

Provincial Vote Intention

Lethbridge Public Opinion Study – Winter 2018

© 2018 Lethbridge College

Faron Ellis PhD, Research Chair
Citizen Society Research Lab

faron.ellis@lethbridgecollege.ca

Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6

www.lethbridgecollege.ca



Methodology

Population The city of Lethbridge has a total population of 98,198 residents (2017 census) approximately 80% of which are 18 years of age or older (78,500). A total of 48,173 Lethbridge residents are male (49.1%) while 50,002 are female (50.9%). South Lethbridge is home to 31,660 residents (32.2%) while the rapidly expanding west side is now home to 39,085 residents (39.8%). There are 27,453 north Lethbridge residents (28.0%).

Sample Data Collected by Lethbridge College students enrolled in 9 sections of 6 courses in a variety of Lethbridge College programs in the winter of 2018. Students interviewed 1,288 randomly selected adult Lethbridge residents by telephone from February 10-15, 2018 under the supervision of CSRL Research Chair, Dr. Faron Ellis. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes and results from previous Lethbridge and Alberta Public Opinion Studies can be accessed by visiting the CSRL web pages at: <https://lethbridgecollege.ca/departments/citizen-society-research-lab>.

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 ± 2.7 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

IB Commons Call Centre The CSRL operates as a division of the Centre for Applied Arts and Sciences. Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre with support from the Lethbridge College Facility Management, Instructional Technology, and Audio Visual teams.

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 community interest in the topic.

Provincial Vote Intention

Last year at this time we discovered that the Alberta Progressive Conservatives were leading a competitive three-way race in the city of Lethbridge, albeit while in the midst of a leadership campaign with the leading contender, former federal cabinet minister Jason Kenney, advocating abolishing the PCs in favor of a united conservative alternative. We further observed that a significant number of Lethbridge voters seeking an alternative to the NDP had parked their support with the PC-Kenny concept of a new, United Conservative Party. Finally, we cautioned that, should Kenny succeed, Albertans would almost certainly be presented with a different set of party choices in the next provincial election and therefore measures of party support should not be used to predict individual constituency elections two years hence.

Kenney did indeed succeed in winning the PC leadership. He then pursued and achieved unity, and won the leadership of Alberta's new United Conservative Party. He now has his party well positioned in the two Lethbridge provincial ridings and the city overall. The UCP leads in overall popular support (44.4%) and in both Lethbridge West (41.8%) and Lethbridge East (45.1%). The governing NDP is running second throughout the city with support from approximately one in every five voters (20.2%). The provincial Liberals garner support from one of every ten Lethbridge voters (10.6%) while the Alberta Party garners half again that much support (4.8%). A handful of voters are supporting other parties or candidates (6.2%) while approximately one in seven voters (13.7%) is currently undecided.

As with last year's poll, caution must be exercised in using this year's numbers to predict local contests that do not yet have candidates in place and are still more than a year away. Although the Lethbridge patterns of support are consistent with recent province-wide polls that suggest the governing NDP has lost support across the province compared to what it garnered with its historic election victory in 2015, many provincial variables are still unknown including the parties' policies and platforms and another year's worth of political and economic events. Many still undetermined local factors such as incumbency, local organizational strength and the amount of resources offered to the local campaigns by the provincial parties, among other variables, have also yet to be determined.

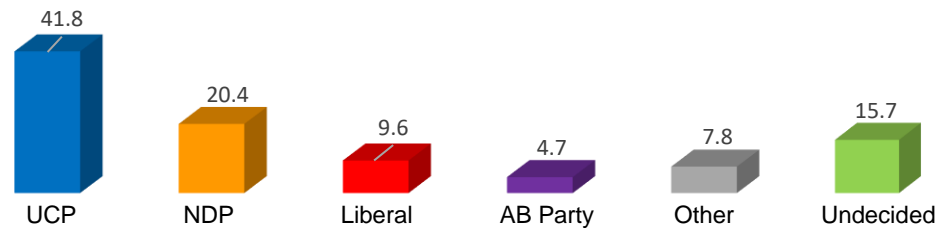
Provincial Vote (%)	<i>Lethbridge West</i>					<i>Lethbridge East</i>					<i>All Lethbridge</i>				
	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
UCP	–	–	–	–	41.8	–	–	–	–	45.1	–	–	–	–	44.4
NDP	21.5	18.7	25.6	21.8	20.4	12.3	18.2	20.3	20.1	19.6	17.5	18.1	23.1	21.3	20.2
Wildrose	21.1	10.7	18.7	18.3	–	17.9	10.5	21.5	20.1	–	18.9	10.9	19.6	19.1	–
Progressive Conservative	20.0	28.8	31.1	32.6	–	24.7	33.2	31.5	35.2	–	22.5	31.1	30.0	33.6	–
Liberal	20.0	15.2	8.2	11.5	9.6	18.7	16.3	12.1	9.0	12.6	18.8	15.4	11.2	10.5	10.6
Alberta Party	–	–	4.5	1.7	4.7	–	–	2.4	1.0	3.8	–	–	3.4	1.3	4.8
Other parties & candidates	2.3	6.7	2.4	3.8	7.8	7.7	5.4	4.1	4.3	6.2	5.4	5.6	3.2	3.9	6.2
Undecided	15.1	20.0	9.5	10.3	15.7	18.7	16.3	8.2	10.4	12.6	16.8	18.9	9.5	10.3	13.7

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

Provincial Vote Intention – All Potential Voters (%) (February 2018)

