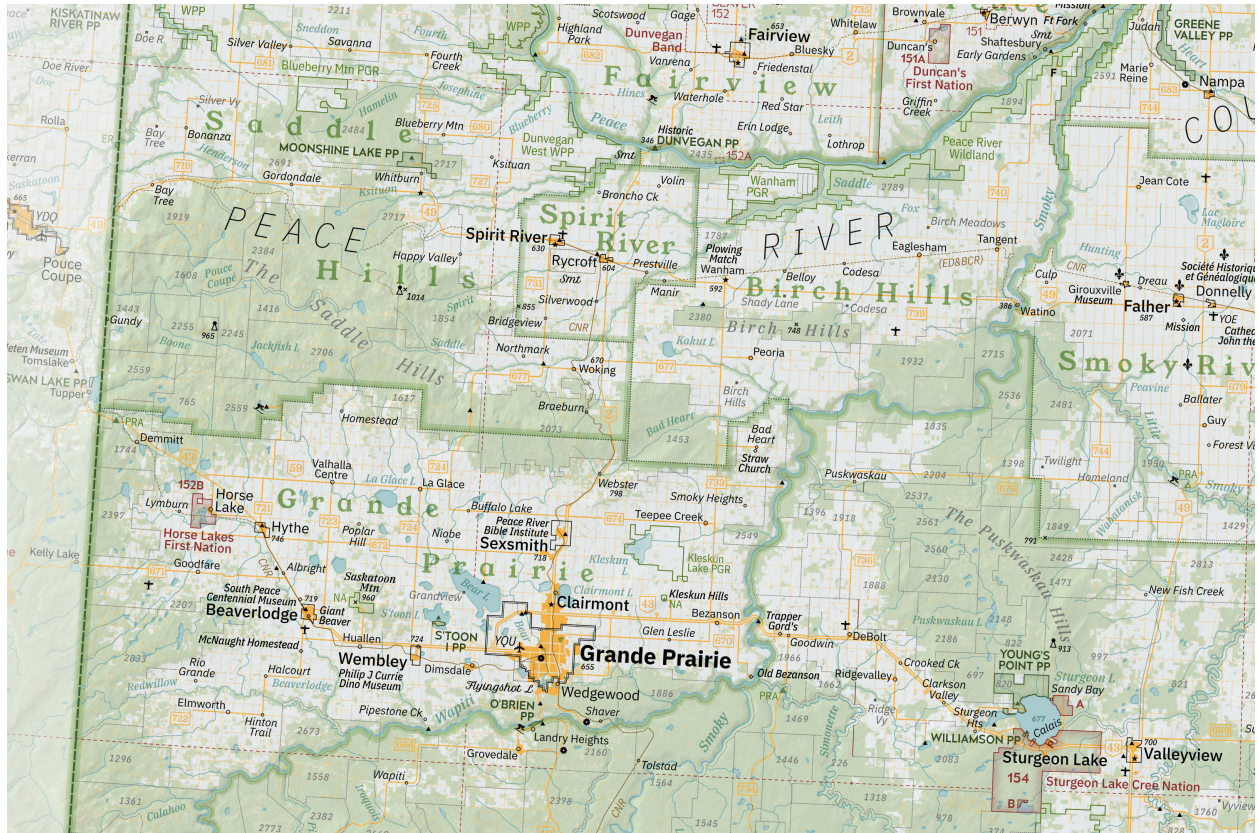# Mainstreet Research Survey - Alberta

MAINSTREET RESEARCH

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.
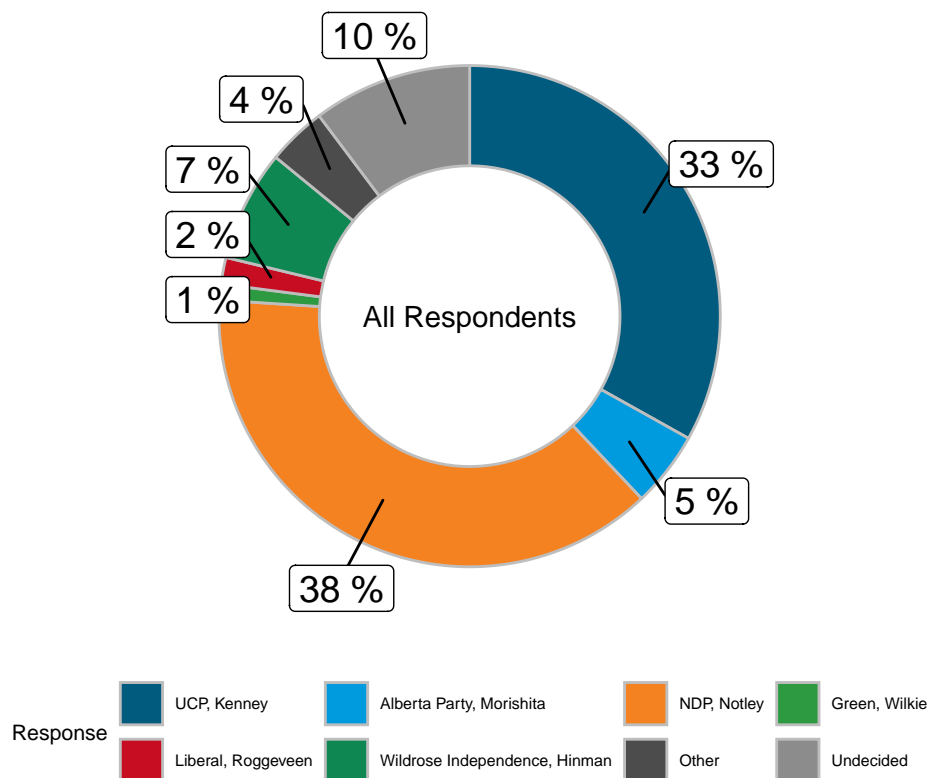
Methodology

The analysis in this report is based on results of a survey conducted on March 23-24th, 2022 among a sample of 1000 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 +/- 3% 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? (ALL RESPONDENTS)

All Respondents

33 %
5 %
38 %
1 %
2 %
7 %
4 %
10 %

Response

- UCP, Kenney
- Alberta Party, Morishita
- NDP, Notley
- Green, Wilkie
- Liberal, Roggeveen
- Wildrose Independence, Hinman
- Other
- Undecided

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, Kenney	33.1%	35.5%	31.5%	5.4%	24%	33.1%	25.6%	35%	42.9%	36.5%	28.5%	31.7%
Alberta Party, Morishita	4.9%	5.8%	4.2%	4.8%	1.9%	5.8%	4.4%	4.6%	4.3%	6.1%	4%	3.7%
NDP, Notley	38%	32%	44%	20.5%	33.8%	36.1%	45.1%	38%	30%	28%	49.6%	44%
Green, Wilkie	1%	0.7%	1.2%	5.9%	3.2%	1.3%	0.8%	1%	1.1%	0.9%	2.3%	0.3%
Liberal, Roggeveen	1.7%	1.4%	2.1%	6.3%	0%	1%	2.3%	2.6%	0.8%	1.2%	1.9%	2.3%
Wildrose Independence, Hinman	7.2%	10.9%	3.5%	39.3%	7.8%	10.1%	6.6%	5.7%	4.5%	9.7%	5%	5.2%
Other	3.8%	4.1%	3.3%	13.4%	7.4%	3.1%	4.7%	5%	1.8%	5.5%	1.4%	3.2%
