

Report

Elections Alberta

Survey of Eligible Voters



DATE 2023-08-10

Leger

We know Canadians



CONTEXT AND OBJECTIVES

CONTEXT

Elections Alberta has commissioned Leger to conduct research on eligible voters to undertake an assessment of the voting process among both voters and non-voters after the May 2023 provincial election, tracking and comparing results with the survey completed after the 2019 election.



OBJECTIVES

- Profile the Alberta eligible voter population within the context of voting (who voted / who didn't / barriers for those who didn't);
- Measure awareness and impact of the media campaign promoting voting, including awareness of specific media used;
- Assess whether voters received the information they require to vote;
- Determine if voters were on the voting list and, if so, how they got on the list;
- Gauge awareness/knowledge of how to get on the voter list;
- Assess information sourcing for the electoral process (who to contact for Election information);
- Evaluate voter experience at voting stations (convenience of location, staff, wait times);
- Evaluate voter experience with Elections Alberta;
- Assess voter knowledge of voting process;
- Gauge the importance of voting among the general public and within specific segments of the voting population;
- Measure overall satisfaction with the voting process;
- Determine awareness, usage and satisfaction of online voter registration (Voterlink);
- Determine awareness, usage and satisfaction of advanced voting;
- Determine eligibility of voting among the general population;
- Understand awareness and expectations about the timeframe to make election results available to the public; and
- Measure support/opposition to possible changes to the election process, such as use of technology in voting places, fixed election dates, preference for weekday versus weekend voting, and requirements to show identification prior to receiving a ballot.

METHODOLOGY

METHODOLOGY



Online surveys with Alberta residents were conducted via Leger’s online panel, LEO.



Surveying was conducted from June 20th to 28th, 2023.



Sample: 1,201 residents of AB (in the past 6 months) who are 18 years of age or older and Canadian Citizens.





Using data from the 2021 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population in Alberta.



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1,201 would have been ± 2.8 percentage points, 19 times out of 20.



Statistically significant differences between years are shown as follows:

 Statistically significantly higher than 2019.
 Statistically significantly lower than 2019.

VOTE
DAY

SUMMARY OF FINDINGS

SUMMARY OF FINDINGS

Awareness and Credibility of Elections Alberta

- The majority of eligible voters (51%) identified Elections Alberta as the organization responsible for establishing voting stations, preparing the voter information card, and providing information on voter registration and advanced voting.
- More than two-thirds of eligible voters (67%) rate Elections Alberta as a credible source of information. Elections Alberta is perceived as more credible than any other source.

Ad Recall

- Over three-in-five (61%) of eligible voters recall ads from Elections Alberta. Of those who recall ads, half (51%) recall seeing or hearing the ads on television.
- For the majority of eligible voters who saw the Elections Alberta ads (73%), the ads had no impact on their voting. However, one-quarter (24%) of eligible voters who saw or heard the ads indicated that the ads made them more likely to vote.

Communications

- Over four-in-five eligible voters (82%) received a voter information card delivered to their home and another eight in ten (81%) used it to decide where to vote.
- Over one in ten (15%) claim purchasing newspapers and, of those, over half (53%) recall seeing ads containing maps showing where to vote.

Voters List

- The majority of eligible voters (81%) had their names on the voters list in the recent Alberta election.
- Already being on the voters list (49%) is the main assumption of how someone can get their name on the voters list, followed by having it added from income tax return (39%) and contacting Elections Alberta (35%).
- Nearly three-quarters (73%) of eligible voters recall receiving the “Be Ready to Vote” mailout in April.
- Over two-in-five of eligible voters would prefer to be added to or have their information updated on the Register of Electors by having it updated automatically from other provincial sources (41%).
- Nearly three quarters of eligible voters (73%) believe that if someone’s name was not on the voter's list they are still eligible to vote, and to get their name on the voters list the majority (74%) believe they can show ID at the voting station to get their name on the list.

SUMMARY OF FINDINGS CONTINUED

Voters Link

- Over one-third of eligible voters (36%) are aware of Voterlink. Of those aware, two-in-five (41%) have ever used Voterlink.
- Of eligible voters who have ever used Voterlink, just under seven-in-ten (68%) were satisfied (6,7 rating) with Voterlink.

Voting Behaviour

- The majority of eligible voters (80%) say they voted in the May 2023 provincial election.
- Nearly one-third of the eligible voters who said they did not vote (31%) indicated it was because they didn't want to vote for any of the available candidates, and another three-in-ten (29%) indicated they didn't vote for lack of time. Half of the eligible voters who didn't vote stated nothing could have encouraged them to vote in the recent election.
- Nearly three-quarters (72%) were aware they can vote anywhere in the province at advance voting places, and another three-quarters (74%) support a similar option available on Election Day.
- Over half (55%) of eligible voters who voted in the May 2023 provincial election did so through advanced voting; however, four-in-five (80%) stated that advanced voting didn't have an influence on their decision to vote.
- Less than half (45%) were aware of at least one of the accessibility tools available to allow voters with diverse needs to vote independently, but very few (7%) have used any of those tools.
- The majority of eligible voters (80%) who voted in the recent provincial election rated their experience positively (6,7 ratings), and most (85%) have no issues or suggestions to share.

Voting Profile

- The majority of eligible voters (78%) think it is important that people vote in a provincial election.
- The majority of eligible voters (80%) say they are likely to vote in the next provincial election.
- Eligible voters believe that the most reasonable number of hours/days to complete the unofficial count of all ballots and report election results are between 4-6 hours (24%) or the following day (29%).
- Three-quarters of eligible voters (73%) support technology to be used in voting places.
- While only two-in-five (42%) of eligible voters are aware of the new requirement to prove name and address at a voting place, three-quarters (76%) agree with the new legislation.
- Half of eligible voters (51%) support having the last Monday in May be the fixed election date. Over half of eligible voters (57%) prefer the election be held on a weekday.

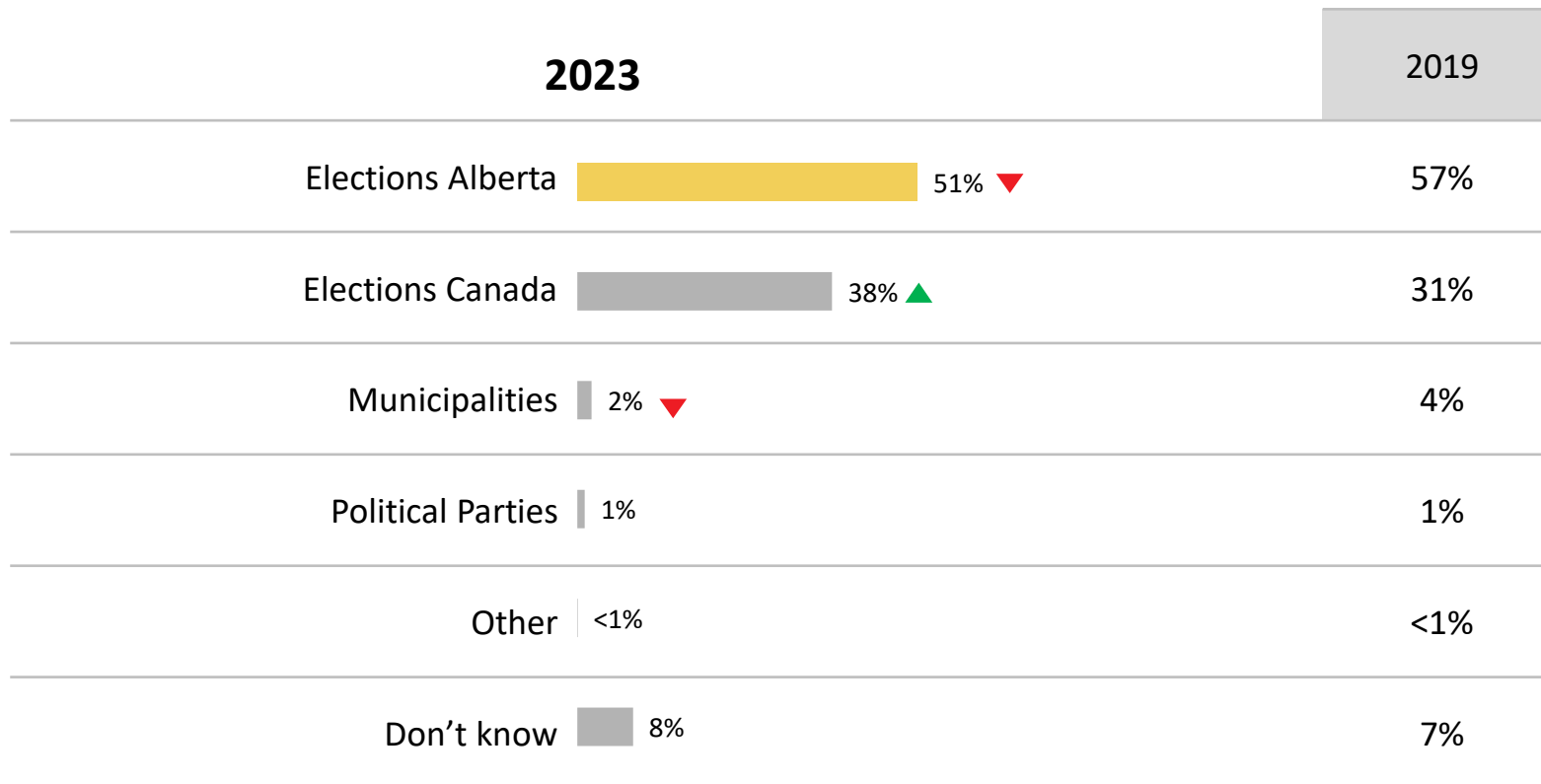
The background of the slide is a blurred office interior with glass partitions. In the foreground, there are two white, three-dimensional rectangular blocks. The left block has the words "VOTE DAY" printed on its front face in a bold, dark blue, sans-serif font. The right block is empty.

**VOTE
DAY**

DETAILED RESULTS

Awareness and Credibility of Elections Alberta

The majority of eligible voters identified Elections Alberta as the organization responsible for establishing voting stations, preparing the voter information card, and providing the information on voter registration and advanced voting. However, compared to the previous elections, voters are significantly less aware that Elections Alberta is the organization responsible.



Those in the following groups are more likely to identify Elections Alberta as the organization responsible:

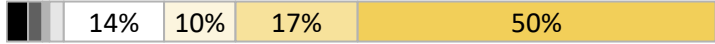
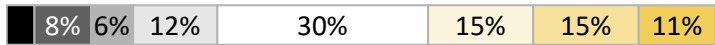
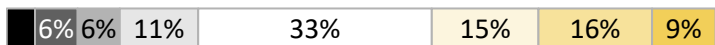
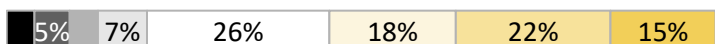



- Males
- 55 years of age or older
- University educated
- Recall ads from Elections Alberta
- Recall receiving a voter information card
- Received 'Be Ready to Vote' mailout
- Aware of Voterlink
- Voted in the 2023 provincial election
- Voted in an advanced voting location
- Satisfied with the voter experience (6,7 ratings)

▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

Base: Eligible voters (n=1,201)

Q1. As far as you know, what organization is responsible for establishing voting stations, preparing the voter information cards, and providing the information on voter registration and advance voting?

Nearly two-thirds of eligible voters rate Elections Alberta as a credible source of information, significantly less than the previous election (2019). Elections Alberta is perceived as more credible than any other source.

		2023		2019	
		Credible (6,7 ratings)	Not Credible (1,2 ratings)	Credible (6,7 ratings)	Not Credible (1,2 ratings)
Elections Alberta		67% ▼	3% ▲	73%	2%
A political party		25%	14%	26%	15%
An individual candidate		24%	12%	26%	12%
Newspaper		37% ▼	9%	44%	7%
Radio		35%	7%	38%	7%
Television		34% ▼	9%	39%	7%
Social media		10%	33%	11%	29%

■ Don't know ■ 1- Not at all credible ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 – Very Credible

Base: Eligible voters (n=1,201)

Responses 4% or less are not labelled

Q2. The following is a list of organizations that could provide you with information about the elections process in Alberta including voting rules, location of voting places, what to do on election day, etc. For each of them, please rate how credible you think information from this source would be, on a scale of 1 to 7 where 1 is NOT at all CREDIBLE, 4 is

SOMEWHAT CREDIBLE and 7 is VERY CREDIBLE. How credible is:

Those in the following groups are more likely to rate Elections Alberta as a credible source of information:

- 55 years of age or older
- College and university educated
- Recall ads from Elections Alberta
- Recall receiving a voter information card
- Received “Be Ready to Vote” mailout
- Voted in the 2023 provincial election
- Voted in an advanced voting location
- Satisfied with experience (6,7 ratings)

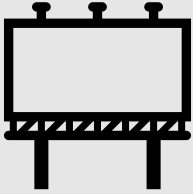
▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

