

Alberta Politics in the time of COVID-19: June 2020 Update

Public Opinion Research
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Field Dates: May 29, 2020 to June 01, 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 behind other provinces – but remains high and positive nonetheless, with most Albertans approving of Kenney's handling. This has also positively impacted his personal favourability, while the UCP continues to hold a large lead in vote intention.

Today, INNOVATIVE is releasing results from wave 8 of our COVID-19 Tracking survey. This online survey was in field from May 29th to June 1st 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, their vote choice, and satisfaction with government handling of several issues related to the outbreak.

COVID-19 Handling

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

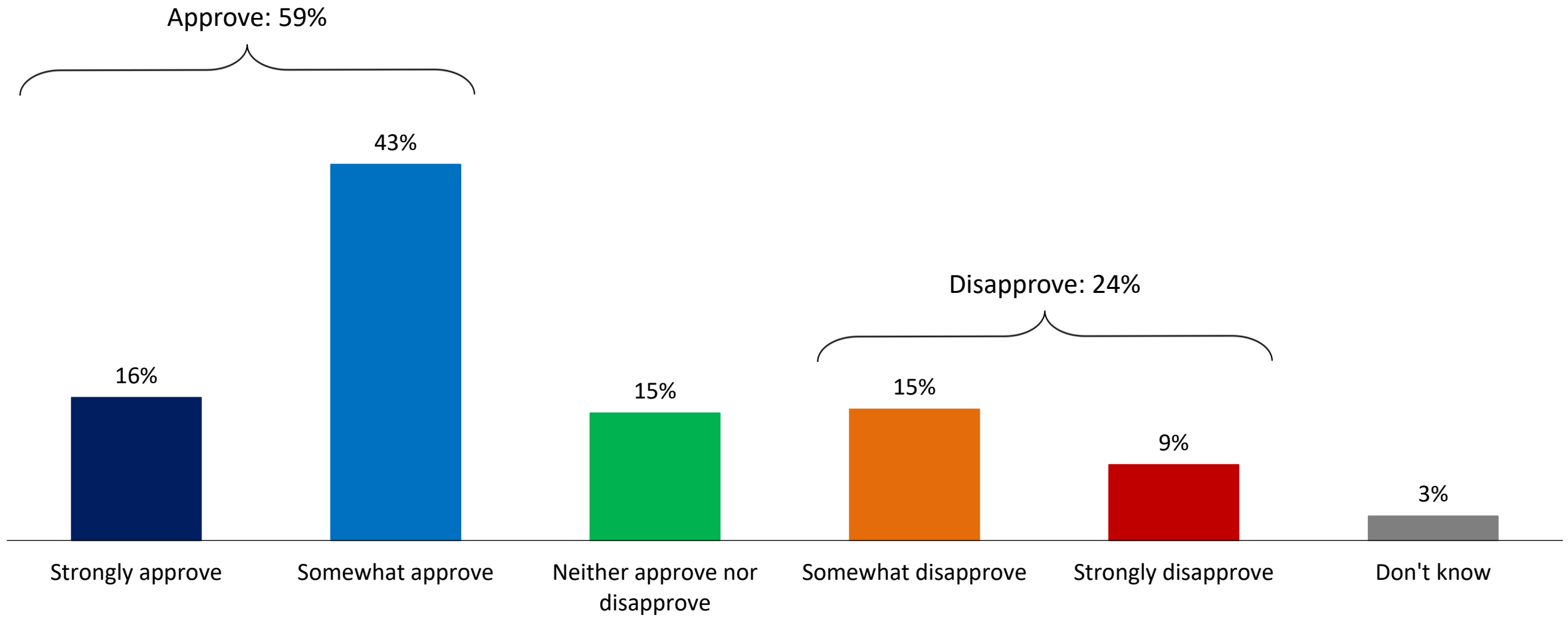
COVID-19 Handling: A majority (59%) approve of the way the Alberta government has handled the COVID-19 outbreak

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

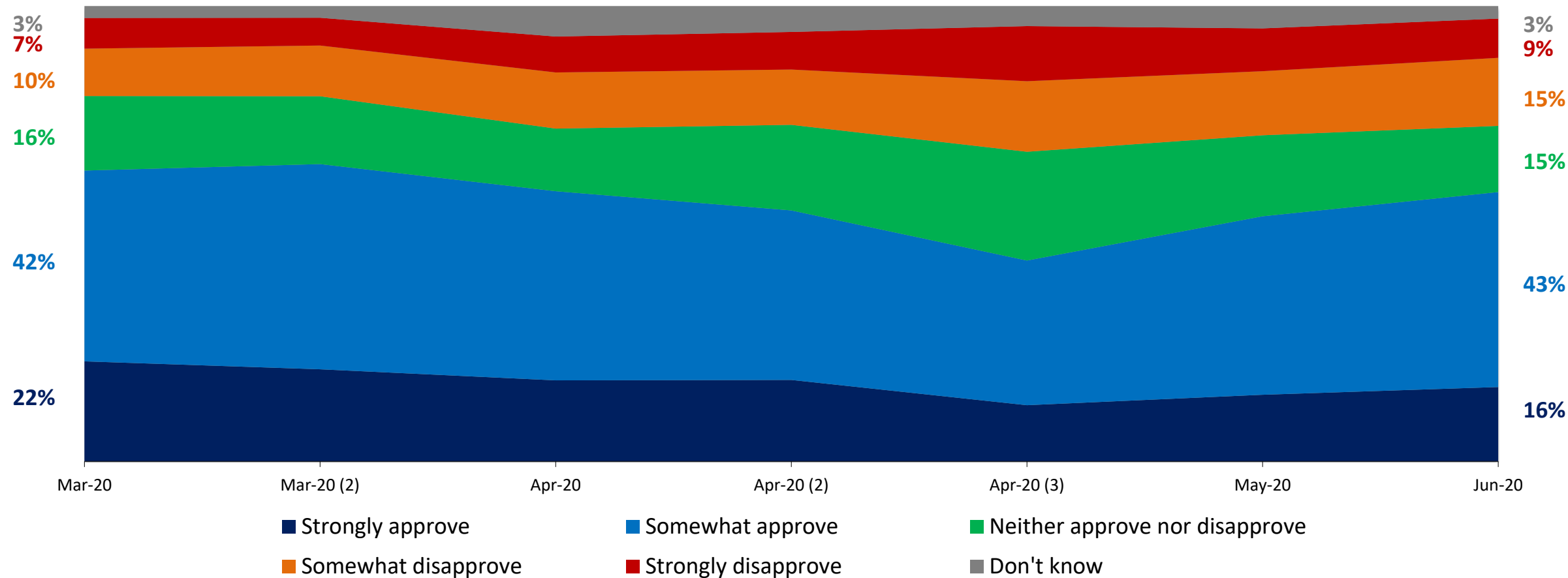
[asked of all respondents; n=300]



COVID-19 Handling Tracking: Approval of the Alberta government has continued to climb since late April



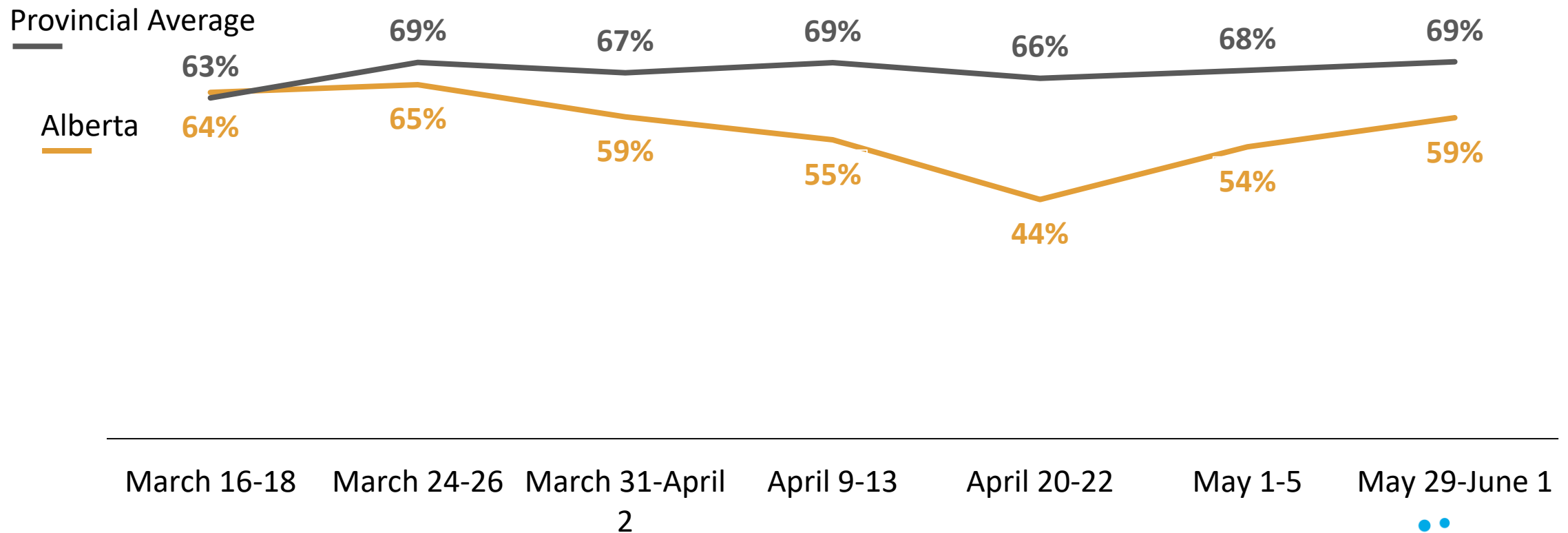
Do you approve or disapprove of the way the Alberta Government has handled the outbreak of COVID-19?
[asked of all respondents; n=300]



COVID-19 Handling Tracking: While approval is up in Alberta, it continues to lag behind the provincial average

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

[asked of all respondents; n=1500]



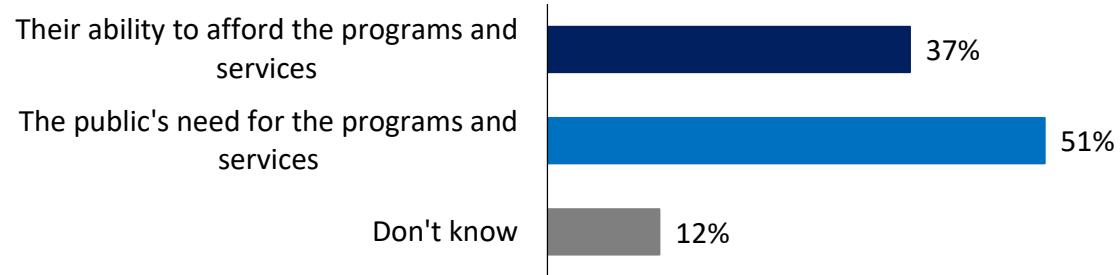
We group individuals into segments based on key political and economic values and attitudes

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

Core Political Values: More than half say the government's role is to create equal opportunity rather than redistribute wealth

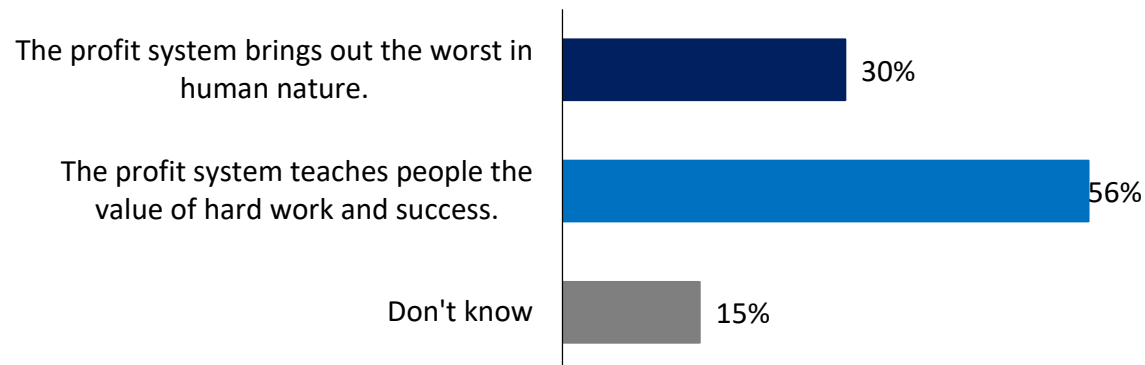
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=300]



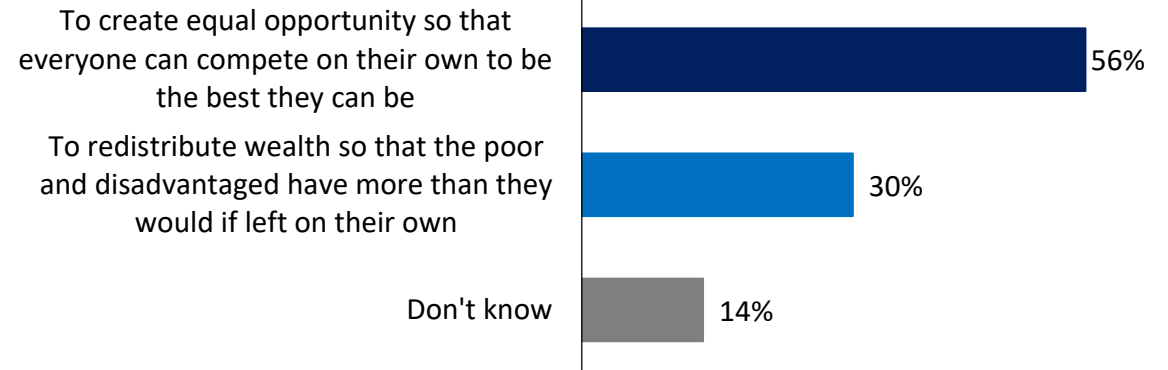
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=300]



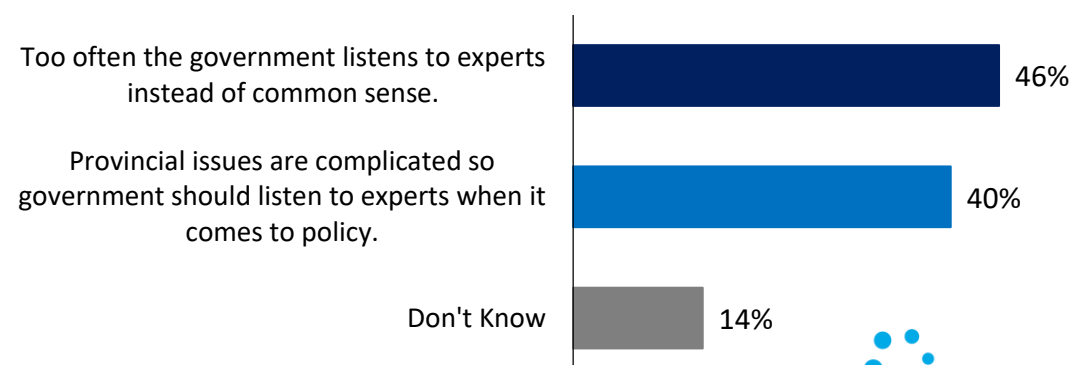
Q Is the main role of government to...?

