



EYE ON ALBERTA

MARCH 2014

Alberta's Public Affairs Monitor

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RESEARCH METHODOLOGY

- 👁 Study fielded via online research panel
 - 👁 Field Dates: March 10 - 16, 2014
 - 👁 Panel Source: Voice of Alberta & Vision Critical
- 👁 n=1688
- 👁 Weighted to reflect gender, age, region of Alberta population according to Stats Canada
- 👁 Sample of 1688, margin of error, which measures sampling variability, is +/- 2.4%
- 👁 Margin of error larger & varies for subsamples

RESEARCH METHODOLOGY

- On March 12, Premier Alison Redford announced that she would be repaying \$45,000 in expenses associated with her South Africa travel (3rd day of study field window)
- To gauge the impact of this announcement on public views, study sample was boosted and field window extended to gather a statistically reliable sample pre & post
- A total of 743 completes prior to Redford repayment announcement & 945 completes post announcement
- Margin of error, which measures sampling variability for these portions of the total sample:
 - Pre-announcement Wave = +/- 3.6%
 - Post-announcement Wave = +/-3.2%

REGIONAL SAMPLE SIZES & MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error
ALBERTA TOTAL	1688	1688	+/- 2.4
Calgary CMA	594	566	+/- 4.0
Edmonton CMA	492	515	+/- 4.4
North	175	219	+/- 7.4
Central	209	203	+/- 6.8
South	218	185	+/- 6.6

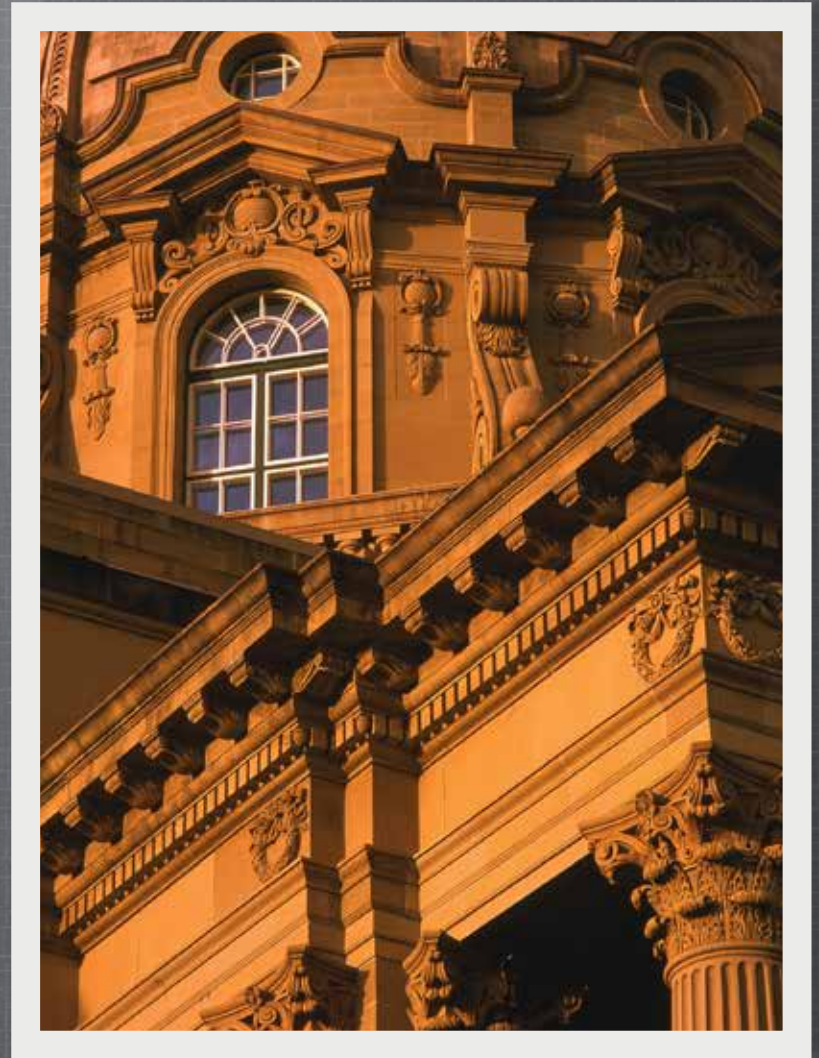
STUDY SAMPLE FRAME ANALYTICS

- BY LAST PROVINCIAL VOTE -

	Actual Vote April 2012 Election	Sample Unweighted (n) %	Sample Weighted (n) %
Progressive Conservative	44%	(569) 43.2%	(524) 42%
Wildrose	34%	(459) 34.9%	(414) 33%
Liberal	10%	(130) 9.9%	(135) 11%
NDP	10%	(130) 9.9%	(142) 11%
Other	2%	(28) 2.1%	(35) 3%

ALBERTA'S POLITICAL LANDSCAPE

March 2014



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PROVINCIAL LEADERSHIP EVALUATIONS

