



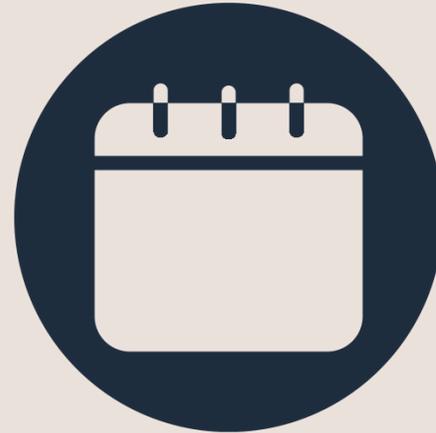
Alberta Provincial Polling
September 17-28, 2024

Methodology



Contact

Telephone survey of Alberta residents 18 years of age and older with a total of 1553 respondents



Field Dates

This survey was carried out between September 17-28, 2024



Weights / Error

Survey results are weighted to age, gender, and region to be reflective of the province of Alberta

Margin of error is +/- 2.5%, 19 times out of 20

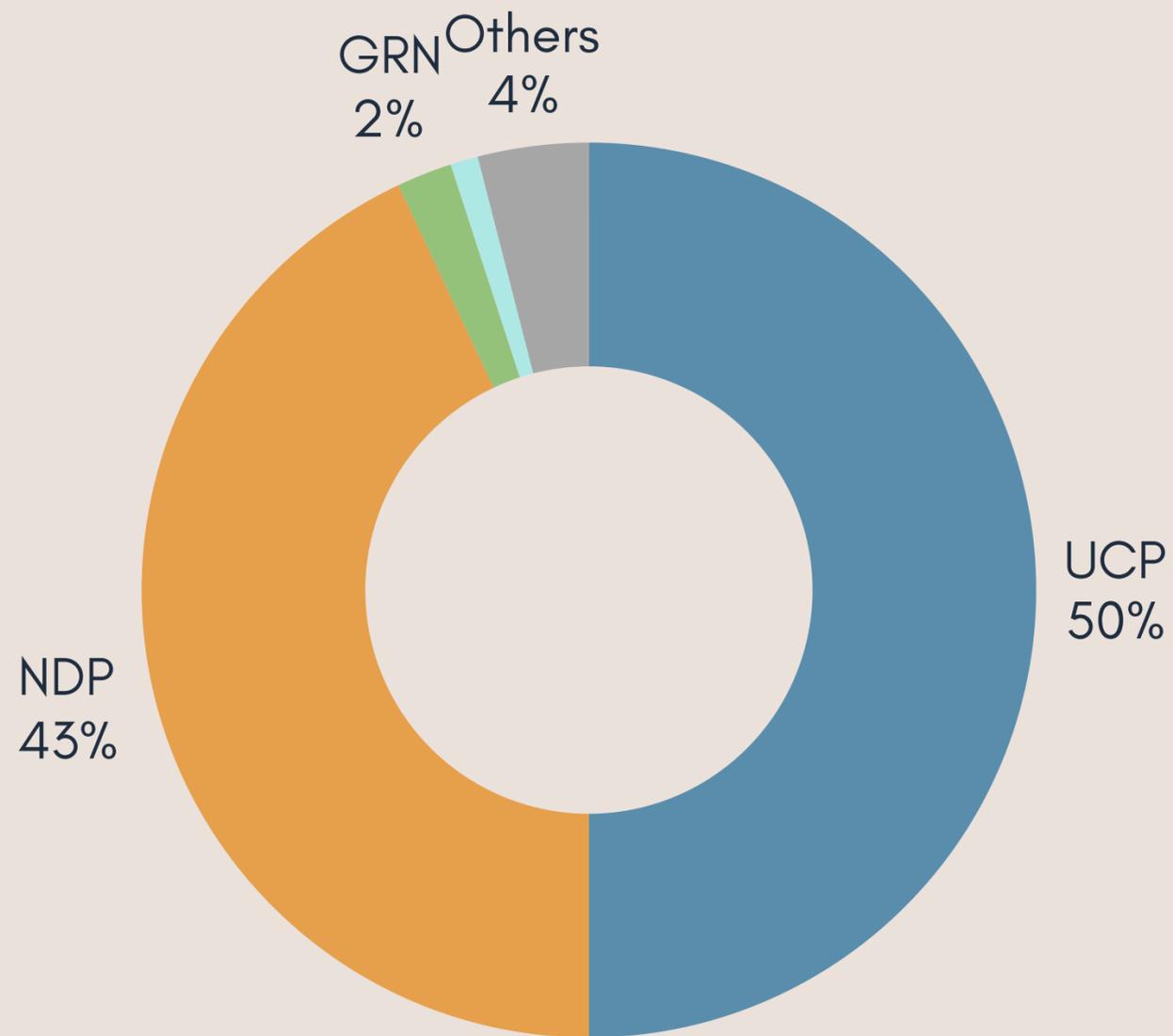
Key Takeaways

Here are the key takeaways from our Alberta survey

- If an election were held today, 50% of Albertans would support Danielle Smith's UCP, while 43% would support Naheed Nenshi's NDP.
- The NDP maintains a 6-point lead in Calgary and a 14-point lead in Edmonton, while the UCP retain a lead of 36-points in the rest of the province.
- 36% of Albertans have a positive opinion of Nenshi, with his positive rating in Calgary sitting at 53%.
- 44% of Albertans have a negative opinion of Smith, with her negative rating in Calgary and Edmonton at 52% and 51%, respectively.
- 35% of Albertans say they would be more likely to vote for the NDP with Nenshi in charge, with 45% of Calgarians sharing this view.

