Report

Post State of the Province Poll

November 2022

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DATE 2022-12-02

METHODOLOGY

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Study Population
- Albertans, aged 18 and older.

Data Collection
- A total of n=1,001 online surveys were conducted via Leger's LEO Panel, including:
    - n=320 in Edmonton CMA
    - n=331 in Calgary CMA
    - n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from November 24th to 28th, 2022.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

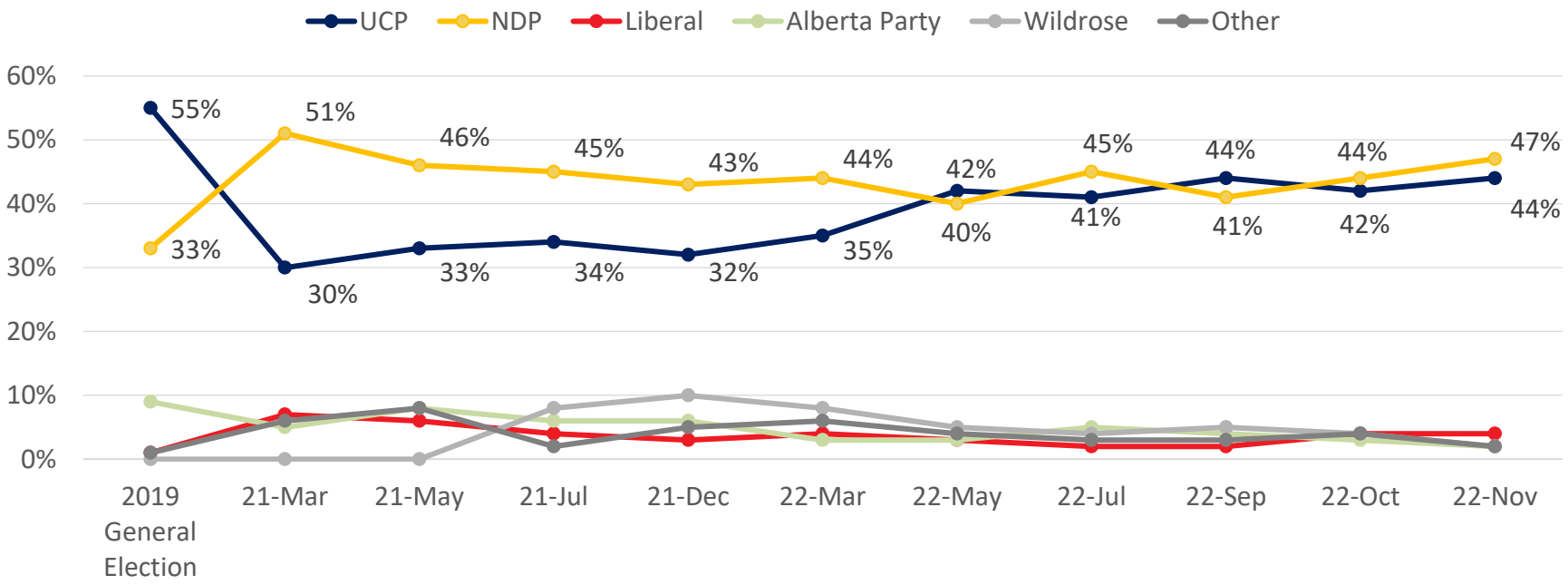
Statistical Analysis
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
    - Albertans (n=1,001) ±3.1%, 19 times out of 20.
    - Edmonton CMA (n=320) ±5.5%, 19 times out of 20.
    - Calgary CMA (n=331) ±5.4%, 19 times out of 20.
    - Other Albertans (n=350) ±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 bold **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

Slightly more decided voters would vote for the NDP (47%) vs. the UCP (44%).



Base: Albertans who are decided or leaning on who they would vote for in a Provincial election (n=851)

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 and Calgary are more likely to vote NDP than those outside of Edmonton or Calgary.

