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Fall 2005 Lethbridge Public Opinion Study for Economic Development Lethbridge

Foreign Investment and Foreign Workers Report

October 25, 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 was sponsored by Economic Development Lethbridge. We thank Economic Development Lethbridge for their support of our research endeavors.

Foreign Investment in Lethbridge

- An overwhelming majority of Lethbridge residents (94.3%) believe that foreign investment is important for the Canadian economy. Women (95.9%), upper-income residents (97.2%) and younger residents are most likely to think foreign investment is important for Canada.
- A slightly smaller, but still large majority of residents (87.3%) believe foreign investment is important for the Lethbridge economy. Women (89.7%), west Lethbridge residents (90.2%), middle-income earners (89.0%), university grads (89.9%) and gen-xers (90.0%) are most likely to think foreign investment is important.

Importance of foreign Investment in Canada		Importance of foreign Investment in Lethbridge	
Important	94.3	Important	87.3
Not important	5.7	Not important	12.7

- The majority of Lethbridge residents (57.5%) believe American investment and investment from other countries to be equally beneficial to the Lethbridge economy. Slightly more than one-in-five Lethbridge residents (22.2%) believe American foreign investment to be more beneficial to the Lethbridge economy than investment from other countries. A similar number (20.3%) believe investment from other countries is more beneficial than is American investment.
- Men (25.0%) are slightly more likely to believe that American Foreign investment is more beneficial than are women (19.7%). North Lethbridge residents (24.2%), lower-income residents (26.8%), those with the least amount of formal education (29.6%) and boomers (26.7%) are most likely to believe American investment is more beneficial than is investment from other countries.

US or other foreign investment	
US investment better	22.2
Both equally beneficial	57.5
Other investment better	20.3

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

Foreign Investment in Lethbridge

- When considering how foreign investment could be managed in Lethbridge, the vast majority of residents (94.7%) support foreign investors providing capital to Canadian companies who would manage and operate the business. Men (95.6%), west Lethbridge residents (96.9%), upper-income residents (98.2%), university grads (96.7%) and gen-xers (99.2%) are most supportive.
- Strong support (85.9%) also exists for foreign investors owning and operating the company but using Canadian managers to run the business in Lethbridge. Men (89.9%), west Lethbridge residents (89.8%), upper-income earners (89.9%), university grads (91.4%) and gen-exers (92.5%) are most supportive.
- Most Lethbridge residents (77.7%) are opposed to foreign investment in situations where the foreign investors own, operate and use foreign managers to run the business in Lethbridge. Women (82.1%), north Lethbridge residents (82.8%), college-tech-trade grads (87.3%) and boomers (85.9%) are most opposed.

Foreign investment Canadian operation/management		Foreign investment and operation – Canadian management		Foreign investment, operation and foreign management	
Support	94.7	Support	85.9	Support	22.3
Oppose	5.3	Oppose	14.1	Oppose	77.7

- A majority of Lethbridge residents (68.2%) believe that the community of Lethbridge would be accepting of more foreign workers. West Lethbridge residents (65.2%) and gen-xers (57.6%) are slightly less likely to believe Lethbridge will be accepting of more foreign workers.
- Most Lethbridge residents (80.7%) state that they will personally be accepting of more foreign workers. West Lethbridge residents (84.6%), upper-income earners (85.3%), university grads (89.4%) and the youth (84.0%) are the most accepting.

Community acceptance of more foreign workers		Personal acceptance of more foreign workers	
Accepting	68.2	Accepting	80.7
Un-accepting	31.8	Un-accepting	19.3

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

Importance of foreign investment to Canadian economy

	Male	Female	All Residents
Important	92.5	95.9	94.3
Not important	7.5	4.1	5.7

	South	North	West
Important	93.6	93.6	95.9
Not important	6.4	6.4	4.1

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Important	93.9	93.9	97.2
Not important	6.1	6.1	2.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Important	91.9	95.8	94.0	95.3
Not important	8.1	4.2	6.0	4.7

	18-29	30-44	45-64	65 and older
Important	96.0	96.7	93.0	89.5
Not important	4.0	3.3	7.0	10.5

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

Importance of foreign investment to Lethbridge economy

	Male	Female	All Residents
Important	84.8	89.7	87.3
Not important	15.2	10.3	12.7

	South	North	West
Important	82.8	88.9	90.2
Not important	17.2	11.1	9.8

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Important	84.8	89.0	86.4
Not important	15.2	11.0	13.6

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Important	85.2	88.6	83.9	89.9
Not important	14.8	11.4	16.1	10.1

	18-29	30-44	45-64	65 and older
Important	84.3	90.0	89.9	83.5
Not important	15.7	10.0	10.1	16.5

