



EYE ON ALBERTA

ALBERTA'S PUBLIC AFFAIRS MONITOR

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Research Methodology



- Study fielded via online research panel
 - Field dates: August 14 to 20, 2017
 - Panel source: Voice of Alberta & Angus Reid Forum
- n=1136
- 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	1136	1136	+/- 2.9
Calgary	394	381	+/- 4.9
Edmonton	330	347	+/- 5.4
North	104	147	+/- 9.6
Central	152	137	+/- 8.0
South	156	124	+/- 7.8



The UCP Leadership and Alberta's Changing Political Landscape

September 2017

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United Conservative Party Leadership

-The Race for Leader



There are four candidates, but UCP leadership at this point is really only a two horse race - Jean and Kenney.

Methodology Caveat:

UCP leader selection will take place through a vote of the membership. There is no way of reliably sampling this group of Albertans without up-to-date party list. Our analysis is a general population sample rather than party sample, but we are able to draw some inferences based upon analysis of sub-sets of the total sample.

- If all Albertans were selecting the next leader of the UCP, Brian Jean would win. On a decided basis, 51% of Alberta voters would selected Jean as leader, compared to Kenney at 32%, Schweitzer at 15% and Callaway at only 2%
- **Albertans will not be selecting the next UCP leader.** The challenge for Jean is that his personal prospects for victory actually decline as sub-set analysis gets closer to a sample of real party voters
 - While Jean would have a 19-point lead if UCP leader selection was from a purely gen-pop vote, among likely UCP voters his lead closes to only 12 points - Jean 54% vs. Kenney 42%
 - When looking at responses among those who have actually been members of the Wildrose or PC parties at some point in the past, the two front-runners are deadlocked - tied at 42% each, followed by Schweitzer (13%) and Callaway (3%)

United Conservative Party Leadership

-Who would be the best UCP leader in a general election?

In terms of likely election outcomes, the difference between Jean and Kenney at the helm of UCP is slight - both would capture a majority today. However, Jean's majority would provide a more comfortable margin of victory than Kenney's.

- According to mock-ballot results, a Jean-led UCP would capture 53% of the decided vote vs. 34% for Notley's NDP, 8% Alberta Party and 5% Liberal
 - Jean's results closely mirror the generic ballot - 53% for UCP - although NDP voting on the mock-ballot increases by 3 percentage points
 - With Jean at the helm, UCP would have a resounding lead everywhere outside of the two big cities, a comfortable lead in Calgary and trail the NDP by 12-points in Edmonton
- Jason Kenney as leader would yield 49% of the decided vote for the UCP, 35% NDP, 10% Alberta Party and 6% Liberal
 - Kenney's mock-ballot results underperform the generic ballot (by 4-points for UCP vote), while the NDP vote climbs 4 percentage points
 - UCP's lead outside of the two major cities is slightly less with Kenney as leader compared to Jean, but still sizable. In Calgary, UCP with Kenney at the helm has a 16-point lead over the NDP. In Edmonton however, the NDP's 12-point lead vs. Jean climbs to 19-points under Kenney
- Schweitzer and Callaway are not strong options for the UCP at this stage. Either would see "undecideds" spike, and the UCP's lead over the NDP essentially evaporate. Schweitzer would tie the NDP at 40%, while Callaway actually trails nominally (NDP 41%, UCP 40%)

