Janet Brown
OPINION RESEARCH

Alberta Election Poll
Conducted for CBC Calgary
## Fielded May 12 to 24, 2023

The Poll

The recent provincial election was a pivotal moment for Alberta. All indicators pointed to a tight race, with Calgary being the critical battleground. CBC News commissioned a poll by Janet Brown Opinion Research in the lead up to election day. In the end, this poll proved to be the most accurate prediction of voting intention among all the publicly-released polls.

This research brief summarizes CBC's coverage of the poll, and the feedback received.

The random survey of 1,200 Albertans was conducted using a hybrid method between May 12 and 24 by Edmonton-based Trend Research under the direction of Janet Brown Opinion Research. Survey respondents were contacted by telephone from randomly generated lists of phone numbers containing 50 per cent landlines and 50 per cent cellphones. Numbers were called up to five times, at five different times of day before being considered 'unreachable'. Respondents were given the option of answering the survey when contacted, receiving a callback at a more convenient time, or receiving a link and answering the survey online. The sample is representative of region, age and gender. The margin of error is +/- 2.8 percentage points, 19 times out of 20. For subsets, the margin of error is larger.

Janet Brown has been examining and tracking public opinion in Alberta for more than 30 years. Together with Trend Research, Janet Brown also conducted the only poll during the 2019 Alberta provincial election with results that were within the margin of error for all political parties at both a provincial and regional level.
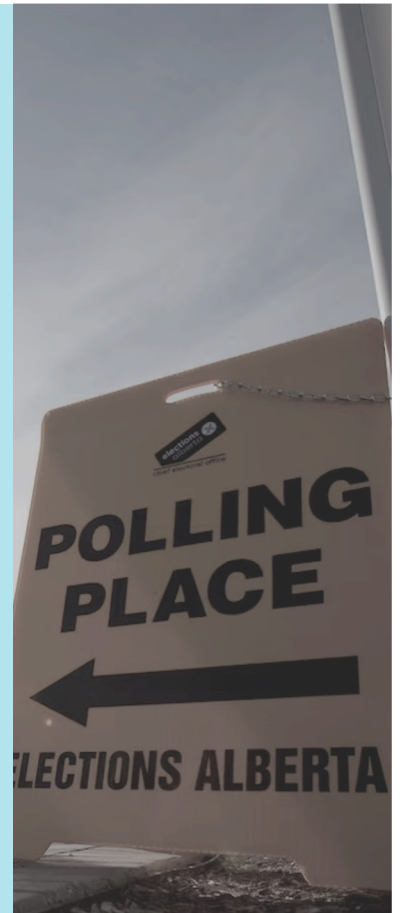
CBC Coverage

CBC News poll suggests United Conservative Party headed for victory in Alberta

(f) (y) (✉) (reddit) (in)

UCP leads province-wide, but race remains competitive in battleground Calgary, according to CBC News poll

Brooks DeCillia · CBC News · Posted: May 26, 2023 4:00 AM MDT | Last Updated: May 26

Alberta NDP Leader Rachel Notley, left, and UCP Leader Danielle Smith prepare for a debate in Edmonton on Thursday, May 18, 2023. While most Albertans seem to prefer the UCP over the NDP, voters appear to have identical impressions of the two parties' leaders. (Jason Franson/The Canadian Press)

3338 comments (=)

After trailing in the polls for years, the United Conservative Party appears poised to win a majority next Monday, according to a new CBC News poll.

"If you asked me four months ago how I thought this election was going to turn out, I'd say the NDP was going cruise to victory," said Calgary-based pollster Janet Brown, who conducted the random survey of 1,200 Alberta voters.

Brown thinks the ruling UCP turned things around with their big-spending campaign promises, beginning in early April.

But Calgary remains competitive — and at least one longtime political watcher says it's too early to count out the NDP.

# UCP holds big lead outside Alberta's two biggest cities

The UCP leads province-wide with 52 per cent amongst decided or leaning voters, followed by the NDP at 44 per cent.

One in five voters surveyed in the random poll conducted between May 12 -24 are still deciding how they will vote in Alberta's general election on Monday.

Voting Intention - Decided and Leaning

If a provincial election were held in Alberta today, which one of the following parties would you vote for?

■ UCP ■ NDP ■ ABP ■ Ind ■ Lib ■ Green

60%

52%

44%

50

40

30

20

10

1%   1%   1%   1%
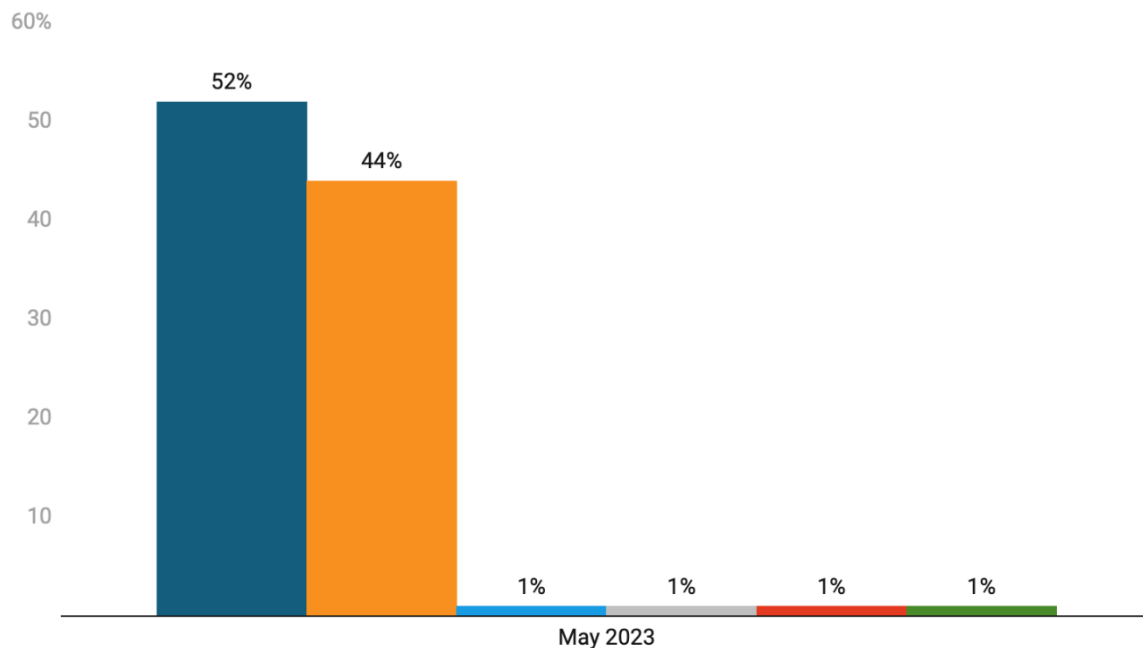
May 2023

May 2023
Chart: Janet Brown Opinion Research /Trend Research for CBC News • Created with Datawrapper

A survey of Alberta voters last fall found that 51 per cent of women intended to vote NDP, compared to 43 per cent of men.

