



ALBERTA VOTES 2019

THE PROVINCIAL HORSERACE

MEDIA RELEASE: APRIL 9, 2019

ALBERTA VOTES 2019

-THE PROVINCIAL POLITICAL HORSERACE



As the Alberta provincial election enters its final week, province-wide vote intentions have narrowed nominally, but mask regional variations in party support which would lead to a decisive outcome. With advance polls opening today, fully 13% of Alberta voters are undecided and many are still mulling their final decision despite their current party leanings, but **if the trends hold for the next week the UCP will form a new provincial government with a comfortable majority.**

The Horserace

On a province-wide basis, the United Conservative Party holds a 6-percentage point lead over the New Democrats (46% vs. 40%), followed by the Alberta Party (8%), Liberals (2%), Freedom Conservative Party (1%) and various other options (3%). Just over one-in-ten (13%) voters remain undecided. Since the start of the campaign, the NDP vote share has inched up by 2 percentage points, while UCP vote intentions have slipped 3 percentage points.

ALBERTA VOTES 2019

-THE PROVINCIAL POLITICAL HORSERACE



...continued

That said, the race looks much closer than it is, due to regional disparities which would heavily influence the seat count in the legislature.

- The NDP continue to dominate Edmonton, with a 20+ point lead over the UCP, but trail significantly everywhere else in the province
- In seat-rich Calgary, a place where the NDP need to retain/grow their seat count, they are trailing the UCP by 16 percentage points – 51% UCP vs. 35% NDP
- Notley’s NDP does well with younger voters, capturing 48% of the decided vote among those under 35 (compared to UCP at 39%), but support declines with age
- Meanwhile, UCP support increases substantially with age, and they are heavily preferred by male voters

ALBERTA VOTES 2019

-WILL THERE BE AN ELECTION DAY SURPRISE?



Maybe, but doubtful. Elections are about getting ballots in boxes, so party GOTV (Get out the Vote) efforts are critical, and in this, not all the parties are equal. As well, 13% of voters are undecided, and there is still a bit of “softness” in voter preferences at this stage.

- Likely UCP voters are the most certain of their intentions at this stage, with 75% of the party’s vote considered “firm” compared to 68% among likely NDP voters
- Those leaning toward the Alberta and Liberal parties are least set in their intentions, with over one-half considered “soft” supporters at this point

For the NDP to win, they will need to “move the needle” more in the last week than they have in the first three, but at this stage they do not have positive campaign momentum. One bright spot for the NDP is that UCP momentum is even more negative than their own.

- In the final week of the campaign, only Stephen Mandel and the Alberta Party have positive campaign momentum. Just over one-fifth (22%) of Alberta voters say they feel better about Mandel/Alberta Party than they did a week ago, compared to 17% saying “worse” for a net momentum score of +5
- David Khan and the Liberal Party score a “net zero” in campaign momentum
- All of the other parties, including the two front-runners are mired in negative campaign momentum with a week to go: NDP (-15), FCP (-16) and the UCP (-24)

ALBERTA VOTES 2019

-FINAL THOUGHTS ON THE 2019 ALBERTA CAMPAIGN



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

“The 2019 campaign is one of the nastiest ones I can recall, and as the advance polls open, barring a significant shift in campaign momentum in the final days, it looks like we’re getting a new government on April 16th.

The province-wide vote share for the NDP, while closing on the UCP, is very inefficient. Notley’s problem is both geography and math; they are running up the score in Edmonton, but trail everywhere else. The vote splits that led to 15 NDP seats in Calgary in 2015 just aren’t there today. The NDP are tracking at levels similar to the last election, but the UCP are managing to hold on to three-quarters of the former Wildrose and PC vote, yielding a substantial lead in Calgary. If the NDP can’t win the majority of seats in Calgary, it doesn’t matter how many seats they get in Edmonton; they won’t be able to form government.

Notley has been quite successfully in targeting Jason Kenney – his personal disapprovals have jumped – but his approval is holding, and this type of campaigning hasn’t enhanced the Premier’s reputation with voters either.

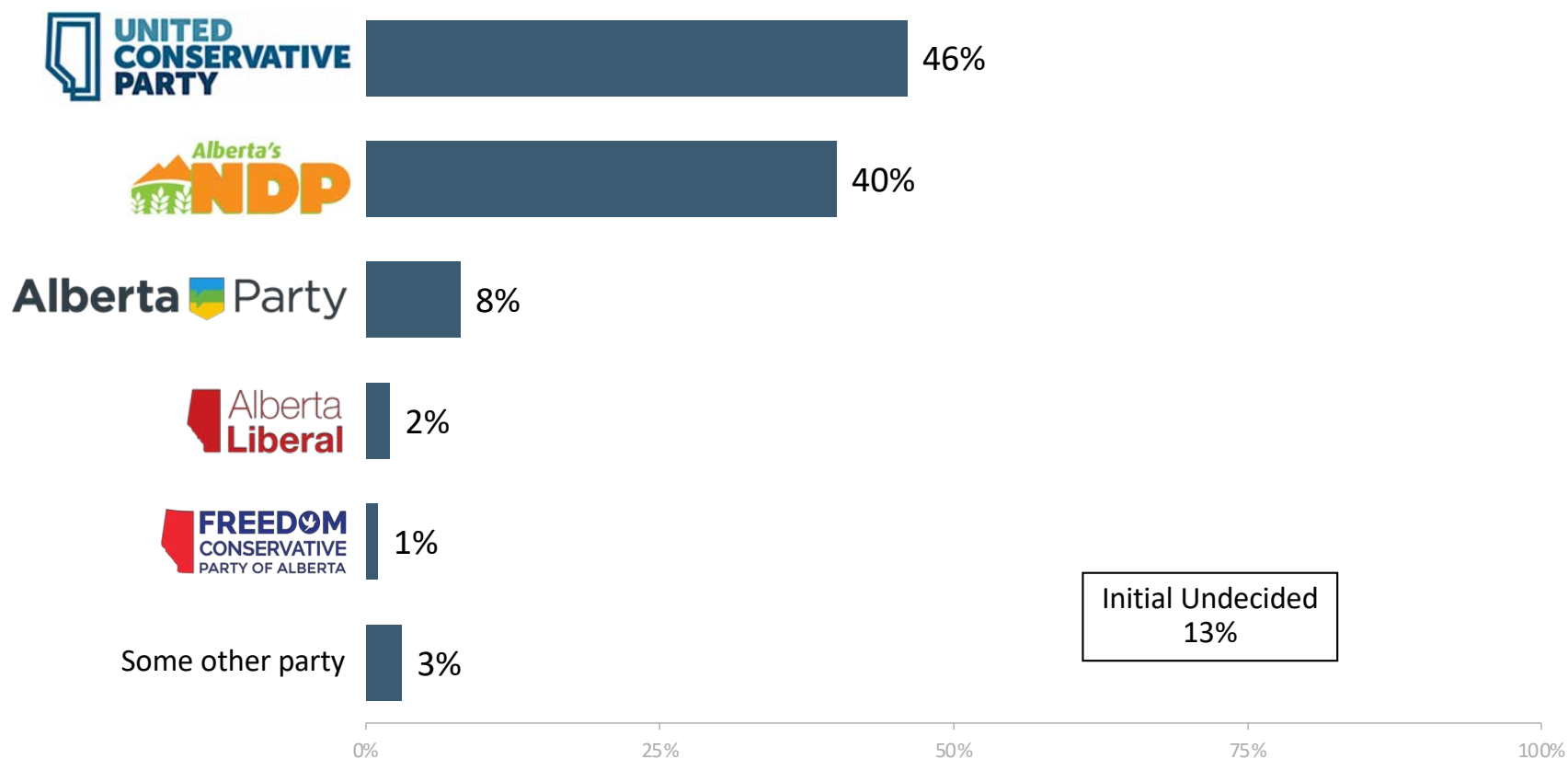
Most importantly, the emphasis on Kenney hasn’t drawn voters away from the negative impressions they have of this government’s record; over one-half say Notley’s government has had a negative impact on their lives personally and that appears to be the ballot question for many.”

