

HALF OF ALBERTANS EXPECTING AN EXCITING ELECTION CAMPAIGN

Wildrose Supporters are the Most Excited



Ipsos Reid

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Calgary, AB – Ipsos Reid polling in Alberta shows only moderate voter excitement about the April 23rd election. Overall, about half of Albertans (48%) agree with the statement that “*the upcoming provincial election should be the most exciting in many years*”. Three-in-ten (28%) Albertans disagree with this statement and one-quarter (24%) say they “don’t know”.

Men are more likely to think this election will be exciting (57% agree vs. 39% among women), as are older Albertans (65% agree among 55+ years vs. 50% among 35-54 years and 31% among 18-34 years).

Results also show that Wildrose supporters are more likely than any other voter group to express excitement for the upcoming election, which might ultimately lead to stronger turnout among this group. By party support, the agreement to the statement “*the upcoming provincial election should be the most exciting in many years*” is as follows:

- For **Wildrose voters** - 70% agree
- For **Liberal voters** - 53% agree
- For **PC voters** - 47% agree
- For **NDP voters** - 44% agree
- For **undecided voters** – 25% agree

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 ± 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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