Men remain more likely to vote for the UCP — but women appear evenly split between the two parties in this most recent poll.

Voting Intention by Gender
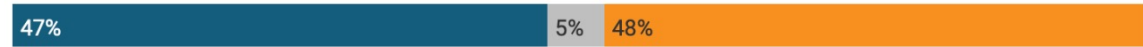## May 2023

■ UCP ■ Other ■ NDP

Total

| 52% | 4% | 44% |

Men

| 58% | | 39% |

Women

| 47% | 5% | 48% |

If a provincial election were held in Alberta today, which one of the following parties would you vote for?

Chart: Janet Brown Opinion Research /Trend Research for CBC News • Source: Elections Alberta • Get the data • Created with Datawrapper

Using CBC News' polling results, Brown predicts the UCP is likely to capture 51 of the 87 seats in Alberta's Legislative Assembly.

In the May 2019 election, the United Conservative Party — a merger of the Wildrose Party and Progressive Conservative Association in 2017 — grabbed 55 per cent of the popular vote and 63 seats in the legislature. The NDP won 24 seats, mostly in Edmonton.

Seat Projections

May 2023

■ UCP ■ NDP
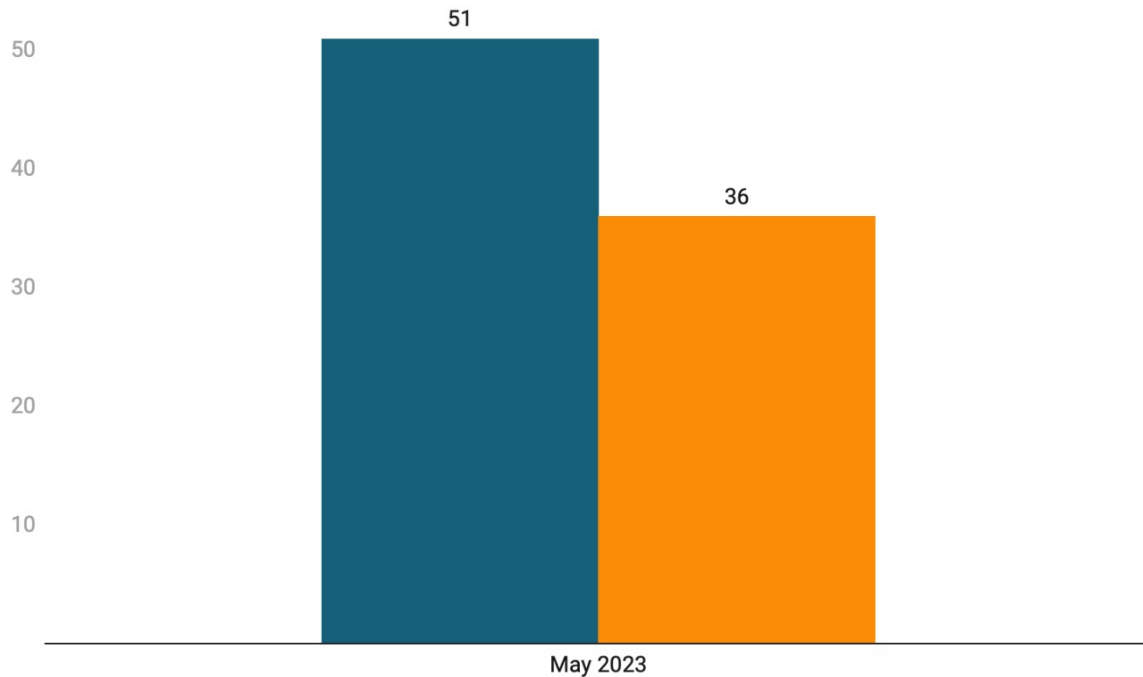
Source: Janet Brown Opinion Research • Created with Datawrapper

Smith and Notley have identical approval ratings

While most Albertans seem to prefer the UCP over the NDP, voters in the Prairie province appear to have identical impressions of the two parties' leaders.

Nearly half of Albertans (47 per cent) somewhat or strongly disapprove of both the UCP's Danielle Smith and the NDP's Rachel Notley.

The two leaders vying for the province's top job each received identical 42 per cent approval ratings.
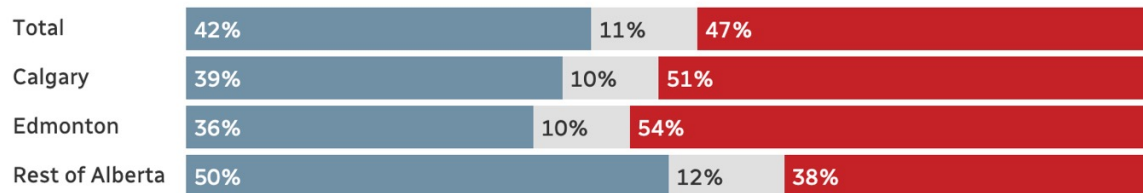
Leader Approval by Region

May 2023

■ Approve   ■ Not sure   ■ Disapprove

Danielle Smith

	Approve	Not sure	Disapprove
Total	42%	11%	47%
Calgary	39%	10%	51%
Edmonton	36%	10%	54%
Rest of Alberta	50%	12%	38%

Rachel Notley

	Approve	Not sure	Disapprove
Total	42%	11%	47%
Calgary	44%	10%	46%
Edmonton	50%	12%	38%
Rest of Alberta	32%	11%	57%
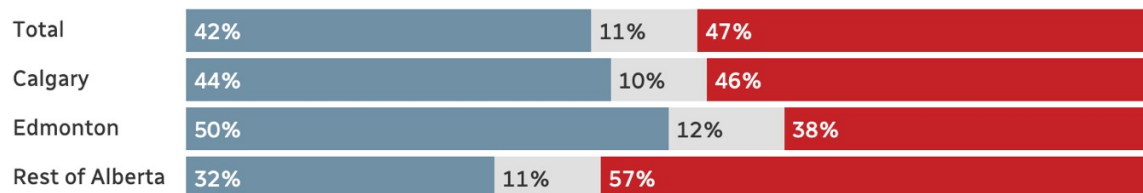
Please indicate whether you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of Danielle Smith and Rachel Notley
Created with Datawrapper   Source: Janet Brown Opinion Research / Trend Research - CBC News

Smith's campaign attracted a lot of controversy.

Last week, the province's ethics commissioner concluded that Smith breached Alberta's conflict of interest law.

