

# Alberta Politics

## Public Opinion Research

April 2019



# Methodology



These are the results of the April 2019 Canada This Month survey conducted between April 4<sup>th</sup> and April 8<sup>th</sup>, 2019.

This online survey of 506 adult Albertans was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The results are weighted to n=500 based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and the Lucid Panel are recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Albertan population according to Census data to provide results that are intended to approximate a probability sample.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire province.

**Confidence:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Weighting:** Results for Alberta are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Males 18-34</b>	56	11.1%	81	16.1%
<b>Males 35-54</b>	84	16.6%	91	18.3%
<b>Males 55+</b>	120	23.7%	77	15.4%
<b>Females 18-34</b>	67	13.2%	79	15.7%
<b>Females 35-54</b>	83	16.4%	90	18.0%
<b>Females 55+</b>	96	19.0%	82	16.5%
<b>Edmonton</b>	179	35.4%	159	31.7%
<b>Calgary</b>	171	33.8%	158	31.6%
<b>Small Cities/Rural</b>	156	30.8%	183	36.7%

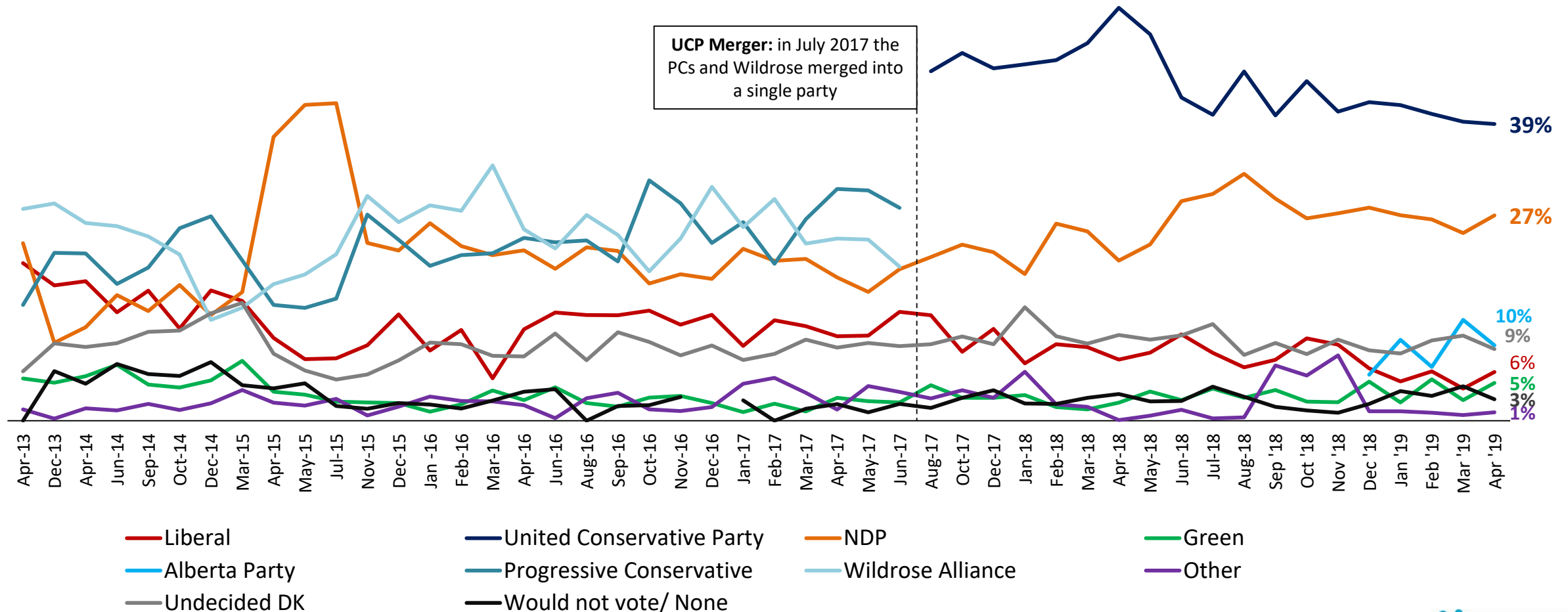
# Voter Profile

# Combined Provincial Vote (AB): UCP steady at 39%, still well ahead of the NDP (27%)



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly?

