

Canada This Month

Alberta Politics

Public Opinion Research
Release Date: October 15, 2021
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Field Dates: September 24, 2021 to October 5, 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 the September 2021 *Canada This Month* survey in field from September 24th to October 5th with a weighted sample size of 500 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. Under Jason Kenney, the UCP continues to slip and trails the NDP among decided voters. However, different leadership brings the UCP to a tie with the NDP.

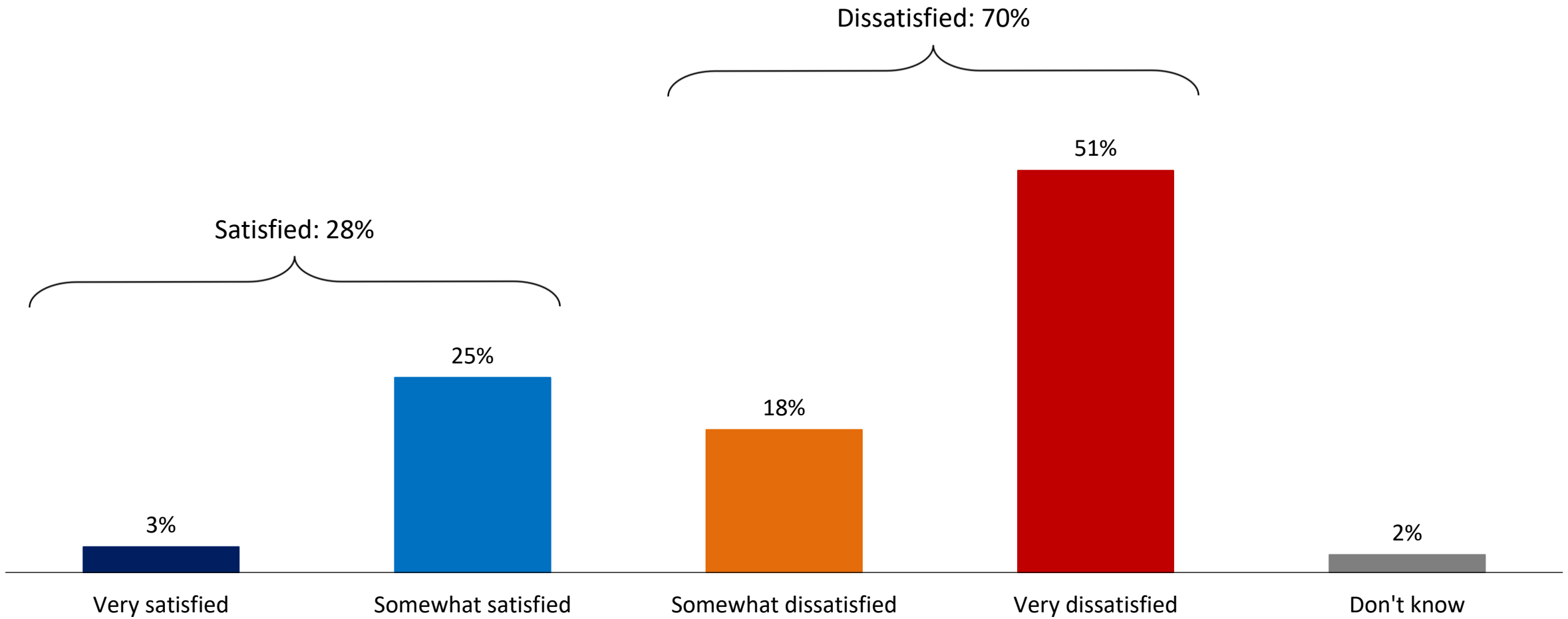
Government Approval

Satisfaction with the Alberta government is up marginally since last tracking but still around 7-in-10 are dissatisfied with the provincial government

Government Satisfaction: 7-in-10 Albertans are dissatisfied with their 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=500]

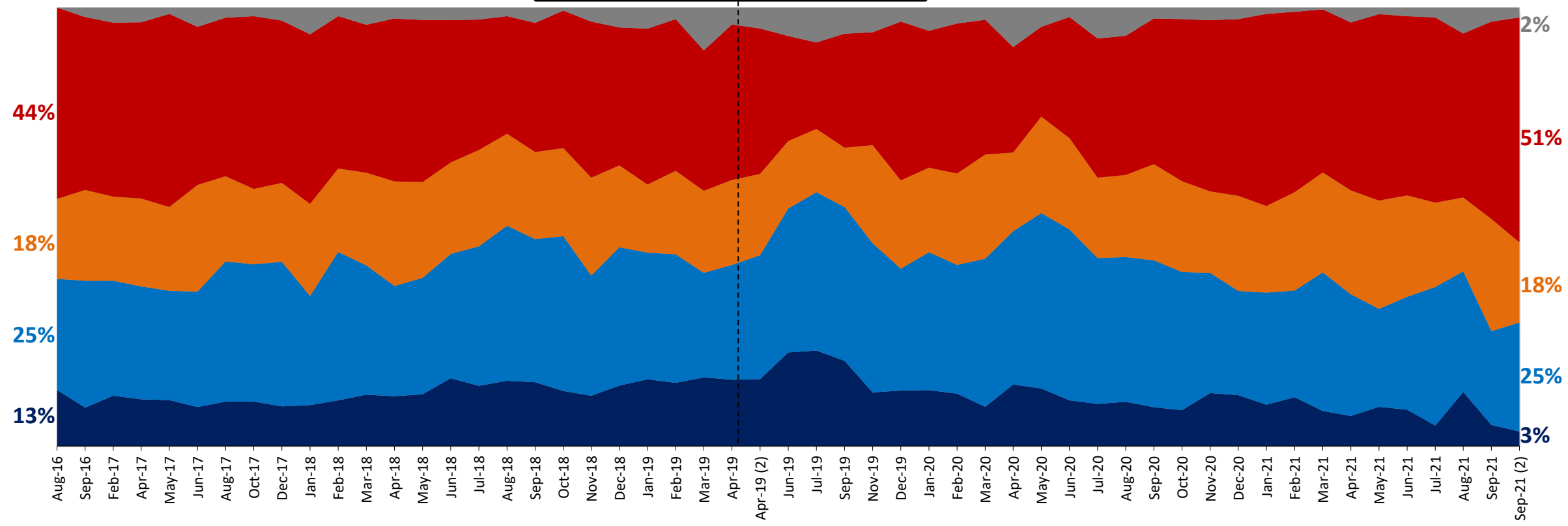


Government Satisfaction Tracking: Satisfaction with the Alberta government is still low but has slightly climbed since last tracking



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=500]

April 2019 Provincial Election (UCP victory)



Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied Don't know

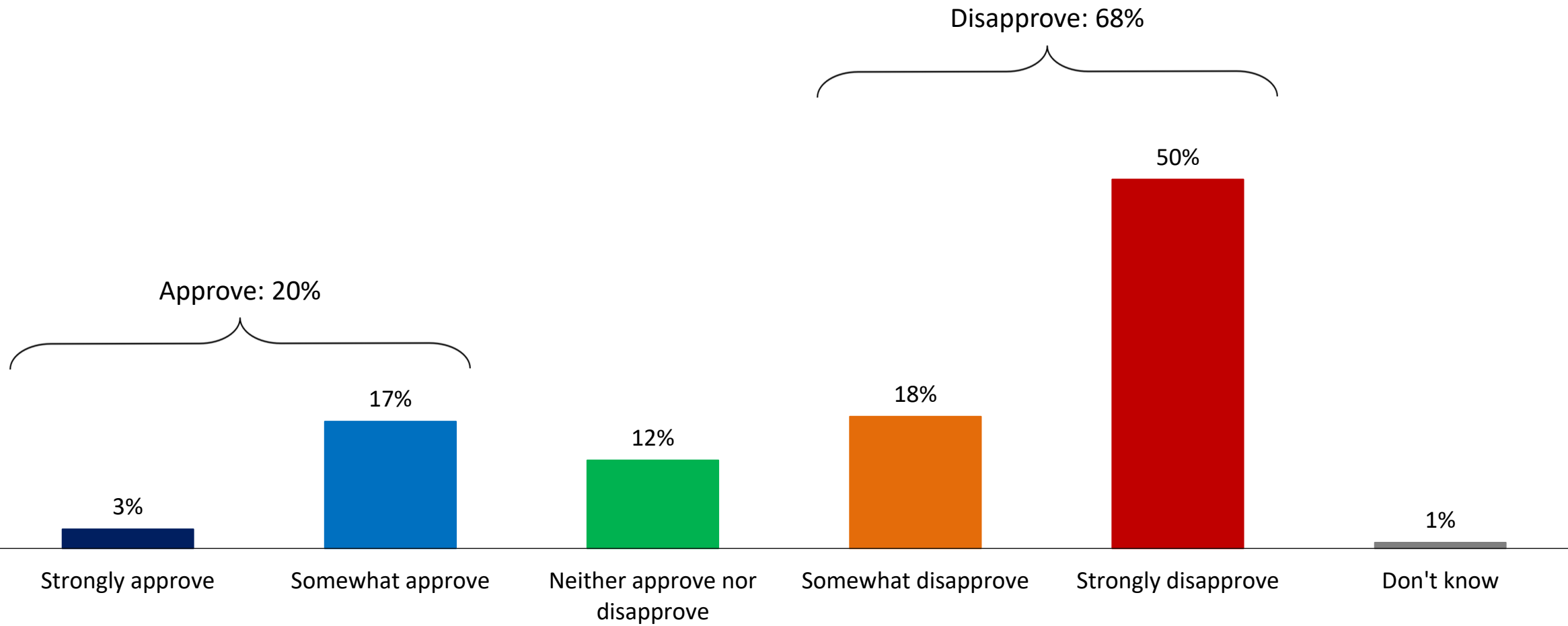


COVID-19 Handling: A majority (68%) disapprove of the Alberta Government's handling of COVID-19



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

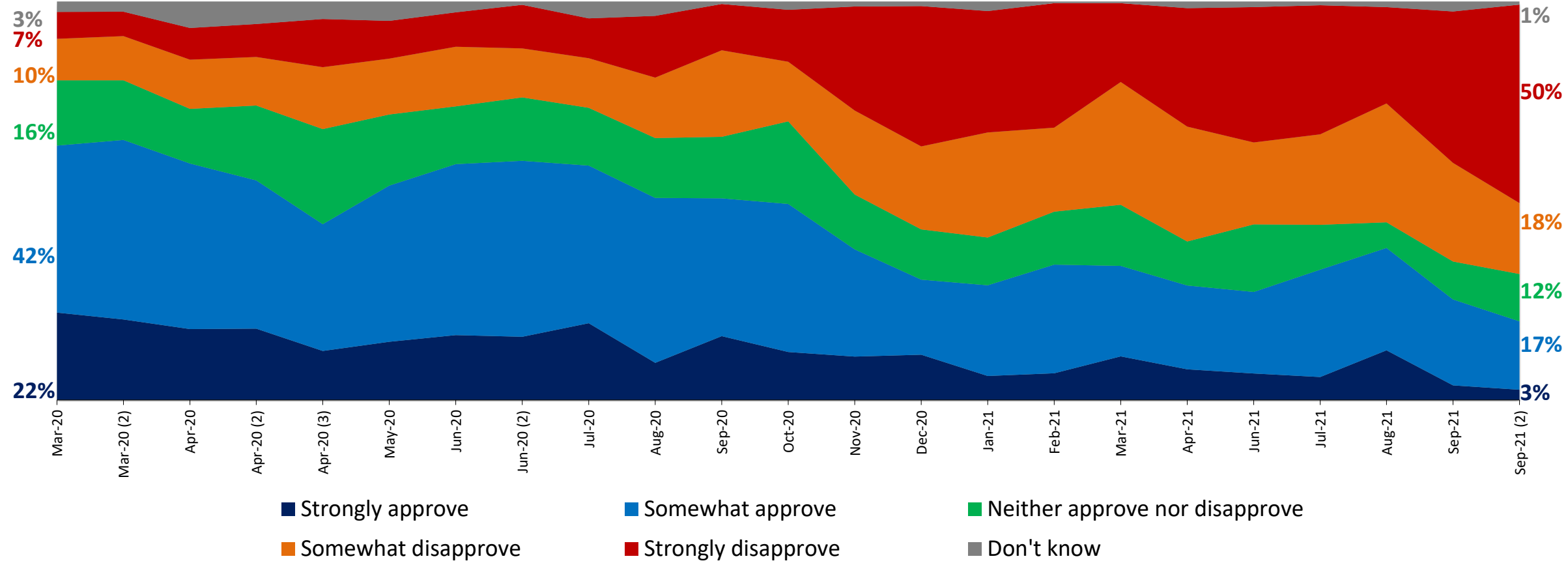
[asked of all respondents; n=500]



COVID-19 Handling Tracking: The Alberta provincial government disapproval drops to new 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=500]



