

# Alberta Politics: Deep Dive

Public Opinion Research  
Field Dates: April 13 to April 19, 2023  
Release Date: May 8, 2023

# About this Report

This deep dive is a companion report to INNOVATIVE's initial topline report released on April 28<sup>th</sup>, 2023. If you are looking our vote numbers, please follow this link <https://innovativeresearch.ca/ndp-gains-centered-in-ucp-strongholds/>

If you want to understand the underlying dynamics of values attitudes, parties and leaders, read on.

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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 13<sup>th</sup> to April 19<sup>th</sup>, 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](#).

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

# Key Value and Attitudinal Segments

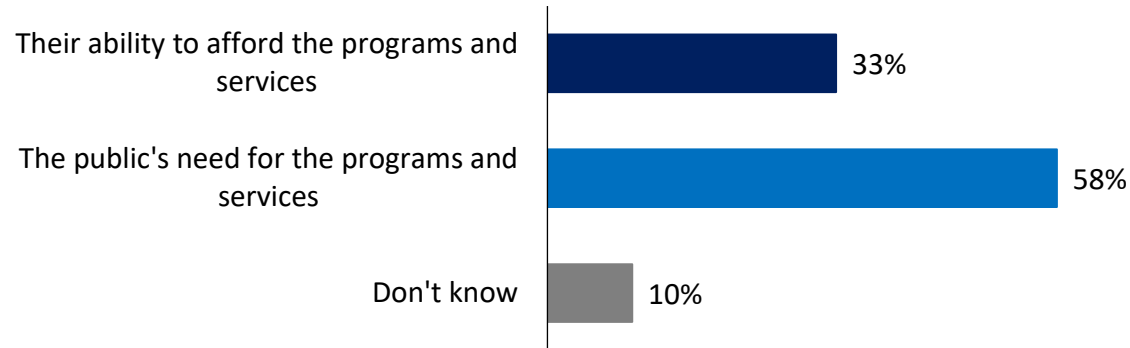


# Core Political Values: 3-in-5 (62%) say the main role of the gov't is to create equal opportunity so that everyone can compete on their own

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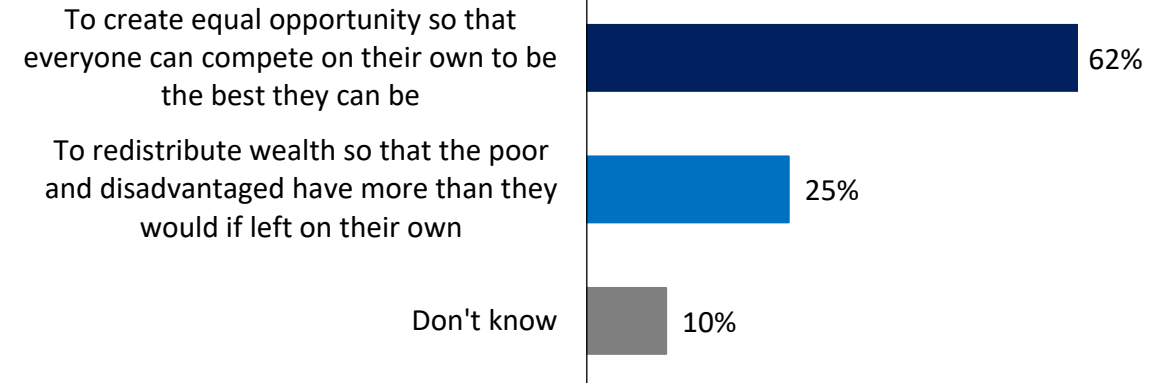
**Q** When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=1,500]



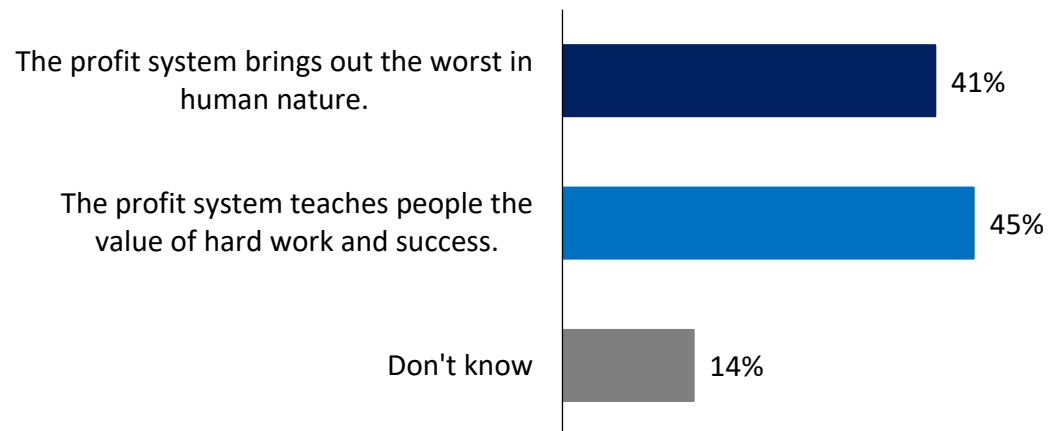
**Q** Is the main role of government to...?

[asked of all respondents; n=1,500]



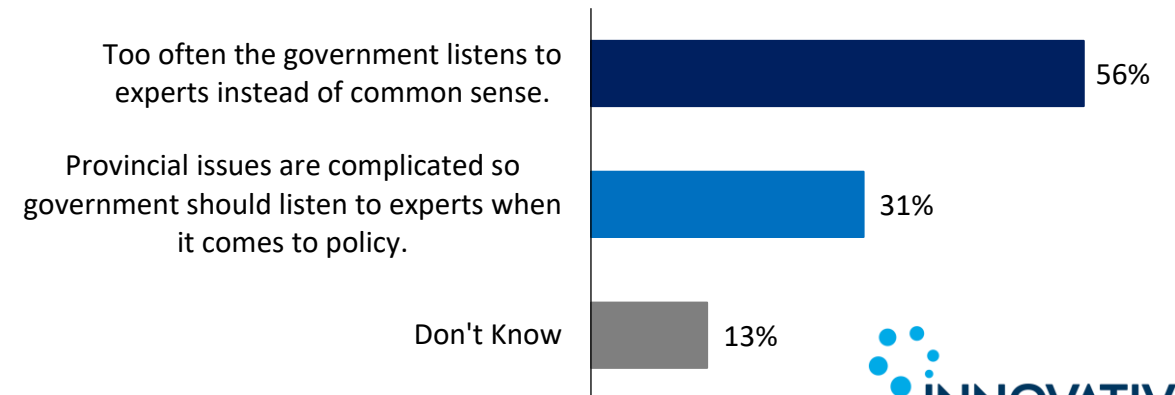
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=1,500]



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

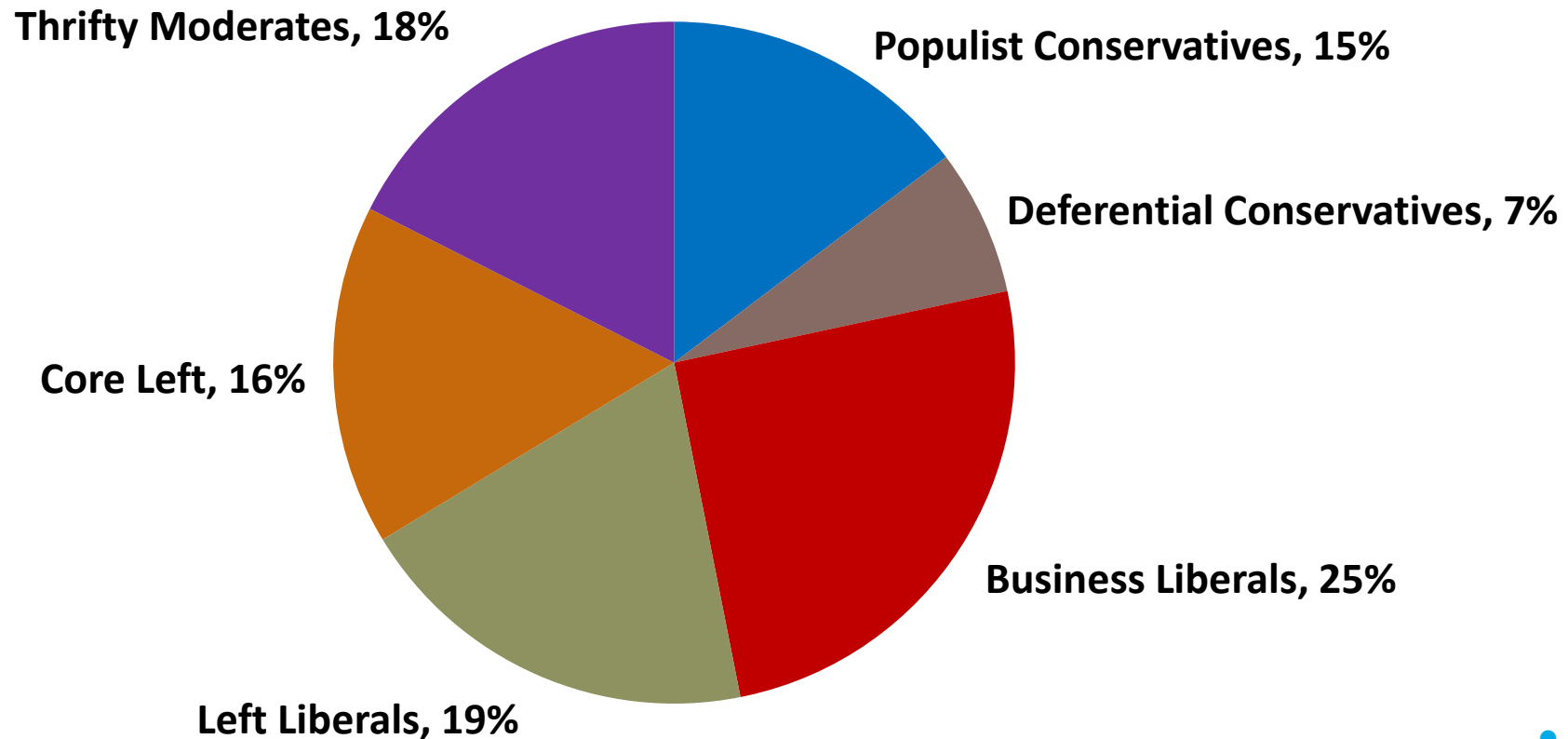
[asked of all respondents; n=1,500]



# Value Clusters: 1-in-4 identify as Business Liberals while nearly 1-in-5 identify as Left Liberals (19%) or Thrifty Moderates (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=1,500]





# Defining Value Clusters: All Populist Conservatives say governments rely on common sense when it comes to decision making

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	94%	90%	0%	0%	0%	72%
	Public Need	0%	0%	97%	89%	98%	0%
Is the main role of government to .?	Create equal Opportunity	98%	87%	75%	97%	0%	39%
	Redistribute wealth	0%	12%	17%	0%	95%	28%
When it comes to government decision making...	Rely on common sense	100%	0%	54%	60%	44%	51%
	Listen to experts	0%	86%	36%	27%	43%	22%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	88%	0%
	Teaches value of hard work and success	90%	92%	92%	0%	0%	90%

# Combined Vote by Value Clusters: Populist Conservatives, Deferential Conservatives, and Business Liberals most likely to vote UPC

		Value Clusters					
Provincial Combined Vote		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
		(N=221)	(N=104)	(N=379)	(N=292)	(N=242)	(N=263)
	Liberal	4%	8%	5%	7%	5%	10%
	UCP	71%	40%	40%	25%	14%	32%
	NDP	10%	32%	34%	43%	62%	27%
	Alberta Party	4%	6%	4%	4%	1%	5%
	Wildrose Independent	3%	4%	5%	2%	1%	2%
	Green	1%	1%	4%	5%	6%	2%
	Other	<1%	-	-	-	<1%	1%
	Undecided/DK	6%	9%	7%	11%	8%	18%
	WNV/None	1%	1%	1%	3%	1%	4%

**Note:** Current data: April 2023

# Economic Gap Segmentation: 2-in-3 (67%) agree that no matter how hard they work, every year it seems more difficult to get by

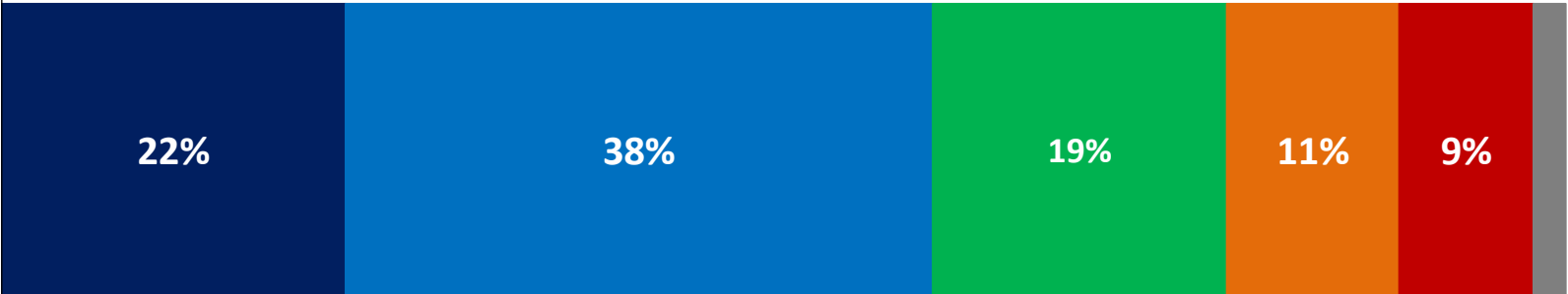


Do you agree or disagree with the following statements?  
[asked of all respondents; n=1,500]

No matter how hard I work, every year it seems more difficult to get by



Here in Alberta you can be anything you want if you are willing to work for it



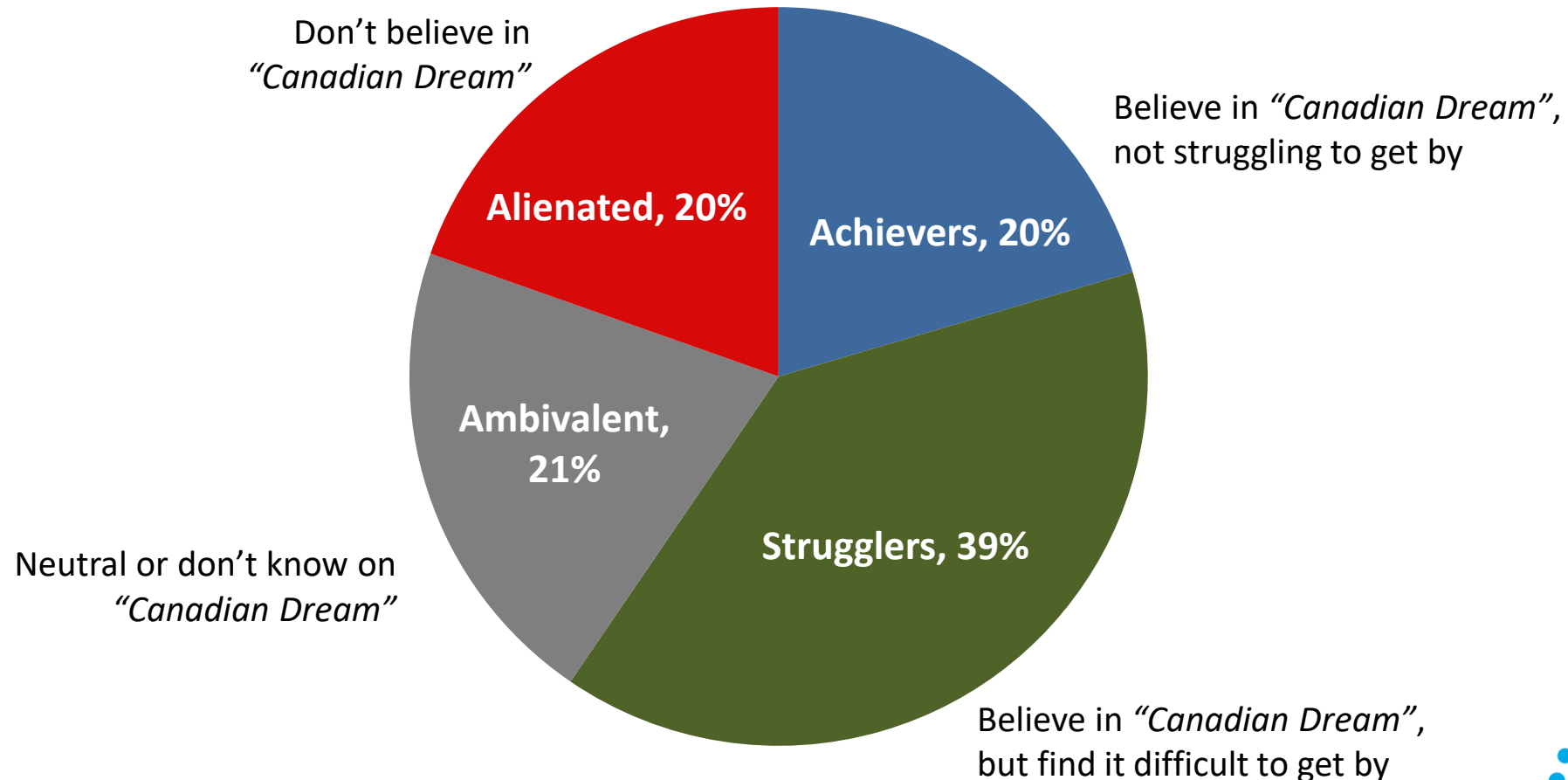
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



# Economic Gap Segmentation: 2-in-5 (39%) Albertans are *strugglers* while 21% are *ambivalent*, 20% are *alienated* and 20% are *achievers*

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=1,500]



# Combined Vote by Economic Gap Segments: Half (54%) of the *alienated* segment would vote NDP; 46% of *achievers* would vote UCP

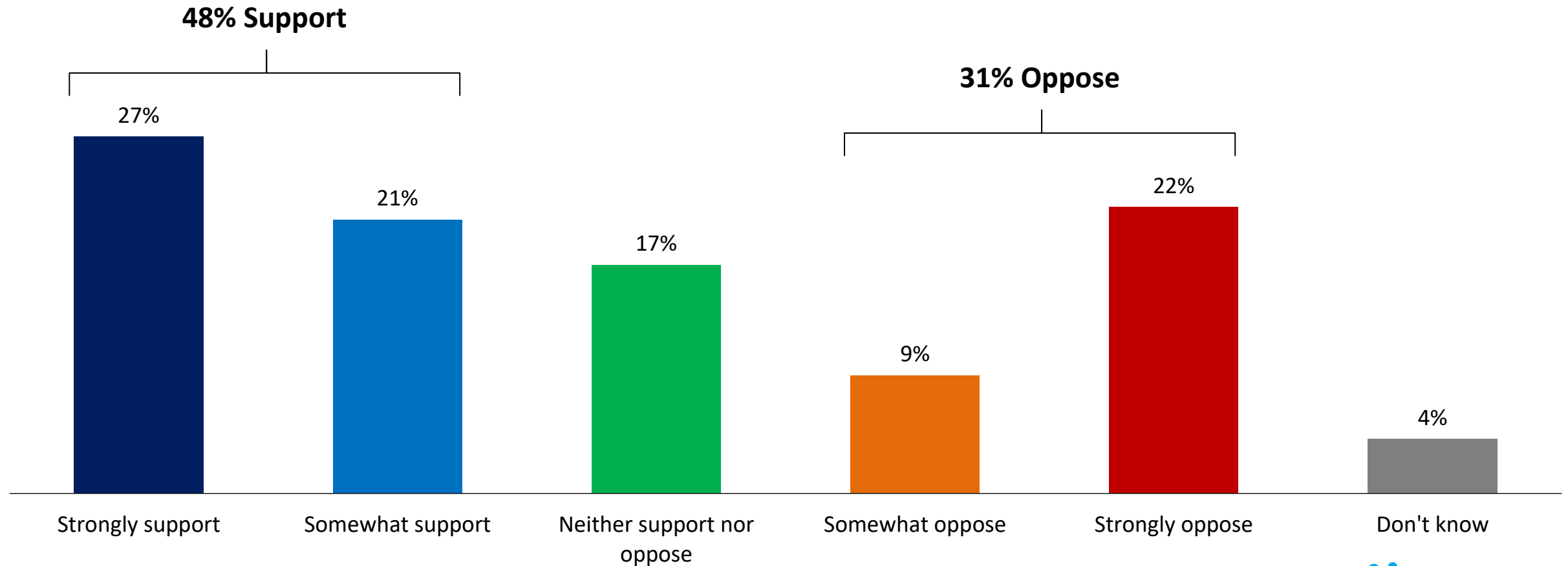
		Economic Gap Segments			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=307)	(N=586)	(N=313)	(N=294)
Provincial Combined Vote	Liberal	6%	8%	5%	6%
	UCP	46%	45%	27%	18%
	NDP	30%	29%	35%	54%
	Alberta Party	5%	3%	5%	2%
	Wildrose Independent	2%	3%	2%	3%
	Green	3%	3%	3%	5%
	Other	-	<1%	1%	<1%
	Undecided/DK	8%	8%	17%	10%
	WNV/None	<1%	1%	5%	2%

# Vaccine Mandate: Half (48%) say they would support a vaccine mandate for all Canadians in the case of future outbreaks



Looking ahead to how we manage COVID-19 outbreaks in the future, would you support or oppose making vaccination mandatory for all Canadians unless they have a medical exemption?

