

NAVIGATOR

DISCOVER

# Alberta Post-Election Research

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KEY FINDINGS

June 1, 2023

A low-angle, blue-tinted photograph of a grand classical building, likely a government capitol or parliament building. The building features a prominent dome with a lantern on top, and a portico with several tall columns. The sky is a deep blue with some light clouds. The text "Government Priorities" is overlaid in white, bold, sans-serif font across the middle of the image.

# Government Priorities

# Key Findings

Albertans see little alignment between their priorities and what they perceive to be those of the newly elected government

- Albertans believe that the **government should prioritize issues such as improving the healthcare system (29%) and dealing with the cost of living (21%)**. Topics such as standing up to Ottawa (12%) and privatizing some healthcare services (3%) rank much lower.
- However, lower-priority issues **top the list of areas that Albertans think Smith's government will prioritize – specifically, standing up to Ottawa (41% expect this to be a priority) and ensuring a vibrant oil and gas industry (29%)**. The only **key area of alignment is healthcare: 22% believe that the government will focus on this issue**.
- Albertans have mixed feelings about the government's effectiveness in dealing with key issues: **46% feel that the government will be effective**, while 37% believe it will be ineffective.



# Main Priority for New Government to Deal With Immediately

## Top 5 Priorities

1	Improving the health care system	29%
2	Dealing with cost-of-living issues	21%
3	Ensuring a strong economy	11%
4	Diversifying the Alberta economy	6%
5	Keeping taxes low for Albertans	6%

All other issues selected by 5% or less

Q5. Thinking about the issues that the newly elected government will face, what is the main priority that you believe it should deal with immediately?  
Base: Total sample (n=1008)

# Priorities that Should be Lower on the Agenda

## Lowest Priorities

●	Replacing RCMP with provincial police service in Alberta	59%
●	Creating an Alberta pension system to replace the CPP	55%
●	Privatizing some health care services in Alberta	37%
●	Dealing with climate change	26%
●	Standing up to Ottawa	25%

Q8. What priority or priorities should be lower on the government's agenda?  
Base: Total sample (n=1008)