Results

Question 1: If a provincial election were held tomorrow, which party would you vote for?

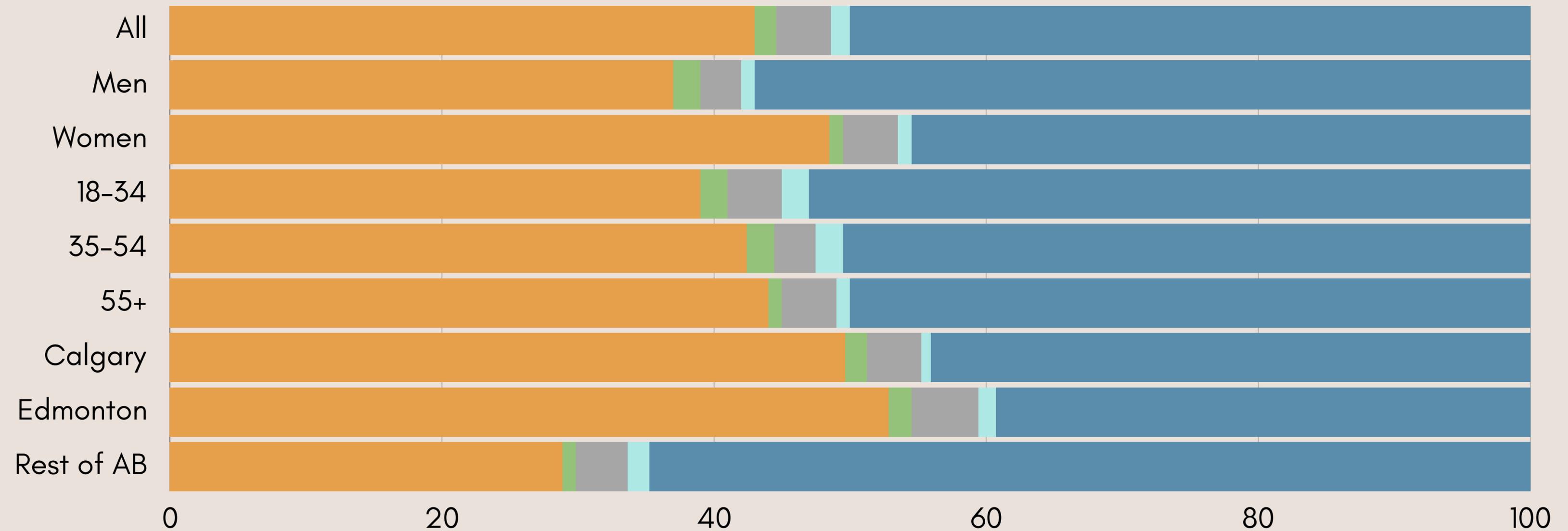


Decided Voters

Results

Question 1: If a provincial election were held tomorrow, who would you vote for? (Decided)