[asked of all respondents; n=1,500]



# Combined Vote by Vaccine Mandate Segments: 6-in-10 (60%) of those<sup>15</sup> in opposition to a vaccine mandate would vote UCP

		Vaccine Mandate Segments		
Provincial Combined Vote		Support	Neutral	Oppose
		(N=718)	(N=322)	(N=460)
	Liberal	8%	8%	2%
	UCP	23%	31%	60%
	NDP	52%	27%	15%
	Alberta Party	4%	3%	5%
	Wildrose Independent	3%	3%	2%
	Green	4%	4%	3%
	Other	0%	1%	0%
	Undecided/DK	5%	18%	11%
	WNV/None	1%	5%	1%

**Note:** Current data: April 2023



# Brand Affinity

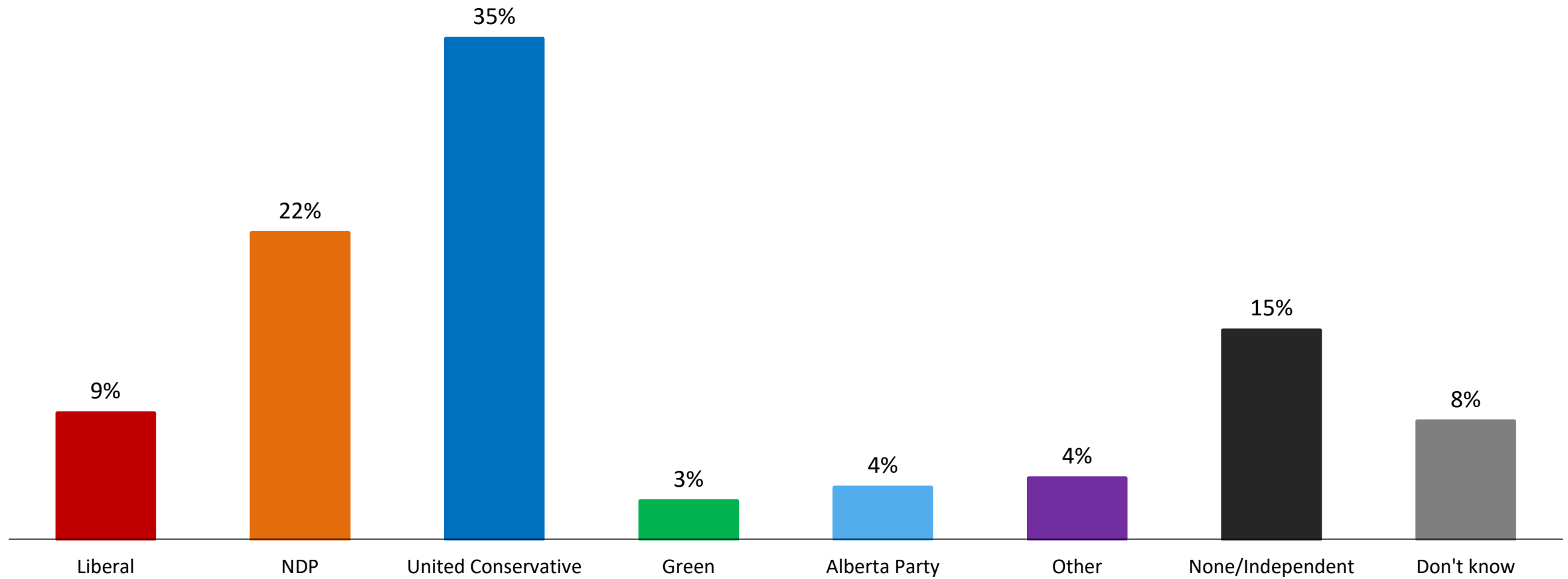
# Provincial Party ID: The UCP continues to hold a strong advantage in party identification

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

[asked of all respondents; n=1,500]



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

The chart displays the percentage of respondents who intend to vote for various political parties in the 2023 Canadian federal election, from October 2017 to March 2023. The Y-axis represents the percentage of respondents, ranging from 1% to 40% (with a break between 9% and 15%). The X-axis shows the timeline, with labels every two months from Oct-17 to Mar-23. The legend identifies the following parties and categories:

- Liberal (Red line)
- Conservative (Blue line)
- NDP (Orange line)
- Green (Green line)
- Alberta Party (Light Blue line)
- Other (Purple line)
- Don't know (Grey line)
- None/Independent (Black line)
- Wildrose Independent (Dark Green line)

Key observations from the chart include:

- The Conservative party (blue line) shows a significant increase in support, starting around 35% in late 2017, peaking at over 40% in late 2022, and ending around 35% in March 2023.
- The Liberal party (red line) shows a general decline in support, starting around 12% in late 2017, peaking around 15% in late 2018, and ending around 8% in March 2023.
- The NDP (orange line) shows a steady increase in support, starting around 10% in late 2017, peaking around 22% in late 2022, and ending around 20% in March 2023.
- The Green party (green line) shows a steady increase in support, starting around 1% in late 2017, peaking around 8% in late 2022, and ending around 3% in March 2023.
- The Alberta Party (light blue line) shows a steady increase in support, starting around 2% in late 2017, peaking around 8% in late 2022, and ending around 4% in March 2023.
- The Other category (purple line) shows a steady increase in support, starting around 3% in late 2017, peaking around 8% in late 2022, and ending around 3% in March 2023.
- The Don't know category (grey line) shows a steady increase in support, starting around 5% in late 2017, peaking around 10% in late 2022, and ending around 5% in March 2023.
- The None/Independent category (black line) shows a steady increase in support, starting around 15% in late 2017, peaking around 20% in late 2022, and ending around 15% in March 2023.
- The Wildrose Independent category (dark green line) shows a steady increase in support, starting around 1% in late 2017, peaking around 8% in late 2022, and ending around 3% in March 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				
		NDP	United Conservative	Liberal	Other	Unaligned
		(N=326)	(N=532)	(N=134)	(N=261)	(N=348)
Provincial Combined Vote	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%

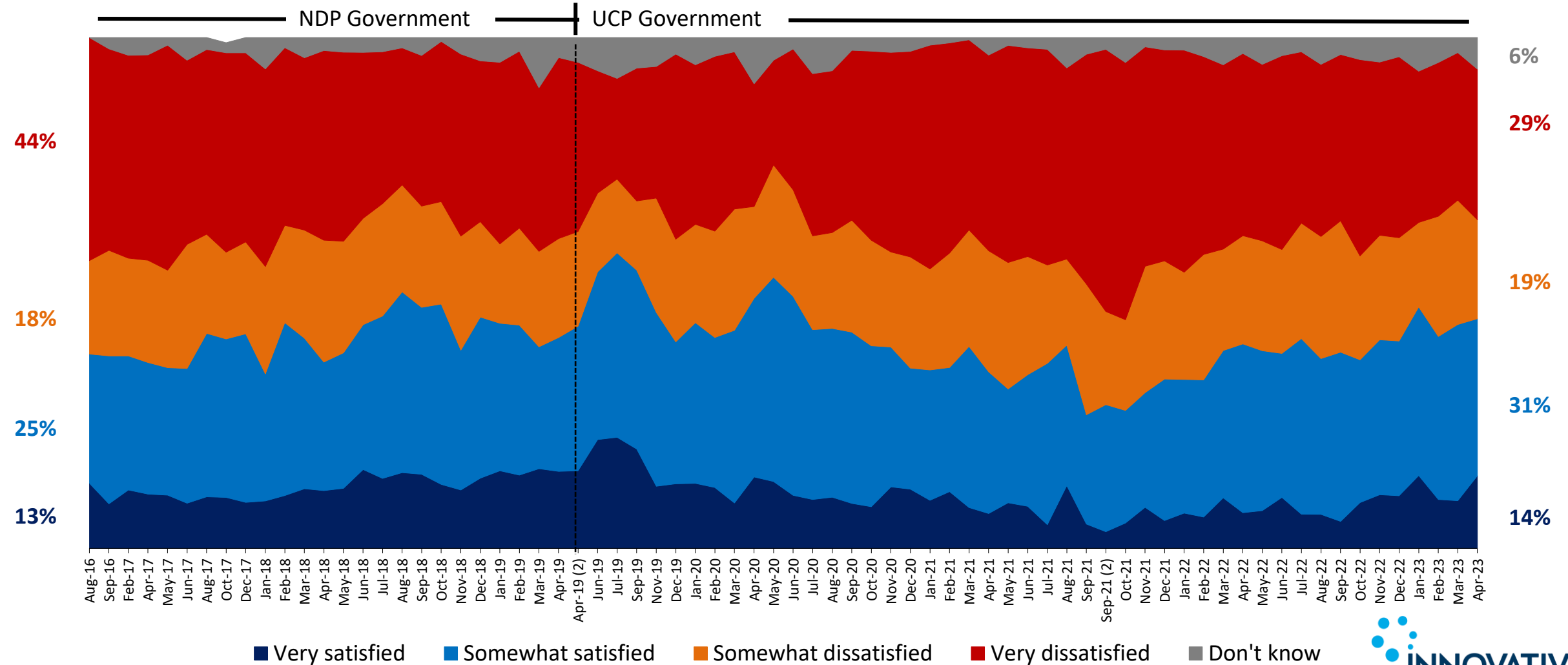
**Note:** Current data: April 2023

# Retrospective Voting and Time for a Change

# Alberta Government Approval Tracking: Albertans are fairly divided with 45% satisfied and 48% dissatisfied.



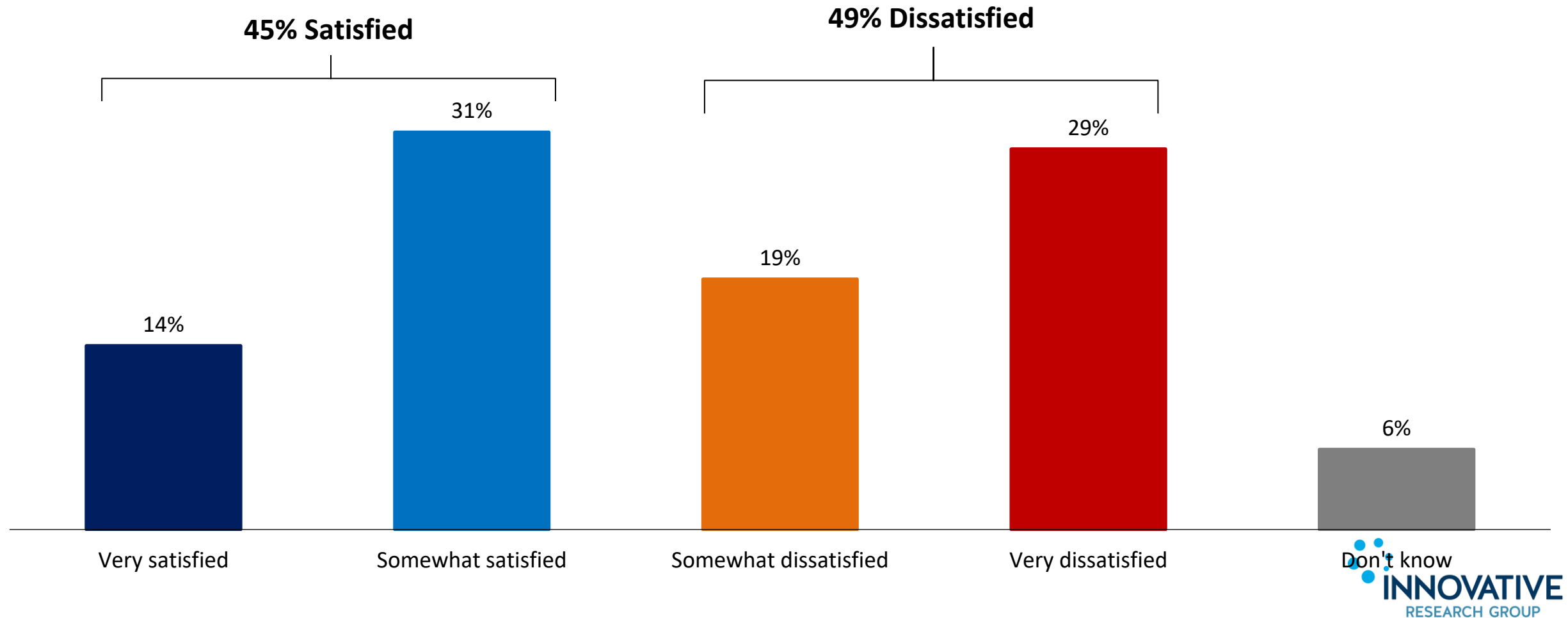
Generally speaking, how satisfied are you with the performance of the Alberta government under the United Conservative Party's leadership?  
[asked of all respondents; n=1,500]



# UPC Government Approval: Almost half (49%) are dissatisfied with the performance of the AB government under the UCP leadership<sup>22</sup>



Generally speaking, how satisfied are you with the performance of the Alberta government under the United Conservative Party's leadership?  
[asked of all respondents; n=1,500]



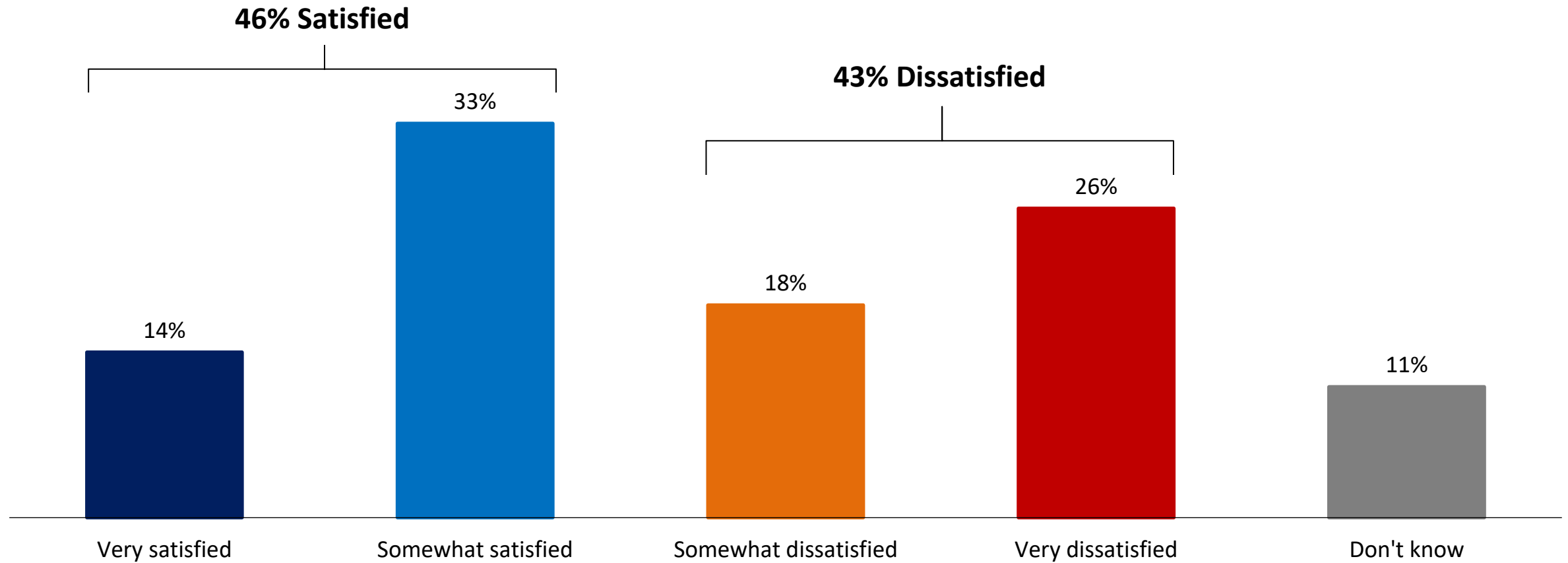


# NDP Government Approval: 46% say they were satisfied with the performance of the AB government under the NDP leadership



Thinking back to their last term (2015-2019), generally speaking, how satisfied were you with the performance of the Alberta Government under the New Democratic Party's leadership?

[asked of all respondents; n=1,500]

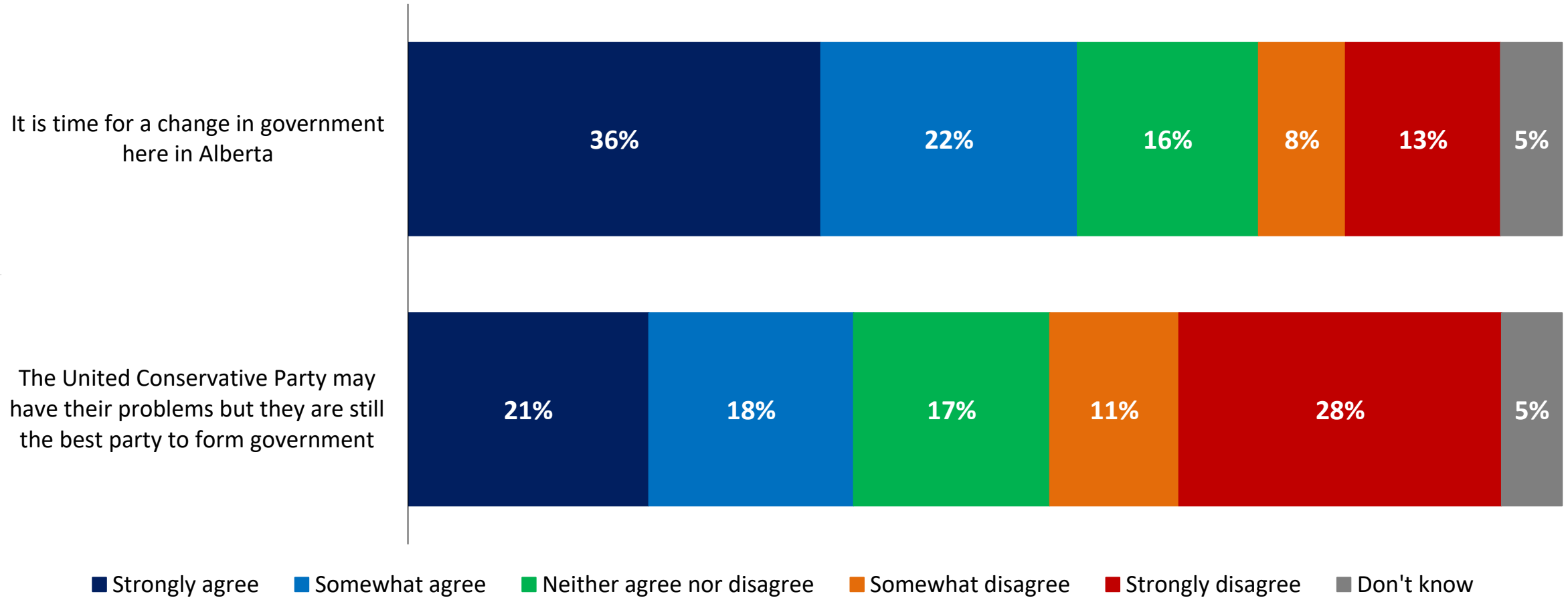


# Time for Change Attitudes: 3-in-5 (58%) agree that it is time for a change in government while 2-in-5 (39%) say the UCP is still the best



Do you agree or disagree with the following statements?

[asked of all respondents; n=1,500]



# Time for a Change in Government: Nearly 3-in-5 (58%) agree that it is time for a change in government in Alberta

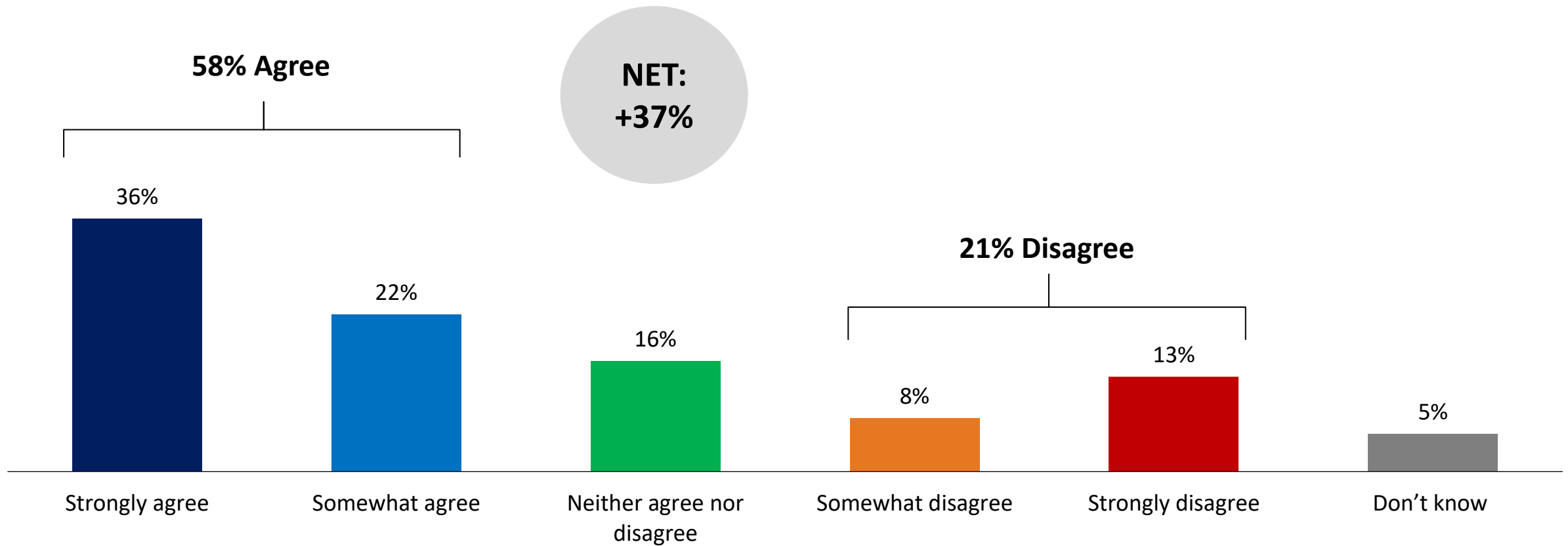
25



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

***It's time for a change in government here in Alberta.***



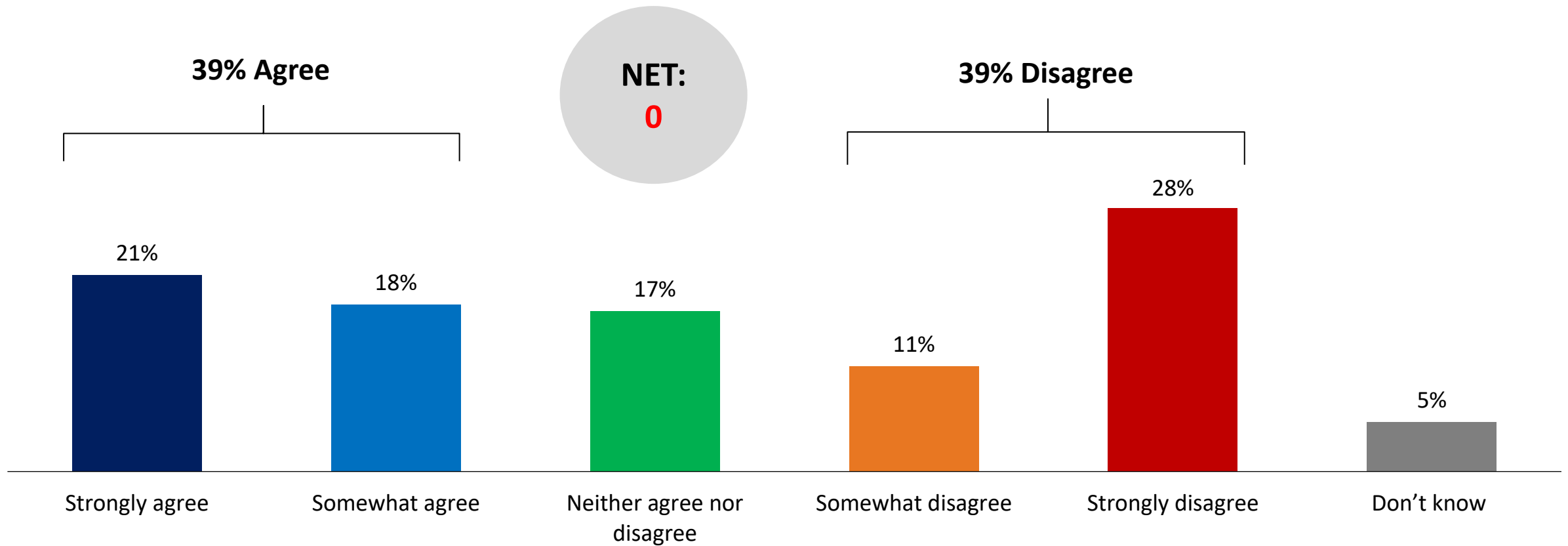
# UCP Still the Best Party: Albertans are split on whether the UCP is the best party to form govt, but those who disagree do so more strongly



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

***The United Conservative Party has their problems, but they are still the best party to form government.***

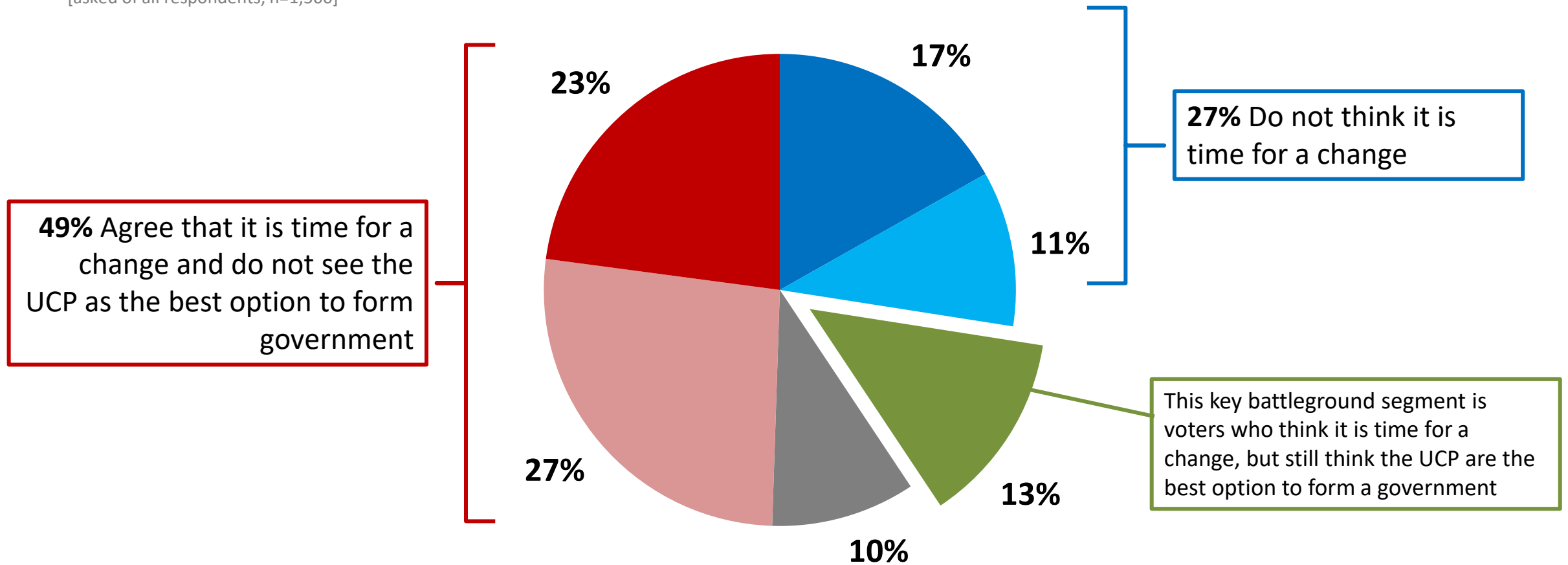


# Time for Change Segmentation: Nearly half agree that it is time for a change and don't see the UCP as the best option to form government



Time for Change segmentation: Agree with 'The UCP 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=1,500]



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

# Combined Vote by Time for Change Segments: 96% of Core UCP would vote UCP while 84% of Hostile would vote NDP

		Time for Change Segments					
		Core UCP	Soft UCP	Time for Change	Uncertain	Soft anti-UCP	Hostile
		(N=252)	(N=160)	(N=198)	(N=148)	(N=399)	(N=343)
Provincial Combined Vote	Liberal	2%	9%	6%	5%	12%	3%
	UCP	96%	58%	57%	26%	13%	2%
	NDP	1%	10%	17%	14%	42%	84%
	Alberta Party	1%	7%	7%	2%	5%	2%
	Wildrose Independent	1%	2%	5%	3%	4%	2%
	Green	-	4%	3%	4%	5%	4%
	Other	-	1%	-	1%	<1%	<1%
	Undecided/DK	<1%	8%	4%	34%	17%	3%
	WNV/None	-	1%	-	11%	2%	<1%

