6
Green	9.7	5.0	9.2	7.9	7.9
Other parties/candidates	4.1	4.6	6.5	5.3	4.9

Gender*	Male	Female
Conservative	64.3	57.5
Liberal	17.5	17.5
NDP	6.2	11.2
Green	7.0	9.1
Other parties/candidates	5.0	4.7

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
Conservative	57.8	61.7	64.1
Liberal	17.0	17.7	17.0
NDP	13.0	7.7	6.7
Green	7.0	8.8	6.7
Other parties/candidates	5.2	4.1	5.6

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Conservative	62.5	62.3	63.5	57.9
Liberal	13.1	15.9	15.0	21.6
NDP	10.2	7.7	6.4	10.1
Green	6.8	7.7	9.0	8.4
Other parties/candidates	7.4	6.3	6.0	2.0

Age*	18-29	30-44	45-64	65 and older
Conservative	45.5	57.4	61.2	75.5
Liberal	22.3	18.5	18.4	12.0
NDP	13.2	8.0	6.6	9.1
Green	14.0	10.0	7.9	1.9
Other parties/candidates	5.0	6.0	6.0	1.4

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Conservative	68.6	63.7	56.1
Liberal	16.1	15.2	19.7
NDP	6.5	7.0	10.1
Green	5.7	9.4	8.4
Other parties/candidates	3.1	4.7	5.8

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	50.1	Under \$50,000	28.1	H-School/less	19.4	18-29	12.4
Edmonton	31.8	Female	49.9	\$50-\$100,000	39.7	Some P-Sec.	20.9	30-44	26.3
North	19.3			Over \$100,000	32.2	Col-Tech-Grad	24.3	45-64	39.9
South	15.5					University Grad	35.4	65 or older	21.4
									Mean age = 50 year

Religious Participation (%)	
2-3/month-more	28.6
Several/year	19.5
Rarely-never	51.9

Question

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

- Conservative
- Liberal
- NDP
- Green
- Some other party
- Undecided (unprompted)
- Would not vote (unprompted)