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

American investment compared to other foreign investment to Lethbridge economy

	Male	Female	All Residents
US more beneficial	25.0	19.7	22.2
Equally beneficial	52.6	62.0	57.5
Other more beneficial	22.4	18.2	20.3

	South	North	West
US more beneficial	21.5	24.2	21.5
Equally beneficial	55.4	55.8	61.3
Other more beneficial	23.1	20.0	17.1

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
US more beneficial	26.8	20.1	23.8
Equally beneficial	49.4	58.9	61.9
Other more beneficial	23.8	21.0	14.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
US more beneficial	29.6	19.1	23.2	18.9
Equally beneficial	49.6	56.2	58.0	65.7
Other more beneficial	20.8	24.7	18.8	15.4

	18-29	30-44	45-64	65 and older
US more beneficial	24.0	19.1	26.7	12.8
Equally beneficial	53.9	62.6	55.0	61.5
Other more beneficial	22.2	18.3	18.3	25.6

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

Foreign company invests and has Canadian partner operate and manage

	Male	Female	All Residents
Support	95.6	93.7	94.7
Oppose	4.4	6.3	5.3

	South	North	West
Support	94.0	93.4	96.9
Oppose	6.0	6.6	3.1

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Support	95.4	93.4	98.2
Oppose	4.6	6.6	1.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	92.8	94.6	94.0	96.7
Oppose	7.2	5.4	6.0	3.3

	18-29	30-44	45-64	65 and older
Support	94.2	99.2	93.5	91.4
Oppose	5.8	0.8	6.5	8.6

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

Foreign company owns and operates with Canadian managers

	Male	Female	All Residents
Support	89.9	82.1	85.9
Oppose	10.1	17.9	14.1

	South	North	West
Support	84.2	83.3	89.8
Oppose	15.8	16.7	10.2

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Support	87.6	83.3	89.9
Oppose	12.4	16.7	10.1

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	85.4	82.1	84.0	91.4
Oppose	14.6	17.9	16.0	8.6

	18-29	30-44	45-64	65 and older
Support	85.1	92.5	83.8	81.9
Oppose	14.9	7.5	16.2	18.1

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

Foreign company owns and operates with foreign managers

	Male	Female	All Residents
Support	27.0	17.9	22.3
Oppose	73.0	82.1	77.7

	South	North	West
Support	22.9	17.2	25.8
Oppose	77.1	82.8	74.2

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Support	29.0	18.2	17.4
Oppose	71.0	81.8	82.6

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Support	24.8	25.3	12.7	24.5
Oppose	75.2	74.7	87.3	75.5

	18-29	30-44	45-64	65 and older
Support	28.0	26.9	14.1	20.7
Oppose	72.0	73.1	85.9	79.3

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

Community acceptance of more foreign workers in Lethbridge

	Male	Female	All Residents
Accepting	68.4	68.0	68.2
Un-accepting	31.6	32.0	31.8

	South	North	West
Accepting	69.9	69.8	65.2
Un-accepting	30.1	30.2	34.8

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Accepting	67.6	67.7	66.7
Un-accepting	32.4	32.3	33.3

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Accepting	66.4	68.2	73.5	66.2
Un-accepting	33.6	31.8	26.5	33.8

	18-29	30-44	45-64	65 and older
Accepting	65.1	57.6	70.8	81.8
Un-accepting	34.9	42.4	29.2	18.2

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

Personal acceptance of more foreign workers in Lethbridge

	Male	Female	All Residents
Accepting	81.0	80.4	80.7
Un-accepting	19.0	19.6	19.3

	South	North	West
Accepting	82.3	74.6	84.6
Un-accepting	17.7	25.4	15.4

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Accepting	78.0	80.5	85.3
Un-accepting	22.0	19.5	14.7

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Accepting	73.3	81.7	76.5	89.4
Un-accepting	26.7	18.3	23.5	10.6

	18-29	30-44	45-64	65 and older
Accepting	84.0	74.8	82.1	79.1
Un-accepting	16.0	25.2	17.9	20.9

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

Importance of foreign investment to Canadian economy (full range of responses)

	Male	Female	All Residents
Very important	51.1	48.8	49.9
Somewhat important	41.7	47.1	44.4
Not very important	4.7	3.1	3.9
Not at all important	2.5	1.0	1.8

	South	North	West
Very important	43.6	49.7	56.6
Somewhat important	50.0	43.9	38.9
Not very important	5.4	3.5	3.0
Not at all important	1.0	2.9	1.5

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Very important	51.4	47.6	57.8
Somewhat important	42.5	46.7	39.4
Not very important	3.3	4.0	2.8
Not at all important	2.8	1.8	0.0

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very important	49.3	43.8	55.6	52.7
Somewhat important	42.6	51.5	38.5	42.6
Not very important	5.9	1.8	5.1	4.1
Not at all important	2.2	3.0	0.9	0.7

