

Report

Provincial Ballot

October 2022

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DATE 2022-10-14



METHODOLOGY

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Study Population

- Albertans, aged 18 and older.

Data Collection

- A total of n=1,000 online surveys were conducted via Leger's LEO Panel, including:
 - n=320 in Edmonton CMA
 - n=330 in Calgary CMA
 - n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from October 7th to 10th, 2022.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

Statistical Analysis

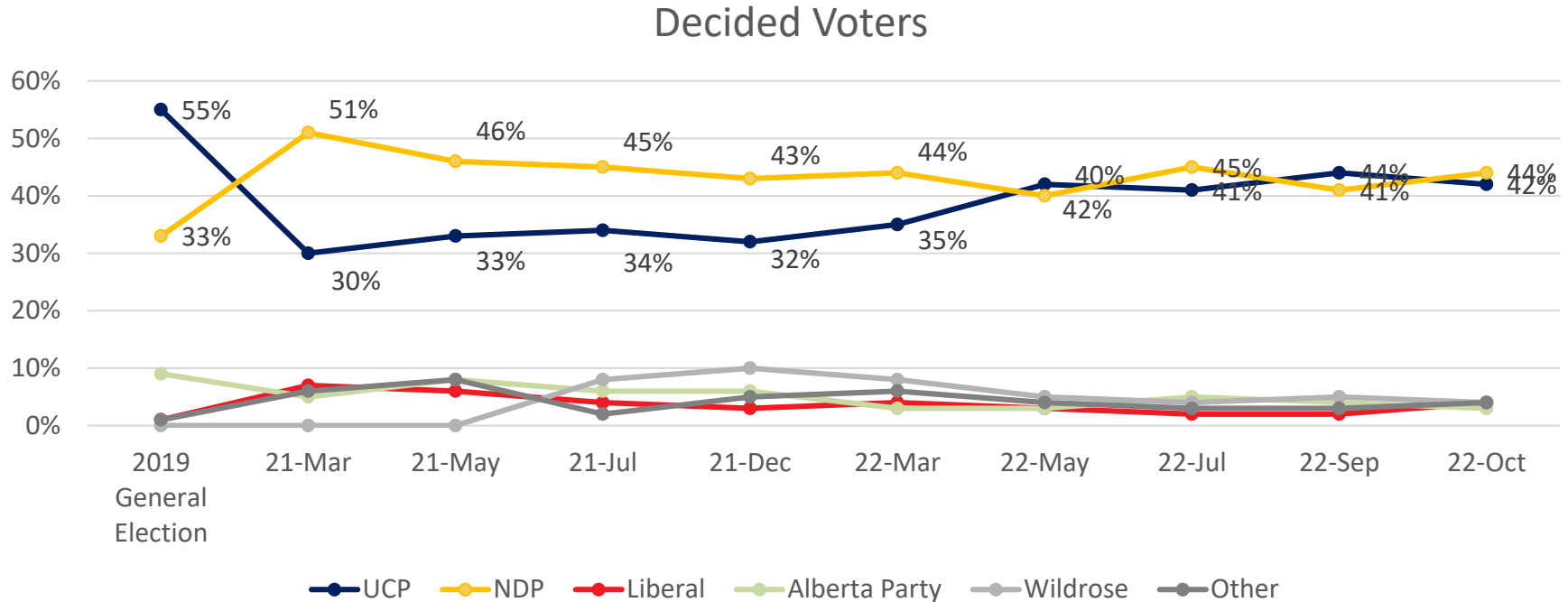
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
 - Albertans (n=1,000) $\pm 3.1\%$, 19 times out of 20.
 - Edmonton CMA (n=320) $\pm 5.5\%$, 19 times out of 20.
 - Calgary CMA (n=330) $\pm 5.4\%$, 19 times out of 20.
 - Other Albertans (n=350) $\pm 5.2\%$, 19 times out of 20.
- Using data from the 2021 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- In this report, data in **red** characters indicate a significantly lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in **green** characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.

Detailed Response

Provincial Polling

Decided Voters

A near equal proportion of decided voters would vote for the NDP (44%) or the UCP (42%).



Base: Albertans who are decided or leaning on who they would vote for in a Provincial election (n=865)

Q1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q2. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Of Decided Voters, those in Edmonton are more likely to vote NDP than those outside of Edmonton or Calgary.

