Fall 2005 Lethbridge Public Opinion Study for Womanspace Resource Centre

Feminism in Lethbridge Report

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Dr. Faron Ellis

faron.ellis@lethbridgecollege.ab.ca

Centre for Applied Arts and Sciences
Flora Matteotti Centre for Teaching and Learning

3000 College Drive South
Lethbridge, Alberta T1K 1L6

Telephone: (403) 317-3562
Fax: (403) 317-3540

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 was sponsored by Womanspace Resource Centre. We thank Womanspace for their support of our research endeavours.

Womanspace Resource Centre

- Overall, Lethbridge residents have a very limited knowledge of Womanspace Resource Centre. Only 1.8% of all residents state that they are very knowledgeable while 12.0% claim to have some knowledge of Womanspace. One-quarter of all residents (25.1%) say they have heard of Womanspace but are not sure what the centre does. More than three of every five Lethbridge residents (61.0%) state that they have never heard of the Womanspace Resource Centre.

- Women are slightly more knowledgeable and aware of Womanspace than are men.

- West Lethbridge residents are considerably less aware of Womanspace than are south and north Lethbridge residents.

- Upper income residents demonstrate slightly higher levels of knowledge than do middle and lower income residents.

- Higher educated residents are more knowledgeable than are lower educated residents

- Lethbridge youth are the most likely to have never heard of Womanspace (73.9%) while boomers indicate the greatest levels of awareness.

Knowledge of Womanspace	
Very knowledgeable	1.8
Some knowledge	12.0
Heard of – no knowledge	25.1
Never heard of it	61.0

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

Womanspace Resource Centre Issues and Objectives

- Womanspace Resource Centre's mandate, goals and overall purpose resonate well with Lethbridge residents.

- Three-quarters of all residents (74.6%) agree that more needs to be done to improve the status of women in Canada. Only 7.3% disagree while 18.1% neither agree nor disagree. Women (76.3%) agree slightly more than do men (72.7%) while west Lethbridge residents are less likely to agree and more likely to disagree than are south and north Lethbridge residents. Lower income and less educated residents are more supportive than are other income and education groups. Lethbridge youth are most supportive of doing more for improving the status of women in Canada, while gen-xers are less supportive.

- Support for the Womanspace Resource Centre mandate is strong (74.2%) and almost identical to that for improving the status of women in Canada. Only 6.5% are opposed to the Womanspace mandate while one-in-five Lethbridge residents are neither supportive nor opposed (19.2%). Lower income residents (79.8%), university grads (77.3%) and the youth (81.7%) are most supportive.

- Overall support for feminism (53.4%) is considerably less than is support for improving the status of women or for the Womanspace mission. That being said, support for feminism is four times greater than is opposition (13.3%) within the city of Lethbridge. One-third of all residents are neutral in their opinions of feminism. University grads (62.2%) and seniors (61.4%) are most supportive of feminism.

Improve Status of Women		Womanspace Mission		Feminism	
Agree	74.6	Support	74.2	Support	53.4
Neutral	18.1	Neutral	19.2	Neutral	33.2
Disagree	7.3	Oppose	6.5	Oppose	13.3

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

Knowledge of Womanspace Resource Centre

	Male	Female	All Residents
Very knowledgeable	1.4	2.0	1.8
Some knowledge	7.5	16.4	12.0
Heard of them	25.1	25.1	25.1
Never heard of them	65.9	56.5	61.0

	South	North	West
Very knowledgeable	2.9	2.3	0.5
Some knowledge	14.4	12.8	9.0
Heard of them	26.4	22.7	25.6
Never heard of them	56.3	62.2	64.8

	Under $30,000	$30,000 to $70,000	Over $70,000
Very knowledgeable	1.6	2.2	1.8
Some knowledge	11.4	11.3	15.3
Heard of them	26.6	25.7	21.6
Never heard of them	60.3	60.9	61.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very knowledgeable	0.0	0.6	3.4	3.3
Some knowledge	5.9	9.8	13.7	18.5
Heard of them	22.8	24.9	25.6	27.2
Never heard of them	71.3	64.7	57.3	51.0

