

## Federal Vote Intention

### Lethbridge Public Opinion Study – Winter 2020

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## Methodology

### *Population*

The city of Lethbridge has a total population of 101,482 residents (2019 census) approximately 80% of which are 18 years of age or older (81,165). A total of 51,419 Lethbridge residents are male (50.7%), 49,552 are female (48.8%) and 511 (0.5%) prefer not to identify. South Lethbridge is home to 32,412 residents (31.9%) while the rapidly expanding west side is now home to 40,898 residents (40.3%). There are 28,172 north Lethbridge residents (27.8%).

### *Sample*

*Data* Collected by Lethbridge College students in the winter of 2020. Students interviewed 624 randomly selected adult Lethbridge residents by telephone from February 8 to 11, 2020 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  $\pm 3.9$  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.

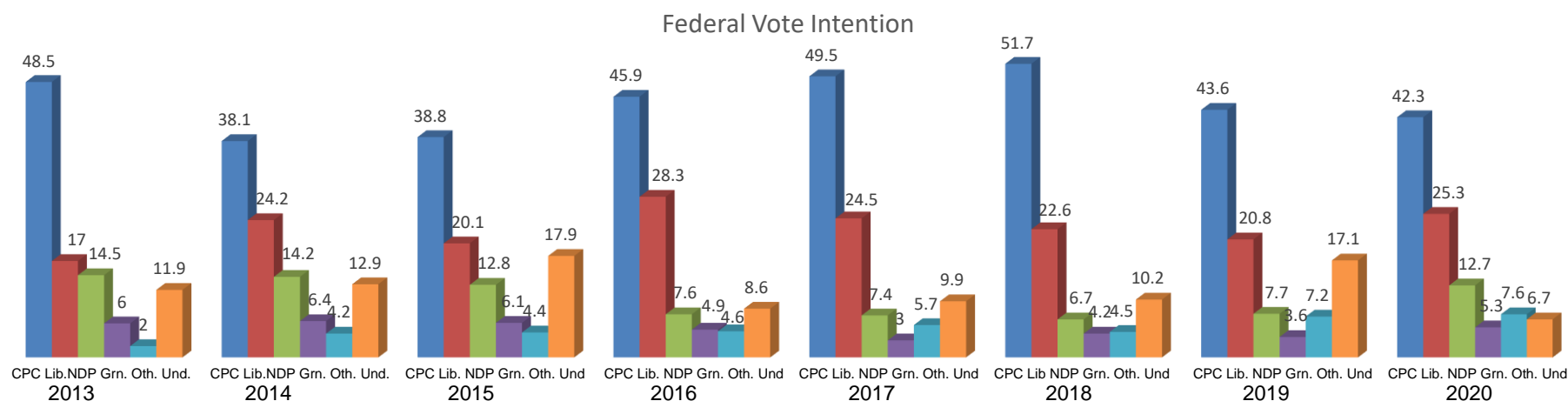
## Federal Vote Intention

The federal Conservative Party of Canada holds a commanding lead in voter support within the city of Lethbridge. Conservative support (42.3%) is substantially greater than that of the federal Liberals (25.3%), and more than triple that of the federal NDP (12.7%). Only one in twenty voters (5.3%) currently support the federal Green Party, while 7.6% are planning on voting for another party or candidate including 3.0% who anticipate voting for the People's Party of Canada. Only 6.7% of Lethbridge voters told us they are currently undecided about which party they would support if a federal election was held today.

The Conservatives lead in nearly all demographic categories and receive their strongest support from within their traditional areas of strength such as upper income and older voters, as well as provincial UCP and Alberta party supporters.

Federal Vote Intention (%)	All Voters								Decided Voters							
	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Conservative	48.5	38.1	38.8	45.9	49.5	51.7	43.6	<b>42.3</b>	55.1	43.8	47.2	50.2	54.9	57.5	52.6	<b>45.4</b>
Liberal	17.0	24.2	20.1	28.3	24.5	22.6	20.8	<b>25.3</b>	19.3	27.8	24.4	31.0	27.2	25.2	26.6	<b>27.1</b>
NDP	14.5	14.2	12.8	7.6	7.4	6.7	7.7	<b>12.7</b>	16.5	16.2	15.6	8.3	8.2	7.5	9.2	<b>13.7</b>
Green	6.0	6.4	6.1	4.9	3.0	4.2	3.6	<b>5.3</b>	6.8	7.4	7.5	5.4	3.3	4.7	4.3	<b>5.7</b>
Other parties	2.0	4.2	4.4	4.6	5.7	4.5	7.2	<b>7.6</b>	2.3	4.8	5.3	5.1	6.3	5.0	7.3	<b>8.2</b>
Undecided	11.9	12.9	17.9	8.6	9.9	10.2	17.1	<b>6.7</b>								

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



## Federal Vote Intention (February 2020)

None of the major parties have gender gaps in their support levels with approximately equal numbers of men and women supporting the parties in proportion to their overall support levels.

