

Report

## UCP Leadership Ballot Poll

September 2022

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DATE 2022-09-09



METHODOLOGY

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## METHODOLOGY

### Study Population

- Albertans, aged 18 and older.

### Data Collection

- A total of n=1,006 online surveys were conducted via Leger's LEO Panel, including:
  - n=323 in Edmonton CMA
  - n=333 in Calgary CMA
  - n=350 in areas outside of Edmonton CMA or Calgary CMA – referred to as Other Albertans
- Interviews were conducted from September 1<sup>st</sup> to September 5<sup>th</sup>, 2022.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

### Statistical Analysis

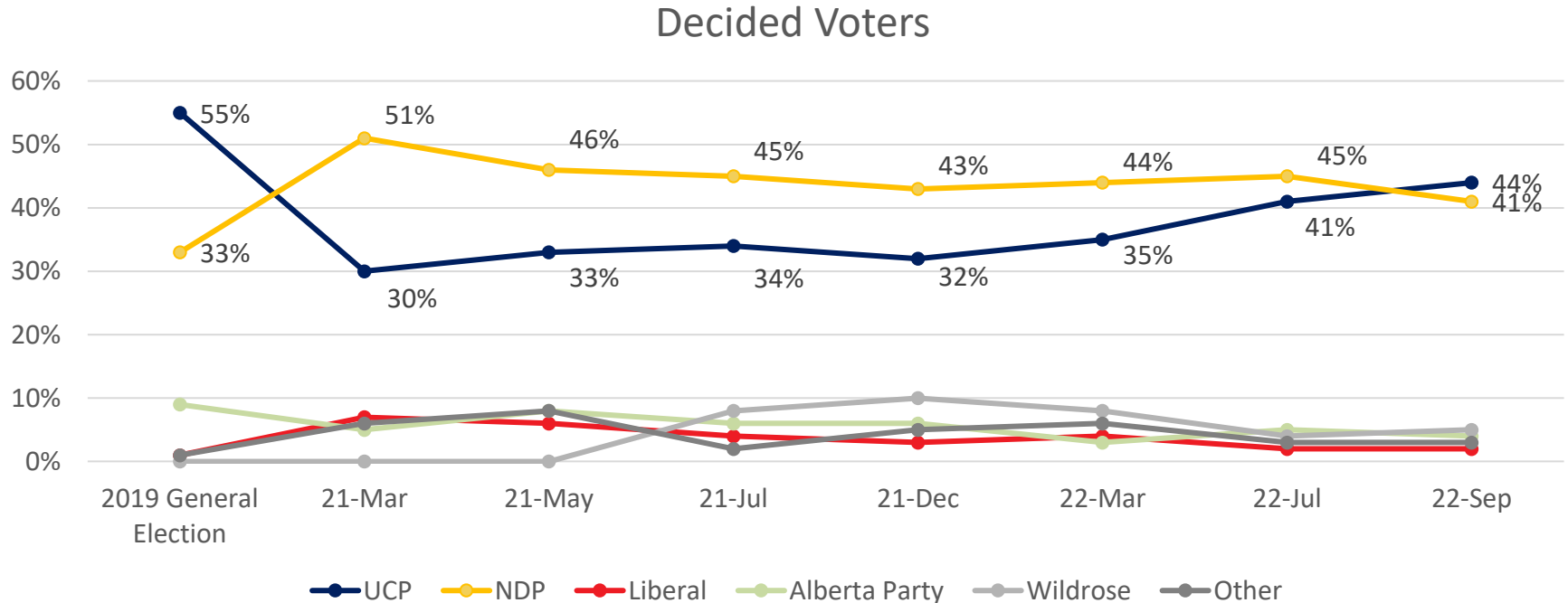
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error would be:
  - Albertans (n=1,006)  $\pm 3.1\%$ , 19 times out of 20.
  - Edmonton CMA (n=323)  $\pm 5.5\%$ , 19 times out of 20.
  - Calgary CMA (n=333)  $\pm 5.4\%$ , 19 times out of 20.
  - Other Albertans (n=350)  $\pm 5.2\%$ , 19 times out of 20.
- Using data from the 2021 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 **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 favouring the UCP (44%) over the NDP (41%) for the first time since the general election in 2019



Base: Albertans who are decided or leaning on who they would vote for in a Provincial election (n=858)

Q1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q2. 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 NDP remains strong in Edmonton (52%) while the UCP is leading in other Alberta (53%) and among older voters.

