

PROVINCIAL POLITICAL SCENE

Wildrose Alliance Leads in Alberta as Progressive Conservatives Falter

Following the election of Danielle Smith as leader, party becomes the first choice for voters in the province.

[CALGARY – Dec. 11, 2009] – Just weeks after its leadership election, the Wildrose Alliance Party has become the most popular provincial political force in Alberta, pushing the long-governing Progressive Conservative Party into a tie for second place, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative provincial sample of 1,000 Alberta adults, 39 per cent of decided voters say they would support the Wildrose Alliance candidate in their constituency if a provincial election were held tomorrow.

The governing Progressive Conservatives and the opposition Liberal Party are tied for second place with 25 per cent each, followed by the New Democratic Party (NDP) with nine per cent.

Demographics

The Wildrose Alliance leads in all areas of the province. Their stronghold is Southern Alberta (outside of Calgary) where they have twice the support of the PCs (46% to 23%). In Calgary, the Liberals are in second place (30%) and the PCs are ranked third (23%) as their support flows to both the Liberals and Wildrose Alliance (38%). The Wildrose Alliance is ahead in Edmonton (36%) and Northern Alberta (39%) as well.

As voters get older they are more likely to support the Wildrose Alliance, with more than half (51%) of those 55 and over planning to vote for the party. For both the Wildrose and the PCs there is a close relationship to household income. For both parties the higher the income, the higher the level of support.

KEY FINDINGS

- **Voting Intention: Wildrose 39%, Prog. Con. 25%, Lib. 25%, NDP 9%, Other 2%**
- **Calgary: Wildrose 38%, Prog. Con. 23%, Lib. 30%, NDP 6%, Other 3%**
- **Edmonton: Wildrose 36%, Lib. 26%, Prog. Con. 25%, NDP 12%, Other 1%**

Full topline results are at the end of this release.

From November 23 to November 29, 2009, Angus Reid Public Opinion conducted an online survey among 1,000 randomly selected Albertan adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Alberta. Discrepancies in or between totals are due to rounding.

CONTACT:

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, hamish.marshall@angus-reid.com

That said, it should be noted that the Wildrose Alliance still leads with people in households that make less than \$50,000 a year.

Higher education is linked to voting for the Liberals. In fact, people with university degrees are one of the few segments in which the Liberals are ahead (38% to 30% for the Wildrose Alliance).

Analysis

A difficult economic year, coupled with the criticism levelled against the government for its handling of H1N1 vaccinations, has resulted in a noticeable level of dissatisfaction with the Progressive Conservatives. The Wildrose Alliance appears to have capitalized on this sentiment. However, at least two years will pass before the next election and the only thing that is certain is that a new volatility has entered Alberta politics.

These findings are part of The Angus Reid Report, the most comprehensive public opinion report ever developed in Canada.

To learn more about The Angus Reid Report, click here:

<http://www.visioncritical.com/wp-content/uploads/2009/09/AngusReidReport.pdf>

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Alberta Politics

If a provincial election were held tomorrow in Alberta, which one of the following parties would you be most likely to support in your constituency?

	Alberta	Male	Female	18-34	35-54	55+
Wildrose Alliance Party	39%	41%	37%	23%	40%	51%
Progressive Conservative Party	25%	26%	23%	24%	26%	25%
Liberal Party	25%	24%	27%	36%	24%	18%
New Democratic Party (NDP)	9%	7%	10%	13%	9%	4%
Other party	2%	2%	3%	5%	2%	2%

Alberta Politics

If a provincial election were held tomorrow in Alberta, which one of the following parties would you be most likely to support in your constituency?

	<\$50k	\$50-99k	\$100k+	HS or less	College/ Tech school	Univ+
Wildrose Alliance Party	34%	37%	46%	45%	39%	30%
Progressive Conservative Party	24%	24%	30%	28%	25%	20%
Liberal Party	30%	26%	16%	18%	25%	38%
New Democratic Party (NDP)	9%	11%	5%	8%	8%	10%
Other party	2%	2%	2%	1%	4%	3%

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Alberta Politics

If a provincial election were held tomorrow in Alberta, which one of the following parties would you be most likely to support in your constituency?

	Alberta	Calgary	Edmonton	Northern Alberta	Southern Alberta
Wildrose Alliance Party	39%	38%	36%	39%	46%
Progressive Conservative Party	25%	23%	25%	28%	23%
Liberal Party	25%	30%	26%	18%	23%
New Democratic Party (NDP)	9%	6%	12%	11%	5%
Other party	2%	3%	1%	4%	2%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxf1S>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at <http://bit.ly/3z0u1l>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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