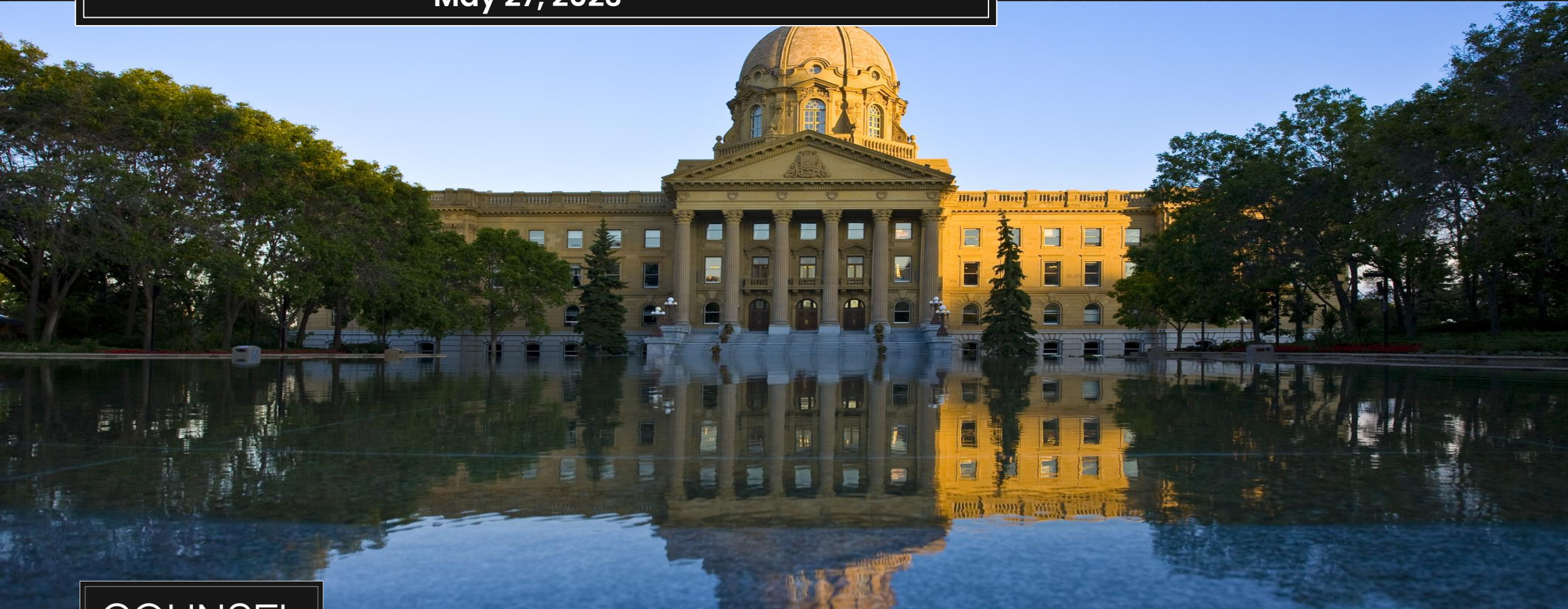


ALBERTA PUBLIC OPINION REPORT: VOTING INTENTION

May 27, 2023

PREPARED BY: COUNSEL PUBLIC AFFAIRS INC.



COUNSEL

Victoria | Vancouver | Calgary | Edmonton | Regina | Winnipeg | Toronto | Ottawa

ALBERTA POLL

METHODOLOGY



1,232

1,232 Alberta residents were surveyed between May 25 – May 26, 2023.

We used the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels.

If the survey was a probability-based random sample of the same size, it would be considered accurate to $\pm 3\%$ nineteen times out of twenty.

The survey was self-commissioned and paid for by Counsel Public Affairs.

Results are weighted for:

- Age, gender, region, and education according to the most recent Census.



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VOTING INTENTION

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ALBERTA

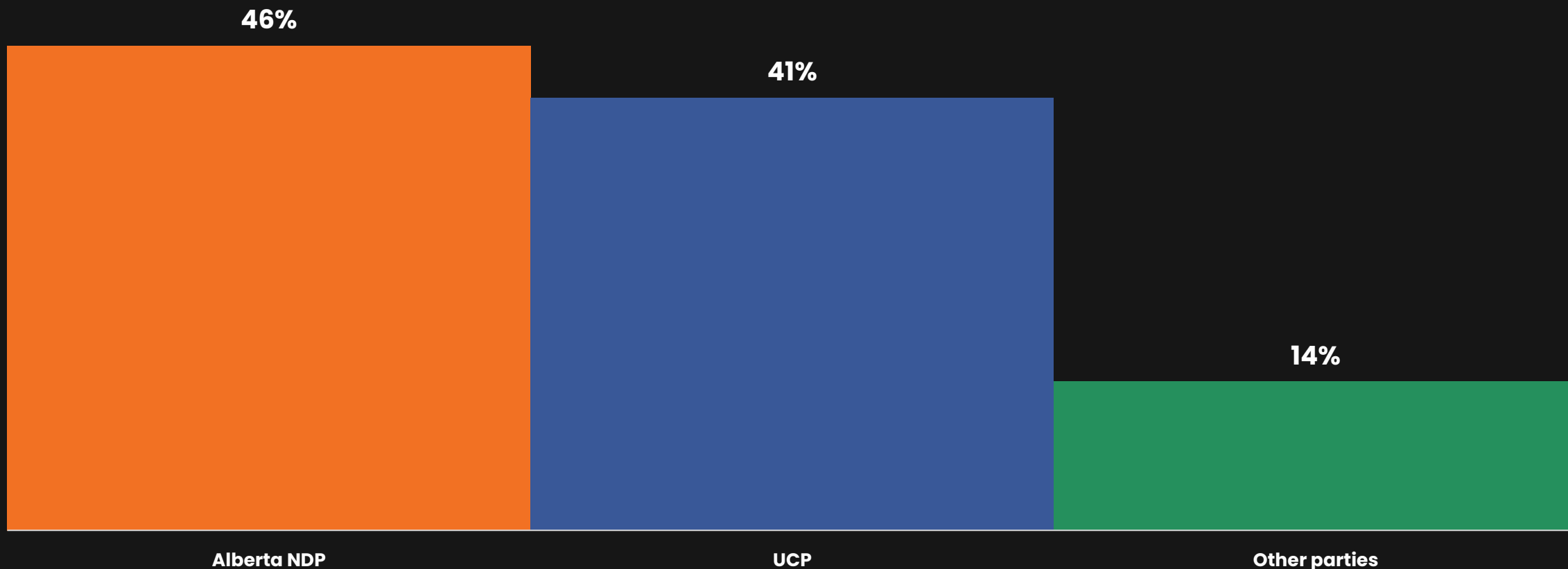
VOTING INTENTION

Topline Findings

- Decided and leaning voters slightly favour the NDP (46%) over the UCP (41%) and other parties are currently at (14%).
- The NDP lead the advance polls with 43% to the UCP 35%.
- Undecided voters are leaning toward the UCP with 24%, and the NDP is not far behind with 20%.
- 10% of respondents already voted in the advance polls.

