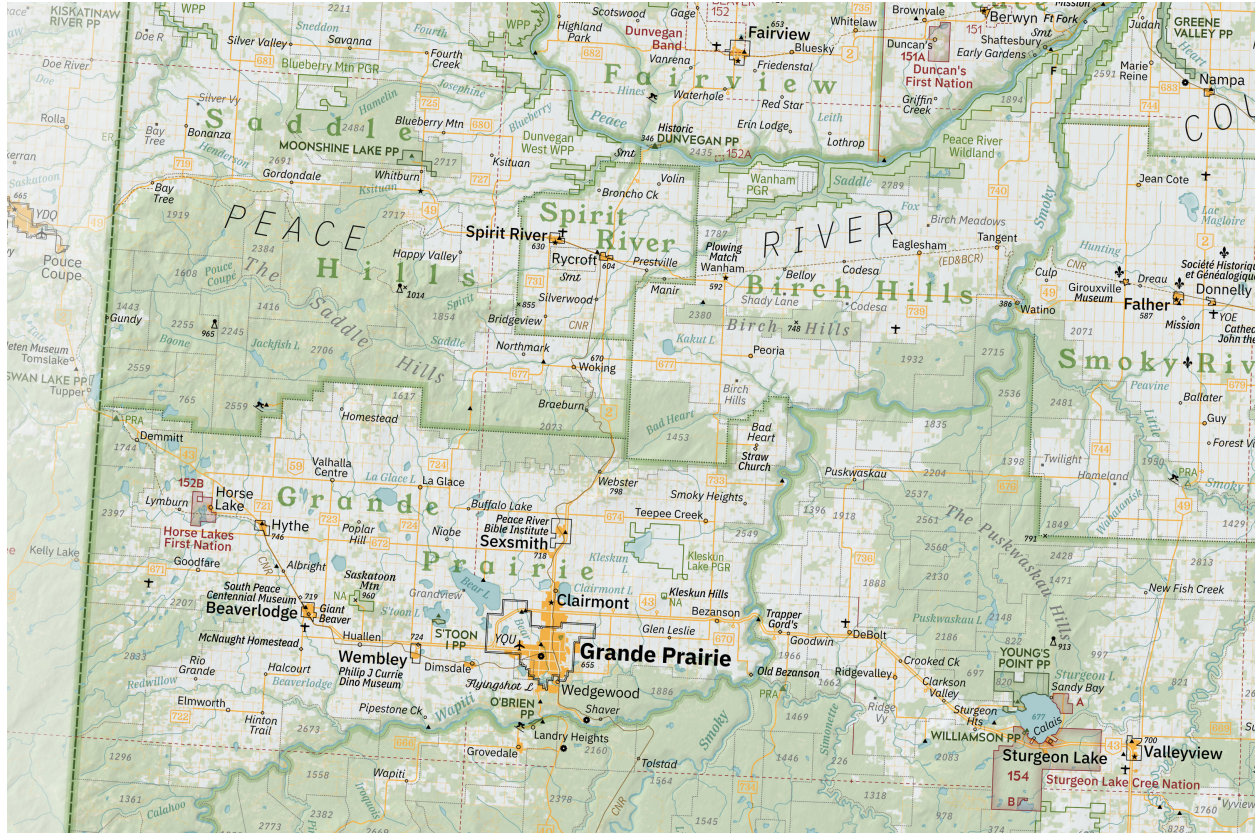




Mainstreet Research Survey - Alberta



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 CRIC and exceeds all Canadian and international standards for market research and public opinion research.

