Alberta Politics

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Methodology

Survey Methodology

These are the results of an online survey conducted between April 13th to April 19th, 2023.

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=1,508 Alberta residents, 18 years or older. The results are weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: April 13th to April 19th, 2023.

Weighting: Results for Alberta are by age, gender, region and education using the latest available Census data to reflect the actual demographic composition of the population.

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.

Full disclosure standards can be found here.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	147	9.8%	217	14.7%
Men 35-54	258	17.2%	268	18.2%
Men 55+	260	17.3%	246	16.6%
Women 18-34	251	16.7%	213	14.4%
Women 35-54	295	19.7%	269	18.2%
Women 55+	289	19.3%	265	17.9%
Calgary	475	31.5%	478	31.9%
Edmonton	481	31.9%	491	32.8%
North	171	11.3%	155	10.3%
Central	207	13.7%	221	14.7%
South	174	11.5%	155	10.3%

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

Provincial Vote

Provincial Party ID: The UCP continues to hold a strong advantage in party identification

Q Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=1,500]

Liberal	NDP	United Conservative	Green	Alberta Party	Other	None/Independent	Don't know
9%	22%	35%	3%	4%	4%	15%	8%

Current data: April 2023

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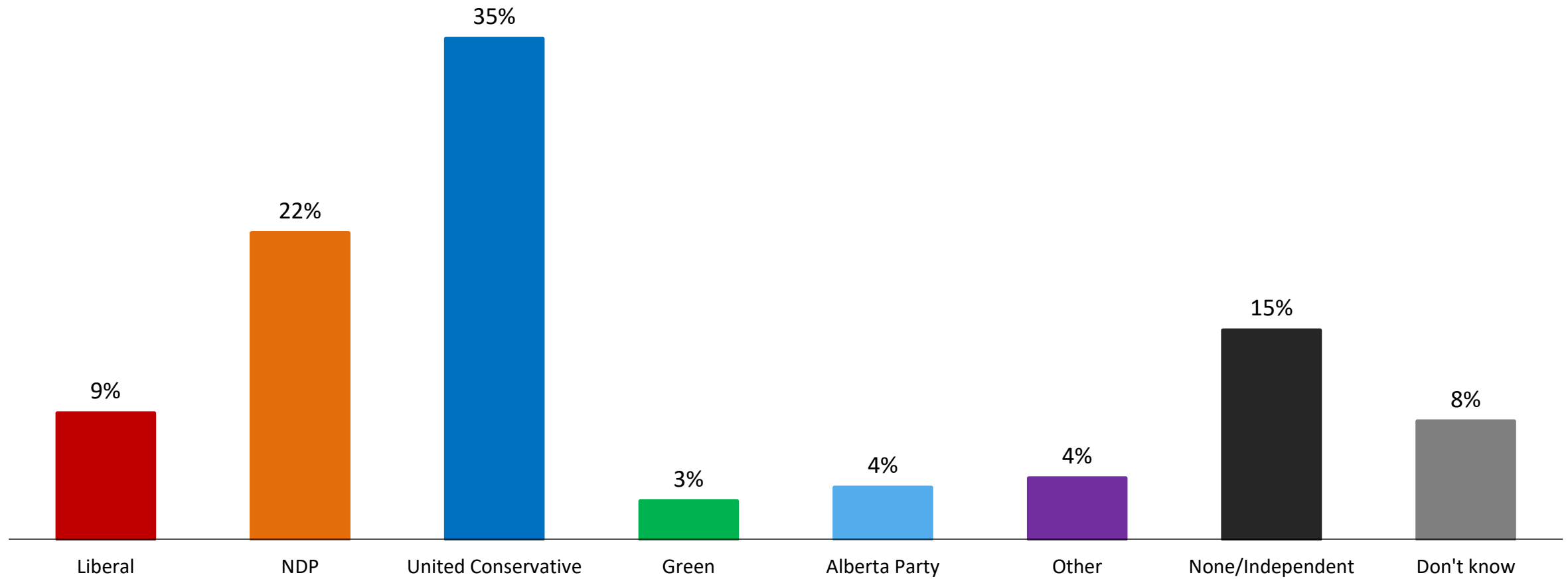
Provincial Party ID Tracking: Compared to last month, there is a slight increase in Albertans that identify as UCP while NDP sees a decrease

Q Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=1,500]

Legend:
- Liberal
- United Conservative
- NDP
- Green
- Alberta Party
- Other
- Don't know
- None/Independent
- Wildrose Independent

Current data: April 2023

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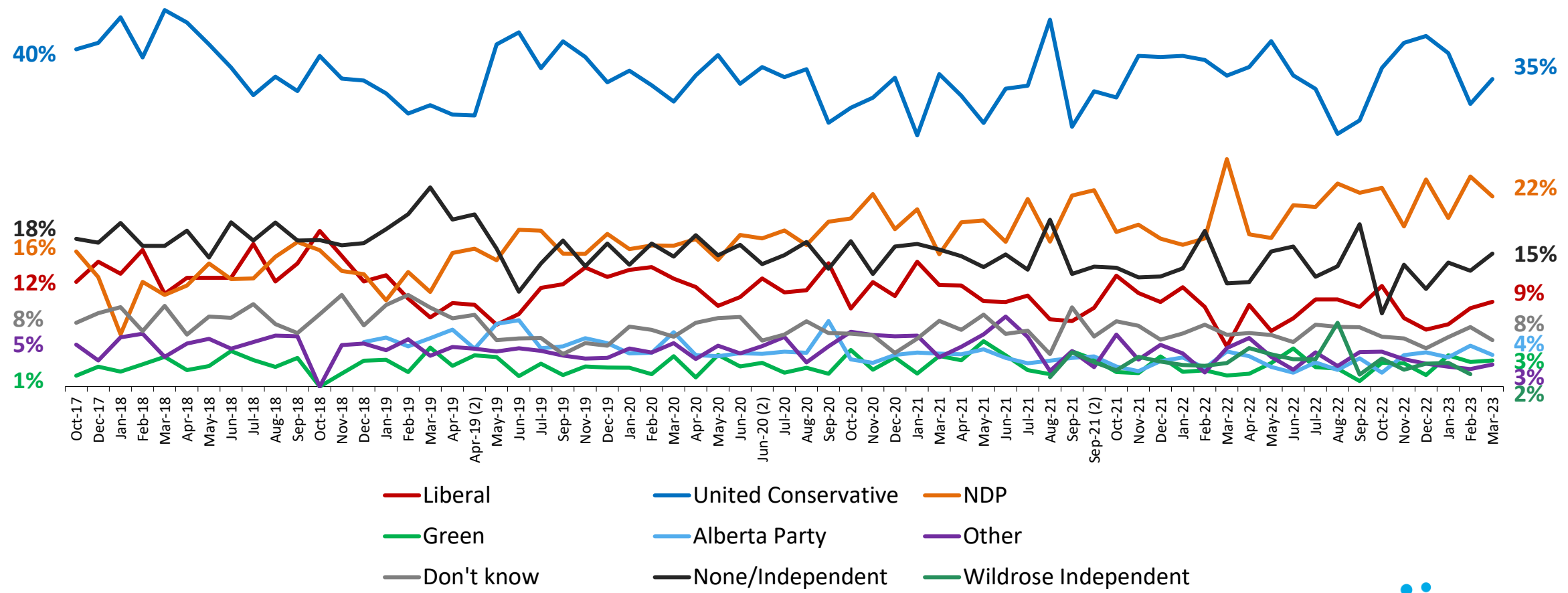
Likelihood to Vote: Nearly 3-in-5 (59%) respondents say they are definitely going to vote in the upcoming Alberta provincial election