NDP GRN Other ABP UCP



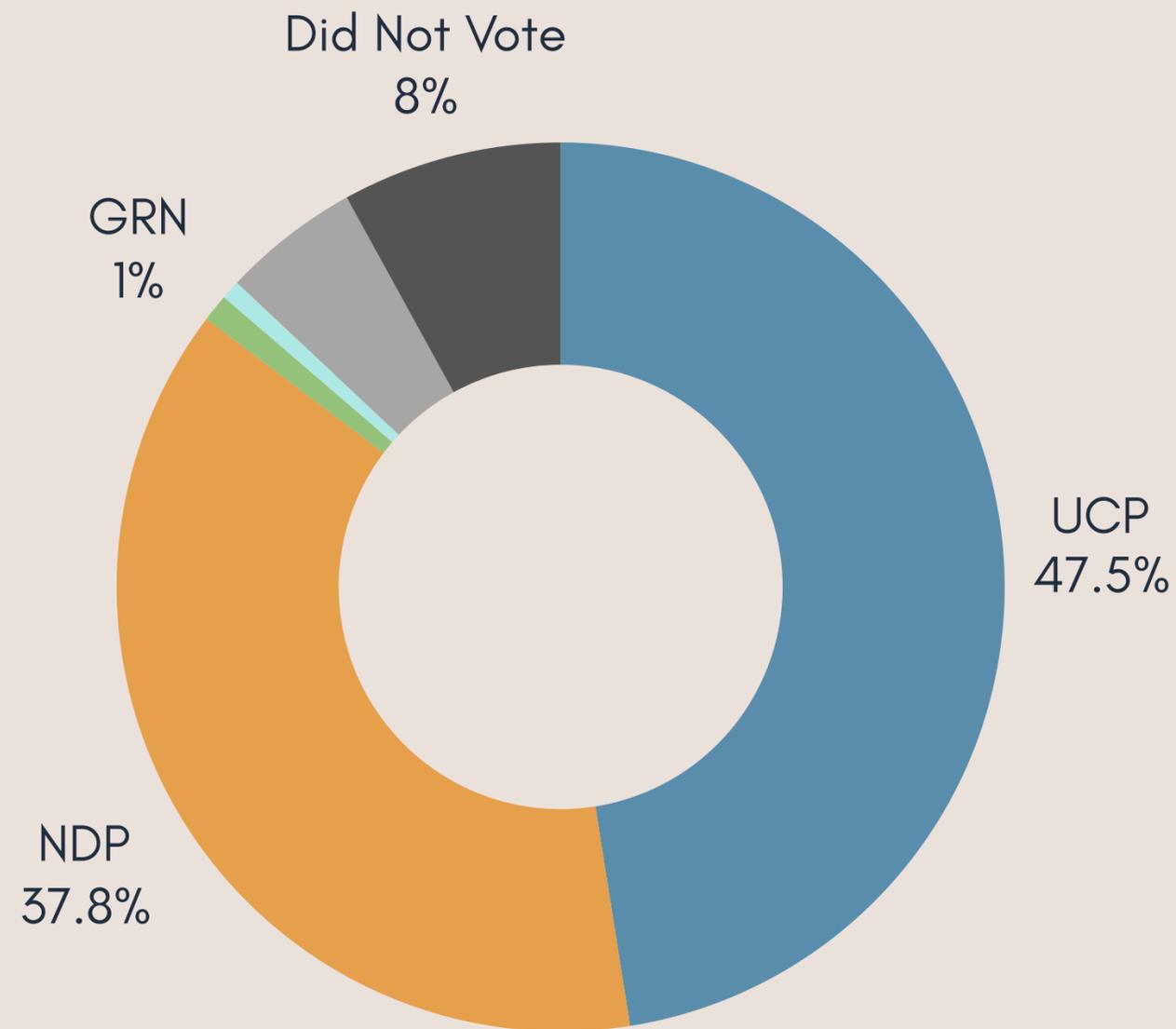
Results

Question 1: If a provincial election were held tomorrow, who would you vote for? (Decided)

	All	Men	Women	18-34	35-54	55+	CAL	EDM	REST
Sample	1553	761	792	493	533	527	551	502	500
UCP	50%	57%	45%	53%	50%	50%	44%	39%	65%
NDP	43%	37%	48%	39%	42%	44%	50%	53%	29%
GRN	2%	2%	1%	2%	2%	1%	2%	2%	1%
ABP	1%	1%	1%	2%	2%	1%	1%	1%	2%
Others	4%	3%	4%	4%	3%	4%	3%	5%	3%

Results

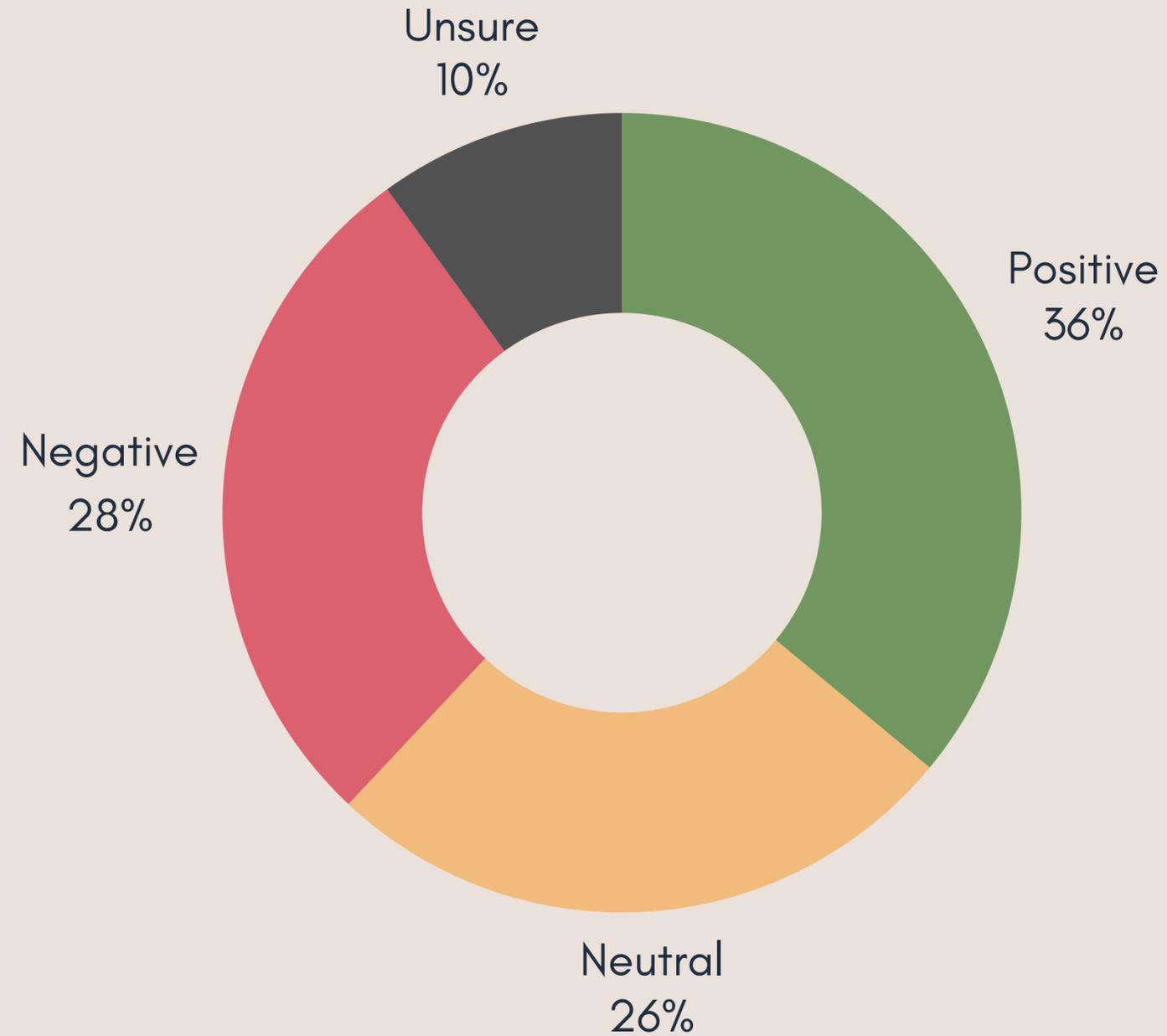
Question 2: Who did you vote for in the previous provincial election in May 2023?



