FOCUS ALBERTA

April 2003

April 28, 2003

ENVIRONICS
RESEARCH GROUP

WESTERN CANADIAN DIVISION - CALGARY, ALBERTA

FOCUS ALBERTA

2003 - 3

Field Dates:
April 10 - 20, 2003

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 April 10 to April 20, 2003.

SAMPLE SELECTION

The sampling method was designed to complete 1001 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."

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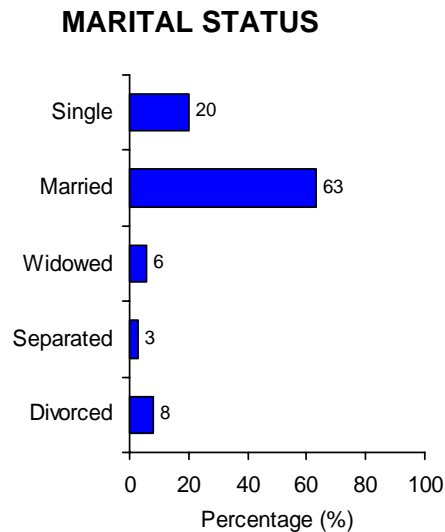
		Rural Central (n=100)	Rural South (n=100)	Rural North (n=100)	Calgary (n=250)	Edmonton (n=250)	Small Cities (n=200)
Rural Central	(n=100)						
Rural South	(n=100)	15%					
Rural North	(n=100)	15%	15%				
Calgary	(n=250)	12%	12%	12%			
Edmonton	(n=250)	12%	12%	12%	9%		
Small Cities	(n=200)	13%	13%	13%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

Sampling Methodology

RURAL CENTRES	Number of Interviews	Percent of Total Sample	Margin of Error (95%)
North Region	**101**	**10.0%**	**9.8%**
Including:			
St. Paul			
Westlock			
Barrhead			
Morinville			
Slave Lake			
Vegreville			
Lac La Biche			
Central Region	**100**	**10.0 %**	**9.8%**
Including:			
Rocky Mountain House			
Sundre			
Innisfail			
Stettler			
Lacombe			
Drumheller			
Wainwright			
South Region	**100**	**10.0 %**	**9.8%**
Including:			
Banff			
Claresholm			
Fort Macleod			
Cardston			
Taber			
High River			

URBAN CENTRES *	Number of Interviews	Percent of Total Sample	Margin of Error (95%)
Calgary	**250**	**25.0%**	**6.2%**
Edmonton	**250**	**25.0%**	**6.2%**
Small Cities	**200**	**25.0%**	**6.2%**
Including:			
Lethbridge			
Medicine Hat			
Red Deer			
Wood Buffalo / Ft. McMurray			
Grande Prairie			
Brooks			
Camrose			
Grand Centre			
Lloydminster			
Wetaskiwin			
TOTAL	**1001**	**100%**	**3.1%**

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

Demographic Profile of Survey Respondents

AGE DISTRIBUTION

Age group	Percentage
18 - 19 years	2
20 - 24 years	6
25 - 34 years	19
35 - 44 years	27
45 - 54 years	20
55 - 64 years	11
65 + years	15

YEARS LIVED IN ALBERTA

Years	Percentage
10 years or less	16
11 to 25 years	23
26 to 45 years	35
More than 45 years	25