Undecided	10.3%	9.5%	10.3%	4.4%	21.9%	9.6%	10.5%	8.1%	14.7%	12.2%	7.3%	9.7%
Unweighted Frequency	1003	529	398	17	59	133	304	342	224	512	222	269
Weighted Frequency	1003	468	503	2	30	320	273	251	160	451	231	321

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
UCP, Kenney	33.1%	44.2%	37.9%	25.9%	24.8%	34.1%	36.5%	34.7%
Alberta Party, Morishita	4.9%	3.4%	4.7%	5.5%	7.4%	4.1%	1.8%	5.5%
NDP, Notley	38%	25.9%	27.4%	50.1%	36%	29.1%	38.8%	41.9%
Green, Wilkie	1%	1.2%	0.8%	1.1%	2.7%	1.6%	0%	0.6%
Liberal, Roggeveen	1.7%	0.5%	1.1%	2.5%	2.1%	0.9%	2.7%	1.4%
Wildrose Independence, Hinman	7.2%	8.5%	11.3%	3.5%	8.1%	9.7%	6.7%	6%
Other	3.8%	2.3%	4.5%	3.7%	2.4%	5.5%	3.3%	4%
Undecided	10.3%	13.9%	12.3%	7.6%	16.5%	15%	10.3%	5.9%
Unweighted Frequency	1003	152	386	465	181	176	203	443
Weighted Frequency	1003	144	380	478	186	165	203	449

broken out by UCP Membership

	Total	Party Status		
		Yes	No	Not Sure
UCP, Kenney	33.1%	50.9%	27.6%	41.1%
Alberta Party, Morishita	4.9%	2.9%	5.7%	2.2%
NDP, Notley	38%	13.9%	45%	30.8%
Green, Wilkie	1%	0.9%	1.1%	0.5%
Liberal, Roggeveen	1.7%	1.2%	1.8%	2.2%
Wildrose Independence, Hinman	7.2%	15.4%	5.9%	1.8%
Other	3.8%	3.7%	4.2%	1.6%
Undecided	10.3%	11.2%	8.7%	19.8%
Unweighted Frequency	1003	199	706	98
Weighted Frequency	1003	178	724	101

