



FOCUS ALBERTA

November 2002



November 28, 2002



ENVIRONICS
RESEARCH GROUP

WESTERN CANADIAN DIVISION - CALGARY, ALBERTA

FOCUS ALBERTA

2002 - 10

Research Findings For: Public Affairs Bureau

Field Dates:
November 20 - 28, 2002



SURVEY METHOD

The results of the survey are based on a probability sample of 1000 adults living in Alberta. The survey was conducted by telephone from November 20 - 28, 2002.

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 11 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 1000 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%	

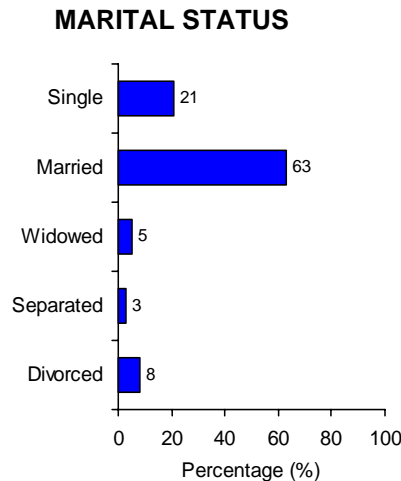
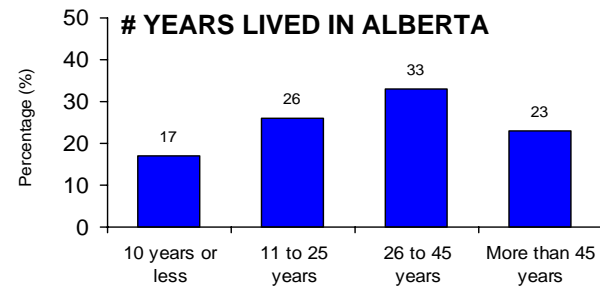
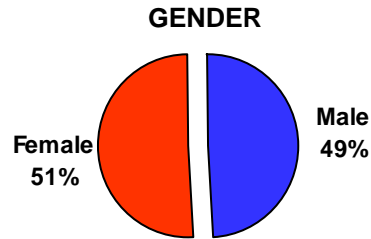
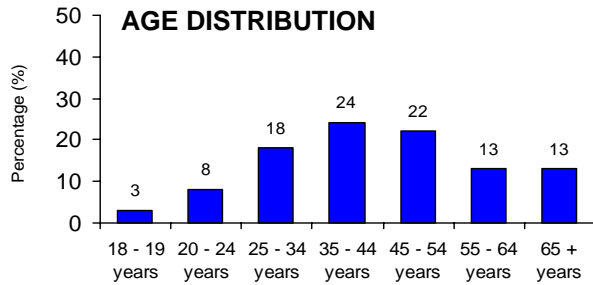
Sampling Methodology



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	10.0%	9.8%	Calgary Edmonton Small Cities Including: Lethbridge Medicine Hat Red Deer Wood Buffalo / Ft. McMurray Grande Prairie Camrose Grand Centre Lloydminster Wetaskiwin	250 250 200	25.0% 25.0% 25.0%	6.2% 6.2% 6.2%
Central Region Including: Rocky Mountain House Sundre Innisfail Stettler Lacombe Drumheller Wainwright	100	10.0 %	9.8%				
South Region Including: Banff Brooks Claresholm Fort Macleod Cardston Taber High River	100	10.0 %	9.8%	TOTAL	1000	100%	3.1%

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

Demographic Profile of Survey Respondents



OCCUPATION

Teacher	6%
Health care worker	8%
Other professional	20%
Administration (CEO's, managers)	15%
Technicians	6%
Office workers (clerical)	9%
Tradesmen	9%
Unskilled workers	19%
Farmers	6%
Sales	2%

SECTOR

Public	31%
Private	68%

EDUCATION

Some Elementary (grades 1 - 7)	1%
Completed Elementary (grade 8)	2%
Some High School (grades 9 - 11)	11%
Completed High School (grade 12 or 13)	26%
Some College / Trade School	9%
Completed College / Trade School	18%
Some University	9%
Completed University (Bachelors degree)	18%
Post Graduate (masters, PhD)	8%

