



---

# Alberta Public Opinion Research

May, 2005

# Method



- ⦿ 506 telephone interviews with adults 18+ across Alberta
  - ⦿ *Representative sample of households*
  - ⦿ *Representative sample of adults within household*
- ⦿ Data were weighted at tabulation to reflect actual population characteristics by region, sex and age
- ⦿ The survey was approximately 20 minutes in length
- ⦿ Fieldwork was conducted from May 13 – 16, 2005



---

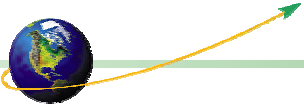
# Overview

# Overview



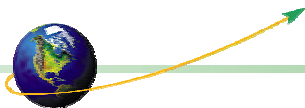
- ◉ With high energy prices and a booming economy, Albertans are feeling good about their personal circumstances today and optimistic about the future.
- ◉ Their top-of-mind issues remain health care and education.
- ◉ Other issues, although far behind health care and education, include the economy, mad cow, seniors, and taxes.

# Albertans' Priorities



- ◉ When asked what their priorities were, **everything** was important.
- ◉ *Health care and education* are at the top of the list.
- ◉ Other key factors include:
  - ◉ *Fiscal management*
    - ◉ *Spending wisely*
    - ◉ *The economy*
    - ◉ *Saving for the future*
- ◉ **Debt reduction** was low on the list, not surprising as Alberta has just eliminated its debt
- ◉ Other important areas:
  - ◉ *Social services*
  - ◉ *Seniors*
  - ◉ *Helping farmers*
  - ◉ *Human rights*

# Health Care



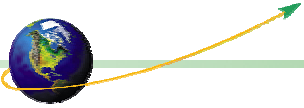
- ⊙ Albertans support the following initiatives:
  1. *Giving Regional Health Authorities more freedom to try new ways for service delivery*
  2. *Offering more health care choice, even if it means delivering through private clinics*
  3. *More publicly funded/privately delivered services*
- ⊙ They also favoured spending options like hiring more doctors and nurses, building more hospitals, and eliminating premiums
- ⊙ The public is split on user fees to prevent abuse of the system
- ⊙ They welcome innovation but are less supportive if it means “bending the rules.”

# Education



- ⦿ Education is the key issue after health care.
- ⦿ Generally Albertans believe the system is of high quality and is in good shape relative to the rest of Canada.
- ⦿ Top of mind concerns focus around cost and access for post-secondary education.

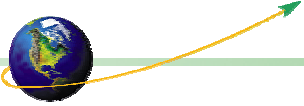
# Education



- ⦿ The Alberta public strongly support the following actions:
  1. *Hiring more teachers to reduce class size*
  2. *Spending more to upgrade and repair schools*
  3. *Eliminating user fees and fundraising for essentials like books and computers*
- ⦿ Given their concerns about rising tuition costs and access for colleges and universities, they would likely welcome relief in these areas as well.
- ⦿ Raising teacher salaries was a much lower priority.

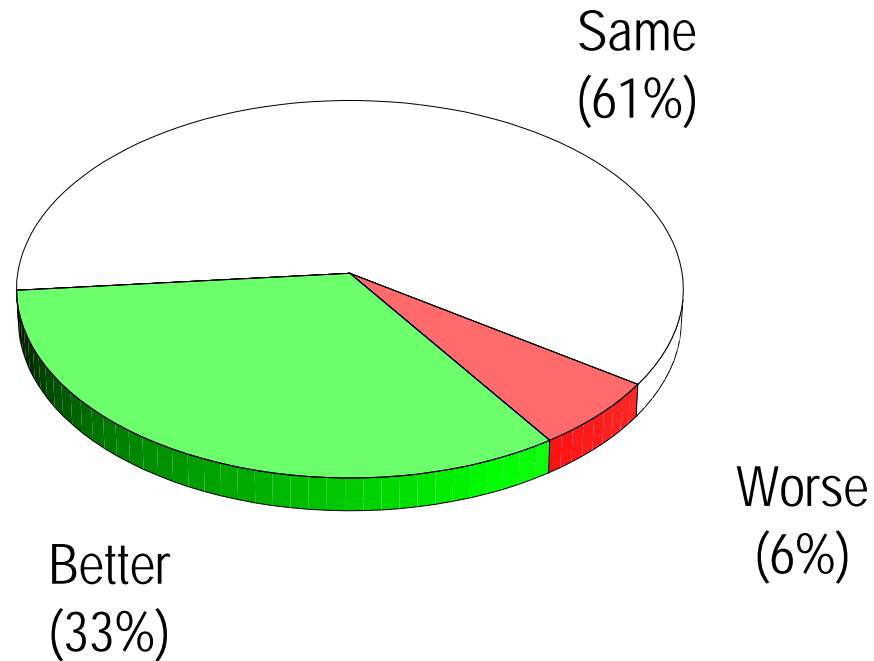
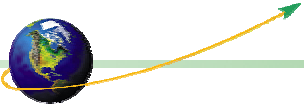


