

Report

## April Provincial Polling

April 2023

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DATE 2023-05-10





Methodology

## METHODOLOGY



### Study Population

Albertans, ages 18 and older.



### Data Collection

A total of n=1,000 online surveys were conducted via Leger's LEO Panel, including:

- n=320 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 April 28th to May 1st, 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=1,000)  $\pm 3.1\%$ , 19 times out of 20.
- Edmonton CMA (n=320)  $\pm 5.5\%$ , 19 times out of 20.
- Calgary CMA (n=330)  $\pm 5.4\%$ , 19 times out of 20.
- Other Albertans (n=350)  $\pm 5.2\%$ , 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. Conversely, data in **green** characters indicate a significantly higher proportion than that of other respondents.

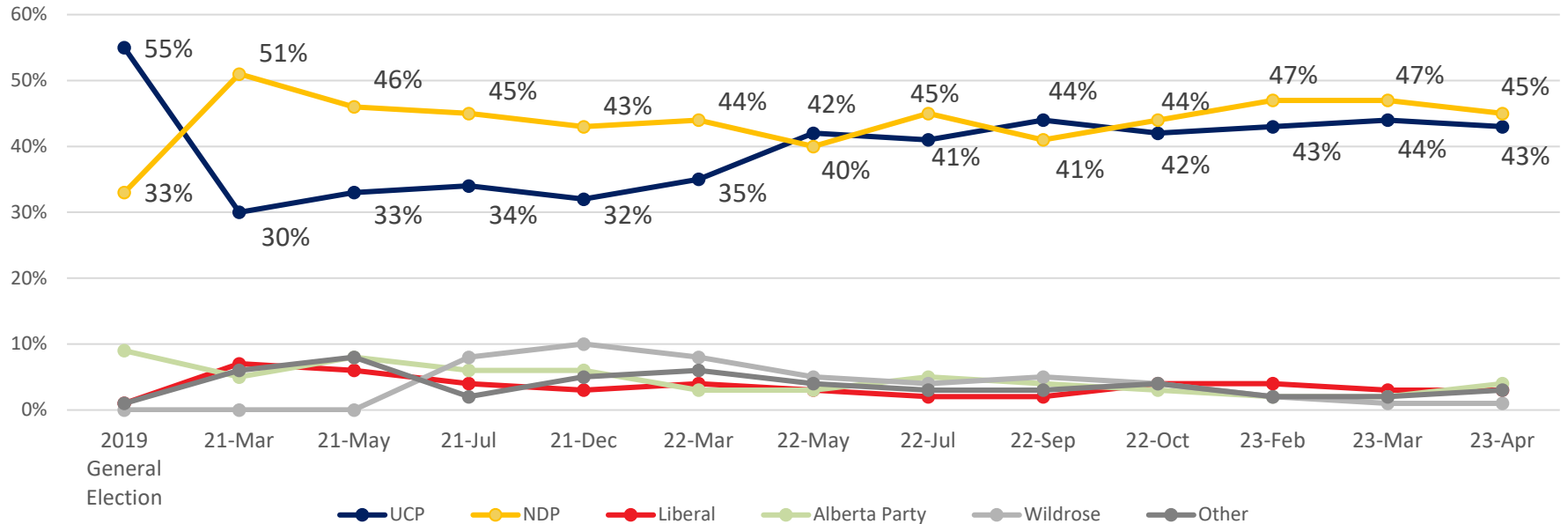


# Detailed Responses

Provincial Polling

## Decided Voters

With less than a month to go before the next election, the gap between the two main parties is narrowing. A nearly equal proportion of decided voters would vote for the NDP (45%) or the UCP (43%).



Base: Albertans who are decided 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 living in Calgary or outside of Edmonton or Calgary are more likely to vote UCP. Albertans aged 55+ are more likely to vote UCP than those aged 44 and under.**

	Albertans (n=1,000)	Decided Voters (n=847)	Demographic Differences Among Decided Voters								
			Cgy. CMA (n=275)	Edm. CMA (n=270)	Other AB (n=302)	18-34 (n=148)	35-44 (n=127)	45-54 (n=151)	55+ (n=421)	Men (n=385)	Women (n=462)
Rachel Notley's Alberta NDP	<b>38%</b>	45%	38%	56%	43%	49%	51%	48%	39%	43%	48%
Danielle Smith's United Conservative Party	<b>35%</b>	43%	48%	32%	48%	37%	34%	42%	51%	46%	39%
Barry Morishita's Alberta Party	<b>4%</b>	4%	4%	4%	4%	4%	6%	2%	4%	4%	4%
John Roggeveen's Alberta Liberal Party	<b>3%</b>	3%	3%	5%	2%	3%	4%	4%	3%	3%	3%
*Paul Hinman's Wildrose Independence Party	<b>1%</b>	1%	3%	1%	1%	2%	1%	2%	1%	1%	2%
Some other party	<b>3%</b>	3%	4%	2%	3%	5%	3%	2%	3%	4%	3%
I don't know / I prefer not to answer	<b>17%</b>	-	-	-	-	-	-	-	-	-	-