**[VOTE + LEAN]** [asked of all respondents; n=500]

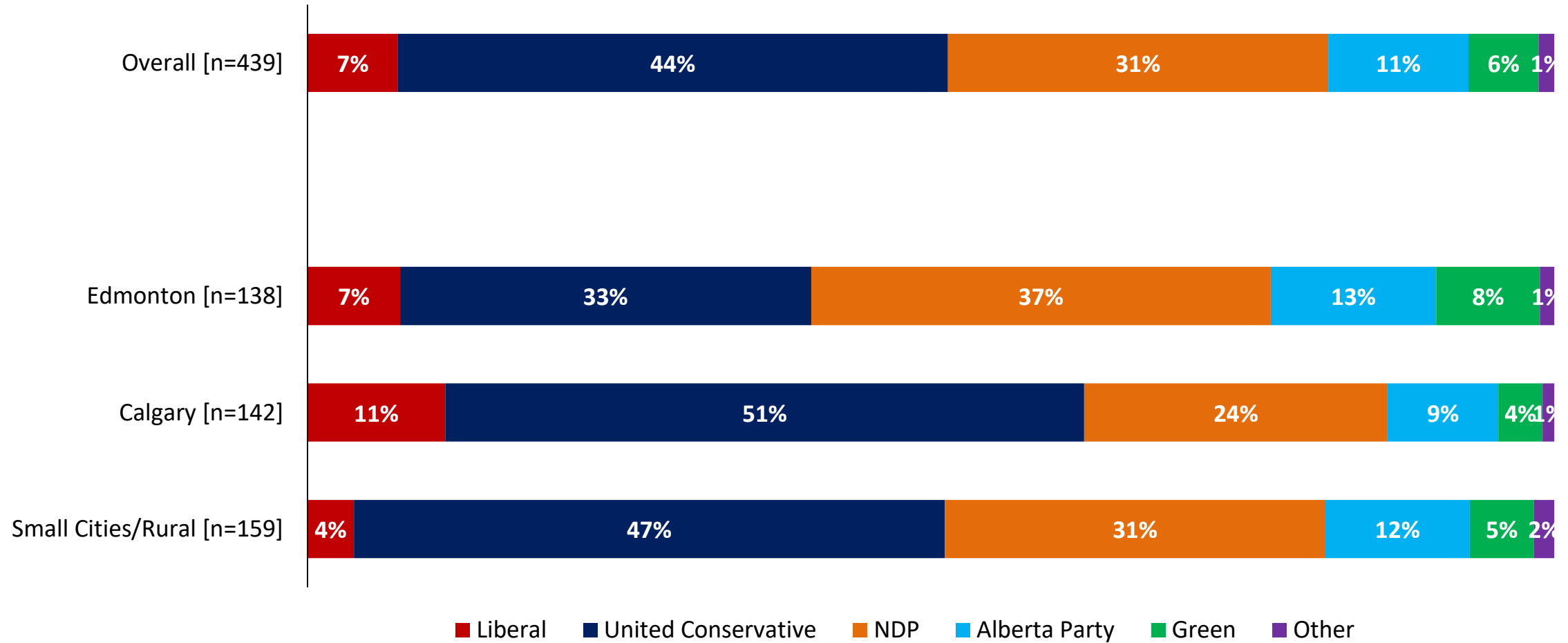


**Note:** Alberta Party included in 'other' until December 2018

# Alberta Decided Vote: The UCP lead in Calgary and Small Cities/Rural, but trail the NDP in Edmonton



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Decided]** BY Region



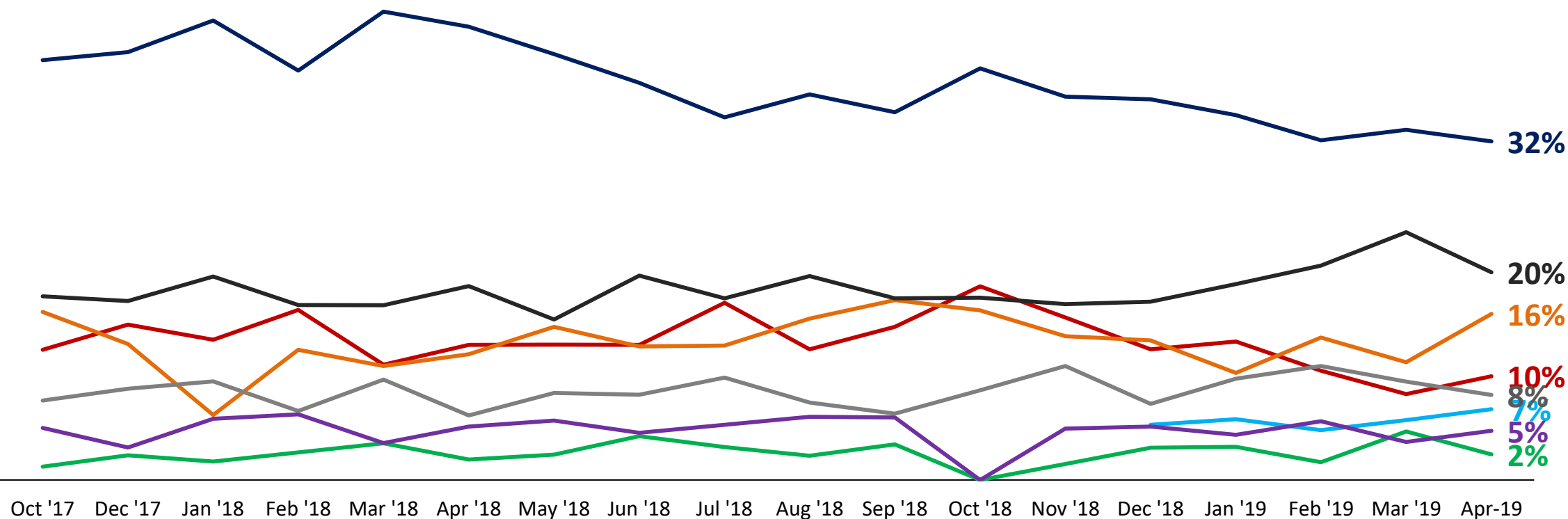


# Provincial Party ID (AB): UCP partisanship strong and steady at 32%; NDP up to 16%, still trailing distantly behind the UCP



Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a...

[asked of all respondents in Alberta]



— Liberal

— United Conservative — NDP

— Green

— Alberta Party

— Other

— None / Independent — Don't Know

# Combined Vote by PID: UCP (87%) and NDP (82%) partisans are far more loyal than Liberal (43%) ones



Combined Vote BY Provincial Party ID

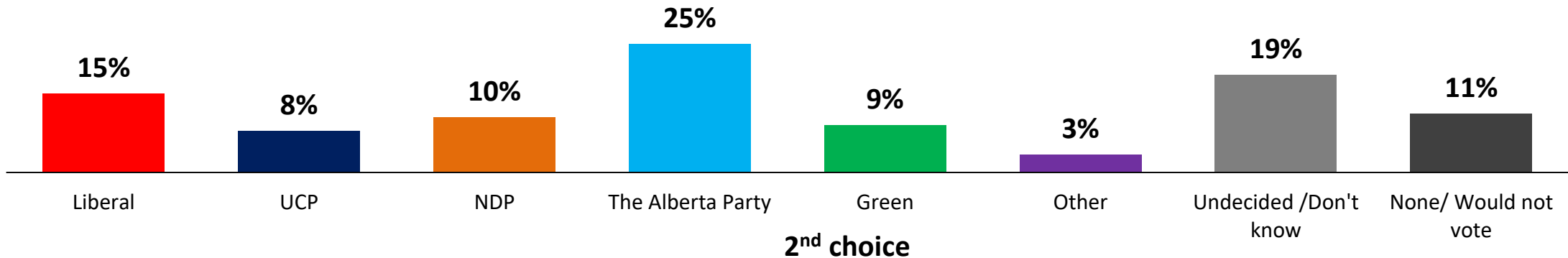
Combined Provincial Vote	Provincial Party ID				
	Liberal	UCP	NDP	Alberta Party/Other	Unaligned
Liberal	43%	0%	7%	0%	4%
UCP	8%	87%	6%	25%	19%
NDP	32%	4%	82%	21%	23%
Alberta Party	7%	5%	2%	30%	11%
Green	4%	2%	0%	18%	5%
Other	0%	0%	0%	5%	2%
Undecided/DK	5%	1%	3%	2%	27%
Would not vote/None	0%	0%	0%	0%	10%

# Second Choice: One-in-four (25%) decided voters say the Alberta Party is their second choice, followed by the Liberal Party at 15%



And which party would be your second choice?

[asked of all respondents who have a vote choice, n=439; likelihood to vote second choice asked of all who have 2<sup>nd</sup> vote choice, n=309]



Likelihood to vote 2<sup>nd</sup> choice

	Overall (AB)	Liberal	UCP	NDP	Alberta Party	Green Party
Very likely	7%	10%	3%	16%	2%	11%
Somewhat likely	26%	17%	32%	45%	17%	37%
Not very likely	33%	36%	30%	20%	42%	25%
Not likely at all	29%	37%	21%	11%	36%	24%
Don't know	5%	0%	15%	9%	4%	2%
Net Likely	-30%	-46%	-17%	+29%	-59%	-2%

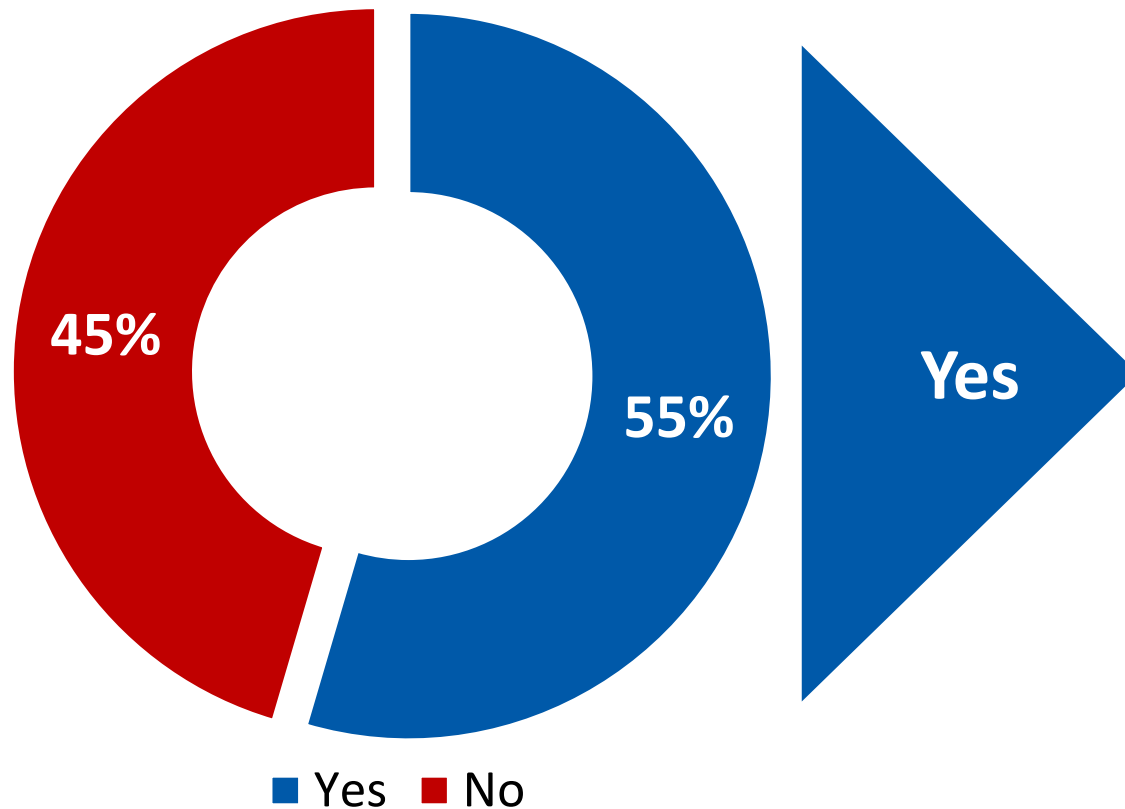


# Notley RSH: Majority (55%) have RSH about Notley; on impact, plurality (32%) aren't changed, but 29% feel "a lot less favourable"



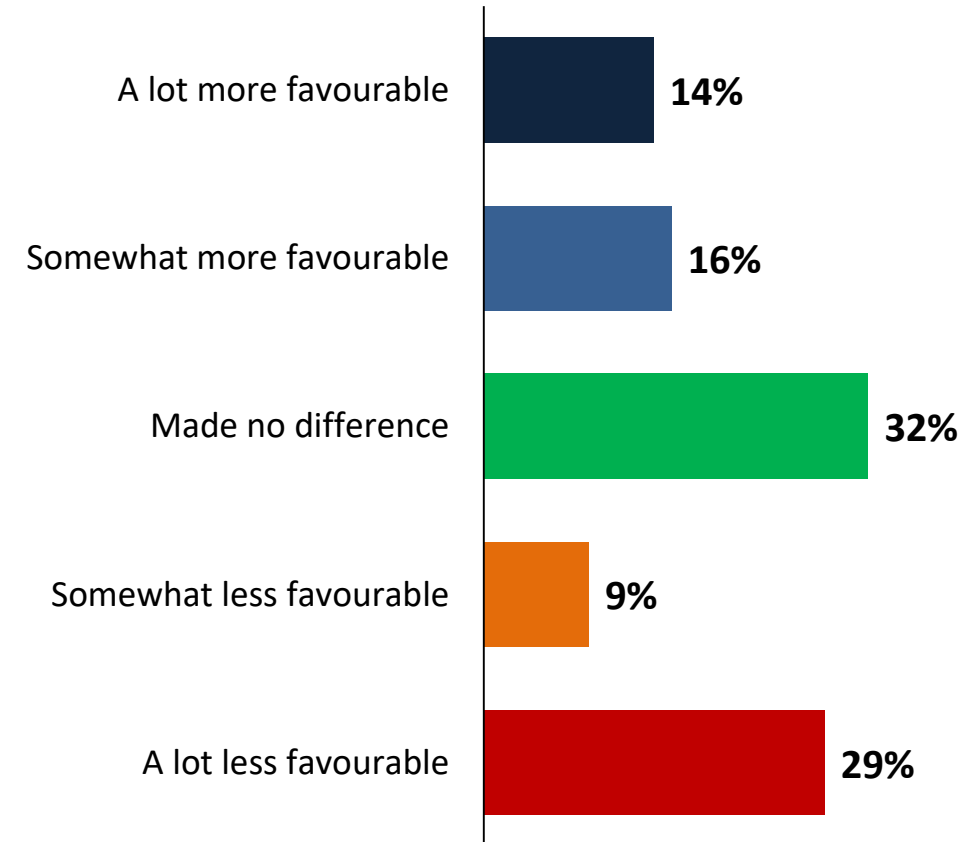
Have you read, seen or heard anything about Rachel Notley in the last few days?

