



Alberta Provincial Politics

Wildrose Party Takes the Lead in Alberta

WRP 41%, PC 28%, ALP 16%, NDP 12%, Other 3%

For Release: March 30, 2012

Conducted for:



Field Dates: March 26 to 28, 2012

All Respondents:

n=1,036 Albertans, 18 years of age and older
Margin of Error: $\pm 3.1\%$, 19 times of 20

Decided Voters:

n=948, 18 years of age and older
Margin of Error: $\pm 3.2\%$, 19 times of 20



Alberta Political Survey
n= 1,036, March 26 to 28, 2012

Wildrose Takes the Lead in Alberta

Wildrose Party leads by 13 over the incumbent Tories. Wildrose and PCs tied on who is best to manage the oil sands.

*Please refer to the survey as: Sun News Network - Abacus Data Poll
1,036 Albertans, 18 years of age and older, March 26-28, 2012*

Ottawa – A new survey from Abacus Data conducted for the Sun News Network finds that the Wildrose Party has jumped ahead of the Progressive Conservative Party and now leads by 13 percentage points. Compared with the Sun News Network-Abacus Data poll conducted earlier in March, the Wildrose Party is up 12 percentage points among decided voters while the Tories are down six percent. The Alberta Liberal Party and NDP are both down two points since early March.

Province-wide, the Wildrose Party has the support of 41% of decided voters, followed by the PCs at 28%, the Liberals at 16% and the NDP at 12%.

Regional Breakdown

The Wildrose Party has opened up a commanding lead in Calgary with 50% of decided voters saying they plan to vote Wildrose compared with 25% for the PCs, 15% for the Liberals, and 8% for the NDP. In Edmonton, the race is statistically tied with the Tories at 30%, the Wildrose at 29%, the Liberals at 20%, and the NDP at 18%.

Outside of the two major cities, the Wildrose Party leads in Central Alberta including Red Deer and in the southern region of the province. Northern Alberta is more competitive between the Tories and the Wildrose Party.

PC Advantage Among Women Disappears

The PC Party's lead among women found in our early March survey has all but disappeared. Among decided female voters, the Wildrose are at 31%, the PCs are 30%, the Liberals are at 20%, and the NDP is at 15%.

The Wildrose Party continues to do well among men beating the Tories by 21 percentage points (WRP 48%, PC 27%, ALP 12%, NDP 10%).

Party Leadership

Respondents were also asked to rate their impression of each of the four main party leaders. While no single party leader stood out from the pack, Wildrose Leader Danielle Smith continued to be the only leader with a net positive favourable rating.

Premier Alison Redford was viewed favourably by 28% of Albertans (down one point) while 34% had an unfavourable impression of the PC Leader (up 3 points). Three in ten were indifferent towards her while 7% said they were unsure.

Danielle Smith fared slightly better than the Premier with a 35% of Albertans having a favourable impression of her (up 4 points) and 24% viewing her unfavourably (up one point).

Both Raj Sherman and Brian Mason were viewed less favourably with more voters having a neutral opinion of both. Both men face a challenge of getting attention in what appears to be a two-party race led by two dynamic female leaders.

Net Favourability (favourable – unfavourable)

PC Leader Alison Redford	-6
WRA Leader Danielle Smith	+11
ALP Leader Raj Sherman	-13
NDP Leader Brian Mason	-11

Direction of the PC Government

Overall, six in ten Albertans surveyed (60%) believed that the PC Government in Alberta is headed on the wrong track (up 6 points since early March) while 38% believed the PC Government was headed in the right direction (down 4 points).

Amongst the PC base, support for the PC government remains high. Nine in ten PC Party supporters believed the PC government was headed in the right direction compared with 10% of WRP supporters, 32% of Liberal supporters, and 22% of NDP supporters.

“Since early March, the Wildrose Party has been able to attract more voters who are unhappy with the direction of the PC government,” said David Coletto, CEO of Abacus Data.

“In order for the PCs to close this gap with the Wildrose Party they have to be able to attract Liberals and New Democrats who think her government is headed in the right direction. She hasn’t been successful at doing that as of yet.”

Management of the Oil Sands

Along with improvements in their vote intention numbers, the Wildrose Party saw an increase in the number of Albertans who said they would trust them to manage Alberta’s oil sands.

The PCs and Wildrose Party were tied with 32% of Albertans surveyed saying they trust the party to manage the oil sands. This represents no change for the Tories by a 12 point increase for the Wildrose Alliance. Ten percent of respondents chose the Alberta Liberals while 8% chose the NDP.

Bottom Line



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n= 1,036, March 26 to 28, 2012

The 42-year old Progressive Conservative dynasty in Alberta looks to be on the verge of collapse. In the span of three weeks, a 5-point PC lead has evaporated and has turned into a 13-point lead for the Wildrose Party.

Allison Redford's personal favourability numbers are down, while Danielle Smith's are up. The Wildrose is now running even with the Tories in Edmonton and have a big lead in Calgary.

