

EYE ON ALBERTA THE PROVINCIAL POLITICAL HORSERACE

December 2015



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RESEARCH METHODOLOGY

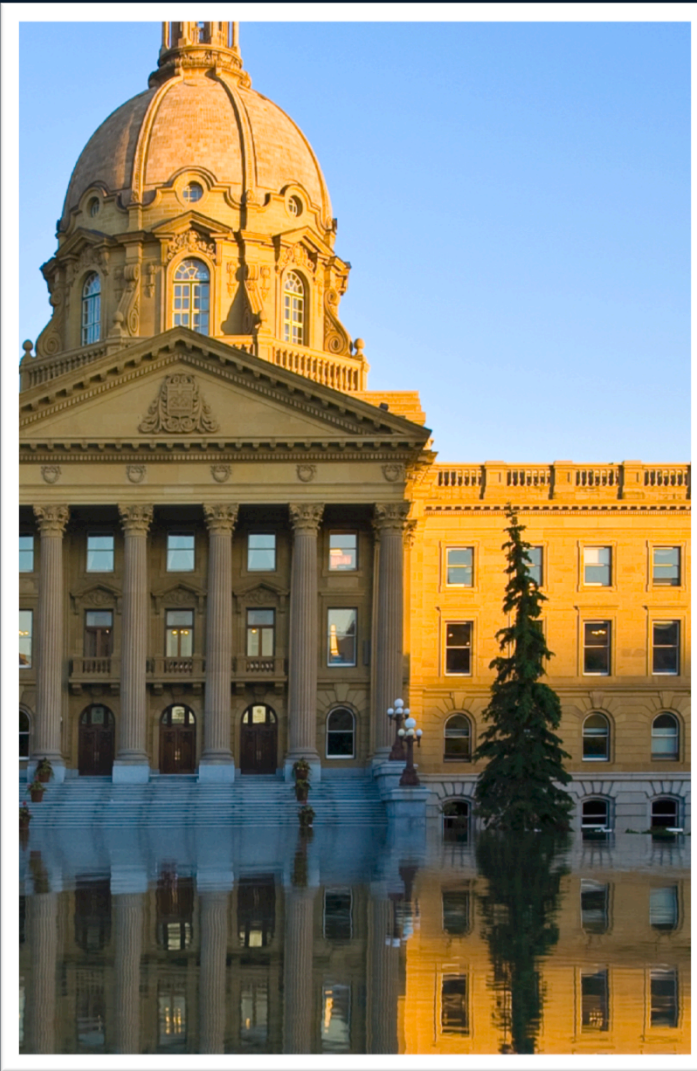
- Study fielded via online research panel
 - Field dates: December 1 to 6, 2015
 - Panel source: Voice of Alberta & Vision Critical
- n=1230
- Weighted to reflect gender, age and region of Alberta population according to Stats Canada
- This online survey utilizes a representative but non-random sample, 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

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error (Associated with a probability sample of this size)
ALBERTA TOTAL	1230	1230	+/- 2.8
Calgary	419	412	+/- 4.8
Edmonton	349	375	+/- 5.3
North	132	159	+/- 8.5
Central	165	149	+/- 7.6
South	165	135	+/- 7.6

ALBERTA'S POLITICAL LANDSCAPE

December 2015



PROVINCIAL POLITICAL LANDSCAPE

-BRUISING FALL SESSION COMING TO A CLOSE-

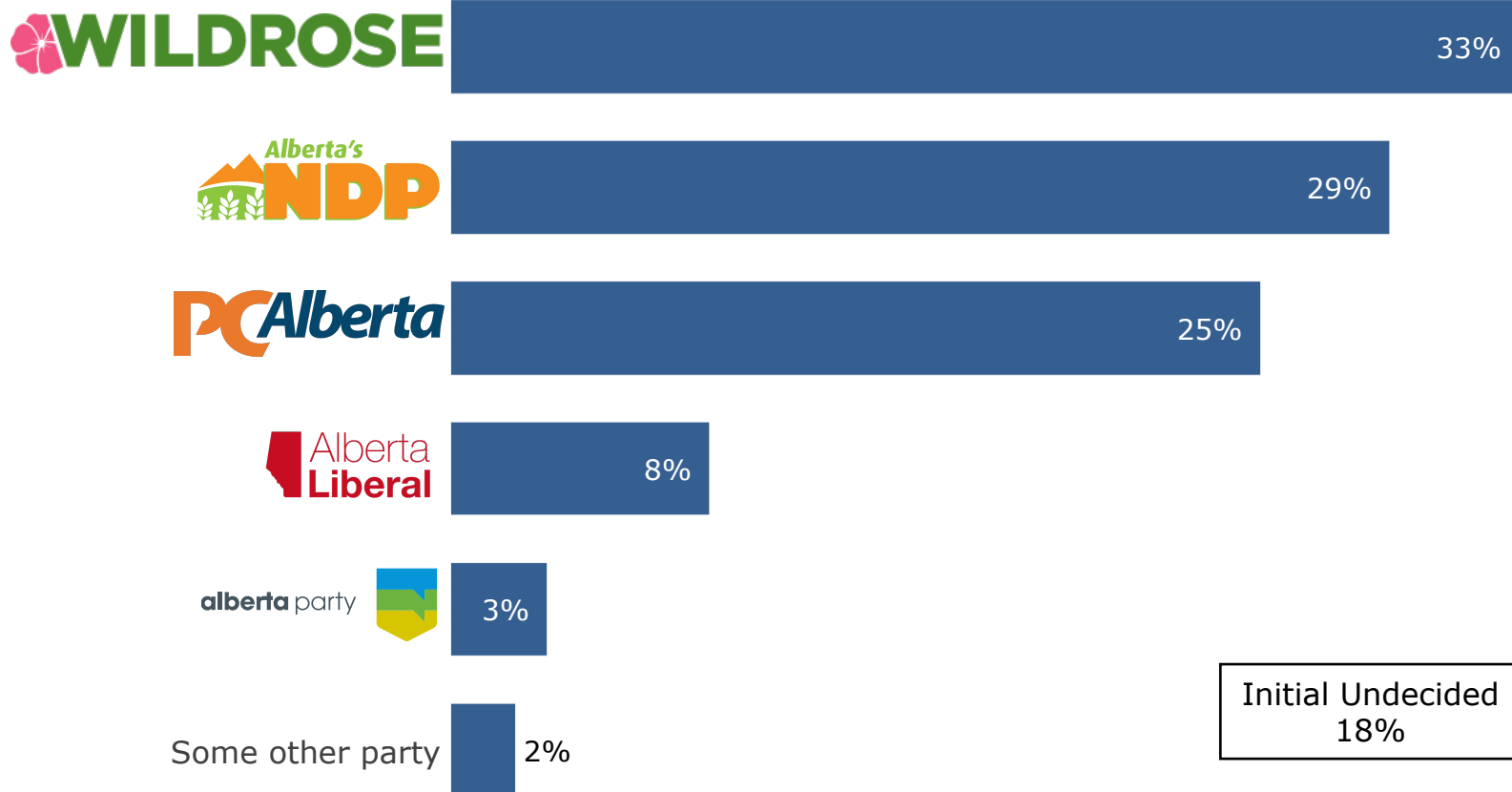
- New NDP Government having a rough ride in first full legislative session
 - Big Spending, Big Deficit Budget
 - Climate Change Plan
 - Farm Workers Protection
 - Royalty Review Report yet to come...
- NDP support fallen sharply since the end of summer
 - Now trail Wildrose in province-wide popular 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



