



Canada This Month

Alberta Politics

Public Opinion Research
Release Date: September 16, 2021
Field Dates: September 10, 2021 to September 12, 2021

Alberta Politics

The latest COVID-19 wave has had major impacts on the Albertan political landscape. Disapproval of the government's handling of the outbreak has hit an all-time high while general government satisfaction has also seen a decline this month. The UCP now trail the NDP among all voters and also trail in key segments.

Today, INNOVATIVE is releasing results from September 2021 *Canada This Month* survey, with additional results drawn from a parallel survey conducted on the Lucid exchange platform. Both online surveys were in field from September 10th to 12th with a weighted sample size of 200 Alberta residents for the main survey and a weighted sample size of 175 in the secondary sample. 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.

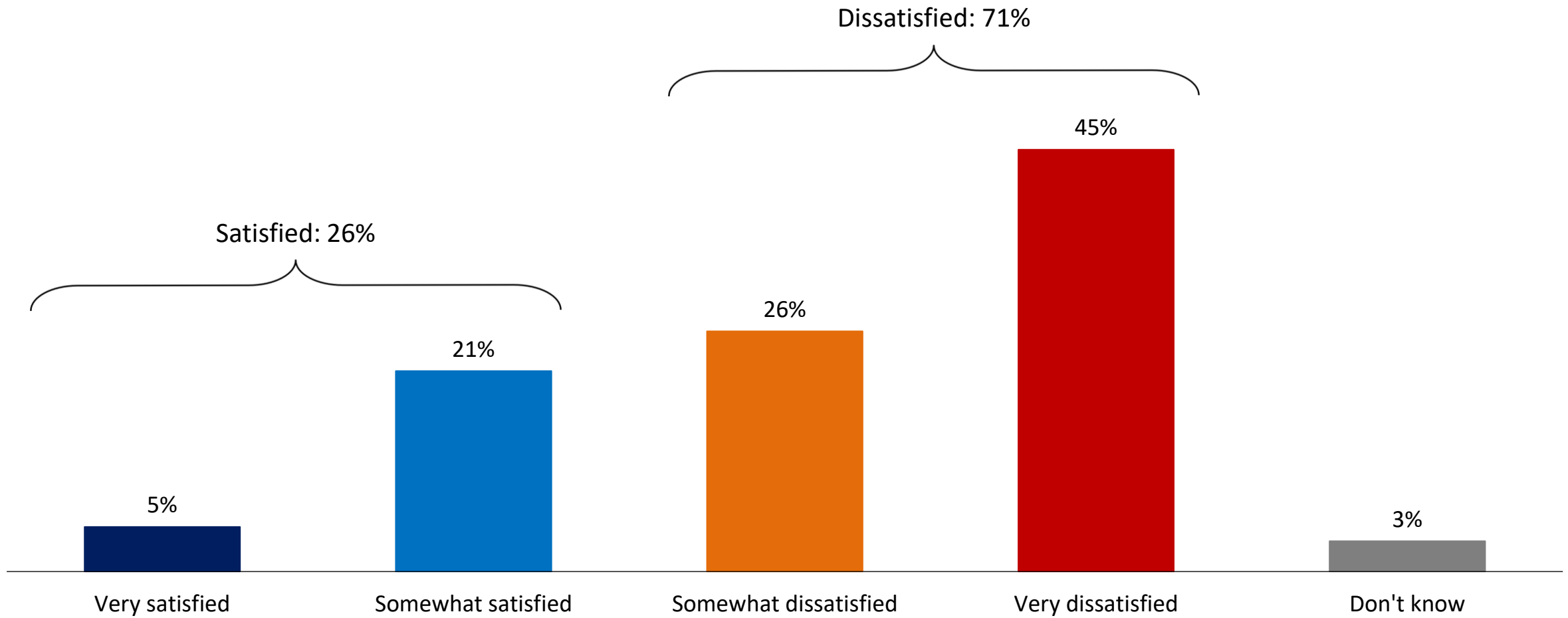
Government Approval

Satisfaction with the Alberta government is down month-to-month with 7-in-10 Albertans now saying they are dissatisfied with their government.

Government Satisfaction: In Alberta, more than 7-in-10 are dissatisfied with the provincial government



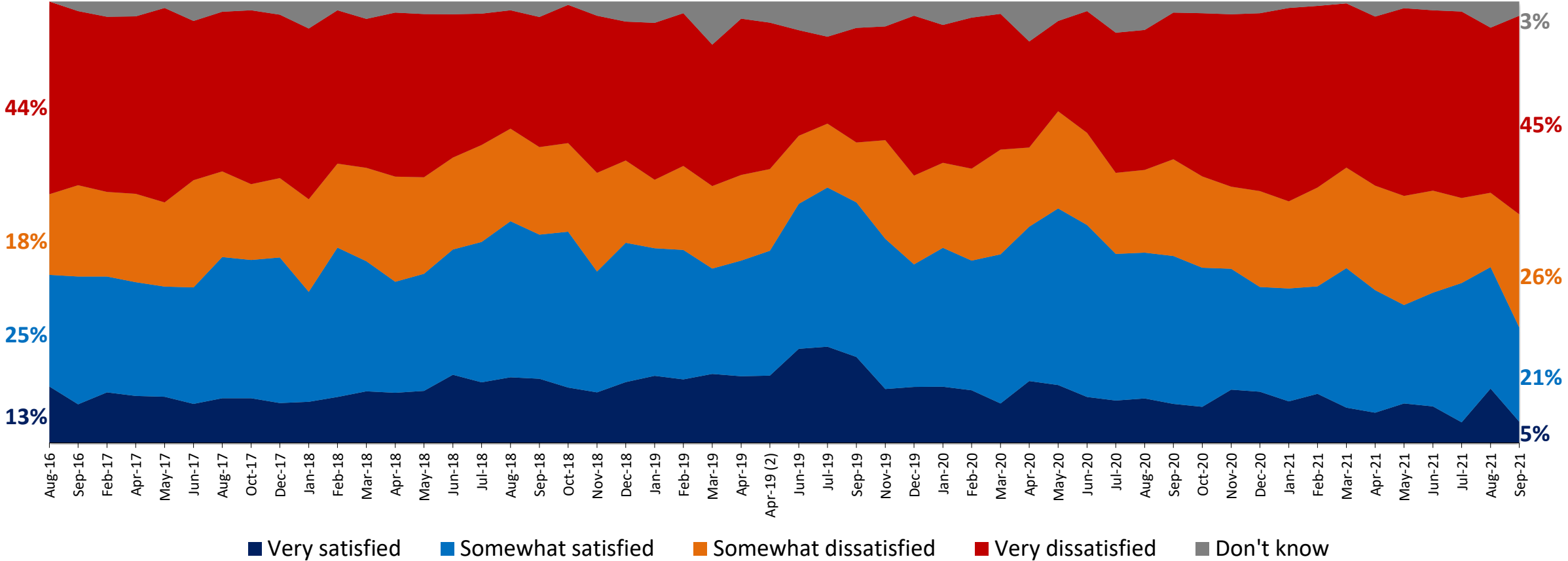
Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Alberta? Would you say you are...?
[asked of all respondents; n=200]



Government Satisfaction Tracking: Satisfaction with the Alberta government is down after a slight rebound in the summer



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=200]

