

## Provincial Vote Intention

### Lethbridge Public Opinion Study – Winter 2019

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## Methodology

### *Population*

The city of Lethbridge has a total population of 99,769 residents (2018 census) approximately 80% of which are 18 years of age or older (79,800). A total of 48,883 Lethbridge residents are male (49.0%), 50,697 are female (50.8%) and 18 (0.2%) prefer not to identify. South Lethbridge is home to 32,109 residents (32.2%) while the rapidly expanding west side is now home to 39,960 residents (40.1%). There are 27,700 north Lethbridge residents (27.8%).

### *Sample*

*Data* Collected by Lethbridge College students in the winter of 2019. Students interviewed 882 randomly selected adult Lethbridge residents by telephone from February 9 to 13, 2019 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 CSRL Opinion Studies can be accessed by visiting 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  $\pm 3.3$  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

Lethbridge is shaping up to be a battleground city in the upcoming provincial election. Although the new United Conservative Party leads in both Lethbridge West (34.9%) and Lethbridge East (31.5%), and in the city overall (33.1%), their lead over the incumbent NDP (approximately 10% in both ridings) is narrow compared to most other areas of southern Alberta and the province as a whole where the UCP holds a commanding 30 point lead. The governing NDP is polling at or slightly better than its provincial average (23.2%) in both Lethbridge West (24.8%) and Lethbridge East (22.2%) but the UCP is polling well below its provincial average (49.2%) in both ridings.

With nearly one-fifth of all Lethbridge voters still undecided (19.3%), and with the provincial Liberals (12.6%) ready to pay spoiler if they can get their primarily young voting base to the polls, both Lethbridge ridings are up for grabs only weeks prior to the provincial vote. The Alberta Party (1.7%) and the Freedom Conservative Party (4.1%) have not yet managed capture significant numbers of potential voters in the city of Lethbridge.

With UCP support down 11.3% since this time last year, and with the NDP (3.3% gain) and Liberals (2% gain) creeping up on them, local factors such as candidate performance, campaign organization and ability to deliver core votes will be as important in determining the election outcomes in Lethbridge as will the various parties' province-wide campaigns and leaders' performances.

| Provincial Vote (%)        | <i>Lethbridge West</i> |             |             |             |                    | <i>Lethbridge East</i> |             |             |             |                    | <i>All Lethbridge</i> |             |             |             |                    |
|----------------------------|------------------------|-------------|-------------|-------------|--------------------|------------------------|-------------|-------------|-------------|--------------------|-----------------------|-------------|-------------|-------------|--------------------|
|                            | <u>2015</u>            | <u>2016</u> | <u>2017</u> | <u>2018</u> | <b><u>2019</u></b> | <u>2015</u>            | <u>2016</u> | <u>2017</u> | <u>2018</u> | <b><u>2019</u></b> | <u>2015</u>           | <u>2016</u> | <u>2017</u> | <u>2018</u> | <b><u>2019</u></b> |
| UCP                        | –                      | –           | –           | 41.8        | <b>34.9</b>        | –                      | –           | –           | 45.1        | <b>31.5</b>        | –                     | –           | –           | 44.4        | <b>33.1</b>        |
| NDP                        | 18.7                   | 25.6        | 21.8        | 20.4        | <b>24.8</b>        | 18.2                   | 20.3        | 20.1        | 19.6        | <b>22.2</b>        | 18.1                  | 23.1        | 21.3        | 20.2        | <b>23.5</b>        |
| Wildrose                   | 10.7                   | 18.7        | 18.3        | –           | –                  | 10.5                   | 21.5        | 20.1        | –           | –                  | 10.9                  | 19.6        | 19.1        | –           | –                  |
| Progressive Conservative   | 28.8                   | 31.1        | 32.6        | –           | –                  | 33.2                   | 31.5        | 35.2        | –           | –                  | 31.1                  | 30.0        | 33.6        | –           | –                  |
| Liberal                    | 15.2                   | 8.2         | 11.5        | 9.6         | <b>14.4</b>        | 16.3                   | 12.1        | 9.0         | 12.6        | <b>10.8</b>        | 15.4                  | 11.2        | 10.5        | 10.6        | <b>12.6</b>        |
| Alberta Party              | –                      | 4.5         | 1.7         | 4.7         | <b>1.5</b>         | –                      | 2.4         | 1.0         | 3.8         | <b>2.1</b>         | –                     | 3.4         | 1.3         | 4.8         | <b>1.7</b>         |
| Freedom Conservative       | –                      | –           | –           | –           | <b>3.1</b>         | –                      | –           | –           | –           | <b>5.1</b>         | –                     | –           | –           | –           | <b>4.1</b>         |
| Other parties & candidates | 6.7                    | 2.4         | 3.8         | 7.8         | <b>4.0</b>         | 5.4                    | 4.1         | 4.3         | 6.2         | <b>7.5</b>         | 5.6                   | 3.2         | 3.9         | 6.2         | <b>5.8</b>         |
| Undecided                  | 20.0                   | 9.5         | 10.3        | 15.7        | <b>17.4</b>        | 16.3                   | 8.2         | 10.4        | 12.6        | <b>20.7</b>        | 18.9                  | 9.5         | 10.3        | 13.7        | <b>19.3</b>        |