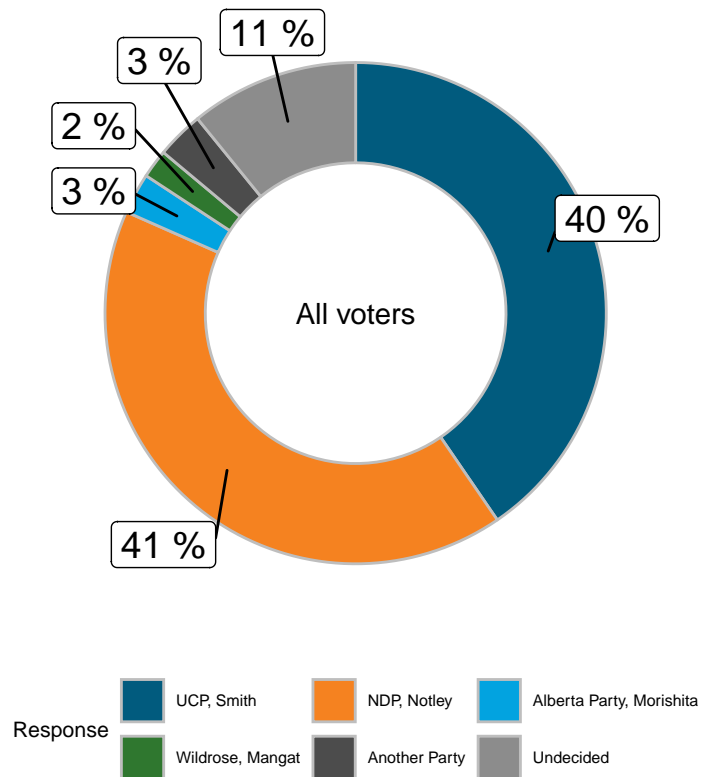
Methodology

The analysis in this report is based on results of a survey conducted from Tuesday, March 21st to Wednesday, March 22nd, 2023, among a sample of 1108 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.

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If a provincial election were held today, how would you vote? (All voters)





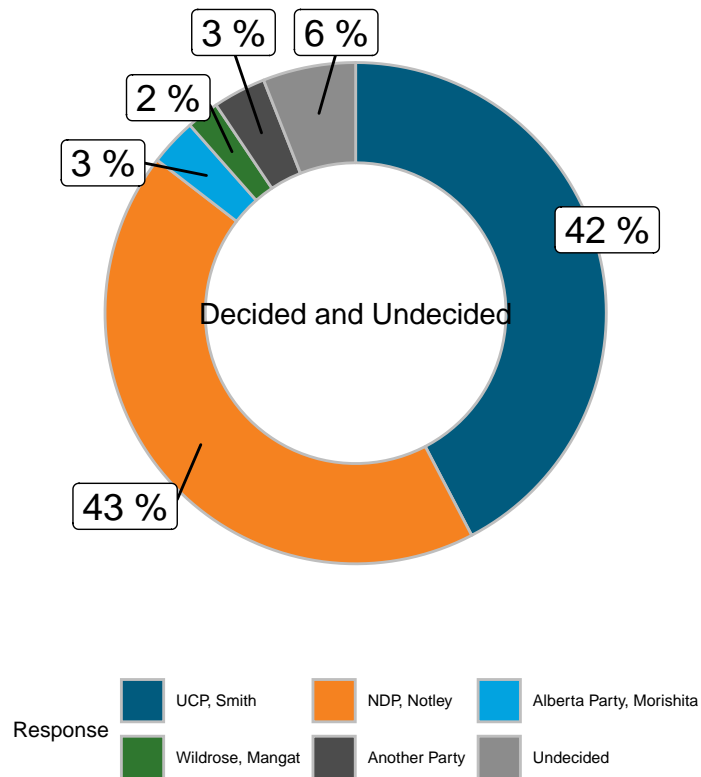
broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Calgary CMA	Edmonton CMA	Rest of AB
UCP, Smith	40.4%	45.2%	35.9%	36.9%	30.7%	38.8%	49.4%	43%	35.5%	37.2%	47.5%
NDP, Notley	41.2%	40.4%	42.1%	37.9%	46.9%	43.7%	34.7%	38.9%	45.8%	49.1%	30.5%
Alberta Party, Morishita	2.6%	2.4%	2.9%	0.9%	5.2%	3.1%	0.8%	1.3%	2.8%	2%	3%
Wildrose, Mangat	1.8%	1.5%	2%	5.6%	3.6%	1.4%	1.5%	1%	1.3%	1.8%	2.4%
Another Party	3.1%	2%	3.9%	6.9%	6.2%	2%	2.2%	2%	3.8%	1.3%	3.9%
Undecided	10.9%	8.6%	13.1%	11.7%	7.4%	11.1%	11.5%	13.7%	10.9%	8.6%	12.7%
Unweighted Frequency	1108	572	443	93	129	276	323	380	323	335	450
Weighted Frequency	1108	540	548	29	262	339	279	237	355	351	412

