

Report

MID-CAMPAIGN POLITICAL POLL ALBERTA PROVINCIAL ELECTION

For more information please contact:

Ian Large
Vice-President Alberta
780-423-0708 ext. 4244
780-399-8904
ilarge@leger360.com

APRIL 2019

Leger



METHODOLOGY

METHODOLOGY



Hosted on Leger's online OmniWeb platform, using Leger's Computer Aided Web Interviewing software (CAWI).



Conducted April 2-3, 2019



1,003 Alberta residents aged 18 years of age or older, and who have the right to vote in Canada, were surveyed online using Leger's online panel, Legerweb.com



The data have been weighted by age, gender and region to ensure representativeness



As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error for a sample size of 1,003 Albertans, aged 18 years or older, and who have the right to vote in Canada, would be ± 3.1 percentage points, 19 times out of 20.

METHODOLOGY

Notes on Reading this Report

Totals may not add to 100% due to rounding.

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

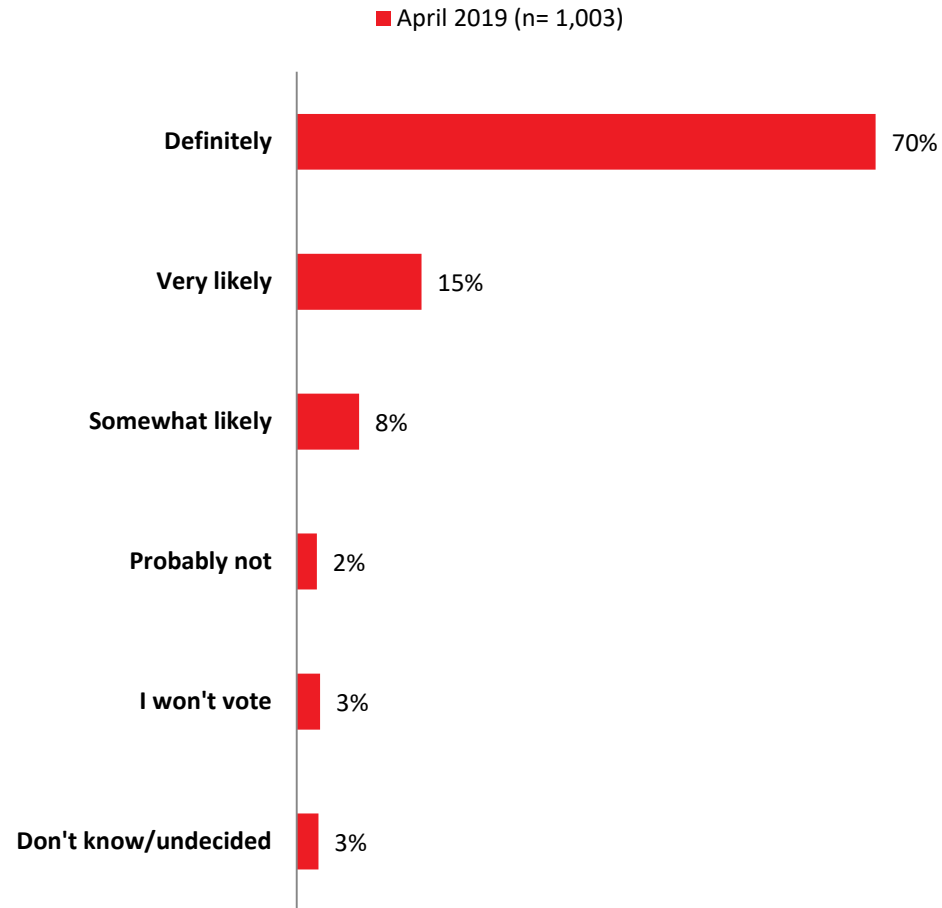
A more detailed methodology is presented in the annex.

If you have questions about the data presented in this report, please contact Ian Large, Vice-President (Alberta) at the following e-mail address: ilarge@leger360.com

LIKELIHOOD TO VOTE IN PROVINCIAL ELECTION

Q1. How likely is it that you will vote in the upcoming provincial election in Alberta?

