



Leger

REPORT

Alberta Vote Intentions

Alberta Omni Report

DATE 2024-01-19



Methodology



Method

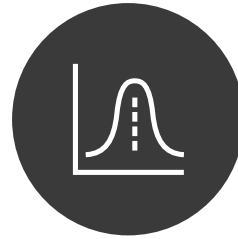
Online survey of n=1,012 Alberta respondents 18 years of age or older with quotas in place to generate a demographically representative sample that aligns with Statistics Canada estimates.

This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.



When

January 12th, 2024 to January 15th, 2024



Margin of error

For comparison purposes, a probability sample of n=1,012 yields a margin of error no greater than $\pm 3.1\%$ (19 times out of 20) for the total Alberta sample.



Weighting

Results were weighted according to **age, gender, region, and education** in order to ensure a representative sample of the Alberta population.

Methodology



Significant differences

Data in bold **red** characters (or with adjacent ↓) indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters (or with adjacent ↑) indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice President, at the following e-mail address:
aenns@leger360.com

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights

From January 12 to 15, 2024, we surveyed Albertans to know more about their voting intentions

Some of the key highlights of our survey include...

- Provincial voting preference continues to shift since Leger last polled in October of last year:
 - After declining slightly in late 2023, UCP support has increased moderately (4 points) from October and now sits at 50% in January 2024
 - After making a relatively large jump in October 2023, NDP ballot has fallen slightly (4 points) and is now sits at 43% in January 2024
- Compared to October of this year, NDP support has decreased most notably in areas outside of Calgary & Edmonton (down 5 points) and among 18 to 34 year olds (down 9 points)



REPORT

**Detailed
Results:
*Alberta Voting***

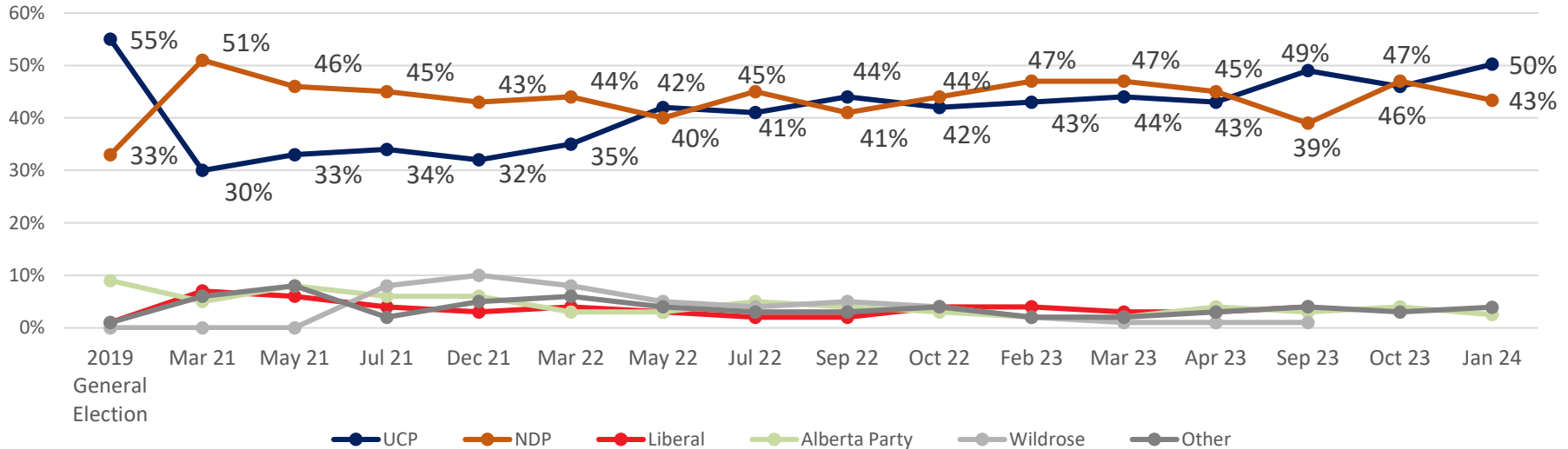


Decided Alberta Voters

Q8. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q9. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Base: Albertans who are decided on who they would vote for in a Provincial election (n=868)



PROVINCIAL VOTING INTENTIONS x GENDER

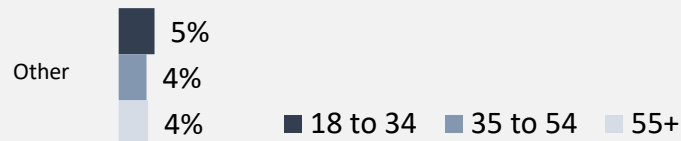
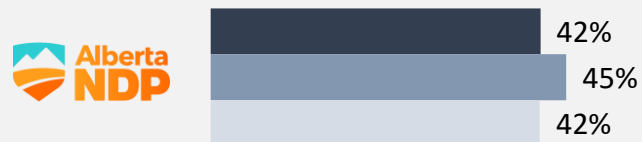
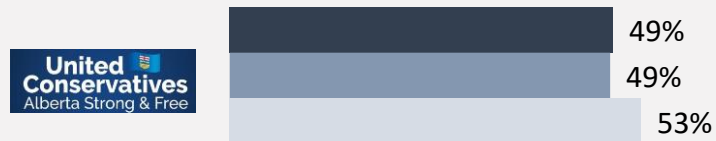
Base: Alberta Decided Voters



