



Alberta Provincial Politics

Wildrose Party Expands Lead

WRP 46%, PC 29%, NDP 12%, ALP 10%, NDP 11%, Other 2%

For Release: April 12, 2012

Conducted for:



Field Dates: April 9-11, 2012

All Respondents:

n=900 Albertans, 18 years of age and older
Margin of Error: \pm 3.3%, 19 times of 20

Decided Voters:

n=756, 18 years of age and older
Margin of Error: \pm 3.6%, 19 times of 20



Alberta Political Survey
n=900, April 9-11, ± 3.3%

Wildrose Expands Lead over PCs.

Wildrose Dominant in Calgary and Outside Metro Regions; PCs Lead in Edmonton

*Please refer to the survey as: Sun News Network - Abacus Data Poll
900 Albertans, 18 years of age and older, April 9 to 11, 2012*

Ottawa – A new survey from Abacus Data conducted for the Sun News Network finds that heading into Thursday's party leader debate the Wildrose Party holds a comfortable 17-point lead over the incumbent Progressive Conservative Party.

Province-wide, the Wildrose Party has the support of 46% of decided voters (up three), followed by the PCs at 29% (down two), the NDP at 12% (up one) and the Liberals at 10% (down two). Thirteen percent of respondents said they were undecided even after being asked if they are leaning to one party.

Regional Breakdown

The Wildrose Party continues to have a commanding lead in Calgary with 55% of decided voters saying they plan to vote Wildrose (up 8) compared with 25% for the PCs (down 2), 12% for the Liberals (down 2), and 6% for the NDP (down three). The Tories have increased their lead slightly in Edmonton with the Tories at 38% (up 3) followed by the Wildrose Party at 31% (down 2) and the NDP and Liberals trailing at 19% (up 3) and 11% (down 2) respectively.

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 remains more competitive between the Tories and the Wildrose Party but caution should be exercised about making conclusions due to small sample sizes.

Male Voters Are Wildrose Bedrock

The Wildrose Party has a commanding lead among male voters. Over one in two decided male voters (53%) say they plan to vote Wildrose compared with 25% for the PC Party. Among women, the Wildrose Party continues to lead 39% to 33% over the PCs.

Party Leadership

Respondents were also asked to rate their impression of each of the four main party leaders.

Wildrose leader Danielle Smith's personal numbers continue to trend upwards with 41% of respondents (up 4) saying they have a favourable impression of her compared with 27% (up 4) who view her unfavourably. Since early March, the percentage of respondents who were unsure about their impression of Smith has dropped by 7-points from 15% to 8%.

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Premier Alison Redford was viewed favourably by 30% of Albertans (no change) while 33% had an unfavourable impression of the PC Leader (up two points). Three in ten were indifferent towards her while 7% said they were unsure.

Both Raj Sherman and Brian Mason were viewed less favourably with more voters having a neutral opinion of both.

Net Favourability (favourable – unfavourable)

PC Leader Alison Redford	-3
WRA Leader Danielle Smith	+14
ALP Leader Raj Sherman	-12
NDP Leader Brian Mason	-10

Alison Redford is slightly more popular than her party at the moment. The problem for the Tories is that as the campaign goes on, Danielle Smith is becoming increasingly popular and the attacks on her and Wildrose are significantly not hurting her personal popularity.

Direction of the PC Government

Overall, six in ten Albertans surveyed (61%) believed that the PC Government in Alberta is headed on the wrong track (up 4 points since last week) while 37% believed the PC Government was headed in the right direction (down four points).

Management of the Oil Sands

The Wildrose Party has taken the lead on who Albertans trust most to manage the oil sands. Over three in ten Albertans (34%) said they would trust Wildrose to manage the oil sands the most, followed by the PCs at 29%, none of the above at 16%, 10% for the NDP, and 8% for the Liberals.

Bottom Line

Heading into the leaders debate on Thursday, Wildrose continues to be well positioned to win the April 23rd provincial election. Their support is holding strong in Calgary and in regions outside of Alberta's two major urban centres. While the Tories have expanded their lead in Edmonton somewhat, their growth in the provincial capital is off-set by large deficits in seat-rich Calgary and south and central Alberta.

Danielle Smith is the most popular leader in the province and weekly tracking has found her personal favourability numbers have improved from one week to the next. Wildrose has solid support among men, is maintaining a small lead among women, and is well ahead among middle-aged voters.