Redford's former strength with women has been eroded and despite strong economic evaluations by Albertans, 60% of Albertans believe the PC government is headed in the wrong direction.

Vote intention is as much about personality as it is about issues and Danielle Smith is currently benefiting from an upswing in personal popularity among the voters she needed to reach. She is personally popular among men, in Calgary, and among Wildrose Party supporters.

Frustration with the PC Government is not rooted in the public's unease about the economy. In fact, most Albertans remain quite confident about the state of the province's economy. Instead, multiple missteps on the part of the Redford government and the emergence of a real alternative in Danielle Smith and the Wildrose Party means that voters have choices. At this point in the campaign, voters are opting for change.

There are still three weeks left in the campaign and the massive swing in vote intention since early March indicates that anything is possible in Alberta as we head towards April 23.

Abacus Data will conduct polls for the Sun News Network every week during the campaign with results released on Friday on the Sun News Network and Saturday in the Calgary Sun and Edmonton Sun.

Methodology

From March 26 to 28, 2012, Abacus Data conducted a provincial survey of 1,036 Albertans aged 18 and over using Interactive Voice Response (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

The survey was commissioned by Sun News Network. This is the pre-writ survey of Alberta voters. Throughout the campaign, Abacus Data and Sun News/Sun Media will be surveying Albertans on the provincial election.

A dual landline/cell phone RDD sampling frame was used in this study.

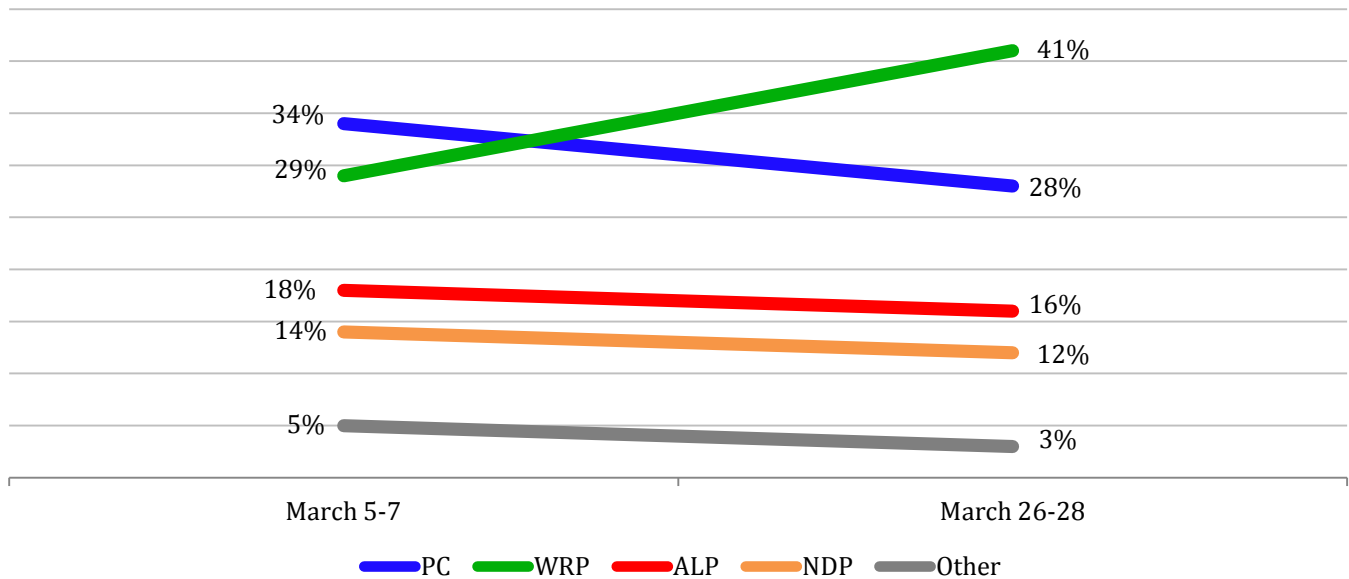
The margin of error for a sample size of 1,036 is $\pm 3.1\%$, 19 times out of 20. Note that the margin of error is higher for subgroups and caution should be used when making conclusions of data in subgroups with small sample sizes.

For more information about the survey findings, please contact Dr. David Coletto, CEO Abacus Data Inc. at (613) 884-4730 or david@abacusdata.ca