If a provincial election were held today, how would you vote? (DECIDED AND LEANING VOTERS)
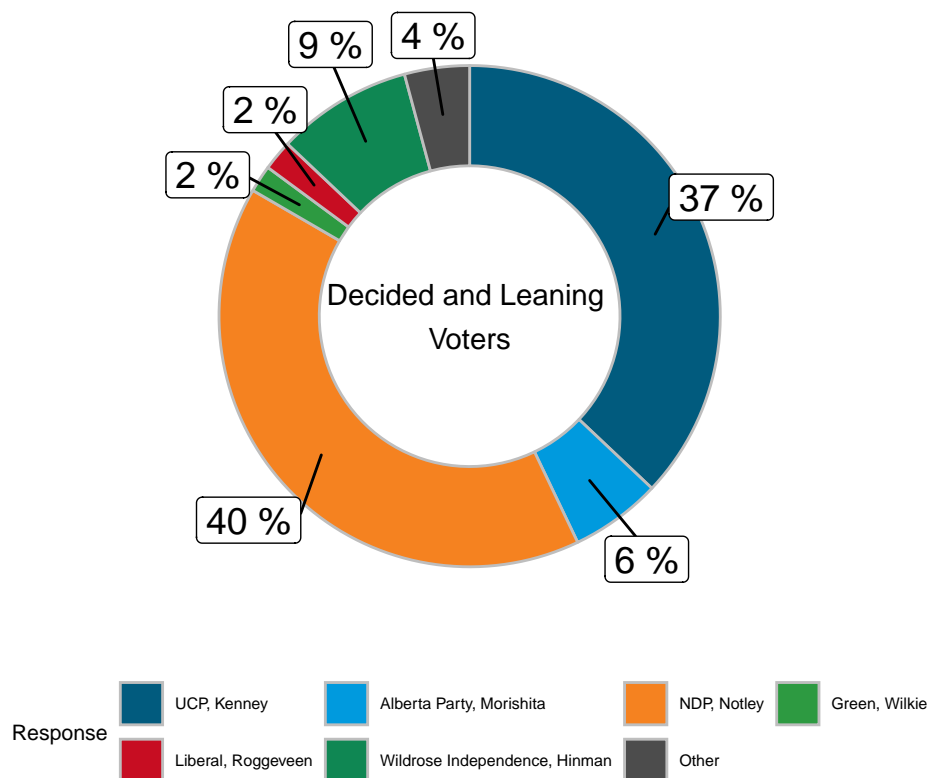
9 %   4 %

2 %

2 %

37 %

Decided and Leaning
Voters

40 %

6 %

Response			
■ UCP, Kenney	■ Alberta Party, Morishita	■ NDP, Notley	■ Green, Wilkie
■ Liberal, Roggeveen	■ Wildrose Independence, Hinman	■ Other	

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, Kenney	37%	40%	35%	9.8%	28.3%	35.4%	30%	38.8%	50.1%	41.7%	30.9%	35%
Alberta Party, Morishita	5.9%	6.2%	5.8%	4.8%	2.1%	6.8%	5.4%	5.5%	5.5%	7.6%	4.6%	4.4%
NDP, Notley	40.5%	34.4%	46.1%	20.5%	39.2%	38.2%	47.6%	40.4%	32.7%	29.8%	51.4%	47.3%
Green, Wilkie	1.7%	0.8%	2.4%	5.9%	4.8%	3.3%	0.8%	1.1%	1.1%	1.5%	2.3%	1.6%
Liberal, Roggeveen	2%	1.5%	2.2%	6.3%	3.9%	1.3%	2.3%	2.7%	1.4%	1.4%	2.4%	2.3%
Wildrose Independence, Hinman	8.7%	12.5%	4.9%	39.3%	13.7%	11.9%	8.6%	6.2%	6.8%	12.1%	6.6%	5.6%
Other	4.2%	4.6%	3.6%	13.4%	8%	3.2%	5.4%	5.3%	2.4%	5.8%	1.7%	3.7%
Unweighted Frequency	969	506	391	17	55	129	296	333	211	491	217	261
Weighted Frequency	969	448	496	2	28	312	267	245	151	436	226	313

