



# Royalty Review Rolling Poll

## *Tracking Graphs*

October/November 2007



**ENVIRONICS**



janet brown consulting ltd.

# Methodology

## **SURVEY METHOD**

The results of this survey are based on a representative sample of 3,791 adults living in Alberta. The survey was conducted by telephone between October 5 and November 4, 2007.

## **SAMPLE SELECTION**

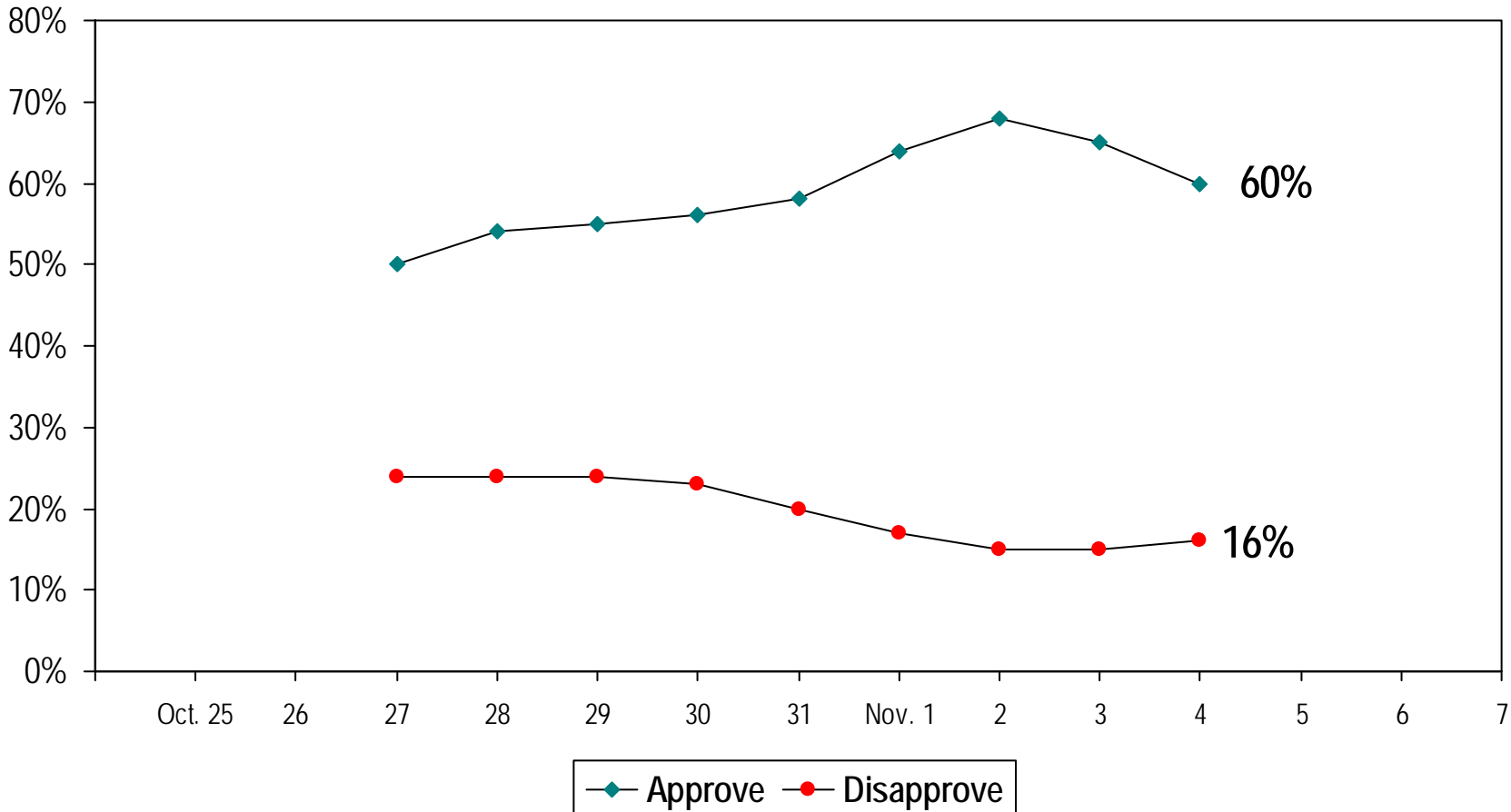
The sampling method was designed to complete either 100 or 200 interviews daily in households randomly selected across the province of Alberta. The sample was drawn in proportion to the populations of 12 urban centers and 3 rural regions within the province based on information from Statistics Canada.