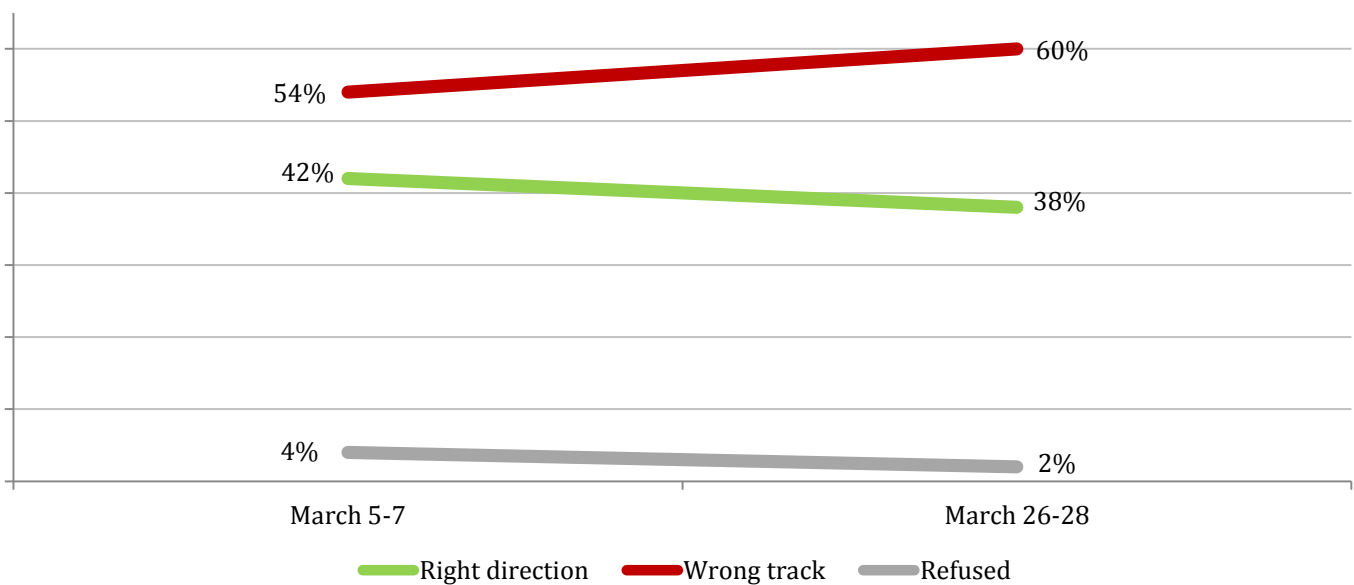
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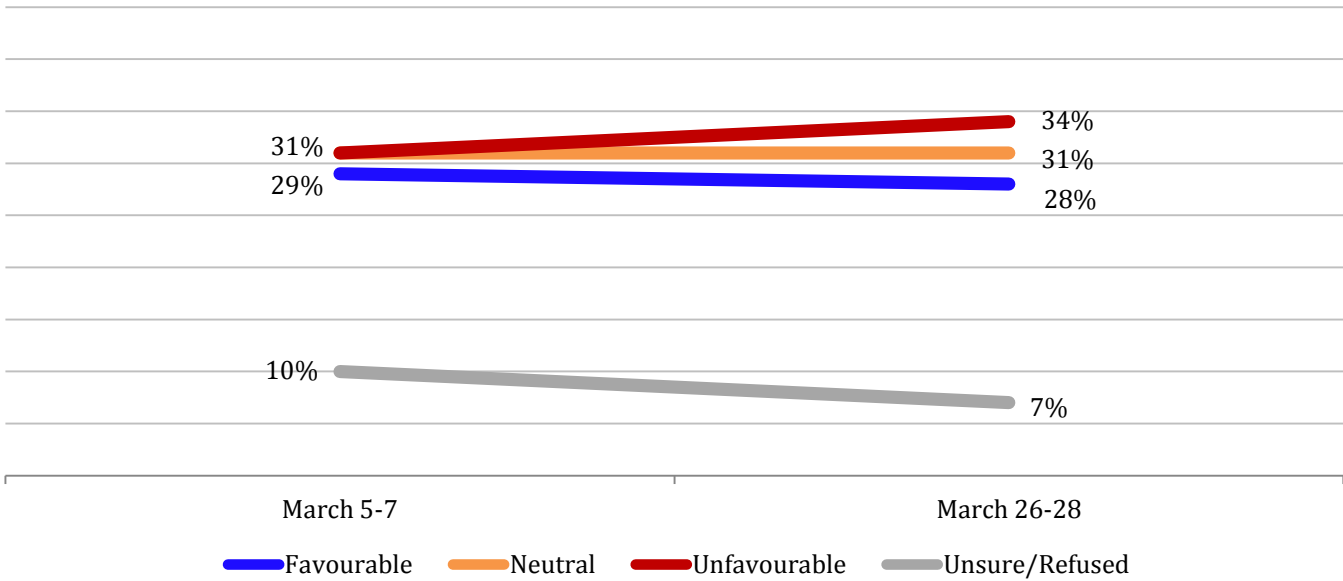
Vote Intention Decided Voters



