

2004 Lethbridge Public Opinion Study (Fall)

Lethbridge City Council Performance

for
**Global Television
&
The Calgary Herald**

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City of Lethbridge

Located in southwestern Alberta, the city of Lethbridge is home to 72,717 residents, 57,674 of which are 18 years of age or older.



The city is divided into six census areas, two each for its South, North and West geographic areas. It is divided north and south by Alberta highway 3, and east west by the Oldman River.

South Lethbridge's 27,941 residents represent 38.4 of the city's total population. West Lethbridge (22,429) and north Lethbridge (22,347) represent 30.8 and 30.7 respectively.

Methodology

This report is based on data collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College in the fall of 2004. Students interviewed 508 adult residents on October 2nd and 3rd, 2004 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random digit predictive dialing.

The weighted sample yields a margin of error of $\pm 4.3\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population.

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. The questions originated from student interests in the issues. This report has been prepared for Global Television (Lethbridge) and the Calgary Herald. We thank Global and the Herald for their interest in our research.

What follows is a selection of our findings based on the questions below.

Faron Ellis, Ph.D.
Citizen Society Research Lab

- Q. Which of the following you are most likely to vote for in the upcoming election for Lethbridge mayor.
- Q. How would you rate the overall performance of Mayor Bob Tarleck over the past three years?
- Q. How would you rate the overall performance of Alderman Joe Mauro over the past three years?
- Q. How would you rate the overall performance of the Lethbridge City Council over the past three years?
- Q. How likely are you to vote in the upcoming elections for Lethbridge mayor and council?

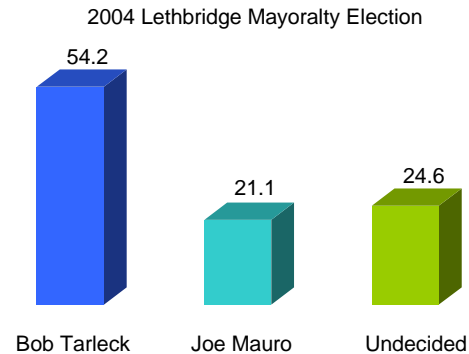
Mayoralty Election

Two weeks prior to the municipal elections, incumbent mayor Bob Tarleck enjoyed a wide lead in voter support (54.2%) over challenger Joe Mauro (21.1%). Almost one-quarter of all potential voters (24.6%) were undecided.

Tarleck's lead is consistent across all demographic categories and, most importantly, he enjoys 63.2% support among those most likely to vote. Mauro holds 23.3% support among those most likely to vote while 13.4% remain undecided.

Tarleck's support is strongest among upper-income voters (63.3%), university graduates (67.8%), and older voters (61.3% for boomers and 62.2% among seniors).

Mauro receives his greatest support in south Lethbridge (25.5%), from college grads (24.3%) and gen-Xers (25.8%).



Tarleck Performance

Mayor Tarleck continues to receive very positive performance evaluations with 71.4% of those who offered an opinion stating he is doing a good job as Lethbridge mayor. Only 4.4% stated he is doing a poor job while 24.2% believe he is performing adequately.

Interestingly, only 9.8% of all respondents did not offer an evaluation of the Mayor's performance. These respondents have been excluded from the tables that follow.

Tarleck receives his most positive evaluations from those most likely to vote (75.8%), university grads (75.9%) and seniors (85.1%).

Overall, Tarleck is evaluated more positively than is the Lethbridge city council as a whole.

Tarleck Performance (%)	
Good	71.4
Adequate	24.2
Poor	4.4

Mauro Performance

Alderman Joe Mauro also enjoys very positive performance evaluations (61.1%) from respondents who were willing to offer an opinion. Almost one-third (31.7%) stated that he had performed adequately over the last term as a Lethbridge alderman while 7.2% stated he performed poorly.

Importantly, 25.2% of all respondents stated that they did not know how to evaluate alderman Mauro's performance. These respondents have been excluded from further analysis.

Mauro receives his most positive evaluations from south Lethbridge residents (66.7%), lower income residents (65.4%) and seniors (66.1%).

Overall, Mauro is evaluated more positively than is the Lethbridge city council as a whole.

Mauro Performance (%)	
Good	61.1
Adequate	31.7
Poor	7.2

Council Performance

The outgoing Lethbridge city council also continues to enjoy positive overall performance evaluations. Half of the respondents who offered an evaluation (50%) stated council had done a good job over the past three years. A further 31.7% stated council has performed adequately while 7.2% stated it has performed poorly.

These performance evaluations represent good news for aldermanic incumbents who are seeking reelection.

Council receives its most positive evaluations from those most likely to vote (56.7%), university grads (60.5%) and seniors (61.8%).

Council Performance (%)

Good	50.0
Adequate	41.0
Poor	9.0

Likelihood of Voting

When asked about their likelihood of casting ballots in the upcoming municipal elections, only 51.4% of respondents stated that they would definitely vote. A further 18.9% stated they are very likely to vote while 29.8% stated that they were less likely or definitely not planning on voting.

