

## Report

# Alberta Budget Rebound and Optimism

March 2021

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# METHODOLOGY

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### Study Population

- Albertans, aged 18 and older.

### Data Collection

- A total of n=1,001 online surveys were conducted via Leger's LEO Panel, including:
  - n=331 in Edmonton CMA
  - n=320 in Calgary CMA
  - n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from March 5<sup>th</sup> -8<sup>th</sup>, 2021.
- 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=1,000)  $\pm 3.1\%$ , 19 times out of 20.
  - Edmonton CMA (n=320)  $\pm 5.5\%$ , 19 times out of 20.
  - Calgary CMA (n=331)  $\pm 5.4\%$ , 19 times out of 20.
  - Other Albertans (n=350)  $\pm 5.2\%$ , 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region 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 bold red characters indicate a significant lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in green characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.

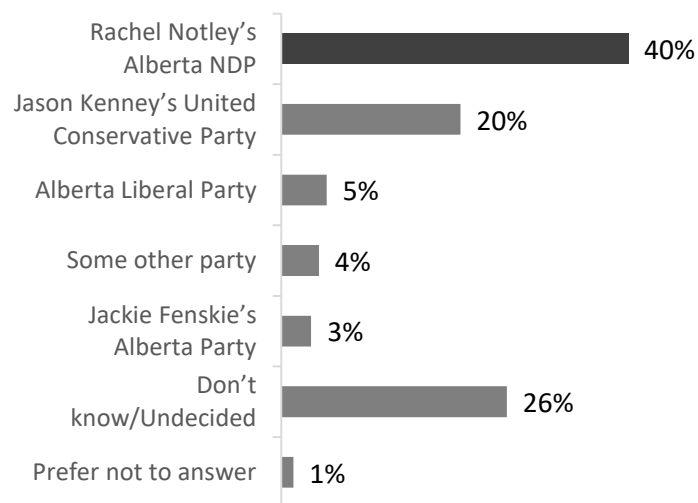


# Voting Intentions

Detailed Results

**All Voters**

**NDP (40%) is leading the UCP (20%) among decided voters. However, one quarter are currently undecided**



Base: Albertans (n=1,001)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

## All Voters

### The NDP lead everywhere and is widest in Edmonton

	Albertans (n=1,001)	REGION			AGE					GENDER	
		Cgy. CMA (n=331)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=207)	35-44 (n=163)	45-54 (n=191)	55-64 (n=193)	65+ (n=247)	Men (n=508)	Women (n=493)
Rachel Notley's Alberta NDP	40%	<b>36%</b>	<b>49%</b>	<b>34%</b>	43%	44%	36%	34%	37%	44%	35%
Jason Kenney's United Conservative Party	20%	<b>24%</b>	<b>14%</b>	<b>24%</b>	<b>16%</b>	<b>14%</b>	23%	24%	<b>32%</b>	24%	17%
Alberta Liberal Party	5%	6%	6%	3%	<b>8%</b>	7%	2%	5%	<b>1%</b>	5%	6%
Some other party	4%	5%	3%	5%	5%	3%	5%	3%	4%	5%	4%
Jackie Fenskie's Alberta Party	3%	3%	5%	2%	4%	4%	3%	4%	2%	5%	2%
Don't know/Undecided	26%	25%	21%	31%	23%	26%	30%	29%	23%	17%	<b>34%</b>
Prefer not to answer	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%

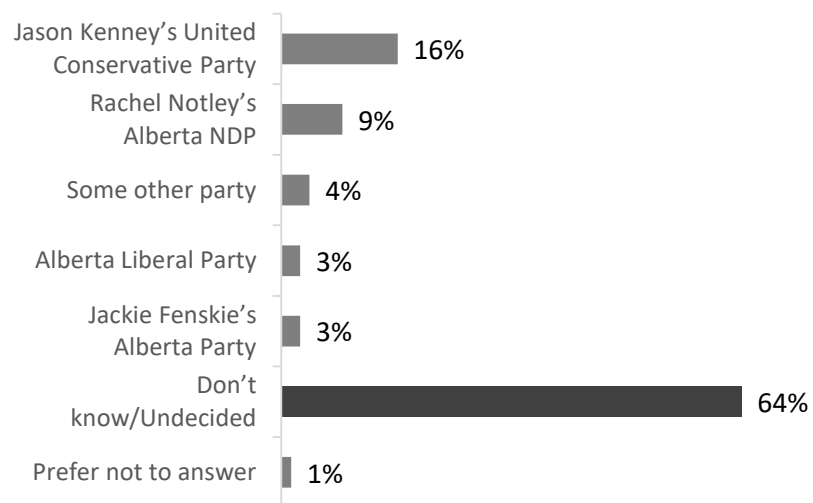
% indicates a significantly higher proportion than the % in the same segment

Base: Albertans (n=1,001)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

## Undecided Voters

Leaning voters are favouring the UCP (16%) over NDP (9%), but the majority remain undecided.



