

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Alberta NDP headed for historic majority**

#### **PCAA headed for rout**

TORONTO May 2<sup>nd</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1060 Alberta voters three days before the provincial election, more than 4-in-10 will vote for the NDP (42%) compared to fewer than a quarter who will vote Wildrose (24%) and fewer yet who will vote for the incumbent Progressive Conservatives (21%). One twentieth will vote Liberal or Alberta Party (5% each) and few will vote for another party (3%).

The NDP is dominant in Edmonton (55%) and leads the other parties in Calgary (37%), central Alberta (32%) and in northern Alberta (38%). Wildrose leads in southern Alberta (42%).

The NDP vote is common to the wealthiest (\$80K to \$100K - 49%, \$100K to \$250K - 46%) and the youngest (under 25 - 48%, 25 to 34 - 51%).

As many as 4-in-10 of those who voted PC in the last election will vote for the NDP this time (40%), as will one sixth of past Wildrose voters (16%). A similar proportion, however, will vote PC this time (15%). In total, just one third of past PCAA voters will vote for the party again (35%).

#### **Historic majority for NDP, PCAA all but gone**

If these results are projected up to an 87 seat Legislature, the NDP would capture a staggering 69 seats, 25 more than needed for a majority. Wildrose would take 16 seats, and the PCs would be reduced to just 2 seats.

"We noted the initial momentum of the NDP at the very beginning of the campaign, then cautiously spoke of an NDP majority mid-way through. Now the campaign is almost over, it appears the NDP are headed for a truly historic victory, almost as historic as the rout the 40 year Alberta Tory dynasty appears to face," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## **TORONTO**

**May 2<sup>nd</sup>, 2015**

## **HIGHLIGHTS:**

- More than 4-in-10 will vote for the NDP (42%) compared to fewer than a quarter who will vote Wildrose (24%) and fewer yet who will vote for the incumbent Progressive Conservatives (21%).
- If these results are projected up to an 87 seat Legislature, the NDP would capture a staggering 69 seats, 25 more than needed for a majority.
- "We noted the initial momentum of the NDP at the very beginning of the campaign, then cautiously spoke of an NDP majority mid-way through. Now the campaign is almost over, it appears the NDP are headed for a truly historic victory, almost as historic as the rout the 40 year Alberta Tory dynasty appears to face," said Forum Research President, Dr. Lorne Bozinoff.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1060 randomly selected Albertans 18 years of age or older. The poll was conducted on May 2<sup>nd</sup>, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Election outcomes will depend on the success the parties have in getting out their vote. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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### ***Provincial Party Preference Trending***

*[Decided/Leaning]*

| %                                | Sample | Cons | Wildrose Party | NDP | Alberta Party | Liberal | Other |
|----------------------------------|--------|------|----------------|-----|---------------|---------|-------|
| May 1-2 <sup>nd</sup> , 2015     | 1060   | 21   | 24             | 42  | 5             | 5       | 3     |
| April 22-23 <sup>rd</sup> , 2015 | 801    | 20   | 25             | 38  | 6             | 7       | 5     |
| April 10 <sup>th</sup> , 2015    | 1661   | 27   | 30             | 28  | 2             | 12      | 2     |

### ***Seat Distribution Projection Trending***

| %                                | Cons | Wildrose Party | NDP | Alberta Party | Liberal | Other |
|----------------------------------|------|----------------|-----|---------------|---------|-------|
| May 1-2 <sup>nd</sup> , 2015     | 2    | 16             | 69  | -             | -       | -     |
| April 22-23 <sup>rd</sup> , 2015 | 6    | 32             | 46  | -             | 3       | -     |
| April 10 <sup>th</sup> , 2015    | 23   | 44             | 15  | -             | 5       | -     |

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**TORONTO  
 May 2<sup>nd</sup>, 2015**

**Provincial Vote Preference**

*‘In the provincial election that will be held on Tuesday, May 5, which party are you most likely to vote for?’+ ‘Even though you may not have made up your mind, which party are you leaning towards at this time?’*

