

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

RESEARCH
Co.

		GENDER		AGE			REGION			VOTE IN 2023 PROVINCIAL		VOTE IN 2025 FEDERAL			VOTE ON QUESTION 10	
	Alberta	Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP	Conservative	Liberal	NDP	Remain	New Referendum
<i>I have full confidence in Elections Alberta to oversee the entire voting process in this year's referendum.</i>																
Strongly agree	26%	31%	22%	22%	22%	33%	30%	27%	21%	27%	29%	27%	35%	17%	29%	17%
Moderately agree	38%	38%	39%	33%	40%	41%	35%	39%	42%	42%	39%	41%	40%	35%	41%	34%
Moderately disagree	15%	14%	17%	21%	16%	11%	15%	15%	16%	13%	16%	11%	16%	24%	13%	23%
Strongly disagree	9%	9%	9%	9%	10%	8%	8%	10%	10%	10%	7%	11%	4%	13%	8%	15%
Not sure	11%	9%	13%	16%	12%	6%	13%	9%	11%	8%	8%	10%	5%	11%	9%	11%
<i>I am convinced that foreign governments have attempted to influence this year's referendum</i>																
Strongly agree	28%	31%	25%	27%	30%	27%	25%	29%	31%	23%	38%	25%	39%	24%	30%	22%
Moderately agree	31%	31%	32%	35%	26%	34%	34%	30%	30%	34%	32%	32%	33%	33%	32%	34%
Moderately disagree	15%	15%	16%	17%	15%	14%	16%	14%	17%	17%	15%	17%	9%	22%	14%	22%
Strongly disagree	9%	11%	8%	7%	10%	11%	11%	9%	8%	11%	6%	10%	8%	10%	10%	11%
Not sure	16%	12%	19%	14%	18%	14%	14%	19%	14%	15%	10%	16%	11%	10%	14%	12%
<i>Albertans have more in common with Americans than with those in other parts of Canada</i>																
Strongly agree	8%	10%	6%	8%	10%	6%	8%	8%	9%	12%	3%	12%	3%	7%	4%	23%
Moderately agree	19%	21%	18%	22%	23%	13%	19%	18%	20%	25%	13%	25%	12%	16%	15%	34%
Moderately disagree	16%	14%	19%	20%	13%	17%	18%	14%	16%	16%	14%	17%	14%	20%	16%	17%
Strongly disagree	45%	43%	46%	37%	40%	57%	41%	48%	46%	36%	64%	34%	63%	52%	56%	15%
Not sure	12%	12%	11%	13%	15%	7%	14%	12%	9%	11%	5%	12%	7%	5%	9%	11%
<i>I really think the views of Albertans are different from the rest of Canada</i>																
Strongly agree	16%	20%	12%	16%	17%	14%	16%	13%	17%	24%	5%	25%	6%	11%	8%	41%
Moderately agree	27%	30%	25%	23%	26%	32%	27%	23%	31%	34%	22%	36%	22%	21%	25%	34%
Moderately disagree	24%	22%	25%	25%	21%	26%	23%	27%	21%	20%	29%	18%	27%	28%	28%	11%
Strongly disagree	23%	20%	26%	22%	25%	23%	22%	25%	23%	14%	36%	13%	37%	28%	29%	10%
Not sure	10%	8%	12%	14%	11%	6%	12%	11%	8%	8%	8%	8%	8%	12%	9%	3%
<i>Alberta—like Quebec—has a unique culture that is different from the rest of Canada</i>																
Strongly agree	17%	20%	14%	16%	19%	17%	14%	16%	22%	26%	9%	25%	9%	13%	10%	42%
Moderately agree	27%	28%	27%	29%	28%	25%	29%	22%	30%	36%	18%	37%	18%	22%	24%	40%
Moderately disagree	19%	18%	20%	21%	16%	22%	21%	20%	17%	15%	23%	16%	21%	19%	22%	11%
Strongly disagree	28%	26%	28%	23%	28%	31%	25%	33%	26%	16%	46%	15%	47%	37%	36%	3%
Not sure	9%	7%	10%	12%	10%	5%	11%	10%	5%	7%	5%	7%	5%	8%	7%	4%

Which of these statements comes closest to your point of view?



