

Research Findings

Prepared by: Environics West

April 2002



Top of Mind - Single Mention

•Health Care	30%
•Environment	4%
•Education	21%
•Economy	7%
•Social services	3%

What is the SINGLE most important issue facing Alberta today?



Share of Mind - Total Mentions

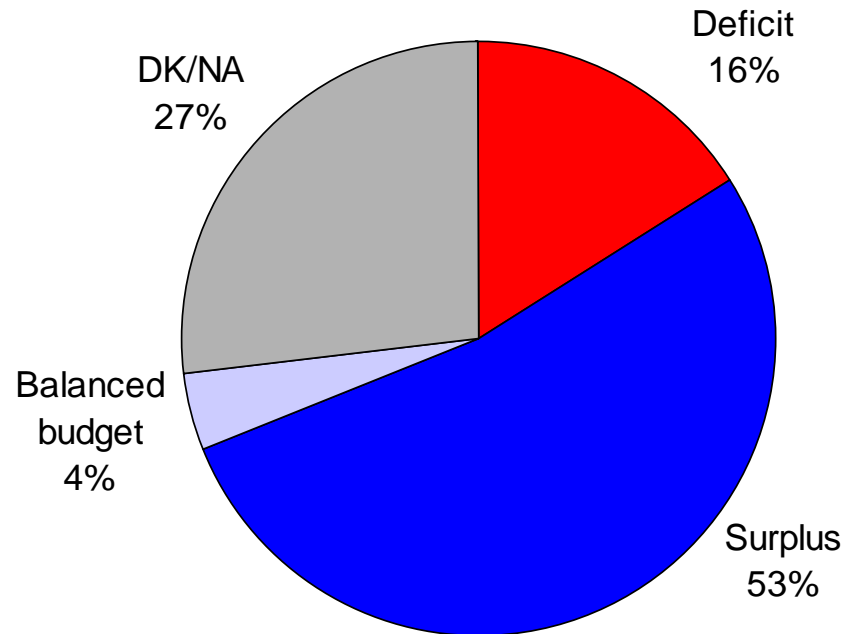
•Health Care	56%
•Education	52%
•Environment	14%
•Economy	16%
•Social services	10%

What other important issues are facing Alberta today?



