Report

March Provincial Polling

March 2023

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Methodology

METHODOLOGY

Study Population
Albertans, ages 18 and older.

Data Collection
A total of n=1,001 online surveys were conducted via Leger's LEO Panel, including:

- n=321 in Edmonton CMA
- n=330 in Calgary CMA
- n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans

Interviews were conducted from March 24th to 27th, 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=1,001) ±3.1%, 19 times out of 20.
- Edmonton CMA (n=321) ±5.5%, 19 times out of 20.
- Calgary CMA (n=330) ±5.4%, 19 times out of 20.
- Other Albertans (n=350) ±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 bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in **green** characters indicate a significantly higher proportion than that of other respondents.
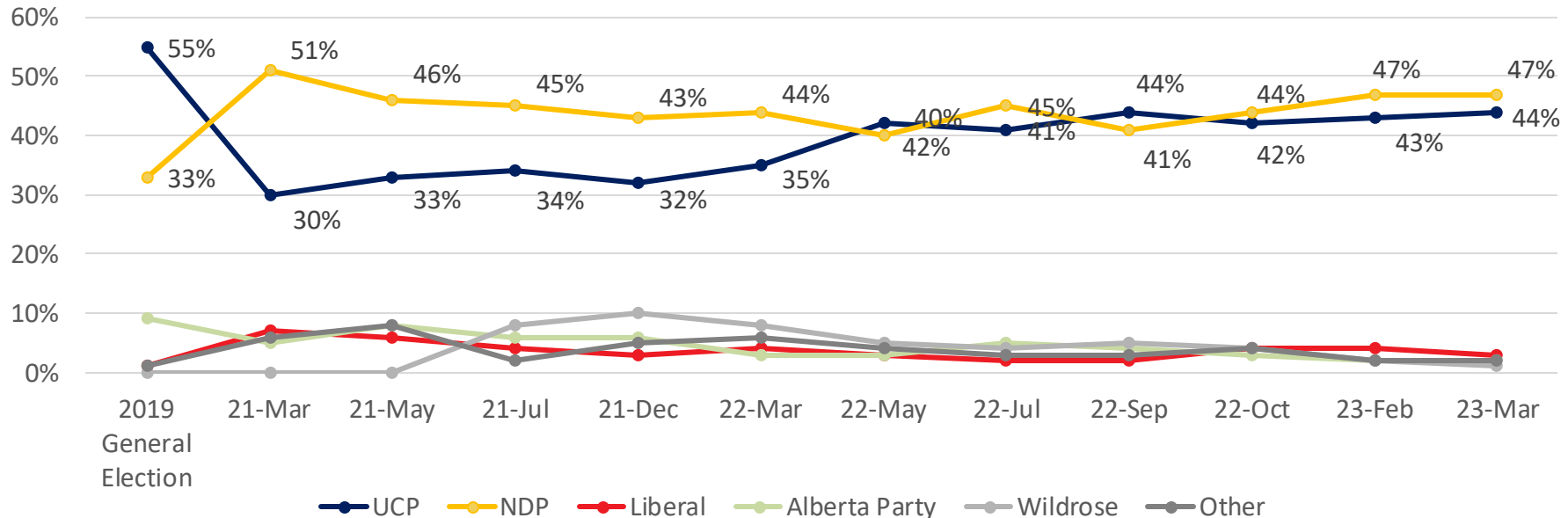
Detailed Responses

Provincial Polling

Decided Voters

A nearly equal proportion of decided voters would vote for the NDP (47%) or the UCP (44%).
Since September 2022, voting intentions for the NDP have been trending upwards while the UCP party has remained stable.

UCP values: 55%, 30%, 33%, 34%, 32%, 35%, 42%, 41%, 44%, 42%, 43%, 44%

NDP values: 33%, 51%, 46%, 45%, 43%, 44%, 40%, 45%, 41%, 44%, 47%, 47%

Legend: UCP, NDP, Liberal, Alberta Party, Wildrose, Other

X-axis: 2019 General Election, 21-Mar, 21-May, 21-Jul, 21-Dec, 22-Mar, 22-May, 22-Jul, 22-Sep, 22-Oct, 23-Feb, 23-Mar

Base: Albertans who are decided on who they would vote for in a Provincial election (n=862)
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?

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Among decided voters, those in Edmonton are more likely to vote NDP, while those outside of Edmonton or Calgary are more likely to vote UCP.