One of the most striking findings is the size of the shift away from the PC Party. A full 57% of respondents who voted PC in 2008 now say they are planning to vote Wildrose on April 23. Only 37% of the original Tory voter base remains and the growth among past Liberal and NDP voters has not come close to making up the difference.

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Even with an aggressive attempt at motivating strategic voters, the PCs face a massive challenge in closing the gap and winning the election. Unless the leadership debate fundamentally changes the psyche of Alberta voters, Albertans are likely to wake up on April 23 with a new government in Edmonton.

Abacus Data also released results of an online survey conducted between April 5 and 10 that examined the state of the political party brands, the party leaders, and election issues in more detail. Check out Sun News and the Calgary and Edmonton Sun newspapers for more details this weekend.

Methodology

From April 9 to 11, 2012, Abacus Data conducted a provincial survey of 900 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.

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

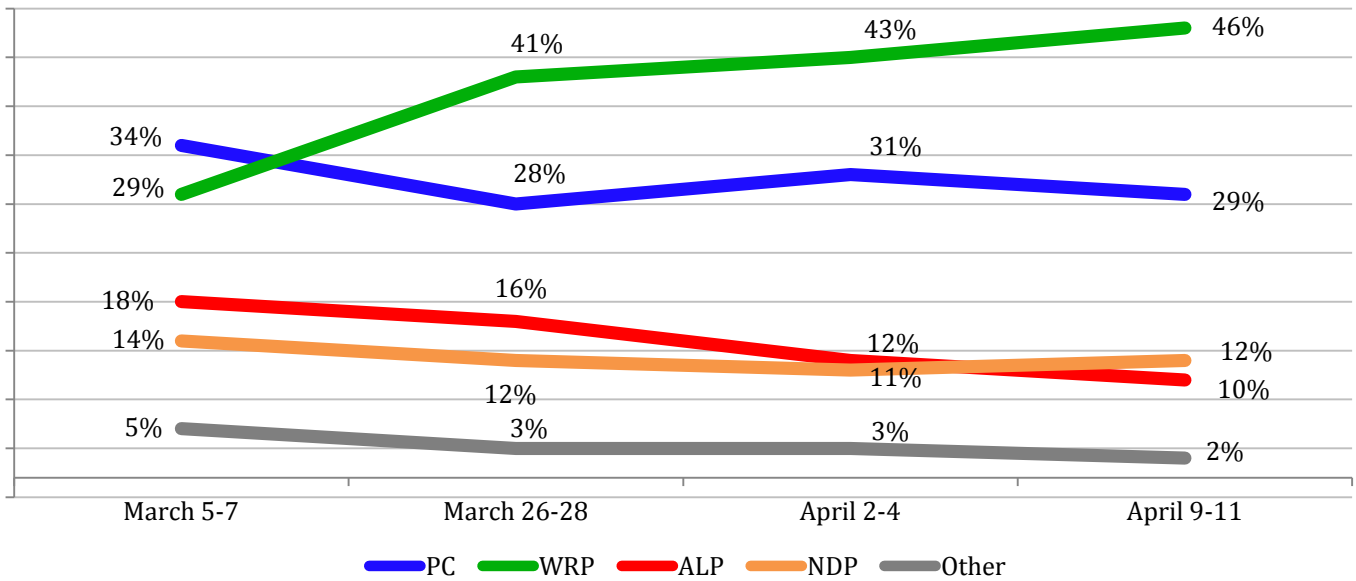
The margin of error for a sample size of 900 is \pm 3.3%, 19 times out of 20. Note that the margin of error is higher for subgroups and caution should be used when making conclusions of data in subgroups with small sample sizes.