Top of Mind - Single Mention

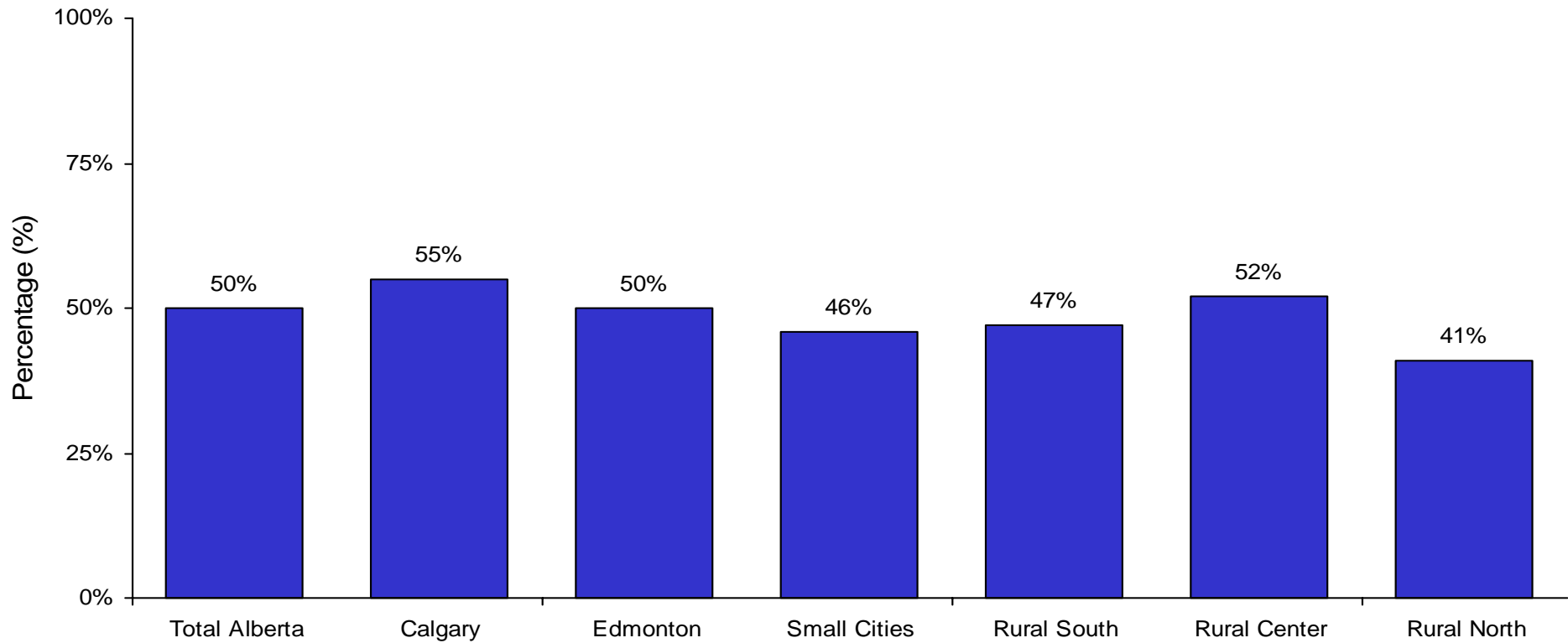
•Infrastructure	23%
•Health care	7%
•Population growth	5%
•Weather/drought	3%
•Crime	2%



To the best of your knowledge, is Alberta's budget for this year operating at a deficit, that is spending more than it gathers in revenue, or at a surplus, that is spending less than it gathers in revenue?



