

Report

Government of Alberta Report Card

September 2023

DATE 10/4/2023



BACKGROUND



Leger monitors constituents' views of Alberta government performance, party leadership, and voter intentions to keep a pulse on provincial political sentiment.

METHODOLOGY

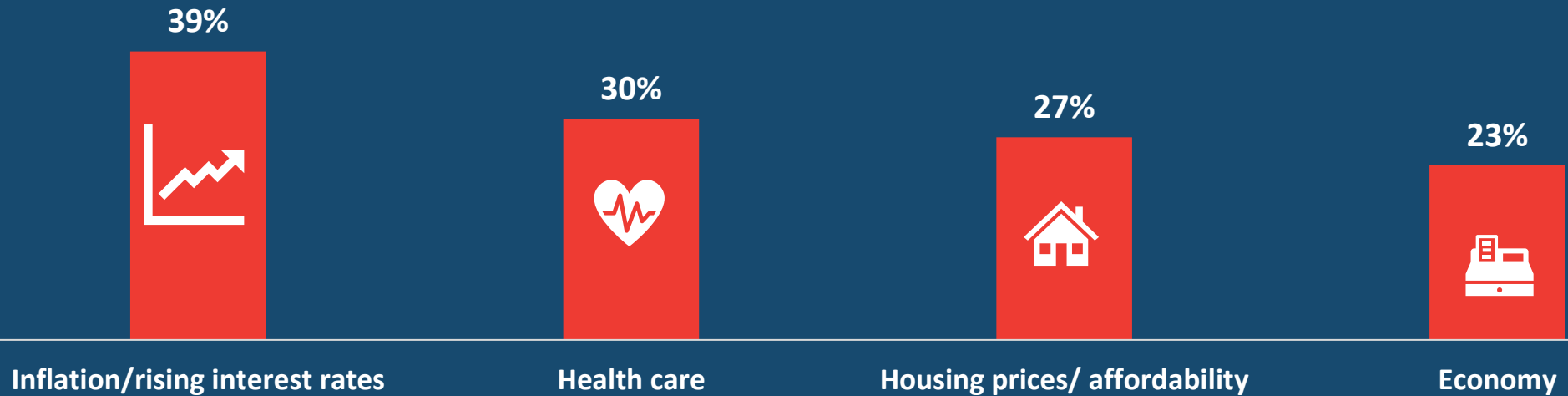


- Results are based on online research conducted among Albertan adults 18 years of age and older.
- The most recent wave was conducted among a sample of 1,001, with fieldwork September 15-18, 2023.
 - No margin of error can be associated with a non-probability sample, but for comparative purposes, a probability sample of this size would have a margin of error of +/-3.1%, 19 times out of 20.
- The data was statistically weighted according to Canadian Census figures for age, gender and region within the Province.

DASHBOARD OF KEY METRICS

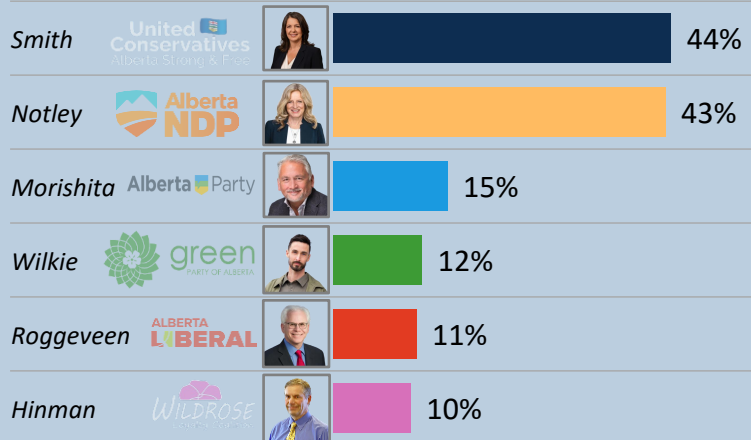
Most Important Issues

Concerns about inflation/rising interest rates, health care, housing prices/affordability, and the economy in Alberta are pressing as of September 2023. These four issues dominate the Albertan mindset at present, with no other issue receiving even half as many responses as any of these four.



Leader Approval Ratings

Smith and Notley both receive similarly high approval ratings while the remainder of Alberta party leaders struggle with low recognition and approval.



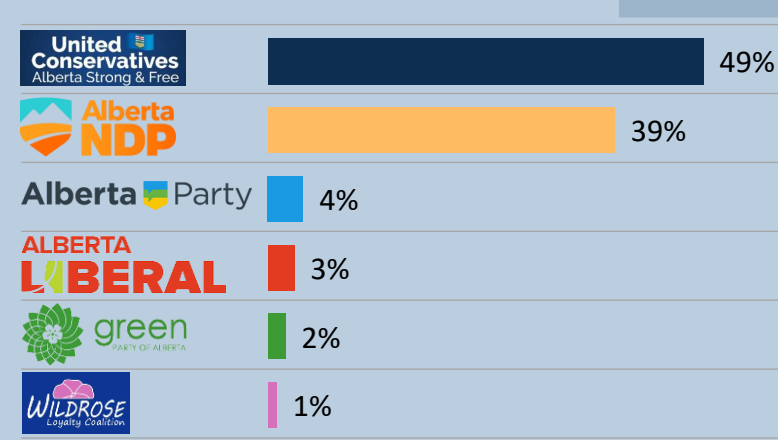
Approval Ratings of Current Government on Key Issues

Approval ratings for the current UCP government on their handling of various issues are mixed, but generally are lower than the parties' leader approval rating.



Alberta Voting Intentions

The United Conservative Party holds a solid lead over the second place Alberta NDP, despite approval ratings for the party leaders being essentially the same.





Detailed Findings

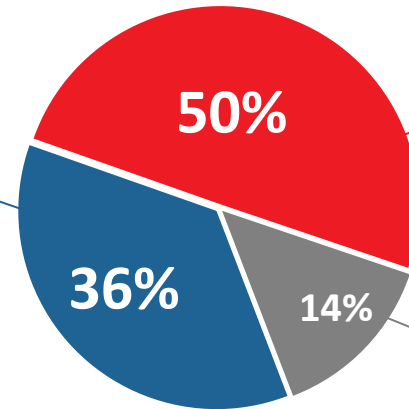
CURRENT TRAJECTORY OF ALBERTA



36% of Albertans believe that things in the province are going in the right direction.

50% Albertans believe that things in the province are off on the wrong track.

14% of Albertans report that they "don't know" or simply refuse to answer.



Half of Albertans believe that the province is currently on the wrong track, whereas just less than four in ten are positive about the direction the province is going.

Those aged 18-34 are the most likely to believe the province is headed in the wrong direction.

Belief that the province is heading in the right direction increases with age.

