



## Provincial Vote Intention - Lethbridge

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## Methodology

-  **Population** The city of Lethbridge has a total population of 94,804 residents (2015 census) approximately 80% of which are 18 years of age or older (75,840). A total of 46,394 Lethbridge residents are male (49%) while 48,410 are female (51%). South Lethbridge is home to 31,337 residents (33.1%) while the rapidly expanding west side is now home to 36,716 residents (38.7%). There are 26,751 north Lethbridge residents (28.2%).
-  **Sample Data** Collected by Lethbridge College students enrolled in a variety of social science courses in the winter of 2015. Students interviewed 834 randomly selected, adult Lethbridge residents by telephone from February 6–10, 2016 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 weighted sample yields a margin of error of  $\pm 3.37$  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 and faculty interest in the topics.

## Provincial Vote Intention

- The governing NDP is currently running second in a competitive three-way race in the city of Lethbridge. The NDP's strengths are in Lethbridge West (25.6%) where it is running a close second to the resurgent Progressive Conservatives (31.1%), but leads the third place Wildrose (18.7%). In Lethbridge East the NDP (20.3%) is in a statistical tie with Wildrose (21.5%) for second, with both parties trailing the PCs (31.5%). Alberta Liberals are running a distant fourth throughout the city (11.2%) and in both Lethbridge West (8.2%) and Lethbridge East (12.1%). Only 3.4% of Lethbridge voters are currently planning on voting for the Alberta Party while a further 3.2% plan to vote for some other party or candidate. Less than one in ten Lethbridge voters (9.5%) are undecided.
- The Lethbridge patterns of support are consistent with recent province-wide polls that suggest the governing NDP has lost support compared to what it garnered last spring with its historic election victory, but that it is still competitive with both of the other major parties. The Lethbridge patterns also substantiate the provincial trends that suggest a considerable amount of vote splitting is occurring between the NDP's main opponents, and that the Alberta Progressive Conservatives are much more resilient than their opponents had hoped.

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

Provincial Vote Intention (%)	<i>Lethbridge Decided Voters</i>		<i>Lethbridge West Decided Voters</i>		<i>Lethbridge East Decided Voters</i>	
	February 2015	<b>February 2016</b>	2015 election	<b>February 2016</b>	2015 election	<b>February 2016</b>
NDP	22.3	<b>25.6</b>	59.5	<b>28.3</b>	47.6	<b>22.1</b>
Wildrose	13.5	<b>21.7</b>	16.2	<b>20.7</b>	20.7	<b>23.4</b>
Progressive Conservative	38.4	<b>33.1</b>	21.9	<b>34.4</b>	25.3	<b>34.3</b>
Liberal	19.0	<b>12.3</b>	3.4	<b>9.0</b>	6.4	<b>13.1</b>
Alberta Party	–	<b>3.8</b>	–	<b>5.0</b>	–	<b>2.6</b>
Other parties and candidates	6.9	<b>3.6</b>	–	<b>2.6</b>	–	<b>4.5</b>

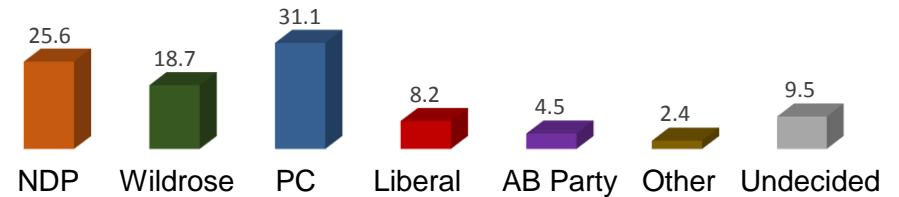
Note: Due to rounding, proportions may not total exactly 100%.

