



2007 Lethbridge Public Opinion Study (Fall)

Downtown Lethbridge Issues

for

Downtown Lethbridge Business Revitalization Zone









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Methodology

-  **Population** The city of Lethbridge has a total population of 81,692 residents (2007 municipal census) approximately 80% of which are 18 years of age or older (65,832). A total of 39,941 Lethbridge residents are male (48.9%) while 41,751 are female (51.1%). South Lethbridge is home to 29,225 residents (35.8%) while the rapidly expanding west side is now home to 28,443 residents (34.8%). There are 24,024 north Lethbridge residents (29.4%).
-  **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 2007. Students interviewed 866 adult city of Lethbridge residents by telephone from September 26th to 30th 2007. Telephone numbers were selected from a sample drawn from Info Canada directories. We sincerely appreciate and thank all those who took time out of their day to respond to our survey. Full methodological notes for the 2004 sample 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 and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of $\pm 3.3\%$, 19 times out of 20 for the full Lethbridge sample. 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 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 question was sponsored by the Downtown Lethbridge Business Revitalization Zone. We thank the BRZ for their support of our research endeavors.

Recommend Downtown to Visitors (%)

- A majority of Lethbridge residents are likely to recommend visitors to the city go downtown for shopping, entertainment (70.1%). Over one-quarter of all residents (27.2%) are very likely to recommend visitors go downtown, while a further two in five residents (42.8%) are somewhat likely. Slightly less than one in five residents (19.1%) are somewhat unlikely to recommend visitors go downtown, while only 10.8% are very unlikely to recommend a trip downtown.
- Women (72.0%), south (72.2%) and west (71.3%) Lethbridge residents, and older residents are most likely to recommend visitors go downtown. Men (68.0%), middle income residents (68.0%), and the youth (62.0%) are less likely to recommend visitors go downtown.

Recommend Downtown to Visitors (%)

	2004	2007		2004	2007
Very Likely	35.3	27.2			
Somewhat Likely	38.3	42.8	Likely	73.6	70.1
Somewhat Unlikely	16.8	19.1	Unlikely	26.4	29.9
Very Unlikely	9.6	10.8			

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

Downtown Streetscape Infrastructure Improvements (%)

- A strong majority of Lethbridge residents (85.2%) support the City of Lethbridge investing in streetscape infrastructure improvements in downtown Lethbridge. Almost one-third of all residents (30.4%) strongly support streetscape infrastructure improvements while a further 54.8% are somewhat supportive. Only 11.4% of all residents are somewhat opposed, and fewer still are strongly opposed (3.4%).
- West Lethbridge residents (87.6%) and upper income earners (90.3%) are most supportive. The youth (79.1%) and north Lethbridge residents (82.6%) are somewhat less supportive, but still demonstrate much more overall support than opposition.

Downtown Streetscape Infrastructure Improvements (%)

	2007		2007
Strongly Support	30.4	Support	85.2
Somewhat Support	54.8	Oppose	14.8
Somewhat Oppose	11.4		
Strongly Oppose	3.4		

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

Downtown Infrastructure Maintenance Program (%)

- An overwhelming majority of Lethbridge residents (94.0%) support the City of Lethbridge establishing a maintenance and upkeep program to ensure downtown infrastructure remains clean and safe for all downtown visitors. Over one-third of all residents (37.7%) strongly support establishing a maintenance program, while a further 56.3% are somewhat supportive. Only 4.8% and 1.3% are somewhat or strongly opposed.
- Overwhelming majorities in all demographic categories demonstrate support for establishing an infrastructure maintenance and upkeep program for downtown Lethbridge.

Downtown Infrastructure Maintenance Program (%)

	2007		2007
Strongly Support	37.7		
Somewhat Support	56.3	Support	94.0
Somewhat Oppose	4.8	Oppose	6.0
Strongly Oppose	1.3		

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

Recommend Downtown to Visitors (%)

	Male	Female	All Residents
Likely	68.0	72.0	70.1
Unlikely	32.0	28.0	29.9

	South	North	West
Likely	72.2	65.9	71.3
Unlikely	27.8	34.1	28.7

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Likely	73.3	68.0	74.1
Unlikely	26.7	32.0	25.9

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Likely	74.0	69.7	70.0	66.5
Unlikely	26.0	30.3	30.0	33.5

	18-29	30-44	45-64	65 and older
Likely	62.0	73.1	72.4	74.0
Unlikely	38.0	26.9	27.6	26.0

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

Downtown Streetscape Infrastructure Improvements (%)

	Male	Female	All Residents
Support	84.6	85.8	85.2
Oppose	15.4	14.2	14.8

	South	North	West
Support	84.9	82.6	87.6
Oppose	15.1	17.4	12.4

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Support	87.7	82.2	90.3
Oppose	12.3	17.8	9.7

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	87.7	82.2	90.3	87.7
Oppose	12.3	17.8	9.7	12.3

	18-29	30-44	45-64	65 and older
Support	79.1	88.2	87.7	86.5
Oppose	20.9	11.8	12.3	13.5

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

Downtown Infrastructure Maintenance Program (%)

	Male	Female	All Residents
Support	92.5	95.5	94.0
Oppose	7.5	4.5	6.0

	South	North	West
Support	95.0	92.9	93.9
Oppose	5.0	7.1	6.1

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Support	95.0	91.9	94.2
Oppose	5.0	8.1	5.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	95.5	95.8	95.9	89.8
Oppose	4.5	4.2	4.1	10.2

