

FOCUS ALBERTA

April 2004



April 2004



ENVIRONICS
RESEARCH GROUP

WESTERN CANADIAN DIVISION - CALGARY, ALBERTA

FOCUS ALBERTA



2004 - 3

Field Dates:
March 30- April 6, 2004



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 March 30 to April 6, 2004.

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.”



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%	

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.

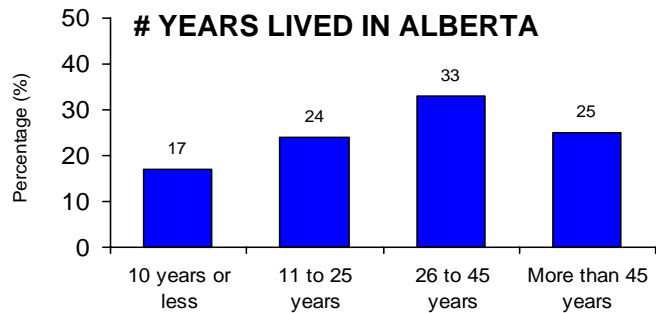
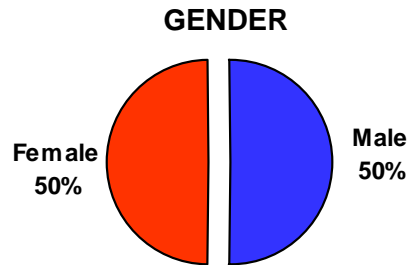
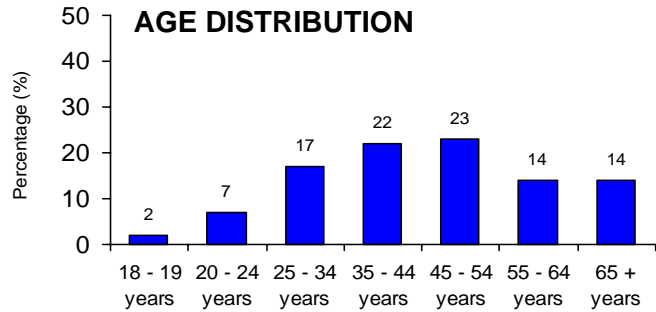
Sampling Methodology



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	101	10.0%	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 Grand Centre Lloydminster Wetaskiwin	200	25.0%	7.0%
				TOTAL	1001	100%	3.0%

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

Demographic Profile of Survey Respondents



OCCUPATION

Teacher	7%
Health care worker	7%
Other professional	19%
Administration (CEO's, managers)	16%
Technicians	6%
Office workers (clerical)	7%
Tradesmen	12%
Unskilled workers	18%
Farmers	5%
Sales	1%

SECTOR

Public	29%
Private	69%

EDUCATION

Some Elementary (grades 1 - 7)	1%
Completed Elementary (grade 8)	1%
Some High School (grades 9 - 11)	12%
Completed High School (grade 12 or 13)	22%
Some College / Trade School	12%
Completed College / Trade School	18%
Some University	6%
Completed University (Bachelors degree)	19%
Post Graduate (masters, PhD)	8%

HOUSEHOLD INCOME

Under \$10,000	4%
\$10,000 - \$19,999	7%
\$20,000 - \$29,999	10%
\$30,000 - \$39,999	10%
\$40,000 - \$59,999	19%
\$60,000 - \$79,999	13%
\$80,000 - \$99,999	11%
\$100,000 and over	14%
Refused / Don't know	13%

EMPLOYMENT STATUS

Working full-time	58%
Working part-time	8%
Unemployed or looking for a job	4%
Stay at home full-time	8%
Student	5%
Retired	16%

TENURE

Own	74%
Rent	25%

PART I

Alberta Issues



Top of Mind - Single Mention

•Health Care	34%
•Agriculture	14%
•Education	9%
•Social services	7%
•Economy	7%

What is the SINGLE most important issue facing Alberta today?



Share of Mind - Total Mentions

•Health Care	60%
•Education	37%
•Agriculture	26%
•Social services	17%
•Economy	14%

What other important issues are facing Alberta today?