	Albertans (n=1,000)	Decided Voters (n=865)	REGION			AGE					GENDER	
			Cgy. CMA (n=279)	Edm. CMA (n=282)	Other AB (n=304)	18-34 (n=159)	35-44 (n=143)	45-54 (n=157)	55-64 (n=151)	65+ (n=255)	Men (n=379)	Women (n=486)
Rachel Notley's Alberta NDP	37%	44%	44%	52%	36%	46%	50%	42%	39%	41%	41%	47%
Danielle Smith's The United Conservative Party	36%	42%	41%	37%	50%	36%	37%	43%	47%	52%	43%	42%
Paul Hinman's Wildrose Independence Party	3%	4%	4%	1%	6%	7%	5%	1%	4%	1%	5%	2%
John Roggeveen's Alberta Liberal Party	3%	4%	5%	4%	1%	8%	1%	2%	4%	2%	5%	2%
Barry Morishita's Alberta Party	2%	3%	2%	2%	5%	1%	3%	5%	2%	4%	4%	2%
Some other party	3%	4%	4%	4%	3%	3%	4%	6%	4%	1%	3%	4%
I don't know/Prefer not to answer	16%	-	-	-	-	-	-	-	-	-	-	-

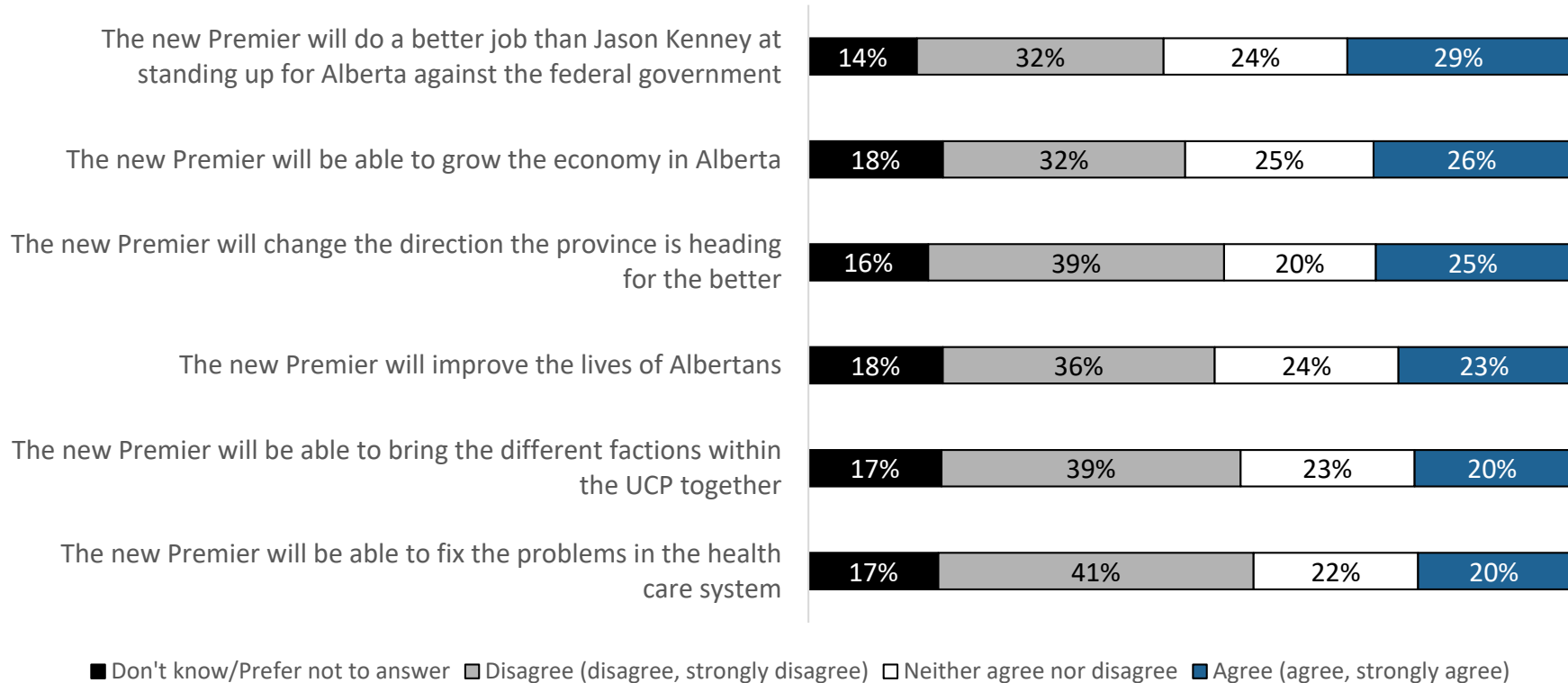
% indicates a significantly higher proportion than % in the same segment

