



Public Opinion in Alberta 2007

Summary of Findings

July, 2007



ENVIRONICS



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Most Important Issues



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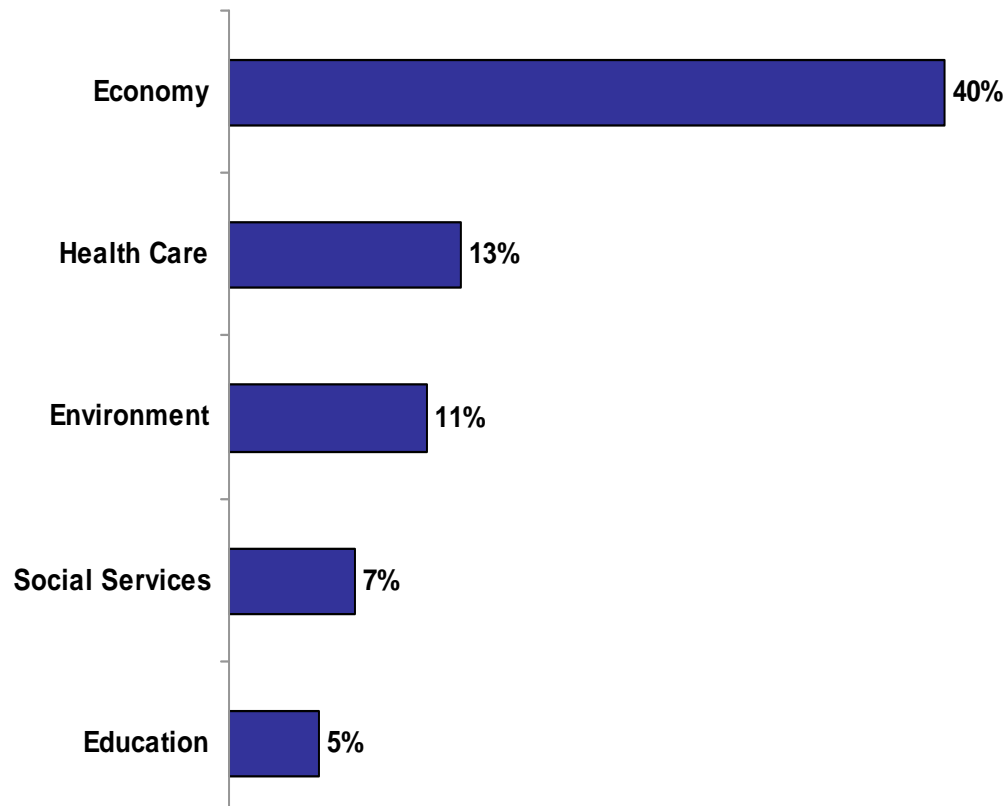


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Important Alberta Issues

What is the single most important issue facing Alberta today?

Single Mention

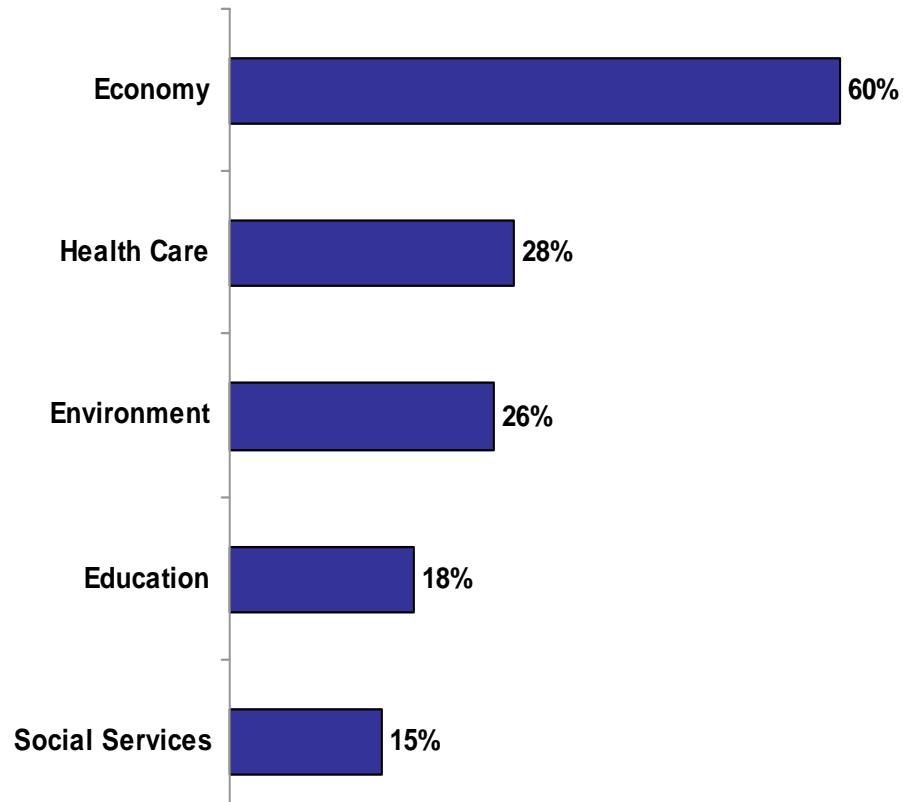


What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues

What other important issues are facing Alberta today?

Total Mentions

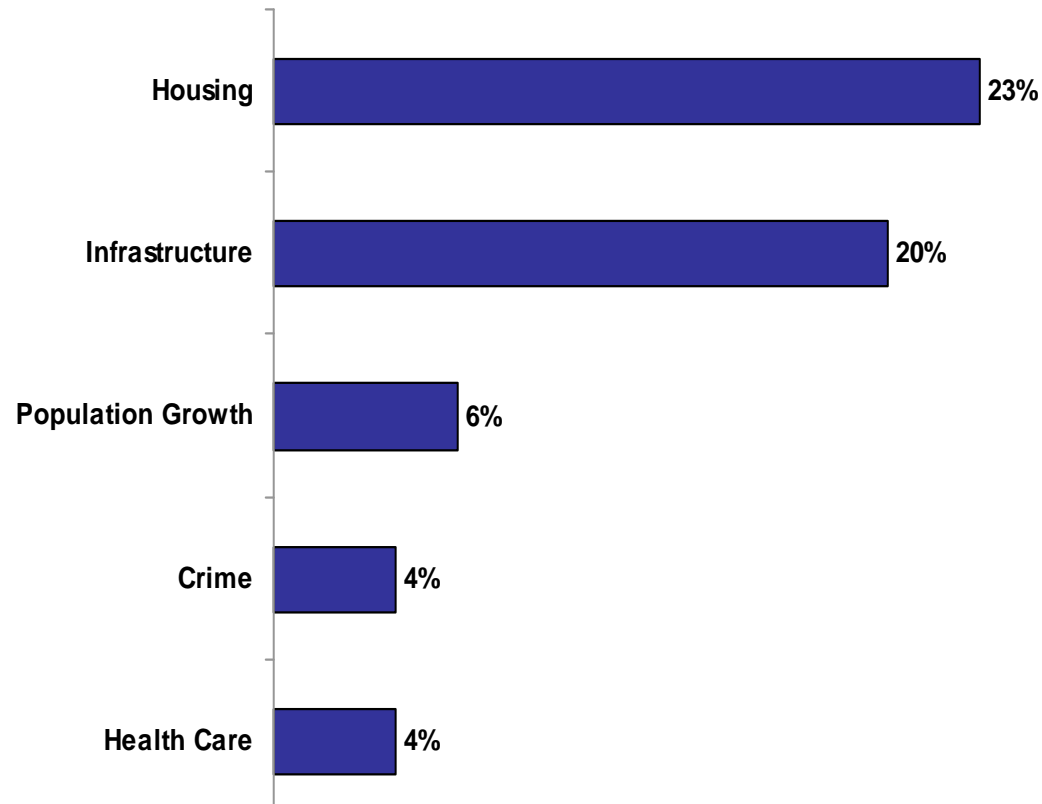


What other important issues are facing Alberta today?

Important Community Issues

What is the single most important issue facing your community today?