All Respondents

Results

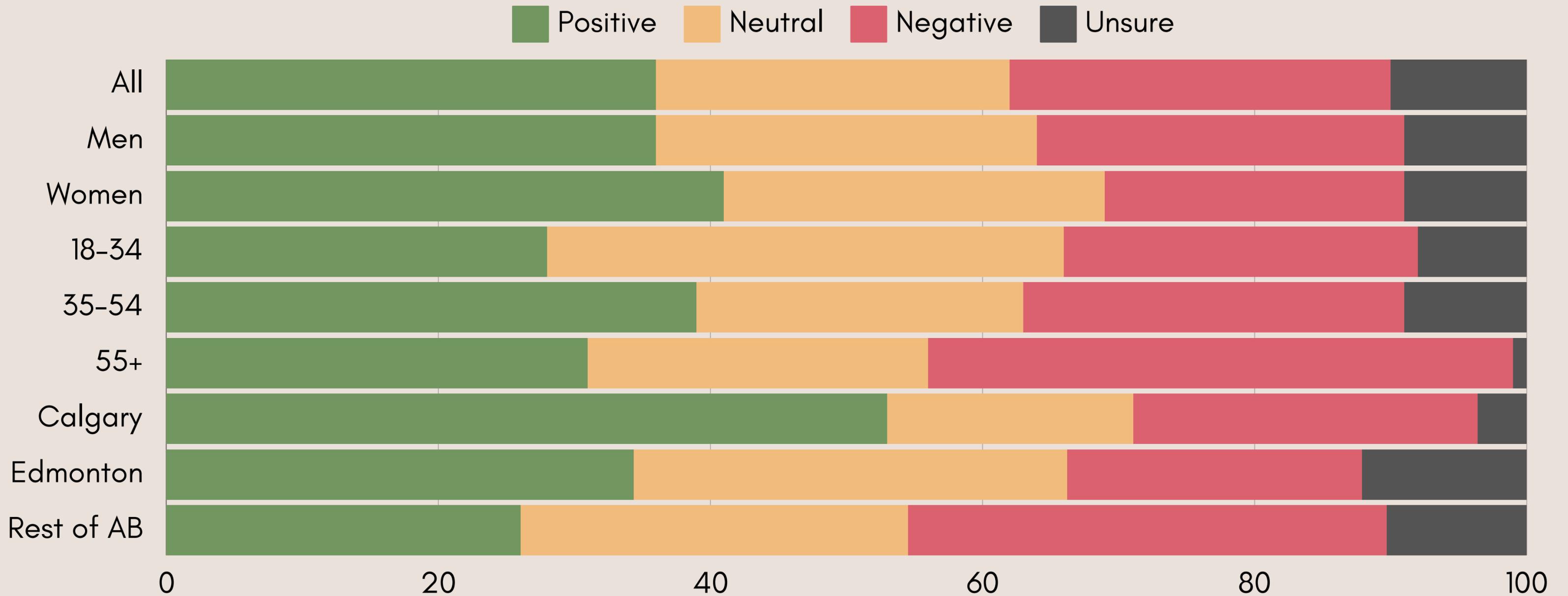
Question 3: Do you have a positive, negative, or neutral opinion about Naheed Nenshi?



All Respondents

Results

Question 3: Do you have a positive, negative, or neutral opinion about Naheed Nenshi?