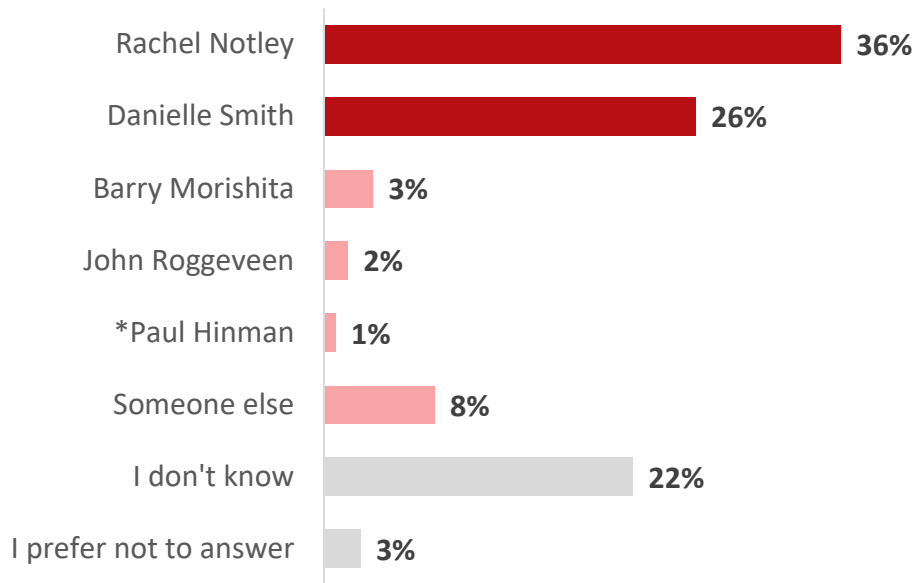
Data in **green** indicates a significantly higher proportion than data in **red** in the same segment.

\*There was an error in the survey and Paul Hinman's name was referenced as leader of the Wildrose Independence Party instead of Jeevan Mangat. This will be corrected in future surveys.

Base: Albertans (n=1,000)

- 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?

**While the intention votes for NDP and UCP are very close, more Albertans consider Rachel Notley as the best candidate for Premier of Alberta. Almost four-in-ten Albertans (36%) believe that Rachel Notley would make the best Premier of Alberta, ahead of Danielle Smith (26%). However, about one-fifth (22%) of the population remains undecided and an additional 8% selected ‘someone else’.**



Among those who would vote for the NDP party, **89% 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 (among UCP voters, 9% think someone else would make the best Premier of Alberta, and 13% don't know).

\*There was an error in the survey and Paul Hinman's name was referenced as leader of the Wildrose Independence Party instead of Jeevan Mangat. This will be corrected in future surveys.

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=1,000)									
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=194)	35-44 (n=151)	45-54 (n=178)	55+ (n=477)	Men (n=424)	Women (n=576)
Rachel Notley	<b>36%</b>	28%	47%	34%	33%	43%	40%	33%	37%	36%
Danielle Smith	<b>26%</b>	28%	17%	34%	21%	21%	29%	31%	31%	22%
Barry Morishita	<b>3%</b>	5%	3%	2%	4%	2%	3%	4%	4%	2%
John Roggeveen	<b>2%</b>	1%	3%	1%	4%	-	2%	1%	2%	1%
*Paul Hinman	<b>1%</b>	1%	1%	<1%	1%	1%	<1%	<1%	1%	1%
Someone else	<b>8%</b>	11%	4%	8%	5%	10%	5%	9%	10%	5%
I don't know	<b>22%</b>	21%	23%	20%	29%	19%	18%	19%	13%	30%
I prefer not to answer	<b>3%</b>	4%	2%	1%	2%	3%	4%	2%	1%	4%