Base: Albertans

Q1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q2. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Less than 30% of Albertans agree that the new Premier will bring about positive change.



Base: Albertans (n=1,000)

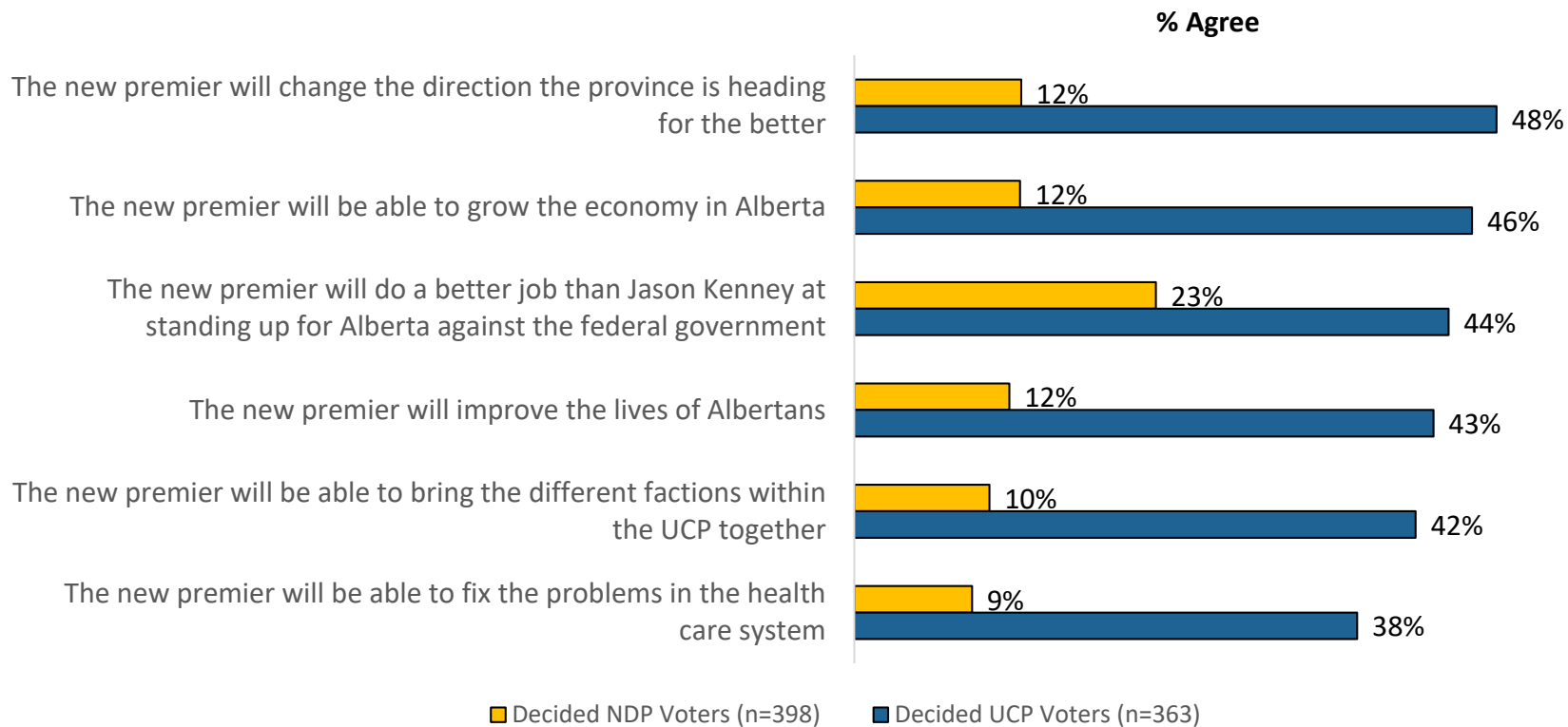
Q3. As of Oct 6th, Alberta has a new Premier and leader of the United Conservative Party (Danielle Smith). How much do you agree or disagree with the following statements now that there is a new Premier in office?

