

# Alberta's 2023 Election: The Path to 44 Seats

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# Unique Features

- Anticipated to be closest election in Alberta's history
  - Battleground Calgary
- UCP seeking re-election for the first time
- Newish Premier
- NDP has a former Premier
- Two party system
- Two women leaders
- Post-election

# **BLUE STORM**

The Rise and Fall  
of Jason Kenney

Edited by

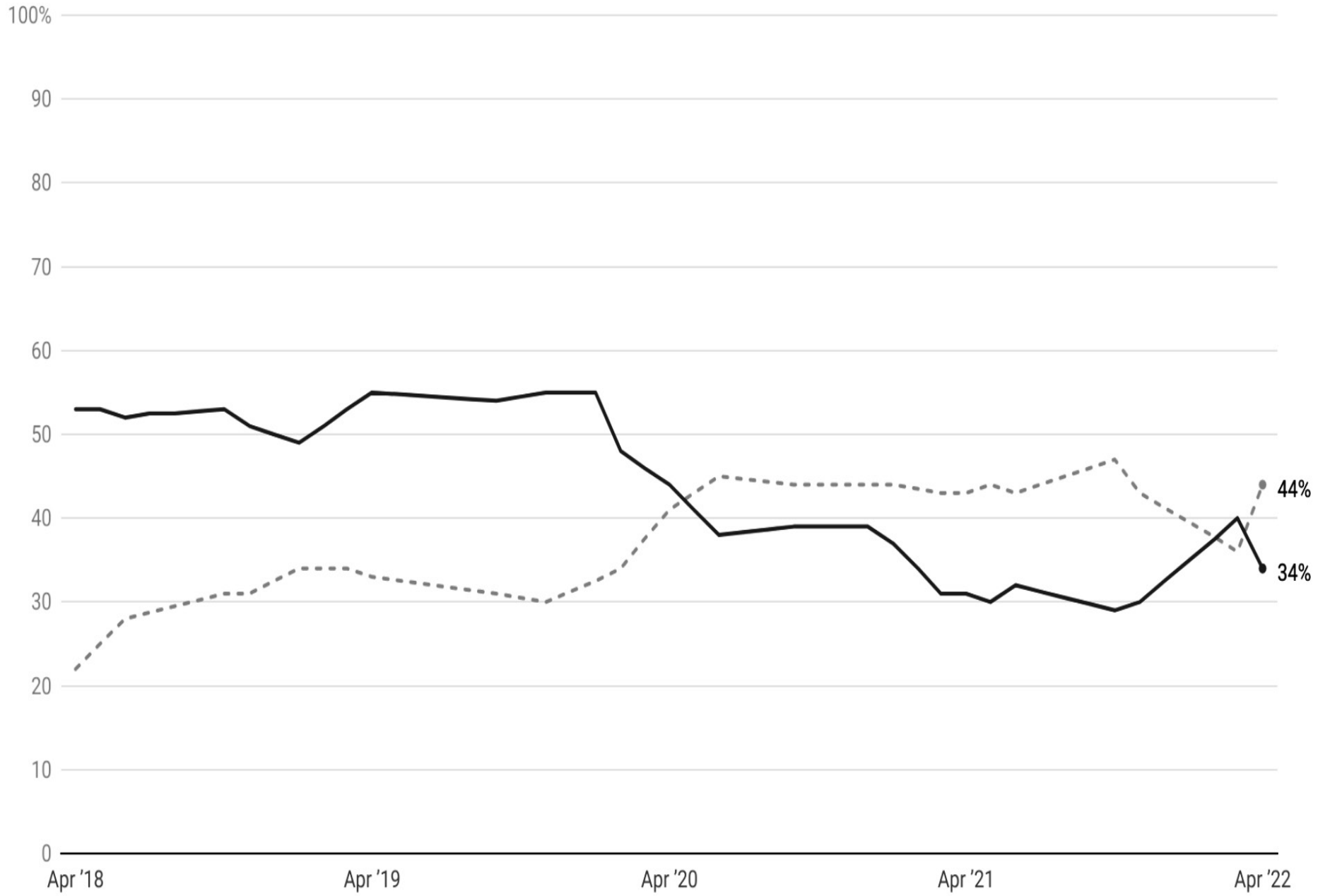
**DUANE BRATT,  
RICHARD SUTHERLAND  
AND DAVID TARAS**



