



Provincial Vote Intention







Lethbridge Public Opinion Study – Winter 2010

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Methodology

-  **Population** The city of Lethbridge has a total population of 85,492 residents (2009 municipal census) approximately 80.1% of which are 18 years of age or older (68,988). A total of 41,967 Lethbridge residents are male (49.1%) while 43,525 are female (50.9%). South Lethbridge is home to 30,168 residents (35.3%) while the rapidly expanding west side is now home to 30,489 residents (35.7%). There are 24,835 north Lethbridge residents (29.0%). Coaldale has a total population of 6,943 residents (2009 Census).
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2010. Students interviewed 888 adult Lethbridge and Coaldale residents by telephone on February 6 – 8, 2010 under the supervision of School of Liberal Arts faculty members Faron Ellis, PhD and Marda Schindeler, MA. Telephone numbers were selected from a sample drawn from InfoCanada directories. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes for samples from previous Lethbridge and Alberta 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. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, age and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 3.27 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the margin of error is ± 3.5 percentage points, 19 times out of 20 for the Lethbridge subsample, ± 8.8 percentage points for the Coaldale subsample, and ± 5.0 percentage points for each of the Lethbridge provincial electoral divisions.
-  **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 Lethbridge College. This particular set of question was derived from the research interests of College students and faculty.

Provincial Vote Intention (%)

- The governing Progressive Conservatives are still the preferred provincial party for Lethbridge and Coaldale voters. Overall, the party garnering 28.5% support compared to the provincial Liberals (22.0%) and Wildrose Alliance (20.5%) which are locked in a close battle for second. The NDP trails at 12.2%, while over 15% of voters remain undecided as to which party they would vote for in a provincial election.
- The Progressive Conservatives are leading in Lethbridge West (28.7%) and Coaldale (31.7%), but are in a tough three-way battle in Lethbridge East with the Liberals (28.2%) and the third place Wildrose Alliance (21.9%).

Provincial Vote Intention (%)	Lethbridge West n=393 (± 5.0%)	Lethbridge East n=374 (± 5.0%)	Coaldale n=121 (± 8.8%)	All Respondents n=888 (± 3.3%)
Progressive Conservative	28.7	27.7	31.7	28.5
Liberal	17.2	28.2	23.3	22.0
Wildrose Alliance	18.4	21.9	26.7	20.5
NDP	16.1	8.9	5.0	12.2
Other parties (and independents)	1.2	2.0	3.3	1.7
Undecided	18.4	11.2	10.0	15.2

Provincial Vote Intention (%) Decided Voters	Lethbridge West n=321 (± 5.4%)	Lethbridge East n=332 (± 5.4%)	Coaldale n=109 (± 9.3%)	All Respondents n=762 (± 3.5%)
Progressive Conservative	35.1	31.2	35.2	33.6
Liberal	21.1	31.8	25.9	25.9
Wildrose Alliance	22.6	24.7	29.6	24.2
NDP	19.7	10.1	5.6	14.4
Other parties (and independents)	1.4	2.3	3.7	2.0

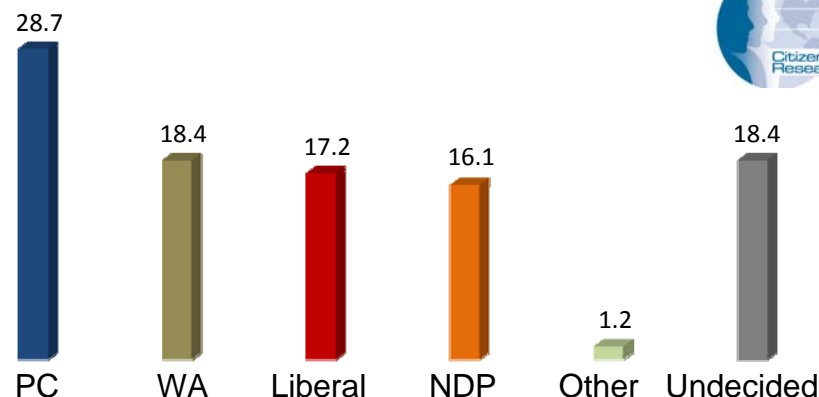
Note: Due to rounding, proportions may not total exactly 100%

Provincial Vote Intention (%)



