



VOICE OF ALBERTA POLL

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VOICE OF ALBERTA POLL SURVEY METHODOLOGY

- 👁 Study fielded via online panel random recruit. March 22 - 25 , 2012. Panel Source: Voice of Alberta.
- 👁 n=1320
- 👁 Weighted to reflect gender, age, region of Alberta population
- 👁 Sample of 1320, margin of error - which measures sampling variability - is +/- 2.7%
- 👁 Margin of error larger & varies for smaller subsamples

REGIONAL SAMPLE SIZES & MARGINS OF ERROR

	TOTAL INTERVIEWS (n)	MARGIN OF ERROR
ALBERTA TOTAL	1320	+/- 2.7 %
Calgary	443	+/- 4.7 %
Edmonton	403	+/- 4.9 %
North	171	+/- 7.5 %
Central	159	+/- 7.8 %
South	145	+/- 8.1 %



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C A M P A I G N
D Y N A M I C S

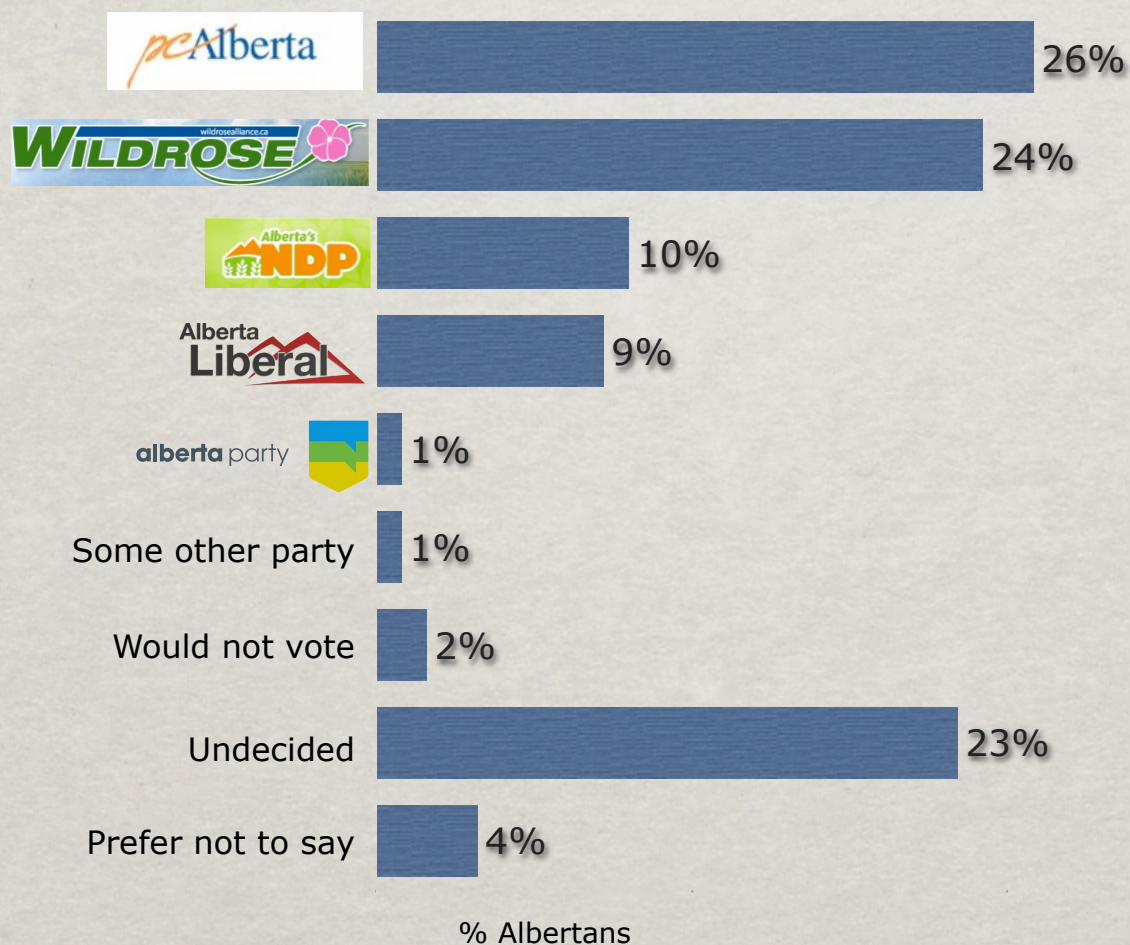
PROVINCIAL POLITICS



VOA POLITICAL HORSERACE

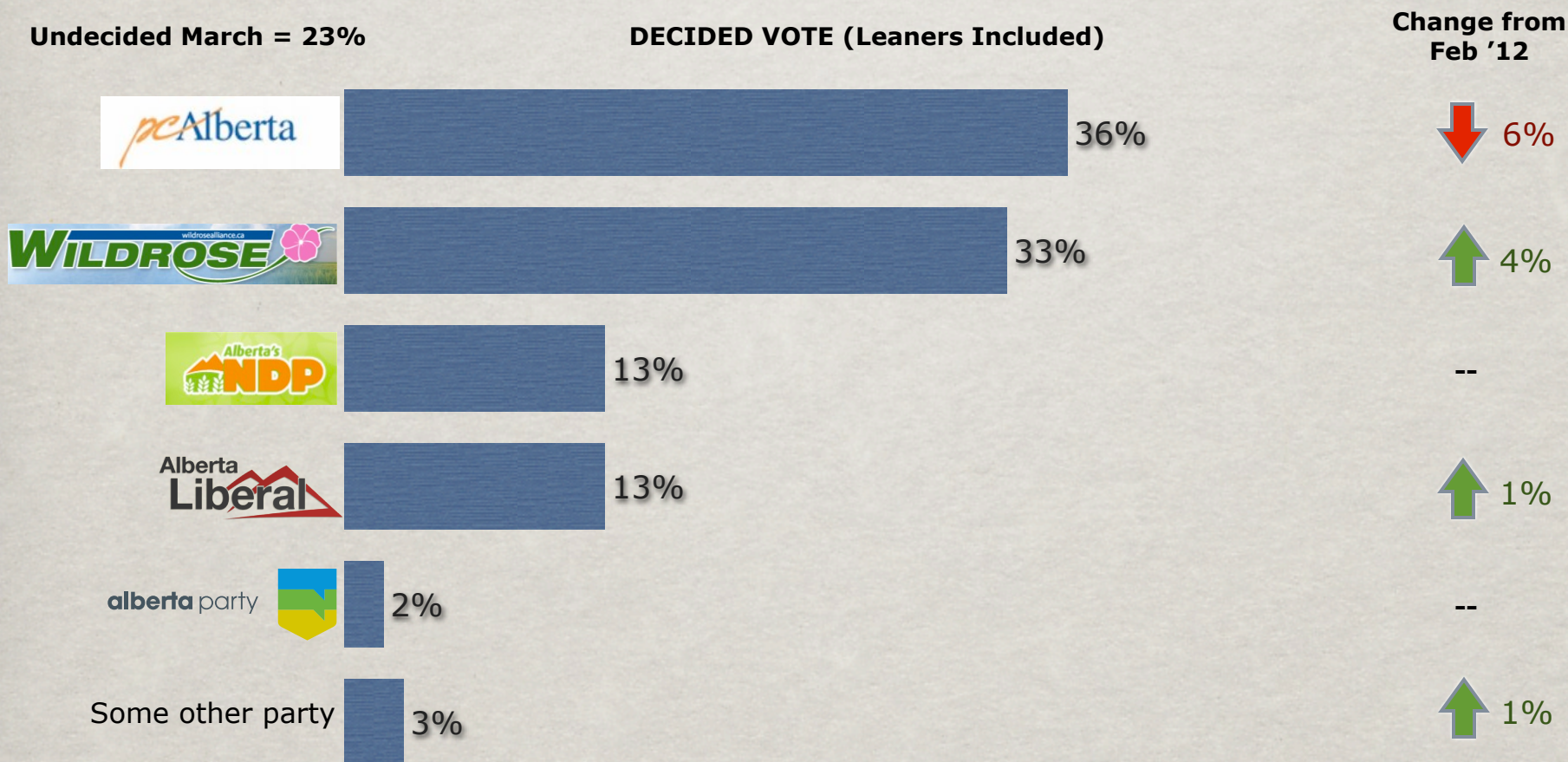
"If a provincial election were held tomorrow, which one of the following parties' candidate would you, yourself, be most likely to support?"

INITIAL VOTE (No Leaners)



VOA POLITICAL HORSERACE (PROVINCE-WIDE)