[asked of all respondents; n=500]



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Rachel Notley?

[respondents who have RSH, n=273]

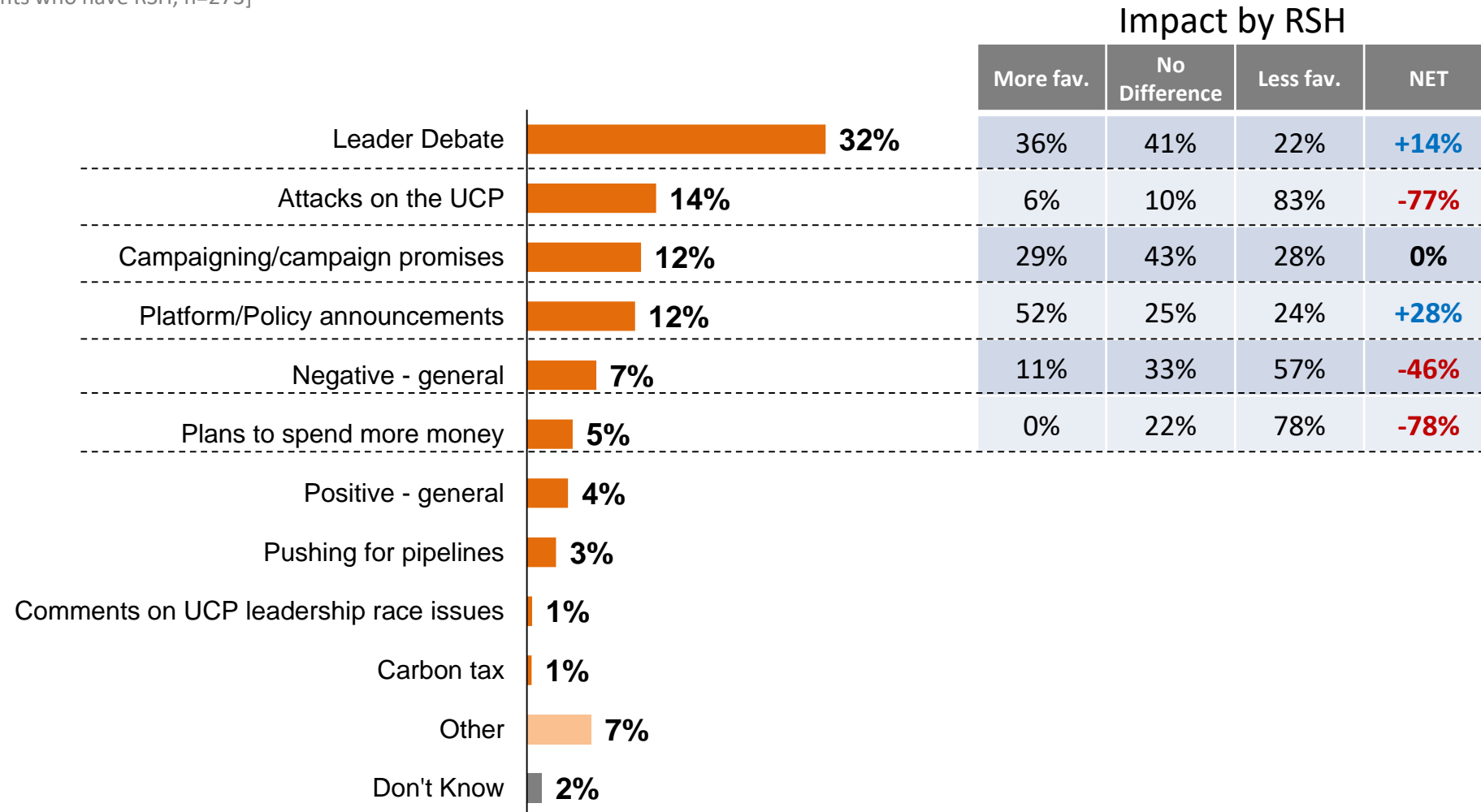


# Notley RSH: 1-in-3 respondents cite the leader debate; net impact is weakly positive (+14%)



And what have you read, seen or heard about Rachel Notley in the last few days? Please be specific.

[respondents who have RSH, n=273]



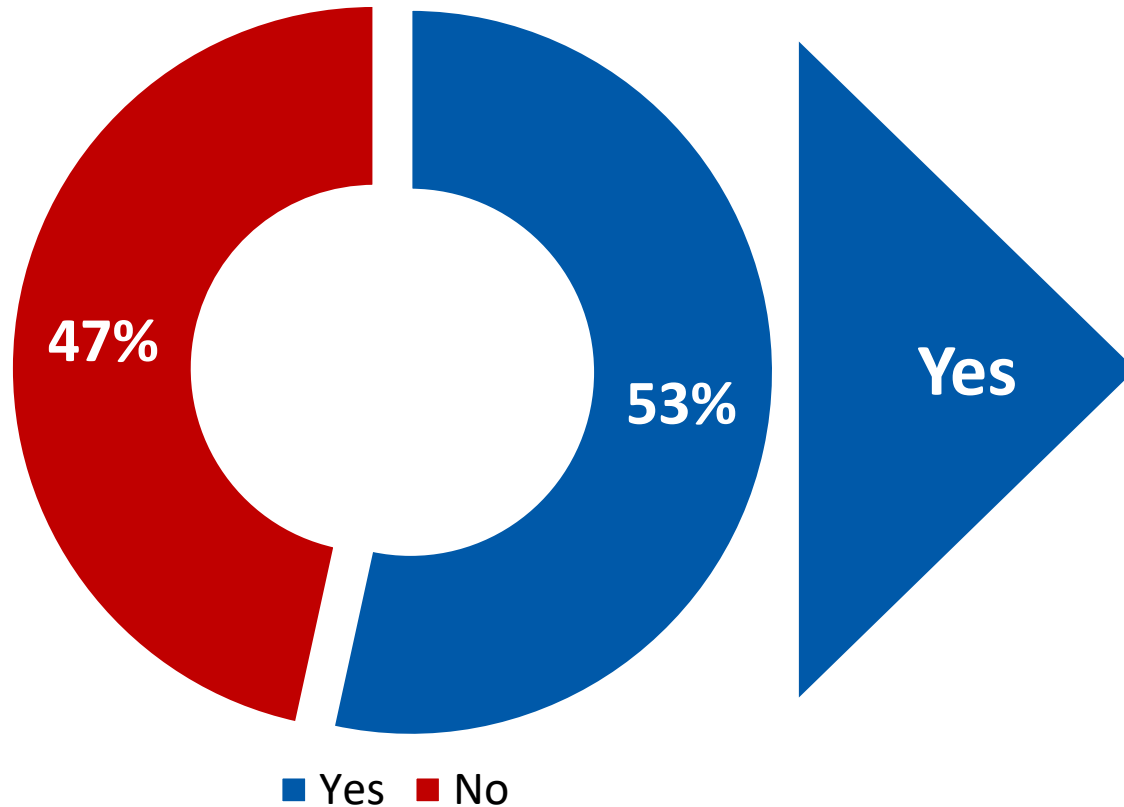
**Note:** Impact only shown for responses with unweighted N size of at least 15. Refused (1%) shown.