# Other Topics

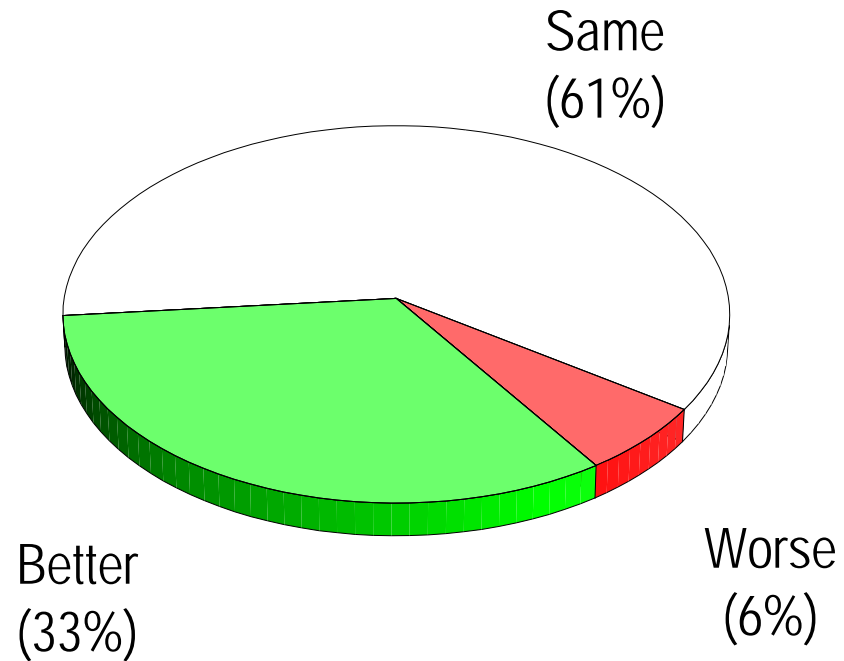
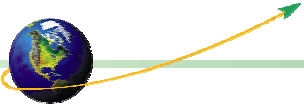


- ⦿ The following actions are both popular:
  1. *Increasing the minimum wage*
  2. *Restoring dental and eye care for seniors, addressing housing*

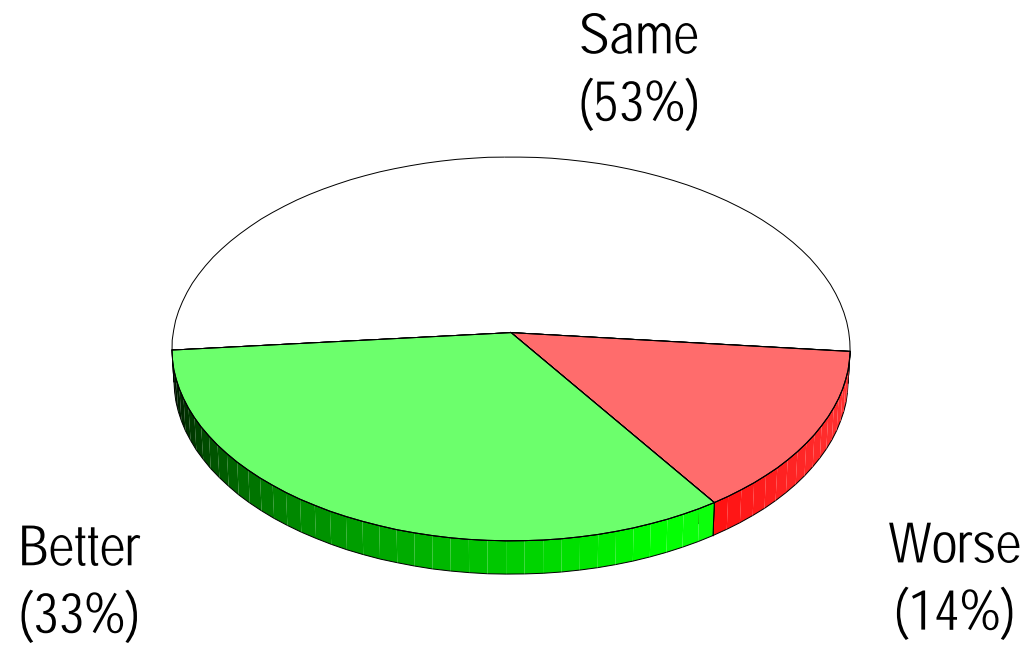
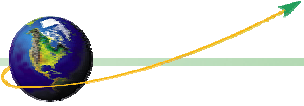
# Alberta as a Place to Live Now vs. a Year Ago