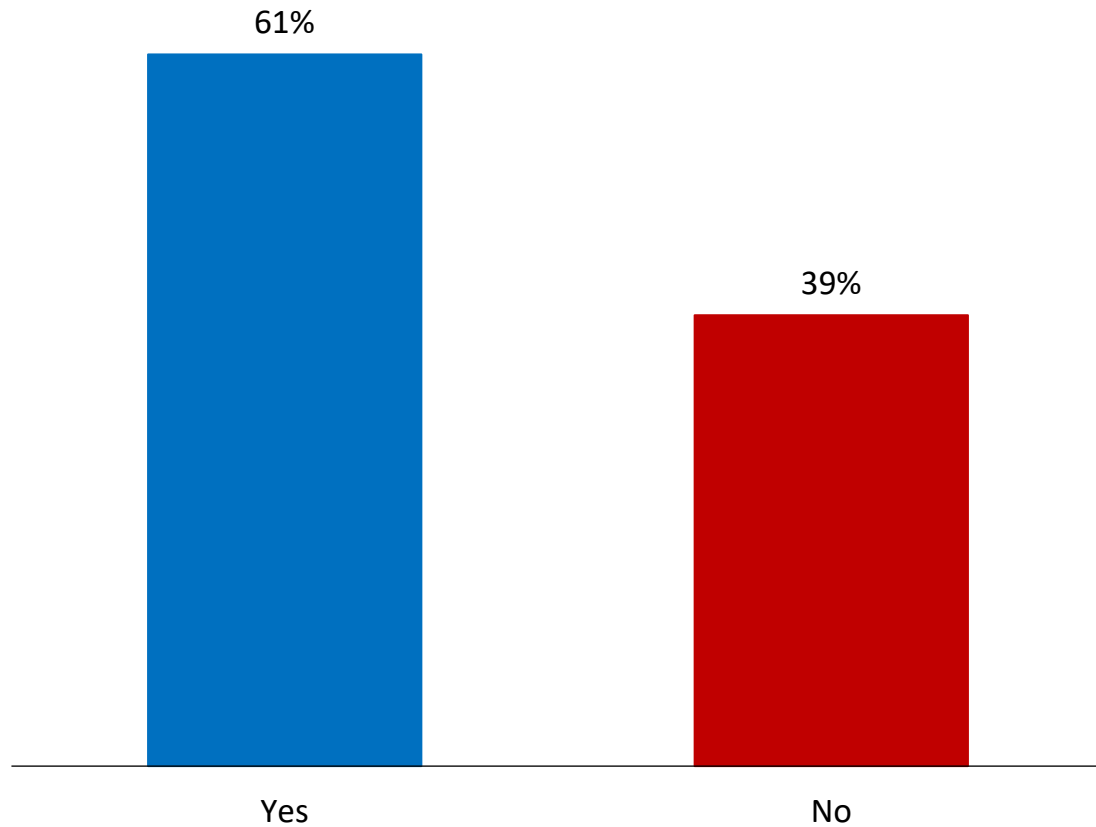
Read, Seen, Heard

Attention to the provincial government in Alberta is significantly up since last wave of tracking and the impact of what people are hearing is now slightly less negative.

Alberta Read, Seen, Heard: 6-in-10 (63%) Albertans have unfavourable impressions towards the AB Government based on what they RSH

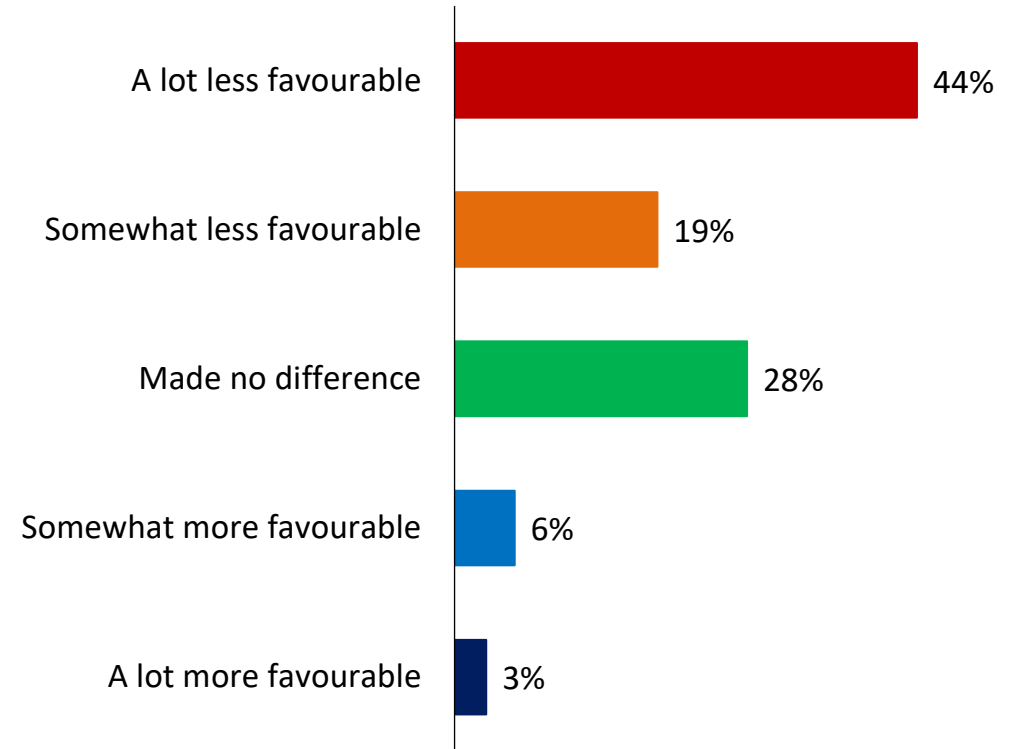
Q Have you read, seen or heard anything about Jason Kenney in the last few days?

[Asked of those who have RSH; n=500]



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=306]

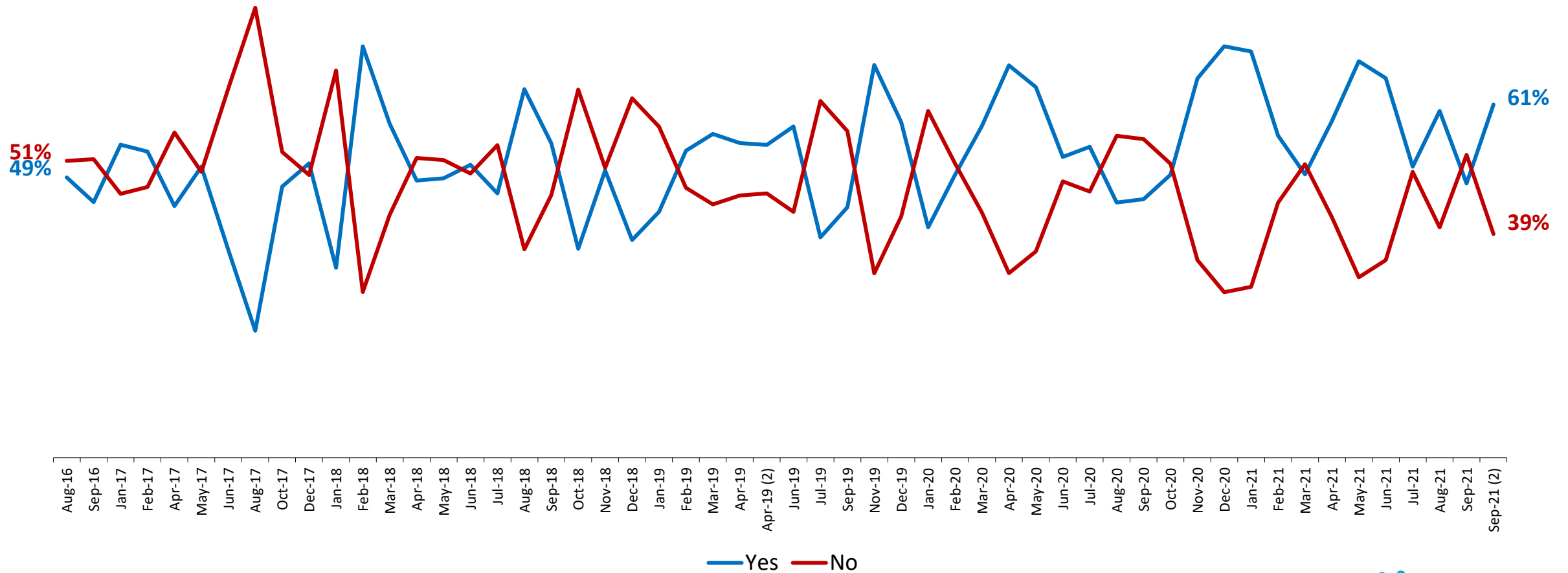


Read, Seen, Heard Tracking: Awareness has significantly increased (61%) and is now at the same level as August 2021



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

[asked of all respondents; n=500]

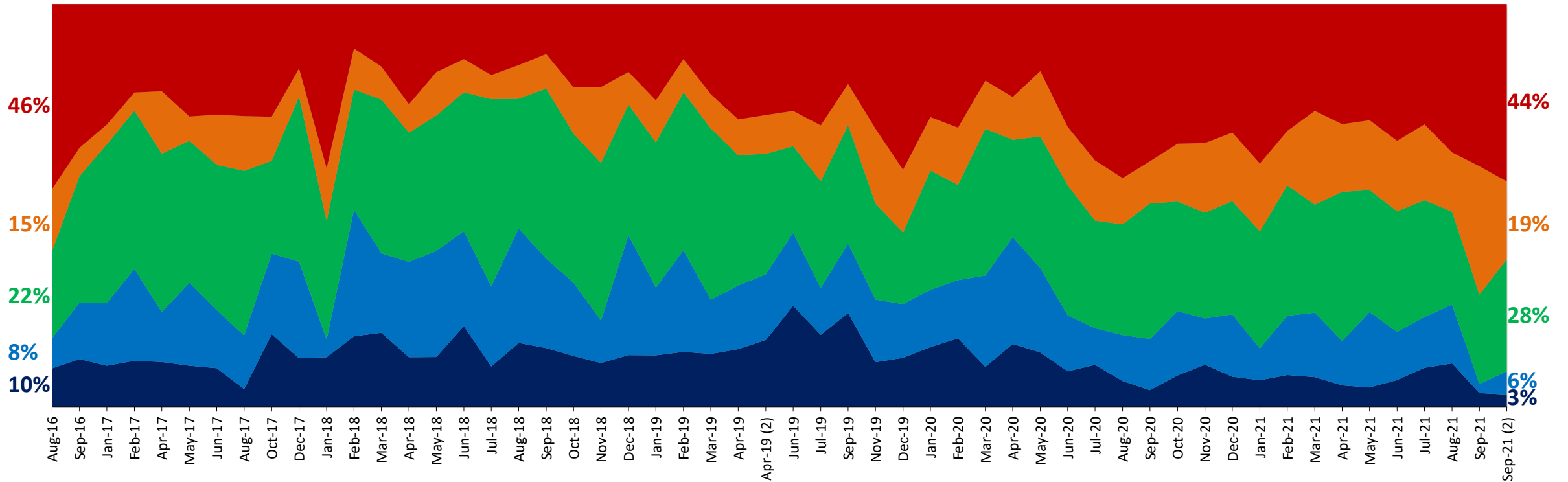


Alberta Read, Seen, Heard, Impact Tracking: The positive impact of RSH has slightly improved since last tracking but is still low



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=306]



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

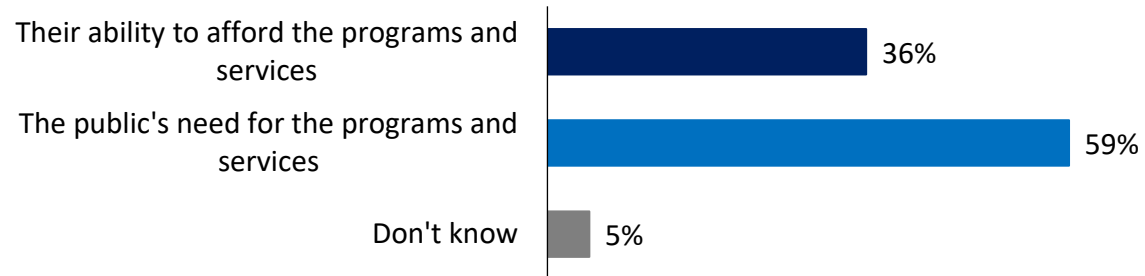
We group individuals into segments based on key political and economic values and attitudes

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

Core Political Values: 7-in-10 (67%) believe that the main role of government is to create equal opportunity for everyone

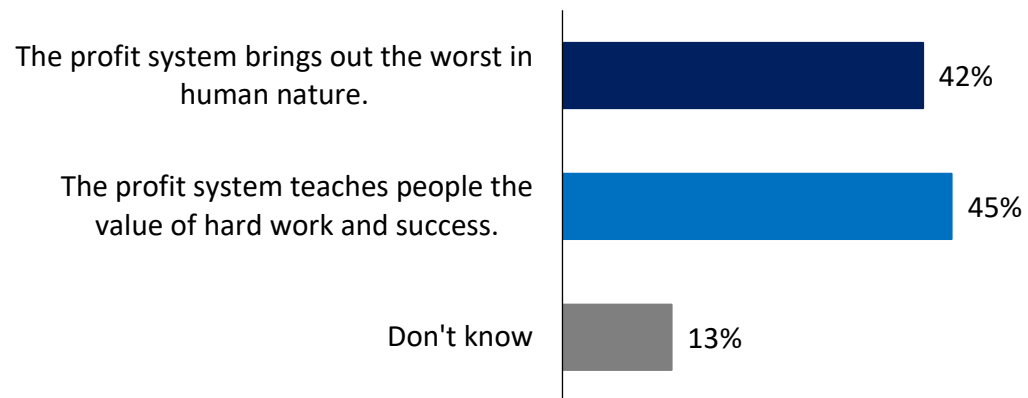
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=500]