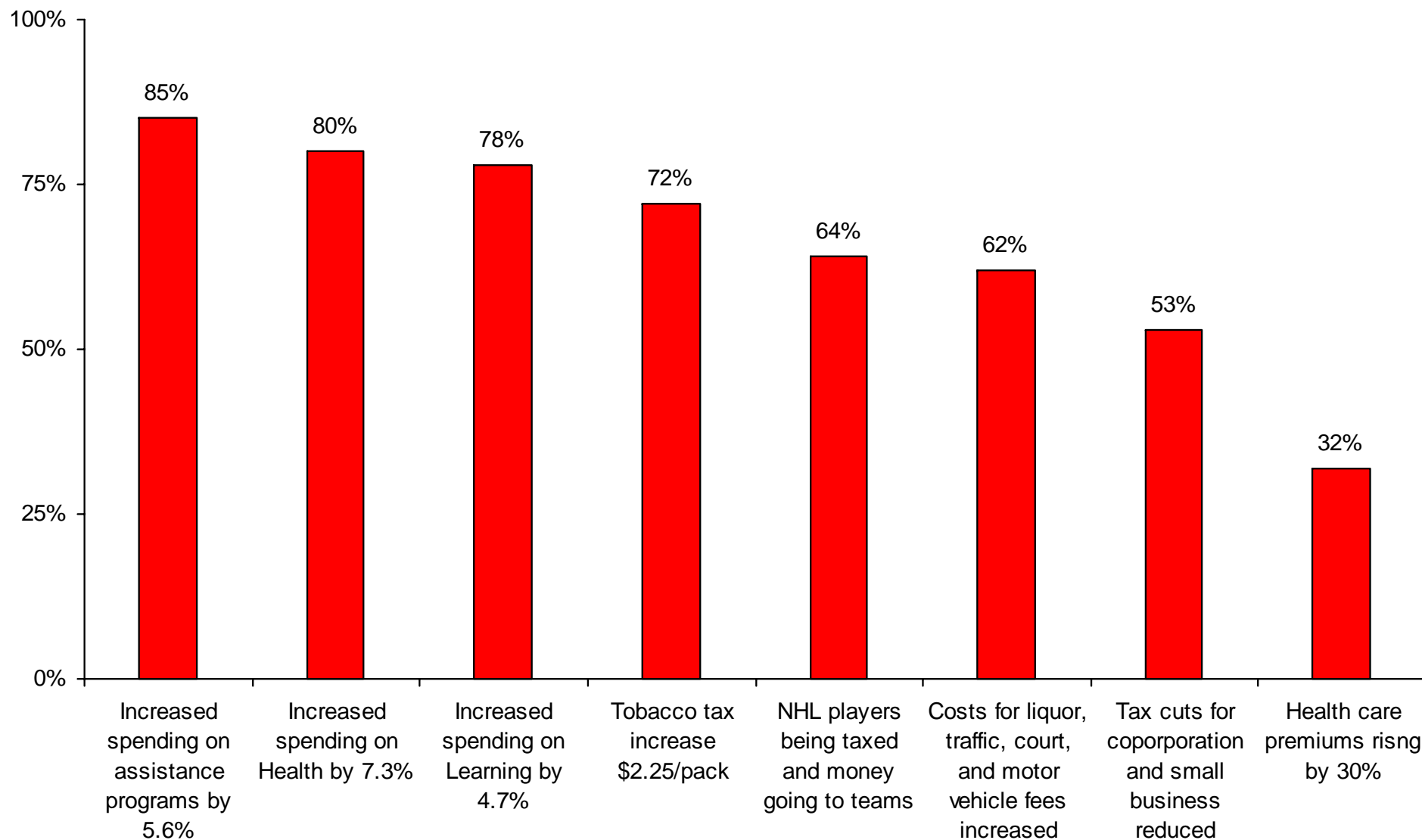
Percent of Respondents who are Familiar



As you may know, on February 24, the Alberta Government released the latest provincial budget. How familiar are you with this recent budget?