# Party Brands

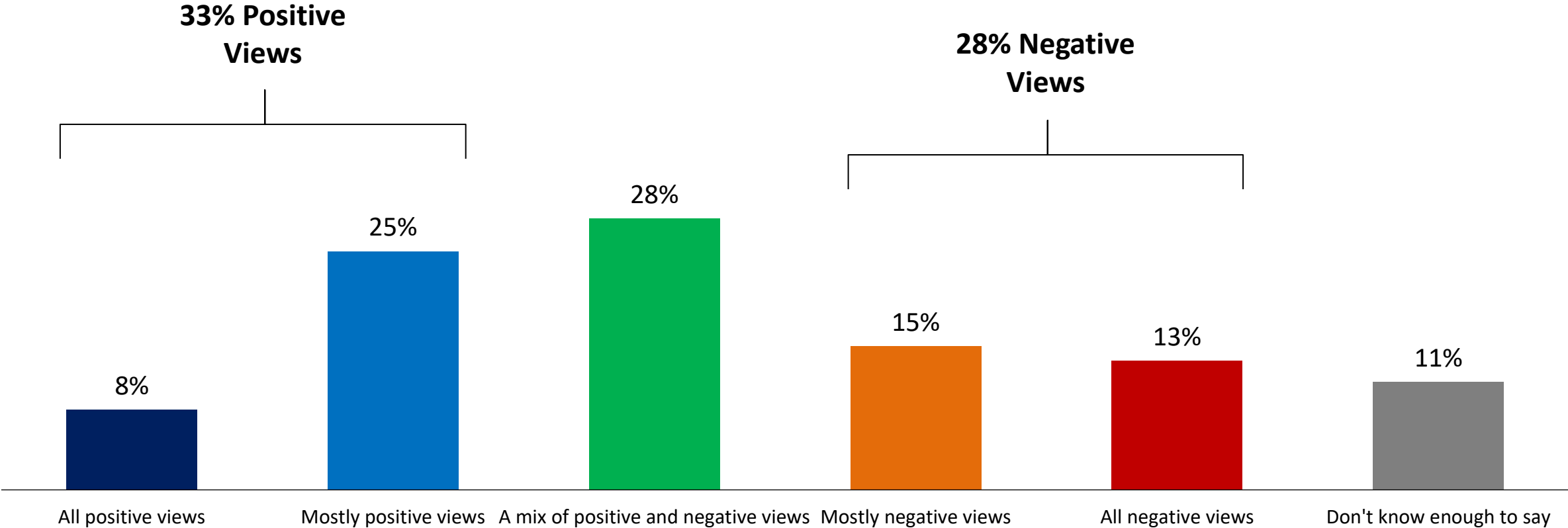


# NDP Views: More have positive (33%) view of NDP than negative (28%); 2-in-5 have a mix of opinions or don't know



Thinking about the **Alberta New Democratic Party**, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

[asked of all respondents; n=1,500]

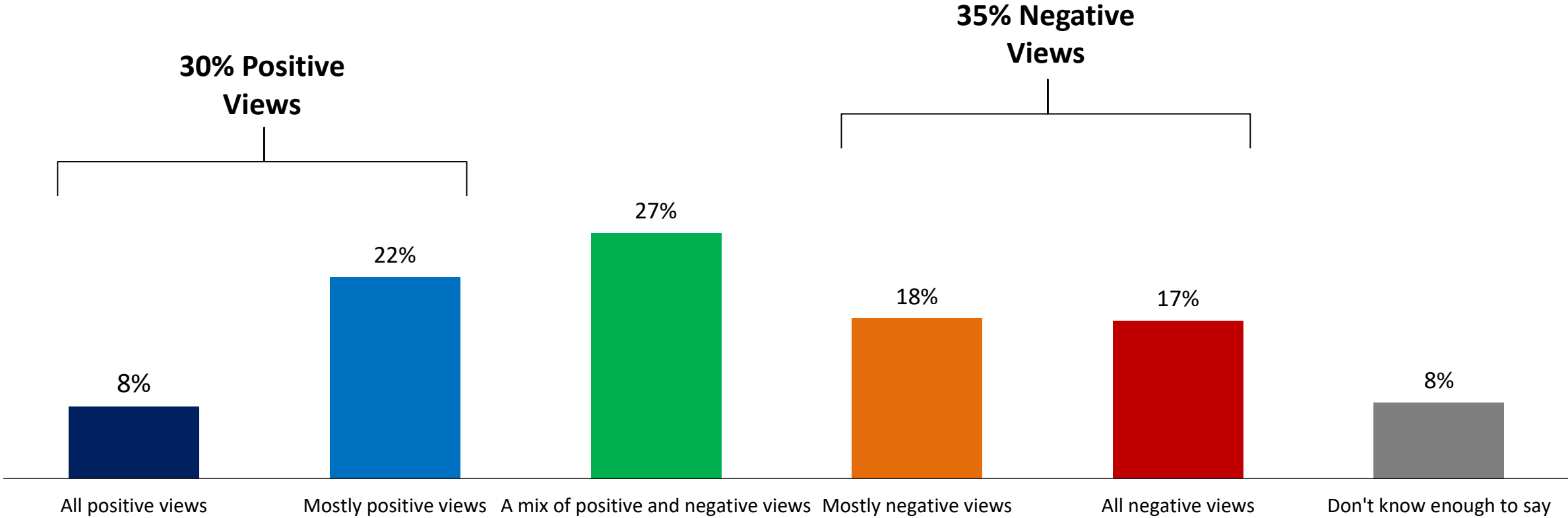


# United Conservative Views: More have negative (35%) view of UCP than positive (30%); 1-in-3 have a mix of opinions or don't know



Thinking about the **United Conservative Party**, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

[asked of all respondents; n=1,500]

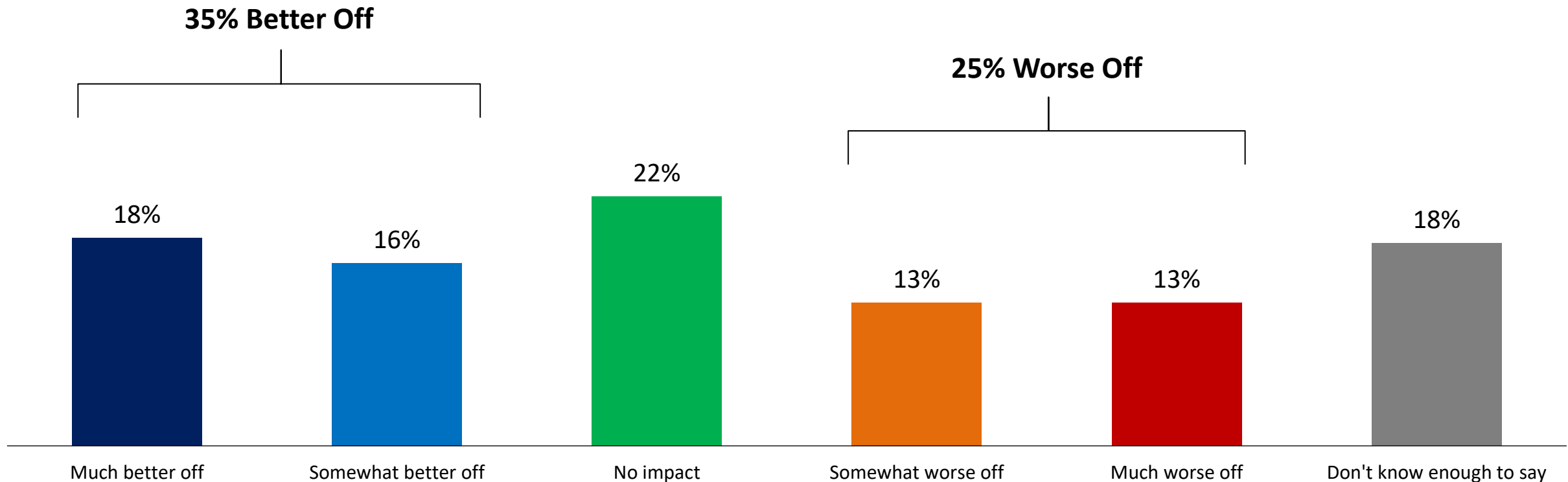


# UCP Brand Promise: More think they will be better off than worse under UCP; 2-in-5 think it will have no impact or don't know



If the **United Conservative Party** were to form the next government or hold the balance of power in a minority government, do you think *you personally* would be better off or worse off?

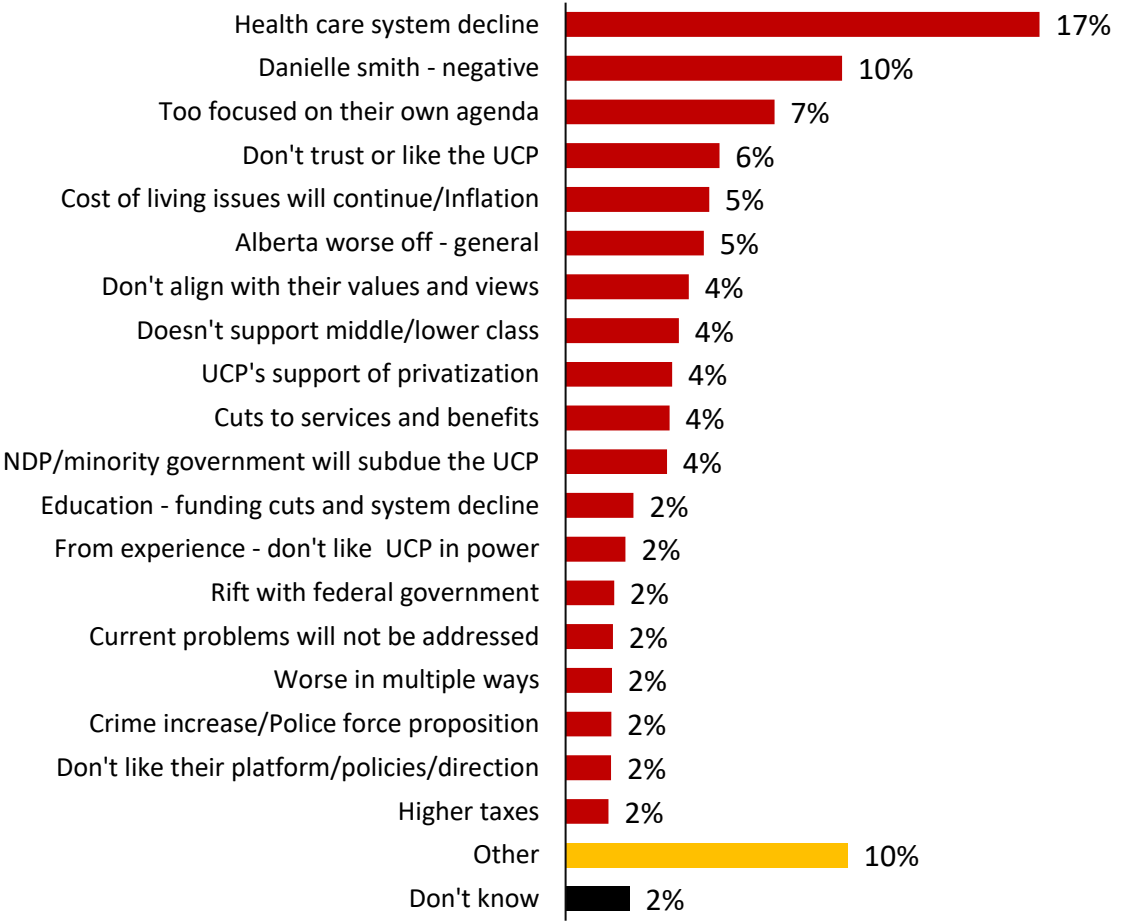
[asked of all respondents; n=1,500]



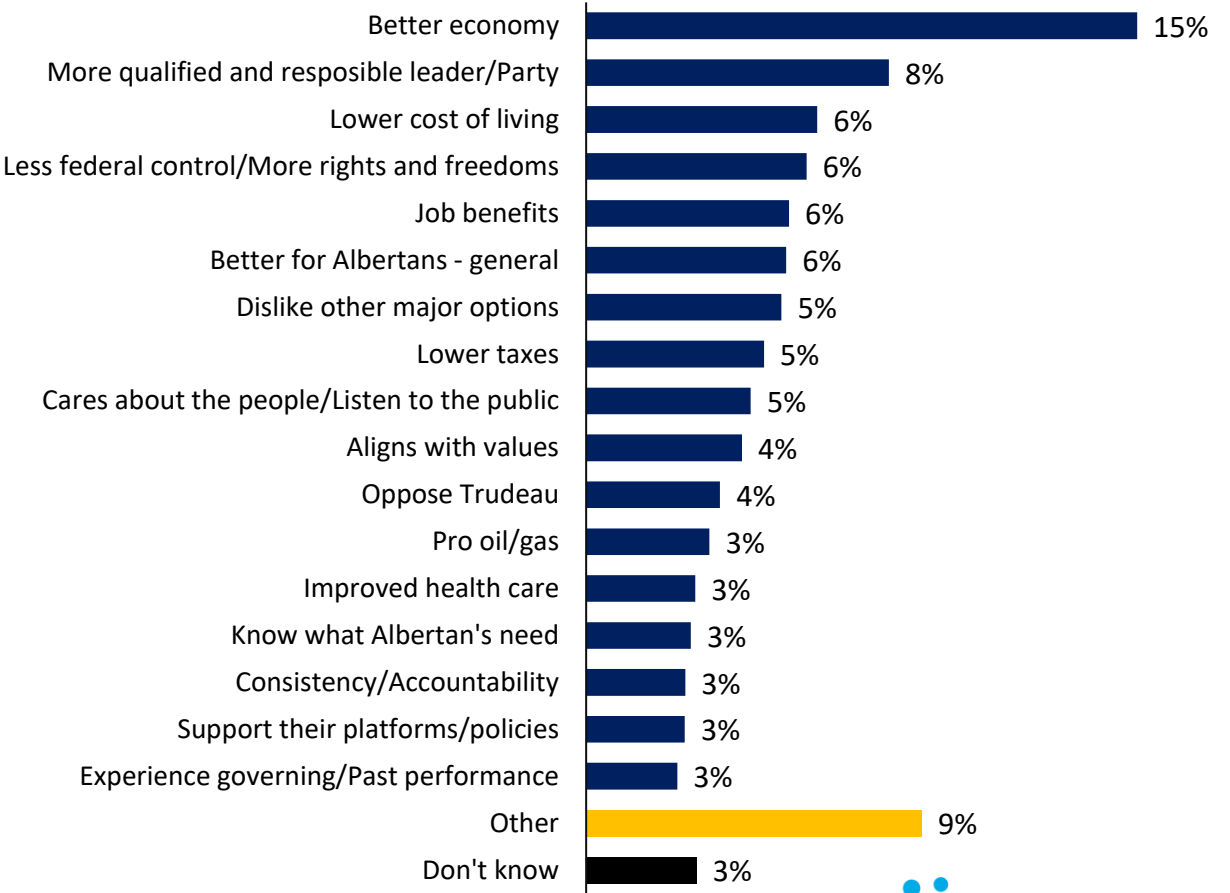
# Impacts of UCP: Healthcare decline the top reason why people think they will be worse off under UCP and better economy for “better off”



And how do you think you would be worse off?  
[asked of respondents who say worse off; n=686]



And how do you think you would be better off?  
[asked of respondents who say better off; n=686]

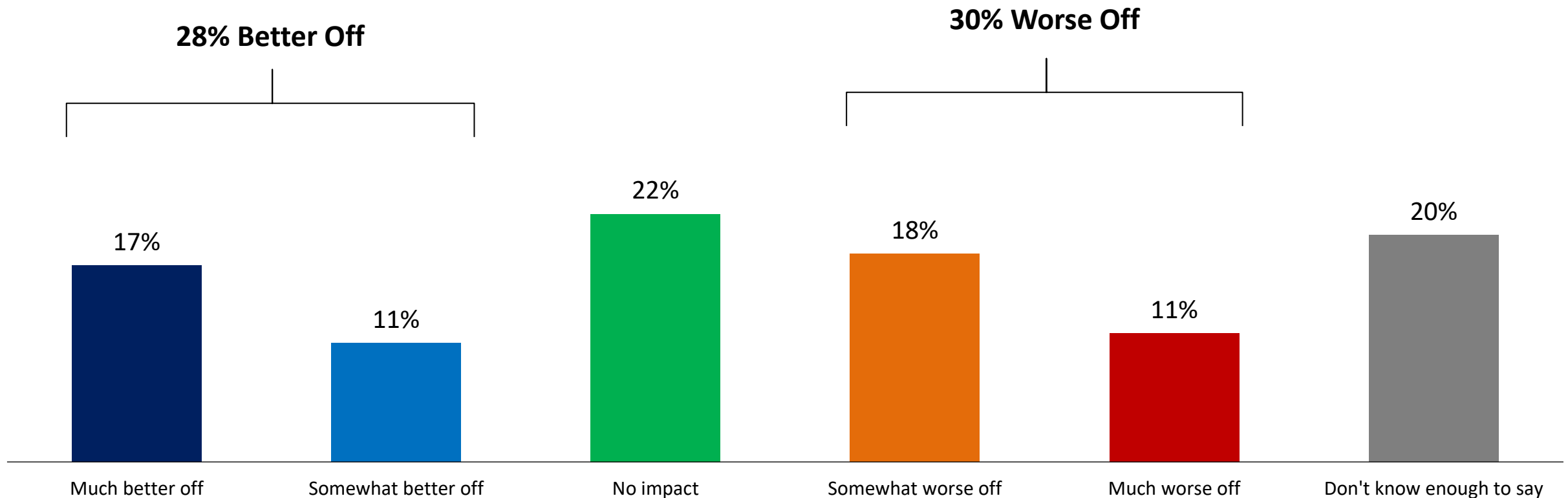


# NDP Brand Promise: Respondents are split on their opinion about personal impact; 2-in-5 think it will have no impact or don't know



If the **Alberta New Democratic Party** were to form the next government or hold the balance of power in a minority government, do you think ***you personally*** would be better off or worse off?

[asked of all respondents; n=1,500]

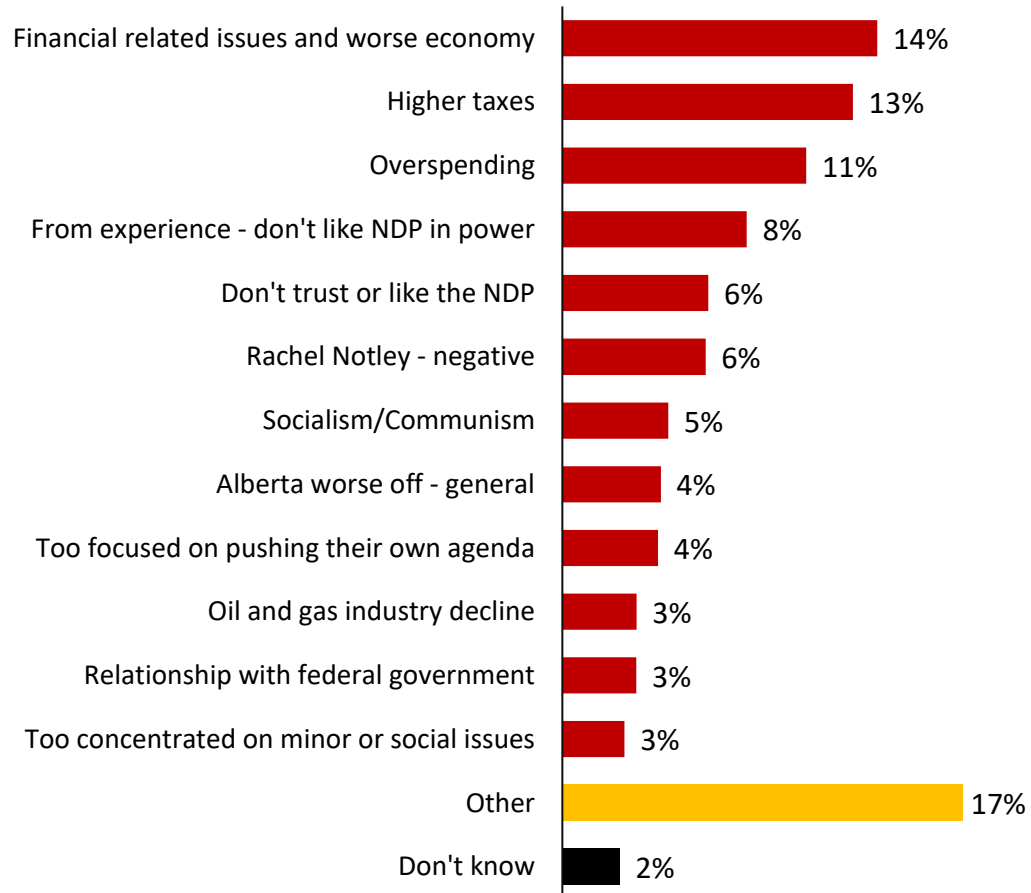


# Impacts of NDP: Worse economy is the top reason why people think they will be worse off and improved healthcare for “better off”



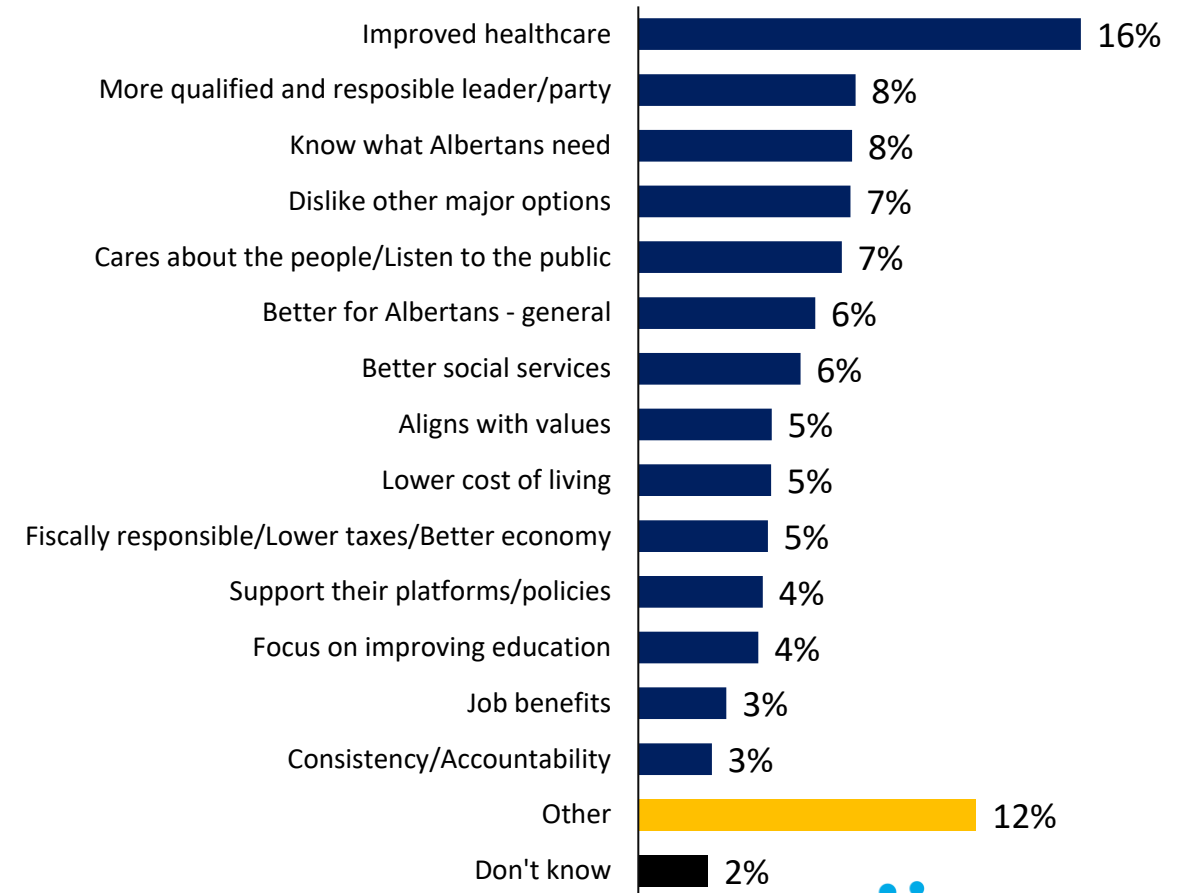
And how do you think you would be worse off?

[asked of respondents who say worse off; n=420]



And how do you think you would be better off?

[asked of respondents who say better off; n=448]



# Party Personality

Brand personality is a way to humanize brands, even in politics. INNOVATIVE combined items from the classic Aaker brand personality scale, the Saucier scale based on the Big 5 personality literature, and some work applying those scales in India which identified a potential secular/religious dimension in political branding.



