

Provincial Vote Intention

Lethbridge Public Opinion Study – Winter 2017

© 2017 Lethbridge College

Faron Ellis, PhD
Research Chair

faron.ellis@lethbridgecollege.ca
www.lethbridgecollege.ca/go/csrl

Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6



Methodology

Population The city of Lethbridge has a total population of 96,828 residents (2016 census) approximately 80% of which are 18 years of age or older (77,500). A total of 47,457 Lethbridge residents are male (49%) while 49,371 are female (51%). South Lethbridge is home to 31,720 residents (32.8%) while the rapidly expanding west side is now home to 37,929 residents (39.2%). There are 27,179 north Lethbridge residents (28.1%).

Sample Data Collected by Lethbridge College students in 11 courses enrolled in a variety of Lethbridge College programs in the winter of 2017. Students interviewed 1,501 randomly selected adult Lethbridge residents by telephone on February 11-16, 2017 under the supervision of CSRL Research Chair, Faron Ellis. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes and results from previous Lethbridge and Alberta Public Opinion Studies can be accessed 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 (sex, age, and area of the city of Lethbridge).

Confidence The sample yields a margin of error of ± 2.5 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, drawing on support from the Lethbridge College Facility Management team, Instructional Technology, Audio Visual, and the Centre for Applied Research and Innovation.

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

The Alberta Progressive Conservatives currently lead a competitive three-way race in the city of Lethbridge, albeit while in the midst of a leadership campaign in which the leading contender, former federal cabinet minister Jason Kenny is advocating abolishing the PCs in favor of a united conservative alternative to the governing NDP. Should Kenny succeed, Albertans will almost certainly be presented with a different set of party choices in the next provincial election. Right now, however, many Lethbridge voters seeking an alternative to the NDP have parked their support with the PC-Kenny concept of a new, united conservative party.

The PCs lead in the city of Lethbridge with one-third of voters' support (33.6%), followed by the NDP which garners the support of more than one-fifth of Lethbridge voters (21.3%). Wildrose follows with a little less than one-fifth of voters' loyalties (19.1%), while the provincial Liberals capture approximately one in ten Lethbridge voters (10.5%). Only 1.3% of voters plan on supporting the Alberta Party, while 3.9% told us they plan to vote for some other party or candidate. Approximately one in ten voters (10.3%) are undecided.

The Progressive Conservatives are strongest in Lethbridge East (35.2%), but lead in both Lethbridge ridings. The NDP is strongest in Lethbridge West (21.8%) where it trails the PCs (32.6%), but is running ahead of Wildrose (18.3%). The NDP (20.1%) is tied with Wildrose (20.1%) in Lethbridge East. Alberta Liberals are running a distant fourth in both Lethbridge West (11.5%) and East (9.0%).

The Lethbridge patterns of support are consistent with recent province-wide polls that suggest the governing NDP has lost support across the province – compared to what it garnered with its historic election victory in 2015 – but that it is still competitive with one, the other, or both of its major party competitors in different regions of the province. Currently, these data suggest that provincial vote intention patterns in Lethbridge look very similar to the Calgary results measured by [commercial polling](#) firms.

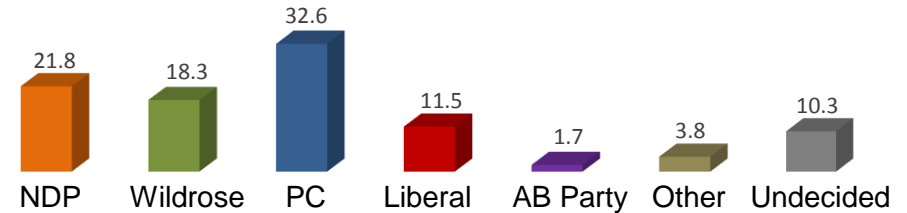
Provincial Vote (%)	<i>Lethbridge West</i>					<i>Lethbridge East</i>					<i>All Lethbridge</i>				
	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
NDP	19.3	21.5	18.7	25.6	21.8	11.7	12.3	18.2	20.3	20.1	14.9	17.5	18.1	23.1	21.3
Wildrose	25.4	21.1	10.7	18.7	18.3	26.4	17.9	10.5	21.5	20.1	25.9	18.9	10.9	19.6	19.1
Progressive Conservative	26.5	20.0	28.8	31.1	32.6	31.8	24.7	33.2	31.5	35.2	30.5	22.5	31.1	30.0	33.6
Liberal	14.1	20.0	15.2	8.2	11.5	9.7	18.7	16.3	12.1	9.0	11.5	18.8	15.4	11.2	10.5
Alberta Party	–	–	–	4.5	1.7	–	–	–	2.4	1.0	–	–	–	3.4	1.3
Other parties & candidates	1.3	2.3	6.7	2.4	3.8	3.2	7.7	5.4	4.1	4.3	2.0	5.4	5.6	3.2	3.9
Undecided	13.4	15.1	20.0	9.5	10.3	17.2	18.7	16.3	8.2	10.4	15.2	16.8	18.9	9.5	10.3

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

Provincial Vote Intention – All Potential Voters (%) (February 2017)

