

NO STARS IN ALBERTA ELECTION CAMPAIGN

None of the Parties Have Captured Interest of Voters

*Tories Viewed as Best on All Issues, Especially Economy, Crime
and Oil Royalties*



Ipsos Reid

Public Release Date: February 28, 2008 - 11:00 p.m. (MST)

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and online panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit:
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal

NO STARS IN ALBERTA ELECTION CAMPAIGN

None of the Parties Have Captured Interest of Voters

Tories Viewed as Best on All Issues, Especially Economy, Crime and Oil Royalties

Calgary, AB – As the Alberta provincial election campaign nears the finish line, a new Ipsos Reid/Global Calgary poll shows that none of the campaigns have struck a chord with voters. The only campaign with any positive momentum is that of Paul Hinman and the Wildrose Alliance, with improved impressions among 16% of voters, compared to worsened impressions among 10% of voters.

The campaigns of the Liberals and New Democrats have turned-off as many voters as they have turned-on. Kevin Taft and the Liberals have 19% improved impressions and 21% worsened impressions. For Brian Mason and the NDP, it's 15% improved impressions and 17% worsened impressions.

The governing Progressive Conservatives are the only party with significant negative momentum in the campaign. More than one-third (36%) of Albertans say their impression of Ed Stelmach and the Progressive Conservatives has worsened over the course of the campaign, compared to 13% who say their impression has improved.

Change in Impression Over Course of Campaign

(n=725)	Improved	Worsened	Stayed the Same	Don't know	NET Improved Minus Worsened
Paul Hinman and the Wildrose Alliance	16%	10%	33%	41%	+6 points
Kevin Taft and the Liberals	19%	21%	44%	16%	-2 points
Brian Mason and the New Democrats	15%	17%	44%	24%	-2 points
Ed Stelmach and the Progressive Conservatives	13%	36%	41%	11%	-23 points

In Calgary, the results are slightly positive for the Wildrose Alliance and the Liberals, negative for the NDP and very negative for the Conservatives.

- Paul Hinman and the Wildrose Alliance have more improved impressions (19%) than worsened impressions (13%).
- Kevin Taft and the Liberals have more improved impressions (22%) than worsened impressions (17%).
- Brian Mason and the NDP have more worsened impressions (18%) than improved impressions (9%).
- Ed Stelmach and the Progressive Conservatives have more worsened impressions (41%) than improved impressions (8%).

While the Conservatives are struggling with momentum, they are still the top choice of voters to deal with every significant campaign issue. Kevin Taft and the Liberals are second choice on all issues, with the exception of housing affordability, where they finish third (though a statistical tie) to Brian Mason and the NDP.

Ed Stelmach and the Progressive Conservatives do best in relation to their nearest rivals, the Liberals, on the issues of the economy (15 point lead), crime (14 point lead) and oil royalties (12 point lead). The Conservative lead is smaller on the environment (3 point lead), housing affordability (5 point lead over NDP) and education (6 point lead).

Of note, is the substantial block of voters (roughly four-in-ten on all issues) who at this point in the campaign are unsure which party is best, or say that none is best.

Leader/Party Best to Deal with Issues

(n=725)	Stelmach/PCs	Taft/Liberals	Mason/NDP	Hinman/Wildrose Alliance	None	Don't know	Stelmach/PCs Lead
Economy	<u>34%</u>	19%	3%	7%	8%	30%	+15 points
Crime	<u>30%</u>	16%	4%	8%	9%	33%	+14 points
Oil royalties	<u>30%</u>	18%	6%	8%	10%	27%	+12 points
Health care	<u>27%</u>	18%	11%	5%	10%	28%	+9 points
Education	<u>27%</u>	21%	10%	6%	8%	29%	+6 points
Housing affordability	<u>22%</u>	16%	17%	5%	11%	29%	+5 points
Climate change/environment	<u>20%</u>	17%	11%	6%	15%	31%	+3 points

In Calgary, the Conservatives are rated first (or tied for first) on all issues, with the Liberals being their closest competitor on every issue.

- Similar to the overall provincial results, the Tories have their biggest advantage on the issues of the economy (14 point lead), oil royalties (13 point lead) and crime (11 point lead).
- The Conservative advantage is smaller on the issues of education (6 point lead) and housing affordability (4 point lead).
- The Conservatives have no real advantage over the Liberals on the issues of climate change/environment (1 point lead) and health care (tie).

These are the findings of an Ipsos Reid online poll conducted between February 25 and 27, 2008. The poll is based on a representative sample of 725 adult Albertans. With a sample of this size, the results are considered accurate to within ± 3.6 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Alberta been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Alberta population according to Census data.

- 30 -

For more information on this news release, please contact:

Kyle Braid
Vice-President
Ipsos Reid Public Affairs
778-373-5130

*For full tabular results, please visit our website at www.ipsos.ca.
News releases are available at <http://www.ipsos-na.com/news/>.*