



Lethbridge Public Opinion Study – Fall 2008







Alberta Premier Ed Stelmach Performance Evaluations

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Methodology

-  **Population** The city of Lethbridge has a total population of 83,960 residents (2008 municipal census) approximately 80% of which are 18 years of age or older (67,168). A total of 41,160 Lethbridge residents are male (49.0%) while 42,800 are female (51.0%). South Lethbridge is home to 29,773 residents (35.5%) while the rapidly expanding west side is now home to 29,673 residents (35.3%). There are 24,514 north Lethbridge residents (29.2%).
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2008. Students interviewed 955 adult city of Lethbridge residents by telephone on October 4 and 5, 2008 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 out of their day to respond to our survey. Full methodological notes for samples from previous Lethbridge 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 ± 3.15 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.
-  **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 OSLL 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.

Alberta Premier Ed Stelmach Performance Evaluations

Alberta premier Ed Stelmach currently receives slightly more positive (36.8%) than negative (24.0%) evaluations from city of Lethbridge residents, while about one in four city residents provide the premier with more neutral evaluations (39.2%). The Premier's positive evaluations are up slightly from 29.1% the last time we consulted Lethbridge residents in February of 2008. His negative evaluations have dropped slightly from 28.3% in February.

Over time, fewer and fewer Lethbridge residents are taking a neutral position with respect to the premier (from 50% in October 2007, to 42.5% in February 2008 and 39.2% currently). The Premier's negative evaluations peaked in February of 2008 (28.3%) at the same time his positive evaluations hit their low point (29.1%). Since being re-elected premier, his positives are up slightly and his negatives are down slightly.

The Premier has no significant gender gap in his performance evaluations, with men (36.1%) almost as likely to evaluate the premier positively as are women (37.4%), although men (27.8%) are slightly more critical of the premier than are women (20.4%).

South Lethbridge residents (40.6%) provide the premier with slightly more positive evaluations than do north (35.0%) and west Lethbridge residents (34.8%). Older residents (39.6%) are slightly more positive than are other age groups while middle income households (40.4%) are more positive than are other income groups.

The Premier receives more positive than negative evaluations from all demographic groups.

Premier Stelmach Performance

	October '07	February '08	October '08
Good	31.6	29.1	36.8
Adequate	50.0	42.5	39.2
Poor	18.4	28.3	24.0

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

Premier Stelmach performance by demographic group (%)

	Male	Female	All Residents
Good	36.1	37.4	36.8
Adequate	36.1	42.3	39.2
Poor	27.8	20.4	24.0

	South	North	West
Good	40.6	35.0	34.8
Adequate	37.1	39.2	41.1
Poor	22.4	25.9	24.1

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Good	36.7	40.4	31.4
Adequate	39.9	36.5	41.4
Poor	23.4	23.0	27.2

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	39.7	31.2	42.5	33.7
Adequate	38.4	44.4	35.3	38.2
Poor	21.9	24.3	22.2	28.0

	18-29	30-44	45-64	65 and older
Good	35.4	37.1	35.7	39.6
Adequate	38.8	40.2	40.6	37.6
Poor	25.8	22.7	23.8	22.8

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.9	South	35.3	Under \$40,000	33.6	H-School/less	24.9	18-29	23.9
Female	51.1	North	29.4	\$40-\$80,000	36.8	Some P-Sec.	22.0	30-44	21.8
		West	35.3	Over \$80,000	29.6	Col-Tech-Grad	25.1	45-64	31.5
						University Grad	28.0	65 or older	22.9

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

Questions

How would you rate the overall performance of Alberta Premier Ed Stelmach?