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
UCP, Kenney	37%	48.4%	43.4%	28.8%	30%	42.4%	39.8%	36.8%
Alberta Party, Morishita	5.9%	4.4%	5.3%	6.7%	8.3%	5.1%	3.1%	6.4%
NDP, Notley	40.5%	28.3%	30.2%	52%	41.3%	33%	40.6%	42.7%
Green, Wilkie	1.7%	3.3%	1.8%	1.2%	4.4%	1.7%	0%	1.5%
Liberal, Roggeveen	2%	1.8%	1.2%	2.6%	3.2%	1%	2.7%	1.4%
Wildrose Independence, Hinman	8.7%	10.8%	13.3%	4.6%	9.9%	10.7%	10.4%	6.9%
Other	4.2%	2.9%	4.8%	4.1%	2.9%	6.2%	3.3%	4.4%
Unweighted Frequency	969	141	370	458	173	165	197	434
Weighted Frequency	969	136	367	471	177	156	199	442

broken out by UCP Membership

	Total	Party Status		
		Yes	No	Not Sure
UCP, Kenney	37%	56%	30.8%	48.8%
Alberta Party, Morishita	5.9%	4%	6.8%	2.4%
NDP, Notley	40.5%	14.8%	47.4%	35.4%
Green, Wilkie	1.7%	2.9%	1.2%	3.9%
Liberal, Roggeveen	2%	1.2%	1.9%	3.5%
Wildrose Independence, Hinman	8.7%	16.9%	7.3%	4.2%
Other	4.2%	4.1%	4.5%	1.8%
Unweighted Frequency	969	194	685	90
Weighted Frequency	969	174	707	93

If a provincial election were held today, how would you vote? [With Brian Jean as leader of the UCP] (DECIDED AND LEANING VOTERS)
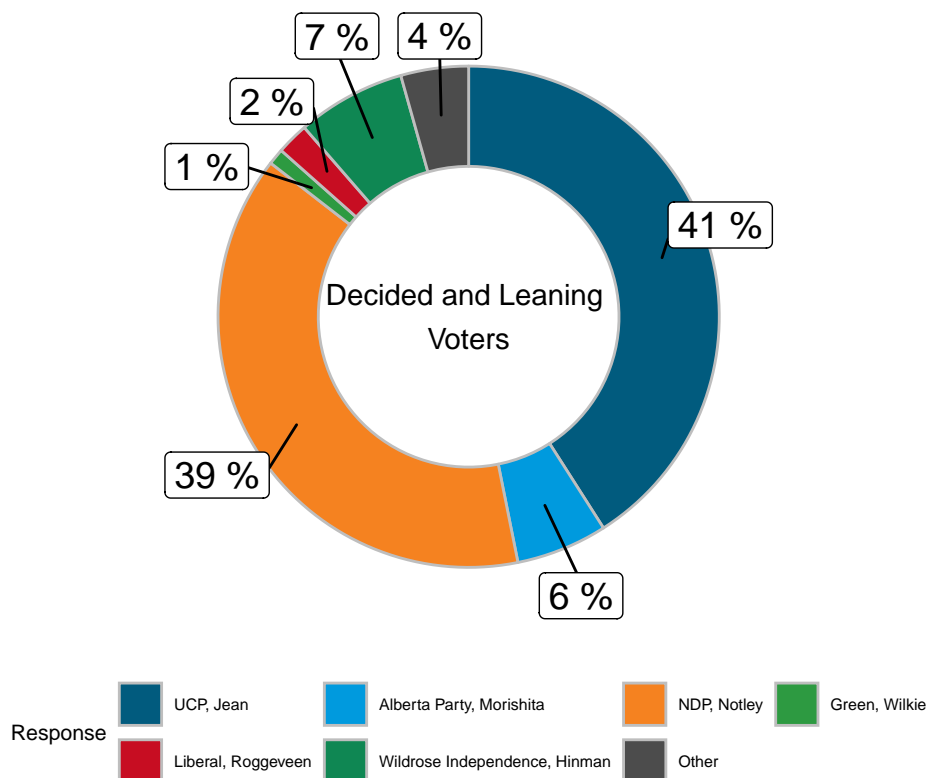
Decided and Leaning Voters

Response	
UCP, Jean	41 %
Alberta Party, Morishita	6 %
NDP, Notley	39 %
Green, Wilkie	2 %
Liberal, Roggeveen	1 %
Wildrose Independence, Hinman	7 %
Other	4 %