HOUSEHOLD INCOME

Under \$10,000	4%
\$10,000 - \$19,999	7%
\$20,000 - \$29,999	12%
\$30,000 - \$39,999	13%
\$40,000 - \$59,999	18%
\$60,000 - \$79,999	13%
\$80,000 - \$99,999	8%
\$100,000 and over	13%
Refused / Don't know	13%

EMPLOYMENT STATUS

Working full-time	57%
Working part-time	10%
Unemployed or looking for a job	3%
Stay at home full-time	10%
Student	6%
Retired	15%

TENURE

Own	77%
Rent	23%

PART I

Alberta Issues

Important Alberta Issues



Top of Mind - Single Mention

•Environment	39%
•Health care	25%
•Economy	7%
•Education	5%
•Good government	4%

What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues



Top of Mind - Single Mention

	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02
Environment	15%	44%	12%	38%	13%	37%	19%	32%	26%	49%	27%	33%
Health care	31%	22%	33%	26%	32%	28%	31%	28%	31%	22%	26%	24%
Economy	11%	7%	13%	7%	7%	6%	4%	9%	2%	3%	10%	6%
Education	8%	7%	8%	5%	5%	5%	8%	2%	4%	2%	3%	4%
Good Govt	2%	2%	6%	4%	5%	4%	9%	3%	5%	5%	5%	4%

	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Apr-02	Nov-02
Environment	17%	44%	16%	34%	12%	45%	14%	41%	19%	38%	18%	32%
Health care	25%	18%	37%	32%	26%	17%	28%	20%	31%	30%	48%	35%
Economy	12%	8%	7%	6%	7%	5%	12%	8%	10%	7%	4%	3%
Education	5%	3%	10%	7%	9%	4%	8%	8%	7%	2%	2%	1%
Good Govt	4%	4%	6%	3%	2%	1%	4%	3%	5%	4%	7%	7%

What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues



Share of Mind - Total Mentions

•Environment	62%
•Health care	51%
•Education	22%
•Economy	15%
•Social services	9%
•Good government	9%

What other important issues are facing Alberta today?

Important Alberta Issues



Share of Mind - Total Mentions

	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02
Environment	36%	36%	30%	30%	32%	32%	33%	33%	46%	46%	43%	43%
Health care	61%	50%	55%	50%	56%	57%	57%	54%	49%	51%	56%	45%
Education	32%	26%	24%	21%	19%	22%	31%	22%	23%	21%	23%	13%
Economy	23%	18%	27%	15%	20%	14%	14%	16%	13%	10%	22%	12%
Social Services	11%	8%	18%	9%	15%	11%	16%	10%	15%	10%	14%	8%
Good Govt		10%		7%		7%		7%		12%		12%

	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02
Environment	31%	31%	36%	36%	25%	25%	32%	32%	39%	39%	43%	43%
Health care	50%	43%	64%	59%	41%	30%	53%	47%	62%	59%	68%	58%
Education	19%	17%	34%	27%	20%	18%	30%	25%	26%	21%	17%	17%
Economy	24%	16%	21%	14%	16%	14%	27%	14%	23%	17%	12%	13%
Social Services	12%	7%	18%	11%	6%	12%	12%	6%	17%	11%	23%	12%
Good Govt		12%		6%		4%		8%		10%		11%

What other important issues are facing Alberta today?

Important Community Issues



Top of Mind - Single Mention

•Infrastructure	16%
•Health care	8%
•Taxes	5%
•Crime	5%
•Kyoto protocol	5%

In your opinion, what is the SINGLE most important issue facing your city, town or community?

Important Community Issues



Top of Mind - Single Mention

	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02
Infrastructure	49%	37%	18%	13%	8%	6%	11%	5%	5%	5%	6%	4%
Health Care	8%	6%	8%	6%	7%	7%	13%	13%	7%	10%	9%	12%
Taxes		6%		7%		2%		3%				4%
Crime	8%		4%		7%		6%		5%		1%	
Kyoto Protocol		6%		3%		7%		3%		5%		5%

	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02
Infrastructure	27%	16%	18%	16%	16%	9%	23%	17%	24%	16%	22%	20%
Health Care	7%	5%	10%	11%	8%	3%	8%	6%	8%	11%	9%	10%
Taxes		6%		3%		3%		5%		5%		4%
Crime	6%		5%		5%		5%		8%		3%	
Kyoto		6%		3%		6%		4%		6%		

In your opinion, what is the SINGLE most important issue facing your city, town or community?

