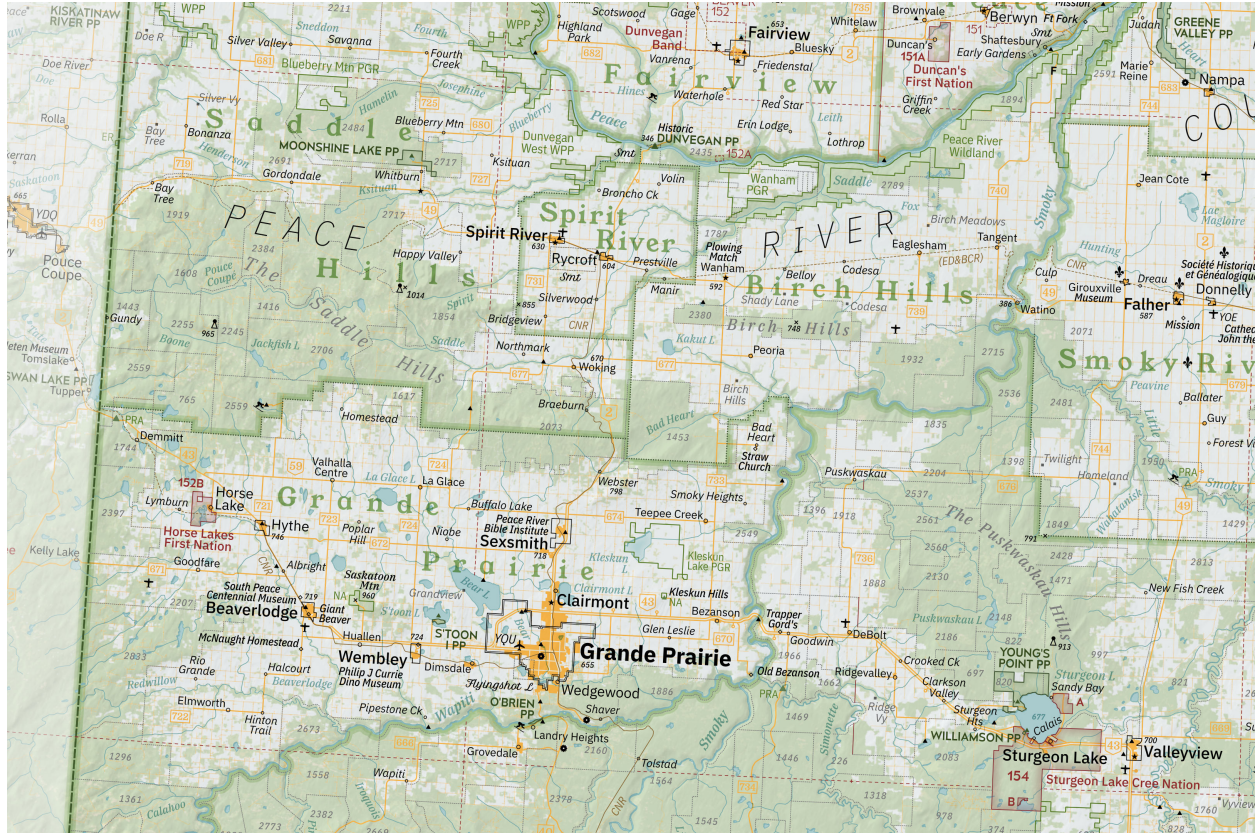




Mainstreet Research Survey - Alberta





About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

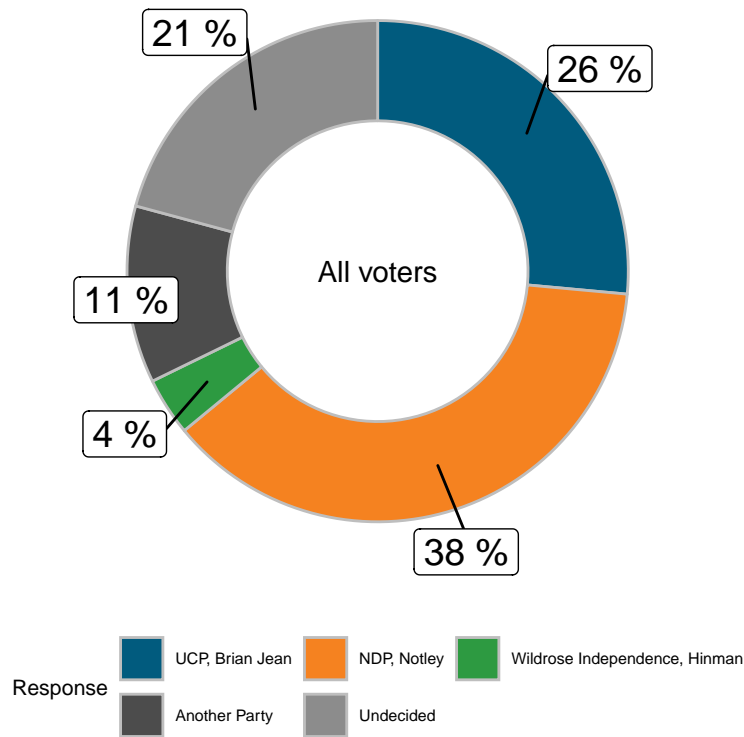
Methodology

The analysis in this report is based on results of a survey conducted from Saturday, July 16th to Sunday, July 17th, 2022, among a sample of 1151 adults, 18 years of age or older, living in Alberta. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Alberta.

The margin of error for the poll is +/- 2.9% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

If a provincial election were held today, how would you vote? [Brian Jean as UCP Leader] (All voters)