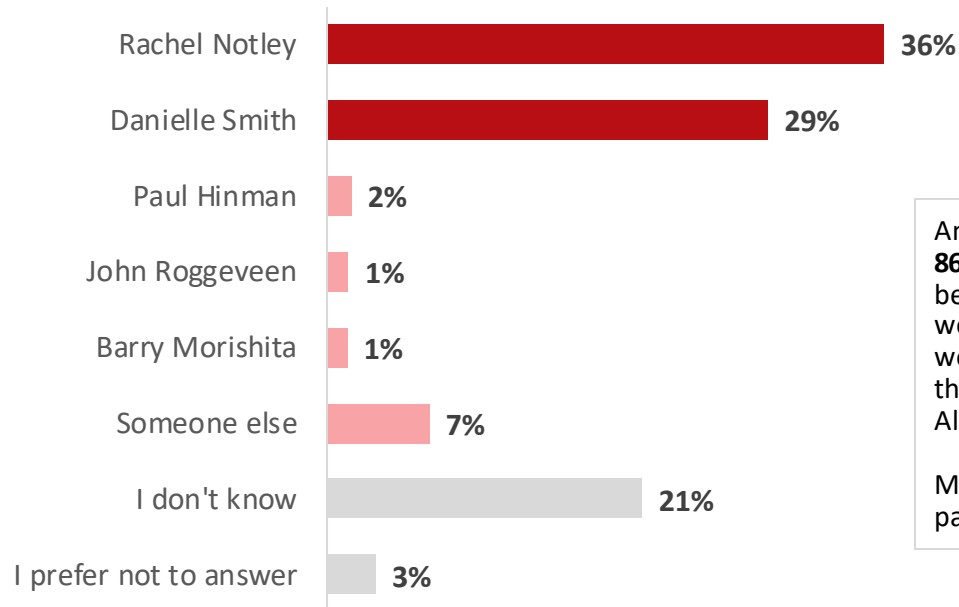|	Albertans (n=1,001)	Decided Voters (n=862)	Demographic Differences Among Decided Voters								
			Cgy. CMA (n=287)	Edm. CMA (n=282)	Other AB (n=293)	18-34 (n=145)	35-44 (n=128)	45-54 (n=171)	55+ (n=418)	Men (n=397)	Women (n=465)
Rachel Notley's Alberta NDP	40%	47%	44%	59%	34%	52%	46%	42%	45%	50%	43%
Danielle Smith's United Conservative Party	38%	44%	44%	35%	56%	35%	46%	48%	47%	42%	46%
John Roggeveen's Alberta Liberal Party	3%	3%	4%	2%	3%	7%	2%	2%	2%	2%	4%
Barry Morishita's Alberta Party	2%	2%	4%	1%	2%	2%	3%	2%	2%	2%	3%
Paul Hinman's Wildrose Independence Party	1%	1%	2%	<1%	2%	2%	1%	1%	1%	1%	1%
Some other party	2%	2%	2%	2%	3%	2%	2%	5%	2%	2%	2%
I don't know / I prefer not to answer	15%	-	-	-	-	-	-	-	-	-	-

Data in green indicates a significantly higher proportion than data in red in the same segment.

Base: Albertans (n=1,001)
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?

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Almost four-in-ten Albertans (36%) believe Rachel Notley would make the best Premier of Alberta, ahead of Danielle Smith (29%). However, about one fifth (21%) remain undecided.

Rachel Notley	36%
Danielle Smith	29%
Paul Hinman	2%
John Roggeveen	1%
Barry Morishita	1%
Someone else	7%
I don't know	21%
I prefer not to answer	3%

Among those who would vote for the NDP party, **86% believe that Rachel Notley** would make the best Premier of Alberta, while **71%** of those who would vote for the UCP **believe Danielle Smith** would make the best Premier of the province (10% think someone else would make the best Premier of Alberta, and 14% don't know).

More uncertainty seems to surround the UCP partisans.

Base: Albertans (n=1,001)
Q5. Which of the following leaders of Alberta's political parties do you believe would make the best Premier of Alberta?
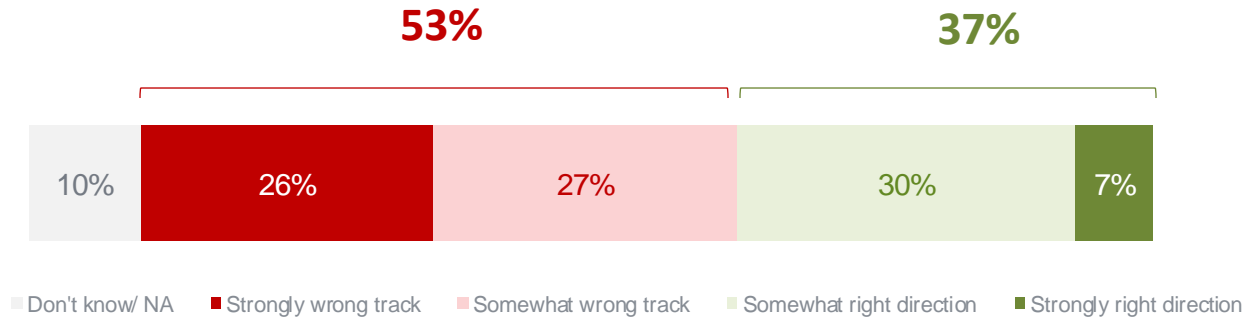
Those in Edmonton are more likely to believe that Rachel Notley would make the best Premier of Alberta than those residing in Calgary or outside of the two cities, while Danielle Smith is perceived as the best candidate for the position of Premier in Calgary and outside of these two cities.
Women and younger voters (18-34) show higher levels of uncertainty regarding their preferred candidate.

