Federal Vote Intention – Lethbridge

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Faron Ellis PhD

Citizen Society Research Lab
Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6

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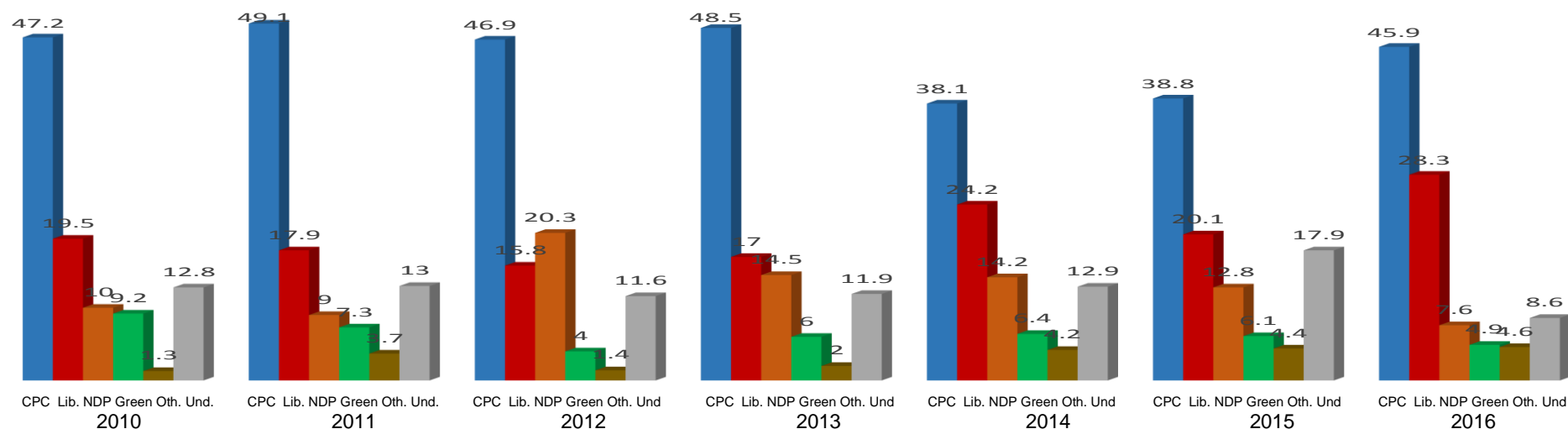www.lethbridgecollege.ca/go/csrl

Methodology

Population The city of Lethbridge has a total population of 94,804 residents (2015 census) approximately 80% of which are 18 years of age or older (75,840). A total of 46,394 Lethbridge residents are male (49%) while 48,410 are female (51%). South Lethbridge is home to 31,337 residents (33.1%) while the rapidly expanding west side is now home to 36.716 residents (38.7%). There are 26,751 north Lethbridge residents (28.2%).

Sample Data Collected by Lethbridge College students enrolled in a variety of social science courses in the winter of 2015. Students interviewed 834 randomly selected, adult Lethbridge residents by telephone from February 6–10, 2016 under the supervision of School of Liberal Arts faculty member Faron Ellis. 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 (sex, age, and area of the city of Lethbridge).

Confidence The weighted sample yields a margin of error of ± 3.37 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

IB Commons Call Centre Students conducted interviews using the facilities of the Lethbridge College 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 questions was derived from student and faculty interest in the topics.

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🔵 The Conservative Party of Canada (CPC) (45.9%) leads all other parties in the city of Lethbridge by a substantial margin. The governing Liberals (28.3%) are comfortably in second spot commanding quadruple the support garnered by the federal NDP (7.6%). The Green Party is polling 4.9% support while 4.6% of all voters stated they would vote for some other party or candidate. Currently, only 8.6% of Lethbridge voters are undecided.

🔵 The Conservatives lead in all demographic categories with the Liberals holding down second spot. Conservative support is strongest within its traditional demographic base of support.

