



Alberta 2019 Election Poll #1: From April 8-10, 2019, Pollara Strategic Insights conducted an online survey among a randomly-selected, reliable sample of N=1,005 Albertans. As online surveys are not based on probability samples, a margin of error cannot be applied. A probability sample of this size would carry a margin of error of $\pm 3.1\%$, 19 times out of 20. The dataset is statistically weighted according to the gender and regional proportions of the population as well as an estimate of the age proportions of the electorate, based on the turnout of Albertans across age brackets in previous elections.

AGE - (COMPUTED) For Quotas

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millennial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
18-29	143	60	81	143	-	-	75	-	-	50	8	37	8	13	14	13
	14%	12%	16%	65%			36%			16%	13%	16%	8%	15%	11%	14%
			b	G						M		M				
30-39	171	65	106	78	93	-	132	39	-	47	14	50	9	17	18	16
	17%	13%	21%	35%	26%		64%	10%		15%	22%	22%	9%	19%	15%	17%
			B	EH	H		DEH			m	M	jM		M		
40-49	170	95	75	-	170	-	-	170	-	61	14	25	17	15	16	21
	17%	19%	15%		48%			42%		20%	22%	11%	18%	17%	13%	22%
		c								Lo	L	I				L
50-59	214	103	110	-	95	119	-	197	16	58	12	53	20	17	26	28
	21%	21%	22%		26%	28%		49%	6%	19%	19%	23%	21%	19%	21%	29%
				I	I			EFI								jkn
60+	308	174	133	-	-	308	-	-	237	89	16	69	43	27	47	17
	31%	35%	26%			72%			94%	29%	25%	29%	45%	30%	39%	18%
		C							F	P		P	JKLN	P	jkIP	
NET: 18-34	221	85	135	221	-	-	153	-	-	70	18	60	12	18	18	24
	22%	17%	27%	100%			74%			23%	28%	26%	13%	20%	15%	26%
			B							M	Mo	MO				M
NET: 35-54	357	178	178	-	357	-	54	303	-	116	24	80	29	33	37	38
	36%	36%	35%		100%		26%	75%		38%	37%	34%	30%	37%	31%	41%
								G								
NET: 55+	427	234	192	-	-	427	-	103	254	120	23	94	56	38	65	31
	43%	47%	38%			100%		25%	100%	39%	35%	40%	58%	42%	54%	34%
		C							H			JKLN			JKLnP	
NET: Millennial	206	80	125	153	54	-	206	-	-	61	19	55	10	15	26	21
	21%	16%	25%	69%	15%		100%			20%	29%	23%	10%	17%	21%	22%
			B	E						M	Mn	M			M	m
NET: Gen. X	406	207	198	-	303	103	-	406	-	126	28	89	39	37	42	46
	40%	42%	39%		85%	24%		100%		41%	43%	38%	40%	41%	35%	49%
					F											IO
NET: Boomer	254	133	120	-	-	254	-	-	254	75	15	51	31	22	45	14

	25%	27%	24%	59%	100%	24%	22%	22%	32%	24%	38%	16%
						p			IP		JKLNP	

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QSCR5](#)

QSCR5 - Please enter your gender:

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
Male	496	496	-	85	178	234	80	207	133	149	33	115	48	44	59	48
	49%	100%		38%	50%	55%	39%	51%	52%	49%	51%	49%	49%	49%	49%	51%
Female	505	-	505	135	178	192	125	198	120	152	32	120	49	45	61	45
	50%		100%	61%	50%	45%	61%	49%	47%	50%	49%	51%	51%	51%	51%	48%
Both	3	-	-	1	1	1	1	1	1	2	-	-	-	-	-	1
	0%			0%	0%	0%	0%	0%	1%	1%						1%
Don't know	1	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-
	0%			0%			0%			0%						

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
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Lowercase letters indicate significance at the 90% level.
[Table CREGN](#)

CREGN - (COMPUTED) Regions for quotas

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
CALGARY	305	149	152	70	116	120	61	126	75	305	-	-	-	-	-	-

EDMONTON	30%	30%	30%	32%	32%	28%	30%	31%	29%	100%	-	-	234	-	-	-	-
	234	115	120	60	80	94	55	89	51	-	-	100%	-	-	-	-	-
	23%	23%	24%	27%	22%	22%	26%	22%	20%								
GREATER CALGARY AREA	65	33	32	18	24	23	19	28	15	-	65	-	-	-	-	-	-
	6%	7%	6%	8%	7%	5%	9%	7%	6%		100%						
GREATER EDMONTON AREA	97	48	49	12	29	56	10	39	31	-	-	-	97	-	-	-	-
	10%	10%	10%	6%	8%	13%	5%	9%	12%				100%				
RURAL CENTRAL	121	59	61	18	37	65	26	42	45	-	-	-	-	-	-	121	-
	12%	12%	12%	8%	10%	15%	12%	10%	18%							100%	
RURAL NORTH	93	48	45	24	38	31	21	46	14	-	-	-	-	-	-	-	93
	9%	10%	9%	11%	11%	7%	10%	11%	6%								100%
RURAL SOUTH	90	44	45	18	33	38	15	37	22	-	-	-	-	90	-	-	-
	9%	9%	9%	8%	9%	9%	7%	9%	9%					100%			

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

[Table QA1](#)

QA1 - As discussed, Alberta has a provincial election this month. Election Day is on April 16th, and Advance Polls will also be open from April 9th to April 13th. How likely are you to vote in Alberta's upcoming provincial election?

