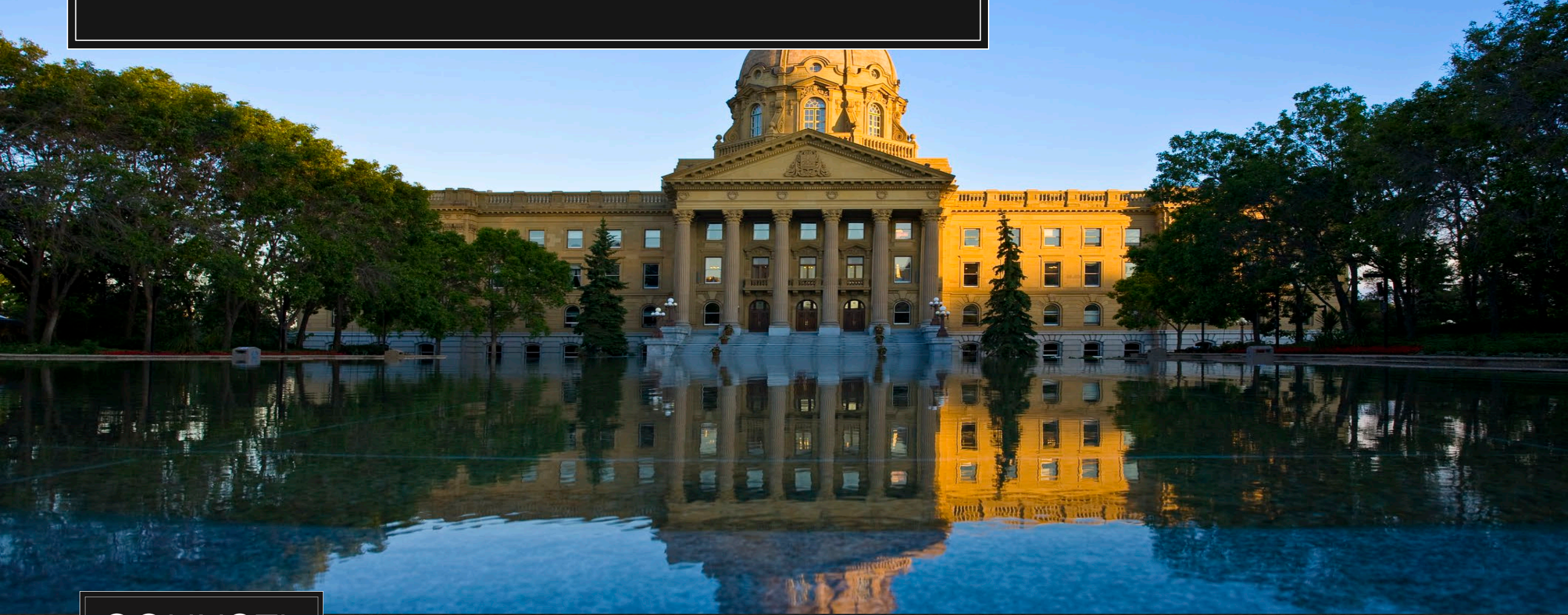


# ALBERTA POLLING REPORT

PREPARED BY: COUNSEL PUBLIC AFFAIRS INC.



COUNSEL

Victoria | Vancouver | Calgary | Edmonton | Regina | Winnipeg | Toronto | Ottawa

# VOTING INTENTIONS

COUNSEL

## ALBERTA POLL

## METHODOLGY



1,219

**1,219 Alberta residents were surveyed between May 12 – May 14, 2023.**

We used the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels.

If the survey was a probability-based random sample of the same size, it would be considered accurate to  $\pm 3\%$  nineteen times out of twenty.

Results are weighted for:

- Age, gender and region according to the most recent Census.



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# THE RACE

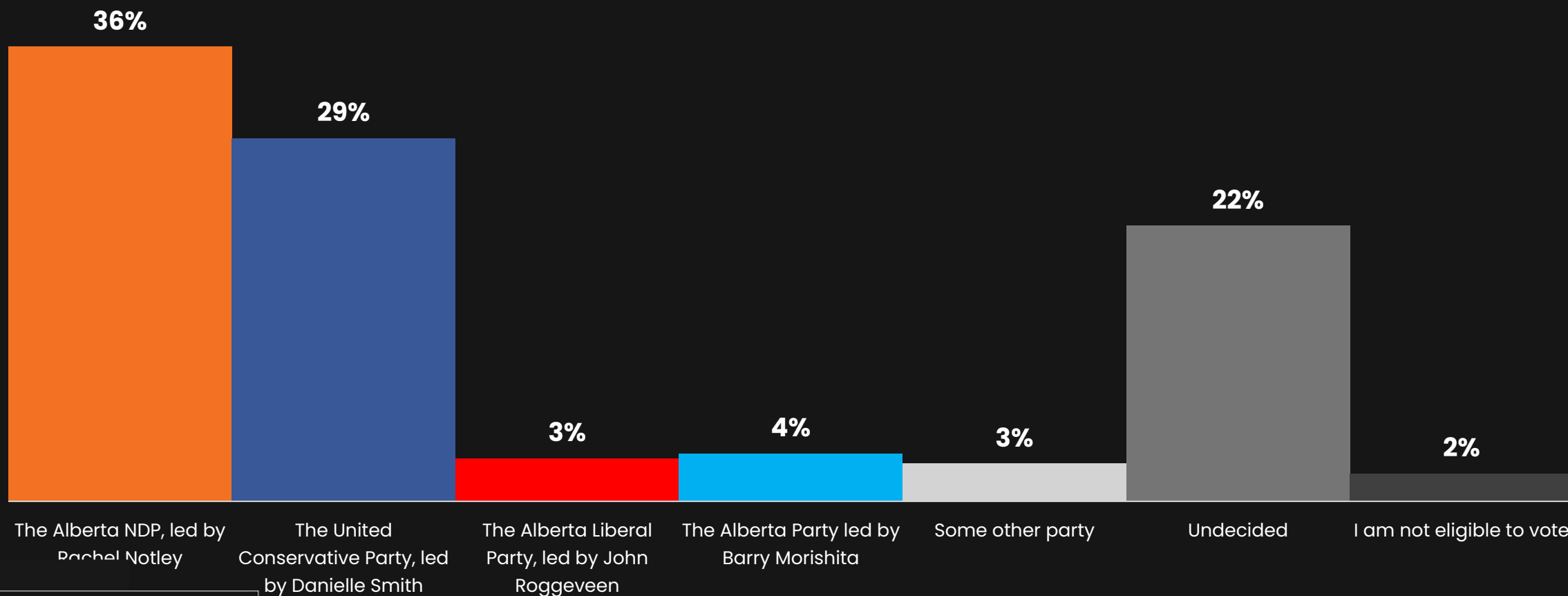
## Topline Findings

- The NDP is leading the UCP among Albertans overall as well as among decided and leaning voters.
- One in five Albertans are still undecided.
- The NDP has grown their share of the vote since April 3, 2023.
- Undecided voters in Calgary are making decisions. The number of undecided voters is down from 27% in March to just 18% today.
- The NDP has a notable lead in Calgary and Edmonton, while the UCP maintains a strong lead in rural Alberta.
- Women 55+ have become noticeably less likely to vote UCP over the course of the campaign and have become more likely to vote NDP.

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# VOTING INTENTION – OVERALL – MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?