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.

The approximate margin of error for the full sample of 3,719 interviews is +/- 1.6%, 19 times in 20). Of the total, 2,080 interviews were conducted prior to the government's response the Royalty Review Report on October 25 (+/- 2.2%), and 1,639 were conducted after October 25 (+/-2.4%).

# Approval of "Plan for the Future": Strongly and Somewhat

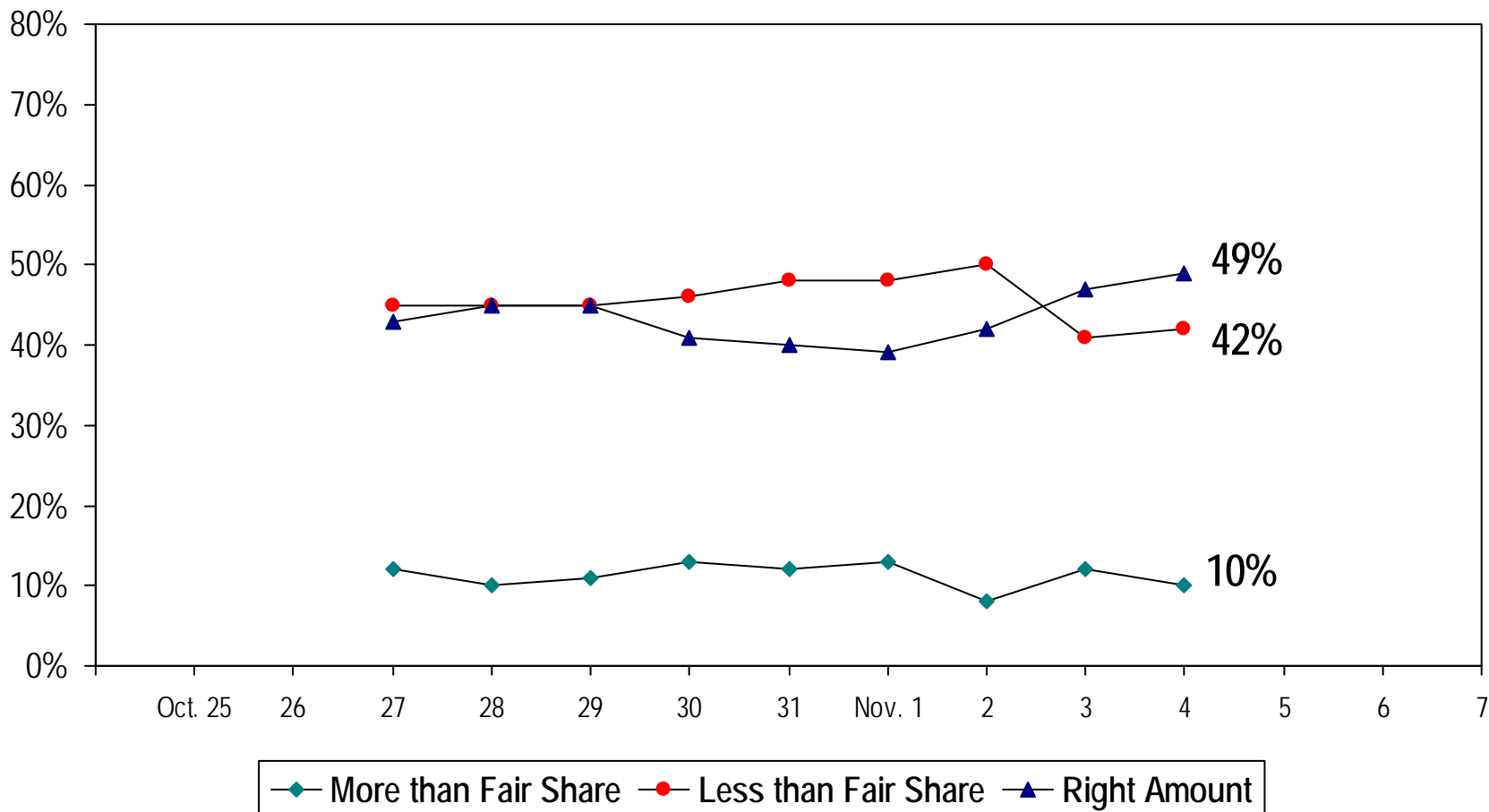
