

Report

Referendum Questions & Municipal Poll

July 2021

For comment please contact:
Ian Large, Executive Vice President
llarge@Leger360.com
780-399-8904



DATE 2021-08-03

Leger





METHODOLOGY

METHODOLOGY

Study Population

- Albertans, aged 18 and older.

Data Collection

- A total of n=1,377 online surveys were conducted via Leger's LEO Panel, including:
 - n=526 in Edmonton CMA
 - n=523 in Calgary CMA
 - n=359 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from July 22st - 26th, 2021.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

Statistical Analysis

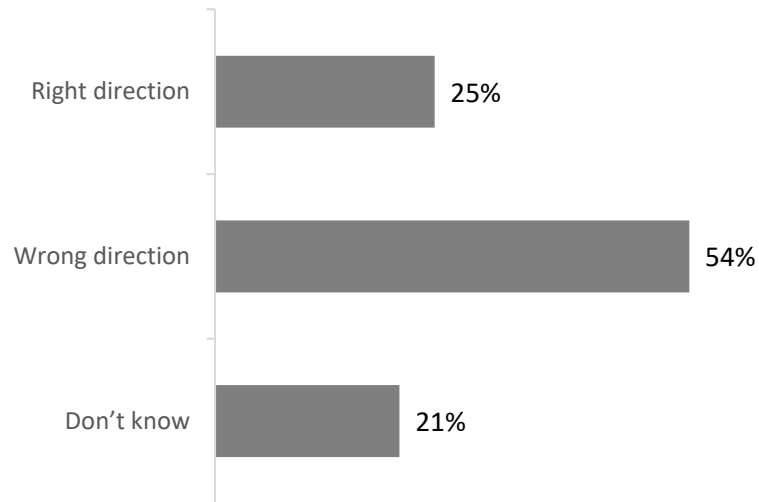
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
 - Albertans (n=1,377) $\pm 3.0\%$, 19 times out of 20.
 - Edmonton CMA (n=526) $\pm 6.0\%$, 19 times out of 20.
 - Calgary CMA (n=523) $\pm 6.0\%$, 19 times out of 20.
 - Other Albertans (n=359) $\pm 5.2\%$, 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 significant 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.



Overarching Sentiments

Detailed Results

About half (54%) of Albertans feel that Alberta is headed in the Wrong direction.



Base: Albertans (n=1,377)

AHJ1C: Taking everything into account, do you believe that Alberta is heading in the right direction, or the wrong direction?

The sense that Alberta is going in the wrong direction is consistent across region.

	Albertans (n=1,377)	REGION			AGE					GENDER	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
Right direction	25%	27%	23%	24%	29%	22%	22%	23%	25%	31%	19%
Wrong direction	54%	54%	55%	53%	52%	55%	56%	56%	52%	52%	56%
Don't know/Undecided	21%	20%	21%	22%	19%	22%	22%	20%	22%	17%	25%
Prefer not to answer	-	-	-	-	-	1%	-	1%	-	-	-

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

Base: Albertans (n=1,377)

AHJ1C: Taking everything into account, do you believe that Alberta is heading in the right direction, or the wrong direction?

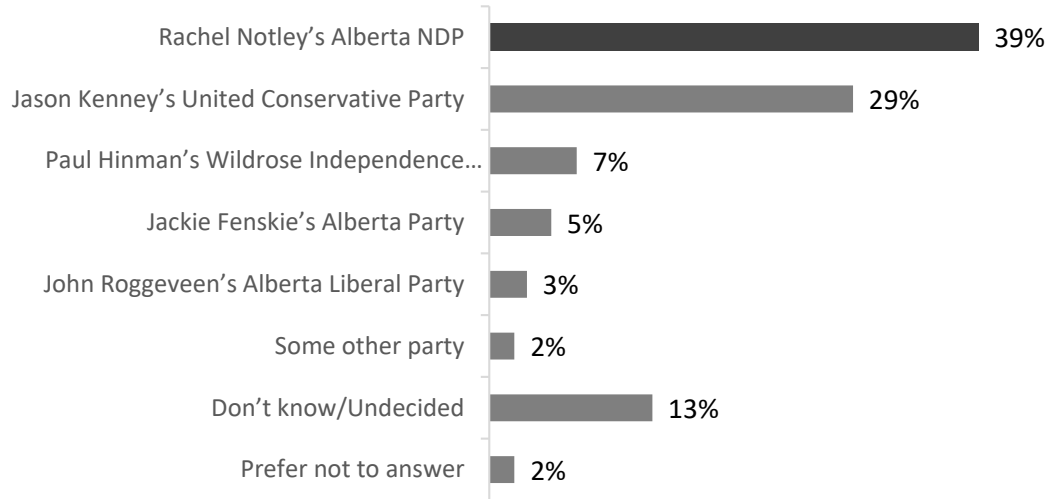


Voting Intentions

Detailed Results

All Voters

NDP (39%) is leading the UCP (29%) among all voters. However, one-in-seven are currently undecided.



Base: Albertans (n=1,377)

AHJ2: If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

All Voters

The NDP lead is everywhere and remains widest in Edmonton.

	Albertans (n=1,377)	REGION			AGE					GENDER	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
Rachel Notley's Alberta NDP	39%	36%	45%	35%	37%	45%	41%	35%	36%	38%	40%
Jason Kenney's United Conservative Party	29%	31%	28%	29%	27%	18%	30%	35%	42%	33%	26%
Paul Hinman's Wildrose Independence Party of Alberta	7%	6%	4%	11%	7%	3%	9%	9%	7%	8%	5%
Jackie Fenskie's Alberta Party	5%	4%	4%	8%	7%	7%	4%	3%	2%	7%	4%
John Roggeveen's Alberta Liberal Party	3%	4%	4%	1%	3%	6%	2%	3%	1%	4%	2%
Some other party	2%	2%	3%	1%	2%	3%	2%	1%	2%	2%	2%
Don't know/Undecided	13%	14%	11%	13%	15%	17%	11%	11%	8%	8%	17%
Prefer not to answer	2%	2%	1%	2%	2%	1%	1%	3%	1%	0%	3%