VOTE
MAY 29
ELECTIONS.AB.CA



DETAILED RESULTS

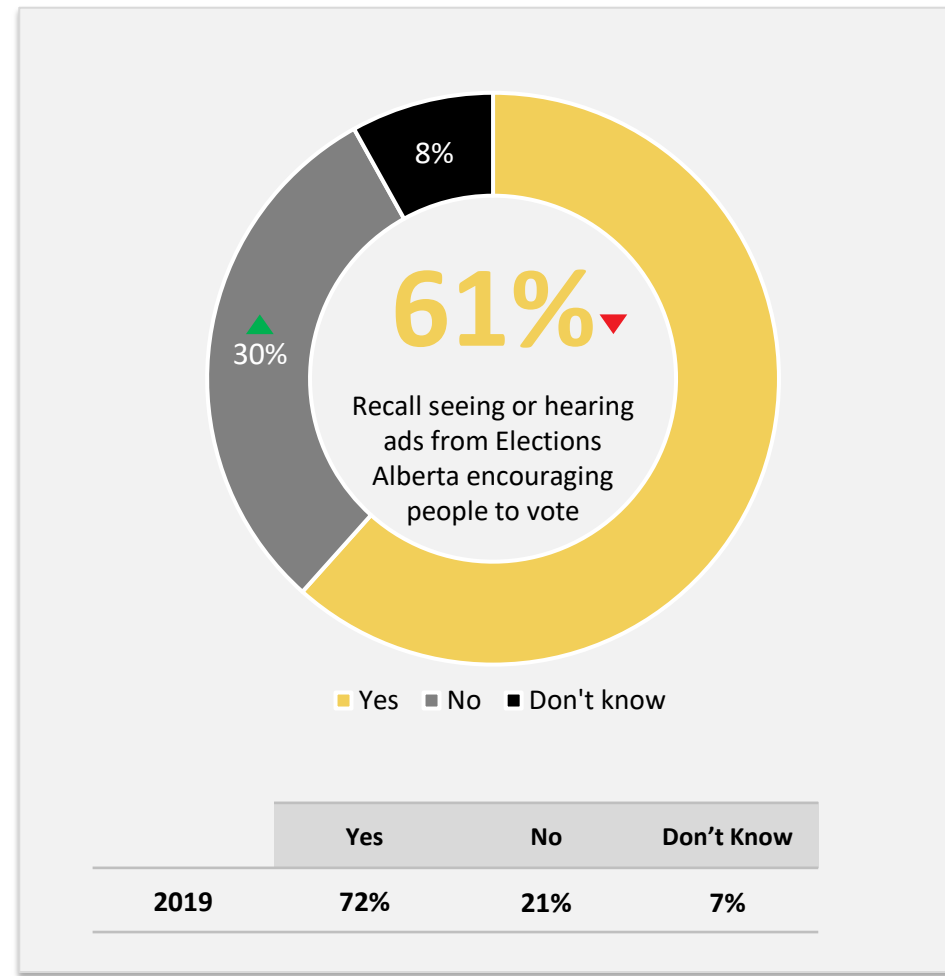
Ad Recall



Three-in-five eligible voters recall ads from Elections Alberta, significantly less than in the previous provincial election (2019). Of those who recall ads, the majority recall seeing or hearing the ads on television.

Those in the following groups are more likely to recall seeing or hearing ads from Elections Alberta:

- Female
- 25 to 34 years of age and 55 or older
- Recall receiving voter information card
- Recall newspaper ads
- Aware of Voterlink



Where did you see or hear these ads?*

	2023	2019
Television	51% ▼	59%
Radio	43%	41%
Online	33%	31%
Newspaper	20% ▼	29%
Facebook	21% ▼	28%
Billboard Signs	25%	27%
Instagram	13% ▲	10%
Twitter	8%	8%
TikTok	6%	n/a
Direct mail (e.g. flyers, pamphlets)	3% ▲	1%
YouTube	1%	<1%
Other	1%	1%
Don't know	3%	2%

Base: Eligible voters (n=1,201)

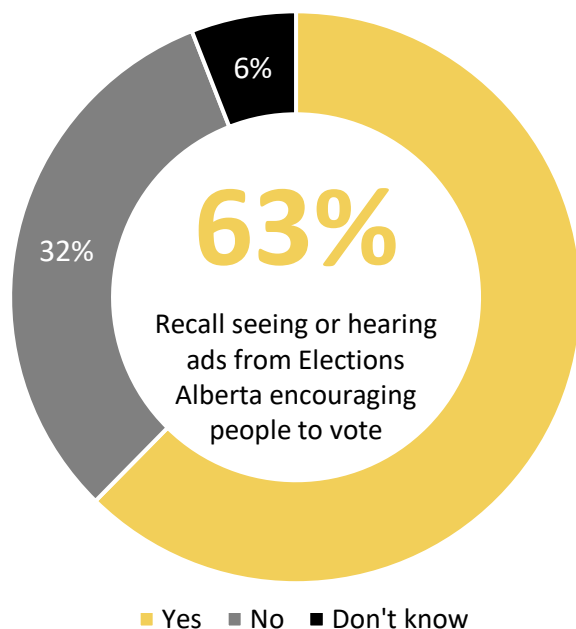
*Base: Eligible voters who recall seeing or hearing ads from Elections Alberta (2023: n=744, 2019: n=863).

Q3. Do you recall seeing or hearing ads from Elections Alberta encouraging people to vote? Q4. Where did you see or hear these ads?

▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

Ages 18-24

Over three-in-five eligible voters ages 18-24 recall ads from Elections Alberta. Of those who recall ads, half recall seeing or hearing the ads online.

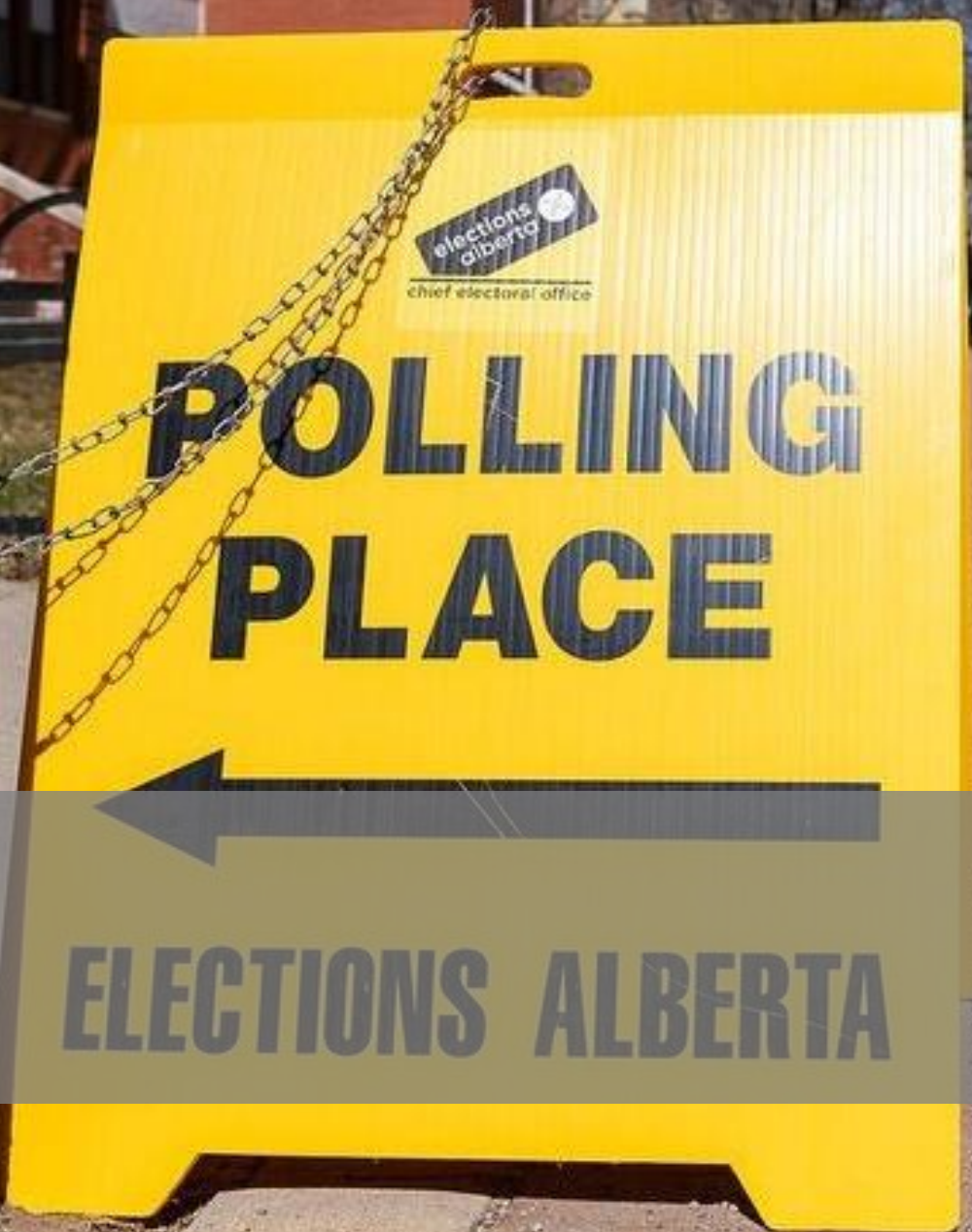


Where did you see or hear these ads?*	
Online	50%
Instagram	32%
Radio	26%
Television	26%
Billboard Signs	25%
Twitter	16%
Tik Tok	16%
Facebook	14%
Newspaper	9%
Direct mail (e.g. flyers, pamphlets)	7%
YouTube	4%
Don't know	3%

Base: Eligible voters ages 18-24 (n=66)

*Base: Eligible voters ages 18-24 who recall seeing or hearing ads from Elections Alberta (2023: n=43).

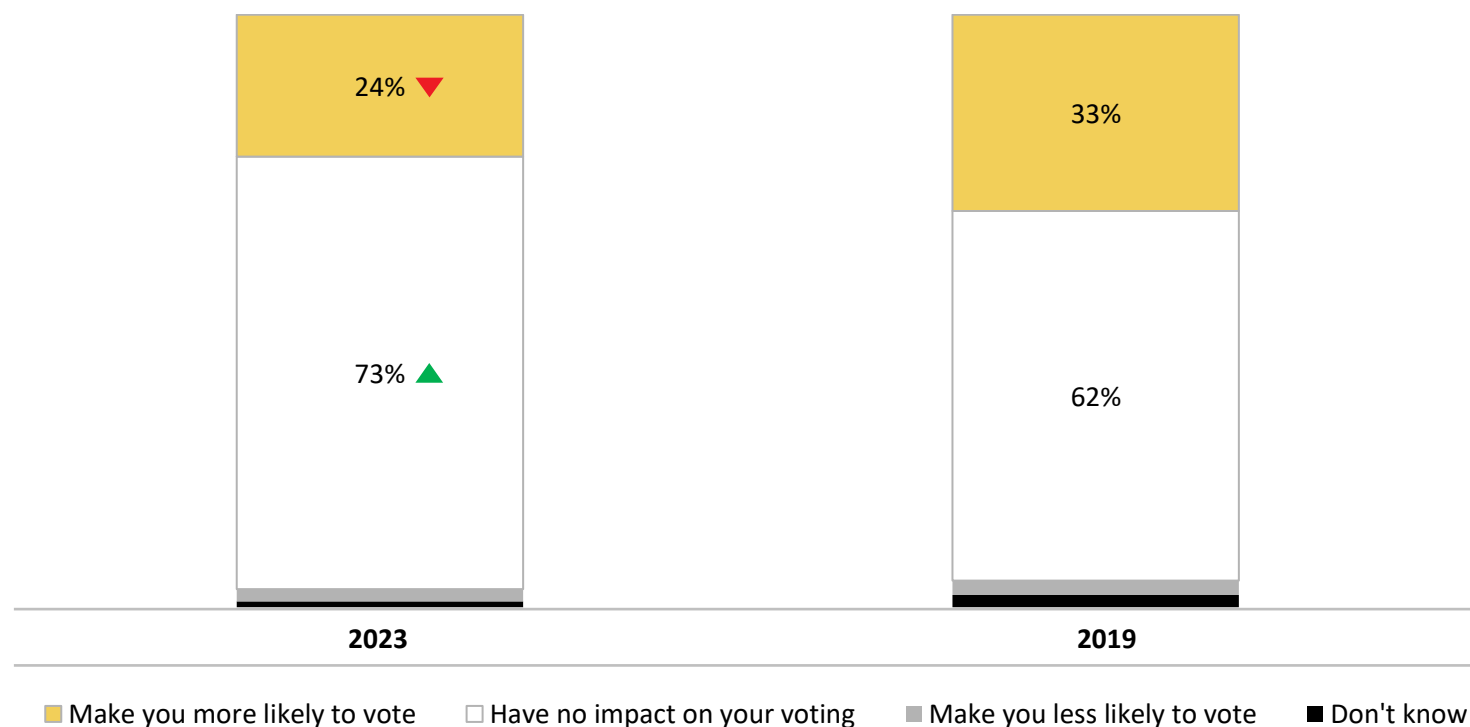
Q3. Do you recall seeing or hearing ads from Elections Alberta encouraging people to vote? Q4. Where did you see or hear these ads?



DETAILED RESULTS

Communications

For the majority of eligible voters who saw or heard the Elections Alberta ads, the ads had no impact on their voting. However, a quarter of eligible voters who recalled the ads indicated that the ads made them more likely to vote.

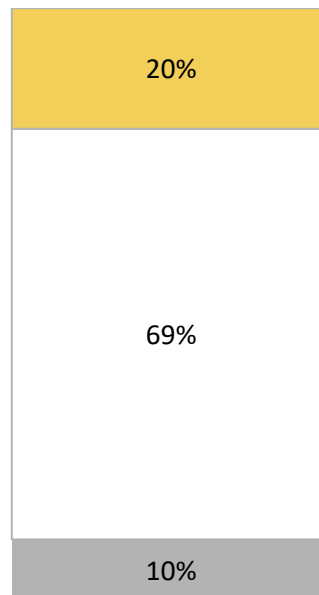


Those in the following groups are more likely to vote when seeing the ads:

- Edmonton and Calgary residents
- 25 to 34 years or age
- Recall newspaper ads
- Aware of Voterlink
- Voted at a regular voting location

Ages 18-24

For the majority of eligible voters ages 18-24 who saw or heard the Elections Alberta ads, the ads had no impact on their voting. However, one-in-five eligible voters ages 18-24 who recalled the ads indicated that the ads made them more likely to vote.

