Report

Provincial Poll

July 2022

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METHODOLOGY

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Study Population
- Albertans, aged 18 and older.

Data Collection
- A total of n=1,025 online surveys were conducted via Leger's LEO Panel, including:
  - n=329 in Edmonton CMA
  - n=341 in Calgary CMA
  - n=355 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from July 15th to July 17th, 2022.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.
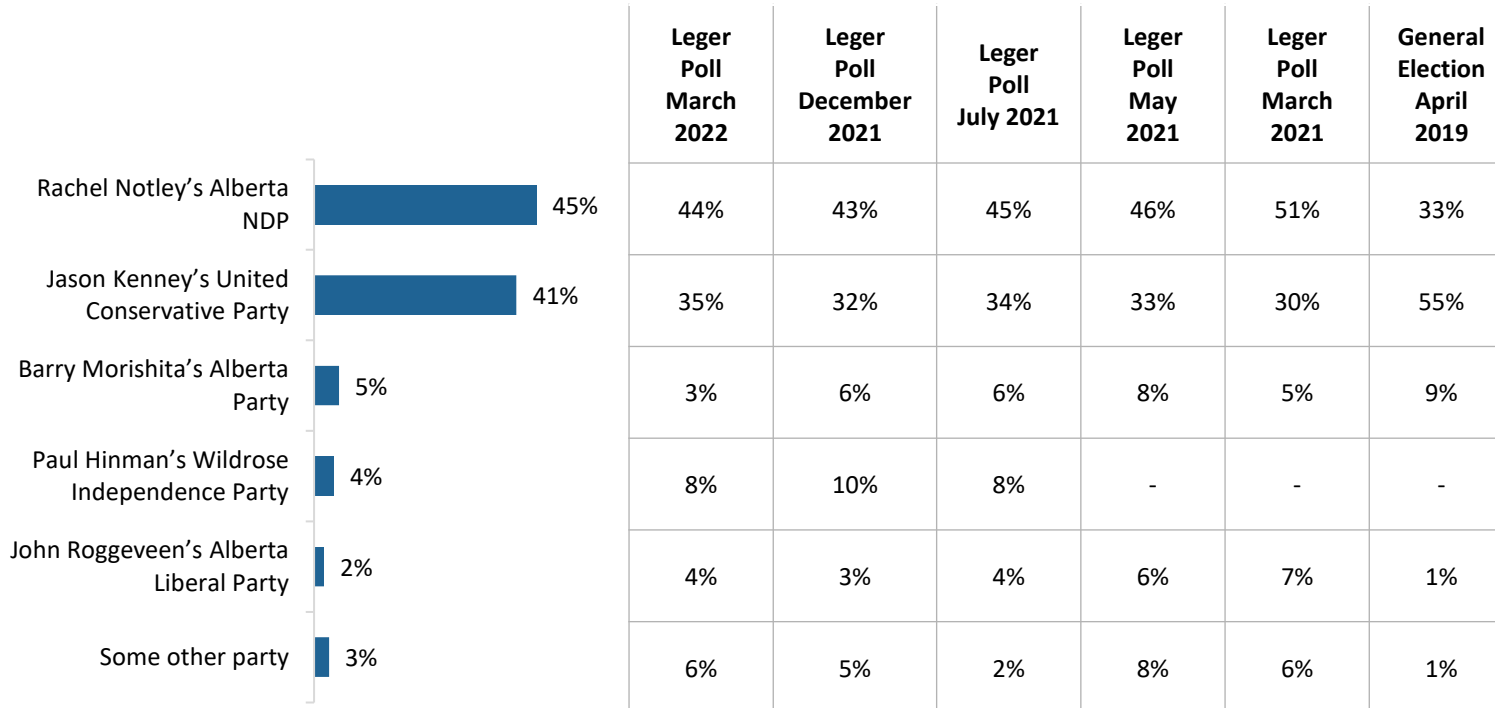
Statistical Analysis
- As a non-probability survey, a margin of error is technically not reported.
- If the data were collected through a probability sample, the margin of error would be:
  - Albertans (n=1,025) ±3.1%, 19 times out of 20.
  - Edmonton CMA (n=329) ±5.4%, 19 times out of 20.
  - Calgary CMA (n=341) ±5.3%, 19 times out of 20.
  - Other Albertans (n=355) ±5.2%, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- In this report, data in bold red characters indicate a significantly lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in green characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.

