Federal Vote Intention

Lethbridge Public Opinion Study – Winter 2010

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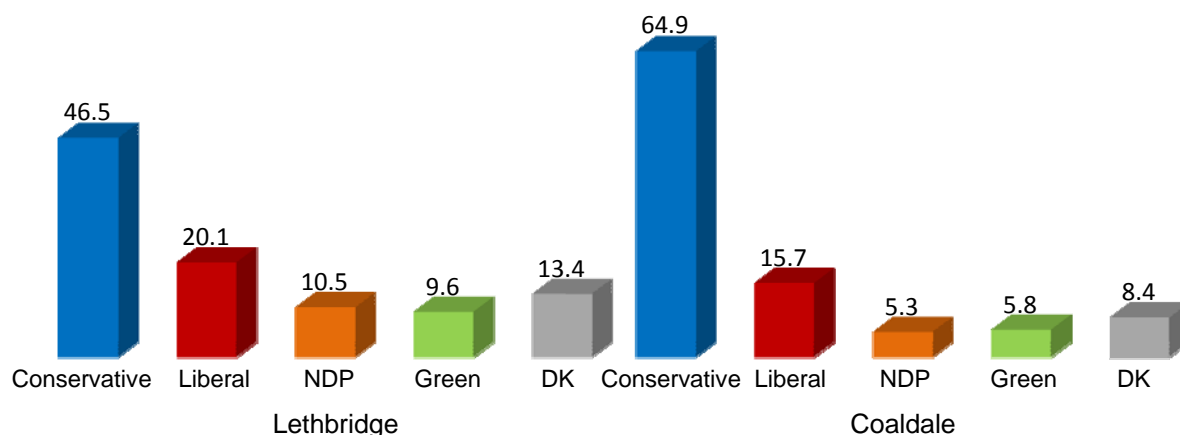
www.lethbridgecollege.ab.ca/go/csrl

Methodology

Population The city of Lethbridge has a total population of 85,492 residents (2009 municipal census) approximately 80.1% of which are 18 years of age or older (68,988). A total of 41,967 Lethbridge residents are male (49.1%) while 43,525 are female (50.9%). South Lethbridge is home to 30,168 residents (35.3%) while the rapidly expanding west side is now home to 30,489 residents (35.7%). There are 24,835 north Lethbridge residents (29.0%). Coaldale has a total population of 6,943 residents (2009 Census).

Sample Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2010. Students interviewed 888 adult Lethbridge and Coaldale residents by telephone on February 6 – 8, 2010 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 to respond to our survey. Full methodological notes for samples from previous Lethbridge and Alberta 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 $\pm$ 3.27 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the margin of error is $\pm$ 3.5 percentage points, 19 times out of 20 for the Lethbridge subsample and $\pm$ 8.8 percentage points for the Coaldale subsample.

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 set of question was derived from the research interests of College students and faculty.

Federal Vote Intention (%)

- The governing Conservative Party of Canada (CPC) commands majority support amongst decided Lethbridge and Coaldale voters (54.1%), more than double that of its nearest competitor, the Liberals (22.4%) and five times more support than the federal New Democrats (11.5%). The federal Green Party commands 10.5% support while 1.5% of voters stated they would vote for some other party or candidate.

- The Conservatives have commanding leads in all demographic groups with the Liberals holding down second spot. Conservative support is strongest in its traditional areas of strength outside of the city of Lethbridge, among men, the wealthy and older voters.

Federal Vote Intention (%)	All Respondents n=888 (± 3.3)	Decided Voters n=757 (± 3.5)
Conservative	47.2	54.1
Liberal	19.5	22.4
NDP	10.0	11.5
Green	9.2	10.5
Other parties (and independents)	1.3	1.5
Undecided	12.8	54.1

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

Federal Vote Intention (%)

- Conservative support is widespread (they lead in every demographic category), deep in their traditional areas of strength, and within their traditional demographic groups.

- Coaldale residents (64.9%) are more supportive of the Conservatives than are Lethbridge residents (46.5%), but even in Lethbridge the Conservatives lead their nearest rivals, the Liberals (20.1%), by more than a two to one margin.

- Men (55.0%) are more supportive of the Conservatives than are women (40.9%) while women (22.3%) are slightly more likely than are men (17.1%) to support the Liberal party.

- Conservative support is highest among upper income earners (51.1%), as is Liberal support (24.1%). Interestingly, the NDP (8.7%) trails the Green party (12.1%) among lower income voters.

- The Conservatives garner slightly less support from university graduates (41.3%) than they do from those with other levels of education while the Liberals achieve their greatest support levels from university grads (26.9%).

- Conservative support increases substantially as age increases, topping out at 60.8% amongst seniors. A less pronounced and inverse trend exists in Liberal and NDP support with younger voters more inclined than older voters to support either of those parties.

- Conservative support also increases with religious participation while the Liberals and New Democrats receive higher support levels from those with the least amount of religious participation.

Federal Vote Intention (%)

Region*	Lethbridge	Coaldale	All Residents
Conservative	46.5	64.9	47.8
Liberal	20.1	15.7	19.8
NDP	10.5	5.3	10.2
Green	9.6	5.8	9.3
Undecided	13.4	8.4	13.0

Gender*	Male	Female
Conservative	55.0	40.9
Liberal	17.1	22.3
NDP	11.3	9.1
Green	7.7	10.9
Undecided	8.9	16.8

Household Income*	Under $50,000	$50-$100,000	Over $100,000
Conservative	46.2	43.6	51.1
Liberal	15.0	20.9	24.1
NDP	8.7	12.5	11.0
Green	12.1	9.3	6.8
Undecided	17.9	13.7	7.2

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Conservative	50.0	47.5	54.3	41.3
Liberal	12.8	22.4	14.6	26.9
NDP	10.0	8.7	10.0	11.4
Green	11.7	6.6	7.3	11.1
Undecided	15.6	14.8	13.7	9.2

Age*	18-29	30-44	45-64	65 and older
Conservative	30.8	51.0	48.9	60.8
Liberal	23.4	15.1	18.3	22.7
NDP	14.9	13.5	7.7	5.5
Green	14.9	5.2	11.3	4.4
Undecided	15.9	15.1	13.7	6.6

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	58.9	52.9	37.8
Liberal	17.8	20.1	21.3
NDP	5.5	10.6	13.8
Green	6.3	4.8	13.3
Undecided	11.5	11.6	13.8

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Demographics

Gender (%)

Male	48.9
Female	51.1

Area of City (%)

South	35.6
North	29.1
West	35.3

Income (%)

Under $40,000	23.6
$40-$80,000	44.2
Over $80,000	32.2

Education (%)

H-School/less	21.3
Some P-Sec.	21.4
Col-Tech-Grad	26.0
University Grad	31.3

Age (%)

18-29	23.5
30-44	21.9
45-64	33.6
65 or older	21.1

Religious Participation (%)

2-3/month or more	30.8
Several/year	22.8
Rarely-never	46.4

Question

If a federal election was held today, for which of the following parties would you be most likely to vote?

- Conservative
- Liberal
- NDP
- Green
- Some other party
- Undecided (unprompted)
- Would not vote (unprompted)