# 2019 Election Results

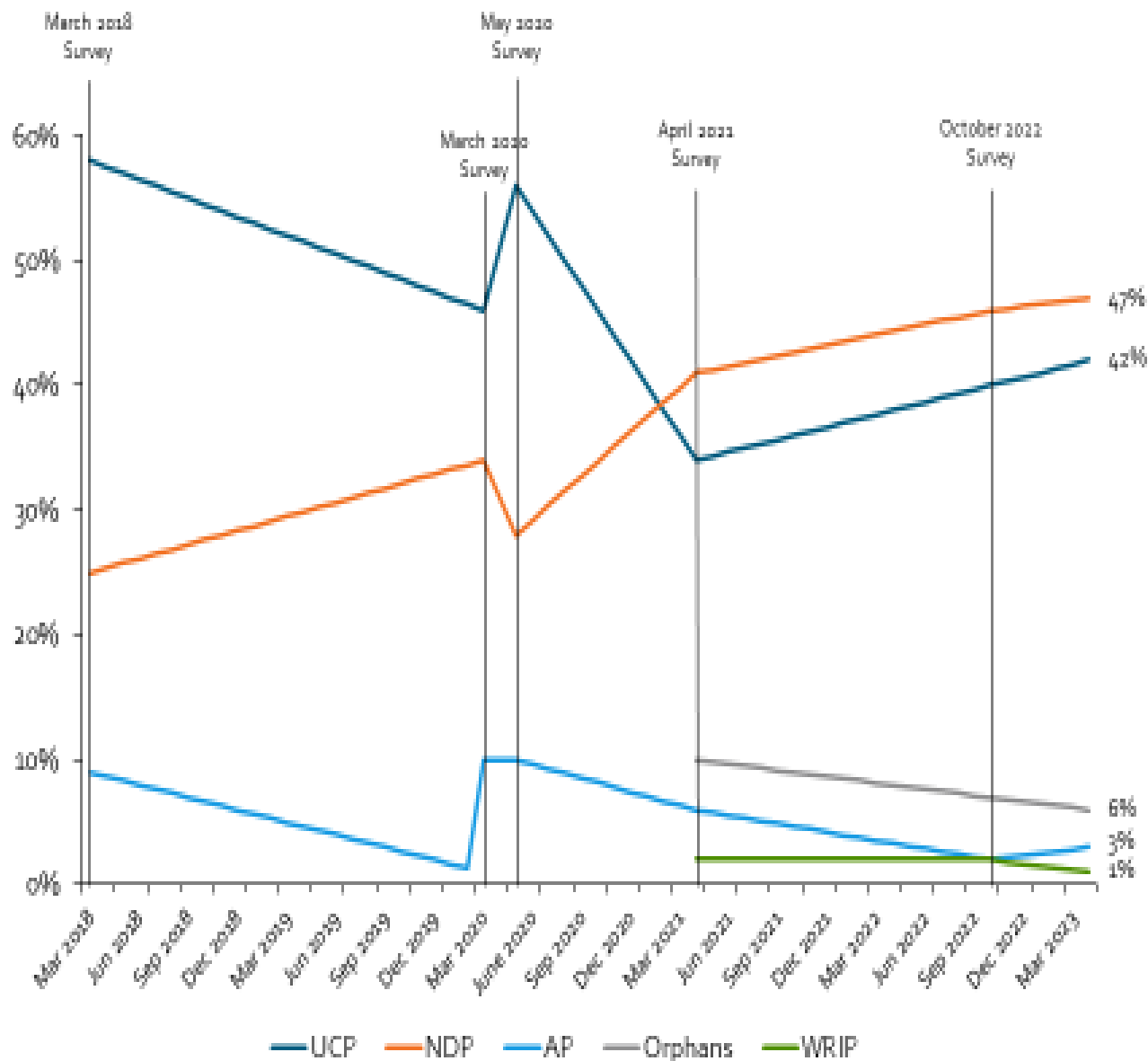
	Seats	Seat Percentage	Vote Share
<b>UCP</b>	63	72.41%	54.88%
<b>NDP</b>	24	27.59%	32.67%
<b>Alberta Party</b>	0	0	9.08%
<b>Liberal</b>	0	0	0.98%
<b>Others</b>	0	0	2.39%

— UCP - - NDP



# Voting Intention

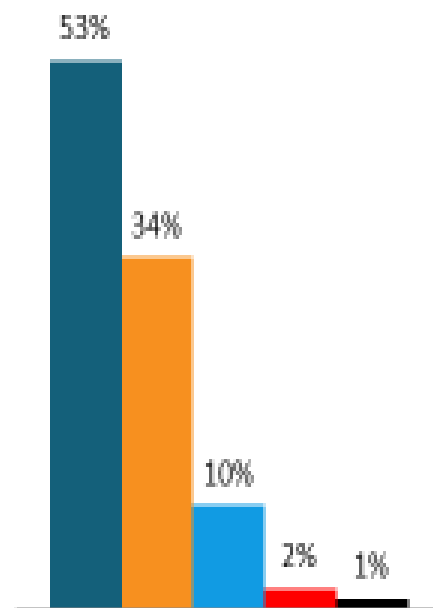
April 2019 to April 2023



If a provincial election were held in Alberta today, which one of the following parties would you vote for?  
 IF "ANOTHER PARTY, ASK ... Which other party would you vote for?  
 IF "NO PREFERENCE" OR "DON'T KNOW"... Perhaps you have not yet made up your mind. Is there nevertheless a party you might be inclined to support?