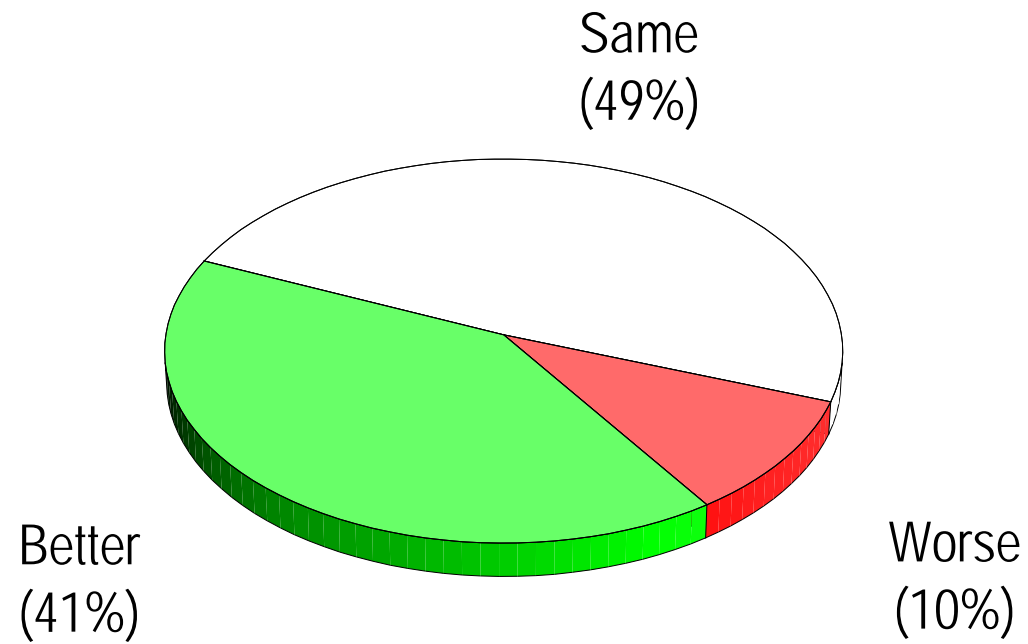
# Alberta as a Place to Live A Year From Now



