



INNOVATIVE  
RESEARCH GROUP

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

Public Opinion Research  
Release Date: July 29, 2020  
Field Dates: July 14, 2020 to July 20, 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 remained positive and steady since June— though lagging behind the provincial average. Kenney's personal favourability has dropped since June while Rachel Notley's is on the rise; yet, the UCP continues to hold a lead in vote intention due to their strong partisan base.

Today, INNOVATIVE is releasing results from July 2020 Canada This Month survey. The online survey was in field from July 14<sup>th</sup> to July 20<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.

# Government Approval

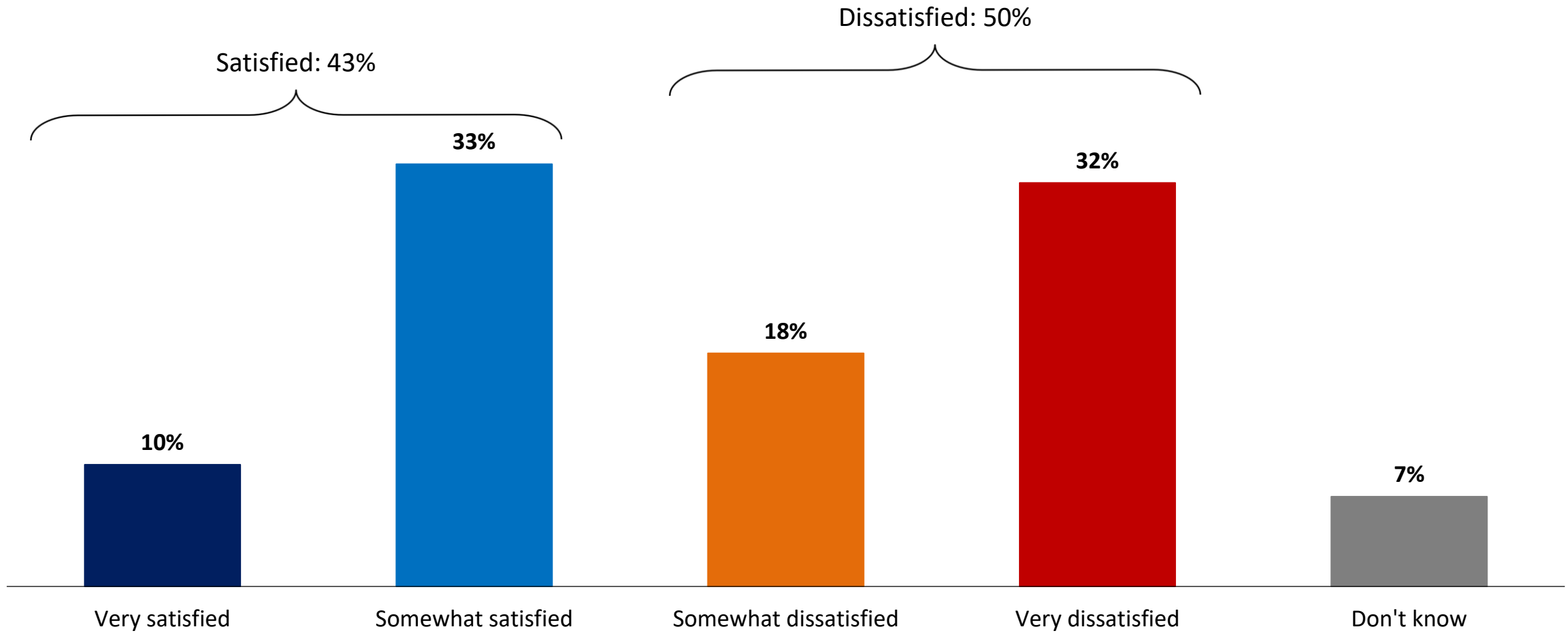
General government satisfaction is down, but approval of the Alberta government's handling of the outbreak is steady since June. All-in-all, Alberta still remains 12 points behind the provincial average when it comes to their handling of the outbreak.

# Alberta Mood: Half (50%) say they are dissatisfied with the performance of the AB government while 43% say they are satisfied



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]



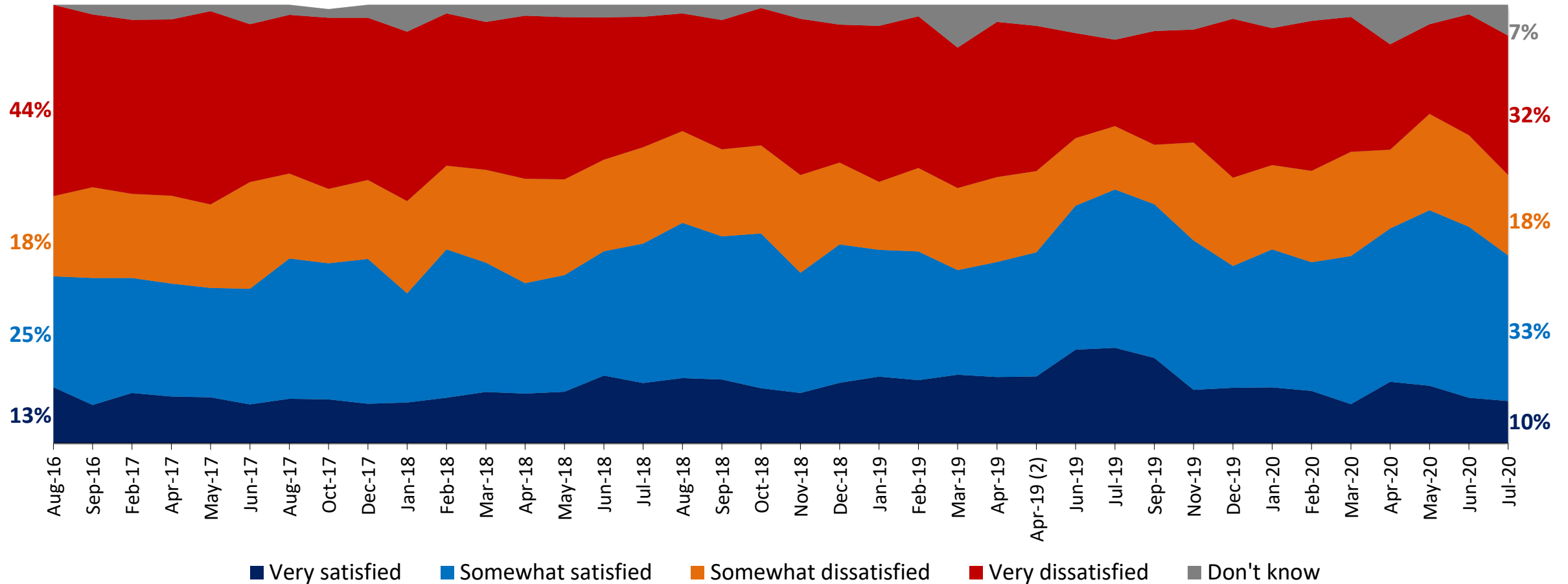


# Alberta Mood Tracking: Those saying they are satisfied with the AB government are down 7 points since June to 43% satisfied



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]

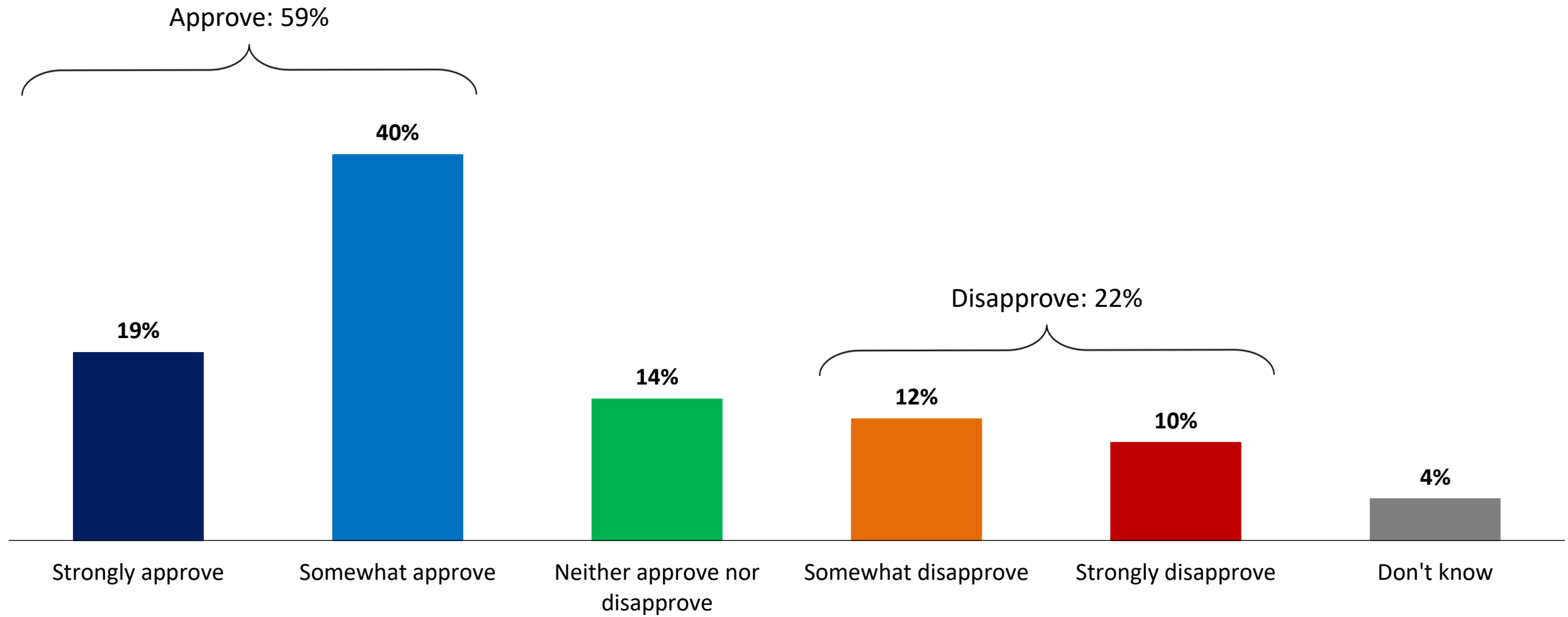


# COVID-19 Handling: When it comes to COVID-19 handling specifically, 3-in-5 (59%) say they approve of the AB gov'ts handling of the outbreak



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

[asked of all respondents; n=300]

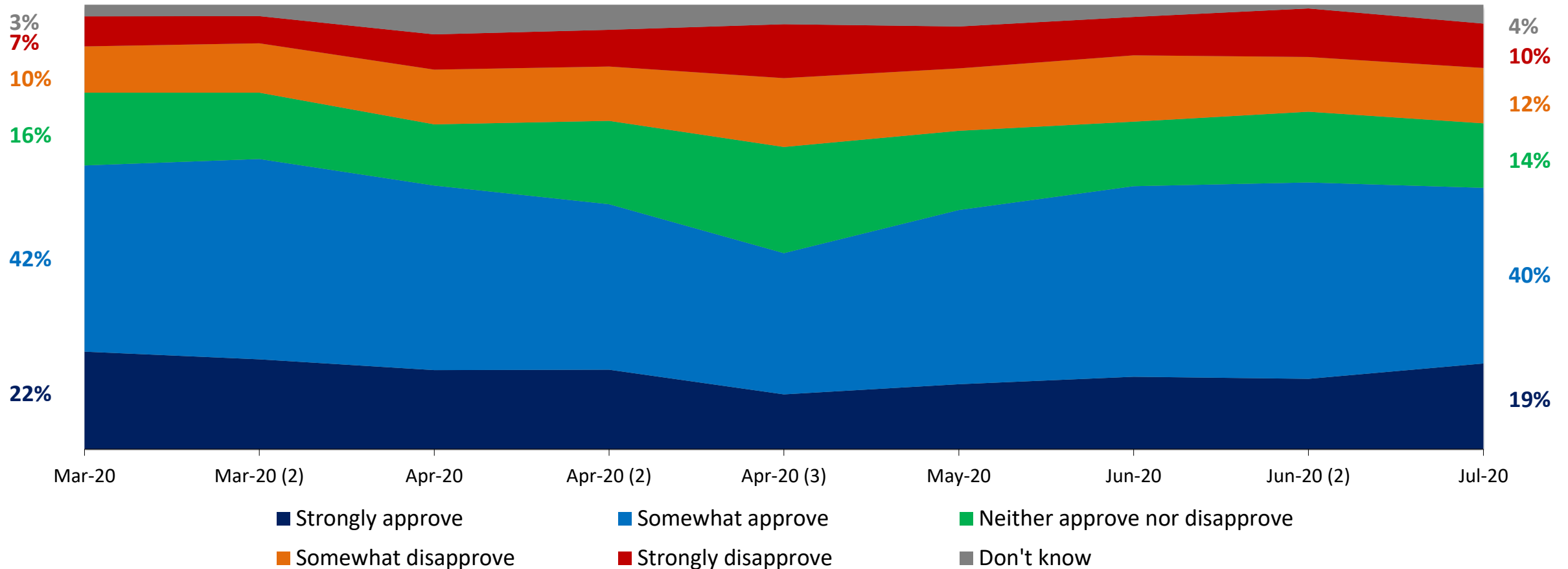


# COVID-19 Handling Tracking: Approval of the Alberta gov'ts handling of the outbreak is steady since June at 59%



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

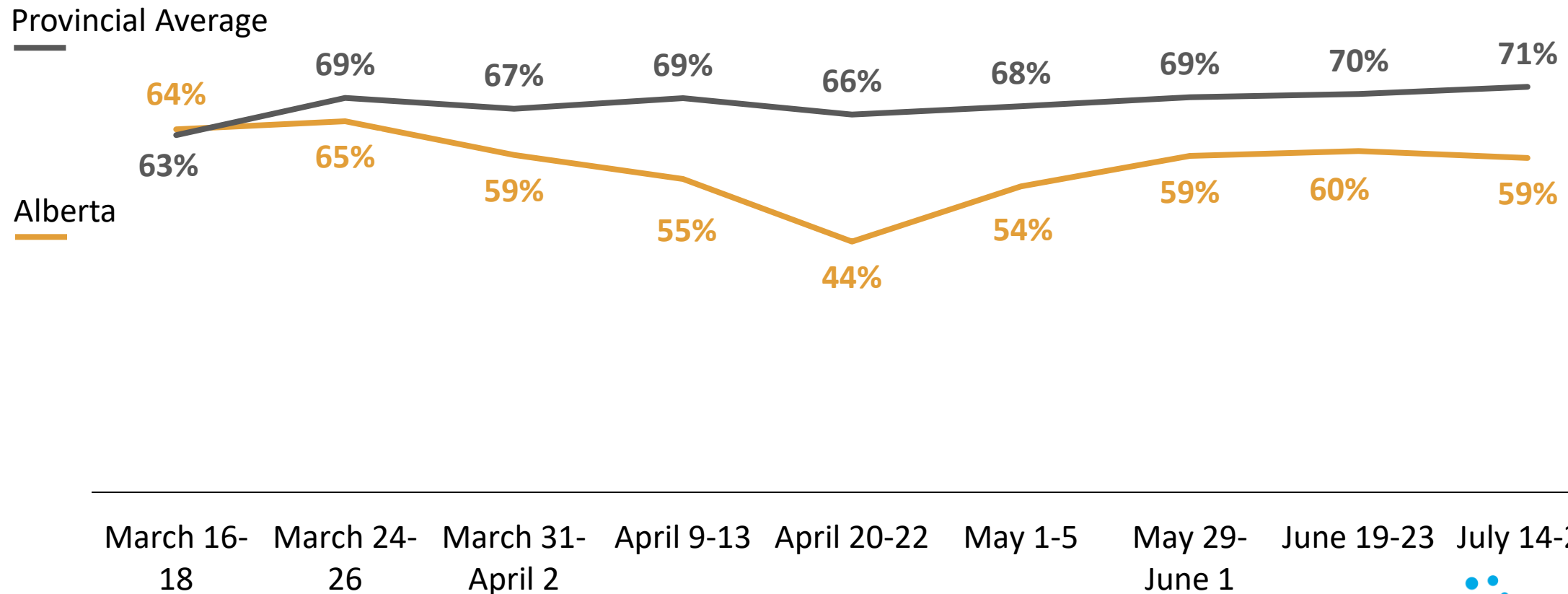
[asked of all respondents; n=300]