[asked of all respondents; n=300]



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

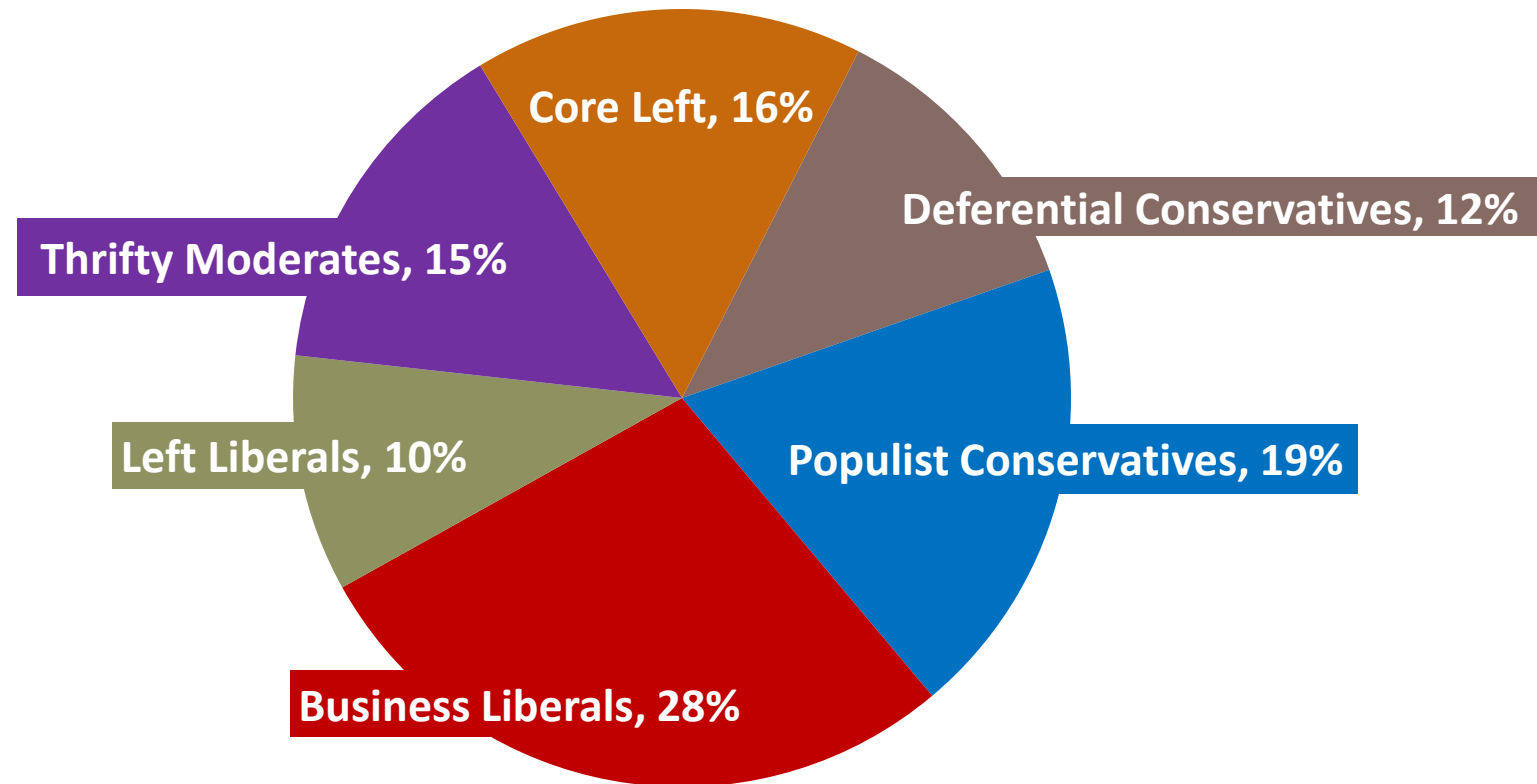
[asked of all respondents; n=300]



Value Clusters: A plurality (28%) are 'Business Liberals', followed by 'Populist Conservatives' at 19%

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

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%	93%	0%	0%	56%	0%
	Public Need	0%	0%	95%	91%	0%	96%
Is the main role of government to .?	Create equal Opportunity	79%	100%	59%	92%	13%	0%
	Redistribute wealth	20%	0%	27%	0%	38%	91%
When it comes to government decision making...	Rely on common sense	0%	100%	35%	68%	35%	30%
	Listen to experts	87%	0%	52%	21%	23%	61%
The profit system...	Brings out the worst in human nature	0%	0%	0%	76%	53%	91%
	Teaches value of hard work and success	97%	93%	88%	0%	9%	0%

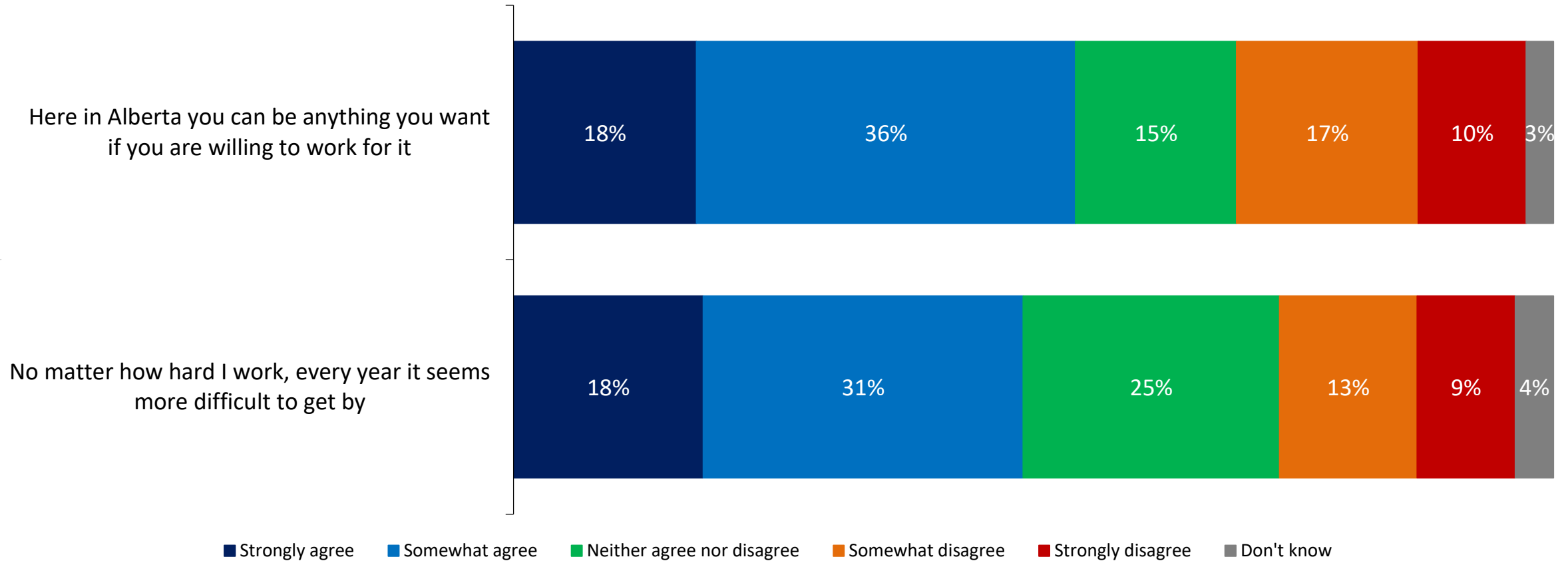
Note: Current data: June 2020

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



Do you agree or disagree with the following statements?

[asked of all respondents; n=300]

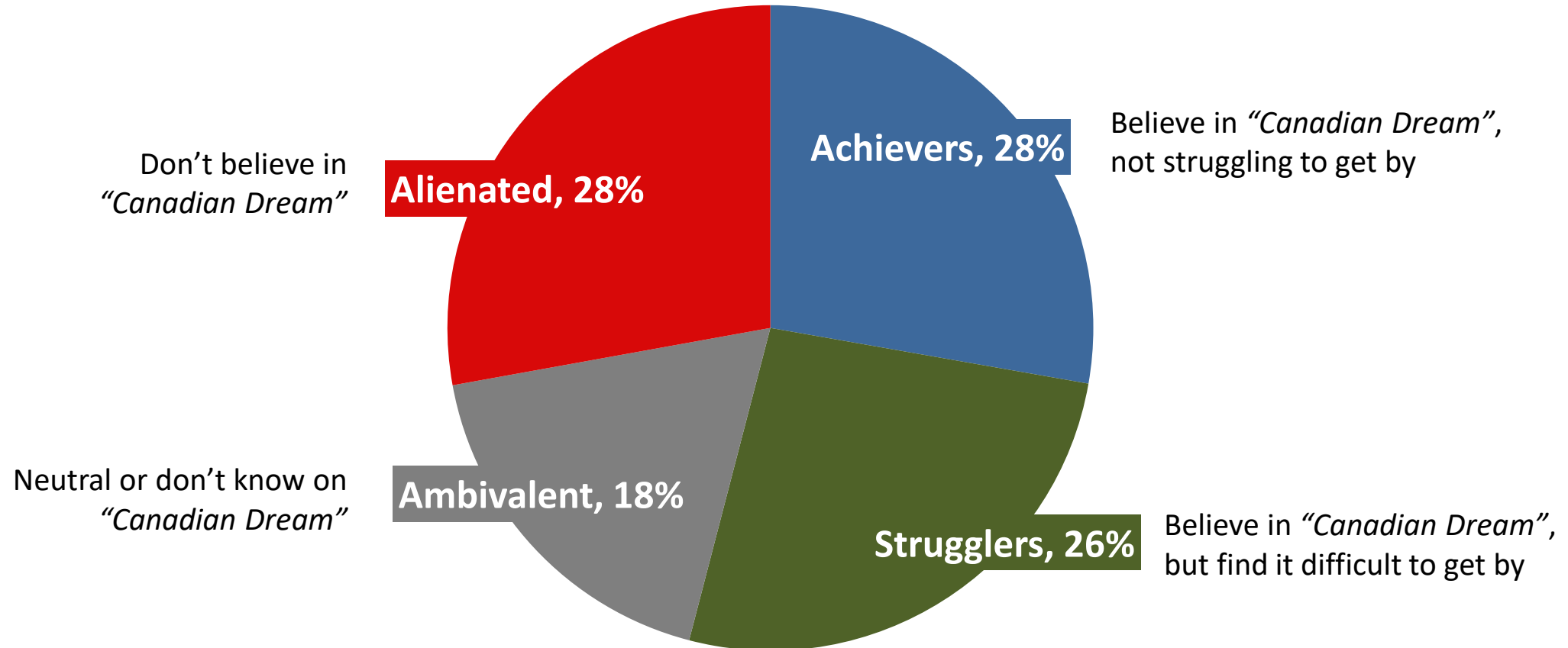


Economic Gap Segmentation: Alienated and Achievers make up the largest economic segments in Alberta, both at 28%



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

[asked of all respondents; n=300]

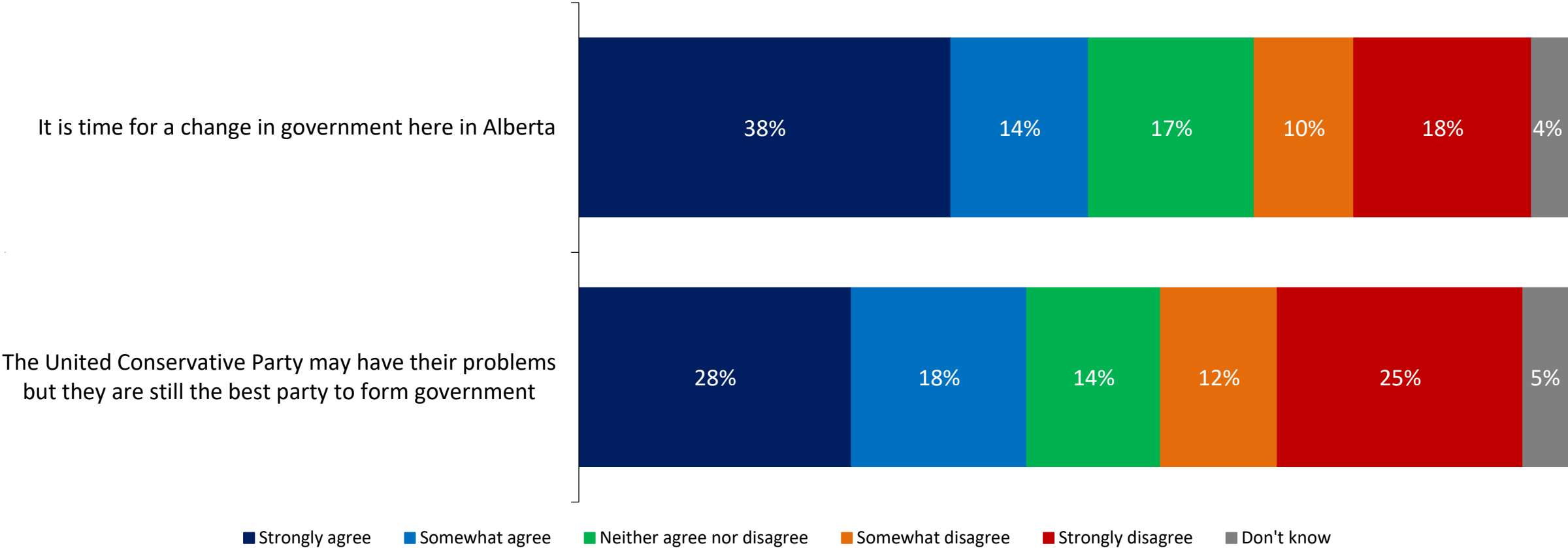


Time for Change Attitudes: Albertans are more likely to agree it is time¹³ for a change of government in the province



Do you agree or disagree with the following statements?