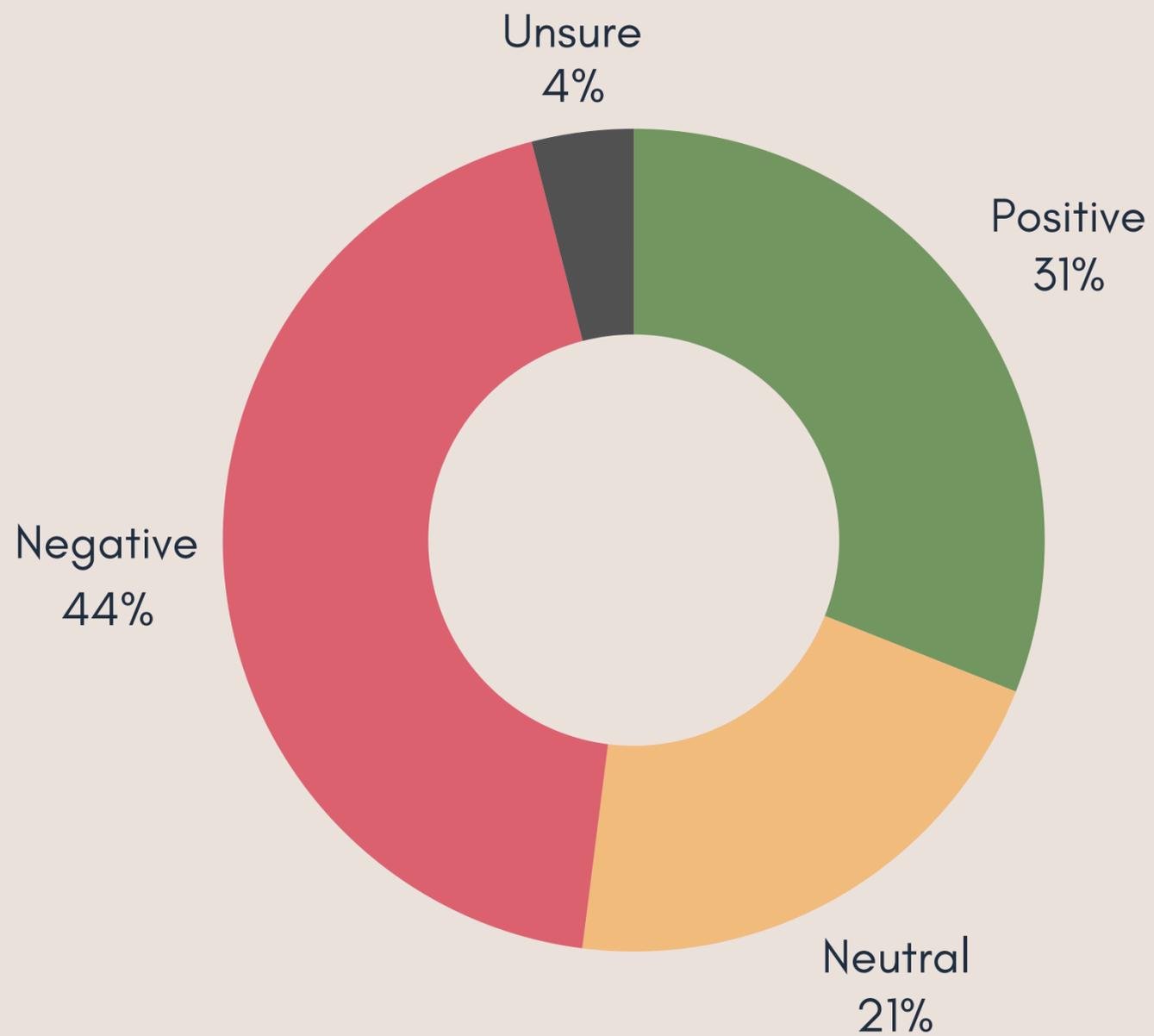
Results

Question 3: Do you have a positive, negative, or neutral opinion about Naheed Nenshi?

	All	Men	Women	18-34	35-54	55+	CAL	EDM	REST
Sample	1553	761	792	493	533	527	551	502	500
Positive	36%	36%	41%	28%	39%	42%	53%	34%	26%
Neutral	26%	28%	28%	38%	24%	20%	18%	32%	29%
Negative	28%	27%	22%	26%	28%	29%	25%	22%	35%
Unsure	10%	9%	9%	8%	9%	8%	4%	12%	10%

Results

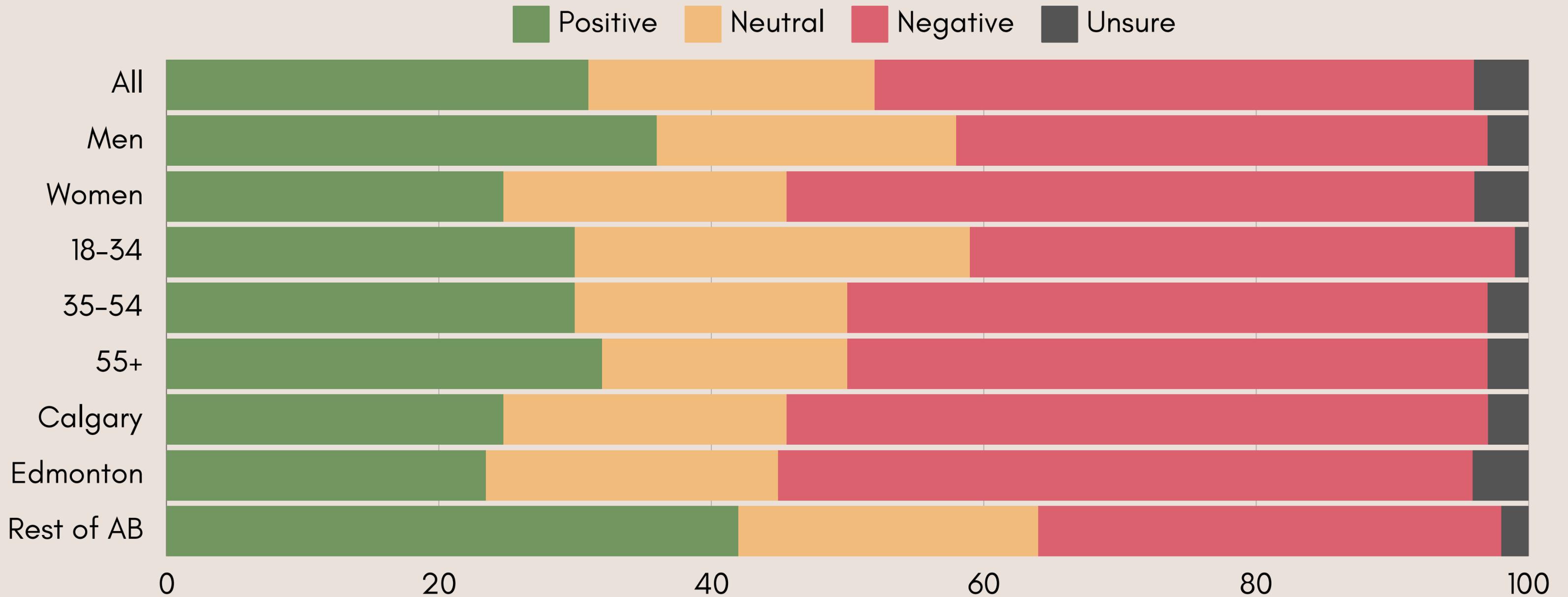
Question 4: Do you have a positive, negative, or neutral opinion about Danielle Smith?



