



Alderman vs. Councilor







Lethbridge Public Opinion Study – Winter 2011

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Methodology

-  **Population** The city of Lethbridge has a total population of 86,659 residents (2010 municipal census) approximately 80% of which are 18 years of age or older (69,327). A total of 42,373 Lethbridge residents are male (48.9%) while 44,286 are female (51.1%). South Lethbridge is home to 30,144 residents (34.8%) while the rapidly expanding west side is now home to 31,399 residents (36.2%). There are 25,116 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 2011. Students interviewed 771 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 12–13, 2011 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 to even better reflect the population (gender, age and area of the city).
-  **Confidence** The weighted sample yields a margin of error of ± 3.51 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the Lethbridge subsample margin of error is ± 3.77 percentage points, 19 times out of 20, and ± 9.52 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.

Alderman vs. Councilor Title for Those Elected to Lethbridge City Council

When asked their preferences concerning what title those elected to the Lethbridge City Council should hold, more Lethbridge residents (44.6%) stated that they preferred to keep the title of alderman than change to councilor (29.8%). Fully one-quarter of all decided respondents (25.6%) insisted that they did not care what the title was.

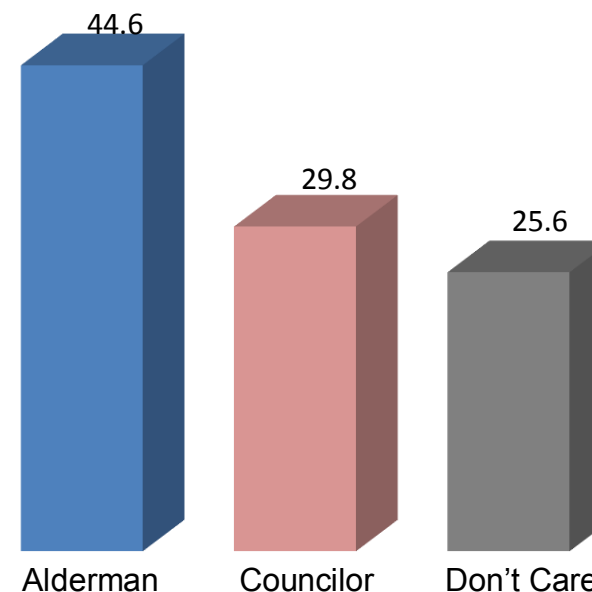
It is important to note that respondents were not prompted with the Don't Care response. Rather, each of those who provided that response did so voluntarily and continued to tell us to record that response even after being probed to select one or the other of the prompted responses.

Interestingly, no significant gender differences were measured with men (46.1%) only slightly more likely than women (43.5%) to prefer continuing with the title alderman.

No significant differences are measured between areas of the city, income levels or religious participation.

Age has a significant if somewhat counterintuitive impact on opinion. The youth (57.6%) are most supportive of continuing with alderman while seniors (37.6%) are the only age group to have slightly more support for changing to councilor than maintaining the status quo. Seniors are also most likely to state that they don't care (29.8%).

Clearly, this is not a pressing issue for most Lethbridge voters.



Alderman vs. Councilor (%)

	All Respondents		Decided Respondents
Alderman	41.9	Alderman	44.6
Councilor	28.0	Councilor	29.8
Don't Care	24.0	Don't Care	25.6
Don't Know	6.1		

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

Alderman vs. Councilor Title for Those Elected to Lethbridge City Council (%)

Region	South	North	West	All Lethbridge
Alderman	42.9	40.7	49.2	44.6
Councilor	33.0	32.5	24.8	29.8
Don't Care	24.1	26.8	26.0	25.6

Gender	Male	Female
Alderman	46.1	43.5
Councilor	28.2	31.3
Don't Care	25.7	25.2

Household Income	Under \$40,000	\$40-\$80,000	Over \$80,000
Alderman	46.7	45.2	45.6
Councilor	30.0	30.1	30.8
Don't Care	23.3	24.7	23.7

Education	High School or less	Some Post Secondary	College-Tech-Trade Graduate	University Graduate
Alderman	43.1	50.4	48.8	38.9
Councilor	29.9	33.1	26.2	30.5
Don't Care	27.1	16.5	25.0	30.5

Age*	18-29	30-44	45-64	65 and older
Alderman	57.6	50.8	43.5	32.6
Councilor	24.2	24.2	29.7	37.6
Don't Care	18.2	25.0	26.8	29.8

Religious Participation	1-3/month or more	Several per year	Rarely/never
Alderman	44.7	47.3	43.5
Councilor	28.1	33.3	29.3
Don't Care	27.2	19.4	27.2

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

Alderman vs. Councilor Title for Those Elected to Lethbridge City Council (%)

- When analyzing opinion among different age and education groups while controlling for sex, we discover that age does have more significant impact on male opinion than on female opinion. Young men are the most supportive of maintaining the title of Alderman (65.4%) while a majority of gen-x women are also supportive of maintaining that title (52.9%). More women in all groups except seniors would prefer to keep the title of Alderman.
- Education has no significant impact on either male or female opinion on this issue.

Age

Male**	18-29	30-44	45-64	65 and older
Alderman	65.4	45.6	41.2	32.9
Councilor	19.2	26.3	28.4	38.8
Don't Care	15.4	28.1	30.4	28.2

Female*	18-29	30-44	45-64	65 and older
Alderman	44.6	52.9	45.9	32.0
Councilor	32.1	24.3	31.2	37.1
Don't Care	23.2	22.9	22.9	30.9

Education

Male	High School or less	Some Post Secondary	College-Tech-Trade Graduate	University Graduate
Alderman	42.6	50.7	54.7	36.6
Councilor	30.9	31.9	25.6	26.7
Don't Care	26.5	17.4	19.8	36.6

Female	High School or less	Some Post Secondary	College-Tech-Trade Graduate	University Graduate
Alderman	42.9	48.5	43.2	41.0
Councilor	28.6	35.3	25.9	34.3
Don't Care	28.6	16.2	30.9	24.8

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05; ** sig < 0.01

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	49.1	South	33.3	Under \$40,000	35.7	H-School/less	22.9	18-29	21.6
Female	50.9	North	30.1	\$40-\$80,000	34.6	Some P-Sec.	21.3	30-44	20.6
		West	36.6	Over \$80,000	29.6	Col-Tech-Grad	25.7	45-64	30.8
						University Grad	30.1	65 or older	27.0

Religious Participation (%)	
2-3/month or more	37.2
Several/year	15.0
Rarely-never	47.9

Question

Please tell me if you think the formal title of those elected to the Lethbridge city council should be alderman or councilor?

- Alderman
- Councilor
- Don't care (unprompted)
- Don't know (unprompted)
- Refused (unprompted)