[asked of all respondents; n=300]

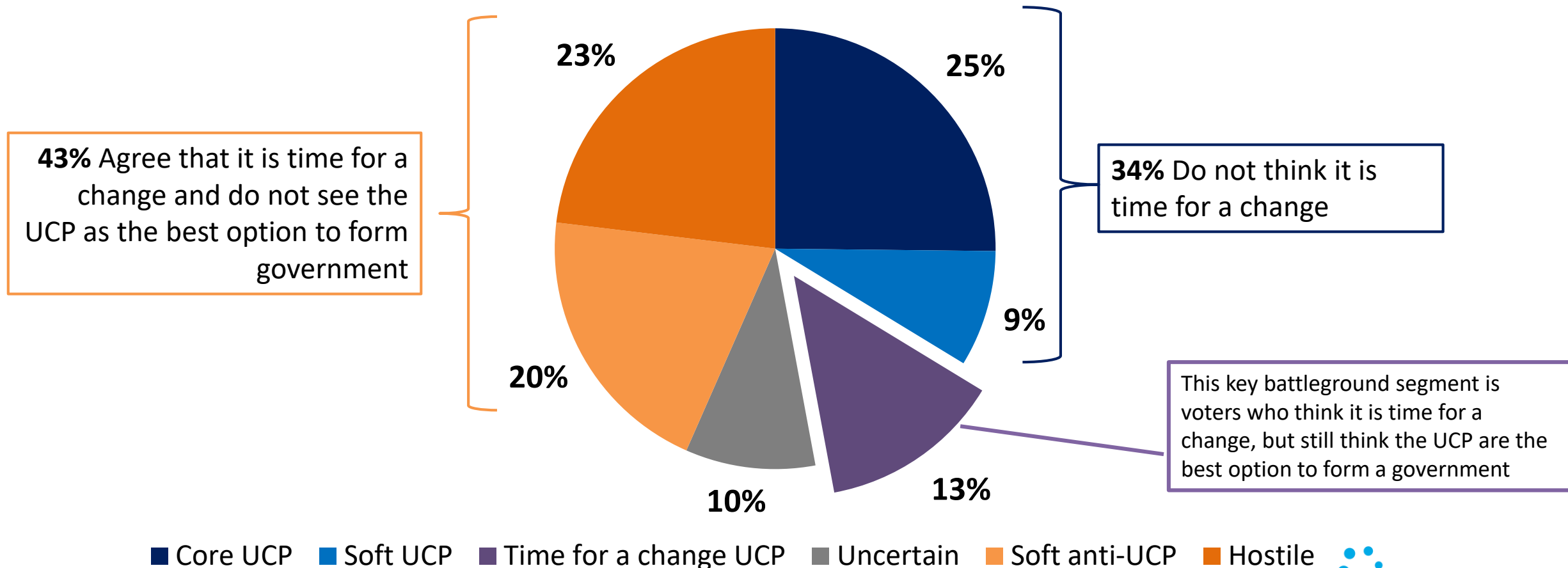


Time for Change Segmentation: 43% say they are either Soft anti-UCP or Hostile, agreeing it is time for a change of government from UCP ¹⁴



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]



Leadership

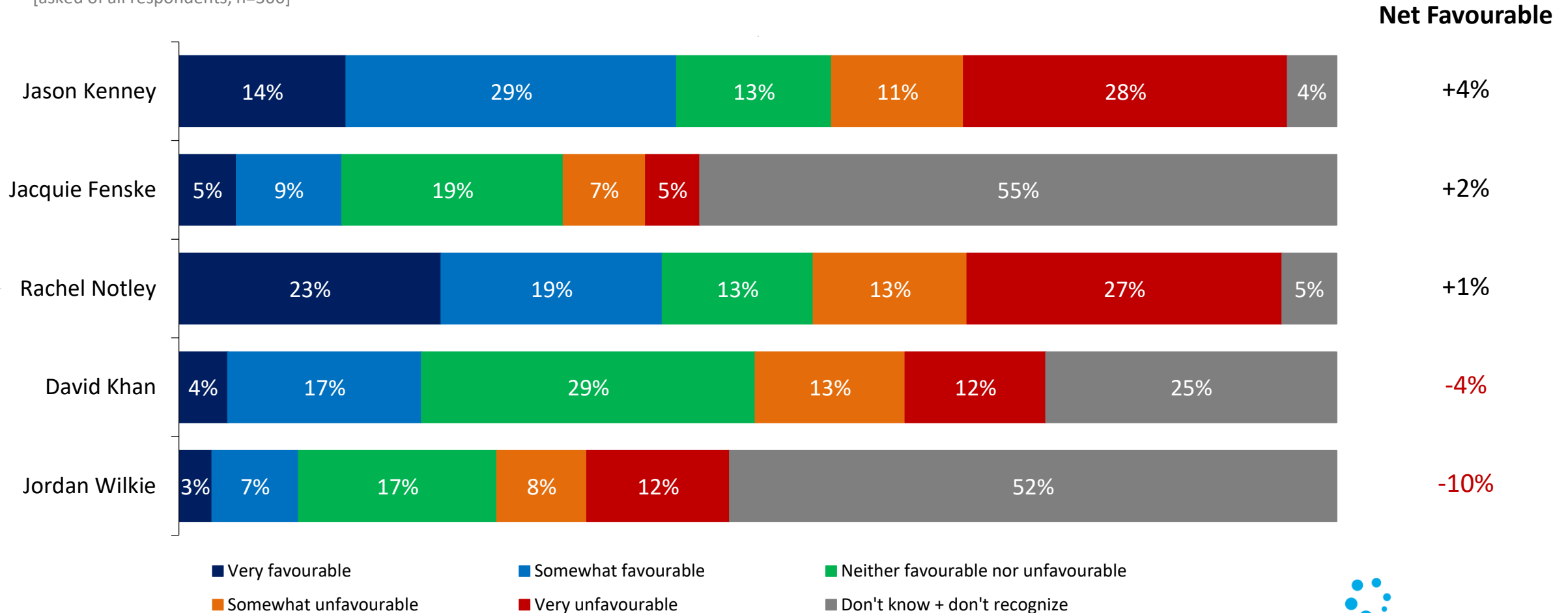
Kenney continues to see his favourability track at its highest levels since he was elected, but despite recent increases he remains equally popular to Rachel Notley.

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]

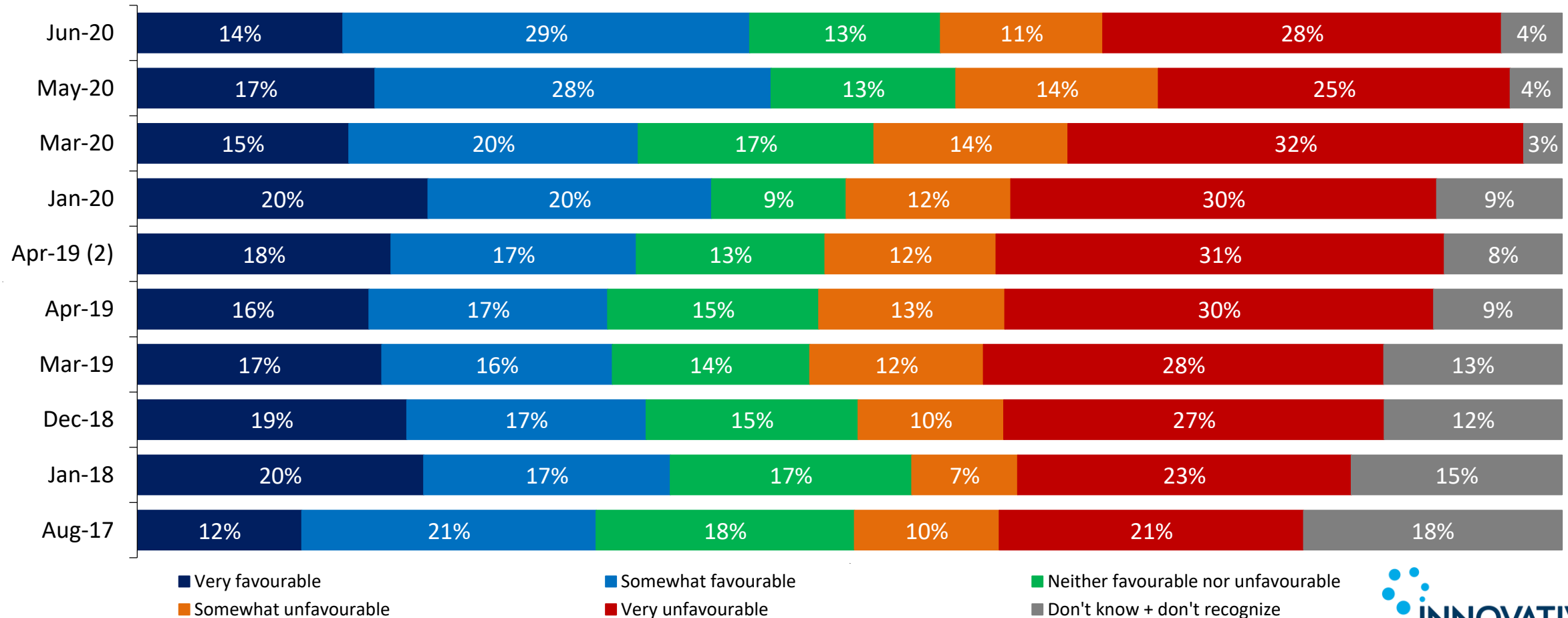


Jason Kenney Favourability: Favourability of Jason Kenney (43%) steady since May, with a slight rise in intensity of 'very unfavourable'



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]

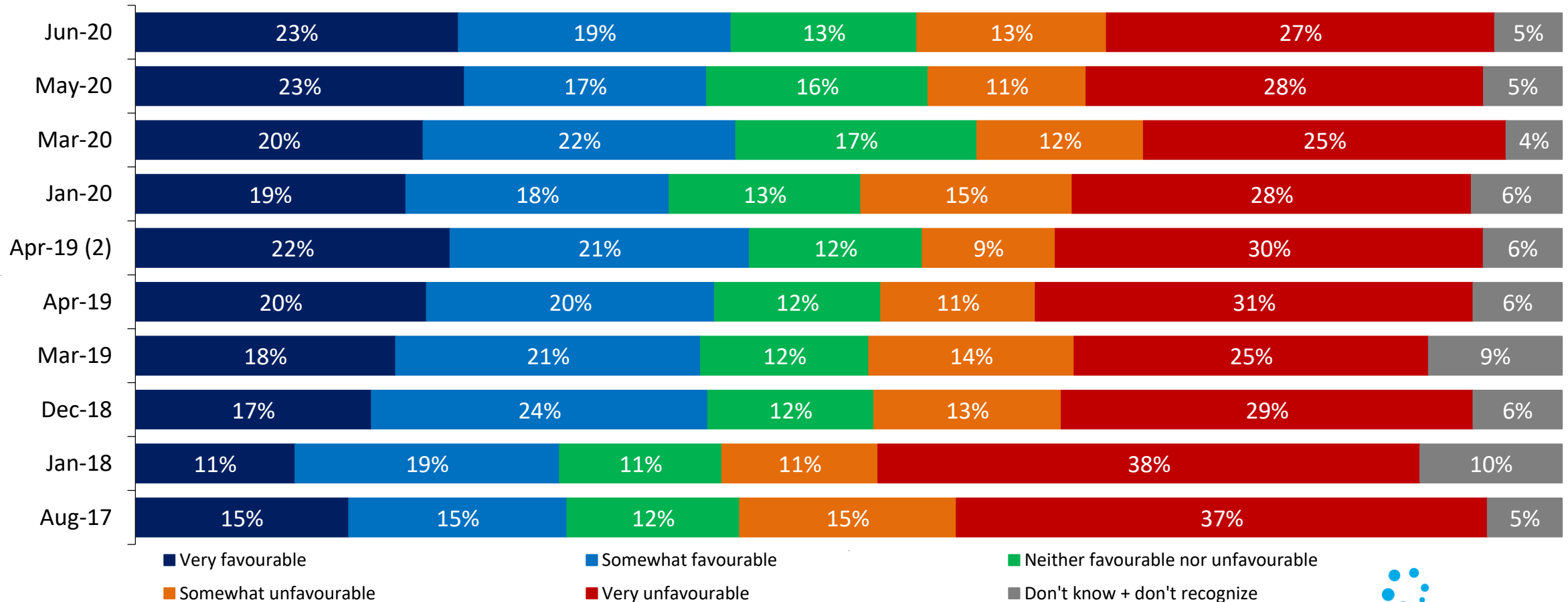


Rachel Notley Favourability: Those who say they are favourable of Notley (42%) continues to steady since March tracking

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.

