

Update on the Alberta NDP Leadership Race

May 2024



VOLE
LEADERSHIP
2024

pollara
strategic insights

The NDP Race

Leadership races are not decided by how the general public feels about candidates. **They are decided by how many membership forms candidates sell.**

What general population polls – including this one – provide insights on is how big a job the eventually winner will have when it comes to introducing themselves to Albertans.

Pollara was in field when the race kicked off in February. Now, as members prepare to vote, we revisit the contest to see how awareness levels and impressions of the candidates has changed.

This survey also tested video of the three perceived frontrunners in the race, to gauge the potential these candidates have to move the dial as they introduce themselves to Albertans.

Methodology

- **Field Window:** May 3rd to 13th, 2024. This survey was in field before Gil McGowan dropped out of the race.
- **Sampling:** Online survey of randomly-selected sample of **1,200 adult (18+) Albertans**.
- **Reliability*:** As a guideline, a probability sample of this size carries a margin of error of $\pm 2.8\%$, 19 times out of 20. The margin of error is larger for sub-segments.
- **Weighting:** Sampling quotas were set up for this survey by region, gender, age, and income. Data has been weighted using the most current gender and age Census data, to ensure the sample reflects the actual population of adult Albertans.
- **Tracking:** In instances where question wording has been kept constant, results are tracked against a Pollara survey fielded February 8th to 15th using the same research panel.



21%

of Albertans are excited at the prospect of Nenshi as NDP leader, more than 5 times the number of any other candidate

Key Findings

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- Interest in the Alberta NDP leadership race has increased slightly since the contest kicked off.
- Nenshi started the race as the best known candidate, and has managed to *grow* his familiarity levels more than anyone else.
 - Familiarity levels with Nenshi have shot up in Edmonton. At the start of the contest, Edmontonians had similar familiarity levels with Nenshi and Sarah Hoffman, but Nenshi is now the best known candidate there by a wide margin.
- Albertans feel more positive than negative about all the candidates. Feelings towards the candidates has not changed much during the race, though the share of Albertans “excited” about the potential of Nenshi as NDP leader has grown 4 points.
 - Within the NDP voter pool, Nenshi excites over 5 times more people (37%) than Hoffman (7%), Ganley (5%) or Calahoo Stonehouse (4%).



54%

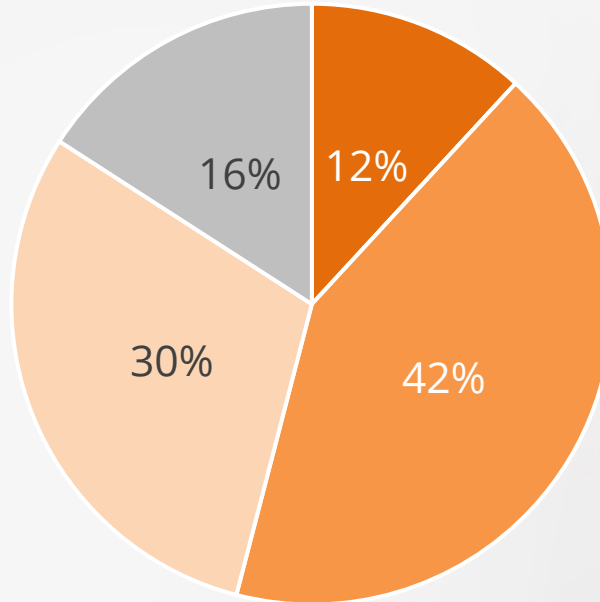
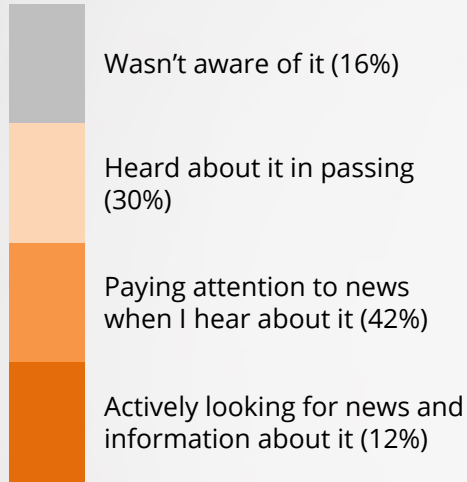
of Albertans feel positive about Kathleen Ganley after seeing a video of her, a 34-point increase

Key Findings: Video Testing

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- Survey respondents were shown the first minute of the launch videos for Nenshi, Hoffman, and Ganley.
- Nenshi continues to generate the highest excitement levels and the most positive sentiment *after* exposure to these videos, but his advantage over Hoffman and Ganley narrows considerably. This suggests Hoffman and Ganley both have the potential to create a favourable impression with NDP voters less familiar with them as the race progresses – and with the general public should they win.
- *Before* seeing the videos, in a word association exercise, voters connect **Nenshi** to his record as Mayor, describing him as a good leader. *After* seeing his launch video, Nenshi is described a “relatable”, “down to earth”, and “caring”.
- **Hoffman** is the candidate most connected to the NDP brand. She comes across as “confident” and “determined” in her video.
- Voters familiar with **Ganley** describe her as “smart” before seeing her video. In her video, she is seen as a determined underdog.

