

Alberta Politics

Read, Seen, Heard

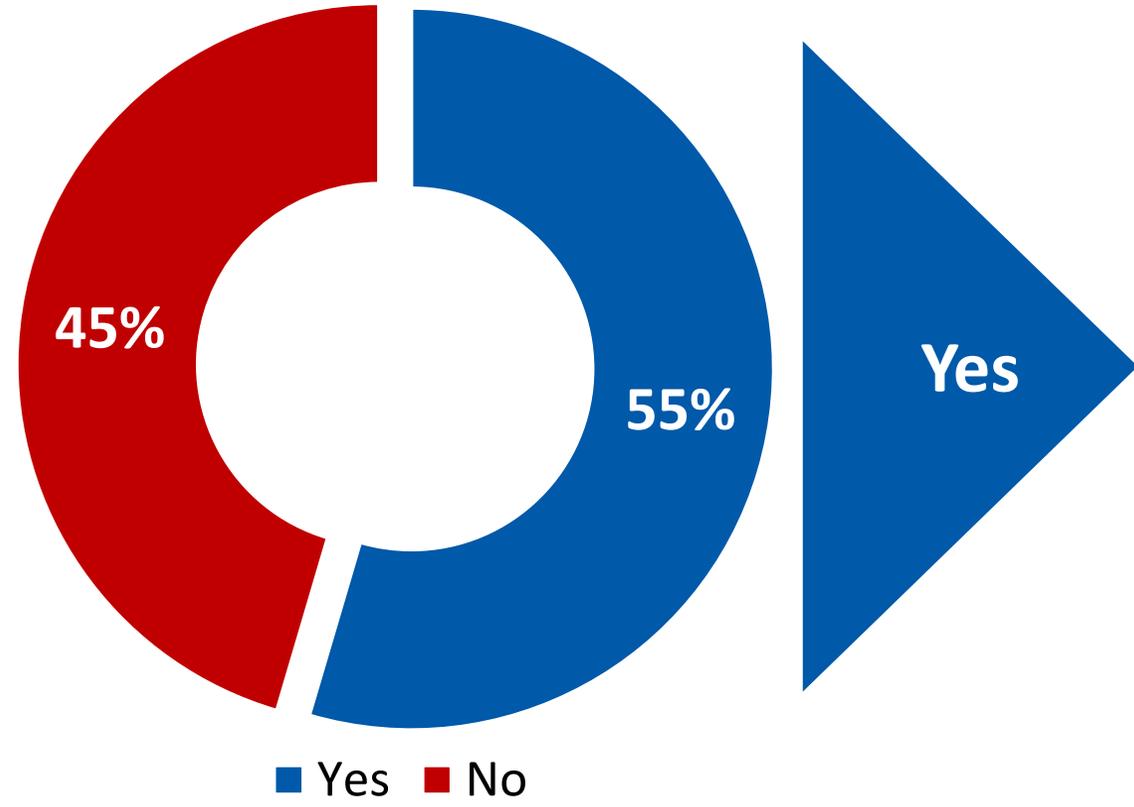
April 2019



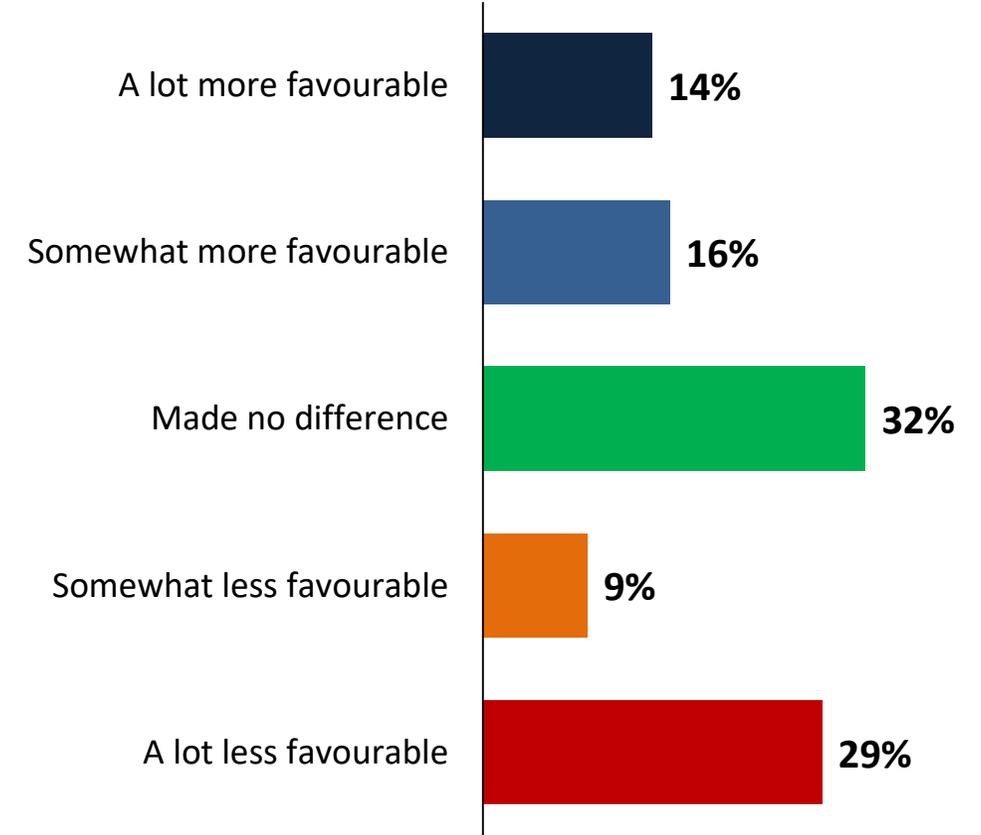
Notley RSH: Majority (55%) have RSH about Notley; on impact, plurality (32%) aren't changed, but 29% feel "a lot less favourable"



Have you read, seen or heard anything about Rachel Notley in the last few days?
[asked of all respondents; n=500]



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Rachel Notley?
[respondents who have RSH, n=273]

