

# Alberta Politics Provincial Vote Intention

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Alberta Public Opinion Study – October 2019

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## Methodology

**Population:** The province of Alberta has a total population of 4,371,316 residents (Statistics Canada, 2019) approximately 78% of which are 18 years of age or older for an adult population of 3,409,626.

**Sample:** Data were collected by Lethbridge College students in the fall of 2019. Students interviewed 953 adult Alberta residents by telephone from October 5 to 10, 2019 under the supervision of principal investigator Dr. Faron Ellis, Research Chair, Citizen Society Research Lab. Landline, hybrid and mobile telephone numbers were selected from a sample drawn from InfoGroup directories and supplemented by 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](http://www.lethbridgecollege.ca)

**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, area of province and age).

**Confidence:** The weighted sample yields a margin of error  $\pm 3.17$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 6.1$  percentage points, Edmonton and immediate area  $\pm 6.5$  percentage points, North  $\pm 6.6$  percentage points, South  $\pm 6.2$  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. We thank members of Lethbridge College's ITS and AV teams 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. These questions were derived from student and faculty interest in the topics.

## Alberta Provincial Vote Intention

Six months after the Alberta provincial election, the governing United Conservative Party continues its honeymoon period with Albertan voters, commanding over half of their voting preferences (58.1%%), similar to where they stood last winter prior to the election (57.8%), and up considerably from where they stood this time last year (48.6%). The UCP holds majority support in all regions of the province, with more than three of every five Calgarians (60.3%) and northern Albertans (61.7%) indicating they would again cast ballots for the party if an election was held now. Support is only slightly lower in southern Alberta (59.8%) and in Edmonton (52.2%).

The NDP is solidly in second place with slightly less than one-quarter of Alberta voters (23.2%) indicating they would cast a ballot for the former governing party if an election was held today. The NDP maintains its second place standing in every region of the province but is strongest in the Edmonton area (30.9%) and weakest in southern Alberta outside of Calgary (15.6%).

The provincial Liberals (7.8%) are currently receiving much greater support than what they obtained in the election (less than one percent).

The Alberta party sits at 5.8% of decided voter support, less than what they received during the election (9%) while approximately one of every twenty Alberta voters would cast a ballot for some other party or candidate.

Provincial Vote Intention by Region (decided voters) (%)

2019 fall	Calgary	Edmonton	North	South	All Residents
United Conservative Party	60.3	52.2	61.7	59.8	58.1
NDP	21.9	30.9	22.4	15.6	23.2
Liberal	10.5	9.1	1.6	7.8	7.8
Alberta Party	3.0	3.9	9.8	7.8	5.8
Other party/candidate	4.2	3.9	4.4	8.9	5.2
2019 winter	Calgary	Edmonton	North	South	All Residents
United Conservative Party	61.8	41.0	64.4	64.2	57.8
NDP	20.2	39.2	19.8	13.0	23.2
Liberal	3.7	3.2	3.5	10.9	5.1
Alberta Party	7.1	10.6	6.9	3.1	7.0
Other party/candidate	4.5	3.7	3.0	5.2	6.9
2018	Calgary	Edmonton	North	South	All Residents
United Conservative Party	51.8	36.9	54.1	52.2	48.6
NDP	22.9	37.6	21.5	15.9	24.8
Liberal	10.4	12.1	7.9	15.2	11.3
Alberta Party	7.7	6.2	9.7	10.5	8.4
Other party/candidate	7.1	7.2	6.8	6.2	6.8

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

## Alberta Provincial Vote Intention (2009-2019) (%)

Early in its first mandate, premier Jason Kenney and the UCP command majority support from nearly all sub-groups within the Alberta electorate.

- United Conservative Party support is broad and relatively deep with the party leading the NDP among decided voters in all demographic groups in the province.
- Women (57.9%) are just as likely as are men (58.5%) to be planning on voting UCP.
- Upper-income (62.9%) Albertans are slightly more supportive of the UCP than are and middle-income (53.5%) and lower-income Albertans (54.6%).
- Young Albertans (49.5%) are slightly less likely to be planning on voting UCP as are other age groups.
- The NDP finds its greatest support levels among university grads (27.9%), seniors (27.4%) and middle-income voters (29.5%).

