

FOCUS ALBERTA

January 2002



January 28, 2002



ENVIRONICS
RESEARCH GROUP

WESTERN CANADIAN DIVISION - CALGARY, ALBERTA

FOCUS ALBERTA

2002 - 2

Research Findings For: Public Affairs Bureau

Field Dates:
Jan 22 - Jan 27, 2002



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 January 22 to January 27, 2002.

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 11 urban centers and 3 rural regions within the province based on information from Statistics Canada 1996 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.

	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%	

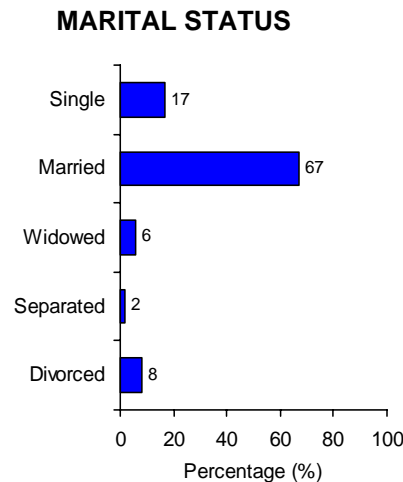
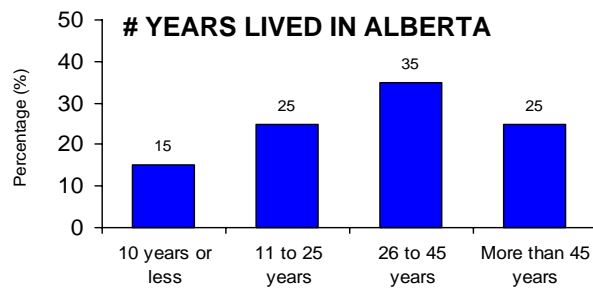
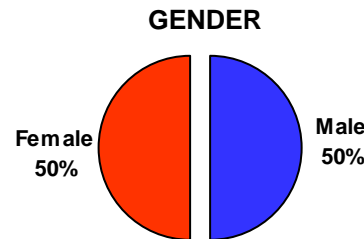
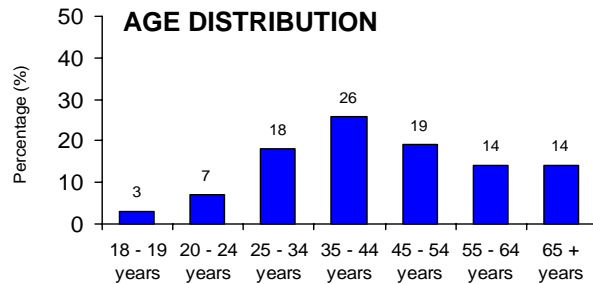
Sampling Methodology



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	100	10.0%	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	250	25.0%	6.2%
South Region Including: Banff Brooks Claresholm Fort Macleod Cardston Taber High River	100	10.0 %	9.8%	Small Cities Including: Lethbridge Medicine Hat Red Deer Wood Buffalo / Ft. McMurray Grande Prairie Camrose Grand Centre Lloydminster Wetaskiwin	201	25.0%	6.2%
				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	6%
Other professional	18%
Administration (CEO's, managers)	17%
Technicians	6%
Office workers (clerical)	9%
Tradesmen	11%
Unskilled workers	19%
Farmers	7%
Sales	1%

SECTOR

Public	24%
Private	75%

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)	27%
Some College / Trade School	10%
Completed College / Trade School	20%
Some University	8%
Completed University (Bachelors degree)	14%
Post Graduate (masters, PhD)	6%

HOUSEHOLD INCOME

Under \$10,000	3%
\$10,000 - \$19,999	7%
\$20,000 - \$29,999	11%
\$30,000 - \$39,999	12%
\$40,000 - \$59,999	19%
\$60,000 - \$79,999	14%
\$80,000 - \$99,999	6%
\$100,000 and over	11%
Refused / Don't know	16%

EMPLOYMENT STATUS

Working full-time	58%
Working part-time	12%
Unemployed or looking for a job	2%
Stay at home full-time	8%
Student	4%
Retired	17%

