

Report

Elections Alberta

Survey of Eligible Voters



DATE 2019-05-23

Leger

We know Canadians



CONTEXT AND OBJECTIVES

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Context

In 2019, Leger was contracted by Elections Alberta to conduct research on eligible voters to undertake an assessment of voting process among both voters and non-voters after the April 2019 provincial election.

Objectives

The key objectives of the research are to:

- Profile the Alberta Adult population within the context of voting (who voted / who didn't / barriers for those who didn't);
- Measure awareness and impact of media campaign promoting voting, including awareness of specific media used;
- Assess whether voters received the information they require to vote;
- Determine if voters were on the voting list and, if so, how they got on the list;
- Gauge awareness/knowledge of how to get on the voter list;
- Assess information sourcing for the electoral process (who to contact for Election information);
- Evaluate voter experience at polling stations (convenience of location, staff, wait times);
- Evaluate voter experience with Elections Alberta;
- Assess voter knowledge of voting process;
- Gauge the importance of voting among the general public and within specific segments of the voting population;
- Measure overall satisfaction with the voting process;
- Determine awareness, usage and satisfaction of online voter registration (VoterLink);
- Determine awareness, usage and satisfaction of advanced polling;
- Determine eligibility of voting among the general population;
- Understand awareness and expectations about the timeframe to make election results available to the public; and
- Measure support/opposition to possible changes to the election process, such as use of technology in polling places, fixed election dates, preference for weekday versus weekend voting, and requirements to show identification prior to receiving a ballot.



METHODOLOGY

METHODOLOGY

Data Collection

- Leger conducted 1,201 online interviews with eligible voters.
- Interviews were conducted using Leger's online panel, Legerweb.com.
- Interviews were conducted between April 24 and May 4, 2019.

Target Respondents

- In order to qualify as an eligible voter, respondents need to meet the following criteria:
 - ✓ 18 Years of age or older
 - ✓ Lived in Alberta for the past 6 months
 - ✓ Canadian Citizen

Statistical Reliability

As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error for a sample size of 1,201 would have been ± 2.8 percentage points, 19 times out of 20.

Analysis and Reporting

- Data has been weighted by gender, age, and region to match the population proportions reported by Statistics Canada.



SUMMARY OF FINDINGS

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Awareness and Credibility of Elections Alberta

- The majority of eligible voters (57%) identified Elections Alberta as the organization responsible for establishing polling stations, preparing the voter information card and providing the information on voter registration and advanced polls.
- Nearly three-quarters of eligible voters (73%) rate Elections Alberta as a credible source of information. Elections Alberta is perceived as more credible than any other source.

Ad Recall

- Over seven-in-ten (72%) eligible voters recall ads from Elections Alberta. Of those who recall ads, the majority (59%) recall seeing or hearing the ads on television.
- For the majority of eligible voters who saw the Elections Alberta ads (62%), the ads had no impact on their voting. However, a third of eligible voters who saw or heard the ads (33%) indicated that the ads made them more likely to vote.

Communications

- Over four-in-five eligible voters (82%) received a voter information card delivered to their home. Of those who received a card, over nine-in-ten (93%) recall the information on the voter card about where to vote as being correct.
- Over a quarter of eligible voters (27%) remember seeing newspaper ads containing maps showing where to vote.

Voters List

- The majority of eligible voters (85%) had their name on the voters list in the recent Alberta election.
- Besides from already being on the voters list (50%), just under half of eligible voters (48%) indicate that someone can get their name on the voters list by being enumerated.
- Over half of eligible voters (56%) said they participated in the 2018 Provincial Enumeration.
- Over a third of eligible voters would prefer to be added to or have their information updated on the Register of Electors by having it update automatically from other provincial sources (36%), or by online application (33%).
- Three quarters of eligible voters (75%) believe that if someone's name was not on the voter's list they are still eligible to vote, and to get their name on the voters list the majority (75%) believe they can show ID at the polling station to get their name on the list.

SUMMARY OF FINDINGS CONTINUED

Voters Link

- Two-in-five eligible voters (41%) are aware of VOTERLINK. Of those aware, just under half have ever used VOTERLINK (47%).
- Of eligible voters who have ever used VOTERLINK, three quarters (75%) were satisfied (6,7 rating) with VOTERLINK.

Voting Behaviour

- The majority of eligible voters (82%) say they voted in the April 2019 provincial election.
- Nearly half of eligible voters who said they did not vote (48%) indicate there was no particular reason as to why they did not vote in the April 2019 provincial election. Over half of those who did not vote (52%) indicate that nothing would have encouraged them to vote.
- Just over three-in-seven eligible voters who voted in the April 2019 provincial election (46%) voted in the advance poll. Just under a third (31%) of those who voted in the advance poll indicated the ability to vote at an alternative location allowed them to vote when they may not have voted otherwise.
- The majority of eligible voters who voted in the April 2019 provincial election (84%) said they were aware they could vote anywhere in the province in the advanced polls.
- The majority of eligible voters who reported having voted in the April 2019 provincial election (78-86%) were satisfied with all aspects of the voting process.
- The majority of eligible voters who voted in the April 2019 provincial election (85%) have no problems with the voting or any suggestions on how to improve the voting process.

Voting Profile

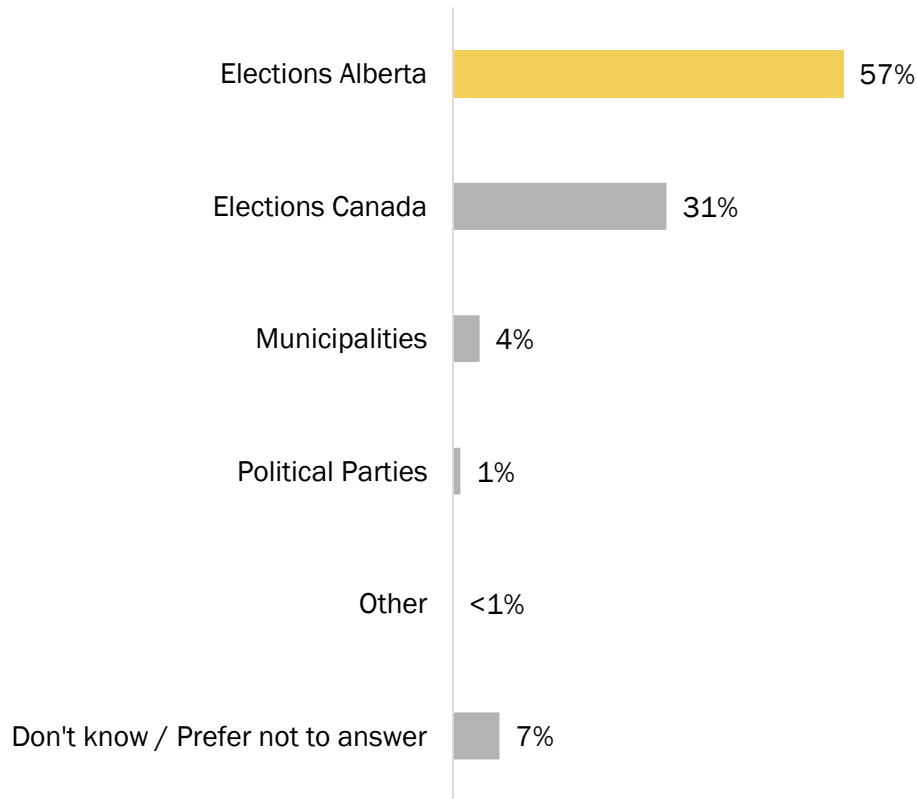
- The majority of eligible voters (84%) think it is important that people vote in a provincial election.
- The majority of eligible voters (83%) say they are likely to vote in the next provincial election.
- Two thirds of eligible voters (68%) report being aware that not all unofficial results are available on Election night. Over half of eligible voters (60%) think that two (2) days or less are a reasonable number of days to complete the count of all ballots and report Election results.
- Three quarters of eligible voters (75%) support technology to be used in polling places.
- Two thirds of eligible voters (68%) support a fixed election date. And over half of eligible voters (57%) would prefer the election date to be on a weekday.
- The majority of eligible voters (86%) think that electors should have to show identification prior to receiving their ballot.

A close-up photograph of a person's hand holding a pen, positioned as if about to write on a document. The background is blurred, showing what appears to be a window with horizontal blinds. The lighting is warm and natural.

DETAILED RESULTS

Awareness and Credibility of Elections Alberta

The majority of eligible voters identified Elections Alberta as the organization responsible for establishing polling stations, preparing the voter information card and providing the information on voter registration and advanced polls.

