



ALBERTANS' VIEWS ON STEPHEN MANDEL'S ALBERTA PARTY

FEBRUARY 2018

Copyright © 2018. All contents of this document are the exclusive property of ThinkHQ Public Affairs Inc.
All rights are reserved.

Permission to reproduce, redistribute and/or refer to our copyrighted property is granted on the condition that all such use
gives proper attribution to the "ThinkHQ/Metro News Poll".

RESEARCH METHODOLOGY



- Study fielded via online research panel
 - Field dates: January 30 to February 4, 2018
 - Panel source: Voice of Alberta & Angus Reid Forum
- n=1185
- Weighted to reflect gender, age and region of Alberta population according to Stats Canada
- This online survey utilizes a representative but non-random sample, therefore margin of error is not applicable. However, a probability sample of this size would yield a margin of error of +/- 2.9 percentage points at a 95% confidence interval
- Accuracy of sub-samples of the data decline based on sample sizes

REGIONAL SAMPLE SIZES AND MARGINS OF ERROR



	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error (Associated with a probability sample of this size)
ALBERTA TOTAL	1185	1185	+/- 2.9
Calgary	438	397	+/- 4.7
Edmonton	339	361	+/- 5.3
North	102	153	+/- 9.7
Central	153	143	+/- 7.9
South	153	130	+/- 7.9

ALBERTANS' VIEWS ON STEPHEN MANDEL'S ALBERTA PARTY



If the intent of Greg Clark's resignation and subsequent Alberta Party leadership race was to capture the imagination of Albertans and drive party growth prior to the next provincial election, the strategy is having limited success in terms of public perception.

Freshly-minted Alberta Party leader Stephen Mandel has reasonably positive personal appeal among voters - 29% approve of Mandel vs. while 25% disapprove. That said, despite three terms as Edmonton's mayor and a brief stint as a PC cabinet minister, almost one-half (46%) of Albertans don't know enough about Mandel to offer a rating of him.

- Not surprisingly, Mandel is best-known in Edmonton, but even here positive impressions of the Alberta Party leader are only modestly positive - 43% approve vs. 40% disapprove
- Mandel is well regarded by likely Alberta Party voters (59% approval), but those intending to vote for the NDP disapprove of Mandel 2:1

At this stage, Mandel's leadership of the Alberta Party doesn't "move the needle" in terms of voter preferences. Mock-ballot returns with Mandel as Alberta Party leader show little variance from generic ballot results: If the election were held today, Mandel's Alberta Party would capture 11% of the decided vote province-wide, well back of the UCP (51%) and NDP (33%).

- Even in Edmonton, Mandel's leadership contributes only a nominal bump in Alberta Party fortunes compared to the generic ballot