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, Jean	41%	47.5%	35.6%	28.7%	30.5%	42.6%	34.2%	43.4%	45.5%	48.8%	32.8%	35.6%
Alberta Party, Morishita	5.9%	6.4%	5.7%	0%	1%	5.9%	6.5%	5.1%	6%	7.2%	4.2%	5.2%
NDP, Notley	38.7%	32.3%	44.4%	20.5%	42.6%	36.4%	45.9%	37.8%	31.9%	27.8%	52%	44.5%
Green, Wilkie	1%	0.5%	1.2%	26.8%	4.7%	2.2%	0.6%	0.5%	0.5%	1%	1.5%	0.8%
Liberal, Roggeveen	2.1%	1%	2.9%	0%	3.8%	2.5%	1.8%	2.7%	0.5%	0.7%	2.2%	3.9%
Wildrose Independence, Hinman	7%	8.1%	6%	17.2%	6.8%	7.8%	6.2%	6.3%	8.1%	9.9%	5.6%	4%
Other	4.4%	4.2%	4.2%	6.7%	10.4%	2.6%	4.9%	4.2%	7.4%	4.6%	1.7%	6%
Unweighted Frequency	960	506	381	17	56	128	292	335	205	493	210	257
Weighted Frequency	960	447	484	2	28	308	262	246	145	437	220	305

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
UCP, Jean	41%	54.8%	47.5%	31.6%	37.3%	47%	40.7%	40.5%
Alberta Party, Morishita	5.9%	4.4%	6.6%	5.8%	7.9%	5.4%	3.3%	6.4%
NDP, Notley	38.7%	25.1%	28.7%	50.6%	36.8%	31.3%	41.2%	40.9%
Green, Wilkie	1%	2.4%	0.8%	0.8%	3.7%	1.3%	0%	0.4%
Liberal, Roggeveen	2.1%	1.3%	0.7%	3.4%	5%	0.4%	2%	1.4%
Wildrose Independence, Hinman	7%	8.3%	10.8%	3.7%	6.9%	8%	8%	6.3%
Other	4.4%	3.7%	4.9%	4.1%	2.4%	6.7%	4.8%	4.1%
Unweighted Frequency	960	145	365	450	172	161	195	432
Weighted Frequency	960	138	363	461	176	153	196	437

broken out by UCP Membership

	Total	Party Status		
		Yes	No	Not Sure
UCP, Jean	41%	53.7%	36%	55.4%
Alberta Party, Morishita	5.9%	3.9%	6.7%	3.3%
NDP, Notley	38.7%	16.9%	44.9%	31.2%
Green, Wilkie	1%	0.6%	0.8%	3.8%
Liberal, Roggeveen	2.1%	0.5%	2.3%	3.3%
Wildrose Independence, Hinman	7%	14.2%	5.9%	2.6%
Other	4.4%	10.2%	3.5%	0.4%
Unweighted Frequency	960	188	684	88
Weighted Frequency	960	169	702	91

If a provincial election were held today, how would you vote? [With Danielle Smith as leader of the UCP] (DECIDED AND LEANING VOTERS)
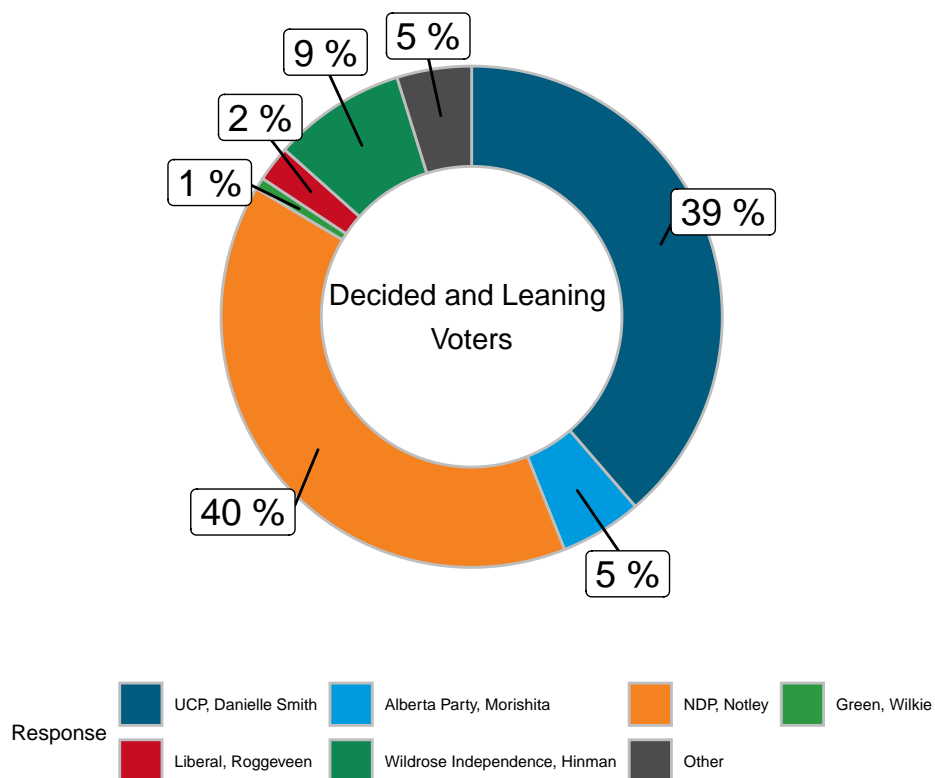
Decided and Leaning Voters

