

Alberta Public Affairs Bureau

2013 Client Satisfaction Survey

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Prepared by:
NRG Research Group

Andrew Enns
aenns@nrgresearchgroup.com
204-989-8986



Suite 1910-360 Main Street
Winnipeg, MB R3C 3Z3

Just over half of Albertans recalled seeing, reading, hearing or received information about government activities or programs.

- Recall was higher among individuals 35 years of age and older and higher income households (\$100K plus).

Those individuals exposed to government information were fairly satisfied with the accuracy, clarity, timeliness and usefulness of the information. Generally, about 6 in 10 were satisfied on these measures. In terms of access to government information, almost two-thirds of Albertans (62%) said they were satisfied with their ability to access information when they needed it.

- Individuals age 55 and older were more likely to be less satisfied with the ability to access government information (54% total satisfied).

The government website or searching online (68% of mentions), followed by television (60% of mentions), newspapers & magazines (55% of mentions), word of mouth (49% of mentions) and radio (48% of mentions) are the most common ways Albertans are accessing government information.

When asked to indicate their *primary* source of accessing government information, 32% said it was through website or searching online. Television was next at 22% followed by newspapers and magazines (18%). Radio and word of mouth, while mentioned as sources for government information, were not common *primary ways* to get information (mentioned as *primary* 10% and 6% respectively).

The government website or searching online was the preferred way of accessing government information for a majority of Albertans (54%) when asked to select between a range of different information sources.

Over half of respondents (55%) had visited the government of Alberta website. Website visitation was higher among those under the age of 55 and residents of Calgary, Edmonton and Northern Alberta.

- A strong majority (82%) found the initial landing page a useful place to start looking for information.
- A little over half (56%) said it was easy to find the information they were looking for.
- Jobs and employment related information was the most mentioned information sought on the website (22% of mentions), followed by student loans and education information (12% of mentions).

Overall, social media usage to access government of Alberta information was not very high as about 2 in 10 respondents said they would be likely to use this approach. However, among Albertans between the ages of 18 and 34 the rate of likely usage rises to 30%. Females in the age group are particularly likely to be open to using social media to access government information. Overall, just over half of Albertans (55%) are aware the government communicates using social media tools such as Facebook and Twitter.

- The information sought via social media tended to be in relation to a government program or service (38% of mentions) or a new announcement from the government (20% of mentions).

Individuals somewhat open to accessing government information via social were more supportive of doing so through social networks such as Facebook (49% of mentions). The second most frequent mention, Twitter or microblogs, was well back at 11%.

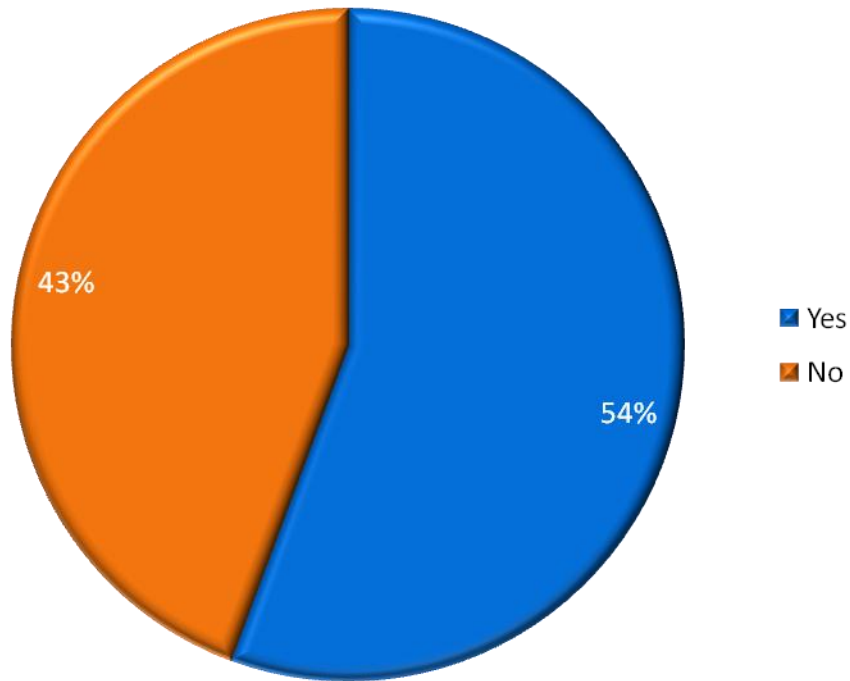
The incidence of Albertans accessing government information via social media has the potential to grow over time with those pre-disposed to social media usage saying they are likely to increase use of the medium over the coming year.

- The government of Alberta website is an essential vehicle for communicating to Albertans. Efforts must be ongoing to ensure it is efficiently providing access to commonly sought after information.
- More traditional communication channels of television and newspapers are still common sources and should not be overlooked in communication campaigns. Using these medium to drive individuals to more comprehensive information on the website has some merit.
- Social media is an accepted communication channel. Young people, and particularly young females under the age of 35, are seeking government information in this manner. This presents an opportunity to engage a sometimes challenging segment of the population on government programs and services specifically targeted to them (i.e., education, employment, apprenticeship programs, daycare, etc.).

- NRG Research Group conducted 1007 telephone interviews with a representative sample of Albertans. The sample was drawn randomly from a database of the entire provincial population. A survey of this size has a confidence interval of +/-3.2 percent 19 times out of 20. The margin of error does increase when examining subsets of the of the study population
- The survey was launched February 21, and concluded February 27, 2013. It averaged 9 minutes in length.
- Regional and gender quotas were set to ensure a good distribution of respondents across the province and population. The final dataset was weighted according to the 2011 Statistics Canada age/gender figures for Alberta.

	% (N=1007)		% (N=1007)
Age		Gender	
18-34	33	Male	50
35-54	40	Female	50
55+	27	Household Income	
Region		Less than \$40K	13
Calgary	33	\$40K to less than \$80K	22
Edmonton	32	\$80K to less than \$100K	12
South Alberta	13	\$100K to less than \$150K	19
Central Alberta	12	Greater than \$150K	4
North Alberta	10		

P1. In the past year do you recall seeing, reading, hearing or receiving any information about provincial government activities or programs?