Single Mention

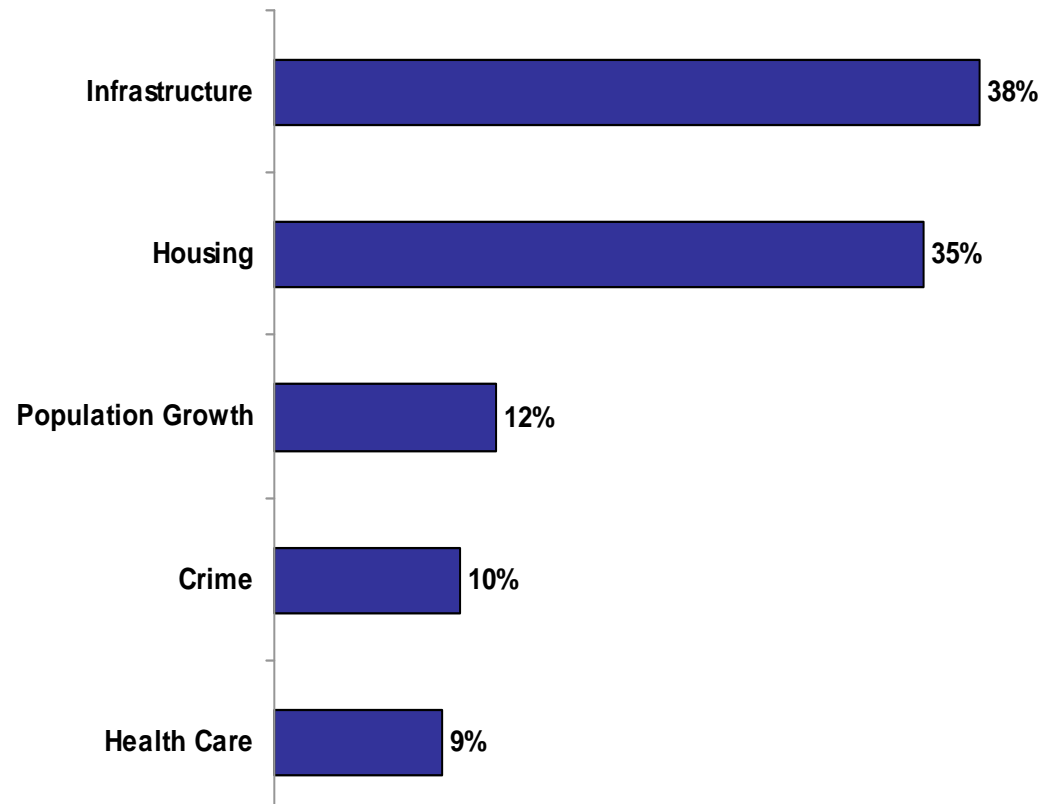


What is the SINGLE most important issue facing your city, town or community today?

Important Community Issues

What other important issues are facing your community today?

Total Mentions



What other important issues are facing your city, town or community today?

Quality of Life and the Economy



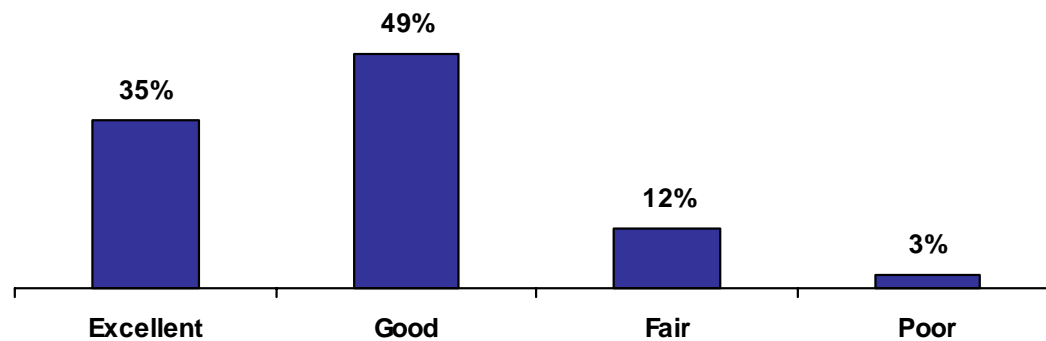
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Personal Quality of Life

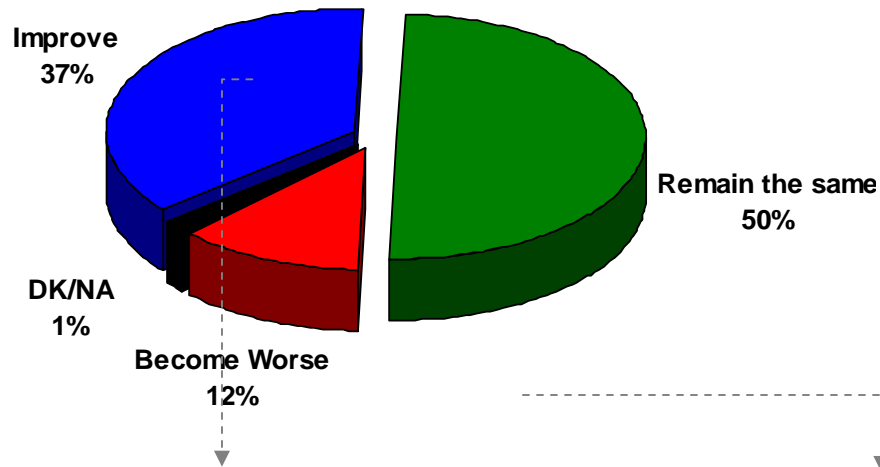
How would you rate your own quality of life?



*How would you rate your own quality of life?
Would you say it is excellent, good, fair or poor?*

Personal Quality of Life

Do you expect your quality of life to improve, remain about the same or become worse?



Reasons for IMPROVEMENT	Jun-07
n=	368
Will have a job/ there is work/ work is good	26%
Will make money/ more income/ more profit	16%
Economy is good/ stable/ improving	13%
Personal finances/ financially secure	9%
Education/ I am graduating	8%
Change in lifestyle/ moving out/ marriage	7%
Hope/ positive thinking	7%
Good housing/ moving to new house	6%

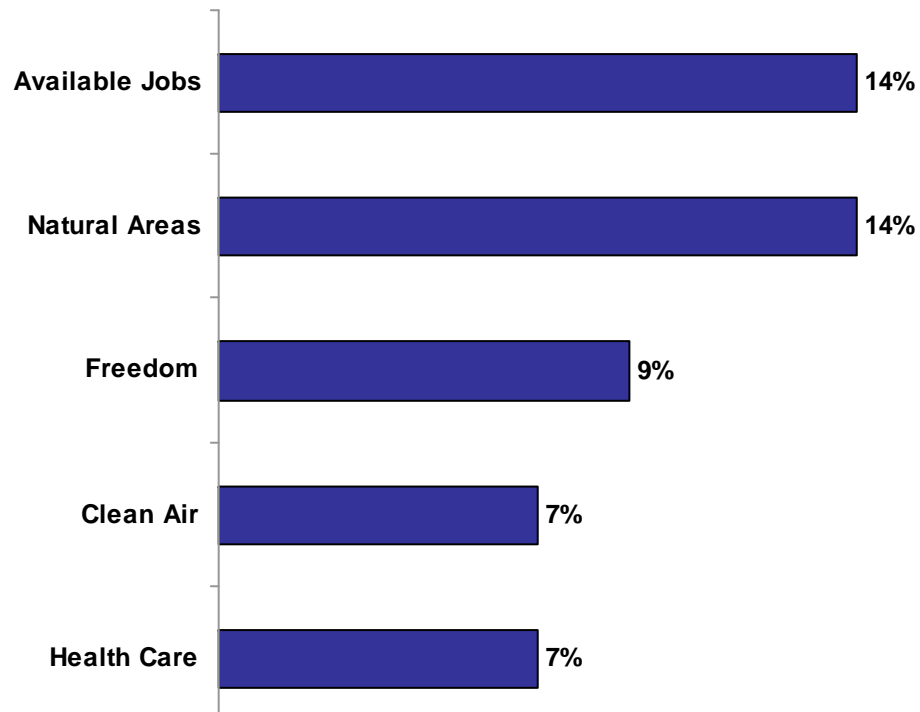
Reasons for BECOMING WORSE	Jun-07
n=	119
Cost of living/ inflation/ raising costs	41%
Fixed income/ low wages	25%
Aging/ senior issues	14%
Health problems/ disabilities	11%
Poor government/ lack of government support	9%
Over population/ growth of cities/ development	9%
Fuel costs	8%
Taxes going up	6%

Thinking ahead, do you expect your own quality of life to improve, remain about the same, or become worse over the next two years?

Quality of Life in Alberta

What do you value most about the quality of life in Alberta?