		GENDER		AGE			REGION			VOTE IN 2023 PROVINCIAL		VOTE IN 2025 FEDERAL			VOTE ON QUESTION 10	
	Alberta	Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP	Conservative	Liberal	NDP	Remain	New Referendum
I consider myself a Canadian first, an Albertan second	65%	65%	65%	69%	63%	65%	64%	74%	59%	51%	89%	51%	85%	83%	79%	27%
I consider myself an Albertan first, a Canadian second	22%	21%	22%	20%	22%	23%	21%	18%	26%	34%	7%	33%	10%	14%	11%	61%
Neither / Not sure	13%	13%	13%	12%	15%	12%	16%	8%	15%	15%	5%	15%	5%	3%	11%	12%

Thinking about the provincial referendum, how would you describe the campaigns of each of the following groups?

RESEARCH
Co.

		GENDER		AGE			REGION			VOTE IN 2023 PROVINCIAL		VOTE IN 2025 FEDERAL			VOTE ON QUESTION 10	
	Alberta	Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP	Conservative	Liberal	NDP	Remain	New Referendum
<i>Stay Free Alberta</i>																
Very positive	15%	17%	14%	22%	16%	10%	13%	19%	15%	20%	9%	20%	11%	11%	11%	31%
Moderately positive	22%	22%	22%	28%	23%	15%	26%	15%	23%	30%	12%	31%	11%	24%	15%	44%
Moderately negative	13%	13%	13%	17%	9%	14%	14%	14%	11%	13%	14%	13%	13%	14%	15%	5%
Very negative	22%	24%	21%	13%	23%	29%	20%	25%	23%	11%	41%	12%	41%	27%	29%	4%
Not sure	28%	24%	30%	20%	30%	32%	28%	27%	28%	26%	24%	25%	24%	24%	29%	15%
<i>Let Alberta Decide</i>																
Very positive	18%	20%	17%	20%	18%	16%	15%	22%	18%	26%	9%	26%	11%	7%	14%	35%
Moderately positive	26%	26%	27%	32%	27%	22%	30%	23%	25%	37%	20%	37%	17%	28%	22%	40%
Moderately negative	15%	14%	15%	19%	12%	13%	15%	16%	13%	10%	14%	9%	16%	22%	16%	8%
Very negative	18%	21%	15%	14%	19%	21%	21%	17%	16%	7%	36%	8%	35%	21%	24%	4%
Not sure	23%	19%	26%	15%	24%	27%	19%	22%	27%	20%	21%	20%	21%	22%	24%	13%
<i>Let's Talk Alberta</i>																
Very positive	17%	18%	15%	24%	17%	10%	15%	18%	17%	22%	8%	20%	13%	11%	14%	29%
Moderately positive	29%	24%	33%	37%	27%	23%	29%	27%	29%	37%	22%	39%	16%	28%	26%	40%
Moderately negative	12%	15%	10%	8%	13%	14%	12%	11%	14%	8%	17%	8%	17%	19%	13%	8%
Very negative	10%	12%	9%	8%	10%	12%	13%	12%	7%	4%	20%	5%	19%	13%	13%	2%
Not sure	32%	31%	33%	22%	32%	41%	31%	33%	34%	29%	32%	28%	36%	27%	34%	20%
<i>Take Back Alberta</i>																
Very positive	13%	15%	12%	16%	15%	9%	12%	15%	12%	19%	8%	18%	8%	12%	9%	27%
Moderately positive	18%	18%	19%	23%	20%	13%	18%	17%	21%	25%	11%	23%	11%	15%	15%	34%
Moderately negative	15%	13%	18%	21%	13%	14%	17%	14%	14%	15%	15%	16%	11%	26%	17%	12%
