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Assessing the Alberta Election Campaign

Public Opinion Research
Field Dates: May 29th to May 31st, 2023

Survey Methodology

These are the results of an online survey conducted between May 29ᵗʰ and May 31ˢᵗ, 2023.

Method: This online survey was conducted using Lucid and Dynata, leading providers of online samples. 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 Albertan population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=1,006 Albertan residents, 18 years or older. The results are weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: May 29ᵗʰ to May 31ˢᵗ, 2023.

Weighting: Results are weighted by age, gender, region, and education to ensure that the overall sample's composition reflects that of the actual population according to census. The results are also weighted by reported vote in the election to match preliminary vote totals in each region from Elections Alberta. The weighting is intended to provide results that 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.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	131	13.1%	147	14.9%
Men 35-54	146	14.6%	179	18.1%
Men 55+	170	17.0%	163	16.5%
Women 18-34	176	17.6%	144	14.6%
Women 35-54	181	18.1%	179	18.1%
Women 55+	196	19.6%	175	17.8%
Calgary CMA	342	34.0%	320	32.0%
Edmonton CMA	335	33.3%	324	32.4%
Rest of Alberta	329	32.7%	356	35.6%

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

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About This Report

This report focused on the impact of the UCP and NDP election campaigns. We want to know who moved and why. We focus on attitudinal groups, not demographics, to better understand the motives of voters.

This is a report of key highlights from an online survey conducted between May 29th and May 31st, 2023. We will release the full results at a later date.

This report builds on our pre-election survey which was released in these two posts:

- [NDP Gains Centered in UCP Strongholds – Innovative Research Group](#)

- [A Deep Dive into the Alberta Election – Innovative Research Group](#)

There is also an article that provides a little more insight into some of the specific findings in this deck which can be found here: [Public Affairs Research – Innovative Research Group](#)

Throughout this report we use NET SCORES to summarise key results. There are two ways we use NET SCORES.

- **Change from the pre-election study.** When you look at slides like slide 6 and see that Business Liberals have a +10 for the UCP on health care, it means that Business Liberals rated the UCP 10 points higher as the best party on health care in the post-election study than in the pre-election. This means the UCP improved its brand image with that group of voters on that dimension.

- **Change in the vote margin between the NDP and the UCP.** When you look at slides like slide 24 and see that Soft UCP supporters have a +32 on the UCP lead change, it means that the UCP lead over the NDP grew by 32 points between the pre-election study and the post-election survey. This means the UCP rallied their soft supporters dramatically.

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It Isn't Easy Being Orange

The UCP Always Enjoyed a Brand Advantage and Grew It During the Campaign

Q Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a…
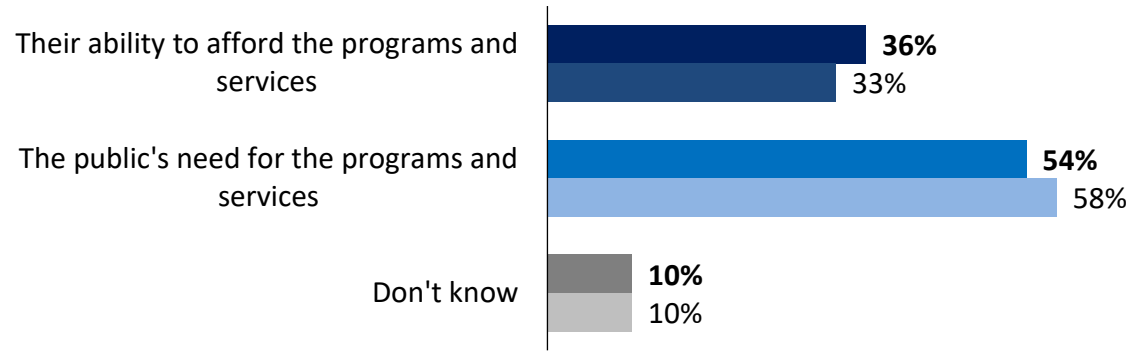[asked of all respondents; n=1,000]
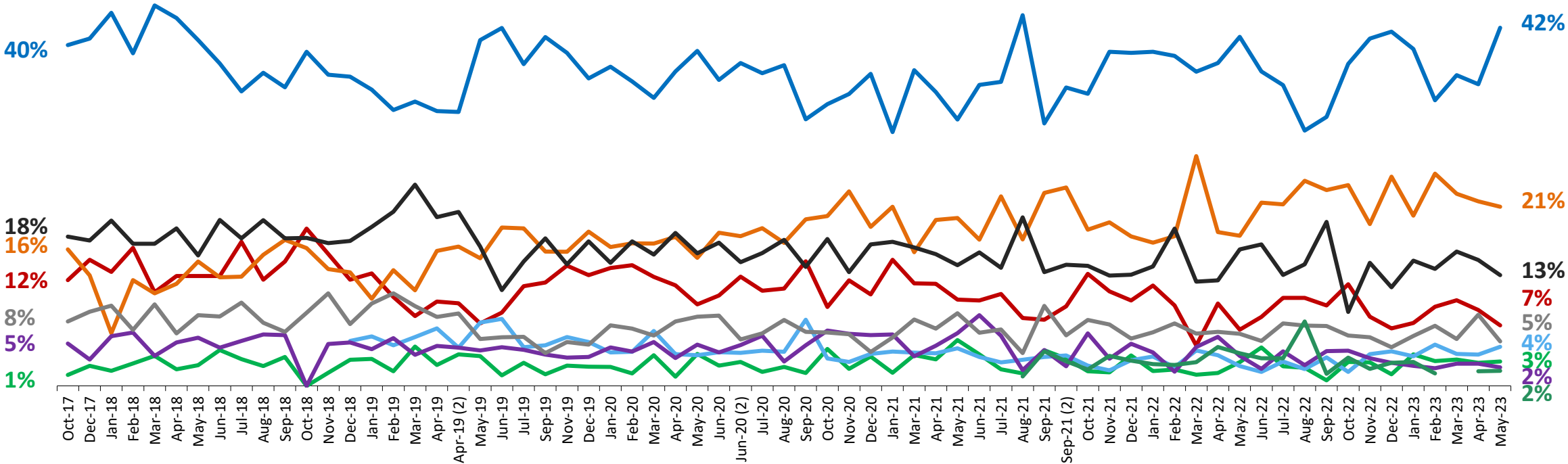
Legend:
- Liberal
- United Conservative
- NDP
- Green
- Alberta Party
- Other
- Don't know
- None/Independent
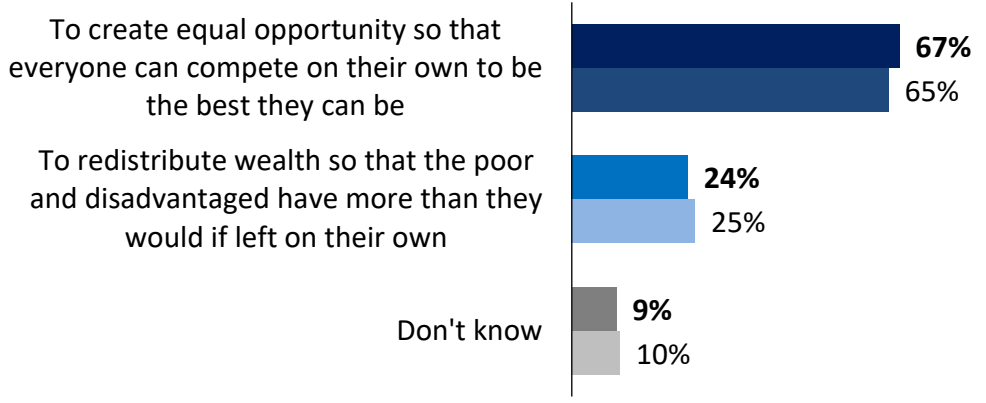- Wildrose Independent