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
Absolutely certain that I will vote	714	366	343	128	226	360	117	287	215	209	44	171	78	62	86	64
	71%	74%	68%	58%	63%	84%	57%	71%	85%	68%	67%	73%	81%	69%	71%	69%
Very likely to vote	151	77	74	46	63	42	40	63	24	47	13	33	11	17	12	19
	15%	16%	15%	21%	18%	10%	20%	15%	9%	15%	20%	14%	11%	19%	10%	20%
Somewhat likely to vote	59	18	41	20	29	9	16	24	7	23	4	13	3	3	9	4
	6%	4%	8%	9%	8%	2%	8%	6%	3%	7%	6%	6%	4%	4%	7%	4%
Not very likely to vote	33	13	20	15	17	-	17	13	-	11	1	8	1	2	7	4
	3%	3%	4%	7%	5%		8%	3%		4%	1%	3%	1%	2%	5%	4%
Not likely to vote at all	31	15	15	8	14	9	10	15	3	11	2	6	2	2	6	1
	3%	3%	3%	3%	4%	2%	5%	4%	1%	3%	3%	3%	2%	2%	5%	2%
Already voted in an Advance Poll	18	6	12	4	8	7	5	5	5	6	2	3	2	4	2	1
	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	5%	1%	1%

NET: Absolutely certain + already voted	732 73%	372 75%	356 70%	132 60%	233 65%	367 86%	123 59%	291 72%	220 87%	214 70%	45 70%	174 74%	80 82%	66 74%	87 72%	65 70%
NET: Absolutely certain + very likely + already voted	883 88%	449 91%	429 85%	178 80%	296 83%	409 96%	163 79%	354 87%	244 96%	261 86%	58 90%	207 88%	91 94%	83 92%	99 82%	84 90%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QA2AA](#)

QA2AA - For each of the following people... please indicate your overall impression of them. - Rachel Notley

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
0-1	242	118	124	38	89	115	35	114	67	59	20	38	28	33	44	22
	24%	24%	25%	17%	25%	27%	17%	28%	26%	19%	30%	16%	29%	36%	36%	23%
2-3	108	55	53	18	42	48	22	41	26	42	9	15	9	11	7	13
	11%	11%	11%	8%	12%	11%	11%	10%	10%	14%	14%	7%	10%	13%	6%	14%
4-6	258	125	132	64	92	103	57	105	58	107	16	49	19	15	28	24
	26%	25%	26%	29%	26%	24%	27%	26%	23%	35%	25%	21%	19%	16%	23%	25%
7-8	169	90	78	47	59	63	42	62	45	45	7	51	19	11	21	15
	17%	18%	15%	21%	16%	15%	20%	15%	18%	15%	11%	22%	20%	12%	17%	16%
9-10	179	89	88	41	54	84	36	64	49	45	10	63	18	16	12	15
	18%	18%	18%	18%	15%	20%	17%	16%	19%	15%	16%	27%	19%	18%	10%	16%
Unfamiliar/ No Opinion	14	7	7	3	9	2	5	6	1	1	2	4	1	2	4	-
	1%	1%	1%	1%	3%	0%	3%	1%	0%	0%	3%	2%	1%	3%	4%	-
Unaware	10	6	4	3	4	4	2	5	1	2	-	3	-	2	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	-	1%	-	2%	2%	1%
Unsure	25	5	20	7	9	9	8	8	6	6	-	12	3	-	2	3
	2%	1%	4%	3%	3%	2%	4%	2%	2%	2%	-	5%	3%	-	1%	4%
NET: Negative	350	173	177	57	130	163	57	156	93	100	29	53	38	44	51	35
	35%	35%	35%	26%	37%	38%	28%	38%	37%	33%	45%	23%	39%	49%	42%	38%
NET: Neutral	258	125	132	64	92	103	57	105	58	107	16	49	19	15	28	24
	26%	25%	26%	29%	26%	24%	27%	26%	23%	35%	25%	21%	19%	16%	23%	25%

NET: Positive	348 35%	179 36%	166 33%	88 40% EH	113 32%	148 35%	77 37%	126 31%	94 37%	89 29%	18 27%	114 49% JKmNOP	37 38% o	27 30%	33 27%	30 33%
NET: Not rated	49 5%	19 4%	30 6%	13 6% fi	22 6% fi	14 3%	15 7% FI	20 5%	8 3%	9 3%	2 3%	18 8% Jk	4 4% Jk	4 5%	9 7% j	4 4%
MEAN	4.85	4.90	4.78	5.38 EFHi	4.67	4.73	5.27 EFH	4.56	4.82	4.79 nO	4.29	5.97 JKMNOP	4.77	4.09	3.93	4.72

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QA2AB](#)

QA2AB - For each of the following people... please indicate your overall impression of them. - Jason Kenney

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
0-1	280	120	156	62	104	115	63	114	77	69	10	93	28	25	31	24
	28%	24%	31%	28%	29%	27%	31%	28%	30%	23%	16%	40% JKMNOP	29% K	28% k	25%	25%
2-3	91	52	39	23	31	37	21	35	19	22	5	28	9	5	7	15
	9%	10%	8%	11%	9%	9%	10%	9%	7%	7%	8%	12% jNo	9% K	6% k	6% JNO	16% JNO
4-6	235	120	115	62	84	88	56	101	50	92	16	48	17	15	27	21
	23%	24%	23%	28% FI	24%	21%	27% fi	25% f	20%	30% LMN	24%	20%	17%	16%	22%	22%
7-8	193	102	91	43	64	87	35	74	48	59	20	28	24	17	28	17
	19%	21%	18%	19%	18%	20%	17%	18%	19%	19%	31% jLnp	12%	25% L	19% l	23% L	18%
9-10	145	81	64	13	45	87	14	54	52	51	10	23	12	20	17	12
	14%	16%	13%	6% DG	13% DEGH	20%	7% DG	13% DEGH	20%	17% L	16%	10%	12% LMop	23% LMop	14%	13%
Unfamiliar/ No Opinion	26	11	15	7	14	4	10	10	4	5	3	4	2	5	6	1
	3%	2%	3%	3% f	4% FH	1% f	5% Fi	2% F	2% F	2% F	5% F	2% F	2% F	6% jlp	5% p	1% p
Unaware	12	6	6	6	3	3	4	4	-	2	-	3	2	1	4	1
	1%	1%	1%	3% eF	1% eF	1% eF	2% eF	1% eF	-	1% eF	-	1% eF	2% eF	1% eF	3% eF	1% eF
Unsure	23	6	17	4	12	7	3	13	4	5	-	9	4	1	1	3
	2%	1%	3% B	2% B	3% B	2% B	2% B	3% B	2% B	2% B	-	4% O	4% O	2% O	1% O	4% O
NET: Negative	371	172	196	85	134	152	84	149	96	91	16	121	37	30	38	38
	37%	35%	39% B	39% B	38% B	35% B	40% B	37% B	38% B	30% JKMNOp	24% JKMNOp	52% JKMNOp	38% k	34% k	31% jk	41% jk