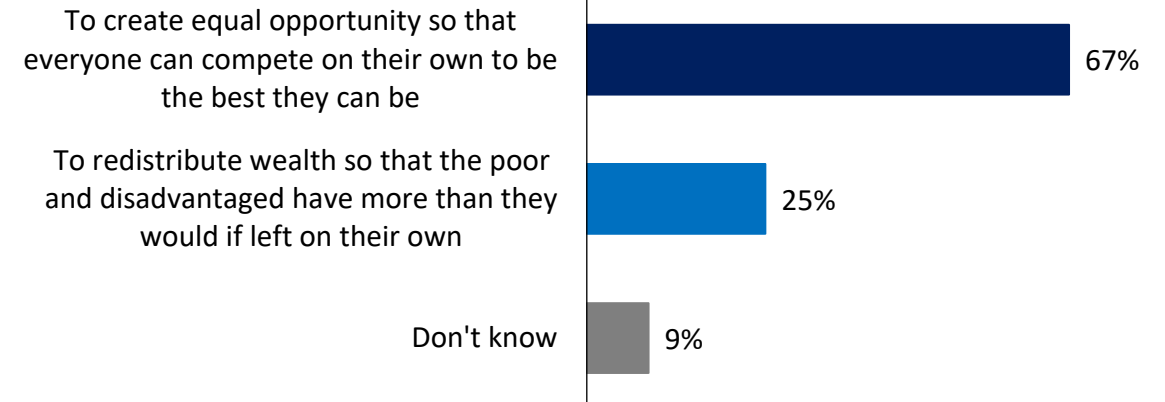
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=500]



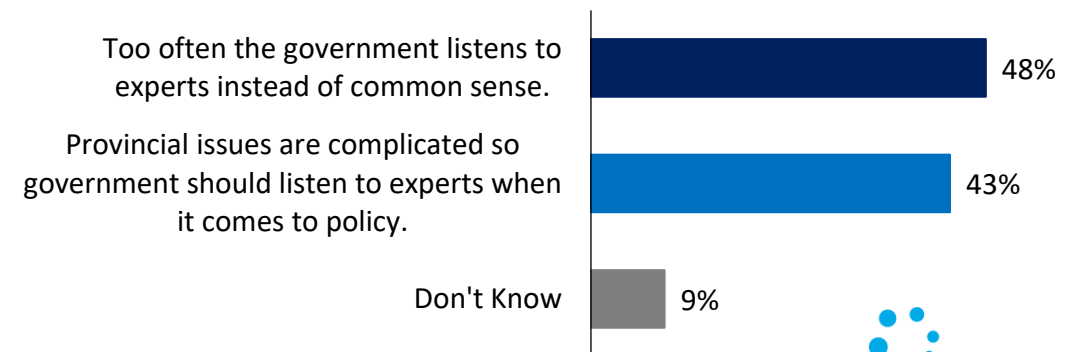
Q Is the main role of government to...?

[asked of all respondents; n=500]



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

[asked of all respondents; n=500]

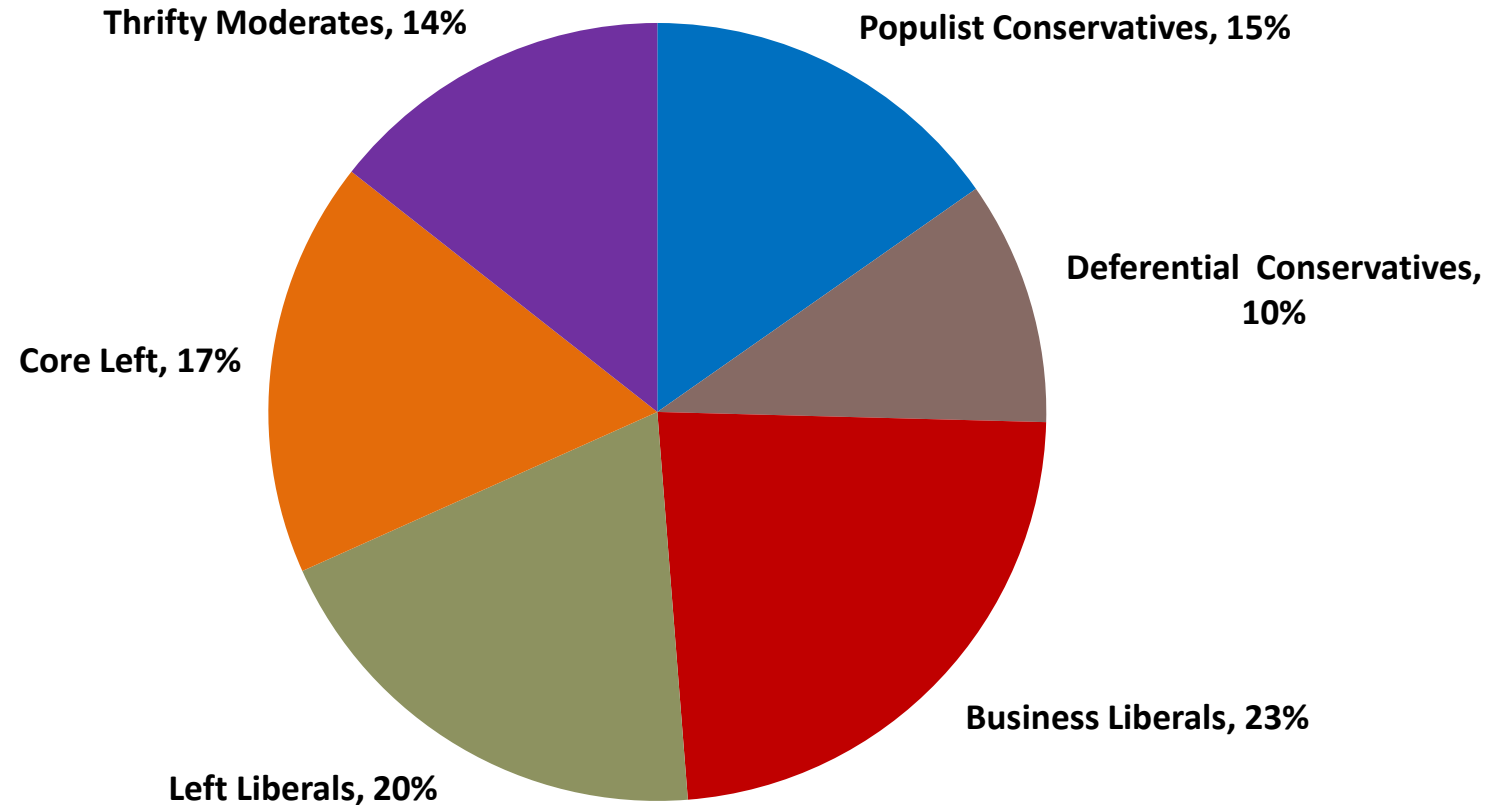


Value Clusters: Albertans are split on varying degrees on value clusters but a plurality are Business Liberals (23%)¹⁴



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=500]



Defining Value Clusters: The Conservatives are split on whether they think that government should listen to experts or common sense

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	96%	95%	0%	0%	0%	81%
	Public Need	0%	0%	99%	98%	98%	0%
Is the main role of government to .?	Create equal Opportunity	97%	77%	76%	96%	0%	52%
	Redistribute wealth	0%	18%	12%	0%	94%	26%
When it comes to government decision making...	Rely on common sense	100%	0%	47%	54%	19%	53%
	Listen to experts	0%	93%	45%	33%	75%	29%
The profit system...	Brings out the worst in human nature	0%	0%	0%	79%	93%	72%
	Teaches value of hard work and success	92%	96%	88%	0%	0%	6%

Caution: Small sample sizes. Results should be considered directional

Note: Current data: September 2021

Segmentation Attitudes: A majority (57%) agree that it gets hard to get by every year



Do you agree or disagree with the following statements?

[asked of all respondents; n=500]



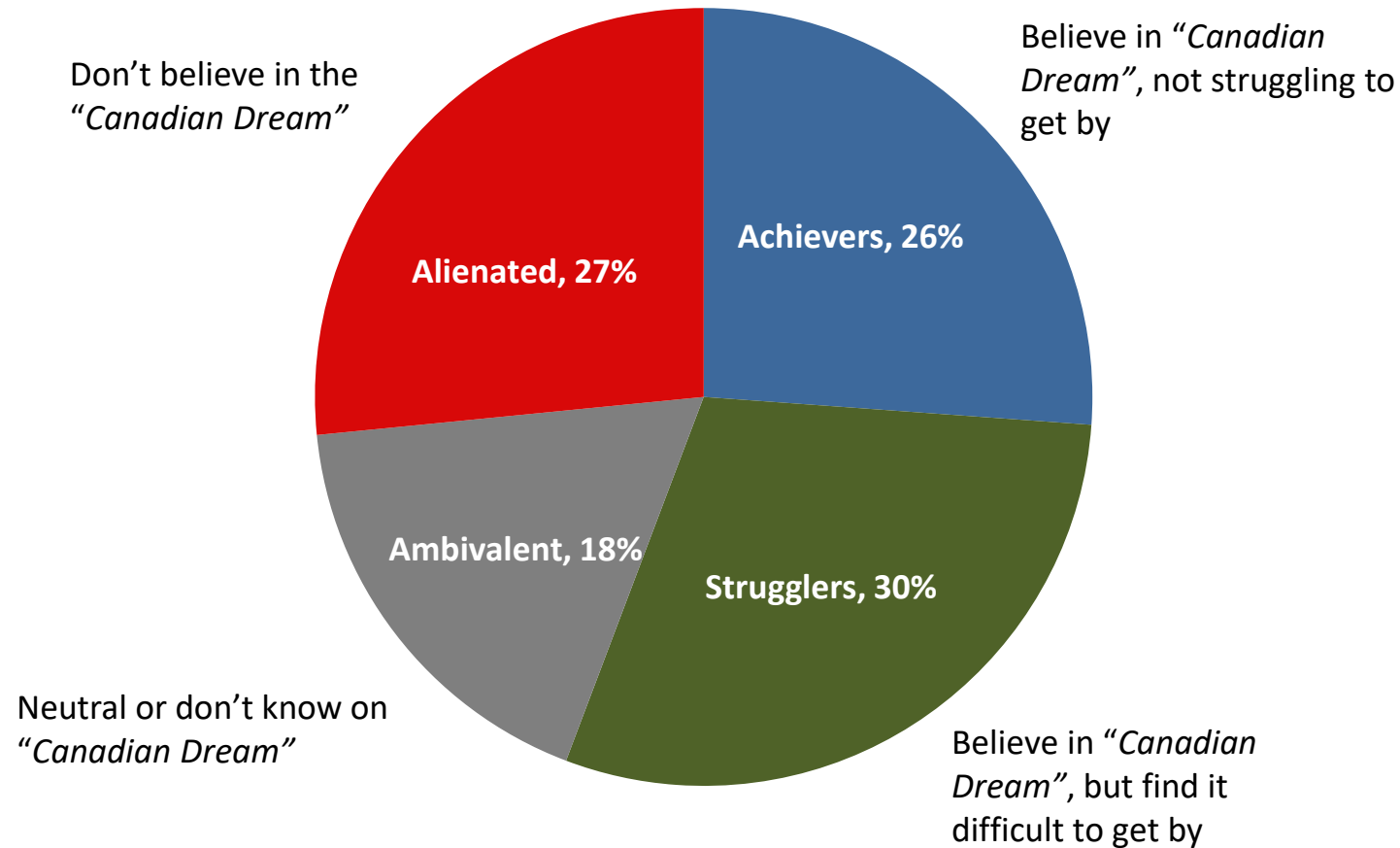
■ Strongly agree
■ Somewhat agree
■ Neither agree nor disagree
■ Somewhat disagree
■ Strongly disagree
■ Don't know

Economic Gap Segmentation: 30% of Albertans are Strugglers, followed by Alienated at 27%



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=500]

