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Changes to the NDP in Alberta

Alberta Omni Report – January 2024

DATE 2024-01-26

Methodology

Method

Online survey of n=1,001 Alberta respondents 18 years of age or older:

- with quotas in place to generate a demographically representative sample that aligns with Statistics Canada estimates.

When

January 19th, 2024 to January 22nd, 2024

Margin of error

For comparison purposes, a probability sample of n=1,001 yields a margin of error no greater than ±3.1% (19 times out of 20) for the total Alberta sample.

Methodology

Weighting

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

Significant differences

Data in green indicate a significantly higher proportion than data in red within the same subgroup. Conversely, data in red indicate a significantly lower proportion than data in green within the same subgroup.

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.
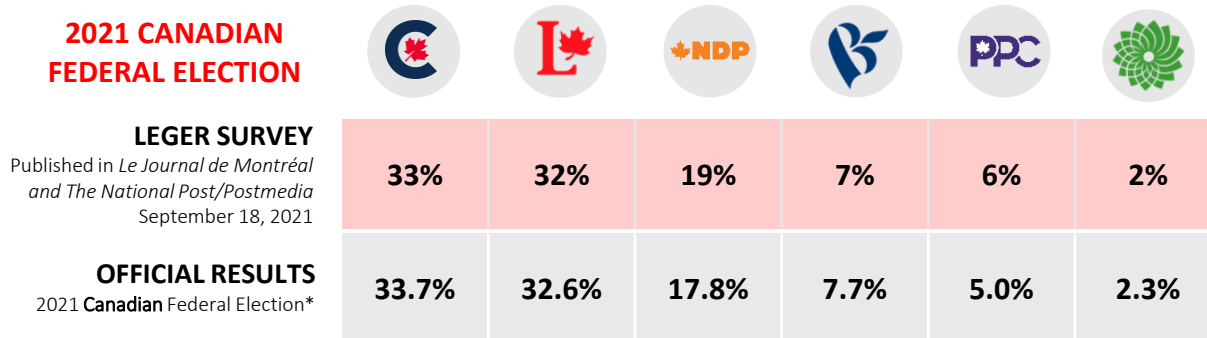
Questions

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

A more detailed methodology is presented in the Appendix.

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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	C	L	NDP	B	PPC	
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key Highlights

From January 19th to 22nd, we surveyed Albertans to know more about their opinions after the announcement of Rachel Notley stepping down as the leader of the Alberta NDP...

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

- The greatest proportion of Albertans feel that Rachel Notley stepping down as leader of the NDP will not make a difference when it comes to the NDP's chance to form government in the next election.
    - NDP supporters, in particular, are split in their opinion on whether it will help the party's chances or hurt them.

- Albertans believe that the next leader of the Alberta NDP should have both business experience, and already be elected to the legislature.

- A quarter of Albertans indicate they are likely to vote NDP in the next election, while a similar proportion are unsure but willing to consider it.

- One-quarter of Albertans agree that Rachel Notley should run as a federal MP, while nearly one-third disagree.
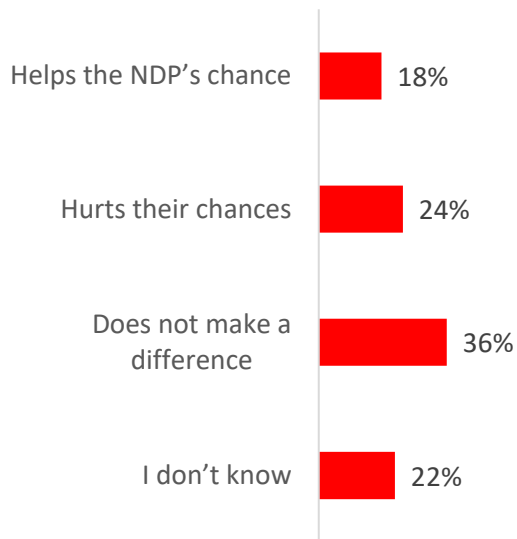
Detailed Results: Changes To the Alberta NDP

Perceived Future of NDP Without Rachel Notley

Q3. Do you feel Rachel Notley's decision to step down as leader of the Alberta NDP helps the NDP's chance to form government in the next election; hurts their chances or does not make a difference?
Base: All Albertans (n=1,001)

