

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Wildrose widens lead in Alberta; Destined for sweeping majority

Edmonton arena funding unpopular, environmental research fund popular, public split on hockey lottery

Toronto, April 3rd, 2012 – In an Alberta-wide poll conducted by Forum Research among adults 18 years and older, more than four-in-ten said they would vote for Danielle Smith's Wildrose Party in the upcoming election (43%), compared to fewer than three-in-ten who said this of Premier Alison Redford's Progressive Conservatives (29%). About one-in-ten will vote Liberal (13%) or NDP (10%). These findings represent a slight increase for Wildrose since this time last week (from 41%) and a commensurately slight decrease for the PCs (from 31%). It was found that support for Wildrose was significantly higher among older Albertans (33% 18-34, 45% 35-44, 46% 45-54, 46% 55-64, and 55% 65+), and males (51%; compared to 35% of females), and was higher outside of Edmonton (26%; compared to 57% Alberta South – including Red Deer, 49% Alberta North, and 48% in Calgary). The Progressive Conservatives enjoyed stronger support among females (32%; compared to 25% of males), and those residing in Edmonton (33%); compared to 29% Alberta North, 26% Calgary, and 24% Alberta South – including Red Deer).

Wildrose to form sweeping majority government

Taking in to account margin for error, these voting intention results — if they hold on Election Day — would see the Wildrose Party claim 58 seats to the Progressive Conservatives' 20 seats for almost a threefold margin. These results are subject to the usual margins of error.

Premier's favourables up sharply, Smith's climb to 50%

Premier Redford saw her approval rating increase significantly from 33% last week to 39% this week, while Danielle Smith moved from an already high 46% to a heady 50%. Liberal leader Raj Sherman has the lowest favourables. Approval of Redford was found to be significantly stronger among those Albertans living in Edmonton (47%; compared to 38% Alberta North, 36% in Calgary, and 32% Alberta South – including Red Deer), and among female Albertans (45%; compared to 34% of males). Danielle Smith enjoyed stronger support from male Albertans (60%), and those living outside of Edmonton (58% Alberta South – including Red Deer, 57% Calgary, and 52% Alberta North,; compared to 36% in

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HIGHLIGHTS:

- It was found that more than four-in-ten said they would vote for Danielle Smith's Wildrose Party in the upcoming election (43%), compared to fewer than three-in-ten who said this of Premier Alison Redford's Progressive Conservatives (29%). About one-in-ten will vote Liberal (13%) or NDP (10%).
- Taking in to account margin for error, these voting intention results — if they hold on Election Day — would see the Wildrose Party claim 58 seats to the Progressive Conservatives' 20 seats for almost a threefold margin.
- Premier Redford saw her approval rating increase significantly from 33% last week to 39% this week, while Danielle Smith moved from an already high 46% to a heady 50%. Liberal leader Raj Sherman has the lowest favourables.

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Edmonton). It was found that Raj Sherman had stronger support among older Albertans (32% 18-34, 34% 35-44, 33% 45-54, 41% 55-64, and 38% 65+).

Most approve of \$3 billion Energy Research fund

Close to one half of Albertans approve of Premier Redford's plan to spend \$3 billion on environmental research in the energy sector (45%), although close to four-in-ten disapprove (39%). Approval was found to be significantly higher among Progressive Conservative party supporters (68%; compared to 57% NDP, 56% Alberta & Liberal, and only 24% of Wildrose party supporters). On a regional level it was found that approval was significantly higher among those residing in Edmonton (50%; compared to 43% Calgary, 42% Alberta South – including Red Deer, and 40% Alberta North).

Two thirds disapprove of public funding for Edmonton arena

Fewer than one quarter approve of the plan to spend \$225 million in municipal and provincial funds towards a new hockey arena in Edmonton (23%) and more than two thirds disapprove (68%). Without surprise, it was found that approval was significantly higher among those Albertans living in Edmonton (37%; compared to 28% Alberta North, 13% Alberta South – including Red Deer, and 11% Calgary), among those currently backing the provincial Progressive Conservative party (31%; compared to 27% Alberta Party, 23% Liberal, and 21% NDP), and among males (27%; compared to 19% of females).

