



3rd Bridge Vs. Arts Centre







Lethbridge Public Opinion Study – Winter 2010

March 23, 2010

Dr. Faron Ellis
Citizen Society Research Lab
Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6
faron.ellis@lethbridgecollege.ca
www.lethbridgecollege.ca/go/csrl



Methodology

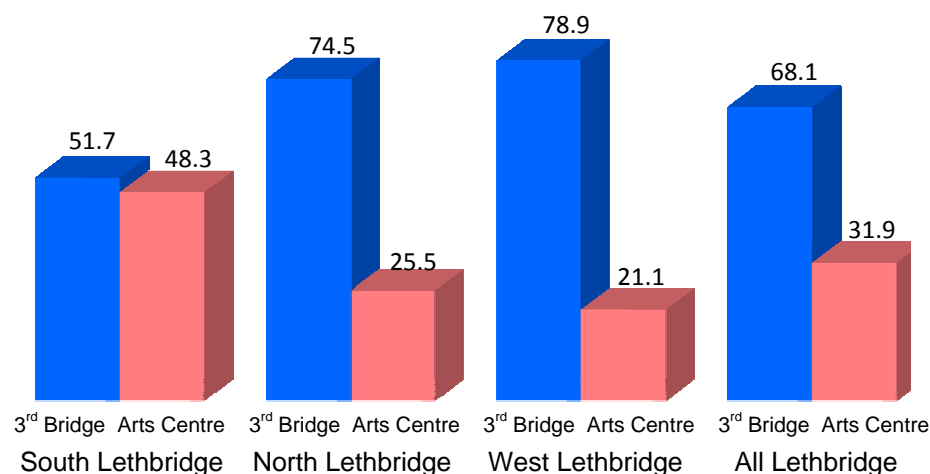
-  **Population** The city of Lethbridge has a total population of 85,492 residents (2009 municipal census) approximately 80.1% of which are 18 years of age or older (68,988). A total of 41,967 Lethbridge residents are male (49.1%) while 43,525 are female (50.9%). South Lethbridge is home to 30,168 residents (35.3%) while the rapidly expanding west side is now home to 30,489 residents (35.7%). There are 24,835 north Lethbridge residents (29.0%). Coaldale has a total population of 6,943 residents (2009 Census).
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2010. Students interviewed 888 adult Lethbridge and Coaldale residents by telephone on February 6 – 8, 2010 under the supervision of School of Liberal Arts faculty members Faron Ellis, PhD and Marda Schindeler, MA. Telephone numbers were selected from a sample drawn from InfoCanada directories. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes for samples from previous Lethbridge and Alberta Public Opinion Studies can be obtained by visiting the CSRL web pages at: www.lethbridgecollege.ab.ca/go/csrl
-  **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, age and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 3.27 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the margin of error is ± 3.5 percentage points, 19 times out of 20 for the Lethbridge subsample and ± 8.8 percentage points for the Coaldale subsample.
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications developed by the Open Source Learning Lab. We thank Dr. James Manis and the OSL for their efforts in working with us to establish and maintain the IB Commons Call Centre.
-  **Sponsorship** These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular set of question was derived from the research interests of College students and faculty.

3rd Bridge vs. Performing Arts Centre

- When asked to choose between two high profile infrastructure projects that have been in the news recently, Lethbridge residents clearly sided with the proposed 3rd bridge connecting west and south Lethbridge over the proposed performing arts centre. By more than a two to one margin, Lethbridge residents would prefer a 3rd bridge be built (65.2%) as opposed to a new performing arts centre (30.5%). Although not prompted to do so, a few Lethbridge residents stated that they wanted both (1.7%) or neither (2.6%) to be built.
- West Lethbridge (78.9%) and north Lethbridge (74.5%) residents are most in favor of the proposed Chinook Trail Bridge, while south Lethbridge residents are more evenly split between the bridge (51.7%) and the performing arts centre (48.3%).