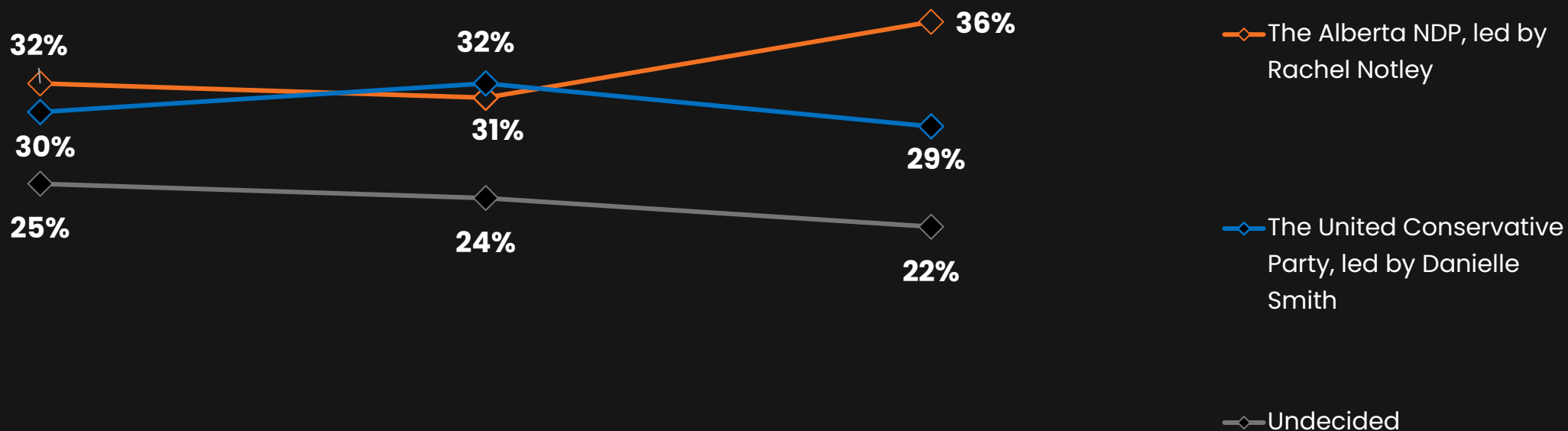


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ALBERTA

# VOTING INTENTION – OVERALL – MARCH 27 vs MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?



March 21 - March 27, 2023 (N=911)

March 28 - April 3, 2023 (N=933)

May 12 - May 14, 2023 (N=1,219)

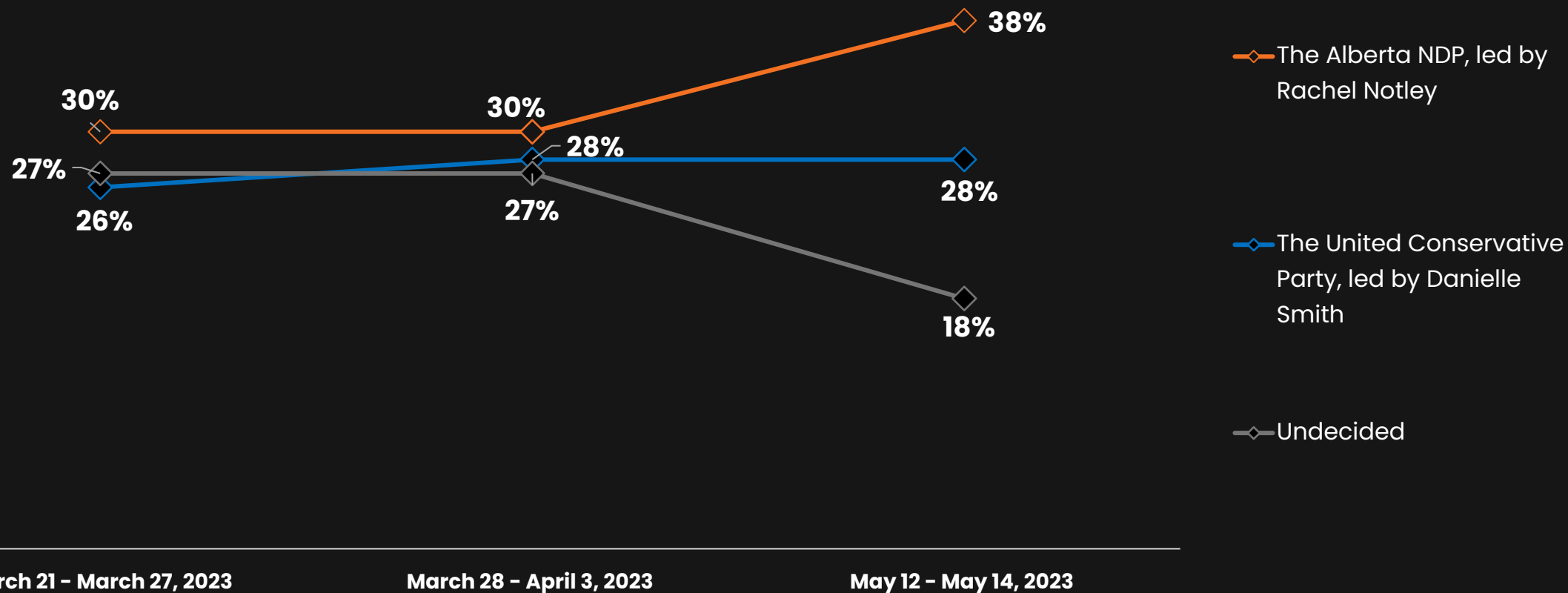
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# VOTING INTENTION – CALGARY – MARCH 27 vs MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?

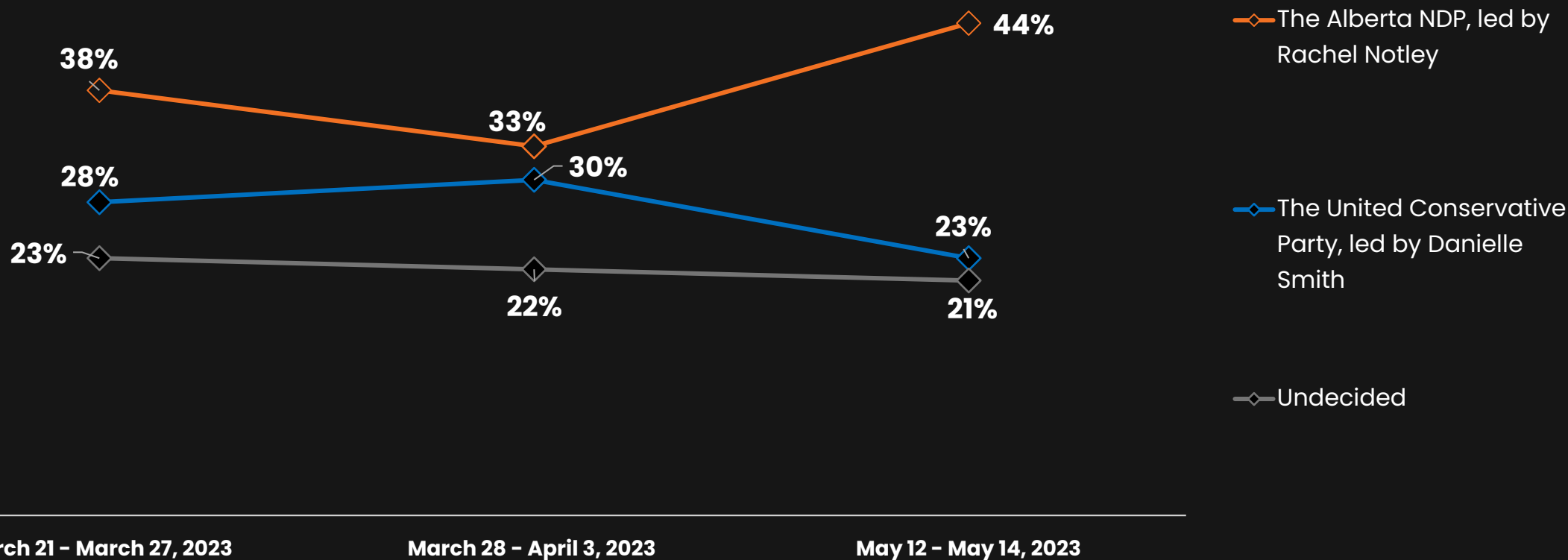


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# VOTING INTENTION – EDMONTON – MARCH 27 vs MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?

