



November 30, 2012

Values Map of Alberta

Prepared for Alberta Human Services

Agenda

Objectives, methodology and summary of insights / recommendations

Citizen engagement and Influentials

Best / Worst conjoint values

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Objectives and Methodology

- ❑ Determine the values that drive the opinions of Albertan citizens relating to societal development, thus preparing a “Values Map of Alberta.”
- ❑ Abet Premier Redford’s goal of ensuring that government programmes and services align with the values and priorities of Albertans.
- ❑ Specifically, we tested several different elements:
 - Step 1 – Measured citizen preferences through choice-based conjoint
 - Step 2 – Tested values through best / worst conjoint
 - Step 3 – Measured Albertan “citizenship engagement”.
 - Step 4 – Collected demographic data on participants to segment findings
- ❑ Data collection online between October 8, 2012 and October 12, 2012. Random sample yielded 1044 valid surveys.
 - With a sample of this size, aggregate results are considered accurate to within +/-2.1 percentage points nineteen times out of twenty, to what they would have been had the entire adult population of Alberta been included in the survey
 - Average survey completion time: 14 minutes, and 16 seconds

Insights and implications

Albertans value...

- An inclusive society where none is left behind
- Interdependence as a key factor of societal development
- Economic well being and societal well being are interlinked: each is equally preferred, but segment differences exist

Reducing child poverty

- Reducing child poverty is by far the most important result Albertans want from the social policy framework

High levels of citizen engagement

- Albertans are committed to their province and to building their future

Views on policy extend beyond programme delivery

- Albertan views of social policy framework extend far beyond delivery of government programmes; overwhelming support for overarching results such as eliminating family violence and child poverty

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Citizen Engagement

Citizen engagement is a behavioural measure of an individual's emotional and intellectual commitment to an organization or entity

An individual is considered to be engaged when they display all three engagement behaviours

Tell

Consistently say good things about this entity to others

Remain

Intense desire to remain with that entity

Strive

Committed to working towards improving the entity

65% of respondents are “engaged”

		Percent Agree/ Completely Agree
Tell	I tell others great things about living in Alberta	69%
	I would strongly recommend living in Albertan to a friend	74%
Remain	It would take a lot to get me to leave Alberta	67%
	I have an intense desire to remain living in Alberta	62%
Strive	I am committed to improving the future of Alberta	66%
	My actions are making Alberta a better place	57%
Percent of respondents who are engaged *		65%

* Citizenship engagement defined as getting an average score of 4.5 or higher across these six questions, using a scale where 1=strongly disagree, 6=completely agree

The level of citizen engagement in Alberta is higher than our normative benchmarks

		Alberta	Norm
Tell	I tell others great things about living in Alberta	69%	61%
	I would strongly recommend living in Alberta to a friend	74%	60%
Remain	It would take a lot to get me to leave Alberta	67%	55%
	I have an intense desire to remain living in Alberta	62%	54%
Strive	I am committed to improving the future of Alberta	66%	63%
	My actions are making Alberta a better place	57%	41%
Percent of respondents who are engaged *		65%	59%

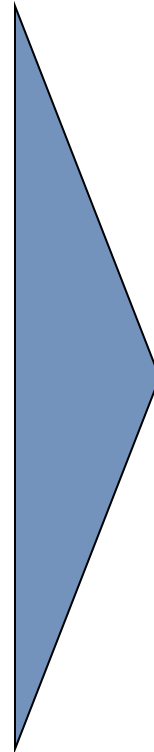
* Citizenship engagement defined as getting an average score of 4.5 or higher across these six questions, using a scale where 1=strongly disagree, 6=completely agree

** Benchmark is relative to other cities, provinces or states

In North America, one in ten respondents are classified as “Influentials”; Influentials can be used as opinion leaders

Key attributes of influentials:

- **Connected:** Influential respondents have strong social networks
- **Impact:** Influential respondents are looked up to and are trusted by others. Their advice is often sought.
- **Trendsetters:** Influentials tend to be early adopters of new technology
- **Active:** Influentials are more likely to get involved with their communities, business industry, political movements, charities, social causes and so on



Implications

- Recognize the importance of “influentials” as opinion leaders
- Influentials tell others what to buy, where to shop, and who to vote for.
- Targeting influentials with the proper messaging can be a conduit to change
- If you want to change priority of values, consider working through influentials

9.8% of respondents here are Influentials

Here is a list of activities that people may take part in. Please indicate which, if any, you have done. (*choose all that apply*)

- Served as an officer for a local club or organization
- Signed a petition
- Written or called any politician at the local, provincial or federal level
- Served on a committee for a local organization
- Held or run for political office
- Made a speech
- Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
- Been an active member of any group that tries to influence public policy or government
- Worked for a political party
- Attended a public meeting on town or school affairs
- Attended a political rally, speech, or organized protest of any kind
- Written an article for a magazine or newspaper
- Written or commented on a blog
- Participated in social media (such as twitter or Google+)

An influential is defined as someone who participates in 5 or more of these activities (any 5, excluding 'signed a petition', which is a throw away question).

Key differences for engaged and influential respondents compared to all other respondents

Engaged

- More likely male
- More likely middle aged (45-64)
- More likely to have college/univ. degree
- More likely to be married
- Location: N/A
- More likely born in Alberta, with tenure more than 20 years
- If not from Alberta, more likely from USA or Europe

Influential

- More likely male
- More likely middle aged (45-64) or older
- More likely to have college/univ. degree / post grad degree
- More likely to be married with one child living at home
- Less likely to live in urban center (fewer from Calgary)
- More likely born in Alberta, with tenure 6 years or more
- If not from Alberta, more likely from Europe

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Best / Worst conjoint uses a series of tradeoffs to understand what is most important to people

Problem: When asked, everything is important

Solution: Real life trade-offs; you can't have everything

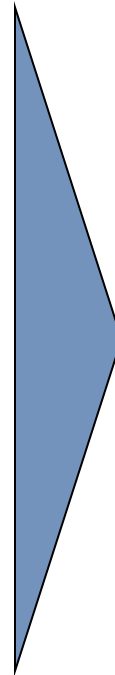
Results: Understand order and magnitude of preferences

Extremely powerful technique – we learn lots about preferences by answering a single question

Assume respondent was asked which fruit they liked best, and which they liked worst.

Their response to a single scenario is:

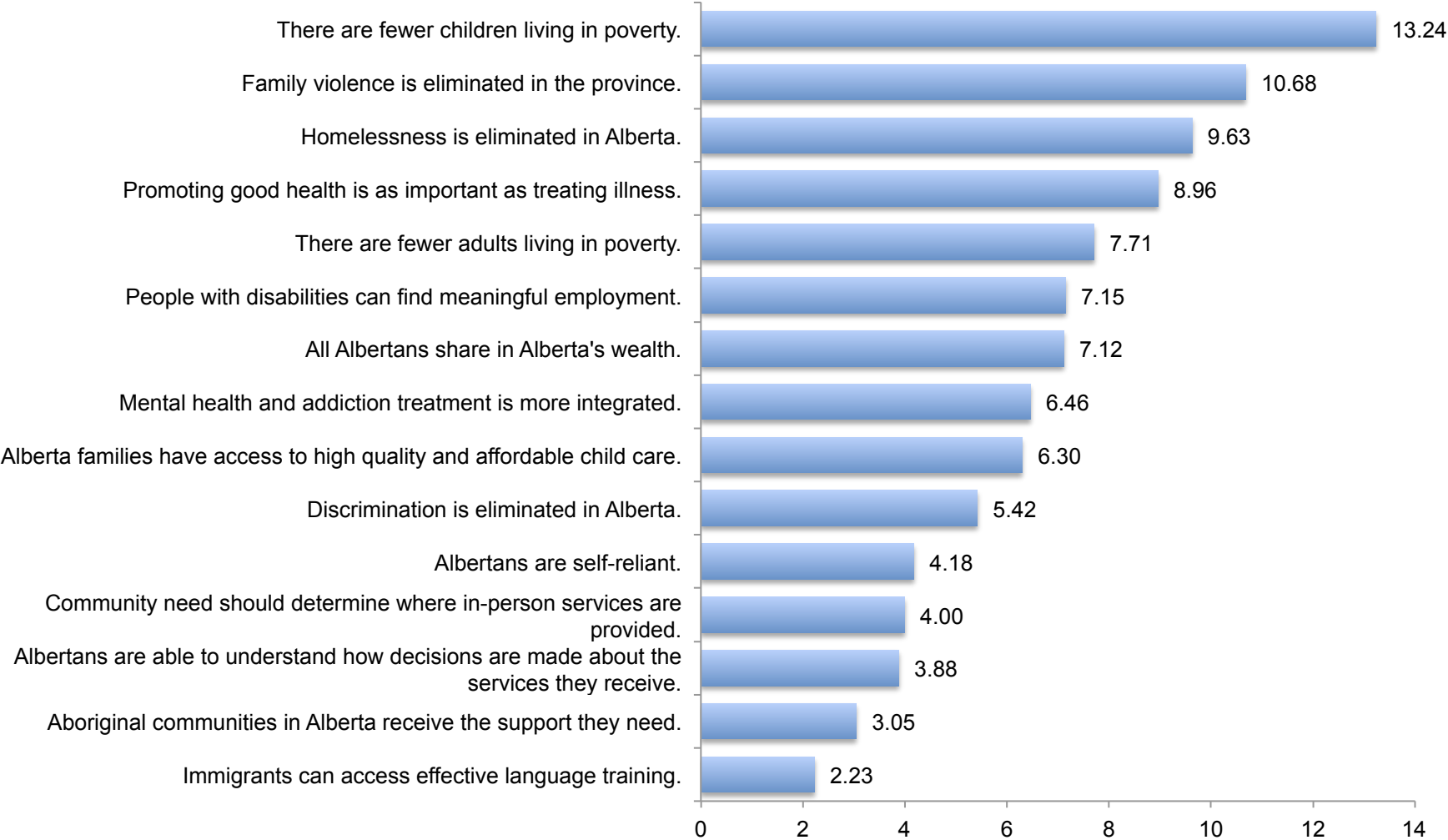
	Best	Worst
A - Apples	X	
B - Bananas		
C - Cantaloupe		
D - Dates		X



