

Media Report for Country 95.5
Lethbridge Public Opinion Study

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City of Lethbridge

A garden city 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.

The south side'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.

Lethbridge residents are divided in their opinions of the most recent City of Lethbridge budget with slightly over half supporting the budget and slightly less than half opposed.

An overwhelming majority believe that the local media is doing a good job reporting on local news with the largest number preferring television over newspapers and radio as their first choice for local news information.

Methodology

This report is based on data collected by Interdisciplinary Studies students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College in the winter of 2003. Students conducted 469 telephone interviews over a three-week period from February 4 to 25, 2003 using numbers drawn randomly from the Lethbridge telephone directory.

Using this method, the sample yields a margin of error of $\pm 4.7\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

The demographic data analysis indicated that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge.

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. Country 95.5 Lethbridge sponsored this analysis and we wish to express our thanks for their support of applied research at Lethbridge Community College.

The following represents a selection of our results.

City of Lethbridge Budget

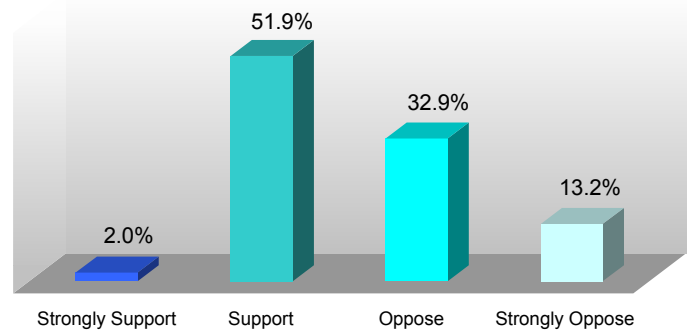
Lethbridge residents are divided in their opinions of the Lethbridge City Council's most recent budget efforts. A slim majority (53.9%) support the three-year budget plan while 46.1% are opposed. Those opposed are more intense in their opposition, in that 13.2% of Lethbridge residents are strongly opposed while only 2.0% are strongly supportive.

Men are slightly more supportive than are women while those aged 18 to 29 are more supportive than any other age group (62.7%) while gen-xers are most opposed (59.4%).

A slight majority of middle income earners are opposed to the budget plan (51.1%),

while a majority of lower income residents are supportive (59.7%), as are a majority of upper income earners (61.3%).

City of Lethbridge Budget

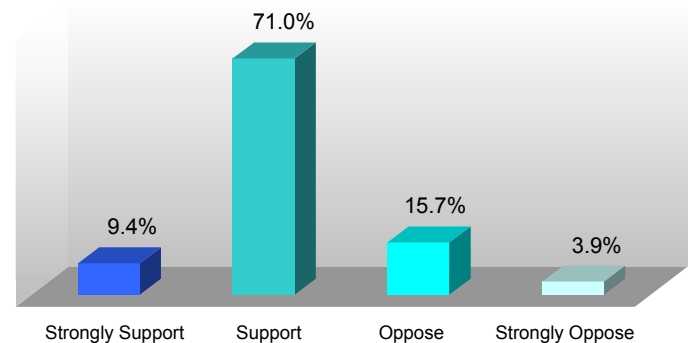


Local Media Performance

The vast majority of Lethbridge residents (80.4%) believe the local media is doing a good job reporting local and regional news.

Men are slightly more critical of the media than are women, and those aged 30-44 are slightly more critical than other age groups, but in both cases the differences are slight and the vast majority of respondents in all categories approve of the local media's performance in covering local and regional news events.

Local Media Performance



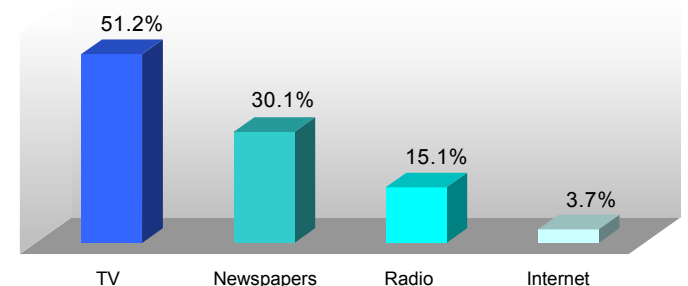
Media Preference (type)

A majority of Lethbridge residents (51.2%) prefer television as their primary medium for keeping abreast of local and regional news. Slightly less than one-third prefer newspapers (30.1%) while 15.1% prefer radio. Only 3.7% are using the internet as their primary media source for local news.