Helps the NDP's chance — 18%

Hurts their chances — 24%

Does not make a difference — 36%

I don't know — 22%

Provincial Voting Intention	Alberta NDP	United Conservatives Alberta Strong & Free	OTHER
Unweighted n=	383	379	64
Helps the NDP's chance	27%	16%	18%
Hurts their chances	30%	21%	31%
Does not make a difference	21%	53%	37%
I don't know	22%	10%	14%

What Does the Next Leader of the Alberta NDP Need

Q4. How much do you agree or disagree that the next leader from the NDP have the following in terms of background and experience:
Base: All Albertans (n=1,001)

	Agree (NET)
Have business experience	56%
Be already elected to the legislature	34%
Come from healthcare	24%
Be from Calgary	17%
Be a woman	14%

Have business experience: 11% I don't know, 5% Strongly disagree, 5% Somewhat disagree, 23% Neither agree nor disagree, 33% Somewhat agree, 23% Strongly agree

Be already elected to the legislature: 15% I don't know, 6% Strongly disagree, 7% Somewhat disagree, 38% Neither agree nor disagree, 25% Somewhat agree, 9% Strongly agree

Come from healthcare: 12% I don't know, 9% Strongly disagree, 10% Somewhat disagree, 46% Neither agree nor disagree, 18% Somewhat agree, 6% Strongly agree

Be from Calgary: 12% I don't know, 13% Strongly disagree, 10% Somewhat disagree, 47% Neither agree nor disagree, 13% Somewhat agree, 5% Strongly agree

Be a woman: 12% I don't know, 8% Strongly disagree, 6% Somewhat disagree, 60% Neither agree nor disagree, 9% Somewhat agree, 4% Strongly agree

Legend: ■ I don't know ■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

What Does the New Leader of the Alberta NDP Need

Q4. How much do you agree or disagree that the next leader from the NDP have the following in terms of background and experience:
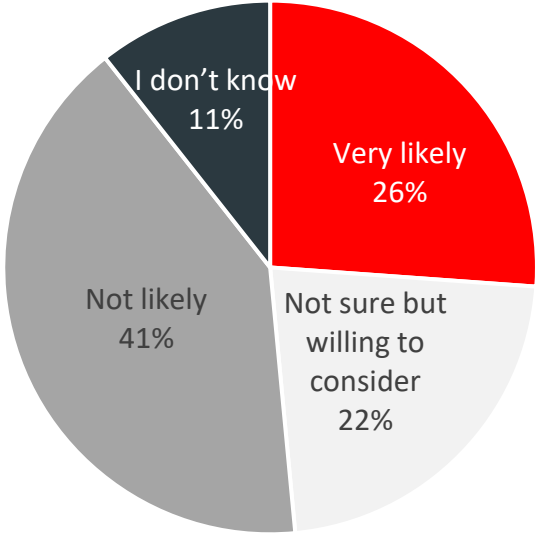Base: All Albertans (n=1,001)

Provincial Voting Intention Agree (NET)	Alberta NDP	United Conservatives Alberta Strong & Free	OTHER
Unweighted n=	*383*	*379*	*64*
Have business experience	64%	61%	53%
Be already elected to the legislature	48%	30%	45%
Come from healthcare	34%	17%	34%
Be a woman	18%	9%	22%
Be from Calgary	15%	18%	36%