# COVID-19 Handling Tracking: Approval has been steady in Alberta since June, but they remain 12 points below the provincial avg

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

[asked of all respondents nationally; n=1500, all respondents in Alberta; n=300]





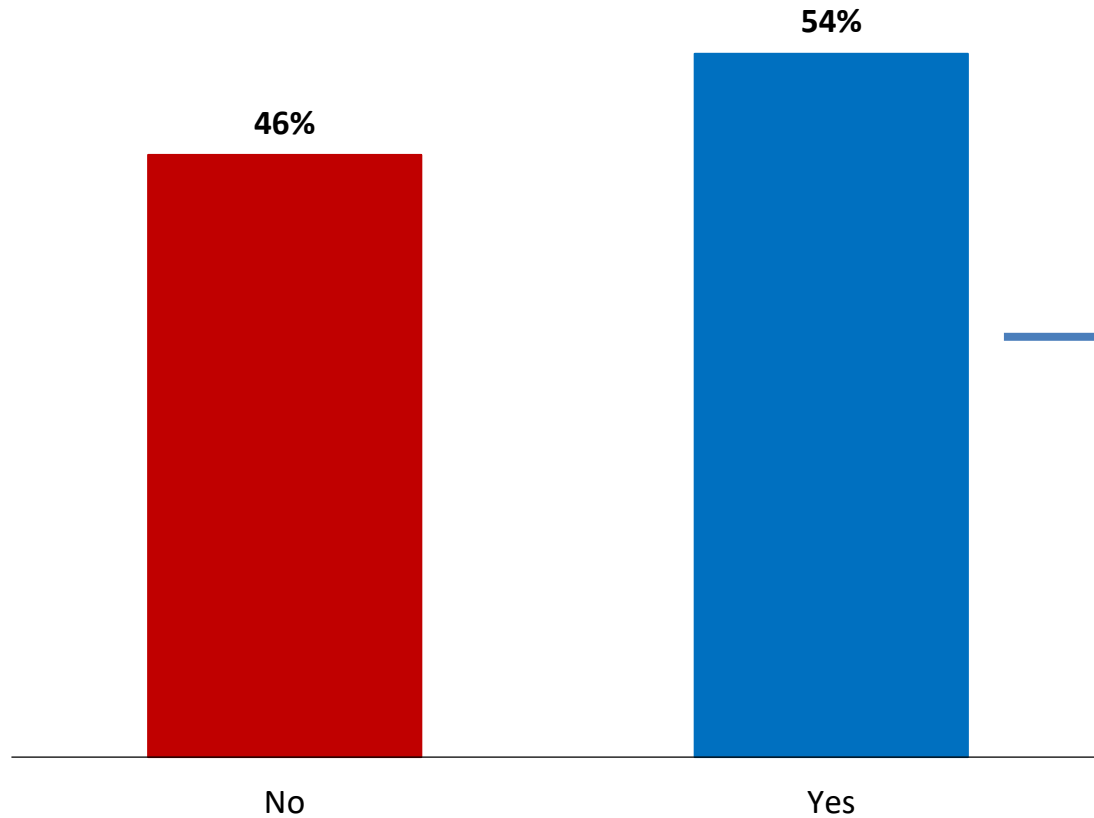
# Read, Seen, Heard

Those saying they've read, seen, or heard about Kenney is steady, but the impact of what they heard on their favourability of Kenney has been increasingly negative since May.

# Alberta Read, Seen, Heard: Over half have read, seen, or heard about Kenney but most of them say they were left less favourable towards him

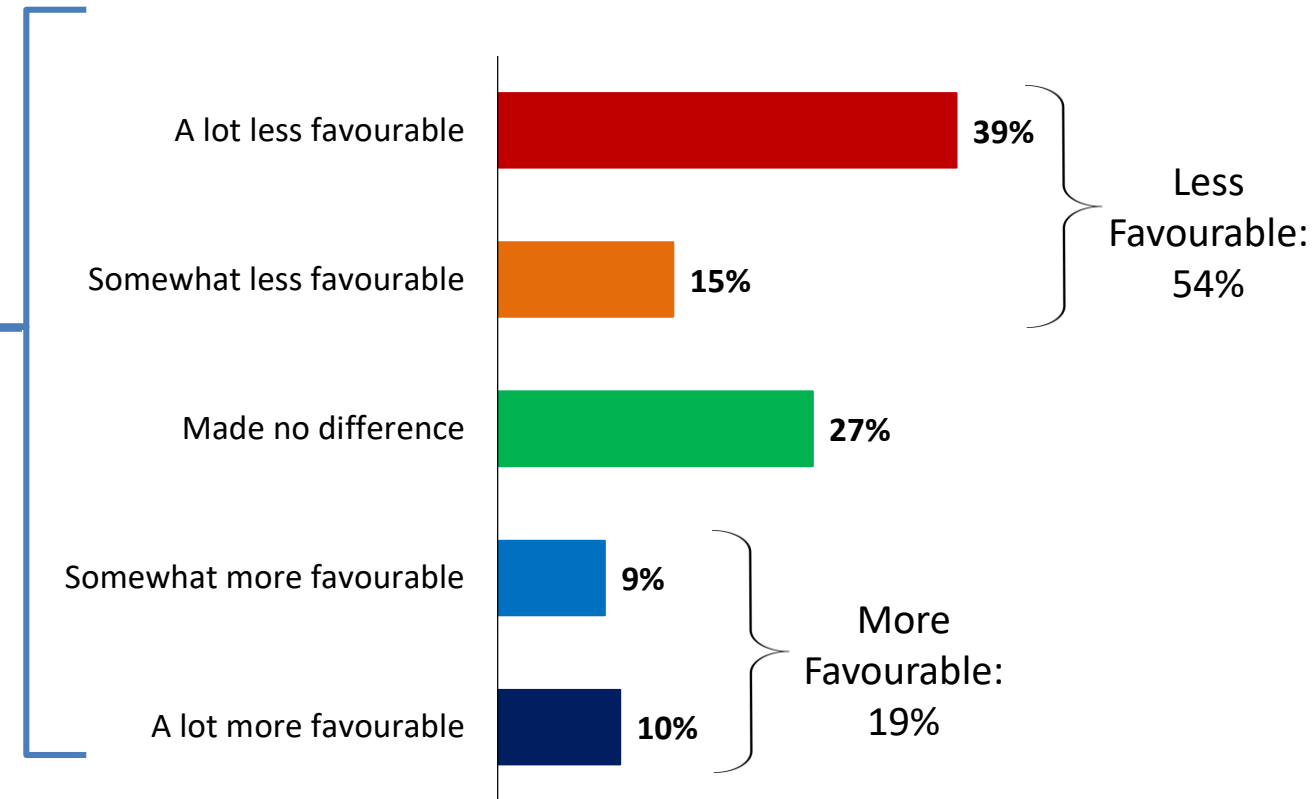
**Q** Have you read, seen or heard anything about Jason Kenney in the last few days?

[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=162]

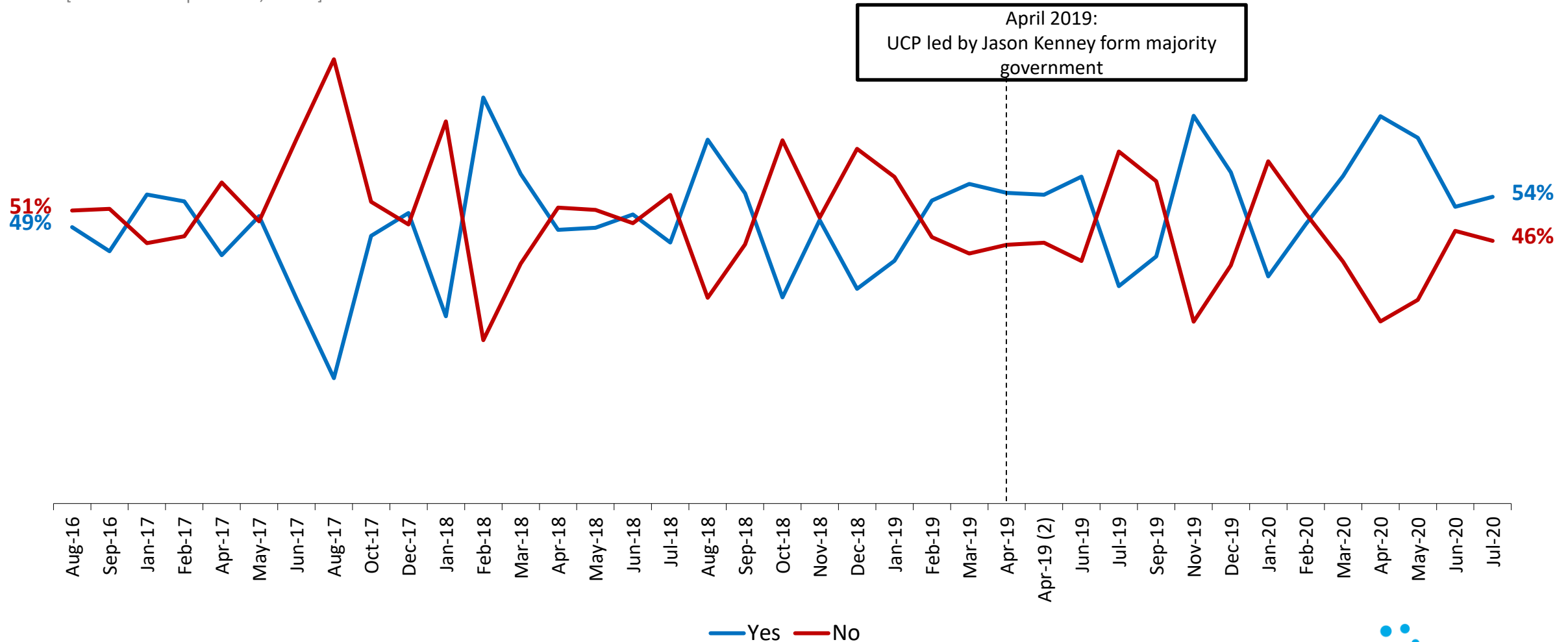


# Read, Seen, Heard Tracking: Those who say they have RSH about Kenney in the last few days is steady since June at 54%



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

[asked of all respondents; n=300]



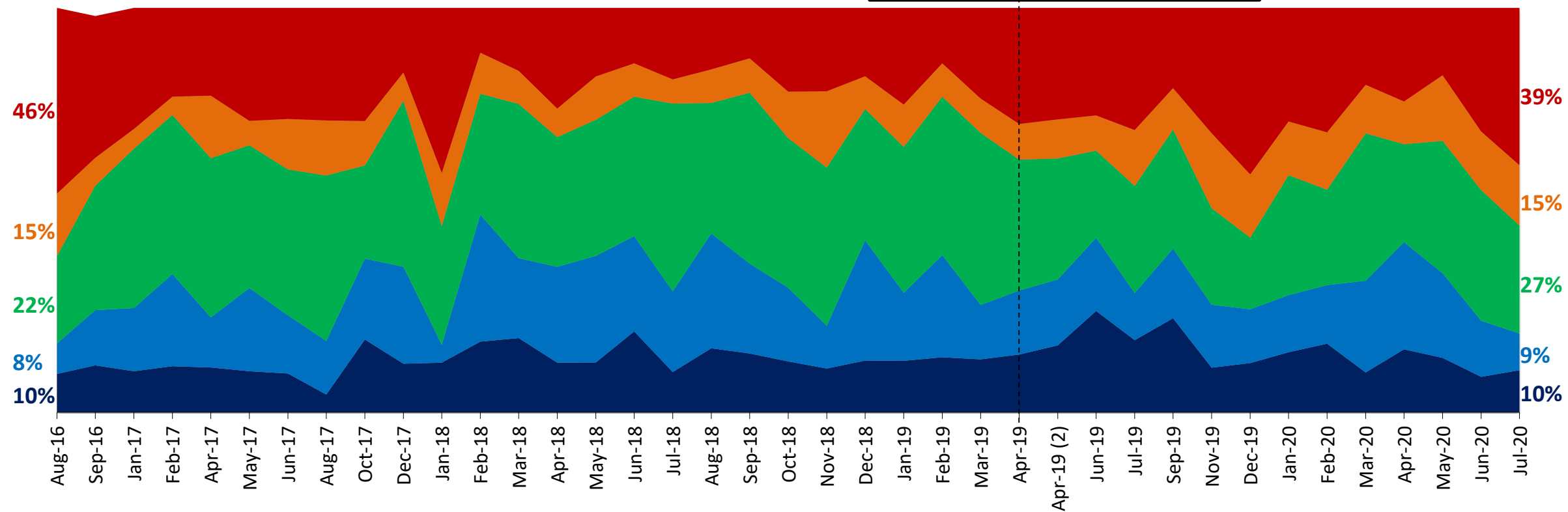
# Alberta Read, Seen, Heard, Impact Tracking: The share saying they were left less favourable continues trending upwards; up 9 points since June



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=162]

April 2019:  
UCP led by Jason Kenney form majority government



■ A lot more favourable ■ Somewhat more favourable ■ Made no difference ■ Somewhat less favourable ■ A lot less favourable



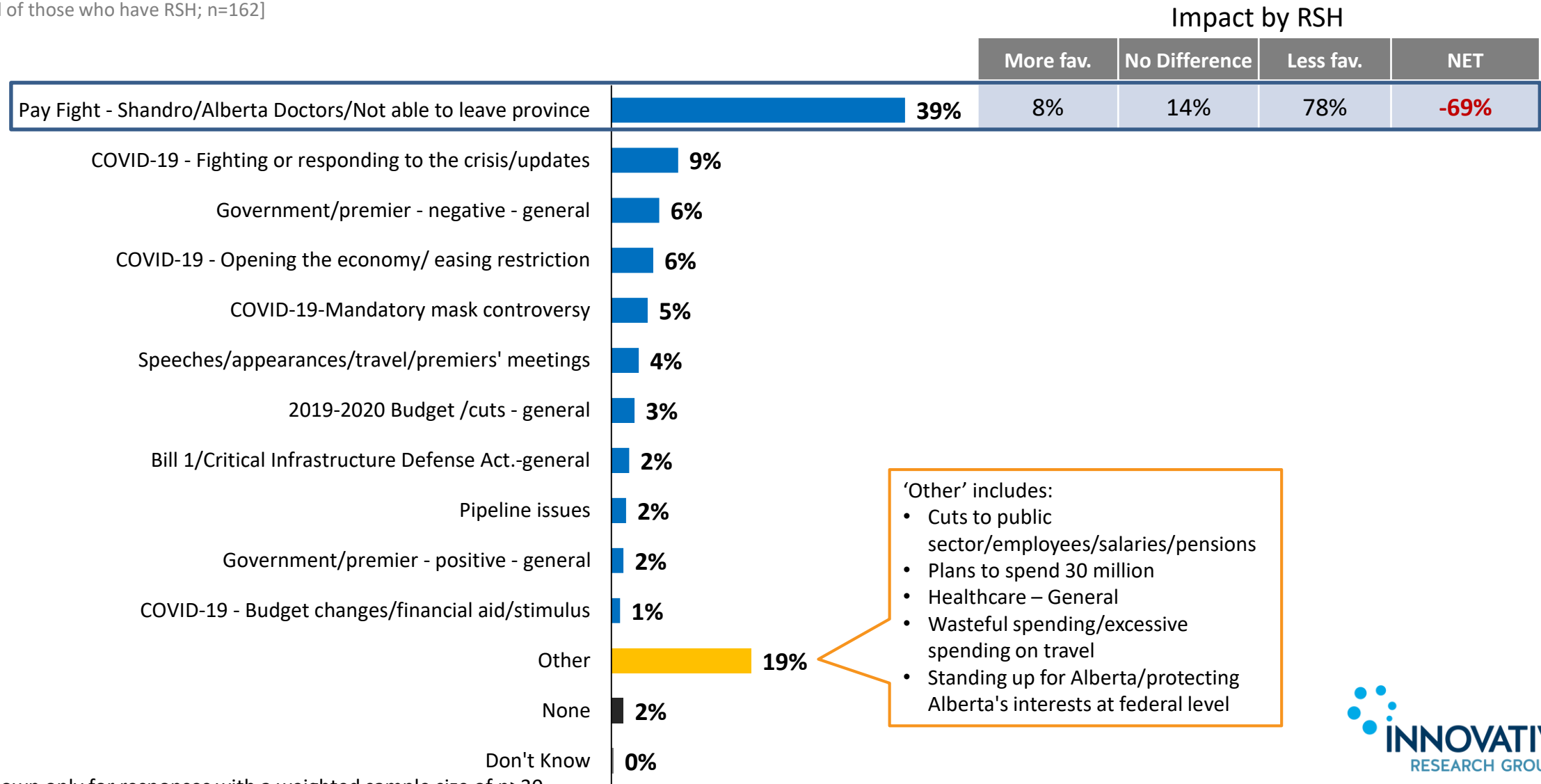
**Note:** Don't know not shown.  
Current data: July 2020