# Perception of What the Priorities of the New Government Will Be

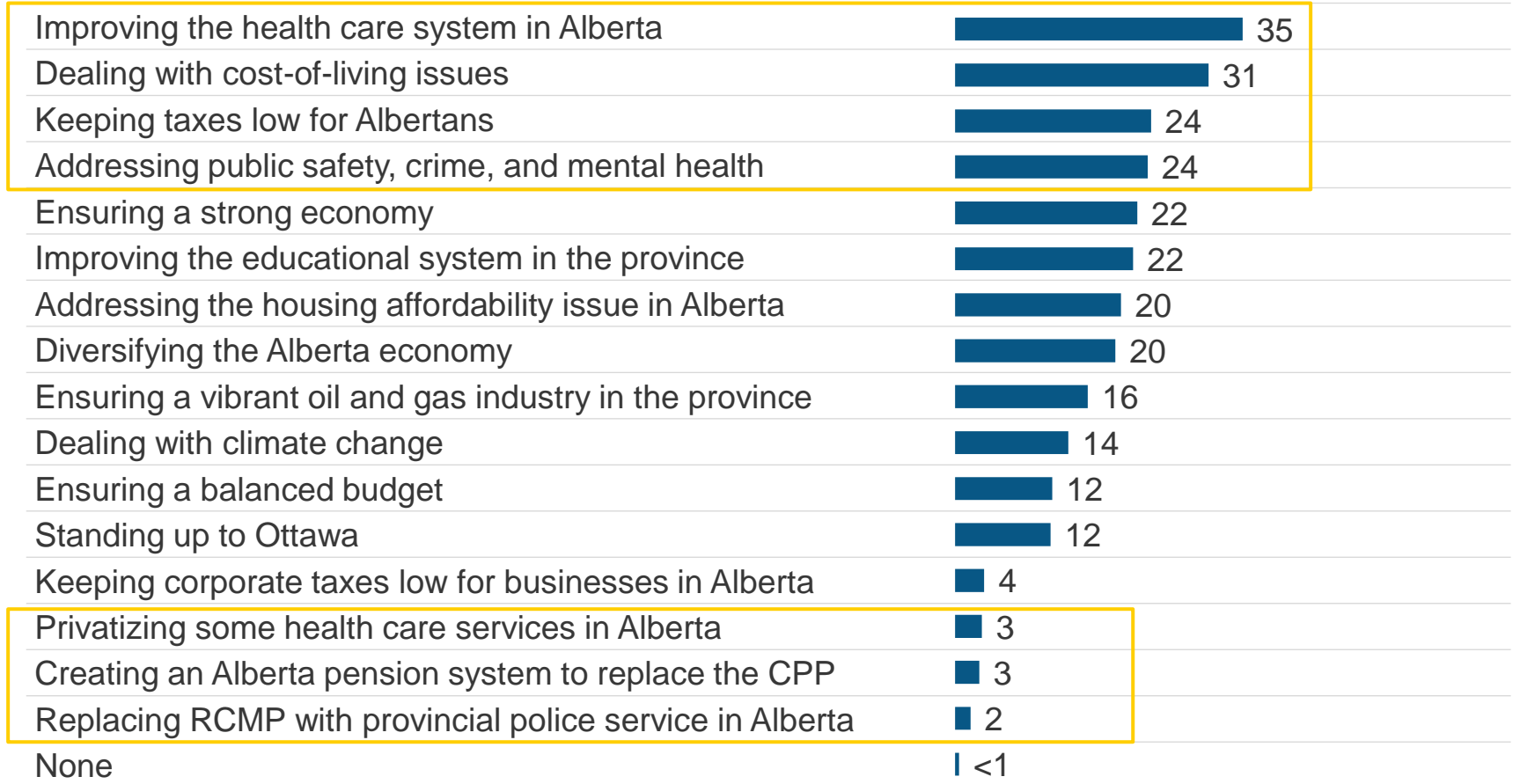
## Top 5 Priorities

- |   |   |     |
|---|---|-----|
| 1 | Standing up to Ottawa                                   | 41% |
| 2 | Privatizing some health care services in Alberta        | 29% |
| 3 | Ensuring a vibrant oil and gas industry in the province | 29% |
| 4 | Improving the health care system in Alberta             | 22% |
| 5 | Keeping corporate taxes low for businesses in Alberta   | 22% |

Q9. And what do you think will be the priorities of the newly elected government?  
Base: Total sample (n=1008)

# Priorities for the Newly Elected Government

## Priorities

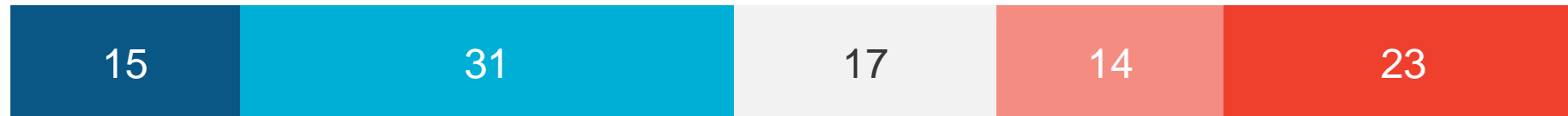


Q7. Which other issues do you think should be priorities for the newly elected government?  
Base: Total sample (n=1008)

# Effectiveness in Dealing with Immediate Priorities

**Effective**  
46%

**Ineffective**  
37%



■ Very effective   ■ Somewhat effective   ■ Neither   ■ Somewhat ineffective   ■ Very ineffective



Regional breakdown:

- **Edmonton residents are less likely to expect the newly elected government to be effective (38%)** than residents of Calgary (51%) or elsewhere in the province (49%).

Q6. How effective do you think the newly elected government will be in dealing with ...?  
Base: Total sample (n=1008)





# Satisfaction with the Newly Elected Government

# Key Findings

**Satisfaction with the election – and confidence in the newly elected government – are fairly low**

- On the whole, Albertans are divided over the outcome of the election, with **44% reporting that they are dissatisfied and 39% indicating that they are satisfied, while 17% indicate they are neutral.**
- Albertans also have **concerns about the future**: 39% of Albertans think the newly elected government will take the province in a good direction over the next four years, and 40% are concerned a divided electorate will create political gridlock.
- **46% of Albertans think the UCP will do what's right for Alberta, while 41% believe that Danielle Smith will do what's right for Alberta.**



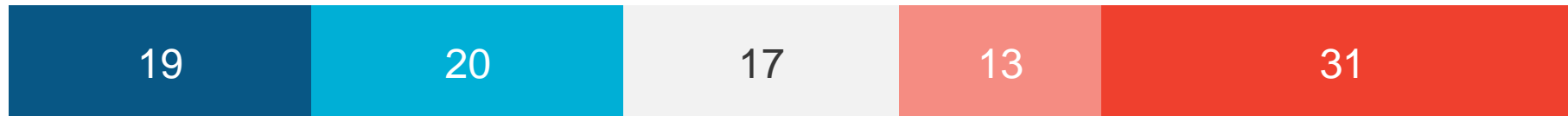
# Satisfaction with Outcome of the Election

