



## Federal Vote Intention

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Alberta Public Opinion Study – Fall 2013

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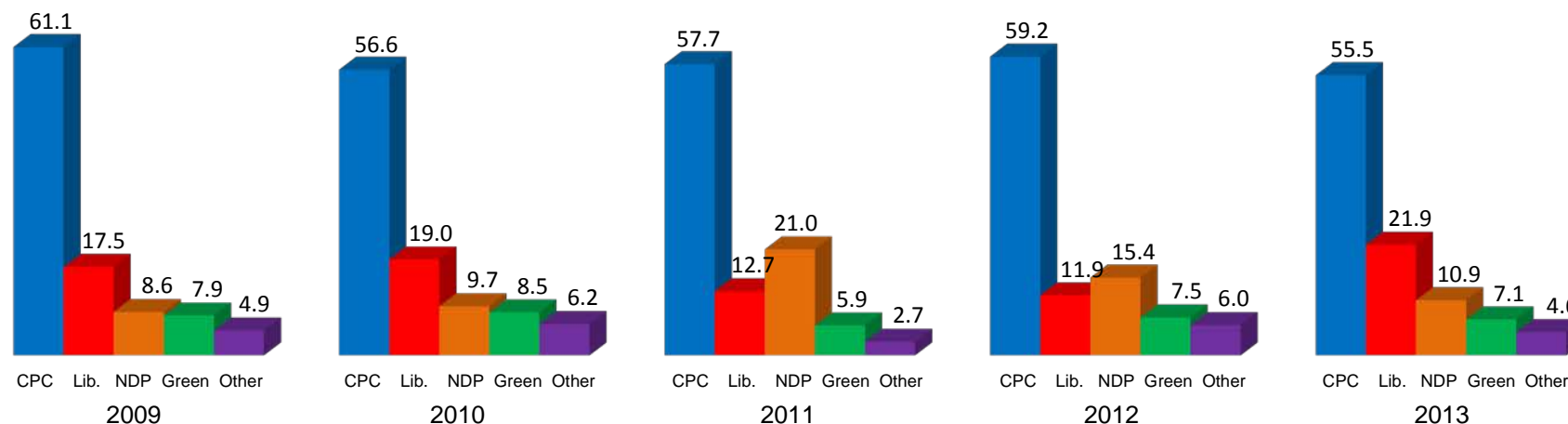
## Methodology

-  **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](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  $\pm 3.1$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 5.4$  percentage points, Edmonton and immediate area  $\pm 5.6$  percentage points, North  $\pm 7.6$  percentage points, South  $\pm 7.2$  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.

## Federal Vote Intention – Alberta

The governing Conservative Party of Canada (CPC) continues to command majority support from decided Alberta voters (55.5%), only slightly less than they held at the same time in 2012 (59.2%). Among its opponents, the Liberals have regained their traditional second-place status (21.9%) while the NDP (10.9%) has retreated to third, reversing a pattern that had been established since the 2011 federal election. The Green party commands 7.1% support while 4.6% of voters stated they would vote for some other party or candidate.

### Federal Vote Intention – Decided Alberta Voters (2009-2013)



The Conservatives have commanding leads in every region of the province with the Liberals holding down second spot, including a very competitive 29.1% in Edmonton (versus 45.7% CPC support) and where the NDP also has its highest levels of support (17.1%).

| Region*                  | Calgary | Edmonton | North | South | All Residents |
|--------------------------|---------|----------|-------|-------|---------------|
| Conservative             | 67.4    | 45.7     | 54.7  | 50.9  | 55.5          |
| Liberal                  | 18.0    | 29.1     | 15.4  | 22.6  | 21.9          |
| NDP                      | 7.1     | 17.1     | 9.4   | 8.8   | 10.9          |
| Green                    | 5.6     | 5.1      | 9.4   | 10.7  | 7.1           |
| Other parties/candidates | 1.9     | 3.0      | 11.1  | 6.9   | 4.6           |