NET: Neutral	235 23%	120 24%	115 23%	62 28% FI	84 24%	88 21%	56 27% fi	101 25% f	50 20%	92 30% LMN	16 24%	48 20%	17 17%	15 16%	27 22%	21 22%
NET: Positive	338 34%	183 37% C	156 31%	56 25% g	109 30% DEGH	174 41%	49 24%	129 32% dG	99 39% DEGh	110 36% L	30 46% Lp	50 22% L	36 37% L	38 42% L	45 37% L	30 32% L
NET: Not rated	61 6%	22 4%	39 8%	18 8% B	29 8% FI	14 3% FhI	18 9% FI	27 7% FI	8 3%	12 4%	3 5%	15 6%	7 7%	7 8%	11 9%	5 5%
MEAN	4.56	4.83 C	4.32	4.07	4.38	4.94 DEGH	3.96	4.48 g	4.79 DG	5.00 L	5.50 LmP	3.45	4.51 L	5.02 L	4.91 L	4.37 L

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QA2AC](#)

QA2AC - For each of the following people... please indicate your overall impression of them. - Stephen Mandel

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
0-1	74 7%	43 9%	30 6%	10 5%	25 7%	39 9%	12 6%	29 7%	26 10%	18 6%	2 3%	24 10%	4 4%	9 10%	12 10%	6 6%
2-3	99 10%	52 11%	46 9%	12 5%	35 10%	52 12%	10 5%	48 12%	27 11%	42 14%	5 7%	18 8%	9 9%	8 9%	11 9%	6 7%
4-6	508 51%	249 50%	257 51%	113 51%	171 48%	224 52%	107 52%	200 49%	129 51%	153 50%	35 54%	111 48%	52 54%	39 44%	67 55%	51 54%
7-8	143 14%	79 16%	64 13%	31 14%	50 14%	61 14%	26 13%	53 13%	39 15%	32 11%	11 16%	50 21%	17 17%	10 12%	10 8%	12 13%
9-10	47 5%	22 4%	26 5%	12 5%	15 4%	21 5%	14 7%	20 5%	9 3%	10 3%	3 4%	14 6%	7 7%	3 4%	6 5%	4 4%
Unfamiliar/ No Opinion	78 8%	28 6%	50 10%	27 12%	32 9%	19 5%	22 11%	29 7%	14 6%	35 12%	7 11%	4 2%	2 2%	17 19%	8 7%	5 6%
Unaware	25 2%	15 3%	10 2%	8 4%	12 3%	4 1%	9 4%	11 3%	3 1%	8 3%	-	4 2%	1 1%	2 2%	5 4%	6 6%
Unsure	32 3%	8 2%	23 5%	7 3%	18 5%	7 2%	6 3%	17 4%	6 2%	7 2%	3 5%	10 4%	5 6%	1 2%	1 1%	4 4%
NET: Negative	173	96	76	22	60	91	22	77	53	60	7	41	13	17	23	12

	17%	19%	15%	10%	17%	21%	11%	19%	21%	20%	10%	18%	14%	19%	19%	13%
		c			DG	DG		DeG	DG	K		k		k	k	
NET: Neutral	508	249	257	113	171	224	107	200	129	153	35	111	52	39	67	51
	51%	50%	51%	51%	48%	52%	52%	49%	51%	50%	54%	48%	54%	44%	55%	54%
NET: Positive	190	101	89	43	65	82	40	72	48	42	13	65	24	14	16	16
	19%	20%	18%	19%	18%	19%	19%	18%	19%	14%	20%	28%	24%	15%	13%	17%
												JNOP	JO			
NET: Not rated	135	51	83	43	61	30	37	57	23	50	10	17	8	20	15	15
	13%	10%	16%	19%	17%	7%	18%	14%	9%	16%	16%	7%	8%	22%	12%	16%
			B	FhI	FHI		FI	FI	f	LM	I			LMO		I
MEAN	5.00	4.95	5.06	5.33	5.00	4.86	5.22	4.95	4.80	4.78	5.30	5.16	5.51	4.80	4.67	5.14
			eFhI				fi				jo	jo	JNO			

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QA2BA](#)

QA2BA - For each of the following people... please indicate if your overall impression of them has gotten better or worse since the start of the election campaign. - Rachel Notley