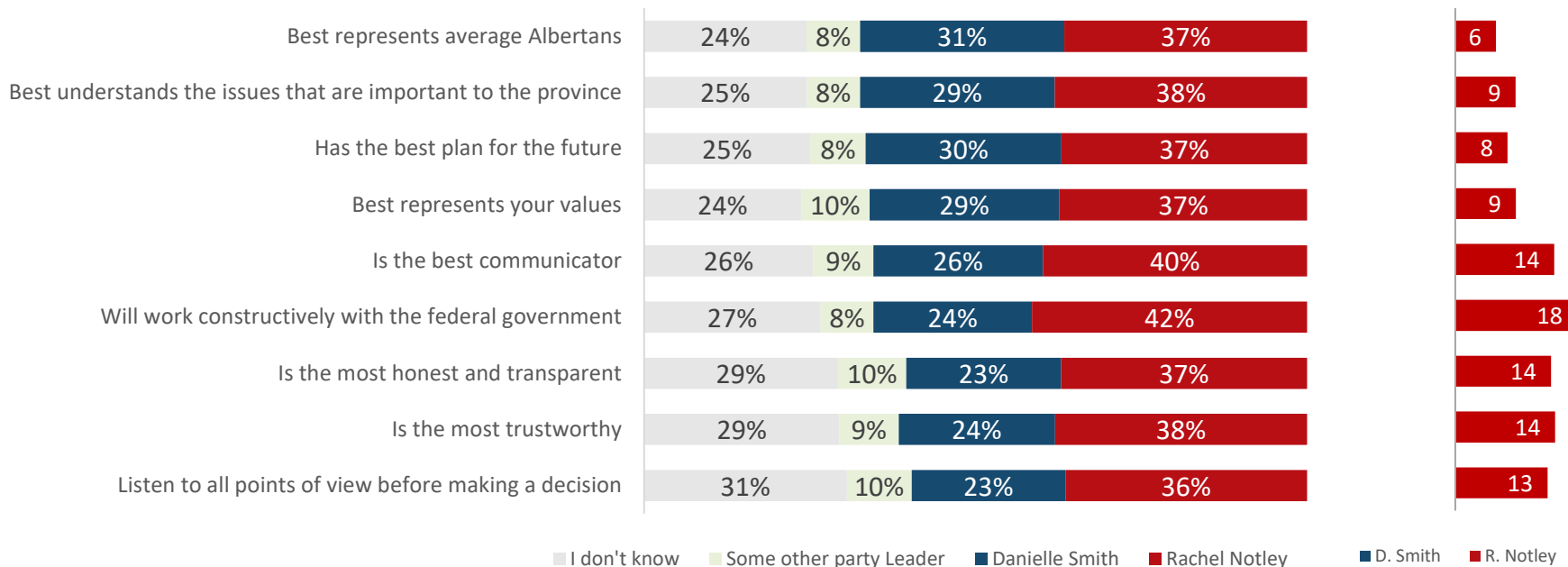
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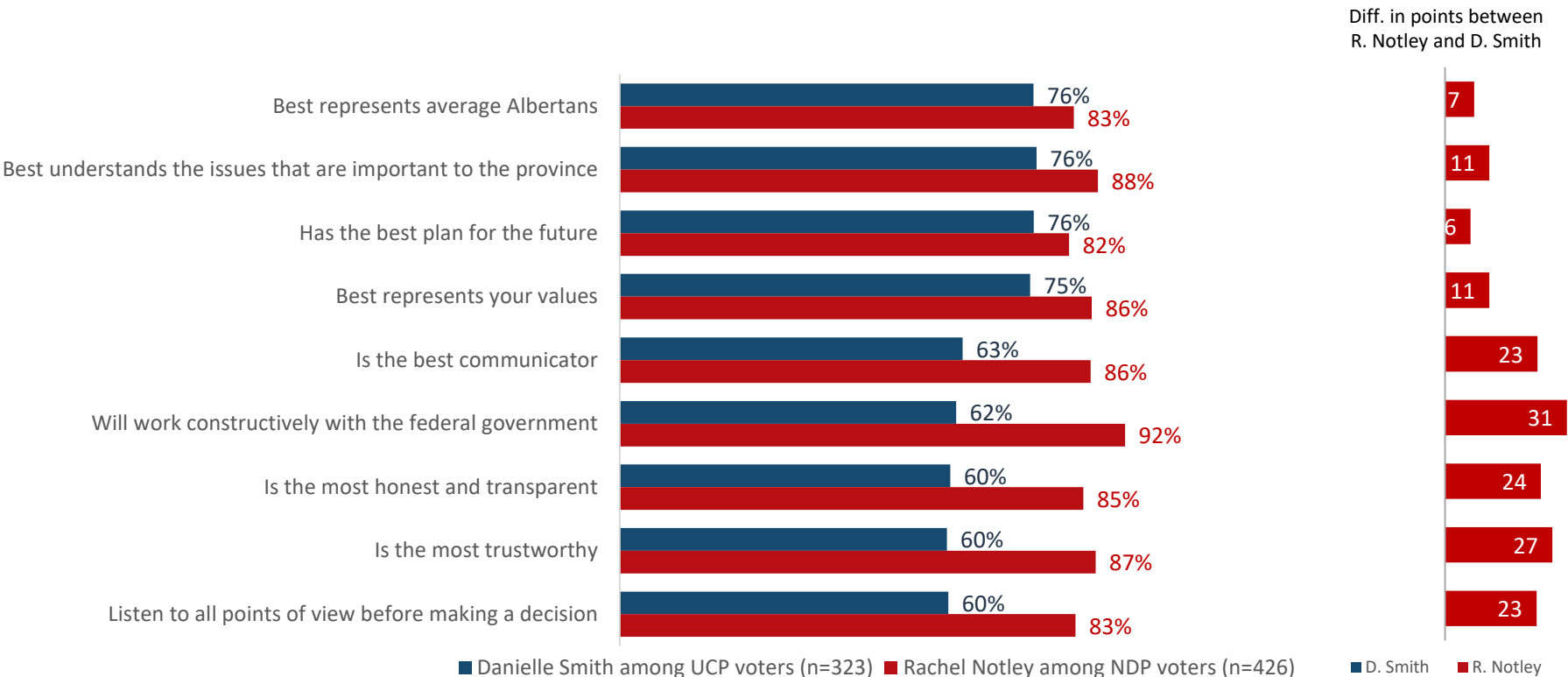


On the following statements, more Albertans consider Rachel Notley to be better than Danielle Smith, particularly regarding her ability to work constructively with the Federal government. Rachel Notley is also perceived as the best communicator, the most honest and transparent, the most trustworthy, and able to listen to all points of view before making a decision. However, a significant proportion of Albertans (between 24% to 31%) do not have a clear opinion.

Diff. in points between R. Notley and D. Smith



**Even among UCP voters, Danielle Smith is not perceived as very strong at working constructively with the Federal government, being the best communicator, the most honest and transparent, the most trustworthy, and able to listen to all points of view before making a decision.**



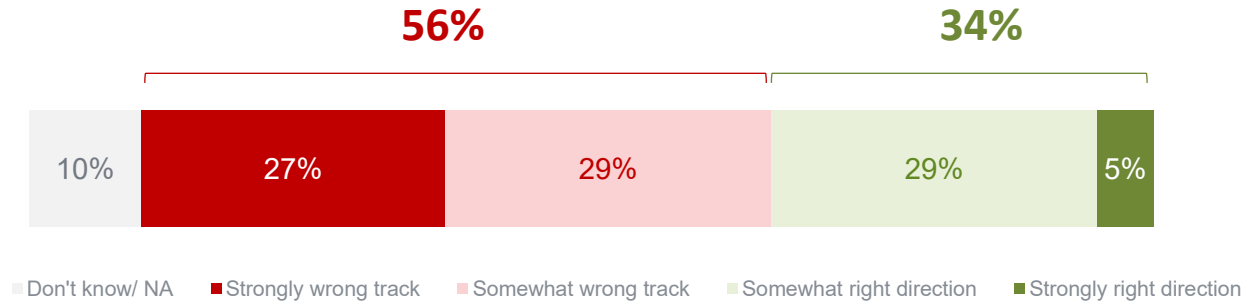
Base: Albertans (n=1,000)  
Q7. Which party leader, do you think...