# Kenney RSH: Majority (53%) have RSH about Kenney; on net, impact is negative with 1-in-3 (32%) who feel “a lot less favourable” towards him



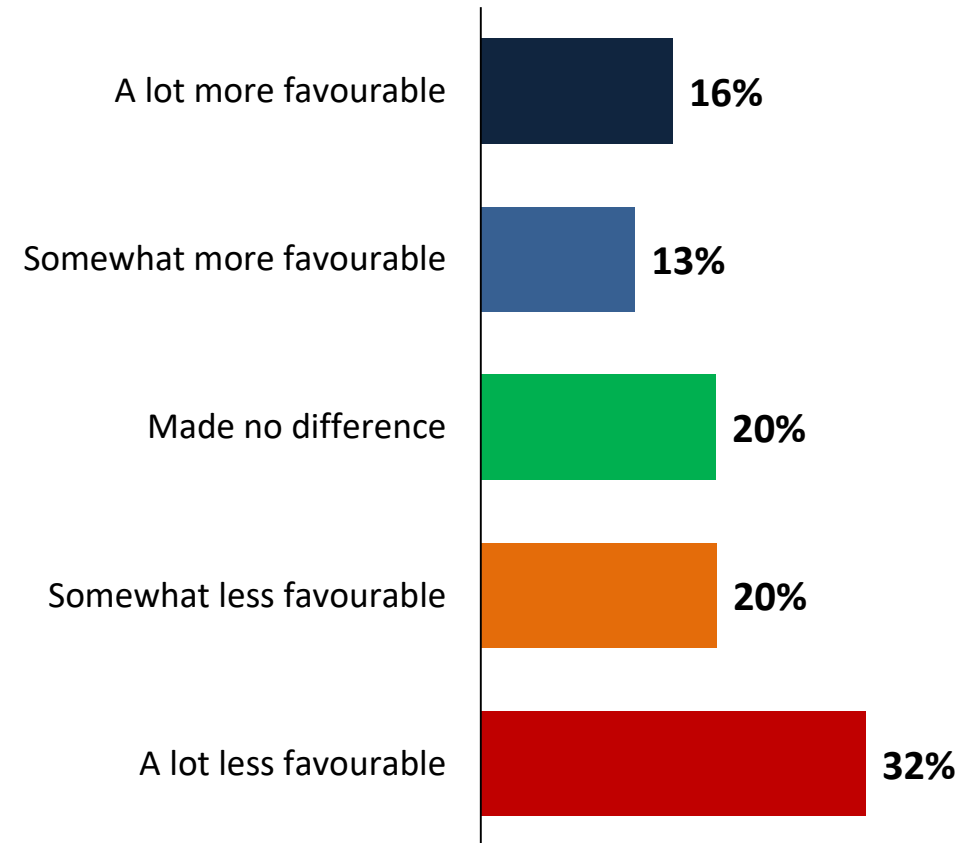
Have you read, seen or heard anything about Jason Kenney in the last few days?

[asked of all respondents; n=500]



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Jason Kenney?

[respondents who have RSH, n=267]

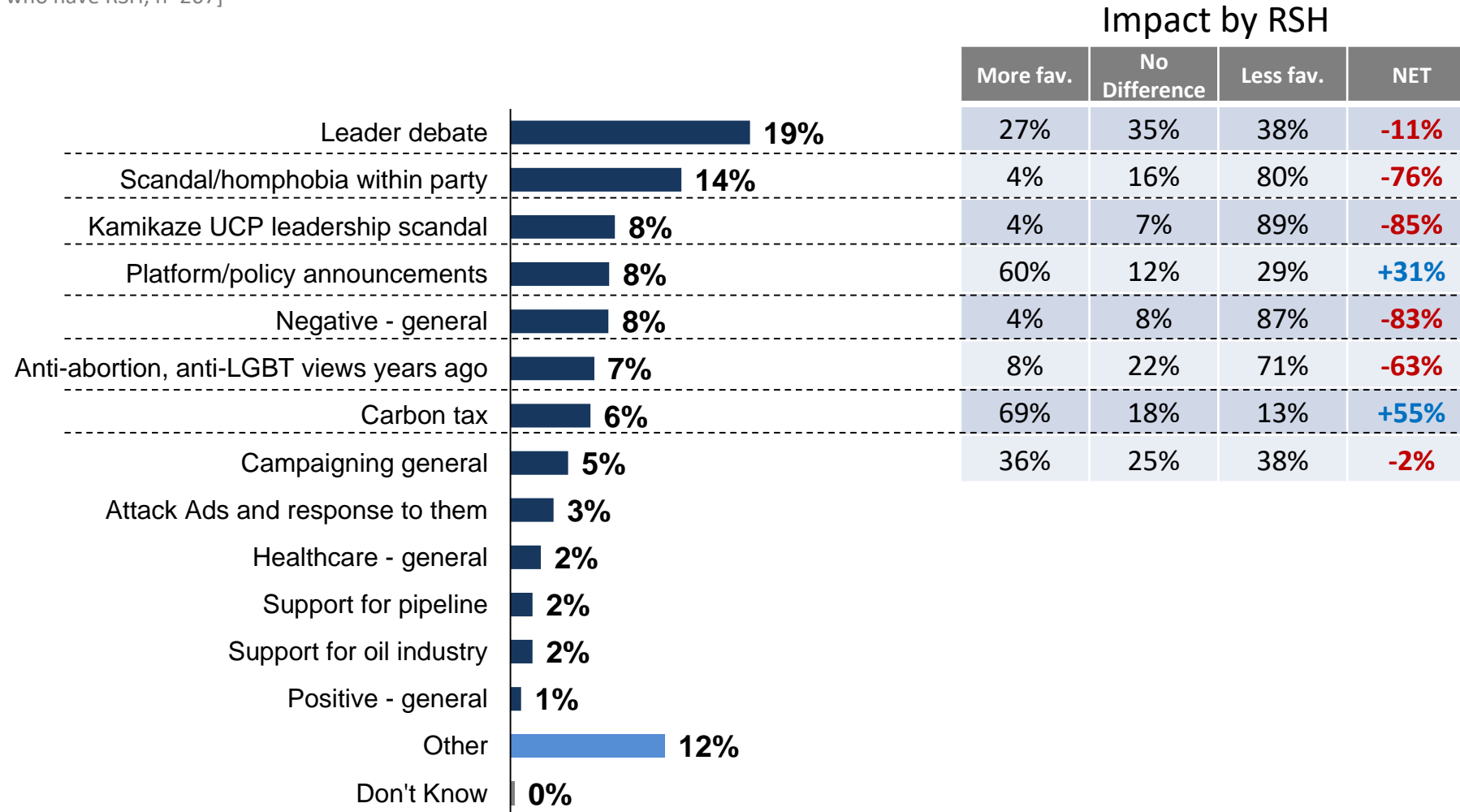


# Kenney RSH: Most common RSH are the leader debate (19%) and scandals/homophobia within the UCP (14%)



And what have you read, seen or heard about Jason Kenney in the last few days? Please be specific.

[respondents who have RSH, n=267]



**Note:** Impact only shown for responses with unweighted N size of at least 15. Refused (2%) shown.

# Political Attitudes

# Political Attitudes: 45% of Albertan respondents 'strongly agree' that it is time for a change in government



Do you agree or disagree with the following statements?

[asked of all respondents; n=500]

Net Agreement

Alberta politics is really a two-horse race, only the United Conservative Party and the NDP have a real chance of forming government.



+56%

+50%

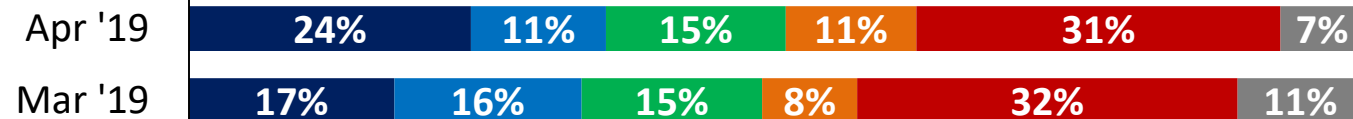
It's time for a change in government here in Alberta.



+34%

+34%

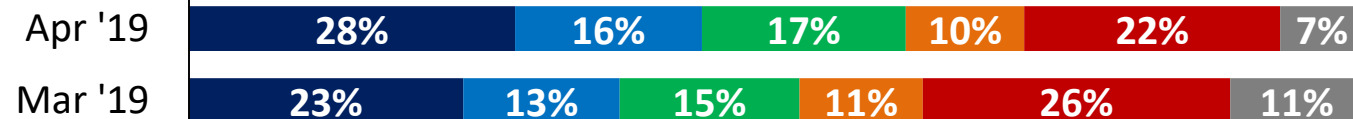
The NDP may have its problems, but it is still the party best able to run the government here in Alberta.



-7%

-7%

The United Conservative Party is too extreme for me.