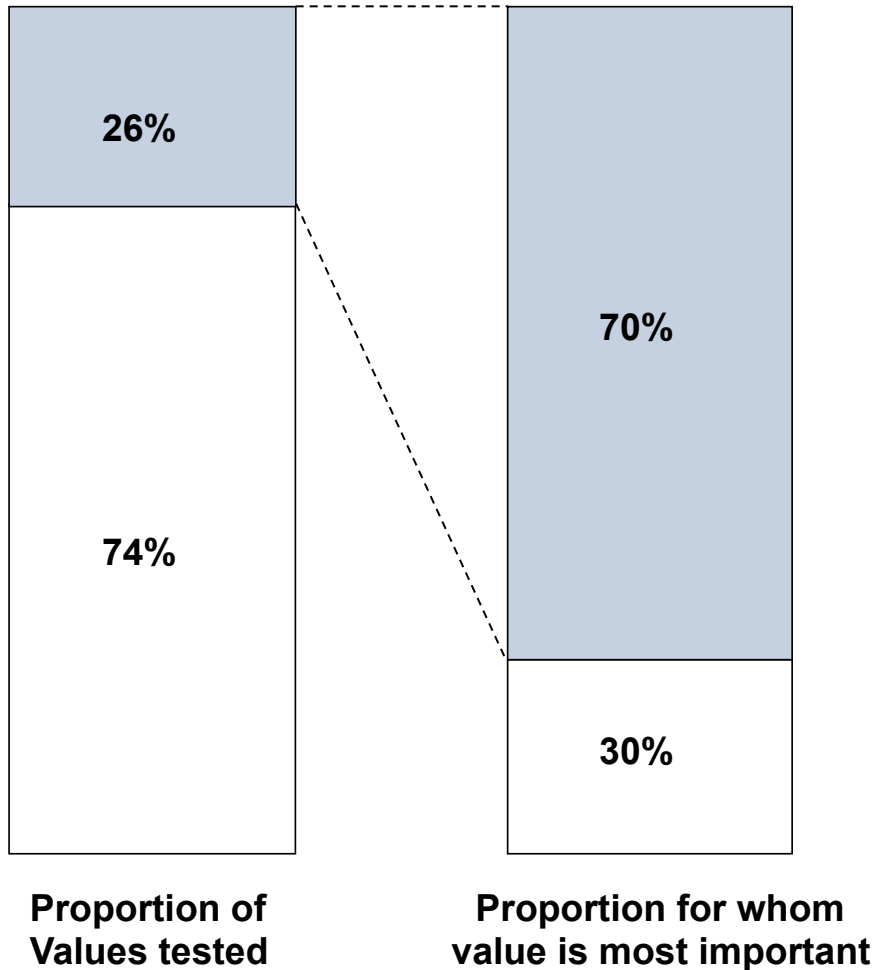
From this single question, we have 5 pieces of data:

- ▶ Apples are preferred to bananas
- ▶ Apples are preferred to cantaloupes
- ▶ Apples are preferred to dates
- ▶ Bananas are preferred to dates
- ▶ Cantaloupes are preferred to dates
- ▶ The only comparison we don't know anything about is bananas v. cantaloupes!

Value priorities for Albertans



70% of citizens can be reached by focusing on a small number of critical values



A minority of values tested (about one in four of the features) account for a disproportionately large amount of the total impact (~70%).

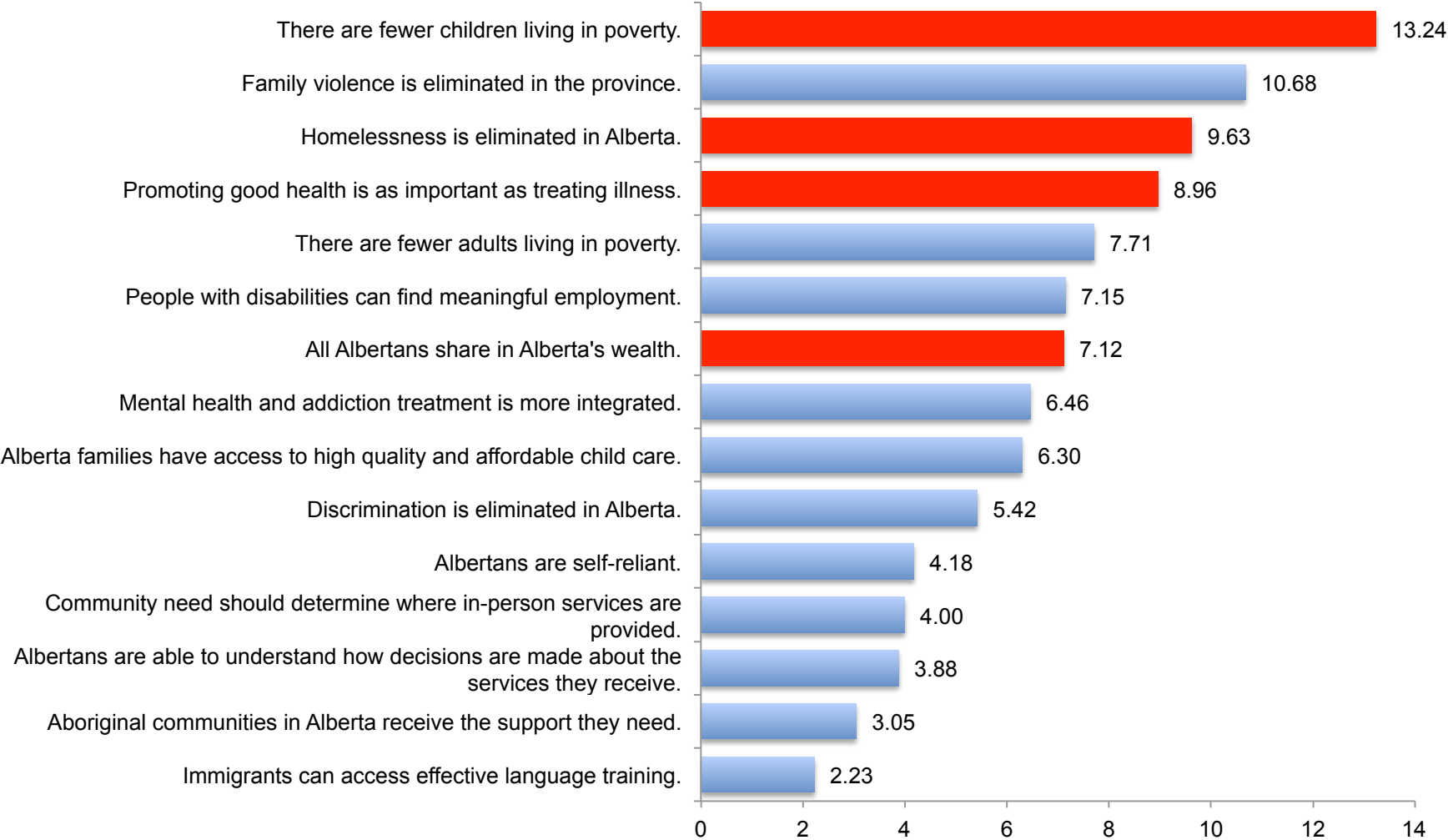
Key value drivers:

- ▶ All Albertans share the wealth
- ▶ Promoting good health is as important as treating illness
- ▶ Fewer children living in poverty
- ▶ Homelessness is eliminated in Alberta

Conducted using T.U.R.F analysis (Total Unduplicated Reach and Frequency)*: the optimal configuration for maximizing mutually exclusive reach/coverage (the proportion of the sample that chooses one of these values as the most important one)

* To learn more about T.U.R.F visit: http://en.wikipedia.org/wiki/TURF_Analysis

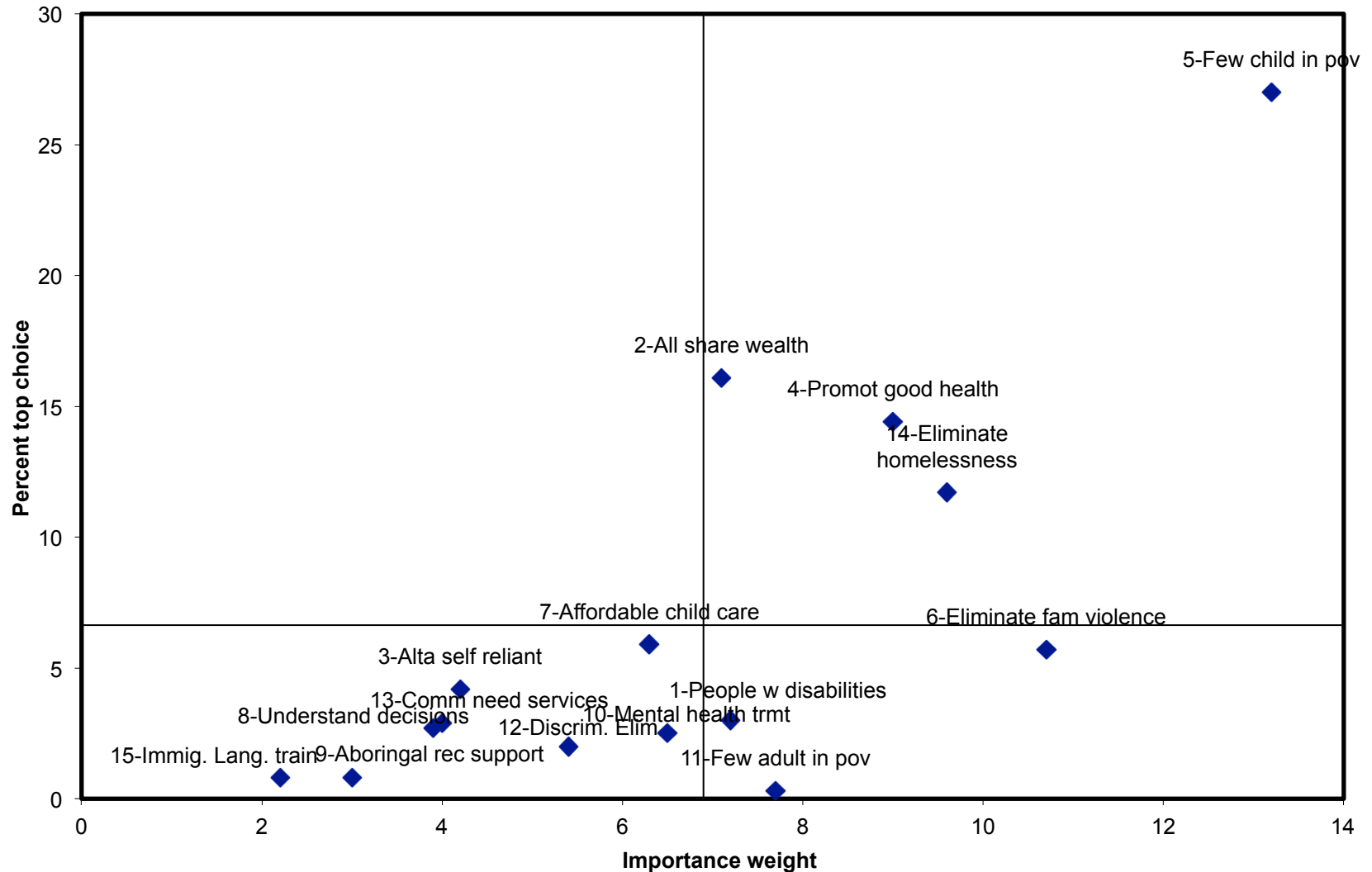
Small number of items are the number one value priority for 70% of Albertans



Decision-making Chart

- On the next slide, we show a decision-making chart. This measures data across two dimensions:
 - Importance of the value (horizontal)
 - Number of times value was selected as the number one factor (vertical)
- We should pay particular attention to those values in the upper right hand quadrant. They are important to all people, and the number one, top choice for a majority of individuals

Small number of items are important, and the number one choice for large number of Albertans (upper right)



Different priorities among engaged and unengaged citizens

68%

First choice reached
(Not engaged)

All Albertans share wealth
Promoting good health is as important as treating illness
Fewer children living in poverty
Access to quality, affordable child care
Homelessness is eliminated

74%

First choice reached
(Engaged)

All Albertans share wealth
Promoting good health is as important as treating illness
Fewer children living in poverty
Access to quality, affordable child care
Homelessness is eliminated

Different priorities among Influentials

68%

First choice reached
(Non- Influential)

All Albertans share wealth
Promoting good health is as important as treating illness
Fewer children living in poverty
Family violence is eliminated
Homelessness is eliminated

79%

First choice reached
(Influential)

All Albertans share wealth
Promoting good health is as important as treating illness
Fewer children living in poverty
Family violence is eliminated
Homelessness is eliminated

