



Focus Alberta 2004 – Wave 3

Alberta Public Affairs Bureau Omnibus Survey

Field Dates:

July 6 – July 18, 2004





Focus Alberta 2004 – 3



Methodology

Research Methodology

SURVEY METHOD

The survey results are based on a probability sample of 2004 adults living in Alberta. Given the large volume of questions, half of the questions were asked of a representative subsample of 1000 respondents while the other half were asked of the remaining subsample. The survey was conducted by telephone from July 6 to July 18, 2004.

SAMPLE SELECTION

The sampling method was designed to complete 2 representative subsamples of 1000 each 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.”

Research Methodology

STATISTICAL RELIABILITY OF DATA

A sample of 2004 persons within the population produces results which are reliable to within plus or minus 2.2%, 19 times in 20. A simple example that illustrates this point is that if we surveyed 2000 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 47.8% and 52.2% (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.

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 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.

| | 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% | |

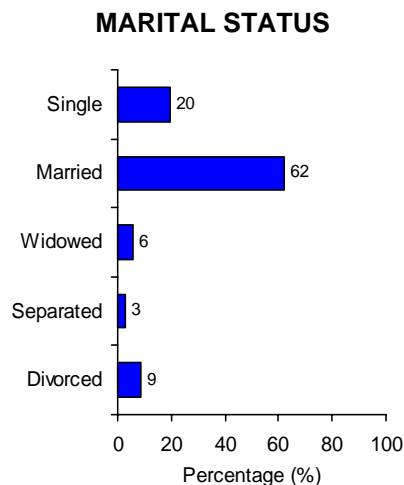
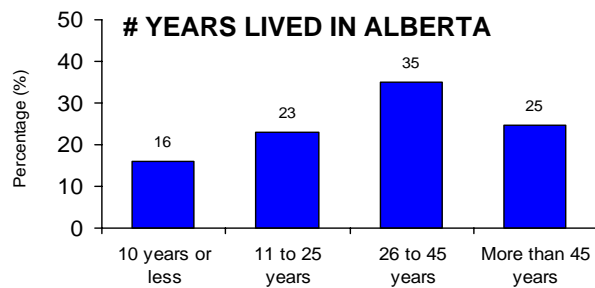
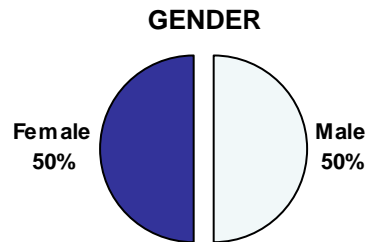
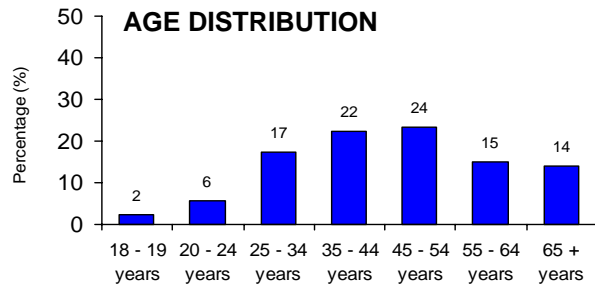
Sampling Methodology



| 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 | 203 | 10% | 10.0% | Calgary | 500 | 25.0% | 6.2% |
| Central Region Including: Rocky Mountain House Sundre Innisfail Stettler Lacombe Drumheller Wainwright | 200 | 10.0 % | 10.0% | Edmonton | 500 | 25.0% | 6.2% |
| South Region Including: Banff Claresholm Fort Macleod Cardston Taber High River | 200 | 10.0 % | 10.0% | Small Cities Including: Lethbridge Medicine Hat Red Deer Wood Buffalo/Ft. McMurray Grande Prairie Brooks Camrose Cold Lake Lloydminster Wetaskiwin | 401 | 20.0% | 7.0% |
| | | | | TOTAL | 2004 | 100% | 2.2% |

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

Demographic Profile of Survey Respondents



OCCUPATION

| | |
|-------------------------------|-----|
| Teacher | 5% |
| Health care worker | 7% |
| Other professional | 17% |
| Administration (CEO, manager) | 18% |
| Technicians | 5% |
| Office workers (clerical) | 9% |
| Tradesmen | 13% |
| Unskilled workers | 18% |
| Farmers | 5% |
| Sales | 2% |