	OVERALL	x GENDER	x AGE	x REGION
Strongly right direction	7%	Male 11%▲ Female 4%▼	18-34 4%▼ 35-45 8% 55+ 10%▲	Calgary 7% Edmonton 6% Rest of AB 9%
Somewhat right direction	29%	Male 29% Female 29%	18-34 22%▼ 35-45 28% 55+ 35%▲	Calgary 29% Edmonton 30% Rest of AB 27%
Somewhat wrong track	26%	Male 26% Female 26%	18-34 31% 35-45 25% 55+ 23%	Calgary 28% Edmonton 25% Rest of AB 24%
Strongly wrong track	24%	Male 24% Female 24%	18-34 27% 35-45 23% 55+ 22%	Calgary 22% Edmonton 28% Rest of AB 22%

■ Male ■ Female ■ 18-34 ■ 35-45 ■ 55+ ■ Calgary ■ Edmonton ■ Rest of AB

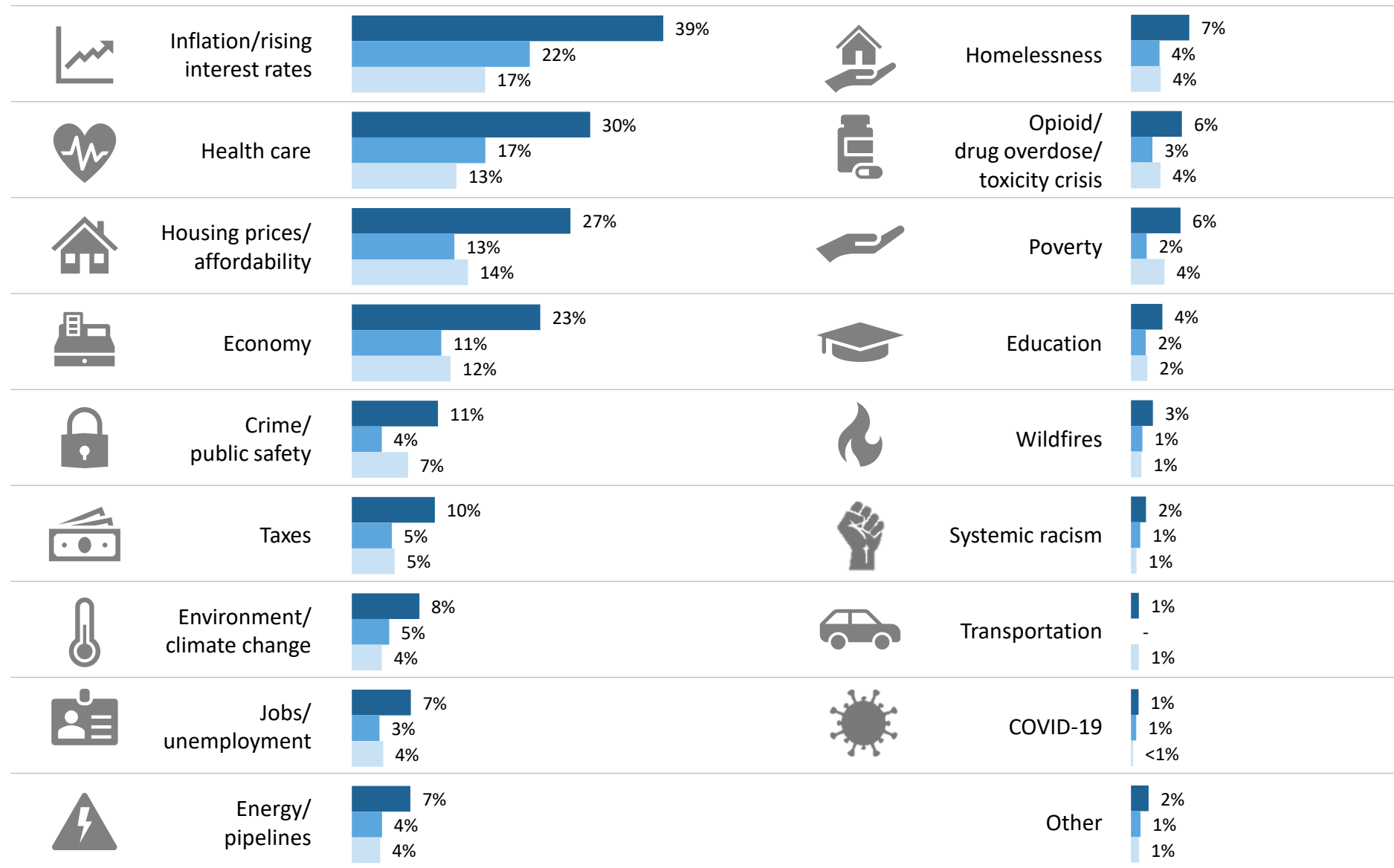
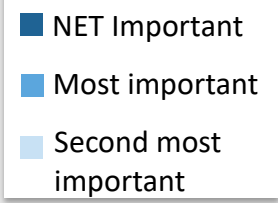
▲ Statistically significantly higher than comparison group(s).
▼ Statistically significantly lower than comparison group(s).

ALBERTA ISSUES – TOTAL IMPORTANCE: AIDED



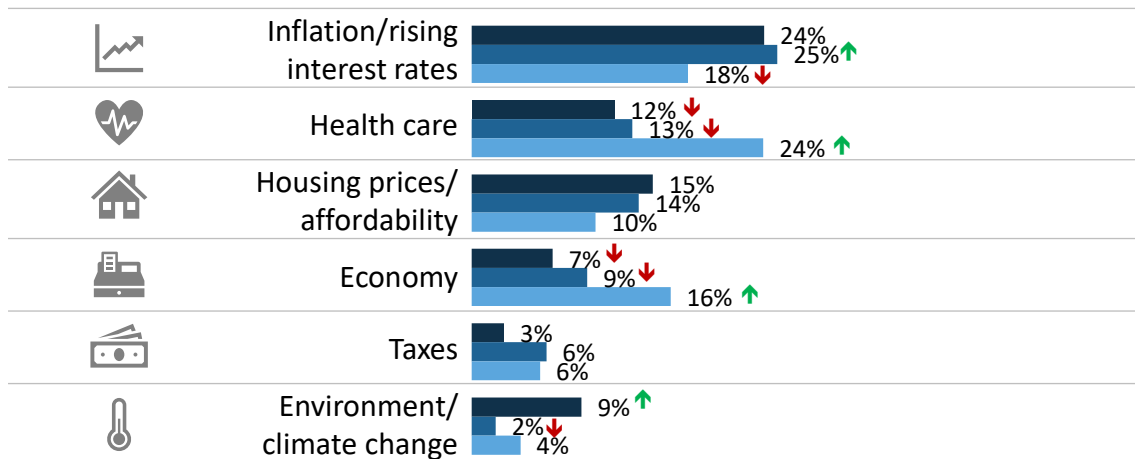
Inflation/rising interest rates was the top issue cited by Albertans, with nearly four in ten seeing it as the first or second most important issue the province is currently facing.

Health care and housing prices/affordability are also important issues in Alberta, with approximately three in ten Albertans citing these issues as the top two most important.