# The pay fight with doctors is top issue Albertans recall at 39%, with a strongly negative impact (net -69%)



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

[Asked of those who have RSH; n=162]



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

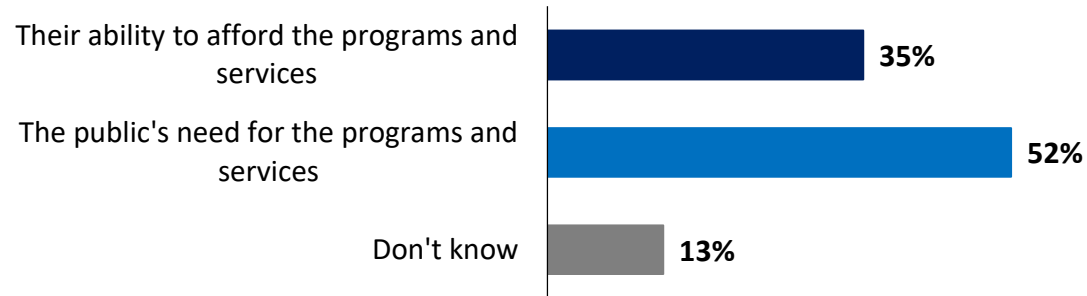
We use these segments throughout the remainder of the report to analyze vote and leadership results.



# Core Political Values: In Alberta, nearly half (45%) believe that too often the gov't listens to experts instead of common sense

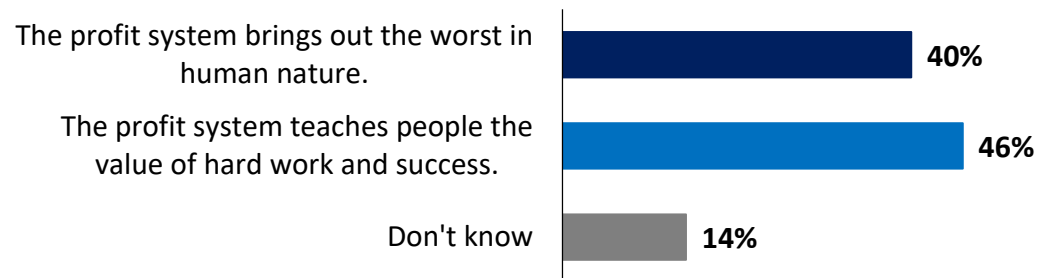
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=300]



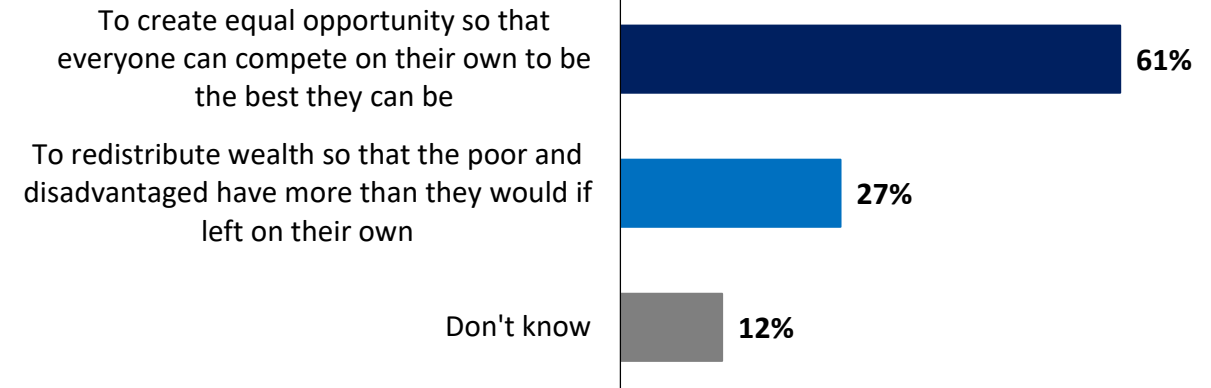
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=300]



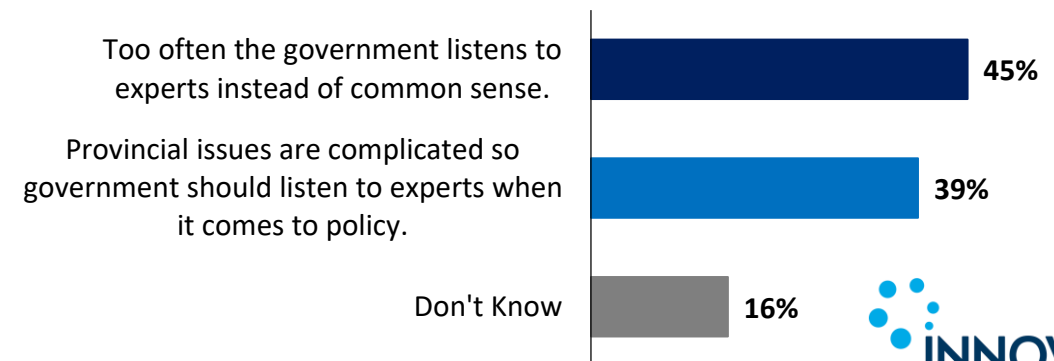
**Q** Is the main role of government to...?

[asked of all respondents; n=300]



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

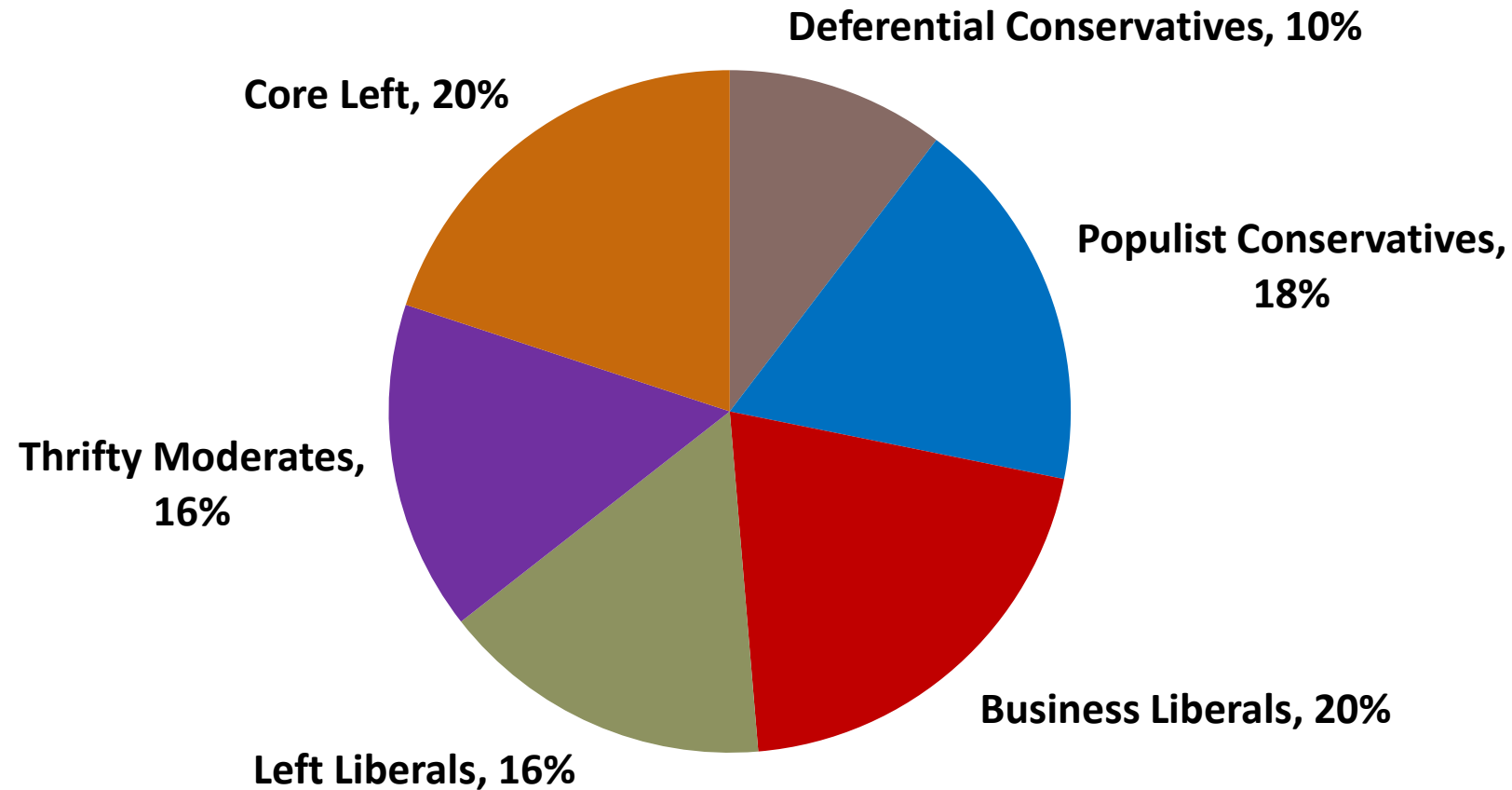
[asked of all respondents; n=300]



# Value Clusters: Most Albertans are Business Liberals (20%), Core Left (20%), or Populist Conservatives (18%)

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: Conservative groups say gov't decisions should be based on ability to afford rather than public need

Core Political Values by Value Clusters

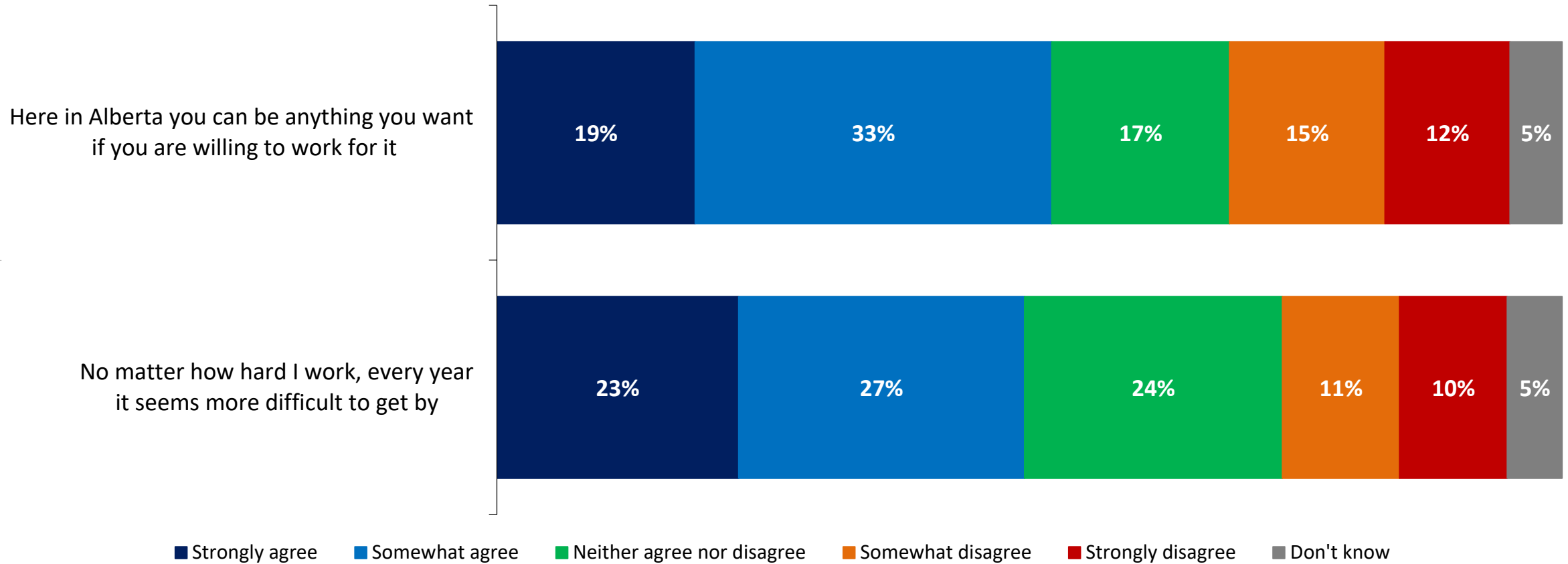
Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	87%	94%	0%	0%	61%	0%
	Public Need	0%	0%	96%	91%	0%	89%
Is the main role of government to .?	Create equal Opportunity	91%	97%	75%	99%	20%	0%
	Redistribute wealth	6%	0%	15%	0%	29%	93%
When it comes to government decision making...	Rely on common sense	0%	100%	45%	45%	36%	26%
	Listen to experts	84%	0%	45%	44%	14%	59%
The profit system...	Brings out the worst in human nature	0%	0%	0%	87%	52%	91%
	Teaches value of hard work and success	95%	96%	89%	0%	4%	0%