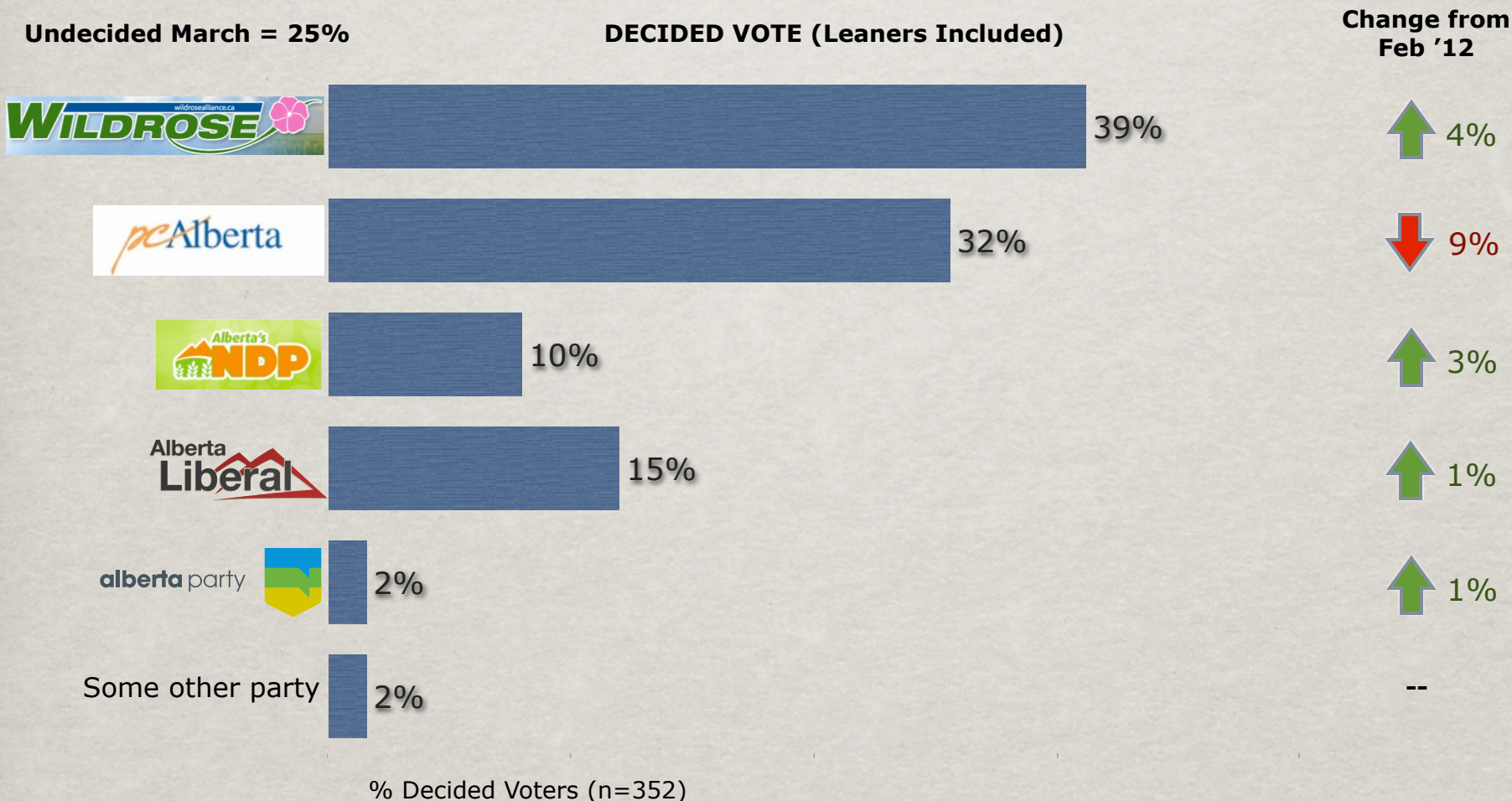
"If a provincial election were held tomorrow, which one of the following parties' candidate would you, yourself, be most likely to support?"



% Decided Voters (n=1067)

