



# Canada This Month Alberta Politics

Public Opinion Research  
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Field Dates: May 01, 2020 to May 05, 2020

# Alberta Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In Alberta, approval of the government's handling of the outbreak has declined since the crisis began – and lags other provinces – but remains high and positive nonetheless, with most Albertans approving of his handling. This has also positively impacted general satisfaction with the government and Kenney's personal favourability, while the UCP continues to hold a large lead in vote intention.

Today, INNOVATIVE is releasing results from our May 2020 Canada This Month survey. This online survey was in field from May 1<sup>st</sup> to May 5<sup>th</sup> with a weighted sample size of 300 Alberta residents. Detailed methodology is provided in the appendix.

This report covers key results on how those from Alberta are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.

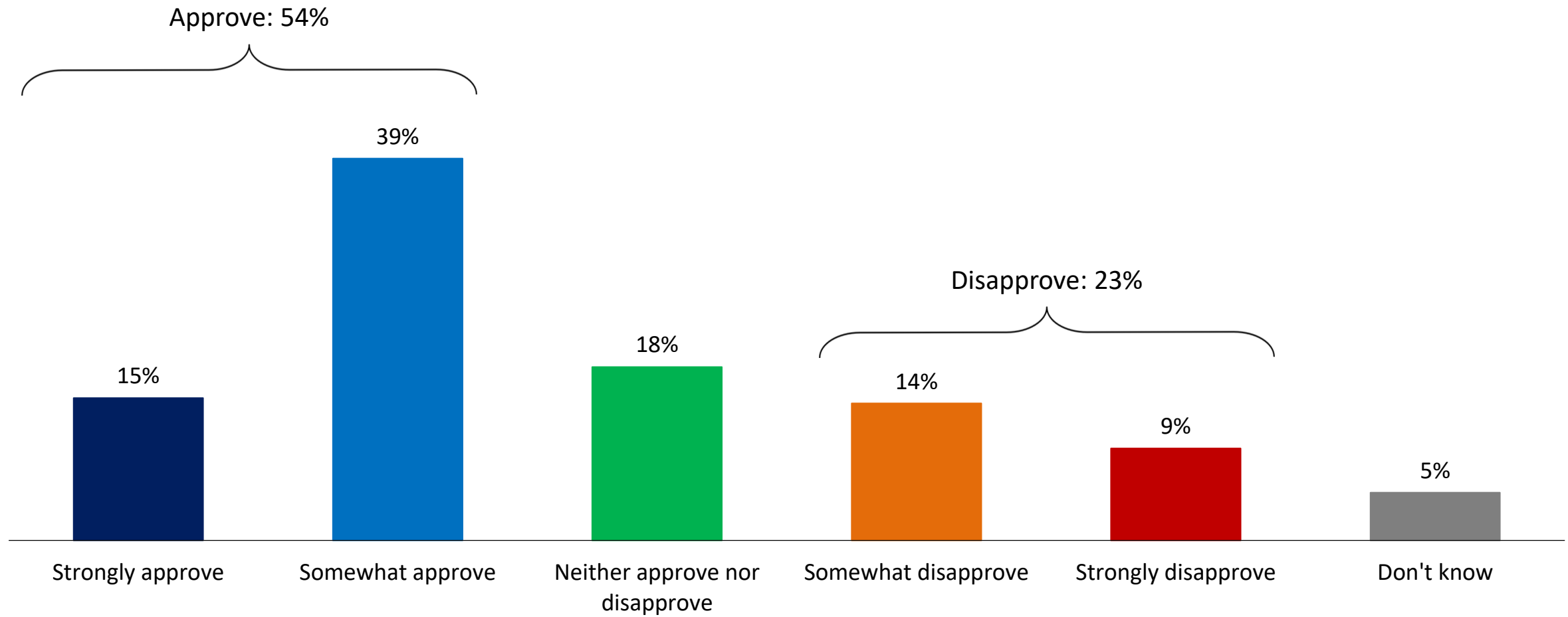
**Most Albertans approve of the way the provincial government has handled the outbreak; though less than in other provinces**

# COVID-19 Handling: Just over half (54%) say they approve of the way the Alberta government has handled the COVID-19 outbreak



Do you approve or disapprove of the way the Alberta Government has handled the outbreak of COVID-19?

[asked of all respondents; n=300]

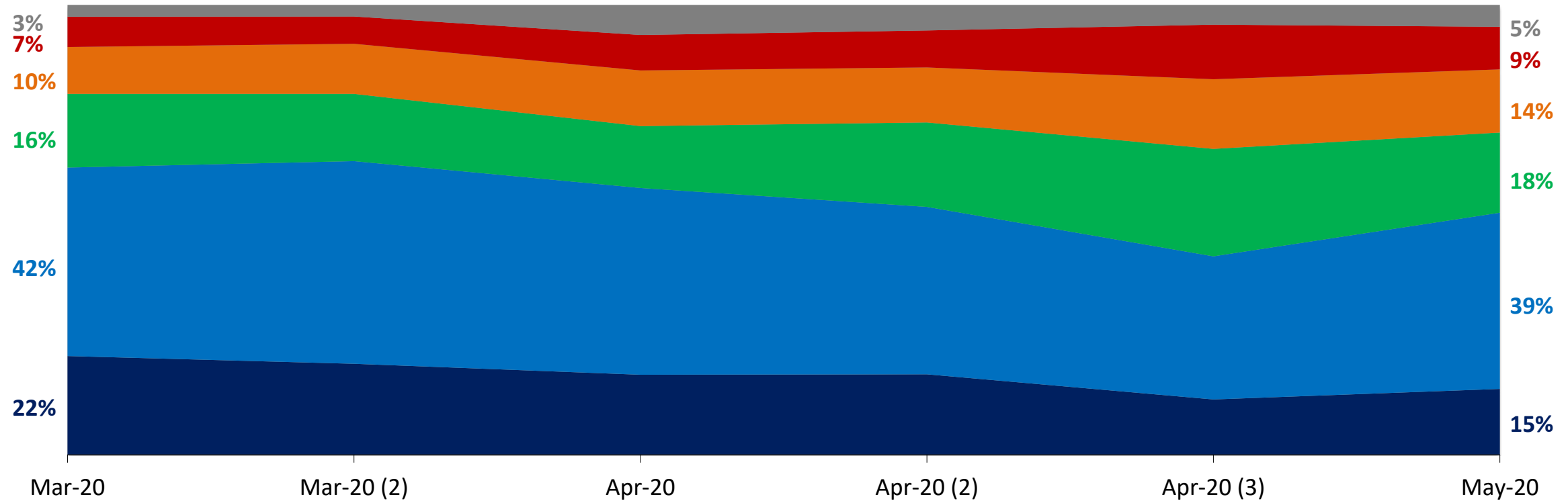


# COVID-19 Handling Tracking: Approval of Alberta's handling of COVID (54%) up 10-pts since last week's tracking



Do you approve or disapprove of the way the Alberta Government has handled the outbreak of COVID-19?

[asked of all respondents; n=300]



Strongly approve  
Somewhat disapprove

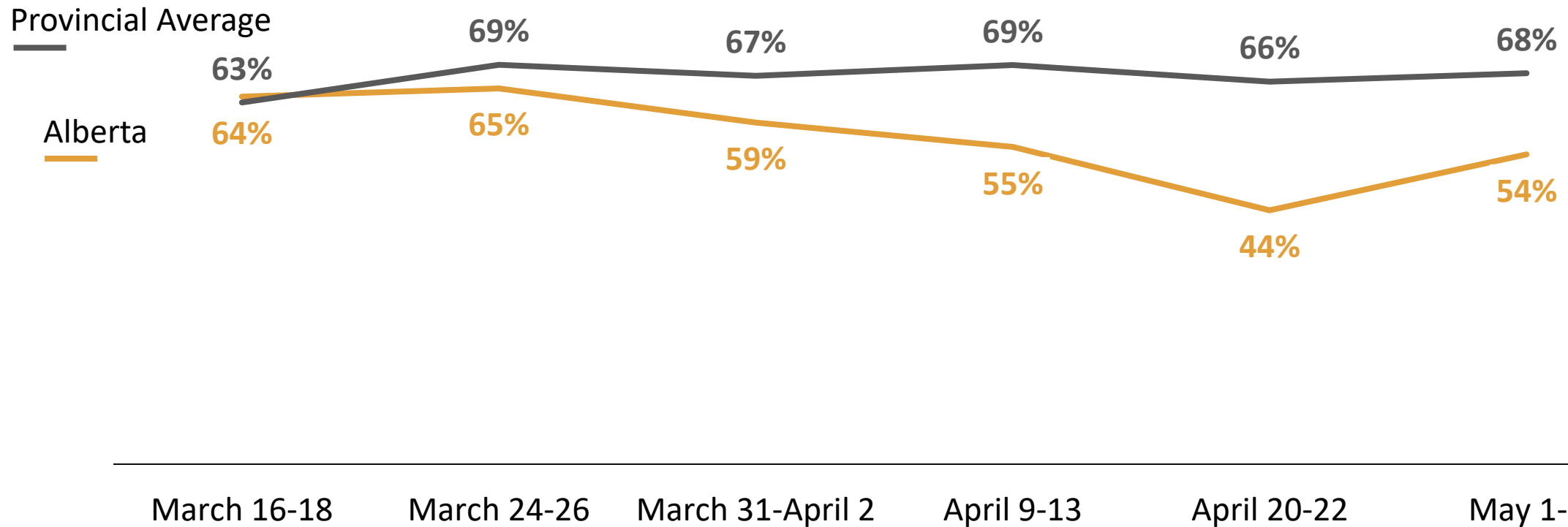
Somewhat approve  
Strongly disapprove

Neither approve nor disapprove  
Don't know

# COVID-19 Handling Tracking: Starting in April, approval of Alberta's handling has lagged other provinces

% who approve of government's handling of COVID-19 outbreak: Alberta Vs. Provincial Average

[asked of all respondents; n=1500]



**Overall government satisfaction is on the rise, with a majority being satisfied**

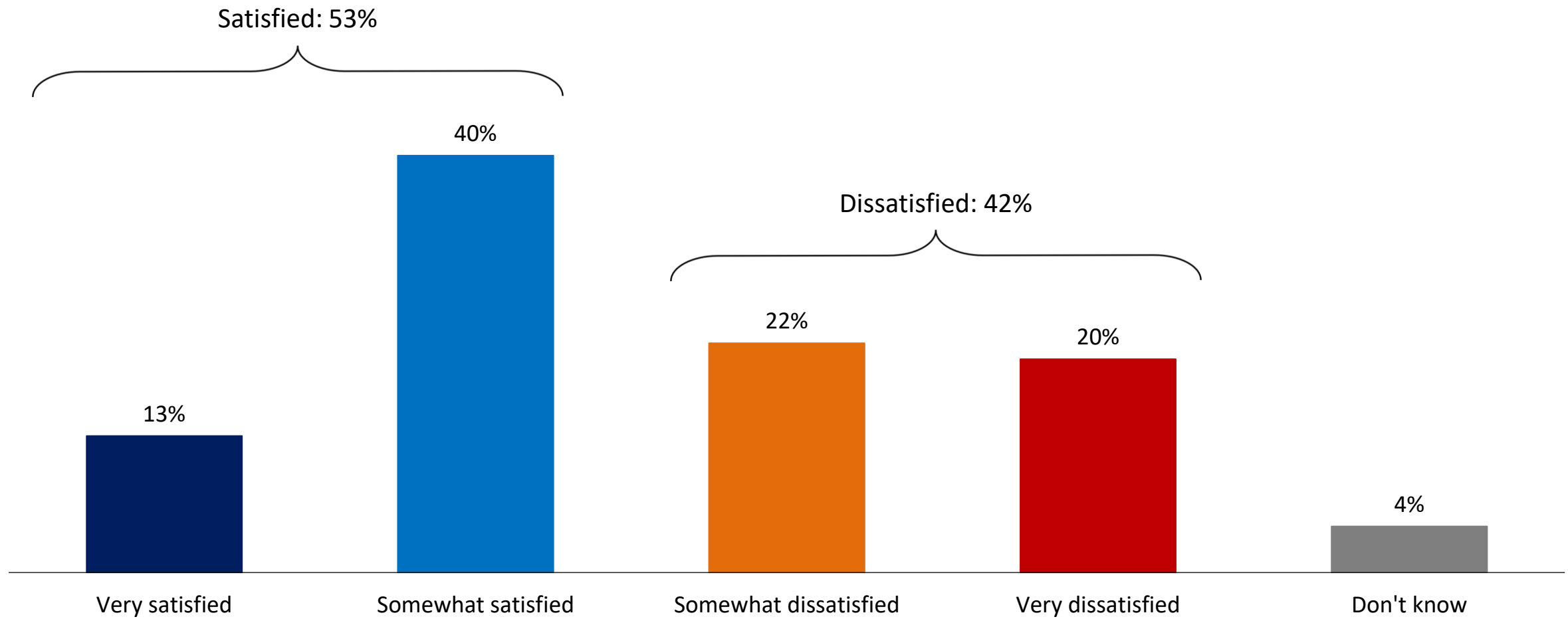


# Alberta Mood: Just over half (53%) say they are satisfied with the performance of the Alberta government generally



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Alberta? Would you say you are...?