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
Much better	77	42	33	25	23	28	18	27	13	21	5	27	8	7	2	7
	8%	8%	7%	11%	6%	7%	9%	7%	5%	7%	7%	11%	8%	8%	2%	7%
				EFGHI						O		jo	O	O		
Somewhat better	143	68	75	46	43	54	38	50	32	41	5	49	13	6	13	15
	14%	14%	15%	21%	12%	13%	18%	12%	12%	13%	8%	21%	13%	7%	11%	16%
				EFHI			Efhi			N		JKmNO				n
About the same as at start of campaign	390	188	199	74	146	170	74	164	109	120	26	90	33	32	51	38
	39%	38%	39%	33%	41%	40%	36%	40%	43%	39%	41%	38%	34%	36%	42%	40%
				d			d		D							
Somewhat worse	146	80	66	36	51	59	35	53	38	45	15	28	14	15	16	13
	15%	16%	13%	16%	14%	14%	17%	13%	15%	15%	23%	12%	15%	16%	13%	14%
										L						
Much worse	200	100	100	26	64	109	26	85	59	60	12	31	27	24	31	15
	20%	20%	20%	12%	18%	26%	13%	21%	23%	20%	19%	13%	28%	26%	26%	16%
				Dg	DEGh			DEG	DG	L			Lp	Lp	L	
Don't know / Unsure	50	17	32	13	30	6	15	27	3	18	2	10	2	5	8	5
	5%	3%	6%	6%	9%	1%	7%	7%	1%	6%	2%	4%	3%	6%	6%	5%
			B	FI	FHI		FI	FI								
TOP-2 BOX: Better	220	110	108	71	66	82	56	77	45	62	10	76	21	14	15	22
	22%	22%	21%	32%	18%	19%	27%	19%	18%	20%	15%	33%	21%	15%	12%	23%
			EFGHI				EFHI			o		JKMNO	o			o
BOTTOM-2 BOX: Worse	346	180	166	63	115	169	62	138	97	105	27	58	41	38	47	29

	34%	36%	33%	28%	32%	39%	30%	34%	38%	35%	42%	25%	42%	43%	39%	31%
NET SCORE	-127	-71	-58	9	-49	-86	-6	-61	-52	-43	-18	18	-21	-24	-32	-7
	-13%	-14%	-11%	4%	-14%	-20%	-3%	-15%	-21%	-14%	-27%	8%	-21%	-27%	-27%	-7%

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

[Table QA2BB](#)

QA2BB - For each of the following people... please indicate if your overall impression of them has gotten better or worse since the start of the election campaign. - Jason Kenney

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
Much better	62	40	22	8	16	38	9	20	27	24	4	10	4	7	11	4
	6%	8%	4%	4%	4%	9%	4%	5%	11%	8%	5%	4%	4%	7%	9%	4%
Somewhat better	151	78	74	30	55	66	29	65	32	60	10	30	14	9	15	13
	15%	16%	15%	14%	15%	16%	14%	16%	12%	20%	15%	13%	14%	11%	13%	14%
About the same as at start of campaign	311	155	154	63	108	139	62	127	89	101	27	46	29	33	50	26
	31%	31%	31%	29%	30%	33%	30%	31%	35%	33%	41%	20%	29%	37%	41%	28%
Somewhat worse	185	86	99	44	59	82	38	72	42	50	12	53	22	13	16	19
	18%	17%	20%	20%	17%	19%	18%	18%	16%	16%	19%	23%	23%	15%	13%	20%
Much worse	237	115	119	57	86	93	51	93	61	50	10	83	25	20	20	27
	24%	23%	24%	26%	24%	22%	25%	23%	24%	16%	16%	36%	25%	23%	17%	29%
Don't know / Unsure	59	21	38	18	33	8	19	29	4	21	2	12	4	6	8	4
	6%	4%	7%	8%	9%	2%	9%	7%	1%	7%	4%	5%	5%	7%	7%	4%
TOP-2 BOX: Better	214	118	96	39	70	105	37	85	58	84	14	40	18	16	26	17
	21%	24%	19%	18%	20%	25%	18%	21%	23%	27%	21%	17%	18%	18%	22%	18%
BOTTOM-2 BOX: Worse	421	201	217	101	145	175	89	165	103	100	22	136	47	34	37	46
	42%	41%	43%	46%	41%	41%	43%	41%	41%	33%	34%	58%	48%	38%	30%	49%
NET SCORE	-207	-83	-122	-62	-75	-70	-52	-80	-44	-16	-9	-97	-29	-18	-11	-29
	-21%	-17%	-24%	-28%	-21%	-16%	-25%	-20%	-18%	-5%	-13%	-41%	-30%	-20%	-9%	-31%

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.

[Table QA2BC](#)

QA2BC - For each of the following people... please indicate if your overall impression of them has gotten better or worse since the start of the election campaign. - Stephen Mandel

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
Much better	35 3%	19 4%	16 3%	10 5%	13 4%	12 3%	12 6%	15 4%	6 2%	6 2%	4 6%	10 4%	3 3%	3 4%	2 2%	7 7%
Somewhat better	175 17%	100 20%	75 15%	35 16%	51 14%	89 21%	28 14%	64 16%	58 23%	45 15%	10 16%	47 20%	30 31%	12 14%	16 13%	15 16%
About the same as at start of campaign	515 51%	254 51%	258 51%	105 48%	175 49%	235 55%	99 48%	203 50%	135 53%	154 50%	33 51%	118 50%	53 55%	45 50%	66 55%	46 50%
Somewhat worse	81 8%	46 9%	34 7%	10 5%	32 9%	38 9%	10 5%	42 10%	18 7%	28 9%	5 7%	20 8%	4 4%	6 6%	9 7%	10 10%
Much worse	45 4%	31 6%	14 3%	10 4%	16 4%	19 4%	10 5%	17 4%	12 5%	14 5%	1 1%	16 7%	1 1%	3 3%	7 6%	2 3%
Don't know / Unsure	155 15%	47 9%	108 21%	50 23%	71 20%	35 8%	47 23%	65 16%	24 9%	59 23%	12 19%	24 10%	6 6%	20 23%	20 17%	13 14%
TOP-2 BOX: Better	210 21%	119 24%	91 18%	46 21%	64 18%	101 24%	40 19%	79 19%	64 25%	50 17%	14 22%	57 24%	33 34%	16 18%	18 15%	22 23%
BOTTOM-2 BOX: Worse	126 12%	77 15%	48 9%	20 9%	48 14%	57 13%	20 10%	59 14%	30 12%	42 14%	6 9%	36 15%	5 5%	9 10%	16 13%	12 13%
NET SCORE	84 8%	42 9%	43 9%	25 11%	15 4%	44 10%	20 10%	20 5%	34 13%	8 3%	8 13%	21 9%	28 29%	7 8%	2 2%	10 10%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QA3A](#)

QA3A - Thinking about Alberta's provincial election this month... which party are you most likely to vote for?