Opinion split on NHL lottery

Opinion is evenly split between those who approve of a fund-raising hockey lottery featuring the Edmonton Oilers and the Calgary Flames (40%) and those who disapprove of the idea (41%). It was found that approval was significantly higher among those Albertans living in Edmonton (45%; compared to 42% Alberta North, 39% Alberta South – including Red Deer, and 35% Calgary), among those currently backing the provincial Wildrose and Progressive Conservative parties (47%, 42%; compared to 45% Alberta Party, 32% NDP, and 30% Liberal), and among males (45%; compared to 34% of females).

"The surge in support for Wildrose that we first identified immediately after the election was called has not let up, and it appears that the Progressive Conservatives are headed for a once-in-a-generation redeployment in the April 23rd election" said Forum Research president, Dr. Lorne Bozinoff.

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HIGHLIGHTS:

- Close to one half of Albertans approve of Premier Redford's plan to spend \$3 billion on environmental research in the energy sector (45%), although close to four-in-ten disapprove (39%).
- Fewer than one quarter approve of the plan to spend \$225 million in municipal and provincial funds towards a new hockey arena in Edmonton (23%) and more than two thirds disapprove (68%).
- Opinion is evenly split between those who approve of a fund-raising hockey lottery featuring the Edmonton Oilers and the Calgary Flames (40%) and those who disapprove of the idea (41%).

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Methodology

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1788 randomly selected residents of Alberta aged 18 or older. The poll was conducted on April 2nd, 2012.

Results based on the total sample are considered accurate +/- 2.3%, 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.

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Seat Distribution

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

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Provincial Election Voting Preference Trending

[Decided / Leading]

%	Sample	Con	Wildrose	NDP	Alb	Lib	Other
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

Alberta Leader Approval Rating Trending (% Approve)

[All Respondents]

%	Sample	Redford	Sherman	Smith
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

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Provincial Party Preference

'If a provincial election were held today, which party are you most likely to vote for?'+ '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	1689	188	216	353	466	466	911	778
Progressive Conservative	29	29	25	28	26	34	25	32
Wildrose Party	43	33	45	46	46	45	51	35
NDP	10	17	12	7	9	7	7	14
Alberta Party	3	4	3	2	3	1	2	3
Liberal	13	13	11	14	14	10	11	14
Other Parties	3	5	4	2	2	3	4	2

Region

%	Total	Calgary	Edmonton	Alberta North	Alberta South (incl. Red Deer)
sample	1689	390	493	400	406
Progressive Conservative	29	26	33	29	24
Wildrose Party	43	48	26	49	57
NDP	10	8	18	7	6
Alberta Party	3	1	5	3	2
Liberal	13	14	16	9	8
Other Parties	3	3	2	4	3

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Income

% sample	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
Progressive	29	24	28	25	31	31	30
Conservative	43	36	41	43	44	45	43
Wildrose Party	10	15	12	14	13	8	7
NDP	3	2	2	2	1	3	4
Alberta Party	13	16	15	14	7	11	13
Liberal	3	6	2	2	3	2	4
Other Parties							

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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	1788	201	238	370	486	493	952	836
Approve	39	41	38	37	38	42	34	45
Disapprove	46	42	50	49	51	38	55	36
Don't Know	15	17	12	14	11	21	11	19

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1788	471	751	156	55	197	59
Approve	39	76	17	37	42	42	29
Disapprove	46	7	73	53	35	42	58
Don't Know	15	17	10	9	23	16	13

Region

%	Total	Calgary	Edmonton	Alberta North	Alberta South (incl. Red Deer)
sample	1788	408	528	430	422
Approve	39	36	47	38	32
Disapprove	46	53	35	44	54
Don't Know	15	11	18	19	13

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1788	130	224	205	195	184	457
Approve	39	53	34	35	35	41	46
Disapprove	46	34	44	50	50	48	46
Don't Know	15	12	22	15	15	10	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	1788	201	238	370	486	493	952	836
Approve	35	32	34	33	41	38	33	36
Disapprove	35	32	37	39	35	31	43	27
Don't Know	31	36	29	28	24	31	24	37

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1788	471	751	156	55	197	59
Approve	35	25	34	41	32	66	16
Disapprove	35	39	43	20	45	17	39
Don't Know	31	37	24	39	23	17	45

Region

%	Total	Calgary	Edmonton	Alberta North	Alberta South (incl. Red Deer)
sample	1788	408	528	430	422
Approve	35	34	38	31	32
Disapprove	35	35	34	33	37
Don't Know	31	31	27	36	31