All Respondents

Results

Question 4: Do you have a positive, negative, or neutral opinion about Danielle Smith?



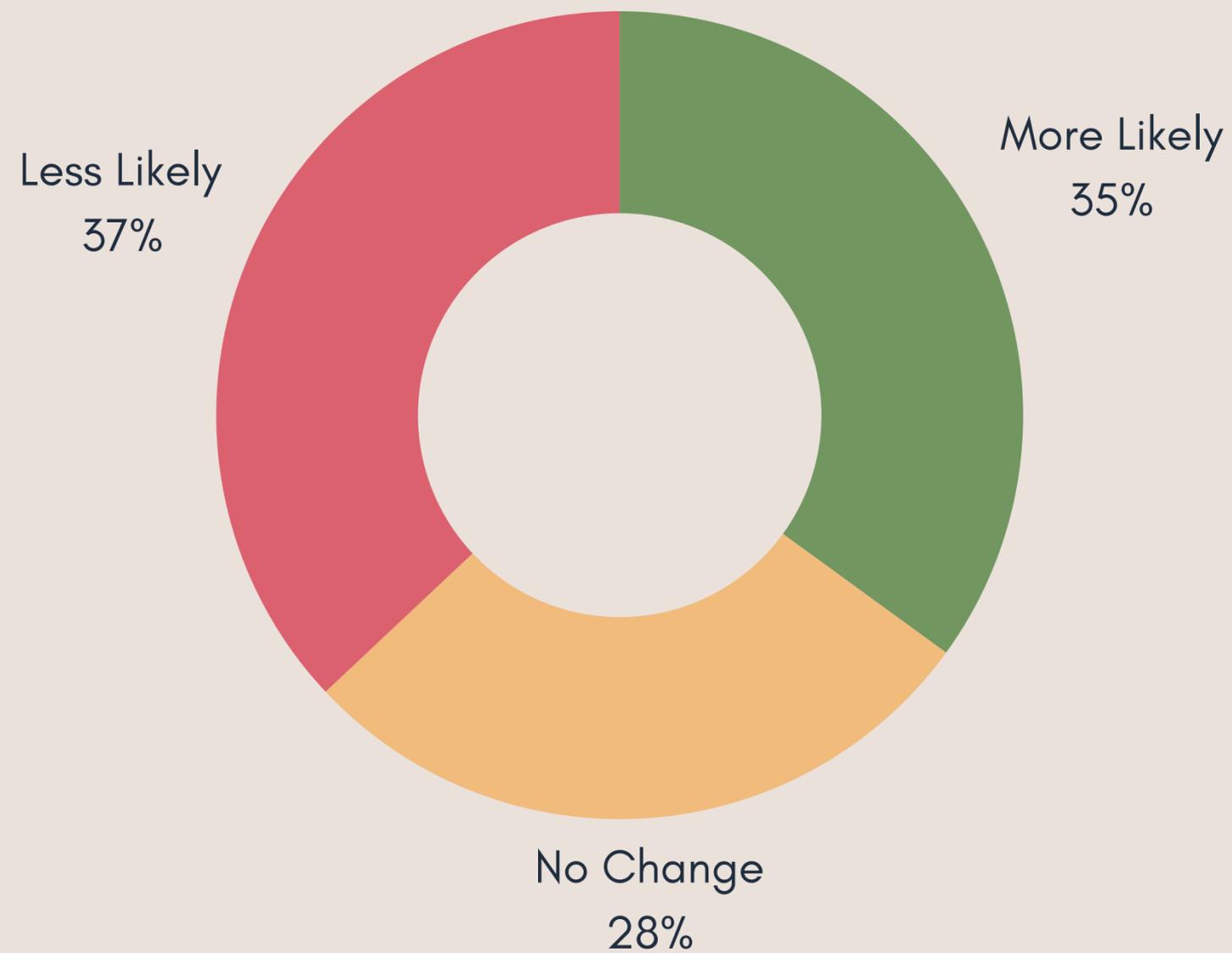
Results

Question 4: Do you have a positive, negative, or neutral opinion about Danielle Smith?

	All	Men	Women	18-34	35-54	55+	CAL	EDM	REST
Sample	1553	761	792	493	533	527	551	502	500
Positive	31%	36%	25%	30%	30%	32%	25%	24%	42%
Neutral	21%	22%	21%	29%	20%	18%	21%	21%	22%
Negative	44%	39%	51%	40%	47%	47%	52%	51%	34%
Unsure	4%	3%	3%	1%	3%	3%	2%	4%	2%