GENDER	AGE	REGION
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	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
The Alberta NDP, led by Rachel Notley	326 32%	163 33%	158 31%	82 37%	116 32%	128 30%	74 36%	125 31%	75 30%	84 27%	17 27%	110 47%	29 30%	25 28%	29 24%	31 33%
The United Conservative Party (UCP), led by Jason Kenney	383 38%	205 41%	177 35%	59 27%	126 35%	198 46%	53 26%	158 39%	114 45%	135 44%	30 46%	55 23%	42 43%	35 40%	50 41%	36 38%
The Alberta Party, led by Stephen Mandel	67 7%	33 7%	34 7%	23 11%	21 6%	23 5%	21 10%	24 6%	14 5%	12 4%	3 5%	19 8%	9 10%	3 4%	9 7%	11 12%
The Alberta Liberal Party, led by David Khan	31 3%	18 4%	13 3%	12 5%	11 3%	7 2%	9 4%	11 3%	4 2%	14 4%	-	8 3%	1 1%	2 3%	6 5%	-
The Freedom Conservative Party (FCP), led by Derek Fildebrandt	12 1%	8 2%	4 1%	4 2%	3 1%	5 1%	4 2%	5 1%	4 1%	2 1%	3 5%	1 0%	-	3 4%	1 1%	1 1%
The Alberta Independence Party, led David Bjorkman	14 1%	10 2%	4 1%	3 1%	5 1%	6 1%	4 2%	7 2%	1 1%	2 1%	1 2%	1 0%	-	6 6%	3 2%	1 1%
The Green Party of Alberta, led by Cheryle Chagnon-Greyeyes	10 1%	2 0%	8 2%	6 3%	2 1%	2 0%	4 2%	3 1%	-	6 2%	-	1 0%	1 1%	1 1%	1 1%	1 1%
Will Not Vote	28 3%	15 3%	13 3%	11 5%	12 3%	4 1%	13 6%	10 3%	2 1%	7 2%	1 2%	6 3%	2 2%	1 2%	9 7%	1 2%
Other	6 1%	3 1%	2 0%	1 0%	1 0%	4 1%	-	2 0%	3 1%	-	-	2 1%	1 1%	1 1%	2 2%	-
Don't Know / Undecided	87 9%	24 5%	63 12%	18 8%	42 12%	27 6%	20 10%	41 10%	22 9%	30 10%	7 11%	21 9%	8 8%	6 7%	6 5%	10 10%
Prefer Not To Say	42 4%	14 3%	28 6%	3 1%	17 5%	22 5%	5 2%	19 5%	15 6%	13 4%	1 2%	11 5%	5 5%	5 6%	6 5%	2 2%

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QA3B](#)

QA3B - Is there a party that you are leaning towards?

TOTAL	GENDER		AGE					REGION						
	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	87	24	63	18	42	27	20	41	22	30	7	21	8	6	6	10
Unweighted Total	90	22	68	22	41	27	23	40	21	26	9	23	8	8	5	11
The Alberta NDP, led by Rachel Notley	3	1	2	1	2	-	1	2	-	-	-	1	-	1	-	2
The United Conservative Party (UCP), led by Jason Kenney	3	-	3	-	3	1	-	3	-	-	1	-	-	-	-	3
The Alberta Party, led by Stephen Mandel	4	1	5	-	6	3	-	8	-	12%	-	-	-	-	-	26%
The Alberta Liberal Party, led by David Khan	2	1	2	1	1	-	1	1	-	1	-	1	-	1	-	1
The Freedom Conservative Party (FCP), led by Derek Fildebrandt	2	-	2	4	2	-	3	2	-	4%	-	4%	-	10%	-	8%
The Green Party of Alberta, led by Cheryle Chagnon-Greyeyes	1	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-
Don't Know / Undecided	1	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-
Prefer Not To Say	74	22	52	14	35	26	16	32	22	28	5	19	7	5	6	4
	85%	91%	83%	77%	83%	94%	83%	78%	100%	96%	69%	91%	87%	80%	100%	43%
					H	H			DEgH	kP		P	P	p	kP	
	2	-	2	1	1	-	-	1	-	-	-	-	1	-	-	1
	2%		3%	4%	2%			2%					13%			7%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QA3A_B](#)

QA3A_B - Is there a party that you are leaning towards? - DECIDED VOTERS, LEANERS INCLUDED

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	859	444	411	193	291	375	173	344	215	256	57	198	83	78	100	86
Unweighted Total	859	405	450	227	279	353	197	326	201	223	62	221	88	97	88	80
The Alberta NDP, led by Rachel Notley	329	164	161	83	118	128	75	127	75	84	17	111	29	26	29	32
	38%	37%	39%	43%	40%	34%	44%	37%	35%	33%	30%	56%	35%	33%	29%	38%
				Fi	h		Fi					JKMNOP				
The United Conservative Party (UCP), led by Jason Kenney	386	205	181	59	128	199	53	162	114	135	31	55	42	35	50	38
	45%	46%	44%	30%	44%	53%	31%	47%	53%	53%	53%	28%	50%	45%	49%	45%
				DG	DEgH		DG	DeG		L	L	L	L	L	L	L
The Alberta Party, led by Stephen Mandel	69	34	35	23	22	24	21	26	14	13	3	19	9	3	9	12
	8%	8%	9%	12%	8%	6%	12%	8%	6%	5%	6%	9%	11%	4%	9%	14%
				eFhI			eFI					jn	n		jn	
The Alberta Liberal Party, led by David Khan	32	18	15	13	12	7	9	12	4	14	-	9	1	3	6	-
	4%	4%	4%	6%	4%	2%	5%	3%	2%	5%		5%	1%	4%	6%	
				FI			fi			M		m				
The Freedom Conservative Party (FCP), led by Derek Fildebrandt	13	8	5	5	3	5	5	5	4	2	4	1	-	3	1	1
	2%	2%	1%	3%	1%	1%	3%	1%	2%	1%	7%	0%		4%	1%	2%

	jLo									I						
The Alberta Independence Party, led David Bjorkman	14 2%	10 2%	4 1%	3 2%	5 2%	6 2%	4 2%	7 2%	1 1%	2 1%	1 2%	1 0%	-	6 7%	3 3%	1 1%
The Green Party of Alberta, led by Cheryle Chagnon-Greyeyes	11 1%	2 0%	9 2%	7 4%	2 1%	2 1%	5 3%	3 1%	-	6 2%	1 1%	1 0%	1 1%	1 1%	1 1%	1 1%
Other	6 1%	3 1%	2 1%	1 0%	1 0%	4 1%	-	2 1%	3 2%	-	-	2 1%	1 1%	1 1%	2 2%	-