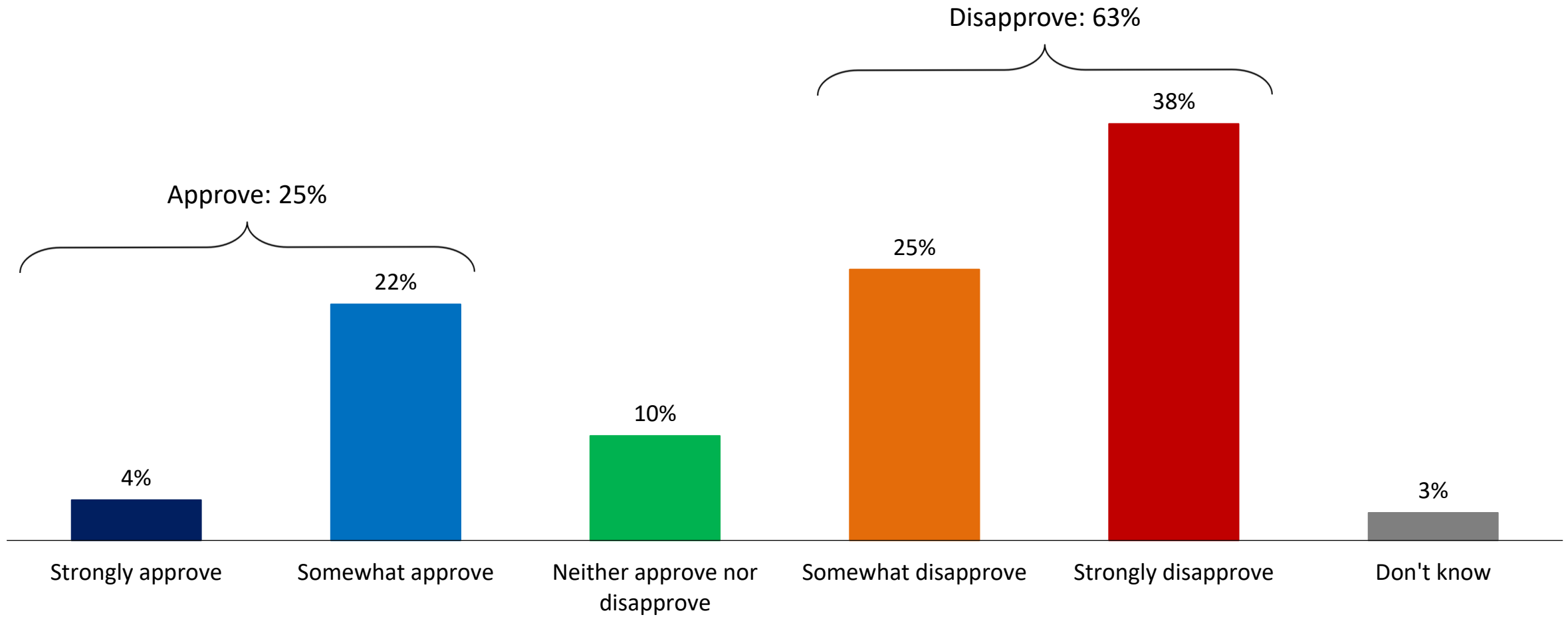


COVID-19 Handling: A majority disapprove of the Alberta Government's handling of COVID-19



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

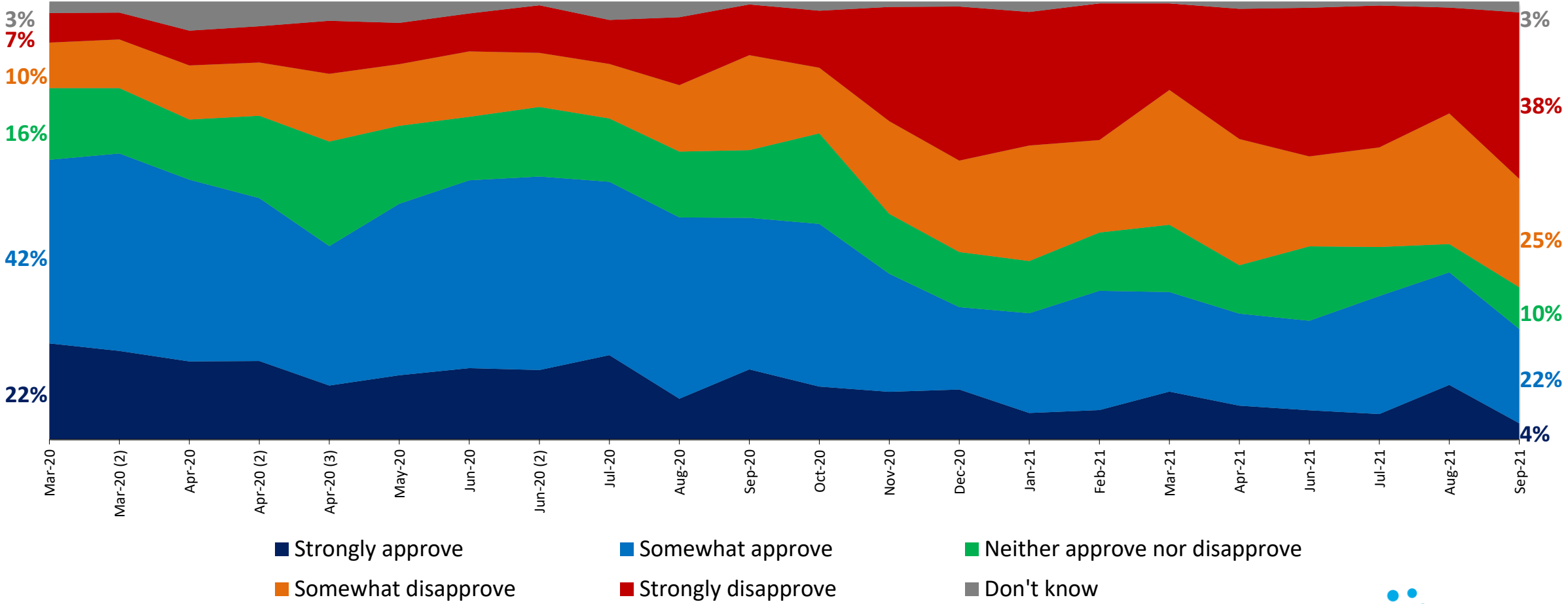
[asked of all respondents; n=175]



COVID-19 Handling Tracking: Alberta Government disapproval drops to record low



Do you approve or disapprove of the way the Alberta Government has handled the outbreak of COVID-19?
[asked of all respondents; n=175]



Current data: September 2021
Note: COVID-19 specific results are drawn from a parallel survey conducted on the Lucid exchange platform. See appendix for details.

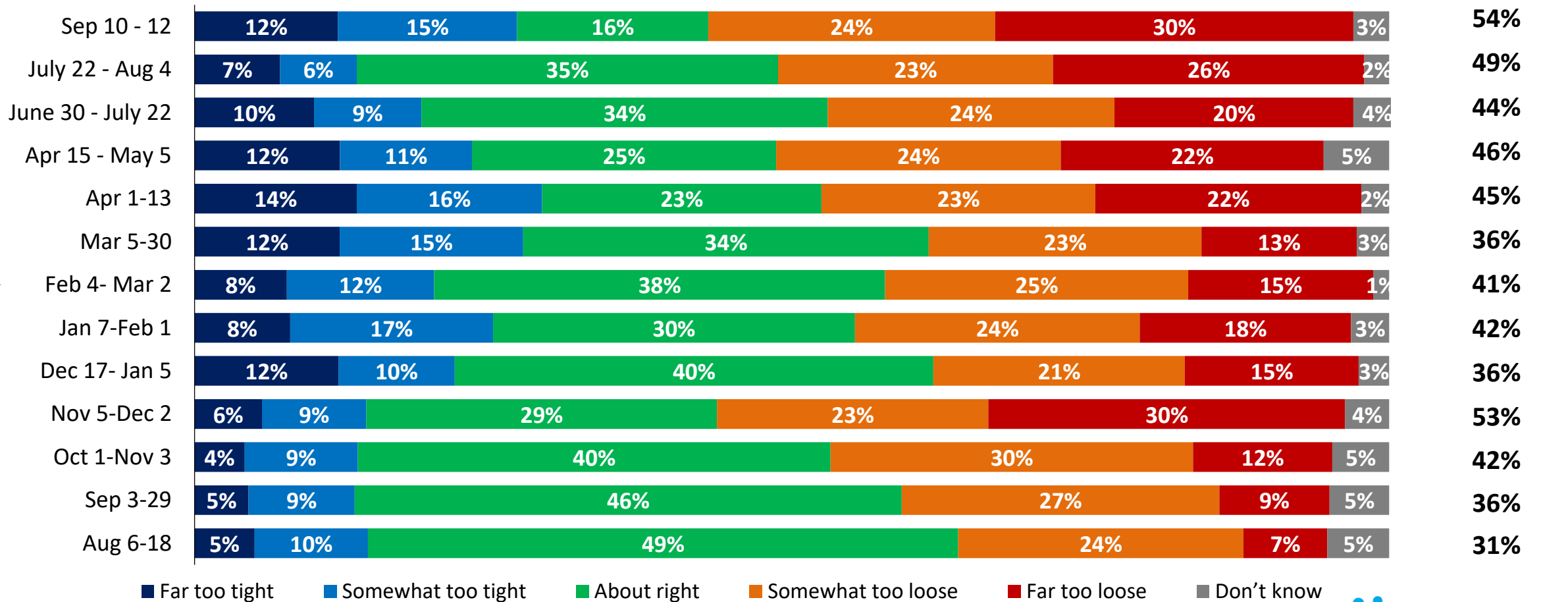


Provincial Restrictions : More than half of Albertans say the provincial restrictions are 'too loose' (54%)



Now, thinking about the restrictions the provincial government in Alberta currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?

[asked of all respondents; n=175]



Current data: September 2021
 Note: COVID-19 specific results are drawn from a parallel survey conducted on the Lucid exchange platform. See appendix for details.