Important Community Issues



Share of Mind - Total Mentions

•Infrastructure	26%
•Health care	16%
•Education	11%
•Crime	10%
•Taxes	9%
•Population growth	7%

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

Important Community Issues



Share of Mind - Total Mentions

	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02
Infrastructure	64%	54%	26%	23%	15%	10%	21%	11%	19%	10%	10%	8%
Health Care	19%	16%	14%	10%	15%	16%	9%	23%	21%	15%	11%	20%
Education	25%	12%	26%	11%	23%	10%	21%	13%	27%	9%	15%	8%
Crime	7%	13%	8%	13%	4%	9%	4%	5%	5%	6%	4%	3%
Taxes	6%	12%	13%	11%	4%	5%	4%	7%	4%		5%	8%
Pop. Growth	8%	14%	7%	5%	9%	7%	13%	4%	5%	5%	1%	

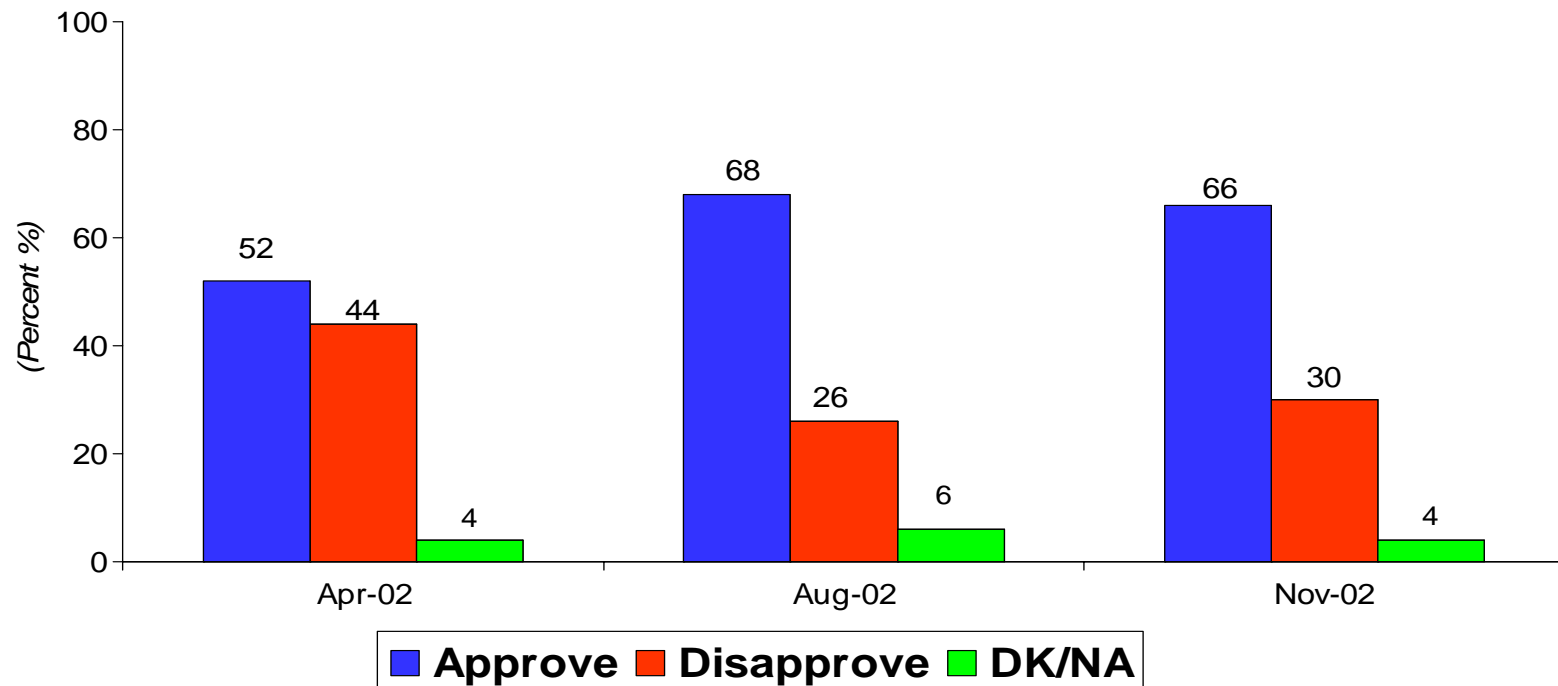
	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02	Aug-02	Nov-02
Infrastructure	40%	27%	28%	24%	23%	16%	34%	27%	40%	27%	29%	26%
Health Care	11%	12%	20%	19%	11%	9%	16%	14%	17%	20%	14%	16%
Education	18%	9%	30%	13%	25%	15%	28%	12%	23%	9%	13%	9%
Crime	6%	9%	7%	10%	7%	6%	7%	12%	5%	8%	6%	9%
Taxes	9%	10%	6%	7%	8%	5%	8%	9%	6%	8%	9%	14%
Pop. Growth	9%	10%	5%	4%	5%	2%	8%	6%	8%	9%	6%	10%

