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Fall 2006 Lethbridge Public Opinion Study






Impact of Labor Market Conditions
for
Global News Lethbridge

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Methodology

-  **Population** The city of Lethbridge has a total population of 78,713 residents (2006 municipal census) approximately 80% of which are 18 years of age or older (63,000 est.). Approximately 48% of Lethbridge residents are male while approximately 52% are female. South Lethbridge is home to 28,318 residents (36.0%) while the rapidly expanding west side is now home to 27,154 residents (34.5%). There are 23,241 north Lethbridge residents (29.5%).
-  **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 2006, students interviewed 577 adult city of Lethbridge residents (September 30th and October 1st) 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. We also sincerely appreciate and thank all the Lethbridge residents who took time out of their day to respond to our survey.
-  **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 $\pm 4.1\%$, 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 question was sponsored by Global News Lethbridge. We thank Global News for their ongoing support of our research endeavors.

Labor Market Conditions – Personal Impact (October 2006)

-  A majority of Lethbridge residents (56.8%) believe that the current tight labor market in Lethbridge is impacting them in a positive way. Conversely, 43.2% state that the tight labor market is impacting them negatively.
-  North Lethbridge residents (65.9%) are most likely to be sensing a positive impact. West Lethbridge residents are more positive (57.7%) than negative (42.3%). Only south Lethbridge residents view the situation as more negative (51.6%) than positive (48.4%).
-  Clearly, lower income residents (61.0%) are more likely to be experiencing a positive impact than are middle income (57.4%), and upper income residents (49.5%).
-  Lethbridge youth (69.6%) are much more positive than are other age groups, especially when compared to their parents generation (boomers) who are the only age group to view the current labor market as more negative (51.9%) than positive (48.1%).
-  Interestingly, although residents with jobs are among the most positive, (58.9% for those with full-time employment and 59.0% for people working part-time), those not currently in the workforce (full-time students and parents, and those with disabilities or receiving social assistance) are even more positive (68.3%) than are those currently in the workforce. As is to be expected, unemployed Lethbridge residents view the situation most negatively (61.5%).

Labor market impact	(%)
Positive	56.8
Negative	43.2

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

Labor Market Conditions – Personal Impact (October 2006)

	Male	Female	All Residents
Positive	57.7	56.0	56.8
Negative	42.3	44.0	43.2

	South	North	West
Positive	48.4	65.9	57.7
Negative	51.6	34.1	42.3

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Positive	61.0	57.4	49.5
Negative	39.0	42.6	50.5

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Positive	60.0	60.5	52.4	54.6
Negative	40.0	39.5	47.6	45.4

	18-29	30-44	45-64	65 and older
Positive	69.6	56.9	48.1	55.4
Negative	30.4	43.1	51.9	44.6

	Employed Full-time	Employed Part-time	Student/Parent/SA	Unemployed	Retired
Positive	58.9	59.0	68.3	38.5	43.0
Negative	41.1	41.0	31.7	61.5	57.0

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

Labor Market Conditions – Personal Impact (October 2006)

	Male	Female	All Residents
Very Positive	11.9	9.6	10.9
Somewhat Positive	45.8	46.3	46.0
Somewhat Negative	34.8	34.9	34.9
Very Negative	7.5	9.2	8.2

	South	North	West
Very Positive	11.1	12.6	9.6
Somewhat Positive	37.3	53.3	48.1
Somewhat Negative	39.2	27.4	37.2
Very Negative	12.4	6.7	5.1

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Very Positive	13.0	9.6	8.2
Somewhat Positive	48.1	48.1	41.2
Somewhat Negative	30.5	37.2	37.1
Very Negative	8.4	5.1	13.4

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very Positive	16.7	10.9	8.7	8.4
Somewhat Positive	43.3	49.6	44.2	46.2
Somewhat Negative	30.0	30.2	42.3	37.8
Very Negative	10.0	9.3	4.8	7.6

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

Labor Market Conditions – Personal Impact (October 2006)

	18-29	30-44	45-64	65 and older
Very Positive	16.1	12.9	7.5	5.4
Somewhat Positive	53.6	44.0	40.6	50.0
Somewhat Negative	27.7	35.3	40.6	33.9
Very Negative	2.7	7.8	11.3	10.7

	Employed Full-time	Employed Part-time	Student/Parent/SA	Unemployed	Retired
Very Positive	13.4	7.9	15.3	0.0	3.8
Somewhat Positive	45.7	50.0	54.2	38.5	39.2
Somewhat Negative	33.1	36.8	25.4	53.8	43.0
Very Negative	7.9	5.3	5.1	7.7	13.9

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	47.8	South	36.1	Under \$40,000	37.0	H-School/less	21.3	18-29	22.9
Female	52.2	North	29.4	\$40-\$80,000	38.1	Some P-Sec.	27.7	30-44	23.8
		West	34.5	Over \$80,000	24.9	Col-Tech-Grad	24.0	45-64	37.2
						University Grad	27.0	65 or older	16.0

Employment Status (%)	
Employed Full-time	55.3
Employed Part-time	8.1
Student/Parent/Social Assistance	12.5
Unemployed	2.5
Retired	21.6

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

Question

Like most of Alberta, Lethbridge is currently experiencing a very tight labor market. Please tell me whether the current labor market conditions have positively or negatively impacted you personally.