

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **NDP take dramatic lead in Alberta**

### **Majority government seen in wake of debate**

TORONTO April 24<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 801 Alberta voters the night before and the night of the provincial party leaders' debate, almost 4-in-10 (38%) will vote NDP in the election called for May 5<sup>th</sup>, while one quarter (25%) will vote for the Wildrose Party and one fifth will vote PCAA (20%). Few will vote Liberal (7%), Alberta Party (6%) or any other party (5%).

These findings represent a dramatic shift from our last wave of polling on April 10, when the three leading parties were essentially tied (Wildrose - 30%, NDP - 28%, PCAA - 27%).

The NDP vote is common to younger Albertans (25 to 34 - 47%), the very wealthiest (\$100K to \$250K - 45%), in Edmonton (56%) but not in central (25%) or northern (24%) Alberta. The Wildrose vote is common to southern (36%) and northern (35%) Alberta outside the cities. The PC vote is characteristic of the oldest (27%), the least wealthy (less than \$40K - 27%) and in northern Alberta (25%). The NDP are dominant in both Edmonton (56%) and Calgary (30%). Of note, close to 4-in-10 of those who voted PC in the last election will vote NDP this time (38%), as will one tenth of past Wildrose voters (12%) and as many as one half of past Liberal voters (50%).

### **Slim NDP majority seen**

If these results are projected up to an 87 seat Legislature, the NDP would take a 2 seat majority of 46, and the Wildrose Party would take 32. The PCs would take just 6 seats and the Liberals 3.

"The Alberta electorate has once again demonstrated its resistance to expectations. While we were in field during the televised debate, which was dominated by the leader of the NDP, Rachel Notley, we were also in field the day before, with the same results. The New Democrats appear to have cobbled together an unusual coalition of the wealthy, the young, disaffected PCs and half the Liberal party. This may be a recipe for government," 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.

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### **TORONTO**

**April 24<sup>th</sup>, 2015**

### **HIGHLIGHTS:**

- Almost 4-in-10 (38%) will vote NDP in the election called for May 5<sup>th</sup>, while one quarter (25%) will vote for the Wildrose Party and one fifth will vote PCAA (20%).
- If these results are projected up to an 87 seat Legislature, the NDP would take a 2 seat majority of 46.
- "The Alberta electorate has once again demonstrated its resistance to expectations. While we were in field during the televised debate, which was dominated by the leader of the NDP, Rachel Notley, we were in field the day before, with the same results. The New Democrats appear to have cobbled together an unusual coalition of the wealthy, the young, disaffected PCs and most of the Liberal party. This may be a recipe for government," 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 801 randomly selected Albertans 18 years of age or older. The poll was conducted on April 22-23<sup>rd</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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### ***Federal Party Preference Trending***

*[Decided/Leaning]*

%	Sample	Cons	Wildrose Party	NDP	Alberta Party	Liberal	Other
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
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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**April 24<sup>th</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
Sample	736	45	111	132	142	157	149	382	354
Progressive Conservative	20	11	12	18	19	22	27	19	20
Wildrose Party	25	15	19	27	25	32	26	31	19
New Democratic	38	36	47	40	35	36	33	32	43
Alberta Party	6	10	8	5	8	4	3	7	5
Liberal	7	17	7	7	7	5	5	6	8
Other	5	10	7	3	6	2	6	5	5

**Income**

%	Total	Less than \$ 20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	736	49	69	93	77	90	201
Progressive Conservative	20	27	27	19	21	19	15
Wildrose Party	25	15	23	31	19	26	23
New Democratic	38	23	41	36	39	40	45
Alberta Party	6	10	3	5	5	7	7
Liberal	7	13	2	7	11	5	5
Other	5	11	4	3	4	3	5

**Region**

%	Total	Calgary CMA	Edmonton CMA	Southern Alberta	Central Alberta	Northern Alberta
Sample	736	248	219	97	97	75
Progressive Conservative	20	22	16	18	22	25
Wildrose Party	25	25	15	36	34	35
New Democratic	38	30	56	30	25	24
Alberta Party	6	8	5	3	6	9
Liberal	7	9	6	8	7	3
Other	5	6	3	5	6	5

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### *Past Provincial Vote*

<b>%</b>	<b>Total</b>	<b>Progressive Conservative</b>	<b>Wildrose Party</b>	<b>New Democratic</b>	<b>Alberta Party</b>	<b>Liberal</b>	<b>Other Parties</b>
<b>Sample</b>	<b>736</b>	<b>291</b>	<b>147</b>	<b>82</b>	<b>9</b>	<b>49</b>	<b>25</b>
<b>Progressive Conservative</b>	20	33	8	3	12	4	4
<b>Wildrose Party</b>	25	18	70	4	11	9	8
<b>New Democratic</b>	38	38	12	91	26	51	16
<b>Alberta Party</b>	6	5	4	0	40	6	19
<b>Liberal</b>	7	5	3	1	10	26	5
<b>Other</b>	5	2	4	1	0	5	49

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