









Provincial Vote Intention and Results Lethbridge East and Lethbridge West 2008 Lethbridge Public Opinion Study (Winter)

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Methodology

-  **Population** The city of Lethbridge has a total population of 81,692 residents (2007 municipal census) approximately 80% of which are 18 years of age or older (65,832). A total of 39,941 Lethbridge residents are male (48.9%) while 41,751 are female (51.1%). South Lethbridge is home to 29,225 residents (35.8%) while the rapidly expanding west side is now home to 28,443 residents (34.8%). There are 24,024 north Lethbridge residents (29.4%). Unless otherwise specified, the data presented below represent the city of Lethbridge adult population as it is divided into two provincial electoral divisions within the city boundaries, Lethbridge West (total population 38,010) and Lethbridge East (total population 36,640).
-  **Sample** Data were collected by Lethbridge College students enrolled in STS270 – Social Science Research Methods in the winter of 2008. Students interviewed 502 adult city of Lethbridge residents by telephone on February 9 and 10, 2008. Telephone numbers were selected from a sample drawn from Info Canada directories. We sincerely appreciate and thank all those who took time out of their day to respond to our survey. Full methodological notes for samples from previous Lethbridge 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 $\pm 4.4\%$, 19 times out of 20 for the full winter 2008 Lethbridge sample and $\pm 6.2\%$ 19 times out of 20 for each of Lethbridge West (n=256) and Lethbridge East (n=246). The margin of error increases when analyzing further sub-samples of the data.
-  **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 LCC. This particular set of question was derived from the research interests of Lethbridge College students and faculty.

Lethbridge Provincial Vote Intention and Results (February 9-10, 2008 and March 3, 2008)

- Citizen Society Research Lab polling during the first week of the 2008 Alberta provincial election campaign demonstrated that both Lethbridge contests were close, that the Conservatives had a slight lead in Lethbridge West, and that incumbency would likely advantage Bridget Pastoor in the even closer Lethbridge East race.
- The March 3 election results confirmed that both races were competitive contests primarily between Liberal and PC candidates. Pastoor's incumbency and steady campaign efforts appeared to help her become the only candidate to garner support significantly different from that which was held at the beginning of the campaign.

	CSRL February 9-10, 2008		March 3 2008	
Lethbridge West	(%)	(%) undecided excluded	% vote in 2008 election	Difference
Conservative Greg Weadick	35.0	41.0	43.6	+ 2.6%
Liberal Bal Boora	29.6	34.7	35.2	+ 0.5%
New Democratic Party James Moore	11.1	13.0	10.3	- 2.7%
Wildrose Alliance Matthew Fox	3.3	3.8	7.5	+ 3.7%
Green Brennan Tilley	6.3	7.4	3.4	- 4.0%
Undecided	14.6			

	CSRL February 9-10, 2008		March 3 2008	
Lethbridge East	(%)	(%) undecided excluded	% vote in 2008 election	Difference
Conservative Jason Herasemluk	34.5	43.6	39.2	- 4.4%
Liberal Bridget Pastoor	31.3	39.6	46.4	+ 6.8%
New Democratic Party Tom Moffatt	5.2	6.6	5.7	- 0.9%
Wildrose Alliance Grant Shaw	3.9	4.9	6.2	+ 1.3%
Green Helen McMenamin	4.2	5.3	2.4	- 2.9%
Undecided	20.9			

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

Demographics (full sample)

Gender (%)		Income (%)		Education (%)		Age (%)	
Male	48.8	Under \$40,000	34.8	H-School/less	25.9	18-29	25.9
Female	51.2	\$40-\$80,000	37.0	Some P-Sec.	24.3	30-44	21.2
		Over \$80,000	28.2	Col-Tech-Grad	22.1	45-64	30.8
				University Grad	27.7	65 or older	22.1

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

Question

- Q. If a provincial election were held today, for which of the following would you be most likely to vote?
 Party name and candidate name (where available) were read by interview agents.