



Leger

REPORT

Alberta Vote Intentions

Alberta Omni Report

DATE 2023-11-07



Methodology



Method

Online survey of n=1,001
Alberta respondents 18
years of age or older.

This web survey was
conducted using computer-
assisted Web interviewing
(CAWI) technology.



When

October 27th to
October 30th, 2023



Margin of error

For comparison purposes, a
probability sample of n=1,001
yields a margin of error no
greater than $\pm 3.1\%$ (19 times out
of 20) for the total Alberta
sample.



Weighting

Results were weighted
according to **age, gender,**
region in order to ensure a
representative sample of
the Alberta population.

Methodology



Significant differences

Data in bold **red** characters (or with adjacent ↓) indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters (or with adjacent ↑) indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



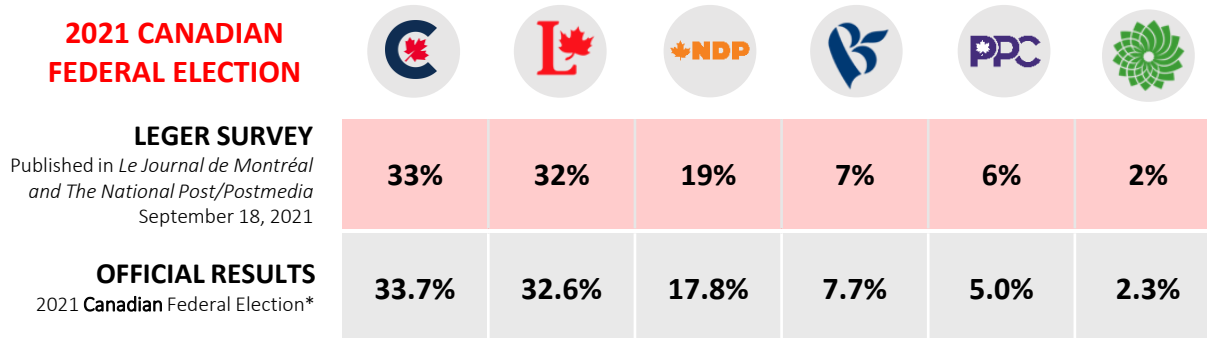
Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice President, at the following e-mail address:
aenns@leger360.com

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>



Key highlights

From October 27 to 30, 2023, we surveyed Albertans to know more about

Some of the key highlights of our survey include...

- There has been some shift in provincial voting preference since Leger last polled in September of this year.
 - UCP support has declined slightly (3 points) from September and now sits at 46%
 - NDP ballot has increased 8 points and is now at 47%
- Compared to September of this year, NDP support has increased most notably in Calgary (up 9 points) and among 35 to 54 year olds (up 16 points)