# Personal Circumstances vs. A Year Ago



# Personal Circumstances Expected A Year From Now

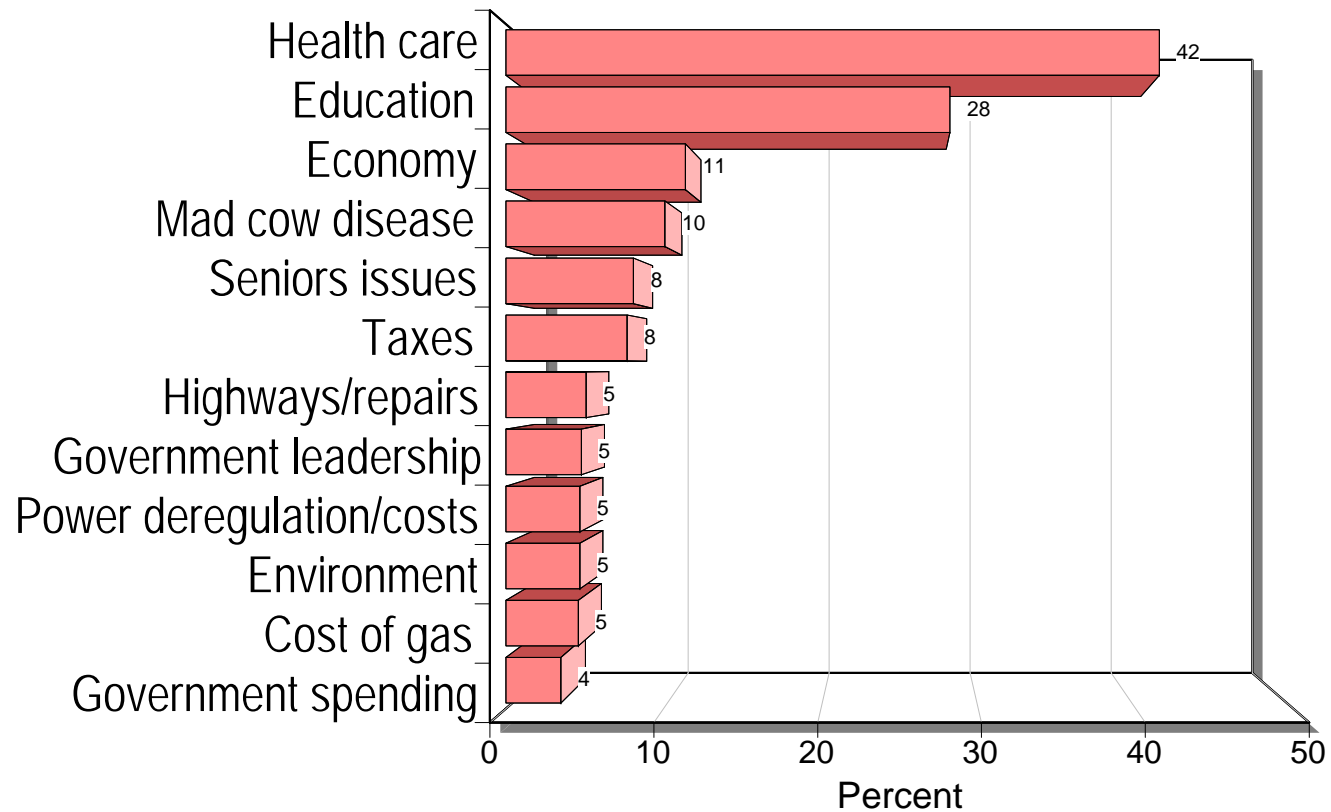
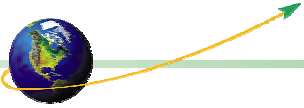




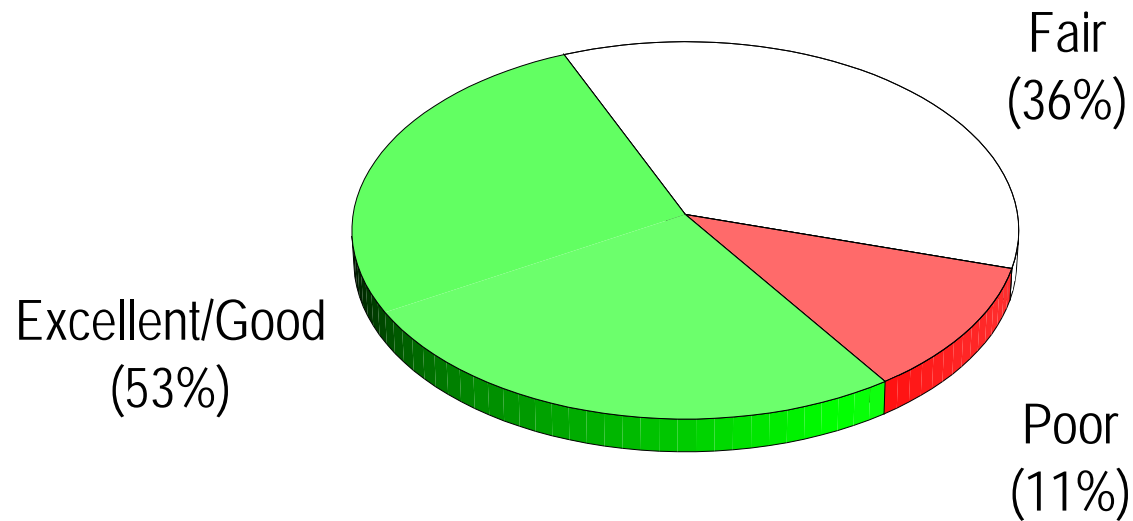
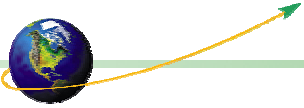
---