# Segmentation Attitudes: Most (52%) agree that here 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?

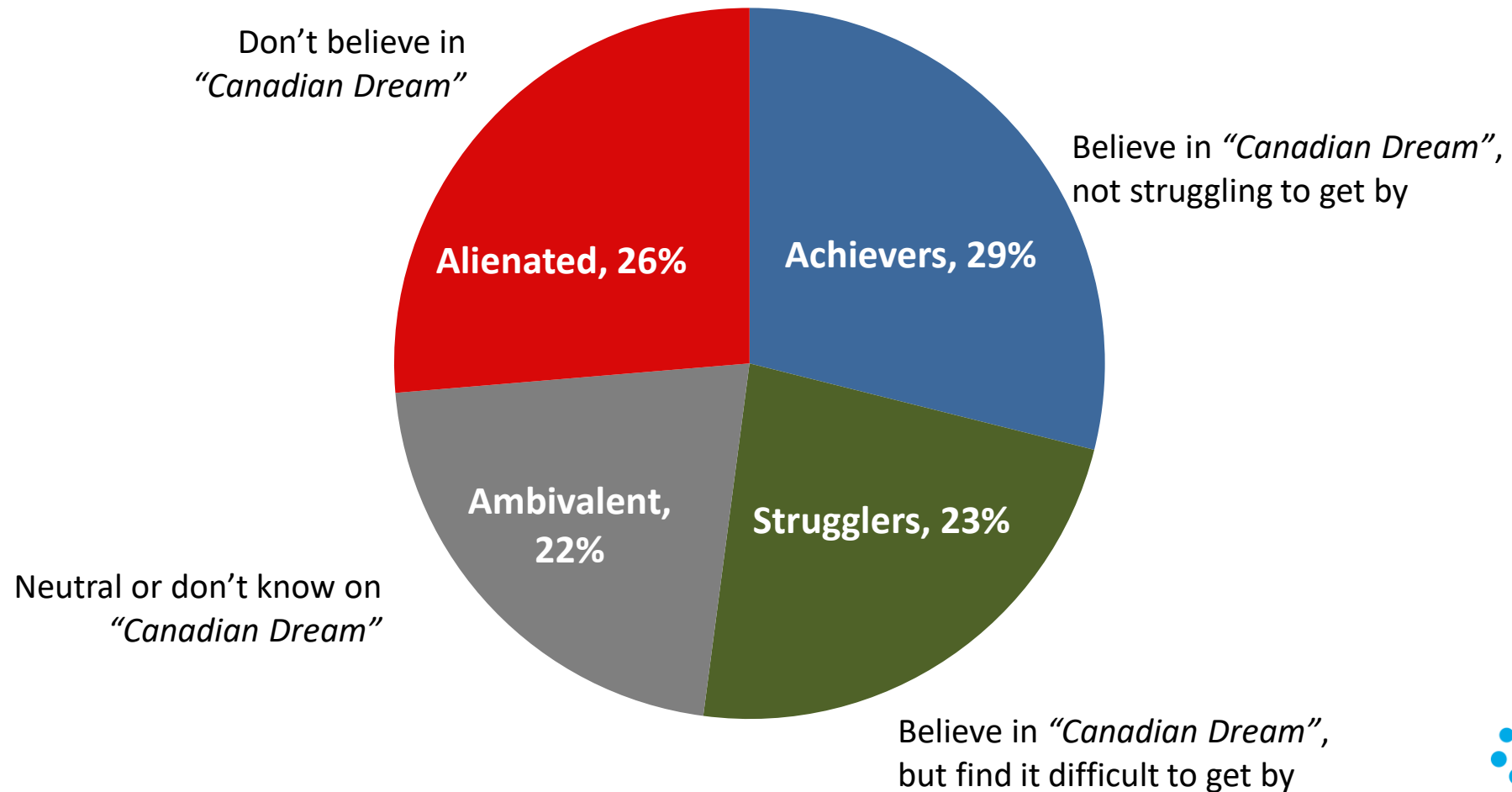
[asked of all respondents; n=300]



# Economic Gap Segmentation: Most Albertans are Dream Achievers (29%) followed by Alienated (26%)

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]

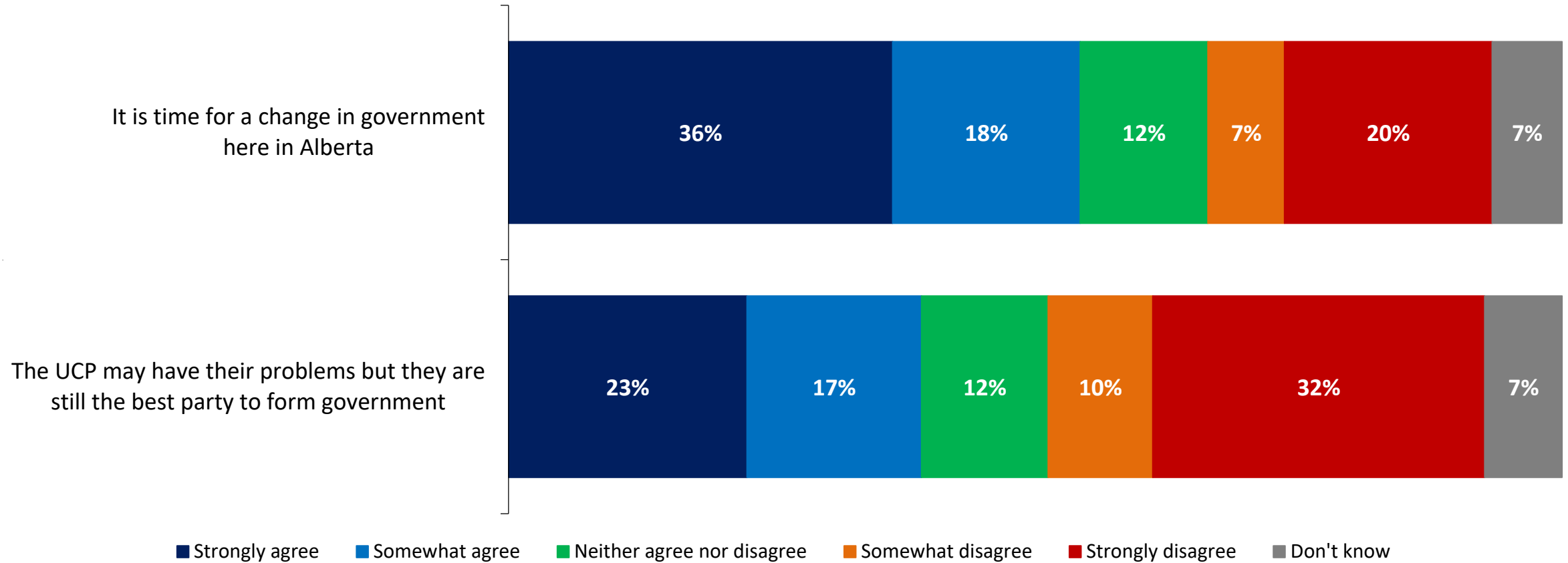


# Time for Change Attitudes: A majority (54%) say it is time for a change in government in Alberta



Do you agree or disagree with the following statements?

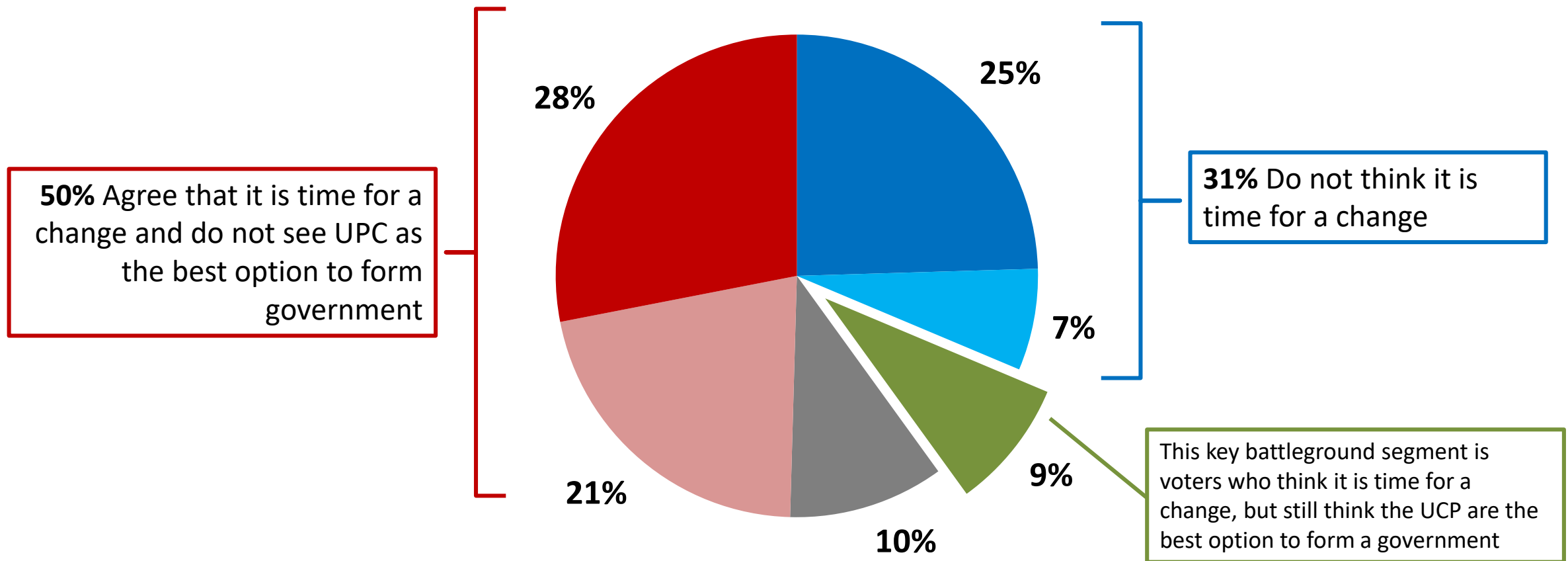
[asked of all respondents; n=300]





# Time for Change Segmentation: Half of Albertans believe it's time for a change and do not see the UCP as the best option to form gov't

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]



■ Core UCP ■ Soft UCP ■ Time for change ■ Uncertain ■ Soft anti-UCP ■ Hostile

# Leadership

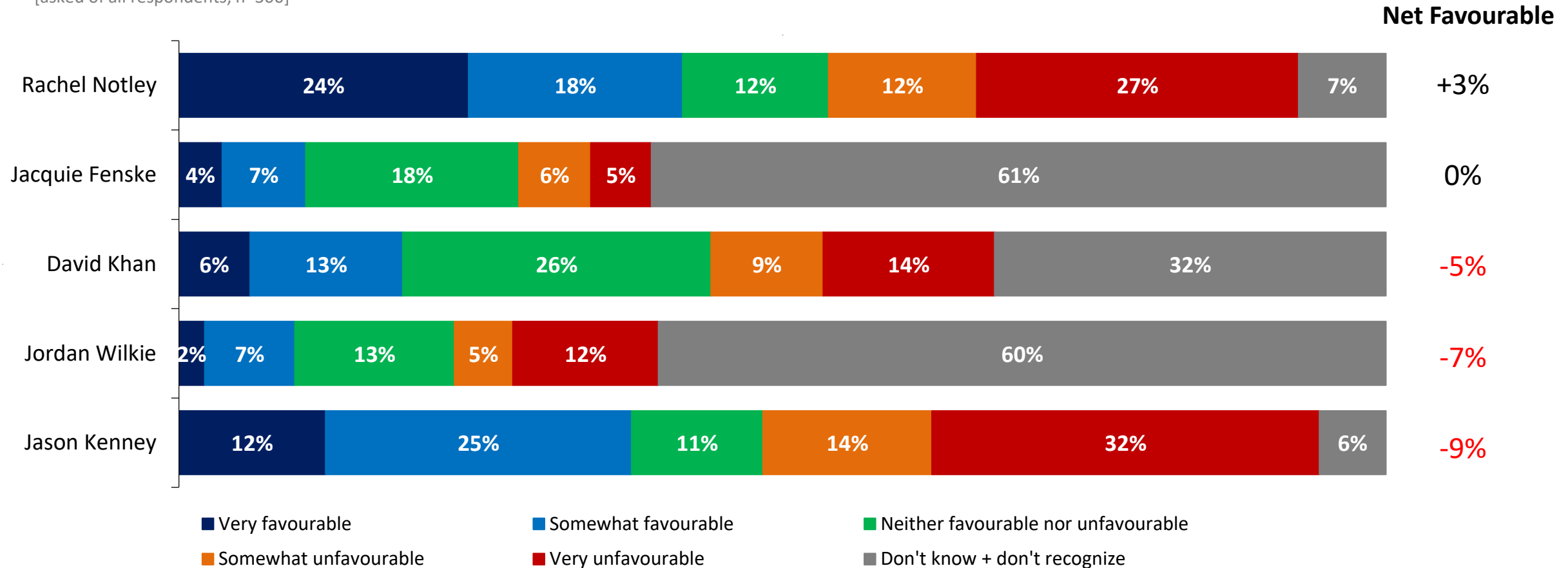
As Jason Kenney trends downwards on 'best premier' and favourability towards him in general, Rachel Notley remains steady, putting her ahead in favourability and on par with Kenney for 'best premier'.

# Leader Favours: Net favourability is highest for Rachel Notley (+3%)<sup>23</sup> while more are unfavourable of Kenney than favourable (-9% net)



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]

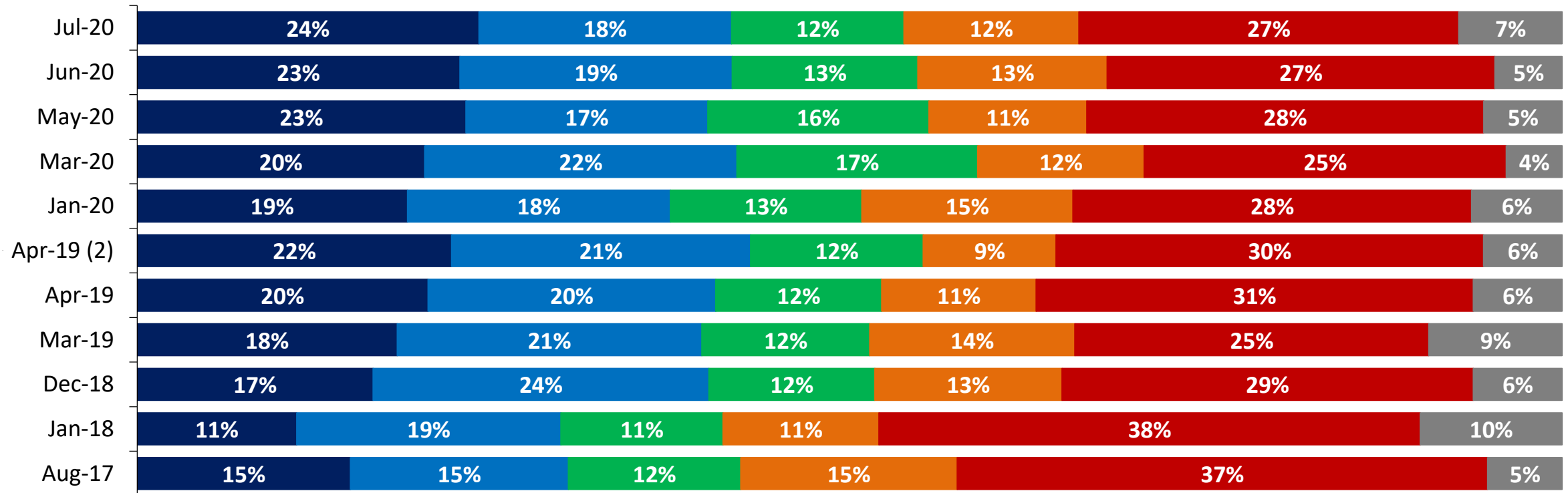


# Rachel Notley Favourability: Notley's favourability is steady since June with 42% saying they are favourable towards her



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]



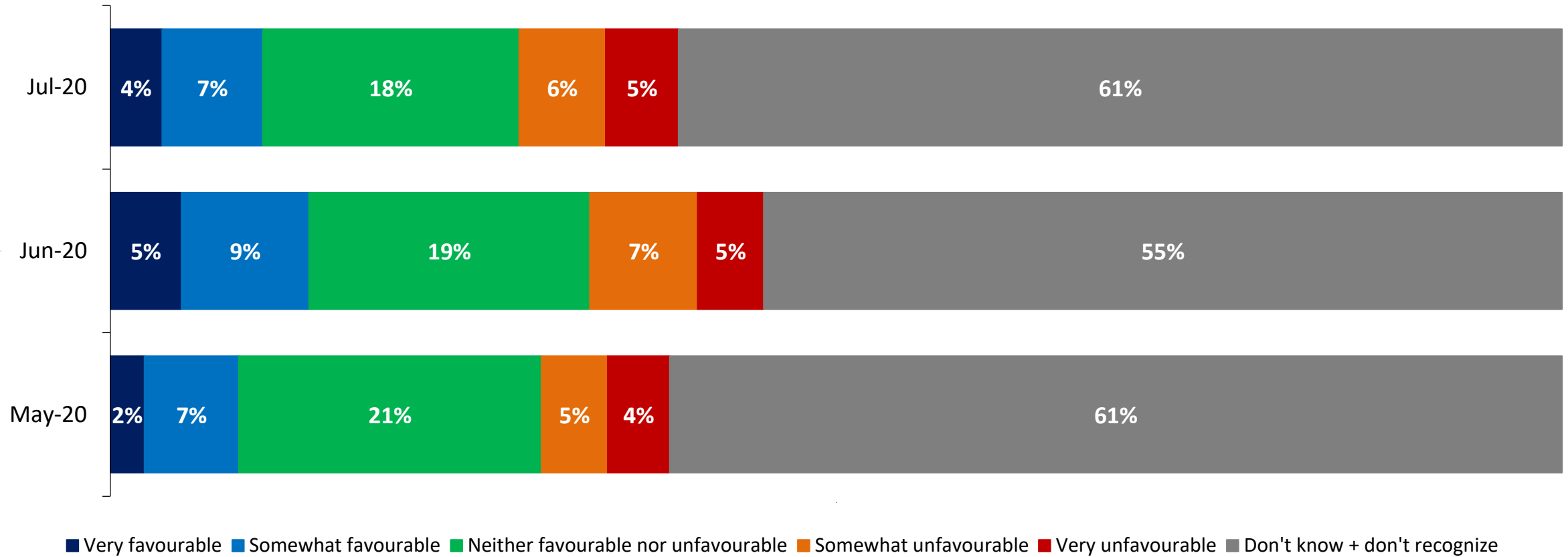
■ Very favourable 
 ■ Somewhat favourable 
 ■ Neither favourable nor unfavourable 
 ■ Somewhat unfavourable 
 ■ Very unfavourable 
 ■ Don't know + don't recognize