**Satisfied**  
**39%**



14-point gap with  
popular vote (53%)

**Dissatisfied**  
**44%**



■ Very satisfied

■ Somewhat satisfied

■ Neutral

■ Dissatisfied

■ Very dissatisfied

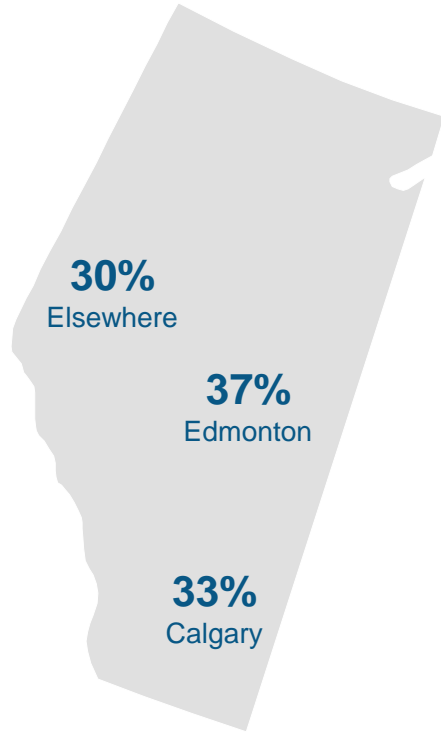


Regional breakdown:

- **Edmonton residents more likely to be dissatisfied (51%)** than residents of Calgary (39%) or elsewhere in the province (40%).

Q10. How satisfied are you with the outcome of the election?  
Base: Total sample (n=1008)

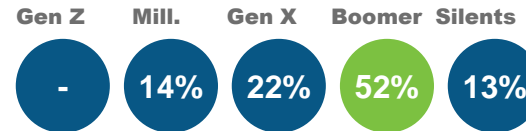
# Profile of UCP Defectors



## GENDER



## AGE



## INCOME

<\$50K \$50-\$99K \$100-\$150K \$150K+



## EDUCATION

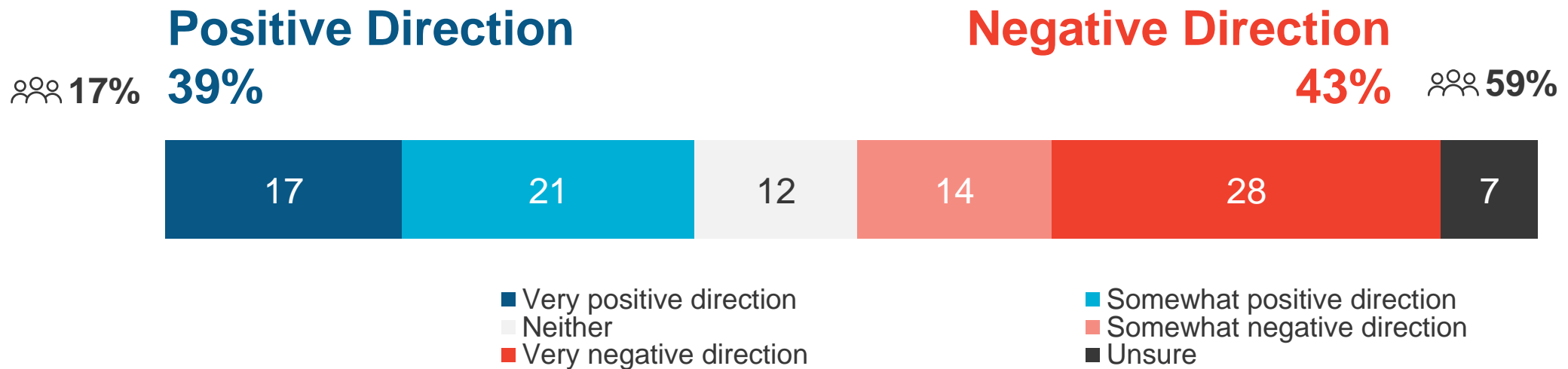
HS or less College/Tech Univ+



**UCP Defectors** are defined as those who voted for the UCP in 2019 but not in 2023.

UCP Defectors made up **9% of the electorate** in the May 29 election.