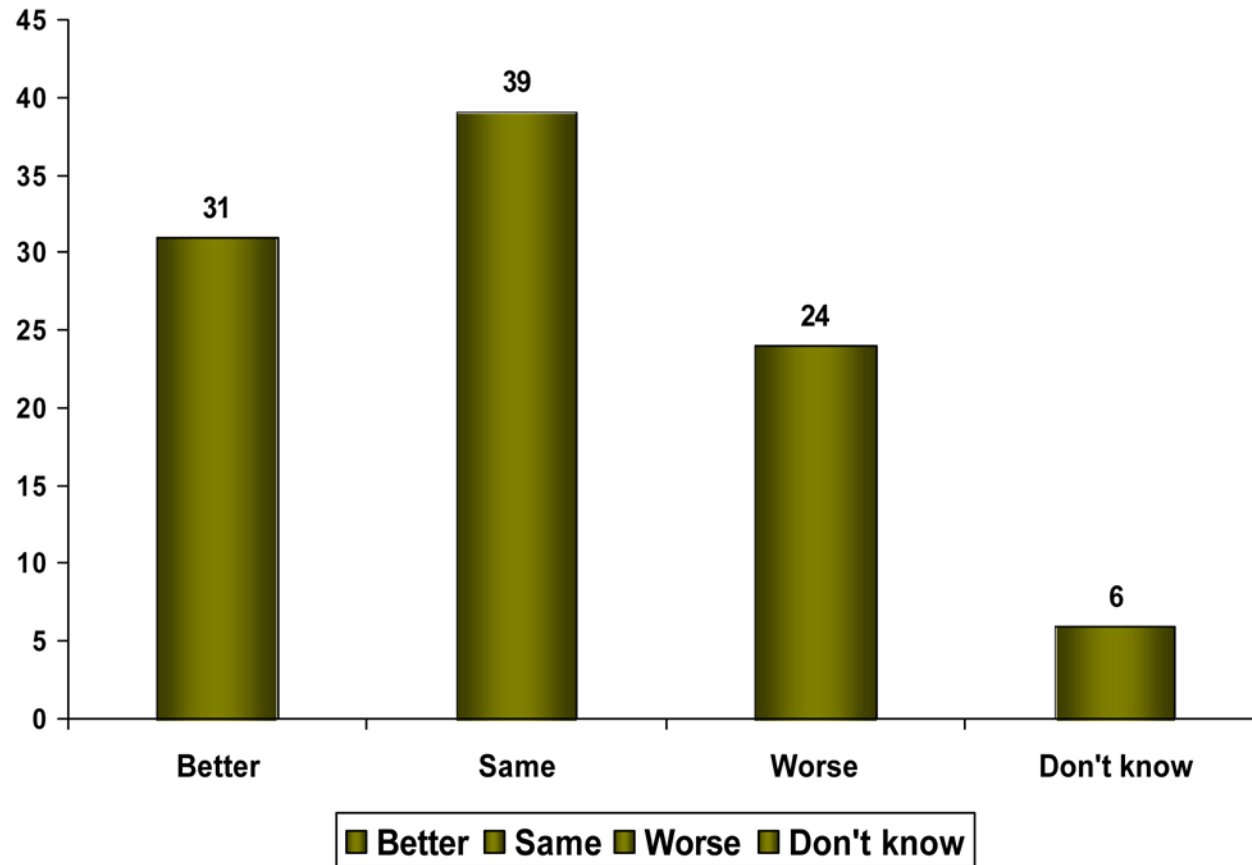
TENURE

Own	78%
Rent	21%

PART I

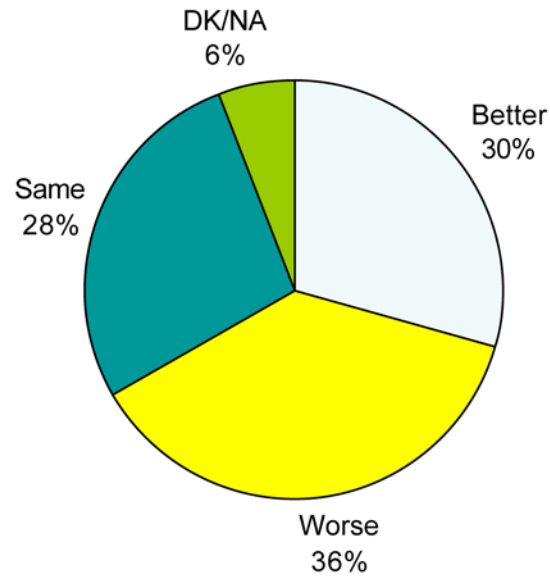
Alberta Issues

Quality of Life in Alberta in Ten Years



Looking ahead ten years, do you think life in Alberta will be better, worse, or about the same as it is now?

Quality of Life in Alberta in Ten Years



How will Alberta Be Better Off?

- 12% No provincial debt
- 10% Economy consistent / improving
- 10% Better health care
- 8% Better education
- 8% Development in oil and gas
- 6% Low unemployment
- 5% More diversified economy
- 5% Lower taxes

How will Alberta Be Worse Off?

- 16% Problems with health care
- 11% Problems with education
- 8% Problems with environment
- 6% Over population
- 5% High taxes
- 5% Drought / poor weather
- 5% Loss of farms / agriculture

Important Alberta Issues



Top of mind – single mention

- Health care 52%
- Education 14%
- Economy 7%
- Fed/Prov relations 5%
- Social Services 3%
- Environment 2%
- Taxes 2%

Important Alberta Issues



Top of Mind - Single Mention

	Rural Centre		Rural South		Rural North		Calgary		Edmonton		Small Cities	
	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02
Health care	27%	46%	33%	48%	25%	43%	31%	56%	34%	55%	23%	52%
Education	7%	10%	6%	16%	5%	10%	5%	15%	8%	15%	9%	14%
Economy	15%	9%	11%	8%	14%	9%	15%	4%	16%	7%	19%	10%
Fed/Prov.	5%	4%	3%	2%	5%	6%	4%	4%	3%	7%	5%	3%
Social Ser.	5%	3%	8%	3%	1%	3%	3%	3%	4%	2%	4%	2%
Environment	3%	6%	6%	2%	1%	3%	3%	2%	4%	1%	2%	2%
Taxes	1%	4%	2%	2%	3%	0%	4%	2%	3%	2%	2%	2%

	Male		Female		18 to 24		25 to 44		45 to 64		65 +	
	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02
Health care	26%	46%	33%	58%	21%	41%	27%	48%	32%	54%	38%	67%
Education	4%	11%	9%	17%	14%	15%	9%	20%	4%	10%	1%	2%
Economy	18%	9%	13%	6%	12%	9%	16%	6%	16%	9%	15%	6%
Fed/Prov.	5%	6%	3%	3%	3%	2%	4%	3%	4%	7%	7%	6%
Social Ser.	2%	3%	6%	2%	3%	4%	5%	3%	3%	3%	1%	1%
Environment	3%	3%	3%	2%	1%	0%	2%	3%	4%	2%	4%	2%
Taxes	4%	2%	2%	1%	3%	2%	6%	2%	2%	2%	1%	1%

What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues



Top of mind –total mentions

- Health care 76%
- Education 43%
- Economy 18%
- Environment 11%
- Fed/Prov relations 10%
- Social Services 8%
- Taxes 8%