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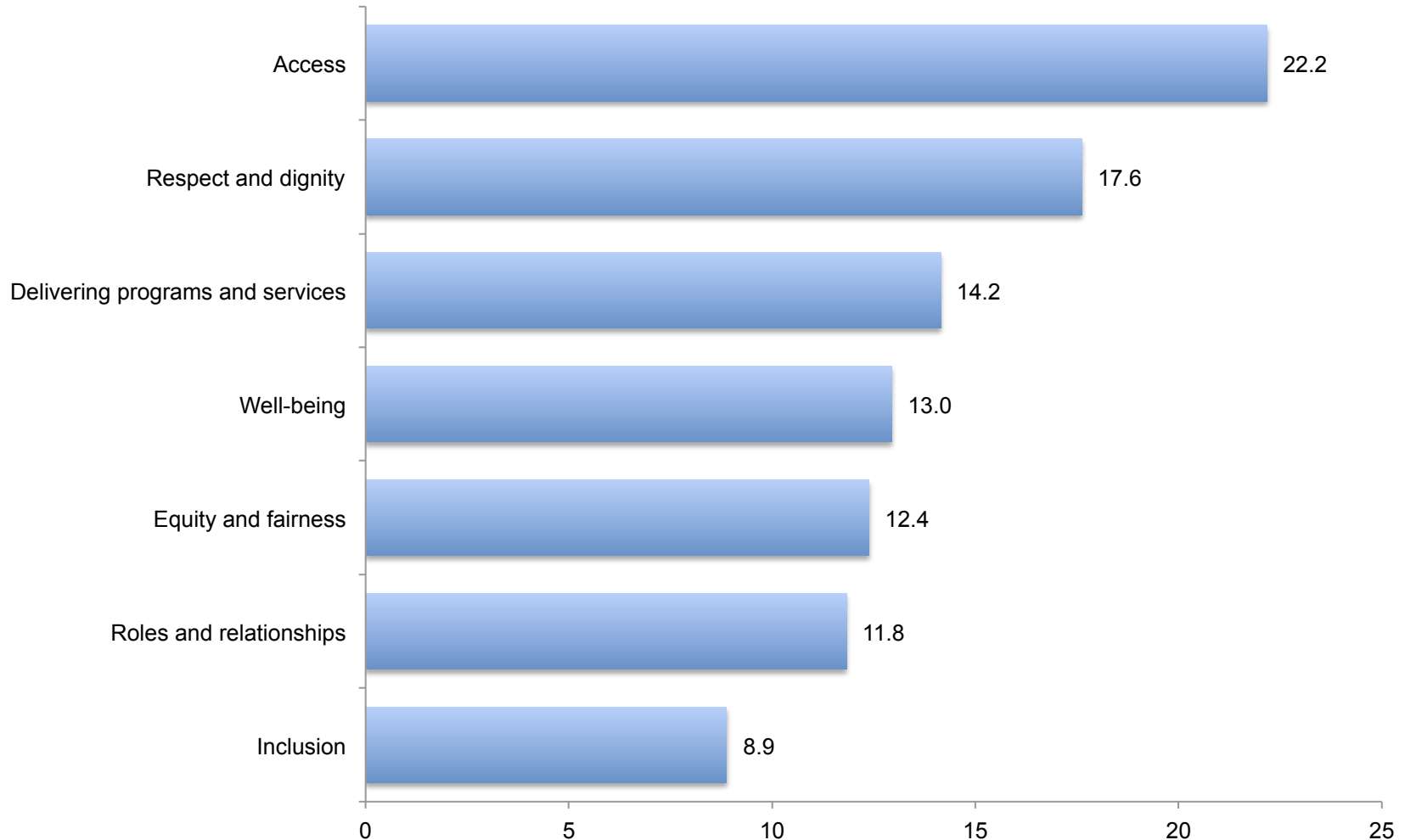
Attributes and levels tested in conjoint

Attribute	Level 1	Level 2	Level 3	Level 4
Access	Publicly-funded social services should be accessible to all Albertans	Publicly-funded social services should serve only the poorest Albertans	Publicly-funded social services should be accessible by demonstrated need, regardless of income	
Equity and Fairness	Social policy should protect the most vulnerable	Social policy should ensure basic needs, like shelter, for every citizen	Social policy should ensure everyone has equitable or fair opportunities	
Respect and Dignity	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity	Province of Alberta should provide support and help only to those who are vulnerable or cannot care for themselves	Province of Alberta should provide support and help that many citizens may need from time to time	Province of Alberta should provide minimum support and help “people are responsible for their own actions
Roles and relationships	Government primarily leads response to social issues	Local communities are in the best position to address social needs	Citizens, community agencies and government work interdependently/in close collaboration to address social issues	Individuals know best how to deal with their own challenges
Inclusion	Albertans should be welcomed and accepted in their communities	Albertans should be able to contribute and participate in the life of their community	Albertans are responsible for being accepted in their communities	
Well being	An inclusive and welcoming Albertan society is more important than economic wealth	Alberta's economic wealth is more important than an inclusive and welcoming society		
Delivering programs and services	Social programs and services focus on prevention	Social programs and services focus on complex and interlinked challenges	Social programs and services tailored to citizen needs	Social programs and services are aligned with government priorities

Bold: Highest scoring preference for each attribute.

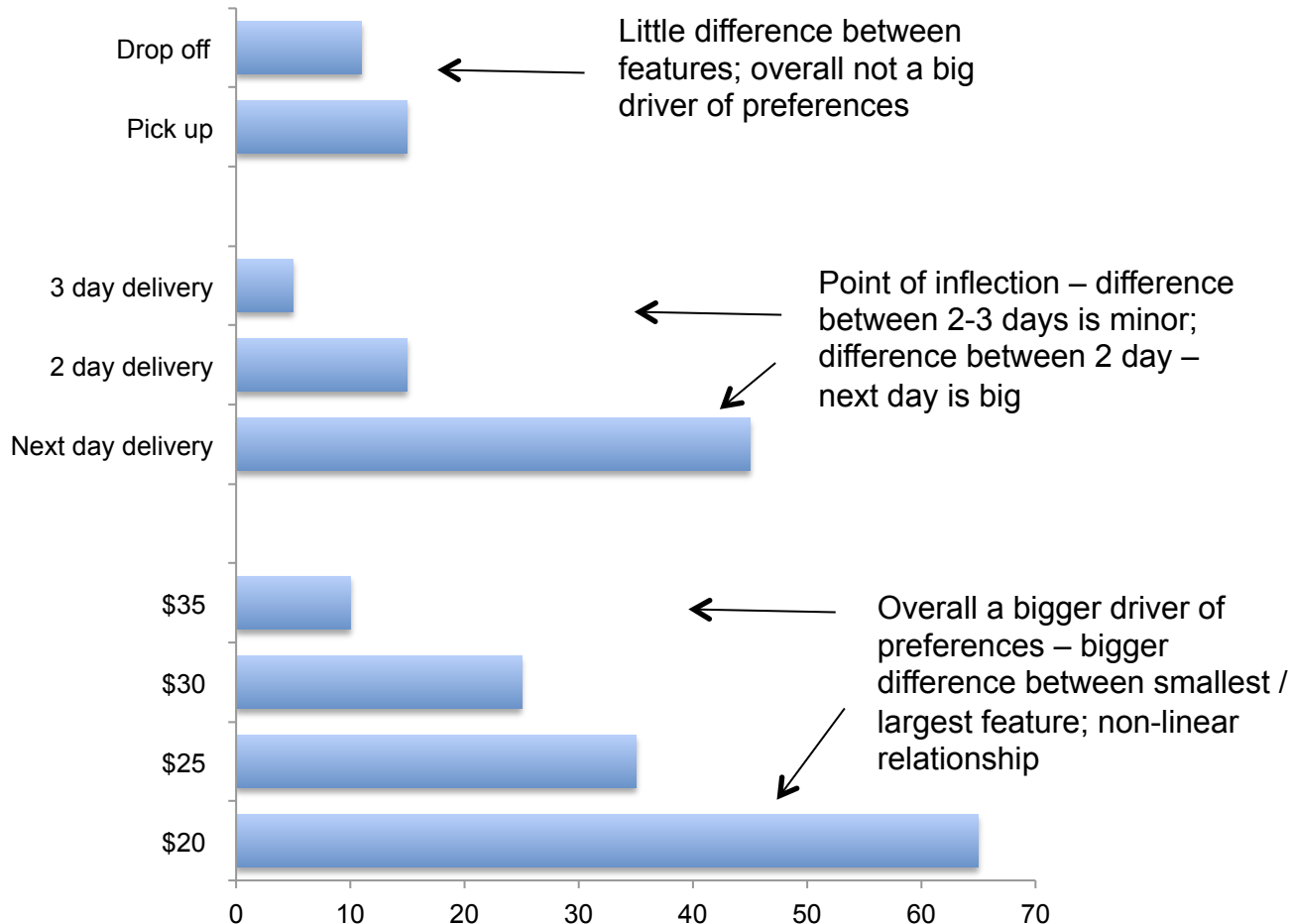
Drivers of citizen preferences

This illustrates the relative importance each conjoint feature has on citizen preferences



Understanding tornado charts

Example: Preferences for courier services



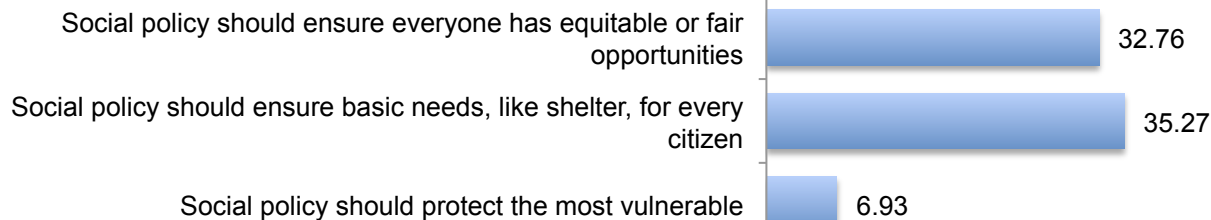
- Graphically represents the utility (regression weight) for each feature tested; a measure of respondent preferences
- Used to compare magnitude of preferences within an attribute, and across attributes; understand what drives preferences
- Look for non-linear relationships (points of inflection)

Tornado chart showing relative preferences for different policy options (page 1 of 2)