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

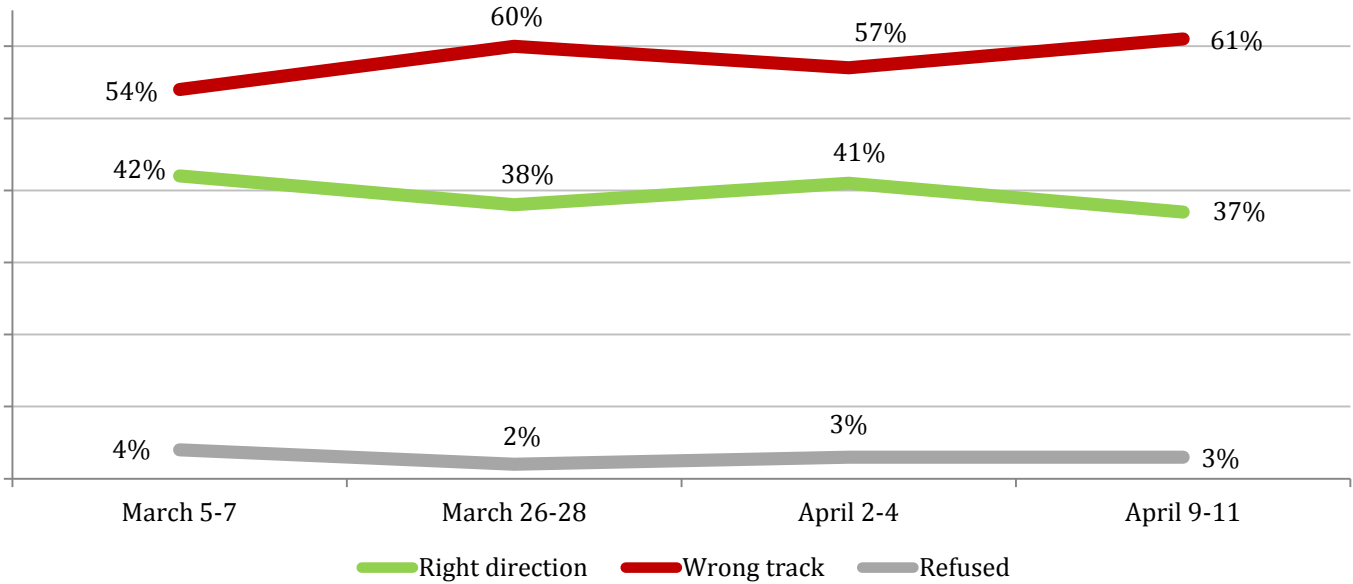
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Vote Intention Decided Voters