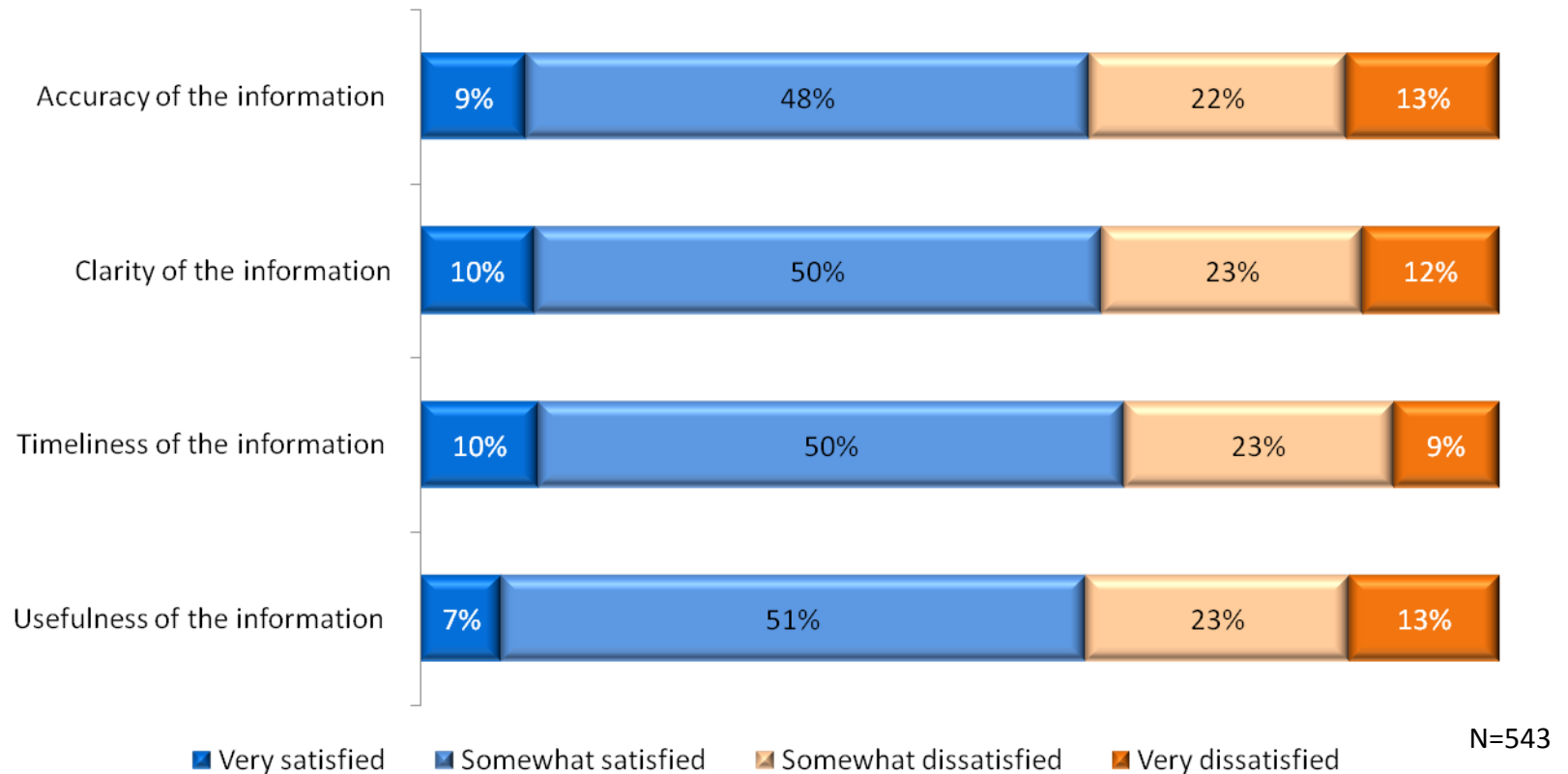
N=1007

Significantly likely to say Yes:

- Individuals 35 years of age and older
- Those with HH income \$100K+ (59%)

Satisfaction with Information

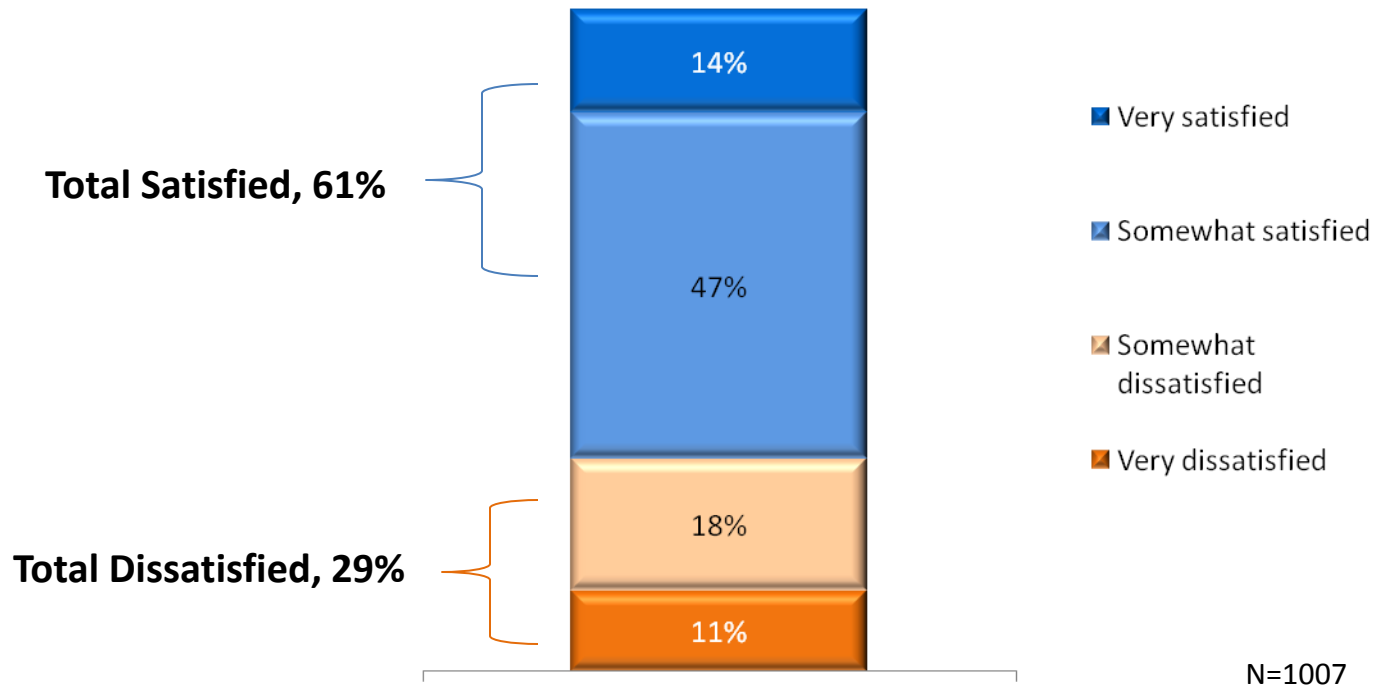
P2-P5. [IF YES TO P1] Thinking about information you have received in the past year from the provincial government, would you say you are satisfied or dissatisfied with the:



Significant Findings

➤ For males 35-54, *usefulness* (64%) and *accuracy* (60%) of the information were areas of significantly higher satisfaction. This also held true for females 18-34 (75% *usefulness* and 83% *accuracy*). Females 35-54 were significantly more satisfied with the *timeliness of the information* (66%) and the info's *accuracy* (57%).

P6. How satisfied are you with your ability to access information from the provincial government when you need it? Are you...