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Smith	40.4%	48.4%	45.6%	30.1%	36.3%	46%	39.1%	41.3%
NDP, Notley	41.2%	25.6%	35.7%	57.3%	32.8%	37.2%	42.9%	47.4%
Alberta Party, Morishita	2.6%	3.5%	3.5%	1.2%	3.7%	1.2%	6.6%	0.6%
Wildrose, Mangat	1.8%	3.6%	1.6%	0.8%	3.1%	1.6%	1.6%	1.3%
Another Party	3.1%	2.4%	4.1%	2.6%	3%	4.2%	2.3%	3%
Undecided	10.9%	16.6%	9.5%	8%	21.2%	9.8%	7.6%	6.4%
Unweighted Frequency	1108	212	396	500	262	197	204	445
Weighted Frequency	1108	309	381	427	274	194	218	431

If a provincial election were held today, how would you vote? (Decided and Undecided voters)



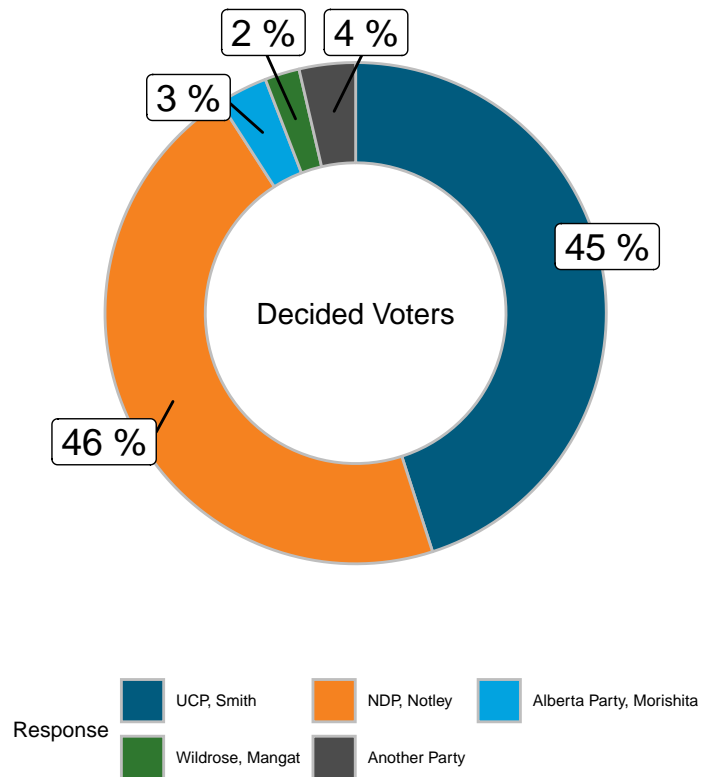
broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Calgary CMA	Edmonton CMA	Rest of AB
UCP, Smith	42.3%	47%	37.9%	39.8%	30.7%	40%	52.9%	46.1%	37.1%	38.7%	50%
NDP, Notley	43.1%	40.9%	45.6%	37.9%	49.4%	45.9%	35.8%	41%	47%	50.7%	33.3%
Alberta Party, Morishita	3%	3.2%	2.9%	2.8%	5.2%	3.7%	1.4%	1.6%	3.4%	2.5%	3.2%
Wildrose, Mangat	2.1%	2%	2%	5.6%	3.6%	1.7%	1.5%	1.7%	1.6%	1.8%	2.8%
Another Party	3.4%	2.2%	4.4%	6.9%	6.2%	2.6%	2.5%	2.6%	3.8%	1.6%	4.6%
Undecided	6%	4.7%	7.2%	7%	4.9%	6%	6%	7.1%	7.1%	4.7%	6.1%
Unweighted Frequency	1108	572	443	93	129	276	323	380	323	335	450
Weighted Frequency	1108	540	548	29	262	339	279	237	355	351	412