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QA4](#)

QA4 - And, how certain are you about your vote choice? How certain are you to vote for this party when you cast your ballot?

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	848	442	402	190	285	373	169	336	215	255	55	197	83	77	100	81
Unweighted Total	845	403	438	222	272	351	192	317	201	222	59	219	88	95	88	74
Very certain	557 66%	295 67%	259 65%	110 58%	179 63%	268 72%	104 61%	212 63%	155 72%	162 63%	35 63%	136 69%	63 76%	53 69%	65 64%	44 55%
Somewhat certain	255 30%	127 29%	127 32%	66 35%	92 32%	97 26%	58 34%	108 32%	53 25%	79 31%	19 34%	55 28%	20 24%	21 28%	29 29%	31 39%
Not very certain	32 4%	19 4%	13 3%	12 6%	14 5%	6 2%	7 4%	14 4%	5 2%	12 5%	2 3%	5 3%	-	1 1%	7 7%	5 7%
Don't know / Unsure	4 0%	1 0%	3 1%	1 0%	1 0%	2 1%	-	2 0%	1 1%	2 1%	-	-	-	2 2%	-	-

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QA5](#)

QA5 - And, if for some reason you could not, or did not, vote for your first choice... which of the following parties would you vote for?

GENDER	AGE	REGION
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	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	848	442	402	190	285	373	169	336	215	255	55	197	83	77	100	81
Unweighted Total	845	403	438	222	272	351	192	317	201	222	59	219	88	95	88	74
The Alberta NDP, led by Rachel Notley	68 8%	44 10%	24 6%	18 9%	15 5%	35 9%	15 9%	19 6%	25 12%	25 10%	6 11%	13 6%	4 5%	2 2%	7 7%	11 13%
		C		e		eH			EFH	N	N	N				mN
The United Conservative Party (UCP), led by Jason Kenney	52 6%	34 8%	18 5%	16 9%	14 5%	21 6%	15 9%	13 4%	15 7%	15 6%	5 9%	7 4%	2 2%	8 11%	9 9%	6 7%
		c		eH			eH							LM	IM	
The Alberta Party, led by Stephen Mandel	231 27%	120 27%	109 27%	45 24%	79 28%	107 29%	36 21%	95 28%	64 30%	58 23%	11 21%	61 31%	40 48%	16 21%	23 23%	22 28%
				g	g			g	G			JkN	JKLNOP			
The Alberta Liberal Party, led by David Khan	96 11%	45 10%	51 13%	23 12%	25 9%	49 13%	22 13%	26 8%	28 13%	24 9%	5 9%	35 18%	9 10%	11 14%	10 10%	2 3%
				eH		h	h	h	h	P		JkmoP	p	P	p	
The Freedom Conservative Party (FCP), led by Derek Fildebrandt	50 6%	24 6%	25 6%	17 9%	15 5%	18 5%	14 9%	21 6%	7 3%	20 8%	4 8%	4 2%	3 3%	6 8%	7 7%	5 6%
				fl			l			Lm				l		
The Alberta Independence Party, led David Bjorkman	24 3%	17 4%	7 2%	3 1%	10 4%	11 3%	2 1%	17 5%	5 2%	12 5%	1 2%	3 1%	1 1%	3 4%	3 3%	2 2%
		C		g	g			DefGi		LM						
The Green Party of Alberta, led by Cheryle Chagnon-Greyeyes	58 7%	33 7%	25 6%	16 9%	27 9%	16 4%	16 9%	27 8%	10 4%	18 7%	4 8%	15 8%	3 4%	4 5%	5 5%	9 11%
				F	Fi		Fi	F								
Would Not Vote	112 13%	61 14%	51 13%	17 9%	43 15%	52 14%	25 15%	47 14%	30 14%	33 13%	8 14%	18 9%	14 17%	7 9%	22 22%	11 13%
				D	d		D	d	d				ln		jLN	
Other	10 1%	6 1%	4 1%	4 2%	4 1%	2 0%	2 1%	5 2%	-	2 1%	1 1%	3 1%	1 1%	1 1%	2 2%	2 2%
				fg			f									
Don't Know / Undecided	139 16%	54 12%	83 21%	30 16%	51 18%	58 16%	23 13%	64 19%	27 13%	44 17%	10 17%	37 19%	5 6%	19 25%	12 12%	12 15%
			B					gi		M	M	M		MO		
Prefer Not To Say	8 1%	4 1%	4 1%	1 1%	1 0%	5 1%	1 1%	3 1%	2 1%	4 1%	-	1 0%	2 2%	1 1%	1 1%	-

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QA5_1](#)

QA5_1 - And, if for some reason you could not, or did not, vote for your first choice... which of the following parties would you vote for? - SOLID VOTE

