



SOVEREIGN NORTH

STRATEGIES INC.

SOVEREIGN NORTH RESEARCH

About Sovereign North Strategies: Sovereign North Strategies is a strategic communications and marketing firm that specializes in delivering immediate and measurable results. Our team of experienced professionals provides tailored solutions, from campaign logistics and graphic design to data analytics, digital marketing, and public relations. We work closely with clients to understand their unique needs and objectives and deliver exceptional results. Our data analytics team worked on some of the most successful campaigns in the United States, Canada, and the United Kingdom, applying data collection in the most impactful way possible.

ALBERTA PROVINCIAL ELECTION SURVEY

Methodology: From May 22nd to May 26th, Sovereign North Research surveyed 3,053 Albertans using a blend of Interactive Voice Response technology and SMS. A probability sample of 3,053 respondents has an approximate margin of error of +/- 1.8%, 19 times out of 20.

The results of this survey indicate that the race continues to be too close to call, with the NDP holding a slim 2% lead, up 1% from our previous survey. The NDP lead in Edmonton (+22%), while the UCP lead in Calgary by 3%. The NDP have a narrow lead in Northern Alberta (+3%), and the UCP lead in Central Alberta (+11%), and Southern Alberta (+18%). When asked which party leader they would prefer to see as Premier following the election, Rachel Notley (52%) leads Danielle Smith (48%) by 4%.

When asked if they have a favourable or unfavourable opinion of the party leaders, Notley has a net favourability of +3% (50% to 47%) while Danielle Smith has a net negative favourability of -11% (42% to 53%). Notley has a net positive favourability in Edmonton. Danielle Smith has a net positive favourability in Southern Alberta. 47% of respondents stated that they would prefer either a UCP majority (44%) or a UCP minority (3%). 50% of respondents stated that they would prefer either an NDP majority (45%) or an NDP minority (5%).

