

**What is the most important issue facing Alberta today?**

	Alberta	Gender		Age			Region			Vote in 2012 Provincial Election			
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB	PC	Wildrose	NDP	Liberal
Health care	23%	25%	21%	18%	21%	30%	19%	26%	24%	29%	23%	19%	8%
Accountability	12%	10%	15%	5%	12%	18%	12%	9%	16%	11%	19%	10%	15%
The economy / Jobs	24%	20%	28%	27%	26%	19%	25%	23%	24%	25%	23%	21%	33%
Environment	5%	5%	6%	5%	6%	4%	5%	5%	6%	5%	1%	14%	10%
Education	4%	6%	1%	4%	6%	2%	7%	1%	5%	2%	2%	7%	13%
Crime / Public Safety	1%	1%	2%	0%	0%	3%	1%	0%	3%	2%	1%	0%	0%
Housing / Poverty / Homelessness	6%	8%	3%	4%	7%	6%	8%	7%	2%	5%	6%	14%	8%
Energy / Pipelines	17%	16%	19%	31%	13%	11%	15%	21%	17%	16%	18%	12%	10%
Other	2%	2%	1%	0%	2%	2%	1%	3%	1%	1%	3%	0%	0%
Not sure	6%	7%	4%	6%	7%	4%	7%	5%	5%	4%	3%	2%	3%

**Thinking of each of the following provincial party leaders, would you say you generally approve or disapprove of the way he/she has performed in their job?**

		Alberta	Gender		Age			Region			Vote in 2012 Provincial Election			
			Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB	PC	Wildrose	NDP	Liberal
Premier and Progressive Conservative leader Jim Prentice	Strongly approve	13%	11%	16%	8%	10%	21%	10%	9%	20%	29%	4%	0%	10%
	Somewhat approve	39%	38%	39%	42%	36%	39%	45%	39%	32%	45%	50%	33%	28%
	Somewhat disapprove	17%	12%	23%	21%	14%	18%	19%	19%	12%	10%	19%	29%	28%
	Strongly disapprove	10%	13%	7%	5%	14%	11%	8%	15%	9%	8%	13%	21%	15%
	Not sure	21%	26%	16%	25%	28%	11%	18%	17%	27%	8%	13%	17%	15%
Former Official Opposition and Wildrose Party leader Danielle Smith	Strongly approve	2%	2%	2%	2%	1%	3%	3%	3%	1%	1%	4%	0%	8%
	Somewhat approve	15%	12%	18%	17%	14%	14%	21%	9%	14%	12%	23%	5%	18%
	Somewhat disapprove	17%	15%	19%	20%	14%	16%	14%	21%	16%	24%	13%	17%	13%
	Strongly disapprove	47%	50%	42%	35%	46%	58%	49%	52%	39%	51%	51%	79%	54%
	Not sure	20%	22%	18%	26%	25%	8%	12%	14%	31%	12%	9%	0%	8%
Liberal Party leader Raj Sherman	Strongly approve	5%	6%	4%	4%	5%	4%	8%	3%	4%	2%	3%	10%	33%
	Somewhat approve	30%	28%	32%	41%	19%	35%	28%	36%	27%	32%	31%	38%	28%
	Somewhat disapprove	22%	19%	25%	14%	22%	27%	28%	19%	18%	26%	24%	24%	8%
	Strongly disapprove	13%	11%	15%	5%	16%	15%	11%	17%	11%	16%	18%	12%	3%
	Not sure	31%	36%	24%	35%	38%	18%	25%	25%	40%	25%	23%	17%	28%
New Democratic Party (NDP) leader Rachel Notley	Strongly approve	5%	4%	6%	2%	4%	9%	3%	9%	3%	4%	1%	26%	10%
	Somewhat approve	27%	28%	26%	37%	20%	29%	32%	34%	18%	26%	26%	45%	46%
	Somewhat disapprove	19%	14%	25%	13%	18%	24%	19%	12%	24%	20%	24%	5%	13%
	Strongly disapprove	13%	9%	16%	7%	14%	14%	9%	16%	13%	16%	18%	5%	5%
	Not sure	37%	45%	27%	40%	44%	23%	37%	28%	43%	34%	31%	19%	26%

