

People choose a party based on different factors. Thinking about your vote in the election, how important is each of the following factors to you?

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	Voters in 2023 Alberta Provincial Election	GENDER		AGE			REGION			VOTE IN 2023 PROVINCIAL	
		Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP
The party's leader											
1 - Most important	26%	29%	23%	30%	22%	25%	22%	28%	27%	22%	33%
2	16%	17%	14%	9%	19%	18%	14%	17%	16%	17%	19%
3	16%	14%	19%	12%	20%	17%	17%	17%	14%	19%	12%
4	20%	21%	20%	17%	22%	21%	21%	19%	19%	21%	17%
5	16%	13%	19%	21%	12%	14%	16%	13%	19%	14%	14%
6 - Least important	7%	6%	6%	10%	5%	5%	9%	5%	5%	6%	6%
The party's candidate in the riding											
1 - Most important	8%	9%	6%	12%	4%	8%	7%	7%	10%	8%	7%
2	11%	11%	12%	11%	9%	14%	16%	6%	12%	11%	10%
3	15%	16%	13%	14%	19%	12%	13%	15%	18%	15%	15%
4	21%	19%	24%	23%	19%	22%	18%	23%	22%	24%	16%
5	27%	28%	26%	28%	27%	27%	28%	30%	22%	29%	26%
6 - Least important	18%	17%	19%	12%	23%	17%	18%	19%	16%	12%	27%
The party's ideas and policies											
1 - Most important	44%	42%	46%	35%	50%	45%	48%	44%	38%	48%	39%
2	24%	25%	23%	27%	21%	24%	19%	26%	27%	22%	26%
3	16%	16%	16%	19%	12%	17%	16%	15%	16%	15%	17%
4	8%	8%	8%	8%	8%	8%	6%	9%	9%	7%	9%
5	6%	7%	4%	5%	7%	6%	8%	4%	5%	6%	7%
6 - Least important	3%	2%	4%	7%	1%	1%	3%	1%	5%	2%	2%
Desire for stability											
1 - Most important	8%	10%	6%	8%	10%	7%	8%	7%	11%	9%	7%
2	27%	27%	27%	32%	26%	23%	29%	27%	24%	32%	18%
3	23%	23%	23%	25%	18%	28%	22%	25%	22%	23%	22%
4	20%	18%	23%	20%	18%	23%	22%	19%	20%	21%	19%
5	14%	15%	14%	9%	19%	14%	13%	14%	18%	12%	21%
6 - Least important	7%	7%	7%	5%	10%	5%	6%	8%	5%	3%	13%
Desire for change											
1 - Most important	8%	6%	11%	13%	8%	3%	9%	9%	6%	4%	9%
2	18%	15%	21%	22%	17%	14%	22%	16%	15%	14%	18%
3	23%	23%	22%	28%	26%	12%	23%	22%	22%	18%	26%
4	15%	17%	11%	17%	14%	13%	11%	15%	19%	13%	19%
5	18%	16%	20%	13%	18%	23%	16%	18%	21%	21%	17%
6 - Least important	19%	22%	15%	7%	17%	34%	19%	19%	17%	30%	10%
Disgust with other contending candidates											
1 - Most important	10%	7%	11%	8%	8%	13%	10%	8%	11%	11%	7%
2	8%	9%	6%	5%	10%	8%	4%	11%	9%	7%	13%
3	11%	12%	11%	10%	9%	16%	12%	10%	13%	12%	11%
4	13%	14%	12%	8%	17%	12%	18%	11%	8%	11%	17%
5	15%	17%	13%	16%	14%	15%	15%	18%	11%	16%	13%
6 - Least important	44%	42%	46%	53%	41%	37%	40%	43%	48%	43%	39%

Which of the following best describes your vote in this election?



	Voters in 2023 Alberta Provincial Election	GENDER		AGE			REGION			VOTE IN 2023 PROVINCIAL	
		Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP
I'm voting for a candidate or party I like	77%	82%	73%	78%	75%	79%	73%	77%	85%	78%	83%
I'm voting against a candidate or party I dislike	23%	18%	27%	22%	25%	21%	27%	23%	15%	22%	17%
I'm voting to support policies I like	76%	79%	74%	74%	79%	76%	73%	77%	80%	75%	81%
I'm voting to avoid policies I dislike	24%	21%	26%	26%	21%	24%	27%	23%	20%	25%	19%
Alberta will be in a good place, regardless of who wins this election	42%	46%	37%	50%	42%	32%	39%	44%	42%	40%	41%
Alberta will be in a bad place if a specific party wins this election	58%	54%	63%	50%	58%	68%	61%	56%	58%	60%	59%

All things considered, do you agree or disagree with each of the following statements?

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		Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP
<i>I wish we had better people serving as leaders of Alberta's main political parties</i>											
Strongly agree	42%	41%	43%	40%	46%	38%	42%	45%	33%	44%	37%
Moderately agree	37%	41%	34%	35%	33%	43%	37%	34%	43%	37%	45%
Moderately disagree	9%	9%	9%	12%	8%	9%	9%	9%	10%	8%	7%
Strongly disagree	3%	3%	4%	3%	4%	2%	3%	2%	4%	3%	2%
Not sure	9%	6%	11%	9%	9%	8%	9%	9%	9%	8%	8%
<i>I would have voted for the United Conservative Party if Jason Kenney was still the leader</i>											
Strongly agree	19%	21%	17%	13%	19%	22%	23%	16%	19%	31%	4%
Moderately agree	23%	29%	19%	25%	18%	27%	28%	20%	19%	33%	11%
Moderately disagree	14%	14%	14%	19%	15%	11%	13%	15%	17%	11%	16%
Strongly disagree	32%	26%	38%	31%	35%	31%	28%	39%	28%	15%	64%
Not sure	11%	10%	11%	11%	13%	9%	9%	10%	17%	9%	6%