Important Alberta Issues



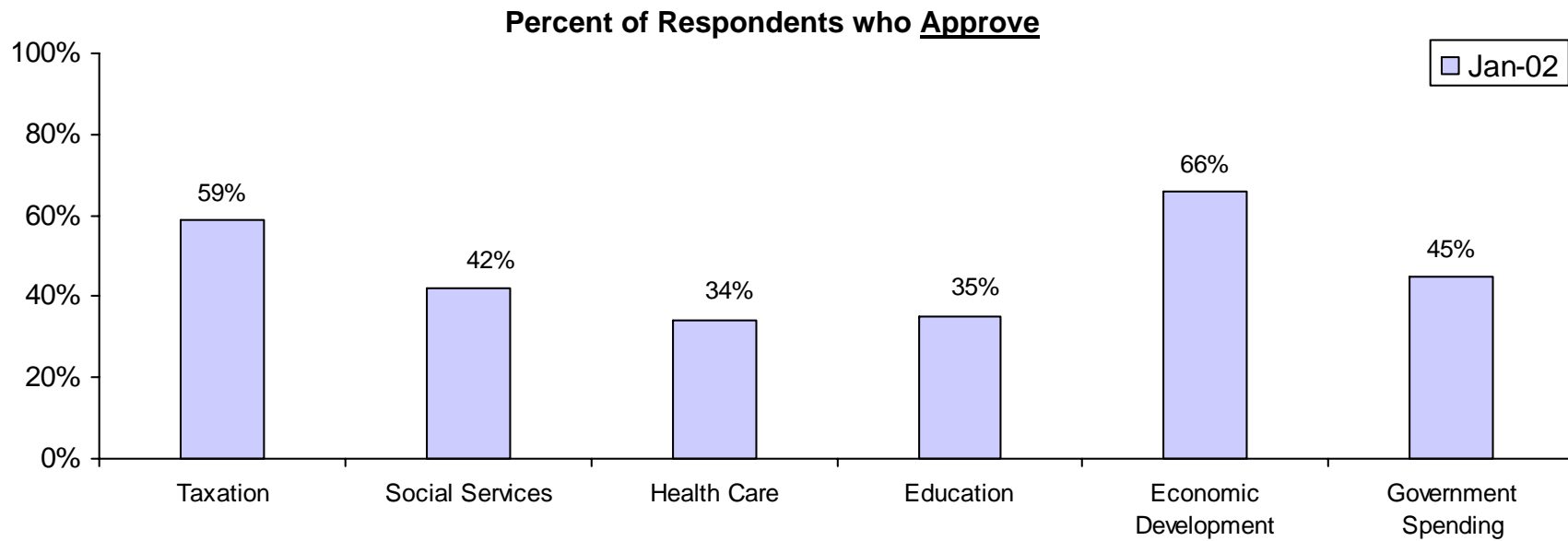
Share of Mind - Total Mentions

	Rural Centre		Rural South		Rural North		Calgary		Edmonton		Small Cities	
	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02
Health care	50%	72%	57%	75%	49%	75%	56%	78%	53%	76%	43%	75%
Education	33%	35%	23%	48%	28%	37%	29%	45%	32%	38%	28%	49%
Economy	29%	21%	21%	17%	27%	16%	29%	18%	26%	19%	30%	17%
Environment	10%	12%	13%	9%	3%	11%	6%	14%	8%	10%	6%	10%
Fed/Provincial	8%	10%	8%	9%	13%	10%	10%	8%	10%	14%	8%	8%
Social Services	13%	7%	14%	10%	8%	10%	7%	8%	9%	8%	9%	6%
Taxes	3%	7%	6%	10%	7%	5%	8%	10%	8%	5%	12%	7%

	Male		Female		18 to 24		25 to 44		45 to 64		65 +	
	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02	Oct-01	Jan-02
Health care	46%	69%	58%	82%	38%	54%	51%	75%	53%	80%	60%	84%
Education	22%	33%	37%	52%	27%	34%	33%	48%	26%	43%	24%	30%
Economy	31%	21%	24%	16%	22%	13%	29%	19%	28%	20%	26%	14%
Environment	8%	11%	7%	11%	8%	6%	7%	10%	8%	12%	6%	13%
Fed/Provincial	10%	13%	9%	7%	4%	3%	9%	7%	9%	15%	16%	11%
Social Services	6%	8%	12%	8%	7%	7%	9%	7%	10%	9%	9%	7%
Taxes	8%	9%	5%	6%	4%	7%	9%	8%	5%	8%	4%	4%

What other important issues are facing Alberta today?

Approval Ratings on Various Government Issues



Note: "Government Spending" has not been previously asked.

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

Why do you approve/disapprove of the way the provincial government is handling health care?

Handling of Health Care



<u>Approve*</u> :	(n=337)
•No problems/ everything fine	17%
•Constant monitoring/ improvement	13%
•Fiscally responsible	12%
•System needs some changes	11%
•Privatization is good/ accessible	7%
•Good health care services	6%
•Some people abuse system	6%
•Trust the government	5%
•Should pay user fees	5%
•Better than elsewhere	5%
•Coverage is sufficient	4%
•Health care is accessible	4%
•Not expensive/ costs under control	3%
•Support the cuts	3%

NOTE: Mentions below
3% are not listed here.