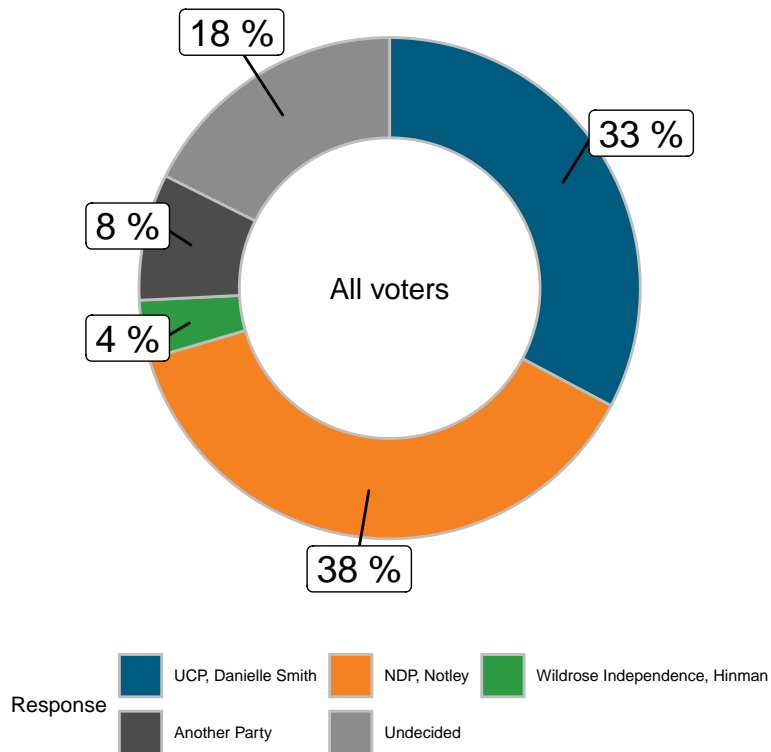
broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
UCP, Brian Jean	26.5%	31.3%	23%	11.1%	12.7%	24.6%	24.3%	29.4%	29.2%	32.9%	22.6%	20.2%
NDP, Notley	37.6%	31.8%	42.2%	51.7%	46.2%	42.6%	41.1%	31%	31.7%	26.4%	51%	43.6%
Wildrose Independence, Hinman	3.7%	6.2%	1.7%	9.3%	0%	2.8%	4.2%	5.6%	1.9%	4.7%	1.8%	3.8%
Another Party	11.4%	12.9%	9.4%	17.6%	19.1%	8.8%	9%	16.7%	12.4%	14.7%	7.1%	9.9%
Undecided	20.8%	17.7%	23.7%	10.3%	22%	21.1%	21.4%	17.3%	24.7%	21.3%	17.5%	22.5%
Unweighted Frequency	1151	664	403	18	66	155	299	389	308	583	261	307
Weighted Frequency	1151	534	566	3	44	368	309	285	185	518	265	365