Response		
■ UCP, Danielle Smith	■ Alberta Party, Morishita	■ NDP, Notley	■ Green, Wilkie
■ Liberal, Roggeveen	■ Wildrose Independence, Hinman	■ Other	

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	38.7%	43.4%	35%	39.8%	26.7%	37.1%	35.8%	38.1%	48.1%	43.4%	30.8%	37.6%
Alberta Party, Morishita	5.3%	3.9%	6.5%	0%	6.7%	6.4%	5.6%	4%	4.4%	5.8%	4%	5.4%
NDP, Notley	39.6%	34.1%	44.7%	21.5%	39.9%	38.1%	46.2%	38.7%	32.4%	28.8%	51.5%	46.4%
Green, Wilkie	0.8%	0.4%	0.8%	6.2%	4.9%	1.3%	0.4%	0.4%	0.8%	0.9%	1.4%	0.1%
Liberal, Roggeveen	2.3%	1.3%	3.1%	7%	4%	2.2%	2.1%	3.5%	0.9%	1.8%	2.7%	2.7%
Wildrose Independence, Hinman	8.6%	11.7%	5.6%	18.6%	9.4%	11.5%	6.1%	8%	7.8%	12.1%	7.9%	4.1%
Other	4.8%	5.2%	4.2%	7%	8.3%	3.4%	3.7%	7.4%	5.7%	7.2%	1.7%	3.8%
Unweighted Frequency	955	503	383	16	53	128	292	330	205	488	207	260
Weighted Frequency	955	446	487	2	27	309	263	243	146	433	218	311

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	38.7%	48%	45.2%	30.9%	31.3%	45.8%	38.1%	39.3%
Alberta Party, Morishita	5.3%	6.4%	4.7%	5.4%	8.8%	1.3%	4.6%	5.6%
NDP, Notley	39.6%	27.2%	27.4%	52.7%	40%	33.6%	39.2%	41.7%
Green, Wilkie	0.8%	0.9%	1.3%	0.3%	3.3%	0.6%	0%	0.1%
Liberal, Roggeveen	2.3%	1.4%	1.3%	3.3%	3.6%	0.4%	4.5%	1.4%
Wildrose Independence, Hinman	8.6%	10.6%	13%	4.5%	9.7%	12.8%	7.8%	7%
Other	4.8%	5.5%	7.1%	2.8%	3.3%	5.5%	5.8%	4.7%
Unweighted Frequency	955	141	364	450	171	165	194	425
Weighted Frequency	955	134	363	465	174	155	196	436

broken out by UCP Membership

	Total	Party Status		
		Yes	No	Not Sure
UCP, Danielle Smith	38.7%	56.1%	32.7%	52.5%
Alberta Party, Morishita	5.3%	5.1%	5.8%	1.2%
NDP, Notley	39.6%	12.4%	46.8%	34.9%
Green, Wilkie	0.8%	0.4%	0.8%	1.1%
Liberal, Roggeveen	2.3%	2.5%	1.8%	5.6%
Wildrose Independence, Hinman	8.6%	15%	7.7%	3.2%
Other	4.8%	8.6%	4.3%	1.6%
Unweighted Frequency	955	189	679	87
Weighted Frequency	955	170	703	88

