



Provincial Vote Intention

Lethbridge Public Opinion Study – Winter 2013

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Methodology

-  **Population** The city of Lethbridge has a total population of 89,074 residents (2012 census) approximately 80% of which are 18 years of age or older (71,260). A total of 43,011 Lethbridge residents are male (48.9%) while 44,871 are female (51.1%). South Lethbridge is home to 30,795 residents (34.5%) while the rapidly expanding west side is now home to 32,847 residents (36.9%). There are 25,432 north Lethbridge residents (28.6%). Coaldale has a total population of 7,493 residents (2011 census).
-  **Sample Data** Collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2013. Students interviewed 835 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 9–10, 2013 under the supervision of School of Liberal Arts faculty members Faron Ellis and Marda Schindeler. 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 to even better reflect that of the population (gender, age and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 3.4 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 ± 3.6 percentage points, 19 times out of 20, while the Coaldale subsample has a margin of error of ± 9.8 percentage points 19 times out of 20.
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications originally developed by the Dr. James Manis of the Open Source Learning Lab.
-  **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 question was derived from student and faculty interest in the topics.

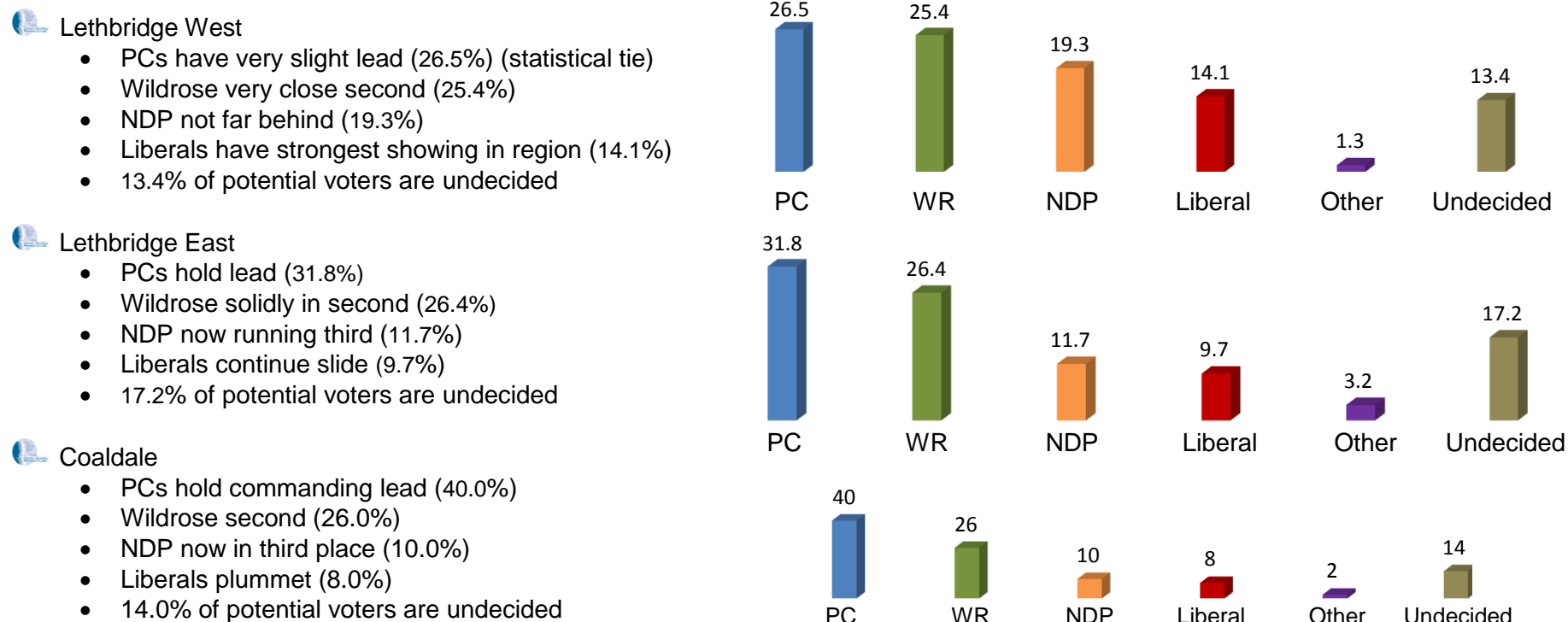
Provincial Vote Intention

- The governing Alberta Progressive Conservatives (30.5%) continue to enjoy the largest plurality of support within the Lethbridge/Coaldale region; however, Wildrose has closed the gap between itself and the PCs (25.9%). The Alberta New Democrats (14.9%) and Liberals (11.5%) trail the two frontrunners. Nearly one in every seven (15.2%) area voters are undecided about which party they would vote for if an election was held today.
- In Lethbridge West, Wildrose (25.4%) has closed the gap with the PCs (26.5%) to within 1.1% (a statistical dead heat). With the Alberta New Democrats garnering nearly one-fifth of all voters' preferences (19.3%) in the riding, and the provincial Liberals commanding their strongest showing in the region (14.1%), this constituency would be highly competitive if an election was held today.
- Wildrose (26.4%) remains entrenched in second place in Lethbridge East, 5.4% behind the still front running PCs (31.8%), but considerably closer than they were just one year earlier. Again, the provincial NDP (11.7%) and Liberals (9.7%) trail.
- PC support in the Lethbridge region is somewhat lower than it was in the province as a whole last fall.

