Eye on Alberta
The Provincial Political Horserace

December 2015

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Research Methodology

• Study fielded via online research panel
  o Field dates: December 1 to 6, 2015
  o Panel source: Voice of Alberta & Vision Critical

• n=1230

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

• This online survey utilizes a representative but non-random sample, therefore margin of error is not applicable. However, a probability sample of this size would yield a margin of error of +/- 2.8 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

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Interviews (Unweighted) (n)</th>
<th>Total Interviews (Weighted) (n)</th>
<th>Margin of Error (Associated with a probability sample of this size)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBERTA TOTAL</td>
<td>1230</td>
<td>1230</td>
<td>+/- 2.8</td>
</tr>
<tr>
<td>Calgary</td>
<td>419</td>
<td>412</td>
<td>+/- 4.8</td>
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<tr>
<td>Edmonton</td>
<td>349</td>
<td>375</td>
<td>+/- 5.3</td>
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<tr>
<td>North</td>
<td>132</td>
<td>159</td>
<td>+/- 8.5</td>
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<tr>
<td>Central</td>
<td>165</td>
<td>149</td>
<td>+/- 7.6</td>
</tr>
<tr>
<td>South</td>
<td>165</td>
<td>135</td>
<td>+/- 7.6</td>
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</tbody>
</table>
Alberta’s Political Landscape

December 2015
Provincial Political Landscape

-Bruising Fall Session Coming to a Close-

- New NDP Government having a rough ride in first full legislative session
  - Big Spending, Big Deficit Budget
  - Climate Change Plan
  - Farm Workers Protection
  - Royalty Review Report yet to come...

- NDP support fallen sharply since the end of summer
  - Now trail Wildrose in province-wide popular vote, down 9 points since September
  - Wildrose and PC support shows modest gains in past 3 months

- NDP still dominate Edmonton and region, though support significantly eroded

- Wildrose hold significant edge in small urban and rural regions of the province

- Calgary is a statistical 3-way tie: Wildrose, NDP and PC support all within margin of error of one another
If a provincial election were held tomorrow, which one of the following parties’ candidate would you, yourself, be most likely to support?

- Wildrose: 33%
- Alberta's NDP: 29%
- PC Alberta: 25%
- Alberta Liberal: 8%
- Some other party: 2%
- Initial Undecided: 18%
Provincial Political Horserace
-THQ Tracking-

% Decided Vote

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<tbody>
<tr>
<td>NDP</td>
<td>10%</td>
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<td>WR</td>
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<td>PC</td>
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<td>LIB</td>
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<td>AB Party</td>
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<tr>
<td>Other</td>
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If a provincial election were held tomorrow, which one of the following parties’ candidate would you, yourself, be most likely to support?

<table>
<thead>
<tr>
<th>Party</th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDP</td>
<td>31.5%</td>
<td>42.5%</td>
</tr>
<tr>
<td>Wildrose</td>
<td>18.5%</td>
<td>29.5%</td>
</tr>
<tr>
<td>PC Alberta</td>
<td>15.5%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Liberal</td>
<td>7.5%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Alberta Party</td>
<td>-</td>
<td>6.5%</td>
</tr>
<tr>
<td>Some other party</td>
<td>-</td>
<td>9.5%</td>
</tr>
</tbody>
</table>

% Decided Voters (n=313)
Provincial Political Horserace
-Edmonton (CMA) Tracking-

% Decided Vote

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

<table>
<thead>
<tr>
<th>Party</th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildrose</td>
<td>24.8%</td>
<td>35.2%</td>
</tr>
<tr>
<td>NDP</td>
<td>23.8%</td>
<td>34.2%</td>
</tr>
<tr>
<td>PC Alberta</td>
<td>20.8%</td>
<td>31.2%</td>
</tr>
<tr>
<td>Alberta Liberal</td>
<td>3.8%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Alberta Party</td>
<td>-</td>
<td>10.2%</td>
</tr>
<tr>
<td>Some other party</td>
<td>-</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

% Decided Voters (n=358)

Initial Undecided 17%
Provincial Political Horserace
-Calgary (CMA) Tracking-

NDP  | WR  | PC  | LIB | AB Party | Other


% Decided Vote

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

<table>
<thead>
<tr>
<th>AB Total</th>
<th>Calgary (City)</th>
<th>Edmonton (City)</th>
<th>Small Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDP</td>
<td>WR</td>
<td>PC</td>
<td>LIB</td>
<td>AB Party</td>
</tr>
<tr>
<td>29%</td>
<td>30%</td>
<td>20%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>33%</td>
<td>29%</td>
<td>17%</td>
<td>30%</td>
<td>22%</td>
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<tr>
<td>25%</td>
<td>25%</td>
<td>15%</td>
<td>30%</td>
<td>22%</td>
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<tr>
<td>8%</td>
<td>10%</td>
<td>4%</td>
<td>6%</td>
<td>1%</td>
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<tr>
<td>2%</td>
<td>5%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

% Decided Voters (n=1059)
Provincial Political Horserace
-Calgary (City) Tracking-

% Decided Vote

NDP
WR
PC
LIB
AB Party
Other

2012 Elxn Oct '12 Dec '12 Feb '13 Apr '13 June '13 Sep '13 Nov '13 Jan '14 Mar '14 May '14 July '14 Oct '14 Dec '14 Jan '15 Apr '15 Dec '15

5% 6% 7% 5% 5% 5% 4% 4% 3% 2% 3% 2% 1% 2% 2% 3% 2% 2% 4% 4% 6% 6% 5%

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Provincial Political Horserace
-Rural Tracking-

- NDP
- WR
- PC
- LIB
- AB Party
- Other

% Decided Vote

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