Methodology

- The latest CBC Road Ahead Survey was conducted between May 25 and June 1, 2020 by Trend Research under the direction of Janet Brown Opinion Research. Due to social distancing measures at Trend Research’s Edmonton call centre, the decision was made to conduct this survey through the Trend Research’s on-line panel of Albertans, rather than through our normal hybrid methodology.

- The Trend Research On-line Panel consists of over 30,000 Albertans, age 18 and over. The vast majority of panelists were recruited after being contacted randomly by telephone. To ensure surveys reach a wide cross-section of Albertans, panelists who participate in a survey are not sent another survey for at least six months.

- Surveys were sent to a random sample of panel members. Stringent quotas were set to ensure the respondents matched the general population in terms of age, gender, and region. A minimal amount of weighting was conducted to ensure the data matched known population proportions from Statistics Canada.

- A total 900 Albertans, 18 years and older were surveyed. A comparable margin of error for a study with a probabilistic sample of this size would be plus or minus 3.3 percentage points, 19 times out of 20. For subsets, the margin of error is larger.
Data Tables
<table>
<thead>
<tr>
<th>QVIB</th>
<th>Total LOCATIONS (Q.C)</th>
<th>COMMUNITY SIZE (Q.C)</th>
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<th>NEIGHBOURHOOD (Q.D30)</th>
<th>GENDER (Q.D1)</th>
<th>CHILDREN (Q.D9)</th>
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<td>592 356 239</td>
<td>601 599</td>
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<td>600 600</td>
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<tr>
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<tr>
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<td>18 2 4</td>
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<td>3.69 4.46 5.16</td>
<td>5.18 4.83 5.67</td>
<td>3.67 3.90 5.19</td>
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<td>73 77 46</td>
<td>592 356 239</td>
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<td>79 84 47</td>
<td>585 348 253</td>
<td>600 600</td>
</tr>
<tr>
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<td>0 - 3 (NETS)</td>
<td>167 248 125</td>
<td>415 70 55</td>
<td>19 25 12</td>
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<td>224 316</td>
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<tr>
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<td>45%</td>
<td>40% 61% 33%</td>
<td>51% 38% 28%</td>
<td>26% 32% 25%</td>
<td>50% 46% 30%</td>
<td>37% 53%</td>
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Significance Testing Applied: 95% (A-Z)
QVIB. On a scale from 0 to 10 where 0 means you are not at all impressed and 10 means you are very impressed, how would you rate each of the following party leaders. Jason Kenney, the Leader of the United Conservative Party [MARCH 2020 SURVEY]

<table>
<thead>
<tr>
<th>Total</th>
<th>LOCATION (Q.C)</th>
<th>COMMUNITY SIZE (Q.C)</th>
<th>RURAL (Q.C)</th>
<th>NEIGHBOURHOOD (Q.D10)</th>
<th>GENDER (Q.D1)</th>
<th>CHILDREN (Q.D9)</th>
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<td>Edmonton C</td>
<td>Other D</td>
<td>Big City E</td>
<td>Small City F</td>
<td>Rural G</td>
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<td>113</td>
<td>181</td>
<td>52</td>
</tr>
<tr>
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<td>26%</td>
<td>18%</td>
<td>30%</td>
<td>22%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>7 - 10 (NETS)</td>
<td>342</td>
<td>138</td>
<td>69</td>
<td>135</td>
<td>207</td>
<td>59</td>
</tr>
<tr>
<td>28%</td>
<td>33%</td>
<td>17%</td>
<td>36%</td>
<td>25%</td>
<td>32%</td>
<td>39%</td>
</tr>
<tr>
<td>DK/NA</td>
<td>24</td>
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<td>12</td>
<td>6</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
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</tbody>
</table>
### Significance Testing Applied: 95% (A-Z)

June 2020

CBC Road Ahead

QVIB. On a scale from 0 to 10 where 0 means you are not at all impressed and 10 means you are very impressed, how would you rate each of the following party leaders. Jason Kenney, the Leader of the United Conservative Party [MARCH 2020 SURVEY]

