

Federal Vote Intention

Lethbridge Public Opinion Study – Winter 2018

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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.

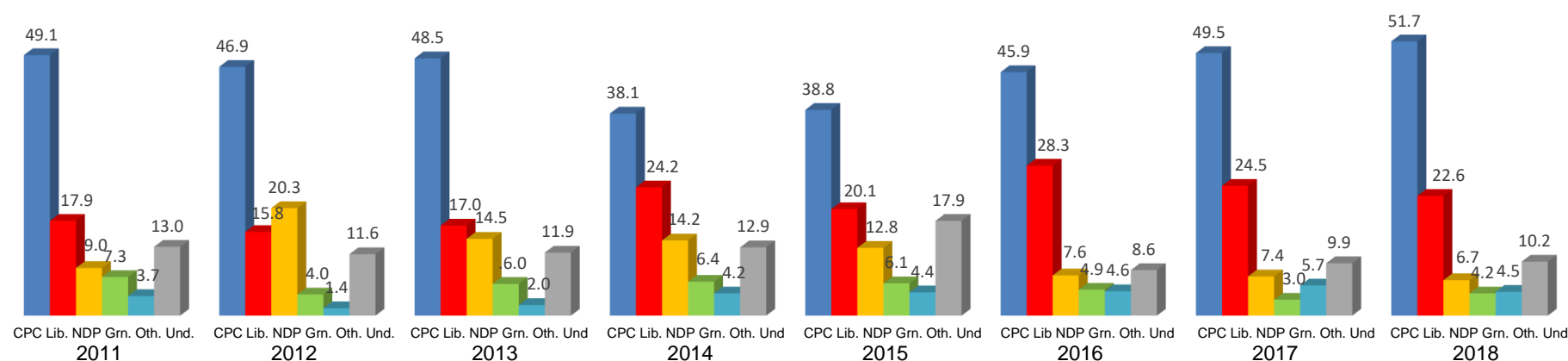
Federal Vote Intention

The federal Conservative Party of Canada holds a commanding lead in voter support within the city of Lethbridge. Conservative support (51.7%) is more than double that of its nearest competitor, the federal Liberals (22.6%), and nearly eight times that of the federal NDP (6.7%). Only 4.2% of voters currently support the federal Green Party while 4.5% plan to vote for some other party or candidate. One in ten Lethbridge residents (10.2%) is currently undecided.

The Conservatives hold leads in every demographic category and receive their strongest support from within their traditional areas of strength such as men, middle and upper income voters, and provincial UCP and Alberta party supporters.

Federal Vote Intention (%)	All Voters								Decided Voters							
	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Conservative	49.1	46.9	48.5	38.1	38.8	45.9	49.5	51.7	56.4	53.1	55.1	43.8	47.2	50.2	54.9	57.5
Liberal	17.9	15.8	17.0	24.2	20.1	28.3	24.5	22.6	20.5	17.9	19.3	27.8	24.4	31.0	27.2	25.2
NDP	9.0	20.3	14.5	14.2	12.8	7.6	7.4	6.7	10.4	23.0	16.5	16.2	15.6	8.3	8.2	7.5
Green	7.3	4.0	6.0	6.4	6.1	4.9	3.0	4.2	8.4	4.5	6.8	7.4	7.5	5.4	3.3	4.7
Other parties	3.7	1.4	2.0	4.2	4.4	4.6	5.7	4.5	4.3	1.6	2.3	4.8	5.3	5.1	6.3	5.0
Undecided	13.0	11.6	11.9	12.9	17.9	8.6	9.9	10.2	—	—	—	—	—	—	—	—

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



Federal Vote Intention (February 2018)

The Conservatives have a modest gender gap in their support with slightly more male (56.3%) than female (47.9%) supporters. The Liberals' gender gap is the opposite, with slightly more female (24.1%) than male (21.9%) support. The NDP also has a slight gender gap with more men (7.6%) than women (6.1%) planning on voting for it in the next election.

