



EYE ON ALBERTA

FEBRUARY 2013

Alberta's Public Affairs Monitor

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RESEARCH METHODOLOGY

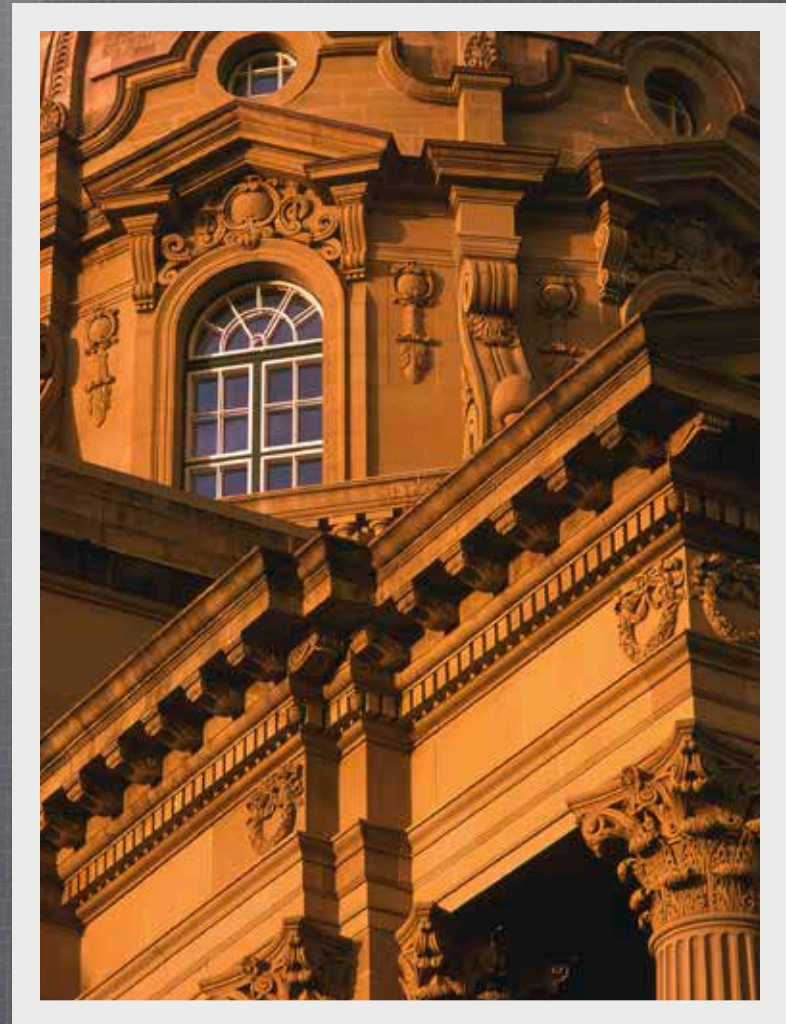
- Study fielded via online research panel
 - Field Dates: February 12 - 16, 2013
 - Panel Source: Voice of Alberta
- n=1214
- Weighted to reflect gender, age, region of Alberta population according to Stats Canada
- Sample of 1214, margin of error, which measures sampling variability, is +/- 2.8%
- Margin of error larger & varies for subsamples

REGIONAL SAMPLE SIZES & MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error
ALBERTA TOTAL	1214	1214	+/- 2.8
Calgary CMA	405	407	+/- 4.9
Edmonton CMA	341	370	+/- 5.1
North	145	157	+/- 7.8
Central	168	146	+/- 8.1
South	155	133	+/- 8.5

ALBERTA'S POLITICAL LANDSCAPE

February 2013



ALBERTA'S POLITICAL LANDSCAPE

- MAJOR SHIFTS IN PUBLIC PERCEPTIONS & EVALUATIONS -

- ◉ Massive shift in public concerns about finances and the economy
 - ◉ Double-digit increases in concerns about debt & deficits and the economy since December 2012
 - ◉ Trust and healthcare remain problem areas for the government
- ◉ Most important issues are also ones which government performance worst



March Budget has enormous implications for Redford and her government - support slipping rapidly & mandatory leadership review looms in the Fall