	Albertans (n=1,001)	Decided Voters (n=851)	REGION			AGE					GENDER	
			Cgy. CMA (n=283)	Edm. CMA (n=273)	Other AB (n=295)	18-34 (n=162)	35-44 (n=149)	45-54 (n=139)	55-64 (n=169)	65+ (n=232)	Men (n=413)	Women (n=438)
Rachel Notley's Alberta NDP	38%	47%	51%	55%	32%	46%	54%	48%	41%	44%	43%	50%
Danielle Smith's The United Conservative Party	36%	44%	41%	33%	59%	42%	37%	48%	48%	49%	48%	40%
Paul Hinman's Wildrose Independence Party	1%	2%	2%	1%	1%	1%	2%	-	2%	3%	1%	2%
John Roggeveen's Alberta Liberal Party	3%	4%	3%	6%	1%	6%	5%	2%	3%	1%	2%	5%
Barry Morishita's Alberta Party	2%	2%	2%	3%	2%	1%	2%	1%	4%	2%	3%	1%
Some other party	2%	2%	<1%	1%	5%	4%	1%	1%	2%	1%	3%	1%
I don't know/Prefer not to answer	18%	-	-	-	-	-	-	-	-	-	-	-

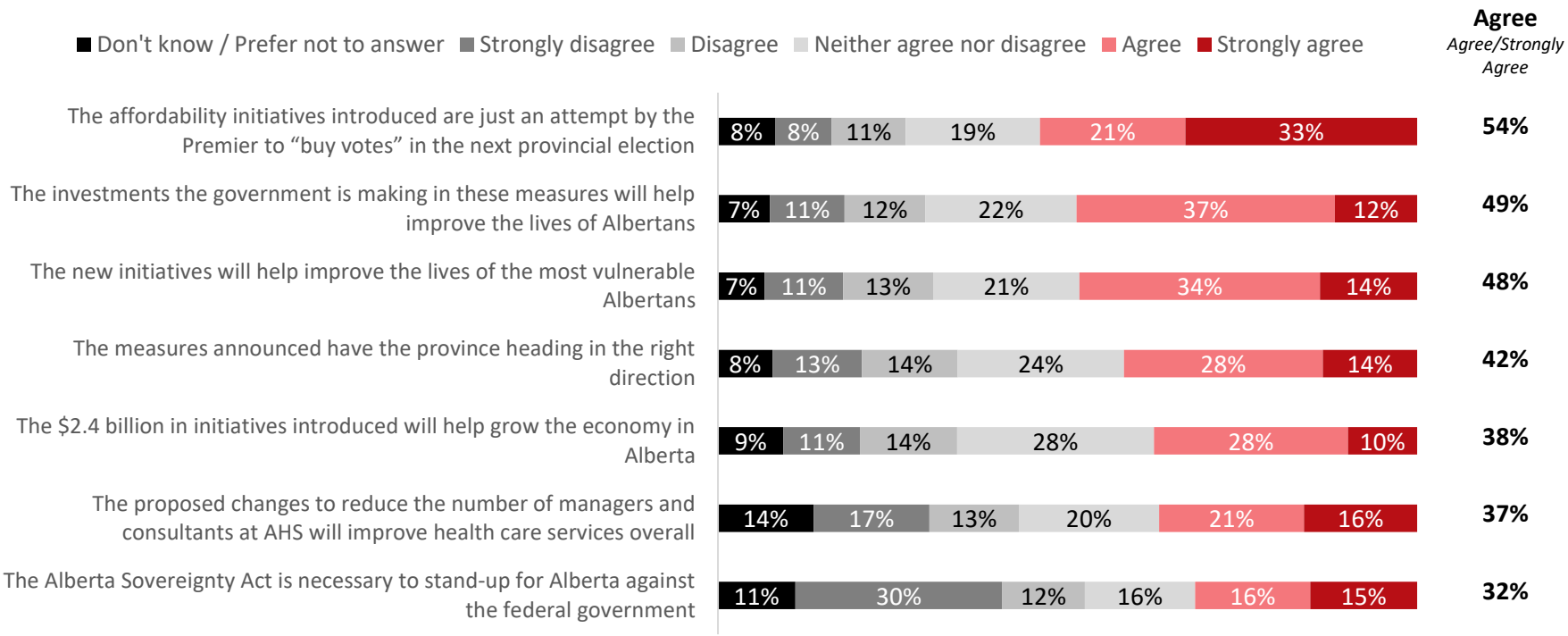
% indicates a significantly higher proportion than % in the same segment

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?