*Numbers may not add up to 100% due to rounding

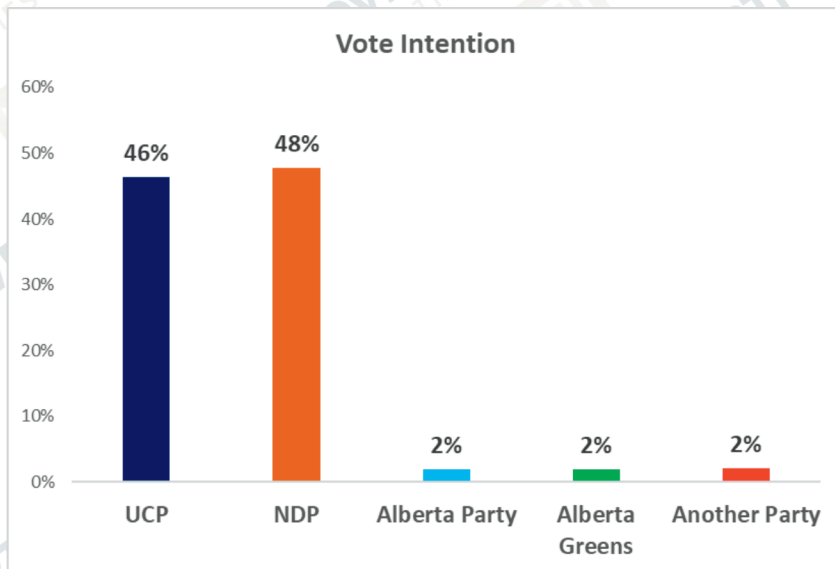


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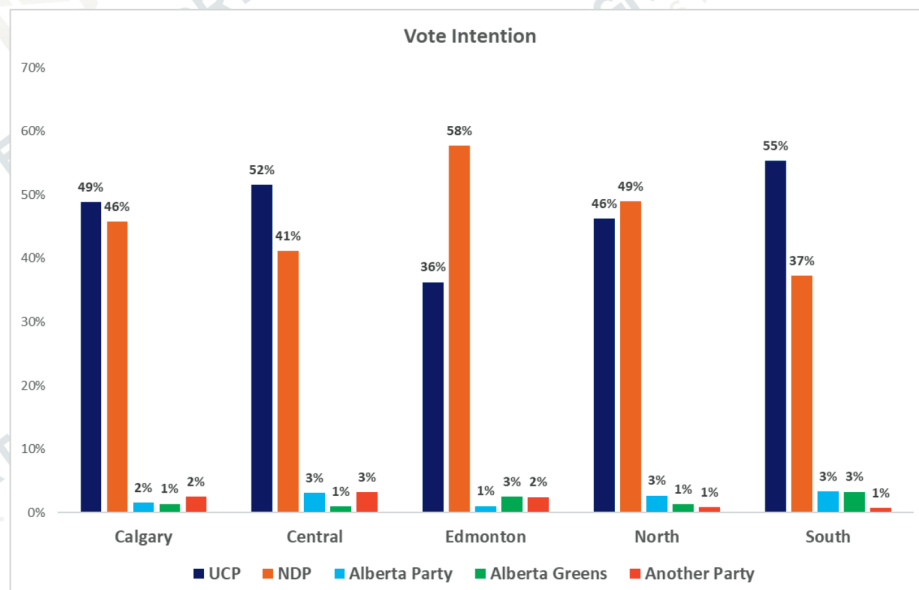
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ALBERTA ELECTION VOTER PREFERENCE AS OF MAY 26, 2023

The results of this survey indicate that the race continues to be too close to call, with the NDP holding a slim 2% lead, up 1% from our previous survey.



The NDP lead in Edmonton (+22%), while the UCP lead in Calgary by 3%. The NDP have a narrow lead in Northern Alberta (+3%), and the UCP lead in Central Alberta (+11%), and Southern Alberta (+18%).

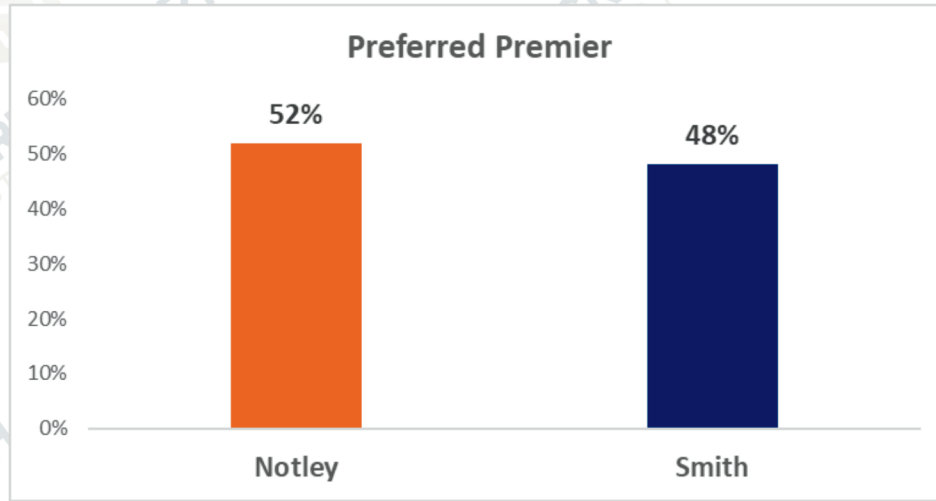




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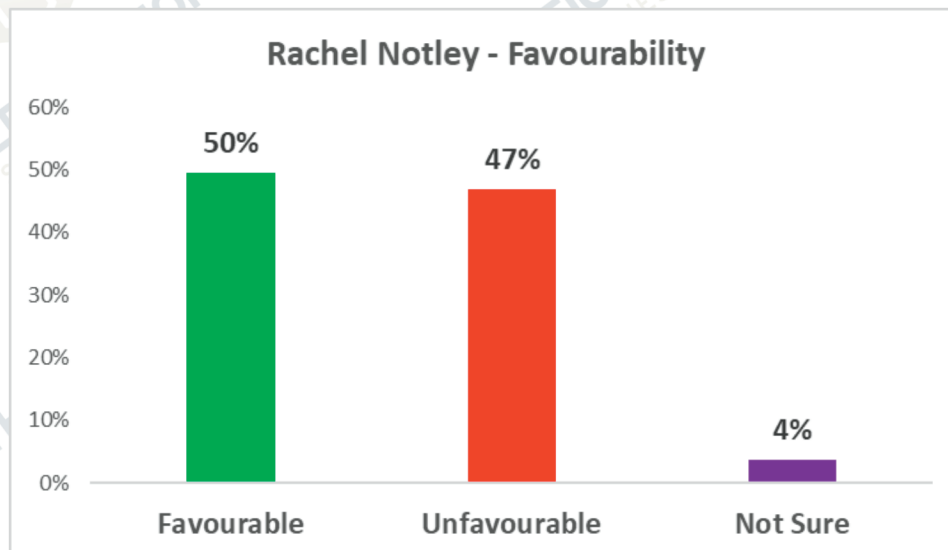
When asked which party leader they would prefer to see as Premier following the election, Rachel Notley (52%) leads Danielle Smith (48%) by 4%.



