



Federal Vote Intention







Lethbridge Public Opinion Study – Winter 2012

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Methodology

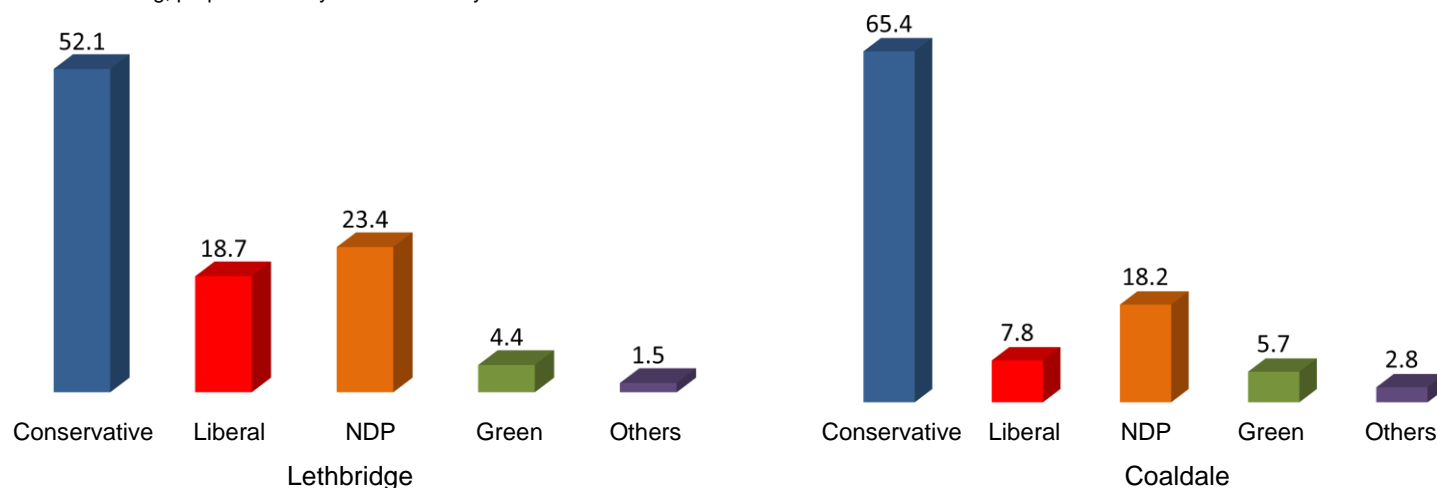
-  **Population** The city of Lethbridge has a total population of 87,882 residents (2011 census) approximately 80% of which are 18 years of age or older (70,305). A total of 43,011 Lethbridge residents are male (48.9%) while 44,871 are female (51.1%). South Lethbridge is home to 30,504 residents (34.7%) while the rapidly expanding west side is now home to 32,063 residents (36.5%). There are 25,315 north Lethbridge residents (28.8%). Coaldale has a total population of 6,943 residents (2009 census).
-  **Sample Data** Collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2012. Students interviewed 738 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 11–12, 2012 under the supervision of School of Liberal Arts faculty member Faron Ellis. 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 that of the population (gender, age and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 3.6 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 ± 3.9 percentage points, 19 times out of 20, while the Coaldale subsample has a margin of error of ± 9.5 percentage points 19 times out of 20.
-  **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 question was derived from student and faculty interest in the topic.

Federal Vote Intention (%)

- The governing Conservative Party of Canada (CPC) commands majority support amongst decided Lethbridge and Coaldale voters (53.1%), more than double that of its nearest competitor, the NDP (23.0%) and three times more support than the federal Liberals (17.9%). The federal Green Party commands 4.5% support while 1.6% of voters stated they would cast ballots for some other party or candidate.
- The Conservatives have commanding leads in all demographic groups with the NDP now most likely to hold down second spot. Conservative support is strongest in its traditional areas of strength outside of the city of Lethbridge, and among men, the wealthy and older voters.