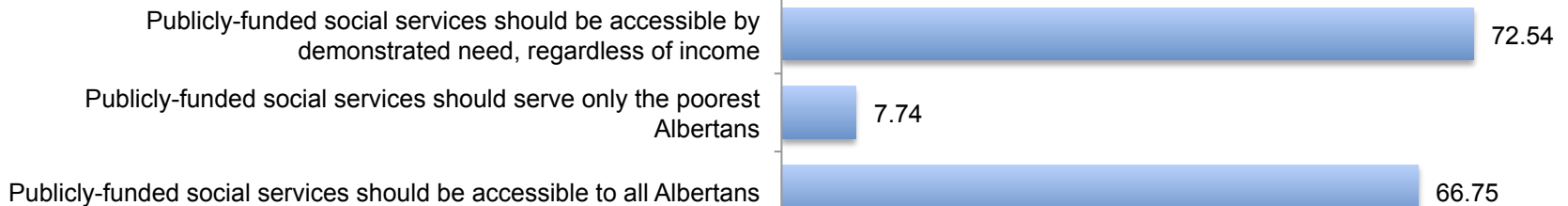
Respect & Dignity



Equity & Fairness



Access



0 10 20 30 40 50 60 70 80

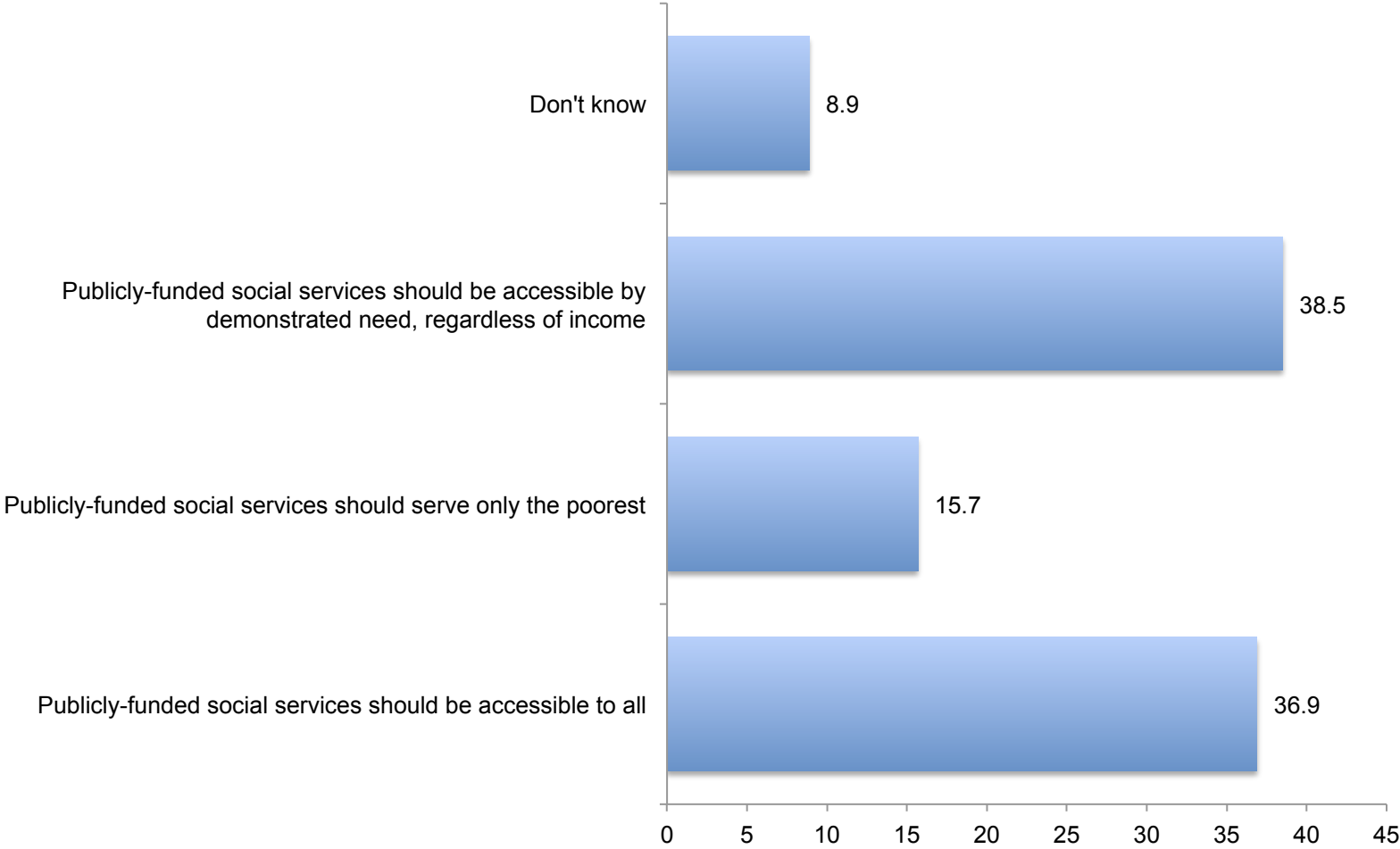
Tornado chart showing relative preferences for different policy options (page 2 of 2)



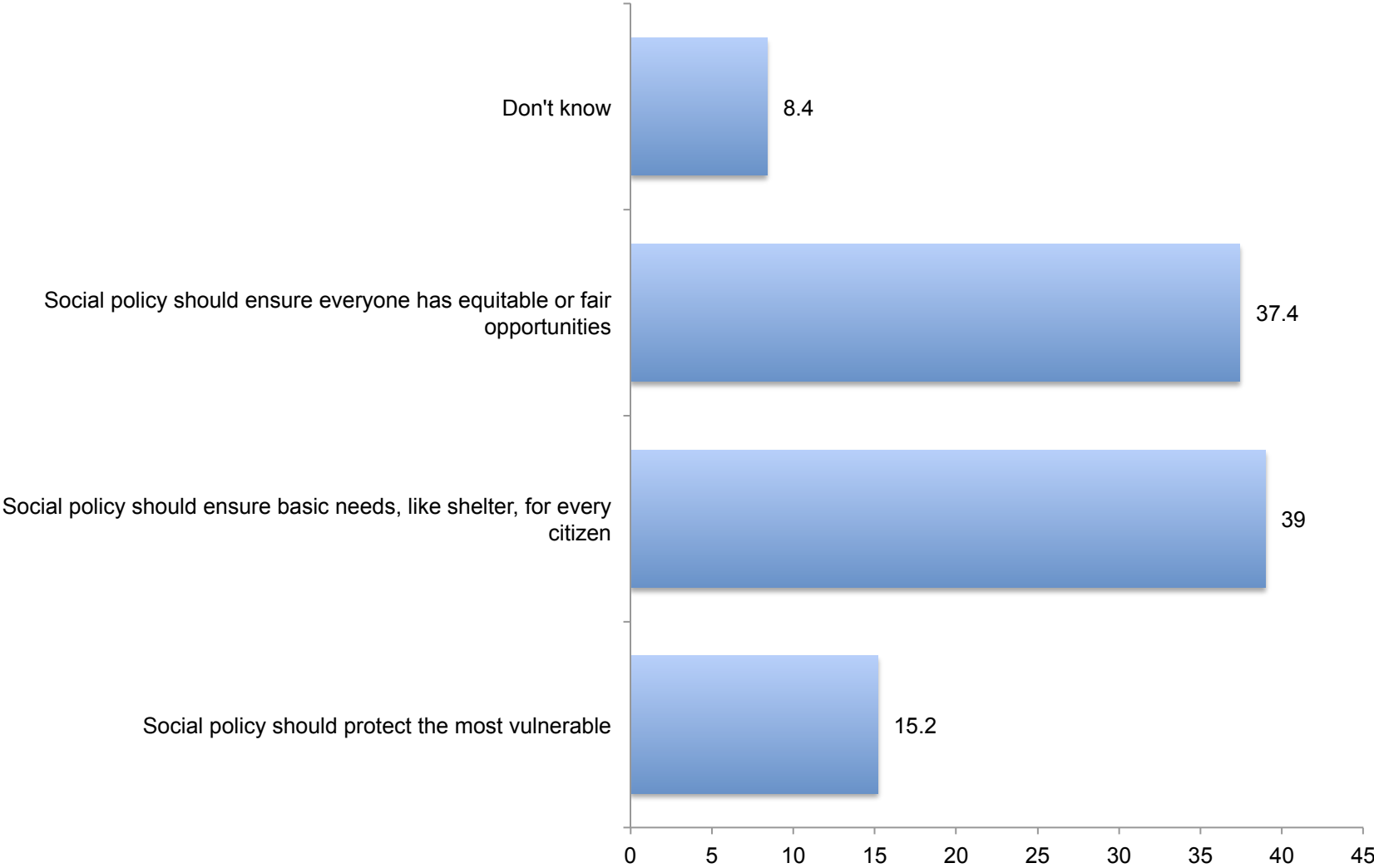
Perceptions of current state of policy

- **On the following pages, we review what respondents believe to be the current state for each of the features included in the conjoint**

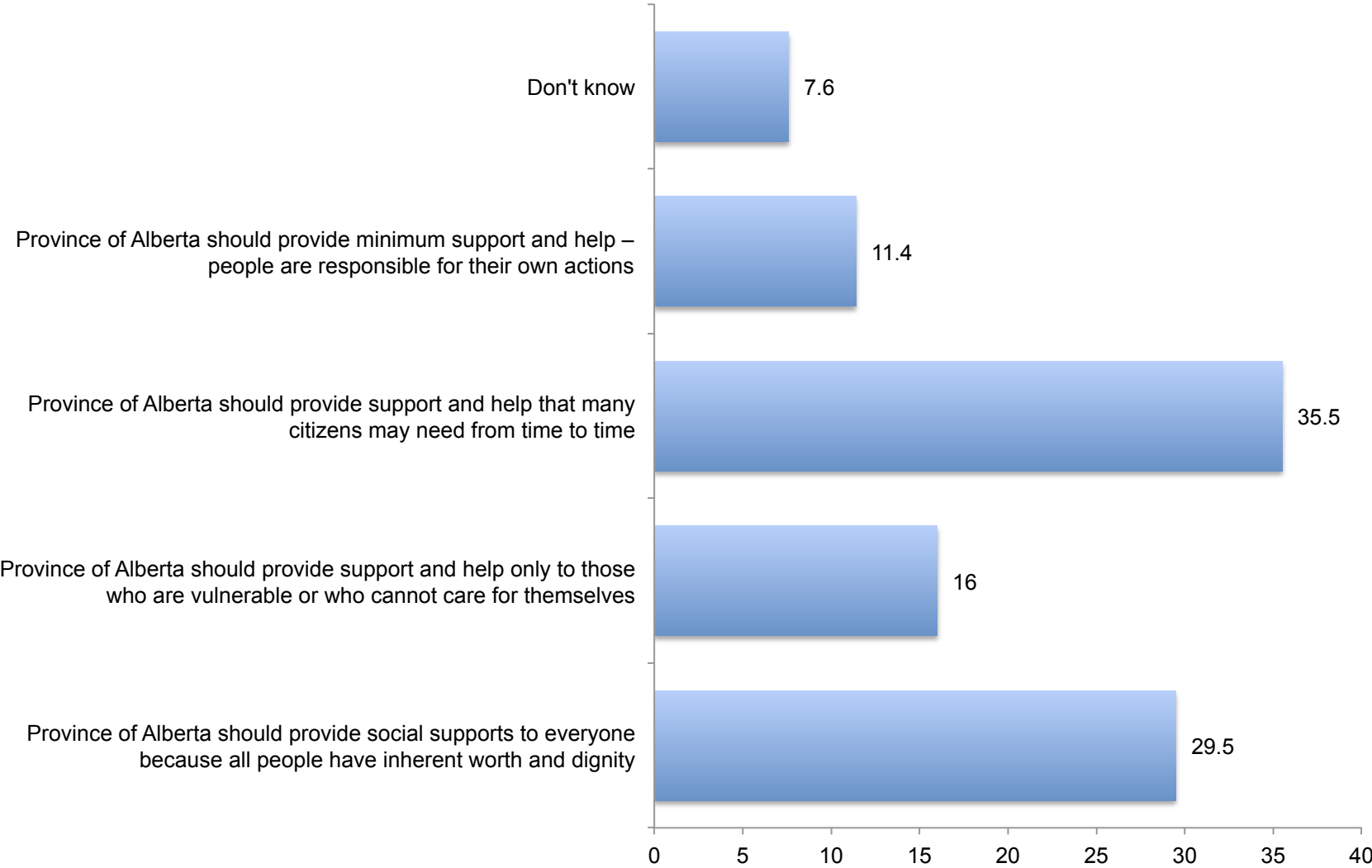
Access: Mixed understanding of perceived current state