The UCP Brand Advantage Is Not About Traditional Conservatives Values

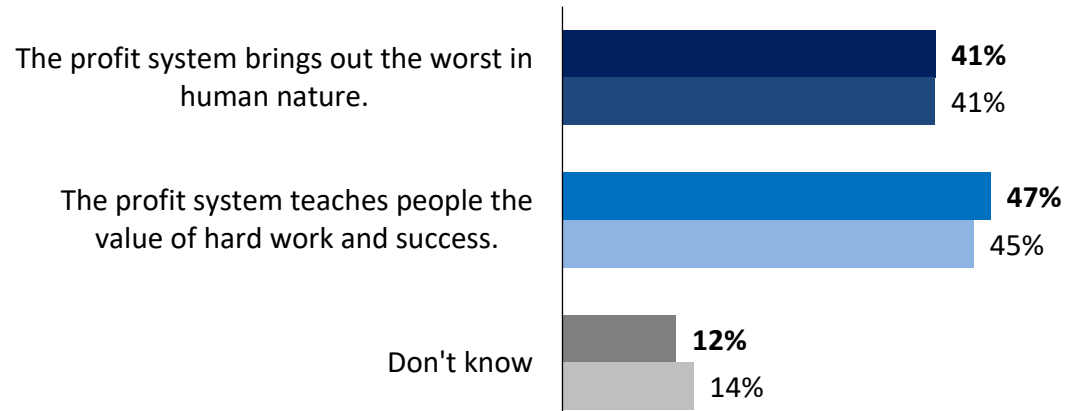# Core Political Values: Nearly 7-in-10 (67%) think the main role of government is to create equal opportunity

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=1,000]

Their ability to afford the programs and services
- **36%**
- 33%

The public's need for the programs and services
- **54%**
- 58%

Don't know
- **10%**
- 10%

Q Is the main role of government to…?
[asked of all respondents; n=1,000]

To create equal opportunity so that everyone can compete on their own to be the best they can be
- **67%**
- 65%

To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own
- **24%**
- 25%

Don't know
- **9%**
- 10%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=1,000]

The profit system brings out the worst in human nature.
- **41%**
- 41%

The profit system teaches people the value of hard work and success.
- **47%**
- 45%

Don't know
- **12%**
- 14%

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1,000]

Too often the government listens to experts instead of common sense.
- **57%**
- 56%

Provincial issues are complicated so government should listen to experts when it comes to policy.
- **32%**
- 31%

Don't Know
- **11%**
- 13%
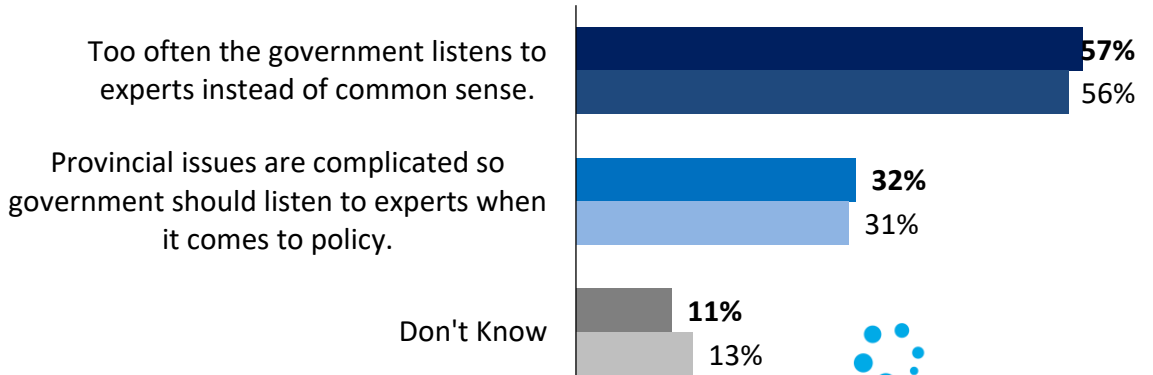
■ Post Election – May 2023   ■ Pre Election – April 2023

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In Terms of Values, Both the UCP and NDP have Limited Bases. Each Must Attract Voters With Diverse Values to Win

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=1,000]

Pre-Election (April 2023)
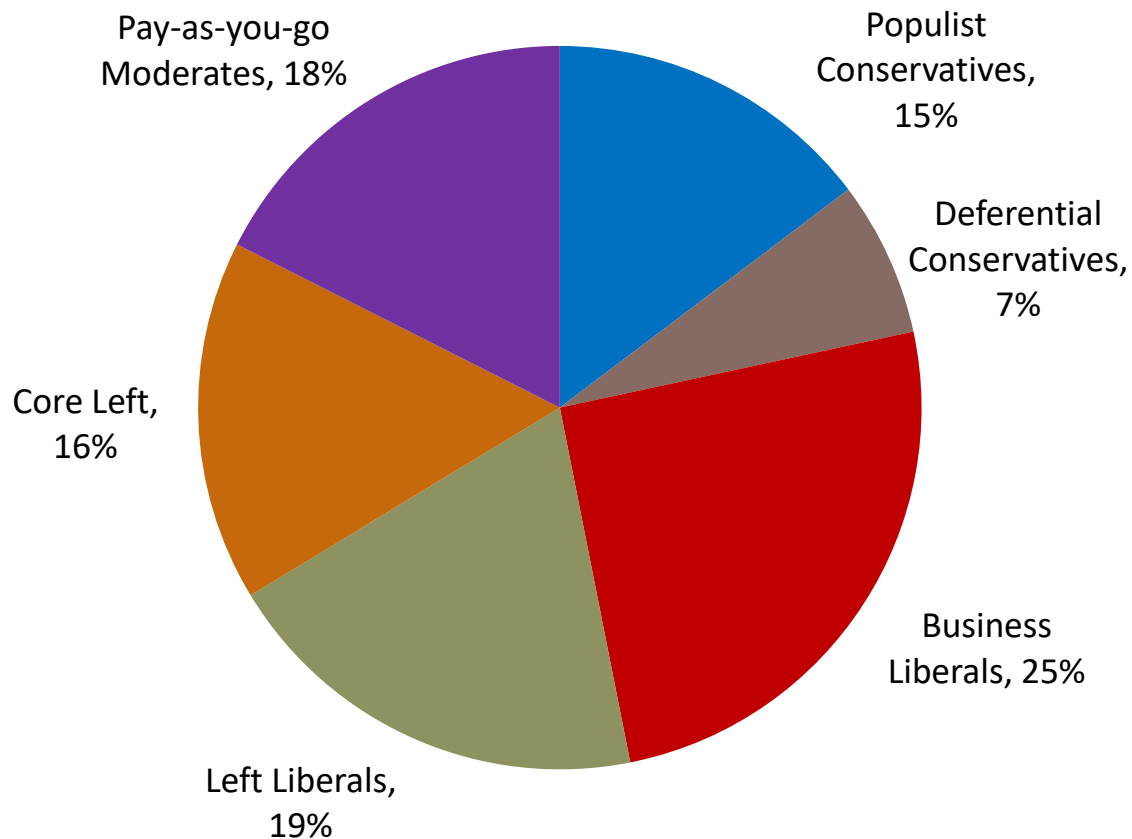
Post-Election (May 2023)

Change in UCP-NDP Margin by Values: UCP grew lead among Pay-as-go Moderates and Bus Libs, slipped with Def Cons and Core Left

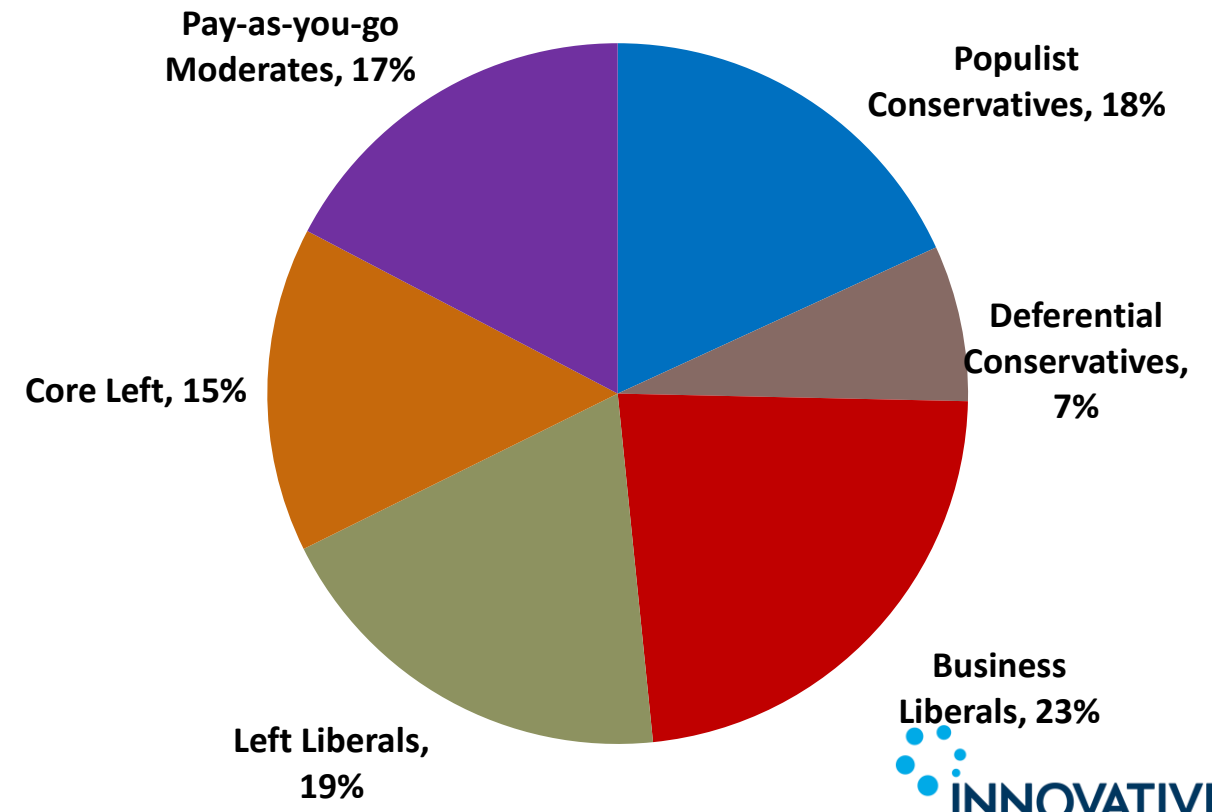|	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
UCP Margin Pre Election – April 2023	+66%	+9%	+6%	-21%	-53%	+7%
UCP Margin Post Election – May 2023	+66%	+1%	+16%	-16%	-64%	+21%
Swing	±0pts	-9pts	+9pts	+5pts	-12pts	+14pts