Base: All respondents



PROVINCIAL VOTING INTENTION

Q2. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...? Q3. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

Base: All respondents

	TOTAL Before Distribution	TOTAL After Distribution	Calgary	Edmonton	Other AB	Male	Female	18-34	35-54	55+
Weighted n =	1,003	871	297	286	288	456	415	276	304	290
Unweighted n =	1,003	879	294	291	294	474	405	233	268	378
...Jason Kenney's United Conservative Party	38%	47%	48%	38%	54%	46%	47%	37%	49%	53%
...Rachel Notley's Alberta NDP	31%	38%	37%	48%	29%	35%	41%	41%	35%	38%
...Stephen Mandel's Alberta Party	7%	9%	9%	9%	9%	12%	6%	13%	8%	6%
...David Khan's Alberta Liberal Party	3%	4%	5%	4%	4%	4%	5%	7%	4%	2%
...Another Party	1%	2%	2%	1%	4%	2%	2%	1%	4%	1%
I would not vote / I would cancel my vote	3%	-	-	-	-	-	-	-	-	-
I don't know / undecided	15%	-	-	-	-	-	-	-	-	-
I prefer not answering	2%	-	-	-	-	-	-	-	-	-

MAY 2015 PARTY VOTE

Q10. For which party did you vote in the last provincial election in May 2015?

Base: All respondents

	TOTAL	Calgary	Edmonton	Other AB	Male	Female	18-34	35-54	55+
Weighted n =	1,003	346	330	328	500	503	319	364	320
Unweighted n =	1,003	335	334	334	515	488	270	318	415
Alberta NDP	30%	25%	40%	24%	30%	30%	28%	29%	32%
Progressive Conservative Party of Alberta	23%	28%	18%	22%	22%	24%	12%	25%	30%
Wildrose Party	12%	12%	8%	17%	15%	9%	8%	11%	18%
Alberta Liberal Party	5%	5%	6%	4%	6%	3%	6%	5%	3%
Alberta Party	3%	5%	1%	2%	4%	1%	6%	1%	2%
Another Party	1%	1%	1%	2%	2%	1%	<1%	2%	2%
I did not vote in the last election even though I was eligible	9%	8%	8%	12%	9%	10%	11%	12%	5%
I was not eligible to vote in the last election/I didn't live in Alberta at the time	9%	9%	9%	10%	7%	11%	22%	4%	2%
I don't remember	4%	3%	5%	5%	4%	4%	4%	5%	3%
I prefer not answering	4%	5%	4%	3%	2%	6%	3%	5%	4%

MAY 2015 PARTY VOTE

– BY VOTING INTENTIONS

Q10. For which party did you vote in the last provincial election in May 2015?

