

Federal Vote Intention

Lethbridge Public Opinion Study – Winter 2019

© 2019 Lethbridge College

Faron Ellis PhD, Research Chair
Citizen Society Research Lab

faron.ellis@lethbridgecollege.ca

Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6

www.lethbridgecollege.ca



Methodology

Population

The city of Lethbridge has a total population of 99,769 residents (2018 census) approximately 80% of which are 18 years of age or older (79,800). A total of 48,883 Lethbridge residents are male (49.0%), 50,697 are female (50.8%) and 18 (0.2%) prefer not to identify. South Lethbridge is home to 32,109 residents (32.2%) while the rapidly expanding west side is now home to 39,960 residents (40.1%). There are 27,700 north Lethbridge residents (27.8%).

Sample

Data Collected by Lethbridge College students in the winter of 2019. Students interviewed 882 randomly selected adult Lethbridge residents by telephone from February 9 to 13, 2019 under the supervision of CSRL Research Chair, Dr. Faron Ellis. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes and results from previous CSRL Opinion Studies can be accessed by visiting CSRL web pages at: <https://lethbridgecollege.ca/departments/citizen-society-research-lab>.

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 ± 3.3 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 with support from the Lethbridge College Facility Management, Instructional Technology, and Audio Visual teams.

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.

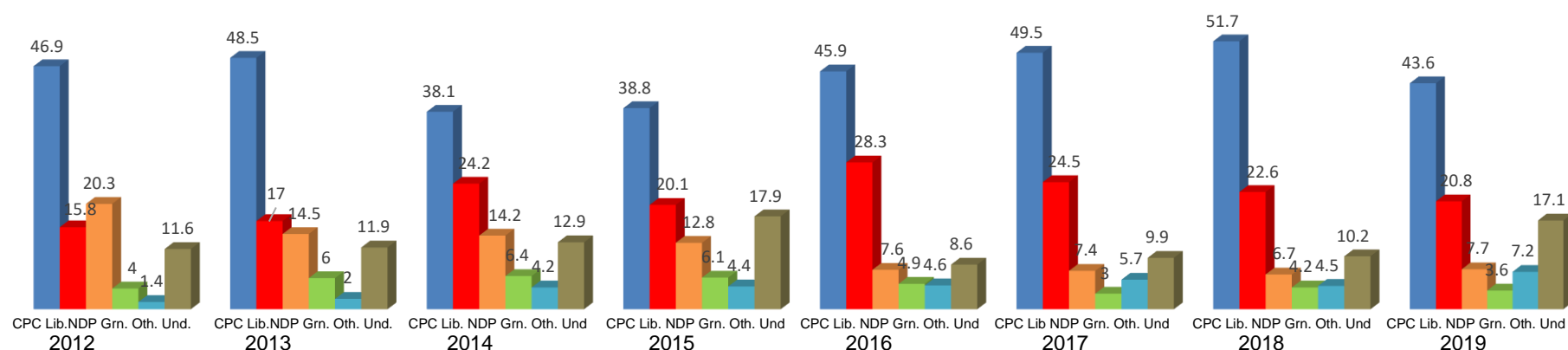
Federal Vote Intention

The federal Conservative Party of Canada holds a commanding lead in voter support within the city of Lethbridge. Conservative support (43.6%) is more than double that of its nearest competitor, the federal Liberals (20.8%), and nearly six times that of the federal NDP (7.7%). Only 3.6% of voters currently support the federal Green Party and fewer still are planning on voting for the new People's Party of Canada (1.1%). Another 6.1% plan to vote for some other party or candidate while nearly one in six Lethbridge residents (17.1%) is currently undecided.

The Conservatives lead in every demographic category and receive their strongest support from within their traditional areas of strength such as men, middle and upper income voters, and provincial UCP and Alberta party supporters.

Federal Vote Intention (%)	All Voters								Decided Voters							
	2012	2013	2014	2015	2016	2017	2018	2019	2012	2013	2014	2015	2016	2017	2018	2019
Conservative	46.9	48.5	38.1	38.8	45.9	49.5	51.7	43.6	53.1	55.1	43.8	47.2	50.2	54.9	57.5	52.6
Liberal	15.8	17.0	24.2	20.1	28.3	24.5	22.6	20.8	17.9	19.3	27.8	24.4	31.0	27.2	25.2	9.2
NDP	20.3	14.5	14.2	12.8	7.6	7.4	6.7	7.7	23.0	16.5	16.2	15.6	8.3	8.2	7.5	9.2
Green	4.0	6.0	6.4	6.1	4.9	3.0	4.2	3.6	4.5	6.8	7.4	7.5	5.4	3.3	4.7	4.3
People's Party	—	—	—	—	—	—	—	1.1	—	—	—	—	—	—	—	1.4
Other parties	1.4	2.0	4.2	4.4	4.6	5.7	4.5	6.1	1.6	2.3	4.8	5.3	5.1	6.3	5.0	7.3
Undecided	11.6	11.9	12.9	17.9	8.6	9.9	10.2	17.1								

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



Note: 2019 Others include People's Party voters.