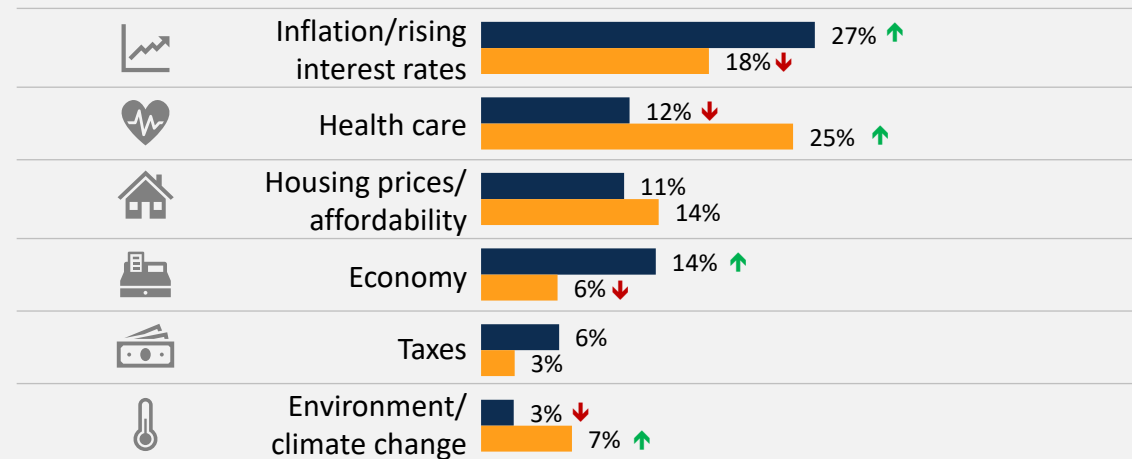
TOP 6 AB ISSUES – MOST IMPORTANT:

AIDED x **AGE** (Sep 2023)



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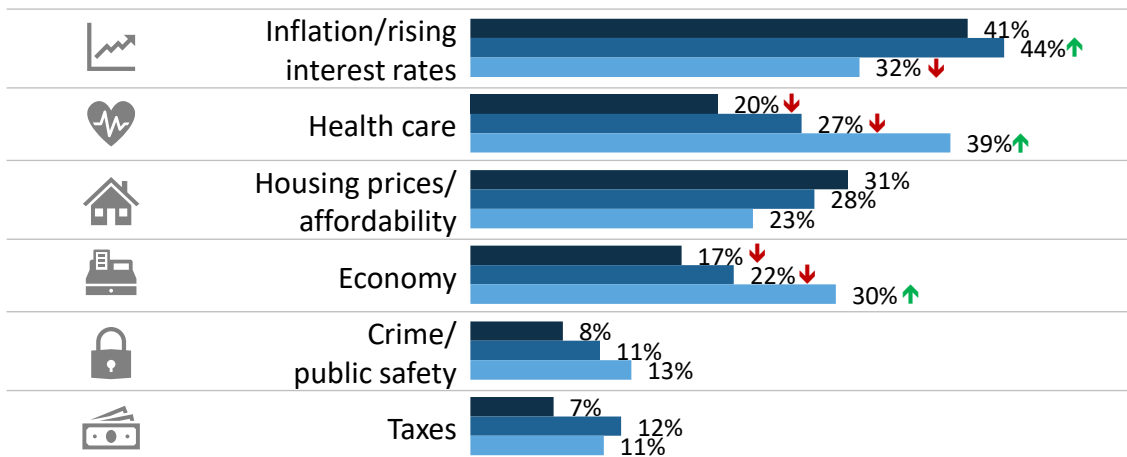
AIDED x **VOTING INTENTION** (Sep 2023)



TOP 6 AB ISSUES – TOP 2 MOST IMPORTANT:

AIDED x **AGE** (Sep 2023)

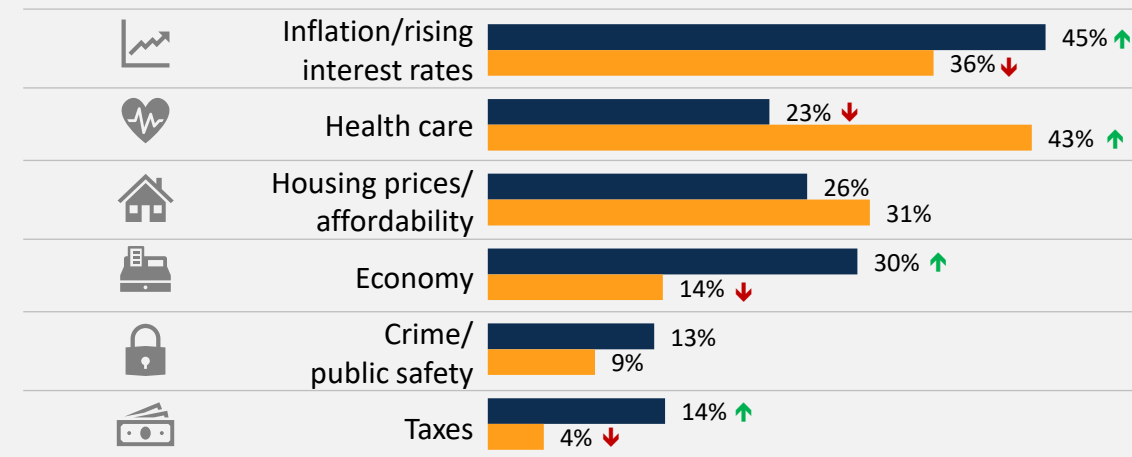
■ 18-34
■ 35-54
■ 55+



TOP 6 AB ISSUES – TOP 2 MOST IMPORTANT :

AIDED x **VOTING INTENTION** (Sep 2023)