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

## Federal Vote Intention – Alberta

- Conservative support is widespread (they lead in every demographic category), deep in their traditional areas of strength (Calgary), and within their traditional demographic groups (CPC support increases with income, age and religious participation).
- The Conservatives have only a minor gender gap in their Alberta support with men (57.3%) only slightly more supportive than women (53.4%).
- The Liberals have a minor gender gap with men (23.5%) slightly more supportive than women (20.1%). Liberal support increases as formal education levels rise but is weakest amongst seniors (only 16.4% compared to its 24.8% among the youth.)
- The NDP has a gender gap in their support with women (14.1%) more supportive than men (8.1%), while the Green Party has nearly three times more support among the youth (12.4%) than boomers and seniors (4.7%)

| Federal Vote Intention<br>Decided Voters (%) | 2009<br>n=957 (± 3.2) | 2010<br>n=824 (± 3.4) | 2011<br>n=1022 (± 3.1%) | 2012<br>n=864 (± 3.3%) | 2013<br>n=777 (± 3.5%) |
|--|-----------------------|-----------------------|-------------------------|------------------------|------------------------|
| Conservative                                 | 61.1                  | 56.6                  | 57.7                    | 59.2                   | 55.5                   |
| Liberal                                      | 17.5                  | 19.0                  | 12.7                    | 11.9                   | 21.9                   |
| NDP  | 8.6                   | 9.7                   | 21.0                    | 15.4                   | 10.9                   |
| Green  | 7.9                   | 8.5                   | 5.9                     | 7.5                    | 7.1                    |
| Other parties                                | 4.9                   | 6.2                   | 2.7                     | 6.0                    | 4.6                    |

| Federal Vote Intention<br>All Voters (%) | 2009<br>n=1115 (± 2.9) | 2010<br>n=1067 (± 3.0) | 2011<br>n=1114 (± 2.9%) | 2012<br>n=1067 (± 3.0%) | 2013<br>n=987 (± 3.1%) |
|--|------------------------|------------------------|-------------------------|-------------------------|------------------------|
| Conservative                             | 54.3                   | 47.4                   | 52.9                    | 53.0                    | 46.4                   |
| Liberal                                  | 15.5                   | 15.9                   | 11.6                    | 10.7                    | 18.3                   |
| NDP                                      | 7.6                    | 8.1                    | 19.2                    | 13.8                    | 9.1                    |
| Green                                    | 7.1                    | 7.1                    | 5.4                     | 6.7                     | 6.0                    |
| Other parties                            | 4.3                    | 5.2                    | 2.4                     | 5.4                     | 3.9                    |
| Undecided                                | 11.2                   | 16.2                   | 8.3                     | 10.4                    | 16.3                   |

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

## Alberta Federal Vote Intention 2013 (decided voters) (%)

| Gender                   | Male | Female |
|--------------------------|------|--------|
| Conservative             | 57.3 | 53.4   |
| Liberal                  | 23.5 | 20.1   |
| NDP                      | 8.1  | 14.1   |
| Green                    | 6.9  | 7.3    |
| Other parties/candidates | 4.3  | 5.1    |

| Household Income*        | Under \$60,000 | \$60-\$120,000 | Over \$120,000 |
|--------------------------|----------------|----------------|----------------|
| Conservative             | 48.8           | 50.9           | 63.8           |
| Liberal                  | 26.1           | 21.7           | 20.1           |
| NDP                      | 12.1           | 16.1           | 4.6            |
| Green                    | 6.8            | 7.5            | 6.9            |
| Other parties/candidates | 6.3            | 3.7            | 4.6            |

| Education                | High School or less | Some Post-Secondary | College-Tech-Trade | University Grad |
|--------------------------|---------------------|---------------------|--------------------|-----------------|
| Conservative             | 62.4                | 53.1                | 54.3               | 52.2            |
| Liberal                  | 15.2                | 17.7                | 22.1               | 28.7            |
| NDP                      | 7.3                 | 14.6                | 10.1               | 11.8            |
| Green                    | 7.9                 | 7.7                 | 7.0                | 6.6             |
| Other parties/candidates | 7.3                 | 6.9                 | 6.5                | 0.7             |

| Age*                     | 18-29 | 30-44 | 45-64 | 65 and older |
|--------------------------|-------|-------|-------|--------------|
| Conservative             | 49.1  | 50.3  | 56.2  | 65.5         |
| Liberal                  | 24.8  | 21.9  | 23.6  | 16.4         |
| NDP                      | 11.8  | 11.2  | 10.5  | 10.5         |
| Green                    | 12.4  | 8.9   | 4.7   | 4.7          |
| Other parties/candidates | 1.9   | 7.7   | 5.1   | 2.9          |

| Religious Participation* | 1-3 per month/more | Several per year | Rarely/never |
|--------------------------|--------------------|------------------|--------------|
| Conservative             | 62.5               | 61.8             | 48.9         |
| Liberal                  | 19.0               | 20.1             | 24.6         |
| NDP                      | 9.0                | 9.7              | 13.2         |
| Green                    | 5.5                | 6.2              | 7.8          |
| Other parties/candidates | 4.0                | 2.1              | 5.4          |

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 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)