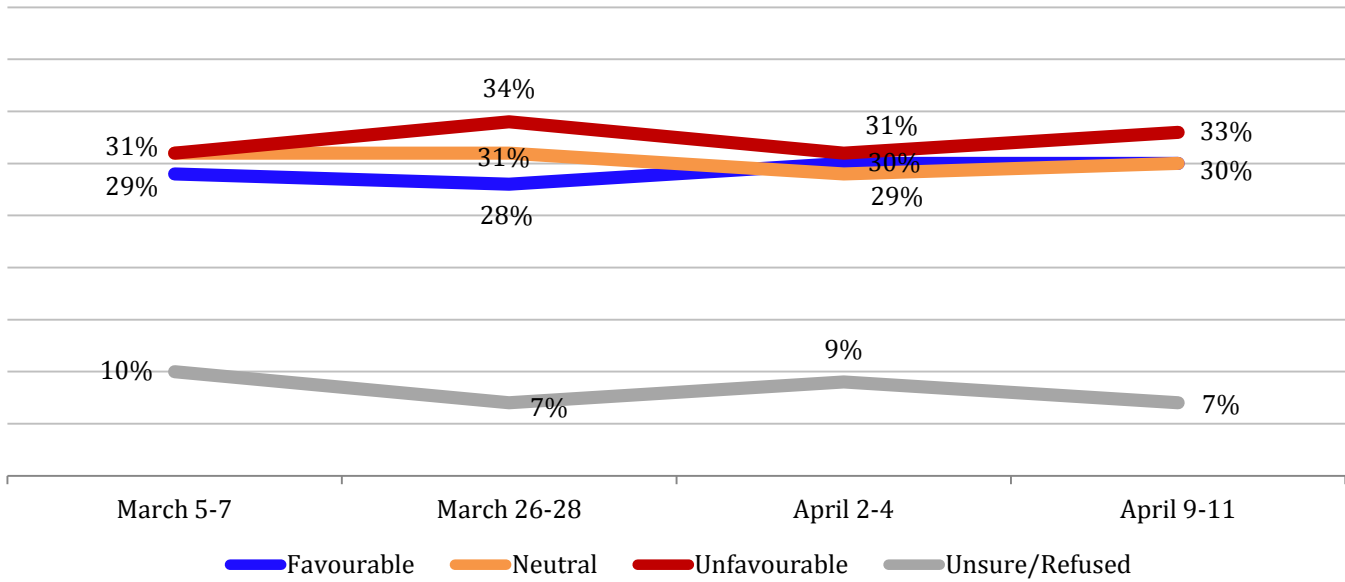


Direction of PC Government

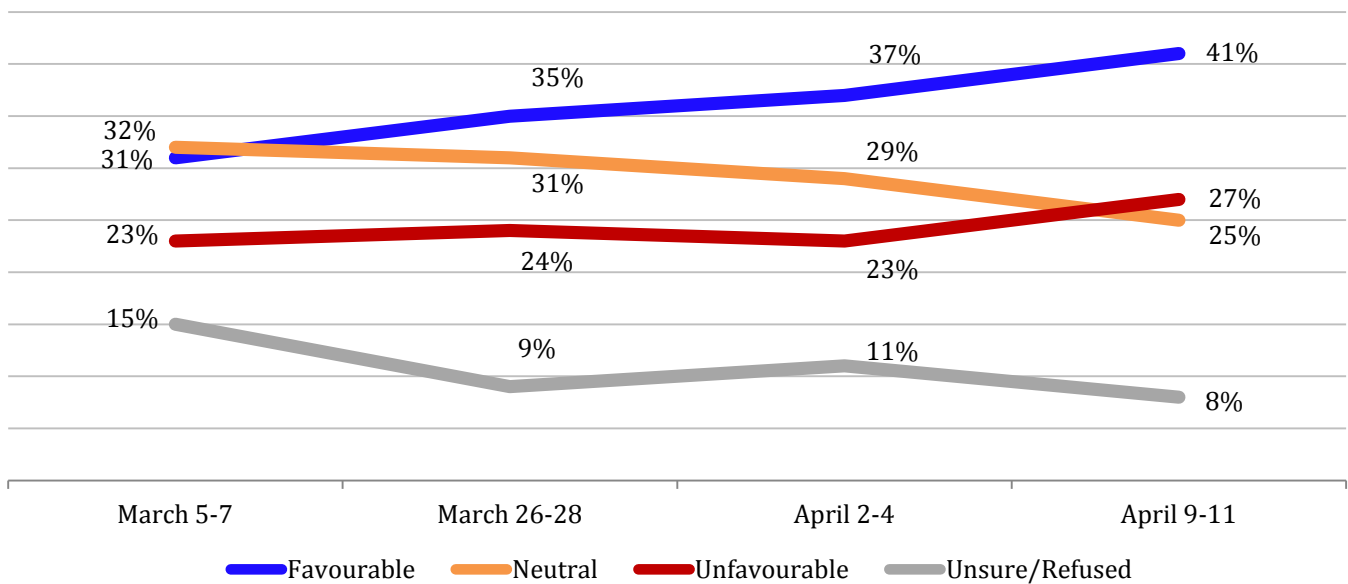


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Favourability: Alison Redford