# Jacquie Fenske Favourability: Most (61%) either don't know their favourability towards Fenske or don't recognize her



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]

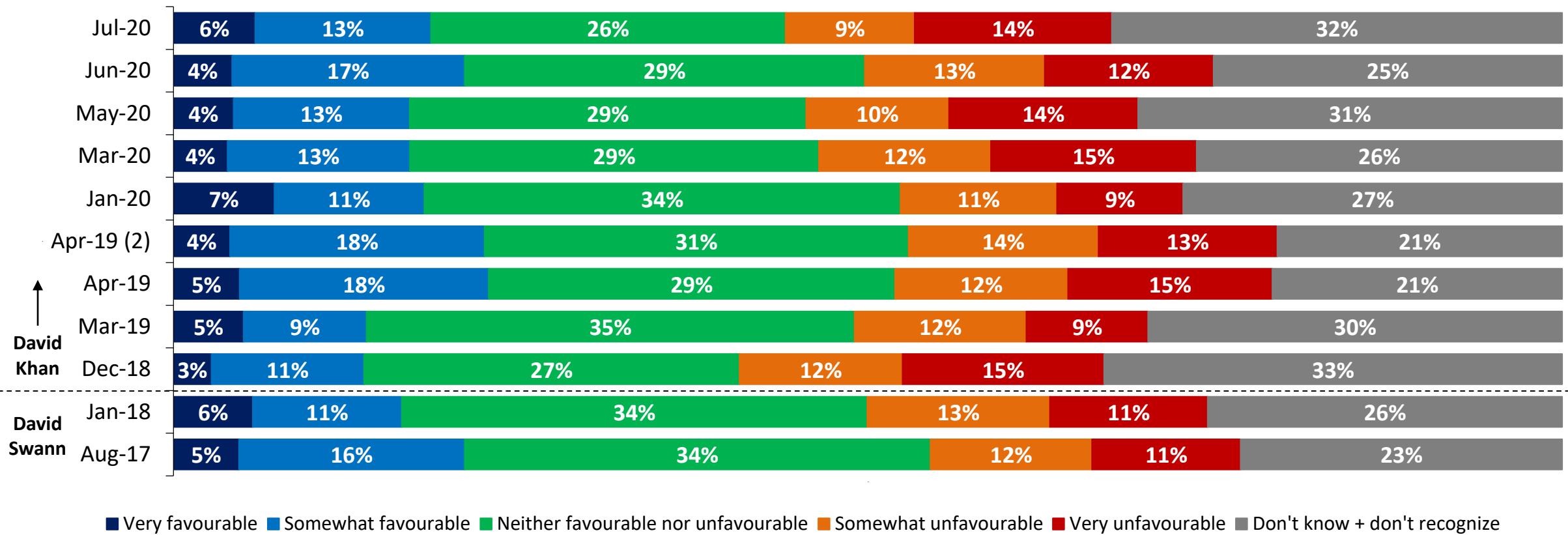


# David Khan Favourability: Those saying they are favourable towards Khan is steady since June; 1-in-3 don't know or don't recognize him



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]



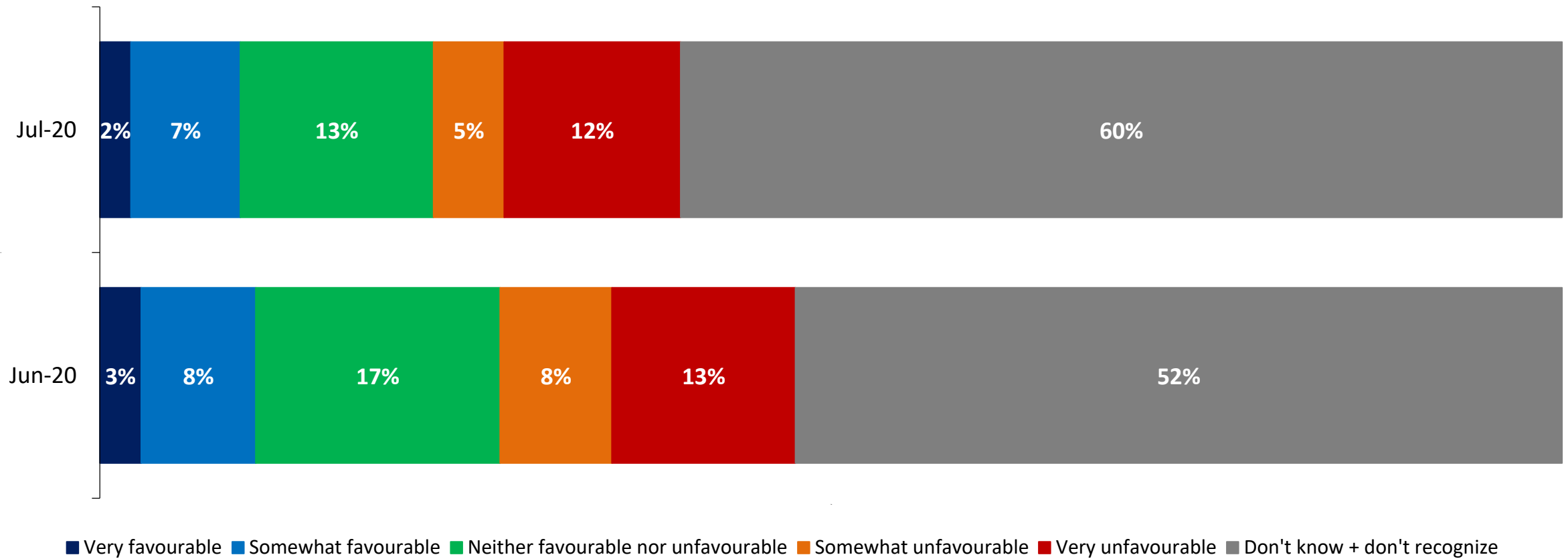


# Jordan Wilkie Favourability: Like with Fenske, most (60%) don't know how they feel towards Wilkie or don't recognize him



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]

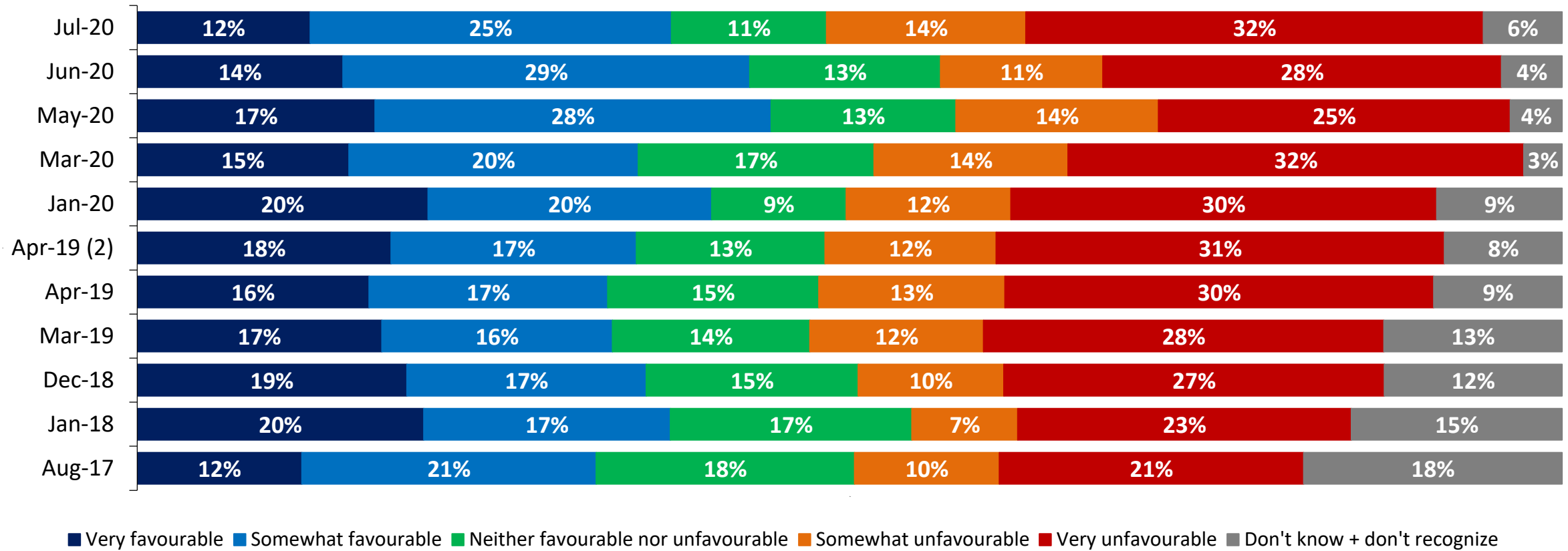


# Jason Kenney Favourability: The share saying they're favourable of Kenney is down 6 points directionally since June



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]

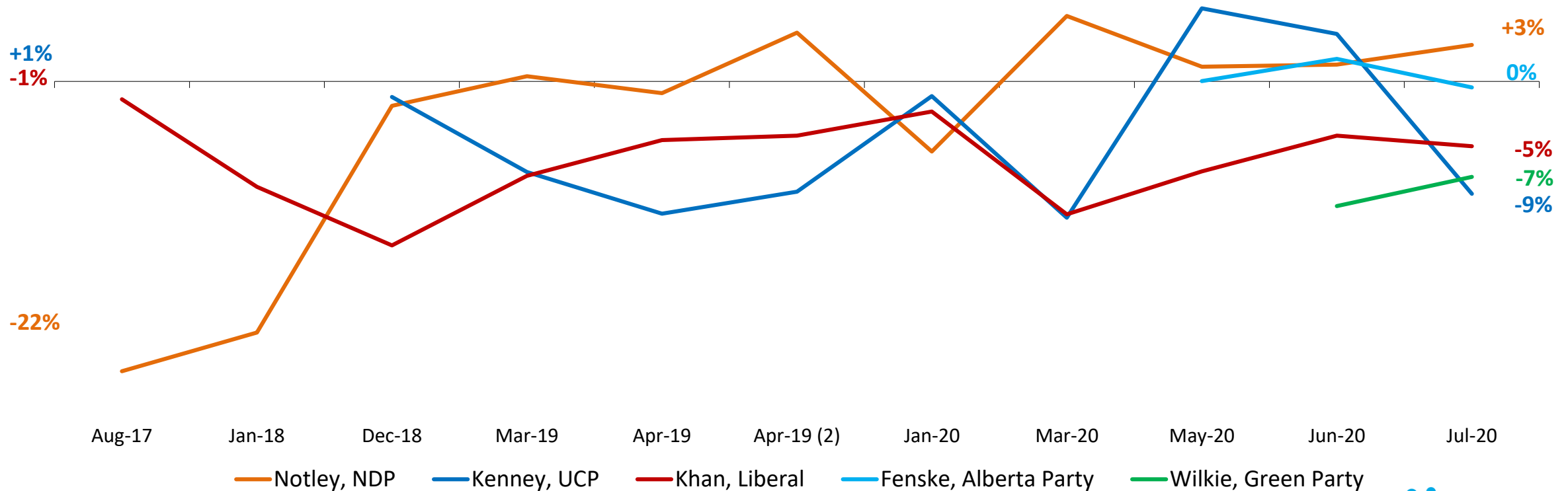


# Alberta Party Leader NET Favourables Tracking: Net favourability of all leaders is steady except for Kenney, who is down 10 points to -9%

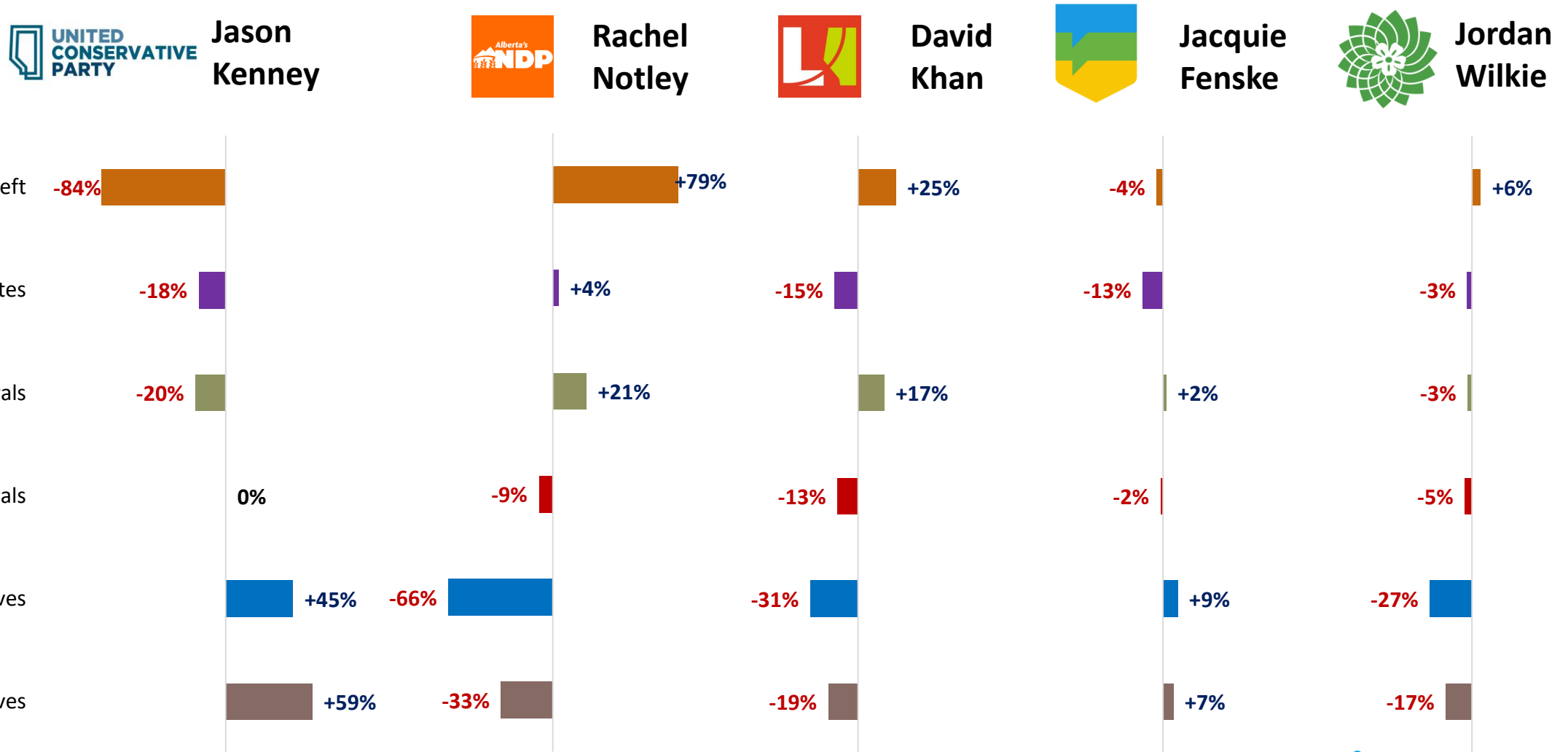
Q

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]