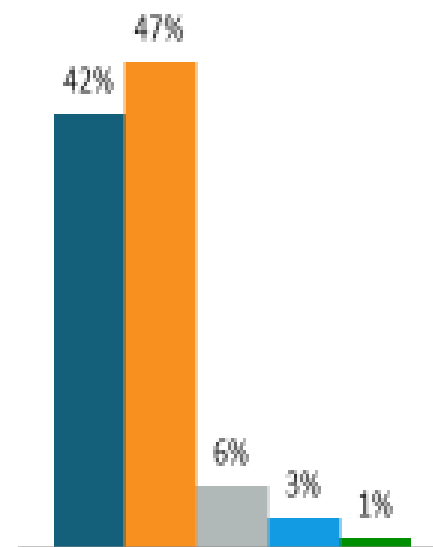
# Voting Intention

April 2023



2019 Election Calgary

■ UCP ■ NDP ■ AP ■ Lib ■ Other



April 2023 Calgary

■ UCP ■ NDP ■ Orphans ■ AP ■ WRIP

# Calgary

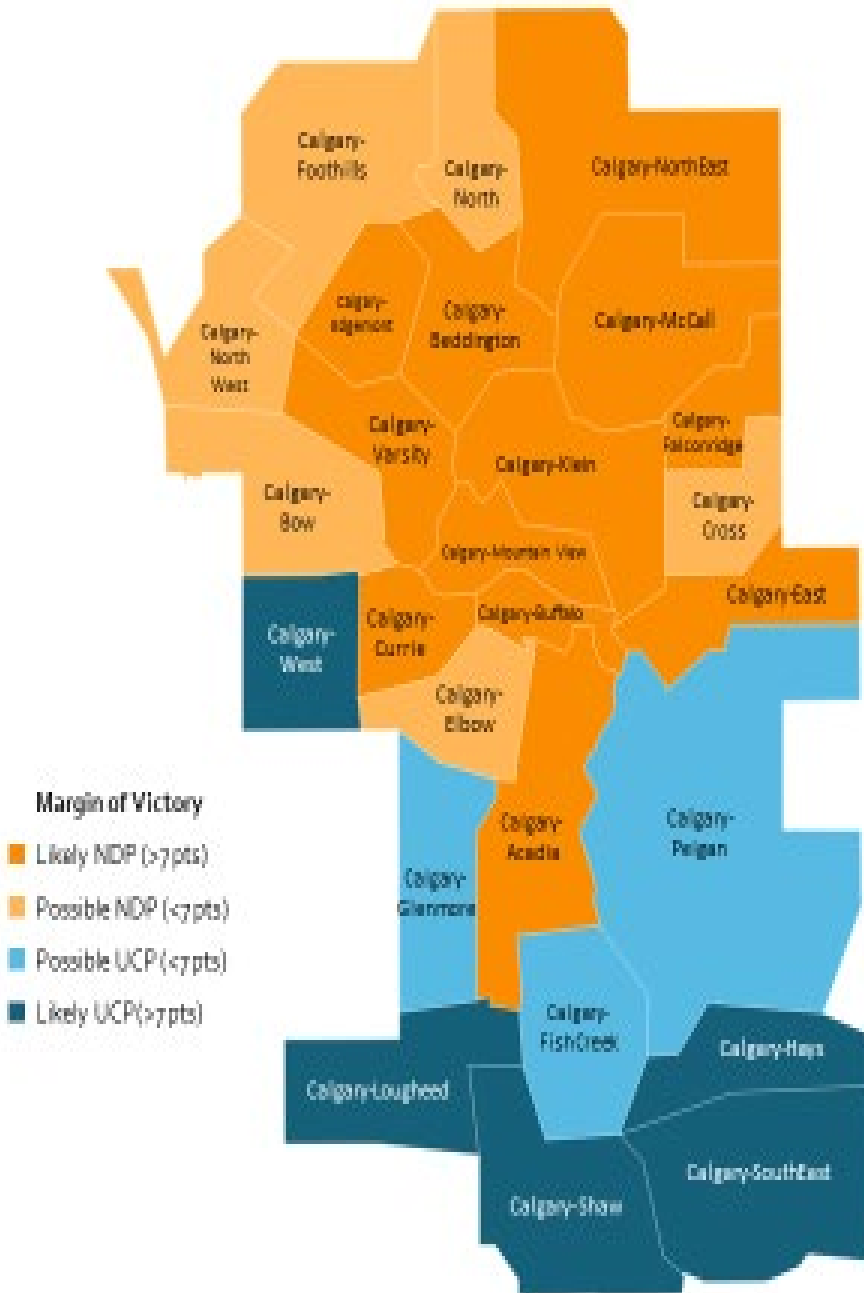
April 16, 2019  
General election result