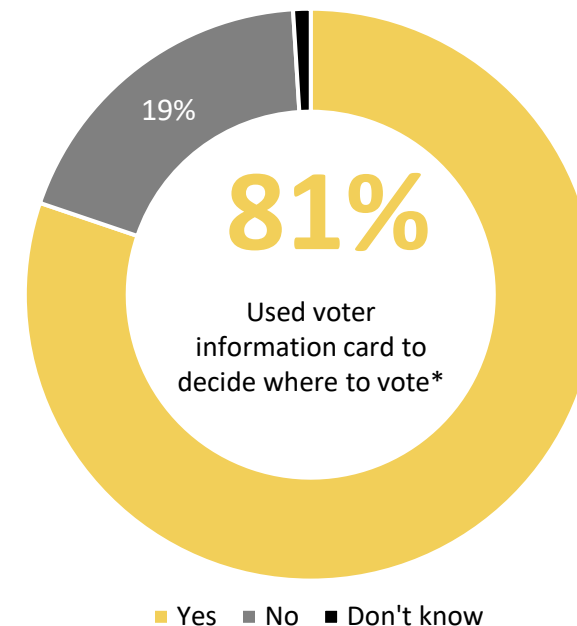
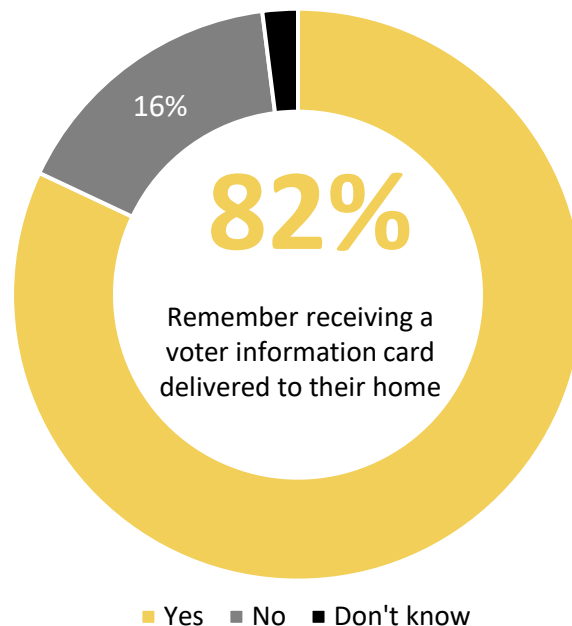


☒ Make you more likely to vote
 ☐ Have no impact on your voting
 ☐ Make you less likely to vote

Over four-in-five eligible voters said they received a voter information card delivered to their home. Of those who received a card, over four-in-five used it to decide where to vote.

Those in the following groups are more likely to remember receiving a voter information card:

- In Edmonton and Calgary
- 55 years of age or older
- University Educated
- Recall Elections Alberta ads
- Received “Be Ready to Vote” mailout
- Aware of Voterlink
- Voted in the 2023 provincial election
- Voted in advance
- Satisfied with the voting experience (6,7 ratings)



	Yes	No	Don't Know
2019	81%	17%	2%

▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

Base: Eligible voters (2023: n=1201, 2019: n=1201).

*Base: Eligible voters who received a voter information card delivered to their home (n=1,011)

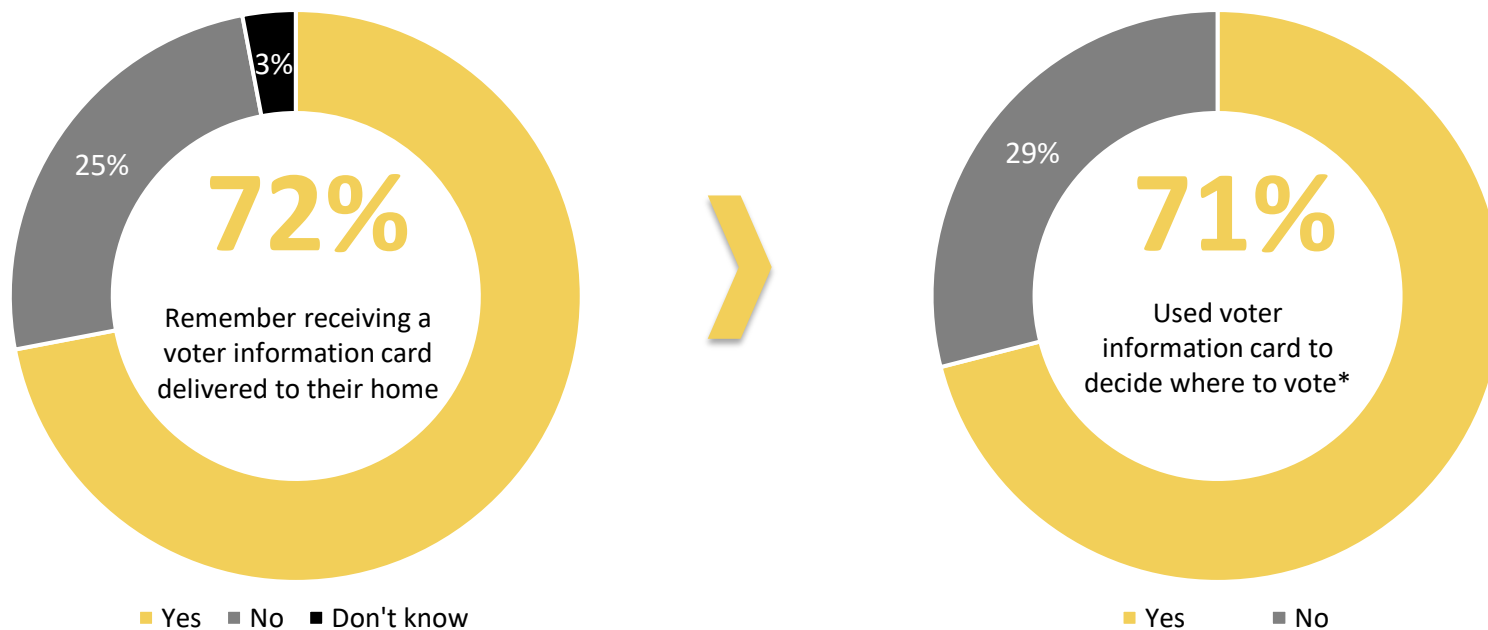
Q6. Do you remember receiving a voter information card delivered to your home telling you where to vote and providing phone numbers and other election information?

Q7. Did you use your voter information card to help decide when and where to vote?

Responses 2% or less are not labelled

Ages 18-24

Over seven-in-ten eligible voters ages 18-24 said they received a voter information card delivered to their home. Of those who received a card, over seven-in-ten used it to decide where to vote.



Base: Eligible voters ages 18-24 (2023: n=66).

*Base: Eligible voters ages 18-24 who received a voter information card delivered to their home (n=46)

Q6. Do you remember receiving a voter information card delivered to your home telling you where to vote and providing phone numbers and other election information?

Q7. Did you use your voter information card to help decide when and where to vote?

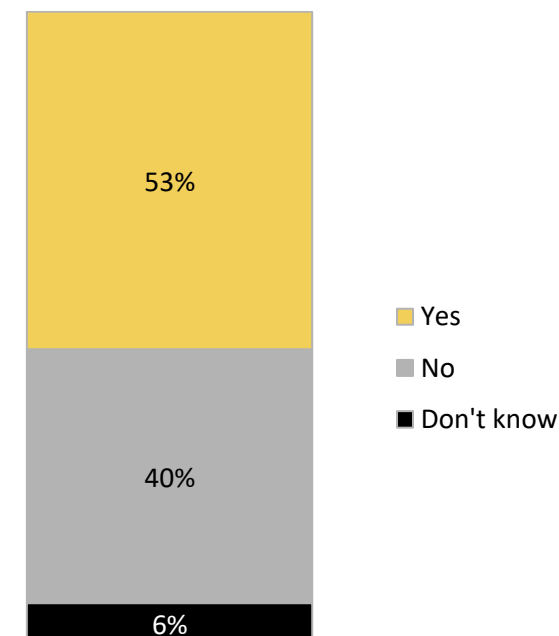
Less than one-in-five eligible voters purchase or subscribe to any newspapers; but of those who do; over fifty percent remember seeing newspaper ads containing maps showing where to vote.

Those in the following groups are more likely to remember seeing any newspaper ads containing maps showing where to vote are:

- Residents of Other regions (outside Edmonton and Calgary)
- Aware of Voterlink
- Ever used Voterlink



Remember seeing newspaper ads containing maps showing where to vote*



Base: Eligible voters (n=1,201),

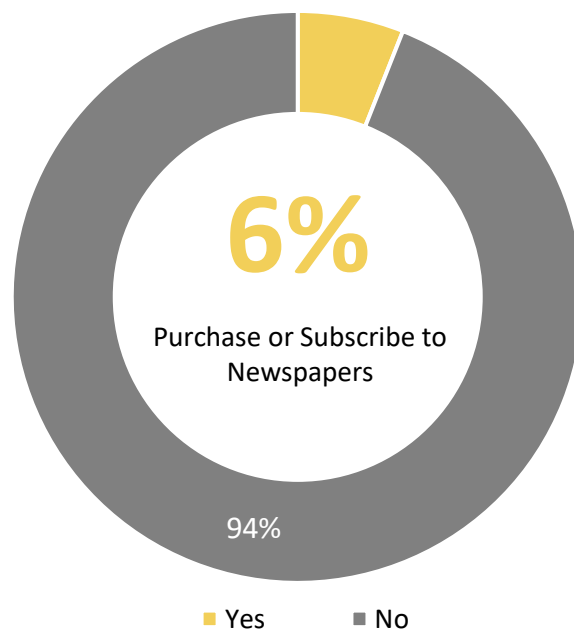
*Base: Eligible voters who purchase/subscribe to newspapers (n=195)

Q8: Do you purchase or subscribe to any newspapers?

Q9: Do you remember seeing any newspaper ads containing maps showing where to vote?

Ages 18-24

Only 6% of eligible voters ages 18-24 purchase or subscribe to any newspapers.



Base: Eligible voters ages 18-24 (n=66)

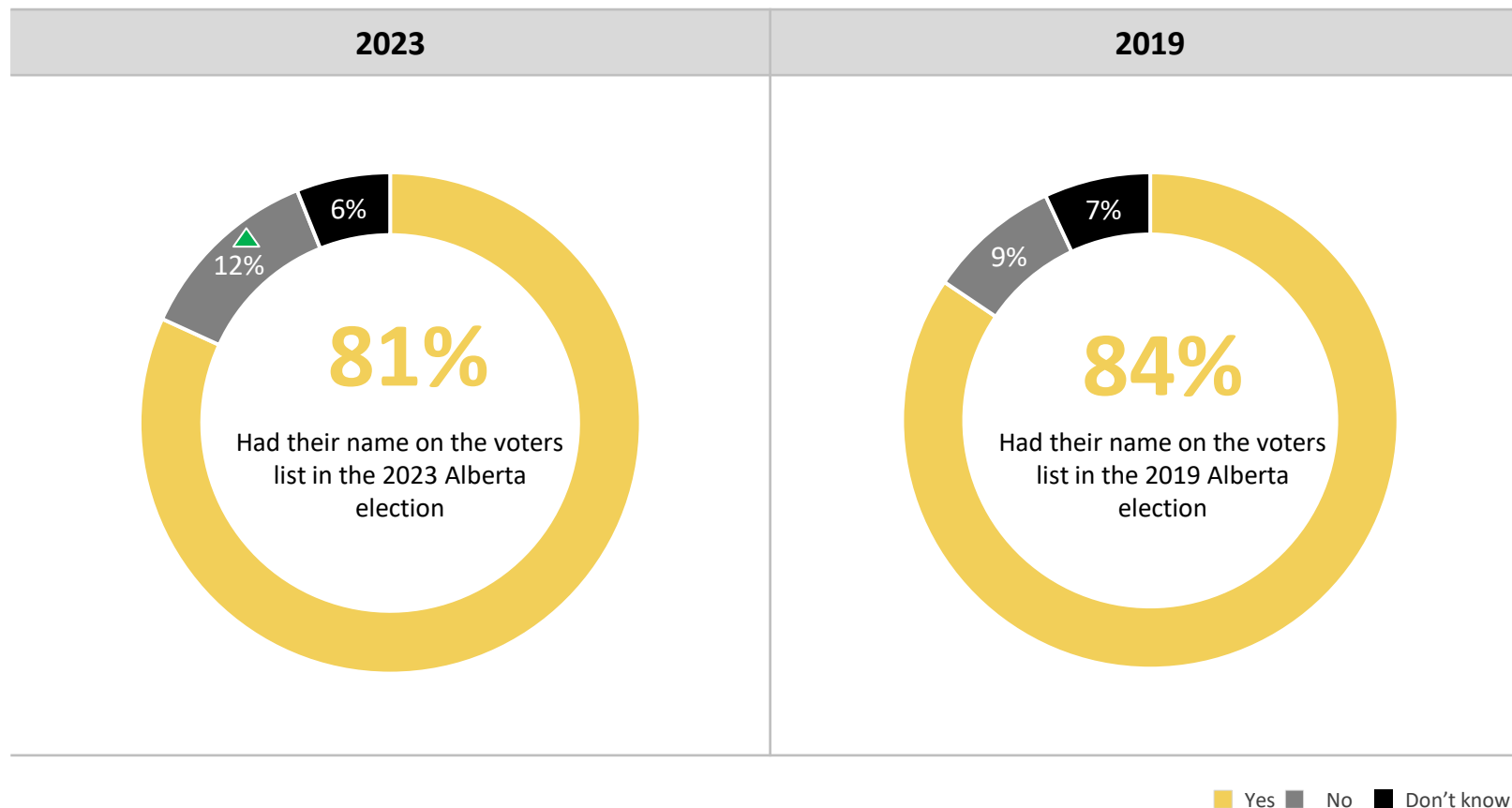
Q8: Do you purchase or subscribe to any newspapers?



DETAILED RESULTS

Voters List

Similar to the 2019 provincial elections, the majority of eligible voters had their names on the voter's list in the recent Alberta election (2023).