[asked of all respondents; n=300]

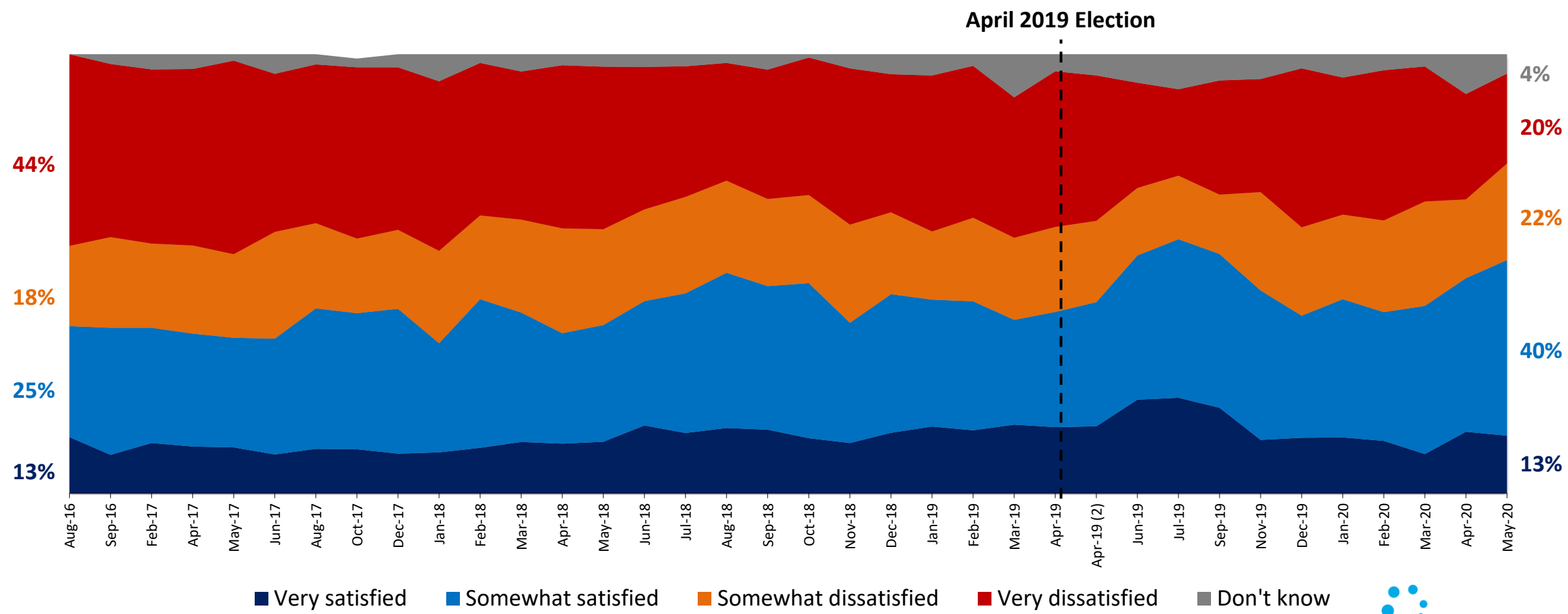




# Alberta Mood Tracking: Satisfaction with the AB government (53%) up 9 4-pts directionally month-to-month



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Alberta? Would you say you are...?  
[asked of all respondents; n=300]

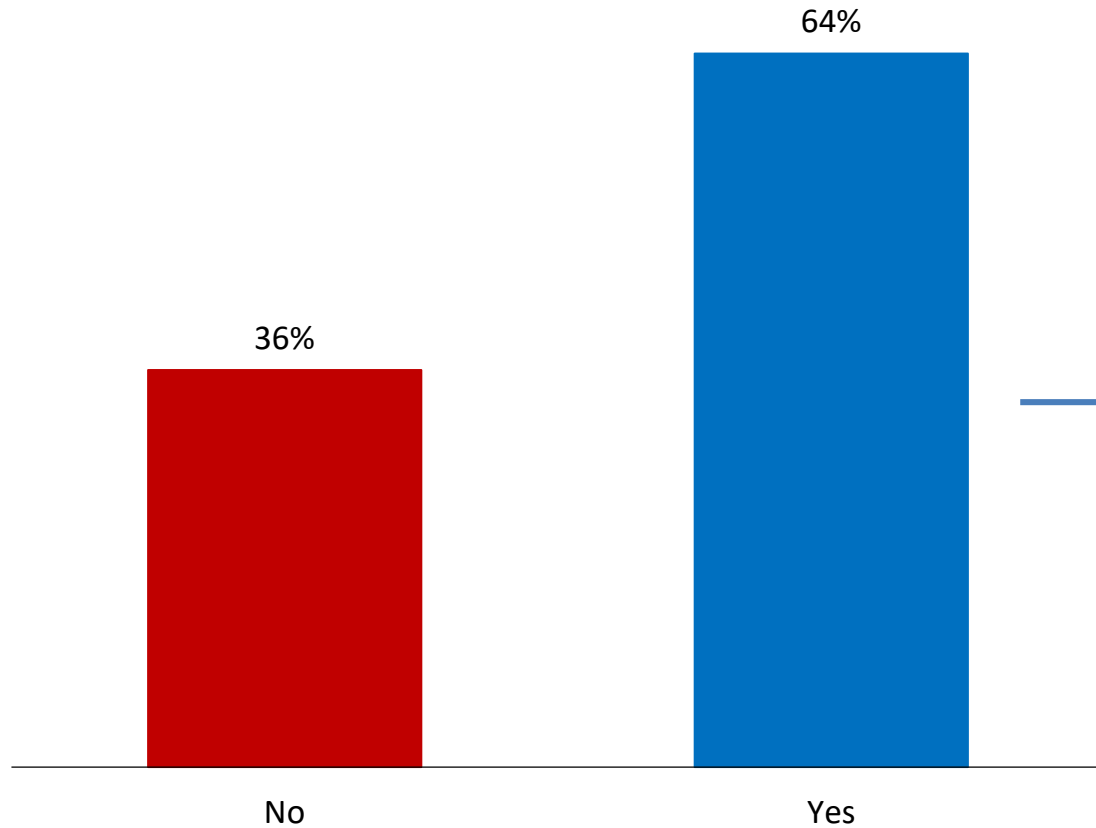


**While most have read, seen, or heard something about Kenney, Albertans are split on whether it left them more or less favourable of him**

# Alberta Read, Seen, Heard: Over 3-in-5 (64%) say they have read, seen, or heard about Kenney, but favourability is split (+1% NET)

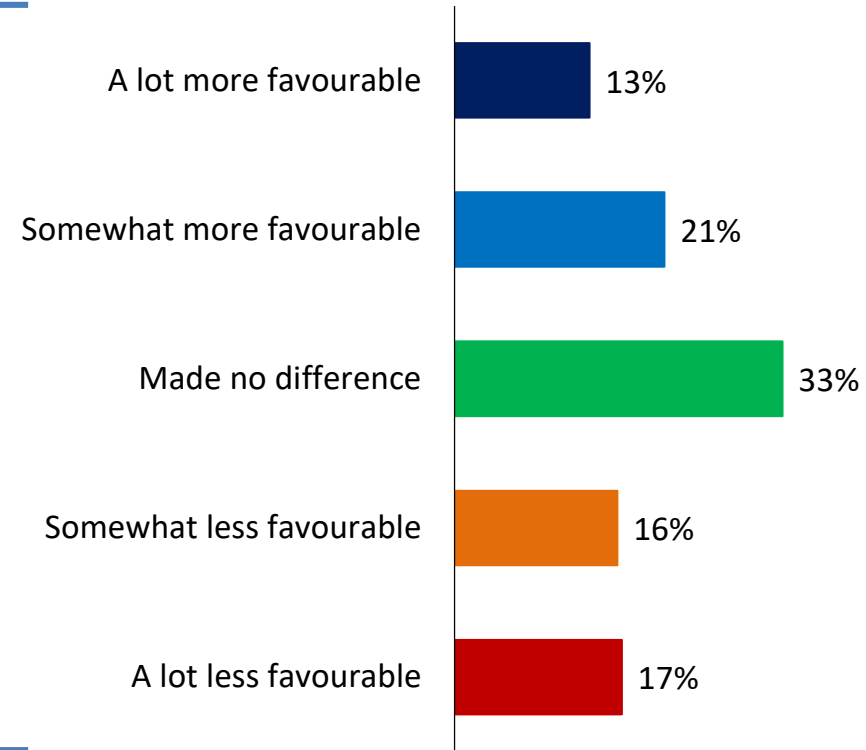
**Q** Have you read, seen or heard anything about Jason Kenney in the last few days?

[Asked of those who have RSH; n=300]



**Q** 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, or did it make no difference?

[Asked of those who have RSH; n=193]

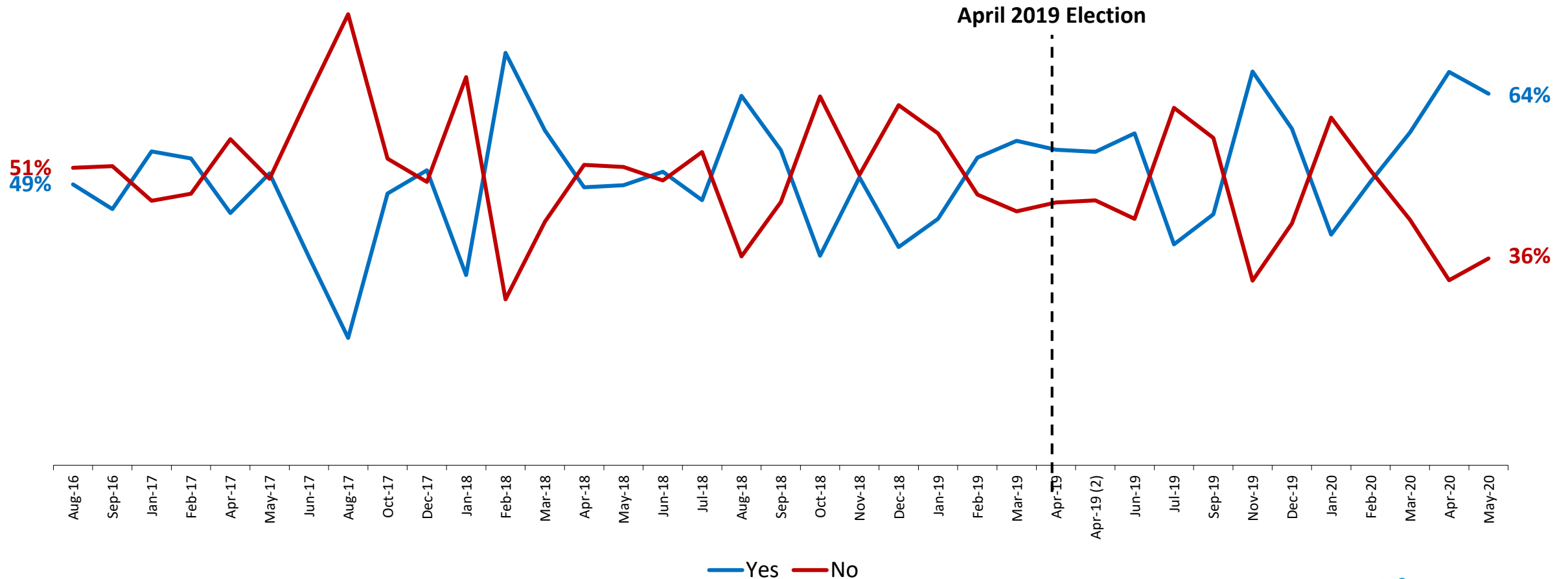


# Read, Seen, Heard Tracking: Those who say they have RSH about Kenney (64%) is down 4-pts month-to-month



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

[asked of all respondents; n=300]



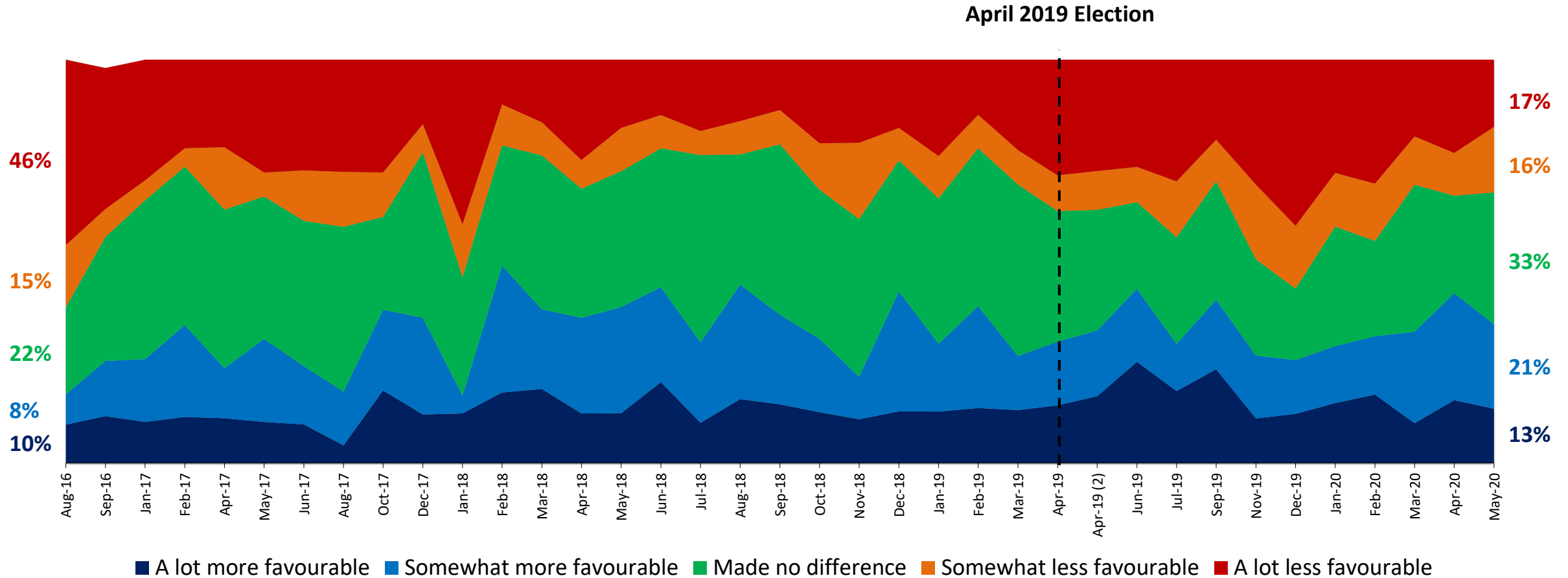
# Alberta Read, Seen, Heard, Impact Tracking: Impact amongst those who say they RSH something has not seen a bump during COVID-19

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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, or did it make no difference?

[asked of those who have RSH; n=193]



**Note:** Don't know not shown.

Current data: May 2020

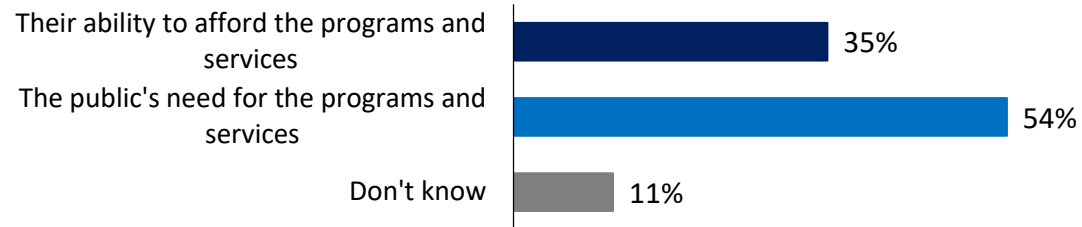
# **We group individuals into segments based on key political and economic values and attitudes**

We use these segments throughout the remainder of the report to analyze vote leadership results.