[asked of all respondents; n=300]

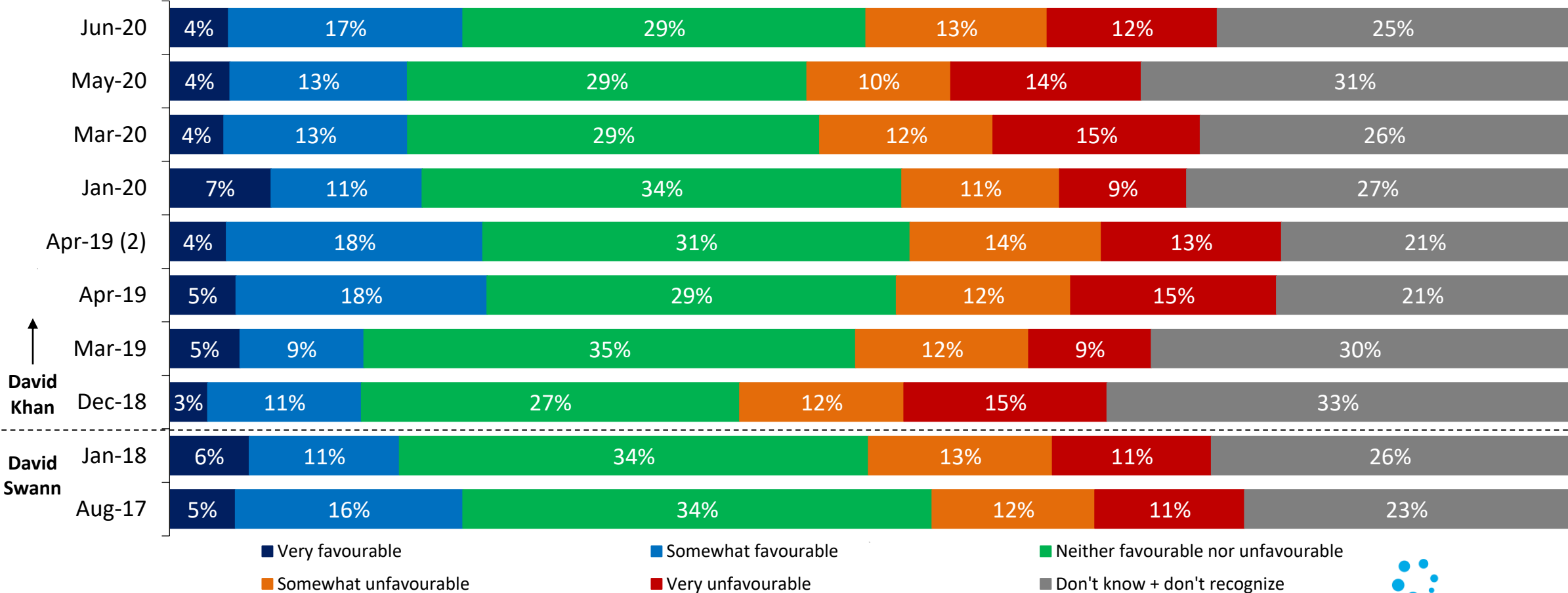


David Khan Favourability: Favourability of Khan sees a slight increase month-to-month, now tracking at 21%



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]

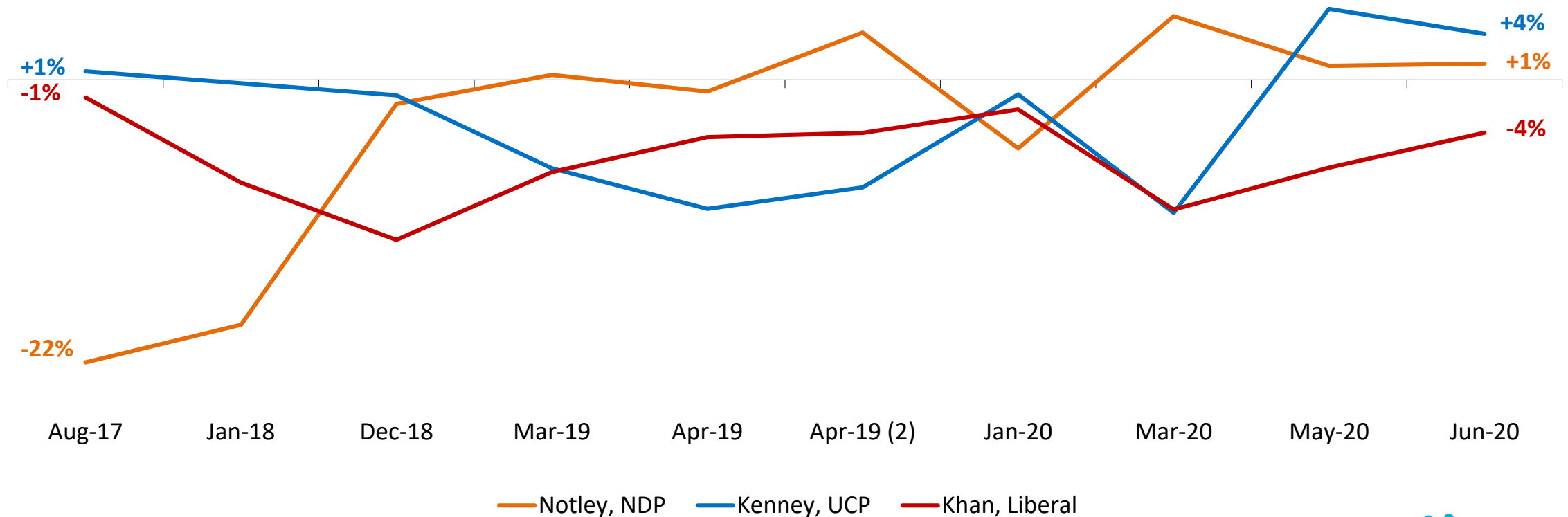


Party Leader NET Favourables Tracking: Net favourability of Khan continues to trend up from March, though still negative

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.

[asked of all respondents; n=300]



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



Jason Kenney



Rachel Notley



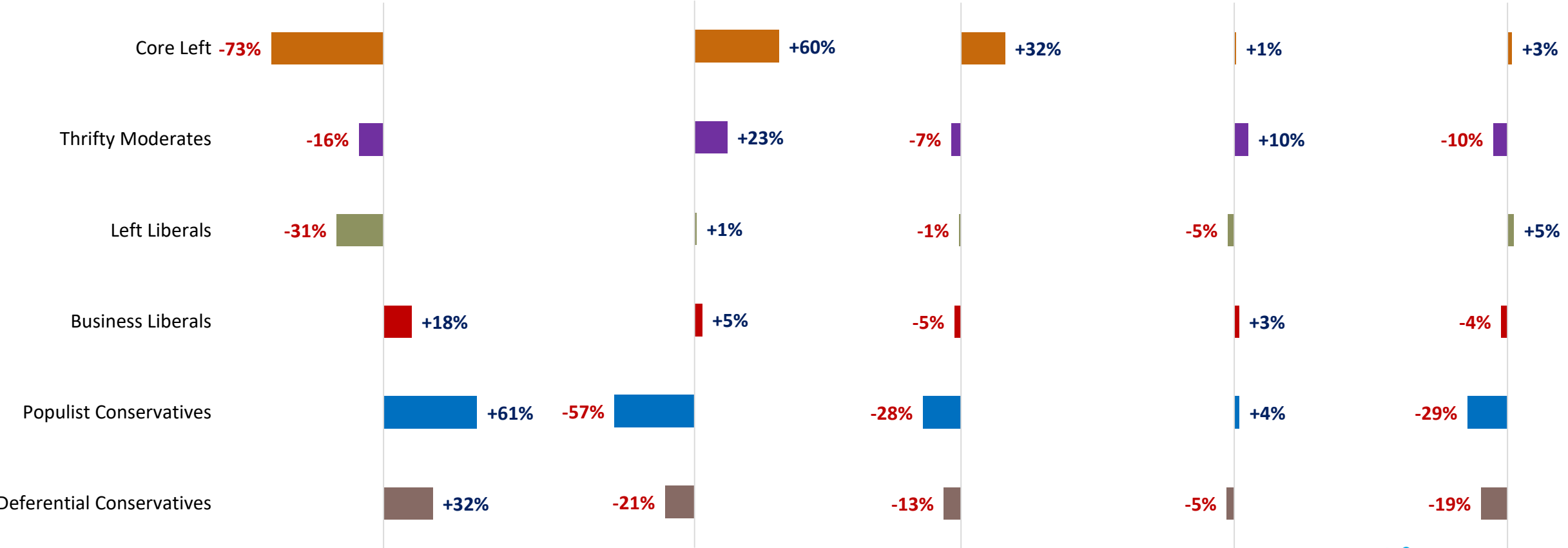
David Khan



Jacquie Fenske



Jordan Wilkie

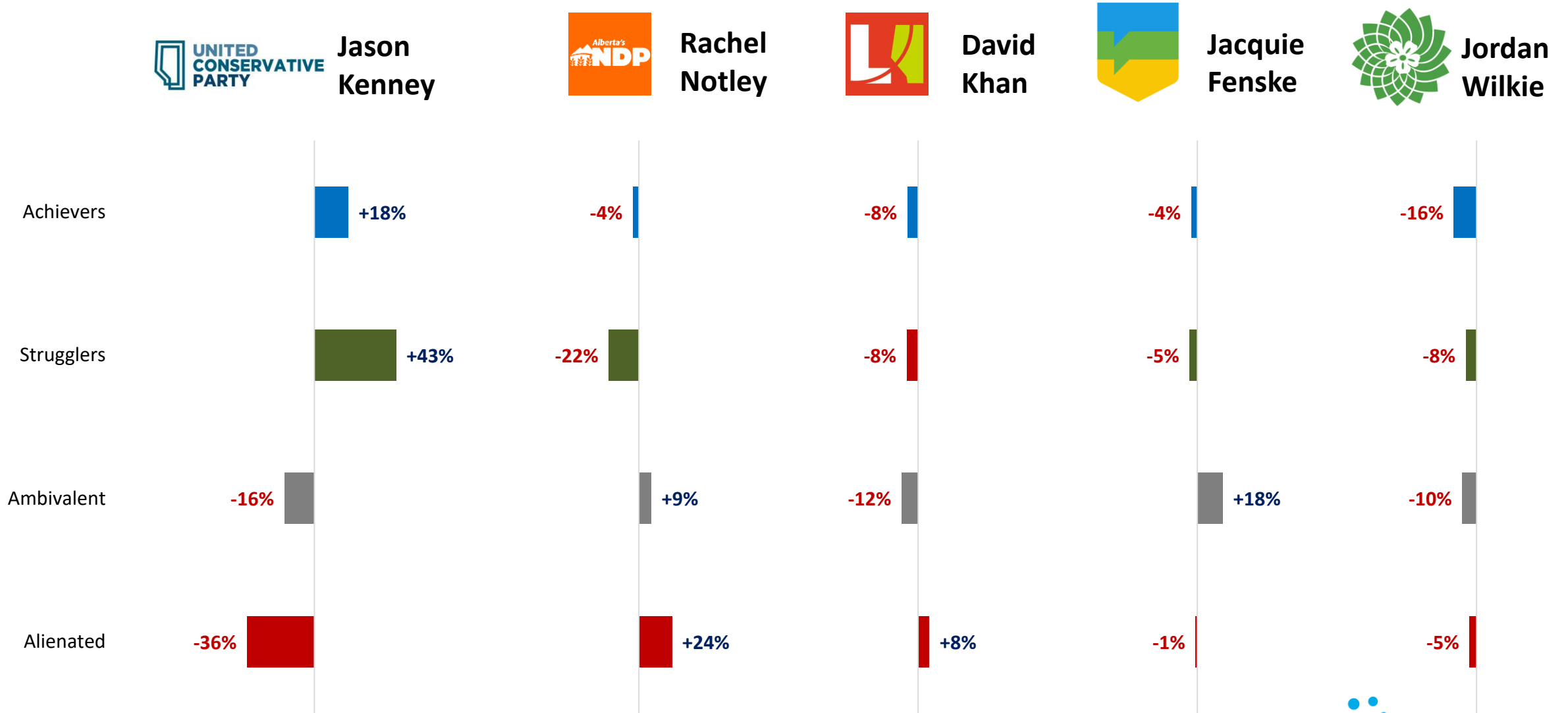


NET Favourability by Value Clusters:

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



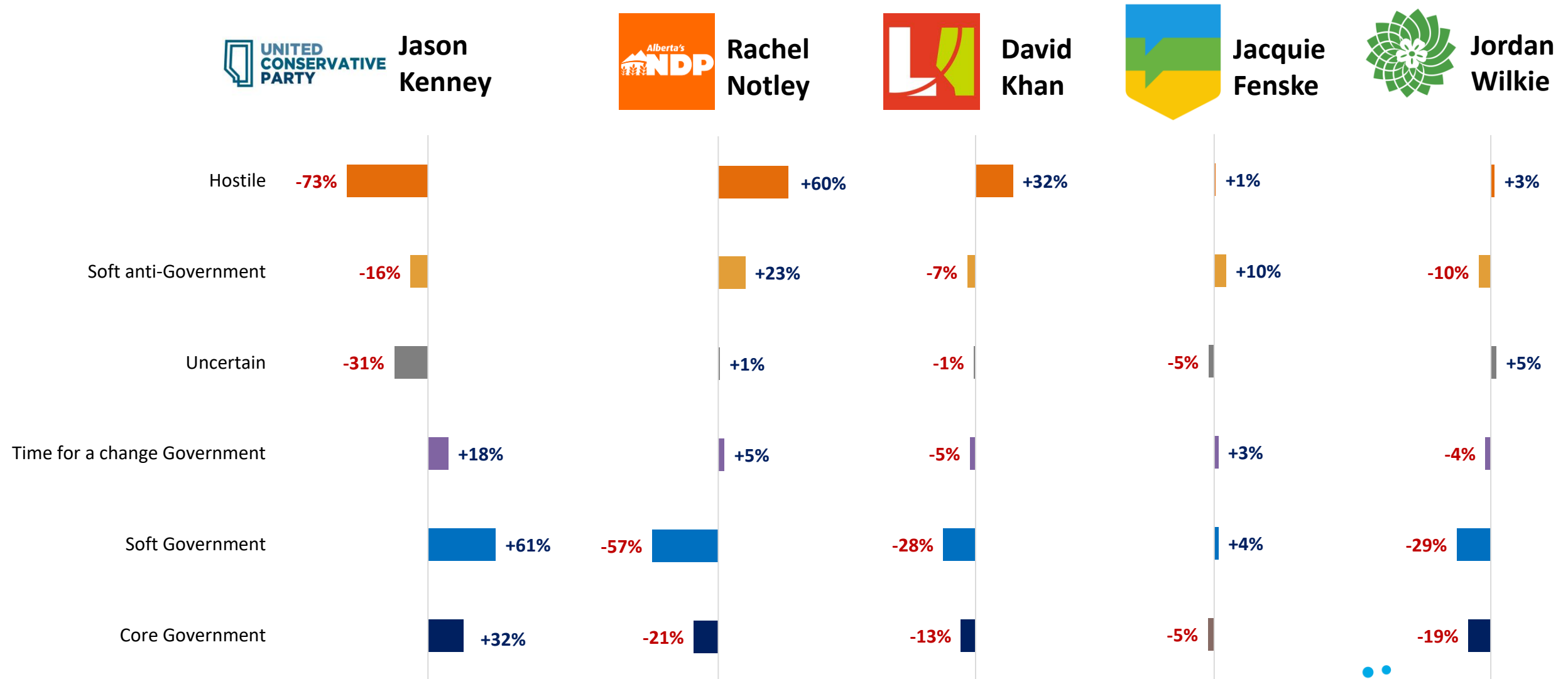
Leader Favourability by Economic Gap: Achievers and Strugglers alike show highest net favourability towards Kenney



NET Favourability by Economic Gap:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE’s 4 economic gap segments.