Very negative	24%	27%	21%	18%	24%	30%	24%	27%	22%	12%	45%	12%	47%	28%	31%	6%
Not sure	29%	27%	30%	22%	28%	34%	29%	26%	31%	30%	21%	30%	22%	19%	28%	22%
<i>Forever Canadian</i>																
Very positive	45%	43%	47%	47%	44%	46%	44%	50%	43%	34%	63%	31%	66%	53%	57%	15%
Moderately positive	21%	23%	20%	20%	21%	22%	21%	20%	23%	23%	19%	25%	20%	16%	22%	22%
Moderately negative	9%	9%	9%	14%	8%	6%	9%	10%	8%	13%	5%	13%	4%	13%	5%	26%
Very negative	6%	8%	4%	3%	6%	8%	7%	5%	6%	10%	1%	10%	1%	0%	2%	18%
Not sure	18%	16%	20%	15%	21%	18%	19%	15%	20%	20%	11%	20%	10%	19%	15%	18%
<i>Vote to Stay</i>																
Very positive	38%	34%	41%	41%	40%	34%	40%	43%	33%	28%	52%	25%	55%	50%	49%	11%
Moderately positive	22%	24%	21%	25%	21%	22%	24%	21%	21%	25%	21%	27%	19%	21%	23%	20%
Moderately negative	8%	10%	7%	12%	7%	7%	8%	10%	8%	11%	5%	11%	5%	8%	4%	24%
Very negative	7%	8%	7%	6%	8%	7%	7%	4%	11%	11%	2%	12%	1%	3%	3%	25%
Not sure	24%	23%	24%	16%	24%	30%	22%	23%	26%	25%	20%	25%	20%	19%	22%	21%
<i>Lead, Not Leave</i>																
Very positive	30%	30%	30%	36%	30%	24%	28%	35%	26%	24%	37%	22%	39%	34%	36%	13%
Moderately positive	25%	24%	26%	26%	25%	24%	26%	23%	26%	25%	28%	27%	25%	28%	26%	22%
Moderately negative	8%	9%	7%	11%	5%	9%	8%	10%	7%	10%	5%	10%	6%	8%	5%	21%
Very negative	7%	8%	7%	7%	8%	7%	9%	4%	8%	11%	3%	12%	3%	1%	4%	17%
Not sure	30%	29%	31%	21%	32%	36%	29%	28%	33%	30%	28%	29%	28%	28%	29%	26%
<i>Alberta's Voice</i>																
Very positive	18%	18%	19%	25%	18%	12%	16%	19%	19%	22%	11%	23%	14%	11%	18%	20%
Moderately positive	26%	24%	28%	31%	27%	22%	28%	25%	25%	32%	21%	32%	17%	34%	23%	37%
Moderately negative	11%	14%	9%	11%	13%	10%	12%	12%	9%	7%	17%	7%	18%	15%	11%	12%
Very negative	7%	7%	6%	5%	7%	8%	7%	9%	4%	4%	11%	5%	9%	8%	8%	3%
Not sure	38%	36%	38%	28%	35%	48%	36%	35%	43%	35%	40%	34%	42%	31%	40%	28%
<i>Confederacy of Treaty No. 6 First Nations</i>																
Very positive	23%	22%	23%	28%	25%	17%	19%	27%	24%	11%	40%	10%	44%	25%	29%	7%
Moderately positive	23%	22%	24%	26%	23%	21%	26%	25%	18%	20%	29%	20%	24%	40%	23%	24%
Moderately negative	10%	11%	9%	13%	7%	10%	10%	10%	9%	15%	4%	15%	6%	5%	9%	14%
Very negative	9%	14%	6%	5%	9%	13%	11%	8%	8%	16%	3%	17%	4%	3%	6%	23%
Not sure	35%	30%	38%	28%	36%	39%	34%	29%	40%	37%	25%	38%	23%	27%	33%	32%

Would you be happy or upset with each of the following outcomes in the provincial referendum?

RESEARCH
Co.

