

Report

Alberta Post Election Poll 2023

June 2023

For comments please contact:
Ian Large, Executive Vice President
ILarge@Leger360.com
(780) 399-8904



DATE 2023-06-08





METHODOLOGY

METHODOLOGY



Study Population

Albertans, ages 18 and older.



Data Collection

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

- n=321 in Edmonton CMA
- n=330 in Calgary CMA
- n=351 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans



Interviews were conducted from June 2nd to June 5th, 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=321) $\pm 5.5\%$, 19 times out of 20.
- Calgary CMA (n=330) $\pm 5.4\%$, 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, region and education in order to ensure a representative sample of the population. Further, weighting was also applied to respondents who indicated they voted according to voting results.

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. Conversely, data in **green** characters indicate a significantly higher proportion than that of other respondents.



DETAILED RESULTS

Among Albertans who voted in the last Alberta provincial election, those in Calgary and those outside of both Calgary and Edmonton were more likely to vote UCP, while those in Edmonton were more likely to vote NDP.

	Albertans	Area			Age				Gender	
		Calgary CMA	Edmonton CMA	Other AB	18-34	35-44	45-54	55+	Men	Women
	n=782	n=253	n=260	n=269	n=123	n=125	n=130	n=404	n=385	n=397
Danielle Smith's United Conservative Party	53%	58%	40%	62%	53%	43%	58%	54%	56%	49%
Rachel Notley's Alberta NDP	44%	39%	58%	34%	42%	53%	41%	43%	41%	47%
Barry Morishita's Alberta Party	1%	1%	<1%	1%	1%	<1%	<1%	1%	1%	1%
Jordan Wilkie's Green Party of Alberta	1%	1%	1%	1%	2%	-	-	1%	1%	1%
Other*	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%

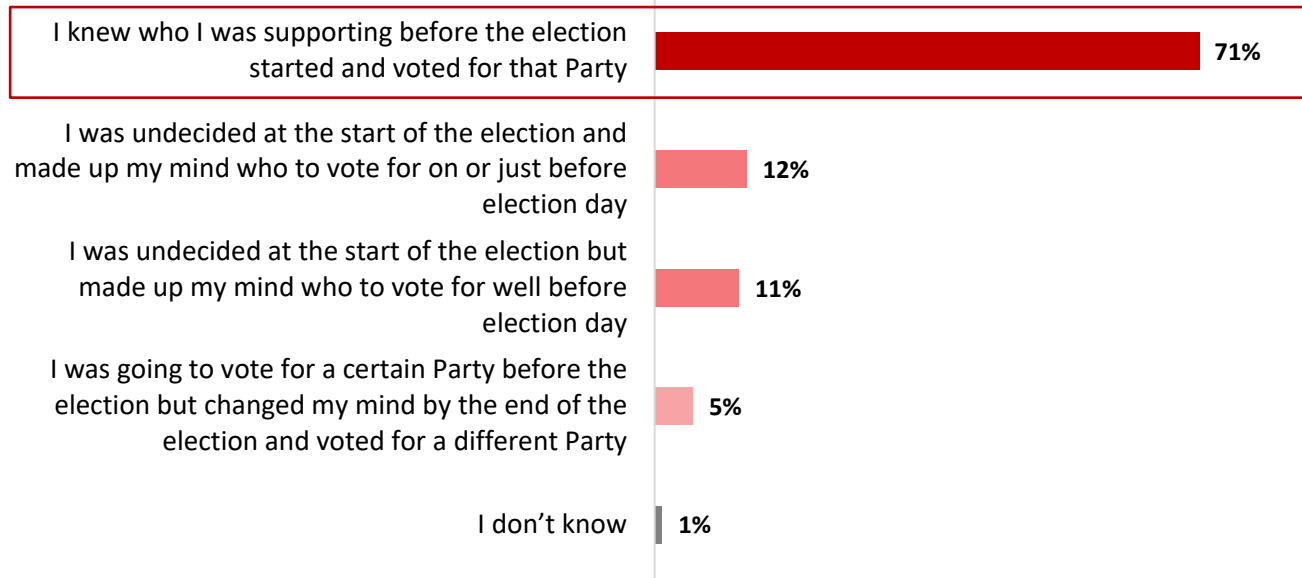
Data in green indicates a significantly higher proportion than data in red in the same segment.

