

# Report

## Provincial Issues Poll

March 2022

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DATE 2022-03-25



METHODOLOGY

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## METHODOLOGY

### Study Population

- Albertans, aged 18 and older.

### Data Collection

- A total of n=1,002 online surveys were conducted via Leger's LEO Panel, including:
  - n=320 in Edmonton CMA
  - n=332 in Calgary CMA
  - n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from March 18<sup>th</sup>-March 20<sup>th</sup>, 2022.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

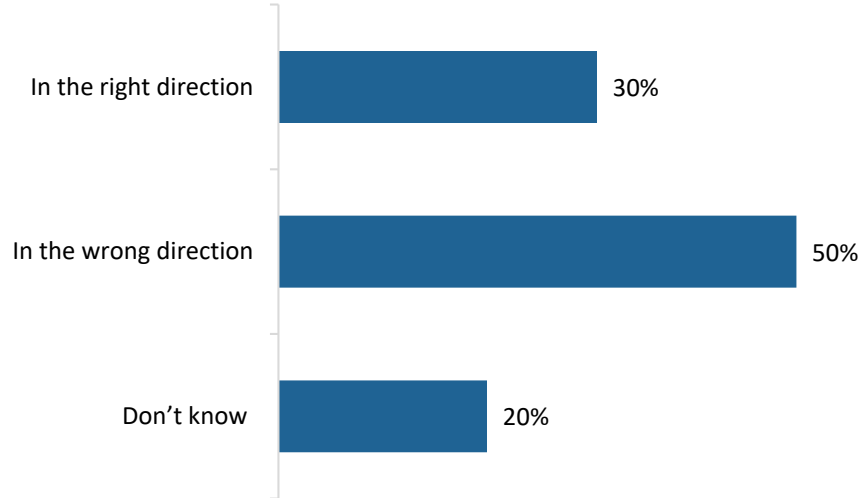
### Statistical Analysis

- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
  - Albertans (n=1,002)  $\pm 3.1\%$ , 19 times out of 20.
  - Edmonton CMA (n=320)  $\pm 5.5\%$ , 19 times out of 20.
  - Calgary CMA (n=332)  $\pm 5.4\%$ , 19 times out of 20.
  - Other Albertans (n=350)  $\pm 5.2\%$ , 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 **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

## Fifty percent of Albertans believe Alberta is heading in the wrong direction.



	Leger Poll December 2021	Leger Poll July 2021
In the right direction	23%	25%
In the wrong direction	54%	54%
Don't know	24%	21%

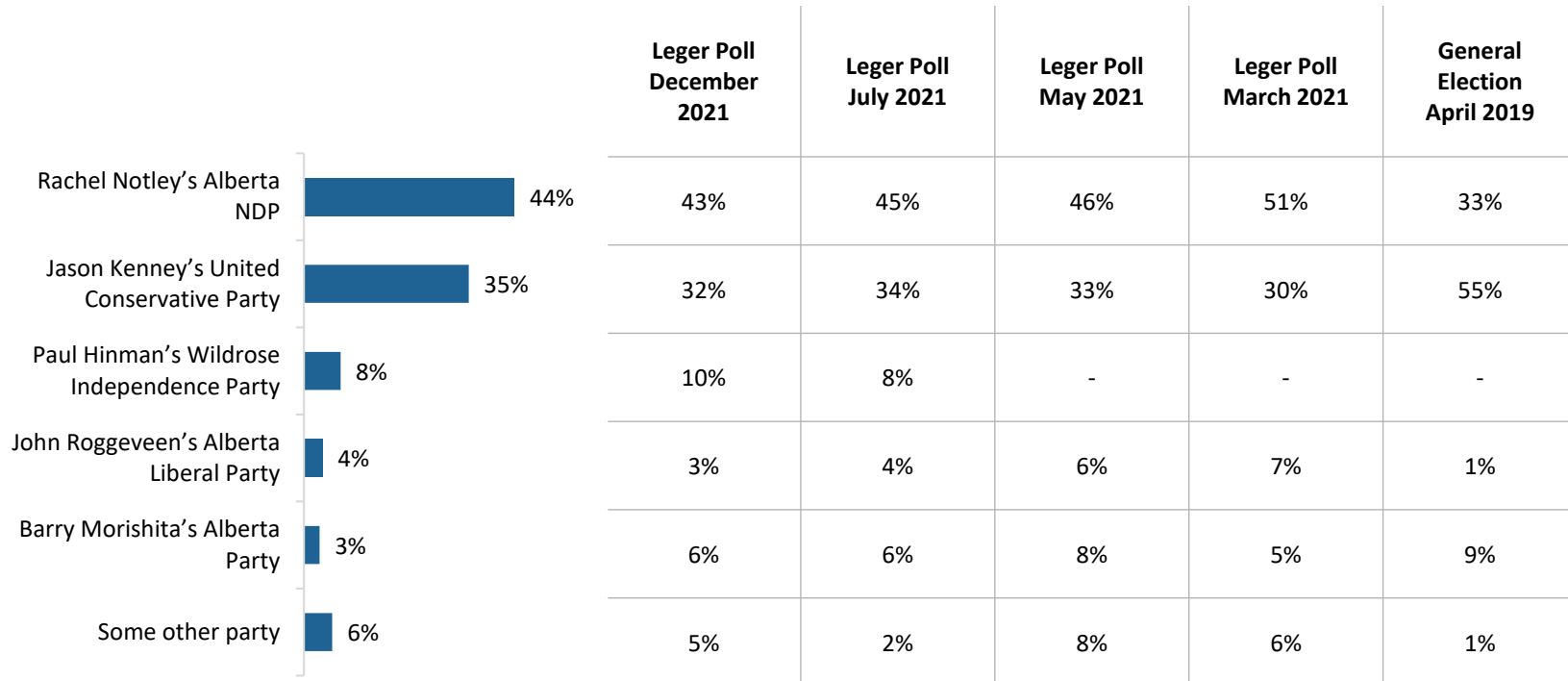
## There are few differences in Albertans' opinion on the direction of Alberta.