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Brian Jean	26.5%	31.6%	28.4%	20%	18.9%	26%	35.6%	28.1%
NDP, Notley	37.6%	27.8%	31.4%	51.9%	46.2%	34%	27.9%	37.5%
Wildrose Independence, Hinman	3.7%	3.6%	5.6%	2.4%	4.8%	3.2%	5%	2.8%
Another Party	11.4%	9.7%	13.5%	11.4%	8.2%	9.8%	15.8%	12.7%
Undecided	20.8%	27.3%	21.1%	14.3%	21.9%	27.1%	15.8%	18.8%
Unweighted Frequency	1151	202	403	546	242	231	205	473
Weighted Frequency	1151	401	331	415	299	228	178	442

If a provincial election were held today, how would you vote? [Danielle Smith as UCP Leader] (All voters)





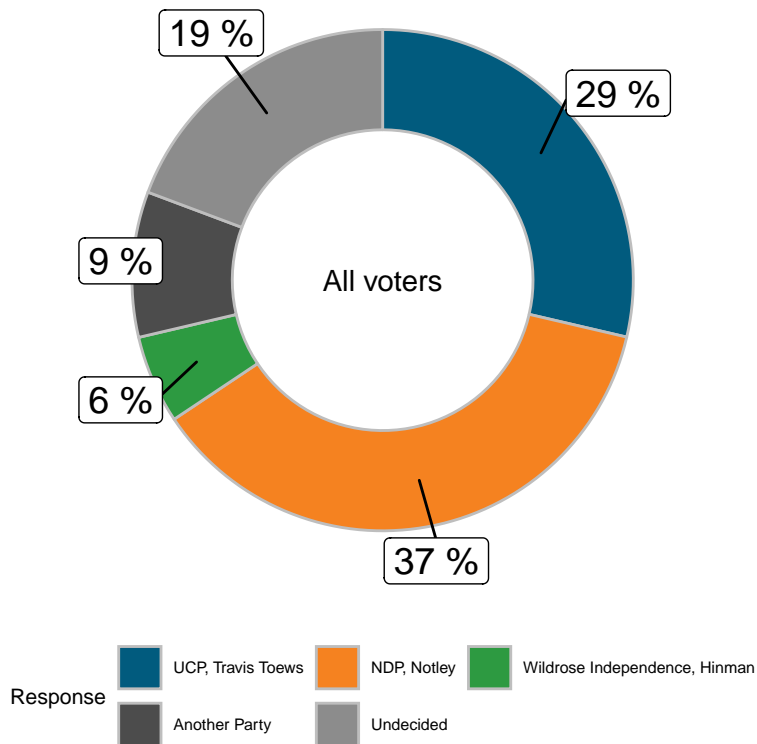
broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
UCP, Danielle Smith	32.8%	40%	26.5%	5.7%	28.1%	28.3%	33.5%	39.3%	30.4%	41%	24.5%	27%
NDP, Notley	37.7%	31.1%	43.3%	70.5%	42.8%	41.2%	42.5%	32.3%	31%	26.3%	51.8%	43.6%
Wildrose Independence, Hinman	3.8%	5.2%	2.7%	12.6%	0%	2.6%	3.2%	6%	3.7%	5.4%	1.2%	3.3%
Another Party	8.2%	8%	8%	7.9%	12.5%	8.6%	4.2%	8.1%	14.1%	10.2%	7%	6.1%
Undecided	17.6%	15.7%	19.6%	3.3%	16.6%	19.4%	16.6%	14.3%	20.8%	17%	15.5%	20%
Unweighted Frequency	1151	664	403	18	66	155	299	389	308	583	261	307
Weighted Frequency	1151	534	566	3	44	368	309	285	185	518	265	365

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Danielle Smith	32.8%	33.9%	38.9%	26.9%	21.2%	31.6%	44.3%	36.5%
NDP, Notley	37.7%	27.7%	29.4%	53.9%	45%	35%	25.2%	39.1%
Wildrose Independence, Hinman	3.8%	4.7%	5.1%	1.9%	7.3%	2.3%	5.3%	1.5%
Another Party	8.2%	8.5%	8.9%	7.2%	6.8%	8.8%	9.5%	8.2%
Unweighted Frequency	17.6%	25.2%	17.7%	10.2%	19.8%	22.2%	15.7%	14.6%
Weighted Frequency	1151	202	403	546	242	231	205	473
Unweighted Frequency	1151	401	331	415	299	228	178	442