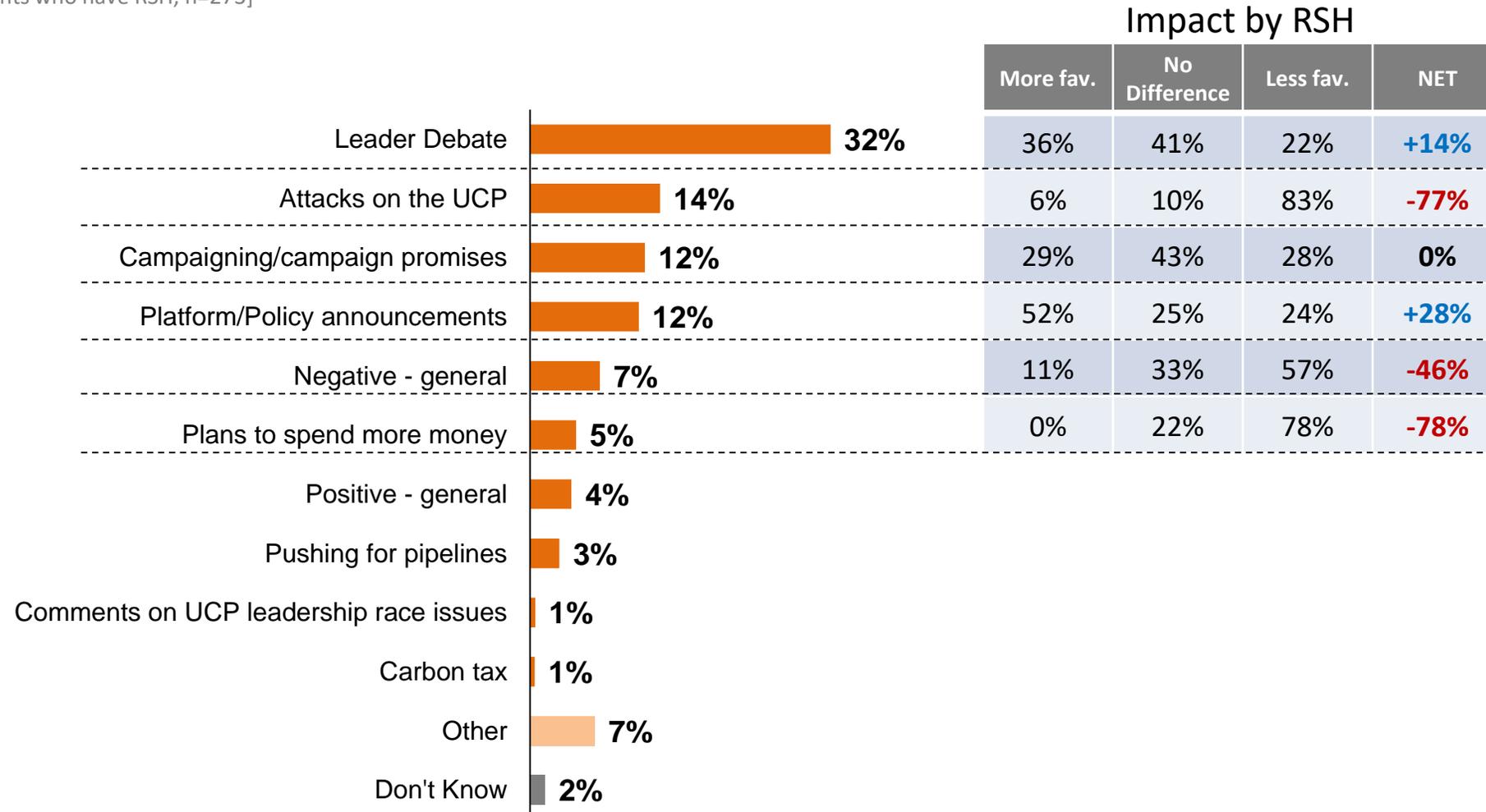


Notley RSH: 1-in-3 respondents cite the leader debate; net impact is weakly positive (+14%)