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=1,047)

PROVINCIAL POLITICAL HORSERACE

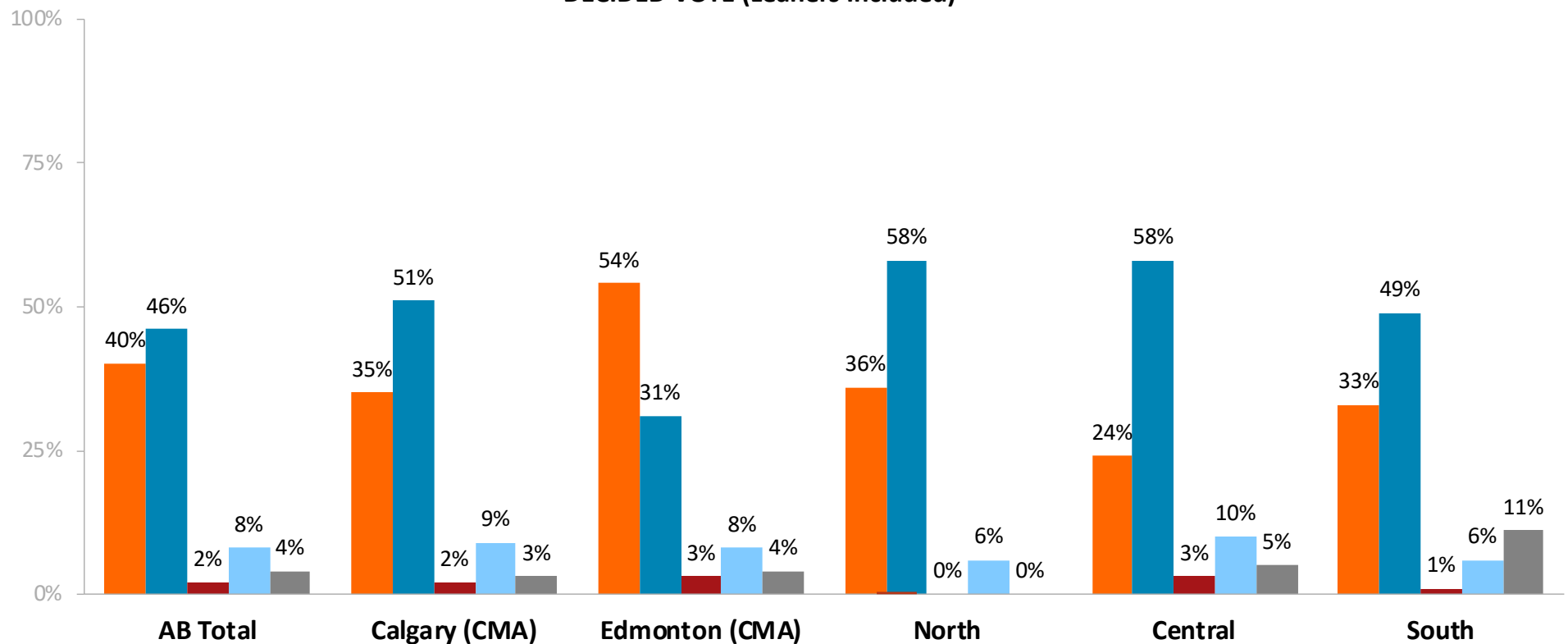
-BY REGION



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)



Note: Freedom Conservative Party included in 'Other'

Base: Decided Voters

PROVINCIAL POLITICAL HORSERACE

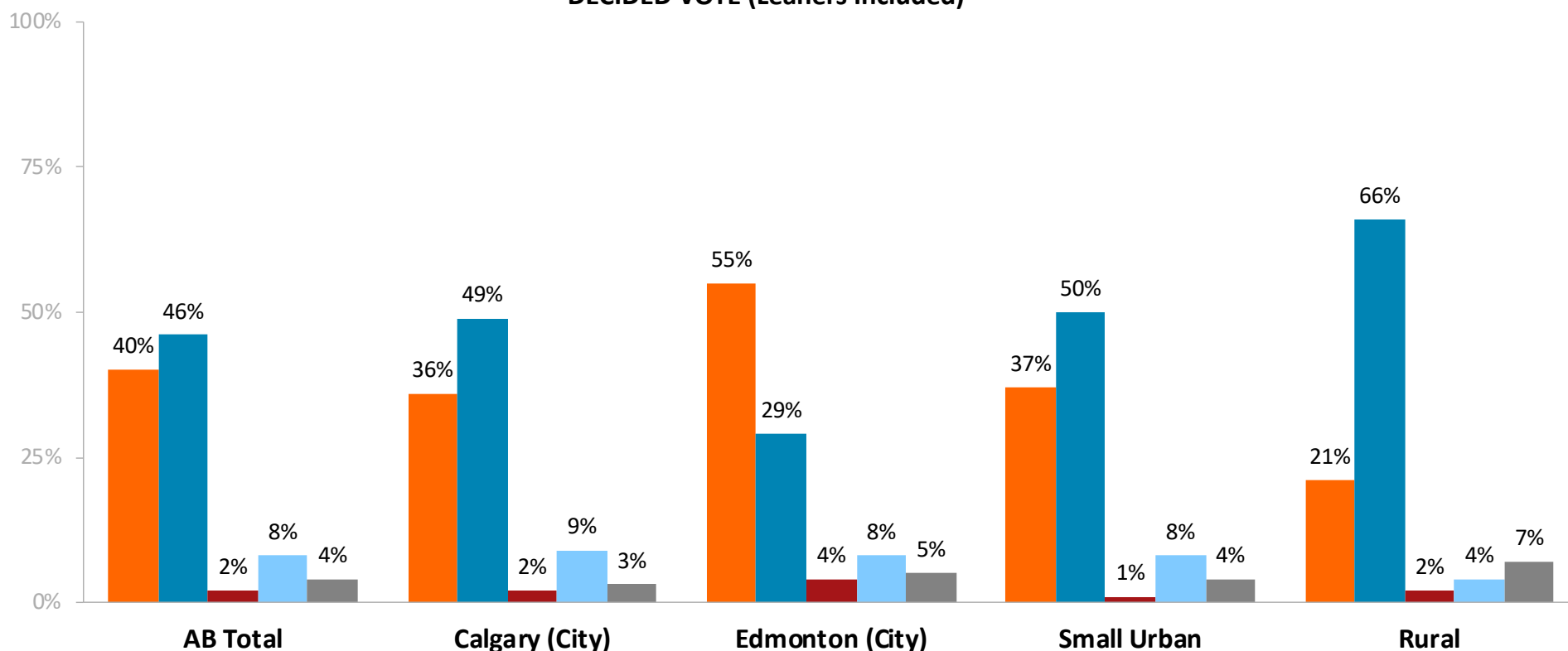
-BY REGION



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)



