

## Alberta Provincial Politics – Vote Intention

---

Alberta Public Opinion Study – October 2017

© 2017 Lethbridge College

**Faron Ellis, PhD**  
**Research Chair**

[faron.ellis@lethbridgecollege.ca](mailto:faron.ellis@lethbridgecollege.ca)  
[www.lethbridgecollege.ca/go/csrl](http://www.lethbridgecollege.ca/go/csrl)

Lethbridge College  
3000 College Drive South  
Lethbridge AB T1K 1L6



## Methodology

- **Population** The province of Alberta has a total population of 4,286,134 residents (Alberta Economic Dashboard) approximately 78% of which are 18 years of age or older for an adult population of 3,343,200.
- **Sample** Data were collected by Lethbridge College students in the fall of 2017. Students interviewed 1,481 adult Alberta residents by telephone from September 30 to October 5, 2017 under the supervision of principal investigator Dr. Faron Ellis, Research Chair, Citizen Society Research Lab. 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](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  $\pm 2.55$  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  $\pm 5.1$  percentage points, North  $\pm 5.2$  percentage points, South  $\pm 4.9$  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. This question was derived from student and faculty interest in the topic.

## Alberta Provincial Vote Intention

- Two and one-half after its stunning majority victory in the 2015 Alberta provincial election, the governing NDP commands slightly less than one of five decided Albertans' vote preferences (19.3%). The governing party maintains relatively strong support in the Edmonton region (29.4%) but trails the United Conservative Party even there. It is running a distant second in all other areas of the province; northern Alberta (15.9%), in Calgary (18.0%), and in the rest of southern Alberta (14.2%).
- As is to be expected, the new United Conservative Party has not captured all the preferences of its former legacy party supporters (see Faron Ellis and George Rigaux, [The logic and myths of vote splitting](#), Lethbridge Herald, August 12, 2017), but it has captured most of those preferences. In doing so, the UCP has surged to the top of Albertans' voter preferences with a clear majority of decided Alberta voters (55.8%) ready to cast ballots for the new entity. The UCP holds substantial leads in every region of the province; Calgary (60.7%), southern Alberta (57.4%), northern Alberta (61.9%) and even in the traditional NDP stronghold of Edmonton (42.8%).
- The provincial Liberals (12.8%) have rebounded considerably from their 2015 election support levels (4.2%), but still trail the two major parties by large margins in every region of the province.
- The Alberta Party (5.8%) is currently polling double what it achieved in the 2015 election (2.3%), but has not yet capitalized much in recruiting disgruntled former PC voters who are not ready to jump on the UCP bandwagon.

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

2017	Calgary	Edmonton	North	South	All Residents
UCP	60.7	42.8	61.9	57.4	55.8
NDP	18.0	29.4	15.9	14.2	19.3
Liberal	10.4	16.0	10.3	14.8	12.8
Alberta Party	4.9	5.1	5.6	7.4	5.8
Other party/candidate	6.1	6.7	6.3	6.2	6.3

2016	Calgary	Edmonton	North	South	All Residents
Progressive Conservative	41.4	36.2	37.7	38.1	38.4
Wildrose	26.2	18.4	29.3	29.2	25.7
NDP	17.2	28.8	18.7	14.4	19.7
Liberal	9.0	11.9	5.9	10.8	9.4
Alberta Party	3.2	2.7	4.4	3.6	3.5
Other party/candidate	2.9	2.1	4.0	3.9	3.3

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

## Alberta Provincial Vote Intention (2009-2017) (%)

- United Conservative Party support is broad, deep and constitutes a majority of all decided voters in all but one demographic group in the province, university graduates, but still lead the NDP by a wide margin among those voters.
- Women (54.2%) are almost as likely as are men (57.4%) to be planning on voting UCP.
- Lower and upper income Albertans (51.1%) are almost as likely to support the UCP as are middle income Albertans (55.3%).
- Young Albertans (53.3%) are also as likely as are most other age groups to be supporting the UCP, although support peaks amongst seniors at nearly two-thirds (64.8%).
- The NDP finds its greatest support levels among university grads (31.4%), but is weak with the youth (11.6%).
- With a year and a half remaining before another general election, much can change, including the public's perception of the new UCP as it elects a new leader and formalizes its policy platform. But for now, the UCP is riding a wave of popularity that would see it replace the NDP with a substantial majority government if Albertans were indeed voting this fall.

