

Report

February Provincial Polling

February 2023

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METHODOLOGY

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Study Population

Albertans, aged 18 and older.



Data Collection

A total of n=1,002 online surveys were conducted via Leger's LEO Panel, including:

- n=320 in Edmonton CMA
- n=331 in Calgary CMA
- n=351 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans



Interviews were conducted from February 10th to 12th, 2023.



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

Statistical Analysis

As a non-random internet survey, a margin of error is not reported.

If the data were collected through a random sample, the margin of error would be:

- Albertans (n=1,002) $\pm 3.1\%$, 19 times out of 20.
- Edmonton CMA (n=320) $\pm 5.5\%$, 19 times out of 20.
- Calgary CMA (n=331) $\pm 5.4\%$, 19 times out of 20.
- Other Albertans (n=351) $\pm 5.2\%$, 19 times out of 20.

Using data from the 2021 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.

The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.

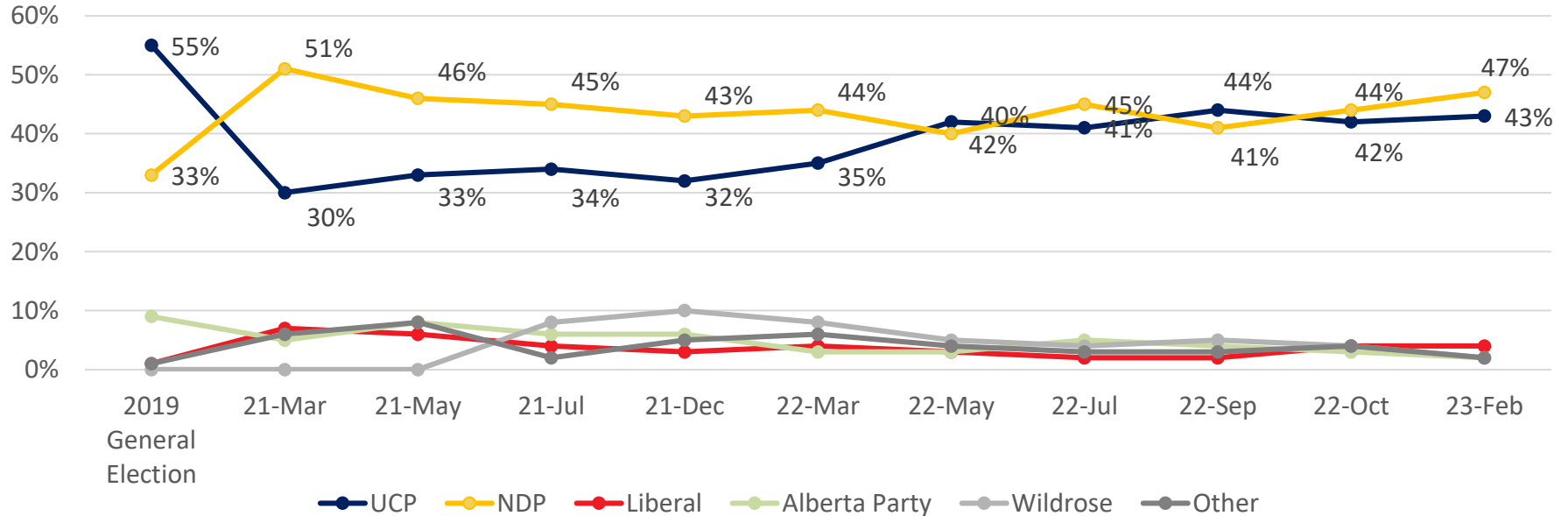
In this report, data in **red** characters indicate a significantly lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in **green** characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.

Detailed Response

Provincial Polling

Decided Voters

A nearly equal proportion of decided voters would vote for the NDP (47%) or the UCP (43%). Since September 2022, the NPD party has increased (+6 pts), while the UCP party has remained stable.



