



Focus Alberta 2003 – Wave 5

Research Findings for: Public Affairs Bureau



ENVIRONICS
RESEARCH GROUP
CALGARY, ALBERTA

October 15, 2003

Field Dates:
September 23 to
October 6, 2003

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Methodology



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Research Methodology



SURVEY METHOD

The results of the survey are based on a probability sample of 1001 adults living in Alberta. The survey was conducted by telephone from September 23 to October 6, 2003.

SAMPLE SELECTION

The sampling method was designed to complete 1000 interviews within households randomly selected across the province of Alberta. The sample was drawn in proportion to the populations of 12 urban centers and 3 rural regions within the province based on information from Statistics Canada 2001 Census Data. (See page entitled “Sampling Methodology” for a detailed breakdown of surveys by geographic location)

From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the “Most Recent Birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

TELEPHONE INTERVIEWING & QUALITY CONTROL

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of 10 percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

A minimum of five calls were made to a household before classifying it as a “no answer.”

Research Methodology

STATISTICAL RELIABILITY OF DATA

A sample of 1001 persons within the population produces results which are reliable to within plus or minus 3.1%, 19 times in 20. A simple example which illustrates this point is that if we surveyed 1000 people within the population, and we ended up with 50% of respondents giving a particular response, we can be reasonably confident (95%) that the actual proportion of people in the total population with that opinion will be between 47% and 53% (plus or minus 3%).

It is important to remember that when results are analyzed by geographic region, the margin of error becomes larger due to smaller respondent bases. For instance, there were approximately 250 people surveyed in Calgary, so consequently the margin of error for Calgary data will be larger than for the total respondent base of 1000. The table to the right provides an indication of the relative margin of error expected for various sample sizes.

Sample Size	Margin of Error (95% Confidence Level)
25	19.6%
50	13.9%
100	9.8%
200	6.9%
250	6.2%
300	5.7%
500	4.4%
1000	3.1%
2000	2.2%

STATISTICAL SIGNIFICANCE OF DATA

Whenever results within subgroups of respondents are compared - either to other subgroups of respondents or to the total average - it is important to remember that not all differences are statistically significant.

Some results might be higher or lower than the average score, but depending on the respondent base for that group, the results might only be directional and not statistically significant. The table to the right indicates the minimum difference required to be statistically significant when comparing results from the six geographic regions that were surveyed.

Significance testing is included in the data tables. Results are compared against the other columns in each banner group, and a less than symbol (<) is produced if a result is significantly lower than others in the group, while a greater than symbol (>) is shown if it's significantly higher. One symbol (< or >) indicates significance to the 90% confidence level, while results with two symbols (<< or >>) are to the 95% confidence level.

	Rural Central (n=100)	Rural South (n=100)	Rural North (n=100)	Calgary (n=250)	Edmonton (n=250)	Small Cities (n=200)
Rural Central (n=100)						
Rural South (n=100)	15%					
Rural North (n=100)	15%	15%				
Calgary (n=250)	12%	12%	12%			
Edmonton (n=250)	12%	12%	12%	9%		
Small Cities (n=200)	13%	13%	13%	10%	10%	

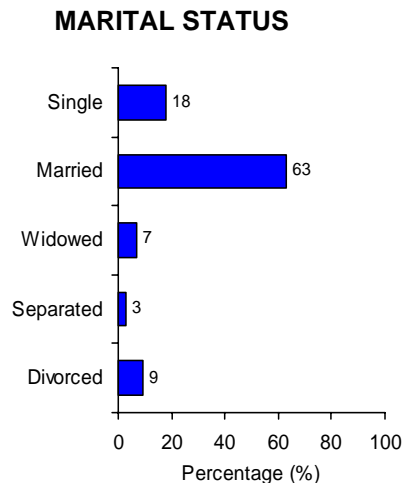
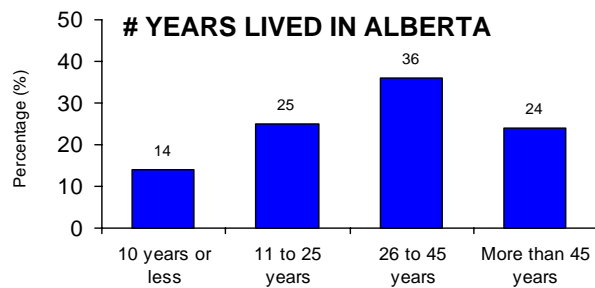
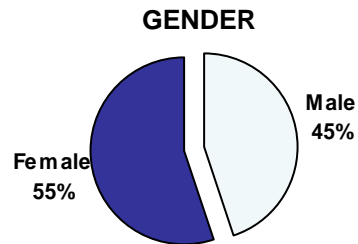
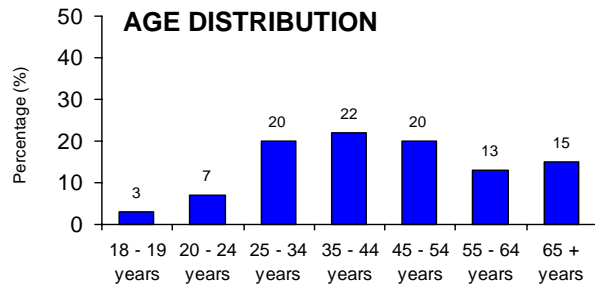
Sampling Methodology



