

Alberta Provincial Election Study

For

LCC Endeavour
&
Global News

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City of Lethbridge

Located in southwestern Alberta, the city of Lethbridge is home to 72,717 residents, 57,674 of which are 18 years of age or older.



The city is divided into six census areas, two each for its South, North and West geographic areas. It is divided north and south by Alberta highway 3, and east west by the Oldman River.

South Lethbridge's 27,941 residents represent 38.4 of the city's total population. West Lethbridge (22,429) and north Lethbridge (22,347) represent 30.8 and 30.7 respectively.

Methodology

This report is based on data collected by Lethbridge Community College student enrolled in PSC150 – Local Government in the fall of 2004. Students interviewed 320 adult Lethbridge residents between October 31 and November 10, 2004 by telephone using numbers drawn randomly from the Lethbridge telephone directory. The weighted sample yields a margin of error of $\pm 5.5\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population.

The comparative data was collected by LCC and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College in the fall of 2004. Students interviewed 508 adult residents on October 2nd and 3rd, 2004 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random digit predictive dialing. We sincerely thank Western Wats for their hospitality. The weighted sample yields a margin of error of $\pm 4.3\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

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. The LCC Endeavour and Global News Lethbridge sponsored the two studies. We thank the Endeavour and Global for their support of our research endeavors.

What follows is a selection of our findings based on the questions below. It is important to note that these data were collected three weeks prior to the provincial election being called and prior to all of the parties having nominated their candidates in the Lethbridge ridings.

Faron Ellis, Ph.D.
Citizen Society Research Lab

Q. If a provincial election were held today, what party would you vote for?

Provincial Vote Intention

At the mid-point in the 2004 provincial election campaign, the governing Progressive Conservatives (38.2%) continued to maintain an overall lead in voter support within the city of Lethbridge.

The Liberals placed second with 23.6% support while the Alberta New Democrats held 8.3%, down 3.4% since early October, and in a virtual tie with the Alberta Alliance (8.2%) which has gained 2.5% since the early stages of the campaign.

Almost 5% of all voters plan to vote for some other party while 16.8% remained undecided with two weeks remaining in the campaign.

The Conservatives also hold leads in both the Lethbridge East (39.5%) and Lethbridge West (36.7%) ridings.

In Lethbridge East, the Liberals (25.7%) represent a stronger challenge to the Conservatives than they do in Lethbridge West (21.3%).

The reverse is true for the NDP with their support stronger in Lethbridge West (12.0%) than in Lethbridge East (4.6%).

The Alberta Alliance is demonstrating much stronger strength in Lethbridge East (9.9%) than in Lethbridge West (6.7%).

Provincial Vote Intention

	October	November
PC	38.5	38.2
Liberal	23.3	23.6
NDP	11.7	8.3
AB Alliance	5.7	8.2
Other	3.5	4.9
Undecided	17.3	16.8

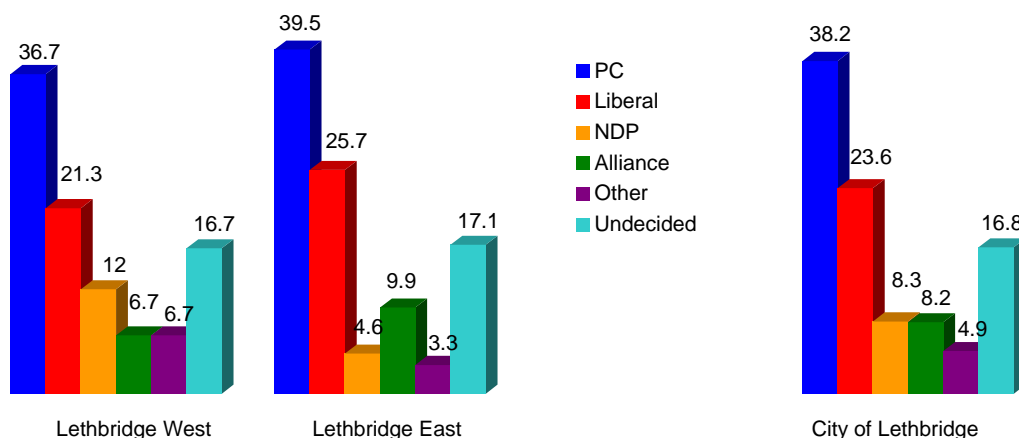
Provincial Vote Intention by Constituency (%)