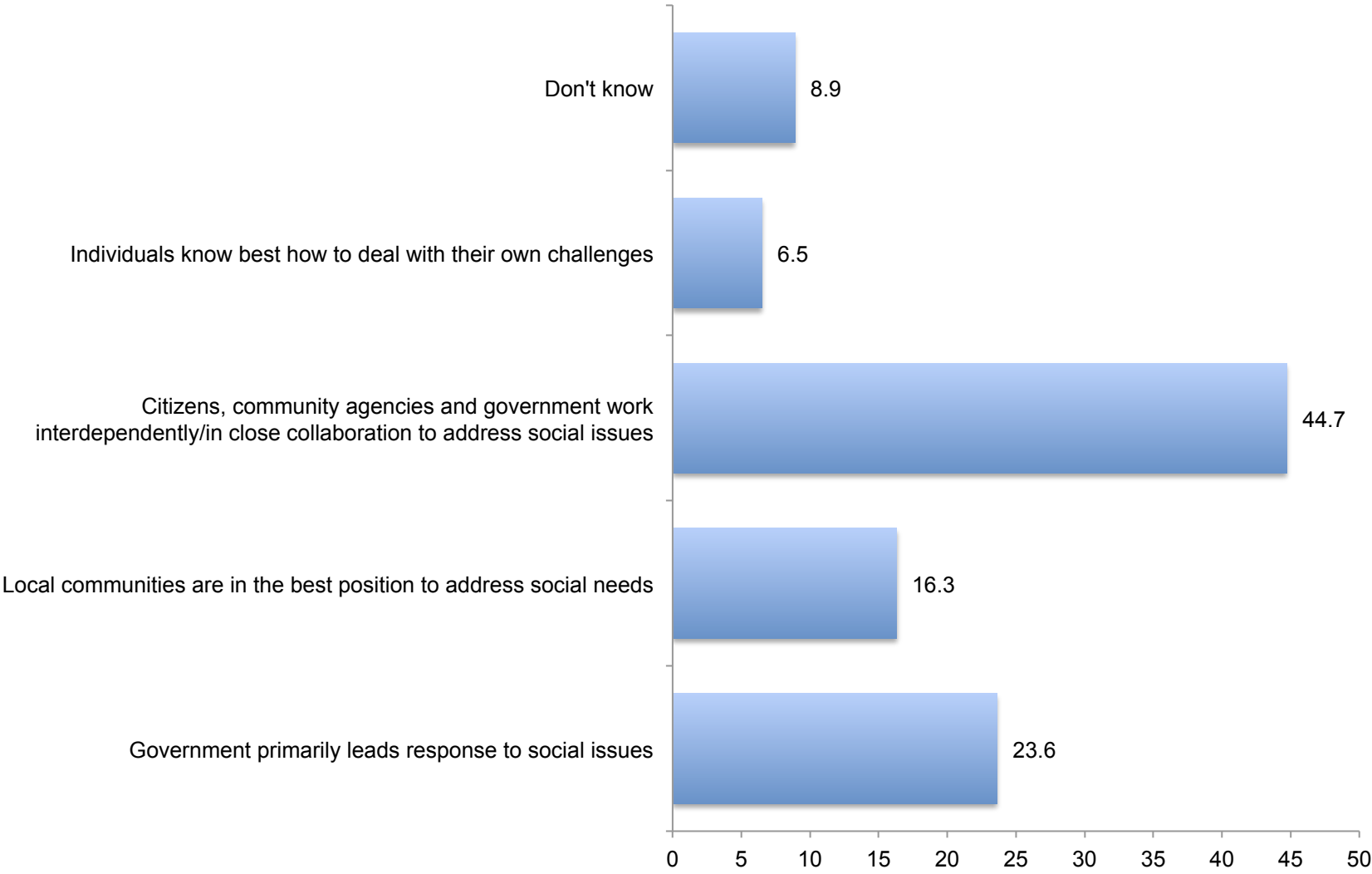
Equity and Fairness: Uncertainty towards perceived current state



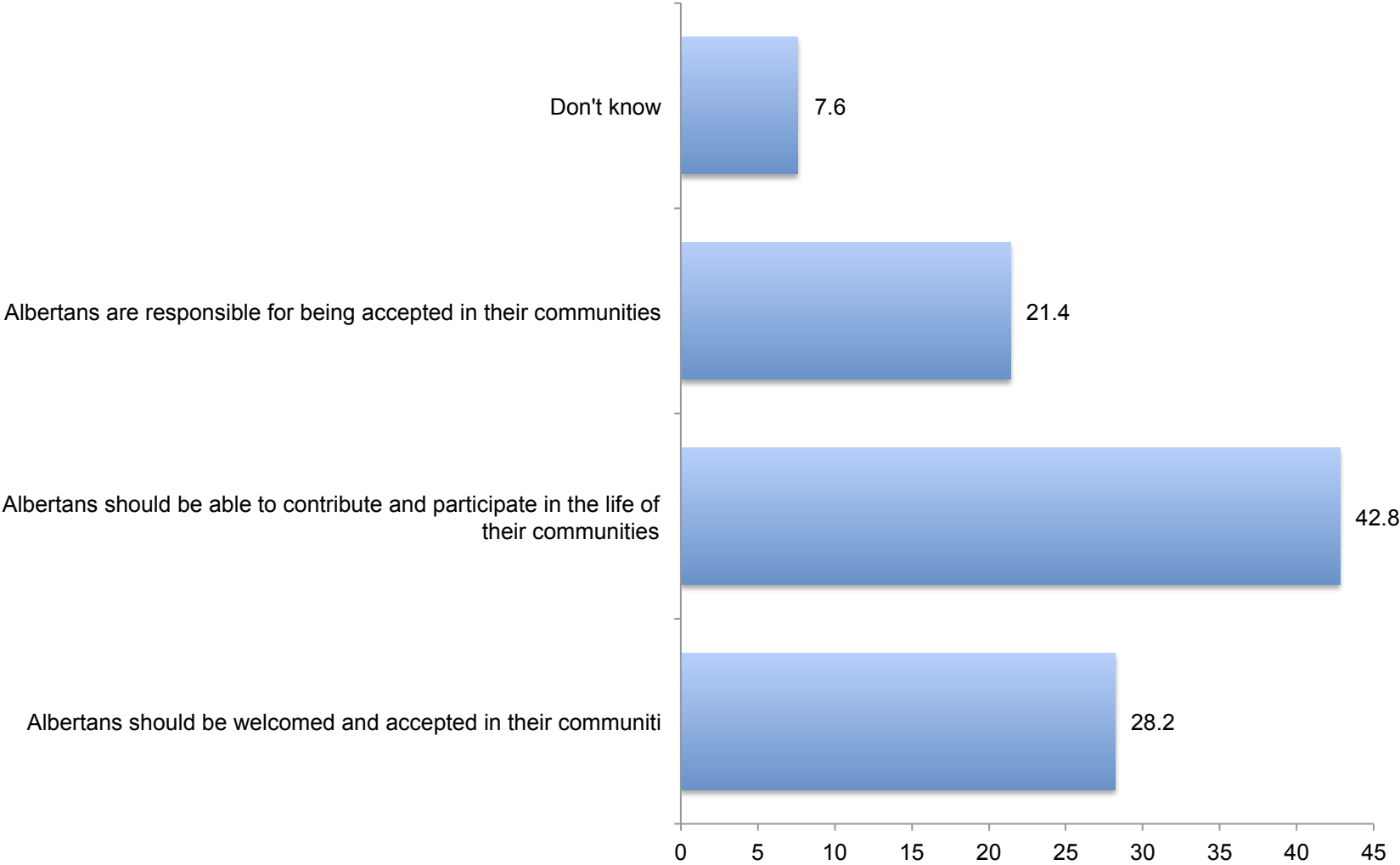
Respect and Dignity: Many believe Alberta provides services as needed



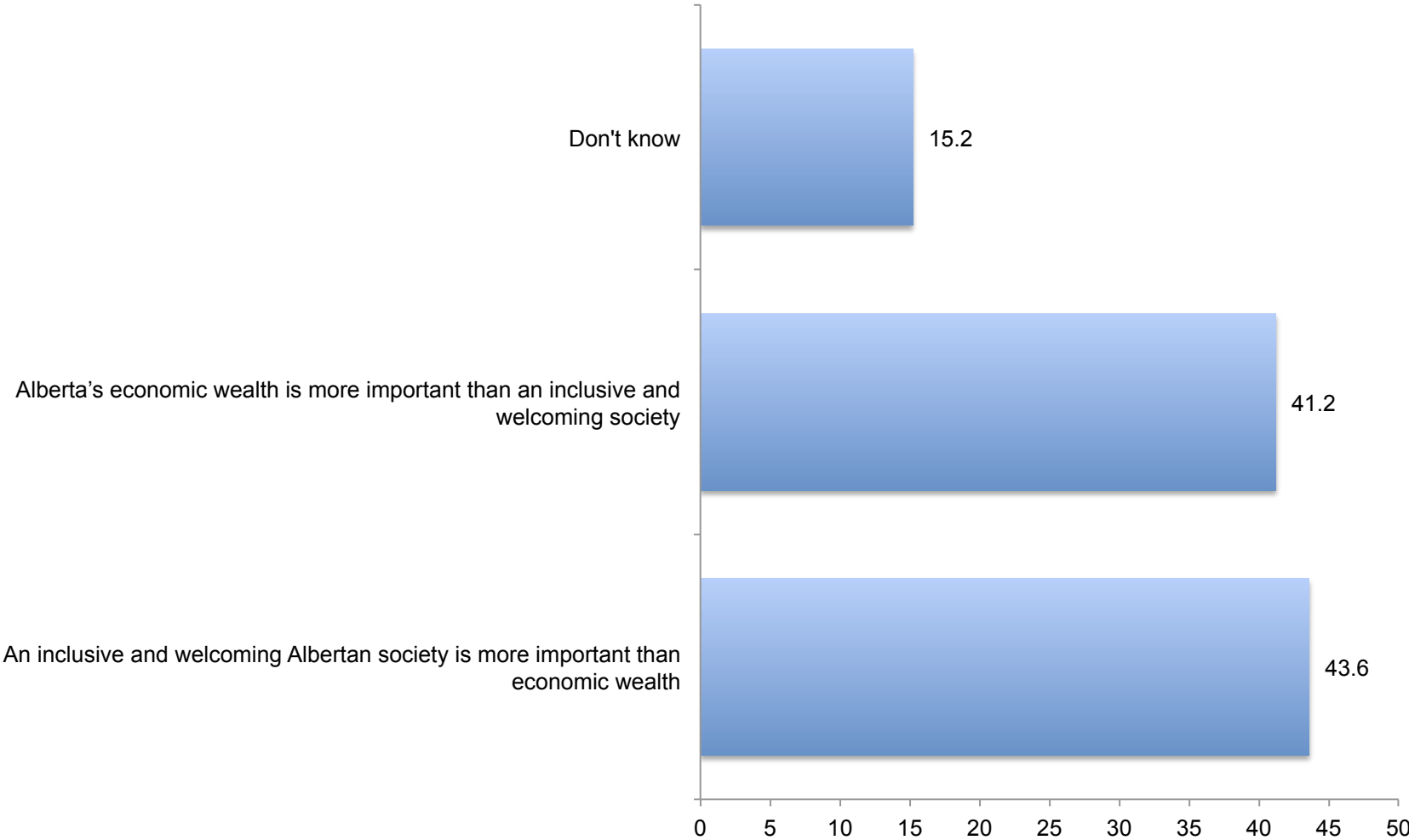
Roles: Many believe collaboration between agencies and government used to address social issues



