

Alberta Provincial Vote Intent Survey Report



May 2023

Methodology & Logistics

Overview

The following represents the results of a May 2023 telephone survey of N=800 Alberta residents, 18 years of age or older, conducted by Oraclepoll Research Ltd.

This report includes an executive summary of the findings from the survey, while a separate Excel report contains the results question.

Study Sample & Error Rates

A total of N=800 interviews were completed among Albertans. Respondents were screened to ensure that they were residents of Alberta, 18 years of age or older. Quotas ensured that the sample was reflective of the demographic and geographic composition of the population.

The margin of error for the total N=800 sample is $\pm 3.5\%$, $\frac{19}{20}$ times, while error rates for sub-groups of the population vary and are higher.

Survey Method

All surveys were conducted by telephone using live operators at the Oraclepoll call center facility using computer-assisted techniques of telephone interviewing (CATI) and random number selection (RDD). The dual sample frame random database was inclusive of cellular and landline telephone numbers. Twenty percent of interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

Logistics

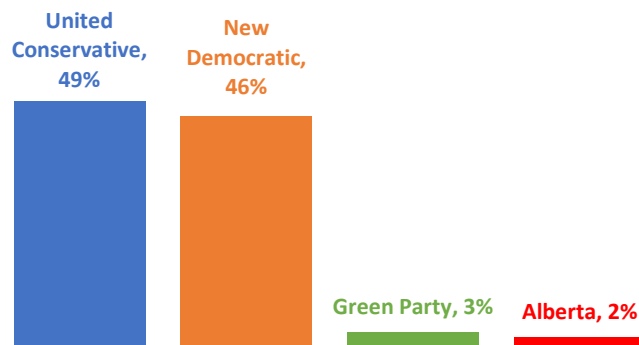
Interviews were completed between the days of May 22nd and May 25th, 2023.

Vote Intent

All N=800 respondents were asked about their current vote intent reading the names of the Parties listed below. Results in the chart contain the findings of decided voters, while the table illustrates the results from all respondents including those that are unsure or undecided.

Q1. "If the Provincial Election were held today in Alberta, which Party would you be most likely to vote for or be leaning towards?"

DECIDED VOTE INTENT



TOTAL RESULTS	
UCP	43%
NDP	41%
Alberta	2%
Green	3%
Unsure	11%

Among decided voters, the United Conservative Party has the support of almost half or 49%, while the New Democrats are backed by 46%. The Green Party sits at 3%, followed by the Alberta Party at 2%.

There are 11% of voters that said they were undecided.

Provincial Party Leaders

Next, all N=800 respondents were read a list of four Party leaders and were asked to choose their most favourable. One response was accepted including answers of none and unsure.

Q2. "Which of the following provincial Party leaders do you have the most favourable opinion of?"

Rachel Notley of the New Democratic Party	37%
Danielle Smith of the United Conservative Party	32%
Unsure	23%
None	5%
Jordan Wilkie of the Green Party	3%
Barry Morishita of the Alberta Party	<1%

Rachel Notley was named by 37% and mostly by NDP voters (82%), followed by Danielle Smith by 32% (70% of UCP voters) and Jordan Wilkie by 3% (96% of Green supporters).

All respondents were then asked which Political Party they trust the most on each of the following issues.

“Which party do you most trust on each of the following issues?”

	Green Party	NDP	UCP	Alberta Party	Undecided
Q4. Handling affordability and cost of living	3%	45%	43%	<1%	9%
Q5. Handling crime and community safety	3%	38%	49%	<1%	10%
Q6. Protecting the environment	10%	42%	36%	<1%	12%

The UCP is most trusted to handle crime and community safety at 49% (98% of UCP voters), compared to 38% that referenced the NDP (90% of NDP voters).

Results were split on the issue of affordability with 45% naming the NDP (95% of NDP voters) and 43% the UCP (95% of UCP voters).

The NDP is seen by 42% as being most trusted to protect the environment (93% of NDP voters) compared to a lesser 36% of those supporting the UCP (80% of UCP voters).