RURAL CENTRES	Number of Interviews	Percent of Total Sample	Margin of Error (95%)	URBAN CENTRES *	Number of Interviews	Percent of Total Sample	Margin of Error (95%)
North Region Including: St. Paul Westlock Barrhead Morinville Slave Lake Vegreville Lac La Biche	101	10.1%	9.8%	Calgary	250	25.0%	6.2%
Central Region Including: Rocky Mountain House Sundre Innisfail Stettler Lacombe Drumheller Wainwright	100	10.0 %	9.8%	Edmonton	251	25.1%	6.2%
South Region Including: Banff Claresholm Fort Macleod Cardston Taber High River	99	9.9 %	9.8%	Small Cities Including: Lethbridge Medicine Hat Red Deer Wood Buffalo / Ft. McMurray Grande Prairie Brooks Camrose Cold Lake Lloydminster Wetaskiwin	200	20.0%	7.0%
				TOTAL	1001	100%	3.1%

* Urban centres are sampled based on census metropolitan area (CMA)

Demographic Profile of Survey Respondents



OCCUPATION

Teacher	6%
Health care worker	8%
Other professional	16%
Administration (CEO's, managers)	18%
Technicians	6%
Office workers (clerical)	11%
Tradesmen	10%
Unskilled workers	16%
Farmers	7%
Sales	1%

SECTOR

Public	26%
Private	72%

EDUCATION

Some Elementary (grades 1 - 7)	1%
Completed Elementary (grade 8)	2%
Some High School (grades 9 - 11)	12%
Completed High School (grade 12 or 13)	22%
Some College / Trade School	9%
Completed College / Trade School	23%
Some University	9%
Completed University (Bachelors degree)	17%
Post Graduate (masters, PhD)	6%

HOUSEHOLD INCOME

Under \$10,000	3%
\$10,000 - \$19,999	8%
\$20,000 - \$29,999	10%
\$30,000 - \$39,999	10%
\$40,000 - \$59,999	17%
\$60,000 - \$79,999	14%
\$80,000 - \$99,999	8%
\$100,000 and over	12%
Refused / Don't know	18%

EMPLOYMENT STATUS

Working full-time	56%
Working part-time	10%
Unemployed or looking for a job	3%
Stay at home full-time	9%
Student	6%
Retired	16%

TENURE

Own	77%
Rent	23%



Focus Alberta 2003 - 5

Important Issues



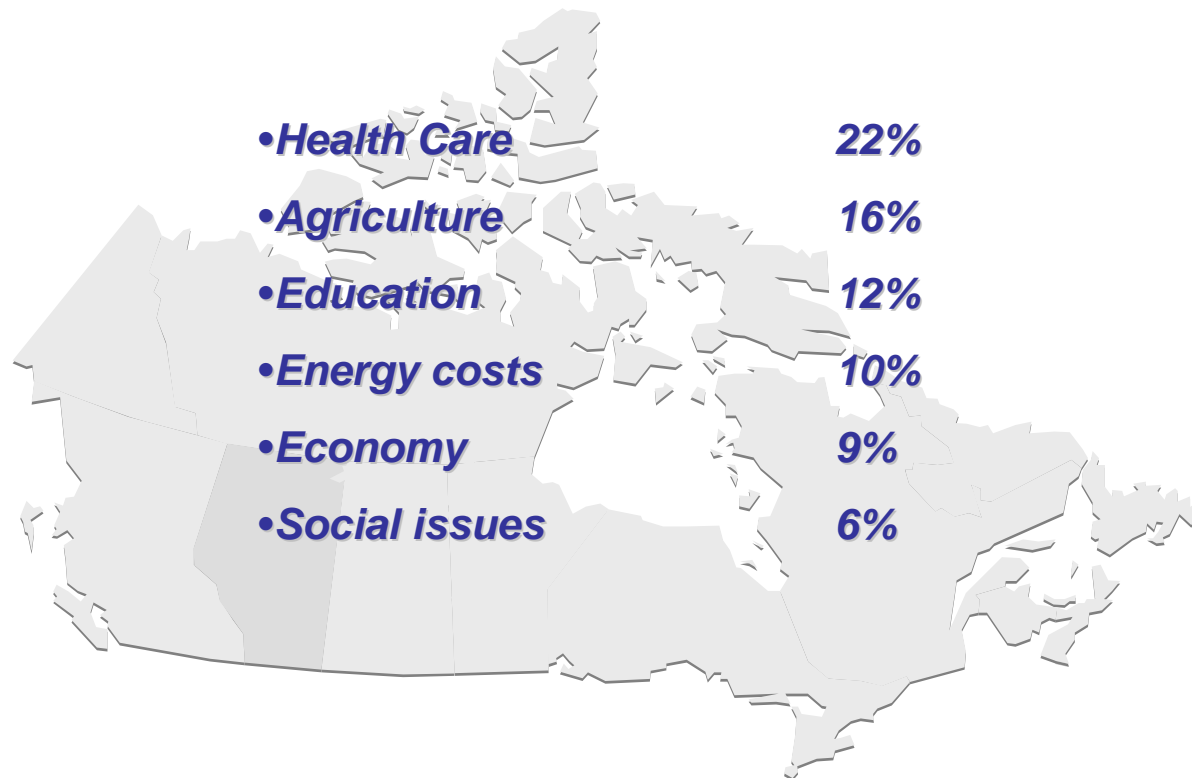
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Important Alberta Issues

What's the most important issue facing Alberta today?

