



EYE ON ALBERTA

MAY 2014

Alberta's Public Affairs Monitor - PostMedia Release -

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RESEARCH METHODOLOGY

- Study fielded via online research panel
 - Field Dates: May 20 - 25, 2014
 - Panel Source: Voice of Alberta & Vision Critical
- n=1470
- Weighted to reflect gender, age, region of Alberta population according to Stats Canada
- Sample of 1470, margin of error, which measures sampling variability, is +/- 2.6%
- Margin of error larger & varies for subsamples

REGIONAL SAMPLE SIZES & MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error
ALBERTA TOTAL	1470	1470	+/- 2.6
Calgary CMA	516	493	+/- 4.3
Edmonton CMA	455	448	+/- 4.6
North	151	190	+/- 8.0
Central	178	177	+/- 7.4
South	170	161	+/- 7.5

STUDY SAMPLE FRAME ANALYTICS

- BY LAST PROVINCIAL VOTE -

	Actual Vote April 2012 Election	Sample Unweighted (n) %	Sample Weighted (n) %
Progressive Conservative	44%	(379) 42.7%	(328) 44%
Wildrose	34%	(323) 36.4%	(258) 34%
Liberal	10%	(73) 8.2%	(74) 10%
NDP	10%	(86) 9.7%	(74) 10%
Other	2%	(8) 1.0%	(7) 1%

RACE FOR PC LEADER

May 2014



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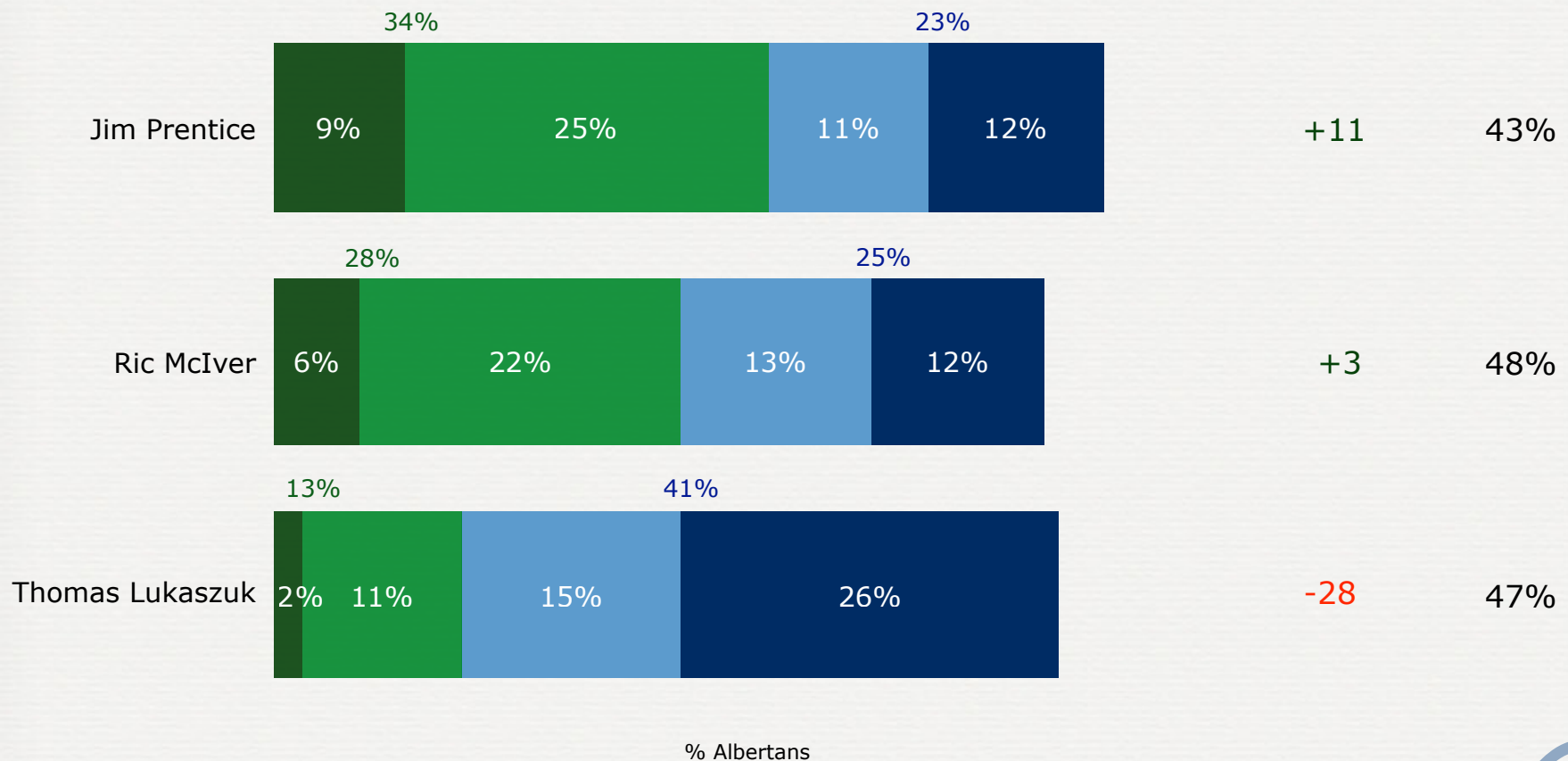