# Core Political Values: Close to half (44%) say the government too often listens to experts instead of common sense

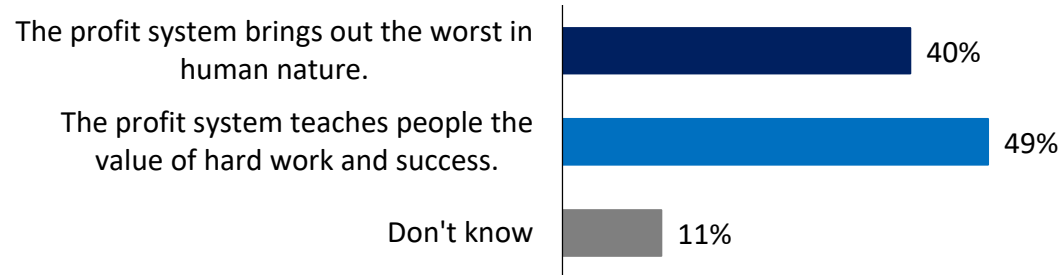
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=300]



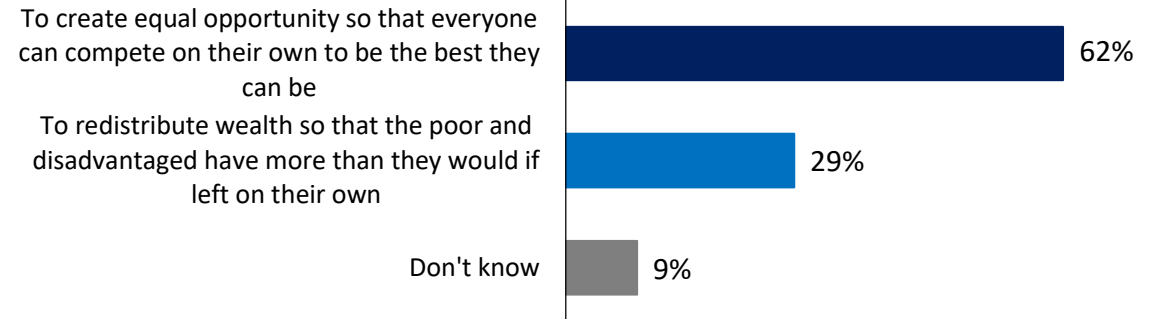
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=300]



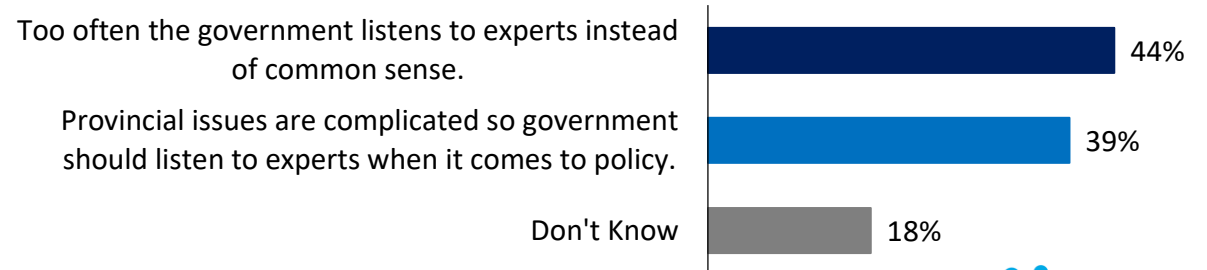
**Q** Is the main role of government to...?

[asked of all respondents; n=300]



**Q** When it comes to government decision making, which of the following statements is closest to your view?

[asked of all respondents; n=300]

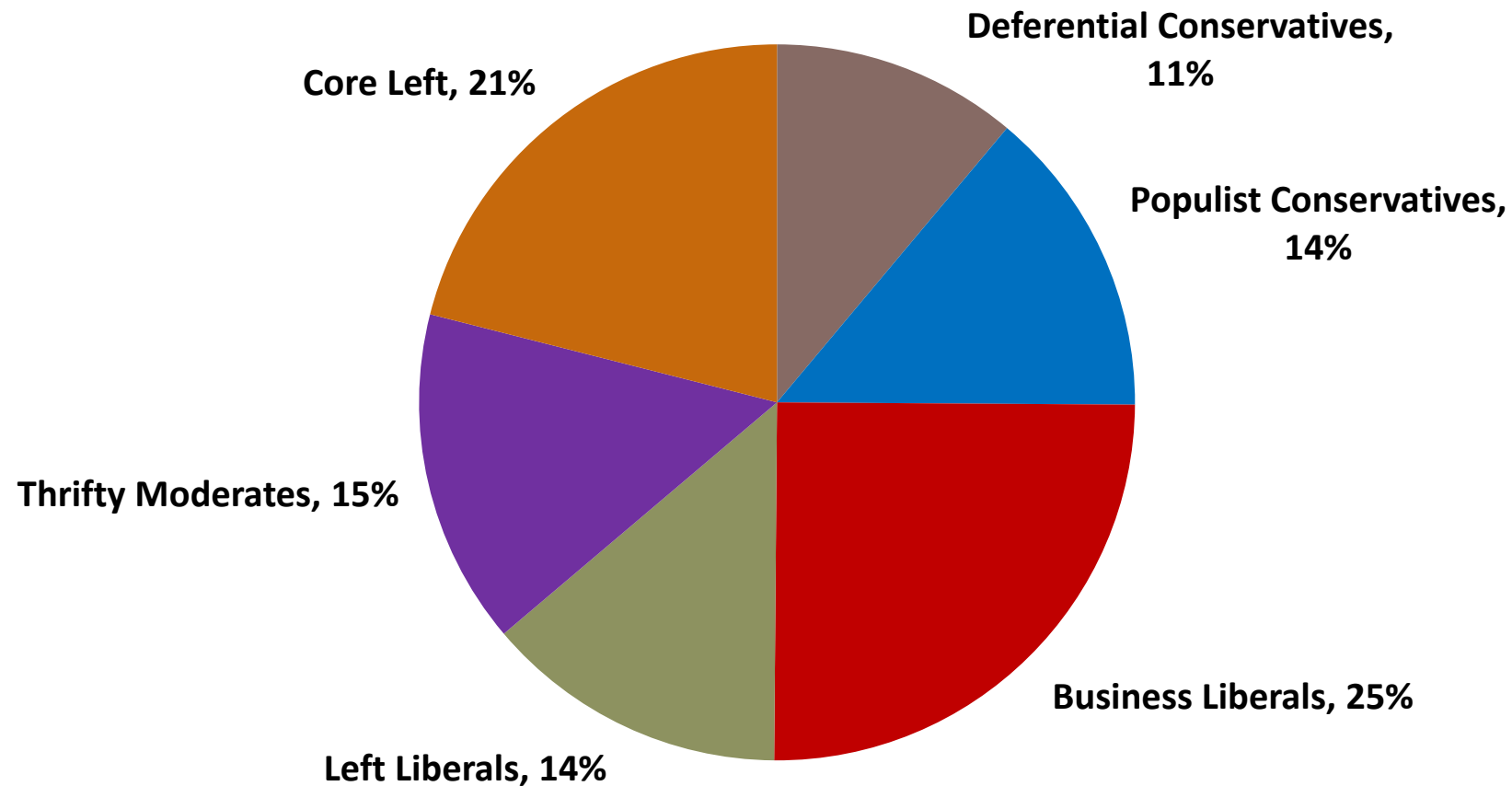




# Value Clusters: A plurality (25%) are 'Business Liberals' or 'Core Left' (21%)

**Value Clusters:** Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=300]



# Defining Value Clusters: 6 value clusters are defined by 4 key political values

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Core Political Values by Value Clusters

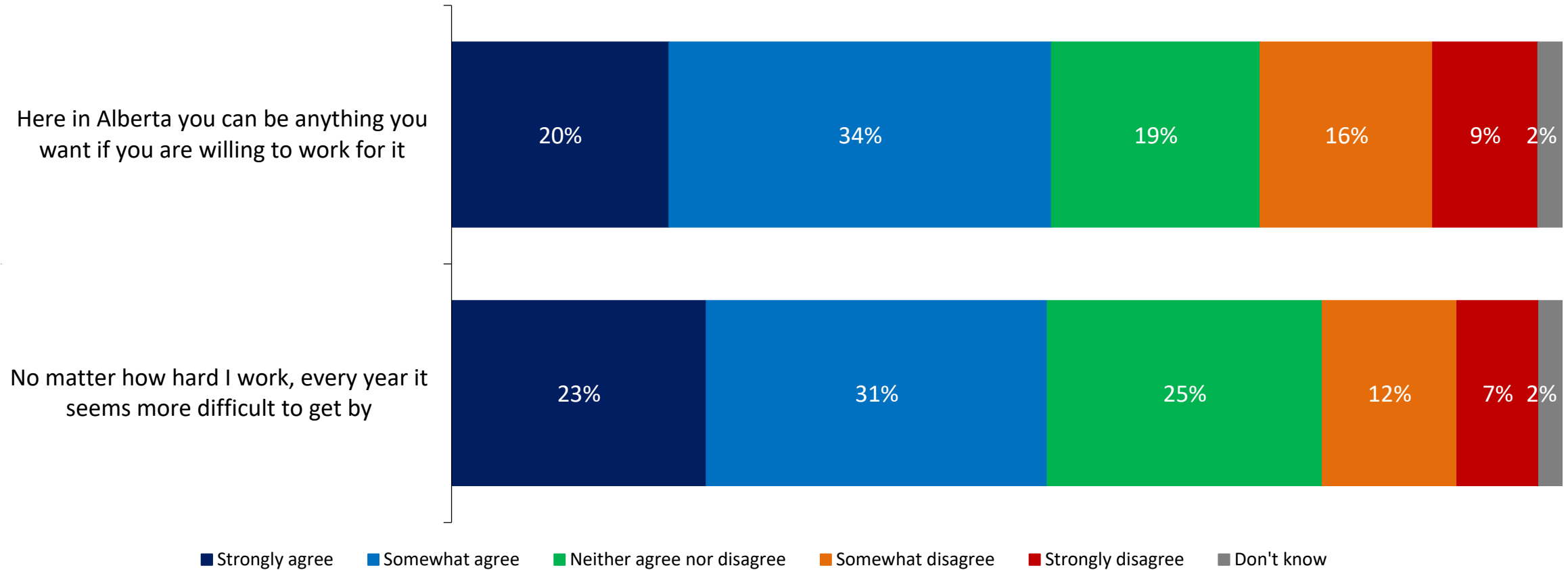
Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	93%	88%	0%	0%	79%	0%
	Public Need	0%	0%	92%	88%	0%	93%
Is the main role of government to .?	Create equal Opportunity	87%	100%	80%	93%	40%	0%
	Redistribute wealth	4%	0%	15%	0%	31%	94%
When it comes to government decision making...	Rely on common sense	0%	100%	40%	42%	44%	34%
	Listen to experts	79%	0%	45%	34%	21%	51%
The profit system...	Brings out the worst in human nature	0%	0%	0%	80%	61%	93%
	Teaches value of hard work and success	95%	96%	94%	0%	9%	0%

# Segmentation Attitudes: Over half (54%) agree that in Alberta, you can be anything you want if you're willing to work for it



Do you agree or disagree with the following statements?

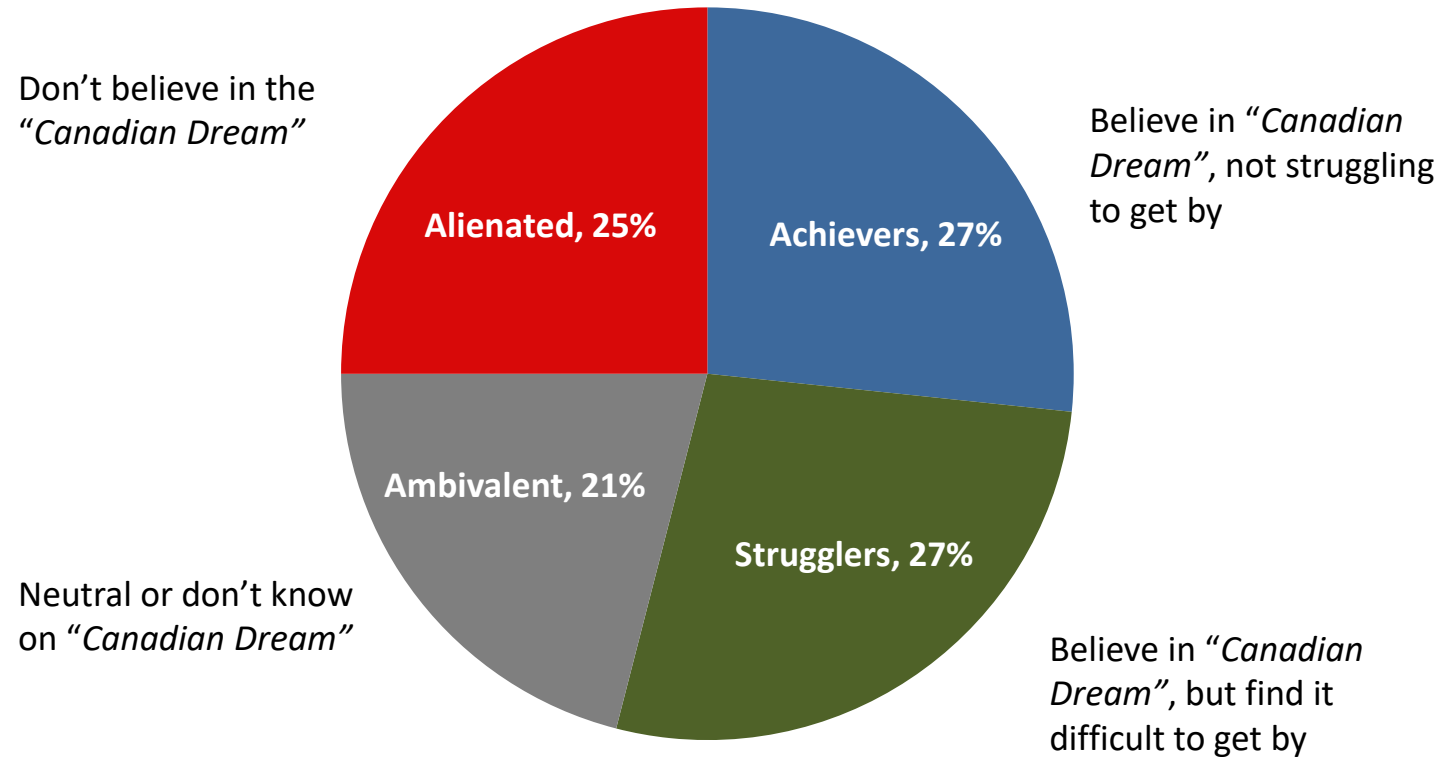
[asked of all respondents; n=300]