Decided Voters (%)	2009 (± 3.2)	2010 (± 3.5)	2011 (± 3.1)	2012 (± 3.3)	2013 (± 3.6)	2014 (± 4.7)	2015 (± 3.5)	2016 (± 2.7)		2017 (± 2.8)	2018 (± 2.8)	2019 (W) (± 3.3)	2019 (F) (± 3.5)
PC	38.4	36.1	47.7	44.6	36.1	32.6	28.7	38.4	UCP	55.8	48.6	57.8	<b>58.1</b>
Wildrose	21.5	24.0	16.1	23.9	29.4	30.8	26.3	25.7	NDP	19.3	24.8	23.2	<b>23.2</b>
NDP	10.7	10.8	16.3	14.0	12.2	16.8	31.1	19.7	Liberal	12.8	11.3	5.1	<b>7.8</b>
Liberal	20.8	20.7	13.4	11.1	15.7	12.8	9.0	9.4	AB Party	5.8	8.4	7.0	<b>5.8</b>
Alberta Party	—	—	—	—	—	—	3.0	3.5	Free. Con.	—	—	2.8	<b>—</b>
Other parties	8.5	8.4	3.4	3.4	5.6	7.0	2.0	3.3	Other Parties	6.3	6.8	4.1	<b>5.2</b>

All Voters (%)	2009 (± 2.9)	2010 (± 3.0)	2011 (± 2.9)	2012 (± 3.0)	2013 (± 3.1)	2014 (± 4.1)	2015 (± 3.2)	2016 (± 2.5)		2017 (± 2.6)	2018 (± 2.6)	2019 (W) (± 3.0)	2019 (F) (± 3.2)
PC	32.9	29.6	42.0	40.2	29.3	26.2	25.0	34.9	UCP	48.5	44.1	49.2	<b>52.5</b>
Wildrose	18.5	19.7	14.2	21.5	23.8	24.7	22.9	23.4	NDP	16.7	22.5	19.8	<b>21.0</b>
NDP	9.2	8.9	14.4	12.6	9.9	13.5	27.1	17.9	Liberal	11.1	10.3	4.4	<b>7.0</b>
Liberal	17.9	17.0	11.8	10.0	12.7	10.3	7.8	8.6	AB Party	5.0	7.7	6.0	<b>5.2</b>
Alberta Party	—	—	—	—	—	—	2.6	3.2	Free. Con.	—	—	2.4	<b>—</b>
Other parties	7.3	6.9	3.0	3.1	4.5	5.6	1.7	3.0	Other Parties	5.5	6.2	3.5	<b>4.7</b>
Undecided	14.2	18.0	11.9	9.9	18.9	19.7	12.8	9.1	Undecided	13.1	9.3	14.8	<b>9.6</b>

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

## Alberta Provincial Vote Intention (2019) (decided voters) (%)

Gender	Male	Female	All Albertans
UCP	58.5	57.9	58.1
NDP	22.0	24.4	23.2
Liberal	7.8	7.6	7.8
Alberta Party	7.3	4.1	5.8
All other parties-candidates	4.4	6.1	5.2

Household Income*	Under \$60,000	\$60-120,000	Over \$120,000
UCP	54.6	53.5	62.9
NDP	16.3	29.5	22.3
Liberal	12.1	7.6	6.9
Alberta Party	11.7	3.8	4.0
All other parties-candidates	5.4	5.6	4.0

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
UCP	62.3	55.4	67.8	51.9
NDP	15.1	21.7	21.3	27.9
Liberal	4.8	10.2	3.5	11.0
Alberta Party	13.0	3.6	4.0	5.2
All other parties-candidates	4.8	9.0	3.5	3.9

Age*	18-29	30-44	45-64	65 and older
UCP	49.5	61.5	59.9	61.5
NDP	18.4	15.4	29.3	27.4
Liberal	15.8	10.4	3.3	3.4
Alberta Party	8.7	8.2	3.3	3.9
All other parties-candidates	7.7	4.4	4.1	3.9

Religious Participation	1-3 per month/more	Several per year	Rarely/never
UCP	55.4	54.1	62.8
NDP	18.8	26.2	22.5
Liberal	11.7	9.8	4.8
Alberta Party	9.2	6.0	3.7
All other parties-candidates	5.0	3.8	6.2

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

## Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	28.1	Male	50.3	Under \$60,000	35.2	H-School/less	17.2	18-29	23.4
Edmonton	28.2	Female	49.3	\$60-\$120,000	40.0	Some P-Sec.	20.7	30-44	22.2
North	22.0	Other	0.4	Over \$120,000	24.8	Col-Tech-Grad	24.8	45-64	30.7
South	21.7					University Grad	37.2	65 or older	23.7

Mean age = 48 years

### Religious Participation

2-3/month-more	30.1
Several/year	24.0
Rarely-never	45.8

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

## Question

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

- United Conservative Party
- NDP
- Liberal Party of Alberta
- Alberta Party
- Some other party or candidate
- Undecided (unprompted)