# Top of mind issues

# Top of mind issues

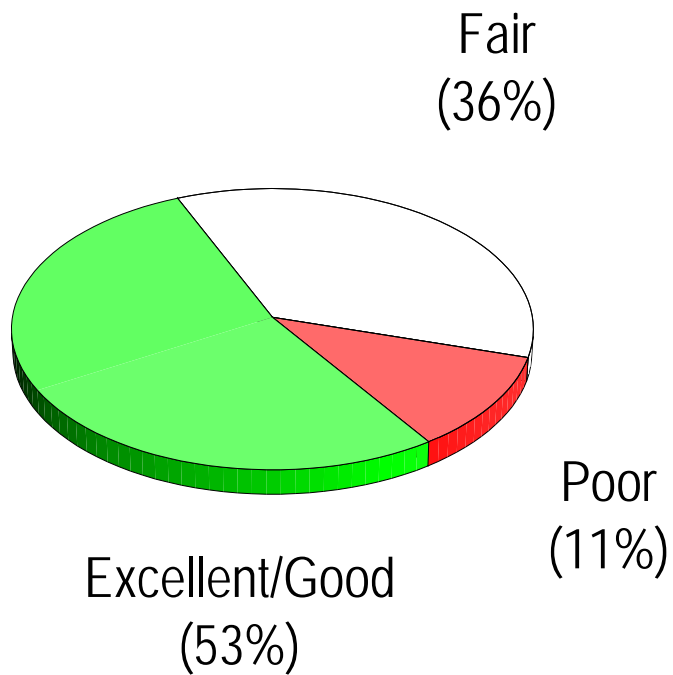
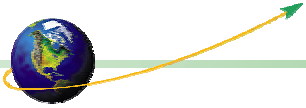