Detailed Response

Provincial Polling

Decided Voters
Decided voters are favouring the NDP (45%) over the UCP (41%).

	Leger Poll March 2022	Leger Poll December 2021	Leger Poll July 2021	Leger Poll May 2021	Leger Poll March 2021	General Election April 2019
Rachel Notley's Alberta NDP — 45%	44%	43%	45%	46%	51%	33%
Jason Kenney's United Conservative Party — 41%	35%	32%	34%	33%	30%	55%
Barry Morishita's Alberta Party — 5%	3%	6%	6%	8%	5%	9%
Paul Hinman's Wildrose Independence Party — 4%	8%	10%	8%	-	-	-
John Roggeveen's Alberta Liberal Party — 2%	4%	3%	4%	6%	7%	1%
Some other party — 3%	6%	5%	2%	8%	6%	1%

Base: Albertans who are decided or leaning on who they would vote for in a Provincial election (n=877)
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?

Regionally, those in Edmonton are more likely to vote for the NDP (61%). Support for the UCP increases with age and is strongest outside of Edmonton and Calgary (51%) as well as within Calgary (41%).

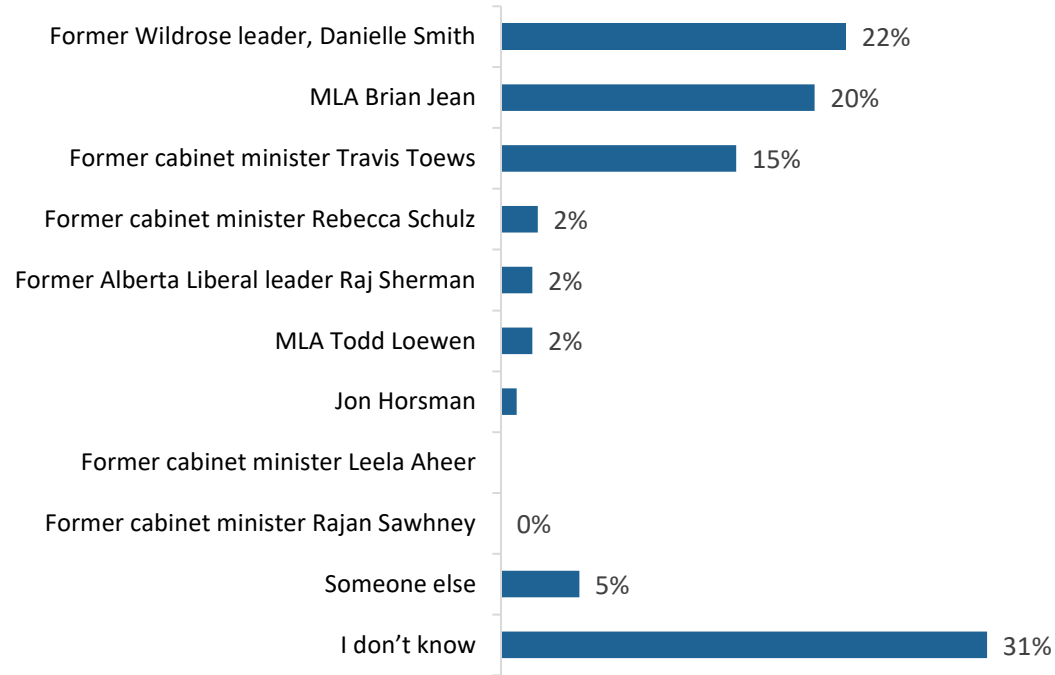|	Albertans (n=1025)	Decided Voters (n=877)	REGION			AGE					GENDER	
			Cgy. CMA (n=294)	Edm. CMA (n=281)	Other AB (n=302)	18-34 (n=121)	35-44 (n=131)	45-54 (n=130)	55-64 (n=177)	65+ (n=318)	Men (n=437)	Women (n=440)
Rachel Notley's Alberta NDP	37%	45%	**44%**	**61%**	**31%**	47%	48%	46%	45%	38%	46%	44%
Jason Kenney's The United Conservative Party	34%	41%	**41%**	**30%**	**51%**	**36%**	**37%**	**37%**	43%	**52%**	39%	43%
Barry Morishita's Alberta Party	4%	5%	4%	5%	6%	8%	2%	5%	4%	5%	5%	5%
Paul Hinman's Wildrose Independence Party	3%	4%	**5%**	**1%**	**6%**	3%	5%	7%	3%	3%	4%	3%
John Roggeveen's Alberta Liberal Party	2%	2%	3%	2%	1%	3%	2%	1%	2%	1%	1%	3%
Some other party	2%	3%	2%	**1%**	**5%**	3%	5%	3%	3%	1%	4%	2%
I don't know	16%	-	-	-	-	-	-	-	-	-	-	-
I prefer not to answer	2%	-	-	-	-	-	-	-	-	-	-	-

