



Focus Alberta 2003 – Wave 6



Alberta Public Affairs Bureau Omnibus Survey

Field Dates:
November 18 to 28, 2003



Focus Alberta 2003 – 6

Methodology



ENVIRONICS
RESEARCH GROUP

CALGARY, ALBERTA

Research Methodology



SURVEY METHOD

The results of the survey are based on a probability sample of 1000 adults living in Alberta. The survey was conducted by telephone from November 18 to 28, 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 1000 persons within the population produces results which are reliable to within plus or minus 3.0%, 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 total, and a negative sign (-) is produced if a result is significantly lower, while a plus sign (+) 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.

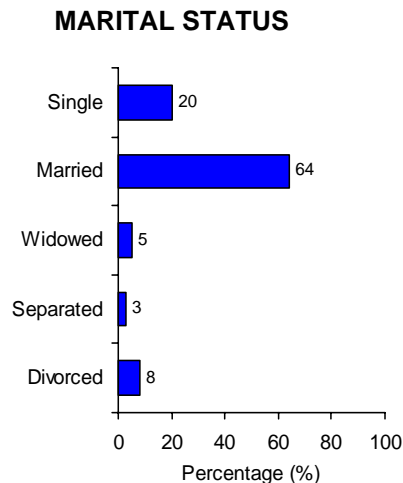
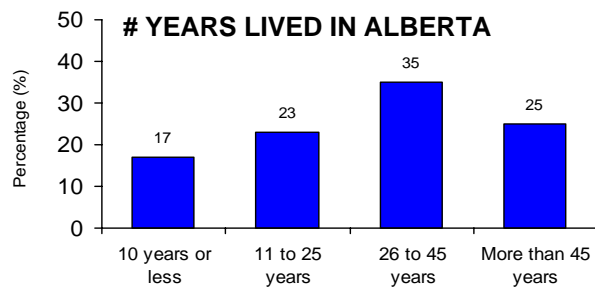
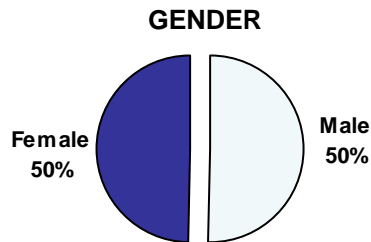
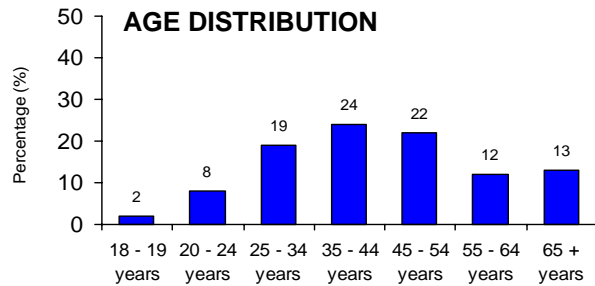
	Rural Central (n=100)	Rural South (n=100)	Rural North (n=100)	Calgary (n=250)	Edmonton (n=250)	Small Cities (n=200)
Rural Central (n=100)						
Rural South (n=100)	15%					
Rural North (n=100)	15%	15%				
Calgary (n=250)	12%	12%	12%			
Edmonton (n=250)	12%	12%	12%	9%		
Small Cities (n=200)	13%	13%	13%	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	99	9.9%	10.0%	Calgary	250	25.0%	6.2%
Central Region Including: Rocky Mountain House Sundre Innisfail Stettler Lacombe Drumheller Wainwright	100	10.0 %	10.0%	Edmonton	250	25.0%	6.2%
South Region Including: Banff Claresholm Fort Macleod Cardston Taber High River	100	10.0 %	10.0%	Small Cities Including: Lethbridge Medicine Hat Red Deer Wood Buffalo / Ft. McMurray Grande Prairie Brooks Camrose Cold Lake Lloydminster Wetaskiwin	201	20.1%	7.0%
				TOTAL	1000	100%	3.0%

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

Demographic Profile of Survey Respondents



EDUCATION

Some Elementary (grades 1 - 7)	1%
Completed Elementary (grade 8)	2%
Some High School (grades 9 - 11)	11%
Completed High School (grade 12 or 13)	22%
Some College / Trade School	13%
Completed College / Trade School	21%
Some University	8%
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	11%
\$40,000 - \$59,999	17%
\$60,000 - \$79,999	15%
\$80,000 - \$99,999	9%
\$100,000 and over	12%
Refused / Don't know	16%

EMPLOYMENT STATUS

Working full-time	58%
Working part-time	11%
Unemployed or looking for a job	3%
Stay at home full-time	9%
Student	5%
Retired	14%

TENURE

Own	76%
Rent	23%

OCCUPATION

Teacher	7%
Health care worker	7%
Other professional	17%
Administration (CEO's, managers)	17%
Technicians	7%
Office workers (clerical)	8%
Tradesmen	13%
Unskilled workers	16%
Farmers	5%
Sales	2%

SECTOR

Public	32%
Private	67%



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Important Issues



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Important Alberta Issues

What's the most important issue facing Alberta today?

