



## Federal Vote Intention

### Lethbridge Public Opinion Study – Winter 2011







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February 19, 2011

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# Methodology

-  **Population** The city of Lethbridge has a total population of 86,659 residents (2010 municipal census) approximately 80% of which are 18 years of age or older (69,327). A total of 42,373 Lethbridge residents are male (48.9%) while 44,286 are female (51.1%). South Lethbridge is home to 30,144 residents (34.8%) while the rapidly expanding west side is now home to 31,399 residents (36.2%). There are 25,116 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 2011. Students interviewed 771 adult Lethbridge and Coaldale residents by telephone on February 12–13, 2011 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](http://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  $\pm 3.51$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the Lethbridge subsample margin of error is  $\pm 3.77$  percentage points, 19 times out of 20;  $\pm 9.52$  percentage points for the Coaldale subsample, and  $\pm 5.3$  percentage points for each of the Lethbridge provincial electoral divisions.
-  **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 OSLI 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.

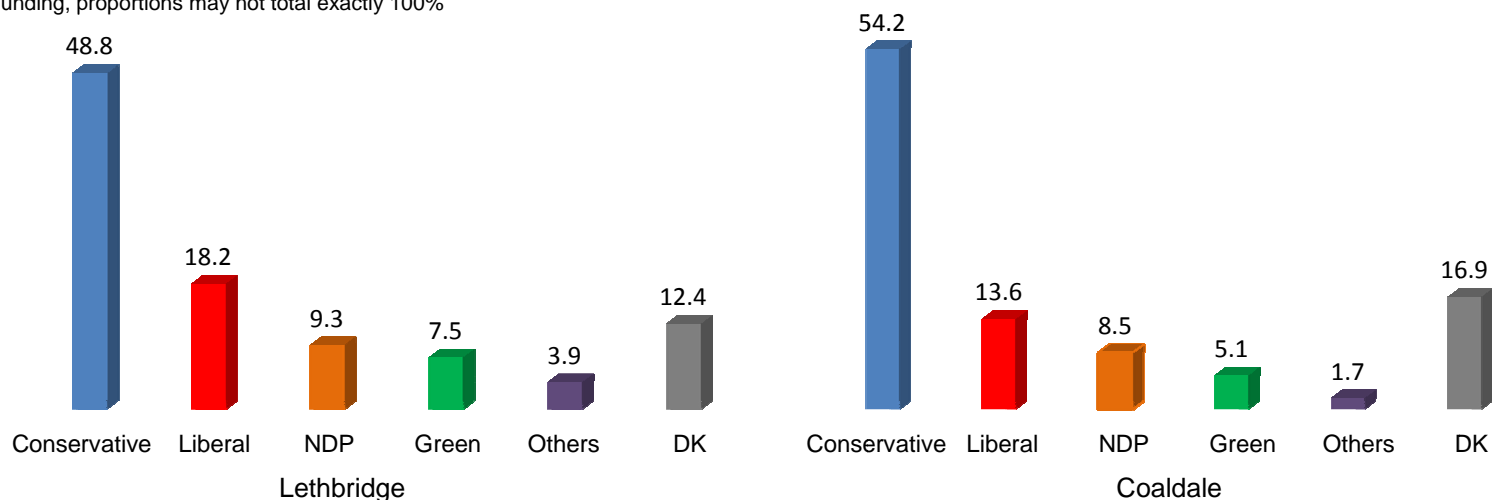
## Federal Vote Intention (%)

- The governing Conservative Party of Canada (CPC) commands majority support amongst decided Lethbridge and Coaldale voters (dgg%), more than double that of its nearest competitor, the Liberals (dfhg%) and five times more support than the federal New Democrats (dgh%). The federal Green Party commands dg% support while dgh% 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 Voters		Decided Voters		All Lethbridge	All Coaldale
	2010	2011	2010	2011	2011	2011
Conservative	47.2	49.1	54.1	56.4	48.8	54.2
Liberal	19.5	17.9	22.4	20.5	18.2	13.6
NDP	10.0	9.0	11.5	10.4	9.3	8.5
Green	9.2	7.3	10.5	8.4	7.5	5.1
Other parties (and independents)	1.3	3.7	1.5	4.3	3.9	1.7
Undecided	12.8	13.0	–	–	12.4	16.9

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



## Federal Vote Intention (%)

- 🌐 Federal Conservative party support is widespread (they lead in every demographic category), deep in their traditional areas of strength, and within their traditional demographic area of support such as seniors, the religious, and non-university grads.
- 🌐 Coaldale residents (54.2%) are even more supportive of the Conservatives than are Lethbridge residents (48.8%), but even in Lethbridge the Conservatives lead their nearest rivals, the Liberals (18.2%), by more than a two to one margin.
- 🌐 The Conservatives have virtually eliminated the traditional gender gap in their support with men (50.4%) only slightly more supportive of the Conservatives than are women (47.8%).
- 🌐 Conservative support is approximately equal across all income categories while Liberal support is weakest amongst low income voters (16.1%). The NDP continues to garner its highest support levels from upper income voters (12.4%) while the Green party receives its highest support levels from lower income voters (8.8%).
- 🌐 The Conservatives garner substantially less support from university graduates (38.8%%) than they do from those with other levels of education while the Liberals achieve their greatest support levels from university grads (21.9%) although the Conservatives still enjoy a commanding lead within this demographic group.
- 🌐 Conservative support increases substantially as age increases, topping out at 62.2% 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. Liberals support is relatively consistent between the religious and non-religious while and New Democrats receive higher support levels from those with the least amount of religious participation.

## Federal Vote Intention (%) (2011)

Region	Lethbridge	Coaldale	All Residents
Conservative	48.8	54.2	49.1
Liberal	18.2	13.6	17.9
NDP	9.3	8.5	9.0
Green	7.5	5.1	7.3
Undecided	12.4	16.9	13.0

Gender	Male	Female
Conservative	50.4	47.8
Liberal	19.7	16.3
NDP	8.0	10.1
Green	7.5	7.1
Undecided	8.6	17.1

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
Conservative	47.5	48.8	45.9
Liberal	16.1	20.0	20.0
NDP	9.7	9.3	12.4
Green	8.8	7.3	6.5
Undecided	11.5	13.7	10.3

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Conservative	59.1	49.0	51.6	38.8
Liberal	15.9	18.7	13.8	21.9
NDP	6.1	7.7	6.9	14.2
Green	4.3	9.0	5.9	10.0
Undecided	12.8	12.3	17.0	10.5

Age*	18-29	30-44	45-64	65 and older
Conservative	42.9	44.1	45.9	62.2
Liberal	19.3	13.2	19.7	17.9
NDP	9.3	16.4	8.3	4.1
Green	8.1	9.9	8.7	3.6
Undecided	14.9	15.1	12.4	10.2

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	59.3	52.1	41.4
Liberal	19.8	20.8	17.6
NDP	5.0	9.4	12.3
Green	1.9	3.1	12.0
Undecided	9.3	11.5	14.5

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

# Demographics

Gender (%)	
Male	49.1
Female	50.9

Area of City (%)	
South	33.3
North	30.1
West	36.6

Income (%)	
Under \$40,000	35.7
\$40-\$80,000	34.6
Over \$80,000	29.6

Education (%)	
H-School/less	22.9
Some P-Sec.	21.3
Col-Tech-Grad	25.7
University Grad	30.1

Age (%)	
18-29	21.6
30-44	20.6
45-64	30.8
65 or older	27.0

Religious Participation (%)	
2-3/month or more	37.2
Several/year	15.0
Rarely-never	47.9

## 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)