% indicates a significantly higher proportion than **%** in the same segment

Base: Albertans
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?

Supporters of the UCP are coalescing around 3 candidates: Smith, Jean and Toews

Former Wildrose leader, Danielle Smith	22%
MLA Brian Jean	20%
Former cabinet minister Travis Toews	15%
Former cabinet minister Rebecca Schulz	2%
Former Alberta Liberal leader Raj Sherman	2%
MLA Todd Loewen	2%
Jon Horsman	
Former cabinet minister Leela Aheer	
Former cabinet minister Rajan Sawhney	0%
Someone else	5%
I don't know	31%

Base: Albertans who indicate that if a Provincial election were held today, they would vote UCP (n=351)
Q3. The people listed below have been mentioned in the media as possible candidates to run to be leader of the United Conservative Party. Based on what you know or heard so far, which of these individuals do you feel would make the best leader for the United Conservative Party.

At this point, none of the three front running candidates are showing any regional or demographic areas of strength
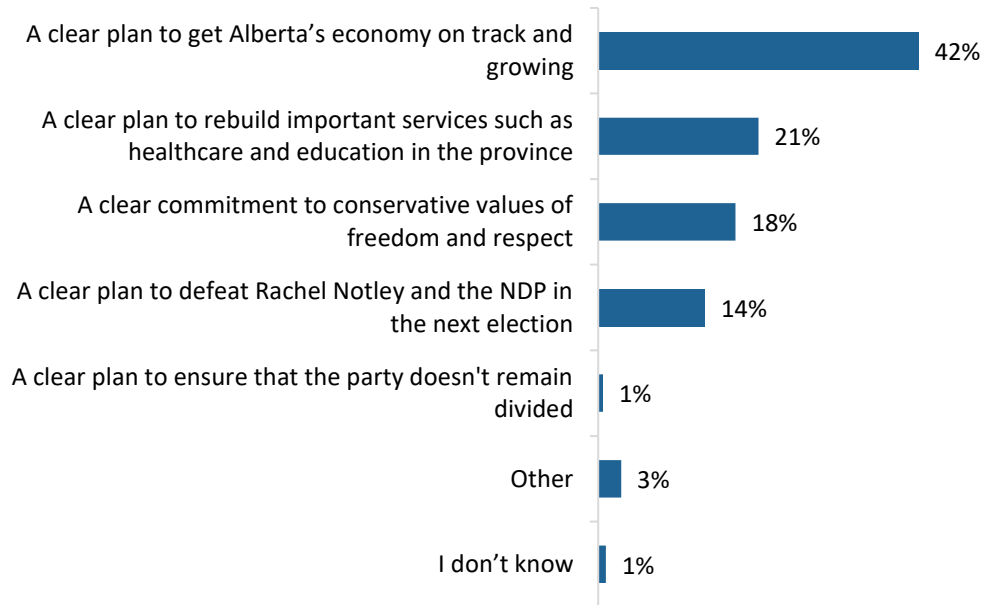
	Albertan UCP Supporters (n=351)	REGION			AGE					GENDER	
		Cgy. CMA (n=126)	Edm. CMA (n=76)	Other AB (n=149)	*18-34 (n=41)	*35-44 (n=42)	*45-54 (n=43)	55-64 (n=73)	65+ (n=152)	Men (n=184)	Women (n=167)
Former Wildrose leader, Danielle Smith	22%	21%	22%	24%	20%	16%	24%	27%	25%	25%	20%
MLA Brian Jean	20%	14%	23%	23%	18%	19%	24%	25%	16%	22%	17%
Former cabinet minister Travis Toews	15%	15%	13%	16%	17%	10%	6%	9%	25%	16%	14%
