



# VOICE OF ALBERTA -ATTITUDINALS-

APRIL 2015

## Alberta's Public Affairs Monitor

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# RESEARCH METHODOLOGY

- 👁 Study fielded via online research panel
  - 👁 Field Dates: April 2 - 6 , 2015
  - 👁 Panel Source: Voice of Alberta & Vision Critical
- 👁 n=1835
- 👁 Weighted to reflect gender, age, region of Alberta population according to Stats Canada
- 👁 This online survey utilizes a representative but not random sample, therefore margin of error not applicable. However, a probability sample of this size would yield a margin of error of +/-2.3 percentage points at a 95% confidence interval.
- 👁 Accuracy of sub-samples of the data decline based on sample sizes

# REGIONAL SAMPLE SIZES & MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error (Associated with a probability sample of this size)
ALBERTA TOTAL	1835	1835	+/- 2.3
Calgary CMA	627	615	+/- 3.9
Edmonton CMA	552	560	+/- 4.2
North	199	237	+/- 7.3
Central	225	221	+/- 6.4
South	232	202	+/- 6.3

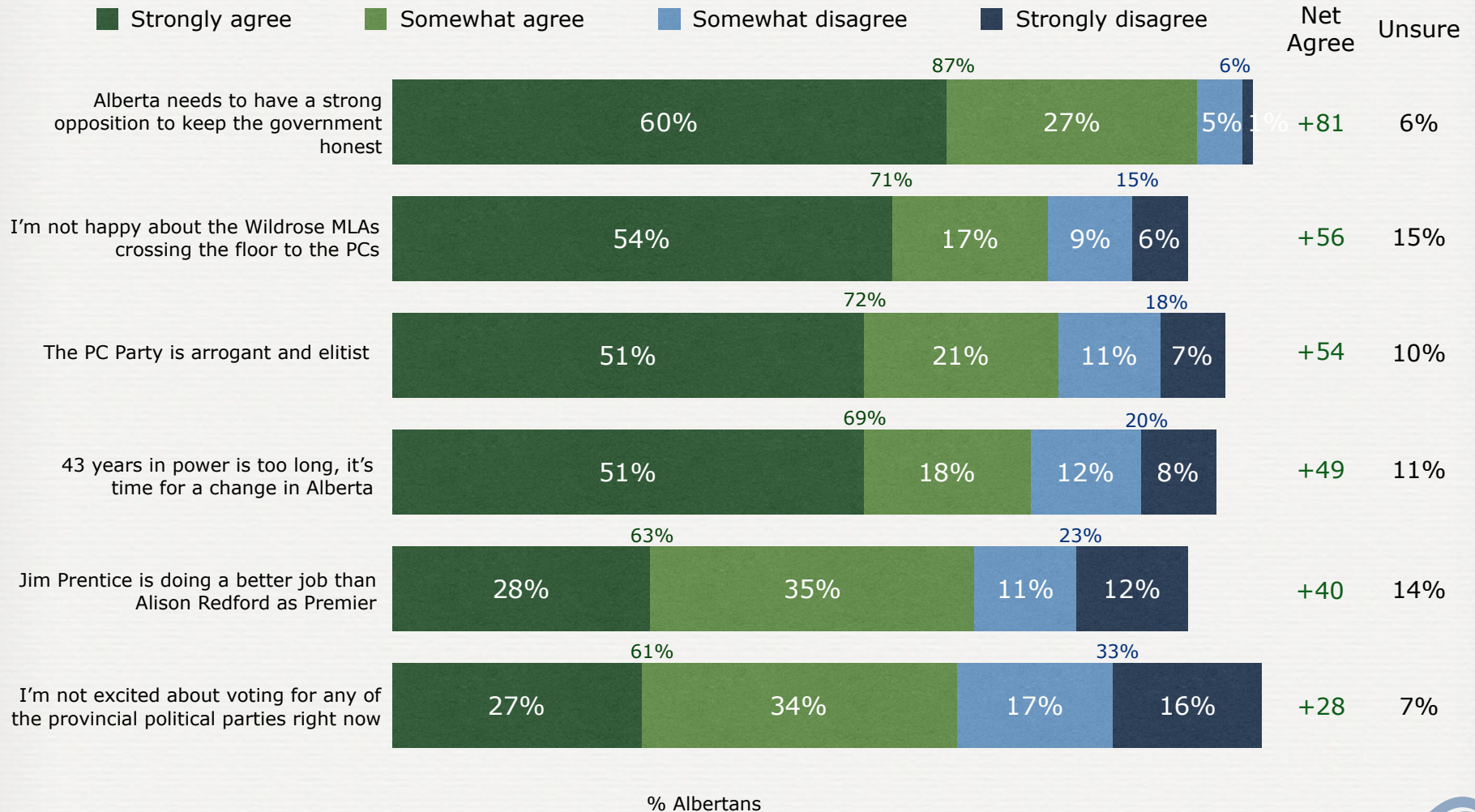