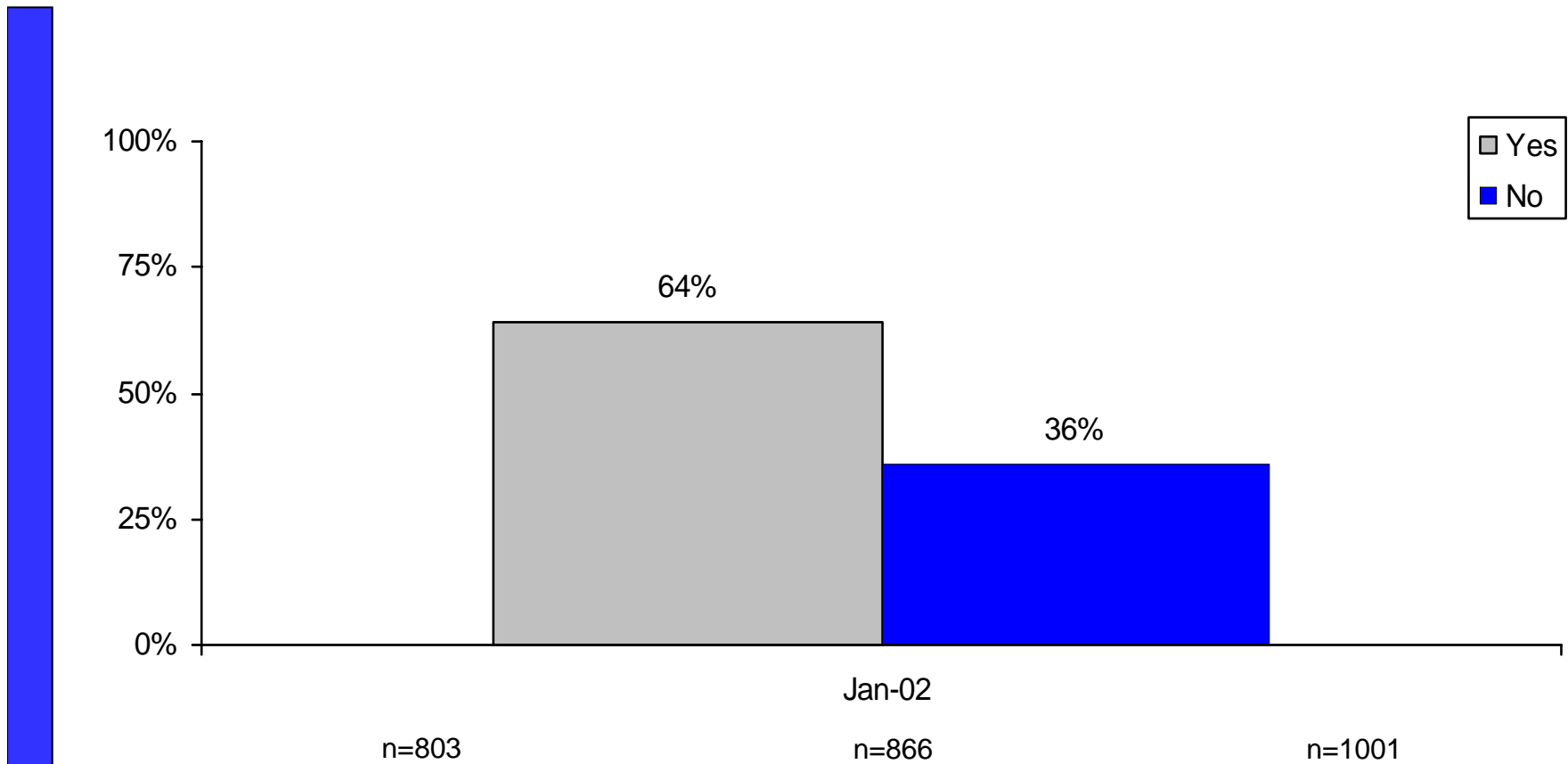
<u>Disapprove*</u> :	(n=616)
•Don't believe in privatization/ two tier	22%
•Getting expensive	18%
•Long waiting time	13%
•Too many cutbacks	9%
•Coverage is not enough	9%
•Money not spent wisely/ waste	8%
•Lack of funding/ resource support	8%
•Not enough doctors/ nurses/ workers	7%
•Not listening to the public/ consulting	6%
•Not enough patient care/ poor service	5%
•Shortage of hospitals/ beds	5%
•Don't plan for future	4%
•Doctors/ nurses/etc. not paid enough	4%
•Charging user fees	3%
•Health care not accessible	3%
•People abusing the system	3%

Why do you approve/disapprove of the way the provincial government is handling health care?

PART II

Premier's Speech

Awareness of Premier's Speech

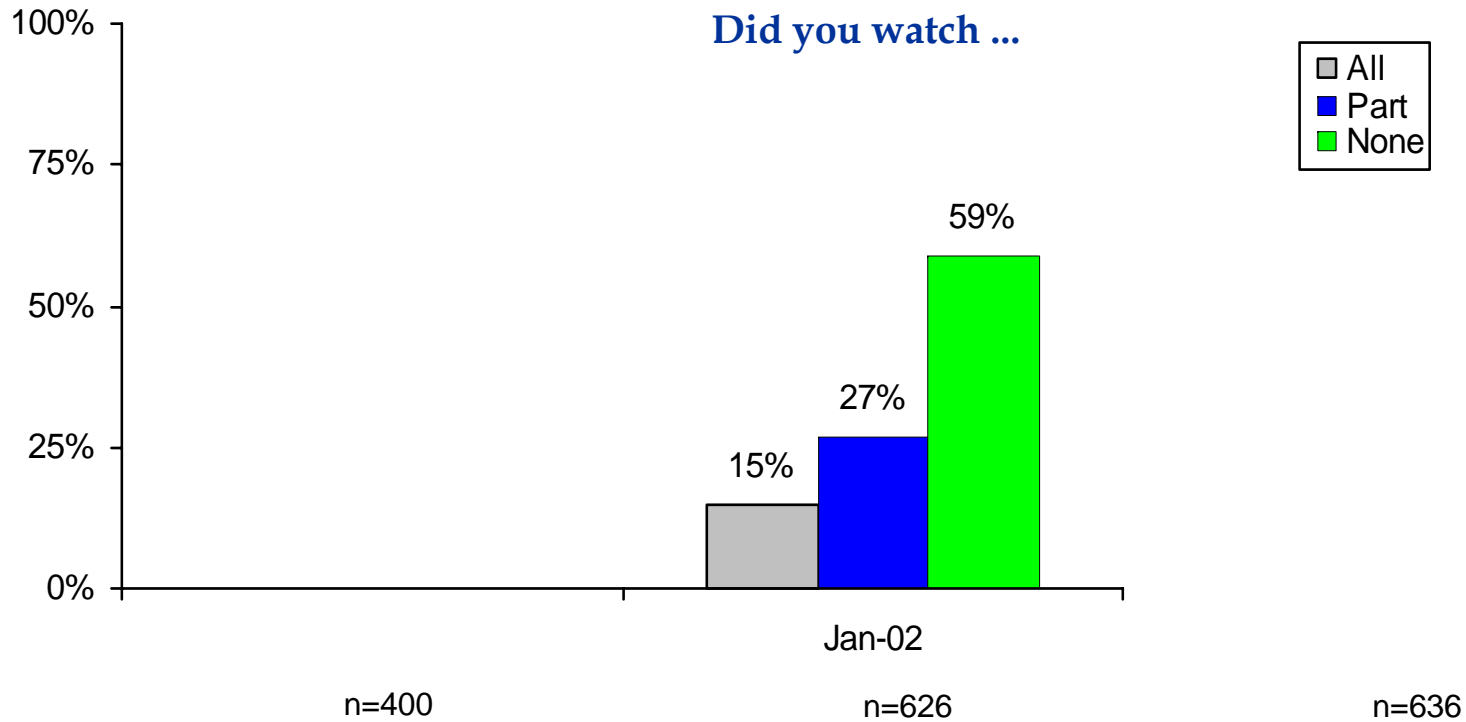


Are you aware of a televised speech that the Premier gave on Monday January 29th, 2002?