■ Strongly

■ Somewhat

Net
Approval

Unsure

Alison Redford - PC

Approve 3% 15% 18%

Disapprove 53% 22% 75%

-57

7%

Danielle Smith - Wildrose

Approve 19% 32% 51%

Disapprove 19% 16% 35%

+16

15%

Raj Sherman - Liberals

Approve 6% 30% 36%

Disapprove 15% 21% 36%

—

28%

Brian Mason - NDP

Approve 7% 30% 37%

Disapprove 14% 18% 32%

+5

30%

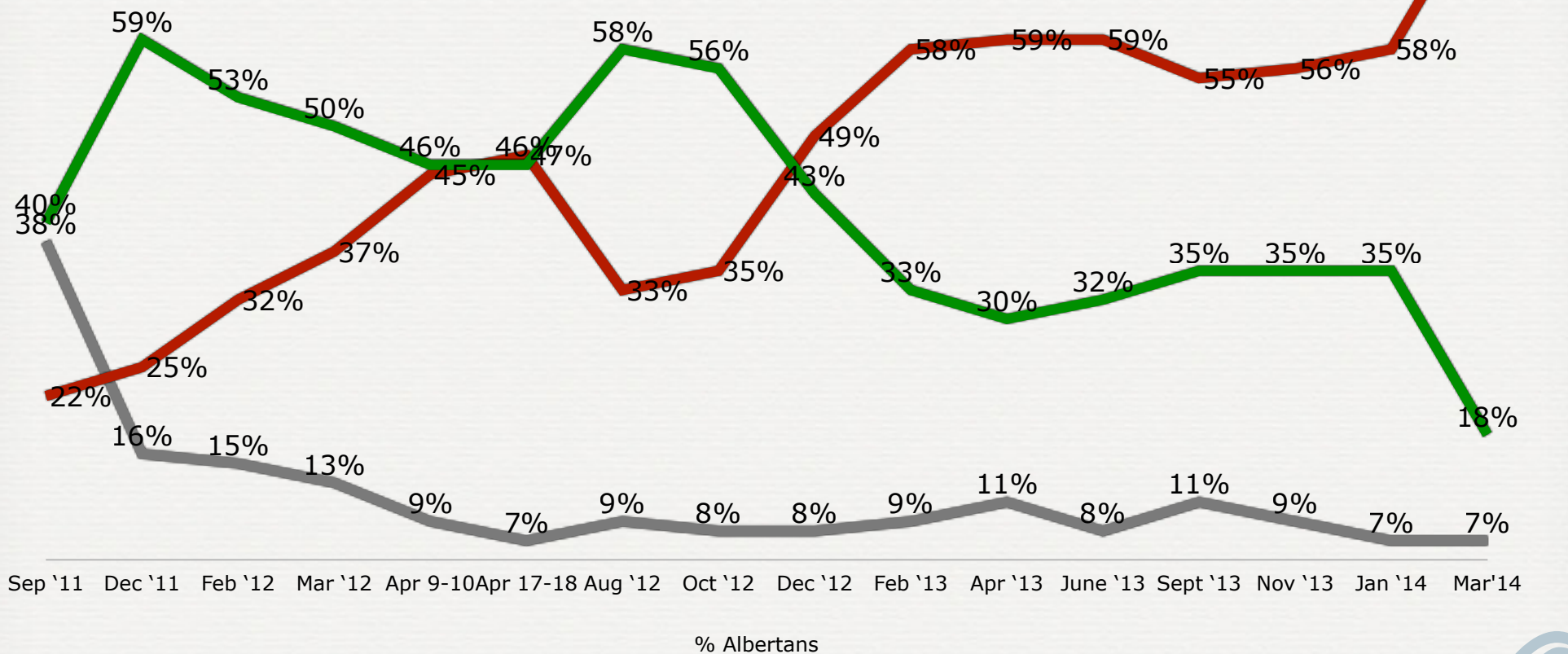
% Albertans

LEADER EVALUATIONS

- ALISON REDFORD -



— Approve — Disapprove — Unsure



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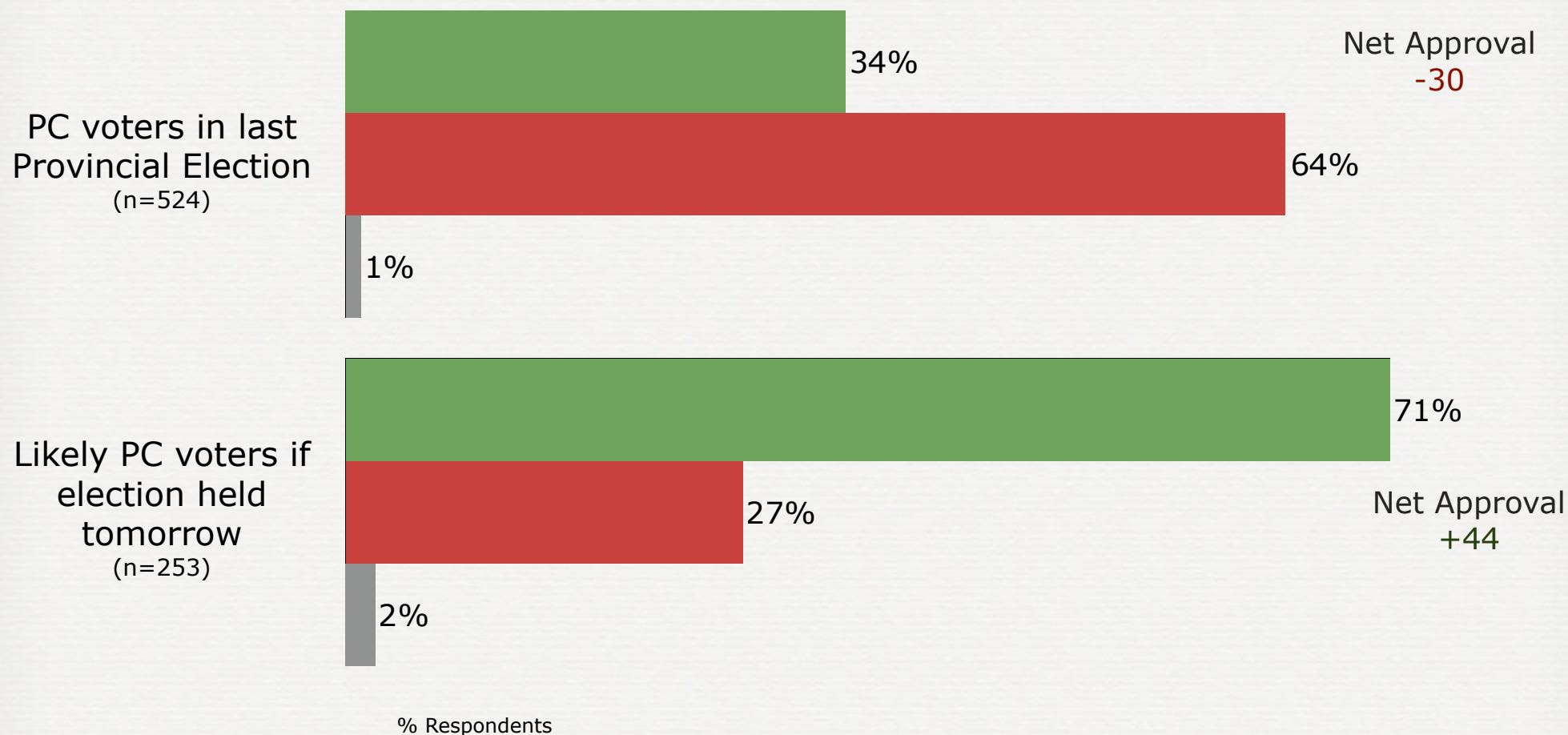
ALISON REDFORD'S APPROVAL