Federal Vote Intention (February 2019)

The Conservatives have a modest gender gap in their support with slightly more male (46.9%) than female (39.2%) supporters. The Liberals and NDP have no significant gender gaps in their support. Women (23.3%) are twice as likely as are men (11.5%) to be undecided about which party they will support in the next election.

Conservative support increases as income increases, peaking at half of all upper-income voters (50.3%). Liberal support decreases as income increases with lower-income resident (25.5%) more likely to vote Liberal than middle-income (21.3%) and upper-income (19.1%) residents. NDP support is also concentrated in the lower income group (14.0%), dropping sharply to only 5.1% amongst middle-income voters and 7.7% with upper-income earners.

Conservative support is strongest among the very religious (50.2%). Liberal support is strongest among the moderately religious but varies little between voters with different levels of religious participation. The NDP is weakest among the very religious (5.5%).

The Conservatives lead among all education groups, including university graduates (38.6%), but their support is substantially higher among college graduates (53.2%) and other education groups. Liberal support is strongest with university graduates (29.7%). NDP support is relatively consistent across all education groups.

Conservatives lead in all age groups, but are tied with the Liberals for the lead (30.1%) among Lethbridge youth.

Provincial UCP voters are most likely to vote for the federal Conservatives (93.7%), while four out of every five provincial Liberal supporters plan to vote for the federal Liberals (80.2%). Demonstrating that they perceive a clear distinction between federal and provincial partisanship, provincial NDP voters are more likely to cast a ballot for the federal Liberals (37.5%) than they are for the federal NDP (26.1%). A majority of provincial Alberta Party voters (56.1%) plan to also seek an alternative to the mainstream parties when they vote in the next federal election.

Federal Vote by Provincial Vote* (%)	<u>NDP</u>	<u>UCP</u>	<u>Liberal</u>	<u>AB Party</u>	<u>Free. Con.</u>	<u>Other</u>	<u>Undecided</u>
Conservative	13.6	93.7	2.2	7.1	38.2	19.2	24.1
Liberal	37.5	1.4	80.2	14.3	38.2	11.5	3.8
NDP	26.1	0.0	13.2	21.4	0.0	0.0	0.6
Green	6.5	1.0	4.4	0.0	2.9	11.5	2.5
Other parties (includes People's Party)	1.1	2.4	0.0	50.0	17.6	55.8	3.2
Undecided	15.2	1.4	0.0	7.1	2.9	1.9	65.8

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

Federal Vote Intention – Lethbridge (%) (February 2019) (other candidate and party voters not shown)

Gender*	Male	Female	All Residents
Conservative	46.9	39.2	43.6
Liberal	20.9	21.1	20.8
NDP	7.7	7.7	7.7
Green	4.9	2.2	3.6
Other parties and candidates	8.0	6.5	7.2
Undecided	11.5	23.3	17.1

Household Income	Under \$40,000	\$40-\$100,000	Over \$100,000
Conservative	30.0	48.5	50.3
Liberal	25.5	21.3	19.1
NDP	14.0	5.1	7.7
Green	3.0	4.5	5.5
Other parties and candidates	9.0	8.7	3.3
Undecided	18.5	12.0	14.2

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Conservative	50.2	37.4	42.0
Liberal	20.3	22.4	19.1
NDP	5.5	8.8	9.0
Green	2.2	5.4	4.3
Other parties and candidates	6.3	9.5	7.4
Undecided	15.5	16.3	18.2

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	39.6	40.9	53.2	38.6
Liberal	18.2	23.4	11.5	29.7
NDP	8.2	7.0	7.5	8.0
Green	4.4	2.3	3.2	4.8
Other parties and candidates	12.6	7.6	6.3	4.4
Undecided	17.0	18.7	18.3	14.5

Age	18-29	30-44	45-64	65 and older
Conservative	30.1	45.9	48.6	49.1
Liberal	30.1	19.3	15.4	20.1
NDP	12.1	5.9	3.9	8.9
Green	2.9	3.7	5.7	1.4
Other parties and candidates	10.2	5.2	7.9	4.7
Undecided	14.6	20.0	18.6	15.9

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

Demographics

Area of City (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
South	32.9	Male	49.6	Under \$40,000	27.4	H-School/less	19.2	18-29	23.5
North	28.2	Female	49.8	\$40-100,000	47.7	Some P-Sec.	20.1	30-44	15.7
West	38.9	Other	0.6	Over \$100,000	25.0	Col-Tech-Grad	30.6	45-64	34.1
						University Grad	30.1	65 or older	26.6

Church Attendance (%)	
2-3/month/more	36.3
Several per year	19.8
Rarely or never	44.0

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
 - People's Party of Canada
 - Some other party or candidate
 - Undecided (unprompted)