

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

April 17th, 2012

HIGHLIGHTS:

- It was found that four-in-10 voters said they would support the Wildrose Party on April 23 (40%), down slightly from 43% last week and just outside of the margin of error. At the same time, one third of voters would support the PCs (33%), up slightly from 31% last week but within margin of error. Support for the Liberals (10%) and NDP (12%) has remained stable.
- Taking in to account margin for error, these voting intention results — if they hold on Election Day — would see the Wildrose Party claim 55 seats in the new 87 seat legislature, down from 60 seats last week. The PCs would take 25 seats, up from 20 last week, while the Liberals (3 seats) and the NDP (4 seats) would split what few remained between them.

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Wildrose stalls slightly in Alberta; Progressive Conservatives rally

Danielle Smith wins debate on every measure

Toronto, April 17th, 2012 – In a sampling of opinion taken among Albertans 18 years of age and older by The Forum Poll™, four-in-10 voters said they would support the Wildrose Party on April 23 (40%), down slightly from 43% last week and just outside of the margin of error. At the same time, one third of voters would support the PCs (33%), up slightly from 31% last week but within margin of error. Support for the Liberals (10%) and NDP (12%) has remained stable. It was found that support for the Wildrose party was significantly higher among male Albertans (47%, compared to 33% of females), and those residing outside of Edmonton (26% in Edmonton; compared to 50% Central Alberta, 49% Southern Alberta, 46% Calgary, and 41% in Northern Alberta). Conversely, the Progressive Conservative party enjoyed stronger support among female Albertans (38%, compared to only 28% of males), and those residing in Edmonton (38%; compared to 32% Northern Alberta & Calgary, 30% Central Alberta, and 26% Southern Alberta).

Wildrose to claim convincing majority; PC seat count up slightly

Taking in to account margin for error, these voting intention results — if they hold on Election Day — would see the Wildrose Party claim 55 seats in the new 87 seat legislature, down from 60 seats last week. The PCs would take 25 seats, up from 20 last week, while the Liberals (3 seats) and the NDP (4 seats) would split what few remained between them.

“Enthusiasm gap” works in Wildrose’s favour

Wildrose supporters are more enthusiastic about voting for their party ("very enthusiastic" 62%) than are PC partisans (52%), or, indeed, any other party supporters (NDP 52%, Liberal 45%). Enthusiasm about voting for one's party of choice in the upcoming election was also found to be significantly higher among older Albertans (51% 18-34, 43% 35-44, 58% 45-54, 59% 55-64, and 66% 65+).

Redford’s favourables up, Smith’s down slightly

Premier Alison Redford's approval rating has increased slightly from 38% to 41%, (within the poll's margin of error) and her "net approval" (approval minus disapproval) is -6. Danielle Smith's approval rating is down very slightly from 48% to 46% (within the margin of error), but this represents a decline from her high

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of 50% two weeks ago. Ms. Smith's "net approval" is +6. Raj Sherman's favourables have increased slightly from 37% to 39%, and his net approval is also +6. Female Albertans were significantly more likely than males to approve of the job Redford is doing (46%, compared to 36%), as were those residing in Edmonton (50%; compared to 39% Calgary, 38% Northern Alberta, 37% Central Alberta, and 28% Southern Alberta), and current PC backers (86%). Current Wildrose supporters were the least likely to approve of Redford by a significant margin (11%). Smith was found to have significantly higher approval ratings among male Albertans (51%, compared to 42%), among those residing in Central and Southern Alberta (59%, 58%; compared to 53% Calgary, 40% Northern Alberta, and 32% Edmonton), and as one would expect – among current Wildrose supporters (93%). Sherman had highest approval ratings among those residing in Calgary and Edmonton (42% each), and among current Liberal backers (77%).

Two thirds tuned in to debate; Danielle Smith won on every measure

Two thirds of Albertans tuned in to all or part of the debate on Thursday, April 12 (67%), and more than one third of these say Danielle Smith won the debate (36%), handily outpacing Alison Redford (21%), Brian Mason (11%) or Raj Sherman (7%). On every other measure we tested, from personal appeal to credibility, Danielle Smith scored significantly higher than the other candidates. Smith's largest wins came in regards to improving her chances of winning (36%, ahead of the next candidate by a margin of 18 percentage points), being the most personally appealing (39%, a 17 percentage point lead), followed by being the most credible and having the most compelling and convincing arguments (35%, 34%; a lead of 10 percentage points each above the next highest scoring candidate).