Attention to NDP leadership race



Actively looking for news and information about it (change since Feb): 12% (+3)

- Calgary: 14% (+3)
- Edmonton: 12% (+1)
- Rest of Alberta: 11% (+4)
- Men <50: 12% (-1)
- Men 50+: 13% (+8)
- Women <50: 10% (+1)
- Women 50+: 13% (+4)

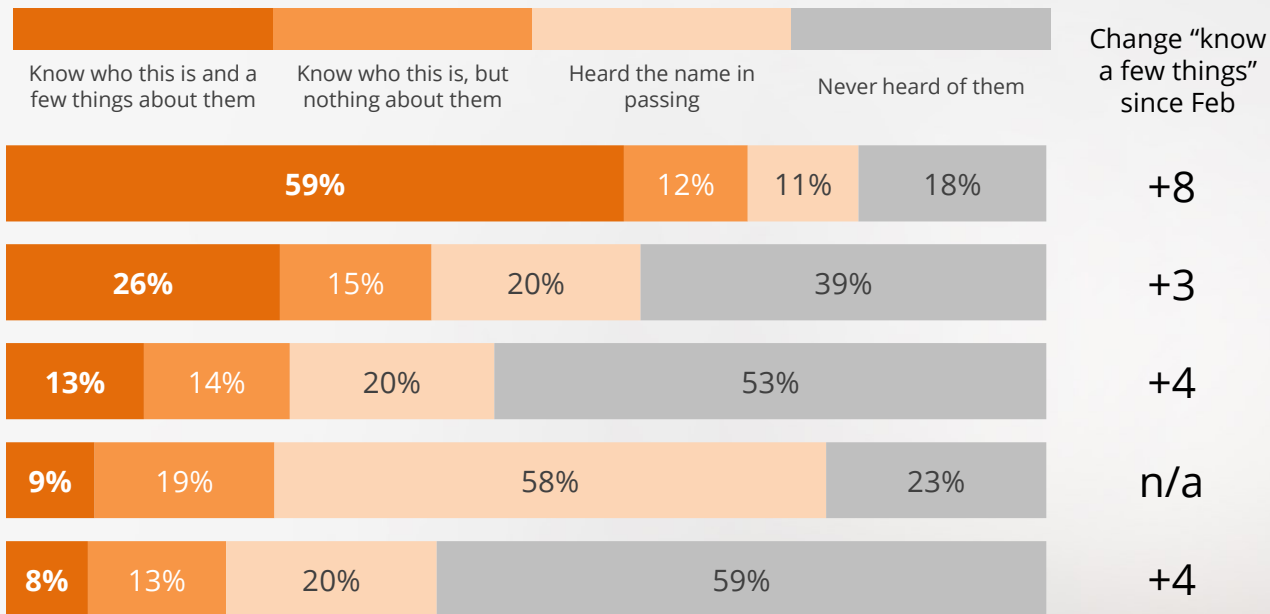


How closely are you following news about the Alberta NDP leadership race?

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Familiarity with leadership candidates

- Nenshi was already the most known candidate at the start of the race, and he has grown his familiarity levels more than anyone else. Those over 50, high-income earners, and homeowners report knowing the most about Nenshi.



How familiar are you with the following people?

Strategic Insights

Familiarity with leadership candidates – by region

- Nenshi was already well known in Calgary at the start of the race, and increased his familiarity levels in Edmonton by 13 points during the race. In February, he was on par with Hoffman for familiarity levels in Edmonton, whereas he is now decisively the best known candidate there.
- Hoffman's profile increased most in Calgary (+7) and modestly in Edmonton (+4) and the rest of the province (+2).
- Ganley's profile grew more in Edmonton (+7) and Calgary (+6) than in the rest of the province (+2).