# STUDY SAMPLE FRAME ANALYTICS

## - BY LAST PROVINCIAL VOTE -

	<b>Actual Vote April 2012 Election</b>	Sample Unweighted (n) %	Sample Weighted Decided vote (n) %
Progressive Conservative	44%	(598) 41.5%	(598) 44%
Wildrose	34%	(485) 33.6%	(461) 34%
Liberal	10%	(148) 10.3%	(133) 10%
NDP	10%	(170) 11.6%	(140) 10%
Other	2%	(41) 2.8%	(29) 2%

# UPCOMING PROVINCIAL ELECTION -ATTITUDINALS-

"The following is a list of statements that SOME PEOPLE might say about the upcoming provincial election. Would you say that you **AGREE** or **DISAGREE** with each?"



# UPCOMING PROVINCIAL ELECTION -ATTITUDINALS-

## PROVINCIAL VOTE INTENTION

		PC (357)	WR (446)	NDP (375)	LIB (170)	UND (323)
<b>Alberta needs to have a strong opposition to keep the government honest</b>	AGREE	79%	95%	95%	95%	78%
	DISAGREE	17%	4%	2%	2%	5%
	UNSURE	4%	2%	3%	3%	16%
<b>I'm not happy about the Wildrose MLAs crossing the floor to the PCs</b>	AGREE	55%	91%	78%	68%	57%
	DISAGREE	35%	5%	10%	14%	9%
	UNSURE	10%	4%	12%	18%	34%
<b>The PC Party is arrogant and elitist</b>	AGREE	29%	93%	92%	91%	61%
	DISAGREE	63%	4%	5%	4%	12%
	UNSURE	8%	3%	3%	5%	28%