Health care most important topic discussed in debate

Three-in-ten respondents said health care was the debate topic most important to them (30%), followed by trustworthiness (21%) and education (14%). Other debate items of less concern to Albertans included seniors (8%), the energy dividend (6%), conscience rights (6%), and the referenda (3%). As one might expect, the issue of education was more important to younger Albertans (23% 18-34, 25% 35-44, 10% 45-54, 4% 55-64, and 5% 65+), and the issue of seniors was most important to those aged 55 or older (2% 18-34, 2% 35-44, 5% 45-54, 13% 55-64, and 26% 65+). Of interest was the fact that current Wildrose supporters were significantly more likely than supporters of any other party, by at minimum a factor of 2, to indicate that trustworthiness was the most important issue discussed (32% Wildrose; compared to 16% Liberal, 15% PC and NDP, and 7% Alberta). Male Albertans were also significantly more likely than

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HIGHLIGHTS:

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- Three-in-ten respondents said health care was the debate topic most important to them (30%), followed by trustworthiness (21%) and education (14%). Other debate items of less concern to Albertans included seniors (8%), the energy dividend (6%), conscience rights (6%), and the referenda (3%).

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females to consider the topic of trustworthiness to be the most important (24%, compared to 17%).

Majority say debate helped them change or make up their minds

Close to six-in-ten voters say the debate either helped them make up their minds (34%) or helped them change their minds (24%) about who to vote for (58% in total). About four-in-ten say the debate didn't change their minds (42%).

Electoral momentum works in NDP's favour; against PCs

The NDP have the only positive "momentum" (opinion getting better minus opinion getting worse) of all the parties at +7, while the PCs suffer with a score of -22. In a sign of recent turmoil, both the Liberals AND the Wildrose Party are undergoing negative momentum (-3 each).

"Our polling was the first to identify the Wildrose surge to majority, and now we appear to be the first to see a slight drawing back of voter enthusiasm, most likely based on recent controversies" said Forum Research president, Dr. Lorne Bozinoff.

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HIGHLIGHTS:

- Close to six-in-ten voters say the debate either helped them make up their minds (34%) or helped them change their minds (24%) about who to vote for (58% in total). About four-in-ten say the debate didn't change their minds (42%).
- The NDP have the only positive "momentum" (opinion getting better minus opinion getting worse) of all the parties at +7, while the PCs suffer with a score of -22. In a sign of recent turmoil, both the Liberals AND the Wildrose Party are undergoing negative momentum (-3 each).
- "Our polling was the first to identify the Wildrose surge to majority, and now we appear to be the first to see a slight drawing back of voter enthusiasm, most likely based on recent controversies" said Forum Research president, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1703 randomly selected residents of Alberta aged 18 or older. The poll was conducted on April 16th, 2012.

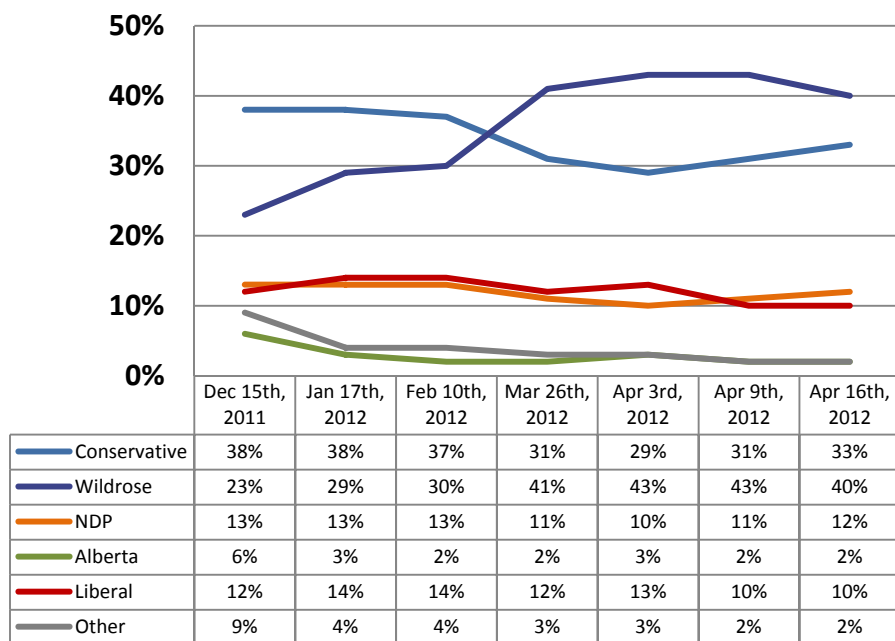
Results based on the total sample are considered accurate +/- 2.37%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp.

