



# EYE ON ALBERTA

## ALBERTA'S PROVINCIAL CAMPAIGN BEGINS

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## -UCP LEAD HOLDING



As the provincial election writ drops, it is a two-horse race with the UCP holding a significant lead over the governing NDP according to a new ThinkHQ Public Affairs survey. Province-wide the Conservatives capture 49% of the decided vote, with the NDP trailing at 38%, and the Alberta Party (8%) and Liberals (3%) well back. Currently one-in-five (22%) voters is undecided.

Notley's New Democrats have an 18-point advantage over the UCP in the Edmonton region (52% vs. 34%) but trail the Conservatives by ~20 points in seat-rich Calgary (54% UCP vs. 33% NDP) and are a distant second-place in other parts of the province.

The gap between the two front-running parties has closed slightly over the past month – shrinking from a 14-percentage point lead for the UCP in early February to now an 11-percentage point advantage over the NDP. Unfortunately for the New Democrats, their gains are in constituencies where they are already strong – i.e. Edmonton.

Voter enthusiasm also tilts towards the Conservatives. Nearly seven-in-ten (68%) likely UCP voters say they are “very enthusiastic” about the upcoming election, compared to 55% among likely NDP voters, 48% Alberta Party voters and 41% Liberal voters.

According to voters, the NDP record as government will be a hurdle for them during the campaign. Almost one-half (49%) of those interviewed say the Notley government has had a “negative influence” on their lives, compared to 28% who believe they are better off due to the efforts of the current government, and 23% who aren't sure or perceive no real impact on their lives.

# ALBERTA'S PROVINCIAL CAMPAIGN BEGINS

## -SURVEY RESULTS AND UPCOMING CAMPAIGN



Commenting on the survey results and upcoming campaign, ThinkHQ President Marc Henry noted:

“Party vote intentions have been quite stable over the past 18 months or so, but the ‘phoney war’ stage is over now. There is considerable volatility and flexibility in the electorate. One-in-five are undecided and one-third of those who do have a preference are basing it not on positive affect toward a party, but dislike for the others. This polling reflects how the parties are starting the election, not necessarily where they will end up 27 days from now.

Having said that, the NDP have a big challenge ahead. There is no doubt they benefitted from the Wildrose/PC vote-split in the last election, which is gone. This is particularly problematic for them in Calgary and region. There are 30 seats up for grabs, the NDP are tracking at their high-water mark from the 2015 election but yet still trail by 20 points. Math AND geography are hard.

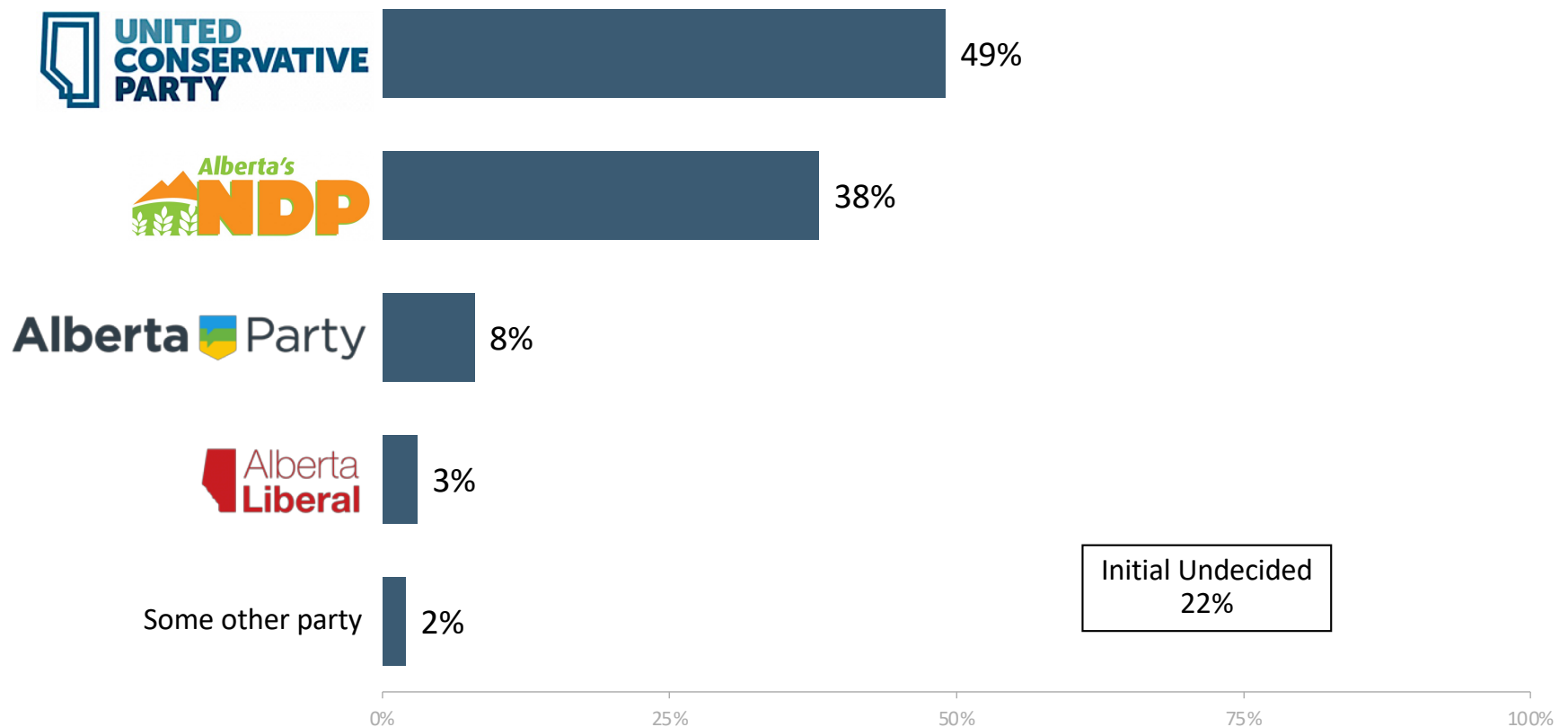
Most voters are not in a particularly good mood right now and may not be in a forgiving mood with this government. When half the voters say a government is responsible for a negative influence on their lives, that’s a problem – it’s the most basic of ballot questions.”

