



EYE ON ALBERTA

OCTOBER 2014

Alberta's Public Affairs Monitor

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RESEARCH METHODOLOGY

- 👁️ Study fielded via online research panel
 - 👁️ Field Dates: October 6 - 9, 2014
 - 👁️ Panel Source: Voice of Alberta & Vision Critical
- 👁️ n=1419
- 👁️ Weighted to reflect gender, age, region of Alberta population according to Stats Canada
- 👁️ For sample of 1419, margin of error, which measures sampling variability, is +/- 2.6% (Note: Non-probability sample; results considered accurate within +/- 2.6% based on probability sample of this size at a 95% confidence interval)
- 👁️ Margin of error larger & varies for subsamples

REGIONAL SAMPLE SIZES & MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error
ALBERTA TOTAL	1419	1419	+/- 2.6
Calgary CMA	511	477	+/- 4.3
Edmonton CMA	426	433	+/- 4.8
North	156	182	+/- 7.9
Central	156	171	+/- 7.9
South	170	156	+/- 7.5

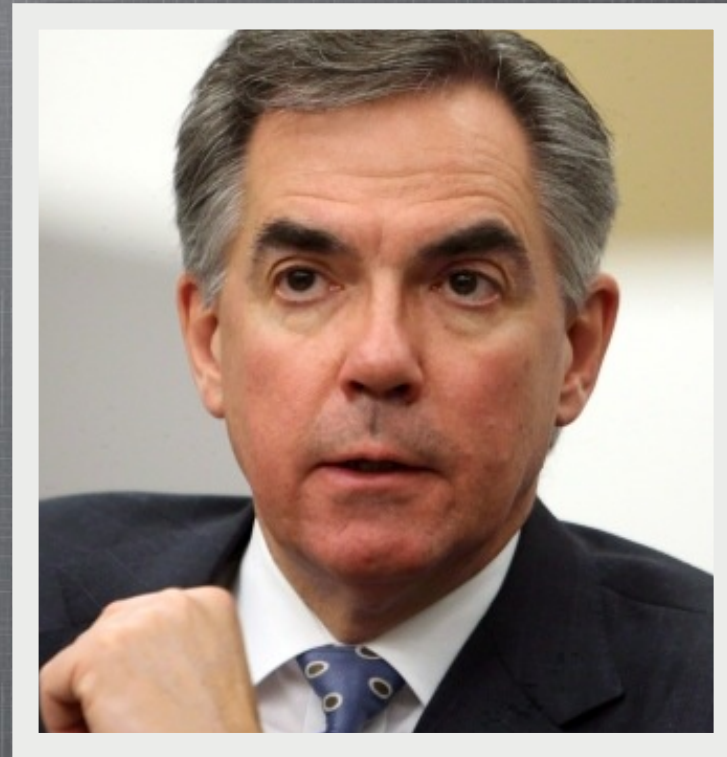
STUDY SAMPLE FRAME ANALYTICS

- BY LAST PROVINCIAL VOTE -

	Actual Vote April 2012 Election	Sample Unweighted (n) %	Sample Weighted (n) %
Progressive Conservative	44%	(481) 43.5%	(449) 44%
Wildrose	34%	(363) 32.8%	(346) 34%
Liberal	10%	(110) 10.0%	(102) 10%
NDP	10%	(119) 10.8%	(104) 10%
Other	2%	(31) 2.8%	(19) 2%