Base: All respondents

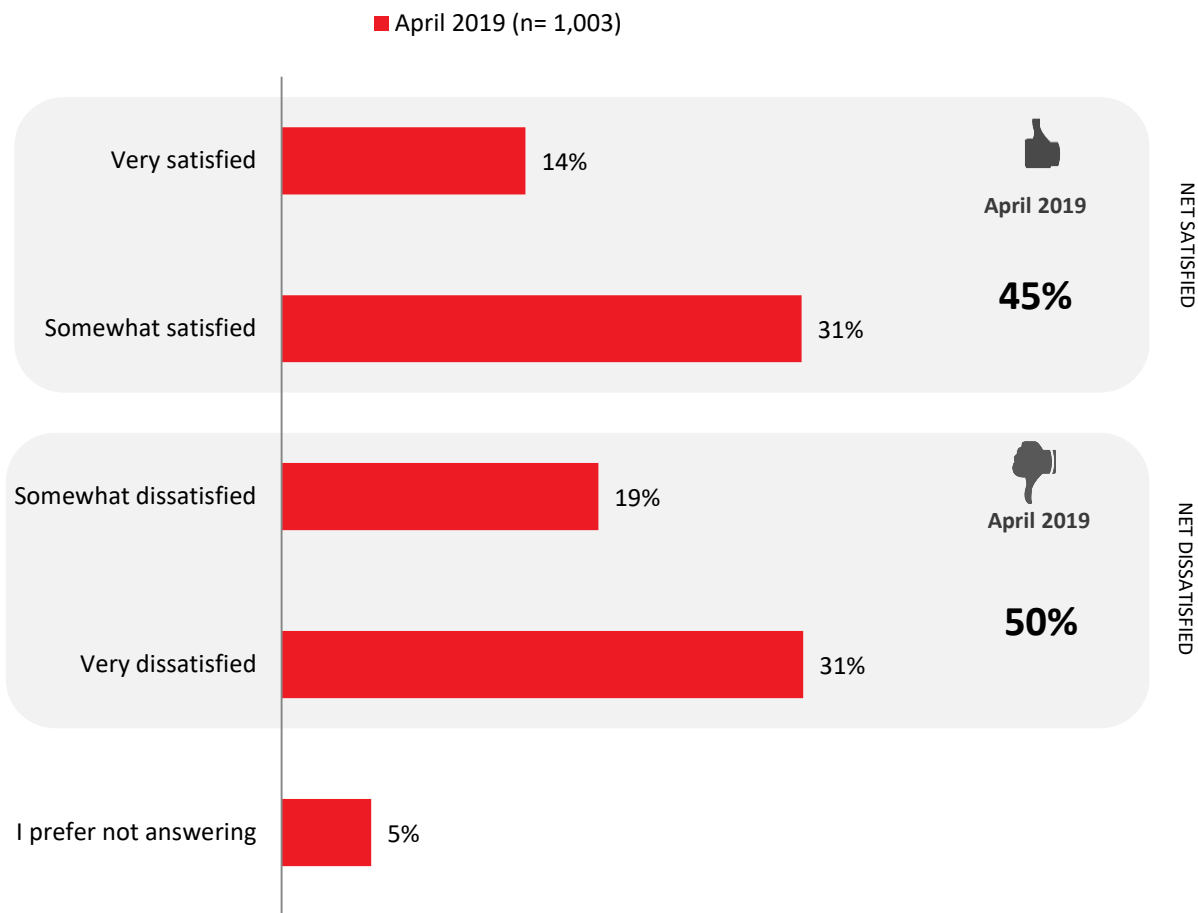
	TOTAL	UCP	NDP	AP	LP	Other
Weighted n =	1,003	406	329	80	37	18*
Unweighted n =	1,003	421	329	77	35	17*
Alberta NDP	30%	12%	65%	21%	12%	21%
Progressive Conservative Party of Alberta	23%	42%	7%	18%	16%	13%
Wildrose Party	12%	21%	4%	17%	2%	10%
Alberta Liberal Party	5%	2%	4%	8%	30%	10%
Alberta Party	3%	1%	2%	13%	6%	-
Another Party	1%	1%	-	1%	2%	27%
I did not vote in the last election even though I was eligible	9%	8%	3%	12%	7%	13%
I was not eligible to vote in the last election/I didn't live in Alberta at the time	9%	8%	9%	5%	20%	7%
I don't remember	4%	3%	3%	5%	5%	-
I prefer not answering	4%	2%	1%	-	-	-

*Caution to be used when interpreting results due to small sample size

SATISFACTION WITH THE PROVINCIAL GOVERNMENT

Q5. Overall, how satisfied are you with the Rachel Notley government?

Base: All respondents



SATISFACTION WITH THE PROVINCIAL GOVERNMENT

– DETAILED RESULTS

Q5. Overall, how satisfied are you with the Rachel Notley government?

Base: All respondents

	TOTAL	Calgary	Edmonton	Other AB	Male	Female	18-34	35-54	55+
Weighted n =	1,003	346	330	328	500	503	319	364	320
Unweighted n =	1,003	335	334	334	515	488	270	318	415
NET SATISFIED	45%	44%	54%	38%	47%	43%	52%	41%	44%
Very satisfied	14%	13%	19%	12%	17%	12%	18%	11%	15%
Somewhat satisfied	31%	31%	35%	26%	30%	32%	34%	30%	29%
NET DISSATISFIED	50%	50%	41%	57%	49%	50%	42%	53%	53%
Somewhat dissatisfied	19%	19%	17%	20%	16%	21%	22%	18%	16%
Very dissatisfied	31%	32%	24%	37%	33%	29%	20%	35%	38%
I prefer not answering	5%	6%	5%	5%	4%	7%	7%	6%	3%

SATISFACTION WITH THE PROVINCIAL GOVERNMENT

– BY VOTING INTENTIONS

Q5. Overall, how satisfied are you with the Rachel Notley government?

