

MAINSTREET RESEARCH

Mainstreet Research - Survey of Alberta

About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

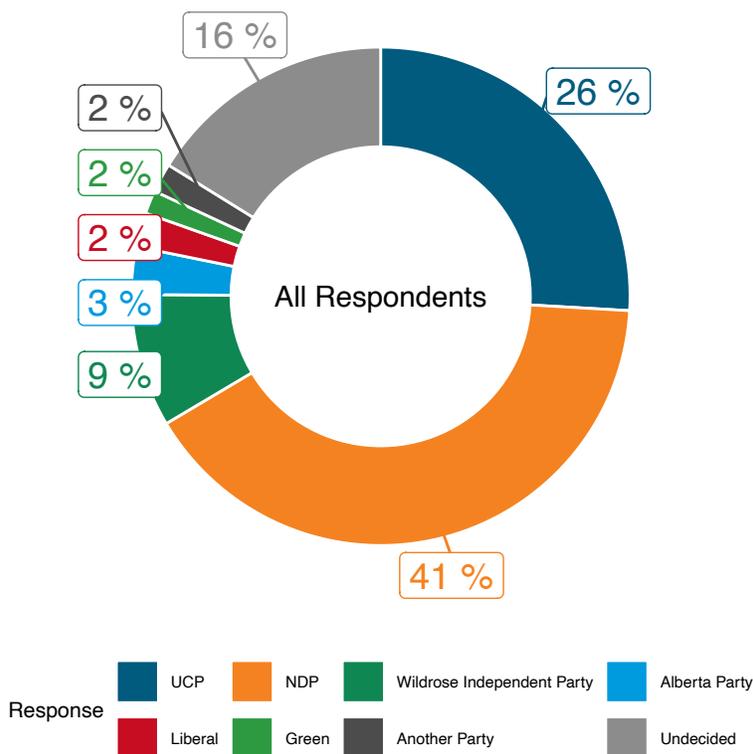
Methodology

The analysis in this report is based on results of a survey conducted on January 6th-7th 2020 among a sample of 1003 adults, 18 years of age or older, living in Alberta. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Alberta.

The margin of error for the poll is +/- 3.09% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

If a provincial election were held today, how would you vote?



broken out by age, gender, and region

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Calgary	Edmonton	Rest of AB
UCP	25.9%	30.8%	21.1%	21.5%	26.3%	28.6%	29.9%	29%	13.3%	32.9%
NDP	40.5%	34.7%	46.4%	47.1%	43.9%	33.8%	32.3%	42.3%	57.3%	27%
Wildrose Independent Party	8.6%	10.9%	6.4%	6.5%	7.4%	11.7%	10.1%	7%	4.9%	12.6%
Alberta Party	3.1%	3.3%	2.8%	4.5%	2.3%	2.1%	3%	2%	3.7%	3.4%
Liberal	2.2%	1.7%	2.8%	2.1%	1.3%	2.1%	4.3%	2.2%	3.1%	1.6%
Green	1.5%	1.4%	1.6%	3.7%	0.4%	0.3%	1%	3.5%	0%	1.2%
Another Party	1.9%	2.5%	1.3%	1.6%	1.9%	1.5%	3%	1.3%	2.3%	2.1%
Undecided	16.2%	14.7%	17.6%	13%	16.5%	19.8%	16.4%	12.7%	15.4%	19.2%
Unweighted Frequency	1003	585	418	217	314	302	170	289	263	451
Weighted Frequency	1003	499	504	320	273	251	160	292	301	410