If a provincial election were held today, how would you vote? [With Michelle Rempel Garner as leader of the UCP] (DECIDED AND LEANING VOTERS)
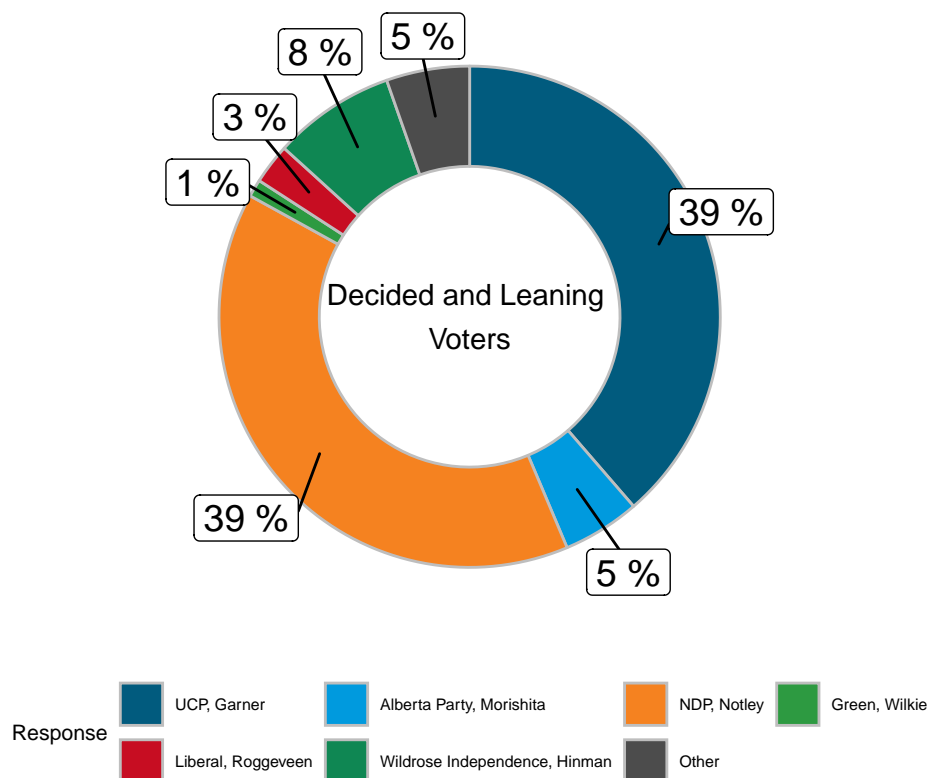
Decided and Leaning Voters

Response:
- UCP, Garner
- Alberta Party, Morishita
- NDP, Notley
- Green, Wilkie
- Liberal, Roggeveen
- Wildrose Independence, Hinman
- Other

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, Garner	38.7%	44.5%	34.3%	17%	22.6%	39.3%	35.1%	38.4%	43.8%	44.4%	31.4%	35.8%
Alberta Party, Morishita	5%	4.8%	5.3%	12%	1.1%	6.1%	5.3%	3.6%	4.4%	5.3%	5.6%	4.1%
NDP, Notley	39.4%	34%	43.9%	21.5%	47.5%	37.1%	46%	38.5%	34.1%	29%	49.9%	46.4%
Green, Wilkie	1.1%	0.1%	1.7%	26.1%	5%	3%	0.1%	0.3%	0.4%	1.6%	1.4%	0.2%
Liberal, Roggeveen	2.6%	1.2%	3.8%	4.6%	4%	3.3%	1.8%	3.8%	0.6%	1.6%	2.5%	4.1%
Wildrose Independence, Hinman	7.9%	9.2%	6.5%	11.8%	10.1%	8.7%	6.6%	8.3%	7.9%	11.1%	6.7%	4.2%
Other	5.4%	6.2%	4.4%	7%	9.7%	2.5%	5.1%	7.2%	8.9%	7%	2.6%	5.1%
Unweighted Frequency	967	512	386	16	53	129	292	333	213	494	211	262
Weighted Frequency	967	452	491	2	27	312	263	244	153	438	221	313

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
UCP, Garner	38.7%	49.3%	46.3%	29.5%	33.1%	45%	38.7%	38.6%
Alberta Party, Morishita	5%	4.6%	4.2%	5.8%	8.1%	3.6%	3%	5.1%
NDP, Notley	39.4%	26%	29.2%	51.3%	38%	32.5%	40.1%	42%
Green, Wilkie	1.1%	2.4%	1.6%	0.4%	3.5%	0.6%	1.4%	0.2%
Liberal, Roggeveen	2.6%	2.7%	0.7%	4.1%	6.1%	0.9%	3.5%	1.4%
Wildrose Independence, Hinman	7.9%	8.4%	11.2%	5.2%	6.8%	12%	5.6%	7.9%
Other	5.4%	6.7%	6.9%	3.8%	4.4%	5.3%	7.8%	4.7%
Unweighted Frequency	967	144	369	454	174	165	193	435
Weighted Frequency	967	138	367	467	178	156	195	443

broken out by UCP Membership

	Total	Party Status		
		Yes	No	Not Sure
UCP, Garner	38.7%	56.4%	32.6%	52.6%
Alberta Party, Morishita	5%	2.5%	6%	1.9%
NDP, Notley	39.4%	15.4%	46.1%	31.9%
Green, Wilkie	1.1%	0.2%	0.9%	4.1%
Liberal, Roggeveen	2.6%	2.1%	2.5%	4.2%
Wildrose Independence, Hinman	7.9%	14.6%	7%	2.2%
Other	5.4%	8.9%	4.8%	3.1%
Unweighted Frequency	967	190	688	89
Weighted Frequency	967	170	710	92