These results follow familiar patterns that have been measured when analyzing federal and provincial voter turnout trends.

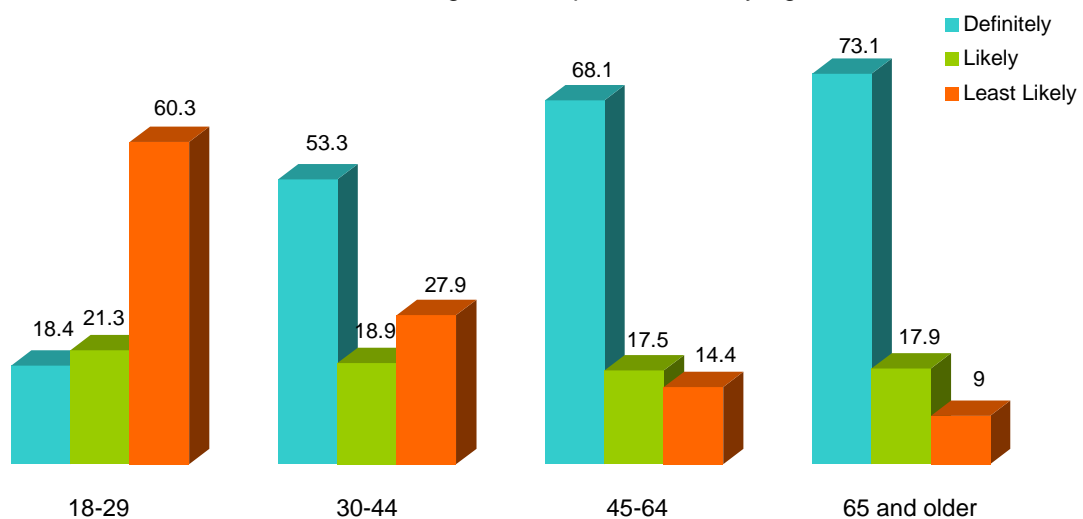
Lower-income voters (37.8%) are much less likely to state they would definitely vote than

are middle-income (50.9%) and upper-income voters (60.3%). University grads are also among the most likely to state that they will cast ballots (70.1%).

Most disturbingly, but not surprisingly, Lethbridge youth are the least likely to state they will definitely vote.

Only 18.4% of those who are 18-29 years old told us they would definitely cast ballots. Seniors (73.1%) and boomers (68.1%) are the most likely state that they will definitely cast ballots.

Likelihood of Voting in Municipal Elections by Age



Snapshot of Responses (%)

Mayoralty Election (%)	Oct. '04
Bob Tarleck	54.2
Joe Mauro	21.1
Undecided	24.6

Tarleck Performance (%)	Feb. '02	Oct. '02	Feb. '03	Oct. '03	Feb. '04	Oct. '04
Good	56.2	57.6	60.5	66.4	64.7	71.4
Adequate	39.8	33.0	33.9	27.6	28.7	24.2
Poor	4.0	9.4	5.6	6.0	6.6	4.4

Mauro Performance (%)	Oct. '04
Good	61.1
Adequate	31.7
Poor	7.2

Council Performance (%)	Feb. '02	Oct. '02	Feb. '03	Oct. '03	Feb. '04	Oct. '04
Good	46.5	46.7	50.2	44.1	45.2	50.0
Adequate	44.4	39.8	39.1	43.1	43.5	41.0
Poor	9.1	13.5	10.7	12.8	11.3	9.0

Likelihood of Voting (%)	Oct. '04
Definitely	51.4
Very Likely	18.9
Least Likely	29.8

Tabular Data

Mayoralty Election (%)

Q. Which of the following you are most likely to vote for in the upcoming election for Lethbridge mayor.

Mayoralty Election by Gender (%)

	Male	Female	Total
Tarleck	53.0	55.0	54.2
Mauro	21.6	20.8	21.1
Undecided	25.4	24.2	24.6

Mayoralty Election by Likelihood of Voting (%)

	Definitely	Very Likely	Least Likely
Tarleck	63.2	63.4	33.8
Mauro	23.3	23.7	16.2
Undecided	13.4	12.9	50.0

Mayoralty Election by Area of City (%)

	South	North	West
Tarleck	52.7	53.9	56.6
Mauro	25.5	20.9	17.9
Undecided	21.8	25.2	25.4

Mayoralty Election by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Tarleck	45.9	55.2	63.3
Mauro	21.6	22.7	20.3
Undecided	32.4	22.1	16.4

Mayoralty Election by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Tarleck	55.7	42.1	54.8	67.8
Mauro	23.0	21.4	24.3	14.8
Undecided	21.3	36.4	20.9	17.4

Mayoralty Election by Age (%)