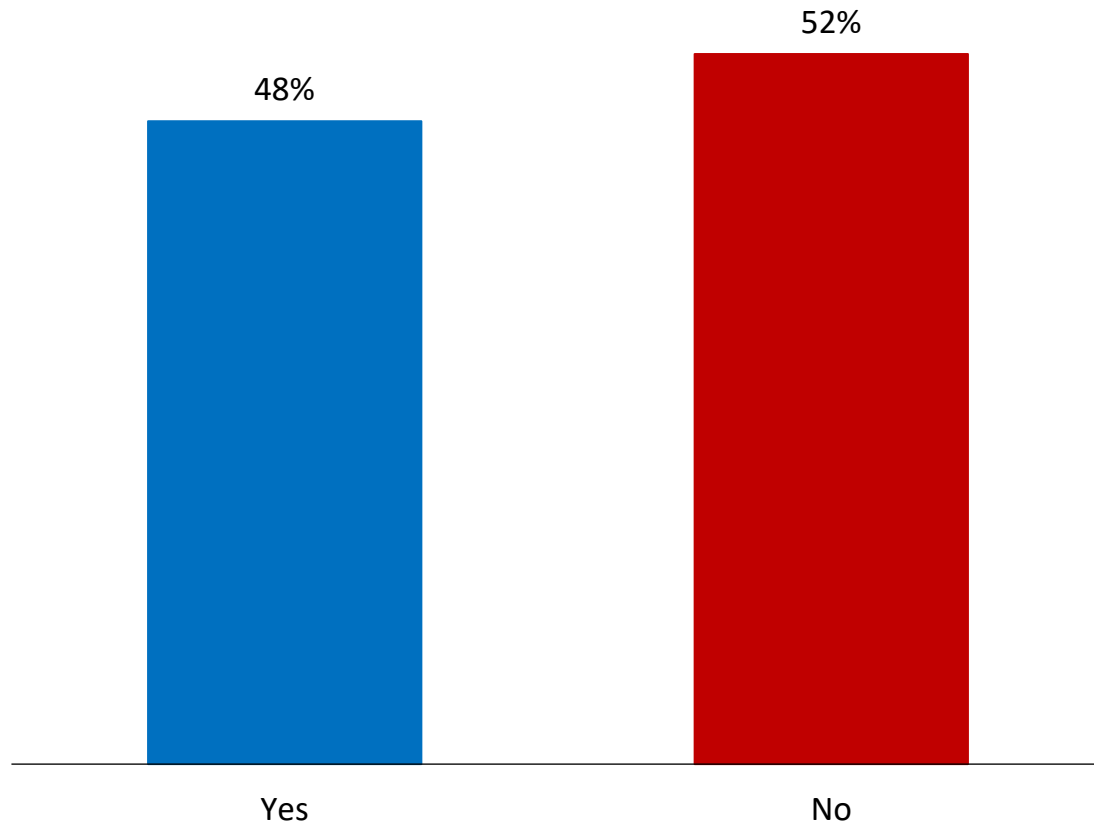
Read, Seen, Heard

While attention to the provincial government in Alberta is down month-to-month, the impact of what people are hearing has become far more negative.

Alberta Read, Seen, Heard: Latest news about Alberta Government leaves more than 7-in-10 less favourable

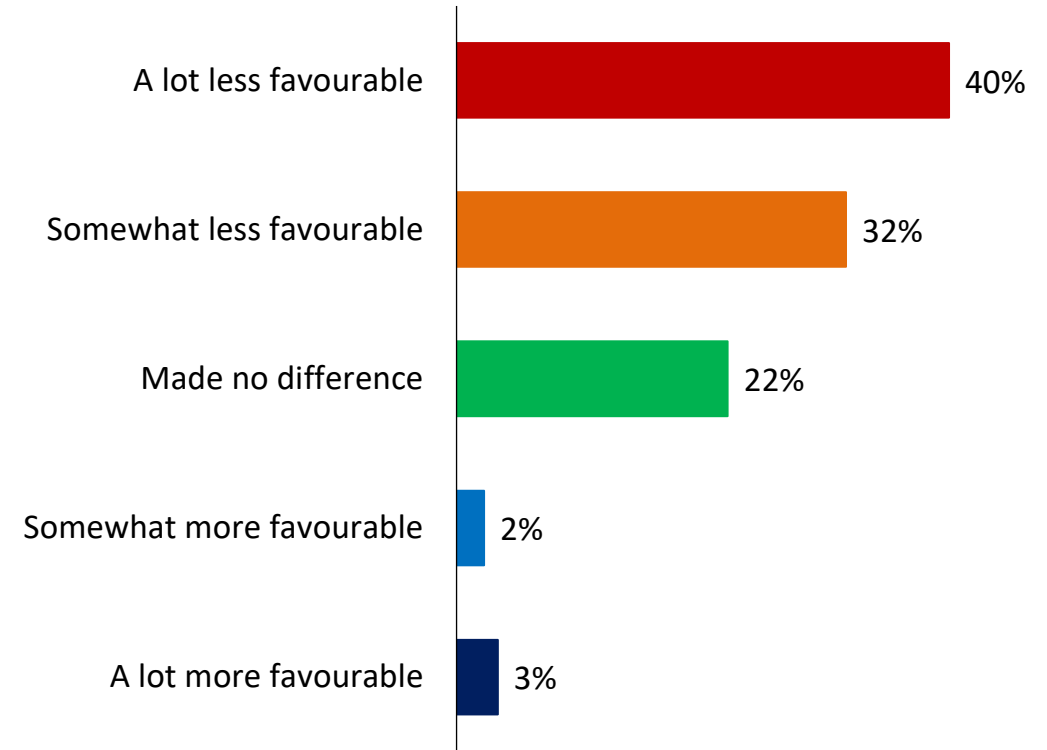
Q Have you read, seen or heard anything about Jason Kenney in the last few days?

[Asked of those who have RSH; n=200]



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=95]

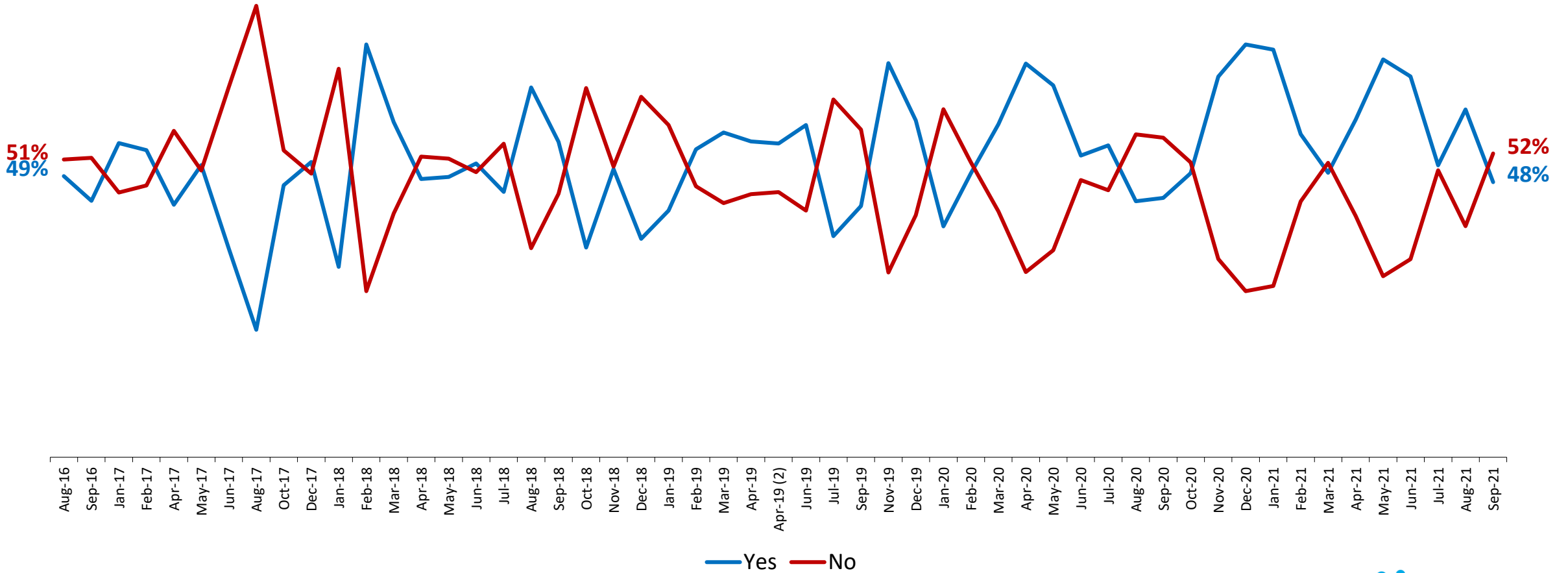


Read, Seen, Heard Tracking: Awareness down from August



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

[asked of all respondents; n=200]



