



2007 Lethbridge Public Opinion (Fall) Premier Ed Stelmach Performance Evaluations for Global News Lethbridge







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Methodology

-  **Population** The city of Lethbridge has a total population of 81,692 residents (2007 municipal census) approximately 80% of which are 18 years of age or older (65,832). A total of 39,941 Lethbridge residents are male (48.9%) while 41,751 are female (51.1%). South Lethbridge is home to 29,225 residents (35.8%) while the rapidly expanding west side is now home to 28,443 residents (34.8%). There are 24,024 north Lethbridge residents (29.4%). Unless otherwise specified, the data presented below represent the city of Lethbridge population.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2007. Students interviewed 866 adult city of Lethbridge residents and 140 Coaldale adult residents by telephone from September 26th to 30th 2007. Telephone numbers were selected from a sample drawn from Info Canada directories. We sincerely appreciate and thank all those who took time out of their day to respond to our survey. Full methodological notes for samples from previous Lethbridge Public Opinion Studies can be obtained by visiting the CSRL web pages at: www.lethbridgecollege.ab.ca/go/csrl
-  **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 and the town of Coaldale. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of $\pm 3.3\%$, 19 times out of 20 for the full 2007 Lethbridge sample and $\pm 8.2\%$, 19 times out of 20 for the full Coaldale sample. The margin of error increases when analyzing sub-samples of the data.
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications developed by the Open Source Learning Lab. We thank Dr. James Manis and the OSL for their efforts in working with us to establish and maintain the IB Commons Call Centre.
-  **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 question was sponsored by Global News Lethbridge. We thank Global News for their support of our research endeavors.

Premier Ed Stelmach Performance Evaluations

- Alberta premier Ed Stelmach is receiving more positive than negative performance evaluations from Lethbridge and Coaldale residents. Although majorities (or near majorities) of both Lethbridge (49.6%) and Coaldale (52.3%) residents rate the premier as performing adequately, almost one-third of Lethbridge (31.6%) and Coaldale (31.3%) residents rate his performance as good. That equates to approximately twice as many residents who view the Premier's performance positively as do those who view his performance negatively (18.7% for Lethbridge and 16.4% for Coaldale).
- When analyzing different demographic groups within the Lethbridge population, we observe that west Lethbridge residents (34.3%), lower income earners (38.8%), and the youth (37.9%) are the most likely to think the premier is doing a good job. South Lethbridge residents (20.1%), upper incomer earners (23.0%) and university graduates (26.6%) are among those most likely to state that the premier is performing poorly. Interestingly, very few gender differences are evident concerning the premier's performance.
- Progressive Conservative voters are most likely to rate the premier positively (42.3%) while Liberal voters are the most negative (33.5%). Liberal voters rate the premier's performance more negatively than do either New Democrat voters (23.5%), Alliance voters (21.4%), and Green voters (15.8%), with the later two groups more positive than negative. Undecided voters are also slightly more positive (24.0%) than negative (22.7%).

Stelmach Performance	Lethbridge	Coaldale		Lethbridge	Coaldale
Very Good	3.0	4.7			
Good	28.6	26.6	Good	31.6	31.3
Adequate	49.6	52.3	Adequate	49.6	52.3
Poor	14.9	10.2	Poor	18.7	16.4
Very Poor	3.8	6.3			