Base: Those undecided on who they would vote for in a Provincial election (n=260)

ABA11. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

## Undecided Voters

Among undecided, there are no significant differences between region, age, or gender

	Total Those Undecided (n=260)	REGION			AGE					GENDER	
		Cgy. CMA (n=85*)	Edm. CMA (n=67*)	Other AB (n=108)	18-34 (n=51*)	35-44 (n=43*)	45-54 (n=59*)	55-64 (n=56*)	65+ (n=51*)	Men (n=88*)	Women (n=172)
Jason Kenney's United Conservative Party	16%	14%	17%	18%	12%	11%	17%	28%	17%	20%	14%
Rachel Notley's Alberta NDP	9%	10%	9%	7%	8%	6%	3%	12%	16%	5%	11%
Some other party	4%	5%	1%	6%	1%	6%	8%	3%	1%	5%	3%
Alberta Liberal Party	3%	0%	3%	5%	1%	6%	3%	2%	1%	4%	2%
Jackie Fenskie's Alberta Party	3%	4%	1%	2%	3%	5%	2%	1%	2%	3%	3%
Don't know/Undecided	64%	66%	67%	62%	72%	64%	67%	52%	62%	61%	66%
Prefer not to answer	1%	1%	3%	1%	2%	2%	0%	2%	0%	2%	1%

% indicates a significantly higher proportion than the % in the same segment

Base: Those undecided on who they would vote for in a Provincial election (n=260)

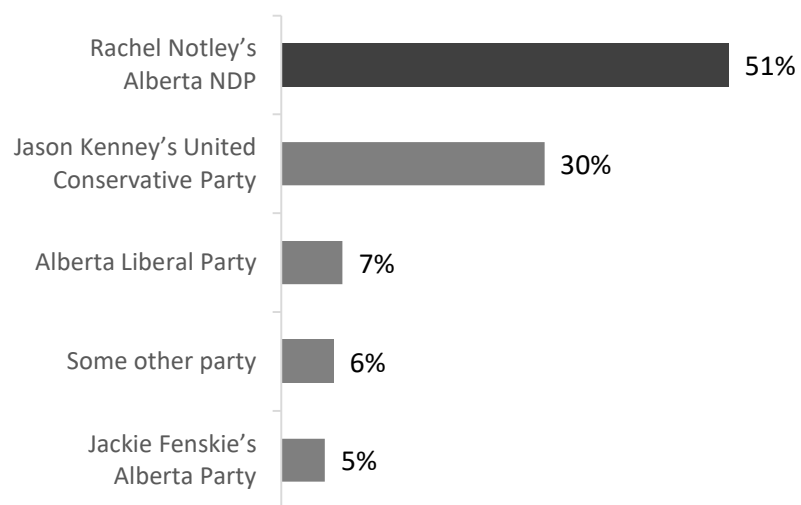
ABA11. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

\*Caution low sample size, results are directional.



**Decided and Leaning Voters**

**NDP (51%) is leading the UCP (30%) among decided and leaning voters.**



Base: Decided and leaning voters (n=817)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

## Decided and Leaning Voters

	Total Decided + Leaning (n=827)	REGION			AGE					GENDER	
		Cgy. CMA (n=272)	Edm. CMA (n=271)	Other AB (n=284)	18-34 (n=167)	35-44 (n=132)	45-54 (n=150)	55-64 (n=160)	65+ (n=218)	Men (n=458)	Women (n=369)
Rachel Notley's Alberta NDP	51%	47%	61%	45%	55%	56%	47%	45%	48%	50%	52%
Jason Kenney's United Conservative Party	30%	<b>33%</b>	<b>21%</b>	<b>36%</b>	<b>22%</b>	<b>21%</b>	<b>35%</b>	<b>38%</b>	<b>42%</b>	31%	29%
Alberta Liberal Party	7%	8%	8%	6%	<b>11%</b>	<b>10%</b>	4%	6%	<b>2%</b>	6%	8%
Some other party	6%	7%	4%	9%	7%	6%	10%	5%	5%	6%	7%
Jackie Fenskie's Alberta Party	5%	5%	6%	4%	5%	7%	4%	5%	3%	6%	4%

**%** indicates a significantly higher proportion than the **%** in the same segment

Base: Decided and leaning voters (n=817)

ABA10. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

\*Caution low sample size, results are directional.