Q As you may have heard, there is going to be a provincial election May 29 of this year. How likely are you to vote in the upcoming Alberta provincial election?
[asked of all respondents; n=1,500]

Definitely	Very likely	Somewhat likely	Not very likely	Definitely will not vote	Don't know
59%	19%	12%	6%	2%	3%

Current data: April 2023

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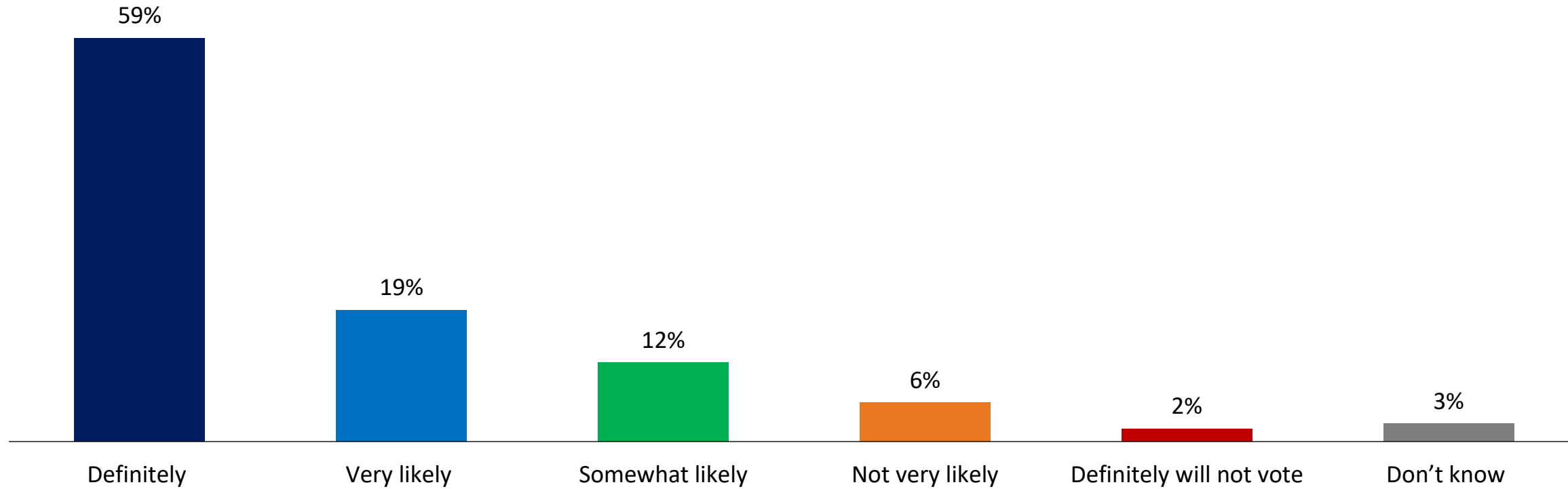
Following the Election: Only 1-in-5 (21%) say they've been following the news about the upcoming election 'very closely'

Q How closely have you been following news about the upcoming provincial election?
[asked of all respondents; n=1,500]

64% Closely

35% Not closely

21%	44%	26%	10%	<1%
Very closely	Somewhat closely	Not very closely	Not at all	Don't know