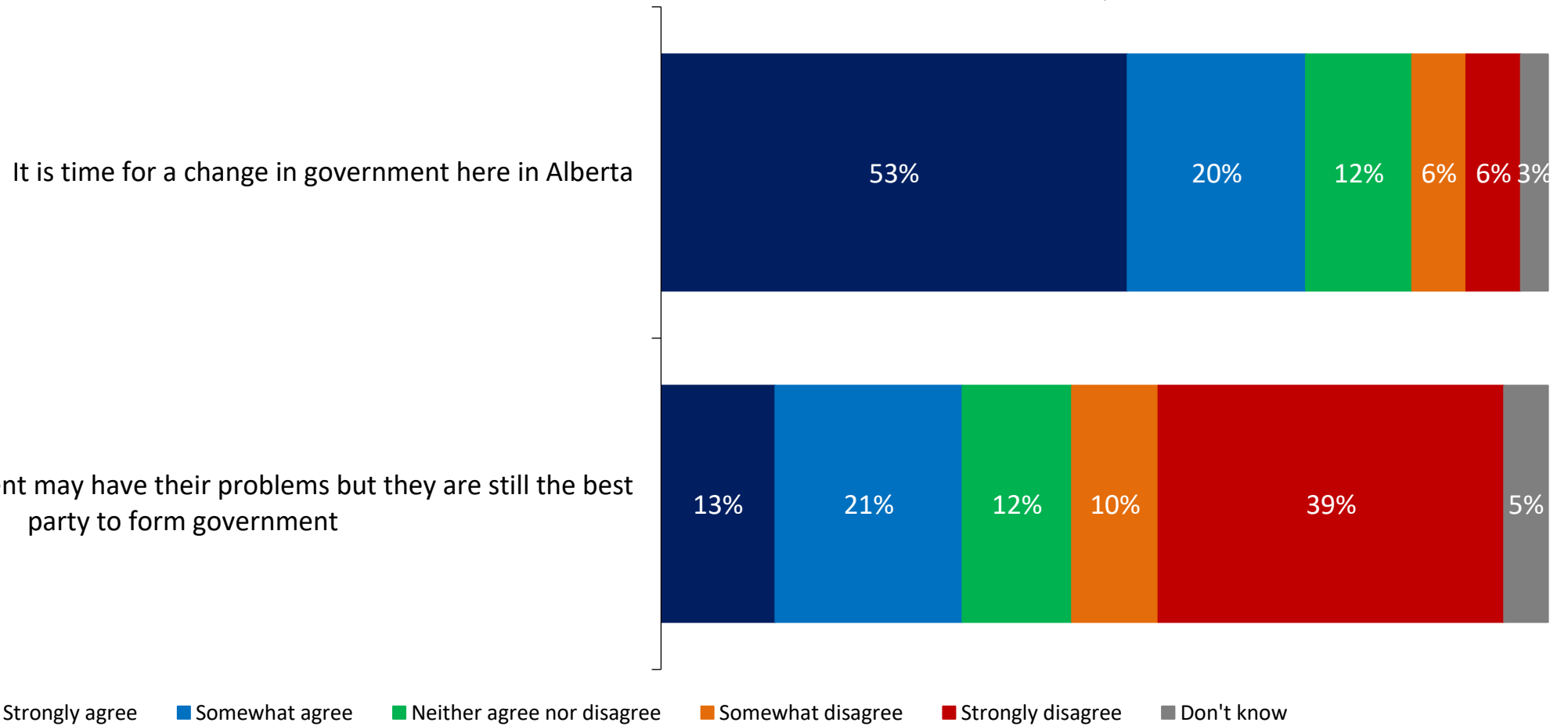


Time for Change Attitudes: 73% of Albertans say that its time for a change in government in Alberta



Do you agree or disagree with the following statements?

[asked of all respondents; n=500]

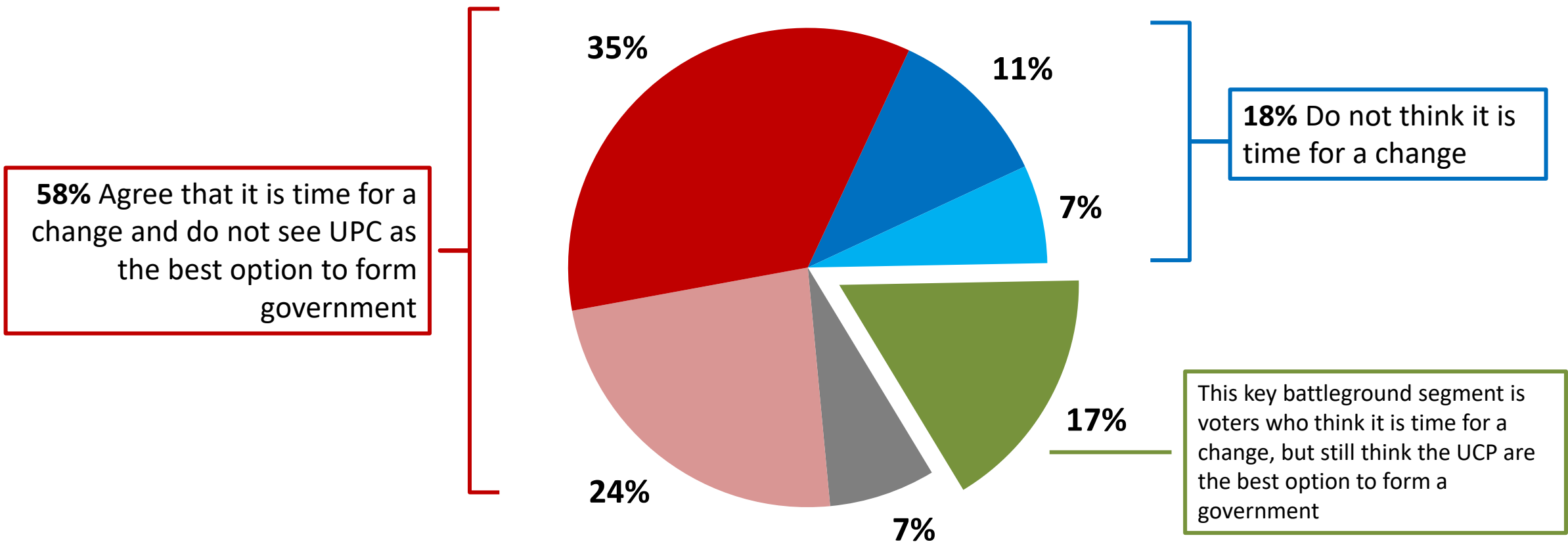


■ Strongly agree
■ Somewhat agree
■ Neither agree nor disagree
■ Somewhat disagree
■ Strongly disagree
■ Don't know

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=500]



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



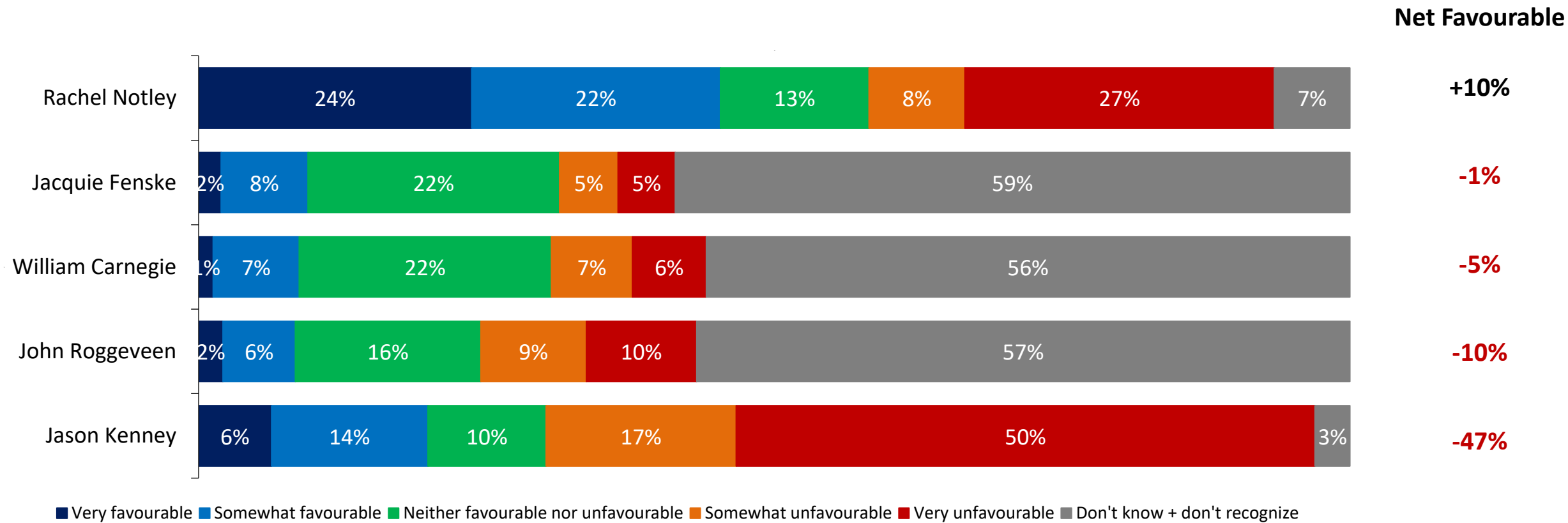
Leadership

Rachel Notley continues to have the strongest net favourability of any leader in Alberta, and holds a 24 point lead over Jason Kenney on the question of who would be the best Premier.

Leader Favourables: Notley is the only leader with net positive favourability; Kenney is seen least favourably

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.

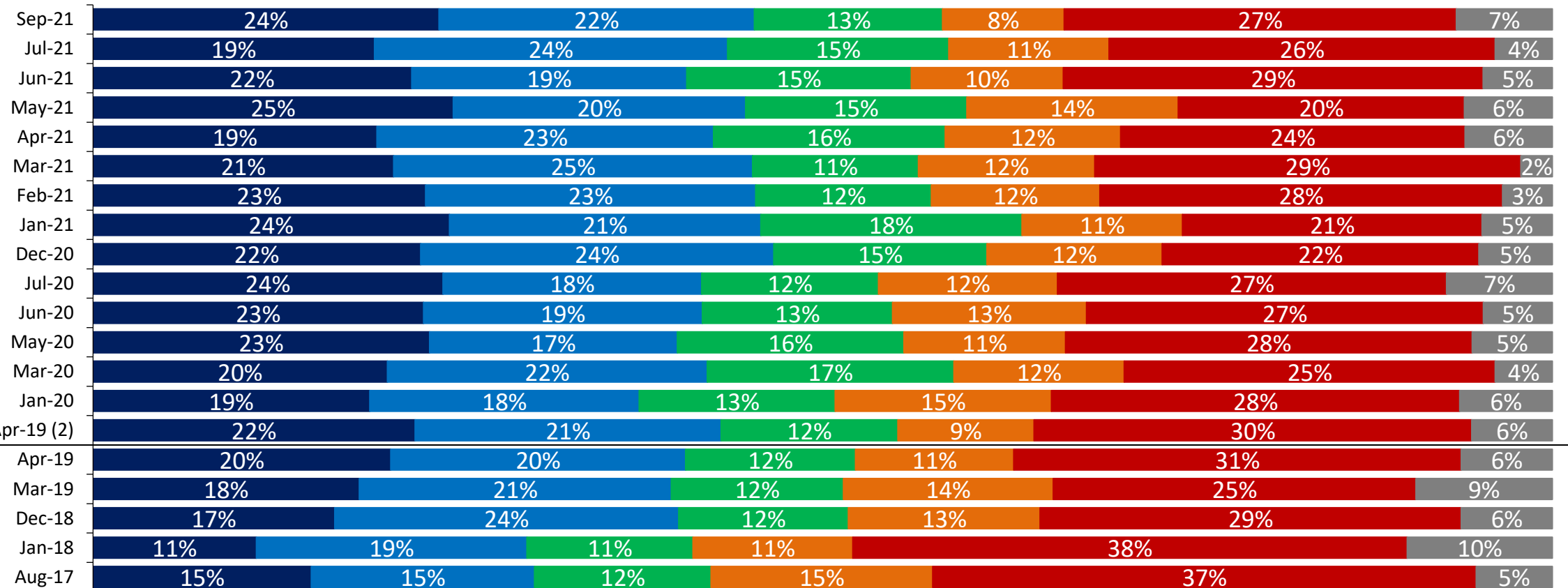
[asked of all respondents; n=500]



Rachel Notley Favourability: Favourability of Notley is up by 2 points and is now at the same level as May 2021

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=500]