Base: Albertans who are decided or leaning on who they would vote for in a Provincial election (n=847)

Q1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q2. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

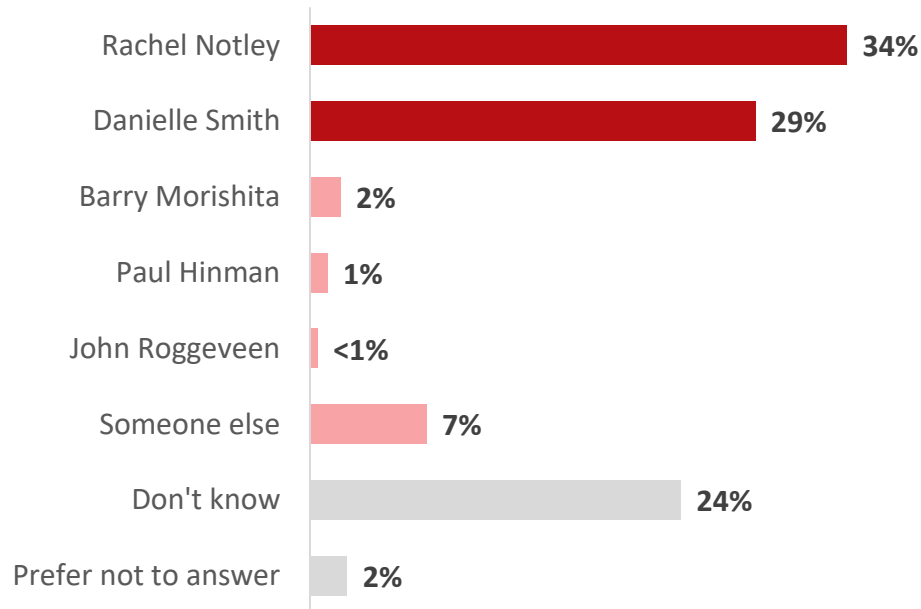
Among decided voters, those in Edmonton are more likely to vote NDP, while those in Calgary or outside of Edmonton or Calgary are more likely to vote UCP.
Of decided Voters, those aged 18-34 are more likely to turn away from the UCP, preferring the NDP or the Alberta Liberal Party.

	Albertans (n=1,002)	Decided Voters (n=847)	Demographic Differences Among Decided Voters								
			Cgy. CMA (n=282)	Edm. CMA (n=279)	Other AB (n=286)	18-34 (n=143)	35-44 (n=150)	45-54 (n=163)	55+ (n=391)	Men (n=379)	Women (n=468)
			Rachel Notley's Alberta NDP	40%	47%	42%	61%	37%	56%	44%	41%
Danielle Smith's The United Conservative Party	36%	43%	47%	32%	53%	29%	45%	52%	49%	42%	45%
John Roggeveen's Alberta Liberal Party	3%	4%	5%	3%	4%	8%	5%	1%	2%	3%	4%
Barry Morishita's Alberta Party	2%	2%	2%	2%	3%	1%	2%	4%	3%	3%	2%
Paul Hinman's Wildrose Independence Party	1%	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%
Some other party	1%	2%	2%	1%	1%	4%	2%	1%	<1%	2%	1%
I don't know/Prefer not to answer	16%	-	-	-	-	-	-	-	-	-	-

Base: Albertans (n=1,002)

Q1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?
 Q2. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

About a third (34%) of Albertans think Rachel Notley would make the best Premier of Alberta, ahead of Danielle Smith (29%). However, about a quarter (24%) remains undecided



Among those who would vote for the NDP party, **83% believe that Rachel Notley would make the best Premier of Alberta**, while **72%** of those who would vote for the UCP **believe Danielle Smith would make the best premier of the province.**

A little more uncertainty seems to surround the UCP partisans.

