



Provincial Vote Intention







Lethbridge Public Opinion Study – Winter 2011

February 18, 2011

Dr. Faron Ellis
Citizen Society Research Lab
Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6
faron.ellis@lethbridgecollege.ca
www.lethbridgecollege.ca/go/csrl



Methodology

-  **Population** The city of Lethbridge has a total population of 86,659 residents (2010 municipal census) approximately 80% of which are 18 years of age or older (69,327). A total of 42,373 Lethbridge residents are male (48.9%) while 44,286 are female (51.1%). South Lethbridge is home to 30,144 residents (34.8%) while the rapidly expanding west side is now home to 31,399 residents (36.2%). There are 25,116 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 2011. Students interviewed 771 adult Lethbridge and Coaldale residents by telephone on February 12–13, 2011 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 ± 3.51 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the Lethbridge subsample margin of error is ± 3.77 percentage points, 19 times out of 20; ± 9.52 percentage points for the Coaldale subsample, and ± 5.3 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 is supported by 27.7% of residents, down only slightly from 2010 (28.5%). At 19.4%, Wildrose Alliance remains solidly in second, although it's support is also down slightly from 2010 (22.0%). The Liberals are also down to only 15.7% support compared to the 20.5% they held one year ago. The NDP follows at 10.4%, down from 12.2% in 2010. Fully 16.7% of voters are undecided, while 4.0% will vote for the new Alberta Party and a further 6.1% are planning to vote for other parties and candidates.
- The Progressive Conservatives hold a commanding lead in Lethbridge West (30.5%) and Coaldale (39.0%), but are in a tough three-way battle in Lethbridge East with the Wildrose Alliance (22.0%) and the now third place Liberals (17.9%).
- Overall, the results reveal a number of key factors about the evolving provincial electoral scene in Lethbridge and the Coaldale. Initially, the governing Progressive Conservatives remain the most competitive party, but the Wildrose Alliance has firmly established itself as a significant factor in the region. Liberal support levels in the region appear to be following their downward provincial trends.

These patterns, when taken together with the slightly higher number of undecided voters and the increasing number of voters seeking out other party choices, indicate that Lethbridge and Coaldale are fully participating in the realignment of voting preferences that are occurring across the province.

Provincial Vote Intention (%)	Lethbridge West		Lethbridge East		Coaldale		All Respondents	
	2010	2011	2010	2011	2010	2011	2010	2011
Progressive Conservative	28.7	30.5	27.7	23.3	31.7	39.0	28.5	27.7
Wildrose Alliance	18.4	17.8	21.9	22.0	23.3	20.3	22.0	19.4
Liberal	17.2	15.8	28.2	17.9	26.7	8.5	20.5	15.7
NDP	16.1	11.9	8.9	9.1	5.0	6.8	12.2	10.4
Alberta Party	–	3.4	–	4.7	–	1.7	–	4.0
Other parties & independents	1.2	6.2	2.0	5.4	3.3	3.4	1.7	6.1
Undecided	18.4	14.4	11.2	17.6	10.0	20.3	15.2	16.7

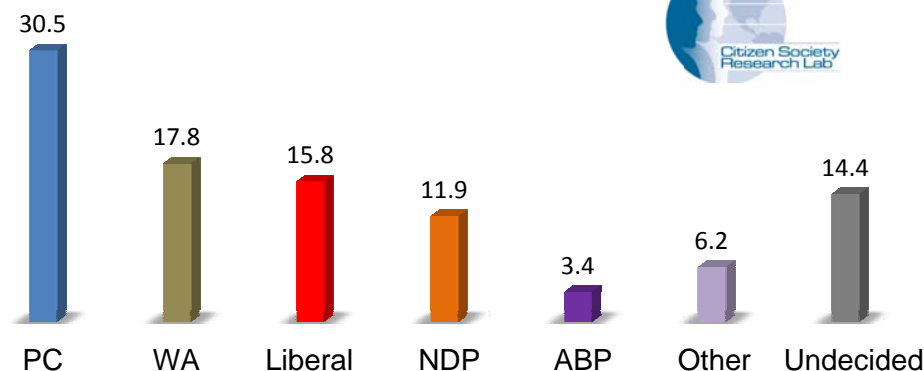
Note: Due to rounding, proportions may not total exactly 100%

Provincial Vote Intention – all voters (%) (2011)