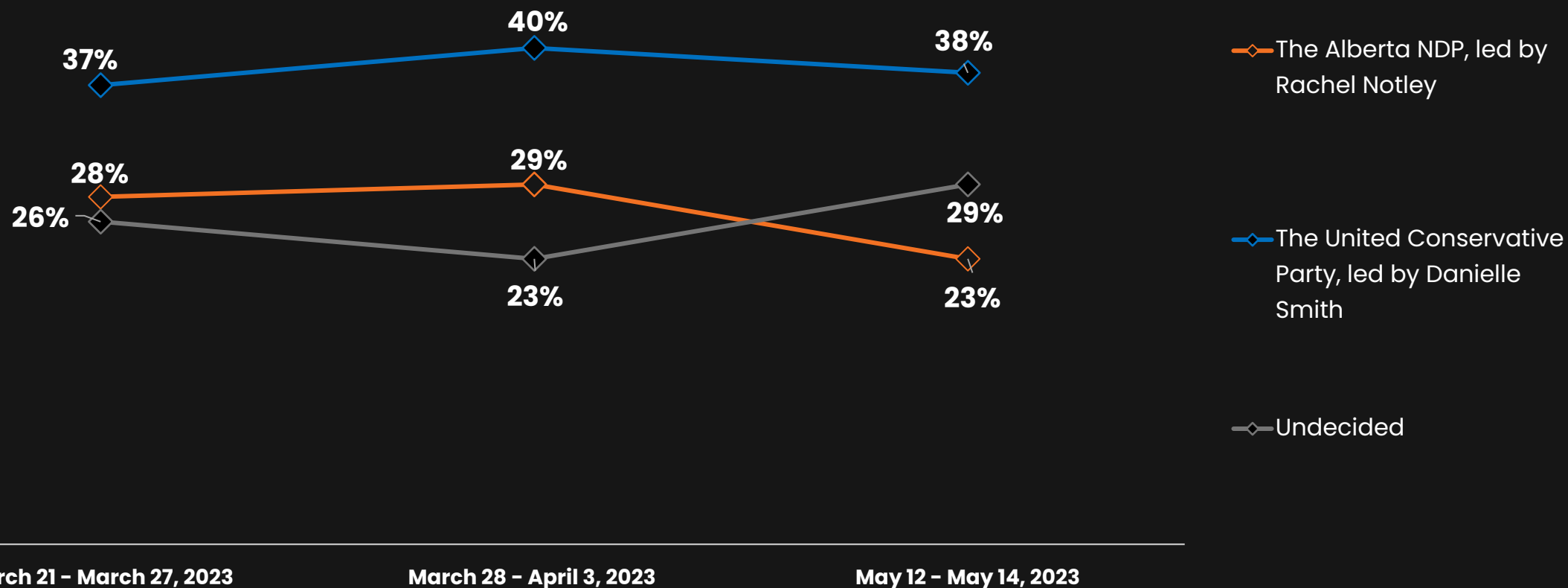




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# VOTING INTENTION – REST OF ALBERTA – MARCH 27 vs MAY 14

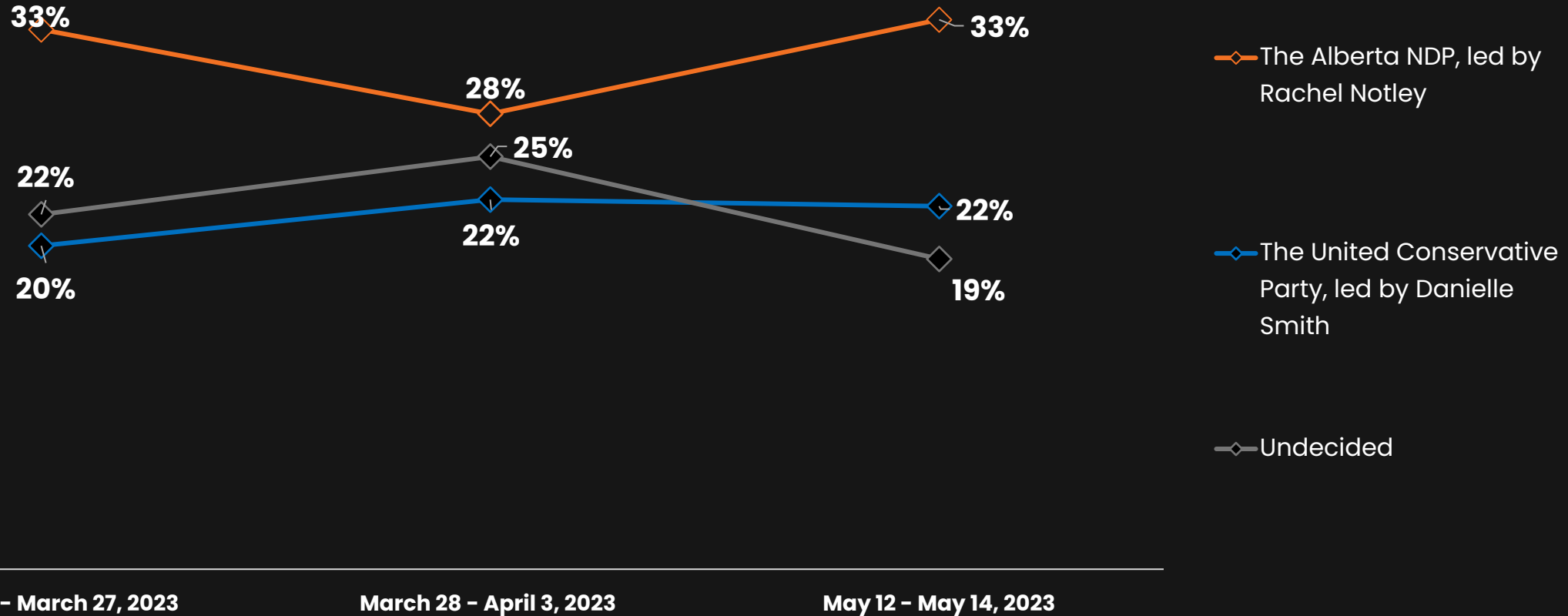
Q: If a PROVINCIAL election was held today, which party would you vote for?