Where appropriate, the data has been statistically weighted to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp.

Provincial Party Preference Trending



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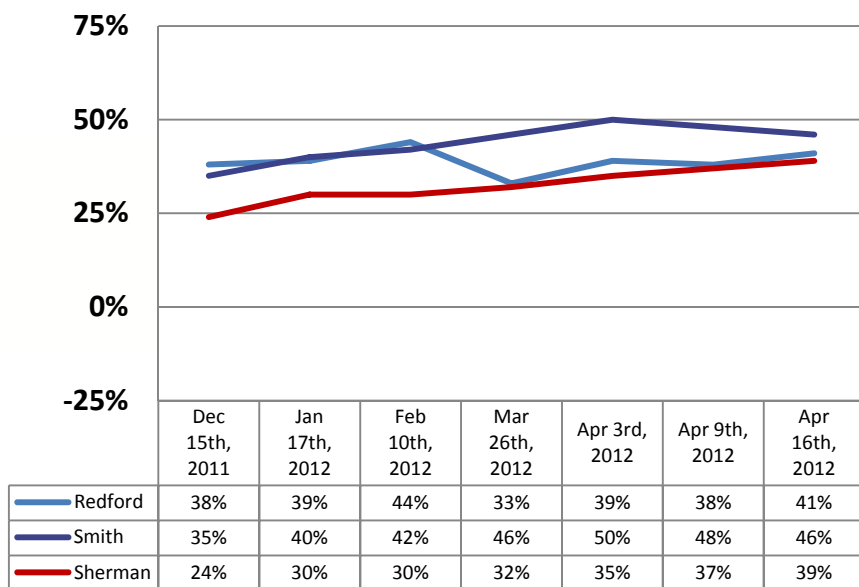


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Provincial Party Leader Approval Trending



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April 17th, 2012

Provincial Election Voting Preference Trending

[Decided / Leading]

%	Sample	Con	Wildrose	NDP	Alb	Lib	Other
Apr 16 th , 2012	1639	33	40	12	2	10	2
Apr 9 th , 2012	1781	31	43	11	2	10	2
Apr 3 rd , 2012	1689	29	43	10	3	13	3
Mar 26 th , 2012	1069	31	41	11	2	12	3
Feb 10 th , 2012	1011	37	30	13	2	14	4
Jan 17 th , 2012	1000	38	29	13	3	14	4
Dec 15 th , 2011	1015	38	23	13	6	12	9

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Alberta Leader Approval Rating Trending (% Approve)

[All Respondents]

%	Sample	Redford	Sherman	Smith
Apr 16 th , 2012	1703	41	39	46
Apr 9 th , 2012	1915	38	37	48
Apr 3 rd , 2012	1788	39	35	50
Mar 26 th , 2012	1069	33	32	46
Feb 10 th , 2012	1080	44	30	42
Jan 17 th , 2012	1077	39	30	40
Dec 15 th , 2011	1072	38	24	35

Seat Distribution

	Apr 16 th , 2012	Apr 9 th , 2012	Apr 3 rd , 2012	Mar 26 th , 2012	Feb 10 th , 2012	Jan 17 th , 2012
Conservative	25	20	20	22	54	59
Wildrose Party	55	60	58	58	21	11
NDP	4	4	4	4	5	6
Liberal	3	3	5	3	7	11
Alberta Party	0	0	0	0	0	0
Other Parties	0	0	0	0	0	0
TOTAL	87	87	87	87	87	87

Debate Aspects Summary Table

[Watched or listened to any part of the debate]

%	Smith	Redford	Sherman	Mason	None	Don't know
Most personally appealing	39	22	12	16	7	3
Won the debate	36	21	7	11	21	4
Improved chances the most	36	18	16	16	11	4
Most credible or believable	35	25	12	18	7	4
Most compelling and convincing arguments	34	24	13	16	10	4

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Provincial Party Preference

'Which party are you most likely to vote for in the provincial election on April 23rd?'+ 'Even though you may not have made up your mind, which party are you leaning towards at this time?'