Very favourable

Somewhat unfavourable

Somewhat favourable

Very unfavourable

Neither favourable nor unfavourable

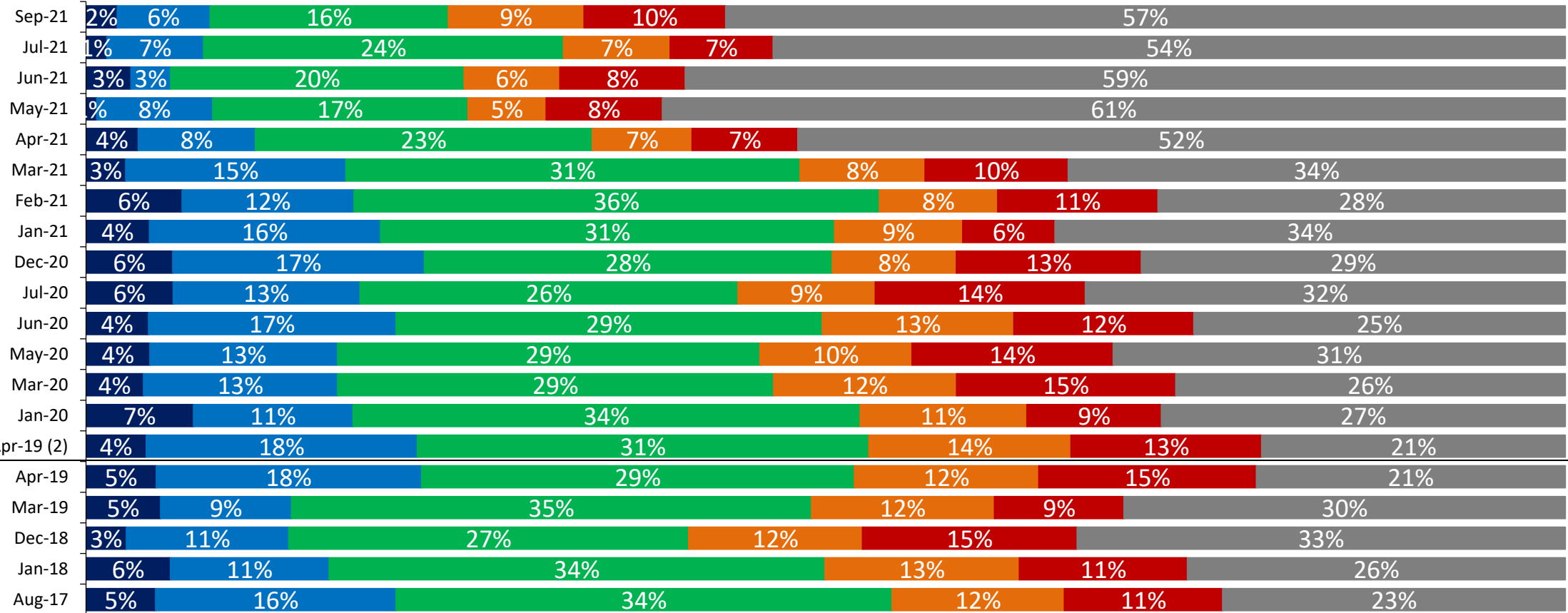
Don't know + don't recognize

John Roggeveen Favourability: A majority (57%) say they do not know or do not recognize interim leader Roggeveen



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=500]



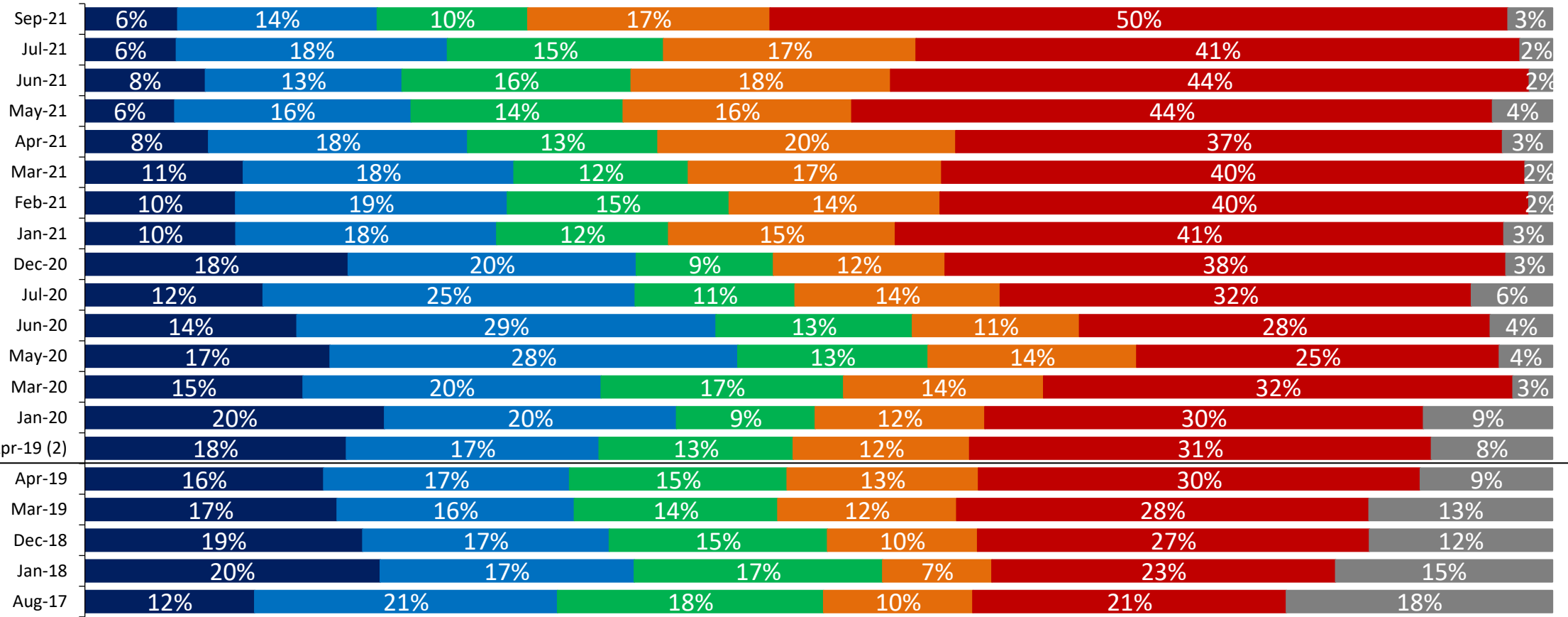
■ Very favourable
 ■ Somewhat favourable
 ■ Neither favourable nor unfavourable
■ Somewhat unfavourable
 ■ Very unfavourable
 ■ Don't know + don't recognize

Jason Kenney Favourability: Unfavourable impression of Kenney is now at an all time high since tracking began in August 2017



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=500]



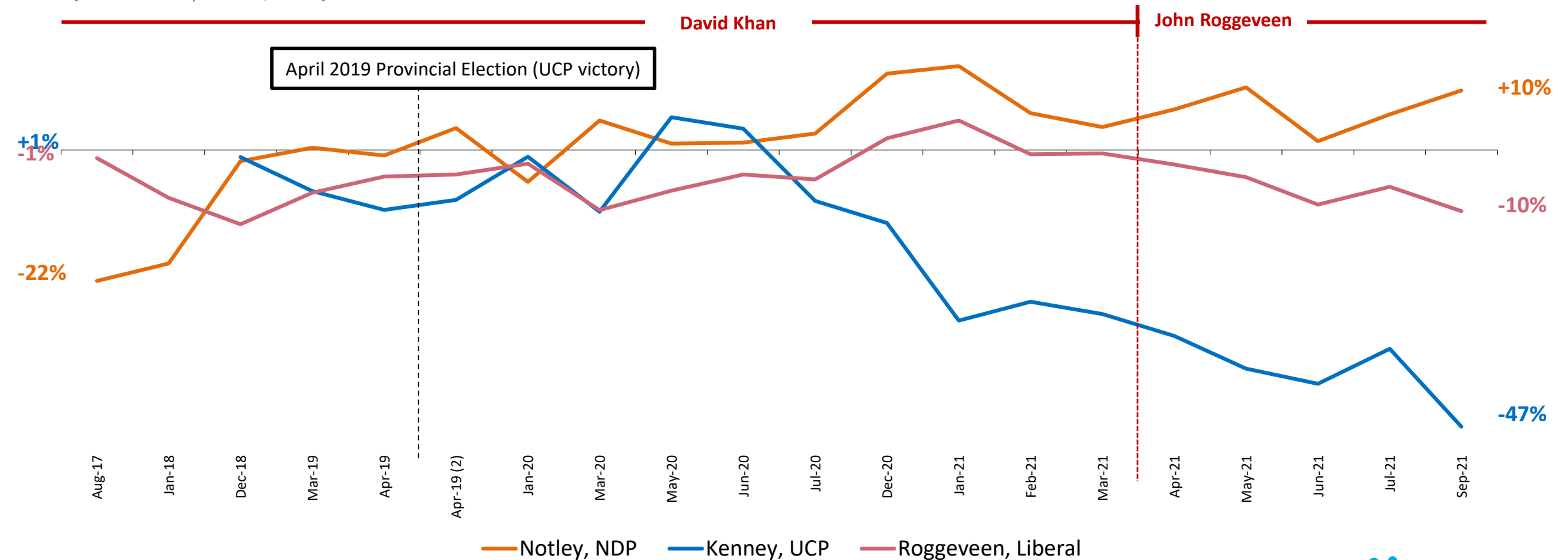
■ Very favourable
 ■ Somewhat favourable
 ■ Neither favourable nor unfavourable
■ Somewhat unfavourable
 ■ Very unfavourable
 ■ Don't know + don't recognize

Alberta Party Leader NET Favourables Tracking: Notley continues to receive the highest net favourability among major party leaders



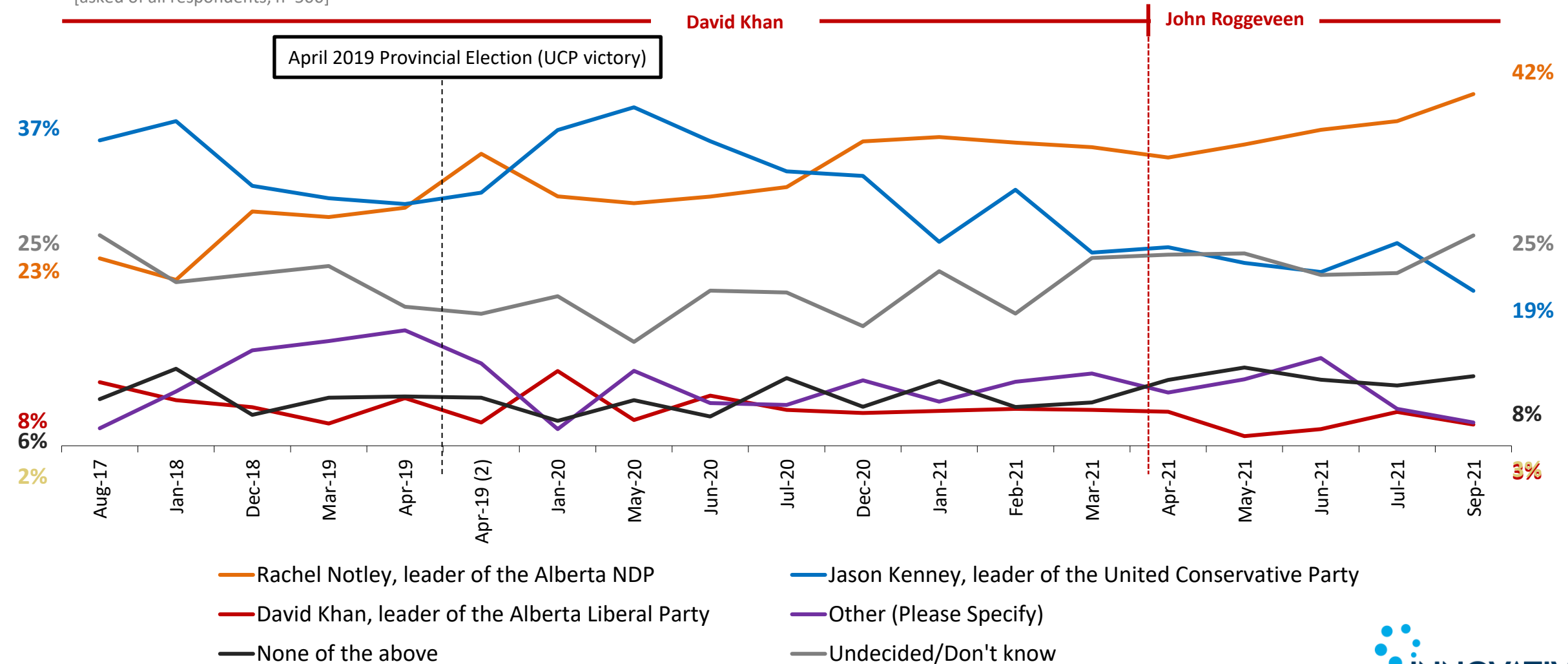
Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable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

[asked of all respondents; n=500]



Best Premier Tracking: Notley maintains her lead over Kenney as the top choice for premier of Alberta

Q Which of the following leaders would make the best Premier of [PROV]?
 [asked of all respondents; n=500]



Provincial Vote

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.