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

Approval Rating of Government



Government Approval Rating

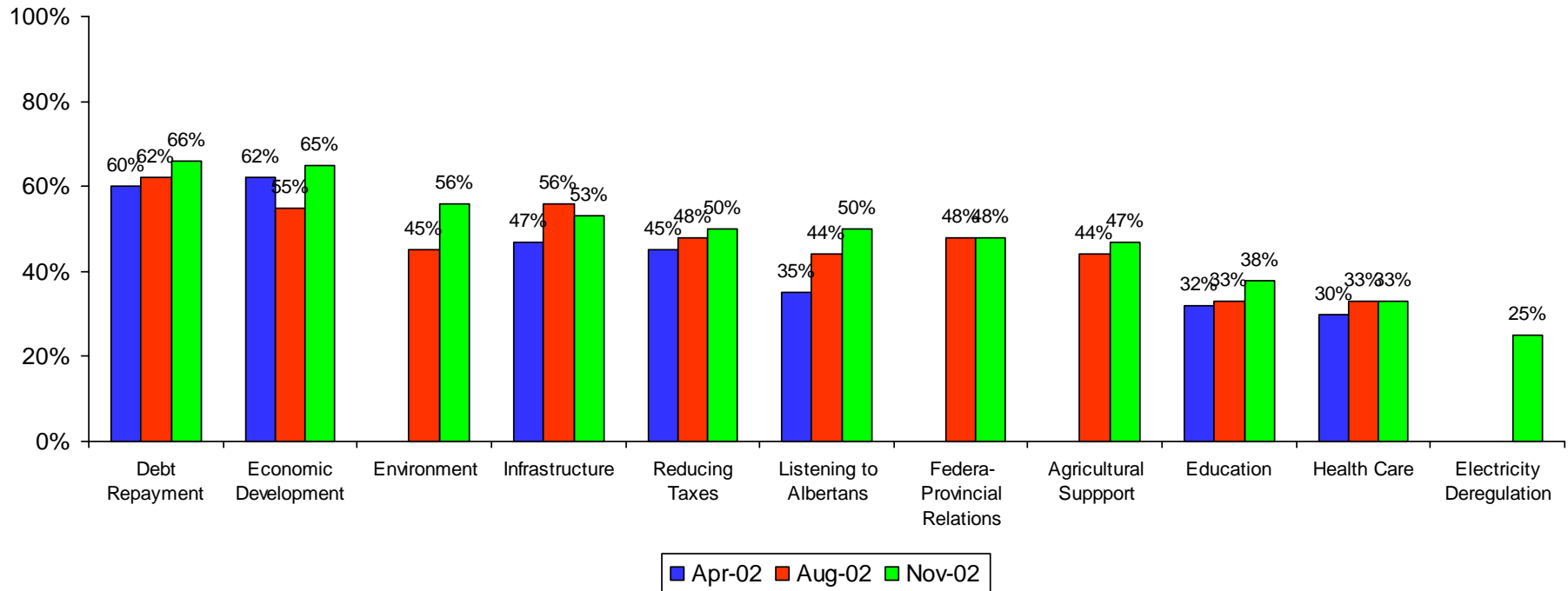


Overall, do you approve or disapprove of the performance of the Provincial Government?