Note: Freedom Conservative Party included in 'Other'

Base: Decided Voters

PROVINCIAL POLITICAL HORSERACE

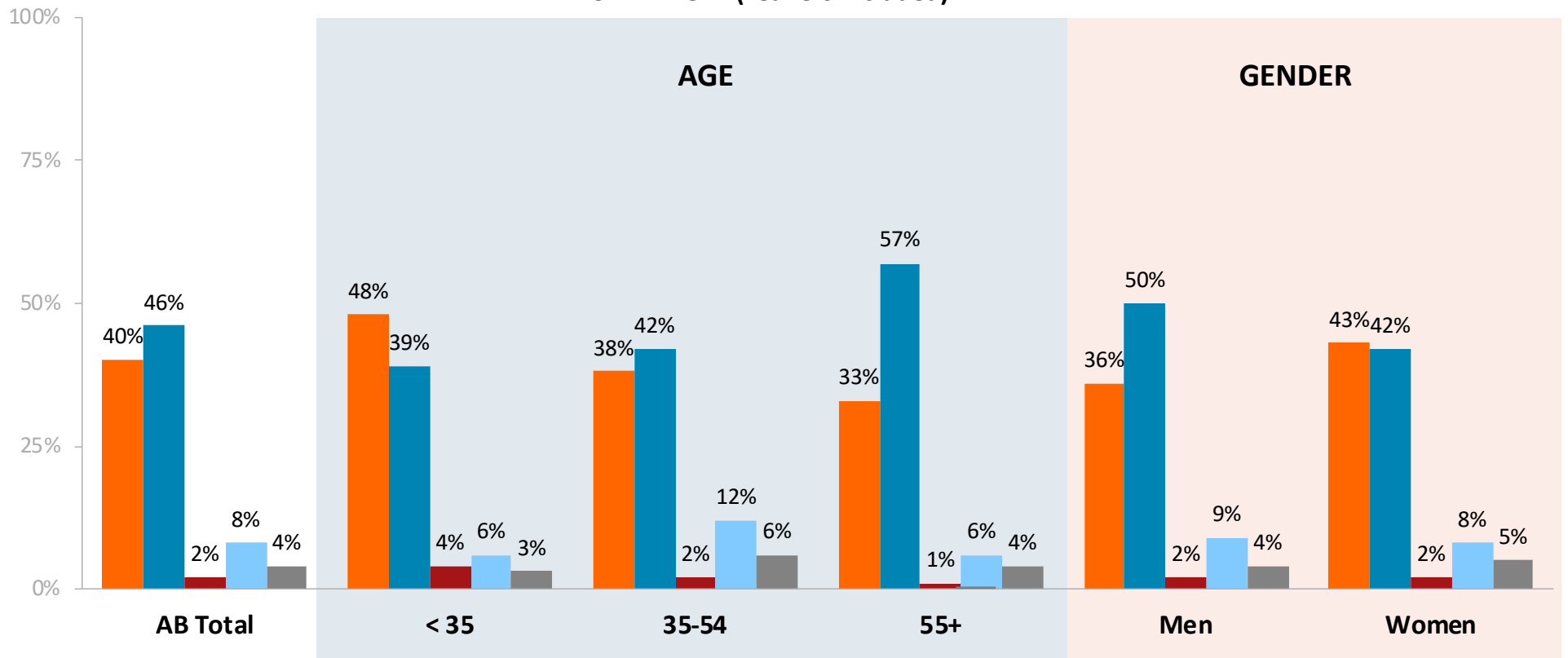
-BY AGE AND GENDER



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)



Note: Freedom Conservative Party included in 'Other'

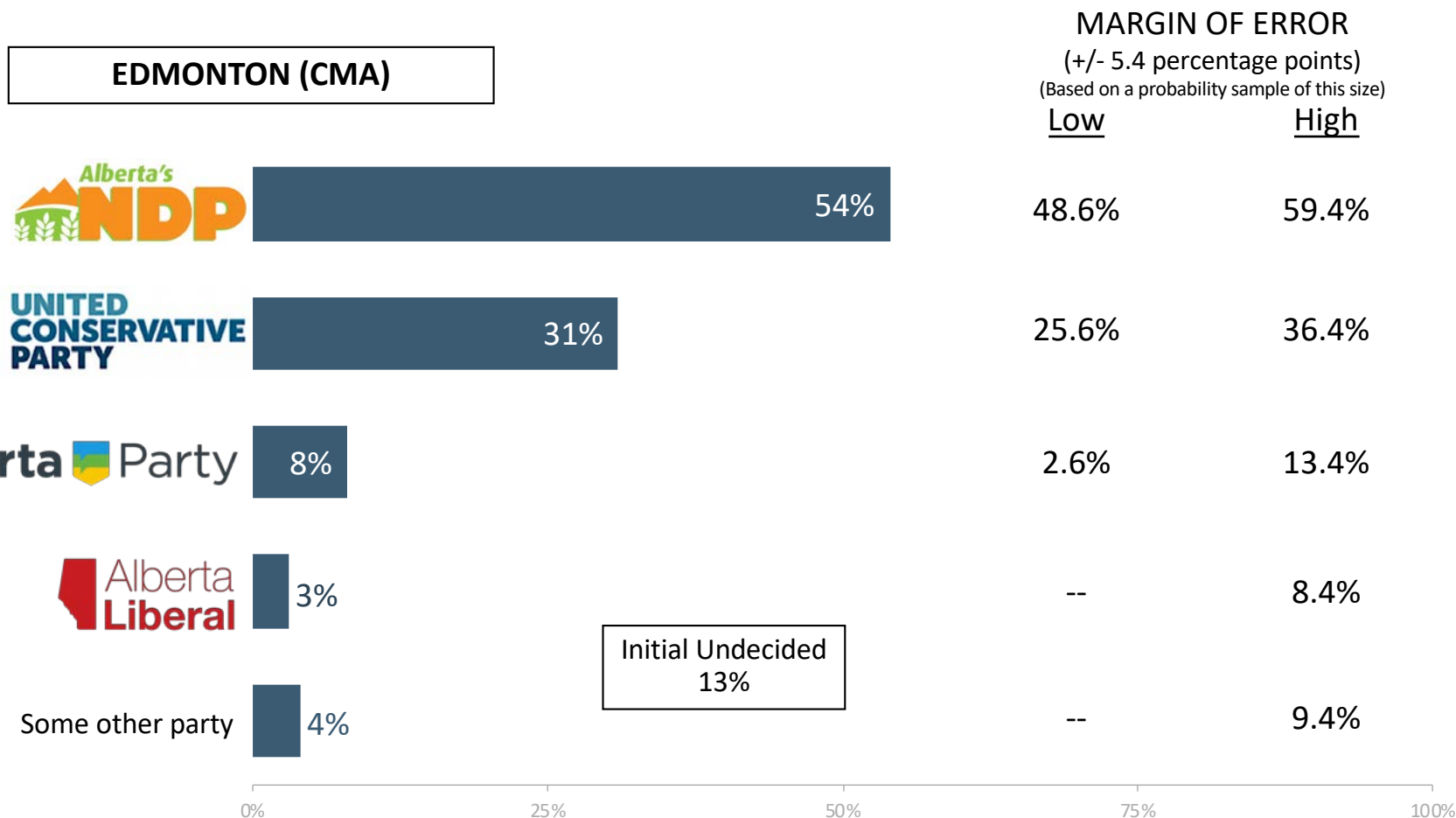
Base: Decided Voters

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?



