



# EYE ON ALBERTA

NOVEMBER 2013

## Alberta's Public Affairs Monitor

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# RESEARCH METHODOLOGY

- ◉ Study fielded via online research panel
  - ◉ Field Dates: November 7 - 13, 2013
  - ◉ Panel Source: Voice of Alberta
- ◉ n=1210
- ◉ Weighted to reflect gender, age, region of Alberta population according to Stats Canada
- ◉ Sample of 1210, 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<br>(Unweighted)<br>(n) | Total Interviews<br>(Weighted)<br>(n) | Margin of Error |
|---------------|---|---------------------------------------|-----------------|
| ALBERTA TOTAL | 1210                                    | 1210                                  | +/- 2.8         |
| Calgary CMA   | 417                                     | 406                                   | +/- 4.9         |
| Edmonton CMA  | 328                                     | 369                                   | +/- 5.1         |
| North         | 123                                     | 157                                   | +/- 7.8         |
| Central       | 163                                     | 146                                   | +/- 8.1         |
| South         | 179                                     | 133                                   | +/- 8.5         |



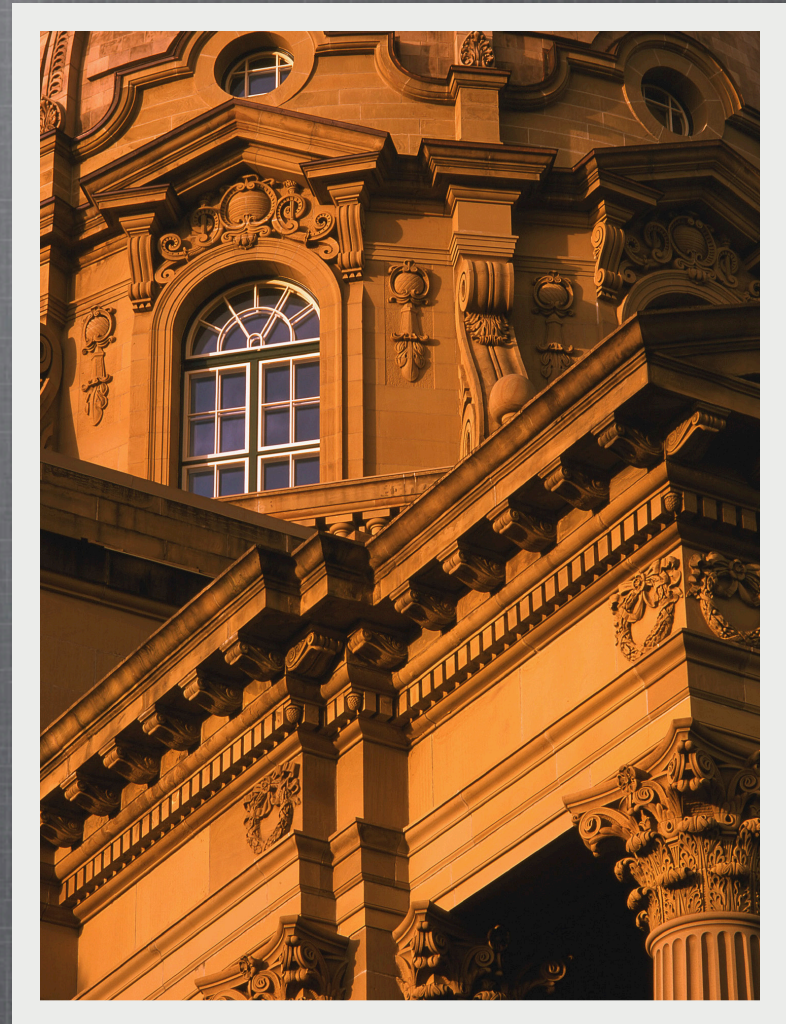
# STUDY SAMPLE FRAME ANALYTICS

## - BY LAST PROVINCIAL VOTE -

|                          | Actual Vote<br>April 2012<br>Election | Sample Unweighted<br>(n)<br>% | Sample Weighted<br>(n)<br>% |
|--------------------------|---------------------------------------|-------------------------------|-----------------------------|
| Progressive Conservative | 44%                                   | (427)<br>44.5%                | (396)<br>43%                |
| Wildrose                 | 34%                                   | (330)<br>34.4%                | (294)<br>32%                |
| Liberal                  | 10%                                   | (85)<br>8.9%                  | (95)<br>10%                 |
| NDP                      | 10%                                   | (100)<br>10.4%                | (109)<br>12%                |
| Other                    | 2%                                    | (17)<br>1.8%                  | (25)<br>3%                  |