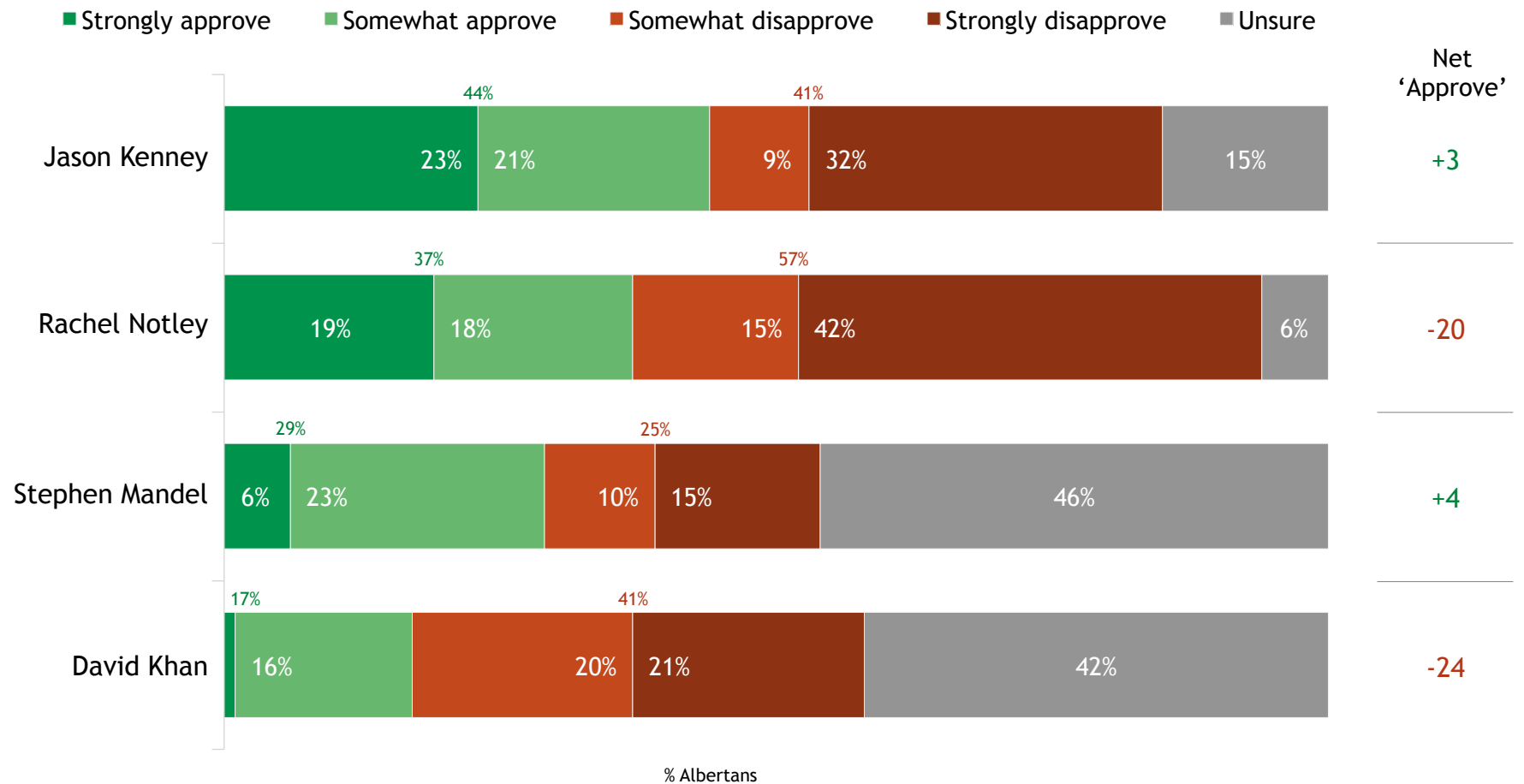
Though there hasn't been a groundswell in public interest in the recent Alberta Party leadership, the selection process may be successful for the party in other ways - membership sales, donations, building constituency association capacity, etc. The coming months will tell if these other measures of success are hitting their mark.



PROVINCIAL LEADERSHIP EVALUATIONS



Would you generally say you approve or disapprove of each of the following?



PUBLIC APPROVAL OF POTENTIAL ALBERTA PARTY LEADER CANDIDATES

-BY REGION AND NEXT PROVINCIAL VOTE



Based upon your personal feelings would you say that you approve or disapprove of each as a potential new Alberta Party leader?

		Total	Region				Next Provincial Vote				
		Alberta (1185)	Calgary (City) (377)	Edmonton (City) (296)	Small Urban (359)	Rural (153)	NDP (327)	UPC (515)	AP (105)	LIB (46)*	Unsure (143)
Stephen Mandel	Approve	29%	17%	43%	29%	27%	20%	27%	59%	47%	28%
	Disapprove	25%	15%	40%	25%	23%	42%	21%	12%	13%	18%
	Unsure	46%	68%	17%	46%	50%	38%	52%	29%	40%	55%
Rick Fraser	Approve	17%	14%	19%	17%	18%	14%	16%	36%	20%	11%
	Disapprove	14%	14%	14%	13%	15%	20%	13%	16%	9%	4%
	Unsure	69%	72%	67%	71%	67%	66%	71%	48%	71%	85%
Kara Levis	Approve	12%	10%	14%	13%	10%	20%	7%	24%	16%	5%
	Disapprove	13%	12%	11%	12%	17%	9%	16%	24%	6%	5%
	Unsure	75%	77%	75%	74%	74%	71%	78%	52%	79%	90%

*Caution: small sample size

PUBLIC APPROVAL OF POTENTIAL ALBERTA PARTY LEADER CANDIDATES

-BY AGE, EDUCATION AND GENDER



Based upon your personal feelings would you say that you approve or disapprove of each as a potential new Alberta Party leader?

		Total	Age			Education			Gender	
		Alberta (1185)	<35 (363)	35-54 (479)	55+ (343)	HS or less (195)	Some PS (255)	Uni Grad+ (735)	Male (585)	Female (600)
Stephen Mandel	Approve	29%	25%	31%	30%	25%	30%	29%	31%	27%
	Disapprove	25%	22%	25%	29%	18%	26%	27%	31%	19%
	Unsure	46%	53%	44%	41%	57%	44%	44%	38%	54%
Rick Fraser	Approve	17%	14%	16%	20%	10%	23%	16%	19%	14%
	Disapprove	14%	14%	13%	15%	11%	13%	15%	19%	8%
	Unsure	69%	72%	71%	65%	80%	64%	69%	61%	77%
Kara Levis	Approve	12%	12%	12%	11%	5%	9%	15%	14%	10%
	Disapprove	13%	8%	13%	17%	10%	16%	12%	16%	9%
	Unsure	75%	80%	74%	72%	85%	75%	73%	69%	81%