# 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=989)



# PROVINCIAL POLITICAL HORSERACE

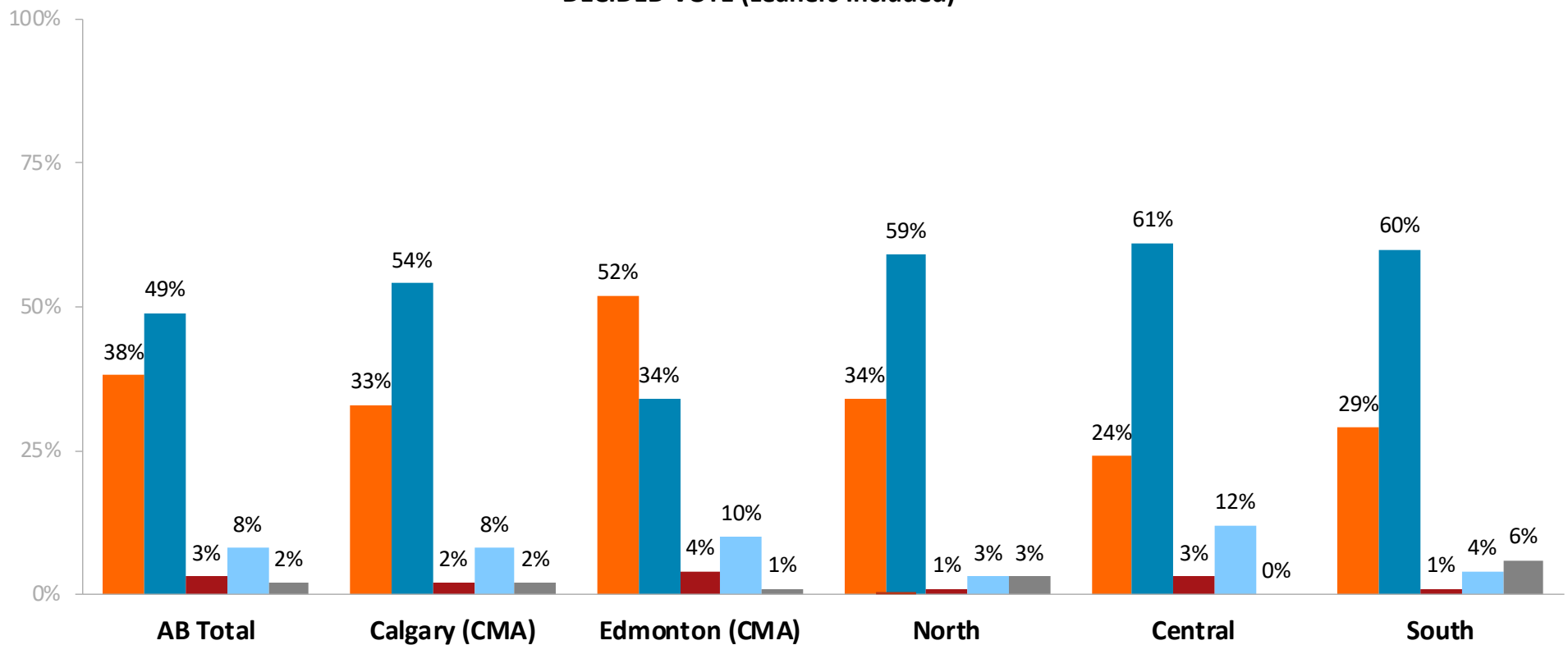
## -BY REGION



*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)**



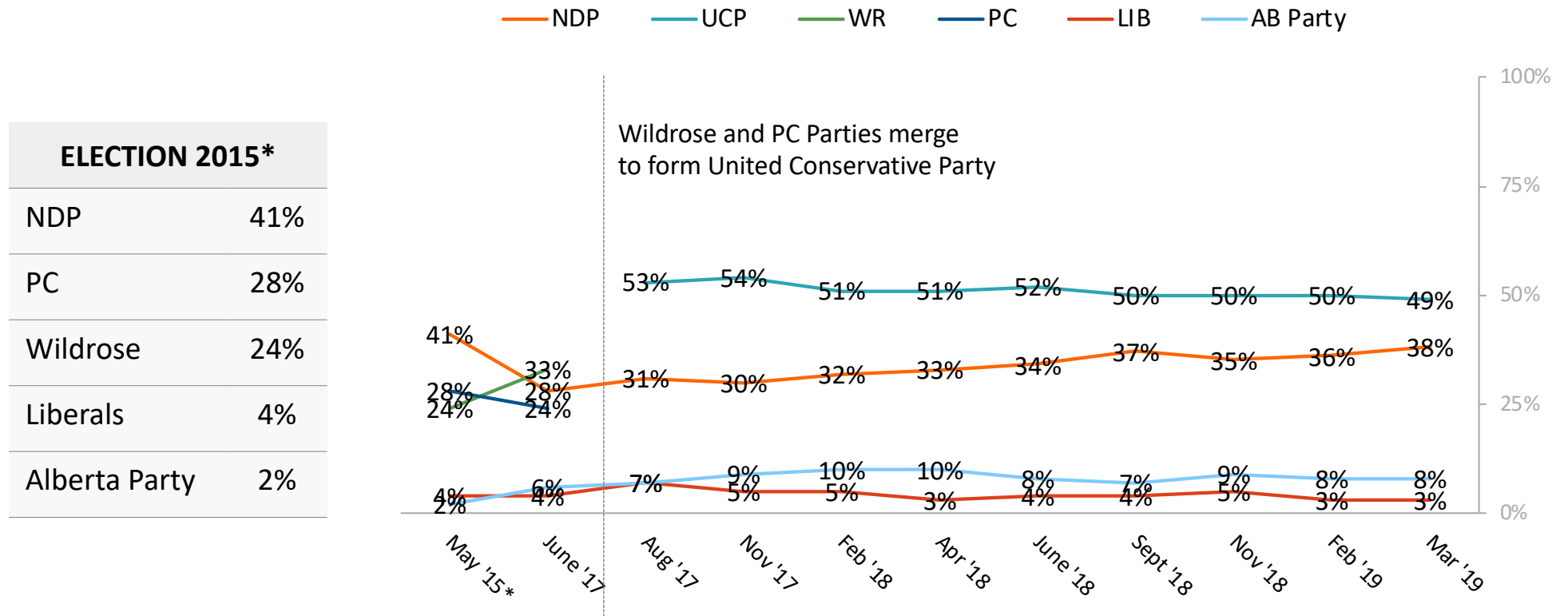
Base: Decided Voters

# PROVINCIAL POLITICAL HORSERACE

## -THQ TRACKING



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



