

# Alberta Issues – Omnibus Report

Focus Alberta April 2014

*Prepared for: the Government of Alberta*



**ENVIRONICS**  
R E S E A R C H G R O U P

# Executive summary

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- One-third (32%) of Albertans say they are at least somewhat familiar with the recently announced provincial budget. This is a small reduction from four in ten familiar (39%) in March. As in March, only a handful (2%) claim to be very familiar with the budget.
- One-third (34%) of those familiar with the budget agree it represents the values of Albertans like them; four in ten (41%) disagree, and one-quarter are unable to say.
- As in March, familiarity with the recent budget remains higher among older residents (the leading consumers of news) and those in the highest socio-economic strata (i.e. higher household incomes and university degrees). This pattern is common when knowledge questions are asked in surveys of this type.

# Methodology

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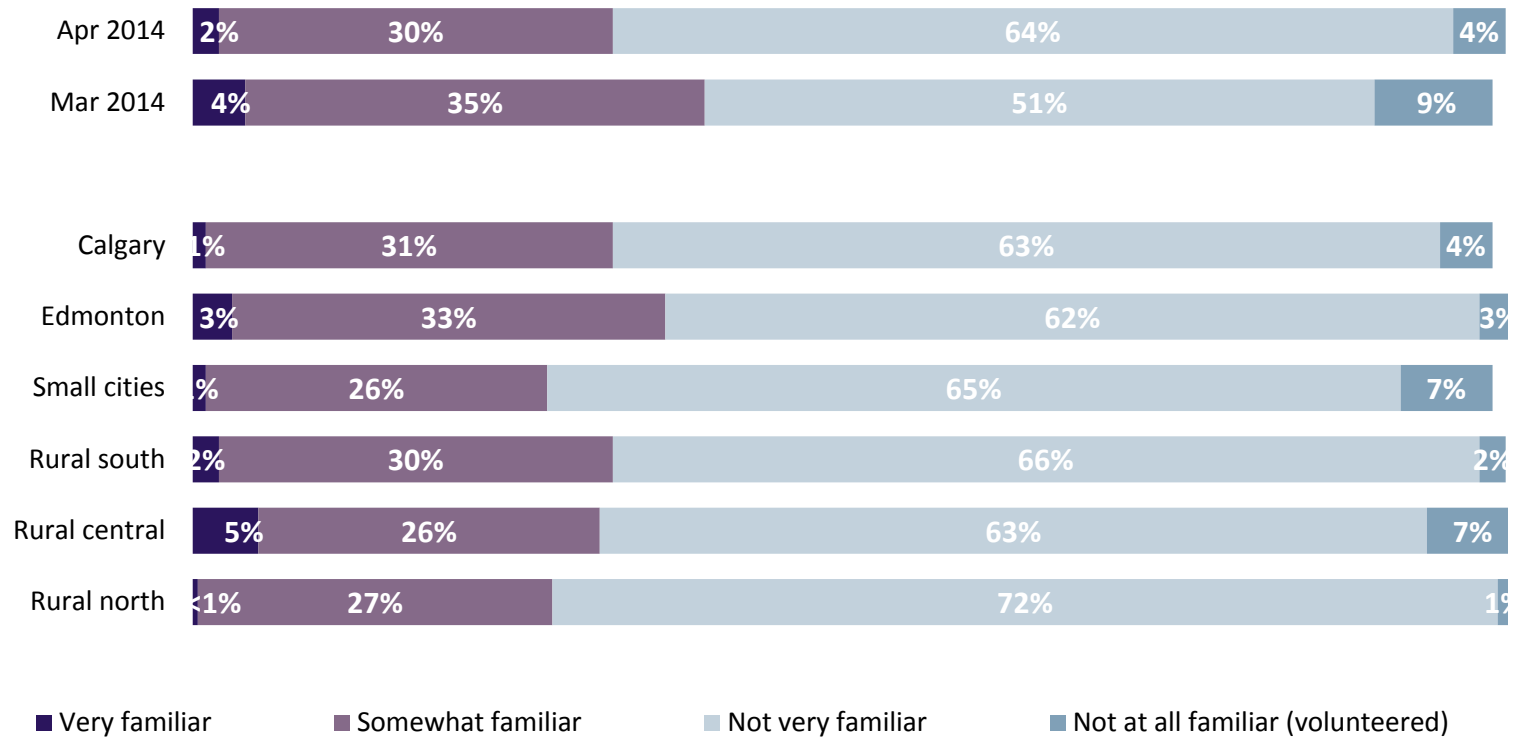
- This report presents results of a telephone survey conducted among 1,007 adult Albertans from April 11 to 19, 2014. The margin of error for a sample of 1,007 is  $\pm 3.1$  percentage points (at the 95% confidence level).
- The sampling method was designed to complete interviews within households randomly selected across the province, with quotas set for Edmonton, Calgary, small cities, and three rural regions (north, south, central). Respondents within each household reached by landline (85% of the sample) were screened for random selection using the “most recent birthday” method. Cell phone sample was also included (15% of sample).
- The data are statistically weighted to ensure the sample’s regional, age and gender composition reflects that of the actual Alberta population according to the 2011 Census.
- In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