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1788	130	224	205	195	184	457
Approve	35	38	29	33	34	49	36
Disapprove	35	28	31	34	36	31	39
Don't Know	31	34	40	33	30	19	25

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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	1788	201	238	370	486	493	952	836
Approve	50	45	52	53	55	47	60	39
Disapprove	28	27	30	27	32	29	26	31
Don't Know	22	28	19	20	13	24	14	30

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1788	471	751	156	55	197	59
Approve	50	27	89	16	31	28	40
Disapprove	28	44	3	53	42	50	38
Don't Know	22	29	8	31	27	22	23

Region

%	Total	Calgary	Edmonton	Alberta North	Alberta South (incl. Red Deer)
sample	1788	408	528	430	422
Approve	50	57	36	52	58
Disapprove	28	27	36	23	23
Don't Know	22	16	28	26	18

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1788	130	224	205	195	184	457
Approve	50	49	46	47	46	47	58
Disapprove	28	24	23	31	28	37	30
Don't Know	22	28	31	22	26	15	12

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Approval of Redford's \$3 billion Energy Research Fund Proposal

'Do you approve or disapprove of Premier Redford's proposal to spend \$3 billion on environmental research and development in the energy sector?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1788	201	238	370	486	493	952	836
Approve	45	50	41	42	45	41	43	46
Disapprove	39	33	44	42	41	39	45	33
Don't Know	17	17	16	16	14	20	12	21

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1788	471	751	156	55	197	59
Approve	45	68	24	57	56	56	39
Disapprove	39	19	62	31	19	31	45
Don't Know	17	14	14	12	26	13	16

Region

%	Total	Calgary	Edmonton	Alberta North	Alberta South (incl. Red Deer)
sample	1788	408	528	430	422
Approve	45	43	50	40	42
Disapprove	39	44	31	41	41
Don't Know	17	13	19	19	17

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1788	130	224	205	195	184	457
Approve	45	47	40	43	47	49	48
Disapprove	39	34	41	37	45	38	39
Don't Know	17	19	19	21	8	13	12

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Approval of Plan to Build New Hockey Arena in Edmonton

'Do you approve or disapprove of the proposal to spend up to \$225 million in matching public funds building a new hockey arena in Edmonton?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1788	201	238	370	486	493	952	836
Approve	23	30	22	23	19	11	27	19
Disapprove	68	57	72	72	74	77	65	71
Don't Know	9	13	6	6	7	12	8	10

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1788	471	751	156	55	197	59
Approve	23	31	19	21	27	23	25
Disapprove	68	60	76	72	60	66	70
Don't Know	9	9	5	7	13	10	5

Region

%	Total	Calgary	Edmonton	Alberta North	Alberta South (incl. Red Deer)
sample	1788	408	528	430	422
Approve	23	11	37	28	13
Disapprove	68	82	53	62	76
Don't Know	9	7	9	10	12

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1788	130	224	205	195	184	457
Approve	23	34	22	15	22	26	29
Disapprove	68	56	66	74	72	69	65
Don't Know	9	10	12	11	6	5	7

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Approval of Public Hockey Lottery

'Do you approve or disapprove of the proposal to create a public hockey lottery featuring the Edmonton Oilers and Calgary Flames?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
sample	1788	201	238	370	486	493	952	836
Approve	40	39	39	43	41	38	45	34
Disapprove	41	39	42	42	42	40	40	42
Don't Know	19	22	19	15	16	22	15	24

Provincial Political Preference

%	Total	PC	Wildrose	NDP	Alb	Lib	Other
Sample	1788	471	751	156	55	197	59
Approve	40	42	47	32	45	30	47
Disapprove	41	37	38	48	37	56	44
Don't Know	19	20	15	20	18	14	9

Region

%	Total	Calgary	Edmonton	Alberta North	Alberta South (incl. Red Deer)
sample	1788	408	528	430	422
Approve	40	35	45	42	39
Disapprove	41	46	34	39	47
Don't Know	19	20	21	19	14

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100K+
sample	1788	130	224	205	195	184	457
Approve	40	43	38	40	38	43	48
Disapprove	41	37	41	43	46	43	37
Don't Know	19	21	21	17	16	14	15

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