PROVINCIAL POLITICAL HORSERACE

-DECIDED VOTE-

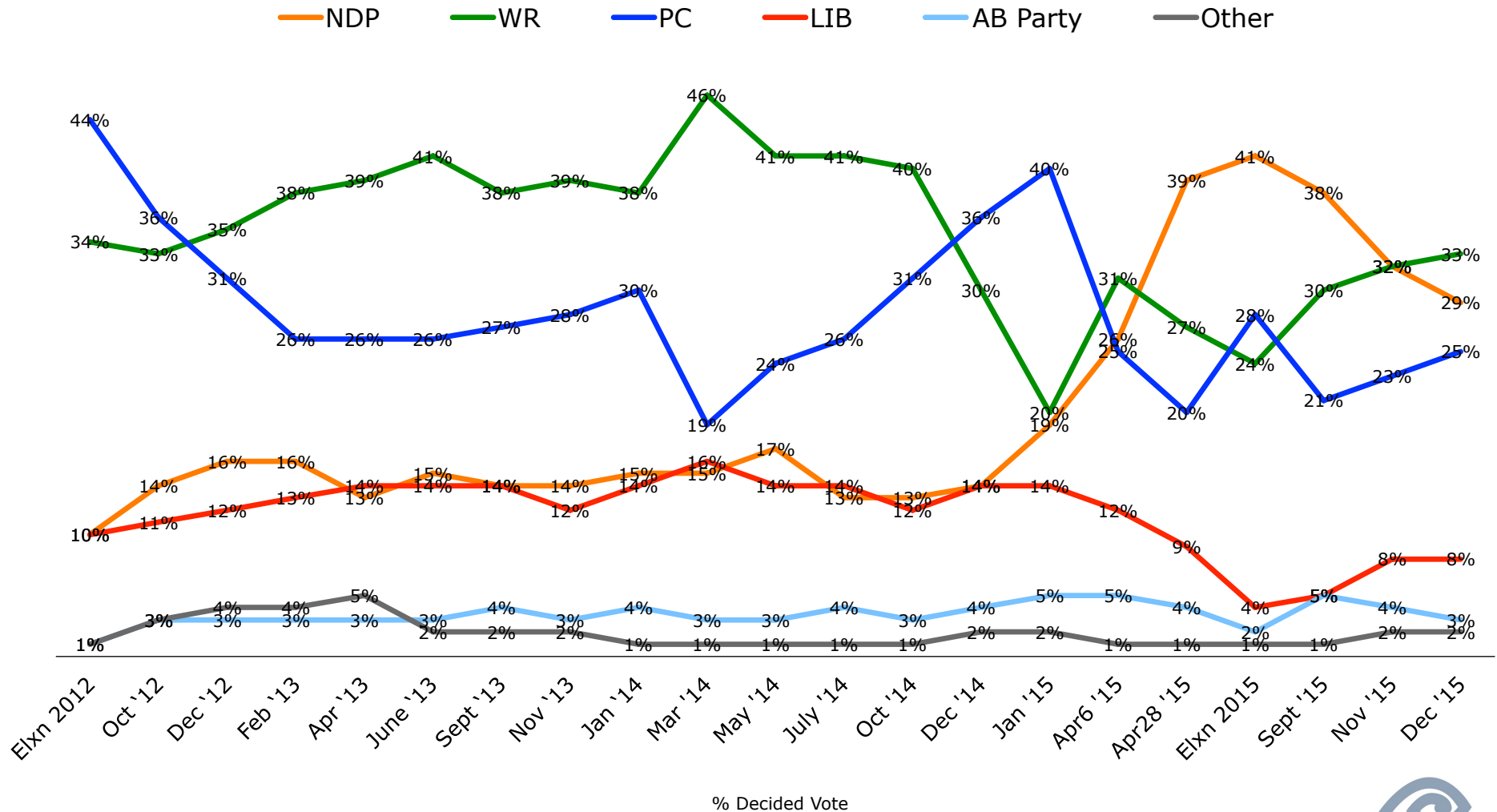
If a provincial election were held tomorrow, which one of the following parties' candidate would you, yourself, be **most likely** to support?