	18-29	30-44	45-64	65 and older
Very knowledgeable	2.3	2.5	1.0	1.1
Some knowledge	9.7	10.1	15.7	10.3
Heard of them	14.2	27.7	28.3	37.9
Never heard of them	73.9	59.7	55.0	50.6

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

Do more to improve status of women in Canada

	Male	Female	All Residents
Support	72.7	76.3	74.6
Neutral	18.1	18.3	18.1
Oppose	9.2	5.4	7.3

	South	North	West
Support	80.4	72.6	70.4
Neutral	13.9	23.2	18.6
Oppose	5.7	4.2	11.1

	Under $30,000	$30,000 to $70,000	Over $70,000
Support	81.9	71.5	72.1
Neutral	13.0	20.0	21.6
Oppose	5.1	8.5	6.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	78.6	73.6	72.9	73.0
Neutral	13.0	19.5	18.6	21.1
Oppose	8.4	6.9	8.5	5.9

	18-29	30-44	45-64	65 and older
Support	81.8	65.3	74.0	73.6
Neutral	13.6	26.3	18.2	16.1
Oppose	4.5	8.5	7.8	10.3

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

Opinions of Womanspace mission

	Male	Female	All Residents
Support	73.3	75.3	74.2
Neutral	19.8	18.6	19.2
Oppose	7.0	6.1	6.5

	South	North	West
Support	76.5	71.6	74.5
Neutral	17.2	21.3	19.4
Oppose	6.4	7.1	6.1

	Under $30,000	$30,000 to $70,000	Over $70,000
Support	79.8	70.9	70.6
Neutral	14.2	22.9	22.0
Oppose	6.0	6.3	7.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	72.4	76.8	68.4	77.3
Neutral	19.4	16.7	23.9	18.7
Oppose	8.2	6.5	7.7	4.0

	18-29	30-44	45-64	65 and older
Support	81.7	68.6	73.9	66.3
Neutral	13.7	26.3	17.6	25.6
Oppose	4.6	5.1	8.5	8.1

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

Opinions of feminism

	Male	Female	All Residents
Support	50.5	56.2	53.4
Neutral	33.5	32.9	33.2
Oppose	16.0	11.0	13.3

	South	North	West
Support	51.5	56.0	53.1
Neutral	35.0	30.4	34.0
Oppose	13.6	13.7	12.9

	Under $30,000	$30,000 to $70,000	Over $70,000
Support	54.9	49.8	55.0
Neutral	32.0	36.8	30.3
Oppose	13.1	13.4	14.7

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	58.0	48.3	45.2	62.2
Neutral	26.0	39.0	40.0	27.7
Oppose	16.0	12.8	14.8	10.1

	18-29	30-44	45-64	65 and older
Support	50.6	52.6	52.4	61.4
Neutral	37.4	31.9	34.9	24.1
Oppose	12.1	15.5	12.7	14.5

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

Do more to improve status of women in Canada

	Male	Female	All Residents
Strongly agree	27.8	42.0	35.1
Somewhat agree	44.8	34.2	39.5
Neutral	18.1	18.3	18.1
Somewhat disagree	7.1	4.1	5.6
Strongly disagree	2.1	1.4	1.7

	South	North	West
Strongly agree	36.8	38.2	30.7
Somewhat agree	43.5	34.1	39.7
Neutral	13.9	22.9	18.6
Somewhat disagree	4.8	2.9	8.5
Strongly disagree	1.0	1.8	2.5

	Under $30,000	$30,000 to $70,000	Over $70,000
Strongly agree	39.8	30.3	40.0
Somewhat agree	42.0	41.5	32.7
Neutral	13.1	20.1	21.8
Somewhat disagree	4.0	6.4	3.6
Strongly disagree	1.1	1.7	1.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly agree	35.9	31.6	40.7	33.6
Somewhat agree	42.7	42.0	32.2	39.5
Neutral	13.0	19.5	18.6	21.1
Somewhat disagree	7.6	5.2	6.8	3.3
Strongly disagree	0.8	1.7	1.7	2.6