Women are most likely to prefer television (55.5%) than are men (45.1%). Men are more likely to choose newspapers (35.4%) than are women (26.3%). Approximately 15% of both genders choose radio as their primary source for local news. Upper

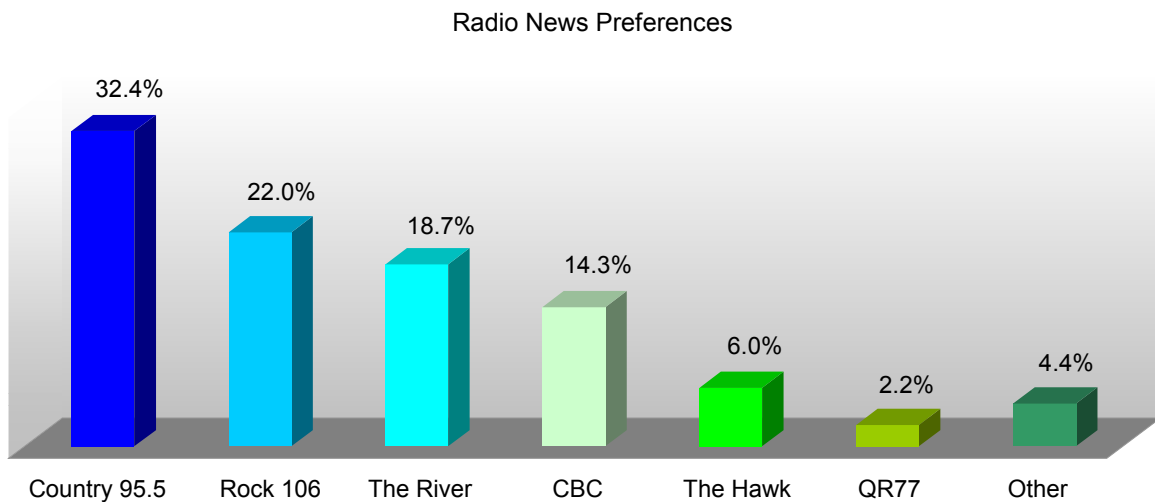
income residents are more likely to choose newspapers (43%) than television (40.8%) while the youngest (58.4%) and oldest (60.7%) are most likely to choose television.

Media Preference for Local News



Media Preference (radio)

Although only 15.1% of Lethbridge residents prefer radio as their primary media source, a further 25.8% stated radio is their second most important media source for local and regional current events information. Of those who stated radio was either their first or second choice, approximately one-third are choosing to listen to Country 95.5 FM. A further 22% are tuning into Rock 106 while 18.7% are listening to The River. Slightly over 14% are tuning into the CBC while 6% are listening to The Hawk. Only 2.2% of Lethbridge residents are listening to QR77 while 4.4% stated a variety of other stations.



Questionnaire

- Lethbridge City Council recently passed a budget plan that increases property taxes by approximately \$80 per year for the next three years to help cover costs of the services the city provides. Please tell me if you strongly support, support, oppose or strongly oppose the recent City of Lethbridge budget?
- The local media do a good job keeping you informed on local and regional current events.
- What is your most important media source for local and regional current events information (media and brand)?
- What is your second most important media source for local and regions current events information (media and brand)?
- Gender – Age – Education – Income – Area of City

Tabular Data

City of Lethbridge Budget (%)

City of Lethbridge Budget by Gender (%)

	Male	Female	Total
Strongly Support	2.2	2.0	2.0
Support	58.6	47.1	51.9
Oppose	29.6	35.3	32.9
Strongly Oppose	9.7	15.7	13.2

City of Lethbridge Budget by Area of City (%)

	South	North	West
Strongly Support	1.9	2.8	1.2
Support	48.4	50.5	58.5
Oppose	36.1	34.6	26.8
Strongly Oppose	13.5	12.1	13.4

City of Lethbridge Budget by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Strongly Support	2.4	0.7	4.0
Support	57.3	48.3	57.3
Oppose	28.2	36.1	29.0
Strongly Oppose	12.1	15.0	9.7

City of Lethbridge Budget by Education (%)

	High School or less	Some Post- Secondary	Col-Tech- Trade Grad	University Grad
Strongly Support	2.6	0.0	2.9	2.8
Support	45.2	55.8	47.1	60.6
Oppose	31.3	37.2	37.3	24.8
Strongly Oppose	20.9	7.1	12.7	11.9

City of Lethbridge Budget by Age (%)

	18-29	30-44	45-64	65 or older
Strongly Support	0.8	0.0	4.3	1.7
Support	61.9	40.7	54.6	41.4
Oppose	33.9	39.6	27.0	34.5
Strongly Oppose	3.4	19.8	14.1	22.4

Local Media Performance (%)

Local Media Performance by Gender (%)

	Male	Female	Total
Strongly Support	8.4	10.1	9.4
Support	69.1	72.4	71.0
Oppose	17.3	14.6	15.7
Strongly Oppose	5.2	3.0	3.9

Local Media Performance by Area of City (%)

	South	North	West
Strongly Support	7.6	8.9	11.0
Support	70.7	71.4	70.5
Oppose	19.7	9.8	16.2
Strongly Oppose	1.9	9.8	2.3

Local Media Performance by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Strongly Support	11.5	9.9	6.3
Support	72.3	74.3	70.3
Oppose	13.1	13.2	19.5
Strongly Oppose	3.1	2.6	3.9

Local Media Performance by Education (%)

	High School or less	Some Post- Secondary	Col-Tech- Trade Grad	University Grad
Strongly Support	10.2	11.3	9.0	7.0
Support	74.6	71.3	69.4	68.4
Oppose	11.0	16.5	16.2	19.3
Strongly Oppose	4.2	0.9	5.4	5.3