***If a provincial election took place tomorrow, which party's candidate would you vote for in your constituency? - All respondents***

	Alberta	Gender		Age			Region			Vote in 2012 Provincial Election			
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB	PC	Wildrose	NDP	Liberal
Progressive Conservative Party	26%	26%	26%	18%	24%	36%	25%	17%	35%	55%	24%	0%	0%
New Democratic Party (NDP)	11%	13%	9%	19%	8%	9%	10%	19%	5%	9%	3%	52%	13%
Liberal Party	12%	13%	11%	14%	10%	11%	13%	16%	8%	8%	6%	17%	59%
Wildrose Party	9%	5%	14%	7%	7%	13%	12%	5%	9%	4%	25%	5%	0%
Other party / An independent candidate	4%	3%	5%	4%	4%	4%	6%	0%	5%	2%	5%	0%	0%
Undecided / Not sure	38%	40%	36%	38%	47%	26%	34%	42%	38%	23%	38%	26%	28%

***If a provincial election took place tomorrow, which party's candidate would you vote for in your constituency? - Decided Voters***

	Alberta	Gender		Age			Region			Vote in 2012 Provincial Election			
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB	PC	Wildrose	NDP	Liberal
Progressive Conservative Party	42%	44%	41%	29%	45%	50%	38%	30%	56%	71%	38%	0%	0%
New Democratic Party (NDP)	18%	21%	14%	30%	15%	13%	15%	34%	8%	12%	5%	71%	18%
Liberal Party	19%	21%	16%	23%	20%	15%	20%	28%	12%	10%	9%	23%	82%
Wildrose Party	14%	8%	21%	12%	13%	17%	18%	8%	14%	5%	41%	6%	0%
Other party / An independent candidate	7%	5%	7%	7%	7%	5%	9%	0%	8%	3%	8%	0%	0%

INSIGHTS WEST

Survey on Politics in Alberta - December 31, 2014.

**As you may know, former Wildrose Party leader Danielle Smith and eight other MLAs who were elected in 2012 have joined the Progressive Conservatives. All things considered, do you agree or disagree with their decision?**

	Alberta	Gender		Age			Region			Vote in 2012 Provincial Election			
		Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB	PC	Wildrose	NDP	Liberal
Strongly agree	4%	4%	4%	1%	4%	5%	2%	4%	5%	8%	2%	0%	0%
Somewhat agree	16%	10%	23%	18%	15%	16%	16%	10%	22%	21%	24%	2%	15%
Somewhat disagree	16%	16%	16%	15%	18%	14%	20%	18%	9%	20%	7%	29%	8%
Strongly disagree	46%	43%	50%	37%	44%	56%	47%	50%	42%	41%	61%	67%	62%
Not sure	18%	26%	8%	28%	18%	8%	14%	17%	22%	10%	6%	5%	15%

**Here are some things that have been said about the recent decision from former Wildrose Party leader Danielle Smith and eight other MLAs who were elected in 2012. Do you agree or disagree with each one?**

