



Federal Vote Intention

Alberta Public Opinion Study – Fall 2015

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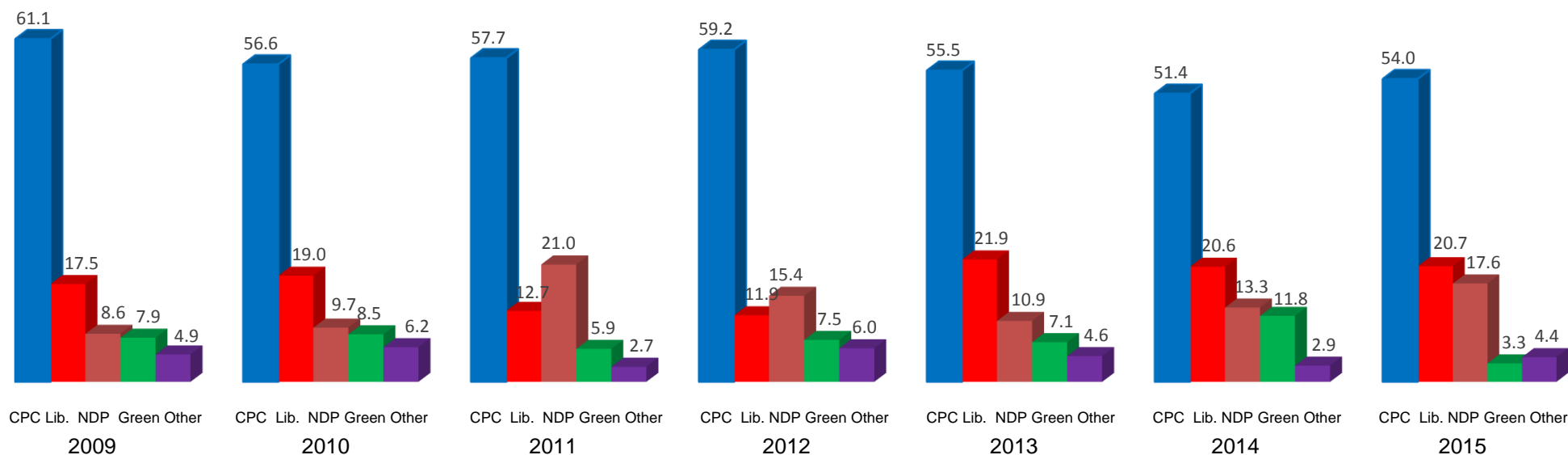
Methodology

-  **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.

Federal Vote Intention – Alberta

The governing Conservative Party of Canada (CPC) continues to command majority support from decided Alberta voters (54.0%), an increase from what they held at the same time in 2014 (51.4%), but down from their peak in 2009 (61.1%). Among its opponents, the Liberals maintain their traditional second-place status (20.7%) while the NDP (17.6%) is up from last year (13.3%) but down from their 2011 peak (21.0%). The Green party commands 3.3% support, its lowest support in seven years, while 4.4% of voters stated they would vote for some other party or candidate.

Federal Vote Intention – Decided Alberta Voters (2009-2015)



The Conservatives have commanding leads in every region of the province, particularly Calgary (59.6%) and the north (62.4%). The Liberals hold second spot in most areas of the province outside of Edmonton, where the NDP is second with 28.3% (versus 46.1% CPC support). Liberal support is strongest in the south outside of Calgary (27.1%).

