



# EYE ON ALBERTA

## ALBERTA'S PUBLIC AFFAIRS MONITOR

FEBRUARY 2019

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## RESEARCH METHODOLOGY



- Study fielded via online research panel
  - Field dates: January 31 to February 6, 2019
  - Panel source: ThinkHQ Connect & MARU
- n=1,158
- 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)
<b>ALBERTA TOTAL</b>	1,158	1,158	+/- 2.9
<b>Calgary</b>	409	404	+/- 4.9
<b>Edmonton</b>	341	365	+/- 5.3
<b>North</b>	106	139	+/- 9.5
<b>Central</b>	158	130	+/- 7.8
<b>South</b>	144	119	+/- 8.2



# ALBERTA'S POLITICAL LANDSCAPE

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## -IS NOTLEY THE NDP'S "SECRET WEAPON"?



The lead up to the provincial campaign has the NDP government trying to draw a stark contrast in leadership between themselves and the UCP. The underlying premise of this strategy says that Notley is a popular Premier; Kenney is an unpopular Opposition Leader, and; it is better to have voters concentrating on “who will be the best premier” than on less appealing areas of the NDP’s record as government.

Is this a sound strategy? Will it be effective?

We won’t have to wait long to find out, but at first blush there are weaknesses. First and foremost, the underlying premise isn’t correct.

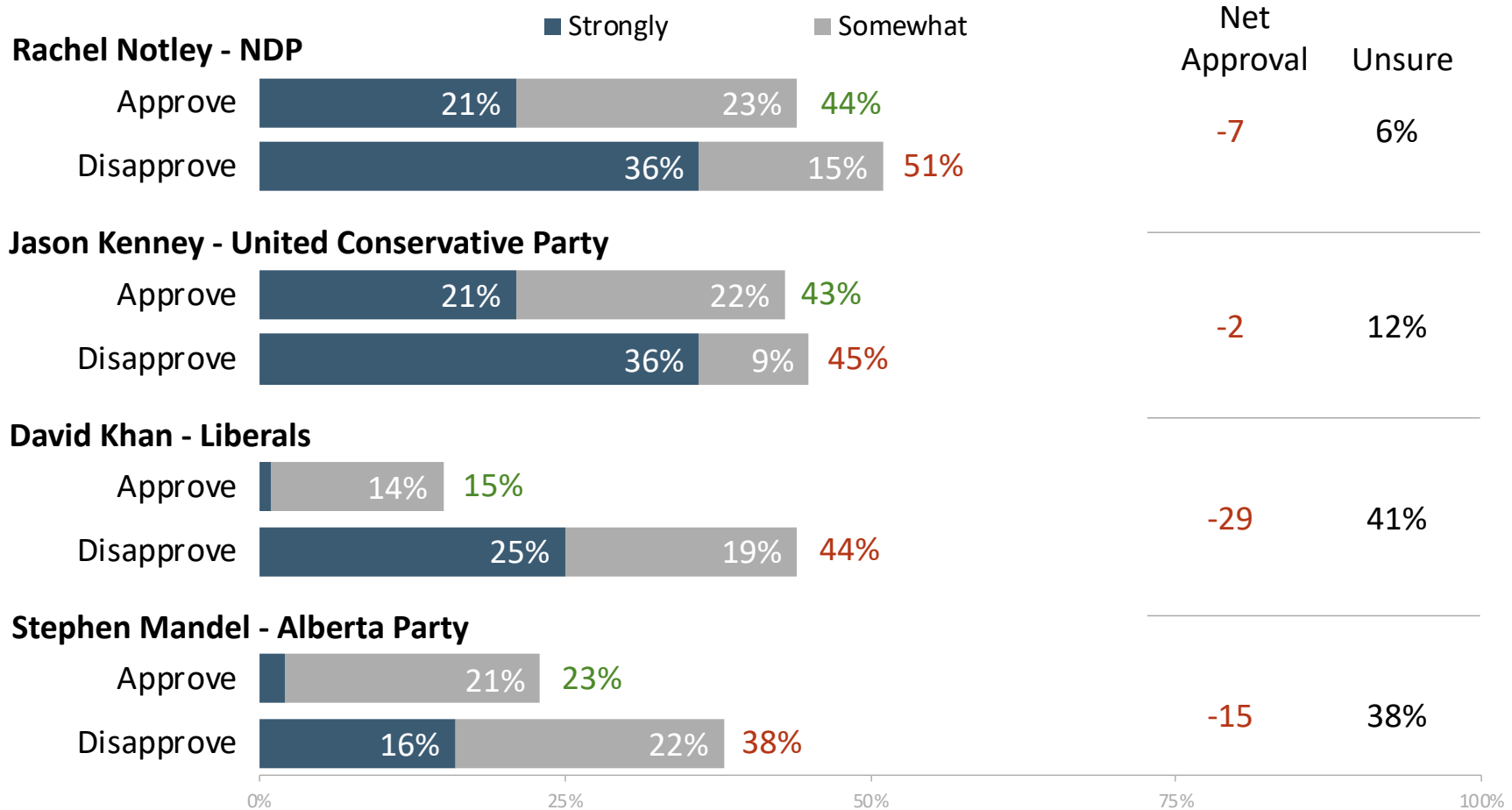
- Notley and Kenny are fairly evenly matched when it comes to approval. The Premier currently sits at 44% approval, compared to Kenney at 43% but she also suffers from higher disapproval than the UCP leader (51% vs. 45%)
  - Notley appeals more to more urban voters
  - Kenney appeals more to more rural/suburban voters. Kenney also has a “gender gap” issue
  - Notley is more popular among undecideds than Kenney, but there are limits on growth from this group; One-half of undecided voters disapprove of the Premier