While over half (54%) believe the affordability initiatives are to buy votes, more Albertans agree (49%) vs. disagree (23%) that these measures will improve the lives of Albertans.



Base: Albertans (n=1,001)

Q3. As you may know, on November 22nd, Premier Danielle Smith gave an update on the government's plans for the next several months, including introducing a number of targeted measures to fight inflation as well as introducing the Alberta Sovereignty Within A United Canada Act, changes to health care and other initiatives.

Albertans outside of Edmonton and Calgary have the highest support for the Alberta Sovereignty Act, while more Calgarians and Edmontonians believe the inflation initiatives are to buy votes.

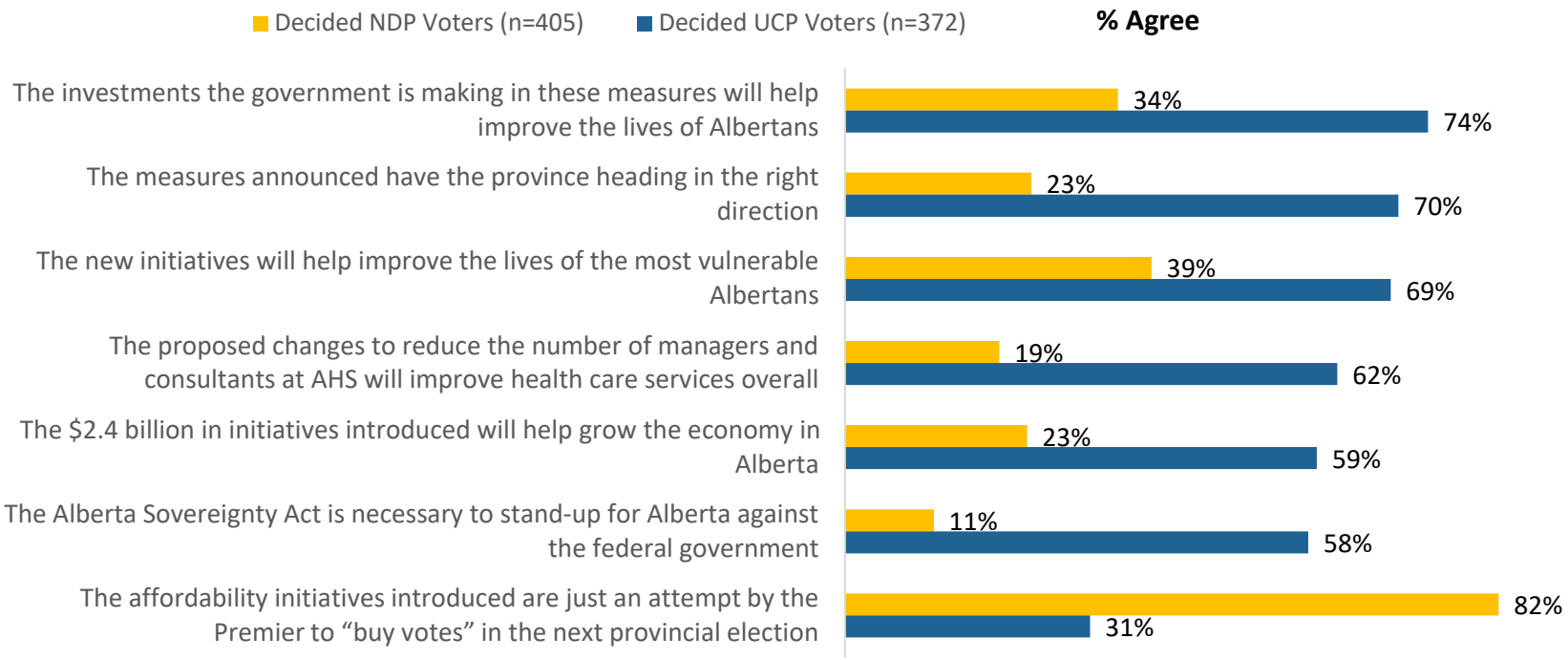
% Agree	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=197)	35-44 (n=183)	45-54 (n=170)	55-64 (n=197)	65+ (n=254)	Men (n=463)	Women (n=538)
The affordability initiatives introduced are just an attempt by the Premier to "buy votes" in the next provincial election	54%	61%	56%	44%	48%	59%	59%	54%	52%	54%	54%
The investments the government is making in these measures will help improve the lives of Albertans	49%	49%	46%	52%	48%	46%	49%	46%	55%	51%	46%
The new initiatives will help improve the lives of the most vulnerable Albertans	48%	46%	45%	54%	50%	46%	47%	43%	54%	50%	47%
The measures announced have the province heading in the right direction	42%	43%	38%	45%	43%	37%	39%	43%	47%	45%	39%
The $2.4 billion in initiatives introduced will help grow the economy in Alberta	38%	41%	34%	39%	39%	36%	40%	35%	37%	41%	34%
The proposed changes to reduce the number of managers and consultants at AHS will improve health care services overall	37%	34%	35%	42%	35%	35%	31%	41%	43%	42%	32%
The Alberta Sovereignty Act is necessary to stand-up for Alberta against the federal government	32%	29%	27%	39%	32%	34%	31%	29%	33%	35%	28%