% Decided Voters
(n=1059)

PROVINCIAL POLITICAL HORSERACE

-THQ TRACKING-

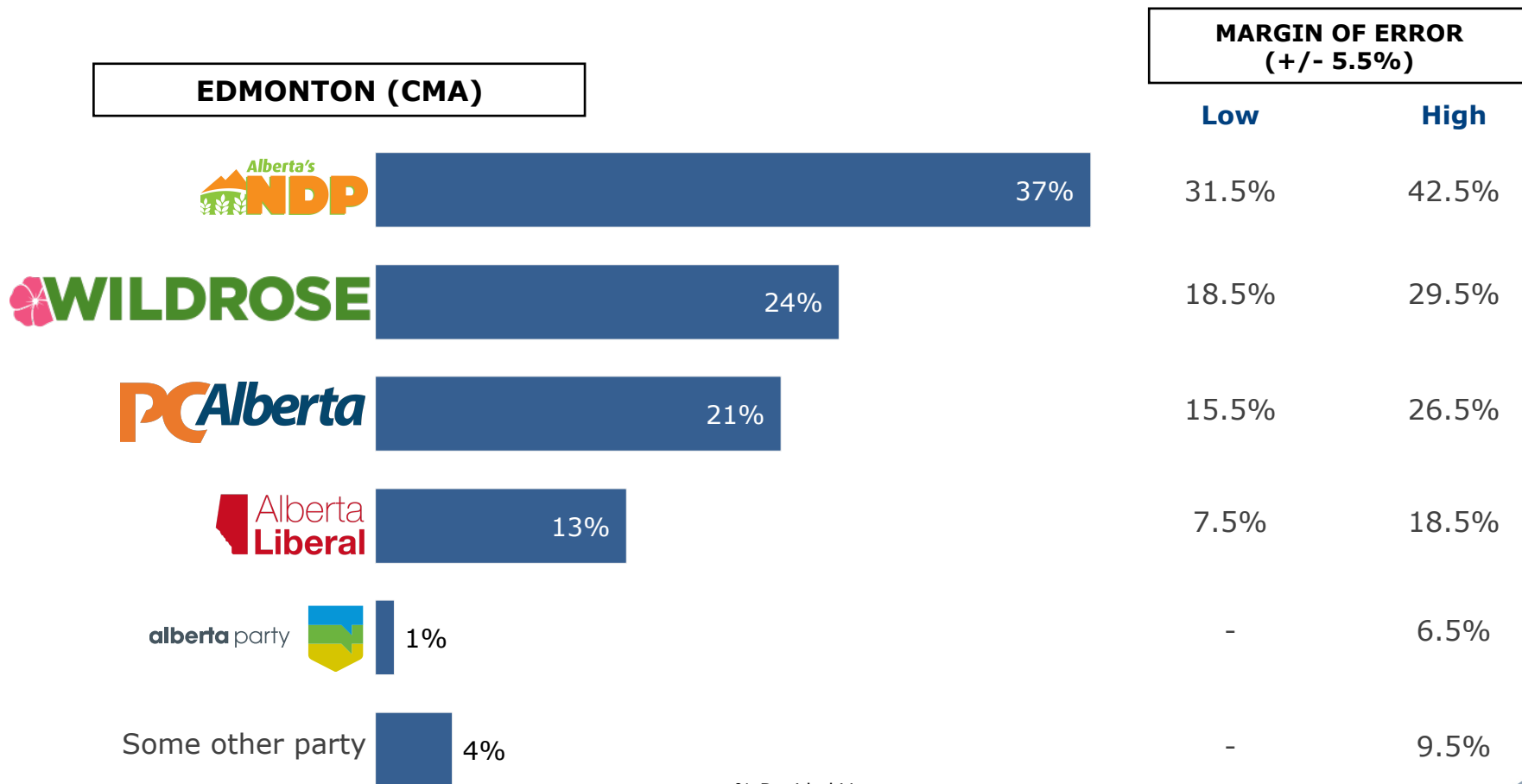


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PROVINCIAL POLITICAL HORSERACE

-DECIDED VOTE-

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



% Decided Voters
(n=313)