Note: Freedom Conservative Party included in 'Some other party'

Base: Decided Voters in Edmonton CMA (n=329)

PROVINCIAL POLITICAL HORSERACE

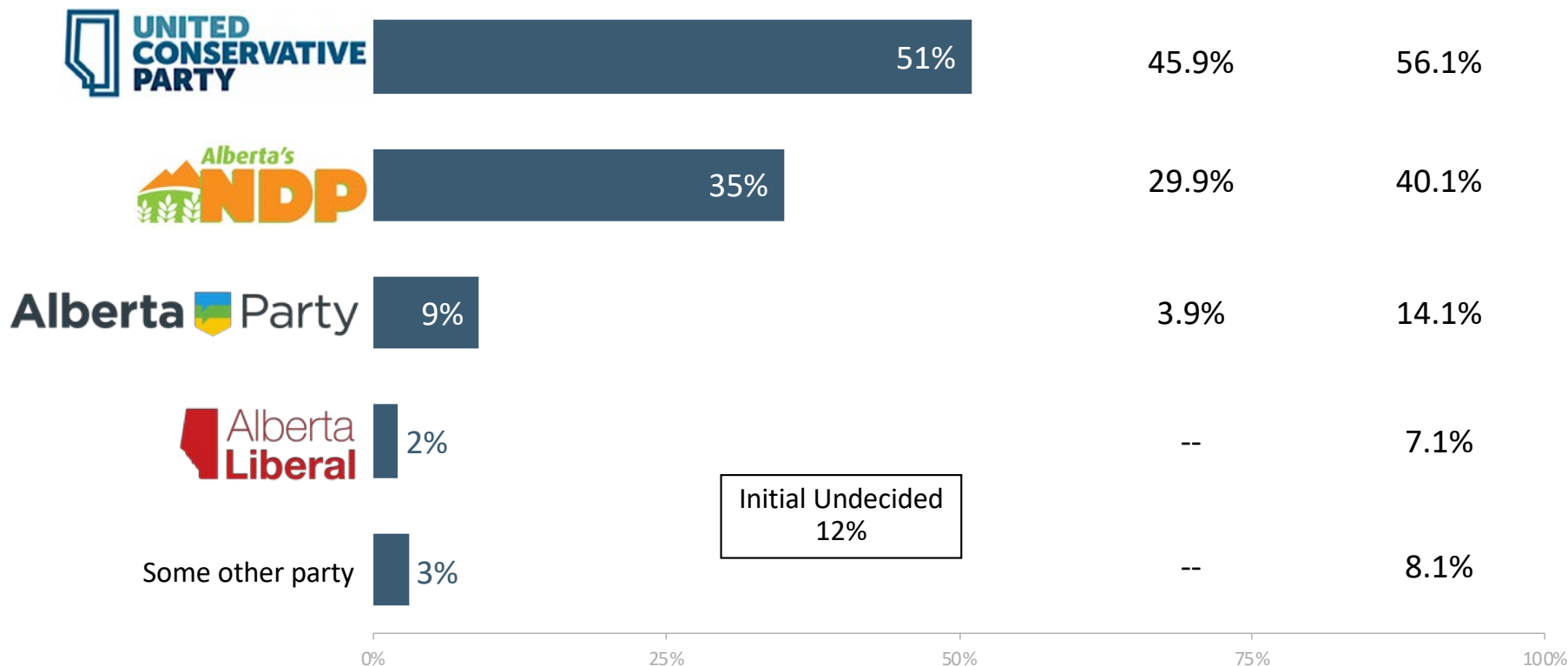
-DECIDED VOTE



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

CALGARY (CMA)

MARGIN OF ERROR
 (+/- 5.1 percentage points)
 (Based on a probability sample of this size)



Note: Freedom Conservative Party included in 'Some other party'

Base: Decided Voters in Calgary CMA (n=366)