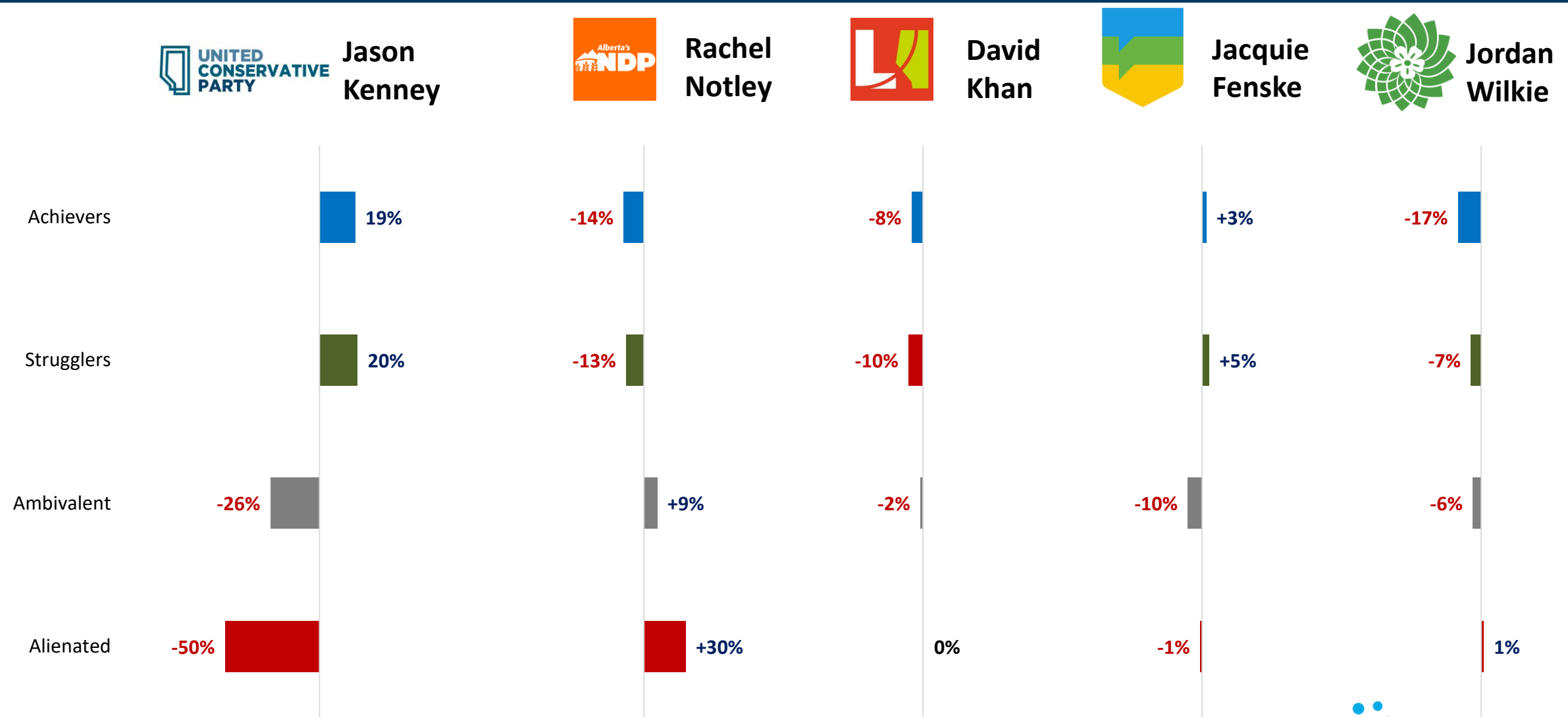
# Leader Favourability by Value Clusters: Kenney only receives net positive favourability among Conservative Groups, otherwise negative



## NET Favourability by Value Clusters:

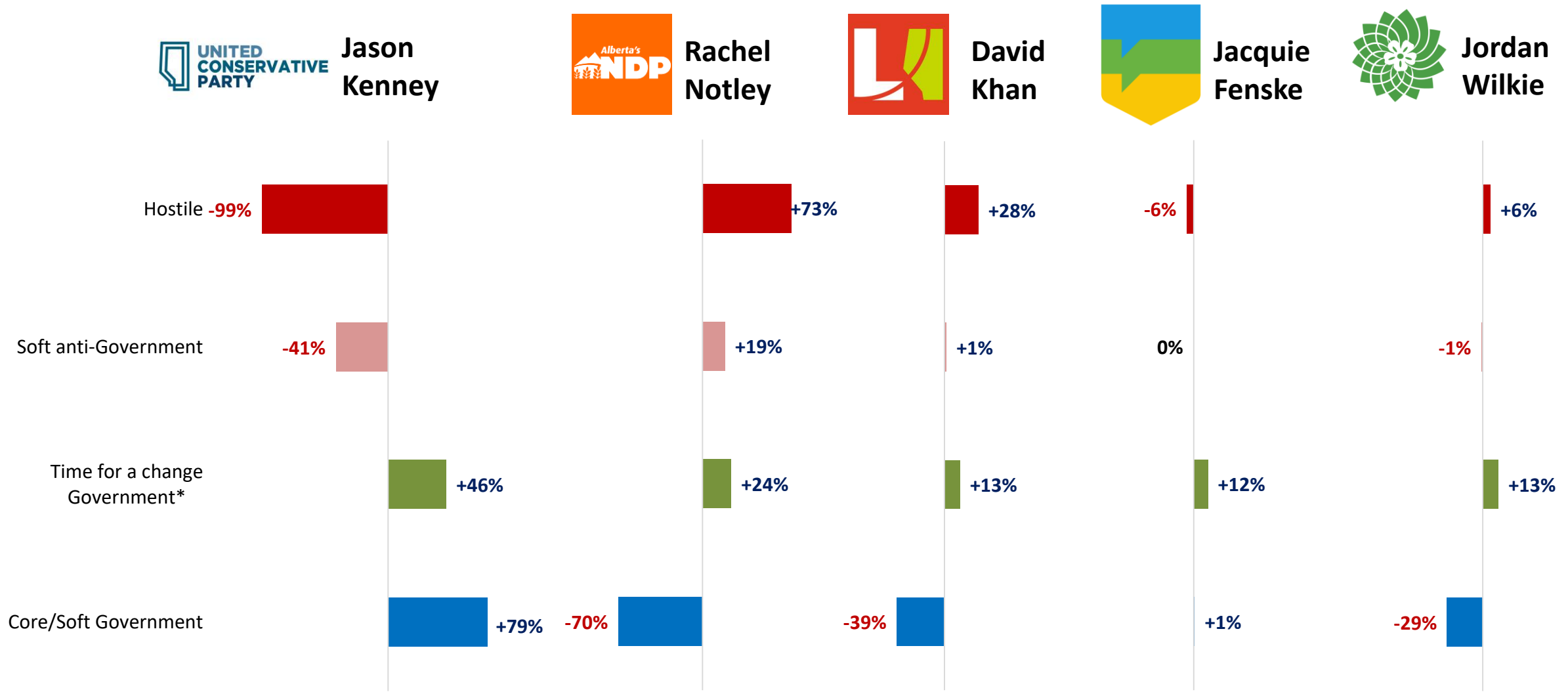
Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

# Leader Favourability by Economic Gap: The ‘Alienated’ group is most favourable of Notley (+30% net)



**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: Those who are hostile towards the gov't are most favourable of Notley (+73% net)



## NET Favourability by Time for a Change:

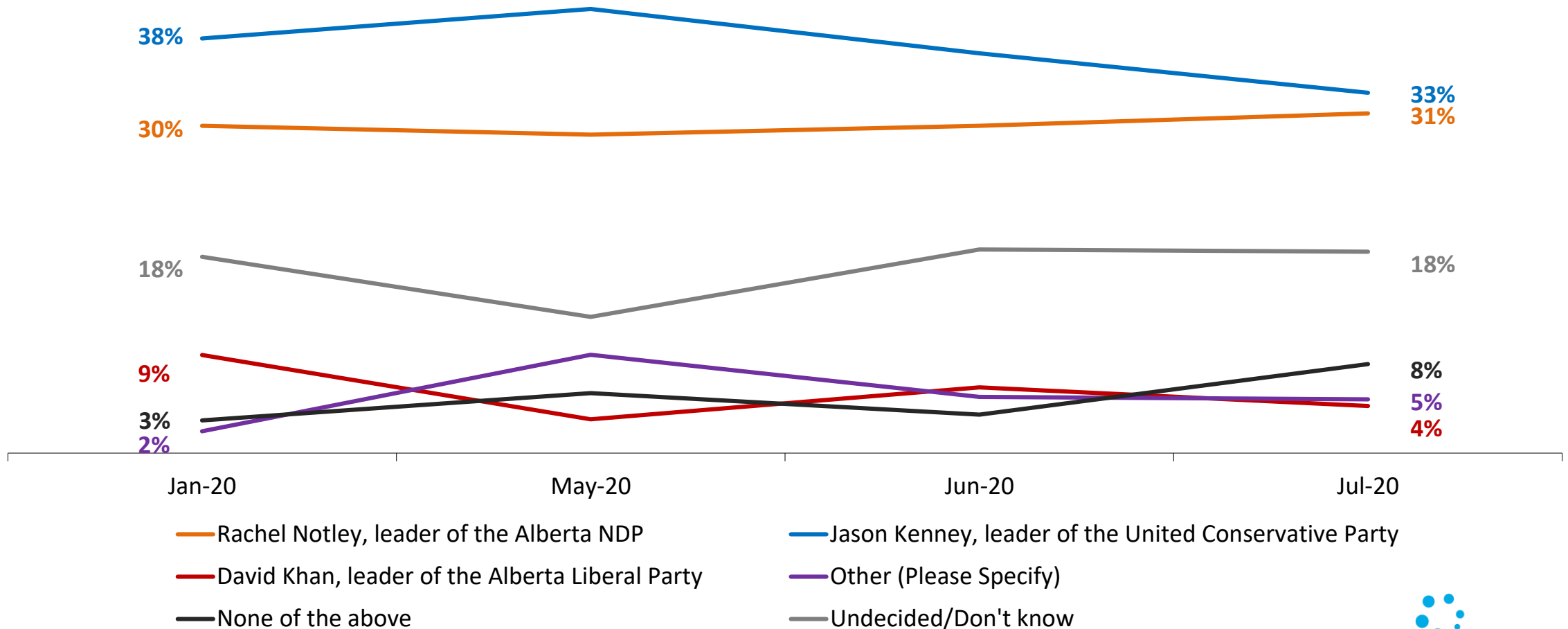
Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 time for a change segments.

**\*Note:** Small sample size (n<30), interpret results with caution; 'Uncertain' Time for a Change segment not shown due to insufficient sample size; Core and Soft Government groups combined due to insufficient sample sizes; Current data: July 2020



# Best Premier Tracking: Notley and Kenney are neck-in-neck for best Premier of Alberta; Kenney trending downwards since May

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

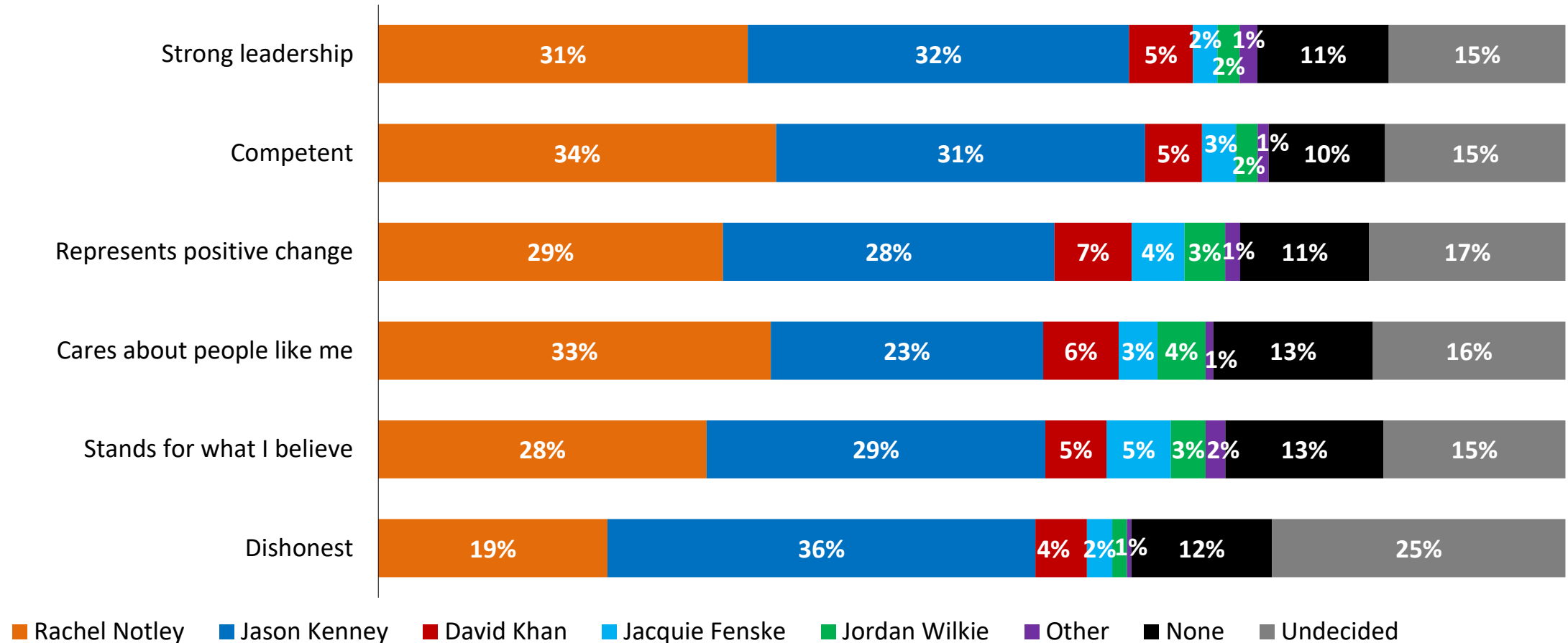


# Leader Qualities: Kenney and Notley are largely tied on all positive leader qualities while Kenney is ahead on 'Dishonest'



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

[asked of all respondents; n=300]



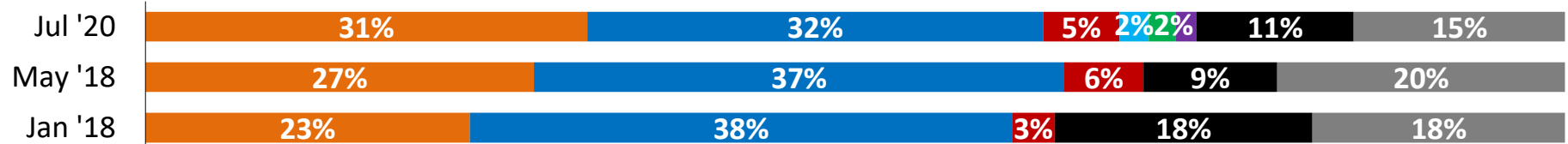
# Leader Qualities: Notley is up on all attributes, while Kenney is down since May 2018



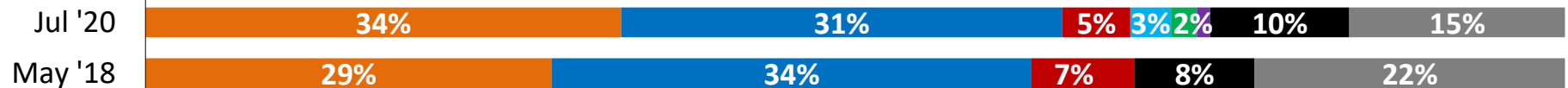
Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

[asked of all respondents; n=300]

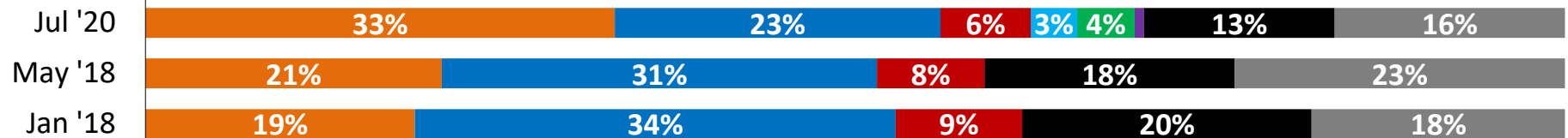
## Strong leadership



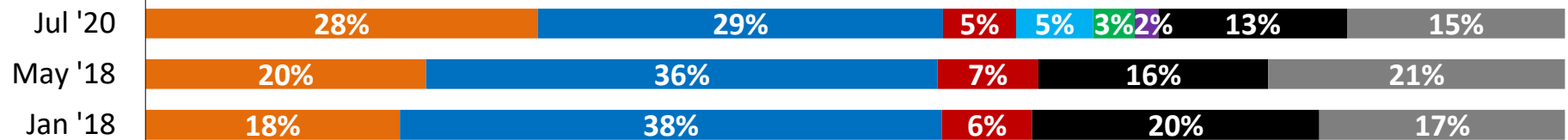
## Competent



## Cares about people like me



## Stands for what I believe



Rachel Notley, NDP

Jason Kenney, UCP

David Khan/David Swann, ALP

Jacquie Fenske, AP

Jordan Wilkie, Green Party

Other

None

Undecided

# The UCP remains ahead of the NDP in vote despite Notley's strong favourability numbers

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.