UCP Margin/Swing. The top two rows show the UCP margin vs the NDP by cluster in the pre and post election surveys. A positive score is an UCP lead. A negative score is a NDP lead. The bottom row shows the swing over the course of the campaign. A positive score is a swing towards the UCP. A negative score is a swing towards the NDP.

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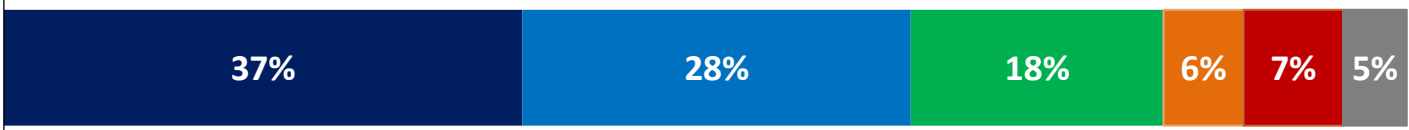# Conservatives are the Party Albertans can Count On to Protect Them

Tracking Alienation Attitudes: More people post-election somewhat or strongly agree with the statements

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=1,000]

After years of giving more to Canada than we took, when Alberta needed help, Canada let us down

Post-Election - May 2023
- Strongly agree: 37%
- Somewhat agree: 28%
- Neither agree nor disagree: 18%
- Somewhat disagree: 6%
- Strongly disagree: 7%
- Don't know: 5%

Pre-Election - April 2023
- Strongly agree: 29%
- Somewhat agree: 29%
- Neither agree nor disagree: 20%
- Somewhat disagree: 8%
- Strongly disagree: 8%
- Don't know: 6%

It is time for Alberta to stand up to rest of Canada and say we are not going to take it anymore

Post-Election - May 2023
- Strongly agree: 33%
- Somewhat agree: 25%
- Neither agree nor disagree: 20%
- Somewhat disagree: 8%
- Strongly disagree: 10%
- Don't know: 4%

Pre-Election - April 2023
- Strongly agree: 24%
- Somewhat agree: 26%
- Neither agree nor disagree: 20%
- Somewhat disagree: 11%
- Strongly disagree: 15%
- Don't know: 5%

Legend:
- ■ Strongly agree
- ■ Somewhat agree
- ■ Neither agree nor disagree
- ■ Somewhat disagree
- ■ Strongly disagree
- ■ Don't know

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The Pool of Regionally Alienated Voters Grew During the Campaign

Q 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.*

Pre-Election (April 2023)

9%
9%
31%
30%
21%

Post-Election (May 2023)

7%
6%
37%
30%
21%
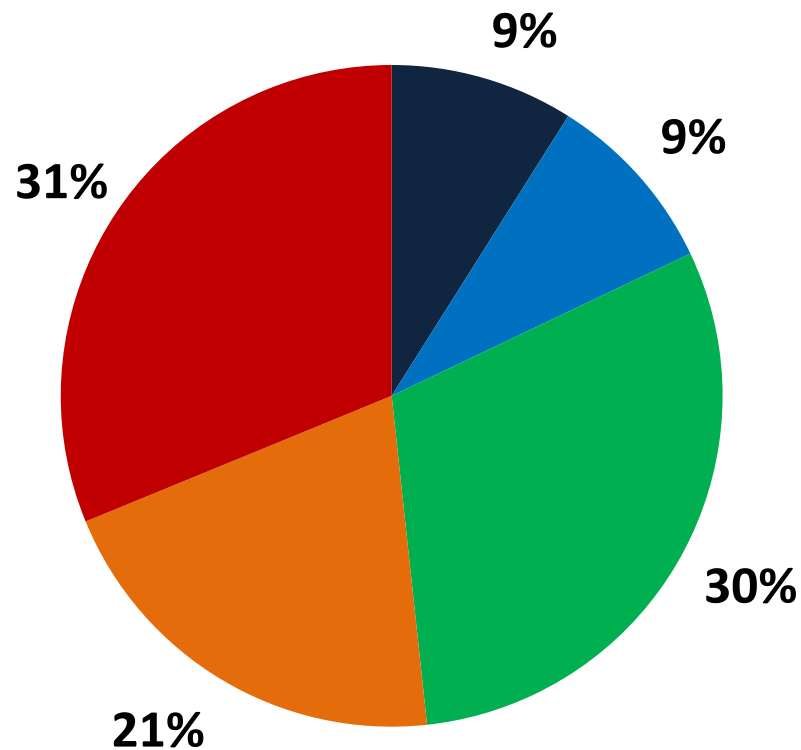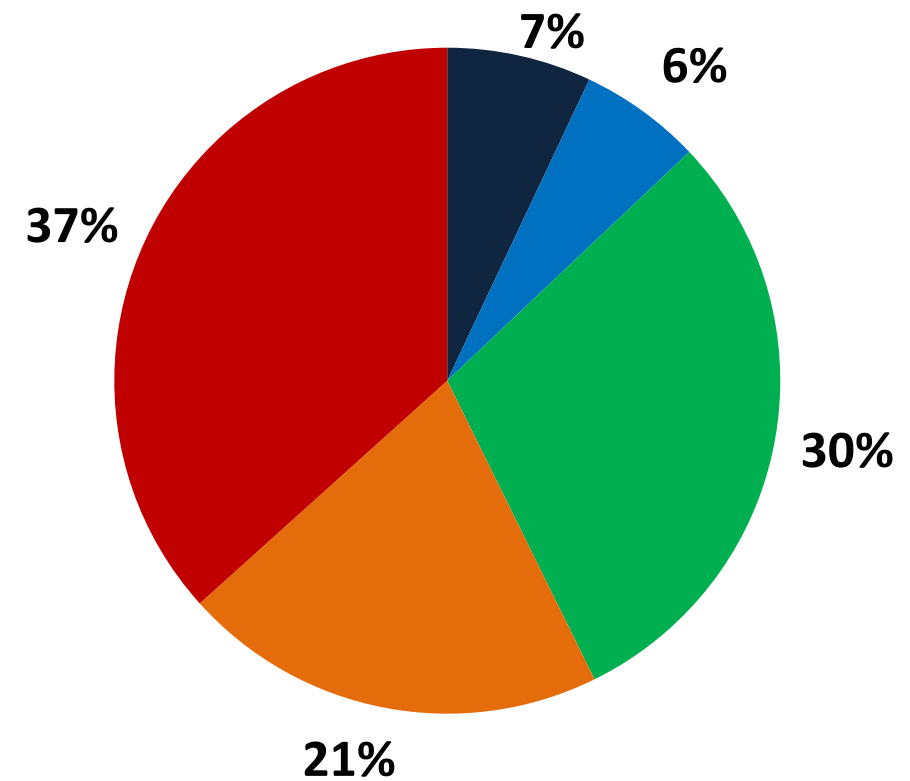
■ Strongly not alienated　■ Somewhat not alienated　■ Neutral　■ Somewhat alienated　■ Strongly alienated

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Change in UCP-NDP Margin BY Western Alienation: Those who experience western alienation were more likely to vote UCP in May

	Strongly not alienated	Somewhat not alienated	Neutral	Somewhat not alienated	Strongly alienated
UCP Margin Pre Election – April 2023	-90%	-55%	-19%	+3%	+60%
UCP Margin Post Election – May 2023	-93%	-80%	-23%	+5%	+71%
Swing	**-3pts**	**-25pts**	**-4pts**	**+2pts**	**+11pts**

UCP Margin/Swing. The top two rows show the UCP margin vs the NDP by cluster in the pre and post election surveys. A positive score is an UCP lead. A negative score is a NDP lead. The bottom row shows the swing over the course of the campaign. A positive score is a swing towards the UCP. A negative score is a swing towards the NDP.