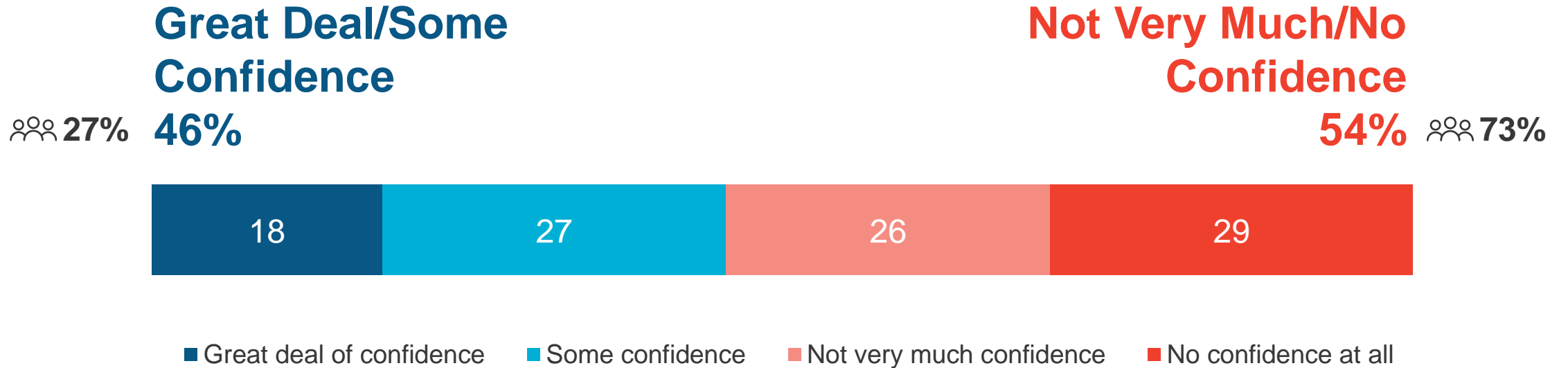
# The New Government: Positive or Negative Direction Over the Next Four Years?




👤👤 = Among UCP Defectors

Q11. Do you think the newly elected government will take Alberta in a positive or negative direction over the next four years?  
Base: Total sample (n=1008)

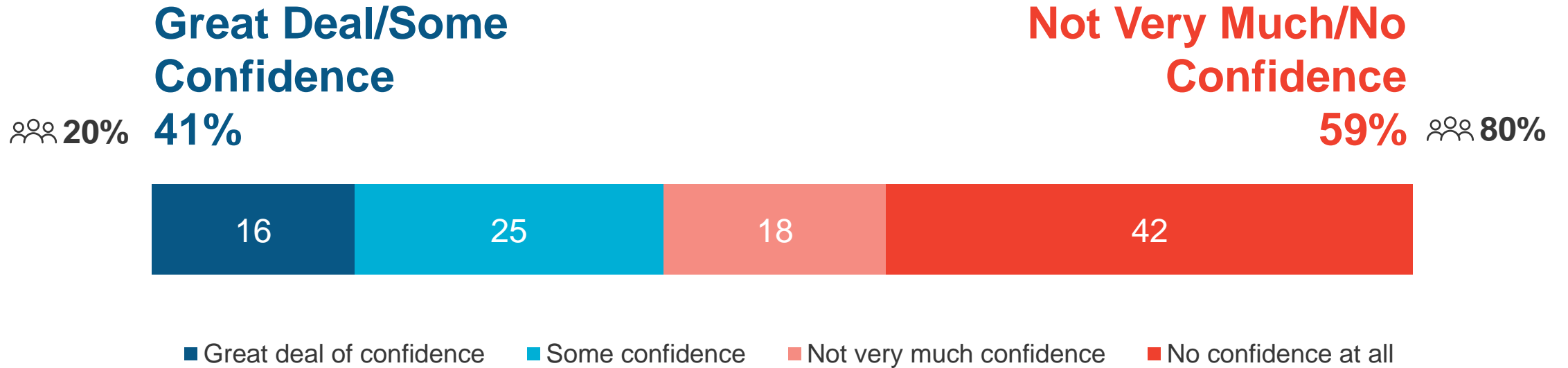
# Confidence That the New Government Will Do What's Right for Alberta



 = Among UCP Defectors

Q12. How much confidence do you have that the newly elected government will do what's right for all Albertans?  
Base: Total sample (n=1008)

# Confidence in Danielle Smith



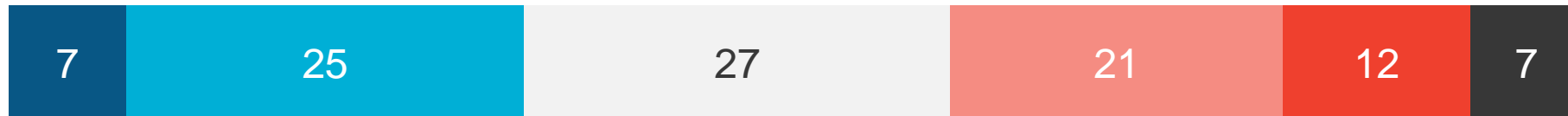
=Among UCP Defectors

Q13. How much confidence do you have in the newly elected Premier Danielle Smith?  
Base: Total sample (n=1008)