Current data: April 2023

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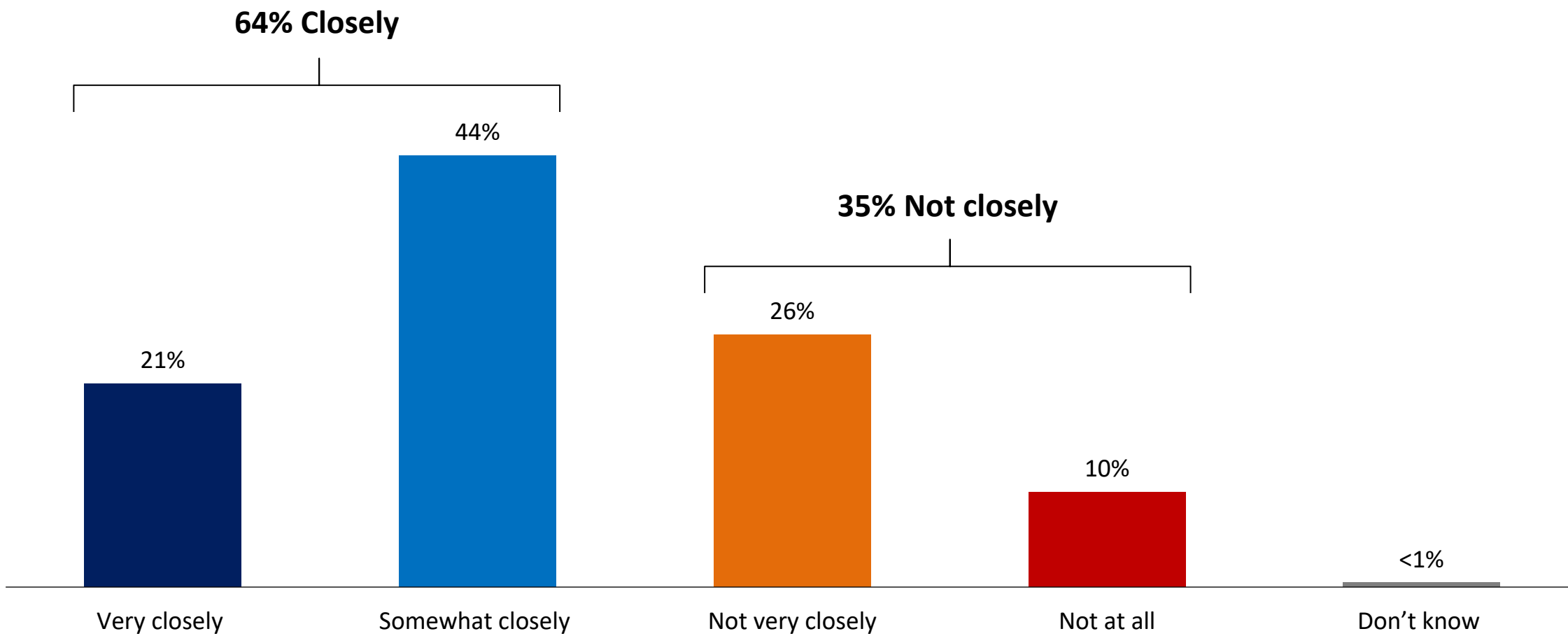
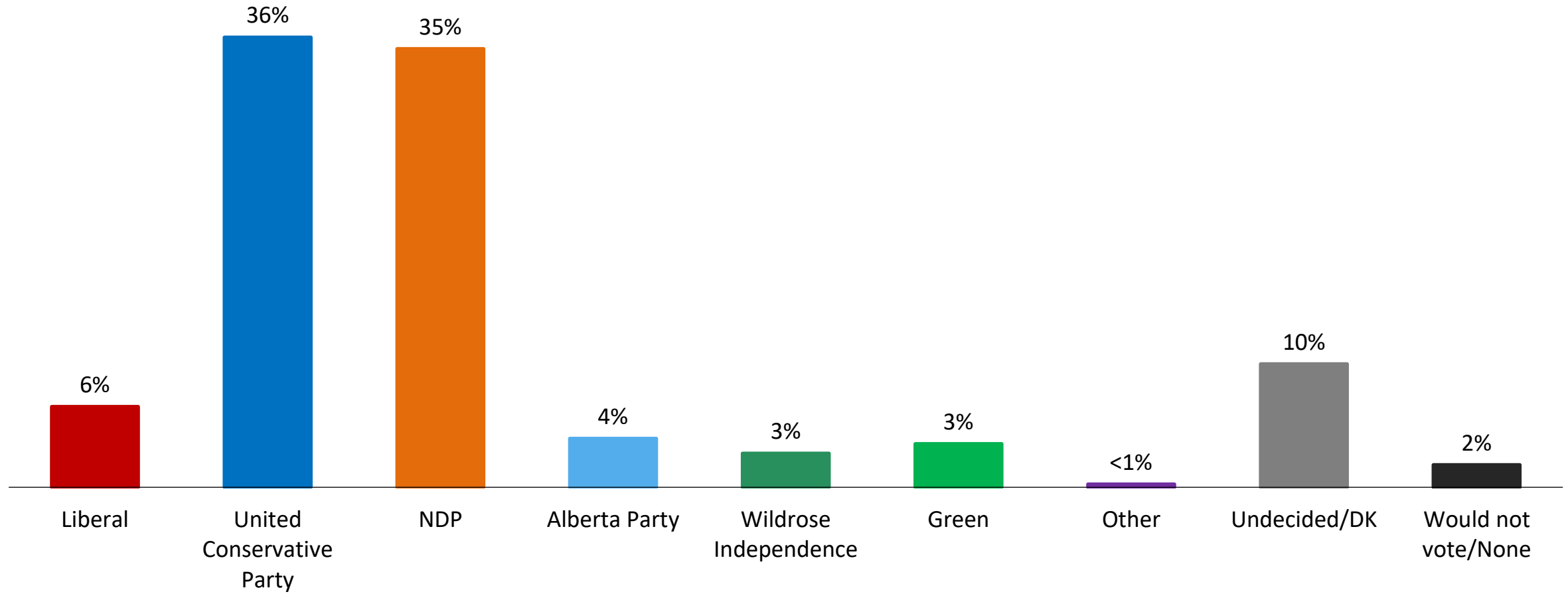# Provincial Combined Vote: Albertans are split between UCP (36%) and NDP (35%) on combined vote

Q If a provincial election were held today, which (party/ leader and party) would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=1,500]

Liberal	United Conservative Party	NDP	Alberta Party	Wildrose Independence	Green	Other	Undecided/DK	Would not vote/None
6%	36%	35%	4%	3%	3%	<1%	10%	2%

Note: In April 2023, half the respondents were shown both the party and party leader name, while the other half were just shown the party name.
Current data: April 2023

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Provincial Combined Vote Tracking: UCP and NDP vote share remains neck and neck; share of those who are 'Undecided/DK' rising

Q If a provincial election were held today, which (party/ leader and party) would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=1,500]

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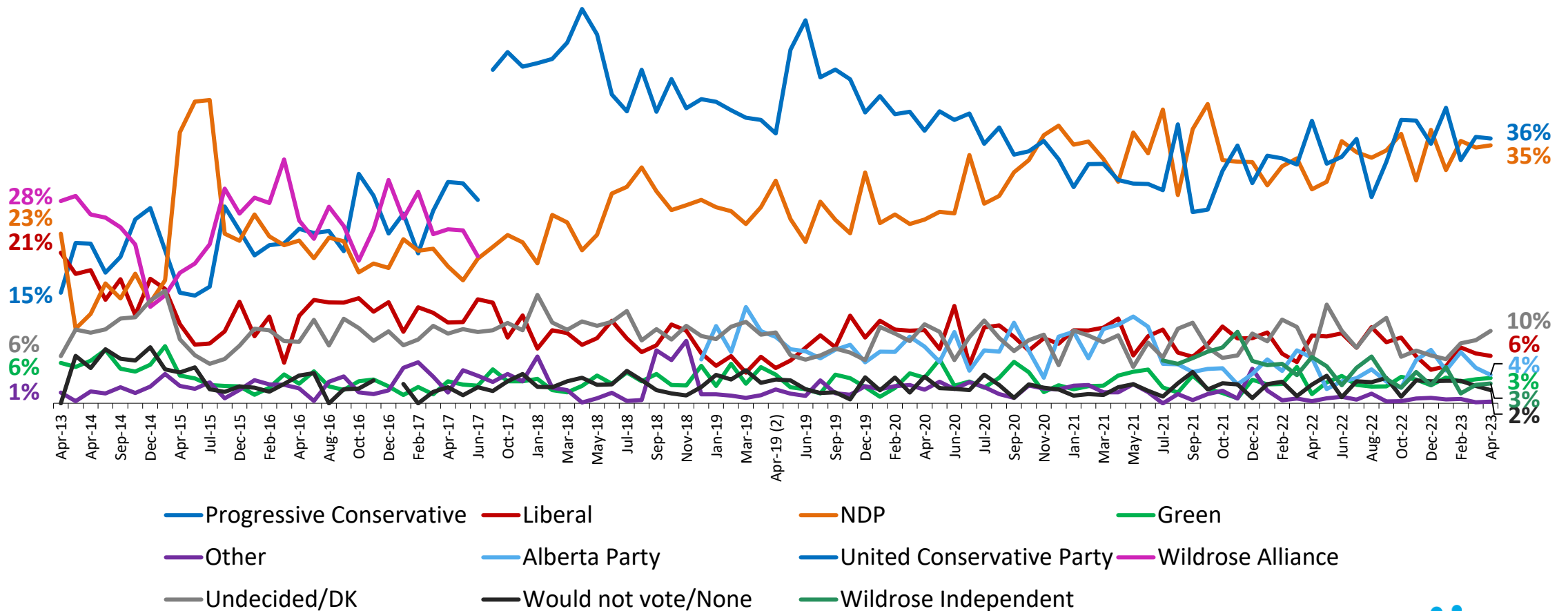- Wildrose Independent