		Alberta	Gender		Age			Region			Vote in 2012 Provincial Election			
			Female	Male	18-34	35-54	55+	Calgary	Edmonton	Rest of AB	PC	Wildrose	NDP	Liberal
By-elections should be held in the ridings represented by the MLAs who crossed the floor.	Strongly agree	47%	41%	54%	51%	38%	54%	46%	51%	43%	45%	61%	64%	59%
	Somewhat agree	23%	27%	18%	20%	28%	18%	27%	22%	19%	26%	21%	24%	21%
	Somewhat disagree	9%	6%	12%	2%	10%	13%	10%	8%	9%	10%	11%	5%	5%
	Strongly disagree	6%	4%	7%	0%	6%	9%	4%	5%	8%	9%	4%	0%	3%
	Not sure	16%	22%	9%	26%	18%	5%	13%	15%	22%	11%	3%	7%	10%
The departing Wildrose members have betrayed the people who voted for them.	Strongly agree	48%	49%	47%	45%	42%	59%	49%	51%	44%	48%	63%	81%	49%
	Somewhat agree	27%	24%	31%	27%	28%	25%	30%	25%	26%	33%	20%	10%	33%
	Somewhat disagree	10%	7%	13%	5%	12%	10%	11%	8%	10%	11%	13%	10%	3%
	Strongly disagree	2%	1%	2%	0%	3%	2%	1%	3%	2%	3%	1%	0%	3%
	Not sure	14%	19%	7%	22%	16%	3%	9%	14%	18%	5%	3%	0%	10%
Given the current political situation, it makes sense for the Wildrose members to cross the floor.	Strongly agree	8%	8%	7%	8%	8%	6%	7%	8%	8%	12%	6%	7%	15%
	Somewhat agree	21%	18%	24%	19%	20%	24%	19%	16%	26%	24%	27%	17%	8%
	Somewhat disagree	18%	14%	22%	18%	19%	16%	18%	22%	14%	22%	15%	7%	26%
	Strongly disagree	37%	35%	39%	27%	35%	47%	42%	40%	30%	32%	48%	62%	38%
	Not sure	17%	24%	8%	27%	18%	6%	13%	14%	22%	11%	4%	7%	13%
The Progressive Conservatives are a different party under Jim Prentice than under previous elected premiers Ed Stelmach and Alison Redford.	Strongly agree	15%	17%	13%	5%	14%	24%	14%	11%	19%	24%	15%	14%	10%
	Somewhat agree	36%	32%	41%	33%	41%	32%	42%	33%	32%	38%	39%	33%	36%
	Somewhat disagree	18%	17%	19%	26%	16%	13%	21%	18%	13%	21%	17%	14%	31%
	Strongly disagree	11%	10%	12%	4%	10%	17%	8%	18%	8%	5%	18%	26%	13%
	Not sure	21%	25%	15%	31%	19%	15%	15%	20%	28%	11%	11%	12%	13%

INSIGHTS WEST

Survey on Politics in Alberta - December 31, 2014.

**Which of the following would you consider to be the “top stories” of 2014 in Alberta? Please rank them from 1 to 8, with 1 being “the most important” story and 8 being “the least important” story.**