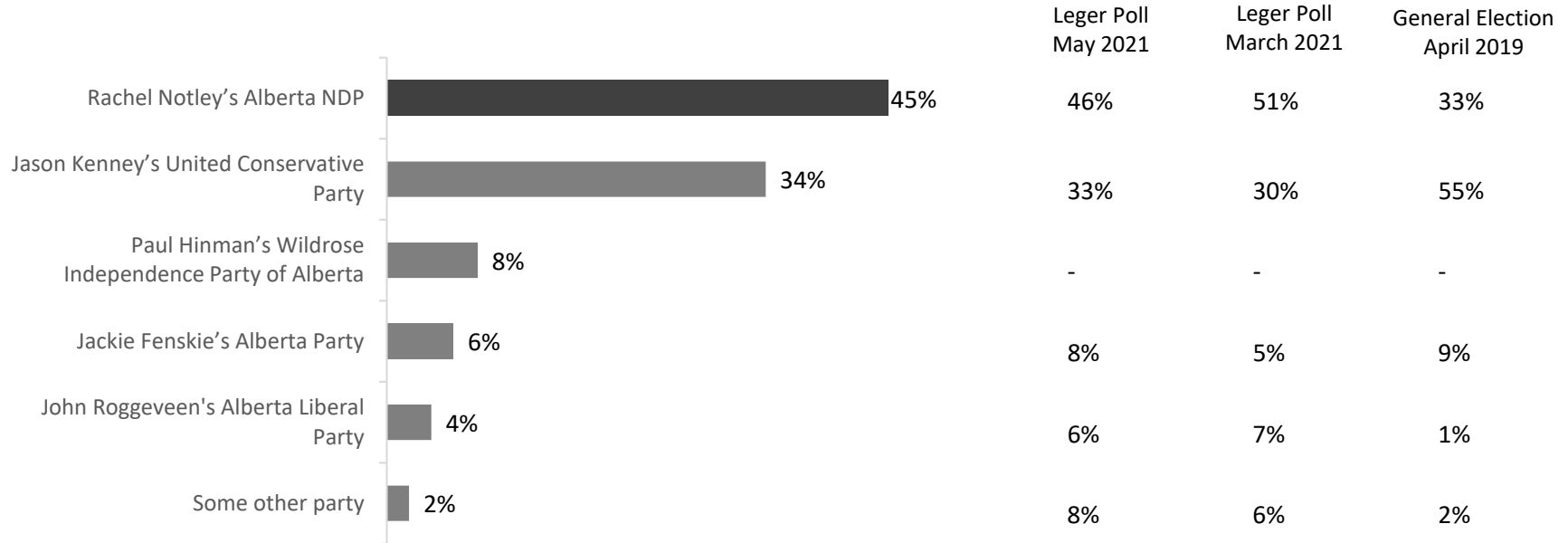
% indicates a significantly higher proportion than the % in the same segment

Base: Albertans (n=1,377)

AHJ2: If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Decided and Leaning Voters

NDP (45%) is leading the UCP (34%) among decided and leaning voters.



Base: Decided and leaning voters (n=1,179)

AHJ2: If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Decided and Leaning Voters

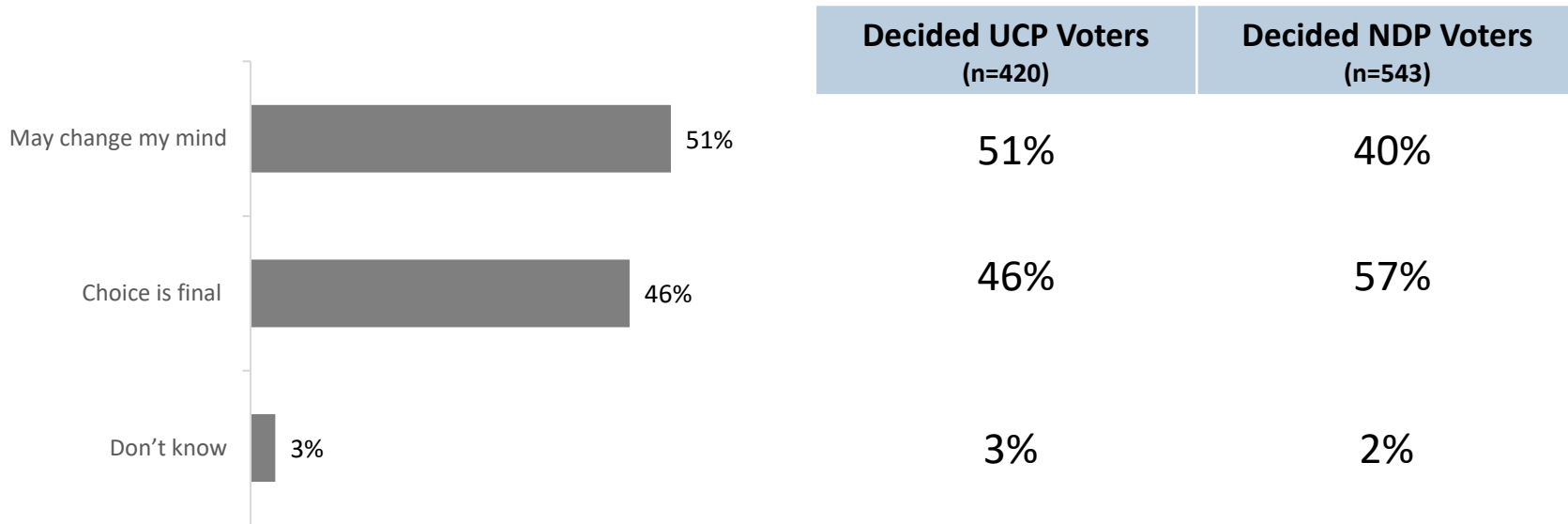
UCP support remains higher among older voters.