# ALBERTA'S POLITICAL LANDSCAPE

November 2013



**CONFIDENTIAL: November 2013 Eye on Alberta**  
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# REDFORD'S LEADERSHIP REVIEW

## - BY NEXT PROVINCIAL VOTE -

"On November 22nd & 23rd the Alberta Progressive Conservative Party will be holding its AGM & Convention in Red Deer. Among other things, at this meeting convention delegates will take part in a leadership review of Premier Alison Redford. By secret ballot, each will be asked to vote on the question, 'Do you wish there to be a leadership election?' for the Alberta PC Party. **Regardless of whether or not you are a member of the Alberta PCs, if you were a delegate at this convention, how would you personally vote on the question, 'Do you wish there to be a leadership election?'"**

|  |                         | PROVINCIAL VOTE INTENTION |             |                  |              |                    |
|--|-------------------------|---------------------------|-------------|------------------|--------------|--------------------|
|  | Alberta Total<br>(1210) | PC<br>(268)               | WR<br>(377) | Liberal<br>(118) | NDP<br>(138) | Undecided<br>(209) |
| Yes, hold a leadership election for the Alberta PC Party       | 50%                     | 21%                       | 77%         | 55%              | 51%          | 39%                |
| No, do not hold a leadership election for the Alberta PC Party | 31%                     | 67%                       | 13%         | 27%              | 36%          | 20%                |
| Unsure   | 19%                     | 12%                       | 10%         | 18%              | 13%          | 41%                |

= 62% of those with an opinion

= 76% of those with an opinion

# REDFORD'S LEADERSHIP REVIEW

## - BY PAST PROVINCIAL VOTE -

"On November 22nd & 23rd the Alberta Progressive Conservative Party will be holding its AGM & Convention in Red Deer. Among other things, at this meeting convention delegates will take part in a leadership review of Premier Alison Redford. By secret ballot, each will be asked to vote on the question, 'Do you wish there to be a leadership election?' for the Alberta PC Party. **Regardless of whether or not you are a member of the Alberta PCs, if you were a delegate at this convention, how would you personally vote on the question, 'Do you wish there to be a leadership election?'"**

|  | REPORTED VOTE IN LAST PROVINCIAL ELECTION |                    |                    |                    |                     |
|--|---|--------------------|--------------------|--------------------|---------------------|
|  | Alberta Total<br>(1210)                   | PC Voters<br>(396) | WR Voters<br>(294) | Lib Voters<br>(95) | NDP Voters<br>(109) |
| Yes, hold a leadership election for the Alberta PC Party       | 50%                                       | 40%                | 81%                | 48%                | 47%                 |
| No, do not hold a leadership election for the Alberta PC Party | 31%                                       | 46%                | 10%                | 34%                | 33%                 |
| Unsure   | 19%                                       | 14%                | 8%                 | 18%                | 20%                 |

= 62% of those with an opinion

= 54% of those with an opinion

# VOTE SHIFT: THE PC VOTE

- SINCE APRIL 2012 ELECTION -

PC Voter 2012  
44%  
(n=396)

Undecided:  
22%

IF AN ELECTION HELD TOMORROW

Among decided voters

Some Other Party  
2%

61%



7%



3%

alberta party



19%



8%





# VOTE SHIFT: THE WILDROSE VOTE

- SINCE APRIL 2012 ELECTION -

Wildrose Voter 2012

34%

(n=294)