Notley likely is the most potent weapon in the NDP arsenal, but this is as much a reflection of the party’s limitations as it is of her leadership. Her approval numbers track ahead of the NDP’s vote-share (unlike Kenney’s), and her approval among likely NDP voters is almost universal.

# PROVINCIAL LEADERSHIP EVALUATIONS



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



Base: All respondents (n=1,158)

# LEADER APPROVAL

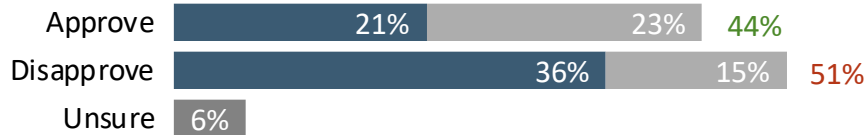
## -BY REGION AND PROVINCIAL VOTE INTENTION



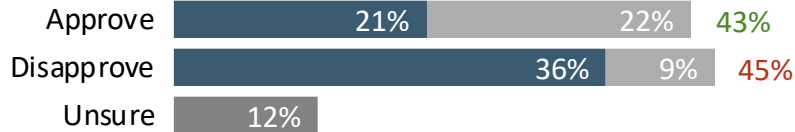
Would you generally say you approve or disapprove of the performance of the following provincial party leaders?

■ Strongly ■ Somewhat ■ Unsure

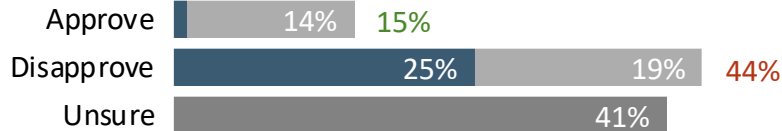
### Rachel Notley - NDP



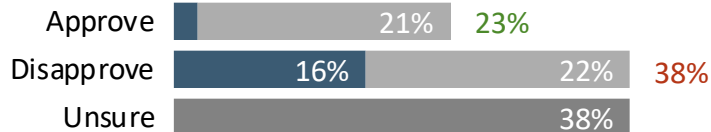
### Jason Kenney – United Conservative Party



### David Khan - Liberals



### Stephen Mandel – Alberta Party



0% 25% 50%

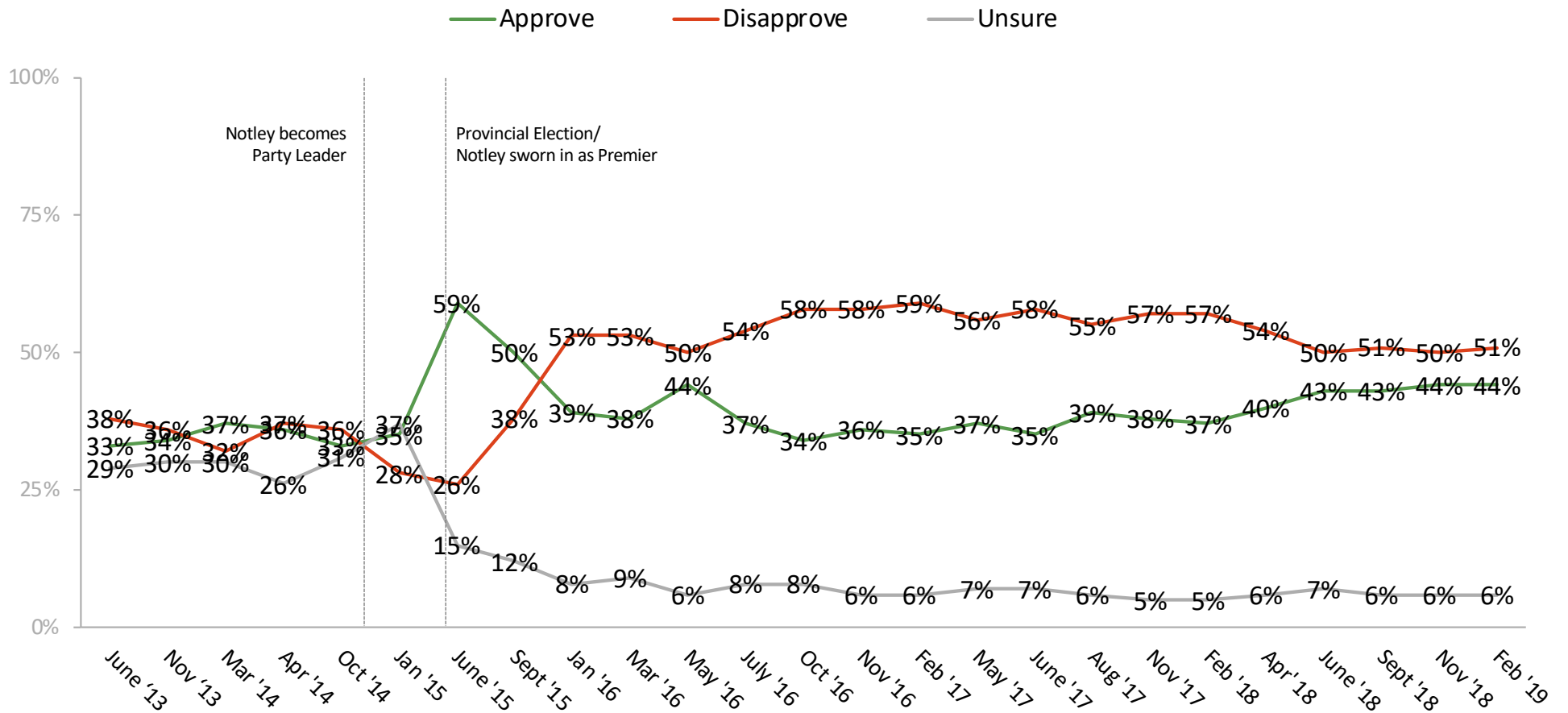
□ Significantly higher ○ Significantly lower