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

Federal Vote Intention (February 2016)

- Conservative support is widespread (they lead in every demographic category), and relatively deep within their traditional base of support such as with men, the highly religious, and upper income voters.

- None of the parties has a significant gender gap in their support, although the Conservatives are supported more by men (48.7%) than women (43.2%), while the Liberals are supported slightly more by women (31.1%) than men (25.6%).

- Conservative support is strongest amongst upper income voters (56.6%). Liberal support is most consistent across income groups, while NDP (9.7%) and Green (12.5%) support is strongest amongst lower income voters.

- Conservative support is strongest among the most religious (59.7%) while the Liberals receive their lowest support levels from this group of voters (17.6%).

- The Conservatives lead among all education groups, including university graduates (42.2%), but their support peaks with college-technical-trades graduates (52.7%). Liberal support is strongest with university graduates (34.6%). NDP support peaks at 10.5% among university graduates, Green party support is strongest among those with some post-secondary education.

- Conservatives lead in all age groups, maintaining relatively consistent support across all age ranges, as do the Liberals. NDP and Green support is concentrated within the youth.

- Provincial PC (85.5%) and Wildrose (74.1%) voters are most likely to vote for the federal Conservatives, while four-fifths of provincial Liberal supporters plan on voting for the federal Liberals (81.1%). 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 (55.3%) as for the federal NDP (28.2%).

Federal Vote by Provincial Vote (%)	PC	Wildrose	Liberal	NDP	AB Party	Other	Undecided
Conservative	85.5	74.1	3.3	6.4	38.5	7.7	23.7
Liberal	7.1	8.9	81.1	55.3	26.9	3.8	13.2
NDP	1.2	1.3	0.0	28.2	3.8	0.0	3.9
Green	0.4	3.2	7.8	3.7	19.2	61.5	0.0
Other parties	4.6	7.0	2.2	2.1	3.8	23.1	5.3
Undecided	1.2	5.7	5.6	4.3	7.7	3.8	53.9

Federal Vote Intention – Lethbridge (%) (February 2016) (other candidate and party voters not shown)

Gender	Male	Female	All Residents	
Conservative	48.7	43.2	45.9	
Liberal	25.6	31.1	28.3	
NDP	7.4	7.8	7.6	
Green	5.6	4.1	4.9	
Undecided	6.6	10.4	8.6	

Household Income*	Under $40,000	$40-$100,000	Over $100,000	
Conservative	39.8	46.0	56.6	
Liberal	29.5	29.9	25.9	
NDP	9.7	7.7	5.2	
Green	12.5	3.7	1.4	
Undecided	6.3	6.0	8.0	

Religious Participation*	1-3 per month/more	Several per year	Rarely/never	
Conservative	59.7	38.5	37.9	
Liberal	17.6	34.6	33.4	
NDP	8.8	10.8	6.0	
Green	2.6	3.8	8.1	
Undecided	7.3	6.2	10.4	

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	51.0	40.8	52.7	42.2
Liberal	22.8	31.5	21.5	34.6
NDP	5.4	8.5	5.4	10.5
Green	3.4	8.0	5.4	2.5
Undecided	6.7	3.8	4.9	3.8

Age	18-29	30-44	45-64	65 and older
Conservative	35.1	55.3	45.4	48.4
Liberal	31.4	23.7	31.7	27.5
NDP	12.2	4.2	7.0	7.1
Green	10.6	2.6	4.4	1.6
Undecided	5.9	9.5	6.6	11.5

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

Demographics

Gender (%)

Male	48.8
Female	51.2

Area of City (%)

South	32.8
North	27.4
West	39.8

Income (%)

Under $40,000	25.5
$40-100,000	43.6
Over $100,000	30.9

Education (%)

H-School/less	18.4
Some P-Sec.	26.4
Col-Tech-Grad	25.3
University Grad	29.9

Age (%)

18-29	23.7
30-44	24.2
45-64	28.9
65 or older	23.2

Church Attendance (%)

2-3/month +	36.6
Several/year	17.7
Rarely/never	45.7

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)