+12%

0%

Strongly agree

Somewhat disagree

Somewhat agree

Strongly disagree

Neither agree nor disagree

Don't know

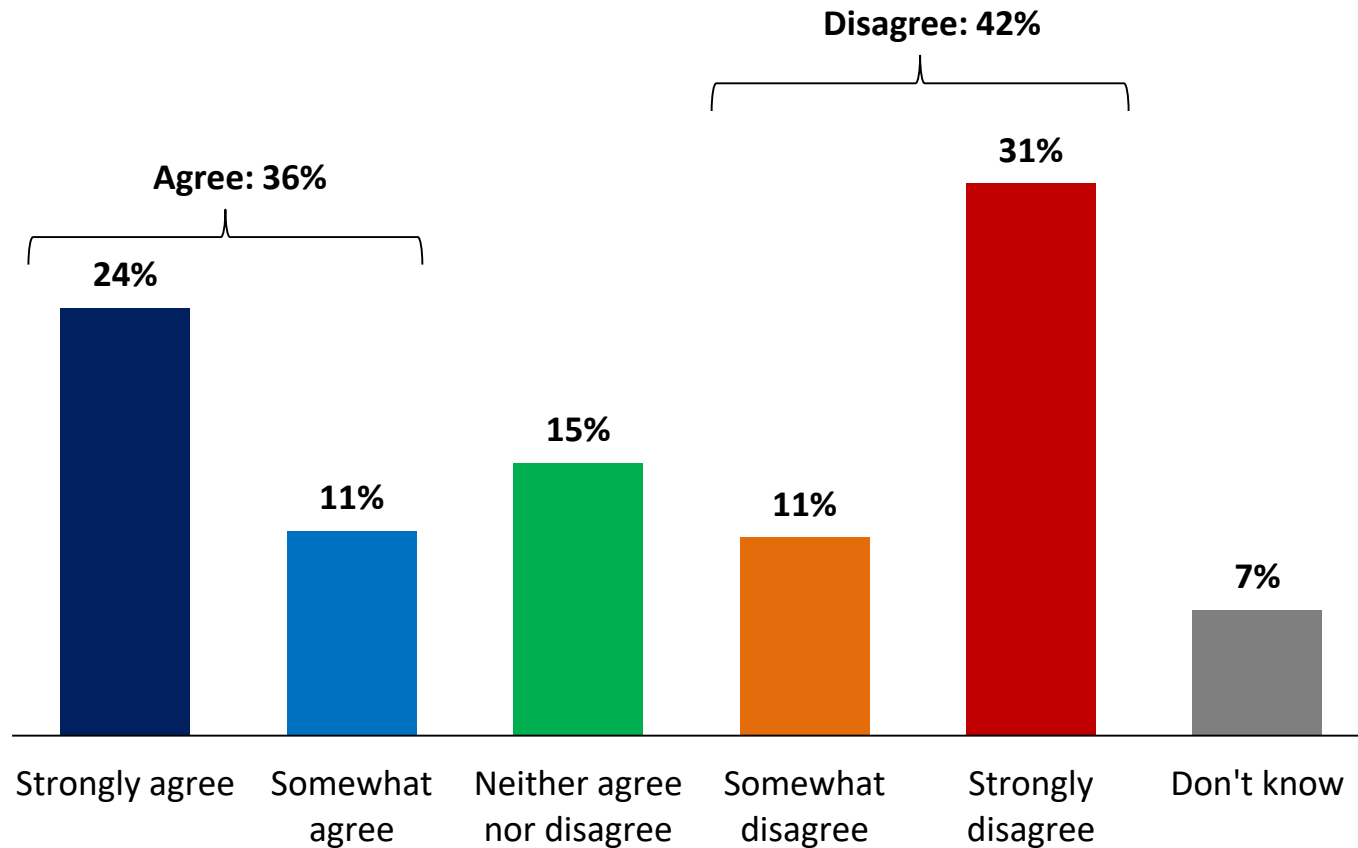


# Best Party: Plurality (42%) do not think NDP best party to run government; Edmonton less likely to disagree than the rest of Alberta

Q

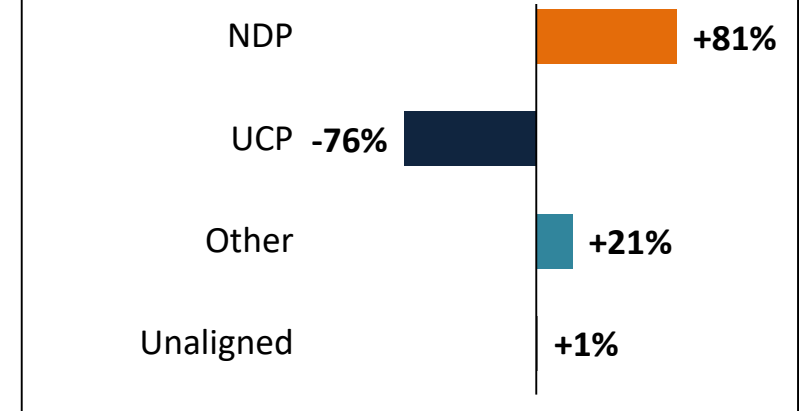
Do you agree or disagree with the following statements? *The NDP may have its problems, but it is still the party best able to run the government here in Alberta.*

[asked of all respondents; n=500]

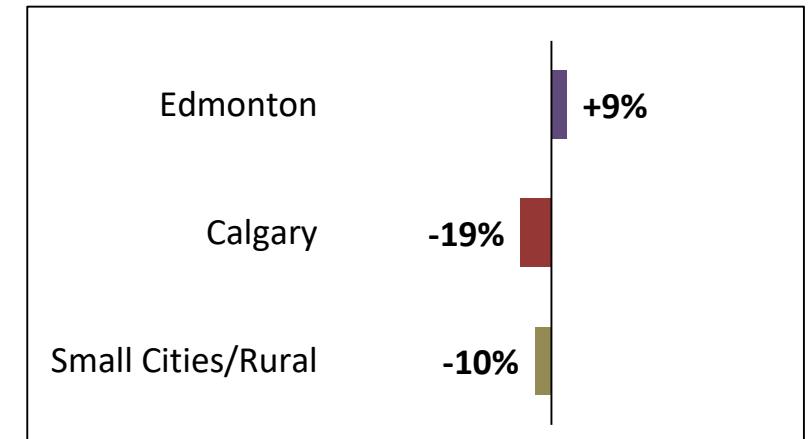


## Provincial Party ID Segmentation

### Net Agreement



## Alberta Region

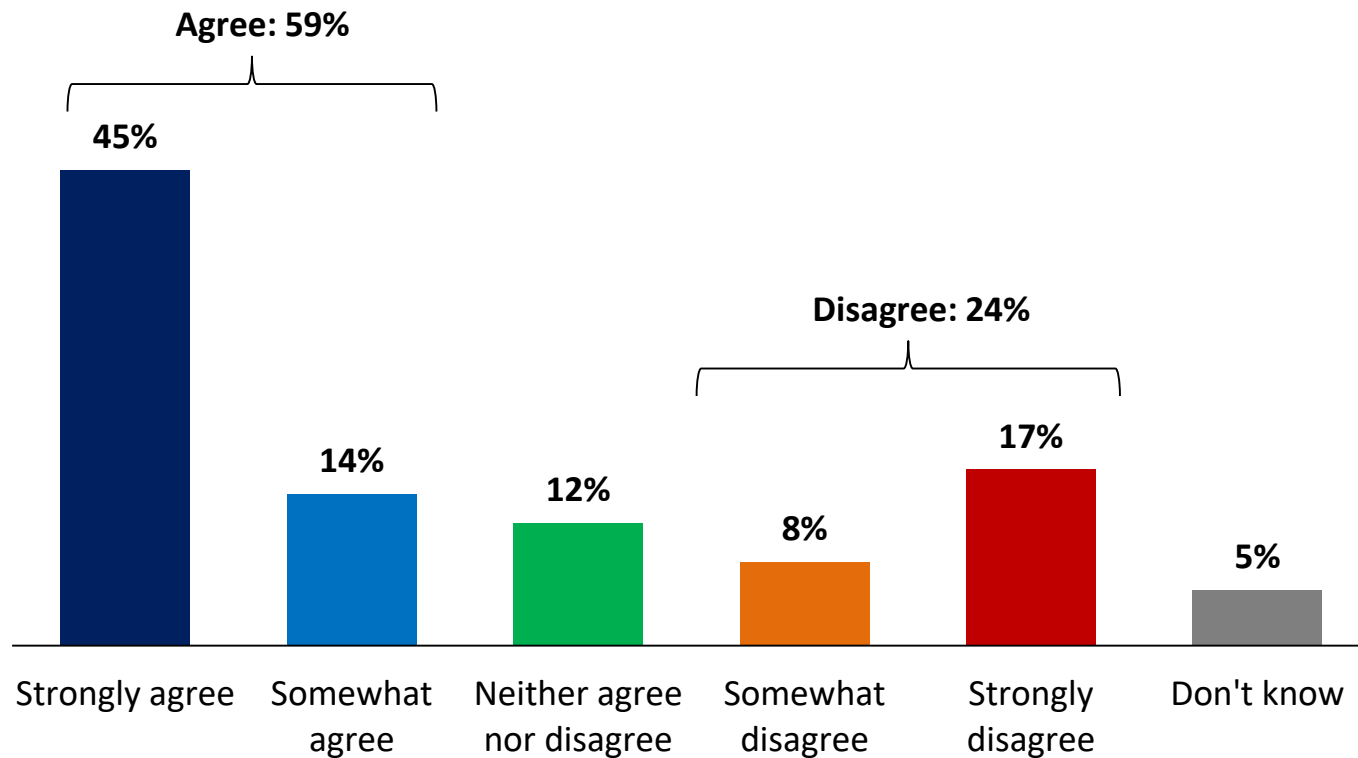


# Time for Change: A majority (57%) agree that it is time for change in Alberta; only NDP partisans net disagree

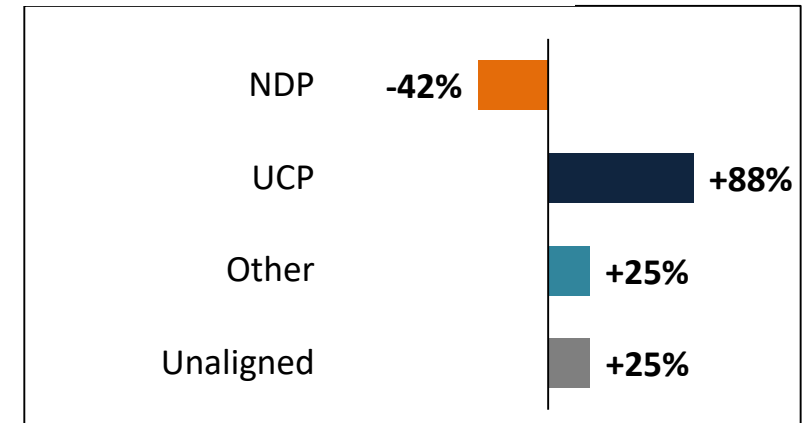


Do you agree or disagree with the following statements? *It's time for a change in government here in Alberta.*