	Albertans (n=1,002)	REGION			AGE					GENDER	
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=178)	35-44 (n=138)	45-54 (n=193)	55-64 (n=194)	65+ (n=299)	Men (n=464)	Women (n=538)
In the right direction	30%	34%	29%	29%	29%	26%	28%	33%	38%	36%	25%
In the wrong direction	50%	46%	49%	54%	52%	48%	57%	46%	43%	49%	50%
Don't know	20%	21%	22%	18%	19%	26%	15%	21%	19%	15%	25%

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

## Decided Voters

Decided voters are favouring the NDP (44%) over the UCP (35%).



Base: Albertans who are decided or leaning on who they would vote for in a Provincial election (n=856)

Q2. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

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?

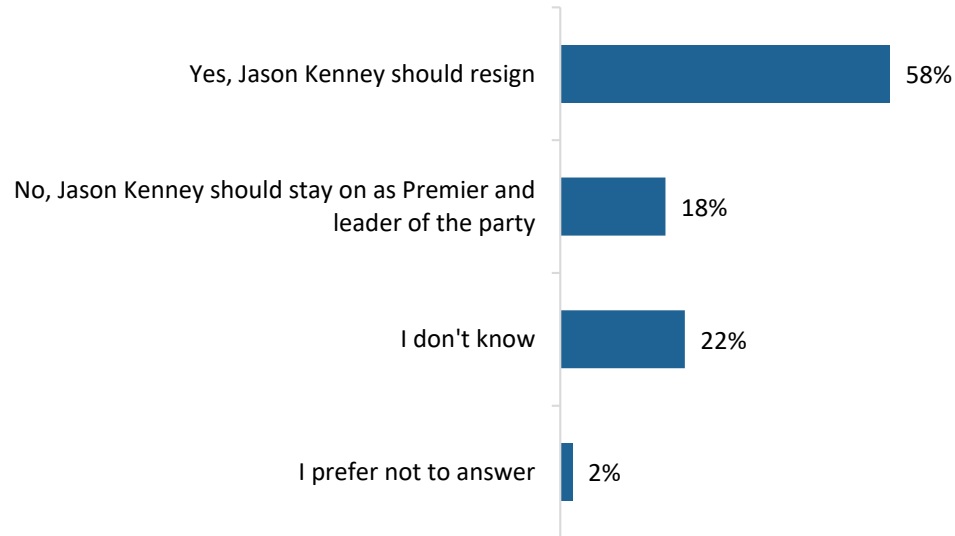
**Regionally, those in Edmonton or Calgary are more likely to vote for the NDP. Support for the UCP increases with age and is strongest (40%) outside of Edmonton and Calgary.**