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# VOTING INTENTION – MEN 18–34 – MARCH 27 vs MAY 14

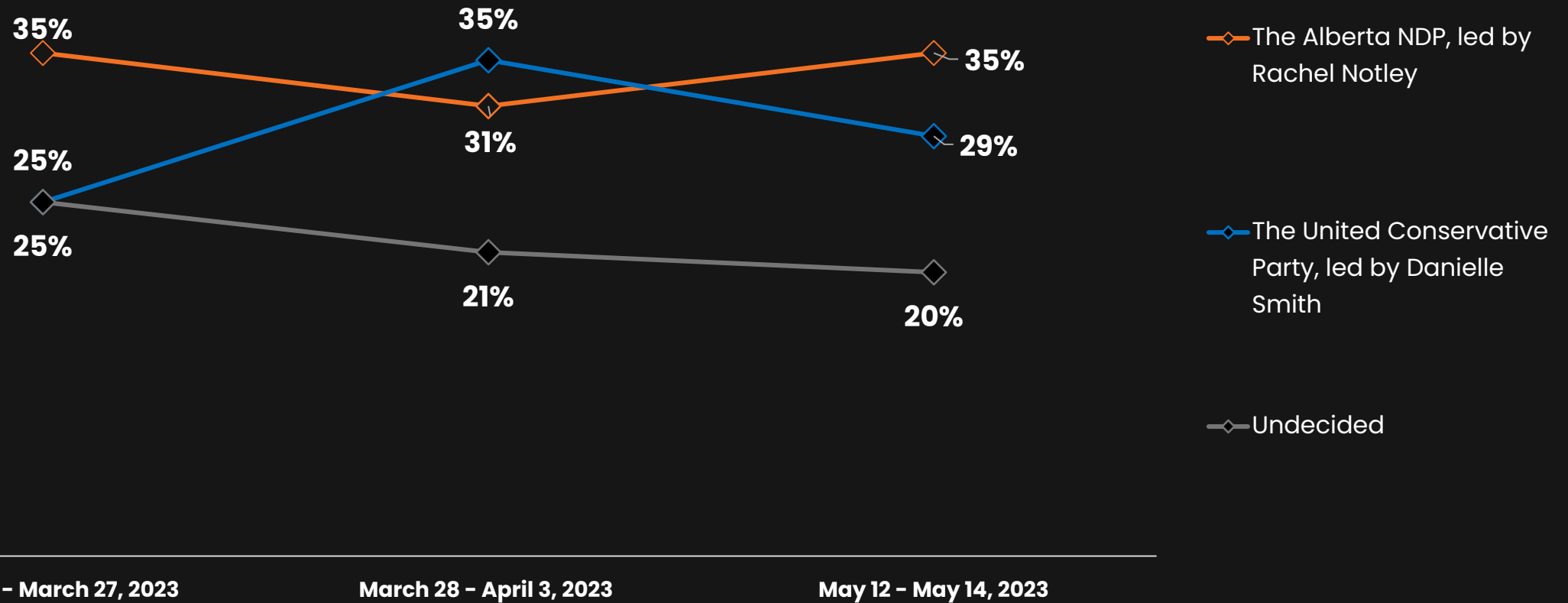
Q: If a PROVINCIAL election was held today, which party would you vote for?



ALBERTA

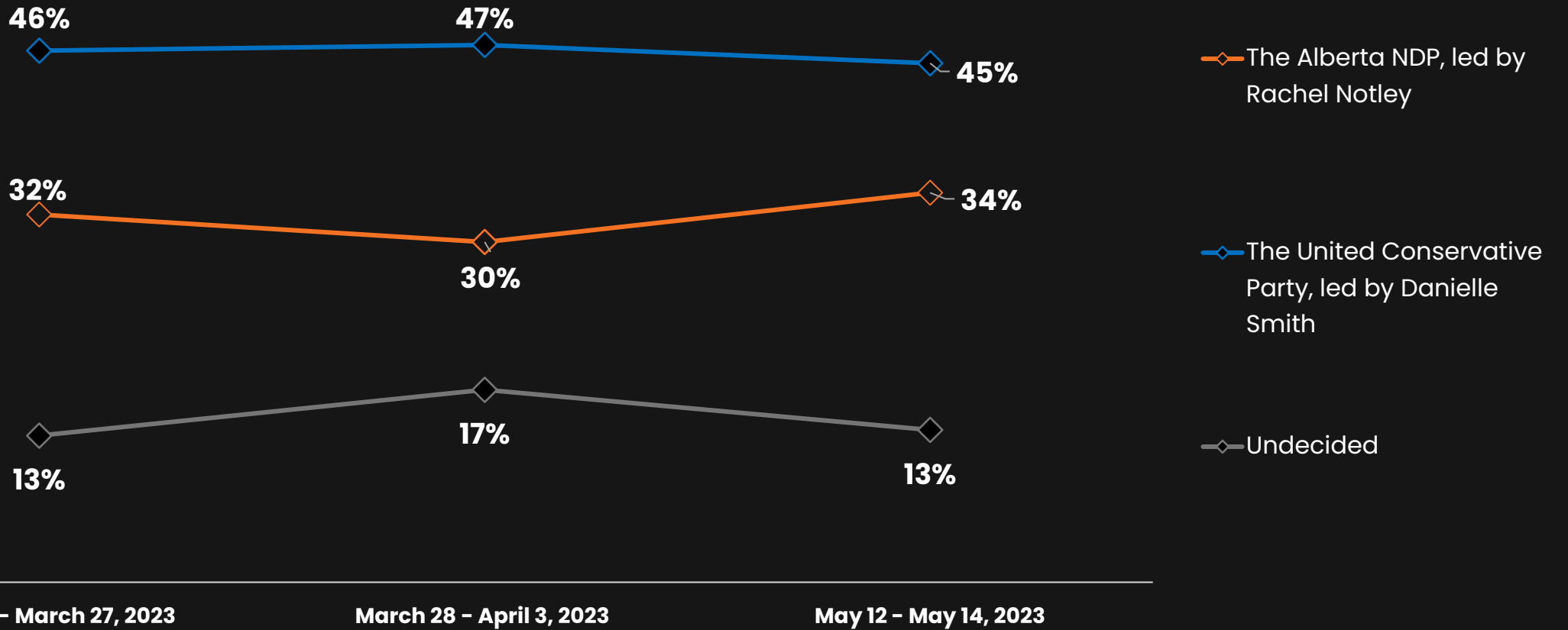
# VOTING INTENTION – MEN 35–54 – MARCH 27 vs MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?



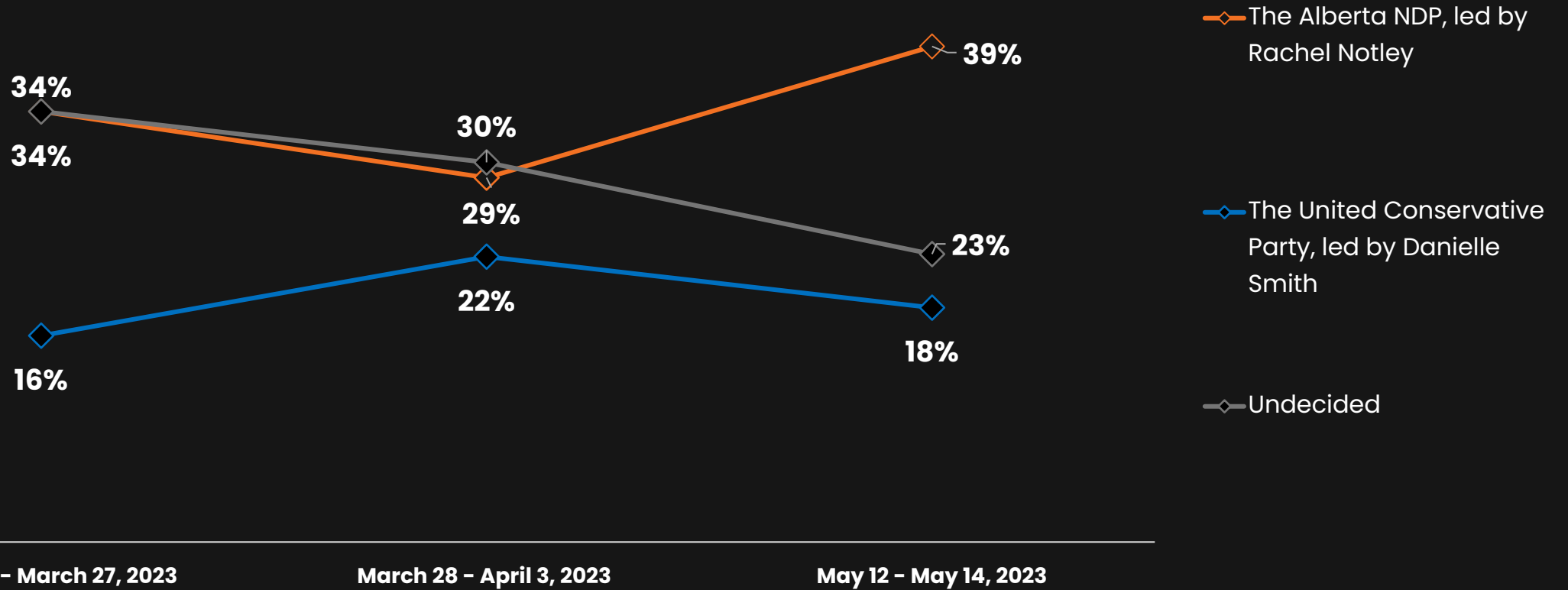
# VOTING INTENTION – MEN 55+ – MARCH 27 vs MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?



