



Federal Election Report I

Vote Intention

Lethbridge Public Opinion Study – Fall 2008

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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 and PSC150 – Local Government in the fall of 2008. Students interviewed 955 adult city of Lethbridge residents by telephone on October 4 and 5, 2008 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 ± 3.15 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 Lethbridge College IB Commons Call Centre facilities and applications developed by the Open Source Learning Lab. We thank James Manis, PhD 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 set of question was derived from the research interests of College students and faculty.

2008 Federal Election

Vote Intention

 The Conservatives continue to hold their traditionally strong lead in voter support (49.6%) within the city of Lethbridge. The NDP holds second place (14.5%), slightly ahead of the Liberals (12.4%). The Green party trails at 9.6% while 11.9% of residents remain undecided one week prior to the vote. Only 2.0% of Lethbridge residents are planning on voting for other parties.

None of the parties suffers a serious gender gap in its support.

The Conservatives enjoy majority support in all areas of the city with support strongest in north Lethbridge (62.6%). NDP support peaks in west Lethbridge at 19.7%, as does Liberal support at 16.9%.

Conservative support increases with age from a low of only 39.8% amongst the youth, to over 58% among middle aged voters, peaking with seniors (68.6%). NDP support decreases with age, from a high of 26% among the city's youth to only 11.4% among seniors. Liberal support is more evenly spread among the various age groups, as is Green support.

The Conservatives also enjoy a commanding lead amongst those most likely to vote (58.2%). Green party support declines as likelihood of voting increases.


Federal Vote Intention (%)

	2006 Election Results (Entire Lethbridge Electoral District)	City of Lethbridge Decided Voters	All City of Lethbridge Respondents
Conservative	67.3	56.3	49.6
NDP	13.7	16.5	14.5
Liberal	11.2	14.0	12.4
Green	3.5	10.9	9.6
Other parties (and independents)	4.2	2.3	2.0
Undecided			11.9

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

2008 Federal Election

Likelihood of Voting in the 2008 Federal Election

 Approximately one-third of all Lethbridge voters state that they will definitely cast a ballot in the 2008 federal election (67.3%). A further quarter of all voters (24.0%) state that they will likely vote, while 8.7% are unlikely to cast ballots.

Lethbridge residents tend to exhibit similar patterns of participation rates as do Canadians more generally. For example, Women (67.0%) are just as likely to state they will definitely vote as are men (67.7%), although slightly more women (11.1%) than men (6.3%) are unlikely to vote.

Lower income residents (61.8%) are slightly less likely to vote than are other income groups, while university graduates are considerably more likely to vote (77.6%) than are those with other levels of formal education.

Finally, as has been the subject of considerable national analysis over the past decade, Lethbridge youth mirror their Canadian counterparts in that less than a majority say they will definitely vote in the 2008 federal election (45.2%). Participation rates increase with age, with the overwhelming majority of seniors stating that they will definitely vote (86.0%).

Likelihood of Voting in 2008 Federal Election (%)

	All Respondents
Definitely vote	67.3
Likely to vote	24.0
Unlikely to vote	8.7

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

Federal Vote Intention (Decided Voters) (%)

	Male	Female	All Residents	
Conservative	56.0	56.8	56.3	
NDP	15.3	17.6	16.5	
Liberal	14.6	13.6	14.0	
Green	11.7	9.8	10.9	
Other parties	2.4	2.3	2.3	
	South	North	West	
Conservative	57.2	62.6	50.3	
NDP	14.1	15.2	19.7	
Liberal	14.8	9.9	16.9	
Green	13.1	9.1	10.3	
Other parties	0.7	3.3	2.8	
	Under \$40,000	\$40,000 to \$80,000	Over \$80,000	
Conservative	55.1	50.0	60.1	
NDP	17.4	19.4	14.8	
Liberal	13.6	16.5	14.8	
Green	11.9	11.9	8.4	
Other parties	2.1	2.2	2.0	
	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Conservative	58.9	56.2	58.9	50.5
NDP	13.4	18.0	17.3	18.3
Liberal	10.4	12.9	15.8	17.4
Green	13.4	11.8	6.4	12.4
Other parties	4.0	1.1	1.5	1.4
	18-29	30-44	45-64	65 and older
Conservative	39.8	58.9	58.6	68.6
NDP	26.0	16.2	13.1	11.4
Liberal	13.3	14.1	16.4	11.9
Green	16.8	9.7	8.6	7.6
Other parties	4.1	1.1	3.3	0.5
	Definitely Vote	Likely to Vote	Unlikely to Vote	
Conservative	58.2	57.2	37.7	
NDP	17.2	14.9	15.1	
Liberal	14.5	11.4	18.9	
Green	8.3	14.4	24.5	
Other parties	1.8	2.0	3.8	

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

Likelihood of Voting in 2008 Election (All Respondents) (%)

	Male	Female	All Residents
Definitely vote	67.7	67.0	67.3
Likely to vote	26.1	21.8	24.0
Unlikely to vote	6.3	11.1	8.7

	South	North	West
Definitely vote	71.6	62.3	67.3
Likely to vote	19.9	26.8	25.8
Unlikely to vote	8.5	10.9	6.9

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Definitely vote	61.8	70.8	66.8
Likely to vote	27.0	21.5	27.0
Unlikely to vote	11.2	7.7	6.2

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Definitely vote	63.6	63.5	63.2	77.6
Likely to vote	22.8	29.1	26.8	17.8
Unlikely to vote	13.6	7.4	10.0	4.6

	18-29	30-44	45-64	65 and older
Definitely vote	45.2	60.6	74.4	86.0
Likely to vote	39.8	28.6	19.8	9.3
Unlikely to vote	14.9	10.8	5.8	4.7

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.9	South	35.3	Under \$40,000	33.6	H-School/less	24.9	18-29	23.9
Female	51.1	North	29.4	\$40-\$80,000	36.8	Some P-Sec.	22.0	30-44	21.8
		West	35.3	Over \$80,000	29.6	Col-Tech-Grad	25.1	45-64	31.5
						University Grad	28.0	65 or older	22.9

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

Questions

For which of the following parties are you most likely to vote in the upcoming federal election?

How likely are you to vote in the upcoming federal election?