



Provincial Vote Intention







Alberta Public Opinion Study – Fall 2009

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Methodology

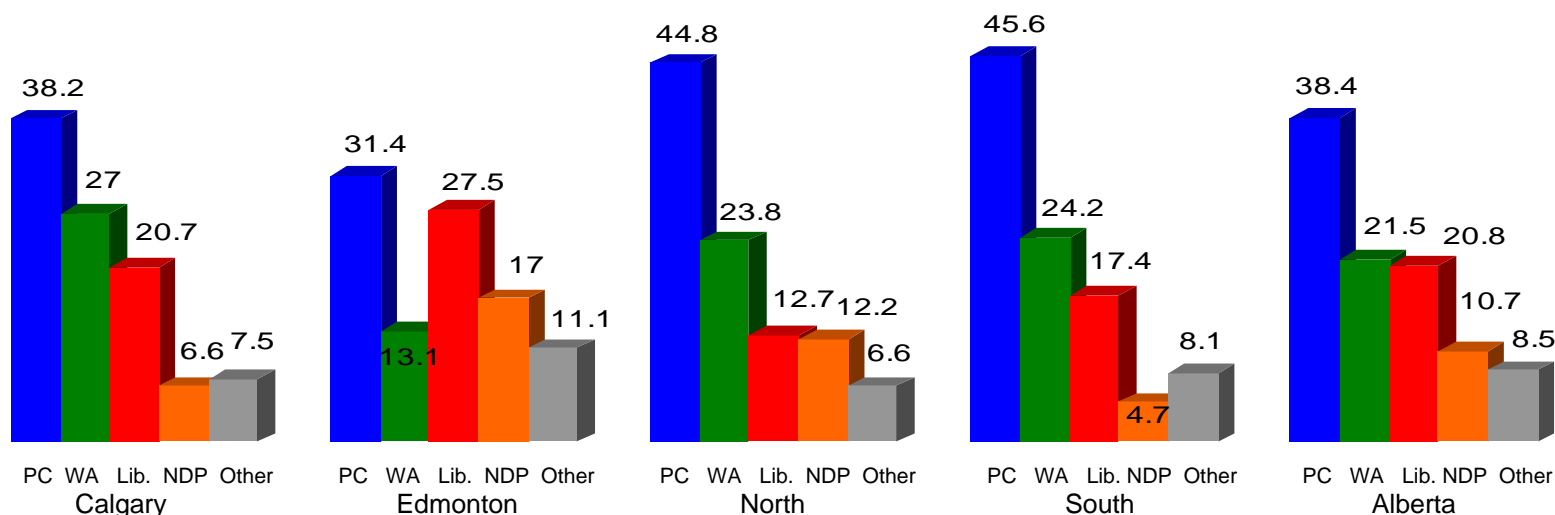
-  **Population** The province of Alberta has a total population of 3,687,662 residents (July 1, 2009) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,839,500.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2009. Students interviewed 1,201 adult Alberta residents by telephone from October 3rd to 5th 2009 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.ab.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).
-  **Confidence** The weighted sample yields a margin of error of ± 2.8 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary 4.9, Edmonton 5.0, North 6.5, South 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 developed by the Open Source Learning Lab (OSLL). We thank Dr. James Manis 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 was derived from the research interests of college students and faculty.

Alberta Provincial Vote Intention (%)

- The governing Progressive Conservatives command 38.4% support amongst Alberta's decided voters, down from the 52.7% they received in the March 2008 general election, but still well ahead of all their provincial competitors.
- A close battle for second place has emerged between the Wildrose Alliance (21.5%), up sharply from it's 2008 general election showing (6.8%), and the Liberals (20.8%). Alberta's New Democrats now sit in fourth place with 10.7% support while 8.5% of Alberta voters are currently planning on voting for minor parties or independent candidates.