Leader Favourability by Time for a Change: Kenney has a net favourable²³ impression among Time for a Change UCPs



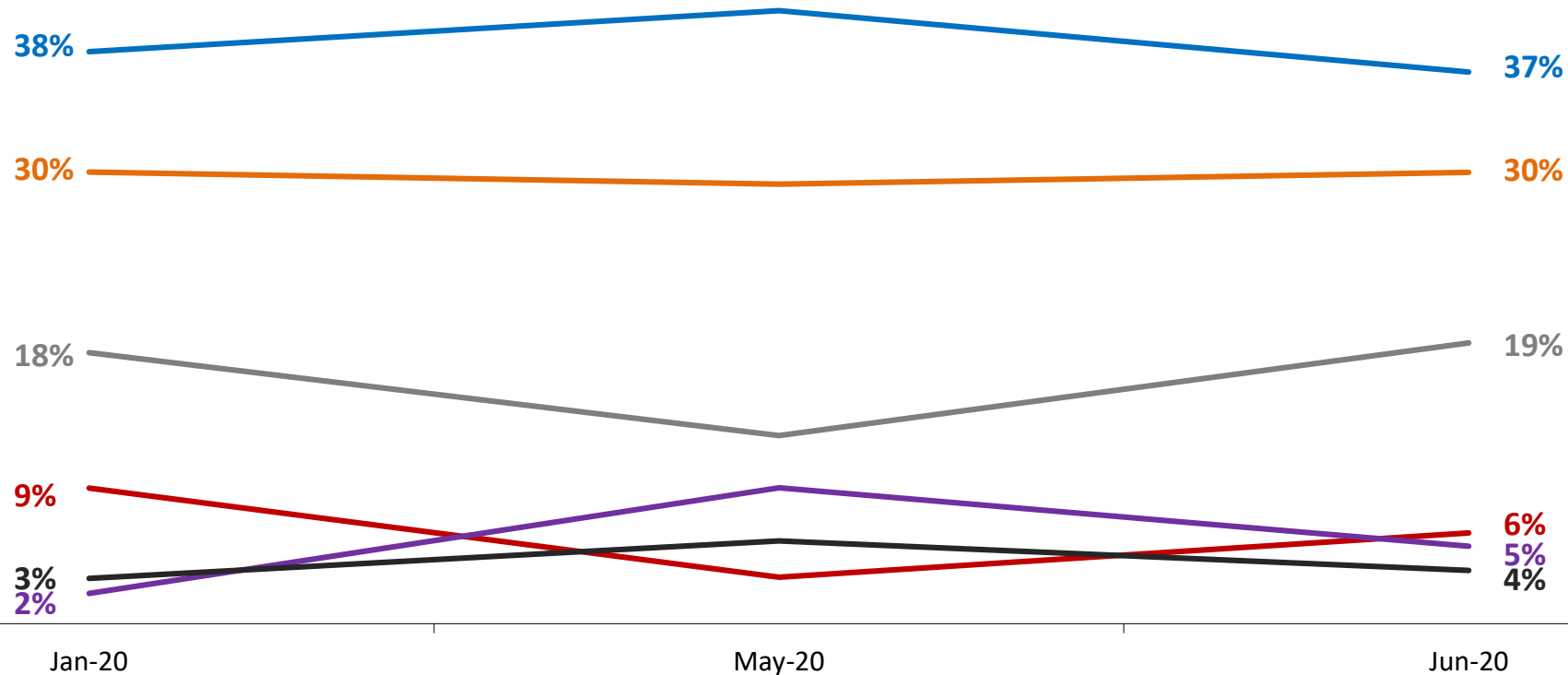
NET Favourability by Time for a Change:

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

Best Premier Tracking: 37% say Kenney would make the best premier followed by Notley (30%); both are steady since January 2020

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



— Rachel Notley, leader of the Alberta NDP
— David Khan, leader of the Alberta Liberal Party
— None of the above

— Jason Kenney, leader of the United Conservative Party
— Other (Please Specify)
— Undecided/Don't know

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.

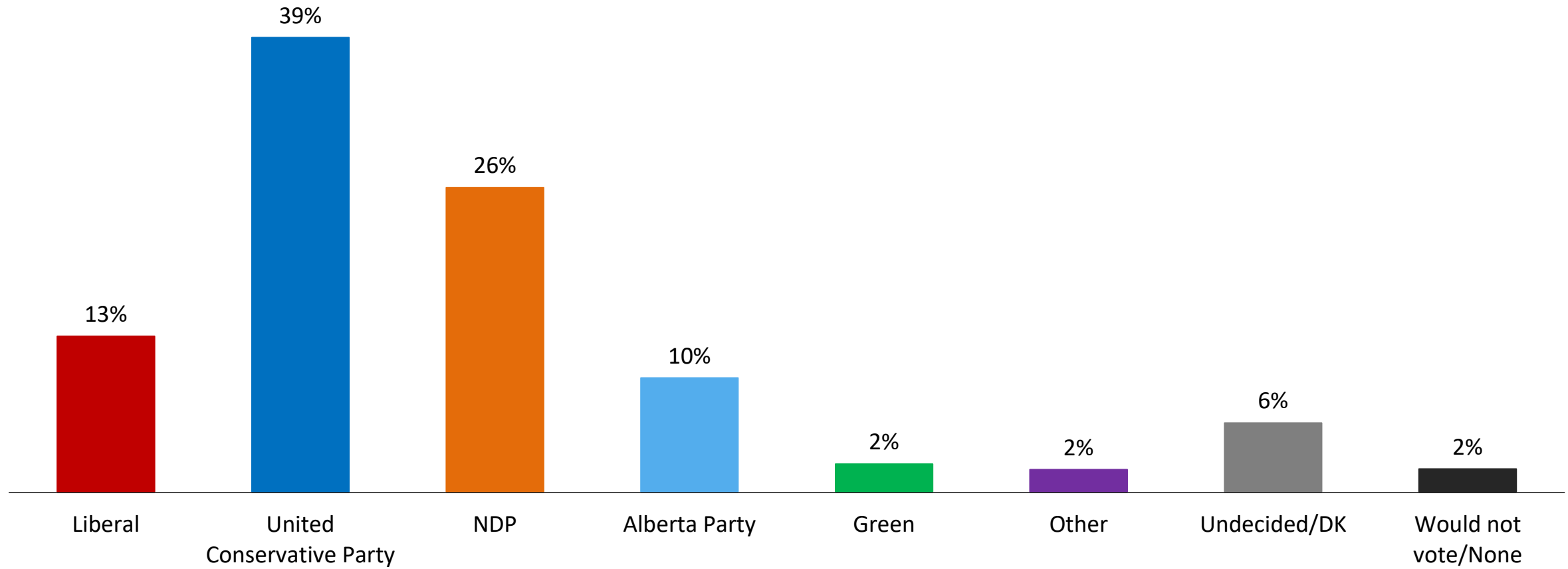
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: UCP (39%) leads in vote share followed by the NDP (26%), while the Liberals trail with 13% of the vote ²⁶



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]

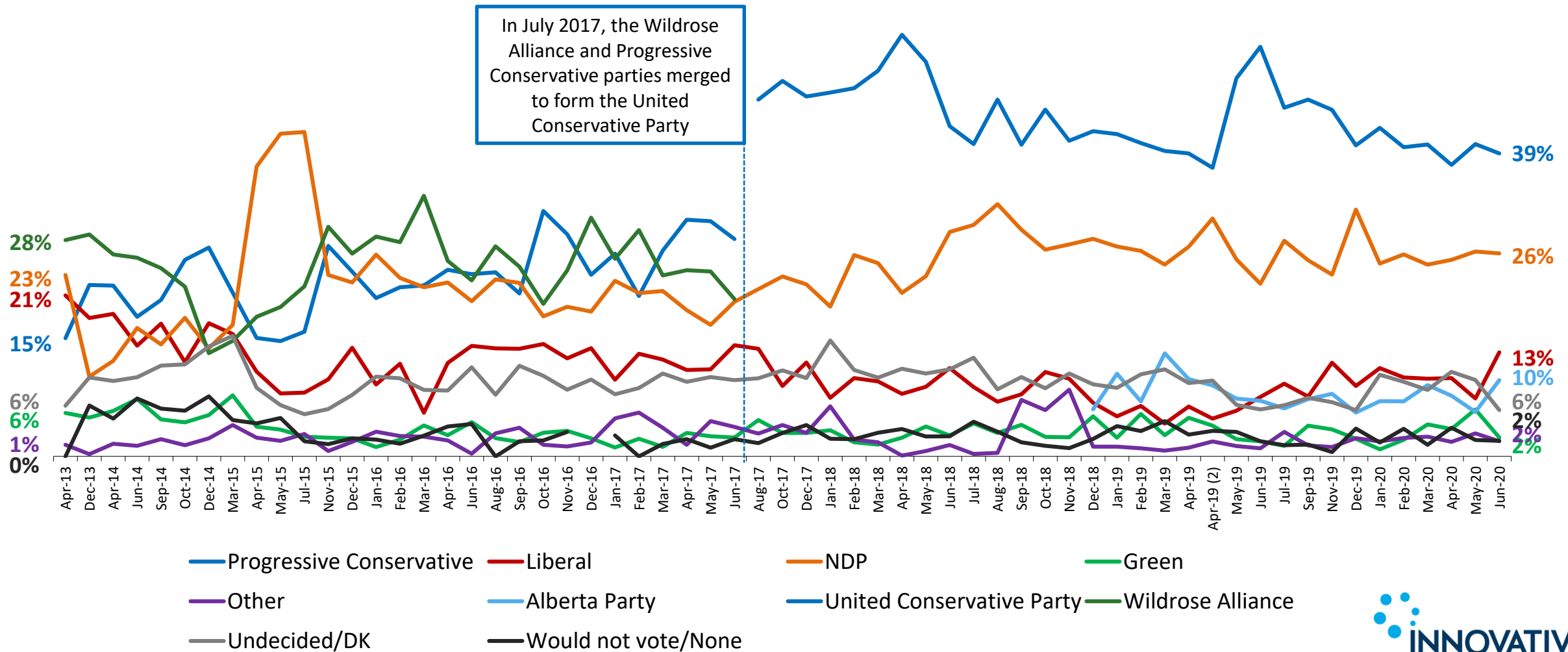


Provincial Vote Tracking: Vote share for the UCP and NDP are both steady month-to-month, with the UCP still far ahead of the Alberta NDP



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]

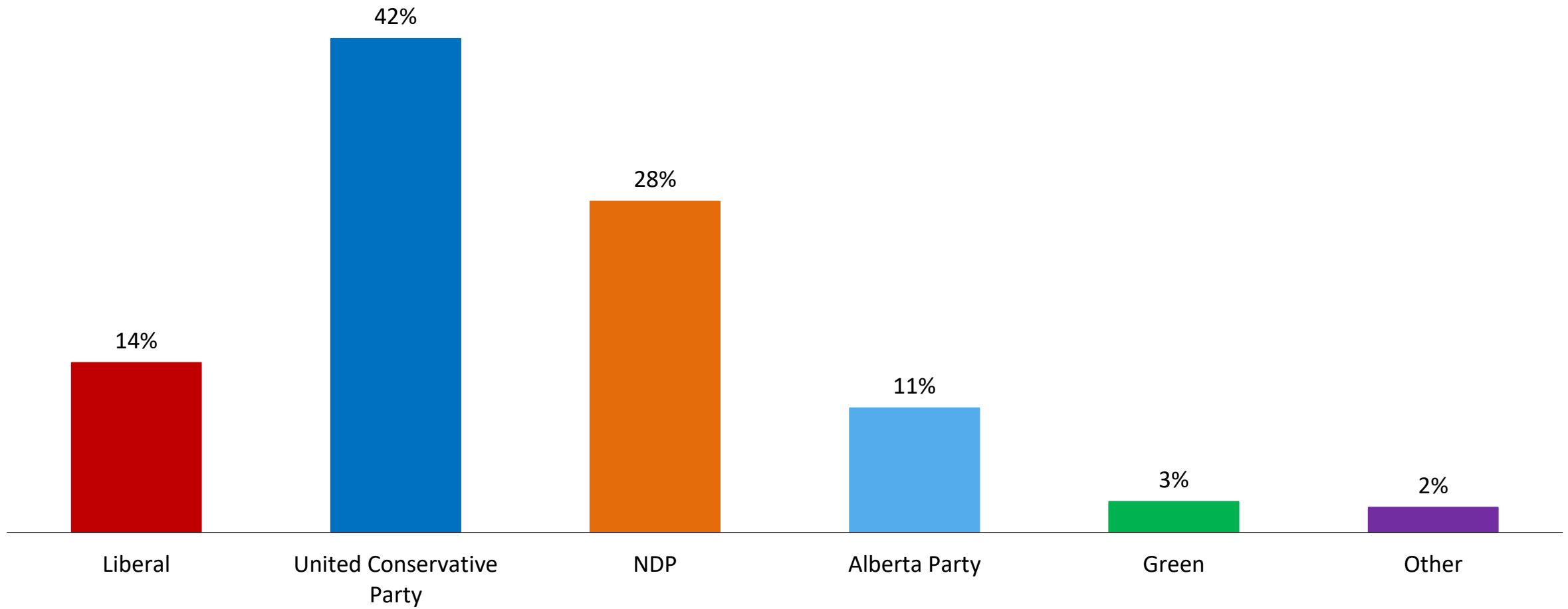


Provincial Decided Vote: The UCP has 42% of the provincial decided vote, followed by 28% for the NDP



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=276]