# Outlook for the Alberta Economy

Improve  
33%

Deteriorate  
33%



- Improve a lot
- Improve somewhat
- Stay about the same
- Deteriorate somewhat
- Deteriorate a lot
- Don't know



Regional breakdown:

- **Edmonton residents more likely to expect the economy to deteriorate (41%)** than residents of Calgary (30%) or elsewhere in the province (27%).

Q14. In the next year, do you think that the Alberta economy is likely to ...?  
Base: Total sample (n=1008)

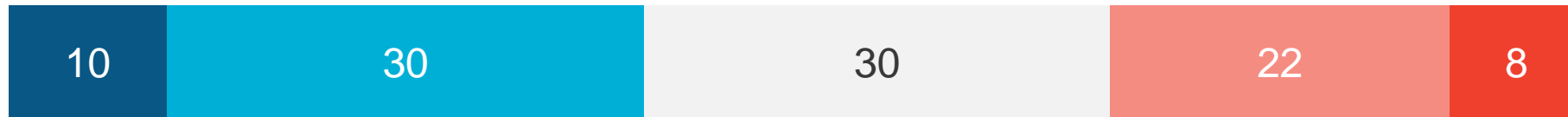


# Concern About Alberta's Political Environment

“I’m worried that with a divided electorate, there will be gridlock in Alberta’s politics for the next four years.”

**Agree**  
40%

**Disagree**  
30%



■ Strongly agree

■ Somewhat agree

■ Neither

■ Somewhat disagree

■ Strongly disagree



Regional breakdown:

- **Concern is higher among Edmonton residents (45%)** than residents of Calgary (39%) or elsewhere in the province (37%).

Q15. To what extent do you agree or disagree with the following statement?  
Base: Total sample (n=1008)

# Impressions of the Leaders



# Key Findings

- Only **31% of Albertans** had a **positive impression** of how Smith ran her campaign, compared to 43% who had a negative impression.
- **Smith has not emerged from the election unscathed**, with a net-negative approval rating (53% negative vs. 31% positive).



# Impression of Danielle Smith's Campaign

**Positive**  
**31%**

**Negative**  
**43%**



■ Very positive impression

■ Somewhat positive

■ Neither

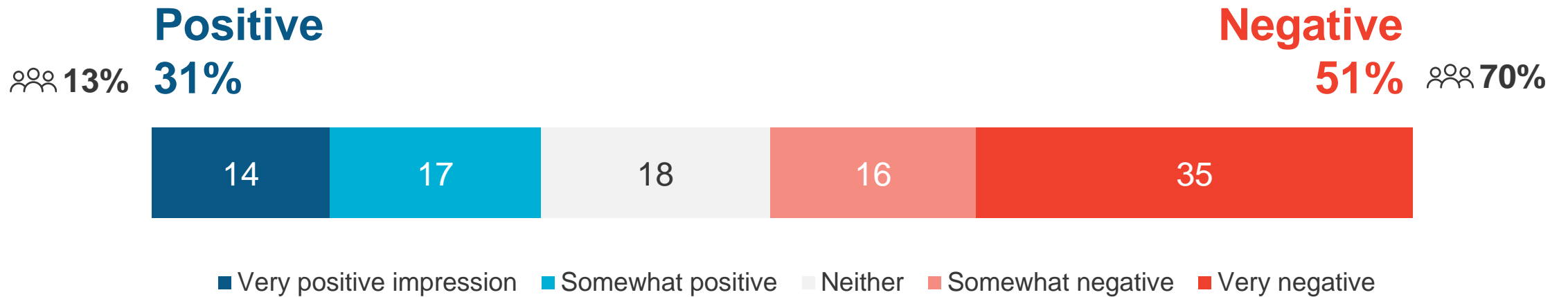
■ Somewhat negative


■ Very negative

■ Don't know enough to say

Q16. What is your overall impression of how Danielle Smith ran her campaign for the election?  
Base: Total sample (n=1008)

# Impression of Danielle Smith Now That She Has Been Elected Premier of Alberta



 = Among UCP Defectors

Q17. What is your overall impression of Danielle Smith now that she has been elected Premier of Alberta?  
Base: Total sample (n=1008)

A blue-tinted photograph of a group of people in a meeting. Several individuals have their hands raised, suggesting a vote or a discussion. The image is overlaid with a semi-transparent blue grid pattern. The text "Vote Decision" is centered on the left side of the image.