[Decided/Leaning Only]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1639	159	218	351	443	468	829	810
Progressive Conservative	33	26	34	33	33	40	28	38
Wildrose Party	40	38	37	46	39	37	47	33
New Democratic	12	19	11	9	13	9	12	13
Alberta Party	2	3	3	1	2	2	2	2
Liberal	10	7	13	9	12	11	8	12
Other Parties	2	6	2	2	1	1	3	2

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1639	582	495	197	222	143
Progressive Conservative	33	32	38	26	30	32
Wildrose Party	40	46	26	49	50	41
New Democratic	12	6	18	10	10	19
Alberta Party	2	2	3	2	2	1
Liberal	10	11	13	8	6	5
Other Parties	2	3	2	5	2	2

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Income

	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
%							
sample	1639	117	209	192	180	185	405
Progressive Conservative	33	22	30	33	31	29	38
Wildrose Party	40	42	37	42	44	38	39
New Democratic	12	18	15	13	14	21	8
Alberta Party	2	2	2	2	1	2	3
Liberal	10	7	13	9	9	8	11
Other Parties	2	9	3	0	1	1	1

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Approval of Alison Redford as Premier

'Do you approve or disapprove of the job Alison Redford is doing as premier?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Approve	41	37	45	36	44	47	36	46
Disapprove	47	50	45	53	44	40	54	41
Don't Know	12	13	11	10	12	12	11	13

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Approve	41	86	11	29	40	44	27
Disapprove	47	6	80	60	39	41	54
Don't Know	12	8	9	11	21	15	19

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Approve	41	39	50	28	37	38
Disapprove	47	50	37	57	54	50
Don't Know	12	11	13	15	9	12

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Approve	41	39	35	38	40	37	47
Disapprove	47	50	51	48	51	52	44
Don't Know	12	12	15	14	9	11	8

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Approval of Raj Sherman as Leader of the Opposition

'Do you approve or disapprove of the job Raj Sherman is doing as Leader of the Opposition?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Approve	39	33	43	40	44	44	38	41
Disapprove	33	32	32	39	33	32	36	30
Don't Know	27	35	25	21	23	24	26	28

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Approve	39	33	32	52	51	77	27
Disapprove	33	37	43	21	32	8	43
Don't Know	27	30	26	27	18	15	29

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Approve	39	42	42	41	35	28
Disapprove	33	35	31	27	41	31
Don't Know	27	23	27	32	24	41

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Approve	39	32	34	43	40	48	43
Disapprove	33	26	36	29	35	30	38
Don't Know	27	42	30	28	25	22	19

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Approval of Danielle Smith as Leader of the Wildrose Party

'Do you approve or disapprove of the job Danielle Smith is doing as Leader of the Wildrose Party?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Approve	46	41	51	53	47	42	51	42
Disapprove	40	43	36	37	42	43	37	43
Don't Know	14	16	13	11	11	15	13	15

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Approve	46	17	93	16	29	25	21
Disapprove	40	68	3	67	47	57	62
Don't Know	14	15	4	17	24	18	17

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Approve	46	53	32	58	59	40
Disapprove	40	35	55	27	32	39
Don't Know	14	12	14	15	9	22

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Approve	46	42	46	50	51	45	47
Disapprove	40	36	39	34	43	45	44
Don't Know	14	22	15	15	6	11	10

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Enthusiasm about Voting Your Party in Upcoming Election