	Total Decided + Leaning (n=1,179)	REGION			AGE					GENDER	
		Calgary (n=427)	Edmonton (n=450)	Other AB (n=302)	18-34 (n=224)	35-44 (n=189)	45-54 (n=227)	55-64 (n=247)	65+ (n=292)	Men (n=590)	Women (n=589)
Rachel Notley's Alberta NDP	45%	44%	51%	41%	45%	55%	47%	41%	39%	41%	50%
Jason Kenney's United Conservative Party	34%	37%	32%	34%	32%	22%	34%	40%	47%	36%	33%
Paul Hinman's Wildrose Independence Party of Alberta	8%	7%	5%	13%	8%	3%	10%	11%	8%	9%	7%
John Roggeveen's Alberta Liberal Party	4%	5%	4%	1%	4%	7%	2%	3%	2%	4%	3%
Jackie Fenske's Alberta Party	6%	4%	5%	9%	9%	9%	5%	4%	2%	7%	5%
Some other party	2%	3%	3%	1%	3%	4%	2%	1%	2%	2%	3%

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

About half of (51%) Albertans may change their mind when considering who to vote for in the next Provincial election.

Conversely, 46% of Albertans noted that their choice was final.



Base: Decided and leaning voters (n=1,179).

AHJ4: Is your decision who to vote for final or is it possible you may change your mind?

Younger voters are more likely to change their mind with respect to who they may vote for.

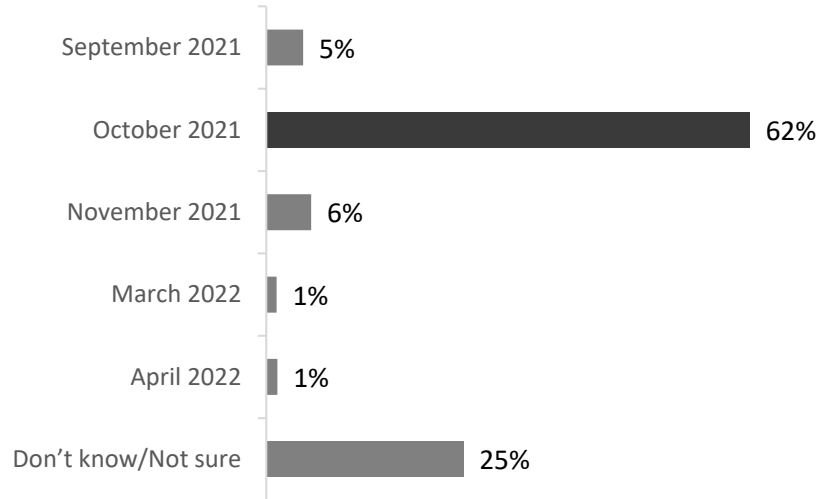
	Albertans (n=1,179)	REGION			AGE					GENDER	
		Calgary (n=427)	Edmonton (n=450)	Other AB (n=302)	18-34 (n=224)	35-44 (n=189)	45-54 (n=227)	55-64 (n=247)	65+ (n=292)	Men (n=590)	Women (n=589)
May change my mind	51%	58%	45%	51%	59%	47%	53%	46%	45%	48%	55%
Choice is final	46%	40%	52%	45%	39%	50%	44%	49%	52%	50%	41%
Don't know	3%	3%	2%	4%	1%	3%	3%	5%	3%	1%	4%
I prefer not to answer	-	-	-	-	-	-	-	-	-	-	-

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

Base: Decided and leaning voters (n=1,179).

AHJ4: Is your decision who to vote for final or is it possible you may change your mind?

Three-Fifths (62%) Albertans correctly identify date of Municipal election on October 2021



Base: Albertans (n=1,377)

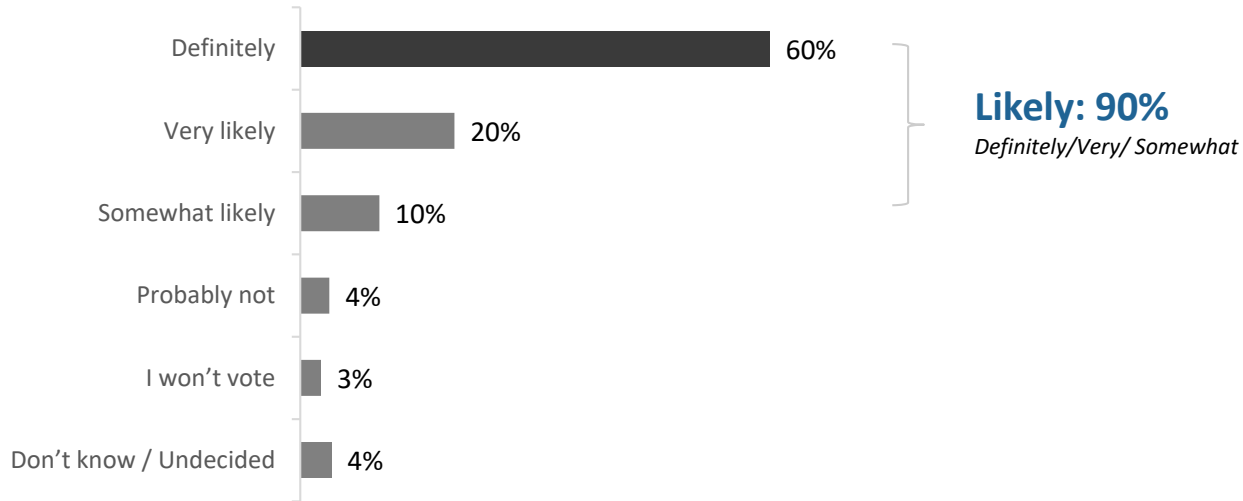
AHJ5: To the best of your knowledge, when are the next Municipal elections happening in Alberta?

Older voters are more likely to get the date of Municipal elections correct.

	Albertans (n=1,377)	REGION			AGE					GENDER	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
September 2021	5%	6%	4%	5%	5%	5%	5%	3%	5%	5%	4%
October 2021	62%	70%	63%	51%	48%	58%	71%	70%	75%	67%	57%
November 2021	6%	6%	4%	8%	9%	3%	6%	4%	4%	6%	6%
March 2022	1%	0%	2%	2%	2%	2%	1%	1%	0%	2%	1%
April 2022	1%	1%	2%	2%	2%	0%	0%	3%	1%	2%	1%
Don't know/Not sure	25%	17%	26%	33%	34%	32%	17%	20%	15%	20%	31%

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

The majority of Albertans claim they are likely (definitely/somewhat/very) to vote in the upcoming Municipal elections on October 18, 2021.



Base: Albertans (n=1,377)

AHJ5a: As you may know, the next Municipal Elections will be held in Alberta on October 18th 2021, about 3 months from now. How likely do you think it is that you will vote in that municipal election?

