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## Winter 2006 Lethbridge Public Opinion Study




Federal Government Support  
for Amateur Sports

February 23, 2006

# 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 winter of 2006 students interviewed 512 adult residents of the city of Lethbridge (February 11<sup>th</sup> and 12<sup>th</sup> 2006) 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. We also sincerely appreciate and thank all the Lethbridge residents who took time out of their day to respond to our survey.
-  **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  $\pm 4.3\%$ , 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.

## Federal Government Support for Amateur Sports

-  A strong majority of Lethbridge residents (84.4%) in all demographic groups supports the federal government providing more money for amateur sports programs in Canada.
-  Men (86.7%) are slightly more supportive than are women (82.1%), while upper-income residents (90.6%) are slightly more supportive than are middle (83.8%) and lower income residents (83.8%).
-  Few differences were measured between different age and income groups.

	All Residents
Support	84.4
Oppose	15.6

	All Residents
Strongly Support	23.4
Support	57.6
Oppose	13.5
Strongly Oppose	1.5
Don't Know	4.0

## More Federal Government Support for Amateur Sports (%) (February 2006)

	Male	Female	All Residents
Support	86.7	82.1	84.4
Oppose	13.3	17.9	15.6

	South	North	West
Support	85.9	80.4	86.2
Oppose	14.1	19.6	13.8

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Support	81.7	83.8	90.6
Oppose	18.3	16.2	9.4

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	86.3	83.6	80.6	86.2
Oppose	13.7	16.4	19.4	13.8

	18-29	30-44	45-64	65 and older
Support	85.0	86.9	84.8	81.6
Oppose	15.0	13.1	15.2	18.4

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

## Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.4	South	35.8	Under \$30,000	30.1	H-School/less	24.0	18-29	26.5
Female	51.6	North	29.7	\$30-\$70,000	45.7	Some P-Sec.	27.0	30-44	20.5
		West	34.6	Over \$70,000	24.2	Col-Tech-Grad	22.6	45-64	31.8
						University Grad	26.4	65 or older	21.2

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

## Question

The federal government should provide more financial support to Canadian amateur sports.