	Albertans (n=1002)	Decided Voters (n=856)	REGION			AGE					GENDER	
			Cgy. CMA (n=293)	Edm. CMA (n=267)	Other AB (n=296)	18-34 (n=151)	35-44 (n=112)	45-54 (n=163)	55-64 (n=167)	65+ (n=263)	Men (n=414)	Women (n=442)
Rachel Notley's Alberta NDP	37%	44%	47%	54%	32%	49%	47%	40%	42%	39%	41%	48%
Jason Kenney's United Conservative Party	29%	35%	36%	29%	40%	28%	24%	37%	45%	48%	36%	33%
Paul Hinman's Wildrose Independence Party	6%	8%	5%	8%	10%	6%	11%	11%	5%	5%	10%	5%
John Roggeveen's Alberta Liberal Party	3%	4%	6%	2%	3%	7%	5%	1%	1%	2%	4%	4%
Barry Morishita's Alberta Party	3%	3%	2%	2%	6%	5%	1%	5%	3%	2%	2%	4%
Some other party	5%	6%	5%	4%	9%	5%	13%	5%	4%	3%	6%	6%
I don't know / Undecided	13%	-	-	-	-	-	-	-	-	-	-	-
I prefer not to answer	3%	-	-	-	-	-	-	-	-	-	-	-

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



## Fifty eight percent of Albertans think Jason Kenney should resign as Premier and leader of the UCP.



Base: Albertans (n=1,002)

Q4. As you may know, Brian Jean has been elected as the United Conservative Party's MLA for Fort MacMurray – Lac Le Biche in the byelection on March 15<sup>th</sup>. He has publicly stated that he intends to push for Premier Jason Kenney to resign as Premier and leader of the UCP at a Special General Meeting on April 9<sup>th</sup> in Red Deer. In your opinion, should Jason Kenney resign as premier and leader of the UCP?

## There are few differences in Albertans' opinion on whether Jason Kenney should resign as Premier and leader of the UCP.

	Albertans (n=1,002)	REGION			AGE					GENDER	
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=178)	35-44 (n=138)	45-54 (n=193)	55-64 (n=194)	65+ (n=299)	Men (n=464)	Women (n=538)
Yes, Jason Kenney should resign	58%	57%	62%	53%	55%	58%	65%	58%	54%	58%	58%
No, Jason Kenney should stay on as Premier and leader of the party	18%	21%	15%	19%	16%	17%	14%	21%	28%	18%	19%
I don't know	22%	21%	20%	25%	27%	23%	20%	18%	17%	22%	21%
I prefer not to answer	2%	1%	2%	3%	2%	2%	1%	4%	<1%	2%	2%

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

Base: Albertans (n=1,002)

Q4. As you may know, Brian Jean has been elected as the United Conservative Party's MLA for Fort MacMurray – Lac Le Biche in the byelection on March 15<sup>th</sup>. He has publicly stated that he intends to push for Premier Jason Kenney to resign as Premier and leader of the UCP at a Special General Meeting on April 9<sup>th</sup> in Red Deer. In your opinion, should Jason Kenney resign as Premier and leader of the UCP?

## UCP voters are split on whether Jason Kenney should resign as Premier and leader of the UCP.

	Albertans (n=1,002)	Voting Intention					
		Jason Kenney's United Conservative Party (n=318)	Rachel Notley's Alberta NDP (n=391)	John Roggeveen's Alberta Liberal Party (n=30*)	Barry Morishita's Alberta Party (n=26*)	Paul Hinman's Wildrose Independence Party (n=58)	Some other party (n=33)
Yes, Jason Kenney should resign	58%	<b>31%</b>	<b>79%</b>	70%	56%	<b>77%</b>	87%
No, Jason Kenney should stay on as Premier and leader of the party	18%	<b>43%</b>	<b>7%</b>	18%	24%	<b>10%</b>	3%
I don't know	22%	<b>24%</b>	<b>14%</b>	12%	16%	12%	8%
I prefer not to answer	2%	1%	<1%	-	5%	-	3%