Significant Findings

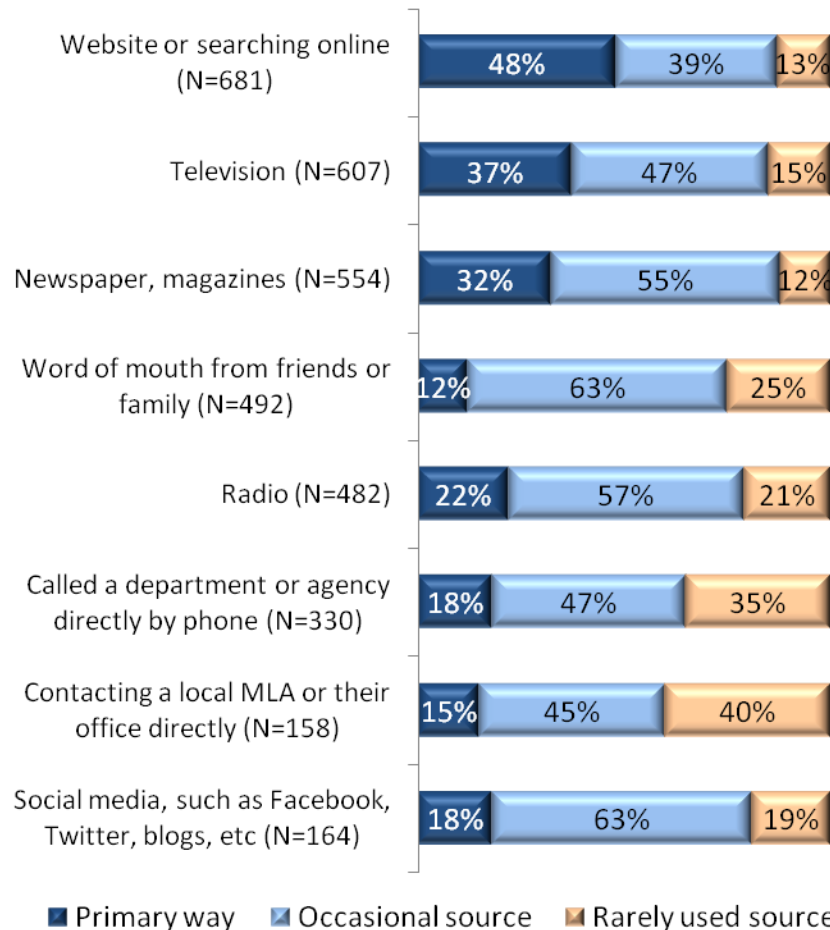
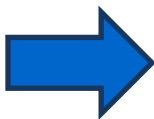
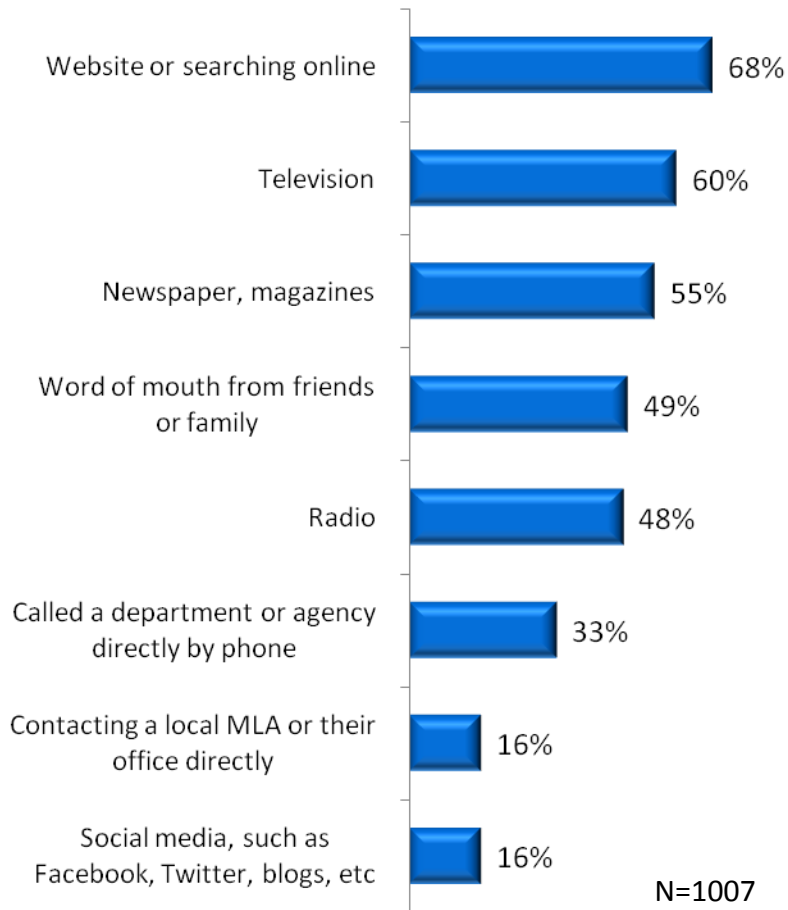
- Older individuals, age 55 and older were less satisfied (54% total satisfied) with the ability to access government information. This was particularly true for older men.
- Generally, residents in the two big cities were more satisfied with access to information (63% total satisfied) compared to residents elsewhere in the province (59%).

Access to Information: Channels & Frequency

N1. I am going to read you several ways to access information from the Government of Alberta. For each one tell me if, in the past year, you have accessed information in this manner. The first thing is....? Have you accessed provincial government in this manner?

N2. [IF ACCESSED] Is this your primary source of information, an occasional source or do you rarely access information in this manner?