Base: All respondents

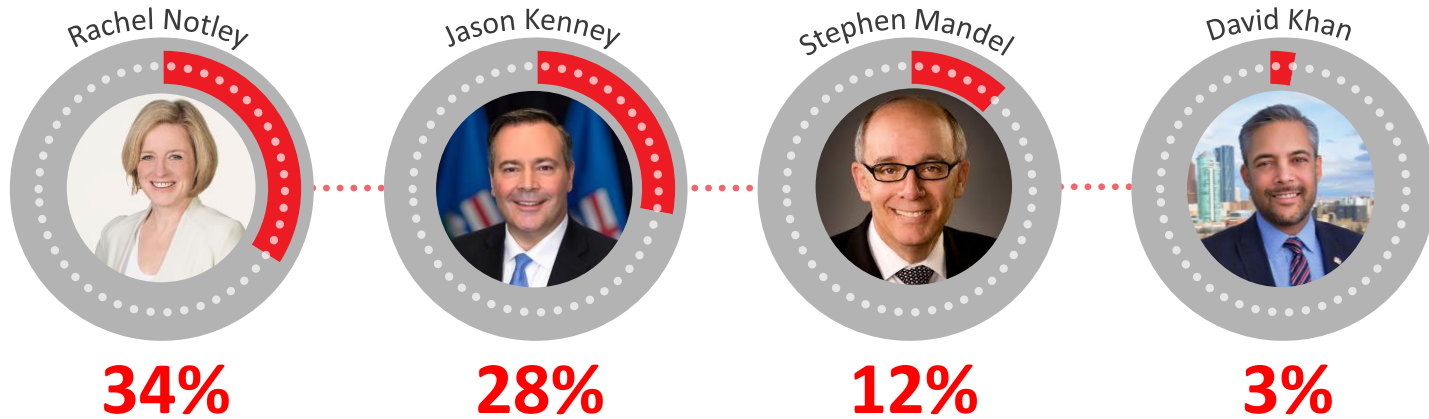
	TOTAL	UCP	NDP	AP	LP	Other
Weighted n =	1,003	406	329	80	37	18
Unweighted n =	1,003	421	329	77	35	17
NET SATISFIED	45%	13%	96%	50%	32%	15%
Very satisfied	14%	3%	36%	8%	8%	0%
Somewhat satisfied	31%	10%	60%	42%	24%	15%
NET DISSATISFIED	50%	86%	4%	47%	58%	85%
Somewhat dissatisfied	19%	25%	3%	24%	36%	51%
Very dissatisfied	31%	61%	<1%	22%	22%	33%
I prefer not answering	5%	1%	<1%	4%	11%	-

*Caution to be used when interpreting results due to small sample size

BEST PREMIER

Q6. Even though you may not vote for the party leader, who do you believe would make the best Premier of Alberta?

Base: All respondents (n=1,003)