	Albertans (n=1,006)	Decided Voters (n=858)	REGION			AGE					GENDER	
			Cgy. CMA (n=288)	Edm. CMA (n=269)	Other AB (n=301)	18-34 (n=146)	35-44 (n=146)	45-54 (n=159)	55-64 (n=174)	65+ (n=233)	Men (n=405)	Women (n=453)
Jason Kenney's The United Conservative Party	37%	44%	44%	35%	53%	33%	44%	41%	50%	54%	43%	45%
Rachel Notley's Alberta NDP	34%	41%	38%	52%	32%	46%	40%	38%	39%	40%	40%	42%
Paul Hinman's Wildrose Independence Party	4%	5%	6%	4%	5%	5%	9%	5%	3%	3%	7%	3%
Barry Morishita's Alberta Party	4%	4%	4%	6%	3%	6%	4%	7%	4%	2%	6%	3%
John Roggeveen's Alberta Liberal Party	2%	2%	4%	2%	1%	5%	2%	2%	1%	1%	1%	4%
Some other party	3%	3%	4%	1%	5%	5%	2%	8%	2%	1%	3%	4%
I don't know	13%	-	-	-	-	-	-	-	-	-	-	-
I prefer not to answer	4%	-	-	-	-	-	-	-	-	-	-	-

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

Base: Albertans

Q1. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q2. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

## Preferential Ballot Question

*As you may know, the vote for the next leader of the United Conservative Party will be decided by the membership who cast their ballots by October 3<sup>rd</sup>, 2022. The election will be decided using a Preferential Voting system that allows for voters to select their choices in order of preference. Even though you may not be eligible to vote for the next leader of the UCP, from the list of candidates below, please select the candidate who would be your first choice for leader, second choice, third choice and so on. You must select at least one as you first choice, after that, you can select as many or as few as you like.*

## Calculating the Preferential Ballot

The preferential ballot results are calculated only among UCP supporters (defined as those who would vote for the UCP were an election held today).

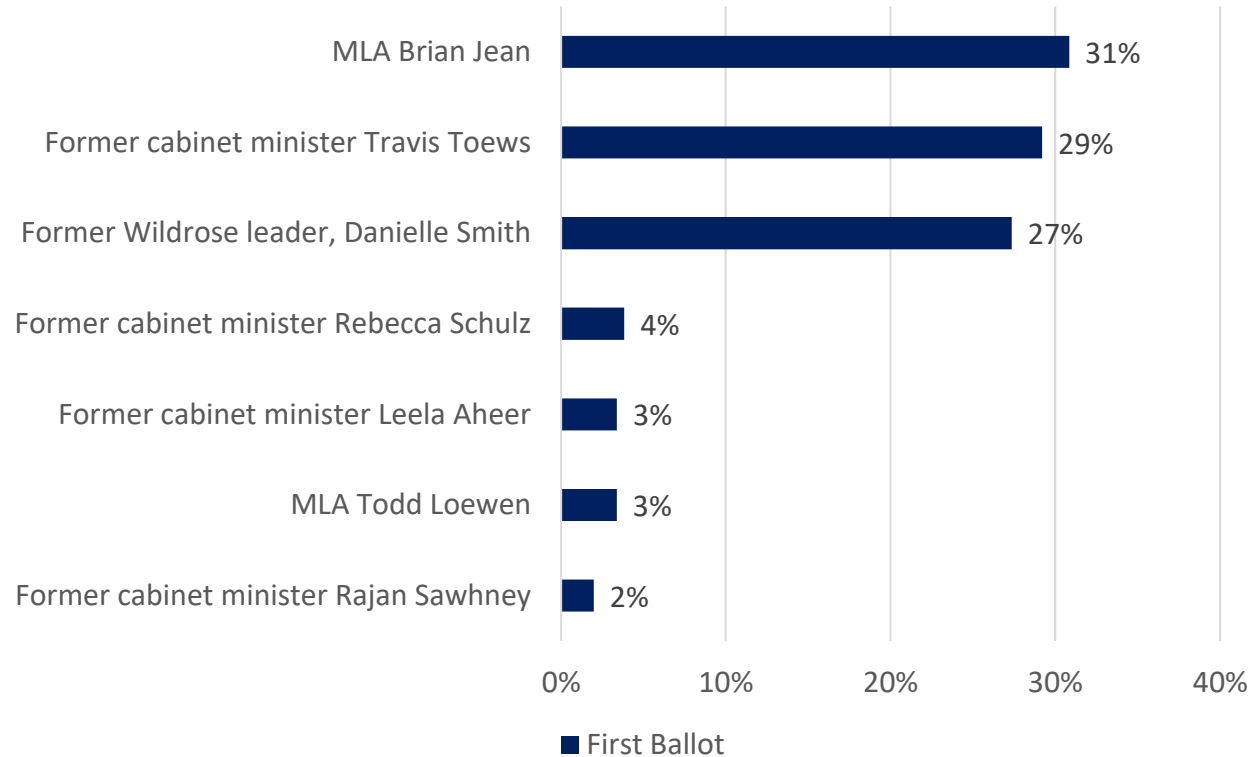
UCP supporters were asked to rank their preference of party leader candidates from first to seventh. Respondents were required to select at least their first choice, after that, they could rank the candidates up to seventh place. From there, the rounds of a preferential ballot were calculated as follows:

- In the first round, the vote was assigned to the most preferred candidate for all UCP supporters who provided at least one preferred option.
- Once the votes were tallied, the candidate with the least number of votes was removed in the next round.
- The UCP Supporters who voted for that removed candidate were assigned to their next preferred candidate for the subsequent round if one was provided.
- If no next preferred candidate was provided, the UCP supporter was dropped from the tally.
- This process was continued for six rounds until one leadership candidate received at least 50%+1 of the votes.

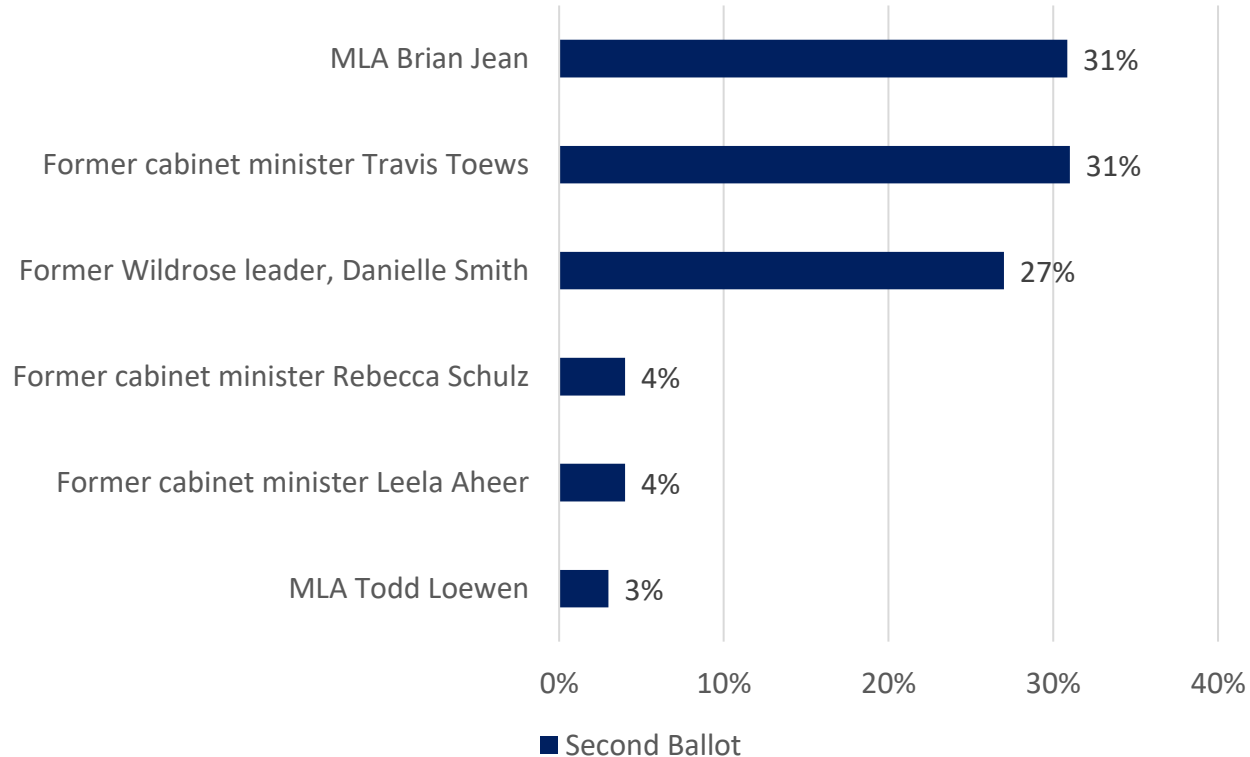
**Caveat: The voting process to elect the next leader of the UCP includes only those members of the United Conservative Party who cast their ballots and are received on time by Oct 3<sup>rd</sup> 2022 These results reflect the findings from those who claim to support the UCP in this poll – not necessarily members qualified to vote for the next leader.**