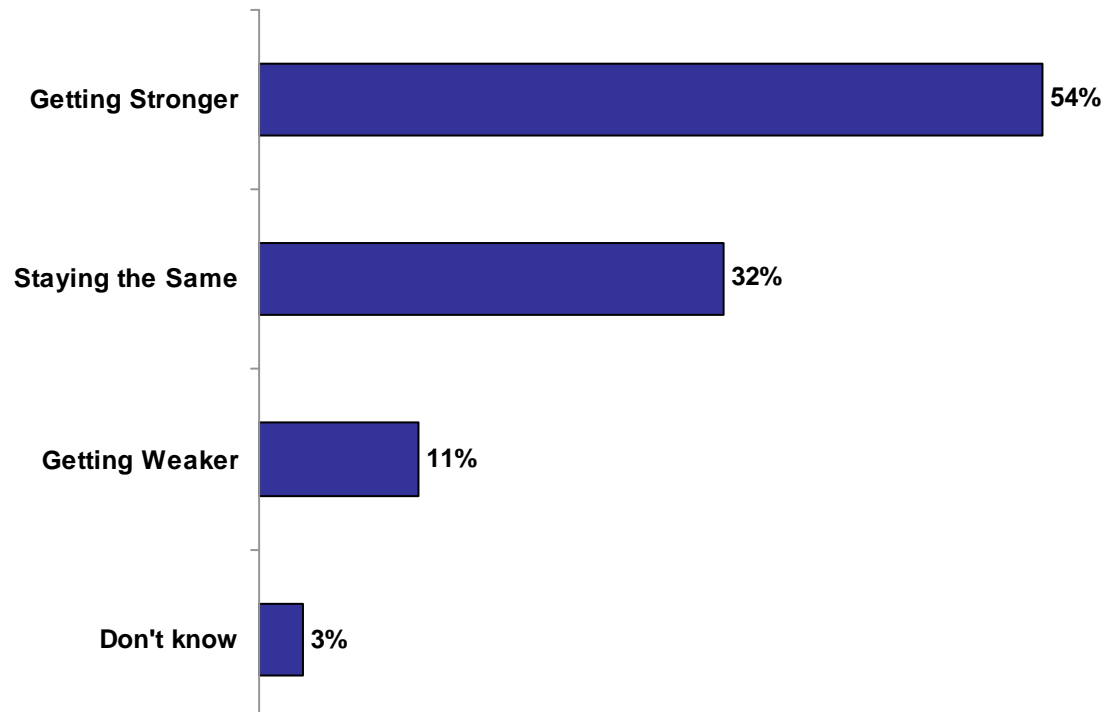
Total Mentions



What do you value most about the quality of life in Alberta?

The Economy

Is the economy in Alberta getting stronger, weaker or is it staying about the same?



In your opinion, is the economy in Alberta getting stronger, weaker or is it staying about the same?

Government Performance



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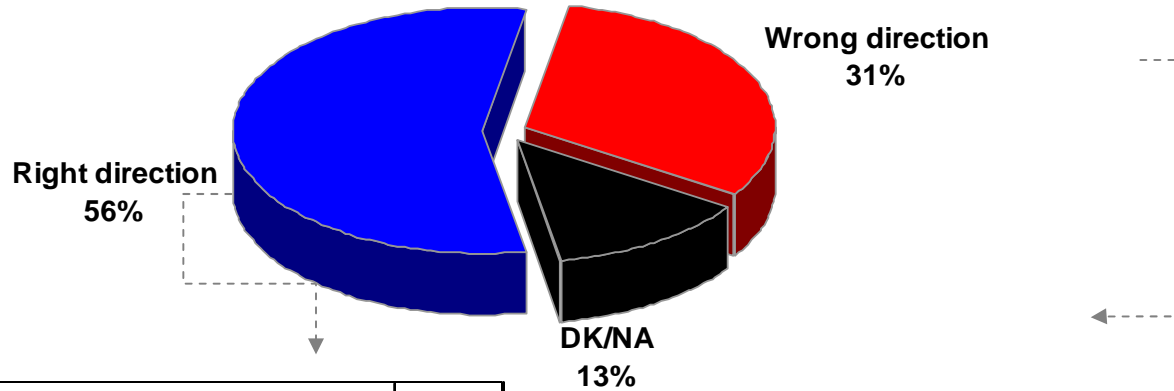


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Direction of Province

In what ways is the province moving in the right or wrong direction?

Total Mentions



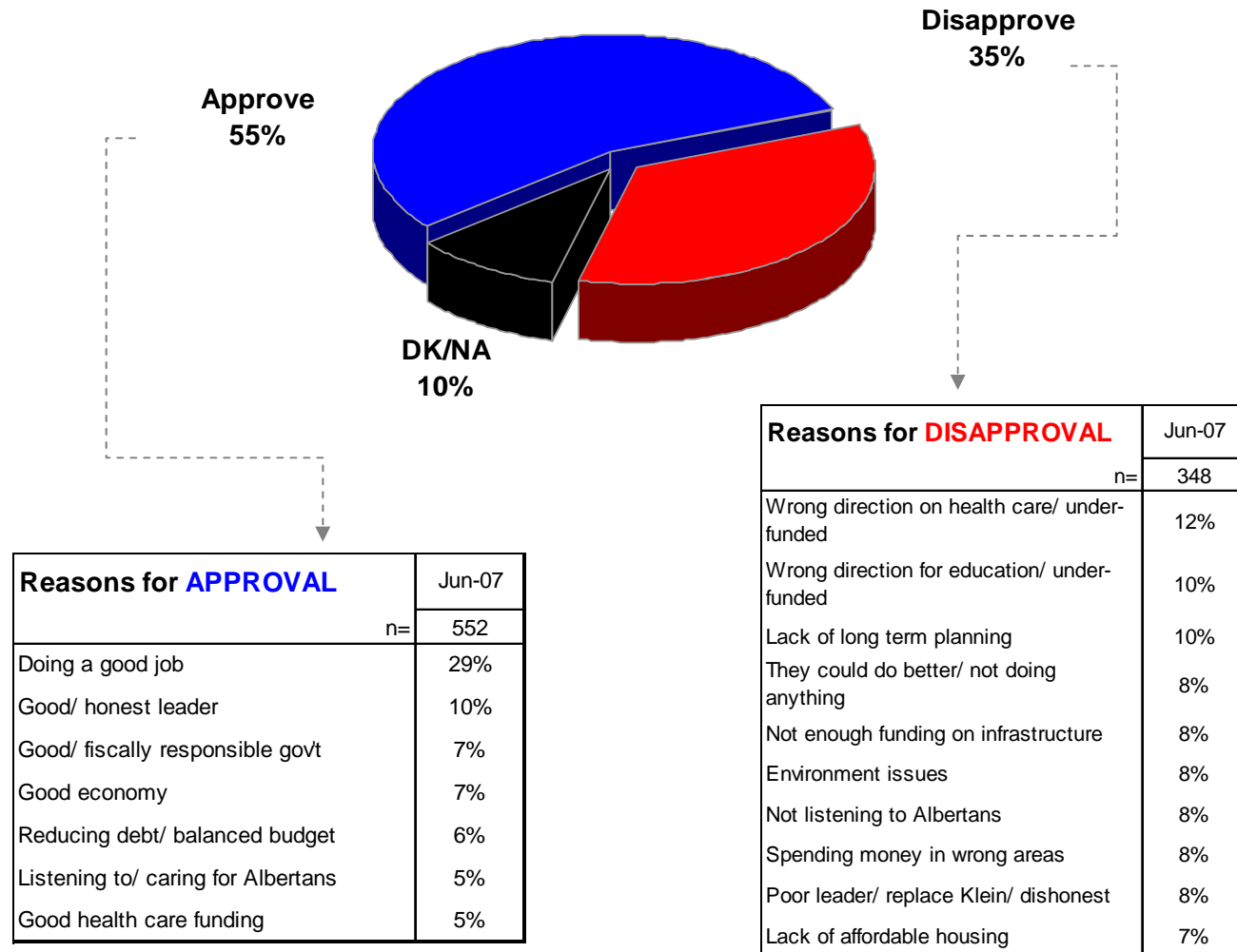
Reasons for RIGHT	Jun-07
n=	556
Strong economy	21%
More jobs/ low unemployment rate	16%
Govt is doing a good job	12%
Roads are good/ building roads	13%
Focusing on the environment	8%
Debt has been reduced	6%
Govt spending under control	6%
Awareness of problems/ issues are being addressed	6%
Housing is growing/ affordable	6%
Population growth/ people are moving to AB/ Calgary	6%

Reasons for WRONG	Jun-07
n=	314
Govt lacks vision/ long-term planning	12%
Lack of funding for infrastructure	11%
Not enough housing/ too expensive	10%
No focus on the environment	10%
Not developing secondary industry	8%
Not listening to albertans	8%
Health Care cuts	7%
Education cuts	6%
Not managing the population/ growth	6%

**Overall, do you feel the province is moving in the right direction or in the wrong direction?
In what ways do you feel the province is moving in the right/wrong direction?**