■ United Conservative Party
■ Alberta NDP

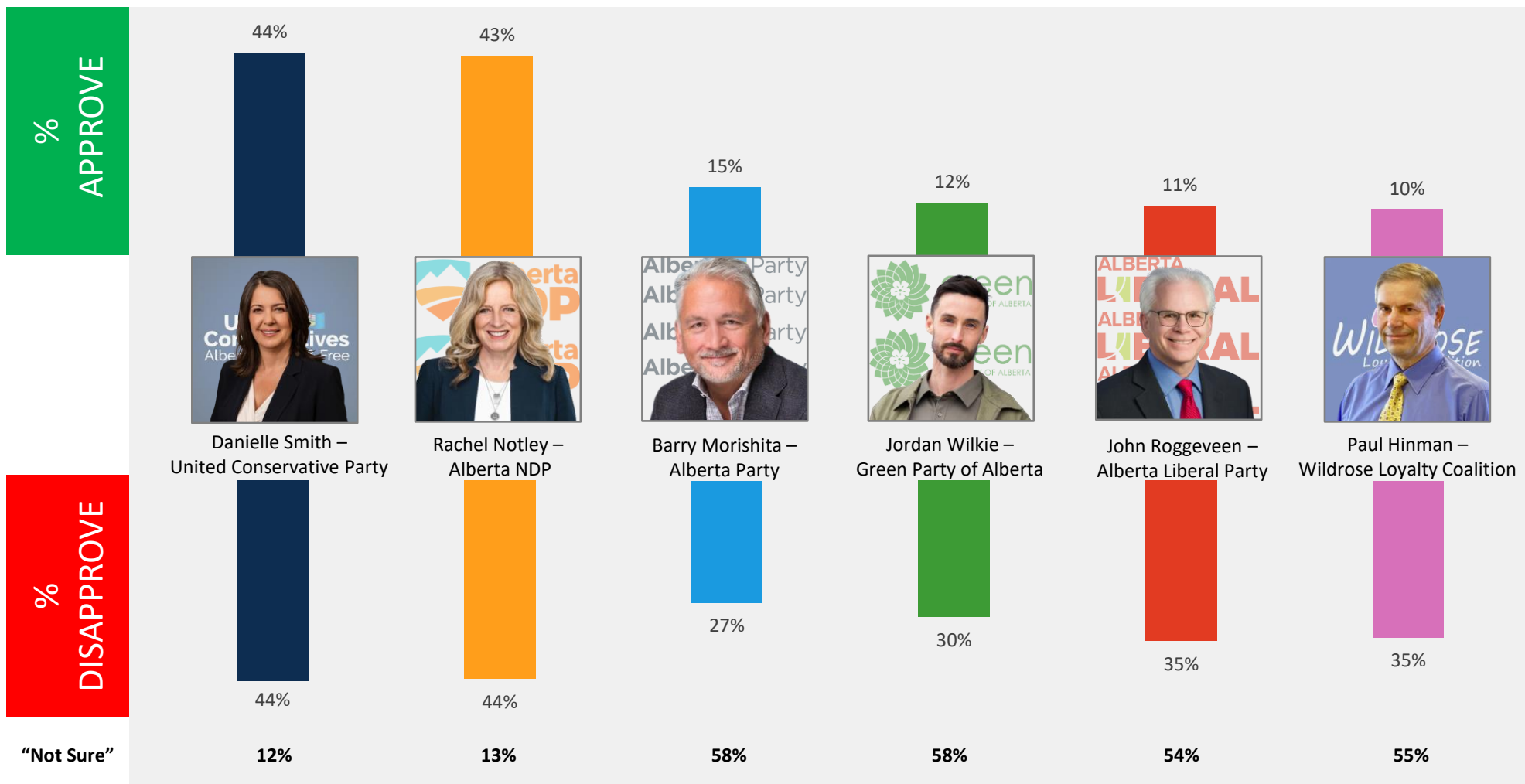


↑ Statistically significantly higher than comparison group(s).
↓ Statistically significantly lower than comparison group(s).

CURRENT LEADER APPROVAL RATING







Albertans are equally split in their approval and disapproval of the two main party leaders.

The remaining party leaders all experience higher disapproval than approval; though a majority of Albertans report that they are “not sure” regarding these four party leaders.



PROVINCIAL VOTING INTENTIONS

(Among Decided Voters & General Population)

United Conservative Party		Decided Voters 49% General Population 39% May 29 2023 Election Results 53%
Alberta NDP		Decided Voters 39% General Population 32% May 29 2023 Election Results 44%
Alberta Party		4% 3% 1%
Alberta Liberal Party		3% 2% <1%
Green Party of Alberta		2% 2% 1%
Wildrose Loyalty Coalition		1% 1% <1%
Other		2% 2% 1%
Not Sure		n/a 12% n/a

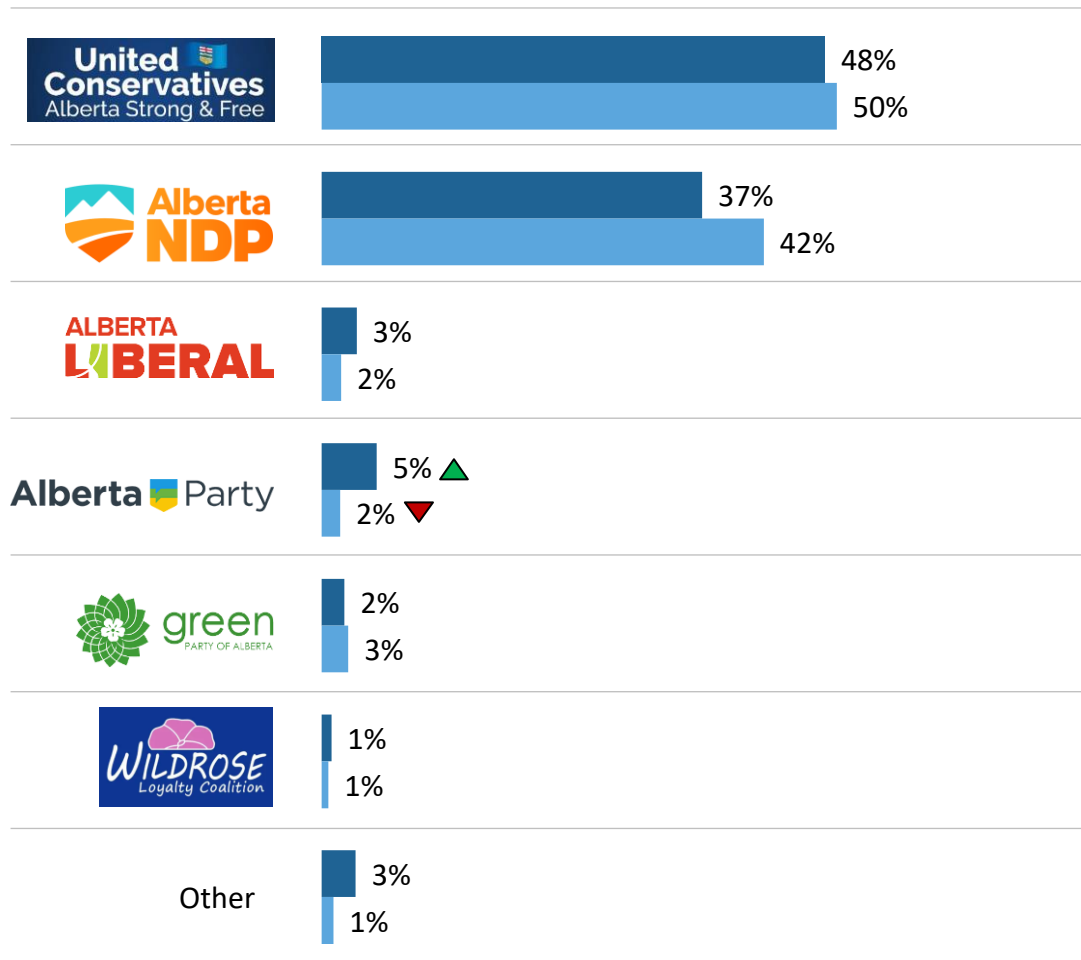
Nearly half of Albertans report that they would vote for the United Conservative Party candidate were an Alberta provincial election held tomorrow.

The Alberta NDP received the second highest level of voting intention, with just less than four in ten Albertans reporting that they would vote for a candidate from the party.

Only one in ten Albertans report that they would vote for a candidate from a party other than the United Conservative Party or the Alberta NDP were an election held tomorrow.