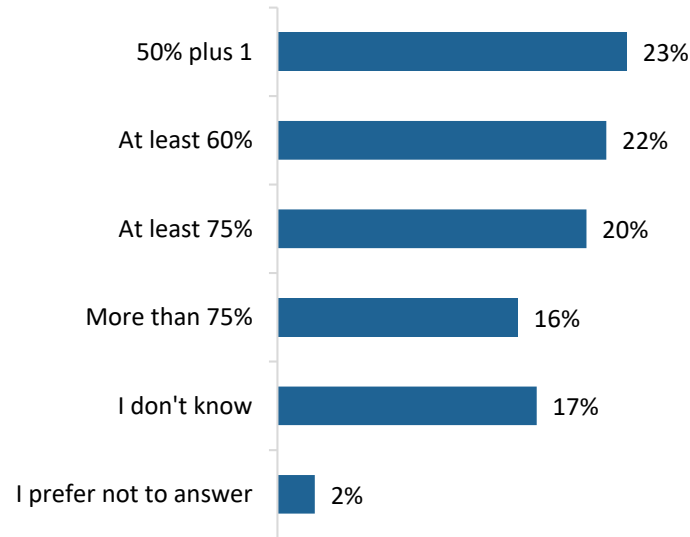
**%** indicates a significantly higher proportion than **%** in the same segment

\*Note: Caution to be used in interpretation due to small base size

Base: Albertans (n=1,002)

Q4. As you may know, Brian Jean has been elected as the United Conservative Party's MLA for Fort MacMurray – Lac Le Biche in the byelection on March 15<sup>th</sup>. He has publicly stated that he intends to push for Premier Jason Kenney to resign as Premier and leader of the UCP at a Special General Meeting on April 9<sup>th</sup> in Red Deer. In your opinion, should Jason Kenney resign as Premier and leader of the UCP?

## Albertans are divided on the level of support needed for Jason Kenney to stay on as leader of the UCP.



Base: Albertans (n=1,002)

Q5. The UCP will hold a leadership review on April 9<sup>th</sup> which allows members to vote on whether Premier Kenney should remain as leader of the Party and as Premier of Alberta. Technically, only a 50% plus 1 result is required for the Premier to remain in the job. However, past leadership review votes in Alberta have resulted in significantly higher levels of support for the leader and they still opted to step down as leader. What level of support do you feel Premier Kenney needs to stay on as leader of the UCP?

## There are few differences in Albertans opinion on the level of support Jason Kenney needs to stay on as leader of the UCP.

	Albertans (n=1,002)	REGION			AGE					GENDER	
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=178)	35-44 (n=138)	45-54 (n=193)	55-64 (n=194)	65+ (n=299)	Men (n=464)	Women (n=538)
50% plus 1	23%	24%	19%	26%	22%	29%	17%	23%	25%	23%	22%
At least 60%	22%	27%	22%	16%	19%	18%	24%	22%	29%	22%	21%
At least 75%	20%	21%	20%	20%	17%	16%	27%	21%	23%	22%	19%
More than 75%	16%	12%	19%	16%	15%	12%	19%	21%	14%	16%	16%
I don't know	17%	14%	19%	18%	22%	25%	12%	12%	8%	14%	20%
I prefer not to answer	2%	2%	2%	3%	5%	1%	2%	1%	1%	3%	2%

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

Base: Albertans (n=1,002)

Q5. The UCP will hold a leadership review on April 9<sup>th</sup> which allows members to vote on whether Premier Kenney should remain as leader of the Party and as Premier of Alberta. Technically, only a 50% plus 1 result is required for the Premier to remain in the job. However, past leadership review votes in Alberta have resulted in significantly higher levels of support for the leader and they still opted to step down as leader. What level of support do you feel Premier Kenney needs to stay on as leader of the UCP?

## UCP supporters tend to be more in favour of a lower threshold of support for Jason Kenney to remain as leader and Premier than supporters from other parties.