Approval Ratings on Various Government Issues



Percent of Respondents who Approve



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



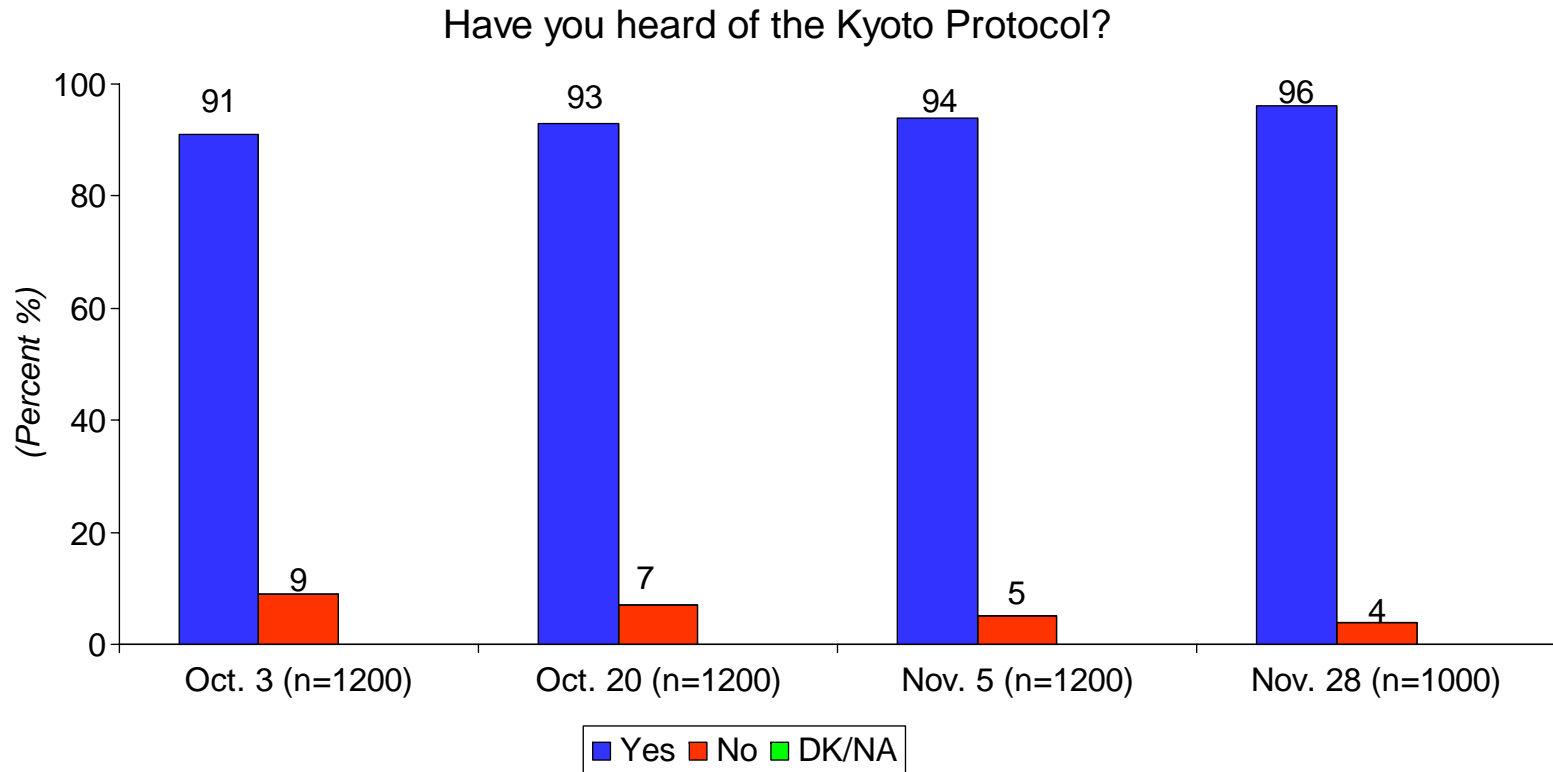
PART II



Kyoto Protocol