Note: Don't know not shown.
Current data: September 2021

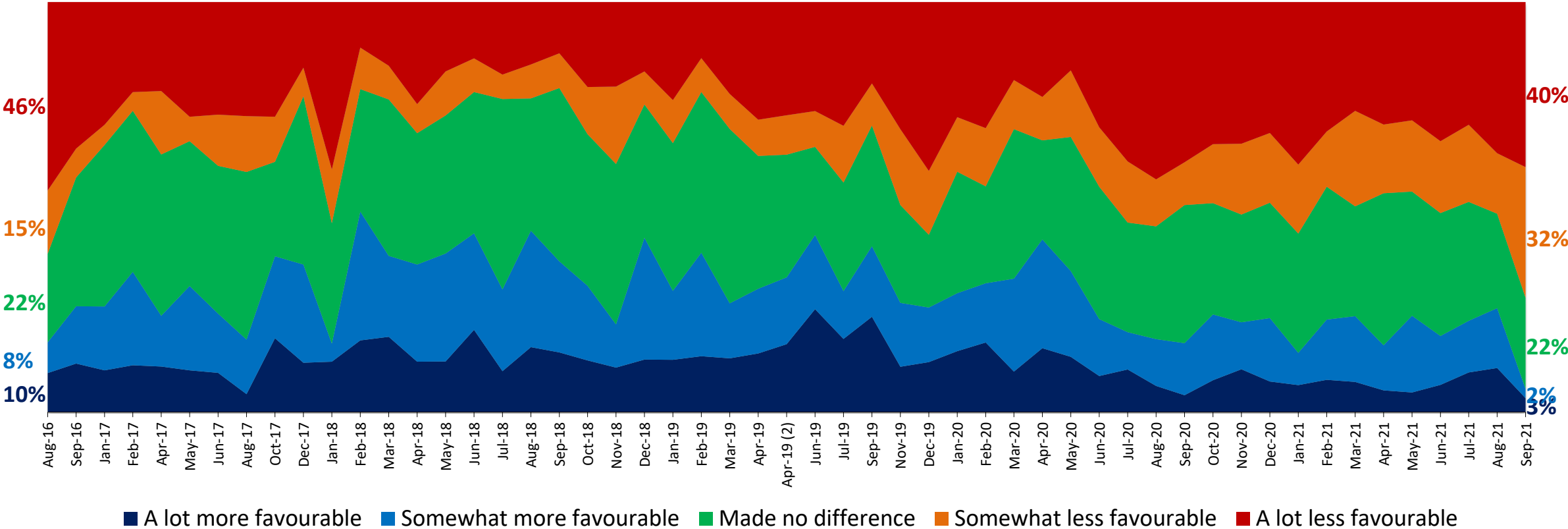


Alberta Read, Seen, Heard, Impact Tracking: RSH impact worst recorded



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=95]



Note: Don't know not shown.
Current data: September 2021

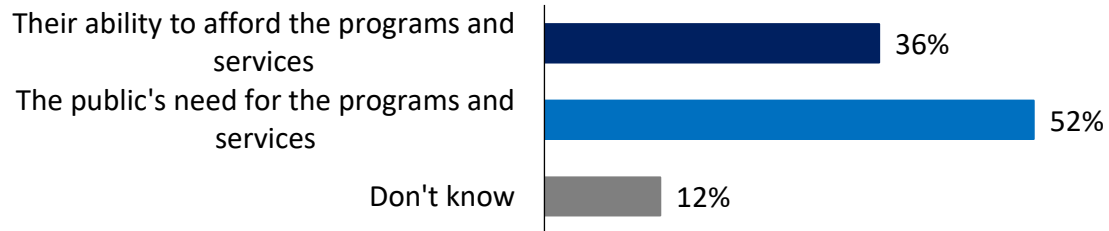
We group individuals into segments based on key political and economic values and attitudes

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

Core Political Values

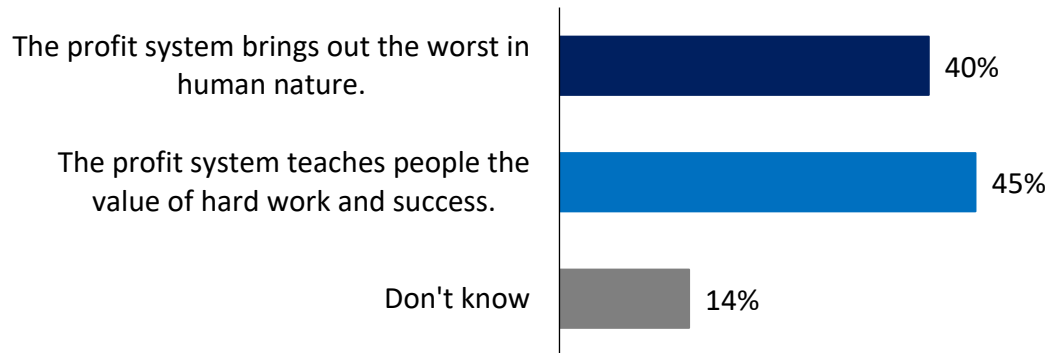
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=200]



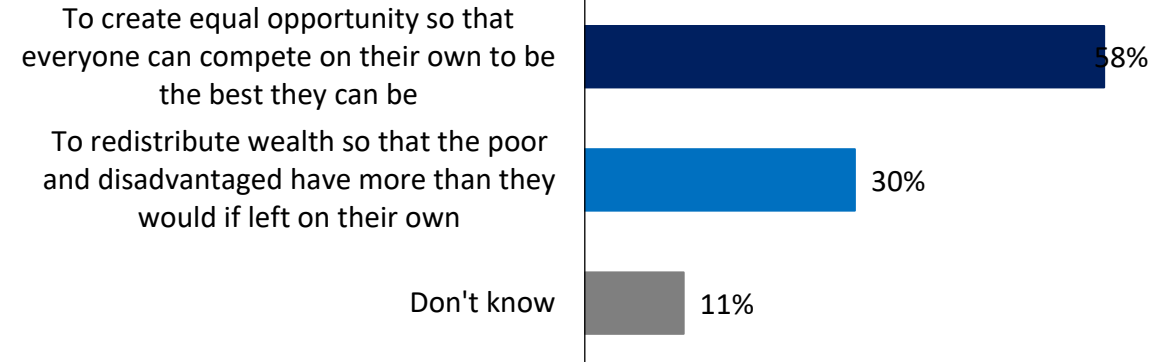
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=200]



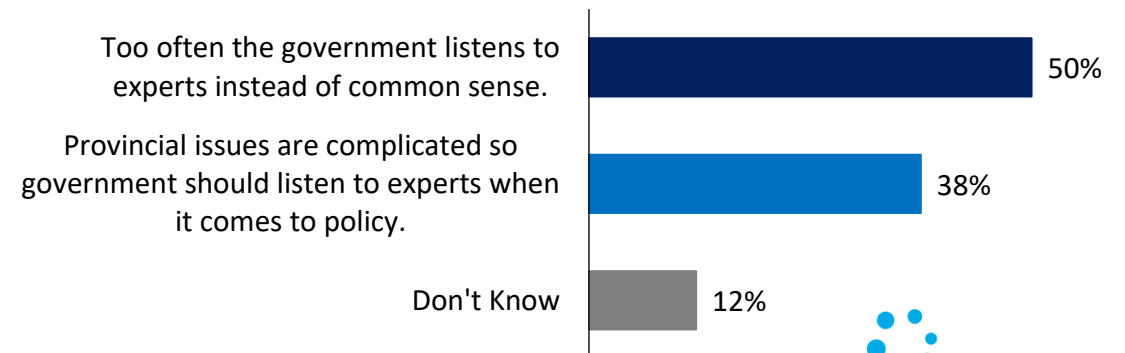
Q Is the main role of government to...?

[asked of all respondents; n=200]