Base: Albertans who voted in the last Alberta provincial election, held on Monday May 29th, 2023 (n=782)

Q2. Which of the party's candidates did you vote for in the last Alberta provincial election, held on last Monday May 29th, 2023? Note: Prefer not to answer responses excluded

* Other includes parties with less than 1% of votes. Excludes Don't know/Prefer not to answer.

Of those who voted in the last provincial election, Seventy one percent knew what Party they were supporting before the election started. Few Albertans changed their minds about who to vote for during the campaign.



Albertans who voted UCP in the most recent provincial election were more likely than those who voted NDP, to have been undecided at the start of the election, making up their minds on or just before election day. Those who voted NDP were more likely to have changed their mind during the election.

	Alberta Voters	NDP Voters	UCP Voters	Other*
	n=838	n=404	n=330	n=48
I knew who I was supporting before the election started and voted for that Party	71%	75%	73%	35%
I was undecided at the start of the election and made up my mind who to vote for on or just before election day	12%	8%	15%	20%
I was undecided at the start of the election but made up my mind who to vote for well before election day	11%	12%	9%	18%
I was going to vote for a certain Party before the election but changed my mind by the end of the election and voted for a different party	5%	6%	2%	24%
I don't know	1%	<1%	1%	3%

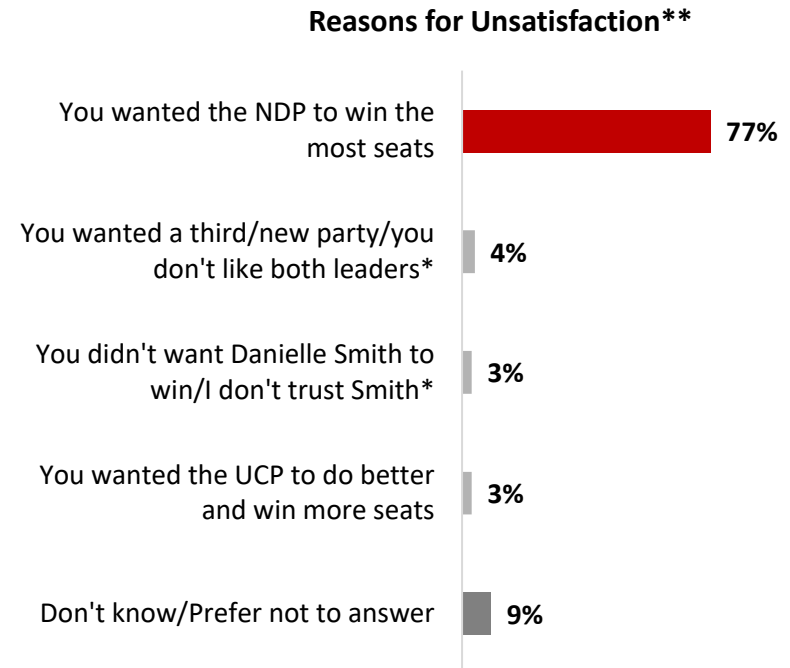
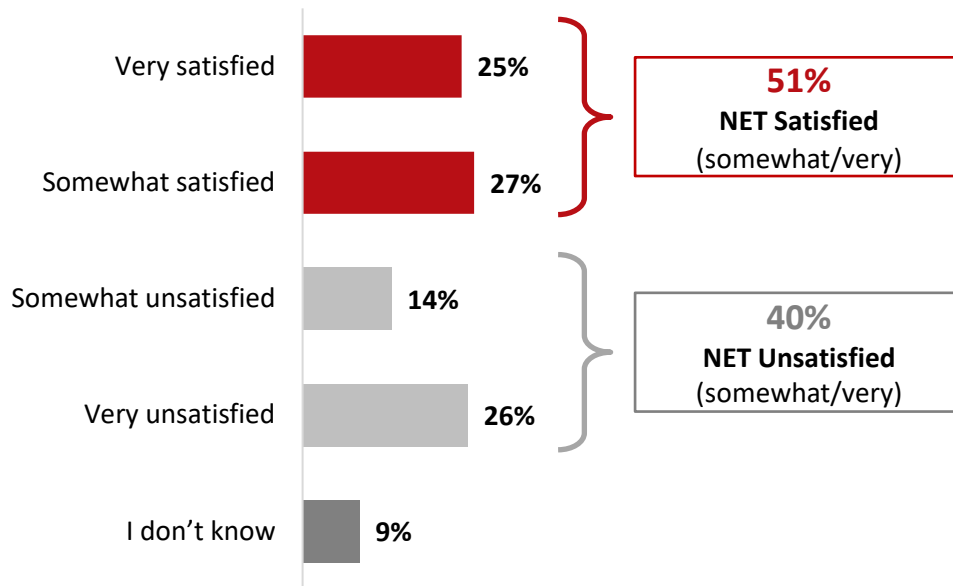
Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Base: Albertans who voted in the last Alberta provincial election, held on Monday May 29th, 2023 (n=838)

