

Federal Vote Intention

Lethbridge Public Opinion Study – Winter 2017

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Faron Ellis, PhD
Research Chair

faron.ellis@lethbridgecollege.ca
www.lethbridgecollege.ca/go/csrl

Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6



Methodology

Population The city of Lethbridge has a total population of 96,828 residents (2016 census) approximately 80% of which are 18 years of age or older (77,500). A total of 47,457 Lethbridge residents are male (49%) while 49,371 are female (51%). South Lethbridge is home to 31,720 residents (32.8%) while the rapidly expanding west side is now home to 37,929 residents (39.2%). There are 27,179 north Lethbridge residents (28.1%).

Sample Data Collected by Lethbridge College students in 11 courses enrolled in a variety of Lethbridge College programs in the winter of 2017. Students interviewed 1,501 randomly selected adult Lethbridge residents by telephone on February 11-16, 2017 under the supervision of CSRL Research Chair, Faron Ellis. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes and results from previous Lethbridge and Alberta Public Opinion Studies can be accessed 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 (sex, age, and area of the city of Lethbridge).

Confidence The sample yields a margin of error of ± 2.5 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

IB Commons Call Centre The CSRL operates as a division of the Centre for Applied Arts and Sciences. Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre, drawing on support from the Lethbridge College Facility Management team, Instructional Technology, Audio Visual, and the Centre for Applied Research and Innovation.

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 student, faculty and community interest in the topic.

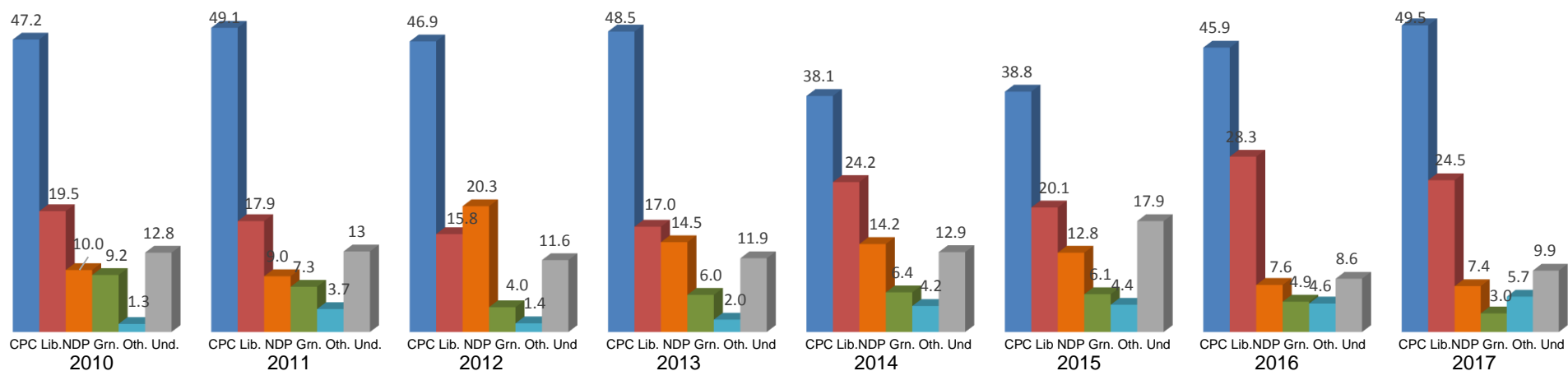
Federal Vote Intention

The federal Conservative Party of Canada holds a commanding lead in voter support within the city of Lethbridge. Conservative support (49.5%) is double that of its nearest competitor, the federal Liberals (24.5%), and nearly seven times that of the federal NDP (7.4%). Only 3.0% of voters currently support the federal Green Party while 5.7% plan to vote for some other party or candidate. Nearly one in ten Lethbridge residents (9.9%) are currently undecided.

The Conservatives hold leads in every demographic category and receive their strongest support from within their traditional areas of strength such as men, middle and upper income voters, the very religious, and provincial PC and Wildrose voters.

Federal Vote Intention (%)	All Voters								Decided Voters							
	2010	2011	2012	2013	2014	2015	2016	2017	2010	2011	2012	2013	2014	2015	2016	2017
Conservative	47.2	49.1	46.9	48.5	38.1	38.8	45.9	49.5	54.1	56.4	53.1	55.1	43.8	47.2	50.2	54.9
Liberal	19.5	17.9	15.8	17.0	24.2	20.1	28.3	24.5	22.4	20.5	17.9	19.3	27.8	24.4	31.0	27.2
NDP	10.0	9.0	20.3	14.5	14.2	12.8	7.6	7.4	11.5	10.4	23.0	16.5	16.2	15.6	8.3	8.2
Green	9.2	7.3	4.0	6.0	6.4	6.1	4.9	3.0	10.5	8.4	4.5	6.8	7.4	7.5	5.4	3.3
Other parties	1.3	3.7	1.4	2.0	4.2	4.4	4.6	5.7	1.5	4.3	1.6	2.3	4.8	5.3	5.1	6.3
Undecided	12.8	13.0	11.6	11.9	12.9	17.9	8.6	9.9	—	—	—	—	—	—	—	—

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



Federal Vote Intention (February 2017)

The Conservatives have a gender gap in their support with significantly more male (54.3%) than female (44.6%) support. The Liberals' gender gap is the opposite, with more female (27.7%) than male (21.8%) support. The NDP has no significant gender gap in its support levels.