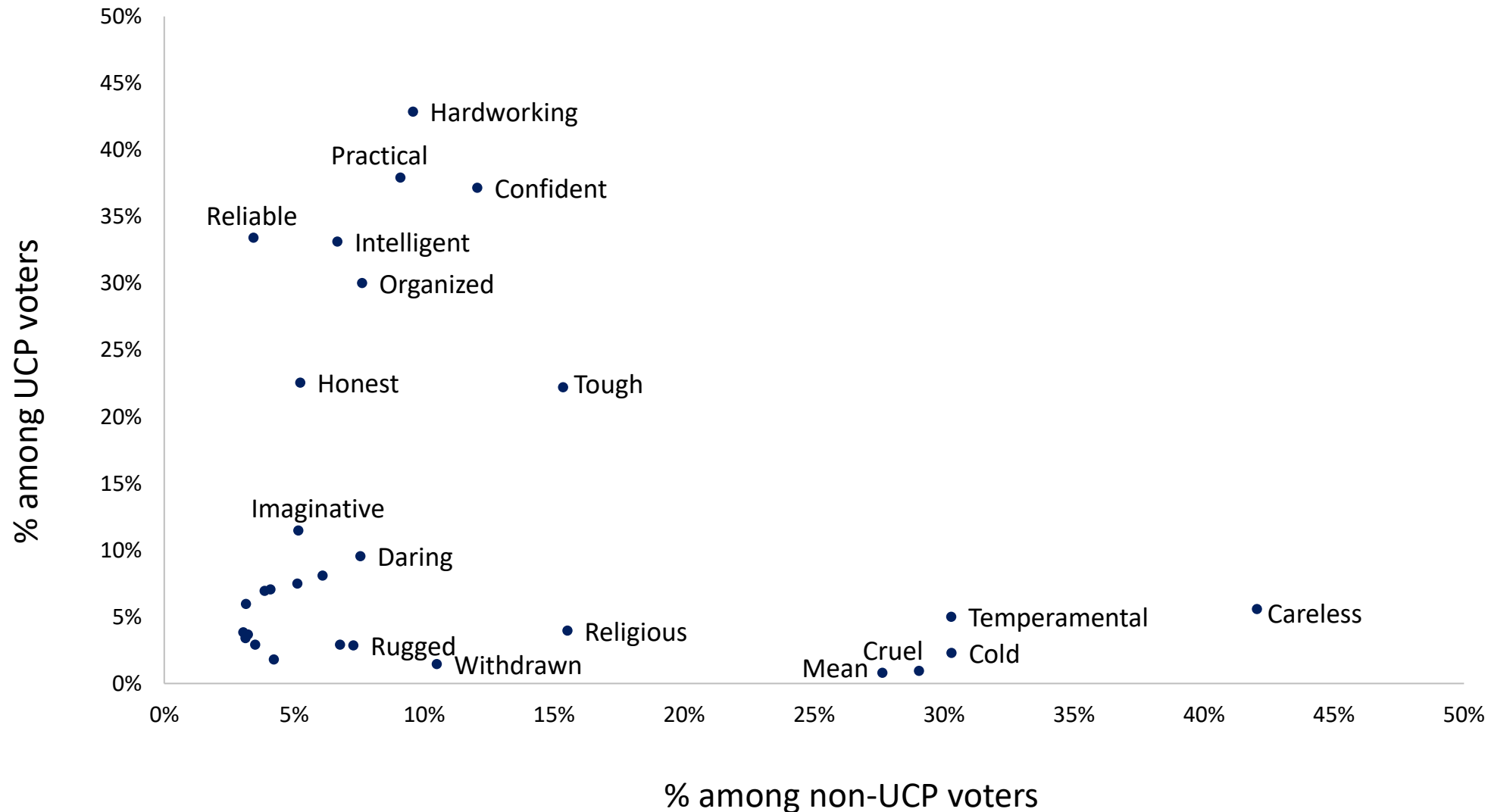


# UCP Personality: UCP voters have a better opinion of UCP than non-UCP voters



Now, thinking about the United Conservative Party, which of the following words best describe that party? Please select up to five.

[asked of all respondents, n=1,500]

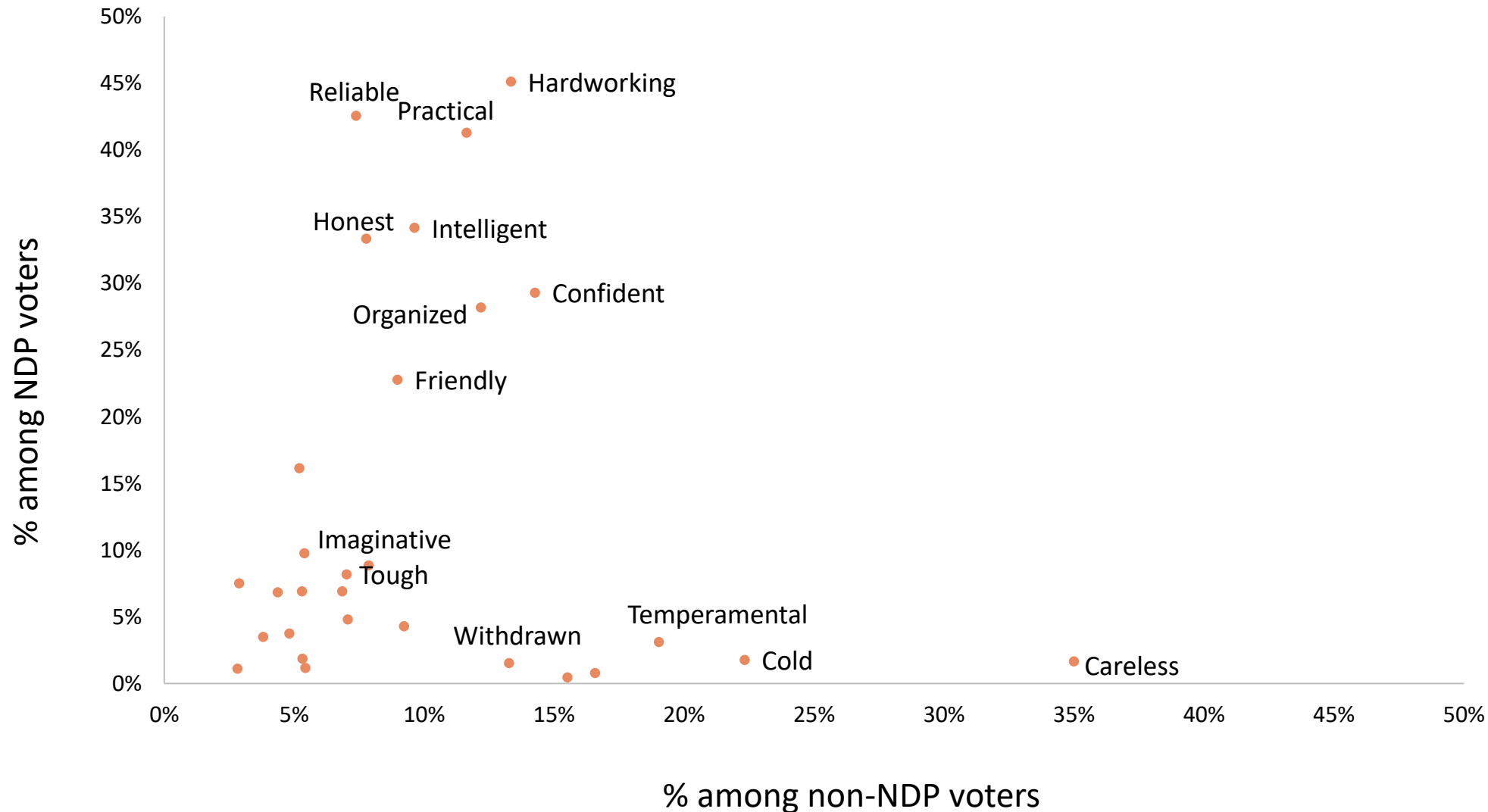


# NDP Personality: Non-NDP voters have a better opinion of NDP than non-UCP voters have of UCP



Now, thinking about the Alberta New Democratic Party, which of the following words best describe that party? Please select up to five.

[asked of all respondents, n=1,500]



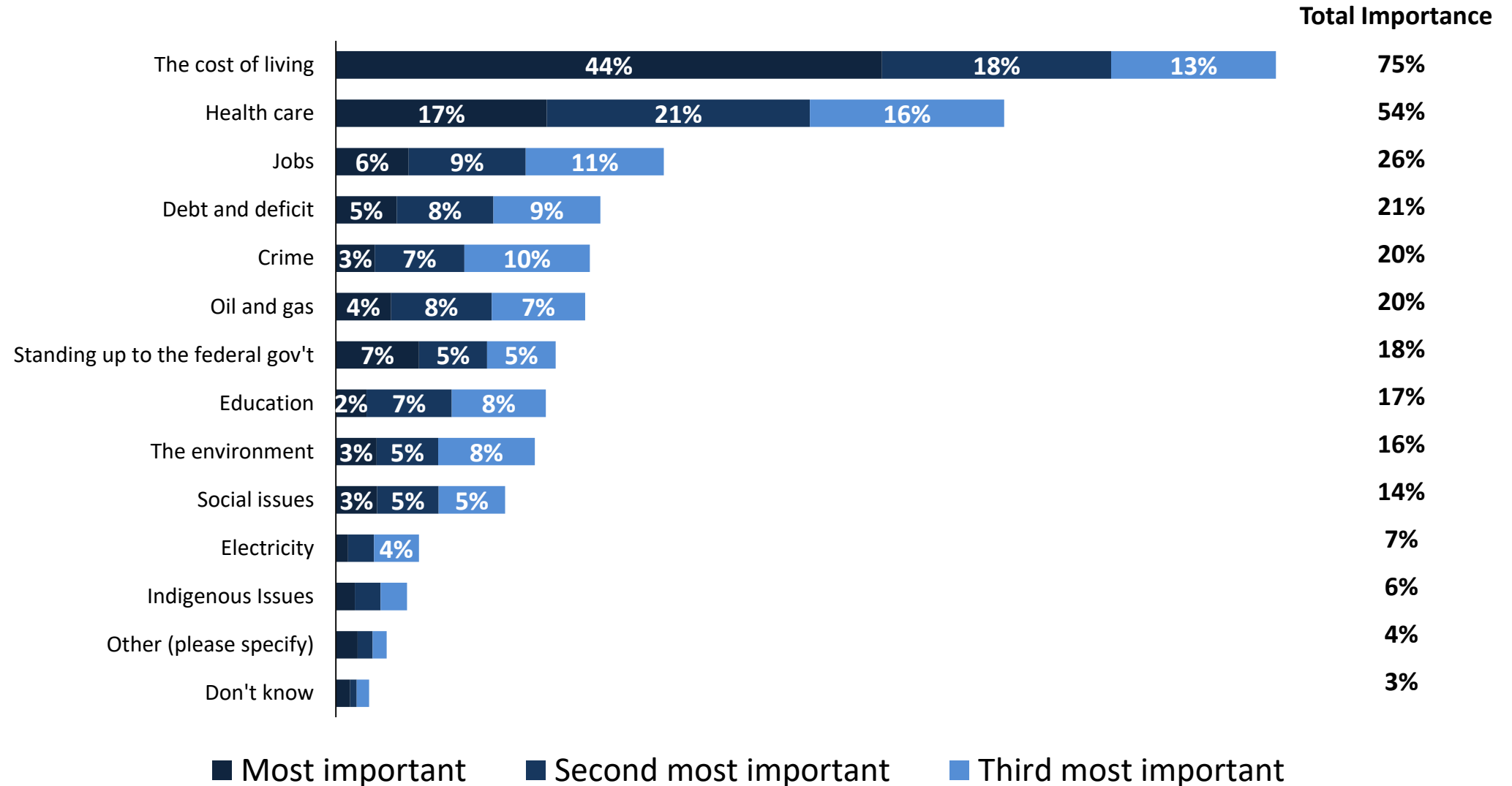
# Parties and Issues

# Provincial Issues: The cost of living is by far the most important issue, followed by health care and jobs



Which of the following issues is most important issue to you? And which of these issues is the next most important to you?

[asked of all respondents; n=1,500]

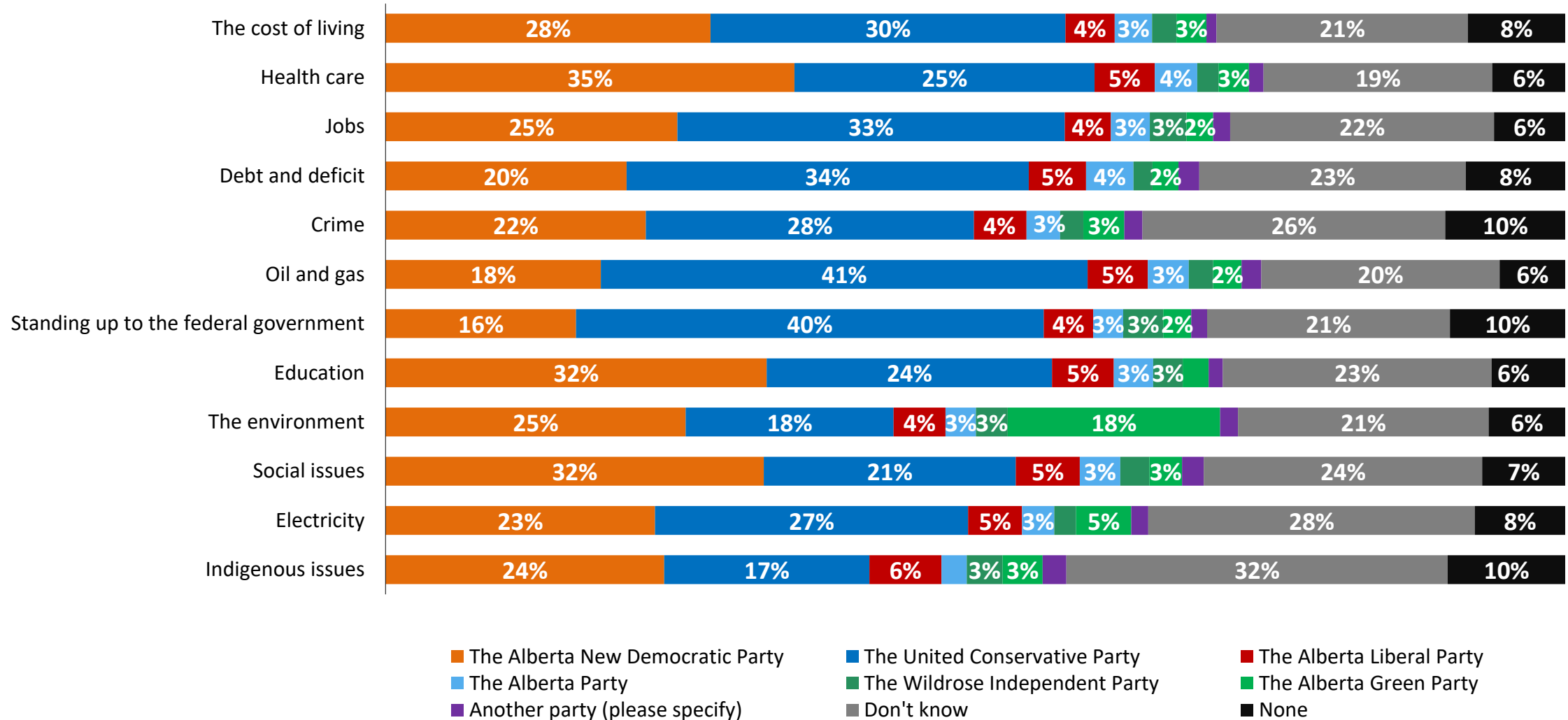


# Best Party on Issue: NDP or UCP considered to be the best fits for dealing with following issues



For each of the following issues, please indicate which party you think would do the best job of dealing with that issue or if you think none of the parties would do a good job on that issue.

[asked of all respondents; n=1,500]



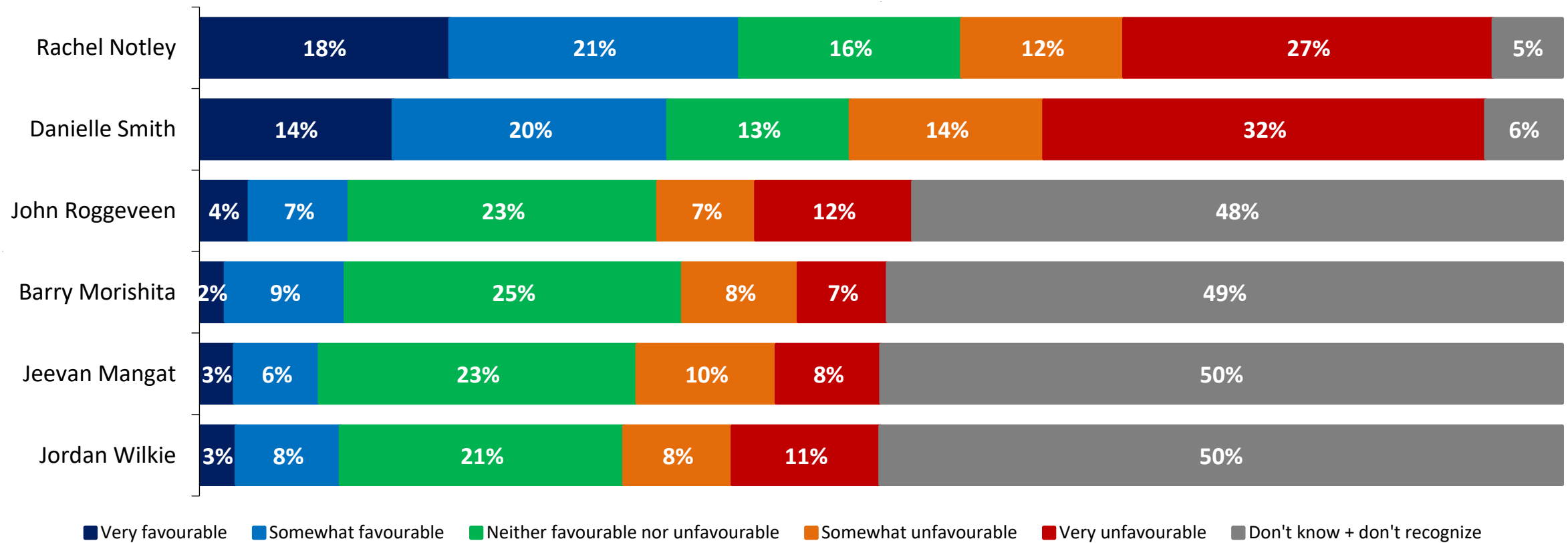
# **Leadership Favourables**

# Leader Favourables: Rachel Notley's favourability highest with 39%, followed by Smith at 34%



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=1,500]

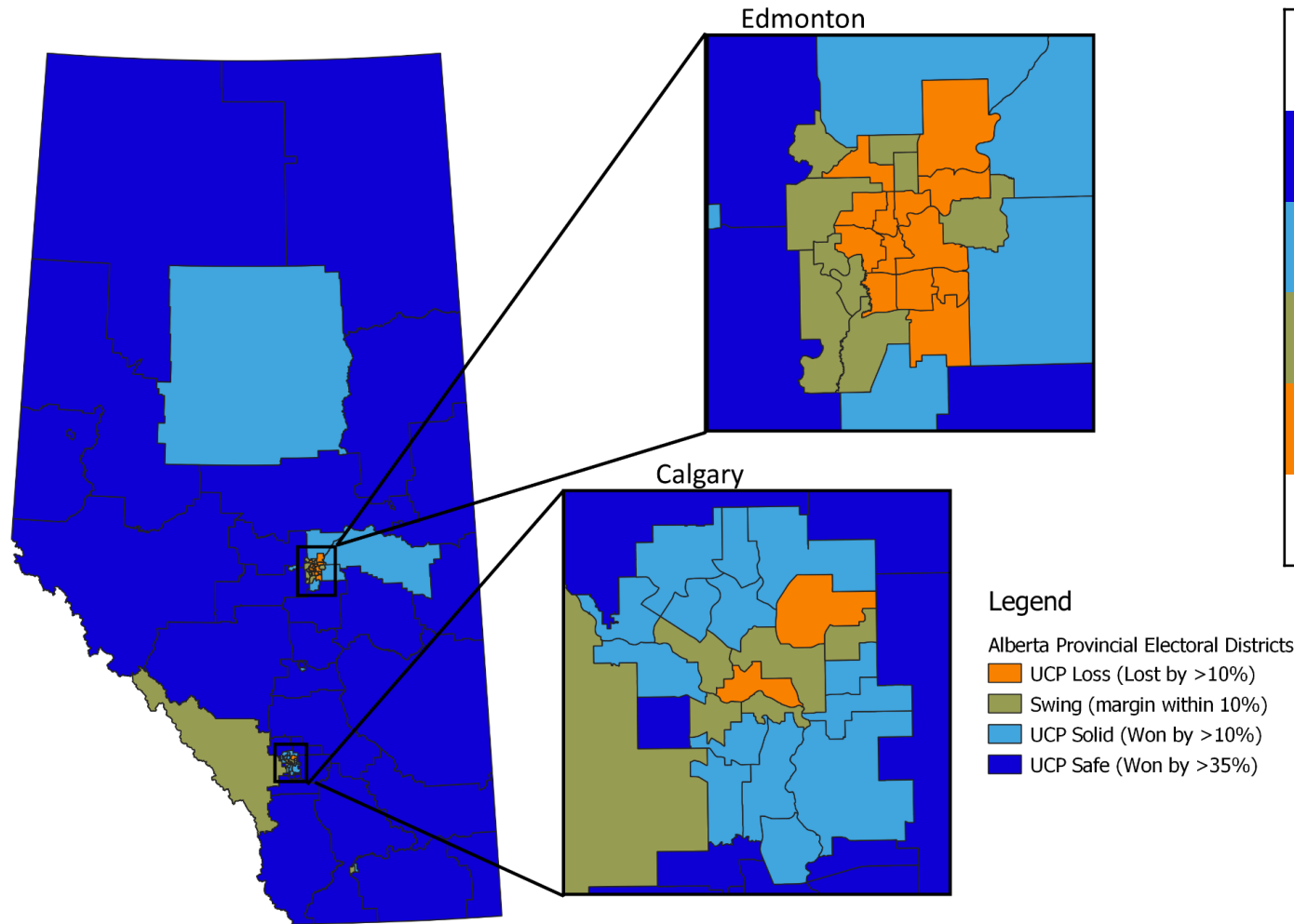




# Alberta Riding Segmentation: To win govt, the NDP must win all of last election's swing seats and half the UCP solid seats

We have also grouped respondents by provincial electoral district.

Districts are grouped into **4 clusters** based on 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.



	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%
<b>Total</b>	<b>n=1,508</b>	<b>n=1,500</b>	<b>100%</b>

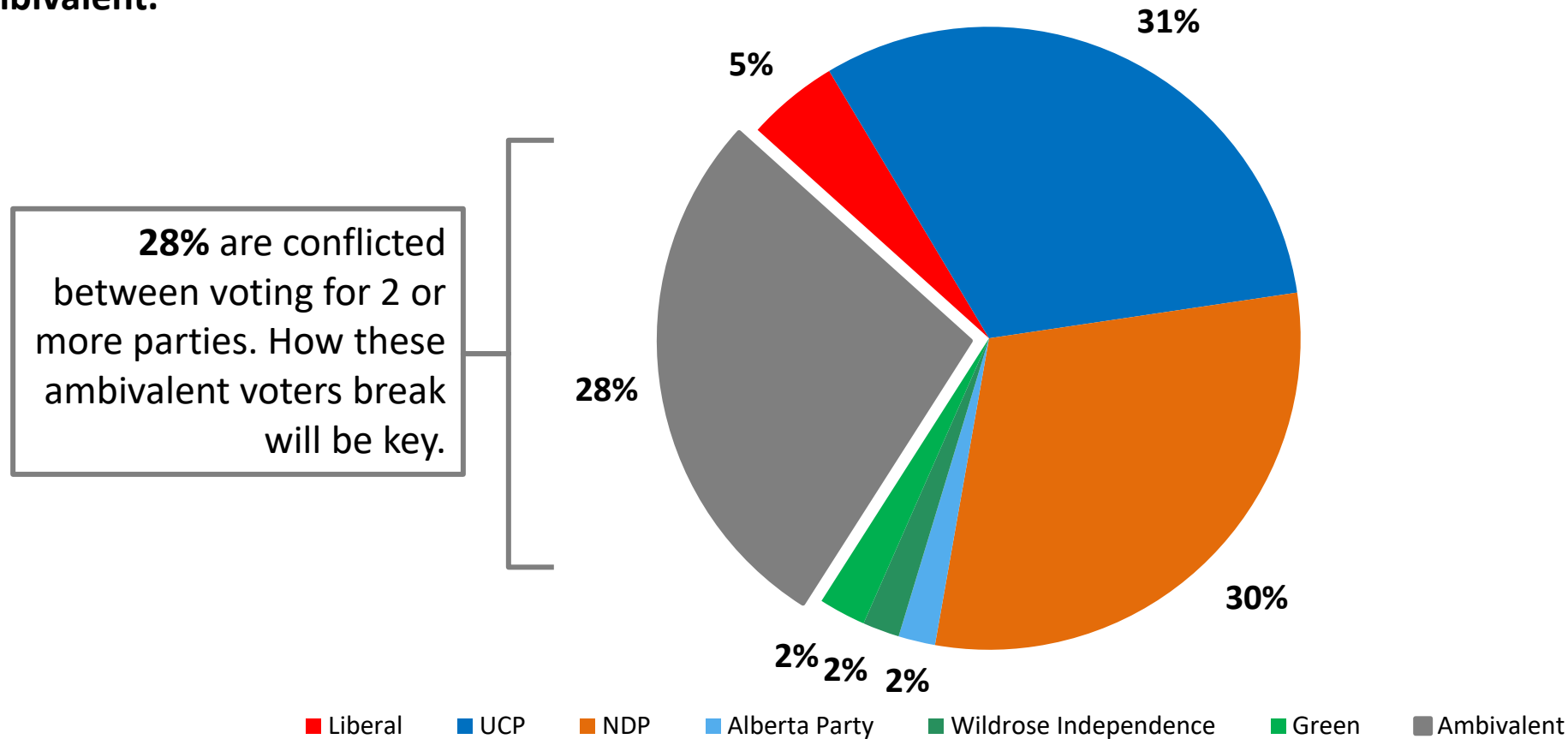
# Imputed Vote Segmentation: Ambivalent voters are a key battleground in this election



In general, if you do vote, how likely are you to vote for each of the following provincial political parties?