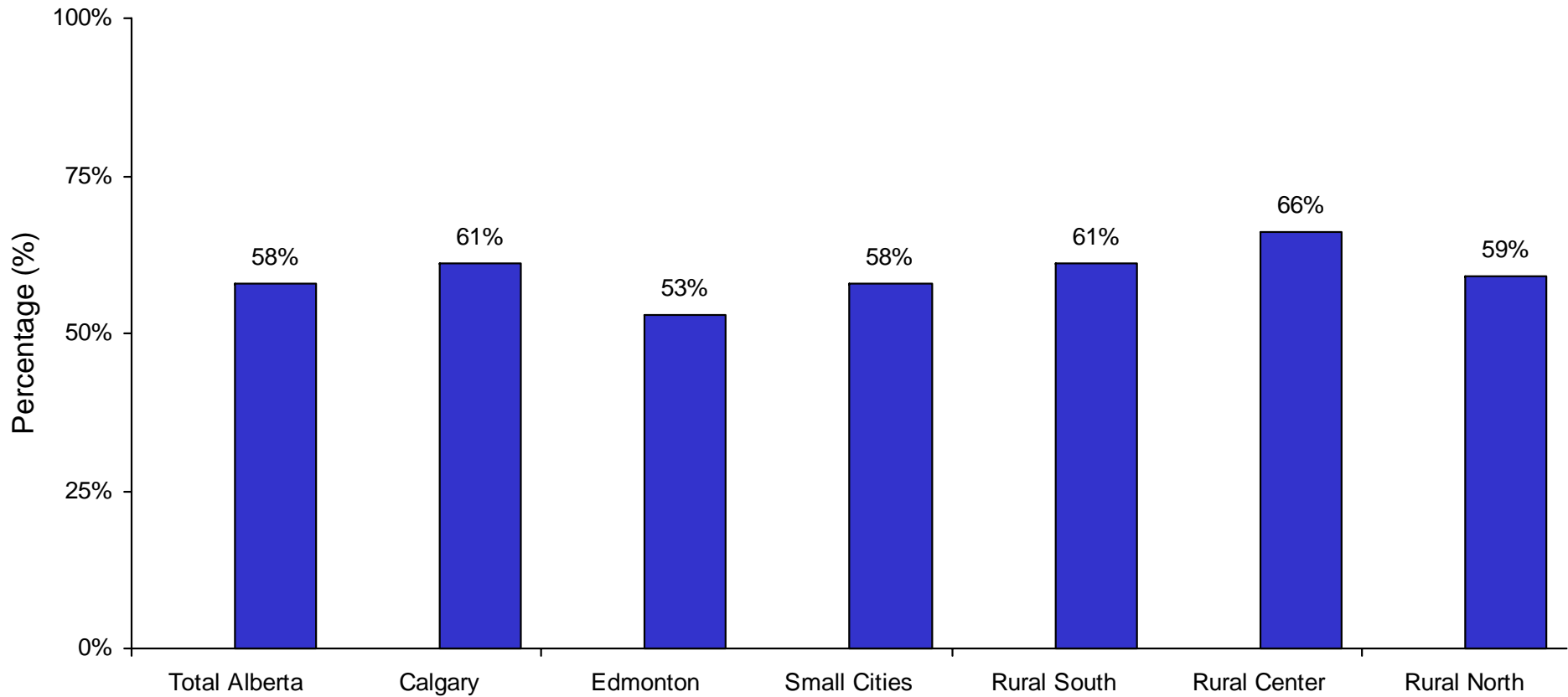
Percent of Respondents who Approve



Are you aware of the following announcements that were made in the budget?



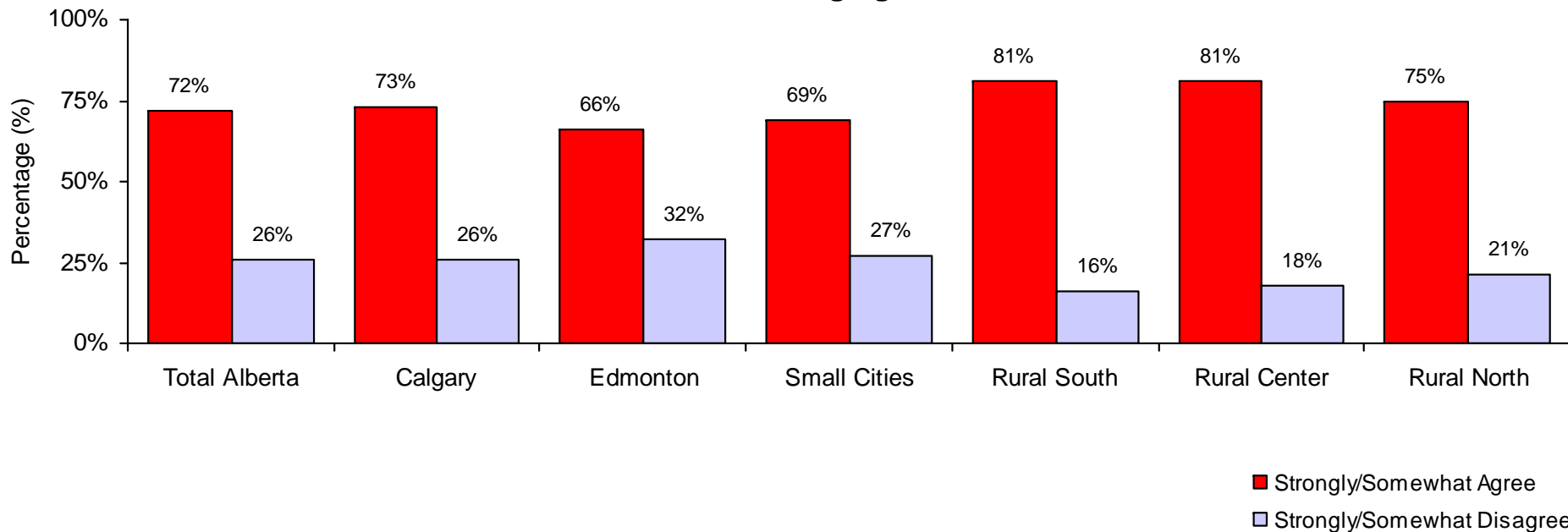
Percent of Respondents who are Satisfied