3-day averages



# Albertans' share under New Royalty Plan

3-day averages

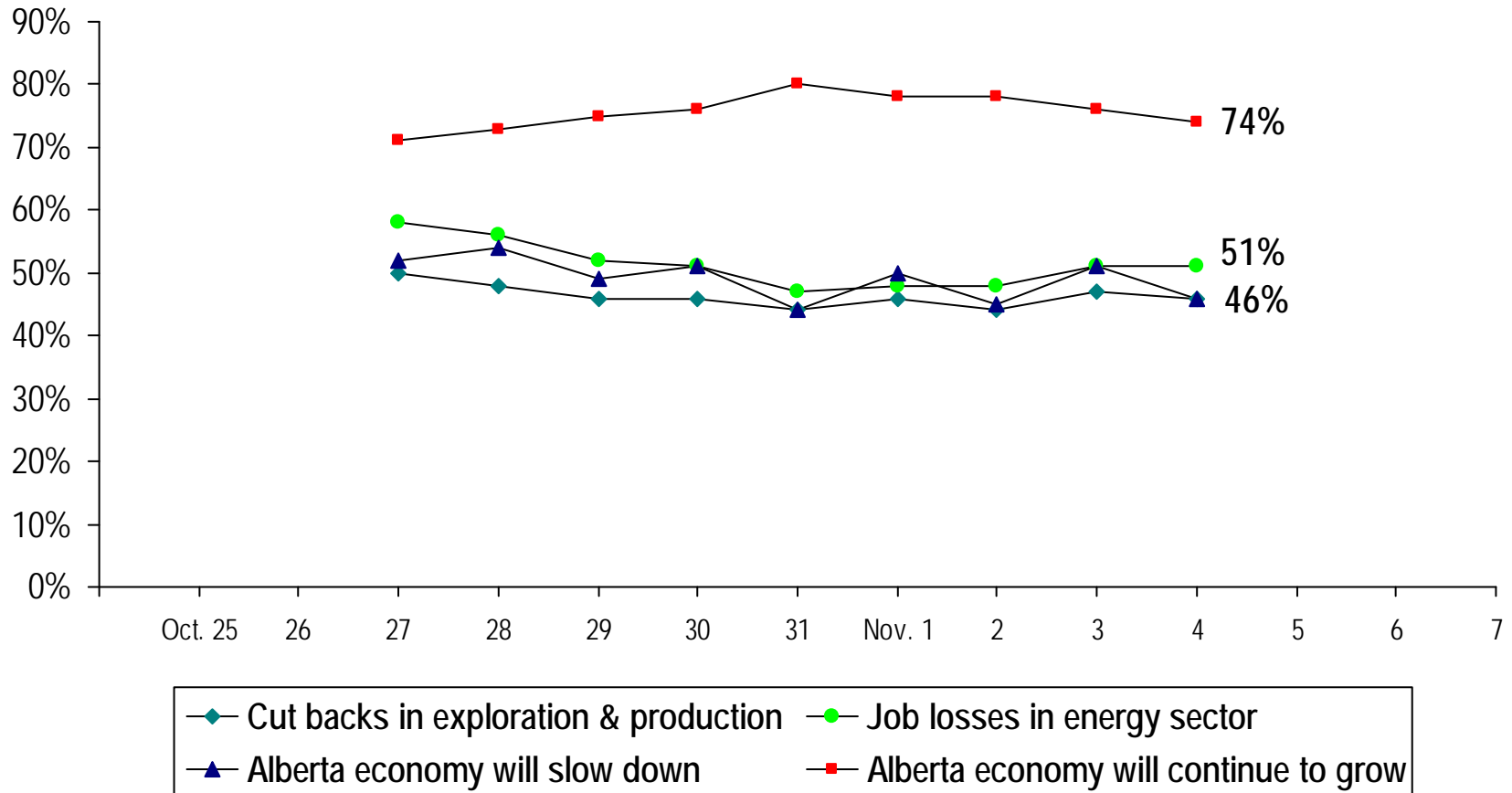
*Subsample: those who have read, seen or heard anything about the New Royalty Plan*



# Likely outcomes of New Royalty Plan: Very and Somewhat

3-day averages

*Subsample: those who have read, seen or heard anything about the New Royalty Plan*



# Believability on Royalty Issues: Very and Somewhat

Three day averages

