EYE ON ALBERTA

February 2013

Alberta's Public Affairs Monitor

RESEARCH METHODOLOGY

- Study fielded via online research panel

  - Field Dates: February 12 - 16, 2013

  - Panel Source: Voice of Alberta

- n=1214

- Weighted to reflect gender, age, region of Alberta population according to Stats Canada

- Sample of 1214, margin of error, which measures sampling variability, is +/- 2.8%
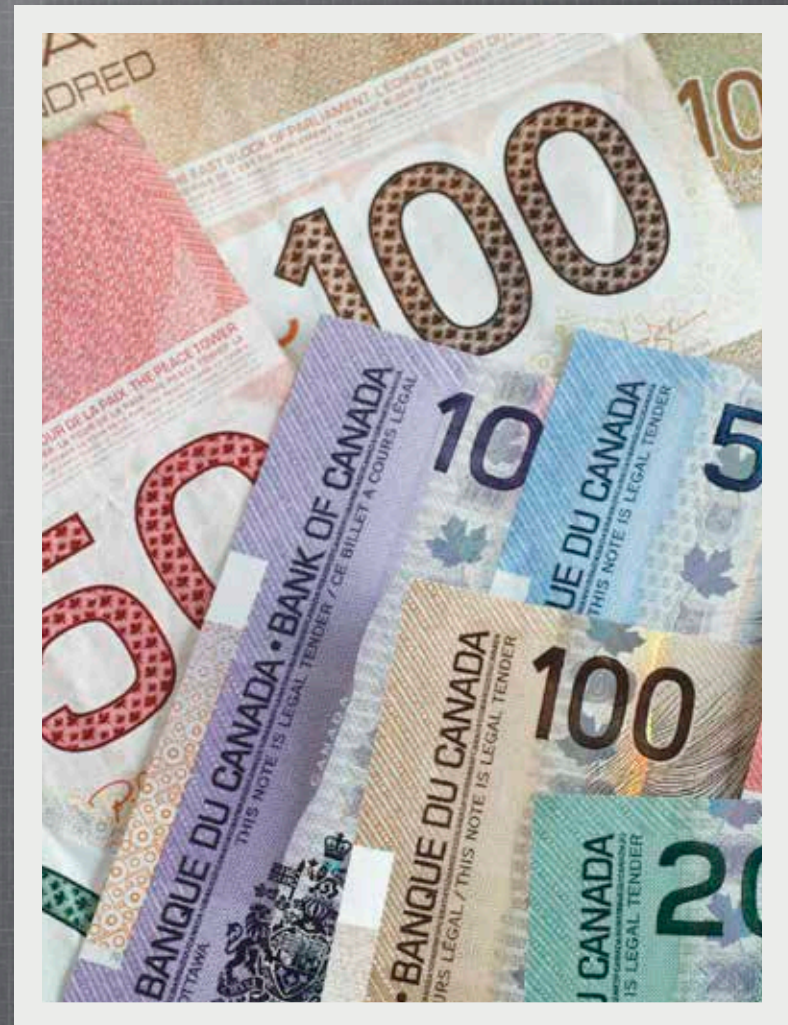
- Margin of error larger & varies for subsamples

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REGIONAL SAMPLE SIZES & MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error
ALBERTA TOTAL	1214	1214	+/- 2.8
Calgary CMA	405	407	+/- 4.9
Edmonton CMA	341	370	+/- 5.1
North	145	157	+/- 7.8
Central	168	146	+/- 8.1
South	155	133	+/- 8.5

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POLITICAL ISSUE PROBE

A Sales Tax for Alberta?