And what have you read, seen or heard about Rachel Notley in the last few days? Please be specific.

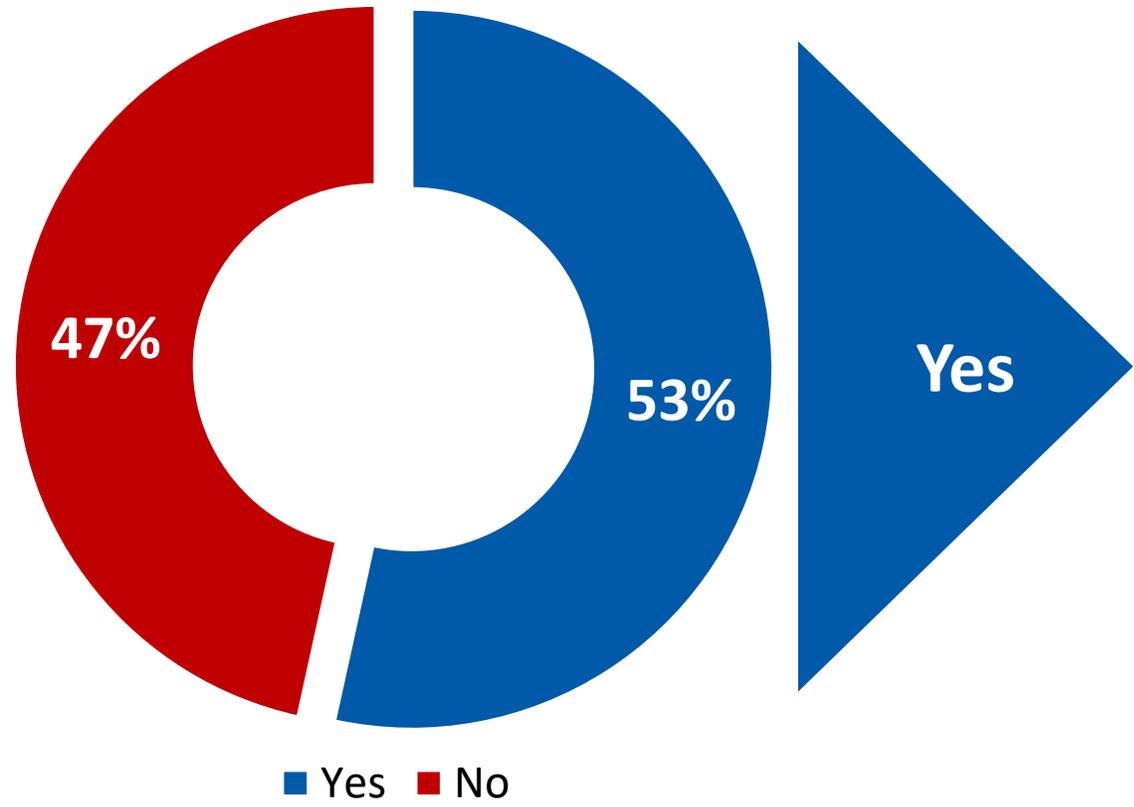
[respondents who have RSH, n=273]