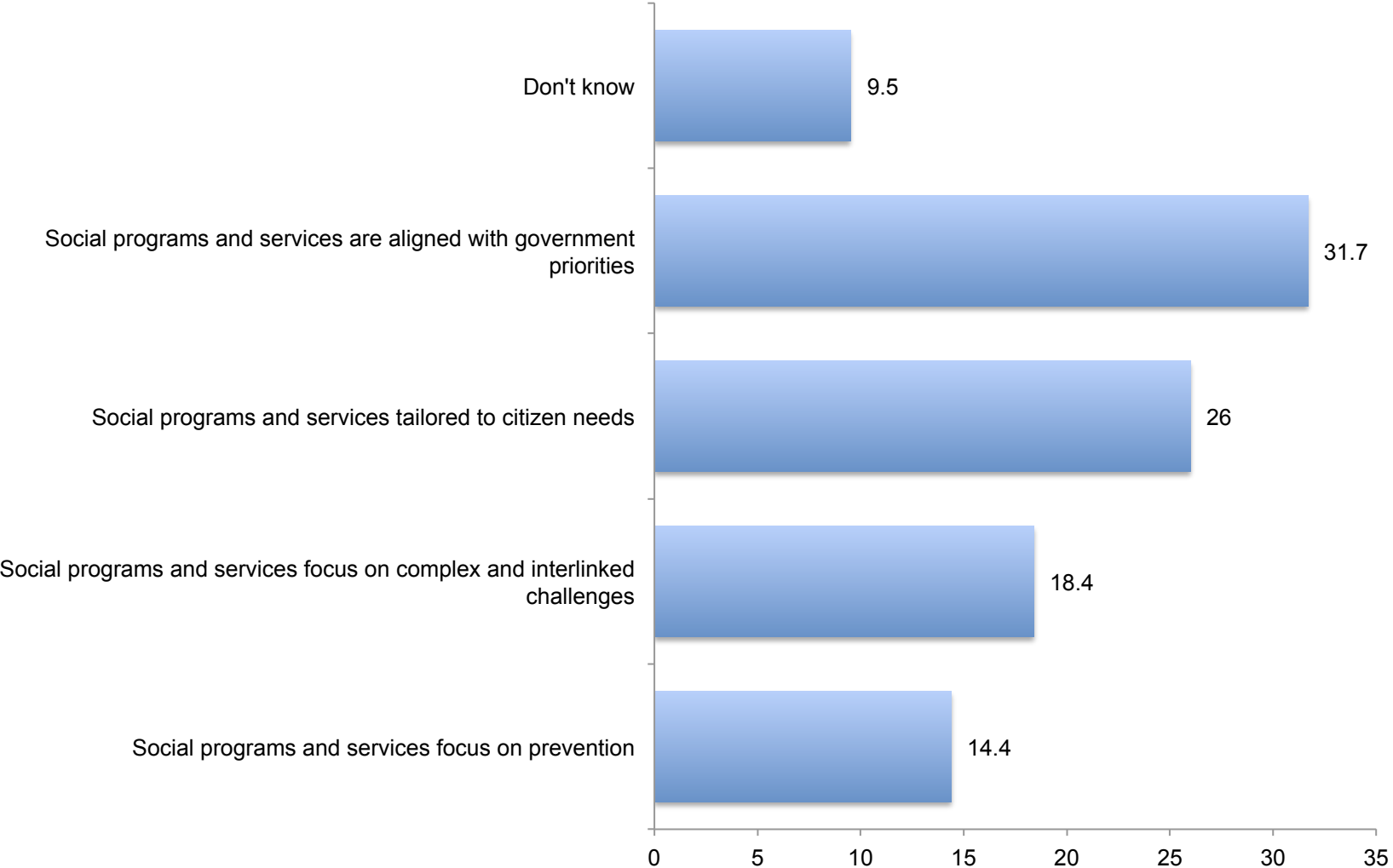
Inclusion: Nearly half believe Albertans should be able to contribute and participate in their communities



Well being: Equal belief in that inclusiveness and economic wealth being focus on existing policy



Programs: Many believe social programs and services aligned with government priorities

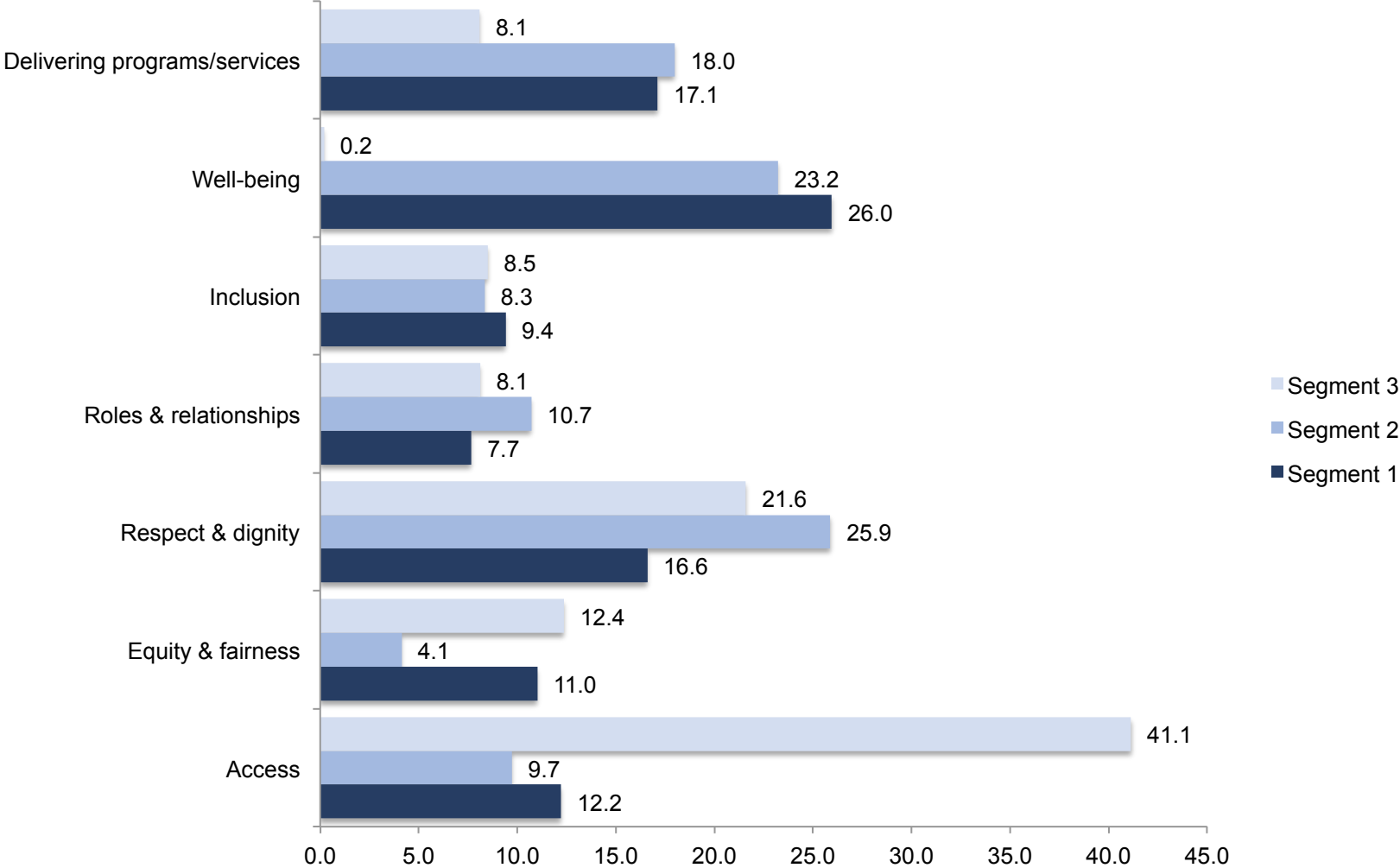


General alignment between importance and perceived current state for existing policy; Relationship isn't strong

Attribute	Level 1	Level 2	Level 3	Level 4
Access	Publicly-funded social services should be accessible to all Albertans	Publicly-funded social services should serve only the poorest Albertans	Publicly-funded social services should be accessible by demonstrated need, regardless of income	
Equity and Fairness	Social policy should protect the most vulnerable	Social policy should ensure basic needs, like shelter, for every citizen	Social policy should ensure everyone has equitable or fair opportunities	
Respect and Dignity	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity	Province of Alberta should provide support and help only to those who are vulnerable or cannot care for themselves	Province of Alberta should provide support and help that many citizens may need from time to time	Province of Alberta should provide minimum support and help "people are responsible for their own actions"
Roles and relationships	Government primarily leads response to social issues	Local communities are in the best position to address social needs	Citizens, community agencies and government work interdependently/in close collaboration to address social issues	Individuals know best how to deal with their own challenges
Inclusion	Albertans should be welcomed and accepted in their communities	Albertans should be able to contribute and participate in the life of their community	Albertans are responsible for being accepted in their communities	
Well being	An inclusive and welcoming Albertan society is more important than economic wealth	Alberta's economic wealth is more important than an inclusive and welcoming society		
Delivering programs and services	Social programs and services focus on prevention	Social programs and services focus on complex and interlinked challenges	Social programs and services tailored to citizen needs	Social programs and services are aligned with government priorities

Bold: Highest scoring preference for each attribute. Colored: Perceived current state

Three distinct preference based segments emerged: Attribute importance by preference segments



Source: Segments determined by preferences / choices made in the conjoint survey

“Ideal” public policy priorities differ across preference based segments

	Segment 1	Segment 2	Segment 3
Segment size	41.3%	22.6%	36.2%
Access	Publicly-funded social services should be accessible by demonstrated need, regardless of income	Publicly-funded social services should be accessible by demonstrated need, regardless of income	Publicly-funded social services should be accessible to all Albertans
Equity & fairness	Social policy should ensure basic needs, like shelter, for every citizen	Social policy should ensure everyone has equitable or fair opportunities	Social policy should ensure everyone has equitable or fair opportunities
Respect & dignity	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity	Province of Alberta should provide support and help that many citizens may need from time to time	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity
Roles & relationships	Citizens, community agencies and government work interdependently/in close collaboration to address social issues	Local communities are in the best position to address social needs	Citizens, community agencies and government work interdependently/in close collaboration to address social issues
Inclusion	Albertans should be welcomed and accepted in their communities	Albertans are responsible for being accepted in their communities	Albertans should be able to contribute and participate in the life of their community
Well-being	An inclusive and welcoming Albertan society is more important than economic wealth	Alberta’s economic wealth is more important than an inclusive and welcoming society	Not significant
Delivering programs/ services	Social programs and services focus on prevention	Social programs and services tailored to citizen needs	Social programs and services focus on complex and interlinked challenges

Bold: Denotes the preferred policy for all respondents (aggregate)

Segment profile

	Segment 1	Segment 2	Segment 3
Segment size	41.3%	22.6%	36.2%
Gender	Female	Male	Male
Education	University/college graduate, or post-graduate degree	Less than high school or high school	Some University / college
Age	45-64, or 65+	25-44	65+
Children at home	1	2+	--
Married	--	--	Married
Urban / Rural	Urban	Urban	Rural
Influential	Yes	No	No