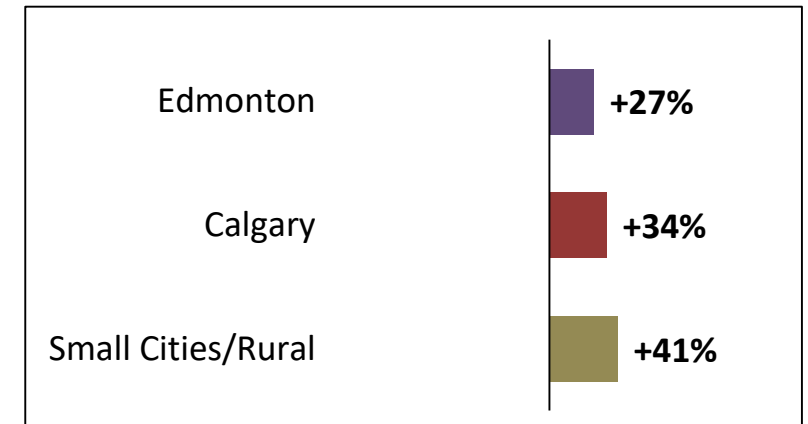
[asked of all respondents; n=500]



## Provincial Party ID Segmentation Net Agreement



## Alberta Region

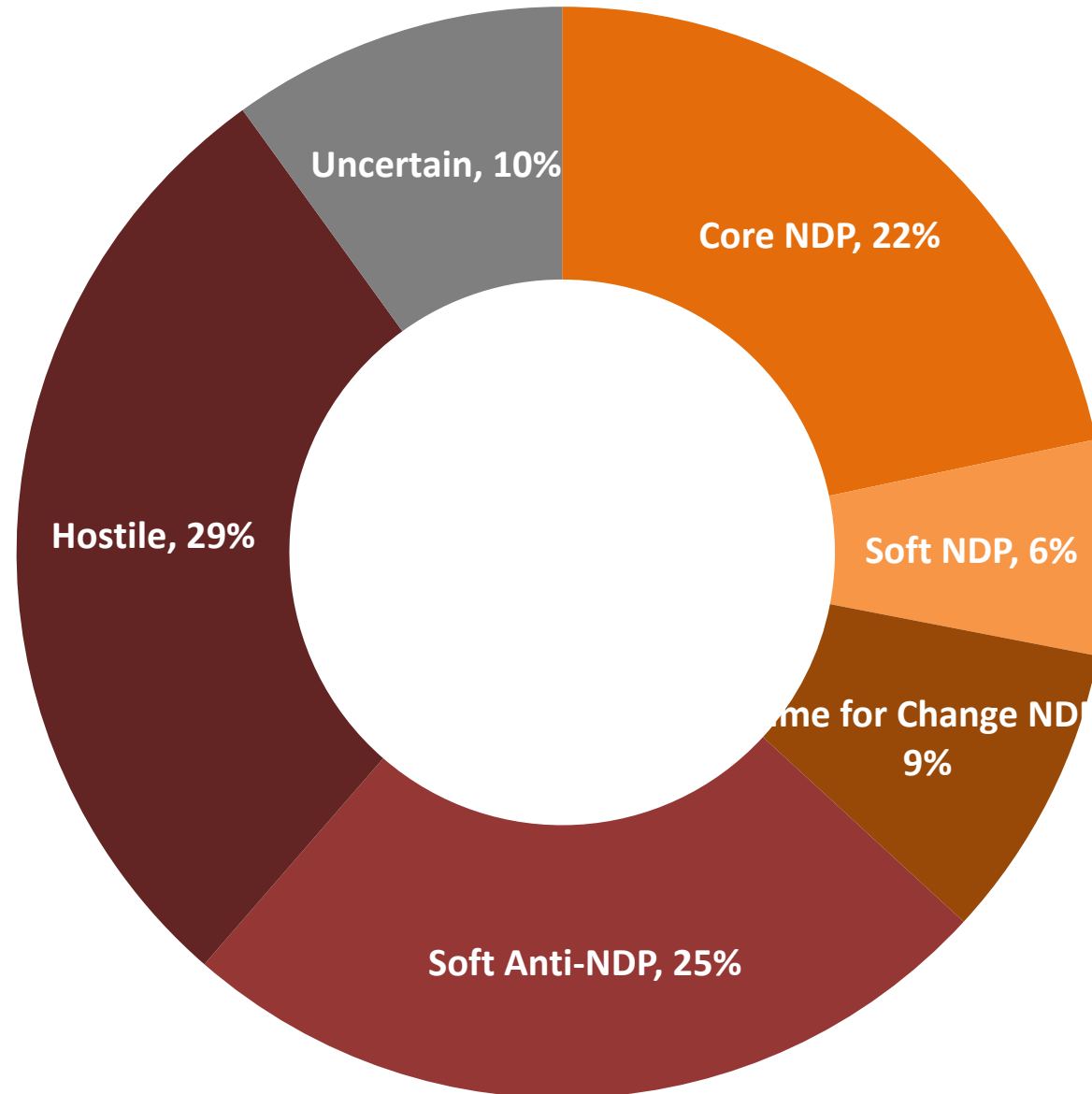


# Time for Change: *Creating the Segments*

		Strongly disagree	Somewhat disagree	Neutral/ Don't know	Somewhat agree	Strongly agree
		<b>NDP Best Party for Government</b>				
Strongly agree	<b>Time for Change</b>	<b>Hostile</b>	<b>Soft Anti-NDP</b>		<b>Time for Change NDP</b>	
Somewhat agree		<b>Soft Anti-NDP</b>		<b>Soft Anti-NDP</b>		
Neutral/ Don't know				<b>Uncertain</b>	<b>Soft NDP</b>	
Somewhat disagree				<b>Soft NDP</b>	<b>Core NDP</b>	
Strongly disagree						

# Time for Change: Only 22% are Core NDP, while 29% are Hostile and another 25% are Soft Anti-NDP

*Time for Change Segmentation*  
[among all respondents; n=500]



# Time for Change: Less than half of Soft NDP and Time for Change NDP respondents say they would vote for the NDP

Combined Vote by Time for Change

Combined Provincial Vote	Time for Change Segment					
	Core NDP	Soft NDP*	Time for Change NDP	Soft Anti-NDP	Hostile	Uncertain
Liberal	5%	13%	15%	9%	0%	10%
UCP	5%	9%	2%	44%	87%	13%
NDP	86%	49%	35%	3%	2%	6%
Alberta Party	2%	15%	23%	17%	5%	10%
Green	1%	4%	14%	7%	3%	7%
Other	0%	0%	0%	1%	3%	2%
Undecided/DK	2%	10%	12%	17%	1%	26%
Would not vote/None	0%	0%	0%	1%	0%	26%

