



## Federal Vote Intention

Alberta Public Opinion Study – Fall 2011







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## Methodology

-  **Population** The province of Alberta has a total population of 3,779,353 residents (Statistics Canada, July 1, 2011) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,910,102.
-  **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 2011. Students interviewed 1,237 adult Alberta residents by telephone from October 1<sup>st</sup> to 2<sup>nd</sup> 2011 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.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  $\pm 2.8$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 4.9$  percentage points, Edmonton and immediate area  $\pm 4.8$  percentage points, North  $\pm 6.6$  percentage points, South  $\pm 6.5$  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 James Manis PhD 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 arose out of the research interests of College students and faculty.

## Federal Vote Intention (%)

- The governing Conservative Party of Canada (CPC) commands 57.7% support amongst decided Alberta voters, three and one half times more support than its nearest competitor, the NDP (21.0%), and nearly five times more support than the federal Liberals (12.7%). The Green party commands 5.9% support while 2.7% 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 NDP holding down second spot in all regions except Calgary where they are in a statistical tie for second with the Liberals. The Green party places third in the south outside of Calgary and comes close to rivaling the Liberals in the north outside of Edmonton.

Federal Vote Intention (%)	2009 All Voters n=1115 (± 2.9)	2010 All Voters n=1067 (± 3.0)	2011 All Voters n=1114 (± 2.9%)	2009 Decided Voters n=957 (± 3.2)	2010 Decided Voters n=824 (± 3.4)	2011 Decided Voters n=1022 (± 3.1%)
Conservative	54.3	47.4	52.9	61.1	56.6	57.7
Liberal	15.5	15.9	11.6	17.5	19.0	12.7
NDP	7.6	8.1	19.2	8.6	9.7	21.0
Green	7.1	7.1	5.4	7.9	8.5	5.9
Other parties (and independents)	4.3	5.2	2.4	4.9	6.2	2.7
Undecided	11.2	16.2	8.3	—	—	—

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

- Conservative support is widespread (they lead in every demographic category), deep in their traditional areas of strength (Calgary), and within their traditional demographic groups (the wealthy, older voters, and the religious).
- Conservatives no longer have a gender gap in their support with women (57.9%) just as supportive as men (57.7%). Conservative support increases with age, but the NDP is statistically tied with them among Alberta's youngest voters with each party garnering slightly more than one-third of the youth vote.
- Clearly, Alberta voters have at least temporarily sided with the NDP over the Liberals as the most important opponents of the Conservatives. Almost twice as many Albertans would vote NDP (21.0%) than those who would vote Liberal (12.7%) if federal election was held today.

## Alberta Federal Vote Intention (2011) (decided voters) (%)

Region*	Calgary	Edmonton	North	South	All Residents
Conservative	67.0	50.5	56.0	56.0	57.7
Liberal	13.0	17.8	9.8	6.5	12.7
NDP	12.7	27.1	22.8	22.0	21.0
Green	6.0	1.8	8.7	10.5	5.9
Other parties/candidates	1.3	2.8	2.7	5.0	2.7

Gender	Male	Female
Conservative	57.7	57.9
Liberal	11.1	14.4
NDP	22.2	19.7
Green	5.7	6.1
Other parties/candidates	3.3	2.0

Household Income*	Under \$50,000	\$50-\$100,000	Over \$100,000
Conservative	51.2	57.5	62.6
Liberal	14.0	13.5	12.3
NDP	20.5	22.3	17.7
Green	10.2	4.3	4.5
Other parties/candidates	4.2	2.4	2.9

Education	High School or less	Some Post-Secondary	College-Tech-Trade	University Grad
Conservative	59.1	58.0	61.3	54.9
Liberal	16.7	8.3	12.9	12.9
NDP	16.1	27.5	17.0	23.1
Green	5.4	4.7	5.9	6.3
Other parties/candidates	2.7	1.6	3.0	2.7

Age*	18-29	30-44	45-64	65 and older
Conservative	37.2	55.9	63.2	70.6
Liberal	15.6	14.1	11.4	10.7
NDP	35.2	19.5	18.1	14.2
Green	10.6	7.0	4.6	2.0
Other parties/candidates	1.5	3.5	2.7	2.5

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	64.2	60.9	53.5
Liberal	12.7	13.2	13.4
NDP	16.9	19.5	22.5
Green	4.2	3.6	7.9
Other parties/candidates	1.9	2.7	2.8

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

## Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	30.3	Male	50.5	Under \$50,000	27.1	H-School/less	19.8	18-29	20.2
Edmonton	32.0	Female	49.5	\$50-\$100,000	37.5	Some P-Sec.	17.9	30-44	24.8
North	18.0			Over \$100,000	35.3	Col-Tech-Grad	27.6	45-64	35.6
South	19.7					University Grad	34.7	65 or older	19.4
									Mean age = 47 years old

### Religious Participation (%)

2-3/month-more	27.0
Several/year	22.7
Rarely-never	50.3

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

## 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)