

Report

May Provincial Polling

May 2023

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DATE 2023-05-26





Methodology

METHODOLOGY



Study Population

Albertans, ages 18 and older.



Data Collection

A total of **n=1,011** surveys were conducted via Leger’s LEO Panel, including:

- n=340 in Edmonton CMA
- n=335 in Calgary CMA
- n=336 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans



Interviews were conducted from **May 23rd to May 25th**, 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=1,011) $\pm 3.1\%$, 19 times out of 20.
- Edmonton CMA (n=340) $\pm 5.3\%$, 19 times out of 20.
- Calgary CMA (n=335) $\pm 5.4\%$, 19 times out of 20.
- Other Albertans (n=336) $\pm 5.4\%$, 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.

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.

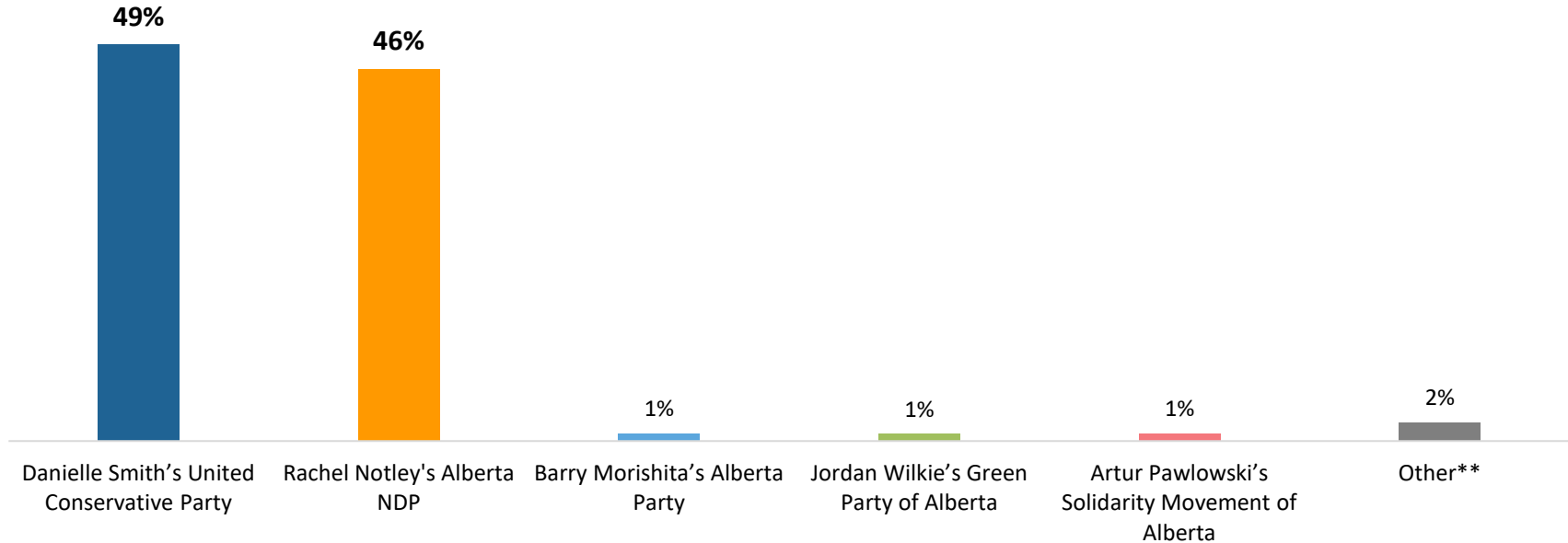


Detailed Responses

Provincial Polling

Decided Voters

With less than a week to go before the next election, **UCP takes a narrow lead with 49% of voting intentions among decided voters, while the NDP follows closely behind with 46%.**



Base: Albertans who are decided on who they would vote for in a Provincial election (n=891)

Q1. If a Provincial election in Alberta was today which of the party's candidates would you be most likely to support? Q2. Is there a Party you are leaning toward supporting, even just a little?

*Party list has been updated to include parties with more than 15 candidates running in the election *Caution to be used in interpreting tracking due to change in question wording

**The "Other" mention includes parties who have less than 1%.

Among decided voters, those in Edmonton are more likely to vote NDP (56%), while those living outside of Edmonton or Calgary are more likely to vote UCP (60%). Albertans aged 55+ are more likely to vote UCP (55%) and those aged between 18 and 34 are more likely to vote NDP (56%).