'How enthusiastic are you about voting for your party in the upcoming election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Very Enthusiastic	54	51	43	58	59	66	53	55
Somewhat Enthusiastic	26	22	35	23	25	25	26	25
Not Very Enthusiastic	11	12	12	13	9	6	12	11
Not At All Enthusiastic	6	11	5	3	3	2	6	5
Don't Know	4	4	6	3	3	2	3	5

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Very Enthusiastic	54	56	62	52	48	45	34
Somewhat Enthusiastic	26	25	27	28	11	32	2
Not Very Enthusiastic	11	12	6	13	20	17	21
Not At All Enthusiastic	6	5	2	7	19	4	34
Don't Know	4	3	3	0	1	2	9

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Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Very Enthusiastic	54	56	54	51	50	54
Somewhat Enthusiastic	26	28	26	25	24	17
Not Very Enthusiastic	11	8	13	9	12	15
Not At All Enthusiastic	6	5	4	11	7	9
Don't Know	4	3	3	4	6	4

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Very Enthusiastic	54	53	56	53	58	56	55
Somewhat Enthusiastic	26	21	25	26	26	25	26
Not Very Enthusiastic	11	13	7	12	10	12	10
Not At All Enthusiastic	6	9	4	6	3	4	7
Don't Know	4	4	7	3	3	2	2

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Viewership / Listenership of Provincial Party Leaders' Debate

'The provincial party leaders' debate was held last Thursday. Did you watch or listen to all or part of this debate?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Yes	67	52	65	75	80	81	66	68
No	33	48	35	25	20	19	34	32

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Yes	67	66	70	64	70	75	48
No	33	34	30	36	30	25	52

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Yes	67	69	68	70	68	55
No	33	31	32	30	32	45

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Yes	67	52	72	72	67	65	72
No	33	48	28	28	33	35	28

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Leader with Most Compelling & Convincing Arguments in Debate

'In your opinion, who presented the most compelling and convincing arguments in the debate?'

[Watched or listened to any part of the debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1267	87	150	272	365	393	636	631
Alison Redford	24	19	19	26	26	32	20	28
Danielle Smith	34	34	31	41	29	30	38	29
Raj Sherman	13	8	18	11	17	14	13	14
Brian Mason	16	26	14	10	13	12	18	14
None of them	10	9	12	10	10	8	8	11
Don't know	4	4	5	2	4	4	4	4

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1267	398	508	132	33	138	24
Alison Redford	24	69	3	7	14	11	0
Danielle Smith	34	5	77	8	6	13	3
Raj Sherman	13	7	8	11	29	51	1
Brian Mason	16	5	5	67	25	12	39
None of them	10	10	5	7	21	9	42
Don't know	4	4	1	1	5	4	15

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Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1267	460	393	156	167	91
Alison Redford	24	23	28	16	22	26
Danielle Smith	34	40	20	41	44	35
Raj Sherman	13	12	16	14	12	4
Brian Mason	16	12	19	15	13	24
None of them	10	10	9	11	8	11
Don't know	4	3	7	2	1	1

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1267	79	166	154	149	134	313
Alison Redford	24	17	19	22	26	20	30
Danielle Smith	34	38	30	33	38	36	33
Raj Sherman	13	11	14	9	14	12	15
Brian Mason	16	23	24	19	14	23	8
None of them	10	5	7	13	5	8	13
Don't know	4	6	6	5	4	1	1

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Perceived Winner of Debate

'In your opinion, who won the debate?'

[Watched or listened to any part of the debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1267	87	150	272	365	393	636	631
Alison Redford	21	15	19	22	24	30	19	23
Danielle Smith	36	32	35	45	33	34	42	30
Raj Sherman	7	6	9	5	10	7	8	7
Brian Mason	11	19	10	6	7	7	12	9
None of them	21	24	23	17	23	16	17	24
Don't know	4	4	3	5	3	6	2	7

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1267	398	508	132	33	138	24
Alison Redford	21	58	3	8	12	13	6
Danielle Smith	36	6	76	17	10	16	10
Raj Sherman	7	4	3	3	34	32	1
Brian Mason	11	4	2	48	18	10	33
None of them	21	22	14	22	25	23	47
Don't know	4	6	2	2	0	6	3