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

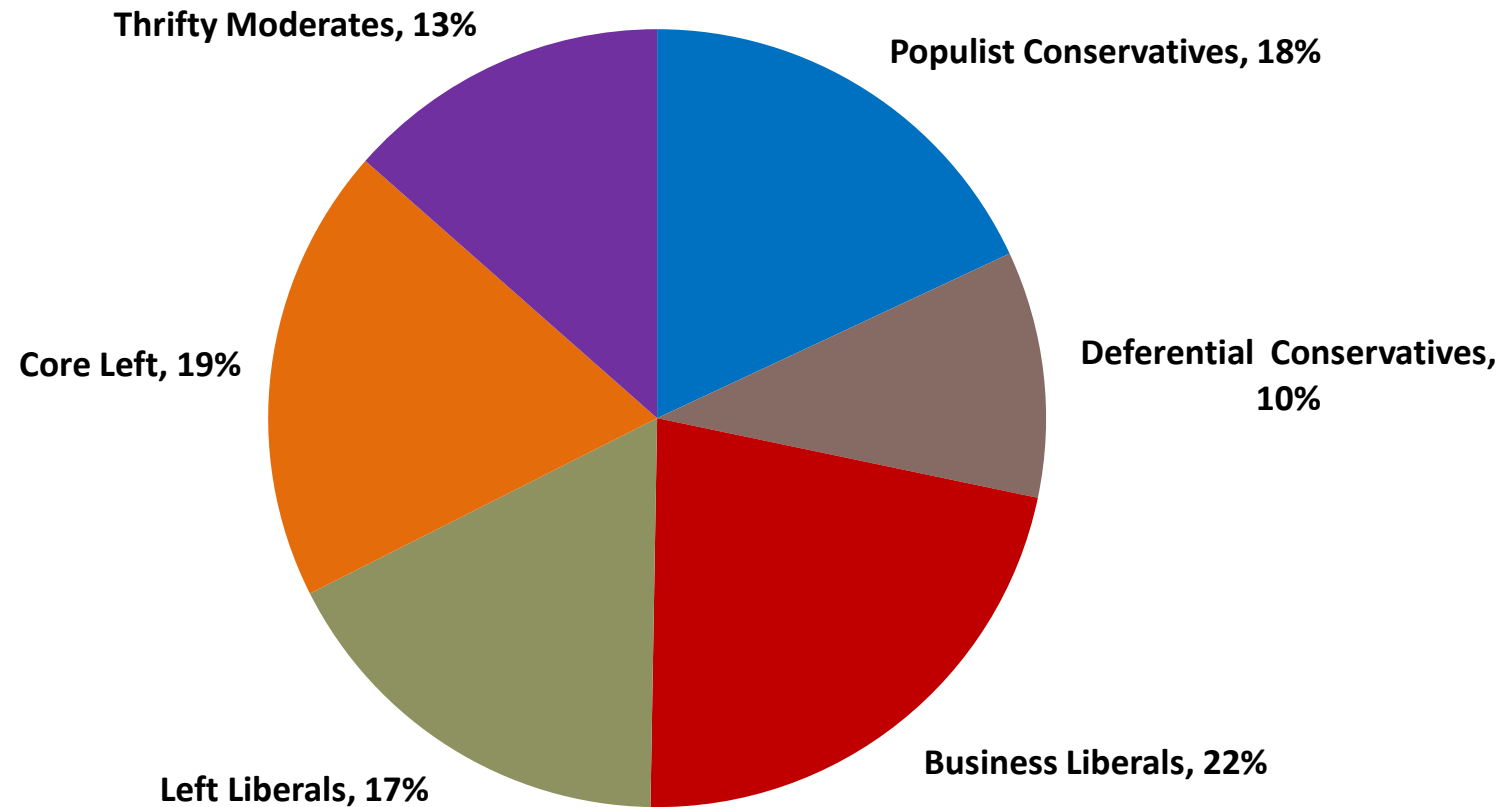
[asked of all respondents; n=200]



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=200]



Defining Value Clusters

Core Political Values by Value Clusters

Column %		Populist Conservatives*	Deferential Conservatives*	Business Liberals*	Left Liberals*	Core Left*	Thrifty Moderates*
Governments should base decisions on...	Ability to afford	93%	98%	0%	0%	0%	64%
	Public Need	0%	0%	84%	90%	95%	0%
Is the main role of government to .?	Create equal Opportunity	98%	92%	59%	87%	0%	24%
	Redistribute wealth	0%	8%	27%	0%	100%	35%
When it comes to government decision making...	Rely on common sense	100%	0%	53%	56%	36%	29%
	Listen to experts	0%	87%	36%	40%	52%	30%
The profit system...	Brings out the worst in human nature	0%	0%	0%	91%	93%	52%
	Teaches value of hard work and success	96%	92%	82%	0%	0%	5%

Caution: Small sample sizes. Results should be considered directional

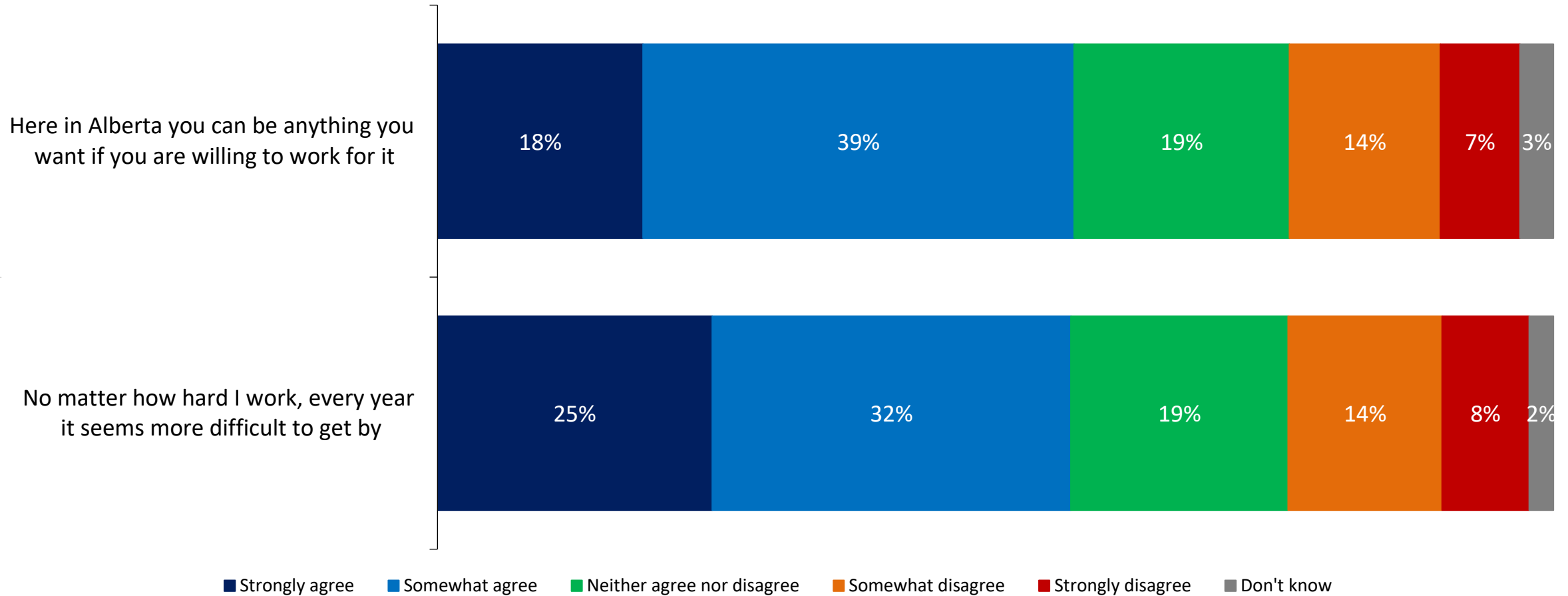
Note: Current data: September 2021

Segmentation Attitudes



Do you agree or disagree with the following statements?

[asked of all respondents; n=200]

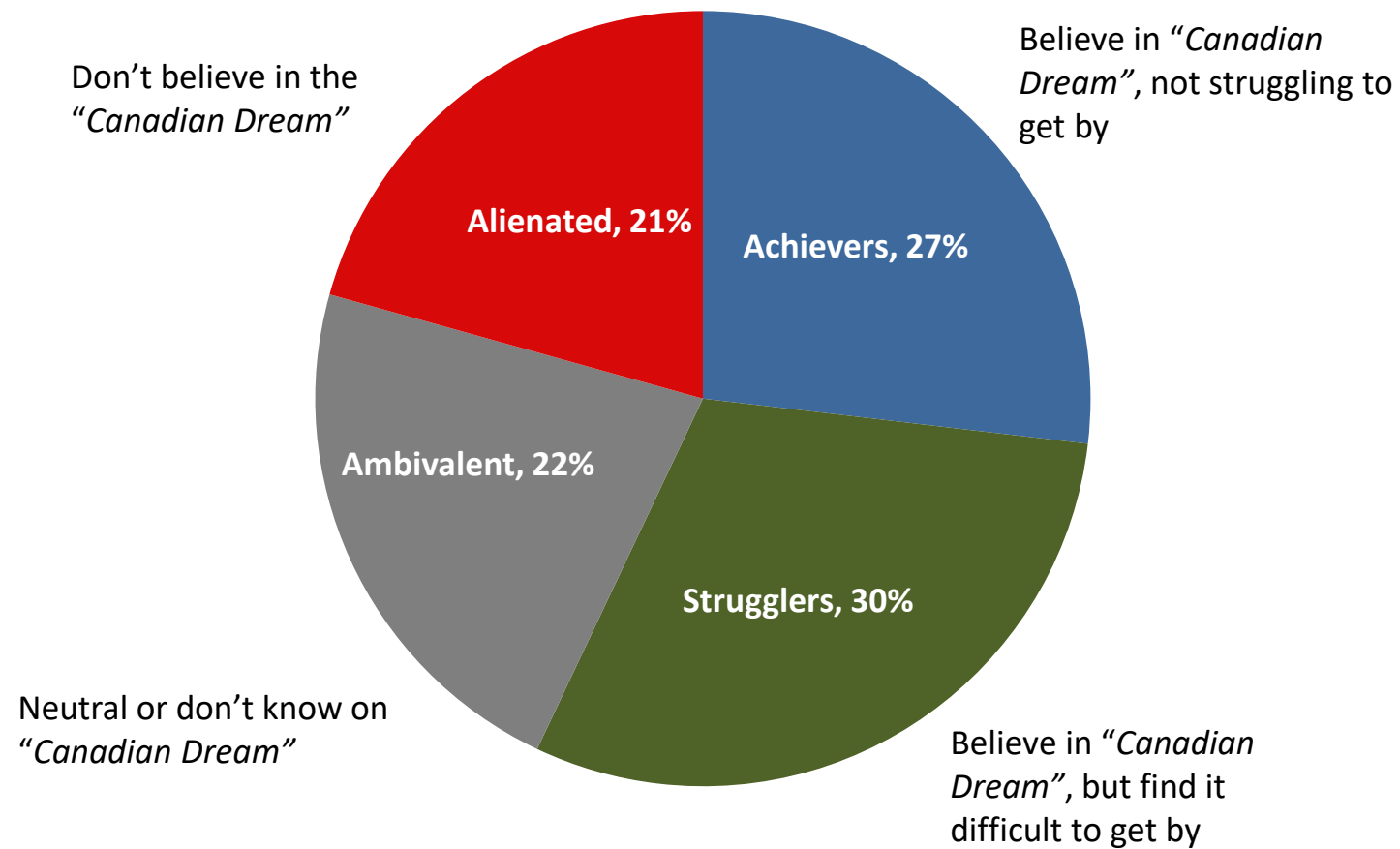


■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Economic Gap Segmentation

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=200]



The NDP are ahead of the UCP in the horserace

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.

