

The Alberta Fund

Omnibus Research on a United Conservative Party

- May 3, 2017 -

PREPARED BY:

Trend  **Research**

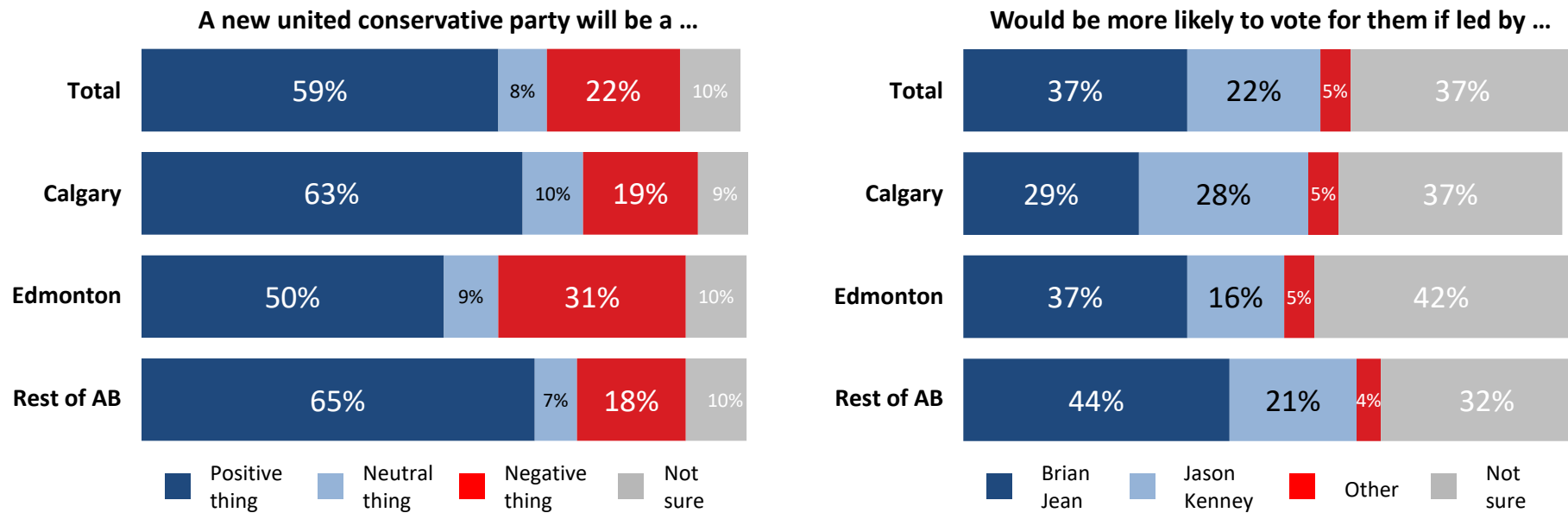
Methodology

- Survey questions were administered through the *TrendWatch* Alberta Omnibus between April 18 and 30, 2017.
- TrendWatch Alberta is a monthly omnibus survey of 900 Albertans, ages 18 and over. The margin of error for a probability sample of 900 people is plus or minus 3.3 percentage points, 19 times out of 20 (i.e., at a 95% confidence interval).
- Surveys were conducted using our *True Random Sample, Hybrid Delivery* (TRS-HD) methodology. This approach involves live telephone interviewers initially contacting respondents at random, and giving the respondents the option of answering the survey over telephone at that time, answering over the telephone at a more convenient time, or receiving the link and answering the survey on-line.
- The initial sample list contains approximately 50 percent landlines and 50 percent cellphones. Interviewers make up to five attempts to reach each phone number in the sample before classifying it as unreachable.
- All surveys were conducted by qualified interviewers working out of Trend Research's centralized CATI facility in Edmonton. Field supervisors were present at all times to ensure accurate interviewing and recording of responses.
- The interviewing staff at Trend receives extensive training on the proper administration of interviews and are closely monitored by supervisors. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Marketing Research and Intelligence Association (MRIA).

A New United Conservative Party

A majority of Albertans (59%), believe it will be a positive thing for Alberta if the current negotiations between the Progressive Conservative and Wildrose parties result in the creations of a united conservative party. Enthusiasm for a united conservative party is particularly strong outside of Edmonton (63% in Calgary and 65% elsewhere). But even in Edmonton, half (50%) say it will be a positive thing. Enthusiasm is also higher among higher income earners (69% of those with an annual household income over \$100,000)

When asked if they would be more likely to vote for a new united conservative party if it were led by Brian Jean or Jason Kenney, 37 per cent say they would prefer Jean and 22 per cent would prefer Kenney. Another five per cent say they'd prefer another leader (though very few mention a specific name), and 37 per cent are not sure. Jean is a particularly popular choice outside of Calgary and Edmonton (44%).



As you may know, negotiations are currently underway to establish a process to join the ROTATE [Progressive Conservative and Wildrose] parties together to create one united conservative party. In your view, do you think the creation of a new a united conservative party will be a positive or a negative thing for Alberta?

If a united conservative party is established, would you be more likely to vote for this party if it were lead ROTATE [by Brian Jean or by Jason Kenney]?

