ThinkHQ/Metro News
- Alberta’s Political Landscape -
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Research Methodology

• Study fielded via online research panel
  – Field dates: March 11 to 16, 2016
  – Panel source: Voice of Alberta & Angus Reid Forum
• n=1331
• 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 +/- 2.7 percentage points at a 95% confidence interval.
• Accuracy of sub-samples of the data decline based on sample sizes
## Regional Sample Sizes and 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>1331</td>
<td>1331</td>
<td>+/- 2.7</td>
</tr>
<tr>
<td>Calgary</td>
<td>454</td>
<td>446</td>
<td>+/- 4.6</td>
</tr>
<tr>
<td>Edmonton</td>
<td>374</td>
<td>406</td>
<td>+/- 5.1</td>
</tr>
<tr>
<td>North</td>
<td>130</td>
<td>172</td>
<td>+/- 8.6</td>
</tr>
<tr>
<td>Central</td>
<td>199</td>
<td>160</td>
<td>+/- 6.7</td>
</tr>
<tr>
<td>South</td>
<td>174</td>
<td>146</td>
<td>+/- 7.4</td>
</tr>
</tbody>
</table>
Alberta’s Political Landscape
Provincial Political Horserace
-Decided Vote-

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

- 34% Wildrose
- 27% Alberta’s NDP
- 25% PC Alberta
- 8% Alberta Liberal
- 4% Alberta Party
- 1% Some other party

Initial Undecided 21%
Provincial Political Horserace
-By Region-

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

<table>
<thead>
<tr>
<th>DECIDED VOTE (Leaners Included)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDP</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>AB Total</td>
</tr>
<tr>
<td>Calgary (City)</td>
</tr>
<tr>
<td>Edmonton (City)</td>
</tr>
<tr>
<td>Small Urban</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>

% Decided Voters
(n=1085)

March 2016 ThinkHQ/Metro News – Alberta’s Political Landscape
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Want to make your voice heard? Join now: www.voiceofalberta.com
If a provincial election were held today, which one of the following parties’ candidate would you, yourself, be most likely to support?
Want to have your say about topics and issues that affect Albertans?

Voice of Alberta is a rapidly growing online community of Albertans who are interested in shaping the future of their community, province and nation. We bring current political, business and social issues to you and ask for your views. In return, we share the results in publications like the one you’re reading now, through traditional and social media, and in member-exclusive newsletters.

Join and have your say at:  
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