Federal Vote Intention

Lethbridge Public Opinion Study – Winter 2013

February 22, 2013

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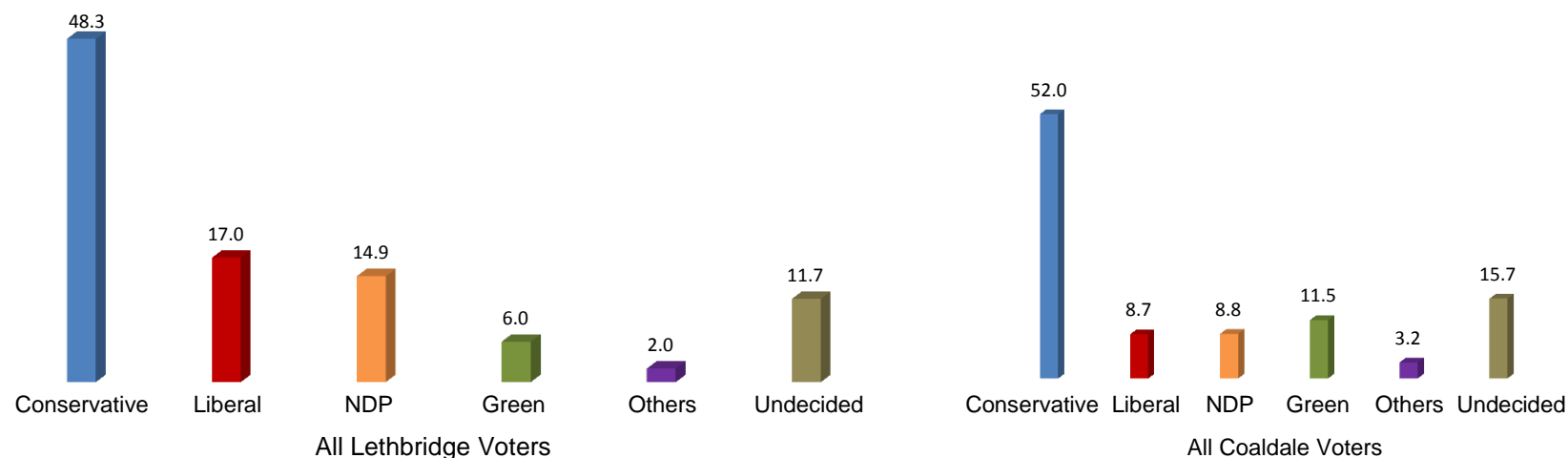www.lethbridgecollege.ca/go/csrl

Methodology

Population The city of Lethbridge has a total population of 89,074 residents (2012 census) approximately 80% of which are 18 years of age or older (71,260). A total of 43,011 Lethbridge residents are male (48.9%) while 44,871 are female (51.1%). South Lethbridge is home to 30,795 residents (34.5%) while the rapidly expanding west side is now home to 32,847 residents (36.9%). There are 25,432 north Lethbridge residents (28.6%). Coaldale has a total population of 7,493 residents (2011 census).

Sample Data Collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2013. Students interviewed 835 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 9–10, 2013 under the supervision of School of Liberal Arts faculty members Faron Ellis and Marda Schindeler. 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 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 ± 3.4 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 ± 3.6 percentage points, 19 times out of 20, while the Coaldale subsample has a margin of error of ± 9.8 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 originally developed by the Dr. James Manis of the Open Source Learning Lab.

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 questions was derived from the research interests of Lethbridge College faculty and students.

Federal Vote Intention (%)

- The governing Conservative Party of Canada (CPC) commands near-majority support amongst Lethbridge and Coaldale voters (48.3%), nearly three times the support garnered by nearest competitor, the Liberals (17.0%) and more three times the support received by the federal New Democrats (14.5%). The federal Green Party commands 6.0% support while 2.0% of decided voters stated they would vote for some other party or candidate. Currently, 11.9% of Lethbridge and Coaldale voters are undecided.

- The Conservatives have commanding leads in all demographic groups with the Liberals typically holding down second spot. Conservative support is strongest in its traditional areas of support.