The UCP leader also took heat earlier in the campaign for suggesting those who got vaccinated against COVID-19 fell for the "charms of a tyrant" specifically referencing Adolf Hitler.

Here's the Alberta leaders' debate in 5 minutes

2 months ago | 4:57

Alberta UCP Leader Danielle Smith and NDP Leader Rachel Notley traded jabs over their parties' records and which leader the province could trust. Questions focused on several issues most important to Albertans: health care, affordability and the economy.

And the NDP repeatedly hammered Smith throughout the campaign for her previous support for paying out-of-pocket for doctor visits.

Brown thinks the NDP's relentless focus on Smith's competence and trustworthiness backfired.

She thinks many Alberta voters got turned off by the negative tone of the campaign.

- **ANALYSIS** **Rachel Notley may be luring new voters to NDP — but not many United Conservatives**

- **ANALYSIS** **Alberta's post-truth election? Why trust may not matter anymore**

"I think by focusing so much on Smith, [the NDP] gave people a reason to doubt Smith and her competence as leader, but they didn't do enough to give people an affirmative reason to vote for the NDP," said Brown.

"The NDP had a campaign that only had one note," added Brown. "As the election campaign ground along, Albertans became more comfortable with Smith and less comfortable with Notley."

Longtime Alberta political watcher Duane Bratt echoes Brown, stressing that the NDP's attack ads likely overwhelmed voters.

"It's been a very negative campaign," said the political scientist with Mount Royal University's economics, justice, and policy studies department.

Janet Brown is a pollster based in Calgary. A poll conducted by Brown found that the UCP leads province-wide with 52 per cent amongst decided or leaning voters, followed by the NDP at 44 per cent. (CBC)

Bratt thinks some NDP punches — including Smith's controversial Hitler and poppy comments — landed with voters.

But Bratt thinks a lot of the negative campaign became noise that voters tuned out.

"They've thrown everything out, every video that they have.... If you throw everything at it, it seems like it's a piling on," said Bratt in an interview with CBC News.

Poll shows battleground Calgary remains close

The horse race between the UCP and NDP remains tight in Calgary

The UCP leads amongst deciding and leaning voters with 49 per cent in Alberta's largest city. The NDP remains competitive with 46 per cent.

Bratt thinks lingering concerns in Calgary voters' minds about the UCP leader could still help New Democrats.

"I think they have a sliver of hope because there remain doubts about Smith," said Bratt.

- **Why climate isn't a big issue on the Alberta campaign trail**

- **UCP, NDP roll out top post-election priorities**

Bratt wonders if these misgivings will translate into traditional conservative voters staying home. He recalls the 2012 election where public opinion polls suggested Smith — then leader of the Wildrose Party — would win but the Progressive Conservatives came from behind to win a majority.

Conservatives are a constant in Calgary.

The city has — for decades — reliably elected conservatives provincially and federally.

The economy has rebounded, but doubts persist in Calgary voters' minds about Smith, says Bratt.

"The UCP should win and should win quite handily," he said. "The fact that they're not is because of Danielle Smith."

CBC News' random survey of 1,200 Albertans was conducted using a hybrid method between May 12 and 24 by Edmonton-based Trend Research under the direction of Janet Brown Opinion Research. The sample is representative of regional, age and gender factors. The margin of error is +/- 2.8 percentage points, 19 times out of 20. For subsets, the margin of error is larger.

The survey used a hybrid methodology that involved contacting survey respondents by telephone and giving them the option of completing the survey at that time, at another more convenient time, or receiving an email link and completing the survey online. Trend Research contacted people using a random list of numbers, consisting of both landlines and cellphone numbers. Telephone numbers were dialed up to five times at five different times of day before another telephone number was added to the sample. The response rate was 5.35 per cent.
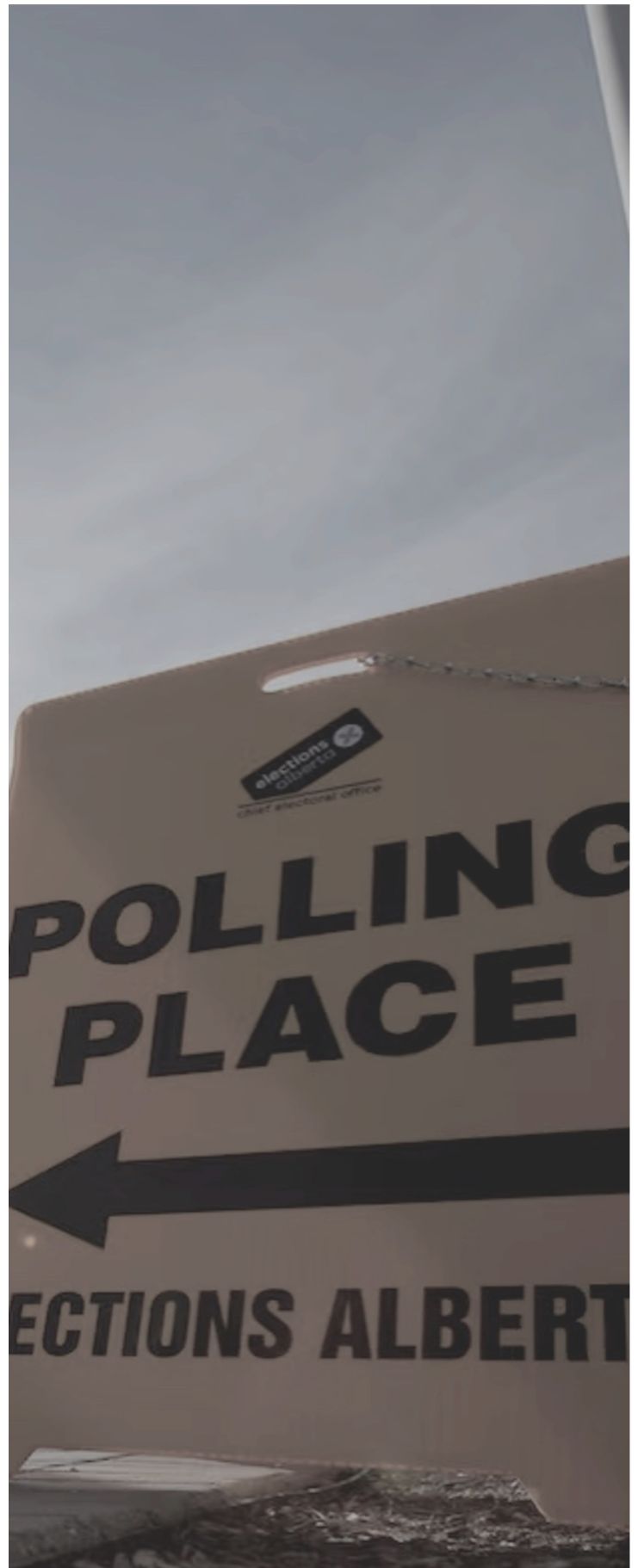
ABOUT THE AUTHOR

 Brooks DeCillia

Brooks DeCillia spent 20 years reporting and producing news at CBC. These days, he's an assistant professor with Mount Royal University's School of Communication Studies.