If a provincial election were held today, how would you vote? [Travis Toews as UCP Leader] (All voters)



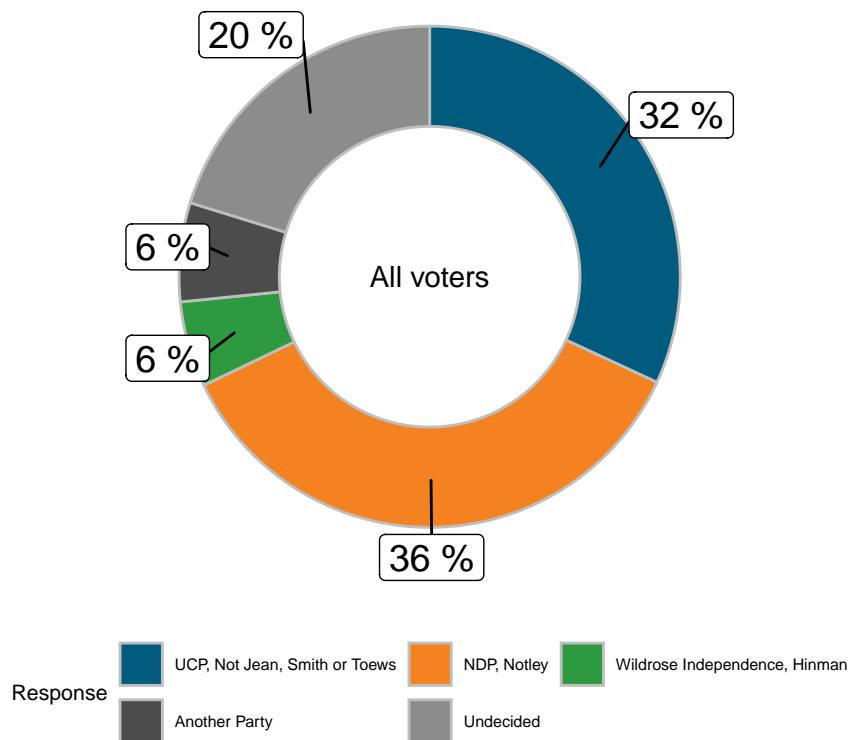
broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
UCP, Travis Toews	28.6%	32%	26.7%	13.7%	13.8%	27.6%	24.5%	31.3%	33.6%	37.4%	23.8%	19.7%
NDP, Notley	37%	31.3%	42.2%	48.1%	38.8%	40.4%	39.7%	32.6%	32.4%	25.3%	50.3%	44%
Wildrose Independence, Hinman	5.7%	8.8%	2.7%	18.7%	6.1%	5.8%	5.3%	7.4%	3.6%	8.5%	1.8%	4.5%
Another Party	9.4%	10.5%	7.7%	9.2%	16.4%	7.7%	8%	11.7%	11.5%	11.5%	6.1%	8.8%
Undecided	19.3%	17.4%	20.7%	10.3%	24.9%	18.5%	22.5%	17%	19%	17.3%	18.1%	23%
Unweighted Frequency	1151	664	403	18	66	155	299	389	308	583	261	307
Weighted Frequency	1151	534	566	3	44	368	309	285	185	518	265	365

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Travis Toews	28.6%	33.7%	28.1%	24.2%	20.2%	29%	33.8%	32.1%
NDP, Notley	37%	26.9%	30.9%	51.7%	45.4%	34.2%	27.6%	36.6%
Wildrose Independence, Hinman	5.7%	8.4%	5.3%	3.4%	7.2%	4.4%	7.5%	4.7%
Another Party	9.4%	8.3%	12.7%	7.7%	7.3%	9.2%	13.3%	9.3%
Undecided	19.3%	22.7%	23%	13%	19.9%	23.2%	17.9%	17.4%
Unweighted Frequency	1151	202	403	546	242	231	205	473
Weighted Frequency	1151	401	331	415	299	228	178	442

If a provincial election were held today, how would you vote? [UCP candidate other than Travis Toews, Brian Jean or Danielle Smith] (All voters)