	Albertans (n=1,001)	Cgy. CMA (n=330)	Edm. CMA (n=321)	Other AB (n=350)	18-34 (n=191)	35-44 (n=151)	45-54 (n=194)	55+ (n=465)	Men (n=437)	Women (n=564)
Rachel Notley	36%	35%	46%	27%	33%	37%	33%	40%	41%	32%
Danielle Smith	29%	30%	22%	34%	20%	28%	37%	32%	30%	27%
Paul Hinman	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%
John Roggeveen	1%	3%	2%	<1%	4%	<1%	-	1%	2%	1%
Barry Morishita	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
Someone else	7%	5%	5%	10%	5%	11%	5%	7%	7%	6%
I don't know	21%	19%	20%	23%	27%	19%	21%	17%	14%	27%
I prefer not to answer	3%	5%	1%	4%	8%	1%	1%	2%	3%	3%

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Base: Albertans (n=1,001)
Q5. Which of the following leaders of Alberta's political parties do you believe would make the best Premier of Alberta?

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

53%   37%

| 10% | 26% | 27% | 30% | 7% |

■ Don't know/ NA   ■ Strongly wrong track   ■ Somewhat wrong track   ■ Somewhat right direction   ■ Strongly right direction
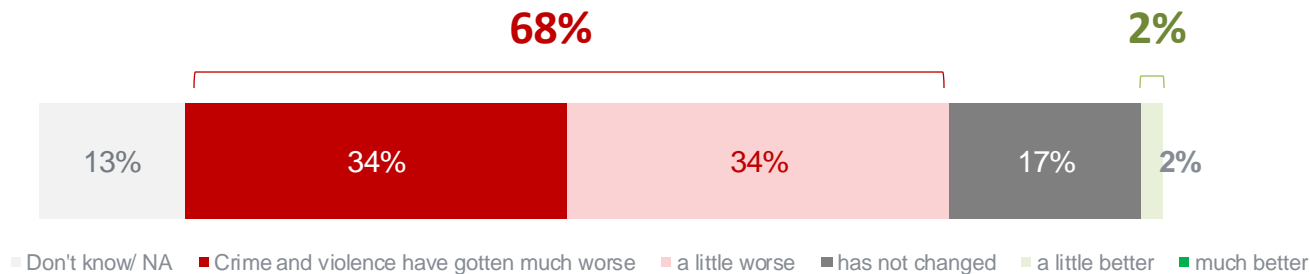
Not surprisingly, those who would vote for the NPD are the most critical; 82% of them feel things are going on the wrong track (48% strongly). Conversely, more of those who would vote UCP feel that things are going in the right direction (70%, including 17% strongly).

Albertans aged 55 and over hold a slightly more positive view of the situation than younger Albertans (aged 18-34).

	Albertans (n=1,001)	Cgy. CMA (n=330)	Edm. CMA (n=321)	Other AB (n=350)	18-34 (n=191)	35-44 (n=151)	45-54 (n=194)	55+ (n=465)	Men (n=437)	Women (n=564)
TOTAL RIGHT DIRECTION	**37%**	**39%**	**33%**	**40%**	**31%**	**36%**	**38%**	**41%**	**38%**	**36%**
Strongly right direction	7%	7%	6%	10%	7%	3%	6%	11%	9%	6%
Somewhat right direction	30%	32%	27%	30%	24%	33%	33%	31%	30%	30%
TOTAL WRONG TRACK	**53%**	**52%**	**56%**	**49%**	**49%**	**55%**	**52%**	**55%**	**51%**	**54%**
Strongly wrong track	26%	24%	29%	25%	26%	23%	23%	29%	24%	28%
Somewhat wrong track	27%	28%	27%	24%	23%	31%	30%	25%	27%	26%
DK / Prefer not to answer	10%	9%	11%	11%	20%	9%	9%	4%	10%	10%

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Base: Albertans (n=1,001)
Q3. Taking everything into account how do you feel things are going these days in Alberta. Are things going in the right direction or are they off on the wrong track?

More than two-thirds of Albertans (68%) feel the level of crime and violence has gotten worse compared to the situation before the pandemic, while only 2% think it has gotten better. Even among intention voters for the NDP and the UCP, there is consensus on the fact that the level of crime and violence has worsened.

68%   **2%**

| 13% | 34% | 34% | 17% | 2% |

▪ Don't know/ NA ▪ Crime and violence have gotten much worse ▪ a little worse ▪ has not changed ▪ a little better ▪ much better

More Albertans aged 45 and over feel the level of crime and violence has gotten worse compared to the situation before the pandemic (75% for those aged 55+ and 78% for those aged 45-54), whereas younger Albertans (18-34) don't know (23%).