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)
PC	38.4	36.1	47.7	44.6	36.1	32.6	28.7	38.4		
Wildrose	21.5	24.0	16.1	23.9	29.4	30.8	26.3	25.7	UCP	<b>55.8</b>
NDP	10.7	10.8	16.3	14.0	12.2	16.8	31.1	19.7	NDP	<b>19.3</b>
Liberal	20.8	20.7	13.4	11.1	15.7	12.8	9.0	9.4	Liberal	<b>12.8</b>
Alberta Party	–	–	–	–	–	–	3.0	3.5	AB Party	<b>5.8</b>
Other parties	8.5	8.4	3.4	3.4	5.6	7.0	2.0	3.3	Other Parties	<b>6.3</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)
PC	32.9	29.6	42.0	40.2	29.3	26.2	25.0	34.9		
Wildrose	18.5	19.7	14.2	21.5	23.8	24.7	22.9	23.4	UCP	<b>48.5</b>
NDP	9.2	8.9	14.4	12.6	9.9	13.5	27.1	17.9	NDP	<b>16.7</b>
Liberal	17.9	17.0	11.8	10.0	12.7	10.3	7.8	8.6	Liberal	<b>11.1</b>
Alberta Party	–	–	–	–	–	–	2.6	3.2	AB Party	<b>5.0</b>
Other parties	7.3	6.9	3.0	3.1	4.5	5.6	1.7	3.0	Other Parties	<b>5.5</b>
Undecided	14.2	18.0	11.9	9.9	18.9	19.7	12.8	9.1	Undecided	<b>13.1</b>

Alberta Provincial Vote Intention 2017 (decided voters) (%)

Gender	Male	Female	All Albertans
UCP	57.4	54.2	55.8
NDP	17.4	21.4	19.3
Liberal	11.9	13.8	12.8
Alberta Party	6.8	4.7	5.8
All other parties-candidates	6.6	6.0	6.3

Household Income	Under \$60,000	\$60-120,000	Over \$120,000
UCP	51.1	55.3	51.1
NDP	21.0	19.2	21.0
Liberal	14.4	13.1	14.4
Alberta Party	6.1	5.6	6.1
All other parties-candidates	7.3	6.8	7.3

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
UCP	61.5	53.5	61.3	48.5
NDP	9.4	17.5	15.3	31.4
Liberal	13.1	16.7	11.4	10.6
Alberta Party	7.4	6.3	5.7	4.5
All other parties-candidates	8.6	5.9	6.3	5.0

Age*	18-29	30-44	45-64	65 and older
UCP	53.3	49.5	56.8	64.8
NDP	11.6	22.3	21.6	21.0
Liberal	21.8	16.0	8.9	5.2
Alberta Party	6.3	4.5	7.0	4.5
All other parties-candidates	7.0	7.7	5.7	4.5

Religious Participation	1-3 per month/more	Several per year	Rarely/never
UCP	61.5	58.0	52.4
NDP	18.3	16.5	20.3
Liberal	10.4	14.3	13.5
Alberta Party	6.1	3.9	6.5
All other parties-candidates	3.7	7.4	7.4

Federal Vote Intention	Conservative	Liberal	NDP	Green
UCP	84.8	10.0	7.3	14.6
NDP	3.9	41.2	73.6	17.1
Liberal	3.4	41.5	10.0	17.1
Alberta Party	4.9	5.4	4.5	26.8
All other parties-candidates	3.0	1.9	4.5	24.4

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

## Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	26.2	Male	49.8	Under \$60,000	37.5	H-School/less	19.8	18-29	22.9
Edmonton	24.1	Female	49.5	\$60-\$120,000	39.1	Some P-Sec.	21.1	30-44	23.2
North	23.4	Other	0.7	Over \$120,000	23.5	Col-Tech-Grad	28.8	45-64	31.0
South	26.4					University Grad	30.3	65 or older	22.9

Mean age = 48 years old

### Religious Participation

2-3/month-more	26.1
Several/year	19.4
Rarely-never	54.5

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

## Questions

- If a provincial election was held today, for which of the following parties would you be most likely to vote?
  - NDP
  - United Conservative Party
  - Liberal
  - Alberta Party
  - Some other party or candidate
  - Undecided (unprompted)