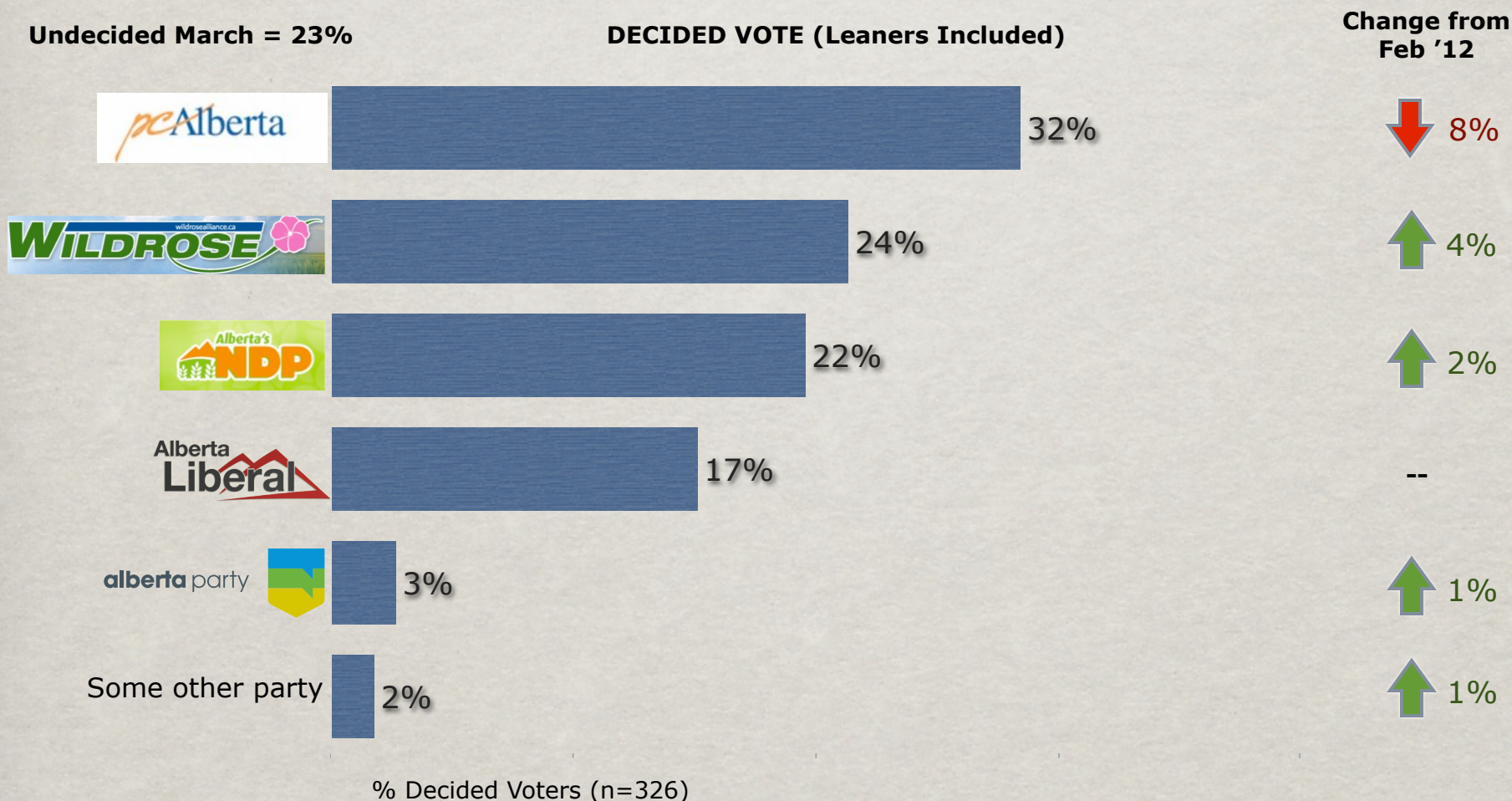
VOA POLITICAL HORSERACE (CALGARY)