- AMONG PC VOTERS PAST & FUTURE -

■ Approve

■ Disapprove

■ Unsure



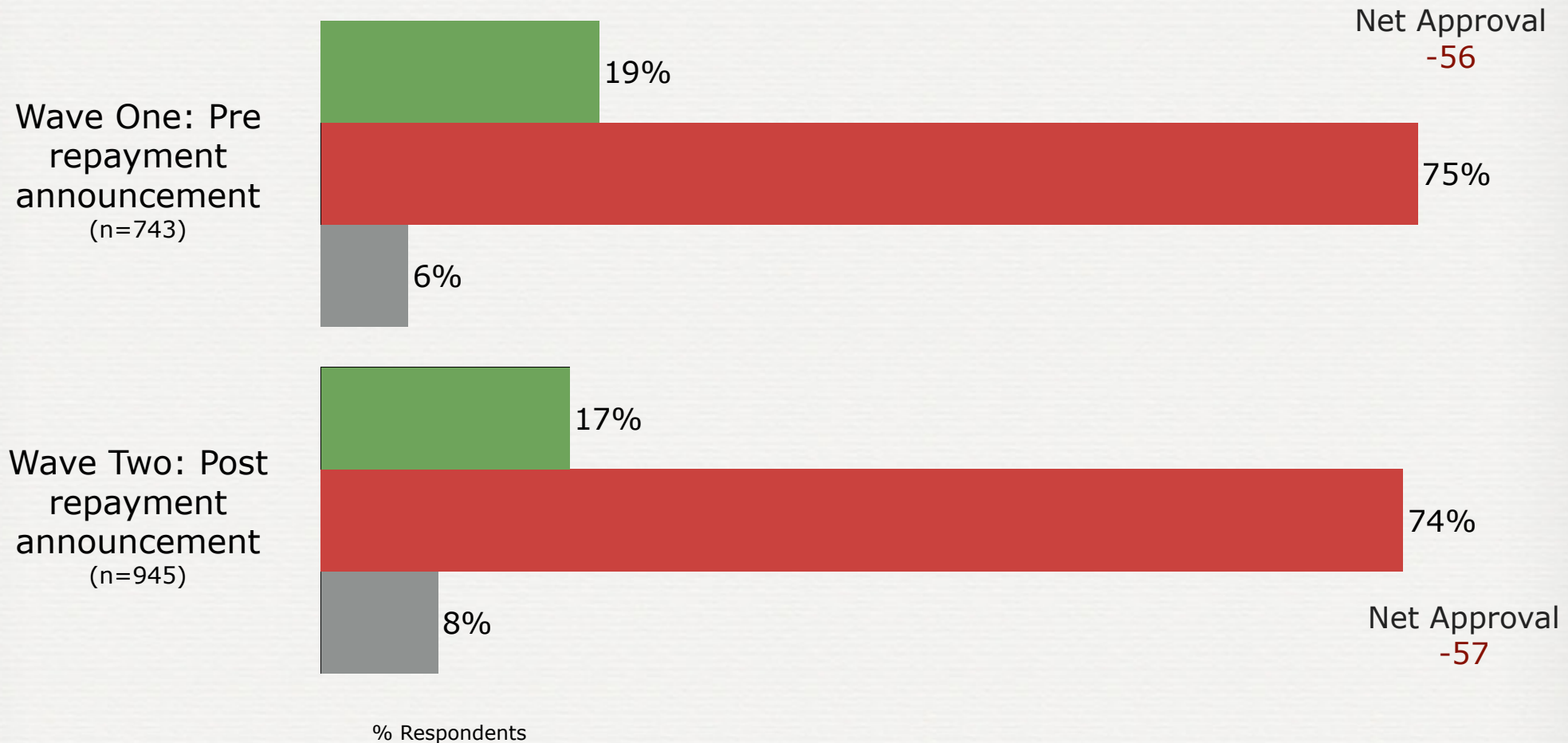
ALISON REDFORD'S APPROVAL

- PRE & POST SA REPAYMENT -

Approve

Disapprove

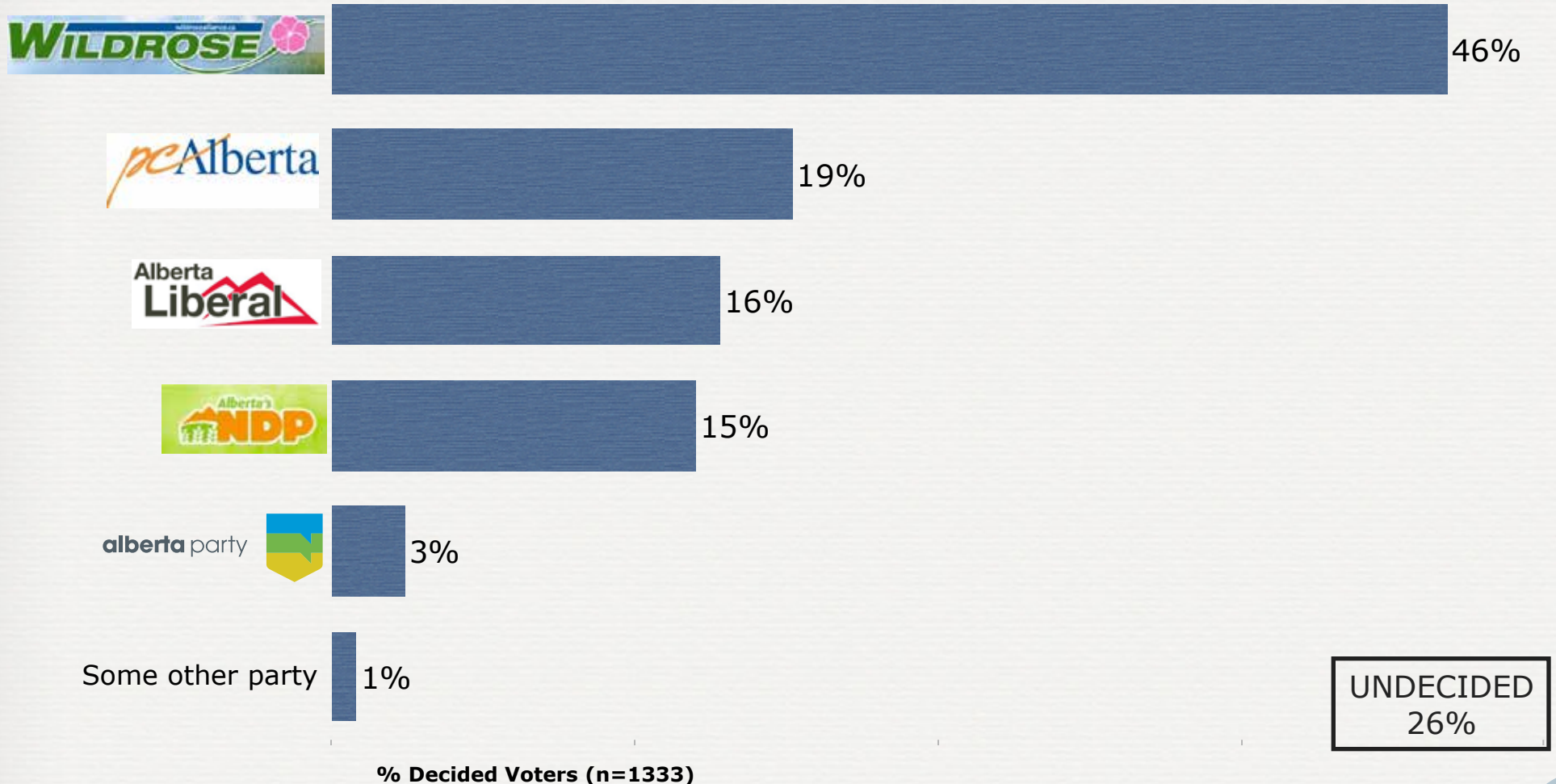
Unsure



PROVINCIAL POLITICAL HORSERACE

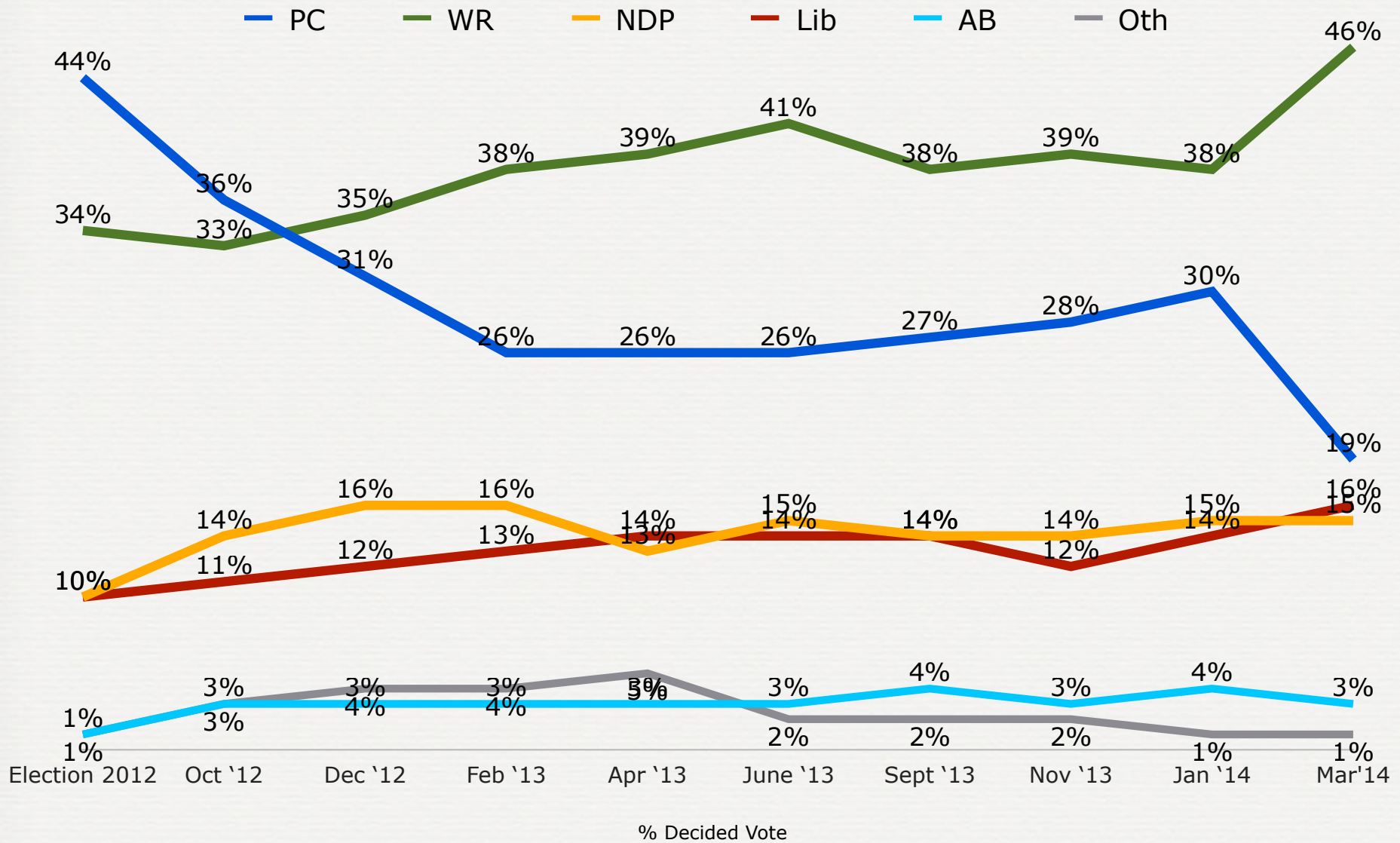