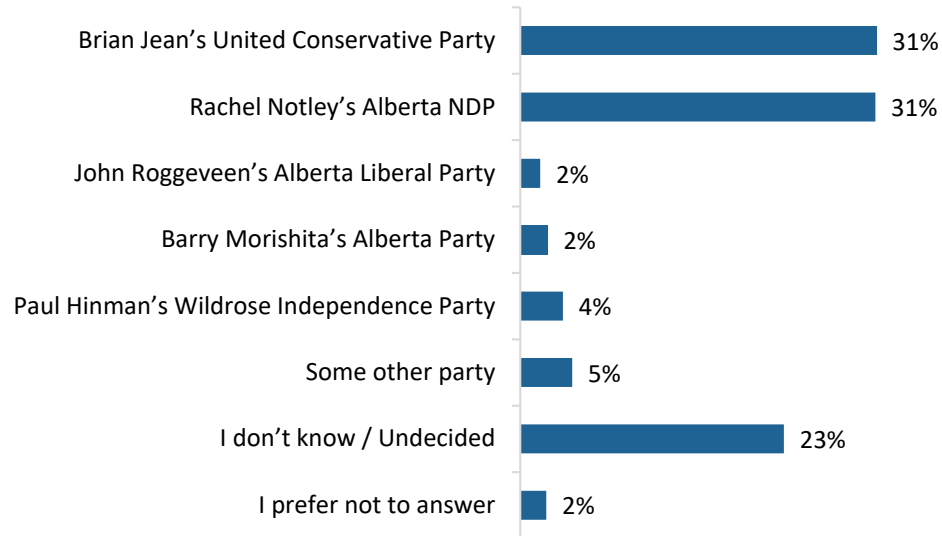
	Albertans (n=1,002)	Voting Intention					
		Jason Kenney's United Conservative Party (n=318)	Rachel Notley's Alberta NDP (n=391)	John Roggeveen's Alberta Liberal Party (n=30*)	Barry Morishita's Alberta Party (n=26*)	Paul Hinman's Wildrose Independence Party (n=58)	Some other party (n=33)
50% plus 1	23%	<b>35%</b>	<b>20%</b>	21%	21%	<b>14%</b>	26%
At least 60%	22%	26%	21%	51%	16%	18%	16%
At least 75%	20%	23%	<b>17%</b>	19%	13%	<b>35%</b>	17%
More than 75%	16%	<b>5%</b>	<b>23%</b>	9%	24%	19%	28%
I don't know	17%	<b>10%</b>	<b>17%</b>	-	26%	14%	13%
I prefer not to answer	2%	<1%	2%	-	-	-	-

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

Base: Albertans (n=1,002)

Q5. The UCP will hold a leadership review on April 9<sup>th</sup> which allows members to vote on whether Premier Kenney should remain as leader of the Party and as Premier of Alberta. Technically, only a 50% plus 1 result is required for the Premier to remain in the job. However, past leadership review votes in Alberta have resulted in significantly higher levels of support for the leader and they still opted to step down as leader. What level of support do you feel Premier Kenney needs to stay on as leader of the UCP?

**Hypothetically, if Brian Jean were the leader of the UCP and an election were held, thirty one percent of Albertans would vote for the UCP and thirty one percent would vote for the NDP. Twenty-three percent are undecided.**



**Regionally, those in Edmonton or Calgary are more likely to vote for the NDP.  
And men indicate they are more likely to vote for the UCP than women.**

	Albertans (n=1,002)	REGION			AGE					GENDER	
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=178)	35-44 (n=138)	45-54 (n=193)	55-64 (n=194)	65+ (n=299)	Men (n=464)	Women (n=538)
Brian Jean's United Conservative Party	31%	29%	28%	36%	29%	29%	31%	35%	34%	36%	27%
Rachel Notley's Alberta NDP	31%	33%	37%	23%	32%	32%	30%	29%	31%	30%	32%
John Roggeveen's Alberta Liberal Party	2%	3%	1%	1%	3%	1%	1%	1%	1%	1%	2%
Barry Morishita's Alberta Party	2%	2%	3%	2%	3%	1%	4%	2%	3%	2%	3%
Paul Hinman's Wildrose Independence Party	4%	4%	3%	3%	1%	5%	6%	3%	6%	4%	3%
Some other party	5%	3%	3%	8%	3%	7%	5%	3%	5%	6%	3%
I don't know / Undecided	23%	23%	22%	23%	25%	24%	21%	25%	18%	19%	27%
I prefer not to answer	2%	2%	2%	4%	3%	3%	1%	2%	1%	2%	3%

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

Base: Albertans (n=1,002)