	TOTAL	Decided Voters	Demographic Differences Among Decided Voters								
			Cgy. CMA	Edm. CMA	Other AB	18-34	35-44	45-54	55+	Men	Women
n=	1,011	891	297	302	292	196	157	145	393	412	474
Danielle Smith's United Conservative Party	42%	49%	48%	40%	60%	40%	45%	53%	55%	50%	48%
Rachel Notley's Alberta NDP	40%	46%	46%	56%	36%	56%	48%	44%	40%	45%	47%
Barry Morishita's Alberta Party	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%
Jordan Wilkie's Green Party of Alberta	1%	1%	1%	1%	0%	2%	1%	1%	0%	0%	1%
Artur Pawlowski's Solidarity Movement of Alberta	1%	1%	1%	0%	1%	0%	3%	0%	1%	1%	1%
Other**	2%	2%	3%	2%	2%	2%	2%	1%	3%	2%	2%
Will not vote	5%	-	-	-	-	-	-	-	-	-	-
I don't know / I prefer not to answer	9%	-	-	-	-	-	-	-	-	-	-

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

Base: Albertans (n=1,011)

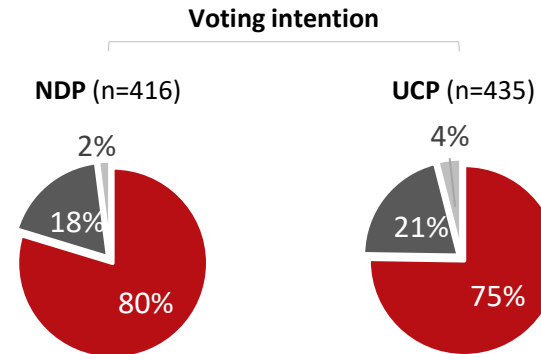
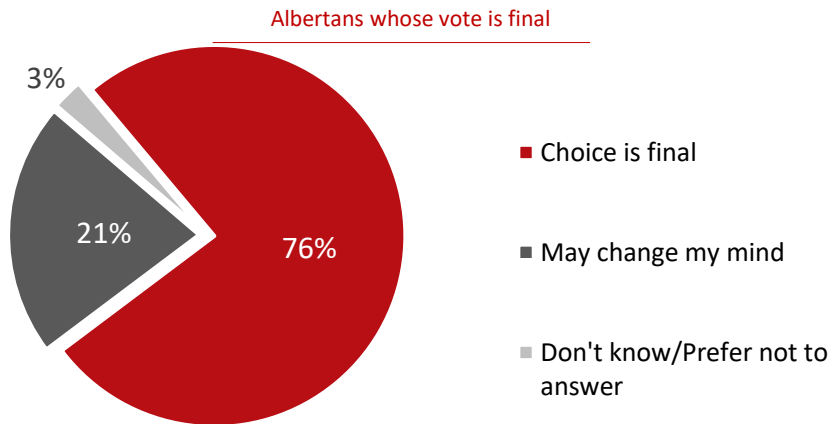
Q1. If a Provincial election in Alberta was today which of the party's candidates would you be most likely to support?

Q2. Is there a Party you are leaning toward supporting, even just a little?

*Party list has been updated to include parties with more than 15 candidates running in the election *Caution to be used in interpreting tracking due to change in question wording

**The "Other" mention includes parties who have less than 1%.

About three quarters of Albertans who will vote for a listed party (76%) have made a final decision for who to vote for, with 21% of Albertans indicating they may change their mind. More decided NDP voters (80%) have made a final decision as to who they will vote for.