PROVINCIAL POLITICAL HORSERACE

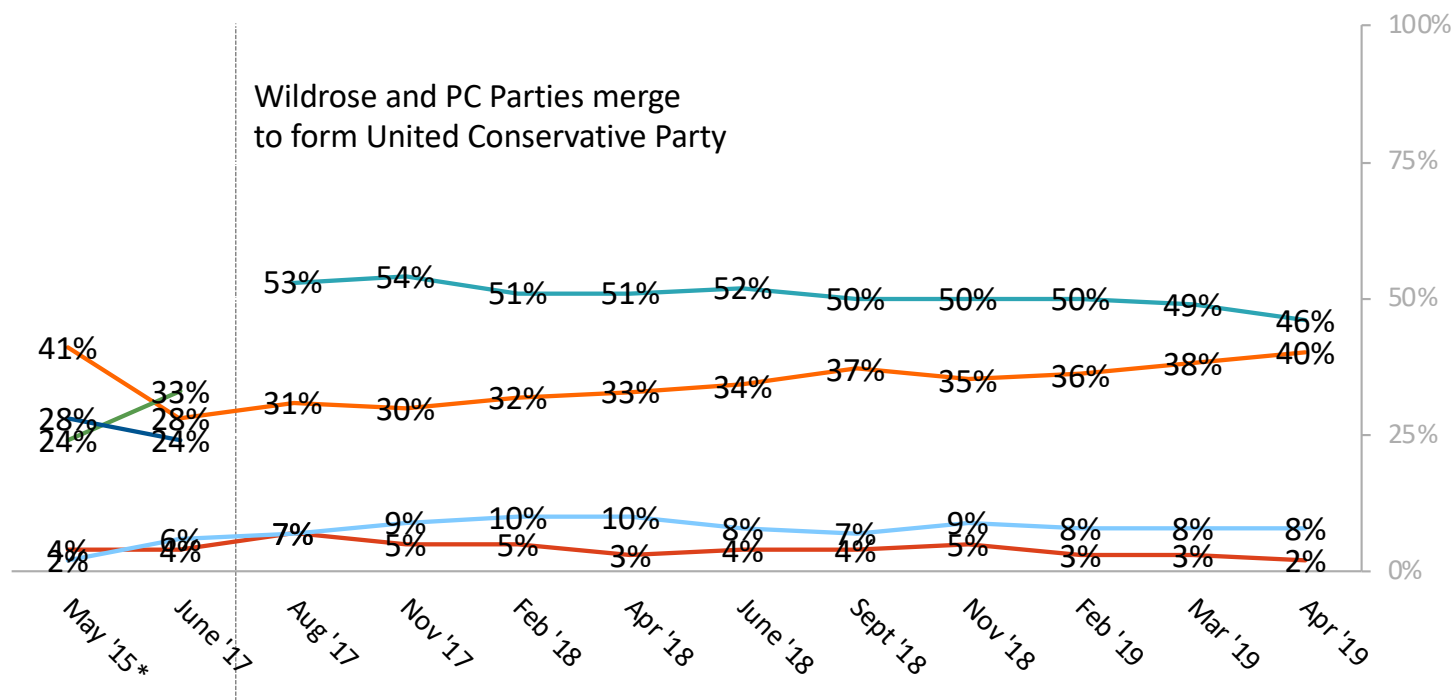
-THQ TRACKING



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

— NDP — UCP — WR — PC — LIB — AB Party

ELECTION 2015*	
NDP	41%
PC	28%
Wildrose	24%
Liberals	4%
Alberta Party	2%



*Official 2015 election results

Base: Decided Voters

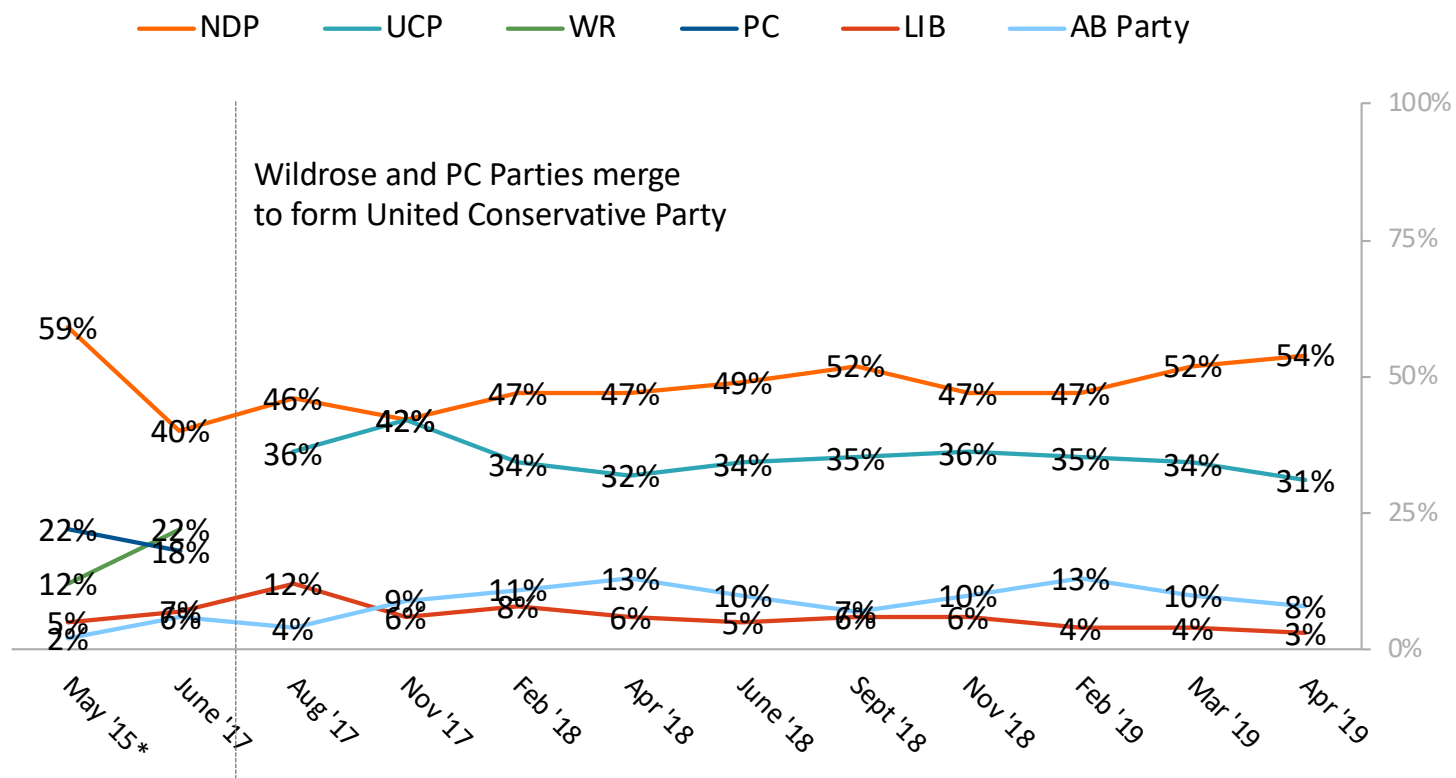
PROVINCIAL POLITICAL HORSERACE

-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)

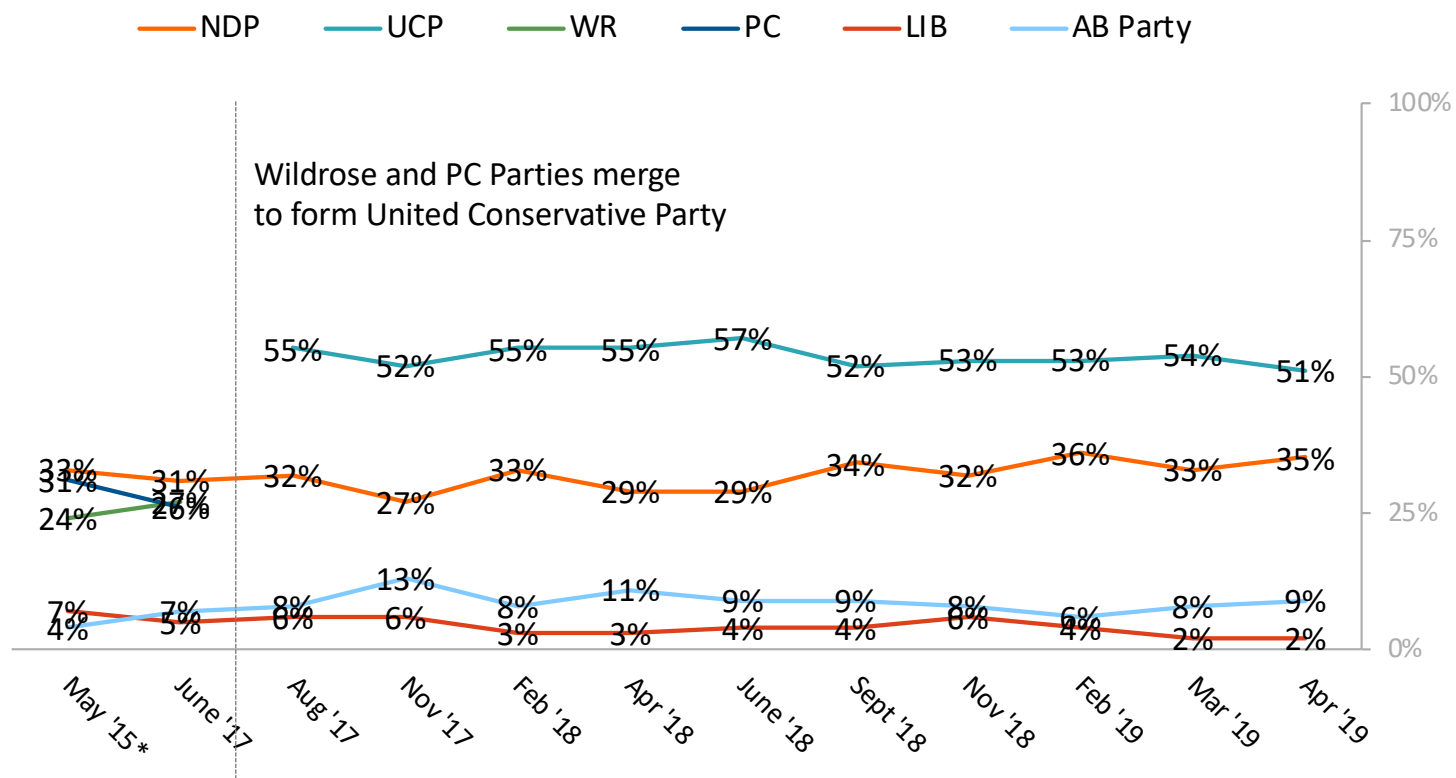
PROVINCIAL POLITICAL HORSERACE

-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?