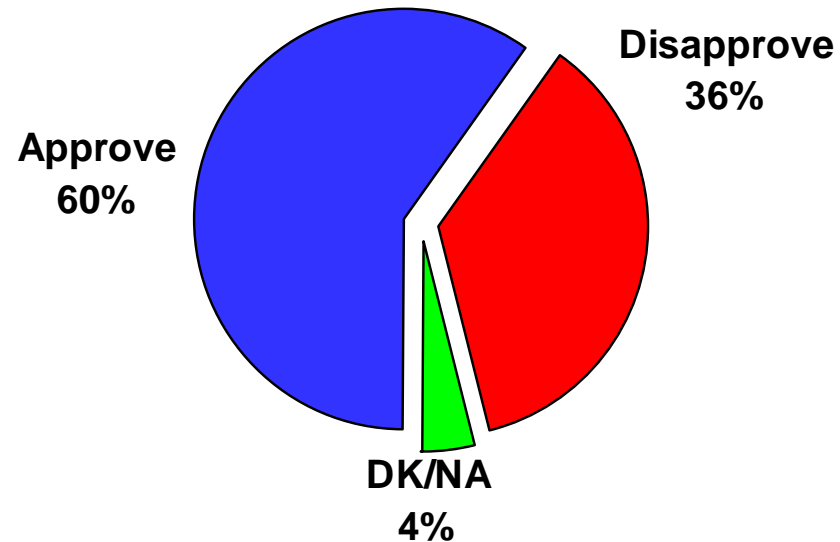


Government Approval Rating

- Approve 60%
- Disapprove 36%
- Don't know/no answer 4%

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

Approval Rating of Government



Reasons for APPROVAL

- Doing a good job
- Reducing debt/balanced budget
- Good/honest leader
- Good/fiscally responsible gov't
- Good healthcare funding
- Good economy

Reasons for DISAPPROVAL

- Wrong direction on healthcare/under-funded
- Wrong direction for education/under-funded
- Spending money in wrong areas
- Not listening to/caring for Albertans
- Wrong direction/doing things wrong

Note: Mentions below 5% are not listed.



Percent of Respondents who Approve

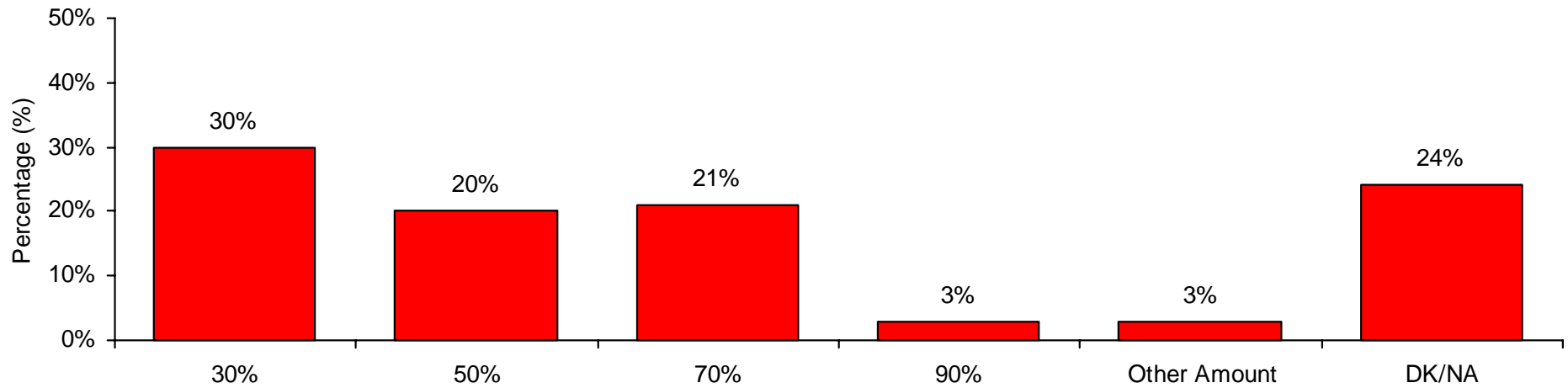
•Health Care	34%
•Education	37%
•Infrastructure	45%
•Managing province's finances	58%
•Funding for policing	47%
•Providing funding to Municipalities	42%

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

Knowledge of Government Spending



What percentage of the Alberta government's annual budget is spent in total on health care, education and infrastructure?



Knowledge of provincial budget



What percentage of the Alberta government's accumulated debt will be paid off by the end of this year?