THE PRENTICE HONEYMOON

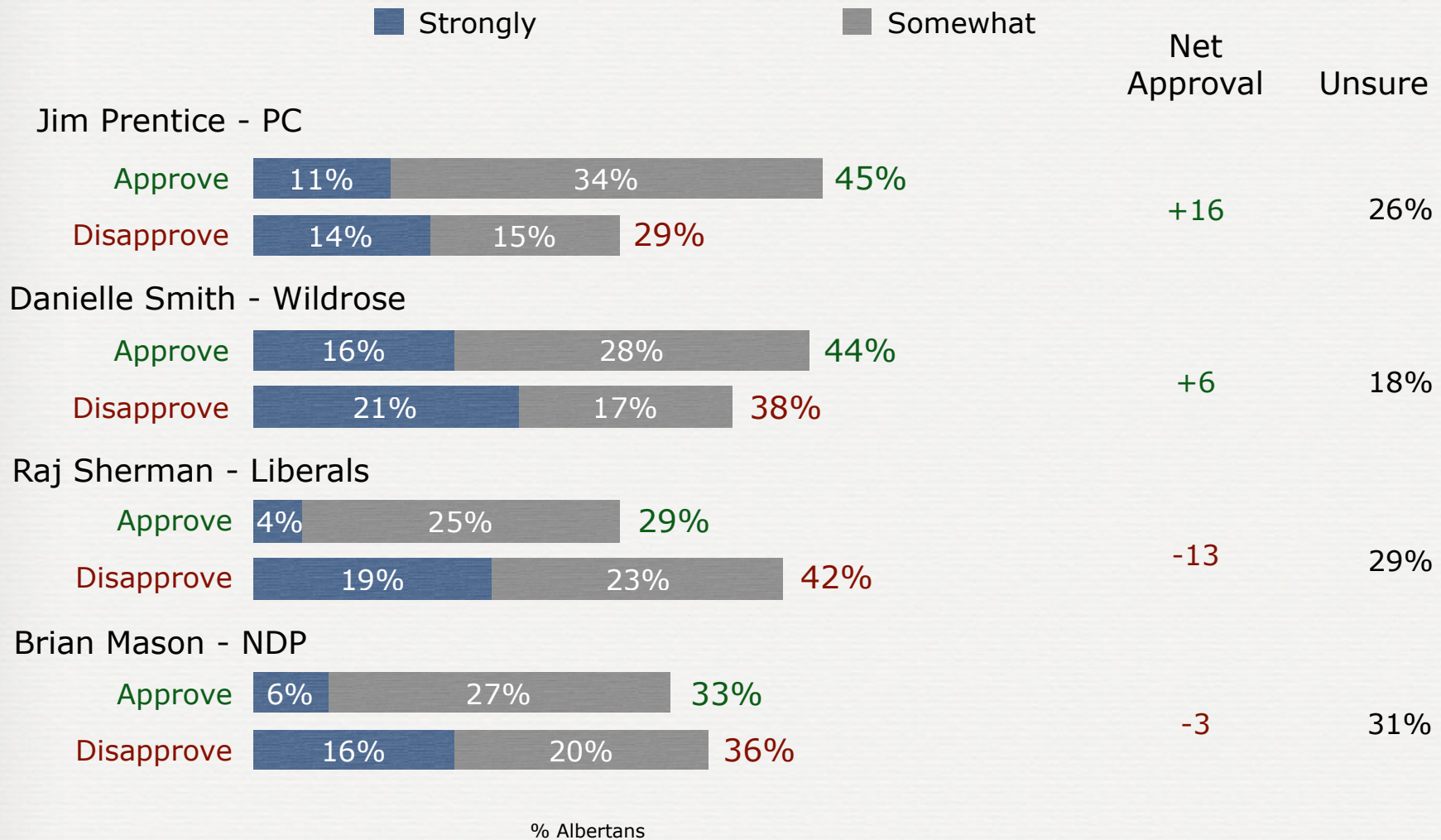
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PROVINCIAL LEADERSHIP EVALUATIONS



