



## Provincial Vote Intention

Alberta Public Opinion Study – Fall 2011

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## Methodology

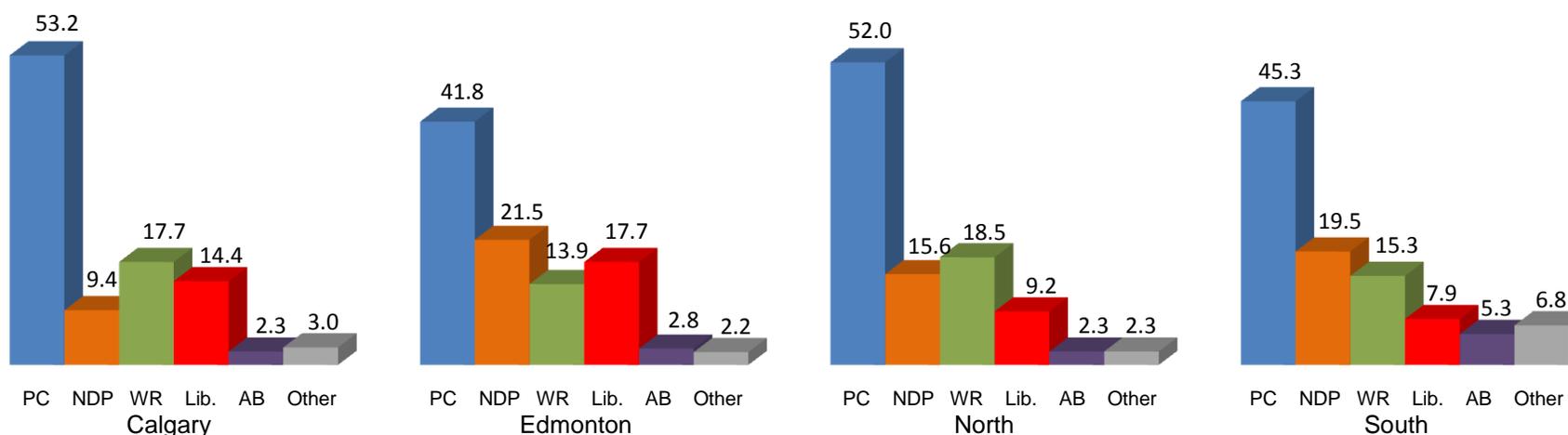
-  **Population** The province of Alberta has a total population of 3,779,353 residents (Statistics Canada, July 1, 2011) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,910,102.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2011. Students interviewed 1,237 adult Alberta residents by telephone from October 1<sup>st</sup> to 2<sup>nd</sup> 2011 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.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  $\pm 2.8$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 4.9$  percentage points, Edmonton and immediate area  $\pm 4.8$  percentage points, North  $\pm 6.6$  percentage points, South  $\pm 6.5$  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 James Manis PhD 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 arose out of the research interests of College students and faculty.

## Alberta Provincial Vote Intention (%)

- Following their leadership contest, the governing Progressive Conservatives command 47.7% support amongst Alberta's decided voters, only slightly less than the 52.7% they received in the March 2008 general election, and now well ahead of all their provincial competitors.
- A close battle for second through fourth place is taking place between the rising New Democrats (16.3%), and the declining Wildrose (16.1%) and Liberals (13.4%). The Alberta Party registers 3.1% support among decided voters while 3.4% plan on voting for other parties or candidates.

Provincial Vote Intention (%)	2009	2010	2011	2009	2010	2011
	All Voters n=1115 (± 2.9)	All Voters n=1067 (± 3.0)	All Voters n=1111 (± 2.9)	Decided Voters n=957 (± 3.2)	Decided Voters n=804 (± 3.5)	Decided Voters n=979 (± 3.1)
Progressive Conservative	32.9	29.6	42.0	38.4	36.1	47.7
NDP	9.2	8.9	14.4	10.7	10.8	16.3
Wildrose	18.5	19.7	14.2	21.5	24.0	16.1
Liberal	17.9	17.0	11.8	20.8	20.7	13.4
Alberta Party	–	–	2.7	–	–	3.1
Other parties (and independents)	7.3	6.9	3.0	8.5	8.4	3.4
Undecided	14.2	18.0	11.9	–	–	47.7

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



## Alberta Provincial Vote Intention (%)

Progressive Conservative support is widespread and deep in their traditional areas of strength. The party leads all of its competitors in every demographic category and has provided their new leader, Premier Allison Redford with a very strong base of support as she assumes her new responsibilities.