**More Edmontonians and Albertans aged 35-44 consider Rachel Notley significantly better than Danielle Smith regarding the following abilities, while Albertans aged 55 and over, and those living in Calgary or outside Calgary and Edmonton have less strong opinions about Rachel Notley's abilities.**

Diff. in points between R. Notley and D. Smith	Albertans									
	(n=1,000)	Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=194)	35-44 (n=151)	45-54 (n=178)	55+ (n=477)	Men (n=424)	Women (n=576)
Best represents average Albertans	<b>6</b>	-6	<b>26</b>	-3	6	<b>18</b>	8	-1	5	7
Best understands the issues that are important to the province	<b>9</b>	-3	<b>31</b>	-2	<b>17</b>	<b>19</b>	7	-2	6	11
Has the best plan for the future	<b>8</b>	-1	<b>25</b>	-2	<b>22</b>	<b>17</b>	5	-7	6	9
Best represents your values	<b>9</b>	0	<b>25</b>	0	<b>18</b>	<b>15</b>	9	-2	5	12
Is the best communicator	<b>14</b>	5	<b>34</b>	3	17	<b>24</b>	14	7	16	13
Will work constructively with the federal government	<b>18</b>	6	<b>34</b>	12	22	<b>25</b>	21	8	20	16
Is the most honest and transparent	<b>14</b>	5	<b>33</b>	1	13	<b>24</b>	16	8	11	16
Is the most trustworthy	<b>14</b>	7	<b>30</b>	5	17	<b>22</b>	16	8	14	15
Listen to all points of view before making a decision	<b>13</b>	4	<b>30</b>	5	12	<b>29</b>	13	6	12	14

Positive numbers indicate that more Albertans think Notley is better than Danielle. Differences of 5 points or more compared to the Total (Albertans) for Rachel Notley are shown in red and differences of 5 points or more with the Total (Albertans) for Danielle Smith are shown in blue.

Nearly six-in-ten Albertans (56%) feel that things are currently going in the wrong direction, including more than one-quarter (27%) who feel this strongly.



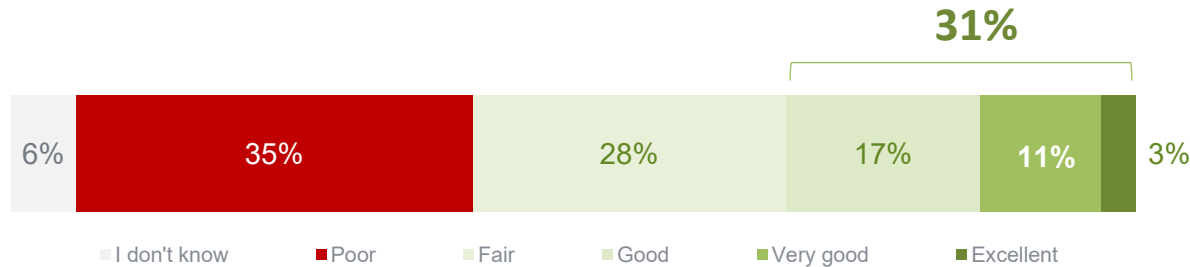
Not surprisingly, those who would vote for the NDP are the most critical with 86% of them feeling things are going on the wrong track (50% strongly). Conversely, more of those who would vote UCP feel that things are going in the right direction (69%, including 13% strongly).

Albertans aged 55 and over, men, and those living outside Edmonton or Calgary hold a more positive view of the situation than younger Albertans (aged 18-44), women, and those living in Edmonton.

	Albertans									
	(n=1,000)	Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=194)	35-44 (n=151)	45-54 (n=178)	55+ (n=477)	Men (n=424)	Women (n=576)
<b>TOTAL RIGHT DIRECTION</b>	<b>34%</b>	<b>36%</b>	<b>29%</b>	<b>38%</b>	<b>28%</b>	<b>31%</b>	<b>34%</b>	<b>41%</b>	<b>39%</b>	<b>30%</b>
Strongly right direction	<b>5%</b>	4%	4%	8%	3%	4%	5%	7%	7%	3%
Somewhat right direction	<b>29%</b>	32%	25%	31%	25%	27%	28%	34%	32%	27%
<b>TOTAL WRONG TRACK</b>	<b>56%</b>	<b>53%</b>	<b>60%</b>	<b>54%</b>	<b>59%</b>	<b>55%</b>	<b>55%</b>	<b>53%</b>	<b>53%</b>	<b>58%</b>
Strongly wrong track	<b>27%</b>	27%	27%	26%	30%	28%	31%	22%	28%	26%
Somewhat wrong track	<b>29%</b>	26%	32%	28%	30%	27%	24%	31%	25%	32%
<b>DK / Prefer not to answer</b>	<b>10%</b>	11%	12%	7%	12%	14%	12%	6%	8%	12%

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

Nearly one-third (31%) of Albertans consider that the government of Alberta has done a good, very good, or excellent job regarding the economy over the past few years, while a similar proportion (35%) of Albertans believe that it has handled the economy poorly.



Not surprisingly, those who would vote for the NDP are the most critical; **56% of them consider that the government of Alberta has handled the economy poorly** over the past few years. Conversely, more of those who would vote for the UCP feel that the government has handled the economy well (58%).

