



EYE ON ALBERTA

ALBERTA'S PUBLIC AFFAIRS MONITOR

NOVEMBER 2018

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RESEARCH METHODOLOGY



- Study fielded via online research panel
 - Field dates: November 21 to 26, 2018
 - Panel source: ThinkHQ Connect & MARU
- n=1,102
- Weighted to reflect gender, age and region of Alberta population according to Stats Canada
- This online survey utilizes a representative but non-random sample, therefore margin of error is not applicable. However, a probability sample of this size would yield a margin of error of +/- 3.0 percentage points at a 95% confidence interval
- Accuracy of sub-samples of the data decline based on sample sizes

REGIONAL SAMPLE SIZES AND MARGINS OF ERROR



	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error (Associated with a probability sample of this size)
ALBERTA TOTAL	1,102	1,102	+/- 3.0
Calgary	407	386	+/- 4.9
Edmonton	330	347	+/- 5.4
North	94	133	+/- 10.1
Central	132	123	+/- 8.5
South	139	113	+/- 8.3



ALBERTA'S POLITICAL LANDSCAPE

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-NOTLEY'S NDP FACING TOUGH ROAD TO RE-ELECTION



With a provincial election now only a few months away, the governing NDP have a very difficult path to re-election. They continue to hold a significant lead over the UCP in Edmonton (although the race is tightening in the Capitol-region's suburbs), but trail badly in small urban centres and rural Alberta. In Calgary, vote intentions for the NDP are running at roughly the same levels as the 2015 election, but without the vote-split on the right, NDP prospects are not good.

- Currently one-in-five (21%) Alberta voters are undecided about which party they will be supporting in the next provincial election
- Among decided voters, the UCP enjoy a comfortable lead province-wide capturing 50% followed by the NDP at 35%, the Alberta Party (9%) and the Liberals (5%)
 - The NDP hold an 18-point lead over the UCP within Edmonton city limits, but only an 11-point lead in the greater Edmonton region, suggesting that races in suburban ridings may be competitive
 - Outside of Alberta's two metropolitan areas, the UCP enjoys a commanding lead over the NDP
 - In Calgary, the NDP are capturing about the same levels of support from voters as they did in the 2015 election, however the UCP enjoy a significant lead (now that the two right-of-centre parties have merged)

ALBERTA'S POLITICAL LANDSCAPE

-VOTERS UNENTHUSIASTIC/DIVIDED ABOUT PROVINCIAL LEADERS



Alberta voters are less than enthusiastic about all of the current provincial party leaders - all receive varying degrees of disapproval overall

- Rachel Notley and Jason Kenney garner similar levels of support among Alberta voters
 - Fully 44% of voters approve of the job being done by Premier Notley vs. 50% who disapprove, yielding a net approval rating of -6
 - 43% approve of UCP leader Jason Kenney vs. 45% disapprove for a net approval score of -2
- The Alberta Party and Liberal Party leaders suffer from a mixture of negativity and low profile among voters
 - Net approval for Stephen Mandel sits at -14, with 39% unable to rate his performance
 - Net approval for David Khan is -24, with 41% unsure about him

The current roster of provincial party leaders, particularly the front-running parties, polarizes voters