	18-29	30-44	45-64	65 and older
Support	94.5	92.5	94.3	94.1
Oppose	5.5	7.5	5.7	5.9

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

Recommend Downtown to Visitors (%)

	Male	Female	All Residents
Very Likely	24.4	29.2	26.8
Somewhat Likely	42.5	42.0	42.2
Somewhat Unlikely	20.5	17.4	18.9
Very Unlikely	11.3	10.3	10.8
Don't Know	1.4	1.1	1.2

	South	North	West
Very Likely	25.6	22.5	31.7
Somewhat Likely	45.0	42.6	39.4
Somewhat Unlikely	20.1	17.1	19.0
Very Unlikely	7.1	16.7	9.5
Don't Know	2.3	1.2	0.3

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Very Likely	33.6	16.7	35.4
Somewhat Likely	38.1	50.9	38.0
Somewhat Unlikely	14.6	22.6	14.6
Very Unlikely	11.6	9.1	10.4
Don't Know	2.2	0.7	1.6

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very Likely	23.2	29.7	22.9	32.7
Somewhat Likely	37.9	42.4	48.9	40.2
Somewhat Unlikely	23.7	16.3	20.2	15.4
Very Unlikely	13.8	10.5	7.2	10.2
Don't Know	1.3	1.2	.9	1.6

	18-29	30-44	45-64	65 and older
Very Likely	26.5	27.8	26.5	26.8
Somewhat Likely	47.5	40.5	42.8	38.1
Somewhat Unlikely	16.5	20.5	20.1	17.5
Very Unlikely	9.5	9.3	9.5	15.5
Don't Know	0.0	2.0	1.1	2.1

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

Downtown Streetscape Infrastructure Improvements (%)

	Male	Female	All Residents
Strongly Support	30.6	28.4	29.5
Somewhat Support	52.1	54.1	53.1
Somewhat Oppose	11.1	11.0	11.0
Strongly Oppose	3.7	2.7	3.2
Don't Know	2.5	3.8	3.2

	South	North	West
Strongly Support	30.4	25.6	31.6
Somewhat Support	51.5	53.5	54.3
Somewhat Oppose	12.6	12.0	8.6
Strongly Oppose	1.9	4.7	3.5
Don't Know	3.6	4.3	1.9

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Support	33.2	26.1	33.3
Somewhat Support	52.6	53.5	54.2
Somewhat Oppose	9.3	13.4	6.3
Strongly Oppose	2.6	3.9	3.6
Don't Know	2.2	3.2	2.6

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Support	23.1	31.0	26.3	36.7
Somewhat Support	51.1	55.2	59.4	47.8
Somewhat Oppose	15.1	10.9	11.6	6.8
Strongly Oppose	4.4	.6	.9	6.0
Don't Know	6.2	2.3	1.8	2.8

	18-29	30-44	45-64	65 and older
Strongly Support	34.0	35.0	26.1	24.1
Somewhat Support	57.5	50.7	55.1	47.7
Somewhat Oppose	5.0	8.9	11.3	19.0
Strongly Oppose	3.0	3.0	3.9	3.1
Don't Know	0.5	2.5	3.5	6.2

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

Downtown Infrastructure Maintenance Program (%)

	Male	Female	All Residents
Strongly Support	34.0	39.6	36.9
Somewhat Support	56.3	54.1	55.2
Somewhat Oppose	6.4	3.1	4.8
Strongly Oppose	0.9	1.6	1.2
Don't Know	2.3	1.6	1.9

	South	North	West
Strongly Support	39.6	32.9	37.7
Somewhat Support	52.9	58.9	54.4
Somewhat Oppose	4.5	4.3	5.1
Strongly Oppose	0.3	2.3	1.3
Don't Know	2.6	1.6	1.6

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Strongly Support	42.9	35.7	34.6
Somewhat Support	50.0	55.2	58.6
Somewhat Oppose	4.1	7.0	4.2
Strongly Oppose	0.7	1.0	1.6
Don't Know	2.2	1.0	1.0

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Support	35.6	43.4	31.8	38.6
Somewhat Support	58.7	50.3	62.8	48.8
Somewhat Oppose	3.6	3.5	4.0	7.1
Strongly Oppose	1.3	0.6	0.0	2.8
Don't Know	0.9	2.3	1.3	2.8

	18-29	30-44	45-64	65 and older
Strongly Support	38.8	37.6	38.5	32.0
Somewhat Support	55.7	52.7	54.4	58.8
Somewhat Oppose	5.0	5.4	4.2	4.6
Strongly Oppose	0.5	2.0	1.4	1.0
Don't Know	0.0	2.4	1.4	3.6

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	35.8	H-School/less	27.8	18-29	22.9
Female	51.4	North	29.3	\$40-\$80,000	39.3	Some P-Sec.	19.1	30-44	23.3
		West	35.7	Over \$80,000	24.9	Col-Tech-Grad	25.6	45-64	31.9
						University Grad	27.4	65 or older	21.8

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

Questions

- Q. If someone you know was visiting Lethbridge, how likely are you to recommend they go downtown for shopping, dining, or entertainment?
- Q. Please tell me how much you support or oppose the City of Lethbridge investing in streetscape infrastructure improvements in downtown to create a more pedestrian friendly environment..
- Q. Please tell me how much you support or oppose the City of Lethbridge establishing a maintenance and upkeep program to ensure downtown infrastructure remains clean and safe for all downtown visitors.