Undecided:  
6%

IF AN ELECTION HELD TOMORROW

Among decided voters

Some Other  
Party

0%

94%

0%

0%

alberta party



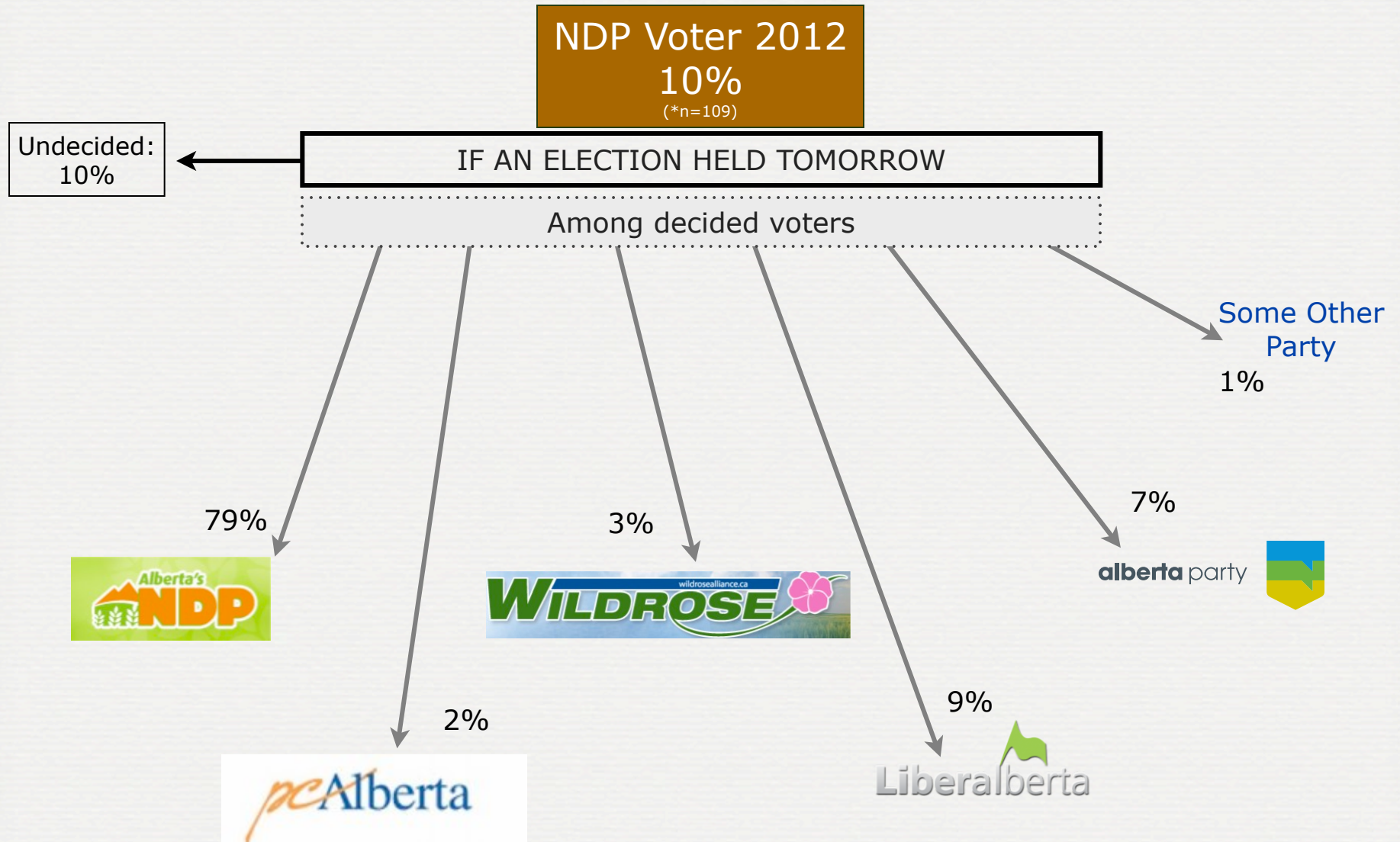
3%

2%



# VOTE SHIFT: THE NDP VOTE

- SINCE APRIL 2012 ELECTION -



\*Caution: Small Sample Size



# VOTE SHIFT: THE LIBERAL VOTE

- SINCE APRIL 2012 ELECTION -

Liberal Voter 2012  
10%  
(\*n=95)

Undecided:  
2%

IF AN ELECTION HELD TOMORROW

Among decided voters

63%  
Liberalberta

6%



12%



17%



1%

alberta party



Some Other Party  
2%



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