	18-29	30-44	45-64	65 and older
Very important	50.0	50.8	53.5	41.9
Somewhat important	46.0	45.9	39.6	47.7
Not very important	4.0	2.5	4.3	5.8
Not at all important	0.0	0.8	2.7	4.7

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

Importance of foreign investment to Lethbridge economy (full range of responses)

	Male	Female	All Residents
Very important	30.6	25.5	28.2
Somewhat important	54.0	64.1	59.1
Not very important	13.3	7.9	10.5
Not at all important	2.2	2.4	2.2

	South	North	West
Very important	25.6	24.6	34.0
Somewhat important	57.1	64.3	56.2
Not very important	14.3	8.2	8.8
Not at all important	3.0	2.9	1.0

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Very important	27.0	28.6	29.7
Somewhat important	57.9	60.4	56.8
Not very important	10.1	10.1	12.6
Not at all important	5.1	0.9	0.9

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very important	24.4	21.6	34.7	33.1
Somewhat important	60.7	67.1	49.2	56.8
Not very important	11.9	8.4	13.6	9.5
Not at all important	3.0	3.0	2.5	0.7

	18-29	30-44	45-64	65 and older
Very important	19.8	30.8	33.0	31.0
Somewhat important	64.5	59.2	56.9	52.4
Not very important	12.8	8.3%	9.6	11.9
Not at all important	2.9	1.7	0.5	4.8

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

Foreign company invests and has Canadian partner operate and manage (full range of responses)

	Male	Female	All Residents
Strongly support	47.6	36.0	41.6
Somewhat support	48.0	57.7	53.1
Somewhat oppose	4.4	5.6	5.0
Strongly oppose	0.0	0.7	0.3

	South	North	West
Strongly support	37.5	34.9	51.5
Somewhat support	56.5	58.4	45.4
Somewhat oppose	5.5	6.0	3.1
Strongly oppose	0.5	0.6	0.0

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Strongly support	36.0	42.9	49.5
Somewhat support	58.9	50.4	48.6
Somewhat oppose	4.0	6.6	1.8
Strongly oppose	1.1	0.0	0.0

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly support	32.8	43.1	47.4	42.4
Somewhat support	60.0	51.5	46.6	54.3
Somewhat oppose	6.4	5.4	5.2	3.3
Strongly oppose	0.8	0.0	0.9	0.0

	18-29	30-44	45-64	65 and older
Strongly support	38.0	42.4	50.5	28.4
Somewhat support	56.1	56.8	43.0	63.0
Somewhat oppose	5.8	0.8	6.5	6.2
Strongly oppose	0.0	0.0	0.0	2.5

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

Foreign company owns and operates with Canadian managers (full range of responses)

	Male	Female	All Residents
Strongly support	28.0	24.4	26.1
Somewhat support	62.2	57.7	59.8
Somewhat oppose	7.6	15.5	11.7
Strongly oppose	2.2	2.4	2.4

	South	North	West
Strongly support	22.3	23.2	32.5
Somewhat support	61.9	60.1	57.4
Somewhat oppose	12.9	13.1	9.1
Strongly oppose	3.0	3.6	1.0

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Strongly support	20.1	27.3	35.8
Somewhat support	67.6	55.9	54.1
Somewhat oppose	8.9	14.5	8.3
Strongly oppose	3.4	2.2	1.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly support	21.7	22.0	31.1	30.0
Somewhat support	63.6	60.1	52.9	62.0
Somewhat oppose	11.6	14.3	15.1	6.7
Strongly oppose	3.1	3.6	0.8	1.3

	18-29	30-44	45-64	65 and older
Strongly support	22.3	32.5	27.6	22.6
Somewhat support	62.9	60.0	56.2	59.5
Somewhat oppose	13.1	5.8	13.5	14.3
Strongly oppose	1.7	1.7	2.7	3.6

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

Foreign company owns and operates with foreign managers (full range of responses)

	Male	Female	All Residents
Strongly support	6.2	2.1	4.0
Somewhat support	20.8	15.9	18.3
Somewhat oppose	32.8	39.1	36.1
Strongly oppose	40.1	42.9	41.6

	South	North	West
Strongly support	5.9	3.7	2.0
Somewhat support	16.8	13.4	23.7
Somewhat oppose	35.6	39.6	33.8
Strongly oppose	41.6	43.3	40.4

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Strongly support	5.1	4.0	2.8
Somewhat support	23.9	14.2	14.7
Somewhat oppose	38.1	37.8	29.4
Strongly oppose	33.0	44.0	53.2

