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Fall 2005 Lethbridge Public Opinion Study

Federal Vote Intention Report

November 28, 2005

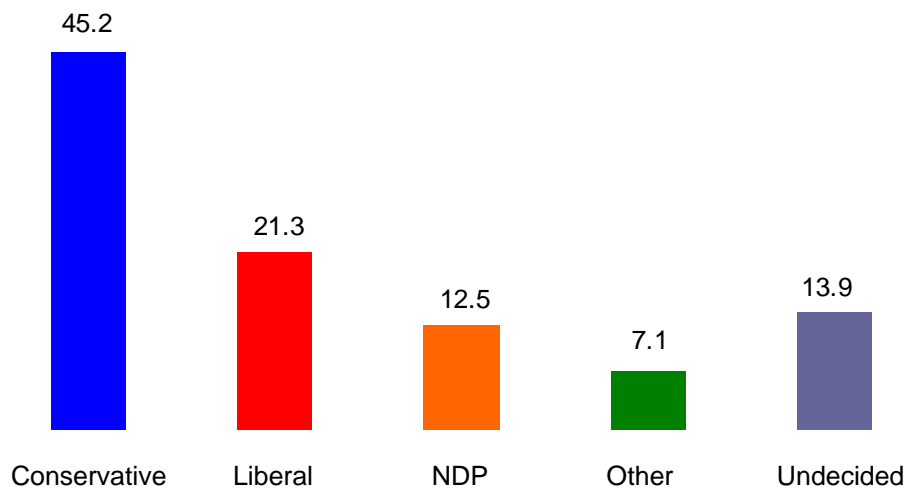
Methodology

-  **Population** The city of Lethbridge has a total population of 77,202 residents (2005 municipal census) approximately 79% of which are 18 years of age or older (61,250 est.). A total of 37,546 residents are male (48.6%) while 39,656 are female (51.4%). South Lethbridge is home to 27,894 residents (36.1%) while the rapidly expanding west side is now home to 26,407 residents (34.2%). There are 22,911 north Lethbridge residents (29.7%).
-  **Sample** Data were collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College. In the fall of 2005 Students interviewed 584 adult residents of the city of Lethbridge on October 1st and 2nd 2005 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing from a sample drawn from the Telus Superpages. We sincerely thank Western Wats for their hospitality.
-  **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 where necessary to even better reflect the demographic distribution of the population (gender and area of the city).
-  **Confidence** The weighted sample yields a margin of error of $\pm 4\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.
-  **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 LCC. This particular set of questions arose out of student interest and our ongoing tracking of Lethbridge residents' opinion on important public policy issues.

Federal Vote Intention

- The federal Conservatives hold a commanding lead in voter support within the city of Lethbridge (45.2%), more than twice the support of the Liberals (21%) and almost four times that of the NDP (12.5%). A further 7.2% of all voters are considering voting for some other party, while 13.9% remain undecided.
- Men (48.2%) are more supportive of the Conservatives than are women (42.1%), while women (23.6%) are more supportive of the Liberals than are men (19.1%). Women are also more undecided (17.5%) than are men (10.4%).
- The Conservatives lead amongst all age groups but are supported most by seniors (52.3%), gen-xers (49.2%) and boomers (49.2%). The youth are least likely to support the Conservatives (35.3%) although they are still more likely to vote Conservative than Liberal (23.7%) or NDP (21.4%).

Federal Vote Intention



City of Lethbridge	(%)
Conservative	45.2
Liberal	21.3
NDP	12.5
Other	7.1
Undecided	13.9

Federal vote intention by demographic group (%) (October 2005)

	Male	Female	All Residents
Conservative	48.2	42.1	45.2
Liberal	19.1	23.6	21.3
NDP	13.3	11.6	12.5
Other	9.0	5.1	7.1
Undecided	10.4	17.5	13.9

	South	North	West
Conservative	43.0	43.7	48.2
Liberal	28.0	19.2	16.2
NDP	8.2	15.0	15.2
Other	9.2	7.2	4.6
Undecided	11.6	15.0	15.7

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Conservative	37.9	48.9	46.7
Liberal	20.9	20.3	25.2
NDP	15.8	14.7	7.5
Other	9.6	5.2	5.6
Undecided	15.8	10.8	15.0

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

Federal vote intention by demographic group (%) (continued) (October 2005)

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Conservative	46.2	41.7	47.9	45.8
Liberal	22.0	24.4	15.4	22.2
NDP	7.6	13.7	12.0	15.7
Other	2.3	8.9	8.5	8.5
Undecided	22.0	11.3	16.2	7.8

	18-29	30-44	45-64	65 and older
Conservative	35.3	49.2	48.9	52.3
Liberal	23.7	14.2	23.9	19.8
NDP	21.4	13.3	8.0	3.5
Other	6.9	6.7	8.5	4.7
Undecided	12.7	16.7	10.6	19.8

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.3	South	36.0	Under \$30,000	34.8	H-School/less	23.8	18-29	30.5
Female	51.7	North	29.7	\$30-\$70,000	44.3	Some P-Sec.	29.9	30-44	20.9
		West	34.3	Over \$70,000	21.0	Col-Tech-Grad	20.3	45-64	33.2
						University Grad	26.1	65 or older	15.3

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

Questions

If a federal election were held today, for which of the following parties would you be most likely to vote?

Liberal – Conservative – NDP – Some Other Party