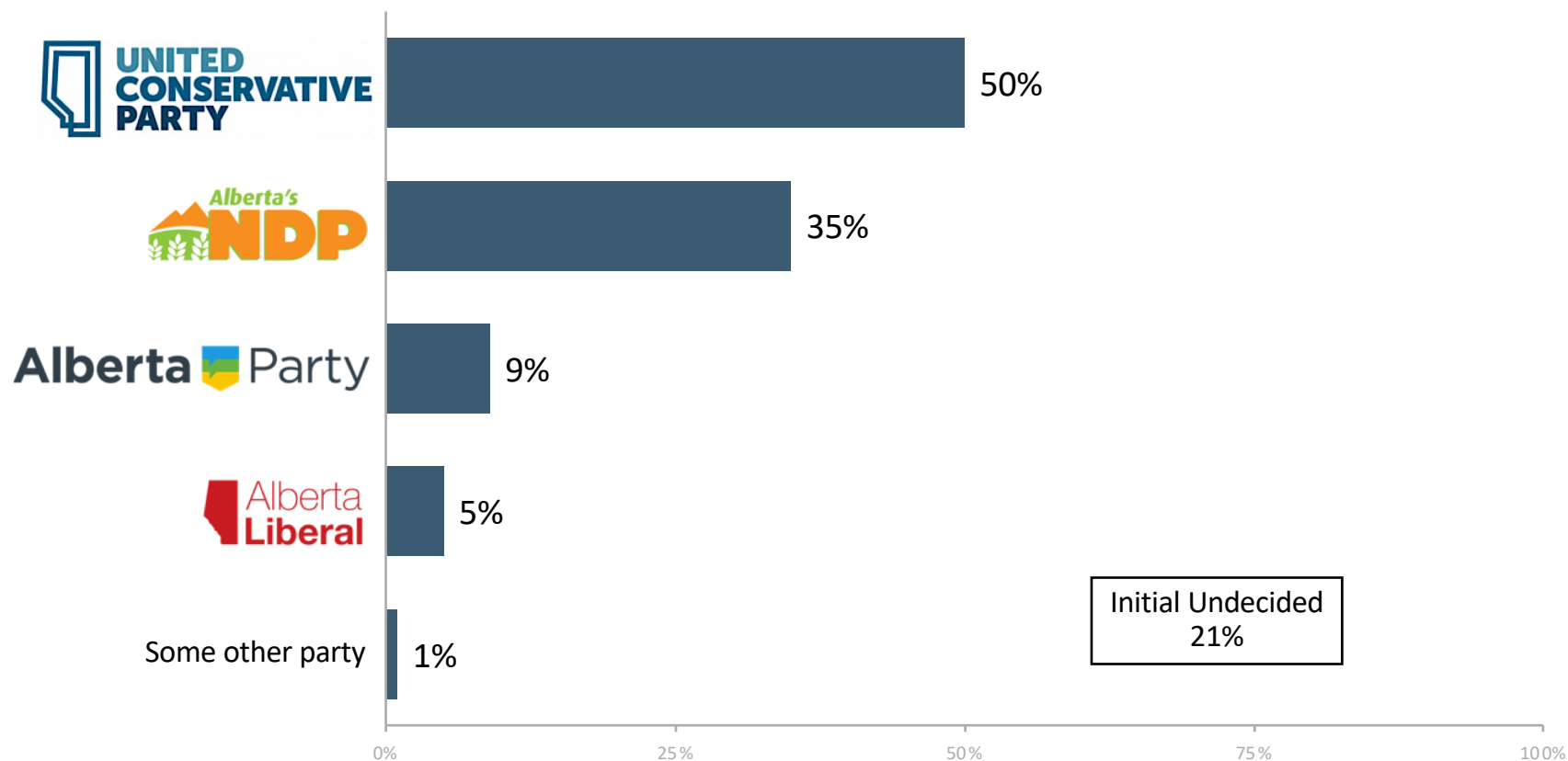
- Among likely NDP voters, Rachel Notley's approval is almost universal (97%), but among likely UCP voters only 9% approve of Notley
- Among UCP voters, Jason Kenney is very well regarded (89% approve), but only 6% of likely NDP voters offer any degree of approval for Kenney

PROVINCIAL POLITICAL HORSERACE

-DECIDED VOTE



If a provincial election were held today, which one of the following parties' candidate would you, yourself, be most likely to support?