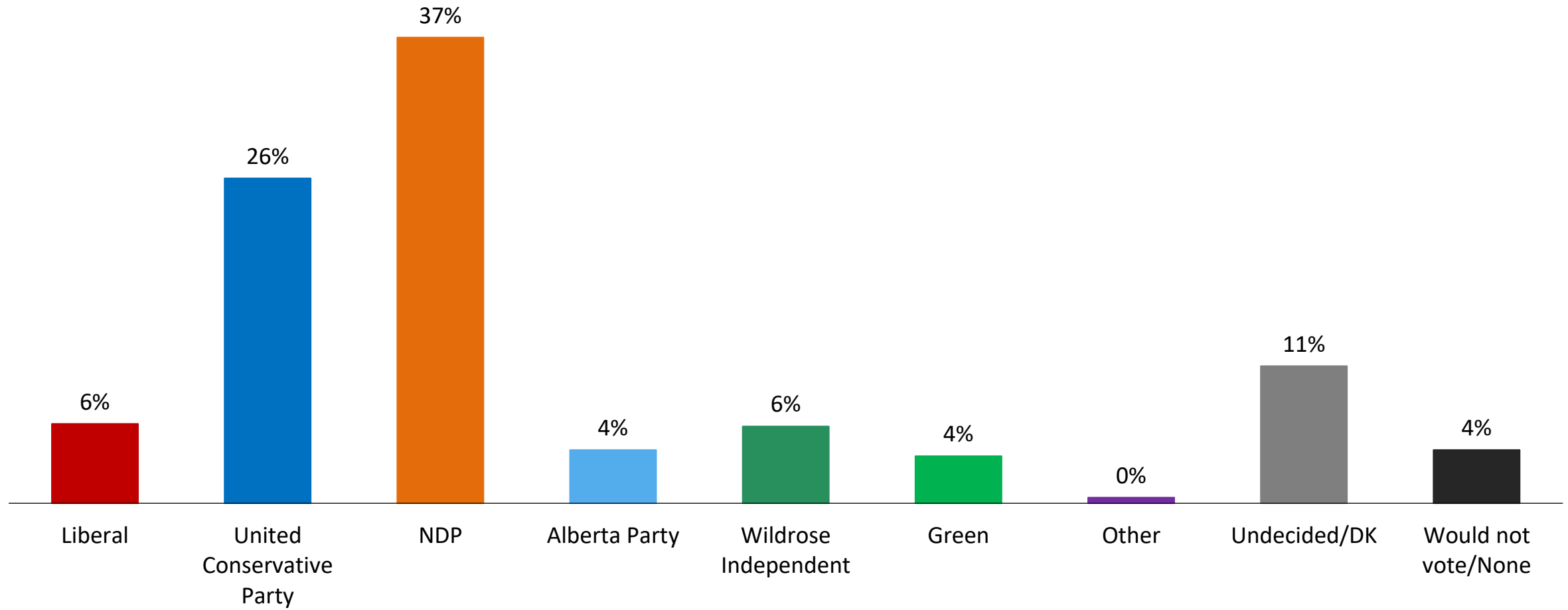
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: NDP hold 11-point lead over UCP



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]**

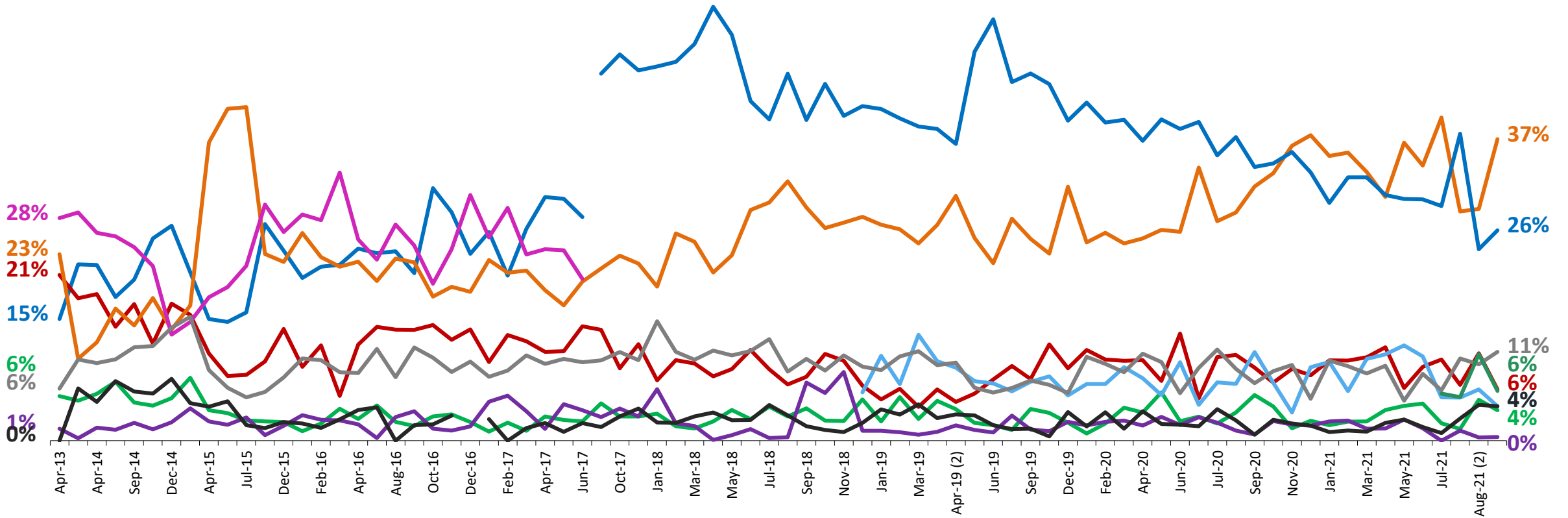
[asked of all respondents; n=200]



Provincial Vote Tracking: NDP lead growing



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=200]



- Progressive Conservative
- Liberal
- NDP
- Green
- Other
- Alberta Party
- United Conservative Party
- Wildrose Alliance
- Undecided/DK
- Would not vote/None
- Wildrose Independent