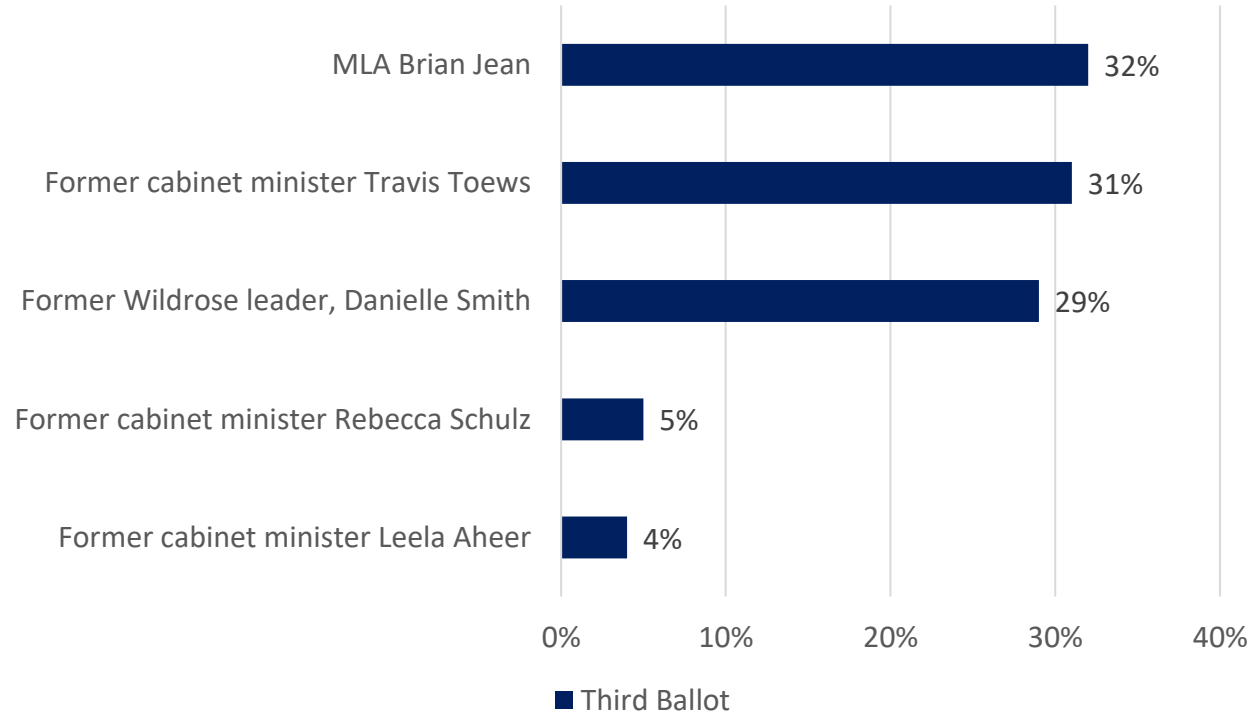
## First Ballot: Brian Jean is leading with 31% of support