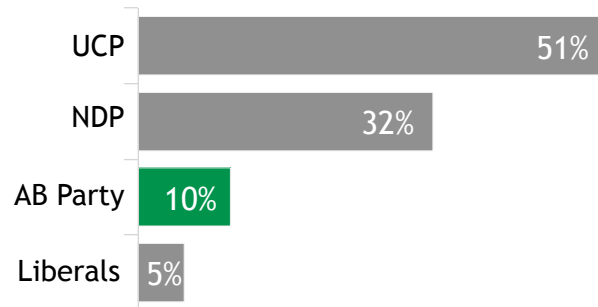
'MOST LIKELY' SUPPORT FOR POTENTIAL ALBERTA PARTY LEADER CANDIDATES VS. OTHER PARTIES/LEADERS

-DECIDED VOTE



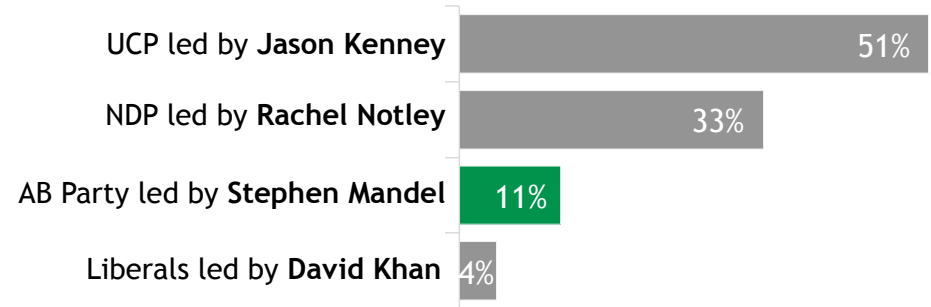
Next we'd like to get your thoughts on how some of these potential candidates might compare to other parties/leaders in a provincial election. If a provincial election were held tomorrow, which one of the following parties' candidate would you, yourself, be most likely to support?

GENERIC BALLOT



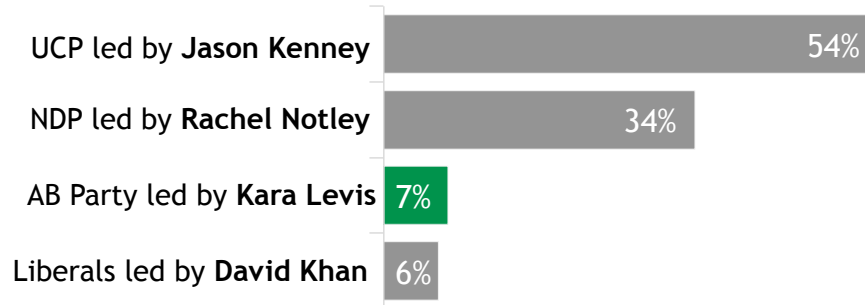
% Decided Vote | (n=1009)

IF AB PARTY LED BY STEPHEN MANDEL



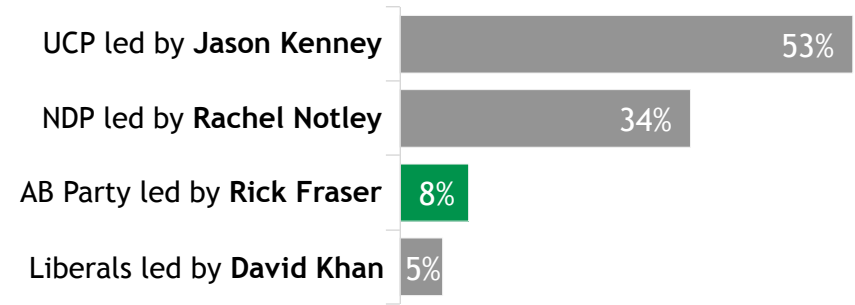
% Decided Vote | (n=993)

IF AB PARTY LED BY KARA LEVIS



% Decided Vote | (n=981)