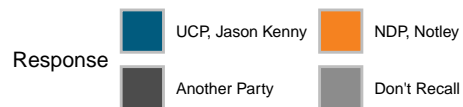
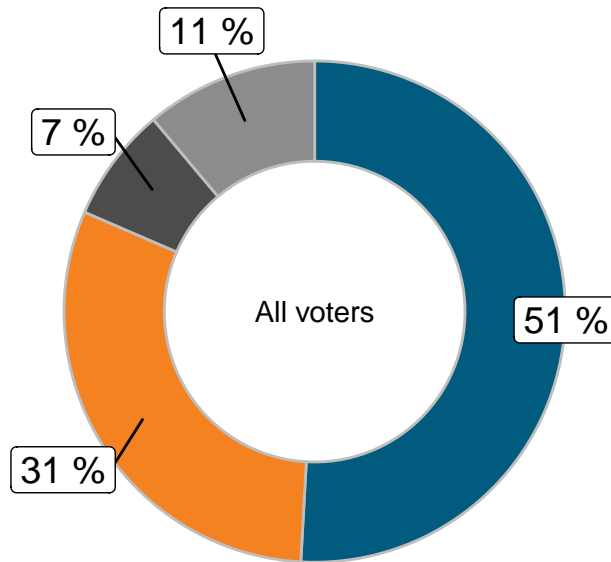
broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
UCP, Not Jean, Smith or Toews	31.9%	37.2%	27.7%	13.5%	23.9%	29.1%	33.3%	33.5%	32.7%	36.9%	28.1%	27.7%
NDP, Notley	35.9%	30.4%	40.7%	53%	40.5%	42.2%	36.2%	30.2%	32%	26.5%	49%	39.9%
Wildrose Independence, Hinman	5.5%	8.4%	3.2%	16.2%	0%	4.2%	5.7%	7.3%	5.1%	7.8%	3.1%	4%
Another Party	6.4%	7.7%	4.6%	14%	12.2%	5.9%	5.5%	8.1%	6.2%	7.7%	4.8%	5.7%
Undecided	20.2%	16.3%	23.8%	3.3%	23.5%	18.6%	19.4%	20.8%	24.1%	21.1%	15%	22.8%
Unweighted Frequency	1151	664	403	18	66	155	299	389	308	583	261	307
Weighted Frequency	1151	534	566	3	44	368	309	285	185	518	265	365

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Not Jean, Smith or Toews	31.9%	36.4%	29.2%	29.7%	24.4%	29.4%	34.1%	37.5%
NDP, Notley	35.9%	29.1%	31.6%	46.1%	44.6%	33.8%	26.7%	34.9%
Wildrose Independence, Hinman	5.5%	5.7%	8%	3.4%	7.1%	4.8%	8.9%	3.5%
Another Party	6.4%	3%	9.6%	7.1%	4.1%	8%	11%	5.2%
Undecided	20.2%	25.8%	21.6%	13.7%	19.9%	24%	19.2%	18.9%
Unweighted Frequency	1151	202	403	546	242	231	205	473
Weighted Frequency	1151	401	331	415	299	228	178	442

How did you vote in the last provincial election? (All voters)





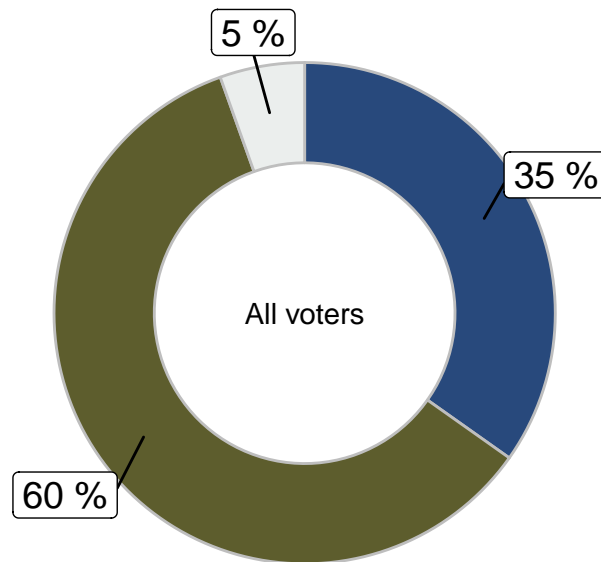
broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
UCP, Jason Kenny	50.9%	56.1%	47.5%	28%	32.6%	38.4%	50.2%	61.9%	59.9%	61.9%	40.9%	42.5%
NDP, Notley	30.6%	23.6%	36.8%	42.7%	35.5%	36.5%	30.6%	26%	26.2%	20.3%	42.1%	37%
Another Party	7.4%	7.9%	6.4%	9.1%	13.8%	9.1%	8.7%	7.7%	1.3%	8.4%	3.2%	8.9%
Don't Recall	11.1%	12.5%	9.3%	20.3%	18.1%	16.1%	10.6%	4.4%	12.6%	9.4%	13.9%	11.6%
Unweighted Frequency	1151	664	403	18	66	155	299	389	308	583	261	307
Weighted Frequency	1151	534	566	3	44	368	309	285	185	518	265	365