## Provincial Vote Intention – All Potential Voters (%) (February 2016)



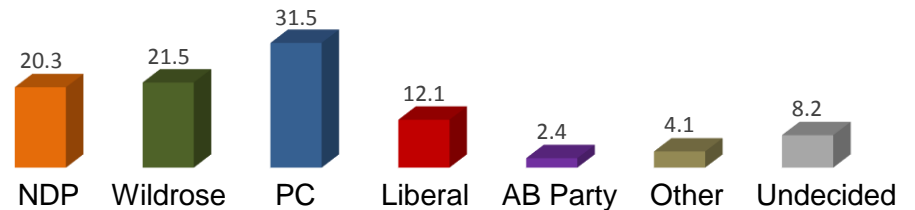
### Lethbridge West

- PC have slight lead (31.1%)
- NDP in close second (25.6%)
- Wildrose in competitive third spot (18.7%)
- Liberals (8.2%) and Alberta Party (4.5%)
- 9.5% of potential voters are undecided



### Lethbridge East

- PCs have considerable lead (31.5%)
- Wildrose (21.5%) and NDP (20.3%) locked in fight for second
- Liberals (12.1%) try to remain competitive
- 8.2% of potential voters are undecided



Throughout the city of Lethbridge, the NDP and Wildrose have gender gaps in their support levels with more women (26.5%) than men (19.6%) preferring the NDP, and more men (22.6%) than women (16.5%) preferring Wildrose. The Progressive Conservatives and Liberals have no meaningful gender gaps in their support levels.



Wildrose garners its greatest support from middle and upper income residents while the PCs are strongest amongst upper income residents. NDP support is consistent across all income levels while Liberal support is strongest with lower income earners.



NDP support increases as church attendance declines while the trend for Wildrose is reversed with support strongest among those who attend church most frequently.



NDP support is strongest among those with the most formal education while PC support is strongest among those with the least amount of formal education.



Wildrose has the most pronounced age gaps in its support levels with older residents more than twice as likely to support that party as are younger residents.

## Provincial Vote Intention (%) (February 2016) (Alberta Party and other candidates and party supporters not listed)

Region	Lethbridge West	Lethbridge East	All Lethbridge	
NDP	25.6	20.3	23.1	
Wildrose	18.7	21.5	19.6	
Progressive Conservative	31.1	31.5	30.0	
Liberal	8.2	12.1	11.2	
Undecided	9.5	8.2	9.5	

Gender	Male	Female
NDP	19.6	26.5
Wildrose	22.6	16.5
Progressive Conservative	31.7	28.4
Liberal	10.1	12.4
Undecided	8.0	10.9

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000	
NDP	22.0	23.6	23.4	
Wildrose	12.4	20.9	20.6	
Progressive Conservative	31.6	28.3	36.9	
Liberal	16.9	11.8	6.5	
Undecided	10.2	8.1	7.5	

Religious Participation*	2-3 per month/more	Several per year	Rarely/never	
NDP	17.2	22.5	28.7	
Wildrose	24.2	18.6	14.2	
Progressive Conservative	36.3	28.7	28.4	
Liberal	9.2	17.8	10.1	
Undecided	8.4	4.7	11.2	

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
NDP	12.2	25.6	12.3	37.2
Wildrose	20.9	18.5	24.0	15.1
Progressive Conservative	40.5	27.0	34.8	23.0
Liberal	10.8	17.1	9.8	7.1
Undecided	10.1	7.6	11.3	9.2

Age	18-29	30-44	45-64	65 and older
NDP	24.7	21.1	26.3	21.4
Wildrose	11.6	17.4	21.9	26.9
Progressive Conservative	30.0	37.4	24.1	28.6
Liberal	18.4	8.9	9.6	8.8
Undecided	6.8	9.5	10.5	9.9

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

## Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.8	South	32.8	Under \$40,000	25.5	H-School/less	18.4	18-29	23.7
Female	51.2	North	27.4	\$40-100,000	43.6	Some P-Sec.	26.4	30-44	24.2
		West	39.8	Over \$100,000	30.9	Col-Tech-Grad	25.3	45-64	28.9
						University Grad	29.9	65 or older	23.2

Church Attendance (%)	
2-3/month +	36.6
Several/year	17.7
Rarely/never	45.7

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?

- NDP
- Wildrose
- Progressive Conservative
- Liberal
- Alberta Party
- Some other party or candidate
- Undecided (unprompted)