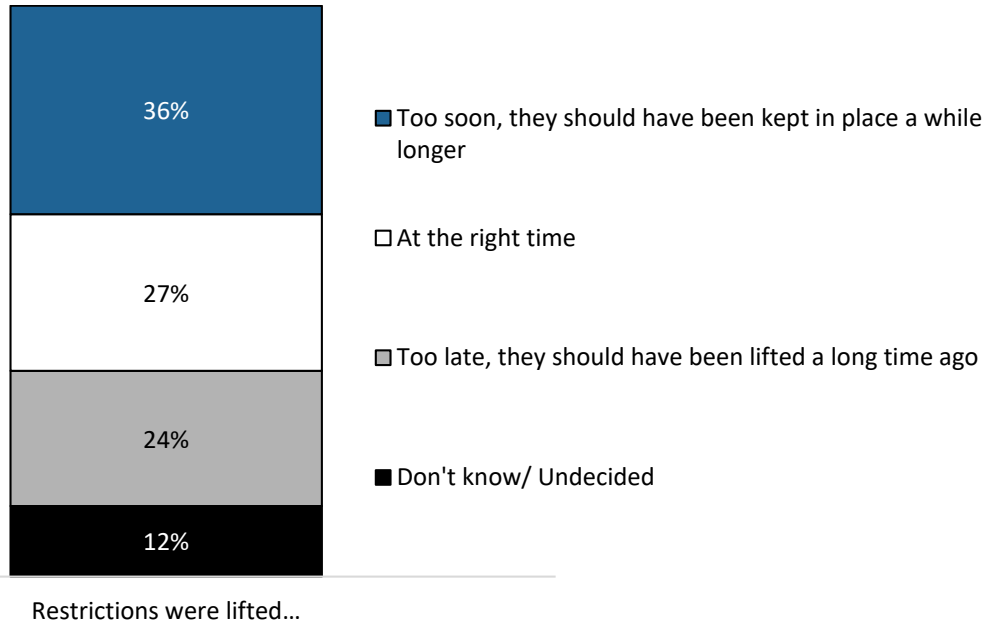
Q6. Hypothetically, if Brian Jean were the leader of the United Conservative Party and a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?



# Detailed Response

Loosening COVID Restrictions

**Thirty six percent of Albertans think the restrictions were loosened too soon and should have been kept in place a while longer.**



Note: Prefer not to answer responses are not shown.

Base: Albertans (n=1,002)

Q7. As you know, the Government of Alberta loosened most of the COVID-19 restrictions like mask wearing and vaccine passports in Alberta over the past few weeks. In your opinion, were these restrictions lifted...

**Regionally, those in Calgary or Edmonton are more likely to think the restrictions were lifted too soon. Outside of the big cities, 39% feel the lifting of restrictions has come too late.**

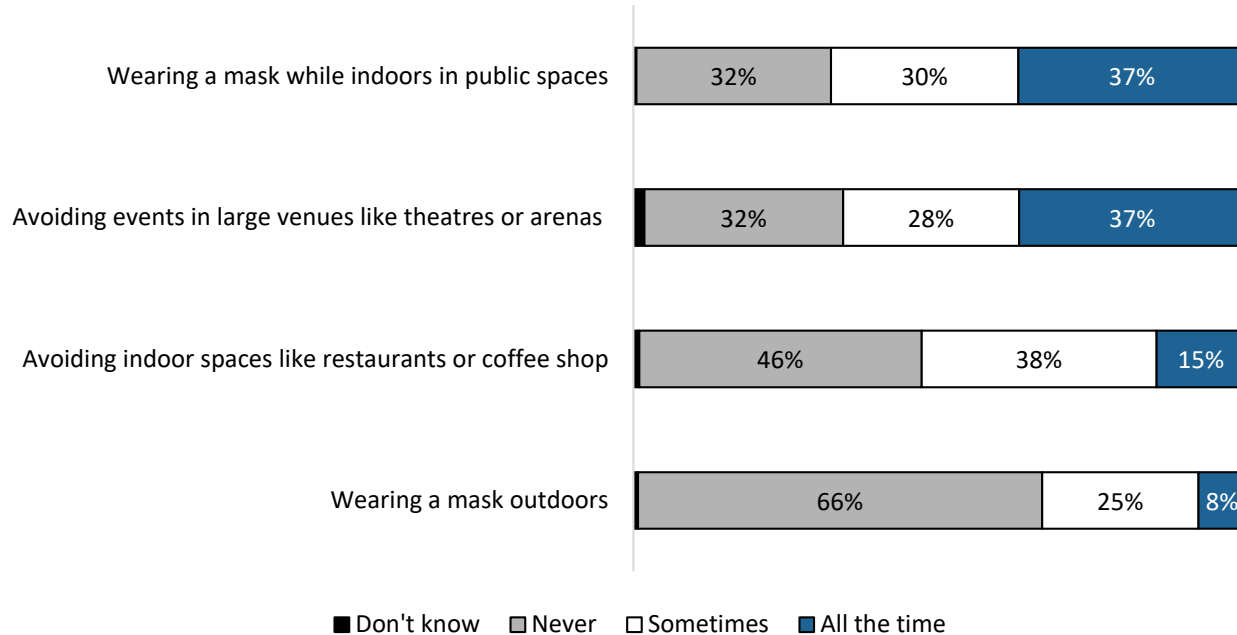
	Albertans (n=1,002)	REGION			AGE					GENDER	
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=178)	35-44 (n=138)	45-54 (n=193)	55-64 (n=194)	65+ (n=299)	Men (n=464)	Women (n=538)
Too soon, they should have been kept in place a while longer	36%	<b>39%</b>	<b>43%</b>	<b>27%</b>	35%	35%	37%	<b>33%</b>	<b>43%</b>	35%	38%
At the right time	27%	<b>34%</b>	26%	<b>21%</b>	<b>22%</b>	<b>18%</b>	<b>27%</b>	<b>41%</b>	<b>35%</b>	28%	26%
Too late, they should have been lifted a long time ago	24%	<b>15%</b>	<b>18%</b>	<b>39%</b>	<b>22%</b>	<b>34%</b>	<b>29%</b>	<b>18%</b>	<b>12%</b>	25%	22%
I don't know / Undecided	12%	13%	13%	11%	<b>19%</b>	12%	<b>7%</b>	<b>8%</b>	<b>9%</b>	11%	14%
I prefer not to answer	1%	<1%	-	2%	2%	-	-	1%	1%	1%	<1%