Federal Vote Intention (%)	All Voters				All Decided Voters				Lethbridge	Coaldale
	2010	2011	2012	**2013**	2010	2011	2012	**2013**	**2013**	**2013**
Conservative	47.2	49.1	46.9	**48.5**	54.1	56.4	53.1	**55.1**	**48.3**	**52.0**
Liberal	19.5	17.9	15.8	**17.0**	22.4	20.5	17.9	**19.3**	**17.0**	**8.7**
NDP	10.0	9.0	20.3	**14.5**	11.5	10.4	23.0	**16.5**	**14.9**	**8.8**
Green	9.2	7.3	4.0	**6.0**	10.5	8.4	4.5	**6.8**	**6.0**	**11.5**
Other parties	1.3	3.7	1.4	**2.0**	1.5	4.3	1.6	**2.3**	**2.0**	**3.2**
Undecided	12.8	13.0	11.6	**11.9**	–	–	–	**–**	**11.7**	**15.7**

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

All Lethbridge Voters

All Coaldale Voters

Federal Vote Intention

- Federal Conservative party support is widespread (they lead in every demographic category), deep in their traditional areas of strength, and amongst their traditional demographic groups such as seniors, the religious, and non-university grads.

- Coaldale residents (53.8%) are even more supportive of the Conservatives than are Lethbridge residents (49.3%), but even in Lethbridge the Conservatives lead their nearest rivals, the Liberals (17.9%), by more than a two to one margin.

- The Conservatives have eliminated the traditional gender gap in their support with women (49.9%) just as likely as are men (49.2%) to state they plan to vote Conservative. The federal Liberals have a slight male-dominated gender gap in their support while the NDP has a slight female-dominated gender gap.

- Conservative support increases as income rises while their competitors' support levels are relatively stable across income categories.

- The Conservatives garner substantially less support from university graduates (39.9%) than they do from those with other levels of education while the Liberals (24.5%) and NDP (21.7%) achieve their greatest support levels from university grads; although the Conservatives still enjoy a commanding lead within this demographic group.

- Young voters (53.3%) and seniors (61.2%) are more supportive of the Conservatives than are middle-aged voters. A less pronounced and inverse trend exists in Liberal and NDP support.

- Conservative support also increases with religious participation. Liberal support increases as religious participation decreases while New Democrat support is strongest with the non-religious.

Federal Vote Intention (%) (2013) (other party voters removed)

Region	Lethbridge	Coaldale	All Residents
Conservative	49.3	53.8	49.5
Liberal	17.9	9.0	17.3
NDP	15.2	9.1	14.8
Green	5.8	11.9	6.2
Undecided	11.9	16.2	12.2

Gender	Male	Female
Conservative	49.2	49.9
Liberal	19.7	15.0
NDP	13.4	16.2
Green	8.7	3.7
Undecided	8.9	15.2

Household Income*	Under $40,000	$40-$100,000	Over $100,000
Conservative	44.8	49.8	55.6
Liberal	20.0	17.7	18.2
NDP	13.6	15.0	14.4
Green	4.8	7.3	5.3
Undecided	16.8	10.1	6.4

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	58.5	49.3	56.4	39.9
Liberal	12.8	19.4	10.4	24.5
NDP	11.6	12.5	10.9	21.7
Green	4.3	4.9	8.1	5.1
Undecided	12.8	13.9	14.2	8.7

Age	18-29	30-44	45-64	65 and older
Conservative	53.3	39.5	44.8	61.2
Liberal	19.2	15.7	20.3	13.9
NDP	16.2	21.6	14.2	8.5
Green	6.0	7.6	5.6	5.5
Undecided	5.4	15.7	15.1	10.9

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	59.6	54.7	42.3
Liberal	12.1	18.0	19.8
NDP	12.1	12.9	16.8
Green	5.8	3.6	7.5
Undecided	10.3	10.8	13.8

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

Demographics

Gender (%)

Male	49.2
Female	50.8

Church Attendance (%)

2-3/month +	29.7
Several/year	18.2
Rarely/never	52.1

Area of City (%)

South	34.8
North	28.7
West	36.5

Income (%)

Under $40,000	20.0
$40-$100,000	51.8
Over $100,000	28.1

Education (%)

H-School/less	22.4
Some P-Sec.	19.1
Col-Tech-Grad	27.3
University Grad	31.2

Age (%)

18-29	21.1
30-44	23.2
45-64	30.1
65 or older	25.6

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)