Note: All descriptors here indicate “more likely”, and not exclusively. For instance segment one is more likely to be female but this does not mean everyone in that segment is female, or that segment 2 and 3 have no females

Source: Random sample only



Public Policy importance by demographic segments (1/2)

	Aggregate	Gender			Age				Highest Education					Married	
		Male	Female	Other	<24	24-44	45-65	>65	HS or less	Some uni	Tech/coll	Univ	Post grad	Yes	No
Access	22.2	22.1	22.1	18.0	23.3	22.7	21.7	20.6	22.7	22.5	21.4	21.3	21.8	21.5	22.8
Equity and fairness	12.4	12.1	12.3	18.1	14.1	12.1	12.2	11.7	12.7	13.1	11.6	11.4	12.5	12.0	12.7
Respect and dignity	17.6	17.0	18.1	17.5	18.0	17.8	17.6	17.2	17.9	17.6	18.3	17.3	17.7	17.6	17.6
Roles and relationships	11.8	11.8	11.9	12.4	10.2	11.9	12.2	11.9	11.6	12.1	11.3	12.2	11.6	12.2	11.3
Inclusion	8.9	9.1	8.9	4.8	9.5	8.8	8.7	9.2	8.4	8.4	9.2	9.6	8.9	9.1	8.7
Well-being	13.0	13.8	12.7	10.1	11.3	12.8	13.3	14.6	12.2	12.2	14.1	14.4	13.3	13.2	13.1
Delivering programs and services	14.2	14.1	14.1	19.1	13.6	13.8	14.3	14.8	14.6	14.1	14.0	14.0	14.3	14.4	13.8

	Aggregate	Children at home				Urban / Rural		Location							
		None	1	2	3+	Urban	Rural	Edm	Calg	Leth	Red D	Grnd P	Med Ht	Ft. M	Other
Access	22.2	21.7	24.0	22.5	20.4	22.3	21.0	22.3	22.3	20.7	19.9	18.0	18.0	24.6	22.2
Equity and fairness	12.4	12.3	11.9	12.1	12.8	12.1	13.0	12.1	12.1	9.9	12.8	14.8	14.8	11.7	12.6
Respect and dignity	17.6	17.6	18.0	17.1	18.7	17.6	17.6	17.6	17.3	20.0	18.8	17.5	17.5	17.8	17.9
Roles and relationships	11.8	11.9	12.3	11.3	11.2	11.8	12.3	11.7	12.2	11.6	11.6	10.8	10.8	11.2	11.9
Inclusion	8.9	9.0	9.1	8.7	8.4	8.9	8.9	8.9	8.9	7.5	8.9	8.7	8.7	11.5	9.0
Well-being	13.0	13.3	11.2	14.5	13.8	13.5	11.9	13.4	13.2	14.2	14.3	14.6	14.6	10.9	12.2
Delivering programs and services	14.2	14.3	13.7	13.8	14.8	13.9	15.2	14.0	14.1	16.1	13.7	15.6	15.6	12.3	14.3

Public Policy importance by demographic segments (2/2)

	Aggregate	Born Alberta		Tenure in Alberta						Engaged	
		Yes	No	<1yr	1-3yr	4-5yr	6-10yr	11-20yr	20+yr	No	Yes
Access	22.2	22.5	21.6	25.9	24.5	25.3	20.5	21.3	20.4	21.4	22.3
Equity and fairness	12.4	12.6	11.9	13.6	12.1	9.8	13.4	11.8	11.9	12.3	12.2
Respect and dignity	17.6	17.3	17.9	16.0	18.0	19.1	17.8	17.7	17.9	17.0	17.9
Roles and relationships	11.8	11.9	11.8	10.1	12.2	11.6	11.6	11.4	12.1	11.9	11.8
Inclusion	8.9	8.9	8.9	9.3	8.1	9.0	9.1	9.6	8.7	9.1	8.8
Well-being	13.0	12.8	13.5	10.3	12.5	11.9	11.8	14.1	14.3	13.7	12.9
Delivering programs and services	14.2	13.9	14.4	14.8	12.6	13.3	15.8	14.1	14.7	14.5	14.0

	Aggregate	Influential		Income (thousands)					
		No	Yes	<\$25	\$25-\$40	\$40-\$60	\$60-\$80	\$80-\$100	>\$100
Access	22.2	21.9	23.3	21.2	23.3	23.3	22.7	21.7	20.6
Equity and fairness	12.4	12.3	12.1	12.0	14.1	13.1	12.9	12.2	10.7
Respect and dignity	17.6	17.5	18.2	17.9	18.0	18.0	17.8	18.7	19.4
Roles and relationships	11.8	11.8	12.2	11.8	10.2	11.2	11.1	12.2	11.9
Inclusion	8.9	9.0	8.6	9.0	9.0	9.4	8.8	7.2	8.2
Well-being	13.0	13.2	12.6	13.6	11.8	11.4	13.9	13.7	14.4
Delivering programs and services	14.2	14.3	13.1	14.6	13.6	13.6	12.8	14.3	14.8

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Overall, 29% of respondents took time to respond with an open ended comment. A random selection:

As a rich province Alberta should supply enough resources to have the best social programs in the world

I think it is worth applying a feminist lens and considering the work of Olena Hankivsky (Ethic of Care) when developing social policy

I think it isn't effective and people are treated unfairly.

income support staff need to be trained to dealt with the public better they treat people with dignity

There are seniors struggling to make ends meet,a little more assistance would be nice

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Next steps and recommendations

The quantitative data in this survey provide an objective basis to assess qualitative and anecdotal data

These data also provide a context for findings from the web-based survey accessible to the public, which may yield different results

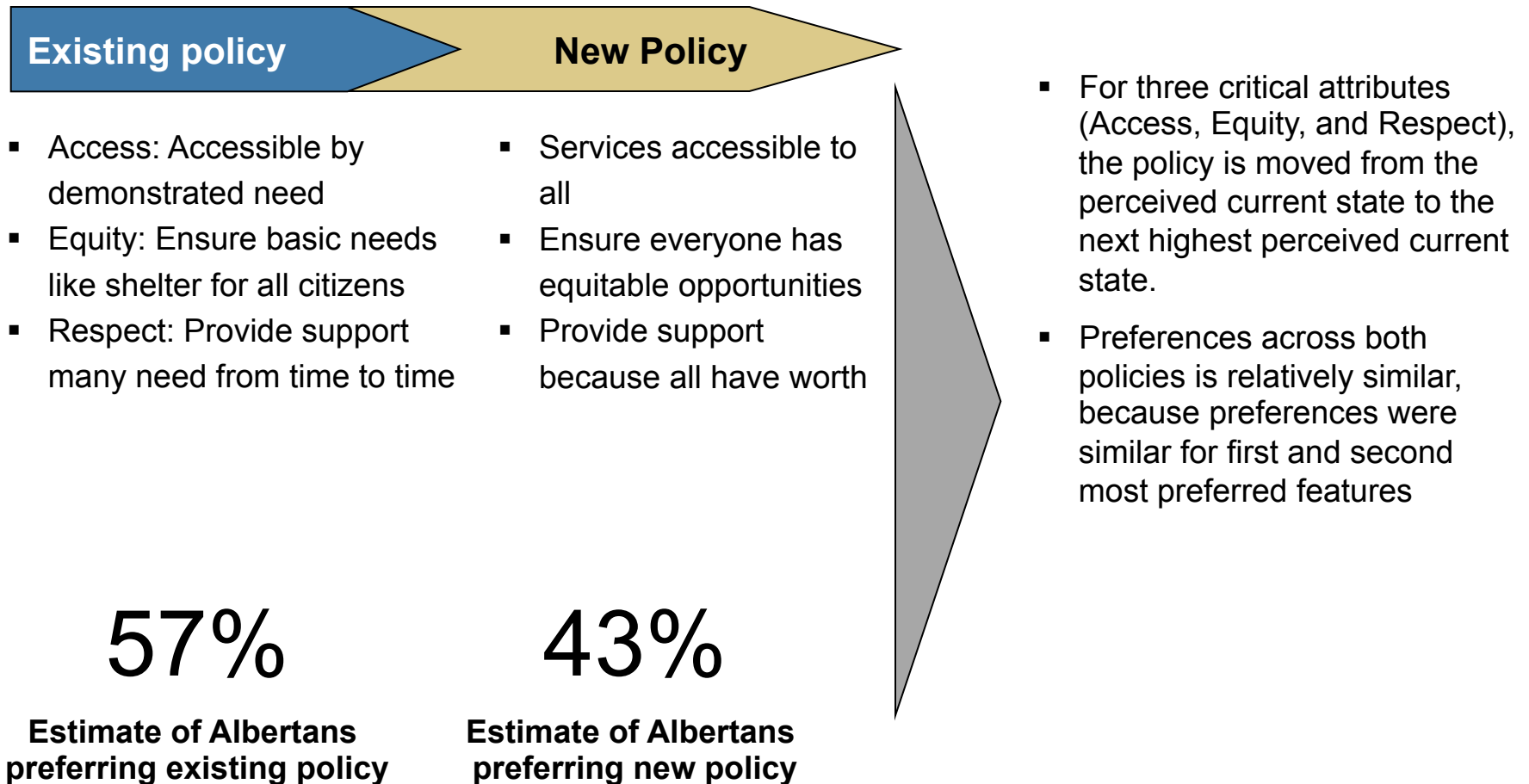
It may be useful to have interest groups, social agencies, employees and managers take the survey, to compare their results with these data from random Albertans.

It may be beneficial for policy makers and stakeholders to understand how their values and priorities align with random Albertans

Use the data to design alternative policies, and measure acceptance of these policies

Option 1: Moving policy towards what many people think is the current policy state