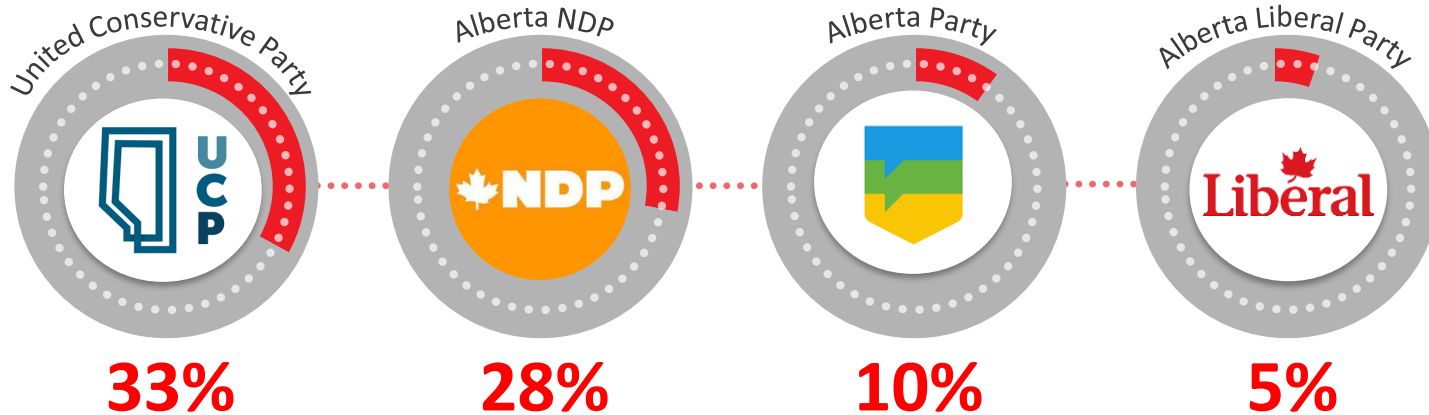


Note: The complement to 100% corresponds to "Other," None of them," "I don't know" and "Refusal" responses.

BEST ELECTORAL PLATFORM

Q7. Which party presents the best electoral platform?

Base: All respondents (n=1,003)

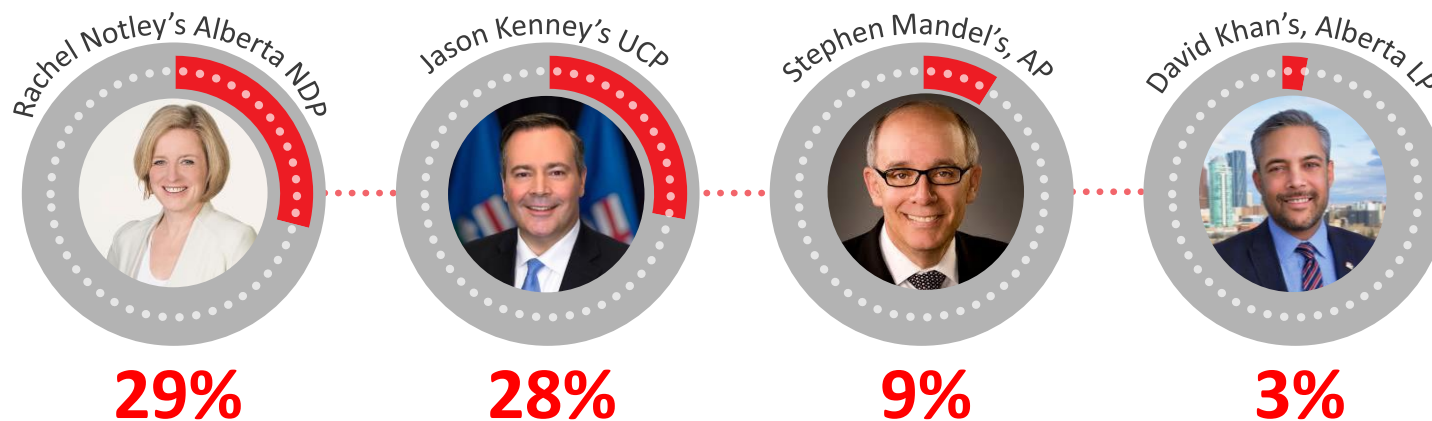


Note: The complement to 100% corresponds to "Other," None of them," "I don't know" and "Refusal" responses.

BEST CAMPAIGN SO FAR

Q8. In your opinion, who has run the best campaign so far...

Base: All respondents (n=1,003)

