

# HEALTH CARE TOP ISSUE ON THE MINDS OF ALBERTA VOTERS

## REDFORD AND SMITH IN DEAD HEAT AS BEST PREMIER, BUT MANY ARE STILL UNDECIDED



Ipsos Reid

**Public Release Date: March 27, 2012**

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**Calgary, AB** – As Albertans prepare to go the polls on April 23<sup>rd</sup>, a new Ipsos Reid poll looks at top issues on the minds of Albertans. Health care is far and away the top issue overall, with 51% selecting it as an issue that they feel should receive the greatest attention from Alberta's leaders. Other top selections include education (21%), the economy (17%), deficit/budget (14%), ethics and accountability (10%), and oil sands issues (10%).

Health care in general is the top issue across all demographic groups, but especially with women (59% vs. 43% of men) and older Albertans (67% among 55+ years vs. 51% among 35-54 years, 38% among 18-34 years). It is also the biggest issue for undecided voters (63%).

By party support, the top three issues are as follows:

- For **PC voters**, it's health care in general (55%), education (27%) and the economy (25%).
- For **Wildrose voters**, it's health care in general (51%), deficit/budget (30%) and the economy (16%).
- For **Liberal voters**, it's health care in general (49%), physician intimidation (30%) and education (24%).
- For **NDP voters**, it's health care in general (44%), education (28%) and the economy (19%).
- For **undecided voters**, it's health care in general (63%), education (25%) and taxes (12%).

## BEST PREMIER

None of the party leaders has a significant advantage in terms of public perceptions of who would make the best Premier of Alberta. Currently, Albertans are evenly divided between Alison Redford (25%) and Danielle Smith (24%), with other leaders trailing far behind (Raj Sherman – 8%, Brian Mason – 6%, and Glenn Taylor 1%).

Many Albertans (35%) however are still undecided about which leader would make the best Premier. This means that all the leaders have a lot of work to do over the coming 27 days, especially with younger voters (54% don't know among 18-34 years vs. 33% among 35-54 years and 17% among 55+ years) and women (43% don't know vs. 28% among men).

*These are the findings of an Ipsos Reid poll of 890 adult Albertans conducted online using Ipsos Reid's national online household panel between March 20 and March 25, 2012. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of  $\pm 3.3$  percentage points, 19 times out of 20. The margin of error would 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 2006 Census data.*

- 30 -

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