Provincial Vote Intention (%)	All Respondents n=1115 (± 2.9)	Decided Voters n=957 (± 3.2)
Progressive Conservative	32.9	38.4
Wildrose Alliance	18.5	21.5
Liberal	17.9	20.8
NDP	9.2	10.7
Other parties (and independents)	7.3	8.5
Undecided	14.2	—

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



Alberta Provincial Vote Intention (%)

- Progressive Conservative support is widespread (they lead in every demographic category) and deep in their traditional areas of strength (outside of Alberta's two major cities) and within their traditional demographic groups (the wealthy and seniors).
- Wildrose Alliance support is also remarkably widespread, at least outside of the Edmonton region. Wildrose Alliance (27.0%) has moved ahead of the Liberals (20.7%) into second place in Calgary, and places second in the north (23.8%) and in the south (24.2%). They lead the Liberals among male voters, but trail the Liberals among women.
- Wildrose Alliance is second with middle income voters (27.8%), within all education categories except those with university degrees, and with boomers and seniors. Perhaps most importantly for the young party, although it tends to be slightly more popular with religious than non-religious voters, it has firmly established itself as an option for voters outside of its traditional social conservative base.
- Wildrose Alliance also garners more support than the Alberta New Democrats in all regions of the province except Edmonton, and amongst all demographic groups except the youth.
- It is clear from these data that the governing Progressive Conservatives are facing growing political unrest on their right flank. Although much of the future success or failure of the Wildrose Alliance will be determined by the members and leaders of that party, for the time being, increasing numbers of Alberta voters are placing their support with that party rather than the established opposition parties.
- How the Wildrose Alliance positions itself on major issues, and whether it defines itself within or outside of the major currents of Alberta public opinion will become clearer once the party chooses its next leader on October 17, 2009. From which elements of the Alberta electorate it is currently drawing its support will be the focus of forthcoming analysis derived from this first, annual Lethbridge College, Citizen Society Research Lab, Alberta Public Opinion Study.

Alberta Provincial Vote Intention (decided voters) (%)

Region	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	38.2	31.4	44.8	45.6	38.4
Wildrose Alliance	27.0	13.1	23.8	24.2	21.5
Liberal	20.7	27.5	12.7	17.4	20.8
NDP	6.6	17.0	12.2	4.7	10.7
Other parties/Candidates	7.5	11.1	6.6	8.1	8.5

Gender	Male	Female
Progressive Conservative	38.2	38.6
Wildrose Alliance	24.2	18.5
Liberal	18.9	23.0
NDP	10.4	11.2
Other parties/Candidates	8.3	8.7

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
Progressive Conservative	39.4	37.3	42.3
Wildrose Alliance	16.9	27.8	17.3
Liberal	19.0	18.9	22.7
NDP	14.3	8.0	10.0
Other parties/Candidates	10.4	8.0	7.7

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Progressive Conservative	41.5	35.8	40.9	36.7
Wildrose Alliance	22.2	27.0	24.8	16.3
Liberal	14.0	17.2	18.3	28.1
NDP	9.9	10.3	7.0	13.6
Other parties/Candidates	12.3	9.8	9.1	5.3

Age	18-29	30-44	45-64	65 and older
Progressive Conservative	37.2	38.8	36.6	43.0
Wildrose Alliance	10.7	19.6	23.5	27.0
Liberal	24.0	22.9	21.9	14.0
NDP	15.7	8.6	9.9	11.0
Other parties/Candidates	12.4	10.2	8.0	5.0

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	40.0	43.5	36.0
Wildrose Alliance	23.5	20.0	19.9
Liberal	22.7	18.2	21.4
NDP	8.2	9.4	12.1
Other parties/Candidates	5.5	8.8	10.6

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

Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	33.4	Male	50.1	Under \$50,000	28.1	H-School/less	19.4	18-29	12.4
Edmonton	31.8	Female	49.9	\$50-\$100,000	39.7	Some P-Sec.	20.9	30-44	26.3
North	19.3			Over \$100,000	32.2	Col-Tech-Grad	24.3	45-64	39.9
South	15.5					University Grad	35.4	65 or older	21.4
									Mean age = 50 year

Religious Participation (%)	
2-3/month-more	28.6
Several/year	19.5
Rarely-never	51.9

Question

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

- Progressive Conservative
- Liberal
- NDP
- Wildrose Alliance
- Some other party
- Undecided (unprompted)
- Would not vote (unprompted)