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly support	3.1	3.6	4.3	4.6
Somewhat support	21.1	21.7	8.5	19.9
Somewhat oppose	36.7	38.6	35.0	33.8
Strongly oppose	39.1	36.1	52.1	41.7

	18-29	30-44	45-64	65 and older
Strongly support	5.1	4.2	2.7	3.7
Somewhat support	22.9	22.0	11.4	17.1
Somewhat oppose	39.4	36.4	28.1	46.3
Strongly oppose	32.6	37.3	57.8	32.9

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

Community acceptance of more foreign workers in Lethbridge (full range of responses)

	Male	Female	All Residents
Very accepting	12.5	7.8	10.1
Somewhat accepting	55.9	60.2	58.1
Somewhat un-accepting	23.8	23.5	23.6
Very un-accepting	7.8	8.5	8.2

	South	North	West
Very accepting	10.7	5.2	13.7
Somewhat accepting	59.2	64.5	51.3
Somewhat un-accepting	22.3	22.7	25.9
Very un-accepting	7.8	7.6	9.1

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Very accepting	8.9	10.3	12.6
Somewhat accepting	59.2	57.1	54.1
Somewhat un-accepting	22.3	25.3	24.3
Very un-accepting	9.5	7.3	9.0

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very accepting	8.8	9.4	11.0	11.3
Somewhat accepting	57.7	58.5	61.9	55.0
Somewhat un-accepting	21.9	24.0	21.2	26.5
Very un-accepting	11.7	8.2	5.9	7.3

	18-29	30-44	45-64	65 and older
Very accepting	10.3	9.3	12.0	6.8
Somewhat accepting	55.2	48.3	58.9	75.0
Somewhat un-accepting	24.1	33.1	20.3	17.0
Very un-accepting	10.3	9.3	8.9	1.1

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

Personal acceptance of more foreign workers in Lethbridge (full range of responses)

	Male	Female	All Residents
Very accepting	41.4	34.6	38.0
Somewhat accepting	39.6	45.6	42.8
Somewhat un-accepting	10.4	13.4	11.9
Very un-accepting	8.6	6.4	7.3

	South	North	West
Very accepting	36.5	28.2	48.0
Somewhat accepting	45.8	46.0	37.0
Somewhat un-accepting	10.8	17.8	8.0
Very un-accepting	6.9	8.0	7.0

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Very accepting	36.5	35.5	50.0
Somewhat accepting	42.0	45.0	34.5
Somewhat un-accepting	14.4	11.3	10.0
Very un-accepting	7.2	8.2	5.5

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very accepting	23.0	38.3	33.9	54.0
Somewhat accepting	50.4	43.4	42.6	35.3
Somewhat un-accepting	13.3	11.4	13.9	10.0
Very un-accepting	13.3	6.9	9.6	0.7

	18-29	30-44	45-64	65 and older
Very accepting	43.4	34.7	38.7	31.0
Somewhat accepting	40.6	39.7	42.9	48.3
Somewhat un-accepting	6.9	16.5	11.5	17.2
Very un-accepting	9.1	9.1	6.8	3.4

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 important you think foreign investment is to the overall Canadian economy. Would you say it is...
very important – somewhat important – not very important – not at all important

Please tell me how important you think foreign investment is to the Lethbridge economy. Would you say it is...
very important – somewhat important – not very important – not at all important

When thinking about foreign investments by American companies as compared to investments from other countries, please tell me which of the following best describes your opinion.

American foreign investment in Canada is more beneficial to the Canadian economy than is investment from other countries

Investments from Americans and from other countries are equally beneficial to the Canadian economy

Foreign Investment from other countries is more beneficial to the Canadian economy than is American investment

Companies can decide to invest in a foreign country in a variety of ways. Please tell me how much you support or oppose each of the following scenarios under which a foreign company might choose to invest in a business in Lethbridge.

A foreign company provides investment dollars to a Canadian company with the Canadian company managing and operating the business in Lethbridge.

strongly support – somewhat support – somewhat oppose – strongly oppose

A foreign company owns and operates the company but uses Canadian managers to run the business in Lethbridge.

strongly support – somewhat support – somewhat oppose – strongly oppose

A foreign company owns and operates the business and uses foreign managers to run the business in Lethbridge.

strongly support – somewhat support – somewhat oppose – strongly oppose

Like most of the province of Alberta, Lethbridge is currently facing a labor shortage in a number of important industries. Both the federal and provincial governments have developed plans to attract more foreign workers to help fill the labor shortage.

Please tell me how accepting you think the community of Lethbridge will be to an increased number of foreign workers in the city.

very accepting – somewhat accepting – somewhat un-accepting – very un-accepting

Please tell me how accepting you personally will be to an increased number of foreign workers in the city of Lethbridge.

very accepting – somewhat accepting – somewhat un-accepting – very un-accepting