Awareness of Premier's Speech



Of those AWARE of the Speech
Did you watch ...

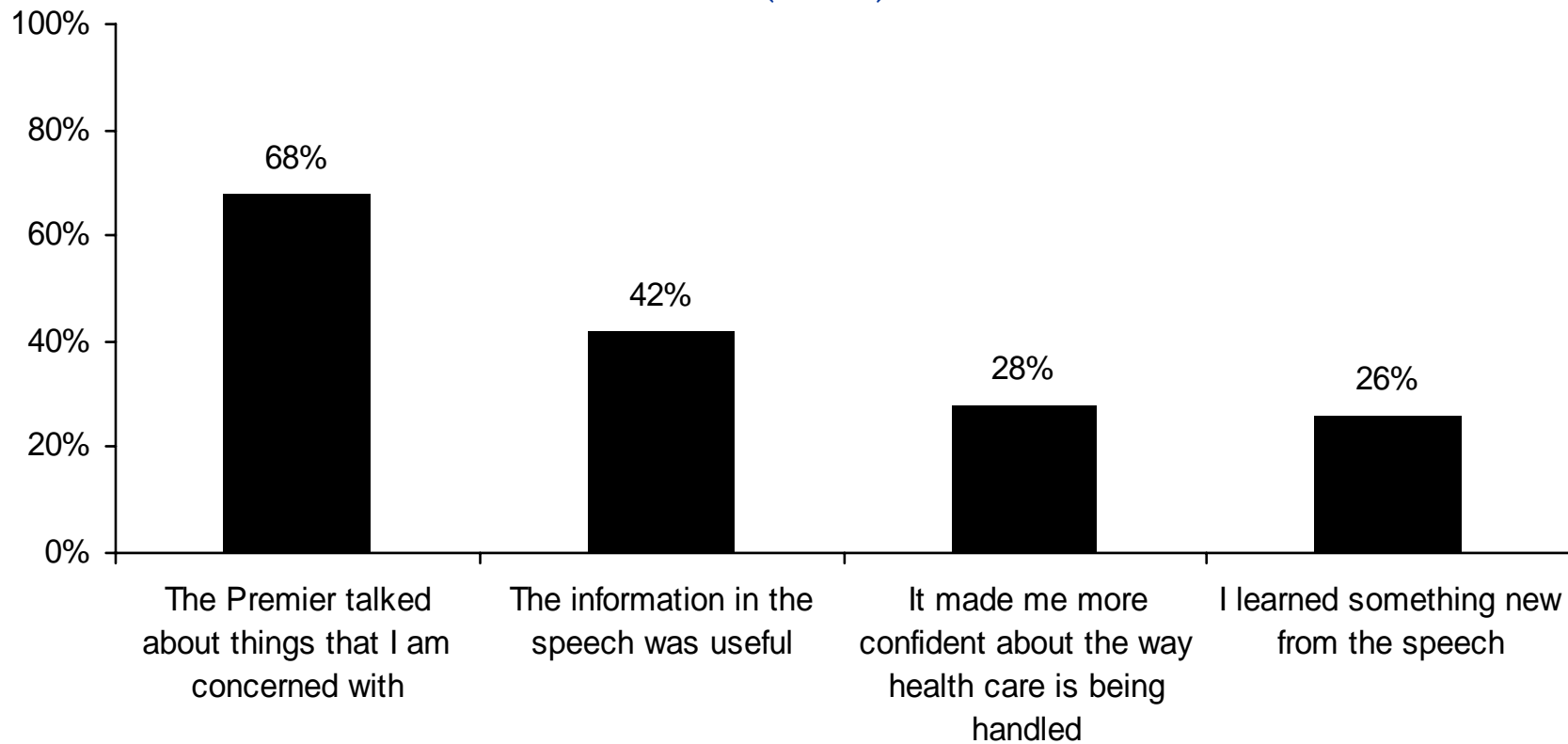


Did you watch all, part or none of this speech?

Knowledge of Speech



Agreement (n=636)



Based on what you have seen or heard about the speech, please tell me whether you agree or disagree with each of the following statements about the speech?