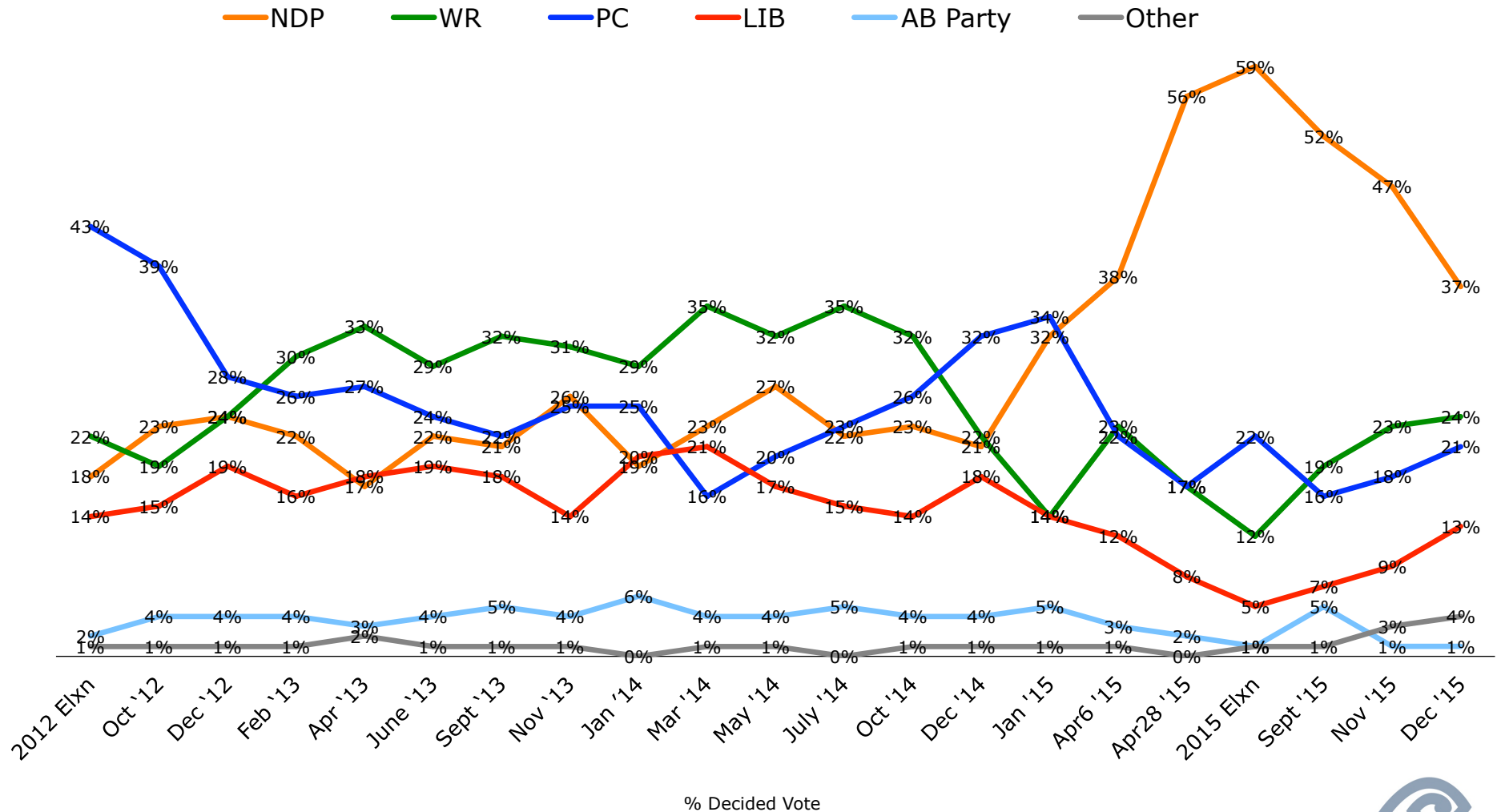
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Initial Undecided
23%



PROVINCIAL POLITICAL HORSERACE

-EDMONTON (CMA) TRACKING-

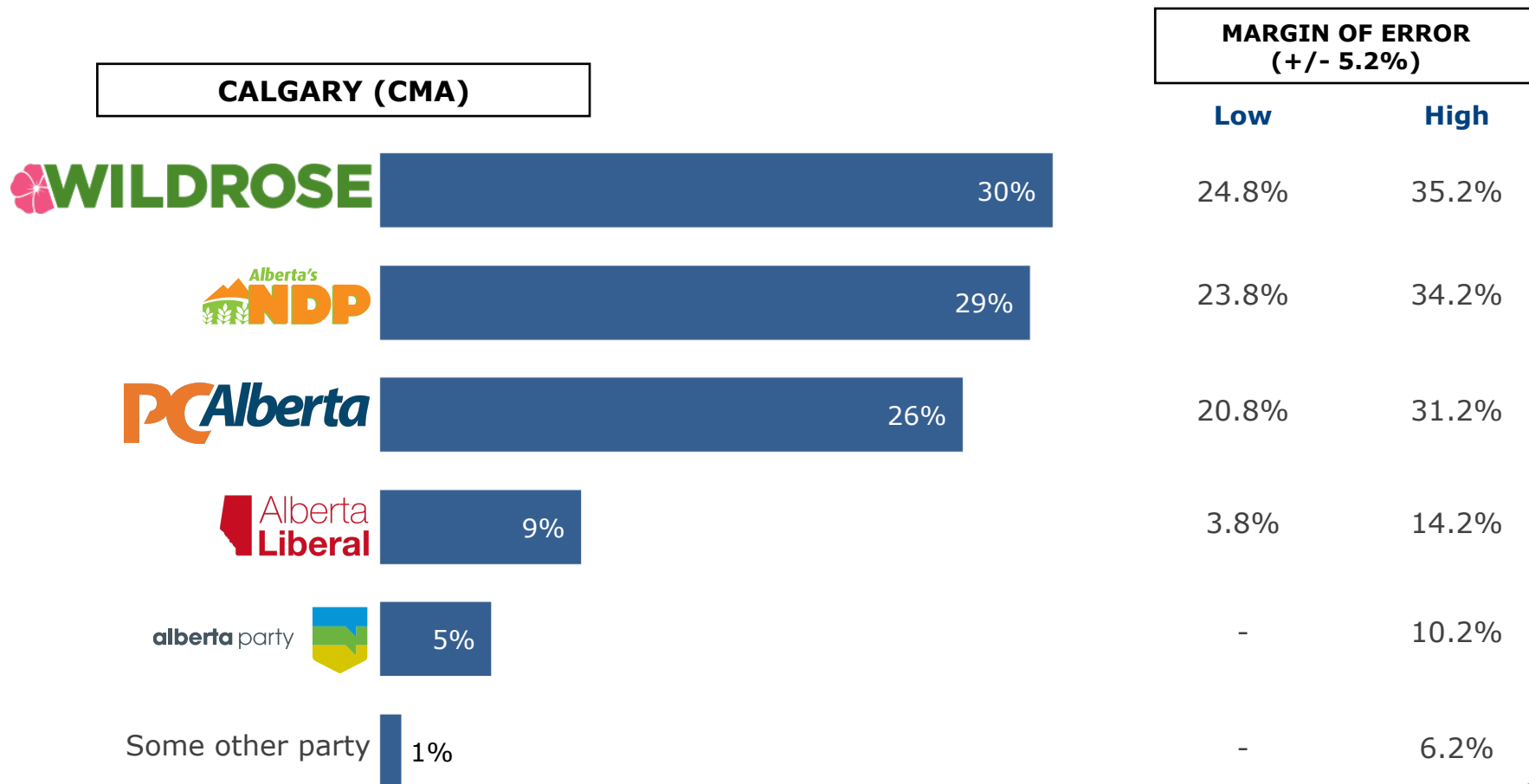


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PROVINCIAL POLITICAL HORSERACE