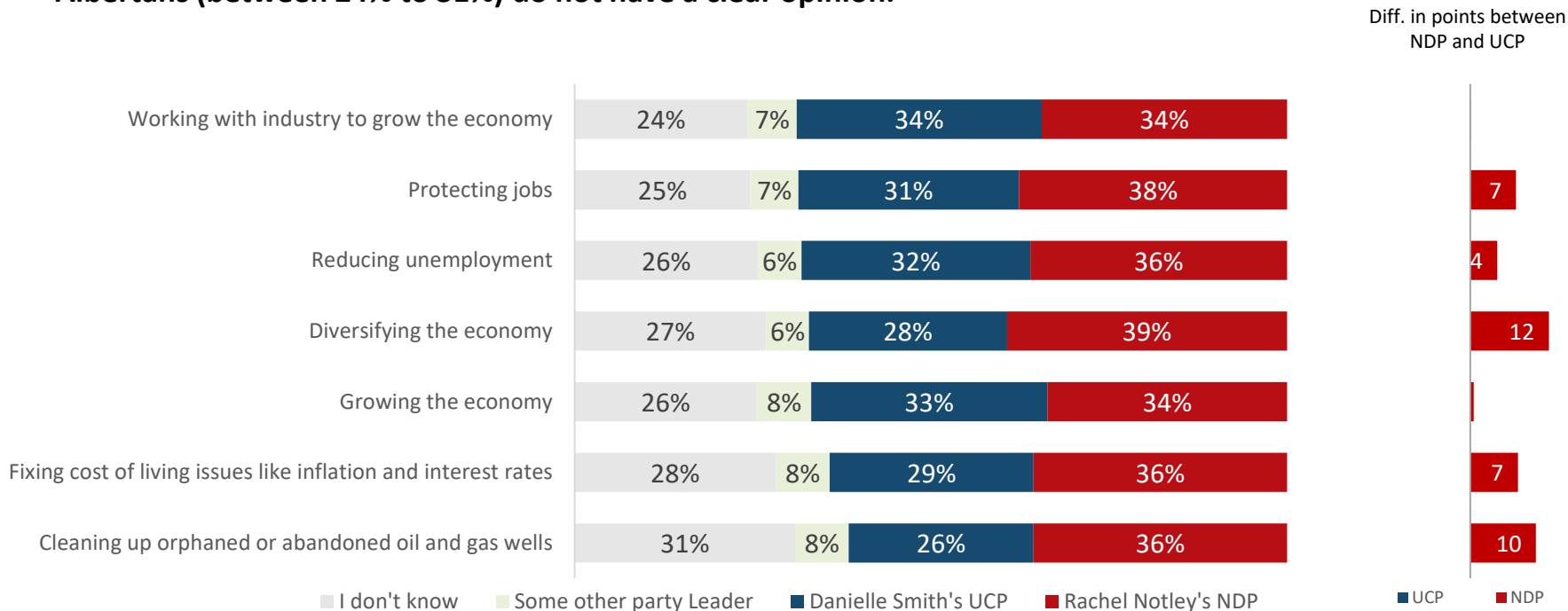
**More men feel that the government of Alberta has done a good, very good, or excellent job regarding the economy over the past few years.**



	Albertans									
	(n=1,000)	Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=194)	35-44 (n=151)	45-54 (n=178)	55+ (n=477)	Men (n=424)	Women (n=576)
<b>TOTAL (Excellent/Very good/Good)</b>	<b>31%</b>	<b>33%</b>	<b>27%</b>	<b>33%</b>	<b>28%</b>	<b>29%</b>	<b>33%</b>	<b>34%</b>	<b>38%</b>	<b>24%</b>
Excellent	3%	4%	2%	3%	2%	4%	3%	3%	5%	1%
Very good	11%	9%	8%	16%	8%	10%	14%	12%	14%	8%
Good	17%	20%	17%	15%	18%	15%	16%	19%	19%	16%
Fair	28%	26%	33%	25%	27%	25%	32%	29%	25%	31%
Poor	35%	36%	35%	34%	34%	41%	33%	34%	32%	38%
I don't know	6%	5%	5%	8%	11%	6%	2%	4%	5%	7%

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

**Albertans consider that the UCP and the NDP would perform equally in terms of growing the economy and working with the industry to promote economic growth. However, more Albertans believe that the NDP would be better at diversifying the economy, cleaning up orphaned or abandoned oil and gas wells, protecting jobs, and addressing the cost of living issues. It's noteworthy that a significant proportion of Albertans (between 24% to 31%) do not have a clear opinion.**