	Region		Provincial Vote Intention			
	Calgary Proper (n=364)	Edmonton Proper (n=291)	UCP (n=484)	NDP (n=353)	ABP (n=82)*	UND'D (n=134)
Approve	45%	57%	11%	96%	43%	35%
Disapprove	49%	38%	88%	3%	51%	46%
Unsure	6%	5%	1%	-	6%	19%
Approve	42%	29%	90%	3%	24%	16%
Disapprove	45%	57%	4%	94%	64%	49%
Unsure	12%	13%	6%	3%	12%	35%
Approve	15%	18%	3%	27%	18%	14%
Disapprove	44%	38%	63%	34%	32%	28%
Unsure	41%	45%	34%	38%	50%	58%
Approve	17%	34%	19%	23%	75%	13%
Disapprove	37%	42%	41%	48%	6%	31%
Unsure	46%	24%	40%	29%	19%	56%

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

# LEADER EVALUATIONS

-BRIAN MASON, RACHEL NOTLEY



Base: All respondents



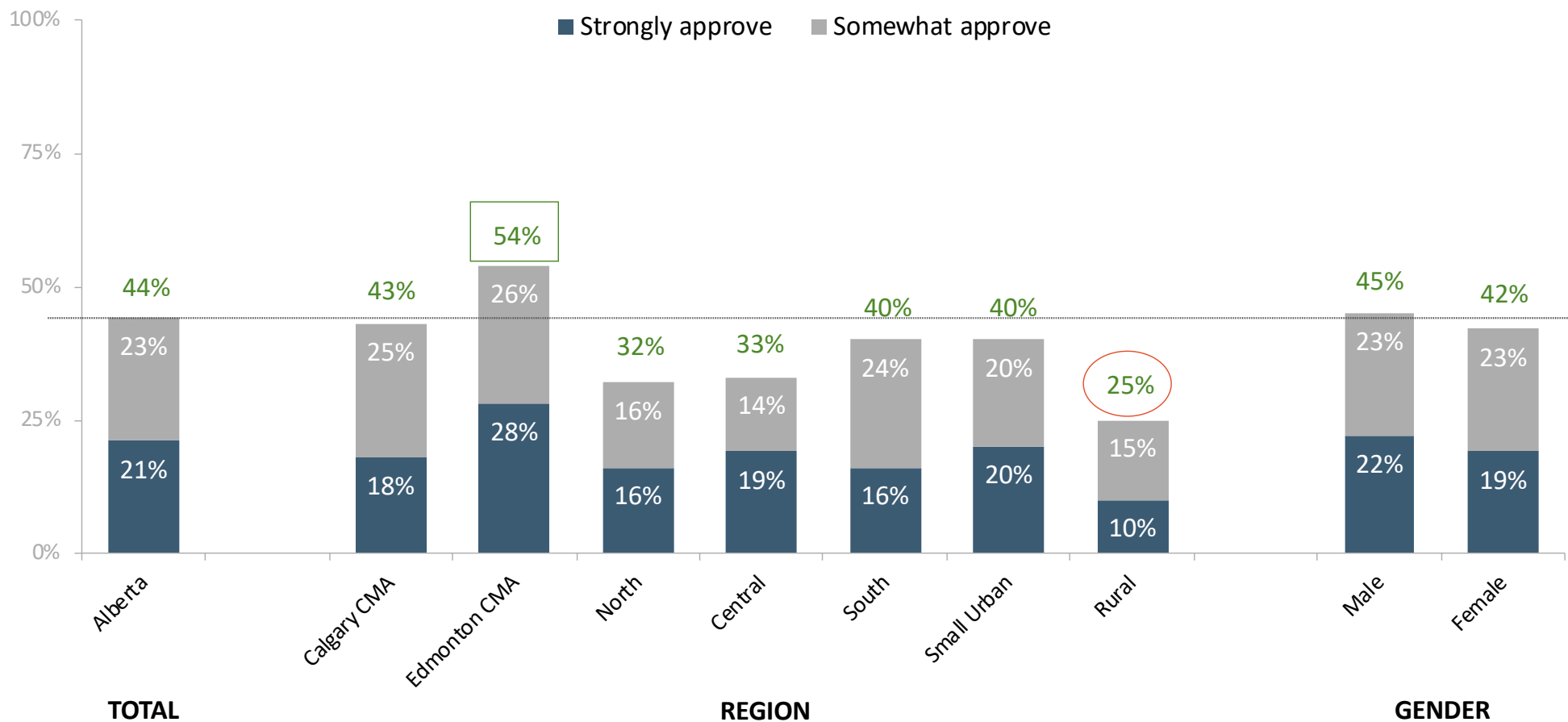
# LEADER EVALUATIONS: RACHEL NOTLEY

-BY REGION AND GENDER



**% approve of Rachel Notley, Leader of NDP**

Significantly higher  