*\*Official 2015 election results*

Base: Decided Voters

# PROVINCIAL POLITICAL HORSERACE

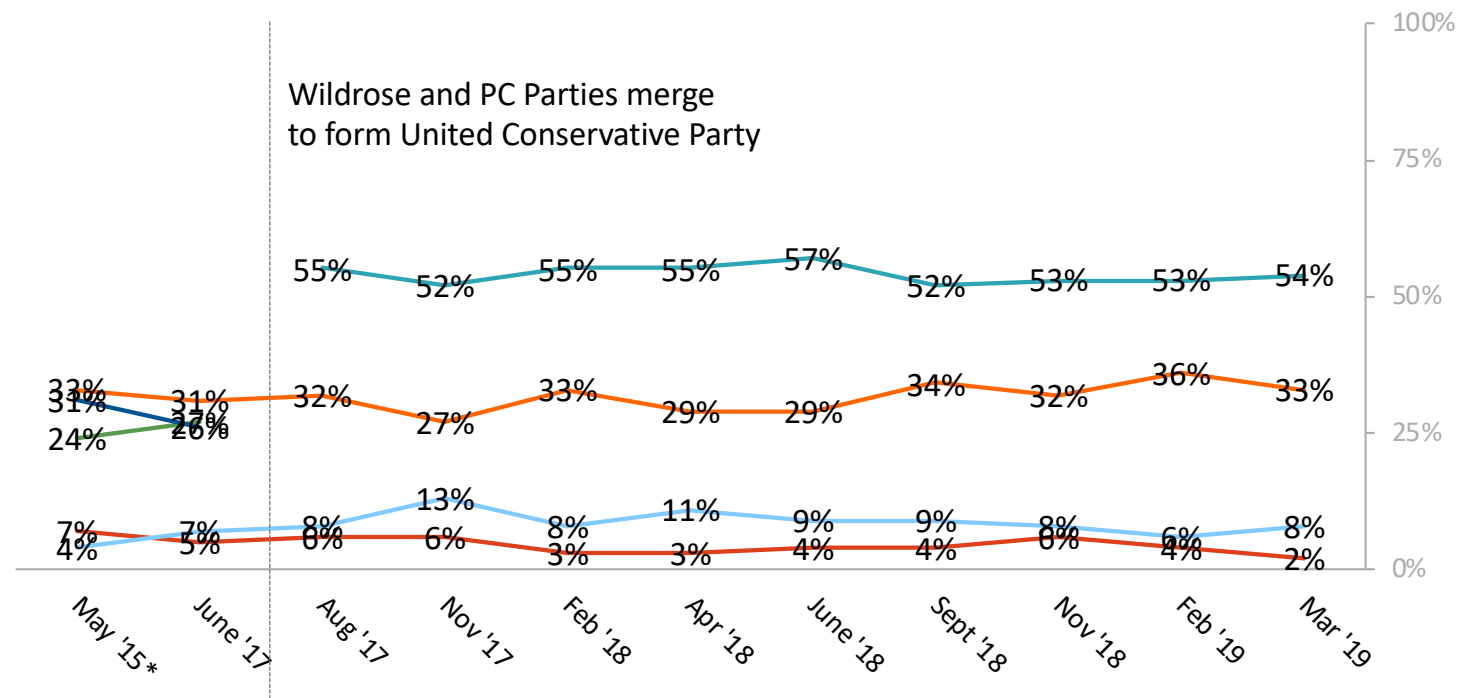
## -CALGARY (CMA) TRACKING



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

NDP UCP WR PC LIB AB Party

CALGARY (CMA) ELECTION 2015*	
NDP	33%
PC	31%
Wildrose	24%