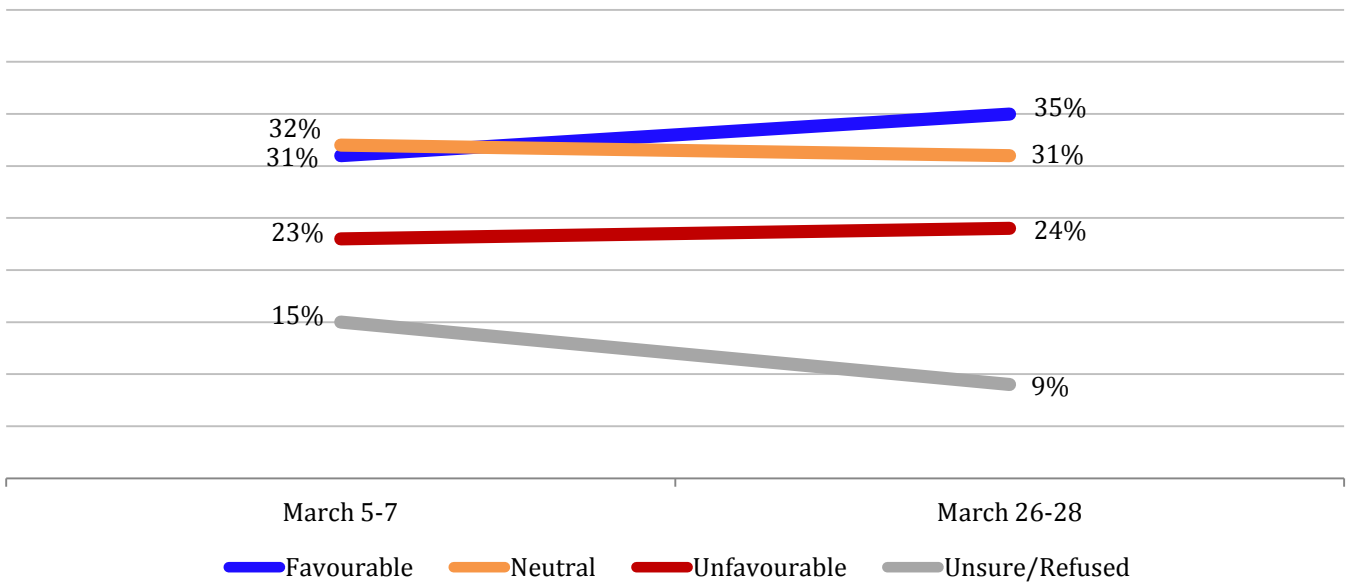
Direction of PC Government



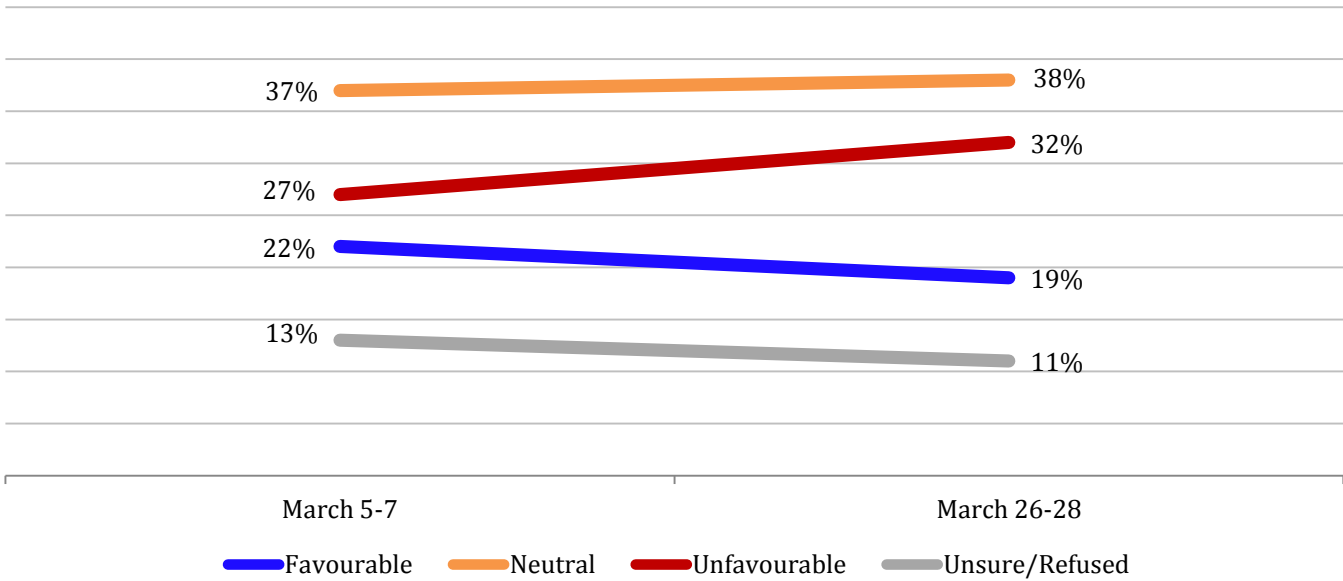
Favourability: Alison Redford



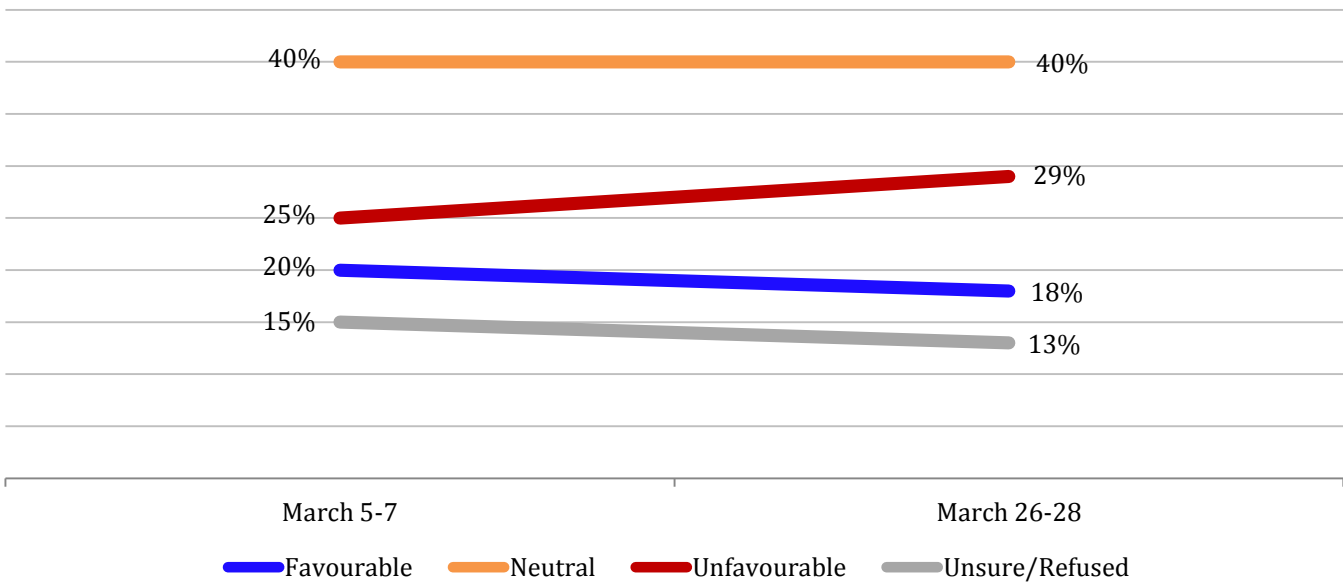
Favourability: Danielle Smith



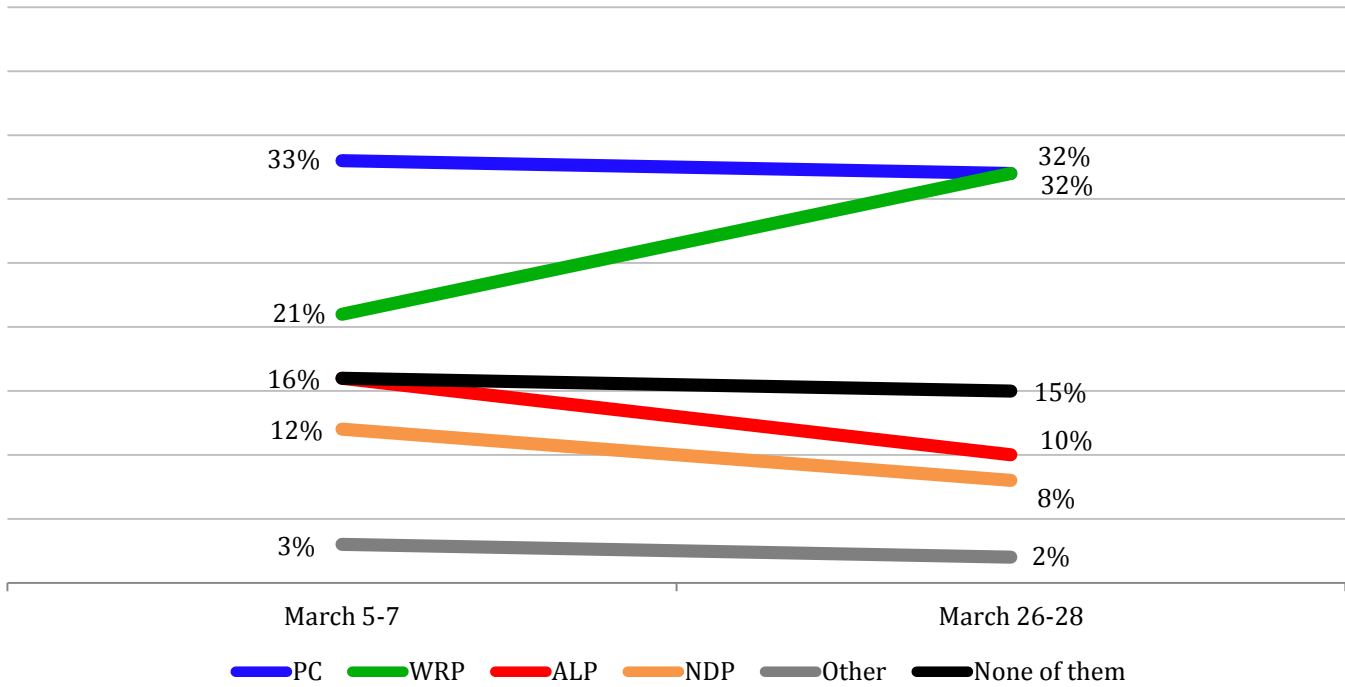
Favourability: Raj Sherman



Favourability: Brian Mason

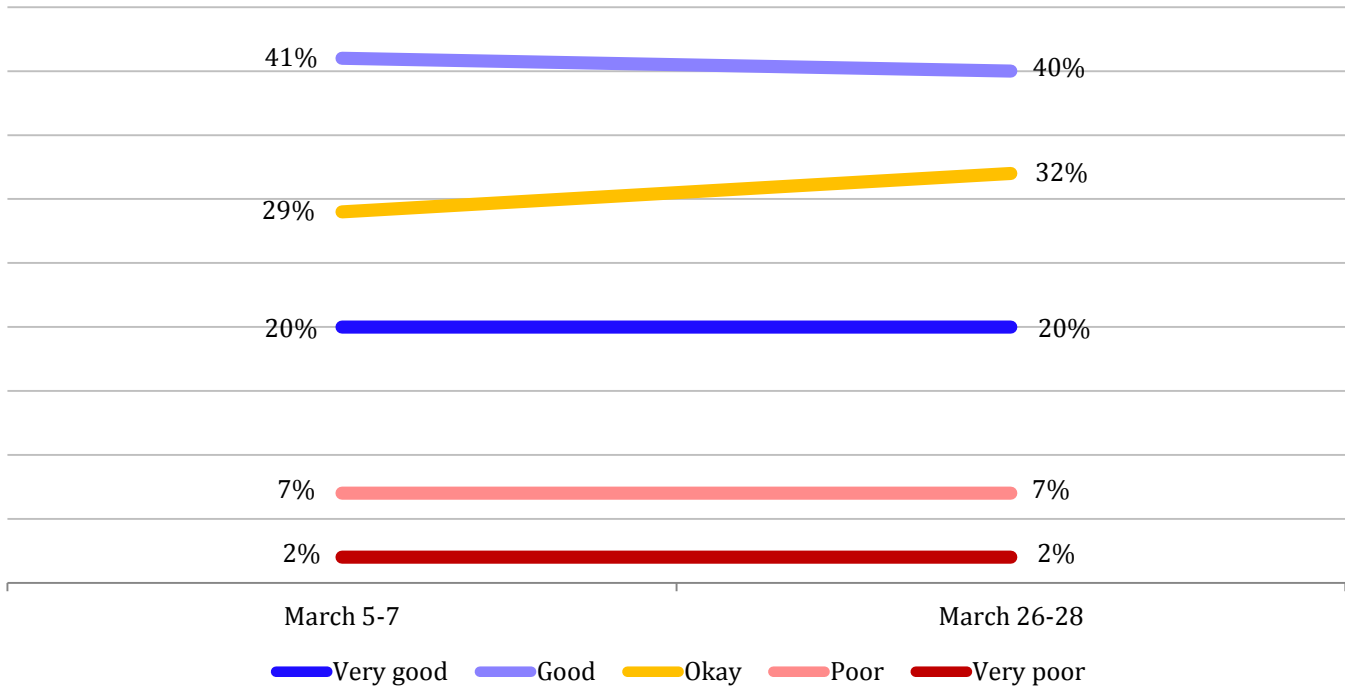


Trust to Manage the Alberta Oil Sands All respondents



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State of Alberta Economy All respondents



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		If the Alberta election was today, which party would you vote for in your local constituency? [rotate] (Included Leaners)						