Note: In April 2023, half the respondents were shown both the party and party leader name, while the other half were just shown the party name.
Current data: April 2023

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Vote by Region: NDP surging in key battleground of Calgary

	Overall	Calgary	Edmonton	North	Central	South
Liberal	**6%**	6%	6%	5%	9%	5%
UCP	**36%**	32%	31%	44%	43%	48%
NDP	**35%**	40%	40%	26%	27%	29%
Alberta Party	**4%**	3%	4%	6%	5%	4%
Green	**3%**	3%	4%	3%	3%	2%
Other	**3%**	4%	2%	2%	2%	2%
Undecided/Don't know	**10%**	9%	11%	13%	7%	9%
WNV/None	**2%**	3%	1%	1%	3%	0%

Current data: April 2023

Combined Vote by Party ID: Unaligned voters are twice as likely to vote for the NDP (34%) than the UCP (17%)

Provincial Party Identification

Provincial Combined Vote	NDP (N=326)	United Conservative (N=532)	Liberal (N=134)	Other (N=261)	Unaligned (N=348)
Liberal	6%	1%	41%	9%	1%
UCP	5%	82%	4%	15%	17%
NDP	85%	9%	38%	22%	34%
Alberta Party	1%	2%	1%	16%	5%
Wildrose Independent	1%	2%	5%	10%	2%
Green	1%	1%	3%	22%	2%
Other	0%	0%	0%	1%	1%
Undecided/DK	1%	4%	8%	5%	30%
Would not vote/None	0%	0%	0%	0%	7%

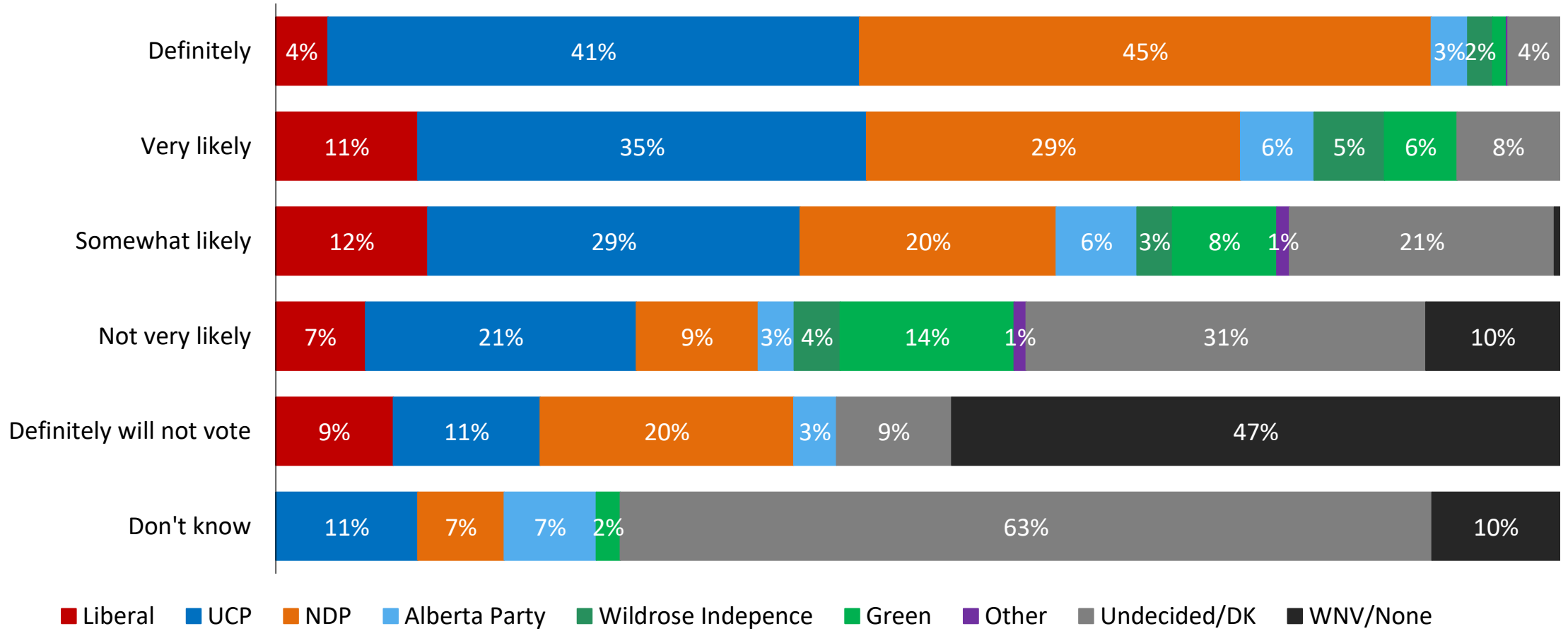**Note:** Current data: April 2023

Vote by Likelihood to Vote: Among definite voters, the NDP has a 4 point lead, while UCP leads for 'very likely' and 'somewhat likely' voters

Q As you may have heard, there is going to be a provincial election May 29 of this year. How likely are you to vote in the upcoming Alberta provincial election?
[asked of all respondents; n=1,500]

	Liberal	UCP	NDP	Alberta Party	Wildrose Independence	Green	Other	Undecided/DK	WNV/None
Definitely	4%	41%	45%	3%	2%				4%
Very likely	11%	35%	29%	6%	5%	6%			8%
Somewhat likely	12%	29%	20%	6%	3%	8%	1%	21%	
Not very likely	7%	21%	9%	3%	4%	14%	1%	31%	10%
Definitely will not vote	9%	11%	20%	3%				9%	47%
Don't know		11%	7%	7%		2%		63%	10%

Legend: ■ Liberal ■ UCP ■ NDP ■ Alberta Party ■ Wildrose Indepence ■ Green ■ Other ■ Undecided/DK ■ WNV/None

Current data: April 2023

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Vote by Following the Election: Those who haven't been following news about the upcoming election closely are more likely to vote UCP

Q How closely have you been following news about the upcoming provincial election?
[asked of all respondents; n=1,500]

Following	Liberal	UCP	NDP	Alberta Party	Wildrose Indepence	Green	Other	Undecided/DK	WNV/None
Very closely	6%	41%	43%	3%	2%			2%	
Somewhat closely	7%	38%	41%	4%	3%	2%		5%	
Not very closely	6%	35%	29%	4%	3%	7%		15%	2%
Not at all	7%	23%	10%	4%	3%	5%		34%	13%