Those in the following groups are more likely to have their name on the voters list in the recent Alberta election:

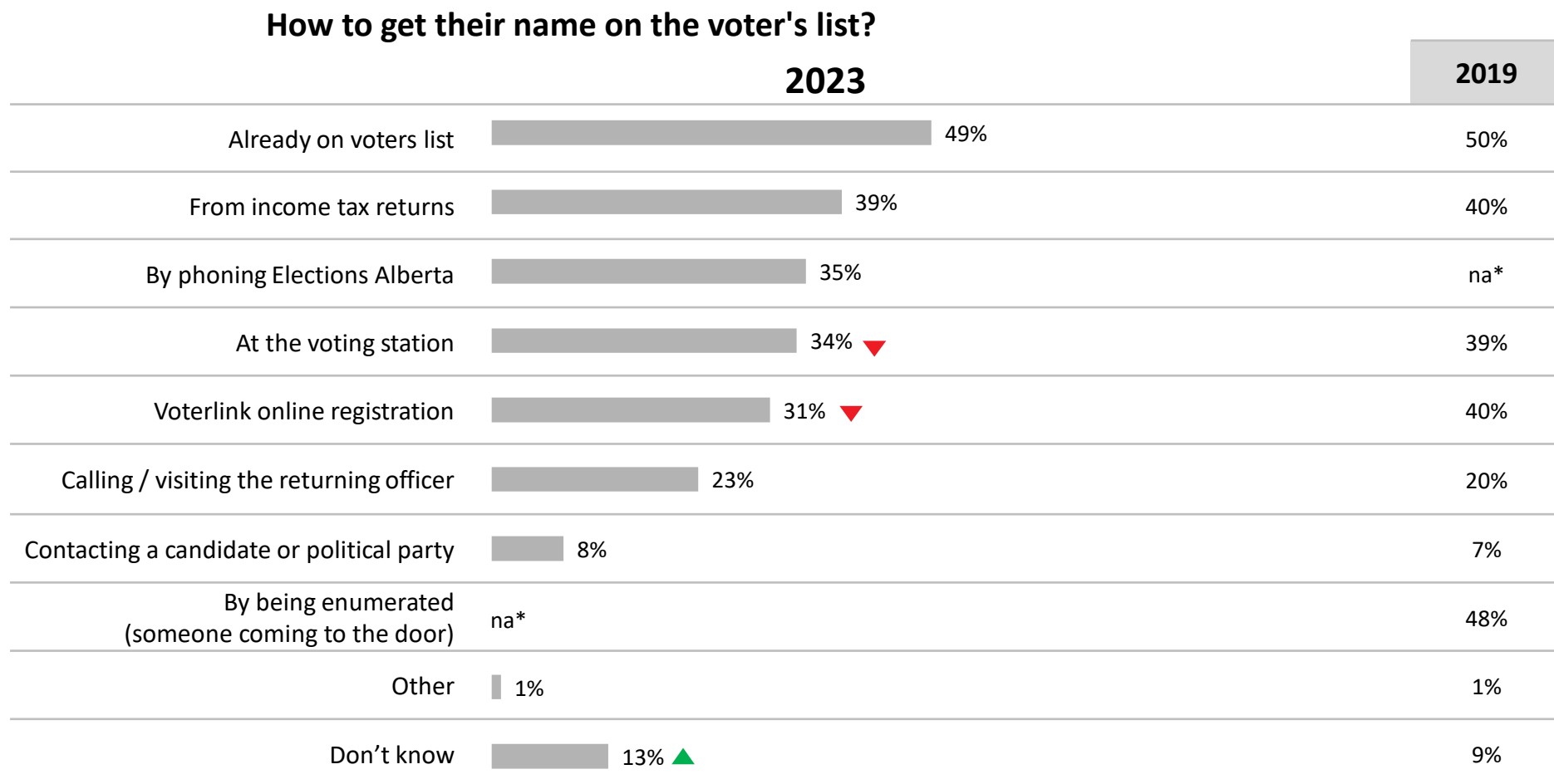
- Edmonton and Calgary residents
- 55 years of age or older
- University educated
- Recall Elections Alberta Ads
- Received a voters information card
- Received "Be Ready to Vote" mailout
- Aware of Voterlink
- Voted in the 2023 provincial election
- Voted in advance
- Satisfied with the voting experience (6,7 ratings)

Base: Eligible voters (2023: n=1201, 2019: n=1201).

Q10b. As far as you are aware, was your name on the voters list in the recent Alberta election?

▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

Mentions involving already being on the voters list were the most common. Otherwise, from income tax returns, by phoning Elections Alberta, and at the voting station were the three most common mentions.



na*(not asked)

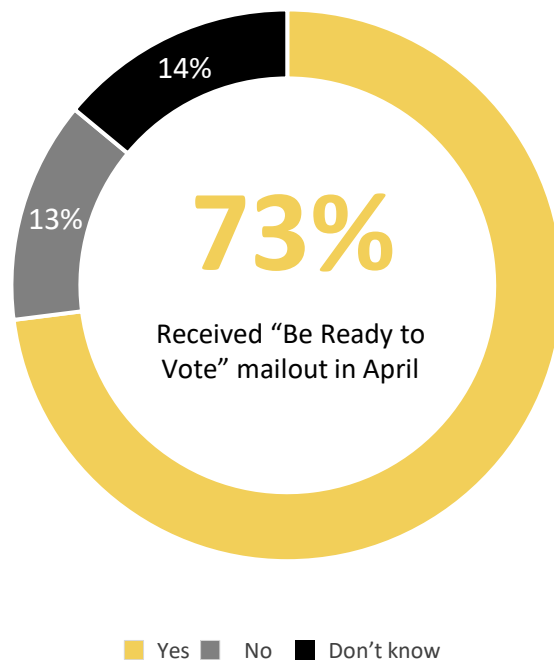
Base: Eligible voters (2023: n=1201, 2019: n=1201).

Multiple mentions allowed.

Q10a. As far as you are aware, how does someone get their name on the voters list?

▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

Nearly three-in-four eligible voters said they received the “Be Ready to Vote” mailout in April.



Those in the following groups are more likely to report receiving the “Be Ready to Vote” mailout in April:

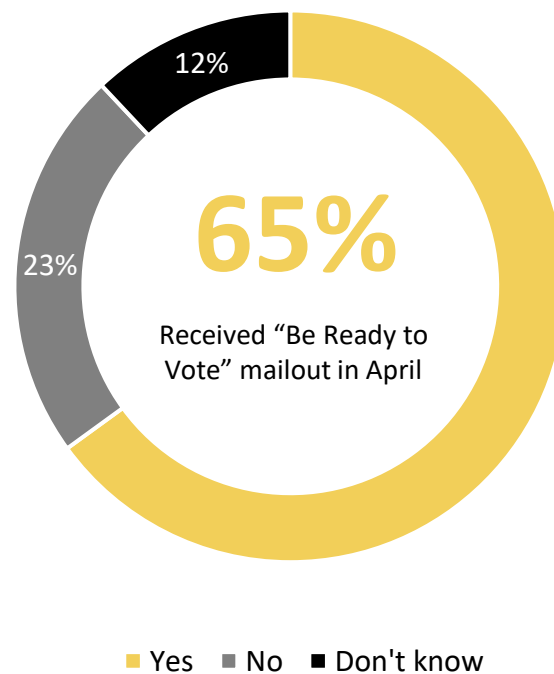
- In Edmonton and Calgary
- 55 years of age or older
- University and College educated
- Recall Elections Alberta Ads
- Aware of Voterlink
- Voted in the 2023 provincial election
- Voted in advance
- Satisfied with the voting experience (6,7 ratings)

Base: Eligible voters (n=1,201)

Q11. Each household in Alberta was sent a “Be Ready to Vote” mailout in April with instructions for electors on how to register to vote, or update their voter registration. Did your household receive this mailout?

Ages 18-24

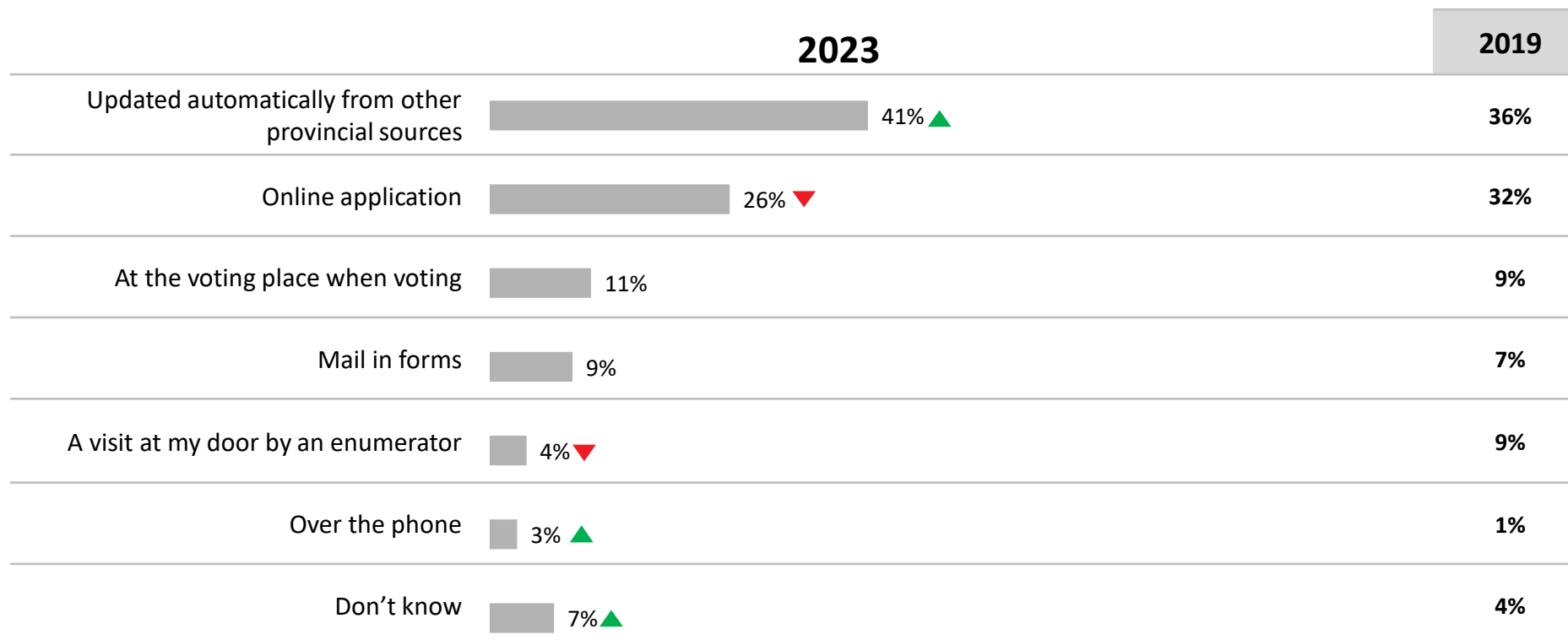
Nearly two-thirds of eligible voters ages 18-24 said they received the “Be Ready to Vote” mailout in April.



Base: Eligible voters ages 18-24 (n=66)

Q11. Each household in Alberta was sent a “Be Ready to Vote” mailout in April with instructions for electors on how to register to vote, or update their voter registration. Did your household receive this mailout?

More than two-in-five eligible voters would prefer to be added to, or have their information updated on the Register of Electors by updating it automatically from other provincial sources; significantly more than in 2019.



Base: Eligible voters (2023: n=1201, 2019: n=1201).

Q12. How would you prefer to be added to or update your information on the voters list?

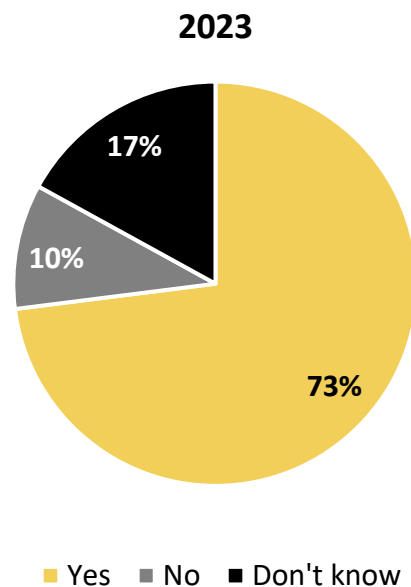
▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

Similar to the previous election period, nearly three-quarters of eligible voters believe that if someone's name was not on the voter's list they are still eligible to vote; and to get their name on the voter's list the majority believe they can show ID at the voting station, contact Elections AB, or register online using Voterlink.

Those in the following groups are more likely to agree that if someone's name was not on the voter's list they are still eligible to vote:

- 55 years of age or older
- University or College educated
- Recall Elections Alberta Ads
- Received a voters information card
- Received "Be Ready to Vote" mailout
- Aware of Voterlink
- Voted in the 2023 Provincial Election
- Voted in advance
- Satisfied with the voting experience (6,7 ratings)

If someone's name was not on the voter's list were they still eligible to vote?



	Yes	No	Don't Know
2019	75%	9%	16%

If someone's name does not appear on the voter's list, what could they have done to get their name on it?*

	2023	2019
Show ID at voting station	74%	75%
Register online with Elections AB/ Register online using Voterlink	59% ▲	43%
Contact Elections Alberta	55% ▲	49%
Contact Returning Officer	29% ▲	22%
Be vouched by a witness	1%	na*
Other	<1%	<1%
Attend revision before voting day	na*	13%
Don't know	7%	8%

Base: Eligible voters (2023: n=1201, 2019: n=1201).

*Multiple mentions allowed.

Q13. As far as you know, if someone's name was not on the voter's list, were they still eligible to vote?

Q14. As far as you know, if someone's name does not appear on the voters list, what could they have done to get their name on it?

▲ Statistically significantly higher than 2019.

▼ Statistically significantly lower than 2019.

