Report

Post UCP Leadership Review Poll

May 2022

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CALGARY HERALD

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METHODOLOGY

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Study Population
- Albertans, aged 18 and older.

Data Collection
- A total of n=1,000 online surveys were conducted via Leger's LEO Panel, including:
    - n=320 in Edmonton CMA
    - n=330 in Calgary CMA
    - n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from May 20th – May 23rd , 2022.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

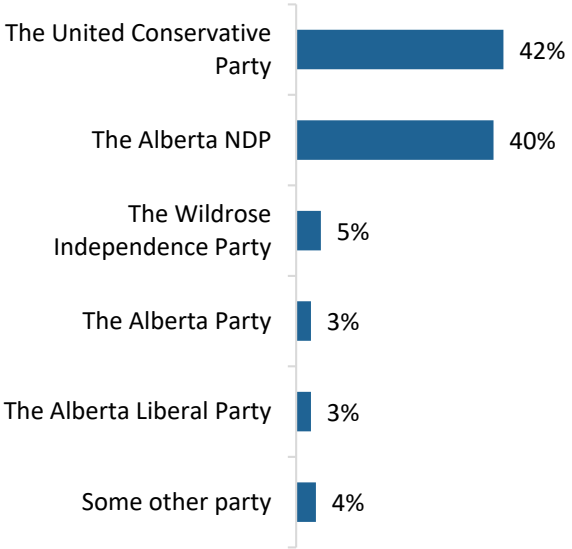
Statistical Analysis
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
    - Albertans (n=1,000) ±3.1%, 19 times out of 20.
    - Edmonton CMA (n=320) ±5.5%, 19 times out of 20.
    - Calgary CMA (n=330) ±5.4%, 19 times out of 20.
    - Other Albertans (n=350) ±5.2%, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents at 95%/99% confidence. Conversely, data in **green** characters indicate a significantly higher proportion of than that of other respondents at 95%/99% confidence.

Detailed Response

Provincial Polling

Decided Voters

Decided voters are now favouring the UCP (42%) over the NDP (40%).



	Leger Poll March 2022	Leger Poll December 2021	Leger Poll July 2021	Leger Poll May 2021	Leger Poll March 2021	General Election April 2019
The United Conservative Party	35%	32%	34%	33%	30%	55%
The Alberta NDP	44%	43%	45%	46%	51%	33%
The Wildrose Independence Party	8%	10%	8%	-	-	-
The Alberta Party	3%	6%	6%	8%	5%	9%
The Alberta Liberal Party	4%	3%	4%	6%	7%	1%
Some other party	6%	5%	2%	8%	6%	1%

Base: Albertans who are decided or leaning on who they would vote for in a Provincial election (n=856)
Q2. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?
Q3. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

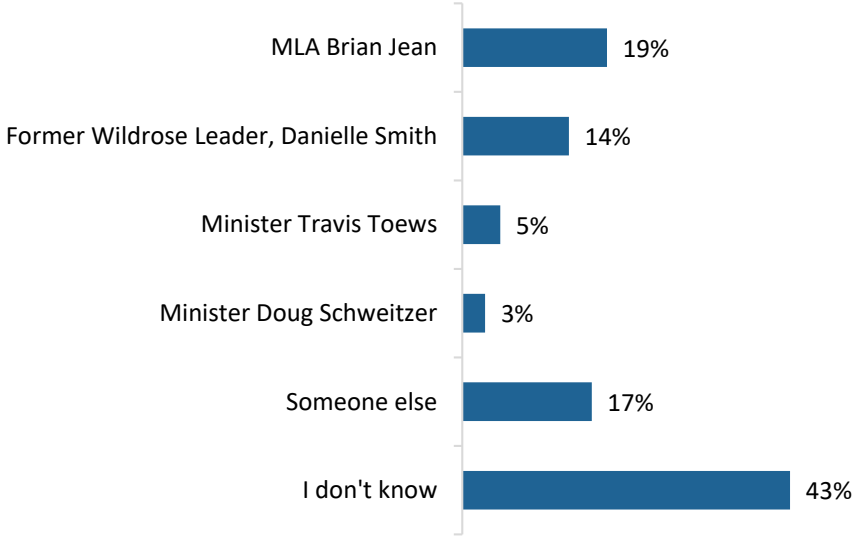
Regionally, UCP remains strong in Calgary (48%) and in areas outside of Calgary and Edmonton