Liberals	7%
Alberta Party	4%



\*Official 2015 election results

Base: Decided Voters in Calgary (CMA)

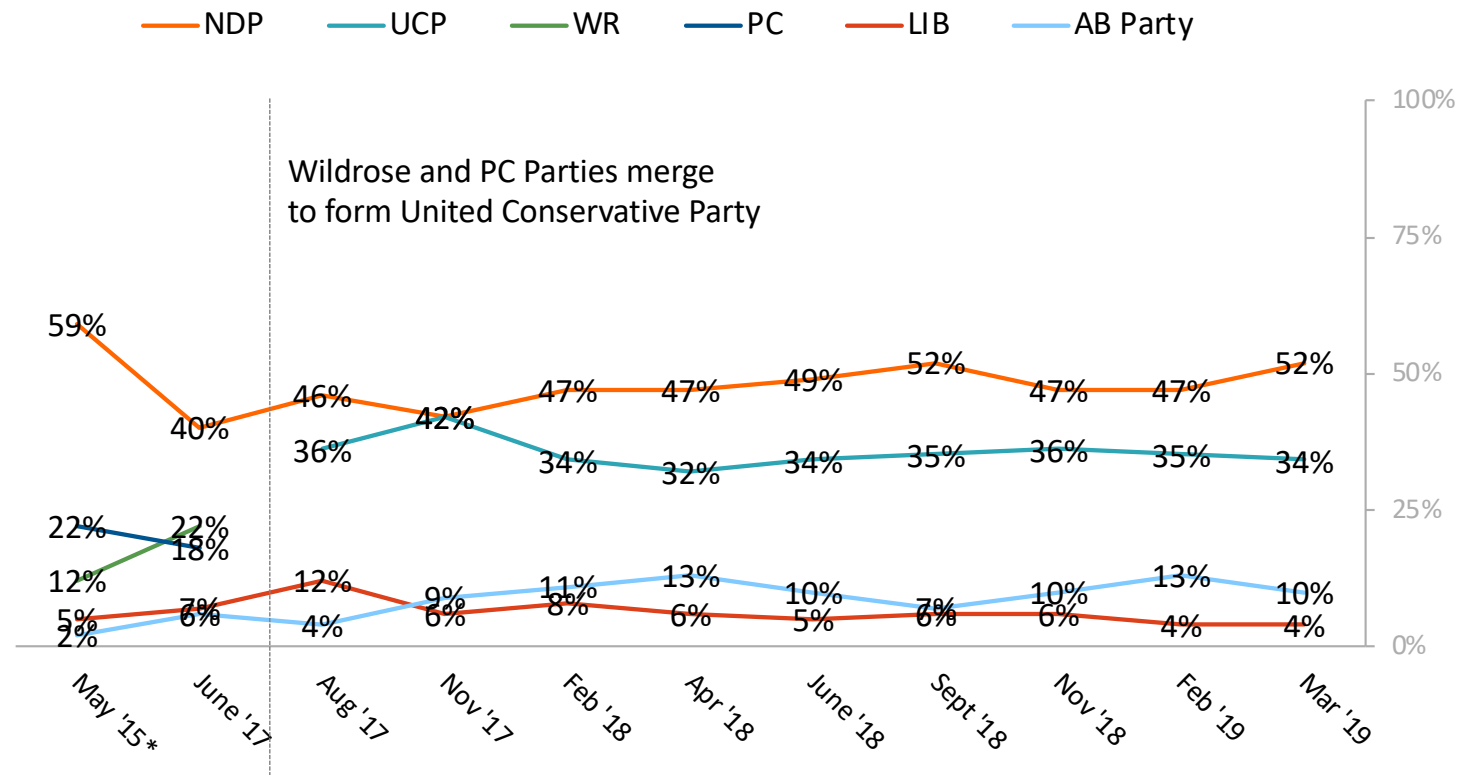
# PROVINCIAL POLITICAL HORSERACE

## -EDMONTON (CMA) TRACKING



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

EDMONTON (CMA) ELECTION 2015*	
NDP	59%
PC	22%
Wildrose	12%
Liberals	5%
Alberta Party	2%