GENDER

Female 50%
Male 50%

MARITAL STATUS

Status	Percentage
Single	20
Married	63
Widowed	6
Separated	3
Divorced	8
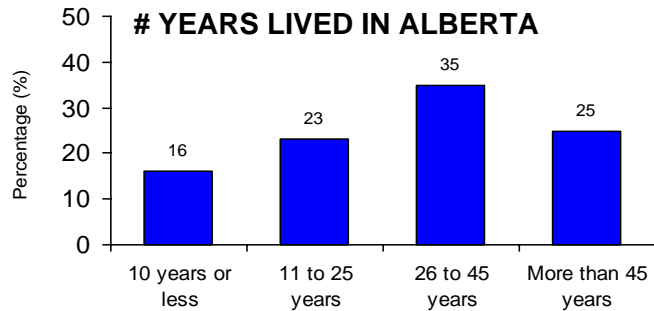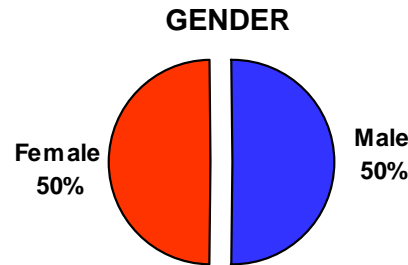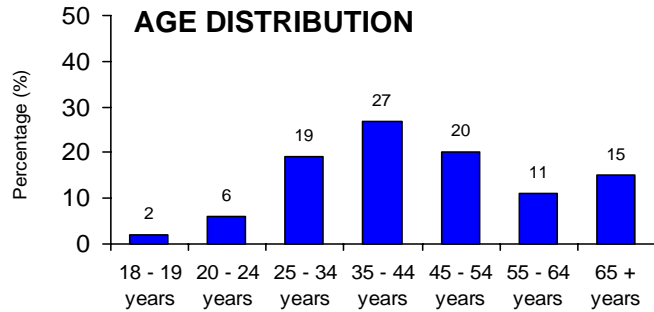
OCCUPATION

Teacher	5%
Health care worker	6%
Other professional	23%
Administration (CEO's, managers)	16%
Technicians	7%
Office workers (clerical)	7%
Tradesmen	12%
Unskilled workers	15%
Farmers	6%
Sales	2%

SECTOR

Public	26%
Private	72%

EDUCATION

Some Elementary (grades 1 - 7)	1%
Completed Elementary (grade 8)	3%
Some High School (grades 9 - 11)	11%
Completed High School (grade 12 or 13)	24%
Some College / Trade School	10%
Completed College / Trade School	21%
Some University	7%
Completed University (Bachelors degree)	17%
Post Graduate (masters, PhD)	6%

HOUSEHOLD INCOME

Under $10,000	4%
$10,000 - $19,999	7%
$20,000 - $29,999	9%
$30,000 - $39,999	10%
$40,000 - $59,999	18%
$60,000 - $79,999	13%
$80,000 - $99,999	9%
$100,000 and over	13%
Refused / Don't know	18%

EMPLOYMENT STATUS

Working full-time	55%
Working part-time	10%
Unemployed or looking for a job	4%
Stay at home full-time	10%
Student	4%
Retired	17%

TENURE

Own	77%
Rent	21%

Important Alberta Issues

- Health Care   28%

- Environment   6%

- Education   13%

- Economy   7%

- Price of Utilities   8%

What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues

- Health Care   52%

- Education   37%

- Environment   17%

- Economy   16%

- Price of Utilities   18%
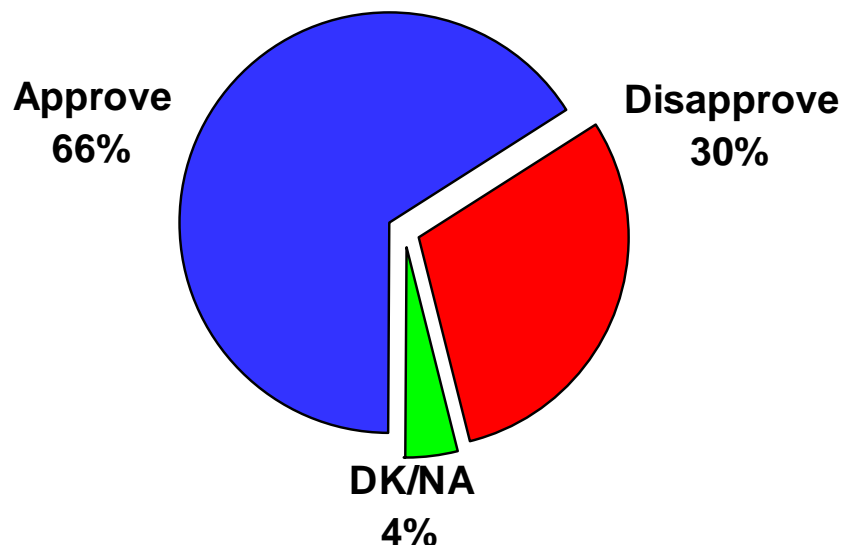
What other important issues are facing Alberta today?

