



Provincial Vote Intention

Lethbridge East and Lethbridge West

2008 Lethbridge Public Opinion Study (Winter)

---

February 14, 2008

**Dr. Faron Ellis**

***Citizen Society Research Lab***

Lethbridge College

3000 College Drive South







Lethbridge AB T1K 1L6

[fellis@lethbridgecollege.ab.ca](mailto:fellis@lethbridgecollege.ab.ca)

[www.lethbridgecollege.ab.ca/go/csrl](http://www.lethbridgecollege.ab.ca/go/csrl)



# 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](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 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 (February 2008)

- City of Lethbridge voters have returned one Progressive Conservative MLA (Lethbridge West) and one Liberal MLA (Lethbridge East) in each of the last four provincial elections. The data that follows demonstrates that in both Lethbridge ridings, tight contests are being fought between the candidates of these two parties. In fact, although the Progressive Conservative candidates enjoy small leads in both contests, neither of these leads is statistically significant, and in both ridings substantial number of voters remain undecided.
- Analysis of the demographic distribution of the candidates' support bases provides few clues as to which candidates are advantaged, especially when taking into consideration the undecided voters in each riding.
- Clearly, both of these contests are going to be decided by the abilities of the local organizations to Get Out The Vote (GOVT), which includes voter identification, voter contact, and delivering their voters on election day.

Lethbridge Provincial Vote Intention (%)

Lethbridge West	(%)	Lethbridge East	(%)
Conservative Greg Weadick	35.0	Conservative Jason Herasemluk	34.5
Liberal Bal Boora	29.6	Liberal Bridget Pastoor	31.3
New Democratic Party James Moore	11.1	New Democratic Party Tom Moffatt	5.2
Wildrose Alliance (no candidate)*	3.3	Wildrose Alliance (no candidate)*	3.9
Green (no candidate)*	6.3	Green (no candidate)*	4.2
Undecided	14.6	Undecided	20.9

\* No candidate at time of data collection

2004 Lethbridge Provincial Vote Results (%)

Lethbridge West	votes	%	Lethbridge East	Votes	%
Conservative	4,411	39.8	Liberal	5,338	41.9
Liberal	3,629	32.8	Conservative	4,703	36.9
New Democratic Party	1,357	12.3	Alliance	1,472	11.6
Alliance	913	8.2	New Democratic Party	606	4.8
Green	385	3.5	Green	360	2.8
Social Credit	375	3.4	Social Credit	252	2.0
		(turnout)			(turnout)
Totals	11,070	45.5%		12,731	48.4%

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

## Lethbridge West Provincial Vote Intention (%)

	Male	Female	All West Residents
Conservative Greg Weadick	38.9	31.3	35.0
Liberal Bal Boora	25.7	32.8	29.6
New Democratic Party James Moore	8.8	13.0	11.1
Wildrose Alliance (no candidate)*	5.3	1.5	3.3
Green (no candidate)*	8.0	5.3	6.3
Undecided	13.3	16.0	14.6

\* No candidate at time of data collection

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Conservative Greg Weadick	33.8	34.6	32.9
Liberal Bal Boora	22.5	25.6	40.8
New Democratic Party James Moore	15.5	14.1	7.9
Wildrose Alliance (no candidate)*	5.6	1.3	3.9
Green (no candidate)*	11.3	3.8	2.6
Undecided	11.3	20.5	11.8

\* No candidate at time of data collection

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Conservative Greg Weadick	40.0	47.5	34.7	23.5
Liberal Bal Boora	20.0	32.2	16.3	40.0
New Democratic Party James Moore	12.0	6.8	12.2	12.9
Wildrose Alliance (no candidate)*	2.0	0.0	6.1	4.7
Green (no candidate)*	10.0	5.1	12.2	2.4
Undecided	16.0	8.5	18.4	16.5

\* No candidate at time of data collection

	18-29	30-44	45-64	65 and older
Conservative Greg Weadick	26.0	41.7	29.3	54.8
Liberal Bal Boora	21.9	27.1	41.5	21.4
New Democratic Party James Moore	20.5	8.3	6.1	7.1
Wildrose Alliance (no candidate)*	6.8	0.0	2.4	2.4
Green (no candidate)*	6.8	8.3	6.1	4.8
Undecided	17.8	14.6	14.6	9.5

\* No candidate at time of data collection

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

## Lethbridge East Provincial Vote Intention (%)

	Male	Female	All East Residents
Conservative Jason Herasemluk	36.7	33.0	34.5
Liberal Bridget Pastoor	32.1	30.4	31.3
New Democratic Party Tom Moffatt	2.8	7.1	5.2
Wildrose Alliance (no candidate)*	6.4	1.8	3.9
Green (no candidate)*	2.8	5.4	4.2
Undecided	19.3	22.3	20.9

\* No candidate at time of data collection

	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Conservative Jason Herasemluk	40.0	32.9	33.3
Liberal Bridget Pastoor	26.3	34.1	35.7
New Democratic Party Tom Moffatt	2.5	7.3	9.5
Wildrose Alliance (no candidate)*	6.3	2.4	2.4
Green (no candidate)*	3.8	3.7	4.8
Undecided	21.3	19.5	14.3

\* No candidate at time of data collection

	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Conservative Jason Herasemluk	36.4	29.1	43.4	28.0
Liberal Bridget Pastoor	30.3	25.5	20.8	50.0
New Democratic Party Tom Moffatt	7.6	5.5	1.9	4.0
Wildrose Alliance (no candidate)*	3.0	7.3	1.9	4.0
Green (no candidate)*	4.5	5.5	3.8	4.0
Undecided	18.2	27.3	28.3	10.0

\* No candidate at time of data collection

	18-29	30-44	45-64	65 and older
Conservative Jason Herasemluk	29.5	33.3	32.8	41.3
Liberal Bridget Pastoor	27.3	27.1	34.3	34.9
New Democratic Party Tom Moffatt	6.8	4.2	7.5	1.6
Wildrose Alliance (no candidate)*	0.0	6.3	4.5	4.8
Green (no candidate)*	13.6	0.0	4.5	0.0
Undecided	22.7	29.2	16.4	17.5

\* No candidate at time of data collection

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.