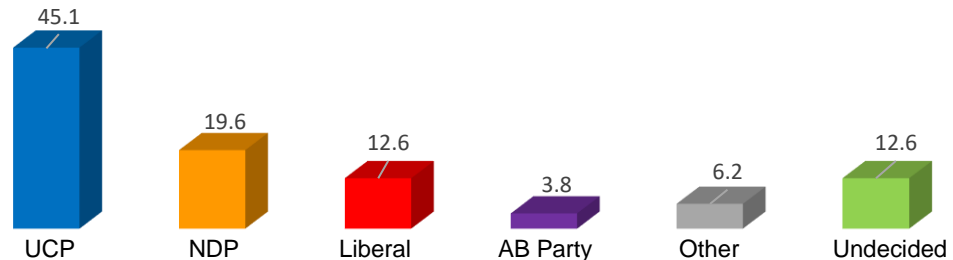
Lethbridge West

- UCP leads (41.8%)
- NDP in second (20.4 %)
- Liberals running third (9.6 %)
- Alberta Party (4.7%)
- 15.7 % of potential voters are undecided



Lethbridge East

- UCP leads (45.1%)
- NDP solidly in second (19.6%)
- Liberals a respectable third (12.6%)
- Alberta Party (3.8%)
- 12.6% of potential voters are undecided



- Throughout the city of Lethbridge, only minor gender gaps appear in the various parties' support levels, where they appear at all. For example, men (48.4%) are more supportive of the UCP than are women (41.3%). But men are also slightly more supportive of the NDP (21.5%) than are women (19.7%) with the difference being that Lethbridge women (17.9%) are nearly twice as likely as men (9.2%) to be undecided.
- UCP support is strongest amongst middle-income (47.9%) and upper-income (47.0%) voters, but still strong (36.5%) among lower-income voters. The NDP receives its strongest support levels from upper-income voters (27.1%) but is weaker with middle-income voters (17.7%). Provincial Liberal support is concentrated among lower income voters (16.0%) and decreases as household income increases, to a low of 7.3% among upper-income earners.
- Religion has no statistically significant impact on vote intention.
- The UCP (33.0%) and the NDP (32.7%) are statistically tied amongst university graduates. The UCP commands large leads with all other education groups, with its support strongest among college, technical and trade graduates (56.0%).
- Age does not impact vote intention in any statistically significant way. NDP support is stronger amongst older voters, and the UCP is stronger with younger voters than with older Lethbridge residents. Liberal support consistently declines as age increases. Older voters are also the most likely to be undecided (approximately 15% of boomer and seniors are keeping their options open).

Provincial Vote Intention (%) (February 2018) (Other candidates and party supporters not listed)

Region	Lethbridge West	Lethbridge East	All Lethbridge
NDP	20.4	19.6	20.2
UCP	41.8	45.1	44.4
Liberal	9.6	12.6	10.6
Alberta Party	4.7	3.8	4.8
Undecided	15.7	12.6	13.7

Gender*	Male	Female
NDP	21.5	19.5
UCP	48.4	41.3
Liberal	10.2	11.2
Alberta Party	6.2	2.8
Undecided	9.2	17.9

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
NDP	21.5	17.7	27.1
UCP	36.5	47.9	47.0
Liberal	16.0	11.3	7.3
Alberta Party	5.5	3.8	4.9
Undecided	10.6	13.1	10.1

Religious Participation	2-3 per month/more	Several per year	Rarely/never
NDP	18.0	14.9	22.4
UCP	49.9	52.1	40.1
Liberal	8.1	11.2	13.0
Alberta Party	4.9	5.6	3.9
Undecided	12.5	8.8	14.5

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
NDP	13.0	16.9	14.7	32.7
UCP	43.5	45.6	56.0	33.0
Liberal	12.0	12.8	7.6	11.7
Alberta Party	8.8	3.0	4.7	3.5
Undecided	13.9	12.8	12.3	14.6

Age	18-29	30-44	45-64	65 and older
NDP	14.9	16.1	24.0	24.7
UCP	47.1	48.3	40.8	43.2
Liberal	17.6	14.0	9.2	4.2
Alberta Party	3.8	5.5	4.3	5.4
Undecided	10.4	10.6	15.6	15.1

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.0

Demographics

Area of City (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
South	32.0	Male	49.0	Under \$40,000	29.4	H-School/less	18.3	18-29	23.8
North	27.7	Female	50.3	\$40-100,000	45.8	Some P-Sec.	24.9	30-44	19.7
West	40.3	Other	0.7	Over \$100,000	24.8	Col-Tech-Grad	28.2	45-64	33.7
						University Grad	28.7	65 or older	22.7

Church Attendance (%)	
2-3/month/more	31.6
Several per year	20.5
Rarely or never	47.9

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

Question

- If a provincial election was held today, please tell me for which of the following parties are you most likely to vote?
 - NDP
 - United Conservative Party
 - Liberal
 - Alberta Party
 - Some other party or candidate
 - Undecided (unprompted)

Provincial Vote Intention Decided Voters (%)	Lethbridge West (Decided Voters)		Lethbridge East (Decided Voters)		All Lethbridge (Decided Voters)	
	<u>February 2017</u>	<u>February 2018</u>	<u>February 2017</u>	<u>February 2018</u>	<u>February 2017</u>	<u>February 2018</u>
NDP	24.3	24.2	22.4	22.4	23.7	23.5
UCP	—	49.6	—	51.6	—	51.5
Wildrose	20.4	—	22.4	—	21.3	—
Progressive Conservative	36.3	—	39.3	—	37.4	—
Liberal	12.8	11.4	10.1	14.5	11.8	12.3
Alberta Party	1.9	5.6	1.1	4.4	1.5	5.5
Other parties and candidates	4.3	9.2	4.8	7.1	4.4	7.2