[asked of all respondents; n=1,500]

**We created a likelihood based measure of vote intention. If there is one party that respondents say they are more likely to vote for than any other, that is their imputed vote. If they are tied on two or more parties, they are ambivalent.**



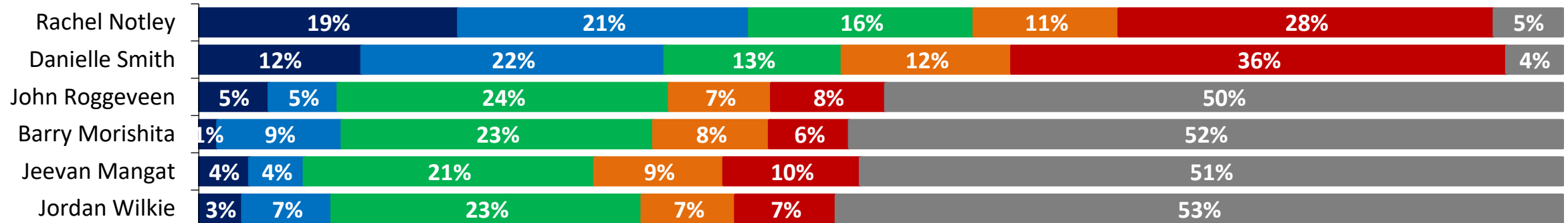
# Leader Favourables by Important Segments: Notley is more favourable among the Solid UCP cluster and ambivalent voters than Smith



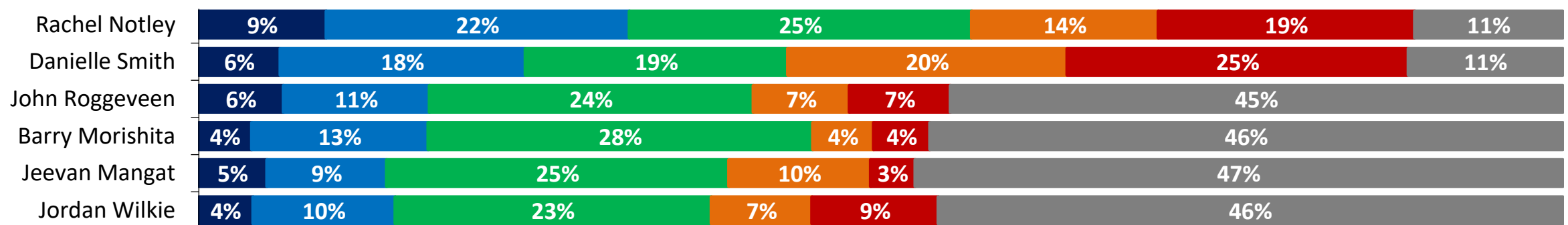
Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate that... BY UCP Solid Seat Cluster (n=380, 25%) and Ambivalent Voters (n=414, 28%)

[asked of all respondents; n=1,500]

## Solid UCP Seats



## Ambivalent Voters



Very favourable

Somewhat favourable

Neither favourable nor unfavourable

Somewhat unfavourable

Very unfavourable

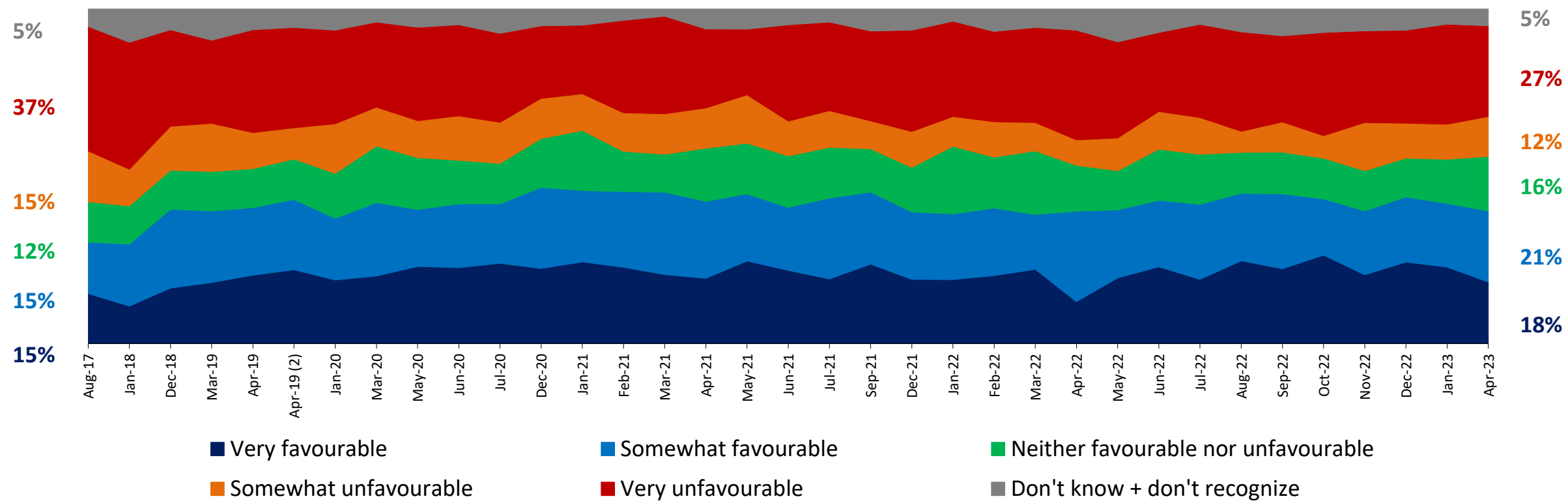
Don't know + don't recognize

# Rachel Notley Favourability: Notley's favorability is down since January 2023



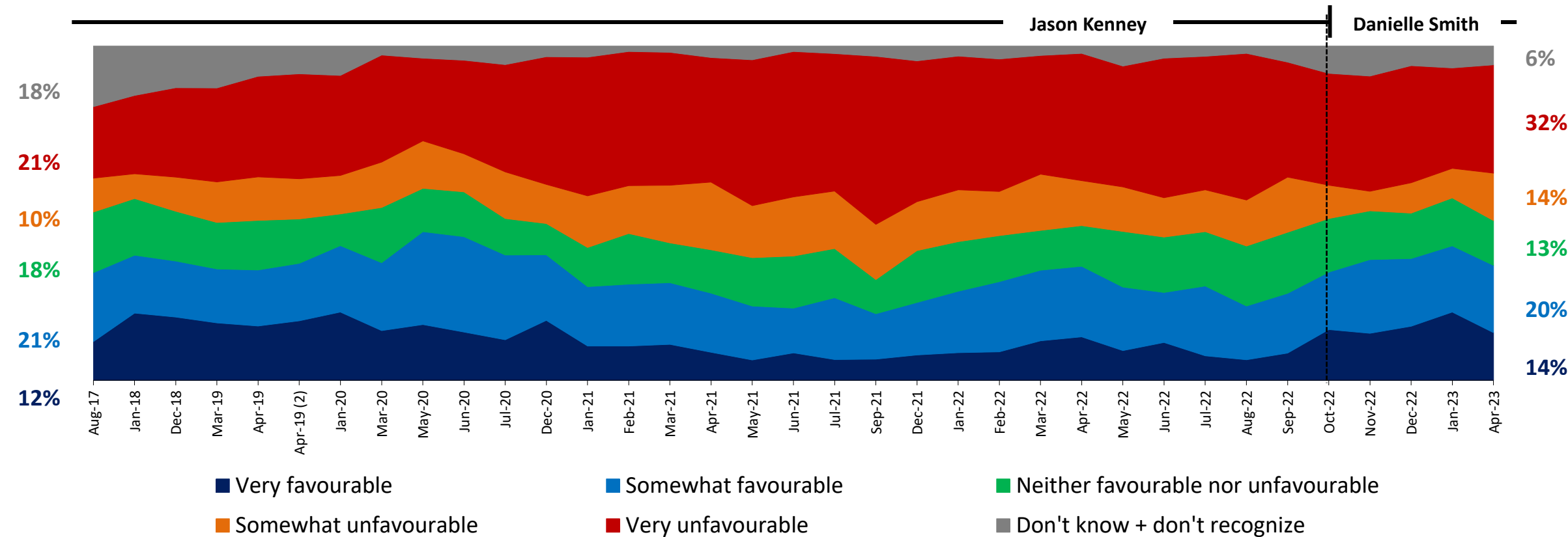
Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable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

[asked of all respondents; n=1,500]



# UCP Leader/ Danielle Smith Favourability: Smith's favourability is down since January 2023

**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=1,500]

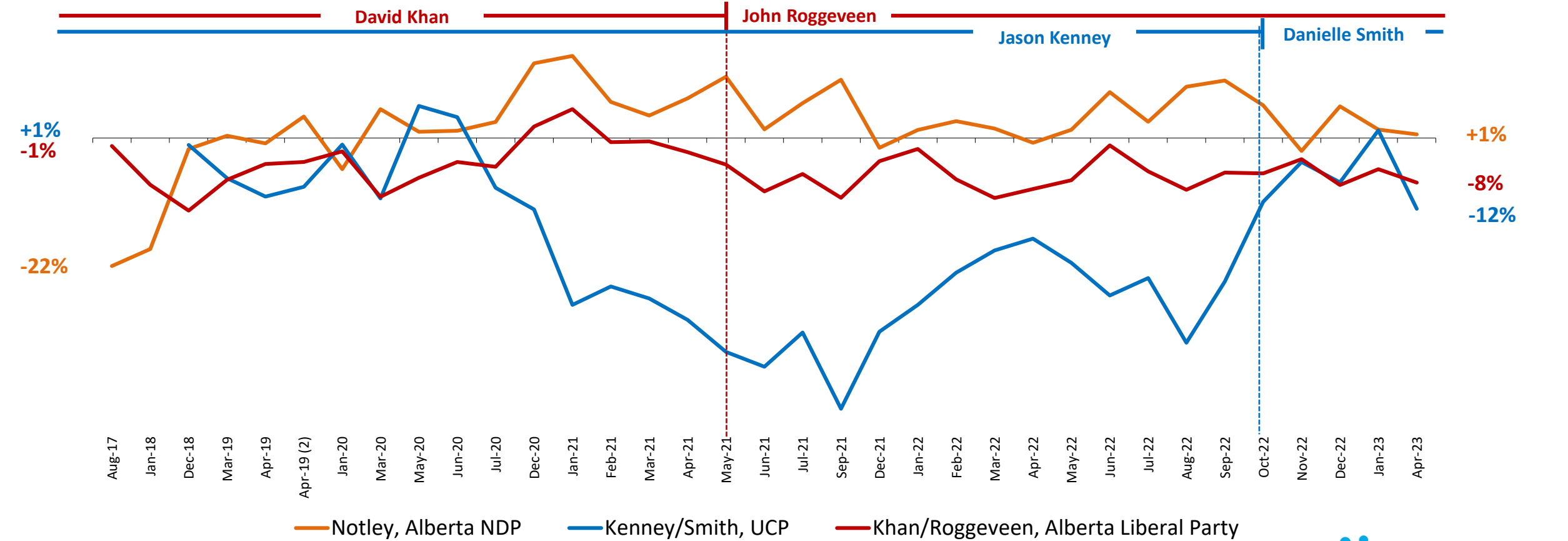


# Alberta Party Leader NET Favourables Tracking: Smith's favourability is down 13 points from post-holiday high



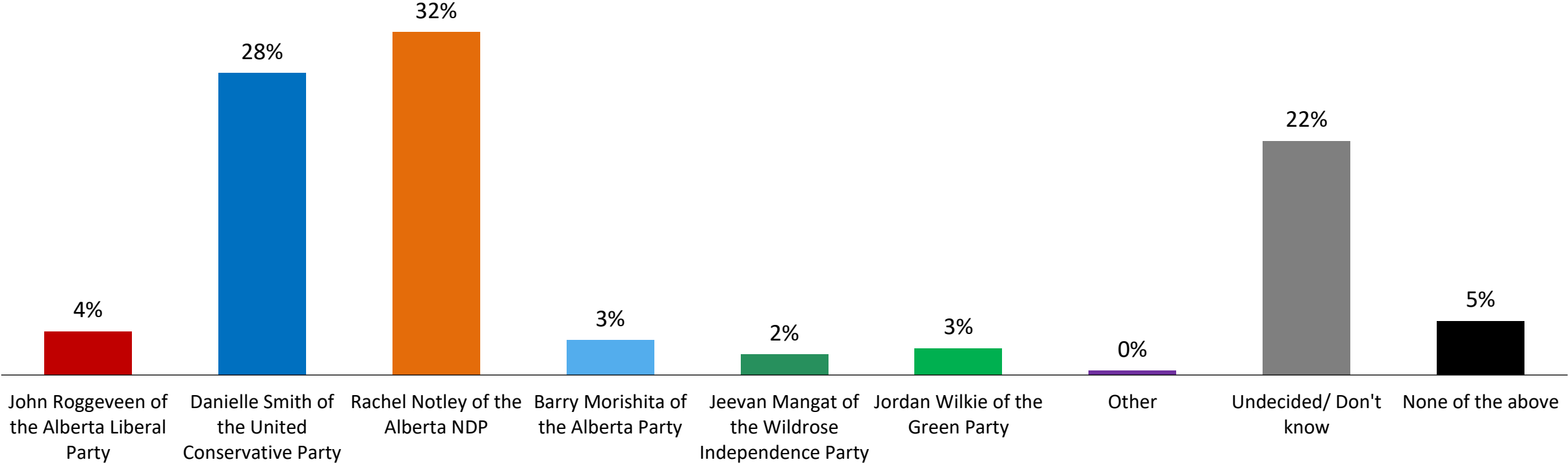
Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable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

[asked of all respondents; n=1,500]



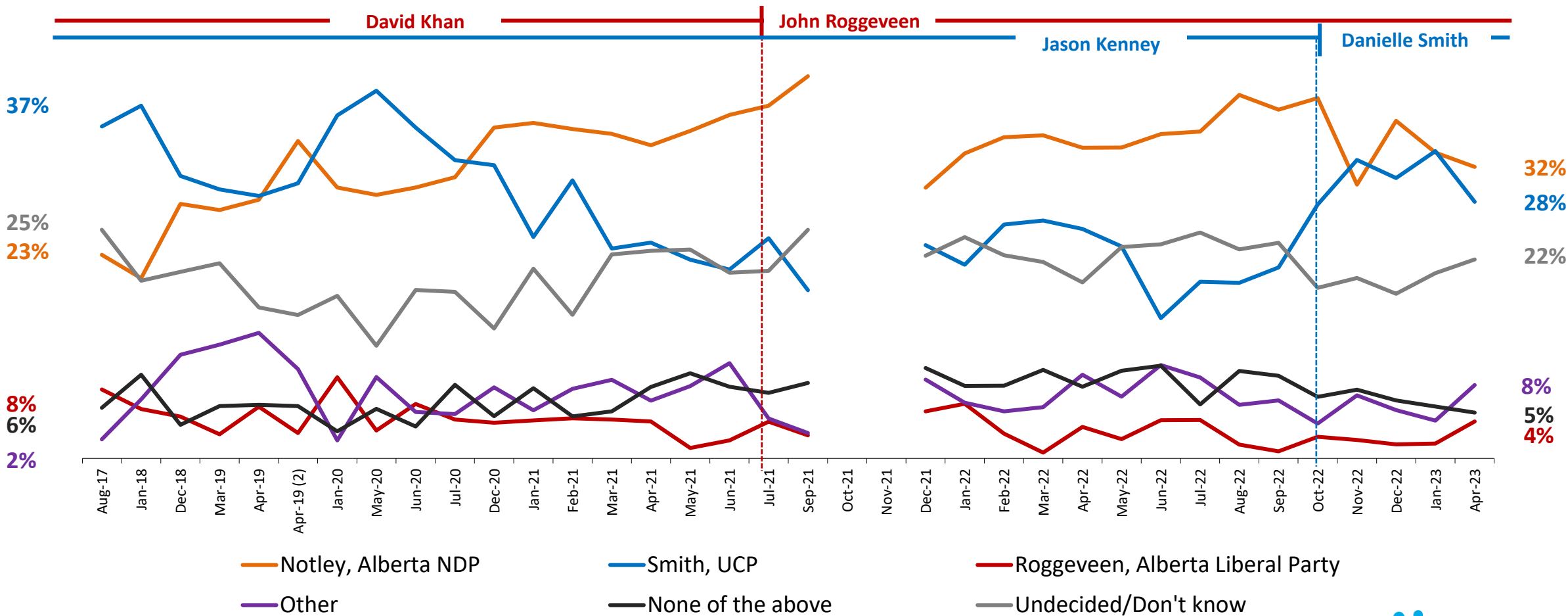
# Best Premier: Notley considered to be the best fit for Premier of Alberta with 32%; Smith second with 28%

Q Which of the following leaders would make the best Premier of Alberta?  
[only decided voters; n=1,500]



# Best Premier Tracking: Smith being considered best fit for Premier has decreased to 28% from 34% in January 2023

Q Which of the following leaders would make the best Premier of Alberta?  
[asked of all respondents; n=1,500]

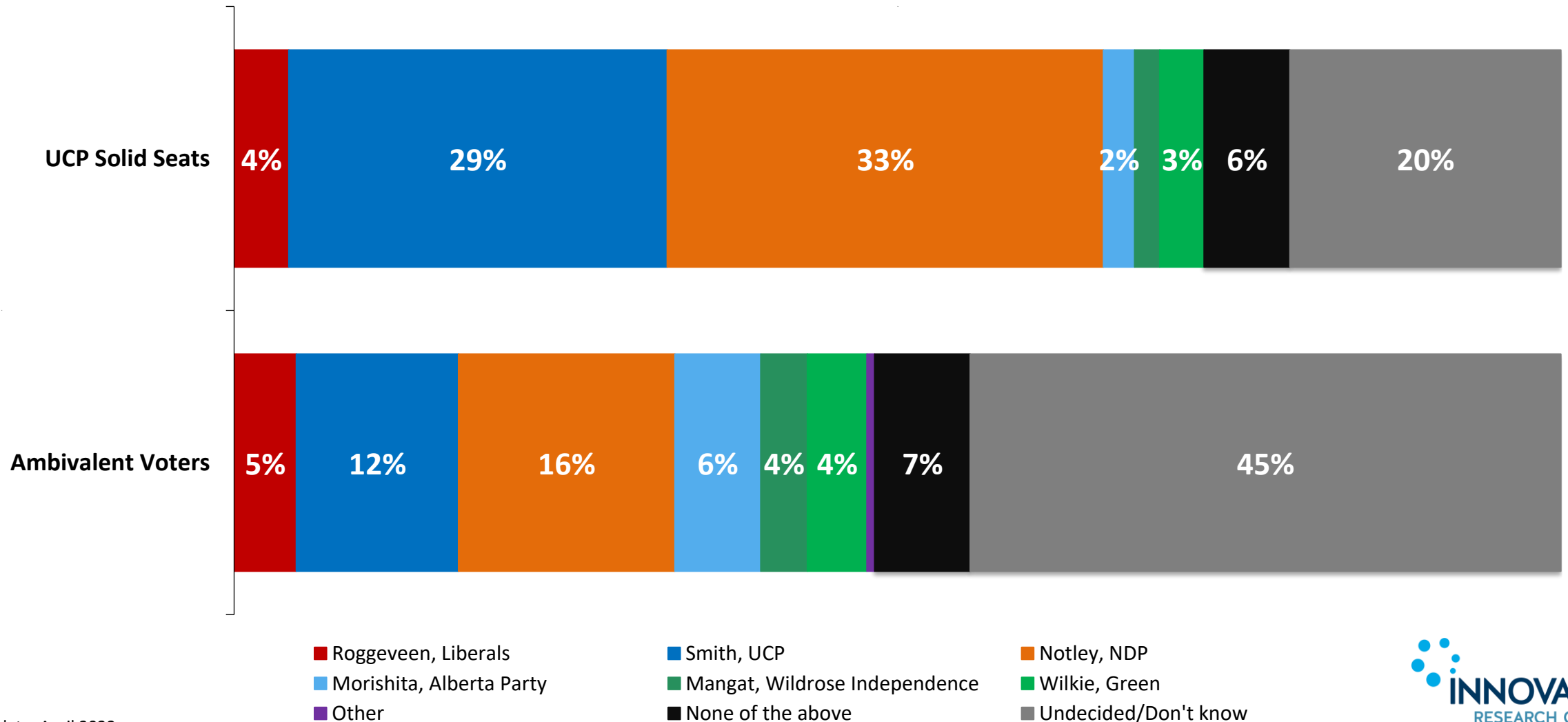




# Best Premier by Important Segments: Notley has a slight advantage over Smith in two key groups – Solid UCP seats and Ambivalent voters



Which of the following leaders would make the best Premier of Alberta? BY UCP Solid Seat Cluster (n=380, 25%) and Ambivalent Voters (n=414, 28%)  
[asked of all respondents; n=1,500]



# Leadership Attributes

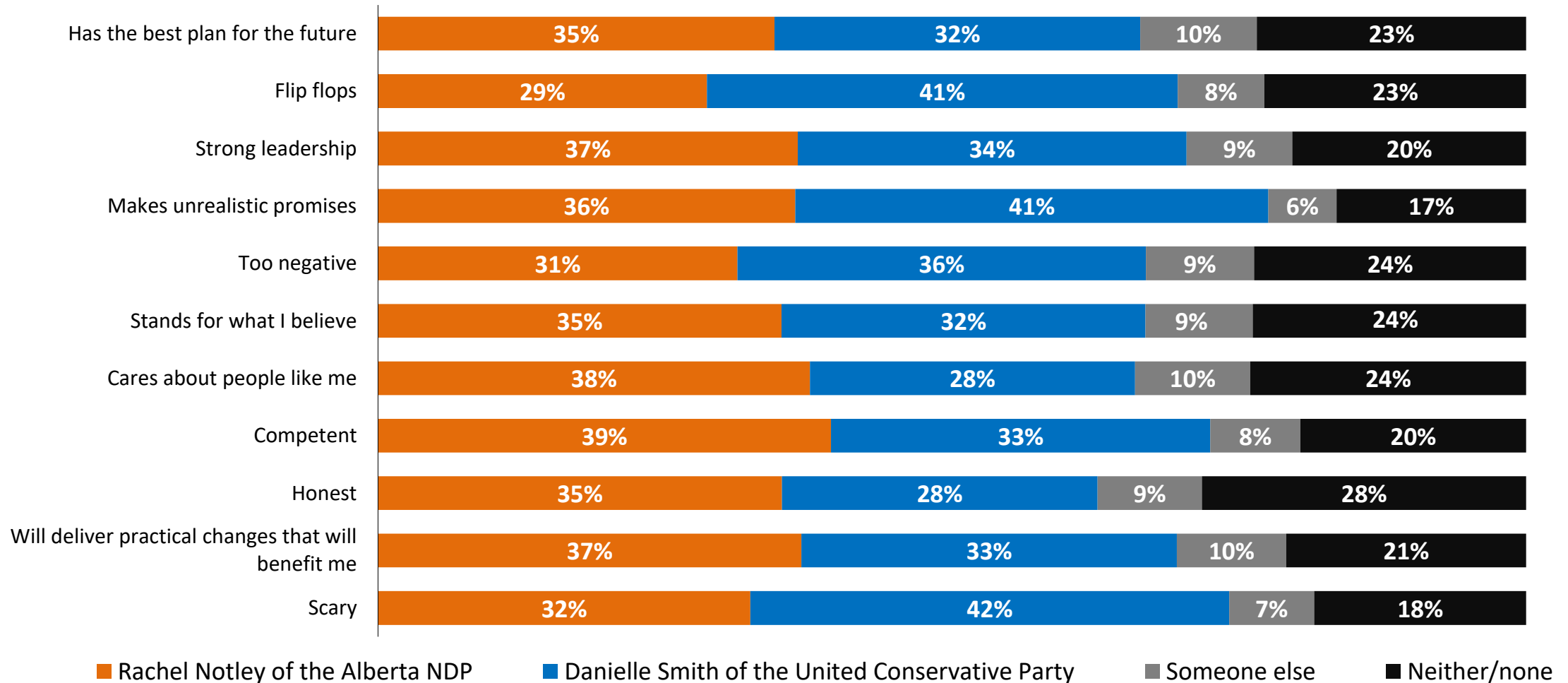
# Leadership Attributes: Around 2-in-5 say Smith is better described by phrases like flipping flopping, making unrealistic promises, and scary