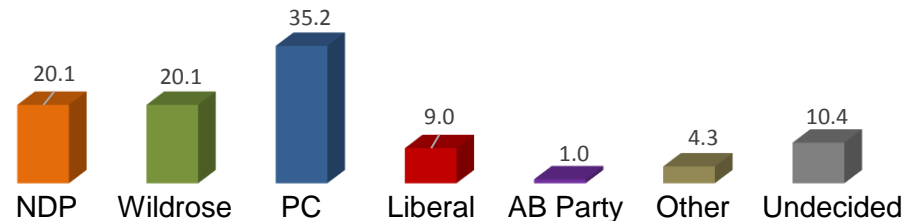
Lethbridge West

- PC leads (32.6%)
- NDP in second (21.8 %)
- Wildrose in third place (18.3 %)
- Liberals (11.5 %) and Alberta Party (1.7%)
- 10.3 % of potential voters are undecided



Lethbridge East

- PC leads (35.2%)
- Wildrose (20.1%) and NDP (20.1%) tied for second
- Liberals (9.0%) and Alberta Party (1.0%)
- 10.4% of potential voters are undecided



- Throughout the city of Lethbridge, only Wildrose has a significant gender gap in its support levels with more male (22.4 %) than female support (16.0%). PC male (35.7%) and female (31.5%) difference are slight in comparison, as are the NDP male (20.2%) and female (22.2%) differences.
- The Alberta NDP and Wildrose receive stronger support levels amongst middle and upper income voters than with lower-income voters. The Alberta Progressive Conservatives have more consistent support across all income categories but are strongest with lower-income voters.
- Religion has no statistically significant impact on vote intention, but Wildrose support is stronger with religious voters than it is with the moderately religious and the non-religious. NDP support is strongest with non-religious voters. The Alberta PCs have the most consistent support across all religious categories, but their support is slightly lower with less religious voters than with the very religious.
- The Alberta NDP leads amongst university graduates (34.4%), but places third in all other education categories. Wildrose support is consistent across all education categories except for university graduates where its support drops precipitously. The Alberta Progressive Conservatives are second among university graduates, but strongest with those with least amount of education.
- NDP and Wildrose support levels increase with age, while PC support is consistent across all age categories except for boomers where they receive their lowest levels of support.

Provincial Vote Intention (%) (February 2017) (Alberta Party and other candidates and party supporters not listed)

Region	Lethbridge West	Lethbridge East	All Lethbridge
NDP	21.8	20.1	21.3
Wildrose	18.3	20.1	19.1
Progressive Conservative	32.6	35.2	33.6
Liberal	11.5	9.0	10.5
Undecided	10.3	10.4	10.3

Gender*	Male	Female
NDP	20.2	22.2
Wildrose	22.4	16.0
Progressive Conservative	35.7	31.5
Liberal	9.4	11.9
Undecided	6.3	13.8

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
NDP	17.8	23.2	23.5
Wildrose	13.6	21.3	19.8
Progressive Conservative	35.0	33.2	32.9
Liberal	14.7	9.6	9.7
Undecided	14.2	7.2	9.4

Religious Participation	2-3 per month/more	Several per year	Rarely/never
NDP	15.3	20.3	24.2
Wildrose	23.5	16.7	17.8
Progressive Conservative	36.3	34.2	32.2
Liberal	8.5	15.7	10.0
Undecided	10.8	8.9	10.3

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
NDP	14.2	16.3	16.7	34.4
Wildrose	20.1	21.9	20.6	14.5
Progressive Conservative	41.4	34.6	33.6	27.5
Liberal	6.7	14.0	10.8	9.8
Undecided	9.3	7.9	15.3	9.1

Age*	18-29	30-44	45-64	65 and older
NDP	13.8	21.6	23.9	25.1
Wildrose	14.4	19.6	21.2	21.4
Progressive Conservative	37.2	35.9	29.2	34.1
Liberal	17.7	9.8	8.9	5.9
Undecided	11.0	9.8	10.0	9.9

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.9	South	33.7	Under \$40,000	30.0	H-School/less	18.7	18-29	25.3
Female	51.1	North	28.7	\$40-100,000	44.7	Some P-Sec.	27.5	30-44	17.4
		West	37.6	Over \$100,000	25.3	Col-Tech-Grad	25.2	45-64	31.5
						University Grad	28.6	65 or older	25.8

Church Attendance (%)

2-3/month +	30.1
Several/year	20.9
Rarely/never	48.9

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 are you most likely to vote?
 - NDP
 - Wildrose
 - Progressive Conservative
 - Liberal
 - Alberta Party
 - Some other party or candidate
 - Undecided (unprompted)

Provincial Vote Intention Decided Voters (%)	Lethbridge West (Decided Voters)		Lethbridge East (Decided Voters)		All Lethbridge (Decided Voters)	
	<u>February 2016</u>	<u>February 2017</u>	<u>February 2016</u>	<u>February 2017</u>	<u>February 2016</u>	<u>February 2017</u>
NDP	28.3	24.3	22.1	22.4	25.6	23.7
Wildrose	20.7	20.4	23.4	22.4	21.7	21.3
Progressive Conservative	34.4	36.3	34.3	39.3	33.1	37.4
Liberal	9.0	12.8	13.1	10.1	12.3	11.8
Alberta Party	5.0	1.9	2.6	1.1	3.8	1.5
Other parties and candidates	2.6	4.3	4.5	4.8	3.6	4.4