



On May 2, 2011, Peter Goldring was re-elected as Member of Parliament for Edmonton East, his sixth election victory since entering politics in 1997. This is his report on the campaign.

want to thank everyone who volunteered for political campaigns in Edmonton East, regardless of party. It is your spirit and passion for your cause that helps make Canada a great country.”

### ELECTION 2011

The election television commercials have long ended and the signs are gone from the streets. Here in Edmonton East and in Ottawa the public saw fit to ask the Conservatives to continue with a majority government. In Edmonton East the Conservative Party received its highest level of support in 31 years. Conservatives are once again on the job for Canadians.

“Indeed all parties are to be commended for their campaigns,” Mr. Goldring says. “A frank and fair exchange of ideas is good for our democracy. I especially

Edmonton East has changed over the years and the main competition to the Conservative Party is no longer the Liberals but the NDP, who have become Official Opposition. Unfortunately NDP Leader Jack Layton has subsequently succumbed to cancer. While they had political differences, Mr. Goldring did have the opportunity to personally thank Jack just after the election. “He and his party, by decimating the Bloc Quebecois in Quebec, have done more to change the national unity political scene than anything I have seen since 1995. I came to Ottawa to work to encourage



**Campaign workers joined Mr. Goldring for sign waves several days each week throughout the campaign. Feedback from motorists was universally positive.**

Canadian unity and am pleased that this final act by the NDP really was the result of years of collective decline of the sepa-



ration movement,” Mr. Goldring says.

In Edmonton East the pressing issue continues to be the economy, although Mr. Goldring continues to work with all three levels of government to institute private sector affordable rental housing projects on the “Mayfair Village Model” for those who are in need.

Out of 17 MPs elected in Edmonton East since 1917 only one other has been elected more than twice. Progressive Conservative Bill Skoreyko was elected seven times between 1958 and 1979.

This election result was the highest winning percentage (53%) of 10 elections (31 years) since Bill Yurko’s 54% win in 1980.

Mr. Goldring realizes that many people have worked countless hours for all parties, helping in many ways to make the campaign as successful as it was. He appreciates the dedication shown by all political volunteers, people who despite political differences have in common the desire to make Canada better.

Hard work pays off. He has done a lot of

community work, and that work, particularly with the ethnic communities, paid dividends as virtually all ethnic communities came forward to give strong support that did not show up in many pre-vote polls.

Edmonton East Conservatives had a great office location, a great sign campaign, street waves and office organization. The campaign BBQ was well received, attended by

about 500-600 people, four times the expected number. Support from the ethnic communities was amazing - Ukrainian, Polish, German, Chinese, Somalian, African, Vietnamese, East Indian, Latino, Arabic, Italian and Fijian. Last day poll numbers, conducted by four or five national polling companies (because Edmonton East was considered a swing

riding) jumped more than seven per cent to final election numbers because of good support in the ethnic communities, which are difficult sometimes to poll accurately.

In Edmonton East the Liberal vote dropped again, even with the national Liberal campaign's attempts to rebuild. In fact, in spite of running a very good, highly visible campaign, Shafik Ruda’s vote percentage at 7% was one of the lowest Liberal percentages in Edmonton, second only to the Liberal in



**Support from Edmonton East’s different ethnic communities was a key factor in the re-election of Member of Parliament Peter Goldring**



Strathcona at 2.8%.

This year, in an equally highly energized and visible campaign, the NDP gained 6% from 2008 when the candidate was also the very popular Ray Martin, former leader of the provincial NDP. In 1997 and since, part of the Reform and Conservative wins come from some of those provincial NDP supporters. It is very important to note here that in 2004 the Edmonton East federal riding included three Liberal and two NDP provincial ridings.

In 1997, Ray Martin ran in Edmonton North and received 15% of the support for the NDP. In 2000, Ray Martin ran in Edmonton Centre-East with his provincial Norwood riding strength area behind him and only received 18%. In 2008 Ray received 32% and this year, with the non-existent Liberal vote, he polled 38%

All in all, Mr. Goldring's original predictions for the election, backed by polling, were 51% + for the Conservatives in Edmonton East. A 15% spread is not bad considering the incredible NDP surge nationally. The NDP had a strong campaign, especially in identifying support and getting their supporters to the polls. They benefited, perhaps 5%, as a re-

sult.

Mr. Goldring also appreciates the scrutineers (from all parties) who volunteered on Election Day to preside at the polling stations to ensure procedures, etc. were followed and to be there for counting the ballots.

The people of Edmonton East have consistently shown that they appreciate the hard work of their Member of Parliament. Mr. Goldring has spent a lot of time working in the different communities that comprise Edmonton East and on Election Day the people showed their appreciation.



**The day after the vote Peter Goldring and a number of supporters did a "thank you" sign wave at 82 Street and 112 Avenue, as he has done after every election since 1997.**

That hard work was evident throughout the campaign. Mr. Goldring believes in

the importance of party name recognition through having many signs throughout the riding. The campaign sign team turned out thousands of signs of all sizes on solid wooden stakes. Those signs were set up at most major intersections in Edmonton East.

"We had a great sign team," Mr. Goldring says. "Our campaign office had a large area dedicated to making signs and we had volunteers every day who made sure that the large 4x8 signs on wood frames were

erected and well anchored. Other candidates used 4x4 smaller signs, not nearly as visible, and used wobbly wire supports for lawn and street signs.” While the majority of the signs were put up by the sign team, Mr. Goldring did install many himself, particularly 20 4x8s on fences the morning the writ dropped. He said people appreciate seeing that their Member of Parliament is not afraid of hard work. Every time he put up signs people would stop their cars and come over to talk about the issues and wish him well.

“I am honoured and privileged to continue to serve as your Member of Parliament in Edmonton East, and always welcome your comments,” Mr. Goldring says. “Your support and commitment is greatly appreciated. I also wish to congratulate all persons who ran or worked to help the Liberals, NDP or Green Party. Democracy was well served in

Edmonton East.”

**ELECTION RESULTS 1993-2011**

Year	Ref/ CA/ CPC	Plurality	Liberal	NDP	Other
1993	33% 11,807	-115	33% 11,922	22% 7,976	12% 4,466
1997	45% 15,475	3,470	35% 12,005	12% 4,096	9% 3,140
2000	43% 17,777	3,487	34% 14,290	18% 7,328	6% 2,279
2004	46% 20,224	6,022	32% 14,202	14% 6,456	6% 2,996
2006	50% 25,086	11,998	26% 13,088	18% 9,423	5% 2,623
2008	51% 21,487	8,169	11% 4,578	32% 13,318	6% 2,488
2011	53% 24,085	6,986	7% 3,132	38% 17,099	3% 1,341

<p>9111 - 118th Ave. Edmonton, AB T5B 0T9 (780) 495-3261 Fax: 495-5142</p>	<p>Web Site: www.petergoldring.ca Email: peter.goldring.c1@parl.gc.ca</p>	<p>411 Justice Bldg. Ottawa, ON K1A 0A6 (613) 992-3821 Fax: 992-6898</p>
<p><i>This brochure series is intended to highlight special issues that Member of Parliament, Peter Goldring, has been involved in. If you wish to comment, please take a moment to fill out the survey below, write or call to the address above.</i></p>		



**Your Opinion Matters...**

Do you now or in the future intend to volunteer for the political party of your choice?


Yes       No

Do you have any concerns or personal observations of the conduct of the last election that you wish to share?

Yes       No

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_



**Peter Goldring**  
**Member of Parliament**  
**Edmonton East**  
**House of Commons**  
**Ottawa, ON K1A 0A6**

**ISSUE #123**