		GENDER		AGE			REGION			VOTE IN 2023 PROVINCIAL		VOTE IN 2025 FEDERAL			VOTE ON QUESTION 10	
	Alberta	Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP	Conservative	Liberal	NDP	Remain	New Referendum
<i>A clear win for "Alberta should remain a province in Canada."</i>																
Very happy	63%	61%	65%	61%	57%	73%	63%	67%	60%	53%	83%	50%	88%	72%	82%	13%
Moderately happy	15%	15%	14%	16%	19%	8%	14%	14%	16%	16%	10%	18%	9%	10%	12%	19%
Moderately upset	9%	12%	7%	10%	8%	9%	10%	9%	8%	13%	4%	12%	2%	12%	3%	30%
Very upset	6%	6%	5%	6%	7%	4%	6%	4%	7%	10%	0%	11%	0%	0%	1%	22%
Not sure	7%	6%	9%	7%	8%	7%	6%	6%	10%	8%	4%	9%	1%	6%	2%	16%
<i>A close win for "Alberta should remain a province in Canada."</i>																
Very happy	25%	23%	27%	24%	28%	24%	28%	21%	27%	21%	29%	19%	30%	34%	31%	11%
Moderately happy	44%	45%	43%	50%	39%	46%	44%	48%	42%	46%	49%	44%	53%	43%	50%	29%
Moderately upset	16%	18%	14%	16%	16%	15%	16%	17%	14%	18%	14%	20%	12%	14%	11%	31%
Very upset	7%	8%	6%	3%	7%	10%	6%	6%	9%	9%	5%	9%	4%	4%	4%	17%
Not sure	7%	6%	9%	8%	10%	5%	6%	8%	8%	7%	3%	8%	1%	5%	3%	12%
<i>A clear win for "The Government of Alberta should commence the legal process required under the Canadian Constitution to hold a binding provincial referendum on whether or not Alberta should separate from Canada."</i>																
Very happy	12%	13%	11%	11%	12%	12%	10%	13%	13%	19%	5%	18%	6%	6%	6%	34%
Moderately happy	18%	19%	17%	25%	21%	9%	20%	16%	18%	22%	13%	23%	9%	26%	9%	44%
Moderately upset	14%	14%	13%	22%	13%	8%	11%	15%	15%	16%	9%	16%	9%	11%	15%	8%
Very upset	44%	44%	43%	26%	41%	62%	43%	48%	41%	32%	68%	31%	74%	45%	59%	3%
Not sure	13%	9%	15%	16%	13%	9%	16%	9%	12%	11%	6%	13%	4%	11%	10%	11%
<i>A close win for "The Government of Alberta should commence the legal process required under the Canadian Constitution to hold a binding provincial referendum on whether or not Alberta should separate from Canada."</i>																
Very happy	11%	13%	10%	14%	11%	9%	9%	14%	11%	16%	7%	16%	7%	10%	6%	29%
Moderately happy	17%	18%	17%	23%	18%	12%	20%	14%	17%	24%	9%	25%	6%	18%	7%	52%
Moderately upset	17%	16%	17%	20%	15%	15%	17%	16%	16%	18%	12%	18%	12%	13%	20%	5%
Very upset	42%	44%	40%	25%	41%	56%	39%	46%	41%	32%	64%	31%	70%	40%	56%	5%
Not sure	13%	9%	16%	18%	15%	7%	15%	10%	14%	9%	9%	11%	5%	19%	11%	9%

If the referendum ends in a victory for “Alberta should remain a province in Canada”, which of these courses of action would you prefer?



		GENDER		AGE			REGION			VOTE IN 2023 PROVINCIAL		VOTE IN 2025 FEDERAL			VOTE ON QUESTION 10	
	Alberta	Male	Female	18-34	35-54	55+	Calgary CMA	Edmonton CMA	Rest of AB	UCP	NDP	Conservative	Liberal	NDP	Remain	New Referendum
Holding another referendum on whether Alberta should remain a province in Canada in the next two years	11%	11%	11%	15%	11%	8%	8%	11%	13%	12%	8%	14%	7%	13%	6%	30%
Holding another referendum on whether Alberta should remain a province in Canada two to five years from now	12%	14%	12%	19%	11%	8%	12%	14%	12%	16%	8%	14%	8%	18%	7%	33%
Holding another referendum on whether Alberta should remain a province in Canada six to 10 years from now	6%	8%	4%	10%	5%	3%	7%	6%	4%	7%	5%	7%	3%	8%	5%	8%
Not holding another referendum on whether Alberta should remain a province in Canada	58%	57%	58%	44%	57%	69%	57%	58%	58%	51%	75%	50%	77%	57%	75%	13%
Not sure	13%	11%	15%	11%	16%	12%	16%	10%	13%	15%	4%	15%	4%	4%	8%	16%