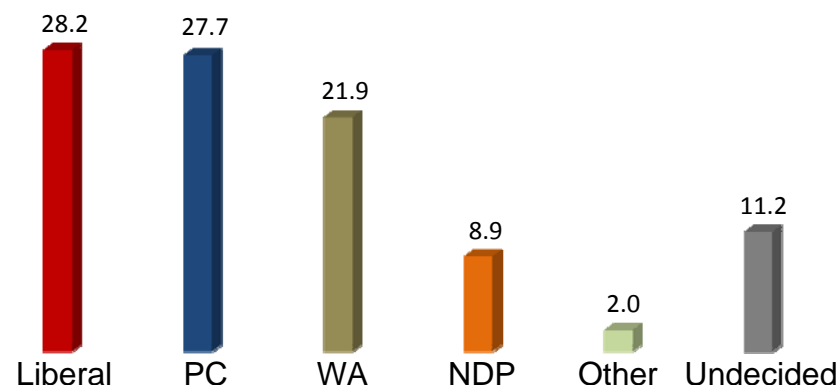
Lethbridge West

- PCs lead (28.7%)
- Close three-way battle for second
 - Wildrose Alliance (18.4%)
 - Liberals (17.2%)
 - NDP (16.1%)
- 18.4% of potential voters remain undecided



Lethbridge East

- Statistical tie for first
 - Liberals (28.2%)
 - PCs (27.7%)
- Wildrose Alliance running a respectable third (21.9%)
- NDP trails at 8.9%
- Only 11.2% undecided



Coaldale

- Close three-way race
- PCs lead (31.7%)
- Wildrose Alliance second (26.7%)
- Liberals third (23.3%)
- NDP only 5.0% with 10.0% undecided.



PC support is broad and deep with little variation between demographic groups.



Liberals support is demographically more diverse with support highest among women, wealthier voters, university grads the youth and the non-religious.



Wildrose Alliance support is also diverse with men, middle and lower income voters, older residents and the very religious more supportive than other groups.



NDP is more popular with the youth, the non-religious and university grads than with other groups.

Provincial Vote Intention (decided voters) (%)

Region	Lethbridge West	Lethbridge East	Coaldale	All Residents
Progressive Conservative	35.1	31.2	35.2	33.6
Liberal	21.1	31.8	25.9	25.9
Wildrose Alliance	22.6	24.7	29.6	24.2
NDP	19.7	10.1	5.6	14.4
Other parties/candidates	1.4	2.3	3.7	2.0

Gender	Male	Female
Progressive Conservative	34.8	32.2
Liberal	22.3	29.6
Wildrose Alliance	28.0	20.2
NDP	13.0	16.0
Other parties/candidates	1.9	2.0

Household Income*	Under \$40,000	\$40-\$80,000	Over \$80,000
Progressive Conservative	34.1	28.2	37.6
Liberal	24.6	26.1	29.5
Wildrose Alliance	25.4	28.6	16.2
NDP	12.3	15.7	15.2
Other parties/candidates	3.6	1.4	1.4

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Progressive Conservative	33.3	39.6	38.4	26.3
Liberal	15.6	26.0	18.9	37.1
Wildrose Alliance	31.9	17.5	31.9	17.9
NDP	14.9	15.6	9.7	17.1
Other parties/candidates	4.3	1.3	1.1	1.7

Age*	18-29	30-44	45-64	65 and older
Progressive Conservative	32.1	41.0	29.8	32.5
Liberal	37.0	19.3	25.1	22.3
Wildrose Alliance	8.6	20.5	29.4	36.3
NDP	22.2	18.1	11.9	6.4
Other parties/candidates	0.0	1.2	3.8	2.5

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	40.0	39.4	28.4
Liberal	20.5	23.0	29.1
Wildrose Alliance	27.9	22.4	21.2
NDP	10.2	13.9	18.6
Other parties/candidates	1.4	1.2	2.6

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.9	South	35.6	Under \$40,000	23.6	H-School/less	21.3	18-29	23.5
Female	51.1	North	29.1	\$40-\$80,000	44.2	Some P-Sec.	21.4	30-44	21.9
		West	35.3	Over \$80,000	32.2	Col-Tech-Grad	26.0	45-64	33.6
						University Grad	31.3	65 or older	21.1

Religious Participation (%)	
2-3/month or more	30.8
Several/year	22.8
Rarely-never	46.4

Question

If a provincial election was held today, for which of the following parties would you be most likely to vote?

- Progressive Conservative
- Liberal
- NDP
- Wildrose Alliance
- Some other party
- Undecided (unprompted)
- Would not vote (unprompted)