

Provincial Vote Intention

Lethbridge Public Opinion Study – Winter 2020

© 2020 Lethbridge College

Faron Ellis PhD, Research Chair
Citizen Society Research Lab

faron.ellis@lethbridgecollege.ca

Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6

www.lethbridgecollege.ca



Methodology

Population

The city of Lethbridge has a total population of 101,482 residents (2019 census) approximately 80% of which are 18 years of age or older (81,165). A total of 51,419 Lethbridge residents are male (50.7%), 49,552 are female (48.8%) and 511 (0.5%) prefer not to identify. South Lethbridge is home to 32,412 residents (31.9%) while the rapidly expanding west side is now home to 40,898 residents (40.3%). There are 28,172 north Lethbridge residents (27.8%).

Sample

Data Collected by Lethbridge College students in the winter of 2020. Students interviewed 624 randomly selected adult Lethbridge residents by telephone from February 8 to 11, 2020 under the supervision of CSRL Research Chair, Dr. Faron Ellis. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes and results from previous CSRL Opinion Studies can be accessed by visiting CSRL web pages at: <https://lethbridgecollege.ca/departments/citizen-society-research-lab>.

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 to even better reflect that of the population (sex, age, and area of the city of Lethbridge).

Confidence

The sample yields a margin of error of ± 3.9 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

IB Commons Call Centre

The CSRL operates as a division of the Centre for Applied Arts and Sciences. Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre with support from the Lethbridge College Facility Management, Instructional Technology, and Audio Visual teams.

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 Lethbridge College. This particular set of questions was derived from student, faculty and community interest in the topic.

Provincial Vote Intention

Lethbridge remains a competitive battleground city in provincial politics. Each party that won ridings in the 2019 election is leading in the riding they won in the provincial election last spring. The United Conservative Party leads in Lethbridge East (37.7%), and in the city overall (36.4%). The NDP leads in Lethbridge West (39.6%). The UCP (35.2%) is running a close second in Lethbridge West, while the NDP (29.1%) trails the UCP in Lethbridge East.

With no elected MLAs in the province, provincial Liberals nevertheless capture more than one in six Lethbridge voters' preferences (15.0%). The Alberta Party commands slightly less than one in twenty Lethbridge voters' support (4.9%) while 3.6% of Lethbridge voters remain undecided.

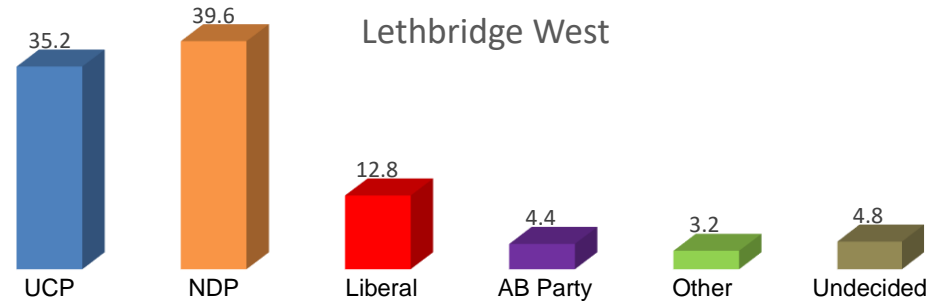
Provincial Vote (%)	<i>Lethbridge West</i>					<i>Lethbridge East</i>					<i>All Lethbridge</i>				
	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
UCP	—	—	41.8	34.9	35.2	—	—	45.1	31.5	37.7	—	—	44.4	33.1	36.4
NDP	25.6	21.8	20.4	24.8	39.6	20.3	20.1	19.6	22.2	29.1	23.1	21.3	20.2	23.5	34.4
Wildrose	18.7	18.3	—	—	—	21.5	20.1	—	—	—	19.6	19.1	—	—	—
PC	31.1	32.6	—	—	—	31.5	35.2	—	—	—	30.0	33.6	—	—	—
Liberal	8.2	11.5	9.6	14.4	12.8	12.1	9.0	12.6	10.8	17.2	11.2	10.5	10.6	12.6	15.0
Alberta Party	4.5	1.7	4.7	1.5	4.4	2.4	1.0	3.8	2.1	5.3	3.4	1.3	4.8	1.7	4.9
Freedom Cons.	—	—	—	3.1	—	—	—	—	5.1	—	—	—	—	4.1	—
Other party	2.4	3.8	7.8	4.0	3.2	4.1	4.3	6.2	7.5	4.1	3.2	3.9	6.2	5.8	3.6
Undecided	9.5	10.3	15.7	17.4	4.8	8.2	10.4	12.6	20.7	6.6	9.5	10.3	13.7	19.3	5.7

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

Provincial Vote Intention – All Potential Voters (%) (February 2019)