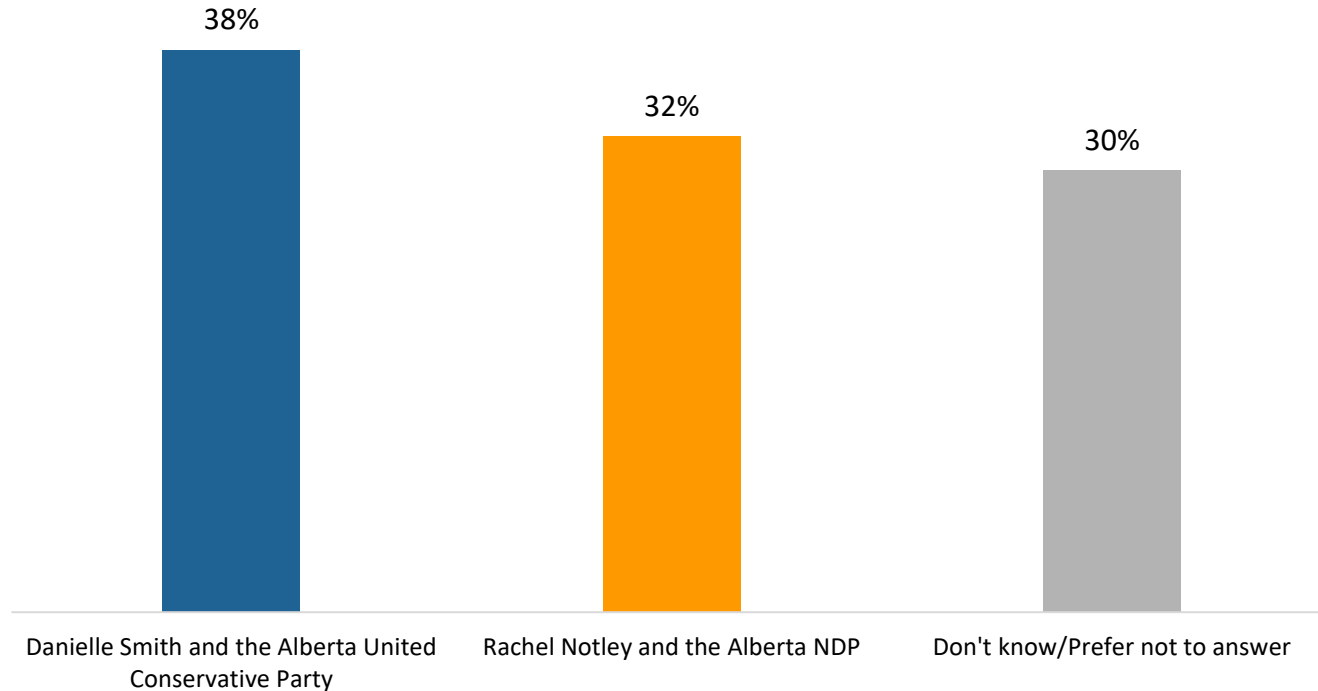
Results are significantly different between Albertans who would vote for NDP and those who would vote for UCP.

Men and Albertans aged 55 and over are more likely to have made a final decision on who they will vote for (79% and 83%, respectively).

	TOTAL n=882									
		Cgy. CMA 294	Edm. CMA 298	Other AB 290	18-34 195	35-44 156	45-54 143	55+ 388	Men 407	Women 470
Choice is final	76%	77%	73%	77%	71%	68%	75%	83%	79%	72%
May change my mind	21%	21%	24%	19%	26%	28%	23%	14%	19%	23%
I don't know	3%	2%	3%	3%	3%	3%	3%	2%	1%	4%

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

Nearly four-in-ten Albertans (38%) feel that Danielle Smith and the UCP will win the next provincial election and form the next government.



Those who would vote for the UCP are more likely to believe that the UCP will win the election (72%), while 62% of those who would vote for the NDP believe that the NDP will win the election.

Those living outside of the two main cities are more likely to feel that Danielle Smith and the UCP will win the next provincial election and form the next government.

	TOTAL									
	1,011	Cgy. CMA	Edm. CMA	Other AB	18-34	35-44	45-54	55+	Men	Women
Danielle Smith and the Alberta United Conservative Party	38%	36%	34%	44%	33%	42%	39%	39%	41%	36%
Rachel Notley and the Alberta NDP	32%	35%	36%	24%	38%	31%	35%	27%	33%	31%
Don't know/I prefer not to answer	30%	28%	30%	32%	29%	27%	26%	34%	27%	33%

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



RESPONDENT PROFILE

RESPONDENT PROFILE: Age, Region, Gender, Education

	TOTAL	Calgary CMA	Edmonton CMA	Other AB
n (effective)=	1,011	335	340	336
n (weighted)=	1,011	360	344	307
Age				
18-34	27%	29%	30%	23%
35-44	20%	21%	20%	19%
45-54	17%	17%	16%	17%
55+	36%	33%	34%	42%
Region				
Calgary CMA	36%	100%	0%	0%
Edmonton CMA	34%	0%	100%	0%
Other Albertans	30%	0%	0%	100%
Gender				
Male	48%	49%	49%	47%
Female	51%	51%	51%	53%
Education				
High School or Less	31%	27%	30%	37%
College/Diploma	43%	42%	43%	42%
University	25%	30%	26%	19%
I prefer not to answer	1%	0%	1%	2%

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