Q3. Which of the following best describes how you decided how to vote in the recent provincial election

* *Other* includes parties with 1% or less of votes.

Just over half of Albertans are satisfied with the outcome of the last Alberta provincial election. Of those who are unsatisfied, over three-quarters wanted the NDP to win the most seats. Few wanted a third party/didn't like both leaders.



Base: Albertans (n=1,002)

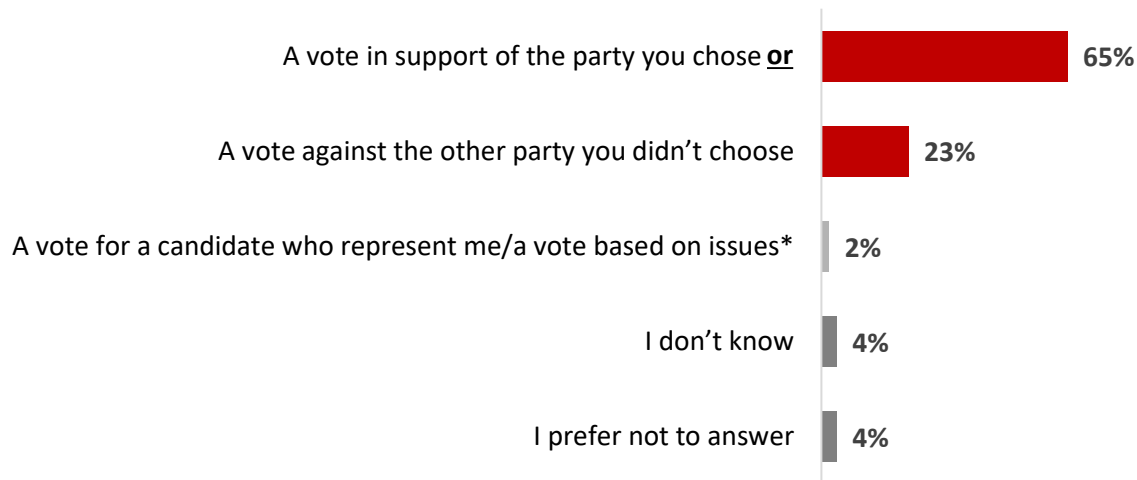
**Base: Those who are unsatisfied with the outcome of the last Alberta provincial election (n=477)

Q4. How satisfied are you with the outcome of the last Alberta provincial election, held last Monday?

Q4a: Are you unsatisfied with the results of the last election because...

*Indicates coded response

Of those who voted in the last Alberta provincial election, two-in-three (65%) were motivated to make their choice as a vote in support, rather than as a vote in opposition.



Base: Albertans who voted in the last Alberta Provincial Election, held on Monday May 29th, 2023 (n=838)

Q4b. People have many different motivations when deciding who to vote for. In the last provincial election was your decision about which party or candidate to vote for....

Responses less than 2% not shown.

*Indicates coded response

Albertans who voted UCP in the last provincial election were more likely to vote in support of the party they chose while those who voted NDP were more likely to vote against the other party they didn't chose.