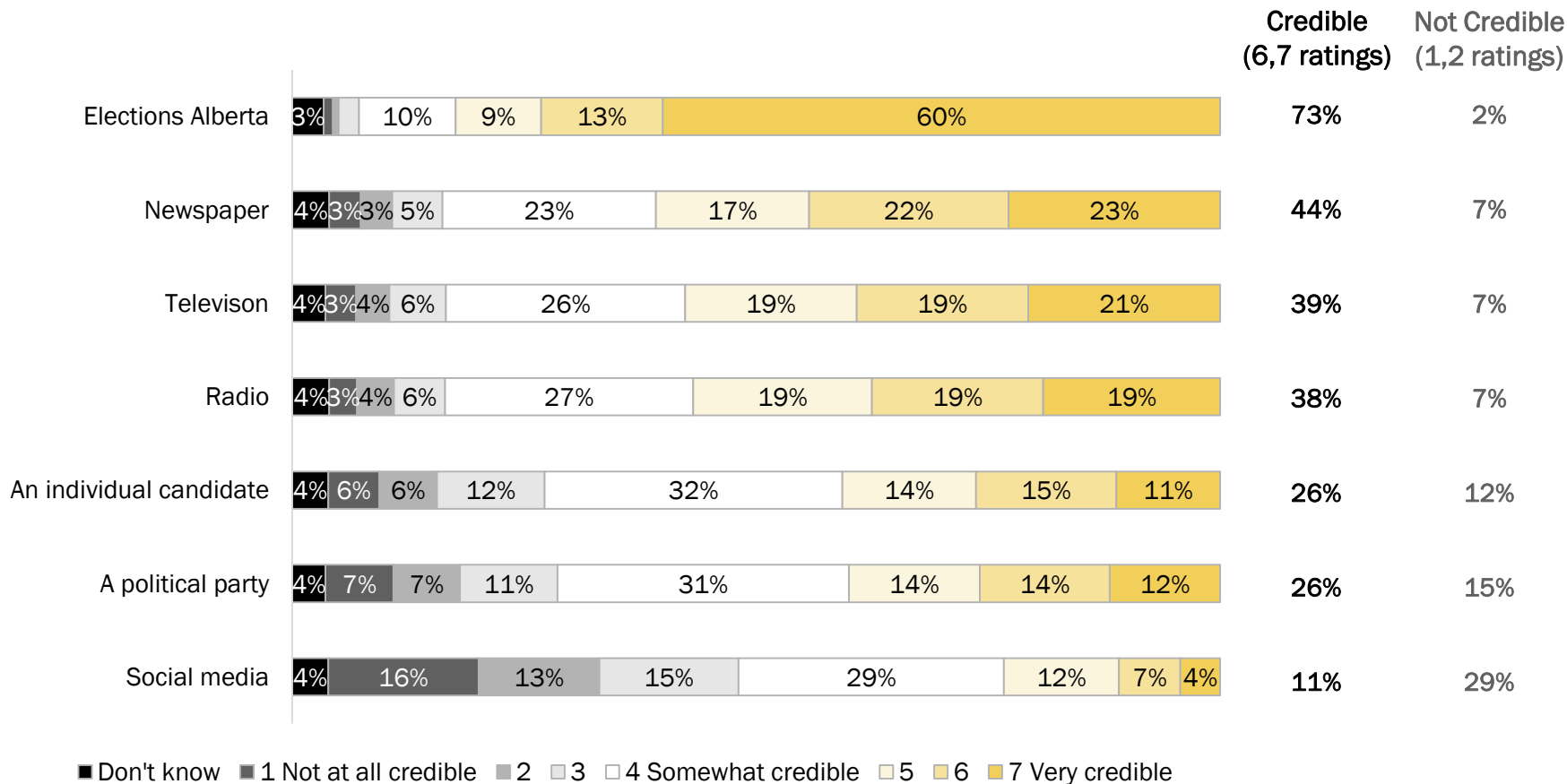


- Those in the following groups are more likely to identify Elections Alberta as the organization responsible:
- Males
 - 55 years of age or older
 - University educated
 - Recall ads from Elections Alberta
 - Recall receiving a voter information card
 - Voted in the 2019 provincial election
 - Believe voting is important (6,7 ratings)
 - Likely to vote in the next provincial election (6,7 ratings)

Base: Eligible voters (n=1,201)

Q1. As far as you know, what organization is responsible for establishing polling stations, preparing the voter information card and providing the information on voter registration and advanced polls?

Nearly three-quarters of eligible voters rate Elections Alberta as a credible source of information. Elections Alberta is perceived as more credible than any other source.



Those in the following groups are more likely to rate Elections Alberta as a credible source of information:

- 55 years of age or older
- University educated
- Recall ads from Elections Alberta
- Recall receiving a voter information card
- Believe voting is important (6,7 ratings)
- Voted in the 2019 provincial election

Base: Eligible voters (n=1,201)
Responses 2% or less are not labelled

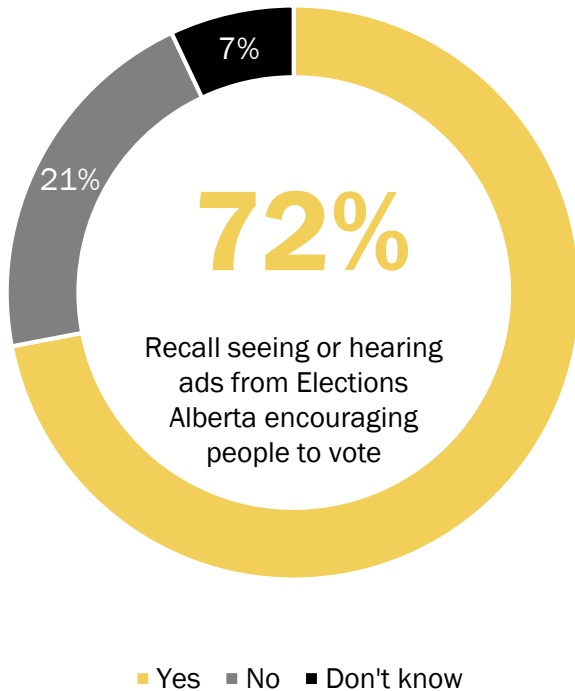
Q2. The following is a list of organizations that could provide you with information about the elections process in Alberta including voting rules, location of polls, what to do on polling day, etc. For each of them, please rate how credible you think information from this source would be, on a scale of 1 to 7 where 1 is NOT at all CREDIBLE, 4 is SOMEWHAT CREDIBLE and 7 is VERY CREDIBLE. How credible is:

A close-up photograph of a person's hand holding a pen, positioned over a document. The background is blurred, showing what appears to be a window with horizontal blinds. The lighting is warm and natural.

DETAILED RESULTS

Ad Recall

Over seven-in-ten eligible voters recall ads from Elections Alberta. Of those who recall ads, the majority recall seeing or hearing the ads on television.



Where did you see or hear these ads?*	
Television	59%
Radio	41%
Online	31%
Newspaper	29%
Facebook	28%
Billboard Signs	27%
Instagram	10%
Twitter	8%
Snapchat	3%
Mail (flyer, etc.)	1%
Other	1%
Don't know	2%

Those in the following groups are more likely to recall seeing or hearing ads from Elections Alberta:

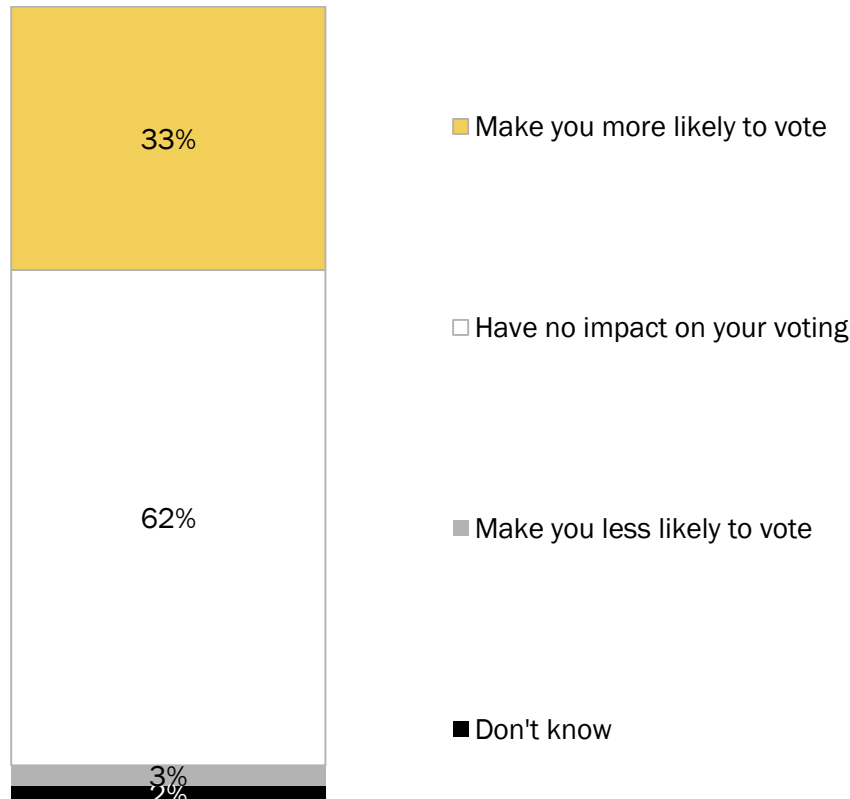
- 18 to 24 years of age
- University educated
- Recall ads newspaper ads
- Participated in the 2018 Provincial Enumeration
- Aware of VOTERLINK
- Voted in the 2019 provincial election
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)

Base: Eligible voters (n=1,201)

*Base: Eligible voters who recall seeing or hearing ads from Elections Alberta (n=863) / Mentions less than 1% are not shown

Q3. Do you recall seeing or hearing ads from Elections Alberta encouraging people to vote? Q4. Where did you see or hear these ads?