- DECIDED VOTE -

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



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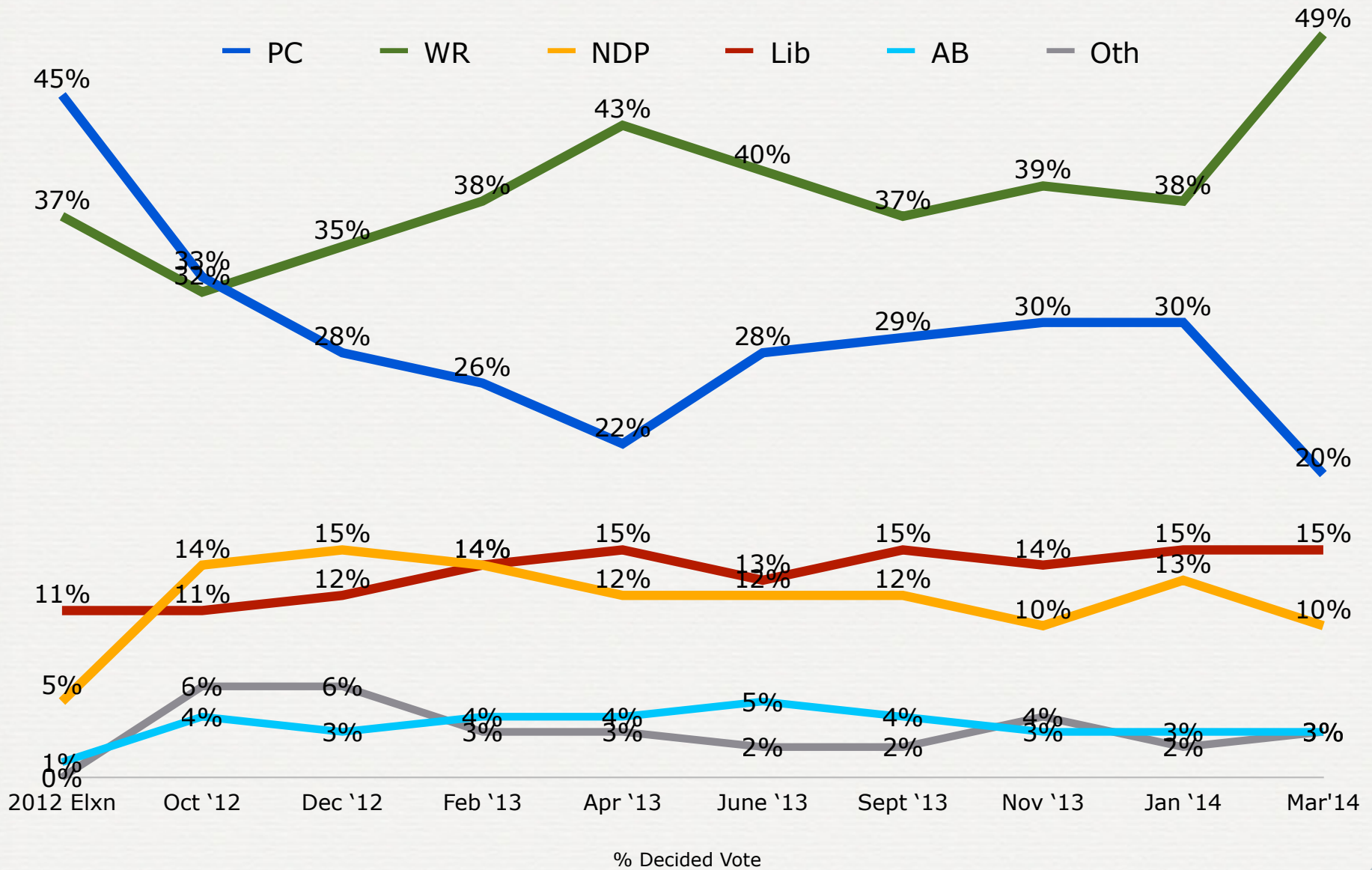
PROVINCIAL POLITICAL HORSERACE - THQ TRACKING -



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PROVINCIAL POLITICAL HORSERACE