Significantly lower



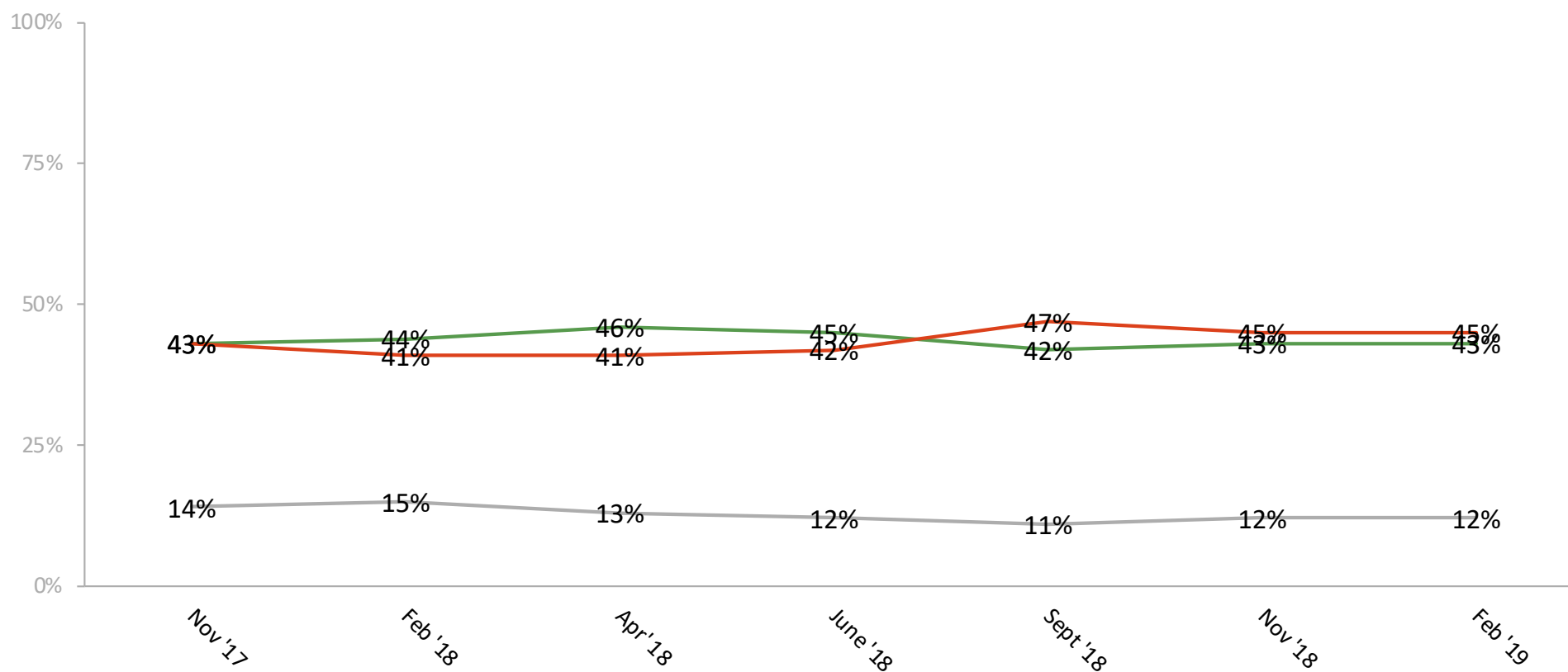
Base: All respondents

# LEADER EVALUATIONS

-JASON KENNEY



— Approve — Disapprove — Unsure



Base: All respondents

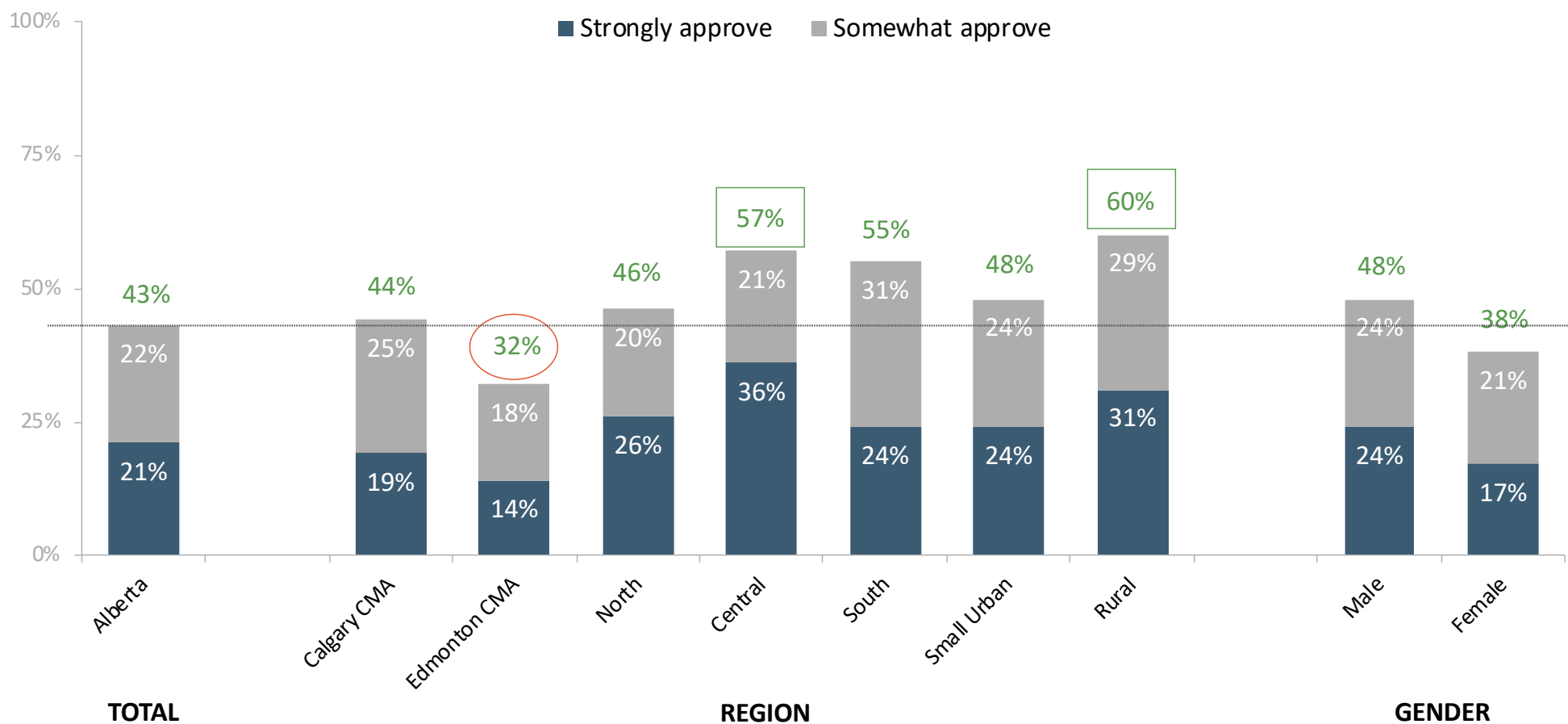
# LEADER EVALUATIONS: JASON KENNEY

## -BY REGION AND GENDER



% approve of Jason Kenney, Leader of the UCP

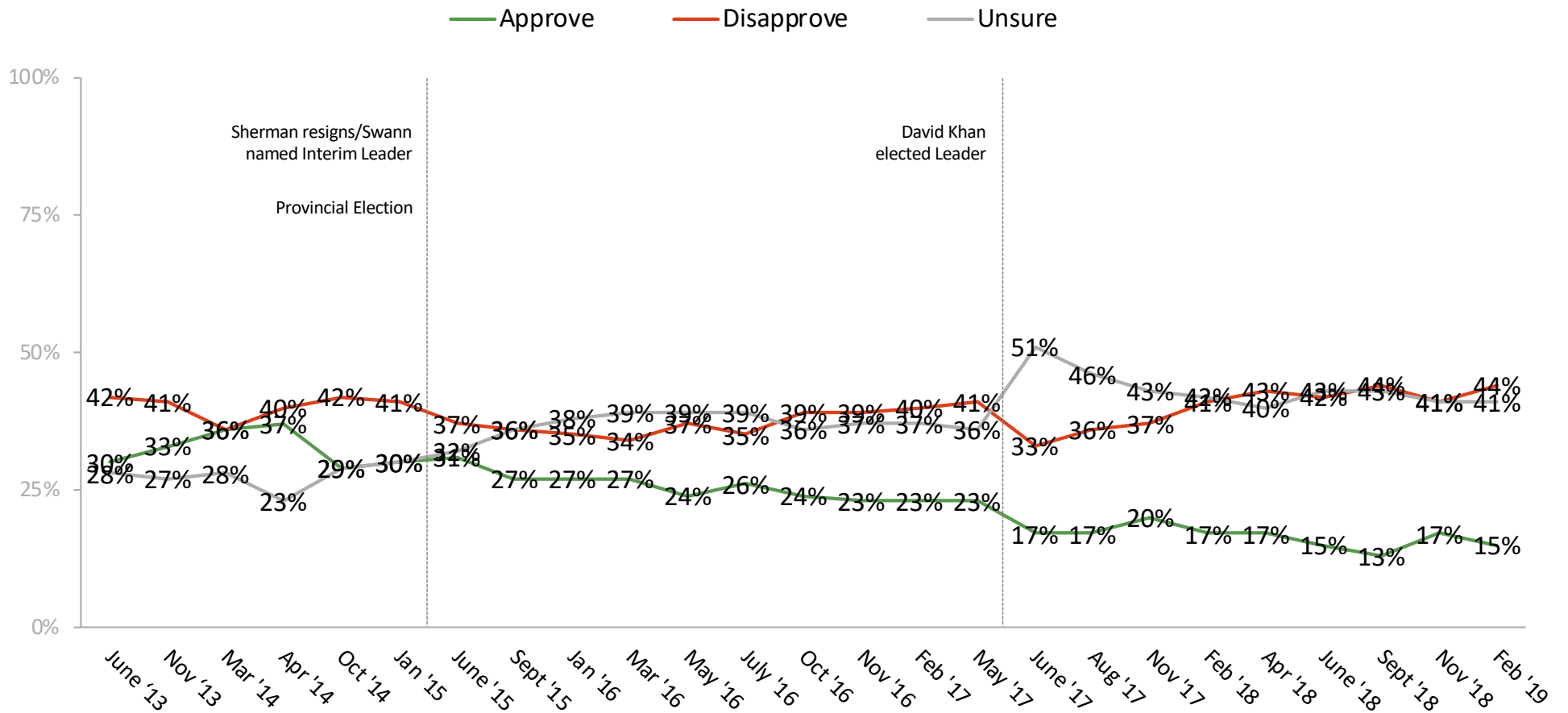
Significantly higher  
Significantly lower



