

PROVINCIAL POLITICAL SCENE

Opposition Wildrose Alliance Consolidates Lead in Alberta

Party maintains the upper hand over the long-governing Progressive Conservatives.

[CALGARY – Mar. 11, 2010] – Public support for the opposition Wildrose Alliance Party has increased at the start of the year in Alberta, clearly surpassing the ruling Progressive Conservatives, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative provincial sample of 1,000 Alberta adults, 42 per cent of decided voters (+3 since December 2009) say they would support the Wildrose Alliance candidate in their constituency if a provincial election were held tomorrow.

The governing Progressive Conservatives are second with 27 per cent (+2), followed by the opposition Liberal Party with 19 per cent (-6), and the New Democratic Party (NDP) with nine per cent (=).

Demographics

As was the case in December, the Wildrose Alliance leads in all areas of the province, and holds a 14-point lead over the PC in Rural Alberta (43% to 29%). In Edmonton, the opposition party is ahead with 35 per cent, with the Liberals (27%) and Progressive Conservatives (25%) battling for second place. In Calgary, decided voters prefer the Wildrose Alliance over the Progressive Conservatives by a 2-to-1 margin (48% to 25%).

Middle-aged Albertans (48%) and respondents who live in households with a yearly income of more than \$100,000 (48%) are the main core groups of support for the Wildrose Alliance, along with respondents

KEY FINDINGS

- **Voting Intention: Wildrose 42%, Prog. Con. 27%, Lib. 19%, NDP 9%, Other 3%**
- **Calgary: Wildrose 48%, Prog. Con. 25%, Lib. 18%, NDP 8%, Other 1%**
- **Edmonton: Wildrose 35%, Lib. 27%, Prog. Con. 25%, NDP 11%, Other 2%**

Full topline results are at the end of this release.

From February 16 to February 23, 2010, 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

over the age of 55 (44%). Younger Albertans now give the Wildrose Alliance a three-point edge over the Progressive Conservatives (31% to 28%).

While at least two-in-five men (44%) and women (41%) are ready to vote for the Wildrose Alliance, the Progressive Conservatives are attracting three-in-ten female voters (30%) and one-in-five male voters (24%).

Analysis

The Progressive Conservatives are still hurting after a difficult economic year and a budget that sought to strike the balance between fiscal discipline and spending. On the bright side, their support has grown slightly since December. Still, the Wildrose Alliance is now backed by two-in-five decided voters, and is gaining on the one demographic that appeared difficult to conquer just a few weeks ago: young voters.

The current numbers suggest that the opposition party may be ready to become a major player in the next provincial election as it closes to majority support in Calgary, home to 23 of the 83 seats at stake.

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	42%	44%	41%	31%	48%	44%
Progressive Conservative Party	27%	24%	30%	28%	20%	34%
Liberal Party	19%	20%	17%	20%	18%	19%
New Democratic Party (NDP)	9%	9%	9%	16%	10%	4%
Other party	3%	3%	3%	5%	4%	0%

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	<\$50k	\$50-99k	\$100k+
Wildrose Alliance Party	42%	42%	35%	48%
Progressive Conservative Party	27%	21%	34%	24%
Liberal Party	19%	18%	19%	19%
New Democratic Party (NDP)	9%	17%	9%	4%
Other party	3%	3%	3%	4%

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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	Rural
Wildrose Alliance Party	42%	48%	35%	43%
Progressive Conservative Party	27%	25%	25%	29%
Liberal Party	19%	18%	27%	13%
New Democratic Party (NDP)	9%	8%	11%	9%
Other party	3%	1%	2%	5%

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? - TREND

	Feb. 16-23, 2010	Nov. 23-29, 2009
Wildrose Alliance Party	42%	39%
Progressive Conservative Party	27%	25%
Liberal Party	19%	25%
New Democratic Party (NDP)	9%	9%
Other party	3%	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.

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.

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. More information on our electoral record can be found at:
<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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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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