









Lethbridge & Coaldale Provincial Vote Intention

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Methodology

-  **Population** The city of Lethbridge has a total population of 87,882 residents (2011 census) approximately 80% of which are 18 years of age or older (70,305). A total of 43,011 Lethbridge residents are male (48.9%) while 44,871 are female (51.1%). South Lethbridge is home to 30,504 residents (34.7%) while the rapidly expanding west side is now home to 32,063 residents (36.5%). There are 25,315 north Lethbridge residents (28.8%). Coaldale has a total population of 6,943 residents (2009 census).
-  **Sample Data** Collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2012. Students interviewed 738 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 11–12, 2012 under the supervision of School of Liberal Arts faculty member Faron Ellis. Telephone numbers were selected from a sample drawn from InfoCanada directories. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes for samples from previous Lethbridge and Alberta Public Opinion Studies can be obtained by visiting the CSRL web pages at:
www.lethbridgecollege.ab.ca/go/csrl
-  **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 that of the population (gender, age and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 3.6 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the Lethbridge subsample margin of error is ± 3.9 percentage points, 19 times out of 20, while the Coaldale subsample has a margin of error of ± 9.5 percentage points 19 times out of 20.
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications developed by the Open Source Learning Lab. We thank Dr. James Manis and the OSLL for their efforts in working with us to establish and maintain the IB Commons Call Centre.
-  **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 question was derived from student and faculty interest in the topic.


Provincial Vote Intention

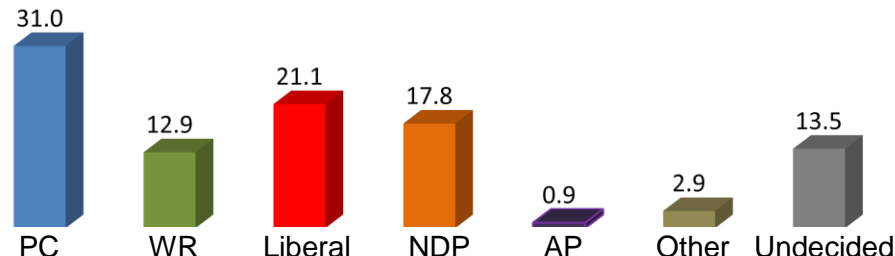
- The governing Alberta Progressive Conservatives (36.1%) continue to enjoy the largest plurality of support within the Lethbridge/Coaldale region. The PCs lead their closest competitors by almost 10 percent in Lethbridge West (31.0%) and nearly 20 percent in Lethbridge East (39.4%), albeit facing different second place challengers in each. The PCs currently enjoy a nearly 30 percent lead in Coaldale (36.2%).
- In Lethbridge West, the Alberta Liberals (21.1%) have supplanted Wildrose (12.9%) as the Tories closest rival with the NDP (17.8%) running a strong third behind the Liberals.
- Wildrose (20.2%) remains entrenched in second place in Lethbridge East with Liberal support continuing to decline (13.2%) and the NDP climbing slightly to 11.6%.
- PC support in the Lethbridge region is somewhat lower than it was throughout the province which is not atypical.


Lethbridge/Coaldale Provincial Vote Intention (%)	Lethbridge West			Lethbridge East			Coaldale			All Residents		
	2010	2011	2012	2010	2011	2012	2010	2011	2012	2010	2011	2012
Progressive Conservative	28.7	30.5	31.0	27.7	23.3	39.4	31.7	39.0	46.8	28.5	27.7	36.1
Wildrose	18.4	17.8	12.9	21.9	22.0	20.2	23.3	20.3	17.0	22.0	19.4	16.3
Liberal	17.2	15.8	21.1	28.2	17.9	13.2	26.7	8.5	4.3	20.5	15.7	16.3
NDP	16.1	11.9	17.8	8.9	9.1	11.6	5.0	6.8	14.9	12.2	10.4	14.9
Alberta Party	—	3.4	0.9	—	4.7	1.0	—	1.7	2.1	—	4.0	1.0
Other parties & independents	1.2	6.2	2.9	2.0	5.4	1.0	3.3	3.4	4.3	1.7	6.1	2.1
Undecided	18.4	14.4	13.5	11.2	17.6	13.6	10.0	20.3	10.6	15.2	16.7	13.4

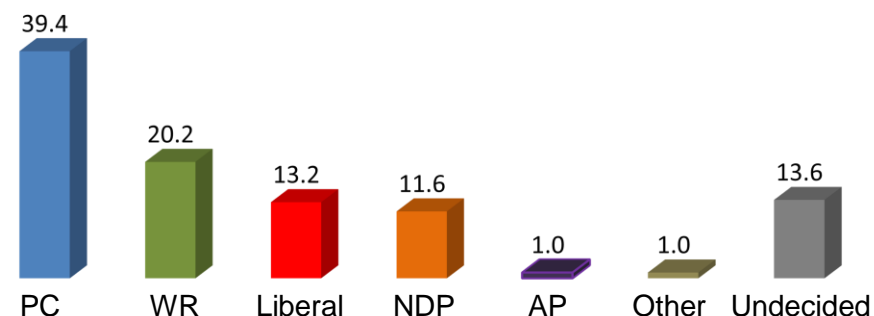
Provincial/Lethbridge Vote Intention (%)	All Voters		Decided Voters	
	Alberta October 2011 n=1111 (± 2.9)	Lethbridge February 2012 n=738 (± 3.6)	Alberta October 2011 n=979 (± 3.1)	Lethbridge February 2012 n=704 (± 3.7)
Progressive Conservative	42.0	36.1	47.7	41.7
Wildrose	14.2	16.3	16.1	18.8
Liberal	11.8	16.3	13.4	18.8
NDP	14.4	14.9	16.3	17.2
Alberta Party	2.7	1.0	3.1	1.1
Other parties (and independents)	3.0	2.1	3.4	2.4
Undecided	11.9	13.4	-	-