Region	Calgary	Edmonton	North	South	All Albertans
Conservative	59.6	46.1	62.4	46.8	54.0
Liberal	18.0	17.2	21.0	27.1	20.7
NDP	15.4	28.3	9.9	17.0	17.6
Green	3.5	2.2	2.2	5.3	3.3
Other parties/candidates	3.5	6.1	4.4	3.7	4.4

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 (Conservative support increases with income, age and religious participation).
- The Conservatives and Liberals have minor gender gaps in their decided vote support with women slightly more supportive than men, although women are almost twice as likely as men to be undecided with one week remaining in the 2015 campaign. The NDP garners slightly more support from women than from men.
- When compared to provincial vote intention, it appears that the federal Conservatives are capturing the lion's share of provincial PC (93.7%) and Wildrose (73.4%) supporters, and the federal Liberals monopolize the preferences of the smaller number of provincial Liberal voters (83.1%). Provincial NDP voters are much more diverse in their federal vote preferences with only half of all provincial NDP voters planning on casting ballots for the federal party (49.8%),

Provincial Vote*	PC	Wildrose	Liberal	NDP	Alberta Party
Conservative	93.7	73.4	6.2	13.1	40.0
Liberal	4.1	12.0	83.1	27.6	25.0
NDP	1.4	6.3	4.6	49.8	15.0
Green	0.9	1.0	6.2	4.1	5.0
Other parties/candidates	0.0	7.3	0.0	5.4	15.0

Federal Vote Intention Decided Voters (%)	2009 (± 3.2)	2010 (± 3.4)	2011 (± 3.1)	2012 (± 3.3)	2013 (± 3.5)	2014 (± 4.7)	2015 (± 3.5)
Conservative	61.1	56.6	57.7	59.2	55.5	51.4	54.0
Liberal	17.5	19.0	12.7	11.9	21.9	20.6	20.7
NDP	8.6	9.7	21.0	15.4	10.9	13.3	17.6
Green	7.9	8.5	5.9	7.5	7.1	11.8	3.3
Other parties	4.9	6.2	2.7	6.0	4.6	2.9	4.4

Federal Vote Intention All Voters (%)	2009 (± 2.9)	2010 (± 3.0)	2011 (± 2.9)	2012 (± 3.0)	2013 (± 3.1)	2014 (± 4.1)	2015 (± 3.1)
Conservative	54.3	47.4	52.9	53.0	46.4	41.5	46.6
Liberal	15.5	15.9	11.6	10.7	18.3	16.7	17.9
NDP	7.6	8.1	19.2	13.8	9.1	10.8	15.2
Green	7.1	7.1	5.4	6.7	6.0	9.5	2.9
Other parties	4.3	5.2	2.4	5.4	3.9	2.4	3.8
Undecided	11.2	16.2	8.3	10.4	16.3	19.2	13.7

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

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

Gender	Male	Female	All Alberta
Conservative	52.7	55.6	54.0
Liberal	22.6	18.6	20.7
NDP	16.7	18.4	17.6
Green	2.4	4.4	3.3
Other parties/candidates	5.6	3.0	4.4

Household Income*	Under \$60,000	\$60-\$120,000	Over \$120,000
Conservative	41.8	55.1	60.2
Liberal	22.0	16.7	25.2
NDP	27.6	20.5	9.3
Green	4.3	3.8	1.8
Other parties/candidates	4.3	3.8	3.5

Education	High School or less	Some Post-Secondary	College-Tech-Trade	University Grad
Conservative	52.0	56.1	60.7	48.0
Liberal	20.0	18.1	15.2	27.1
NDP	15.2	17.0	18.0	18.2
Green	6.4	2.9	1.4	4.1
Other parties/candidates	6.4	5.8	4.7	2.6

Age*	18-29	30-44	45-64	65 and older
Conservative	45.5	46.7	61.0	67.0
Liberal	28.3	16.2	20.1	19.1
NDP	13.9	31.4	11.6	8.7
Green	7.5	0.9	2.8	2.6
Other parties/candidates	4.8	4.8	4.4	2.6

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Conservative	58.0	55.7	50.8
Liberal	13.7	19.3	26.1
NDP	19.5	18.8	15.3
Green	2.2	3.4	3.6
Other parties/candidates	6.6	2.8	4.2

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

Demographics (2015) (%)

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 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)