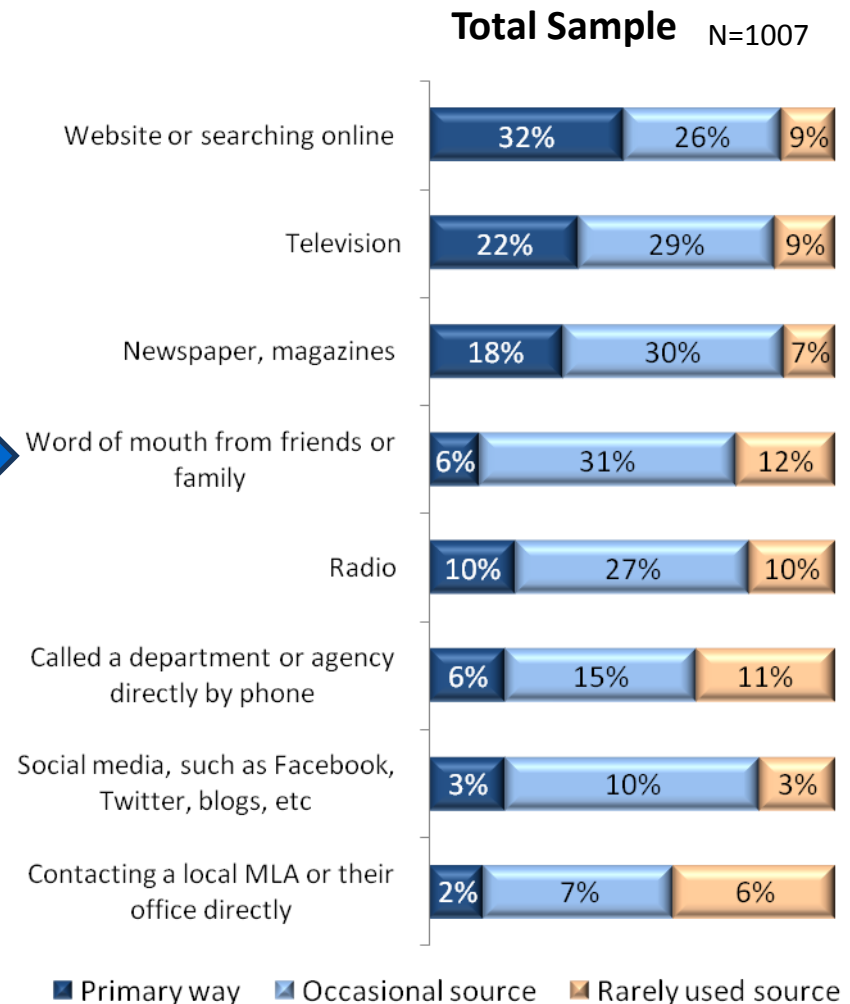
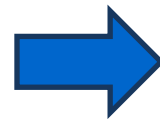
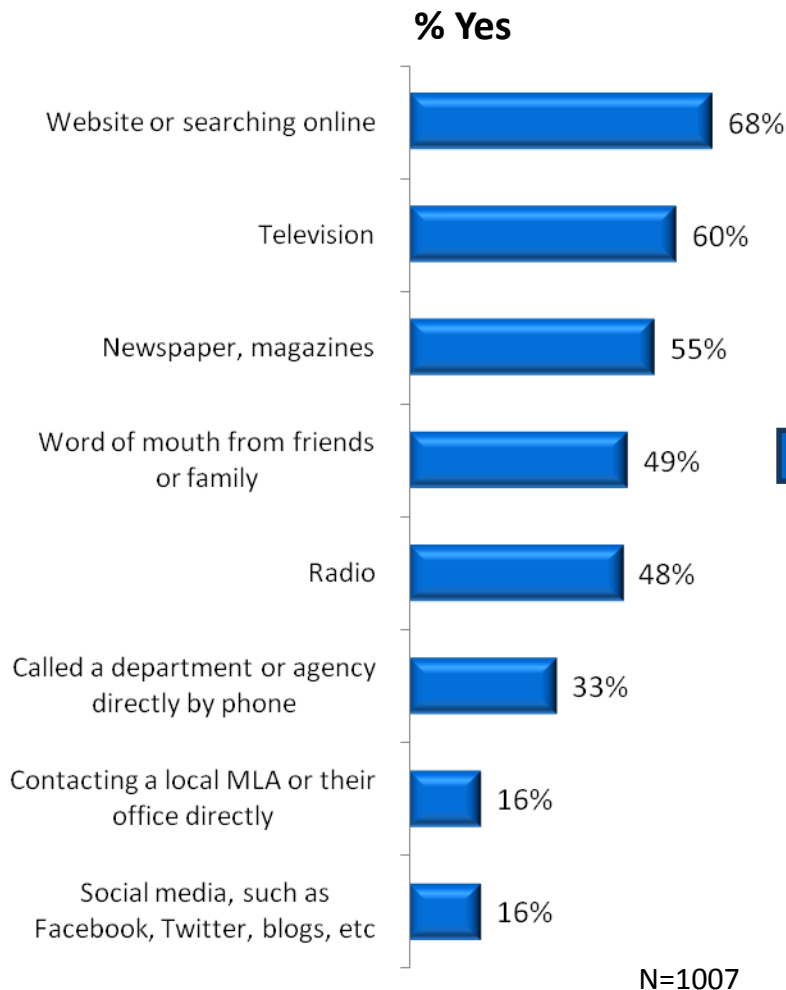
% Yes



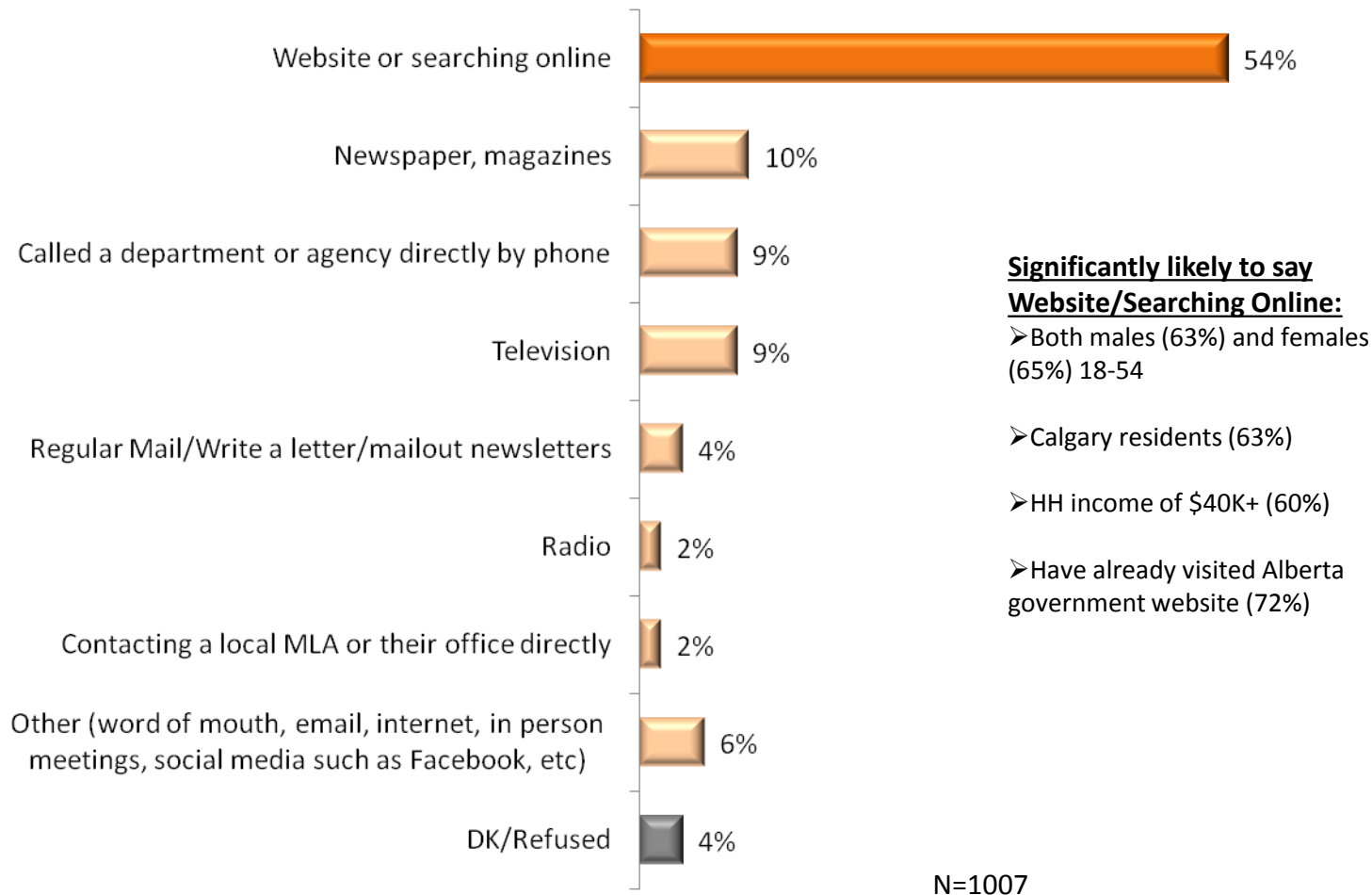
Access to Information- Channels & Frequency (Total Sample)

N1. I am going to read you several ways to access information from the Government of Alberta. For each one tell me if, in the past year, you have accessed information in this manner. The first thing is....? Have you accessed provincial government in this manner?