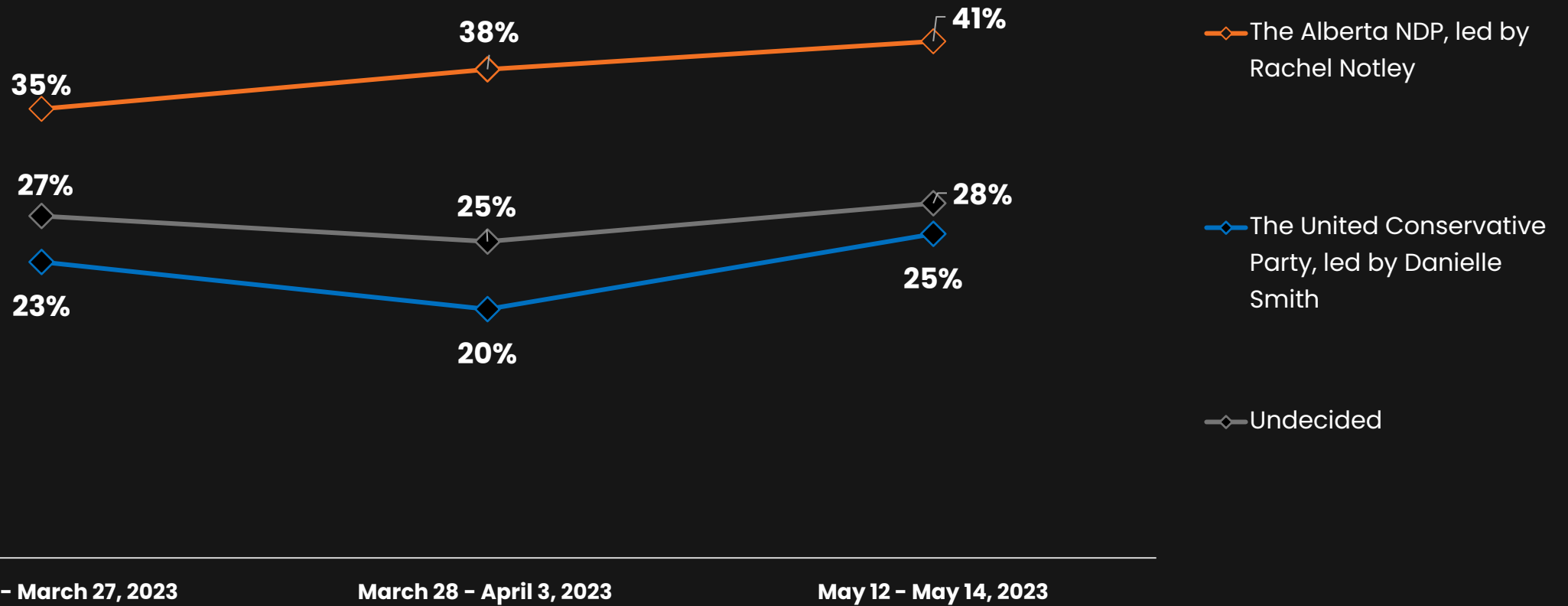
# VOTING INTENTION – WOMEN 18-34 – MARCH 27 vs MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?



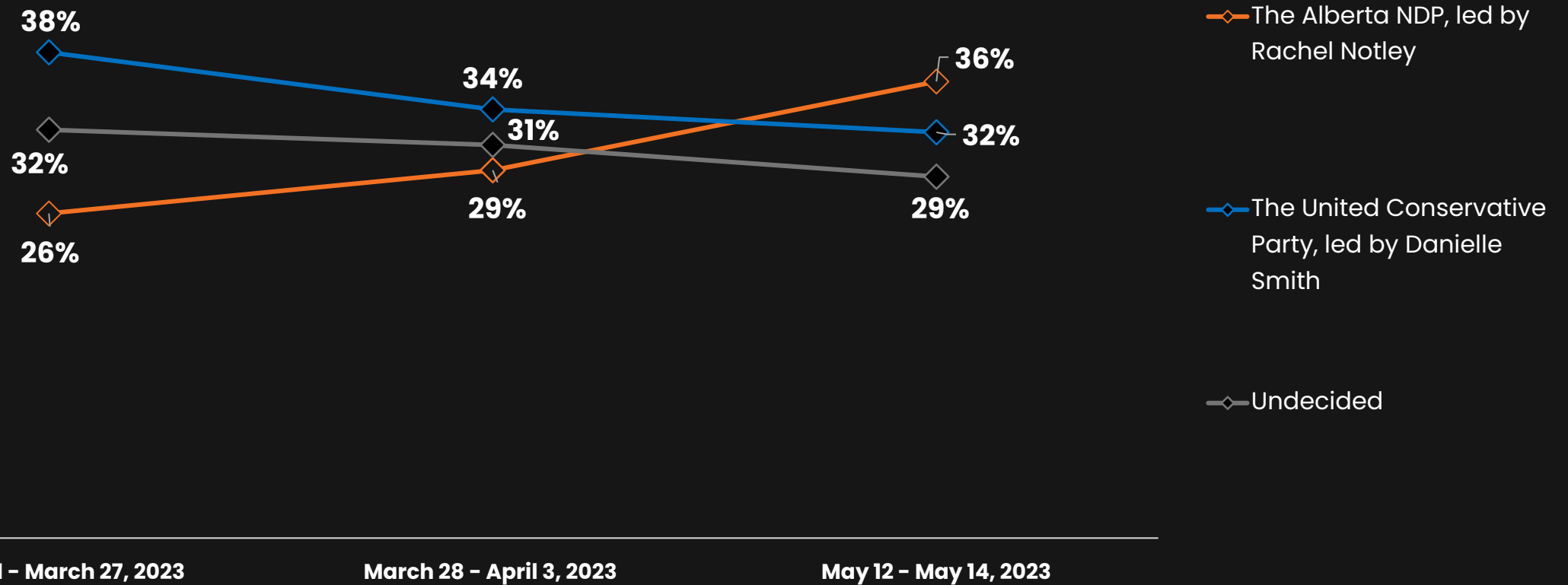
# VOTING INTENTION – WOMEN 35-54 – MARCH 27 vs MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?