For the majority of eligible voters who saw or heard the Elections Alberta ads, the ads had no impact on their voting. However, a third of eligible voters who recalled the ads indicated that the ads made them more likely to vote.



Those in the following groups are more likely to vote when seeing the ads:

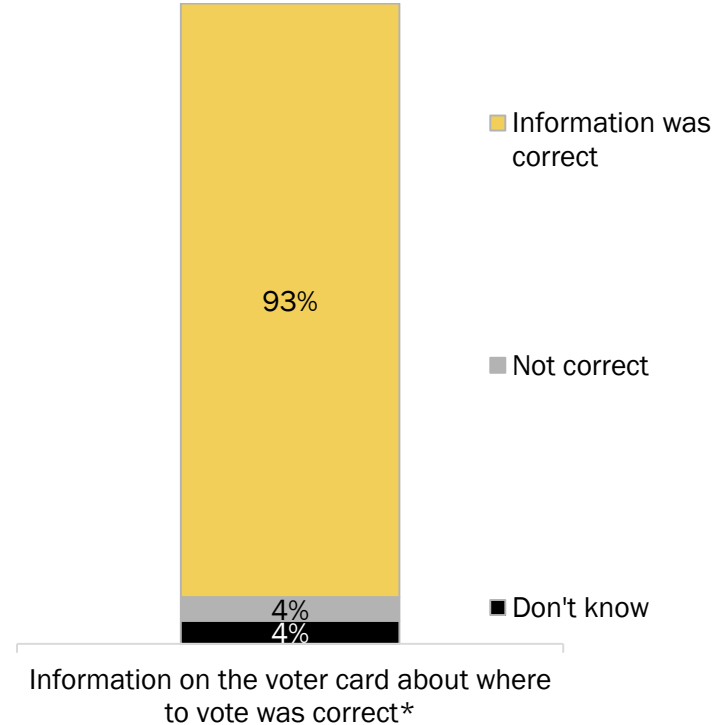
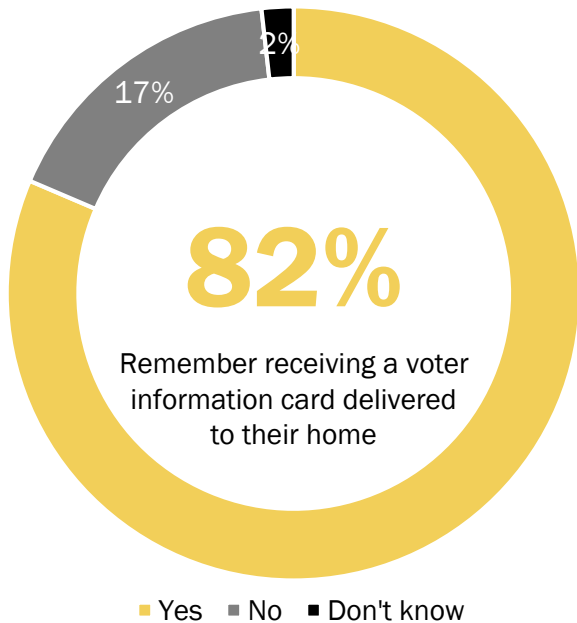
- Edmonton and Calgary residents
- 18 to 34 years or age

A close-up photograph of a person's hand holding a pen, positioned over a document. The background is blurred, showing what appears to be a window with horizontal blinds. The lighting is warm and natural.

DETAILED RESULTS

Communications

Over four-in-five eligible voters said they received a voter information card delivered to their home. Of those who received a card, over nine-in-ten recall the information on the voter card about where to vote as being correct.



Those in the following groups are more likely to remember receiving a voter information card:

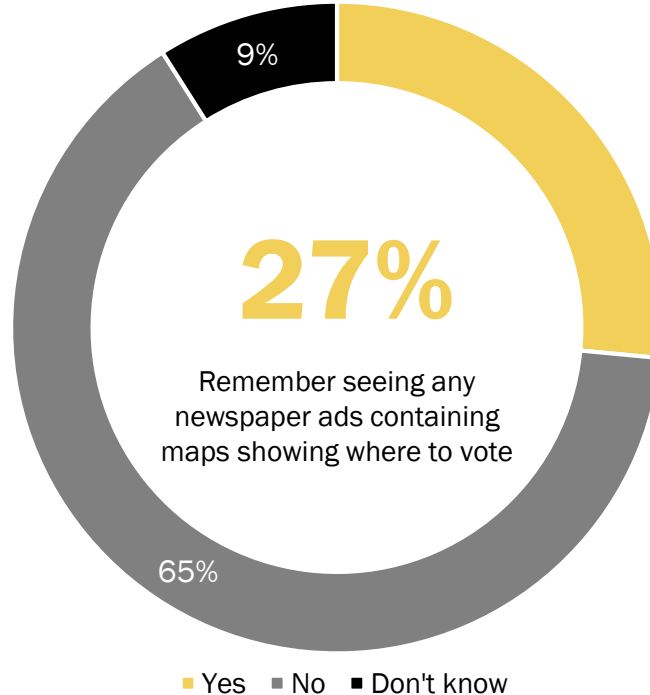
- In Edmonton and Calgary
- 55 years of age or older
- Recall Elections Alberta ads
- Participated in the 2018 Provincial Enumeration
- Aware of VOTERLINK
- Voted in the 2019 provincial election
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)

Base: Eligible voters (n=1,201)

*Base: Eligible voters who received a voter information card delivered to their home (n=1,003)

Q6. Do you remember receiving a voter information card delivered to your home telling you where to vote and providing phone numbers and other election information? Q7. Do you recall if the information on the voter card about where to vote was correct?

Over a quarter of eligible voters remember seeing newspaper ads containing maps showing where to vote.



Those in the following groups are more likely to remember seeing any newspaper ads containing maps showing where to vote:

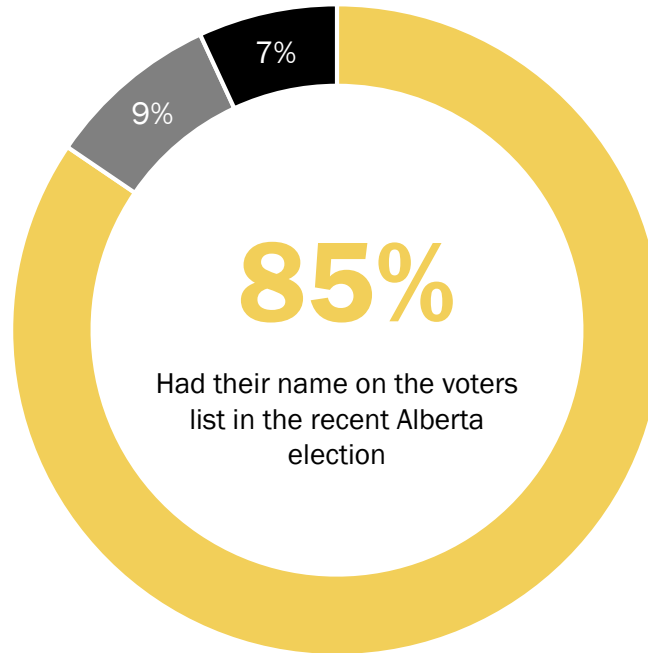
- Males
- 18 to 24 years of age, and 65 years of age and older
- Recall Elections Alberta ads
- Participate in the 2018 Provincial Enumeration
- Aware of VOTERLINK

A close-up photograph of a person's hand holding a document. The hand is positioned on the left side of the frame, with fingers gripping the edge of a white sheet of paper. The background is blurred, showing horizontal lines, possibly from a window blind or a wall panel. The lighting is warm and soft.

DETAILED RESULTS

Voters List

The majority of eligible voters had their name on the voters list in the recent Alberta election.