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LEADER EVALUATIONS

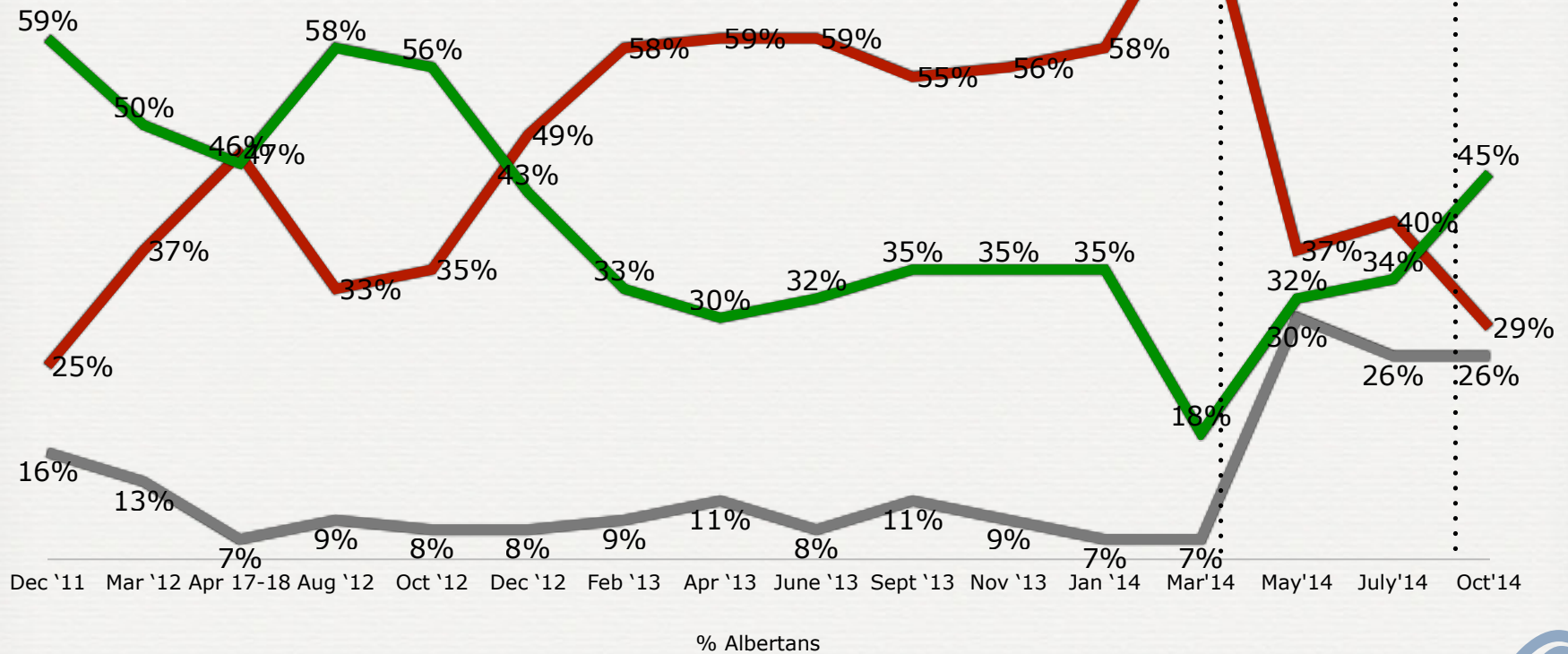
- REDFORD, HANCOCK, PRENTICE -



Redford resigns/
Hancock sworn in

Prentice sworn in

— Approve — Disapprove — Unsure



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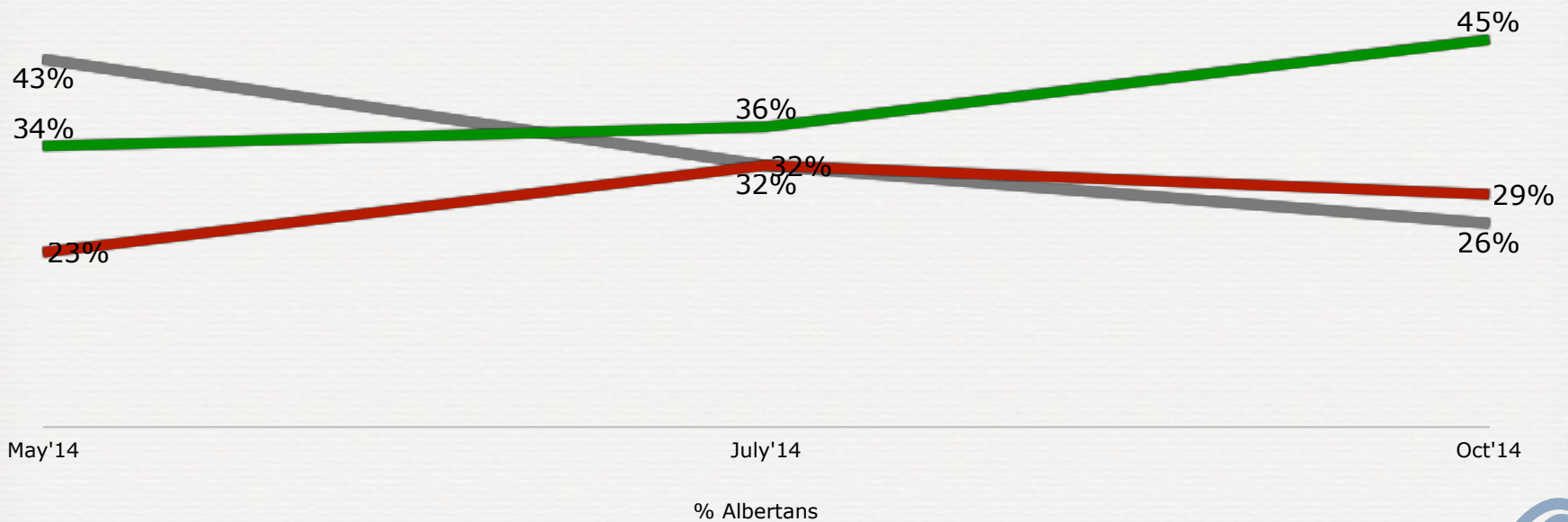