SECTOR

| | |
|---------|-----|
| Public | 35% |
| Private | 63% |

EDUCATION

| | |
|---|-----|
| Some Elementary (grades 1 - 7) | 1% |
| Completed Elementary (grade 8) | 1% |
| Some High School (grades 9 - 11) | 10% |
| Completed High School (grade 12 or 13) | 23% |
| Some College/Trade School | 10% |
| Completed College/Trade School | 20% |
| Some University | 8% |
| Completed University (Bachelors degree) | 19% |
| Post Graduate (Masters, Ph.D) | 8% |

HOUSEHOLD INCOME

| | |
|---------------------|-----|
| Under \$10,000 | 3% |
| \$10,000 - \$19,999 | 6% |
| \$20,000 - \$29,999 | 9% |
| \$30,000 - \$39,999 | 11% |
| \$40,000 - \$59,999 | 16% |
| \$60,000 - \$79,999 | 13% |
| \$80,000 - \$99,999 | 9% |
| \$100,000 and over | 14% |
| Refused/Don't know | 18% |

EMPLOYMENT STATUS

| | |
|---------------------------------|-----|
| Working full-time | 59% |
| Working part-time | 9% |
| Unemployed or looking for a job | 4% |
| Stay at home full-time | 8% |
| Student | 3% |
| Retired | 16% |

TENURE

| | |
|------|-----|
| Own | 79% |
| Rent | 20% |



Focus Alberta 2004 – 3



Important Issues

Important Alberta Issues



What is the single most important issue facing Alberta today?
Single Mention

| | |
|------------------|-----|
| •Health care | 45% |
| •Agriculture | 9% |
| •Education | 9% |
| •Good government | 6% |
| •Economy | 5% |

What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues



What is the single most important issue facing Alberta today? Single Mention

| | Calgary | | Edmonton | | Small Cities | | Rural South | | Rural Centre | | Rural North | |
|-----------------|-----------|-----------|-----------|-----------|--------------|-----------|-------------|-----------|--------------|-----------|-------------|-----------|
| | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 |
| Health Care | 36 | 45 | 36 | 49 | 42 | 42 | 30 | 49 | 26 | 39 | 29 | 34 |
| Agriculture | 9 | 5 | 8 | 3 | 14 | 7 | 22 | 19 | 28 | 15 | 21 | 15 |
| Education | 10 | 12 | 11 | 10 | 8 | 7 | 8 | 6 | 8 | 5 | 7 | 8 |
| Good Gov't | 4 | 8 | 5 | 7 | 4 | 6 | 8 | 6 | 4 | 3 | 1 | 3 |
| Economy | 6 | 5 | 7 | 4 | 4 | 7 | 7 | 2 | 5 | 7 | 7 | 6 |
| Social Services | 7 | 4 | 7 | 4 | 4 | 4 | 6 | 2 | 8 | 4 | 11 | 4 |
| Taxes | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 1 | 5 | 2 | 3 | 5 |
| | Male | | Female | | 18 to 24 | | 25 to 44 | | 45 to 64 | | 65+ | |
| | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 |
| Health Care | 31 | 40 | 37 | 49 | 12 | 27 | 35 | 40 | 35 | 49 | 43 | 55 |
| Agriculture | 14 | 9 | 13 | 8 | 17 | 13 | 14 | 7 | 12 | 10 | 17 | 7 |
| Education | 7 | 7 | 11 | 11 | 10 | 11 | 11 | 12 | 9 | 7 | 4 | 4 |
| Good Gov't | 6 | 8 | 3 | 5 | 4 | 4 | 2 | 6 | 7 | 7 | 6 | 6 |
| Economy | 7 | 5 | 6 | 4 | 5 | 5 | 7 | 6 | 6 | 4 | 6 | 4 |
| Social Services | 5 | 4 | 9 | 4 | 7 | 4 | 6 | 3 | 7 | 4 | 10 | 6 |
| Taxes | 5 | 4 | 2 | 2 | 4 | 3 | 4 | 4 | 5 | 2 | 0 | 0 |

What is the SINGLE most important issue facing Alberta today?

Important Alberta Issues



What other important issues are facing Alberta today?

Total Mentions

| | |
|--------------------------|------------|
| • <i>Health care</i> | 69% |
| • <i>Education</i> | 35% |
| • <i>Agriculture</i> | 20% |
| • <i>Economy</i> | 14% |
| • <i>Good government</i> | 14% |

What other important issues are facing Alberta today?