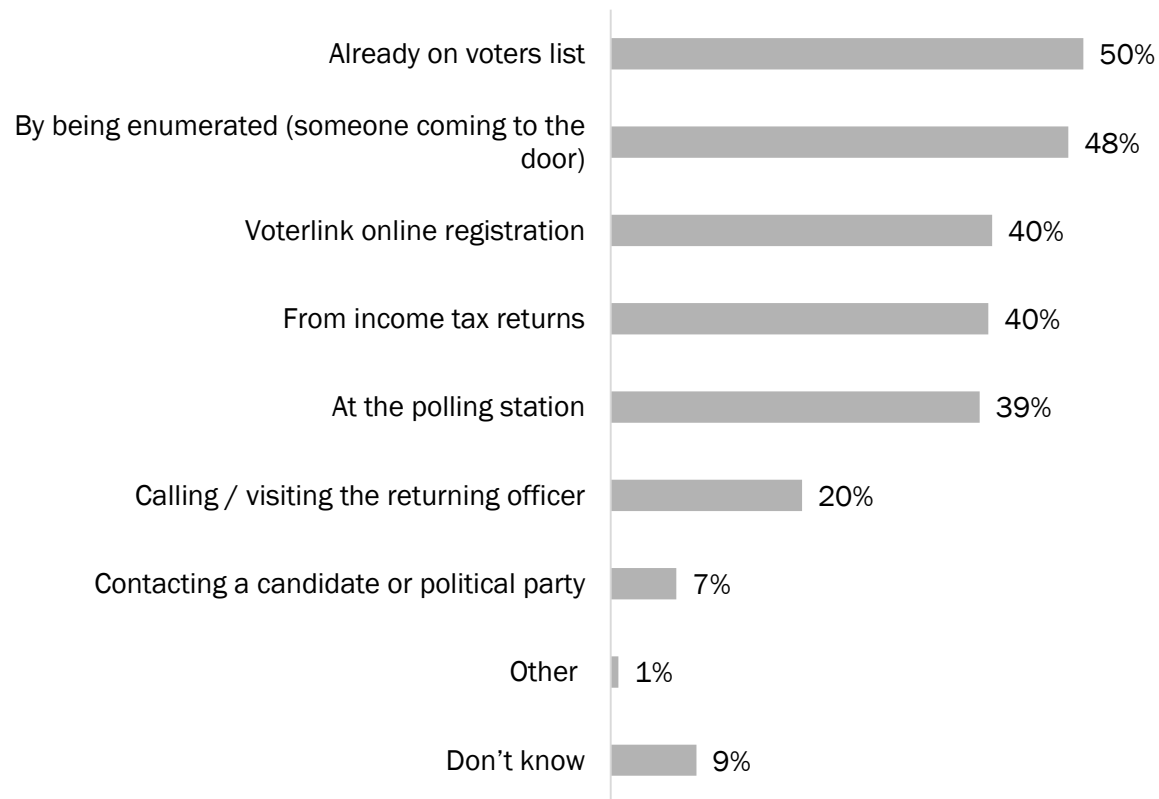
■ Yes ■ No ■ Don't know

Those in the following groups are more likely to have their name on the voters list in the recent Alberta election:

- 55 years of age or older
- University or college educated
- Received a voters information card
- Participate in the 2018 Provincial Enumeration
- Aware of VOTERLINK
- Has used VOTERLINK
- Voted in the 2019 provincial election
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)

The top mentions about how to get on the voters list are already being on the list and by being enumerated.

How does someone get their name on the voters list?

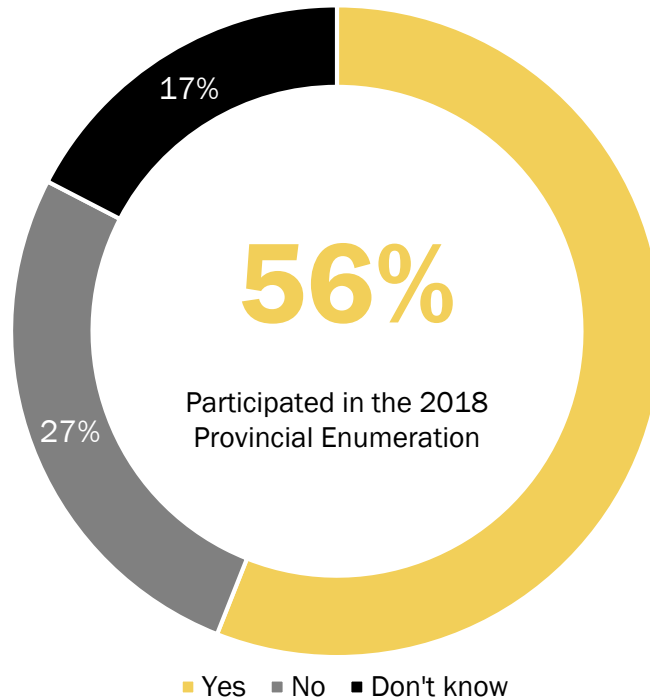


Base: Eligible voters (n=1,201)

Multiple mentions allowed.

Q9a. As far as you are aware, how does someone get their name on the voters list?

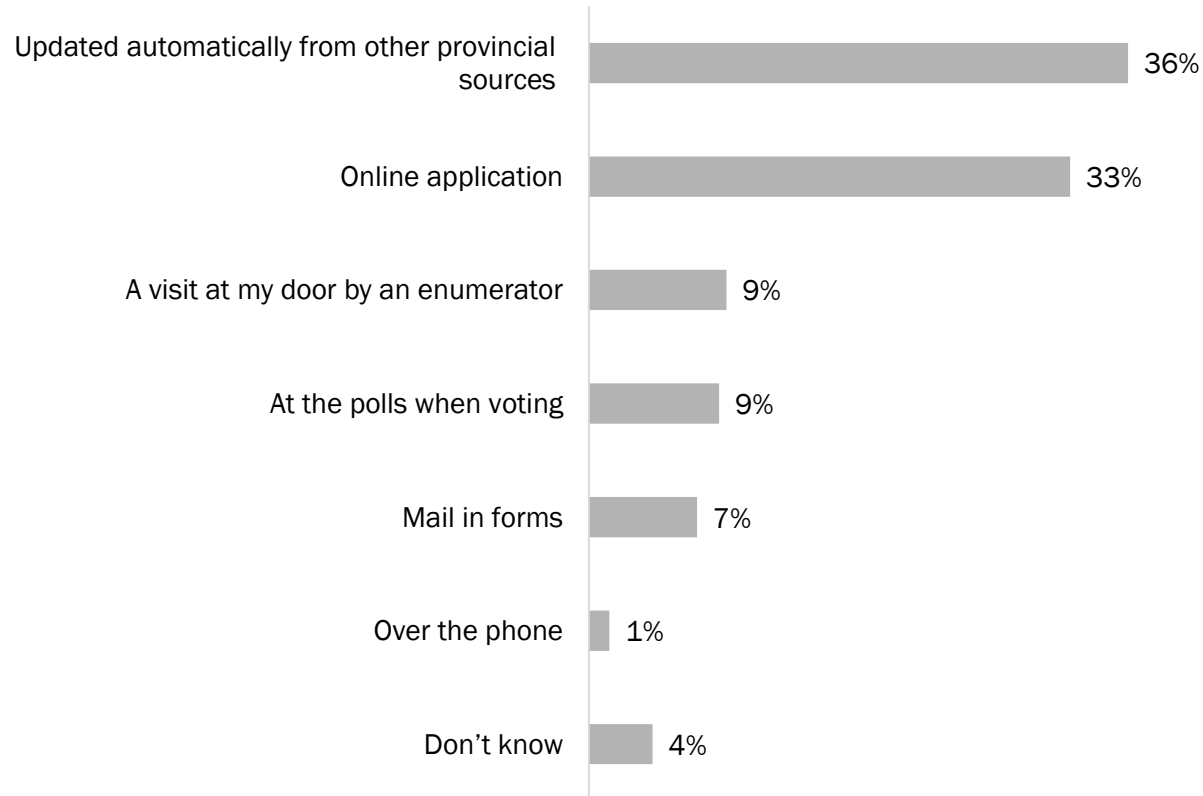
Over half of eligible voters said they participated in the 2018 Provincial Enumeration.



Those in the following groups are more likely to participated in the 2018 Provincial Enumeration:

- In Edmonton and Calgary
- 55 years of age or older
- Recall Elections Alberta Ads
- Recall newspaper ads
- Received a voters information card
- Aware of VOTERLINK
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)

A third or more of eligible voters would prefer to be added to, or have their information updated, on the Register of Electors by having it update automatically from other provincial sources, or by online application.

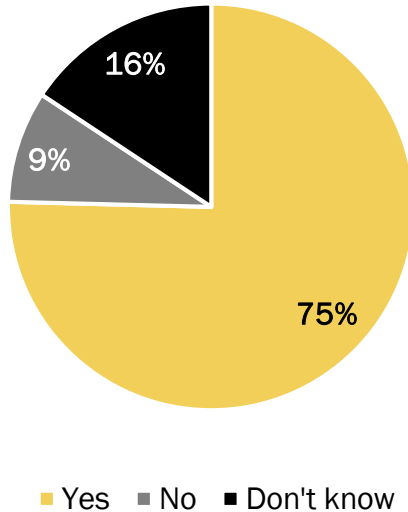


Base: Eligible voters (n=1,201)

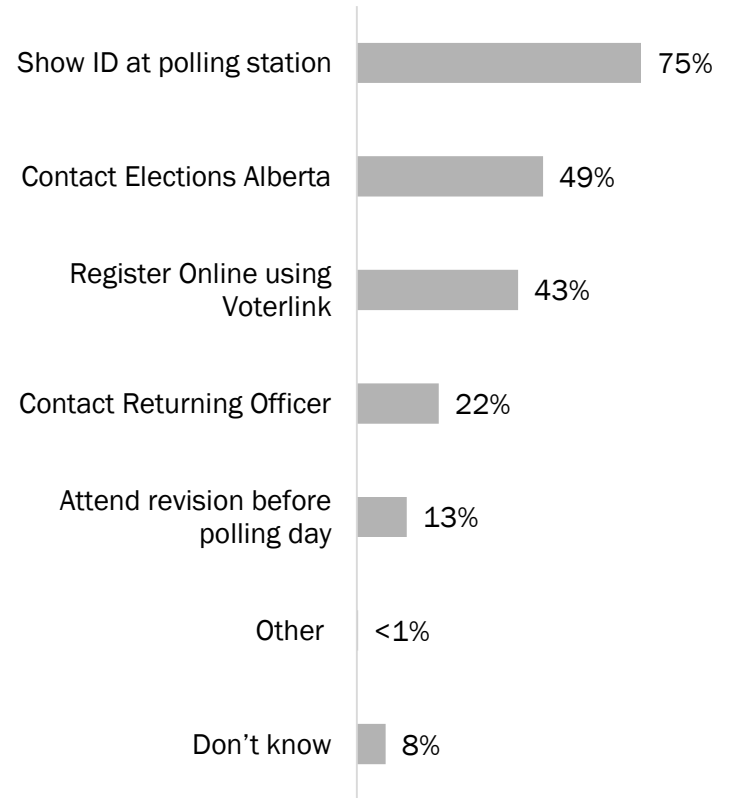
Q11. How would you prefer to be added to or update your information on the Register of Electors?