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

Base: Albertans (n=1,001)

Q3. As you may know, on November 22nd, Premier Danielle Smith gave an update on the government's plans for the next several months, including introducing a number of targeted measures to fight inflation as well as introducing the Alberta Sovereignty Within A United Canada Act, changes to health care and other initiatives.

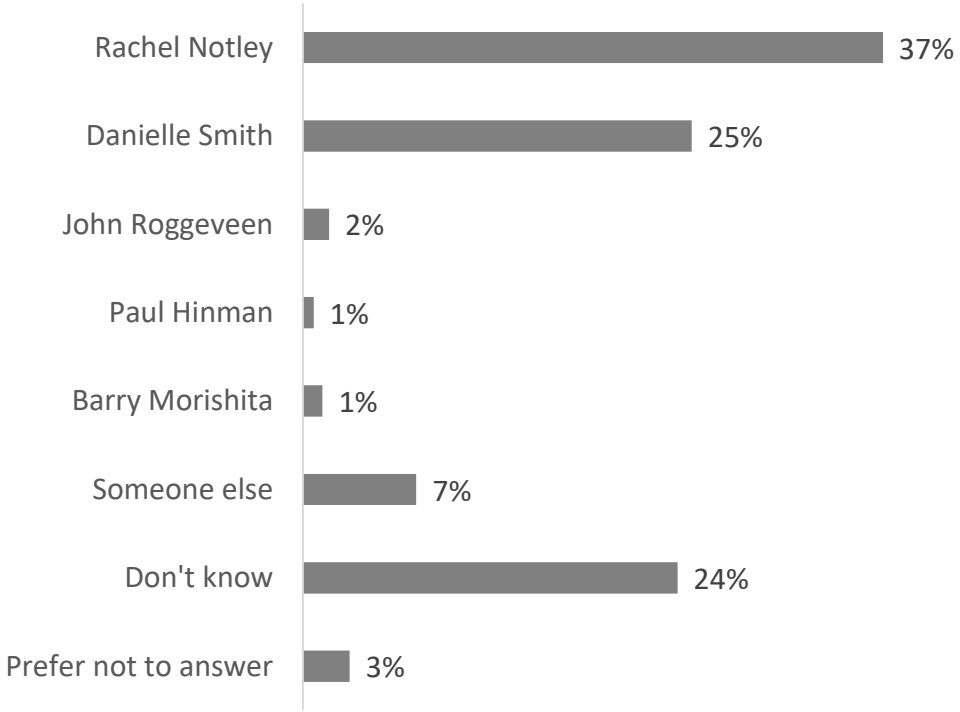
Decided UCP Voters are more likely than Decided NDP Voters to agree with all statements regarding the government's plan, except that the affordability initiatives are to buy votes.