Legend: ■ Liberal ■ UCP ■ NDP ■ Alberta Party ■ Wildrose Indepence ■ Green ■ Other ■ Undecided/DK ■ WNV/None
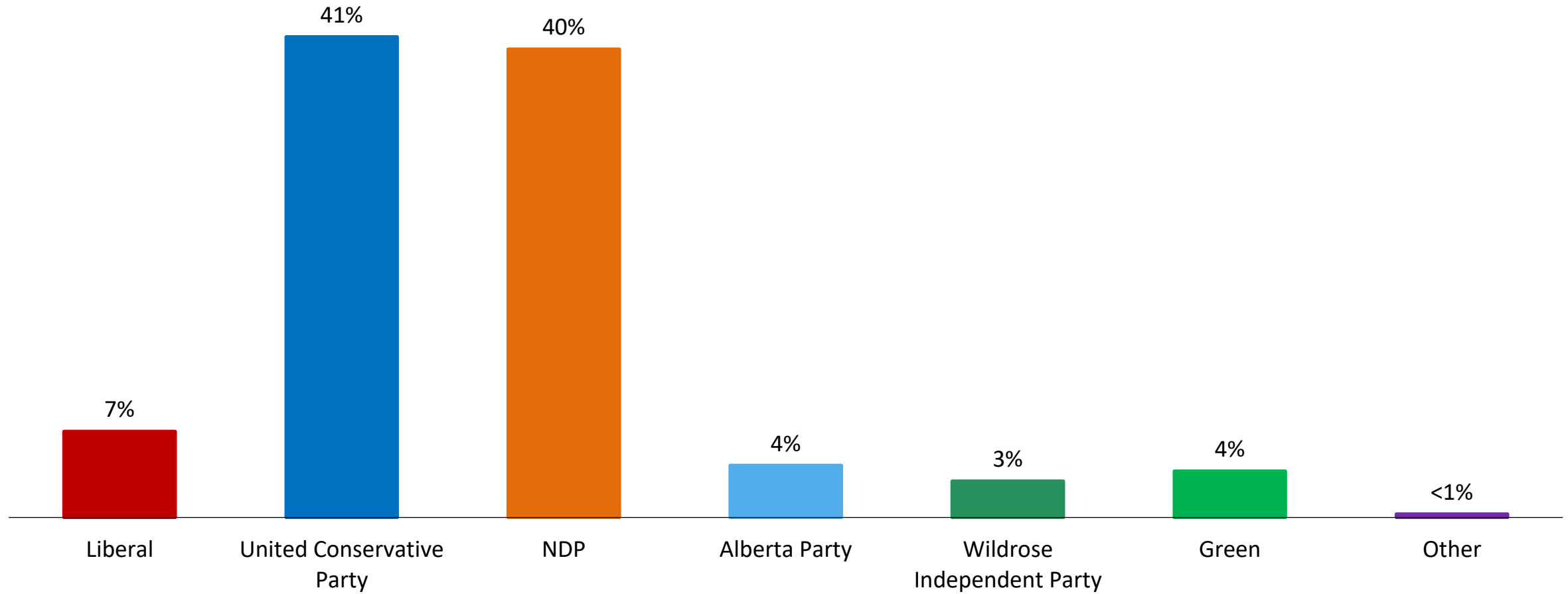
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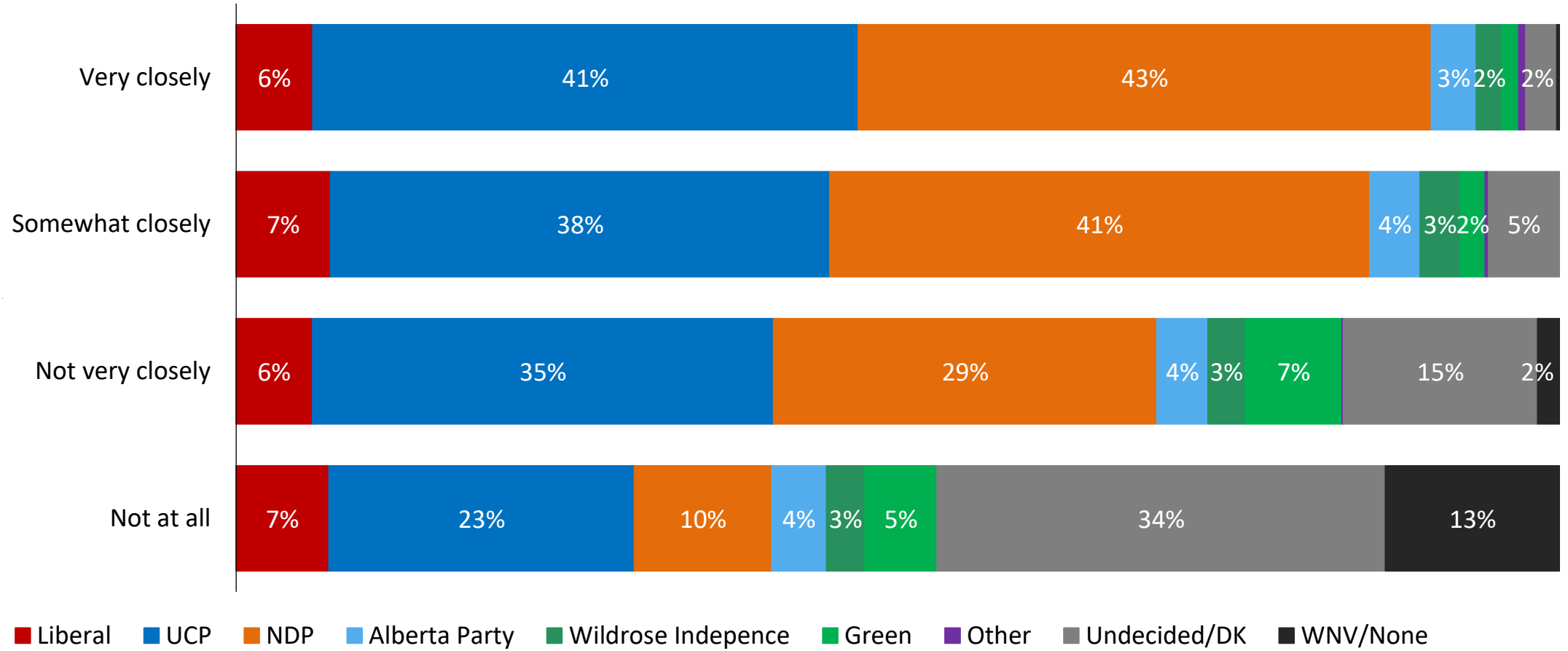
Note: 'Don't know' in Election News Closeness not shown due to insufficient sample size.
Current data: April 2023

Provincial Decided Vote: 4-in-5 decided voters would vote either UCP or NDP

Q 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=1,324]

Note: For this question, half the respondents were shown both the party and party leader name, while the other half were just shown the party name.
Current data: April 2023

Provincial Decided Vote Tracking: UCP and NDP vote share continues to converge since last month