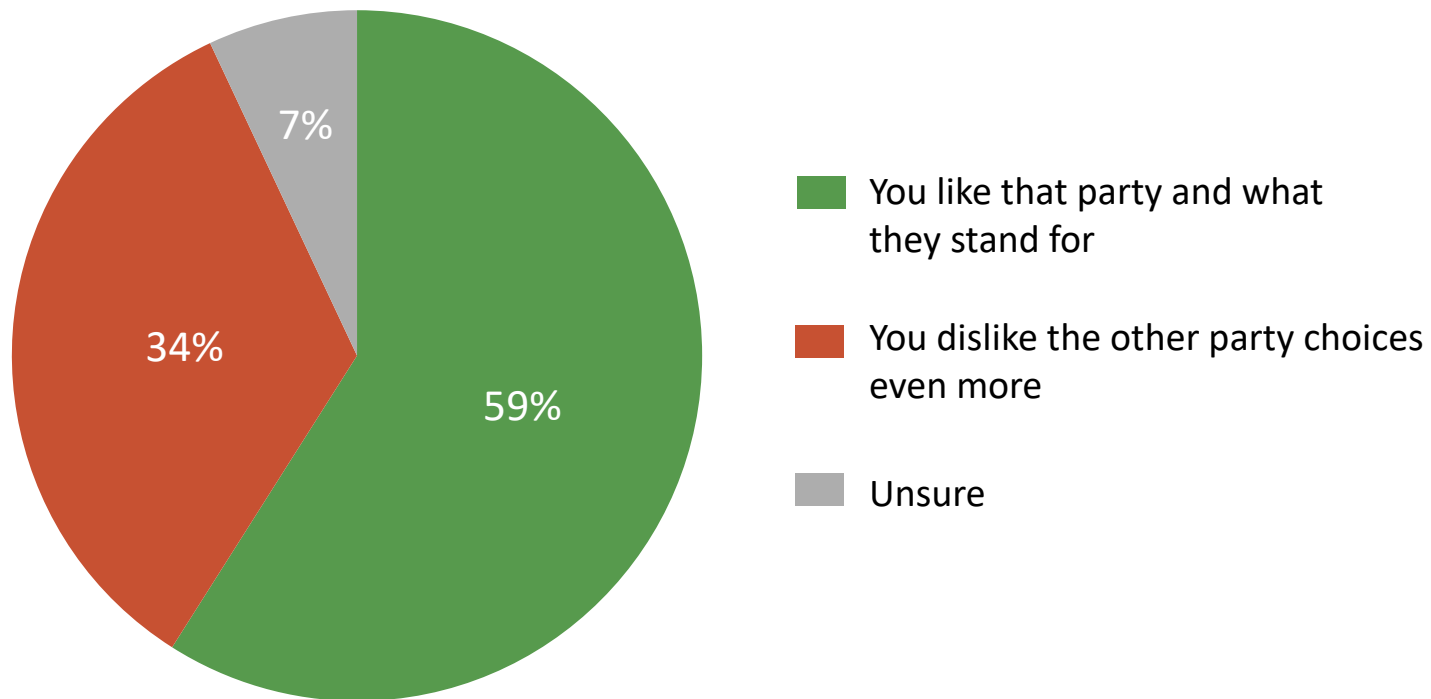


\*Official 2015 election results

Base: Decided Voters in Edmonton (CMA)

# ALBERTANS' BASIS FOR PARTY SUPPORT

*And when it comes to choosing which party you will vote for in the next provincial election, would you say your support will be based more on...?*



Base: All respondents (n=1,196)