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Smith	42.3%	50.6%	48.2%	31.1%	39.8%	49.5%	40%	41.9%
NDP, Notley	43.1%	28.1%	37.5%	59%	37.1%	37.9%	45.1%	48.3%
Alberta Party, Morishita	3%	4%	3.8%	1.7%	3.7%	1.2%	7.1%	1.4%
Wildrose, Mangat	2.1%	3.8%	2%	0.9%	3.4%	2%	1.6%	1.5%
Another Party	3.4%	3.3%	4.1%	2.9%	3.9%	4.2%	2.6%	3.1%
Undecided	6%	10.2%	4.3%	4.4%	12.1%	5.2%	3.5%	3.7%
Unweighted Frequency	1108	212	396	500	262	197	204	445
Weighted Frequency	1108	309	381	427	274	194	218	431

If a provincial election were held today, how would you vote? (Decided voters)



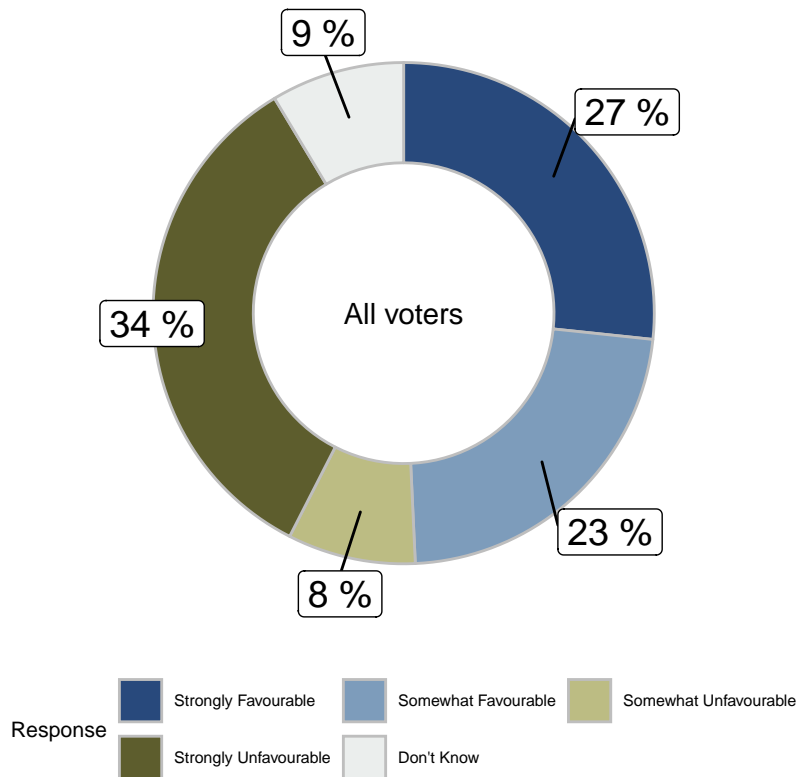
broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Calgary CMA	Edmonton CMA	Rest of AB
UCP, Smith	45%	49.3%	40.8%	42.7%	32.3%	42.6%	56.2%	49.6%	39.9%	40.6%	53.2%
NDP, Notley	45.9%	42.9%	49.1%	40.7%	51.9%	48.8%	38%	44.1%	50.6%	53.3%	35.4%
Alberta Party, Morishita	3.2%	3.3%	3.2%	3%	5.5%	3.9%	1.5%	1.7%	3.6%	2.6%	3.5%
Wildrose, Mangat	2.2%	2.1%	2.2%	6.1%	3.8%	1.8%	1.6%	1.8%	1.7%	1.8%	3%
Another Party	3.6%	2.3%	4.7%	7.4%	6.5%	2.8%	2.6%	2.7%	4.1%	1.7%	4.9%
Unweighted Frequency	1046	549	411	86	123	262	306	355	304	319	423
Weighted Frequency	1046	515	509	27	249	319	262	221	329	334	387