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Half of All Albertans Feel the UCP Will Do a Better Job of Standing Up to the Federal Gov't than the NDP

Q 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=1,000]

Standing up to the federal government
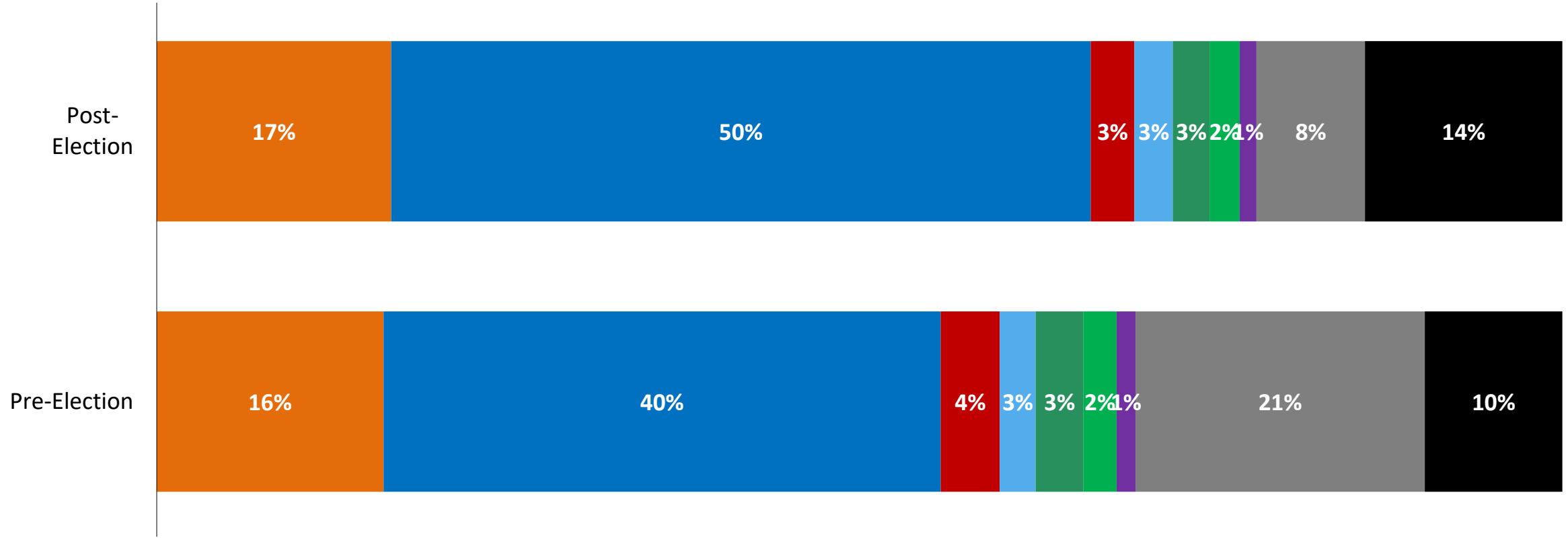
	NDP	UCP	Liberal	Alberta Party	Wildrose Independence	Green	Other	Don't know	None
Post-Election	17%	50%	3%	3%	3%	2%	1%	8%	14%
Pre-Election	16%	40%	4%	3%	3%	2%	1%	21%	10%

Legend: ■ NDP ■ UCP ■ Liberal ■ Alberta Party ■ Wildrose Independence ■ Green ■ Other ■ Don't know ■ None

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Rachel Notley Provides a Bridge that Allows Moderate Voters to Vote NDP

Notley Political Segmentation: There are just as many Non-NDP Notley supporters as there are Core NDP

Impression of Rachel Notley BY Party ID

Pie chart:
- Core NDP 21%
- Non-NDP Notley Supporters 22%
- Unaligned 13%
- Other 43%
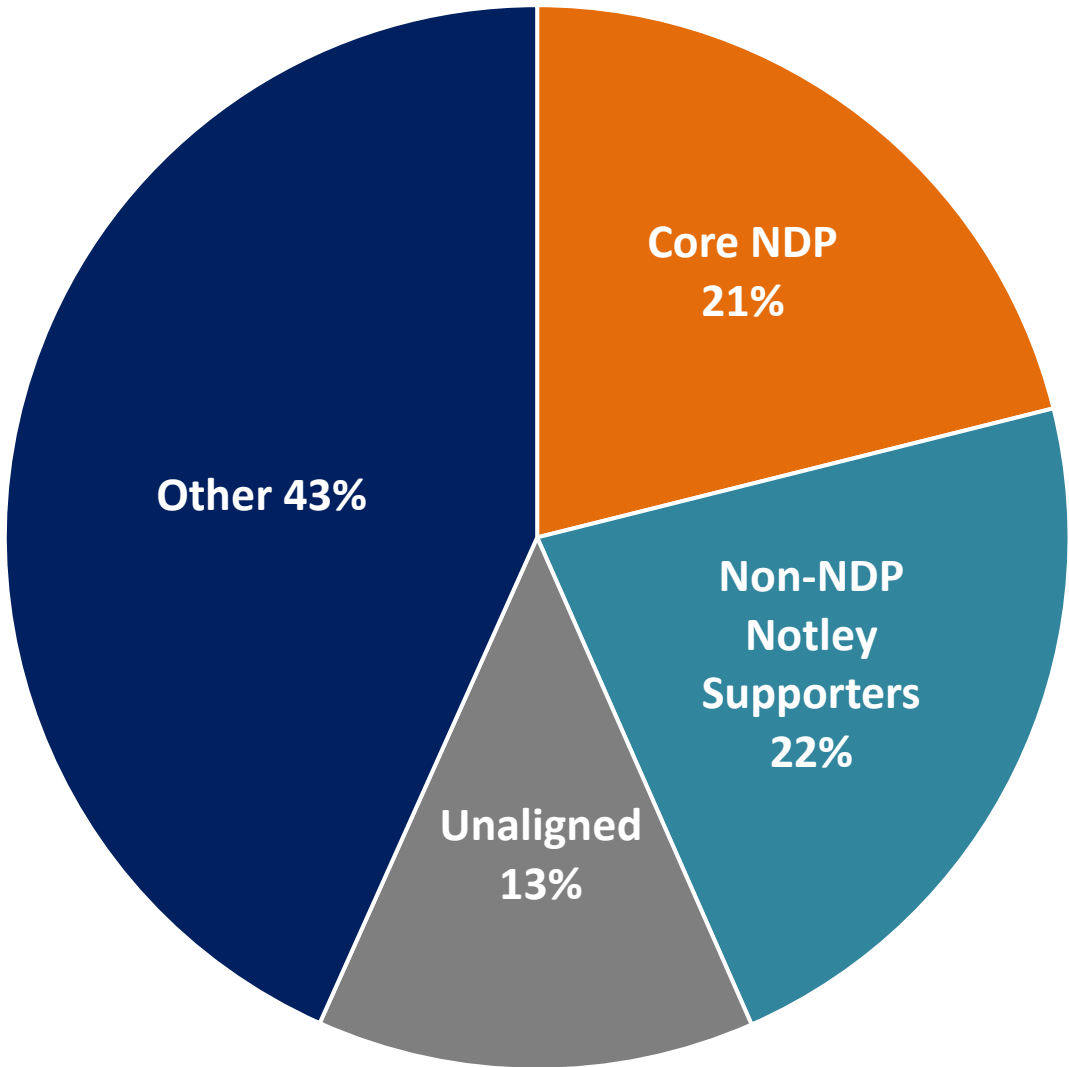
Segment	Description
Core NDP	Identify as NDP
Non-NDP Notley Supporters	Positive impression of Rachel Notley and DO NOT identify as NDP
Unaligned	Unaligned and neutral or negative impression of Rachel Notley
Other	Neutral or negative impression of Rachel Notley and identify as a partisan for another party

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Reported Vote by Party Vote Certainty: Nearly 7-in-10 (67%) of non-NDP Notley supporters report voting for the NDP

Reported Vote By Notley Political Segmentation
(Column %)