	Alberta Voters	NDP Voters	UCP Voters	Other*
	n=838	n=404	n=330	n=48
A vote in support of the party you chose or	65%	59%	74%	53%
A vote against the other party you didn't choose	23%	31%	17%	24%
A vote for a candidate who represent me/a vote based on issues**	2%	2%	2%	-
I don't know	4%	4%	3%	9%
I prefer not to answer	4%	1%	1%	5%

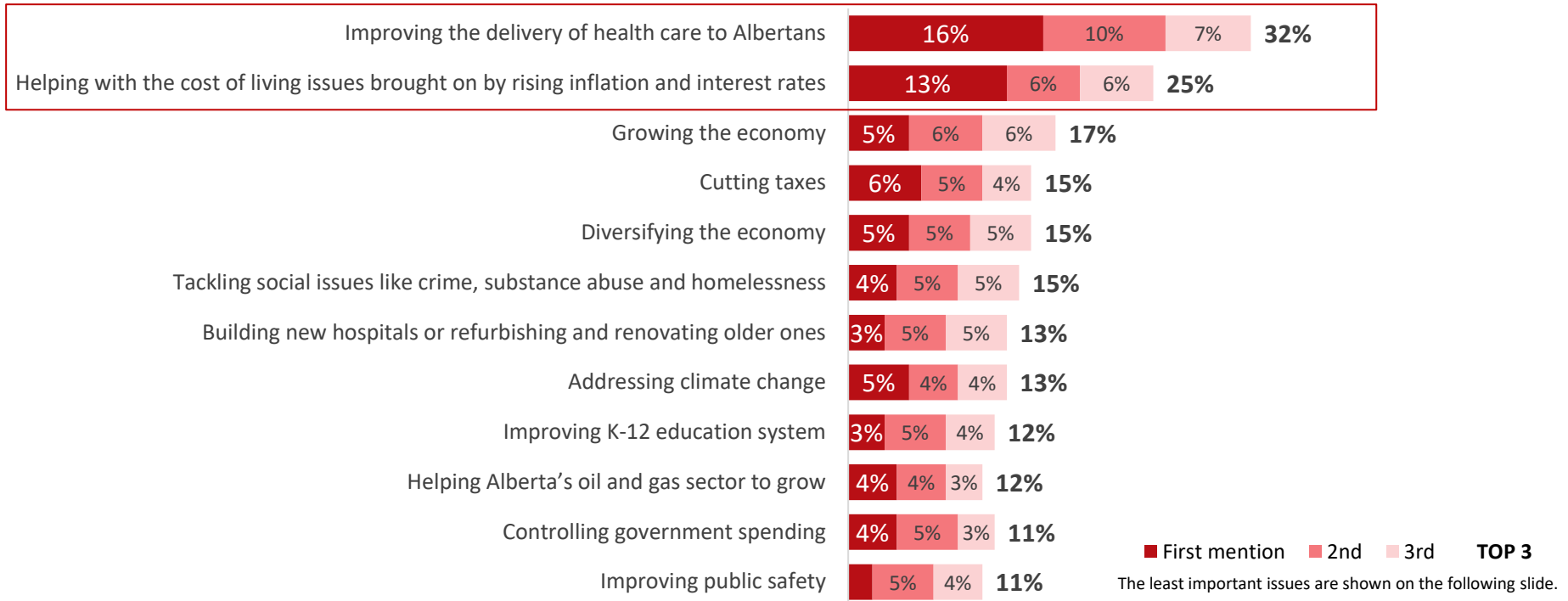
Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

Base: Albertans who voted in the last Alberta provincial election, held on Monday May 29th, 2023 (n=838)

Q3. Which of the following best describes how you decided how to vote in the recent provincial election

* Other includes parties with 1% or less of votes. **Indicates coded response.

Improving the delivery of health care and helping with the cost of living are the top two issues Albertans feel the new government should focus on.

