

How much do you, personally, believe or disbelieve each of the following conspiracy theories that some people believe?

		Alberta	Gender		Age			Region			Vote in 2012 Provincial Election			
			Female	Male	18 - 34	35 - 54	55+	Calgary	Edmonton	Rest of AB	PC	Wildrose	NDP	Liberal
The lunar landings are a hoax, man didn't walk on the moon	Believe completely	5%	6%	4%	10%	3%	5%	2%	8%	7%	5%	4%	2%	0%
	Believe somewhat	5%	5%	5%	0%	6%	6%	3%	3%	8%	5%	2%	10%	7%
	Disbelieve somewhat	16%	13%	22%	32%	14%	12%	14%	21%	15%	11%	24%	24%	14%
	Disbelieve completely	67%	67%	68%	44%	74%	73%	77%	59%	66%	77%	68%	64%	76%
	Don't know	6%	9%	2%	15%	3%	4%	3%	8%	5%	3%	3%	0%	0%
UFO's do exist	Believe completely	15%	14%	15%	9%	17%	16%	18%	14%	14%	16%	13%	14%	17%
	Believe somewhat	32%	30%	37%	43%	29%	32%	32%	30%	36%	39%	30%	31%	14%
	Disbelieve somewhat	18%	16%	19%	14%	18%	20%	20%	15%	17%	16%	19%	19%	24%
	Disbelieve completely	25%	26%	23%	22%	29%	23%	23%	26%	27%	21%	27%	29%	45%
	Don't know	10%	12%	6%	15%	8%	10%	7%	17%	7%	7%	9%	10%	0%
9/11 was a conspiracy by the U.S. Government	Believe completely	8%	8%	8%	15%	10%	3%	5%	9%	10%	10%	0%	7%	3%
	Believe somewhat	10%	9%	12%	15%	9%	10%	6%	15%	11%	11%	9%	5%	14%
	Disbelieve somewhat	17%	18%	16%	20%	17%	16%	18%	19%	16%	16%	20%	29%	17%
	Disbelieve completely	57%	54%	60%	36%	58%	66%	66%	45%	59%	57%	67%	52%	66%
	Don't know	7%	11%	2%	14%	6%	5%	4%	11%	5%	6%	4%	7%	0%
Dinosaurs never existed	Believe completely	2%	2%	2%	0%	3%	2%	1%	2%	2%	1%	0%	2%	0%
	Believe somewhat	2%	2%	2%	3%	0%	3%	1%	2%	4%	1%	3%	5%	0%
	Disbelieve somewhat	6%	7%	5%	8%	9%	3%	3%	6%	10%	2%	9%	5%	0%
	Disbelieve completely	87%	84%	90%	80%	88%	89%	95%	81%	85%	94%	88%	88%	100%
	Don't know	3%	5%	1%	10%	1%	2%	1%	8%	1%	1%	1%	0%	0%
Elvis is still alive	Believe completely	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
	Believe somewhat	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	2%	0%
	Disbelieve somewhat	6%	7%	4%	16%	5%	3%	2%	8%	7%	3%	4%	2%	0%
	Disbelieve completely	89%	86%	94%	76%	91%	95%	94%	82%	92%	95%	92%	95%	97%
	Don't know	4%	5%	2%	10%	3%	2%	1%	10%	1%	1%	4%	0%	3%
A human being has already been cloned	Believe completely	7%	9%	5%	14%	8%	3%	7%	10%	5%	3%	5%	7%	0%
	Believe somewhat	24%	25%	22%	30%	19%	25%	24%	17%	29%	35%	15%	24%	14%
	Disbelieve somewhat	27%	23%	31%	26%	30%	25%	24%	27%	29%	22%	30%	24%	45%
	Disbelieve completely	30%	29%	32%	23%	31%	33%	35%	28%	28%	29%	39%	36%	34%
	Don't know	12%	13%	10%	7%	12%	14%	8%	18%	10%	11%	12%	10%	3%
Osama bin Laden is still alive	Believe completely	1%	2%	1%	3%	1%	1%	0%	4%	0%	1%	1%	0%	0%
	Believe somewhat	5%	6%	5%	3%	9%	3%	1%	5%	9%	1%	5%	10%	0%
	Disbelieve somewhat	16%	15%	16%	23%	20%	8%	14%	15%	18%	22%	12%	10%	14%
	Disbelieve completely	70%	67%	75%	61%	63%	82%	78%	65%	68%	71%	81%	64%	83%
	Don't know	8%	11%	3%	11%	8%	5%	6%	11%	5%	5%	3%	17%	3%
Any of the John F. Kennedy assassination conspiracy theories (e.g. Mafia, KGB, Israeli or Illuminati were responsible, CIA or Lyndon B. Johnson were involved)	Believe completely	6%	6%	6%	9%	2%	8%	7%	9%	3%	8%	4%	5%	3%
	Believe somewhat	26%	26%	25%	11%	30%	29%	26%	18%	32%	31%	27%	33%	10%
	Disbelieve somewhat	22%	21%	22%	30%	20%	19%	18%	22%	25%	28%	14%	7%	34%
	Disbelieve completely	31%	28%	37%	30%	33%	32%	37%	26%	32%	23%	44%	38%	38%
	Don't know	15%	19%	10%	20%	15%	12%	11%	25%	9%	10%	11%	19%	14%