Single Mention



What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues

What's the most important issue facing Alberta today?

Single Mention

	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03
Health care	20	23	18	25	13	25	13	20	27	15	18	21
Agriculture	25	10	15	8	33	21	36	24	28	26	32	24
Education	13	18	13	14	8	9	8	5	11	13	9	7
Economy	9	12	10	7	10	8	8	5	8	9	4	10
Energy Costs	4	4	9	13	9	6	2	16	8	14	11	12
Social Issues	7	7	8	4	7	6	6	11	5	4	5	1

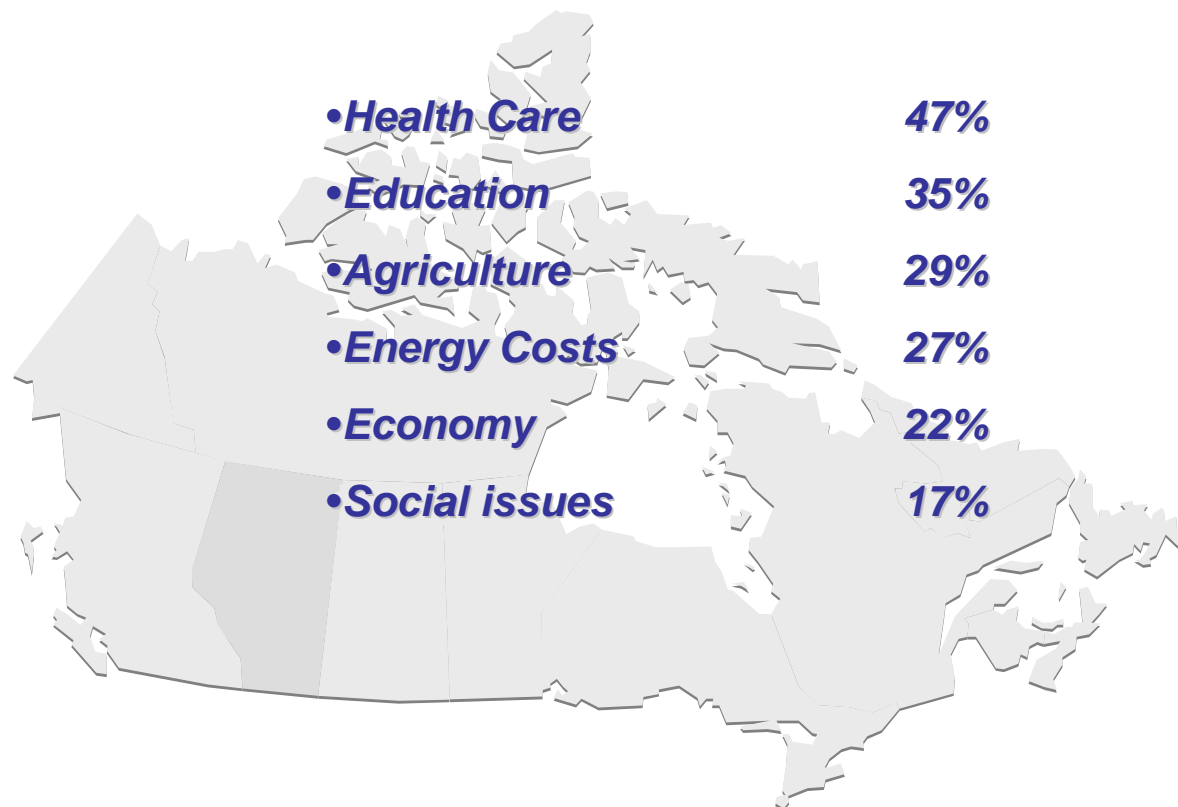
	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03
Health care	14	17	21	27	12	10	15	21	21	25	23	29
Agriculture	28	15	23	16	18	18	28	16	25	16	26	13
Education	7	10	15	14	10	13	13	16	9	10	7	7
Economy	8	9	9	8	6	5	9	11	7	9	11	4
Energy Costs	8	13	5	8	4	6	6	9	8	12	9	12
Social Issues	6	3	7	8	16	11	6	3	5	6	6	10

What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues

What other important issues are facing Alberta today?

Total Mentions



What other important issues are facing Alberta today?

Important Alberta Issues

What other important issues are facing Alberta today?