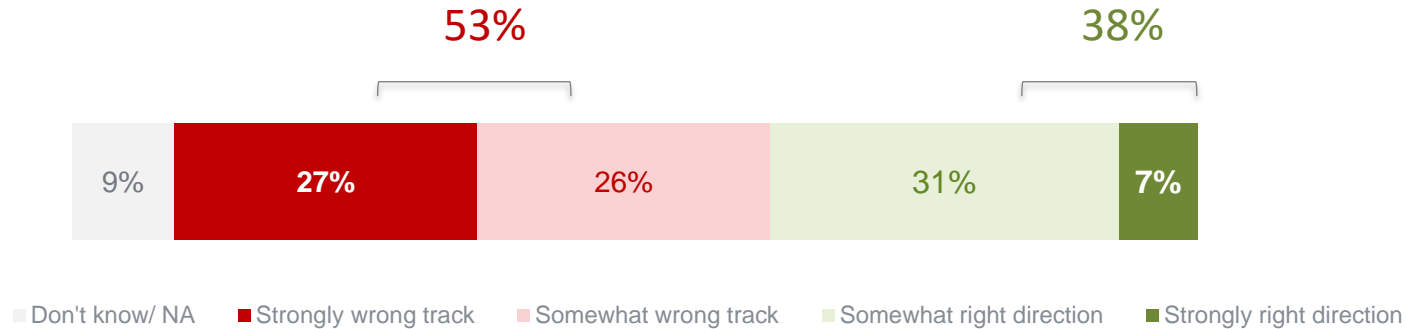
Those in Edmonton are more likely to believe that Rachel Notley would make the best Premier of Alberta than those in Calgary or outside of Edmonton.

	Albertans (n=1,002)									
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=351)	18-34 (n=176)	35-44 (n=175)	45-54 (n=194)	55+ (n=457)	Men (n=426)	Women (n=576)
Rachel Notley	34%	32%	45%	25%	36%	33%	30%	36%	38%	31%
Danielle Smith	29%	31%	20%	35%	20%	27%	30%	35%	33%	25%
Barry Morishita	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%
Paul Hinman	1%	1%	1%	1%	2%	2%	-	1%	1%	2%
John Roggeveen	<1%	<1%	1%	<1%	<1%	1%	<1%	<1%	<1%	<1%
Someone else	7%	9%	6%	8%	6%	9%	7%	8%	6%	9%
Don't know	24%	23%	24%	25%	31%	22%	28%	17%	17%	30%
Prefer not to answer	2%	1%	2%	4%	2%	3%	2%	2%	3%	2%

■ indicates a significantly higher proportion than ■ in the same segment

More than half of Albertans (53%) feel that things are currently going in the wrong direction, including more than one-quarter who feel this strongly.

Edmontonians, those under 35 years old, and women are more concerned than average.



Those in Edmonton feel more that things are going badly in Alberta (64%). Similarly, those under 35 years old and woman feel things are on the wrong track. Conversely, those living in a rural area and those with a college degree see things more positively.