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1267	460	393	156	167	91
Alison Redford	21	19	25	15	22	24
Danielle Smith	36	39	22	52	48	33
Raj Sherman	7	7	10	7	5	2
Brian Mason	11	9	14	7	4	19
None of them	21	22	23	13	19	19
Don't know	4	4	6	6	2	2

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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1267	79	166	154	149	134	313
Alison Redford	21	14	25	21	20	15	27
Danielle Smith	36	32	35	38	45	41	34
Raj Sherman	7	7	9	5	4	7	7
Brian Mason	11	24	18	10	5	16	7
None of them	21	17	10	22	17	21	22
Don't know	4	6	4	4	8	1	2

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Candidate Perceived as Most Credible or Believable in the Debate

'In your opinion, who was the most credible or believable in the debate?'

[Watched or listened to any part of the debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1267	87	150	272	365	393	636	631
Alison Redford	25	24	21	24	26	30	21	28
Danielle Smith	35	35	32	41	31	31	41	28
Raj Sherman	12	9	12	10	16	14	10	14
Brian Mason	18	21	18	15	17	17	18	17
None of them	7	9	9	6	8	4	7	8
Don't Know	4	2	7	4	2	5	3	5

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1267	398	508	132	33	138	24
Alison Redford	25	71	3	4	33	11	0
Danielle Smith	35	5	80	3	9	9	18
Raj Sherman	12	6	5	10	27	53	1
Brian Mason	18	9	7	70	21	12	39
None of them	7	5	3	11	9	9	36
Don't Know	4	4	2	2	1	6	6

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1267	460	393	156	167	91
Alison Redford	25	22	27	21	27	31
Danielle Smith	35	41	21	41	47	33
Raj Sherman	12	12	15	12	7	7
Brian Mason	18	12	27	13	10	22
None of them	7	9	6	8	9	6
Don't know	4	4	5	4	2	1

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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1267	79	166	154	149	134	313
Alison Redford	25	15	25	23	22	19	32
Danielle Smith	35	37	29	38	38	35	35
Raj Sherman	12	9	11	11	15	13	11
Brian Mason	18	27	21	17	15	25	12
None of them	7	6	9	6	7	7	7
Don't Know	4	6	5	5	3	1	3

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Opinion of Who Most Improved His or Her Chances in Debate

'In your opinion, who improved his or her chances the most in the debate?'

[Watched or listened to any part of the debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1267	87	150	272	365	393	636	631
Alison Redford	18	15	16	20	17	23	16	20
Danielle Smith	36	28	38	44	34	35	40	31
Raj Sherman	16	9	23	16	19	14	15	16
Brian Mason	16	29	10	9	16	14	17	15
None of them	11	17	8	9	11	7	10	12
Don't Know	4	3	5	2	3	6	2	5

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1267	79	166	154	149	134	313
Alison Redford	18	49	3	7	3	10	0
Danielle Smith	36	12	71	12	12	16	32
Raj Sherman	16	9	13	17	21	46	1
Brian Mason	16	14	6	53	24	12	29
None of them	11	10	5	10	38	12	36
Don't Know	4	6	1	2	2	5	1

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1267	398	508	132	33	138
Alison Redford	18	16	19	13	21	25
Danielle Smith	36	42	24	42	43	37
Raj Sherman	16	15	18	16	16	8
Brian Mason	16	13	21	18	10	13
None of them	11	10	12	8	9	15
Don't know	4	4	6	3	2	1

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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1267	79	166	154	149	134	313
Alison Redford	18	15	20	14	18	15	21
Danielle Smith	36	38	39	35	36	27	38
Raj Sherman	16	4	10	15	21	19	16
Brian Mason	16	29	15	14	13	26	14
None of them	11	12	13	16	9	10	8
Don't Know	4	3	4	7	2	2	3

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Opinion of Who Was Most Personally Appealing In Debate

'In your opinion, who was the most personally appealing in the debate?'