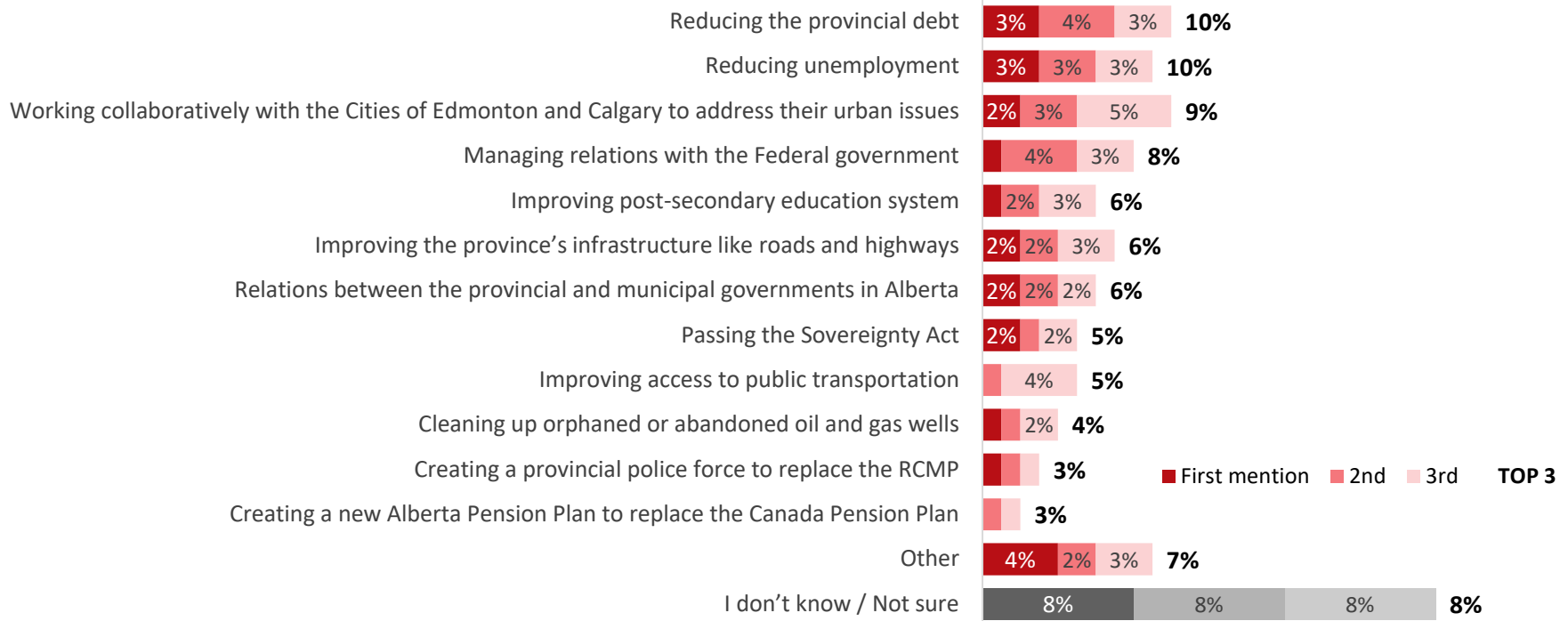


Base: Albertans (n=1,002)

Q5. Which of the following issues do you feel the new government should focus on, now that the election is over? Please select your first, second, and third most important issues.

24 issues were listed. Responses less than 3% not labelled.

Very few Albertans view creating a provincial police force to replace the RCMP and/or creating a new Alberta Pension Plan to replace the Canadian Pension Plan, as top issues for the government to focus on.



Base: Albertans (n=1,002)

Q5. Which of the following issues do you feel the new government should focus on, now that the election is over? Please select your first, second, and third most important issues.

24 issues were listed. Responses less than 2% not labelled.

Improving the delivery of healthcare and addressing the cost of living are top priorities for both UCP and NDP voters. However, NDP voters want to prioritize the delivery of healthcare while UCP voters are more concerned with growing the economy.

TOP 3 Priorities for Albertans who voted UCP (n=330)

#1	Growing the economy	27%
#2	Improving the delivery of health care to Albertans	25%
#3	Helping with the cost of living issues brought on by rising inflation and interest rates	23%

TOP 3 Priorities for Albertans who voted NDP (n=404)

#1	Improving the delivery of health care to Albertans	46%
#2	Helping with the cost of living issues brought on by rising inflation and interest rates	29%
#3	Diversifying the economy	23%

Base: Albertans who voted in the last Alberta provincial election, held on Monday May 29th, 2023

Q5. Which of the following issues do you feel the new government should focus on, now that the election is over? Please select your first, second, and third most important issues. 24 issues were listed. Total Mentions (first, second, or third most important issues cited).

While the top issues for Albertans remained the same in June as they were in March, Albertan’s current top priority is improving the delivery of health care. In March of this year, fixing cost of living issues was the top priority.

TOP 3 Priorities for Albertans in June 2023 (n=1,002)

#1	Improving the delivery of health care to Albertans	32%
#2	Helping with the cost of living issues brought on by rising inflation and interest rates	25%
#3	Growing the economy	17%

TOP 3 Priorities for Albertans in March 2023 (n=1,001)*

#1	Fixing cost of living issues like rising inflation and interest rates	47%
#2	Improving the delivery of health care to Albertans	46%
#3	Growing the economy	25%

Base: Albertans

Q5. Which of the following issues do you feel the new government should focus on, now that the election is over? Please select your first, second, and third most important issues. 24 issues were listed. Total Mentions (first, second, or third most important issues cited).

