

Report

FINAL POLITICAL POLL ALBERTA PROVINCIAL ELECTION

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Leger



METHODOLOGY

METHODOLOGY



Conducted April 10-13, 2019



1,505 Alberta residents aged 18 years of age or older, and who have the right to vote in Canada, were surveyed online using Leger's online panel, Legerweb.com, as well as by phone



The data have been weighted by age, gender and region to ensure representativeness



As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error for a sample size of 1,505 Albertans, aged 18 years or older, and who have the right to vote in Canada, would be ± 2.5 percentage points, 19 times out of 20.

METHODOLOGY

Notes on Reading this Report

Totals may not add to 100% due to rounding.

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Ian Large, Vice-President (Alberta) at the following e-mail address: ilarge@leger360.com

PROVINCIAL VOTING INTENTION

Q1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...? Q2. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

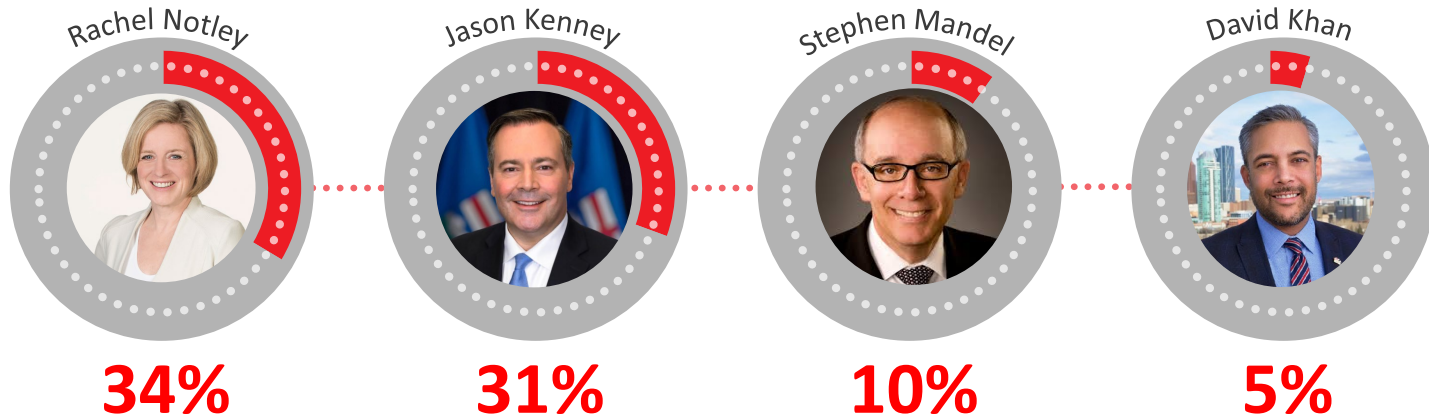
Base: All respondents

	TOTAL Before Distribution	TOTAL After Distribution	Calgary	Edmonton	Other AB	Male	Female	18-34	35-54	55+
Weighted n =	1,505	1,314	460	425	428	660	653	433	466	414
Unweighted n =	1,505	1,316	451	432	433	693	623	353	416	547
...Jason Kenney's United Conservative Party	42%	50%	52%	38%	60%	53%	46%	42%	51%	57%
...Rachel Notley's Alberta NDP	29%	36%	34%	48%	26%	31%	41%	39%	35%	34%
...Stephen Mandel's Alberta Party	6%	8%	8%	10%	5%	9%	7%	10%	8%	6%
...David Khan's Alberta Liberal Party	2%	3%	3%	2%	5%	4%	3%	5%	3%	2%
...Another Party	3%	3%	3%	2%	5%	4%	3%	4%	4%	2%
I would not vote / I would cancel my vote	2%	-	-	-	-	-	-	-	-	-
I don't know / undecided	11%	-	-	-	-	-	-	-	-	-
I prefer not answering	5%	-	-	-	-	-	-	-	-	-

BEST PREMIER

Q3. Even though you may not vote for the party leader, who do you believe would make the best Premier of Alberta?

Base: All respondents (n=1,505)

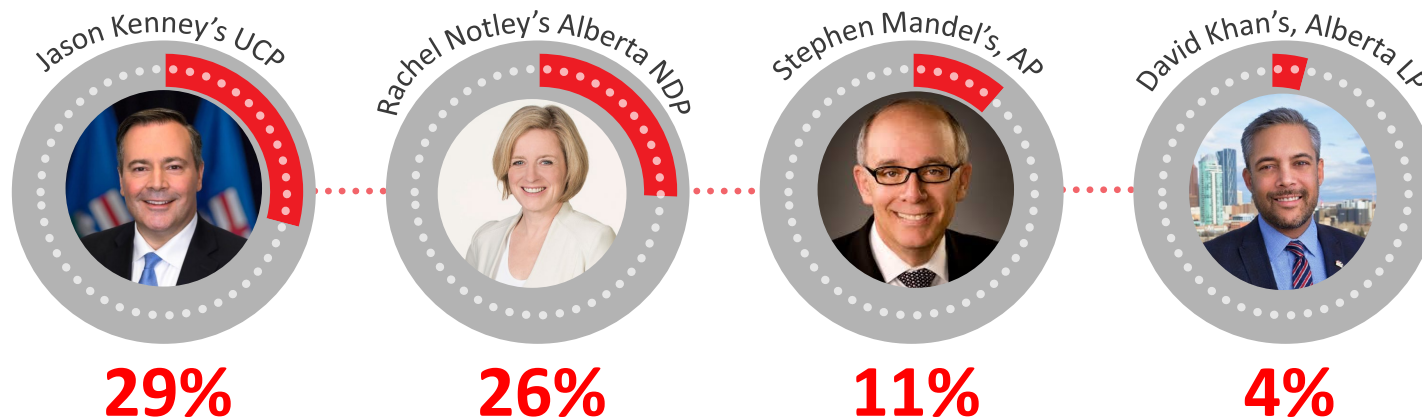


Note: The complement to 100% corresponds to "Other," None of them," "I don't know" and "Refusal" responses.