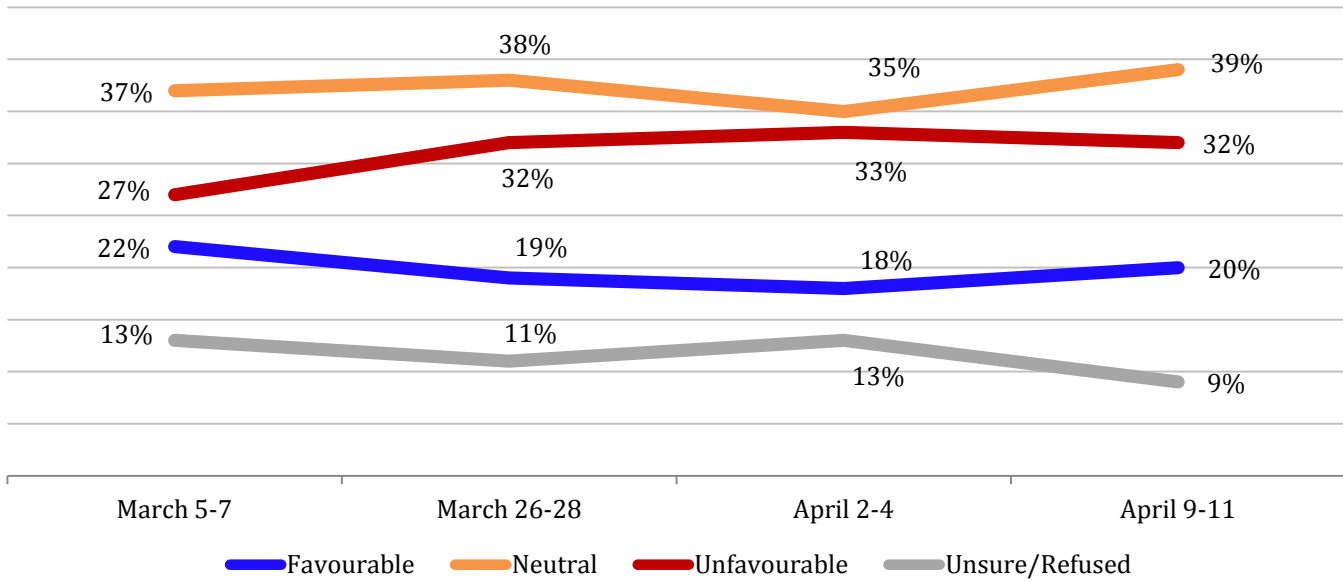
Favourability: Danielle Smith



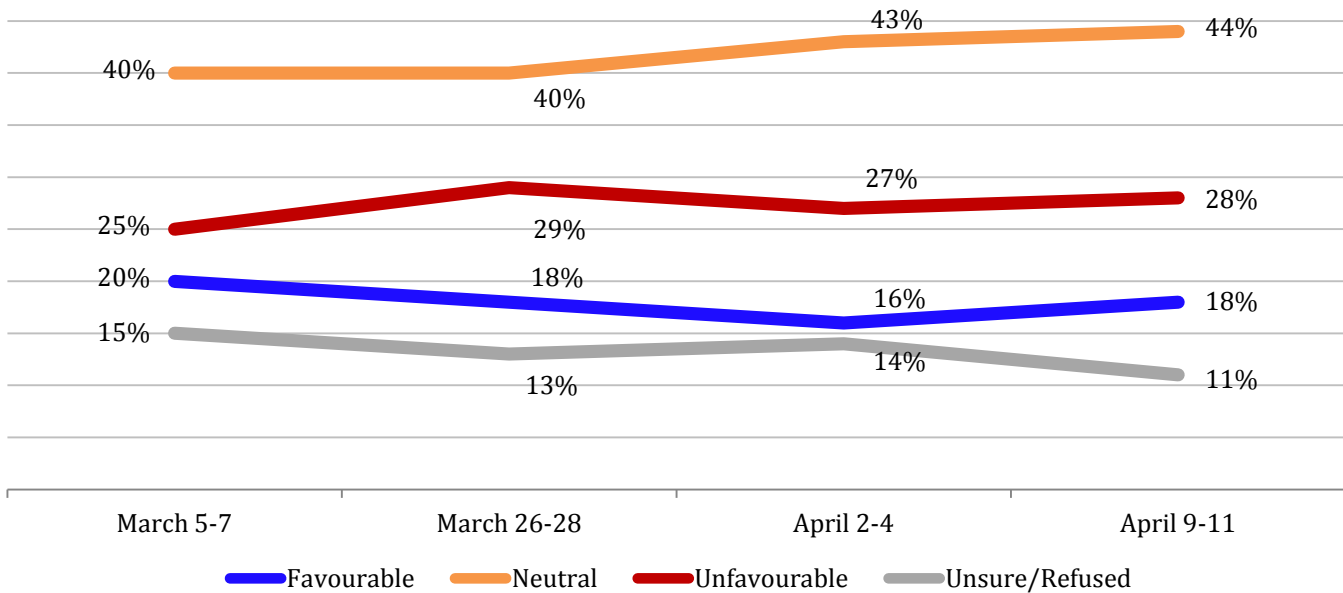
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Favourability: Raj Sherman