Three-quarters of eligible voters believe that if someone’s name was not on the voter’s list they are still eligible to vote, and to get their name on the voters list the majority believe they can show ID at the polling station.

If someone’s name was not on the voter’s list were they still eligible to vote?



If someone’s name does not appear on the voters list, what could they have done to get their name on it?*



Those in the following groups are more likely to agree that if someone’s name was not on the voter’s list they are still eligible to vote:

- 55 years of age or older
- Recall Elections Alberta Ads
- Recall newspaper ads
- Received a voters information card
- Aware of VOTERLINK
- Voted in the 2019 Provincial Election
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)

Base: Eligible voters (n=1,201)

*Multiple mentions allowed.

Q12. As far as you know, if someone’s name was not on the voter’s list, were they still eligible to vote? Q13. As far as you know, if someone’s name does not appear on the voters list, what could they have done to get their name on it?

A close-up photograph of a person's hand holding a pen, positioned as if about to write on a document. The background is blurred, showing what appears to be a window with horizontal blinds. A semi-transparent grey bar is overlaid at the bottom of the image, containing the text.

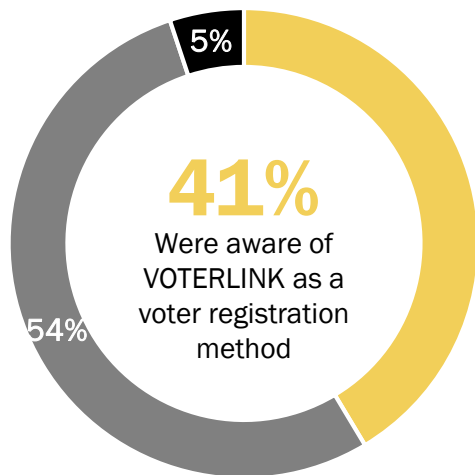
DETAILED RESULTS

Voters Link

Two-in-five eligible voters are aware of VOTERLINK. Of those aware, just under half report having ever used VOTERLINK.

voterlink

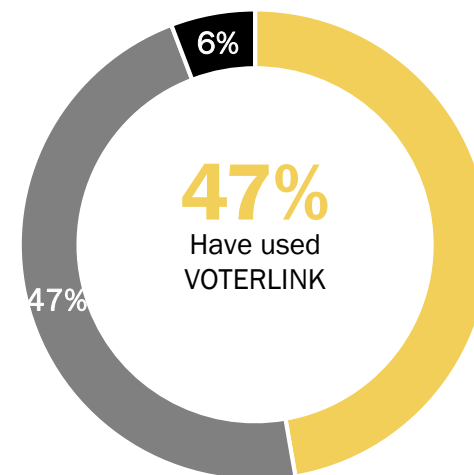
is a secure online method of voter registration



■ Yes ■ No ■ Not sure

Those in the following groups are more likely to be aware of VOTERLINK:

- Females
- Recall Elections Alberta Ads
- Received a voters information card
- Recall newspaper ads
- Participated in the 2019 Provincial Election
- Voted in the 2019 Provincial Election
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)
- University educated



■ Yes ■ No ■ Not sure

Those in the following groups are more likely to have used VOTERLINK:

- 18 to 34 years of age
- Recall newspaper ads
- University educated

Base: Eligible voters (n=1,201)

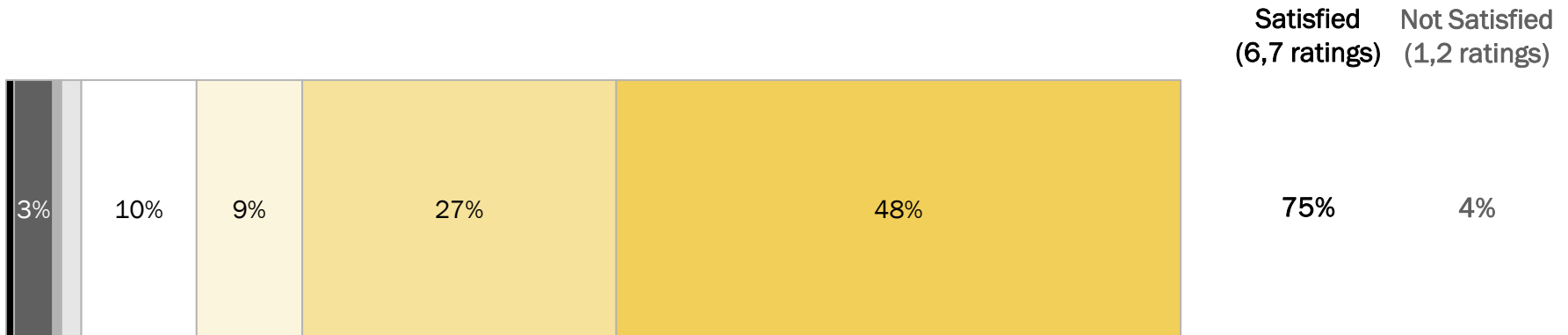
*Base: Eligible voters aware of VOTERLINK (n=506)

Q14. VOTERLINK is a secure online method of voter registration. Before this survey, were you aware of this voter registration method? Q15. Have you ever used VOTERLINK?

Of eligible voters who have ever used VOTERLINK, three quarters were satisfied (6,7 ratings) with VOTERLINK.



is a secure online method of voter registration



■ Don't know ■ 1 Not at all satisfied ■ 2 ■ 3 □ 4 Somewhat satisfied □ 5 □ 6 ■ 7 Completely satisfied

Those who are satisfied (6,7 ratings) with their 2019 voting experience are more likely to be satisfied with VOTERLINK.

Base: Eligible voters who have used VOTERLINK (n=234)

Responses 2% or less are not labelled

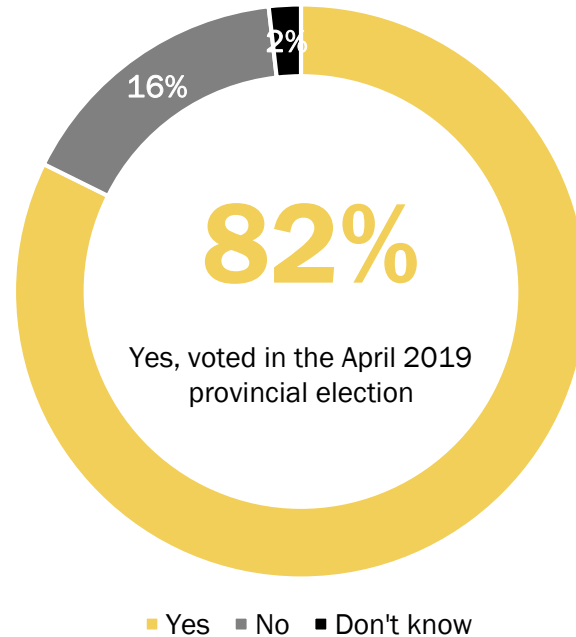
Q16. How satisfied are you with VOTERLINK?

A close-up photograph of a person's hand holding a pen, positioned as if about to write on a document. The background is blurred, showing what appears to be a window with horizontal blinds. A semi-transparent grey bar is overlaid at the bottom of the image, containing the text.

DETAILED RESULTS

Voting Behaviour (Self-Reported)

The majority of eligible voters say they voted in the April 2019 provincial election.



Those in the following groups are more likely to have voted in the April 2019 provincial election:

- In Edmonton
- 55 years of age or older
- Recall Elections Alberta Ads
- Received a voters information card
- Recall newspaper ads
- Aware of VOTERLINK
- Participated in the 2018 Provincial Enumeration
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)
- University educated

Base: Eligible voters (n=1,201)

Q17. In any election some people choose to vote, and some do not vote. Did you happen to vote in the April 2019 provincial election?

Nearly half of eligible voters who did not vote in the April 2019 provincial election indicate they did not have any particular reason for not voting. Over half of those who didn't vote indicate nothing would have encouraged them to vote.

Why didn't you vote?