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## **Awareness and opinion of 2014 budget**

# One-third of Albertans are familiar with the 2014 provincial budget

## Familiarity with 2014 provincial budget



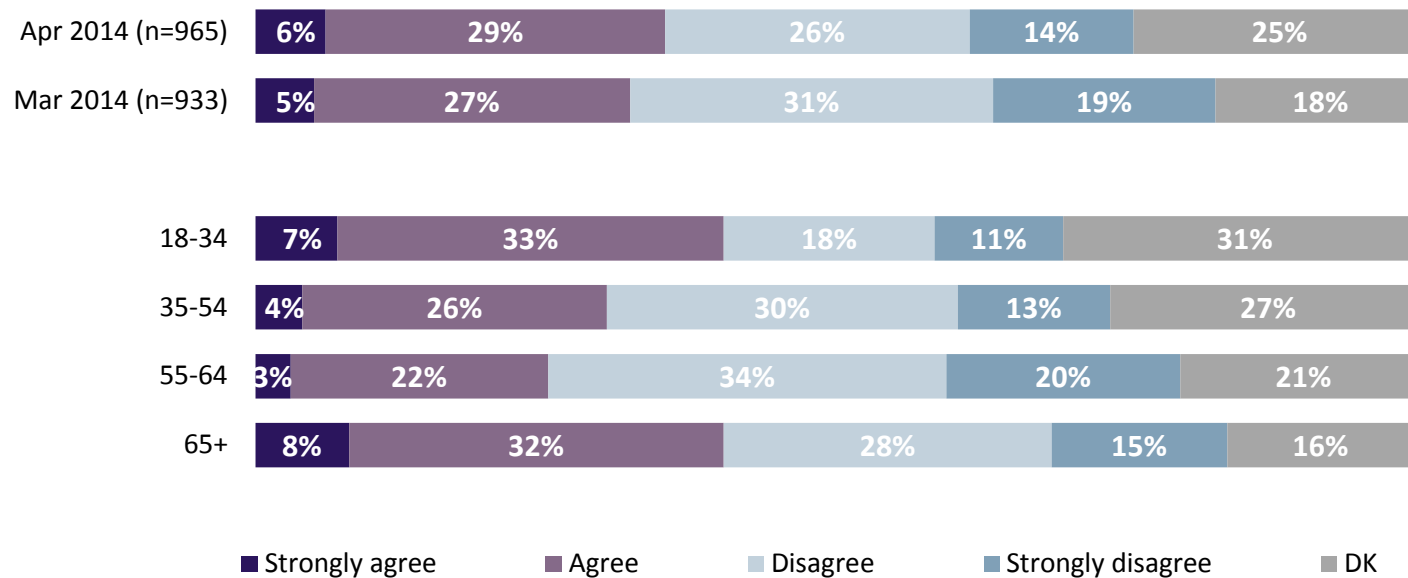
Q018

On Thursday, March 6, the Alberta government unveiled its budget for the coming year.

How familiar are you with Government of Alberta's 2014 budget? Are you very familiar, somewhat familiar, or not very familiar?

# One-third of those with at least marginal familiarity with the 2014 budget agree to some extent that it represents their values

## Budget represents values of Albertans like you (among those very, somewhat or not very aware)



Q019 Based on what you know or may have heard, would you agree or disagree that the budget represents the values of Albertans like you? Do you feel strongly?

SUBSAMPLE: Those aware of the budget



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