Reported Vote	Core NDP (N=179)	Non-NDP Notley Supporters (N=180)	Unaligned (N=59)	Other (N=351)
NDP	98%	67%	30%	7%
UCP	2%	32%	55%	89%
Other	0%	2%	15%	4%

Current data: May 2023

Winning as Lesser of Evils

Albertans Became Less Afraid of Danielle Smith and the UCP and Ended Up More Fearful of Rachel Notley and the NDP

Q Please indicate whether you agree or disagree with the following statements
[asked of all respondents; n=1,000]

Net Agreement

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

	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	Don't Know	Net
Post Election - May 2023	30%	20%	13%	9%	23%	4%	+18%
Pre Election - April 2023	34%	20%	14%	11%	15%	5%	+28%

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

Post Election - May 2023	21%	13%	18%	12%	30%	6%	-7%
Pre Election - April 2023	22%	16%	21%	12%	23%	7%	+3%

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

Post Election - May 2023	37%	19%	12%	9%	19%	4%	+28%
Pre Election - April 2023	30%	16%	17%	12%	19%	5%	+15%

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

Time for Change: Agreement with the UCP still being the best party to form government increased by 11 points since April 2023

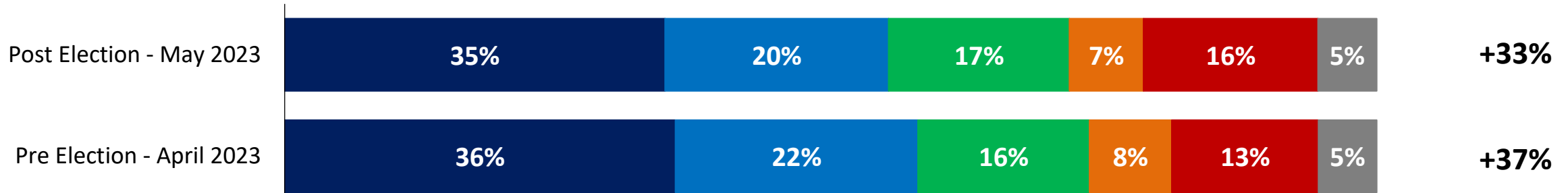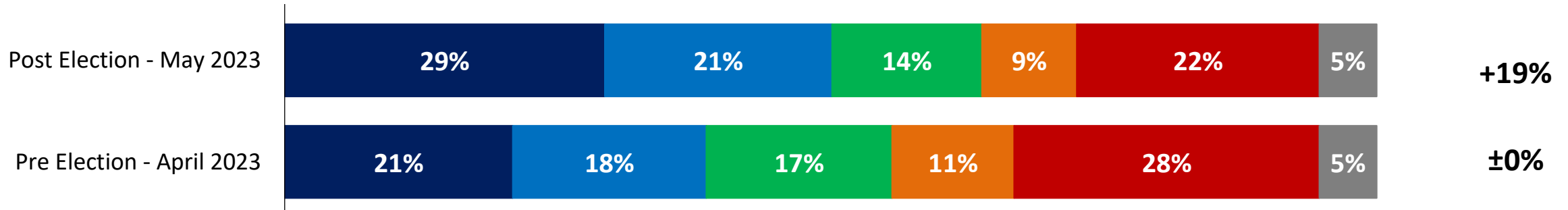**Q** Do you agree or disagree with the following statements?
[asked of all respondents; n=1,000]

Net Agreement

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

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Post Election - May 2023	35%	20%	17%	7%	16%	5%	**+33%**
Pre Election - April 2023	36%	22%	16%	8%	13%	5%	**+37%**

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

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Post Election - May 2023	29%	21%	14%	9%	22%	5%	**+19%**
Pre Election - April 2023	21%	18%	17%	11%	28%	5%	**±0%**

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree
■ Somewhat disagree ■ Strongly disagree ■ Don't know
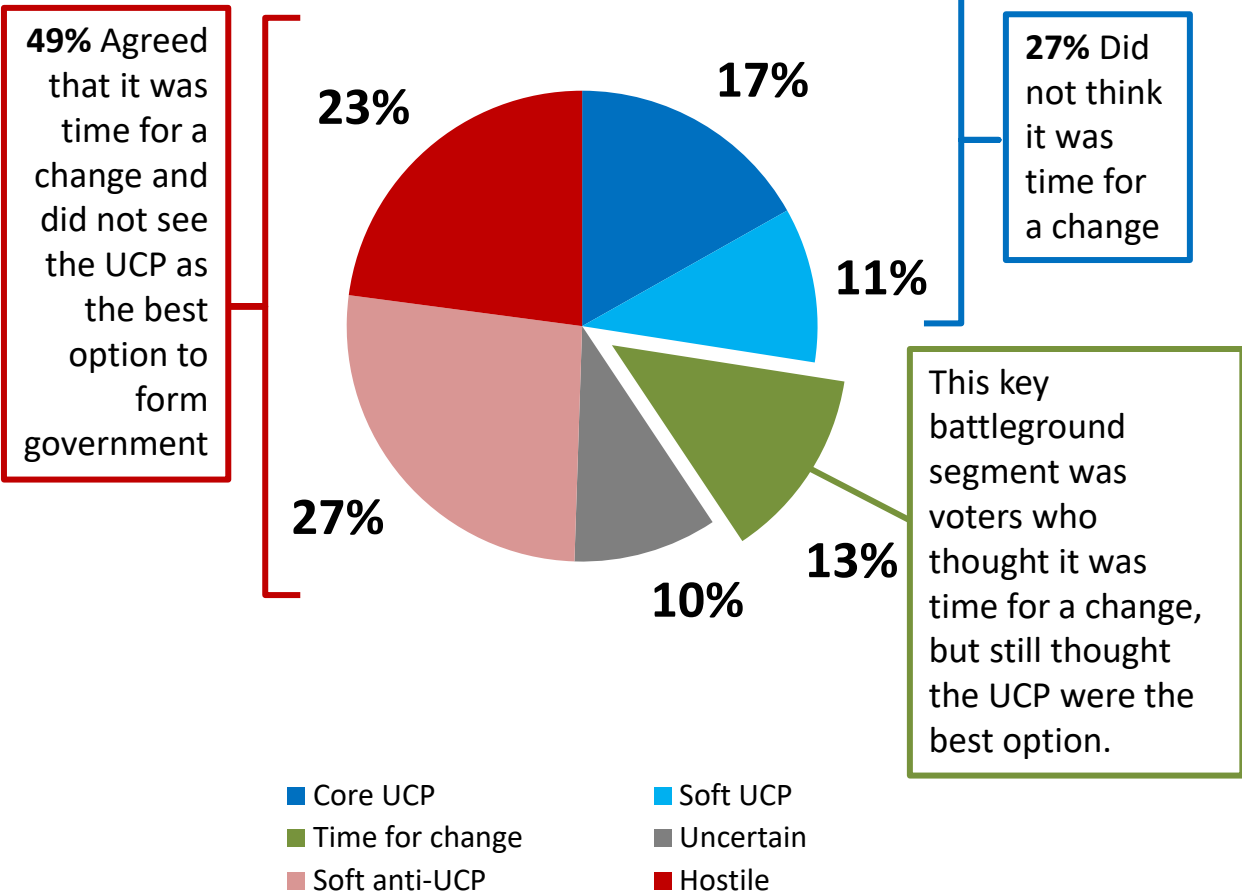
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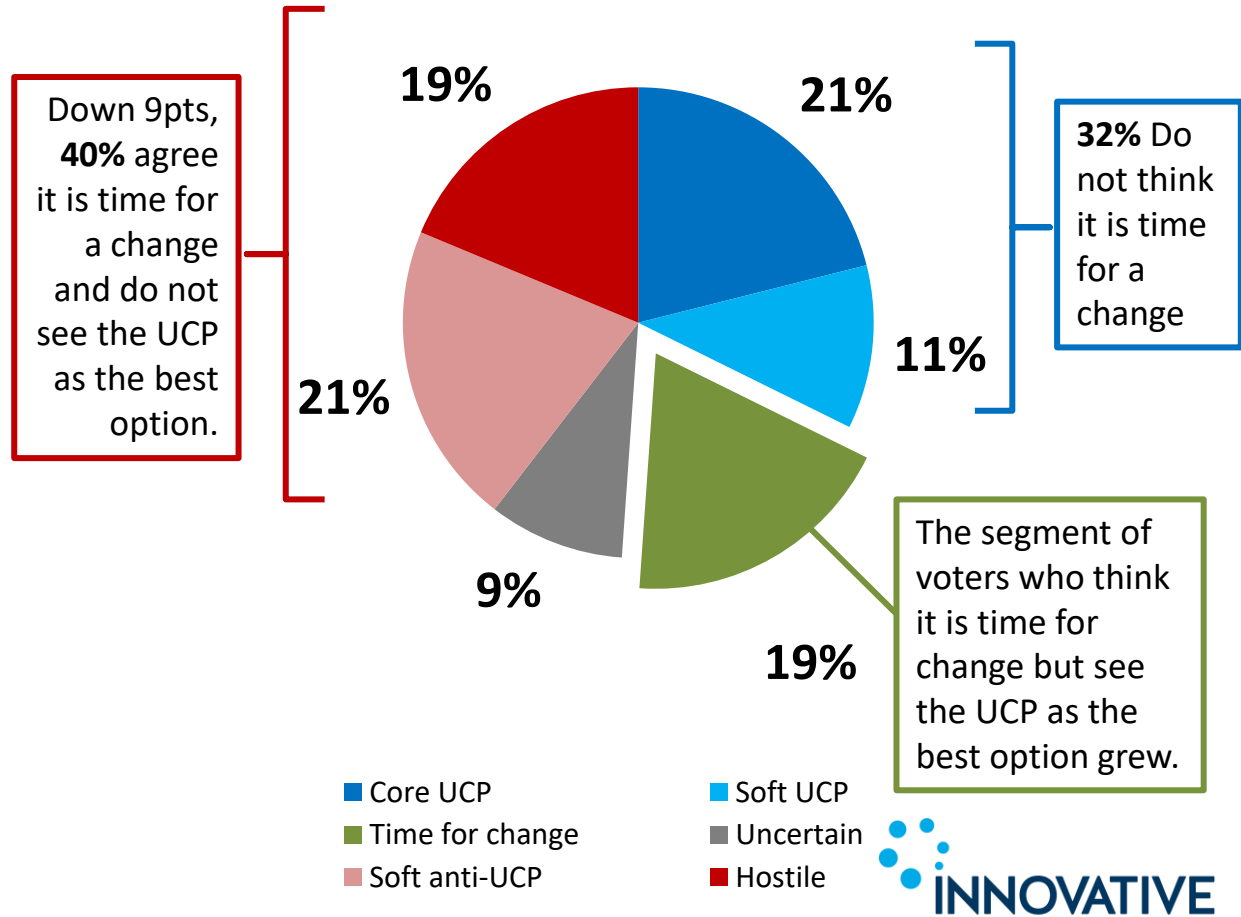# The UCP Expanded Their Voter Poll and Shrunk the NDP's

