

THINKHQ/METRO NEWS

-PROVINCIAL LEADER APPROVAL-

August 2016

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RESEARCH METHODOLOGY

- Study fielded via online research panel
 - Field dates: July 25 to 30, 2016
 - Panel source: Voice of Alberta & Angus Reid Forum
- n=1221
- 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 AND MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error (Associated with a probability sample of this size)
ALBERTA TOTAL	1221	1221	+/- 2.8
Calgary	393	409	+/- 4.9
Edmonton	348	372	+/- 5.3
North	119	158	+/- 9.0
Central	182	147	+/- 7.3
South	179	134	+/- 7.3

ALBERTA POLITICAL LANDSCAPE

-LEADER APPROVAL-

Premier Notley's personal approval has dipped to its lowest point since the 2015 election

- Now at 37% approval (17% strongly, 20% somewhat) vs. 54% disapproval (41% strongly, 13% somewhat)
- Represents a 7 percentage point drop since late May
- With 51% approval, the Premier's ratings are still strong in Edmonton
- Almost 1/4 (24%) of 2015 NDP voters now disapprove of the Premier's performance

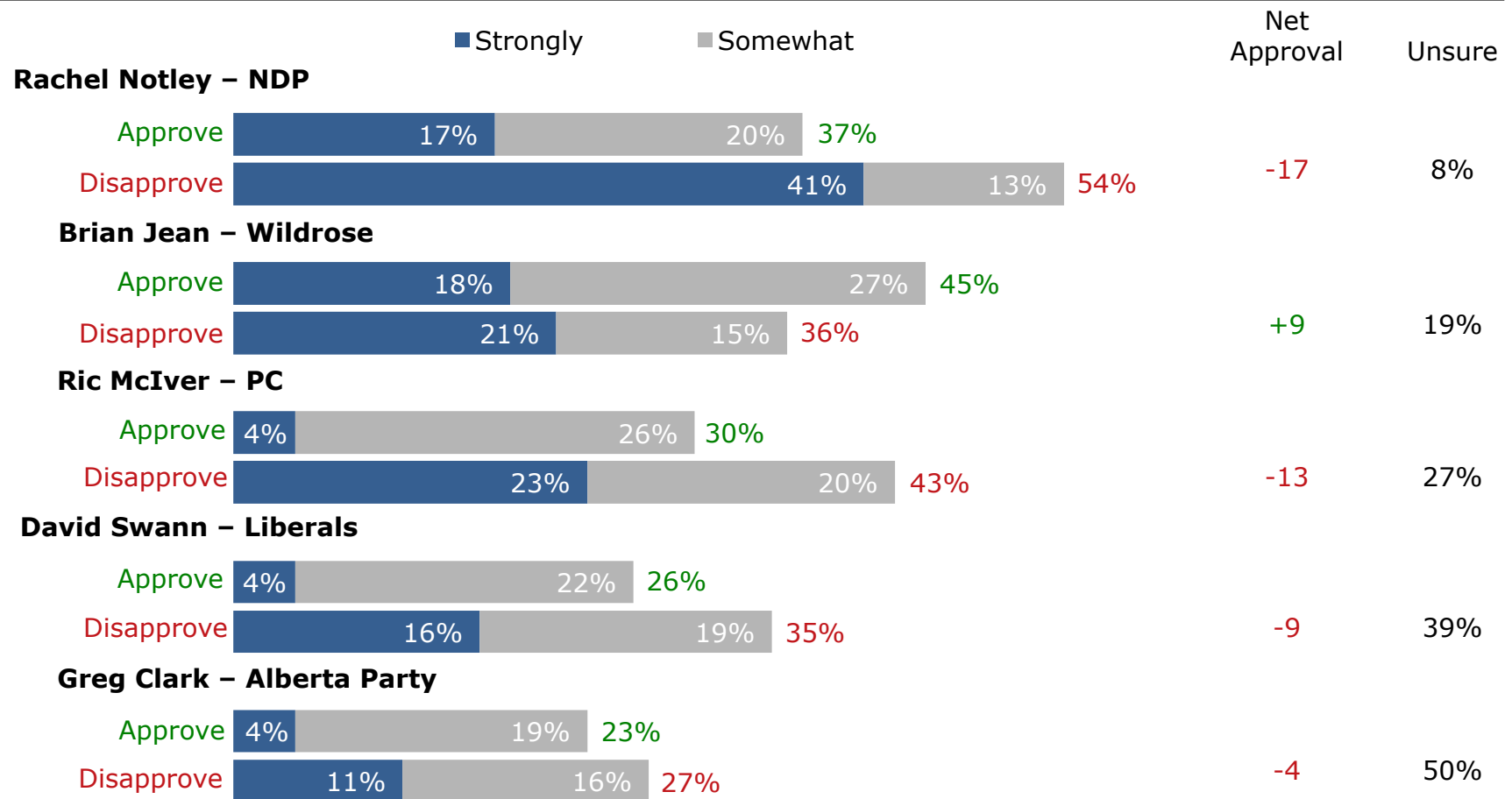


Other Provincial Leader's Ratings

- Brian Jean (Wildrose): 45% approve vs. 36% disapprove
- Ric McIver (PC): 30% approve vs. 43% disapprove
- David Swann (Liberal): 26% approve vs. 35% disapprove
- Greg Clark (Alberta Party): 23% approve vs. 27% disapprove – 1/2 (50%) unable to rate

PROVINCIAL LEADERSHIP EVALUATIONS

Would you generally say you **approve** or **disapprove** of the performance of the following provincial party leaders?