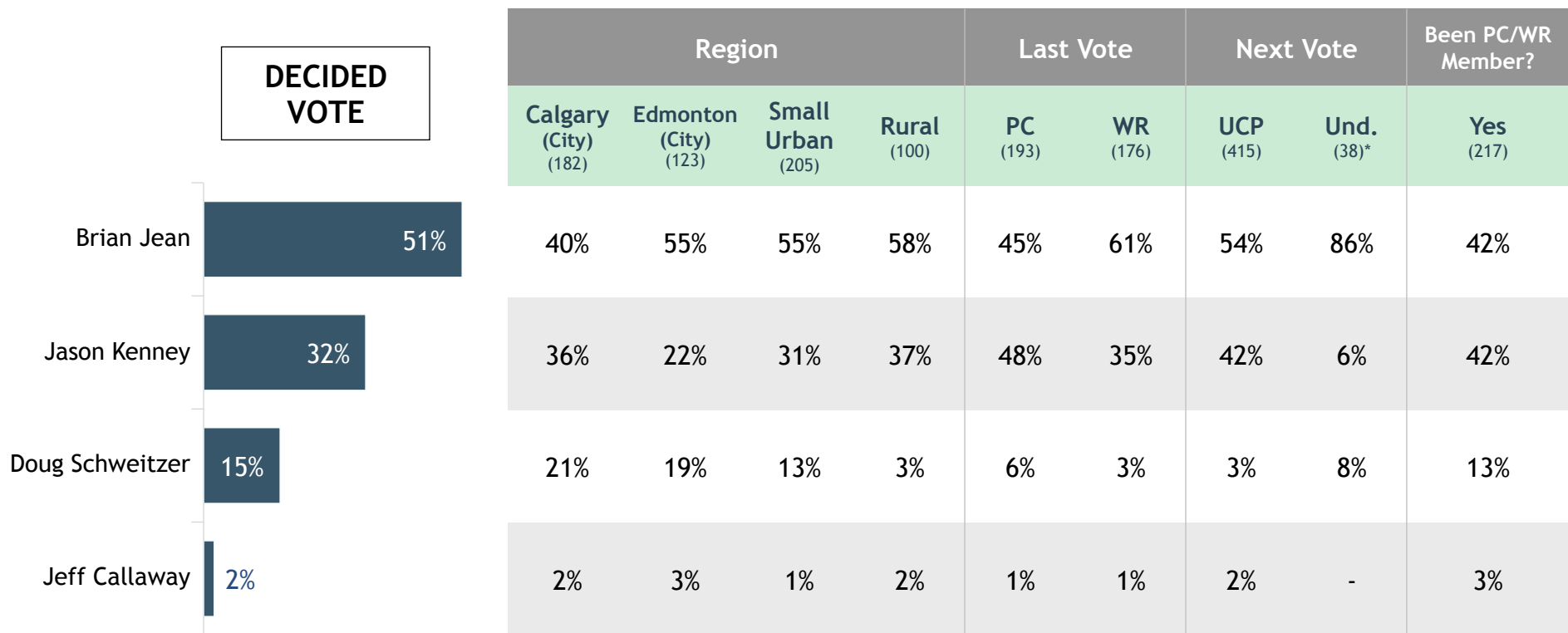


Albertans' Preferences for UCP Leader

-Decided Vote By Region, Provincial Vote and Partisan Participation



United Conservative Party members will be selecting their new leader in October.
 If this election was being held today and you personally were voting, who would you be most likely to support as leader of the new party?



*Caution: small sample size

% Decided Vote
(n=610)

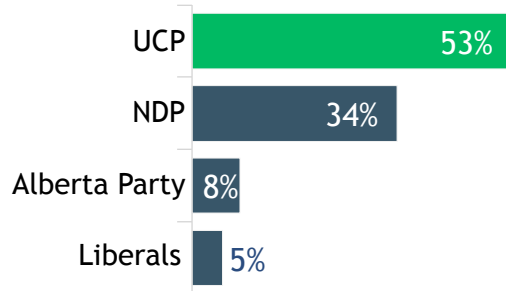
'Most Likely' Support for Potential UCP Leader Candidates vs. Other Parties/Leaders

-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?