	October		November	
	West	East	West	East
PC	34.7	41.7	36.7	39.5
Liberal	24.5	23.7	21.3	25.7
NDP	14.4	7.1	12.0	4.6
AB Alliance	4.0	8.5	6.7	9.9
Other	3.6	3.3	6.7	3.3
Undecided	18.8	15.6	16.7	17.1

Provincial Vote Intention – Decided Voters

	October	November
PC	46.6	45.9
Liberal	28.2	28.4
NDP	14.2	10.0
AB Alliance	6.9	9.8
Other	4.2	5.8

Provincial Vote Intention - November 2004



Provincial Vote Intention – Most Likely Voters

When asked how likely they are to cast a ballot on election day, 59% of all respondents stated they would definitely vote. A further 20.4% stated they would likely cast a ballot while a further 20.5% are much less likely to vote.

Likelihood of Voting by Age (%)

	18-29	30-44	45-64	65+
Definitely	35.6	54.2	71.6	85.4
Likely	25.6	30.6	13.7	8.3
Unlikely	38.9	15.3	14.7	6.3

More important than the overall totals is the demographic and vote intention breakdowns of those who are most likely to cast ballots.

Initially, a familiar pattern emerges when likelihood of voting is broken down by age. The youth (35.6%) are the least likely to state that they will definitely cast a ballot. Only about half of all generation-X voters (54.2%) stated they would definitely vote while 71.6% of boomers are certain they will cast a ballot. Seniors are the most likely to vote with 85.4% stating they will definitely vote.

Provincial Vote Intention
Most Likely Voters by Constituency (%)

	October		November		
	West	East	West	East	City
PC	39.4	43.8	38.2	37.6	37.7
Liberal	25.7	23.4	25.8	32.9	29.7
NDP	14.3	7.0	12.4	3.5	8.0
Alliance	4.6	10.9	6.7	9.4	8.0
Other	2.9	3.1	5.6	1.2	3.4
Undecided	13.1	11.7	11.2	15.3	13.1

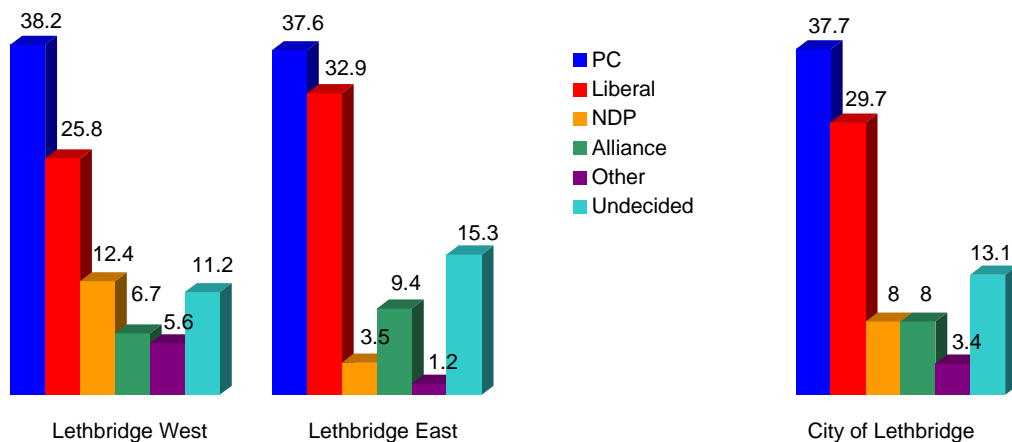
When analyzing only those who are most likely to cast ballots, Lethbridge West remains a Conservative stronghold (38.2%) compared to the Liberals' (25.8%). The New Democrats (12.4%) are running third amongst those most likely to vote while the Alliance trails at 6.7%. Only 11.2% of those most likely to vote in Lethbridge West are undecided.

