Hi there! Today we would like to ask you some questions about life here in Alberta today. We just want to get an idea of how Albertans are feeling. As always, answers are confidential. Please answer to the best of your ability!

Q1. First, from your perspective what do you think are the top issues facing Alberta right now? Please choose up to two issues from the list: (Or choose Other if your top issue isn’t on the list).

Energy - Oil & Gas / Pipelines
The Economy
Jobs / unemployment
Environment / Climate change
Health Care
The Deficit / Government spending
Education
Leadership / Ethics / Accountability
Taxes
Crime / Public Safety
Other (specify)

Q2. As you may be aware, an Alberta provincial election will be held on April 16. Based on how you feel right now, how certain are you about which party’s candidate you will support in this election? Would you say you are...

Very certain – I know exactly who I will support
Somewhat certain – I know who I am leaning towards, but I could change my mind
Uncertain – I really don’t know who I will support

Q2.5. And, in comparison to previous provincial elections, how important would you say this election is to you? Is it ...

Much more important than previous elections
More important
About the same as previous elections
Less important
Much less important than previous elections

Q3. As you consider the choices in this election, which of the following considerations is MOST important to you in making up your mind as to who to support?

The parties’ policies on the issues
The party leaders
The individual candidates running in your constituency
[SPLIT SAMPLE: HALF OF RESPONDENTS SEE SECTION A FOLLOWED BY SECTION B, AND HALF SEE SECTION B FOLLOWED BY SECTION A] [TAG WHICH ORDER PER RESPONDENT]

[SECTION A]
Q4. In this upcoming Alberta election, which party’s candidate will you yourself be most likely to support?

[ROTATE TOP 2 – Keep same order throughout]
Alberta New Democratic Party (NDP)
United Conservative Party
[Anchor, this order]
Alberta Liberal Party
Alberta Party
Other Party
Undecided/Don’t know
Rather Not Say
None/Will not vote

[If Undecided/Don’t know at Q4]
Q5 A lot of people aren’t sure at this point which party they will support, but is there nevertheless a provincial party here that you are leaning towards?

[ROTATE TOP 2 – SAME ORDER AS PREVIOUS]
Alberta New Democratic Party (NDP)
United Conservative Party
[Anchor, this order]
Alberta Liberal Party
Alberta Party
Other Party
Undecided/Don’t know
Rather Not Say
None/Will not vote

[SECTION B]
Q6 Regardless of which party you might be supporting in this election, please indicate whether you have an overall favourable or unfavourable opinion of each of the following people.

[ROTATE TOP 2 – SAME ORDER AS PREVIOUS]
Premier and NDP/New Democratic Party leader Rachel Notley
Opposition and United Conservative Party leader Jason Kenney
Liberal Party leader David Khan
Alberta Party leader Stephen Mandel

[COLUMNS]
Very favourable
Somewhat favourable
Somewhat unfavourable
Very unfavourable
Not sure/Can’t say

Q7 Since the campaign officially started a couple of weeks ago, would you say your opinion of each of the following has improved, stayed the same, or worsened?

[ROTATE TOP 2 – SAME ORDER AS PREVIOUS]
Premier and NDP/New Democratic Party leader Rachel Notley
Opposition and United Conservative Party leader Jason Kenney
Liberal Party leader David Khan
Alberta Party leader Stephen Mandel

[COLUMNS]
Improved
Stayed the same
Worsened

[END SPLIT SAMPLE. THE REST OF THE SURVEY PROCEEDS IN THIS ORDER FOR ALL RESPONDENTS]

[ASK ALL WHO CHOSE A PARTY AT Q4/5]
Q8. You indicated you plan to support (or are leaning towards) the [PIPE IN PARTY SELECTED]. Would you say you support that party mostly because of its policies and what it stands for OR mostly to prevent another party from forming government?

[ROTATE]
Like the party and what it stands for
Want to prevent another party from forming government

Q9. Is there a party you could never support in this upcoming Alberta election?

[MULTI-CHOICE - ROTATE TOP 2 – SAME ORDER AS PREVIOUS]
Alberta New Democratic Party (NDP)
United Conservative Party
[Anchor, this order]
Alberta Liberal Party
Alberta Party
[EXCLUSIVE]No, could support any of the parties

Q9.5. And how likely is it that you will go out vote in this coming election, either in advance or on election day, April 16?