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
UCP, Smith	45%	56.3%	50.4%	32.6%	45.3%	52.2%	41.5%	43.5%
NDP, Notley	45.9%	31.3%	39.2%	61.7%	42.2%	40%	46.7%	50.2%
Alberta Party, Morishita	3.2%	4.5%	4%	1.7%	4.2%	1.3%	7.4%	1.5%
Wildrose, Mangat	2.2%	4.3%	2.1%	0.9%	3.9%	2.1%	1.7%	1.6%
Another Party	3.6%	3.7%	4.3%	3%	4.4%	4.5%	2.7%	3.3%
Unweighted Frequency	1046	193	376	477	234	187	193	432
Weighted Frequency	1046	277	365	408	241	184	210	415

Do you have a favourable or unfavourable view of Premier Danielle Smith, leader of the UCP? (All voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Calgary CMA	Edmonton CMA	Rest of AB
Strongly Favourable	26.7%	29.2%	24.4%	23.1%	25%	25.8%	32%	23.6%	24.4%	24.2%	30.7%
Somewhat Favourable	22.6%	24.3%	21.1%	18.6%	15.4%	24.7%	21.4%	28.8%	19.5%	19.3%	28.1%
Somewhat Unfavourable	8.3%	7.4%	9.2%	5.1%	7.5%	7.6%	7.5%	10.8%	8.9%	8.4%	7.6%
Strongly Unfavourable	33.9%	32.8%	34.4%	44.4%	41.4%	32.6%	32.3%	29.3%	38.3%	39.2%	25.6%
Don't Know	8.6%	6.2%	10.9%	8.7%	10.7%	9.3%	6.7%	7.5%	8.9%	9%	8.1%
Unweighted Frequency	1108	572	443	93	129	276	323	380	323	335	450
Weighted Frequency	1108	540	548	29	262	339	279	237	355	351	412

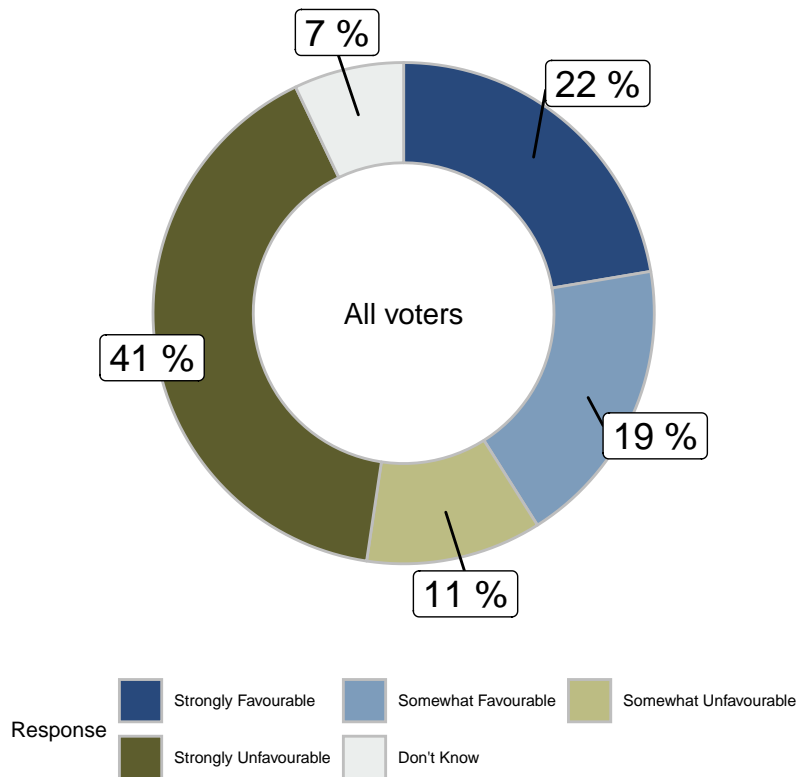
broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Strongly Favourable	26.7%	31.2%	31.3%	19.2%	25.9%	28.6%	24.2%	27.6%
Somewhat Favourable	22.6%	26.9%	24.8%	17.5%	24.2%	26.1%	19.7%	21.5%
Somewhat Unfavourable	8.3%	6.2%	8.6%	9.5%	10.3%	8.3%	8.3%	6.9%
Strongly Unfavourable	33.9%	21.6%	29.4%	46.7%	21.6%	30.8%	40.6%	39.6%
Don't Know	8.6%	14%	5.9%	7.1%	18.1%	6.3%	7.2%	4.3%
Unweighted Frequency	1108	212	396	500	262	197	204	445
Weighted Frequency	1108	309	381	427	274	194	218	431

