RACHEL NOTLEY CLOSING GAP ON JASON KENNEY:

[Ottawa – March 31, 2019] With just over two weeks to go until Albertans head to the polls, incumbent Premier Rachel Notley is becoming more competitive. She has improved on some measures in the past couple of weeks, while Jason Kenny has gone down somewhat. Most notably, about half of Albertans (46 per cent) now say the province is headed in the right direction, up five points since February. Furthermore, Rachel Notley is narrowly seen as the best Premier for the province.

At 42 points, the NDP are still behind the United Conservative Party, but the results suggest the race is narrowing. The NDP leads in Edmonton, but trails outside the urban centres. Calgary is a tight two-way race.

Tracking direction of province

Q. First, all things considered, would you say the province is moving in the right direction or the wrong direction?

March 2019

7	47	46

BASE: *Residents of Alberta; March 15-26, 2019, n=1,015, MOE +/- 3.1%, 19 times out of 20*

February 2019

10	49	41

BASE: *Residents of Alberta; February 14-25, 2019, n=1,028, MOE +/- 3.1%, 19 times out of 20*

☐ DK/NR ■ Wrong direction ■ Right direction

Provincial vote intention

Q. *If a provincial election were held tomorrow, which party would you vote for?*

March 2019

NDP	UCP	Alberta	Liberal	FCP	Green	Other
42	46	6	2	3	1	1

BASE: Residents of Alberta; March 15-26, 2019, n=1,015, MOE +/- 3.1%, 19 times out of 20

February 2019

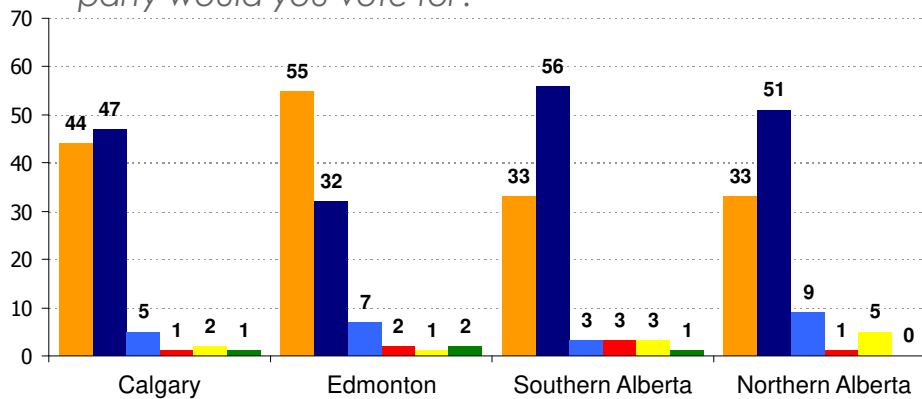| NDP	UCP	Alberta	Liberal	FCP	Green	Other
37	50	5	3	3	2	1

BASE: Residents of Alberta; February 14-25, 2019, n=1,028, MOE +/- 3.1%, 19 times out of 20

■ NDP ■ UCP ■ Alberta ■ Liberal ■ FCP ■ Green ■ Other

Vote intention by region

Q. *If a provincial election were held tomorrow, which party would you vote for?*

Region	NDP	UCP	Alberta	Liberal	FCP	Green	Other
Calgary	44	47	5	1	2	1	
Edmonton	55	32	7	2	1	2	
Southern Alberta	33	56	3	3	3	1	
Northern Alberta	33	51	9	1	5	0	

NDP	UCP	Alberta	Liberal	FCP	Green	Other
42	46	6	2	3	1	1

■ NDP ■ UCP ■ Alberta ■ Liberal ■ FCP ■ Green ■ Other

BASE: Residents of Alberta; March 15-26, 2019, n=1,015, MOE +/- 3.1%, 19 times out of 20

Best Premier

Q. *Regardless of which party you plan to vote for, which of the following party leaders do you think would make the best Premier?*

March 2019

9	42	49

BASE: Residents of Alberta; March 15-26, 2019, n=1,015, MOE +/- 3.1%, 19 times out of 20

February 2019

10	45	44

BASE: Residents of Alberta; February 14-25, 2019, n=1,028, MOE +/- 3.1%, 19 times out of 20

☐ DK/NR ■ Jason Kenney ■ Rachel Notley

Detailed Results:

Direction of Province

Q. First, all things considered, would you say the province is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	Skip	Sample Size	Margin of Error (+/-)
PROVINCIALLY	**46%**	**47%**	**7%**	**1015**	**3.1**
GENDER					
Male	44%	50%	6%	527	4.3
Female	48%	43%	9%	474	4.5
AGE					
<35	57%	36%	7%	133	8.5
35-44	47%	48%	5%	194	7.0
45-54	42%	50%	8%	180	7.3
55-64	41%	50%	8%	210	6.8
65+	46%	45%	8%	223	6.6
EDUCATION					
High school or less	37%	53%	10%	189	7.1
College or CEGEP	42%	52%	7%	386	5.0
University or higher	59%	36%	5%	422	4.8
REGION					
Calgary	46%	47%	7%	350	5.2
Edmonton	60%	32%	8%	239	6.3
Southern Alberta	37%	56%	7%	231	6.5
Northern Alberta	41%	52%	7%	193	7.1
CURRENT VOTE INTENTION					
NDP	92%	3%	5%	407	4.9
UCP	7%	86%	6%	443	4.7
Other	40%	46%	14%	100	9.8
Undecided	42%	39%	20%	38	15.9

Vote Intention (decided and leaning voters only)

Q. If a provincial election were held tomorrow, which party would you vote for?
[IF UNDECIDED] Even if you do not have a firm idea, are you leaning towards a party?
[IF YES] As it stands, towards which party are you leaning?

	NDP	UCP	AP	ALP	FCP	GPA	Other	Sample Size	Margin of Error (+/-)
PROVINCIALLY	**42%**	**46%**	**6%**	**2%**	**3%**	**1%**	**1%**	**950**	**3.2**
GENDER									
Male	37%	51%	8%	0%	2%	1%	2%	507	4.4
Female	47%	42%	4%	3%	3%	1%	0%	430	4.7
AGE									
<35	45%	36%	10%	2%	6%	2%	0%	126	8.7
35-44	43%	44%	5%	2%	4%	0%	3%	183	7.2
45-54	42%	49%	4%	0%	2%	2%	0%	166	7.6
55-64	41%	49%	6%	2%	0%	1%	1%	196	7.0
65+	41%	53%	4%	0%	0%	0%	0%	214	6.7
EDUCATION									
High school or less	28%	56%	8%	2%	3%	2%	1%	168	7.6
College or CEGEP	37%	51%	6%	1%	3%	1%	1%	364	5.1
University or higher	57%	34%	5%	2%	2%	0%	0%	400	4.9
REGION									
Calgary	44%	47%	5%	1%	2%	1%	0%	334	5.4
Edmonton	55%	32%	7%	2%	1%	2%	1%	220	6.6
Southern Alberta	33%	56%	3%	3%	3%	1%	2%	216	6.7
Northern Alberta	33%	51%	9%	1%	5%	0%	1%	178	7.4

Best Premier

Q. Regardless of which party you plan to vote for, which of the following party leaders do you think would make the best Premier?

	Rachel Notley	Jason Kenney	Skip	Sample Size	Margin of Error (+/-)
PROVINCIALLY	**49%**	**42%**	**9%**	**1015**	**3.1**
GENDER					
Male	47%	44%	9%	527	4.3
Female	50%	40%	10%	474	4.5
AGE					
<35	55%	40%	5%	133	8.5
35-44	52%	42%	7%	194	7.0
45-54	44%	41%	15%	180	7.3
55-64	48%	39%	13%	210	6.8
65+	49%	44%	7%	223	6.6
EDUCATION					
High school or less	37%	55%	9%	189	7.1
College or CEGEP	42%	44%	14%	386	5.0
University or higher	66%	28%	6%	422	4.8
REGION					
Calgary	49%	43%	8%	350	5.2
Edmonton	65%	27%	9%	239	6.3
Southern Alberta	40%	48%	12%	231	6.5
Northern Alberta	40%	51%	10%	193	7.1
CURRENT VOTE INTENTION					
NDP	99%	0%	1%	407	4.9
UCP	8%	85%	7%	443	4.7
Other	43%	29%	28%	100	9.8
Undecided	40%	27%	33%	38	15.9

Methodology:

This survey was conducted using EKOS' unique, hybrid online/telephone research panel, Prob*it*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, Prob*it* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for this survey are March 15-26, 2019. In total, a random sample of 1,015 Alberta residents aged 18 and over responded to the survey (200 by phone, 815 online). The margin of error associated with the total sample is +/- 3.1 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, gender, age, education). All the data have been statistically weighted by age, gender, and educational attainment to ensure the sample's composition reflects that of the actual population of Alberta according to Census data.

This survey was commissioned by Unifor.