Q 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=1,000]

Pre-Election (April 2023)

49% Agreed that it was time for a change and did not see the UCP as the best option to form government

27% Did not think it was time for a change

This key battleground segment was voters who thought it was time for a change, but still thought the UCP were the best option.

17%
11%
23%
27%
10%
13%

Post-Election (May 2023)

Down 9pts, **40%** agree it is time for a change and do not see the UCP as the best option.

32% Do not think it is time for a change

The segment of voters who think it is time for change but see the UCP as the best option grew.

19%
21%
21%
11%
9%
19%

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

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Change in UCP-NDP Margin BY Time for Change: The segments favouring some change grew less supportive of the UCP

|	Core UCP	Soft UCP	Time for Change	Uncertain	Soft anti-UCP	Hostile
UCP Margin Pre Election – April 2023	+96%	+52%	+42%	+20%	-35%	-85%
UCP Margin Post Election – May 2023	+97%	+84%	+29%	-2%	-59%	-99%
Swing	**+2pts**	**+32pts**	**-14pts**	**-22pts**	**-24pts**	**-13pts**

UCP Margin/Swing. The top two rows show the UCP margin vs the NDP by cluster in the pre and post election surveys. A positive score is an UCP lead. A negative score is a NDP lead. The bottom row shows the swing over the course of the campaign. A positive score is a swing towards the UCP. A negative score is a swing towards the NDP.

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The Mystery of Calgary

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 had 63 seats, and the NDP had 24.

Edmonton
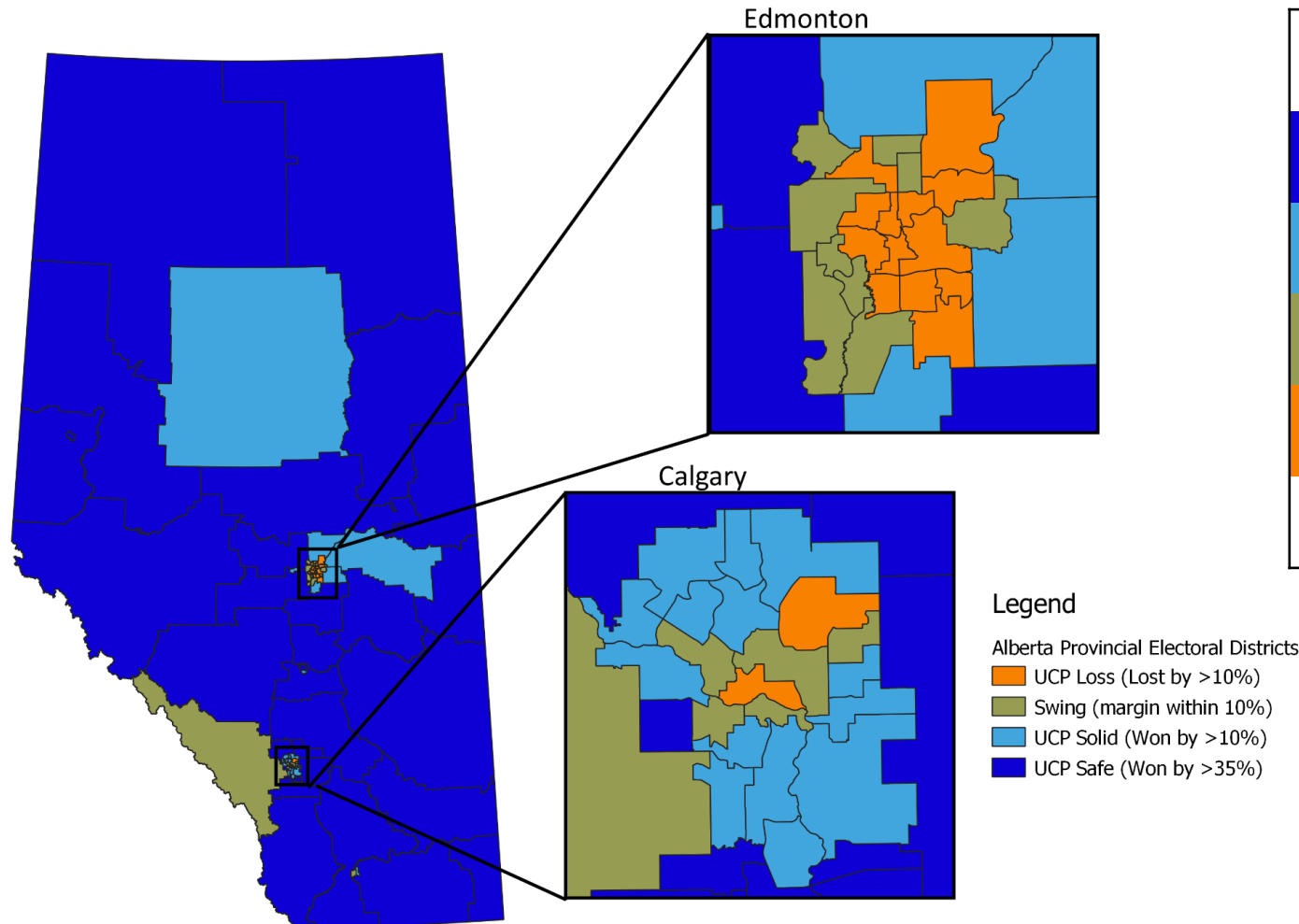
Calgary

	Unweighted (n)	Weighted (n)	Weighted %
UCP Safe	326	348	34.8%
UCP Solid	272	276	27.6%
Swing	201	182	18.2%
UCP Loss	207	195	19.5%
Total	**n=1,006**	**n=1,000**	**100%**

Legend

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

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A Mystery: Did the NDP (or Their Allies) Do Something To Cause Such a Disproportionate Swing in Calgary?

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. There is an unusual swing in Calgary where the NDP gained far more in key UCP seats than anywhere else in Alberta.