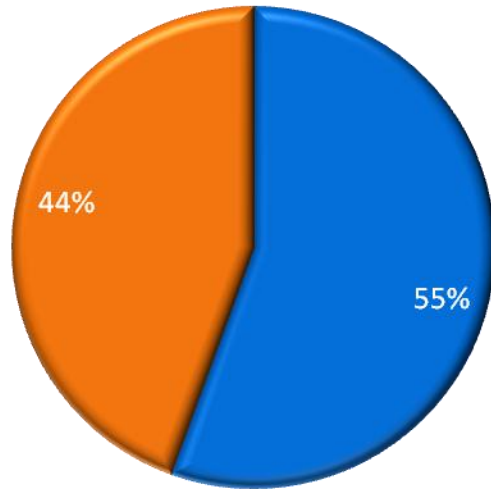
N2. [TOTAL POPULATION] Is this your primary source of information, an occasional source or a do you rarely access information in this manner?



N3. What would be your preferred way of accessing Government of Alberta information?



P7. In the past year, have you visited the Alberta government web site at alberta.ca?



■ Yes ■ No

N=1007

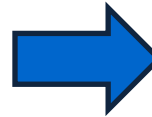
Significantly likely to say Yes:

- Both males (60%) and females (65%) 18-54
- North (63%), Calgary (57%), and Edmonton residents (56%)
- HH income of \$80K+ (63%)

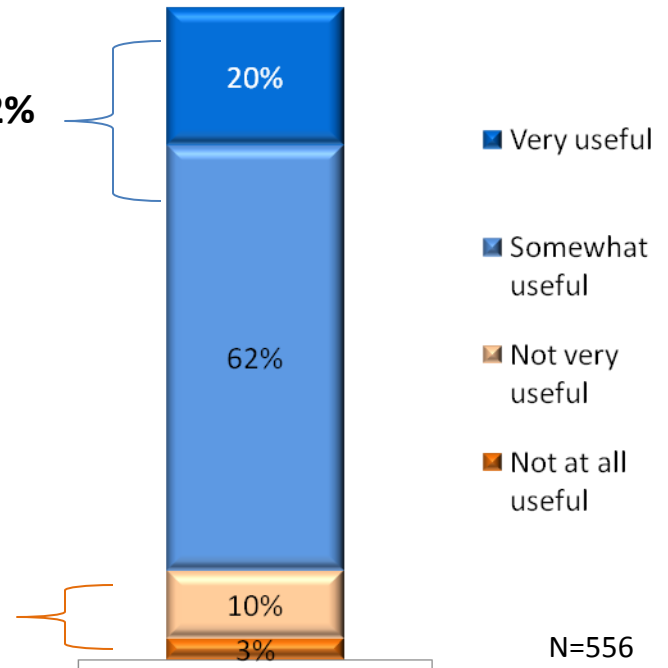
P8. [IF YES] Thinking of the first page you see when you visit alberta.ca, how useful do you find this page in helping you locate the information you need?

Total Useful, 82%

If "Yes"