Important Alberta Issues

What other important issues are facing Alberta today? Total Mentions

| | Calgary | | Edmonton | | Small Cities | | Rural South | | Rural Centre | | Rural North | |
|-----------------|-----------|-----------|-----------|-----------|--------------|-----------|-------------|-----------|--------------|-----------|-------------|-----------|
| | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 |
| Health care | 63 | 73 | 60 | 72 | 63 | 65 | 57 | 71 | 54 | 63 | 55 | 59 |
| Education | 44 | 42 | 36 | 38 | 32 | 31 | 39 | 31 | 28 | 23 | 36 | 30 |
| Agriculture | 18 | 14 | 17 | 12 | 31 | 18 | 35 | 31 | 49 | 32 | 32 | 29 |
| Good Gov't | 10 | 15 | 13 | 16 | 8 | 13 | 14 | 14 | 14 | 7 | 5 | 10 |
| Economy | 13 | 13 | 17 | 15 | 10 | 17 | 13 | 12 | 14 | 17 | 14 | 17 |
| Social Services | 14 | 14 | 22 | 13 | 11 | 10 | 13 | 9 | 13 | 12 | 21 | 13 |
| Environment | 17 | 14 | 11 | 12 | 5 | 10 | 14 | 12 | 8 | 11 | 7 | 10 |
| | Male | | Female | | 18 to 24 | | 25 to 44 | | 45 to 64 | | 65+ | |
| | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 | Apr 04 | Jul 04 |
| Health care | 55 | 65 | 64 | 74 | 30 | 41 | 61 | 68 | 64 | 74 | 66 | 74 |
| Education | 31 | 28 | 44 | 42 | 27 | 27 | 40 | 38 | 39 | 37 | 34 | 29 |
| Agriculture | 26 | 19 | 25 | 20 | 27 | 21 | 25 | 19 | 26 | 21 | 25 | 17 |
| Good Gov't | 11 | 17 | 11 | 11 | 11 | 9 | 7 | 14 | 14 | 15 | 14 | 14 |
| Economy | 15 | 15 | 13 | 14 | 13 | 9 | 14 | 16 | 14 | 14 | 16 | 13 |
| Social Services | 13 | 11 | 20 | 14 | 14 | 7 | 13 | 10 | 16 | 13 | 31 | 20 |
| Environment | 13 | 12 | 11 | 12 | 8 | 11 | 13 | 11 | 13 | 14 | 8 | 9 |

What other important issues are facing Alberta today?

Important Community Issues



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

Single Mention

| | |
|-----------------------------------|------------|
| • <i>Infrastructure</i> | 23% |
| • <i>Health care</i> | 8% |
| • <i>Population growth</i> | 5% |
| • <i>Mad cow</i> | 4% |
| • <i>Education</i> | 4% |

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

Important Community Issues

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

Single Mention

| | Calgary | Edmonton | Small Cities | Rural South | Rural Centre | Rural North |
|----------------|---------|----------|--------------|-------------|--------------|-------------|
| | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 |
| Infrastructure | 41 | 28 | 10 | 11 | 6 | 8 |
| Health Care | 10 | 7 | 8 | 6 | 10 | 5 |
| Pop. Growth | 8 | 3 | 6 | 5 | 3 | 3 |
| Mad Cow | 1 | 0 | 4 | 13 | 7 | 9 |
| Education | 3 | 4 | 3 | 4 | 3 | 5 |
| | Male | Female | 18 to 24 | 25 to 44 | 45 to 64 | 65+ |
| | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 |
| Infrastructure | 27 | 20 | 16 | 21 | 27 | 25 |
| Health Care | 5 | 11 | 3 | 8 | 10 | 5 |
| Pop. Growth | 5 | 5 | 3 | 5 | 6 | 4 |
| Mad Cow | 4 | 4 | 2 | 5 | 4 | 3 |
| Education | 2 | 5 | 4 | 4 | 4 | 1 |

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

| | |
|-----------------------------------|------------|
| • <i>Infrastructure</i> | 33% |
| • <i>Health care</i> | 14% |
| • <i>Education</i> | 10% |
| • <i>Population growth</i> | 8% |
| • <i>Crime</i> | 8% |