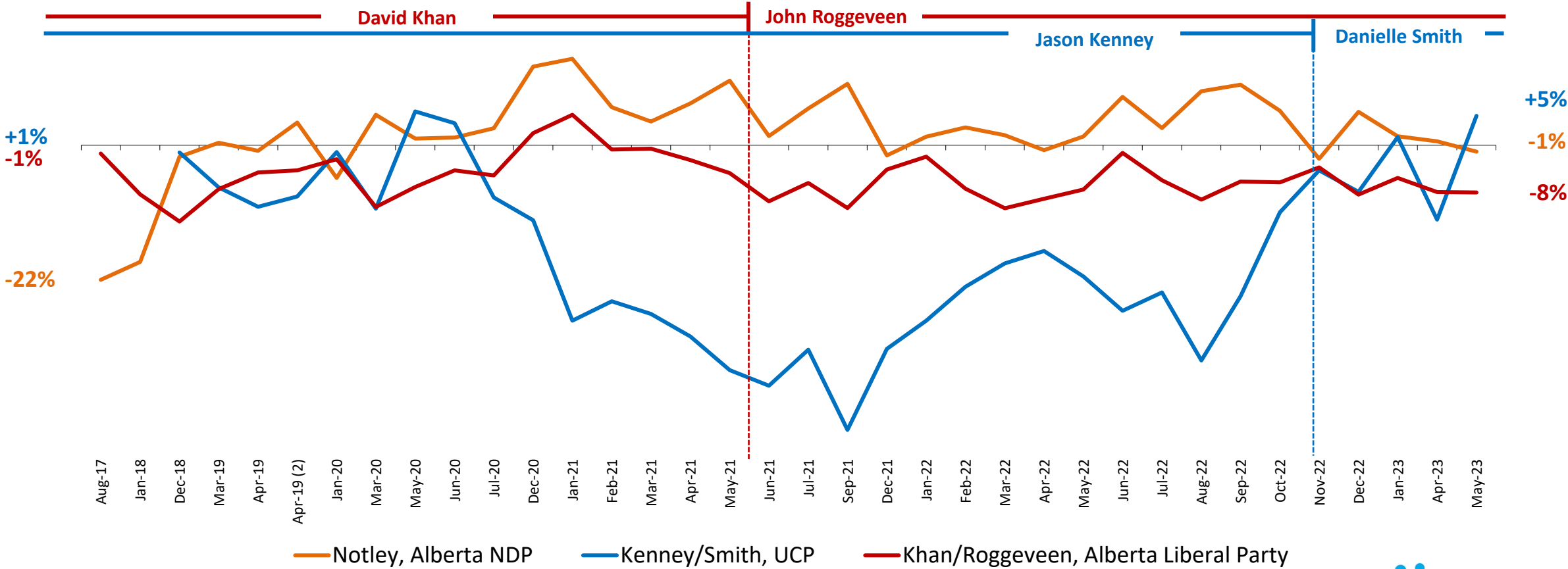|		UCP	NDP	AP	Other	UCP-NDP Margin	Rest Swing	Calgary Swing
Overall	**2019 Result**	55%	33%	9%	3%	*+22%*	*-9*	*-20*
	2023 Result	53%	44%	1%	3%	*+9%*		
UCP Safe (2019 Margin > 35%) 34 seats	**2019 Result**	70%	19%	8%	4%	+51%	-8	-25
	2023 Result	67%	28%	1%	4%	+39%		
UCP Solid (2019 Margin 10-35%) 22 seats	**2019 Result**	55%	32%	10%	3%	+23%	-9	-20
	2023 Result	51%	46%	1%	2%	+6%		
Swing (2019 Margin within 10%) 16 seats	**2019 Result**	43%	44%	10%	3%	-2%	-12	-17
	2023 Result	41%	56%	1%	2%	-15%		
UCP Loss (2019 Loss by >10%) 15 seats	**2019 Result**	32%	55%	8%	4%	-23%	-10	-12
	2023 Result	32%	66%	0%	2%	-33%		

Danielle Smith Rebounds on Leadership

Alberta Party Leader NET Favourables Tracking: Danielle Smith's net favourables have increased 17 points since April

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 perso 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=1,000]

— Notley, Alberta NDP   — Kenney/Smith, UCP   — Khan/Roggeveen, Alberta Liberal Party

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Notley Treaded Water in the Campaign with a Mix of Gains and Losses across Positive Attributes, While Negative Attributes Tended to Rise

Value Clusters

NDP Change (Post-Pre)	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
Has the best plan for the future	+2%	0%	-1%	+2%	+4%	-6%
Strong leadership	-4%	+6%	-5%	+2%	+4%	-5%
Stands for what I believe	-3%	+5%	-5%	-2%	+10%	-8%
Cares about people like me	0%	-5%	+3%	+1%	+1%	-7%
Competent	-8%	+6%	-4%	0%	+4%	-7%
Honest	-3%	+11%	-3%	+3%	+1%	-6%
Will deliver practical changes that will benefit me	-2%	+7%	-6%	0%	+4%	-8%
Flip flops	-1%	+1%	+3%	-1%	-4%	+10%
Too negative	+2%	-7%	+9%	+1%	-5%	+6%
Scary	+5%	+2%	+3%	+1%	-1%	+8%
Makes unrealistic promises	+4%	+11%	+10%	0%	-6%	+10%

Leadership Attributes

NDP Change: A positive score means the NDP increased its score on that attribute over the campaign. A negative score means that attribute fell
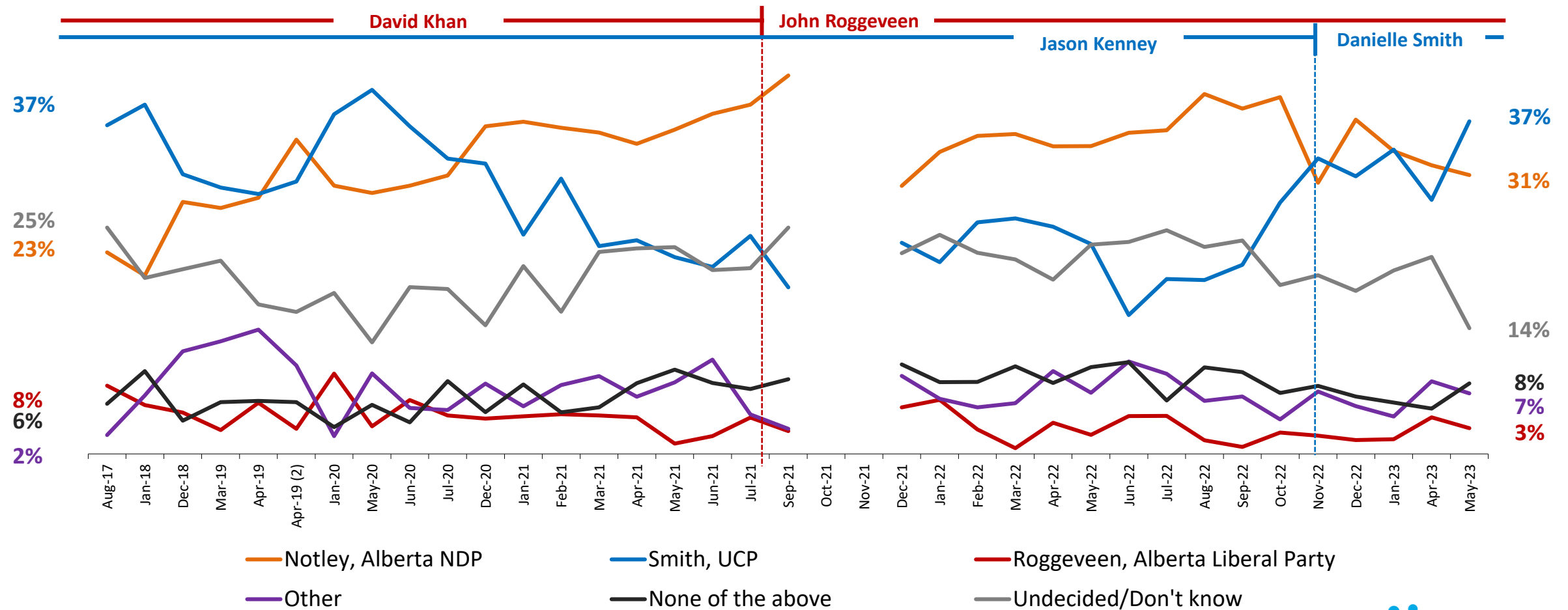
Smith Gained Significant Ground Among Business Liberals and Pay-as-you-go Moderates