broken out by vote intention

	Total	Vote Intention					
		UCP, Smith	NDP, Notley	Alberta Party, Morishita	Wildrose, Mangat	Another Party	Undecided
Strongly Favourable	26.7%	54.6%	5.1%	20.8%	31.6%	16.7%	7.9%
Somewhat Favourable	22.6%	40%	6.3%	9.5%	9.6%	20.5%	25.7%
Somewhat Unfavourable	8.3%	4.2%	9.8%	9.4%	16.6%	15.2%	14.2%
Strongly Unfavourable	33.9%	0.1%	72.9%	41.5%	18.3%	33.2%	12.9%
Don't Know	8.6%	1.3%	5.9%	18.8%	23.9%	14.4%	39.4%
Unweighted Frequency	1108	454	466	21	18	31	118
Weighted Frequency	1108	452	460	29	21	34	121

Do you have a favourable or unfavourable view of Opposition leader Rachel Notley, leader of the NDP? (All voters)



broken out by age, gender, and region

	Total	Gender			Age				Region		
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Calgary CMA	Edmonton CMA	Rest of AB
Strongly Favourable	22.3%	22.2%	22.3%	24.8%	22.7%	25.3%	17.5%	23.4%	27.1%	26.9%	14.3%
Somewhat Favourable	18.7%	17.8%	20%	10.1%	23.4%	16.7%	17.9%	17.4%	18.5%	19.4%	18.3%
Somewhat Unfavourable	11.3%	10.5%	12.2%	10.6%	12.1%	9.1%	13.1%	11.6%	11.3%	13.2%	9.7%
Strongly Unfavourable	40.5%	44.9%	36.2%	41.9%	34.8%	40.8%	46.8%	39.2%	34.4%	33.8%	51.6%
Don't Know	7.1%	4.6%	9.3%	12.6%	7%	8.2%	4.8%	8.4%	8.8%	6.7%	6%
Unweighted Frequency	1108	572	443	93	129	276	323	380	323	335	450
Weighted Frequency	1108	540	548	29	262	339	279	237	355	351	412

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Strongly Favourable	22.3%	14.1%	17.7%	32.4%	19%	17.3%	24.6%	25.6%
Somewhat Favourable	18.7%	12.1%	17.1%	25%	16.5%	16.5%	20.1%	20.4%
Somewhat Unfavourable	11.3%	12.8%	10.1%	11.3%	10.1%	13.2%	14.8%	9.5%
Strongly Unfavourable	40.5%	48.4%	49.1%	27.2%	39.1%	44.8%	36.5%	41.6%
Don't Know	7.1%	12.6%	6%	4.1%	15.3%	8.2%	4%	3%
Unweighted Frequency	1108	212	396	500	262	197	204	445
Weighted Frequency	1108	309	381	427	274	194	218	431

broken out by vote intention

	Total	Vote Intention					
		UCP, Smith	NDP, Notley	Alberta Party, Morishita	Wildrose, Mangat	Another Party	Undecided
Strongly Favourable	22.3%	0.6%	52.4%	2.4%	0%	5%	2.6%
Somewhat Favourable	18.7%	0%	40.2%	17.4%	0%	0%	15.6%
Somewhat Unfavourable	11.3%	17.9%	1.7%	14.5%	18.6%	15.3%	20.1%
Strongly Unfavourable	40.5%	78.4%	2.6%	26.6%	72.3%	74.6%	31.8%
Don't Know	7.1%	3.1%	3%	39.1%	9.1%	5.1%	29.8%
Unweighted Frequency	1108	454	466	21	18	31	118
Weighted Frequency	1108	452	460	29	21	34	121