Q

Now we would like to focus on the leaders of the two parties currently most likely to form government:

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=1,500]

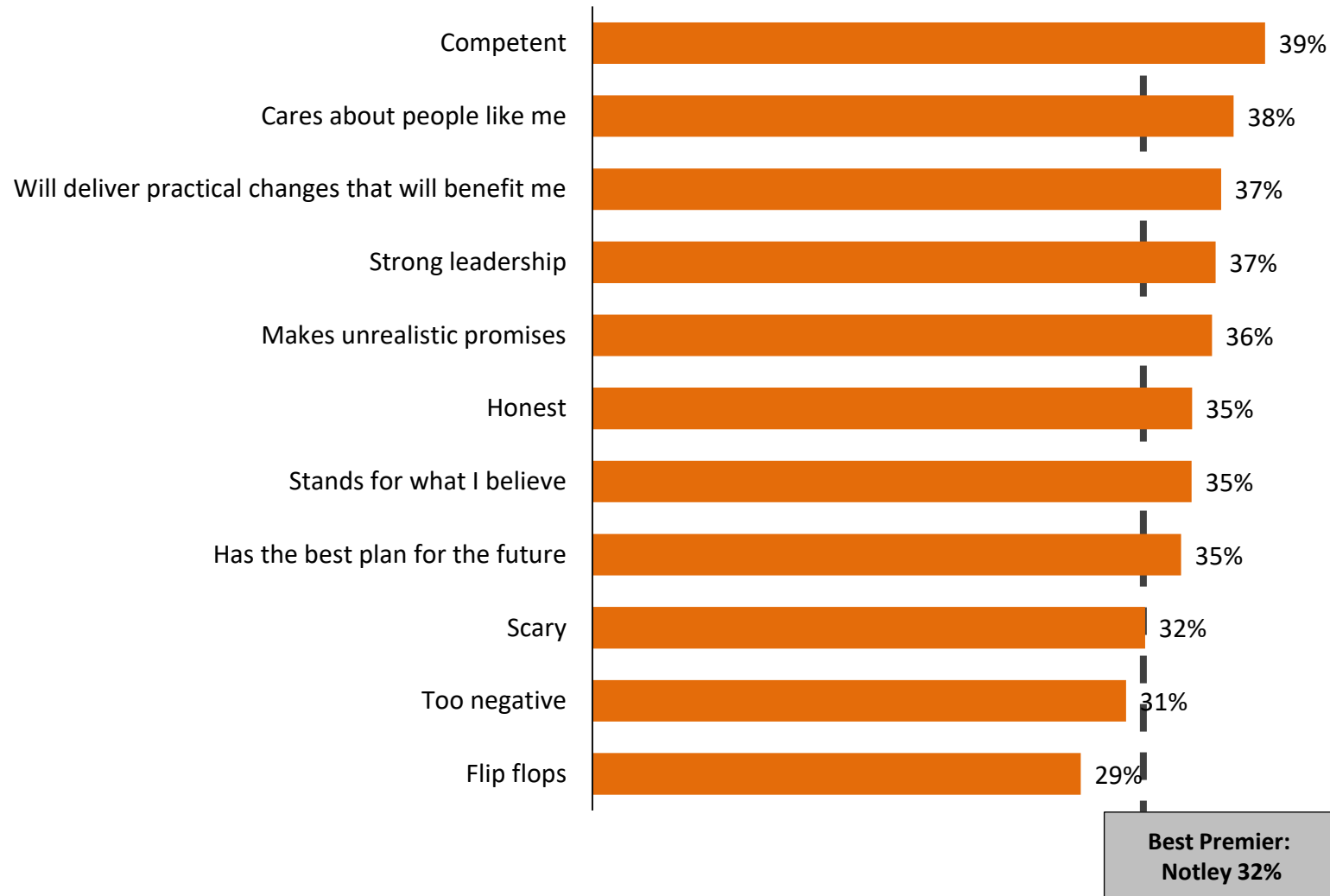


# Notley Qualities: Notley is most described by phrases like “competent”<sup>56</sup> (39%) and “cares about people like me” (38%)

Q

Now we would like you to read 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=1,500]

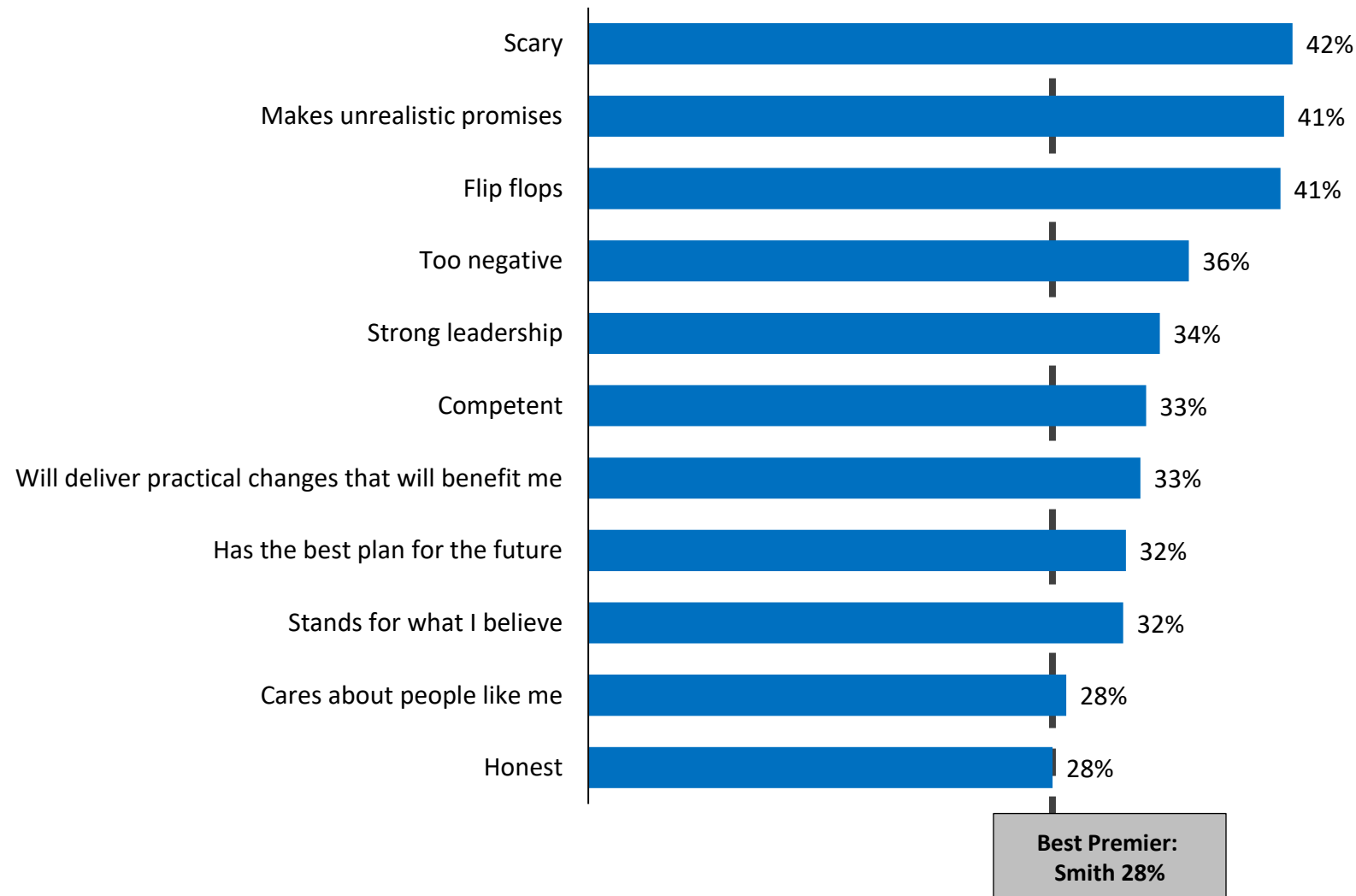


# Smith Qualities: Smith is most described by phrases like “scary” (42%) and “makes unrealistic promises” (41%)

Q

Now we would like you to read 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=1,500]



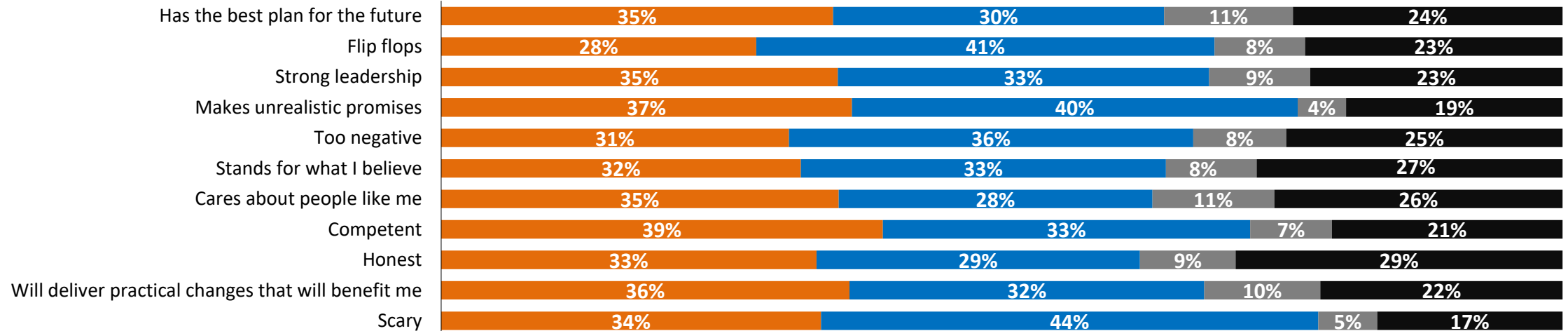
# Leader Attributes by Important Segments: Apart from “stands for what I believe,” Notley receives more positive attributes among UCP Solid



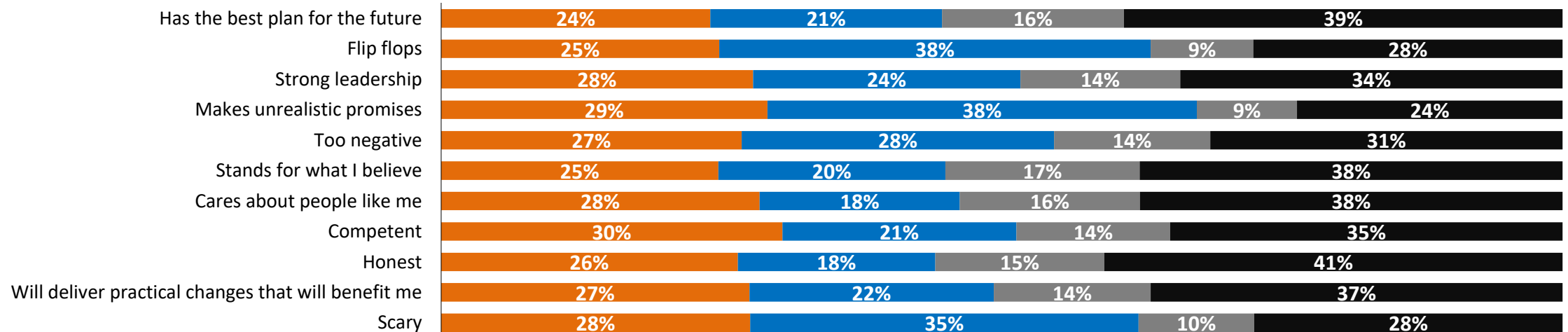
For each word or phrase, please indicate who it BEST describes... BY UCP Solid Seat Cluster (n=380, 25%) and Ambivalent Voters (n=414, 28%)

[asked of all respondents; n=1,500]

## Solid UCP Seats



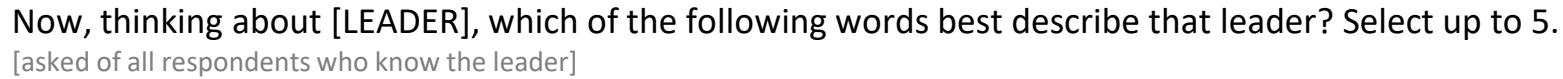
## Ambivalent Voters



■ Rachel Notley of the Alberta NDP ■ Danielle Smith of the United Conservative Party ■ Someone else ■ Neither/none

# Leader Personality

Brand personality is a way to humanize brands, even in politics. INNOVATIVE combined items from the classic Aaker brand personality scale, the Saucier scale based on the Big 5 personality literature, and some work applying those scales in India which identified a potential secular/religious dimension in political branding.



A word cloud of personality traits. The most prominent words are 'careless', 'confident', 'tough', 'hardworking', 'temperamental', 'intelligent', 'organized', 'mean', 'cold', 'cruel', 'practical', 'daring', 'exciting', 'relaxed', 'wholesome', 'withdrawn', 'cool', 'friendly', 'unique', 'cheerful', 'honest', 'rugged', 'reliable', 'religious', 'kind', 'imaginative', 'quiet', 'original', and 'secular'.

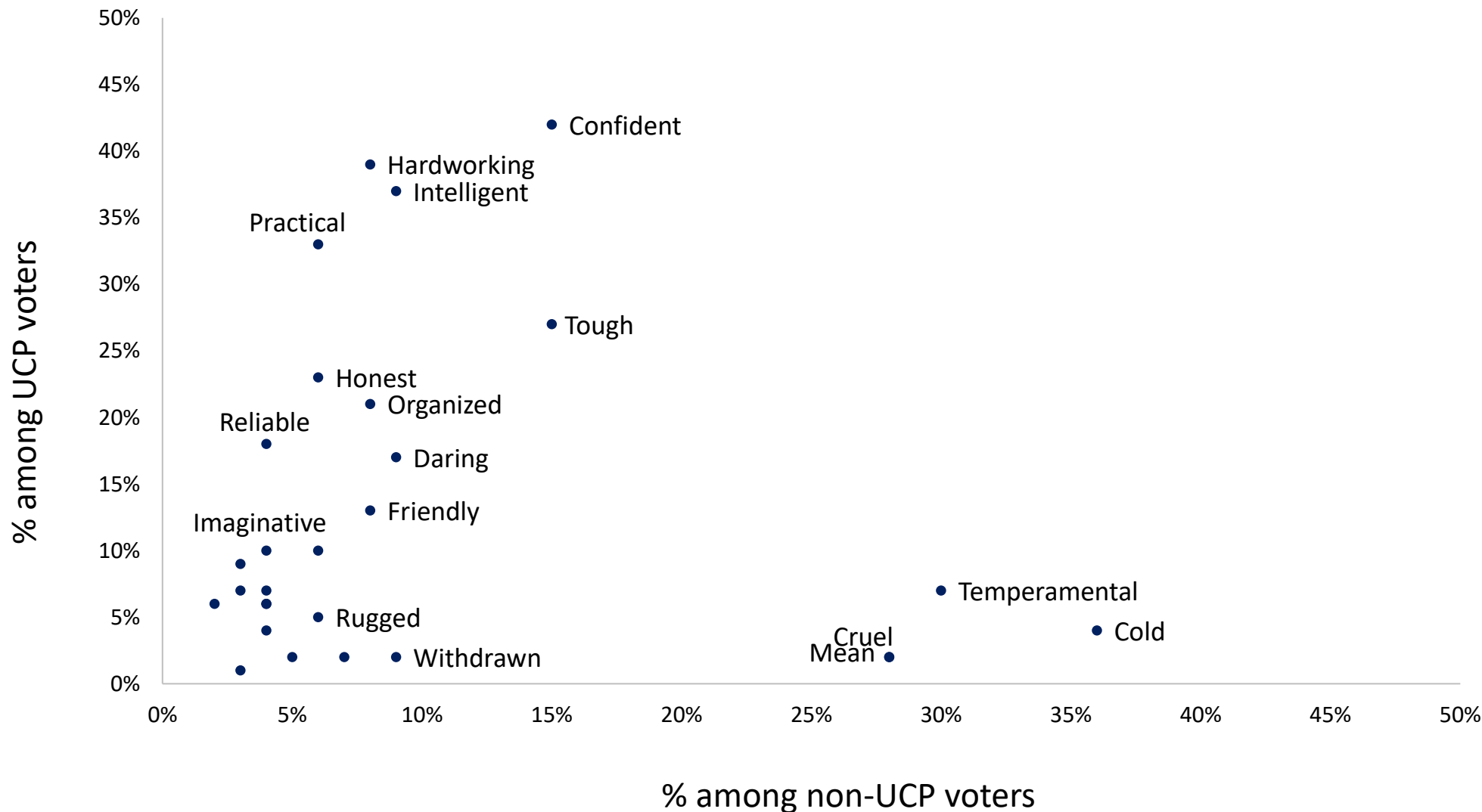
imaginative  
relaxed  
temperamental  
exciting  
tough  
cold  
honest  
cruel  
reliable  
cool  
original  
kind  
daring  
rugged  
organized  
hardworking  
intelligent  
careless  
mean  
friendly  
practical  
withdrawn  
quiet  
some  
ular  
ious  
ue  
teerful



# Smith Personality: UCP voters and non-UCP voters are polarized in their views about Smith.



Now, thinking about Danielle Smith, which of the following words best describe that leader? Select up to 5.  
[asked of all respondents who know Smith, n=1,416]

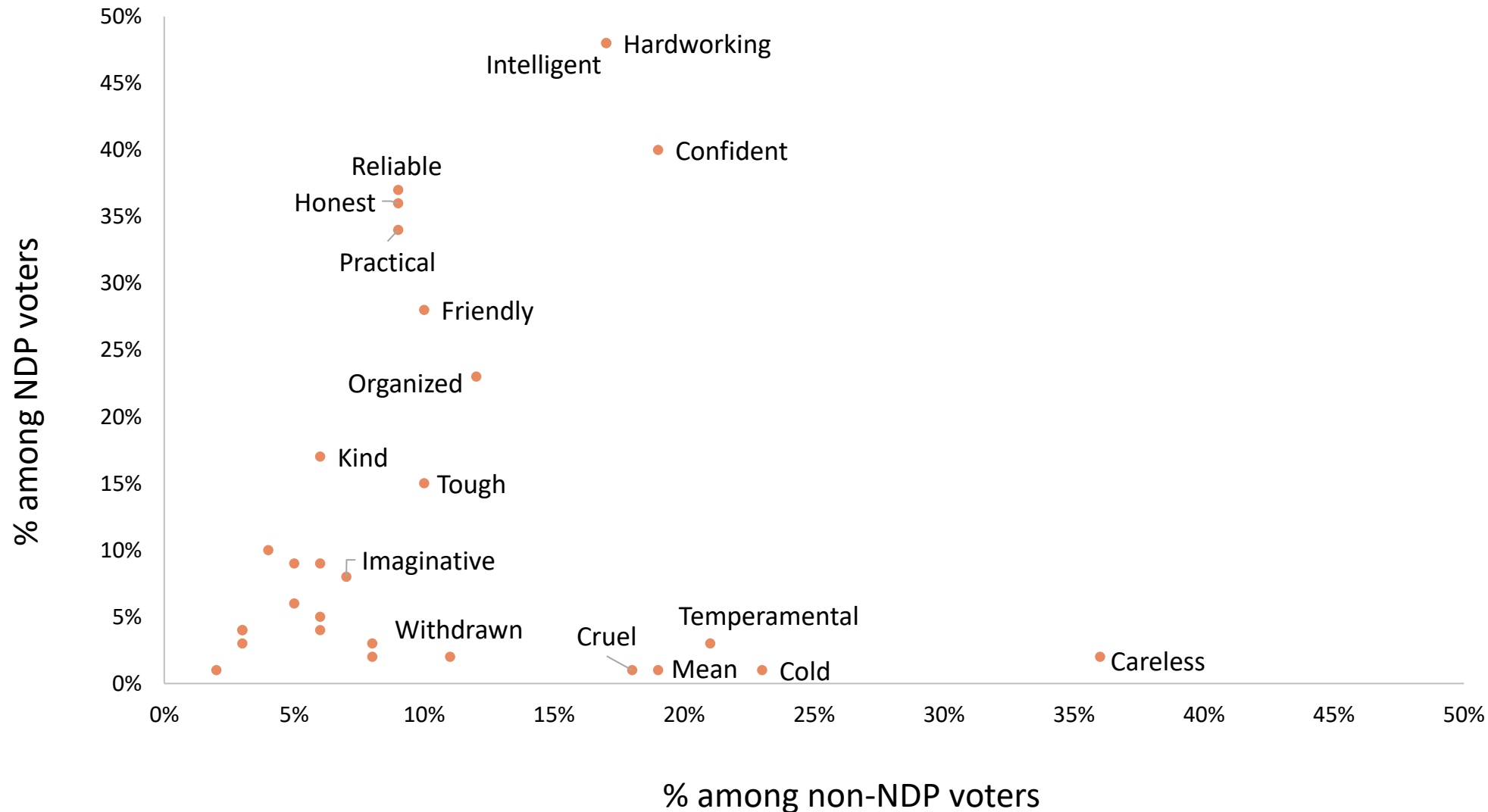


# Notley Personality: NDP voters have a better opinion of Notley than UCP voters have of Smith, NDP opponents have mixed views of Notley.



Now, thinking about Rachel Notley, which of the following words best describe that leader? Select up to 5.

[asked of all respondents who know Notley, n=1,424]



# Fear and Loathing

# Fear and Loathing: Net agreement (+28%) highest for 'I am afraid of what Danielle Smith and the UCP might do if they form government'

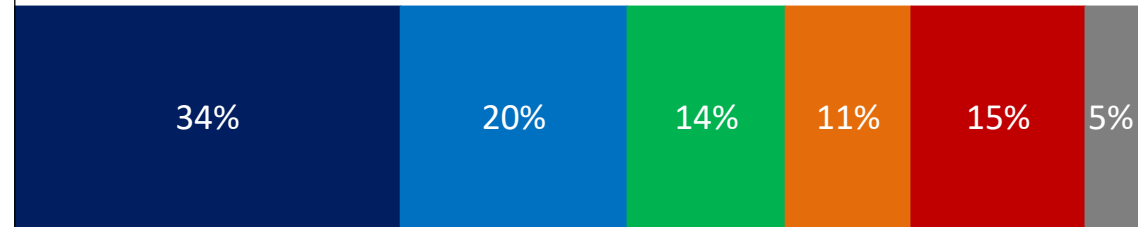


Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

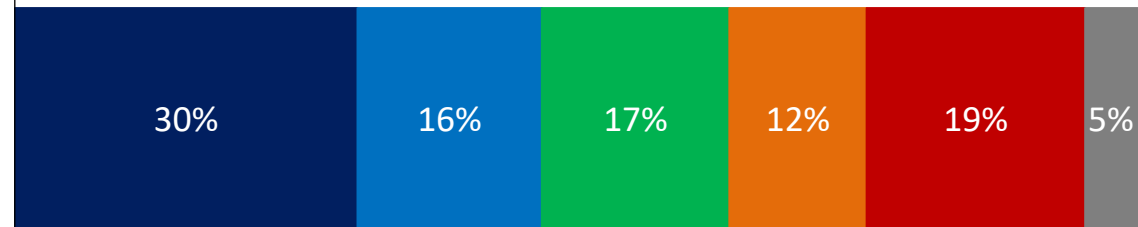
**Net Agreement**

I am afraid of what Danielle Smith and the UCP might do if they form government.



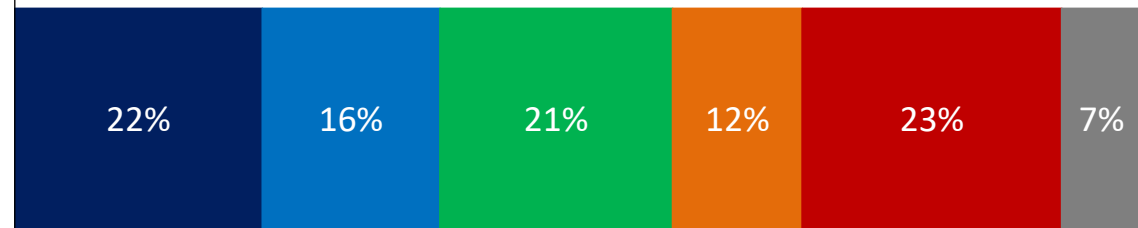
**+28%**

I am afraid of what Rachel Notley and the NDP might do if they form government.



**+15%**

After the past few years, I am so angry at the UCP, I will never vote for them again.