Single Mention

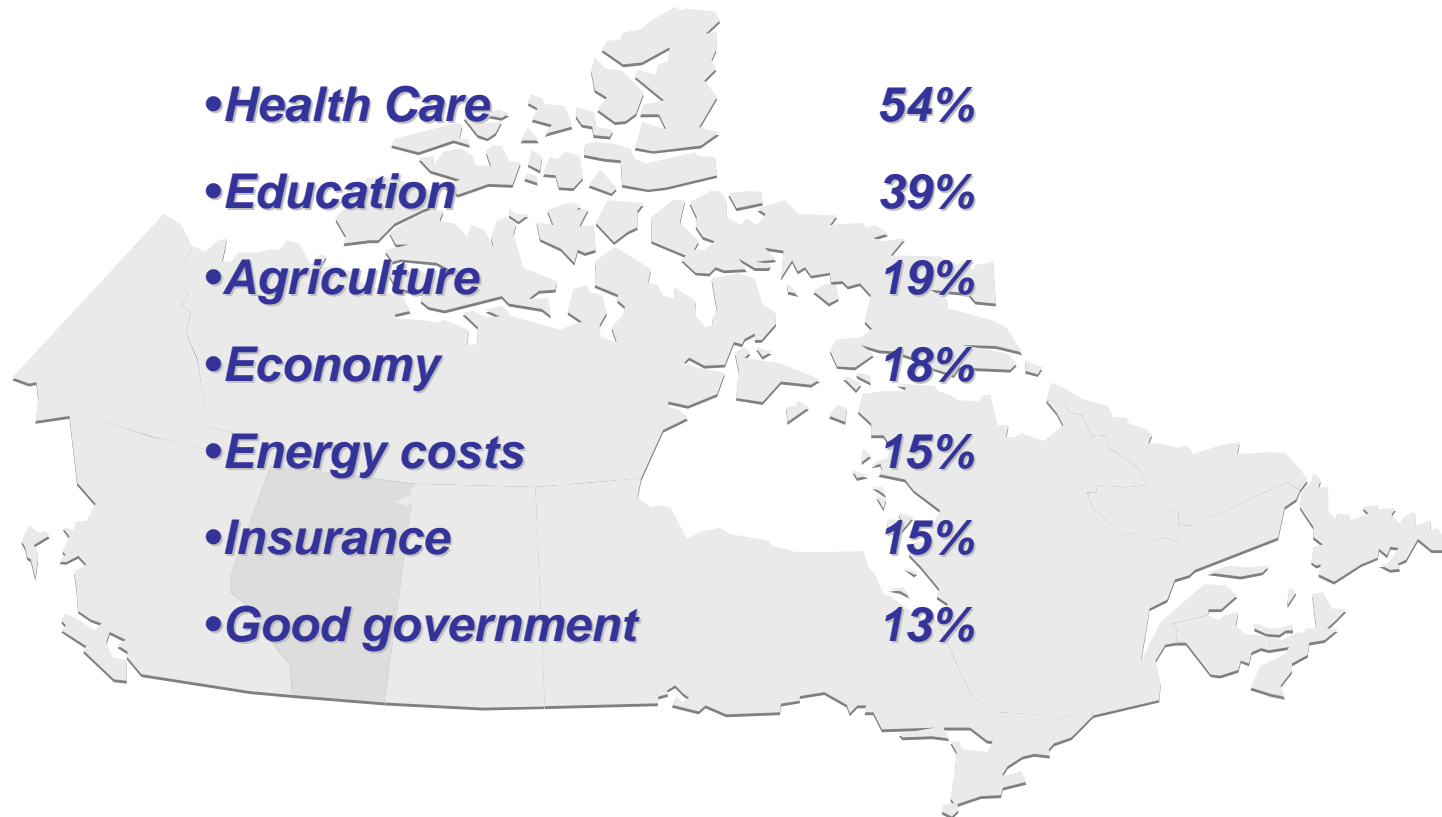


What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues

What other important issues are facing Alberta today?

Total Mentions



What other important issues are facing Alberta today?