The car crash that killed Princess Diana was an assassination, not an accident	Believe completely	12%	15%	7%	21%	8%	10%	12%	11%	10%	12%	4%	17%	3%
	Believe somewhat	25%	28%	21%	26%	25%	24%	20%	21%	32%	27%	24%	21%	17%
	Disbelieve somewhat	20%	17%	23%	21%	16%	21%	23%	21%	15%	16%	25%	14%	21%
	Disbelieve completely	34%	29%	42%	20%	40%	37%	37%	28%	39%	33%	46%	29%	59%
	Don't know	10%	11%	7%	14%	10%	7%	9%	17%	4%	12%	2%	17%	0%
Lottery outcomes are rigged	Believe completely	4%	5%	3%	3%	5%	3%	1%	4%	6%	3%	5%	5%	3%
	Believe somewhat	9%	9%	9%	5%	11%	9%	7%	11%	10%	7%	10%	10%	0%
	Disbelieve somewhat	31%	30%	34%	32%	31%	30%	30%	26%	37%	31%	29%	38%	34%
	Disbelieve completely	46%	43%	49%	47%	42%	49%	55%	44%	41%	50%	50%	40%	52%
	Don't know	10%	14%	5%	13%	10%	9%	7%	17%	6%	10%	5%	7%	10%
Scientists have found a cure for cancer, but government / pharmaceutical companies withhold it	Believe completely	19%	22%	15%	25%	22%	13%	14%	18%	24%	20%	13%	10%	3%
	Believe somewhat	21%	24%	17%	24%	15%	25%	20%	20%	22%	22%	21%	29%	24%
	Disbelieve somewhat	18%	17%	21%	15%	18%	20%	14%	18%	24%	23%	20%	19%	7%
	Disbelieve completely	35%	30%	43%	25%	40%	36%	48%	33%	29%	33%	42%	36%	55%
	Don't know	6%	7%	4%	10%	5%	5%	5%	12%	2%	2%	4%	0%	10%
Global warming (or climate change) is a hoax	Believe completely	9%	7%	12%	7%	6%	13%	6%	8%	13%	8%	17%	12%	3%
	Believe somewhat	17%	15%	21%	11%	19%	18%	18%	14%	19%	13%	34%	7%	0%
	Disbelieve somewhat	22%	19%	27%	14%	23%	26%	18%	21%	28%	27%	19%	17%	3%
	Disbelieve completely	47%	52%	40%	61%	48%	40%	54%	50%	38%	48%	27%	64%	86%
	Don't know	4%	7%	1%	7%	4%	4%	4%	7%	2%	4%	3%	0%	0%
Ogopogo exists	Believe completely	2%	4%	1%	0%	3%	3%	3%	2%	3%	1%	4%	0%	3%
	Believe somewhat	13%	17%	7%	13%	15%	11%	10%	8%	19%	12%	6%	14%	21%
	Disbelieve somewhat	20%	17%	23%	18%	21%	19%	16%	14%	26%	22%	17%	26%	14%
	Disbelieve completely	47%	38%	59%	37%	46%	53%	56%	52%	38%	49%	60%	40%	59%
	Don't know	18%	24%	10%	32%	14%	16%	14%	24%	16%	16%	14%	21%	3%
Bigfoot (or Sasquatch) exists	Believe completely	4%	6%	2%	0%	10%	1%	4%	3%	6%	1%	4%	5%	0%
	Believe somewhat	17%	20%	12%	22%	14%	17%	17%	16%	17%	18%	10%	19%	21%
	Disbelieve somewhat	25%	20%	32%	23%	25%	27%	19%	23%	32%	32%	26%	21%	31%
	Disbelieve completely	43%	39%	48%	38%	47%	43%	50%	43%	38%	41%	54%	40%	48%
	Don't know	10%	14%	5%	17%	4%	12%	9%	14%	8%	8%	8%	12%	0%