		Alberta	Gender		Age			Region		
			Female	Male	18 - 34	35 - 54	55+	Calgary	Edmonton	Rest of AB
The resignation of Premier Alison Redford	1	34%	33%	35%	26%	34%	41%	35%	35%	32%
	2	23%	26%	19%	19%	23%	26%	24%	23%	21%
	3	17%	13%	22%	25%	12%	17%	12%	15%	23%
	4	10%	8%	13%	10%	14%	6%	8%	12%	11%
	5	7%	8%	5%	7%	8%	4%	7%	10%	5%
	6	4%	5%	3%	8%	4%	3%	8%	2%	3%
	7	2%	4%	0%	0%	5%	1%	2%	0%	4%
	8	3%	3%	3%	6%	2%	2%	5%	3%	1%
Jim Prentice becomes Alberta's 16th Premier	1	4%	4%	4%	2%	3%	8%	5%	3%	4%
	2	12%	11%	13%	12%	9%	16%	13%	8%	13%
	3	17%	15%	18%	9%	18%	21%	19%	19%	11%
	4	24%	22%	28%	25%	23%	26%	25%	22%	27%
	5	15%	14%	16%	15%	17%	13%	11%	16%	19%
	6	15%	18%	11%	14%	22%	8%	13%	18%	15%
	7	8%	10%	6%	14%	6%	7%	8%	11%	6%
	8	4%	5%	3%	10%	4%	1%	7%	3%	4%
Wildrose leader and MLAs join the Progressive Conservatives	1	8%	10%	6%	8%	8%	8%	10%	7%	7%
	2	19%	14%	24%	20%	17%	19%	16%	18%	21%
	3	17%	18%	16%	17%	18%	16%	17%	17%	17%
	4	13%	10%	16%	11%	10%	18%	8%	18%	13%
	5	17%	15%	20%	15%	20%	16%	18%	14%	18%
	6	14%	18%	9%	18%	14%	11%	15%	17%	11%
	7	9%	10%	7%	9%	10%	7%	10%	8%	9%
	8	4%	5%	2%	2%	4%	5%	7%	1%	3%
The controversy over proposed changes to license plates	1	1%	1%	2%	5%	0%	0%	2%	0%	2%
	2	2%	4%	0%	2%	4%	1%	2%	3%	2%
	3	2%	2%	3%	2%	3%	3%	2%	3%	2%
	4	8%	9%	6%	5%	10%	6%	7%	8%	7%
	5	13%	16%	9%	10%	14%	13%	7%	11%	17%
	6	15%	12%	19%	20%	8%	21%	10%	15%	21%
	7	26%	24%	28%	26%	27%	26%	28%	31%	20%
	8	33%	33%	33%	32%	35%	31%	42%	29%	29%
Discussions related to the Keystone XL pipeline	1	7%	6%	8%	11%	7%	5%	7%	8%	7%
	2	18%	19%	16%	19%	23%	11%	14%	17%	23%
	3	14%	15%	14%	11%	16%	16%	8%	14%	20%
	4	17%	20%	13%	18%	15%	19%	19%	19%	13%
	5	20%	18%	21%	20%	16%	25%	19%	24%	17%
	6	10%	9%	12%	12%	9%	11%	16%	8%	8%
	7	12%	12%	11%	10%	13%	11%	14%	8%	12%
	8	2%	1%	3%	0%	3%	2%	3%	2%	1%
High profile crimes (Matthew de Groot, Douglas Garland)	1	4%	7%	0%	0%	9%	3%	5%	1%	6%
	2	7%	7%	8%	8%	8%	6%	6%	12%	4%
	3	12%	16%	7%	20%	10%	7%	17%	14%	6%
	4	11%	13%	9%	15%	12%	7%	14%	9%	10%
	5	13%	12%	15%	17%	12%	13%	17%	14%	10%
	6	26%	22%	31%	16%	30%	29%	17%	33%	27%
	7	18%	15%	21%	19%	12%	25%	16%	12%	24%
	8	9%	9%	8%	5%	9%	11%	8%	6%	12%

Calgary Stampeders win the Grey Cup	1	4%	3%	5%	0%	6%	4%	7%	1%	3%
	2	3%	4%	1%	4%	3%	3%	5%	3%	1%
	3	6%	8%	4%	6%	8%	3%	9%	5%	4%
	4	5%	5%	6%	10%	3%	5%	6%	6%	5%
	5	7%	7%	7%	11%	4%	8%	14%	3%	4%
	6	9%	10%	8%	5%	12%	9%	12%	3%	12%
	7	23%	23%	23%	21%	25%	21%	20%	26%	24%
	8	43%	40%	46%	44%	39%	47%	28%	54%	46%
Drop in the price of oil	1	37%	36%	39%	47%	35%	32%	29%	46%	38%
	2	16%	15%	18%	17%	16%	16%	20%	17%	13%
	3	15%	14%	16%	11%	17%	16%	15%	12%	17%
	4	12%	14%	9%	5%	14%	15%	13%	6%	13%
	5	9%	10%	7%	6%	10%	9%	8%	8%	9%
	6	6%	5%	6%	9%	2%	8%	10%	5%	2%
	7	3%	4%	1%	2%	4%	3%	3%	4%	1%
	8	3%	3%	3%	3%	4%	1%	2%	1%	5%