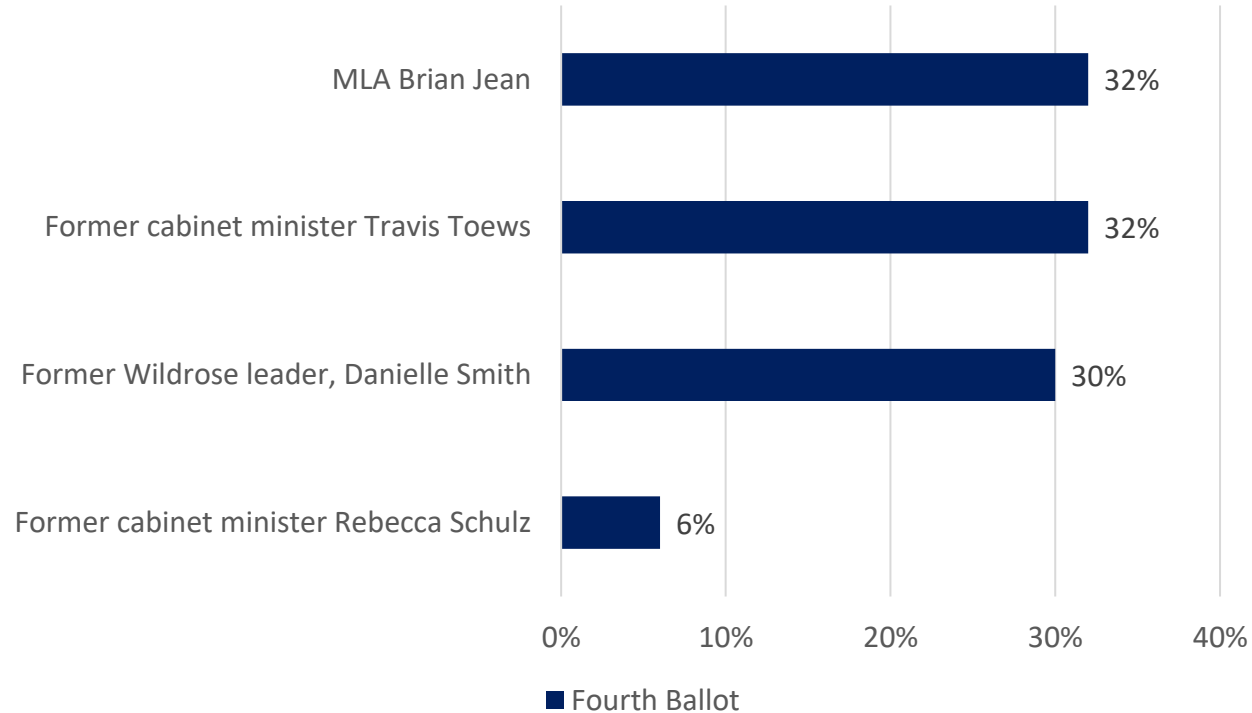
## Second Ballot: Brian Jean continues to lead with 31% support, but is now tied with Travis Toews