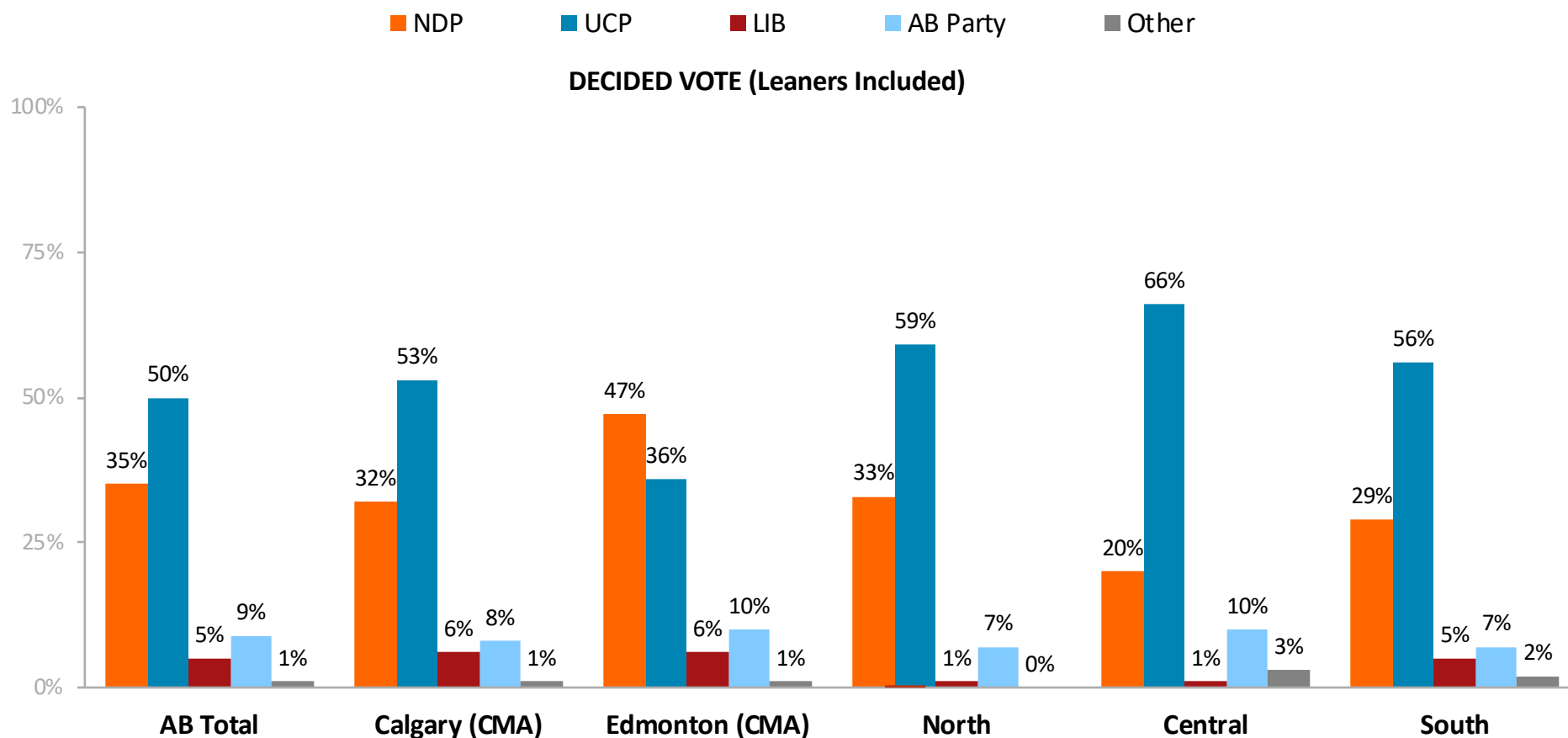
Base: Decided Voters (n=917)

PROVINCIAL POLITICAL HORSERACE

-BY REGION



If a provincial election were held today, which one of the following parties' candidate would you, yourself, be most likely to support?



