



City of Lethbridge Snow Clearing and Removal

Lethbridge Public Opinion Study – Winter 2009

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



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 in the winter of 2008. Students interviewed 637 adult city of Lethbridge residents by telephone on February 4, 7 and 8, 2009 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 ± 3.9 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 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.

City of Lethbridge Snow Clearing and Removal

Lethbridge residents have mixed opinions about how well the city has been performing this winter in clearing and removing snow from city streets. Although a sizable contingent of residents believe the city has performed poorly (41.1%), a majority believe the city has either performed adequately (30.3%) or is doing a good job (28.9%).

When considering those with the strongest opinions, 15.5% of all residents think the city has been doing a very poor job, twice as many as those who think it is doing a very good job (7.2%).

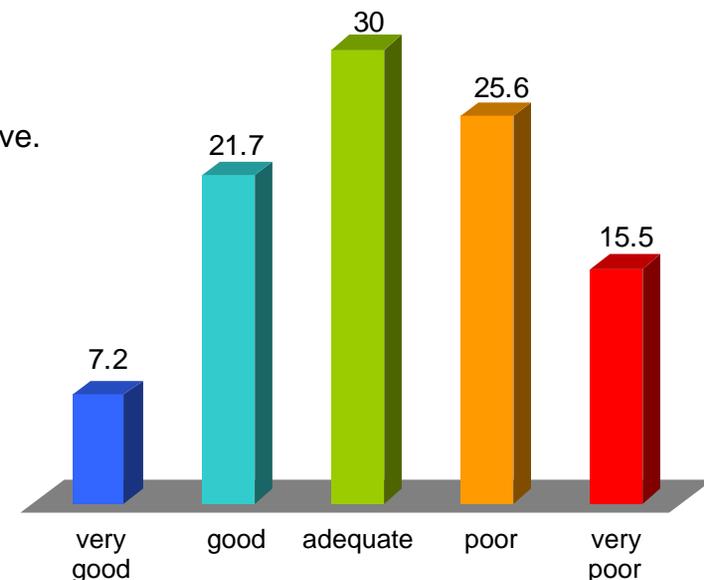
West Lethbridge residents are almost twice as likely to rate snow removal efforts as poor (43.8%) than good (22.3%), while south and north Lethbridge residents provided very similar evaluations, only slightly more negative than positive.

Women (45.3%), lower income earners (45.4%) and younger residents are most likely to provide negative evaluations.

Seniors, middle income earners and men are among the most positive.

Lethbridge Snow Clearing and Removal

Very good	7.2	Good	28.9
Good	21.7	Adequate	30.0
Adequate	30.0	Poor	41.1
Poor	25.6		
Very poor	15.5		



Snow Clearing & Removal by demographic group (February 2009) (%)

Gender	Male	Female	All Lethbridge
Good	30.1	27.8	28.9
Adequate	33.0	26.9	30.0
Poor	36.9	45.3	41.1

Area	South Lethbridge	North Lethbridge	West Lethbridge
Good	32.4	32.8	22.6
Adequate	28.7	26.9	33.6
Poor	38.9	40.3	43.8

Household Income	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Good	21.3	34.8	30.4
Adequate	33.3	28.6	28.6
Poor	45.4	36.6	41.0

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	30.9	27.6	30.4	27.1
Adequate	36.8	29.0	29.1	26.6
Poor	32.4	43.4	40.5	46.3

Age	18-29	30-44	45-64	65 and older
Good	25.0	25.5	32.9	30.9
Adequate	28.8	26.8	27.1	39.0
Poor	46.2	47.7	40.1	30.1

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

Snow Clearing & Removal by demographic group (February 2009) (%)

Gender	Male	Female	All Lethbridge
Very good	8.4	5.9	7.2
Good	21.7	21.9	21.7
Adequate	33.0	26.9	30.0
Poor	22.7	28.4	25.6
Very poor	14.2	16.9	15.5

Area	South Lethbridge	North Lethbridge	West Lethbridge
Very good	8.3	8.6	4.8
Good	24.0	24.2	17.6
Adequate	28.6	26.9	33.5
Poor	22.6	26.3	28.2
Very poor	16.6	14.0	15.9

Household Income	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Very good	4.4	4.0	13.0
Good	16.9	30.8	17.4
Adequate	33.3	28.6	28.6
Poor	29.0	25.6	20.5
Very poor	16.4	11.0	20.5

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very good	8.1	4.1	10.8	5.3
Good	22.8	23.4	19.7	21.8
Adequate	36.8	29.0	29.3	26.6
Poor	19.1	32.4	24.2	26.6
Very poor	13.2	11.0	15.9	19.7

Age	18-29	30-44	45-64	65 and older
Very good	4.5	5.8	10.6	5.9
Good	20.5	19.5	22.2	24.4
Adequate	28.8	26.6	27.1	39.3
Poor	31.1	29.9	25.1	17.0
Very poor	15.2	18.2	15.0	13.3

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.6	South	35.0	Under \$40,000	32.4	H-School/less	21.8	18-29	21.0
Female	51.4	North	29.2	\$40-\$80,000	39.5	Some P-Sec.	23.2	30-44	24.1
		West	35.8	Over \$80,000	28.1	Col-Tech-Grad	25.1	45-64	32.5
						University Grad	29.8	65 or older	22.4

Federal Vote Intention (%)		Religious Participation (%)	
Conservative	57.5	2-3/month-more	29.6
Liberal	18.6	Several/year	20.4
NDP	10.6	Rarely-never	49.9
Green	5.7		
Undecided	7.7		

Question

How would you rate the City of Lethbridge's performance in clearing and removing snow from city streets this winter?