GOVERNMENT STRUGGLES WITH GOVERNING

- PUBLIC TRUST CONTINUES TO BE A PROBLEM -

- Public tends to have higher concerns about trust when government not meeting expectations
- Two core elements:
 - Credibility: Believing what they say
 - Competence: Believe they are effective at doing what they say they will
- Redford government struggling: only 29% of Albertans approve of their performance when it comes to “being a government that citizens can trust”



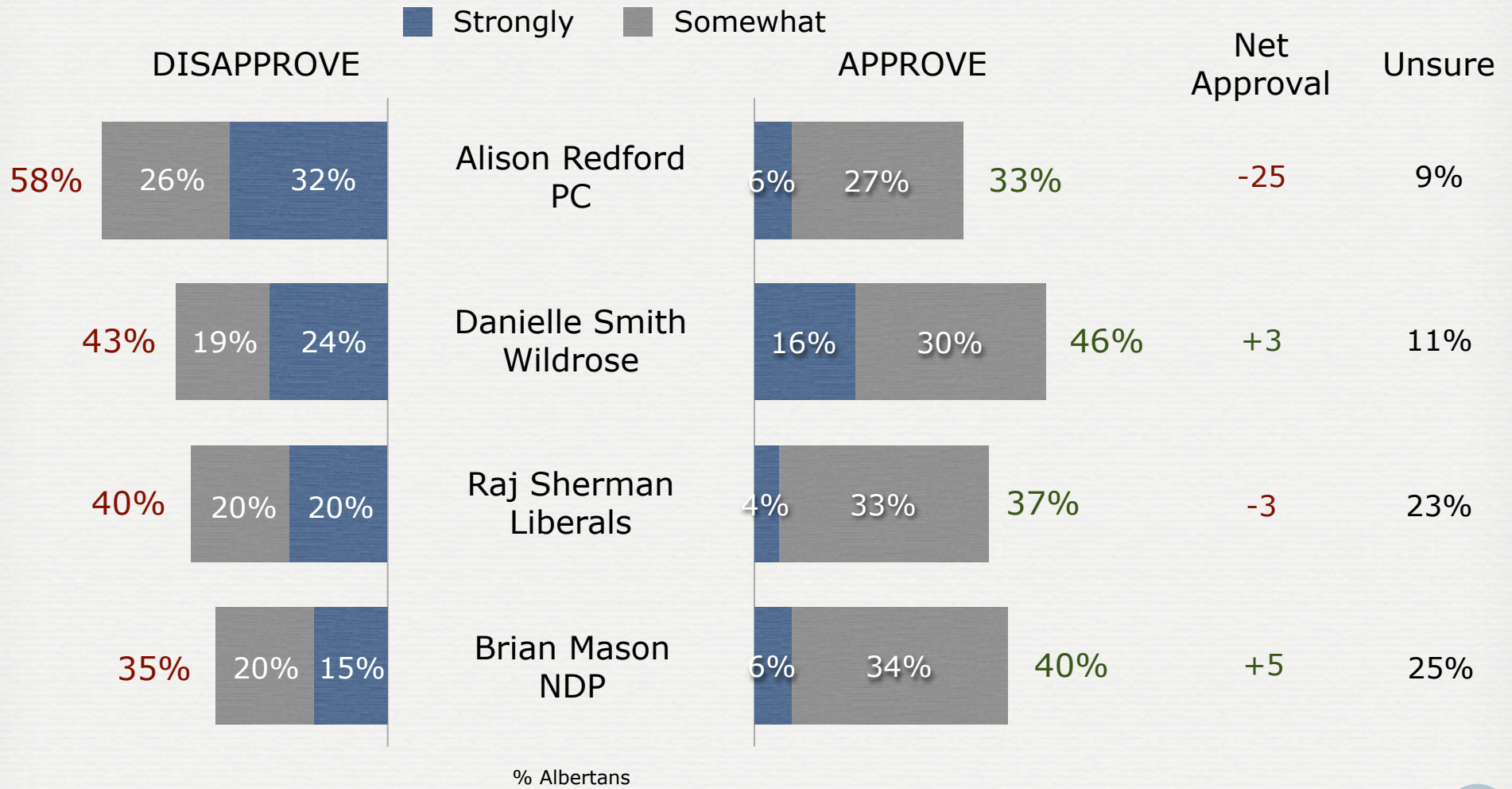
ALBERTA'S POLITICAL LANDSCAPE

- POLITICAL DYNAMICS -

- ◉ PC election coalition continues erosion from both ends of the spectrum
 - ◉ PCs down 18-points in decided vote since April 2012
 - ◉ Erosion favouring both left (NDP & Liberal) and right (Wildrose) almost equally
- ◉ Redford's personal approval ratings have swung 25-points since August 2012
- ◉ Government approval now at only 29%
 - ◉ 39% of PC voters from April now disapprove of Redford; 46% disapprove of the government's performance