Former cabinet minister Rebecca Schulz	2%	4%	4%	-	2%	2%	-	2%	5%	2%	2%
Former Alberta Liberal leader Raj Sherman	2%	3%	-	1%	1%	3%	-	2%	1%	1%	2%
MLA Todd Loewen	2%	1%	1%	4%	-	-	6%	4%	2%	3%	1%
Jon Horsman	1%	1%	1%	1%	-	-	2%	1%	2%	1%	1%
Former cabinet minister Leela Aheer	<1%	1%	-	-	-	-	-	2%	<1%	1%	<1%
Former cabinet minister Rajan Sawhney	-	-	-	-	-	-	-	-	-	-	-
Someone else	5%	5%	5%	4%	3%	5%	-	9%	6%	3%	7%
I don't know	31%	36%	30%	27%	39%	45%	**38%**	19%	17%	27%	35%

% indicates a significantly higher proportion than **%** in the same segment

Base: Albertans who indicate that if a Provincial election were held today, they would vote UCP   *Caution small sample for sub-groupings
Q3. The people listed below have been mentioned in the media as possible candidates to run to be leader of the United Conservative Party. Based on what you know or heard so far, which of these individuals do you feel would make the best leader for the United Conservative Party.

UCP supporters most strongly feel that the new leader of the UCP should have a clear plan to get Alberta's economy on track and growing.

Quality	Percentage
A clear plan to get Alberta's economy on track and growing	42%
A clear plan to rebuild important services such as healthcare and education in the province	21%
A clear commitment to conservative values of freedom and respect	18%
A clear plan to defeat Rachel Notley and the NDP in the next election	14%
A clear plan to ensure that the party doesn't remain divided	1%
Other	3%
I don't know	1%