Approval of Government

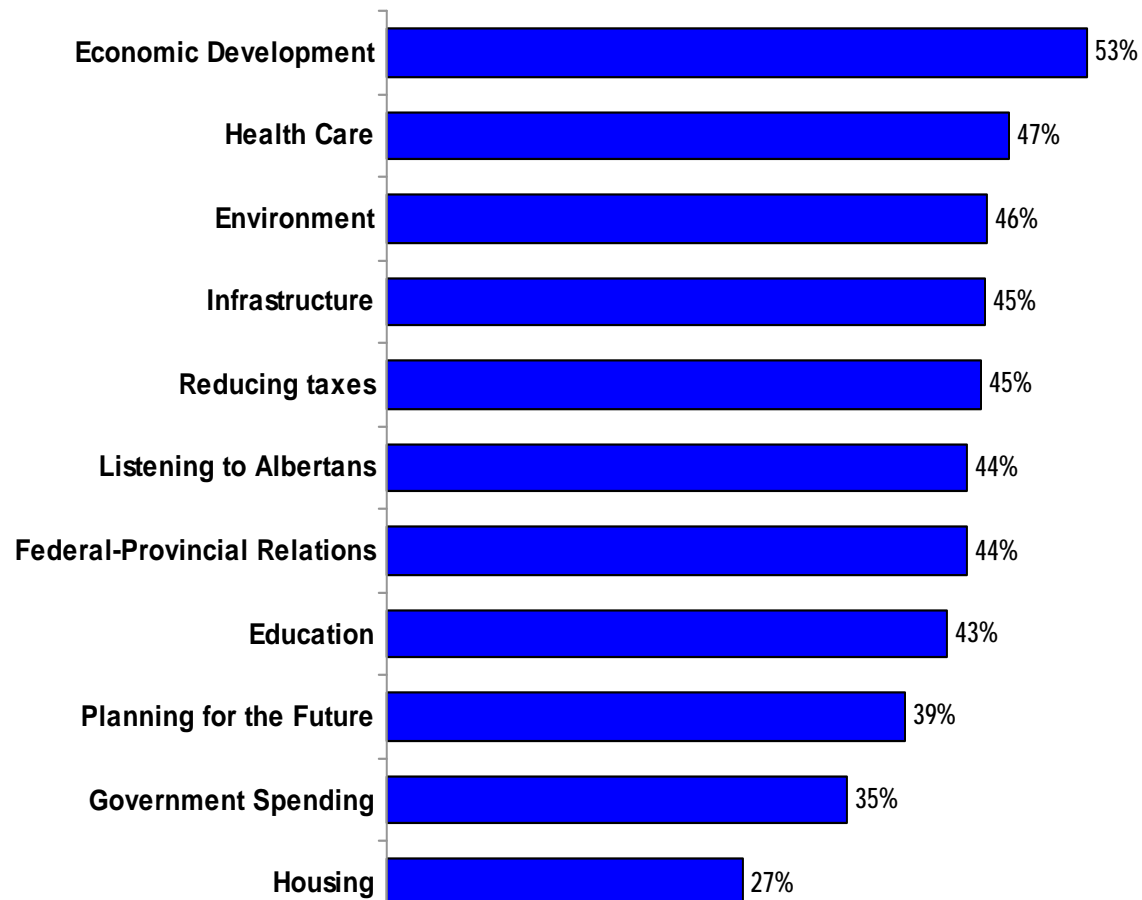
Why do you approve or disapprove of the performance of the Provincial Government?



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

Right Track of Handling of Issues

In what ways is the Government of Alberta on the right track?

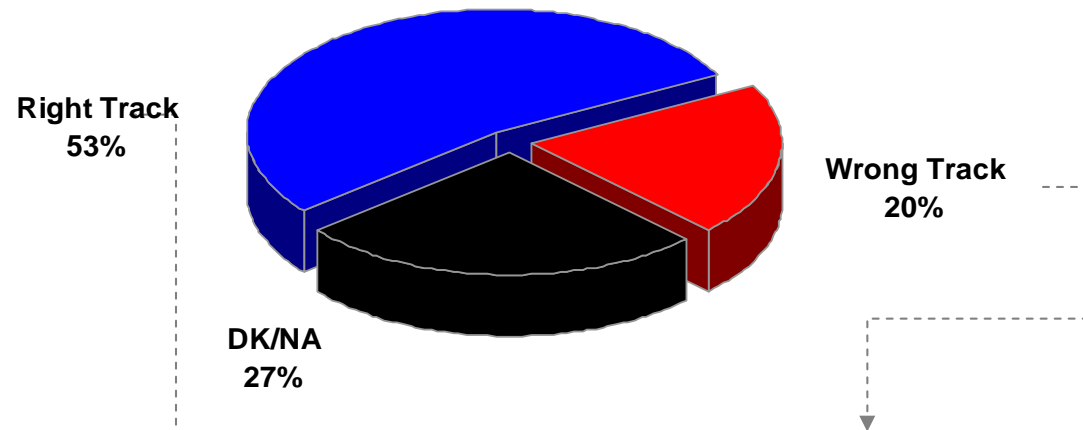


Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Economic Development

In what ways is the Government of Alberta on the right or wrong track?

Total Mentions



Reasons for RIGHT		Jun-07
	n=	532
Encouraging growth/ attracting business		18%
Experiencing economic growth		16%
Creating jobs		12%
Economy getting more diversified		6%
Doing a good job/ people happy about it		5%

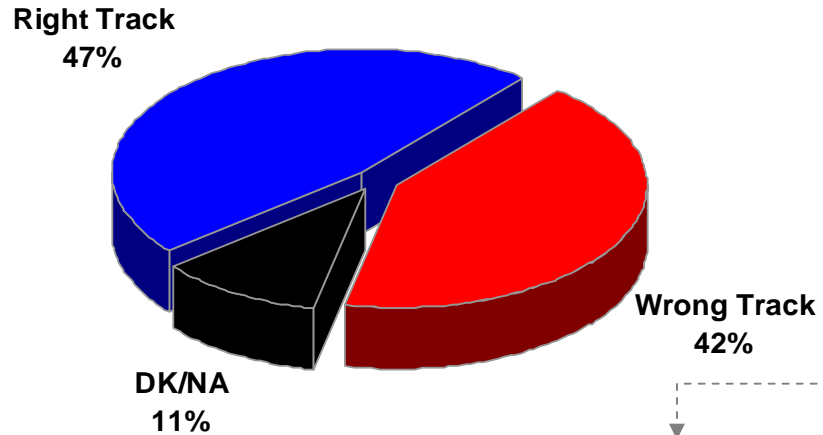
Reasons for WRONG		Jun-07
	n=	203
Not enough diversification		18%
Over-expansion		13%
Lack of planning		12%
Don't agree with their priorities		9%
Companies have too much power/ priority		8%
Harmful to the environment		5%
Too much support for big business		2%
Environmental issues are mismanaged		2%
Not addressing health care/ social issues		2%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Health Care

In what ways is the Government of Alberta on the right or wrong track?

Total Mentions



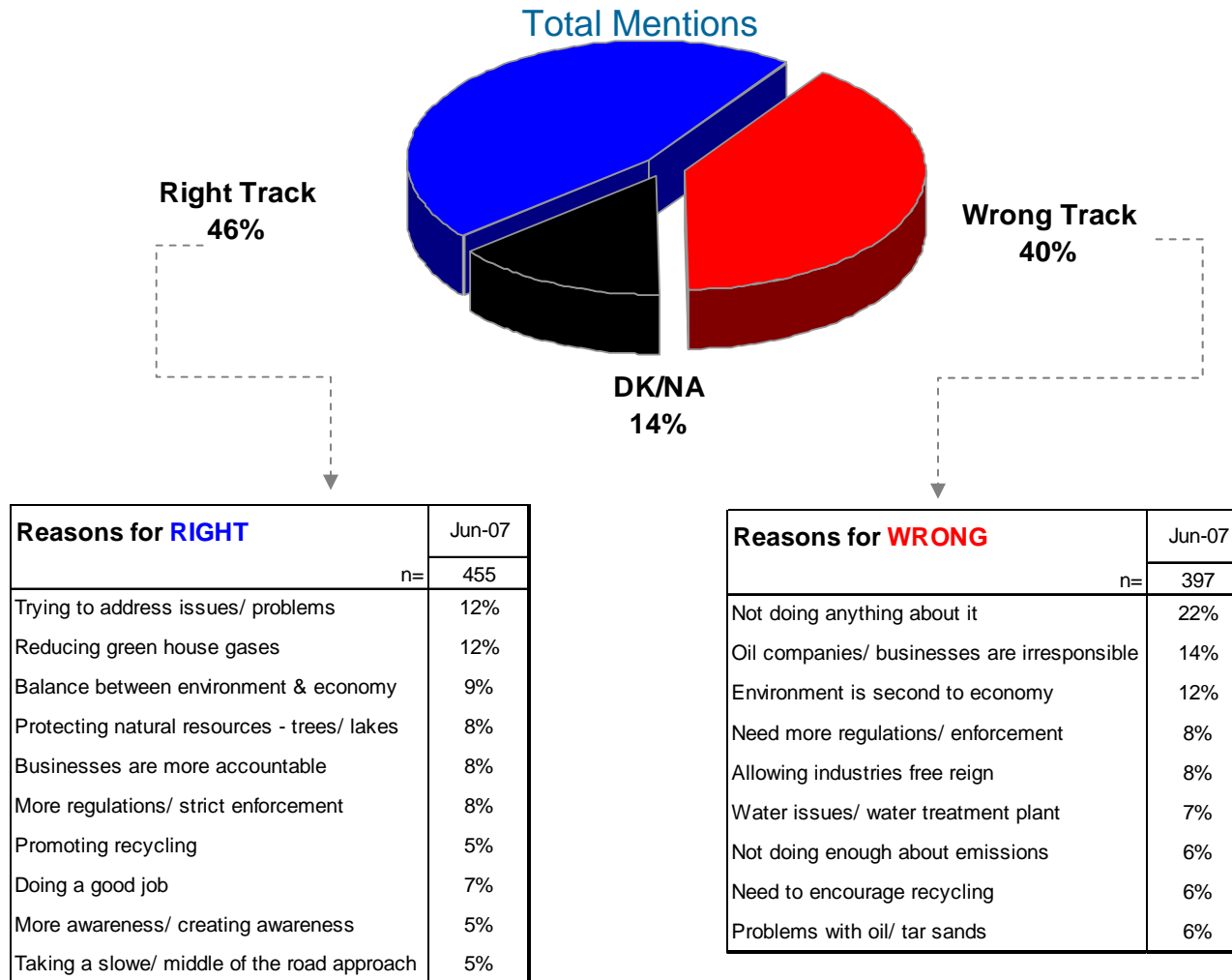
Reasons for RIGHT	Jun-07
	n= 473
No problems/not affecting me	12%
Health Care is accessible	12%
They try to fund as much as possible	10%
Reopening/ building new hospitals	10%
Shortened waiting time/ no waiting	9%
Hiring more people/ Dr	8%