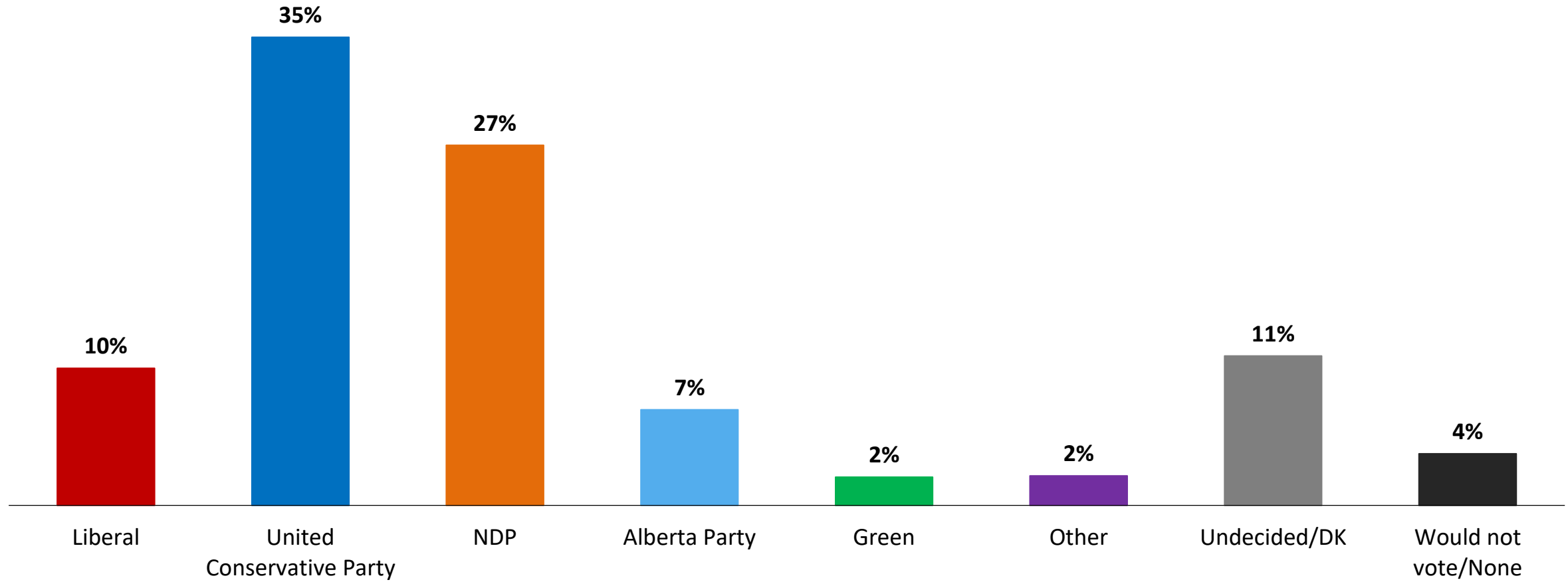
When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

# Provincial Combined Vote: The UCP (35%) is ahead of the NDP (27%) in combined 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]

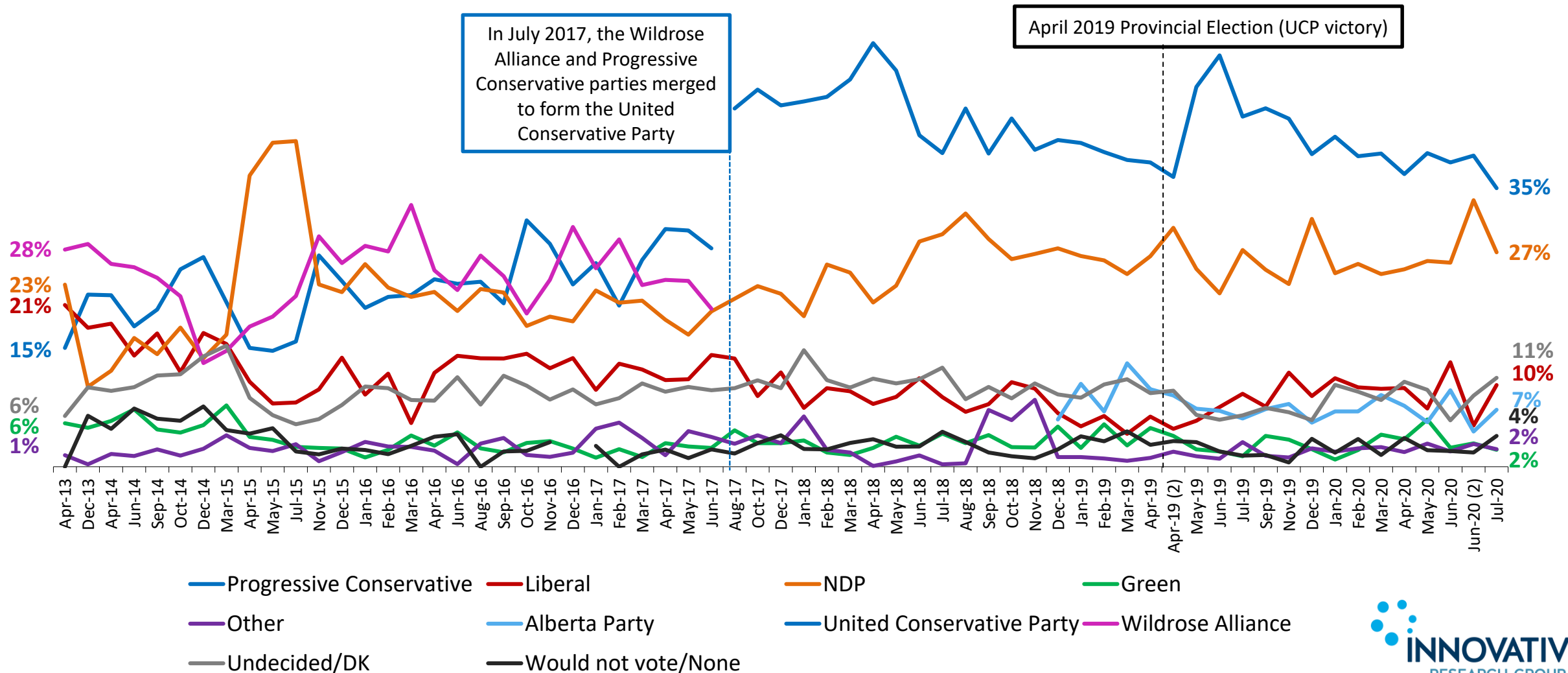


# Provincial Vote Tracking: The UCP have narrowed their lead over the NDP in the last few months, but still remain ahead of the NDP by 8-pts



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]

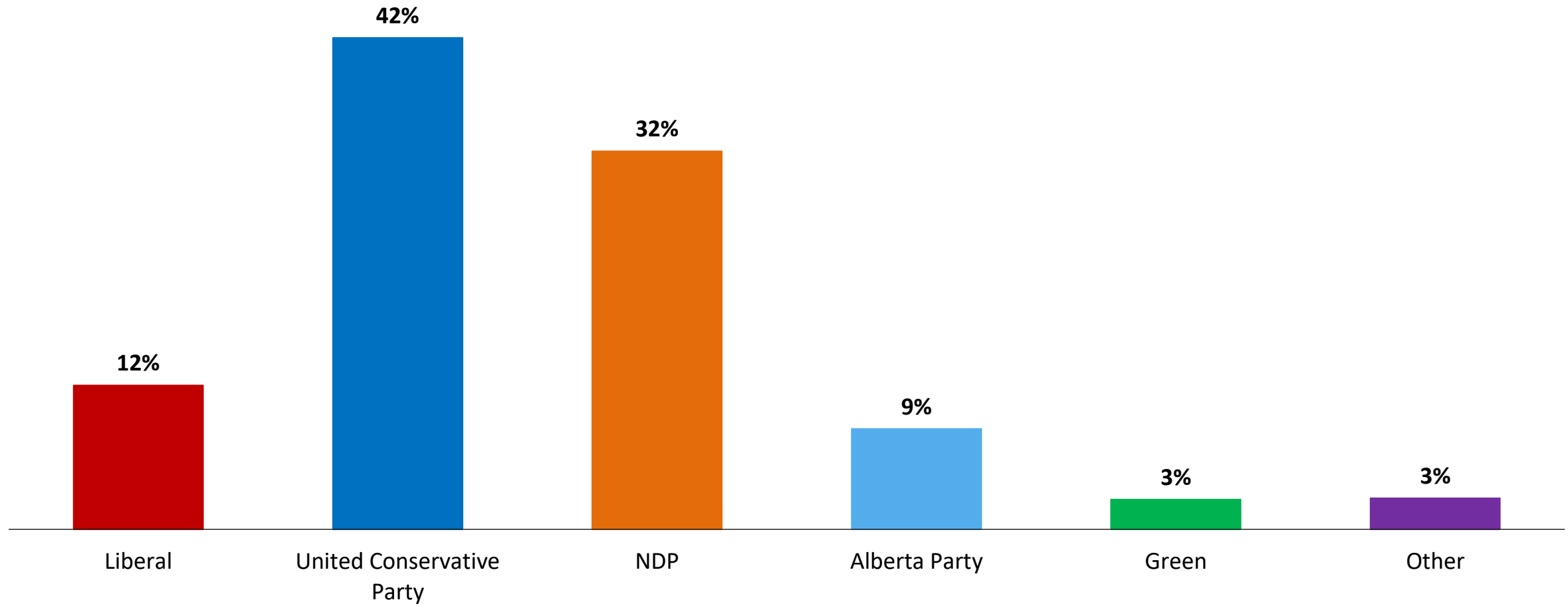


# Provincial Decided Vote: The UCP (42%) have a comfortable 10 point lead over the NDP (32%) in decided vote



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=254]

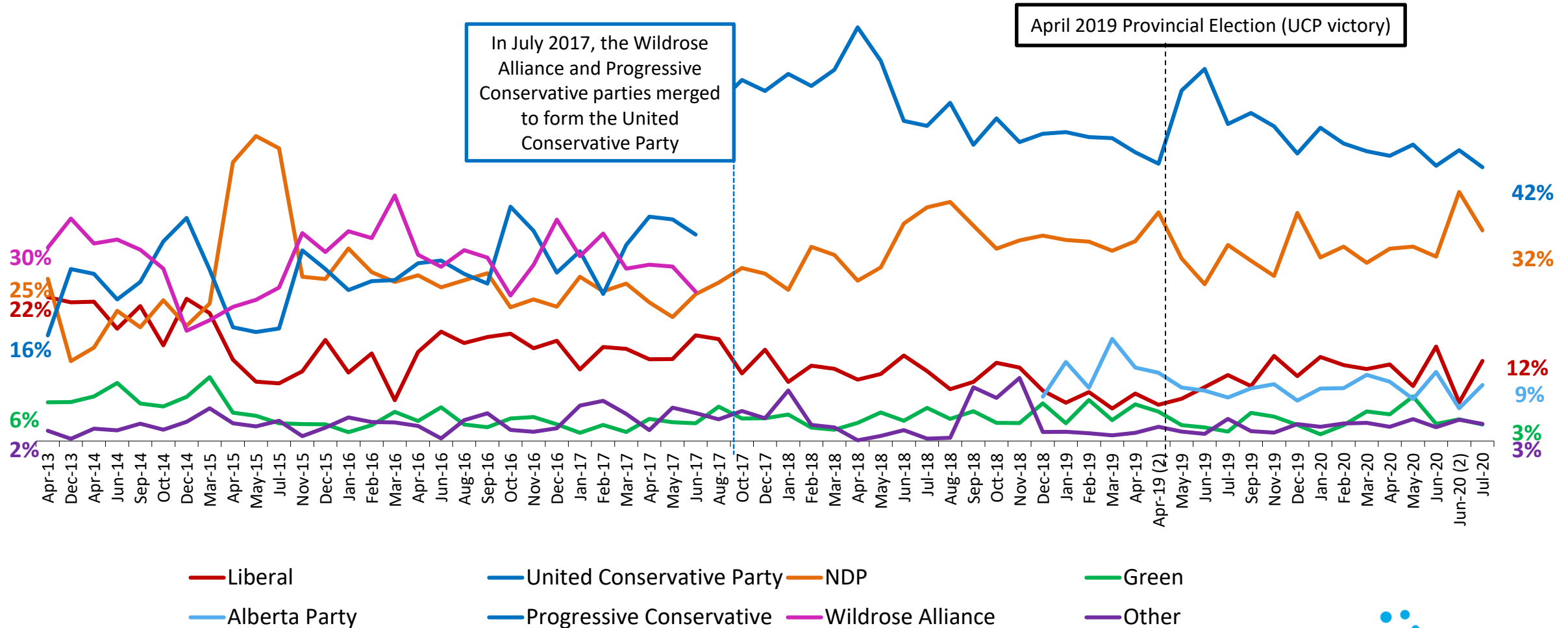


# Provincial Decided Vote Tracking: The UCP maintains a 10 point lead over the NDP in decided vote while other parties trail far behind



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=254]





# Decided Vote by Region: The UCP lead decided vote in every region except Edmonton where the NDP hold the highest vote share (43%)

Decided vote by Region

		Region		
		Calgary	Edmonton	Small Cities/Rural
		(N=83)	(N=77)	(N=94)
Decided Vote	Liberal	16%	16%	5%
	UCP	41%	32%	51%
	NDP	29%	43%	26%
	Alberta Party	9%	9%	8%
	Green	2%	1%	5%
	Other	3%	0%	5%

# Decided Vote by Value Cluster: The UCP lead in every value cluster except for Left Liberals & Core Left where the NDP is the clear top choice

Federal Decided Vote	Value Clusters					
	Deferential Conservatives*	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
	(N=28)	(N=49)	(N=49)	(N=40)	(N=33)	(N=55)
Liberal	4%	0%	17%	25%	23%	7%
United Conservative Party	75%	79%	41%	23%	42%	5%
NDP	5%	10%	26%	45%	12%	74%
Alberta Party	11%	5%	12%	4%	17%	6%
Green	2%	0%	2%	4%	0%	7%
Other	2%	6%	2%	0%	6%	0%

# Decided Vote by Economic Gap: Achievers (53%) and Strugglers (55%) are most likely to say they would vote for the UCP

Provincial Decided Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=78)	(N=61)	(N=45)	(N=69)
Liberal	7%	18%	16%	11%
United Conservative Party	53%	55%	36%	21%
NDP	27%	14%	32%	55%
Alberta Party	8%	12%	11%	4%
Green	1%	1%	4%	4%
Other	4%	0%	0%	6%