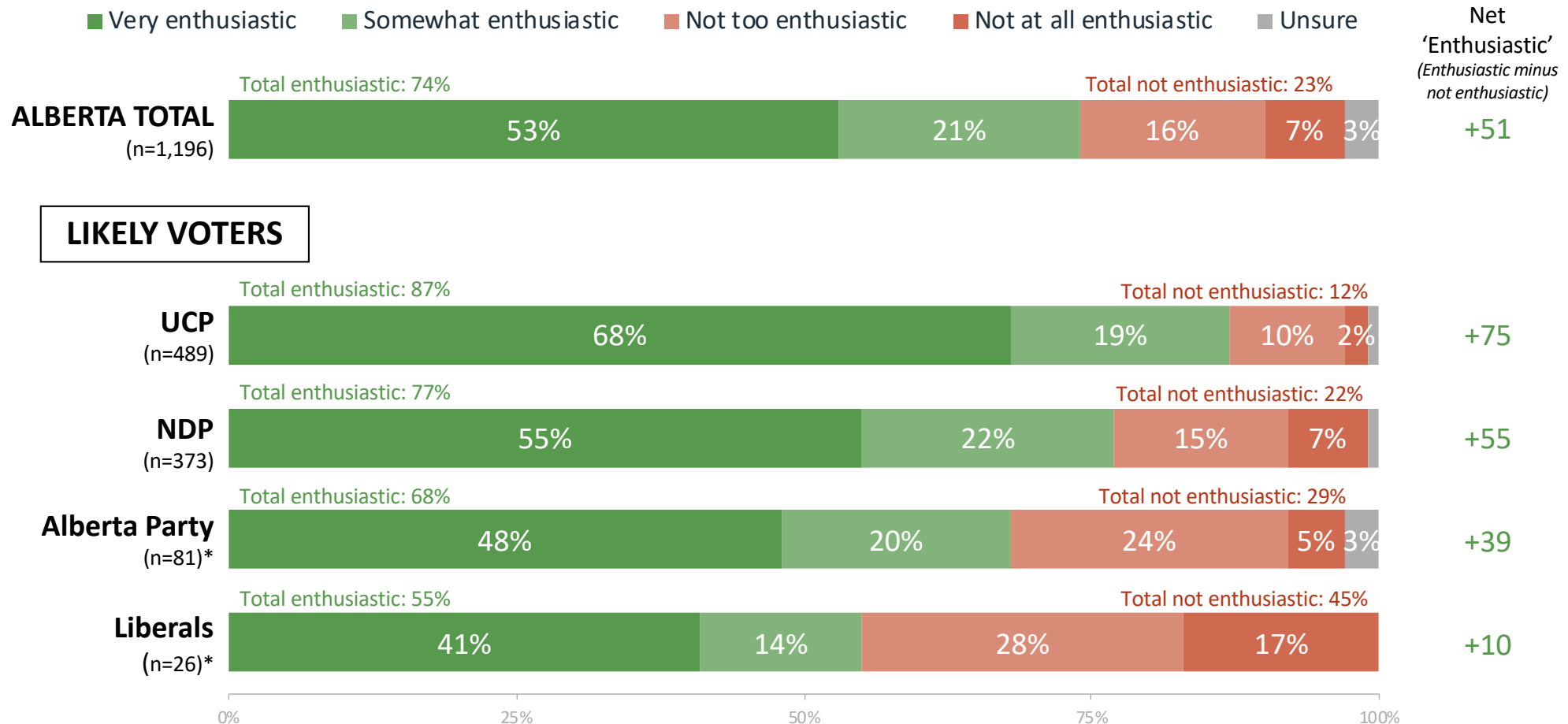


# VOTER ENTHUSIASM FOR NEXT PROVINCIAL ELECTION

## -BY PROVINCIAL VOTE INTENTION



*The next provincial election is likely to be held in the spring of 2019. How enthusiastic are you personally about voting in this spring's provincial election? Would you say you are...?*