% Albertans

# UPCOMING PROVINCIAL ELECTION -ATTITUDINALS-

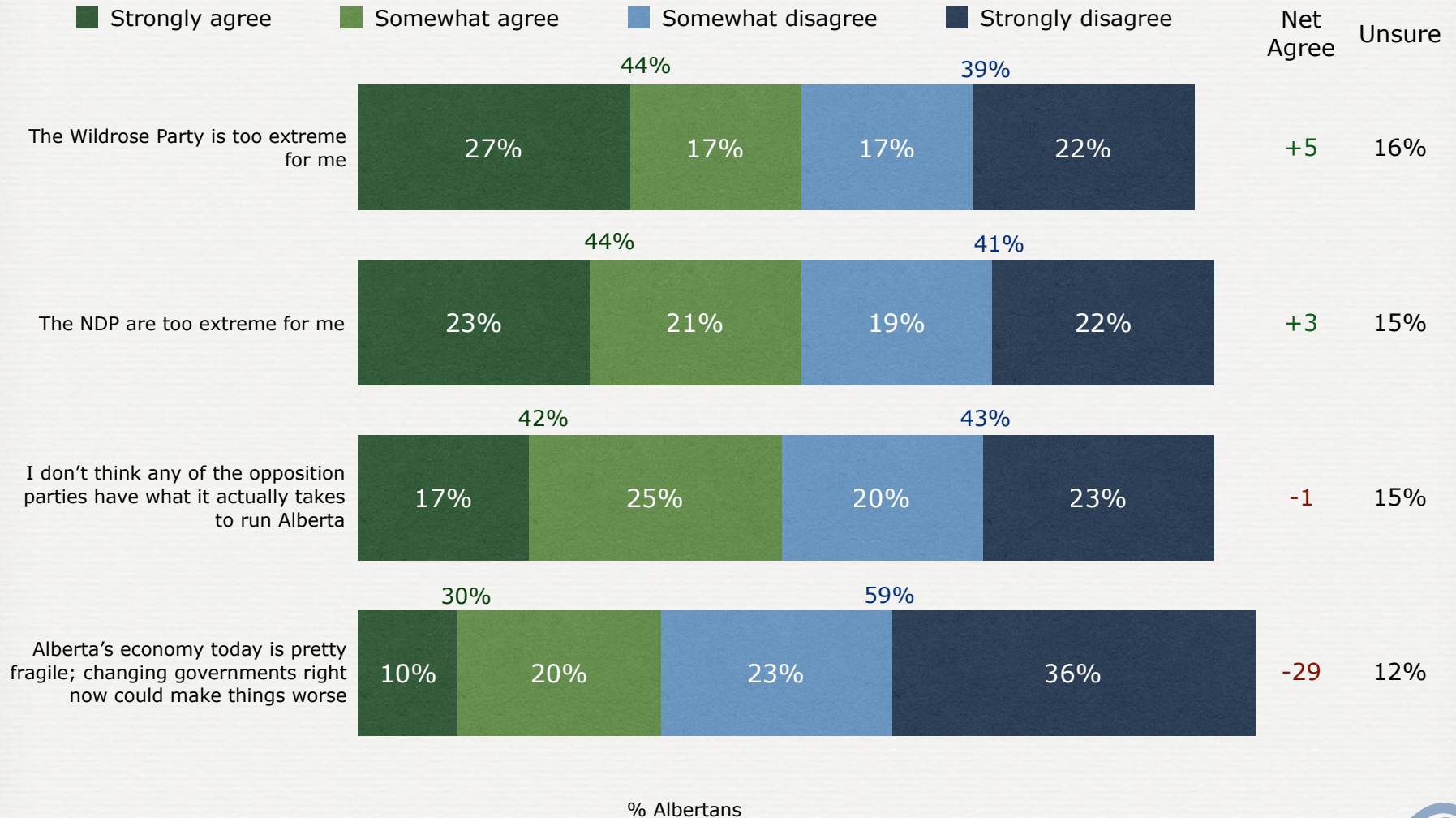
## PROVINCIAL VOTE INTENTION

		PC (357)	WR (446)	NDP (375)	LIB (170)	UND (323)
<b>43 years in power is too long, it's time for a change in Alberta</b>	AGREE	15%	87%	92%	94%	65%
	DISAGREE	74%	7%	3%	3%	11%
	UNSURE	11%	6%	4%	2%	24%
<b>Jim Prentice is doing a better job than Alison Redford as Premier</b>	AGREE	94%	67%	50%	59%	52%
	DISAGREE	2%	27%	38%	30%	17%
	UNSURE	4%	7%	12%	11%	31%
<b>I'm not excited about voting for any of the provincial political parties right now</b>	AGREE	55%	61%	49%	63%	76%
	DISAGREE	40%	36%	47%	32%	7%
	UNSURE	5%	3%	4%	5%	17%

% Albertans

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# UPCOMING PROVINCIAL ELECTION -ATTITUDINALS-

## PROVINCIAL VOTE INTENTION

		PC (357)	WR (446)	NDP (375)	LIB (170)	UND (323)
<b>The Wildrose Party is too extreme for me</b>	AGREE	63%	3%	70%	75%	28%
	DISAGREE	25%	93%	21%	17%	26%
	UNSURE	12%	4%	10%	8%	46%
<b>The NDP are too extreme for me</b>	AGREE	72%	72%	6%	35%	29%
	DISAGREE	18%	21%	90%	56%	27%
	UNSURE	10%	7%	4%	9%	44%
<b>I could change my mind about who to vote for</b>	Do not Strongly disagree	70%	75%	72%	75%	80%
	Strongly disagree	26%	22%	21%	19%	1%
	UNSURE	4%	3%	7%	5%	19%

% Albertans

# UPCOMING PROVINCIAL ELECTION -ATTITUDINALS-

## PROVINCIAL VOTE INTENTION

		PC (357)	WR (446)	NDP (375)	LIB (170)	UND (323)
<b>I don't think any of the opposition parties have what it actually takes to run Alberta</b>	AGREE	82%	32%	21%	32%	44%
	DISAGREE	12%	58%	71%	57%	18%
	UNSURE	6%	10%	8%	12%	39%
<b>Alberta's economy today is pretty fragile; changing governments right now could make things worse</b>	AGREE	75%	20%	13%	19%	25%
	DISAGREE	18%	73%	80%	73%	49%
	UNSURE	7%	7%	7%	8%	26%

% Albertans



## Want to have your say about topics and issues that affect Albertans?

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Join and have your say at:  
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