Reasons for WRONG	Jun-07
	n= 422
Not enough doctors/nurses/overworked	23%
Waiting lists are too long	19%
Lack of funding	13%
Disagree with privatization	12%
Shortage of hospitals/ beds/ closing down of hospitals	10%
It's getting too expensive/ should be free	9%
Not enough/ proper facilities/ population growth/ getting older	8%
They have not done enough	6%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Protection of the Environment

In what ways is the Government of Alberta on the right or wrong track?

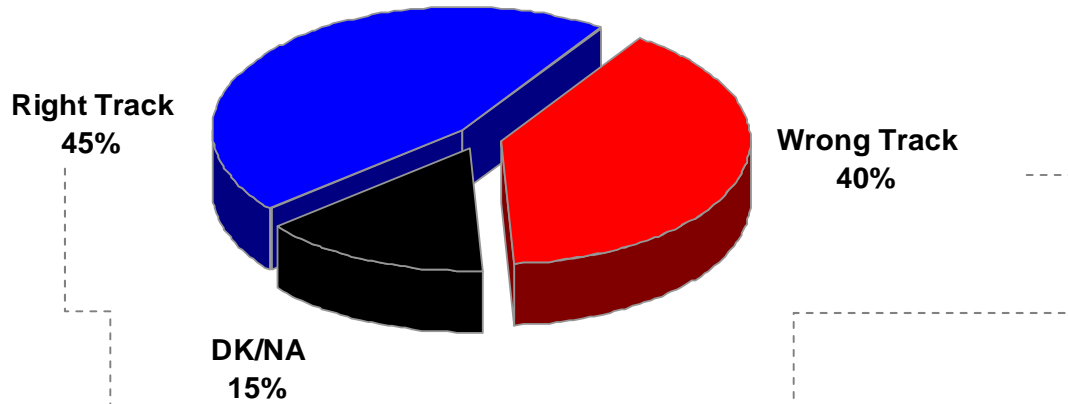


Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Infrastructure

In what ways is the Government of Alberta on the right or wrong track?

Total Mentions



Reasons for RIGHT		Jun-07
	n=	
	454	
Accommodating growth/development		20%
Roads/highways are well maintained		16%
Trying to improve/ moving slowly		12%
Increased funding to infrastructure		12%
Roads are being built		8%
Services are being improved/ more funding		6%
The govt is helping municipalities		6%
Things are getting done		5%
No problems/happy with it		4%
Better than other provinces/countries		2%

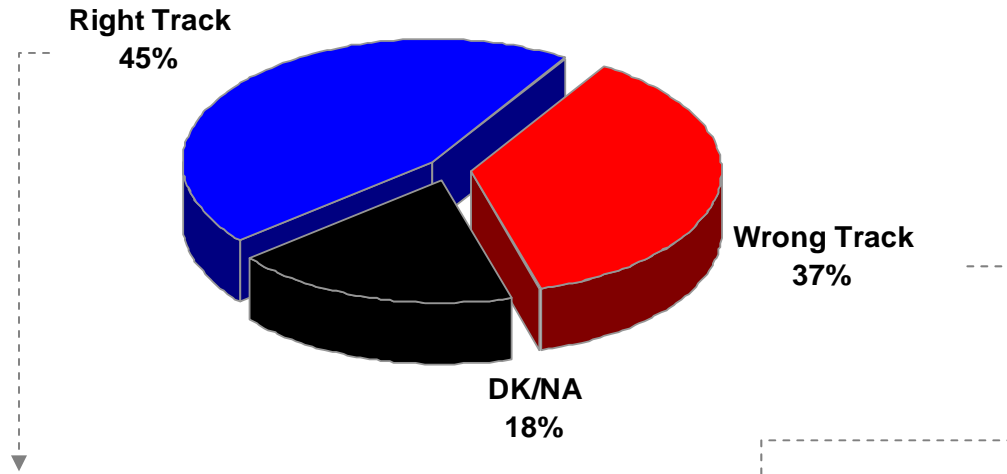
Reasons for WRONG		Jun-07
	n=	
	399	
Roads/highways are in poor condition		30%
Not expanding fast enough		19%
Lack of funding		14%
Poor planning of future development		12%
Schools are not properly maintained		10%
Lack of progress/ takes too long to get things done		9%
They are not doing anything/not doing enough		8%
Transit/ traffic/ public transportation issues		8%
Unfair fund allocation between city and rural		7%
Closing down hospitals/shortage of beds		4%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Tax Reduction

In what ways is the Government of Alberta on the right or wrong track?

Total Mentions



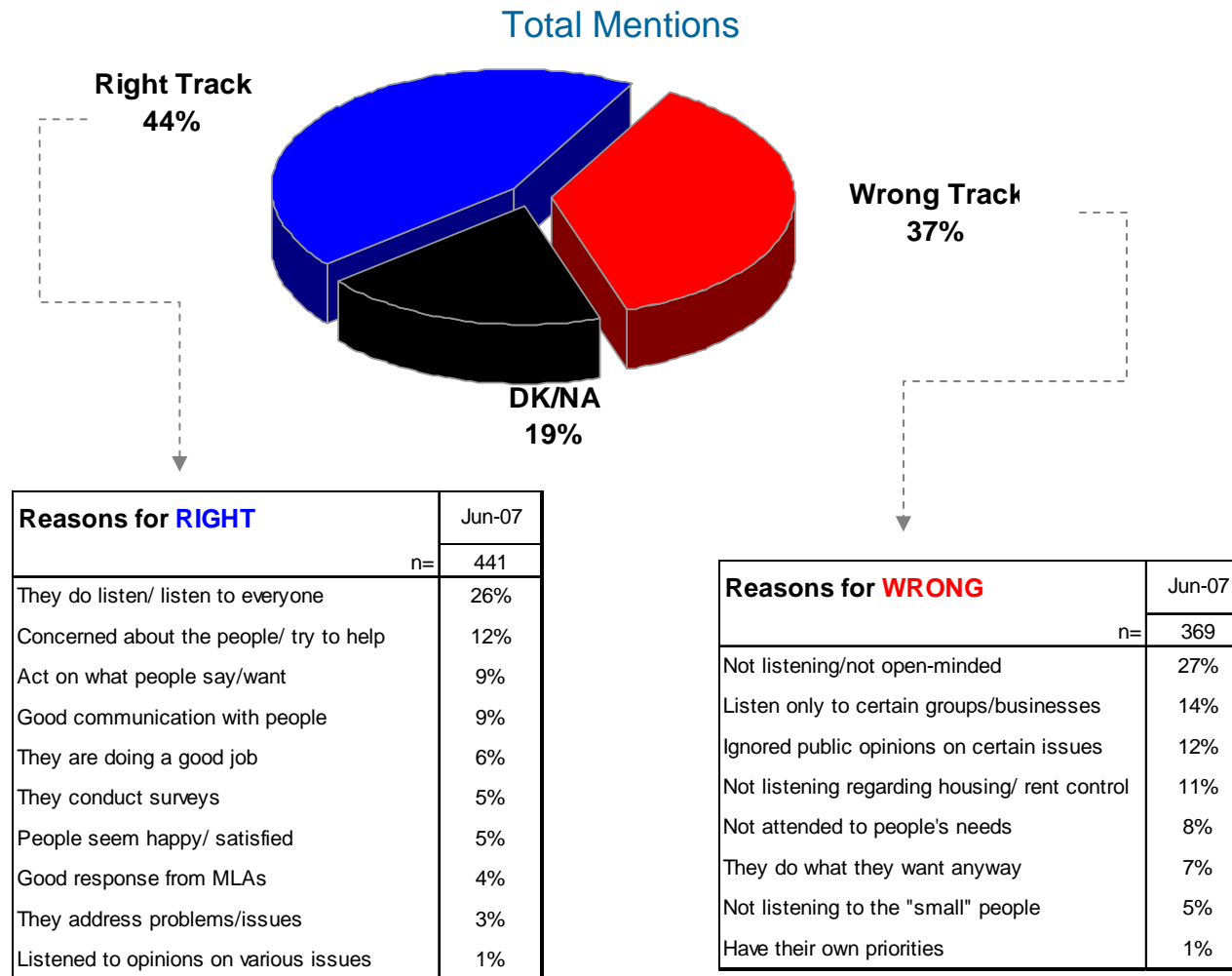
Reasons for RIGHT	Jun-07
	n= 451
They are reducing taxes	25%
We are better off than other provinces	12%
Taxes are reasonable	12%
Taxes have not increased	7%
They need taxes to run programs	7%
Taxes are too high/need to be reduced	6%
People having more to spend	5%
Doing a good job	3%