Older respondents claim that they are likely to vote in the upcoming Municipal elections.

	Albertans (n=1,377)	REGION			AGE					GENDER	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
Definitely	60%	62%	59%	58%	46%	51%	68%	73%	75%	60%	60%
Very likely	20%	18%	19%	22%	23%	23%	16%	16%	16%	19%	20%
Somewhat likely	10%	8%	11%	11%	16%	12%	9%	3%	4%	11%	9%
Probably not	4%	4%	4%	3%	5%	4%	2%	4%	3%	2%	5%
I won't vote	3%	3%	4%	1%	4%	5%	1%	1%	0%	4%	1%
Don't know / Undecided	4%	5%	3%	4%	6%	4%	3%	4%	1%	3%	5%

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

Base: Albertans (n=1,377)

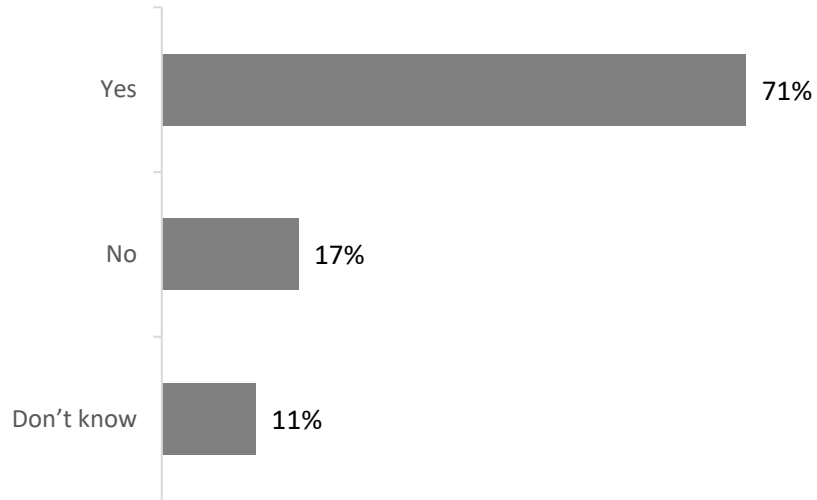
AHJ5a: As you may know, the next Municipal Elections will be held in Alberta on October 18th 2021, about 3 months from now. How likely do you think it is that you will vote in that municipal election?



Voting During COVID

Detailed Results

Almost three-quarter (71%) Albertans claim they are comfortable voting in the upcoming Municipal elections with unvaccinated people present at polling stations.



Base: Albertans (n=1,377)

AHJ5b: Will you be comfortable voting in the next municipal election knowing that unvaccinated people may be present in the line or in the polling station?

Comfort while voting among unvaccinated people seems consistent across region. Men claim they are more comfortable voting among unvaccinated people than women.

	Albertans (n=1,377)	REGION			AGE					GENDER	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
Yes	71%	67%	71%	77%	73%	68%	73%	71%	70%	76%	67%
No	17%	18%	18%	14%	14%	15%	16%	19%	22%	16%	17%
Don't know	11%	15%	11%	9%	12%	16%	10%	10%	8%	8%	15%
Prefer not to answer	-	-	1%	1%	1%	1%	-	-	-	-	1%

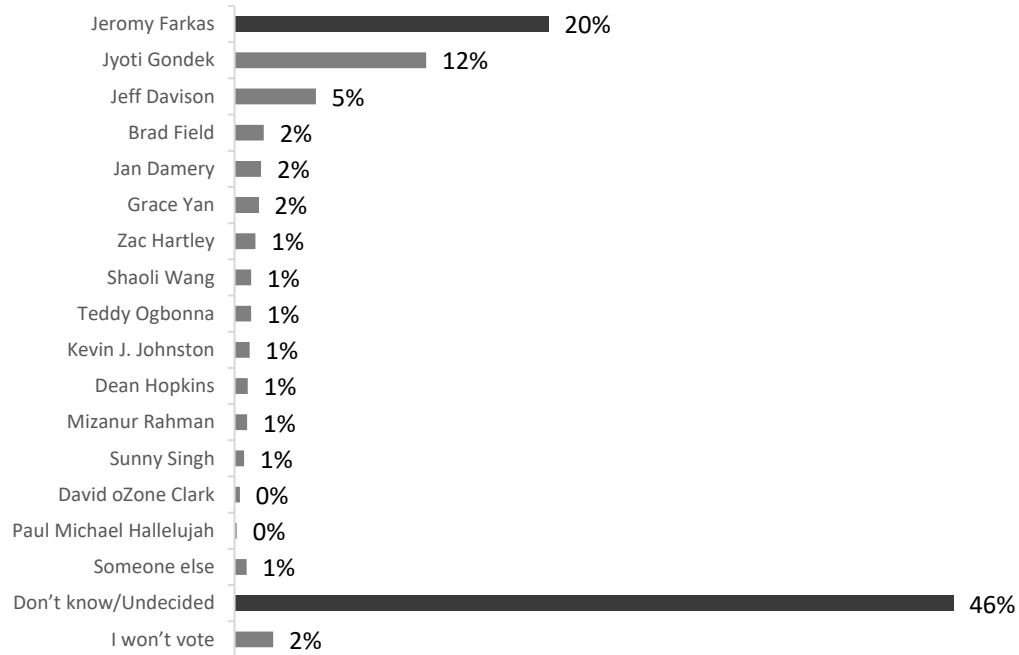
% indicates a significantly higher proportion than the % in the same segment



Voting Intentions in Calgary

Detailed Results

One-Fifth (20%) Calgarians claim they would vote for Jeromy Farkas while almost half (46%) remain undecided.



