



# EYE ON ALBERTA

NOVEMBER 2013

## Alberta's Public Affairs Monitor

Copyright © 2013 ThinkHQ Public Affairs Inc. All rights reserved

The contents of this document are the exclusive property of ThinkHQ Public Affairs Inc., and may not be used in any manner whatsoever, without the prior written consent of ThinkHQ Public Affairs Inc. No license under any copyright is hereby granted or implied.



# 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 (Unweighted) (n)	Total Interviews (Weighted) (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



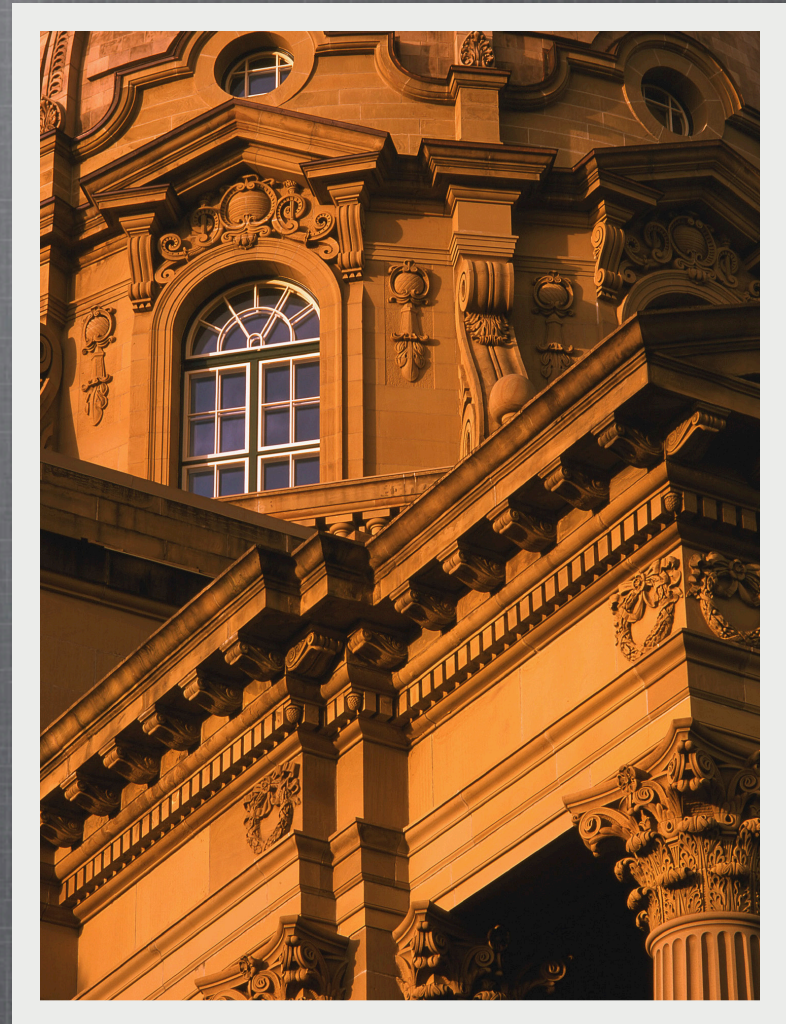
# STUDY SAMPLE FRAME ANALYTICS

## - BY LAST PROVINCIAL VOTE -

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

# ALBERTA'S POLITICAL LANDSCAPE

November 2013



**CONFIDENTIAL: November 2013 Eye on Alberta**  
Copyright © 2013 ThinkHQ Public Affairs Inc. All rights reserved





# 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 (1210)	PC (268)	WR (377)	Liberal (118)	NDP (138)	Undecided (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 (1210)	PC Voters (396)	WR Voters (294)	Lib Voters (95)	NDP Voters (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