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

Premier Ed Stelmach's Impact on Progressive Conservative Vote

- Alberta premier Ed Stelmach's impact on Progressive Conservative vote intentions in Lethbridge and Coaldale is varied. Both Lethbridge (47.9%) and Coaldale (48.8%) residents are most likely to say that their opinion of the premier will have no impact on their vote. However, in Lethbridge more residents say they are less likely to vote PC (30.1%) in the next election than those who say they are more likely (22.0%) because of their opinions of the premier. In Coaldale the situation is reversed, with slightly more residents more likely to vote PC (29.3%) than less likely (22.0%).
- When analyzing different demographic groups within the Lethbridge population, we observe that lower income earners (30.0%), and seniors (37.4%) are among those most likely to say their opinion of the premier will make them more likely to vote PC in the next provincial election. North Lethbridge residents (35.7%), upper income earners (35.4%), university graduates (36.4%) and baby boomers (35.7%) are among those most likely to state that their opinion of the premier will make them less likely to vote PC.
- Progressive Conservative voters (32.4%) are most likely to state their opinion of the premier will make them more likely to vote PC, while Liberal voters (49.2%) are most likely to state that their evaluations of the premier will make them less likely to vote PC. New Democrat (35.8%), Alliance (39.5%) and Green (38.9%) voters are more likely to state that the premier is having a negative impact on their likelihood of voting PC in the next election than a positive impact. Undecided voters are also approximately four times more likely to state that their opinions of the premier will have a negative (41.5%) rather than a positive (10.8%) impact on the likelihood of them voting PC in the next provincial election.

Stelmach Impact on Vote	Lethbridge	Coaldale		Lethbridge	Coaldale
Much More Likely	7.1	9.8			
Somewhat More Likely	14.9	18.9	More Likely	22.0	29.3
No Impact	47.9	49.2	No Impact	47.9	48.8
Somewhat Less Likely	16.9	13.1	Less Likely	30.1	22.0
Much Less Likely	13.2	9.0			

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

Provincial Vote Intention

- The Alberta Progressive Conservative party currently has a commanding lead in vote intention support in both Lethbridge (48.5%) and Coaldale (56.4%). The provincial Liberals are stronger in Lethbridge (22.7%) than they are in Coaldale (12.0%). The New Democrats place third in Lethbridge (7.0%) and fourth in Coaldale (5.3%) where they are bested by the Alberta Alliance (6.8%) and the Green party (5.3%). In Lethbridge, the Alliance (5.5%) and Green party (5.0%) trail the other parties. Only 11.2% of Lethbridge voters and 15.0% of Coaldale voters are currently undecided about for which party they intend to vote.
- The Alberta Progressive Conservatives are most supported by men (50.7%), north (49.2%) and west (49.5%) Lethbridge residents, and middle aged and older voters. The Liberals are strongest in south (25.7%) and west Lethbridge (22.7%), with upper income earners (26.3%), university graduates (32.2%) and with baby boomers (25.6%). The Alberta New Democrats' strengths are with lower income earners (9.8%), university graduates (11.0%) and gen-xers (11.2%).
- Although Lethbridge vote intentions currently favor the governing Progressive Conservatives, it should be remembered that the provincial Liberals have overcome similar support deficits within the city of Lethbridge over the course of the past three provincial elections campaigns, resulting in them winning half of all Lethbridge seats in the last four provincial elections.

Provincial Vote (%)	Lethbridge	Coaldale
Conservative	48.5	56.4
Liberal	22.7	12.0
NDP	7.0	4.5
Alliance	5.5	6.8
Green	5.0	5.3
Undecided	11.2	15.0

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

Premier Stelmach performance by demographic group (%) (Lethbridge)

	Male	Female	All Residents
Good	31.8	31.4	31.6
Adequate	48.0	51.1	49.6
Poor	20.1	17.4	18.7

	South	North	West
Good	28.8	31.8	34.3
Adequate	51.1	51.3	46.8
Poor	20.1	16.9	18.9

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Good	38.8	26.7	29.5
Adequate	49.2	52.6	47.5
Poor	12.0	20.7	23.0

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	36.7	38.7	31.1	24.0
Adequate	43.8	49.0	55.3	49.4
Poor	19.5	12.3	13.6	26.6

	18-29	30-44	45-64	65 and older
Good	37.9	32.4	25.5	33.1
Adequate	44.5	49.5	51.7	51.9
Poor	17.6	18.1	22.8	14.9

(Provincial vote intention)	PC	Liberal	New Democrat	Alberta Alliance	Green	Undecided
Good	42.3	19.9	21.6	28.6	21.1	24.0
Adequate	48.0	46.6	54.9	50.0	63.2	53.3
Poor	9.8	33.5	23.5	21.4	15.8	22.7