# VOTING INTENTION – WOMEN 55+ – MARCH 27 vs MAY 14

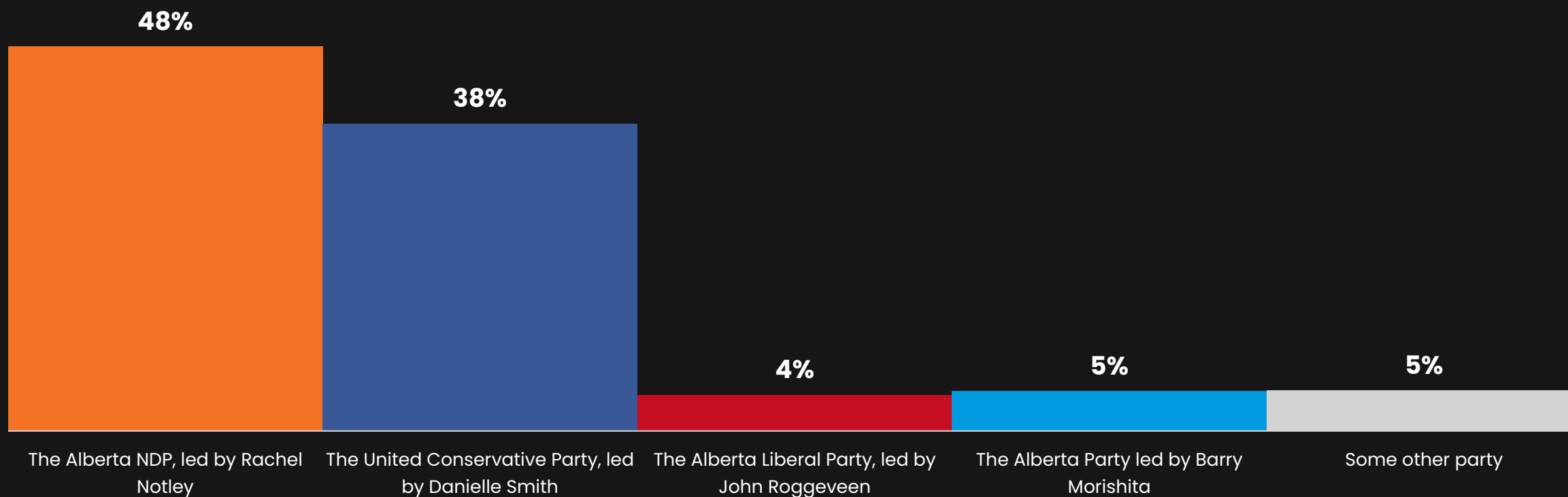
Q: If a PROVINCIAL election was held today, which party would you vote for?



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# VOTING INTENTION – DECIDED VOTERS – MAY 14

Q: If a PROVINCIAL election was held today, which party would you vote for?

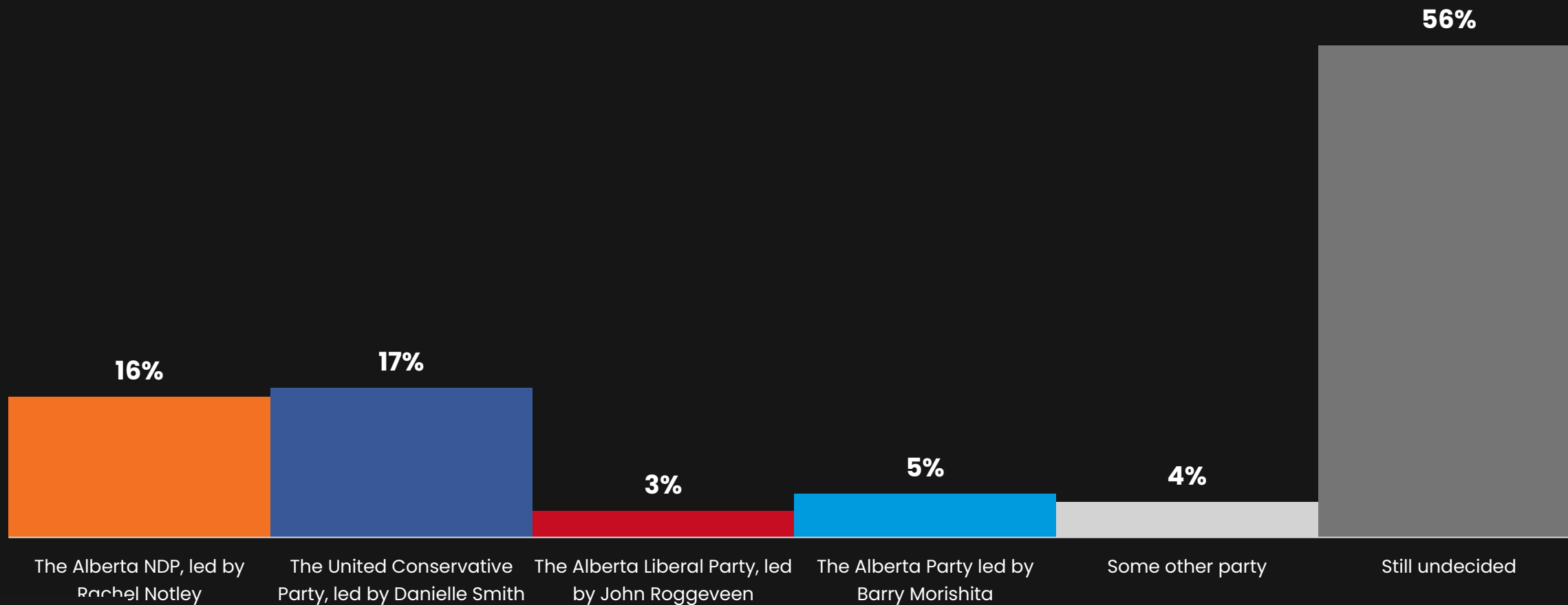
**COUNSEL**



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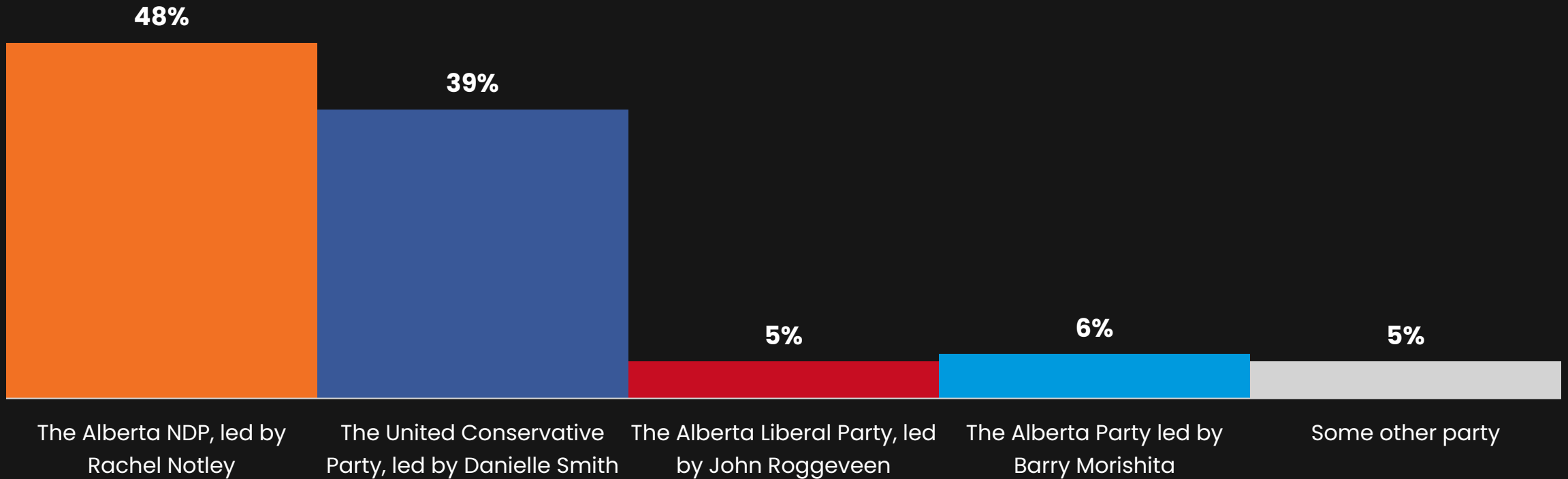
# VOTING INTENTION – UNDECIDED AND LEANING – MAY 14

Q: You said you're undecided, but is there a party you are leaning towards?



