



Federal Vote Intention – Lethbridge & Coaldale







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Methodology

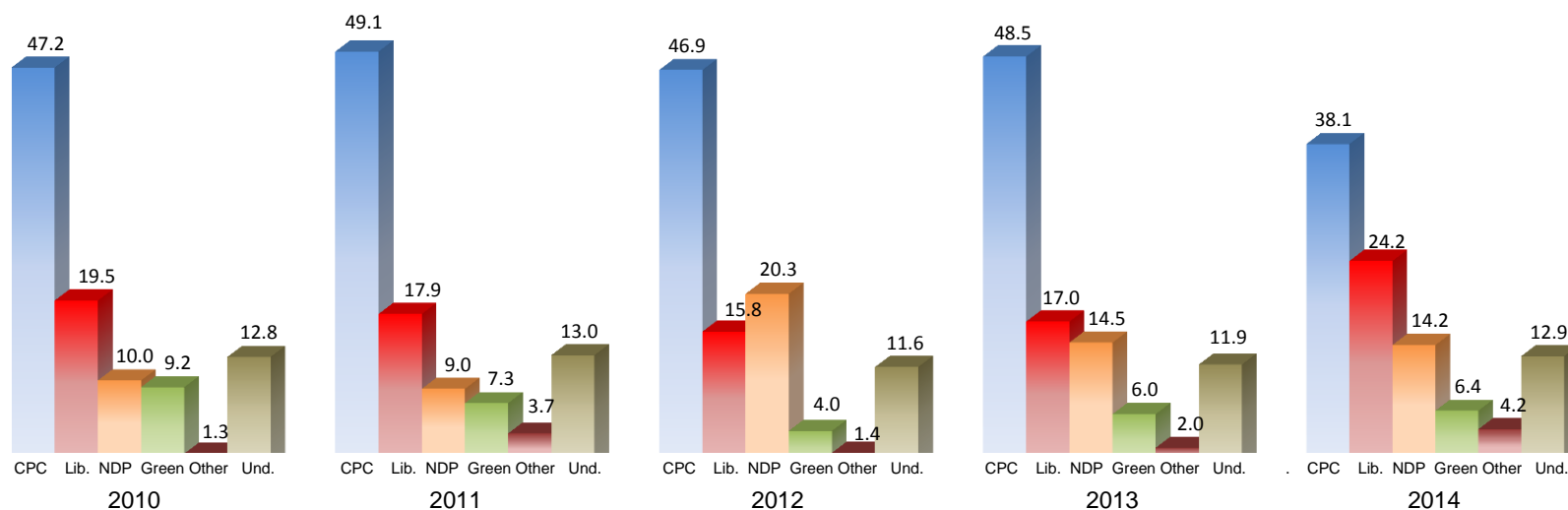
-  **Population** The city of Lethbridge has a total population of 90,417 residents (2013 census) approximately 80% of which are 18 years of age or older (72,330). A total of 43,011 Lethbridge residents are male (48.9%) while 44,871 are female (51.1%). South Lethbridge is home to 30,655 residents (33.9%) while the rapidly expanding west side is now home to 33,988 residents (37.6%). There are 25,774 north Lethbridge residents (28.5%). Coaldale has a total population of 7,493 residents (2011 census).
-  **Sample Data** Collected by Lethbridge College students enrolled in a variety of social science courses in the winter of 2014. Students interviewed 607 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 8–9, 2014 under the supervision of School of Liberal Arts faculty members Faron Ellis and Marda Schindeler. 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 ± 4.0 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 ± 4.2 percentage points, 19 times out of 20, while the Coaldale subsample has a margin of error of ± 11.2 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.
-  **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 – Lethbridge/Coaldale

- The governing Conservative Party of Canada (CPC) (38.1%) continue to lead all other parties amongst Lethbridge and Coaldale voters, albeit 10% less total support than they were commanding in 2013 (48.5%). Nevertheless, they lead their closest competitor, the federal Liberals (24.2%) by nearly 14%, and have double the support garnered by the federal NDP (14.2%). The federal Green Party commands 6.4% support while 4.2% of all voters stated they would vote for some other party or candidate. Currently, 12.9% of Lethbridge and Coaldale voters are undecided.
- The Conservatives continue to lead in virtually all demographic groups with the Liberals typically holding down second spot. Conservative support is strongest amongst its traditional base of support.