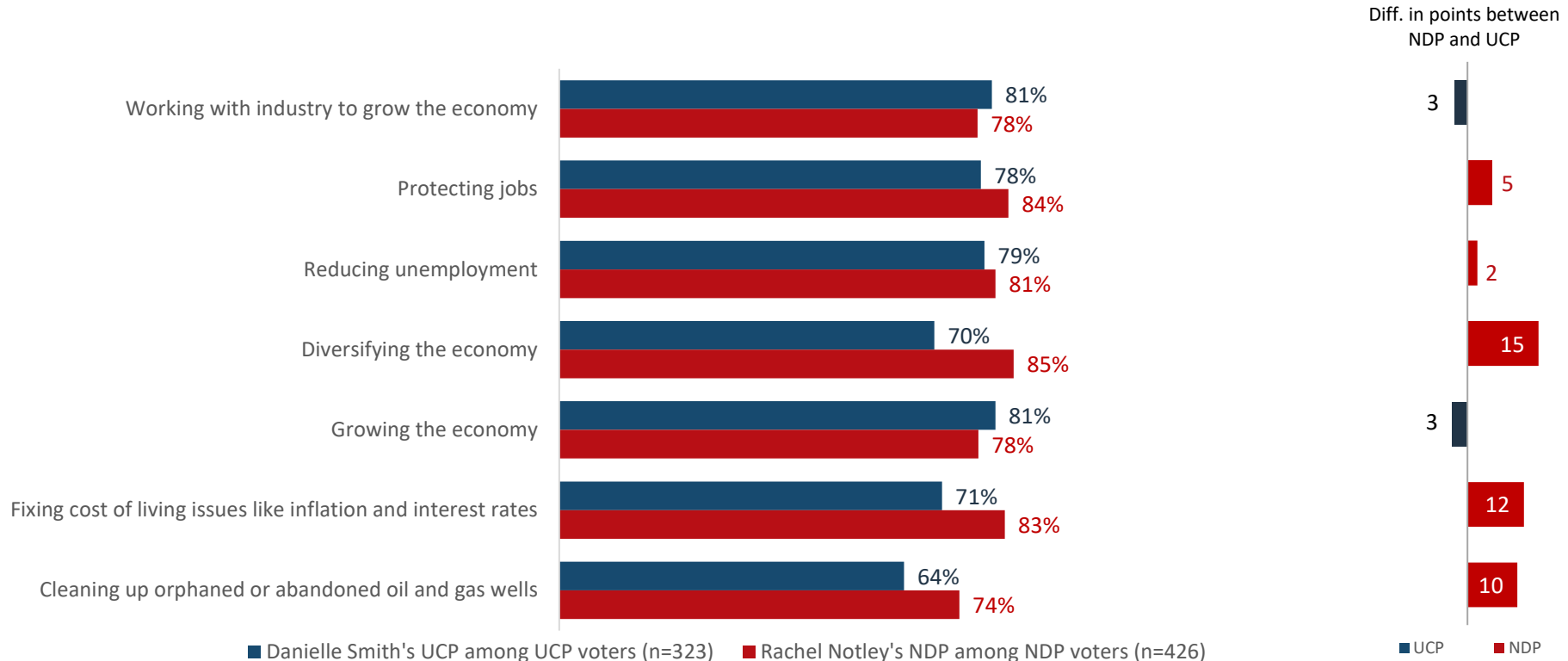


Base: Albertans (n=1,000)

Q6. Which political party, if elected in the upcoming election do you think will do a better job over the next four years....



**More Albertans who would vote for the NDP believe that the NDP would be better at diversifying the economy, cleaning up orphaned or abandoned oil and gas wells, and addressing the cost of living issues than those who would vote for the UCP.**



Diff. in points between NDP and UCP

■ UCP ■ NDP

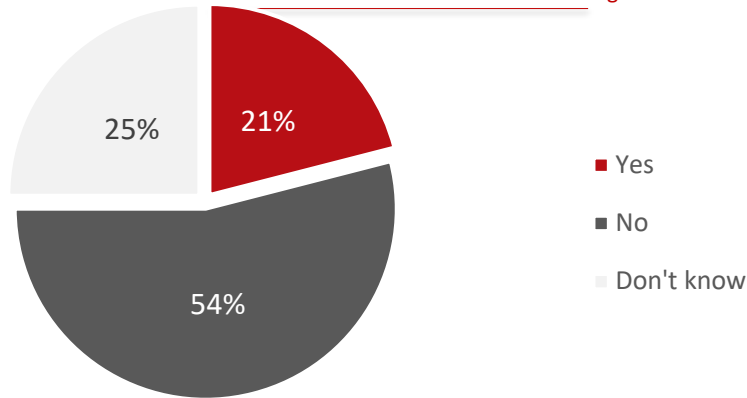
**More Edmontonians and Albertans aged 18-44 believe that the NDP would do a better job than the UCP on the following issues, while those aged 55 and over, as well as those living in Calgary or outside Calgary and Edmonton, have less strong opinions regarding the NDP's performance compared to the UCP's, and believe the UCP could do better.**

Point diff. between Rachel Notley and Danielle Smith	Albertans									
	(n=1,000)	Cgy. CMA	Edm. CMA	Other AB	18-34	35-44	45-54	55+	Men	Women
		(n=330)	(n=320)	(n=350)	(n=194)	(n=151)	(n=178)	(n=477)	(n=424)	(n=576)
Working with industry to grow the economy	<b>0</b>	-8	17	-10	17	5	-4	-14	-3	3
Protecting jobs	<b>7</b>	-4	25	-2	16	12	4	-1	5	8
Reducing unemployment	<b>4</b>	-4	20	-5	18	13	1	-10	-1	8
Diversifying the economy	<b>12</b>	-1	34	1	20	24	19	-5	10	13
Growing the economy	<b>0</b>	-9	20	-10	11	13	0	-15	0	1
Fixing cost of living issues like inflation and interest rates	<b>7</b>	3	20	-3	13	24	8	-7	6	8
Cleaning up orphaned or abandoned oil and gas wells	<b>10</b>	-1	29	1	19	23	11	-5	10	9

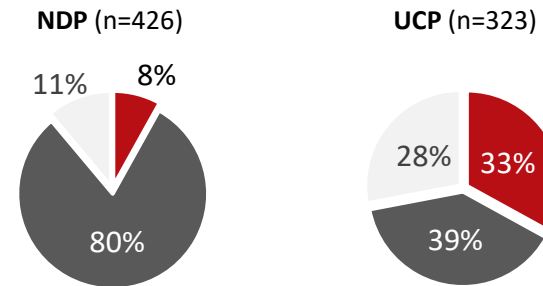
Positive numbers indicate that more Albertans consider NDP would do better than UCP. Differences of 5 points or more compared to the Total (Albertans) for Rachel Notley are shown in red and differences of 5 points or more with the Total (Albertans) for Danielle Smith are shown in blue.