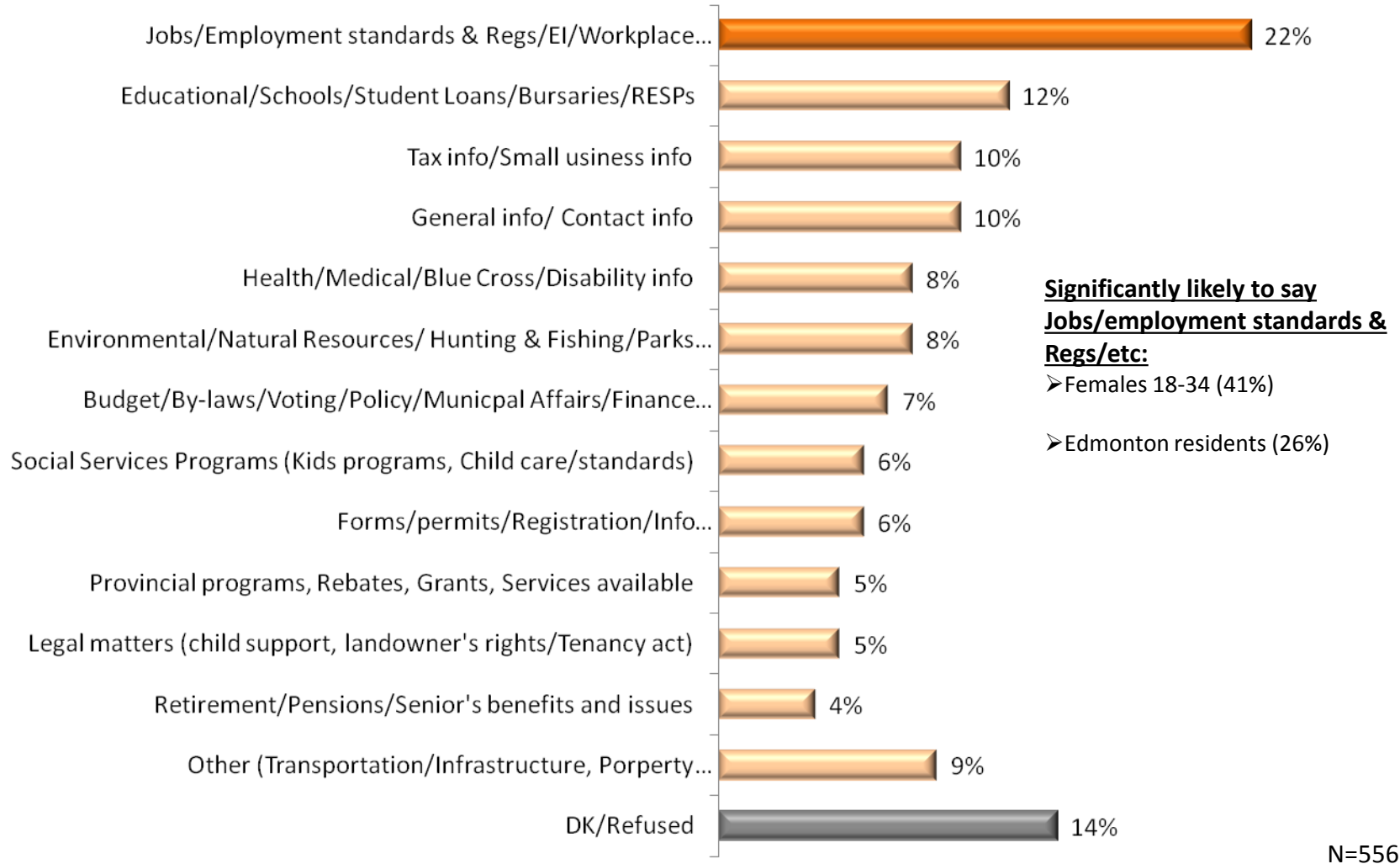


Total Not Useful, 13%

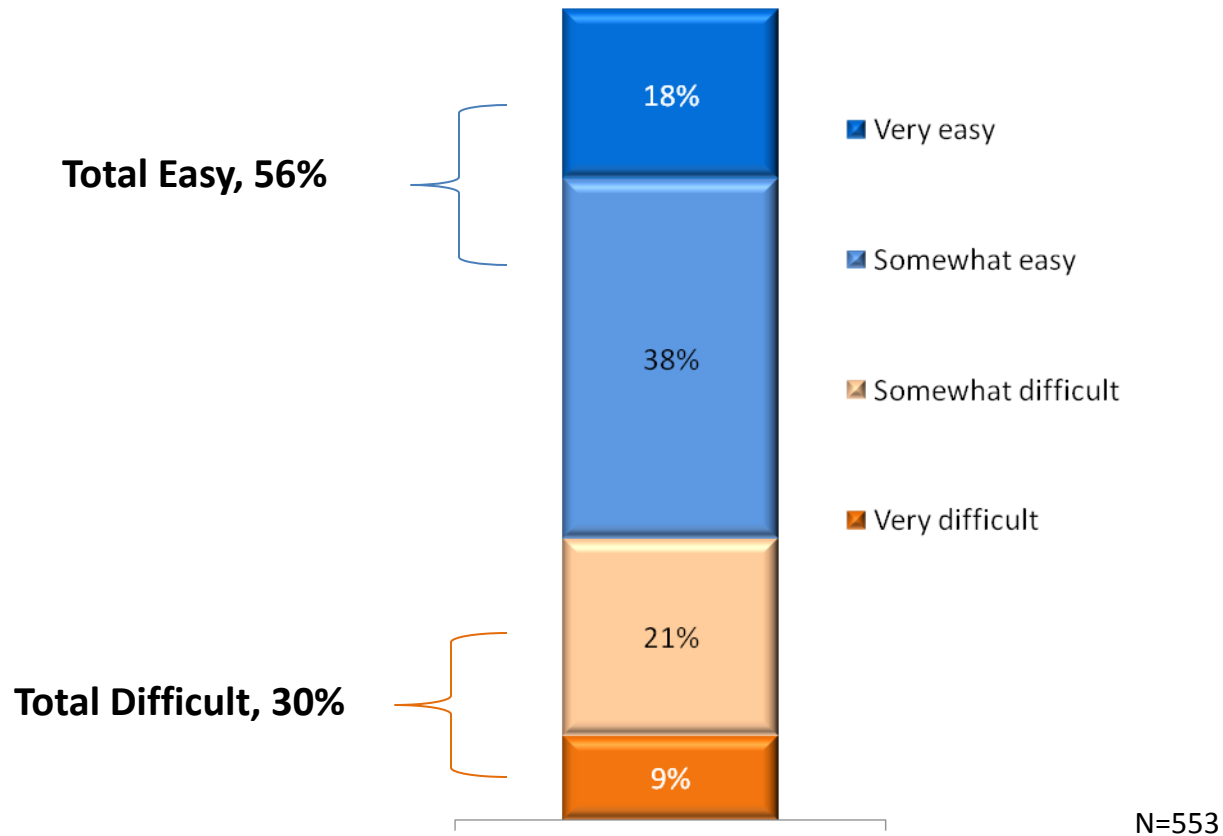


- Very useful
- Somewhat useful
- Not very useful
- Not at all useful

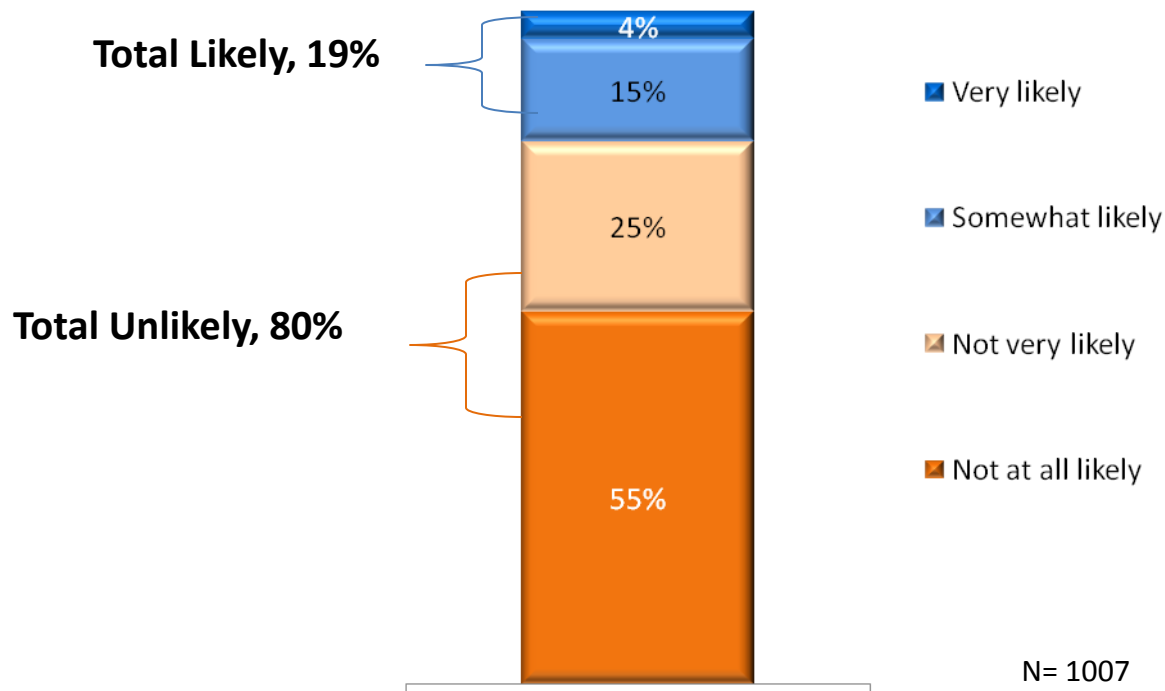
N4. [SKIP IF DID NOT USE WEBSITE] When you visited the website what information were you looking for?



N5. [SKIP IF DID NOT USE WEBSITE] Was the information easy or difficult for you to find on the website?