*[Decided/Leaning]*

**Age / Gender**

| %                        | Total       | Under 25 years | 25 to 34   | 35 to 44   | 45 to 54   | 55 to 64   | 65 and over | Male       | Female     |
|--------------------------|-------------|----------------|------------|------------|------------|------------|-------------|------------|------------|
| <b>Sample</b>            | <b>1002</b> | <b>54</b>      | <b>166</b> | <b>137</b> | <b>190</b> | <b>217</b> | <b>238</b>  | <b>511</b> | <b>491</b> |
| Progressive Conservative | 21          | 10             | 13         | 16         | 21         | 24         | 34          | 18         | 23         |
| Wildrose Party           | 24          | 31             | 20         | 23         | 28         | 23         | 23          | 24         | 25         |
| New Democratic           | 42          | 48             | 51         | 45         | 35         | 44         | 35          | 44         | 41         |
| Alberta Party            | 5           | 6              | 6          | 5          | 6          | 3          | 2           | 6          | 3          |
| Liberal                  | 5           | 5              | 8          | 6          | 6          | 3          | 4           | 4          | 6          |
| Other                    | 3           | 0              | 2          | 4          | 4          | 3          | 2           | 4          | 2          |

**Income**

| %                        | Total       | Less than \$ 20,000 | \$20,000 0 to \$40,000 0 | \$40,000 0 to \$60,000 0 | \$60,000 0 to \$80,000 0 | \$80,000 to \$100,000 0 | \$100,000 0 to \$250,000 0 | \$250,000 0 or more |
|--------------------------|-------------|---------------------|--------------------------|--------------------------|--------------------------|-------------------------|----------------------------|---------------------|
| <b>Sample</b>            | <b>1002</b> | <b>69</b>           | <b>125</b>               | <b>117</b>               | <b>122</b>               | <b>119</b>              | <b>279</b>                 | <b>42</b>           |
| Progressive Conservative | 21          | 15                  | 23                       | 19                       | 21                       | 16                      | 22                         | 19                  |
| Wildrose Party           | 24          | 23                  | 23                       | 28                       | 25                       | 23                      | 22                         | 25                  |
| New Democratic           | 42          | 41                  | 40                       | 40                       | 42                       | 49                      | 46                         | 44                  |
| Alberta Party            | 5           | 5                   | 2                        | 4                        | 7                        | 9                       | 4                          | 4                   |
| Liberal                  | 5           | 7                   | 8                        | 7                        | 3                        | 2                       | 4                          | 3                   |
| Other                    | 3           | 9                   | 3                        | 1                        | 2                        | 1                       | 2                          | 5                   |

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**May 2<sup>nd</sup>, 2015**

**Region**

| %                        | Total       | Calgary CMA | Edmonton CMA | Southern Alberta | Central Alberta | Northern Alberta |
|--------------------------|-------------|-------------|--------------|------------------|-----------------|------------------|
| <b>Sample</b>            | <b>1002</b> | <b>323</b>  | <b>306</b>   | <b>145</b>       | <b>112</b>      | <b>116</b>       |
| Progressive Conservative | 21          | 21          | 19           | 16               | 27              | 24               |
| Wildrose Party           | 24          | 26          | 13           | 42               | 29              | 30               |
| New Democratic           | 42          | 37          | 55           | 37               | 32              | 38               |
| Alberta Party            | 5           | 6           | 5            | 1                | 4               | 3                |
| Liberal                  | 5           | 6           | 7            | 2                | 5               | 2                |
| Other                    | 3           | 4           | 3            | 2                | 3               | 2                |

**Past Provincial Vote**

| %                        | Total       | Progressive Conservative | Wildrose Party | New Democratic | Alberta Party | Liberal   | Other Parties |
|--------------------------|-------------|--------------------------|----------------|----------------|---------------|-----------|---------------|
| <b>Sample</b>            | <b>1002</b> | <b>424</b>               | <b>214</b>     | <b>98</b>      | <b>11</b>     | <b>62</b> | <b>28</b>     |
| Progressive Conservative | 21          | 35                       | 15             | 5              | 0             | 6         | 3             |
| Wildrose Party           | 24          | 17                       | 61             | 5              | 21            | 7         | 5             |
| New Democratic           | 42          | 40                       | 16             | 88             | 46            | 57        | 44            |
| Alberta Party            | 5           | 4                        | 4              | 0              | 33            | 10        | 5             |
| Liberal                  | 5           | 3                        | 3              | 1              | 0             | 19        | 4             |
| Other                    | 3           | 2                        | 0              | 2              | 0             | 1         | 40            |

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