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Jason Kenny	50.9%	48.1%	60.8%	45.7%	33.4%	47.7%	66.5%	58.1%
NDP, Notley	30.6%	25.7%	23%	41.5%	36.9%	31.8%	21.6%	29.4%
Another Party	7.4%	6.7%	7.8%	7.7%	8.9%	10.8%	4.7%	5.7%
Don't Recall	11.1%	19.5%	8.4%	5.2%	20.8%	9.6%	7.2%	6.9%
Unweighted Frequency	1151	202	403	546	242	231	205	473
Weighted Frequency	1151	401	331	415	299	228	178	442

Will you be voting in the upcoming UCP leadership election to be held this fall? (All voters)



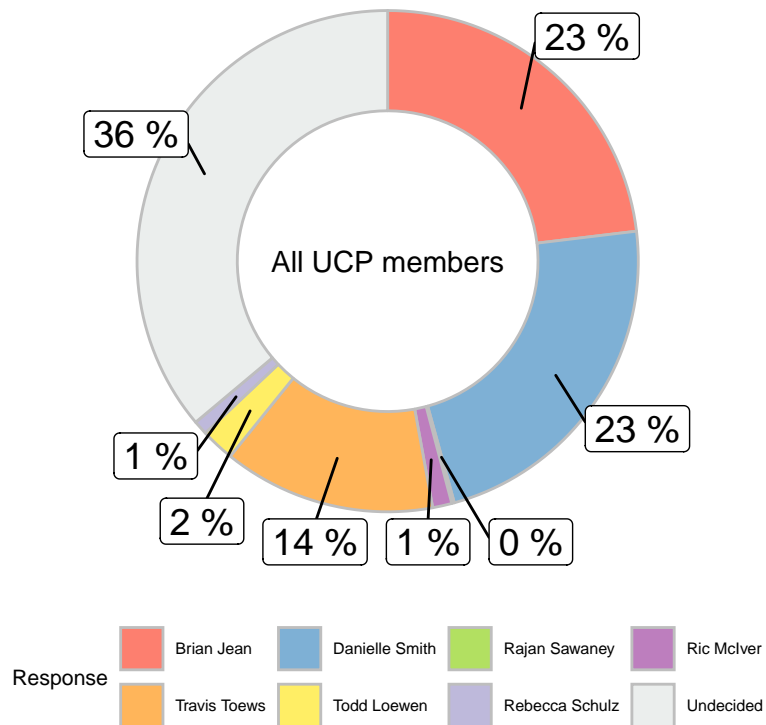
broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
Yes	34.8%	33.1%	37.2%	19.5%	27.6%	33.4%	31%	37.1%	41%	42.8%	25.9%	30.2%
No	59.7%	62.1%	56.8%	66.7%	65.6%	61.6%	63.9%	56.6%	53%	51%	70.4%	64.1%
Not Eligible	5.5%	4.8%	6%	13.8%	6.8%	5%	5.1%	6.2%	5.9%	6.2%	3.7%	5.7%
Unweighted Frequency	1151	664	403	18	66	155	299	389	308	583	261	307
Weighted Frequency	1151	534	566	3	44	368	309	285	185	518	265	365