-DECIDED VOTE-

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



% Decided Voters
(n=358)

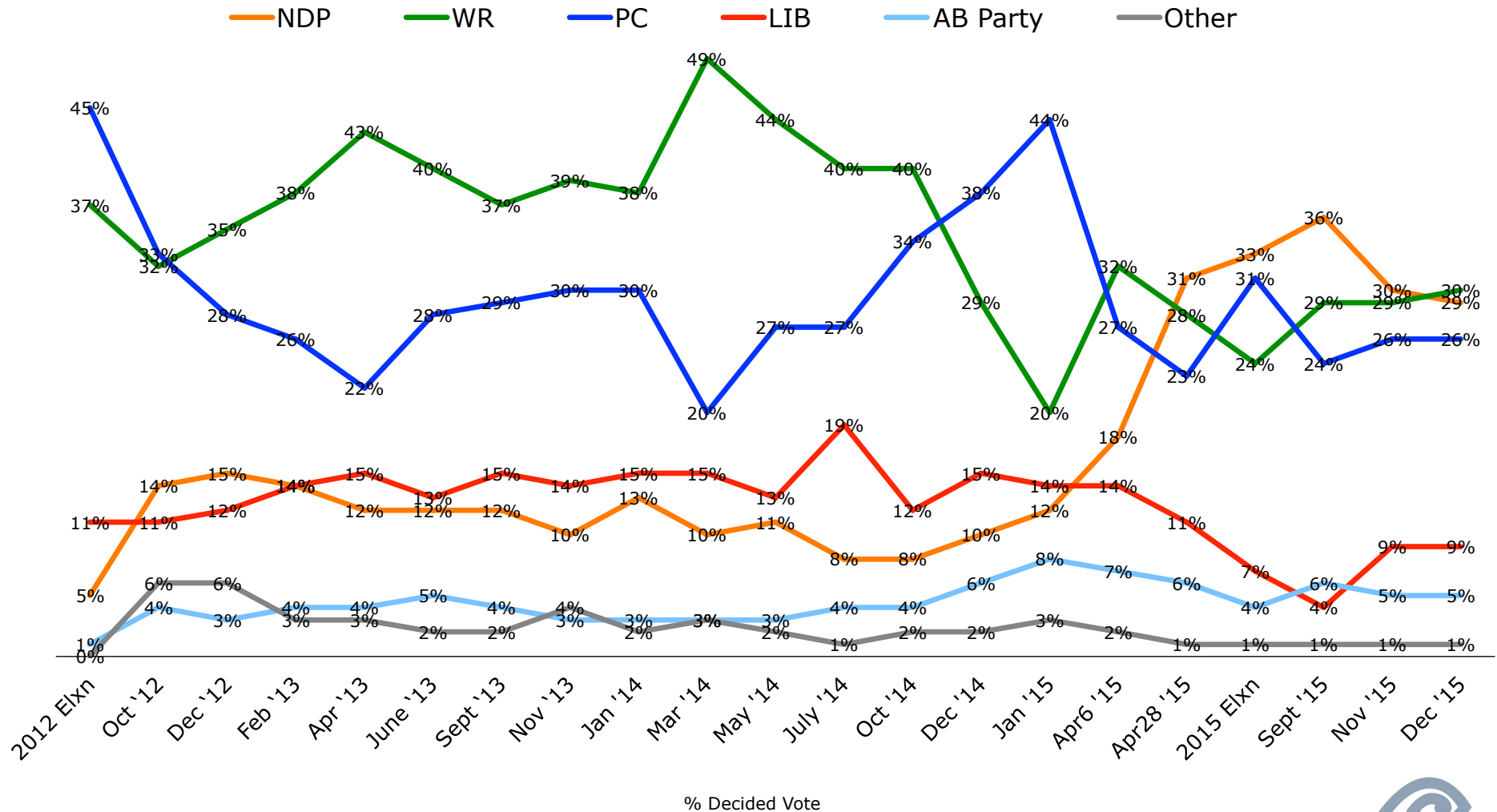
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Initial Undecided
17%



PROVINCIAL POLITICAL HORSERACE

-CALGARY (CMA) TRACKING-



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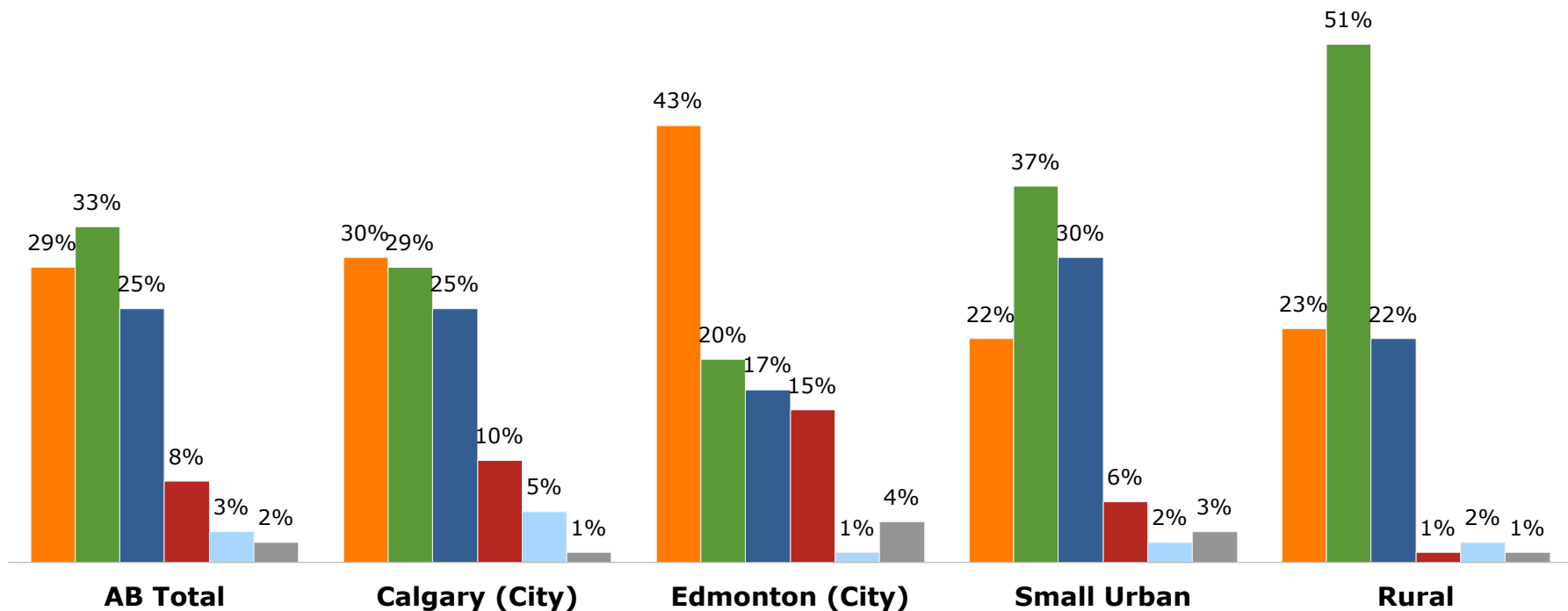
PROVINCIAL POLITICAL HORSERACE