		Progressive Conservative	Wildrose	Liberal	NDP	Another party	Count	
		Percentage	Percentage	Percentage	Percentage	Percentage	Weighted Count	Unweighted Count
Region	Alberta	28%	41%	16%	12%	3%	952	948
	Northern Alberta	37%	39%	7%	14%	3%	60	90
	Edmonton and the surrounding municipalities	30%	29%	20%	18%	3%	318	307
	Central Alberta including Red Deer	29%	49%	11%	9%	2%	130	123
	Calgary and the surrounding municipalities	25%	50%	15%	8%	2%	355	343
	Southern Alberta	23%	39%	14%	14%	9%	89	85
Gender	Female	30%	31%	20%	15%	4%	446	426
	Male	27%	48%	12%	10%	2%	506	522
Age Group	18 to 29	26%	32%	13%	24%	5%	178	105
	30 to 44	28%	39%	18%	13%	2%	264	195
	45 to 64	27%	48%	14%	8%	3%	282	402
	65 and over	30%	42%	17%	8%	2%	228	246
Overall, how would you rate the current state of the Alberta economy?	Very good	48%	30%	12%	8%	2%	194	195
	Good	31%	41%	15%	10%	3%	381	385
	Ok	16%	46%	18%	17%	3%	298	291
	Poor	6%	52%	17%	19%	6%	58	55
	Very poor	5%	48%	13%	23%	11%	18	18
2008 Provincial Vote	Progressive Conservative	40%	52%	4%	3%	1%	449	545
	Wildrose	10%	81%	4%	4%	1%	59	60
	Liberal	14%	19%	54%	9%	3%	169	102
	NDP	7%	15%	15%	61%	3%	103	96
	Another party	5%	35%	15%	17%	28%	32	32
	Did not vote	36%	36%	13%	12%	3%	139	113