There is no significant difference between those who would vote for the NDP and those who would vote for the UCP.

Base: Albertans (n=1,001)
Q7 How does the current level of crime and violence in Alberta compare to the situation before the pandemic?

Albertans see socio-economic conditions, drug addiction, insufficient penalties, and mental health issues as the main reasons for the deterioration of the level of crime and violence.
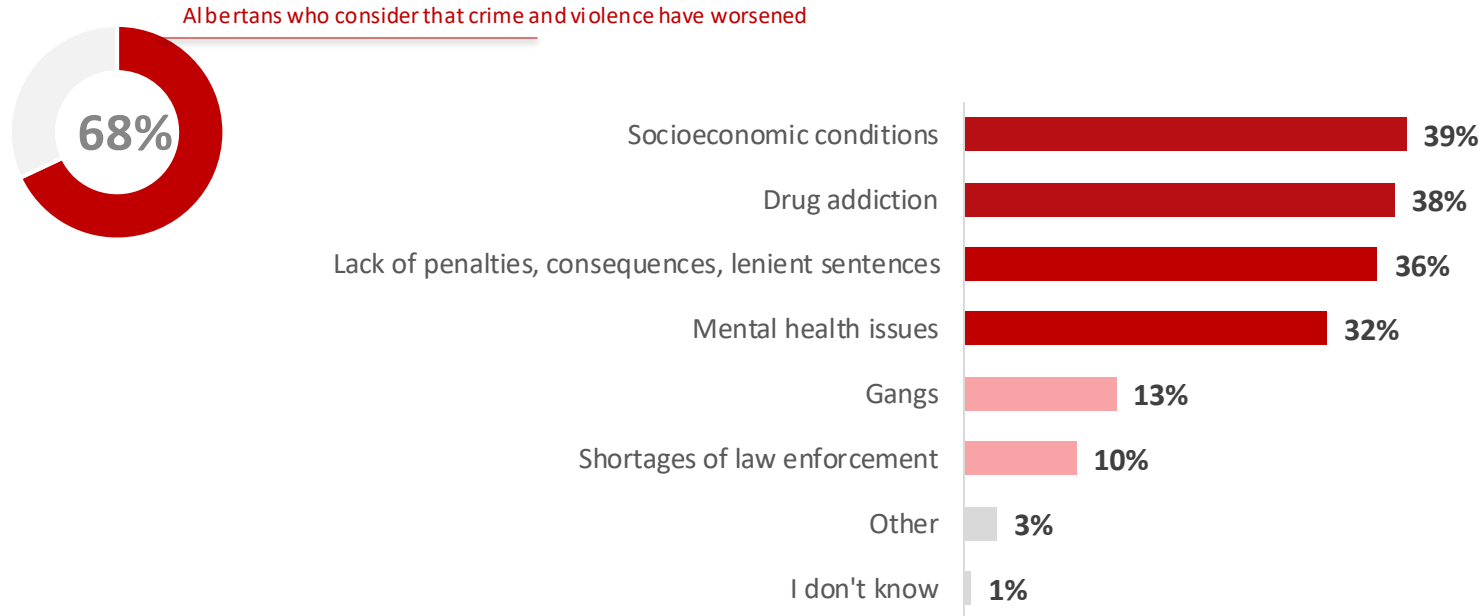
Albertans who consider that crime and violence have worsened

68%

Socioeconomic conditions	**39%**
Drug addiction	**38%**
Lack of penalties, consequences, lenient sentences	**36%**
Mental health issues	**32%**
Gangs	**13%**
Shortages of law enforcement	**10%**
Other	**3%**
I don't know	**1%**

Base: Albertans who consider that crime and violence have gotten worse (n=685)
Q8 What do you think is behind the increase of crime and violence in Alberta? Please select your top two reasons.

While those who would vote for the UCP believe that lack of penalties/consequences is the main reason for the deterioration, more of those who would vote for the NDP, consider socioeconomic conditions and mental health issues to be the main reasons.

	Voting intention	
	NDP (n=310)	UCP (n=252)
Socioeconomic conditions	47%	30%
Drug addiction	38%	34%
Lack of penalties, consequences, lenient sentences	29%	47%
Mental health issues	40%	25%
Gangs	11%	16%
Shortages of law enforcement	10%	10%
Other	2%	3%
I don't know	1%	-

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Base: Albertans who consider that crime and violence have gotten worse (n=685)
Q8 What do you think is behind the increase of crime and violence in Alberta? Please select your top two reasons.

More Albertans ages 55 and over, men, and those residing outside Edmonton or Calgary, consider a lack of penalty to be the main reason for the deterioration of the level of crime and violence, while Albertans under 55 and women, attribute the situation more to socio-economic conditions.