Base: Calgary Proper (n=464)

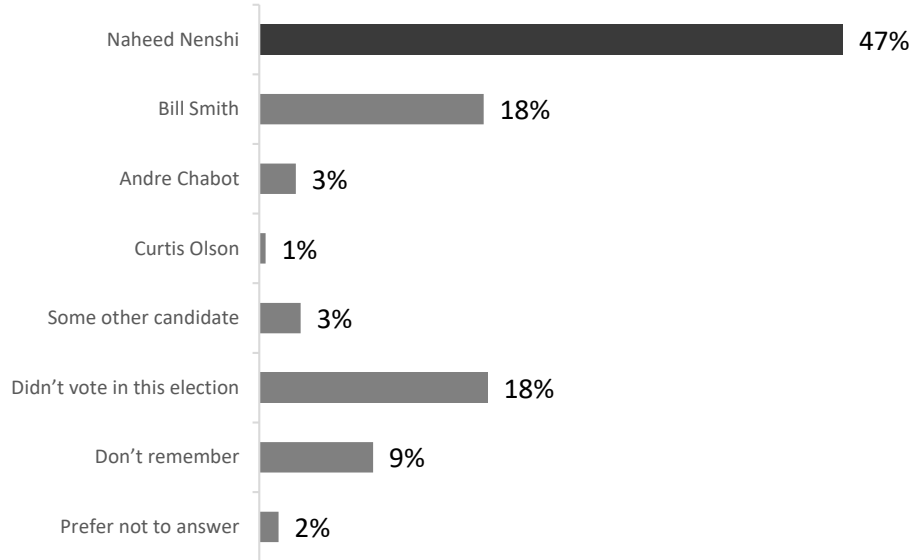
AHJ5c: If the Municipal election were held in Calgary tomorrow, for which candidate for Mayor are you most likely to vote?

Jyoti Gondek is leading among former Nenshi voters.

	Calgarians (n=464)	Previously voted for Nenshi (n=217)	AGE					GENDER	
			18-34 (n=117)	35-44 (n=75)	45-54 (n=103)	55-64 (n=93)	65+ (n=76)	Men (n=221)	Women (n=243)
Jeromy Farkas	20%	17%	15%	12%	20%	31%	32%	22%	18%
Jyoti Gondek	12%	22%	10%	14%	18%	10%	13%	16%	9%
Jeff Davison	5%	6%	3%	5%	7%	6%	8%	5%	5%
Jan Damery	2%	2%	2%	1%	1%	1%	3%	1%	2%
Brad Field	2%	1%	1%	1%	1%	6%	1%	2%	2%
Grace Yan	2%	1%	3%	-	2%	1%	-	3%	-
Zac Hartley	1%	1%	2%	4%	-	-	-	2%	1%
Dean Hopkins	1%	1%	2%	-	-	2%	-	1%	-
Kevin J. Johnston	1%	-	1%	1%	1%	1%	-	2%	-
Teddy Ogbonna	1%	2%	1%	1%	2%	-	-	-	2%
Mizanur Rahman	1%	-	2%	1%	-	-	-	1%	1%
Sunny Singh	1%	-	1%	1%	-	-	-	1%	-
Shaoli Wang	1%	-	2%	1%	-	-	-	1%	1%
David oZone Clark	-	1%	1%	-	-	-	-	1%	-
Paul Michael Hallelujah	-	-	-	-	-	1%	-	-	-
Someone else	1%	-	-	4%	-	-	-	1%	-
Don't know/Undecided	46%	47%	50%	47%	47%	40%	43%	36%	56%
I won't vote	2%	-	4%	4%	2%	1%	-	3%	2%

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

Half (47%) of Calgarians claim they voted for Nenshi in the last Municipal Election.



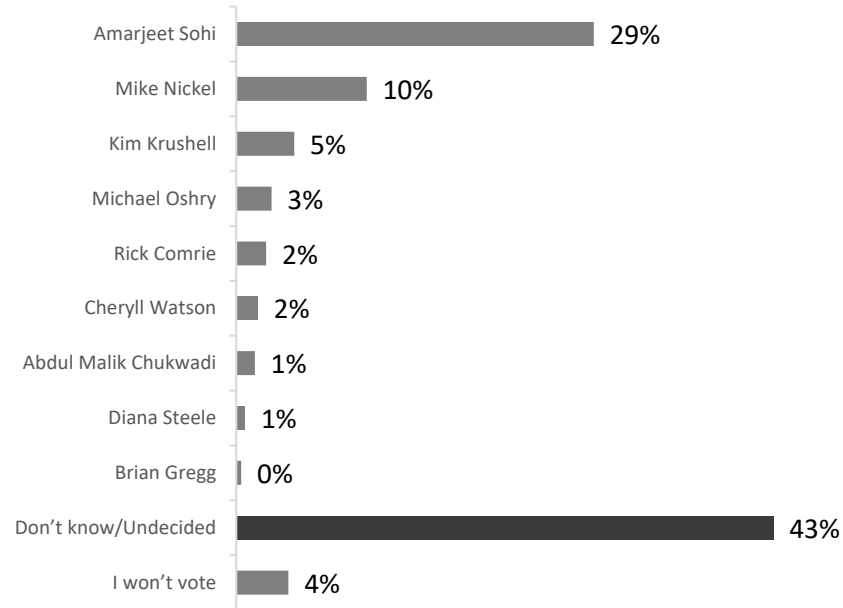
51.4% of Calgarians voted for Naheed Nenshi in 2017 Municipal Election.



Voting Intentions in Edmonton

Detailed Results

Amarjeet Sohi is leading in Edmonton. Conversely, 43% remain undecided.



Base: Edmonton proper (n=458)

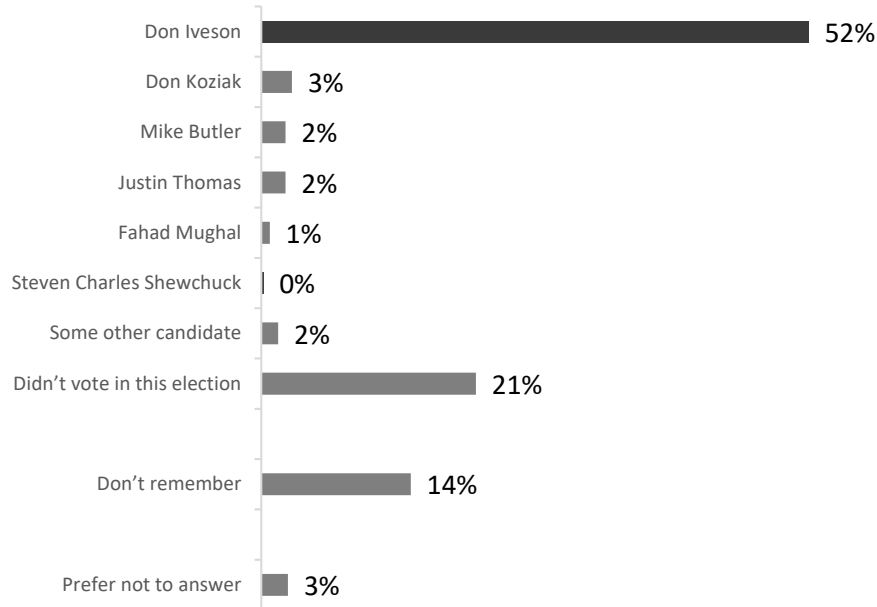
AHJ5e: If the Municipal election were held in Edmonton tomorrow, for which candidate for Mayor are you most likely to vote?