Do you approve or disapprove of the job Premier Jason Kenney is doing overall? (ALL RESPONDENTS)
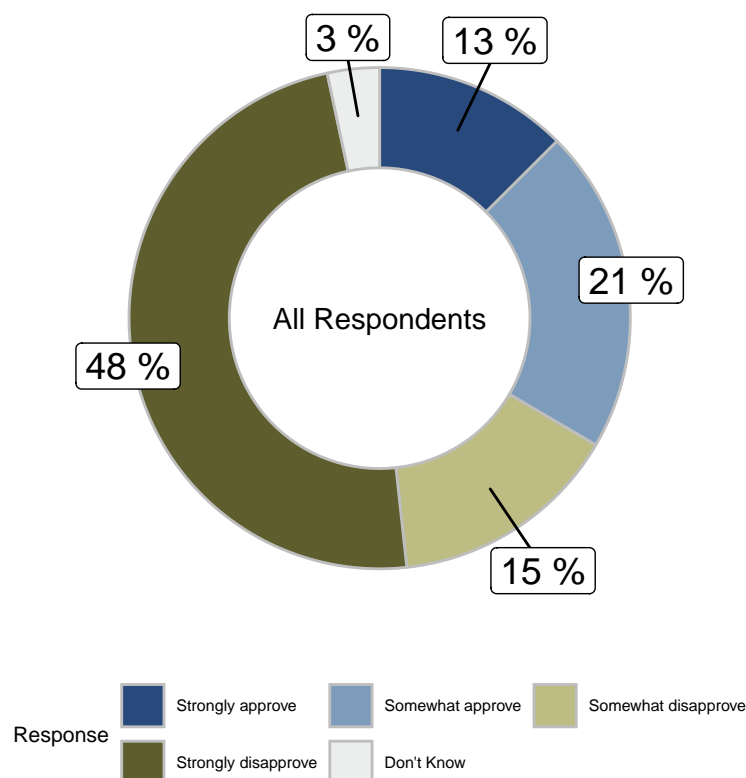
All Respondents

3 % — Don't Know
13 % — Strongly approve
21 % — Somewhat approve
15 % — Somewhat disapprove
48 % — Strongly disapprove

Response

- Strongly approve
- Somewhat approve
- Somewhat disapprove
- Strongly disapprove
- Don't Know

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
Strongly approve	12.5%	13.2%	12.2%	36%	4.4%	9.4%	10.7%	13.7%	20.1%	12.8%	10.7%	13.4%
Somewhat approve	20.9%	21.4%	20.4%	5.4%	23.9%	22.8%	17.4%	21%	23%	21.4%	20.5%	20.5%
Somewhat disapprove	14.8%	16.5%	13.7%	10.4%	8.3%	17.4%	16.8%	9.9%	14.1%	19.6%	11.6%	10.5%
Strongly disapprove	48.4%	46.5%	50%	41.5%	50.7%	47%	52.8%	51.8%	38.2%	42.9%	51.5%	53.8%
Don't Know	3.4%	2.3%	3.8%	6.7%	12.7%	3.5%	2.3%	3.6%	4.6%	3.3%	5.7%	1.7%
Unweighted Frequency	1003	529	398	17	59	133	304	342	224	512	222	269
Weighted Frequency	1003	468	503	2	30	320	273	251	160	451	231	321

MAINSTREET RESEARCH

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Strongly approve	12.5%	11.7%	14.4%	11.3%	11.5%	16.1%	8.5%	13.5%
Somewhat approve	20.9%	26.6%	26%	15.1%	20.2%	17.9%	26.9%	19.6%
Somewhat disapprove	14.8%	16.1%	18%	11.9%	14.3%	17.3%	13.2%	14.9%
Strongly disapprove	48.4%	37.9%	38.6%	59.3%	44.9%	45.1%	49.6%	50.4%
Don't Know	3.4%	7.7%	3%	2.3%	9.1%	3.5%	1.8%	1.6%
Unweighted Frequency	1003	152	386	465	181	176	203	443
Weighted Frequency	1003	144	380	478	186	165	203	449

broken out by UCP Membership

		Party Status		
	Total	Yes	No	Not Sure
Strongly approve	12.5%	31.5%	7.5%	15.5%
Somewhat approve	20.9%	22.9%	19.8%	25.5%
Somewhat disapprove	14.8%	14.1%	15.3%	13%
Strongly disapprove	48.4%	28.5%	55.3%	33.5%
Don't Know	3.4%	3%	2.2%	12.6%
Unweighted Frequency	1003	199	706	98
Weighted Frequency	1003	178	724	101