broken out by past federal vote

	Past Federal Vote								
	Total	CPC	LPC	NDP	Green	PPC	Other	DK/DR	Did Not Vote
UCP	25.9%	46.3%	6.1%	0.6%	3.6%	34.4%	15.6%	3%	10.2%
NDP	40.5%	15.4%	79.5%	85.2%	59.3%	3.9%	40%	37.1%	19%
Wildrose Independent Party	8.6%	13.8%	1.1%	1.2%	0%	25.8%	15.2%	12.1%	4.2%
Alberta Party	3.1%	3.1%	2.9%	3.9%	6%	8.8%	0%	1.6%	1.2%
Liberal	2.2%	0.5%	4.3%	3.8%	0%	0%	0%	6.9%	4%
Green	1.5%	0.2%	0.5%	2.5%	24.5%	0%	10.3%	7%	0%
Another Party	1.9%	1.3%	0.5%	1.1%	3.1%	19.6%	18.9%	3.3%	1.9%
Undecided	16.2%	19.4%	5.1%	1.6%	3.4%	7.5%	0%	29%	59.5%
Unweighted Frequency	1003	523	223	97	23	20	15	39	63
Weighted Frequency	1003	490	234	113	23	18	17	42	66

broken out by past provincial vote

	Past Provincial Vote									
	Total	UCP	NDP	AP	Liberal	FCP	AIP	Other	DK/DR	Did Not Vote
UCP	25.9%	50%	4%	4.6%	9.8%	9.3%	0%	8.8%	11.5%	7.2%
NDP	40.5%	12.4%	89.5%	38.2%	50.5%	0%	0%	33.8%	19.9%	22.7%
Wildrose Independent Party	8.6%	14.4%	0.2%	18%	4.4%	27.6%	28.2%	0%	7.9%	5.2%
Alberta Party	3.1%	2.3%	1.7%	26.4%	1.7%	12.6%	0%	4.2%	0%	2.8%
Liberal	2.2%	0.4%	1%	4.9%	25.1%	19.2%	0%	0%	1.6%	3.6%
Green	1.5%	0.5%	0.3%	1.9%	0%	0%	0%	22.9%	16%	0%
Another Party	1.9%	1.9%	0.3%	0%	0%	0%	0%	30.2%	7.2%	1.9%
Undecided	16.2%	18.2%	2.8%	6%	8.5%	31.2%	71.8%	0%	35.9%	56.6%
Unweighted Frequency	1003	496	289	39	39	8	6	14	44	68
Weighted Frequency	1003	458	317	40	40	8	5	16	46	73

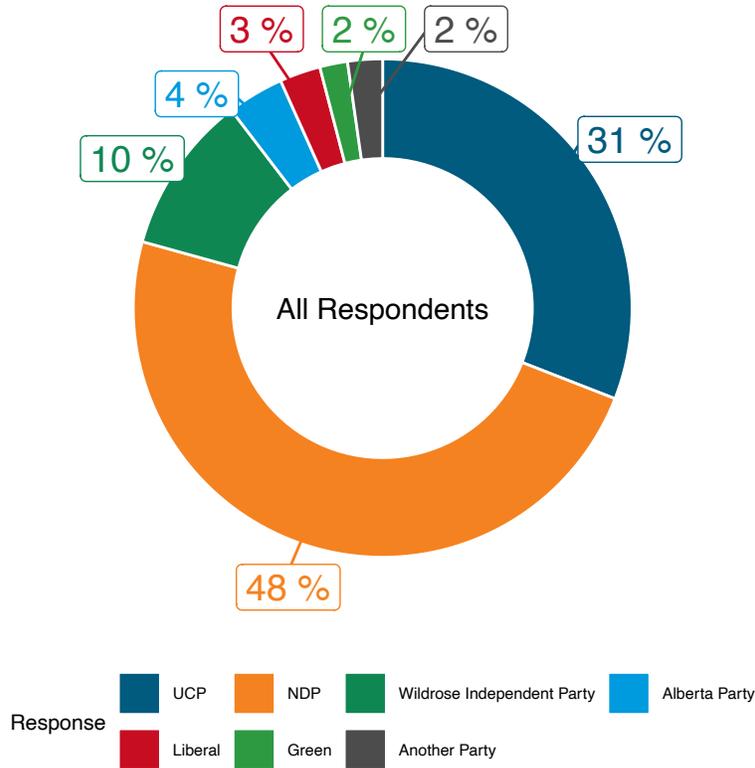
broken out by current federal voting intention