# Economic Gap Segmentation: Albertans are largely split on these four segments. Most are either Dream Strugglers (27%) or Achievers (27%)

**Gap segmentation:** Agree with 'Here in Alberta you can be anything you want if you are willing to work for it' ("*the Canadian dream*") BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=300]



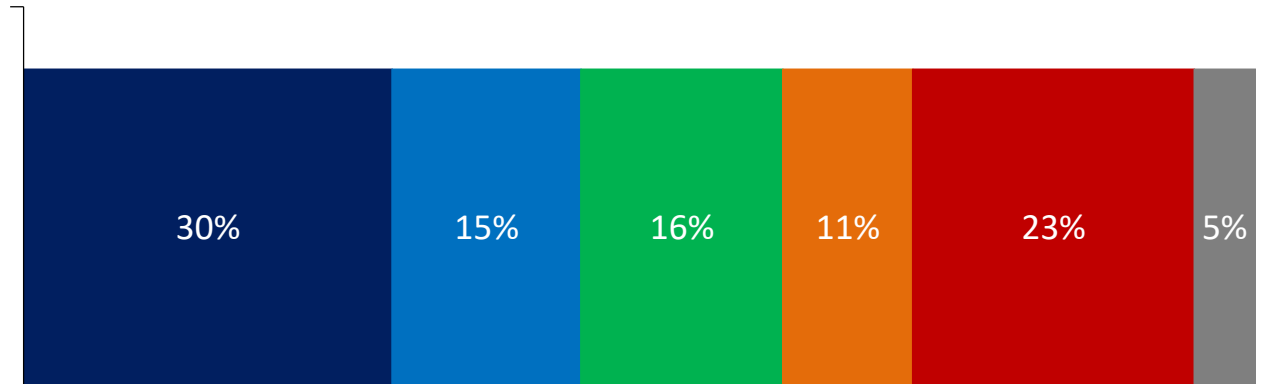
# Time for Change Attitudes: Nearly half (45%) of Albertans agree that it is time for a change in government<sup>20</sup>



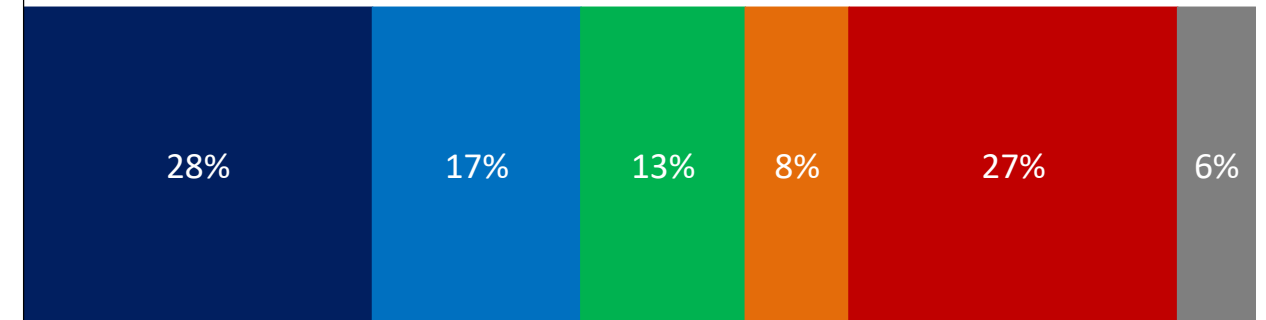
Do you agree or disagree with the following statements?

[asked of all respondents; n=300]

It is time for a change in government here in Alberta



The United Conservative Party may have their problems but they are still the best party to form government

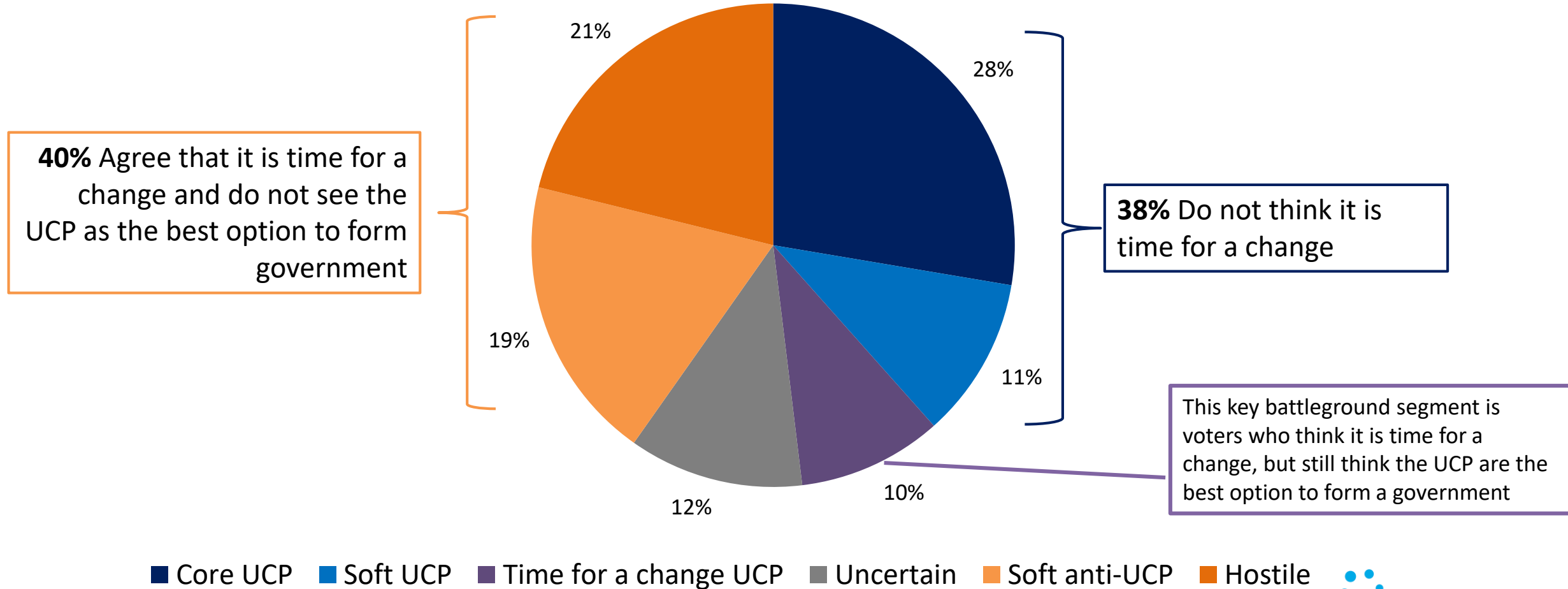


■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

# Time for Change Segmentation: 10% of respondents are Time for a Change UCPers; 40% are either Soft anti-UCP or Hostile

Time for Change segmentation: Agree with 'The United Conservative Party may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Alberta'.

[asked of all respondents; n=300]



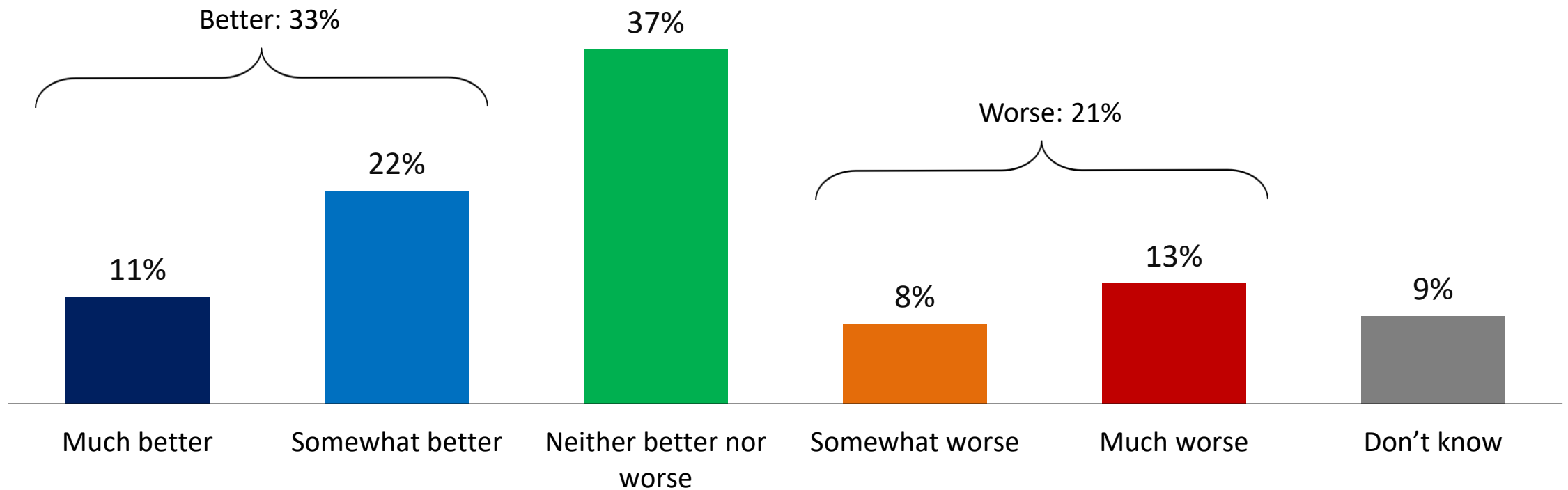
**Even though most say Kenney's response to the crisis has not impacted their impression of him, his favourability is up to the highest point across all tracking**



# Impact on Jason Kenney: A plurality (37%) say Kenney's response left them feeling neither better nor worse impression of him



Has the way premier Jason Kenney has responded to the COVID-19 outbreak left you with a better or worse impression of him?  
[asked of all respondents, n=300]

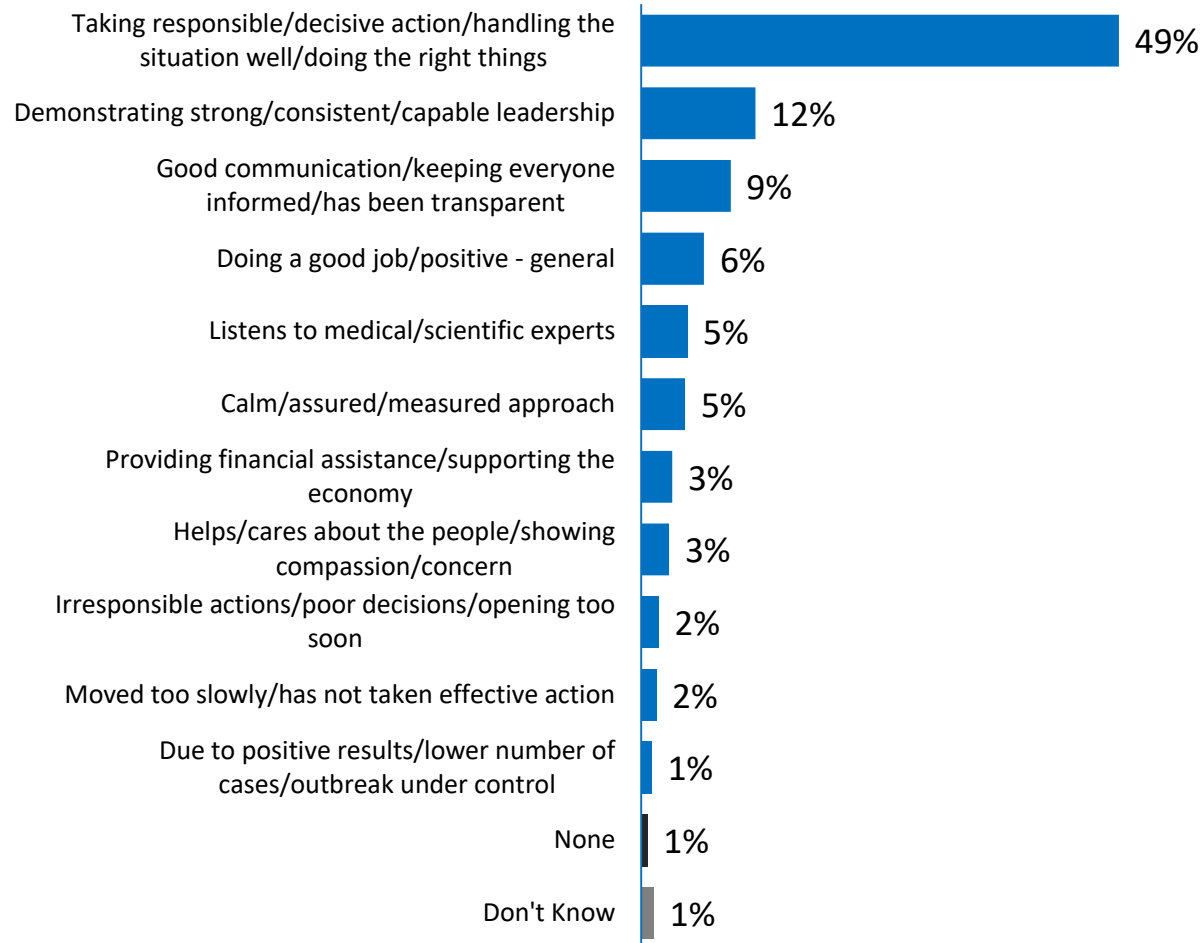


# Impact on Jason Kenney: Half (49%) of those who say “better” think Kenney has shown responsible, decisive action



And why do you feel that way? [OPEN ENDED]

[asked of all respondents who said ‘better’, n=98]