Reasons for WRONG	Jun-07
	n= 366
Taxes are too high/increasing	69%
Should not be reduced/invest in programs	10%
Tax money is being mismanaged	8%
Need to focus on lower/middle-class	4%
Have not seen the reduction they talk about	1%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Listening to Albertans

In what ways is the Government of Alberta on the right or wrong track?

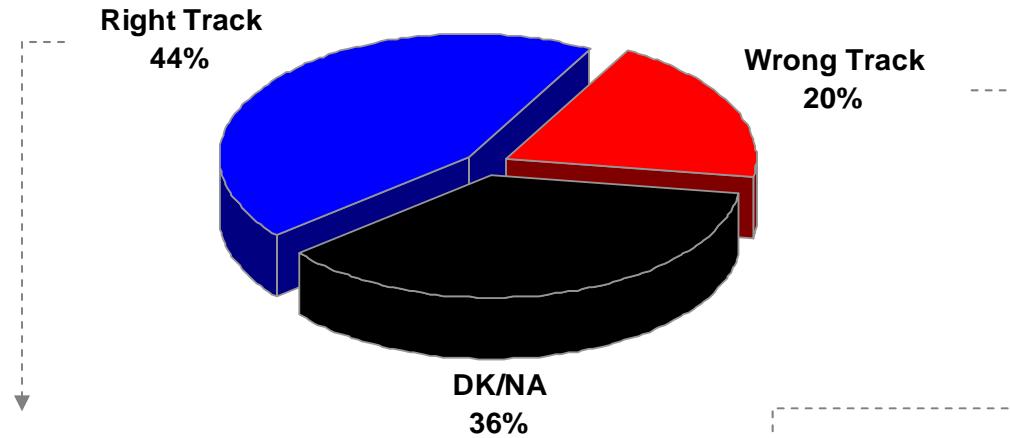


Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Federal-Provincial Relations

In what ways is the Government of Alberta on the right or wrong track?

Total Mentions



Reasons for RIGHT		Jun-07
	n=	441
Have a better relationship with feds now		28%
Both are conservative gov't/ like Harper		14%
Have no problems so far		11%
They are independent to the extent they can		8%
Trying not to share revenue		5%
Fiscally responsible		4%
Doing a good job/ best they can		3%
Representing Alberta's interests		2%
They are making their voice heard		1%

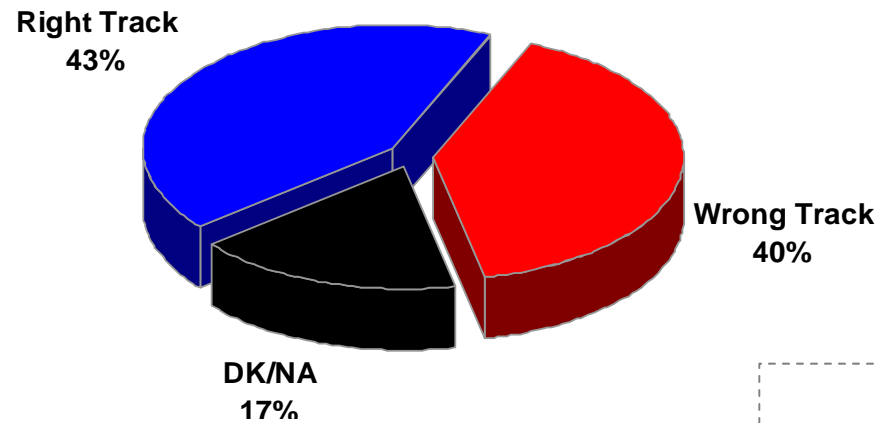
Reasons for WRONG		Jun-07
	n=	195
Always arguing/oppose each other		24%
Money/ resources are leaving the province		15%
Not aggressive enough		13%
Federal government ignores the West		7%
Too aggressive with feds		7%
No plan/ accountability for actions		4%
Harper gov't has too much power		3%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Education

In what ways is the Government of Alberta on the right or wrong track?

Total Mentions



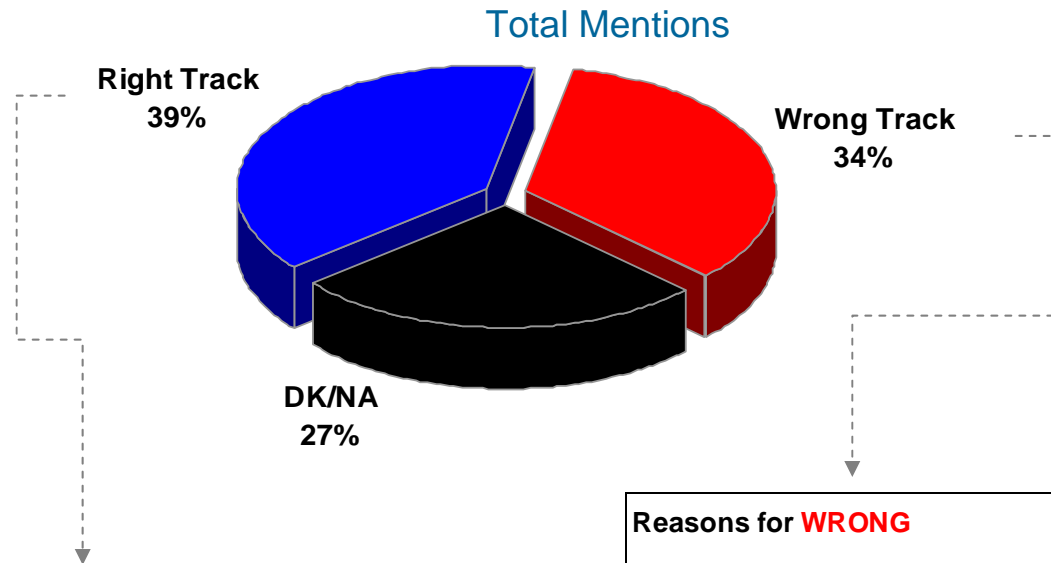
Reasons for RIGHT	Jun-07
n=	425
Increased funding/ resources	25%
They are doing a good job/no problems	11%
Providing quality/good education	10%
Opening more schools/ not closing anymore	10%
Education is accessible / available to all	8%
Better/ the same as other provinces	5%

Reasons for WRONG	Jun-07
n=	402
Not enough funding/too many cutbacks	40%
High tuition/cost of education	24%
Closing down schools/ need more	16%
High teacher-student ratio	11%
Poor quality of education	8%
Need more teachers/aids	7%
Teachers are not paid enough	4%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Planning for the Future

In what ways is the Government of Alberta on the right or wrong track?