	Current Federal Voting Intention								
	Total	CPC	LPC	NDP	Green	Maverick	PPC	Other	UD
UCP	25.9%	55%	2.6%	2%	0%	9.4%	19.1%	0%	2.2%
NDP	40.5%	15.1%	80.1%	85.1%	26.4%	2.2%	0%	0%	27.9%
Wildrose Independent Party	8.6%	11%	1.1%	1.7%	15.3%	49.7%	47%	28.4%	4.2%
Alberta Party	3.1%	1.9%	2.3%	5.2%	5.6%	6.5%	0%	0%	5.2%
Liberal	2.2%	0.2%	7.6%	2.4%	0%	0%	6.2%	0%	0.6%
Green	1.5%	0.2%	0%	0.7%	46.6%	0%	0%	21.8%	0%
Another Party	1.9%	0.5%	0.5%	0.8%	2.9%	25.5%	10.7%	41.2%	0.8%
Undecided	16.2%	16.1%	5.8%	2%	3.2%	6.7%	17%	8.5%	59.2%
Unweighted Frequency	1003	523	223	97	23	20	15	39	63
Weighted Frequency	1003	490	234	113	23	18	17	42	66

broken out by current provincial voting intention

	Current Provincial Voting Intention								
	Total	UCP	NDP	Wildrose	AP	Liberal	Green	Other	UD
UCP	25.9%	100%	0%	0%	0%	0%	0%	0%	0%
NDP	40.5%	0%	100%	0%	0%	0%	0%	0%	0%
Wildrose Independent Party	8.6%	0%	0%	100%	0%	0%	0%	0%	0%
Alberta Party	3.1%	0%	0%	0%	100%	0%	0%	0%	0%
Liberal	2.2%	0%	0%	0%	0%	100%	0%	0%	0%
Green	1.5%	0%	0%	0%	0%	0%	100%	0%	0%
Another Party	1.9%	0%	0%	0%	0%	0%	0%	100%	0%
Undecided	16.2%	0%	0%	0%	0%	0%	0%	0%	100%
Unweighted Frequency	1003	280	379	96	29	21	12	20	166
Weighted Frequency	1003	260	407	87	31	22	15	19	162

If a provincial election were held today, how would you vote? (DECIDED VOTERS ONLY)



broken out by age, gender, and region

	Total	Gender		Age				Region		
		Male	Female	18-34	35-49	50-64	65+	Calgary	Edmonton	Rest of AB
UCP	30.9%	36.1%	25.6%	24.7%	31.5%	35.6%	35.7%	33.3%	15.8%	40.8%
NDP	48.4%	40.7%	56.3%	54.1%	52.5%	42.2%	38.6%	48.5%	67.7%	33.4%
Wildrose Independent Party	10.3%	12.8%	7.7%	7.5%	8.9%	14.6%	12.1%	8%	5.8%	15.6%
Alberta Party	3.7%	3.9%	3.5%	5.2%	2.8%	2.7%	3.6%	2.3%	4.4%	4.2%
Liberal	2.7%	2%	3.4%	2.4%	1.5%	2.6%	5.1%	2.5%	3.7%	2%
Green	1.8%	1.6%	2%	4.3%	0.5%	0.3%	1.2%	4%	0%	1.5%
Another Party	2.3%	2.9%	1.6%	1.9%	2.3%	1.9%	3.6%	1.5%	2.7%	2.5%
Unweighted Frequency	837	497	340	189	264	243	141	252	222	363
Weighted Frequency	837	426	415	278	228	201	133	255	255	331