VOTER OPINION ON PARTY LEADERS

When asked if they have a favourable or unfavourable opinion of the party leaders, Notley has a net favourability of +3% (50% to 47%) while Danielle Smith has a net negative favourability of -11% (42% to 53%).

Notley has a net positive favourability across Alberta.

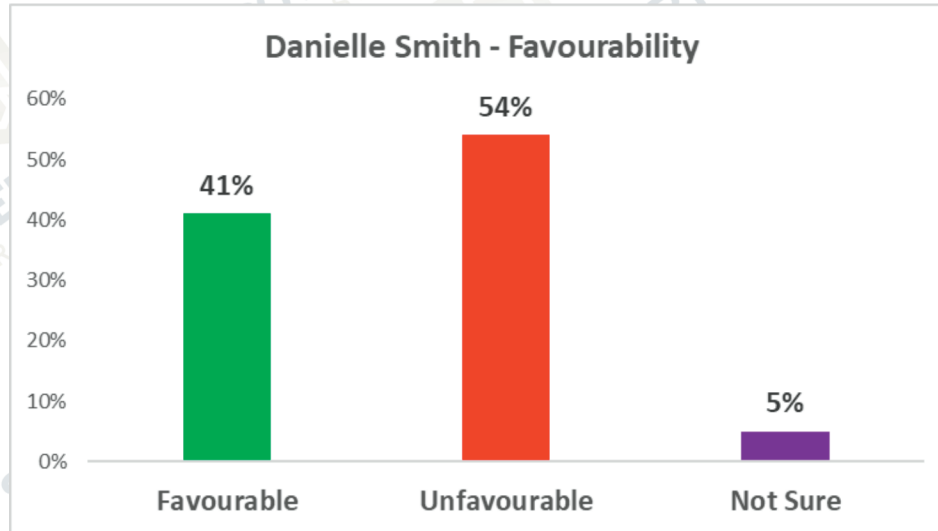




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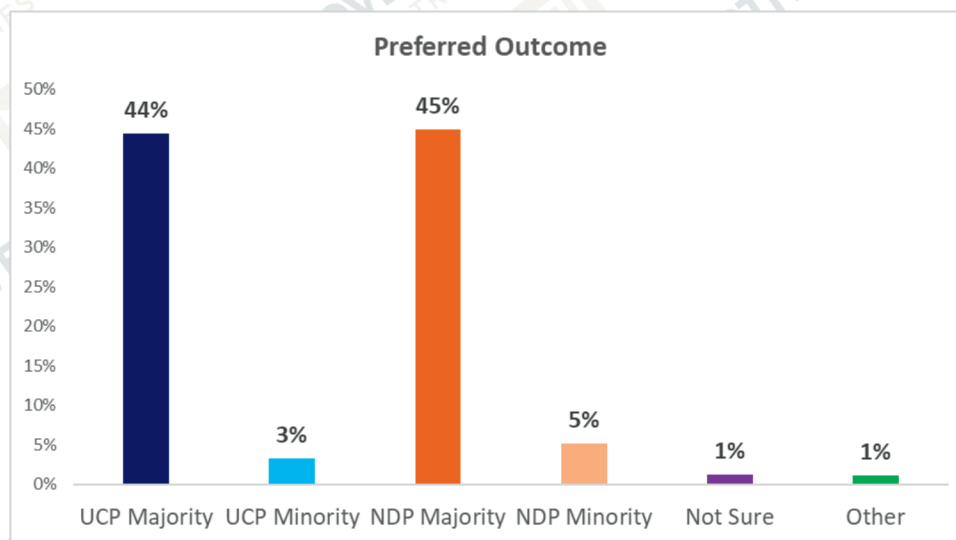
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Danielle Smith has a net negative favourability across Alberta.



ELECTION OUTCOME PREFERENCE AMONGST VOTERS

48% of respondents stated that they would prefer either a UCP majority (45%) or a UCP minority (3%). 50% of respondents stated that they would prefer either an NDP majority (44%) or an NDP minority (6%).



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