Awareness of the Kyoto Protocol

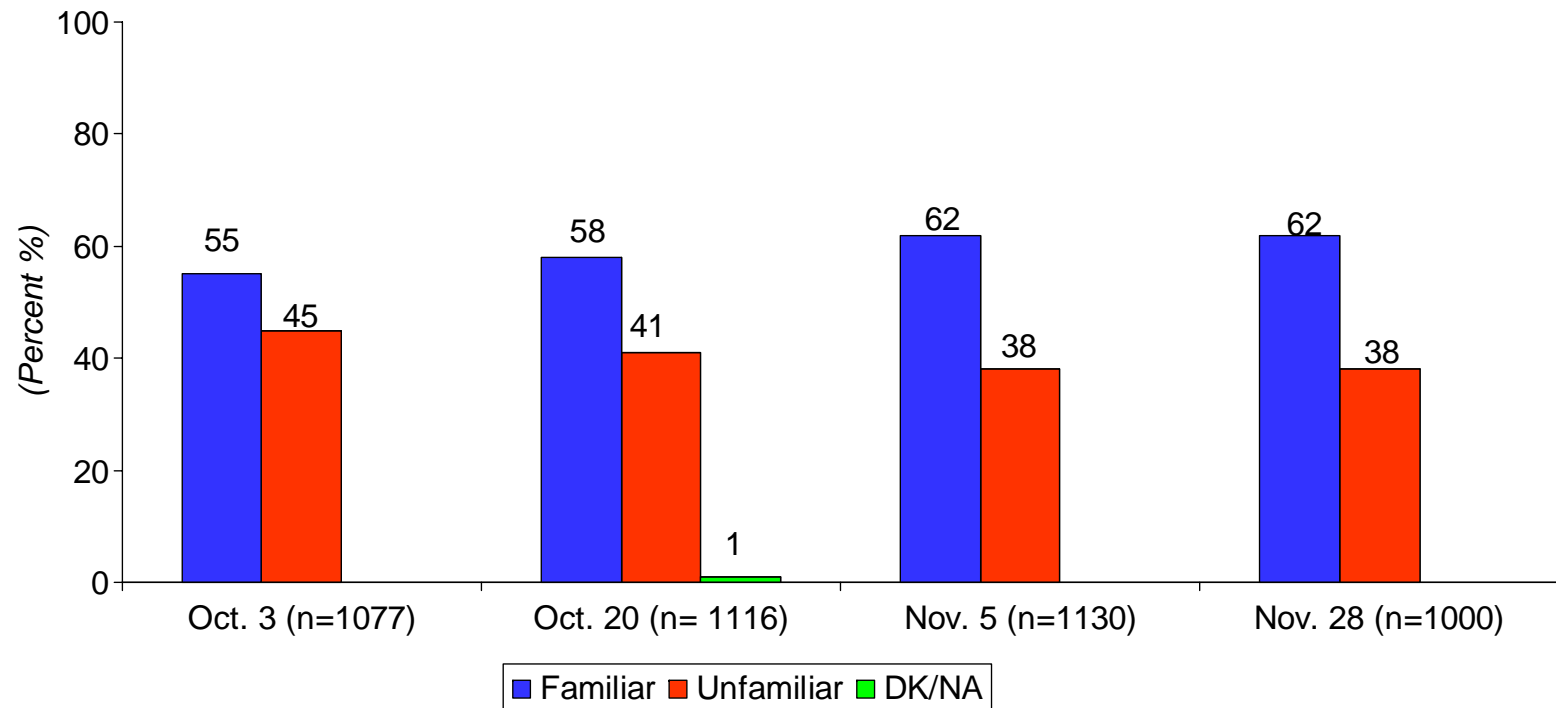


Have you heard of the Kyoto Protocol?

Familiarity with the Kyoto Protocol



Are you familiar or unfamiliar with the Kyoto Protocol?