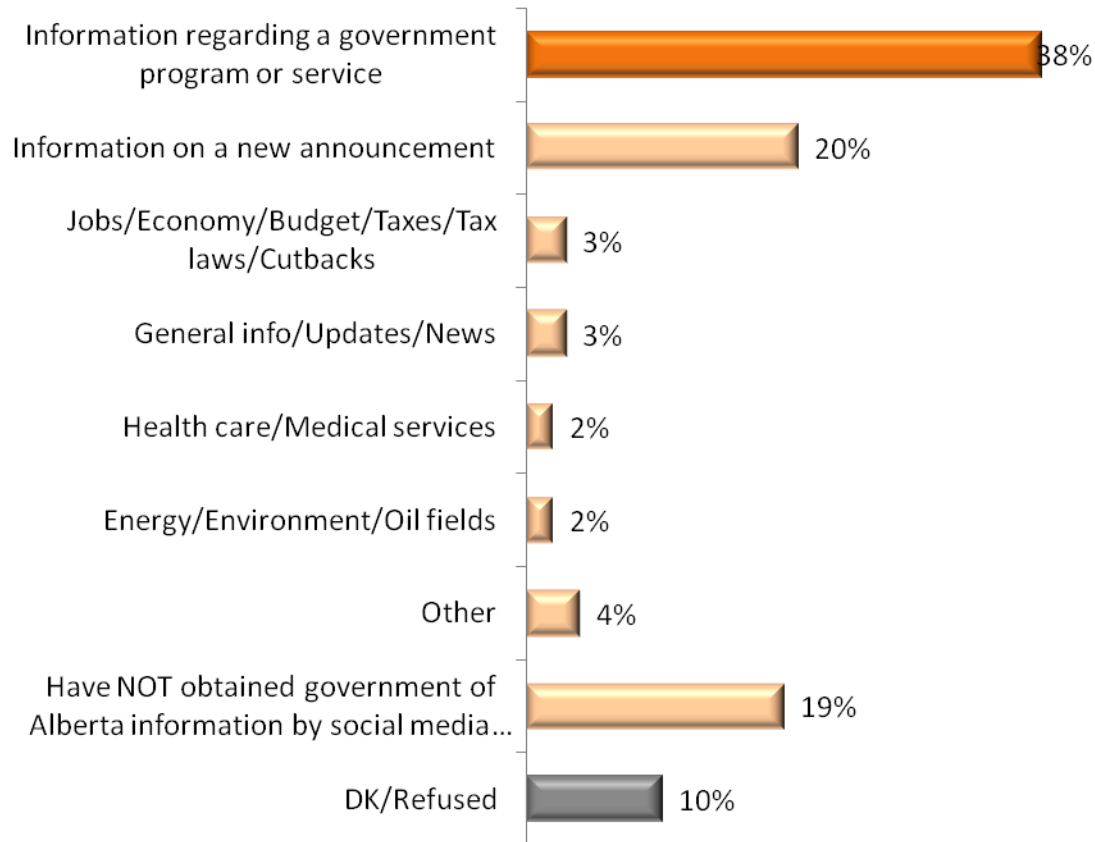
P9. How likely are you to use social media tools such as Facebook, Twitter or others to obtain information about Government of Alberta announcements, programs, or services? Are you...



Significantly Unlikely to use social media tools to obtain info about Alberta government:

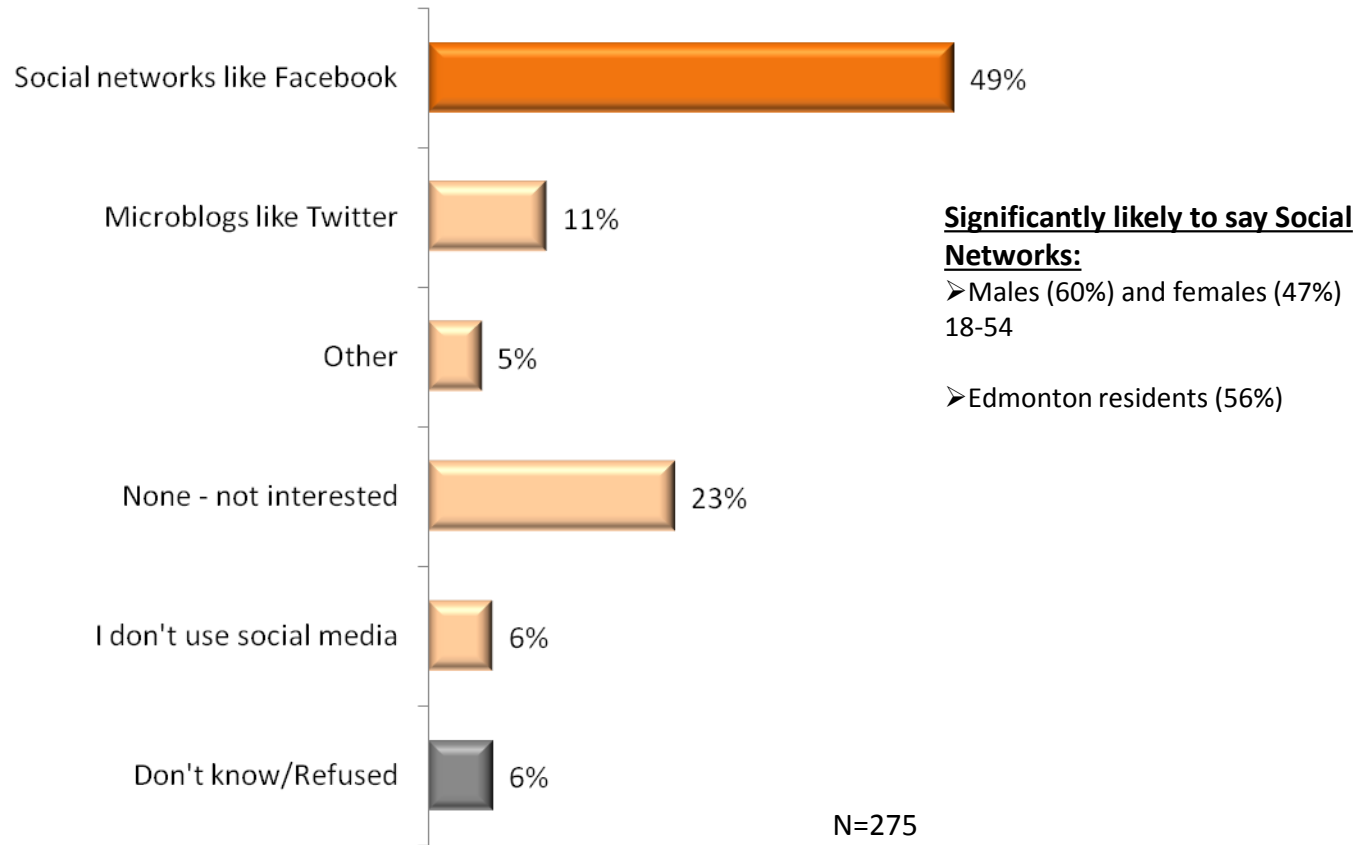
- Males (86%) and females (83%) 35+
- Central (87%), South (84%), Calgary (83%), and Edmonton residents (77%)
- Haven't used Alberta government website (83%)

N6. [SKIP IF NOT AT ALL LIKELY TO USE SOCIAL MEDIA IN P9] Thinking of the last couple of times you obtained government of Alberta information by social media channels, what were you primarily looking for? Was it...