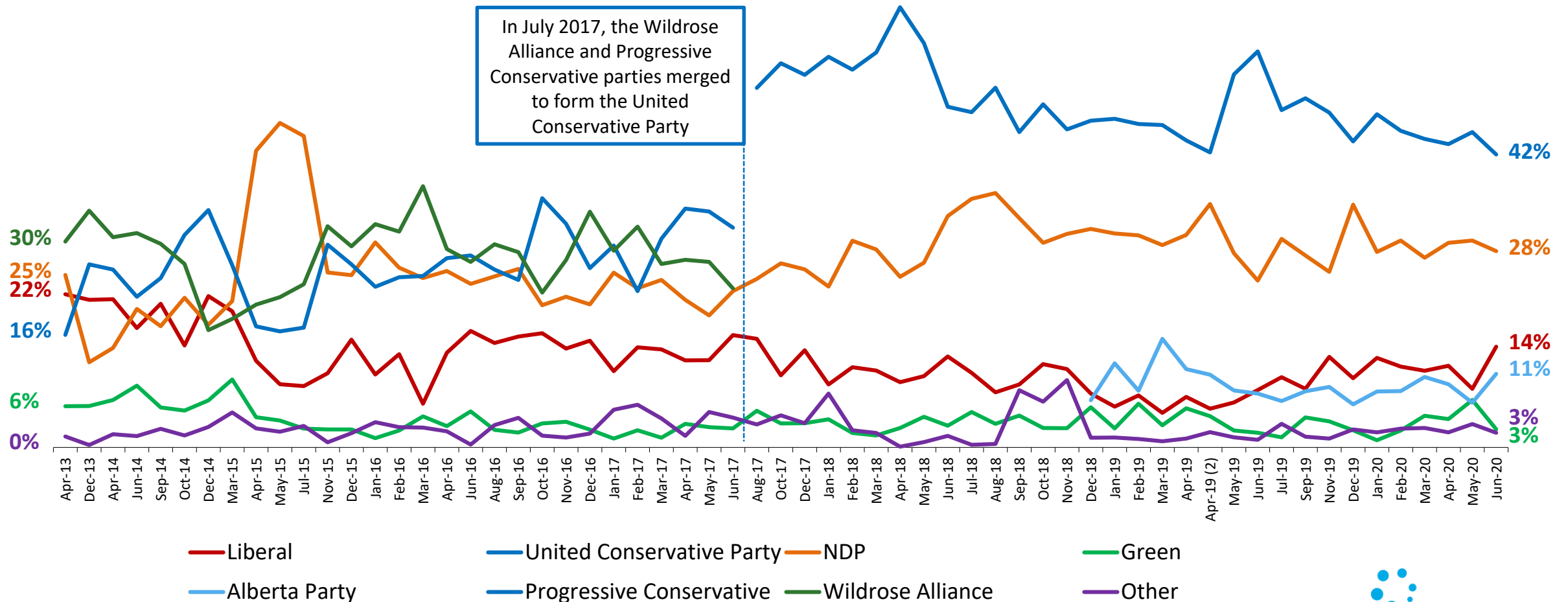


Provincial Decided Vote Tracking: UCP decided vote down slightly month-to-month, NDP vote steady since last month's tracking



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=276]



Decided Vote by Region: In Edmonton, the NDP (38%) is ahead of the UCP (25%) in vote share, while the UCP (46%) dominates in small cities

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Decided vote by Region

		Region		
		Calgary	Edmonton	Small Cities/Rural
		(N=93)	(N=84)	(N=99)
Decided Vote	Liberal	13%	19%	12%
	UCP	54%	25%	46%
	NDP	28%	38%	20%
	Alberta Party	1%	15%	16%
	Green	2%	2%	3%
	Other	2%	1%	3%

Note: Current data: June 2020

Combined Vote by Value Cluster: Two-fifths (37%) of the Business Liberals' vote goes to the UCP

		Value Clusters					
		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
		(N=36)	(N=58)	(N=84)	(N=30)	(N=44)	(N=49)
Combined Vote	Liberal	10%	3%	23%	0%	23%	10%
	UCP	50%	73%	37%	34%	24%	9%
	NDP	13%	8%	20%	49%	17%	60%
	Alberta Party	10%	8%	12%	3%	17%	6%
	Green	0%	0%	1%	4%	5%	7%
	Other	4%	5%	1%	2%	2%	0%
	Undecided/DK	12%	3%	6%	3%	7%	5%
	Would not vote/None	2%	0%	0%	4%	6%	3%

Note: Current data: June 2020

Combined Vote by Economic Gap: Half (48%) of Strugglers say they would vote for the UCP, but only 9% say they would vote NDP

Combined Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=83)	(N=79)	(N=54)	(N=84)
Liberal	10%	18%	19%	9%
UCP	46%	48%	33%	27%
NDP	21%	9%	25%	48%
Alberta Party	10%	19%	4%	5%
Green	0%	3%	1%	5%
Other	3%	1%	0%	3%
Undecided/DK	7%	3%	12%	4%
Would not vote/None	3%	0%	6%	0%

Note: Current data: June 2020

Combined Vote by Time for Change: Less than half (45%) of 'Time for a change' UCPers say they would still vote for the UCP

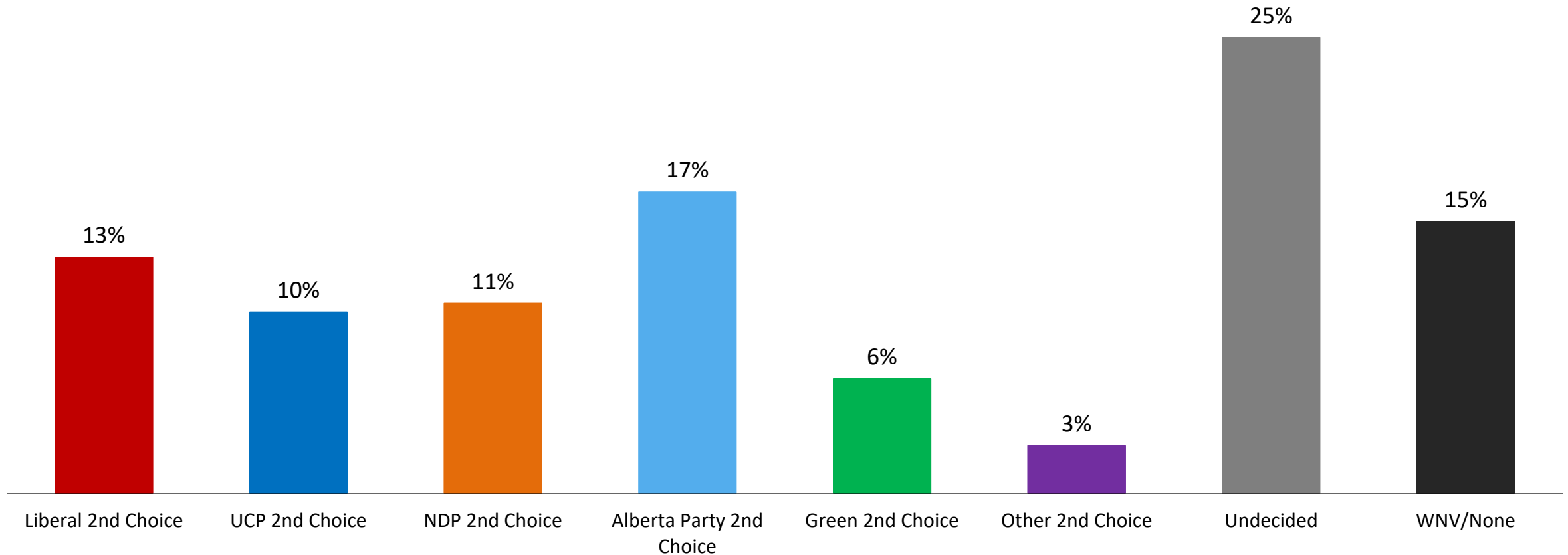
Combined Vote	Time for Change					
	Core UCP	Soft UCP*	Time for a change UCP	Uncertain*	Soft anti-UCP	Hostile
	(N=76)	(N=26)	(N=40)	(N=29)	(N=61)	(N=69)
Liberal	0%	19%	26%	17%	22%	9%
UCP	95%	64%	45%	16%	9%	0%
NDP	0%	5%	6%	3%	33%	77%
Alberta Party	2%	0%	20%	25%	16%	3%
Green	0%	5%	2%	0%	4%	3%
Other	2%	2%	1%	2%	2%	3%
Undecided/DK	1%	5%	0%	22%	10%	4%
Would not vote/None	0%	0%	0%	13%	4%	0%

Provincial 2nd Choice: When asked their 2nd choice, a plurality (40%) either say they are undecided or do not have one



And which party would be your second choice?

[only decided voters; n=276]



Provincial 2nd Choice: Top 2nd choice among UCP voters is the Alberta Party (22%) while the top 2nd choice for NDP voters is the Liberals (34%) ³⁵

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

		First Choice			
		Liberal 1st Choice	UCP 1st Choice	NDP 1st Choice	Alberta Party 1st Choice
		(N=40)	(N=116)	(N=78)	(N=29)
Second Choice	Liberal 2nd Choice		4%	34%	18%
	UCP 2nd Choice	19%		9%	39%
	NDP 2nd Choice	37%	9%		6%
	Alberta Party 2nd Choice	24%	22%	13%	
	Green 2nd Choice	8%	4%	9%	10%
	Other 2nd Choice	0%	4%	0%	0%
	Undecided	10%	31%	28%	12%
	WNV/None	2%	26%	8%	15%

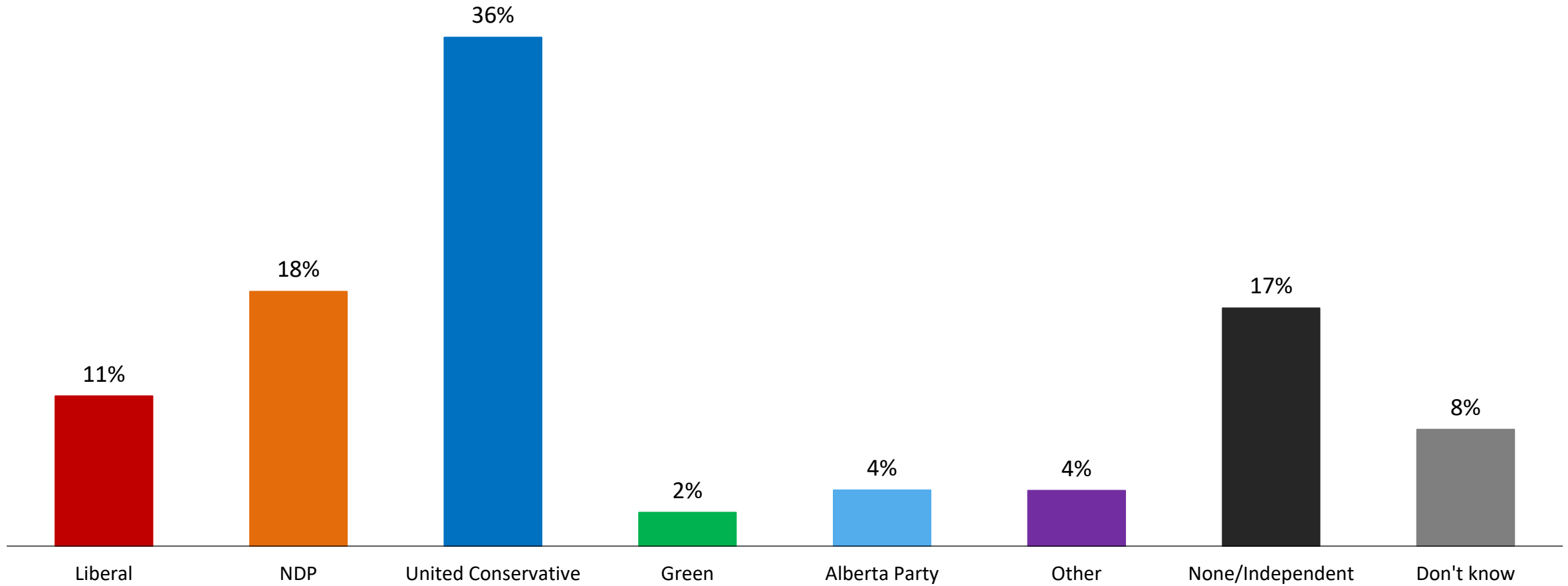
Note: 'Other' and 'Green' in Combined Vote not shown due to insufficient sample size.
Current data: June 2020

Provincial Party ID: Over 1-in-3 (36%) identify as UCP partisans while 18% say NDP, both trailed by the Liberal Party (11%)



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

[asked of all respondents; n=300]



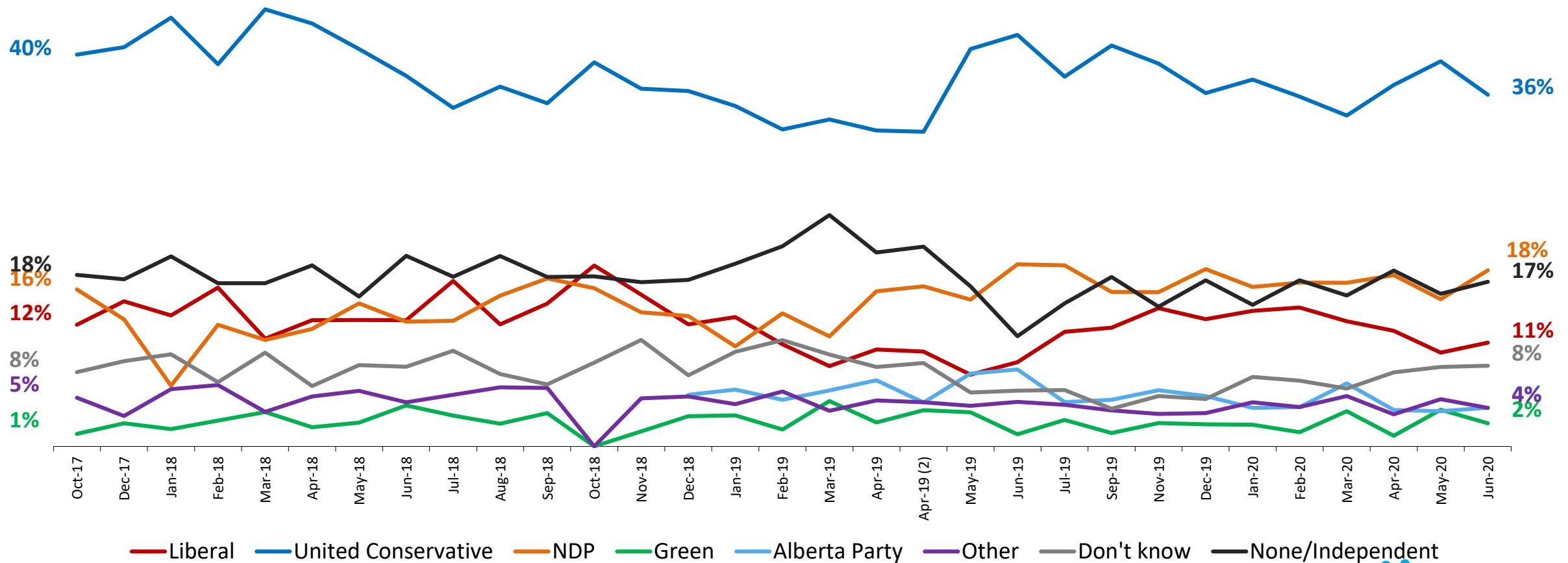
Provincial Party ID Tracking: UCP party ID (36%) is down slightly since last month's tracking, with a slight uptick in NDP party ID

