

# The Future Summit

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## Exploratory Public Opinion Research

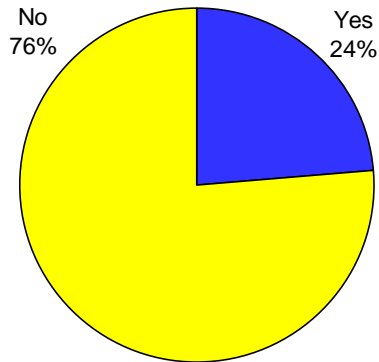
**Field Dates:**

June 19 - June 24, 2001



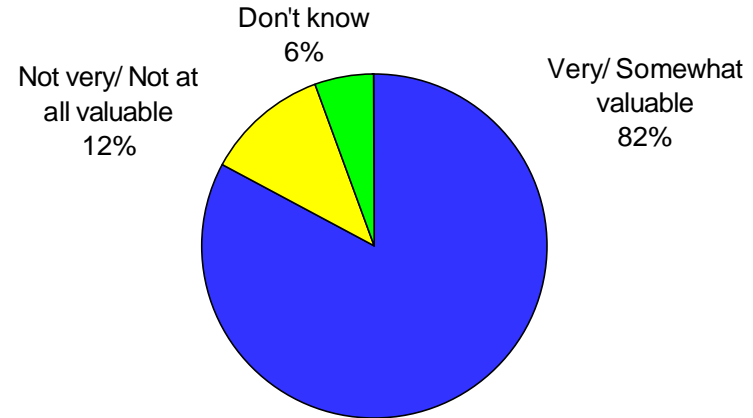
**ENVIRONICS**  
RESEARCH GROUP  
WESTERN CANADIAN DIVISION - CALGARY, ALBERTA

# Awareness of Future Summit



In April, the Alberta government announced it will hold a Future Summit beginning this fall for Albertans to help chart a course for the province's debt-free future. The Summit will give all Albertans the opportunity to offer their ideas for policies and actions needed to carry this province forward into the future. Have you heard of the Alberta Future Summit?

# Value of Future Summit



Overall, how valuable do you feel the Future Summit will be in getting the different groups participating to agree on some specific initiatives for Alberta's future? Do you think they will be...

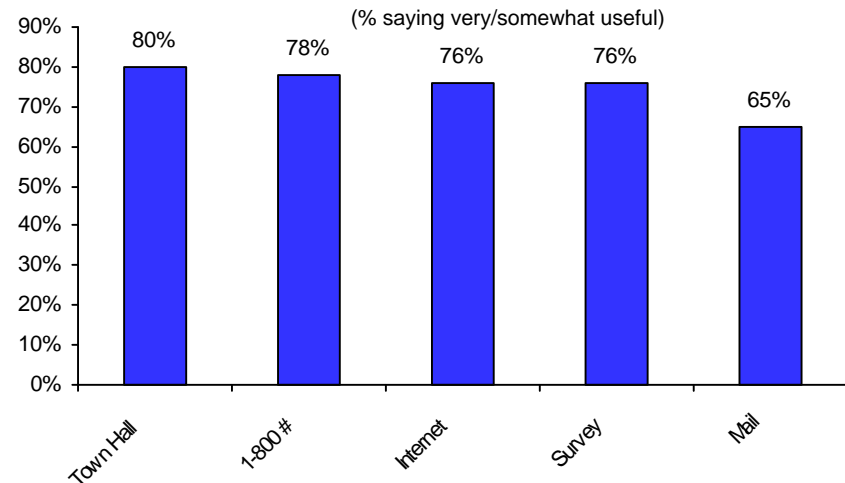
# Topics that Should be Discussed

Health care	39%
Education	35%
Environmental concerns	18%
Use of natural resources	11%
Tax issues - reducing taxes	10%
Debt reduction	9%
Economy issues	7%
Utilities/ gas prices	7%
Job creation	6%
Agricultural issues	6%
Government spending	5%
Transportation/ infrastructure	5%
Social programs/ issues	5%

Mentions below 5% are not listed here

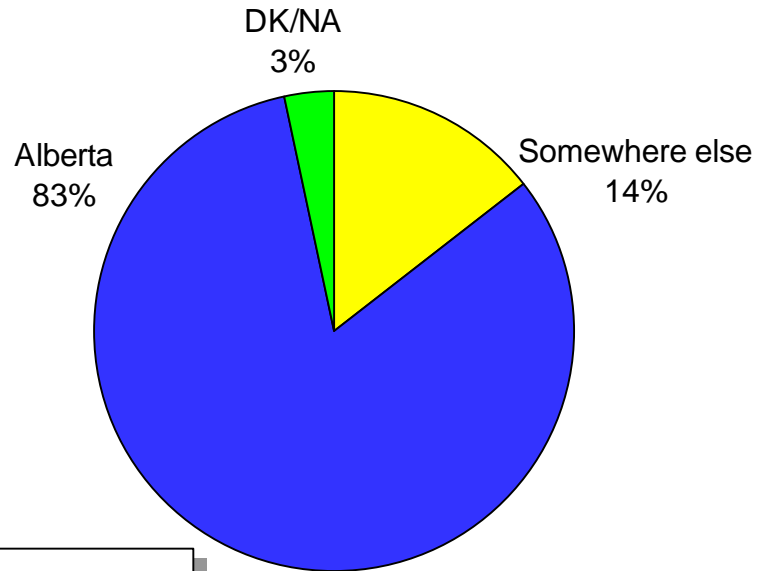
What topics do you feel these groups should be discussing at the Future Summit?

# Input to Future Summit



How did you hear about the Future Summit?

# Preferred Place to Live in 10 Years



## WHY ALBERTA?\*

(Based on those who intend to stay in Alberta n=658)

Friends and family around/ it is my home/ familiar	26%
Born and raised in Alberta/ have been here long time	21%
A beautiful province/ nice scenery	18%
Good job opportunity	16%
Low taxes/ no PST	13%
Good climate/ weather	11%
Consistent economy	10%
Good standard of living/ good lifestyle	7%
People are nice/ attitude is good	7%
Satisfied with the health care	6%
Government is good/ strong	6%
It is a rich province/ prosperous	5%

## WHY NOT ALBERTA?\*

(Based on those who intend to leave Alberta n=115)

Looking for better weather/ climate	33%
Prefer a better landscape/ environment	14%
Looking for better job/ business opportunities	13%
Family living in other province	9%
I came from another province/ country	8%
Personal urge to travel/ look for new experiences	7%
Prefer to live overseas	5%

Ten years from now, would you prefer to be living in Alberta or living somewhere else?

Why do you want to continue to live in Alberta?

Why do you want to leave Alberta?

\* Mentions below 5% are not listed here

## **SURVEY METHOD**

The results of the survey are based on a probability sample of 800 adults living in Alberta. The survey was conducted by telephone from June 19 to June 24, 2001.

## **SAMPLE SELECTION**

The sampling method was designed to complete 800 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 Census Data.

From within each multi-person household contacted, respondents 15 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 800 persons within the population produces results which are reliable to within plus or minus 3.5%, 19 times in 20. A simple example which illustrates this point is that if we surveyed 800 people within the population, and we ended up with 50% of respondents holding an opinion, we can be reasonably confident (95%) that the actual proportion in the total population with this opinion will be between 46.5% and 53.5%.