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

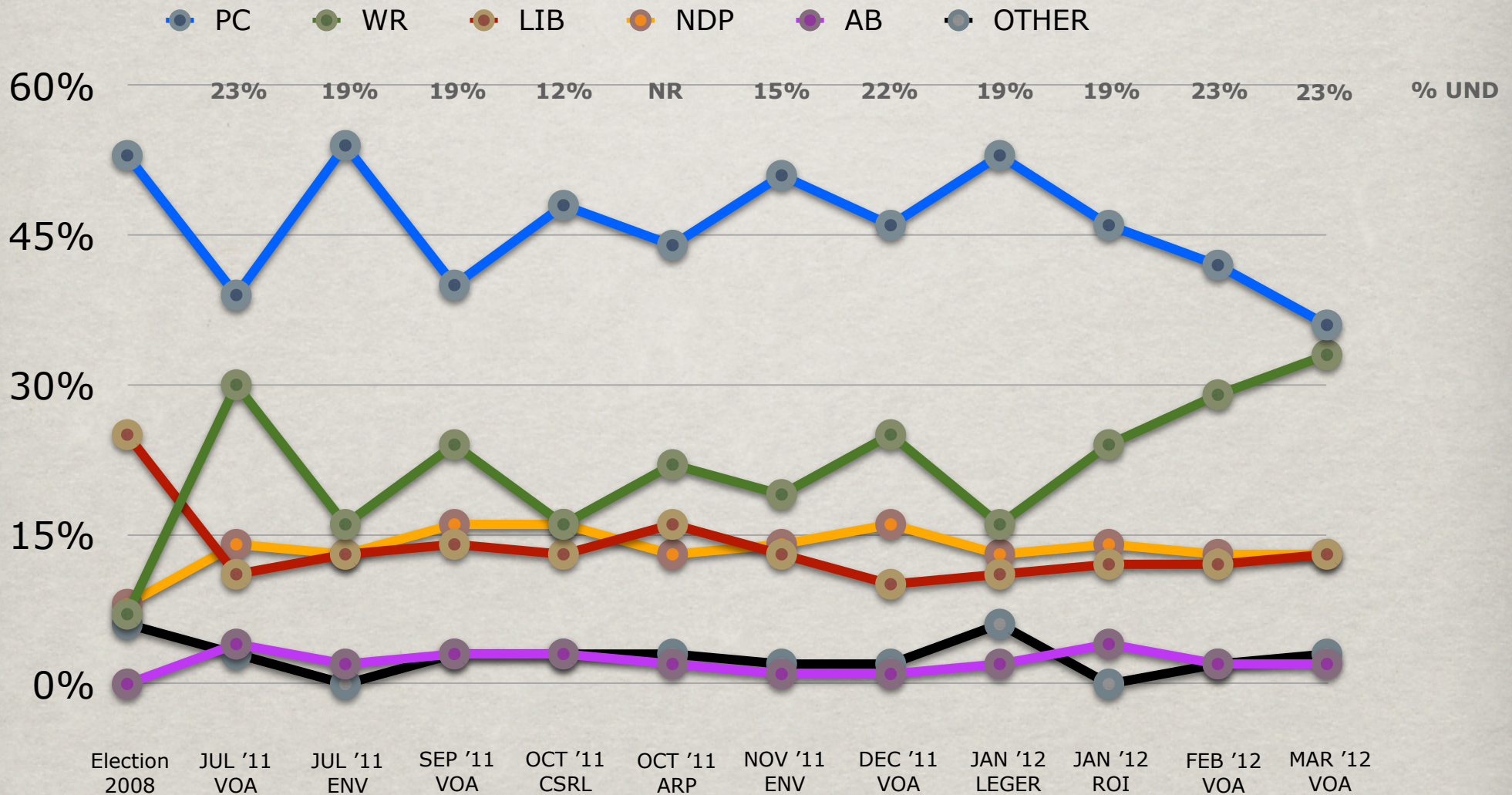


VOA POLITICAL HORSERACE (EDMONTON)