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

Important Community Issues



What other important issues are facing your community today? Total Mentions

| | Calgary | Edmonton | Small Cities | Rural South | Rural Centre | Rural North |
|----------------|----------------|-----------------|---------------------|--------------------|---------------------|--------------------|
| | Jul-04 | Jul-04 | Jul-04 | Jul-04 | Jul-04 | Jul-04 |
| Infrastructure | 55 | 39 | 17 | 17 | 12 | 12 |
| Health Care | 18 | 12 | 14 | 14 | 16 | 12 |
| Education | 11 | 10 | 9 | 8 | 9 | 10 |
| Pop. Growth | 14 | 5 | 10 | 9 | 4 | 3 |
| Crime | 8 | 12 | 6 | 3 | 7 | 2 |

| | Male | Female | 18 to 24 | 25 to 44 | 45 to 64 | 65+ |
|----------------|-------------|---------------|-----------------|-----------------|-----------------|------------|
| | Jul-04 | Jul-04 | Jul-04 | Jul-04 | Jul-04 | Jul-04 |
| Infrastructure | 35 | 30 | 20 | 29 | 36 | 42 |
| Health Care | 11 | 18 | 4 | 16 | 16 | 13 |
| Education | 6 | 13 | 5 | 11 | 11 | 3 |
| Pop. Growth | 9 | 7 | 5 | 7 | 10 | 8 |
| Crime | 7 | 10 | 3 | 9 | 10 | 4 |

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



Focus Alberta 2004 – 3



Quality of Life

Quality of Life in Alberta



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

Total Mentions

| | |
|-------------------------|-----|
| • <i>Freedom</i> s | 17% |
| • <i>Clean air</i> | 13% |
| • <i>Nature</i> | 12% |
| • <i>Available jobs</i> | 11% |
| • <i>Low tax</i> | 11% |

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

Quality of Life in Alberta



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

Total Mentions

| | Calgary | Edmonton | Small Cities | Rural South | Rural Centre | Rural North |
|----------------|---------|----------|--------------|-------------|--------------|-------------|
| | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 |
| Freedoms | 12 | 17 | 14 | 19 | 18 | 26 |
| Clean Air | 20 | 12 | 9 | 10 | 11 | 7 |
| Nature | 18 | 8 | 13 | 17 | 10 | 4 |
| Available Jobs | 12 | 12 | 11 | 8 | 8 | 14 |
| Low Taxes | 14 | 10 | 13 | 5 | 9 | 18 |

| | Male | Female | 18 to 24 | 25 to 44 | 45 to 64 | 65+ |
|----------------|--------|--------|----------|----------|----------|--------|
| | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 |
| Freedoms | 16 | 17 | 9 | 12 | 22 | 20 |
| Clean Air | 15 | 11 | 13 | 12 | 15 | 10 |
| Nature | 13 | 12 | 9 | 9 | 17 | 11 |
| Available Jobs | 12 | 11 | 14 | 16 | 9 | 2 |
| Low Taxes | 13 | 10 | 11 | 14 | 12 | 4 |