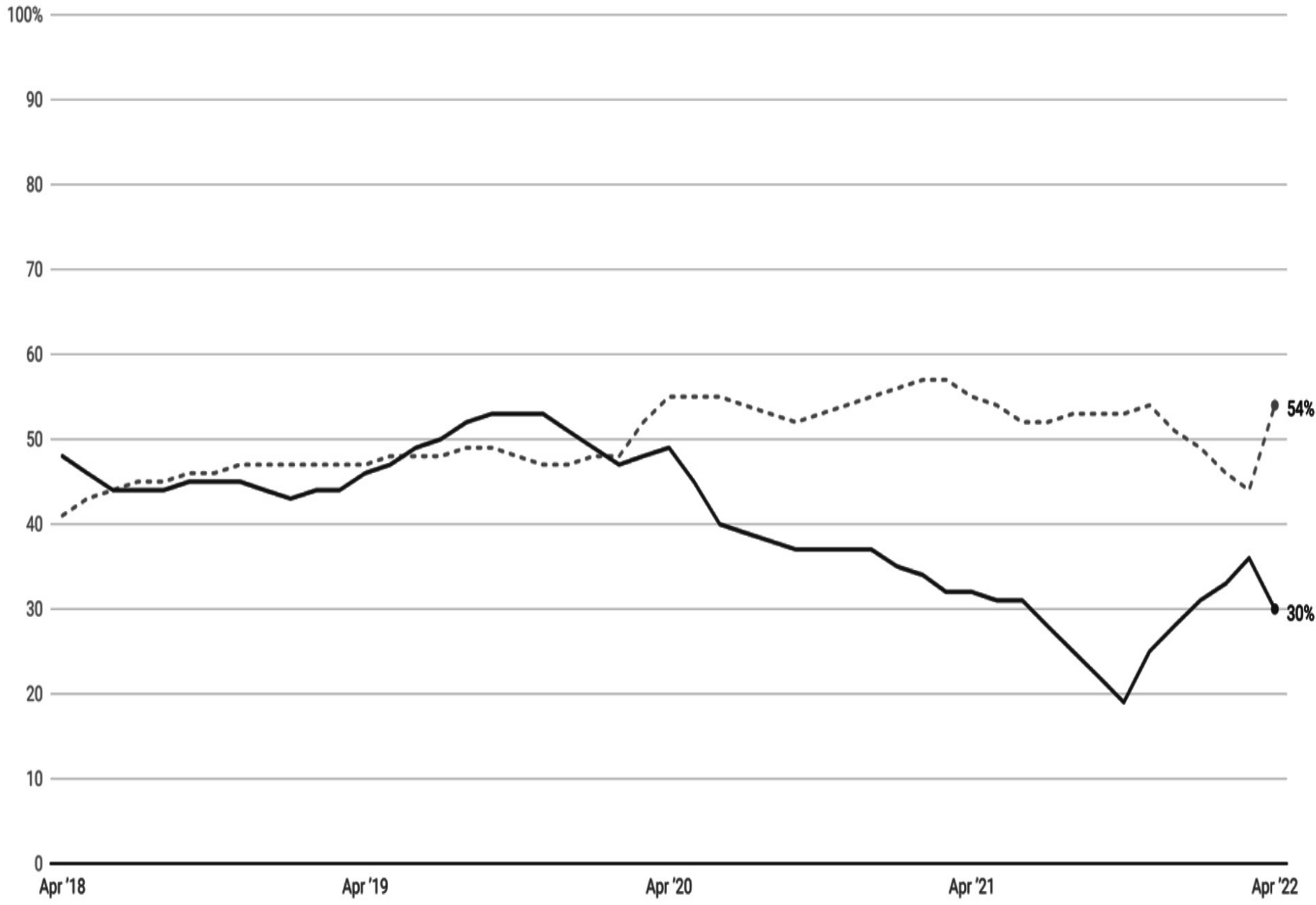


# Calgary

April 2023  
Seat Projections

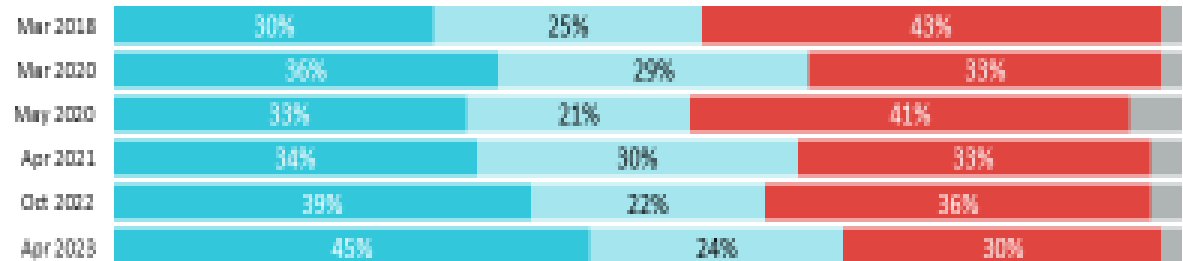


— Kenney - - Notley

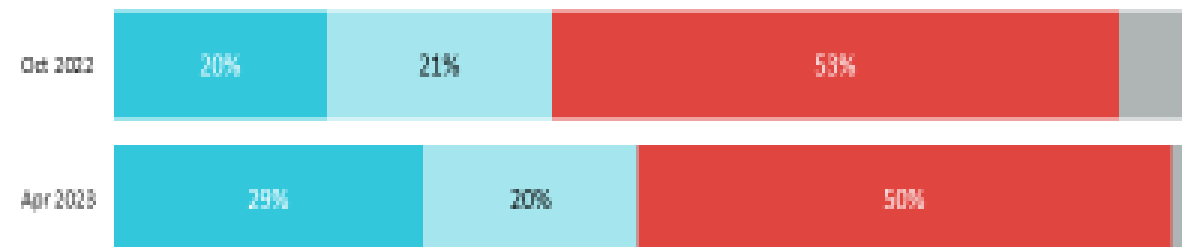


# Impressions of Leaders

## Rachel Notley



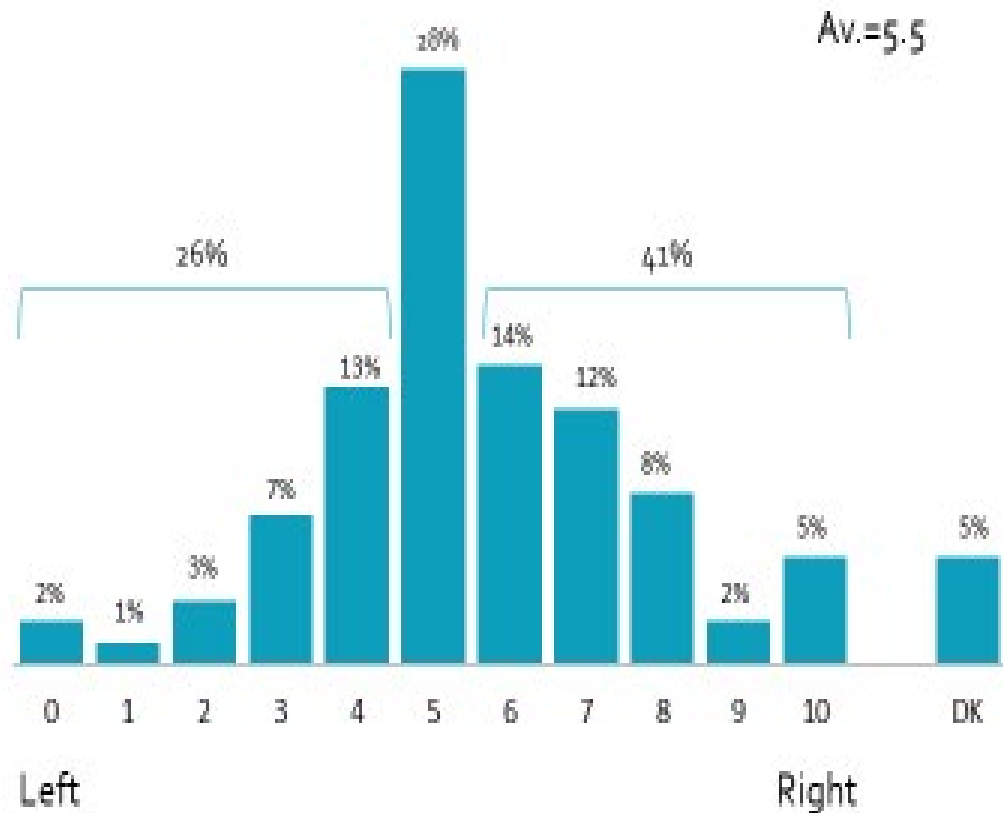
## Danielle Smith



■ Highly impressed (7 to 10) ■ Mid (4 to 6) ■ Low (0 to 3) ■ Not sure

# Political Ideology

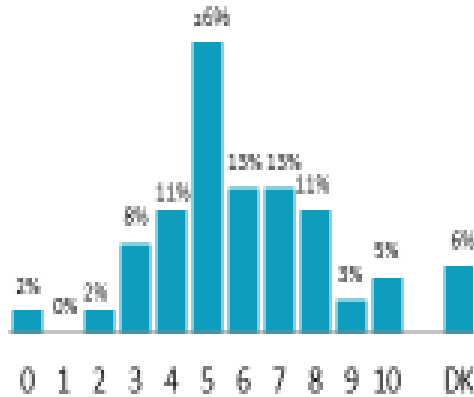
April 2023



# Political Ideology

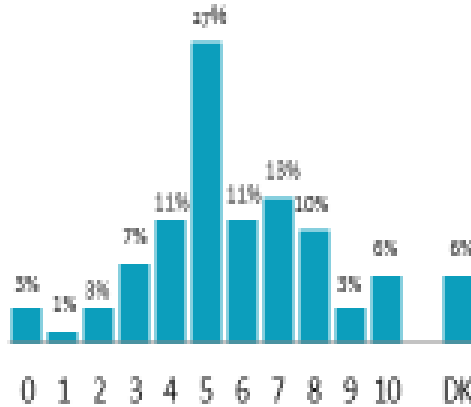