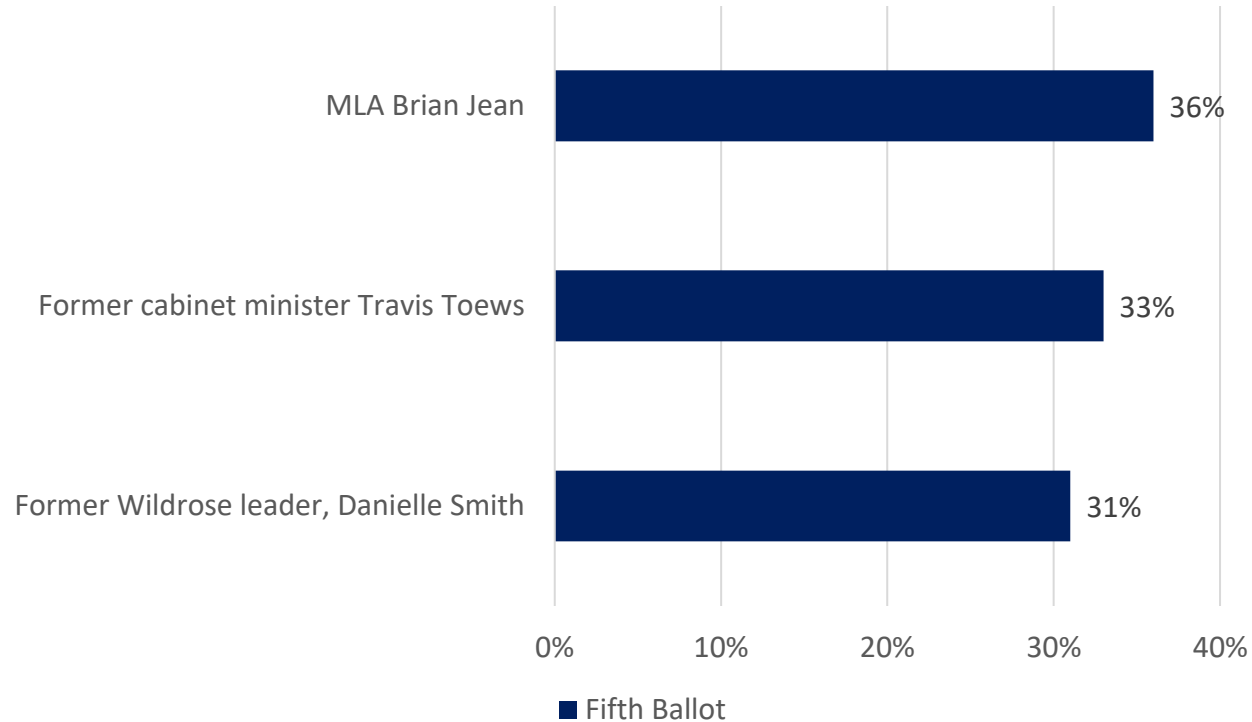
## Third Ballot: Brian Jean continues to lead, slightly, over Travis Toews



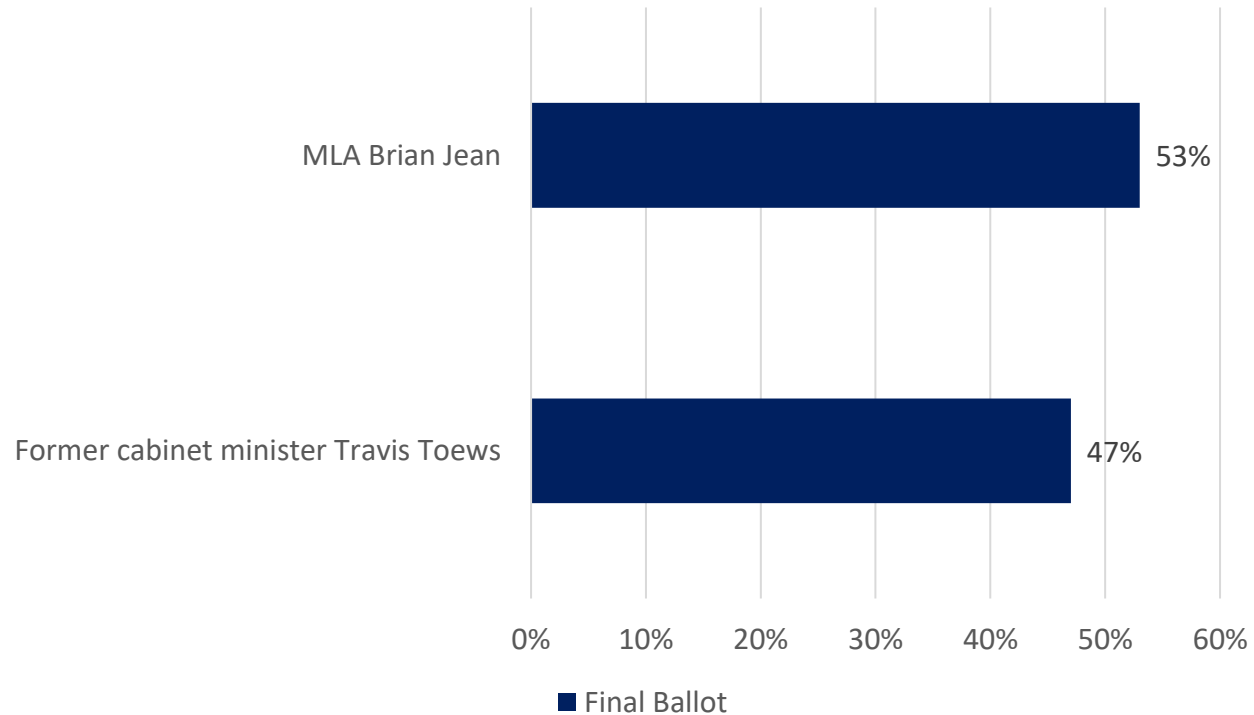
**Fourth Ballot: Brian Jean and Travis Toews are tied with 32% support.**