Federal Vote Intention (%)	All Voters					All Decided Voters					Lethbridge	Coaldale
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2014	2014
Conservative	47.2	49.1	46.9	48.5	38.1	54.1	56.4	53.1	55.1	43.8	38.3	37.8
Liberal	19.5	17.9	15.8	17.0	24.2	22.4	20.5	17.9	19.3	27.8	24.7	17.8
NDP	10.0	9.0	20.3	14.5	14.2	11.5	10.4	23.0	16.5	16.2	14.1	15.6
Green	9.2	7.3	4.0	6.0	6.4	10.5	8.4	4.5	6.8	7.4	6.1	8.9
Other parties	1.3	3.7	1.4	2.0	4.2	1.5	4.3	1.6	2.3	4.8	3.7	8.9
Undecided	12.8	13.0	11.6	11.9	12.9	–	–	–	–	–	13.0	11.1

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



Federal Vote Intention

- Although federal Conservative party support is weaker than we have measured in quite some time, it is still widespread (they lead in virtually every demographic category), and relatively deep within their traditional base of support such as with seniors, the religious, and those without a university degree.
- Coaldale residents (37.8%) are almost as supportive of the Conservatives as are Lethbridge residents (38.3%).
- As Conservative support moderates, their traditional gender gap reappears, with women (34.4%) less likely than men (42.1%) to state they plan to vote Conservative. The federal Liberals have a slight female-dominated gender gap in their support while no significant gender gap exists in NDP support.
- Conservative support is strongest amongst upper (47.3%) and lower income (41.7%) voters. Liberal support is most consistent across income groups while NDP support is strongest amongst middle income voters (19.4%).
- The Liberals (35.1%) are now tied with the Conservatives (35.1%) amongst university graduates. The Conservatives lead among all other education groups with the NDP finding its greatest support levels among university grads (18.2%) and those with some post-secondary education (19.7%).
- Seniors (52.4%) continue to form the bedrock of the Conservatives' support base. Liberal support is most consistent across the various age groups while the NDP support is consistent between all age groups except seniors (8.6%) where they trail both the Liberals and Conservatives by substantial margins.
- Conservative support increases as religious participation increases while NDP support declines as religious participation increases. Liberal support is strongest amongst those with some religious participation.

Federal Vote Intention – Lethbridge/Coaldale (%) (February 2014) (other candidate and party voters removed)

Region	Lethbridge	Coaldale	All Residents
Conservative	38.3	37.8	38.1
Liberal	24.7	17.8	24.2
NDP	14.1	15.6	14.2
Green	6.1	8.9	6.4
Undecided	13.0	11.1	12.9

Gender	Male	Female
Conservative	42.1	34.4
Liberal	21.7	26.5
NDP	13.8	14.6
Green	8.6	4.1
Undecided	8.3	17.3

Household Income	Under \$40,000	\$40-\$100,000	Over \$100,000
Conservative	41.7	34.3	47.3
Liberal	25.0	22.2	26.0
NDP	11.1	19.4	10.7
Green	7.6	6.0	3.8
Undecided	11.1	15.3	9.9

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	54.5	37.3	32.5
Liberal	17.5	31.7	22.6
NDP	9.8	11.1	15.9
Green	4.2	2.4	9.5
Undecided	9.1	13.5	15.1

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	40.8	35.9	41.6	35.1
Liberal	20.0	23.9	18.7	35.1
NDP	9.6	19.7	8.4	18.2
Green	7.2	4.9	11.4	2.0
Undecided	15.2	14.1	13.3	8.8

Age*	18-29	30-44	45-64	65 and older
Conservative	37.1	30.6	36.7	52.4
Liberal	23.4	26.9	24.3	22.9
NDP	14.4	17.2	15.3	8.6
Green	10.2	8.2	3.4	2.9
Undecided	11.4	13.4	15.3	9.5

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	49.8	South	33.7	Under \$40,000	29.9	H-School/less	21.8	18-29	29.6
Female	50.2	North	28.9	\$40-100,000	43.9	Some P-Sec.	24.7	30-44	22.3
		West	37.5	Over \$100,000	26.2	Col-Tech-Grad	27.8	45-64	30.2
						University Grad	25.7	65 or older	17.9

Church Attendance (%)

2-3/month +	27.9
Several/year	23.4
Rarely/never	48.8

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)