Conservative support increases as income increases, peaking at nearly two of every five upper-income voters (58.9%). Liberal support decreases as income increases with lower-income resident (32.7%) more likely to vote Liberal than are middle-income (28.6%) and upper-income (11.6%) residents. NDP support is somewhat concentrated in the lower income group (14.9%), but drops only marginally with middle-upper-income earners.

Conservative support is strongest among the very religious (46.0%), but relatively consistent between those with a great deal, modest, or little religious participation. Liberal and NDP support is also consistent across all religious categories indicating that religious participation is not a statistically significant predictor of party support in Lethbridge.

The Conservatives lead among all education groups, including university graduates (40.9%), but their support is substantially higher among college graduates (47.1%). Liberal support is greatest among those with a high-school diploma or less (30.4%) and university graduates (26.9%). NDP support is relatively consistent across all education groups but peaks among university graduates (16.6%).

Conservatives lead in all age groups with the exception of the youth (26.5%) where they significantly trail the Liberals (41.5%).

Provincial UCP voters are most likely to vote for the federal Conservatives (85.2%), while nearly four out of every five provincial Liberal supporters plan to vote for the federal Liberals (77.6%). Although one-third of provincial NDP voters are likely to cast a ballot for the federal New Democrats (33.5%), nearly half are prepared to vote for either the federal Liberals (26.1%) or the Conservatives (20.7%). A significant plurality of provincial Alberta Party voters (41.9%) plan to vote Conservative in a federal election with nearly one-fifth (19.4%) seeking an alternative to the mainstream parties when planning their next federal election vote.

Federal Vote by Provincial Vote* (%)	<u>UCP</u>	<u>NDP</u>	<u>Liberal</u>	<u>AB Party</u>	<u>Other</u>	<u>Undecided</u>
Conservative	85.2	20.7	5.6	41.9	28.6	22.2
Liberal	4.8	26.1	77.6	16.1	0.0	16.7
NDP	1.9	33.5	6.5	6.5	3.6	0.0
Green	1.4	8.0	8.4	12.9	0.0	2.8
Other parties	5.7	4.3	1.9	19.4	57.1	5.6
Undecided	1.0	7.4	0.0	3.2	10.7	52.8

Notes: Due to rounding proportions may not total 100%; \* sig < 0.05

## Federal Vote Intention – Lethbridge (%) (February 2020)

Gender	Male	Female	All Residents
Conservative	42.6	42.4	42.3
Liberal	26.3	24.8	25.3
NDP	12.1	12.7	12.7
Green	7.3	3.8	5.3
Other parties and candidates	6.9	8.0	7.6
Undecided	4.8	8.3	6.7

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
Conservative	32.1	38.2	58.9
Liberal	32.7	28.6	11.6
NDP	14.9	12.7	12.5
Green	6.0	5.0	9.8
Other parties and candidates	8.9	8.2	4.5
Undecided	5.4	7.3	2.7

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Conservative	46.0	39.4	41.3
Liberal	26.8	26.0	24.5
NDP	11.3	11.5	13.0
Green	4.2	10.6	4.3
Other parties and candidates	7.5	6.7	8.7
Undecided	4.2	5.8	8.2

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	42.0	39.6	47.1	40.9
Liberal	30.4	25.0	19.2	26.9
NDP	11.6	7.3	11.6	16.6
Green	5.4	4.2	3.5	8.3
Other parties and candidates	4.5	16.7	9.3	3.6
Undecided	6.3	7.3	9.3	3.6

Age	18-29	30-44	45-64	65 and older
Conservative	26.5	46.9	45.1	54.6
Liberal	41.5	17.3	19.7	21.5
NDP	16.3	15.3	14.5	5.4
Green	10.2	2.0	4.7	5.4
Other parties and candidates	4.1	5.1	10.9	6.9
Undecided	1.4	13.3	5.2	6.2

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 (%)	
South	33.1
North	28.1
West	37.0
Farm-Acreage	1.7

Gender (%)	
Male	47.2
Female	51.9
Other	0.9

Income (%)	
Under \$40,000	33.9
\$40-100,000	43.5
Over \$100,000	22.5

Education (%)	
H-School/less	20.0
Some P-Sec.	16.4
Col-Tech-Grad	30.6
University Grad	33.0

Age (%)	
18-29	25.2
30-44	16.9
45-64	34.3
65 or older	23.5

Church Attendance (%)	
2-3/month/more	44.5
Several per year	20.4
Rarely or never	35.1

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 you are most likely to vote?
  - Liberal
  - Conservative
  - NDP
  - Green
  - People's Party of Canada
  - Some other party or candidate
  - Undecided (unprompted)