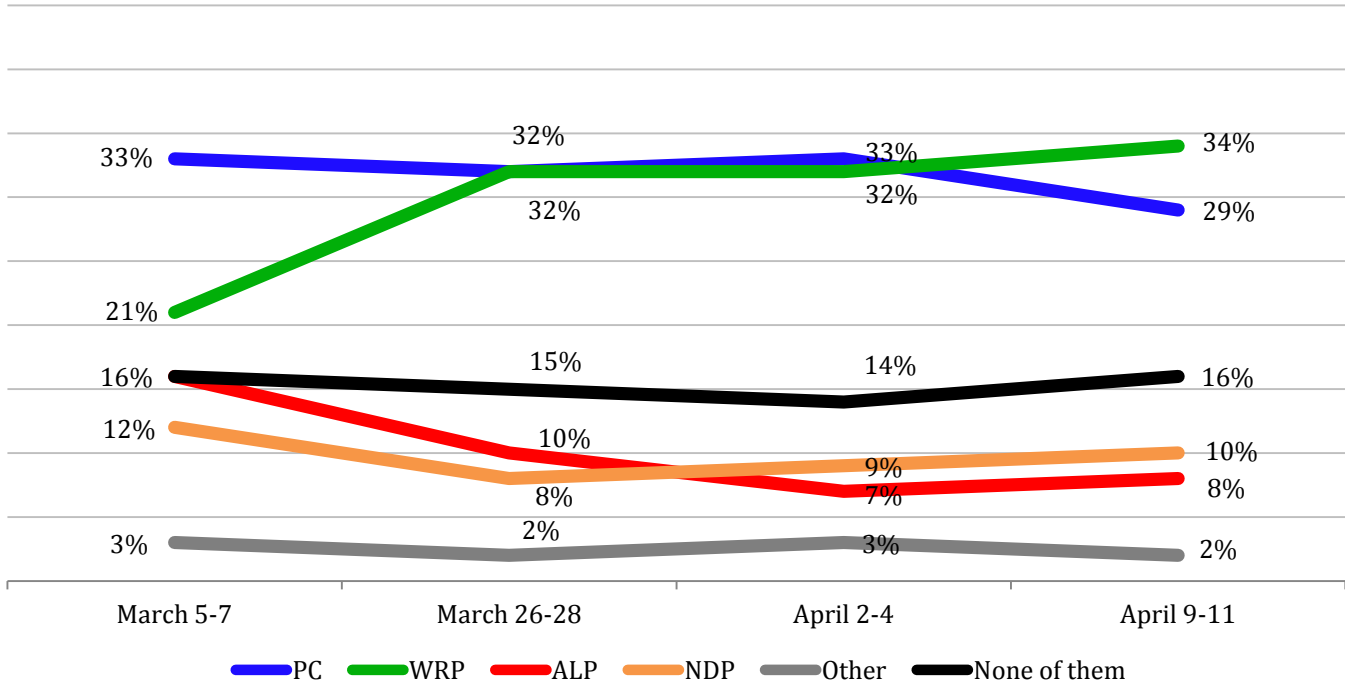


Favourability: Brian Mason



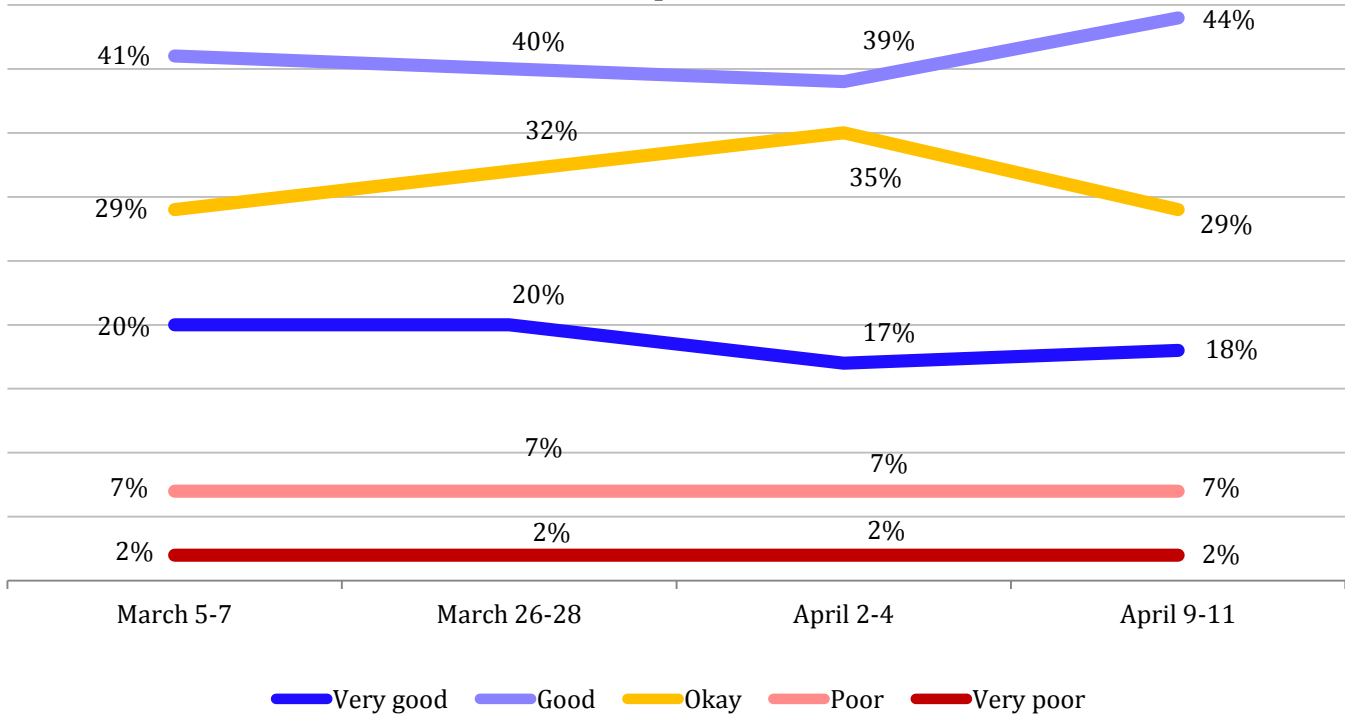
Alberta Political Survey
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Trust to Manage the Alberta Oil Sands All respondents