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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=32)	(N=54)	(N=108)	(N=31)	(N=75)
Provincial Combined Vote	Liberal	68%	4%	6%	10%	7%
	NDP	11%	84%	1%	24%	28%
	UCP	6%	2%	88%	15%	18%
	Alberta Party	11%	5%	3%	27%	15%
	Green	3%	4%	0%	8%	2%
	Other	0%	0%	1%	11%	1%
	Undecided/DK	0%	0%	0%	4%	22%
	Would not vote/None	0%	0%	1%	0%	7%

Note: Current data: June 2020

Preparing for the Future

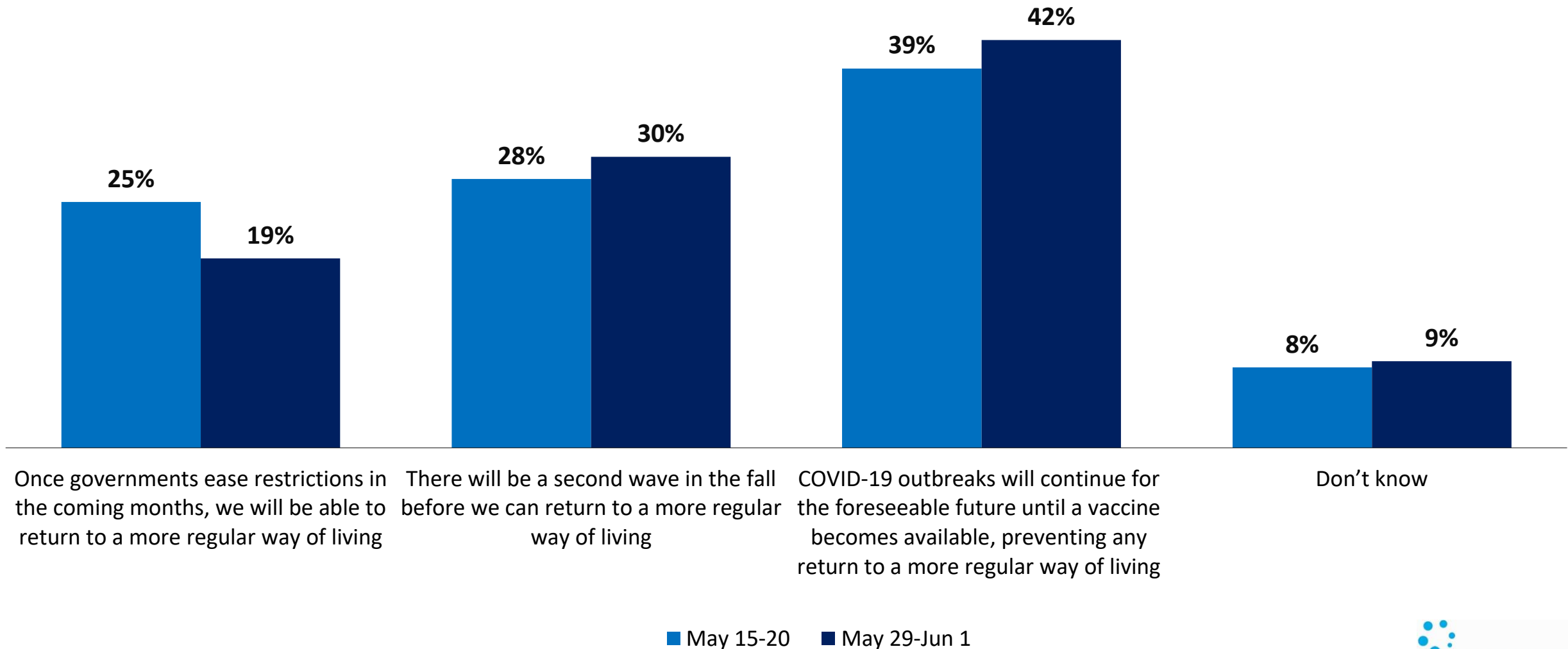
When thinking about future outbreaks of COVID-19, respondents making changes to the long-term care system is the most important issue governments should be prioritising to prepare. However, it is also the area where they are least satisfied with the work the Alberta government has done so far.

Re-opening: A plurality in Alberta say that there will be COVID-19 outbreaks continuing until a vaccine becomes available



Which of the following comes closest to your point of view?

[asked of all respondents in Alberta; n=300]



Shorthand for the Issues

Respondents are asked to rate the importance of various issues and how satisfied they are with the federal and provincial governments on those issues in preparation for the near future. The table below shows the shorthand which is used in the report and the corresponding full wording shown on the survey.

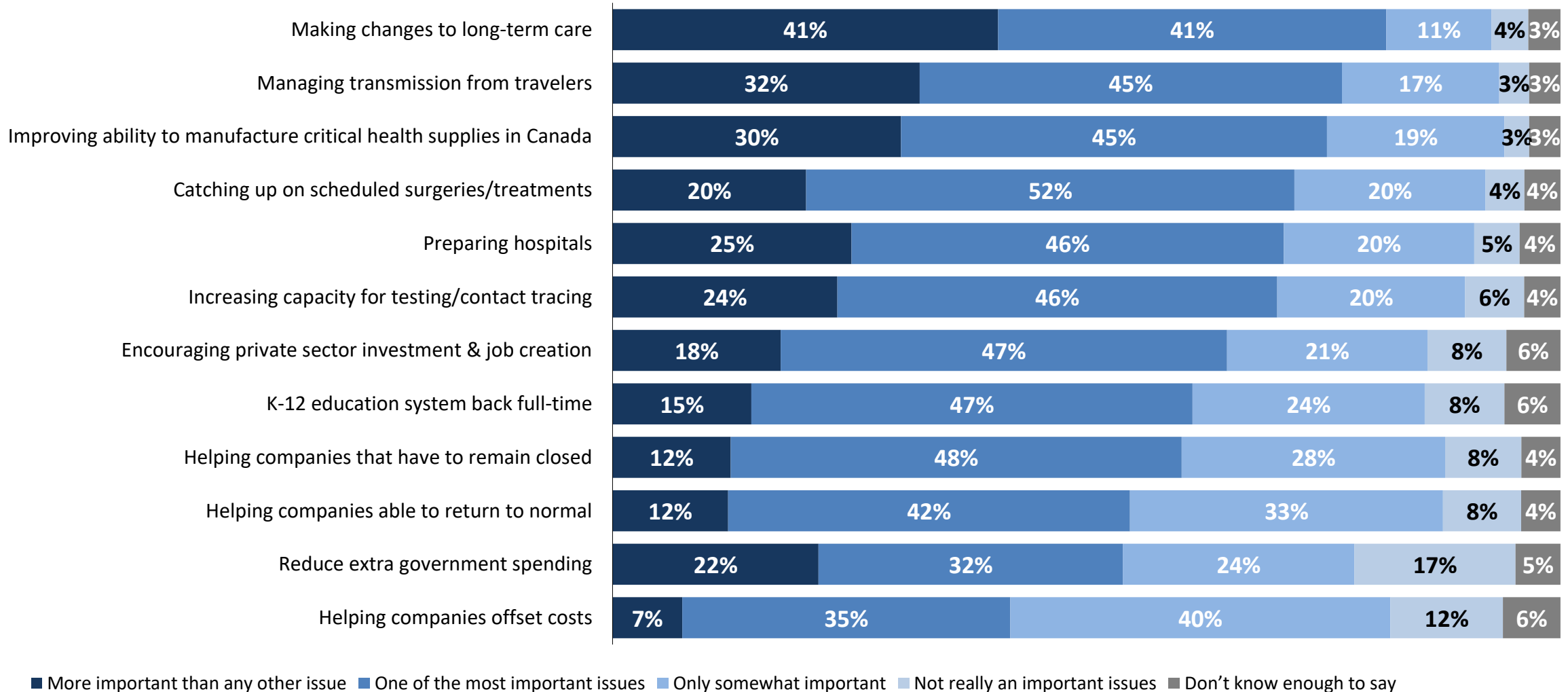
<i>Full Question Wording</i>	<i>Shorthand</i>
Helping companies that are able to return to normal operations to manage the damage from the “lockdown”	Helping companies able to return to normal
Helping companies offset the costs associated with new COVID-19 rules and restrictions	Helping companies offset costs
Helping companies that have to remain closed for now to survive	Helping companies that have to remain closed
Catching up on scheduled surgeries and other healthcare treatments that have been delayed	Catching up on scheduled surgeries/treatments
Making changes to the long-term care system to better protect seniors	Making changes to long-term care
Preparing hospitals in case there is a future spike in new cases	Preparing hospitals
Increasing public health agencies’ capacity to conduct testing and contact tracing	Increasing capacity for testing/contact tracing
Beginning to reduce the amount of extra government spending on COVID-19 measures	Reduce extra government spending
Transitioning the K-12 education system back to full time instruction, either in person or online	K-12 education system back full-time
Managing COVID-19 transmission from international travelers coming to Canada	Managing transmission from travelers
Improving Canada’s ability to manufacture more of our critical health supplies here in Canada (e.g. personal protective equipment)	Improving ability to manufacture critical health supplies in Canada
Encouraging private sector investment and job creation	Encouraging private sector investment & job creation

Important Issues: Top issues include protecting seniors, managing transmission from travelers, and manufacturing supplies domestically



Currently, experts expect that COVID-19 outbreaks will continue in Canada for the next year or more. As governments address these ongoing impacts from COVID-19, there are a number of issues they may consider. On the list below, please indicate how important each issue is to you personally?

[asked of all respondents in Alberta; n=300]

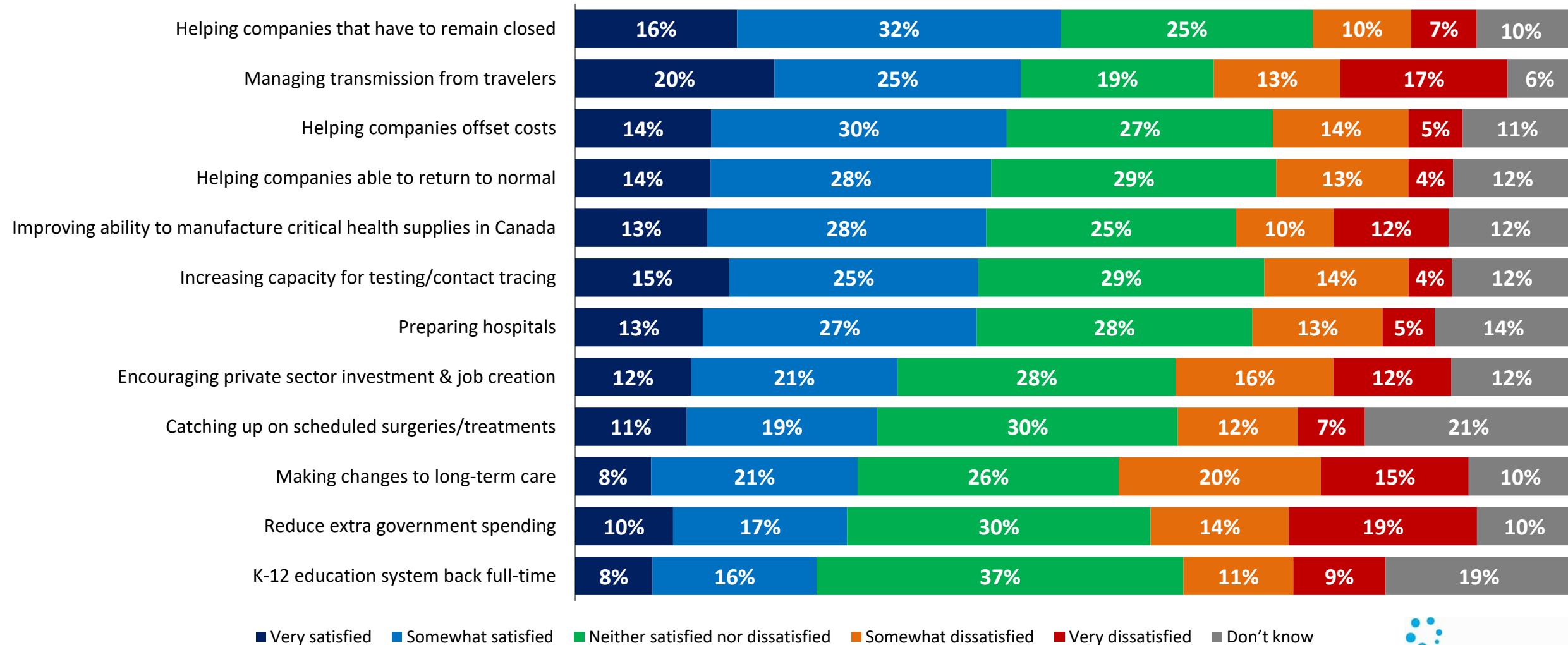


Federal Satisfaction: Top federal issue respondents are satisfied with is helping companies that have to remain closed to survive



And how satisfied are you with the work done so far by the Federal Government on each of these issues?