As you may know, April Fools' Day is coming up next week. How much of a "fan", if at all, are you of April Fools' Day?

	Alberta	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Calgary	Edmonton	Rest of AB
Not a fan at all	35%	40%	28%	21%	38%	39%	35%	27%	41%
Not much of a fan	35%	37%	33%	41%	31%	37%	29%	45%	34%
Somewhat of a fan	27%	21%	36%	31%	31%	22%	33%	24%	24%
Big fan	2%	2%	4%	7%	1%	2%	4%	3%	1%

Have you ever been fooled on April Fools' Day?

	Alberta	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Calgary	Edmonton	Rest of AB
Yes	74%	72%	78%	79%	68%	79%	75%	77%	72%
No	26%	28%	22%	21%	33%	22%	25%	23%	29%

INSIGHTS WEST

Survey on Conspiracy Theories and April Fools' Day in Alberta - March 31, 2015

Who has fooled you before in the past? (Choose all that apply)

	Alberta	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Calgary	Edmonton	Rest of AB
Friend	54%	52%	58%	70%	47%	53%	65%	46%	52%
Co-worker	41%	34%	51%	51%	40%	37%	39%	39%	45%
Sibling	25%	30%	18%	42%	22%	18%	23%	35%	17%
Parent	22%	23%	19%	41%	17%	16%	16%	33%	17%
Spouse / Partner	21%	21%	21%	25%	15%	24%	20%	17%	25%
Child	17%	18%	15%	4%	19%	20%	15%	15%	21%
Teacher	5%	5%	4%	10%	4%	3%	4%	6%	6%
Boss	7%	5%	10%	14%	3%	7%	4%	9%	10%
Stranger	4%	2%	6%	4%	4%	3%	2%	6%	5%
Grandparent	2%	1%	3%	4%	0%	2%	2%	3%	1%
Other	12%	13%	11%	10%	18%	9%	13%	11%	14%

Have you ever fooled someone else on April Fools' Day?

	Alberta	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Calgary	Edmonton	Rest of AB
Yes	51%	48%	54%	74%	40%	52%	52%	62%	41%
No	49%	51%	46%	26%	60%	49%	49%	39%	59%

INSIGHTS WEST

Survey on Conspiracy Theories and April Fools' Day in Alberta - March 31, 2015

Who have fooled you before in the past? (Choose all that apply)

	Alberta	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Calgary	Edmonton	Rest of AB
Friend	59%	52%	68%	66%	62%	52%	61%	52%	67%
Co-worker	53%	40%	70%	53%	61%	48%	53%	50%	58%
Sibling	32%	40%	23%	44%	34%	21%	38%	35%	21%
Parent	26%	27%	24%	28%	32%	19%	24%	33%	21%
Spouse / Partner	41%	38%	44%	39%	35%	45%	45%	29%	54%
Child	29%	27%	31%	5%	37%	40%	30%	17%	45%
Teacher	6%	6%	6%	5%	8%	4%	3%	9%	7%
Boss	8%	7%	10%	14%	6%	7%	5%	17%	4%
Stranger	4%	2%	8%	5%	6%	3%	0%	5%	9%
Grandparent	3%	2%	4%	9%	0%	1%	1%	7%	0%
Other	3%	5%	3%	0%	7%	4%	3%	5%	4%