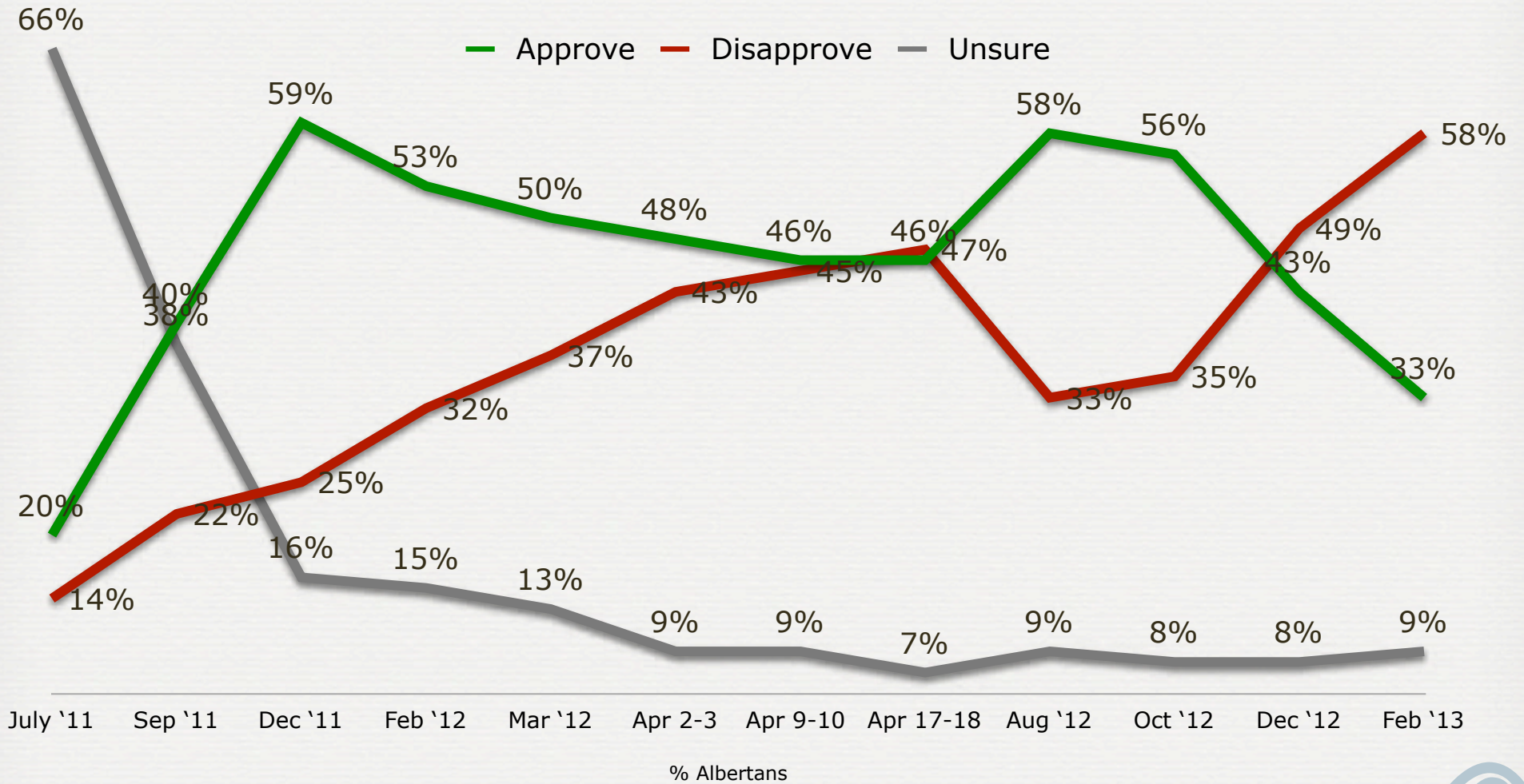


PROVINCIAL LEADERSHIP EVALUATIONS



LEADER EVALUATIONS