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Yes	34.8%	45.1%	38.7%	21.7%	29.8%	42.4%	37.9%	32.7%
No	59.7%	48%	56%	74.1%	61.3%	52.4%	57.5%	63.5%
Not Eligible	5.5%	6.9%	5.2%	4.2%	8.9%	5.2%	4.6%	3.8%
Unweighted Frequency	1151	202	403	546	242	231	205	473
Weighted Frequency	1151	401	331	415	299	228	178	442

If the UCP leadership vote were held today, which candidate would you vote for? (All voters)





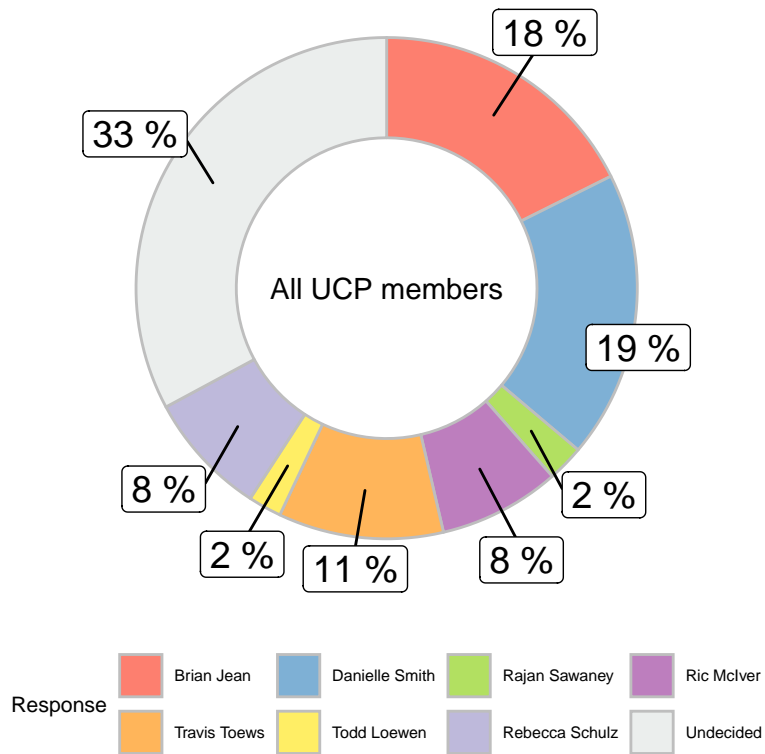
broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
Brian Jean	23.1%	27.2%	19.9%	24.5%	12.3%	30.1%	17.6%	22.3%	19%	25.7%	33.5%	11.5%
Danielle Smith	22.6%	32.6%	13.6%	0%	19.1%	25.6%	23.8%	21.8%	17%	20.9%	24.1%	25%
Rajan Sawaney	0.2%	0%	0.3%	0%	0%	0%	0%	0%	0.9%	0.3%	0%	0%
Ric McIver	1.2%	0.8%	1.4%	0%	5.8%	0%	0%	2.2%	3.7%	0.8%	0.6%	2.6%
Travis Toews	13.7%	8.6%	18.9%	0%	5.2%	11.3%	12.4%	12.6%	20.9%	15.8%	13.3%	9.8%
Todd Loewen	2.2%	0.4%	3.7%	0%	3.7%	0%	3.1%	4.7%	1.4%	3.5%	1.5%	0%
Rebecca Schulz	0.9%	2%	0%	0%	0%	0%	1%	0.6%	2.8%	0.2%	0.5%	2.4%
Undecided	36.1%	28.4%	42.1%	75.5%	54%	33%	42.1%	35.7%	34.2%	32.7%	26.4%	48.6%
Unweighted Frequency	304	175	112	2	15	39	73	102	90	184	54	66
Weighted Frequency	304	153	164	0	10	106	80	79	61	179	56	92

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Brian Jean	23.1%	23.2%	29.4%	14.3%	31.9%	12.7%	37.3%	18.8%
Danielle Smith	22.6%	19.7%	21.5%	30%	14.9%	22.7%	16.5%	29.8%
Rajan Sawaney	0.2%	0%	0%	0.7%	0%	0%	1%	0%
Ric McIver	1.2%	0.9%	0%	3.6%	2.7%	0%	0%	1.8%
Travis Toews	13.7%	16.2%	8.4%	15.6%	15.2%	9.6%	14.5%	15.3%
Todd Loewen	2.2%	1.4%	2.2%	3.6%	0.8%	1.4%	4%	2.6%
Rebecca Schulz	0.9%	0.7%	0.4%	2%	1.6%	0%	0%	1.6%
Undecided	36.1%	37.8%	38%	30.1%	32.9%	53.6%	26.8%	30.1%
Unweighted Frequency	304	75	121	108	65	62	51	126
Weighted Frequency	304	153	100	75	69	83	54	120