Alberta Political Survey
 n=900, April 9-11, ± 3.3%

State of Alberta Economy
 All respondents



ABACUS DATA POLL

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If the Alberta election was today, which party would you vote for in your local constituency?
(includes leaners)
Undecided = 13%

		Progressive Conservative	Wildrose party	Liberal	NDP	Another party	Count	
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count	Count
Region	Alberta	29	46	10	12	2	758	756
	Northern Alberta	37	46	3	9	4	79	45
	Edmonton and the surrounding municipalities	38	31	11	19	2	263	246
	Central Alberta including Red Deer	21	46	14	15	4	82	114
	Calgary and the surrounding municipalities	25	55	12	6	2	264	278
	Southern Alberta	24	63	2	10	0	70	73
Gender	Female	33	39	11	15	2	380	366
	Male	25	53	10	9	3	378	389
Age Group	18 to 29	24	38	13	22	2	83	132
	30 to 44	26	48	10	12	3	151	206
	45 to 64	29	51	9	10	2	305	234
	65 and over	37	43	10	8	2	219	184
2008 Vote	Progressive Conservative	37	57	2	3	1	441	418
	Wildrose party	6	77	2	5	9	33	36
	Liberal	28	18	40	14	1	81	79
	NDP	12	14	15	57	1	89	96
	Another party	8	29	30	12	20	21	25
	Did not vote	27	49	11	9	5	83	92

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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	Count
Region	Alberta	37	61	3	900	899
	Northern Alberta	45	52	4	98	58
	Edmonton and the surrounding municipalities	43	54	4	313	293
	Central Alberta including Red Deer	30	69	1	96	132
	Calgary and the surrounding municipalities	34	64	2	303	322
	Southern Alberta	31	67	2	90	94
Gender	Female	40	57	3	466	454
	Male	33	64	3	434	446
Age Group	18 to 29	35	62	3	104	163
	30 to 44	34	62	3	185	250
	45 to 64	35	63	2	354	271
	65 and over	43	55	2	257	216

ABACUS DATA POLL

Alberta Political Survey
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		Do you have a favourable, neutral, or unfavourable impression of PC Leader Alison Redford?						
		Favourable	Neutral	Unfavourable	Unsure	Refused	Count	
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count	Count
Region	Alberta	30	30	33	7	1	900	899
	Northern Alberta	36	23	27	13	1	98	58
	Edmonton and the surrounding municipalities	34	32	27	6	1	313	293
	Central Alberta including Red Deer	21	40	34	6	0	96	132
	Calgary and the surrounding municipalities	30	25	38	7	0	303	322
	Southern Alberta	26	28	33	11	2	90	94
Gender	Female	34	31	25	9	1	466	454
	Male	26	29	40	5	0	434	446
Age Group	18 to 29	26	35	31	6	2	104	163
	30 to 44	27	31	37	5	0	185	250
	45 to 64	31	28	34	6	1	354	271
	65 and over	34	27	26	12	0	257	216