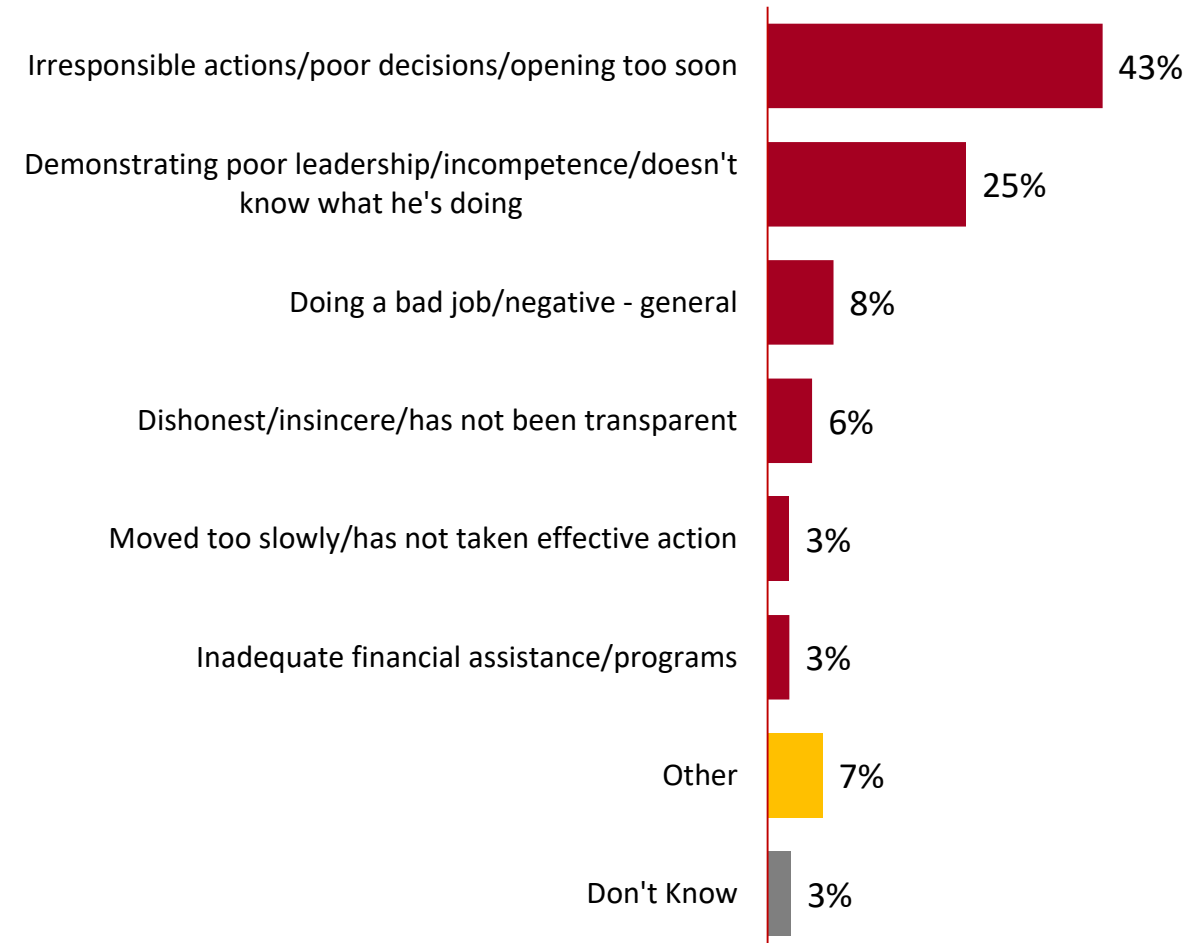


Note: ‘Refused’ (2%) not shown.



And why do you feel that way? [OPEN ENDED]

[asked of all respondents who said ‘worse’, n=63]



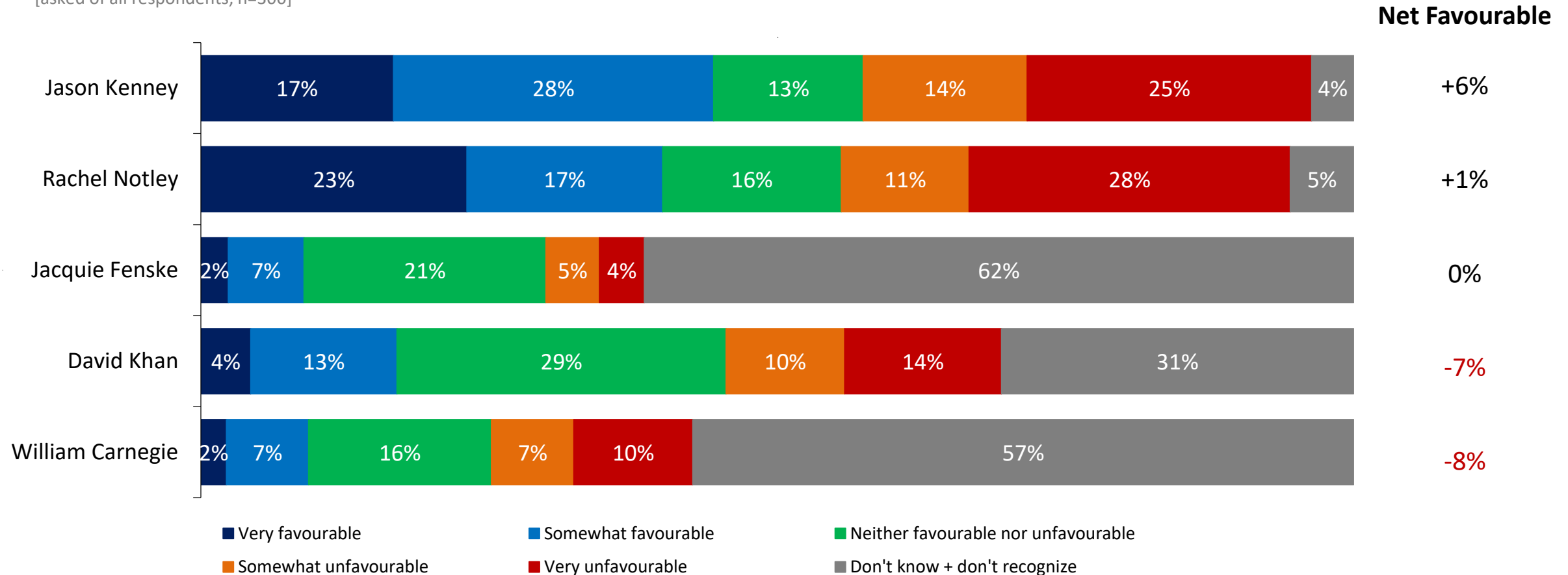
Note: Refused (3%) not shown.

# Leader Favourables: Kenny and Notley the only leaders without a majority who say “Don’t know” or are neutral



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.

[asked of all respondents; n=300]

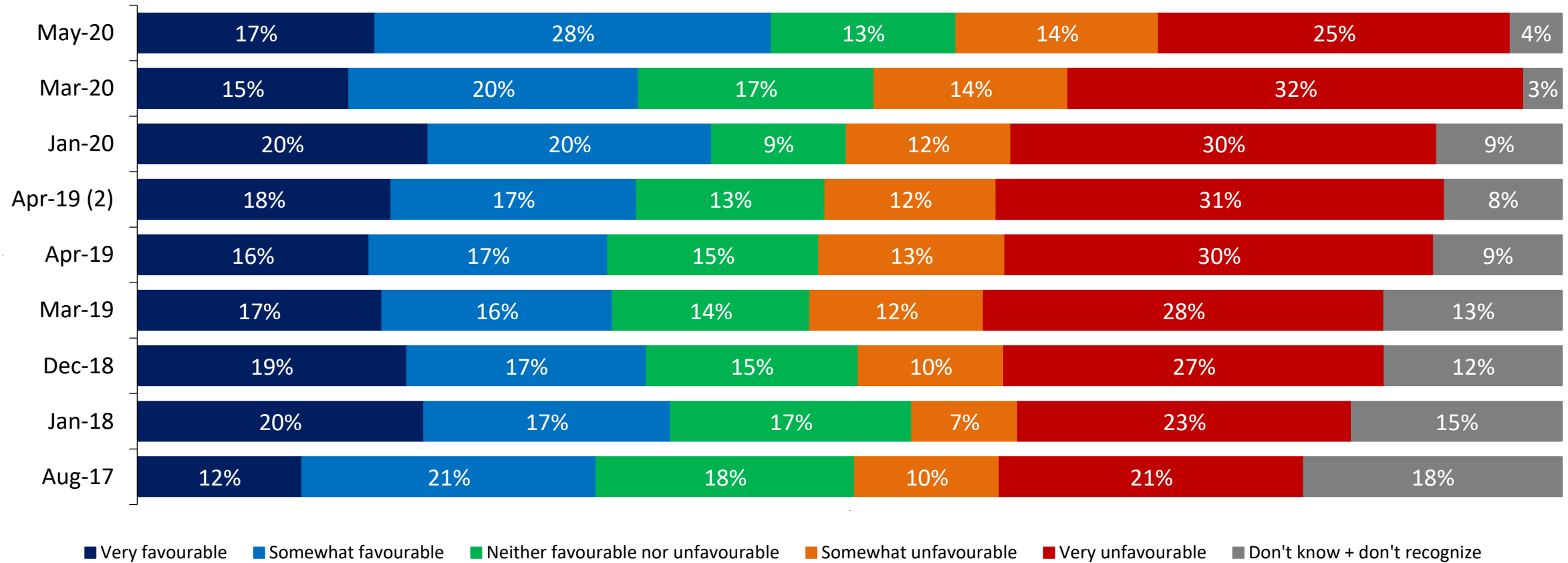


# Jason Kenney Favourability: Favourability of Jason Kenney (44%) up 9-pts since latest tracking in March (35%)



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.

[asked of all respondents; n=300]

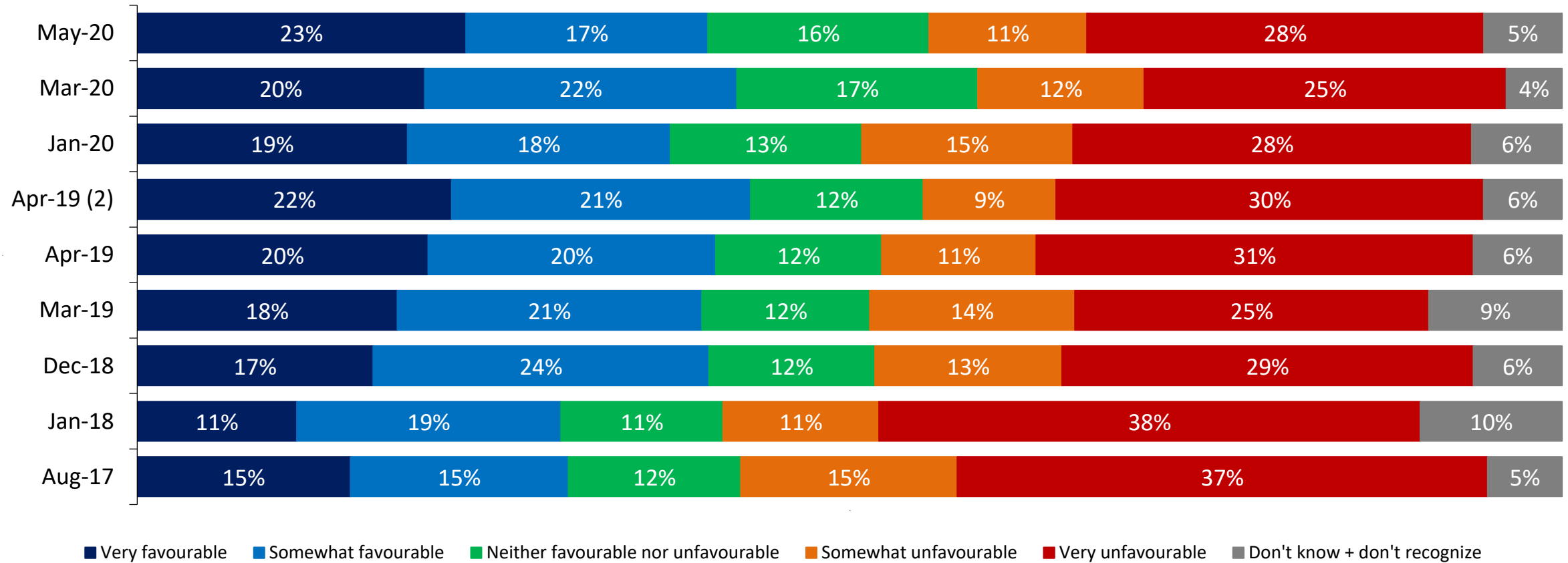


# Rachel Notley Favourability: Those who say they are favourable of Notley (40%) steady since March tracking (42%)



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.

[asked of all respondents; n=300]



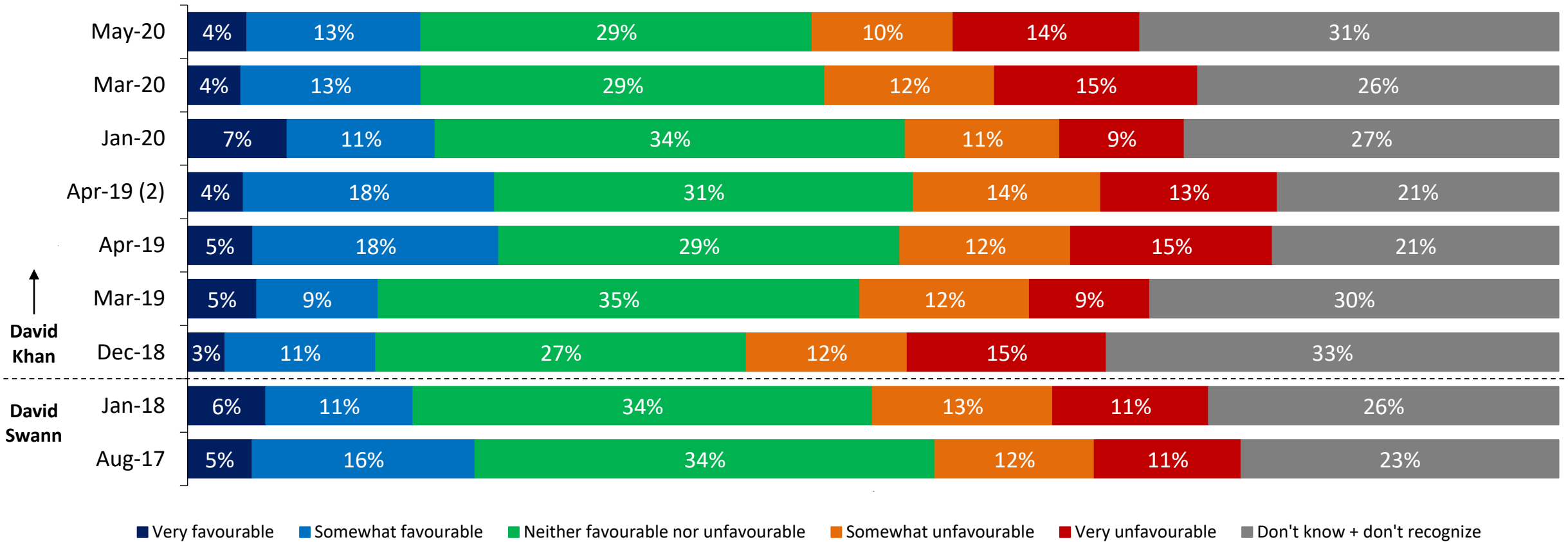
# David Khan Favourability: Favourability of Khan is steady since March tracking at 17%

28



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.

