Federal Vote Intention

Alberta Public Opinion Study – Fall 2014

October 2014

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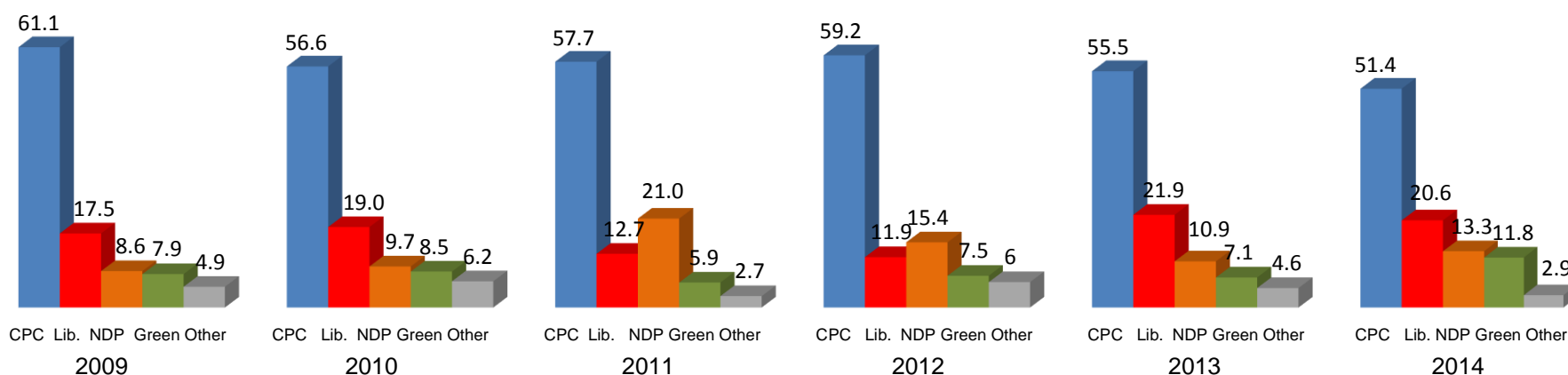
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Methodology

- **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

- **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.

Federal Vote Intention – Alberta

The governing Conservative Party of Canada continues to command majority support from decided Alberta voters (51.4%), but have slipped to their lowest support in six years. The Conservative drop has not, however, significantly benefited its main competitors. Rather, a significant proportion of Alberta federal voters have moved to undecided (19.2%). The Liberals remain in second place, although their support has declined marginally to 20.6% when compared to 2013 (21.9%). NDP support is up slightly (13.3% versus 10.9% in 2013) while Green Party support has climbed substantially to 11.8% compared to 7.1% last year. Only 2.9% of voters stated they would support some other party or candidate.

Federal Vote Intention – Decided Alberta Voters (2009-2014)

The Conservatives have commanding leads in every region of the province with the Liberals holding down second spot, with the NDP trailing in third, including Edmonton where the Conservatives have rebounded to 41.0%, (up from only 29.1% in 2013). The Liberals (25.0%) and NDP (18.0%) receive their highest levels of support in Edmonton.

Region*	Calgary	Edmonton	North	South	All Residents
Conservative	56.3	41.0	54.4	53.6	51.4
Liberal	21.8	25.0	20.4	15.2	20.6
NDP	7.6	18.0	15.5	12.5	13.3
Green	12.6	12.0	7.8	14.3	11.8
Other parties/candidates	1.7	4.0	1.9	4.5	2.9

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 and within their traditional demographic groups (CPC support increases with income, age and religious participation).

- Conservatives support peaks with seniors (70.4%), upper income earners (60.6%) and the most religious (64.5%).

- The Liberals support is strongest amongst university graduates (24.8%), those aged 45-64 (26.2%) and upper income earners (26.5%).

- The NDP garners its strongest support levels from middle income earners (20.1%), the youth (21.5%) and those with moderate (22.8%) or no religious participation (21.9%).

- The Green Party is currently attracting larger support levels than it has in the past, 11.8% overall, with strengths in the south outside of Calgary (14.3%), among the youth (26.2%), and those with the least amount of formal education (23.1%), and leads the NDP in each of those demographic groups.

Federal Vote Intention Decided Voters (%)	2009 (± 3.2)	2010 (± 3.4)	2011 (± 3.1%)	2012 (± 3.3%)	2013 (± 3.5%)	2014 (± 4.7%)
Conservative	61.1	56.6	57.7	59.2	55.5	51.4
Liberal	17.5	19.0	12.7	11.9	21.9	20.6
NDP	8.6	9.7	21.0	15.4	10.9	13.3
Green	7.9	8.5	5.9	7.5	7.1	11.8
Other parties	4.9	6.2	2.7	6.0	4.6	2.9

Federal Vote Intention All Voters (%)	2009 (± 2.9)	2010 (± 3.0)	2011 (± 2.9%)	2012 (± 3.0%)	2013 (± 3.1%)	2014 (± 4.1%)
Conservative	54.3	47.4	52.9	53.0	46.4	41.5
Liberal	15.5	15.9	11.6	10.7	18.3	16.7
NDP	7.6	8.1	19.2	13.8	9.1	10.8
Green	7.1	7.1	5.4	6.7	6.0	9.5
Other parties	4.3	5.2	2.4	5.4	3.9	2.4
Undecided	11.2	16.2	8.3	10.4	16.3	19.2

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

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Alberta Federal Vote Intention 2014 (decided voters) (%)

Gender	Male	Female
Conservative	48.5	54.5
Liberal	18.7	23.0
NDP	14.5	12.0
Green	15.7	7.0
Other parties/candidates	2.6	3.5

Household Income*	Under $60,000	$60-$120,000	Over $120,000
Conservative	47.1	46.3	60.6
Liberal	16.5	16.4	26.5
NDP	15.7	20.1	5.3
Green	16.5	13.4	6.8
Other parties/candidates	4.1	3.7	0.8

Education*	High School or less	Some Post-Secondary	College-Tech-Trade	University Grad
Conservative	45.2	47.3	57.7	52.6
Liberal	19.2	18.3	19.2	24.8
NDP	8.7	19.4	10.6	15.8
Green	23.1	9.7	12.5	3.8
Other parties/candidates	3.8	5.4	0.0	3.0

Age*	18-29	30-44	45-64	65 and older
Conservative	34.6	47.2	53.9	70.4
Liberal	15.9	20.2	26.2	18.4
NDP	21.5	19.1	9.9	4.1
Green	26.2	13.5	5.0	4.1
Other parties/candidates	1.9	0.0	5.0	3.1

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	64.5	50.0	46.7
Liberal	11.8	22.8	21.9
NDP	10.9	13.0	14.3
Green	7.3	12.0	14.8
Other parties/candidates	5.5	2.2	2.4

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 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)