Base: All respondents

# LEADER EVALUATIONS

-RAJ SHERMAN, DAVID SWANN, DAVID KHAN



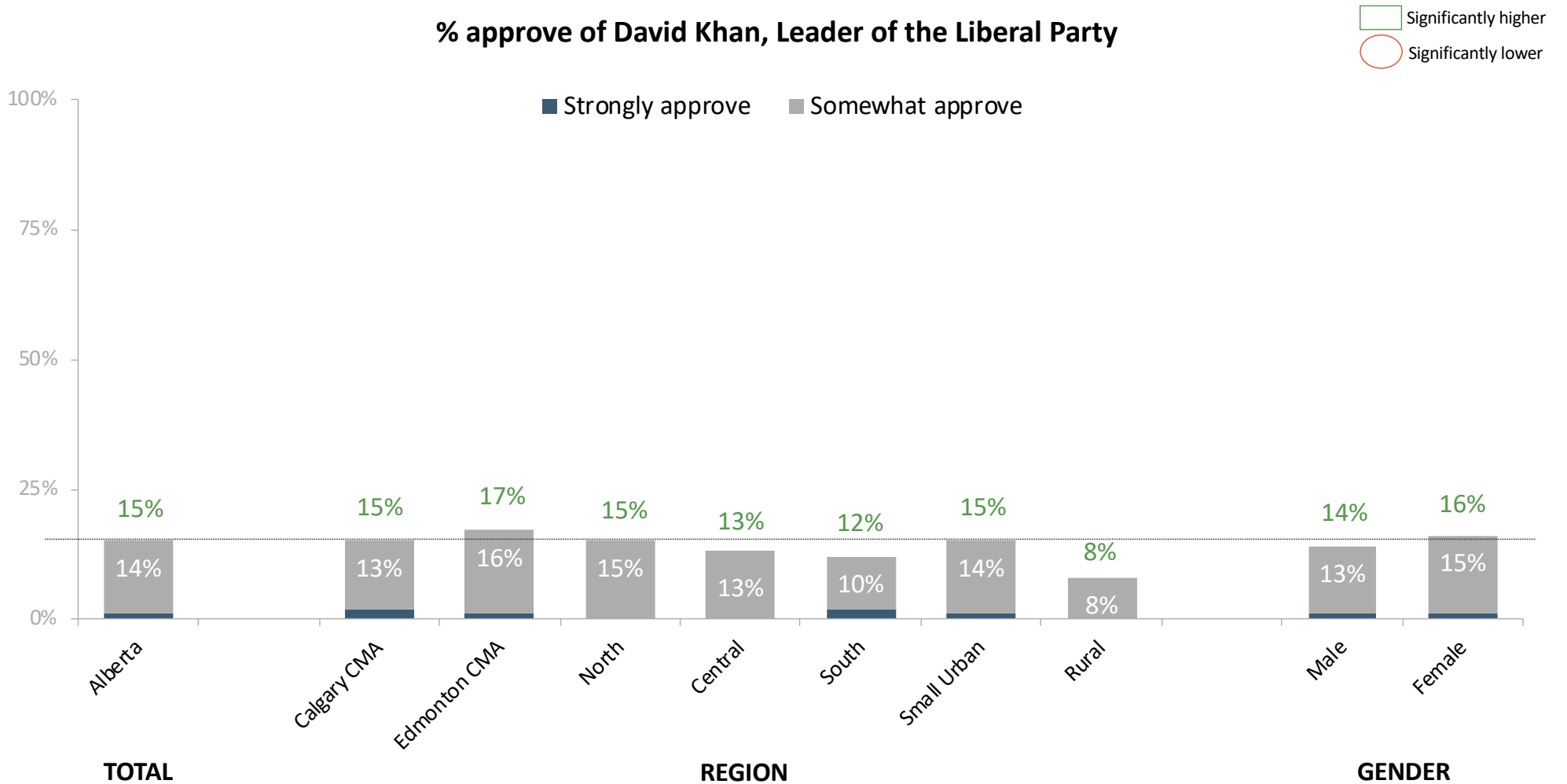
Base: All respondents

# LEADER EVALUATIONS: DAVID KHAN

## -BY REGION AND GENDER



% approve of David Khan, Leader of the Liberal Party