PROVINCIAL VOTING INTENTIONS x GENDER

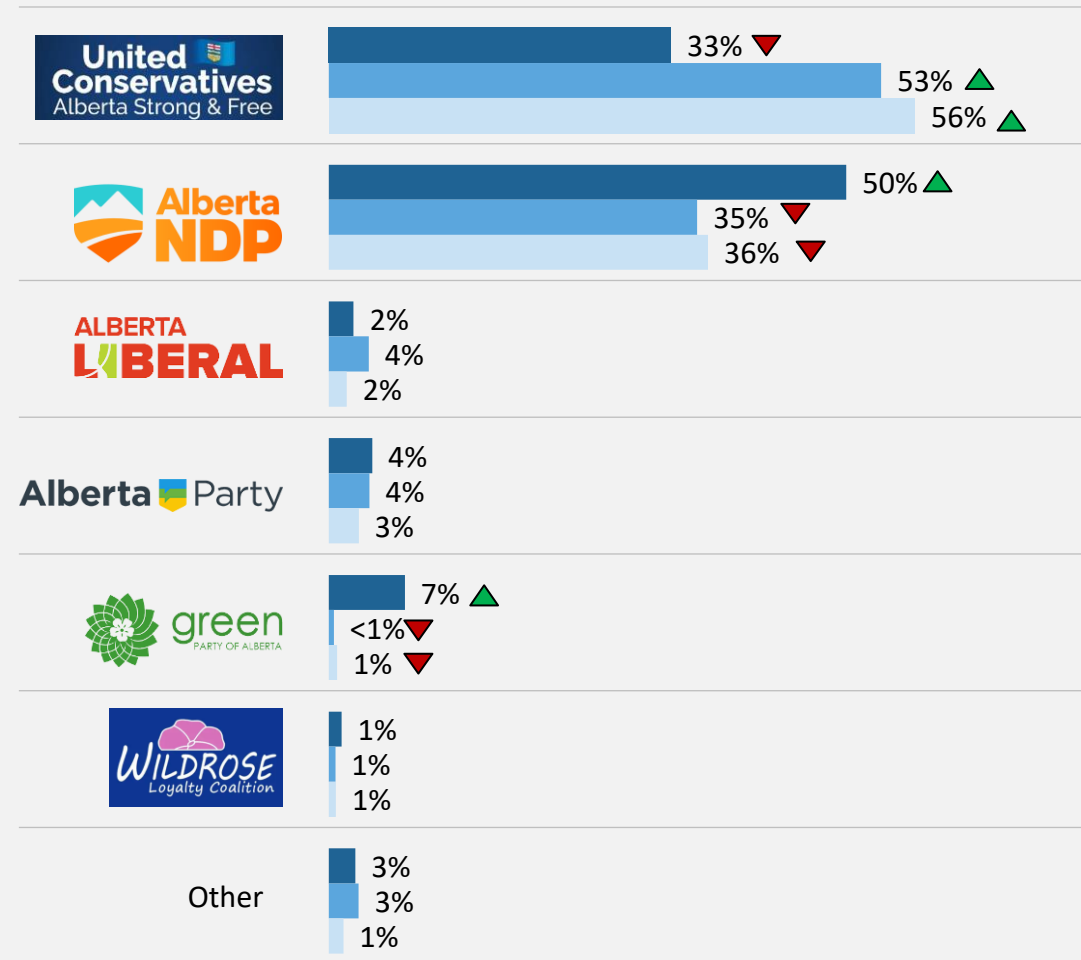
(Among Decided Voters)



■ Male
■ Female

PROVINCIAL VOTING INTENTIONS x AGE

(Among Decided Voters)