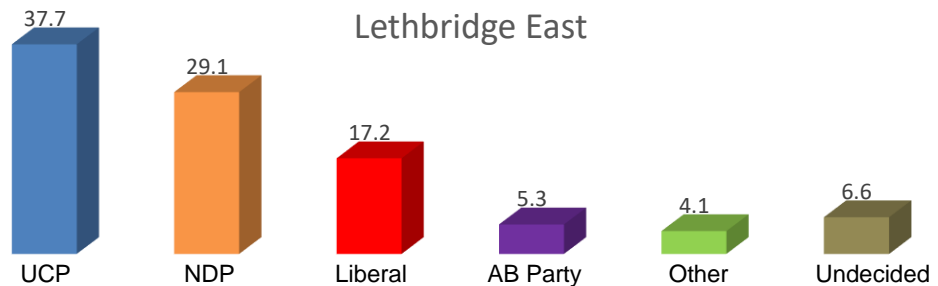
Lethbridge West

- NDP leads (39.6%)
- UCP in second (35.2%)
- Liberals running third (12.8 %)
- Alberta Party (4.4%)
- Other parties and candidates (3.2%)
- 4.8% of potential voters are undecided



Lethbridge East

- UCP leads (37.7%)
- NDP solidly in second (29.1%)
- Liberals a respectable third (17.2%)
- Alberta Party (5.3%)
- Other parties and candidates (4.1%)
- 6.6% of potential voters are undecided



- Throughout the city of Lethbridge, only minor gender gaps appear in the various parties' support levels, where they appear at all. For example, men are slightly more supportive of the UCP, the NDP and the Liberals than are women. Women are slightly more supportive of the Alberta Party, other parties and candidates, or are slightly more likely than are men to be undecided
- UCP support increases as income increases, as does NDP support albeit at a slightly less pronounced level. Liberal support is concentrated in the lower-income bracket where it leads all the other parties (32.7%).
- Religion has no statistically significant impact on vote intention, although the UCP has greater support amongst those who attend church most frequently.
- Education levels also have no statistically significant impact on vote intention, although the NDP leads among university graduates while the UCP holds a lead among college, technical and trade graduates.
- Age also has no statistically significant impact on voter preference for the major parties. The Liberals, however, capture the majority of their votes from the youngest Lethbridge voters.

Provincial Vote Intention (%) (February 2020)

Gender*	Male	Female
UCP	36.9	32.8
NDP	32.8	30.5
Liberal	20.0	15.8
Alberta Party	4.1	5.5
Other Parties/Candidates	2.8	6.8
Undecided	3.4	8.7

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
UCP	25.6	33.8	48.2
NDP	27.4	33.8	36.6
Liberal	32.7	15.5	3.6
Alberta Party	4.2	5.9	4.5
Other Parties/Candidates	4.8	4.1	3.6
Undecided	5.4	6.8	3.6

Religious Participation	2-3 per month/more	Several per year	Rarely/never
UCP	37.2	32.7	34.4
NDP	24.7	38.3	35.0
Liberal	23.0	15.9	12.8
Alberta Party	5.4	4.7	5.6
Other Parties/Candidates	5.4	2.8	4.4
Undecided	4.2	5.6	7.8

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
UCP	32.4	37.5	40.5	30.1
NDP	25.2	30.2	25.4	43.5
Liberal	26.1	14.6	12.7	16.6
Alberta Party	4.5	3.1	6.9	5.2
Other Parties/Candidates	3.6	11.5	5.2	1.6
Undecided	8.1	3.1	9.2	3.1

Age	18-29	30-44	45-64	65 and older
UCP	30.8	36.1	33.5	38.3
NDP	19.2	35.1	38.7	35.9
Liberal	45.2	9.3	8.2	7.0
Alberta Party	3.4	7.2	5.7	5.5
Other Parties/Candidates	0.0	4.1	6.7	6.3
Undecided	1.4	8.2	7.2	7.0

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.0

Demographics

Area of City (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
South	33.1	Male	47.2	Under \$40,000	33.9	H-School/less	20.0	18-29	25.2
North	28.1	Female	51.9	\$40-100,000	43.5	Some P-Sec.	16.4	30-44	16.9
West	37.0	Other	0.9	Over \$100,000	22.5	Col-Tech-Grad	30.6	45-64	34.3
Farm-Acreage	1.7					University Grad	33.0	65 or older	23.5

Church Attendance (%)	
2-3/month/more	44.5
Several per year	20.4
Rarely or never	35.1

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

Question

- If a provincial election was held today, please tell me for which of the following parties you are most likely to vote?
 - UCP – United Conservative Party
 - NDP – New Democratic Party
 - Liberal
 - Alberta Party
 - Some other party or candidate
 - Undecided (unprompted)

Provincial Vote Intention Decided Voters (%)	<i>Lethbridge West</i> (Decided Voters)		<i>Lethbridge East</i> (Decided Voters)		<i>All Lethbridge</i> (Decided Voters)	
	February 2019	February 2020	February 2019	February 2020	February 2019	February 2020
UCP	42.2	37.0	39.8	40.4	41.0	38.6
NDP	30.0	41.6	28.0	31.1	29.0	36.5
Liberal	17.4	13.4	13.6	18.4	15.5	15.9
Alberta Party	1.9	4.6	2.7	5.7	2.2	5.2
Freedom Conservative	3.7	–	6.4	–	5.1	–
Other parties and candidates	4.8	3.4	9.5	4.4	7.1	3.9