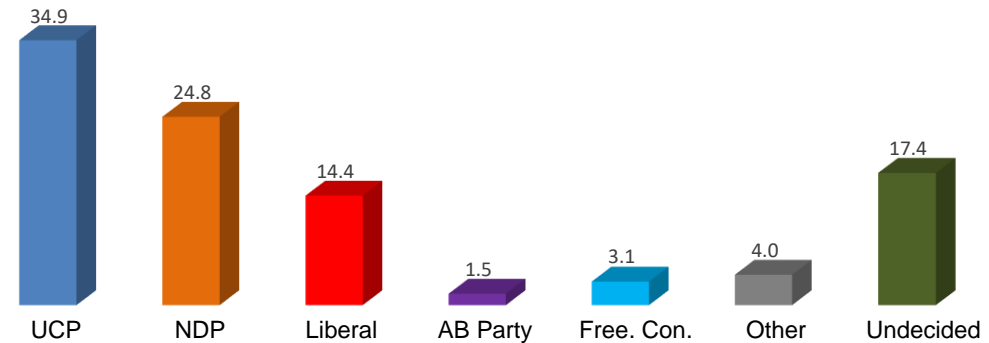
Notes: Due to rounding, proportions may not total exactly 100%.

See CSRL Alberta Study – Winter 2019 for full Alberta-wide results <https://lethbridgecollege.ca/document-centre/publications/citizen-society-research-lab/alberta-politics-provincial-vote-0>

## Provincial Vote Intention – All Potential Voters (%) (February 2019)

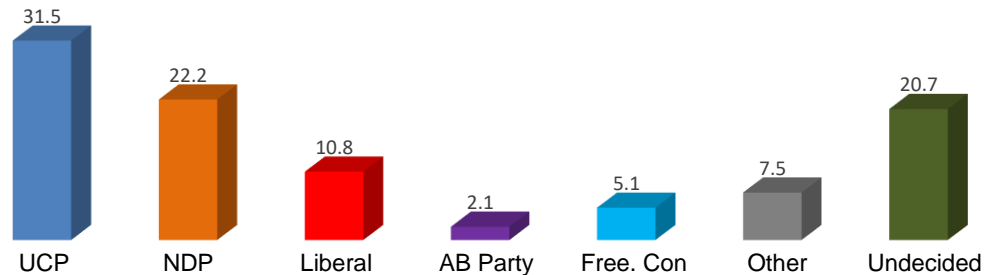
### Lethbridge West

- UCP leads (34.9%)
- NDP in second (24.8 %)
- Liberals running third (14.4 %)
- Alberta Party (1.5%)
- Freedom Conservative Party (3.1%)
- Other parties and candidates (4.0%)
- 17.4 % of potential voters are undecided



### Lethbridge East

- UCP leads (31.5%)
- NDP solidly in second (22.2%)
- Liberals a respectable third (10.8%)
- Alberta Party (2.1%)
- Freedom Conservative Party (5.1%)
- Other parties and candidates (7.5%)
- 20.7% 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 (35.6%) are slightly more supportive of the UCP than are women (29.6%) whereas the NDP and Liberals have no gender gaps in their support levels.
- UCP support increases as income increases, as does NDP support. Liberal support is concentrated in the lower-income bracket where it leads all the other parties (24.4%).
- Religion has no statistically significant impact on vote intention.
- The NDP (33.7%) has a slight lead on the UCP (30.7%) among university graduates, but the UCP holds a substantial lead among college, technical and trade graduates (42.2%).
- NDP support increases with age, to the point where it is tied with the UCP for seniors' voting preferences. UCP vote is strongest amongst middle-aged voters while the Liberals lead all other parties among Lethbridge's youth (35.1%).