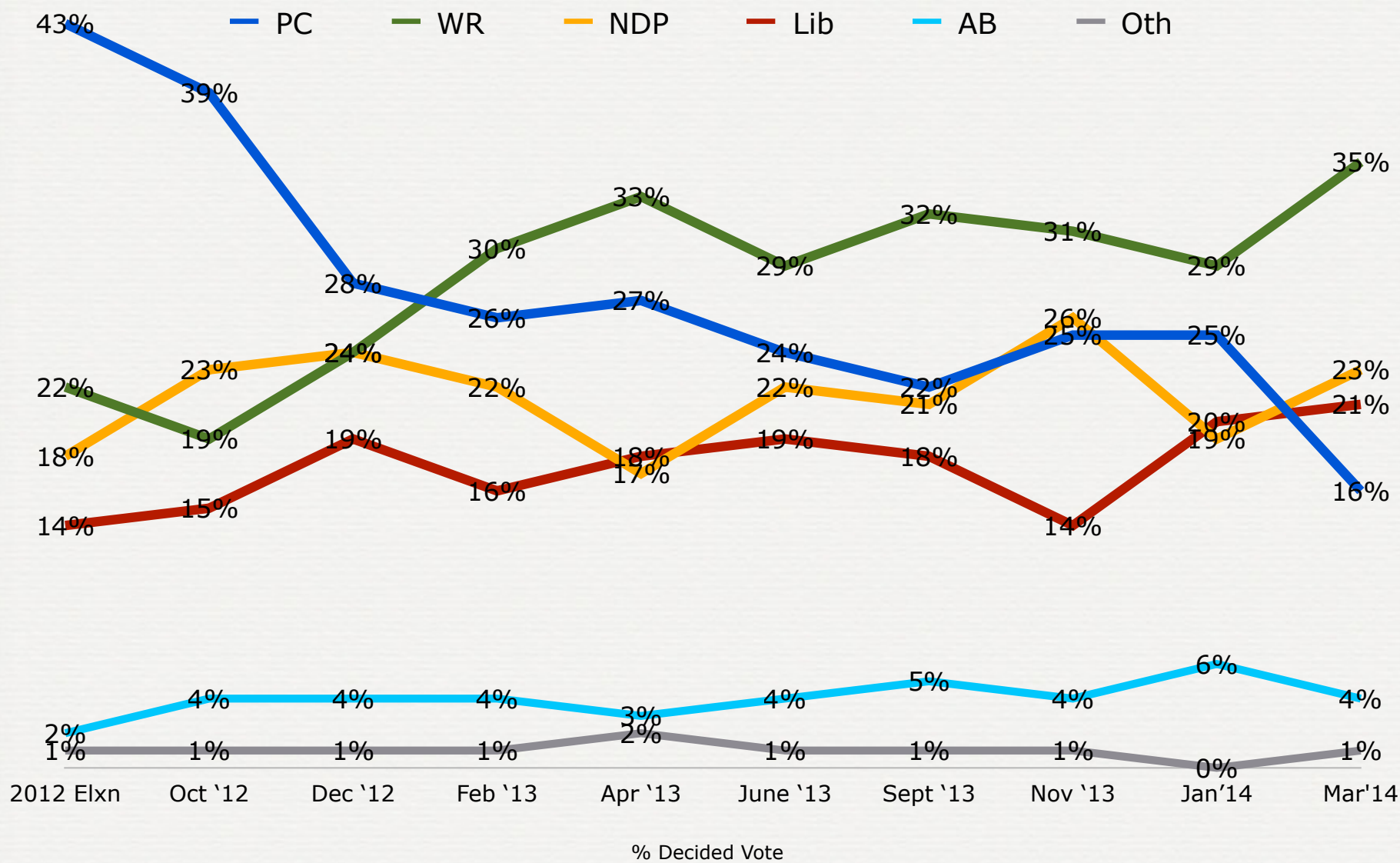
- CALGARY(CMA) TRACKING -



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PROVINCIAL POLITICAL HORSERACE