	Albertans (n=685)	Cgy. CMA (=230)	Edm. CMA (n=231)	Other AB (n=224)	18-34 (n=105)	35-44 (n=99)	45-54 (n=150)	55+ (n=331)	Men (n=295)	Women (n=390)
Socioeconomic conditions	**39%**	43%	33%	40%	41%	54%	41%	29%	32%	45%
Drug addiction	**38%**	36%	38%	40%	46%	36%	39%	34%	37%	39%
Lack of penalties, consequences, lenient sentences	**36%**	31%	35%	45%	21%	27%	36%	49%	41%	32%
Mental health issues	**32%**	32%	39%	23%	39%	35%	34%	26%	30%	33%
Gangs	**13%**	15%	17%	6%	14%	6%	10%	18%	13%	14%
Shortages of law enforcement	**10%**	8%	11%	10%	9%	7%	11%	11%	15%	5%
Other	**3%**	3%	2%	5%	1%	4%	3%	3%	3%	2%
I don't know	**1%**	-	1%	1%	1%	1%	1%	<1%	-	1%

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Base: Albertans who consider that crime and violence have gotten worse (n=685)
Q8 What do you think is behind the increase of crime and violence in Alberta? Please select your top two reasons.

The majority of Albertans (58%) disagree with the idea of creating a Provincial Police Force to replace the RCMP in communities currently policed by the RCMP, while about one-in-five (21%) do. More intentional UCP voters (35%) agree with the idea, while intentional NDP voters are clearly against it.

Albertans who believe Alberta should create a Provincial Police Force

21%

21%

58%

■ Yes ■ No ■ Don't know
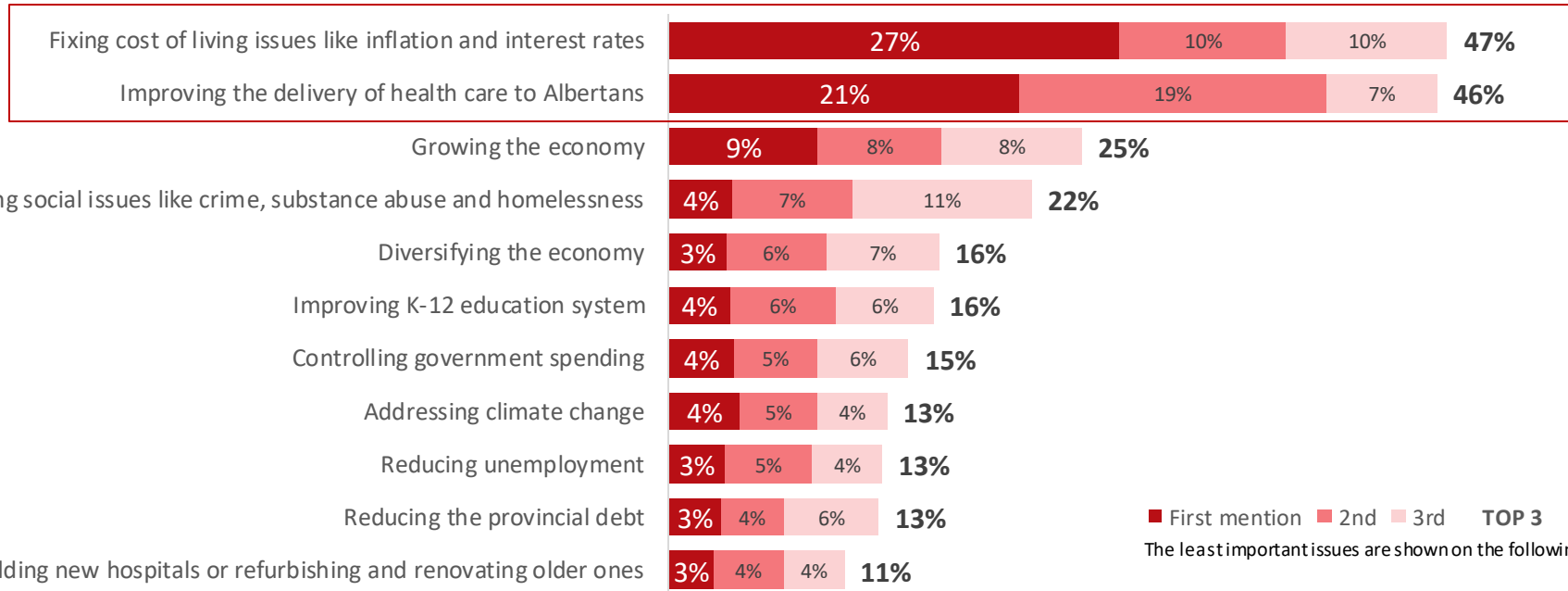
Voting intention

NDP (n=447)

7%

12%

81%

UCP (n=340)