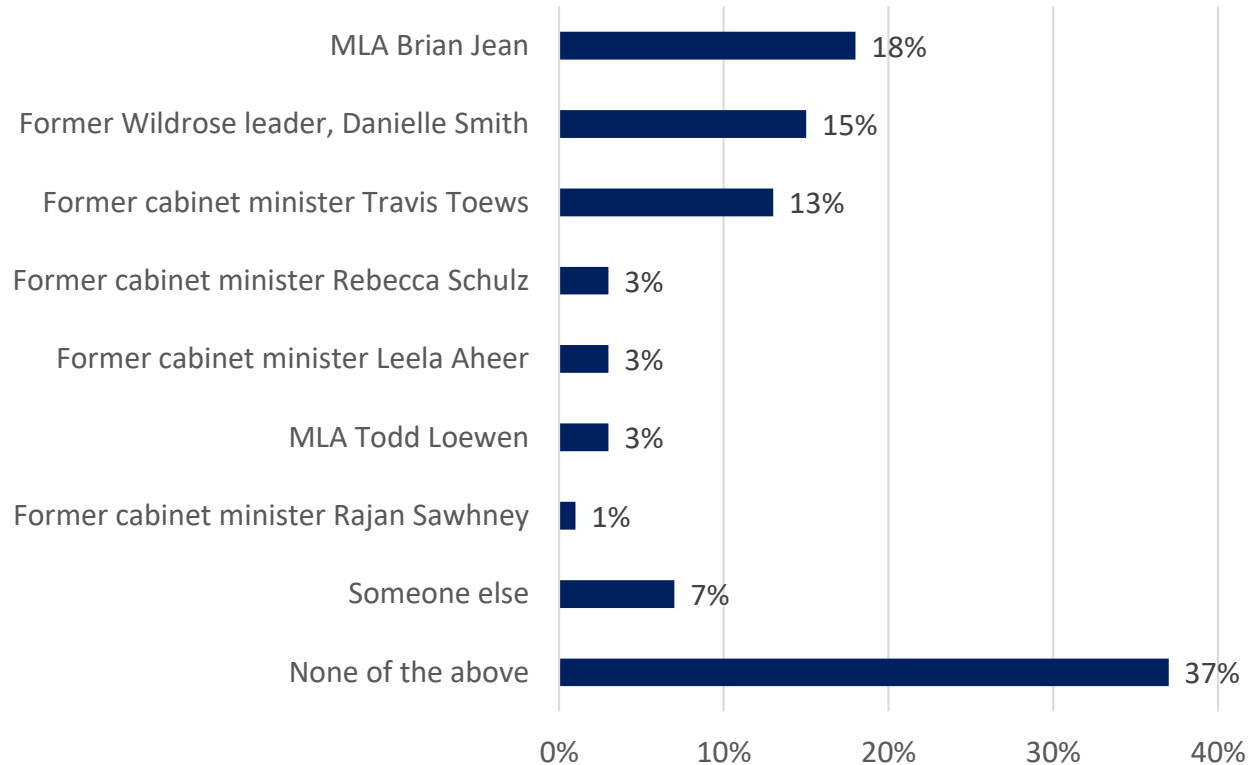
## Fifth Ballot: Brian Jean increases his support and is leading with 36% of the vote



## Final Ballot: Brian Jean wins with 53% of the vote



**Brian Jean edges out the other two front runners as the candidate best able to beat Rachel Notley in the May 2023 general election.**



Base: Albertans (n=1,006)

Q3. Based on what you know or have heard so far, which of these individuals do you feel would have the best chance to defeat Rachel Notley in the next general election, currently planned for May 2023?