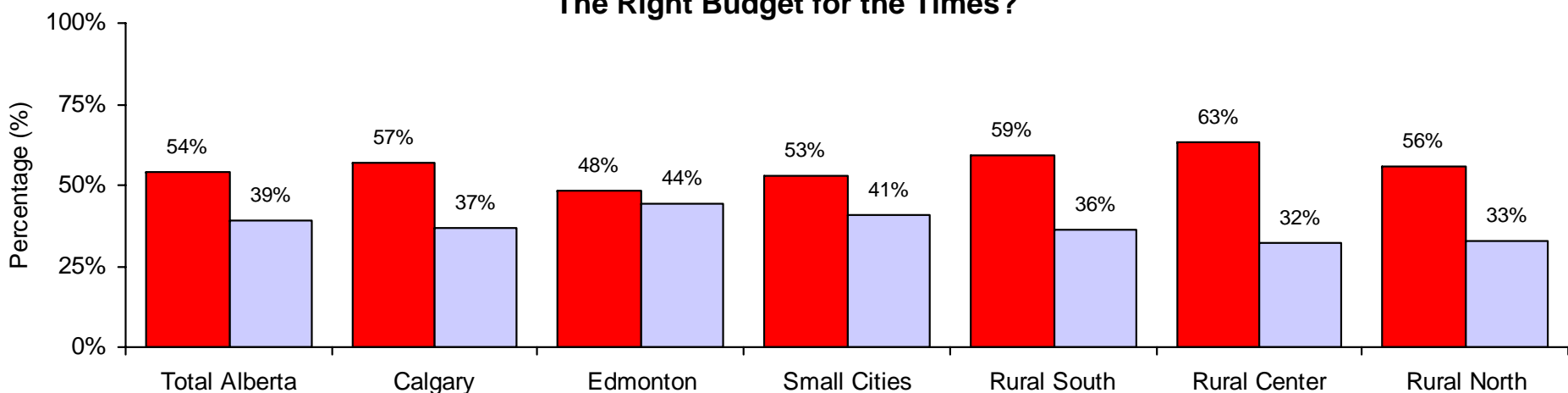
Generally speaking, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with this budget?



Are these Challenging Times?



The Right Budget for the Times?



The theme of this year's budget was "The Right Decisions for Challenging Times". Overall, would you say you agree or disagree that these are challenging times?

Overall, would you say you agree or disagree that the budget included the right decisions for the province at this time?



Right Budget For Challenging Times

AGREE*

Fiscally responsible

- Increased funding to health care
- Increased funding to education
- Increasing tax on tobacco/ liquor/ vehicles
- They are addressing most of the issues
- Focusing on debt reduction
- Tried their best/ did whatever they could
- Situation is tough right now
- Addressing senior's benefits
- Increase funding/ spending
- Helping those in need