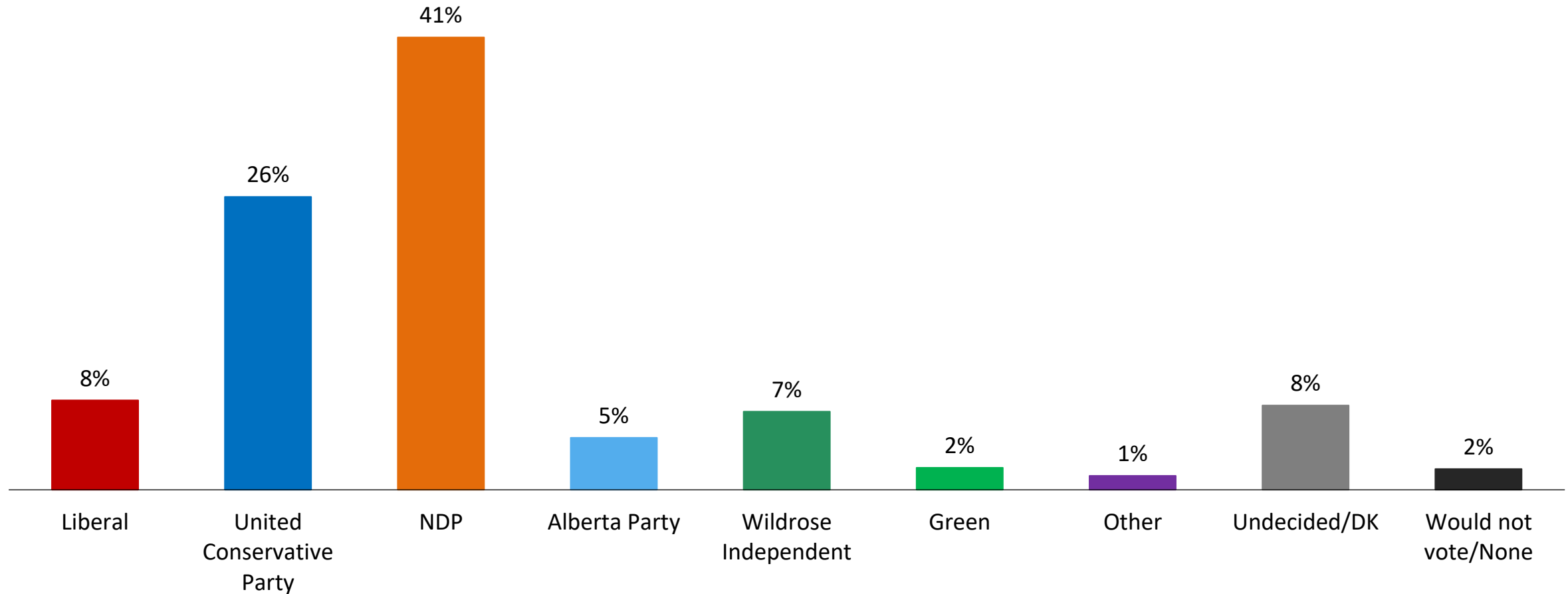
When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: The NDP (41%) leads over the UCP (26%) when it comes to 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]

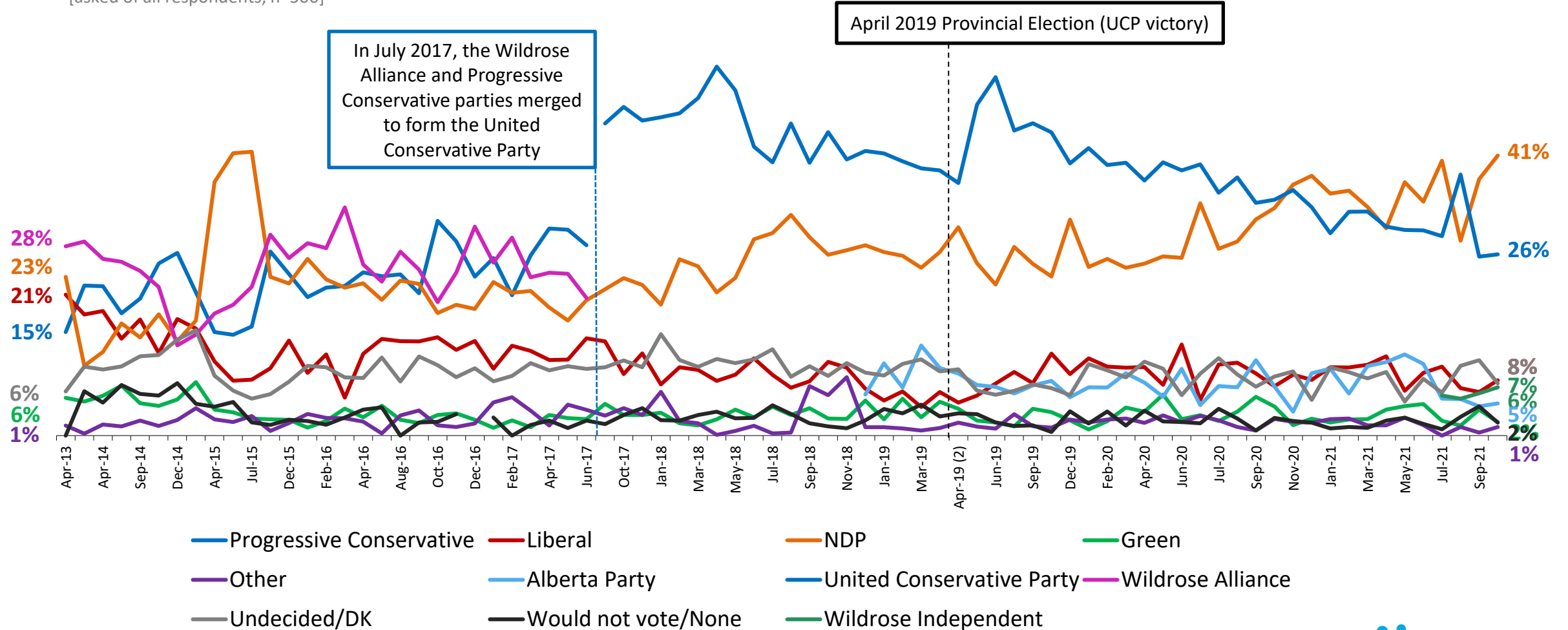
[asked of all respondents; n=500]



Provincial Vote Tracking: The NDP continues to increase their lead over the 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=500]

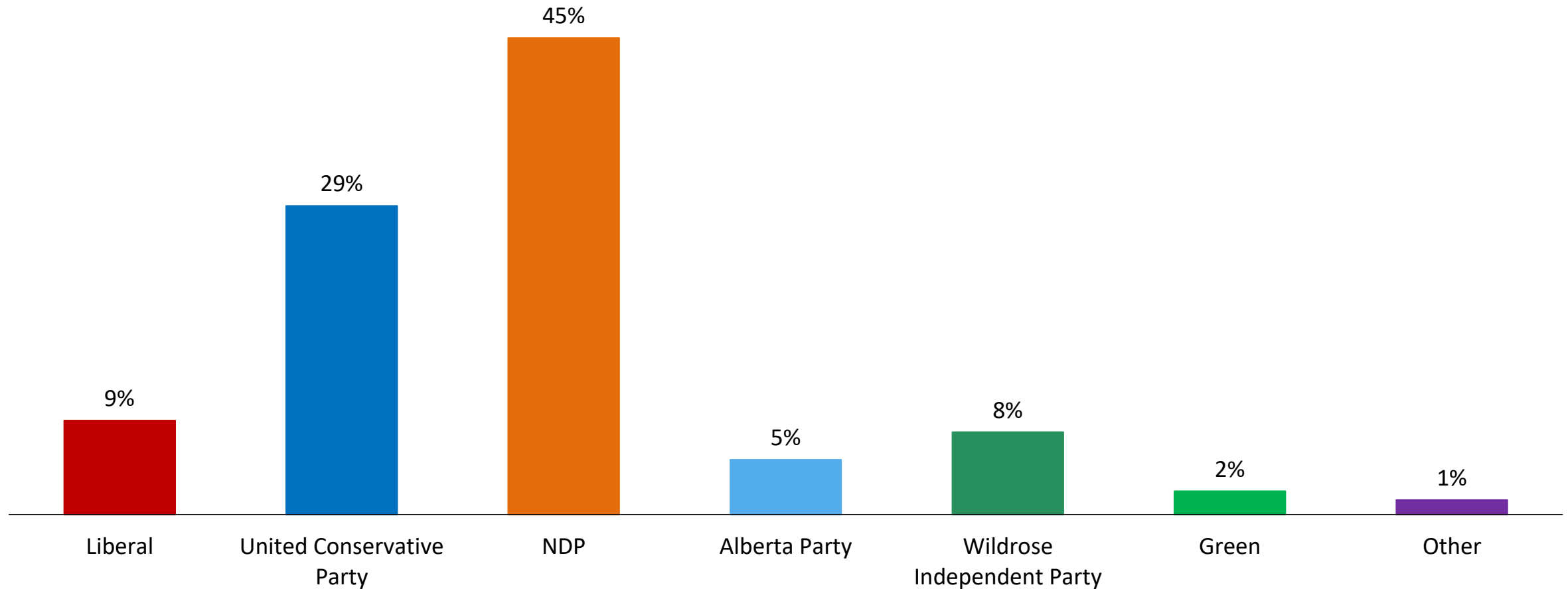


Provincial Decided Vote: The NDP has nearly half (45%) of the decided vote in Alberta while the UCP has 29%



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

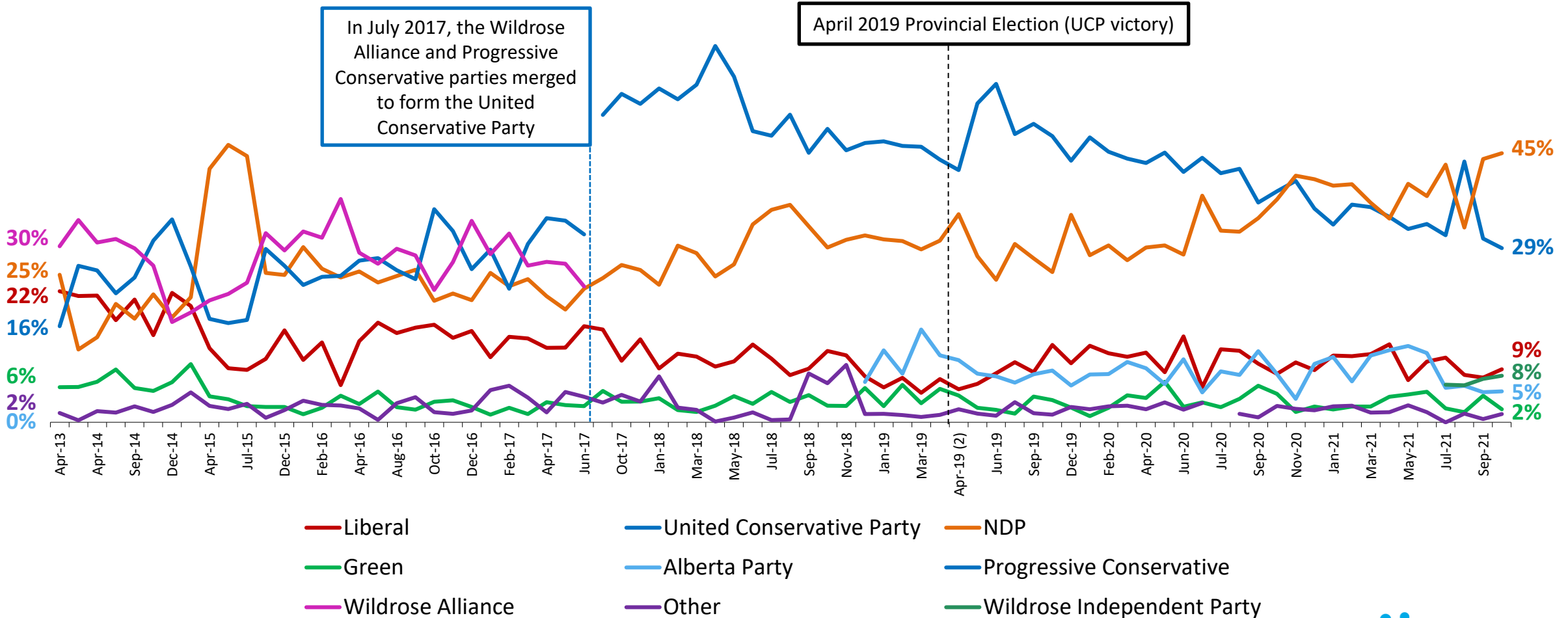
[decided voters only; n=452]



Provincial Decided Vote Tracking: The NDP have established their widest lead over the UCP yet



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=452]



Decided Vote by Region: The NDP leads in big cities and is on par with UCP in rural areas and small cities

Decided vote by Region

Decided Vote	Region		
	Calgary	Edmonton	Small Cities/Rural
	(N=140)	(N=143)	(N=169)
Liberal	11%	5%	11%
UCP	25%	29%	34%
NDP	48%	58%	32%
Alberta Party	4%	4%	7%
Wildrose Independent Party	8%	3%	11%
Green	4%	1%	1%
Other	0%	0%	3%

Note: Current data: September 2021

Decided Vote by Value Cluster: The NDP leads in all value clusters except Deferential and Populist Conservatives

		Value Clusters					
		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
		(N=71)	(N=41)	(N=108)	(N=89)	(N=82)	(N=61)
Decided Vote	Liberal	10%	12%	16%	3%	1%	10%
	United Conservative Party	48%	43%	35%	23%	7%	27%
	NDP	14%	26%	36%	53%	87%	43%
	Alberta Party	5%	11%	4%	2%	3%	12%
	Wildrose Independent Party	22%	7%	7%	7%	0%	5%
	Green	1%	0%	2%	4%	2%	4%
	Other	0%	0%	0%	7%	0%	0%

Decided Vote by Economic Gap: The NDP has the widest lead over the UCP among the Alienated segment while the UCP leads with Strugglers

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=120)	(N=140)	(N=68)	(N=125)
Decided Vote	Liberal	7%	16%	9%	2%
	United Conservative Party	36%	32%	29%	19%
	NDP	42%	26%	50%	67%
	Alberta Party	6%	8%	1%	3%
	Wildrose Independent Party	8%	10%	10%	4%
	Green	1%	3%	1%	3%
	Other	0%	4%	0%	0%

Decided Vote by Time for Change: More than half of those who believe its time for change are UCP voters