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

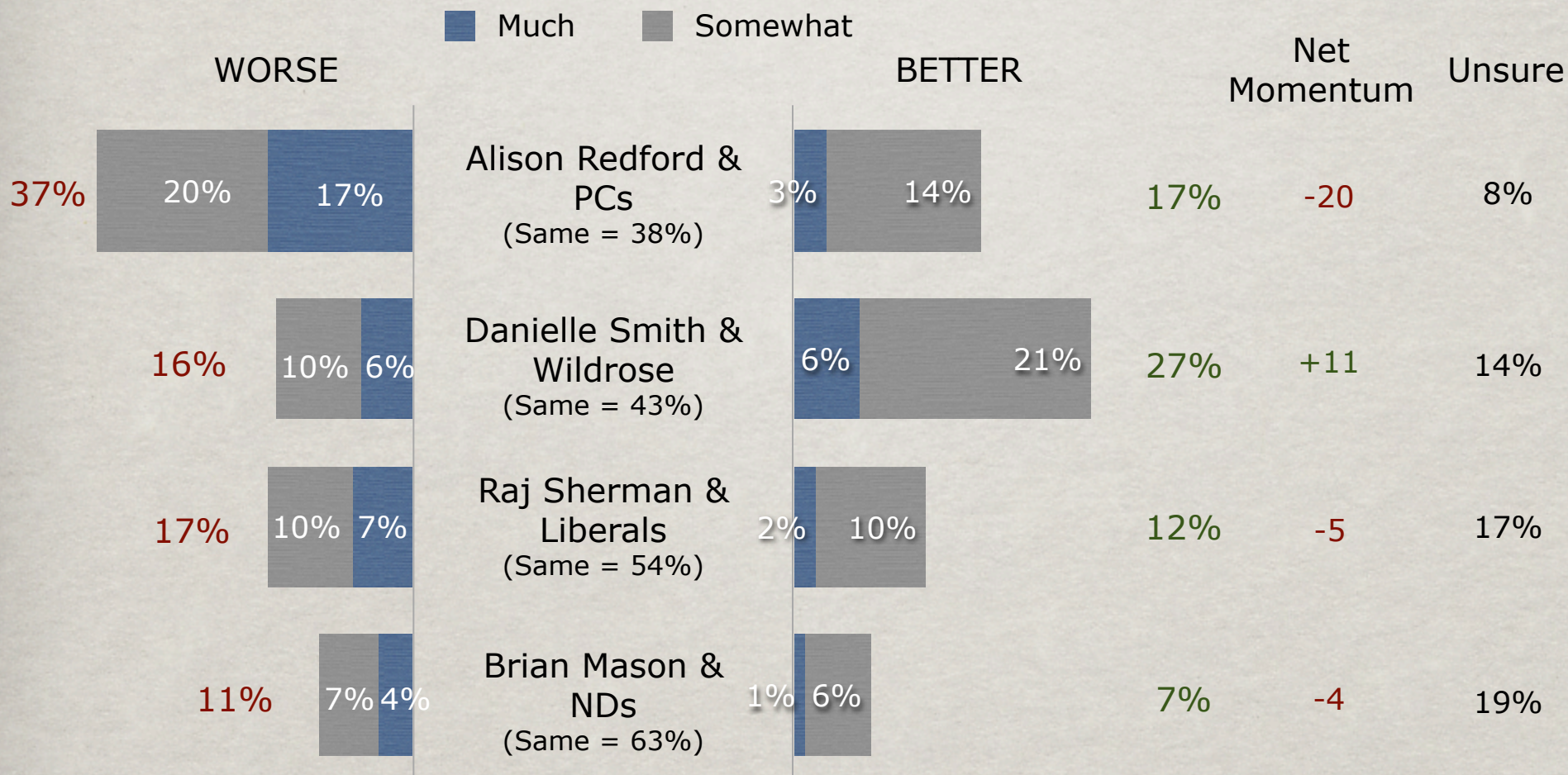


PARTY HORSERACE TRACKING



CAMPAIGN “MOMENTUM” (PROVINCE-WIDE)

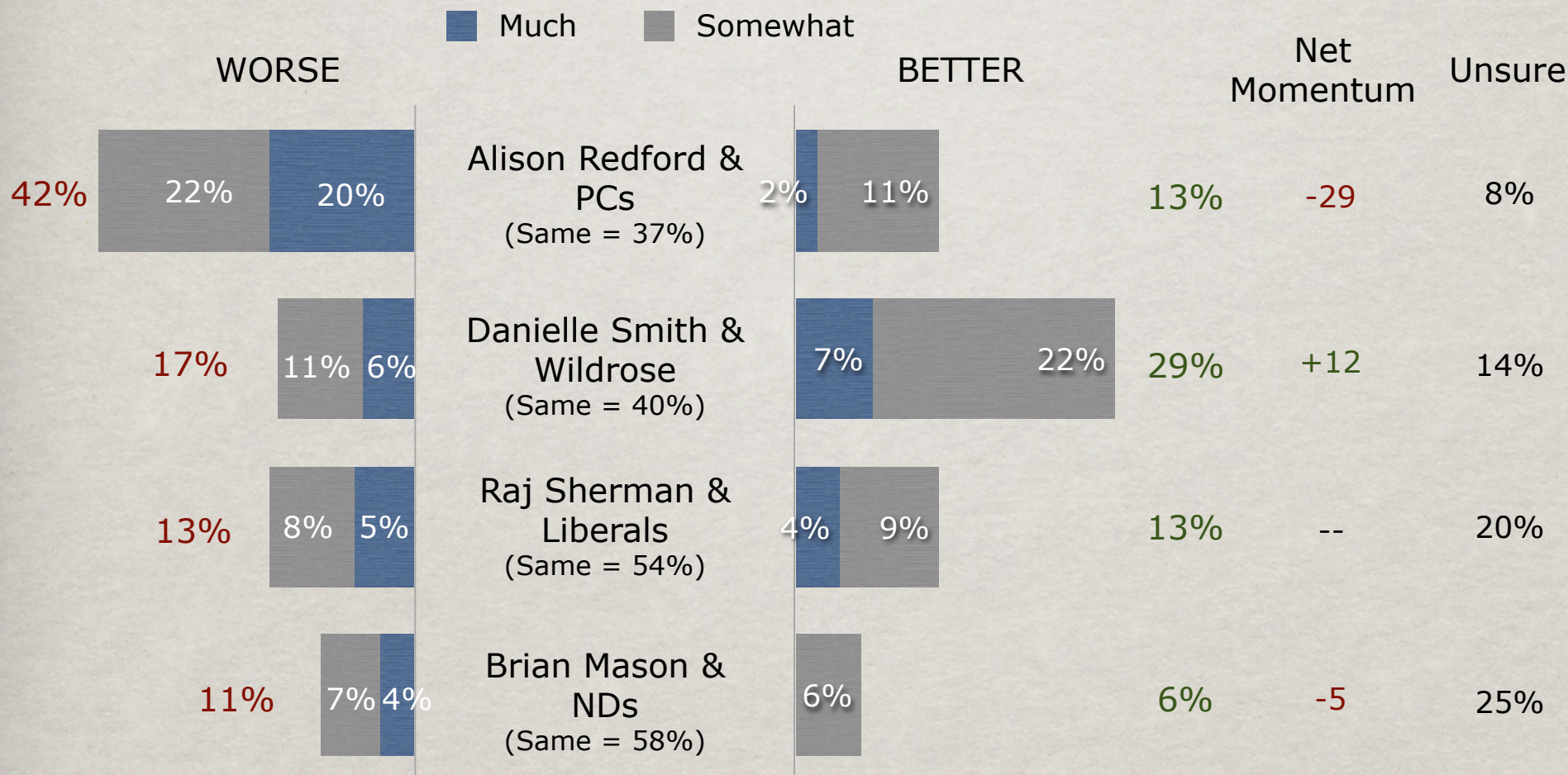
“Compared to your feelings A MONTH AGO, have your personal impressions toward each of the following gotten better, worse or stayed about the same?”