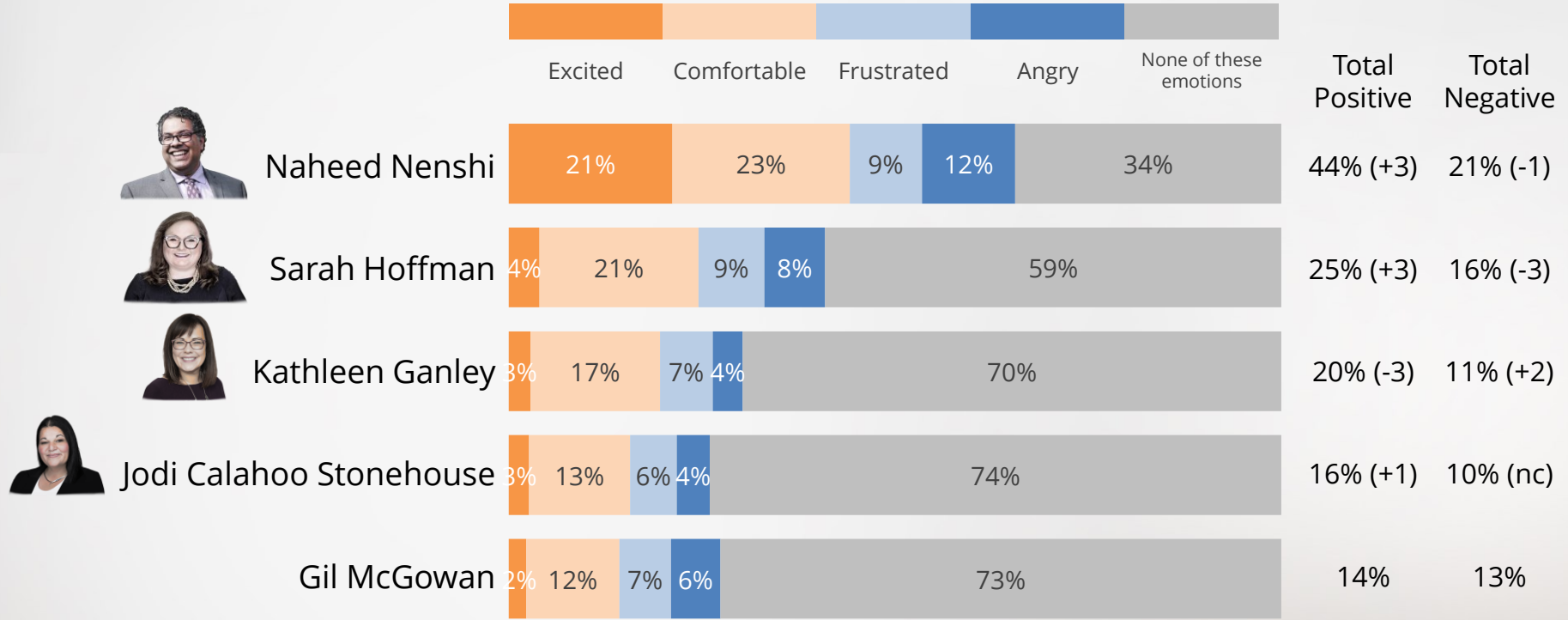
	Calgary	Edmonton	Rest of Province
Naheed Nenshi	80%	47%	52%
Sarah Hoffman	22%	37%	24%
Kathleen Ganley	16%	16%	10%
Gil McGowan	13%	10%	7%
Jodi Calahoo Stonehouse	7%	11%	13%



How familiar are you with the following people?

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How would Albertans feel if each candidate won?



How would you feel if each of the following people became the next Alberta NDP leader?