BEST CAMPAIGN SO FAR

Q4. In your opinion, who has run the best campaign so far...

Base: All respondents (n=1,505)

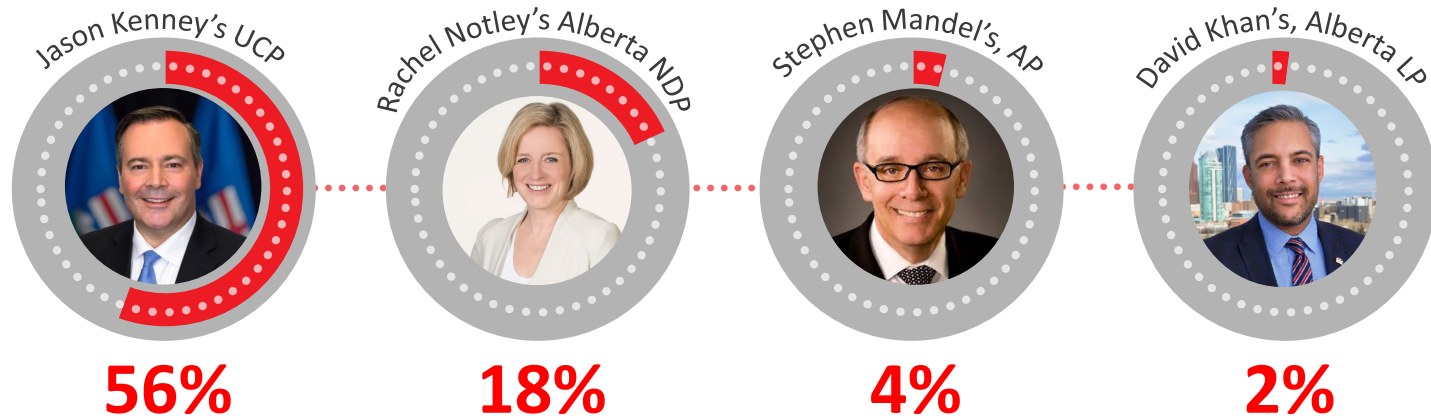


Note: The complement to 100% corresponds to "Other," None of them," "I don't know" and "Refusal" responses.

PROJECTED WINNER OF THE 2019 PROVINCIAL ELECTION

Q5. Who do you think will win the 2019 provincial election?

Base: All respondents (n=1,505)



Note: The complement to 100% corresponds to "Other," None of them," "I don't know" and "Refusal" responses.



APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LegerWeb's online panel, as well as randomly selected by telephone through Leger's Computer Aided Telephone Interviewing (CATI) platform.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older and have the right to vote in Canada.

DETAILED METHODOLOGY

Weighted and Unweighted Sample

The tables present the geographic distribution of respondents before weighting, as well as the distribution of respondents according to gender, and age.

Province	Unweighted	Weighted
Calgary	504	519
Edmonton	505	495
Other AB	496	492

GENDER	Unweighted	Weighted
Male	788	750
Female	717	755

AGE	Unweighted	Weighted
Between 18 and 34	390	479
Between 35 and 54	486	546
55 or over	629	480

The sample thus collected has a minimum weighting factor of 0.242 and a maximum weighting factor of 3.577. The weighted variance is 0.203.

QUESTIONNAIRE

S1. Into which of the following age groups do you fall? [USE STANDARD OMNI BREAKS]

Under 18 years of age	1 → TERMINATE
Between 18 and 24	2
Between 25 and 34	3
Between 35 and 44	4
Between 45 and 54	5
Between 55 and 64	6
Between 65 and 74	7

S2. Are you eligible to vote in elections in Alberta?

Yes	1
No	2 → TERMINATE
Don't know	3 → TERMINATE

1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

[RANDOMIZE THE PARTY OPTIONS]

David Khan's Alberta Liberal Party

Jason Kenney's United Conservative Party

Rachel Notley's Alberta NDP

Stephen Mandel's Alberta Party

Another Party

I would not vote / I would cancel my vote

I don't know / undecided → ASK Q4

I prefer not answering

QUESTIONNAIRE

2. [ASK THOSE WHO SAID 'I DON'T KNOW' IN Q3] Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...?

[RANDOMIZE THE PARTY OPTIONS]

- David Khan's Alberta Liberal Party
- Jason Kenney's United Conservative Party
- Rachel Notley's Alberta NDP
- Stephen Mandel's Alberta Party
- Another Party
- I would not vote / I would cancel my vote
- I don't know / undecided
- I prefer not answering

3. Even though you may not vote for the party leader, who do you believe would make the best Premier of Alberta?

- David Khan
- Jason Kenney
- Rachel Notley
- Stephen Mandel
- I don't know / undecided
- I prefer not answering

4. In your opinion, who has run the best campaign so far...


- David Khan's Alberta Liberal Party
- Jason Kenney's United Conservative Party
- Rachel Notley's Alberta NDP
- Stephen Mandel's Alberta Party
- I don't know / undecided
- I prefer not answering

QUESTIONNAIRE

5. Who do you think will win the 2019 provincial election?

- David Khan's Alberta Liberal Party
- Jason Kenney's United Conservative Party
- Rachel Notley's Alberta NDP
- Stephen Mandel's Alberta Party
- Another party
- I don't know / undecided
- I prefer not answering

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