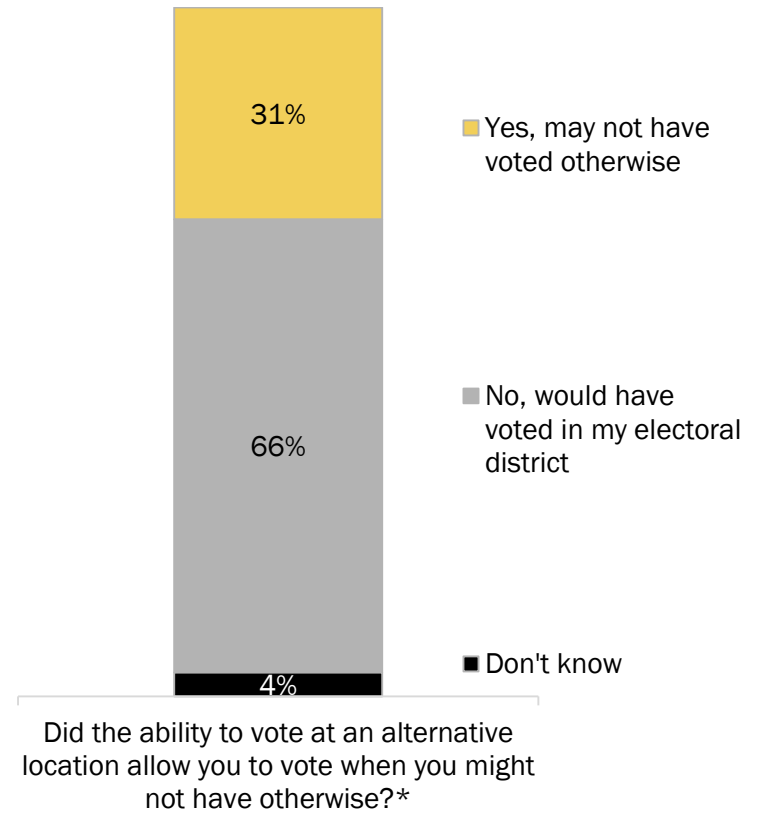
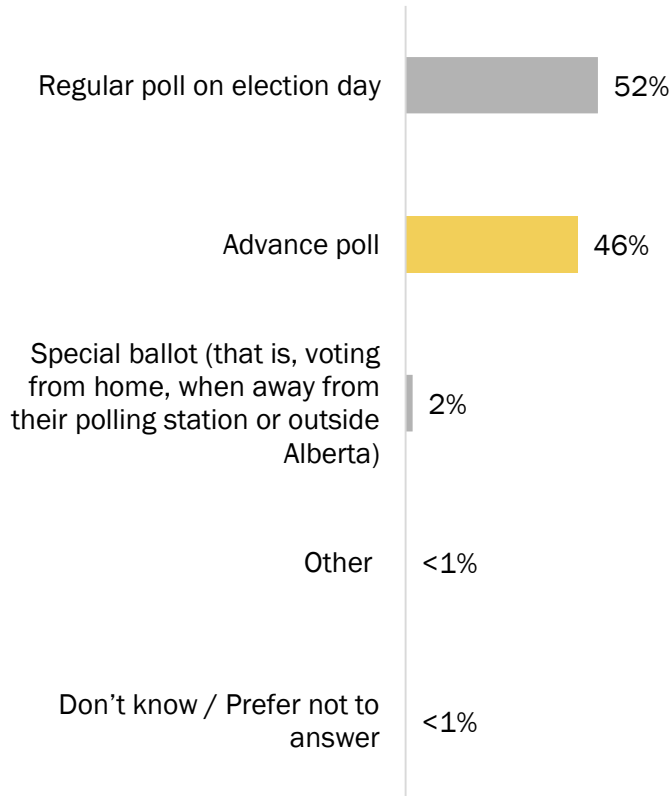
No reason in particular	48%
I was out of the province/country	8%
No credible candidates	7%
I do not support any of them / dislike politics	5%
Didn't have time	4%
Health issues	3%
I was not informed enough	3%
I had to work	2%
Did not receive voter registration card	2%
I was not registered	1%
Too tired	1%
Mobility issues	1%
I forgot / thought it was the next day	1%
My registration did not go through after using VoterLink	1%
Wasn't sure where to go / Not clear where to go	1%
Voter card went to wrong address	1%
Other	7%
Don't know / Prefer not to answer	6%

What, if anything, would have encouraged you to vote in the recent election?

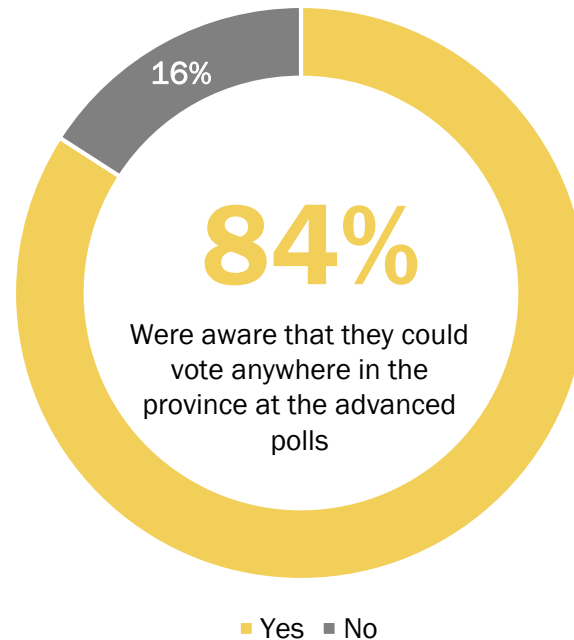
Nothing	52%
To vote online	5%
If I had informed myself about each party platform	4%
Better candidates	4%
Honest candidates	4%
Being able to register online	2%
I was just out of the province/country	2%
Information on locations	1%
More time	1%
Receiving a voter card	1%
Other	4%
Don't know / Prefer not to answer	23%

Just over three-in-seven eligible voters who reported having voted in the April 2019 provincial election say they voted in the advance polls. Just under a third of those who voted in the advance polls indicated the ability to vote at an alternative location allowed them to vote when they may not have voted otherwise.

How They Voted



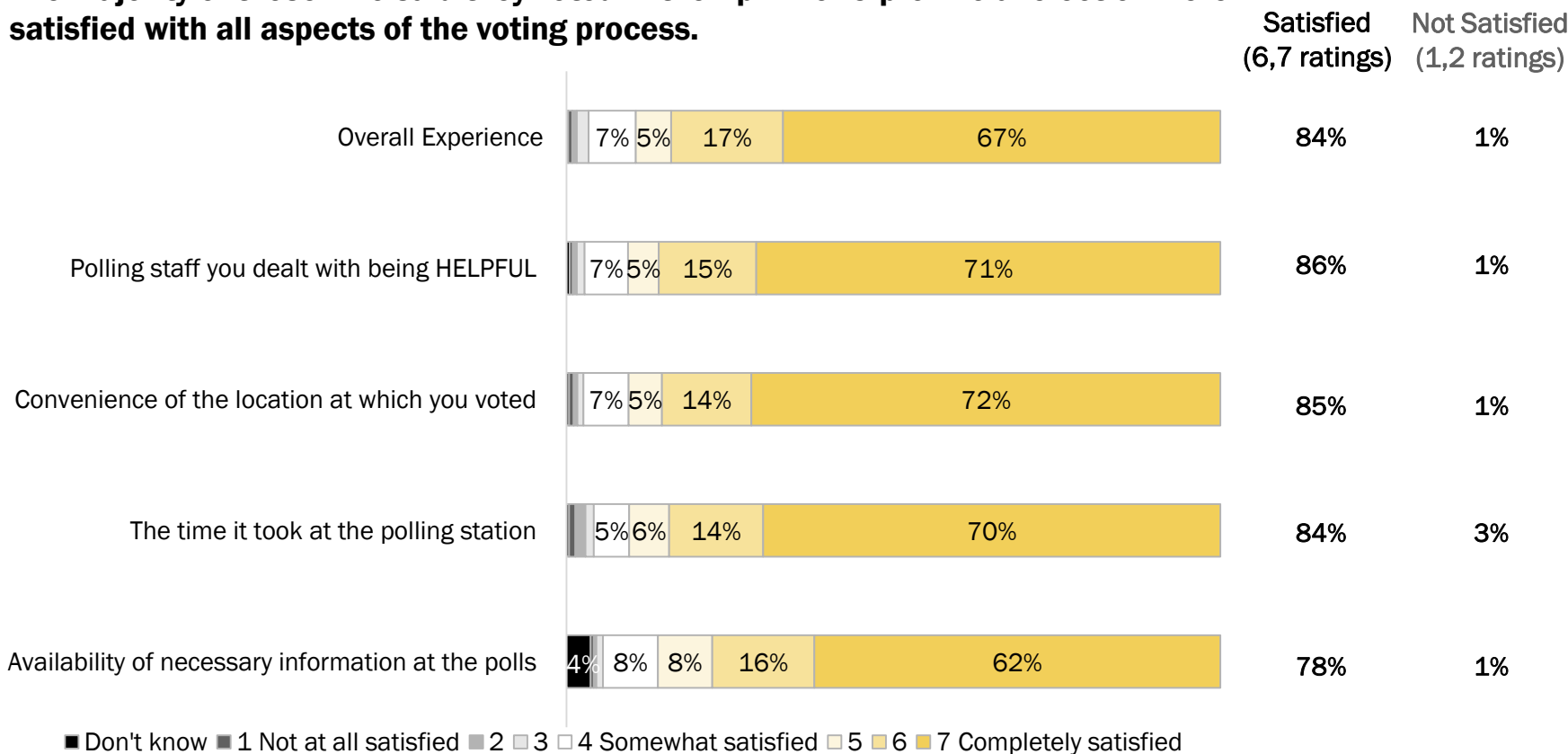
The majority of those who reported having voted in the April 2019 provincial election said they were aware they could vote anywhere in the province in the advanced polls.