Local Media Performance by Age (%)

	18-29	30-44	45-64	65 or older
Strongly Support	15.4	6.5	7.6	6.7
Support	73.2	68.8	69.8	75.0
Oppose	9.8	20.4	17.4	16.7
Strongly Oppose	1.6	4.3	5.2	1.7

Local Media Preference – 1st (type) (%)

Media Preference for Local News by Gender (%)

	Male	Female	Total
Television	45.1	55.5	51.2
Newspapers	35.4	26.3	30.1
Radio	15.4	15.0	15.1
Internet	4.2	3.2	3.7

Media Preference for Local News by Area of City (%)

	South	North	West
Television	47.9	49.6	55.4
Newspapers	36.2	25.7	26.3
Radio	12.9	21.2	13.7
Internet	4.3	3.6	4.6

Media Preference for Local News by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Television	55.3	51.9	40.8
Newspapers	23.5	26.3	43.8
Radio	17.4	17.3	13.1
Internet	3.8	4.5	3.8

Media Preference for Local News by Education (%)

	High School or less	Some Post- Secondary	Col-Tech- Trade Grad	University Grad
Television	56.3	58.1	43.0	47.9
Newspapers	25.2	22.2	36.0	36.8
Radio	16.8	14.5	14.9	13.7
Internet	1.7	5.1	6.2	3.4

Media Preference for Local News by Age (%)

	18-29	30-44	45-64	65 or older
Television	58.4	45.4	46.0	60.7
Newspapers	17.6	27.8	39.7	29.5
Radio	20.0	20.6	12.6	4.9
Internet	4.0	7.2	2.9	3.3

Local Media Preference - 2nd (type) (%)

Media Preference for Local News by Gender (%)

	Male	Female	Total
Television	29.2	29.6	29.4
Newspapers	34.4	34.3	34.3
Radio	25.1	26.3	25.8
Internet	8.2	6.2	7.1

Media Preference for Local News by Area of City (%)

	South	North	West
Television	30.7	31.9	25.1
Newspapers	30.7	39.8	36.0
Radio	27.6	19.5	26.9
Internet	6.7	6.3	8.6

Media Preference for Local News by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Television	28.0	28.8	33.8
Newspapers	28.0	36.5	33.1
Radio	28.0	27.6	21.5
Internet	9.8	5.8	7.7

Media Preference for Local News by Education (%)

	High School or less	Some Post- Secondary	Col-Tech- Trade Grad	University Grad
Television	22.7	29.9	34.2	29.9
Newspapers	36.1	40.2	29.8	31.6
Radio	28.6	23.1	25.4	26.5
Internet	8.4	6.8	5.3	7.7

Media Preference for Local News by Age (%)

	18-29	30-44	45-64	65 or older
Television	28.0	32.0	30.5	23.0
Newspapers	29.6	26.8	37.9	45.9
Radio	25.6	30.9	25.3	21.3
Internet	14.4	7.2	3.4	3.3

Radio Preferences (%)

Media Preference for Local News by Gender (%)

	Male	Female	Total
Country 95.5	23.7	38.7	32.4
Rock 106	26.3	18.9	22.0
The River	17.1	19.8	18.7
CBC	13.2	15.1	14.3
The Hawk	9.2	3.8	6.0
QR 77	3.9	0.9	2.2
Other	6.6	2.8	4.4

Media Preference for Local News by Area of City (%)

	South	North	West
Country 95.5	33.9	36.6	27.1
Rock 106	21.0	19.5	24.3
The River	21.0	14.6	21.4
CBC	12.9	17.1	14.3
The Hawk	4.8	9.8	5.7
QR 77	1.6	2.4	1.4
Other	4.8	0.0	5.7

Media Preference for Local News by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Country 95.5	37.9	39.4	18.6
Rock 106	27.6	18.2	20.9
The River	15.5	16.7	23.3
CBC	12.1	9.1	25.6
The Hawk	1.7	9.1	4.7
QR 77	0.0	4.5	0.0
Other	5.2	3.0	7.0

Media Preference for Local News by Education (%)

	High School or less	Some Post- Secondary	Col-Tech- Trade Grad	University Grad
Country 95.5	52.1	31.8	25.6	19.6
Rock 106	14.6	36.4	20.9	17.4
The River	12.5	18.2	25.6	19.6
CBC	8.3	4.5	16.3	26.1
The Hawk	8.3	4.5	7.0	4.3
QR 77	2.1	2.3	2.3	2.2
Other	2.1	2.3	2.3	10.9

Radio Preferences (%) (continued)

Media Preference for Local News by Age (%)				
	18-29	30-44	45-64	65 or older
Country 95.5	23.6	45.7	30.8	35.7
Rock 106	52.7	19.6	3.1	0.0
The River	14.5	17.4	24.6	7.1
CBC	3.6	2.2	23.1	50.0
The Hawk	0.0	6.5	12.3	0.0
QR 77	0.0	4.3	1.5	7.1
Other	5.5	4.3	4.6	0.0