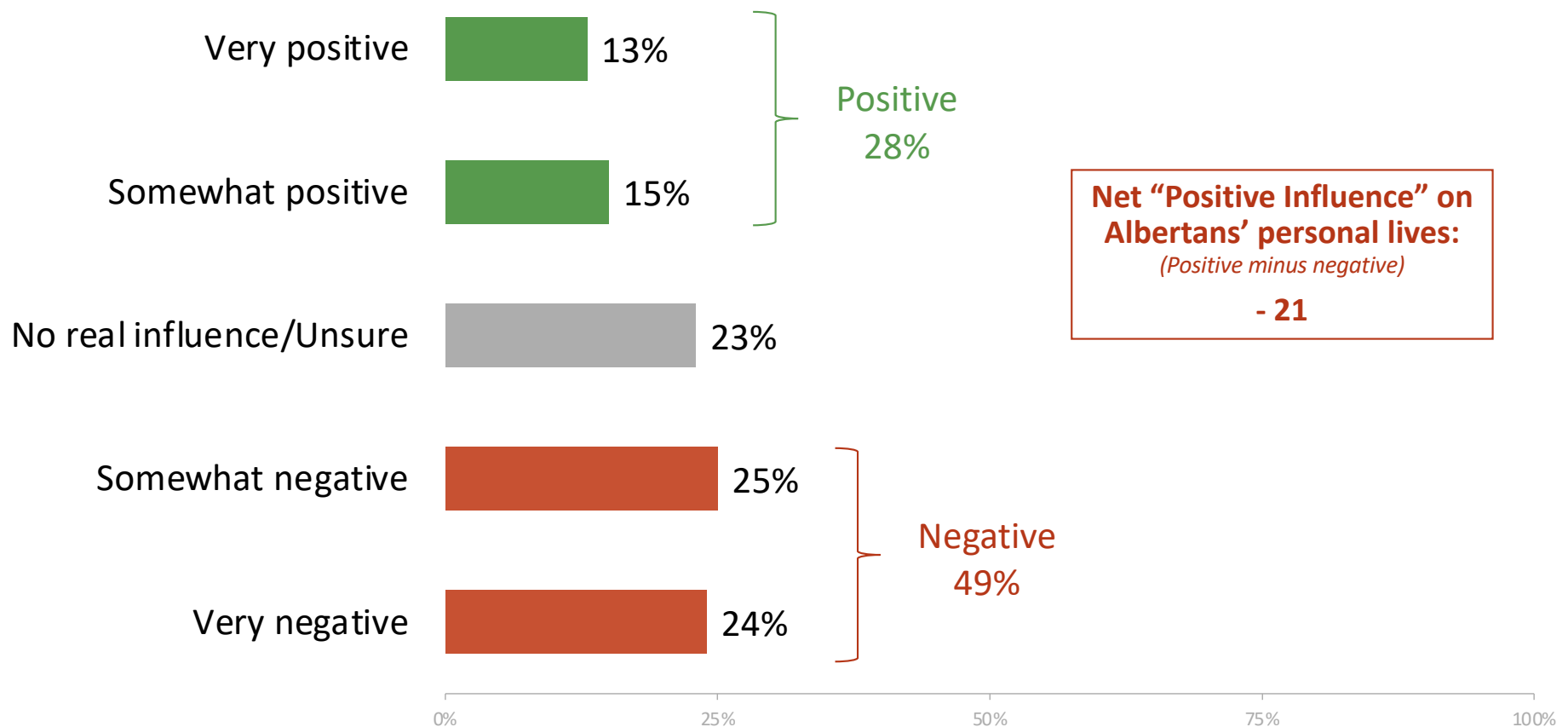


Base: All respondents | \*Caution: Small sample size

# PERSONAL IMPACT OF NDP GOVERNMENT



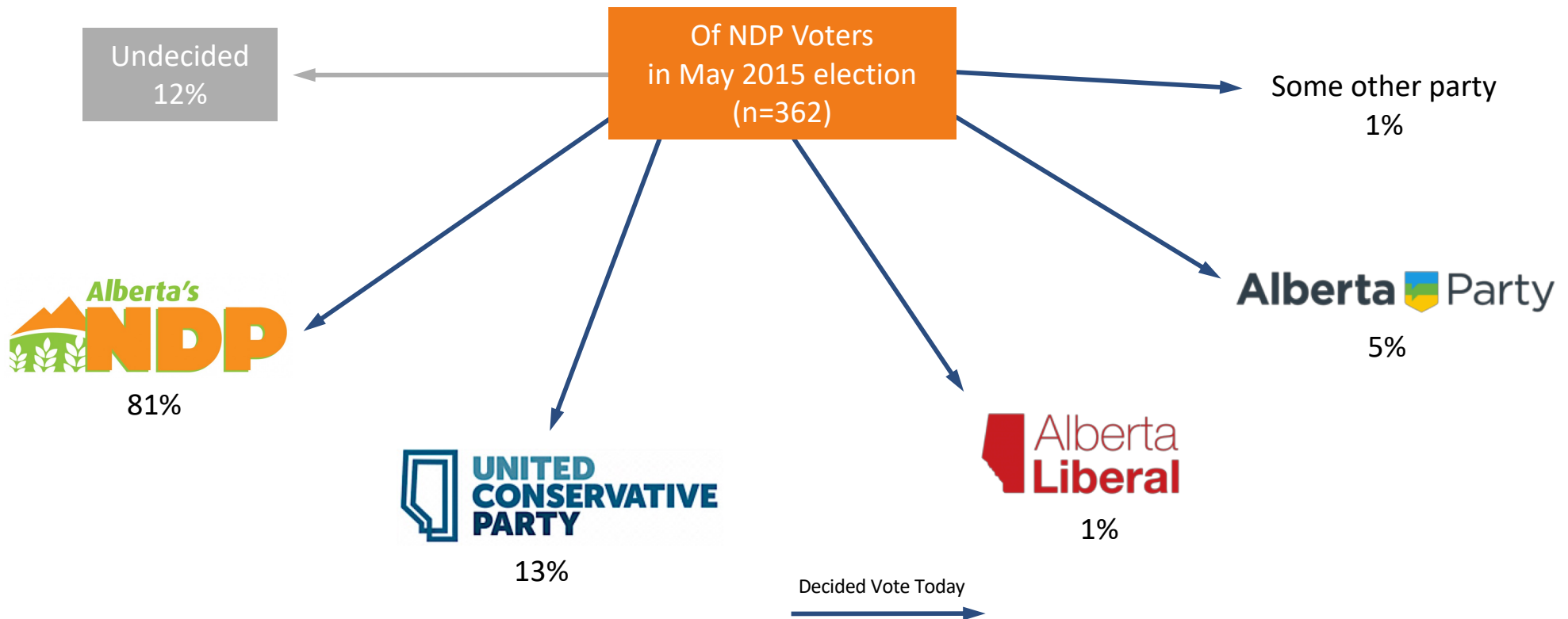
*Would you say that since they were elected in May 2015, the current provincial government has had a more positive or negative influence on your life personally?*