CBC's Journalistic Standards and Practices | *About CBC News*

Corrections and clarifications | *Submit a news tip* | *Report error* ⌄

Pre-Election Jitters

Seditious Me @SeditiousMe · May 26

"Fingers crossed for me that my numbers prove accurate this time around."

Janet Brown, pollster, Alberta ON #CBC #EdmontonAM just now

I HOPE JANET IS WRONG BECAUSE SHE IS FORECASTING A UCP WIN

This election is not about Janet's Planet, in case I am not clear enough

II GIF ALT

Dammit, Janet.

💬 6   🔁 8   ♡ 30   📊 5,085   ⬆

Houston @HoustonaCanadan · May 26

Replying to @sargeant_rowan @DuaneBratt and 3 others

there looking for a narrative to fit the wonky numbers Janet is putting out. janet is grupping the whole metro together and that is gonna shift all of Calgary twards the ucp hard when it actually isn't

💬   🔁   ♡ 5   📊 136   ⬆

Tiffany Gillis, Sunqueen ✔ @tiffanyrg9 · May 26

Janet Brown, the only good pollster in Alberta, continuing to show the UCP ahead province wide and in Calgary

> 🔵 **Philippe J. Fournier** @338Canada · May 26
> Calgary
> 🔵UCP 49%
> 🟠NDP 46%
>
> → 338canada.com/alberta/polls....
>
> #ABpoli

💬 8   🔁 9   ♡ 43   📊 2,763   ⬆

Charles Adler @charlesadler · May 26

No offense to **Janet Brown**. But that's not possible. I am not a woman and I am not speaking for women. But too many Alberta women have been speaking to me and many of them used to voted PC. If I'm wrong, I will do a Carter & apologize to @planetjanetyyc

> 👤 **Jason Markusoff** @markusoff · May 26
> One striking thing behind UCP's lead in Janet Brown's poll: the NDP lead among women appears to have collapsed.
> Brown herself blames the campaign's negativity: cbc.ca/news/canada/ca...

💬 7   🔁 15   ♡ 78   📊 5,919   ⬆

13

Cole Boyd @THEColeBoyd · May 26

Replying to @DuaneBratt

These **Janet Brown** polls are wild. I know she's been right when others are wrong but this is an outlier in so many categories

💬 1　　🔁 1　　♡ 4　　📊 693　　↥

Collin Gallant @CollinGallant · May 26

Divisiveness is in the eye of the beholder… I think this showed up in the **Janet Brown** poll (out today), and based on the content of Notley's stop in #medhat last night, expect big positive vibes til Monday. It's also been a very targeted UCP campaign to avoid "economic disaster"

> **Colette Derworiz** @cderworiz · May 26
>
> Political divisiveness a threat to Alberta economy, business groups say thestar.com/news/canada/20… via @torontostar by @AmandaMsteph @CdnPressBiz

💬 1　　🔁　　♡　　📊 508　　↥

James Johnson @JCattonJohnson · May 26

@planetjanetyyc is an amazing pollster with a stellar, multi-decade track record. Her great work is made possible by her clients. If your org does any work in the public policy space, talk to Janet and give her your money.

💬　　🔁　　♥ 3　　📊 52　　↥

Holly Hoye @hollyhoye · May 26

Replying to @carter_AB and @planetjanetyyc

Her data is her data. I don't know about apologizing, but she might have some explaining to do.

💬 1　　🔁　　♡ 11　　📊 1,798　　↥

Lee Humphrey ✔ @tleehumphrey · May 26

Janet Brown is the most accurate pollster in AB & likely bang on, the fact that the CBC hired her & had to publish a story (read the story for the important breakdown & seat projection) about the results must be killing them. #NeverNotley #NeverNDP #abelxn23

Lawrence of Alberta (He/Him) @LawrenceofAB · May 26

Replying to @TheBreakdownAB and @planetjanetyyc

The poll uses data ranging from May 12-24. So some of the info is almost two weeks old. According to CBC, the response rate was roughly 5% to get 1200 interviews. By my calculation, they had to call 24,000 times to get the sample. This could be very biased.

💬 4　　🔁 4　　♡ 32　　📊 874　　↥

Lucy 🇨🇦 @TheBlueGem3 · May 26

Janet Brown's polling makes zero sense the demographic polling doesn't even make sense. I'm not buying it. Get out and vote Alberta! #VoteNDP! 🧡

💬 96　　🔁 126　　♡ 556　　📊 24.1K　　↥

KC @kayce_yeg · May 26

I'm pissed off this morning. **Janet Brown**'s latest poll has UCP in majority territory. I don't believe it. She is a paid pollster. Hired to get a specific result is she not?
Who and where are these people she calls? In Con safe territory?
#ableg #abpoli

💬 1　　🔁　　♡ 4　　📊 170　　↥

14

Jason Rockwell (He/Him) @IAMRockwell · May 26

Either **Janet Brown** or MainStreet are going to be vindicated on E-Day but it won't be both. #ABLeg

---

❄ **Mainstreet Research** ✅ @MainStResearch · May 26

3 Days to E-Day!

UCP: 48.4%
NDP: 46.3%
ABP: 1.9%
GRN: 1.5%
WIP: 1.1%
Others: 0.8%

Dates: May 22-25th
Sample: 1734
MOE: 2.3%

-

Public PDF: tinyurl.com/mw4fz6tw
Subscriber PDF: tinyurl.com/2p9b98yc
Model (Subscription): tinyurl.com/ycx7swr8

MAINSTREET RESEARCH
Survey of 1,734 Albertans
May 22-25, 2023
±2.3%
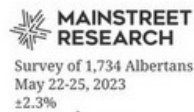
Alberta election
Decided voters

Others 0.8%
WIP 1.1%
Green 1.5%
Alberta 1.9%
NDP 46.3%
UCP 48.4%

Ms Simone 1🌎 1❤ UnAlberta Bound @TirxieSimone · May 26

After seeing **Janet Brown**'s "analysis" of the debate, I would NEVER trust a word she says. I swear she was watching a different debate. Don't trust ANY poll, positive or negative! Just VOTE!! 🍊🍊🍊🍊🍊

cbc.ca
CBC News poll suggests United Conservative Party headed for victor...
After trailing in the polls for years, the United Conservative Party appears poised to win a majority next Monday, according to a new CB...