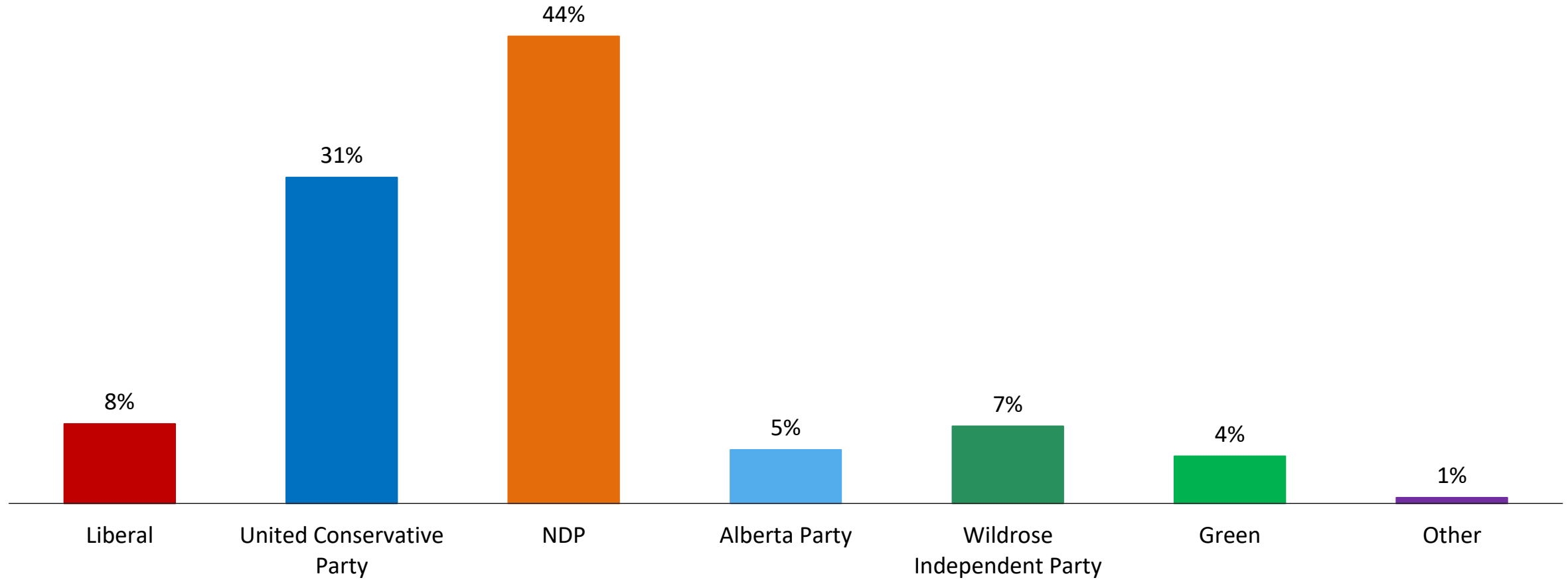


Provincial Decided Vote: NDP have 13-point lead in decided vote



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

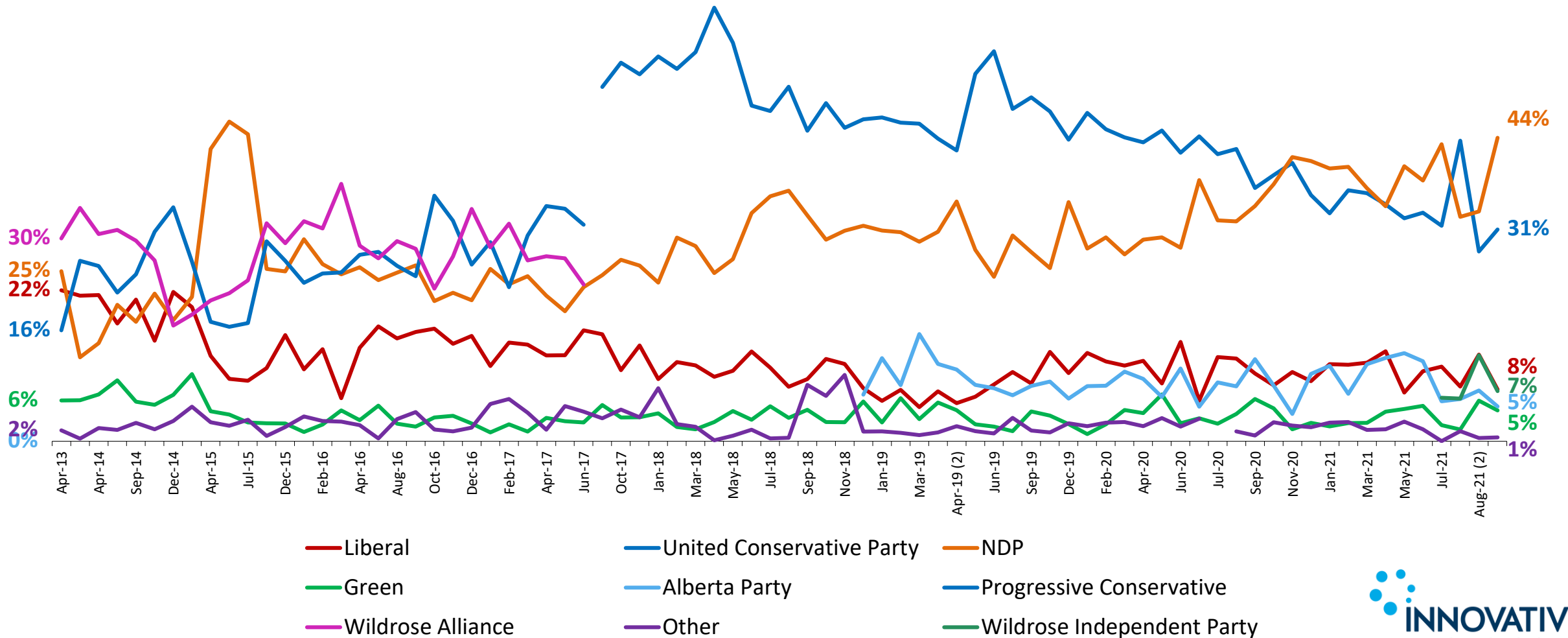
[decided voters only; n=169]



Provincial Decided Vote Tracking: NDP lead grows to double digits



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=169]



Decided Vote by Region: NDP lead in all three regions

Decided vote by Region

Decided Vote	Region		
	Calgary	Edmonton	Small Cities/Rural
	(N=58)	(N=52)	(N=59)
Liberal	16%	6%	0%
UCP	27%	24%	40%
NDP	39%	48%	46%
Alberta Party	3%	9%	4%
Wildrose Independent Party	9%	4%	9%
Green	6%	8%	0%
Other	0%	2%	0%

Caution: Small sample sizes. Results should be considered directional

Note: Current data: September 2021

Decided Vote by Value Cluster: NDP leading in key battleground value clusters

		Value Clusters					
		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
		(N=27)	(N=28)	(N=31)	(N=26)	(N=36)	(N=20)
Decided Vote	Liberal	2%	19%	8%	12%	4%	0%
	United Conservative Party	66%	52%	30%	8%	12%	22%
	NDP	2%	15%	38%	59%	81%	64%
	Alberta Party	0%	9%	12%	4%	3%	1%
	Wildrose Independent Party	31%	5%	0%	0%	0%	13%
	Green	0%	0%	10%	17%	0%	0%
	Other	0%	0%	3%	0%	0%	0%

Caution: Small sample sizes. Results should be considered directional

Decided Vote by Economic Gap: UCP leads among those who believe in the Canadian dream, but NDP a strong second

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=53)	(N=41)	(N=43)	(N=33)
Decided Vote	Liberal	14%	4%	6%	5%
	United Conservative Party	36%	46%	27%	10%
	NDP	25%	34%	53%	78%
	Alberta Party	3%	6%	9%	2%
	Wildrose Independent Party	13%	11%	0%	3%
	Green	9%	0%	6%	0%
	Other	0%	0%	0%	3%

Caution: Small sample sizes. Results should be considered directional

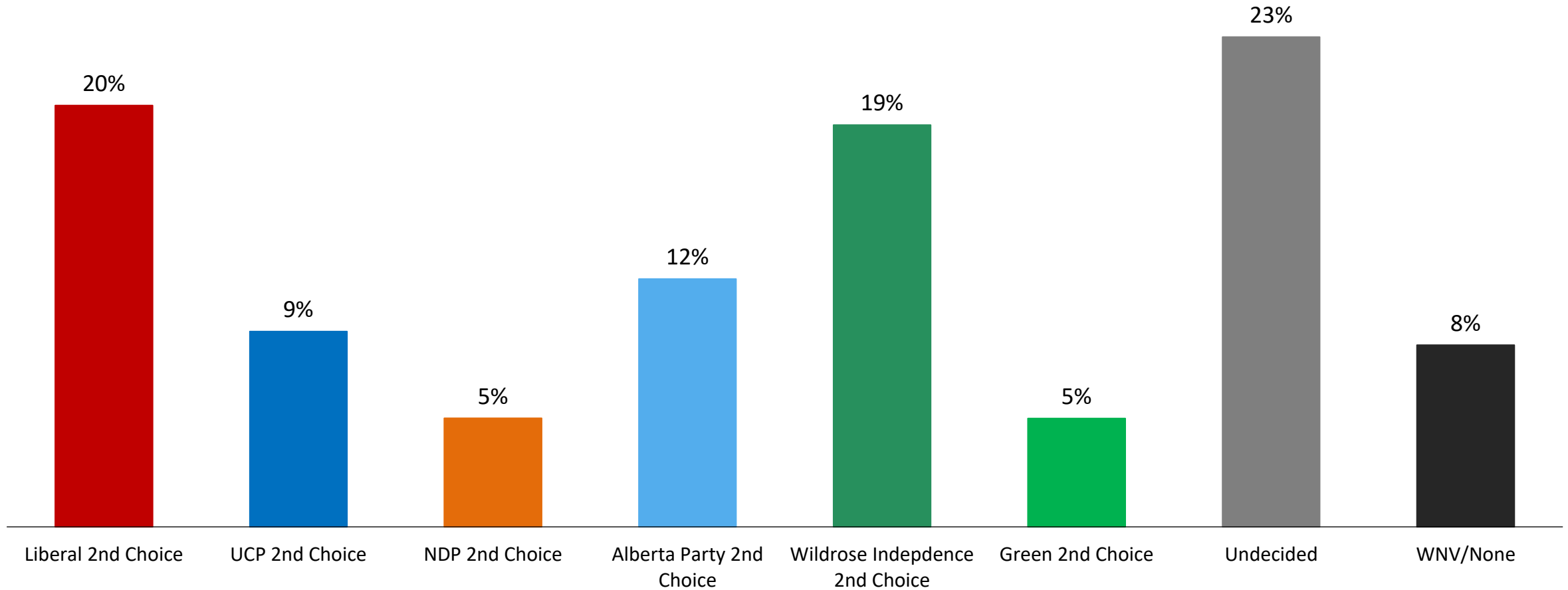
Note: Current data: September 2021

Provincial 2nd Choice: Wildrose emerging as a strong alternative



And which party would be your second choice?