% Albertans

CAMPAIGN “MOMENTUM” (CALGARY)

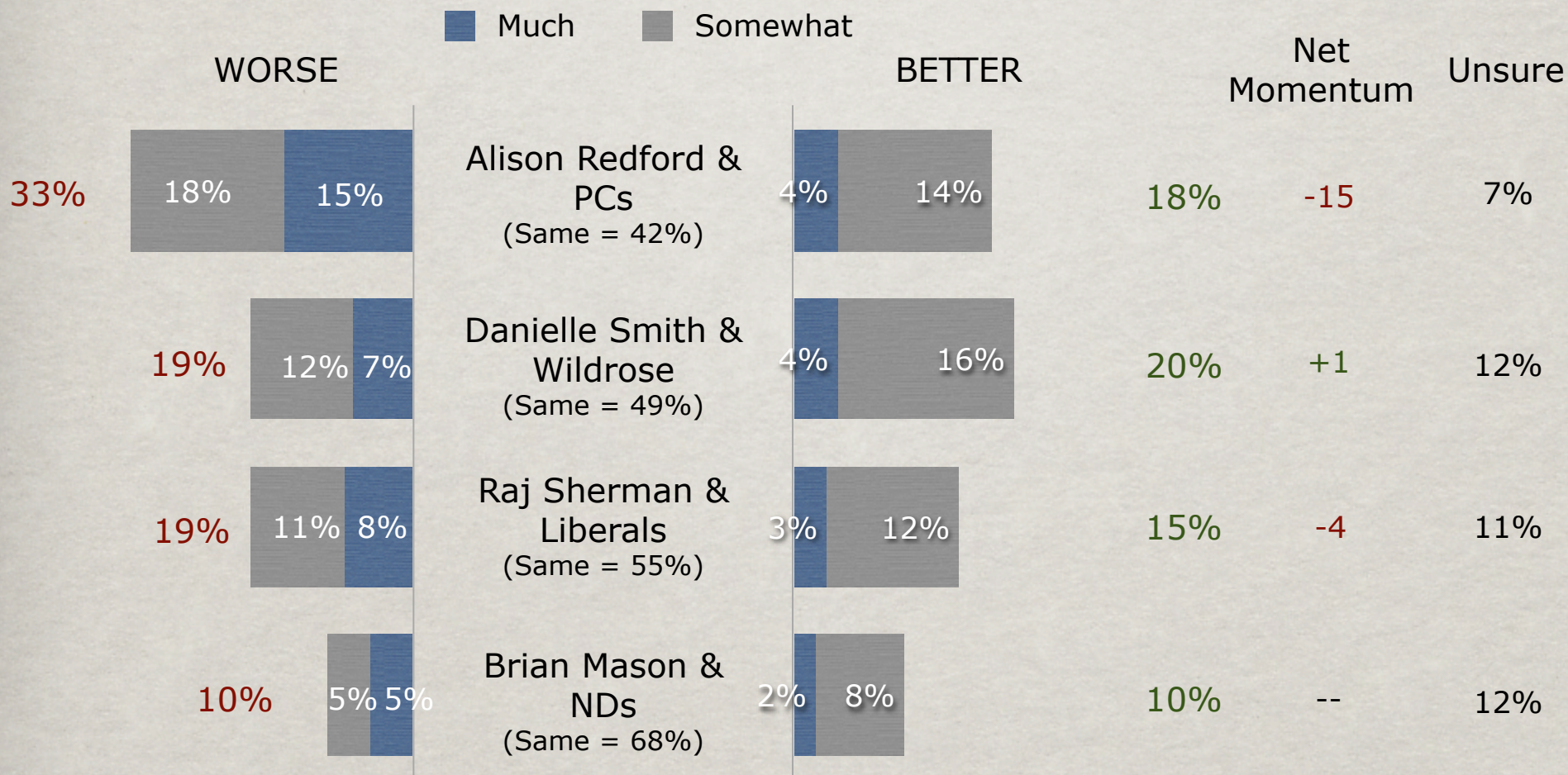
“Compared to your feelings A MONTH AGO, have your personal impressions toward each of the following gotten better, worse or stayed about the same?”



% Calgarians (n=443)

CAMPAIGN “MOMENTUM” (EDMONTON)

“Compared to your feelings A MONTH AGO, have your personal impressions toward each of the following gotten better, worse or stayed about the same?”