**+3%**

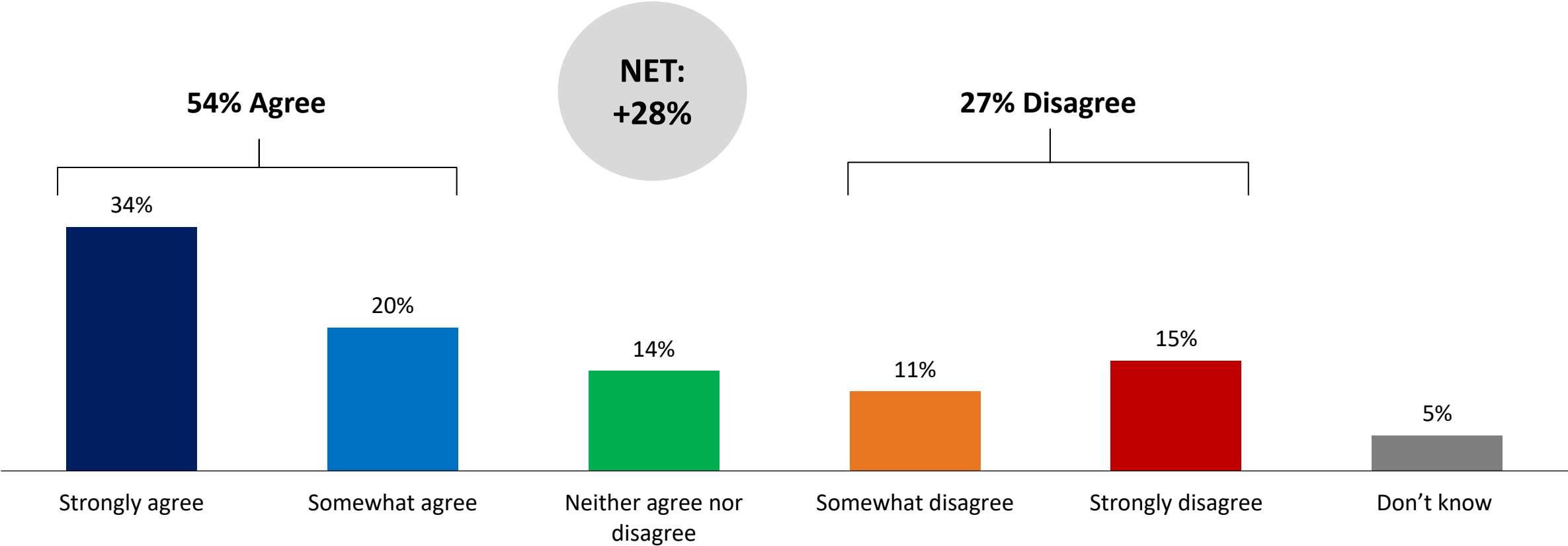
■ Strongly agree
■ Somewhat agree
■ Neither agree nor disagree
■ Somewhat disagree
■ Strongly disagree
■ Don't Know

# Afraid of UCP Govt: Over half of Albertans (54%) say they are ‘afraid of what Danielle Smith and the UCP might do if they form government’<sup>65</sup>



Please indicate whether you agree or disagree with the following statements  
[asked of all respondents; n=1,500]

*I am afraid of what Danielle Smith and the UCP might do if they form government.*



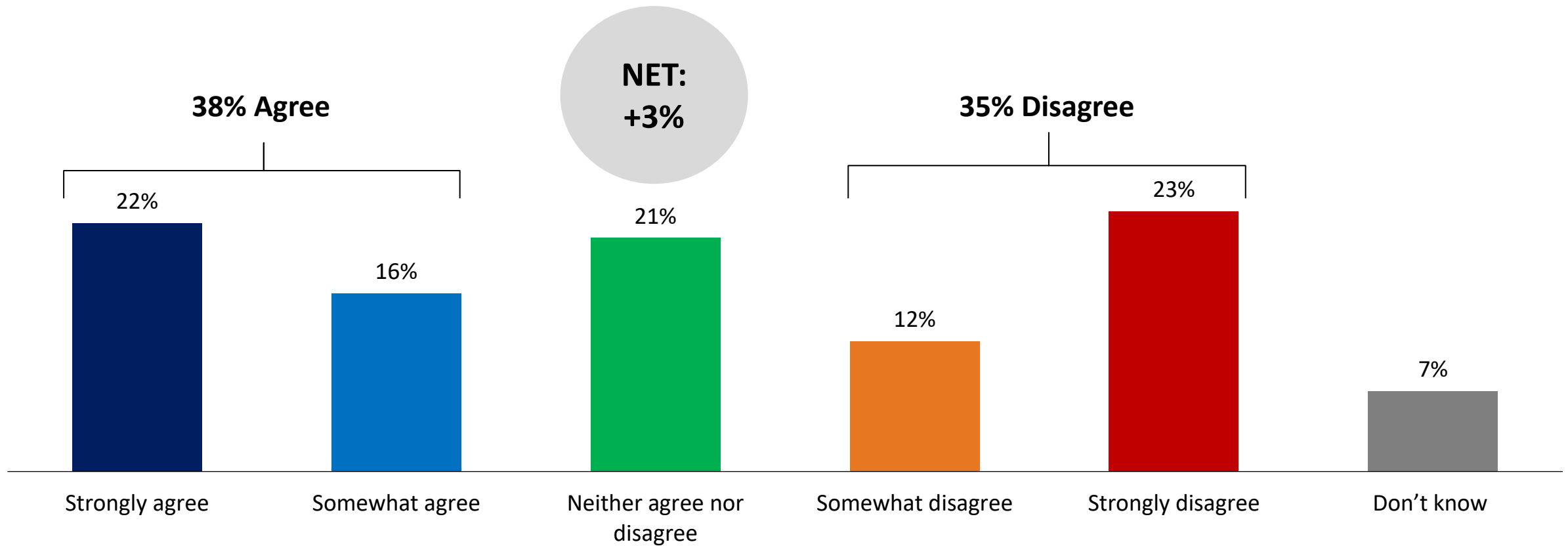
# Angry with UCP: Albertans are pretty split on not voting for UCP ever again; 38% say agree while 35% disagree



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

***After the past few years, I am so angry at the UCP, I will never vote for them again.***



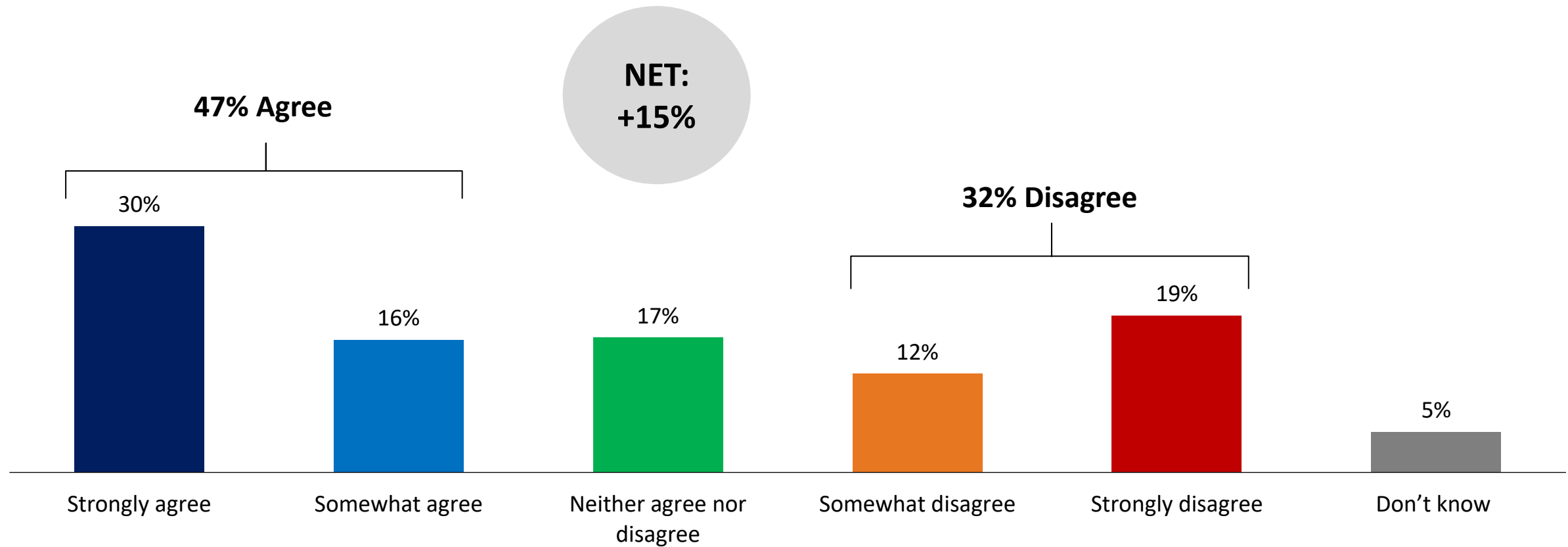
# Afraid of NDP Govt: Almost half (47%) say they're 'afraid of what Rachel Notley and the NDP might do if they form government'



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

***I am afraid of what Rachel Notley and the NDP might do if they form government.***



# Other Key Attitudes



# Political Attitudes: Net agreement (-8%) lowest for 'I am tired of the NDP and UCP, it's time to give another party a chance...'



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

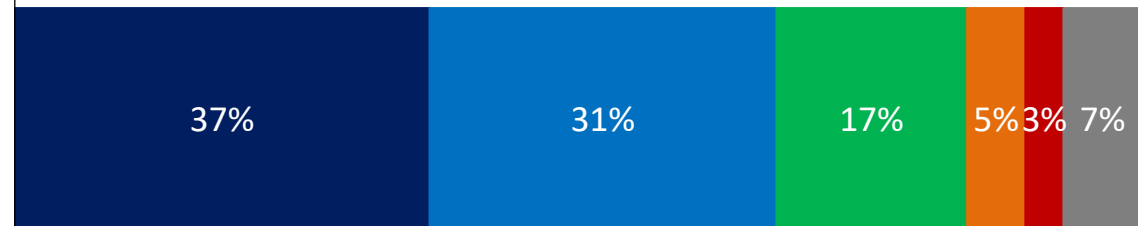
**Net Agreement**

I am very worried at what might happen to Alberta if the wrong government is elected.



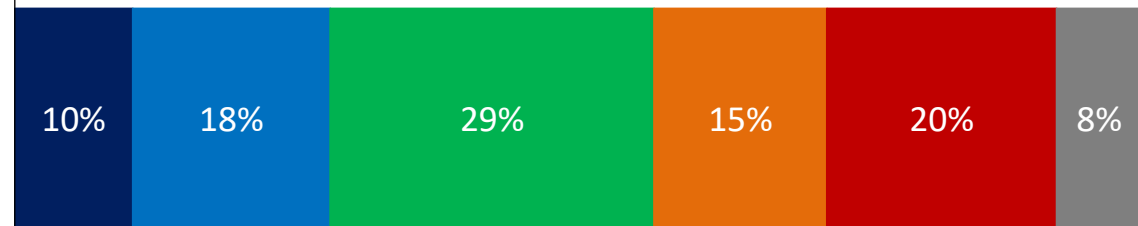
**+73%**

This election is really a two-horse race, only the NDP and the UCP have a real chance of forming government.



**+59%**

I am tired of the NDP and the UCP, it's time to give another party a chance to show what they can do.



**-8%**

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

# Worried about Wrong Govt: Almost 4-in-5 (79%) are worried at what might happen to Alberta if the wrong government is elected

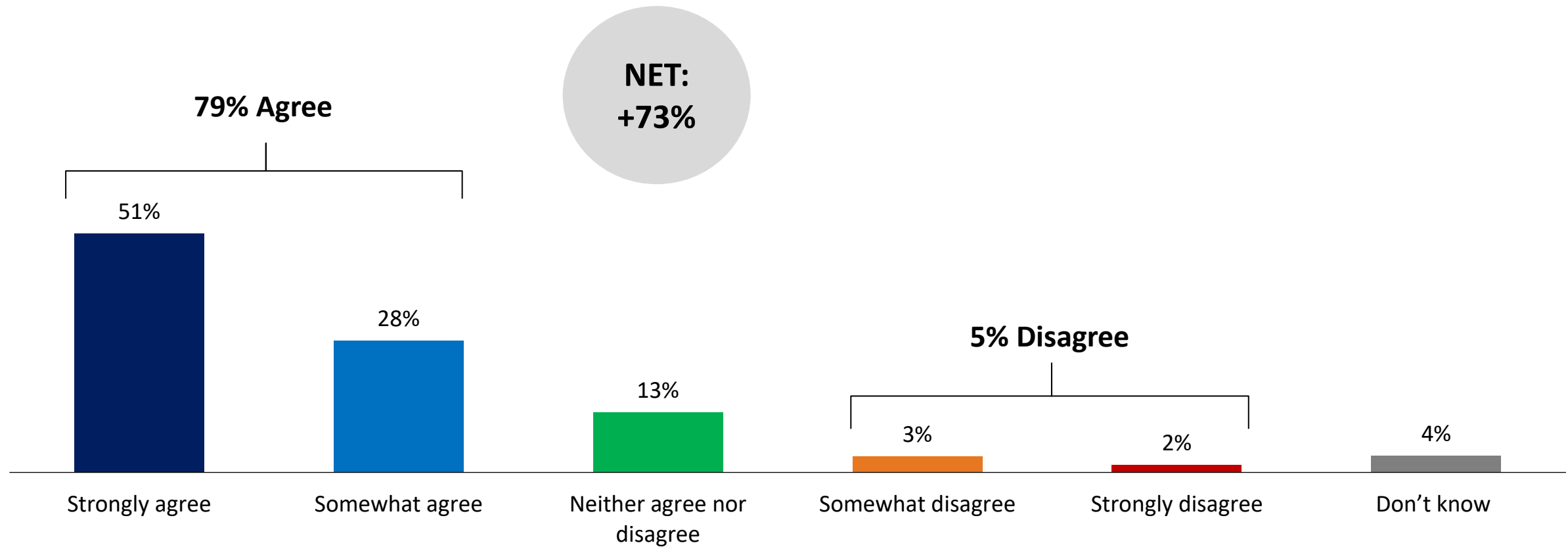
70



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

***I am very worried at what might happen to Alberta if the wrong government is elected.***



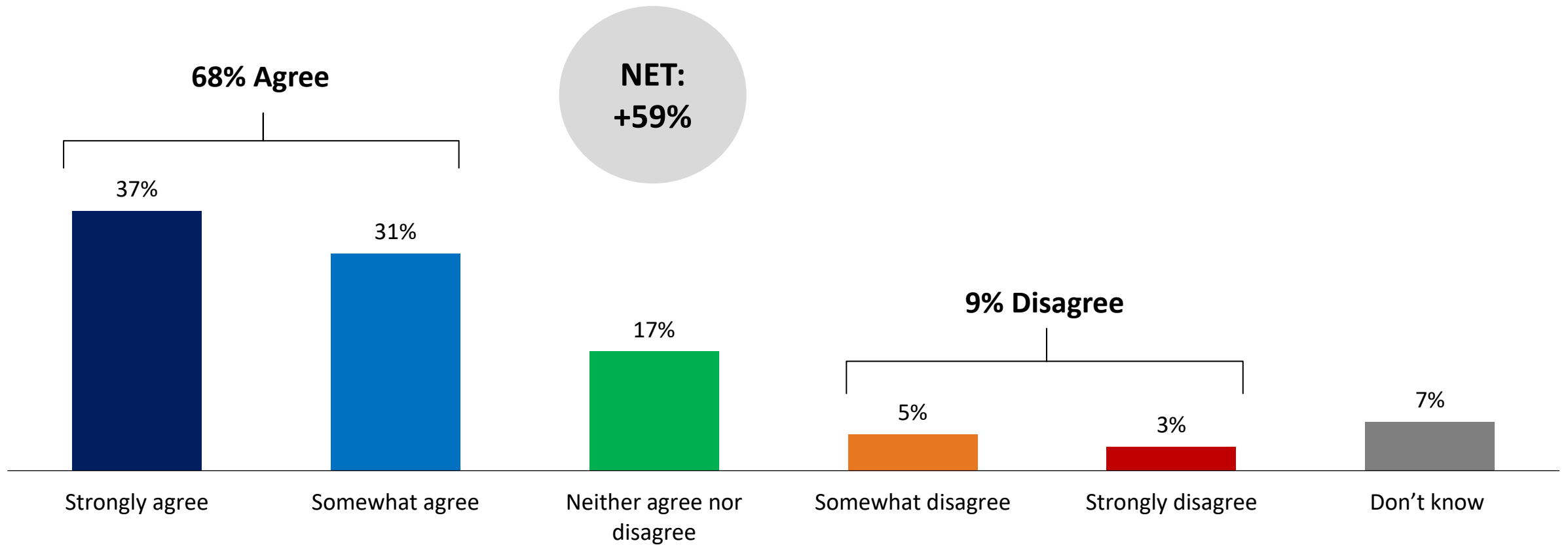
# Two-Horse Race: Majority (68%) agree that *'the election is a two-horse race, only the NDP and UCP have a real chance of forming gov't'*<sup>71</sup>



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

***This election is really a two-horse race, only the NDP and the UCP have a real chance of forming government.***



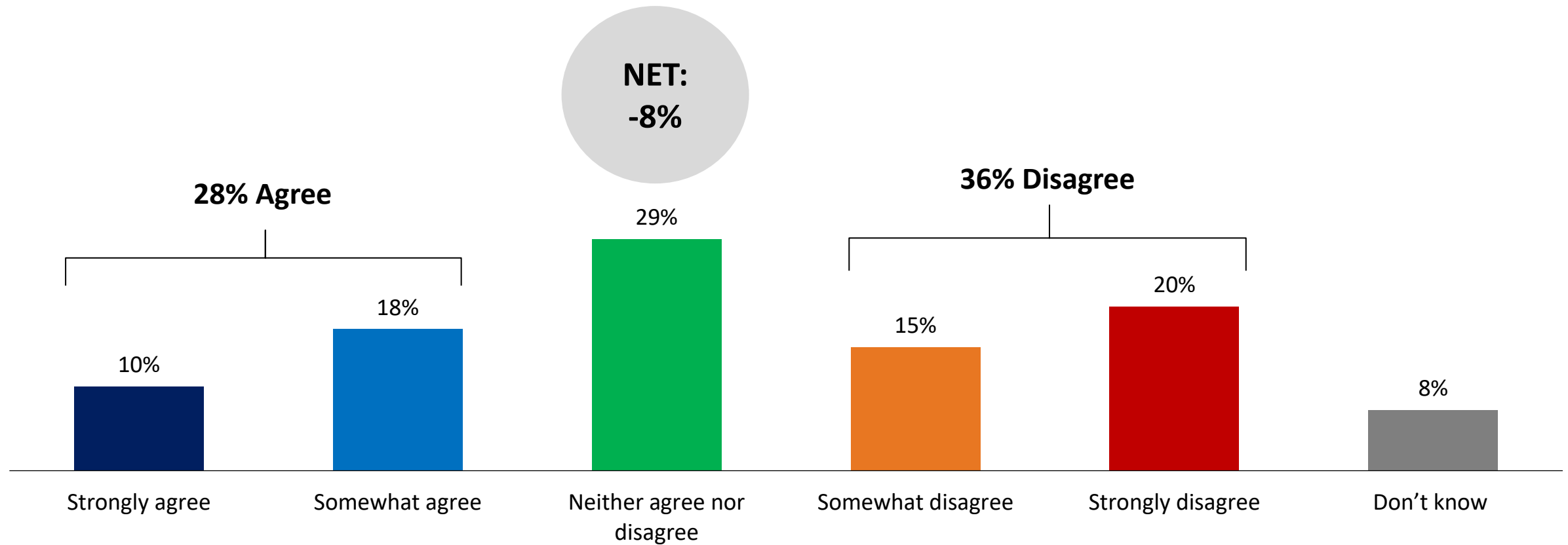
# Tired of UCP and NDP: 36% disagree with the statement 'It's time to give another party a chance to show what they can do'



Please indicate whether you agree or disagree with the following statements

[asked of all respondents; n=1,500]

***I am tired of the NDP and the UCP, it's time to give another party a chance to show what they can do.***



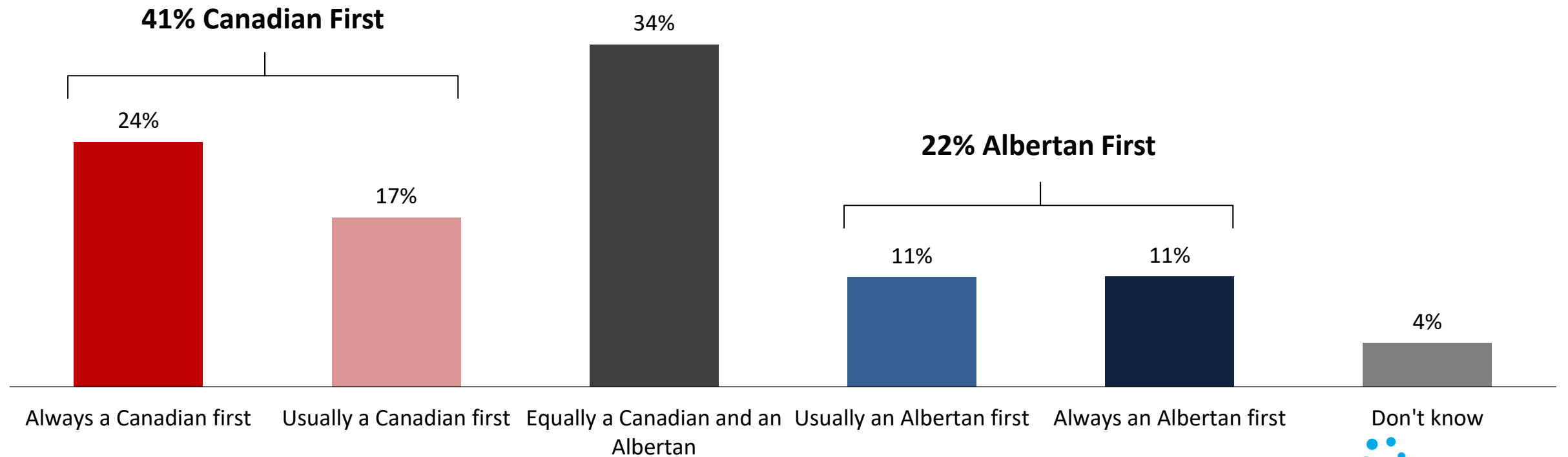
# Regional Alienation

# Identity: 2-in-5 say that they consider themselves a *Canadian First* while 22% say *Albertan First*; a plurality (34%) say *equally both*



When you think about your connection to your province and your country, sometimes we find ourselves with competing loyalties. When that happens, do you consider yourself as an Albertan before Canadian or a Canadian before Albertan?

[asked of all respondents; n=1,500]

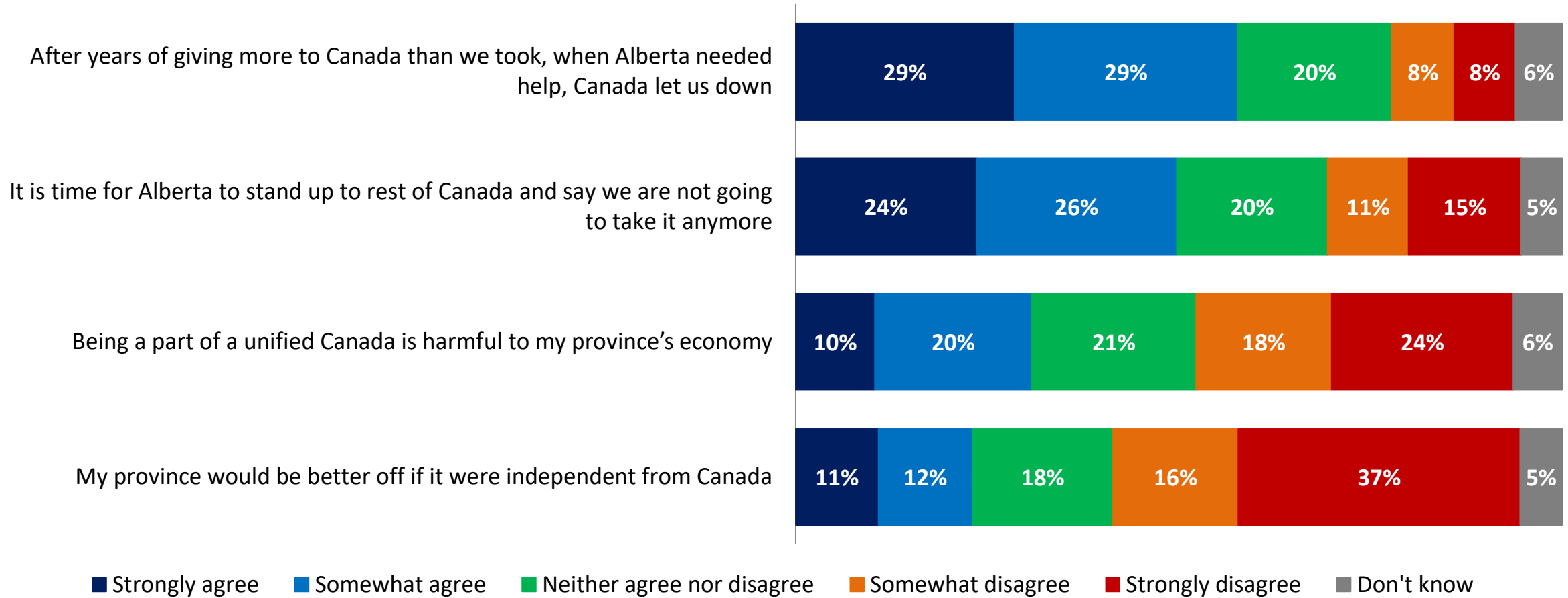


# Alienation Attitudes: 58% agree that 'Canada let Alberta down' while half agree that 'It's time for Alberta to stand up to the rest of Canada'



Do you agree or disagree with the following statements?