-BY REGION-

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

■ NDP
 ■ WR
 ■ PC
 ■ LIB
 ■ AB Party
 ■ Other

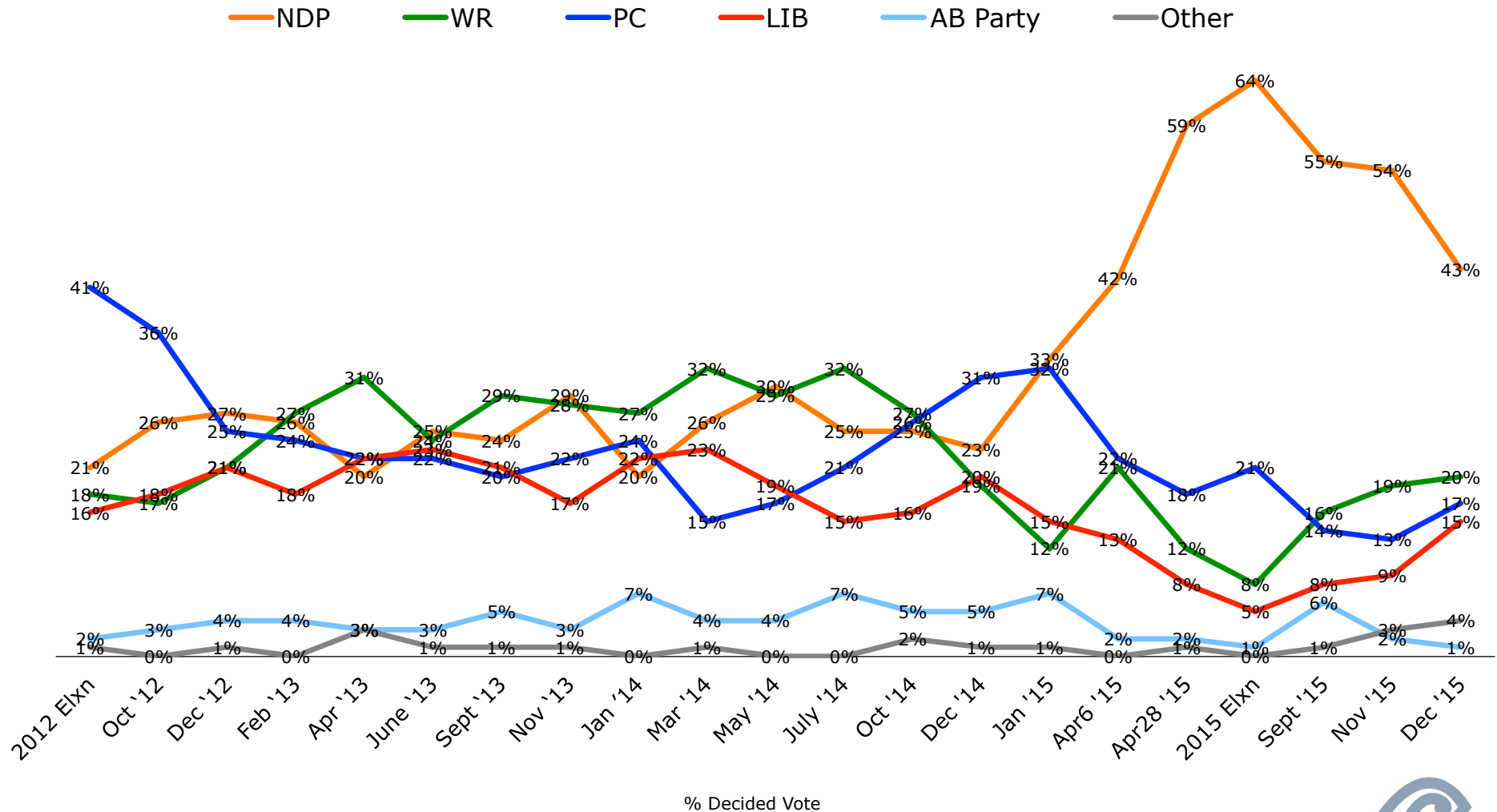
DECIDED VOTE (Leaners Included)



% Decided Voters
(n=1059)

