

NEWS RELEASE



FOR IMMEDIATE RELEASE

Peter Mackay seen as best successor to PM

No other contender close

TORONTO MAY 26th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1694 Canadian voters, one seventh (15%) say Peter MacKay would be the best leader for the Conservative party when they elect one, and this is three times as many as cite any other leading Conservative politician (Jason Kenney - 5%, Brad Wall - 4%, Tony Clement - 4%). Fully one third (the plurality) say none of the politicians listed would make a good leader (32%), and more than a quarter have no opinion (28%). Among Conservative voters, preference for MacKay is even more pronounced (23%), and half as many say none would be a good leader (19%). Jim Prentice is especially popular in Alberta (15%), as is Brad Wall in the prairies (23%). MacKay is most popular in Atlantic Canada (35%).

"Of course, asking the general population who would make the best party leader is difficult, as only party members vote, and there are very few of those in the population. Nevertheless, this is an indication Peter MacKay has a profile and presence that elevates him above the usual suspects, among the general public as well as among Conservative Party voters," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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HIGHLIGHTS:

- One seventh (15%) say Peter MacKay would be the best leader for the Conservative party when they elect one, and this is three times as many as cite any other leading Conservative politician (Jason Kenney - 5%, Brad Wall - 4%, Tony Clement - 4%).
- "Of course, asking the general population who would make the best party leader is difficult, as only party members vote, and there are very few of those in the population. Nevertheless, this is an indication Peter MacKay has a profile and presence that elevates him above the usual suspects, among the general public as well as among Conservative Party voters," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1694 randomly selected Canadians 18 years of age and older. The poll was conducted on May 22-23rd, 2014.

Results based on the total sample are considered accurate +/- 2%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Best Conservative Leader

'Which of the following politicians would make the best leader for the Conservative Party, when they choose a new leader?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1694	120	170	292	481	631	773	921
Jim Prentice	4	3	5	4	4	7	5	4
Brad Wall	3	4	2	3	4	4	4	3
Jason Kenney	5	5	3	5	6	7	7	4
Tony Clement	4	5	2	3	5	4	4	4
John Baird	5	2	5	5	7	8	6	4
Rona Ambrose	3	4	3	2	2	1	3	2
Peter MacKay	15	15	17	17	13	14	16	15
None of these	32	35	30	36	32	28	32	33
Don't know	28	27	32	26	27	28	24	31

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1694	128	397	643	122	190	214	1326	368
Jim Prentice	4	6	2	4	4	15	2	5	2
Brad Wall	3	0	1	2	23	4	3	4	0
Jason Kenney	5	3	2	7	5	5	7	6	1
Tony Clement	4	2	3	6	1	2	5	4	2
John Baird	5	3	6	6	5	1	5	5	4
Rona Ambrose	3	2	3	3	0	5	0	2	4
Peter MacKay	15	35	10	19	10	11	10	17	10
None of these	32	30	41	29	25	32	32	29	44
Don't know	28	20	33	25	26	24	35	26	32

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Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1694	166	303	268	194	140	252
Jim Prentice	4	1	5	2	7	6	5
Brad Wall	3	1	2	3	3	4	4
Jason Kenney	5	4	5	6	4	5	5
Tony Clement	4	5	4	5	2	6	3
John Baird	5	4	8	5	5	5	4
Rona Ambrose	3	0	2	3	0	1	6
Peter MacKay	15	12	12	18	16	14	17
None of these	32	31	31	35	41	30	35
Don't know	28	40	32	24	23	30	21

Federal Party Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1694	496	562	342	102	74	61
Jim Prentice	4	7	5	3	2	1	1
Brad Wall	3	5	3	3	2	0	0
Jason Kenney	5	8	6	1	2	0	9
Tony Clement	4	3	5	4	9	0	0
John Baird	5	8	5	4	4	1	0
Rona Ambrose	3	2	2	2	6	1	8
Peter MacKay	15	23	16	13	4	7	17
None of these	32	19	30	43	37	69	30
Don't know	28	24	29	26	33	21	36

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	1694	323	1371	155
Jim Prentice	4	5	4	4
Brad Wall	3	3	4	1
Jason Kenney	5	5	6	4
Tony Clement	4	4	4	6
John Baird	5	2	6	1
Rona Ambrose	3	2	3	2
Peter MacKay	15	18	14	15
None of these	32	32	33	31
Don't know	28	30	27	36

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1694	355	496	556	287
Jim Prentice	4	5	3	4	7
Brad Wall	3	5	1	4	2
Jason Kenney	5	4	6	5	6
Tony Clement	4	4	2	5	4
John Baird	5	5	4	5	4
Rona Ambrose	3	3	3	2	4
Peter MacKay	15	12	18	17	11
None of these	32	27	33	31	40
Don't know	28	34	30	27	21

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Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1694	1237	449	71	591	126	75	382
Jim Prentice	4	5	6	15	4	1	1	4
Brad Wall	3	4	6	3	2	5	0	3
Jason Kenney	5	6	6	5	5	10	9	3
Tony Clement	4	4	7	2	2	4	7	3
John Baird	5	6	8	7	5	4	4	3
Rona Ambrose	3	2	1	0	3	4	8	3
Peter MacKay	15	17	19	14	18	14	9	12
None of these	32	28	20	10	35	34	31	41
Don't know	28	27	27	44	26	23	33	27

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