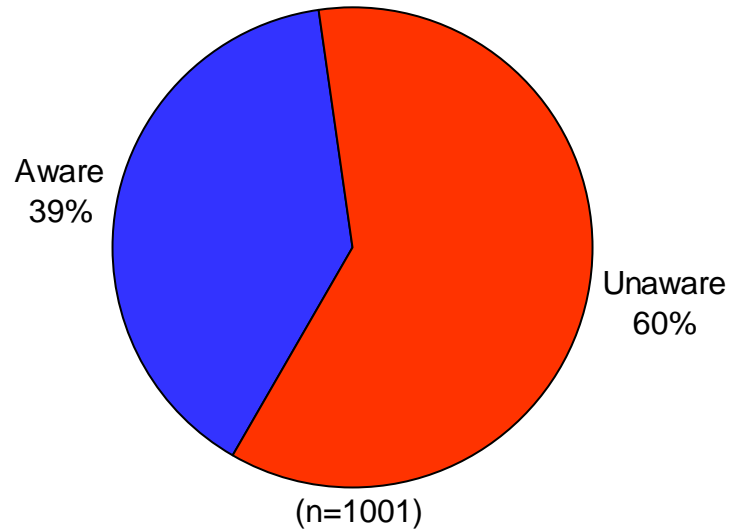


PART III

Health



Alberta: Health First Awareness

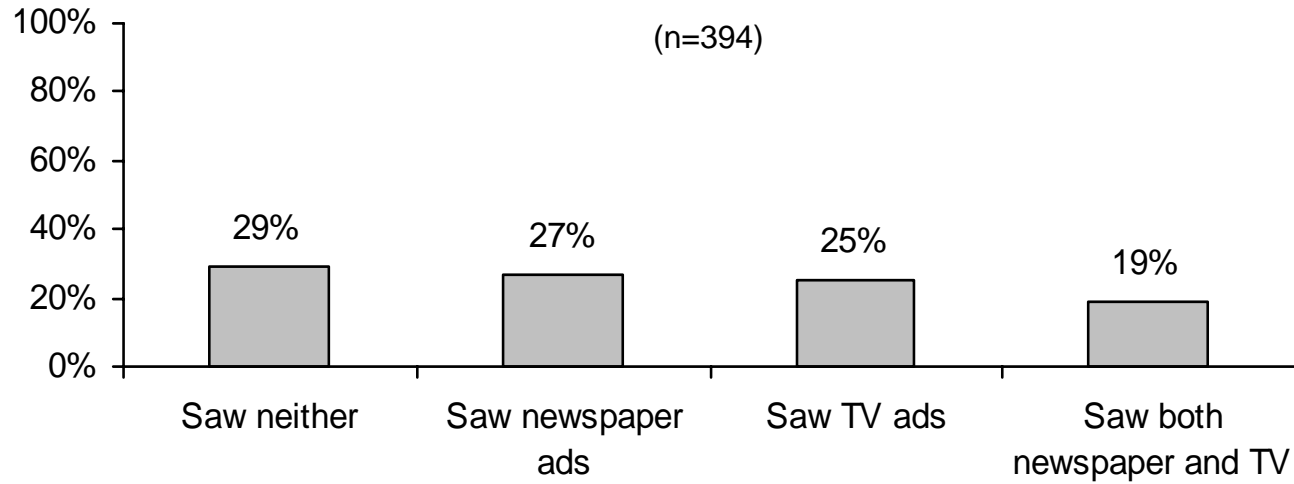


	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Aware	35%	35%	41%	35%	48%	38%
Unaware	63%	65%	58%	65%	52%	62%
	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Aware	40%	39%	21%	36%	45%	50%
Unaware	60%	61%	79%	64%	54%	50%

On January 2, the provincial government launched Alberta: Health First, an initiative to provide Albertans with information about their health care system and the Premier's Advisory Council on Health. The initiative includes an information tabloid, a web-site, toll free phone line, and newspaper and TV ads telling Albertans where to find more information.

Were you aware of this initiative?

Type of Awareness

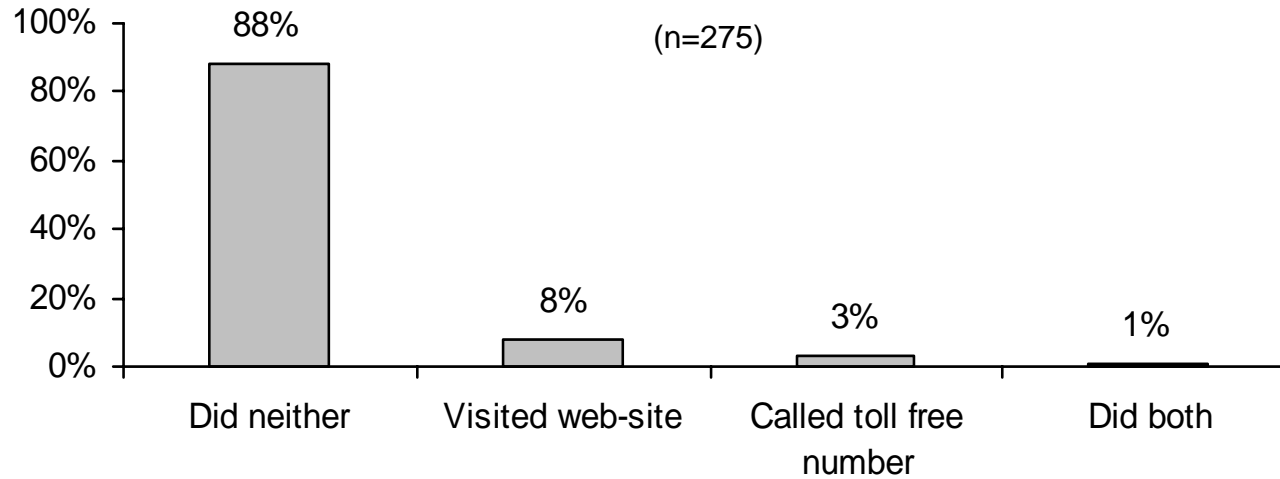


	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Saw neither	31%	34%	46%	30%	24%	25%
Saw newspaper ads	34%	14%	15%	24%	33%	29%
Saw TV ads	17%	29%	29%	27%	22%	25%
Saw both newspaper and TV	14%	23%	10%	19%	20%	20%

	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Saw neither	34%	25%	40%	31%	26%	30%
Saw newspaper ads	27%	27%	15%	26%	29%	27%
Saw TV ads	21%	29%	30%	29%	22%	18%
Saw both newspaper and TV	17%	20%	15%	14%	21%	25%

IF AWARE... Did you see any of the newspaper or TV ads for this initiative?