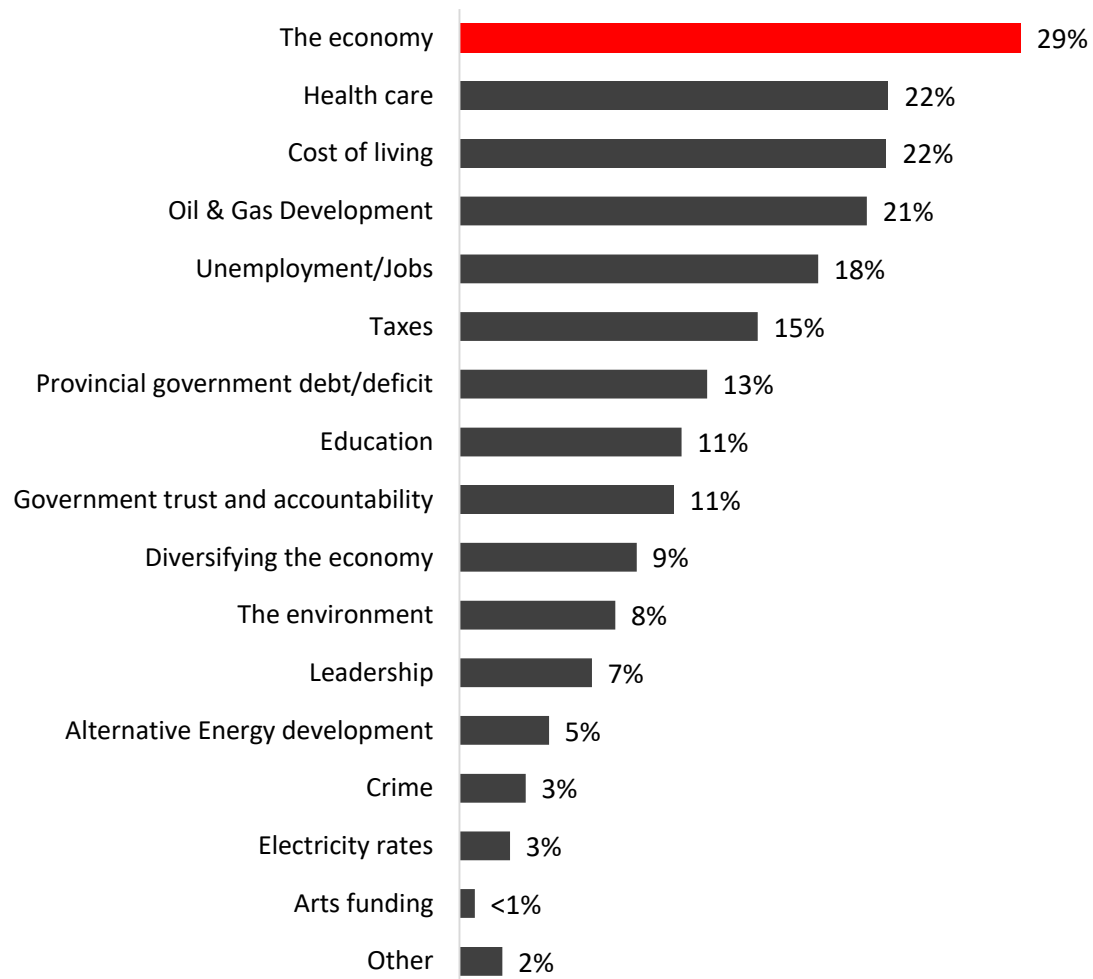


Note: The complement to 100% corresponds to "Other," None of them," "I don't know" and "Refusal" responses.

TOP ISSUES INFLUENCING VOTE

Q4. Which of the following are the TWO MOST important issue for you personally when deciding who to vote for in the next provincial election?

Base: All respondents (n=1,003)



TOP ISSUES INFLUENCING VOTE

– DETAILED RESULTS

Q4. Which of the following are the TWO MOST important issue for you personally when deciding who to vote for in the next provincial election?