Lethbridge/Coaldale Provincial Vote Intention (%)	Lethbridge West			Lethbridge East			Coaldale			All Residents		
	2011	2012	2013	2011	2012	2013	2011	2012	2013	2011	2012	2013
Progressive Conservative	30.5	31.0	26.5	23.3	39.4	31.8	39.0	46.8	40.0	27.7	36.1	30.5
Wildrose	17.8	12.9	25.4	22.0	20.2	26.4	20.3	17.0	26.0	19.4	16.3	25.9
NDP	11.9	17.8	19.3	9.1	11.6	11.7	6.8	14.9	10.0	10.4	14.9	14.9
Liberal	15.8	21.1	14.1	17.9	13.2	9.7	8.5	4.3	8.0	15.7	16.3	11.5
Other parties & independents	9.6	3.8	1.3	10.1	2.0	3.2	5.1	6.4	2.0	10.1	3.1	2.0
Undecided	14.4	13.5	13.4	17.6	13.6	17.2	20.3	10.6	14.0	16.7	13.4	15.2

Provincial/Lethbridge Vote Intention (%)	All Voters		Decided Voters	
	Alberta October 2012 n=1067 (± 3.0)	Lethbridge/Coaldale February 2013 n=835 (± 3.4)	Alberta October 2012 n=880 (± 3.3)	Lethbridge February 2013 n=697 (± 3.7)
Progressive Conservative	40.2	30.5	44.6	36.0
Wildrose	21.5	25.9	23.9	30.5
NDP	12.6	14.9	14.0	17.6
Liberal	10.0	11.5	11.1	13.5
Other parties (and independents)	5.8	2.1	6.4	2.4
Undecided	9.9	15.2	-	-

Provincial Vote Intention – All Potential Voters (%) (February 2013)



- PC support continues to exhibit a significant gender gap with more female (34.1%) than male (26.9%) support. Wildrose, on the other hand, has a similar but opposite gender gap with more male (34.1%) than female (18.0%) support.
- Liberals support is down in most demographic categories with strengths among the youth, university grads and the non-religious.
- The NDP also receives its strongest support from younger residents, the non-religious and university grads.

Provincial Vote Intention (other party voters removed) (February 2013)

Region*	Lethbridge West	Lethbridge East	Coaldale	All Residents
Progressive Conservative	26.5	31.8	40.0	30.5
Wildrose	25.4	26.4	26.0	25.9
NDP	19.3	11.7	10.0	14.9
Liberal	14.1	9.7	8.0	11.5
Undecided	13.4	17.2	14.0	15.2

Gender*	Male	Female
Progressive Conservative	26.9	34.1
Wildrose	34.1	18.0
NDP	14.3	15.4
Liberal	9.9	13.0
Undecided	12.6	17.5

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
Progressive Conservative	29.1	29.4	35.6
Wildrose	25.4	24.8	28.3
NDP	14.2	17.3	10.5
Liberal	11.2	12.1	14.1
Undecided	17.2	13.5	11.0

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Progressive Conservative	34.3	27.7	35.3	25.0
Wildrose	35.4	29.0	23.9	20.7
NDP	6.2	14.2	11.5	23.0
Liberal	8.4	11.6	7.8	17.2
Undecided	13.5	15.5	17.9	12.9

Age	18-29	30-44	45-64	65 and older
Progressive Conservative	42.9	24.6	24.9	32.4
Wildrose	14.7	23.1	27.8	35.2
NDP	18.2	16.4	15.9	9.9
Liberal	14.1	12.3	12.2	8.0
Undecided	10.0	21.0	16.3	12.2

Religious Participation	2-3 per month/more	Several per year	Rarely/never
Progressive Conservative	31.6	32.4	28.5
Wildrose	30.8	21.8	24.2
NDP	11.4	13.4	17.9
Liberal	10.5	14.1	11.4
Undecided	13.5	16.2	15.9

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

Demographics

Gender (%)	
Male	49.2
Female	50.8

Area of City (%)	
South	34.3
North	27.3
West	38.4

Income (%)	
Under \$40,000	20.7
\$40-\$80,000	42.2
Over \$80,000	37.0

Education (%)	
H-School/less	23.4
Some P-Sec.	22.9
Col-Tech-Grad	18.0
University Grad	35.7

Age (%)	
18-29	21.3
30-44	20.2
45-64	31.6
65 or older	26.9

Church Attendance (%)	
2-3/month +	29.7
Several/year	18.2
Rarely/never	52.1

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

Question

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

- Progressive Conservative
- Wildrose
- NDP
- Liberal
- Some other party
- Undecided (unprompted)