[asked of all respondents; n=300]

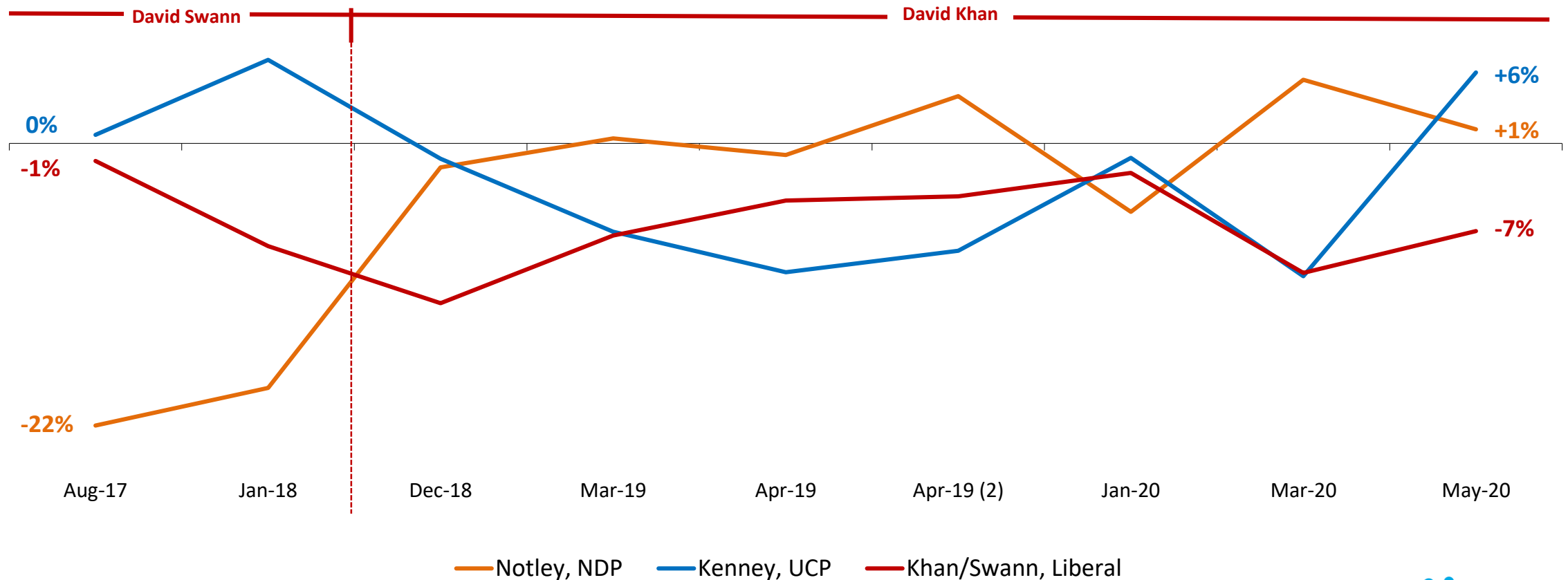


# Alberta Party Leader NET Favourables Tracking: Kenney's NET favourability up 16-pts since March to its highest point since tracking

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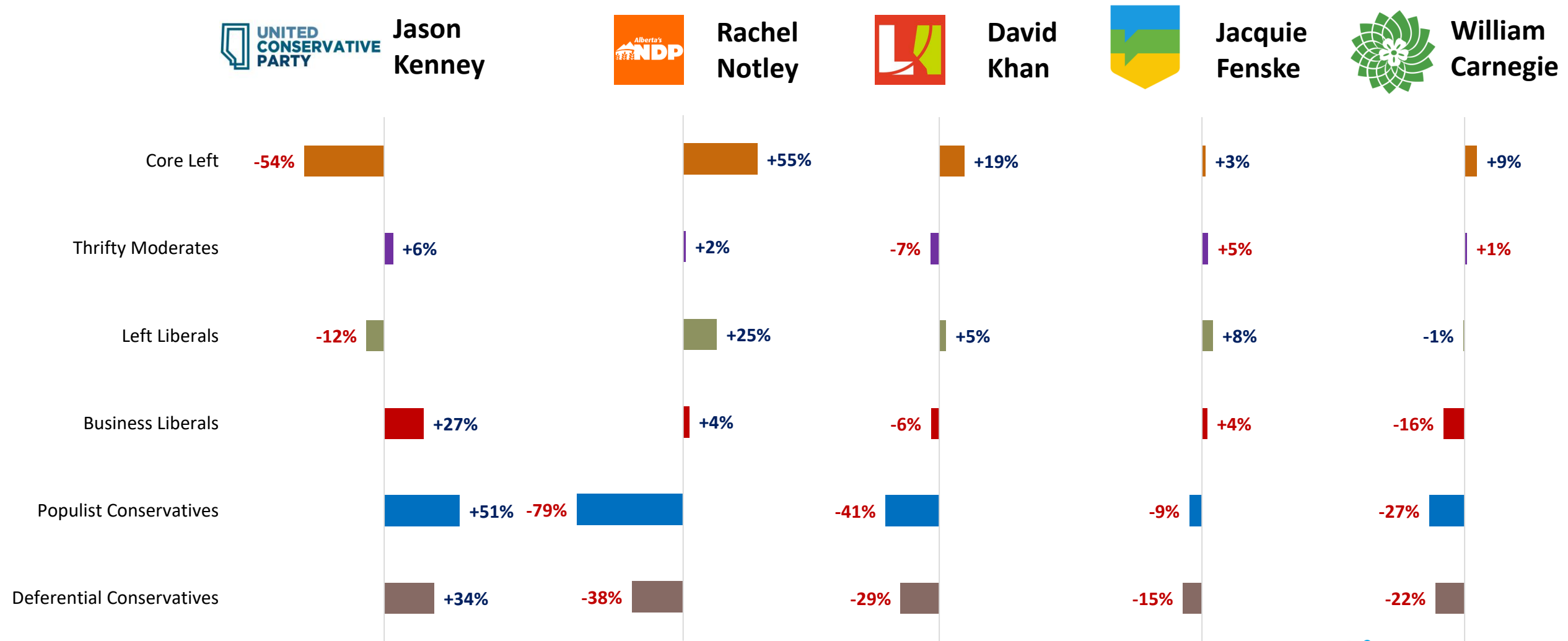
Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable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

[asked of all respondents; n=300]





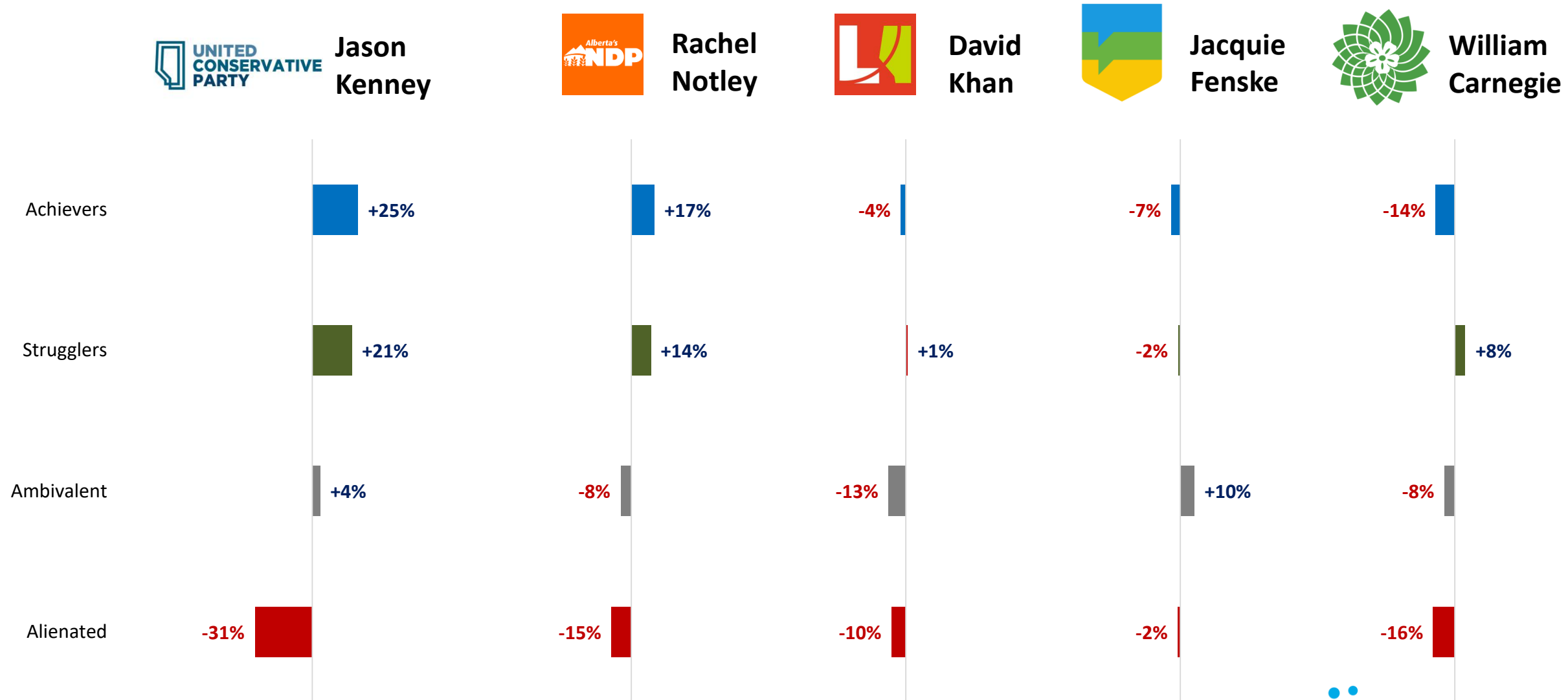
# Leader Favourability by Value Clusters: Among swing groups Kenney is popular with Business Liberals and Notley with Left Liberals



## NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

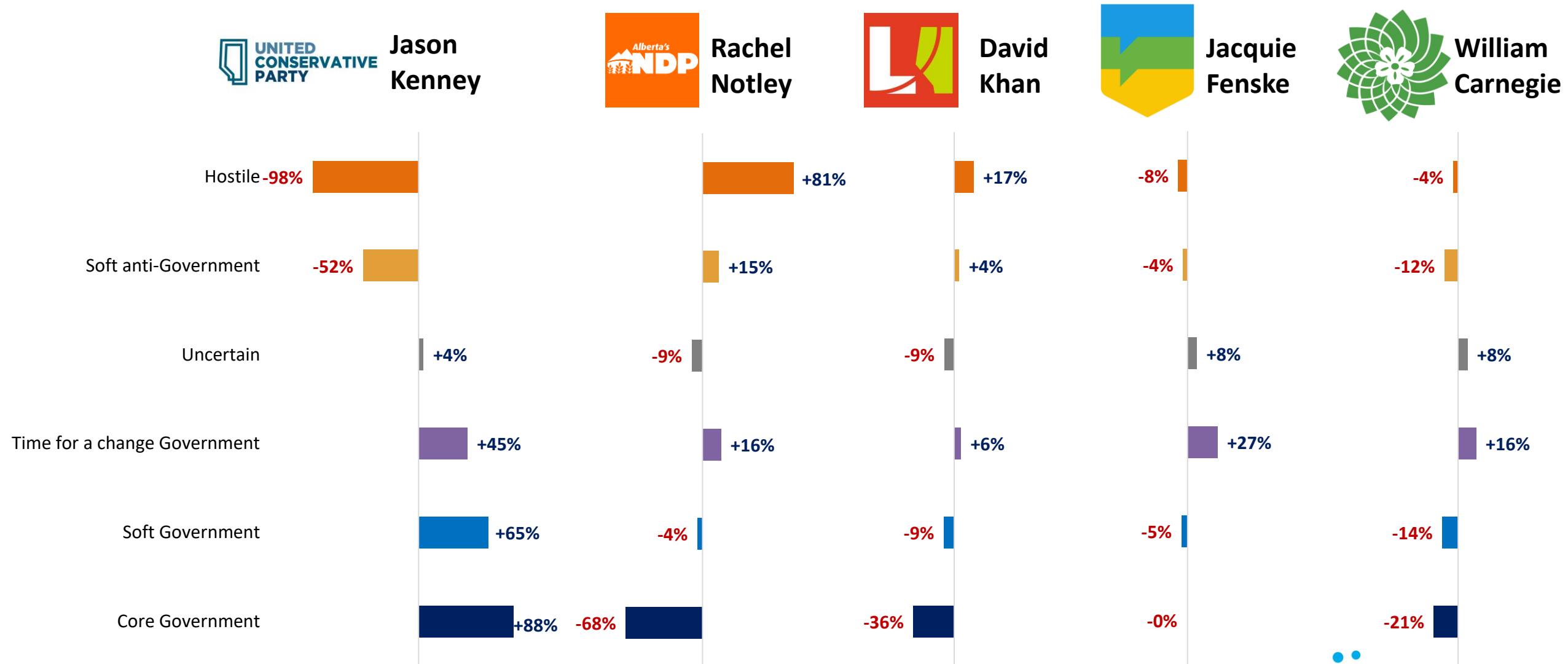
# Leader Favourability by Economic Gap: Achievers and Strugglers alike show highest net favourability towards Kenney



## NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

# Leader Favourability by Time for a Change: Those hostile towards the Kenney government are most favourable towards Notley (+81% net)