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		First of all, would you say the PC Government in Alberta is heading in the right direction, or are they off on the wrong track?			
		Right direction	Wrong direction	Refused	Count
		Percentage	Percentage	Percentage	Unweighted Count
Region	Alberta	38%	60%	2%	1036
	Northern Alberta	46%	50%	5%	100
	Edmonton and the surrounding municipalities	39%	60%	0%	334
	Central Alberta including Red Deer	36%	60%	4%	142
	Calgary and the surrounding municipalities	38%	60%	3%	366
	Southern Alberta	33%	63%	4%	94
Gender	Female	44%	54%	2%	472
	Male	34%	64%	2%	564
Age Group	18 to 29	43%	54%	3%	113
	30 to 44	36%	61%	3%	220
	45 to 64	36%	62%	2%	440
	65 and over	40%	58%	2%	263
Overall, how would you rate the current state of the Alberta economy?	Very good	59%	39%	2%	203
	Good	42%	54%	3%	413
	Ok	29%	70%	1%	326
	Poor	11%	88%	2%	67
	Very poor	3%	97%	0%	22
Vote Intention	Progressive Conservative	90%	9%	0%	289
	Wildrose	10%	88%	1%	418
	Liberal	32%	64%	4%	113
	NDP	22%	76%	2%	103
	Another party	23%	68%	9%	25

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		Do you have a favourable, neutral, or unfavourable impression of PC Leader Alison Redford?				
		Favourable	Neutral	Unfavourable	Unsure	Count
		Percentage	Percentage	Percentage	Percentage	Unweighted Count
Region	Alberta	28%	31%	34%	7%	1034
	Northern Alberta	36%	33%	22%	8%	99
	Edmonton and the surrounding municipalities	33%	27%	31%	9%	334
	Central Alberta including Red Deer	25%	36%	35%	4%	142
	Calgary and the surrounding municipalities	25%	30%	40%	5%	366
	Southern Alberta	22%	40%	32%	7%	93
Gender	Female	34%	31%	28%	7%	470
	Male	24%	31%	39%	7%	564
Age Group	18 to 29	28%	40%	24%	7%	113
	30 to 44	26%	29%	37%	8%	219
	45 to 64	26%	30%	38%	6%	440
	65 and over	32%	27%	35%	7%	262
Overall, how would you rate the current state of the Alberta economy?	Very good	45%	32%	19%	4%	203
	Good	32%	31%	32%	5%	413
	Ok	18%	33%	42%	8%	326
	Poor	11%	24%	47%	18%	67
	Very poor	0%	21%	61%	18%	21
Vote Intention	Progressive Conservative	65%	29%	3%	2%	289
	Wildrose	8%	28%	60%	4%	417
	Liberal	29%	26%	38%	7%	113
	NDP	18%	45%	28%	8%	103
	Another party	23%	42%	27%	8%	25

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		Do you have a favourable, neutral, or unfavourable impression of Wildrose Leader Danielle Smith?				
		Favourable	Neutral	Unfavourable	Unsure	Count
		Percentage	Percentage	Percentage	Percentage	Unweighted Count
Region	Alberta	35%	31%	24%	9%	1030
	Northern Alberta	35%	28%	25%	12%	99
	Edmonton and the surrounding municipalities	24%	31%	31%	13%	333
	Central Alberta including Red Deer	35%	37%	15%	12%	142
	Calgary and the surrounding municipalities	44%	30%	21%	5%	364
	Southern Alberta	39%	26%	27%	8%	92
Gender	Female	27%	32%	30%	12%	468
	Male	41%	31%	21%	8%	562
Age Group	18 to 29	23%	35%	32%	9%	113
	30 to 44	33%	34%	22%	11%	217
	45 to 64	42%	29%	20%	9%	439
	65 and over	39%	26%	27%	8%	261
Overall, how would you rate the current state of the Alberta economy?	Very good	31%	28%	33%	8%	202
	Good	34%	37%	23%	6%	412
	Ok	37%	27%	23%	13%	325
	Poor	43%	27%	19%	11%	66
	Very poor	47%	15%	21%	17%	21
Vote Intention	Progressive Conservative	13%	40%	37%	10%	288
	Wildrose	75%	20%	2%	2%	416
	Liberal	6%	38%	41%	15%	113
	NDP	12%	35%	47%	5%	102
	Another party	11%	36%	41%	12%	25

