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Fall 2006 Lethbridge Public Opinion Study

Lethbridge Mayor and Council
Performance Evaluations

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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 set of questions arose out of student interest and our ongoing tracking of Lethbridge residents' opinion on important public policy issues.

Lethbridge Mayor and Council Performance Evaluations

- Lethbridge Mayor Bob Tarleck's approval ratings have stabilized recently with 57.7% of Lethbridge residents stating Tarleck is doing a good job as mayor. At the same time, his disapproval ratings continue to climb. Over 16% of respondents stated that the Mayor is doing a poor job, up from 10.6% in February of 2006, and only 5.7% disapproval at this time last year. Slightly more than one-quarter of all residents (26.2%) believe the Mayor is performing adequately. Women (59.2%) and university grads (67.8%) are most positive, while south Lethbridge residents (20.9%) and seniors (22.0%) are the most likely to believe the mayor is performing poorly.
- City Council's positive evaluations have also stabilized at 44.0% of residents stating council is doing a good job. Council's disapproval ratings also continue to climb, but not as sharply as have the Mayor's. Currently, 13.5% of Lethbridge residents believe Council as a whole is performing poorly, up slightly from last February (11.0%) and almost double what was reported one year ago (7.0%).

Mayor Tarleck Performance

	Feb. '02	Oct. '02	Feb. '03	Oct. '03	Feb. '04	Oct. '04	Feb. '05	Oct. '05	Feb. '06	Oct. '06
Good	56.2	57.6	60.5	66.4	64.7	71.4	76.8	70.8	57.5	57.7
Adequate	39.8	33.0	33.9	27.6	28.7	24.2	18.5	23.5	32.0	26.2
Poor	4.0	9.4	5.6	6.0	6.6	4.4	4.7	5.7	10.6	16.1

City Council Performance

	Feb. '02	Oct. '02	Feb. '03	Oct. '03	Feb. '04	Oct. '04	Feb. '05	Oct. '05	Feb. '06	Oct. '06
Good	46.5	46.7	50.2	44.1	45.2	50.0	60.9	51.5	44.6	44.0
Adequate	44.4	39.8	39.1	43.1	43.5	41.0	33.8	41.5	44.3	42.5
Poor	9.1	13.5	10.7	12.8	11.3	9.0	5.2	7.0	11.0	13.5

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

Mayor Tarleck performance by demographic group

	Male	Female	All Residents
Good	56.0	59.2	57.7
Adequate	24.1	28.0	26.2
Poor	19.8	12.8	16.1

	South	North	West
Good	52.6	60.1	60.9
Adequate	26.5	22.8	29.3
Poor	20.9	17.1	9.8

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Good	58.9	55.8	59.8
Adequate	25.6	28.9	25.4
Poor	15.5	15.3	14.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	56.3	61.3	43.8	67.8
Adequate	20.5	28.2	34.4	21.7
Poor	23.2	10.6	21.9	10.5

	18-29	30-44	45-64	65 and older
Good	64.8	66.9	53.4	48.4
Adequate	25.9	21.3	27.2	29.7
Poor	9.3	11.8	19.4	22.0

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

Lethbridge City Council performance by demographic group

	Male	Female	All Residents
Good	40.5	47.2	44.0
Adequate	44.0	41.1	42.5
Poor	15.6	11.7	13.5

	South	North	West
Good	44.0	42.1	45.5
Adequate	39.9	42.8	44.9
Poor	16.1	15.1	9.6

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Good	46.5	40.5	47.6
Adequate	41.8	47.6	40.3
Poor	11.8	11.9	12.1

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	45.0	43.5	32.1	54.1
Adequate	37.6	46.9	50.4	35.1
Poor	17.4	9.5	17.6	10.8

	18-29	30-44	45-64	65 and older
Good	48.7	47.3	41.1	40.4
Adequate	46.0	44.2	41.1	38.2
Poor	5.3	8.5	17.8	21.3

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

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

Questions

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

How would you rate the overall performance of the current Lethbridge city council?