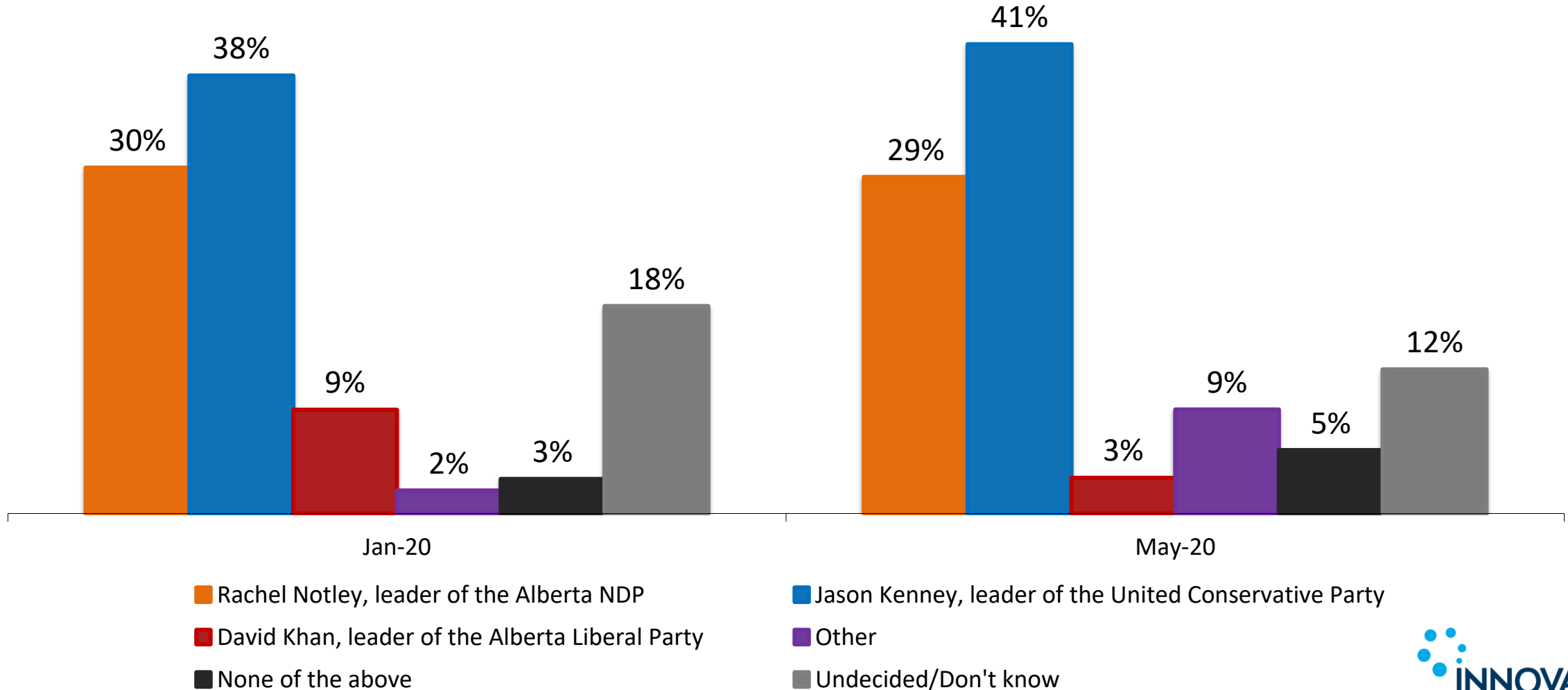


## NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

# Best Premier Tracking: 2-in-5 (41%) say Kenney would make the best premier followed by Notley (29%); both are steady since January

Q Which of the following leaders would make the best Premier of Alberta?  
[asked of all respondents; n=300]



# The UCP continues to lead in provincial vote intention

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote**. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

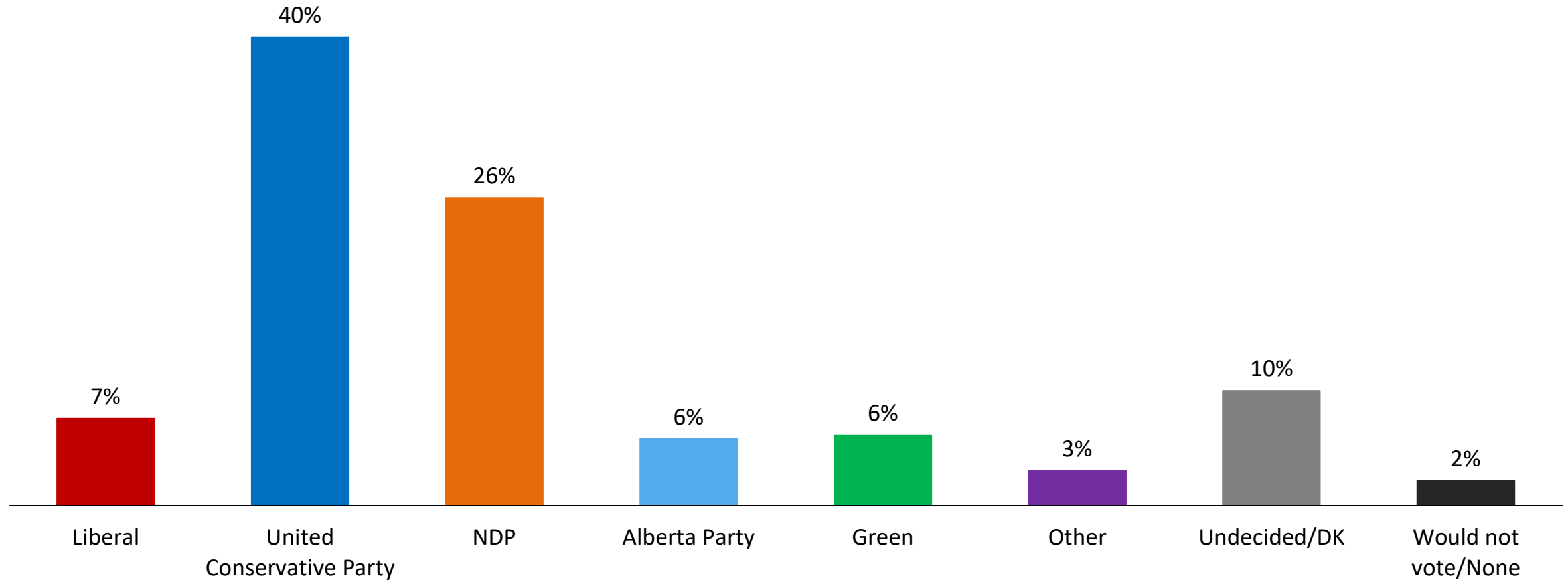
When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

# Provincial Combined Vote: UCP (40%) leads in AB vote share followed by the NDP (26%), while the Liberals trail with 7% of the vote



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=300]

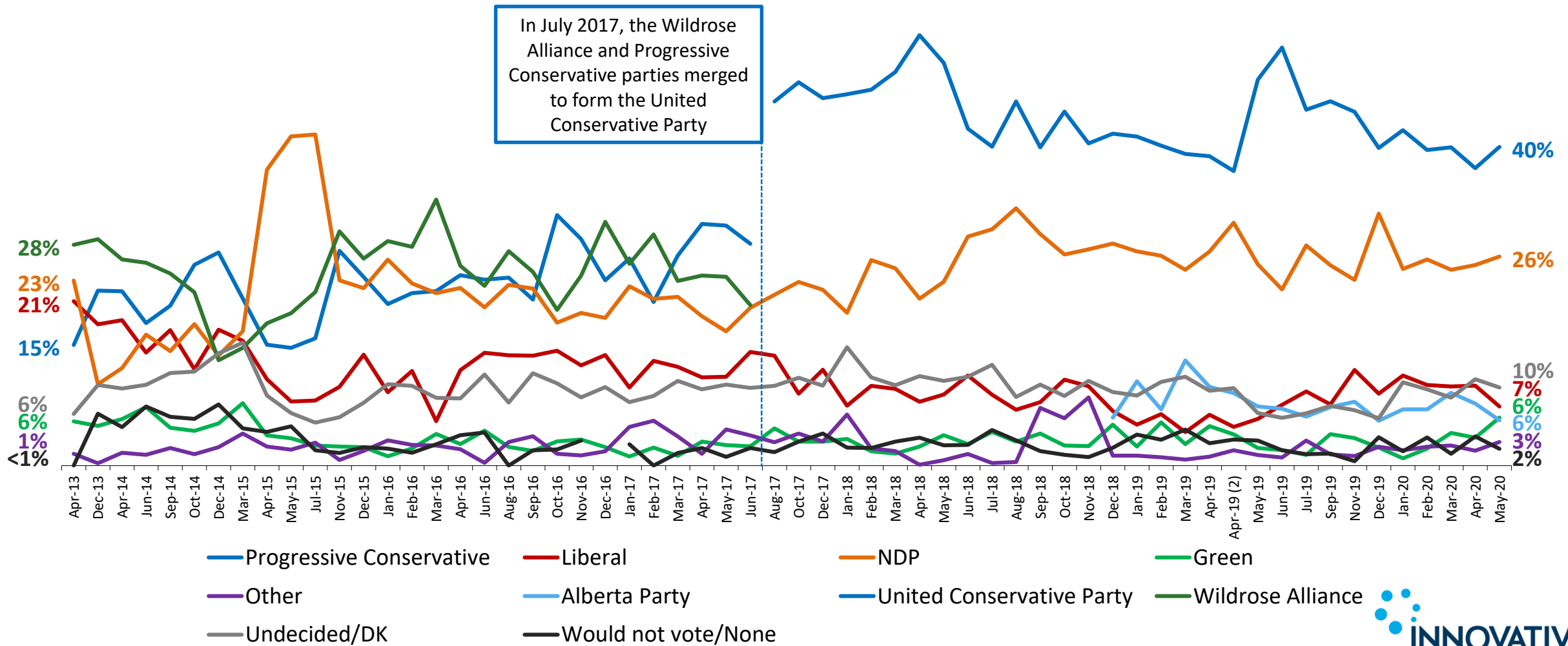


# Provincial Vote Tracking: Vote share for the UCP and NDP are both steady month-to-month, with the UCP still far ahead of the Alberta NDP



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=300]



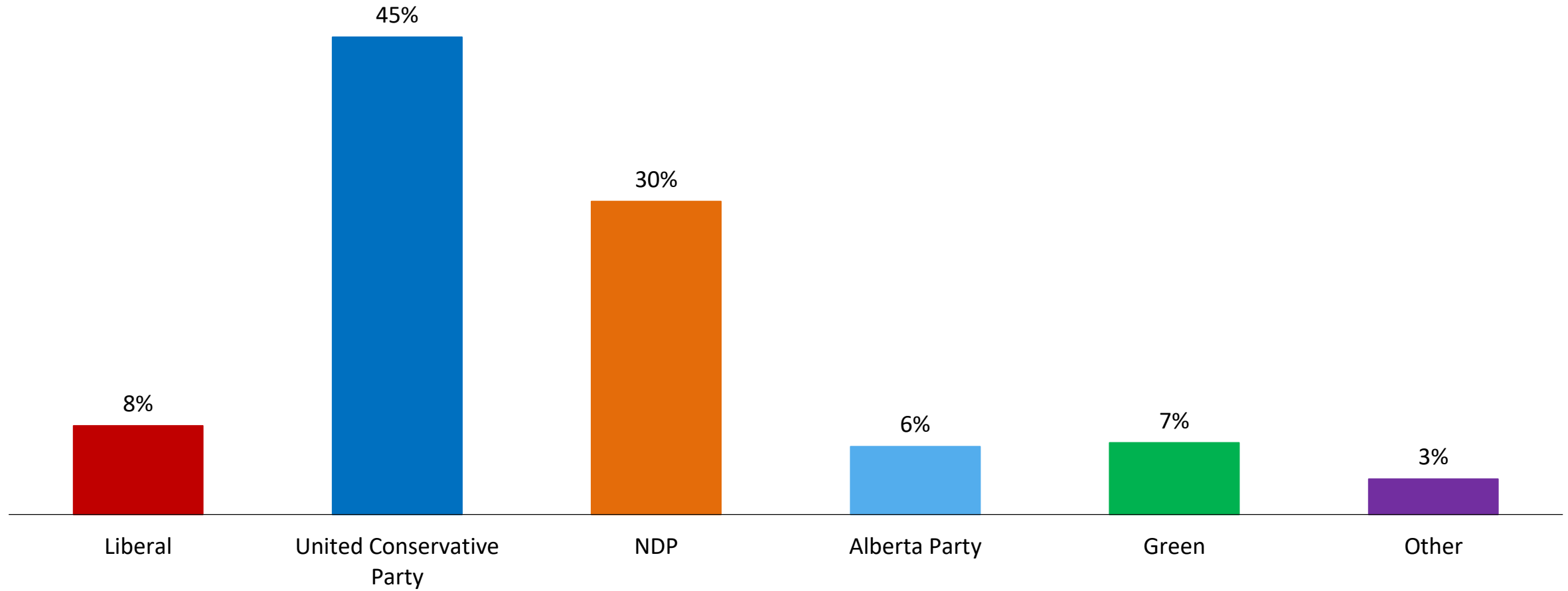


# Provincial Decided Vote: The UCP has nearly half (45%) of the provincial decided vote, followed by 30% for the NDP



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

[decided voters only; n=264]

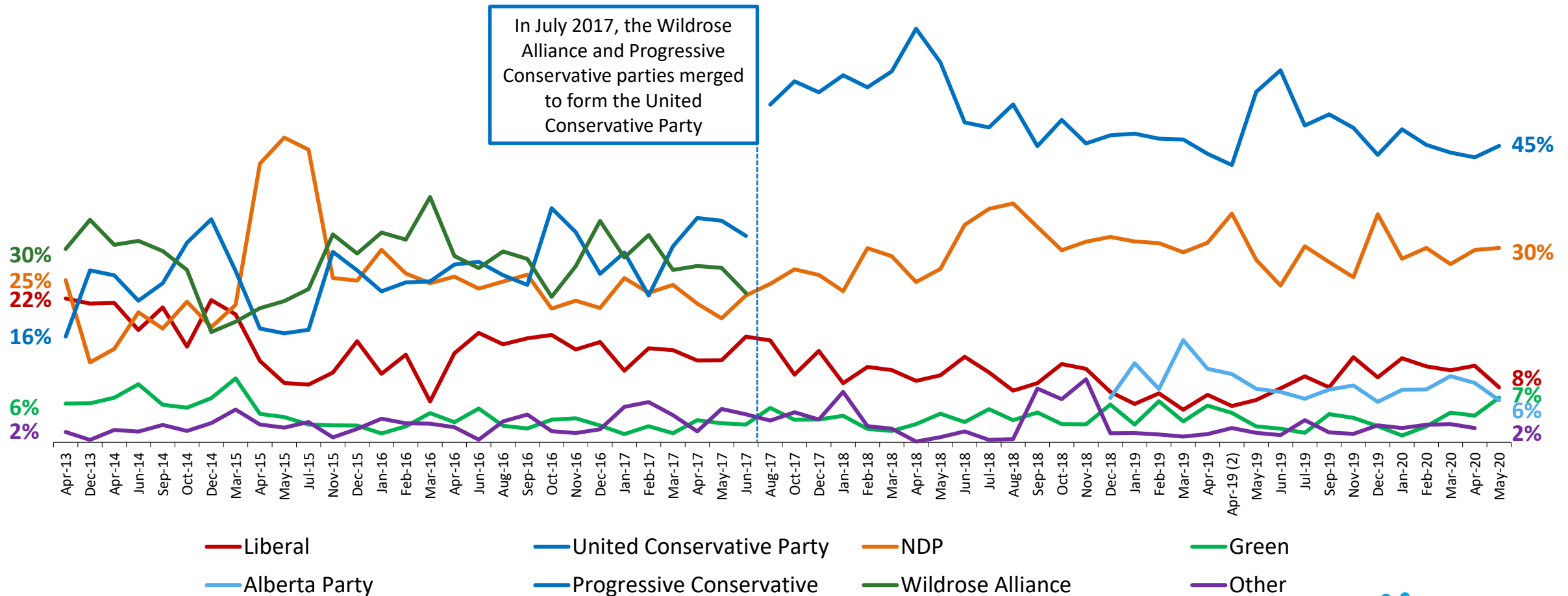


# Provincial Decided Vote Tracking: UCP and NDP decided vote are steady since last month's tracking



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

[only decided voters; n=264]



