

Provincial Survey Report



April 2023

Methodology & Logistics

Overview

The following represents the results of an April 2023 telephone survey of N=800 Alberta residents, 18 years of age or older, conducted by Oraclepoll Research Ltd.

This report includes an executive summary of the findings from the survey, while a separate Excel report contains the results question.

Study Sample & Error Rates

A total of N=800 interviews were completed among Albertans. Respondents were screened to ensure that they were residents of Alberta, 18 years of age or older. Quotas ensured that the sample was reflective of the demographic and geographic composition of the population.

The margin of error for the total N=800 sample is $\pm 3.5\%$, $\frac{19}{20}$ times, while error rates for sub-groups of the population vary and are higher.

Survey Method

All surveys were conducted by telephone using live operators at the Oraclepoll call center facility using computer-assisted techniques of telephone interviewing (CATI) and random number selection (RDD). The dual sample frame random database was inclusive of cellular and landline telephone numbers. Twenty percent of interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

Logistics

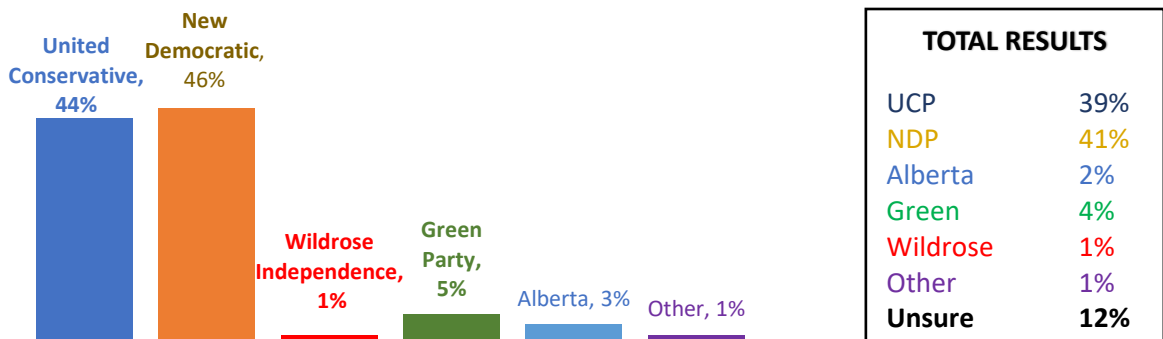
Interviews were completed between the days of April 17th to April 20th, 2023.

Vote Intent

All N=800 respondents were asked about their current vote intent reading the names of the Parties listed below. Results in the chart contain the findings of decided votes, while the table illustrates the results from all respondents including those that are unsure or undecided.

Q1. "If the Provincial Election were held today in Alberta, which Party would you be most likely to vote for or be leaning towards?"

DECIDED VOTE INTENT



UCP	39%
NDP	41%
Alberta	2%
Green	4%
Wildrose	1%
Other	1%
Unsure	12%

Among decided voters, there is a close race between the New Democratic Party that has the support of 46% and the United Conservative Party at 44%. The Green Party is backed by 5% of the electorate, followed by the Alberta Party at 3% and Wildrose Independence Party with 1%.

There are 12% of voters that said they were still undecided.

Provincial Party Leaders

Next, all N=800 respondents were read a list of four Party leaders and were asked to choose their most favourable. One response was accepted including answers of none and unsure.

Q2. Which of the following provincial Party leaders do you have the most favourable opinion of?

Rachel Notley of the New Democratic Party	34%
Danielle Smith of the United Conservative Party	30%
Unsure	24%
None	6%
Jordan Wilkie of the Green Party	5%
Barry Morishita of the Alberta Party	1%

Rachel Notley was named by 34% and mostly by NDP voters (78%), followed by Danielle Smith by 30% (71% of UCP voters) and Jordan Wilkie by 5% (84% of Green supporters).

Among undecided's, 19% named Notley, 16% Smith and 5% Wilkie.