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## The Wildrose Alliance is gaining ground; Conservative support shrinking.

**Province Wide Results.** Support for the governing Alberta Progressive Conservative Party is down considerably among decided voters, while the Wildrose Alliance is now in second place according to a new Environics survey of Albertans.

The Conservative Party is now supported by 34 percent of decided voters, down from 55% one year ago. The Wildrose Alliance, meanwhile, has climbed to 28% among decided voters, up from 4% in October 2008. Among the other opposition parties, the Liberals are at 20 percent, followed by the NDP at 9 percent, and the Green Party at 8 percent. About one in six eligible voters (16%) are undecided or chose not to answer the question.

|                     | February 2008 | October 2008 | <b>October 2009</b> |
|---------------------|---------------|--------------|---------------------|
| PC                  | 52            | 55           | <b>34</b>           |
| Liberal             | 25            | 15           | <b>20</b>           |
| NDP                 | 10            | 12           | <b>9</b>            |
| Green               | 7             | 13           | <b>8</b>            |
| Wildrose Alliance   | 6             | 4            | <b>28</b>           |
| Undecided/No answer | 19            | 14           | <b>16</b>           |

**Regional Results.** Regionally, the PC party is strongest outside of Alberta's two biggest cities, while the Wildrose Alliance is strongest in Calgary and the Liberals are stronger in Edmonton than they are elsewhere in the province.

|                   | Edmonton | Calgary | Rest of Alberta |
|-------------------|----------|---------|-----------------|
| PC                | 34       | 30      | 38              |
| Liberal           | 27       | 20      | 15              |
| NDP               | 13       | 8       | 6               |
| Green             | 8        | 8       | 9               |
| Wildrose Alliance | 17       | 34      | 32              |

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*“These results reflect the difficulty of governing during a recession,”* noted Environics Vice President Tony Coulson, *“particularly when big budget surpluses turn into big deficits over a relatively short period of time.”*

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## Methodology

The current survey results are taken from an Environics Research Group survey of 1,000 Albertans aged 18 and older conducted between October 19 and 31, 2009. On a province wide basis, these results are accurate to within +/-3.1 percentage points, in 95 out of 100 samples.

The sample was designed to complete 1,000 interviews within households randomly selected across the province. The sample was drawn in proportion to the populations of 12 urban centers and 3 rural regions within Alberta based on information from Statistics Canada 2006 Census Data.

| Sample distribution |                     |                               |                                 |                    |
|---------------------|---------------------|-------------------------------|---------------------------------|--------------------|
|                     | 2006<br>Census<br>% | Weighted<br>Sample<br>N=1,000 | Unweighted<br>Sample<br>N=1,000 | Margin of<br>Error |
| <b>Alberta</b>      | <b>100</b>          | <b>1,000</b>                  | <b>1,000</b>                    | <b>+/- 3.1%</b>    |
| Calgary             | 33                  | 328                           | 250                             | +/- 6.2%           |
| Edmonton            | 32                  | 315                           | 250                             | +/- 6.2%           |
| Small Cities        | 15                  | 149                           | 200                             | +/- 6.9%           |
| Rural South         | 8                   | 84                            | 100                             | +/- 9.8%           |
| Rural Central       | 5                   | 47                            | 100                             | +/- 9.8%           |
| Rural North         | 8                   | 78                            | 100                             | +/- 9.8%           |

From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the “Most Recent Birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

**Questions:** If a provincial election were held today, which one of the following parties would you vote for? [IF UNDECIDED] Perhaps you have not yet made up your mind; is there nevertheless a party you might be presently inclined to support?