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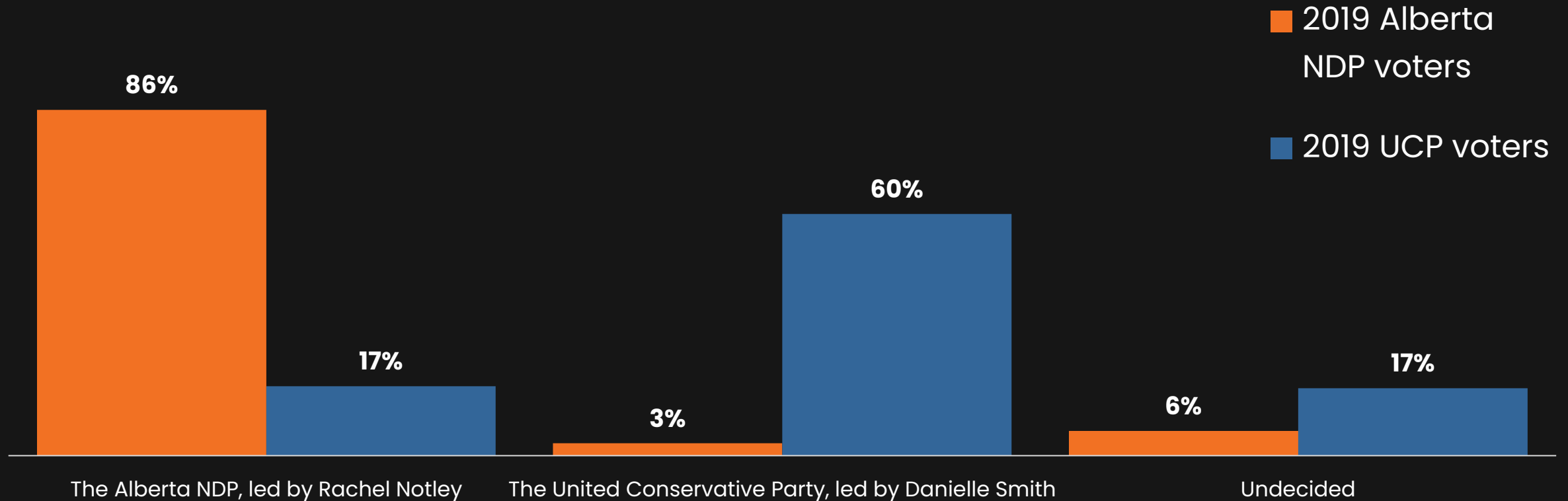
# VOTING INTENTION – DECIDED AND LEANING – MAY 14



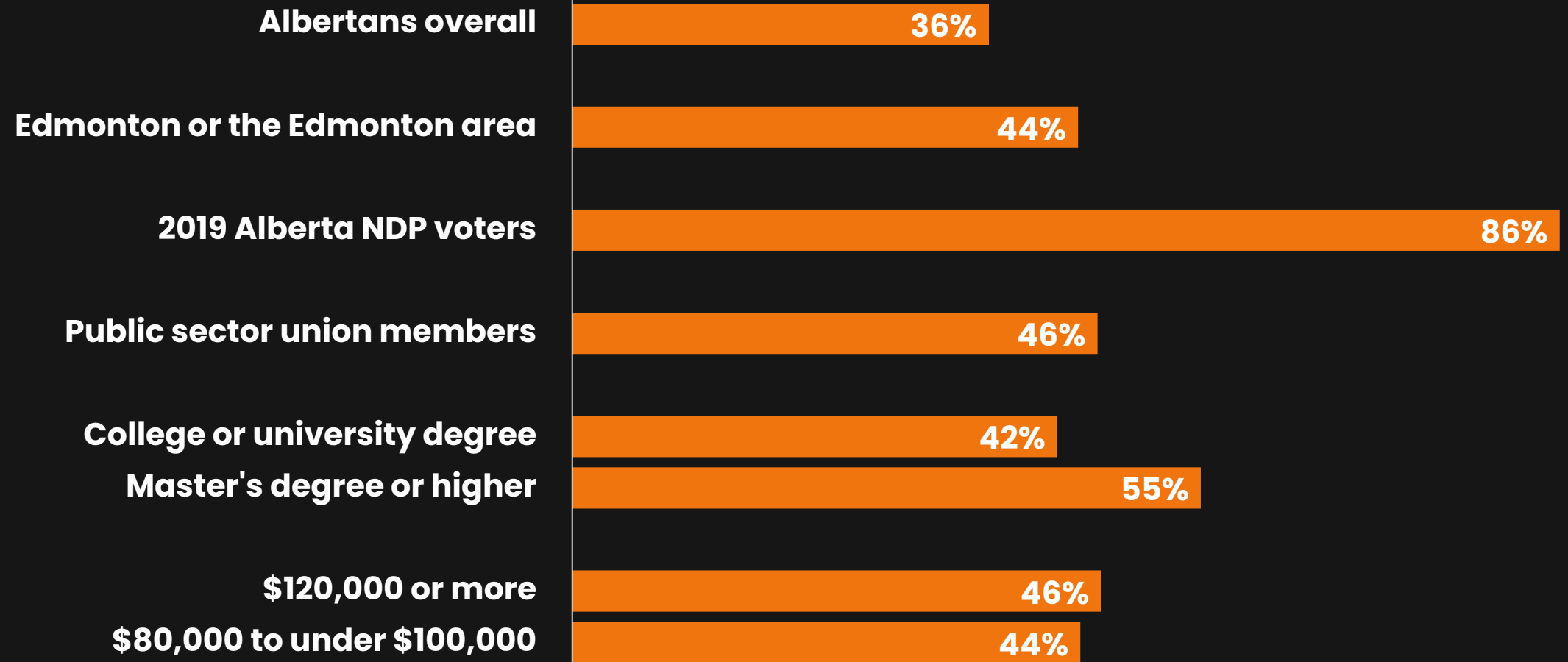
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## 2019 VOTING BEHAVIOUR VS 2023 VOTING INTENTION – MAY 14