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

Premier Stelmach impact on vote by demographic group (%) (Lethbridge)

	Male	Female	Lethbridge Residents
More Likely to Vote PC	21.6	22.3	22.0
No Impact	48.2	47.8	47.9
Less Likely to Vote PC	30.2	30.0	30.1

	South	North	West
More Likely to Vote PC	19.6	25.7	21.5
No Impact	53.9	38.7	49.7
Less Likely to Vote PC	26.6	35.7	28.9

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
More Likely to Vote PC	30.0	19.1	12.7
No Impact	43.9	54.3	51.9
Less Likely to Vote PC	26.2	26.6	35.4

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
More Likely to Vote PC	26.0	22.4	22.9	17.4
No Impact	43.0	50.0	54.2	46.2
Less Likely to Vote PC	31.0	27.6	22.9	36.4

	18-29	30-44	45-64	65 and older
More Likely to Vote PC	18.5	19.1	16.5	37.4
No Impact	54.3	53.2	47.8	35.1
Less Likely to Vote PC	27.2	27.7	35.7	27.5

(Provincial vote intention)	PC	Liberal	New Democrat	Alberta Alliance	Green	Undecided
More Likely to Vote PC	32.4	8.9	18.9	18.6	22.2	10.8
No Impact	54.0	41.9	45.3	41.9	38.9	47.7
Less Likely to Vote PC	13.6	49.2	35.8	39.5	38.9	41.5

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

Provincial vote intention by demographic group (%) (Lethbridge)

	Male	Female	All Residents
Progressive Conservative	50.7	46.4	48.5
Liberal	22.5	22.9	22.7
New Democrat	6.4	7.6	7.0
Alberta Alliance	6.7	4.2	5.5
Green	4.5	5.4	5.0
Undecided	9.2	13.5	11.2

	South	North	West
Progressive Conservative	46.8	49.2	49.5
Liberal	25.7	19.1	22.7
New Democrat	7.5	7.6	6.4
Alberta Alliance	3.9	5.1	7.5
Green	7.5	5.1	2.4
Undecided	8.6	14.0	11.5

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Progressive Conservative	45.9	49.8	48.6
Liberal	22.5	22.1	26.3
New Democrat	9.8	6.4	6.1
Alberta Alliance	6.6	6.7	3.9
Green	7.0	4.9	2.2
Undecided	8.2	10.1	12.8

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Progressive Conservative	56.1	53.2	50.2	37.3
Liberal	17.1	17.1	22.0	32.2
New Democrat	7.8	4.4	3.9	11.0
Alberta Alliance	4.4	7.6	5.4	4.7
Green	3.4	6.3	4.4	6.4
Undecided	11.2	11.4	14.1	8.5

	18-29	30-44	45-64	65 and older
Progressive Conservative	45.9	48.4	48.1	51.6
Liberal	21.5	19.7	25.6	23.4
New Democrat	6.1	11.2	5.4	6.0
Alberta Alliance	5.5	6.9	4.7	5.4
Green	10.5	3.7	2.3	4.3
Undecided	10.5	10.1	14.0	9.2

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.6	South	35.0	Under \$40,000	35.8	H-School/less	27.8	18-29	22.9
Female	51.4	North	29.3	\$40-\$80,000	39.3	Some P-Sec.	19.1	30-44	23.3
		West	35.7	Over \$80,000	24.9	Col-Tech-Grad	25.6	45-64	31.9
						University Grad	27.4	65 or older	21.8

Provincial Vote Intention (%)	
Conservative	48.5
Liberal	22.7
NDP	7.0
Alliance	5.5
Green	5.0
Undecided	11.2

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

Questions

- Q. If a provincial election were held today, for which of the following parties would you be most likely to vote?
- Q. How would you rate the overall performance of Alberta Premier Ed Stelmach?
- Q. Has your opinion about Premier Stelmach's performance made you more or less likely to vote Progressive Conservative in the next Alberta provincial election?