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

Base: Albertans (n=1,002)

Q7. As you know, the Government of Alberta loosened most of the COVID-19 restrictions like mask wearing and vaccine passports in Alberta over the past few weeks. In your opinion, were these restrictions lifted...

**Thirty seven percent of Albertans are still wearing a mask while indoors in public spaces, and/or avoiding events in large venues like theatres or arenas all the time.**



Note: Prefer not to answer responses are not shown. Responses 2% or less are not labelled.  
 Base: Albertans (n=1,002)  
 Q8. In terms of the loosening of the COVID-19 restrictions in Alberta are you still personally...

**Regionally, those in Calgary or Edmonton are more likely to do all listed activities all the time or some of the time.**

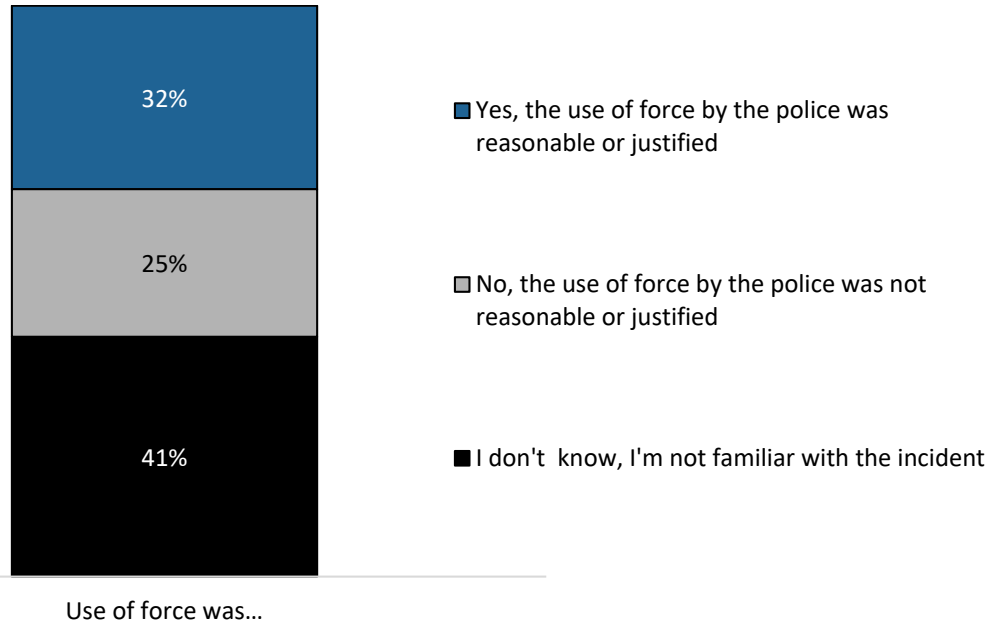
All the time/Sometimes	Albertans (n= 1002)	REGION			AGE					GENDER	
		Cgy. CMA (n= 332)	Edm. CM A (n=320)	Other AB (n=350)	18-34 (n=178)	35-44 (n=138)	45-54 (n=193)	55-64 (n=194)	65+ (n=299)	Men (n=464)	Women (n=538)
Wearing a mask while indoors in public spaces	67%	77%	78%	47%	67%	57%	64%	73%	80%	64%	71%
Avoiding events in large venues like theatres or arenas	65%	72%	72%	51%	60%	64%	61%	69%	76%	63%	68%
Avoiding indoor spaces like restaurants or coffee shop	53%	57%	61%	39%	50%	48%	53%	54%	60%	50%	55%
Wearing a mask outdoors	33%	42%	38%	19%	36%	29%	34%	28%	36%	33%	34%