💬 3   🔁   ❤ 3   📊 226   ⬆

15

🇨🇦**Marilyn**🇨🇦 **why can't puppies live fur-...** @Marilyn4Re... · May 26 ···
Replying to @DuaneBratt and @planetjanetyyc
Another pre-election poll statement, random survey of 1,200 Alberta voters, Only 1,200 Voters!

Media also played a part in Ontario's election & what happened, Ford won with 18% of vote😡

2.7 Million Alberta Voters just turn off news Media & just #abvote #AlbertaElection2023

💬 1   ⟲ 3   ♡ 8   ᐧ|ᐧ| 656   ⬆️

Evan Scrimshaw @EScrimshaw · May 26   ···
Vote intention, female voters:
Abacus: NDP +2
Ipsos: NDP +7
Angus Reid: NDP +7
Research Co: NDP +12
Janet Brown: NDP +1

It might be low on the NDP, but it ain't massively off the rest of the data

> 🧑 **Stephen Carter** @carter_AB · May 26
> Replying to @EScrimshaw
> And the gender gap we are discussing is having women vote equally for the UCP and NDP. Impossible to imagine.
>
> Practically invalidates the poll IMHO.
>
> It's like Mainstreet's poll in 2017 that had youth breaking away from Nenshi.

💬 2   ⟲ 1   ♡ 16   ᐧ|ᐧ| 6,614   ⬆️

Steve @beststeveyet · May 26   ···
Replying to @TheBreakdownAB and @planetjanetyyc
Janet's methodology does involve phone screens, what young person does a phone call survey

💬 2   ⟲   ♡ 19   ᐧ|ᐧ| 795   ⬆️

Bryan-Edward Taylor @BryanTaylorNews · May 26   ···
Replying to @2closetocall
First of all, It's Not Over. Second of all, you notice how every time the NDP gets a hint of momentum, the **Janet Brown** Poll is conveniently released to put a wrench in it. A poll that only UCP supporters are calling the gold standard. Coincidence? I doubt it.

💬 2   ⟲ 2   ♡ 8   ᐧ|ᐧ| 487   ⬆️

---

terry l. @dubsndoo · May 26   ···
CTV News' top story this morning is that "the race is really tight". They must have missed **Janet Brown**'s poll from yesterday that gave the UCP an 8 point lead.

💬 21   ⟲ 22   ♡ 104   ᐧ|ᐧ| 2,515   ⬆️

Election Night

James Johnson @JCattonJohnson · May 29

.@planetjanetyyc calls it again.

💬   ↻   ♡ 4   ⌁ 128   ⬆

Iain @straphangeryyc · May 29

Janet Brown kicking the door down at @ElectionsAB to count the votes HERSELF #abvotes

⏸ GIF

💬 6   ↻ 47   ♥ 263   ⌁ 13.7K   ⬆

Eyes On - Unacceptable @jaycurrie · May 29

Janet Brown, old school pollster, is the bomb...Current numbers: 52 UCP, 43 NDP....And here's Janet last week:

Voting Intention - Decided and Leaning

If a provincial election were held in Alberta today, which one of the following parties would you vote for?

■ UCP ■ NDP ■ ABP ■ Ind ■ Lib ■ Green

May 2023

Chart: Janet Brown Opinion Research /Trend Research for CBC News · Created with Datawrapper
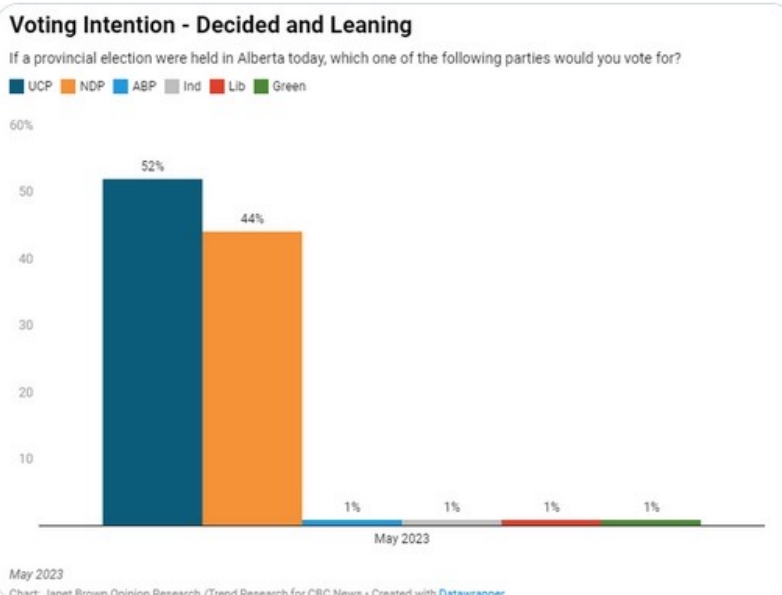
💬   ↻ 4   ♥ 9   ⌁ 428   ⬆

Duane Bratt @DuaneBratt · May 29

Congratulations to @planetjanetyyc who had UCP +8 province-wide and UCP +3 with a seat projection of 51-36. Pretty accurate!

💬 18   ↻ 17   ♥ 154   ⌁ 18K   ⬆

Erin @tom_e_kins · May 29

Janet Brown is exceptionally annoying.

💬   ↻ 1   ♡ 3   ⌁ 137   ⬆

Ray @menard_ray · May 29

Looks like @planetjanetyyc pretty much nailed it again.

I'm impressed again.

💬 2   🔁   ♡ 10   ㆍ||ㆍ 330   ⬆️

Sabrina Maddeaux @SabrinaMaddeaux · May 29

Janet Brown breaking the fourth wall upon hearing Elections Alberta's statement that nothing is wrong is just 👌

💬 2   🔁 4   ❤️ 38   ㆍ||ㆍ 11.8K   ⬆️

Rahim Mohamed @rmohamed_yyc · May 29

Is **Janet Brown** the Gerri Kellman of Alberta politics? Both are untouchable in their respective domains #abvotes

💬 1   🔁 3   ♡ 10   ㆍ||ㆍ 1,534   ⬆️

Mandi Johnson @MandiJohnsonAB · May 29

In @planetjanetyyc we trust. #ableg

💬   🔁 2   ❤️ 12   ㆍ||ㆍ 636   ⬆️

John Kordyback @jkordyback · May 29

Replying to @gmacofglebe

"A little song, a little dance, a little seltzer down your pants."

- Janet Brown

💬 1   🔁 2   ❤️ 7   ㆍ||ㆍ 4,094   ⬆️

Stephanie McLean @CDNStephanie · May 29

"If this is going according to plan, this is a terrible plan" - **Janet Brown**

Quote of the night. #abvotes

💬 1   🔁 5   ❤️ 25   ㆍ||ㆍ 2,113   ⬆️

Ubaka Ogbogu @UbakaOgbogu · May 29 ...