The majority of Albertans (54%) disagree with the idea that Alberta government should create a new Provincial Pension Plan to replace the Canada Pension Plan for Albertans, while about one-in-five (21%) do agree. More decided UCP voters (33%) agree with the idea, while decided NDP voters are clearly against it (80%).

Albertans who believe the Alberta government should create a new Provincial Pension Plan



Voting intention



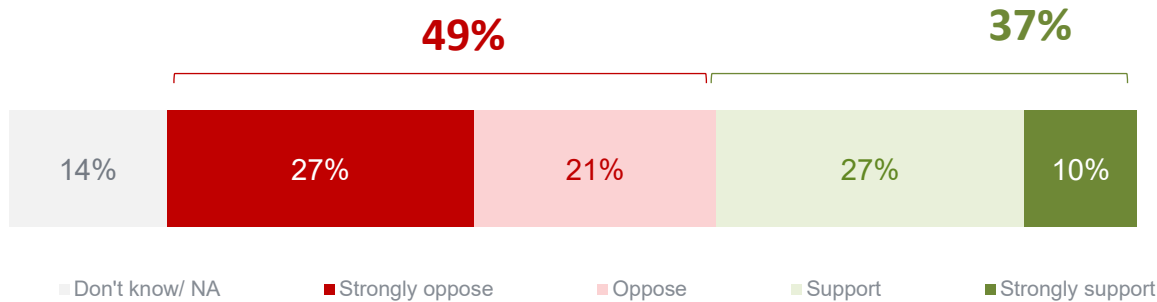
Results are significantly different between Albertans who would vote for NDP and those who would vote for UCP.

**Men, Albertans aged 45 and over, and those living in Edmonton or outside of the two cities are more likely to disagree with the idea of creating a new Provincial Pension Plan to replace the Canada Pension Plan for Albertans.**

	Albertans (n=1,001)									
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=194)	35-44 (n=151)	45-54 (n=178)	55+ (n=477)	Men (n=424)	Women (n=576)
Yes	<b>21%</b>	26%	16%	20%	29%	24%	16%	15%	25%	17%
No	<b>54%</b>	47%	60%	57%	41%	49%	59%	65%	60%	49%
I don't know	<b>25%</b>	27%	24%	23%	30%	27%	25%	19%	15%	33%

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

Opinion on government funding for a new arena for Calgary is divided. More Albertans (49%) oppose the provincial government's contribution to building a new arena and entertainment district in Calgary, while 37% support the plan. Unsurprisingly, those living in Calgary are more supportive of the plan.



Politically:

- 54% of UCP voters support (35% oppose)
- 27% of NDP voters support (63% oppose)

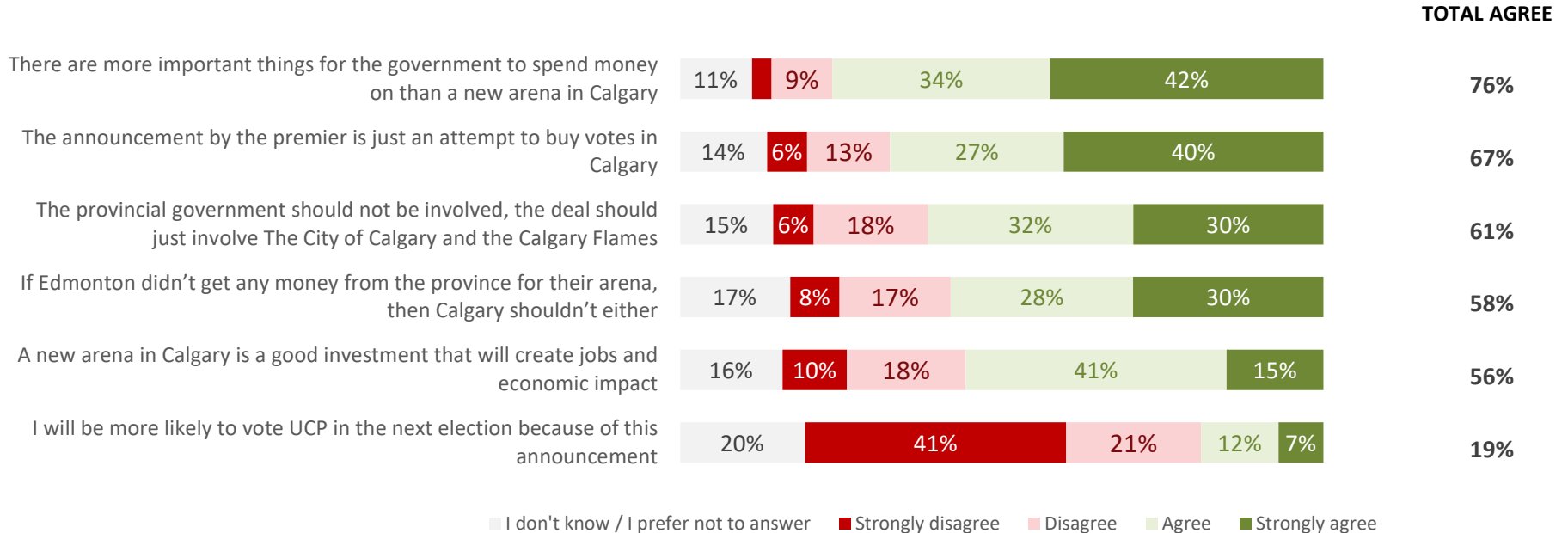
	Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
<b>TOTAL SUPPORT</b>	<b>52%</b>	<b>25%</b>	<b>34%</b>
Strongly support	18%	3%	9%
Support	34%	22%	26%
<b>TOTAL OPPOSE</b>	<b>38%</b>	<b>62%</b>	<b>47%</b>
Strongly oppose	18%	38%	26%
Oppose	20%	24%	21%
I don't know	10%	13%	19%

Women are more likely to have no opinion on the topic than men (17% vs 10%).