Total Mentions

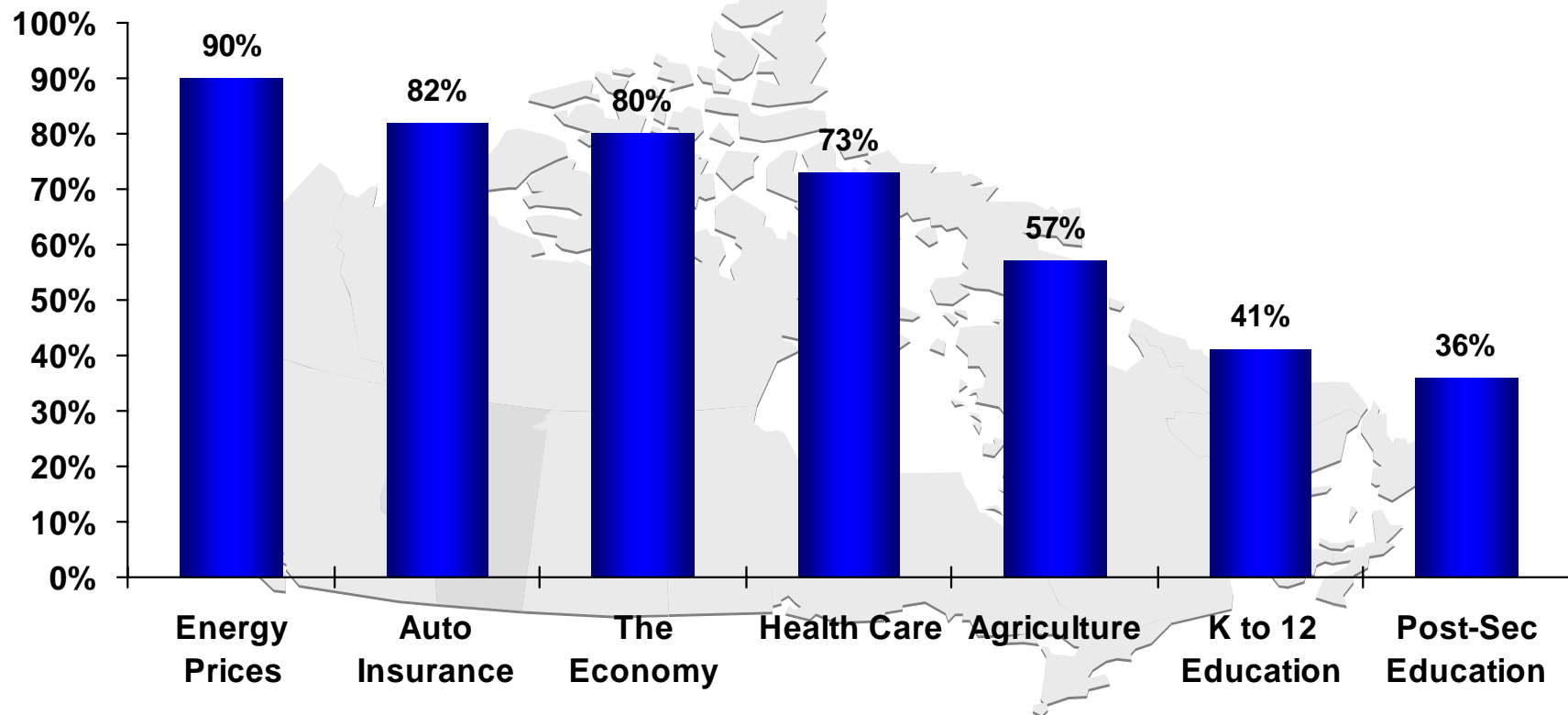
	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03
Agriculture	40	20	32	16	50	35	54	42	48	43	47	46
Health care	44	50	42	51	35	48	37	37	44	42	39	48
Education	39	45	31	42	23	31	25	17	34	37	24	21
Economy	24	28	24	24	23	19	16	14	22	16	13	21
Energy Costs	9	19	21	28	21	25	14	34	23	37	27	26
Social Issues	16	18	18	15	15	21	11	24	13	12	12	11
	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03	Jul-03	Sep-03
Agriculture	44	28	41	29	31	31	46	30	42	27	41	29
Health care	33	39	49	54	22	26	38	47	48	53	46	51
Education	27	30	35	39	17	21	32	35	36	41	25	31
Economy	22	24	21	21	16	17	23	23	20	26	22	15
Energy Costs	19	30	16	24	6	20	16	27	23	28	20	30
Social Issues	12	13	18	21	26	17	11	13	14	18	22	26

What other important issues are facing Alberta today?

Personally Affected By Issues

Are You or Your Family Personally Affected By Issues?

Percentage Saying Yes



Thinking of you and your family, please tell me whether you are or are not personally affected by the following issues at the present time.

Personally Affected By Issues



Are You or Your Family Personally Affected By Issues?