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
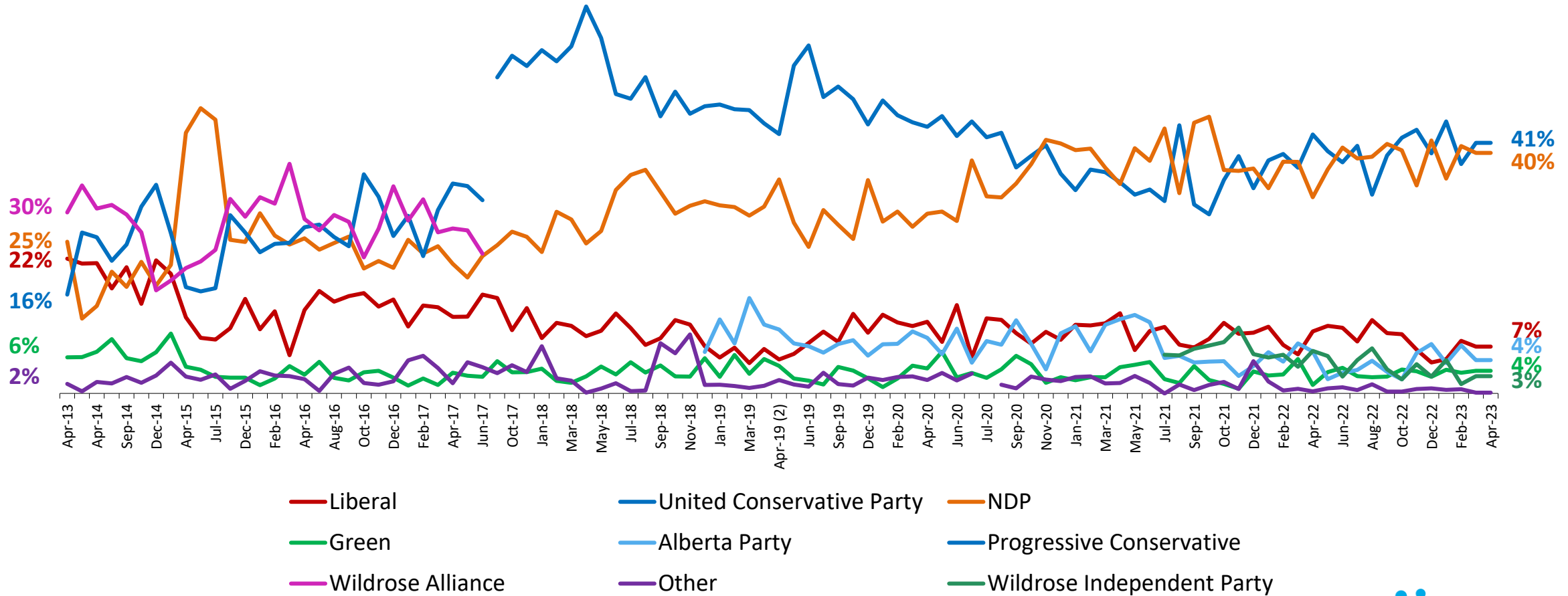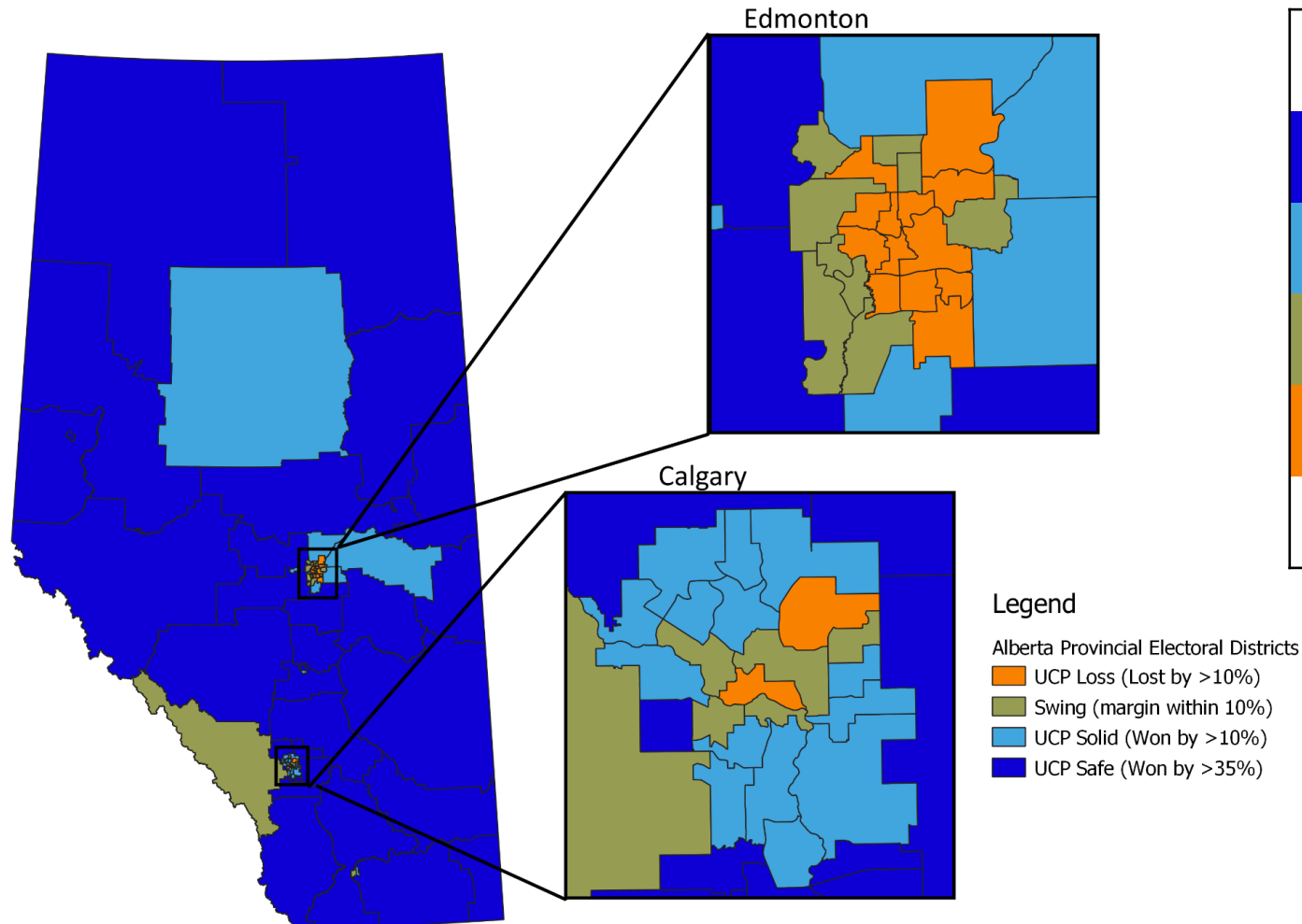[only decided voters; n=1,324]

Legend:
- Liberal (red)
- United Conservative Party (blue)
- NDP (orange)
- Green (green)
- Alberta Party (light blue)
- Progressive Conservative (dark blue)
- Wildrose Alliance (magenta)
- Other (purple)
- Wildrose Independent Party (dark green)

Note: In April 2023, half the respondents were shown both the party and party leader name, while the other half were just shown the party name.
Current data: April 2023

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Alberta Riding Segmentation

We have also grouped respondents by provincial electoral district.

Districts are grouped into **4 clusters** based how the governing United Conservative Party performed in the 2019 Alberta Election. Each of these clusters is listed below with the sample size of respondents in each. As of the last election, the UCP have 63 seats, and the NDP have 24.

