



# 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.

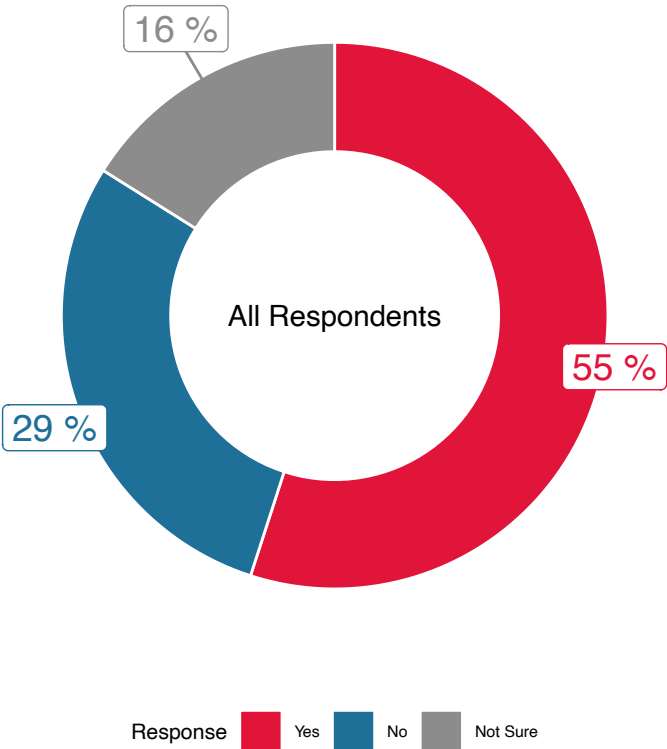
### **Methodology**

The analysis in this report is based on results of a survey conducted on October 12-13th 2021 among a sample of 935 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 +/- 3.2% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

**And on the referendum question of eliminating equalization payments, how would you vote today. The exact question is “Should Section 36(2) of the Constitution Act, 1982 — Parliament and the Government of Canada’s commitment to the principle of making equalization payments — be removed from the Constitution?” (only asked of those who answered “yes” or “not sure” in the previous question)**



**broken out by age, gender, and region**

	Gender				Age				Region			
	Total	Male	Female	Other	18-34	35-49	50-64	65+	Calgary	Edmonton	North Rural	South Rural
Yes	55%	63.8%	44.3%	64%	50.2%	54.5%	59.8%	58%	49.6%	41.7%	69.2%	67.9%
No	28.9%	24.9%	34.7%	15.7%	32.3%	31.1%	23.8%	26.5%	36%	34.3%	16.7%	23.3%
Not Sure	16.1%	11.3%	20.9%	20.3%	17.5%	14.4%	16.4%	15.6%	14.5%	24.1%	14.1%	8.8%
Unweighted Frequency	788	452	309	27	130	244	250	164	291	194	150	153
Weighted Frequency	788	392	356	38	249	220	196	121	233	232	161	160

## broken out by current provincial voting intention

	Current Provincial Voting Intention								
	Total	UCP	NDP	Wildrose	AP	Liberal	Green	Other	UD
Yes	55%	84.3%	19.1%	85.7%	87%	36.8%	0%	56.3%	62.3%
No	28.9%	4.4%	62.4%	6.4%	11.1%	31.6%	54.5%	6%	14.8%
Not Sure	16.1%	11.4%	18.6%	7.9%	1.9%	31.6%	45.5%	37.7%	23%
Unweighted Frequency	788	238	276	93	36	13	4	23	105
Weighted Frequency	788	212	296	94	36	10	5	23	110

## broken out by vaccination status

	Vaccination Status				
	Total	Two Doses	One Dose	No, plan on getting vaccinated	Will not get vaccinated
Yes	55%	46.4%	55.4%	86.7%	92%
No	28.9%	36.3%	10.7%	2.5%	3%
Not Sure	16.1%	17.4%	33.9%	10.7%	5%
Unweighted Frequency	788	624	34	25	105
Weighted Frequency	788	604	38	23	121