	18-29	30-44	45-64	65 or older
Tarleck	42.0	54.2	61.3	62.2
Mauro	17.4	25.8	21.9	18.9
Undecided	40.6	20.0	16.9	18.9

Mayor Performance (%)

Q. How would you rate the overall performance of Mayor Bob Tarleck?

Mayor Performance by Gender (%)

	Male	Female	Total
Good	67.8	74.7	71.4
Adequate	29.4	19.5	24.2
Poor	2.8	5.8	4.4

Mayor Performance by Likelihood of Voting (%)

	Definitely	Very Likely	Least Likely
Good	75.8	71.6	61.0
Adequate	19.5	27.3	32.4
Poor	4.7	1.1	6.7

Mayor Performance by Area of City (%)

	South	North	West
Good	74.9	70.6	70.9
Adequate	22.8	22.9	24.7
Poor	2.3	6.4	4.4

Mayor Performance by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Good	71.5	70.5	71.3
Adequate	26.9	24.4	23.8
Poor	1.5	5.1	4.9

Mayor Performance by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Good	67.6	72.7	71.2	75.9
Adequate	26.1	25.6	23.1	21.6
Poor	6.3	1.7	5.8	2.6

Mayor Performance by Age (%)

	18-29	30-44	45-64	65 or older
Good	67.0	68.4	70.5	85.1
Adequate	30.3	26.3	24.4	12.2
Poor	2.8	5.3	5.1	2.7

Alderman Maruo Performance (%)

Q. How would you rate the overall performance of Alderman Joe Mauro?

Mauro Performance by Gender (%)

	Male	Female	Total
Good	59.3	62.6	61.1
Adequate	29.9	33.3	31.7
Poor	10.7	4.0	7.2

Mauro Performance by Likelihood of Voting (%)

	Definitely	Very Likely	Least Likely
Good	61.2	68.1	54.3
Adequate	29.7	30.4	38.6
Poor	9.1	1.4	7.1

Mauro Performance by Area of City (%)

	South	North	West
Good	66.7	63.8	53.2
Adequate	24.5	30.9	38.9
Poor	8.8	5.3	7.9

Mauro Performance by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Good	65.4	61.2	58.3
Adequate	29.8	30.2	34.0
Poor	4.8	8.5	7.8

Mauro Performance by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Good	66.7	64.6	65.9	47.4
Adequate	30.0	29.3	28.4	38.9
Poor	3.3	6.1	5.7	13.7

Mauro Performance by Age (%)

	18-29	30-44	45-64	65 or older
Good	63.8	58.3	59.7	66.1
Adequate	31.3	32.3	32.4	28.8
Poor	5.0	9.4	7.9	5.1

Council Performance (%)

Q. How would you rate the overall performance of the Lethbridge City Council?

Council Performance by Gender (%)

	Male	Female	Total
Good	47.6	52.0	50.0
Adequate	40.0	41.8	41.0
Poor	12.4	6.1	9.0

Council Performance by Likelihood of Voting (%)

	Definitely	Very Likely	Least Likely
Good	56.7	44.4	39.3
Adequate	36.9	47.8	45.8
Poor	6.3	7.8	15.0

Council Performance by Area of City (%)

	South	North	West
Good	53.2	50.0	47.2
Adequate	40.4	39.1	43.4
Poor	6.4	10.9	9.4

Council Performance by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Good	48.4	52.6	50.0
Adequate	45.3	37.8	42.5
Poor	6.3	9.6	7.5

Council Performance by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Good	45.0	46.7	49.0	60.5
Adequate	45.0	46.7	39.4	31.6
Poor	9.9	6.6	11.5	7.9

Council Performance by Age (%)

	18-29	30-44	45-64	65 or older
Good	43.1	48.7	50.3	61.8
Adequate	51.4	40.7	36.8	34.2
Poor	5.5	10.6	12.9	3.9

Likelihood of Voting in Municipal Elections (%)

Q. How likely are you to vote in the upcoming elections for Lethbridge mayor and council?

Likelihood of Voting by Gender (%)

	Male	Female	Total
Definitely	50.2	52.5	51.4
Very Likely	15.9	21.7	18.9
Least Likely	33.9	25.9	29.8

Likelihood of Voting by Area of City (%)

	South	North	West
Definitely	57.0	47.9	50.3
Very Likely	18.7	23.5	16.0
Least Likely	24.4	28.6	33.7

Likelihood of Voting by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Definitely	37.8	50.9	60.3
Very Likely	20.9	22.5	14.5
Least Likely	41.2	26.6	25.2

Likelihood of Voting by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Definitely	53.8	38.5	45.0	70.1
Very Likely	20.2	16.8	27.5	12.0
Least Likely	26.1	44.8	27.5	17.9

Likelihood of Voting by Age (%)

	18-29	30-44	45-64	65 or older
Definitely	18.4	53.3	68.1	73.1
Very Likely	21.3	18.9	17.5	17.9
Least Likely	60.3	27.9	14.4	9.0