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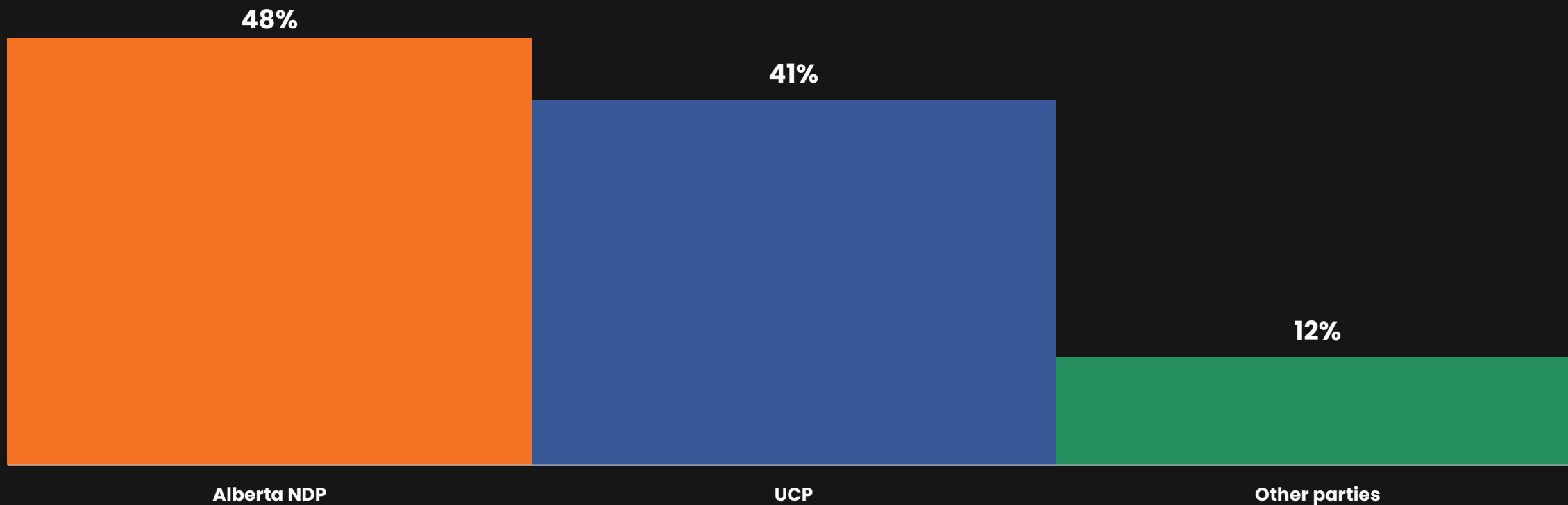
VOTING INTENTION: DECIDED + LEANING VOTERS



ALBERTA

VOTING INTENTION: DECIDED VOTERS

Q: In the PROVINCIAL election on Monday, May 29, which party will you vote for?



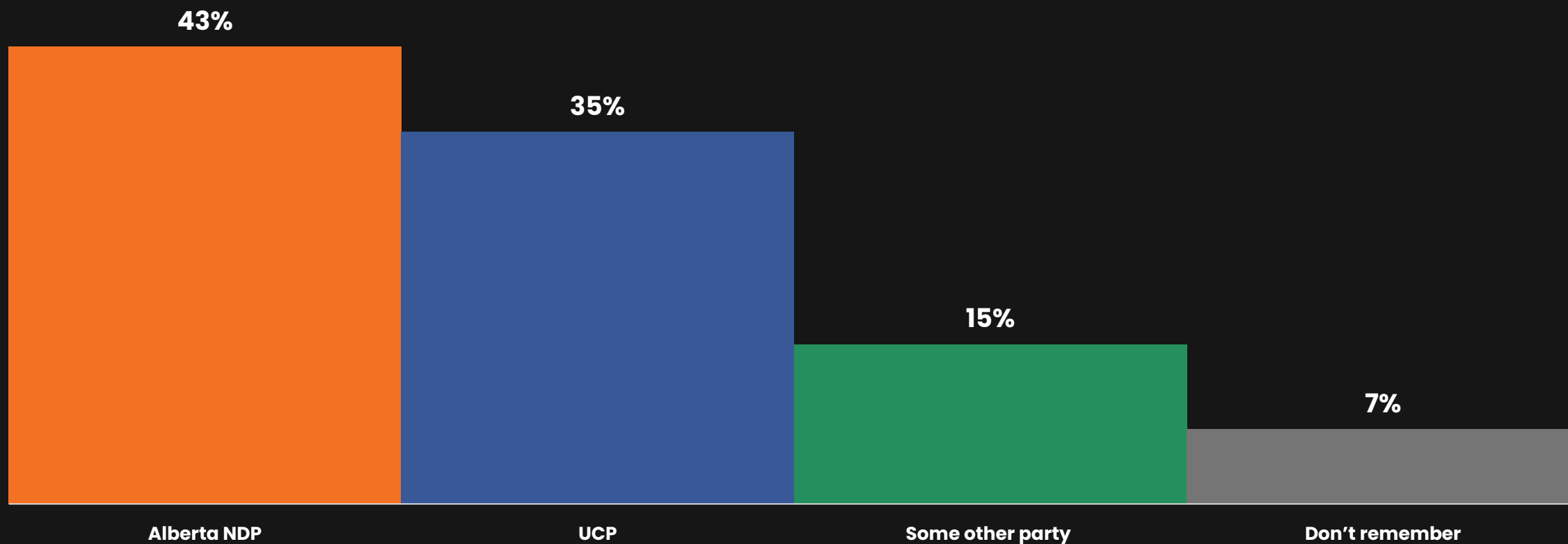
(Note: results on this slide are derived from the removal of undecided voters, those who are not eligible to vote, and those who say they already voted in advance polls)

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ALBERTA

VOTING INTENTION: ALREADY VOTED IN ADVANCE POLLS

Q: Please tell us which party you voted for:

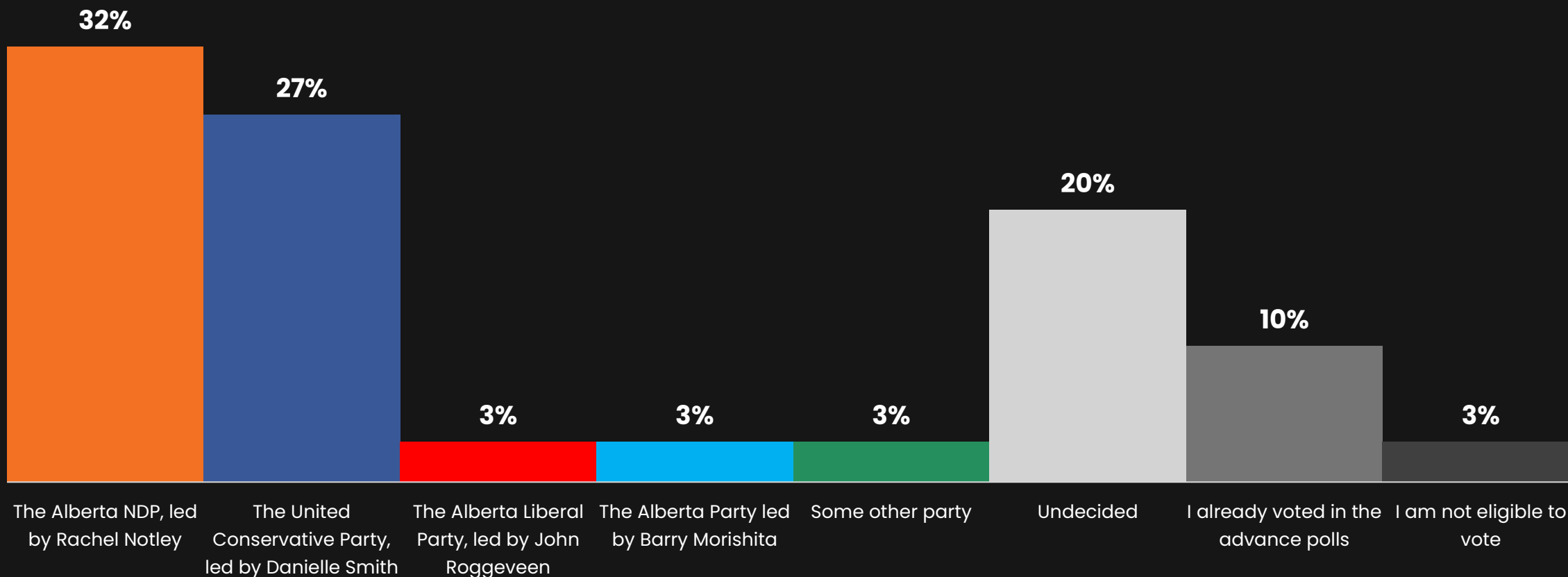


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ALBERTA

VOTING INTENTION: ALL VOTERS

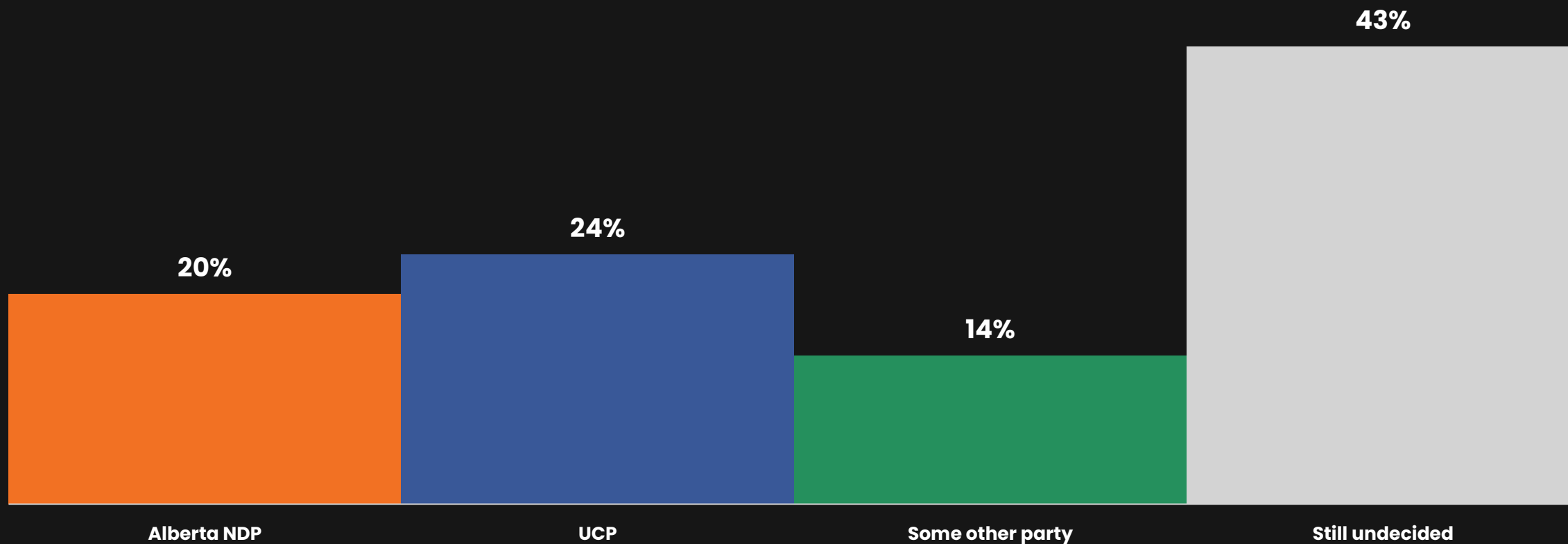
Q: In the PROVINCIAL election on Monday, May 29, which party will you vote for?

**COUNSEL**

ALBERTA

VOTING INTENTION: UNDECIDED VOTERS ONLY

Q: You said that you were undecided as to which party you would vote for, but is there a party you are leaning towards?