# Vote Decision

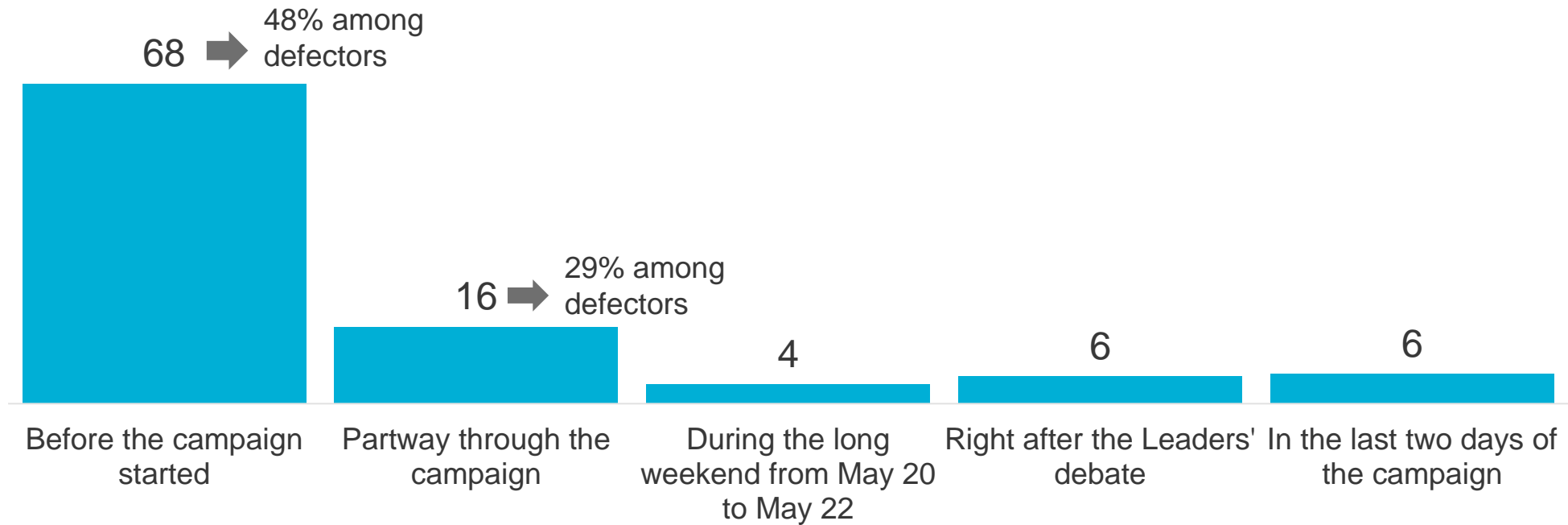
# Key Findings

## Vote intention remained static

- The election campaign doesn't appear to have had a significant impact on the vote, as **68% of Albertans say they had already made up their minds before the campaign began.**
- **The majority of UCP voters (72%) voted for the party,** while just 22% voted for the leader.
- This gap is much narrower among NDP voters: 49% voted for the party while 44% voted for Notley.