Edmonton

Calgary

Legend

Alberta Provincial Electoral Districts
- UCP Loss (Lost by >10%)
- Swing (margin within 10%)
- UCP Solid (Won by >10%)
- UCP Safe (Won by >35%)

	Unweighted (n)	Weighted (n)	Weighted %
UCP Safe	530	513	34.2%
UCP Solid	374	380	25.4%
Swing	313	295	19.7%
UCP Loss	291	312	20.8%
Total	n=1,508	n=1,500	100%

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Vote by Riding Segments

In Canadian elections, we count seats, not votes. To understand the race to secure a majority of seats, we have grouped the results in seat clusters based on the closeness of the 2019 results. The UCP hold a strong lead in 34 "Safe UCP" seats. The NDP should hold all the 15 "UCP Losses". The NDP currently hold an 8-point lead in Swing ridings and could win all 16 2019 "Swing" seats. The election will depend on the 22 "UCP Solid" seats. 14 are in Calgary, 5 on Edmonton's outskirts and 3 are rural.
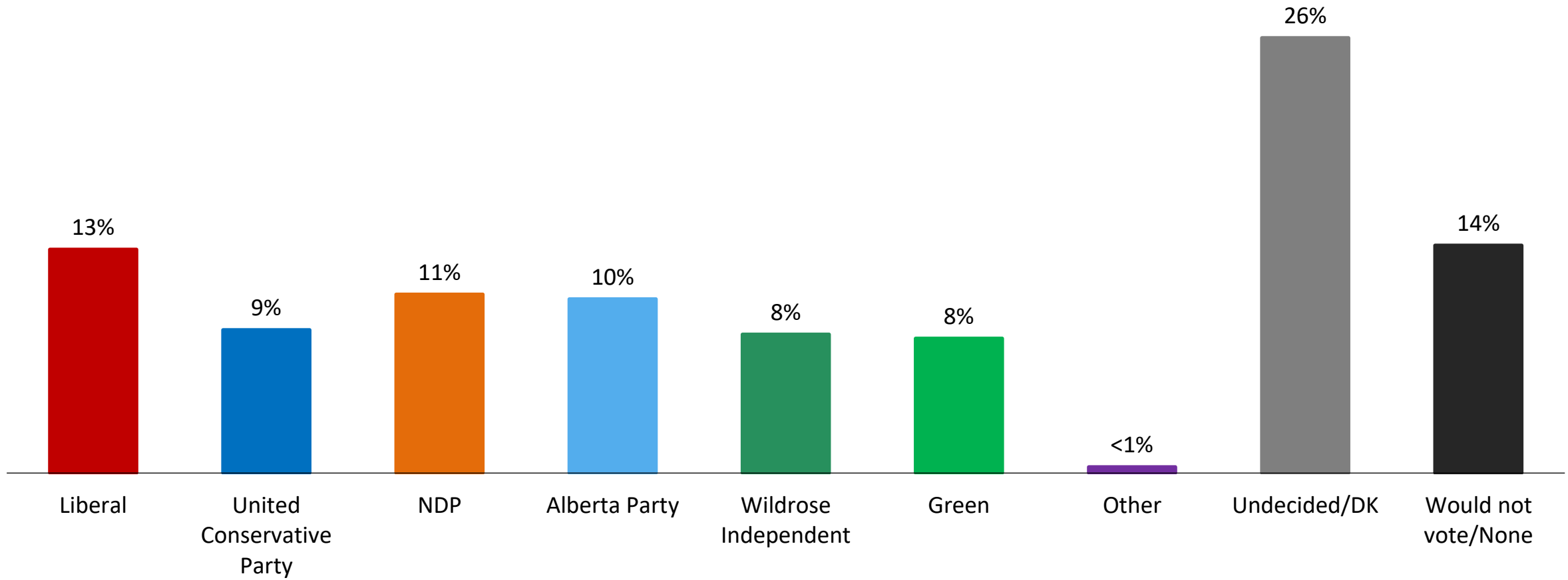
		UCP	NDP	AP	Other	UCP-NDP Margin
Overall	**2019 Result**	55%	33%	9%	3%	*+22%*
	2023 Poll	41%	40%	4%	15%	*+1%*
UCP Safe *(2019 Margin > 35%)* **34 seats**	**2019 Result**	70%	19%	8%	4%	*+51%*
	2023 Poll	51%	31%	6%	13%	*+21%*
UCP Solid *(2019 Margin 10-35%)* **22 seats**	**2019 Result**	55%	32%	10%	3%	*+23%*
	2023 Poll	39%	43%	3%	15%	*-5%*
Swing *(2019 Margin within 10%)* **16 seats**	**2019 Result**	43%	44%	10%	3%	*-2%*
	2023 Poll	36%	44%	6%	14%	*-8%*
UCP Loss *(2019 Loss by >10%)* **15 seats**	**2019 Result**	32%	55%	8%	4%	*-23%*
	2023 Poll	32%	47%	3%	18%	*-16%*

Second Vote Choice: Both the UPC and NDP have limited 2nd choice support

Q And which party would be your second choice?
[asked of all respondents; n=1,324]

13%	9%	11%	10%	8%	8%	<1%	26%	14%
Liberal	United Conservative Party	NDP	Alberta Party	Wildrose Independent	Green	Other	Undecided/DK	Would not vote/None

Note: For this question, half the respondents were shown both the party and party leader name, while the other half were just shown the party name.
Current data: April 2023

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Second Choice by First Choice: Alberta Party and Wildrose voters are evenly split on 2nd choice, small NDP advantage with Libs and Greens