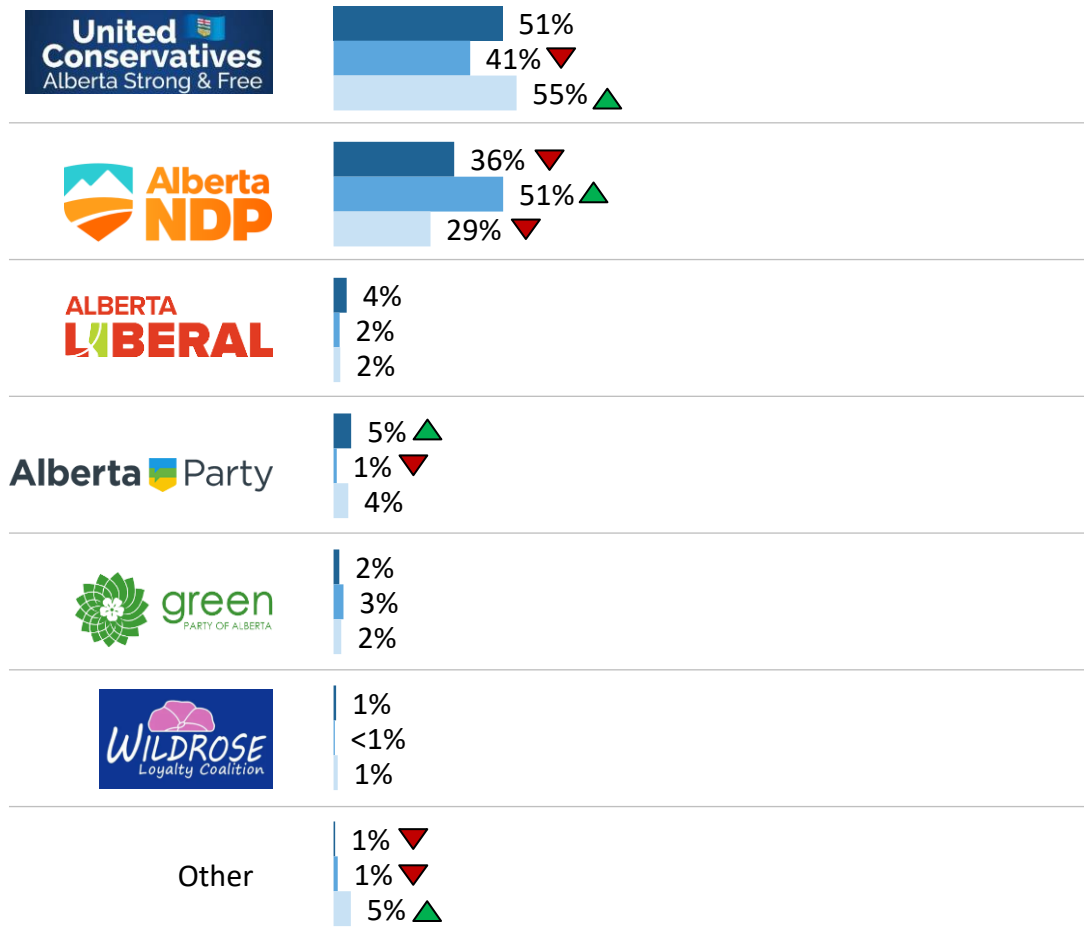


■ 18-34
■ 35-54
■ 55+

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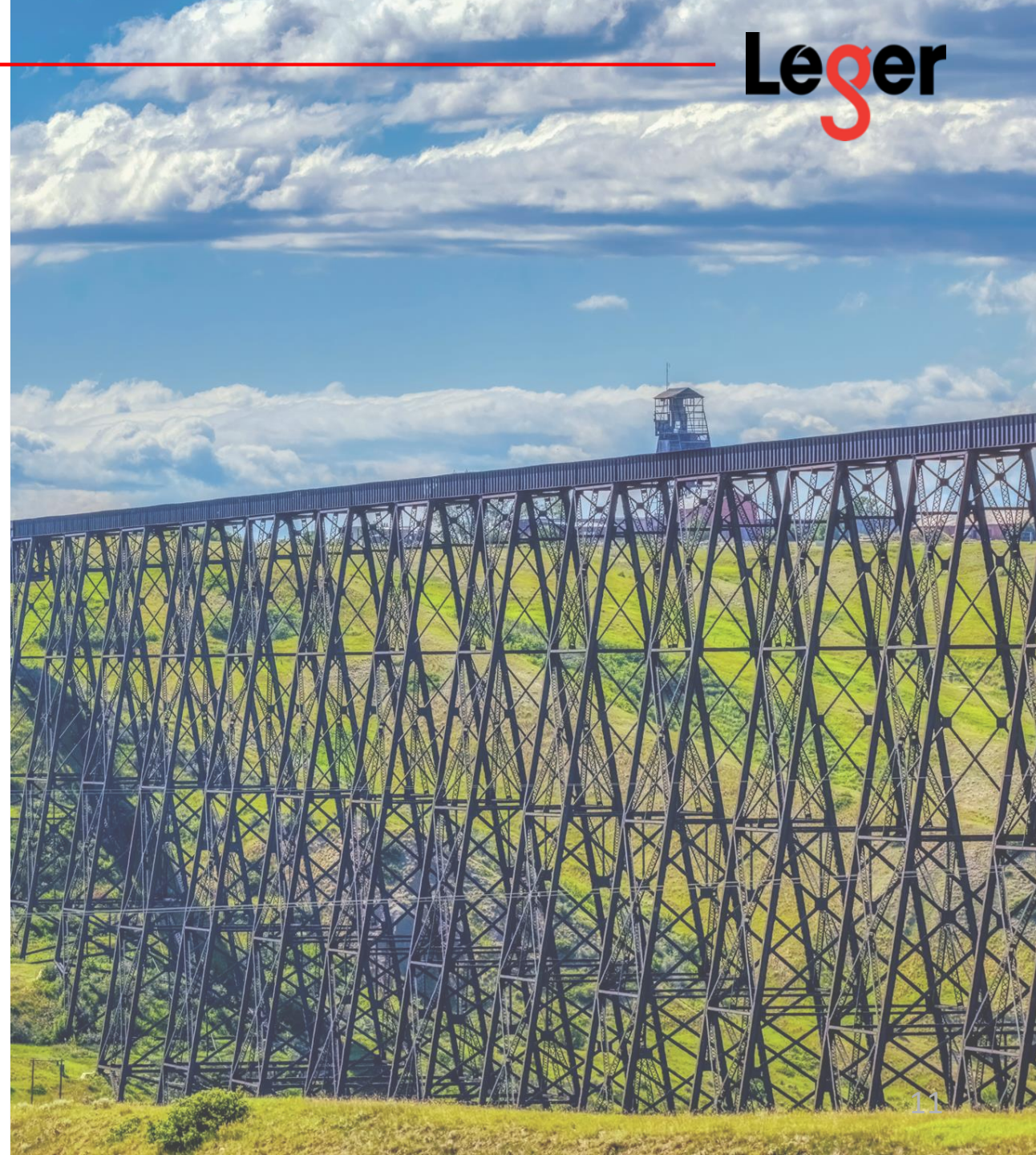
PROVINCIAL VOTING INTENTIONS x REGION

(Among Decided Voters)



▲ Statistically significantly higher than comparison group(s).
▼ Statistically significantly lower than comparison group(s).

■ Calgary
■ Edmonton
■ Rest of AB

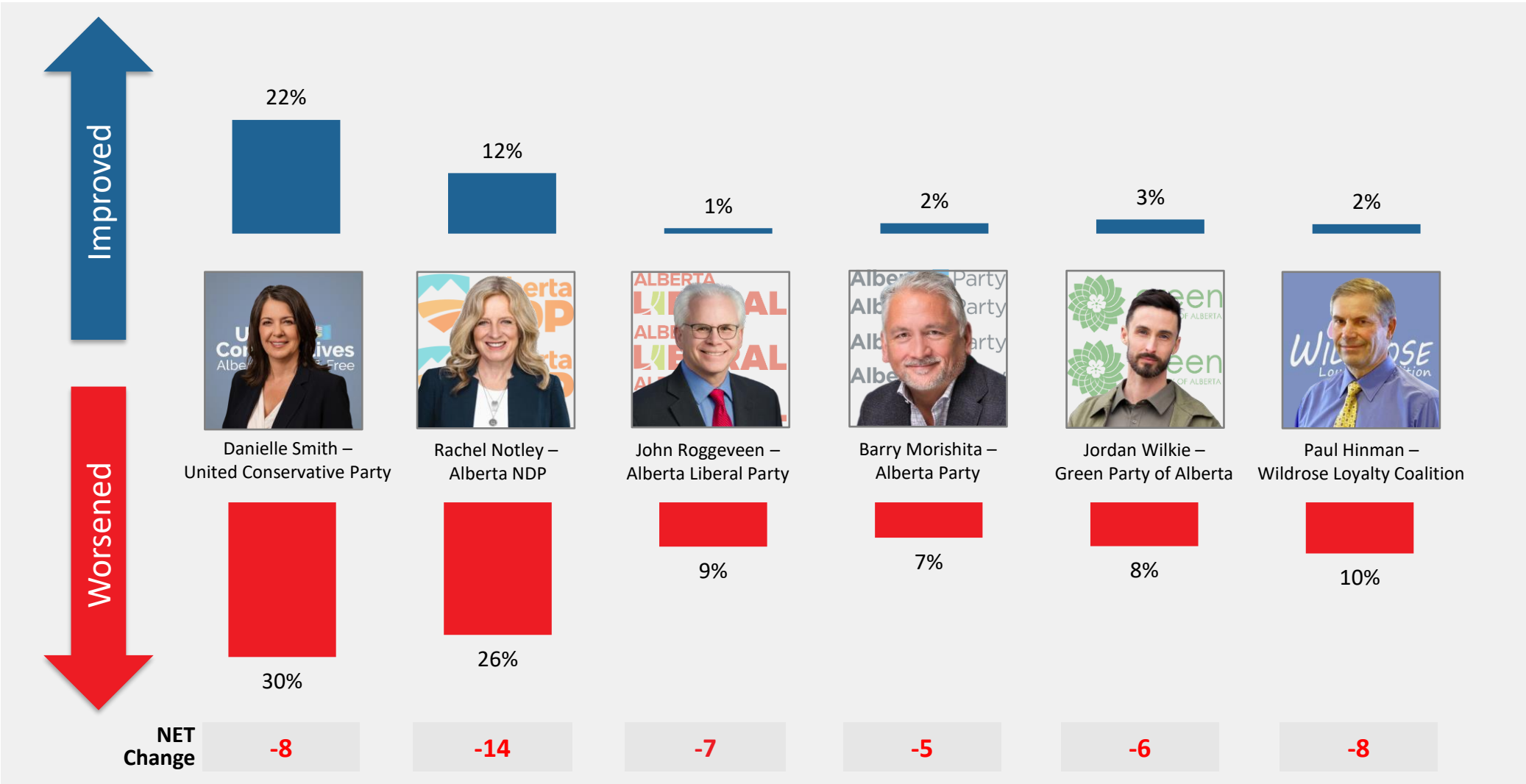


CHANGE IN OPINION OF LEADERS

Opinions of all Alberta provincial party leaders have worsened over the past six months.