Data Tables

W1. As you may know, negotiations are currently underway to establish a process to join the <cw1> parties together to create one united conservative party. In your view, do you think the creation of a new a united conservative party will be a positive or a negative thing for Alberta?														
	Total	LOCATION			GENDER		AGE				EDUCATION			
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or Less K	Coll./Some Uni. L	Univ. M	Post Grad N
QW1														
Weighted Total:	900	300	286	314	450	450	107	321	323	144	210	350	244	83
Positive	534 59%	189 63% C	142 50% BD	203 65% C	284 63% f	250 56% e	64 60% hi	197 61% g	202 63% g	70 48% HI	128 61% n	228 65% MN	133 55% L	39 47% kL
Negative	202 22%	56 19% C	90 31% BD	57 18% C	105 23% hi	98 22% g	32 30% hi	65 20% g	64 20% g	39 27% Gh	45 21% n	70 20% n	63 26% L	26 31% l
DO NOT READ-(Neither / Neutral)	76 8%	29 10%	25 9%	23 7%	32 7%	44 10%	4 3%	21 7%	31 10%	20 14%	14 7%	29 8%	22 9%	9 11%
DO NOT READ-(Don't know / not sure / no opinion)	87 10%	26 9%	30 10%	31 10%	29 6%	58 13% F	7 6%	38 12%	26 8%	16 11%	24 12% l	23 7% k	26 11%	9 11%

W1. As you may know, negotiations are currently underway to establish a process to join the <cw1> parties together to create one united conservative party. In your view, do you think the creation of a new a united conservative party will be a positive or a negative thing for Alberta?																
	Total	EMPLOYMENT					SECTOR OF EMP		CHILDREN		MARITAL STATUS			INCOME		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	Yes I	No J	Single K	Married L	Other M	<\$60k N	\$60-\$100k O	\$100k+ P
QW1																
Weighted Total:	900	473	95	110	42	168	243	609	280	620	197	570	124	272	191	286
Positive	534 59%	309 65% F	54 57% C	62 56% D	24 56% E	83 49% B	131 54% h	381 63% g	177 63% i	357 58% j	118 60% m	352 62% M	60 48% kL	149 55% P	114 60% p	196 69% No
Negative	202 22%	98 21% e	21 22% e	26 24% e	16 37% b	39 23% b	69 28% h	128 21% g	56 20% i	147 24% j	54 28% l	119 21% k	29 23% k	68 25% oP	50 26% n	56 19% N
DO NOT READ-(Neither / Neutral)	76 8%	28 6% F	8 9% C	6 5% D	1 2% E	30 18% f	22 9% G	45 7% H	22 8% I	55 9% J	11 5% K	48 8% L	16 13% M	24 9% N	17 9% O	19 7% P
DO NOT READ-(Don't know / not sure / no opinion)	87 10%	38 8% d	11 12% C	16 15% D	2 4% E	16 10% F	21 8% G	55 9% H	26 9% I	61 10% J	14 7% K	52 9% L	19 15% M	32 12% oP	10 5% n	15 5% N

W1. As you may know, negotiations are currently underway to establish a process to join the <cw1> parties together to create one united conservative party. In your view, do you think the creation of a new a united conservative party will be a positive or a negative thing for Alberta?				
	Total	UNITED RIGHT		
		Positive M	Negative N	Neutral/DK/NA O
QW1				
Weighted Total:	900	534	202	163
Positive	534 59%	534 100%	0 0%	0 0%
Negative	202 22%	0 0%	202 100%	0 0%
DO NOT READ-(Neither / Neutral)	76 8%	0 0%	0 0%	76 47%
DO NOT READ-(Don't know / not sure / no opinion)	87 10%	0 0%	0 0%	87 53%
		O	O	MN

W2. If a united conservative party is established, would you be more likely to vote for this party if it were lead by <cw2>?														
	Total	LOCATION			GENDER		AGE				EDUCATION			
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or Less K	Coll./Some Uni. L	Univ. M	Post Grad N
QW2														
Weighted Total:	900	300	286	314	450	450	107	321	323	144	210	350	244	83
Brian Jean	330 37%	88 29% D	105 37%	137 44% B	166 37%	164 36%	33 31%	125 39%	120 37%	50 34%	77 37%	128 37%	96 39%	24 29%
Jason Kenney	195 22%	85 28% Cd	46 16% B	64 21% b	115 26% F	80 18% E	28 26%	59 18%	76 24%	32 22%	48 23%	82 23%	45 18%	18 22%
DO NOT READ-(Other (specify))	43 5%	15 5%	15 5%	13 4%	21 5%	22 5%	4 4%	9 3% ij	19 6% h	10 7% h	9 4%	16 4%	11 4%	8 9%
DO NOT READ-(Don't know / not sure / no opinion)	332 37%	112 37%	120 42%	100 32% D	147 33% F	185 41% E	42 39%	128 40%	107 33%	53 37%	76 36%	124 36%	93 38%	33 39%

W2. If a united conservative party is established, would you be more likely to vote for this party if it were lead by <cw2>?																
	Total	EMPLOYMENT					SECTOR OF EMP		CHILDREN		MARITAL STATUS			INCOME		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	Yes I	No J	Single K	Married L	Other M	<\$60k N	\$60-\$100k O	\$100k+ P
QW2																
Weighted Total:	900	473	95	110	42	168	243	609	280	620	197	570	124	272	191	286
Brian Jean	330 37%	175 37%	32 34%	43 39%	14 33%	62 37%	95 39%	224 37%	97 35%	233 38%	70 35%	216 38%	42 34%	100 37%	76 40%	104 36%
Jason Kenney	195 22%	108 23%	21 22%	17 16% e	13 30% d	36 22%	52 22%	135 22%	64 23%	131 21%	53 27%	119 21%	23 18%	56 20%	46 24%	73 25%
DO NOT READ-(Other (specify))	43 5%	19 4% c	9 9% bd	2 2% c	2 5%	11 7%	10 4%	28 5%	11 4%	32 5%	3 1% lM	28 5% k	11 9% K	12 4%	11 6%	14 5%
DO NOT READ-(Don't know / not sure / no opinion)	332 37%	170 36%	33 35%	48 44%	13 32%	59 35%	86 35%	221 36%	109 39%	223 36%	72 37%	207 36%	48 39%	105 38%	57 30%	97 34%