If the UCP leadership vote were held today, which candidate would be your second choice? (All voters)





broken out by age, gender, and region

	Total	Gender				Age				Region		
		Male	Female	Non-Binary	Prefer Not to Say	18-34	35-49	50-64	65+	Rest of AB	Edmonton	Calgary
Brian Jean	17.6%	23.3%	12%	0%	0%	17.9%	19.2%	20.5%	11.6%	19.3%	7.3%	22.5%
Danielle Smith	18.5%	16.7%	19.9%	0%	34.7%	22.2%	19.8%	16.1%	13.6%	18.9%	19.1%	17.2%
Rajan Sawaney	2.3%	4.5%	0%	0%	0%	6.4%	0%	0%	0.9%	0%	11%	0.8%
Ric McIver	7.8%	9.5%	6.4%	0%	0%	10.2%	1.3%	8.2%	10.8%	4.3%	17.1%	8.7%
Travis Toews	10.6%	14.6%	6%	0%	12.6%	9.2%	8%	7.7%	20%	8.4%	5.8%	20.7%
Todd Loewen	2.2%	0.9%	3.2%	0%	11.2%	0%	2.1%	5.9%	1.3%	2.6%	3.2%	0%
Rebecca Schulz	8%	8%	7.4%	0%	20.8%	16.3%	4.3%	3.7%	2.9%	8%	9.2%	6.9%
Undecided	32.9%	22.6%	45.2%	100%	20.6%	17.8%	45.3%	37.9%	38.9%	38.5%	27.4%	23.3%
Unweighted Frequency	304	175	112	2	15	39	73	102	90	184	54	66
Weighted Frequency	304	153	164	0	10	106	80	79	61	179	56	92

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Brian Jean	17.6%	20.3%	19.7%	10.3%	12%	23.7%	14.1%	19.6%
Danielle Smith	18.5%	17.8%	23.1%	14.4%	19.9%	13.4%	33.4%	13.1%
Rajan Sawaney	2.3%	4.8%	0%	0.7%	10.6%	0%	0%	0%
Ric McIver	7.8%	12.8%	2.8%	4.8%	15.1%	6.5%	11.4%	2.8%
Travis Toews	10.6%	4.9%	9.9%	22.1%	6.5%	13.9%	2%	15.5%
Todd Loewen	2.2%	2.3%	0.8%	3.5%	1.1%	1.3%	1.2%	3.6%
Rebecca Schulz	8%	8.8%	3.7%	11.5%	0.9%	3.9%	13.1%	11.3%
Undecided	32.9%	28.3%	40%	32.7%	33.9%	37.3%	24.8%	34%
Unweighted Frequency	304	75	121	108	65	62	51	126
Weighted Frequency	304	153	100	75	69	83	54	120

broken out by first choice leadership ballot

	Total	2nd Choice							
		Brian Jean	Danielle Smith	Rajan Sawaney	Ric McIver	Travis Toews	Todd Loewen	Rebecca Schulz	Undecided
Brian Jean	17.6%	0%	71.2%	7.3%	69.9%	24.1%	24.7%	32%	35.4%
Danielle Smith	18.5%	83.1%	0%	92.7%	14.3%	57.7%	0%	12.9%	31.3%
Rajan Sawaney	2.3%	0%	0%	0%	3.3%	0%	0%	0%	0%
Ric McIver	7.8%	0%	0%	0%	0%	11.8%	0%	0%	2.1%
Travis Toews	10.6%	16.9%	24.5%	0%	12.5%	0%	75.3%	50.1%	22.2%
Todd Loewen	2.2%	0%	3.5%	0%	0%	0%	0%	5.1%	7.1%
Rebecca Schulz	8%	0%	0.8%	0%	0%	6.4%	0%	0%	1.8%
Undecided	32.9%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted Frequency	304	67	77	1	6	39	8	5	101
Weighted Frequency	304	76	74	1	4	45	7	3	118