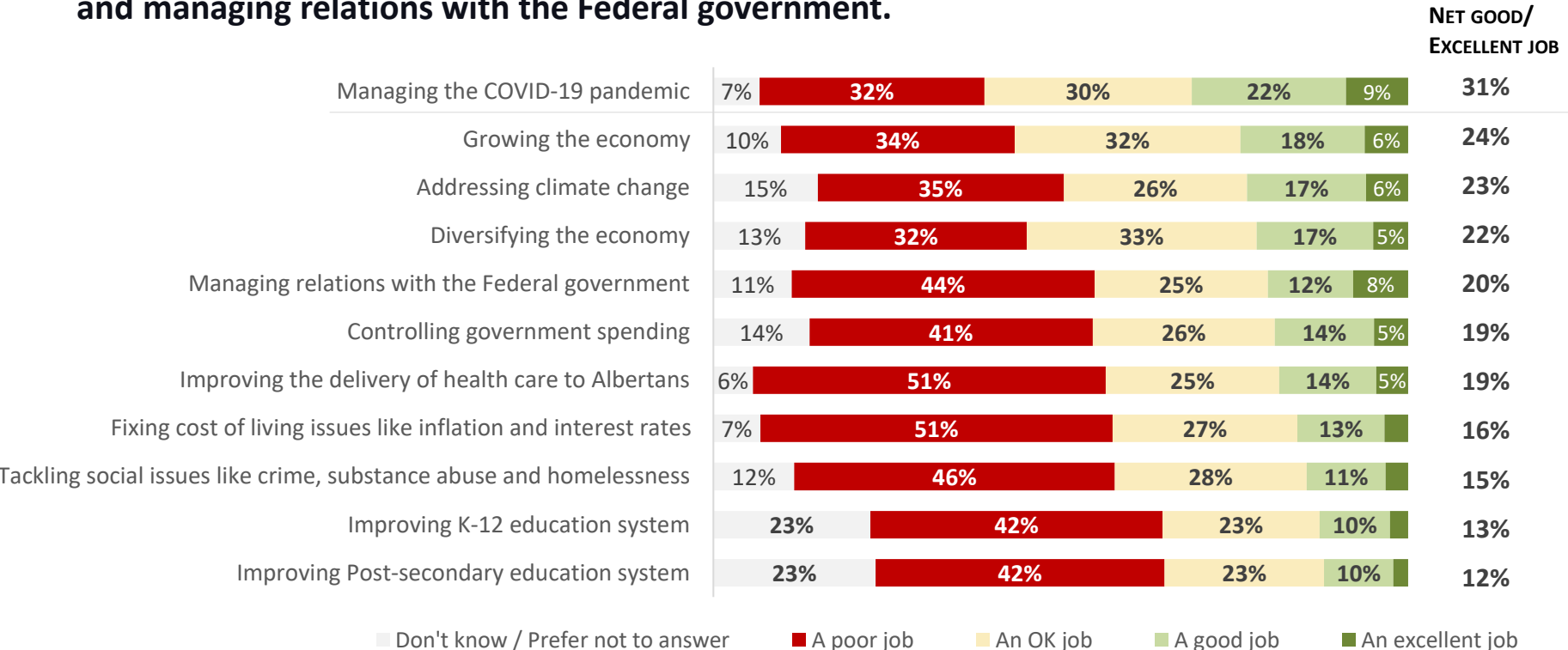
Not surprisingly, those who would vote for the NPD are the most critical and 82% of them think things are going on the wrong track (50% strongly). Conversely, more of those who would vote UCP think that things are going in the right direction (69% including 17% strongly). The undecided voters tend to think things are going badly (51%).

Edmontonians, under 35 years old, and women are the most concerned about the current situation

	Albertans									
	(n=1,002)	Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=351)	18-34 (n=176)	35-44 (n=175)	45-54 (n=194)	55+ (n=457)	Men (n=426)	Women (n=576)
TOTAL RIGHT DIRECTION	38%	39%	30%	45%	28%	39%	34%	46%	43%	32%
Strongly right direction	7%	5%	4%	11%	1%	6%	8%	10%	10%	3%
Somewhat right direction	31%	34%	25%	34%	27%	32%	25%	35%	33%	29%
TOTAL DIRECTION TRACK	53%	52%	64%	42%	62%	44%	58%	49%	49%	57%
Somewhat wrong track	26%	25%	32%	21%	30%	18%	30%	26%	22%	30%
Strongly wrong track	27%	27%	32%	21%	32%	27%	29%	23%	27%	27%
I don't know / Prefer not to answer	9%	9%	6%	13%	10%	17%	9%	5%	7%	11%

% indicates a significantly higher proportion than % in the same segment

Overall, Albertans are quite critical of government actions. With the exception of the management of the COVID-19 pandemic, negative perceptions outnumber positive ones. The main criticisms relate to health care, addressing cost-of-living issues, social issues, and managing relations with the Federal government.



Base: Albertans (n=1,002)

Q4. Over the past few months, how good a job has the Alberta government done on the following issues... Note: Mentions 4% and less not labelled

Overall, women and under 35 years old are more critical of the Alberta Government's actions.