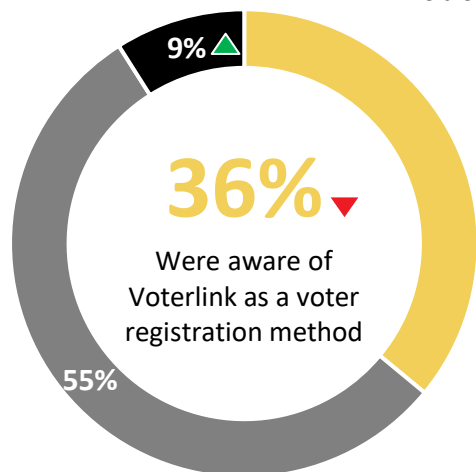


DETAILED RESULTS

Voters Link

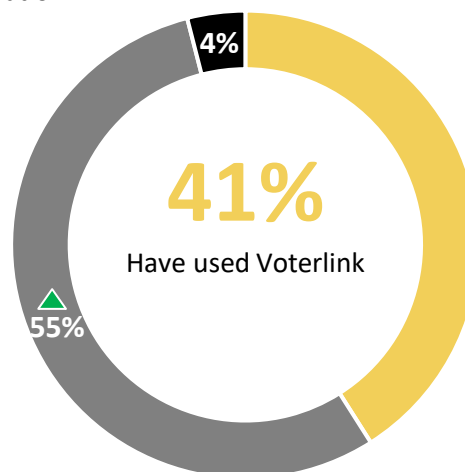
Over one-third of eligible voters are aware of Voterlink. Of those aware, two-in-five report having ever used Voterlink.

voterlink
is a secure online method of voter registration



■ Yes ■ No ■ Not sure

	Yes	No	Don't Know
2019	41%	53%	5%



■ Yes ■ No ■ Not sure

	Yes	No	Don't Know
2019	47%	47%	6%

Those in the following groups are more likely to be aware of Voterlink:

- University educated
- Recall Elections Alberta Ads
- Received a voters information card
- Recall newspaper ads
- Received “Be Ready to Vote” mailout
- Voted in the 2023 Provincial Election
- Voted in advance

Those in the following groups are more likely to have used Voterlink:

- Males
- University educated
- Voted in the 2023 Provincial Election

Base: Eligible voters (2023: n=1201, 2019: n=1201).

*Base: Eligible voters aware of Voterlink (2023: n=425, 2019: n=506).

Q15. Elections Alberta has a secure online method of voter registration (Voterlink). Before this survey, were you aware of this voter registration method?

Q16. Have you ever used Elections Alberta’s online registration system (Voterlink)?*

▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

Of eligible voters who have ever used Voterlink, over two-thirds were satisfied (6,7 ratings) with the system.

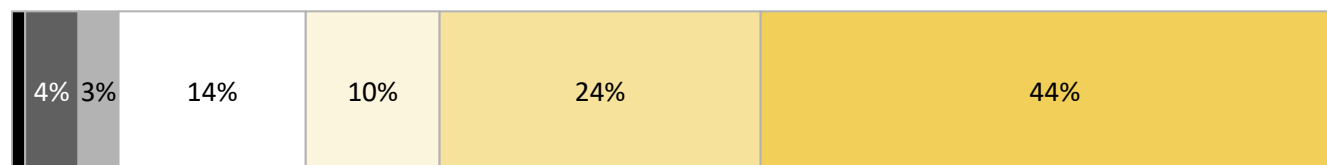
voterlink

is a secure online method of voter registration

**Satisfied
(6,7 ratings)**

**Not Satisfied
(1,2 ratings)**

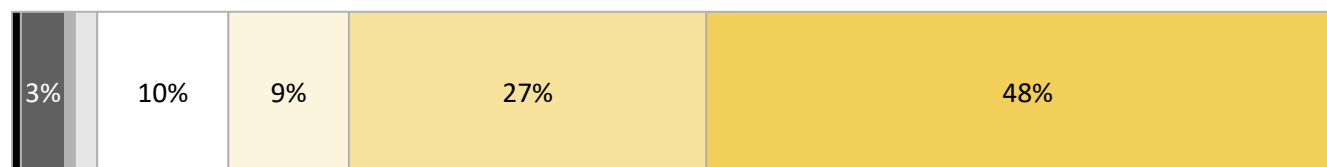
2023



68%

7%

2019



75%

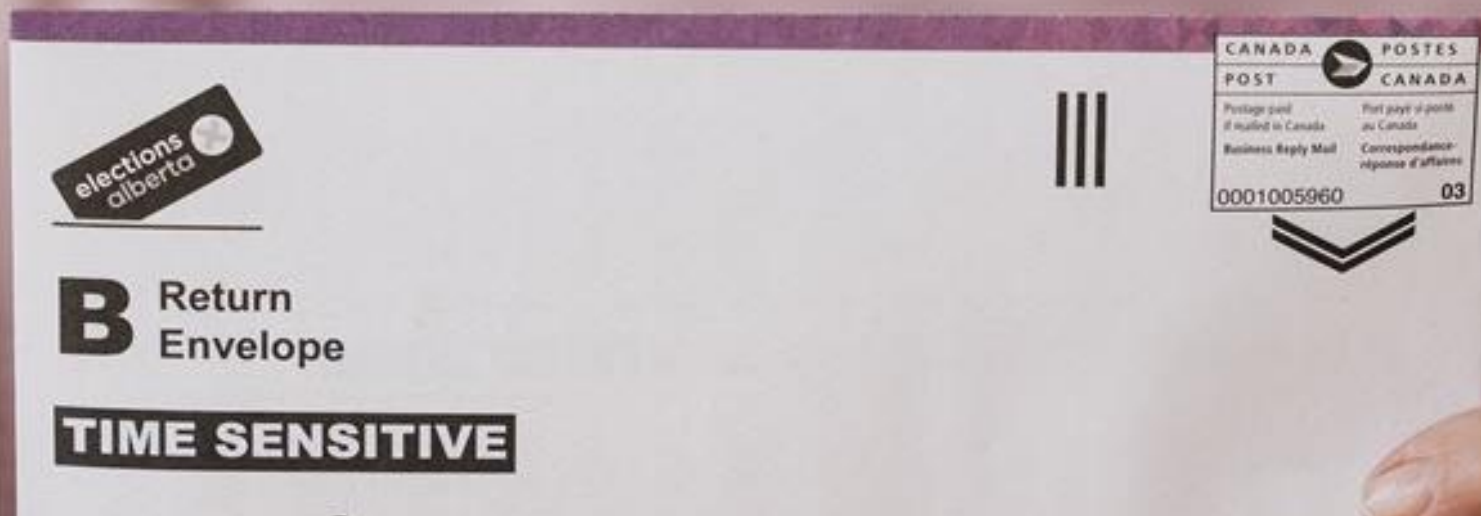
4%

Don't know
 1- Not at all satisfied
 2
 3
 4
 5
 6
 7 – Completely satisfied

Those living in Edmonton are significantly more likely to be satisfied (6,7 ratings) with Voterlink relative to those in Other Alberta.

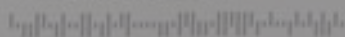
Base: Eligible voters who have used Voterlink (2023: n=165, 2019: n=506).

Q17. How satisfied are you with Elections Alberta's online registration system (Voterlink)?



I VOTED!

1000072108-T5G2Y5-BR03

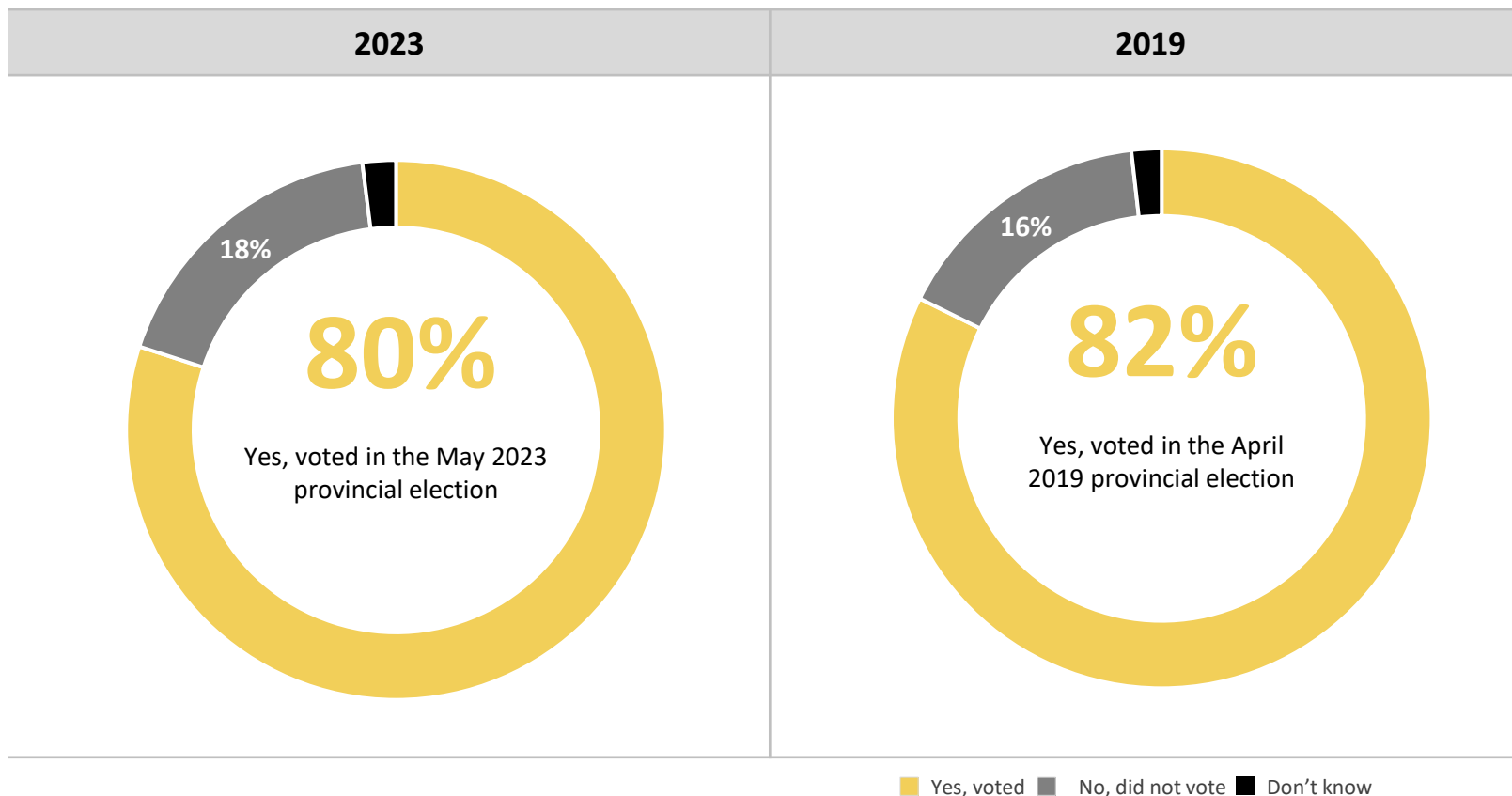


ELECTIONS ALBERTA
100-11510 KINGSWAY NW
EDMONTON AB T5G 9Z9

DETAILED RESULTS

Voting Behaviour (Self-Reported)

Four-in-five eligible voters say they voted in the May 2023 provincial election; a rate consistent with 2019 results.



Those in the following groups are more likely to have voted in the May 2023 provincial election:

- Calgary and Edmonton residents
- 45 years of age or older
- University or College educated
- Received a voters information card
- Received “Be Ready to Vote” mailout
- Aware of Voterlink
- Have used Voterlink

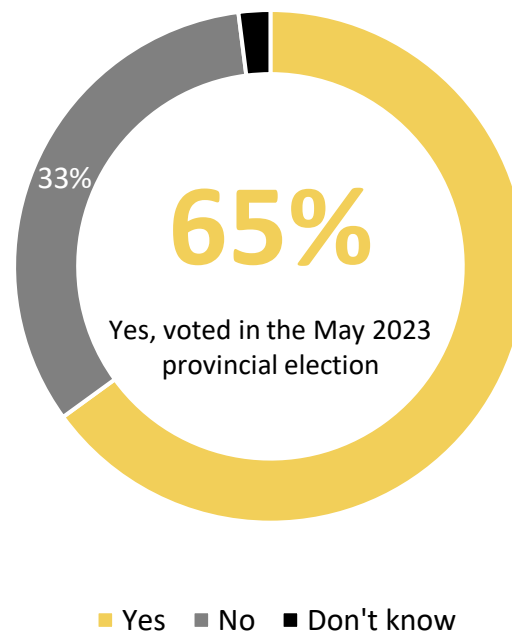
Base: Eligible voters (n=1,201)

Q18. In any election some people choose to vote, and some do not vote. Did you happen to vote in the May 2023 provincial election?

Responses 2% or less are not labelled

Ages 18-24

Nearly two-thirds of eligible voters ages 18-24 say they voted in the May 2023 provincial election.



Base: Eligible voters ages 18-24 (n=66)

Q18. In any election some people choose to vote, and some do not vote. Did you happen to vote in the May 2023 provincial election?

Responses 2% or less are not labelled

Nearly one-third of eligible voters who did not vote in the May 2023 provincial election indicate they did not wish to vote for any of the available candidates or did not have time to vote. Half of those who didn't vote indicate nothing would have encouraged them to vote.

Why didn't you vote?	
I did not wish to vote for any of the candidates on the ballot	31%
I did not have time to vote	29%
I was out of the province/country	9%
I have health issues which prevented me from voting	6%
I did not have any way to provide proof of my name and address	3%
Recently moved to Alberta	3%
Didn't think my vote would change the outcome	1%
Never received my voter card	1%
Other	2%
No reason in particular	13%
Don't know / Prefer not to answer	3%

What, if anything, would have encouraged you to vote in the recent election?	
Nothing	50%
Better candidates (less corruption)	10%
Better timing / Was busy	6%
Provide more information	3%
Candidates with similar values as me / Focused on the issues that matter to me	3%
More voting locations	2%
Online voting	2%
Different leaders representing the political parties	1%
More incentives to vote	1%
If I thought my vote would change the outcome	1%
Less negative campaigning	1%
Easier process to vote (e.g., registration, policies)	1%
Other	2%
Don't know / Prefer not to answer	18%

Ages 18 -24

Over half of eligible voters ages 18-24 who did not vote in the May 2023 provincial election indicated they did not have time to vote. Nearly two-thirds of those who didn't vote indicate nothing would have encouraged them to vote.