Younger voters claim they are likely to vote for Amarjeet Sohi. Edmontonians who previously voted for Don Iveson claim that they are likely to vote for Amarjeet Sohi.

	Edmontonians (n=458)	Previously voted for Don Iveson (n=244)	AGE					GENDER	
			18-34 (n=91)	35-44 (n=93)	45-54 (n=95)	55-64 (n=81)	65+ (n=98)	Men (n=205)	Women (n=253)
Amarjeet Sohi	29%	40%	38%	30%	26%	20%	17%	34%	23%
Mike Nickel	10%	8%	5%	9%	14%	23%	8%	10%	11%
Kim Krushell	5%	7%	-	2%	5%	13%	9%	4%	6%
Michael Oshry	3%	3%	-	4%	1%	1%	10%	3%	2%
Rick Comrie	2%	2%	5%	-	1%	2%	1%	3%	2%
Cheryll Watson	2%	2%	1%	2%	1%	2%	4%	2%	2%
Abdul Malik Chukwadi	1%	-	4%	-	-	1%	-	3%	-
Diana Steele	1%	1%	1%	1%	1%	1%	-	1%	-
Brian Gregg	-	-	-	-	1%	1%	-	-	1%
Don't know/Undecided	43%	36%	40%	47%	48%	31%	50%	36%	50%
I won't vote	4%	-	7%	4%	1%	4%	1%	5%	3%

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

About half Edmontonians claim they voted for Don Iveson in the last Municipal election.



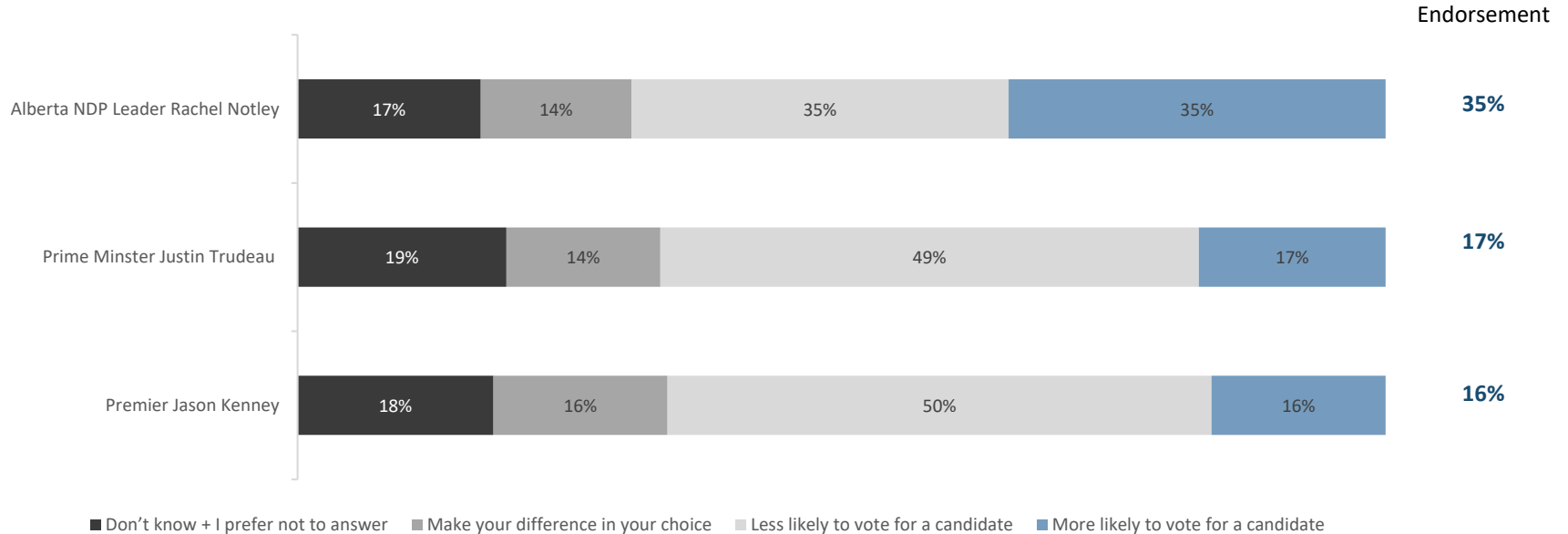
72% of Edmontonians voted for Don Iveson in 2017 Municipal Election.



Voting Endorsements

Detailed Results

Nearly 1 in 3 Albertans believe that an endorsement from Rachel Notley would likely influence their vote for Municipal candidates.



Base: Albertans (n=1,377)

AHJ5gr1-5: Would an endorsement from the following make you more likely, less likely or not change your likelihood of voting for one of the candidates?

