

2004 Lethbridge Public Opinion Study (Fall)

## Economic Impact of BSE

for  
Global News

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# City of Lethbridge

Located in southwestern Alberta, the city of Lethbridge is home to 72,717 residents, 57,674 of which are 18 years of age or older.



The city is divided into six census areas, two each for its South, North and West geographic areas. It is divided north and south by Alberta highway 3, and east west by the Oldman River.

South Lethbridge's 27,941 residents represent 38.4 of the city's total population. West Lethbridge (22,429) and north Lethbridge (22,347) represent 30.8 and 30.7 respectively.

## Methodology

This report is based on data collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College in the fall of 2004. Students interviewed 508 adult residents on October 2<sup>nd</sup> and 3<sup>rd</sup>, 2004 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random digit predictive dialing. We sincerely thank Western Wats for their hospitality.

The weighted sample yields a margin of error of  $\pm 4.3\%$ , 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population.

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. Global News Lethbridge sponsored this particular question. We thank the Global for their support of our research endeavors. What follows is a selection of our findings based on the question below.

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**Q.** The BSE mad-cow situation has affected many Lethbridge residents in a variety of ways. Please tell me which of the following best represents how the BSE mad-cow situation has affected your own personal economic situation

## Impact of BSE on Personal Economic Situation

Almost two-thirds of all Lethbridge adult residents (65.4%) believe that their personal economic situation has not changed because of the BSE mad-cow situation.

A further 7% believe their personal economic situation has improved with 2.7% stating it has significantly improved.

Over one-quarter of all residents (27.6%) believe their personal economic situation has worsened with 8.1% stating the BSE issue has caused a significant worsening of their personal economic situation.

College, technical and trade school graduates are most likely to be negatively impacted (39.2%) followed by those aged 45 to 64 (34.3%) and those living in higher income households (29.8%).

University graduates (71.7%), the youth 69.6% and low income earners (68.2%) report the least impact on their personal economic situation.

### Impact of BSE on Personal Economic Situation

Significantly Improved	2.7
Slightly Improved	4.3
No Change	65.4
Slightly Worsened	19.5
Significantly Worsened	8.1

## Tabular Data

### Impact of BES on Personal Economic Situation (%)

Q. The BSE mad-cow situation has affected many Lethbridge residents in a variety of ways. Please tell me which of the following best represents how the BSE mad-cow situation has affected your own personal economic situation.

#### BSE Economic Impact by Gender (%)

	Male	Female	Total
Significantly Improved	4.2	1.1	2.7
Slightly Improved	4.2	4.2	4.3
No Change	62.5	68.2	65.4
Slightly Worsened	21.3	18.0	19.5
Significantly Worsened	7.9	8.4	8.1

#### BSE Economic Impact by Area of City (%)

	South	North	West
Significantly Improved	1.6	0.0	4.5
Slightly Improved	4.7	4.3	4.0
No Change	64.8	65.2	69.9
Slightly Worsened	19.7	26.1	14.8
Significantly Worsened	9.3	4.3	6.8

#### BSE Economic Impact by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Significantly Improved	2.7	3.6	1.5
Slightly Improved	2.0	6.0	4.6
No Change	68.2	64.1	64.1
Slightly Worsened	18.2	18.0	22.9
Significantly Worsened	8.8	8.4	6.9

#### BSE Economic Impact by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Significantly Improved	4.3	0.7	3.3	3.3
Slightly Improved	6.8	3.5	1.7	4.2
No Change	63.2	70.2	55.8	71.7
Slightly Worsened	14.5	19.9	29.2	15.0
Significantly Worsened	11.1	5.7	10.0	5.8

#### BSE Economic Impact by Age (%)

	18-29	30-44	45-64	65 or older
Significantly Improved	4.3	4.8	1.2	0.0
Slightly Improved	2.2	7.2	3.7	3.9
No Change	69.6	60.8	60.7	75.0
Slightly Worsened	15.9	20.8	24.5	14.5
Significantly Worsened	8.0	6.4	9.8	6.6