Why didn't you vote?*

I did not have time to vote	54%
I did not wish to vote for any of the candidates on the ballot	14%
I have health issues which prevented me from voting	8%
Didn't think my vote would change the outcome	5%
Recently moved to Alberta	3%
Other	6%
No reason in particular	11%

What, if anything, would have encouraged you to vote in the recent election?*

Nothing	65%
Better timing / Was busy	8%
Provide more information	5%
Less negative campaigning	5%
Better candidates (less corruption)	3%
Don't know / Prefer not to answer	19%

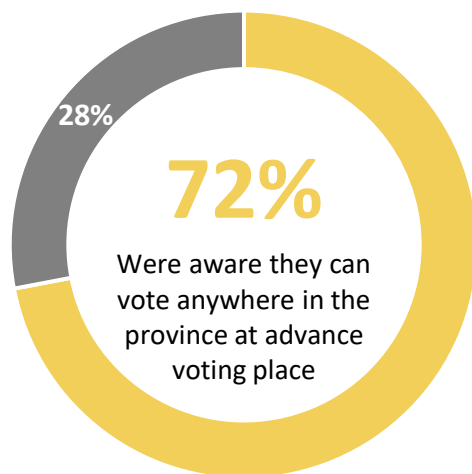
Base: Eligible voters aged 18-24 who did not vote in the May 2023 provincial election (n=25)*

Q19. What was the main reason that you did not vote?

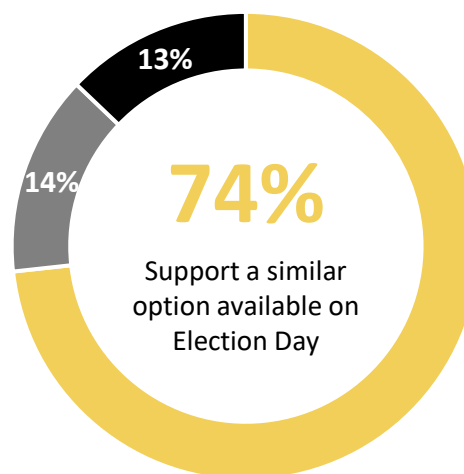
Q20. What, if anything, would have encouraged you to vote in the recent election?

*Use caution when interpreting results due to low base sizes

Over seven-in-ten eligible voters reported being aware they can vote anywhere in the province at an advance voting place, and just under three quarters support a similar option being available on Election Day.



■ Yes ■ No



■ Yes ■ No ■ Not sure

Those in the following groups are more likely to support a similar advance voting place option available on Election Day:

- Calgary and Edmonton residents
- University or College educated
- Recall Election Alberta Ads
- Received a voters information card
- Received "Be Ready to Vote" mailout
- Aware of Voterlink
- Voted in the 2023 Provincial Election
- Voted in advance

Base: Eligible voters (n=1,201)

Q33. Were you aware that you could vote anywhere in the province at an advance voting place?

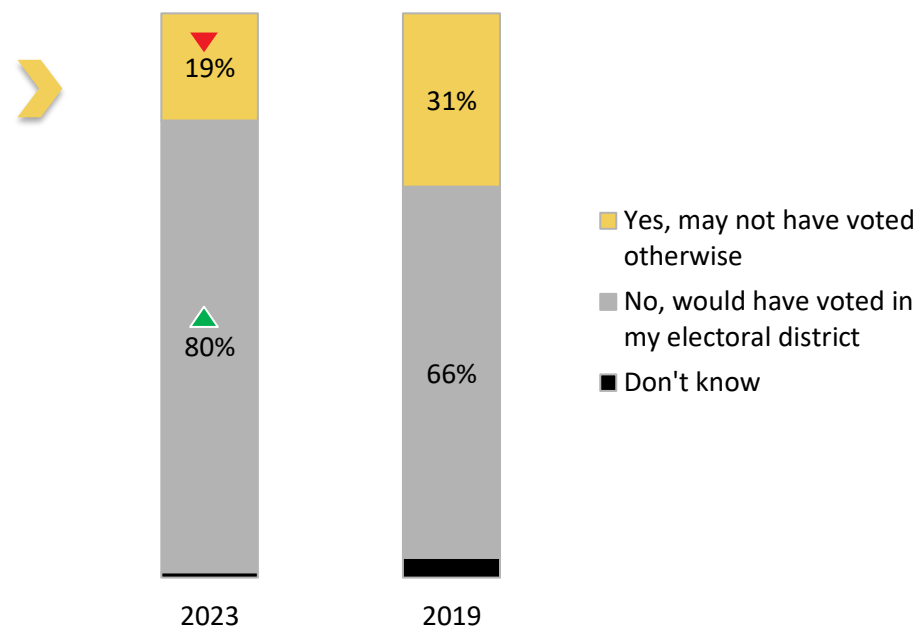
Q34. Would you support a similar option being available on Election Day?

Over half of eligible voters who voted in the May 2023 provincial election say they voted in the advance voting, significantly more than in the previous election (2019). Just under one fifth of those who voted in the advance voting indicated that the ability to vote at an alternative location allowed them to vote when they may not have voted otherwise.

How They Voted

	2023	2019
Advance voting	55% ▲	46%
On election day / Regular poll on election day (2019)	40% ▼	52%
NET: Special Ballot	3%	2%
Special Ballot in the local Returning Office	3%	na
Special Ballot at Elections Alberta	<1%	na
Vote by Mail	2%	na
Don't know / Prefer not to answer	<1%	<1%

Did the ability to vote at any advance location allow you to vote when you might not have otherwise?*



Base: Eligible voters who voted in the May 2023/April 2019 Provincial Election (2023: n=989, 2019: n=1,011).

*Base: Eligible voters who voted in the May 2023/April 2019 Provincial Election at Advance Voting (2023: n=547, 2019: n=473).

Q21. How did you choose to vote in this election?

Q22. Did the ability to vote at any advance location in the province allow you to vote when you might not have otherwise?

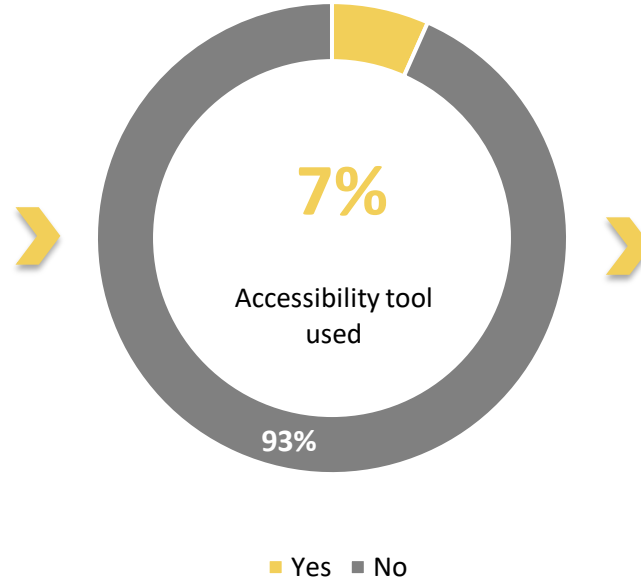
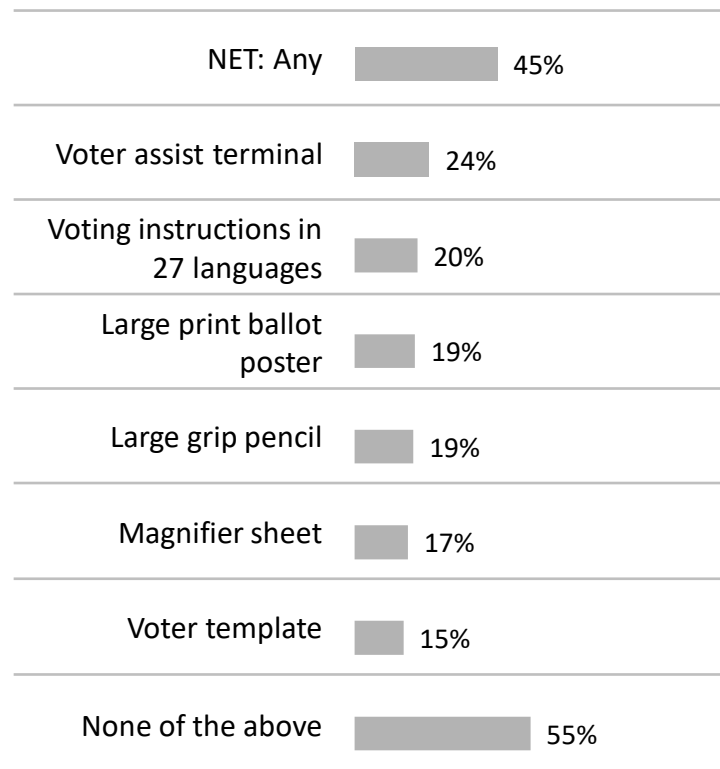
Responses 4% or less are not labelled.

▲ Statistically significantly higher than 2019.

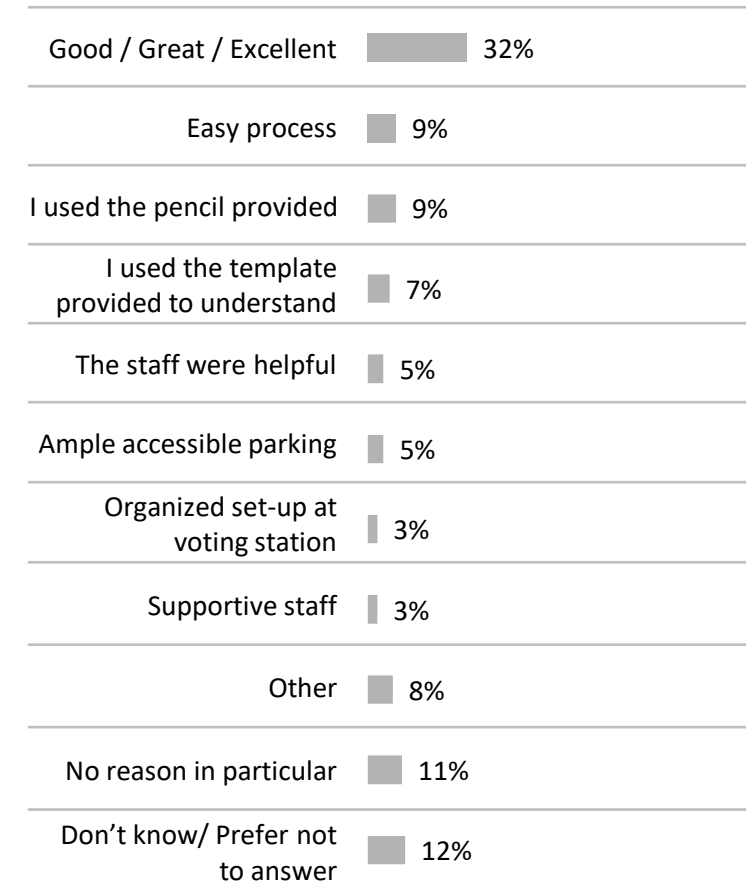
▼ Statistically significantly lower than 2019.

Less than half of eligible voters who voted in May 2023 were aware of any accessibility tools to assist voters in voting independently. Less than one in ten report using one of the tools, but a third of those who did use the tools have positive impressions of them.

Accessibility tools aware of



Experience with tools, among users*



Base: Eligible voters who voted in the May 2023 provincial election (n=989)

*Base: Eligible voters who used accessibility tools to vote in the May 2023 provincial election (n=56)

Q23. Elections Alberta provides various accessibility tools to assist voters to vote independently. Which ones are you aware of?

Q24. Did you make use of any accessibility tool(s) at a voting place?

Q25. Please describe your experience using an accessibility tool or tools while voting.

The majority of those who voted in the May 2023 provincial election did not report any problems or provide any suggestions to improve the voting process.