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



*Official 2015 election results

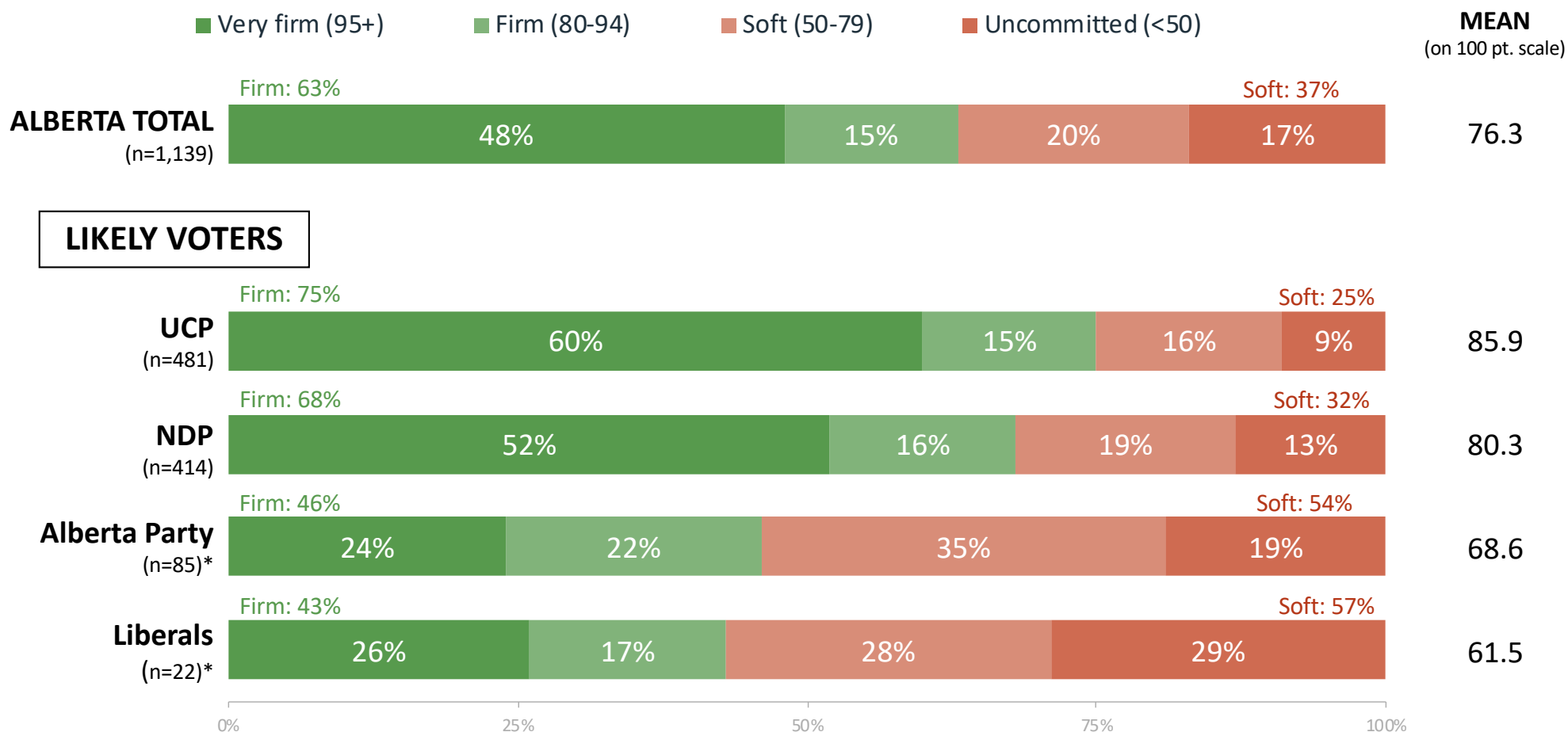
Base: Decided Voters in Calgary (CMA)

CERTAINTY OF VOTE DECISION

-BY PROVINCIAL VOTE INTENTION



A provincial election is being held on April 16th. Thinking about your feelings today, how certain are you about which party's candidate you will vote for? Please use a scale anywhere from 0 to 100 where 100 means you are absolutely certain and 0 means you are absolutely not certain about which party's candidate you will be voting for in the upcoming provincial election?



Base: All respondents | *Caution: Small sample size

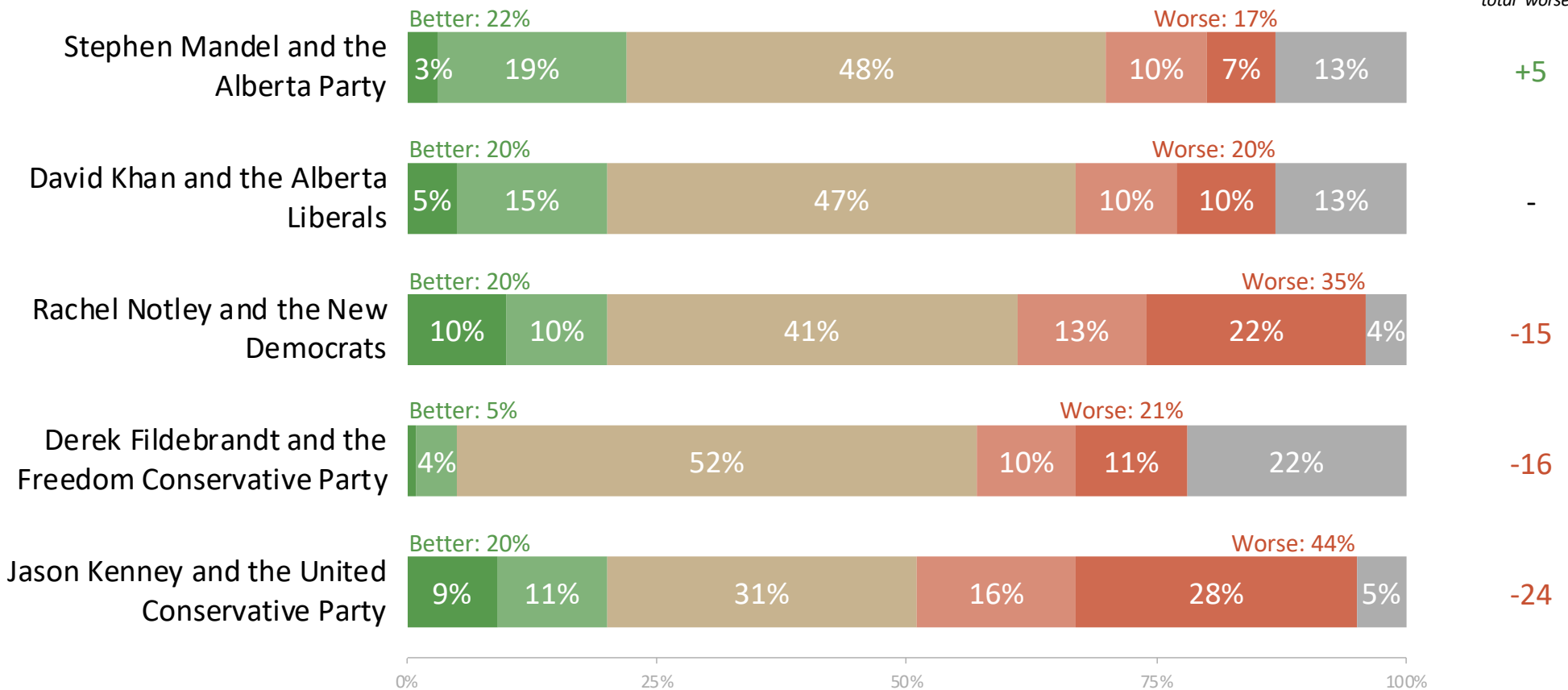
ASSESSING CAMPAIGN MOMENTUM (POST-DEBATE)