**COUNSEL**



DEMOGRAPHIC BREAKDOWN

COUNSEL

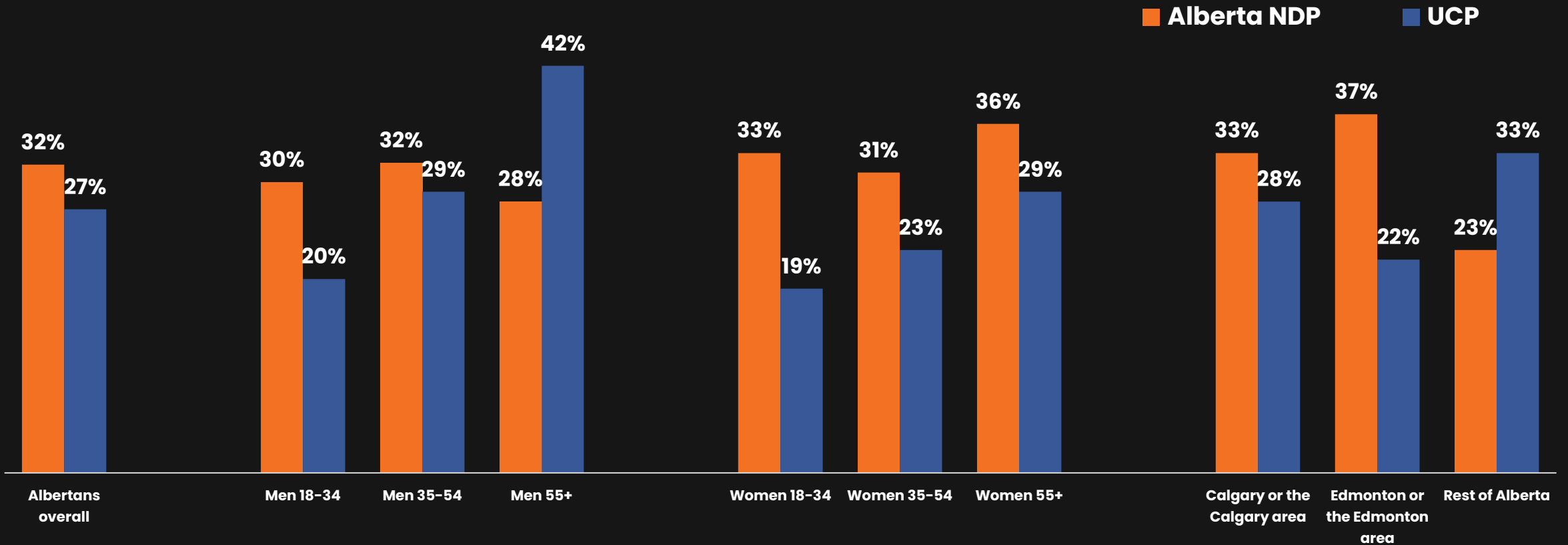
ALBERTA

DEMOGRAPHIC BREAKDOWN

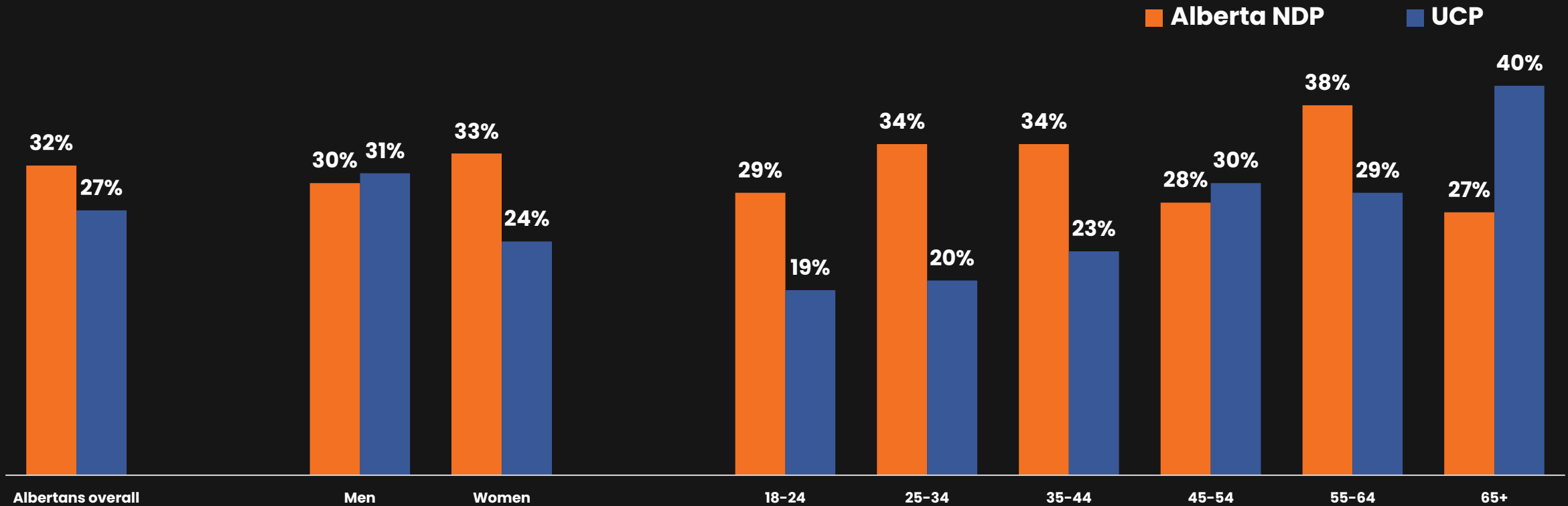
Topline Findings

- The NDP is leading Edmonton with 37% and UCP at 22%.
- In Calgary, the NDP (33%) has a slight lead to the UCP (28%).
- Notley's NDP is winning over female voters of all ages, 33% (18-34), 31% (35-54), and 36% (55+).
- Men (35 – 54) in Edmonton are tied, between UCP (35%) and NDP (35%).
- The UPC continues to lead amongst male voters 55+ (42%) and all voters 65+ (40%) and with voters outside of Calgary and Edmonton at 33%.