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		Do you have a favourable, neutral, or unfavourable impression of Liberal Leader Raj Sherman?				
		Favourable	Neutral	Unfavourable	Unsure	Count
		Percentage	Percentage	Percentage	Percentage	Unweighted Count
Region	Alberta	19%	38%	32%	11%	1034
	Northern Alberta	11%	38%	37%	14%	100
	Edmonton and the surrounding municipalities	24%	36%	29%	11%	333
	Central Alberta including Red Deer	15%	40%	31%	14%	142
	Calgary and the surrounding municipalities	18%	39%	31%	11%	366
	Southern Alberta	15%	37%	41%	7%	93
Gender	Female	19%	39%	27%	15%	471
	Male	19%	37%	35%	8%	563
Age Group	18 to 29	11%	51%	25%	13%	113
	30 to 44	23%	33%	32%	12%	218
	45 to 64	19%	38%	32%	10%	440
	65 and over	20%	33%	36%	10%	263
Overall, how would you rate the current state of the Alberta economy?	Very good	18%	37%	40%	5%	203
	Good	18%	39%	32%	12%	412
	Ok	22%	38%	28%	12%	326
	Poor	14%	34%	31%	21%	67
	Very poor	25%	37%	24%	14%	22
Vote Intention	Progressive Conservative	10%	38%	42%	11%	289
	Wildrose	14%	37%	40%	9%	418
	Liberal	54%	33%	7%	6%	113
	NDP	22%	53%	16%	9%	102
	Another party	18%	40%	29%	12%	25

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		Do you have a favourable, neutral, or unfavourable impression of NDP Leader Brian Mason?				
		Favourable	Neutral	Unfavourable	Unsure	Count
		Percentage	Percentage	Percentage	Percentage	Unweighted Count
Region	Alberta	18%	40%	29%	13%	1032
	Northern Alberta	15%	41%	33%	12%	100
	Edmonton and the surrounding municipalities	26%	35%	30%	9%	333
	Central Alberta including Red Deer	12%	43%	29%	16%	142
	Calgary and the surrounding municipalities	12%	43%	29%	15%	365
	Southern Alberta	22%	42%	24%	12%	92
Gender	Female	18%	47%	20%	15%	469
	Male	18%	35%	36%	11%	563
Age Group	18 to 29	22%	42%	25%	11%	113
	30 to 44	18%	42%	25%	16%	217
	45 to 64	15%	41%	31%	12%	440
	65 and over	17%	36%	36%	10%	262
Overall, how would you rate the current state of the Alberta economy?	Very good	13%	42%	35%	9%	203
	Good	16%	43%	27%	14%	411
	Ok	21%	38%	31%	10%	326
	Poor	21%	33%	24%	23%	66
	Very poor	31%	41%	14%	14%	22
Vote Intention	Progressive Conservative	10%	45%	34%	11%	289
	Wildrose	6%	42%	43%	10%	418
	Liberal	29%	45%	13%	13%	112
	NDP	60%	29%	6%	5%	102
	Another party	31%	43%	7%	19%	25

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		Which political party do you trust the most to manage Alberta's oil sands? [rotate]						Count
		Progressive Conservative	Wildrose	Liberal	NDP	Another party	None of them	Unweighted Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	
Region	Alberta	32%	32%	10%	8%	2%	15%	1017
	Northern Alberta	40%	24%	7%	8%	5%	15%	96
	Edmonton and the surrounding municipalities	35%	22%	15%	11%	2%	14%	329
	Central Alberta including Red Deer	31%	39%	6%	3%	0%	21%	139
	Calgary and the surrounding municipalities	30%	41%	7%	7%	1%	14%	364
	Southern Alberta	27%	30%	11%	14%	1%	17%	89
Gender	Female	33%	24%	13%	11%	2%	17%	463
	Male	32%	38%	8%	7%	1%	14%	554
Age Group	18 to 29	36%	25%	6%	16%	1%	16%	111
	30 to 44	30%	34%	13%	8%	2%	14%	212
	45 to 64	30%	35%	9%	6%	1%	18%	436
	65 and over	35%	32%	11%	6%	2%	13%	258
Overall, how would you rate the current state of the Alberta economy?	Very good	52%	24%	6%	6%	3%	9%	203
	Good	38%	33%	10%	7%	1%	11%	403
	Ok	21%	35%	13%	9%	1%	21%	320
	Poor	7%	40%	6%	17%	3%	27%	65
	Very poor	0%	33%	10%	23%	7%	27%	22
Vote Intention	Progressive Conservative	90%	2%	1%	2%	1%	5%	288
	Wildrose	9%	77%	1%	1%	1%	11%	410
	Liberal	12%	7%	58%	7%	0%	15%	113
	NDP	11%	9%	8%	52%	2%	19%	101
	Another party	19%	5%	8%	9%	25%	33%	25