Percentage Saying Yes

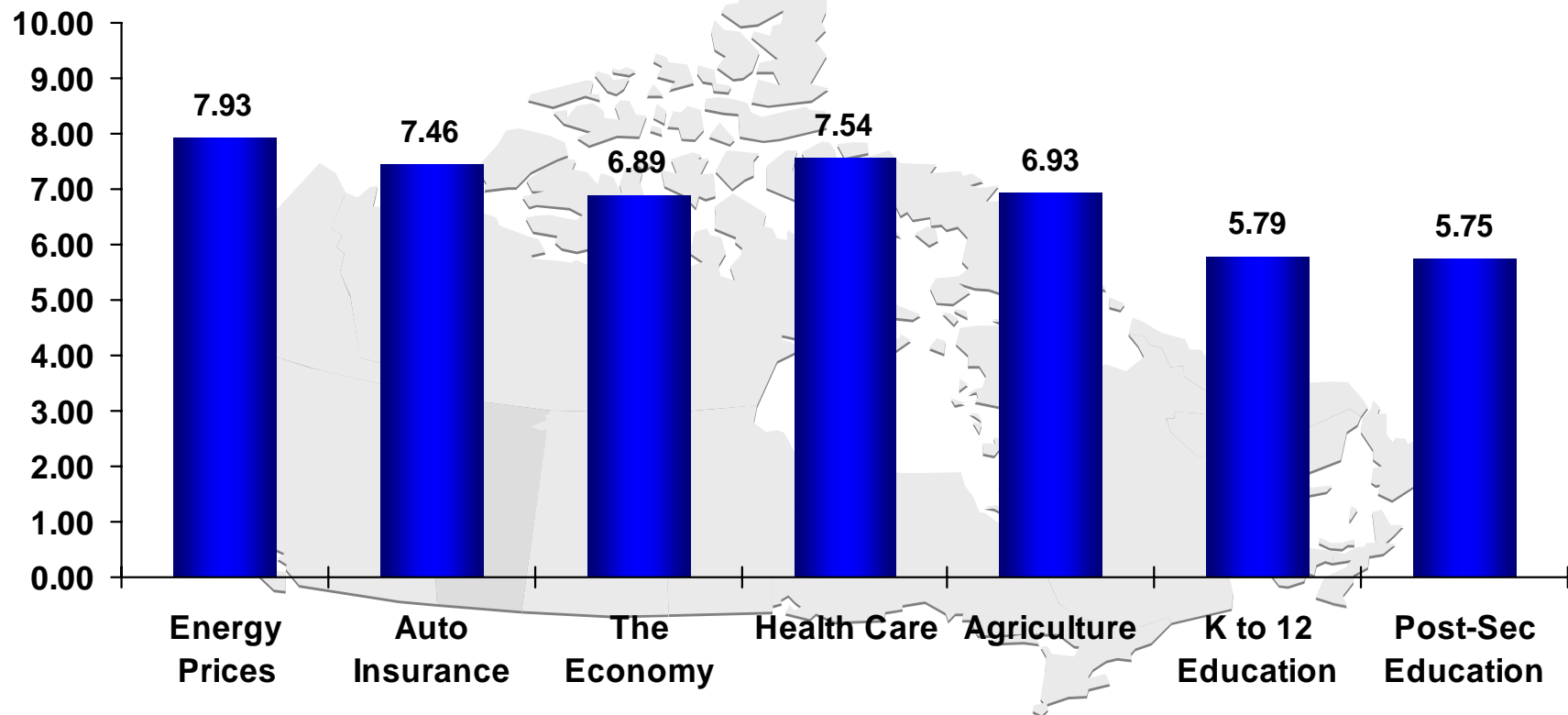
	Calgary	Edmonton	Small Cities	Rural South	Rural Centre	Rural North
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Energy Prices	92	90	92	86	92	90
Auto Insurance	85	81	83	80	87	75
The Economy	85	80	78	72	80	81
Health care	75	73	76	67	75	74
Agriculture	54	48	60	65	67	67
K to 12 Educ.	40	39	38	42	49	40
Post-Sec Educ.	41	40	39	29	33	22
	Male	Female	18 to 24	25 to 44	45 to 64	65+
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Energy Prices	89	91	76	92	93	87
Auto Insurance	84	80	79	84	84	73
The Economy	80	80	72	84	85	64
Health Care	69	77	70	74	77	65
Agriculture	55	59	48	58	61	53
K to 12 Educ.	38	43	22	55	37	19
Post-Sec. Educ.	34	38	45	38	38	21

Thinking of you and your family, please tell me whether you are or are not personally affected by the following issues at the present time.

Level of Concern

How Concerned Are You?

Average
1 means not at all concerned, 10 means extremely concerned



On a scale from one to ten where one means you are not at all concerned and ten means you are extremely concerned, please tell me how concerned you are about the following issues at the present time.

Level Of Concern

How Concerned Are You?

Average

1 means not at all concerned, 10 means extremely concerned

	Calgary	Edmonton	Small Cities	Rural South	Rural Centre	Rural North
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Energy Prices	7.66	7.84	8.03	7.88	8.47	8.40
Auto Insurance	7.63	7.43	7.25	7.50	7.67	7.09
The Economy	7.08	6.68	7.06	6.73	7.14	6.82
Health care	7.87	7.39	7.63	7.07	7.55	7.64
Agriculture	6.52	6.40	6.94	7.68	7.75	7.72
K to 12 Educ.	5.84	5.89	5.41	5.60	6.59	5.46
Post-Sec Educ.	6.11	5.98	5.58	5.21	5.85	5.07
	Male	Female	18 to 24	25 to 44	45 to 64	65+
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Energy Prices	7.70	8.11	6.75	7.94	8.20	8.07
Auto Insurance	7.41	7.49	7.09	7.35	7.72	7.42
The Economy	6.61	7.12	5.94	6.97	7.19	6.64
Health Care	7.07	7.93	6.61	7.40	7.90	7.79
Agriculture	6.74	7.08	5.51	6.77	7.33	7.49
K to 12 Educ.	5.29	6.20	3.87	6.40	5.88	5.10
Post-Sec. Educ.	5.41	6.03	5.72	5.48	6.09	5.77

On a scale from one to ten where one means you are not at all concerned and ten means you are extremely concerned, please tell me how concerned you are about the following issues at the present time.