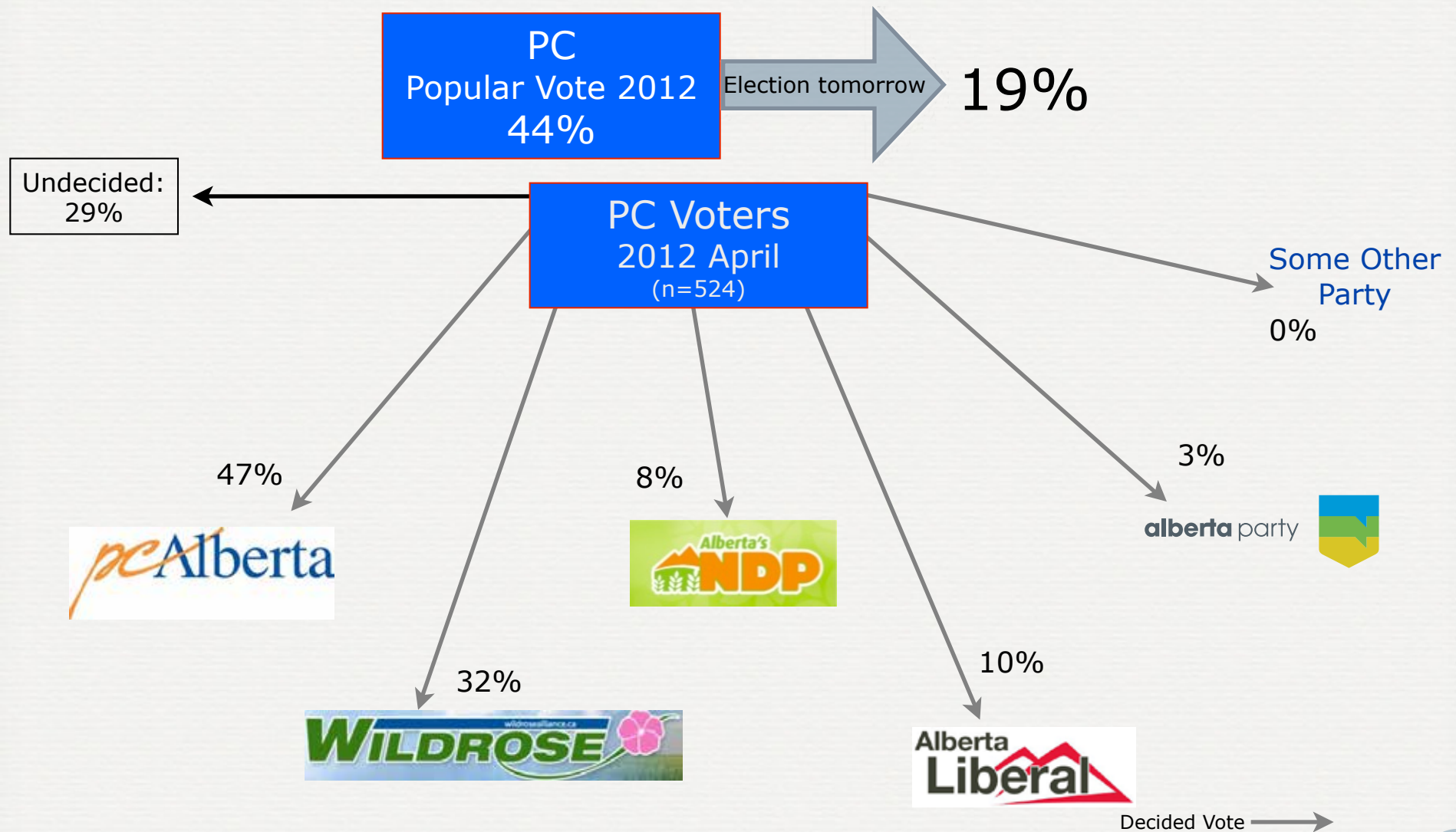
- EDMONTON(CMA) TRACKING -



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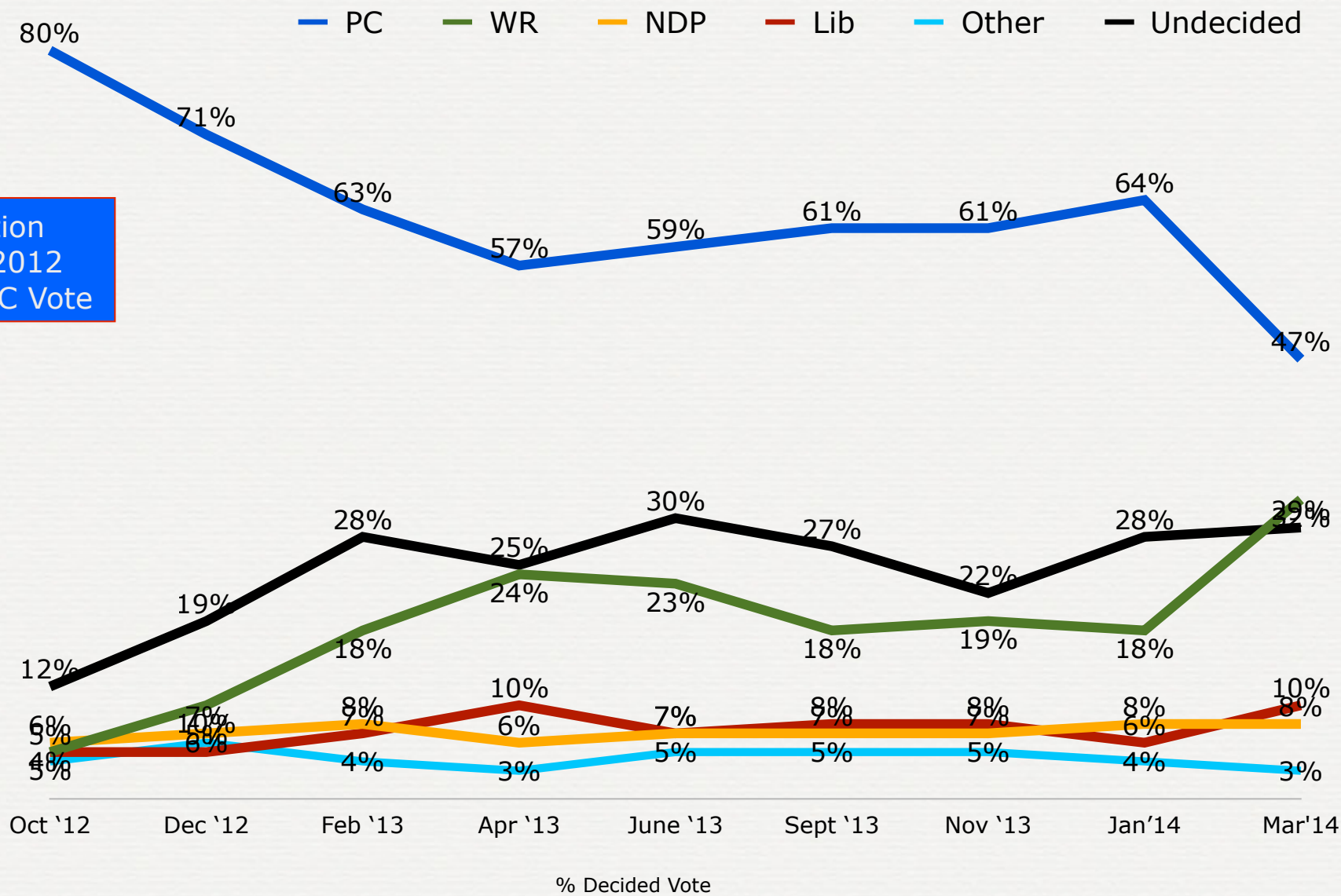
VOTE SHIFT: THE PC VOTE

- SINCE APRIL 2012 ELECTION -



TRACKING PC VOTE RETENTION/ EROSION