March 2018

Av. = 5.7



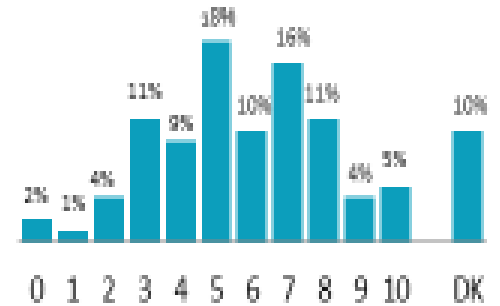
March 2020

Av. = 5.5



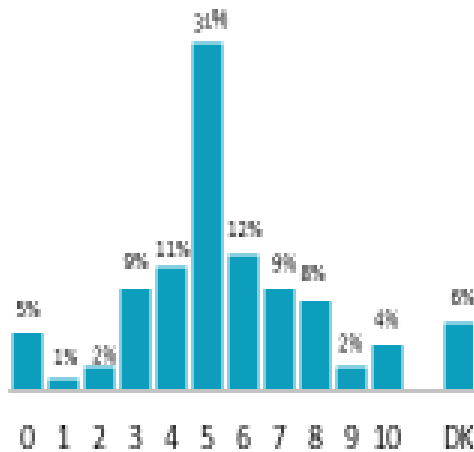
May 2020

Av. = 5.8



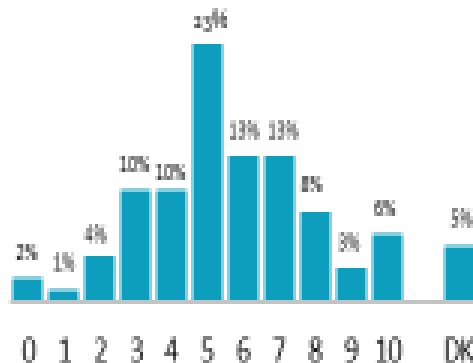
April 2021

Av. = 5.4



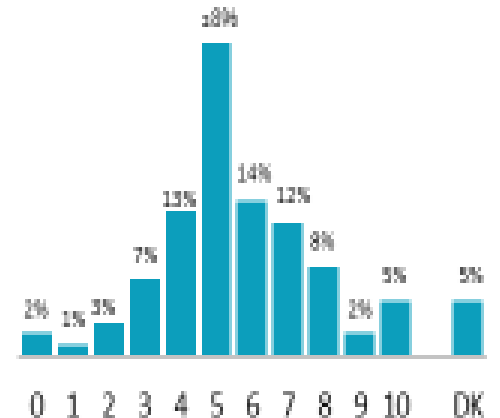
October 2022

Av. = 5.4



April 2023

Av. = 5.5

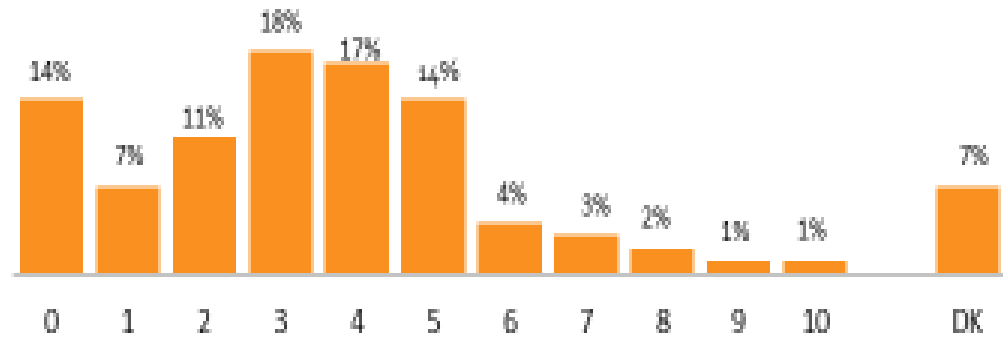


Where 0 = Left and 10 = Right

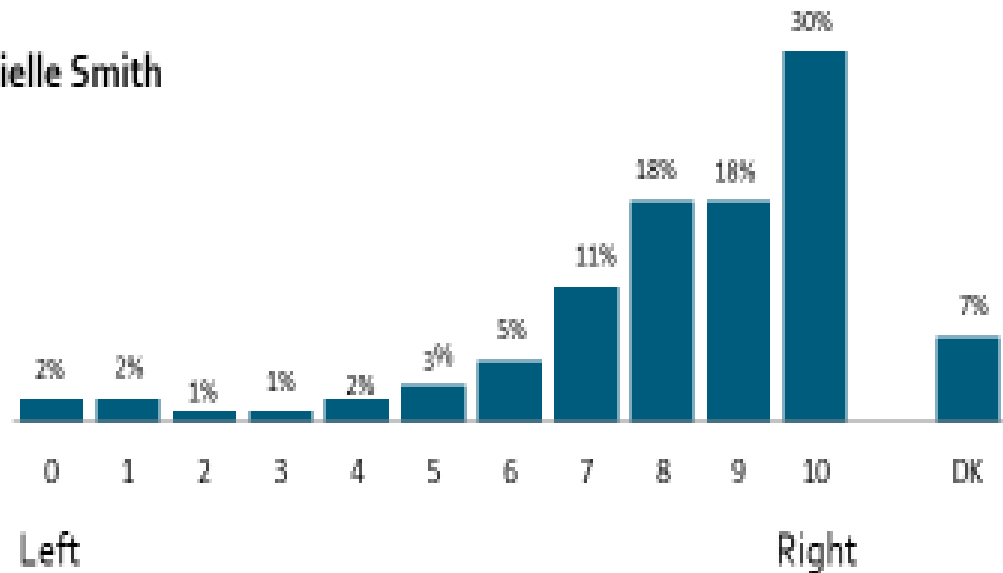
# Perceived Ideology of Leaders

April 2023

## Rachel Notley

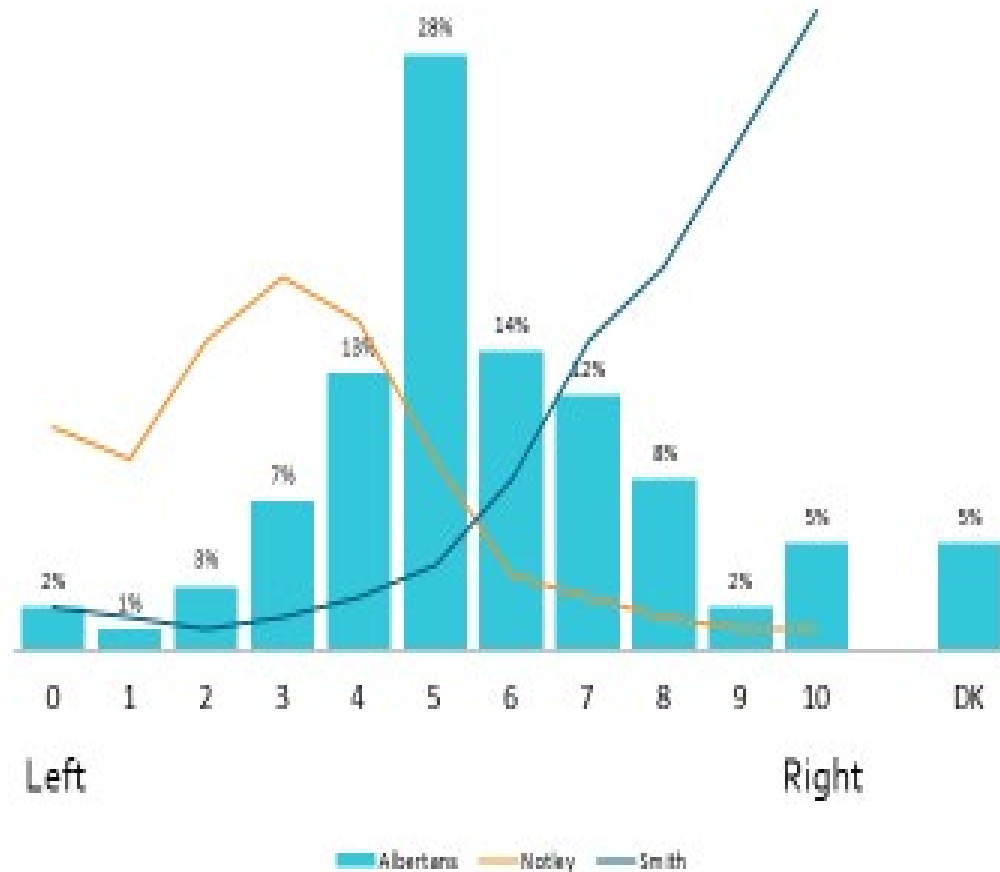