Those in the following groups are more likely to be aware that they could vote anywhere in the province at the advanced polls:

- Males
- Recall Elections Alberta Ads
- Received a voters information card
- Recall newspaper ads
- Aware of VOTERLINK
- Voted in the advanced poll (vs. regular poll)
- Likely to vote in the next provincial election (6,7 ratings)
- Satisfied (6,7 ratings) with their 2019 voting experience
- University and college educated

The majority of those who said they voted in the April 2019 provincial election were satisfied with all aspects of the voting process.



Those in the following groups are more likely to rate their overall experience as a satisfied (6,7 ratings):

- Females
- 55 years of age and older
- Likely to vote in the next provincial election (6,7 ratings)
- Recall Elections Alberta ads
- Recall receiving a voter information card
- Believe voting is important (6,7 ratings)

Base: Eligible voters who voted in the April 2019 provincial election (n=1,011)

Responses 2% or less are not labelled

Q23. Using the scale from one to seven where 1 means NOT AT ALL SATISFIED, 4 is SOMEWHAT SATISFIED and 7 is COMPLETELY SATISFIED, overall how satisfied are you with your experience when you went to vote? Q24. Using a scale from one to seven where 1 means NOT AT ALL SATISFIED, 4 is SOMEWHAT SATISFIED and 7 is COMPLETELY SATISFIED, rate your satisfaction with the following statements.

The majority of those who voted in the April 2019 provincial election have no problems with the voting or any suggestions on how to improve the voting process.

Suggestions on how to improve the voting process	
No suggestions / problems	85%
Not checking for ID (they must check)	2%
Better training for returning officers (know the process, etc.)	1%
To have good customer service from returning officers (rude, etc.)	1%
Confusing (fill in the oval, mark an X)	1%
Advance polling tally to be done earlier (to be counted on or before voting day, not after)	1%
Continue/extend advanced voting	1%
Polling station too small / crowded	1%
Have online voting	1%
Implement electronic voting	1%
Make voting mandatory	1%
Ensure that people only receive one voter card	1%
Clearer information (general)	1%
Other	2%
Don't know / Prefer not to answer	1%

Base: Eligible voters who voted in the April 2019 provincial election (n=1,011)

Responses less than 1% are not shown.

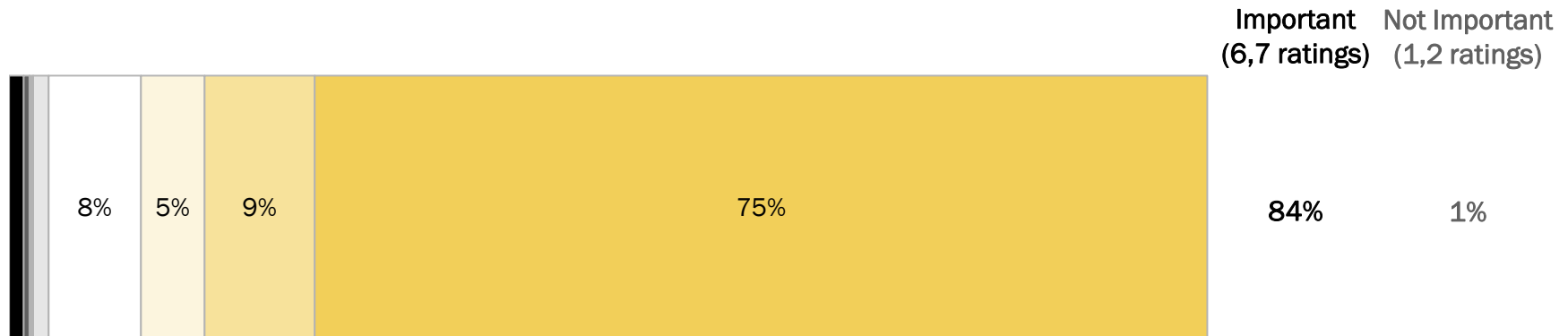
Q25. Did you have any problems with voting or any suggestions on how to improve the voting process?

A close-up photograph of a person's hand holding a pen, positioned as if about to write on a document. The background is blurred, showing what appears to be a window with horizontal blinds. A semi-transparent grey bar is overlaid at the bottom of the image, containing the text.

DETAILED RESULTS

Voting Profile

The majority of eligible voters think it is important that people vote in a provincial election.



■ Don't know ■ 1 Not at all important ■ 2 ■ 3 □ 4 Somewhat important □ 5 □ 6 ■ 7 Very important

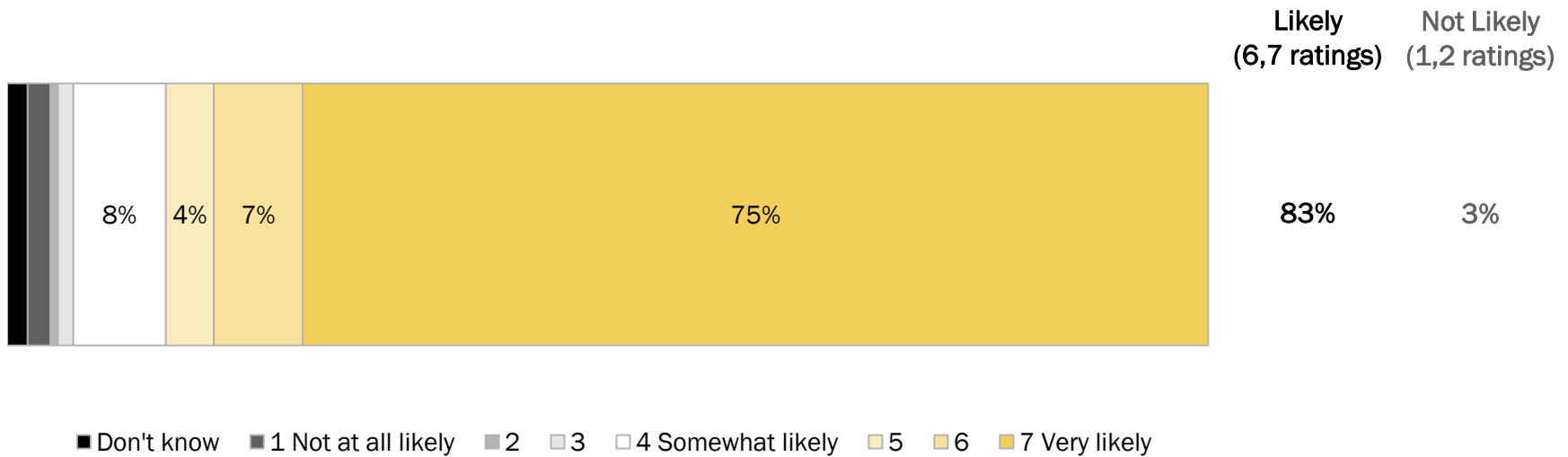
Those in the following groups are more likely to think it is important that people vote in a provincial election:

- Female
- 55 years of age or older
- Recall Elections Alberta ads
- Participated in the 2018 Provincial Enumeration
- Aware of VOTERLINK
- Voted in the 2019 provincial election
- Satisfied (6,7 ratings) with their 2019 voting experience
- Likely to vote in the next provincial election (6,7 ratings)
- University or college educated

Base: Eligible voters (n=1,201)
Responses 1% or less are not labelled

Q26. On a scale from one to seven where 1 means NOT AT ALL IMPORTANT, 4 means SOMEWHAT IMPORTANT and 7 means VERY IMPORTANT, how important is it that people vote in a provincial election?

The majority of eligible voters are likely to vote in the next provincial election.



- Those in the following groups are more likely to vote in the next provincial election:
- 55 years of age or older
 - Recall Elections Alberta ads
 - Received a voters information card
 - Participated in the 2018 Provincial Enumeration
 - Aware of VOTERLINK
 - Voted in the 2019 provincial election
 - Satisfied (6,7 ratings) with their 2019 voting experience
 - Believe voting is important (6,7 ratings)
 - University or college educated

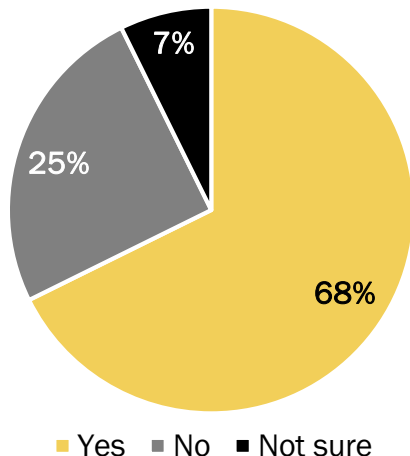
Base: Eligible voters (n=1,201)

Responses 2% or less are not labelled

Q27. On a scale from one to seven, where 1 is NOT AT ALL LIKELY, 4 is SOMEWHAT LIKELY and 7 is VERY LIKELY, how likely are you to vote in the next provincial election?