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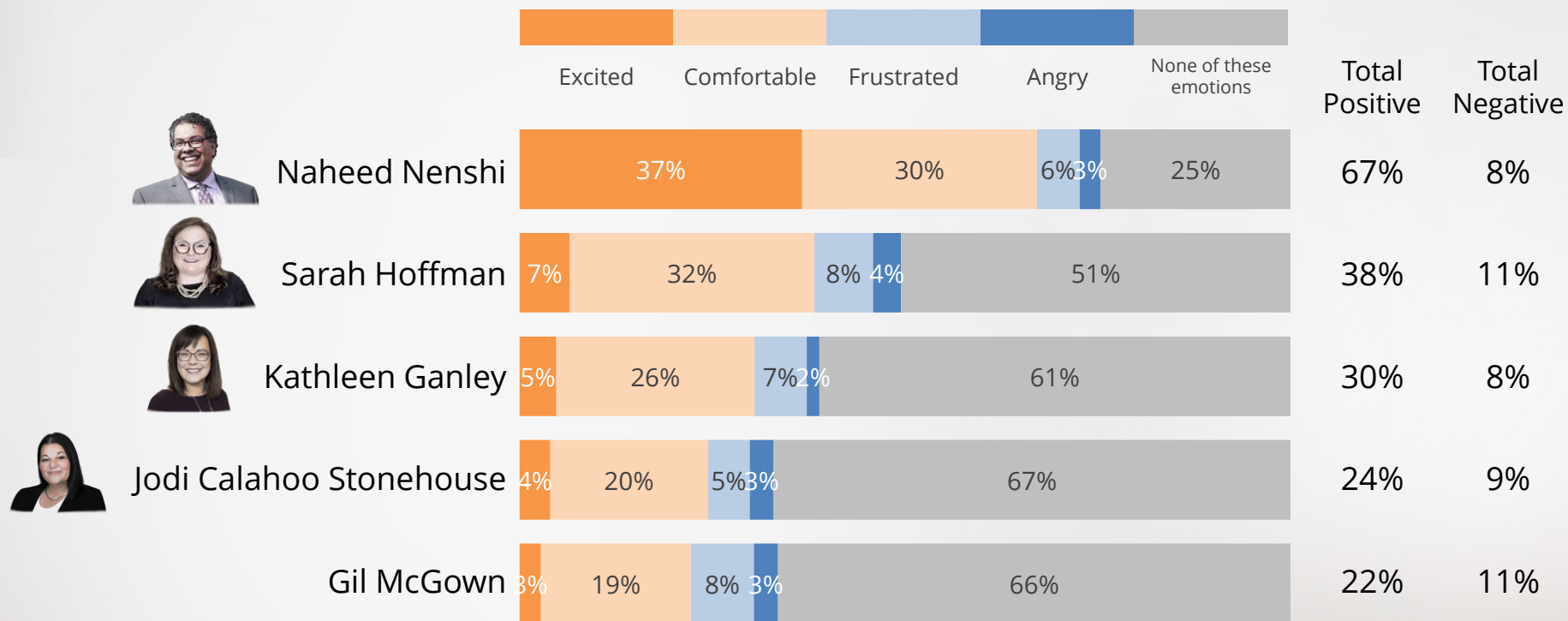
Feelings about candidates – by region

	Overall		Calgary		Edmonton		Rest of Province	
	Pos	Neg	Pos	Neg	Pos	Neg	Pos	Neg
 Naheed Nenshi	44%	21%	57%	23%	41%	16%	37%	23%
 Sarah Hoffman	25%	16%	22%	16%	32%	17%	23%	17%
 Kathleen Ganley	20%	11%	23%	12%	22%	12%	17%	9%
 Jodi Calahoo Stonehouse	16%	10%	14%	12%	19%	10%	15%	9%
Gil McGown	14%	13%	15%	16%	15%	17%	14%	9%



How would you feel if each of the following people became the next Alberta NDP leader?

Feelings about candidates – within NDP voter pool



How would you feel if each of the following people became the next Alberta NDP leader? (Base: Certain/Likely/Might vote NDP next election)

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Naheed Nenshi video



Respondents shown first 58 seconds of this video:

[Naheed Nenshi for Alberta. For all of us. \(youtube.com\)](https://www.youtube.com/watch?v=NaheedNenshi)

- After seeing the video, positive emotions to Nenshi rise 15 points and negative emotions decline by 3 points.
- This video improves feelings towards Nenshi the most among young people, low-income earners, and Edmontonians.
- Most common words to describe Nenshi *before* seeing video: **“leader”**, **“mayor”**, and **“good”**.
- Most common words to describe Nenshi *after* seeing video: **“relatable”**, **“down to earth”**, and **“care”**.



How would you feel if each of the following people became the next Alberta NDP leader?

Having seen this video of him, how would you feel if Naheed Nenshi became the next Alberta NDP leader?

What words best describe the type of politician or type of leader each of the following people are?

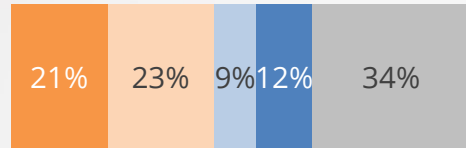
Based only on this video, what words would you use to describe the type of politician or type of leader Naheed Nenshi is?