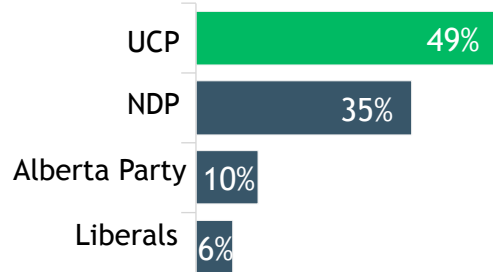
IF UCP LED BY BRIAN JEAN



% Decided Vote | (n=906)

Region									
Calgary (CMA) (289)	Calgary (City) (270)	Edmonton (CMA) (283)	Edmonton (City) (214)	North (122)	Central (115)	South (97)*	Small Urban (302)	Rural (120)	
52%	51%	39%	37%	62%	71%	62%	57%	73%	
35%	36%	48%	49%	26%	22%	19%	30%	16%	
10%	10%	5%	6%	9%	4%	10%	6%	8%	
3%	2%	8%	8%	3%	3%	10%	7%	3%	

IF UCP LED BY JASON KENNEY



% Decided Vote | (n=872)

Calgary (CMA) (286)	Calgary (City) (267)	Edmonton (CMA) (265)	Edmonton (City) (199)	North (118)	Central (107)	South (95)*	Small Urban (295)	Rural (112)	
50%	48%	33%	29%	58%	67%	58%	54%	70%	
34%	36%	52%	54%	29%	22%	19%	29%	17%	
12%	13%	7%	8%	11%	8%	10%	8%	9%	
4%	4%	9%	8%	3%	3%	13%	8%	3%	

*Caution: small sample size

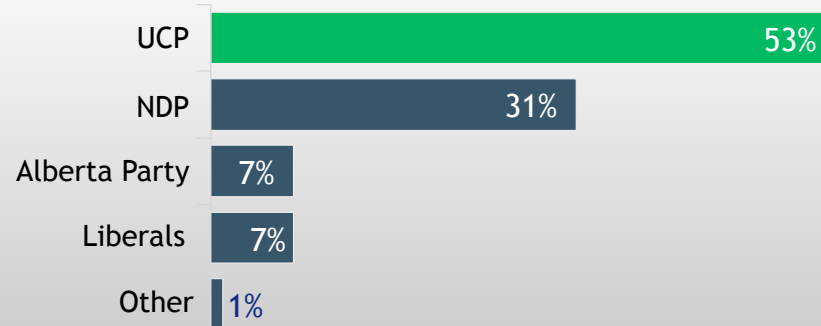
'Most Likely' Support for Potential UCP Leader Candidates vs. Other Parties/Leaders

-Jean/Kenney vs. Generic Ballot

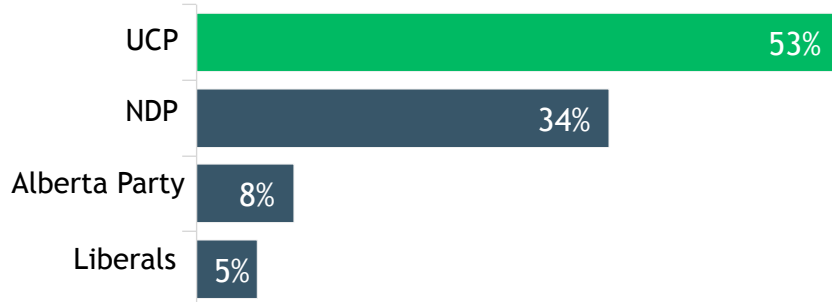


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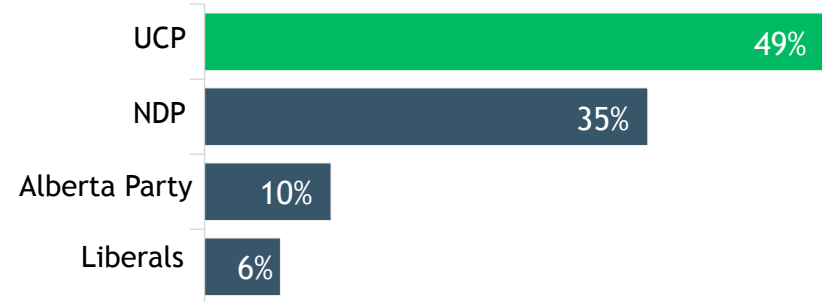
GENERIC BALLOT



IF UCP LED BY BRIAN JEAN



IF UCP LED BY JASON KENNEY



% Decided Vote



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