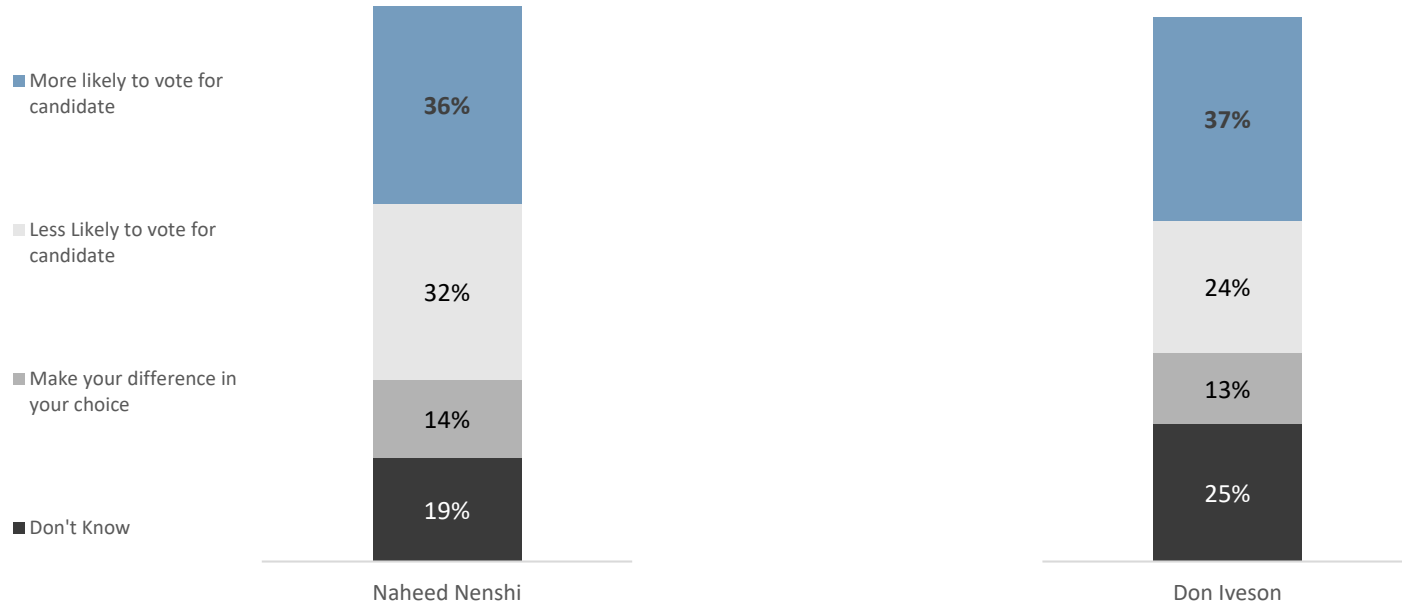
Endorsement is more likely to influence the voting decision of younger Albertans.

	Albertans (n=1,377)	REGION			AGE					Gender	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
More likely to vote											
Alberta NDP Leader Rachel Notley	35%	33%	40%	30%	41%	36%	28%	30%	32%	34%	35%
Prime Minister Justin Trudeau	17%	19%	18%	14%	24%	20%	11%	12%	12%	21%	13%
Premier Jason Kenney	16%	17%	16%	16%	18%	13%	16%	15%	20%	20%	12%

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

36% of Calgarians believe that endorsement from Naheed Nenshi will influence their vote.

37% of Edmontonians believe that endorsement from Don Iveson will influence their vote.



Base: Albertans (n=1,377)

AHJ6: As you may know, during the upcoming municipal election, the Provincial Government is adding some referendum questions for all Albertans to answer.

Endorsement is more likely to influence the voting decision of younger Albertans.

	Albertans (n=1,377)	REGION			AGE					Gender	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
More likely to vote											
Naheed Nenshi	25%	36%	20%	17%	30%	27%	18%	23%	20%	25%	24%
Don Iveson	18%	10%	37%	9%	26%	18%	13%	17%	12%	19%	18%

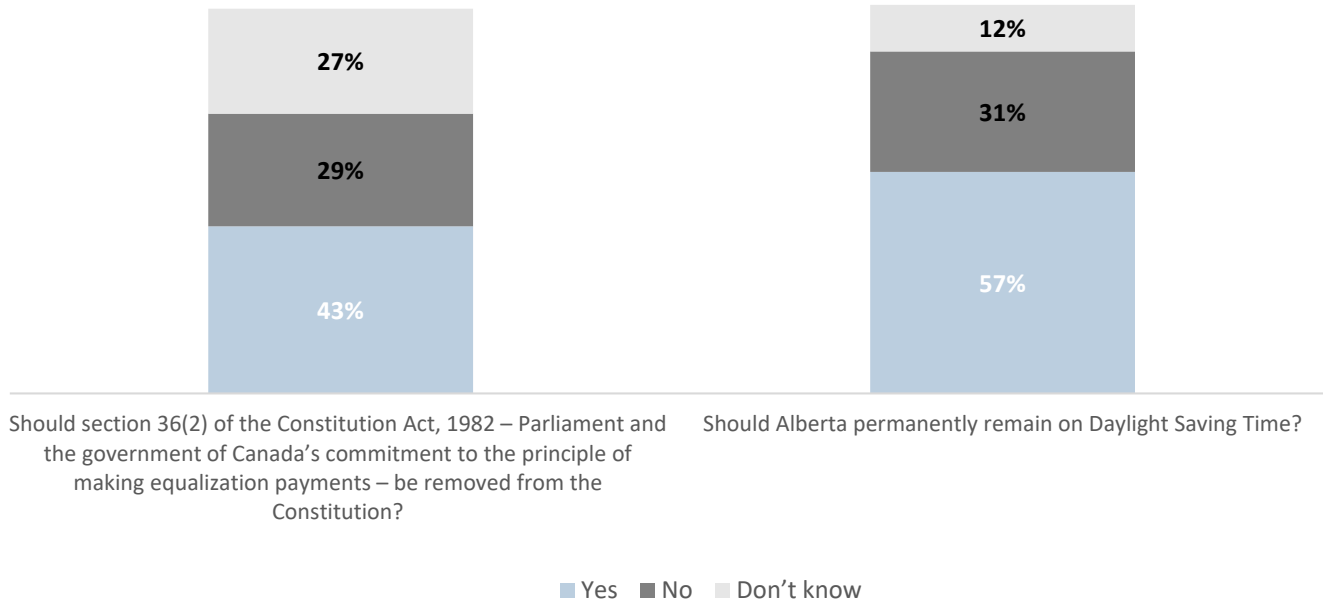
% indicates a significantly higher proportion than the % in the same segment



Referendum Questions

Detailed Results

Two-in-five (43%) Albertans believe that Section 36(2) should be removed from the Constitution. In addition, three-in-five (57%) believe that Alberta should permanently remain on Daylight Saving time.