Those in Edmonton hold the lowest opinion of the new Premier.

% Agree	Albertans (n=1,000)	REGION			AGE					GENDER	
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=194)	35-44 (n=169)	45-54 (n=182)	55-64 (n=181)	65+ (n=274)	Men (n=421)	Women (n=579)
The new premier will do a better job than Jason Kenney at standing up for Alberta against the federal government	29%	30%	21%	37%	28%	37%	23%	29%	29%	30%	28%
The new premier will be able to grow the economy in Alberta	26%	27%	18%	32%	21%	28%	25%	28%	28%	26%	25%
The new premier will change the direction the province is heading for the better	25%	25%	19%	32%	25%	24%	25%	28%	26%	27%	24%
The new premier will improve the lives of Albertans	23%	24%	17%	27%	22%	23%	24%	23%	22%	22%	23%
The new premier will be able to bring the different factions within the UCP together	20%	23%	16%	23%	17%	15%	24%	24%	24%	22%	19%
The new premier will be able to fix the problems in the health care system	20%	21%	17%	22%	18%	22%	21%	20%	19%	20%	19%

% indicates a significantly higher proportion than % in the same segment

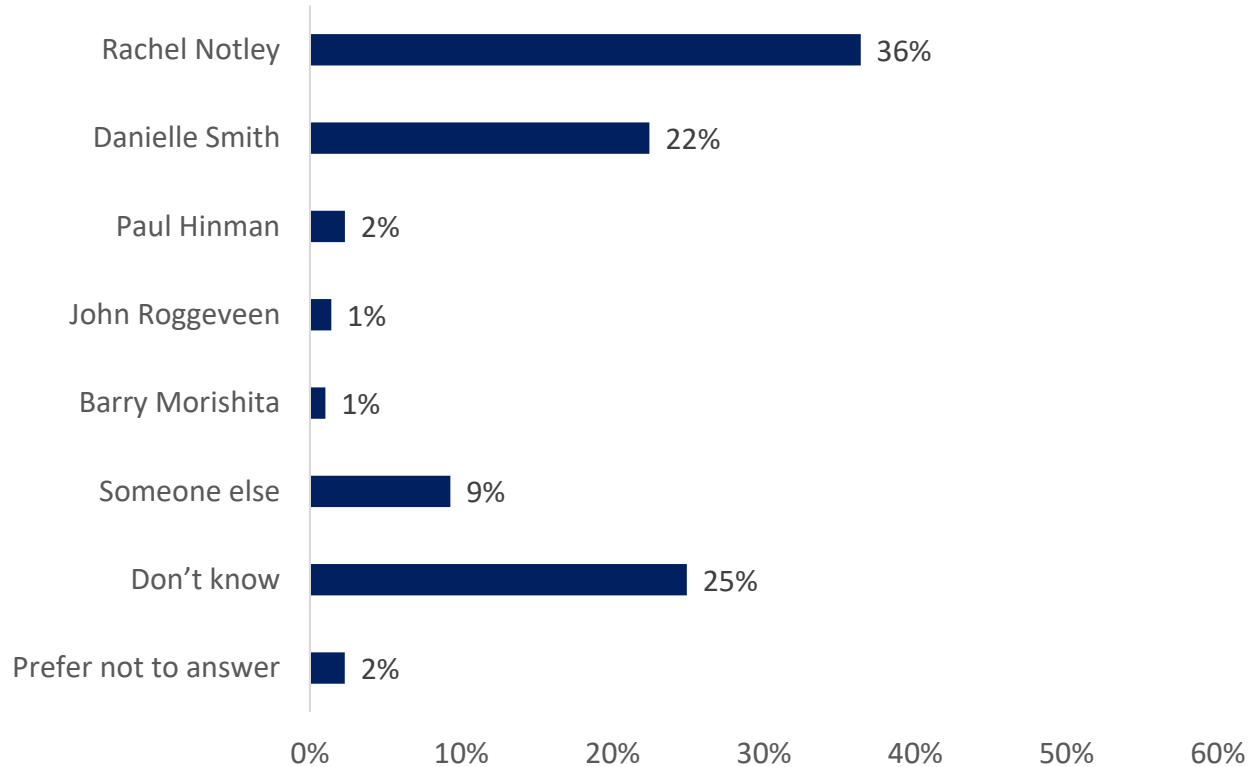
Decided UCP Voters are more likely than Decided NDP Voters to agree with all statements regarding the new Premier.