# Decided Vote by Region: In Edmonton, the NDP (39%) is ahead of the UCP (31%) in vote share, while the UCP (58%) dominates in small cities

Decided vote by Region

		Region		
		Calgary	Edmonton	Small Cities/Rural
		(N=83)	(N=83)	(N=99)
Decided Vote	Liberal	9%	16%	2%
	UCP	44%	31%	58%
	NDP	32%	39%	21%
	Alberta Party	8%	7%	5%
	Green	3%	6%	11%
	Other	4%	2%	4%

# Decided Vote by Value Cluster: Over half (56%) of the Business Liberals' vote share goes to the UCP

		Value Clusters					
		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
		(N=30)	(N=42)	(N=60)	(N=40)	(N=34)	(N=58)
Provincial Decided Vote	Liberal	11%	1%	10%	12%	7%	9%
	UCP	66%	78%	56%	33%	46%	8%
	NDP	7%	5%	24%	42%	23%	61%
	Alberta Party	0%	5%	7%	8%	8%	7%
	Green	13%	4%	2%	0%	13%	12%
	Other	3%	8%	1%	5%	2%	2%

# Decided Vote by Economic Gap: Most Achievers (59%) say they would vote for the UCP, with only 19% saying they would vote NDP

		Economic Gap			
Provincial Decided Vote		Achievers	Strugglers	Ambivalent	Alienated
		(N=76)	(N=75)	(N=47)	(N=67)
	Liberal	9%	10%	7%	7%
	UCP	59%	47%	46%	27%
	NDP	19%	24%	36%	44%
	Alberta Party	1%	10%	4%	11%
	Green	8%	9%	6%	4%
	Other	4%	1%	1%	7%

# Decided Vote by Time for Change: More than half of Time for a change UCPers say they would still vote for the UCP

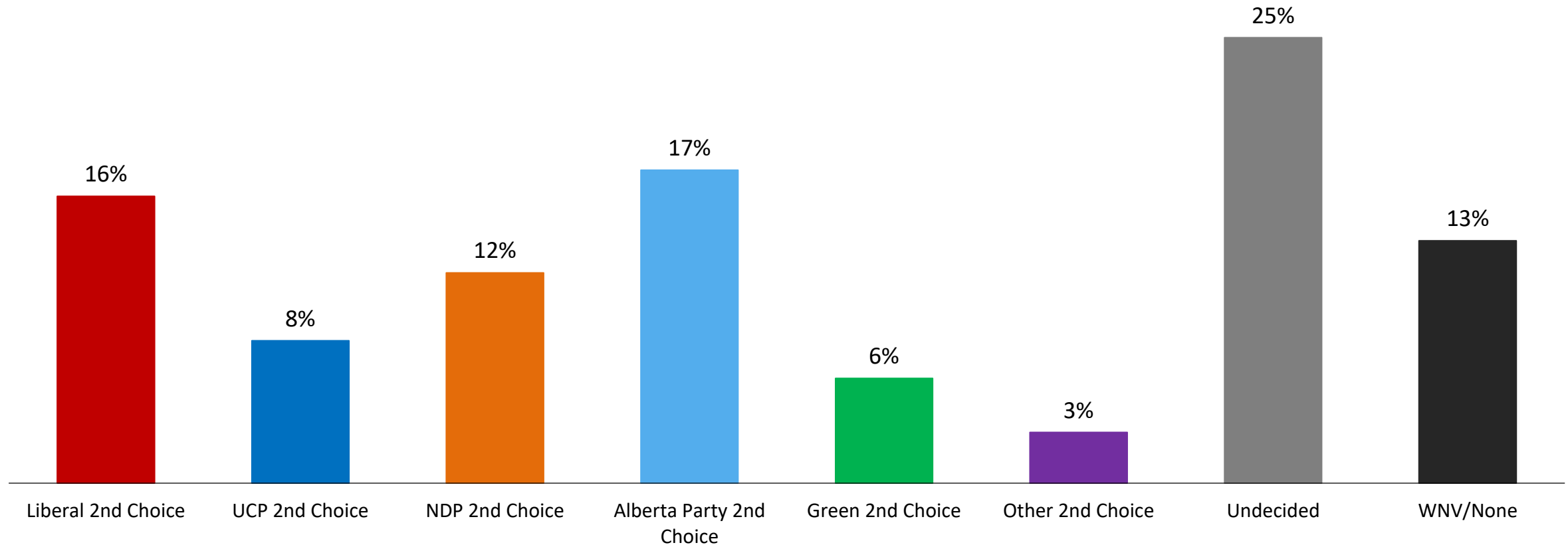
Decided Vote	Time for Change					
	Core UCP	Soft UCP*	Time for a change UCP*	Uncertain*	Soft anti-UCP	Hostile
	(N=80)	(N=28)	(N=28)	(N=17)	(N=50)	(N=61)
Liberal	1%	10%	4%	10%	24%	7%
UCP	96%	56%	53%	37%	10%	2%
NDP	0%	14%	15%	35%	38%	74%
Alberta Party	2%	12%	16%	10%	12%	0%
Green	0%	4%	13%	0%	15%	9%
Other	1%	4%	0%	8%	1%	8%

# Provincial 2nd Choice: When asked of decided voter's 2<sup>nd</sup> choice, a plurality (38%) either say they are undecided or do not have one



And which party would be your second choice?

[only decided voters; n=264]



# Provincial 2nd Choice: Top 2<sup>nd</sup> choice among UCP voters is the Alberta Party (27%) while the top 2<sup>nd</sup> choice for NDP voters is the Liberals (30%)

And which party would be your second choice? BY [Vote+Lean]

First Choice

Second Choice		Liberal 1st Choice (N=22)	UCP 1st Choice (N=120)	NDP 1st Choice (N=79)	Alberta Party 1st Choice (N=17)	Green 1st Choice (N=18)
	Liberal 2nd Choice		10%	30%	18%	15%
	UCP 2nd Choice	11%		12%	37%	5%
	NDP 2nd Choice	47%	8%		19%	38%
	Alberta Party 2nd Choice	14%	27%	7%		22%
	Green 2nd Choice	16%	0%	14%	6%	0%
	Other 2nd Choice	0%	3%	0%	3%	0%
	Undecided	13%	31%	24%	17%	20%
	WNV/None	0%	20%	12%	0%	0%

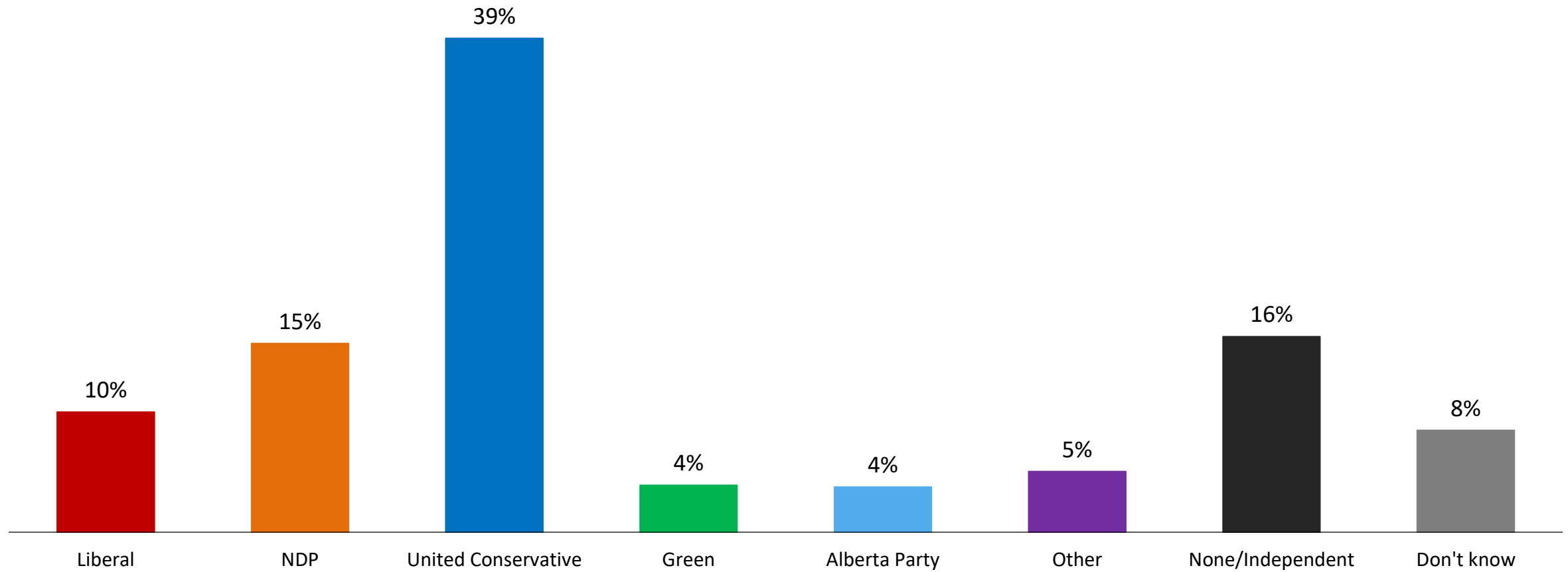


# Provincial Party ID: 2-in-5 (39%) identify as UCP partisans while the NDP (15%) and Liberal Party (10%) trail



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

[asked of all respondents; n=300]

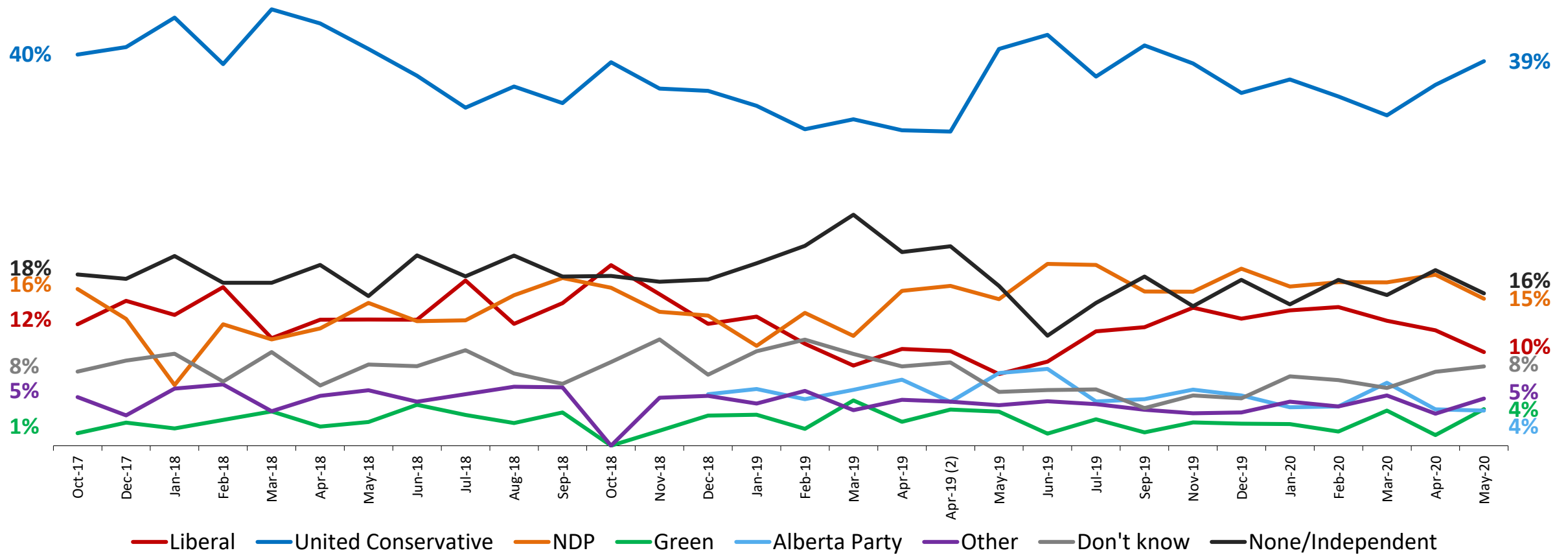


# Provincial Party ID Tracking: UCP party ID (39%) is up directionally since last month's tracking



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

[asked of all respondents; n=300]



# Combined Vote by Party ID: NDP partisans and UCP partisans are more loyal than Alberta Liberal partisans

		Provincial Party Identification				
		Liberal	NDP	United Conservative	Other	Unaligned
		(N=29)	(N=45)	(N=118)	(N=37)	(N=71)
Provincial Combined Vote	Liberal	62%	3%	0%	0%	4%
	NDP	23%	91%	4%	15%	16%
	UCP	4%	0%	87%	10%	29%
	Alberta Party	8%	2%	3%	20%	4%
	Green	4%	4%	2%	23%	6%
	Other	0%	0%	1%	21%	0%
	Undecided/DK	0%	0%	1%	12%	33%
	Would not vote/None	0%	0%	1%	0%	8%

# Methodology

# Survey Methodology

**These are the results of an online survey conducted between May 1<sup>st</sup> and May 5<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. 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 Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=314 Alberta residents, 18 years or older. The results are weighted to n=300 based on Census data from Statistics Canada.

**Field Dates:** May 1st and May 5th, 2020.

**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 sample. Weighted and unweighted frequencies are reported in the table.

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

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Males 18-34</b>	31	9.9%	48	16.1%
<b>Males 35-54</b>	47	15.0%	55	18.3%
<b>Males 55+</b>	88	28.0%	46	15.4%
<b>Females 18-34</b>	46	14.6%	47	15.7%
<b>Females 35-54</b>	40	12.7%	54	18.0%
<b>Females 55+</b>	62	19.7%	49	16.5%
<b>Calgary</b>	111	35.4%	95	31.6%
<b>Edmonton</b>	111	35.4%	95	31.7%
<b>Small Cities/Rural</b>	92	29.3%	110	36.7%

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