Janet Brown is officially annoying now. She's just on TV to shout out her polling. I'm over her.

💬 8   🔁 3   ♡ 78   📊 6,112   ⬆️

ryan @jkhatepage · May 29 ...

janet brown is LIVID LOLLL

💬 1   🔁   ♡ 25   📊 773   ⬆️

YEGerAgainstUCP @YEGerAgainstUCP · May 29 ...

Highlight of this incredibly boring election coverage is watching **Janet Brown** ever so politely and patiently tell this CBC dude very few votes have been reported, calm down (I'm paraphrasing of course) 😅🙌

#AbElection2023

💬   🔁   ♡ 7   📊 896   ⬆️

🎂 🚧 **Jeff Nachtigall** 📐 @dirklancer · May 29 ...

Big respect for some of @planetjanetyyc 's comments about being asked for commentary on ridic numbers.

💬   🔁   ♡ 7   📊 573   ⬆️

Ubaka Ogbogu @UbakaOgbogu · May 29 ...

Janet Brown is now talking about her "secret sauce" which makes her polling better than the rest. CBC is now a massive **Janet Brown** commercial.

💬 2   🔁 1   ♡ 53   📊 4,456   ⬆️

Charles Adler @charlesadler · May 29 ...

Breaking Candor @CBCCalgary Pollster **Janet Brown** disgusted w Elections Alberta Clustermuck.
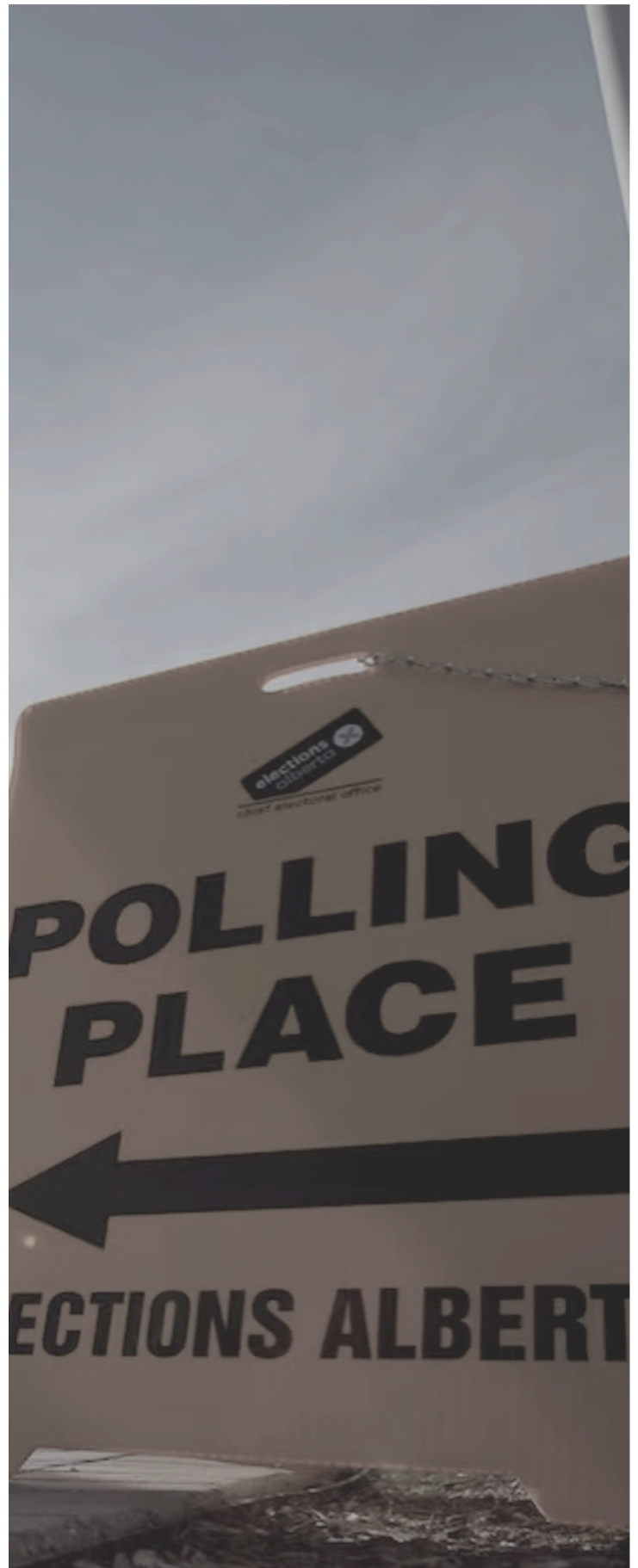
> **Janet Brown** @planetjanetyyc · May 29
> My Elections Alberta announcement face. #AbElection2023

💬 12   🔁 10   ♡ 78   📊 13.8K   ⬆️

Post-Election Fallout

Alasdair Robinson @Alasdair07 · May 29

Sounds like @planetjanetyyc was right all along
#abvotes

💬 2   🔁   ❤️ 6   📊 487   ⬆️

Charles Adler @charlesadler · May 30

Why is Calgary's Janet Brown known as #Alberta's pollster of record? Because the data says she is. Keep up the great work, Janet. Please forgive us when we doubt you. Your role is not to confirm wishes, hopes & dreams. It's to deliver a reality check. Thank you. @planetjanetyyc

> 🎉 **Polling Canada** @CanadianPolling · May 30
>
> (FIXED)
>
> Here's the average error for each of the pollsters in Alberta this election!
>
> Show this thread

Provincial Topline Average Error	
Pollster	**Error**
Janet Brown	0.40
Ipsos	1.33
Forum	1.47
Research Co.	1.73
EKOS	2.20
Leger	2.40
Oracle	2.40
Mainstreet	2.57
Abacus	2.67
Counsel	8.07

Excluded: Angus Reid

💬 2   🔁 9   ❤️ 45   📊 4,886   ⬆️

Dwayne Chomyn, Special Rapporteur if Need... @Citizen... · May 30

Never bet against @planetjanetyyc.
#sad

> 👤 **Derek Hetherington** @DAJHetherington · May 28
>
> I predicted an NDP win two weeks ago, and I'm standing by that prediction. These are my five reasons why NDP will form government tomorrow, and why the pollsters STILL have it wrong. #ableg #abpoli #abelxn23

💬   🔁   ❤️ 5   📊 488   ⬆️

Eyes On - Unacceptable @jaycurrie · May 30

Replying to @jaycurrie

Only old school pollster, **Janet Brown** (working for the CBC who will not likely make that mistake again) using hard work to get a real sample called the election within a point on the popular vote, and a couple of seats. 5/

💬 1   🔁 2   ❤️ 21   📊 251   ⬆️

The Breakdown ✓ @TheBreakdownAB · May 30
And again, despite wild protestations from all sides, **@planetjanetyyc** emerges as the definitive pollster for Alberta provincial elections.