Federal Vote Intention (%)	All Voters			Decided Voters			Lethbridge	Coaldale
	2010	2011	2012	2010	2011	2012	2012	2012
Conservative	47.2	49.1	46.9	54.1	56.4	53.1	52.1	65.4
Liberal	19.5	17.9	15.8	22.4	20.5	17.9	18.7	7.8
NDP	10.0	9.0	20.3	11.5	10.4	23.0	23.4	18.2
Green	9.2	7.3	4.0	10.5	8.4	4.5	4.4	5.7
Other parties	1.3	3.7	1.4	1.5	4.3	1.6	1.5	2.8
Undecided	12.8	13.0	11.6	—	—	—	—	—

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 (65.4%) are even more supportive of the Conservatives than are Lethbridge residents (52.1%), but even in Lethbridge the Conservatives lead their nearest rivals, the NDP (23.4%), by more than a two to one margin.
- The Conservatives have narrowed the traditional gender gap in their support with men (50.7%) only slightly more supportive of the Conservatives than are women (45.0%).
- Conservative support is approximately equal across all income categories while Liberal support is weakest amongst low income voters (10.2%). The NDP garners its highest support levels from university grads (28.7%) while the Green party receives its highest support levels from upper income voters (6.0%).
- The Conservatives garner substantially less support from university graduates (35.9%) than they do from those with other levels of education while the Liberals achieve their greatest support levels from university grads (19.8%) although the Conservatives still enjoy a commanding lead within this demographic group.
- Conservative support increases substantially as age increases, topping out at 60.2% amongst seniors. A less pronounced and inverse trend exists within the opposition parties' support, with the NDP (37.2%) leading among youth voters.
- Conservative support also increases with religious participation. Liberals support is relatively consistent between the religious and non-religious while the New Democrats receive their highest support levels from the least religious.

Federal Vote Intention (%) (2012)

Region	Lethbridge	Coaldale	All Residents
Conservative	46.5	61.7	47.6
Liberal	16.7	7.4	16.1
NDP	20.9	17.2	20.6
Green	3.9	5.4	4.0
Undecided	12.0	8.3	11.7

Gender*	Male	Female
Conservative	50.7	45.0
Liberal	16.3	15.9
NDP	21.7	19.5
Green	4.3	4.0
Undecided	7.0	15.6

Household Income	Under \$40,000	\$40-\$80,000	Over \$80,000
Conservative	46.8	50.9	45.5
Liberal	14.7	15.5	16.5
NDP	23.9	21.4	21.5
Green	1.8	3.2	6.0
Undecided	12.8	9.1	10.5

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	57.1	50.3	55.1	35.9
Liberal	10.2	14.6	17.8	19.8
NDP	12.9	21.9	12.7	28.7
Green	4.1	2.0	5.1	5.1
Undecided	15.6	11.3	9.3	10.5

Age*	18-29	30-44	45-64	65 and older
Conservative	30.7	50.4	46.9	60.2
Liberal	19.0	14.8	15.8	14.6
NDP	37.2	15.6	18.7	14.0
Green	2.2	5.2	5.3	2.9
Undecided	10.9	14.1	13.4	8.2

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	60.7	60.3	34.2
Liberal	13.1	19.8	16.9
NDP	15.7	10.7	27.8
Green	2.6	3.1	4.8
Undecided	7.9	6.1	16.3

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.0	South	34.3	Under \$40,000	20.7	H-School/less	23.4	18-29	21.3
Female	52.0	North	27.3	\$40-\$80,000	42.2	Some P-Sec.	22.9	30-44	20.2
		West	38.4	Over \$80,000	37.0	Col-Tech-Grad	18.0	45-64	31.6
						University Grad	35.7	65 or older	26.9

Church Attendance (%)	
2-3/month +	31.3
Several/year	21.3
Rarely/never	47.4

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

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)