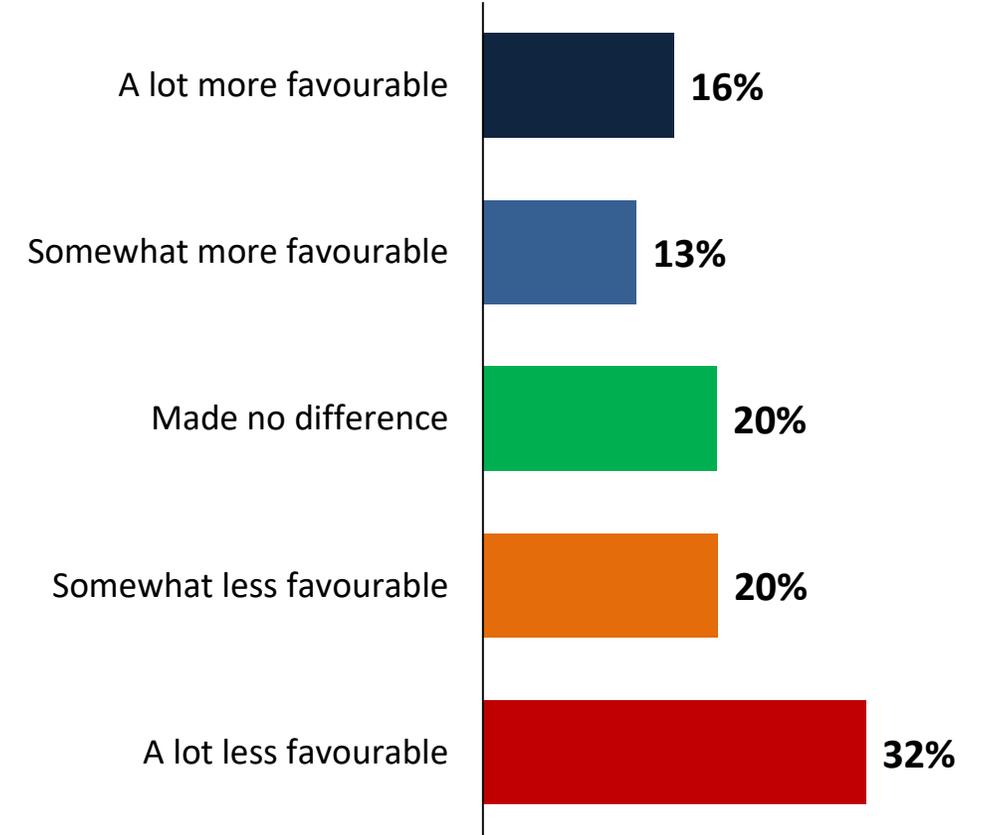
Note: Impact only shown for responses with unweighted N size of at least 15. Refused (1%) shown.

Kenney RSH: Majority (53%) have RSH about Kenney; on net, impact is negative with 1-in-3 (32%) who feel “a lot less favourable” towards him

Q Have you read, seen or heard anything about Jason Kenney in the last few days?
[asked of all respondents; n=500]



Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Jason Kenney?
[respondents who have RSH, n=267]