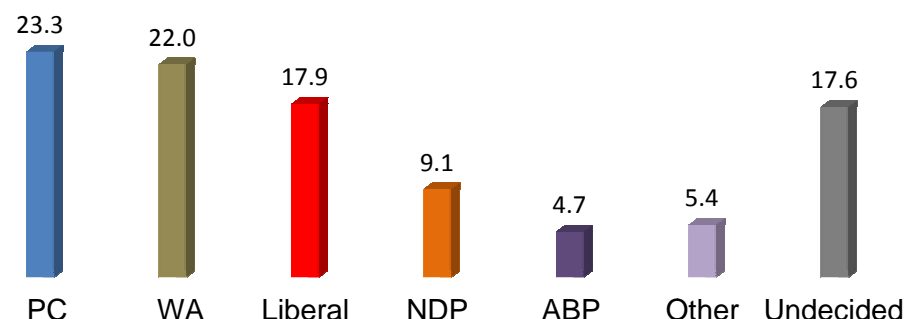
Lethbridge West

- PCs lead (30.5%)
- Close three-way battle for second
 - Wildrose Alliance (17.8%)
 - Liberals (15.8%)
 - NDP (11.9%)
- 14.4% of potential voters remain undecided



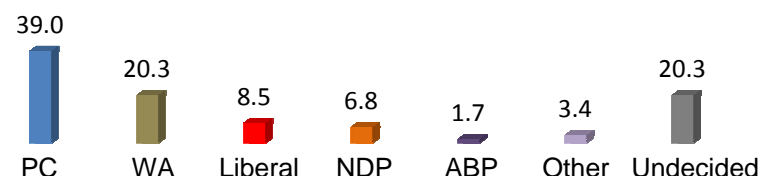
Lethbridge East

- Statistical tie for first
 - PCs (23.3%)
 - Wildrose Alliance (22.0%)
- The Liberals are now running third (17.9%) but have the advantage of incumbency
- NDP trails at 9.1%
- 17.6% undecided



Coaldale

- PCs lead (39.0%)
- Wildrose Alliance second (20.3%)
- Liberals a distant third (8.5%)
- NDP only 6.8%
- 20.3% undecided



PC support is broad and deep with little variation between demographic groups except for gender. PC support is now exhibiting a significant gender gap with more female than male support. Wildrose Alliance, on the other hand, has a similar but opposite gender gap with more male than female support.



Although down overall, Liberals support is demographically diverse with support highest among women, wealthier voters, university grads and boomers.



Wildrose Alliance support is also becoming more diverse with men and older residents most supportive.



The NDP receives its strongest support from younger residents, the non-religious and university grads.

Provincial Vote Intention – decided voters (%) (2011)

Region	Lethbridge West	Lethbridge East	Coaldale	All Residents
Progressive Conservative	35.6	28.3	48.9	33.3
Wildrose Alliance	20.8	26.6	25.5	23.3
Liberal	18.5	21.7	10.6	18.8
NDP	13.9	11.1	8.5	12.4
Alberta Party	4.0	5.7	2.1	4.8

Gender*	Male	Female
Progressive Conservative	29.4	37.5
Wildrose Alliance	27.8	18.6
Liberal	17.6	20.3
NDP	9.6	15.5
Alberta Party	6.1	3.4

Household Income	Under \$40,000	\$40-\$80,000	Over \$80,000
Progressive Conservative	34.1	29.8	32.7
Wildrose Alliance	24.3	22.7	22.0
Liberal	16.2	19.9	22.6
NDP	11.6	12.2	15.1
Alberta Party	4.6	7.2	2.5

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Progressive Conservative	37.0	38.4	35.9	24.4
Wildrose Alliance	29.0	20.8	25.0	18.9
Liberal	16.7	16.8	14.7	25.0
NDP	6.5	10.4	10.9	20.0
Alberta Party	2.9	7.2	3.8	5.6

Age	18-29	30-44	45-64	65 and older
Progressive Conservative	38.0	34.7	30.6	31.5
Wildrose Alliance	14.0	13.7	24.7	36.4
Liberal	19.4	16.9	21.0	17.0
NDP	16.3	16.1	12.9	6.1
Alberta Party	4.7	5.6	2.2	7.3

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	40.5	32.9	29.0
Wildrose Alliance	23.3	31.8	20.6
Liberal	20.9	20.0	17.2
NDP	7.9	9.4	18.7
Alberta Party	2.8	4.7	7.3

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	49.1	South	33.3	Under \$40,000	35.7	H-School/less	22.9	18-29	21.6
Female	50.9	North	30.1	\$40-\$80,000	34.6	Some P-Sec.	21.3	30-44	20.6
		West	36.6	Over \$80,000	29.6	Col-Tech-Grad	25.7	45-64	30.8
						University Grad	30.1	65 or older	27.0

Religious Participation (%)	
2-3/month or more	37.2
Several/year	15.0
Rarely-never	47.9

Question

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

- Progressive Conservative
- Wildrose Alliance
- Liberal
- NDP
- Alberta Party
- Some other party or independent candidate
- Undecided (unprompted)
- Would not vote (unprompted)