

**Alberta Election 2019**  
**Revised Questionnaire April 4, 2019**

[STANDALONE INTRO SCREEN]

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).

[Randomize]

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?

[RANDOMIZE]

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:**

[ROWS – RANDOMIZE]

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

[COLUMNS]

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?

[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  
 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?

[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  
 Not sure/Can't say  
 None of them

Q13 Do you agree or disagree with the following statements?

[ROWS – RANDOMIZE]

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