	Albertans (n=1,002)									
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=351)	18-34 (n=176)	35-44 (n=175)	45-54 (n=194)	55+ (n=457)	Men (n=426)	Women (n=576)
TOTAL POSITIVE (Excellent/ good job)										
Managing the COVID-19 pandemic	31%	33%	28%	32%	30%	33%	28%	32%	36%	26%
Growing the economy	24%	29%	16%	27%	14%	26%	22%	32%	28%	21%
Addressing climate change	23%	24%	21%	25%	19%	25%	21%	26%	28%	19%
Diversifying the economy	22%	25%	17%	24%	16%	24%	18%	27%	28%	16%
Managing relations with the Federal government	20%	23%	13%	25%	12%	19%	20%	27%	23%	17%
Controlling government spending	19%	19%	14%	25%	13%	18%	21%	24%	25%	14%
Improving the delivery of health care to Albertans	19%	18%	17%	21%	15%	20%	18%	20%	24%	14%
Fixing cost of living issues like inflation and interest rates	16%	17%	13%	18%	9%	19%	17%	20%	21%	11%
Tackling social issues like crime, substance abuse and homelessness	15%	18%	12%	13%	11%	20%	14%	15%	17%	13%
Improving K-12 education system	13%	14%	11%	13%	11%	15%	11%	14%	16%	10%
Improving Post-secondary education system	12%	13%	10%	13%	9%	12%	11%	15%	15%	9%

Base: Albertans (n=1,002)

Q4. Over the past few months, how good a job has the Alberta government done on the following issues... Note: Mentions 4% and less not labelled

Not surprisingly, those who would vote for the NDP are more critical of the government than those who would vote for the UCP. However, those who would vote for the UCP are more critical of the government on fixing cost of living issues, tackling social issues, and improving education in general.

	Albertans (n=1,002)	Voting intentions	
		NDP (n=426)	UCP (n=339)
TOTAL POSITIVE (Excellent/ good job)			
Managing the COVID-19 pandemic	31%	14%	53%
Growing the economy	24%	7%	50%
Addressing climate change	23%	9%	42%
Diversifying the economy	22%	6%	43%
Managing relations with the Federal government	20%	4%	43%
Controlling government spending	19%	7%	38%
Improving the delivery of health care to Albertans	19%	6%	35%
Fixing cost of living issues like inflation and interest rates	16%	4%	33%
Tackling social issues like crime, substance abuse and homelessness	15%	5%	29%
Improving K-12 education system	13%	5%	23%
Improving Post-secondary education system	12%	3%	23%

	Albertans (n=1,002)	Voting intentions	
		NDP (n=426)	UCP (n=339)
POOR JOB			
	32%	56%	12%
	34%	56%	13%
	35%	66%	10%
	32%	58%	9%
	44%	74%	17%
	41%	57%	24%
	51%	78%	24%
	51%	70%	28%
	46%	70%	24%
	42%	71%	17%
	42%	71%	16%