Results

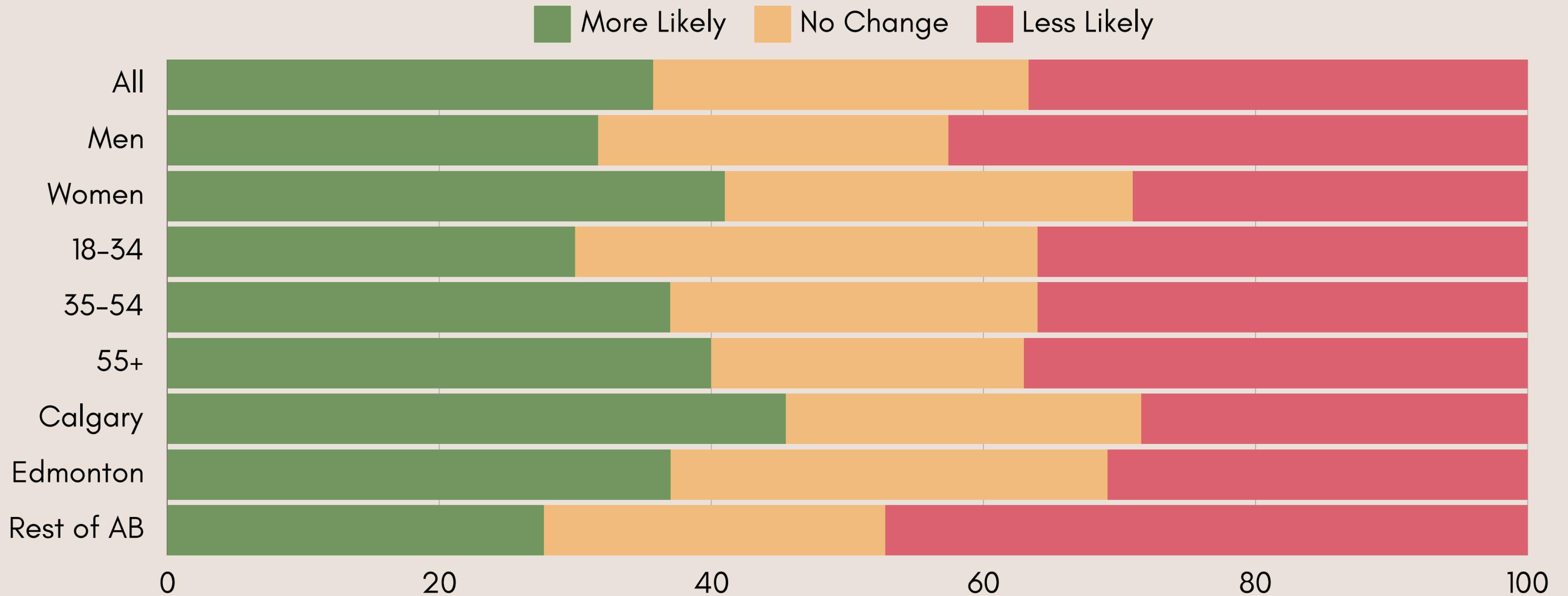
Question 5: Are you more likely or less likely to vote NDP with Naheed Nenshi as leader?



All Respondents

Results

Question 5: Are you more likely or less likely to vote NDP with Naheed Nenshi as leader?



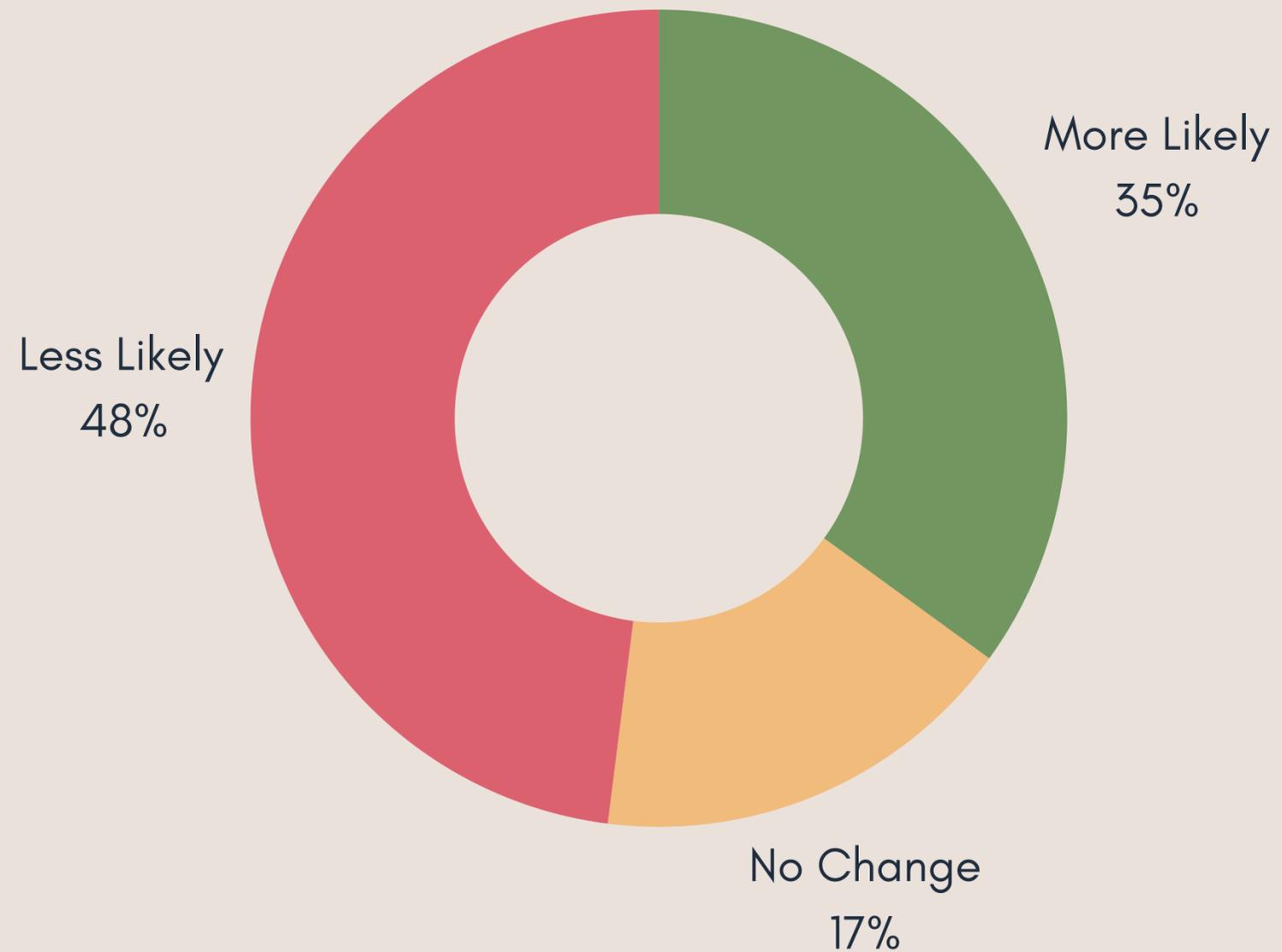
Results

Question 5: Are you more likely or less likely to vote NDP with Naheed Nenshi as leader?