LEADER EVALUATIONS

- TRACKING JIM PRENTICE'S APPROVAL -



— Approve — Disapprove — Unsure



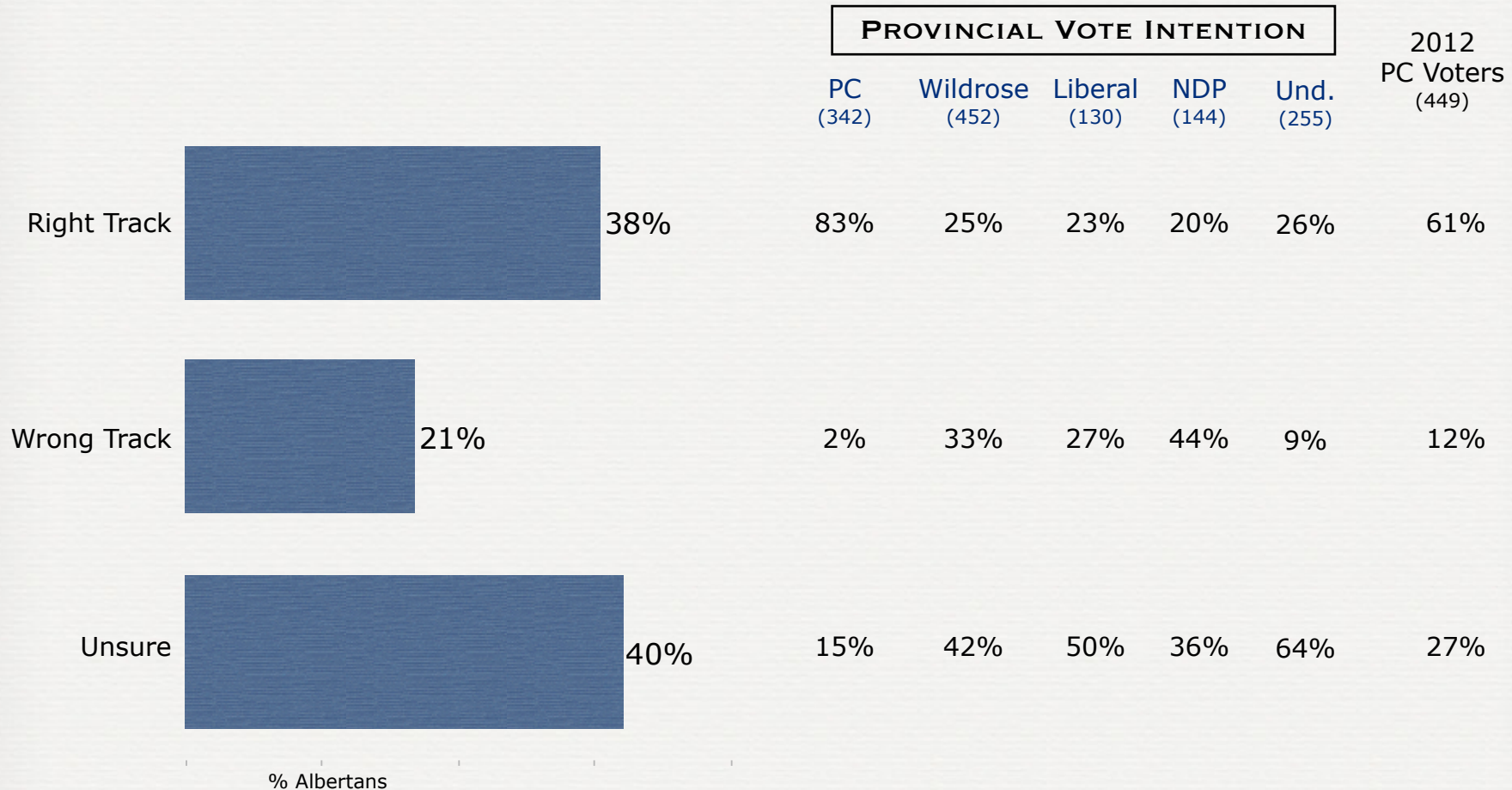
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PRENTICE LEADERSHIP

RIGHT TRACK OR WRONG TRACK?

"All in all, since Jim Prentice became Premier, do you think that the provincial government is on the **right track** or **wrong track** in the way it's running the province?"



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