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Calgary Court House

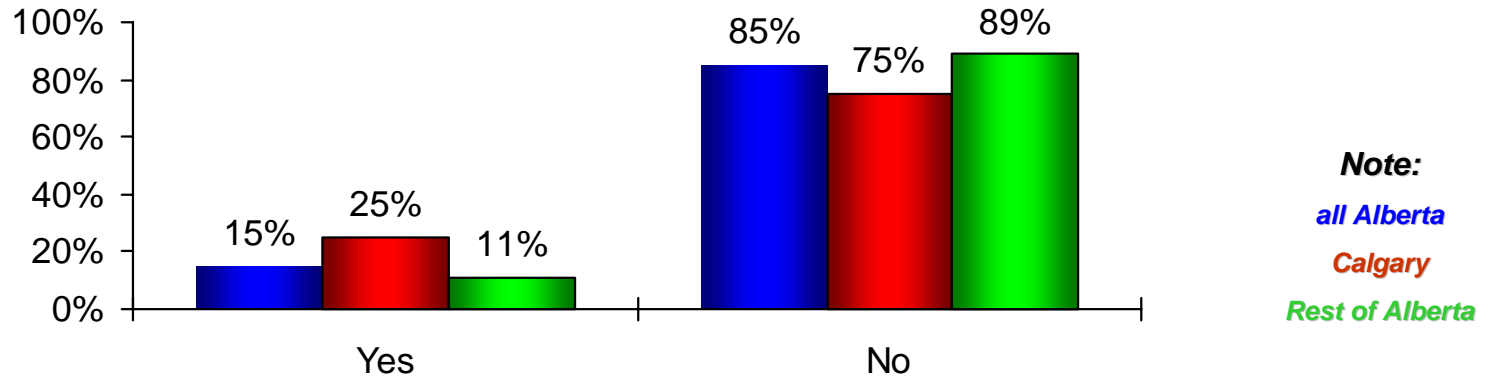


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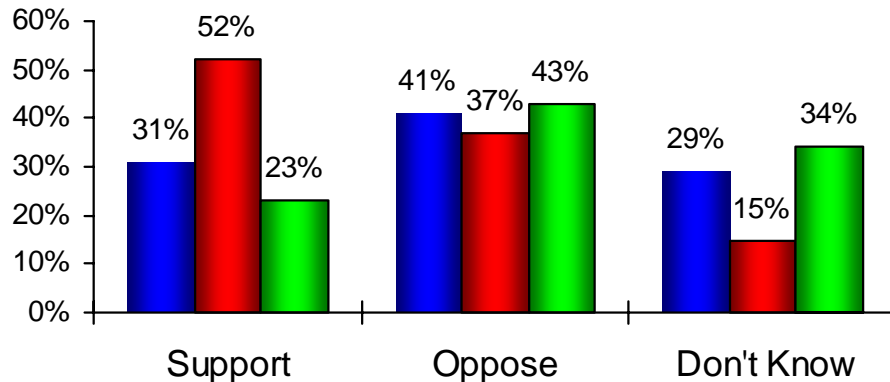
CALGARY, ALBERTA

Calgary Court House

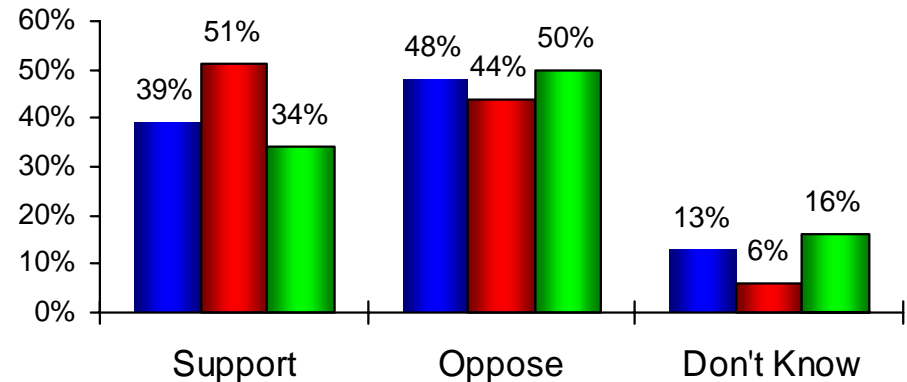
Are You Aware Of Plans To Build New Provincial Court House In Calgary?



Support For Building New Calgary Court House



Support For Building New Calgary Court House As A P3



Have you read, heard, or seen anything about the Alberta Government considering plans to build a new provincial courthouse in Calgary?

Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the Alberta Government building a new provincial courthouse in Calgary?

One idea under consideration is to build this courthouse through a Public-Private Partnership. This would involve having a private contractor build the courthouse and the Alberta government would lease the building. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the idea of building a Calgary courthouse through a public-private partnership?



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Learning



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Class Sizes

What Is The Size of Your Child's Class? Is Class More Than The Teacher Can Handle?

