



## Provincial Vote Intention - Lethbridge

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## Methodology

-  **Population** The city of Lethbridge has a total population of 93,004 residents (2014 census) approximately 80.5% of which are 18 years of age or older (74,905). A total of 45,575 Lethbridge residents are male (49%) while 47,429 are female (51%). South Lethbridge is home to 31,176 residents (33.5%) while the rapidly expanding west side is now home to 35,377 residents (38.0%). There are 26,451 north Lethbridge residents (28.4%).
-  **Sample Data** Collected by Lethbridge College students enrolled in a variety of social science courses in the winter of 2015. Students interviewed 789 randomly selected, adult Lethbridge residents by telephone on February 7–11, 2015 under the supervision of School of Liberal Arts faculty member Faron Ellis. 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](http://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  $\pm 3.47$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.
-  **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 set of questions was derived from student, faculty and general community interest in the topic.

## Provincial Vote Intention

The governing Alberta Progressive Conservatives have regained their leads in Lethbridge West (28.8%) and Lethbridge East (33.2%). The Alberta NDP are currently running second in both ridings (approximately 18% in each) while the Alberta Liberals are a close third in both (15-16%). Wildrose has slipped to fourth place in both Lethbridge West (10.7%) and East (10.5%). Only 5.6% of Lethbridge voters are currently planning on voting for some other party or candidate, while nearly one-fifth of all voters (18.9%) are undecided.

Clearly, the monumental political events of last fall, including the Wildrose leader and most of its legislative caucus crossing the floor to sit with the government, has had an impact on both Wildrose and PC support in the two Lethbridge ridings.

Provincial Vote (%)	Lethbridge West					Lethbridge East					All Lethbridge				
	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Progressive Conservative	30.5	31.0	26.5	20.0	28.8	23.3	39.4	31.8	24.7	33.2	27.7	36.1	30.5	22.5	31.1
NDP	11.9	17.8	19.3	21.5	18.7	9.1	11.6	11.7	12.3	18.2	10.4	14.9	14.9	17.5	18.1
Liberal	15.8	21.1	14.1	20.0	15.2	17.9	13.2	9.7	18.7	16.3	15.7	16.3	11.5	18.8	15.4
Wildrose	17.8	12.9	25.4	21.1	10.7	22.0	20.2	26.4	17.9	10.5	19.4	16.3	25.9	18.9	10.9
Other parties & candidates	9.6	3.8	1.3	2.3	6.7	10.1	2.0	3.2	7.7	5.4	10.1	3.1	2.0	5.4	5.6
Undecided	14.4	13.5	13.4	15.1	20.0	17.6	13.6	17.2	18.7	16.3	16.7	13.4	15.2	16.8	18.9

Alberta and Lethbridge Provincial Vote Intention (%)	All Voters		Decided Voters	
	<u>Alberta October 2014</u>	<u>Lethbridge February 2015</u>	<u>Alberta October 2014</u>	<u>Lethbridge February 2015</u>
Progressive Conservative	26.2	31.1	32.6	38.4
NDP	10.3	18.1	12.8	22.3
Liberal	13.5	15.4	16.8	19.0
Wildrose	24.7	10.9	30.8	13.5
Other parties and candidates	5.6	5.6	7.0	6.9
Undecided	19.7	18.9	-	-

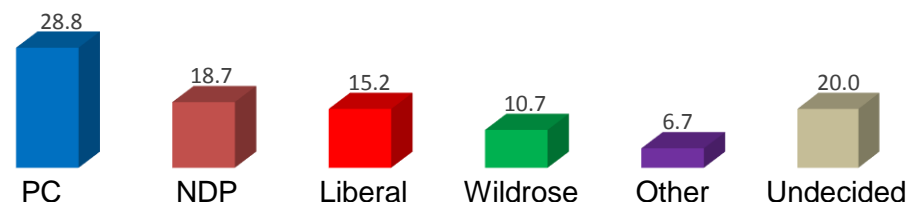
Note: Due to rounding, proportions may not total exactly 100%.