[Watched or listened to any part of the debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1267	87	150	272	365	393	636	631
Alison Redford	22	17	18	23	23	30	18	26
Danielle Smith	39	36	42	47	36	35	45	34
Raj Sherman	12	13	9	10	16	13	11	13
Brian Mason	16	23	16	12	15	13	16	17
None of them	7	9	11	4	6	6	7	7
Don't Know	3	2	4	3	4	4	3	3

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1267	398	508	132	33	138	24
Alison Redford	22	60	4	9	4	13	4
Danielle Smith	39	11	81	16	17	17	9
Raj Sherman	12	7	7	10	20	45	26
Brian Mason	16	12	4	58	29	14	23
None of them	7	8	3	5	25	6	34
Don't Know	3	2	2	1	4	5	4

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1267	398	508	132	33	138
Alison Redford	22	20	24	17	20	32
Danielle Smith	39	46	28	46	47	37
Raj Sherman	12	12	11	13	19	6
Brian Mason	16	11	24	16	10	17
None of them	7	9	8	5	4	7
Don't know	3	3	5	3	0	1

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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1267	79	166	154	149	134	313
Alison Redford	22	19	23	18	22	19	26
Danielle Smith	39	31	39	43	45	39	41
Raj Sherman	12	17	15	11	11	11	12
Brian Mason	16	19	16	17	16	27	10
None of them	7	11	4	9	1	3	9
Don't know	3	3	3	2	4	2	2

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Most Important Subject Discussed During the Debate

‘Which one of the subjects discussed during the debate was the most important to you personally?’

[Watched or listened to any part of the debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1267	87	150	272	365	393	636	631
Health Care	30	25	28	30	41	31	27	33
Conscience Rights	21	17	15	28	24	22	24	17
Education	14	23	25	10	4	5	10	18
Referenda	8	2	2	5	13	26	8	9
Trustworthiness	6	8	9	5	2	4	8	4
Seniors	6	8	4	5	6	4	6	6
The Energy Dividend	3	2	3	4	2	1	3	3
None of these	12	15	13	13	7	7	13	10

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1267	398	508	132	33	138	24
Health Care	30	37	22	36	33	33	16
Conscience Rights	21	15	32	15	7	16	1
Education	14	19	7	22	18	22	5
Referenda	8	10	8	6	19	9	2
Trustworthiness	6	2	10	7	1	3	11
Seniors	6	6	5	2	12	8	27
The Energy Dividend	3	1	3	2	4	4	9
None of these	12	11	12	10	5	6	30

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Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1267	460	393	156	167	91
Health Care	30	29	34	25	28	31
Conscience Rights	21	21	22	20	20	15
Education	14	16	12	19	11	16
Referenda	8	8	10	7	8	4
Trustworthiness	6	5	3	13	10	8
Seniors	6	7	6	3	4	9
The Energy Dividend	3	3	3	1	4	3
None of these	12	11	10	12	15	14

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1267	79	166	154	149	134	313
Health Care	30	22	28	29	36	37	27
Conscience Rights	21	16	19	25	23	21	25
Education	14	13	10	12	14	13	17
Referenda	8	13	18	10	6	6	2
Trustworthiness	6	7	11	6	8	3	6
Seniors	6	15	6	7	5	4	6
The Energy Dividend	3	4	4	2	1	0	3
None of these	12	10	5	7	8	16	14

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Effect of Debate on Direction of Candidate Support

‘Did the debate cause you to change your mind or help you make up your mind about which candidate to support in the election?’

[Watched or listened to any part of the debate]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1267	87	150	272	365	393	636	631
Yes, caused me to change my mind	24	28	21	27	20	19	23	24
Yes, helped me to make up my mind	34	33	39	32	35	32	35	33
No, didn't cause me to change or make up my mind	42	39	40	41	45	49	42	43

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1267	398	508	132	33	138	24
Yes, caused me to change my mind	24	20	24	30	18	29	27
Yes, helped me to make up my mind	34	37	34	32	33	38	27
No, didn't cause me to change or make up my mind	42	43	42	38	50	33	46

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Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1267	460	393	156	167	91
Yes, caused me to change my mind	24	24	22	32	21	23
Yes, helped me to make up my mind	34	29	38	35	38	35
No, didn't cause me to change or make up my mind	42	48	41	34	41	42

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1267	79	166	154	149	134	313
Yes, caused me to change my mind	24	36	27	17	22	30	23
Yes, helped me to make up my mind	34	29	30	36	37	38	33
No, didn't cause me to change or make up my mind	42	35	43	47	41	32	43