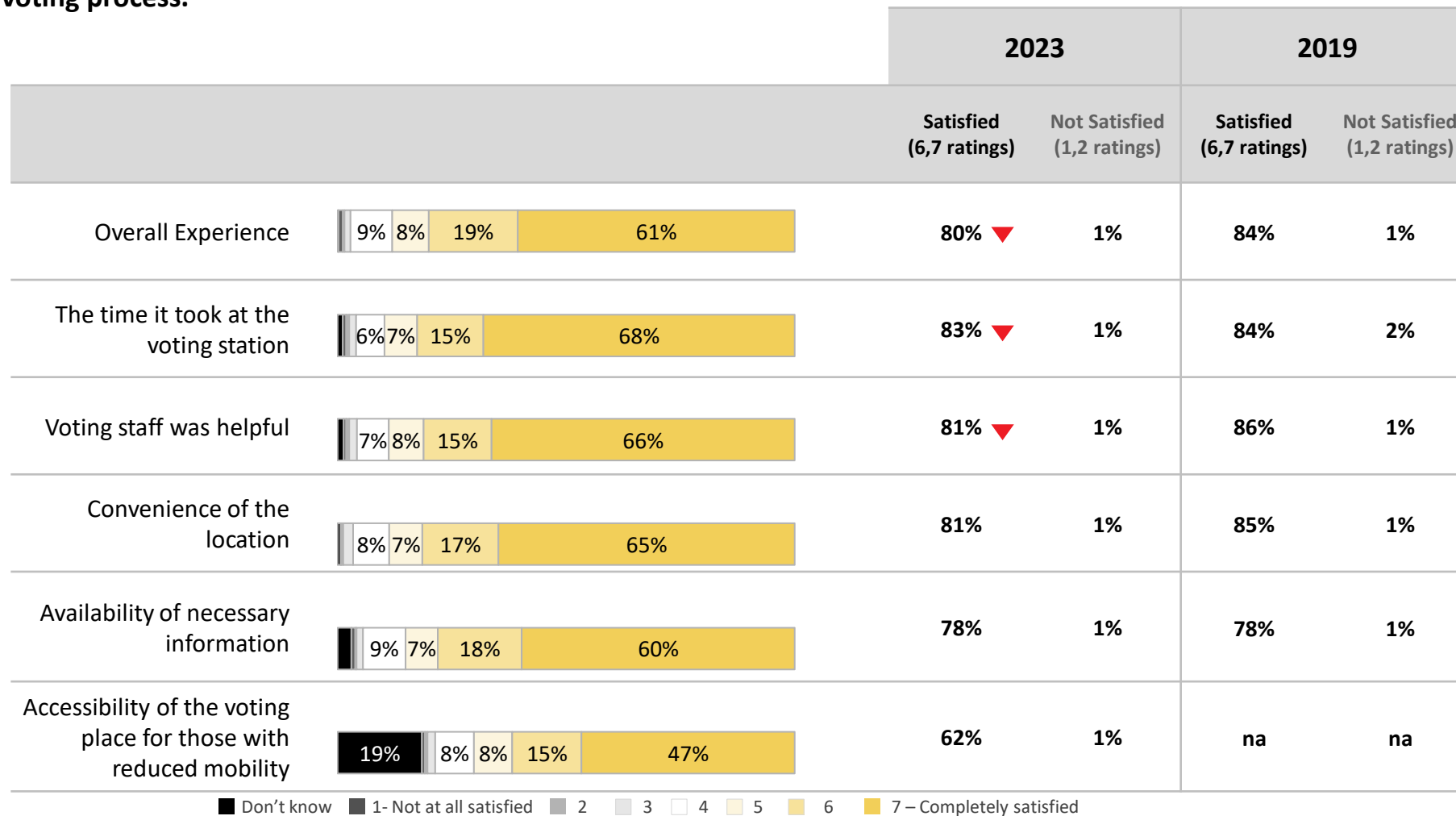
Suggestions on how to improve the voting process	
NET: Any	13%
Satisfied with the voting process	3%
Issues with voter cards / Provide up-to-date voters lists	2%
Better staff (competent, helpful, polite)	2%
Improve processes / More efficient	2%
Inadequate voting facility (e.g. cramped, not fully accessible for elderly people, people with mobility issues)	1%
Provide better instructions for voters before going to vote / Updated information	1%
Better signage at voting stations	1%
Open additional voting locations	1%
Ensure electronic voting machines are correctly accepting ballots / Machines are being used properly	1%
Other	1%
No reason in particular/ No suggestions / problems	85%
Don't know / Prefer not to answer	2%

Base: Eligible voters who voted in the May 2023 provincial election (n=989)

Responses less than 1% are not shown.

Q28. Did you have any problems with voting or any suggestions on how to improve the voting process?

The majority of those who said they voted in the May 2023 provincial election were satisfied with all aspects of the voting process.



Base: Eligible voters who voted in the May 2023/April 2019 provincial election (2023: n=989, 2019: n=1,011)

Responses 3% or less are not labelled

Q26. Using the scale from one to seven where 1 means NOT AT ALL SATISFIED, 4 is SOMEWHAT SATISFIED and 7 is COMPLETELY SATISFIED, overall how satisfied are you with your experience when you went to vote? Q27. Using a scale from one to seven where 1 means NOT AT ALL SATISFIED, 4 is SOMEWHAT SATISFIED and 7 is COMPLETELY SATISFIED, rate your satisfaction with...

Those in the following groups are more likely to report an overall satisfactory experience:

- 65 years of age or older
- Recall Elections Alberta ads
- Recall receiving a voter information card
- Received “Be Ready to Vote” mailout
- Voted in advance

▲ Statistically significantly higher than 2019.

▼ Statistically significantly lower than 2019.



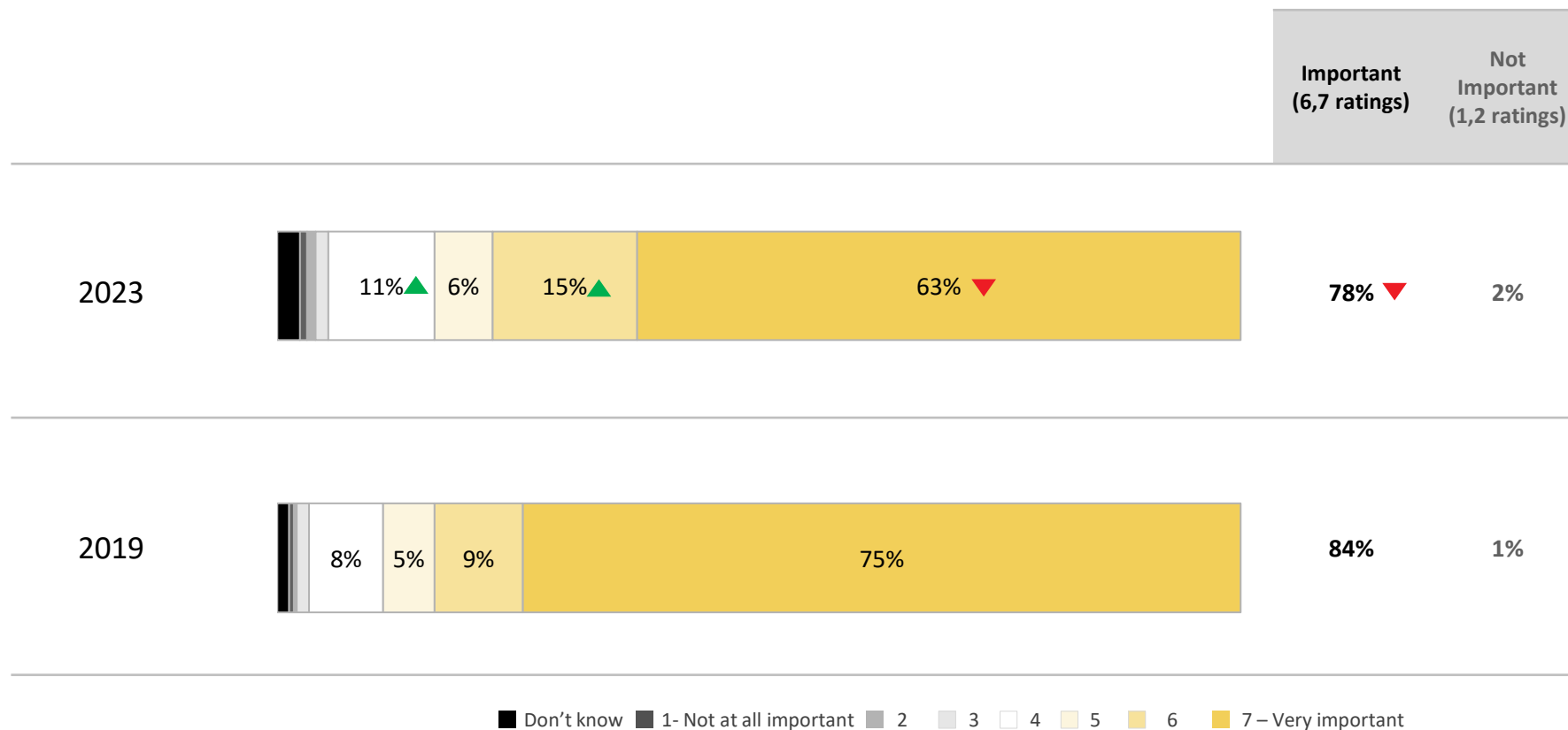
**VOTING
PLACE**



DETAILED RESULTS

Voting Profile

The majority of eligible voters think it is important that people vote in a provincial election.



Those in the following groups are more likely to think it is important that people vote in a provincial election:

- 45 years of age or older
- University or College educated
- Recall Elections Alberta ads
- Recall receiving a voter information card
- Received “Be Ready to Vote” mailout
- Aware of Voterlink
- Voted in the 2023 provincial election
- Voted in advance
- Satisfied (6,7 ratings) with their 2023 voting experience

Base: Eligible voters (n=1,201)

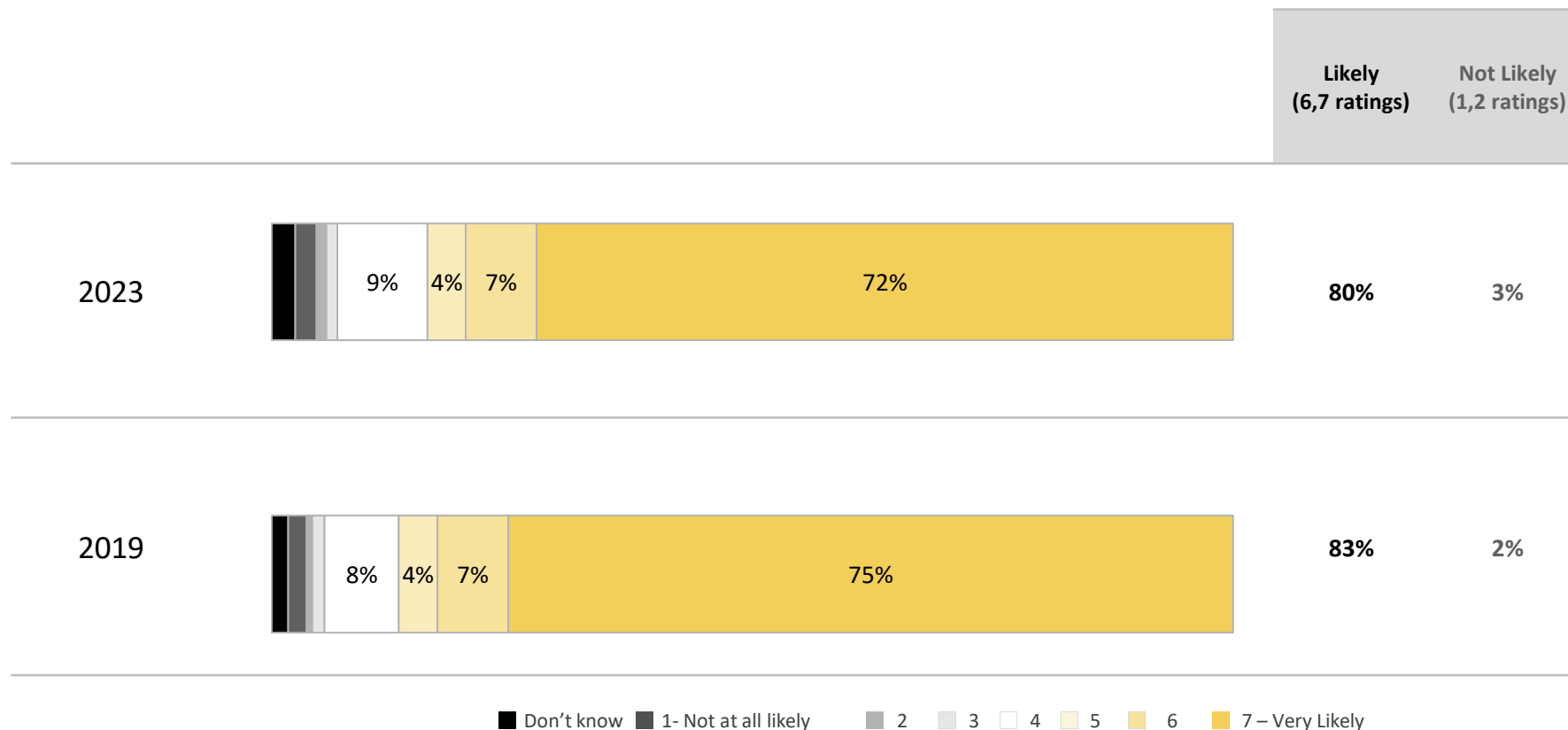
Responses 1% or less are not labelled

Q29. On a scale from one to seven where 1 means NOT AT ALL IMPORTANT, 4 means SOMEWHAT IMPORTANT and 7 means VERY IMPORTANT, how important is it that people vote in a provincial election?

▲ Statistically significantly higher than 2019.

▼ Statistically significantly lower than 2019.

The majority of eligible voters are likely to vote in the next provincial election.



Those in the following groups are more likely to vote in the next provincial election:

- 45 years of age or older
- University or College educated
- Recall Elections Alberta ads
- Recall receiving a voter information card
- Received "Be Ready to Vote" mailout
- Aware of Voterlink
- Has used Voterlink
- Voted in the 2023 provincial election
- Voted in advance
- Satisfied (6,7 ratings) with their 2023 voting experience

▲ Statistically significantly higher than 2019.
▼ Statistically significantly lower than 2019.