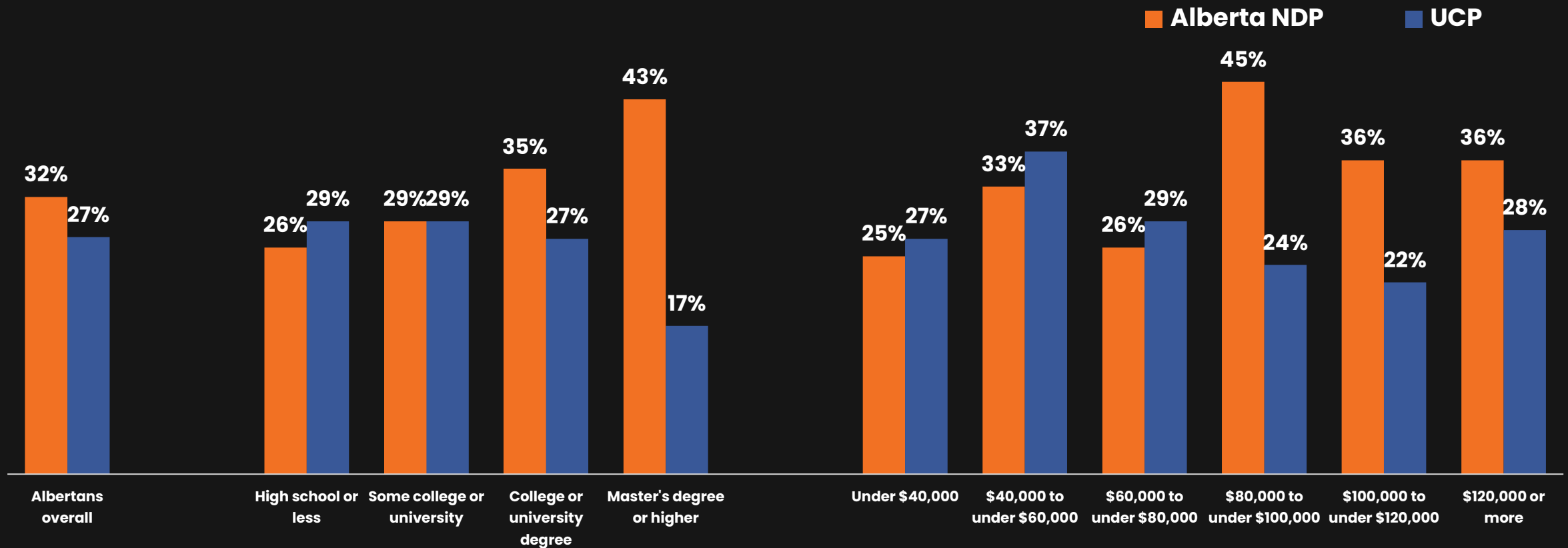
VOTING INTENTION: ALL VOTERS



VOTING INTENTION: ALL VOTERS



VOTING INTENTION: ALL VOTERS



ALBERTA ELECTION 2023

VOTER INTENTION DEMOGRAPHICS

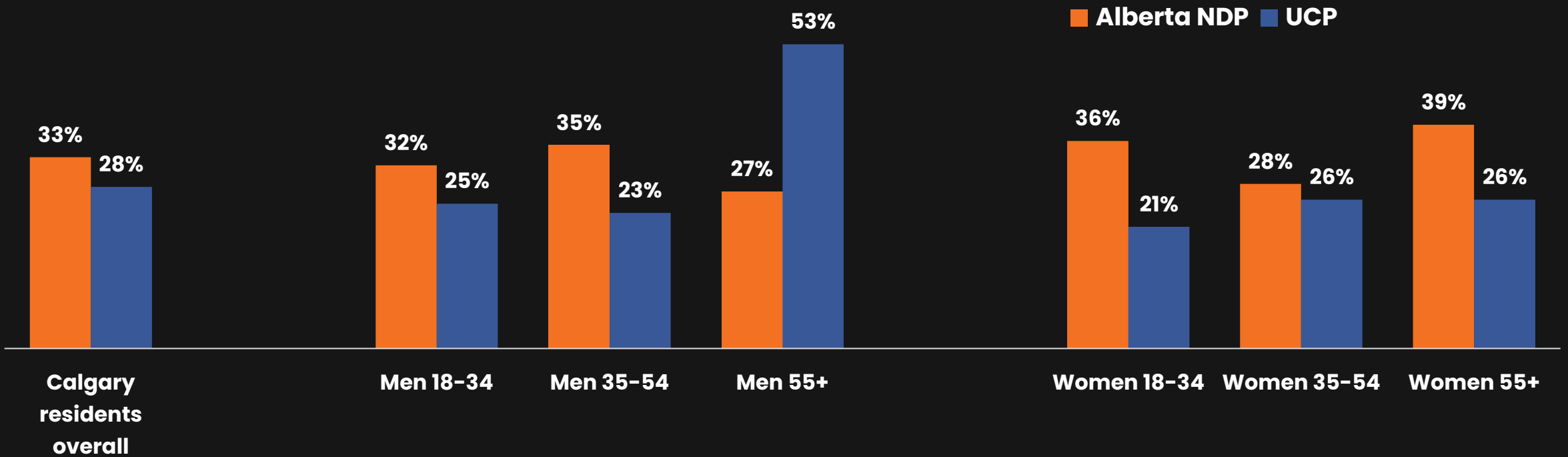
Decided Voters

*Regional Breakdown: Edmonton,
Calgary + Rest of Alberta*

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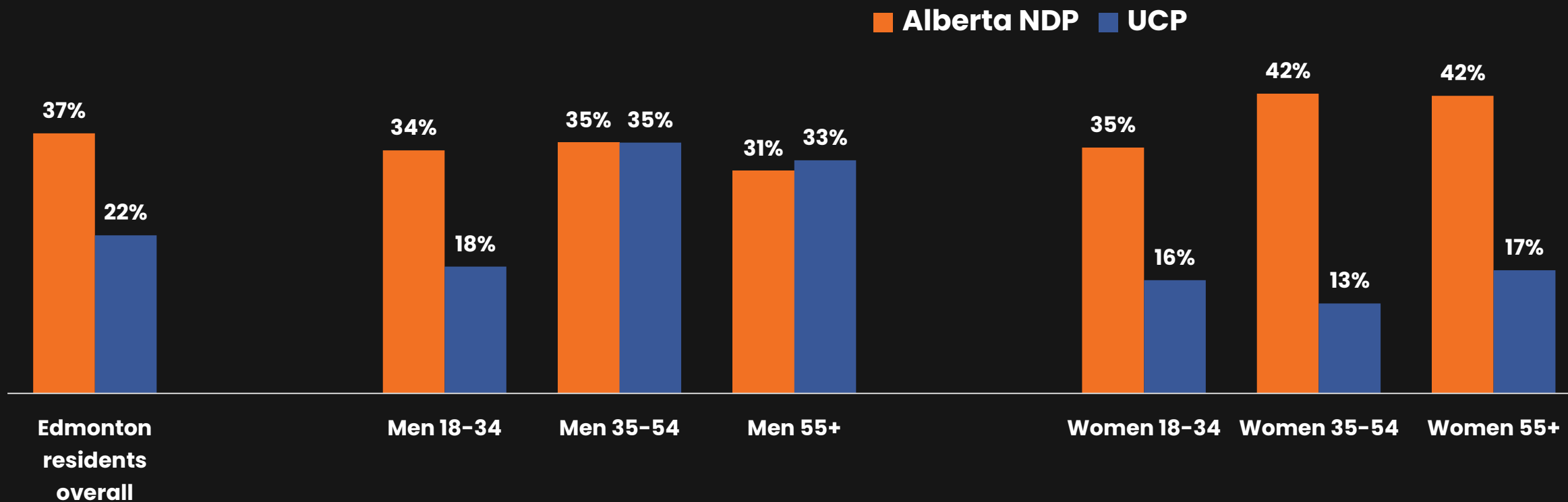
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VOTING INTENTION: CALGARY – DECIDED VOTERS