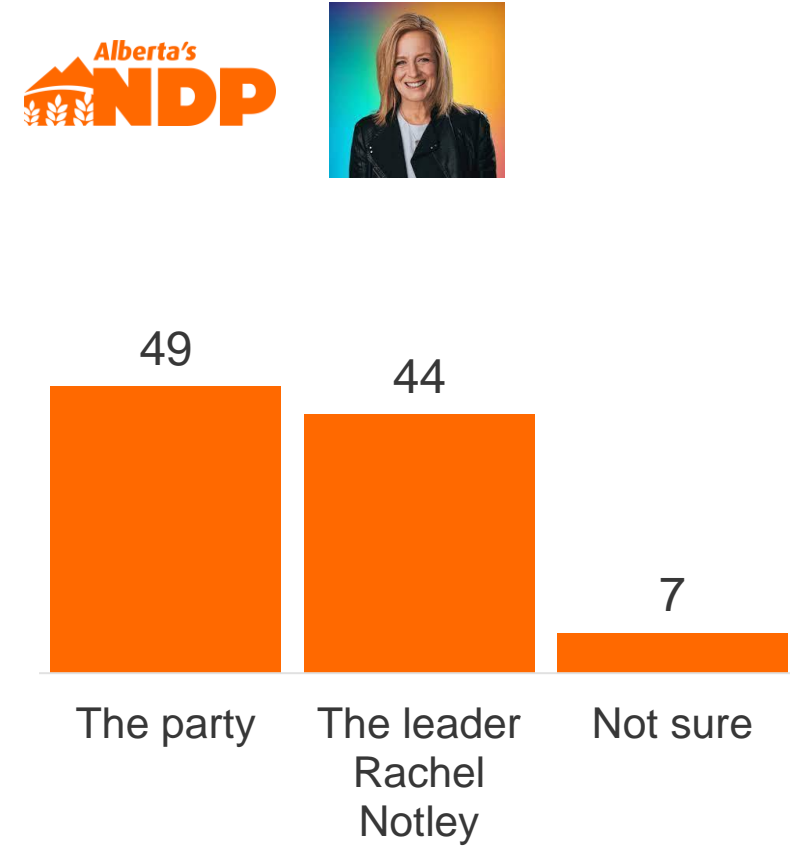
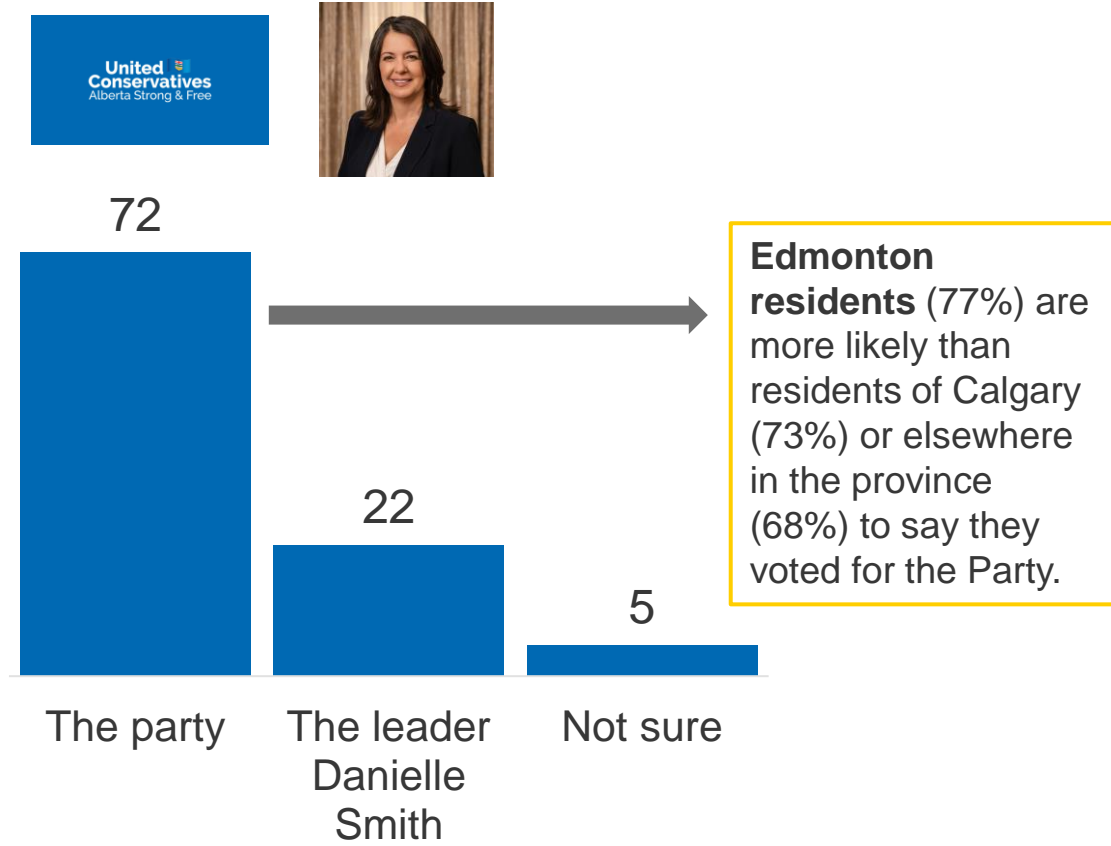
# Mind Made Up



Q22. Thinking about who you voted in this provincial election on May 29, at what point did you make up your mind?  
Base: Total sample (n=815)