	Albertans (n=1000)	Decided Voters (n=856)	REGION			AGE					GENDER	
			Cgy. CMA (n=288)	Edm. CMA (n=276)	Other AB (n=292)	18-34 (n=153)	35-44 (n=143)	45-54 (n=152)	55-64 (n=163)	65+ (n=245)	Men (n=407)	Women (n=449)
United Conservative Party	36%	42%	48%	31%	48%	42%	35%	45%	44%	48%	44%	40%
The Alberta NDP	34%	40%	35%	55%	31%	35%	51%	41%	40%	37%	35%	46%
The Wildrose Independence Party	4%	5%	4%	2%	9%	5%	4%	3%	7%	7%	7%	3%
The Alberta Party	4%	4%	3%	5%	5%	6%	2%	4%	4%	4%	5%	4%
The Alberta Liberal Party	3%	3%	2%	5%	2%	6%	4%	1%	2%	1%	3%	3%
Some other party	4%	4%	7%	1%	5%	6%	4%	6%	4%	2%	5%	3%
I don't know / Undecided	12%	-	-	-	-	-	-	-	-	-	-	-
I prefer not to answer	3%	-	-	-	-	-	-	-	-	-	-	-

% indicates a significantly higher proportion than % in the same segment

Base: Albertans who are undecided on who they would vote for in a Provincial election (n=856)
Q3. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

Brian Jean (19%) is the front runner over Danielle Smith (14%), but not by much.



Base: Albertans (n=1,000)
Q4. The people listed below have been mentioned in the media as possible candidates to run to be leader of the United Conservative Party. Based on what you know or heard so far, which of these individuals do you feel would make the best leader for the United Conservative Party?

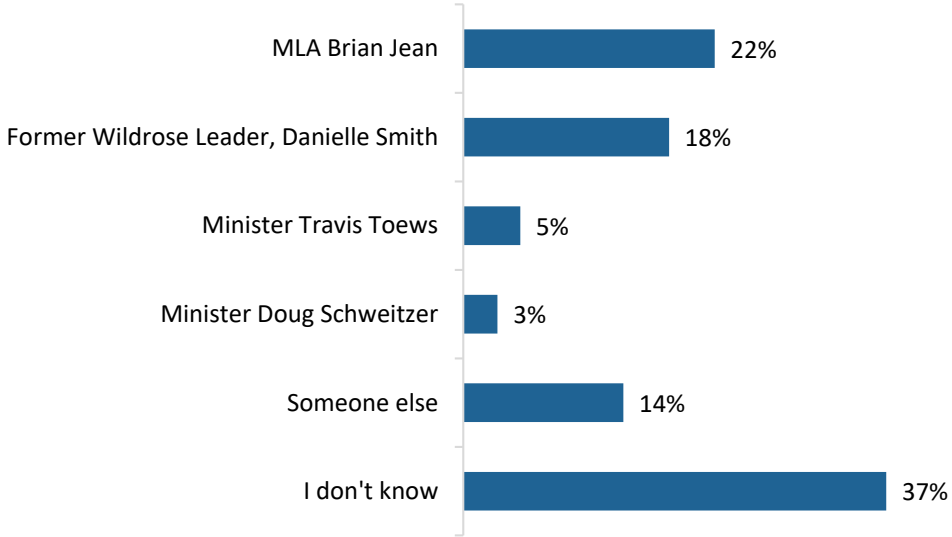
Brian Jean tends to be a little stronger (22%) than Danielle Smith (15%) outside of the major cities. Younger voters are more likely to be undecided.

	Albertans (n=1,000)	REGION			AGE					GENDER	
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=185)	35-44 (n=168)	45-54 (n=178)	55-64 (n=196)	65+ (n=273)	Men (n=554)	Women (n=545)
MLA Brian Jean	19%	16%	19%	22%	16%	16%	20%	22%	22%	21%	16%
Former Wildrose Leader, Danielle Smith	14%	17%	9%	15%	7%	16%	14%	18%	21%	15%	13%
Minister Travis Toews	5%	3%	6%	5%	6%	2%	8%	4%	4%	6%	4%
Minister Doug Schweitzer	3%	5%	2%	2%	4%	1%	3%	3%	4%	4%	2%
Someone else	17%	20%	15%	15%	13%	19%	17%	15%	22%	18%	15%
I don't know	43%	39%	49%	42%	55%	45%	39%	37%	28%	36%	50%

% indicates a significantly higher proportion than % in the same segment

Base: Albertans (n=1,000)
Q4. The people listed below have been mentioned in the media as possible candidates to run to be leader of the United Conservative Party. Based on what you know or heard so far, which of these individuals do you feel would make the best leader for the United Conservative Party?

Likely UCP voters have not yet decided on their preferred candidate for leadership



Base: Albertans who intend to vote UCP in the next election (n=345)
Q4. The people listed below have been mentioned in the media as possible candidates to run to be leader of the United Conservative Party. Based on what you know or heard so far, which of these individuals do you feel would make the best leader for the United Conservative Party?

Twenty-six percent of Albertans would vote for Brian Jean if he were the leader of the UCP.