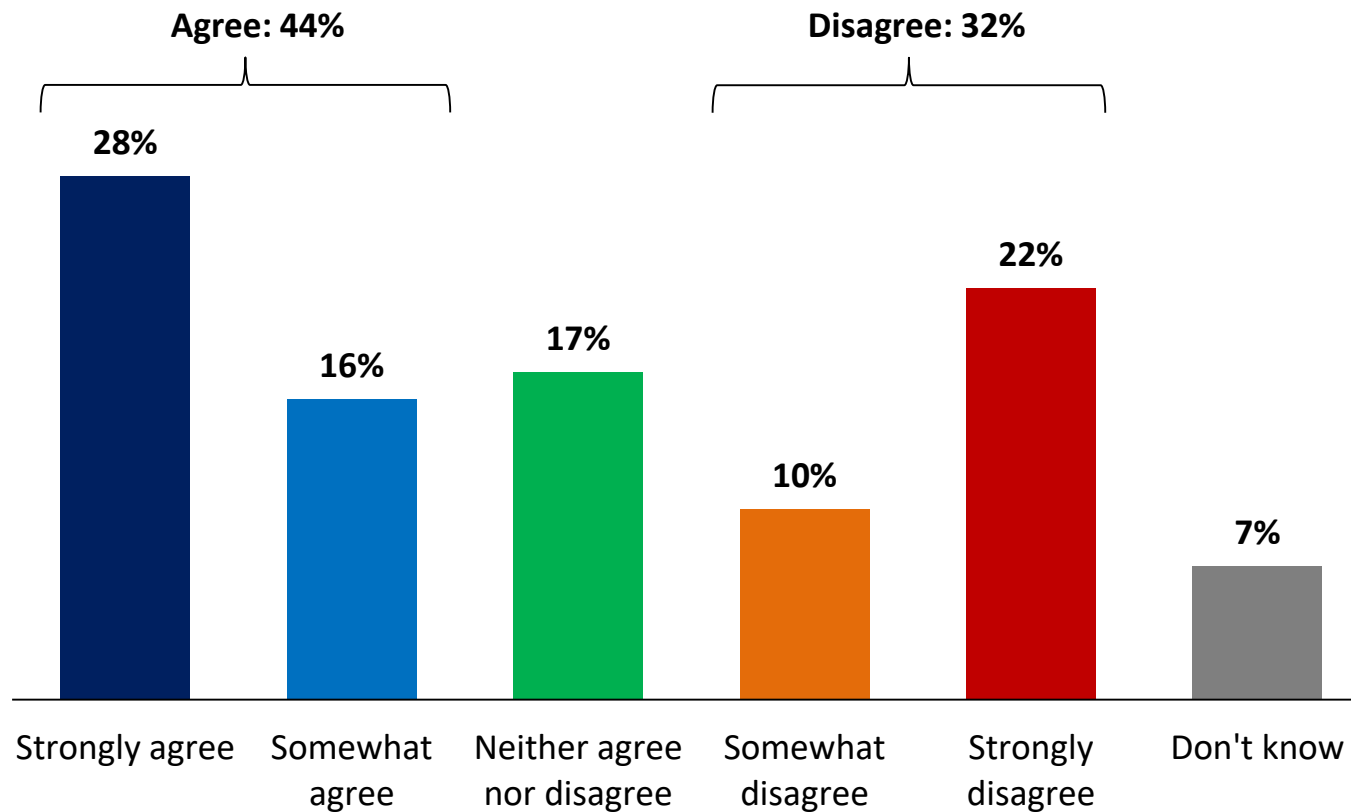
\*Sample size small (n=32), results should be considered directional only.

# UCP is too Extreme: Plurality agree that the UCP is too extreme for them; on net Unaligned voters agree (+28%)

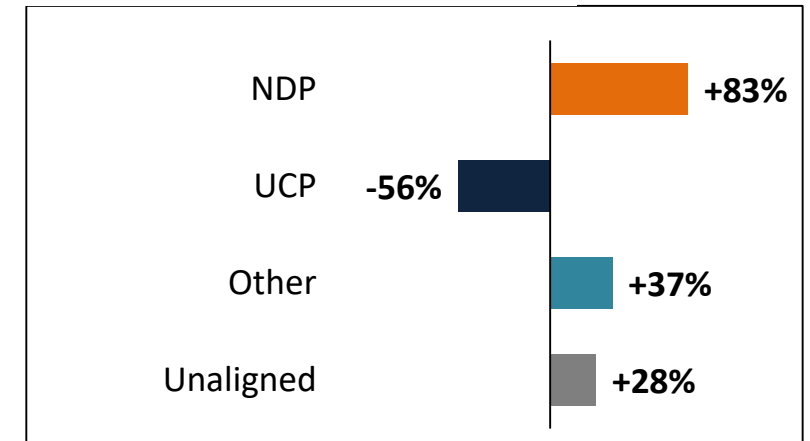
Q

Do you agree or disagree with the following statements? *The United Conservative Party is too extreme for me.*

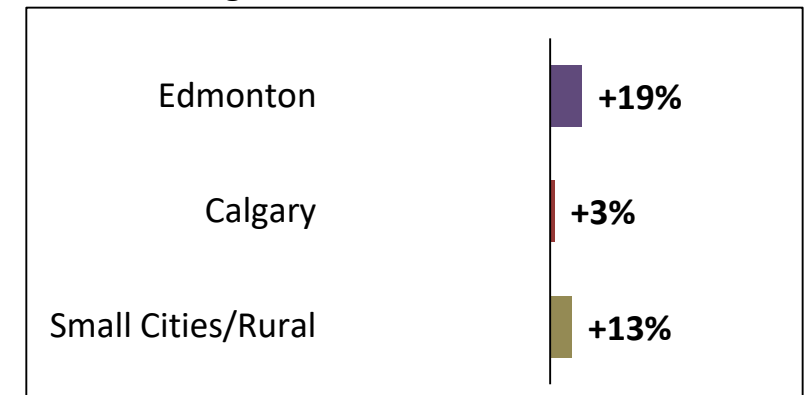
[asked of all respondents; n=500]



## Provincial Party ID Segmentation Net Agreement



## Alberta Region



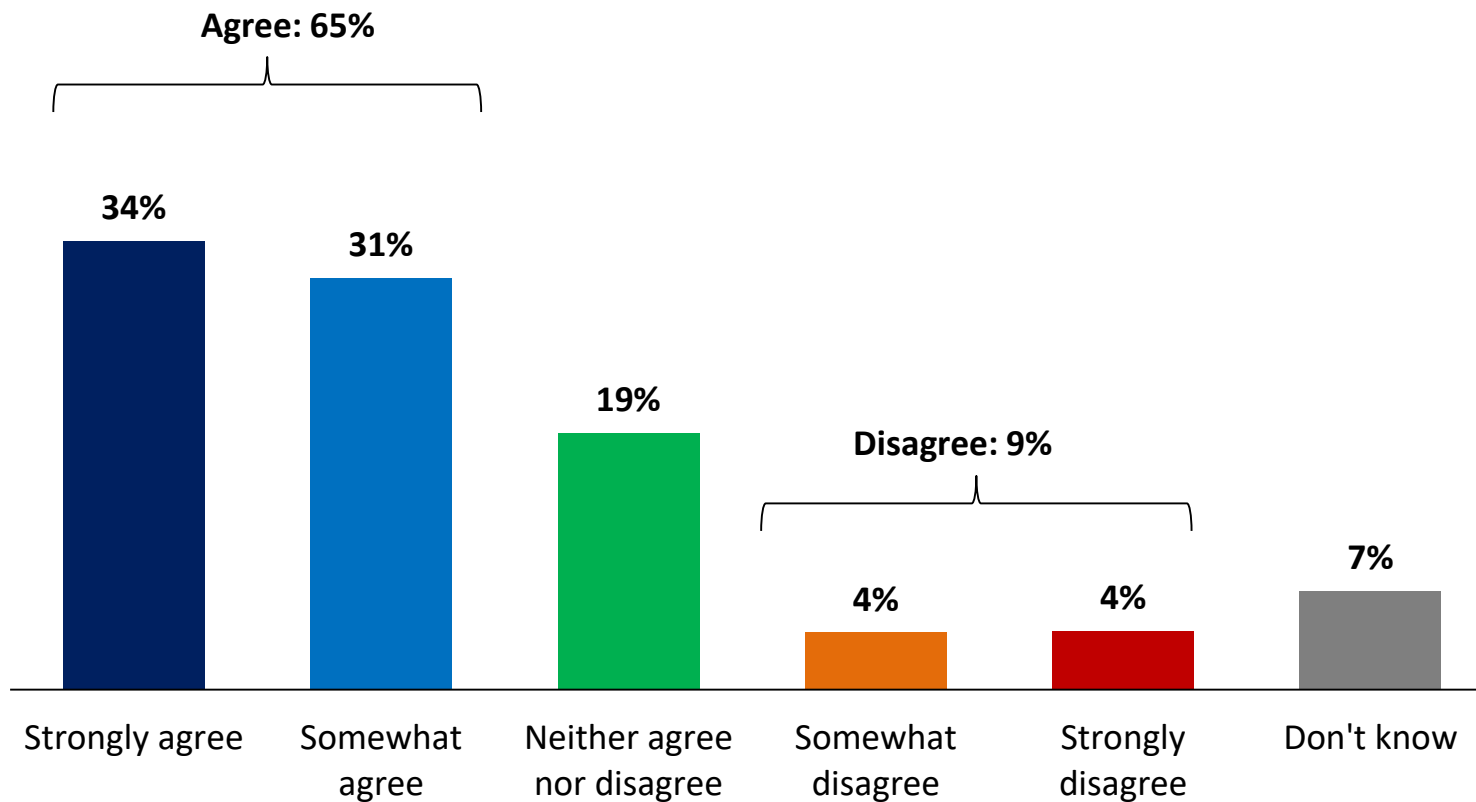


# Two-Horse Race: Two-thirds of Albertans agree that it is really a two-horse race between the NDP and the UCP

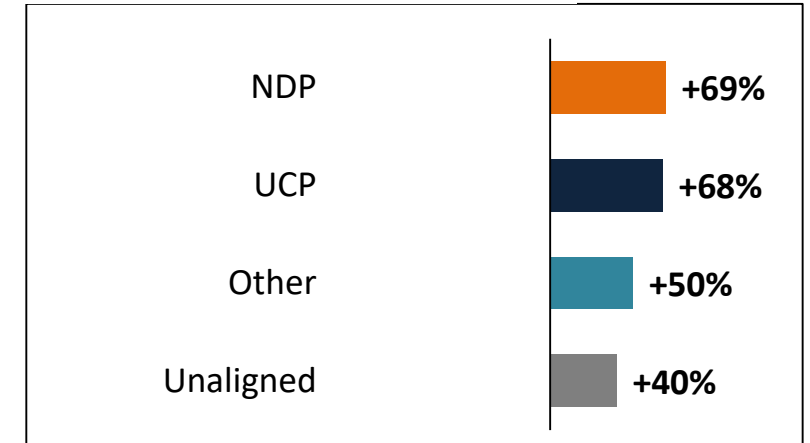


Do you agree or disagree with the following statements? ***Alberta politics is really a two-horse race, only the United Conservative Party and the NDP have a real chance of forming government.***

