



Federal Vote Intention – Lethbridge & Coaldale

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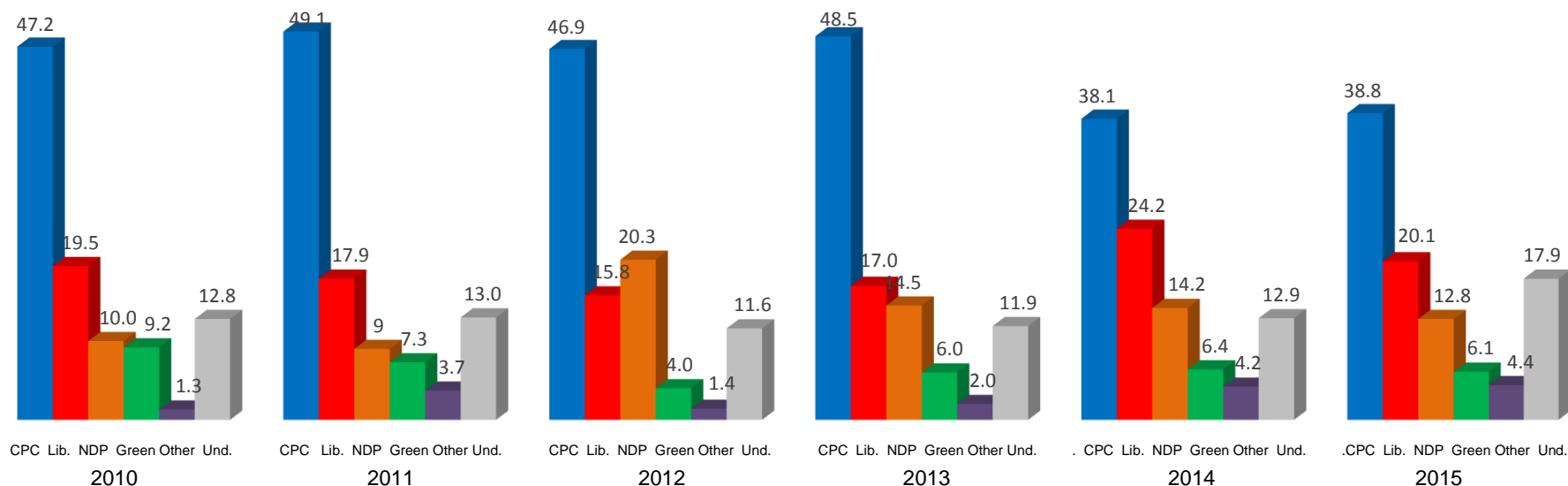
Methodology

-  **Population** The city of Lethbridge has a total population of 93,004 residents (2014 census) approximately 80.5% of which are 18 years of age or older (74,905). A total of 45,575 Lethbridge residents are male (49%) while 47,429 are female (51%). South Lethbridge is home to 31,176 residents (33.5%) while the rapidly expanding west side is now home to 35,377 residents (38.0%). There are 26,451 north Lethbridge residents (28.4%). 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 2015. Students interviewed 848 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 7–11, 2015 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 ± 3.35 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, margin of error for the Lethbridge subsample is ± 3.47 percentage points, 19 times out of 20, while the Coaldale subsample has a margin of error of ± 12.68 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 set of questions was derived from student and faculty interest in the topics.









Federal Vote Intention – Lethbridge/Coaldale

- The governing Conservative Party of Canada (CPC) (38.8%) continues to lead all other parties in Lethbridge and Coaldale, albeit with 10% less total support than they were commanding in 2013 (48.5%). Nevertheless, they lead their closest competitor, the federal Liberals (20.1%) by nearly a two-to-one margin, and have more than triple the support garnered by the federal NDP (12.8%). The federal Green Party is holding steady at 6.1% support while 4.4% of all voters stated they would vote for some other party or candidate. Currently, 17.9% of Lethbridge and Coaldale voters are undecided.
- The Conservatives continue to lead in virtually all demographic groups 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						Lethbridge	Coaldale
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2015	2015
Conservative	47.2	49.1	46.9	48.5	38.1	38.8	54.1	56.4	53.1	55.1	43.8	47.2	37.8	51.7
Liberal	19.5	17.9	15.8	17.0	24.2	20.1	22.4	20.5	17.9	19.3	27.8	24.4	20.7	11.7
NDP	10.0	9.0	20.3	14.5	14.2	12.8	11.5	10.4	23.0	16.5	16.2	15.6	13.3	6.7
Green	9.2	7.3	4.0	6.0	6.4	6.1	10.5	8.4	4.5	6.8	7.4	7.5	6.2	5.0
Other parties	1.3	3.7	1.4	2.0	4.2	4.4	1.5	4.3	1.6	2.3	4.8	5.3	4.3	5.0
Undecided	12.8	13.0	11.6	11.9	12.9	17.9	–	–	–	–	–	–	17.7	20.0