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

# Detailed Response

Police Actions

**Thirty two percent of Albertans thought the use of bicycles to separate two groups of protesters on the Beltline was reasonable or justified.**



Base: Albertans (n=1,002)

Q9. As you may have heard, the police in Calgary forcibly used their bicycles to separate two groups of protesters on the Beltline last weekend. In your opinion, was the use of force reasonable or justified in that instance?

**Those in Calgary, men, and those over the age of 45 are more likely to think that use of force was reasonable or justified.**

	Albertans (n=1,002)	REGION			AGE					GENDER	
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=178)	35-44 (n=138)	45-54 (n=193)	55-64 (n=194)	65+ (n=299)	Men (n=464)	Women (n=538)
Yes, the use of force by the police was reasonable or justified	32%	41%	23%	30%	21%	28%	35%	39%	45%	38%	25%
No, the use of force by the police was not reasonable or justified	25%	31%	26%	20%	33%	23%	27%	18%	20%	27%	24%
I don't know, I am not familiar with the incident	41%	27%	51%	47%	44%	48%	36%	42%	33%	33%	50%
I prefer not to answer	2%	2%	<1%	3%	2%	1%	1%	2%	2%	2%	1%

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

Base: Albertans (n=1,002)

Q9. As you may have heard, the police in Calgary forcibly used their bicycles to separate two groups of protesters on the Beltline last weekend. In your opinion, was the use of force reasonable or justified in that instance?



## RESPONDENT PROFILE

## Respondent Profile: Age, Gender, Children in Household, Income

	Albertans (n=1,002)	REGION		
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)
<b>Age</b>				
18-34	31%	32%	33%	26%
35-54	38%	38%	35%	39%
55-64	16%	15%	15%	17%
65+	16%	14%	16%	18%
<b>Gender</b>				
Male	50%	50%	50%	50%
Female	50%	50%	50%	50%
<b>Children Under 18 in Household</b>				
Yes	30%	34%	22%	33%
No	70%	66%	77%	67%
I prefer not to answer	<1%	1%	<1%	<1%
<b>Household Income</b>				
Under \$40K	18%	15%	19%	21%
\$40K-\$79K	28%	26%	28%	31%
\$80K+	42%	46%	41%	37%
I prefer not to answer	12%	13%	11%	11%

## Respondent Profile: Employment

	Albertans (n=1,002)	REGION		
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)
<b>Employed</b>	60%	63%	57%	61%
Working full time	45%	48%	41%	46%
Working part time	10%	9%	11%	10%
Self-employed / freelance work	5%	6%	5%	5%
<b>Student</b>	7%	8%	9%	2%
<b>Homemaker</b>	6%	5%	4%	8%
<b>Unemployed</b>	7%	7%	8%	7%
<b>Retired</b>	19%	16%	20%	22%
I prefer not to answer	1%	<1%	2%	1%

## Respondent Profile: Home Ownership, Urban vs. Rural

	Albertans (n=1,002)	REGION		
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)
<b>Home Ownership</b>				
Own	67%	72%	60%	70%
Rent	31%	25%	39%	30%
I prefer not to answer	2%	3%	2%	1%
<b>Urban vs. Rural</b>				
Urban area	44%	49%	54%	30%
Suburban area	35%	44%	37%	24%
Rural area	20%	6%	8%	45%
I don't know/ I prefer not to answer	1%	<1%	1%	1%

## Respondent Profile: Education, First Language

	Albertans (n=1,002)	REGION		
		Cgy. CMA (n=332)	Edm. CMA (n=320)	Other AB (n=350)
<b>Education</b>				
High School or Less	34%	29%	36%	38%
College/Diploma	36%	30%	39%	39%
University	28%	38%	24%	21%
I prefer not to answer	2%	2%	1%	2%
<b>Language Spoken</b>				
French	3%	2%	2%	4%
English	83%	77%	87%	85%
Other	4%	5%	4%	3%
French and other	<1%	<1%	1%	-
English and other	7%	13%	4%	4%
Other and other	1%	1%	<1%	2%
English and French	2%	2%	2%	2%

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- **Leger MetriCX**  
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- **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

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