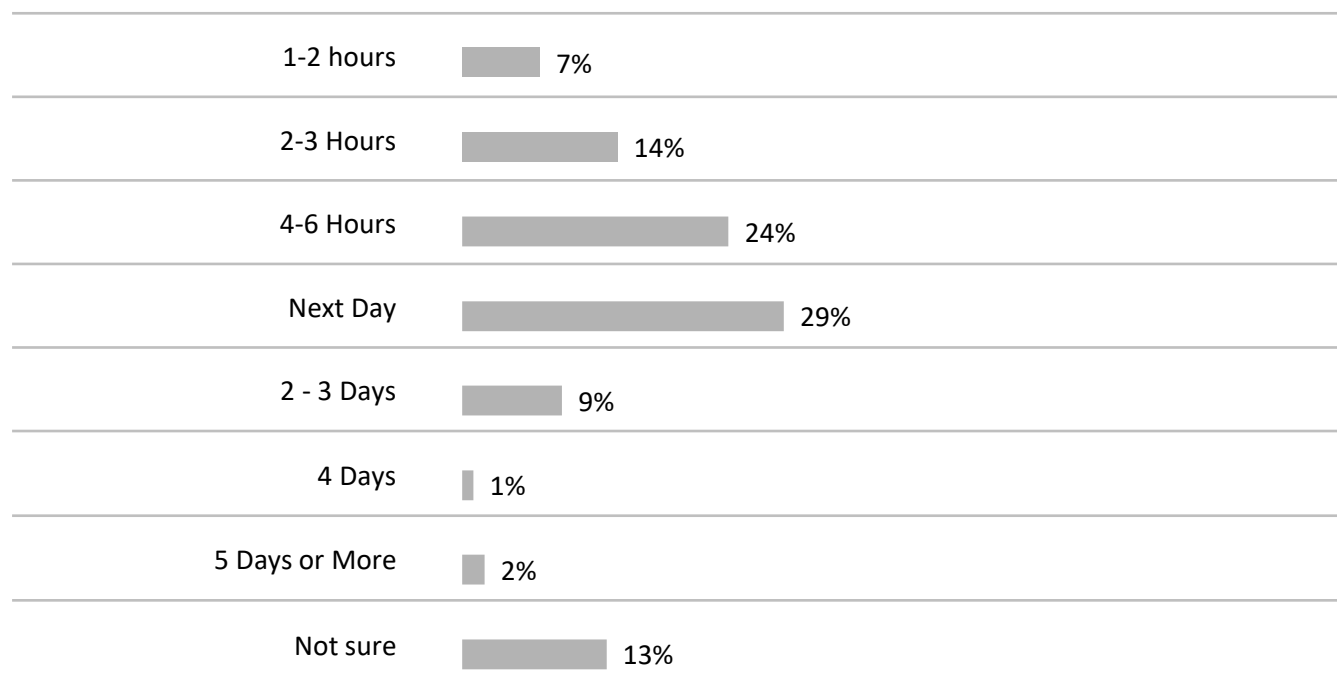
Base: Eligible voters (n=1,201)

Responses 2% or less are not labelled

Q30. On a scale from one to seven, where 1 is NOT AT ALL LIKELY, 4 is SOMEWHAT LIKELY and 7 is VERY LIKELY, how likely are you to vote in the next provincial election?

More than half of eligible voters believe that the most reasonable time to complete the unofficial count of all ballots and report the election results is either between 4 and 6 hours or on the following day.

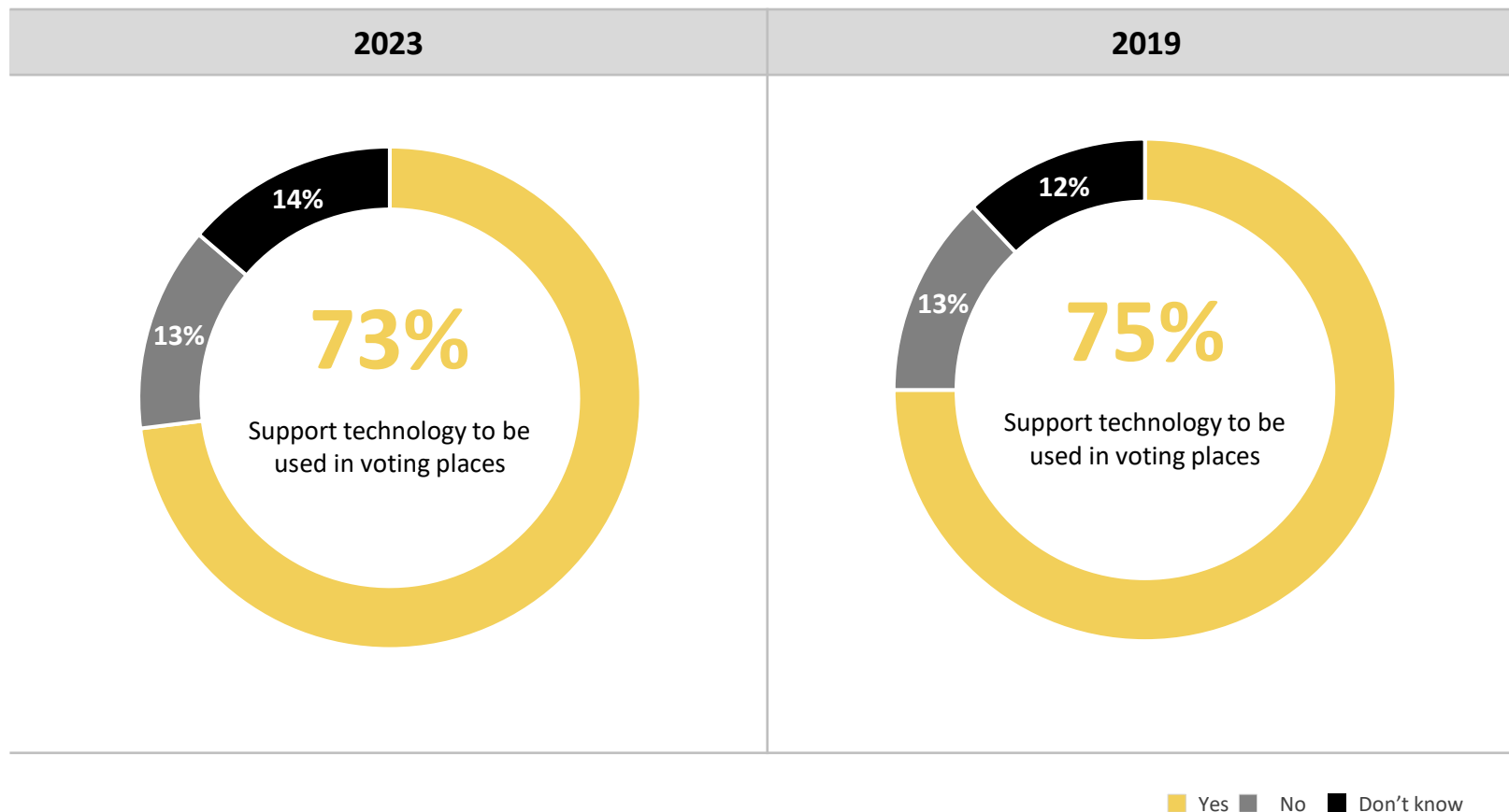
Reasonable time to complete unofficial count of all ballots and report the election results



Base: Eligible voters (n=1,201)

Q31. How long do you feel is reasonable to complete the unofficial count of all ballots and report the Election results?

Three-quarters of eligible voters support the use of technology in voting places to increase the efficiency and accuracy of the voting process and tabulation of results.



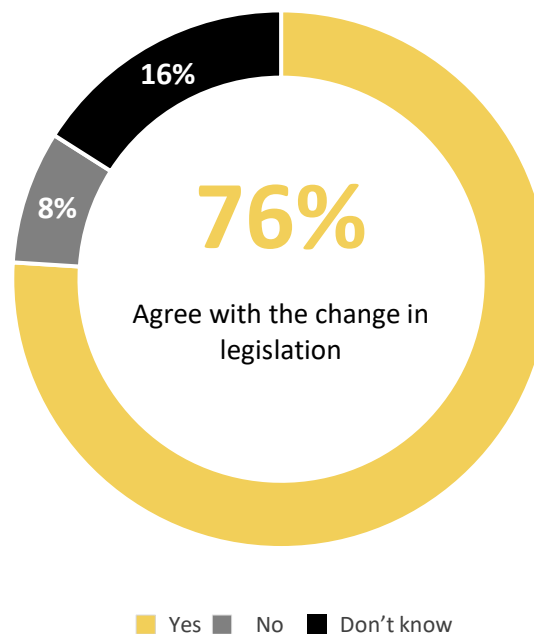
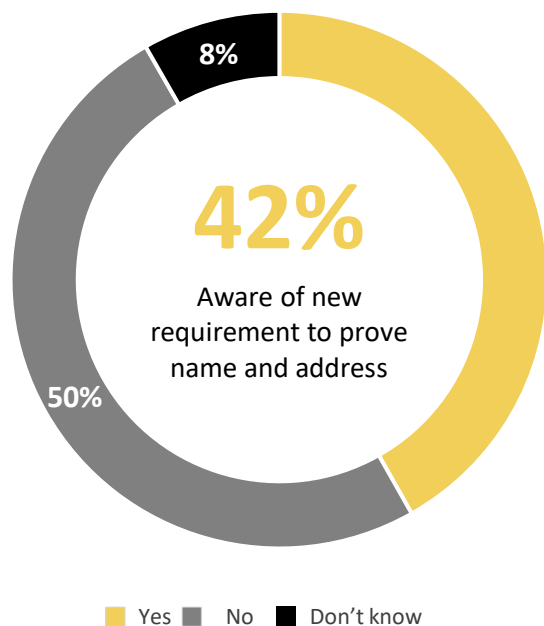
Those in the following groups are more likely to support technology used in voting places:

- Edmonton and Calgary residents
- University educated
- Recall Elections Alberta Ads
- Received a voters information card
- Received “Be Ready to Vote” mailout
- Aware of Voterlink
- Voted in the 2023 provincial election
- Voted in advance
- Satisfied (6,7 ratings) with their 2019 voting experience

Base: Eligible voters (2023: n=1,201, 2019: n=1,201)

Q32. Do you support the use of technology in voting places to increase the efficiency and accuracy of the voting process and tabulation of results?

Two-in-five eligible voters were aware of the new requirement for voters to prove their name and current address, and more than three quarters agree with the legislation change.



Those in the following groups are more likely to agree with the change in the legislation requiring all electors to prove their name and current address:

- Calgarians
- 45 years of age or older
- Recall Elections Alberta Ads
- Received a voters information card
- Received “Be Ready to Vote” mailout
- Aware of Voterlink
- Voted in the 2023 provincial election
- Voted in advance
- Satisfied (6,7 ratings) with their 2019 voting experience

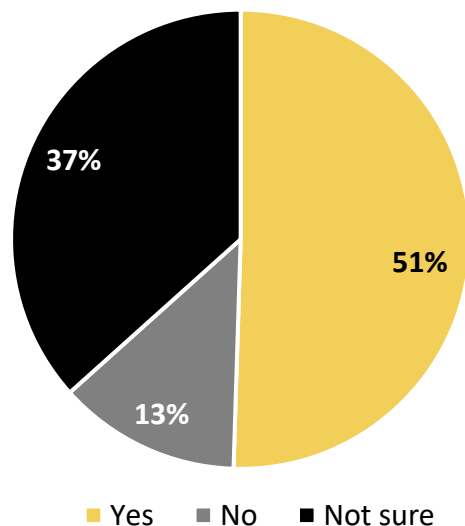
Base: Eligible voters (n=1,201)

Q35. Updates to the Election Act in 2022 required all electors to prove their name and current address for the first time in the 2023 Provincial General Election. Do you agree with this change to the legislation?

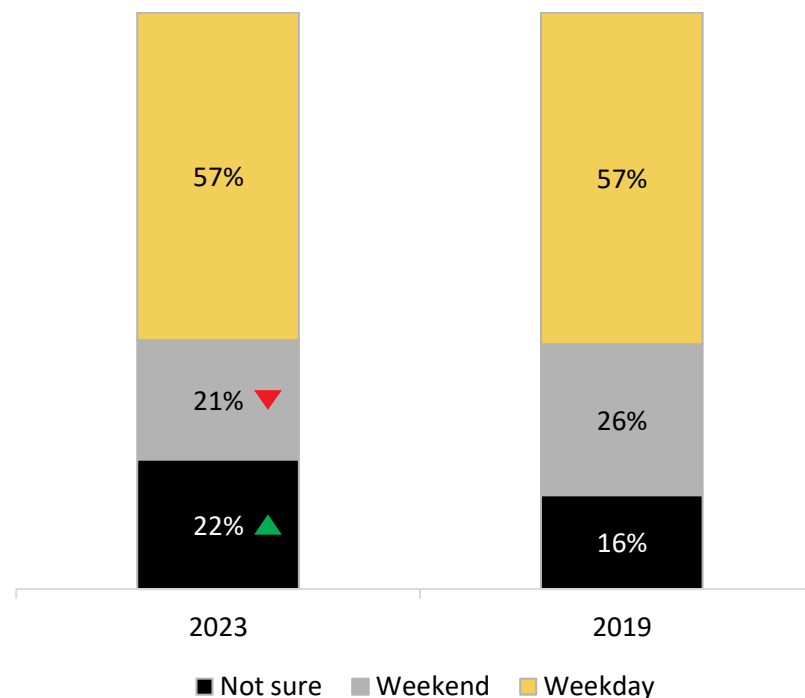
Q36. Were you aware of this new requirement to prove name and address?

Half of eligible voters support a fixed election date on the last Monday in May, and the majority of eligible voters would prefer the election date to be on a weekday.

Support for a Fixed Election Date to be held on the last Monday in May



If there was a change to the fixed election date, would you prefer Election Day to be on a weekday or a weekend?



Those in the following groups are more likely to support a fixed election date on the last Monday in May:

- Males
- 65 years of age or older
- University and College graduates
- Recall Elections Alberta ads
- Received “Be Ready to Vote” mailout
- Aware of Voterlink
- Has used Voterlink
- Voted in the 2023 Provincial Election
- Voted in advance
- Satisfied (6,7 ratings) with their 2019 voting experience

Base: Eligible voters (2023: n=1,201, 2019: n=1,201)

Q37 This was the first election with a fixed election date. Do you think the election should continue to be held on the last Monday in May?

Q38. If there was a change to the fixed election date, would you prefer Election Day to be on a weekday or a weekend?

▲ Statistically significantly higher than 2019.

▼ Statistically significantly lower than 2019.



RESPONDENT PROFILE

ELECTIONS ALBERTA

RESPONDENT PROFILE

	Total (n=1,201)
Region of Alberta	
Calgary	35%
Edmonton	33%
Another part of Alberta	31%
Gender	
Male	48%
Female	51%
Age	
18 to 24	8%
25 to 34	20%
35 to 44	20%
45 to 54	16%
55 to 64	16%
65 or older	19%

	Total (n=1,194)
Highest Level of Education	
Elementary School	<1%
Some High School	3%
High School Graduate	16%
Some Community or Technical College	10%
Community or Technical College Graduate	22%
Some University	11%
University Graduate	38%

OUR SERVICES

- **Leger**
Marketing research and polling
- **Customer Experience (CX)**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

OUR COMMITMENTS TO QUALITY



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.



BARRY DAVIS

Associate Vice-President

bdavis@leger360.com

780-423-0708