



10055-106 Street – Suite 460
 Edmonton, Alberta T5J 2Y2
 Phone: 780.423.0708
 Fax: 780.425-0400

-Press Release -

For Immediate Release

Alberta Provincial Election Poll

Edmonton April 17th 2012 - A Leger Marketing poll released today is showing Wildrose is leading among decided voters. With one week to go the race between the PCs and Wildrose has narrowed in Edmonton and Calgary, but Wildrose is clearly dominating outside of the major cities.

Q. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

- Among all Albertans, the race to form the next provincial government is has Wildrose edging out the Progressive Conservatives by a small margin.

Most Likely to Vote	
Danielle Smith’s Wildrose Party	33.0%
Alison Redford’s Progressive Conservative Party of Alberta	28.6%
Raj Sherman’s Liberal Party of Alberta	7.1%
Brian Mason’s New Democratic Party	7.7%
Glenn Taylor’s Alberta Party	1.6%
Larry Ashmore’s EverGreen Party	0.3%
Another Party	0.8%
Undecided	17.8%
Will not vote/No Answer	3.0%

- In this poll, the distance between Wildrose and PCs is even wider among decided voters.

Among Decided Voters	
Danielle Smith’s Wildrose Party	42%
Alison Redford’s Progressive Conservative Party of Alberta	36%
Brian Mason’s New Democratic Party	10%
Raj Sherman’s Liberal Party of Alberta	9%
Glenn Taylor’s Alberta Party	2%
Larry Ashmore’s EverGreen Party	0.3%
Another party	1%

- Ian Large, Vice President for Alberta for Leger Marketing notes that *"a 6 point lead for Wildrose may be hard for the PCs to overcome on Monday but with one in five still undecided, the final week of campaigning will be critical for all parties"*
- The one in five undecided voters are now leaning slightly more towards the Progressive Conservative Party than the Wildrose Party.

Among Undecided Voters – Party Leaning Towards	
Alison Redford's Progressive Conservative Party of Alberta	20%
Danielle Smith's Wildrose Party	14%
Raj Sherman's Liberal Party of Alberta	12%
Brian Mason's New Democratic Party	8%
Glenn Taylor's Alberta Party	2%

- Among decided voters, the findings also show...
 - The Wildrose Party has made significant gains in support in Edmonton and has widened their lead in the rest of the province.

Decided Voters	Edmonton	Calgary	Rest of Alberta
PC	35%	40%	34%
Wildrose Party	33%	43%	49%
Liberal Party of Alberta	13%	9%	6%
New Democratic Party	17%	5%	8%
Alberta Party	3%	2%	2%

Leadership

Q. In your opinion, which of the following political leaders would make the best premier of Alberta? Would it be... ?

- Danielle Smith is still edging out Alison Redford as the best choice for Premier among Albertans.
 - Best Premier:

Danielle Smith	34%
Alison Redford	31%
Raj Sherman	7%
Brian Mason	7%
Glenn Taylor	2%

- Large notes: *Alison Redford's numbers have only declined slightly since January (32%) while Danielle Smith has surged in support among Albertans from 14% in the past two months.*
- This poll also shows...
 - Danielle Smith's popularity has improved in Edmonton (26%) but is equal to Alison Redford (35% vs. 36%) in Calgary and well ahead of Alison Redford in the rest of the province (41% vs. 26%).
 - Danielle Smith is now polling better among women than she has in the past (27% up from 21% two weeks ago) but still clearly favoured by male voters (41%)
 - Alison Redford's popularity is now much stronger with women (37%) than it is with men (25%).

Support for Platform

Q. Which party's platform do you support the most?

- Overall, the Wildrose has more support than any other party, but this is driven by strong support outside of Edmonton and Calgary.

All Albertans	All Albertans	Edmonton	Calgary	Rest of Alberta
Wildrose Party	35%	27%	35%	41%
PC Party	29%	27%	34%	27%
Liberal Party	11%	13%	13%	7%
NDP	10%	17%	6%	8%
Alberta Party	2%	2%	1%	2%
Other	1%	-	2%	1%
Don't Know/None	12%	13%	9%	13%

Strategic Voting

Q. Thinking about the candidate you will most likely vote for, is that candidate someone you particularly like, or are you voting against someone you particularly oppose?

- The challenge for all candidates will be to convince the strategic-voting bloc to support their positions on Monday.

Decided Voters	Decided Voters	Edmonton	Calgary	Rest of Alberta
Candidate you like	69%	74%	65%	69%
Candidate You oppose	22%	16%	27%	24%
Don't know	8%	10%	9%	7%

Q. Which one candidate are you most strongly opposed to becoming premier of Alberta?

- There is stronger opposition to Danielle Smith in Edmonton and Calgary than in the rest of the province. *"The challenge for the other parties will be to capitalize on this potential opposition and encourage the undecided voter to choose them"*

Decided Voters	Decided Voters	Edmonton	Calgary	Rest of Alberta
Danielle Smith	27%	33%	29%	20%
Alison Redford	22%	21%	21%	24%
Brian Mason	16%	17%	17%	15%
Raj Sherman	13%	11%	13%	15%
Glenn Taylor	2%	2%	1%	4%
Larry Ashmore	2%	1%	3%	3%
Don't know	10%	9%	10%	12%
None	7%	6%	7%	8%

Opinion of the Leaders

Q. Has your opinion of each of the following political leaders worsened, stayed the same or improved?

- Danielle Smith has been very effective in the campaign at changing voters' impressions of her. Four in ten now have a more favourable opinion of her than they did at the beginning of the campaign.

Decided Voters	Worsened	Stayed the Same	Improved	Don't Know
Danielle Smith	24	30	41	5
Alison Redford	36	40	20	4
Brian Mason	7	59	21	12
Raj Sherman	17	46	26	10
Glenn Taylor	4	56	6	32
Larry Ashmore	4	55	2	38

Leader's Debates

Q. During this election, did you watch or follow any new coverage of any of the debates by the political leaders?

Yes 75%
No 25%

Q. *Did any of these debates influence your opinion about which political party to vote for?*

Decided Voters	Decided Voters	Edmonton	Calgary	Rest of Alberta
Yes	44%	45%	46%	42%
No	55%	55%	54%	57%
Don't know	1%	-	-	1%

Likelihood of Voting

Q. *How likely are to you to vote in the upcoming provincial election?*

- Almost two thirds of Albertans claim they are extremely likely to vote in Monday's election

Extremely likely	64%
Very likely	24%
Somewhat likely	8%
Not very likely	2%
Not at all likely	2%
Don't know/Undecided	1%

About the Poll

- Leger Marketing conducted a telephone survey of 1,200 eligible voters across Alberta between April 13th and April 16th
- A probability sample of this size yields maximum margin of error of $\pm 2.8\%$ 19 times out of twenty.
- The margin of error for the regional findings is higher at...
 - Edmonton $\pm 4.6\%$
 - Calgary $\pm 4.6\%$
 - Rest of Alberta $\pm 5.7\%$

For more information

Contact: Ian Large
Vice President, Alberta
Leger Marketing
780-423-0708 ext. 242
ILarge@Legermarketing.com