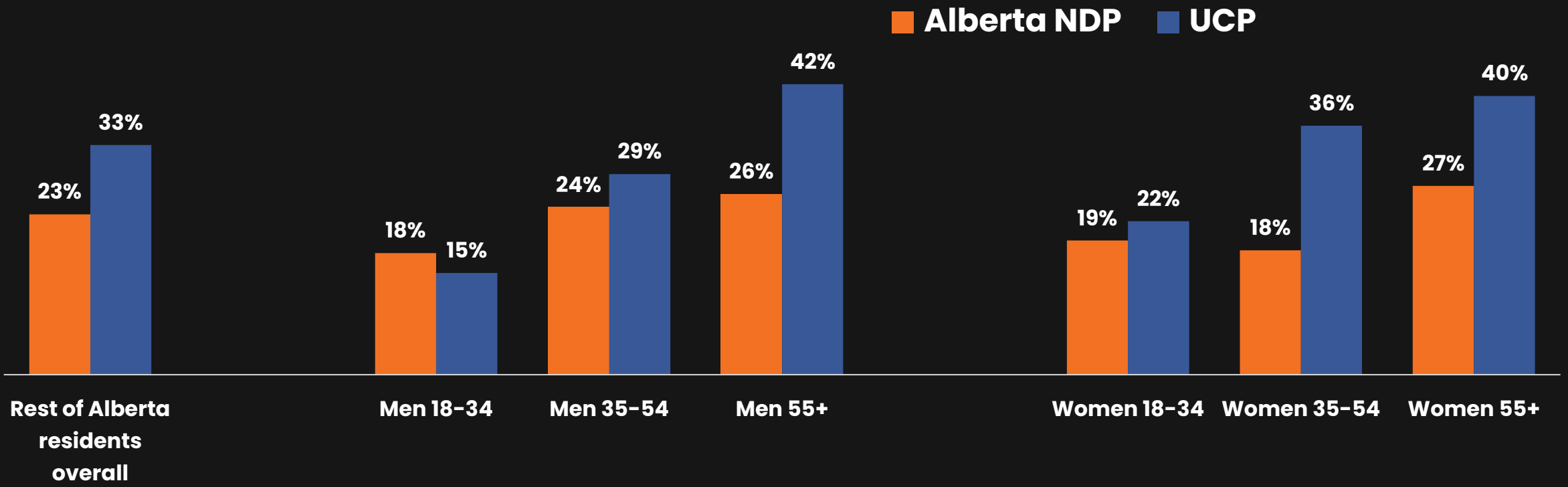


ALBERTA

VOTING INTENTION: EDMONTON – DECIDED VOTERS

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VOTING INTENTION: REST OF ALBERTA – DECIDED VOTERS



ALBERTA ELECTION 2023

VOTER INTENTION DEMOGRAPHICS

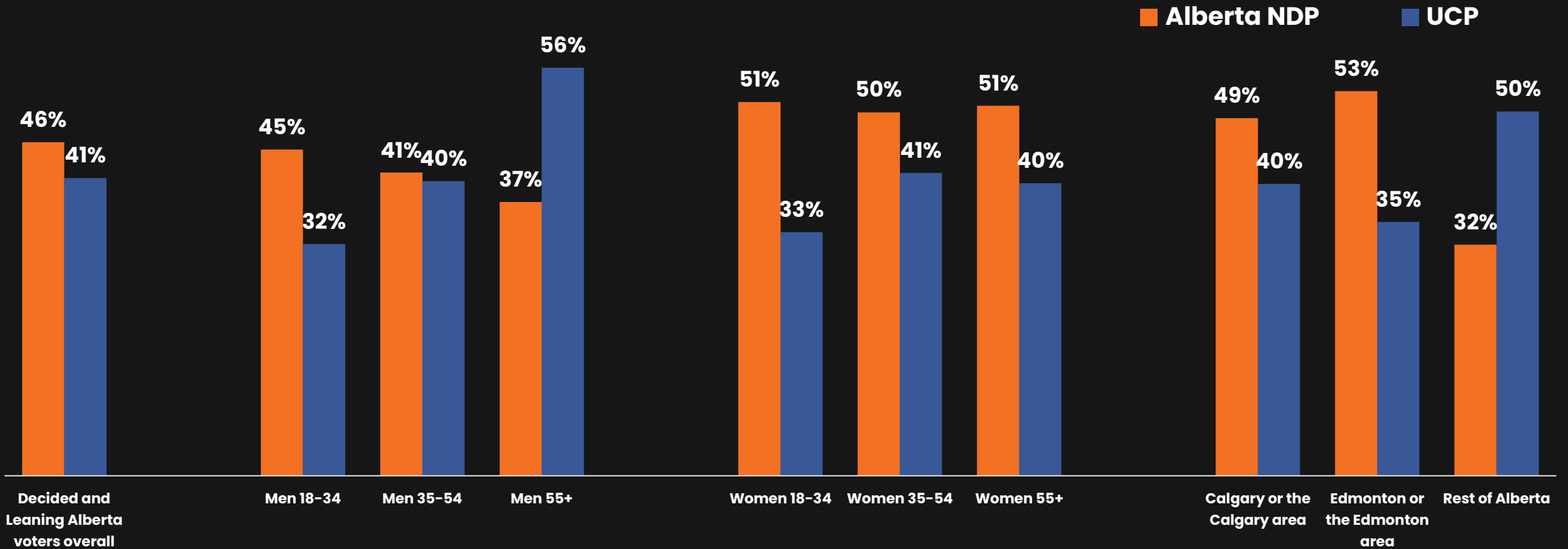
Decided + Leaning Voters

*Regional Breakdown: Edmonton,
Calgary + Rest of Alberta*

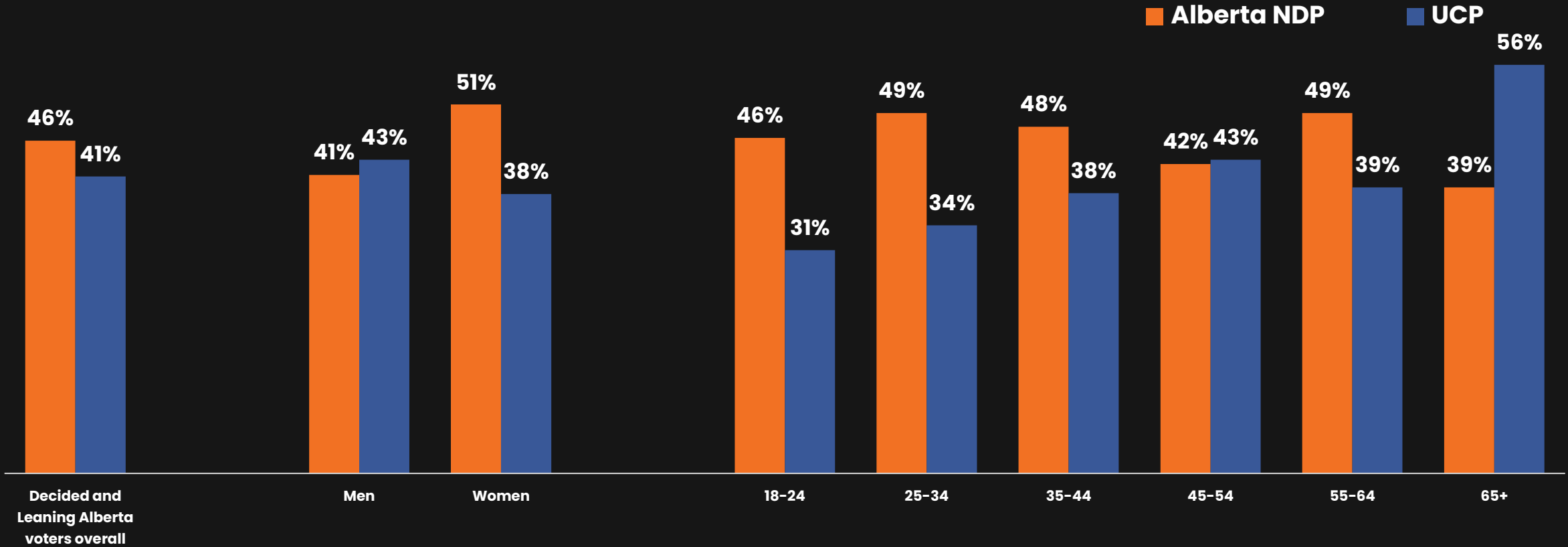
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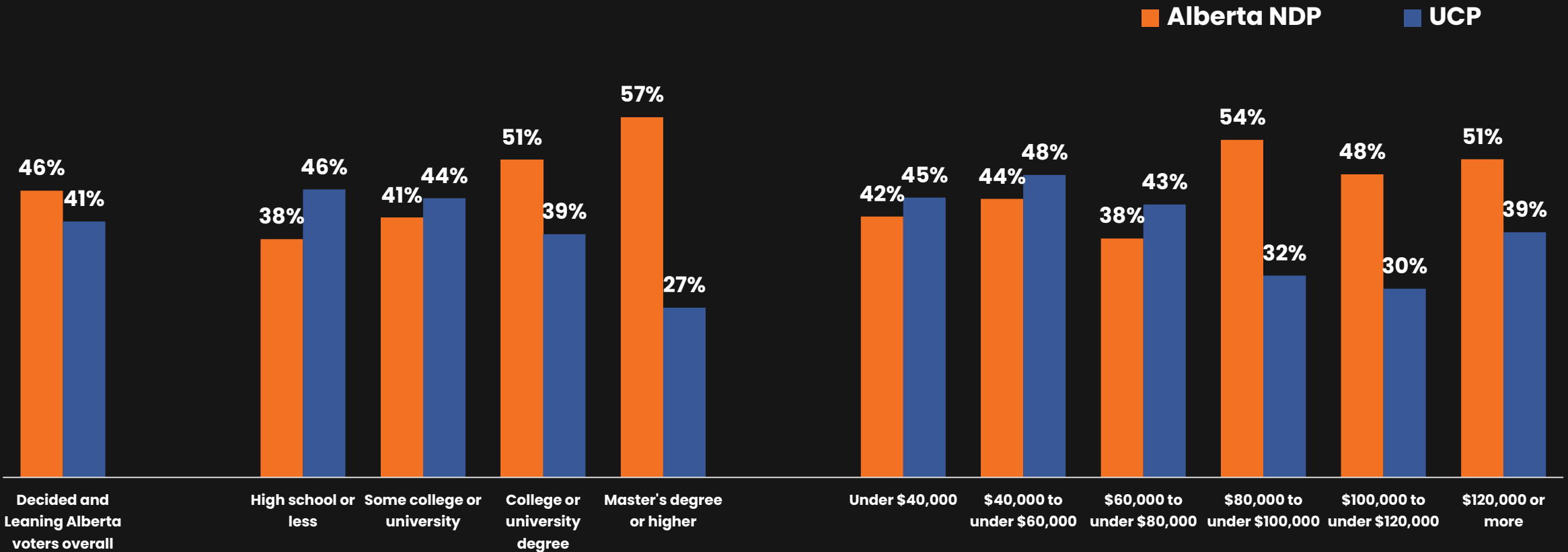
VOTING INTENTION: DECIDED + LEANING VOTERS