broken out by past federal vote

	Past Federal Vote								
	Total	CPC	LPC	NDP	Green	PPC	Other	DK/DR	Did Not Vote
UCP	30.9%	57.5%	6.5%	0.6%	3.7%	37.2%	15.6%	4.3%	25.2%
NDP	48.4%	19.1%	83.8%	86.6%	61.4%	4.2%	40%	52.3%	47%
Wildrose Independent Party	10.3%	17.1%	1.2%	1.2%	0%	27.9%	15.2%	17%	10.3%
Alberta Party	3.7%	3.9%	3.1%	4%	6.3%	9.6%	0%	2.2%	2.9%
Liberal	2.7%	0.7%	4.5%	3.8%	0%	0%	0%	9.7%	9.9%
Green	1.8%	0.2%	0.5%	2.6%	25.4%	0%	10.3%	9.9%	0%
Another Party	2.3%	1.6%	0.5%	1.1%	3.2%	21.2%	18.9%	4.6%	4.7%
Unweighted Frequency	837	421	212	95	22	19	15	27	26
Weighted Frequency	837	395	222	111	22	17	17	30	27

broken out by past provincial vote

	Past Provincial Vote									
	Total	UCP	NDP	AP	Liberal	FCP	AIP	Other	DK/DR	Did Not Vote
UCP	30.9%	61.1%	4.2%	4.9%	10.7%	13.6%	0%	8.8%	17.9%	16.6%
NDP	48.4%	15.1%	92.1%	40.6%	55.1%	0%	0%	33.8%	31.1%	52.3%
Wildrose Independent Party	10.3%	17.6%	0.2%	19.1%	4.8%	40.1%	100%	0%	12.2%	12%
Alberta Party	3.7%	2.8%	1.8%	28.1%	1.9%	18.3%	0%	4.2%	0%	6.4%
Liberal	2.7%	0.5%	1%	5.2%	27.5%	28%	0%	0%	2.5%	8.3%
Green	1.8%	0.6%	0.4%	2%	0%	0%	0%	22.9%	25%	0%
Another Party	2.3%	2.3%	0.4%	0%	0%	0%	0%	30.2%	11.3%	4.5%
Unweighted Frequency	837	407	280	36	35	6	2	14	28	29
Weighted Frequency	837	375	308	38	37	6	2	16	29	32

broken out by current federal voting intention

	Current Federal Voting Intention								
	Total	CPC	LPC	NDP	Green	Maverick	PPC	Other	UD
UCP	30.9%	65.6%	2.8%	2%	0%	10%	23%	0%	5.3%
NDP	48.4%	18%	85%	86.9%	27.3%	2.4%	0%	0%	68.3%
Wildrose Independent Party	10.3%	13.1%	1.2%	1.8%	15.8%	53.3%	56.6%	31.1%	10.3%
Alberta Party	3.7%	2.3%	2.5%	5.3%	5.8%	7%	0%	0%	12.7%
Liberal	2.7%	0.3%	8%	2.5%	0%	0%	7.5%	0%	1.5%
Green	1.8%	0.2%	0%	0.7%	48.1%	0%	0%	23.8%	0%
Another Party	2.3%	0.6%	0.5%	0.8%	3%	27.3%	12.9%	45.1%	1.9%
Unweighted Frequency	837	421	212	95	22	19	15	27	26
Weighted Frequency	837	395	222	111	22	17	17	30	27

broken out by current provincial voting intention

	Current Provincial Voting Intention							
	Total	UCP	NDP	Wildrose	AP	Liberal	Green	Other
UCP	30.9%	100%	0%	0%	0%	0%	0%	0%
NDP	48.4%	0%	100%	0%	0%	0%	0%	0%
Wildrose Independent Party	10.3%	0%	0%	100%	0%	0%	0%	0%
Alberta Party	3.7%	0%	0%	0%	100%	0%	0%	0%
Liberal	2.7%	0%	0%	0%	0%	100%	0%	0%
Green	1.8%	0%	0%	0%	0%	0%	100%	0%
Another Party	2.3%	0%	0%	0%	0%	0%	0%	100%
Unweighted Frequency	837	280	379	96	29	21	12	20
Weighted Frequency	837	260	407	87	31	22	15	19