| 3 rd Bridge vs. Arts Centre (%) | All Respondents n=761 (± 3.5%) | South Lethbridge | North Lethbridge | West Lethbridge | All Lethbridge |
|--|-----------------------------------|------------------|------------------|-----------------|----------------|
| 3 rd Bridge | 65.2 | 51.7 | 74.5 | 78.9 | 68.1 |
| Arts Centre | 30.5 | 48.3 | 25.5 | 21.1 | 31.9 |
| Both Equally | 1.7 | | | | |
| Neither | 2.6 | | | | |

Note: Due to rounding, proportions may not total exactly 100%



3rd Bridge vs. Performing Arts Centre (%)

| Region* | South Lethbridge | North Lethbridge | West Lethbridge | All Residents |
|------------------------|------------------|------------------|-----------------|---------------|
| 3 rd Bridge | 51.7 | 74.5 | 78.9 | 68.1 |
| Arts Centre | 48.3 | 25.5 | 21.1 | 31.9 |

| Gender | Male | Female |
|------------------------|------|--------|
| 3 rd Bridge | 65.3 | 70.7 |
| Arts Centre | 34.7 | 29.3 |

| Household Income | Under \$40,000 | \$40-\$80,000 | Over \$80,000 |
|------------------------|----------------|---------------|---------------|
| 3 rd Bridge | 70.7 | 69.0 | 70.3 |
| Arts Centre | 29.3 | 31.0 | 29.7 |

| Education* | High School or less | Some Post Secondary | College-Tech-Trade | University Grad |
|------------------------|---------------------|---------------------|--------------------|-----------------|
| 3 rd Bridge | 75.8 | 75.9 | 74.5 | 53.0 |
| Arts Centre | 24.2 | 24.1 | 25.5 | 47.0 |

| Age | 18-29 | 30-44 | 45-64 | 65 and older |
|------------------------|-------|-------|-------|--------------|
| 3 rd Bridge | 64.0 | 81.3 | 67.7 | 59.9 |
| Arts Centre | 36.0 | 18.7 | 32.3 | 40.1 |

| Religious Participation | 1-3 per month/more | Several per year | Rarely/never |
|-------------------------|--------------------|------------------|--------------|
| 3 rd Bridge | 67.6 | 66.7 | 69.8 |
| Arts Centre | 32.4 | 33.3 | 30.2 |

| Provincial Vote Intention | PC | Liberal | NDP | Wildrose Alliance | Undecided |
|---------------------------|------|---------|------|-------------------|-----------|
| 3 rd Bridge | 73.9 | 58.1 | 48.5 | 78.6 | 71.6 |
| Arts Centre | 26.1 | 41.9 | 51.5 | 21.4 | 28.4 |

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Demographics

| Gender (%) | Area of City (%) | Income (%) | Education (%) | Age (%) |
|-------------|------------------|---------------------|----------------------|------------------|
| Male 48.9 | South 35.6 | Under \$40,000 23.6 | H-School/less 21.3 | 18-29 23.5 |
| Female 51.1 | North 29.1 | \$40-\$80,000 44.2 | Some P-Sec. 21.4 | 30-44 21.9 |
| | West 35.3 | Over \$80,000 32.2 | Col-Tech-Grad 26.0 | 45-64 33.6 |
| | | | University Grad 31.3 | 65 or older 21.1 |

| Religious Participation (%) | Federal Vote Intention (%) | Provincial Vote Intention (%) |
|-----------------------------|----------------------------|-------------------------------|
| 2-3/month or more 30.8 | Conservative 47.8 | PC 29.0 |
| Several/year 22.8 | Liberal 19.8 | Liberal 22.3 |
| Rarely-never 46.4 | NDP 10.2 | NDP 12.4 |
| | Green 9.3 | Wildrose Alliance 20.9 |
| | Undecided 13.0 | Undecided 15.4 |

Question

Two city of Lethbridge infrastructure projects have been in the news recently, the proposed 3rd bridge linking west Lethbridge with south Lethbridge (Chinook Trail location) and the proposed performing arts centre (downtown location). Please tell me which one you think should be built first?

- 3rd Bridge
- Arts Centre
- Both (unprompted)
- Neither (unprompted)