Value Clusters

UCP Change (Post-Pre)	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
Has the best plan for the future	+3%	+13%	+10%	+5%	-1%	+18%
Stands for what I believe	+9%	+2%	+13%	+6%	-3%	+15%
Cares about people like me	+3%	+11%	+9%	+7%	-2%	+14%
Will deliver practical changes that will benefit me	+7%	-3%	+13%	+3%	-1%	+16%
Competent	+2%	-1%	+10%	+3%	-3%	+13%
Strong leadership	+1%	-7%	12%	+4%	-6%	+8%
Honest	0%	-2%	+5%	0%	-3%	+8%
Scary	-2%	+5%	0%	-2%	-2%	+3%
Makes unrealistic promises	-3%	0%	-3%	-1%	0%	-3%
Too negative	+2%	+10%	0%	+2%	+3%	+6%
Flip flops	+5%	+13%	-7%	+7%	-2%	+4%

Leadership Attributes

UCP Change: A positive score means the UCP increased its score on that attribute over the campaign. A negative score means that attribute fell

Best Premier Tracking: Similarly, Smith saw a 9-point increase in 'best premier' since April, while Notley's numbers remained the same

Q Which of the following leaders would make the best Premier of Alberta?
[asked of all respondents; n=1,000]

Legend:
— Notley, Alberta NDP
— Smith, UCP
— Roggeveen, Alberta Liberal Party
— Other
— None of the above
— Undecided/Don't know

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Campaign Dynamics:
Two Strong Campaigns Well Received By Key Targets

Campaign Impacts by Value Clusters: Among Core Left, the UCP campaign left them feeling least favourable with net favourable at -39%

Q Thinking about your impression of [Leader and Party], would you say your impression is more favourable or less favourable at this point, or did their campaign not make a difference to your impression of them?
[asked of all respondents; n=1,000]

Net Favourable Impact By Value Clusters

Net Favourable	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
Rachel Notley and the NDP	-34%	+10%	+2%	+7%	+15%	-11%
Danielle Smith and the UCP	+35%	-7%	+12%	-19%	-39%	+4%

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The NDP Beat the UCP Campaign Among Deferential Conservatives and Left Liberals

Q Thinking about your impression of [Leader and Party], would you say your impression is more favourable or less favourable at this point, or did their campaign not make a difference to your impression of them?
[asked of all respondents; n=1,000]

Net Favourable Impact By Value Clusters

Net Favourable	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
Rachel Notley and the NDP	-34%	+10%	+2%	+7%	+15%	-11%
Danielle Smith and the UCP	+35%	-7%	+12%	-19%	-39%	+4%

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NDP Policies Were Particularly Appealing to Their Universe

Value Clusters

NDP Net Likely Positive scores mean the item left voters more favourable overall Negatives scores mean the item left voters less favourable overall	**Populist Conservatives** (N=181)	**Deferential Conservatives** (N=72)	**Business Liberals** (N=230)	**Left Liberals** (N=193)	**Core Left** (N=150)	**Pay-as-you-go Moderates** (N=173)
The NDP promise to cap electricity prices at 12 cents/kwh	+2%	+24%	+31%	+32%	+57%	+13%
The NDP promise to raise taxes on large corporations	-34%	+17%	+5%	+31%	+58%	+7%
The New Democratic Party's platform in this campaign	-35%	+9%	+4%	+19%	+40%	+1%
Your local Alberta New Democratic Party candidate	-24%	+13%	+10%	+15%	+34%	+7%
Rachel Notley's performance during the election campaign	-37%	+18%	-2%	+14%	+28%	+6%
News stories about NDP candidates	-27%	+14%	-1%	+8%	+24%	+5%
Rachel Notley's performance during the leaders debate	-34%	+10%	1%	+5%	+20%	0%
Advertisements run by the Alberta New Democratic Party	-35%	+12%	-2%	+11%	+16%	-6%
Rachel Notley's record as Premier of Alberta from 2015 to 2019	-51%	-2%	-16%	+1%	+37%	-11%

Event

NDP Party Image Gains Were Centered Among Core Left Voters

Value Clusters

NDP Change (Post-Pre)	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
Health care	0%	+5%	+2%	+5%	+11%	+1%
Education	-35%	+5%	+2%	+5%	+11%	+1%
Jobs	-2%	+10%	-1%	+1%	+9%	0%
Oil and gas	-4%	+1%	-4%	+3%	+10%	+3%
Debt and the deficit	-4%	+3%	+1%	+6%	+9%	-1%
Crime	-2%	+2%	-5%	-1%	+10%	0%
The environment	-3%	+2%	0%	+2%	+6%	+1%
Social Issues	-1%	-2%	0%	+4%	+6%	+2%
Electricity	+1%	+5%	+1%	+1%	+12%	0%
The cost of living	+1%	+11%	-1%	-3%	+11%	-1%
Indigenous Issues	-2%	-8%	+3%	0%	+7%	+3%
Standing up to the federal government	0%	+3%	-3%	0%	+8%	+3%

Party Attributes

NDP Change: A positive score means the NDP increased its score on that attribute over the campaign. A negative score means that attribute fell

The UCP Campaign Beat the NDP Among Business Liberals and Pay-as-you-go Moderates

Q Thinking about your impression of [Leader and Party], would you say your impression is more favourable or less favourable at this point, or did their campaign not make a difference to your impression of them?
[asked of all respondents; n=1,000]

Net Favourable Impact By Value Clusters

Net Favourable	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
Rachel Notley and the NDP	-34%	+10%	+2%	+7%	+15%	-11%
Danielle Smith and the UCP	+35%	-7%	+12%	-19%	-39%	+4%

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Fighting the Feds Over the Cost of Reaching Net-Zero Electricity By 2035 Tops The List of Positive Campaign Initiatives

Value Clusters

UCP Net Likely

Positive scores mean the item left voters more favourable overall

Negatives scores mean the item left voters less favourable overall

Event	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
The UCP promise to fight the federal government to create an electricity system with net zero by 2035	+55%	+19%	+33%	+7%	-34%	+22%
Your local Alberta United Conservative Party candidate	+32%	+20%	+27%	-2%	-31%	+23%
The United Conservative Party's platform in this campaign	+45%	+15%	+27%	-9%	-36%	+23%
Danielle Smith's performance during the leaders debate	+42%	+15%	+19%	-6%	-30%	+18%
Danielle Smith's performance during the election campaign	+39%	+20%	+18%	-13%	-35%	+17%
The budget they tabled before the election	+46%	+12%	+25%	+1%	-28%	+12%
Advertisements run by the United Conservative Party	+22%	+8%	+8%	-6%	-37%	+10%
The United Conservative Party's handling of the COVID-19 pandemic	+10%	+4%	-2%	-15%	-43%	+8%
News stories about UCP candidates	+9%	-7%	-2%	-20%	-49%	+4%
Danielle Smith's policy comments before she became UCP leader	+11%	-8%	-1%	-27%	-53%	+3%
The findings from Alberta's ethics commissioner …	+2%	-1%	-13%	-22%	-54%	+4%

UCP Improved Its Party Image Significantly Among Moderate Clusters

Value Clusters

UCP Change (Post-Pre)	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=181)	(N=72)	(N=230)	(N=193)	(N=150)	(N=173)
Health care	+6%	+2%	+10%	+6%	-5%	+11%
Education	+12%	+2%	+6%	+5%	-4%	+10%
Jobs	+7%	+9%	+11%	+8%	0%	+13%
Oil and gas	+8%	+3%	+14%	+6%	-4%	+16%
Debt and the deficit	+4%	+4%	+14%	+5%	-6%	+13%
Crime	+8%	+10%	+14%	+13%	+1%	+15%
The environment	+6%	+4%	+9%	+5%	-2%	+9%
Social Issues	+8%	+4%	+10%	+3%	0%	+9%
Electricity	+7%	+11%	+11%	+7%	0%	+17%
The cost of living	+7%	+12%	+10%	+9%	-2%	+11%
Indigenous Issues	+9%	+6%	+11%	+3%	-1%	+11%
Standing up to the federal government	+6%	+2%	+16%	+12%	0%	+10%

Party Attributes

UCP Change: A positive score means the UCP increased its score on that attribute over the campaign. A negative score means that attribute fell

Summary

1 Both the UCP and NDP ran strong campaigns that were well received by their target audiences.

2 The NDP have a huge uphill battle in any Alberta election. Rachel Notley's personal appeal was critical in making it competitive.

3 The UCP campaign effectively appealed to moderate voters as well as focusing on standing up to Ottawa – a key element of Alberta Conservative brand.

4 Danielle Smith made a significant rebound in her popularity – again particularly among key groups of moderates.

5 Calgary remains something of a mystery. The swing in competitive seats was far larger in Calgary than elsewhere. Was it organization, or something deeper? Could that swing be replicated in the Edmonton Horseshoe?

For more information, please contact:

Greg Lyle
President
(t) 416-642-6429
(e) glyle@innovativeresearch.ca

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