[only decided voters; n=169]

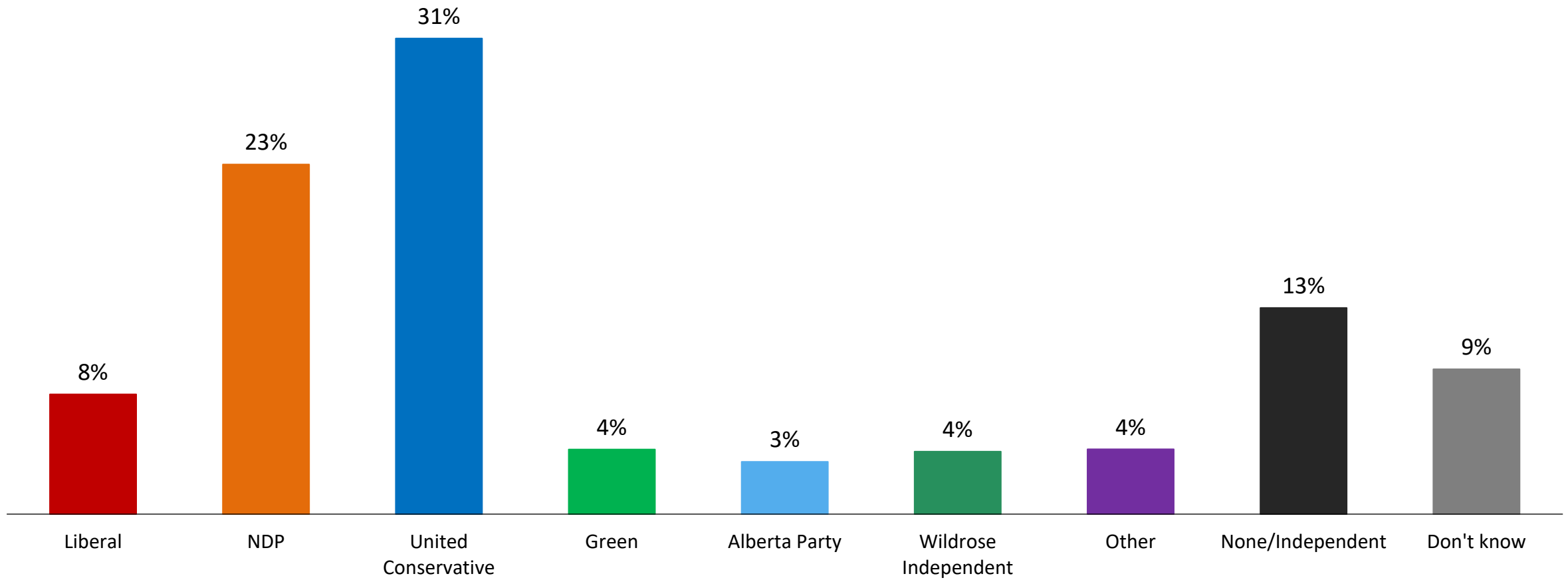


Provincial Party ID: UCP remains the strongest party brand



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

[asked of all respondents; n=200]

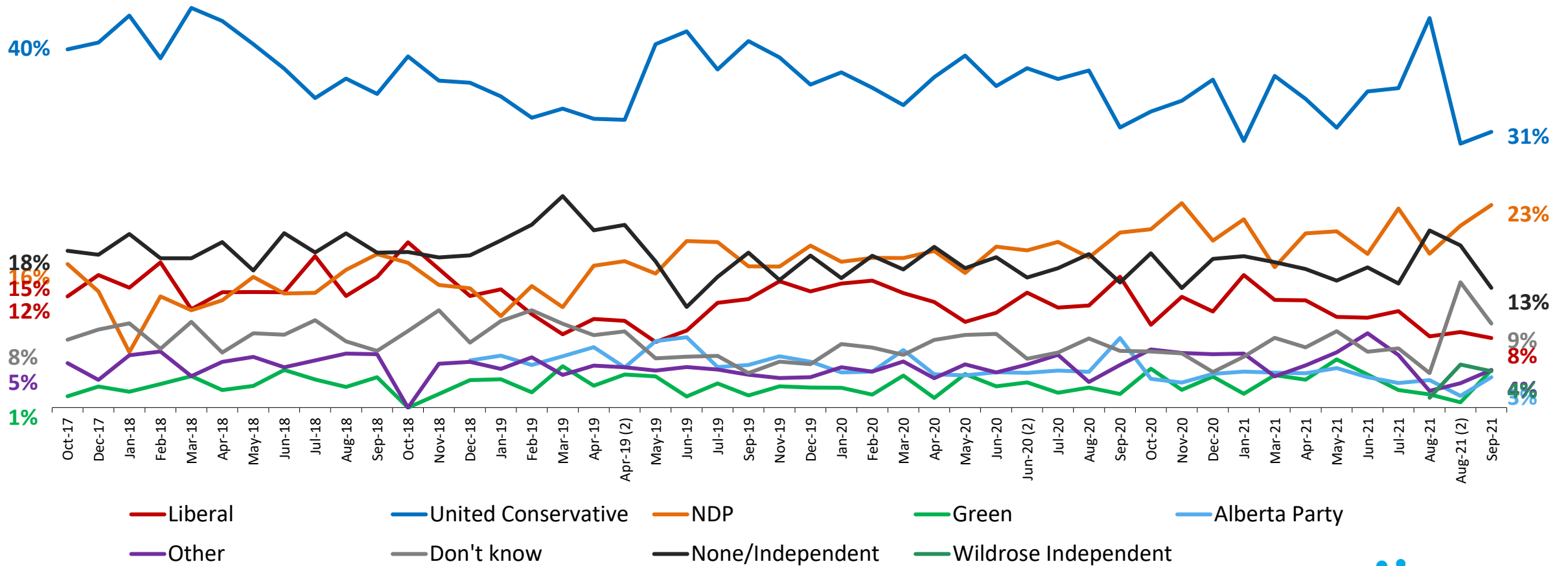


Provincial Party ID Tracking: UCP brand near low point, NDP growing



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

[asked of all respondents; n=200]



Combined Vote by Party ID: Over a third of UCP partisans are not currently supporting the party

		Provincial Party Identification				
		Liberal	NDP	United Conservative	Other	Unaligned
		(N=16)	(N=45)	(N=62)	(N=32)	(N=46)
Combined Vote	Liberal	70%	0%	2%	0%	1%
	UCP	3%	1%	63%	34%	5%
	NDP	16%	98%	12%	22%	30%
	Alberta Party	6%	1%	3%	12%	4%
	Wildrose Independent	0%	0%	13%	7%	5%
	Green	0%	0%	1%	22%	0%
	Other	0%	0%	0%	3%	0%
	Undecided/DK	5%	0%	4%	1%	42%
	Would not vote/None	0%	0%	3%	0%	14%

Caution: Small sample sizes. Results should be considered directional

Note: Current data: September 2021

Methodology

Survey Methodology

These are the results of an online survey conducted between September 10th to 12th, 2021.

Method: This national online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, 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=209 Alberta residents, 18 years or older. The results are weighted to n=200 based on Census data from Statistics Canada.

Field Dates: September 10th to 12th, 2021.

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 (%)
Men 18-34	34	16.3%	34	17.2%
Men 35-54	25	12.0%	36	17.9%
Men 55+	33	15.8%	30	14.8%
Women 18-34	67	32.1%	33	16.7%
Women 35-54	29	13.9%	35	17.6%
Women 55+	21	10.0%	32	15.9%
Region				
Calgary	84	40.2%	63	31.6%
Edmonton	75	35.9%	64	31.8%
Small Cities/Rural	50	23.9%	73	36.6%

COVID-19 Survey Methodology

Additional results on the COVID-19 pandemic are drawn from a parallel survey conducted from September 10th to 12th.

Method: This national online survey was conducted using 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=178 Alberta residents, 18 years or older. The results are weighted to n=175 based on Census data from Statistics Canada.

Field Dates: September 10th to 12th, 2021.

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 (%)
Men 18-34	16	9.0%	30	17.4%
Men 35-54	21	11.8%	31	17.8%
Men 55+	30	16.9%	26	14.6%
Women 18-34	24	13.5%	30	17.0%
Women 35-54	38	21.3%	31	17.5%
Women 55+	49	27.5%	27	15.7%
Region				
Calgary	39	21.9%	55	31.6%
Edmonton	49	27.5%	56	31.8%
Small Cities/Rural	90	50.6%	64	36.5%

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Building Understanding.