24%

35%

41%
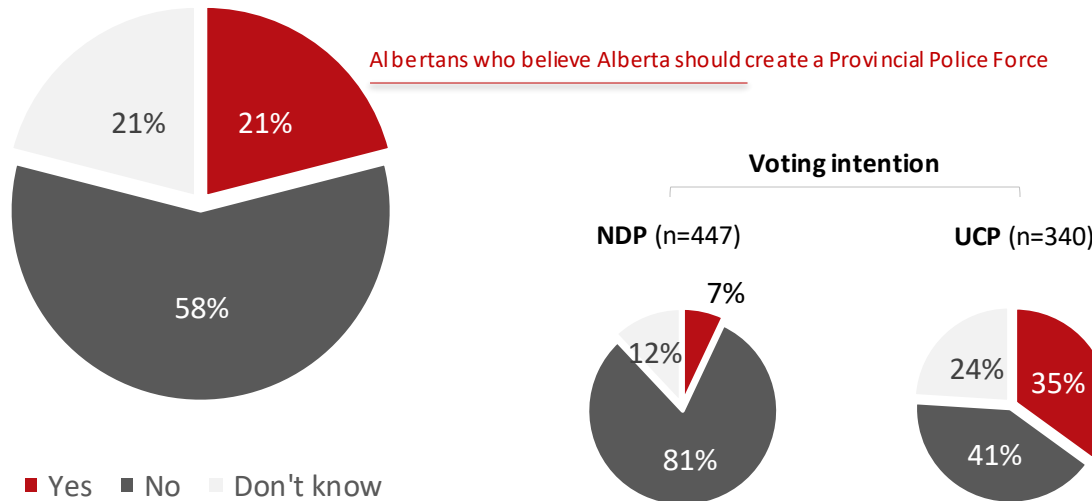
Results are significantly different between Albertans who would vote for NDP and those who would vote for UCP.

Base: Albertans (n=1,001)
Q9 Do you believe that Alberta should create a Provincial Police Force to replace the RCMP in those communities currently policed by the RCMP?

Men and those living in Calgary, are more likely to believe that Alberta should create a Provincial Police Force to replace the RCMP, while Albertans ages 55 and over are not.

	Albertans (n=1,001)	Cgy. CMA (n=330)	Edm. CMA (n=321)	Other AB (n=350)	18-34 (n=191)	35-44 (n=151)	45-54 (n=194)	55+ (n=465)	Men (n=437)	Women (n=564)
Yes	**21%**	26%	17%	19%	24%	21%	22%	17%	24%	17%
No	**58%**	54%	61%	60%	51%	53%	58%	66%	60%	56%
I don't know	**21%**	20%	22%	22%	25%	26%	20%	17%	16%	26%

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Base: Albertans (n=1,001)
Q9 Do you believe that Alberta should create a Provincial Police Force to replace the RCMP in those communities currently policed by the RCMP?
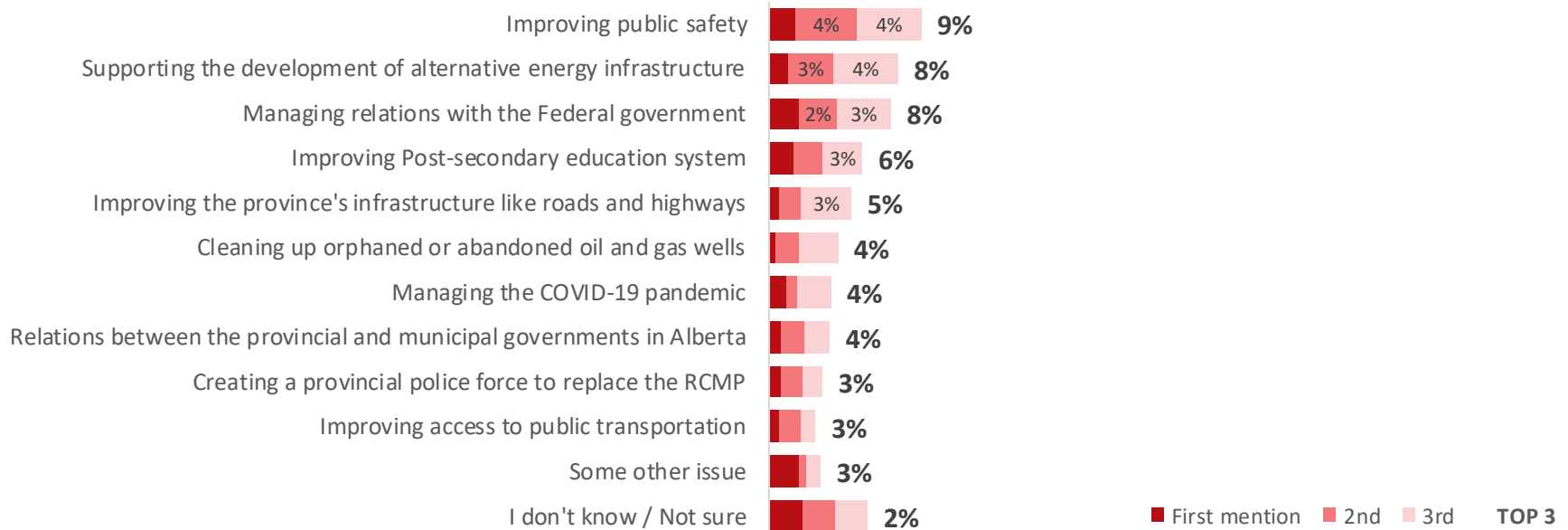
The top two priorities for Albertans that politicians must address are fixing the cost of living and improving the delivery of health care.