Conservative support is consistent across income groups, but strongest among middle income (51.3%) and upper income voters (50.5%). Liberal support is also relatively consistent across income groups, but highest with upper income voters (28.4%). NDP support levels are most consistent across income categories while Green support increases as income levels decrease.

Conservative support is strongest among the most religious (56.9%) while the Liberals (18.0%) and NDP (5.7%) receive their lowest support levels from this group of voters.

The Conservatives lead among all education groups, including university graduates (43.3%), but their support decreases as education levels increase. Liberal support is strongest with university graduates (30.4%), but decreases as education levels decrease. NDP support peaks at 10.7% among university graduates.

Conservatives lead in all age groups, and like all of the parties, maintains relatively consistent support across all age ranges.

Provincial PC (85.6%) and Wildrose (74.9%) voters are most likely to vote for the federal Conservatives, while three-quarters of provincial Liberal supporters plan to vote for the federal Liberals (75.8%). Demonstrating that they perceive a clear distinction between federal and provincial partisanship, provincial NDP voters are nearly twice as likely to cast a ballot for the federal Liberals (49.7%) as for the federal NDP (27.6%).

Federal Vote by Provincial Vote (%)	<u>PC</u>	<u>Wildrose</u>	<u>Liberal</u>	<u>NDP</u>	<u>AB Party</u>	<u>Other</u>	<u>Undecided</u>
Conservative	85.6	74.9	12.8	9.9	50.0	24.6	14.4
Liberal	6.7	9.5	75.8	49.7	10.0	1.8	18.5
NDP	0.6	1.1	6.0	27.6	5.0	8.8	1.4
Green	1.9	2.5	1.3	2.0	5.0	21.1	3.4
Other parties	2.3	8.4	0.7	3.3	20.0	40.4	5.5
Undecided	2.9	3.6	3.4	7.6	10.0	3.5	56.8

Federal Vote Intention – Lethbridge (%) (February 2017) (other candidate and party voters not shown)

Gender	Male	Female	All Residents
Conservative	54.3	44.6	49.5
Liberal	21.8	27.4	24.5
NDP	7.9	6.7	7.4
Green	3.5	2.5	3.0
Undecided	5.2	14.2	9.9

Household Income	Under \$40,000	\$40-\$100,000	Over \$100,000
Conservative	46.8	51.3	50.5
Liberal	24.9	24.1	28.4
NDP	8.1	8.0	6.9
Green	4.8	3.0	1.7
Undecided	10.6	8.1	8.3

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Conservative	56.9	48.0	46.1
Liberal	18.0	28.5	26.7
NDP	5.7	8.9	8.5
Green	3.7	1.4	3.4
Undecided	9.0	7.1	10.1

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	56.9	51.9	48.7	43.3
Liberal	14.2	25.2	25.1	30.4
NDP	5.2	7.1	5.3	10.7
Green	4.1	2.5	2.5	3.2
Undecided	9.4	7.4	13.4	9.5

Age	18-29	30-44	45-64	65 and older
Conservative	49.6	55.7	44.7	51.5
Liberal	27.3	20.5	25.3	23.9
NDP	6.7	7.8	8.9	5.6
Green	5.3	2.5	2.3	2.3
Undecided	6.7	8.6	12.3	10.4

Notes: Due to rounding and the removal of "other parties and candidates" percentages, proportions will not total 100%; * sig < 0.05

Demographics

Gender (%)	
Male	48.9
Female	51.1

Area of City (%)	
South	33.7
North	28.7
West	37.6

Income (%)	
Under \$40,000	30.0
\$40-100,000	44.7
Over \$100,000	25.3

Education (%)	
H-School/less	18.7
Some P-Sec.	27.5
Col-Tech-Grad	25.2
University Grad	28.6

Age (%)	
18-29	25.3
30-44	17.4
45-64	31.5
65 or older	25.8

Church Attendance (%)	
2-3/month +	30.1
Several/year	20.9
Rarely/never	48.9

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

Question

- If a federal election was held today, please tell me for which of the following parties are you most likely to vote?
 - Liberal
 - Conservative
 - NDP
 - Green
 - Some other party or candidate
 - Undecided (unprompted)