PUBLIC APPROVAL OF PC LEADER CANDIDATES

"Now we'd like you to evaluate each person as a potential new leader for the provincial Progressive Conservatives. Based on your personal feelings, please tell us if you would **approve** or **disapprove** of each person as the new leader of the Progressive Conservative Party of Alberta?"

■ Strongly approve
 ■ Somewhat approve
 ■ Somewhat disapprove
 ■ Strongly disapprove

Net
Approval Unsure



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PUBLIC APPROVAL OF PC LEADER CANDIDATES

- BY REGION -

“Now we’d like you to evaluate each person as a potential new leader for the provincial Progressive Conservatives. Based on your personal feelings, please tell us if you would **approve** or **disapprove** of each person as the new leader of the Progressive Conservative Party of Alberta?”

	Alberta Total	REGION				
		Calgary CMA	Edmonton CMA	North	Central	South
	(1470) %	(493) %	(448) %	(190) %	(177) %	(161) %
JIM PRENTICE						
Approve	34%	44%	27%	28%	29%	30%
Disapprove	23%	20%	29%	21%	21%	22%
Unsure	43%	35%	43%	51%	50%	48%
NET APPROVAL	+11	+24	-2	+7	+8	+8
RIC MCIVER						
Approve	28%	44%	17%	16%	18%	29%
Disapprove	25%	27%	26%	19%	25%	19%
Unsure	48%	28%	57%	65%	57%	52%
NET APPROVAL	+3	+17	-9	-3	-7	+10
THOMAS LUKASZUK						
Approve	13%	8%	21%	16%	11%	4%
Disapprove	41%	37%	45%	36%	45%	40%
Unsure	47%	55%	34%	48%	44%	56%
NET APPROVAL	-28	-29	-24	-20	-34	-36

PUBLIC APPROVAL OF PC LEADER CANDIDATES

- BY PROVINCIAL VOTE INTENTION & PC 2012 VOTERS -

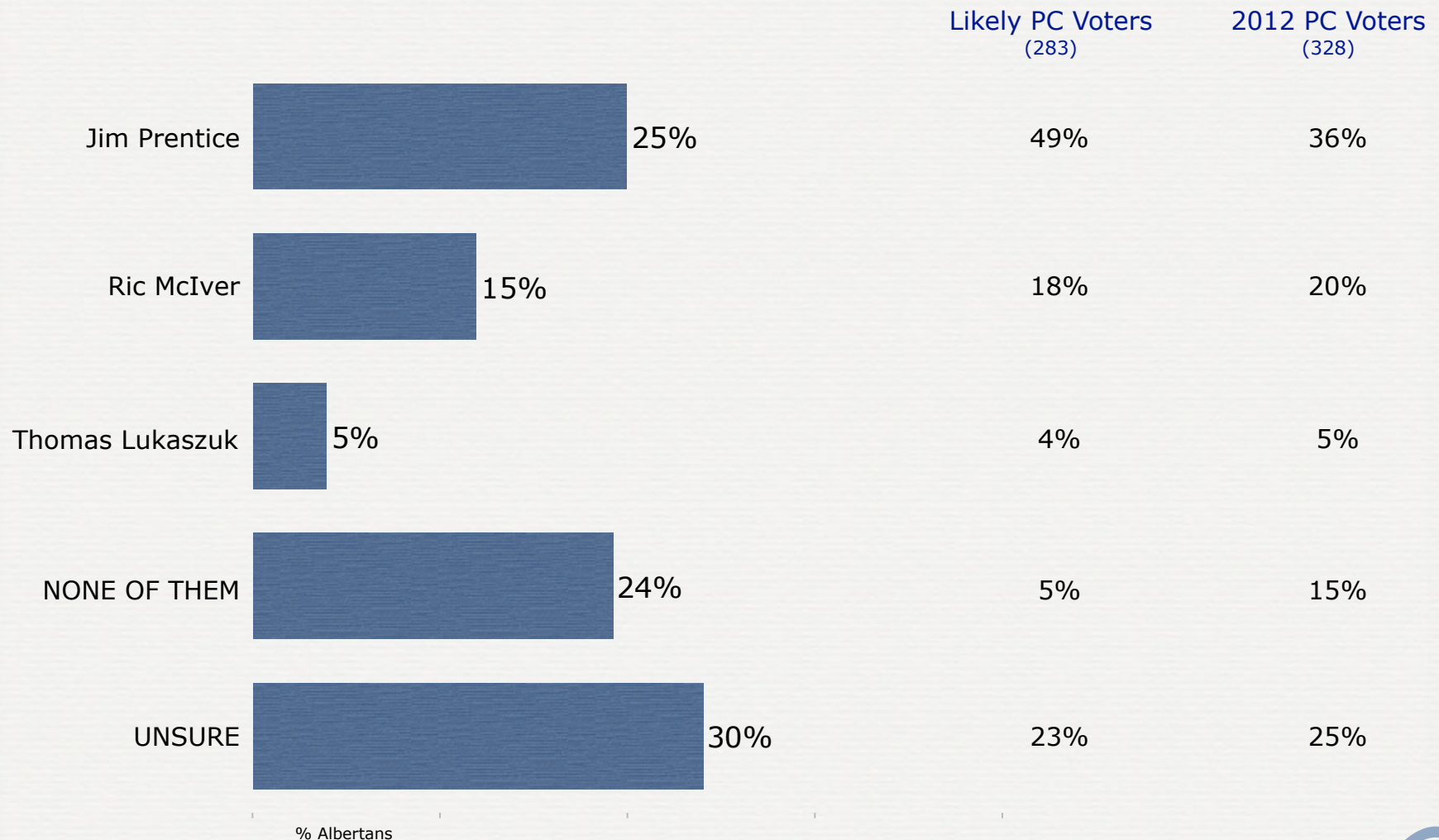
"Now we'd like you to evaluate each person as a potential new leader for the provincial Progressive Conservatives. Based on your personal feelings, please tell us if you would **approve** or **disapprove** of each person as the new leader of the Progressive Conservative Party of Alberta?"