Issue	First mention	2nd	3rd	TOP 3
Fixing cost of living issues like inflation and interest rates	27%	10%	10%	**47%**
Improving the delivery of health care to Albertans	21%	19%	7%	**46%**
Growing the economy	9%	8%	8%	**25%**
Tackling social issues like crime, substance abuse and homelessness	4%	7%	11%	**22%**
Diversifying the economy	3%	6%	7%	**16%**
Improving K-12 education system	4%	6%	6%	**16%**
Controlling government spending	4%	5%	6%	**15%**
Addressing climate change	4%	5%	4%	**13%**
Reducing unemployment	3%	5%	4%	**13%**
Reducing the provincial debt	3%	4%	6%	**13%**
Building new hospitals or refurbishing and renovating older ones	3%	4%	4%	**11%**

■ First mention ■ 2nd ■ 3rd **TOP 3**

The least important issues are shown on the following slide.

Base: Albertans (n=1,001)
Q4 Which of the following issues will be MOST important to you when thinking about which party to vote for in the upcoming Provincial election? Please select your first, second, and third top most important issues. A list of 21 issues was listed.

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Very few Albertans (3%) consider creating a provincial police force to replace the RCMP as one of the top three priorities, which confirms the low score of agreement on the idea of creating a Provincial Police Force to replace the RCMP.

Leger

Issue	First mention	2nd	3rd	TOP 3
Improving public safety		4%	4%	**9%**
Supporting the development of alternative energy infrastructure		3%	4%	**8%**
Managing relations with the Federal government		2%	3%	**8%**
Improving Post-secondary education system			3%	**6%**
Improving the province's infrastructure like roads and highways			3%	**5%**
Cleaning up orphaned or abandoned oil and gas wells				**4%**
Managing the COVID-19 pandemic				**4%**
Relations between the provincial and municipal governments in Alberta				**4%**
Creating a provincial police force to replace the RCMP				**3%**
Improving access to public transportation				**3%**
Some other issue				**3%**
I don't know / Not sure				**2%**

■ First mention ■ 2nd ■ 3rd **TOP 3**

Improving the delivery of healthcare and fixing the cost of living are identified as crucial issues by both intentional NDP and UCP voters. However, intentional NDP voters place a higher priority on enhancing healthcare delivery than any other concern.
More intentional UCP voters consider growing the economy as one of the top 3 priorities, whereas intentional UCP voters focus more on diversifying the economy and tackling social issues.

TOP 3 Priorities for Albertans who would vote for NDP* (n=447)

#1	Improving the delivery of health care to Albertans	**58%**
#2	Fixing cost of living issues like inflation and interest rates	**42%**
#3	Diversifying the economy	**25%**
#3	Tackling social issues like crime, substance abuse and homelessness	**25%**

TOP 3 Priorities for Albertans who would vote for UCP* (n=340)

#1	Fixing cost of living issues like inflation and interest rates	**50%**
#2	Improving the delivery of health care to Albertans	**41%**
#3	Growing the economy	**36%**

*: TOTAL mentions (first, second or third most important issues cited).

Base: Albertans (n=1,001)
Q4 Which of the following issues will be MOST important to you when thinking about which party to vote for in the upcoming Provincial election? Please select your first, second, and third top most important issues. A list of 21 issues was listed.

19

Intentional NDP and UCP voters show divergent views on many policy issues, with notable disparities in their priorities regarding economic growth, government spending, healthcare delivery, climate change, provincial debt reduction, alternative energy infrastructure development, and K-12 education system improvement.

TOTAL mentions (first, second or third most important issues cited)	Voting intention		Differences
	NDP (n=447)	UCP (n=340)	
Growing the economy	17%	36%	18 pts
Controlling government spending	5%	23%	18 pts
Improving the delivery of health care to Albertans	58%	41%	17 pts
Addressing climate change	20%	6%	14 pts
Reducing the provincial debt	7%	20%	13 pts
Diversifying the economy	25%	14%	11 pts
Supporting the development of alternative energy infrastructure	13%	2%	11 pts
Improving K-12 education system	21%	12%	10 pts

Issues with a difference of 10 points or more between the 2 groups are shown in the table.

Base: Albertans (n=1,001)
Q4 Which of the following issues will be MOST important to you when thinking about which party to vote for in the upcoming Provincial election? Please select your first, second, and third top most important issues. A list of 21 issues was listed.