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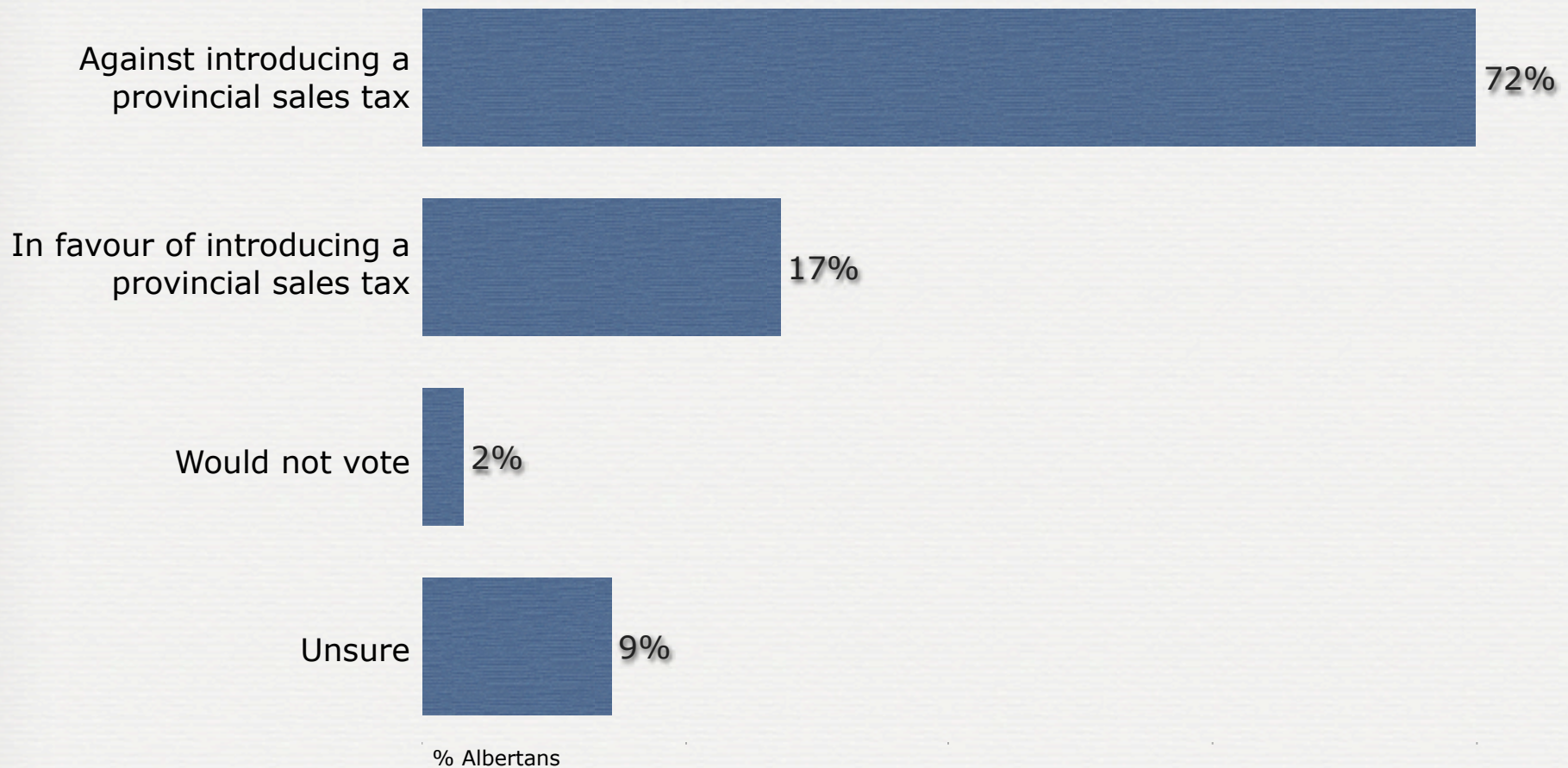
MOCK BALLOT: SALES TAX REFERENDUM

"Recently, there has been some discussion about whether or not Alberta should introduce a provincial sales tax. Current provincial legislation requires that the government would need to hold a referendum and receive approval from a majority of Albertans before introducing a news sales tax. **If a referendum where held tomorrow on the subject, would you personally vote in favour or against the introduction of a provincial sales tax in Alberta?**"

Against introducing a provincial sales tax — 72%

In favour of introducing a provincial sales tax — 17%

Would not vote — 2%

Unsure — 9%

% Albertans

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PUBLIC SUPPORT FOR REPEAL OF SALES TAX REFERENDUM

"Some people have said that the provincial government should repeal the law requiring a referendum before a provincial sales tax can be introduced. Overall, would you say that you personally **approve** or **disapprove** of the government removing the requirement for a referendum on sales tax?"

Strongly Approve — 8%

Somewhat Approve — 12%

Approve 20%

Somewhat Disapprove — 11%

Disapprove 73%

Strongly Disapprove — 62%

Unsure — 7%

% Albertans

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