Action Taken

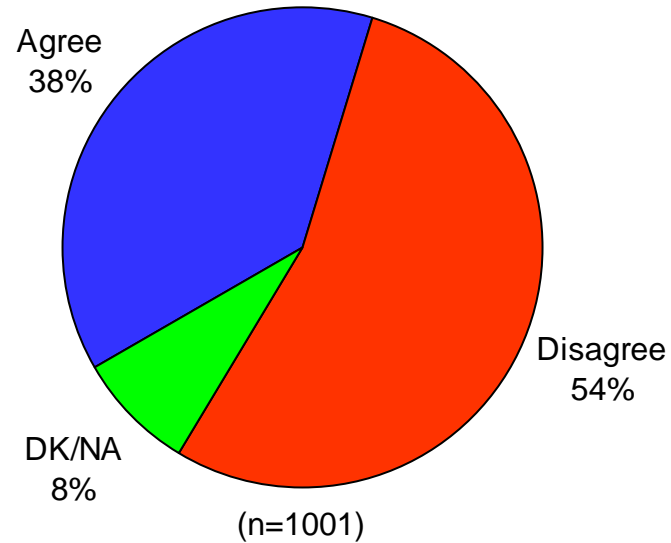


	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Did neither	96%	96%	86%	87%	85%	88%
Visited web-site	0%	0%	9%	11%	10%	9%
Called toll-free number	4%	4%	5%	2%	2%	4%
Did both	0%	0%	0%	0%	2%	0%

	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Did neither	88%	88%	92%	84%	89%	94%
Visited web-site	8%	9%	0%	14%	8%	0%
Called toll-free number	4%	2%	0%	2%	3%	6%
Did both	0%	1%	8%	0%	1%	0%

IF ADS SEEN... Did the ads prompt you to call the toll free phone line or visit the web-site?

Alberta: Health First as an Expenditure



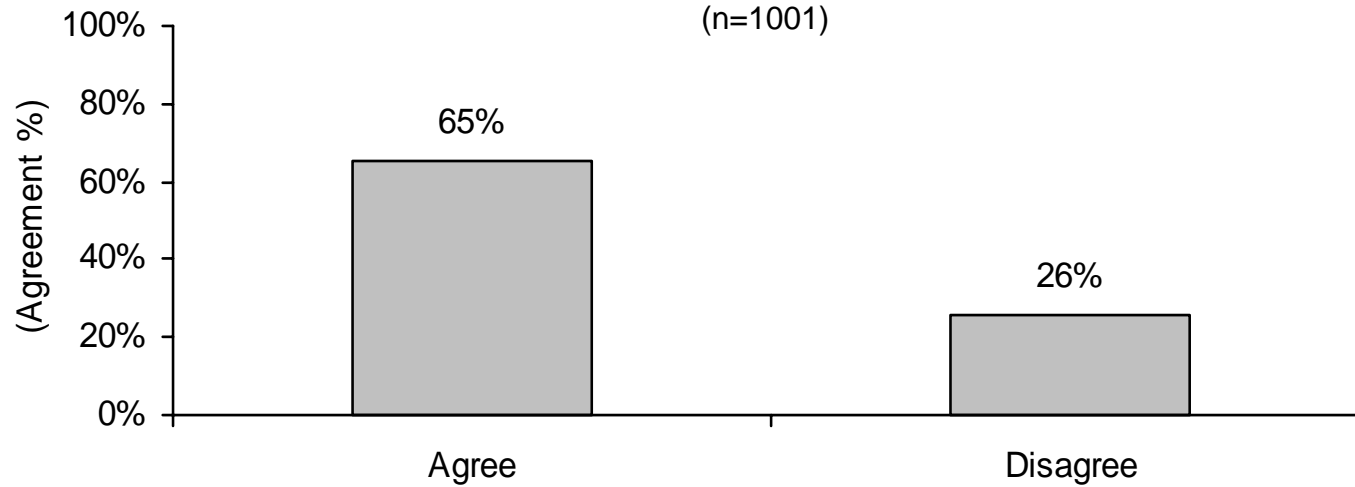
	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	31%	37%	39%	42%	38%	36%
Disagree	58%	54%	49%	52%	56%	56%
	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	44%	32%	53%	38%	37%	29%
Disagree	49%	60%	42%	54%	58%	57%

The government spent \$1 million on the Alberta: Health first initiative. Do you agree or disagree that this type of expenditure is a good use of government dollars?

The Future of Health Care



Without fundamental change, the current health system is not sustainable.



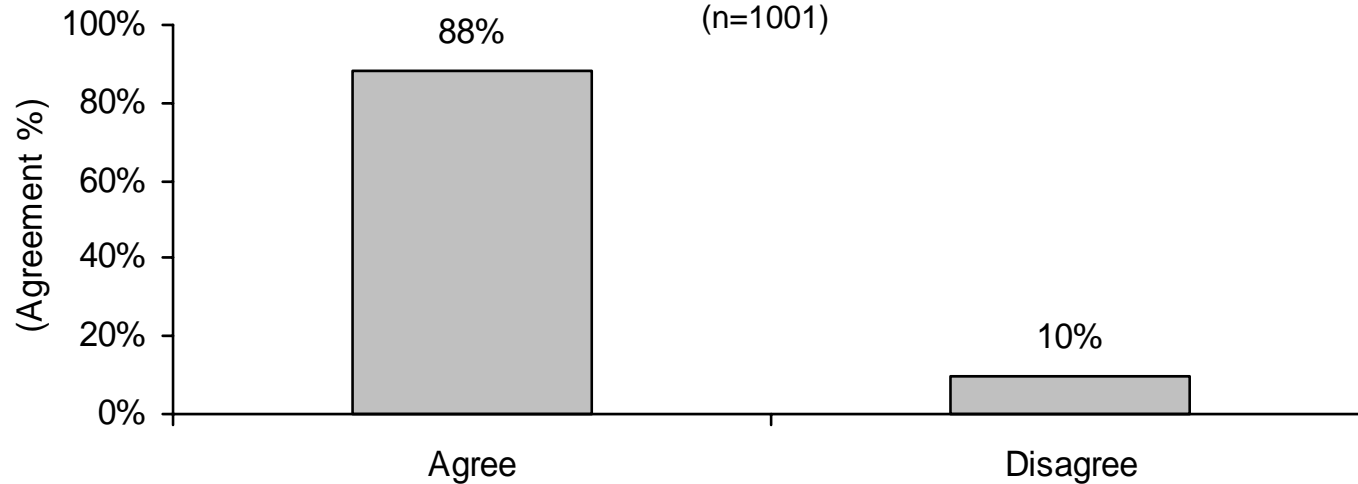
	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	63%	66%	56%	71%	66%	62%
Disagree	28%	21%	28%	22%	28%	29%
	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	64%	66%	63%	69%	66%	55%
Disagree	27%	25%	30%	23%	27%	29%

Please tell me whether you agree or disagree with the following statements about health care.