#abpoli #ableg #cdnpoli

> 🌸 **Polling Canada** @CanadianPolling · May 30
> (FIXED)
>
> Here's the average error for each of the pollsters in Alberta this election!
>
> Show this thread

Provincial Topline Average Error	
Pollster	**Error**
Janet Brown	0.40
Ipsos	1.33
Forum	1.47
Research Co.	1.73
EKOS	2.20
Leger	2.40
Oracle	2.40
Mainstreet	2.57
Abacus	2.67
Counsel	8.07

Excluded: Angus Reid

💬 4   🔁 13   ❤️ 54   📊 9,051   ⬆️

Stéphanie Chouinard @DrSChouinard · May 30
My only thoughts this morning after seeing the #abvote results: Warm congratulations to @planetjanetyyc!

💬   🔁   ❤️ 9   📊 1,149   ⬆️

Naperville Politics Guy @NapervillePol · May 30
They also have their own Ralston (Janet Brown)

Polling firm	Dates in the field (mid date)	Sample size	Method	UCP	NDP	Others	Average total deviation	Parties within MoE
Janet Brown	May 18, 2023	1200	phone	52.0	44.0	4.0	0.4	3
Ekos	May 23, 2023	1741	IVR	50.4	47.3	2.3	2.2	1
Leger	May 24, 2023	1011	online	49.0	46.0	5.0	2.4	1
Sovereign North	May 24, 2023	3053	IVR + SMS	46.0	48.0	6.0	4.4	0
Counsel PA	May 26, 2023	1232	online	41.0	46.0	13.0	7.7	1
Ipsos	May 26, 2023	1300	online	51.0	46.0	3.0	1.3	3
Research Co	May 27, 2023	600	online	50.0	46.0	4.0	1.7	3
Abacus	May 27, 2023	1200	online	49.0	48.0	3.0	2.6	1
Mainstreet	May 27, 2023	1539	IVR	49.8	47.8	2.4	2.5	0
Forum	May 28, 2023	1000	IVR	50.4	44.3	5.3	1.4	2
Average				48.9	46.3	4.8	2.5	
TCTC average				51.2	45.6	1.6	1.6	
Actual results				52.6	44.0	3.4		

In color: parties within margins of error of the poll

> 🏳️‍🌈 **umichvoter** 🏳️‍🌈 @umichvoter · May 29
> this is nevada to an extreme

💬 1   🔁   ❤️ 8   📊 1,727   ⬆️

Spencer Bennett @spencerbennett1 · May 30

One again, it's **@planetjanetyyc** for the win.

Don't tell **@carter_AB** .

> 🏵 **Polling Canada** @CanadianPolling · May 30
> (FIXED)
>
> Here's the average error for each of the pollsters in Alberta this election!
>
> Show this thread
>
> | | Provincial Topline Average Error | |
> |---|---|---|
> | | **Pollster** | **Error** |
> | | Janet Brown | 0.40 |
> | | Ipsos | 1.33 |
> | | Forum | 1.47 |
> | | Research Co. | 1.73 |
> | | EKOS | 2.20 |
> | | Leger | 2.40 |
> | | Oracle | 2.40 |
> | | Mainstreet | 2.57 |
> | | Abacus | 2.67 |
> | | Counsel | 8.07 |
>
> Excluded: Angus Reid

○   ⟲   ♡ 8   �ᵢₗᵢ 558   ⤒

Lise Gotell @LiseGot · May 30

Replying to @planetjanetyyc @SusanneDeb and @carter_AB

I didn't want to believe you were right. You are very good at polling.

○   ⟲   ♥ 16   ᵢₗᵢ 1,350   ⤒

Orange Leaf @OrangeLeafWave · May 30

Every province should have a **Janet Brown** pollster.

> 🏵 **Polling Canada** @CanadianPolling · May 30
> Full pollster error rating when the results are in
>
> However, it's not even a contest, Janet Brown wins by a prairie mile in terms of being the most accurate

○   ⟲   ♡ 5   ᵢₗᵢ 161   ⤒

Alheli Picazo @a_picazo · May 30

I look forward to your apology to **@planetjanetyyc**, who is consistently excellent.

> 🔘 **Stephen Carter** @carter_AB · May 26
> I'm just going to say it: @planetjanetyyc's polling is off.
>
> No gender gap? 8 point UCP lead?
>
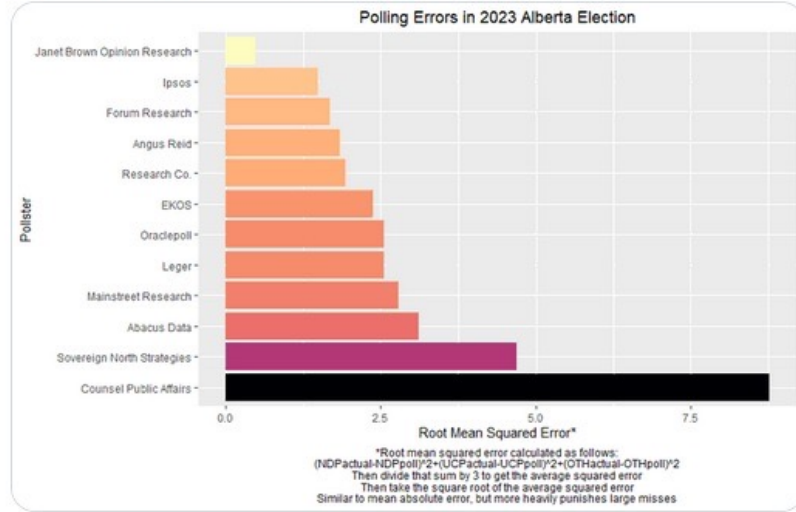> At least one pollster is going to be the big loser in this election, and I fear it's Janet.
>
> Either she or I will be making an apology on Tuesday.

○   ⟲   ♥ 4   ᵢₗᵢ 1,266   ⤒

24

tonynick @tonynick · May 30

@planetjanetyyc nails it again. What say you @carter_AB? Lol

Polling Errors in 2023 Alberta Election

*Root mean squared error calculated as follows:
(NDPactual-NDPpoll)^2+(UCPactual-UCPpoll)^2+(OTHactual-OTHpoll)^2
Then divide that sum by 3 to get the average squared error
Then take the square root of the average squared error
Similar to mean absolute error, but more heavily punishes large misses

💬   🔁 2   ❤️ 13   ılıl 1,469   ⬆️

Rowan Sargeant @sargeant_rowan · May 30

It turns out @planetjanetyyc was almost bang on with her polling when it comes to the popular vote. Seat count was always going to be trickier, but she almost nailed that too.