There are notable differences among Albertans regarding their priorities, which vary based on their needs. Older Albertans prioritize improving healthcare delivery, while individuals aged 35-44 emphasize K-12 education system improvement. Those aged 35-54 place greater importance on economic growth and controlling the cost of living. Interestingly, younger Albertans are more likely to identify climate change and public safety as among their top three concerns.

	(n=1,001)	Cgy. CMA (n=330)	Edm. CMA (n=321)	Other AB (n=350)	18-34 (n=191)	35-44 (n=151)	45-54 (n=194)	55+ (n=465)	Men (n=437)	Women (n=564)
Fixing cost of living issues like inflation and interest rates	**47%**	46%	43%	54%	46%	58%	56%	37%	39%	54%
Improving the delivery of health care to Albertans	**46%**	43%	45%	52%	35%	36%	46%	60%	41%	51%
Growing the economy	**25%**	25%	24%	26%	16%	34%	25%	27%	26%	24%
Tackling social issues like crime, substance abuse and homelessness	**22%**	20%	26%	19%	23%	21%	20%	22%	19%	25%
Diversifying the economy	**16%**	19%	17%	13%	15%	19%	16%	16%	22%	11%
Improving K-12 education system	**16%**	17%	17%	13%	15%	22%	16%	14%	15%	17%
Controlling government spending	**15%**	16%	13%	15%	9%	16%	13%	18%	16%	13%
Addressing climate change	**13%**	14%	15%	9%	21%	8%	6%	14%	14%	13%
Reducing unemployment	**13%**	17%	9%	13%	18%	14%	18%	7%	10%	16%
Reducing the provincial debt	**13%**	14%	12%	13%	10%	7%	13%	18%	16%	10%
Building new hospitals or refurbishing and renovating older ones	**11%**	9%	13%	10%	10%	9%	7%	14%	11%	11%
Improving public safety	**9%**	10%	11%	6%	16%	10%	7%	5%	10%	9%
Supporting the development of alternative energy infrastructure	**8%**	8%	7%	9%	9%	10%	8%	7%	9%	7%
Managing relations with the Federal government	**8%**	8%	5%	10%	5%	4%	7%	11%	10%	6%
Improving Post-secondary education system	**6%**	7%	8%	2%	9%	5%	6%	4%	5%	6%

Only Issues with a score of 6% or more are presented

Base: Albertans (n=1,001)

Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Q4 Which of the following issues will be MOST important to you when thinking about which party to vote for in the upcoming Provincial election? Please select your first, second, and third top most important issues. A list of 21 issues was listed.

RESPONDENT PROFILE

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

	Albertans (n=1,001)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=350)
Age				
18-34	27%	29%	30%	20%
35-54	37%	38%	36%	37%
55-64	17%	16%	16%	19%
65+	20%	17%	18%	24%
Gender				
Male	48%	49%	49%	45%
Female	52%	51%	51%	55%
Children Under 18 in Household				
Yes	28%	32%	25%	28%
No	71%	67%	74%	72%
I prefer not to answer	1%	1%	1%	<1%
Household Income				
Under $40K	20%	17%	20%	23%
$40K-<$80K	27%	28%	26%	27%
$80K+	44%	46%	43%	41%
I prefer not to answer	10%	9%	11%	9%

RESPONDENT PROFILE: Employment

	Albertans			
	(n=1,001)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=350)
Employed	**58%**	**64%**	**57%**	**52%**
Working full time	42%	44%	42%	40%
Working part time	11%	14%	11%	6%
Self-employed / freelance work	5%	5%	4%	5%
Student	**6%**	**6%**	**9%**	**4%**
Homemaker	**6%**	**5%**	**4%**	**8%**
Unemployed	**5%**	**4%**	**6%**	**6%**
Retired	**24%**	**20%**	**24%**	**28%**
I prefer not to answer	1%	2%	1%	2%

RESPONDENT PROFILE: Home Ownership, Urban vs. Rural

	Albertans (n=1,001)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=350)
Home Ownership				
Own	69%	74%	64%	70%
Rent	28%	24%	34%	25%
I prefer not to answer	3%	2%	2%	5%
Urban vs. Rural				
Urban area	47%	53%	57%	28%
Suburban area	35%	40%	34%	29%
Rural area	17%	5%	8%	42%
I don't know / I prefer not to answer	1%	1%	<1%	1%

RESPONDENT PROFILE: Education, First Language

	Albertans (n=1,001)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=350)
Education				
High School or Less	32%	26%	31%	41%
College/Diploma	36%	34%	38%	37%
University	31%	39%	31%	21%
I prefer not to answer	1%	-	<1%	1%
Language Spoken				
French	3%	2%	3%	3%
English	84%	81%	81%	90%
Other	4%	5%	5%	1%
French and other	<1%	-	<1%	-
English and other	7%	9%	7%	3%
Other and other	2%	2%	2%	1%
English and French	1%	1%	2%	1%

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

OUR CREDENTIALS

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

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 is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

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