- ALISON REDFORD -



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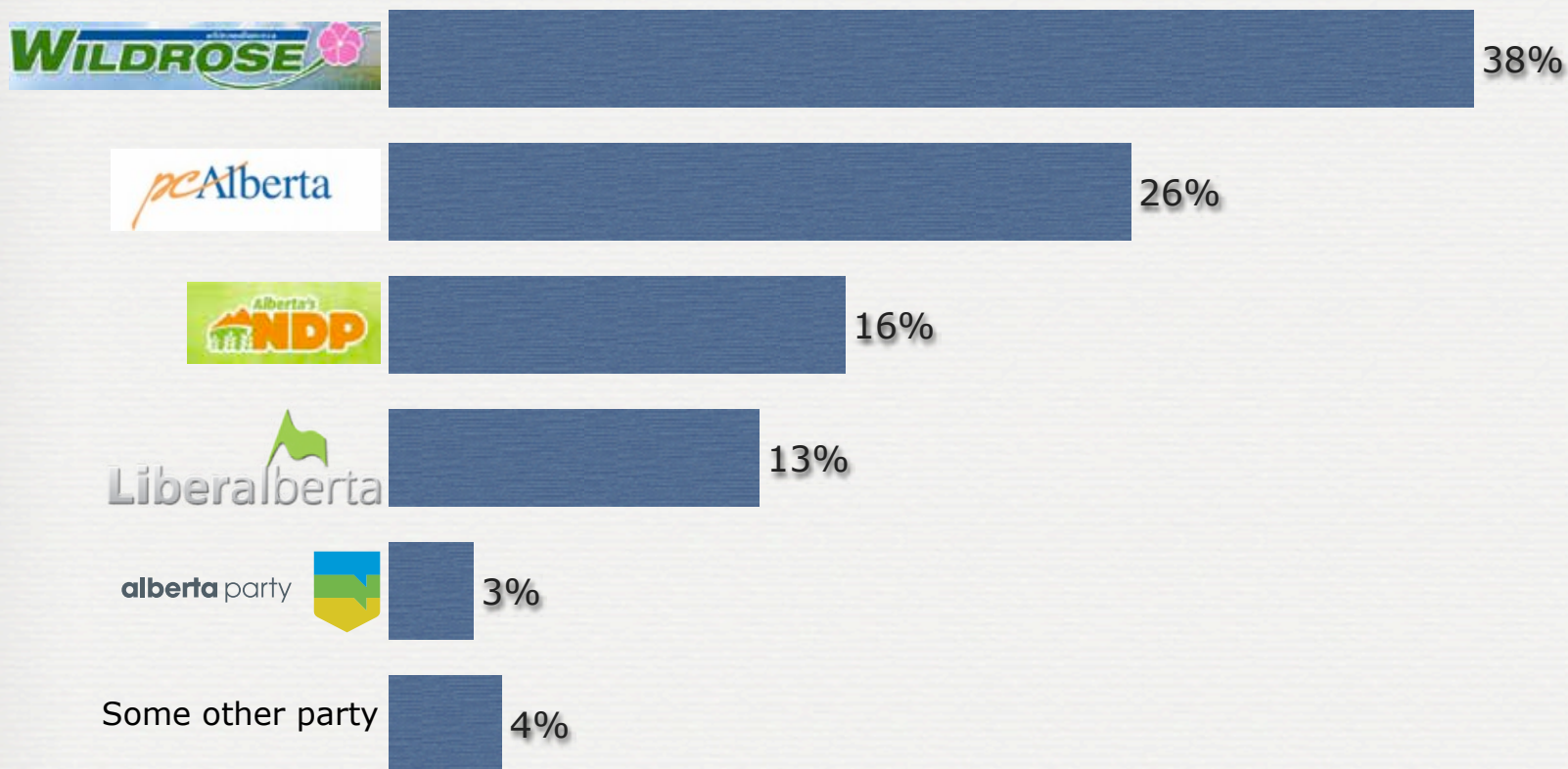