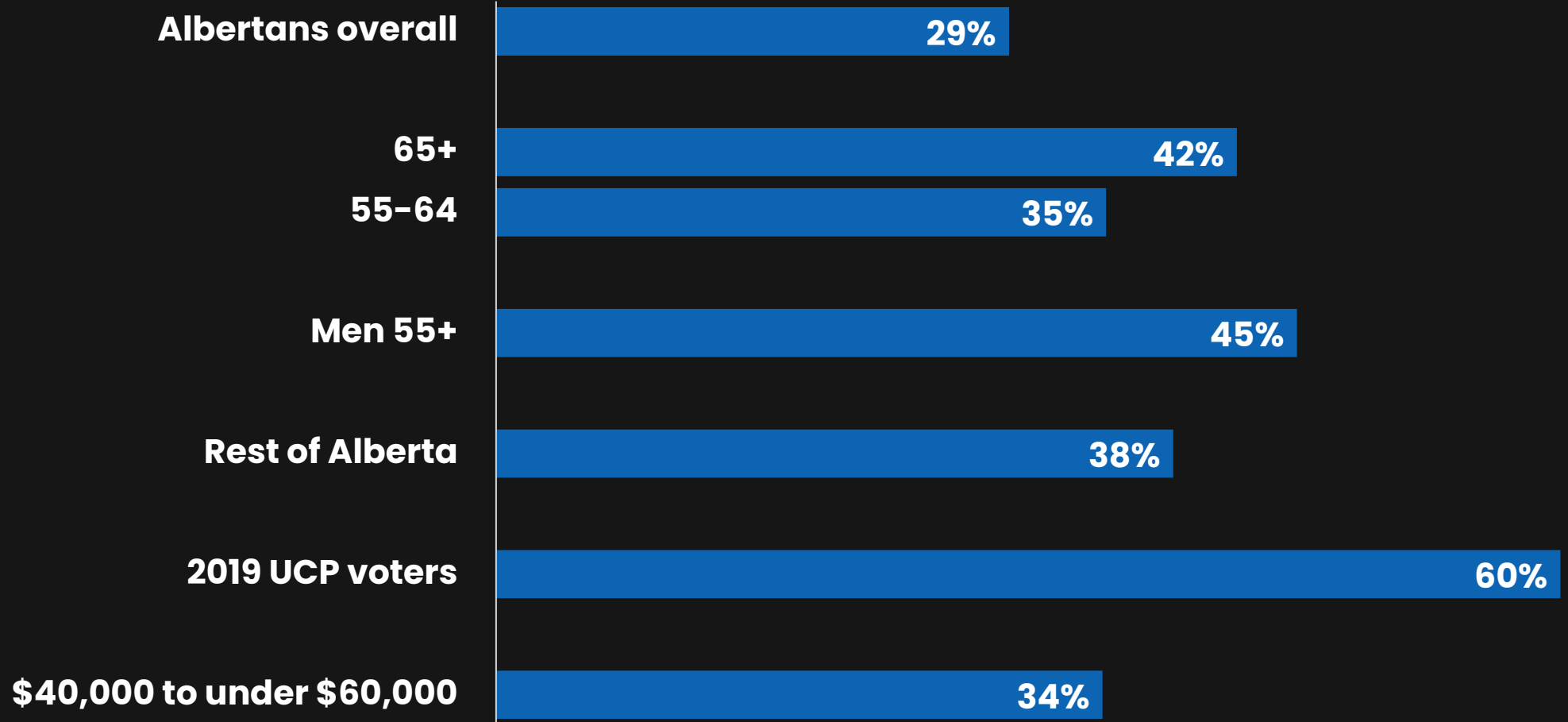
The NDP has retained more than eighty percent of their 2019 vote, while the UCP has retained sixty percent of their 2019 vote. Three in twenty 2019 UCP voters are undecided in 2023.



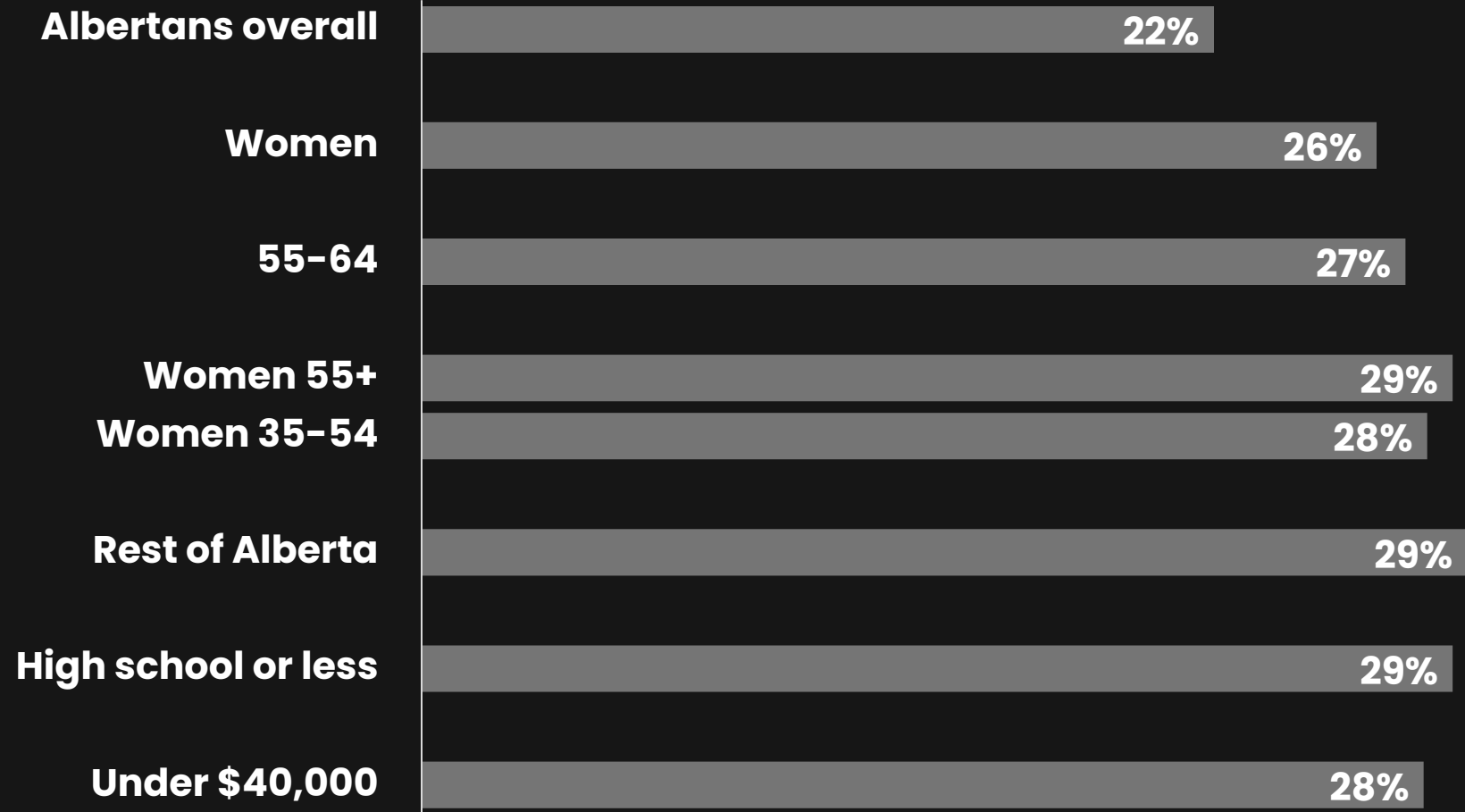
# DECIDED 2023 ALBERTA NDP VOTERS – MAY 14



# DECIDED 2023 UCP VOTERS – MAY 14



# UNDECIDED VOTERS – MAY 14



## ALBERTA POLL

# METHODOLOGY

**Methodology for March 21 – March 27, 2023, Survey**

911 Alberta residents were surveyed between March 21 – March 27, 2023. Counsel Public Affairs uses the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels. If the survey was a probability-based random sample of the same size, it would be considered accurate  $\pm$  3% nineteen times out of twenty.

**Methodology for March 28 – April 3, 2023, Survey**

933 Alberta residents were surveyed between March 28 – April 3, 2023. Counsel Public Affairs uses the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels. If the survey was a probability-based random sample of the same size, it would be considered accurate  $\pm$  3% nineteen times out of twenty.

**Methodology for May 12 – 14, 2023, Survey**

1,219 Alberta residents were surveyed between May 12 – May 14, 2023. Counsel Public Affairs uses the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels. If the survey was a probability-based random sample of the same size, it would be considered accurate  $\pm$  3% nineteen times out of twenty.

Results are weighted for:

- Age, gender and region according to the most recent Census.



# THANK YOU

Counsel Public Affairs Inc.

For more information: [reception@counselpa.com](mailto:reception@counselpa.com)

[counselpa.com](http://counselpa.com)

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