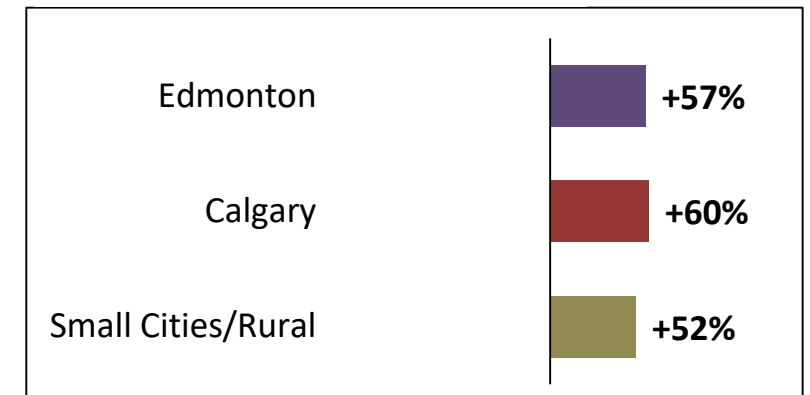
[asked of all respondents; n=500]



## Provincial Party ID Segmentation Net Agreement



## Alberta Region



# Leadership

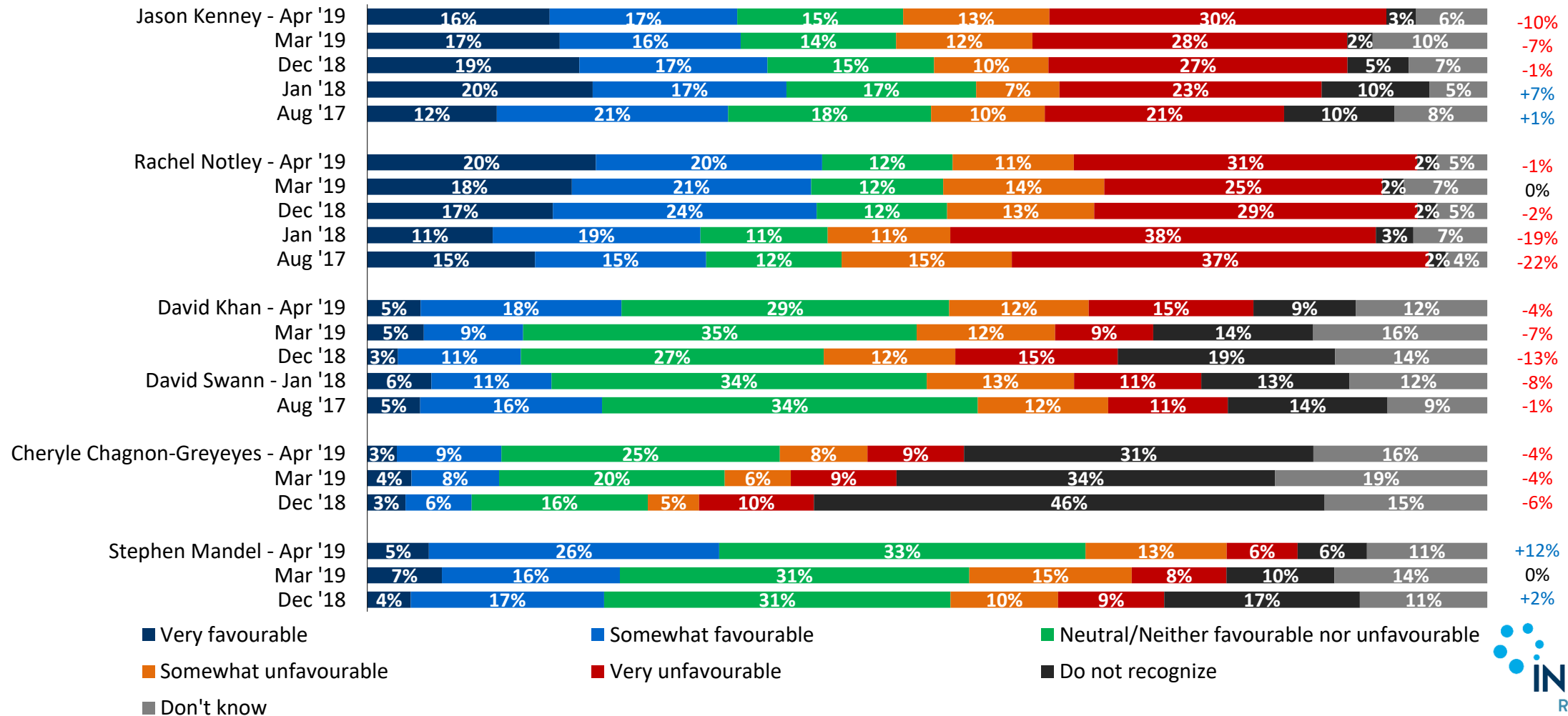
# Leadership Favourable Tracking: Kenney and Notley's favourables, on net, steady month-to-month

Q

Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. How about...

[asked of all respondents; n=500]

Net Favourability

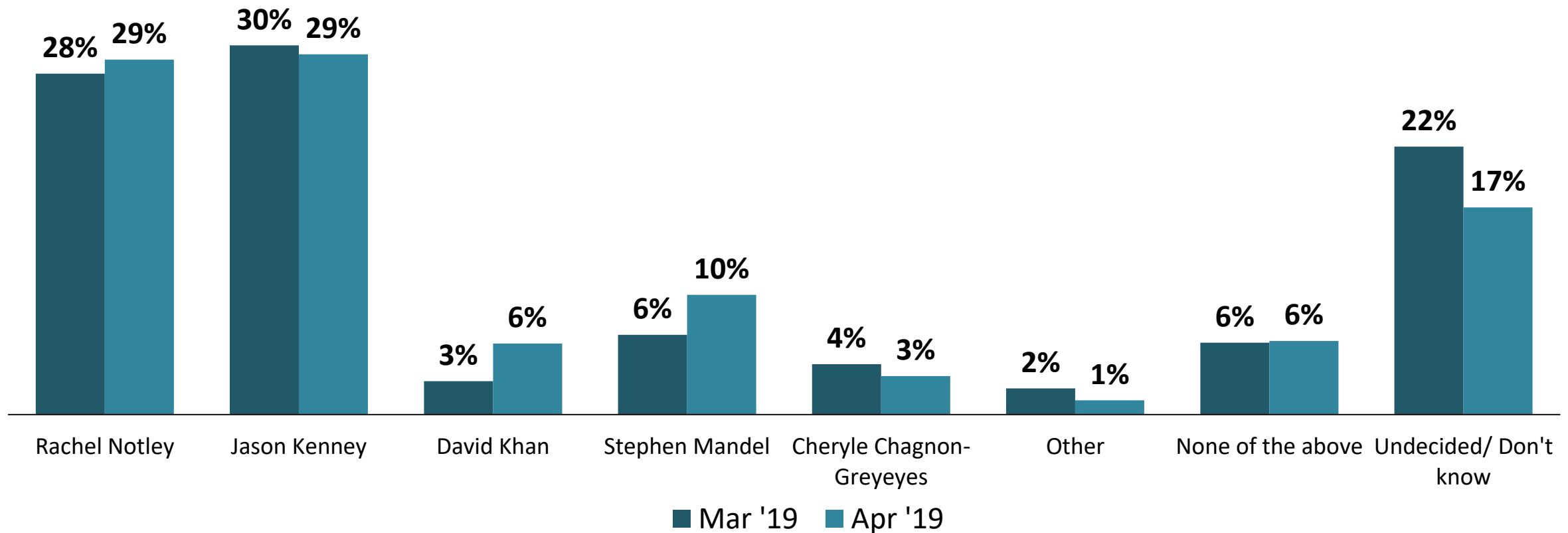


# Best Premier: Notley (29%) and Kenney (29%) tied for best Premier; 17% are undecided, down 5 points since March

Q

Which of the following leaders would make the best Premier of Alberta?

[asked of all respondents; n=500]





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