*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.

NDP and UCP voters show divergent views on many policy issues, with notable disparities in their priorities regarding healthcare delivery, the oil and gas sector, economic growth, and climate change.

	UCP Voters	NDP Voters	Difference
	n=330	n=404	
Improving the delivery of health care to Albertans	25%	46%	21 pts.
Helping Alberta's oil and gas sector to grow	22%	2%	20 pts.
Growing the economy	27%	9%	18 pts.
Addressing climate change	8%	22%	14 pts.
Improving K-12 education system	8%	20%	12 pts.
Reducing the provincial debt	16%	4%	12 pts.
Cutting taxes	19%	9%	10 pts.
Diversifying the economy	13%	23%	10 pts.

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

Base: Albertans who voted in the last Alberta provincial election, held on Monday May 29th, 2023
 Q5. Which of the following issues do you feel the new government should focus on, now that the election is over? Please select your first, second, and third most important issues. 24 issues were listed. Total Mentions (first, second, or third most important issues cited).
 Note: Issues with a difference of 10 points or more between the two groups are shown.

There are a few notable differences among Albertans regarding their priorities. Older Albertans prioritize improving healthcare delivery, social issues and safety, the oil and gas sector, and provincial debt. Younger Albertans prioritize cost of living, climate change, and education.

	Area				Age				Gender	
	Alberta	Cgy. CMA	Edm. CMA	Other AB	18-34	35-44	45-54	55+	Men	Women
	n=1,002	n=330	n=321	n=351	n=191	n=171	n=170	n=470	n=453	n=549
Improving the delivery of health care to Albertans	32%	32%	29%	35%	24%	28%	33%	40%	26%	37%
Helping with the cost of living issues	25%	24%	28%	23%	29%	29%	29%	19%	22%	28%
Growing the economy	17%	16%	16%	20%	17%	16%	18%	18%	19%	16%
Cutting taxes	15%	14%	15%	16%	16%	16%	14%	14%	15%	15%
Diversifying the economy	15%	15%	14%	16%	12%	19%	17%	14%	18%	11%
Tackling social issues like crime, substance abuse and homelessness	15%	16%	15%	13%	16%	15%	9%	16%	16%	14%
Building new hospitals or refurbishing and renovating older ones	13%	14%	11%	14%	17%	11%	13%	11%	11%	15%
Addressing climate change	13%	14%	13%	10%	16%	16%	8%	10%	15%	11%
Improving K-12 education system	12%	13%	13%	11%	11%	18%	14%	9%	11%	14%
Helping Alberta's oil and gas sector to grow	12%	13%	12%	11%	10%	11%	9%	16%	13%	11%
Controlling government spending	11%	11%	13%	8%	8%	11%	15%	12%	10%	12%
Improving public safety	11%	9%	10%	14%	16%	4%	13%	10%	13%	9%
Reducing the provincial debt	10%	9%	7%	14%	7%	5%	10%	15%	11%	8%
Reducing unemployment	10%	9%	10%	10%	12%	8%	13%	7%	7%	12%