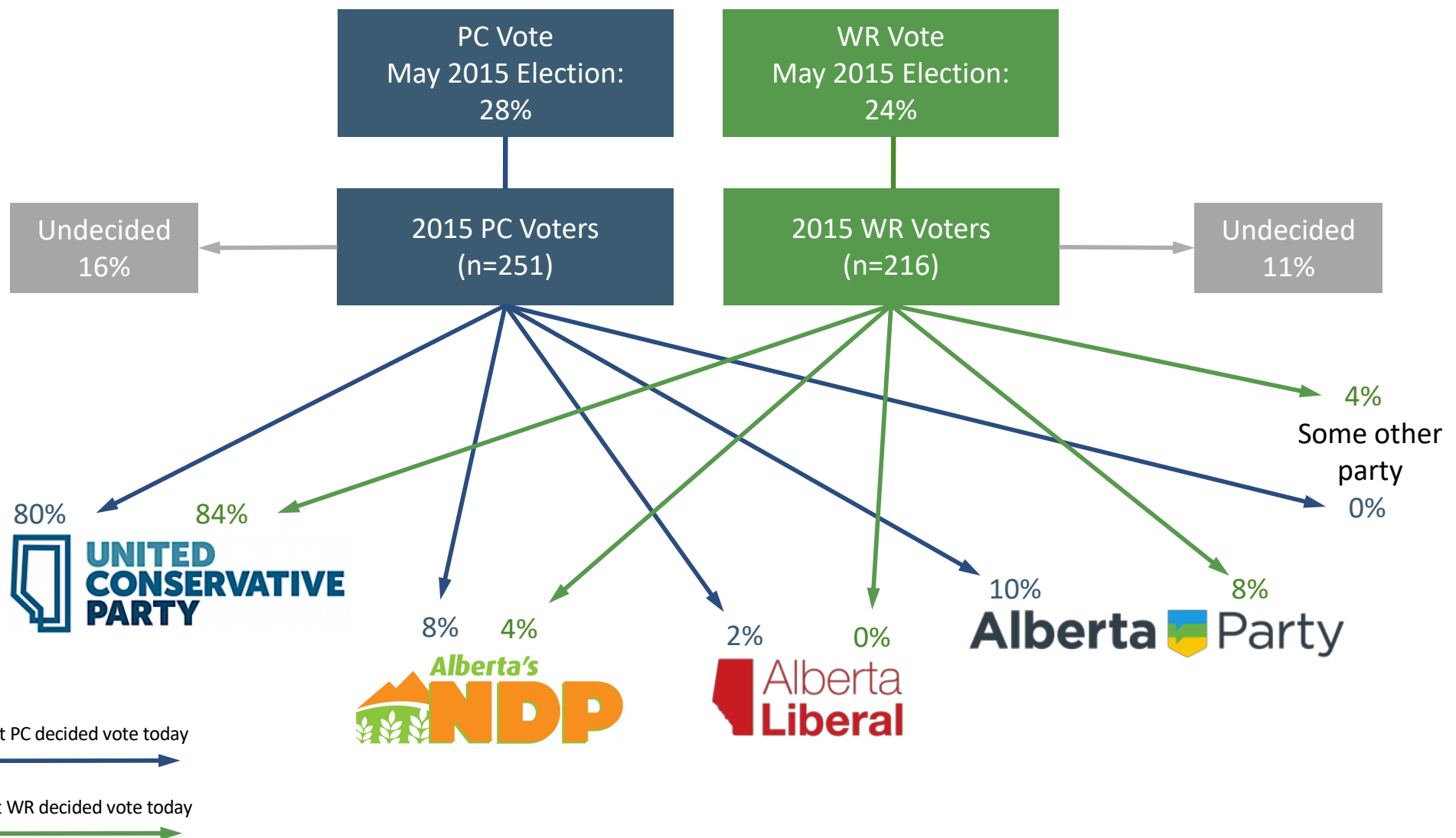
Base: All respondents (n=1,196)

# VOTE SHIFT: THE NDP VOTE

## -SINCE MAY 2015 ELECTION



# VOTE SHIFT: THE PC AND WR VOTE



## RESEARCH METHODOLOGY



- Study fielded via online research panel
  - Field dates: March 14 to 17, 2019
  - Panel source: ThinkHQ Connect & MARU
- n=1,196
- 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 +/- 2.8 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)
<b>ALBERTA TOTAL</b>	1,196	1,196	+/- 2.8
<b>Calgary</b>	432	417	+/- 4.7
<b>Edmonton</b>	338	377	+/- 5.3
<b>North</b>	109	144	+/- 9.4
<b>Central</b>	146	134	+/- 8.1
<b>South</b>	171	123	+/- 7.5



## Want to have your say about topics and issues that affect Albertans?

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