



Provincial Vote Intention - Lethbridge

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Methodology

-  **Population** The city of Lethbridge has a total population of 90,417 residents (2013 census) approximately 80% of which are 18 years of age or older (72,330). A total of 43,011 Lethbridge residents are male (48.9%) while 44,871 are female (51.1%). South Lethbridge is home to 30,655 residents (33.9%) while the rapidly expanding west side is now home to 33,988 residents (37.6%). There are 25,774 north Lethbridge residents (28.5%). Coaldale has a total population of 7,493 residents (2011 census).
-  **Sample Data** Collected by Lethbridge College students enrolled in a variety of social science courses in the winter of 2014. Students interviewed 607 randomly selected, adult Lethbridge and Coaldale residents by telephone on February 8–9, 2014 under the supervision of School of Liberal Arts faculty members Faron Ellis and Marda Schindeler. 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 (sex, age, and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 4.0 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 ± 4.2 percentage points, 19 times out of 20, while the Coaldale subsample has a margin of error of ± 11.2 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.
-  **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 (20.0%) have lost their lead in Lethbridge West and are currently embroiled in a close four-way battle with each of their opponents. All parties garner approximately one-fifth of the vote, led by the NDP (21.5%) and Wildrose (21.1%), with the Liberals (20.0%) garnering exactly the same support levels as the PCs. Fully 15.1% of Lethbridge West voters remain undecided while only 2.3% plan on voting for other parties or candidates.
- In Lethbridge East, the Progressive Conservatives (24.7%) still lead, with the resurgent Liberals (18.7%) and Wildrose (17.9%) battling for second. The NDP commands 12.3% support in Lethbridge East where a further 7.7% of voters plan on casting ballots for other parties or candidates. Nearly one-fifth of all Lethbridge East voters are currently undecided about which party they will vote for.
- As has been the trend for some time now, both PC and Wildrose support tends to be less within the city of Lethbridge than it is Alberta-wide. Conversely, the provincial Liberal and NDP parties tend to outperform their province-wide support levels.

Lethbridge Provincial Vote Intention (%)	Lethbridge West				Lethbridge East				All Lethbridge			
	2011	2012	2013	2014	2011	2012	2013	2014	2011	2012	2013	2014
Progressive Conservative	30.5	31.0	26.5	20.0	23.3	39.4	31.8	24.7	27.7	36.1	30.5	22.5
Wildrose	17.8	12.9	25.4	21.1	22.0	20.2	26.4	17.9	19.4	16.3	25.9	18.9
Liberal	15.8	21.1	14.1	20.0	17.9	13.2	9.7	18.7	15.7	16.3	11.5	18.8
NDP	11.9	17.8	19.3	21.5	9.1	11.6	11.7	12.3	10.4	14.9	14.9	17.5
Other parties & candidates	9.6	3.8	1.3	2.3	10.1	2.0	3.2	7.7	10.1	3.1	2.0	5.4
Undecided	14.4	13.5	13.4	15.1	17.6	13.6	17.2	18.7	16.7	13.4	15.2	16.8

Provincial/Lethbridge Vote Intention (%)	All Voters		Decided Voters	
	Alberta October 2013	Lethbridge February 2014	Alberta October 2013	Lethbridge February 2014
Progressive Conservative	29.3	22.5	36.1	27.1
Wildrose	23.8	18.9	29.4	22.8
Liberal	12.7	18.8	15.7	22.6
NDP	9.9	17.5	12.2	21.0
Other parties and candidates	0.9	5.4	1.1	6.5
Undecided	4.5	16.8	-	-

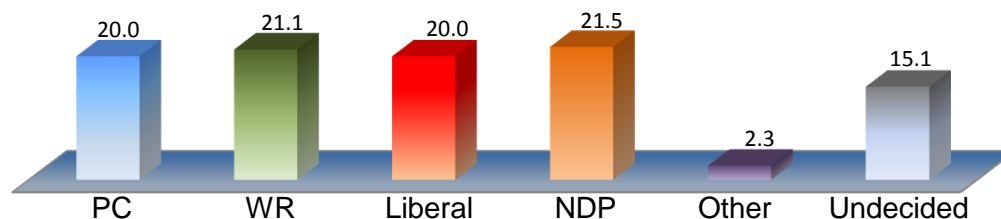
Note: Due to rounding, proportions may not total exactly 100%.