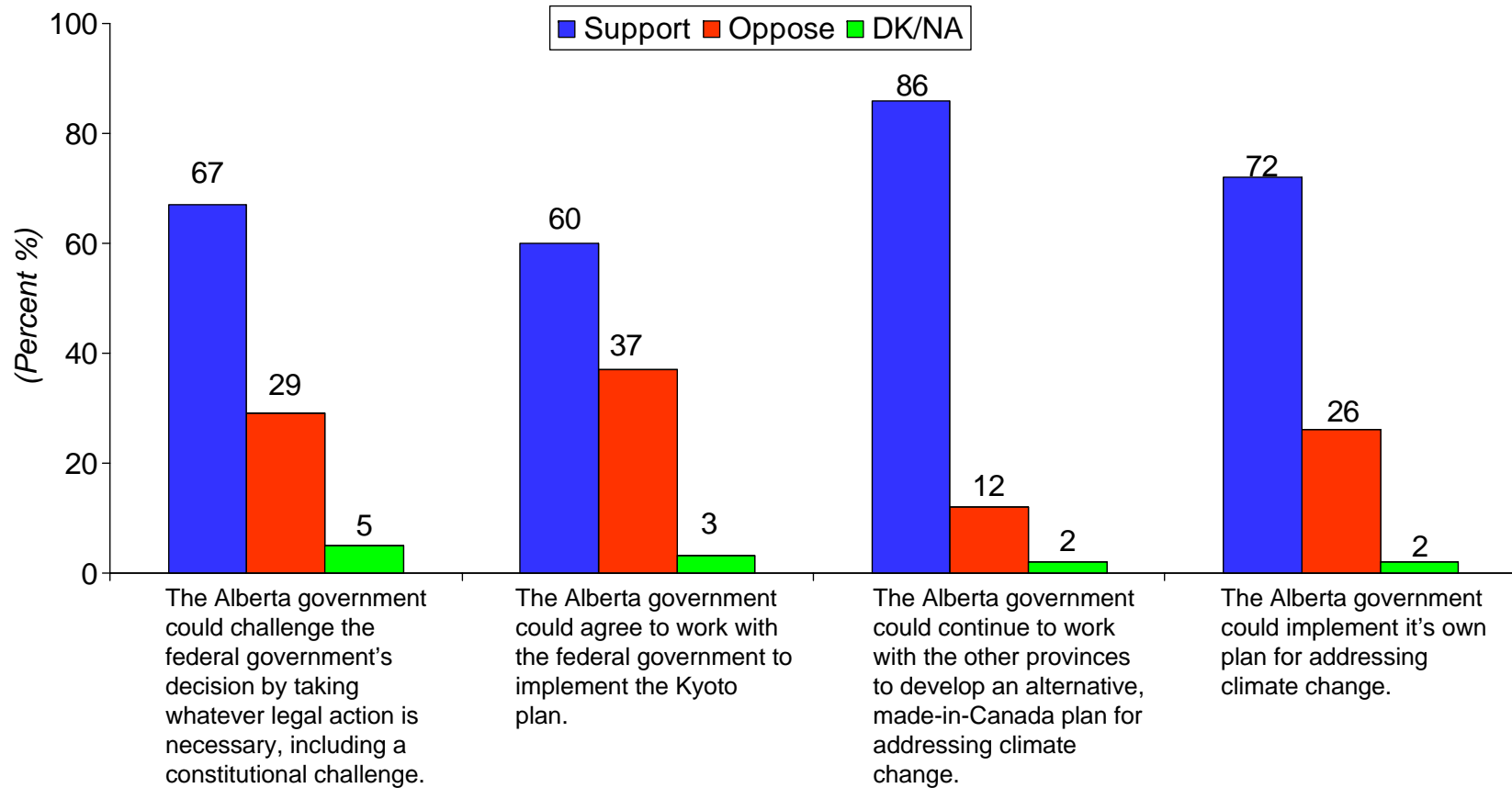


Would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the terms of the Kyoto Protocol?

Alberta Government Actions in Relation to the Kyoto Protocol



Of the following Government actions...



Please tell me whether you support or oppose the following actions by the Alberta Government