REPORT

**Detailed
Results:
*Alberta Voting***

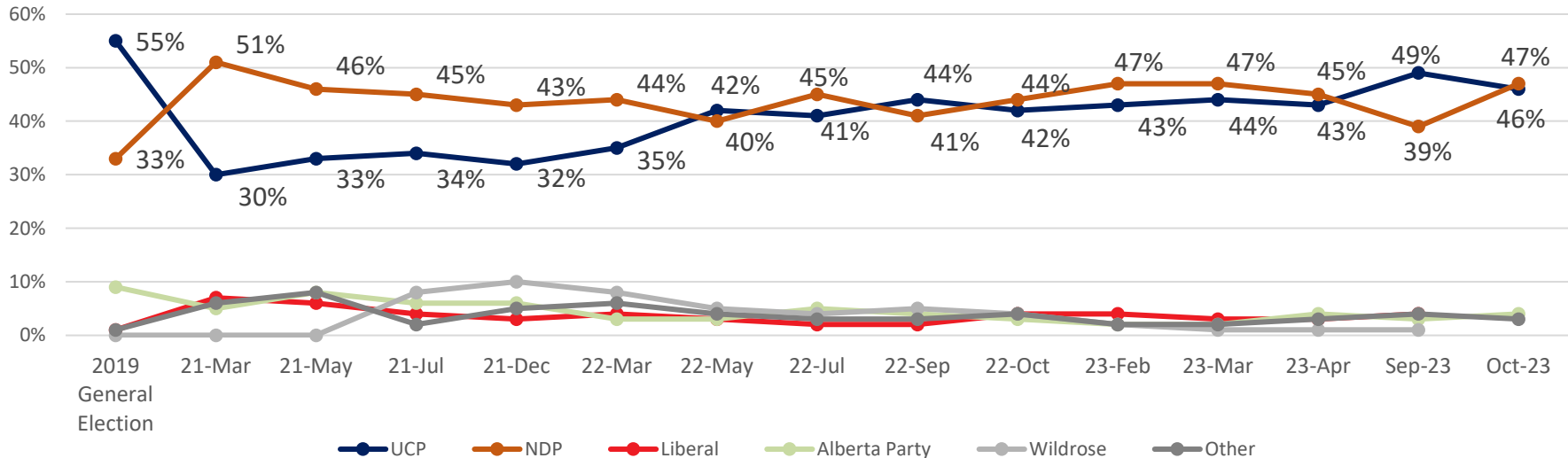


Decided Alberta Voters

Q8. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q9. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Base: Albertans who are decided on who they would vote for in a Provincial election (n=855)



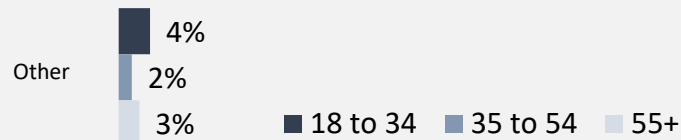
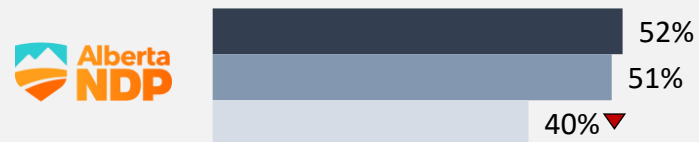
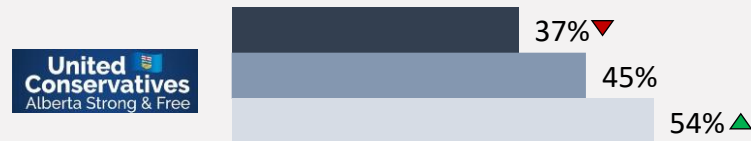
PROVINCIAL VOTING INTENTIONS x GENDER