Provincial Vote Intention – Decided Voters
Most Likely Voters by Constituency (%)

	West	East	City
PC	43.0	44.4	43.4
Liberal	29.1	38.9	34.2
NDP	13.9	4.2	9.2
AB Alliance	7.6	11.1	9.2
Other	6.3	1.4	3.9

The situation is very different in Lethbridge East. Although the Conservatives lead among voters most likely to cast ballots (37.6%), the Liberals (32.9%) are poised to make Lethbridge East a much closer battle, especially given that 15.3% of those most likely to vote in Lethbridge East remain undecided.

Vote Intention - Voters Most Likely to Cast Ballot



Tabular Data

Provincial Vote Intention (%)

Q. If a provincial election were held today, what party would you vote for?

Provincial Vote Intention by Constituency (%)

	West	East	Total
Progressive Conservative	36.7	39.5	38.2
Liberal	21.3	25.7	23.6
NDP	12.0	4.6	8.3
AB Alliance	6.7	9.9	8.2
Other	6.7	3.3	4.9
Undecided	16.7	17.1	16.8

Lethbridge West Vote Intention by Likelihood of Voting (%)

	Definitely	Likely	Least Likely
Progressive Conservative	38.2	43.8	24.0
Liberal	25.8	18.8	12.0
NDP	12.4	12.5	12.0
AB Alliance	6.7	9.4	4.0
Other	5.6	3.1	16.0
Undecided	11.2	12.5	32.0

Lethbridge East Vote Intention by Likelihood of Voting (%)

	Definitely	Likely	Least Likely
Progressive Conservative	37.6	50.0	40.0
Liberal	32.9	19.2	17.1
NDP	3.5	7.7	5.7
AB Alliance	9.4	15.4	2.9
Other	1.2	3.8	5.7
Undecided	15.3	3.8	28.6

Provincial Vote Intention by Gender (%)

	Male	Female	Total
Progressive Conservative	46.8	30.9	38.2
Liberal	17.3	29.0	23.6
NDP	6.5	9.9	8.3
AB Alliance	12.2	4.3	8.2
Other	2.2	7.4	4.9
Undecided	15.1	18.5	16.8

Provincial Vote Intention (%) (continued)

Q. If a provincial election were held today, what party would you vote for?

Provincial Vote Intention by Area of City (%)

	South	North	West
Progressive Conservative	34.8	44.0	37.5
Liberal	26.8	18.7	24.0
NDP	8.0	4.4	12.5
AB Alliance	10.7	6.6	7.3
Other	4.5	5.5	4.2
Undecided	15.2	20.9	14.6

Provincial Vote Intention by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Progressive Conservative	35.0	41.1	38.1
Liberal	13.8	31.1	27.4
NDP	10.0	5.6	11.9
AB Alliance	5.0	8.9	8.3
Other	8.8	2.2	4.8
Undecided	27.5	11.1	9.5

Provincial Vote Intention by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Progressive Conservative	43.3	35.7	41.3	35.3
Liberal	22.4	23.5	17.5	30.9
NDP	4.5	10.2	4.8	11.8
AB Alliance	1.5	10.2	12.7	7.4
Other	3.0	6.1	4.8	2.9
Undecided	25.4	14.3	19.0	11.8

Provincial Vote Intention by Age (%)

	18-29	30-44	45-64	65 or older
Progressive Conservative	39.6	41.2	38.5	27.7
Liberal	13.2	11.8	34.1	40.4
NDP	12.1	7.4	8.8	2.1
AB Alliance	6.6	17.6	6.6	2.1
Other	7.7	2.9	2.2	8.5
Undecided	20.9	19.1	9.9	19.1