Reasons for RIGHT	Jun-07
	n= 394
Sound financial planning/ eliminated the debt	30%
Improving/ doing a good job	27%
Better/ investing/ planning for infrastructure	11%
Better/ investing/ planning for education	7%
Better/ investing/ planning for Health Care	6%
Better/ invesintg/ planning for environment	5%
There is a sound/ booming economy	4%

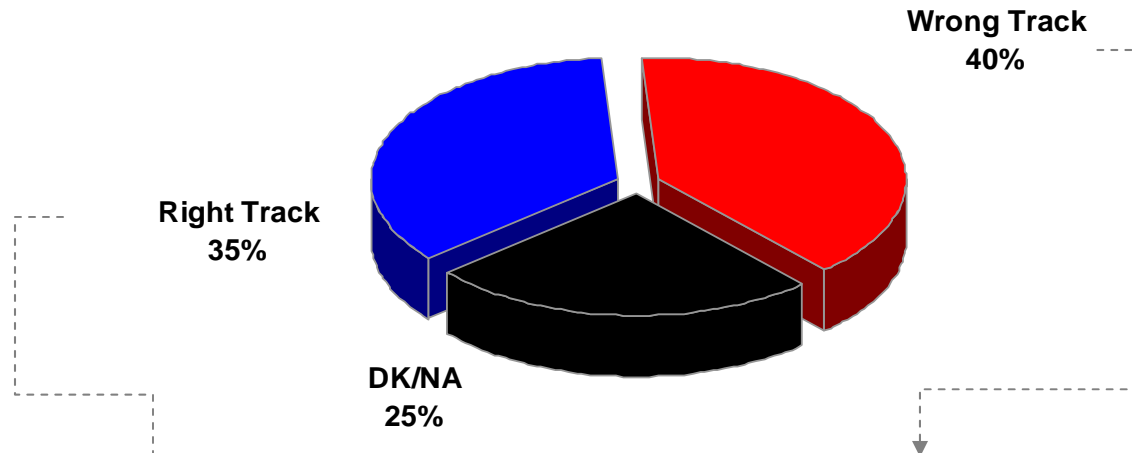
Reasons for WRONG	Jun-07
	n= 339
Lack of plan/ future plan	36%
Poor management of money	15%
Too dependent on fossil fuel/ need diversification	10%
Poor infrastructure/ traffic/ roads	8%
No focus/ lack of/ on environment	7%
No focus/ lack of education/ funding/ professionals	6%
No focus/ lack of helath care/ funding/ professionals	5%
Not managing population growth/ boom	5%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Government Spending

In what ways is the Government of Alberta on the right or wrong track?

Total Mentions



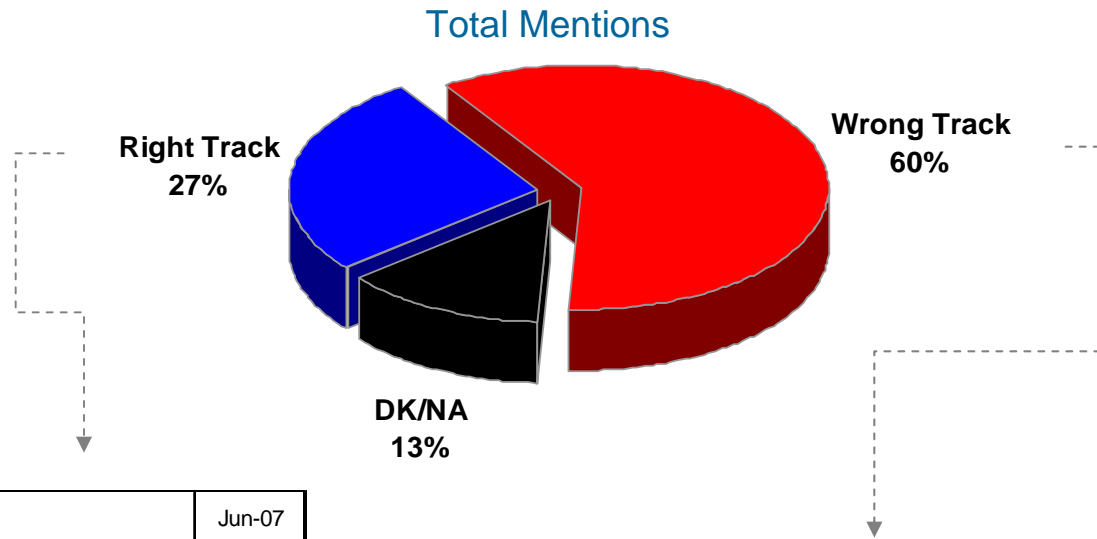
Reasons for RIGHT	Jun-07
	n= 350
Money reinvested in social programs	25%
Responsible/not overspending	24%
Spending in the right areas	10%
Have a surplus/balanced budget	9%
Paying down the debt	7%
They are doing a good job	6%

Reasons for WRONG	Jun-07
	n= 395
Need to invest more into social programs	24%
Spending money in wrong areas	21%
Not responsible/overspending	11%
Spending too much money/ too fast	10%
Not spending enough on/ not maintaining infrastructure/ roads/ cities	10%
Not meeting the needs of the people	7%
Lack of planning/ money does not solve problems	6%
Too many government perks	5%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Housing

In what ways is the Government of Alberta on the right or wrong track?



Reasons for RIGHT	Jun-07
n=	270
Cheaper/ available/ more housing	17%
Housing for poor/ low income	11%
Have not given in to rent control/ rent caps	9%
A lot of building happening	7%
Leave it up to private sector	7%
It isn't up to the gov't/ it's the individual's responsibility	6%
They are trying to solve the problem/ doing something	6%
Addressing rent control	5%
Allowing/ encouraging developers to build	5%

Reasons for WRONG	Jun-07
n=	599
Lack of affordable housing	38%
Need subsidies/ housing for low income	17%
Need gov't regulation/ rent control/ cap	15%
Not enough housing	10%
No market control/ prices increasing too quickly	8%
No results/ lack of concern	6%
Inflation/ high cost of living	5%
Not enough/ poor planning for the future	5%

Generally speaking, do you think the Government of Alberta is on the right track or the wrong track with regard to ...?

Provincial Priorities



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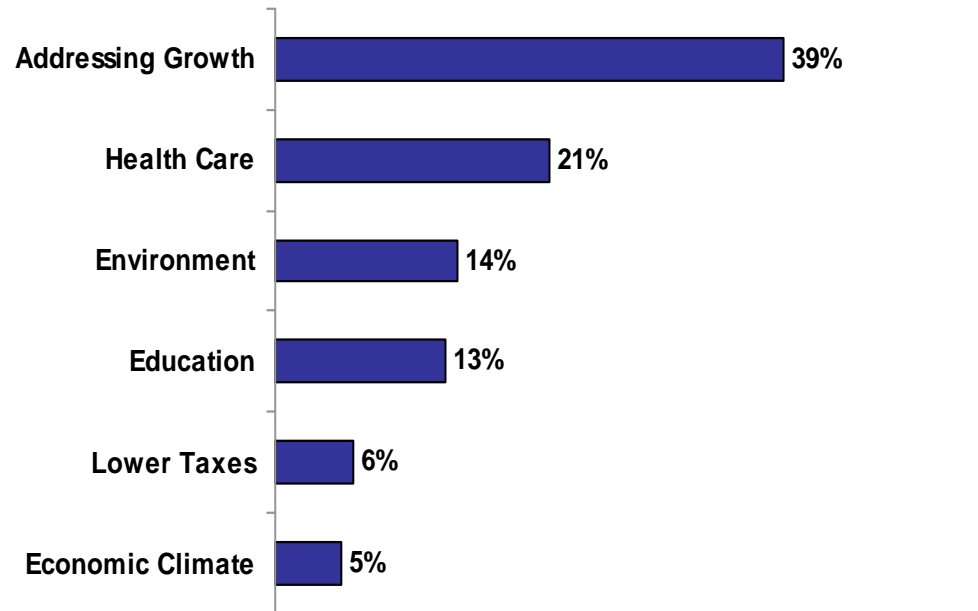


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Desired Top Provincial Priority

Which should be the HIGHEST priority for the provincial government over the next two years?

Single Mention

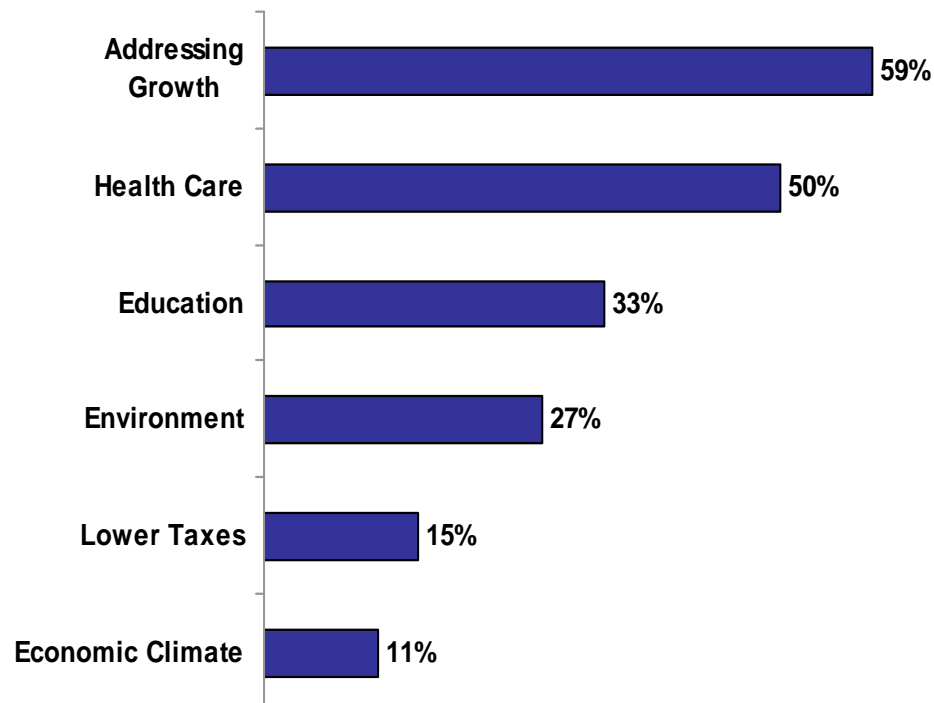


In your opinion, which one of the following items should be the HIGHEST priority for the provincial government over the next two years? Should it be...