Compared to your feelings a week ago, have your personal impressions of each of the following gotten better, worse or stayed about the same?

■ Much better
 ■ Somewhat better
 ■ About the same
 ■ Somewhat worse
 ■ Much worse
 ■ Unsure

Net 'Better'
(Total 'better' minus total 'worse')



Base: All respondents (n=1,139)

ASSESSING CAMPAIGN MOMENTUM (POST-DEBATE)

-BY REGION



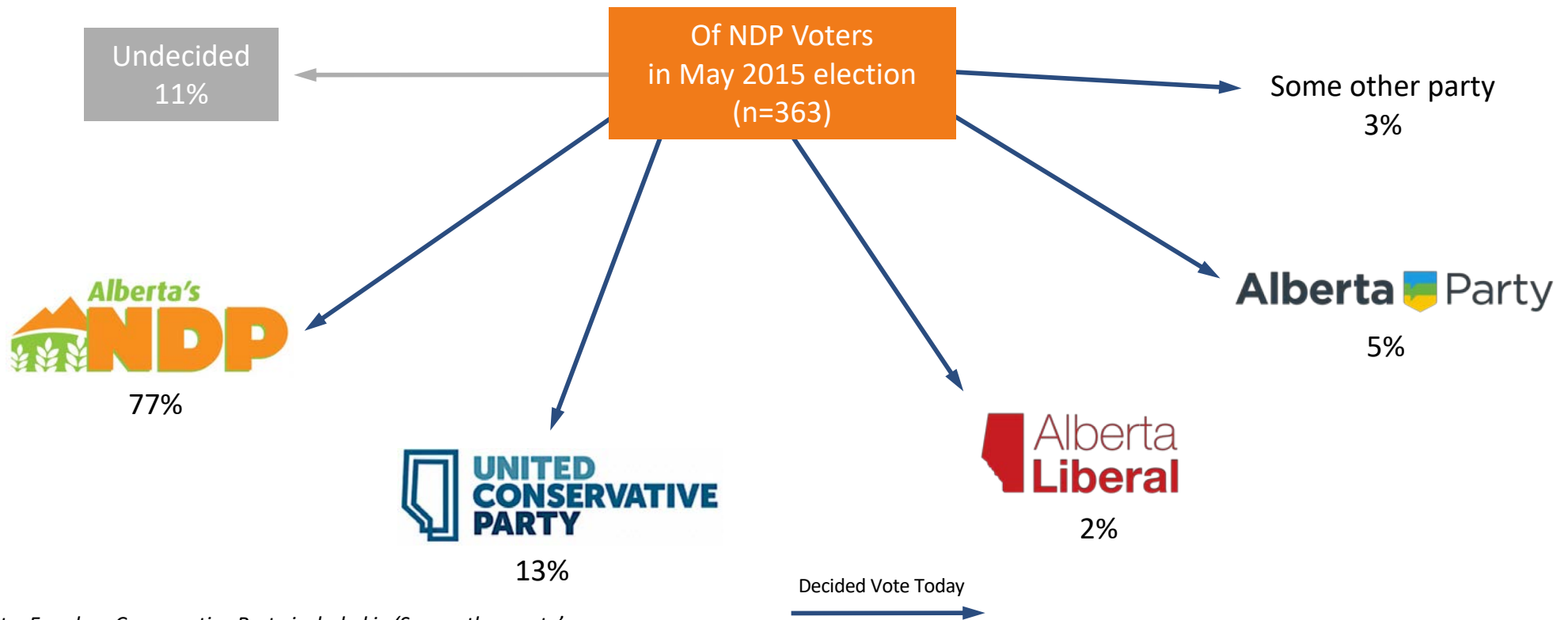
Compared to your feelings a week ago, have your personal impressions of each of the following gotten better, worse or stayed about the same?

"Net Momentum" (% saying 'better' minus % saying 'worse')	Total		Region			
	Alberta (n=1,139)	Calgary (n=399)	Edmonton (n=359)	North (n=138)	Central (n=127)	South (n=117)
Stephen Mandel + ABP	+5	+10	-	-9	+13	+9
David Khan + Liberals	-	+2	+6	-14	-5	-3
Rachel Notley + NDP	-15	-21	+2	-26	-28	-17
Derek Fildebrandt + FCP	-16	-18	-19	-9	-10	-15
Jason Kenney + UCP	-24	-20	-36	-22	-14	-25