	Albertans (n=1000)	REGION			AGE					GENDER	
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=185)	35-44 (n=168)	45-54 (n=178)	55-64 (n=196)	65+ (n=273)	Men (n=455)	Women (n=545)
Brian Jean's United Conservative Party	26%	23%	23%	34%	21%	26%	31%	27%	31%	29%	23%
Rachel Notley's Alberta NDP	36%	37%	45%	26%	34%	38%	35%	37%	37%	35%	37%
Paul Hinman's Wildrose Independence Party	4%	4%	2%	6%	5%	2%	4%	4%	4%	6%	2%
Josh Roggeveen's Liberal Party	3%	5%	4%	2%	6%	3%	2%	2%	2%	4%	3%
Barry Moshita's Alberta Party	2%	1%	2%	2%	2%	1%	2%	2%	4%	2%	2%
Some other party	4%	6%	1%	6%	4%	4%	4%	5%	4%	4%	4%
I don't know / Undecided	24%	23%	25%	24%	28%	25%	22%	24%	18%	19%	28%

% indicates a significantly higher proportion than % in the same segment

Base: Albertans (n=1000)
Q4. Hypothetically, if Brian Jean were the leader of the United Conservative Party and a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Twenty-five percent of Albertans would vote for Danielle Smith if she were the leader of the UCP.

	Albertans (n=1000)	REGION			AGE					GENDER	
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)	18-34 (n=185)	35-44 (n=168)	45-54 (n=178)	55-64 (n=196)	65+ (n=273)	Men (n=455)	Women (n=545)
Danielle Smith's United Conservative Party	25%	27%	20%	29%	20%	21%	25%	28%	39%	27%	24%
Rachel Notley's Alberta NDP	37%	38%	47%	26%	34%	45%	39%	36%	34%	36%	38%
Paul Hinman's Wildrose Independence Party	6%	4%	4%	8%	10%	3%	3%	4%	4%	9%	2%
Josh Roggeveen's Liberal Party	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	1%
Barry Moshita's Alberta Party	2%	3%	1%	3%	1%	1%	4%	2%	4%	2%	2%
Some other party	5%	6%	2%	8%	6%	5%	5%	6%	5%	6%	5%
I don't know / Undecided	23%	19%	25%	24%	27%	23%	24%	22%	13%	18%	28%

% indicates a significantly higher proportion than % in the same segment

Base: Albertans (n=1000)
Q4. Hypothetically, if Danielle Smith were the leader of the United Conservative Party and a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

RESPONDENT PROFILE

Respondent Profile: Age, Gender, Children in Household, Income

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Age				
18-34	32%	36%	39%	20%
35-54	36%	39%	40%	29%
55-64	16%	14%	11%	24%
65+	16%	11%	10%	26%
Gender				
Male	50%	50%	50%	50%
Female	50%	50%	50%	50%
Children Under 18 in Household				
Yes	30%	35%	26%	28%
No	69%	63%	74%	72%
I prefer not to answer	1%	1%	<1%	-
Household Income				
Under $40K	21%	21%	20%	22%
$40K-$79K	25%	23%	25%	27%
$80K+	44%	47%	44%	41%
I prefer not to answer	10%	8%	11%	10%

Respondent Profile: Employment

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Employed	62%	64%	69%	52%
Working full time	43%	47%	49%	34%
Working part time	14%	11%	18%	12%
Self-employed / freelance work	5%	5%	3%	7%
Student	6%	10%	6%	1%
Homemaker	6%	5%	4%	9%
Unemployed	6%	7%	7%	5%
Retired	19%	14%	13%	29%
I prefer not to answer	2%	1%	<1%	3%

Respondent Profile: Home Ownership, Urban vs. Rural

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Home Ownership				
Own	69%	70%	60%	77%
Rent	30%	29%	38%	22%
I prefer not to answer	2%	2%	2%	1%
Urban vs. Rural				
Urban area	49%	55%	59%	34%
Suburban area	32%	42%	36%	18%
Rural area	18%	3%	4%	47%
I don't know/ I prefer not to answer	1%	-	1%	1%

Respondent Profile: Education, First Language

	Albertans (n=1,000)	REGION		
		Cgy. CMA (n=330)	Edm. CMA (n=320)	Other AB (n=350)
Education				
High School or Less	34%	28%	34%	42%
College/Diploma	37%	35%	36%	40%
University	28%	36%	30%	17%
I prefer not to answer	<1%	<1%	-	1%
Language Spoken				
French	3%	3%	2%	4%
English	84%	77%	85%	90%
Other	3%	4%	2%	1%
French and other	<1%	<1%	<1%	-
English and other	7%	10%	9%	3%
Other and other	1%	2%	1%	1%
English and French	2%	3%	1%	2%

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