Rachel Notley saw the largest drop in NET opinion, with the number of respondents indicating that their opinion of her has worsened being 14% higher than those who indicate it has improved.

While Danielle Smith has experienced the greatest overall improvement in opinion, there has been an overall worsening of opinion, for a NET change of -8%.

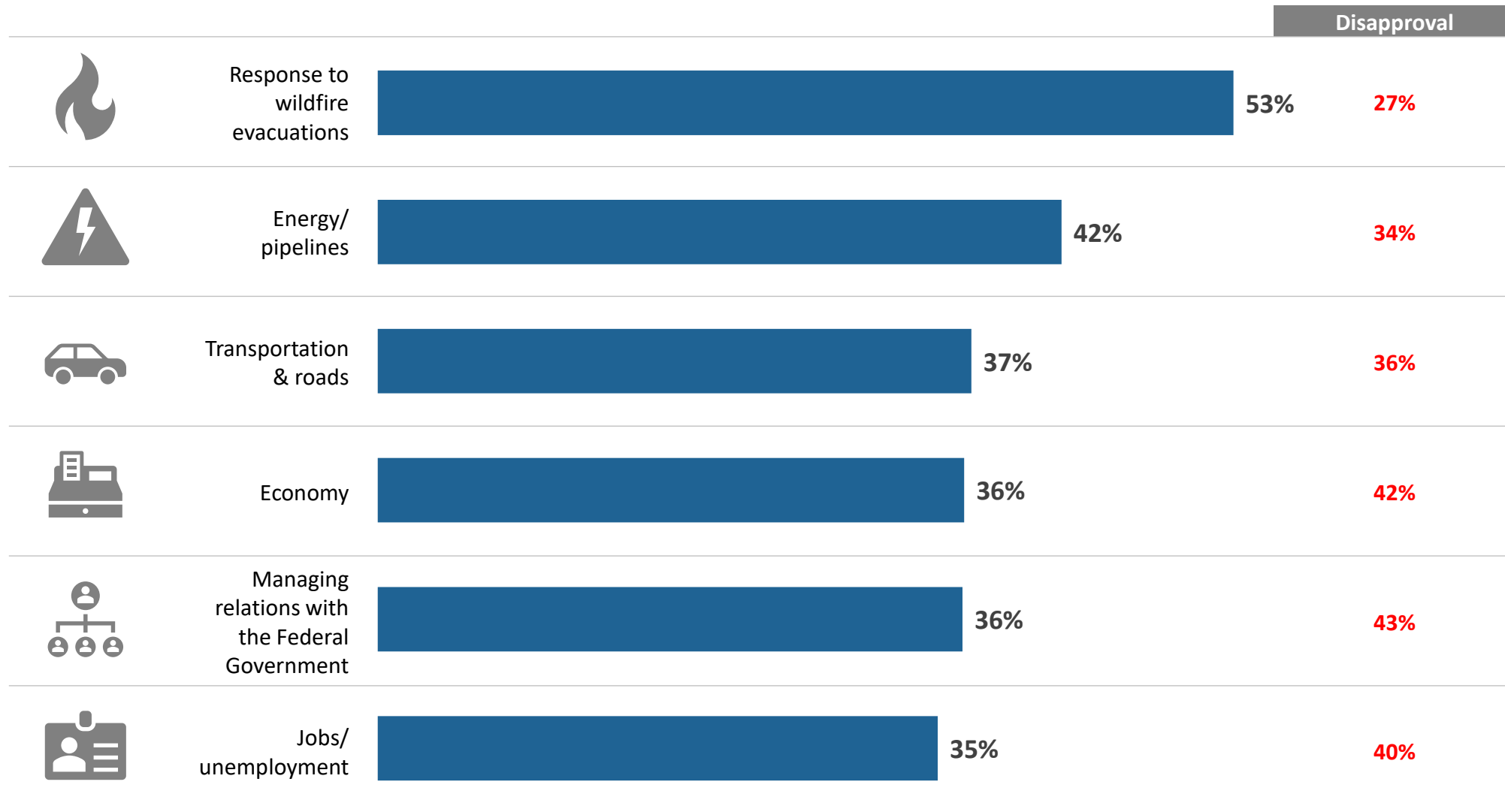


Over the past six months, has your opinion of each of the following leaders improved, stayed the same, or worsened?

APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES

Issue-centric approval ratings for the UCP government generally fall in the 20-40% range, depending on the issue. The party's response to wildfire evacuations was the only issue that received higher approval from Albertans than the 44% approval received by Premier Danielle Smith.

Fewer than half of Albertans believe the UCP has done a good job with any of the other files.



APPROVAL RATING OF CURRENT GOVERNMENT ON ISSUES (cont.)

		Disapproval				Disapproval			
	Environment/ climate change		35%		41%		26%		39%
	Education		35%		43%		25%		38%
	Relations between provincial and municipal governments in Alberta		34%		36%		22%		47%
	Taxes		33%		44%		22%		52%
	Reconciliation with Indigenous Peoples/First Nations		32%		33%		20%		53%
	Health care system		30%		53%		20%		58%
	Crime/ public safety		30%		47%				

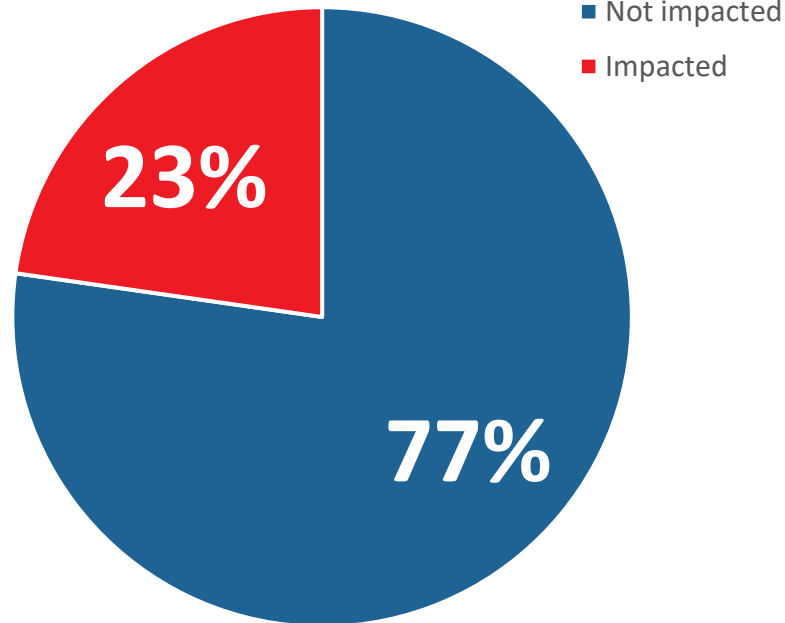


Housing prices/affordability, homelessness, health care system, and poverty all received greater than 50% disapproval from Albertans and are the top 4 issues in terms of disapproval with the way the UCP government is handling them.