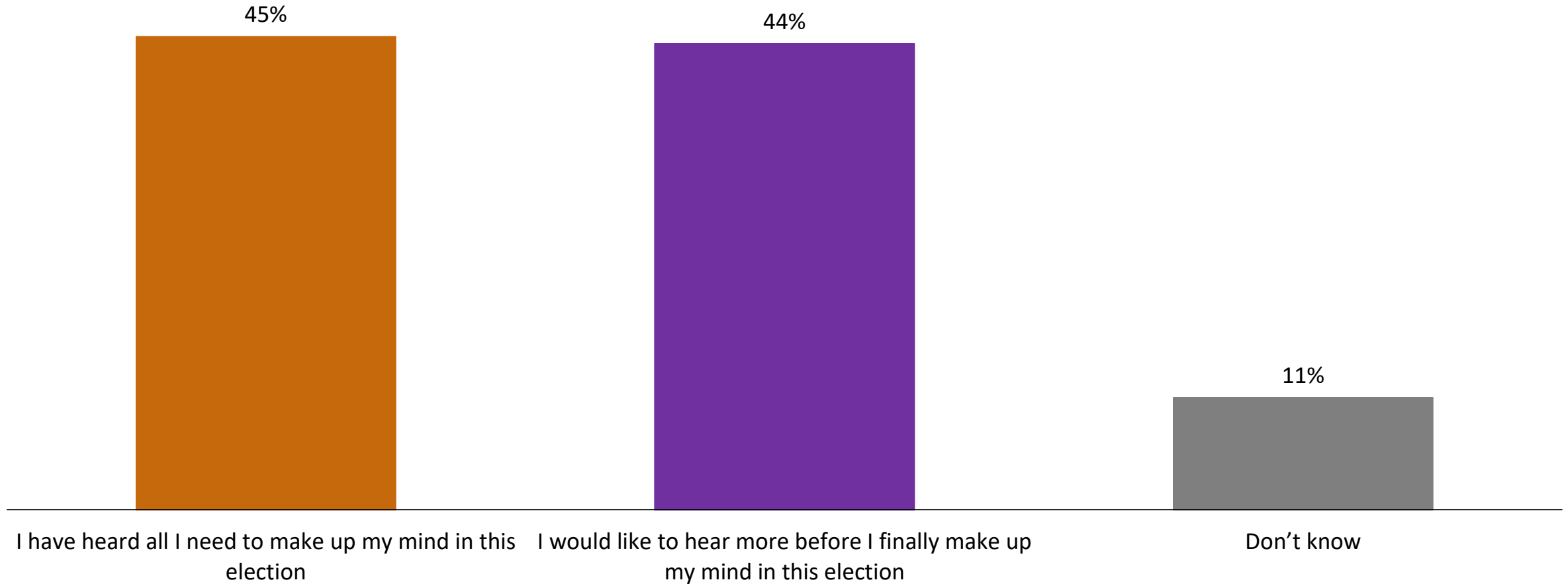And which party would be your second choice? BY [Vote+Lean]

First Choice

	Liberal 1st Choice	UCP 1st Choice	NDP 1st Choice	Alberta Party 1st Choice	Wildrose 1st Choice	Green 1st Choice
	(N=97)	(N=543)	(N=529)	(N=59)	(N=41)	(N=52)
Liberal 2nd Choice		4%	25%	18%	10%	19%
UCP 2nd Choice	21%		11%	24%	22%	20%
NDP 2nd Choice	29%	14%		25%	23%	25%
Alberta Party 2nd Choice	18%	12%	8%		19%	14%
Green 2nd Choice	9%	3%	13%	9%	17%	
Other 2nd Choice	7%	17%	2%	6%	-	6%
WNV/None	10%	19%	13%	2%	-	6%
Undecided/DK	6%	31%	29%	16%	10%	10%

Second Choice

Note: 'Other' in Combined Vote not shown due to insufficient sample size. For this question, half the respondents were shown both the party and party leader name, while the other half were just shown the party name.
Current data: April 2023

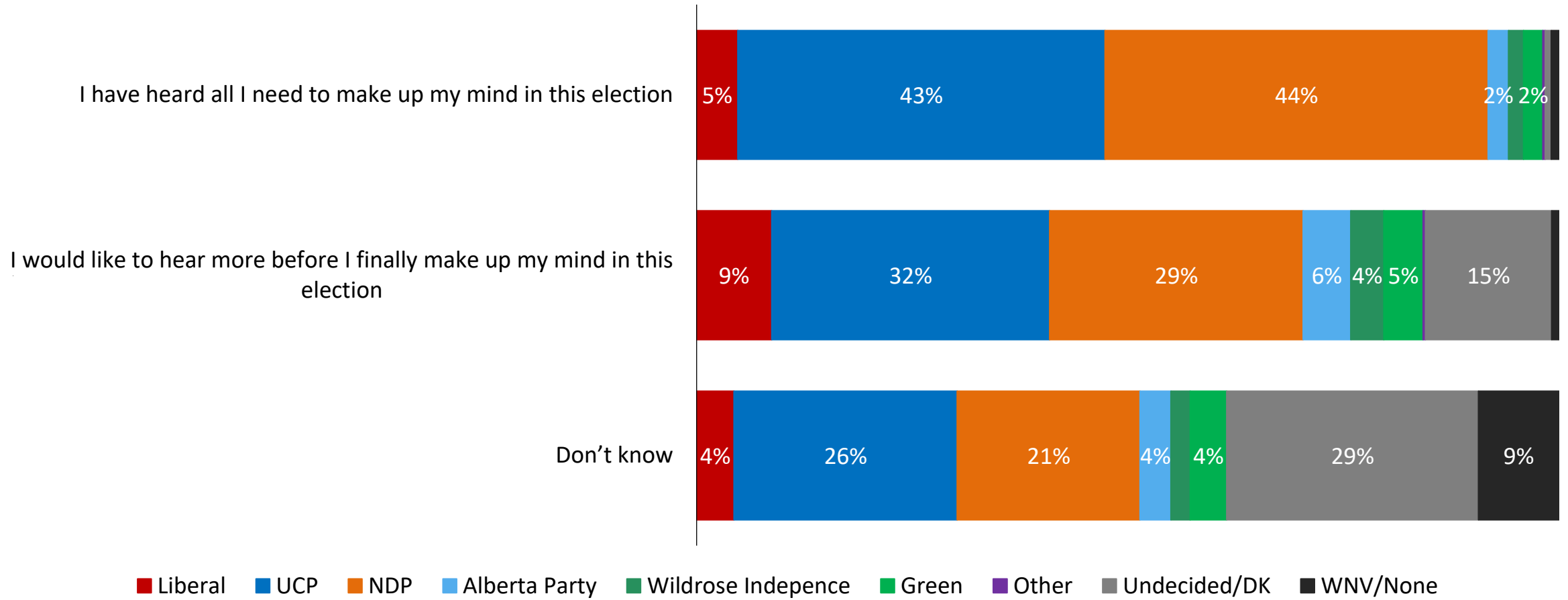# Satisficing: Albertans are split on whether they've made up they're minds about the upcoming election

Q Which statement is closest to your view about the upcoming provincial election?
[asked of all respondents; n=1,500]

45%	44%	11%
I have heard all I need to make up my mind in this election	I would like to hear more before I finally make up my mind in this election	Don't know

Current data: April 2023

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Combined Vote by Satisficing: Of those who have made up their mind, the vote is still split between NDP (44%) and UCP (43%)

Q Combined Vote BY Satisficing
[asked of all respondents; n=1,500]

I have heard all I need to make up my mind in this election
- Liberal: 5%
- UCP: 43%
- NDP: 44%
- Alberta Party: 2%
- Green: 2%

I would like to hear more before I finally make up my mind in this election
- Liberal: 9%
- UCP: 32%
- NDP: 29%
- Alberta Party: 6%
- Wildrose Indepence: 4%
- Green: 5%
- Undecided/DK: 15%

Don't know
- Liberal: 4%
- UCP: 26%
- NDP: 21%
- Alberta Party: 4%
- Green: 4%
- Undecided/DK: 29%
- WNV/None: 9%

Legend: ■ Liberal ■ UCP ■ NDP ■ Alberta Party ■ Wildrose Indepence ■ Green ■ Other ■ Undecided/DK ■ WNV/None

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Current data: April 2023

For more information, please contact:

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