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



Focus Alberta 2004 – 3



Performance of Government

Approval of Government



**Do you approve or disapprove of the performance of
the Provincial Government?**

- ***Approve*** **62%**
- ***Disapprove*** **31%**

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

Approval of Government



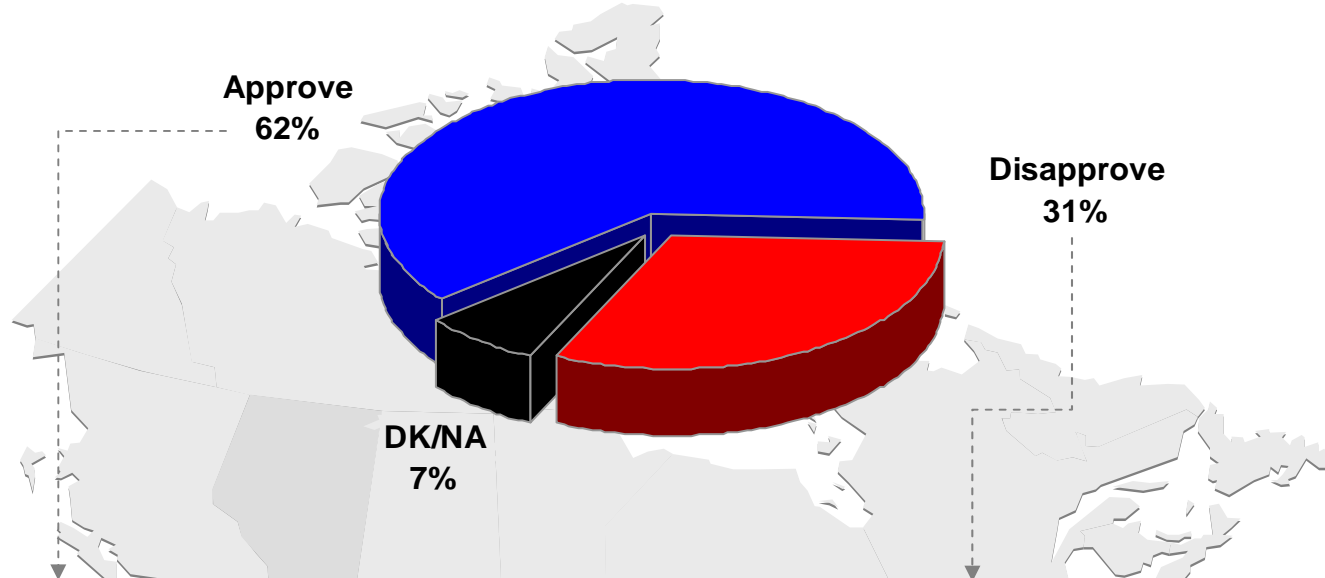
Do you approve or disapprove of the performance of the Provincial Government?

| | Calgary | Edmonton | Small Cities | Rural South | Rural Centre | Rural North |
|------------|---------|----------|--------------|-------------|--------------|-------------|
| | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 |
| Approve | 64 | 60 | 66 | 62 | 58 | 65 |
| Disapprove | 31 | 34 | 28 | 33 | 30 | 28 |
| Don't know | 5 | 7 | 7 | 5 | 12 | 7 |
| | Male | Female | 18 to 24 | 25 to 44 | 45 to 64 | 65+ |
| | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 | Jul 04 |
| Approve | 65 | 59 | 67 | 63 | 62 | 56 |
| Disapprove | 30 | 33 | 27 | 30 | 32 | 35 |
| Don't know | 5 | 8 | 7 | 7 | 5 | 10 |