Conservative support is consistent across income groups, but strongest among middle income (54.7%) and upper income voters (52.0%). Liberal support is also relatively consistent across income groups, but highest with upper income voters (28.0%). NDP support is concentrated in the lower income group (12.2%), but drops to only 4.4% amongst middle-income voters, and 6.1% with upper income earners.

Conservative support is strongest among the moderately religious (59.2%) and the very religious (56.5%). Liberal support is strongest among the moderately and non-religious, while the NDP is weakest among the moderately religious (4.1%).

The Conservatives lead among all education groups, including university graduates (39.5%), but their support is substantially less among university grads than college graduates (64.9%) and other education groups. Liberal support is strongest with university graduates (37.7%), rivaling Conservative support amongst that group, but decreases substantially as education levels decrease. NDP support peaks at 7.3% among university graduates, but is relatively consistent across all education groups.

Conservatives lead in all age groups, and like all of the parties, maintains relatively consistent support across all age ranges.

Provincial UCP voters are most likely to vote for the federal Conservatives (93.6%), while nearly four out of every five provincial Liberal supporters plan to vote for the federal Liberals (78.6%). Demonstrating that they perceive a clear distinction between federal and provincial partisanship, provincial NDP voters are nearly twice as likely to cast a ballot for the federal Liberals (48.0%) as for the federal NDP (25.2%). A majority of provincial Alberta Party voters (56.1%) plan to vote for the federal Conservatives.

Federal Vote by Provincial Vote (%)	<u>NDP</u>	<u>UCP</u>	<u>Liberal</u>	<u>AB Party</u>	<u>Other</u>	<u>Undecided</u>
Conservative	12.6	93.6	8.4	56.1	25.0	17.9
Liberal	48.0	2.9	78.6	14.0	10.5	14.2
NDP	25.2	0.9	3.1	5.3	3.9	3.1
Green	5.7	1.1	6.9	15.8	13.2	3.1
Other parties	0.8	0.7	1.5	7.0	42.1	4.9
Undecided	7.7	0.7	1.5	1.8	5.3	56.8

Federal Vote Intention – Lethbridge (%) (February 2018) (other candidate and party voters not shown)

Gender*	Male	Female	All Residents
Conservative	56.3	47.9	51.7
Liberal	21.9	24.1	22.6
NDP	7.6	6.1	6.7
Green	4.8	3.1	4.2
Undecided	6.1	13.8	10.2

Household Income*	Under \$40,000	\$40-\$100,000	Over \$100,000
Conservative	46.3	54.7	52.0
Liberal	20.9	24.7	28.0
NDP	12.2	4.4	6.1
Green	7.4	2.9	2.0
Undecided	8.8	7.6	9.8

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Conservative	56.5	59.2	46.7
Liberal	19.2	23.9	24.2
NDP	6.8	4.1	7.8
Green	4.4	3.7	4.5
Undecided	7.4	6.0	12.7

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Conservative	52.3	49.8	64.9	39.5
Liberal	17.0	20.9	13.7	37.7
NDP	6.9	7.1	6.3	7.3
Green	7.3	3.7	3.9	2.0
Undecided	9.6	13.1	7.7	9.6

Age	18-29	30-44	45-64	65 and older
Conservative	53.0	52.6	48.7	53.8
Liberal	18.5	25.4	25.1	22.1
NDP	9.8	6.0	6.9	5.0
Green	6.3	4.3	2.8	3.1
Undecided	7.0	8.6	10.9	12.6

Notes: Due to rounding and the removal of "other parties and candidates" percentages, proportions will not total 100%; * sig < 0.05

Demographics

Area of City (%)	
South	32.0
North	27.7
West	40.3

Gender (%)	
Male	49.0
Female	50.3
Other	0.7

Income (%)	
Under \$40,000	29.4
\$40-100,000	45.8
Over \$100,000	24.8

Education (%)	
H-School/less	18.3
Some P-Sec.	24.9
Col-Tech-Grad	28.2
University Grad	28.7

Age (%)	
18-29	23.8
30-44	19.7
45-64	33.7
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 federal election was held today, please tell me for which of the following parties are you most likely to vote?
 - Liberal
 - Conservative
 - NDP
 - Green
 - Some other party or candidate
 - Undecided (unprompted)