Base: Alberta Decided Voters



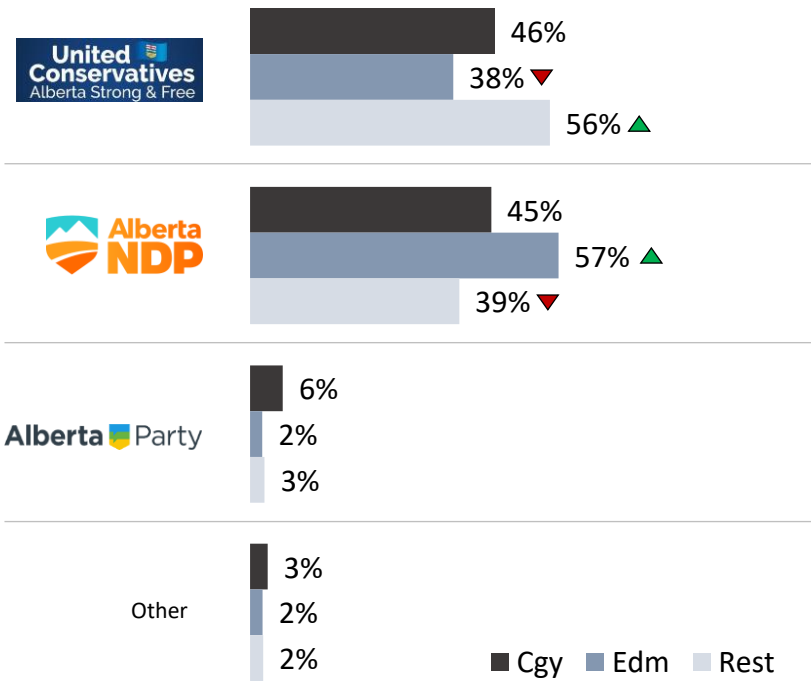
PROVINCIAL VOTING INTENTIONS x AGE

Base: Alberta Decided Voters

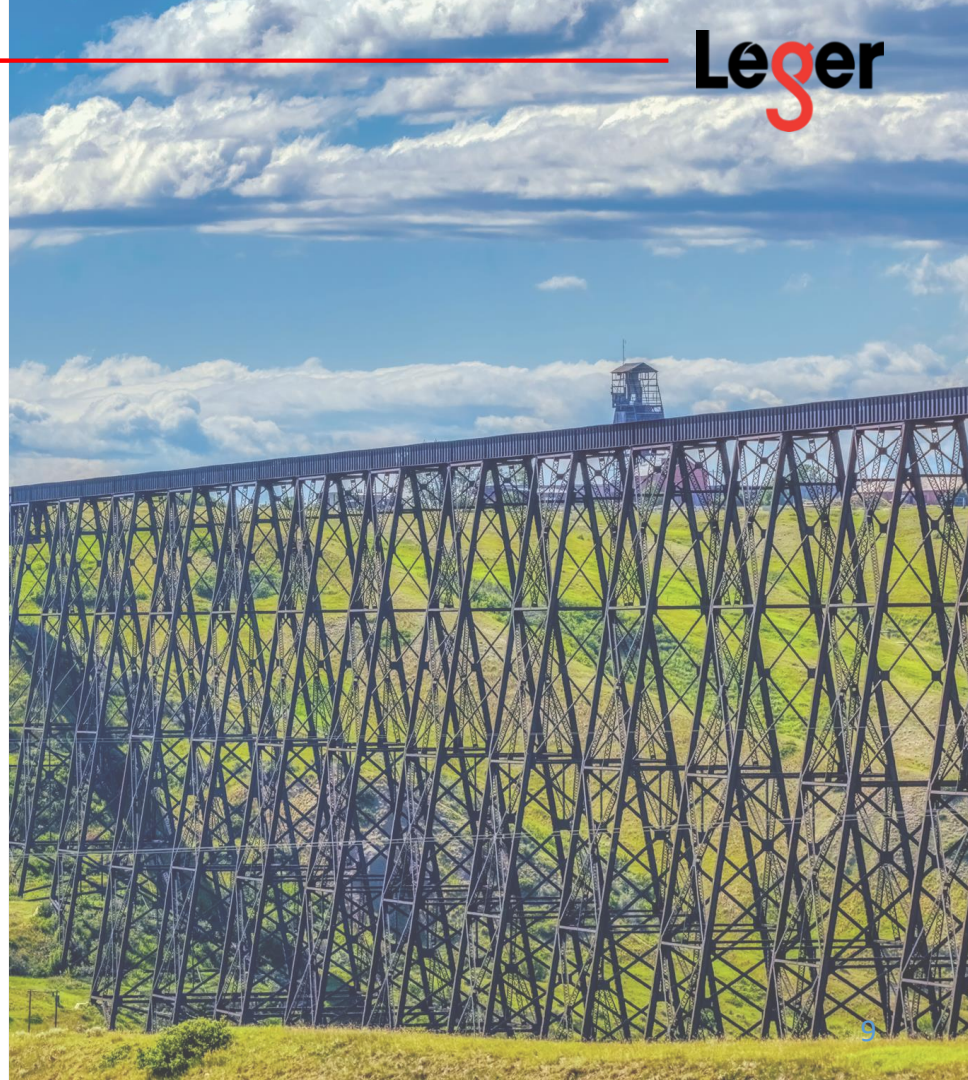


PROVINCIAL VOTING INTENTIONS x REGION

(Among Decided Voters)



▲ Statistically significantly higher than comparison group(s).
▼ Statistically significantly lower than comparison group(s).



REPORT

Detailed Methodology



Unweighted Sample

The table below presents the Albertan Profile of respondents before weighting.

| | Alberta Unweighted n=1,001 |
|--|----------------------------------|
| Age | |
| 18-34 | 175 |
| 35-54 | 327 |
| 55+ | 499 |
| Kids in Household | |
| Yes | 264 |
| No | 730 |
| Employment Status | |
| Employed | 545 |
| Retired | 311 |
| Other | 132 |
| Voting Intention (Alberta only) | |
| Alberta NDP | 434 |
| UCP | 368 |

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- **International Research**
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8

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Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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