ALBERTA WILDFIRE IMPACTS



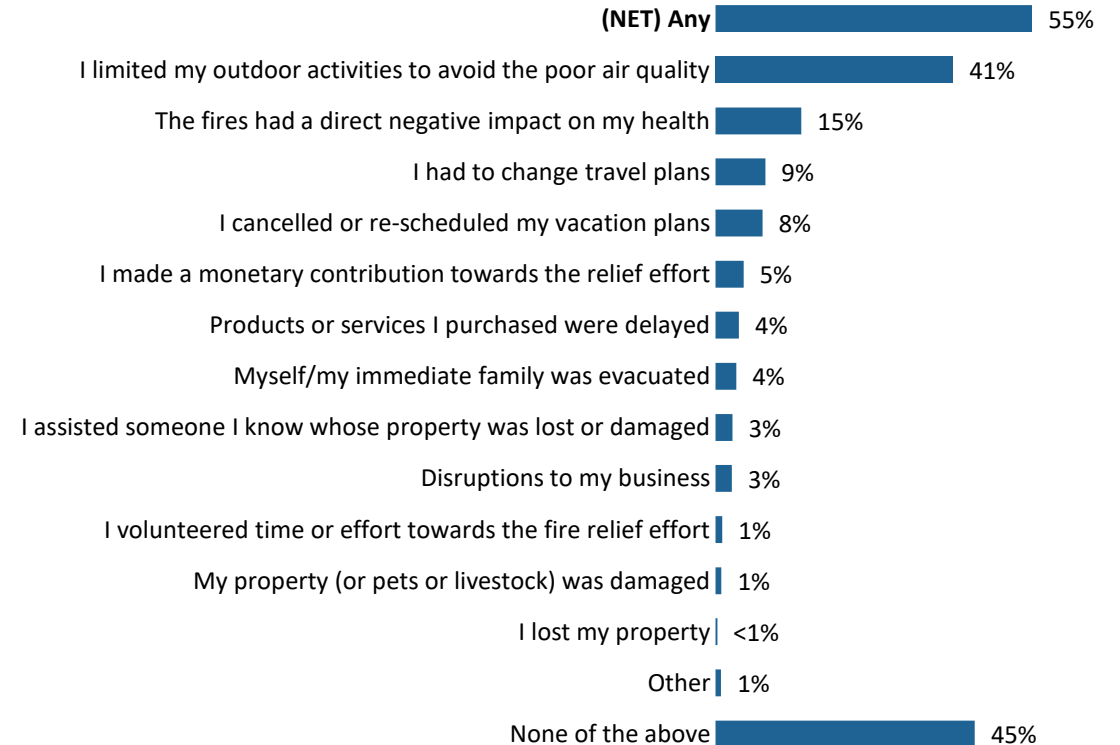
HAVE YOU BEEN IMPACTED?



About one quarter of Albertans report being affected by wildfires.

More than four in ten affected Albertans reported that they limited their time outdoors to avoid poor air quality, while more than one in ten reported direct negative impacts on their health.

HOW HAVE YOU BEEN IMPACTED?



	TOTAL	GENDER		AGE			REGION		
		Male	Female	18-34	35-54	55+	Calgary	Edmonton	Rest of AB
Impacted	23%	22%	24%	23%	24%	22%	21%	22%	25%
Not impacted	77%	78%	76%	77%	76%	78%	79%	78%	75%

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Last year, we conducted
5,626,037 online surveys and
249,523 telephone surveys.



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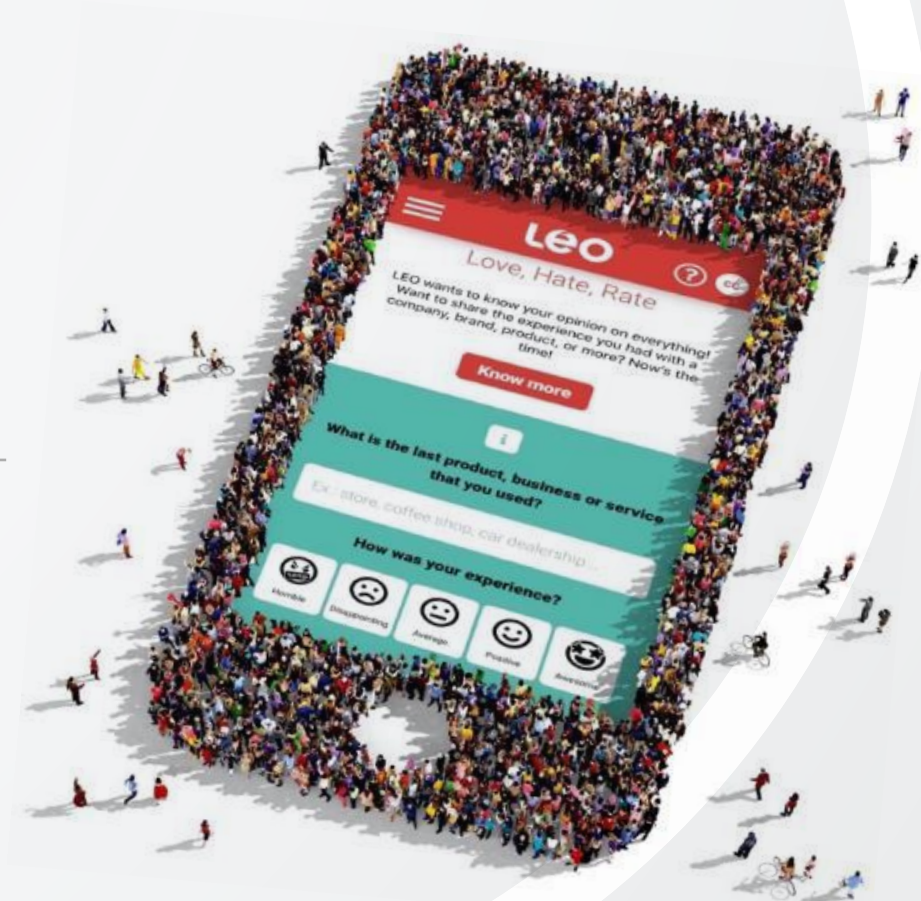
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CMNTY

EXPERIENCE
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