Over two-thirds of eligible voters are aware that not all unofficial results are available on election night. Over half of eligible voters think that 2 days or less is a reasonable time to complete the count of all ballots and report election results.

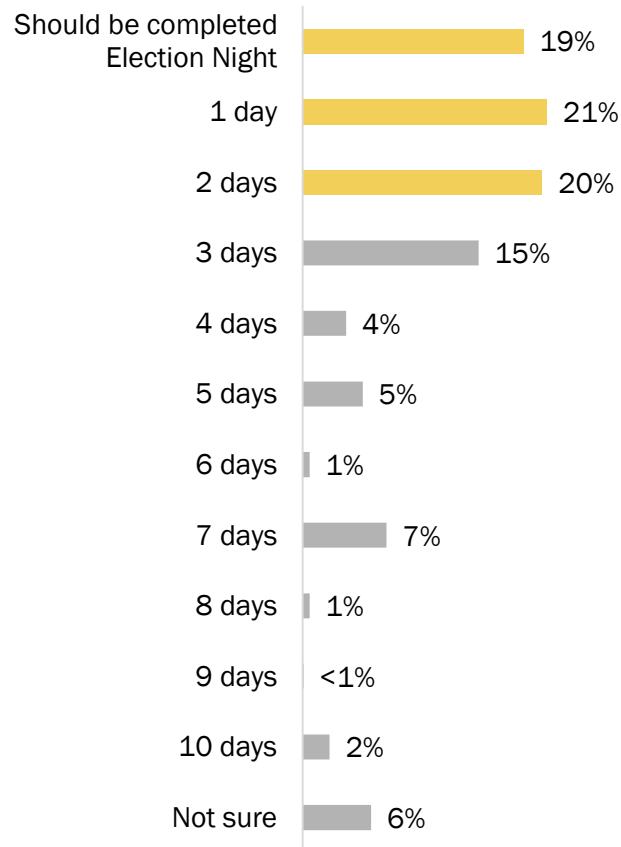
Aware that not all unofficial results were available on Election Night



Those in the following groups are more likely to be aware that not all unofficial results were available on Election night:

- 55 years of age or older
- Recall Elections Alberta Ads
- Recall newspaper ads
- Received a voters information card
- Participated in the 2018 Provincial Enumeration
- Aware of VOTERLINK
- Voted in the 2019 Provincial Election
- Satisfied (6,7 ratings) with their 2019 voting experience
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)
- University or college educated

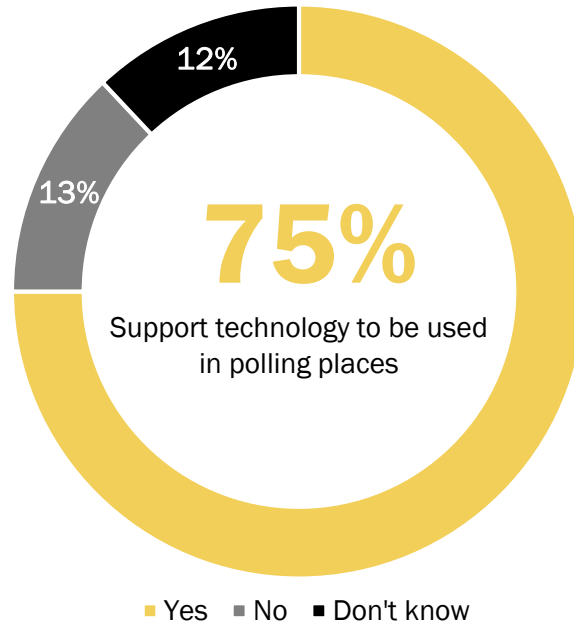
Reasonable number of days to complete the count of all ballots and report Election results



Base: Eligible voters (n=1,201)

Q28. Were you aware that not all unofficial results were available on Election night? Q29. How many days do you feel are reasonable to complete the count of all ballots and report the Election results?

Three-quarters of eligible voters support technology to be used in polling places to increase the efficiency and accuracy of the voting process and tabulation of results.



Those in the following groups are more likely to support technology used in polling places:

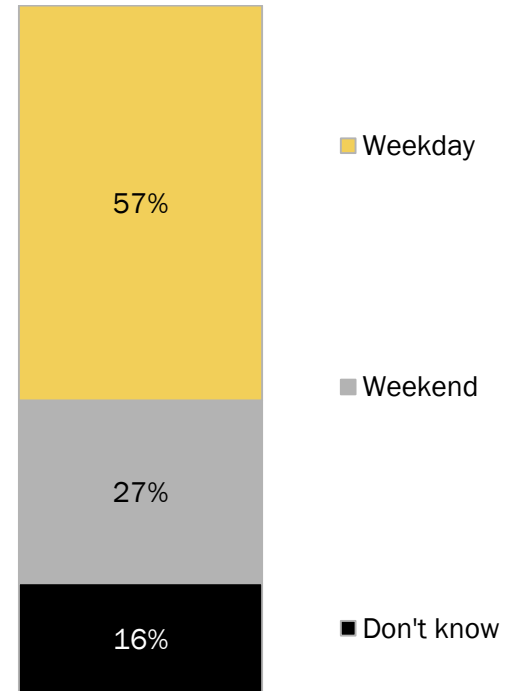
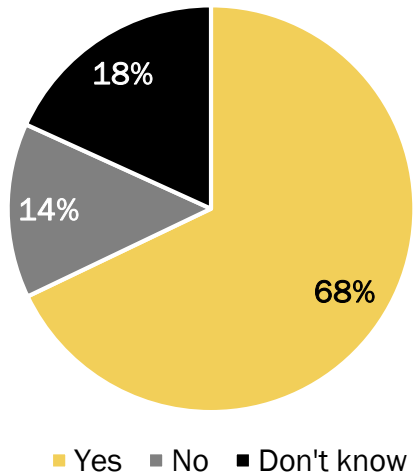
- Edmontonians
- 55 years of age or older
- Recall Elections Alberta Ads
- Received a voters information card
- Recall newspaper ads
- Participated in the 2018 Provincial Enumeration
- Aware of VOTERLINK
- Voted in the 2019 provincial election
- Voted in the advanced poll (vs. regular poll)
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)
- Satisfied (6,7 ratings) with their 2019 voting experience
- University and college educated

Base: Eligible voters (n=1,201)

Q30. Do you support technology to be used in polling places to increase the efficiency and accuracy of the voting process and tabulation of results?

Two-thirds of eligible voters support a fixed election date. The majority of eligible voters would prefer the election date to be on a weekday.

Support for a Fixed Election Date

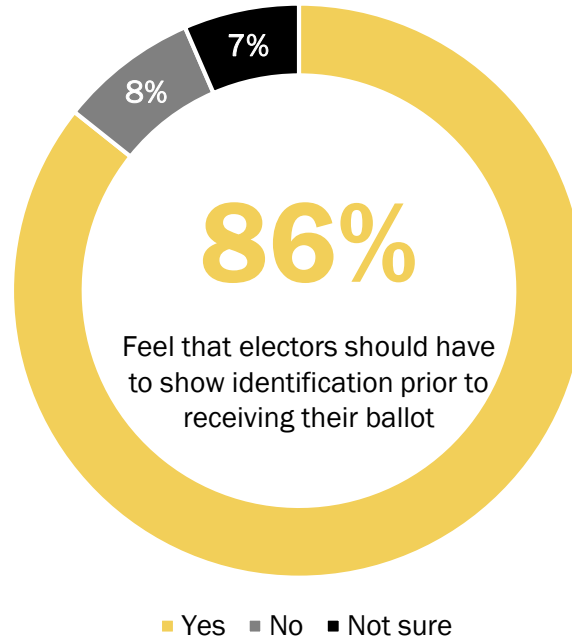


Those in the following groups are more likely to support a fixed election date:

- Males
- Recall newspaper ads
- Participated in the 2018 Provincial Enumeration
- Voted in the 2019 Provincial Election
- Likely to vote in the next provincial election (6,7 ratings)

If there was a fixed election date, would you prefer Election Date to be on a weekday or a weekend?

The majority of eligible voters think that electors should have to show identification prior to receiving their ballot.



Those in the following groups are more likely to feel that electors show have to show identification prior to receiving their ballot:

- 65 years of age or older
- Voted in the 2019 provincial election
- Voted in the advanced poll (vs. regular poll)
- Believe voting is important (6,7 ratings)
- Likely to vote in the next provincial election (6,7 ratings)
- University or college educated




RESPONDENT PROFILE

RESPONDENT PROFILE

	Total (n=1,201)
Region of Alberta	
Edmonton	33%
Calgary	35%
Another part of Alberta	33%
Gender	
Male	49%
Female	50%
Age	
18 to 24	11%
25 to 34	21%
35 to 44	19%
45 to 54	18%
55 to 64	16%
65 or older	16%

	Total (n=1,201)
Highest Level of Education	
Elementary School	<1%
Some High School	5%
High School Graduate	14%
Some Community or Technical College	11%
Community or Technical College Graduate	22%
Some University	13%
University Graduate	34%
Prefer not to answer	1%

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Panel management
- **Leger Communities**
Online community management
- **International Research**
Worldwide Independent Network (WIN)
- **Qualitative Research**
Room Rentals

400
EMPLOYEES



75
CONSULTANTS



6
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