Environics West

Government Approval Rating

- Approve   66%
- Disapprove   30%
- Don't know/no answer   4%

Overall, do you approve or disapprove of the performance of the Provincial Government?

Approval Rating of Government

Approve
66%

Disapprove
30%

DK/NA
4%

Reasons for APPROVAL

Doing a good job

Reducing debt/balanced budget

Good/honest leader

We are a rich province

Good/stable/fiscally responsible gov't

Good economy

Listening to/caring for Albertans

Doing the right things

Good healthcare/increased funding

Note: Mentions below 5% are not listed.

Reasons for DISAPPROVAL

Wrong direction on healthcare/under-funded

Wrong direction for education/under-funded

Not listening to/caring for Albertans

Spending money in wrong areas

Poor/dishonest leader

Too much privatization

Only focussed on big business/the rich

Not helping poverty/low minimum wage

Poor government/no accountability

Doing the wrong things

Only concerned with their own interests

Percent of Respondents who <u>Approve</u>

- Health Care   41%
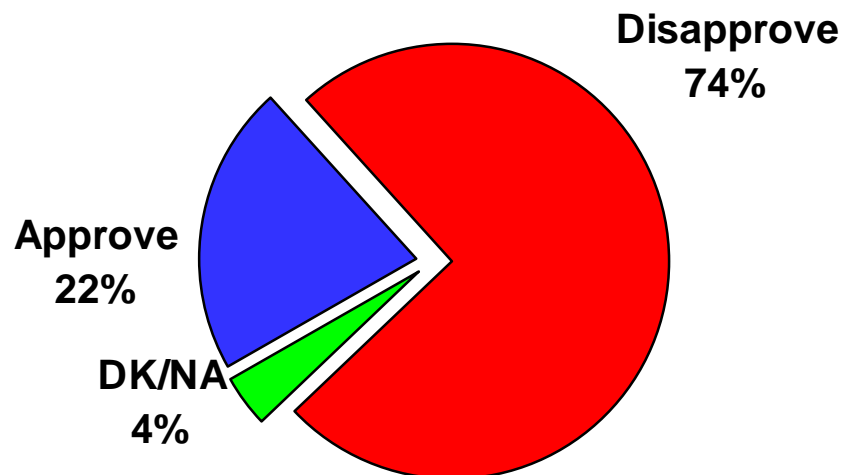
- Education   37%

- Infrastructure   52%

- Managing province's finances   60%

- Energy costs   22%

Generally speaking, do you approve or disapprove of the way the Provincial Government is handling the issue of ...?