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

Approval of Government

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



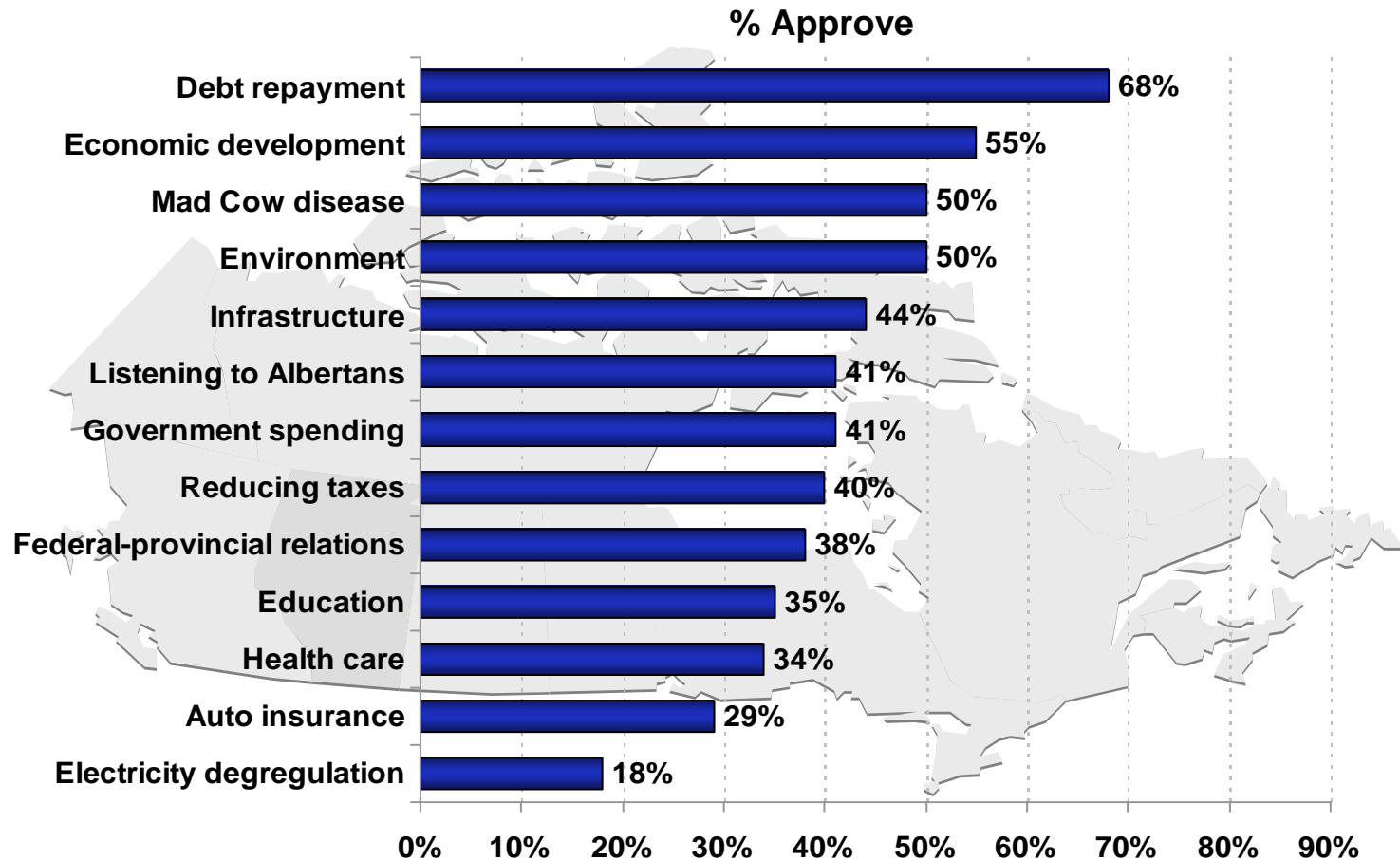
| Reasons for APPROVAL | | Jul-04 n=1245 |
|--------------------------------------|--|------------------|
| Reducing debt/balanced budget | | 31% |
| Doing a good job | | 21% |
| Good/honest leader | | 11% |
| Good/fiscally responsible government | | 8% |
| Listening to/caring for Albertans | | 7% |
| Good health care funding | | 7% |
| Good economy | | 5% |

| Reasons for DISAPPROVAL | | Jul-04 n=621 |
|---|--|-----------------|
| Wrong direction on health care/under-funded | | 27% |
| Wrong direction for education/under-funded | | 19% |
| Not listening to/caring for Albertans | | 17% |
| Spending money in wrong areas | | 11% |
| Ralph Klein is arrogant/don't like him | | 10% |

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

Approval of Handling of Issues

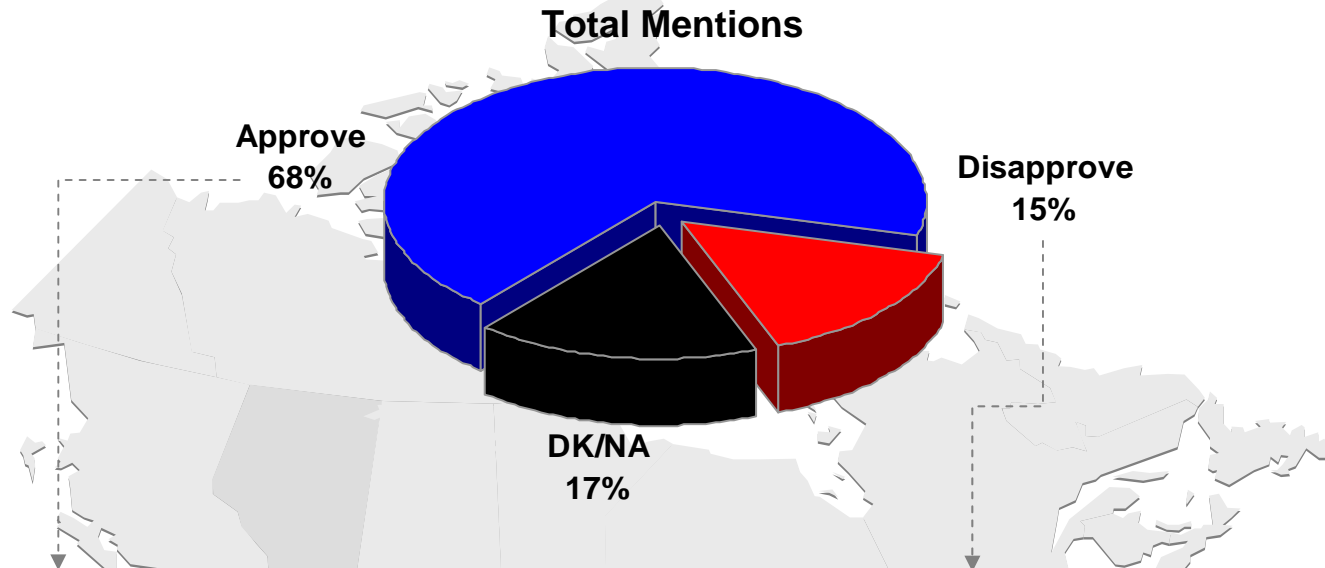
Do you approve or disapprove of the way the Provincial Government is handling the issue of...?