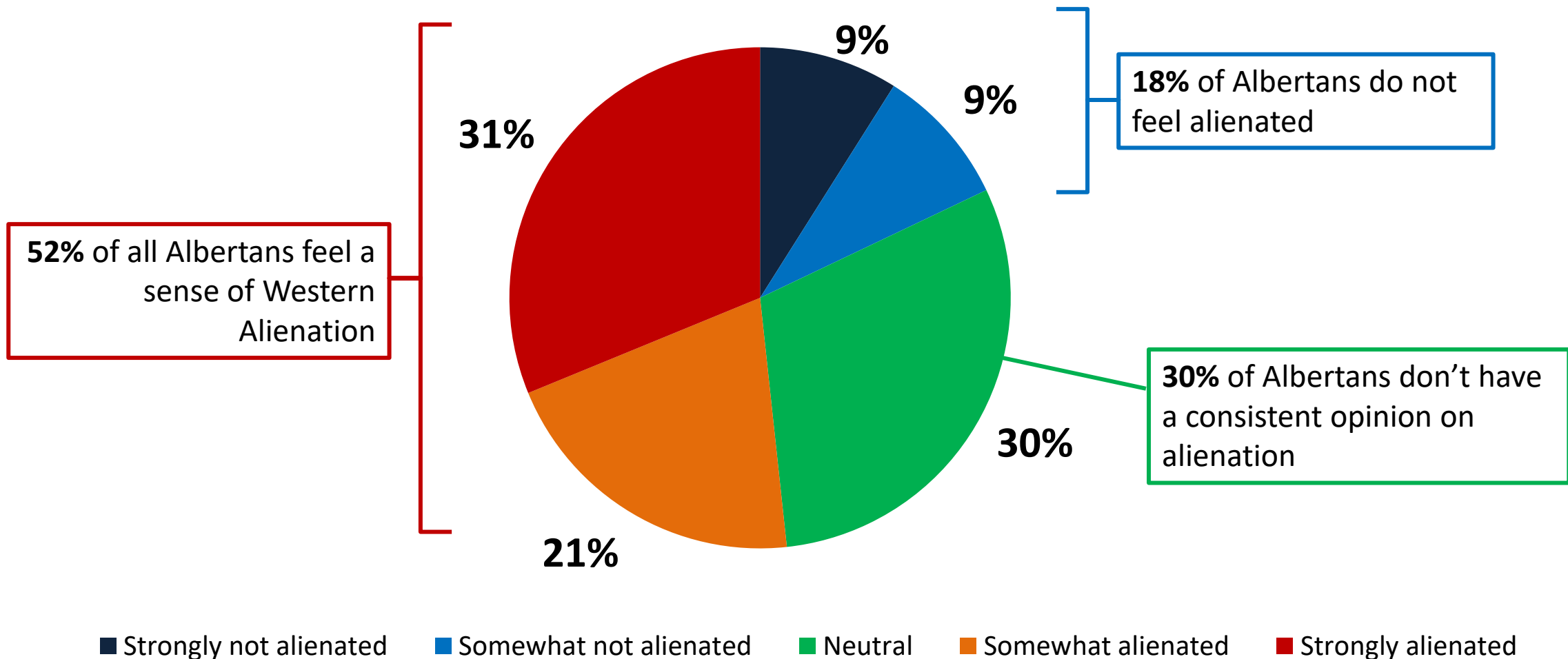
[asked of all respondents; n=1,500]



# Western Alienation: Just over half of Albertans (52%) feel alienated from Canada, while 30% feel neutral

Alienation segmentation: We combined the following two questions into an index measuring the amount of alienation Albertans feel from Canada

- Agree/Disagree: ***After years of giving more to Canada than we took, when Alberta needed help, Canada let us down.***
- Agree/Disagree: ***It is time for Alberta to stand up to rest of Canada and say we are not going to take it anymore.***





# Combined Vote by Western Alienation Segments: 3-in-4 *Not Alienated* would vote NDP; those *Alienated* most likely to vote UCP

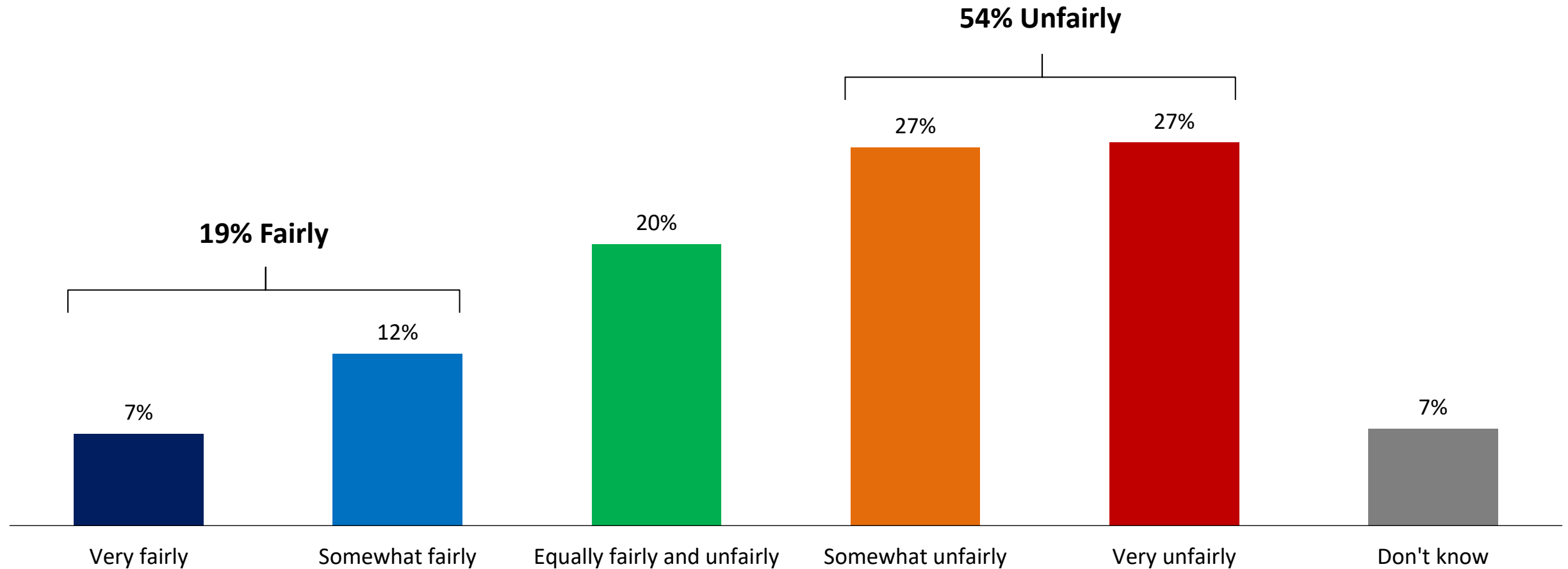
		Western Alienation Segments		
		Not Alienated	Neutral	Alienated
		(N=269)	(N=456)	(N=776)
Provincial Combined Vote	Liberal	5%	9%	5%
	UCP	7%	21%	55%
	NDP	75%	36%	21%
	Alberta Party	2%	6%	4%
	Wildrose Independent	1%	3%	3%
	Green	2%	6%	3%
	Other	<1%	<1%	<1%
	Undecided/DK	5%	15%	8%
	WNV/None	2%	3%	1%

# Treatment of Alberta: Over half (54%) say that Alberta has been treated unfairly by the federal government over the years



Thinking about Alberta's relationship with the federal government over the years, do you feel Alberta has generally been treated ...

[asked of all respondents; n=1,500]

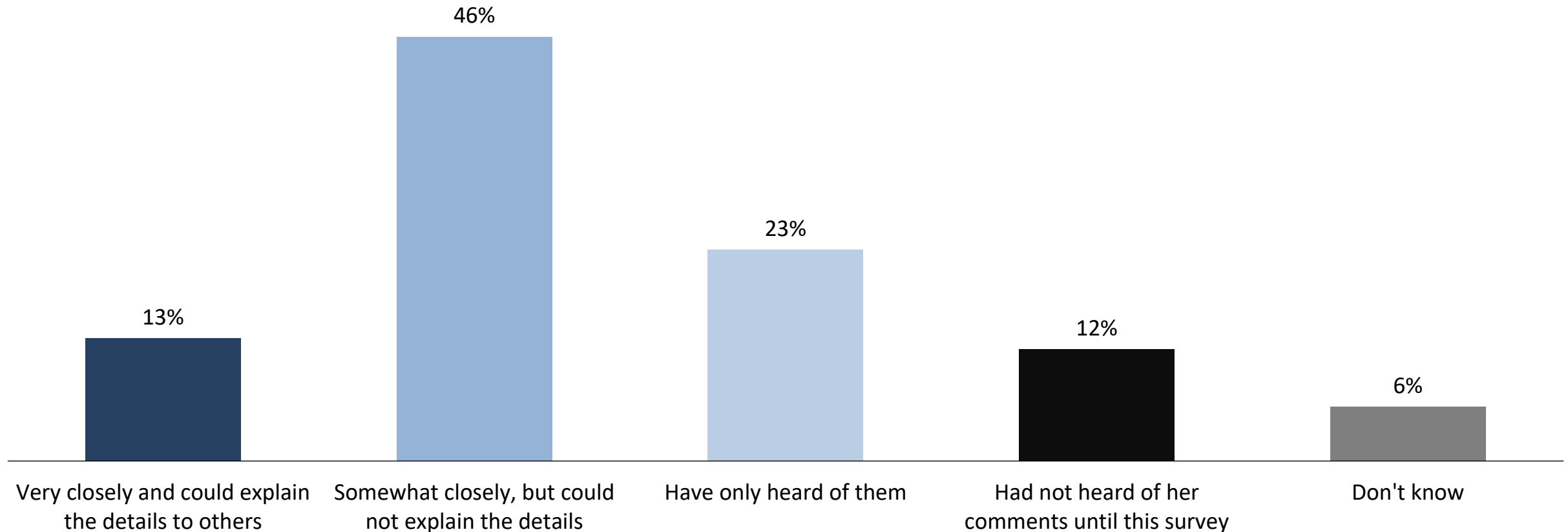


# Sovereignty Act: 46% say that they've been following the news 'somewhat closely' while almost 1-in-4 say 'have only heard of them'



How closely have you been following news about Alberta's Premier, Danielle Smith and her plans to enact a Sovereignty Act to defend against federal government incursions into areas of provincial responsibility or policies that hurt Alberta's interests?

[asked of all respondents; n=1,500]

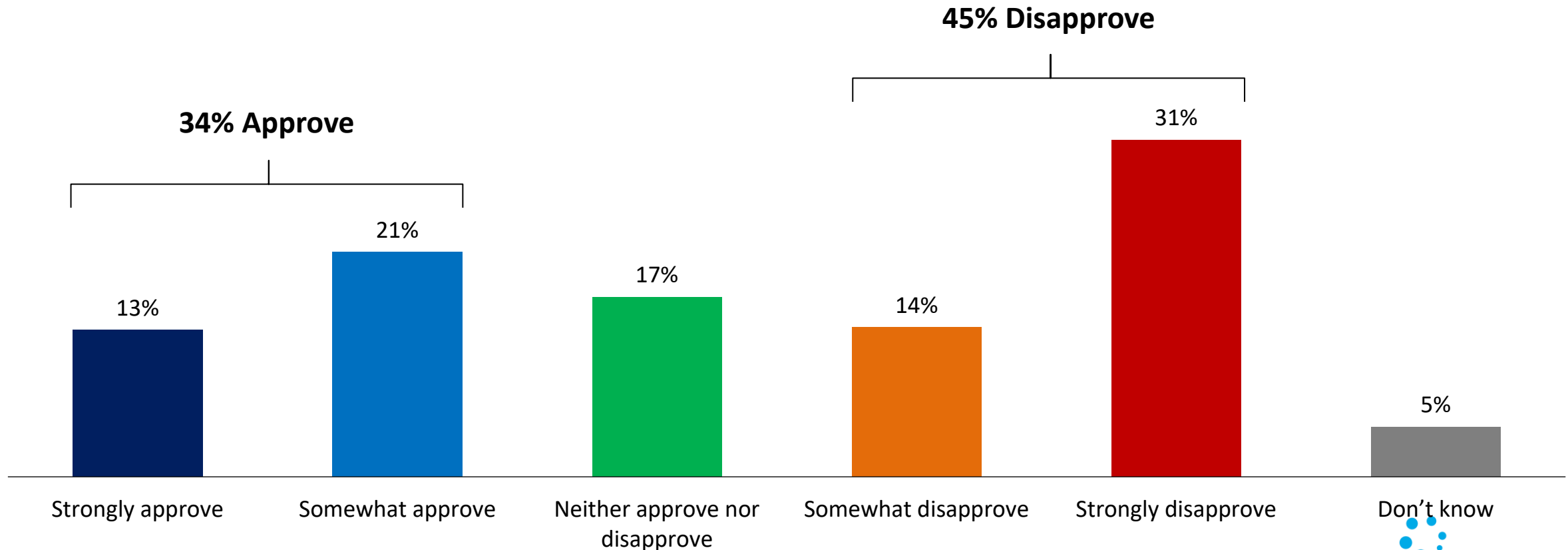


# Approval of Sovereignty Act: 45% disapprove of Danielle Smith's approach with the Sovereignty Act; over 1-in-3 (34%) approve



Do you approve or disapprove of the approach Danielle Smith is taking with the Sovereignty Act?

[asked of respondents who have heard of Danielle Smith's plan to enact the Sovereign Act; n=1,231]

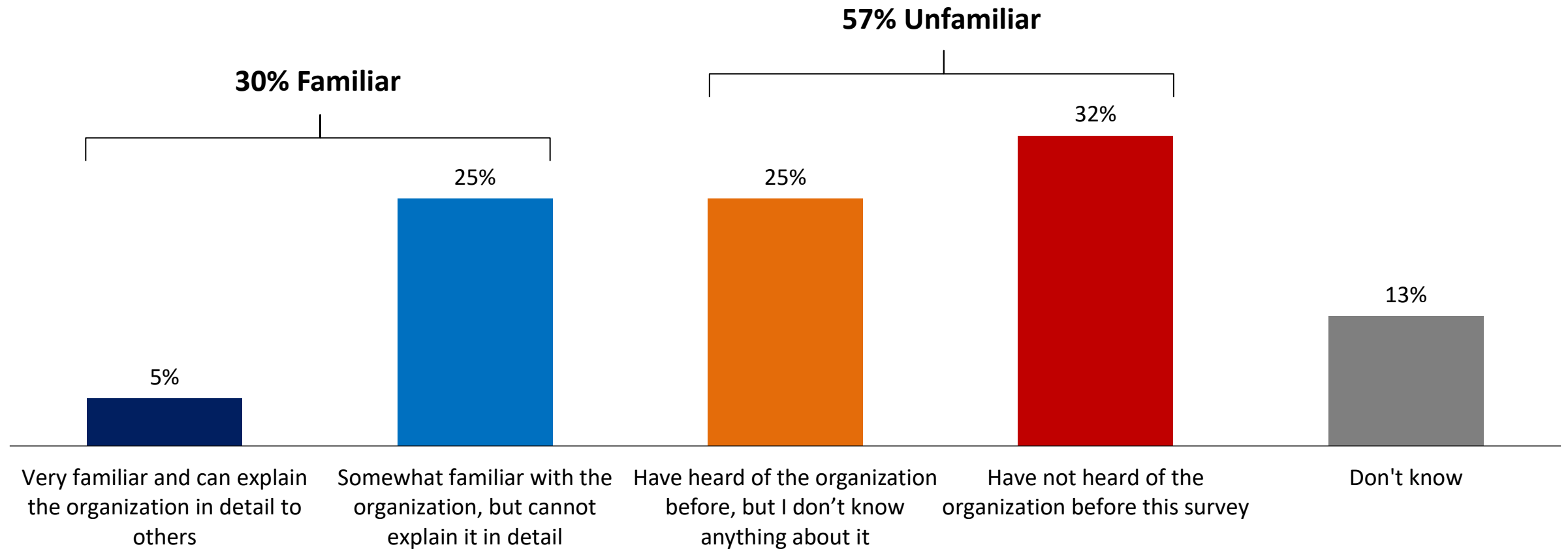


**Take Back Alberta**

# Familiarity: Over half (57%) are unfamiliar with the Take Back Alberta organization while 30% are familiar and 13% don't know

82

**Q** How familiar are you with the **Take Back Alberta** organization?  
[asked of all respondents; n=1,500]



# Debate Familiarity: Almost 3-in-5 (59%) were unfamiliar with the debate surrounding Take Back Alberta before the survey

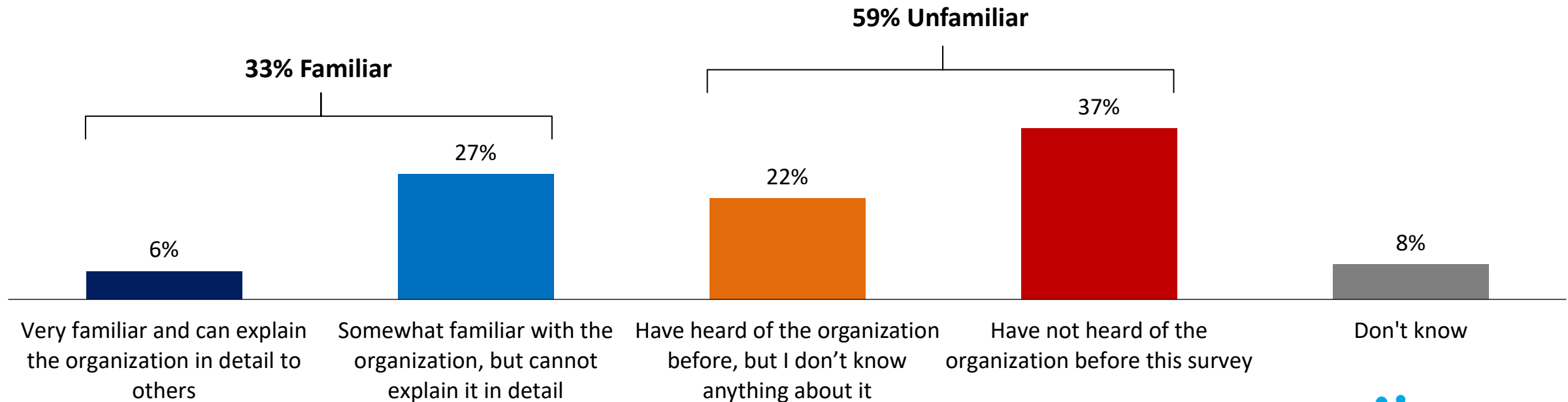
Q

As you may know, Take Back Alberta describes itself as a grassroots movement built to advance freedom and transfer power from the ruling elite to the people of the province. They say they led the fight to remove Jason Kenney as Premier due to the restrictions his government imposed during COVID-19. Now they are focused on stopping the NDP from winning the next election.

Critics feel Take Back Alberta is an extreme group trying to take control of the UCP. Some are concerned that a key organizer is facing a charge over the Coutts border blockade. Some are concerned TBA is pushing the UCP towards more private health care and education or loosen or break Alberta's ties with the rest of Canada. Others say their efforts to elect candidates and riding level UCP executives feel like a coup.

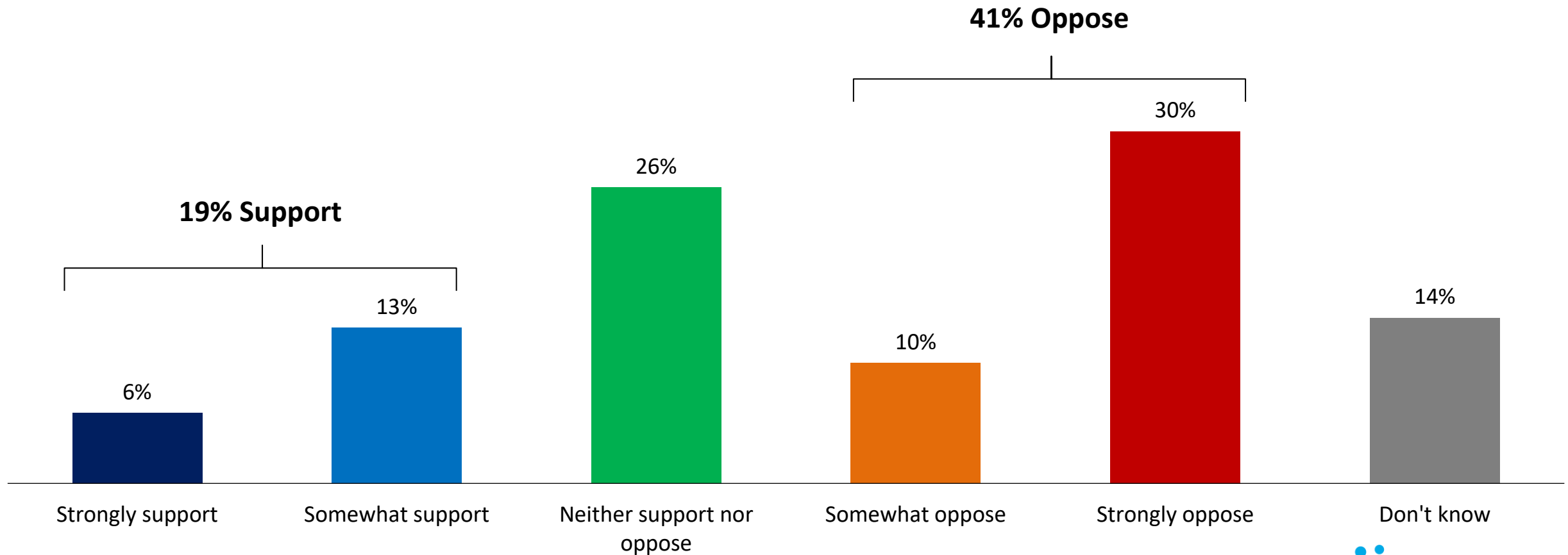
How familiar were you with the debate surrounding Take Back Alberta before this survey?

[asked of all respondents; n=1,500]



# Take Back Alberta: 2-in-5 (41%) oppose the Take Back Alberta organization while 1-in-4 (19%) support it

Q Do you support or oppose the Take Back Alberta organization?  
[asked of all respondents; n=1,500]





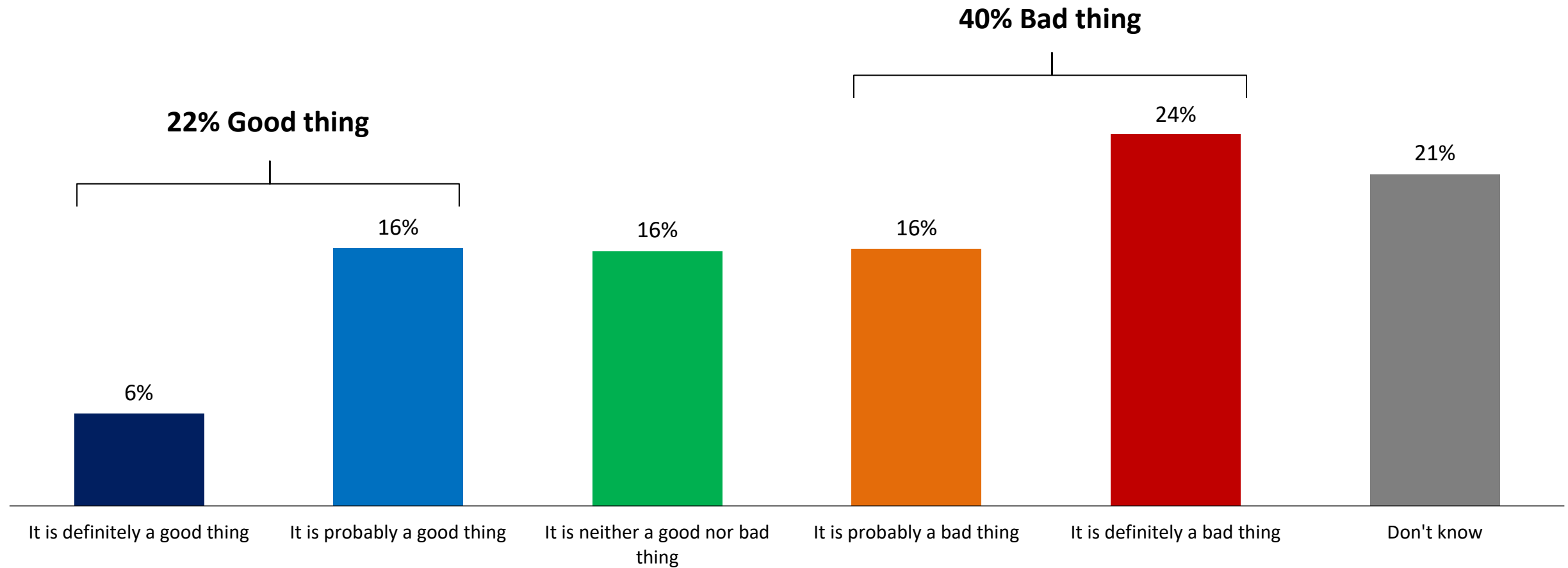
# Opinion on Influence: 2-in-5 say that the influence Take Back Alberta has on the UCP is a bad thing while 22% say it's a good thing

85



What is your opinion on the influence Take Back Alberta has in the United Conservative Party?

[asked of all respondents; n=1,500]



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**Building Understanding.**