Base: Albertans who indicate that if a Provincial election were held today, they would vote UCP (n=351)
Q4. What do feel is the most important quality the new leader of the of United Conservative Party should have?
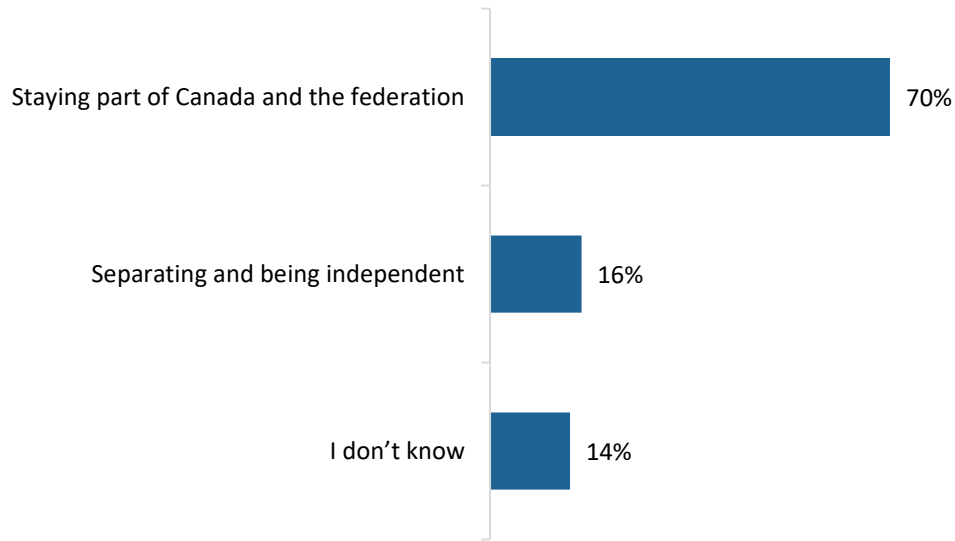
UCP voters will be evaluating leadership hopefuls in terms of the strength of their plans to get Alberta's economy on track

	Albertan UCP Supporters (n=351)	REGION			AGE					GENDER	
		Cgy. CMA (n=126)	Edm. CMA (n=76)	Other AB (n=149)	*18-34 (n=41)	*35-44 (n=42)	*45-54 (n=43)	55-64 (n=73)	65+ (n=152)	Men (n=184)	Women (n=167)
A clear plan to get Alberta's economy on track and growing	42%	44%	41%	41%	47%	46%	36%	48%	34%	46%	38%
A clear plan to rebuild important services such as healthcare and education in the province	21%	30%	15%	18%	29%	21%	16%	18%	21%	20%	23%
A clear commitment to conservative values of freedom and respect	18%	7%	22%	**25%**	21%	11%	26%	17%	16%	15%	21%
A clear plan to defeat Rachel Notley and the NDP in the next election	14%	15%	15%	13%	2%	18%	10%	16%	23%	17%	11%
A clear plan to ensure that the party doesn't remain divided	1%	-	<1%	1%	-	-	-	-	2%	-	1%
Other	3%	4%	3%	2%	1%	2%	9%	1%	4%	1%	5%
I don't know	1%	-	4%	-	-	3%	2%	-	-	<1%	1%

% indicates a significantly higher proportion than **%** in the same segment

Base: Albertans who indicate that if a Provincial election were held today, they would vote UCP *Caution small sample for sub-groupings
Q4. What do feel is the most important quality the new leader of the of United Conservative Party should have?

A strong majority of Albertans believe that Albertans are better off being part of Canada and the federation.

Staying part of Canada and the federation	70%
Separating and being independent	16%
I don't know	14%

Base: Albertans (n=1,025)
Q5. Do you think Albertans are better off being part of Canada and the federation or do you feel Albertans would be better off being separated an independent from Canada?

UCP and Wildrose Independence Party* have supporters that are somewhat more inclined to pursuing an independent Alberta.

	Albertans (n=1,025)	Voting Intention					
		Rachel Notley's Alberta NDP (n=415)	Jason Kenney's The United Conservative Party (n=351)	Paul Hinman's Wildrose Independence Party (n=36)*	Barry Morishita's Alberta Party (n=33)*	John Roggeveen's Alberta Liberal Party (n=20)*	Other (n=22)*
Staying part of Canada and the federation	70%	**94%**	**56%**	38%	76%	74%	63%
Separating and being independent	16%	**2%**	**29%**	57%	17%	10%	12%
I don't know	14%	**4%**	**14%**	5%	7%	16%	24%

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*Note: Caution to be used in interpretation due to small base size
Base: Albertans
Q5. Do you think Albertans are better off being part of Canada and the federation or do you feel Albertans would be better off being separated an independent from Canada?