	All	Men	Women	18-34	35-54	55+	CAL	EDM	REST
Sample	1553	761	792	493	533	527	551	502	500
More Likely	35%	32%	41%	30%	37%	40%	46%	37%	28%
No Change	28%	25%	30%	34%	27%	23%	26%	32%	25%
Less Likely	37%	43%	29%	36%	36%	37%	28%	31%	47%

Results

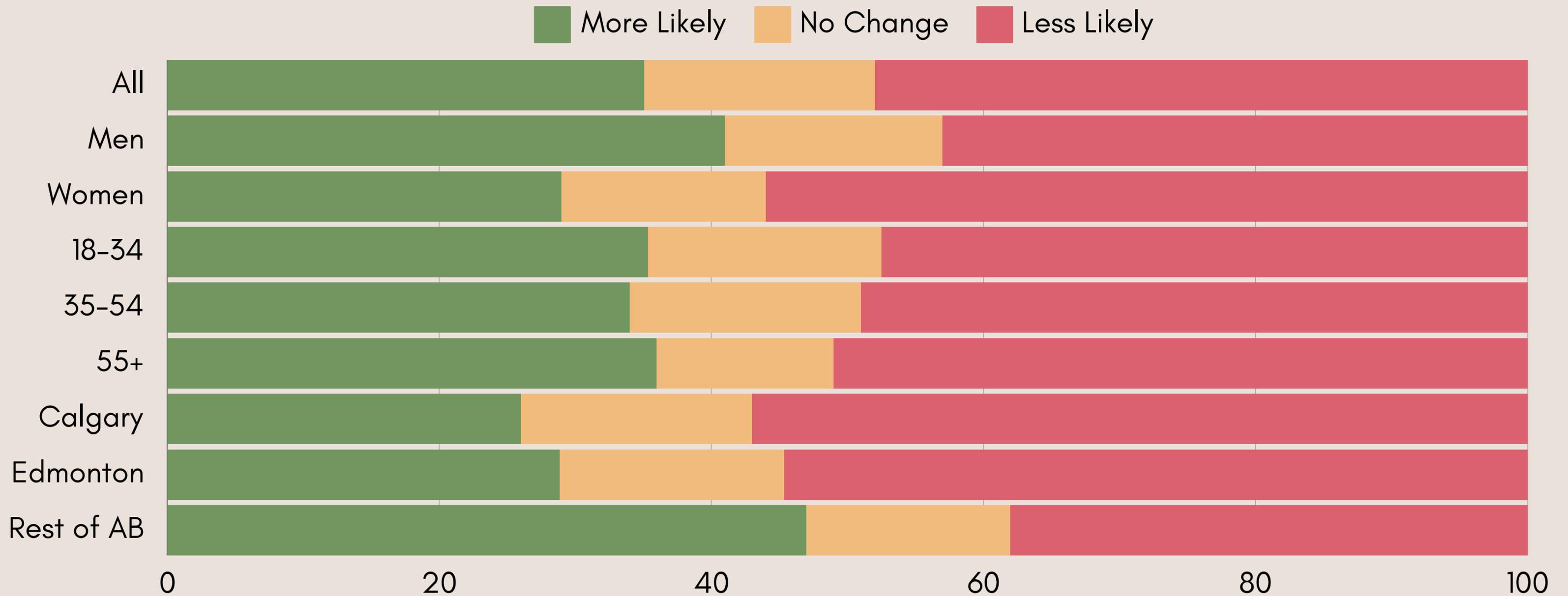
Question 6: Are you more likely or less likely to vote UCP with Danielle Smith as leader?



All Respondents

Results

Question 6: Are you more likely or less likely to vote UCP with Danielle Smith as leader?



Results

Question 6: Are you more likely or less likely to vote UCP with Danielle Smith as leader?

	All	Men	Women	18-34	35-54	55+	CAL	EDM	REST
Sample	1553	761	792	493	533	527	551	502	500
More Likely	35%	41%	29%	35%	34%	36%	26%	29%	47%
No Change	17%	16%	15%	17%	17%	13%	17%	17%	15%
Less Likely	48%	43%	56%	47%	49%	51%	57%	54%	38%

About



Cardinal Research is a Canadian polling company deeply committed to understanding and analyzing the perspectives of Canadians across the nation. Our work, which values and amplifies the voices of Canadians, identifies the key issues influencing voter behaviour, providing valuable insights that contribute to a more informed and engaged electorate.



Leading our team is Curtis Fric, the founder and managing director of Polling Canada, the largest online public data aggregation organization in the country. With over six years of experience in political data, Curtis has built a reputation for delivering insightful and engaging content that resonates with diverse audiences.

His collaborations with non-partisan organizations, market research firms, and political figures have positioned him as an influencer in the Canadian political scene.



Contact Us

Email: info@cardinalresearch.ca

Website: www.cardinalresearch.ca