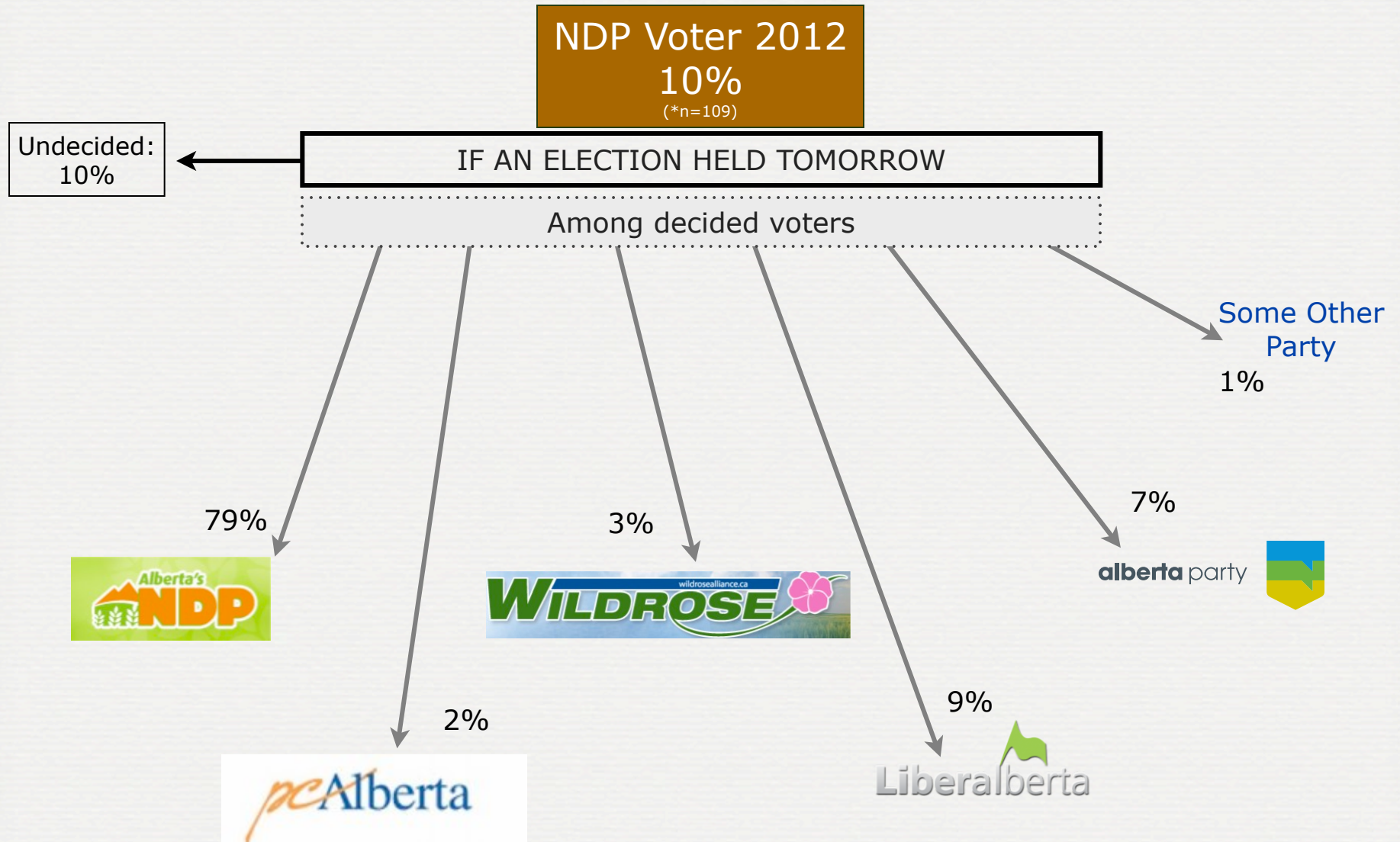
3%

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%



## WANT TO HAVE YOUR SAY ON ALBERTA'S MOST PRESSING ISSUES?

Join the Voice of Alberta Research  
Panel today

Every month, members of the Voice of Alberta Research Panel are randomly selected to take part in scientific public opinion research on public affairs. The Voice of Alberta Research Community is a great way to have your voice heard on issues that matter.

Unlike other research panels and consumer communities, Voice of Alberta is strictly for research, and never for marketing.

And every month, all of our panelists are entered into a sweepstakes to win 5 prizes of \$200 cash each. Every time you do a new survey, you get an additional entry for the monthly draw.

Start having your say. Visit [www.voiceofalberta.com](http://www.voiceofalberta.com)