

2005 Lethbridge Public Opinion Study (Winter)

New Beef Processing Plant

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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 winter of 2005. Students interviewed 551 adult residents of the city of Lethbridge on February 12th and 13th, 2005 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing. We sincerely thank Western Wats for their hospitality.

The weighted sample yields a margin of error of $\pm 4.15\%$, 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. This question arose out of student interest.

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

- Q.** The city of Lethbridge should approve development of the proposed beef processing plant in the north Lethbridge industrial park.

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Methodological note: 14% of respondents stated that they were undecided. One respondent refused to answer the question. Analysis of the undecided respondents indicated that residents who are currently undecided are demographically similar to decided residents and no significantly different patterns are measured. One interesting trend emerged in that groups who are most decided also tend to have higher levels of support for the project. But even these differences are slight and for the most part not statistically significant. Undecided and refusals have been excluded from further analysis.

New Beef Processing Plant

A substantial majority of Lethbridge residents in all demographic groups support the City of Lethbridge approving development of a new beef processing plant in the north Lethbridge industrial park.

Almost two-thirds of all residents (64.8%) support the idea while a further 16% strongly agree that the City should approve the development. Only 16.8% are opposed while 2.4% are strongly opposed.

Approximately four out of five residents in all areas of the city support the development with north Lethbridge residents (80.7%) just as supportive as are residents from other areas.

New Beef Processing Plant (%)

Strongly Agree	16.0
Agree	64.8
Disagree	16.8
Strongly Disagree	2.4

Tabular Data (%)

- Q. The city of Lethbridge should approve development of the proposed beef processing plant in the north Lethbridge industrial park.

New Beef Processing Plant by Gender (%)

	Male	Female	Total
Agree	85.4	76.6	80.8
Disagree	14.6	23.4	19.2

New Beef Processing Plant by Area of City (%)

	South	North	West
Agree	80.7	80.7	79.6
Disagree	19.3	19.3	20.4

New Beef Processing Plant by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Agree	78.6	84.3	80.3
Disagree	21.4	15.7	19.7

New Beef Processing Plant by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Agree	83.6	74.5	83.5	80.3
Disagree	16.4	25.5	16.5	19.7

New Beef Processing Plant by Age (%)

	18-29	30-44	45-64	65 or older
Agree	73.7	81.8	85.7	81.9
Disagree	26.3	18.2	14.3	18.1