	Alberta Total	PROVINCIAL VOTE INTENTION					PC Voters 2012
		Wildrose	PC	NDP	Liberal	Undecided	
	(1470) %	(477) %	(283) %	(193) %	(160) %	(252) %	(328) %
JIM PRENTICE							
Approve	34%	33%	62%	14%	37%	19%	49%
Disapprove	23%	31%	6%	37%	30%	15%	15%
Unsure	43%	36%	32%	49%	33%	66%	36%
NET APPROVAL	+11	+2	+56	-23	+7	+4	+34
RIC MCIVER							
Approve	28%	34%	48%	10%	23%	13%	41%
Disapprove	25%	27%	18%	31%	35%	17%	24%
Unsure	48%	39%	35%	59%	42%	70%	36%
NET APPROVAL	+3	+7	+30	-21	-12	-4	+17
THOMAS LUKASZUK							
Approve	13%	9%	27%	9%	16%	6%	21%
Disapprove	41%	54%	28%	49%	44%	25%	35%
Unsure	47%	37%	45%	42%	40%	69%	43%
NET APPROVAL	-28	-45	-1	-40	-28	-19	-14

MOCK-BALLOT FOR PC LEADER

- FIRST CHOICE -

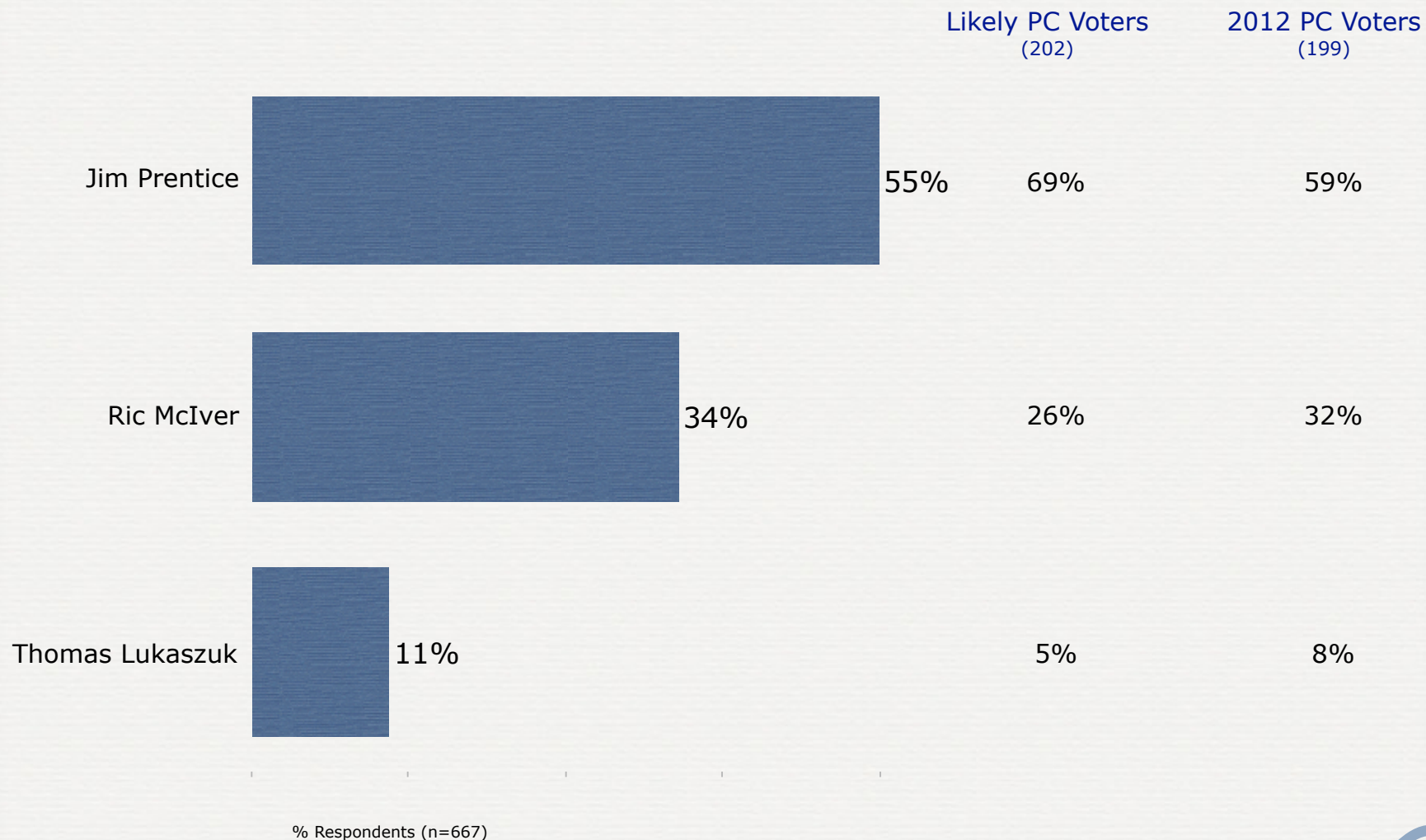
"Progressive Conservative members will cast their first ballot for a new leader on September 6. If no candidate receives over 50% of the vote on that day, they will vote again on September 20th for one of the top two candidates from the first round of voting. If this election was being held today and you personally were voting, who would be your **FIRST CHOICE** for PC Party leader?"



MOCK-BALLOT FOR PC LEADER

- FIRST CHOICE (DECIDED VOTE)-

"Progressive Conservative members will cast their first ballot for a new leader on September 6. If no candidate receives over 50% of the vote on that day, they will vote again on September 20th for one of the top two candidates from the first round of voting. If this election was being held today and you personally were voting, who would be your **FIRST CHOICE** for PC Party leader?"



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MOCK-BALLOT FOR PC LEADER

- FIRST CHOICE (DECIDED VOTE) X REGION -