Base: All respondents

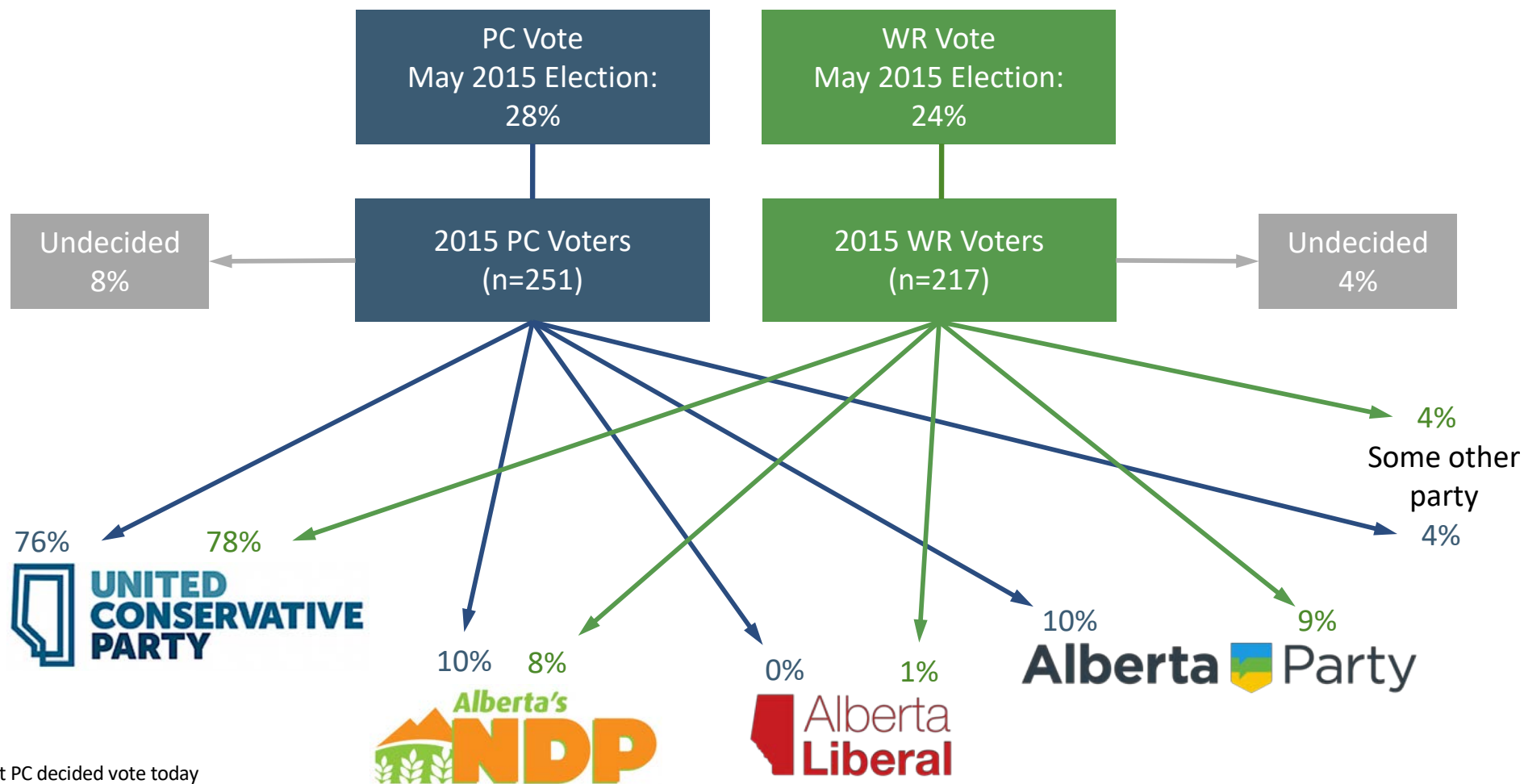
VOTE SHIFT: THE NDP VOTE

-SINCE MAY 2015 ELECTION



Note: Freedom Conservative Party included in 'Some other party'

VOTE SHIFT: THE PC AND WR VOTE



Past PC decided vote today



Past WR decided vote today

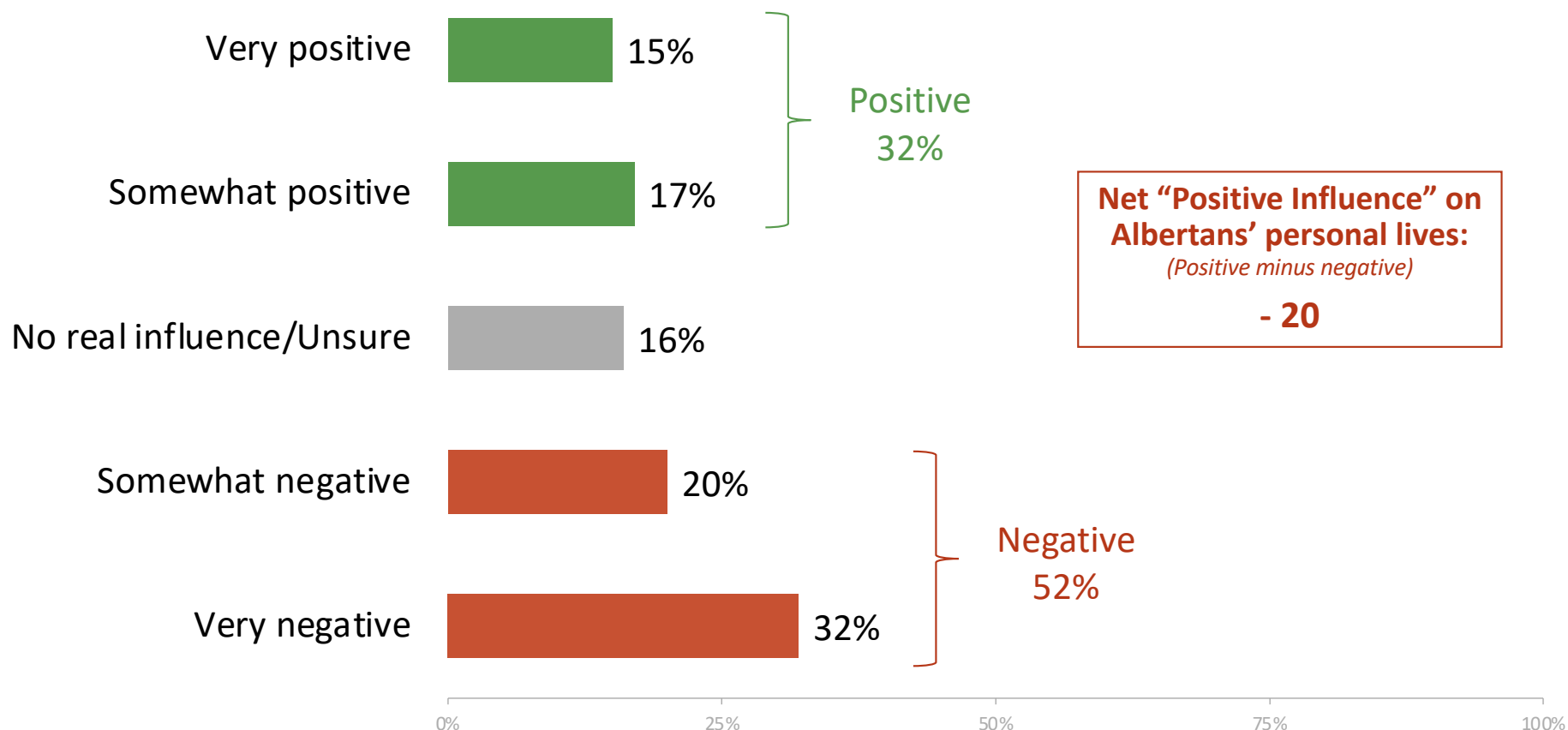


Note: Freedom Conservative Party included in 'Some other party'

PERSONAL IMPACT OF NDP GOVERNMENT



Rachel Notley's NDP government was elected in May 2015. Since then, would you say that the current provincial government has had a more positive or negative influence on your life personally?



Base: All respondents (n=1,139)

RESEARCH METHODOLOGY



- Study fielded via online research panel
 - Field dates: April 5 – 6, 2019
 - Panel source: ThinkHQ Connect & MARU
- n=1,139
- 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 +/- 2.9 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	1,139	1,139	+/- 2.9
Calgary	440	399	+/- 4.7
Edmonton	335	359	+/- 5.4
North	91	138	+/- 10.3
Central	136	127	+/- 8.4
South	137	117	+/- 8.4



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