Base: Decided Albertan Voters

Q3. As you may know, on November 22nd, Premier Danielle Smith gave an update on the government's plans for the next several months, including introducing a number of targeted measures to fight inflation as well as introducing the Alberta Sovereignty Within A United Canada Act, changes to health care and other initiatives.

Over one-third (37%) of Albertan's believe that Rachel Notley would make the best Premier of Alberta.



Base: Albertans (n=1,001)
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=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=197)	35-44 (n=183)	45-54 (n=170)	55-64 (n=197)	65+ (n=254)	Men (n=463)	Women (n=538)
Rachel Notley	37%	40%	46%	25%	34%	41%	37%	33%	41%	37%	37%
Danielle Smith	25%	23%	20%	32%	20%	23%	24%	30%	31%	29%	21%
Paul Hinman	1%	<1%	<1%	1%	1%	1%	1%	-	-	1%	1%
John Roggeveen	2%	2%	1%	2%	4%	<1%	1%	1%	-	3%	1%
Barry Morishita	1%	1%	1%	2%	<1%	3%	1	2%	1%	1%	1%
Someone else	7%	7%	7%	8%	6%	6%	5%	10%	10%	7%	7%
Don't know	24%	24%	21%	27%	29%	22%	30%	22%	16%	19%	29%
Prefer not to answer	3%	2%	4%	4%	6%	3%	2%	2%	1%	2%	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=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Age				
18-34	29%	29%	30%	27%
35-54	36%	38%	36%	34%
55-64	16%	16%	16%	18%
65+	19%	17%	18%	22%
Gender				
Male	49%	49%	49%	50%
Female	51%	51%	51%	50%
Children Under 18 in Household				
Yes	30%	34%	27%	29%
No	70%	66%	73%	70%
I prefer not to answer	<1%	-	-	<1%
Household Income				
Under $40K	20%	18%	20%	22%
$40K-<$80K	28%	27%	27%	31%
$80K+	40%	45%	41%	34%
I prefer not to answer	11%	10%	12%	13%

Respondent Profile: Employment

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Employed	56%	58%	57%	53%
Working full time	41%	42%	41%	39%
Working part time	10%	10%	11%	8%
Self-employed / freelance work	6%	6%	5%	5%
Student	7%	9%	8%	3%
Homemaker	7%	7%	5%	9%
Unemployed	7%	4%	10%	9%
Retired	22%	21%	21%	25%
I prefer not to answer	1%	<1%	<1%	2%

Respondent Profile: Home Ownership, Urban vs. Rural

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Home Ownership				
Own	69%	73%	65%	68%
Rent	30%	25%	33%	31%
I prefer not to answer	2%	2%	2%	2%
Urban vs. Rural				
Urban area	46%	48%	61%	29%
Suburban area	33%	41%	31%	27%
Rural area	18%	8%	7%	43%
I don't know / I prefer not to answer	2%	3%	<1%	2%

Respondent Profile: Education, First Language

	Albertans (n=1,001)	REGION		
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)
Education				
High School or Less	35%	31%	34%	40%
College/Diploma	36%	33%	37%	38%
University	28%	35%	28%	20%
I prefer not to answer	1%	<1%	<1%	2%
Language Spoken				
French	3%	3%	4%	3%
English	79%	77%	77%	84%
Other	5%	5%	7%	2%
French and other	<1%	-	<1%	-
English and other	8%	10%	8%	5%
Other and other	2%	3%	2%	1%
English and French	3%	3%	2%	4%

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