Desired Top Two Priorities

Which should be the TWO HIGHEST priority for the provincial government over the next two years?

Total Mentions

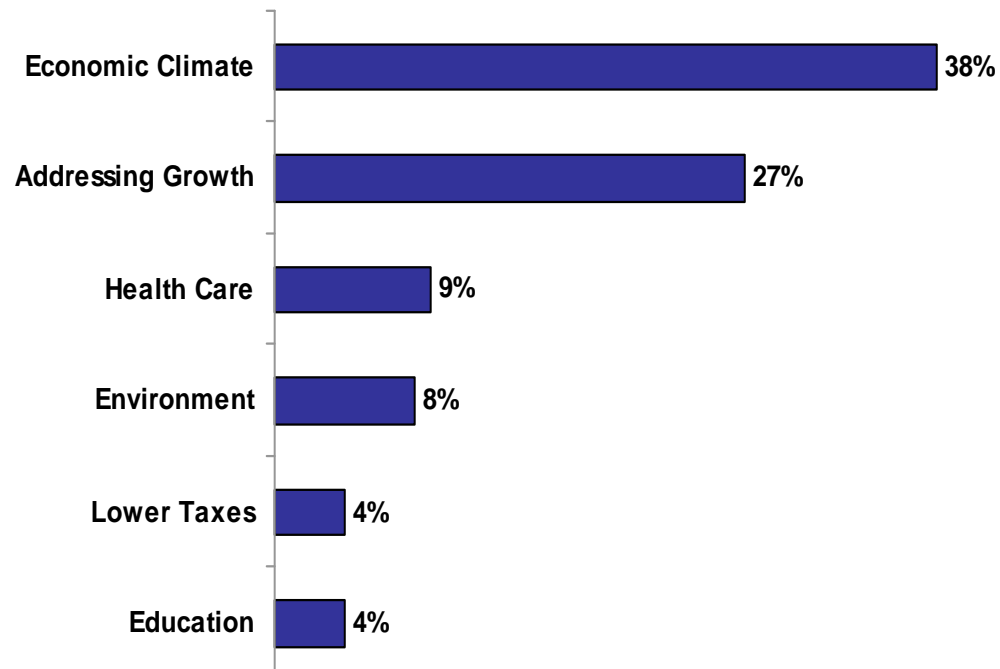


*In your opinion, which one of the following items should be the HIGHEST priority for the provincial government over the next two years? Should it be...
What should the second highest priority be?*

Perceived Top Provincial Priority

Which does the provincial government view as its highest priority over the next two years?

Single Mention

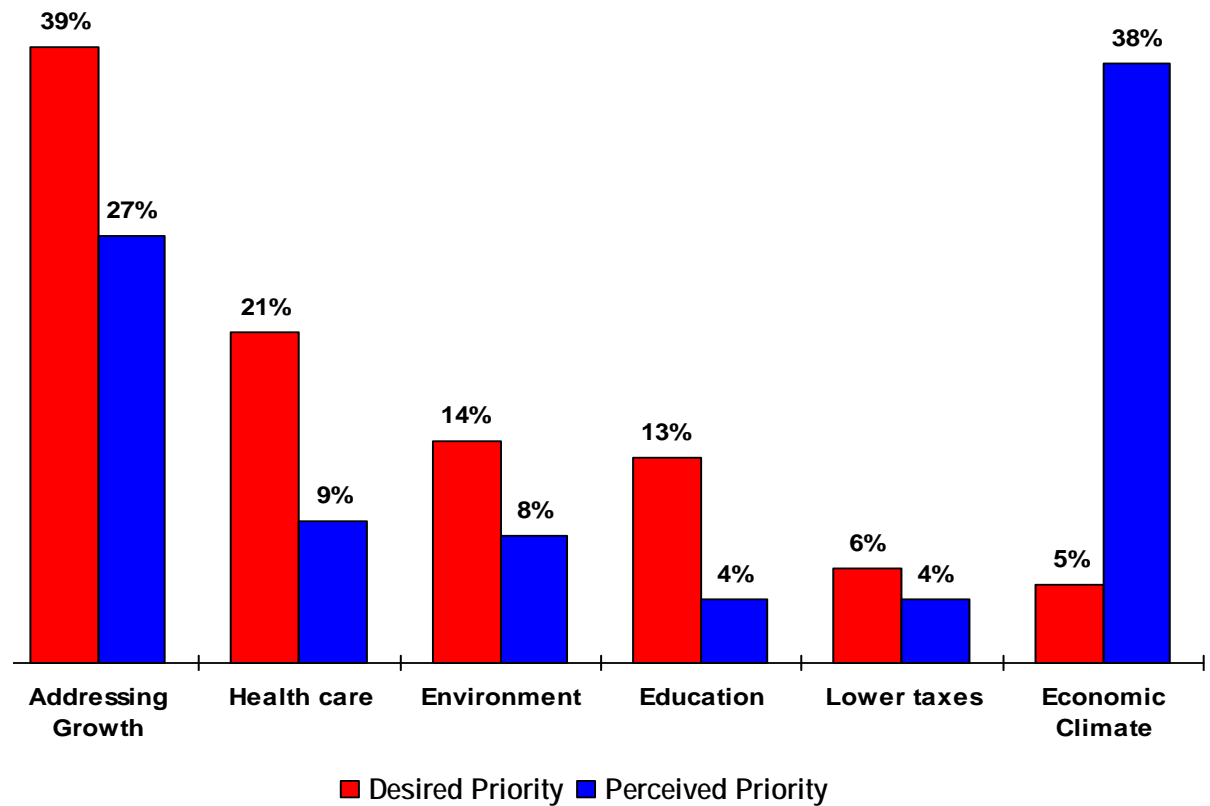


And which one of these do you think the provincial government views as its highest priority over the next two years?

Priority Gap

Desired Versus Perceived Priorities of the Provincial Government

This graph illustrates the gap between the desired priorities of Albertans and the perceived priorities of the Government of Alberta.



Methodology



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Research Methodology

SURVEY METHOD

The results of this survey are based on a representative sample of 1000 adults living in Alberta. The survey was conducted by telephone between May 31st and June 10th, 2007.

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 Marketing Research and Intelligence Association—MRIA.

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 3.1%, 19 times in 20. For example, 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 (i.e. 95% confident) that the actual proportion of people in the total population with that opinion will be between 47% and 53%.

When results are analyzed within a geographic region, the margins of error become larger due to smaller respondent bases. For instance, there were approximately 250 people surveyed in Calgary, and so the margin of error for the Calgary results will be larger than the margin of error for results based on the total sample of 1000 Albertans. The table to the right provides an indication of the relative margins 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

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 a result is significantly higher than the total. One symbol (- or +) indicates significance at the 90% confidence level, while results with two symbols (-- or ++) are significant at the 95% confidence level.

When the results for different geographic subgroups are compared, not all differences are statistically significant. The table to the right indicates the minimum difference required for statistical significance when comparing results between the six geographic regions surveyed.

Minimum Differences Required for Significance

	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%	10.0%	Calgary	250	25%	6.2%
Central Region Including: Rocky Mountain House Sundre Innisfail Stettler Lacombe Drumheller Wainwright	100	10%	10.0%	Edmonton	250	25%	6.2%
South Region Including: Banff Claresholm Fort Macleod Cardston Taber High River	100	10%	10.0%	Small Cities Including: Lethbridge Medicine Hat Red Deer Wood Buffalo / Ft. McMurray Grande Prairie Brooks Camrose Cold Lake Lloydminster Wetaskiwin	200	20%	7.0%
				TOTAL	1000	100%	3.1%

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

Completion results

	N
TOTAL SAMPLE DIALLED	16,042
UNRESOLVED NUMBERS (U)	5,809
Busy	598
No answer	1,631
Answering machine	3,580
RESOLVED NUMBERS <i>(Total minus Unresolved)</i>	10,233
OUT OF SCOPE <i>(Invalid/non-eligible)</i>	2,918
Non-residential	298
Not-in-service	1,936
Fax/modem	684
IN SCOPE NON-RESPONDING (IS)	6,296
Refusals – household	3,993
Refusals – respondent	839
Language barrier	230
Callback missed/respondent not available	1,136
Break-offs (interview not completed)	98
IN SCOPE RESPONDING (R)	1,017
Disqualified	0
Quota filled	17
Completed	1,000
RESPONSE RATE [R / (U + IS + R)]	8%