Base: Albertans (n=1,377)

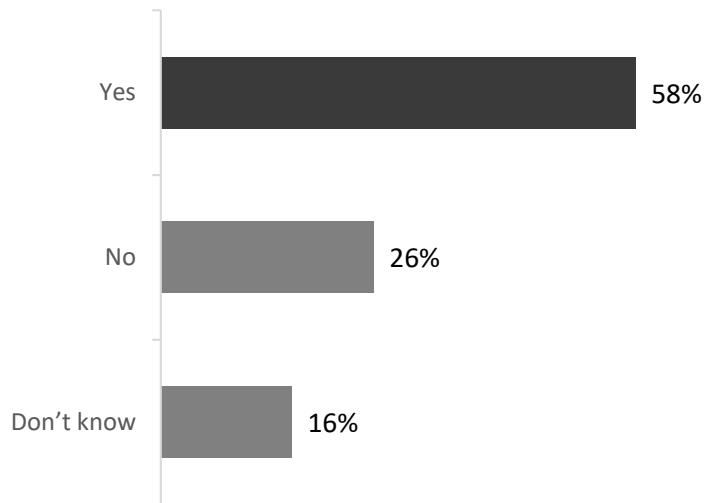
AHJ6: As you may know, during the upcoming municipal election, the Provincial Government is adding some referendum questions for all Albertans to answer.

Older Albertans (43%) are more likely to believe that Section 36(2) should be removed from the Constitution. Incidence of Alberta remaining on Daylight Savings time remain consistent across region.

	Albertans (n=1,377)	REGION			AGE					GENDER	
		Calgary (n=509)	Edmonton (n=518)	Other AB (n=350)	18-34 (n=268)	35-44 (n=233)	45-54 (n=264)	55-64 (n=286)	65+ (n=326)	Men (n=641)	Women (n=736)
Should section 36(2) of the Constitution Act, 1982 – Parliament and the government of Canada’s commitment to the principle of making equalization payments – be removed from the Constitution?											
Yes	43%	45%	37%	48%	35%	40%	47%	51%	51%	48%	38%
No	29%	29%	34%	25%	30%	29%	30%	27%	29%	33%	26%
I don’t know	27%	25%	29%	27%	34%	31%	22%	22%	19%	18%	36%
Should Alberta permanently remain on Daylight Saving Time?											
Yes	57%	60%	53%	57%	54%	54%	60%	59%	59%	59%	54%
No	31%	30%	35%	29%	33%	36%	29%	28%	30%	31%	32%
Don’t know	12%	11%	12%	13%	13%	10%	12%	13%	11%	10%	14%

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

About three-in-five (58%) Calgarians believe in reintroducing fluoridation of municipal water supply.



Base: Calgary proper (n=464)

AHJ6r3: Are you in favor of reintroducing fluoridation of the municipal water supply? - As you may know, during the upcoming municipal election, the Provincial Government is adding some referendum questions for all Albertans to answer.

Incidence of fluoridation of municipal water supply remains consistent across Calgary.

	Calgarians (n=464)	AGE					GENDER	
		18-34 (n=117)	35-44 (n=75)	45-54 (n=103)	55-64 (n=93)	65+ (n=76)	Men (n=221)	Women (n=243)
Yes	58%	61%	58%	58%	49%	62%	63%	53%
No	26%	21%	24%	26%	35%	31%	26%	26%
Don't know	16%	19%	18%	16%	16%	8%	11%	21%

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

Base: Calgary proper (n=464)

AHJ6r3: Are you in favor of reintroducing fluoridation of the municipal water supply? - As you may know, during the upcoming municipal election, the Provincial Government is adding some referendum questions for all Albertans to answer.



RESPONDENT PROFILE

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

	Albertans (n=1,408)	REGION		
		Calgary (n=523)	Edmonton (n=526)	Other AB (n=359)
Age				
18-34	32%	32%	33%	30%
35-54	36%	38%	35%	35%
55-64	16%	15%	15%	17%
65+	16%	14%	16%	18%
Gender				
Male	50%	50%	50%	50%
Female	50%	50%	50%	50%
Children Under 18 in Household				
Yes	33%	33%	29%	38%
No	67%	67%	71%	62%
Income				
Under \$40K	16%	14%	15%	18%
\$40K-\$79K	26%	24%	28%	26%
\$80K+	48%	51%	48%	46%
I prefer not to answer	10%	11%	8%	10%

Respondent Profile: Employment

	Albertans (n=1,408)	REGION		
		Calgary (n=523)	Edmonton (n=526)	Other AB (n=359)
WORKING	63%	65%	60%	63%
Working full time	46%	48%	45%	46%
Working part time	12%	11%	10%	12%
Self-employed / freelance work	5%	6%	5%	5%
Student	5%	6%	7%	5%
Homemaker	5%	5%	5%	5%
Unemployed	8%	8%	9%	8%
Retired	19%	16%	19%	19%
I prefer not to answer	63%	65%	60%	63%

Respondent Profile: Home Ownership, Type of Area

	Albertans (n=1,408)	REGION		
		Calgary (n=523)	Edmonton (n=526)	Other AB (n=359)
Home Ownership				
Own	72%	74%	74%	69%
Rent	26%	24%	23%	29%
I prefer not to answer	2%	2%	3%	1%
Type of Area				
Urban area	44%	52%	53%	28%
Suburban area	38%	43%	39%	33%
Rural area	16%	4%	8%	38%
I don't know/ I prefer not to answer	1%	1%	0%	1%

Respondent Profile: Education, Language Spoken

	Albertans (n=1,118)	REGION		
		Cgy. CMA (n=447)	Edm. CMA (n=321)	Other AB (n=350)
Education				
HIGH SCHOOL OR LESS	23%	19%	20%	31%
College/Diploma	25%	20%	26%	28%
UNIVERSITY	52%	60%	54%	41%
I prefer not to answer	-	-	-	-
Language Spoken				
French	2%	2%	2%	3%
English	84%	80%	82%	89%
Other	4%	5%	3%	4%
French and other	0%	0%	0%	
English and other	7%	10%	8%	3%
Other and other	1%	1%	2%	0%
English and French	1%	2%	2%	1%

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
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

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger

We know Canadians



leger360.com



@leger360



/LegerCanada



/company/leger360



@leger360