Base: All respondents

	TOTAL	Calgary	Edmonton	Other AB	Male	Female	18-34	35-54	55+
Weighted n =	1,003	346	330	328	500	503	319	364	320
Unweighted n =	1,003	335	334	334	515	488	270	318	415
The economy	29%	30%	26%	31%	32%	26%	24%	28%	35%
Health care	22%	17%	26%	23%	20%	25%	18%	23%	25%
Cost of living	22%	22%	23%	20%	19%	25%	26%	27%	12%
Oil & Gas Development	21%	20%	20%	24%	23%	19%	16%	22%	25%
Unemployment/Jobs	18%	22%	17%	16%	16%	21%	20%	21%	14%
Taxes	15%	19%	12%	15%	16%	15%	21%	12%	13%
Provincial government debt/deficit	13%	13%	13%	12%	14%	11%	8%	10%	20%
Education	11%	12%	10%	13%	10%	13%	18%	12%	4%
Government trust and accountability	11%	11%	11%	11%	9%	13%	6%	10%	17%
Diversifying the economy	9%	8%	11%	8%	11%	8%	9%	8%	10%
The environment	8%	7%	9%	9%	8%	8%	12%	5%	7%
Leadership	7%	7%	10%	4%	8%	5%	6%	6%	9%
Alternative Energy development	5%	4%	5%	5%	5%	4%	7%	4%	3%
Crime	3%	4%	3%	4%	4%	3%	4%	4%	2%
Electricity rates	3%	2%	3%	3%	3%	2%	2%	3%	3%
Arts funding	1%	1%	<1%	1%	1%	1%	1%	1%	1%
Other	2%	2%	2%	3%	2%	2%	1%	3%	2%

TOP ISSUES INFLUENCING VOTE

– BY VOTING INTENTIONS

Q4. Which of the following are the TWO MOST important issue for you personally when deciding who to vote for in the next provincial election?

Base: All respondents

	TOTAL	UCP	NDP	AP	LP	Other
Weighted n =	1,003	406	329	80	37	18*
Unweighted n =	1,003	421	329	77	35	17*
The economy	29%	38%	22%	22%	20%	28%
Health care	22%	14%	35%	17%	19%	4%
Cost of living	22%	18%	17%	27%	43%	27%
Oil & Gas Development	21%	32%	14%	10%	10%	9%
Unemployment/Jobs	18%	21%	14%	17%	13%	23%
Taxes	15%	18%	8%	20%	19%	12%
Provincial government debt/deficit	13%	20%	6%	16%	8%	17%
Education	11%	7%	17%	19%	6%	9%
Government trust and accountability	11%	10%	12%	9%	18%	17%
Diversifying the economy	9%	3%	18%	9%	8%	6%
The environment	8%	3%	14%	10%	11%	27%
Leadership	7%	5%	10%	9%	6%	9%
Alternative Energy development	5%	4%	6%	3%	3%	13%
Crime	3%	3%	1%	3%	11%	-
Electricity rates	3%	2%	3%	5%	3%	-
Arts funding	2%	2%	2%	3%	3%	-
Other	1%	<1%	1%	2%	-	-

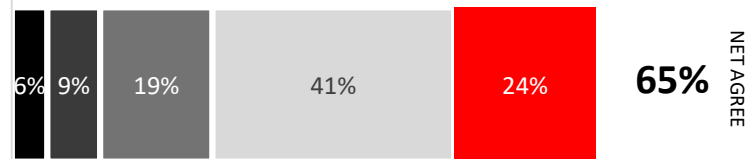
*Caution to be used when interpreting results due to small sample size

OPINIONS REGARDING CURRENT ISSUES IN ALBERTA

Q9. How much do you agree or disagree with the following statement:

Base: All respondents (n=1,003)

I feel strongly aligned with one of the mainstream parties in Alberta



■ I prefer not answering ■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

% Agree	TOTAL	Calgary	Edmonton	Other AB	Male	Female	18-34	35-54	55+
Weighted n =	1,003	346	330	328	500	503	319	364	320
Unweighted n =	1,003	335	334	334	515	488	270	318	415
I feel strongly aligned with one of the mainstream parties in Alberta	65%	65%	66%	64%	69%	62%	66%	60%	71%



APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LegerWeb's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older and have the right to vote in Canada.

DETAILED METHODOLOGY

Weighted and Unweighted Sample

The tables present the geographic distribution of respondents before weighting, as well as the distribution of respondents according to gender, and age.

Province	Unweighted	Weighted
Calgary	335	346
Edmonton	334	330
Other AB	334	328

GENDER	Unweighted	Weighted
Male	515	500
Female	488	503

AGE	Unweighted	Weighted
Between 18 and 34	270	319
Between 35 and 55	318	364
55 or over	415	320

The sample thus collected has a minimum weighting factor of 0.41 and a maximum weighting factor of 2.7. The weighted variance is 0.44.

