

## Alberta Election 2023

May 12-16, 2023

Some questions have been withheld for future release. Others have already been released.

[STANDALONE INTRO SCREEN]

Hi there. We'd like to ask you about life in Alberta these days. As always, answers are confidential and will only be reported in the aggregate.

**Q1.**

**Base=All**

**Multi choice (three max)**

First, thinking of the various issues and challenges facing Alberta, which ones do you personally care about the most? Please choose **up to three issues** from the list: (Or choose Other if your top issue isn't on the list).

[Randomize]

Health Care

The Economy/Jobs

Cost of living/Inflation

The Deficit/Government spending

Housing Affordability

Poverty/homelessness

Environment/Climate change

Education

Drug Use/addictions/opioid crisis

Energy policy - Oil & Gas/Pipelines/Renewables etc.

First Nations/Indigenous issues

Relationship with the federal government

Crime/Public safety

Independence for Alberta

Wildfires/Emergency management

Other, specify: [anchor]

**Q11.**

**Base=All**

**Single choice grid**

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]

Best management of the Alberta economy

Best management of the health-care system

Making Albertans proud of their government

Best vision for Alberta's future

Managing Alberta's oil and gas sector  
 Honest and ethical leadership  
 Representing my personal interests  
 Representing Alberta's interests with the federal government  
 Responding to emergencies like wildfires

[COLUMNS]

Alberta New Democratic Party (NDP) and Rachel Notley  
 United Conservative Party and Danielle Smith  
 Not sure/Can't say

**Q12.**

**Base=All**

**Single choice**

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 (UCP)  
 [Anchor, this order]  
 Alberta Liberal Party  
 Alberta Party  
 Other Party, specify:  
 Not sure/Can't say  
 None of them

**Q13.**

**Base=All**

**Single choice**

And who do you think, overall, would make the best Premier of Alberta?

[ROTATE TOP 2 – SAME ORDER AS PREVIOUS]

Rachel Notley  
 Danielle Smith  
 Another leader  
 Not sure/Can't say  
 None of them

**QM1.**

**BASE = ALL**

**SINGLE CHOICE**

All things considered, do you think you are financially better off or worse off than you were a year ago?

Better now

The same as a year ago  
Worse now  
Not sure

**QM2.**

**BASE = ALL**  
**SINGLE CHOICE**

And a year from now, do you think you will be financially better off or worse off than you are now?

Better a year from now  
The same as now  
Worse a year from now  
Not sure

**QM3.**

**Base=All**  
**Single choice**

Thinking about grocery shopping and your household's food budget, how easy or difficult would you say it is to feed your household?

Very easy  
Easy  
Difficult  
Very difficult  
Not sure/I don't do the grocery shopping

**QM5.**

**Base=All**  
**Single choice**

And when it comes to your living situation, whether you're paying a mortgage, renting, or otherwise, would you say the financial aspect of this is:

(Easy – no worries at all  
Manageable  
Tough  
Very difficult  
Not applicable/Not paying rent or mortgage

**QM6.**

**Base=All**  
**Single choice**

When it comes to the debt – if any – that your household currently holds, would you say this amount is...

Not a problem at all  
A minor source of stress  
A major source of stress  
Don't have any debt