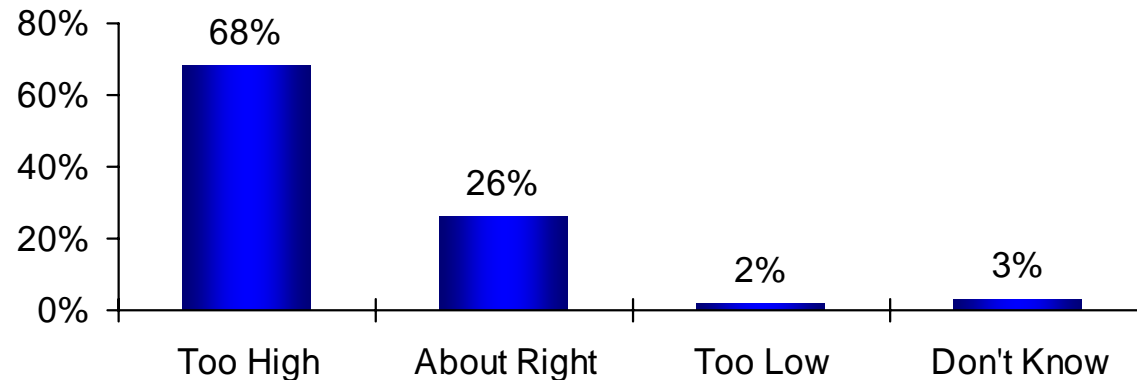
Have children in ...	Average Class Size	Is class more than can handle?			Average Class Size When ...	
		Yes	No	DK	More than teacher can handle	Not more than teacher can handle
Kindergarten (n=48)	20	33%	58%	9%	23.6	17.6
Grade 1 (n=35)	25	46%	46%	8%	29.6	20
Grade 2 (n=38)	22.9	35%	65%	0%	26.8	20.8
Grade 3 (n=32)	22.4	47%	44%	9%	27.5	17.9
Grade 4 (n=37)	22.7	37%	59%	3%	29.9	17.9
Grade 5 (n=43)	23.6	42%	55%	3%	27.4	20.6
Grade 6 (n=27)	24.1	35%	56%	9%	27.5	21.8
Grade 7 (n=31)	26.3	62%	26%	12%	28.5	19.4
Grade 8 (n=35)	25.5	45%	50%	5%	29.2	22.4
Grade 9 (n=40)	27.2	53%	34%	14%	28.3	24.9
Grade 10 (n=43)	28.8	68%	16%	16%	30.9	16.3
Grade 11 (n=46)	28.8	57%	30%	12%	31.7	24.1
Grade 12 (n=46)	29.5	56%	35%	9%	32.5	24.4
Average	25.1	47%	44%	8%	28.7	20.6

Are there children in your household that are in Kindergarten to Grade 12?

Can you tell me what grade each of these children are in, the approximate number of students in their classroom this year, and whether you think the number of students in their class is or is not more than the teacher can handle.

University Tuition

Is University Tuition Too High, Too Low, Or About Right?

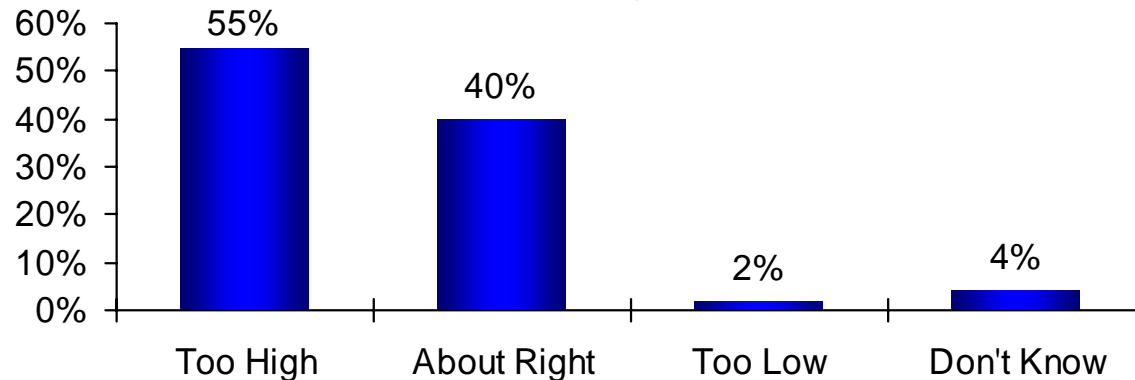


	Calgary	Edmonton	Small Cities	Rural South	Rural Centre	Rural North
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Too High	65	72	71	66	68	69
About Right	30	25	23	28	26	21
Too Low	3	2	2	3	1	1
Don't Know	2	2	4	3	5	9
	Male	Female	18 to 24	25 to 44	45 to 64	65+
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Too High	61	74	75	68	67	68
About Right	32	22	22	28	26	25
Too Low	3	1	1	2	3	1
Don't Know	4	3	2	1	5	6

Full-time university students in Alberta will pay an average of about \$4,500 for tuition this year. In your opinion, is this amount too high, too low, or about right?

College Tuition

Is College and Technical School Tuition Too High, Too Low, Or About Right?



	Calgary	Edmonton	Small Cities	Rural South	Rural Centre	Rural North
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Too High	52	59	61	50	52	52
About Right	42	36	36	46	42	39
Too Low	5	1	1	3	1	1
Don't Know	2	4	3	2	5	9
	Male	Female	18 to 24	25 to 44	45 to 64	65+
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Too High	48	60	61	52	54	58
About Right	44	36	35	43	38	36
Too Low	4	1	2	3	3	1
Don't Know	4	4	2	2	5	5

Full-time students who attend colleges and technical schools in Alberta will pay an average of about \$3,000 for tuition this year. In your opinion, is this amount too high, too low, or about right?