ENERGY COSTS

Disapprove
74%

Approve
22%

DK/NA
4%

Reasons for APPROVAL

Prices are still reasonable

They are doing their best

There's not much they can do

Free market/competition is good

Gov't can't/shouldn't subsidize costs
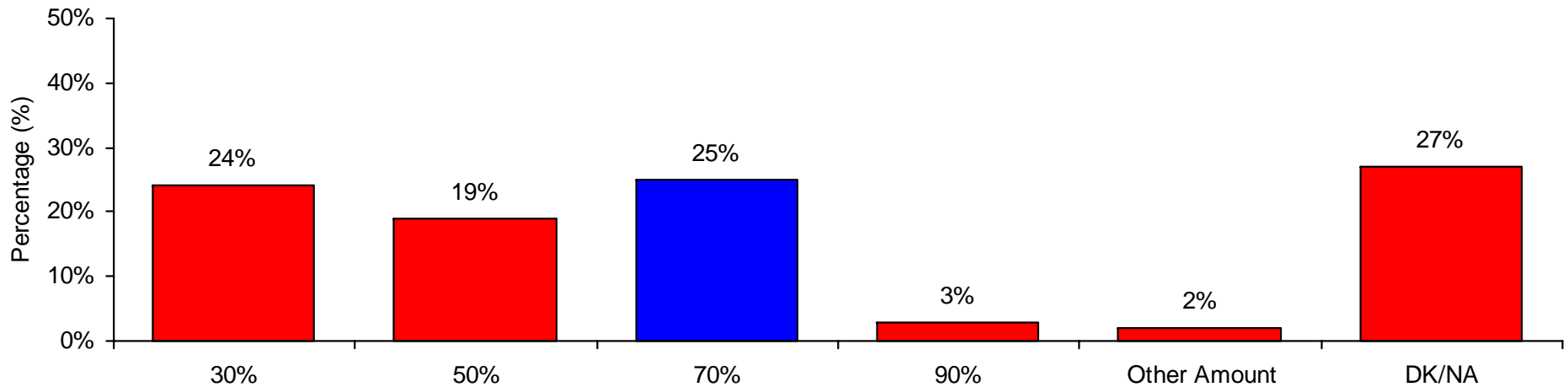
We must pay for energy we use

Reasons for DISAPPROVAL

High energy costs

Disagree with privatization/deregulation

Should be subsidized/
    lower price because it's our resource

Lost control of pricing

Would like more rebates

Note: Mentions below 5% are not listed.

What percentage of Alberta's budget is spent on health care, education and infrastructure?


Note: 70% is the correct response. Results highlighted in yellow indicate findings that are significantly higher than other results, while results highlighted in blue are significantly lower.

To the best of your knowledge, what percentage of the Alberta Government's annual budget is spent IN TOTAL on health care, education and infrastructure?

What percentage of Alberta's debt has been paid off in the past decade?
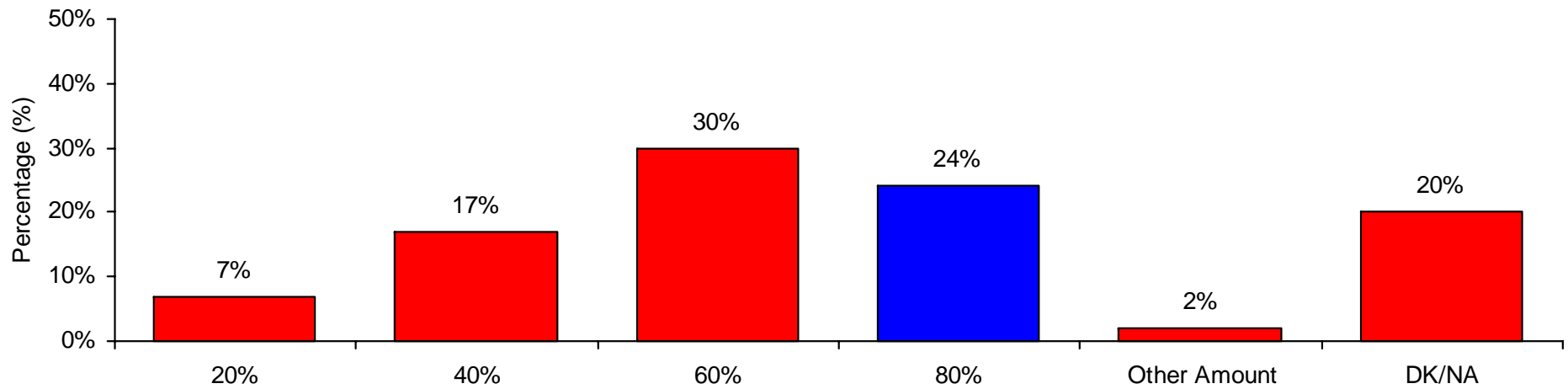
Note: 80% is the correct response.

To the best of your knowledge, what percentage of the Alberta Government's accumulated debt has been paid off in the past decade?