DISAGREE*

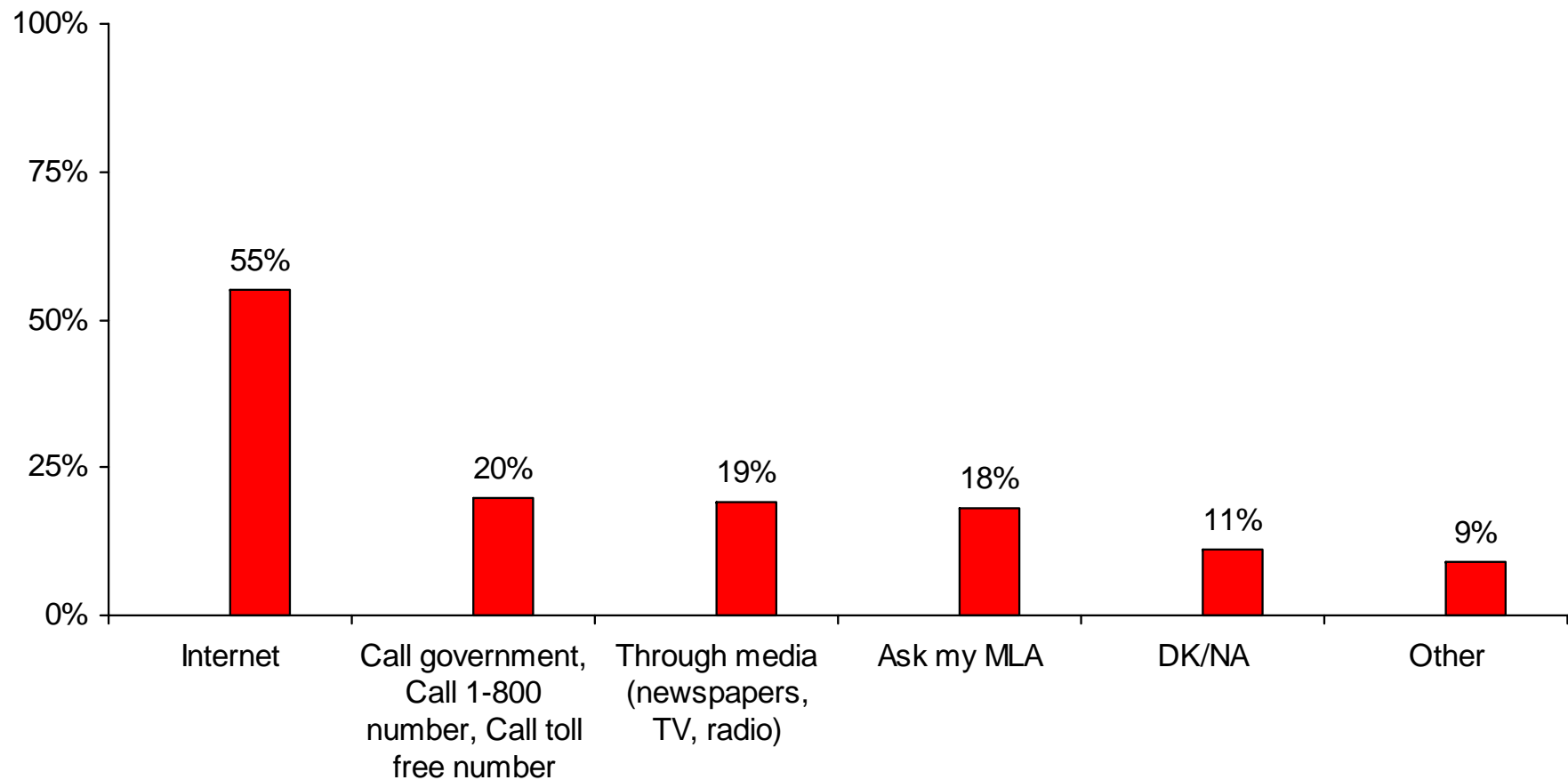
- Not enough to health care/ still problems
- Not enough to education/ cuts/ teachers
- Spending on wrong things/ not far enough
- Raising taxes
- Don't have a thorough plan
- Not enough to senior benefits
- Not helping those in need
- Raising health care premium
- Exaggerating the current financial difficulties
- Giving themselves raises
- High cigarette price/ liquor
- Nothing/ not enough to social programs
- Rely on gas revenue
- Too much emphasis on debt/ deficit reduction
- Too many cutbacks
- Huge tax cuts to corporations
- Taxes are not targeted to the right group
- Need more public debate/ listen more

* NOTE: Mentions below
3% are not listed here.