PROVINCIAL POLITICAL HORSERACE

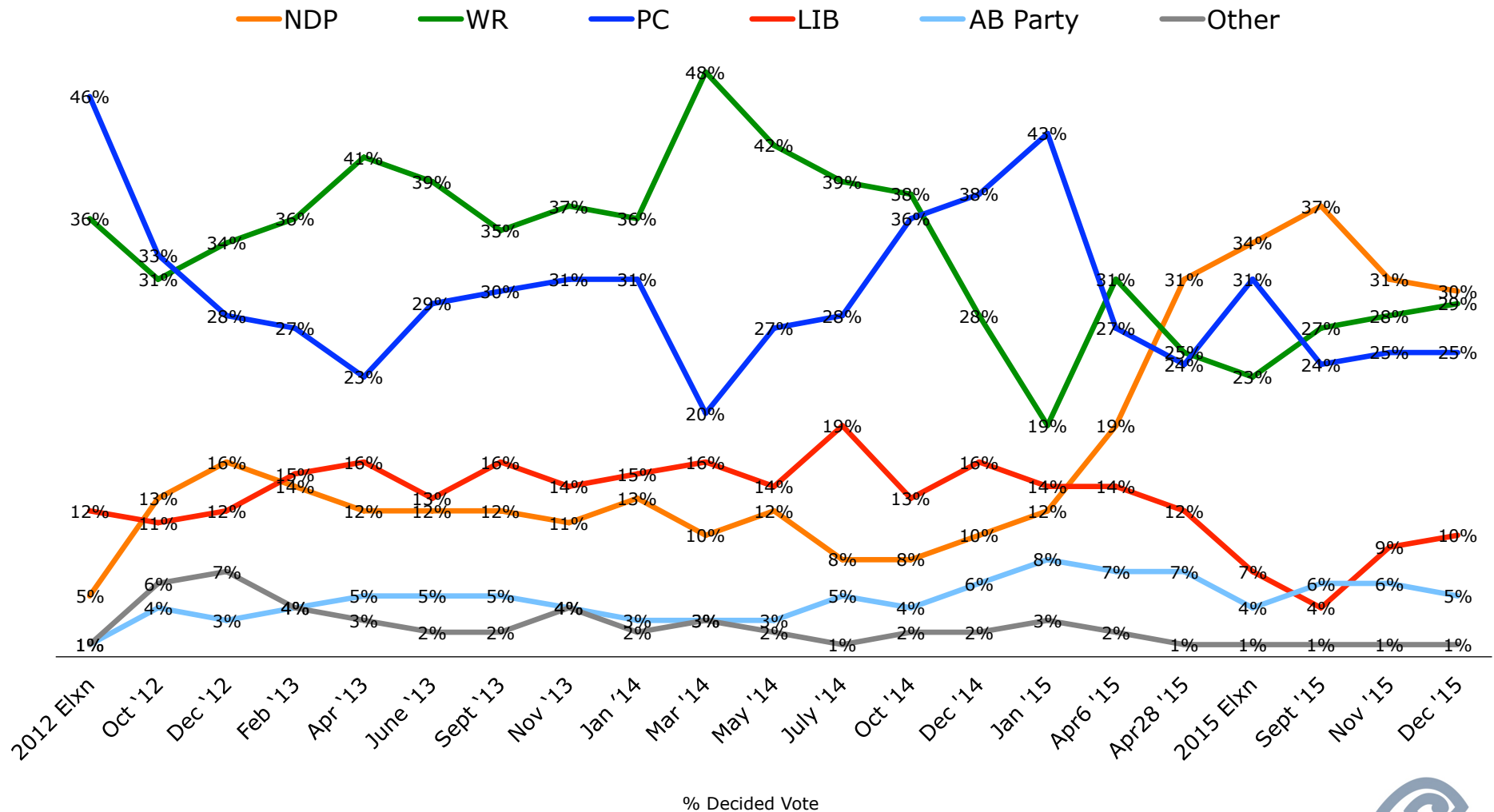
-EDMONTON (CITY) TRACKING-



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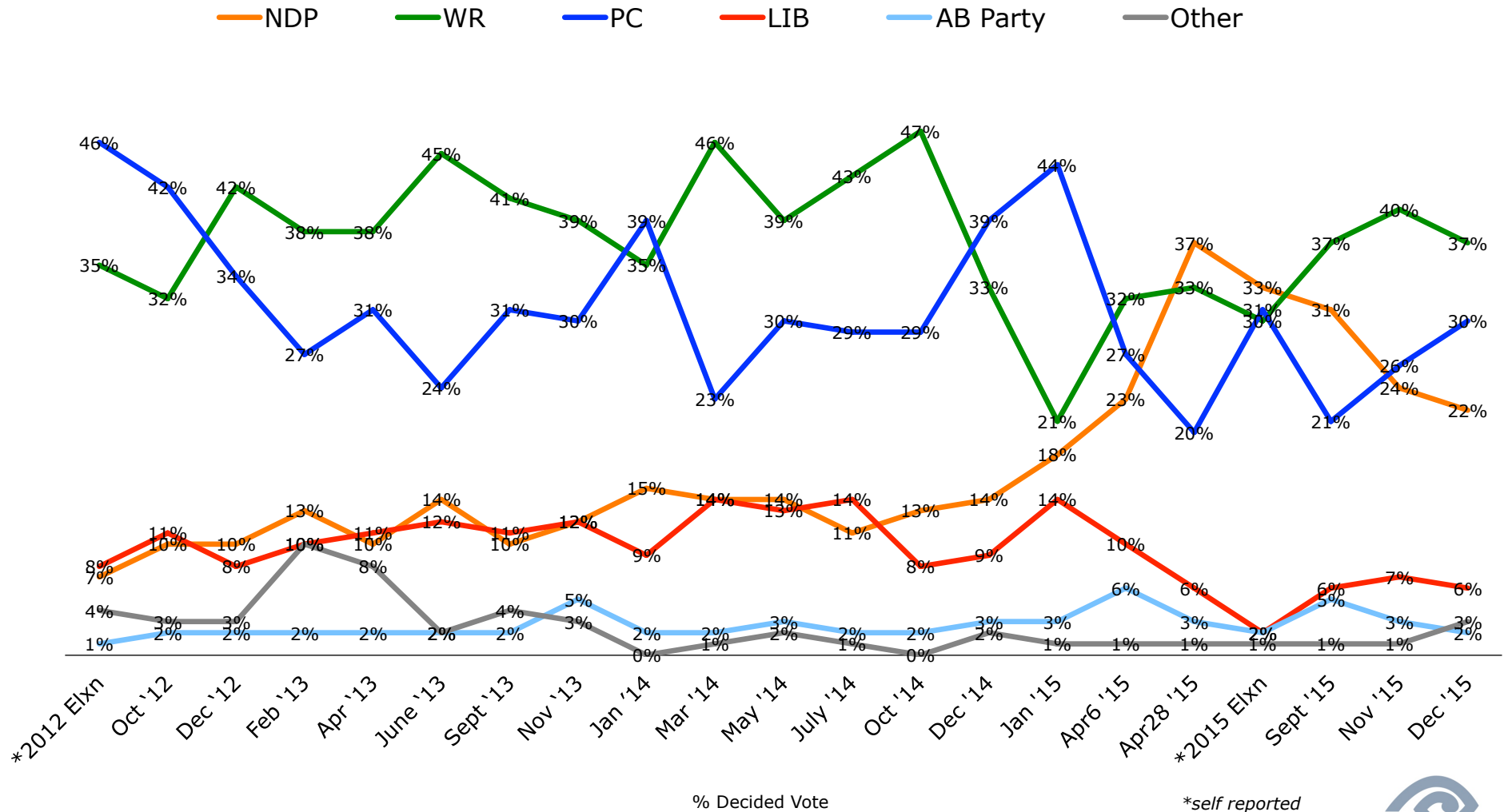
-CALGARY (CITY) TRACKING-