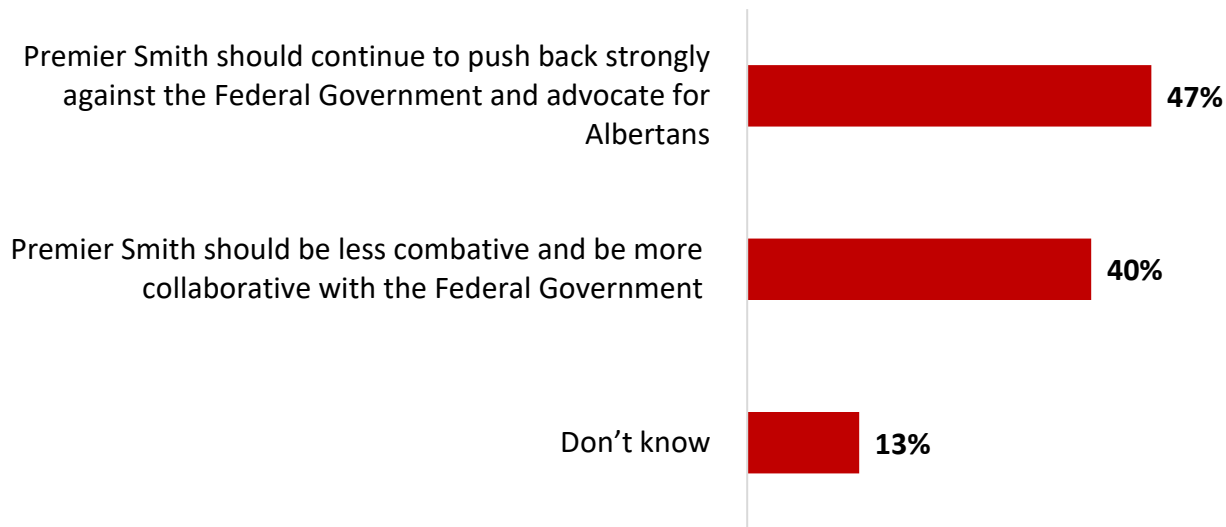
Data in green indicates a significantly higher proportion than data in red in the same segment.

Base: Albertans

Q5. Which of the following issues do you feel the new government should focus on, now that the election is over? Please select your first, second, and third most important issues. 24 issues were listed. Total Mentions (first, second, or third most important issues cited).

Note: Issues with less than 10% Total Mentions not shown.

More Albertans think that Premier Smith should continue to push back strongly against the Federal Government and advocate for Albertans, than think she should be more collaborative.



Base: Albertans (n=1,002)

Q6. As you know, Premier Smith has tried to be a strong advocate for Alberta in her dealings with the Federal Government. In your opinion, which of the following approaches to dealing with the Federal Government do you think the Premier should take now she has won the election?



RESPONDENT PROFILE

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

	Albertans (n=1,002)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=351)
Age				
18-34	29%	29%	30%	27%
35-54	36%	38%	36%	34%
55-64	16%	16%	16%	18%
65+	19%	17%	18%	22%
Gender				
Male	49%	49%	49%	50%
Female	51%	51%	51%	50%
Children Under 18 in Household				
Yes	29%	35%	29%	23%
No	70%	65%	70%	77%
I prefer not to answer	<1%	1%	<1%	1%
Household Income				
Under \$40K	18%	16%	21%	19%
\$40K-<\$80K	26%	21%	28%	28%
\$80K+	45%	54%	38%	42%
I prefer not to answer	11%	9%	13%	11%

RESPONDENT PROFILE: Employment

	Albertans (n=1,002)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=351)
Employed	61%	63%	60%	59%
Working full time	43%	43%	45%	41%
Working part time	11%	12%	11%	11%
Self-employed / freelance work	7%	8%	4%	7%
Student	5%	5%	4%	4%
Homemaker	6%	5%	6%	6%
Unemployed	6%	7%	7%	5%
Retired	22%	20%	22%	25%
I prefer not to answer	1%	<1%	1%	1%

RESPONDENT PROFILE: Home Ownership, Urban vs. Rural

	Albertans (n=1,002)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=351)
Home Ownership				
Own	68%	73%	62%	70%
Rent	30%	25%	36%	28%
I prefer not to answer	2%	2%	2%	2%
Urban vs. Rural				
Urban area	44%	47%	55%	29%
Suburban area	37%	45%	37%	29%
Rural area	18%	7%	7%	41%
I don't know / I prefer not to answer	1%	1%	1%	1%

RESPONDENT PROFILE: Education, First Language

	Albertans (n=1,002)	Calgary CMA (n=330)	Edmonton CMA (n=321)	Other AB (n=351)
Education				
High School or Less	29%	24%	31%	33%
College/Diploma	40%	39%	35%	45%
University	30%	35%	34%	21%
I prefer not to answer	1%	1%	<1%	1%
Language Spoken				
French	3%	1%	3%	5%
English	82%	80%	81%	86%
Other	4%	5%	5%	1%
French and other	<1%	<1%	-	-
English and other	6%	7%	7%	5%
Other and other	1%	2%	1%	1%
English and French	2%	4%	2%	1%
I prefer not to answer	<1%	-	<1%	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



CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

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.

Leger

We know Canadians



leger360.com



@leger360



/LegerCanada



/company/leger360



@leger360