



PRESS RELEASE | Alberta

### **Methodology:**

Results are based on an online study conducted from December 2 to December 4, 2020, among 600 adults in Alberta. The data has been statistically weighted according to Canadian census figures for age, gender and region in Alberta. The margin of error—which measures sample variability—is +/- 4.0 percentage points, nineteen times out of twenty.

### **Voting Intention (Decided Voters)**

New Democratic Party (NDP) – 43%  
United Conservative Party (UCP) – 40%  
Alberta Party – 9%  
Green Party – 2%  
Liberal Party – 2%  
Wildrose Independence Party – 2%  
Another party – 1%

### **Approval Ratings**

Jason Kenney – 42%  
Rachel Notley – 45%  
Jacquie Fenske – 15%  
Jordan Wilkie – 16%  
Paul Hinman – 16%

### **Given Alberta's fiscal challenges, would you support or oppose the introduction of a provincial sales tax (PST)?**

Support – 28%  
Oppose – 65%  
Not sure – 7%

### **Opposition NDP Edges Ahead of Governing UCP in Alberta**

*Almost two thirds of the province's residents (65%) oppose the introduction of a provincial sales tax (PST).*

Vancouver, BC [December 7, 2020] – The New Democratic party (NDP) holds the upper hand in Alberta's political scene, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 43% of decided voters would cast a ballot for the opposition NDP if a provincial election were held today, while 40% would support the governing United Conservative Party (UCP).

The Alberta Party is third with 9%, followed by the Green Party (2%), the Liberal party (also 2%) and the Wildrose Independence Party (also 2%).

The NDP holds a 10-point lead over the UCP among female decided voters (46% to 36%), while the governing party is ahead among male voters (43% to 41%).

The UCP is the top choice for decided voters aged 55 and over (48% to 38%) while the NDP leads among those aged 18-to-34 (45% to 36%) and those aged 35-to-54 (42% to 39%).

The NDP has a sizeable lead in Edmonton (55% to 30%), while the UCP is slightly ahead in Calgary (44% to 42%) and holds a substantial advantage in the rest of the province (49% to 32%).

"The United Conservative Party is holding on to 74% of its voters from the 2019 election," says Mario Canseco, President of Research Co. "Some former UCP voters are currently looking at supporting the New Democrats (11%), the Alberta Party (7%) and the Wildrose Independence Party (5%)."

Across the province, just over two-in-five Albertans (42%) approve of the way Premier and UCP leader Jason Kenney is handling his duties while half (50%) disapprove. Residents are split when assessing the performance of official opposition and NDP leader Rachel Notley (Approve 45%, Disapprove 46%).

The approval ratings are significantly lower for Green Party leader Jordan Wilkie (16%), interim Wildrose Independence Party leader Paul Hinman (also 16%) and Alberta Party interim leader Jacquie Fenske (15%).

The economy and jobs is identified as the most important issue facing the province by 43% of Albertans, followed by health care



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(27%), government accountability (7%), COVID-19 (6%) and energy and pipelines (4%).

When asked about the possible introduction of a provincial sales tax (PST) given Alberta's fiscal challenges, almost two thirds of residents (65%) voiced opposition to the idea, while 28% supported it.

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**About Research Co.**

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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**Media contact:**

Mario Canseco, President, Research Co.

[c] 778.929.0490

[e] [mario.canseco@researchco.ca](mailto:mario.canseco@researchco.ca)

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[mario.canseco@researchco.ca](mailto:mario.canseco@researchco.ca)



[mario\\_canseco](https://twitter.com/mario_canseco)



778.929.0490



Mario Canseco