

New West Side Bridge
Lethbridge Public Opinion Study
Fall 2001

Faron Ellis



Citizen-Society Research Lab

3000 College Drive South
Lethbridge, Alberta T1K 1L6

faron.ellis@lethbridgecollege.ab.ca
www.lethbridgecollege.ab.ca

Telephone: (403) 320-3422
Fax: (403) 317-3540

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.

When asked to express their opinions about the City of Lethbridge building a new bridge that would connect the southern end of west Lethbridge with south Lethbridge at Tudor estates, a clear majority of Lethbridge residents in all areas of the city support the idea.

As expected, support is strongest in west Lethbridge and in south Lethbridge.

Methodology

This report is based on data collected by Interdisciplinary Studies students and Communication Arts students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government at Lethbridge Community College in the fall of 2001. Students conducted telephone interviews during October using numbers drawn randomly from the Lethbridge telephone directory.

Using this method, the October 2001 sample size of 546 yields a margin of error of $\pm 4.2\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

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

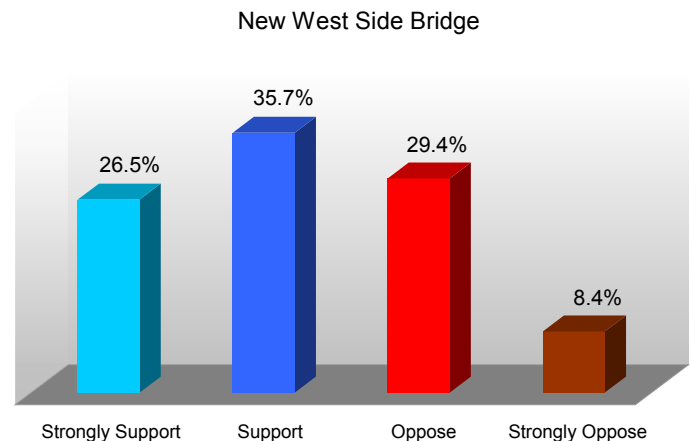
These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at LCC.

The following represents a selection of our results.

New West Side Bridge

A clear majority of Lethbridge residents support building a new bridge connecting the southern end of west Lethbridge to south Lethbridge at the proposed intersection on Scenic Drive at Tudor Estates.

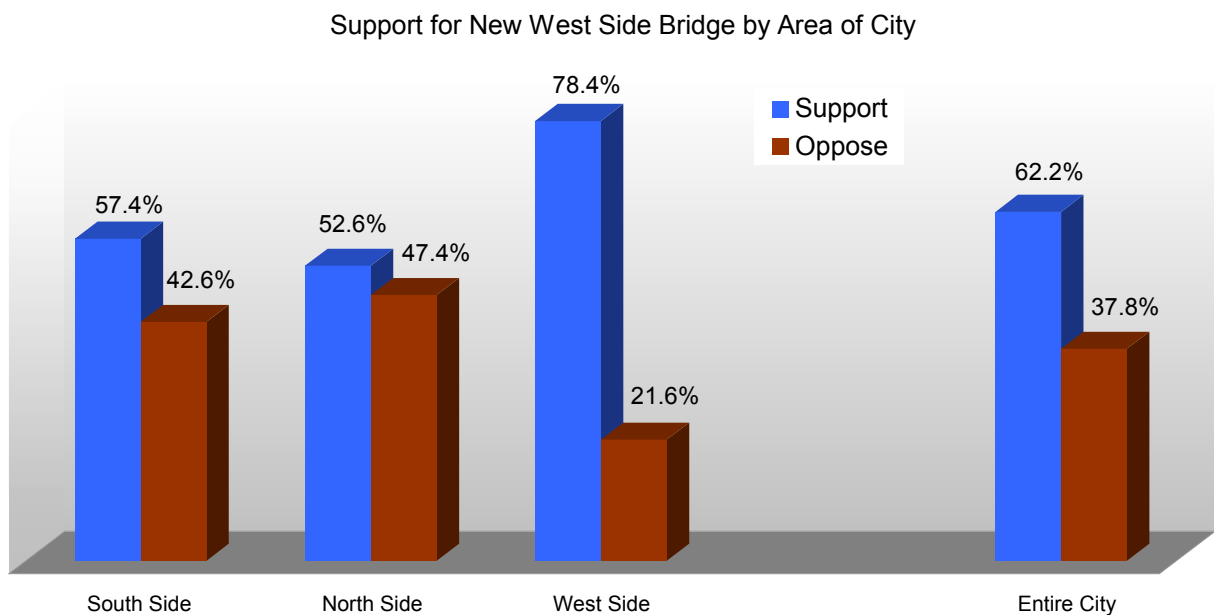
Almost two-thirds of all residents (62.2%) support the idea with over one-quarter of all residents (26.5%) being strongly supportive. Only 8.4% were strongly opposed.



New West Side Bridge by Area of City

As expected, support for a new west side bridge is strongest in west Lethbridge with over three-quarters of all west side residents in favor of building a new bridge (78.4%). Only approximately one-in-five west Lethbridge residents are opposed.

Support is also strong in south Lethbridge, albeit less so than on the west side, with a clear majority of south Lethbridge residents also in favor of building a new river crossing (57.4%). North side residents also support the idea, but only by a slim majority (52.6%).



Tabular Data

New West Side Bridge (%)

New West Side Bridge (%)

Very Good Idea	26.5
Good Idea	35.7
Poor Idea	29.4
Very Poor Idea	8.4

New West Side Bridge (%)

New West Side Bridge by Area (%)

	South	North	West
Very Good Idea	20.5	15.8	43.8
Good Idea	36.9	36.8	34.6
Poor Idea	32.8	37.6	16.3
Very Poor Idea	9.7	9.8	5.2

New West Side Bridge (%)

New West Side Bridge (%)

Very Good Idea	62.2
Good Idea	37.8

New West Side Bridge by Area (%)

	South	North	West
Very Good Idea	57.4	52.6	78.4
Good Idea	42.6	47.4	21.6

Question

The issue of building another bridge connecting the southern part of west Lethbridge with the south side at Tudor Estates has been in the news recently. Do you think building a new bridge connecting west and south Lethbridge is a very good idea, a good idea, poor idea or very poor idea?