Base: Decided Voters

PROVINCIAL POLITICAL HORSERACE

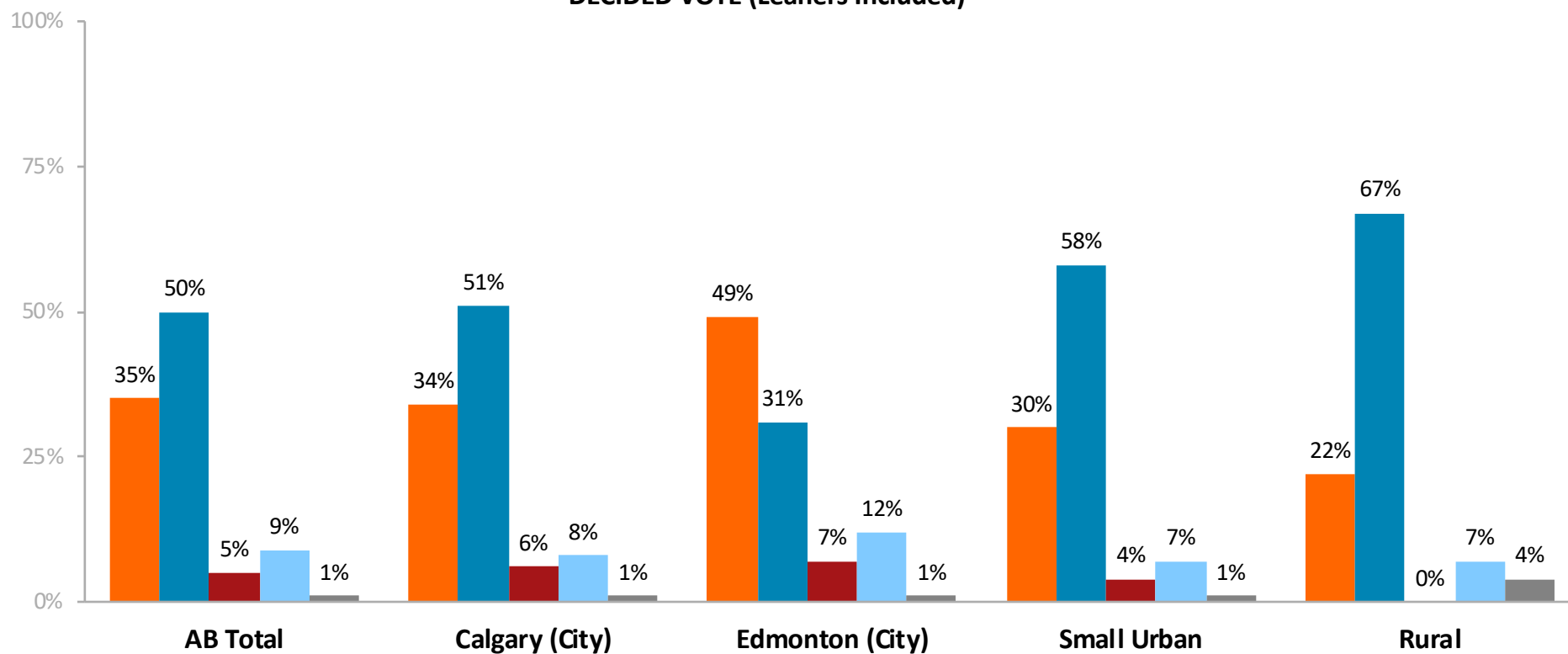
-BY REGION



If a provincial election were held today, which one of the following parties' candidate would you, yourself, be most likely to support?

■ NDP
 ■ UCP
 ■ LIB
 ■ AB Party
 ■ Other

DECIDED VOTE (Leaners Included)