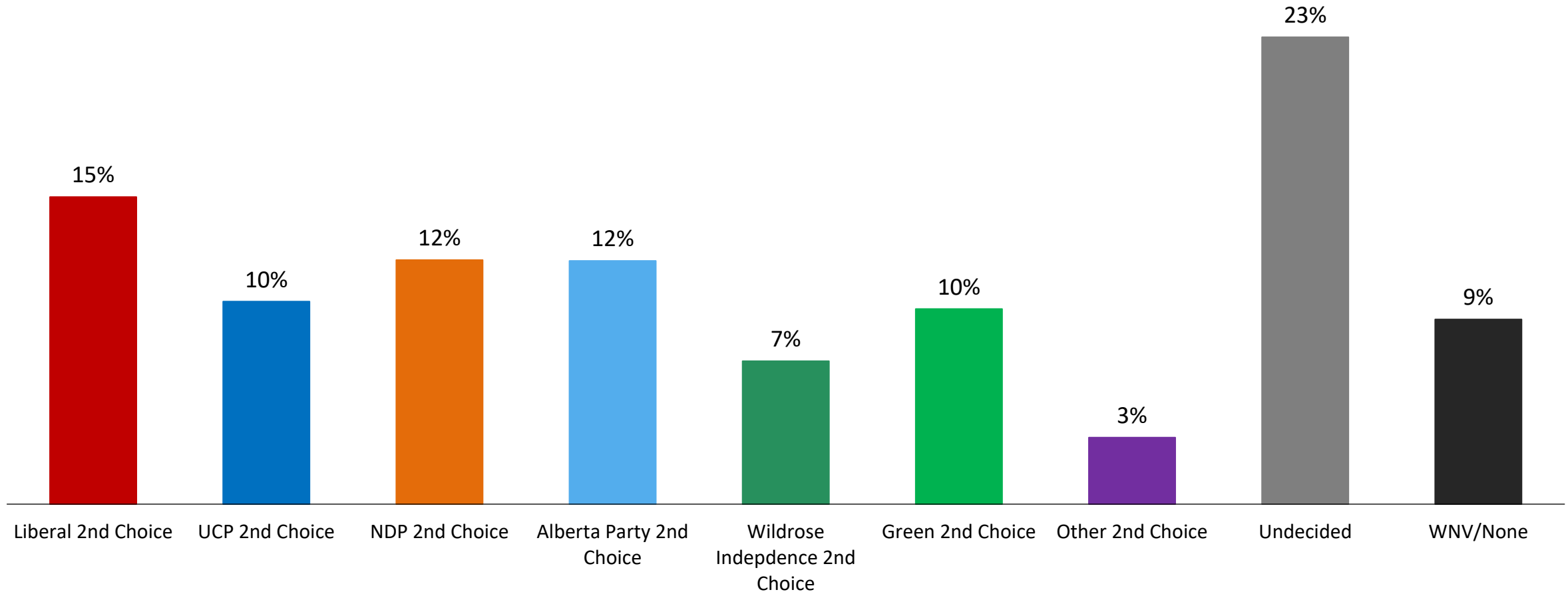
		Time for Change					
		Core Government	Soft Government	Time for a change Government	Uncertain	Soft anti-Government	Hostile
		(N=55)	(N=33)	(N=81)	(N=17)	(N=100)	(N=166)
Decided Vote	Liberal	0%	9%	12%	15%	18%	4%
	United Conservative Party	91%	67%	54%	15%	14%	0%
	NDP	0%	6%	15%	57%	38%	86%
	Alberta Party	3%	4%	4%	4%	16%	0%
	Wildrose Independent Party	6%	13%	10%	5%	13%	4%
	Green	0%	0%	4%	5%	1%	3%
	Other	0%	2%	0%	0%	0%	3%

Provincial 2nd Choice: A plurality of Albertans are undecided on their 2nd choice party



And which party would be your second choice?

[only decided voters; n=452]



Provincial 2nd Choice: NDP voters and Liberal voters are more likely to choose each other's party as their second choice

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

First Choice

	Liberal 1st Choice (N=40)	UCP 1st Choice (N=132)	NDP 1st Choice (N=205)	Alberta Party 1st Choice (N=23)	Wildrose 1st Choice (N=35)	Green 1st Choice (N=10)
Liberal 2nd Choice		5%	28%	5%	2%	26%
UCP 2nd Choice	11%		8%	27%	45%	10%
NDP 2nd Choice	46%	16%		35%	10%	19%
Alberta Party 2nd Choice	21%	10%	13%		15%	8%
Wildrose Independence 2nd Choice	1%	19%	1%	7%	0%	14%
Green 2nd Choice	1%	7%	14%	12%	5%	0%
Other 2nd Choice	3%	4%	0%	0%	1%	6%
Undecided	13%	22%	28%	11%	15%	18%
WNV/None	5%	16%	7%	1%	7%	0%

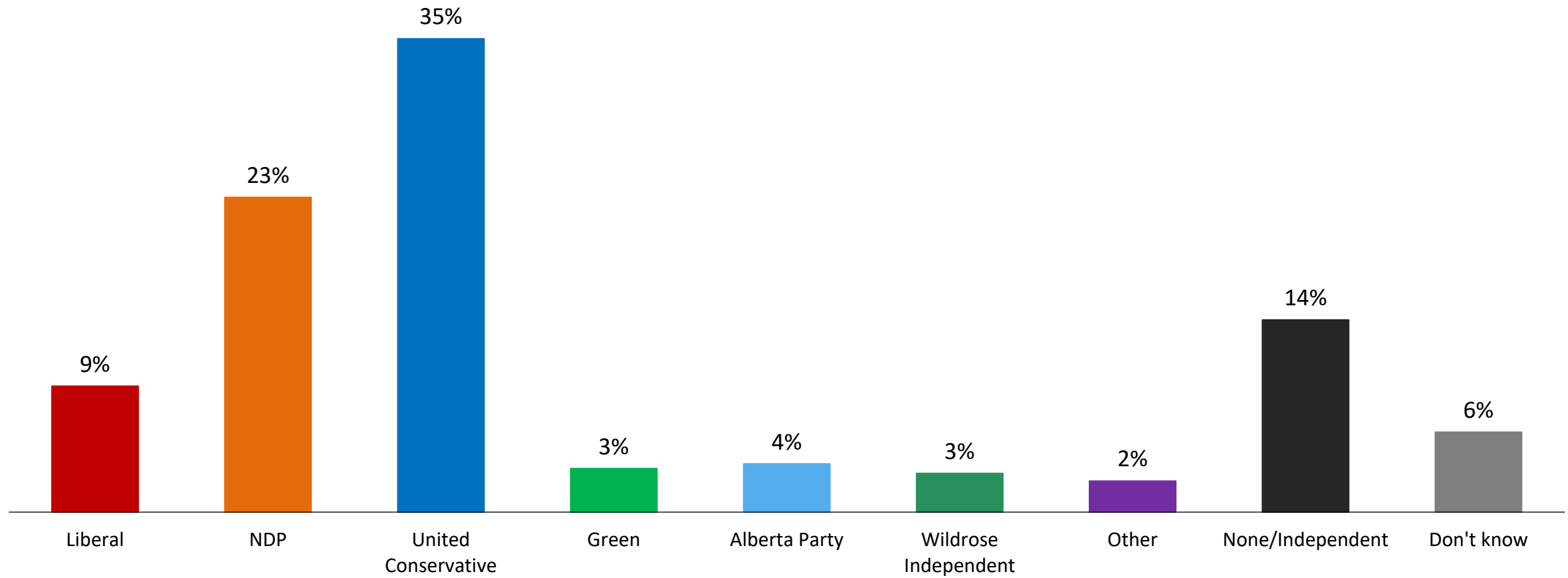
Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: September 2021

Provincial Party ID: A plurality (35%) of Albertans are UCP supporters while only 23% consider themselves as NDP partisans



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

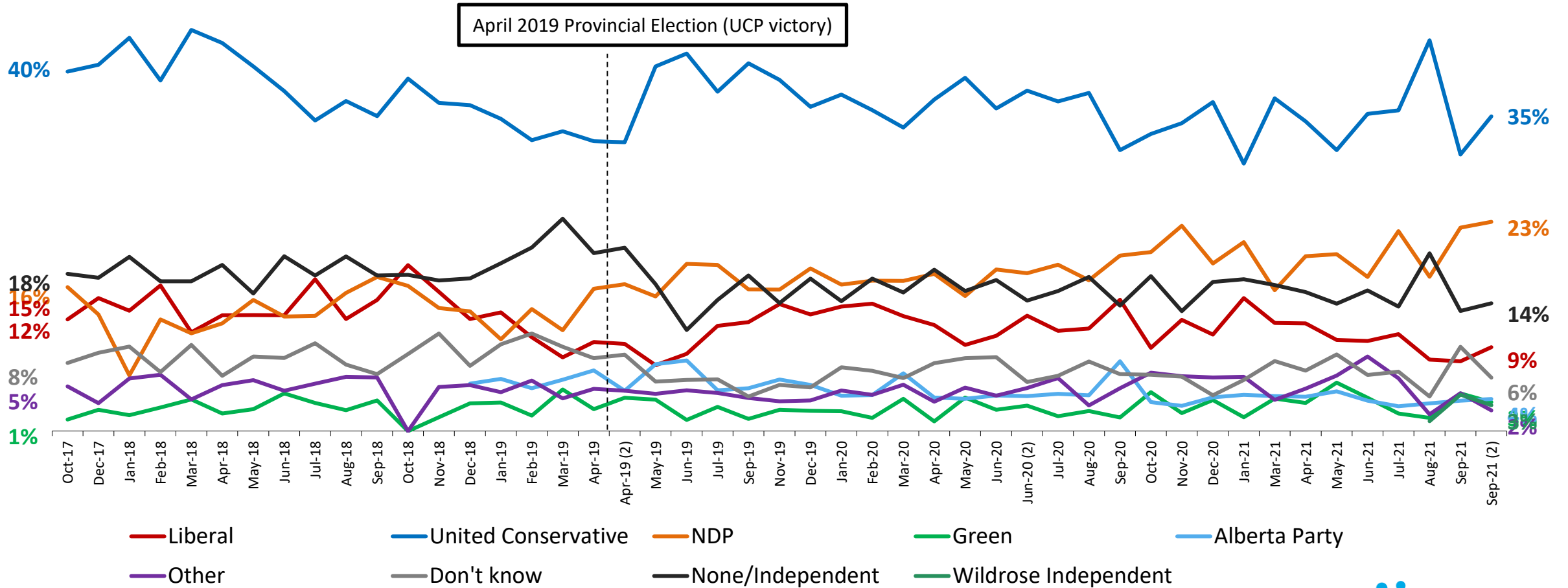
[asked of all respondents; n=500]



Provincial Party ID Tracking: UCP still leads the other parties on supporters with NDP (23%) trailing behind



Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=500]



Combined Vote by Party ID: NDP partisans are the most loyal to their party while Liberal partisans are the least loyal

Provincial Party Identification

	Liberal	NDP	United Conservative	Other	Unaligned
	(N=47)	(N=117)	(N=175)	(N=60)	(N=101)
Liberal	51%	1%	4%	4%	6%
UCP	2%	1%	67%	7%	9%
NDP	30%	95%	13%	30%	40%
Alberta Party	2%	1%	4%	22%	1%
Wildrose Independent	0%	0%	11%	22%	4%
Green	1%	0%	0%	12%	2%
Other	0%	0%	0%	1%	6%
Undecided/DK	13%	2%	2%	2%	25%
Would not vote/None	2%	0%	0%	2%	7%

Note: Current data: September 2021

UCP Leadership

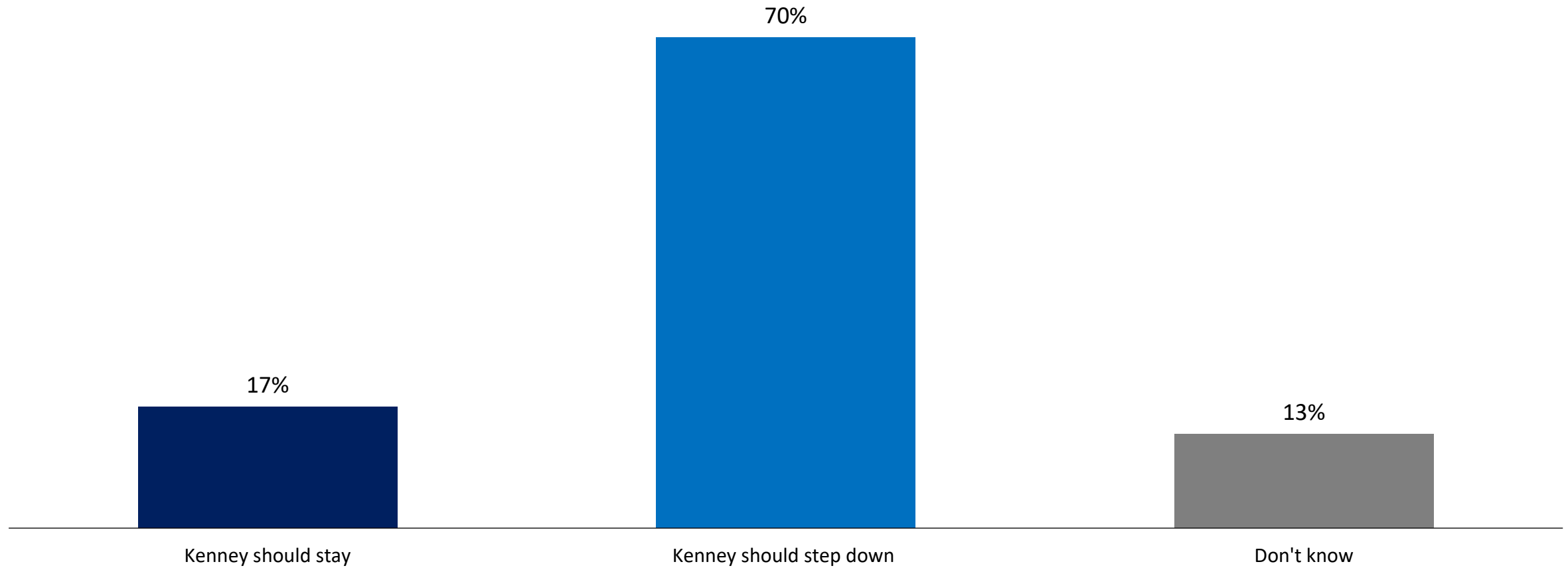
Seven in ten Albertans want to see Jason Kenney leave office. Among the other potential UCP leaders, Brian Jean has the highest favourability and a plurality of Albertans believe that he would make the best premier.