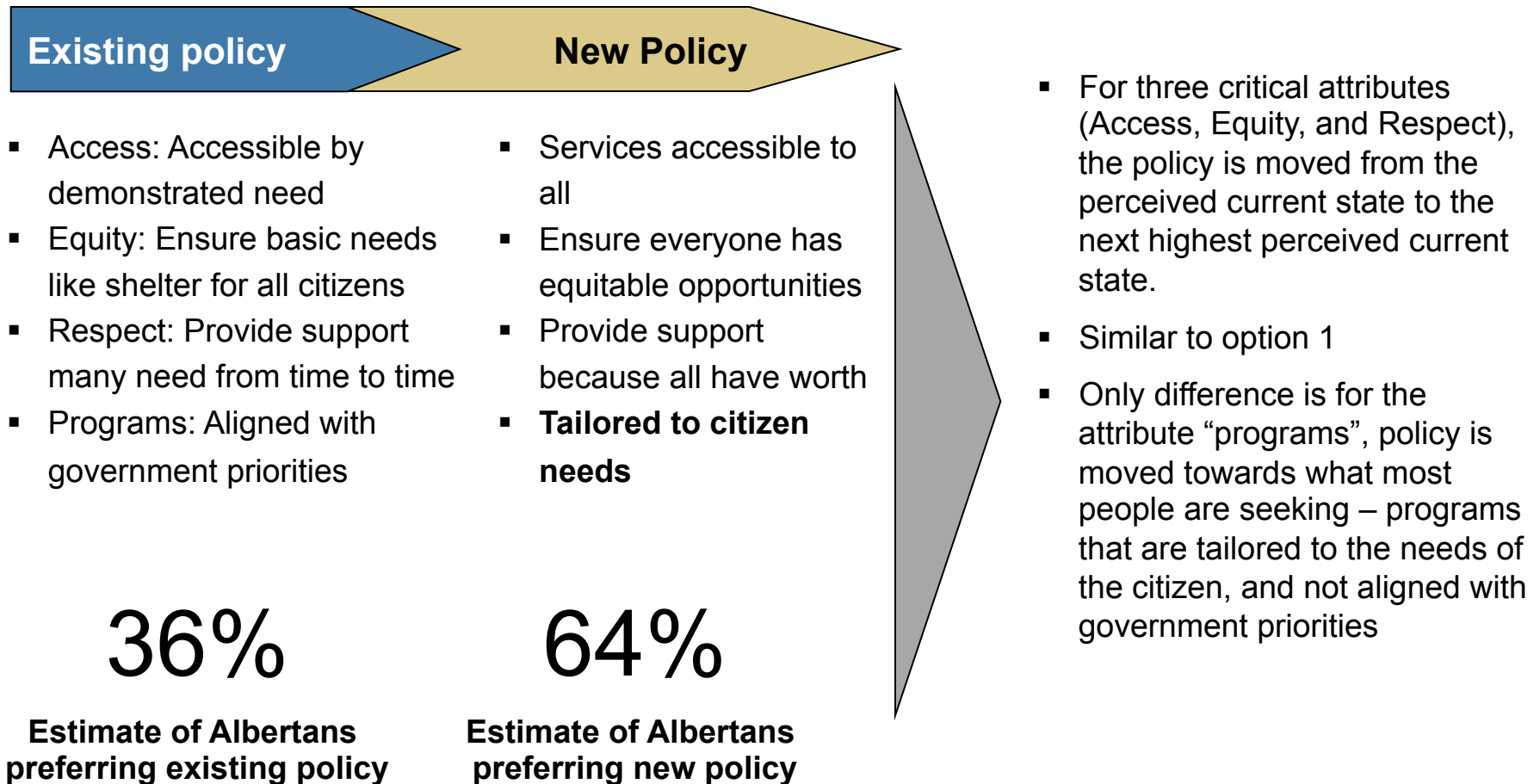
Comparison of perceived existing policy to proposed policy



Bold denotes richer policy for stakeholders

Option 2: Moving policy towards what many people think is the current policy state, with enhanced “programs”

Comparison of perceived existing policy to proposed policy



Bold denotes richer policy for stakeholders

Agenda

Objectives, methodology and summary of insights / recommendations

Citizen engagement and influentials

Best / Worst conjoint values

Public policy optimization

Open ended statements

Next steps

Appendix

Our approach to measuring consumer preferences

Preference measurement and analysis is a Nobel Prize winning methodology that can be used to understand how people make choices.

1

Understand perceptions and how choices are made (trade-off).

Measure preferences through a simple user friendly survey.

2

Learn how perceptions compare and what is most important to people.

Identify what is most important to consumers and what the drivers of value are.

3

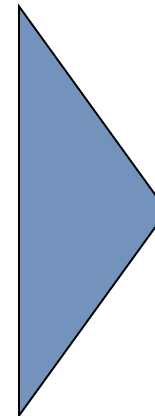
Design, deliver, and/or communicate new or existing programs addressing the needs of the market.

Ideally, blend consumer preferences with organizational costs to optimize plans; create win-win solutions.

Conjoint is the best tool to measure preferences

- ▣ If asked directly, people say everything is important (not actionable)
- ▣ Conjoint simply uses trade-offs to determine what people value
- ▣ Consider a simple example:
 - Price of new TV: \$500 or \$1500
 - HD or non-HD versions
- ▣ There are four possible combinations—what is the order of preferences?

	\$500	\$1,500
HD Television	1	2 or 3
Non-HD Television	2 or 3	4

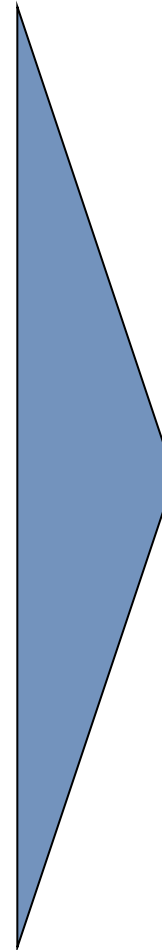


What is more important:
Price or HD?

Controlled chaos: Statistical experimental designs allow for the creation of valid survey versions

Although versions appear “random” at first glance, there are complex statistics at play. Key facts of experimental design include:

- ▣ Minimum overlap
 - Each attribute level is shown as few times as possible in each task
- ▣ Level balance
 - Each level of an attribute is shown approximately an equal number of times
- ▣ Orthogonality
 - Attribute levels are shown independent of other attribute levels;
 - If two levels always showed up together, we wouldn't know which one was driving preferences



Why it Matters:

- ▣ A study with 2 concepts (choices), with 8 attributes, each having 4 levels produces 131,072 unique combinations; too many for a single respondent to answer
- ▣ An experimental design in conjoint allows for a smaller number of tasks per respondent (usually about 8 to 10), while also getting a statically valid read on all individual levels
- ▣ Exposure to every combination is not necessary

We measure preferences by modeling trade-offs

Features (attributes) tested:

- Access
- Equity & fairness
- Respect & dignity
- Roles & relationships
- Inclusion
- Well-being
- Delivering programs/ services

Used an experimental design to create unique scenarios

Allows modeling of preferences for each specific attribute - level

Generate a series of systematically varied choice scenarios.
Each respondent typically completes 10 scenarios

Microsoft Internet Explorer

Address: \\psf\host\Tim\Work\Clever_Trout\Chapman\Consulting\Human_Services\Survey\Sawtooth\ABHS\Temp\TempWeb4.htm

If these were the only two options available for Alberta's social policy, which do you prefer? (Choose only one below. Please assume these two options differ only on the features shown)

Access	Publicly-funded social services should serve only the poorest Albertans	Publicly-funded social services should be accessible by demonstrated need, regardless of income
Respect and dignity	Province of Alberta should provide support and help that many citizens may need from time to time	Province of Alberta should provide minimum support and help – people are responsible for their own actions
Roles and relationships	Citizens, community agencies and government work interdependently in close collaboration to address social issues	Individuals know best how to deal with their own challenges
Inclusion	Albertans are responsible for being accepted in their communities	Albertans should be welcomed and accepted in their communities
Delivering programs and services	Social programs and services focus on prevention	Social programs and services focus on complex and interlinked challenges

Next

Survey of Albertan priorities and preferences,
Portion of survey completed

0% 100%

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Example scenario 1 of 8 shown to a single respondent

Internet Explorer View

Address: \\psf\Host\Tim\Work\Clever_Trout\Chapman\Consulting\Human_Services\Survey\Sawtooth\ABHS\Temp\TempWeb4.htm

Alberta Government

If these were the only two options available for Alberta's social policy, which do you prefer? (Choose only one below. Please assume these two options differ only on the features shown)

Access	Publicly-funded social services should serve only the poorest Albertans	Publicly-funded social services should be accessible by demonstrated need, regardless of income
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Roles and relationships	Citizens, community agencies and government work interdependently/in close collaboration to address social issues	Individuals know best how to deal with their own challenges
Inclusion	Albertans are responsible for being accepted in their communities	Albertans should be welcomed and accepted in their communities
Delivering programs and services	Social programs and services focus on prevention	Social programs and services focus on complex and interlinked challenges

Next

Survey of Albertan priorities and preferences,
Portion of survey completed

Done Local intranet

Example scenario 2 of 8 shown to a single respondent

Internet Explorer View

Address: \\psf\Host\Tim\Work\Clever_Trout\Chapman\Consulting\Human_Services\Survey\Sawtooth\ABHS\Temp\TempWeb5.htm

Alberta Government

If these were the only two options available for Alberta's social policy, which do you prefer? (Choose only one below. Please assume these two options differ only on the features shown)

Equity and fairness	Social policy should ensure everyone has equitable or fair opportunities	Social policy should ensure basic needs, like shelter, for every citizen
Respect and dignity	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity
Roles and relationships	Government primarily leads response to social issues	Local communities are in the best position to address social needs
Inclusion	Albertans are responsible for being accepted in their communities	Albertans should be able to contribute and participate in the life of their community
Well-being	Alberta's economic wealth is more important than an inclusive and welcoming society	An inclusive and welcoming Albertan society is more important than economic wealth

Next

Survey of Albertan priorities and preferences,
Portion of survey completed

Done Local intranet

Example scenario 3 of 8 shown to a single respondent (fixed scenario)

Microsoft Internet Explorer window showing a survey page for the Alberta Government. The address bar displays the URL: \\psf\Host\Tim\Work\Clever_Trout\Chapman\Consulting\Human_Services\Survey\Sawtooth\ABHS\Temp\TempWeb8.htm.

Alberta Government

If these were the only two options available for Alberta's social policy, which do you prefer? (Choose only one below. Please assume these two options differ only on the features shown)

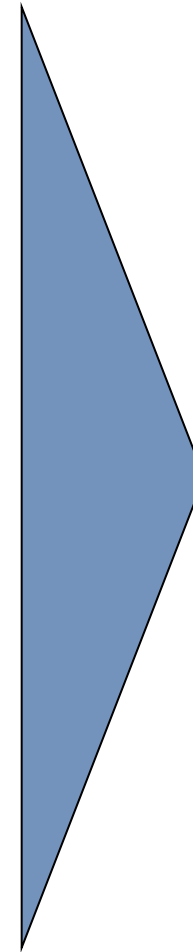
Criteria	Option 1 (Left)	Option 2 (Right)
Equity and fairness	Social policy should protect the most vulnerable	Social policy should ensure everyone has equitable or fair opportunities
Respect and dignity	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity	Province of Alberta should provide support and help that many citizens may need from time to time
Inclusion	Albertans should be welcomed and accepted in their communities	Albertans are responsible for being accepted in their communities
Well-being	An inclusive and welcoming Albertan society is more important than economic wealth	Alberta's economic wealth is more important than an inclusive and welcoming society
Delivering programs and services	Social programs and services focus on complex and interlinked challenges	Social programs and services are aligned with government priorities

Next

Survey of Albertan priorities and preferences,
Portion of survey completed

Conjoint model accurately predicts behaviour to within 1.75 share of preference points (mean absolute error)

	Option 1	Option 2
Equity & fairness	Social policy should protect the most vulnerable	Social policy should ensure everyone has equitable or fair opportunities
Respect & dignity	Province of Alberta should provide social supports to everyone because all human beings have inherent worth and dignity	Province of Alberta should provide support and help that many citizens may need from time to time
Inclusion	Albertans should be welcomed and accepted in their communities	Albertans are responsible for being accepted in their communities
Well-being	An inclusive and welcoming Albertan society is more important than economic wealth	Alberta's economic wealth is more important than an inclusive and welcoming society
Delivering programs/services	Social programs and services focus on complex and interlinked challenges	Social programs and services are aligned with government priorities
<hr/>		
Percent who selected this choice:	63.60%	36.40%
Forecasted percent based on model results	61.85%	38.15%
<hr/>		
Mean absolute error	1.75	



Fixed hold out task

- ▣ This task was not part of the experimental design. (All respondents answered this scenario)
- ▣ Option 1 actually selected by 63.6% of respondents; Option 2 actually 36.4% of the time
- ▣ Conjoint model used to forecast share of preference: Option 1 (61.85%), Option 2 (38.15%)

Fixed scenario in place 5; 8 random scenarios used as well (total of 9)