## Provincial Vote Intention – All Potential Voters (%) (February 2015)



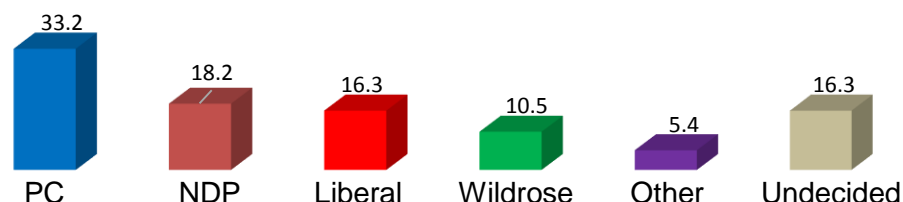
### Lethbridge West

- PC back in front 28.8%
- Wildrose drops to fourth 10.7%
- NDP (18.7%) and Liberals (15.2%) battle for second
- 20.0% of potential voters are undecided



### Lethbridge East

- PC widen lead (33.2%)
- Wildrose drops to fourth (10.5%)
- NDP (18.2%) and Liberals (16.3%) battle for second
- 16.3% of potential voters are undecided



It appears the Alberta Progressive Conservative are the net beneficiary of the vote switching that has occurred over the past few months. Wildrose has experienced the most pronounced decline in its net support levels.



The Progressive Conservatives hold leads among nearly all demographic groups, including upper income voters (41.2%), the highly religious (40.2%), and among all age groups except the youth (21.1%) where they are edged out by the Liberals (24.4%), and lower income voters (where the Liberals also lead with 24.3%).



All parties have a male gender gap in their support levels, primarily because Lethbridge women (23.0%) are more likely to be undecided than are Lethbridge men (14.7%). For the PCs, NDP and Liberals, the male gender gap is slight (less than 2% more male supporters than female supporters.) The Wildrose male-based gender gap is much more significant with men (13.2%) much more likely than women (8.6%) to be considering voting Wildrose in the next election.

## Provincial Vote Intention (%) (February 2015) (other candidates and party voters not listed)

Region	Lethbridge West	Lethbridge East	All Lethbridge
Progressive Conservative	28.8	33.2	31.1
NDP	18.7	18.2	18.1
Liberal	15.2	16.3	15.4
Wildrose	10.7	10.5	10.9
Undecided	20.0	16.3	18.9

Gender*	Male	Female
Progressive Conservative	32.0	30.4
NDP	18.9	17.3
Liberal	15.8	14.9
Wildrose	13.2	8.6
Undecided	14.7	23.0

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
Progressive Conservative	19.0	32.3	41.2
NDP	15.9	21.2	19.4
Liberal	24.3	13.4	11.9
Wildrose	15.9	11.5	7.5
Undecided	20.1	13.8	14.4

Religious Participation*	2-3 per month/more	Several per year	Rarely/never
Progressive Conservative	40.2	31.5	24.3
NDP	12.9	18.5	22.2
Liberal	13.8	21.2	14.3
Wildrose	13.8	6.2	11.9
Undecided	13.8	16.4	21.9

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Progressive Conservative	28.3	29.0	35.8	30.8
NDP	17.6	13.5	14.5	26.9
Liberal	15.7	21.5	13.0	12.4
Wildrose	11.9	12.5	13.0	7.5
Undecided	18.2	17.0	18.1	19.4

Age	18-29	30-44	45-64	65 and older
Progressive Conservative	21.1	32.5	35.3	35.8
NDP	16.3	20.5	19.9	17.6
Liberal	24.4	15.1	9.5	12.2
Wildrose	12.4	5.4	11.8	14.2
Undecided	21.1	21.1	17.2	14.2

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

## Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	49.2	South	34.3	Under \$40,000	30.5	H-School/less	21.1	18-29	27.1
Female	50.8	North	27.9	\$40-100,000	43.6	Some P-Sec.	26.6	30-44	22.7
		West	37.8	Over \$100,000	25.9	Col-Tech-Grad	25.9	45-64	30.2
						University Grad	26.3	65 or older	20.0

### Church Attendance (%)

2-3/month +	33.6
Several/year	20.5
Rarely/never	45.9

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)