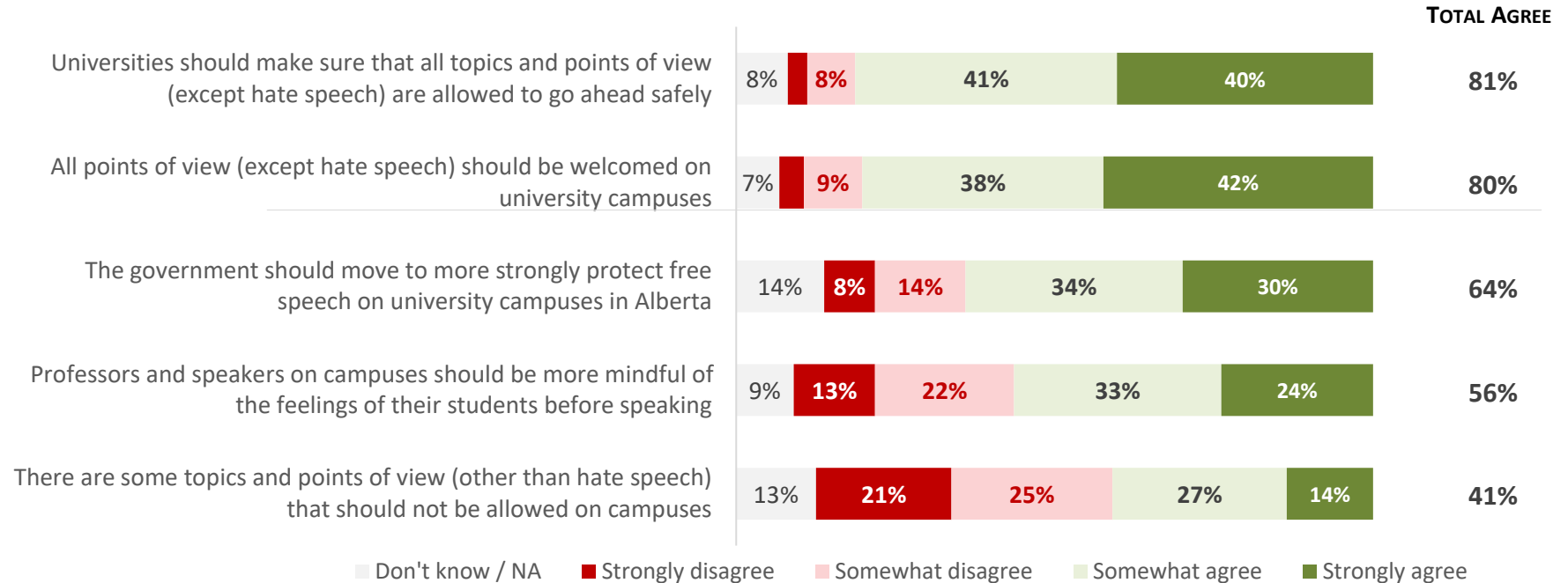
Voting intentions
UCP (n=339)
Positive - Poor job
41*
36
33
34
25
14
11
5
5
6
6

*: among those who would be more likely to vote for UCP, there is a 41-point difference between the percentage of those who think the government does a good or excellent job and those who think it does a poor job.

Base: Albertans (n=1,002)

Q4. Over the past few months, how good a job has the Alberta government done on the following issues... Note: Mentions 4% and less not labelled

Most Albertans support free speech on university campuses and agree that universities should ensure that free speech can take place safely. About two-thirds agree that the government should provide strong protection for free speech on Alberta's university campuses.



Base: Albertans (n=1,002)

Q6. There has been some recent discussion about speakers and professors on university campuses in Alberta and free speech. How much do you agree or disagree with the following statements about free speech on university campuses. ... Note: Mentions 4% and less not labelled.

Interestingly, people aged 18-34 are somewhat more cautious about free speech and the role of the government on providing strong protection to allow free speech on university campuses.

	Albertans (n=1,002)									
	Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=351)	18-34 (n=176)	35-44 (n=175)	45-54 (n=194)	55+ (n=457)	Men (n=426)	Women (n=576)	
TOTAL AGREE (Strongly/ somewhat)										
Universities should make sure that all topics and points of view (except hate speech) are allowed to go ahead safely	81%	81%	81%	82%	76%	82%	83%	84%	82%	80%
All points of view (except hate speech) should be welcomed on university campuses	80%	82%	81%	78%	73%	81%	84%	84%	81%	80%
The government should move to more strongly protect free speech on university campuses in Alberta	64%	65%	64%	63%	57%	66%	67%	67%	67%	61%
Professors and speakers on campuses should be more mindful of the feelings of their students before speaking	56%	59%	55%	55%	57%	60%	55%	54%	53%	60%
There are some topics and points of view (other than hate speech) that should not be allowed on campuses	41%	45%	39%	38%	53%	36%	41%	35%	39%	43%

Base: Albertans (n=1,002)

Q6. There has been some recent discussion about speakers and professors on university campuses in Alberta and free speech. How much do you agree or disagree with the following statements about free speech on university campuses. ...