Absolutely certain you will go out and vote
Quite sure you will vote
Will vote if you remember
Will probably not end up voting

Q10 Thinking of the main political parties and leaders running in this Alberta election, who do you think offers Alberta the overall best choice in each of the following areas:
Providing the best overall management of the Alberta economy
Ensuring more jobs for Alberta
Providing the best management of the healthcare system
Offering the best vision for Alberta’s future
Improving the state of Alberta’s public finances
Representing the interests of ordinary working Albertans
Managing Alberta’s oil and gas sector
Providing honest and ethical leadership
Representing Alberta’s interests in dealing with the federal government
Handling Alberta’s response to climate change

Alberta New Democratic Party (NDP) and Rachel Notley
United Conservative Party and Jason Kenney
Alberta Liberal Party and David Khan
Alberta Party and Stephen Mandel
Not sure/Can’t say

Q11. And, all things considered, which party do you think is the best overall choice to form the next government of Alberta?

Alberta New Democratic Party (NDP)
United Conservative Party
[Anchor, this order]
Alberta Liberal Party
Alberta Party
Other Party
Not sure/Can’t say
None of them

Q12. And, all things considered, which of the main party leaders do you think would make the best Premier of Alberta?

Premier and NDP/New Democratic Party leader Rachel Notley
Opposition and United Conservative Party leader Jason Kenney
Liberal Party leader David Khan
Alberta Party leader Stephen Mandel
Not sure/Can’t say
None of them

Q13. Do you agree or disagree with the following statements?

Rachel Notley hasn’t done enough to stand up for Alberta’s oil and gas industry
The United Conservative Party is too tolerant of extremist views
I’m concerned about all the scandals involving the United Conservative Party
The NDP and the UCP are too extreme – Alberta needs a centrist alternative

[COLUMNS]
Strongly agree
Agree
Disagree
Strongly disagree
Not sure/Can’t say

Q14 The leaders participated in a debate on Thursday April 4, broadcast on radio and television. Did you watch or listen to any of this debate?

Yes, watched/listened to the whole debate
Yes, watched/listened to parts of it
No, did not watch/listen to it

[ASK Q15 AND Q16 OF THOSE WHO WATCHED ALL OR SOME OF THE DEBATE]

Q15 You indicated that you watched or listened to at least some portion of the leaders’ debate held on April 4. Setting aside whatever preference you may have in this election and focusing only on what you saw during the debate, in your opinion, which leader do you think performed best, overall?

[RANDOMIZE- KEEP SAME ORDER AS PREVIOUS]
Rachel Notley
Jason Kenney
David Khan
Stephen Mandel
[ANCHOR]All performed equally well
[ANCHOR]None of them performed well

Q16 And, did anything you saw or heard during the debate make you more likely to consider voting for a specific party or candidate?

No, no impact
A bit, might reconsider now
Definitely – will reconsider my choices after that debate

[ASK ALL]
Q17 Regardless of which party’s candidate you yourself may be supporting, which party do you think will win this election and form the next government of Alberta?

[ROTATE TOP 2 – SAME ORDER AS PREVIOUS]
Alberta New Democratic Party (NDP)
United Conservative Party
Alberta Liberal Party
Alberta Party
Not sure/Can’t say

Q18 Thinking back to the last provincial election held here in Alberta in May 2015, when Rachel Notley and the NDP first won their majority government, defeating Jim Prentice and the Progressive Conservatives and Brian Jean and the Wildrose Party.

To the best of your recollection, did you actually go out and vote in that 2015 Alberta provincial election?

Yes, definitely voted
Probably voted
Maybe not/Can’t recall
No, did not vote in that election

[ASK ONLY VOTERS (TOP 3 BOXES AT Q18)]
Q19. And, which party’s candidate did you support in that 2015 Alberta election?

[THIS ORDER]
Alberta New Democratic Party (NDP)
Alberta Progressive Conservatives
Wildrose Party
Alberta Liberal Party
Alberta Party
Other Party
I did not vote
Not sure/Can’t say
Rather Not Say

Q20 Thinking about past elections, which of the following best describes your own personal voting habits?

[SINGLE RESPONSE] [THIS ORDER]
I vote in every election (federal, provincial, and municipal)
I vote in most elections (three of the last four elections)
I vote in some elections (two of the last four elections)
I rarely vote (one of the last four elections)
I never vote

Q21 How about in the last Canadian federal election which was held back in October 2015 – that’s when Justin Trudeau and the Liberals first got elected, defeating Stephen Harper’s Conservative government, and the opposition NDP led by Thomas Mulcair.

To the best of your recollection, did you actually go out and vote in that 2015 federal election?

Yes, definitely voted
Probably voted
Maybe not/Can’t recall
No, did not vote in that election
[ASK VOTERS: Top 3 boxes at Q21]

Q22. And which party’s candidate did you support in that 2015 Canadian federal election?

[Present first 3 parties/4 in QC in same order as earlier politics questions]
Conservative
Liberal
NDP/New Democrat
Bloc Quebecois [QC Only]
Green Party
Some other party
Can't recall/not sure
Prefer not to say