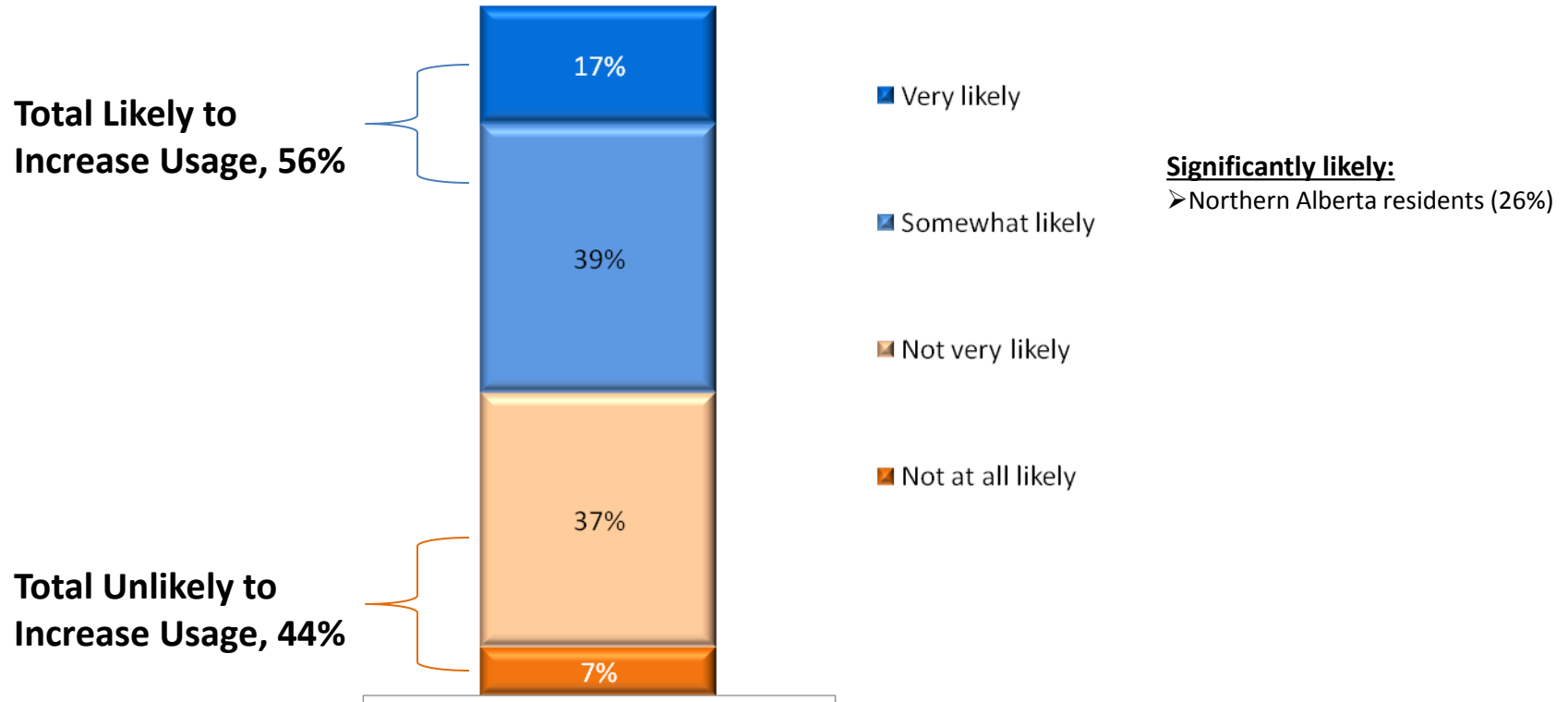


N=376

P10. Which, if any, social media tools should the Government of Alberta use to communicate with you? [FIRST MENTION ONLY]

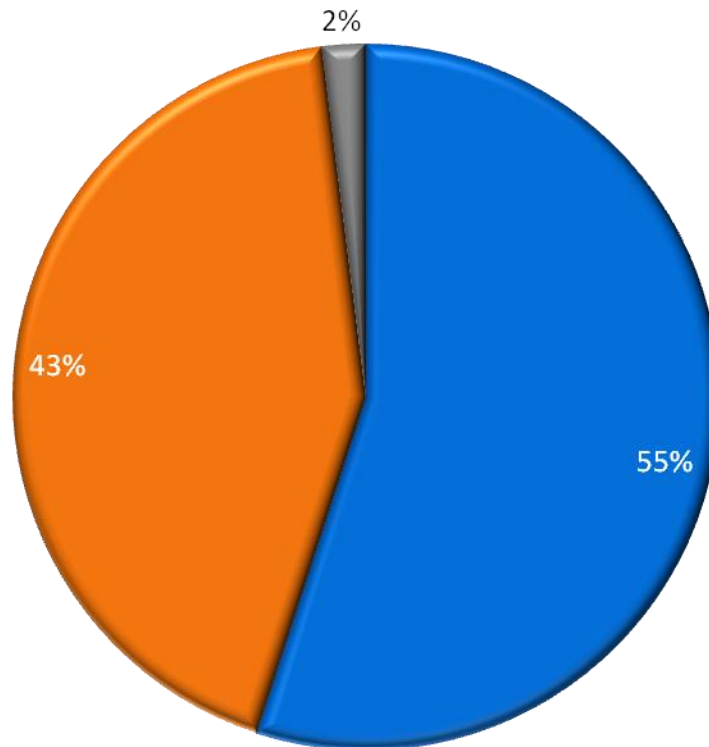


N7. [IF USE SOCIAL MEDIA AT P10] How likely are you to increase the use of social media as a way to access Alberta government information in the year ahead. Are you....



N=256

P11. Prior to this survey, were you aware that the Government of Alberta uses social media tools such as Facebook, and Twitter to communicate with Albertans?



■ Yes ■ No ■ Don't Know

N=1007

Significantly likely to say Yes:

- Males (60%) and females (57%)
35+
- HH income between \$100K to less than \$150K (65%)
- Edmonton residents (69%)
- Seen, read, or procured info about provincial government activities and/or programs (67%)
- Have already visited Alberta government website (60%)

Likely to gain info from Website or Searching Online:

- Males 18-54 and females 18-34
- Calgary and Northern Alberta
- HH income of \$100K+
- Visited Alberta government website

Likely to gain info from Television/Radio

- TV is universal among all age groups though especially important for women 55+
- TV is especially important for those in Edmonton and Northern Alberta
- Radio is also consistent across most groups and specifically in Northern Alberta
- HH income of \$150K+ for TV and \$100K+ for radio

Likely to gain info from Newspaper, Magazines:

- Males and females 55+
- Northern Alberta
- \$100K+

Likely to gain info from Social Media:

- Females 18-34
- Northern Alberta
- \$40K to <\$80K

Likely to gain info from Calling a Department or Agency Directly by Phone:

- Edmonton and Central Alberta
- Visited Alberta government website (perhaps to seek out a phone # to call)