QUESTIONNAIRE

S1. Into which of the following age groups do you fall? [USE STANDARD OMNI BREAKS]

Under 18 years of age	1 → TERMINATE
Between 18 and 24	2
Between 25 and 34	3
Between 35 and 44	4
Between 45 and 54	5
Between 55 and 64	6
Between 65 and 74	7

S2. Are you eligible to vote in elections in Alberta?

Yes	1
No	2 → TERMINATE
Don't know	3 → TERMINATE

1. How likely is it that you will vote in the upcoming provincial election in Alberta?

- Definitely
- Very likely
- Somewhat likely
- Probably not
- I won't vote
- Don't know / Undecided

2. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

[RANDOMIZE THE PARTY OPTIONS]

- David Khan's Alberta Liberal Party
- Jason Kenney's United Conservative Party
- Rachel Notley's Alberta NDP
- Stephen Mandel's Alberta Party
- Another Party
- I would not vote / I would cancel my vote
- I don't know / undecided → ASK Q4
- I prefer not answering

QUESTIONNAIRE

3. [ASK THOSE WHO SAID 'I DON'T KNOW' IN Q3] Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

[RANDOMIZE THE PARTY OPTIONS]

- David Khan's Alberta Liberal Party
- Jason Kenney's United Conservative Party
- Rachel Notley's Alberta NDP
- Stephen Mandel's Alberta Party
- Another Party
- I would not vote / I would cancel my vote
- I don't know / undecided
- I prefer not answering

4. Which of the following are the TWO MOST important issue for you personally when deciding who to vote for in the next provincial election?

[RANDOMIZE LIST]

[MUST SELECT TWO]

- Cost of living
- Crime
- Diversifying the economy
- Education
- Electricity rates
- Alternative Energy development
- Government trust and accountability
- Health care
- Leadership
- Oil & Gas Development
- Provincial government debt/deficit
- Taxes
- The economy
- The environment
- Unemployment/Jobs
- Arts funding
- Other _____ (Specify)

QUESTIONNAIRE

5. Overall, how satisfied are you with the Rachel Notley government?

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very Dissatisfied
- I prefer not answering

6. Even though you may not vote for the party leader, who do you believe would make the best Premier of Alberta?

- David Khan
- Jason Kenney
- Rachel Notley's
- Stephen Mandel
- I don't know / undecided
- I prefer not answering

7. Which party presents the best electoral platform?

- Alberta Liberal Party
- United Conservative Party
- Alberta NDP
- Alberta Party
- Another Party
- I don't know / undecided
- I prefer not answering

8. In your opinion, who has run the best campaign so far...

- David Khan's Alberta Liberal Party
- Jason Kenney's United Conservative Party
- Rachel Notley's Alberta NDP
- Stephen Mandel's Alberta Party
- I don't know / undecided
- I prefer not answering

QUESTIONNAIRE

9. How much do you agree or disagree with the following statement....

I feel strongly aligned with one of the mainstream parties in Alberta?


- Strongly agree
- Somewhat Agree
- Somewhat disagree
- Strongly disagree
- I prefer not answering

10. For which party did you vote in the last provincial election in May 2015?

[RANDOMIZE PARTY OPTIONS]

- Alberta Liberal Party
- Alberta NDP
- Alberta Party
- Progressive Conservative Party of Alberta
- Wildrose Party
- Another Party
- I did not vote in the last election even though I was eligible
- I was not eligible to vote in the last election/I didn't live in Alberta at the time
- I don't remember
- I prefer not answering

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Leger UX** 
UX research and optimization of interactive platforms
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **International Research**
Worldwide Independent Network (WIN)
- **Qualitative Research**
Room Rentals

400
EMPLOYEES



75
CONSULTANTS



6
OFFICES

EDMONTON | CALGARY | TORONTO | MONTREAL | QUEBEC | PHILADELPHIA

OUR CREDENTIALS



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger



leger360.com



[@leger360](https://twitter.com/leger360)



[/LegerCanada](https://www.facebook.com/LegerCanada)



[/company/leger360](https://www.linkedin.com/company/leger360)



[@leger360](https://www.instagram.com/leger360)