IF AB PARTY LED BY RICK FRASER



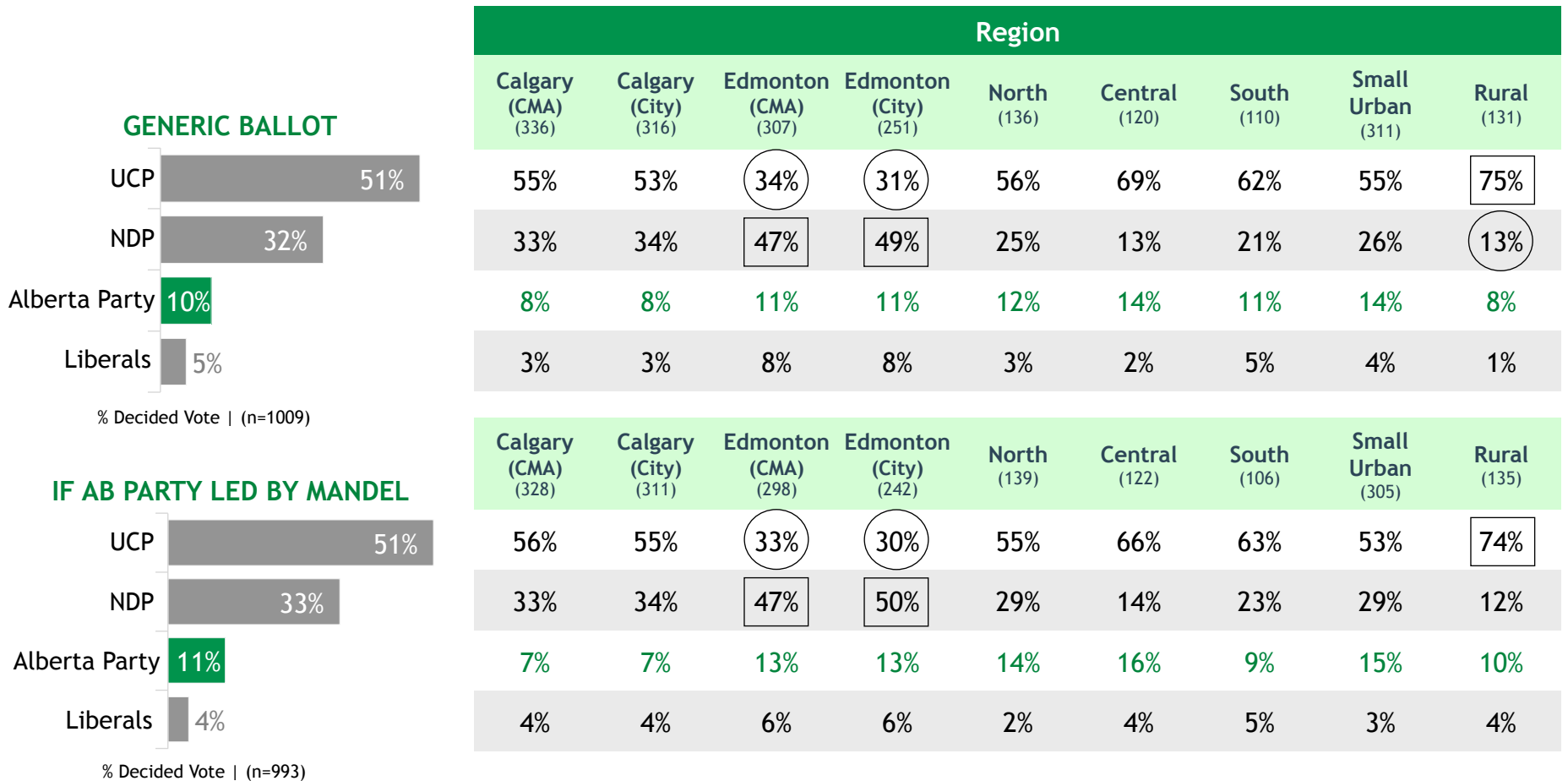
% Decided Vote | (n=975)

'MOST LIKELY' SUPPORT FOR POTENTIAL ALBERTA PARTY LEADER CANDIDATES VS. OTHER PARTIES/LEADERS

-DECIDED VOTE BY REGION



Next we'd like to get your thoughts on how some of these potential candidates might compare to other parties/leaders in a provincial election. If a provincial election were held tomorrow, which one of the following parties' candidate would you, yourself, be most likely to support?





Want to have your say about topics and issues that affect Albertans?

Voice of Alberta is a rapidly growing online community of Albertans who are interested in shaping the future of their community, province and nation. We bring current political, business and social issues to you and ask for your views. In return, we share the results in publications like the one you're reading now, through traditional and social media, and in member-exclusive newsletters.

Join and have your say at:
www.voiceofalberta.com

For more information, contact:
Marc Henry, President
ThinkHQ Public Affairs Inc.
MLH@ThinkHQ.ca
(587) 774-2395

Copyright © 2018. All contents of this document are the exclusive property of ThinkHQ Public Affairs Inc.
All rights are reserved.

Permission to reproduce, redistribute and/or refer to our copyrighted property is granted on the condition that all such use gives proper attribution to the "ThinkHQ/Metro News Poll".