

# ALBERTA VOTERS EXPECTING ANOTHER CONSERVATIVE WIN

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(45%) Or Minority (30%)*

*“None Of The Above” Beats All Parties As “Most Likely To Keep  
Promises”*



Ipsos Reid

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**Calgary, AB** – Alberta voters view the Progressive Conservatives as heavy favourites to win the provincial election on March 3<sup>rd</sup> according to a new Ipsos Reid/Global Calgary poll. Three quarters (75%) of Albertans say they expect the Conservatives will win either a majority (45%) or minority (30%) government. Only one-in-ten (10%) voters think the Liberals (8%) or some other party (2%) will win this election. Fourteen percent of Albertans are unsure.

The results are similar among Calgarians, with 76% predicting a Conservative victory, compared to 9% for the Liberals and 3% for some other party.

### Most Likely Election Outcome

	Total (n=725)
Progressive Conservative majority	45%
Progressive Conservative minority	30%
<b>Total Progressive Conservative</b>	<b>75%</b>
Liberal majority	4%
Liberal minority	4%
<b>Total Liberal</b>	<b>8%</b>
Other majority	1%
Other minority	1%
<b>Total Other</b>	<b>2%</b>
Don't know	14%

The poll also asked Albertans to select which leader/party is best described by certain phrases. The Conservatives were selected more often than all other parties for all but one phrase. The lone exception was “ran the most negative campaign” where the Conservatives were beaten out by Kevin Taft and the Liberal Party.

The biggest differentiators for the Conservatives are the phrases “ran the most positive campaign” (15 points ahead of Liberals), “shares your values and priorities” (13 point ahead), “will keep their promises” (13 points ahead) and “has run the best campaign” (12 points ahead).

Perhaps the most telling finding in the results is the large proportion of Albertans who selected “undecided” or selected “none” for each of the phrases. This suggests that many Albertans either haven’t been following the campaign or haven’t been impressed with any of the parties. Interestingly, both “undecided” and “none of the above” beat out all parties on the attribute of “will keep their promises”.

## Leader/Party Best Described by Phrases

(n=725)	Stelmach /PCs	Taft/ Liberals	Mason /NDP	Hinman/ Wildrose Alliance	None	Don't know	Stelmach/ PCs Lead
Ran the most positive campaign	<u>28%</u>	13%	7%	6%	11%	36%	+15 points
Shares your values and priorities	<u>29%</u>	16%	8%	8%	12%	27%	+13 points
Will keep their promises	<u>22%</u>	9%	5%	6%	26%	32%	+13 points
Has run the best campaign	<u>25%</u>	13%	6%	4%	14%	37%	+12 points
Will say or promise anything to get elected	<u>30%</u>	24%	10%	3%	5%	28%	+6 points
Has the best plan for the future	<u>24%</u>	18%	6%	5%	14%	33%	+6 points
Performed the best in the leaders debate	<u>17%</u>	13%	6%	6%	13%	44%	+4 points
Ran the most negative campaign	12%	<u>23%</u>	12%	4%	11%	37%	-11 points

*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  $\pm 3.6$  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.*

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