Likelihood to Vote NDP in Next Provincial Election

Q5. How likely are you to vote NDP in the next provincial election now that Rachel Notley has stepped down?
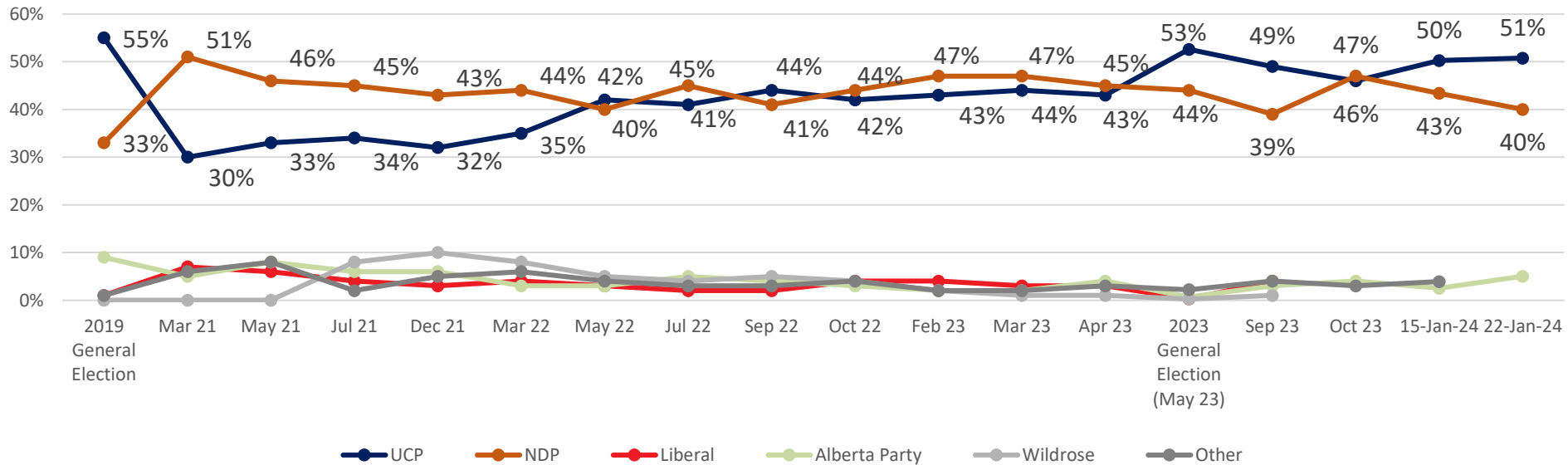Base: All Albertans (n=1,001)

Provincial Voting Intention	Alberta NDP	United Conservatives Alberta Strong & Free	OTHER
Unweighted n=	383	379	64
Very likely	66%	6%	20%
Not sure but willing to consider	31%	12%	29%
Not likely	<1%	78%	41%
I don't know	2%	4%	10%

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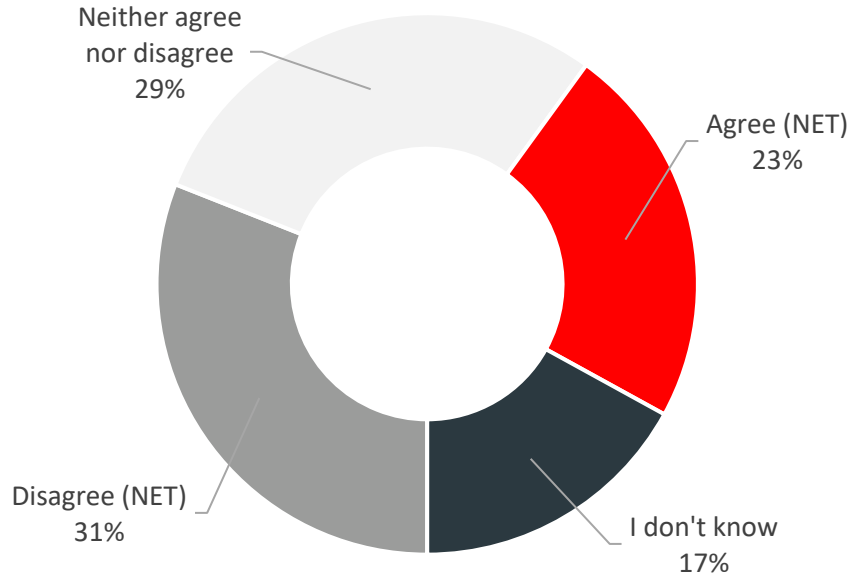Base: Albertans who are decided on who they would vote for in a Provincial election (n=868)

Should Rachel Notley Head to Ottawa?

Q6. How much do you agree or disagree that Rachel Notley should run as an MP to go to Ottawa?
Base: All Albertans (n=1,001)

Neither agree nor disagree
29%

Agree (NET)
23%

Disagree (NET)
31%

I don't know
17%

Provincial Voting Intention	Alberta NDP	United Conservatives Alberta Strong & Free	OTHER
Unweighted n=	383	379	64
Agree (NET)	49%	9%	28%
Neither agree nor disagree	31%	26%	24%
Disagree (NET)	8%	54%	39%
I don't know	12%	10%	9%

REPORT

Detailed Methodology

Unweighted Sample

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

	Alberta Unweighted n=1,001	Alberta Weighted n=1,001
Gender		
Male	352	487
Female	649	514
Age		
18-34	248	276
35-54	329	365
55+	424	360
Kids in Household		
Yes	287	306
No	708	690
Region		
Calgary	331	351
Edmonton	320	337
Other	350	313

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  Online community management

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

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