

# ALBERTA'S PC'S LEAD THE WAY TO AN EXPECTED NOVEMBER ELECTION

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**Public Release Date: October 15<sup>th</sup>, 2004**

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**Calgary, AB** - With a provincial election widely expected this November, the most recent Ipsos-Reid poll (conducted before the recent controversy involving Minister Mar and contracts given to a former aide) shows that support for the governing Progressive Conservatives has grown over the summer. One-half of decided voters (50%) say they would support the Tories if an election were held tomorrow. Significantly fewer would support the provincial Liberals (22%) or the Alberta New Democratic Party (13%). One-in-ten (10%) say they support the fledgling Alberta Alliance Party. The Green Party trails the four leading parties with the support of 4% of decided voters. Overall, only 6% of Albertans are undecided about which party to support at this time.

Since May 2004, Tory support has grown six points (from 44%) while Liberal support has dropped eight points (from 30%). Meanwhile, support for both the Alberta NDP and the Alberta Alliance has remained static since our evaluation last spring (at 11%).



Reviewing Decided Vote Support across regions we find:

- The Progressive Conservative Party earns the support of a majority of decided voters in every region of the province except Edmonton, where only 39% say they would vote for them.
- Support for the provincial Liberals is higher in the major urban centres of Edmonton and Calgary.
- Support for the Alberta NDP is highest in Northern Alberta and Edmonton.
- The new Alberta Alliance receives higher levels of support in Central Alberta.

Meanwhile, approval ratings for Premier Klein remain strong and now two-thirds (65%) of those surveyed say they approve of his performance as Premier and leader of the Progressive Conservatives (34% disapprove). Klein's approval rating is fifteen points higher than his closest provincial counterpart. Brian Mason, the new leader of the Alberta NDP earns the approval of one-half (50% approve, 22% disapprove) of respondents and is closely followed by Liberal leader Kevin Taft (47% approve, 31% disapprove) and Randy Thorsteinson the leader of the Alberta Alliance (40% approve, 28% disapprove).

While virtually every respondent was familiar enough with the Premier to rate his performance, the other leaders suffer from a lack of awareness. Almost one-third (32%) of those surveyed could not offer a rating for Mr. Thorsteinson, while 28% were unable to rate Mr. Mason and one-in-five (22%) could not rate Mr. Taft.

*These are the findings of an Ipsos-Reid poll conducted between August 30<sup>th</sup> and September 3<sup>rd</sup>, 2004. The poll is based on a randomly selected sample of 800 adult Albertans. With a sample of this size, the results are considered accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult population in Alberta been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were*



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*statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Calgary population according to the 2001 Census data.*

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