[asked of all respondents in Alberta; n=300]

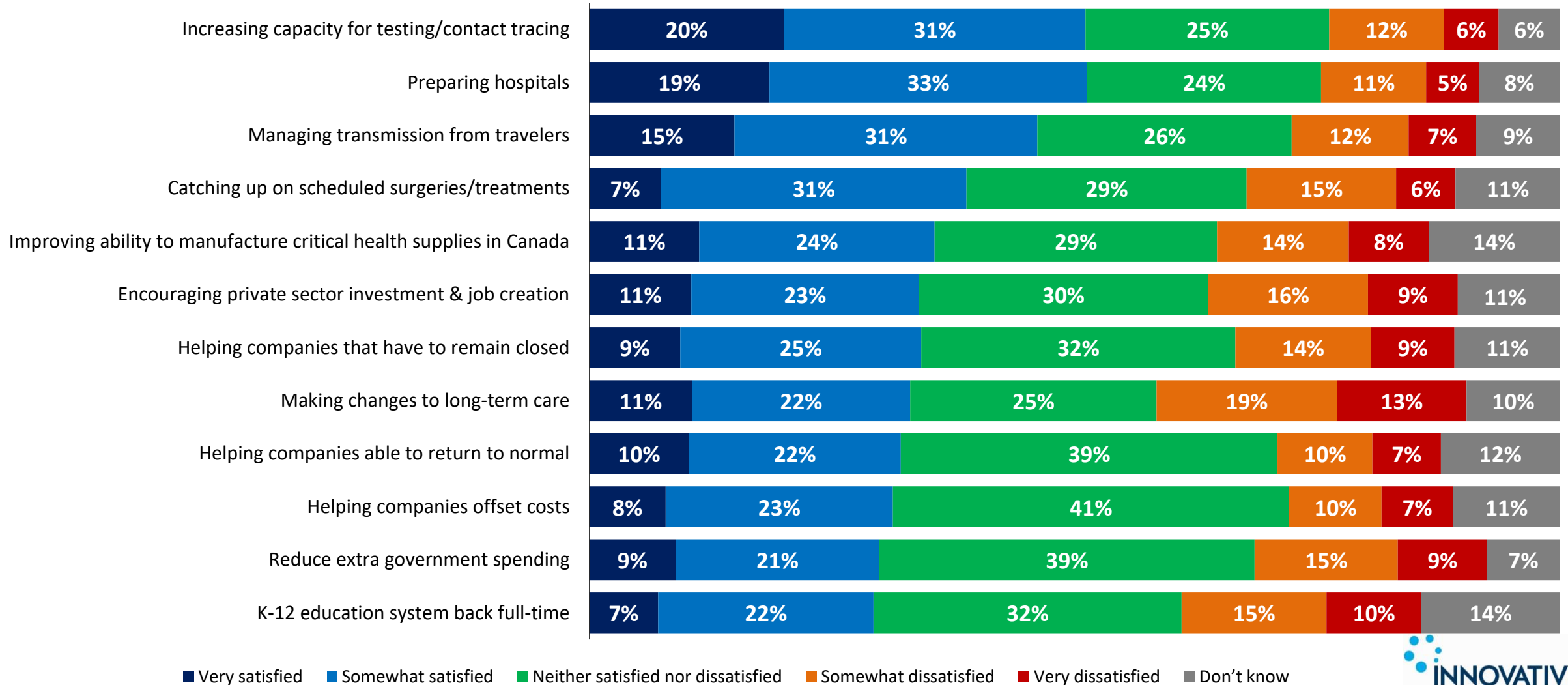


Provincial Satisfaction: Top issues respondents are satisfied with include capacity of testing/contact tracing and preparation of hospitals



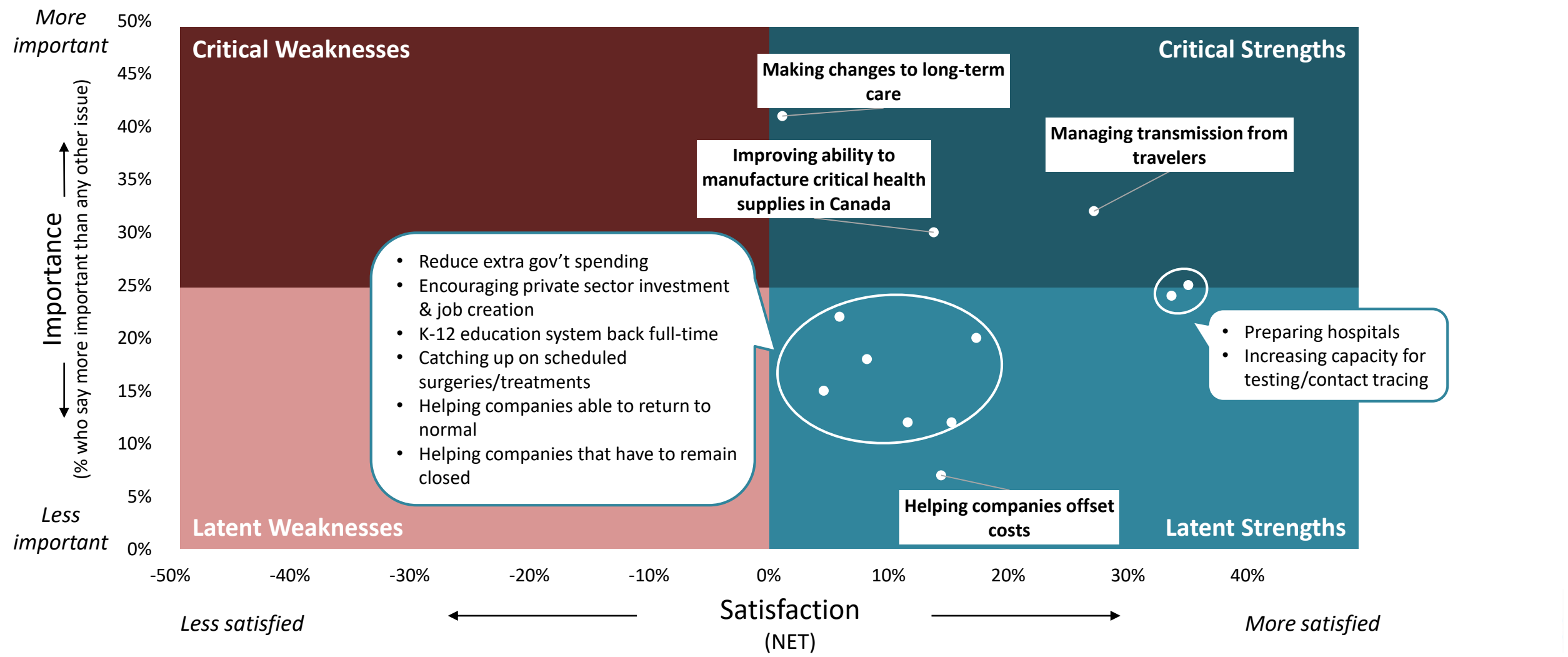
And how satisfied are you with the work done so far by the [PROV] Provincial Government on each of these issues?

[asked of all respondents in Alberta; n=300]



Importance by Alberta Provincial Satisfaction: Making changes to long-term care homes is the greatest vulnerability for Alberta provincial gov't

The provincial government is receiving positive net satisfaction on all areas and is receiving the highest marks on preparing hospitals and increasing capacity for testing/contact tracing. The area most at risk for becoming a critical weakness is for making changes to the long-term care system to better protect seniors.



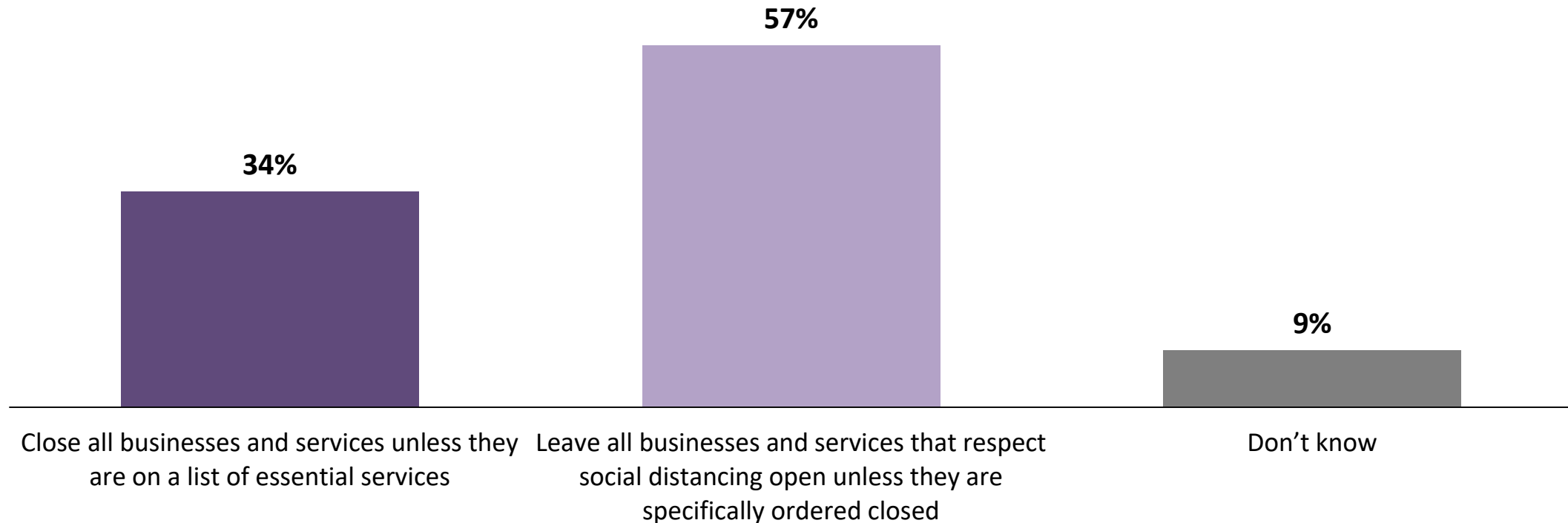
Second Lockdown: 57% say to leave all businesses/services that respect social distancing open; 34% say only open essential services



During the recent “lockdown” phase of COVID-19, provincial and territorial governments across Canada took two different approaches. Some governments said all business and services must close unless they are on a list of essential services. Other governments said business and services that respect social distancing measures can remain open unless the top public health official specifically ordered them closed.

If there is a second wave of COVID-19 cases in Alberta, which approach would you prefer the Provincial Government take?

[asked of all respondents in Alberta; n=300]

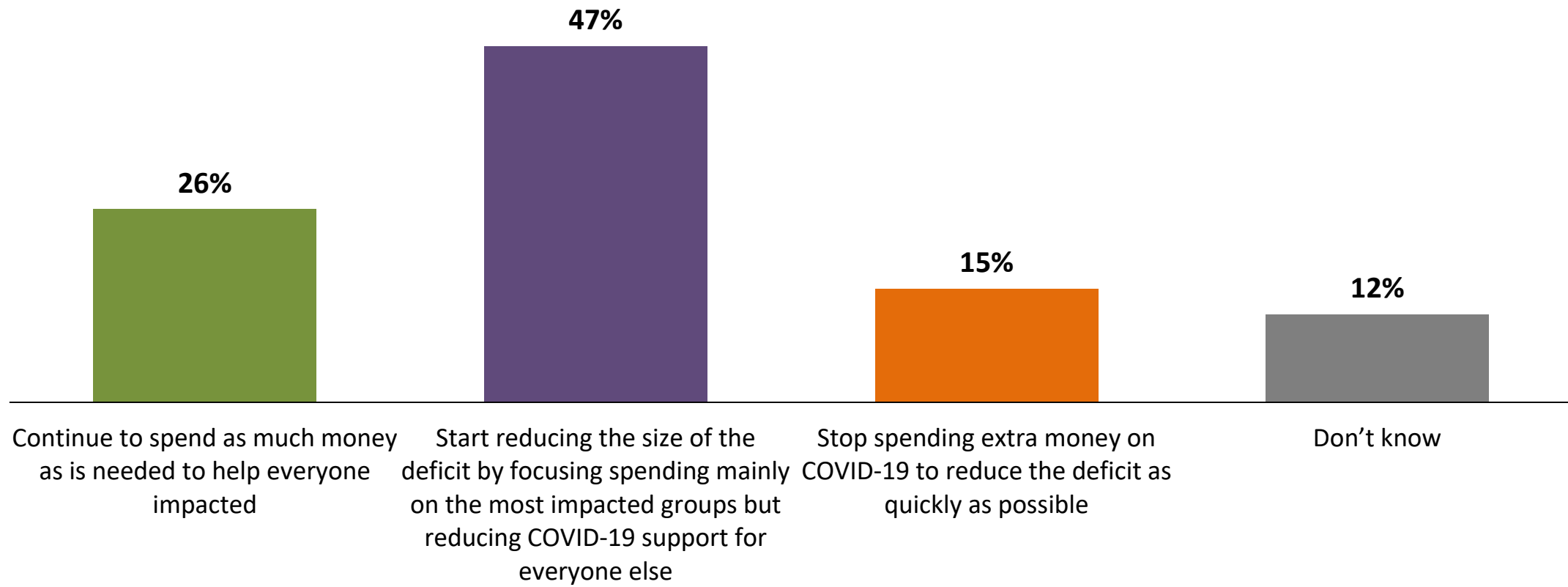


Government Spending Decisions: Nearly half (47%) say 'start reducing',⁴⁷ 1-in-4 (26%) say 'continue', and 15% say 'stop spending'



When governments make major decisions concerning spending on COVID-19 relief programs, do you think they should...

[asked of all respondents in Alberta; n=300]



Methodology



Survey Methodology

These are the results of an online survey conducted between May 29th and June 1st, 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=303 Ontario residents, 18 years or older. The results are weighted to n=300 based on Census data from Statistics Canada.

Field Dates: May 29th to June 1st, 2020.

Weighting: Results for Ontario 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 (%)
Males 18-34	46	15.2%	48	16.1%
Males 35-54	39	12.9%	55	18.3%
Males 55+	90	29.7%	46	15.4%
Females 18-34	35	11.6%	47	15.7%
Females 35-54	43	14.2%	54	18%
Females 55+	50	16.5%	49	16.5%
Calgary	106	35%	95	31.6%
Edmonton	109	36%	95	31.7%
Small Cities/Rural	88	29%	110	36.7%

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Building Understanding.