<table>
<thead>
<tr>
<th>Total</th>
<th>18 - 24</th>
<th>25 - 44</th>
<th>45 - 64</th>
<th>65+</th>
<th>&lt;$60K</th>
<th>$60-$120K</th>
<th>$120K+</th>
<th>HS or less</th>
<th>Coll./Some Univ.</th>
<th>Univ. K</th>
<th>Post Grad</th>
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</thead>
<tbody>
<tr>
<td>1200</td>
<td>135</td>
<td>484</td>
<td>392</td>
<td>189</td>
<td>291</td>
<td>441</td>
<td>315</td>
<td>184</td>
<td>511</td>
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<td>171</td>
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<tr>
<td>1200</td>
<td>118</td>
<td>452</td>
<td>419</td>
<td>211</td>
<td>292</td>
<td>440</td>
<td>312</td>
<td>187</td>
<td>513</td>
<td>326</td>
<td>174</td>
</tr>
</tbody>
</table>

| 0 - Not at all impressed | 305 | 24 | 149 | 91 | 41 | 76 | 118 | 76 | 29 | 116 | 109 | 50 |
| 25% | C | BDE | d | c | | | | | | | | |

| 1 | 64 | 5% | 3 | 14 | 8 | 17 | 22 | 15 | 9 | 18 | 26 | 11 |
| 2 | 74 | 6% | 12 | 29 | 21 | 12 | 23 | 28 | 17 | 6 | 34 | 20 | 14 |
| 3 | 98 | 8% | 11 | 50 | 21 | 17 | 25 | 40 | 19 | 10 | 45 | 27 | 17 |
| 4 | 77 | 6% | 15 | 32 | 19 | 12 | 20 | 28 | 15 | 8 | 36 | 22 | 12 |
| 5 | 94 | 8% | 11 | 36 | 38 | 9 | 19 | 38 | 25 | 17 | 46 | 20 | 10 |
| 6 | 123 | 10% | 23 | 39 | 46 | 14 | 24 | 49 | 41 | 30 | 40 | 39 | 14 |
| 7 | 138 | 12% | 9 | 46 | 61 | 22 | 37 | 46 | 39 | 33 | 63 | 26 | 17 |
| 8 | 110 | 9% | 9 | 31 | 47 | 23 | 25 | 36 | 32 | 18 | 61 | 17 | 14 |
| 9 | 37 | 3% | 6 | 12 | 15 | 5 | 6 | 12 | 13 | 3 | 17 | 10 | 7 |
| 10 - Very impressed | 56 | 5% | 7 | 8 | 18 | 23 | 14 | 18 | 17 | 14 | 24 | 13 | 6 |
| Don't know / no answer | 24 | 2% | 2 | 17 | 3 | 2 | 6 | 6 | 5 | 7 | 12 | 4 | 1 |
| Mean: | 4.05 | 4.30 | 3.31 | 4.55 | 4.70 | 3.87 | 3.89 | 4.37 | 5.04 | 4.32 | 3.35 | 3.61 |

### Significant Variables

**QVIB**

<table>
<thead>
<tr>
<th>Total</th>
<th>1200</th>
<th>135</th>
<th>484</th>
<th>392</th>
<th>189</th>
<th>291</th>
<th>441</th>
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<th>184</th>
<th>511</th>
<th>333</th>
<th>171</th>
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<tr>
<td>1200</td>
<td>118</td>
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<td>419</td>
<td>211</td>
<td>292</td>
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<td>312</td>
<td>187</td>
<td>513</td>
<td>326</td>
<td>174</td>
<td></td>
</tr>
</tbody>
</table>

| 0 - 3 (NETS) | 541 | 53 | 263 | 146 | 78 | 141 | 208 | 128 | 53 | 213 | 183 | 91 |
| 45% | C | CDE | b | c | | | | | | | | |

### June 2, 2020

Significance Testing Applied: 95% (A-Z)
QVIB. On a scale from 0 to 10 where 0 means you are not at all impressed and 10 means you are very impressed, how would you rate each of the following party leaders. Jason Kenney, the Leader of the United Conservative Party [MARCH 2020 SURVEY]

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<th>Total</th>
<th>18 - 24</th>
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<th>HS or less</th>
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<td>7 - 10 (NETS)</td>
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</tbody>
</table>
**QV1B.** On a scale from 0 to 10 where 0 means you are not at all impressed and 10 means you are very impressed, how would you rate each of the following party leaders. Jason Kenney, the Leader of the United Conservative Party [MAY 2020 SURVEY]

<table>
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**QV1B**

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<th>LOCATION (Q.D3)</th>
<th>GENDER (Q.D1)</th>
<th>AGE (Q.D2)</th>
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<td>Calgary B</td>
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<td>Other D</td>
<td>Male E</td>
</tr>
<tr>
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</tbody>
</table>
QV1B. On a scale from 0 to 10 where 0 means you are not at all impressed and 10 means you are very impressed, how would you rate each of the following party leaders. Jason Kenney, the Leader of the United Conservative Party [MAY 2020 SURVEY]