Base: Albertans (n=1,000)

Q8. As you may have heard, the provincial government has recently announced that it will provide more than \$300 million in financial support, along with The City of Calgary and the Calgary Flames to build a new arena and entertainment district in Calgary. How much do you support or oppose the provincial government's contribution to the plan?

**More Albertans strongly believe that the government should prioritize spending on other important issues rather than a new arena in Calgary, and they view the announcement as an attempt to buy votes in Calgary. However, almost 20% of Albertans would consider voting for the UCP in the next election due to this announcement.**



Base: Albertans (n=1,000)

Q9. How much do you agree or disagree with the following statements about the provincial government's promise to provide financial support for a new arena and entertainment district in Calgary?

Responses 3% or less not labelled

The views on the provincial government's contribution to a new arena vary depending on where Albertans live, their voting intentions, and their stance on the plan. Those who oppose the project strongly believe that the provincial government should prioritize spending on other important issues, should not be involved in the project, and that Calgary should not receive provincial funding if Edmonton did not. Moreover, they view the announcement as an attempt to buy votes in Calgary.

TOTAL AGREE	Albertans (n=1,000)				Voting intentions		Support the new arena	
		Cgy. CMA	Edm. CMA	Other AB	NDP	UCP	Support	Oppose
		(n=330)	(n=320)	(n=350)	(n=426)	(n=323)	(n=349)	(n=516)
There are more important things for the government to spend money on than a new arena in Calgary	76%	65%	85%	79%	86%	70%	59%	96%
The announcement by the premier is just an attempt to buy votes in Calgary	67%	60%	78%	64%	91%	49%	56%	82%
The provincial government should not be involved, the deal should just involve The City of Calgary and the Calgary Flames	61%	46%	75%	64%	71%	59%	40%	85%
If Edmonton didn't get any money from the province for their arena, then Calgary shouldn't either	58%	40%	71%	65%	72%	49%	32%	82%
A new arena in Calgary is a good investment that will create jobs and economic impact	56%	63%	45%	58%	51%	70%	89%	35%
I will be more likely to vote UCP in the next election because of this announcement	19%	26%	15%	16%	5%	39%	38%	9%

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



## RESPONDENT PROFILE



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

	Albertans (n=1,000)			
		Calgary CMA (n=330)	Edmonton CMA (n=320)	Other AB (n=350)
<b>Age</b>				
18-34	27%	29%	30%	21%
35-44	20%	21%	20%	19%
45-54	17%	17%	16%	17%
55+	36%	33%	34%	42%
<b>Gender</b>				
Male	48%	49%	49%	46%
Female	52%	51%	51%	54%
<b>Children Under 18 in Household</b>				
Yes	31%	39%	26%	27%
No	69%	60%	74%	73%
I prefer not to answer	1%	1%	1%	-
<b>Household Income</b>				
Under \$40K	20%	18%	23%	19%
\$40K-<\$80K	25%	24%	24%	27%
\$80K+	46%	48%	44%	44%
I prefer not to answer	9%	10%	9%	10%

## RESPONDENT PROFILE: Employment

	Albertans (n=999)	Albertans		
		Calgary CMA (n=330)	Edmonton CMA (n=319)	Other AB (n=350)
<b>Employed</b>	<b>59%</b>	<b>59%</b>	<b>60%</b>	<b>57%</b>
Working full time	42%	46%	43%	37%
Working part time	11%	9%	11%	11%
Self-employed / freelance work	6%	5%	5%	9%
<b>Student</b>	<b>4%</b>	<b>4%</b>	<b>6%</b>	<b>2%</b>
<b>Homemaker</b>	<b>6%</b>	<b>5%</b>	<b>4%</b>	<b>8%</b>
<b>Unemployed</b>	<b>9%</b>	<b>12%</b>	<b>7%</b>	<b>7%</b>
<b>Retired</b>	<b>22%</b>	<b>19%</b>	<b>22%</b>	<b>25%</b>
I prefer not to answer	1%	1%	1%	1%

## RESPONDENT PROFILE: Home Ownership, Urban vs. Rural

	Albertans (n=1,000)	Albertans		
		Calgary CMA (n=330)	Edmonton CMA (n=320)	Other AB (n=350)
<b>Home Ownership</b>				
Own	72%	73%	72%	72%
Rent	25%	24%	26%	25%
I prefer not to answer	3%	3%	1%	3%
<b>Urban vs. Rural</b>				
Urban area	47%	48%	58%	33%
Suburban area	35%	43%	36%	22%
Rural area	17%	7%	6%	43%
I don't know / I prefer not to answer	2%	2%	<1%	2%

## RESPONDENT PROFILE: Education, First Language

	Albertans (n=1,000)	Albertans		
		Calgary CMA (n=330)	Edmonton CMA (n=320)	Other AB (n=350)
<b>Education</b>				
High School or Less	31%	28%	29%	38%
College/Diploma	37%	34%	39%	38%
University	31%	37%	32%	22%
I prefer not to answer	1%	1%	-	1%
<b>Language Spoken</b>				
French	2%	2%	3%	2%
English	83%	81%	78%	91%
Other	5%	6%	6%	2%
French and other	<1%	1%	<1%	-
English and other	5%	5%	8%	3%
Other and other	2%	2%	3%	<1%
English and French	3%	3%	3%	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

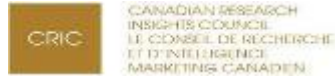


# 8

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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