## Danielle Smith

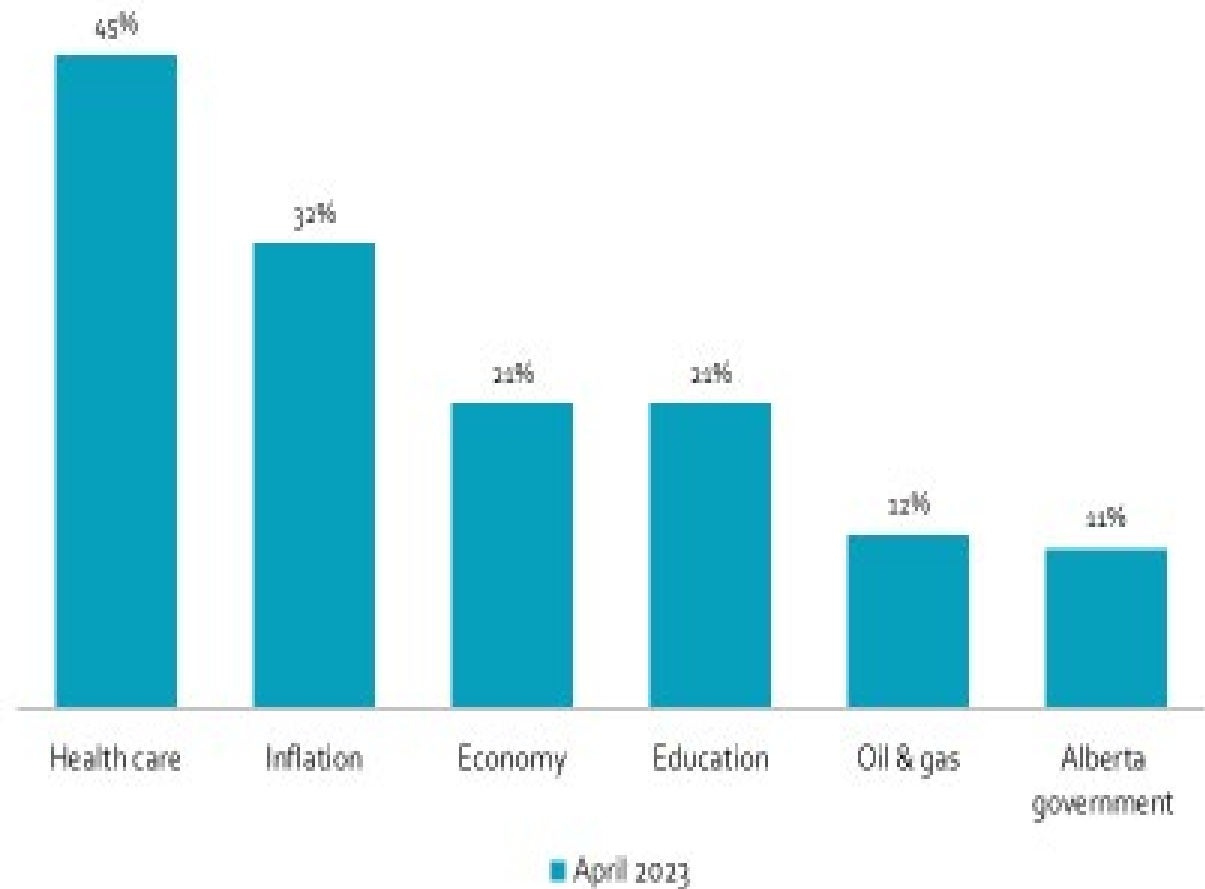


# Political Ideology: Individuals and Leaders

April 2023



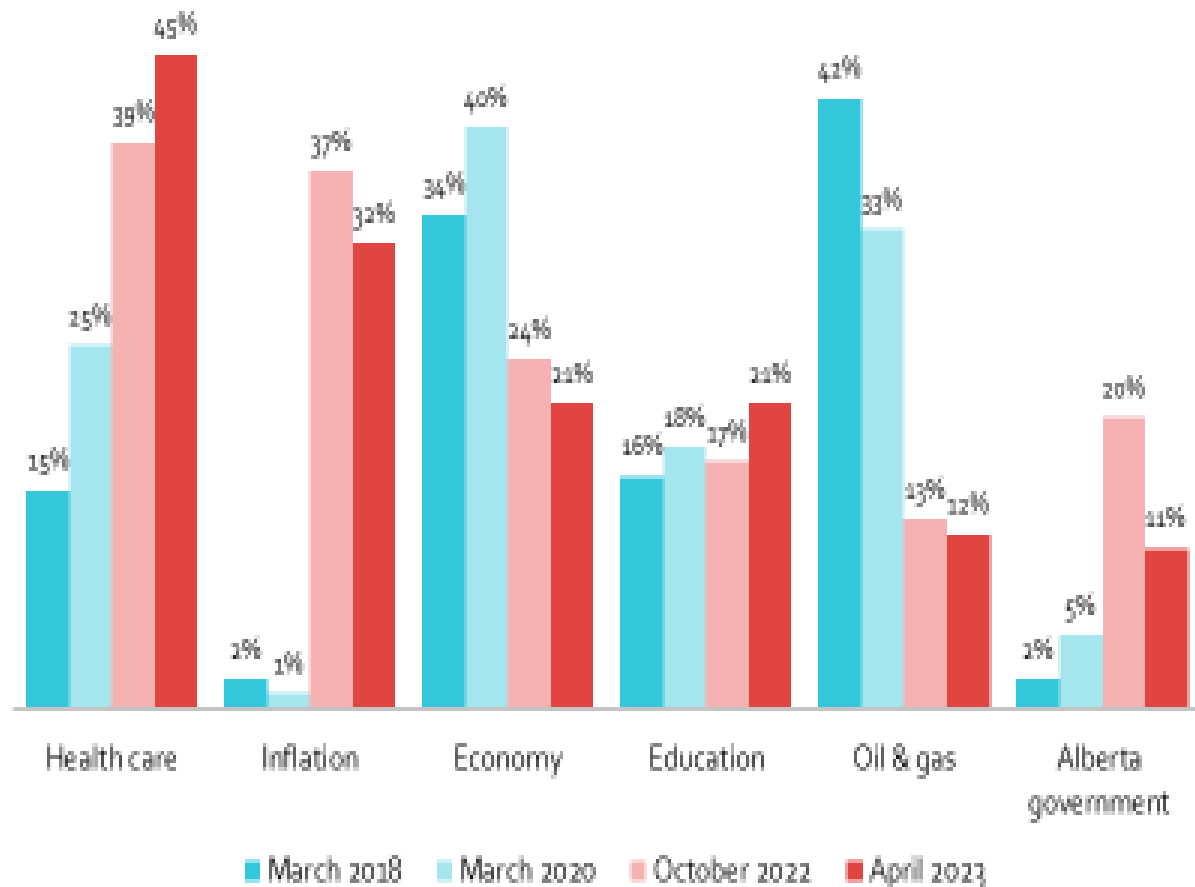
# Most Important Issues (Total Mentions)





# Most Important Issues

(Total Mentions)





# Analysis

- If it is between the UCP and NDP
  - UCP wins
- If it is between Smith and Notley
  - The NDP wins
- If the issue is the economy, fighting Ottawa, or crime
  - The UCP wins
- If the issue is health care or trust
  - The NDP wins

# Post-Election

- This will be the closest election result in Alberta's history
  - Every other election had the 1<sup>st</sup> place party over 15 seats ahead of the 2<sup>nd</sup> place party
  - This could be between 1-10 seats.
- Speaker?
- MLA turnover
  - Floor crossing, Retirement, death, removal from caucus
- Whipped votes
- Constant speculation (even with a majority) of govt falling

# Post-Election

- If UCP wins, they will have a governance problem
- A rural-based party with some seats in Calgary.
- Wiped out in Edmonton and most of Calgary
- Might lose popular vote
- Most of existing cabinet will be lost
- Role of Take Back Alberta
- Does Smith survive?
- Does Notley stay?

# Post-Election

- If NDP wins, they will have a governance problem
- An urban-based party with a few seats in mid-sized cities and maybe 1-2 rural seats.
- Might lose popular vote
- Cabinet selection will be easier, most contenders are in safe seats.
- How long does Notley stay?
- What happens to UCP?
  - Role of Take Back Alberta