<table>
<thead>
<tr>
<th></th>
<th>LOCATION (Q.D3)</th>
<th>GENDER (Q.D1)</th>
<th>AGE (Q.D2)</th>
<th>INCOME (Q.D12)</th>
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<td>Male</td>
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<td>E</td>
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<td>18%</td>
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<td>25%</td>
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<tr>
<td>7 - 10</td>
<td>306</td>
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<td>64</td>
<td>114</td>
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</tbody>
</table>

Significance Testing Applied: 95% (A-Z)
## Significance Testing Applied: 95% (A-Z)

**CBC Road Ahead**

QVIB. On a scale from 0 to 10 where 0 means you are not at all impressed and 10 means you are very impressed, how would you rate each of the following party leaders. Jason Kenney, the Leader of the United Conservative Party [MAY 2020 SURVEY]

| Party               | Total | Weighted Total | 0 - Not at all impressed | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Mean |
|---------------------|-------|----------------|--------------------------|---|---|---|---|---|---|---|---|---|---|-----|------|
| United Conservative | 900   | 900            | 21%                      | 35| 71| 79| 50| 74| 74| 112| 106| 40| 49| 40.5|
|                     |       |                | 191                      | 1% | 21%| 10%| 14%| 12%| 13%| 12%| 12%| 12%| 12%| 44.4|      |
|                     |       |                | 0 - Not at all impressed | 35| 71| 79| 50| 74| 74| 112| 106| 40| 49| 40.5|      |
|                     |       |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Mean |
|                     |       |                |                           |   |   |   |   |   |   |   |   |   |   |     |      |

**EDUCATION (Q.D8)**

<table>
<thead>
<tr>
<th>HS or less B</th>
<th>Coll/Some Uni. C</th>
<th>Univ. D</th>
<th>Post Grad E</th>
<th>Full-time F</th>
<th>Part-time G</th>
<th>Unemp. H</th>
<th>Student work I</th>
<th>Student no work J</th>
<th>Retired K</th>
<th>Yes L</th>
<th>No M</th>
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</thead>
<tbody>
<tr>
<td>900</td>
<td>108</td>
<td>394</td>
<td>279</td>
<td>119</td>
<td>472</td>
<td>87</td>
<td>144</td>
<td>22</td>
<td>20</td>
<td>141</td>
<td>259</td>
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</table>

**EMPLOYMENT (Q.D4A)**

| EMPLOYMENT (Q.D4A) | Total | Weighted Total | 0 - Not at all impressed | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Mean |
|--------------------|-------|----------------|--------------------------|---|---|---|---|---|---|---|---|---|---|-----|------|
|                    |       |                | 21%                      | 35| 71| 79| 50| 74| 74| 112| 106| 40| 49| 40.5|      |
|                    |       |                | 191                      | 1% | 21%| 10%| 14%| 12%| 13%| 12%| 12%| 12%| 12%| 44.4|      |
|                    |       |                | 0 - Not at all impressed | 35| 71| 79| 50| 74| 74| 112| 106| 40| 49| 40.5|      |
|                    |       |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Mean |
|                    |       |                |                           |   |   |   |   |   |   |   |   |   |   |     |      |

**CHILDREN (Q.D9)**

| CHILDREN (Q.D9) | Total | Weighted Total | 0 - Not at all impressed | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Mean |
|-----------------|-------|----------------|--------------------------|---|---|---|---|---|---|---|---|---|---|-----|------|
|                 |       |                | 21%                      | 35| 71| 79| 50| 74| 74| 112| 106| 40| 49| 40.5|      |
|                 |       |                | 191                      | 1% | 21%| 10%| 14%| 12%| 13%| 12%| 12%| 12%| 12%| 44.4|      |
|                 |       |                | 0 - Not at all impressed | 35| 71| 79| 50| 74| 74| 112| 106| 40| 49| 40.5|      |
|                 |       |                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Mean |
|                 |       |                |                           |   |   |   |   |   |   |   |   |   |   |     |      |

Significance Testing Applied: 95% (A-Z)  

June 2020
Q17B. On a scale from 0 to 10 where 0 means you are not at all impressed and 10 means you are very impressed, how would you rate each of the following party leaders. Jason Kenney, the Leader of the United Conservative Party [MAY 2020 SURVEY]  

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<tr>
<th></th>
<th>Total</th>
<th>EDUCATION (Q.D8)</th>
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<th>CHILDREN (Q.D9)</th>
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Janet Brown delivers insights you can trust

Together with Trend Research, Janet Brown conducted the only poll during the 2019 Alberta provincial election with results that were within the margin of error for all political parties across every region in Alberta.