Why do you AGREE/DISAGREE that this budget included the right decisions for the province at this time?



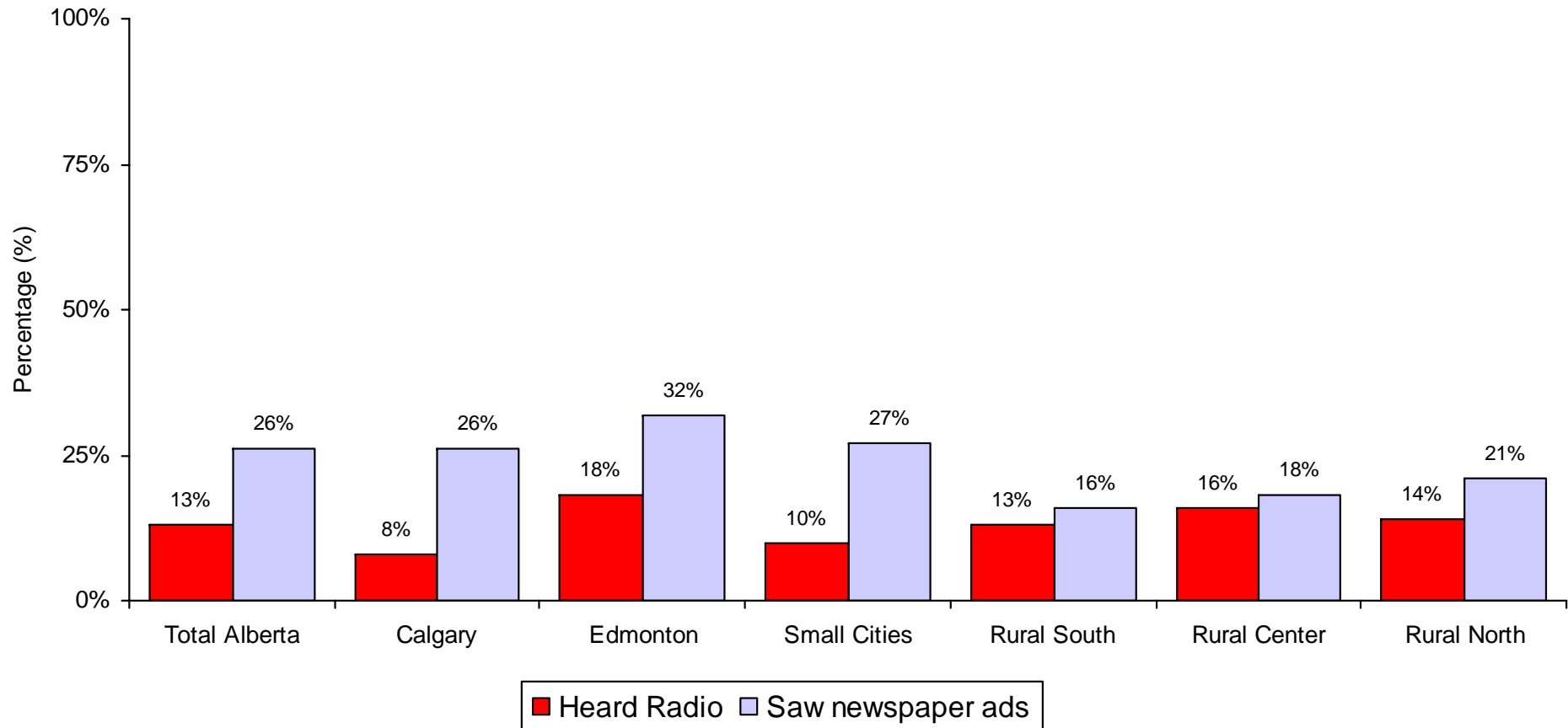
Where Would You Go For Information on the Budget?



If you wanted to get more information about the budget, how do you think you might go about getting this information?