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% Albertans

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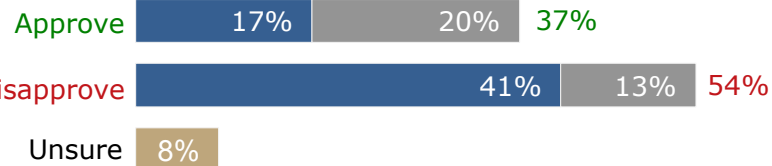
PROVINCIAL LEADERSHIP EVALUATIONS

-BY REGION AND LAST VOTE-

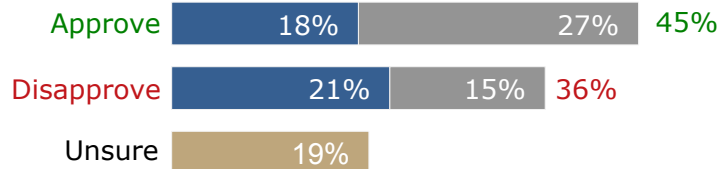
Would you generally say you **approve** or **disapprove** of the performance of the following provincial party leaders?

■ Strongly ■ Somewhat ■ Unsure

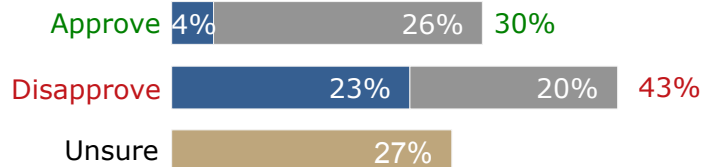
Rachel Notley - NDP



Brian Jean - WR



Ric McIver - PC



% Albertans

	Region		Last Vote			
	Calgary Proper (384)	Edmonton Proper (287)	NDP (416)	WR (248)	PC (286)	LIB (44)*
Approve	38%	51%	72%	10%	10%	81%
Disapprove	53%	40%	24%	90%	89%	16%
Unsure	8%	9%	4%	1%	1%	4%
Approve	42%	28%	21%	90%	65%	7%
Disapprove	39%	49%	63%	7%	23%	71%
Unsure	19%	23%	16%	3%	11%	22%
Approve	35%	19%	12%	44%	60%	6%
Disapprove	43%	52%	66%	35%	24%	64%
Unsure	22%	29%	22%	20%	16%	29%

*Caution: Small sample size

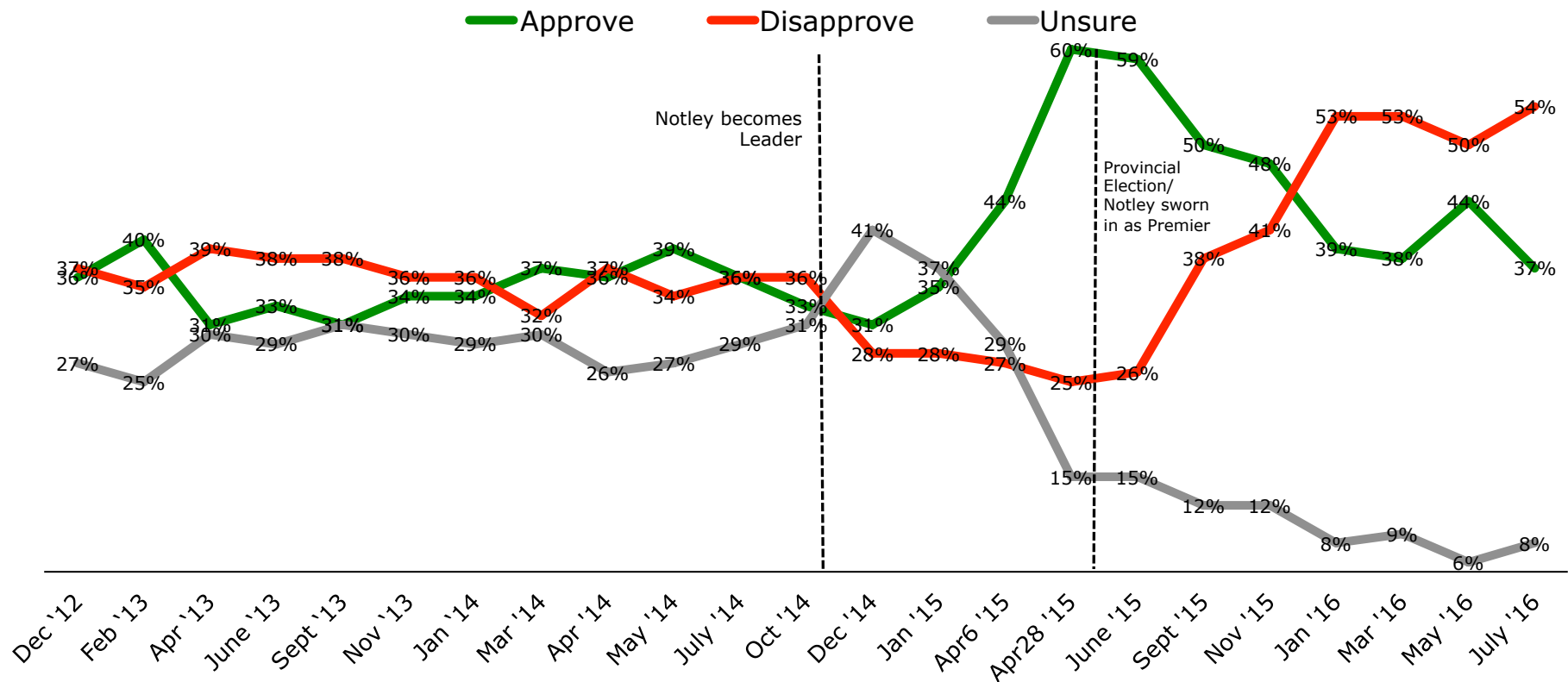
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LEADER EVALUATIONS

-BRIAN MASON, RACHEL NOTLEY-



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% Albertans

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