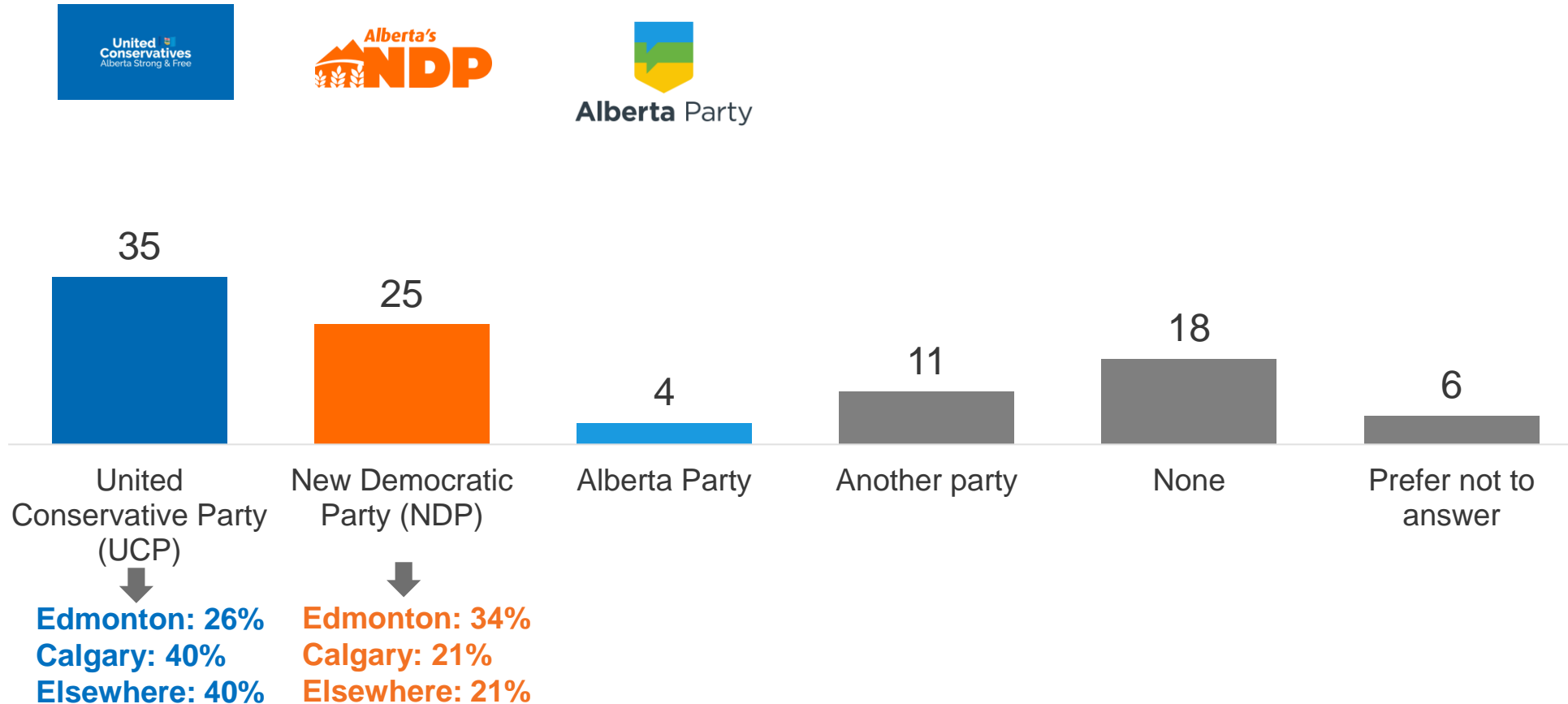
# Voted For the Party or the Leader?



Q24. Thinking of your vote for the UCP, did you vote primarily for the party OR for the leader Danielle Smith?  
 Base: Those who voted UCP (n=357)

Q25. Thinking of your vote for the NDP, did you vote primarily for the party OR for the leader Rachel Notley?  
 Base: Those who voted NDP (n=419)

# Party Most Identify With



Q26. Regardless of which party you may vote for from one election to the next, is there a provincial party that you generally identify most with?  
 Base: Total sample (n=1008). "Another party" includes Liberal and Wildrose.

The background is a dark blue color with a fine, repeating grid of small dots. A large, semi-transparent arrow points from the left side towards the right, passing behind the text.

# How We Got Here

# Survey Methodology



**Discover by Navigator undertook an online survey with 1008 adult residents of Alberta, age 18 years and older.**

## **Survey Timing:**

The study was in field on May 30, 2023.

## **Technical Details:**

Quotas and weighting were applied to ensure proportionate representation of the adult population of Alberta according to Statistics Canada census data.

The margin of error for a strict probability sample for a sample of this size in Alberta would be  $\pm 3.09$  percent, 19 times out of 20.

Throughout this report, percentages have been rounded to the nearest whole number. As such, there may be instances where results do not add to 100 percent.

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