Base: All respondents

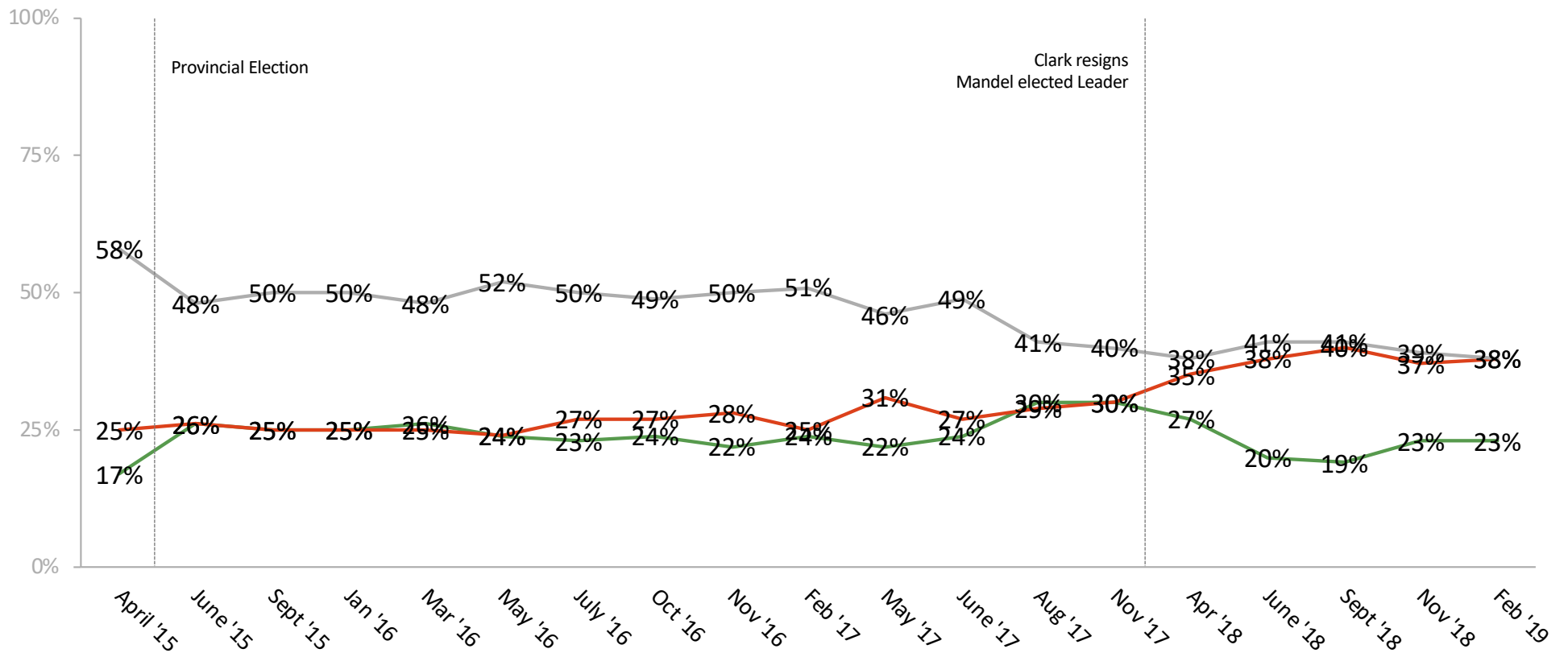
# LEADER EVALUATIONS

-GREG CLARK, STEPHEN MANDEL



## Alberta Party

— Approve — Disapprove — Unsure



Base: All respondents

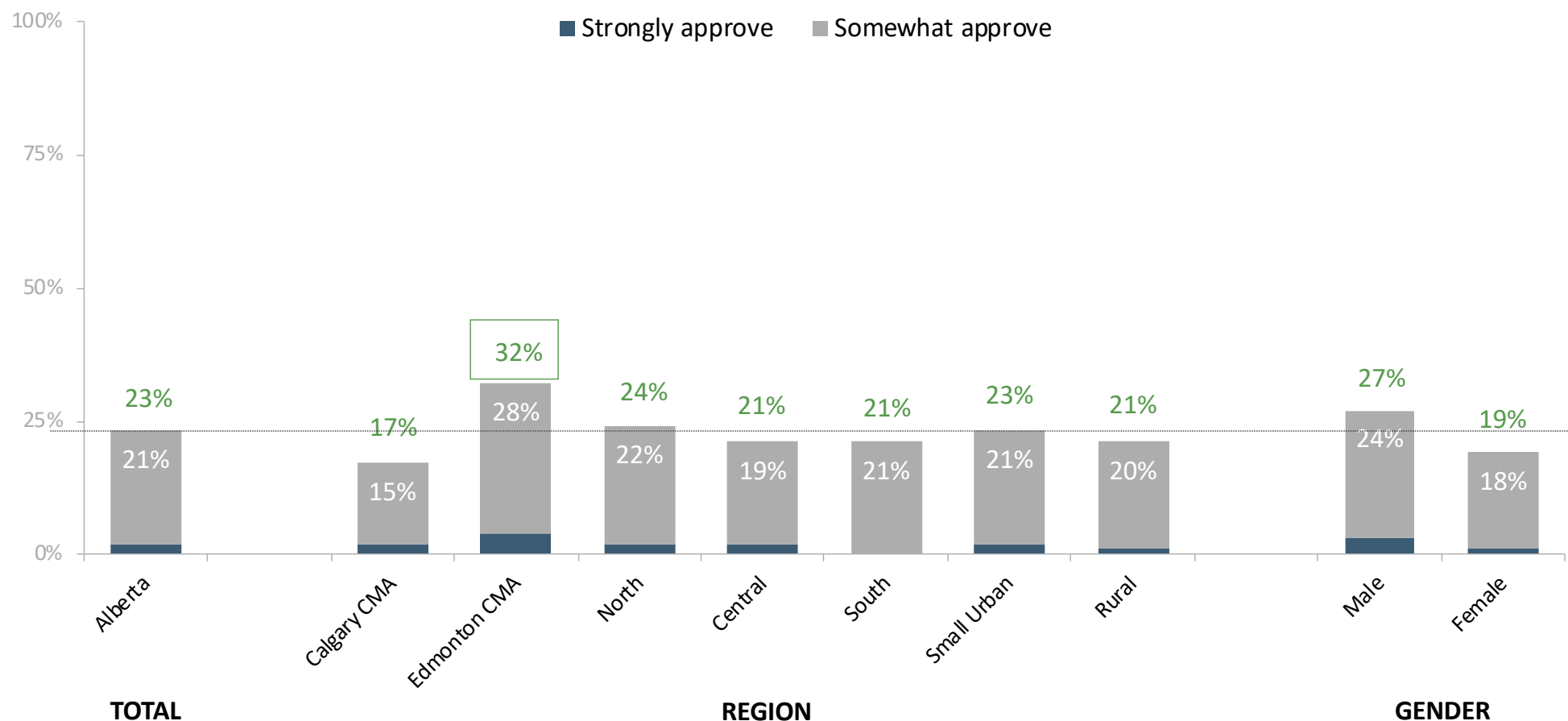
# LEADER EVALUATIONS: STEPHEN MANDEL

## -BY REGION AND GENDER



% approve of Stephen Mandel, Leader of the Alberta Party

Significantly higher  
Significantly lower



Base: All respondents



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