Jason Kenney: 7-in-10 Albertans believe that Premier Jason Kenney should step down



There has been some speculation about whether Premier Jason Kenney will stay to fight the next election or whether he should step down. What do you think? Should Jason Kenney stay on as UCP leader or should Jason Kenney step down before the next election?

[asked of all respondents; n=500]

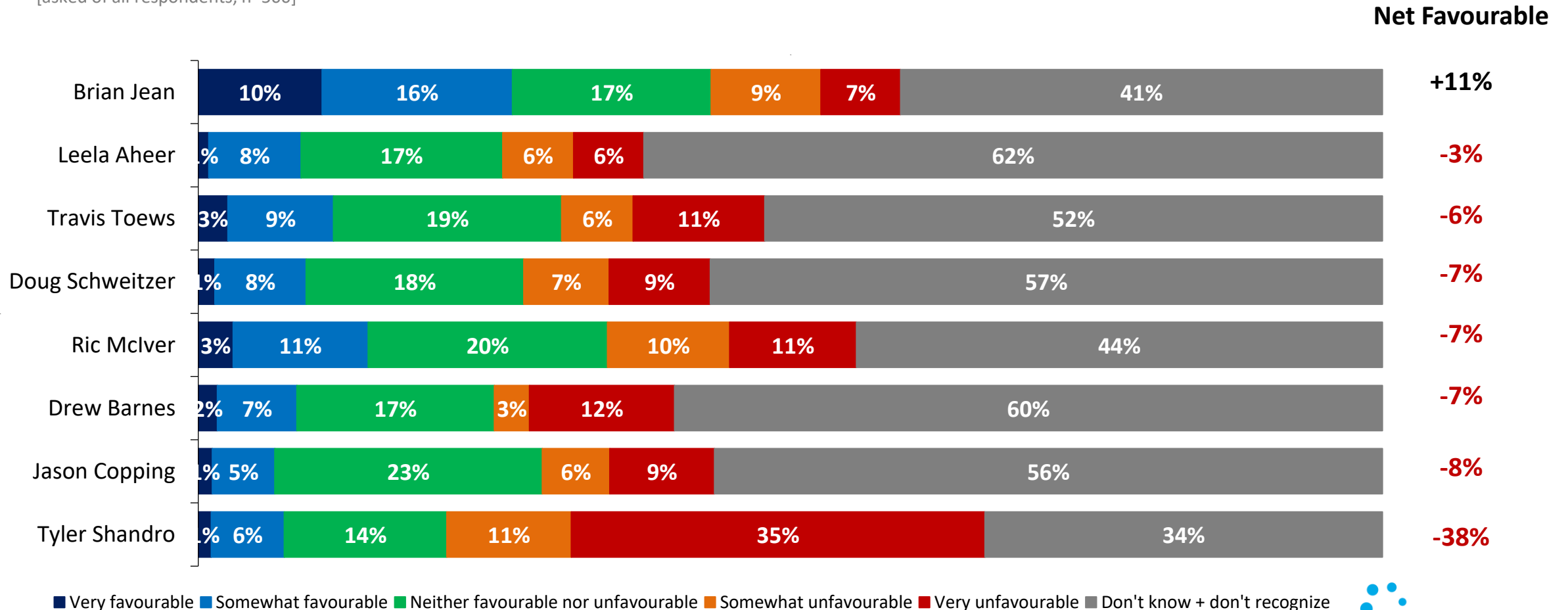


Leader of the UCP Favourables: Brian Jean is most favourable potential UCP leader with a positive net favourability



Below are the names of several individuals who some have said could lead the United Conservative Party. 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=500]

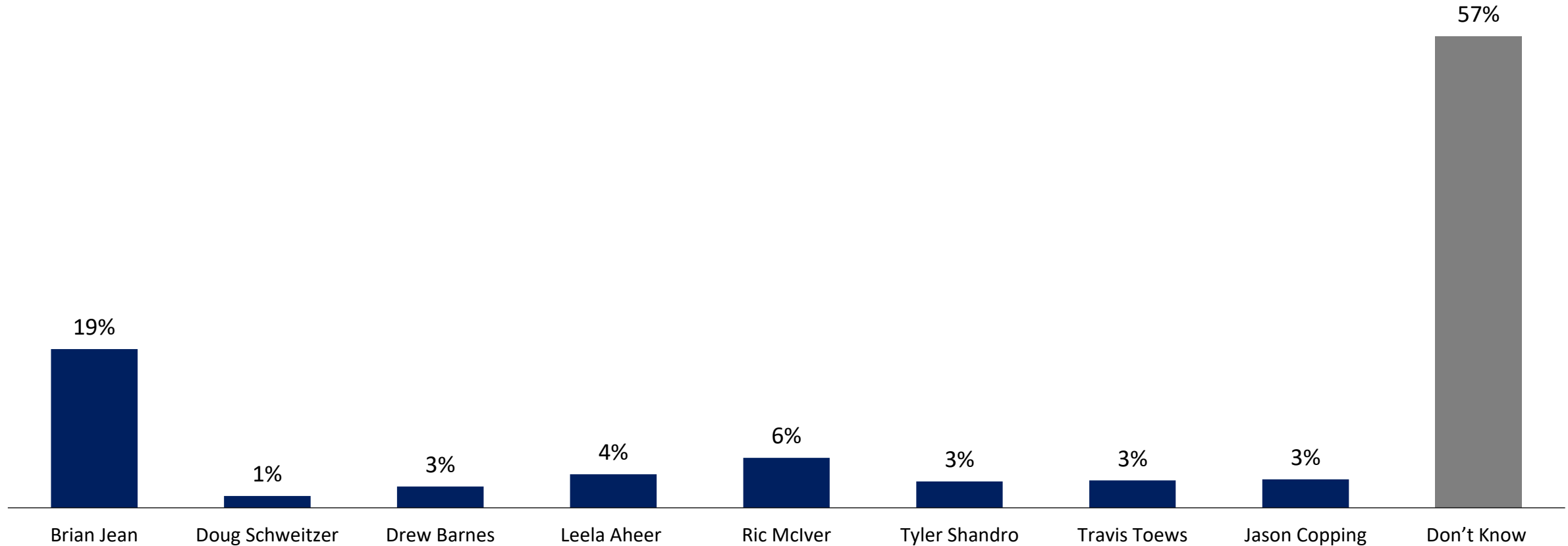


Best Premier of Alberta: A plurality (19%) say that Brian Jean would make the best premier among all other potential UCP leaders



Which of the following potential individuals who could be the leader of the United Conservative Party would make the best Premier of Alberta?

[asked of all respondents; n=500]



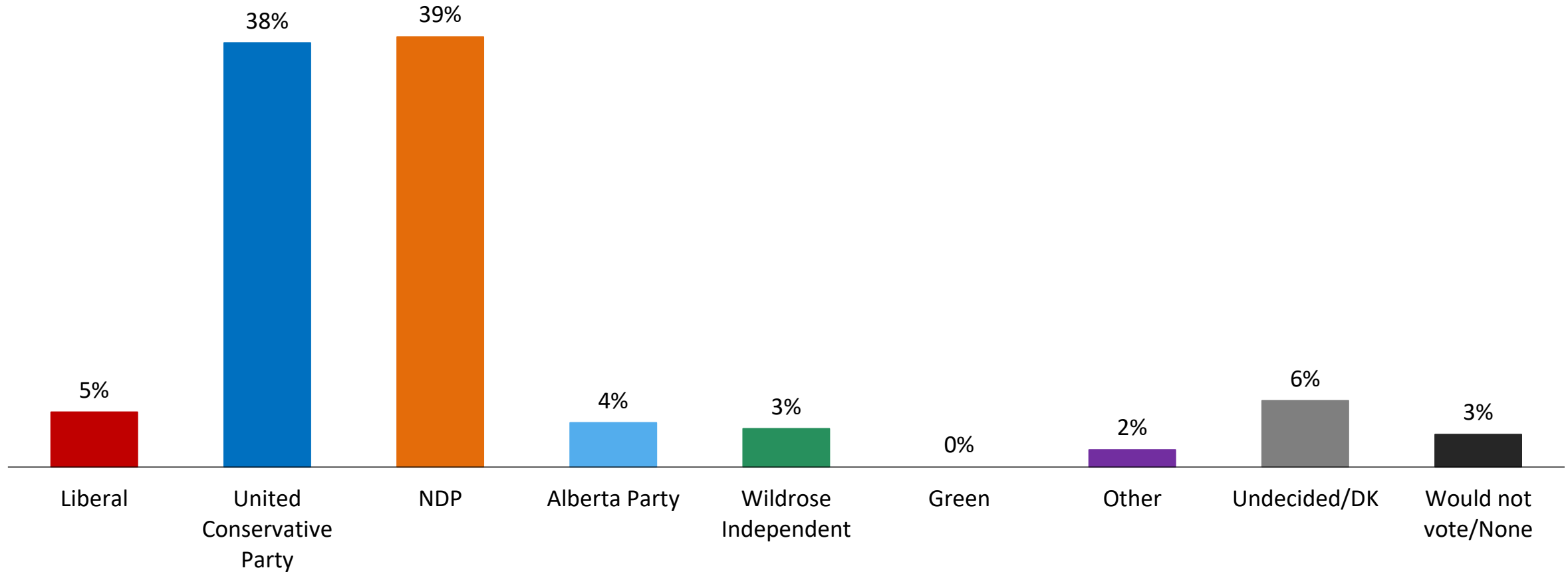
Provincial Combined Vote: UCP (38%) is on par with NDP (39%), having the highest share of combined vote ⁴⁵



Now, if a provincial election were held today with your preferred candidate as the leader of the United Conservative Party, which party would you vote for?

[Vote + Lean]

[asked of all respondents; n=493]



Provincial Combined Vote: Having their preferred UCP candidate as leader seemed to increase likelihood to vote UCP by 12 points



Now, if a provincial election were held today with your preferred candidate as the leader of United Conservative Party, which party would you vote for? **[Vote + Lean]**

[asked of all respondents; n=500]



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

[asked of all respondents; n=500]



■ Liberal
 ■ UCP
 ■ NDP
 ■ Alberta Party
 ■ Wildrose Independent
 ■ Green
 ■ Other
 ■ Undecided/DK
 ■ Would not vote/None

Vote by Time for Change: With a new leader, the UCP would win 68% of time for change voters

		Time for Change					
		Core Government	Soft Government	Time for a change Government	Uncertain	Soft anti-Government	Hostile
		(N=56)	(N=32)	(N=81)	(N=17)	(N=105)	(N=166)
Decided Vote with a New UCP Leader	Liberal	0%	9%	4%	11%	12%	2%
	United Conservative Party (with a new leader)	98%	84%	68%	24%	36%	6%
	NDP	0%	6%	15%	59%	31%	82%
	Alberta Party	1%	0%	3%	1%	12%	3%
	Wildrose Independent Party	1%	0%	6%	1%	8%	2%
	Green	0%	0%	4%	5%	1%	1%
	Other	0%	2%	0%	0%	0%	4%

Methodology

Survey Methodology

These are the results of an online survey conducted between September 24th to October 5th, 2021.

Method: This 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=672 Alberta residents, 18 years or older. The results are weighted to n=500 based on Census data from Statistics Canada.

Field Dates: September 24th to October 5th, 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	50	7.5%	83	16.8%
Men 35-54	122	18.3%	89	18.1%
Men 55+	140	21%	73	14.9%
Women 18-34	93	13.9%	81	16.4%
Women 35-54	111	16.6%	88	17.8%
Women 55+	152	22.8%	78	16%
Region				
Calgary	257	38.2%	162	32.5%
Edmonton	258	38.4%	158	31.5%
Small Cities/Rural	157	23.4%	180	36%

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Building Understanding.