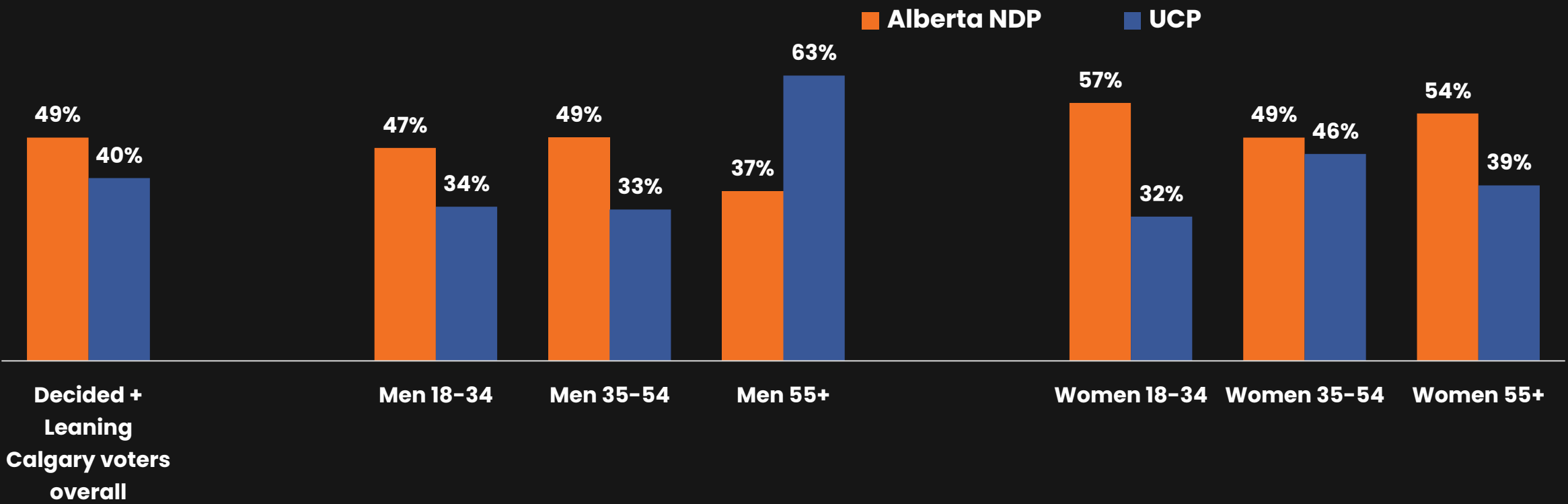
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VOTING INTENTION: DECIDED + LEANING VOTERS