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		Do you have a favourable, neutral, or unfavourable impression of Wildrose party Leader Danielle Smith?							
		Favourable	Neutral	Unfavourable	Unsure	Refused	Unweighted Count	Count	
		Percentage	Percentage	Percentage	Percentage	Percentage			
Region	Alberta	40	25	27	8	0	900	899	
	Northern Alberta	49	22	17	12	0	98	58	
	Edmonton and the surrounding municipalities	27	32	33	7	0	313	293	
	Central Alberta including Red Deer	38	26	27	9	0	96	132	
	Calgary and the surrounding municipalities	49	18	27	6	0	303	322	
	Southern Alberta	50	24	13	12	2	90	94	
Gender	Female	33	27	28	11	1	466	454	
	Male	47	23	25	5	0	434	446	
Age Group	18 to 29	27	36	29	7	1	104	163	
	30 to 44	44	18	31	7	0	185	250	
	45 to 64	46	24	24	7	0	354	271	
	65 and over	39	25	24	11	0	257	216	

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		Do you have a favourable, neutral, or unfavourable impression of Liberal Leader Raj Sherman?							
		Favourable	Neutral	Unfavourable	Unsure	Refused	Count		
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count	Count	
Region	Alberta	20	39	31	9	0	900	899	
	Northern Alberta	11	49	22	18	0	98	58	
	Edmonton and the surrounding municipalities	24	38	31	7	1	313	293	
	Central Alberta including Red Deer	19	36	38	6	0	96	132	
	Calgary and the surrounding municipalities	21	41	30	9	0	303	322	
	Southern Alberta	12	38	37	14	0	90	94	
Gender	Female	22	41	27	10	0	466	454	
	Male	18	38	36	8	1	434	446	
Age Group	18 to 29	18	41	33	8	0	104	163	
	30 to 44	19	40	32	9	1	185	250	
	45 to 64	22	38	33	7	1	354	271	
	65 and over	21	39	28	12	0	257	216	

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Do you have a favourable, neutral, or unfavourable impression of NDP Leader Brian Mason?

		Favourable	Neutral	Unfavourable	Unsure	Refused	Count	
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count	Count
Region	Alberta	18	43	28	11	0	900	899
	Northern Alberta	12	46	24	18	0	98	58
	Edmonton and the surrounding municipalities	22	45	25	8	1	313	293
	Central Alberta including Red Deer	26	33	29	11	0	96	132
	Calgary and the surrounding municipalities	14	45	31	10	0	303	322
	Southern Alberta	9	46	28	16	1	90	94
	Gender	Female	19	48	22	11	0	466
	Male	16	39	33	10	1	434	446
Age Group	18 to 29	27	37	28	8	0	104	163
	30 to 44	16	46	27	11	0	185	250
	45 to 64	15	45	29	10	1	354	271
	65 and over	16	44	26	13	1	257	216

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Which political party do you trust the most to manage Alberta's oil sands?

		Progressive Conservative	Wildrose party	Liberal	NDP	Another party	None of them	Refused	Count	
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count	Count
Region	Alberta	29	33	7	10	2	16	2	900	899
	Northern Alberta	31	29	5	11	3	20	1	98	58
	Edmonton and the surrounding municipalities	32	21	10	15	2	16	4	313	293
	Central Alberta including Red Deer	28	31	9	11	1	18	2	96	132
	Calgary and the surrounding municipalities	26	42	6	7	3	15	1	303	322
	Southern Alberta	27	48	5	6	2	13	0	90	94
Gender	Female	30	27	8	12	2	20	2	466	454
	Male	27	40	7	9	3	12	2	434	446
Age Group	18 to 29	29	33	5	16	3	11	3	104	163
	30 to 44	24	30	13	12	3	17	2	185	250
	45 to 64	29	36	5	8	1	19	2	354	271
	65 and over	34	35	7	7	2	15	1	257	216

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Overall, how would you rate the current state of the Alberta economy?

		Very good	Good	Ok	Poor	Very poor	Refused	Count	
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count	Count
Region	Alberta	18	43	29	7	2	0	900	899
	Northern Alberta	20	44	27	5	3	1	98	58
	Edmonton and the surrounding municipalities	21	43	28	6	2	0	313	293
	Central Alberta including Red Deer	13	45	30	9	2	1	96	132
	Calgary and the surrounding municipalities	19	44	27	8	2	0	303	322
	Southern Alberta	11	41	40	5	3	0	90	94
Gender	Female	15	40	35	8	2	1	466	454
	Male	21	46	24	6	2	0	434	446
Age Group	18 to 29	12	41	34	11	2	0	104	163
	30 to 44	19	47	26	5	3	0	185	250
	45 to 64	18	42	30	8	1	1	354	271
	65 and over	21	42	29	6	2	0	257	216