Alberta Progressive Conservatives now boast majority support in Calgary (53.2%) and northern Alberta outside of Edmonton (52.0%) where Wildrose is running a distant second (17.7% and 18.5% respectively).

In Edmonton the PCs (41.8%) have built a nearly two-to-one advantage over the New Democrats (21.5%), their closest competitor in that city. They are also comfortably ahead (45.3%) of the NDP (19.5%) and Wildrose (15.3%) in the south outside of Calgary.

Although Wildrose support (16.1%) has moderated from its 2010 highs (24.0%) they remain solidly entrenched in second place in Calgary (17.7%) and the north outside of Edmonton (18.5%). They are however now in third place in the south outside of Calgary (15.3%) and fourth in Edmonton (13.9%). Wildrose also has a significant gender gap in its support with twice as many men (21.3%) as women (10.6%) planning on voting for them. They do, however, show strengths with middle aged and older voters who are most likely to cast ballots in the next provincial election.

Alberta's New Democrats are experiencing a mini-renaissance, possibly an effect of their federal party colleagues' successes in 2011. They are running second in Edmonton (21.5%) and the south outside of Calgary (19.5%) with strength among lower and middle income voters, university grads and the youth. Their support declines among middle aged and older Alberta voters.

Despite also having held a leadership contest, Alberta Liberals are declining in support (13.4%), now placing fourth in the province as a whole, and are at best managing to eke out third place standings in Calgary and Edmonton. They are a distant fourth in areas outside of the two largest cities.

It is clear from these data that the opposition parties have considerable work to do in building, or rebuilding their support levels in the wake of the governing Progressive Conservatives' leadership contest and the change in the guard in the premier's office. Alternatively, Allison Redford enjoys a healthy base of support as she begins her tenure as Alberta's fourteenth premier.

## Alberta Provincial Vote Intention 2011 (decided voters) (%)

Region	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	53.2	41.8	52.0	45.3	47.7
NDP	9.4	21.5	15.6	19.5	16.3
Wildrose	17.7	13.9	18.5	15.3	16.1
Liberal	14.4	17.7	9.2	7.9	13.4
Alberta Party	2.3	2.8	2.3	5.3	3.1

Gender	Male	Female
Progressive Conservative	44.2	51.5
NDP	16.3	16.4
Wildrose	21.3	10.6
Liberal	10.8	16.0
Alberta Party	2.8	3.3

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
Progressive Conservative	47.7	42.5	54.9
NDP	16.4	19.7	12.8
Wildrose	15.0	18.4	13.8
Liberal	15.4	14.0	10.8
Alberta Party	1.4	2.9	4.0

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Progressive Conservative	49.7	49.4	52.3	42.9
NDP	13.4	21.8	12.3	18.0
Wildrose	16.2	13.8	16.9	16.6
Liberal	13.4	11.5	11.2	15.8
Alberta Party	3.9	1.1	2.7	3.3

Age*	18-29	30-44	45-64	65 and older
Progressive Conservative	35.7	52.0	48.7	51.8
NDP	28.0	15.9	13.5	11.0
Wildrose	11.0	11.1	19.4	21.5
Liberal	15.4	14.7	11.0	14.1
Alberta Party	3.8	3.2	3.7	1.0

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	53.5	52.7	43.7
NDP	14.3	13.4	18.0
Wildrose	15.5	16.9	15.8
Liberal	13.1	13.4	13.4
Alberta Party	2.0	2.0	4.1

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

## Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	30.3	Male	50.5	Under \$50,000	27.1	H-School/less	19.8	18-29	20.2
Edmonton	32.0	Female	49.5	\$50-\$100,000	37.5	Some P-Sec.	17.9	30-44	24.8
North	18.0			Over \$100,000	35.3	Col-Tech-Grad	27.6	45-64	35.6
South	19.7					University Grad	34.7	65 or older	19.4

Mean age = 47 years old

Religious Participation (%)	
2-3/month-more	27.0
Several/year	22.7
Rarely-never	50.3

## 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
- Alberta Party
- Some other party
- Undecided (unprompted)
- Would not vote (unprompted)