# How Good a Job is the Provincial Government Doing?

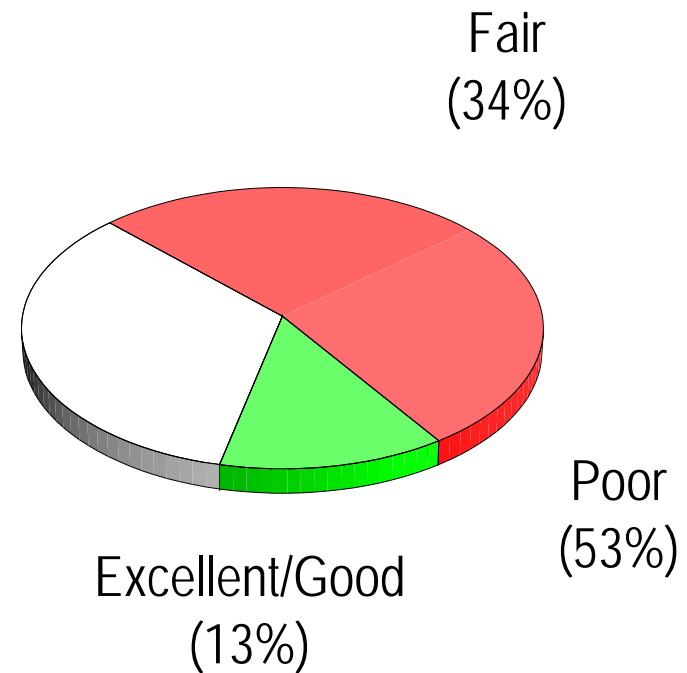




# How Good a Job is the Government Doing? Alberta versus Federal



**Provincial**

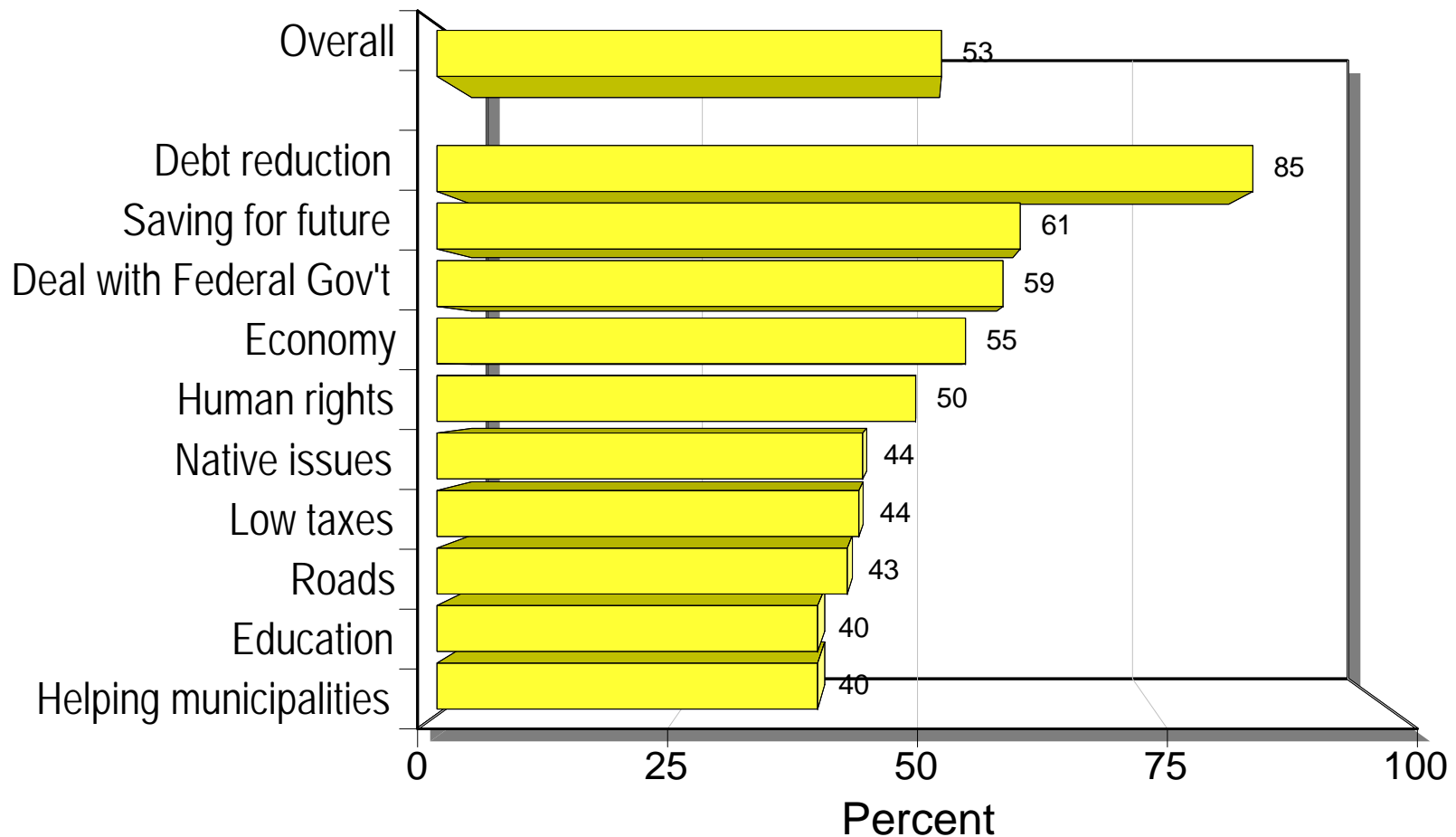


**Federal**

# How Good a Job is the Provincial Government Doing?



Percent saying “excellent/good job”



# How Good a Job is the Provincial Government Doing? (Cont'd)



Percent saying “excellent/good job”