Provincial Vote Intention – All Potential Voters (%) (February 2014)



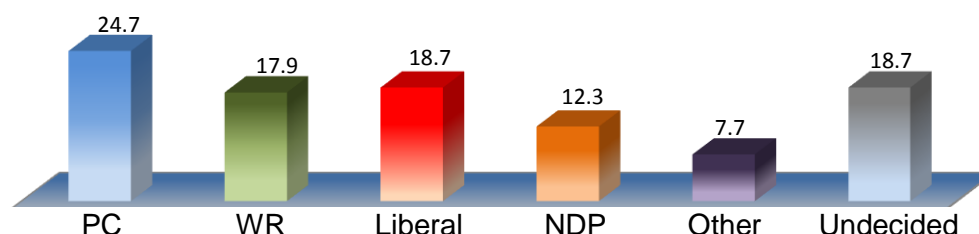
Lethbridge West

- Tight four-way race with NDP leading at 21.5%
- Wildrose statistically even at 21.1%
- PCs and Liberals also statistically tied at 20.0%
- 15.1% of potential voters are undecided



Lethbridge East

- PCs hold lead at 24.7%
- Resurgent Liberals in second at 18.7%
- Wildrose statistically tied with Liberals at 17.9%
- NDP now running fourth at 12.3%
- 7.7% say they will cast ballots for other parties
- 18.7% of potential voters are undecided



Wildrose continues to exhibit a significant gender gap in its support with nearly twice as much male (25.1%) support as female (12.7%). All other parties have a slight female gender gap.



The Progressive Conservatives lead among seniors (31.2%) with Wildrose close behind (26.9%). Wildrose leads among baby boomers (22.5%) with all three other parties close behind at between 16% and 17% support. Liberal and NDP strengths are with younger voters.



The Progressive Conservatives lead among both upper income (25.0%) and lower income (29.4%) voters. Wildrose strength is found among upper income voters (22.4%) while the NDP strength is with middle income voters (20.5%). The Liberals have the most consistent support across all income categories.

Provincial Vote Intention (%) (February 2014) (other candidate and party voters removed)

Region	Lethbridge West	Lethbridge East	All Lethbridge
Progressive Conservative	20.0	24.7	22.5
Wildrose	21.1	17.9	18.9
Liberal	20.0	18.7	18.8
NDP	21.5	12.3	17.5
Undecided	15.1	18.7	16.8

Gender	Male	Female
Progressive Conservative	21.2	23.9
Wildrose	25.1	12.7
Liberal	17.8	19.7
NDP	15.4	19.3
Undecided	12.4	21.2

Household Income	Under \$40,000	\$40-\$100,000	Over \$100,000
Progressive Conservative	29.4	20.0	25.0
Wildrose	15.1	17.4	22.4
Liberal	20.6	20.5	18.1
NDP	14.3	20.5	15.5
Undecided	17.5	16.8	14.7

Religious Participation*	2-3 per month/more	Several per year	Rarely/never
Progressive Conservative	33.1	22.1	17.4
Wildrose	22.3	22.1	16.5
Liberal	14.6	24.0	19.2
NDP	12.3	8.7	21.4
Undecided	14.6	16.3	18.3

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Progressive Conservative	23.6	17.5	23.3	26.5
Wildrose	17.0	16.7	24.7	15.4
Liberal	16.0	24.6	11.0	23.5
NDP	10.4	19.8	12.3	26.5
Undecided	20.8	19.0	21.2	7.4

Age	18-29	30-44	45-64	65 and older
Progressive Conservative	22.4	22.8	17.2	31.2
Wildrose	16.7	11.4	22.5	26.9
Liberal	24.4	19.3	16.6	12.9
NDP	17.3	24.6	15.9	10.8
Undecided	10.3	20.2	23.2	12.9

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

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	49.8	South	33.7	Under \$40,000	29.9	H-School/less	21.8	18-29	29.6
Female	50.2	North	28.9	\$40-100,000	43.9	Some P-Sec.	24.7	30-44	22.3
		West	37.5	Over \$100,000	26.2	Col-Tech-Grad	27.8	45-64	30.2
						University Grad	25.7	65 or older	17.9

Church Attendance (%)

2-3/month +	27.9
Several/year	23.4
Rarely/never	48.8

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)