The Future of Health Care



The burden of health on the tax system is growing and will continue to grow faster than the rate of inflation with new treatments, new technology, new drugs and an aging population.



	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	80%	87%	89%	88%	88%	90%
Disagree	16%	9%	6%	8%	11%	9%
	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	86%	89%	80%	91%	90%	77%
Disagree	11%	8%	17%	8%	9%	12%

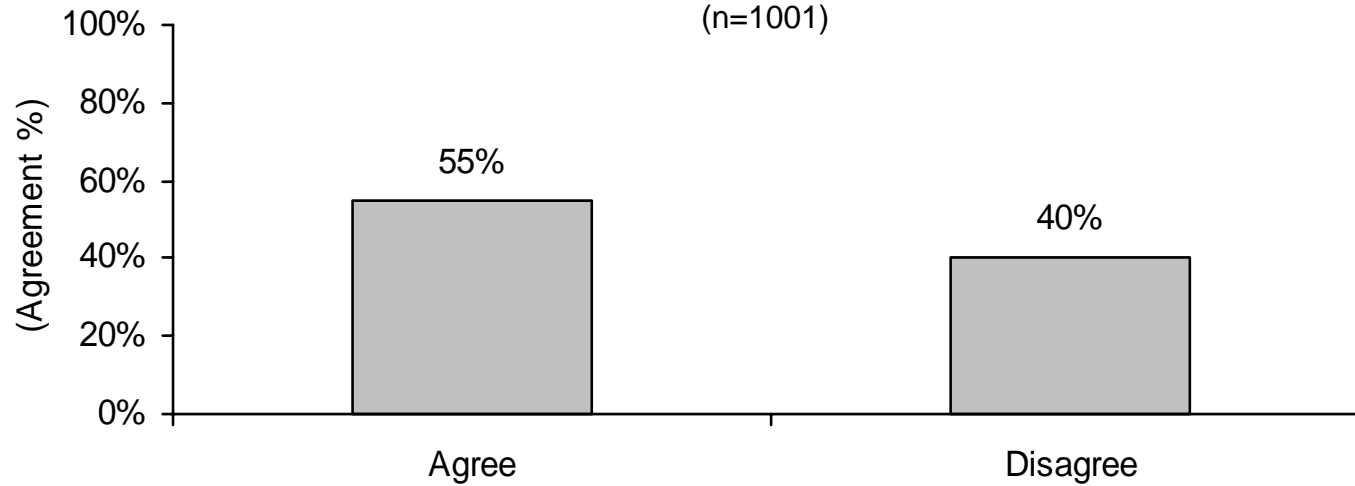
Please tell me whether you agree or disagree with the following statements about health care.

The Future of Health Care



Spending on health care is not out of control and should require few increases in coming years other than for infoation and population growth.

(n=1001)



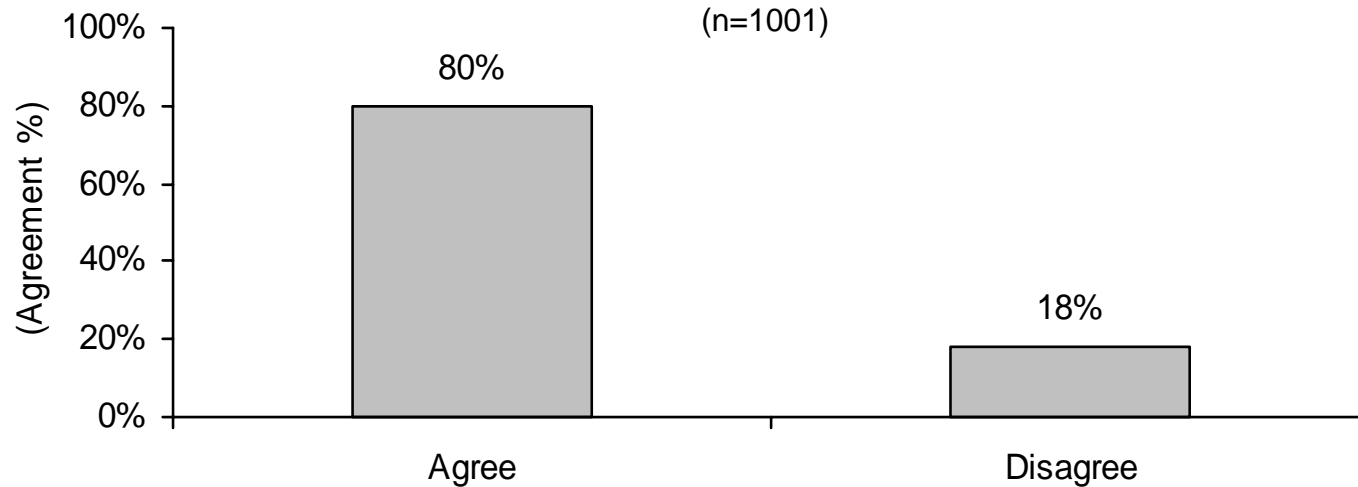
	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	57%	53%	61%	51%	54%	58%
Disagree	37%	42%	30%	43%	43%	36%
	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	55%	54%	64%	55%	53%	53%
Disagree	40%	39%	33%	42%	41%	33%

Please tell me whether you agree or disagree with the following statements about health care.

The Future of Health Care



All the health care system needs to be sustainable is good management and stable funding.



	Rural Centre	Rural South	Rural North	Calgary	Edmonton	Small Cities
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	81%	75%	80%	79%	76%	86%
Disagree	15%	22%	16%	19%	13%	22%
	Male	Female	18 to 24	25 to 44	45 to 64	65 +
	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02	Jan-02
Agree	80%	79%	83%	80%	79%	77%
Disagree	18%	19%	16%	18%	20%	18%

Please tell me whether you agree or disagree with the following statements about health care.