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Fall 2005 Lethbridge Public Opinion Study







Canada-USA Relations

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Methodology

-  **Population** The city of Lethbridge has a total population of 77,202 residents (2005 municipal census) approximately 79% of which are 18 years of age or older (61,250 est.). A total of 37,546 residents are male (48.6%) while 39,656 are female (51.4%). South Lethbridge is home to 27,894 residents (36.1%) while the rapidly expanding west side is now home to 26,407 residents (34.2%). There are 22,911 north Lethbridge residents (29.7%).
-  **Sample** Data were collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College. In the fall of 2005 Students interviewed 584 adult residents of the city of Lethbridge on October 1st and 2nd 2005 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing from a sample drawn from the Telus Superpages. We sincerely thank Western Wats for their hospitality.
-  **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 and area of the city).
-  **Confidence** The weighted sample yields a margin of error of $\pm 4\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.
-  **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 LCC. This particular set of questions arose out of student interest and our ongoing tracking of Lethbridge residents' opinion on important public policy issues.

Canada-USA Relations

-  Lethbridge residents are three times more likely to believe that Prime Minister Paul Martin is doing a poor job handling Canada-USA relations than to believe he is doing a good job. Almost half of all Lethbridge residents (47.7%) believe the Canadian prime minister is handling Canada-USA relations poorly. Only 16.4% believe he is doing a good job while slightly more than one-third (35.9%) believe he is performing adequately.
-  South Lethbridge residents (20.7%), lower income residents (24.2%), the youth (22.0%) and seniors (24.7%) are most likely to believe the prime minister is doing a good job. West Lethbridge residents (51.5%), upper income residents (54.1%) and “boomers” (57.2%) are most likely to believe the prime minister is performing poorly.
-  Liberal voters (27.1%) are most likely to believe Martin is performing well, while Conservative voters (58.6%) and the undecided (57.5%) are most likely to believe he is performing poorly.
-  Lethbridge residents are ten times more likely to state that USA President George Bush is doing a poor job handling Canada-USA relations than to state he is doing a good job. Only 6.9% of all Lethbridge residents believe Bush to be doing a good job handling Canada-USA relations. Fully 71.6% believe he is doing a poor job. About one in five Lethbridge residents (21.5%) believe the USA president is adequately handling Canada-USA relations.
-  North Lethbridge residents (74.4%), university grads (77.3%) and “boomers” (75.1%) are most critical of Bush.
-  Liberal voters (79.0%), New Democrats (76.4%) and the undecided (74.4%) are most likely to state Bush is doing a poor job while Conservative voters (64.5%) are slightly less critical.

Note: Data were collected in early October of 2005, approximately six weeks prior to the start of the 2005-2006 federal election campaign.

Martin's Handling of Canada-USA Relations by demographic group (%) (October 2005)

	Male	Female	All Residents
Good	15.5	17.2	16.4
Adequate	33.8	37.9	35.9
Poor	50.7	44.8	47.7

	South	North	West
Good	20.7	16.4	11.9
Adequate	33.5	38.0	36.6
Poor	45.8	45.6	51.5

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Good	24.2	13.1	12.8
Adequate	33.7	38.0	33.0
Poor	42.1	48.9	54.1

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	20.5	16.3	16.1	12.7
Adequate	27.3	43.4	33.1	38.0
Poor	52.3	40.4	50.8	49.3

	18-29	30-44	45-64	65 and older
Good	22.0	10.8	10.7	24.7
Adequate	36.4	45.0	32.1	29.4
Poor	41.6	44.2	57.2	45.9

	Conservative	Liberal	NDP	Undecided
Good	11.6	27.1	18.3	11.0
Adequate	29.9	45.8	43.7	31.5
Poor	58.6	27.1	38.0	57.5

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

Bush's Handling of Canada-USA Relations by demographic group (%) (October 2005)

	Male	Female	All Residents
Good	5.7	7.8	6.9
Adequate	21.4	21.4	21.5
Poor	72.9	70.7	71.6

	South	North	West
Good	8.3	4.7	7.0
Adequate	19.6	20.9	24.1
Poor	72.1	74.4	68.8

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Good	8.2	6.9	6.4
Adequate	23.6	20.2	20.2
Poor	68.1	73.0	73.4

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	9.6	8.2	6.8	2.0
Adequate	23.5	21.6	20.5	20.7
Poor	66.9	70.2	72.6	77.3

	18-29	30-44	45-64	65 and older
Good	8.0	5.7	5.3	10.6
Adequate	21.0	24.6	19.6	22.4
Poor	71.0	69.7	75.1	67.1

	Conservative	Liberal	NDP	Undecided
Good	10.4	5.0	4.2	5.1
Adequate	25.1	16.0	19.4	20.5
Poor	64.5	79.0	76.4	74.4

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.3	South	36.0	Under \$30,000	34.8	H-School/less	23.8	18-29	30.5
Female	51.7	North	29.7	\$30-\$70,000	44.3	Some P-Sec.	29.9	30-44	20.9
		West	34.3	Over \$70,000	21.0	Col-Tech-Grad	20.3	45-64	33.2
						University Grad	26.1	65 or older	15.3

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

Questions

How would you rate Prime Minister Paul Martin's handing of Canada-US relations?

How would you rate United States President Bush's handing of Canada-US relations?