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Recent Changes in Opinion about the Provincial Liberal Party

'Has your opinion of the provincial Liberal party improved, stayed the same or grown worse recently?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Improved	23	19	21	27	27	28	23	24
Stayed The Same	44	46	46	43	43	40	46	42
Grown Worse	27	28	27	25	26	27	27	26
Don't Know	6	7	5	6	4	5	4	7

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Improved	23	19	16	24	44	62	20
Stayed The Same	44	47	48	48	24	35	38
Grown Worse	27	29	34	24	25	2	34
Don't Know	6	5	2	4	8	1	8

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Improved	23	26	26	21	18	15
Stayed The Same	44	46	42	44	51	39
Grown Worse	27	24	27	29	23	38
Don't Know	6	4	5	6	8	8

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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Improved	23	30	23	23	19	28	23
Stayed The Same	44	37	44	46	50	47	41
Grown Worse	27	28	26	26	29	19	30
Don't Know	6	5	6	4	3	5	6

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Recent Changes in Opinion about the Provincial Conservative Party

‘Has your opinion of the provincial Progressive Conservative party improved, stayed the same or grown worse recently?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Improved	20	17	21	19	19	26	18	22
Stayed The Same	34	36	30	32	39	32	31	36
Grown Worse	42	40	44	46	41	39	48	37
Don't Know	4	7	5	2	2	3	4	5

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Improved	20	47	2	14	18	20	8
Stayed The Same	34	43	19	47	46	44	43
Grown Worse	42	8	77	35	28	33	42
Don't Know	4	2	2	4	8	3	7

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Improved	20	19	22	16	22	16
Stayed The Same	34	31	40	32	30	31
Grown Worse	42	46	34	49	44	46
Don't Know	4	4	4	3	5	7

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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Improved	20	14	17	20	19	20	24
Stayed The Same	34	33	36	36	40	31	30
Grown Worse	42	45	39	42	39	46	42
Don't Know	4	8	8	2	1	3	4

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Recent Changes in Opinion about the Provincial NDP Party

‘Has your opinion of the provincial NDP improved, stayed the same or grown worse recently?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Improved	24	25	22	22	27	24	24	23
Stayed The Same	53	47	58	57	53	54	54	53
Grown Worse	17	20	15	17	15	16	18	15
Don't Know	6	9	5	4	5	6	4	9

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Improved	24	21	12	60	23	30	23
Stayed The Same	53	54	63	35	51	57	30
Grown Worse	17	20	21	4	16	7	34
Don't Know	6	5	4	1	10	6	13

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Improved	24	22	29	20	20	21
Stayed The Same	53	57	49	48	56	54
Grown Worse	17	15	15	25	18	17
Don't Know	6	5	7	7	6	8

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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Improved	24	29	21	32	22	27	22
Stayed The Same	53	43	57	48	53	56	54
Grown Worse	17	14	15	15	22	11	19
Don't Know	6	14	7	5	2	5	5

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Recent Changes in Opinion About the Wildrose Party

'Has your opinion of the Wildrose Party improved, stayed the same or grown worse recently?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1703	165	230	362	461	485	858	845
Improved	35	32	36	40	31	34	40	30
Stayed The Same	22	22	22	19	23	23	23	21
Grown Worse	38	38	36	36	42	39	33	42
Don't Know	6	8	6	5	3	5	5	7

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1703	546	649	178	45	179	42
Improved	35	12	76	5	8	17	13
Stayed The Same	22	20	19	25	27	28	37
Grown Worse	38	64	4	61	59	52	35
Don't Know	6	5	1	9	6	3	14

Region

%	Total	Calgary	Edmonton	South AB	Central AB	North AB
sample	1703	603	519	203	228	150
Improved	35	41	23	37	45	36
Stayed The Same	22	24	20	27	20	16
Grown Worse	38	31	50	29	28	40
Don't Know	6	4	7	8	7	8

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NEWS RELEASE



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Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1703	123	212	199	187	190	414
Improved	35	33	33	34	40	36	36
Stayed The Same	22	30	29	27	16	13	17
Grown Worse	38	27	27	34	41	48	43
Don't Know	6	9	11	4	4	4	4

TORONTO

April 17th, 2012

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For more information:

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