■ Male ■ Female

PROVINCIAL VOTING INTENTIONS x AGE

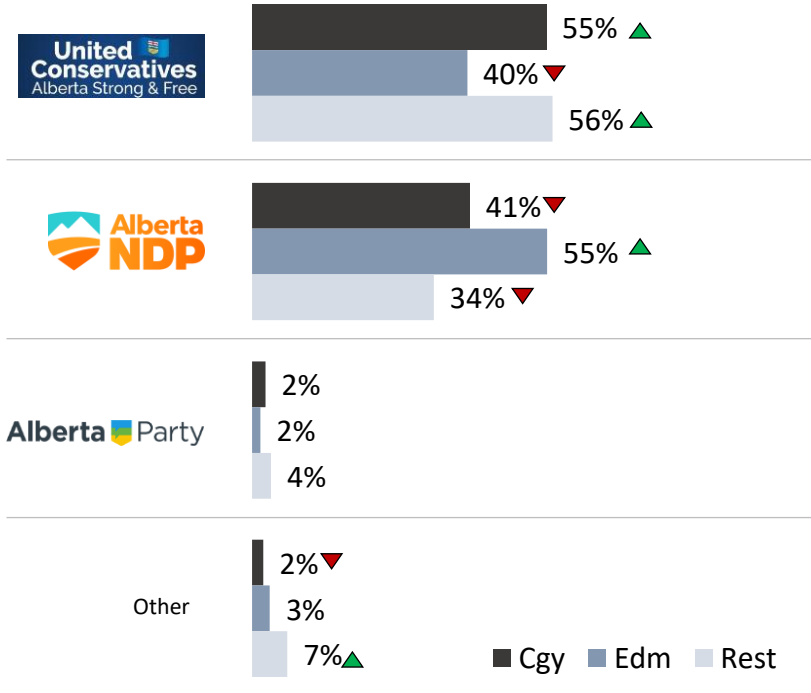
Base: Alberta Decided Voters



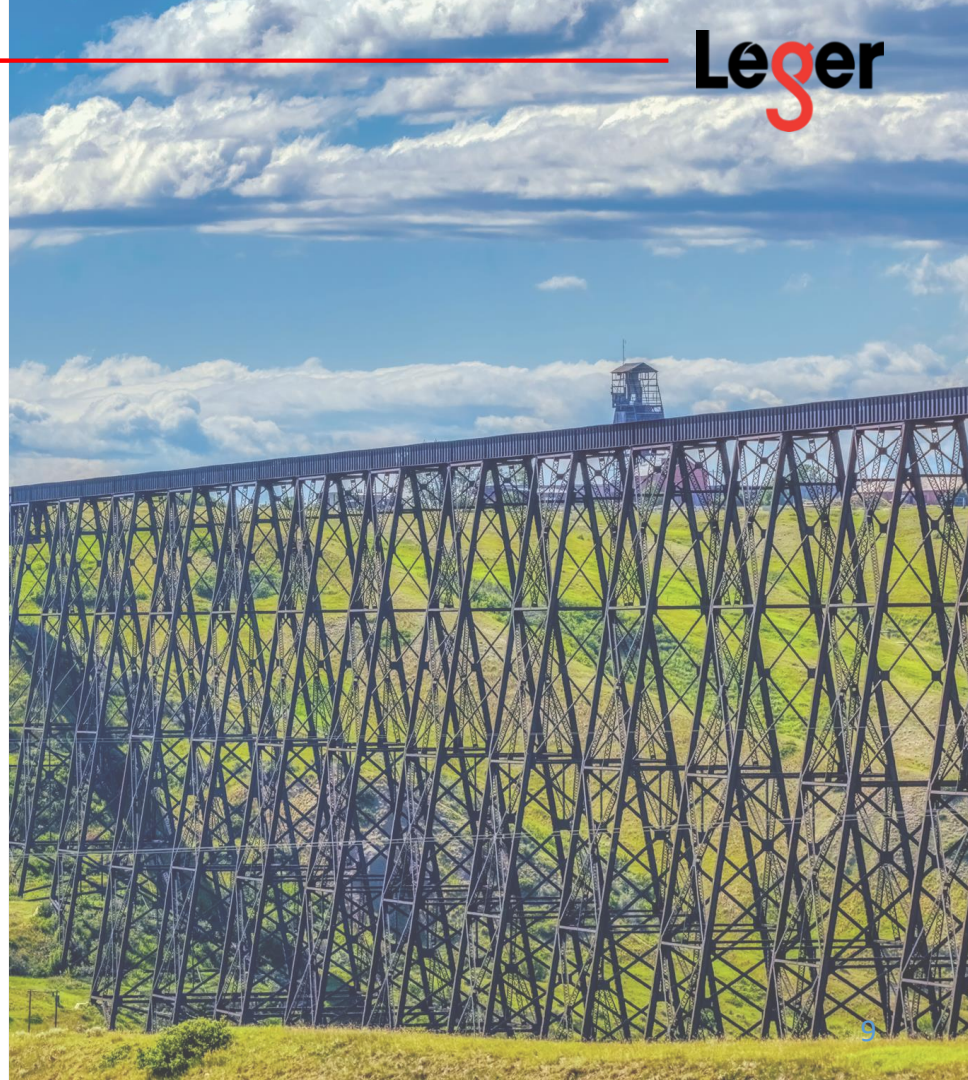
■ 18 to 34 ■ 35 to 54 ■ 55+

PROVINCIAL VOTING INTENTIONS x REGION

Base: Alberta Decided Voters



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



REPORT

Detailed Methodology



Unweighted Sample

The table below presents the Albertan Profile of respondents before weighting.

	Alberta Unweighted n=1,012
Age	
18-34	183
35-54	352
55+	477
Kids in Household	
Yes	265
No	743
Region	
Calgary	338
Edmonton	324
Other	350
Voting Intention (Alberta only)	
Alberta NDP	413
UCP	382

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



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