There are few differences in Albertans' opinion on whether Albertans believe Albertans are better off being part of Canada and the federation or separated as independent from Canada.

	Albertans (n=1025)	REGION			AGE					GENDER	
		Cgy. CMA (n=341)	Edm. CMA (n=329)	Other AB (n=355)	18-34 (n=156)	35-44 (n=154)	45-54 (n=146)	55-64 (n=209)	65+ (n=318)	Men (n=483)	Women (n=542)
Staying part of Canada and the federation	70%	**75%**	72%	**64%**	**78%**	69%	66%	**66%**	69%	71%	70%
Separating and being independent	16%	14%	**13%**	**20%**	**7%**	**12%**	19%	**25%**	**20%**	18%	13%
I don't know	14%	11%	15%	16%	15%	**19%**	14%	**8%**	11%	**11%**	**17%**

% indicates a significantly higher proportion than **%** in the same segment

Base: Albertans
Q5. Do you think Albertans are better off being part of Canada and the federation or do you feel Albertans would be better off being separated an independent from Canada?

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Respondent Profile: Age, Gender, Children in Household, Income (weighted)

	Albertans (n=1,025)	REGION		
		Cgy. CMA (n=341)	Edm. CMA (n=329)	Other AB (n=355)
Age				
18-34	27%	26%	27%	27%
35-54	38%	41%	39%	34%
55-64	16%	16%	16%	18%
65+	19%	17%	18%	22%
Gender				
Male	49%	49%	49%	50%
Female	51%	51%	51%	50%
Children Under 18 in Household				
Yes	33%	35%	30%	33%
No	67%	65%	69%	66%
I prefer not to answer	<1%	-	<1%	<1%
Household Income				
Under $40K	18%	16%	17%	21%
$40K-$79K	26%	25%	25%	29%
$80K+	45%	49%	45%	42%
I prefer not to answer	11%	11%	13%	8%

Respondent Profile: Employment

	Albertans (n=1,025)	REGION		
		Cgy. CMA (n=341)	Edm. CMA (n=329)	Other AB (n=355)
Employed	59%	63%	57%	57%
Working full time	42%	43%	42%	40%
Working part time	11%	12%	12%	9%
Self-employed / freelance work	6%	8%	4%	8%
Student	5%	6%	4%	4%
Homemaker	5%	4%	5%	8%
Unemployed	6%	6%	7%	4%
Retired	24%	21%	25%	25%
I prefer not to answer	1%	<1%	1%	2%

Respondent Profile: Home Ownership, Urban vs. Rural

	Albertans (n=1,025)	REGION		
		Cgy. CMA (n=341)	Edm. CMA (n=329)	Other AB (n=355)
Home Ownership				
Own	70%	72%	67%	73%
Rent	28%	27%	32%	23%
I prefer not to answer	2%	1%	1%	3%
Urban vs. Rural				
Urban area	48%	49%	64%	30%
Suburban area	33%	45%	30%	25%
Rural area	18%	5%	6%	45%
I don't know/ I prefer not to answer	1%	1%	<1%	1%

Respondent Profile: Education, First Language

	Albertans (n=1,025)	REGION		
		Cgy. CMA (n=341)	Edm. CMA (n=329)	Other AB (n=355)
Education				
High School or Less	31%	24%	30%	41%
College/Diploma	39%	41%	39%	39%
University	28%	34%	31%	18%
I prefer not to answer	1%	1%	<1%	2%
Language Spoken				
French	2%	1%	3%	2%
English	82%	76%	84%	88%
Other	4%	6%	3%	1%
French and other	<1%	<1%	<1%	-
English and other	7%	10%	6%	5%
Other and other	2%	3%	2%	1%
English and French	3%	4%	2%	2%
I prefer not to answer	<1%	-	-	<1%

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