PROVINCIAL POLITICAL HORSERACE

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

Undecided = 28%

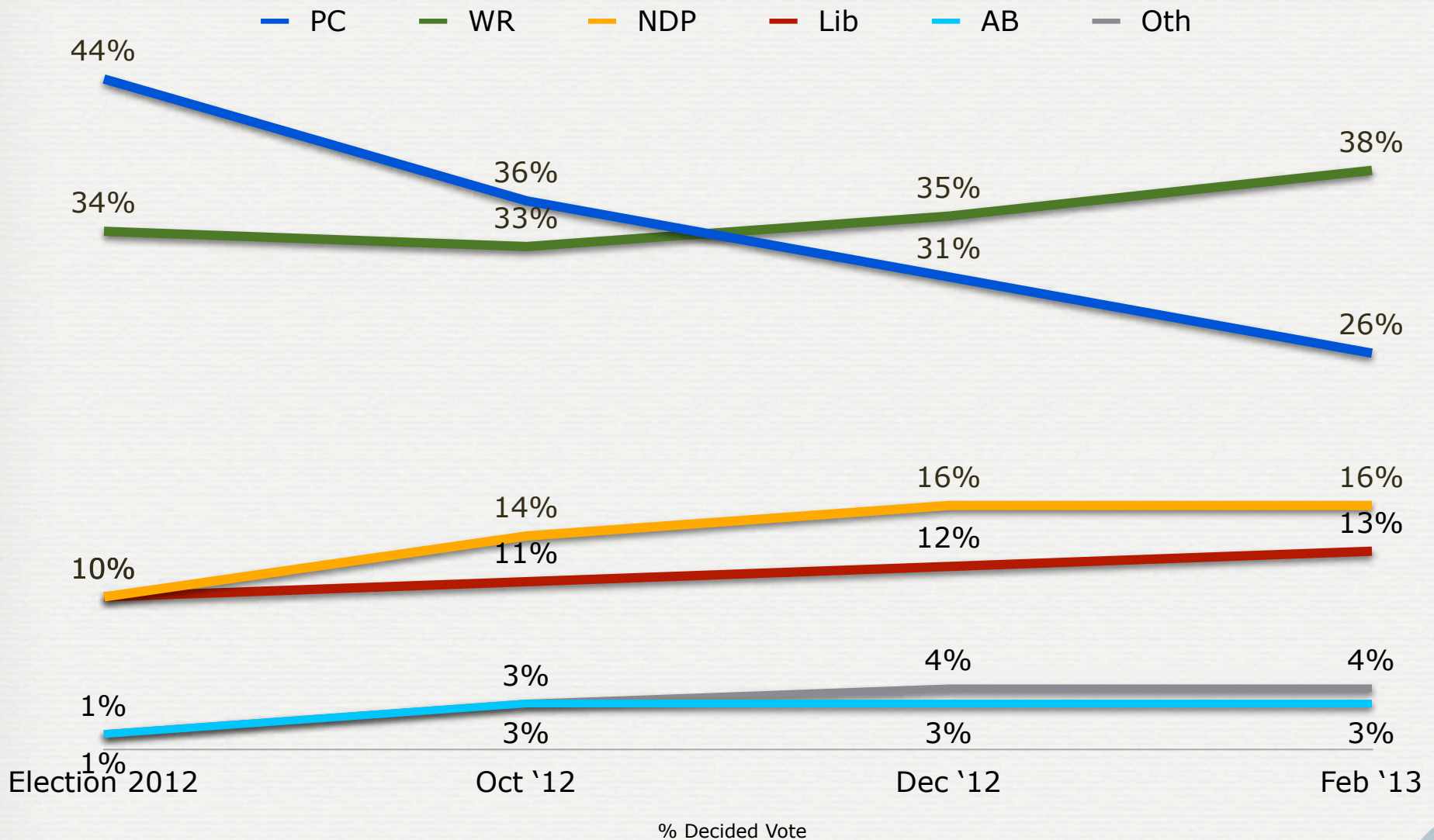
DECIDED VOTE (Leaners Included)



% Decided Voters (n=1000)