Provincial Vote Intention – All Potential Voters (%) (February 2012)

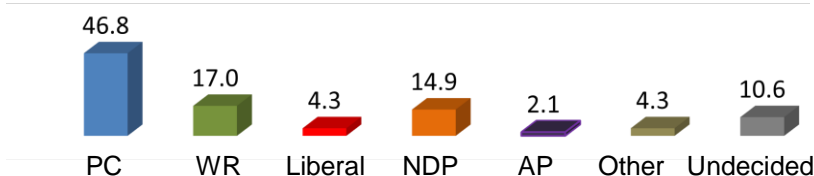
-  **Lethbridge West**
- PCs lead (31.0%) with advantage of incumbency
 - Liberals back in second (21.1%)
 - NDP up (17.8%)
 - Wildrose down (12.9%)
 - 13.5% of potential voters are undecided








-  **Lethbridge East**
- PCs surge into lead (39.4%)
 - Alliance solidly in second (20.2%)
 - The Liberals are now running third (13.2%) and no longer have the advantage of incumbency
 - NDP making gains 11.6%
 - 13.6% of potential voters are undecided



-  **Coaldale**
- PCs hold commanding lead (46.8%) with incumbency
 - Wildrose second (17.0%)
 - NDP now in third place (14.9%)
 - Liberals plummet (4.3%)
 - 10.6% of potential voters are undecided



-  PC support is broad and deep with little variation between demographic groups except for gender. PC support continues to exhibit a significant gender gap with more female than male support. Wildrose on the other hand, has a similar but opposite gender gap with more male than female support.
-  Wildrose continues to recruit most of its supporters from amongst older and middle income residents,
-  Liberals support is down in most demographic categories with strengths among the youth, university grads and the non-religious.
-  The NDP also receives its strongest support from younger residents, the non-religious and university grads.
-  Despite being mentioned by name as one party option, the Alberta Party (1.0%) barely registers with Lethbridge area voters.

Provincial Vote Intention – Decided Voters Only (February 2012)

Region*	Lethbridge West	Lethbridge East	Coaldale	All Residents
Progressive Conservative	35.8	45.6	52.4	41.9
Wildrose	14.9	23.4	19.0	18.7
Liberal	24.3	15.3	4.8	18.7
NDP	20.6	13.4	16.7	17.1
Alberta Party	1.0	1.1	2.4	1.1

Gender	Male	Female
Progressive Conservative	36.6	46.7
Wildrose	25.5	11.8
Liberal	16.3	21.4
NDP	18.0	16.4
Alberta Party	1.3	1.0

Household Income	Under \$40,000	\$40-\$80,000	Over \$80,000
Progressive Conservative	42.9	41.3	41.9
Wildrose	13.3	20.2	16.8
Liberal	18.1	20.2	19.9
NDP	23.8	16.3	16.2
Alberta Party	0.0	1.0	2.1

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Progressive Conservative	48.1	44.7	47.5	33.3
Wildrose	27.8	14.7	20.8	15.3
Liberal	11.3	20.7	17.8	22.5
NDP	8.3	17.3	10.9	24.8
Alberta Party	0.8	0.7	2.0	1.4

Age*	18-29	30-44	45-64	65 and older
Progressive Conservative	26.3	52.5	39.2	49.1
Wildrose	14.3	13.9	22.2	22.2
Liberal	25.6	16.4	19.0	14.4
NDP	31.6	13.9	14.8	10.8
Alberta Party	0.0	1.6	1.6	1.2

Religious Participation*	2-3 per month/more	Several per year	Rarely/never
Progressive Conservative	45.0	52.2	34.4
Wildrose	26.7	14.7	16.1
Liberal	14.4	17.6	22.3
NDP	11.7	11.8	23.1
Alberta Party	0.6	2.9	0.7

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

Demographics

Gender (%)	
Male	48.0
Female	52.0

Area of City (%)	
South	34.3
North	27.3
West	38.4

Income (%)	
Under \$40,000	20.7
\$40-\$80,000	42.2
Over \$80,000	37.0

Education (%)	
H-School/less	23.4
Some P-Sec.	22.9
Col-Tech-Grad	18.0
University Grad	35.7

Age (%)	
18-29	21.3
30-44	20.2
45-64	31.6
65 or older	26.9

Church Attendance (%)	
2-3/month +	31.3
Several/year	21.3
Rarely/never	47.4

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

Question

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

- Progressive Conservative
- Liberal
- NDP
- Wildrose
- Alberta Party
- Some other party
- Undecided (unprompted)