- VOTE INTENTION AMONG APRIL 2012 PC VOTERS -

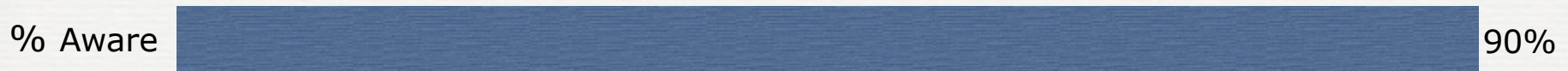


Election
April 2012
100% PC Vote

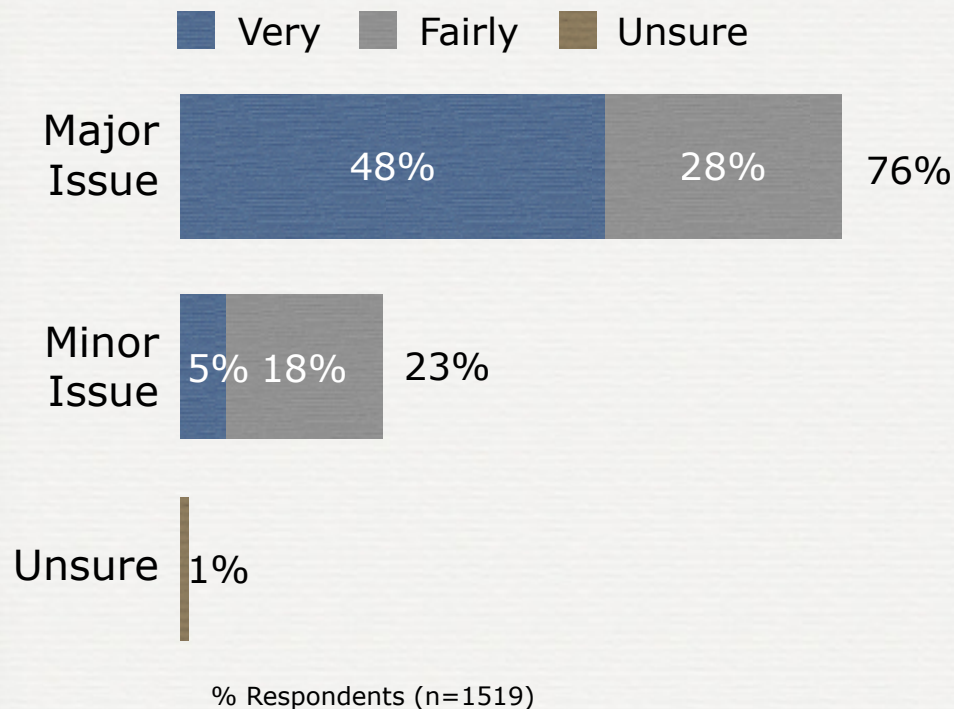
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AWARENESS & REACTION TO PREMIER'S TRAVEL TROUBLES