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Performance of Government

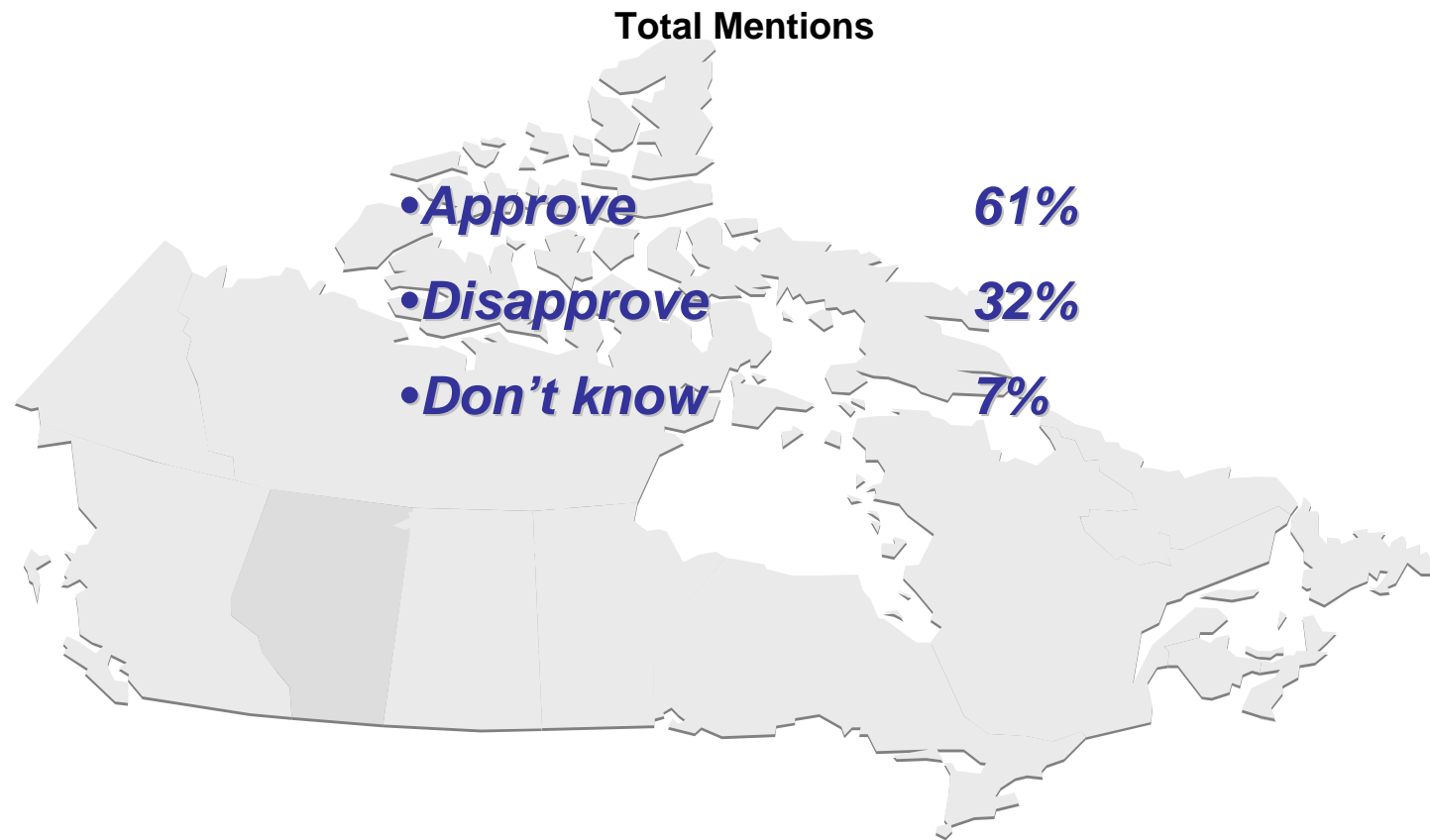


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Performance of Government

Do you approve or disapprove of the performance of the Provincial Government?



Overall, do you approve or disapprove of the performance of the Provincial Government? Would that be strongly or somewhat approve/disapprove?

Performance of Government

Do you approve or disapprove of the performance of the Provincial Government?

Total Mentions

	Calgary	Edmonton	Small Cities	Rural South	Rural Centre	Rural North
	Nov-03	Nov-03	Nov-03	Nov-03	Nov-03	Nov-03
Approve	66	54	58	65	67	65
Disapprove	28	41	36	27	28	24
Don't know	6	5	6	8	5	11
	Male	Female	18 to 24	25 to 44	45 to 64	65+
	Nov-03	Nov-03	Nov-03	Nov-03	Nov-03	Nov-03
Approve	68	54	74	64	55	58
Disapprove	27	37	21	29	39	36
Don't know	4	9	5	8	6	6

Overall, do you approve or disapprove of the performance of the Provincial Government?
Would that be strongly or somewhat approve/disapprove?

Performance of Government

Why approve or disapprove of the performance of the Provincial Government?