	18-29	30-44	45-64	65 and older
Strongly agree	30.7	26.3	42.2	38.4
Somewhat agree	51.1	38.1	31.8	34.9
Neutral	13.6	26.3	18.2	16.3
Somewhat disagree	4.5	5.1	5.7	8.1
Strongly disagree	0.0	4.2	2.1	2.3

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

Opinions of Womanspace mission

	Male	Female	All Residents
Strongly support	29.9	37.5	33.8
Somewhat support	43.1	38.2	40.5
Neutral	19.7	18.6	19.2
Somewhat oppose	4.0	4.7	4.4
Strongly oppose	3.3	1.0	2.1

	South	North	West
Strongly support	35.8	31.4	34.0
Somewhat support	40.7	40.2	40.6
Neutral	17.2	21.3	19.3
Somewhat oppose	4.4	4.7	4.6
Strongly oppose	2.0	2.4	1.5

	Under $30,000	$30,000 to $70,000	Over $70,000
Strongly support	38.8	31.4	37.6
Somewhat support	41.0	39.5	33.0
Neutral	14.2	22.9	22.0
Somewhat oppose	4.9	3.1	5.5
Strongly oppose	1.1	3.1	1.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly support	26.3	33.3	31.6	42.3
Somewhat support	45.9	43.5	36.8	35.6
Neutral	19.5	16.7	23.9	18.8
Somewhat oppose	6.0	4.8	4.3	2.0
Strongly oppose	2.3	1.8	3.4	1.3

	18-29	30-44	45-64	65 and older
Strongly support	39.2	30.5	36.2	21.8
Somewhat support	42.0	38.1	37.8	43.7
Neutral	13.6	26.3	17.6	25.3
Somewhat oppose	2.8	1.7	6.9	6.9
Strongly oppose	2.3	3.4	1.6	2.3

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

Opinions of feminism

	Male	Female	All Residents
Strongly support	15.0	12.7	13.8
Somewhat support	35.4	43.5	39.6
Neutral	33.6	32.9	33.2
Somewhat oppose	11.7	9.2	10.3
Strongly oppose	4.4	1.7	3.0

	South	North	West
Strongly support	12.1	15.0	14.9
Somewhat support	39.3	40.7	38.1
Neutral	35.0	30.5	34.0
Somewhat oppose	12.6	8.4	9.3
Strongly oppose	1.0	5.4	3.6

	Under $30,000	$30,000 to $70,000	Over $70,000
Strongly support	17.2	9.6	20.0
Somewhat support	37.9	40.4	34.5
Neutral	32.2	37.0	30.0
Somewhat oppose	11.5	9.1	11.8
Strongly oppose	1.1	3.9	3.6

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly support	11.5	9.3	11.3	23.0
Somewhat support	46.6	39.0	33.0	39.2
Neutral	26.0	39.0	40.0	27.7
Somewhat oppose	12.2	9.9	11.3	8.8
Strongly oppose	3.8	2.9	4.3	1.4

	18-29	30-44	45-64	65 and older
Strongly support	15.0	14.5	12.6	13.1
Somewhat support	35.8	38.5	39.5	47.6
Neutral	37.6	31.6	34.7	23.8
Somewhat oppose	8.7	12.8	9.5	11.9
Strongly oppose	2.9	2.6	3.7	3.6

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

Please tell me how much you agree or disagree with the following statement. More effort needs to be made to improve the status of women in Canada.

    Strongly agree
    Somewhat agree
    Neither agree nor disagree
    Somewhat disagree
    Strongly disagree

Please tell me how much you know about the Womanspace Resource Centre in Lethbridge? Would you say you are…
    Very knowledgeable
    Somewhat knowledgeable
    Have heard of Womanspace Resource Centre but don't know what they do
    Never heard of Womanspace Resource Centre

Womanspace Resource Centre focuses on analyzing gender inequalities in our society with the goal of promoting awareness and change. Please tell me how much you support or oppose this goal?
    Strongly support
    Somewhat support
    Neither support nor oppose
    Somewhat oppose
    Strongly oppose

From what you know about feminism, please tell me which of the following best describes your attitude towards feminism?
    Strongly supportive of feminism
    Somewhat supportive of feminism
    Neither supportive nor opposed to feminism
    Somewhat opposed to feminism
    Strongly opposed to feminism