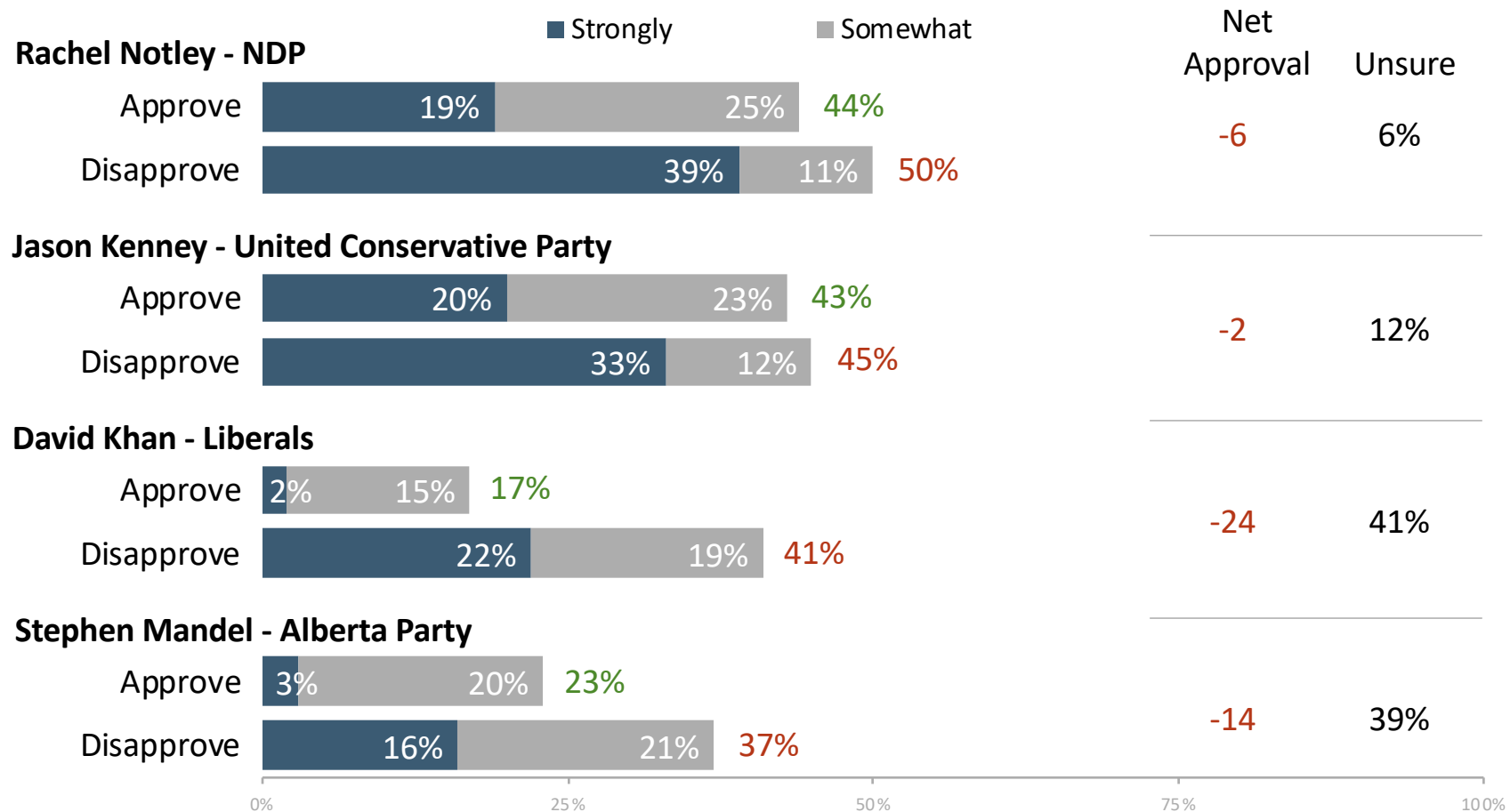


Base: Decided Voters

PROVINCIAL LEADERSHIP EVALUATIONS



Would you generally say you approve or disapprove of the performance of the following provincial party leaders?



Base: All respondents (n=1,102)

LEADER APPROVAL

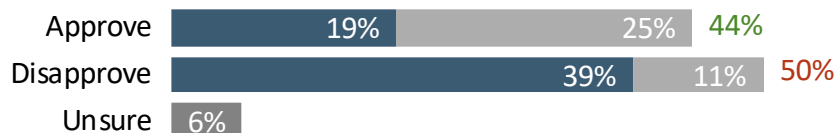
-BY REGION AND PROVINCIAL VOTE INTENTION



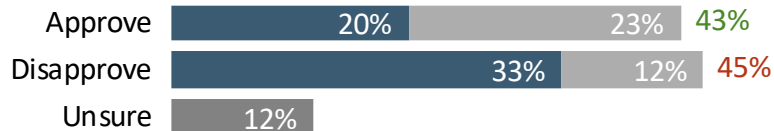
Would you generally say you approve or disapprove of the performance of the following provincial party leaders?

■ Strongly ■ Somewhat ■ Unsure

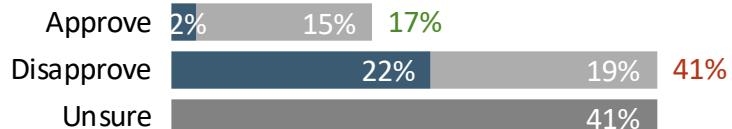
Rachel Notley - NDP



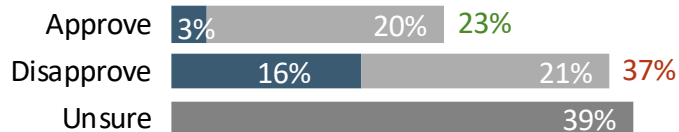
Jason Kenney – United Conservative Party



David Khan - Liberals



Stephen Mandel – Alberta Party



0% 25% 50%

□ Significantly higher ○ Significantly lower

Region

Provincial Vote Intention

	Calgary Proper (n=347)	Edmonton Proper (n=271)	UCP (n=460)	NDP (n=323)	ABP (n=78)*	UND'D (n=141)
Approve	45%	58%	9%	97%	42%	38%
Disapprove	49%	34%	89%	2%	52%	44%
Unsure	5%	8%	2%	1%	6%	18%
Approve	41%	29%	89%	6%	23%	12%
Disapprove	47%	57%	5%	91%	68%	50%
Unsure	12%	14%	6%	3%	9%	37%
Approve	17%	21%	7%	28%	21%	11%
Disapprove	41%	32%	61%	30%	32%	28%
Unsure	42%	47%	32%	42%	46%	61%
Approve	18%	28%	22%	20%	75%	11%
Disapprove	33%	40%	42%	47%	5%	26%
Unsure	49%	32%	36%	34%	20%	63%

Base: All respondents | *Caution: Small sample size



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