Provincial Vote Intention (%) (February 2019) (Other party supporters not listed) (Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.0)

| Gender               | Male | Female | Lethbridge |
|----------------------|------|--------|------------|
| UCP                  | 35.6 | 29.6   | 33.1       |
| NDP                  | 23.1 | 24.2   | 23.5       |
| Liberal              | 13.1 | 12.3   | 12.6       |
| Alberta Party        | 2.1  | 1.3    | 1.7        |
| Freedom Conservative | 6.2  | 1.9    | 4.1        |
| Undecided            | 14.5 | 24.5   | 19.3       |

| Household Income*    | Under \$40,000 | \$40-\$100,000 | Over \$100,000 |
|----------------------|----------------|----------------|----------------|
| UCP                  | 20.5           | 37.7           | 41.5           |
| NDP                  | 19.2           | 22.1           | 30.3           |
| Liberal              | 24.4           | 8.3            | 9.2            |
| Alberta Party        | 2.6            | 1.1            | 2.8            |
| Freedom Conservative | 0.6            | 7.2            | 3.5            |
| Undecided            | 23.7           | 16.3           | 10.6           |

| Religious Participation | 2-3 per month/more | Several per year | Rarely/never |
|-------------------------|--------------------|------------------|--------------|
| UCP                     | 35.8               | 30.3             | 33.9         |
| NDP                     | 17.0               | 25.7             | 27.1         |
| Liberal                 | 14.6               | 17.4             | 7.9          |
| Alberta Party           | 1.4                | 0.9              | 2.5          |
| Freedom Conservative    | 8.5                | 3.7              | 2.1          |
| Undecided               | 17.0               | 14.7             | 20.4         |

| Education*           | High School or less | Some Post-secondary | College-Tech-Trade | University Grad |
|----------------------|---------------------|---------------------|--------------------|-----------------|
| UCP                  | 29.1                | 28.0                | 42.2               | 30.7            |
| NDP                  | 16.5                | 14.4                | 24.1               | 33.7            |
| Liberal              | 18.1                | 15.9                | 6.5                | 13.1            |
| Alberta Party        | 3.1                 | 2.3                 | 1.5                | 1.0             |
| Freedom Conservative | 2.4                 | 6.1                 | 3.0                | 5.0             |
| Undecided            | 21.3                | 26.5                | 19.1               | 11.1            |

| Age*                 | 18-29 | 30-44 | 45-64 | 65 and older |
|----------------------|-------|-------|-------|--------------|
| UCP                  | 19.2  | 38.4  | 38.4  | 35.4         |
| NDP                  | 11.3  | 18.2  | 25.0  | 34.8         |
| Liberal              | 35.1  | 14.1  | 3.0   | 5.1          |
| Alberta Party        | 3.3   | 1.0   | 1.7   | 1.1          |
| Freedom Conservative | 5.3   | 6.1   | 4.7   | 1.1          |
| Undecided            | 18.5  | 18.2  | 21.1  | 17.4         |

## Demographics

| Area of City (%) |      | Gender (%) |      | Income (%)     |      | Education (%)   |      | Age (%)     |      |
|------------------|------|------------|------|----------------|------|-----------------|------|-------------|------|
| South            | 32.9 | Male       | 49.6 | Under \$40,000 | 27.4 | H-School/less   | 19.2 | 18-29       | 23.5 |
| North            | 28.2 | Female     | 49.8 | \$40-100,000   | 47.7 | Some P-Sec.     | 20.1 | 30-44       | 15.7 |
| West             | 38.9 | Other      | 0.6  | Over \$100,000 | 25.0 | Col-Tech-Grad   | 30.6 | 45-64       | 34.1 |
|                  |      |            |      |                |      | University Grad | 30.1 | 65 or older | 26.6 |

| Church Attendance (%) |      |
|-----------------------|------|
| 2-3/month/more        | 36.3 |
| Several per year      | 19.8 |
| Rarely or never       | 44.0 |

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
  - Freedom Conservative Party
  - Some other party or candidate
  - Undecided (unprompted)

| Provincial Vote Intention<br>Decided Voters (%) | <b>Lethbridge West</b><br>(Decided Voters) |                      | <b>Lethbridge East</b><br>(Decided Voters) |                      | <b>All Lethbridge</b><br>(Decided Voters) |                      |
|---|--|----------------------|--|----------------------|---|----------------------|
|   | <u>February 2018</u>                       | <u>February 2019</u> | <u>February 2018</u>                       | <u>February 2019</u> | <u>February 2018</u>                      | <u>February 2019</u> |
| UCP   | 49.6                                       | 42.2                 | 51.6                                       | 39.8                 | 51.5                                      | 41.0                 |
| NDP   | 24.2                                       | 30.0                 | 22.4                                       | 28.0                 | 23.5                                      | 29.0                 |
| Liberal   | 11.4                                       | 17.4                 | 14.5                                       | 13.6                 | 12.3                                      | 15.5                 |
| Alberta Party                                   | 5.6  | 1.9                  | 4.4  | 2.7                  | 5.5                                       | 2.2                  |
| Freedom Conservative                            | —  | 3.7                  | —  | 6.4                  | —   | 5.1                  |
| Other parties and candidates                    | 9.2  | 4.8                  | 7.1  | 9.5                  | 7.2                                       | 7.1                  |