Those who would be more likely to vote for the United Conservative Party support greater freedom of speech on university campuses and agree more that universities should ensure that free speech can take place safely compared to those who would be more likely to vote for the NDP.

	Albertans (n=1,002)	Voting intentions	
		NDP (n=426)	UCP (n=339)
TOTAL AGREE (Strongly/ somewhat)			
Universities should make sure that all topics and points of view (except hate speech) are allowed to go ahead safely	81%	78%	86%
All points of view (except hate speech) should be welcomed on university campuses	80%	75%	88%
The government should move to more strongly protect free speech on university campuses in Alberta	64%	53%	78%
Professors and speakers on campuses should be more mindful of the feelings of their students before speaking	56%	66%	47%
There are some topics and points of view (other than hate speech) that should not be allowed on campuses	41%	48%	31%

The largest gap in perception stands in the role the government should play on this issue. Those who would be more likely to vote for the UCP expect a stronger move from the government.

Base: Albertans (n=1,002)

Q6. There has been some recent discussion about speakers and professors on university campuses in Alberta and free speech. How much do you agree or disagree with the following statements about free speech on university campuses. ...



RESPONDENT PROFILE

RESPONDENT PROFILE: Age, Gender, Children in Household, Income

	Albertans			
	(n=1,002)	Calgary CMA (n=331)	Edmonton CMA (n=320)	Other AB (n=351)
Age				
18-34	27%	29%	30%	23%
35-54	37%	38%	36%	36%
55-64	17%	16%	16%	19%
65+	19%	17%	19%	23%
Gender				
Male	49%	49%	49%	47%
Female	51%	51%	51%	53%
Children Under 18 in Household				
Yes	29%	31%	28%	27%
No	71%	69%	72%	73%
I prefer not to answer	<1%	<1%	-	<1%
Household Income				
Under \$40K	19%	13%	22%	22%
\$40K-<\$80K	28%	31%	26%	27%
\$80K+	43%	46%	41%	41%
I prefer not to answer	10%	10%	11%	9%

RESPONDENT PROFILE: Employment

	Albertans			
	(n=1,002)	Calgary CMA (n=331)	Edmonton CMA (n=320)	Other AB (n=351)
Employed	56%	60%	55%	53%
Working full time	40%	44%	40%	37%
Working part time	10%	9%	11%	8%
Self-employed / freelance work	6%	7%	4%	7%
Student	7%	8%	10%	3%
Homemaker	6%	4%	5%	9%
Unemployed	8%	7%	7%	8%
Retired	23%	20%	23%	26%
I prefer not to answer	1%	1%	1%	1%

RESPONDENT PROFILE: Home Ownership, Urban vs. Rural

	Albertans (n=1,002)			
		Calgary CMA (n=331)	Edmonton CMA (n=320)	Other AB (n=351)
Home Ownership				
Own	70%	72%	65%	73%
Rent	28%	26%	32%	25%
I prefer not to answer	2%	2%	3%	2%
Urban vs. Rural				
Urban area	48%	48%	63%	31%
Suburban area	35%	43%	28%	32%
Rural area	16%	6%	9%	35%
I don't know / I prefer not to answer	2%	2%	<1%	2%

RESPONDENT PROFILE: Education, First Language

	Albertans (n=1,002)			
		Calgary CMA (n=331)	Edmonton CMA (n=320)	Other AB (n=351)
Education				
High School or Less	31%	28%	32%	34%
College/Diploma	38%	34%	37%	43%
University	31%	38%	32%	22%
I prefer not to answer	<1%	-	-	1%
Language Spoken				
French	3%	3%	2%	6%
English	81%	76%	79%	88%
Other	6%	6%	9%	2%
French and other	<1%	<1%	<1%	-
English and other	6%	10%	6%	2%
Other and other	1%	2%	1%	1%

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