Federal Vote Intention (February 2015)

-  Although federal Conservative party support is weaker than it was at the time of the last federal election (2011), it is still widespread (they lead in virtually every demographic category), and relatively deep within their traditional base of support such as with older voters, the religious, and upper income voters.
-  Coaldale residents (51.7%) even more supportive of the Conservatives than are Lethbridge residents (37.8%).
-  None of the parties has a significant gender gap in their support, with all parties having slightly more male voters than female voters primarily because more women (21.0%) than men (14.8%) are currently undecided.
-  Conservative support is strongest amongst upper income voters (46.6%). Liberal support is most consistent across income groups while NDP support is strongest among middle income voters (16.1%).
-  Conservatives lead among all education groups, including university graduates (33.5%), but their support peaks with college-technical-trades graduates (46.8%). Liberal support is strongest with voters who have some post-secondary schooling (26.0%) and those with university degrees (21.9%). NDP support peaks at 20.5% among university graduates, approximately double what it garners from any other education demographic. Green party support is strongest among those with the least amount of formal education.
-  Conservatives lead in all age groups with their support peaking among seniors (46.5%) and boomers (42.0%). The Liberals are supported more by younger voters than older voters, while the NDP support is relatively consistent across all age groups. Green party support is primarily a youth phenomenon.
-  Conservative support increases as religious participation increases while Liberal support declines as religious participation increases. NDP support is strongest among those with the least amount of religious participation.
-  Provincial PC voters are most likely to be planning on voting for the federal Conservative party (82.4%), while nearly two-thirds of provincial Liberal supporters plan on voting Liberal federally (65.8%). Only slightly more than half of all provincial NDP supporters plan to vote for that party federally (55.4%). Half of provincial Wildrose supports plan to vote Conservative in the next federal election (52.2%).

Federal Vote by Provincial Vote (%)	<u>PC</u>	<u>Wildrose</u>	<u>Liberal</u>	<u>NDP</u>	<u>Other</u>	<u>Undecided</u>
Conservative	82.4	52.2	10.0	8.1	12.5	16.6
Liberal	7.1	7.8	65.8	25.7	16.7	9.9
NDP	1.5	5.6	8.3	55.4	4.2	1.3
Green	0.4	10.0	9.2	4.1	25.0	6.6
Other parties	1.1	8.9	2.5	0.7	33.3	3.3
Undecided	7.5	15.6	4.2	6.1	8.3	62.3

Federal Vote Intention – Lethbridge/Coaldale (%) (February 2015) (other candidate and party voters not shown)

Region	Lethbridge	Coaldale	All Residents
Conservative	37.8	51.7	38.8
Liberal	20.7	11.7	20.1
NDP	13.3	6.7	12.8
Green	6.2	5.0	6.1
Undecided	17.7	20.0	4.4

Gender	Male	Female
Conservative	39.2	38.3
Liberal	21.2	18.8
NDP	13.6	11.9
Green	6.6	5.7
Undecided	14.8	21.0

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
Conservative	33.8	33.6	46.6
Liberal	21.4	21.6	24.4
NDP	11.9	16.1	10.2
Green	13.4	4.5	2.3
Undecided	16.4	18.2	14.8

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	55.3	37.8	27.6
Liberal	12.6	25.0	23.3
NDP	11.5	10.9	14.7
Green	4.7	6.4	7.5
Undecided	11.5	17.9	21.6

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	35.7	38.4	46.8	33.5
Liberal	15.2	26.0	17.1	21.9
NDP	12.9	8.2	10.2	20.5
Green	8.8	9.1	3.9	3.3
Undecided	22.8	13.2	17.1	18.6

Age	18-29	30-44	45-64	65 and older
Conservative	33.8	32.8	42.0	46.5
Liberal	23.0	23.0	17.7	16.6
NDP	13.5	14.8	13.2	10.8
Green	11.7	6.6	3.3	2.5
Undecided	13.1	19.7	19.3	19.7

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	49.2	South	34.3	Under \$40,000	30.5	H-School/less	21.1	18-29	27.1
Female	50.8	North	27.9	\$40-100,000	43.6	Some P-Sec.	26.6	30-44	22.7
		West	37.8	Over \$100,000	25.9	Col-Tech-Grad	25.9	45-64	30.2
						University Grad	26.3	65 or older	20.0

Church Attendance (%)	
2-3/month +	33.6
Several/year	20.5
Rarely/never	45.9

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)