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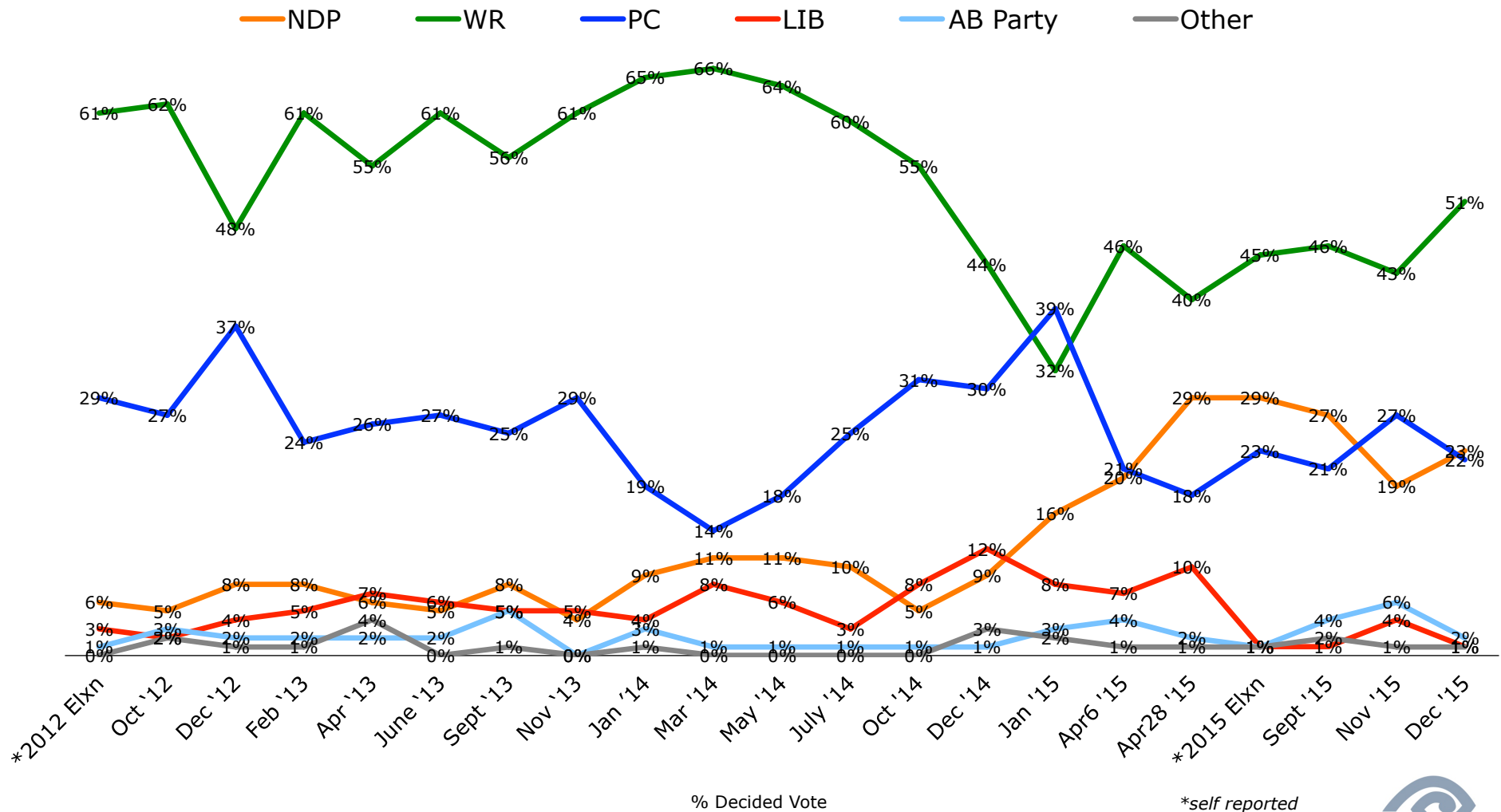
-SMALL URBAN TRACKING-



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PROVINCIAL POLITICAL HORSERACE

-RURAL TRACKING-



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