💬 1   🔁   ❤️ 10   ılıl 224   ⬆️

Jean-Sébastien Rioux @jsrioux · May 30

Replying to @planetjanetyyc and @CBCCalgary

Janet for the win! 🎉 👏

💬   🔁   ❤️ 3   ılıl 254   ⬆️

Polling Canada @CanadianPolling · May 30

Full pollster error rating when the results are in

However, it's not even a contest, **Janet Brown** wins by a prairie mile in terms of being the most accurate

💬 9   🔁 20   ❤️ 155   ılıl 17.3K   ⬆️

Max Fawcett 🇨🇦 @maxfawcett · May 30

Long live the queen of Alberta politics, @planetjanetyyc -- and long may she reign. twitter.com/CanadianPollin...

> This Tweet is unavailable.

💬 5   🔁 2   ❤️ 27   ılıl 3,638   ⬆️

Althia Raj @althiaraj · May 30

@planetjanetyyc called it again.

> **Janet Brown** @planetjanetyyc · May 30
> It was a good night for several pollsters (@IpsosCanada, Forum, @ResearchCo, @EKOSResearch, @leger360, Oracle, @MainStResearch, @abacusdataca), and some not on the list (@AngusReid, @ThinkHQInc). #AbElection2023 /1
> twitter.com/CanadianPollin...

💬 1   🔁   ❤️ 9   ılıl 597   ⬆️

Brad Zubyk ✔ @Bzubyk · May 30
Woke up to find that **Janet Brown** is the only pollster worth listening to in Alberta and that Counsel and a few others should consider sticking to their core business and get out of polling.

And that Quito is Quito.

#abvote

💬   ↻ 2   ❤️ 17   📊 483   ↥

Brent Tyson @brenttyson · May 30
Today there are a lot of people, pundits, pollsters and papers that owe **@planetjanetyyc** an apology.

💬   ↻ 1   ❤️ 5   📊 273   ↥

The Whip @Francis_Urq · May 30
Replying to @arshiecheema @planetjanetyyc and @carter_AB
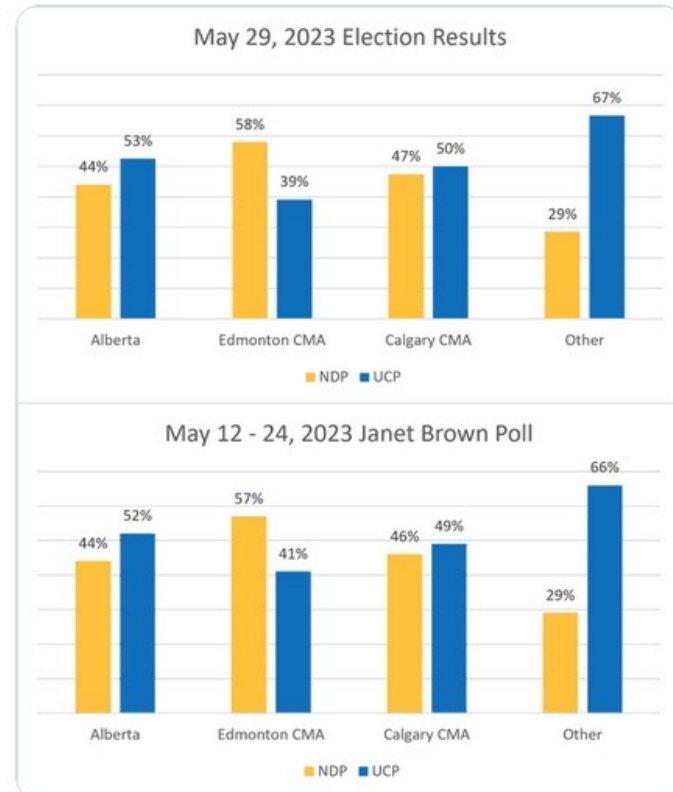You have clearly never met **@planetjanetyyc** as she IS incredibly humble for someone with the kind of track record she has.

💬   ↻   ❤️ 3   📊 36   ↥

Jonathan Teghtmeyer 🇺🇦 @atypicalalbertn · May 31
So, once again **@planetjanetyyc** nailed it with her last poll of the 2023 election. Look at these regionals! #ableg #abvotes

May 29, 2023 Election Results

Region	NDP	UCP
Alberta	44%	53%
Edmonton CMA	58%	39%
Calgary CMA	47%	50%
Other	29%	67%

NDP ■ UCP ■

May 12 - 24, 2023 Janet Brown Poll

Region	NDP	UCP
Alberta	44%	52%
Edmonton CMA	57%	41%
Calgary CMA	46%	49%
Other	29%	66%

NDP ■ UCP ■

💬 5   ↻ 24   ❤️ 51   📊 17.8K   ↥

26

Gordon Dirks @gordondirks · May 31

Replying to @atypicalalbertn and @planetjanetyyc

Impressive polling.

💬 1   🔁   ❤️ 7   📊 258   ⬆️

Sarah Biggs @sarahbyyc · May 31

Replying to @planetjanetyyc @atypicalalbertn and @CBCCalgary

You are the gold standard Janet !

💬 1   🔁   ❤️ 8   📊 139   ⬆️

Keith Heslinga @keith_heslinga · May 31

Carter making **Janet Brown** pay six dollars to hear his apology is peak Strategists.

> 🔵 **The Strategists** @strategistpod · May 30
>
> NEW EP: Episode 1069 – Janet, I'd like to apologize
>
> PATREON EXCLUSIVE. @AnnaliseAK, @carter_AB & @coreyhogan talk 2023 Alberta election results, begin the work of unpacking parties' actions.
>
> Access this & other exclusive content for as low as $6/mo at: strategistspatreon.com

💬 2   🔁   ❤️ 12   📊 935   ⬆️

Thomas Edwards @TomEdwardsAB · Jun 1

Replying to @planetjanetyyc @atypicalalbertn and @CBCCalgary

I won't lie, I was hoping hoping hoping you messed it up on the last poll. But I also knew you probably didn't 😭

💬   🔁   ❤️ 2   📊 62   ⬆️

Janet Brown
@planetjanetyyc

OMG! I'm just seeing this now! Thanks @rmohamed_yyc, I now have a plan for this year's Halloween costume.

> 🔵 **Rahim Mohamed** @rmohamed_yyc · May 29
>
> Is Janet Brown the Gerri Kellman of Alberta politics? Both are untouchable in their respective domains #abvotes
>
>

1:09 PM · Jul 13, 2023 · **29** Views

www.janetbrown.ca
@planetjanetyyc