# Decided Vote by Time for Change: Among those hostile towards the government, the NDP (71%) has a strong majority of the vote share

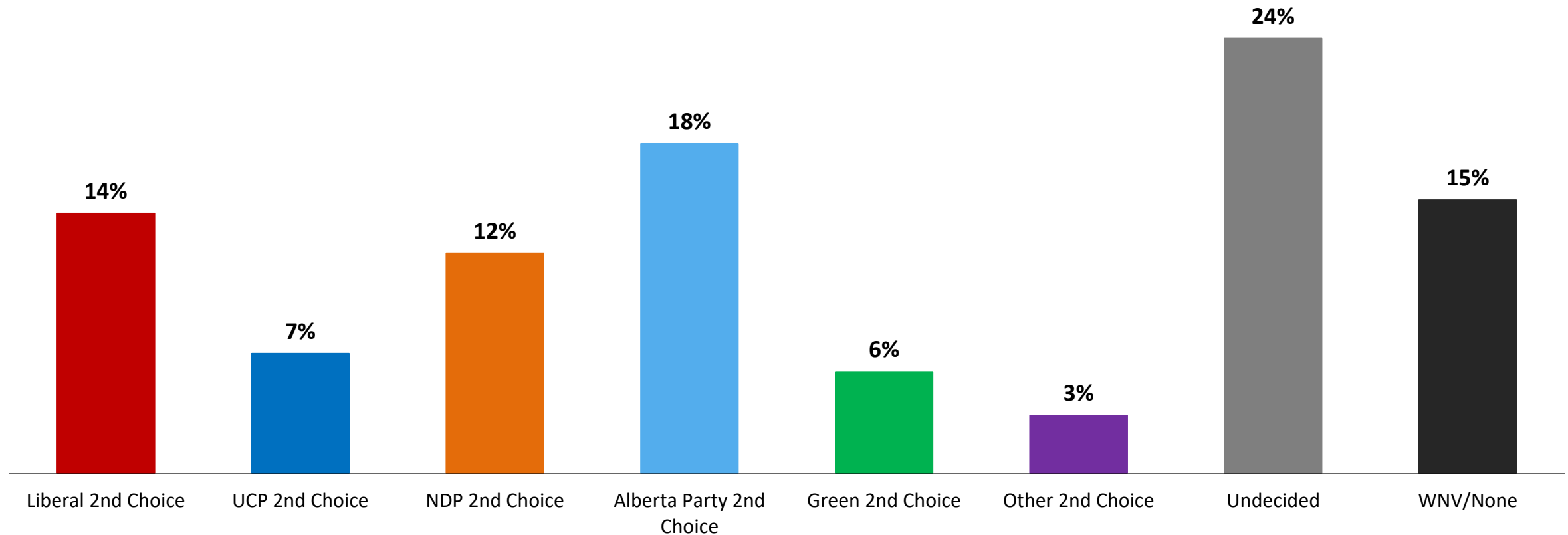
Decided Vote	Time for Change			
	Core/Soft Government	Time for a change Government*	Soft anti-Government	Hostile
	(N=89)	(N=25)	(N=46)	(N=80)
Liberal	1%	39%	24%	10%
United Conservative Party	94%	33%	11%	1%
NDP	0%	21%	41%	71%
Alberta Party	5%	0%	18%	8%
Green	0%	3%	4%	5%
Other	0%	4%	1%	5%

# Provincial 2nd Choice: A plurality (24%) are undecided on their second choice; otherwise top 2<sup>nd</sup> choice party is the Alberta party (18%)



And which party would be your second choice?

[only decided voters; n=254]



# Provincial 2nd Choice: The top 2<sup>nd</sup> choice of NDP voters is the Liberals and vice versa; a plurality of UCP voters are undecided on 2<sup>nd</sup> choice

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

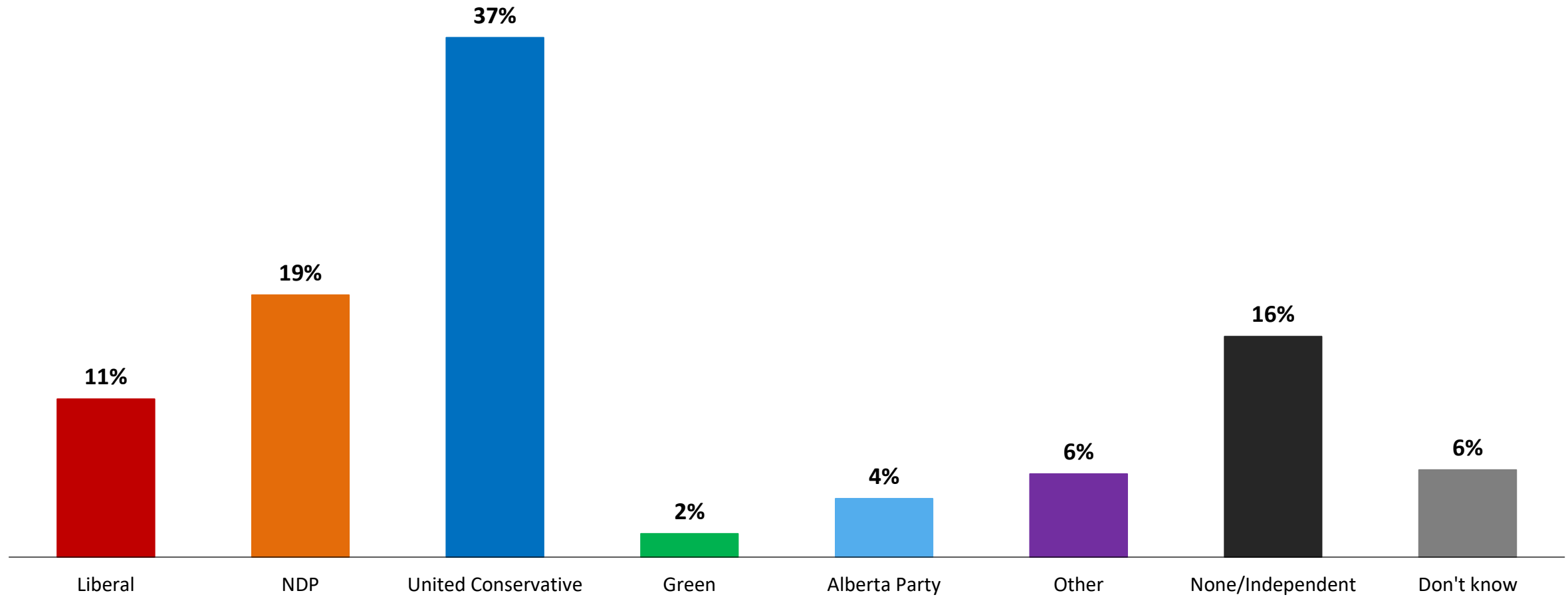
Second Choice	First Choice			
	Liberal 1st Choice	UCP 1st Choice	NDP 1st Choice	Alberta Party 1st Choice*
	(N=31)	(N=106)	(N=82)	(N=22)
	Liberal 2nd Choice	5%	36%	7%
	UCP 2nd Choice	15%	5%	30%
	NDP 2nd Choice	34%	10%	29%
	Alberta Party 2nd Choice	22%	22%	
	Green 2nd Choice	22%	8%	2%
	Other 2nd Choice	0%	0%	0%
	Undecided	8%	25%	10%
	WNV/None	0%	5%	22%

# Provincial Party ID: Almost 2-in-5 Albertans think of themselves as UCP partisans (37%) followed by NDP (19%)



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

[asked of all respondents; n=300]

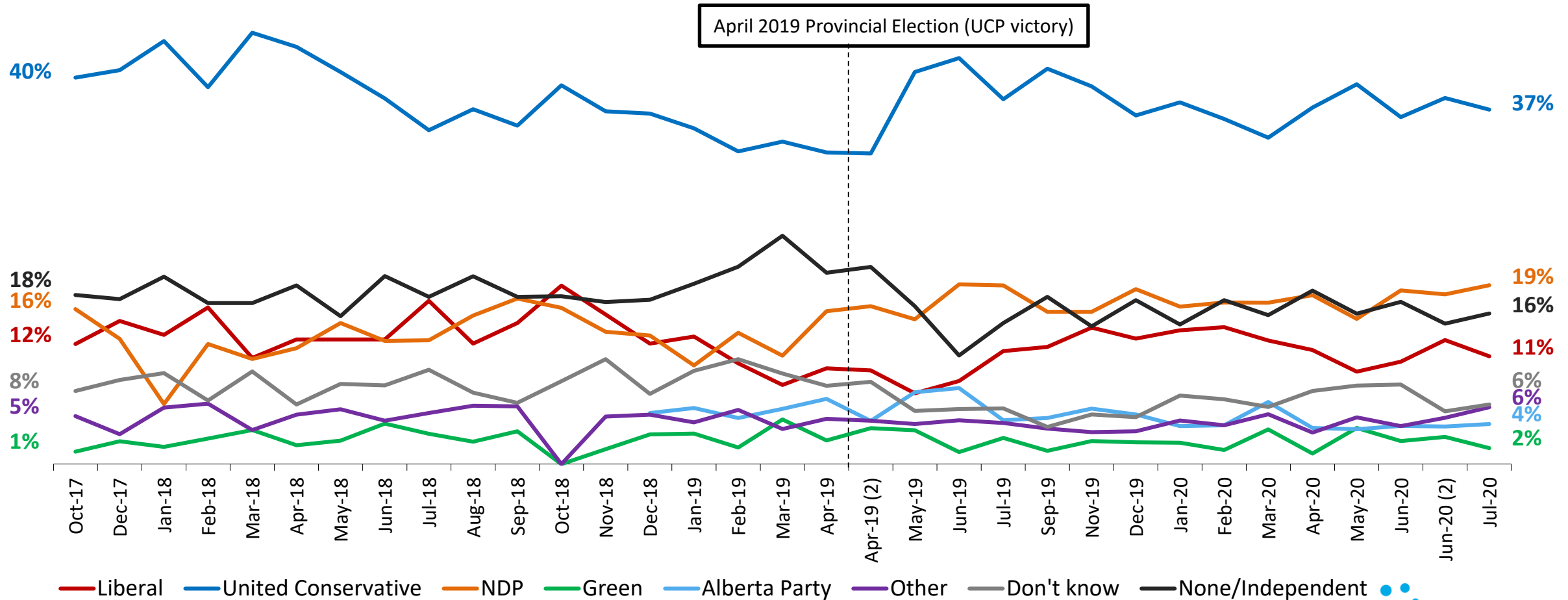


# Provincial Party ID Tracking: Party ID has remained steady since June, with far more identifying with the UCP (37%) over the NDP (19%)



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 are the most loyal with 85% of their vote going towards their own party

		Provincial Party Identification				
		Liberal	NDP	United Conservative	Other	Unaligned
		(N=34)	(N=56)	(N=110)	(N=35)	(N=65)
Provincial Combined Vote	Liberal	65%	6%	3%	3%	2%
	NDP	17%	85%	6%	19%	23%
	UCP	2%	3%	82%	16%	13%
	Alberta Party	11%	5%	4%	26%	4%
	Green	0%	1%	0%	15%	1%
	Other	0%	0%	2%	13%	0%
	Undecided/DK	5%	0%	3%	3%	43%
	Would not vote/None	0%	0%	0%	5%	15%

Note: Current data: July 2020

# Reopening

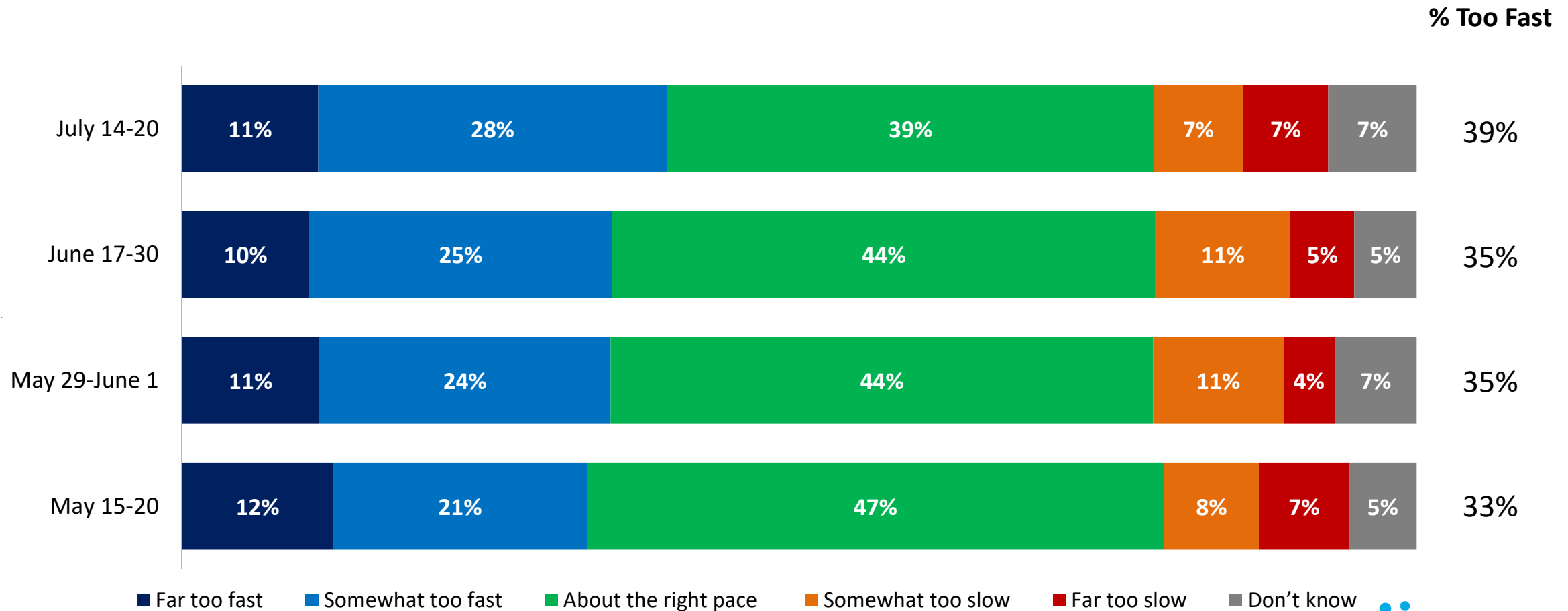
Those saying the provincial government is going 'too fast' in the steps they've taken to ease restrictions is up 4 points directionally since late June. The share saying they are going at the right pace is now the same as the share saying 'too fast'.

# Easing Restrictions, Provincial: Those saying the provincial government is going too fast is up 4 points directionally since late June <sup>51</sup>



Now, thinking about the steps the **provincial** government in Alberta has taken so far to ease restrictions on businesses and social contacts, do you think the provincial government has gone too fast, has gone too slow, or has gone about the right pace?

[asked of all respondents; n=300]



# Methodology

# Survey Methodology

**These are the results of an online survey conducted between July 14<sup>th</sup> to July 20<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=344 Alberta residents, 18 years or older. The results are weighted to n=300 based on Census data from Statistics Canada.

**Field Dates:** July 14<sup>th</sup> to July 20<sup>th</sup>, 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>Men 18-34</b>	35	10.2%	48	16.1%
<b>Men 35-54</b>	42	12.2%	55	18.3%
<b>Men 55+</b>	89	25.9%	46	15.4%
<b>Women 18-34</b>	57	16.6%	47	15.7%
<b>Women 35-54</b>	65	18.9%	54	18.0%
<b>Women 55+</b>	56	16.3%	49	16.5%
<b>Calgary</b>	121	35.2%	95	31.6%
<b>Edmonton</b>	118	34.3%	95	31.7%
<b>Small Cities/Rural</b>	105	30.5%	110	36.7%

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**Building Understanding.**