"Progressive Conservative members will cast their first ballot for a new leader on September 6. If no candidate receives over 50% of the vote on that day, they will vote again on September 20th for one of the top two candidates from the first round of voting. If this election was being held today and you personally were voting, who would be your **FIRST CHOICE** for PC Party leader?"

	Alberta Total	REGION				
		Calgary CMA	Edmonton CMA	North	Central	South
	(1470) %	(493) %	(448) %	(190) %	(177) %	(161) %
Jim Prentice	25%	30%	21%	26%	19%	25%
Ric McIver	15%	28%	8%	7%	11%	12%
Thomas Lukaszuk	5%	1%	11%	5%	4%	1%
None of them	24%	16%	31%	32%	22%	27%
Undecided	30%	25%	29%	29%	44%	36%
DECIDED VOTE	(667) %	(290) %	(181) %	(73)* %	(61)* %	(61)* %
Jim Prentice	55%	51%	52%	69%	56%	66%
Ric McIver	34%	48%	20%	18%	32%	32%
Thomas Lukaszuk	11%	1%	28%	13%	12%	2%

MOCK-BALLOT FOR PC LEADER

- FIRST CHOICE X 2ND CHOICE -

"Progressive Conservative members will cast their first ballot for a new leader on September 6. If no candidate receives over 50% of the vote on that day, they will vote again on September 20th for one of the top two candidates from the first round of voting. If this election was being held today and you personally were voting, who would be your **FIRST CHOICE** for PC Party leader? And who would be your **SECOND CHOICE**?"

X 2nd CHOICE	1st CHOICE FOR PC LEADER			
	TOTAL	Jim Prentice	Ric McIver	Thomas Lukaszuk*
	(667) %	(367) %	(227) %	(73) %
Ric McIver	27%	45%		26%
Jim Prentice	22%		51%	38%
Thomas Lukaszuk	13%	19%	8%	
None of them	26%	27%	26%	18%
Unsure	12%	9%	14%	18%



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MAY 2014

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