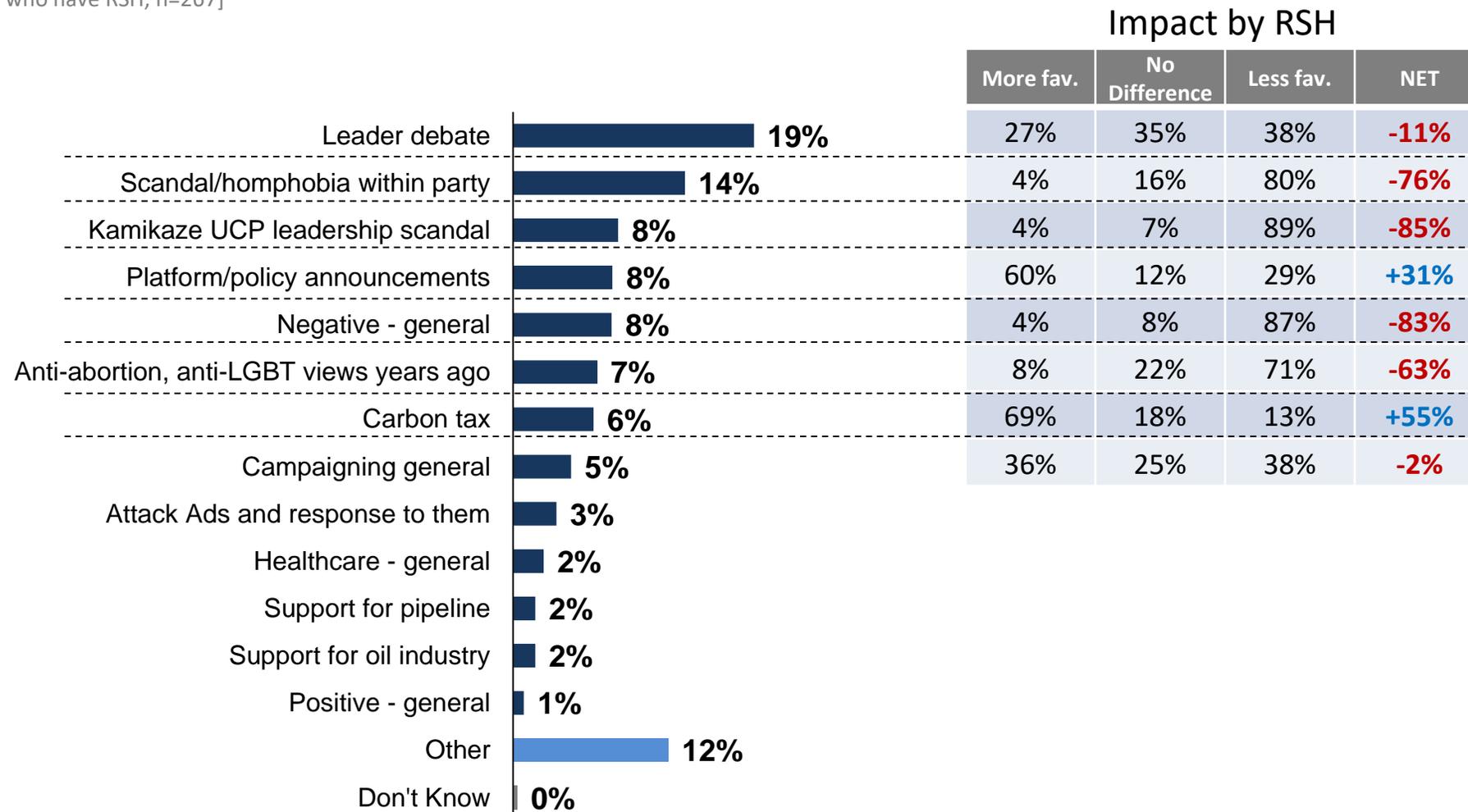


Kenney RSH: Most common RSH are the leader debate (19%) and scandals/homophobia within the UCP (14%)



And what have you read, seen or heard about Jason Kenney in the last few days? Please be specific.

[respondents who have RSH, n=267]



Note: Impact only shown for responses with unweighted N size of at least 15. Refused (2%) shown.

Methodology



These are the results of the April 2019 Canada This Month survey conducted between April 4th and April 8th, 2019.

This online survey of 506 adult Albertans was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The results are weighted to n=500 based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and the Lucid Panel are recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Albertan population according to Census data to provide results that are intended to approximate a probability sample.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire province.

Confidence: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Weighting: Results for Alberta are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	56	11.1%	81	16.1%
Males 35-54	84	16.6%	91	18.3%
Males 55+	120	23.7%	77	15.4%
Females 18-34	67	13.2%	79	15.7%
Females 35-54	83	16.4%	90	18.0%
Females 55+	96	19.0%	82	16.5%
Edmonton				
Edmonton	179	35.4%	159	31.7%
Calgary				
Calgary	171	33.8%	158	31.6%
Small Cities/Rural				
Small Cities/Rural	156	30.8%	183	36.7%



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