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Impact of Naheed Nenshi video

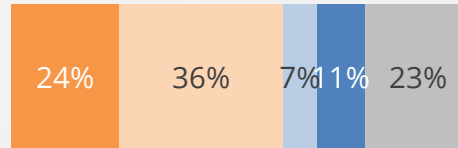
Before seeing video

Naheed
Nenshi



Total Positive: 44%
Total Negative: 21%

After seeing video



Total Positive: 59%
Total Negative: 18%



Strategic Insights

Sarah Hoffman video



Respondents shown first 58 seconds of this video:

[Sarah Hoffman for Leader- Health Climate Housing](#)

- After seeing the video, positive emotions to Hoffman rise 29 points and negative emotions remain the same.
- This video improves feelings towards Hoffman the most among Calgary and Edmontonians, middle income earners, and young people.
- Most common words to describe Hoffman *before* seeing video: **“NDP”**, **“experienced”**, and **“socialist”**.
- Most common words to describe Hoffman *after* seeing video: **“determined”**, **“confident”**, and **“good”**.



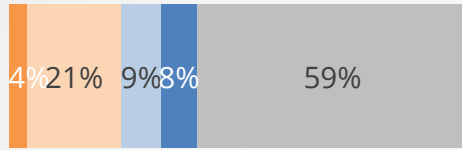
How would you feel if each of the following people became the next Alberta NDP leader?
Having seen this video of him, how would you feel if Sarah Hoffman became the next Alberta NDP leader?
What words best describe the type of politician or type of leader each of the following people are?
Based only on this video, what words would you use to describe the type of politician or type of leader Sarah Hoffman is?

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Impact of Sarah Hoffman video

Before seeing video

Naheed
Nenshi



Total Positive: 25%
Total Negative: 16%

After seeing video

16%

38%

11%

4%

30%

Total Positive: 54%
Total Negative: 16%



Strategic Insights

Kathleen Ganley video



Respondents shown first 58 seconds of this video:

[The Underdog | Kathleen Ganley Campaign Video \(youtube.com\)](https://www.youtube.com/watch?v=...)

- After seeing the video, positive emotions to Ganley rise 34 points and negative emotions rise 3 points.
- This video improves feelings towards Ganley the most among women under 50, Edmontonians, and parents.
- Most common words to describe Ganley *before* seeing video: **“smart”**, **“intelligent”**, and **“knowledgeable”**.
- Most common words to describe Ganley *after* seeing video: **“underdog”**, **“determined”**, and **“good”**.



How would you feel if each of the following people became the next Alberta NDP leader?
Having seen this video of him, how would you feel if Kathleen Ganley became the next Alberta NDP leader?
What words best describe the type of politician or type of leader each of the following people are?
Based only on this video, what words would you use to describe the type of politician or type of leader Kathleen Ganley is?

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Summary: Impact of videos

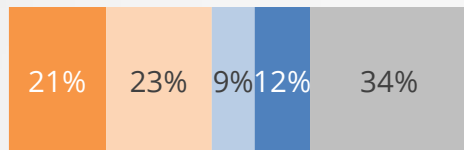
Before seeing video

Total Positive Total Negative

After seeing video

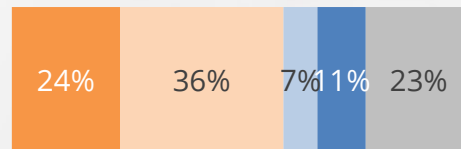
Total Positive Total Negative

Naheed Nenshi



44%

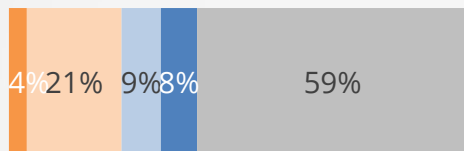
21%



59%

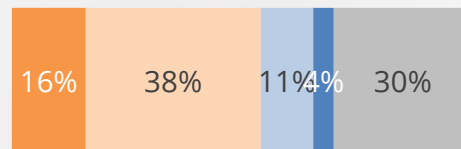
18%

Sarah Hoffman



25%

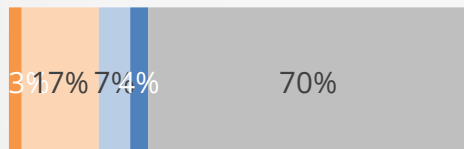
16%



54%

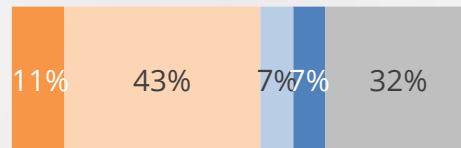
16%

Kathleen Ganley



20%

11%



54%

14%



How would you feel if each of the following people became the next Alberta NDP leader?
Having seen this video of her/him, how would you feel if [NAME] became the next Alberta NDP leader?



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