Awareness of Budget Advertising

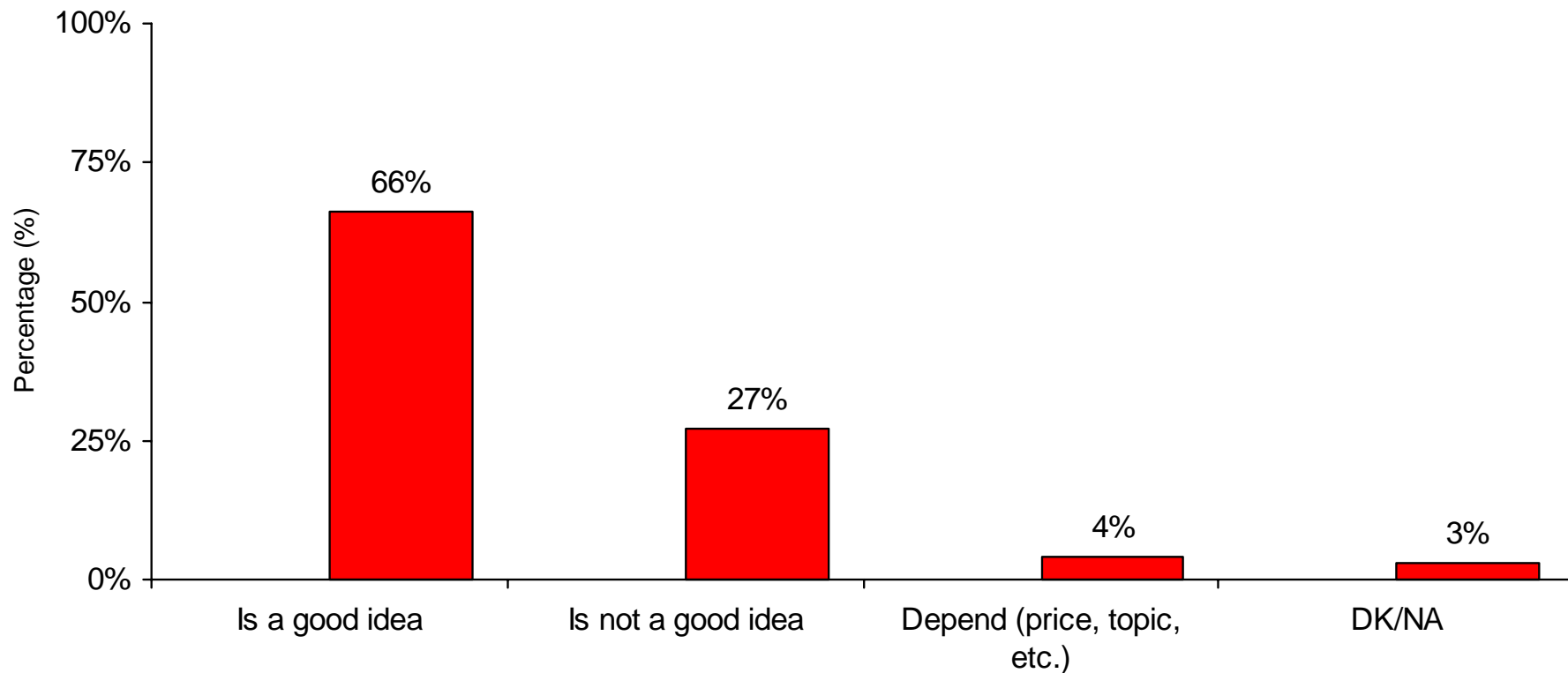


Did you hear any radio ads about the provincial budget and how you could get more information about the budget?

Did you see an ad in a newspaper about the provincial budget and how you could get more information about the budget?



Are Budget Ads a Good Idea?



Keeping in mind that there is a cost associated with funding ads like these, is it or is it not a good idea for government to run ads designed to tell people how they can get more information about things the provincial government is doing?