Alberta’s Public Affairs Monitor

February 2013
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
# Regional Sample Sizes & Margins of Error

<table>
<thead>
<tr>
<th></th>
<th>Total Interviews (Unweighted) (n)</th>
<th>Total Interviews (Weighted) (n)</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALBERTA TOTAL</strong></td>
<td>1214</td>
<td>1214</td>
<td>+/- 2.8</td>
</tr>
<tr>
<td>Calgary CMA</td>
<td>405</td>
<td>407</td>
<td>+/- 4.9</td>
</tr>
<tr>
<td>Edmonton CMA</td>
<td>341</td>
<td>370</td>
<td>+/- 5.1</td>
</tr>
<tr>
<td>North</td>
<td>145</td>
<td>157</td>
<td>+/- 7.8</td>
</tr>
<tr>
<td>Central</td>
<td>168</td>
<td>146</td>
<td>+/- 8.1</td>
</tr>
<tr>
<td>South</td>
<td>155</td>
<td>133</td>
<td>+/- 8.5</td>
</tr>
</tbody>
</table>
ALBERTA’S POLITICAL LANDSCAPE
- MAJOR SHIFTS IN PUBLIC PERCEPTIONS & EVALUATIONS -

- Massive shift in public concerns about finances and the economy
  - Double-digit increases in concerns about debt & deficits and the economy since December 2012
  - Trust and healthcare remain problem areas for the government
  - Most important issues are also ones which government performance worst

March Budget has enormous implications for Redford and her government - support slipping rapidly & mandatory leadership review looms in the Fall
GOVERNMENT STRUGGLES WITH GOVERNING
- PUBLIC TRUST CONTINUES TO BE A PROBLEM -

☞ Public tends to have higher concerns about trust when government not meeting expectations

☞ Two core elements:

☞ Credibility: Believing what they say

☞ Competence: Believe they are effective at doing what they say they will

☞ Redford government struggling: only 29% of Albertans approve of their performance when it comes to “being a government that citizens can trust”
PC election coalition continues erosion from both ends of the spectrum

- PCs down 18-points in decided vote since April 2012
- Erosion favouring both left (NDP & Liberal) and right (Wildrose) almost equally

Redford’s personal approval ratings have swung 25-points since August 2012

Government approval now at only 29%

- 39% of PC voters from April now disapprove of Redford; 46% disapprove of the government’s performance
# Provincial Leadership Evaluations

<table>
<thead>
<tr>
<th>Party</th>
<th>Strongly Approve</th>
<th>Somewhat Approve</th>
<th>Strongly Disapprove</th>
<th>Somewhat Disapprove</th>
<th>Net Approval</th>
<th>Unsure</th>
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</thead>
<tbody>
<tr>
<td>Alison Redford PC</td>
<td>6%</td>
<td>27%</td>
<td>26%</td>
<td>32%</td>
<td>-25</td>
<td>9%</td>
</tr>
<tr>
<td>Danielle Smith Wildrose</td>
<td>16%</td>
<td>30%</td>
<td>19%</td>
<td>24%</td>
<td>+3</td>
<td>11%</td>
</tr>
<tr>
<td>Raj Sherman Liberals</td>
<td>4%</td>
<td>33%</td>
<td>20%</td>
<td>20%</td>
<td>-3</td>
<td>23%</td>
</tr>
<tr>
<td>Brian Mason NDP</td>
<td>5%</td>
<td>34%</td>
<td>20%</td>
<td>15%</td>
<td>+5</td>
<td>25%</td>
</tr>
</tbody>
</table>

% Albertans
"If a provincial election were held tomorrow, which one of the following parties’ candidate would you, yourself, be most likely to support?"

Undecided = 28%

DECIDED VOTE (Leaners Included)

- Wildrose: 38%
- pcAlberta: 26%
- NDP: 16%
- LiberalAlberta: 13%
- Alberta Party: 3%
- Some other party: 4%

% Decided Voters (n=1000)
PROVINCIAL POLITICAL HORSE RACE
- TRACKING -

Election 2012 Oct '12 Dec '12 Feb '13

PC 44% 36% 31% 26%
WR 34% 33% 35% 38%
NDP 10% 14% 16% 16%
Lib 1% 11% 12% 13%
AB 3% 3% 4% 4%
Oth 3% 3% 3% 3%

% Decided Vote
"If a provincial election were held tomorrow, which one of the following parties’ candidate would you, yourself, be most likely to support?"

**DECIDED VOTE (Leaners Included)**

- **PCs**
- **WRP**
- **LIB**
- **NDP**
- **ALBERTA**
- **OTHER**

<table>
<thead>
<tr>
<th>Region</th>
<th>PCs</th>
<th>WRP</th>
<th>LIB</th>
<th>NDP</th>
<th>ALBERTA</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta Total</td>
<td>26%</td>
<td>13%</td>
<td>16%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Calgary (City)</td>
<td>27%</td>
<td>15%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Edmonton (City)</td>
<td>24%</td>
<td>4%</td>
<td>18%</td>
<td>4%</td>
<td>4%</td>
<td>0%</td>
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<tr>
<td>Small Urban</td>
<td>27%</td>
<td>10%</td>
<td>13%</td>
<td>10%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Rural</td>
<td>24%</td>
<td>5%</td>
<td>8%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
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% Decided Voters (n=1000)
For more information, please contact:
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