% Edmontonians (n=403)

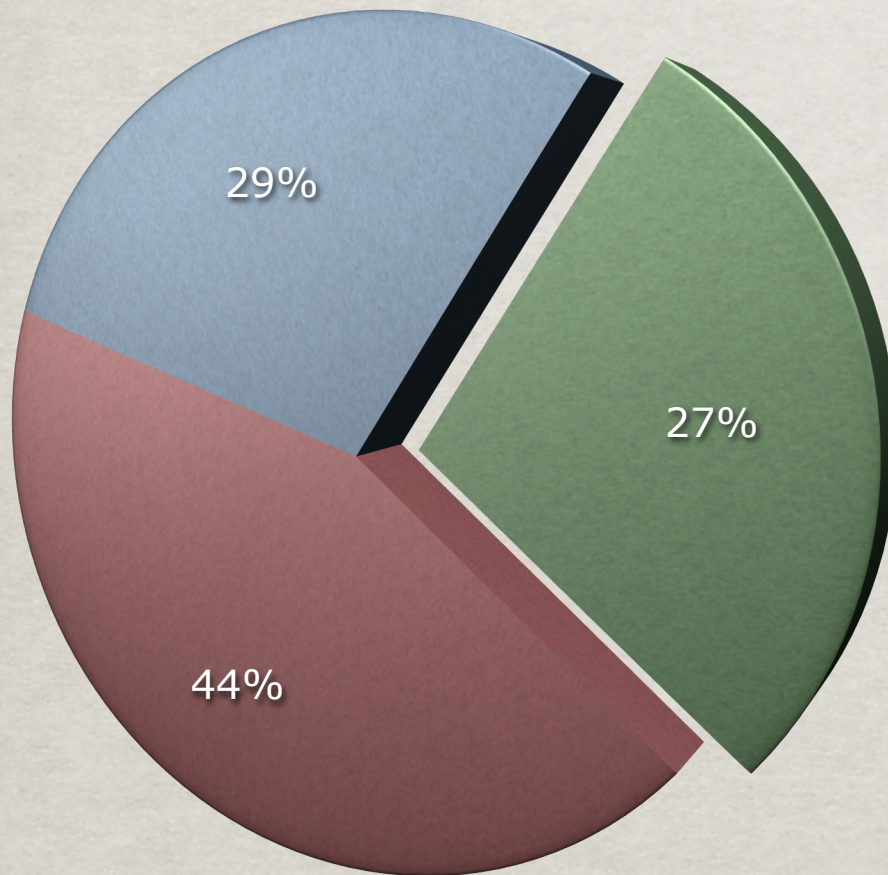
PC GOVERNMENT “DESERVE RE-ELECTION”?

“Do you think that the Provincial Progressive Conservatives do or do not deserve to be re-elected as Government in the next provincial election?”

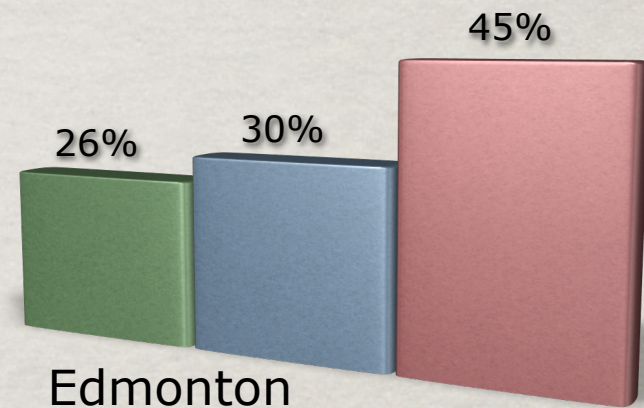
● Deserve Re-election

● Don't Deserve Re-election

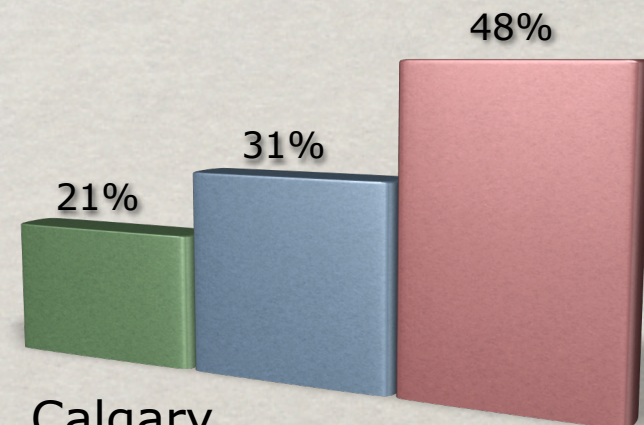
● Unsure



% Albertans



Edmonton



Calgary