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**Dr. Faron Ellis**

[faron.ellis@lethbridgecollege.ab.ca](mailto: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

## Fall 2005 Lethbridge Public Opinion Study





### Lethbridge Mayor and City Council Performance Evaluations Report

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## 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 1<sup>st</sup> and 2<sup>nd</sup> 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 arose out of student interest and our ongoing tracking of Lethbridge residents' perceptions of their local government.

# Lethbridge Mayor and Council Performance Evaluations

-  **Mayor Tarleck** Lethbridge residents continue to demonstrate strong approval of Bob Tarleck's performance one year after being elected to a second term as Lethbridge mayor. More than seven-in-ten Lethbridge voters gave Tarleck a positive performance evaluation (70.8%), down only slightly from his all-time high of 76.8% last February. Only 5.7% give the mayor a poor performance evaluation, 23.5% say he is performing adequately.
-  Women (74.5%) are slightly more positive about the mayor's performance than are men (66.8%). North Lethbridge residents (73.7%) are slightly more positive than are west side (70.3%) and south side (68.7%) residents. Middle-income voters (77.8%) are more positive than are other income earners and those with more formal education tend to give the mayor a more positive evaluation than do those with less formal education. Older residents are more positive than are younger residents.
-  **City Council** Lethbridge residents also approve of how their city council is performing. Half of all residents (51.5%) give council good performance rankings while only 7% state that council is performing poorly. Two-in-five residents (41.5%) give council an adequate rating.
-  Similar demographic patterns emerged for council as did with the mayor's rankings. Women, north Lethbridge residents and middle-income earners tend to be most positive. Interesting, the youth are the most positive about council.

Mayor Tarleck Performance

	Feb. '02	Oct. '02	Feb. '03	Oct. '03	Feb. '04	Oct. '04	Feb. '05	Oct. '05
Good	56.2	57.6	60.5	66.4	64.7	71.4	76.8	<b>70.8</b>
Adequate	39.8	33.0	33.9	27.6	28.7	24.2	18.5	<b>23.5</b>
Poor	4.0	9.4	5.6	6.0	6.6	4.4	4.7	<b>5.7</b>

Lethbridge City Council Performance

	Feb. '02	Oct. '02	Feb. '03	Oct. '03	Feb. '04	Oct. '04	Feb. '05	Oct. '05
Good	46.5	46.7	50.2	44.1	45.2	50.0	60.9	<b>51.5</b>
Adequate	44.4	39.8	39.1	43.1	43.5	41.0	33.8	<b>41.5</b>
Poor	9.1	13.5	10.7	12.8	11.3	9.0	5.2	<b>7.0</b>

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

## Mayor Tarleck performance by demographic group

	Male	Female	All Residents
Good	66.8	74.5	70.8
Adequate	25.2	21.9	23.5
Poor	8.0	3.6	5.7

	South	North	West
Good	68.9	73.7	70.3
Adequate	24.0	20.5	25.6
Poor	7.1	5.8	4.1

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Good	66.7	77.8	69.2
Adequate	26.5	18.6	22.4
Poor	6.8	3.6	8.4

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	63.4	66.9	78.4	76.6
Adequate	29.8	30.4	16.4	16.3
Poor	6.9	2.7	5.2	7.1

	18-29	30-44	45-64	65 and older
Good	66.9	70.8	72.9	72.6
Adequate	29.1	22.1	21.3	20.2
Poor	4.0	7.1	5.9	7.1

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

## Lethbridge City Council performance by demographic group

	Male	Female	All Residents
Good	49.0	53.7	51.5
Adequate	42.5	40.6	41.5
Poor	8.5	5.7	7.0

	South	North	West
Good	47.7	56.7	50.9
Adequate	43.7	36.3	43.9
Poor	8.6	7.0	5.2

	Under \$30,000	\$30,000 to \$70,000	Over \$70,000
Good	47.6	55.2	53.3
Adequate	46.4	38.9	37.1
Poor	6.0	5.9	9.5

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	42.4	50.3	50.4	61.5
Adequate	48.5	43.0	43.5	31.5
Poor	9.1	6.6	6.1	7.0

	18-29	30-44	45-64	65 and older
Good	53.8	49.5	51.1	50.0
Adequate	44.2	42.3	40.9	37.2
Poor	1.9	8.1	8.1	12.8

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

How would you rate the overall performance of Mayor Bob Tarleck?   very good – good – adequate – poor – very poor

How would you rate the overall performance of the current Lethbridge city council?   very good – good – adequate – poor – very poor