## UCP Candidate most likely to defeat Rachel Notley in May general election

	Albertans (n=1,006)	REGION			AGE					GENDER	
		Cgy. CMA (n=333)	Edm. CMA (n=323)	Other AB (n=350)	18-34 (n=186)	35-44 (n=173)	45-54 (n=186)	55-64 (n=208)	65+ (n=253)	Men (n=448)	Women (n=558)
MLA Brian Jean	18%	18%	16%	20%	9%	24%	21%	18%	21%	17%	18%
Former Wildrose leader, Danielle Smith	15%	17%	8%	20%	10%	14%	15%	20%	19%	18%	12%
Former cabinet minister Travis Toews	13%	11%	12%	18%	10%	9%	13%	13%	24%	15%	11%
Former cabinet minister Rebecca Schulz	3%	3%	4%	1%	5%	2%	2%	3%	3%	3%	3%
Former cabinet minister Leela Aheer	3%	5%	2%	2%	3%	6%	2%	3%	1%	5%	2%
MLA Todd Loewen	3%	3%	3%	2%	4%	3%	4%	1%	2%	3%	2%
Former cabinet minister Rajan Sawhney	1%	3%	1%	1%	2%	2%	1%	1%	1%	1%	2%
Someone else	7%	7%	9%	5%	11%	5%	6%	8%	4%	7%	7%
None of the above	37%	33%	44%	32%	47%	36%	36%	34%	26%	30%	43%

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

Base: Albertans

Q3. Based on what you know or have heard so far, which of these individuals do you feel would have the best chance to defeat Rachel Notley in the next general election, currently planned for May 2023?



## RESPONDENT PROFILE

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

	Albertans (n=1,006)	REGION		
		Cgy. CMA (n=333)	Edm. CMA (n=323)	Other AB (n=350)
<b>Age</b>				
18-34	27%	29%	30%	22%
35-54	37%	38%	36%	36%
55+	36%	33%	34%	42%
65+	19%	17%	18%	23%
<b>Gender</b>				
Male	48%	49%	49%	47%
Female	52%	51%	51%	53%
<b>Children Under 18 in Household</b>				
Yes	31%	34%	29%	31%
No	69%	66%	71%	69%
I prefer not to answer	<1%	<1%	1%	-
<b>Household Income</b>				
Under \$40K	19%	18%	20%	20%
\$40K-\$79K	28%	30%	28%	27%
\$80K+	41%	45%	37%	42%
I prefer not to answer	11%	8%	15%	11%

## Respondent Profile: Employment

	Albertans (n=1,006)	REGION		
		Cgy. CMA (n=333)	Edm. CMA (n=323)	Other AB (n=350)
<b>Employed</b>	58%	60%	57%	55%
Working full time	41%	43%	42%	39%
Working part time	11%	12%	11%	10%
Self-employed / freelance work	6%	6%	5%	6%
<b>Student</b>	5%	6%	7%	3%
<b>Homemaker</b>	6%	7%	5%	7%
<b>Unemployed</b>	6%	6%	6%	7%
<b>Retired</b>	24%	22%	23%	27%
I prefer not to answer	1%	<1%	1%	1%

## Respondent Profile: Home Ownership, Urban vs. Rural

	Albertans (n=1,006)	REGION		
		Cgy. CMA (n=333)	Edm. CMA (n=323)	Other AB (n=350)
<b>Home Ownership</b>				
Own	71%	74%	65%	76%
Rent	27%	24%	33%	22%
I prefer not to answer	2%	2%	2%	2%
<b>Urban vs. Rural</b>				
Urban area	45%	50%	52%	29%
Suburban area	37%	42%	41%	28%
Rural area	17%	7%	7%	41%
I don't know / I prefer not to answer	1%	1%	<1%	2%

## Respondent Profile: Education, First Language

	Albertans (n=1,006)	REGION		
		Cgy. CMA (n=333)	Edm. CMA (n=323)	Other AB (n=350)
<b>Education</b>				
High School or Less	35%	29%	41%	34%
College/Diploma	36%	37%	32%	39%
University	28%	34%	26%	24%
I prefer not to answer	1%	-	<1%	3%
<b>Language Spoken</b>				
French	3%	1%	3%	4%
English	84%	78%	86%	88%
Other	3%	5%	3%	1%
French and other	<1%	-	<1%	<1%
English and other	6%	9%	4%	4%
Other and other	2%	3%	3%	<1%
English and French	3%	5%	1%	3%
I prefer not to answer	<1%	-	-	<1%

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