PROVINCIAL POLITICAL HORSERACE

- TRACKING -

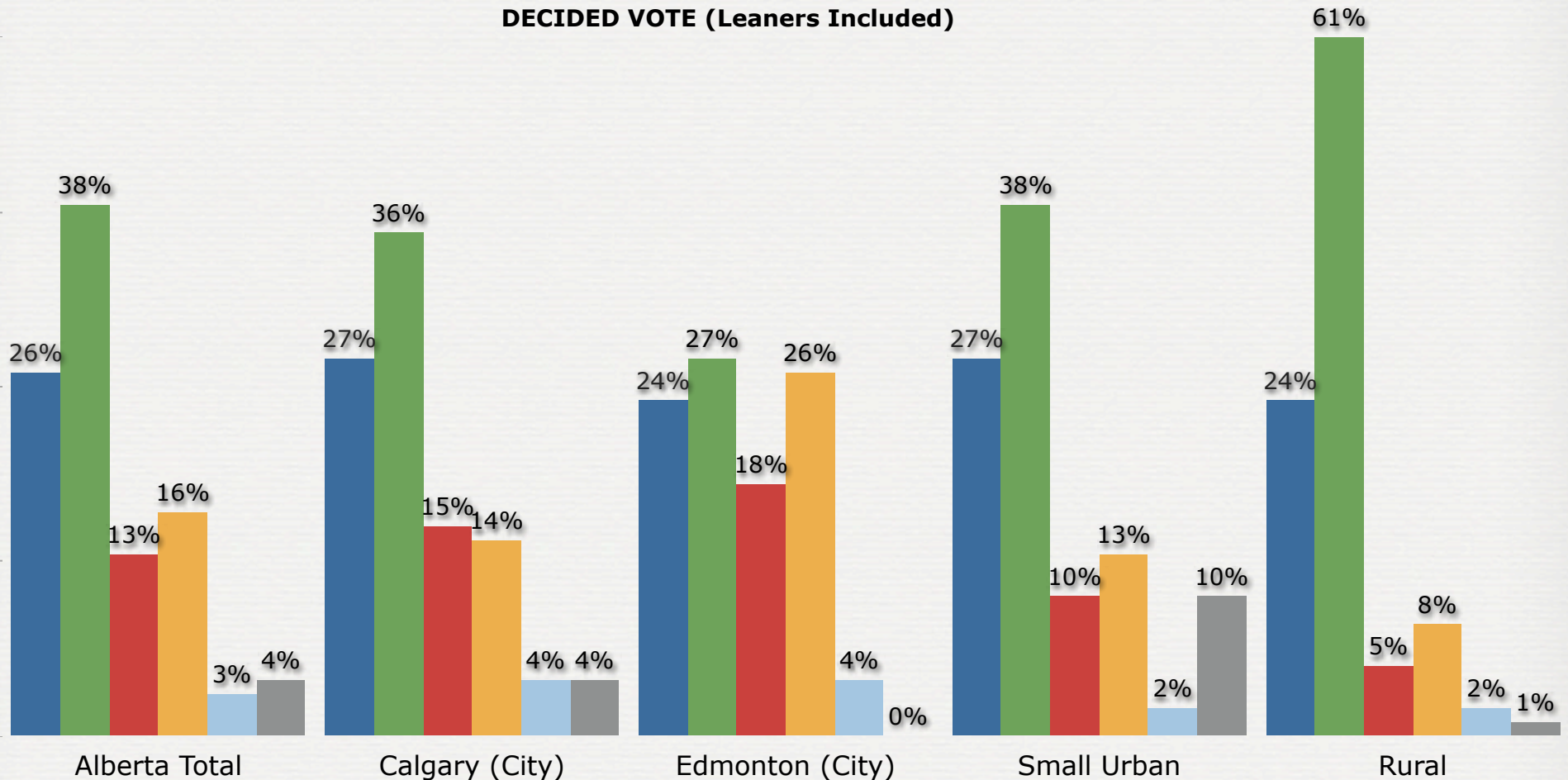


PROVINCIAL POLITICAL HORSERACE

- BY REGION -

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

■ PCs ■ WRP ■ LIB ■ NDP ■ ALBERTA ■ OTHER
DECIDED VOTE (Leaners Included)



% Decided Voters (n=1000)



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