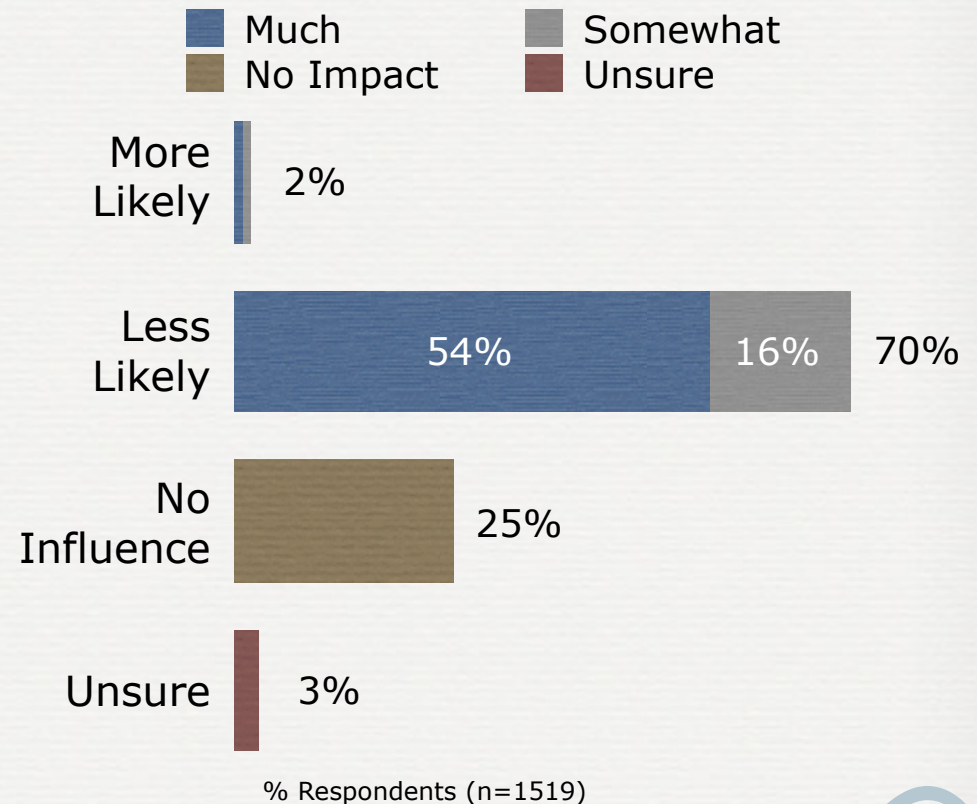
"In the past few weeks, have you personally seen, heard or read anything about a controversy involving Premier Alison Redford's travel expenses?"



"And based upon your impressions of the situation involving the Premier's travel expenses, do you believe this is a major issue or a minor issue for the PC Government going forward?"



"And what about you personally? Would you say you are more likely or less likely to vote for the PC Party led by Alison Redford as a result of recent events involving the Premier's travel expenses?"



IMPACT OF REDFORD CONTROVERSY ON FUTURE VOTE

- BY LAST PROVINCIAL VOTE -

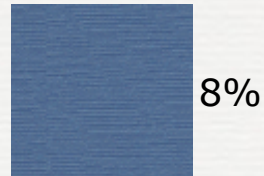
"And what about you personally? Would you say you are more likely or less likely to vote for the PC Party led by Alison Redford as a result of recent events involving the Premier's travel expenses?"

Base: Those aware of Redford Travel Issue	Alberta Total	LAST PROVINCIAL VOTE			
		PC	Wildrose	Liberal	NDP
	(1519) %	(490) %	(402) %	(120) %	(137) %
Less likely to vote PC	70%	59%	87%	69%	66%
More likely to vote PC	2%	4%	0%	28%	2%
Won't really influence my vote one way or the other	25%	34%	12%	3%	32%
Unsure	3%	3%	1%	0%	0%

ALBERTANS TAKE SIDES ON PREMIER'S TRAVEL CONTROVERSY

"Different people have different points of view when it comes to the recent controversy involving the Premier's travel. Which one of the following three broad statements best reflects your own feelings on the situation? The Premier..."

Really didn't do anything wrong:
She's the Premier and needs to travel;
people are making too big a deal of this



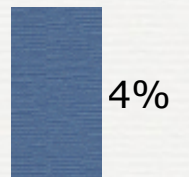
Showed bad judgement:
She probably should have known better
or known more about what was going on



Showed bad character:
She's showing arrogance and a sense of
entitlement



Unsure 4%



% Albertans

ALBERTANS TAKE SIDES ON PREMIER'S TRAVEL CONTROVERSY - BY LAST PROVINCIAL VOTE -

"Different people have different points of view when it comes to the recent controversy involving the Premier's travel. Which one of the following three broad statements best reflects your own feelings on the situation? The Premier..."

	Alberta Total	LAST PROVINCIAL VOTE			
		PC	Wildrose	Liberal	NDP
	(1688) %	(524) %	(414) %	(135) %	(142) %
Really didn't do anything wrong: She's the Premier and needs to travel; people are making too big a deal of this	8%	15%	2%	7%	5%
Showed bad judgement: She probably should have known better or known more about what was going on	33%	38%	24%	31%	32%
Showed bad character: She's showing arrogance and a sense of entitlement	55%	45%	73%	59%	60%
Unsure	4%	3%	1%	4%	3%



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