Base: Decided Albertan Voters

Q3. As of Oct 6th, Alberta has a new Premier and leader of the United Conservative Party (Danielle Smith). How much do you agree or disagree with the following statements now that there is a new Premier in office?

36% of Albertans believe that Rachel Notley would make the best Premier of Alberta.



Base: Albertans (n=1,000)

Q4. Which of the following leaders of Alberta's political parties do you believe would make the best Premier of Alberta?

Those in Edmonton and Calgary are more likely to believe that Rachel Notley would make the best Premier of Alberta than those outside of Edmonton or Calgary.

% Agree	Albertans (n=1,000)	REGION			AGE					GENDER	
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=194)	35-44 (n=169)	45-54 (n=182)	55-64 (n=181)	65+ (n=274)	Men (n=421)	Women (n=579)
Rachel Notley	36%	38%	44%	26%	33%	42%	34%	31%	42%	36%	37%
Danielle Smith	22%	23%	16%	29%	15%	19%	23%	28%	31%	23%	22%
Paul Hinman	2%	3%	2%	2%	5%	2%	2%	2%	1%	3%	2%
John Roggeveen	1%	3%	1%	<1%	4%	-	1%	1%	1%	2%	1%
Barry Morishita	1%	1%	1%	2%	<1%	1%	1%	1%	2%	1%	1%
Someone else	9%	8%	9%	11%	9%	8%	8%	13%	10%	10%	9%
Don't know	25%	25%	22%	28%	31%	25%	29%	23%	14%	23%	26%
Prefer not to answer	2%	1%	4%	2%	3%	3%	3%	1%	1%	1%	4%

% indicates a significantly higher proportion than % in the same segment

Base: Albertans

Q4. Which of the following leaders of Alberta's political parties do you believe would make the best Premier of Alberta?

RESPONDENT PROFILE

Respondent Profile: Age, Gender, Children in Household, Income

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Age				
18-34	27%	29%	29%	24%
35-54	37%	38%	36%	35%
55-64	17%	16%	16%	18%
65+	19%	17%	19%	22%
Gender				
Male	49%	49%	48%	48%
Female	51%	51%	52%	52%
Children Under 18 in Household				
Yes	29%	35%	23%	31%
No	70%	65%	77%	68%
I prefer not to answer	<1%	1%	-	1%
Household Income				
Under \$40K	19%	14%	21%	22%
\$40K-<\$80K	29%	25%	30%	31%
\$80K+	42%	50%	36%	37%
I prefer not to answer	11%	10%	12%	10%

Respondent Profile: Employment

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Employed	57%	60%	53%	58%
Working full time	42%	45%	42%	40%
Working part time	8%	10%	6%	9%
Self-employed / freelance work	6%	5%	5%	9%
Student	6%	7%	9%	2%
Homemaker	6%	5%	5%	9%
Unemployed	8%	8%	9%	6%
Retired	22%	19%	22%	25%
I prefer not to answer	1%	1%	1%	1%

Respondent Profile: Home Ownership, Urban vs. Rural

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Home Ownership				
Own	71%	71%	66%	74%
Rent	28%	26%	32%	25%
I prefer not to answer	2%	2%	2%	1%
Urban vs. Rural				
Urban area	47%	49%	57%	33%
Suburban area	36%	43%	36%	27%
Rural area	15%	6%	5%	37%
I don't know / I prefer not to answer	2%	2%	1%	2%

Respondent Profile: Education, First Language

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Education				
High School or Less	32%	29%	35%	34%
College/Diploma	38%	35%	34%	45%
University	28%	36%	30%	19%
I prefer not to answer	1%	<1%	1%	2%
Language Spoken				
French	2%	2%	1%	3%
English	82%	76%	82%	87%
Other	3%	6%	3%	1%
French and other	<1%	1%	<1%	-
English and other	8%	9%	8%	5%
Other and other	3%	3%	4%	<1%
English and French	3%	4%	1%	3%

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