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Kyoto

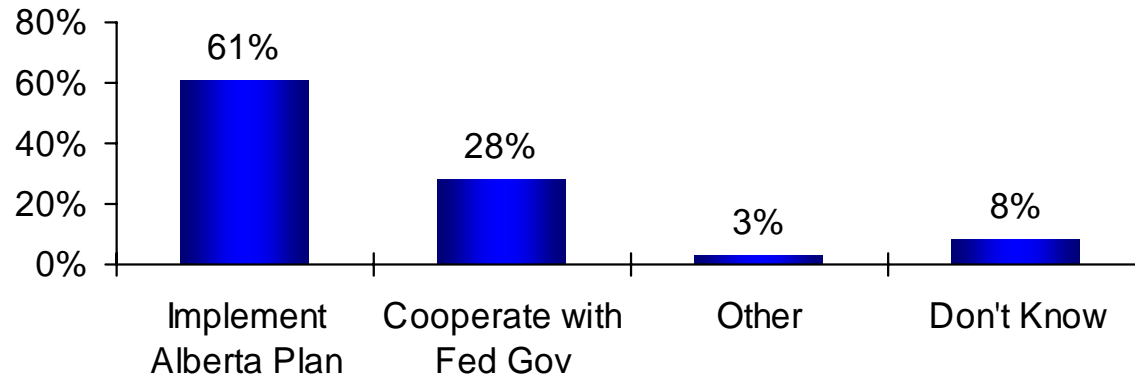


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Kyoto Protocol

How Would You Like Alberta Government To Proceed?



	Calgary	Edmonton	Small Cities	Rural South	Rural Centre	Rural North
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Alberta Plan	63	51	64	68	67	67
Cooperate w Fed Gov	30	36	28	17	26	23
Other	2	5	1	3	-	2
Don't Know	4	8	7	12	7	8
	Male	Female	18 to 24	25 to 44	45 to 64	65+
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Alberta Plan	63	59	62	66	57	57
Cooperate w Fed Gov	27	30	27	27	30	31
Other	4	2	-	2	5	2
Don't Know	6	9	11	6	8	10

As you may know, the Kyoto Protocol, which deals with the reduction of greenhouse gas emissions, was ratified by the Canadian government last December. The Alberta Government opposed the ratification of the Kyoto Protocol. How would you like the Alberta Government to proceed at the current time? Would you like the Alberta Government to ... Cooperate with the Federal Government in implementing the Kyoto Protocol OR Implement it's own made-in-Alberta plan for reducing greenhouse gas emissions.



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Natural Gas Rebates

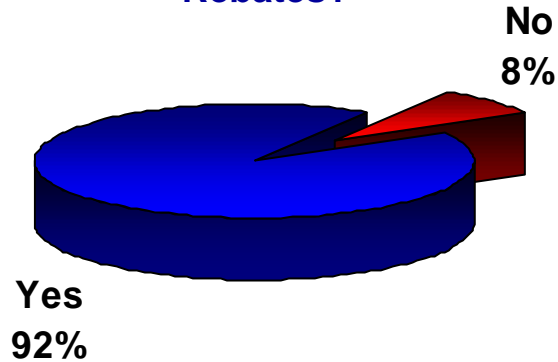


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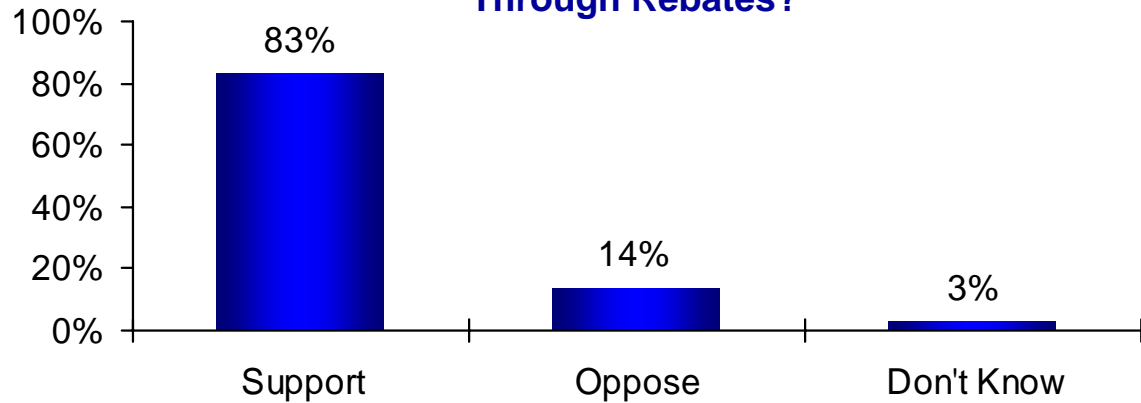
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Natural Gas Rebates

Heard Anything About Natural Gas Rebates?



Do You Support or Oppose Assisting Consumers Through Rebates?



	Calgary	Edmonton	Small Cities	Rural South	Rural Centre	Rural North
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Support	86	76	84	84	83	91
Oppose	13	20	14	8	14	7
Don't Know	1	5	2	8	3	2
	Male	Female	18 to 24	25 to 44	45 to 64	65+
	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03	Sep-03
Support	81	85	84	84	81	83
Oppose	16	12	16	13	15	13
Don't Know	3	4	1	3	4	4

Have you read, seen or heard anything in the past few weeks about the possibility of the Alberta government providing Albertans with natural gas rebates this winter?

Generally speaking, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the use of rebates and credits as a way of assisting consumers through periods of high natural gas prices?