TOTAL	GENDER		AGE						REGION					
	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	589	322	263	142	189	258	121	222	155	174	38	141	62	51	65	58
Unweighted Total	586	296	287	163	182	241	135	210	144	153	41	157	65	61	56	53
The Alberta NDP, led by Rachel Notley	68 11%	44 14%	24 9%	18 12%	15 8%	35 13%	15 12%	19 8%	25 16%	25 15%	6 16%	13 9%	4 7%	2 3%	7 10%	11 18%
The United Conservative Party (UCP), led by Jason Kenney	52 9%	34 10%	18 7%	16 12%	14 7%	21 8%	15 12%	13 6%	15 10%	15 8%	5 13%	7 5%	2 3%	8 17%	9 14%	6 10%
The Alberta Party, led by Stephen Mandel	231 39%	120 37%	109 41%	45 32%	79 42%	107 41%	36 30%	95 43%	64 42%	58 33%	11 30%	61 43%	40 64%	16 31%	23 35%	22 38%
The Alberta Liberal Party, led by David Khan	96 16%	45 14%	51 19%	23 16%	25 13%	49 19%	22 18%	26 12%	28 18%	24 14%	5 13%	35 25%	9 14%	11 21%	10 16%	2 4%
The Freedom Conservative Party (FCP), led by Derek Fildebrandt	50 8%	24 8%	25 10%	17 12%	15 8%	18 7%	14 12%	21 9%	7 4%	20 12%	4 11%	4 3%	3 5%	6 12%	7 10%	5 8%
The Alberta Independence Party, led David Bjorkman	24 4%	17 5%	7 3%	3 2%	10 5%	11 4%	2 1%	17 7%	5 3%	12 7%	1 3%	3 2%	1 1%	3 6%	3 5%	2 3%
The Green Party of Alberta, led by Cheryl Chagnon-Greyeyes	58 10%	33 10%	25 9%	16 11%	27 14%	16 6%	16 13%	27 12%	10 6%	18 10%	4 12%	15 11%	3 5%	4 8%	5 7%	9 15%
Other	10 2%	6 2%	4 2%	4 3%	4 2%	2 1%	2 1%	5 2%	- f	2 1%	1 2%	3 2%	1 1%	1 1%	2 2%	2 3%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QA6](#)

QA6 - And, overall, which of the following party leaders do you think would make the best Premier of Alberta?

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
Rachel Notley	366 36%	187 38%	175 35%	87 40%	129 36%	150 35%	81 39%	140 34%	92 36%	95 31%	17 26%	119 51%	35 36%	27 30%	38 31%	35 38%
Jason Kenney	364 36%	195 39%	169 33%	61 28%	118 33%	185 43%	56 27%	145 36%	107 42%	126 41%	29 44%	53 23%	37 38%	41 46%	47 39%	31 33%
Stephen Mandel	87	42	45	30	29	28	22	41	10	17	7	26	11	6	11	10

	9%	9%	9%	14%	8%	7%	10%	10%	4%	5%	12%	11%	11%	6%	9%	11%
				EFGI	I	I	I	eFI				J				
Don't know / Unsure	188	72	116	42	81	64	48	81	45	68	12	36	14	16	25	18
	19%	15%	23%	19%	23%	15%	23%	20%	18%	22%	18%	15%	15%	18%	21%	19%
			B		FH		dF	F	f	Lm						

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QB1](#)

QB1 - As you may know, there was a Leaders' Debate on Thursday, April 4th. Please indicate what activities you have engaged in related to this Debate.

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
I watched or listened to some or all of the Debate	370	217	152	59	99	212	54	138	120	117	27	92	43	33	36	21
	37%	44%	30%	27%	28%	50%	26%	34%	48%	38%	41%	39%	45%	37%	30%	22%
			C			DEGH		dEG	DEGH	P	P	oP	OP	P		
I have seen or listened to news about it	347	185	160	76	127	145	75	135	84	107	24	90	28	23	41	35
	35%	37%	32%	34%	36%	34%	36%	33%	33%	35%	37%	38%	29%	25%	34%	38%
			c							n		mN				n
I have had conversations about the Debate with family, friends, or co-	243	116	125	54	86	102	51	95	56	73	16	62	21	24	24	23
None of the above	315	133	181	78	128	110	65	147	66	89	21	56	34	36	44	36
	31%	27%	36%	35%	36%	26%	32%	36%	26%	29%	32%	24%	35%	40%	36%	39%
			B	FI	FI			FI					L	JL	L	L
NET: Engaged	690	363	324	143	229	318	141	259	188	217	44	179	63	54	77	57
	69%	73%	64%	65%	64%	74%	68%	64%	74%	71%	68%	76%	65%	60%	64%	61%
			C			DEH			DEH	N		MNOP				

Comparison Groups: BC/DEFGHI/JKLMNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
[Table QB2](#)

QB2 - And, which one of the following statements best represents how your vote choice has been influenced by what you saw, read, or heard regarding the Debate:

GENDER	AGE	REGION
=====	=====	=====

	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	631	345	283	132	204	295	124	240	169	194	42	162	57	52	69	55
Unweighted Total	625	317	305	152	197	276	140	228	157	167	45	180	59	63	60	51
I have not switched my vote, and I am now just as certain or more certain about my choice	501 79%	276 80%	223 79%	91 69%	155 76%	255 86%	87 70%	183 76%	153 91%	155 80%	33 79%	132 82%	46 80%	43 82%	50 73%	42 76%
I have not switched my vote, but I am less certain about my choice	77 12%	46 13%	31 11%	23 17%	32 15%	23 8%	18 15%	37 15%	11 6%	25 13%	6 13%	17 11%	6 10%	6 11%	9 13%	9 17%
I switched my vote from another party to my current choice	33 5%	18 5%	15 5%	14 11%	8 4%	10 4%	10 8%	11 4%	4 2%	8 4%	1 3%	8 5%	2 4%	2 3%	9 13%	3 5%
I was undecided or did not intend to vote before the Debate, and made my current choice mostly	20 3%	6 2%	14 5%	4 3%	9 4%	7 2%	9 7%	9 4%	1 1%	6 3%	2 5%	4 3%	4 6%	2 4%	1 2%	1 1%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QB3](#)

QB3 - And, which one of the following statements best represents how your vote intent has been influenced by what you saw, read, or heard regarding the Debate:

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	32	9	23	10	14	9	13	9	8	13	1	10	2	1	4	1
Unweighted Total	32	8	24	11	13	8	13	9	7	12	1	11	2	1	4	1
I switched my vote from a party to Undecided or Not Voting	4 13%	3 36%	1 4%	-	1 6%	3 37%	1 7%	-	3 41%	1 10%	-	2 18%	1 53%	-	-	-
I was Undecided or Not Voting before the Debate, and I am still Undecided or Not Voting	28 87%	6 64%	22 96%	10 100%	13 94%	5 63%	12 93%	9 100%	5 59%	12 90%	1 100%	8 82%	1 47%	1 100%	4 100%	1 100%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QB2_3](#)

QB2_3 - And, which one of the following statements best represents how your vote choice has been influenced by what you saw, read, or heard regarding the Debate: - B2+B3 Combined

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	663	354	306	142	217	304	137	249	177	207	43	171	59	53	73	56
Unweighted Total	657	325	329	163	210	284	153	237	164	179	46	191	61	64	64	52
I have not switched my vote, and I am now just as certain or more certain about my choice	501	276	223	91	155	255	87	183	153	155	33	132	46	43	50	42
	76%	78%	73%	64%	71%	84%	64%	74%	87%	75%	77%	77%	77%	81%	69%	75%
I have not switched my vote, but I am less certain about my choice	77	46	31	23	32	23	18	37	11	25	6	17	6	6	9	9
	12%	13%	10%	16%	14%	7%	13%	15%	6%	12%	13%	10%	10%	11%	12%	17%
I switched my vote from another party to my current choice	33	18	15	14	8	10	10	11	4	8	1	8	2	2	9	3
	5%	5%	5%	10%	4%	3%	7%	4%	2%	4%	3%	5%	4%	3%	12%	5%
I was undecided or did not intend to vote before the Debate, and made my current choice mostly	20	6	14	4	9	7	9	9	1	6	2	4	4	2	1	1
	3%	2%	5%	3%	4%	2%	6%	4%	1%	3%	4%	3%	6%	4%	1%	1%
I switched my vote from a party to Undecided or Not Voting	4	3	1	-	1	3	1	-	3	1	-	2	1	-	-	-
	1%	1%	0%		0%	1%	1%		2%	1%		1%	2%			
I was Undecided or Not Voting before the Debate, and I am still Undecided or Not Voting	28	6	22	10	13	5	12	9	5	12	1	8	1	1	4	1
	4%	2%	7%	7%	6%	2%	9%	4%	3%	6%	3%	5%	2%	1%	6%	1%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table QZ1](#)

QZ1 - Approximately, what was your total household income from all sources in 2018, before taxes?

	GENDER			AGE						REGION						
	TOTAL	Male	Female	18-34	35-54	55+	Millenial	Gen. X	Boomer	Calgary	Greater Calgary	Edmonton	Greater Edmonton	Rural South	Rural Central	Rural North
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1005	496	505	221	357	427	206	406	254	305	65	234	97	90	121	93
Unweighted Total	1005	452	549	260	341	404	233	386	238	266	70	261	103	111	105	89
No income	7	1	6	3	4	-	2	4	-	4	-	2	-	1	-	-
	1%	0%	1%	1%	1%		1%	1%		1%		1%		1%		
Under \$20,000	55	16	38	17	17	21	13	25	10	17	1	13	4	7	11	2
	5%	3%	7%	8%	5%	5%	7%	6%	4%	6%	2%	5%	5%	7%	9%	2%

\$20,000 - Less than \$50,000	194	84	109	40	56	98	42	60	66	52	9	50	10	18	33	21
	19%	17%	22%	18%	16%	23%	20%	15%	26%	17%	14%	21%	10%	20%	28%	22%
\$50,000 - Less than \$80,000	205	113	92	51	54	100	50	60	59	69	12	40	22	16	28	17
	20%	23%	18%	23%	15%	23%	24%	15%	23%	23%	18%	17%	22%	18%	23%	19%
\$80,000 - Less than \$100,000	171	90	79	41	69	62	30	76	37	48	19	34	14	21	13	22
	17%	18%	16%	18%	19%	14%	15%	19%	15%	16%	29%	15%	14%	23%	11%	24%
\$100,000 - \$150,000	169	102	67	36	80	53	43	86	27	49	15	39	11	13	24	17
	17%	21%	13%	16%	22%	12%	21%	21%	11%	16%	23%	17%	11%	15%	20%	18%
More than \$150,000	92	50	42	17	43	32	17	51	16	28	4	28	17	3	3	10
	9%	10%	8%	8%	12%	8%	8%	13%	7%	9%	6%	12%	18%	3%	2%	11%
Don't know / Unsure	15	3	12	9	4	2	2	4	2	5	2	4	2	1	-	-
	1%	1%	2%	4%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	-	-
Prefer not to say	97	36	61	7	30	60	6	39	36	32	3	23	17	9	8	4
	10%	7%	12%	3%	8%	14%	3%	10%	14%	10%	5%	10%	18%	11%	6%	4%
NET: Under \$50,000	249	101	146	58	73	119	55	85	76	69	10	63	15	25	44	23
	25%	20%	29%	26%	20%	28%	27%	21%	30%	23%	16%	27%	15%	28%	37%	24%
NET: \$50,000 - Less than \$100,000	376	203	171	92	123	161	80	135	97	117	30	75	36	37	42	39
	37%	41%	34%	42%	34%	38%	39%	33%	38%	38%	47%	32%	37%	42%	34%	42%
NET: \$100,000 or more	261	152	109	53	123	85	60	138	43	77	19	67	28	16	27	27
	26%	31%	22%	24%	34%	20%	29%	34%	17%	25%	29%	29%	28%	18%	22%	29%

Comparison Groups: BC/DEFGHI/JKLMNOP

T-Test for Means, Z-Test for Percentages

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