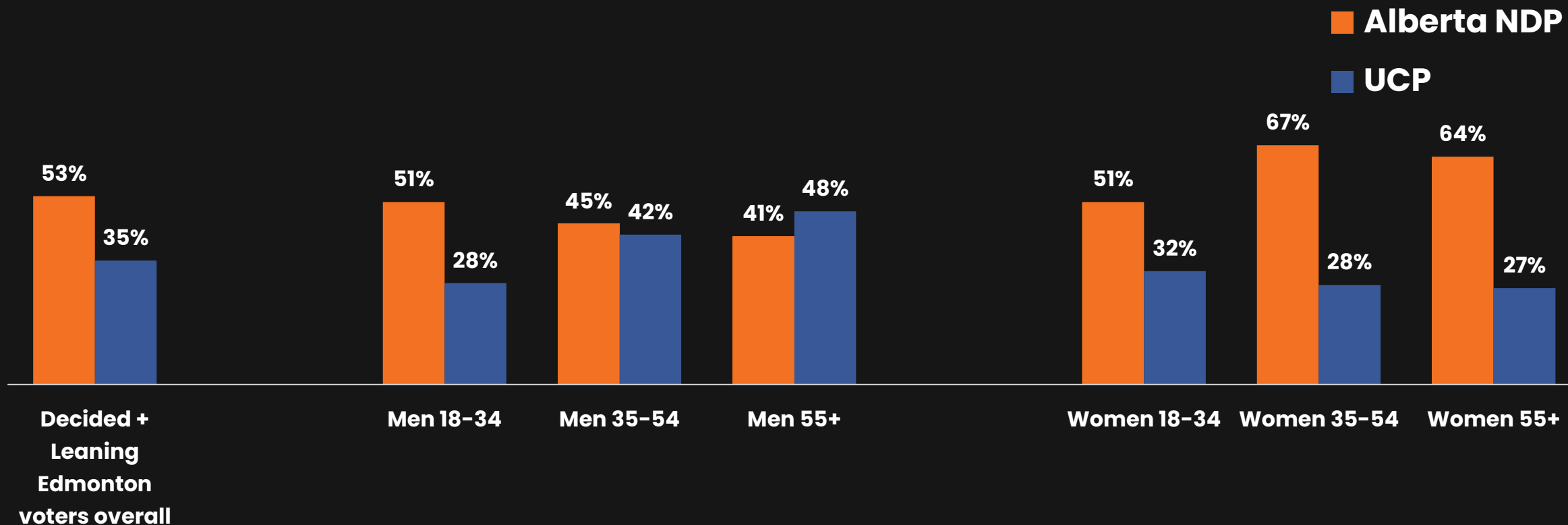


VOTING INTENTION: CALGARY – DECIDED + LEANING VOTERS



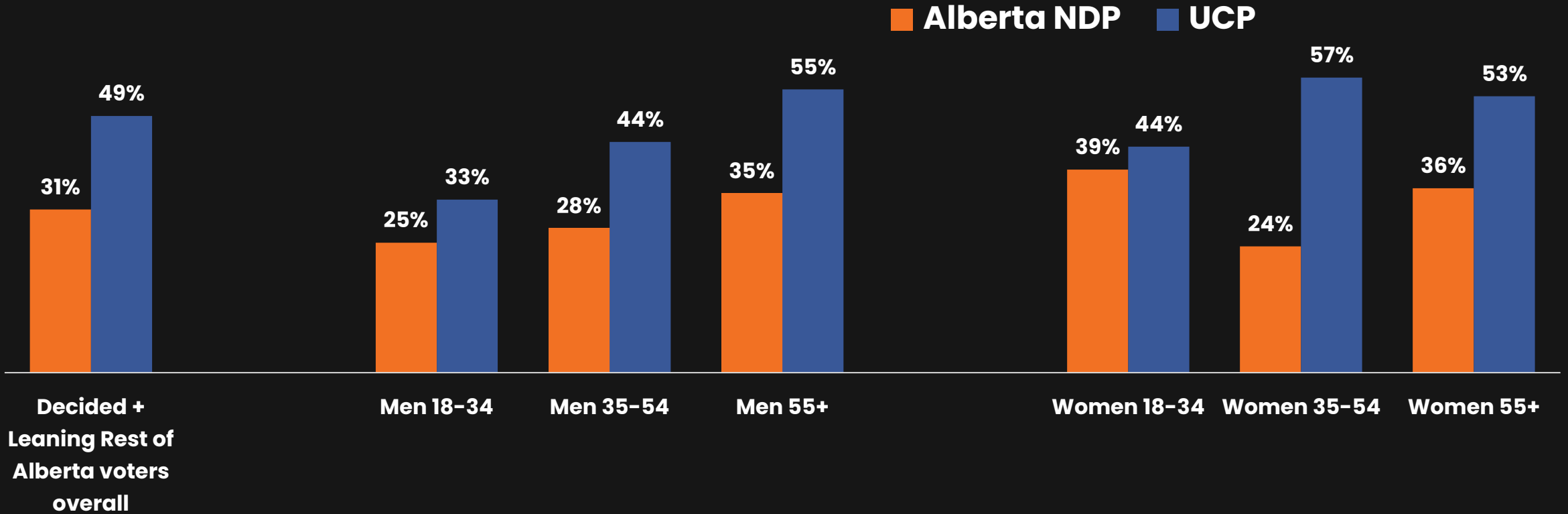
ALBERTA

VOTING INTENTION: EDMONTON – DECIDED + LEANING VOTERS



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VOTING INTENTION: REST OF ALBERTA – DECIDED + LEANING VOTERS



ALBERTA ELECTION 2023

VOTER INTENTION DEMOGRAPHICS

Undecided Voters Only

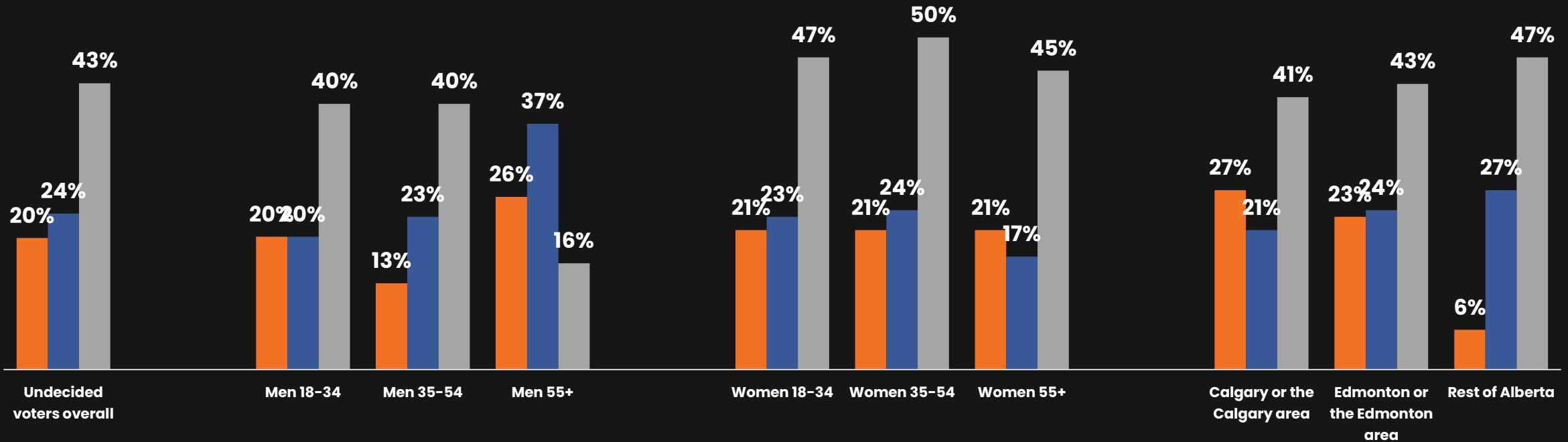
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VOTING INTENTION: UNDECIDED VOTERS ONLY

Q: You said that you were undecided as to which party you would vote for, but is there a party you are leaning towards?

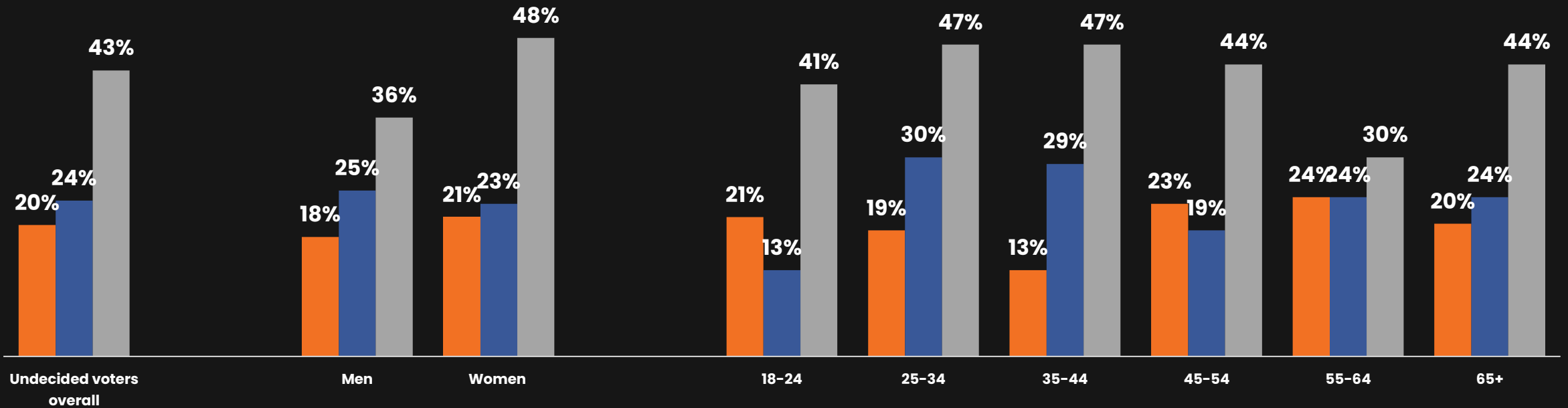
- Leaning Alberta NDP
- Leaning UCP
- Still undecided



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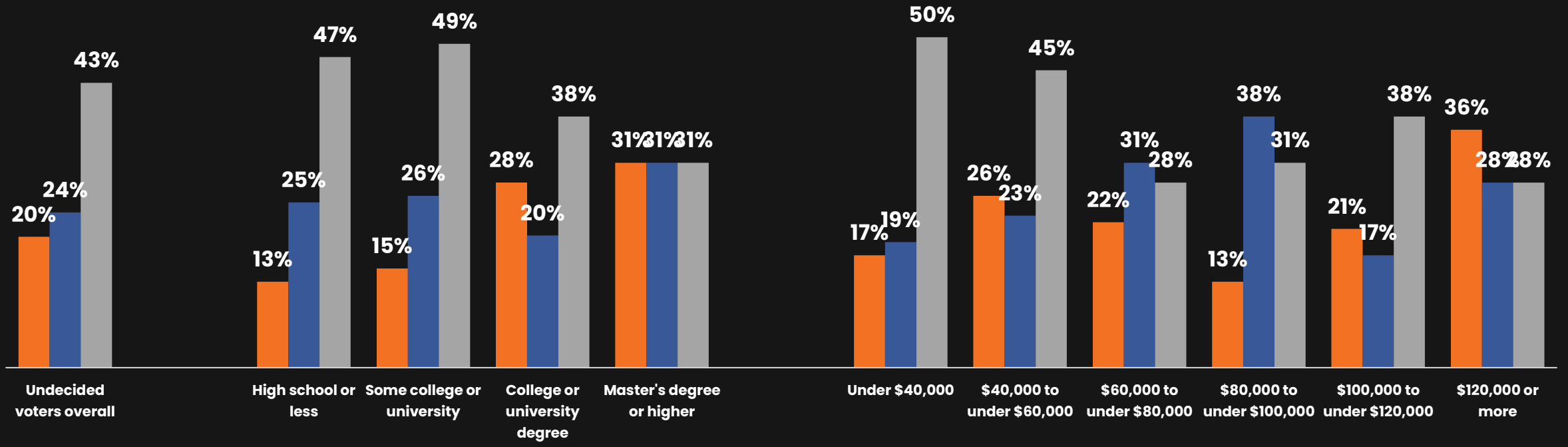
- Leaning Alberta NDP
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VOTING INTENTION: UNDECIDED VOTERS ONLY

Q: You said that you were undecided as to which party you would vote for, but is there a party you are leaning towards?

- Leaning Alberta NDP
- Leaning UCP
- Still undecided



Counsel Public Affairs Inc.

For more information: reception@counselpa.com

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