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

Debt Repayment

Why do you approve or disapprove of the way the Provincial Government is handling debt repayment?



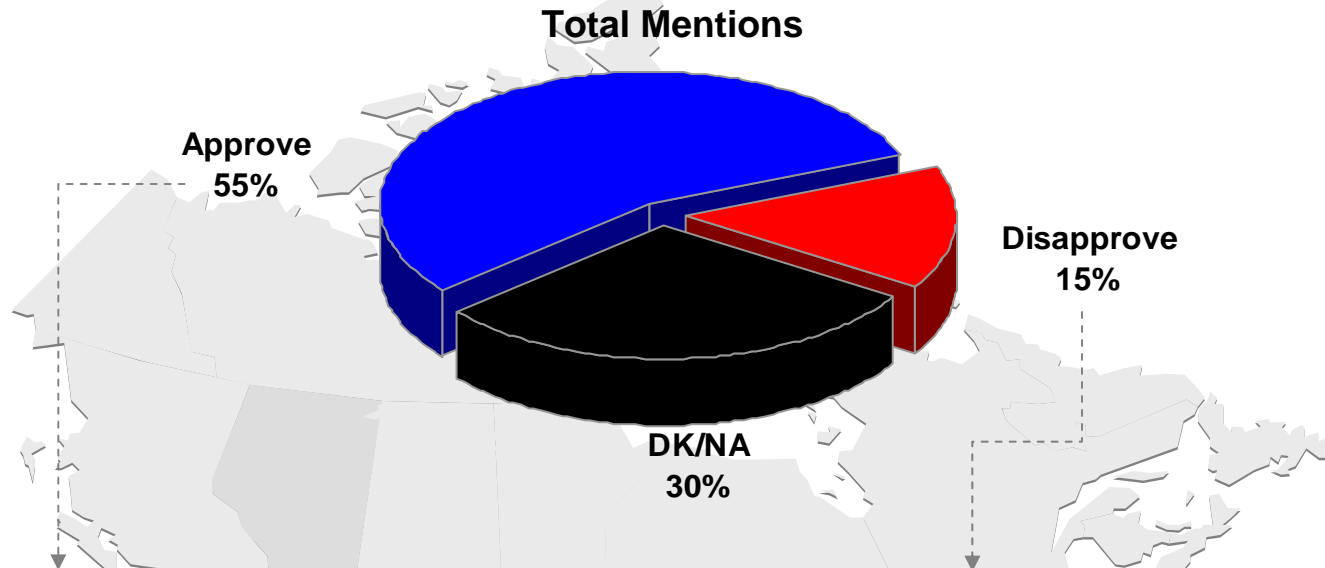
| Reasons for APPROVAL | | Jul-04 n=675 |
|---------------------------------------|-----|-----------------|
| Debt getting lowered/doing a good job | 34% | |
| Will be debt free soon | 21% | |
| Leave more money for the future | 13% | |
| Government shouldn't carry large debt | 5% | |

| Reasons for DISAPPROVAL | | Jul-04 n=151 |
|---|-----|-----------------|
| Over-emphasis on debt reduction | 31% | |
| Putting money in the wrong areas | 30% | |
| Doing it too fast | 10% | |
| Don't believe the debt is actually being paid off | 8% | |
| Should pay it off quicker | 7% | |
| Cutbacks/privatization in health care | 6% | |
| Leads to cutbacks in education | 4% | |

Why do you approve/disapprove of the way the government is handling...?

Economic Development

Why do you approve or disapprove of the way the Provincial Government is handling economic development?



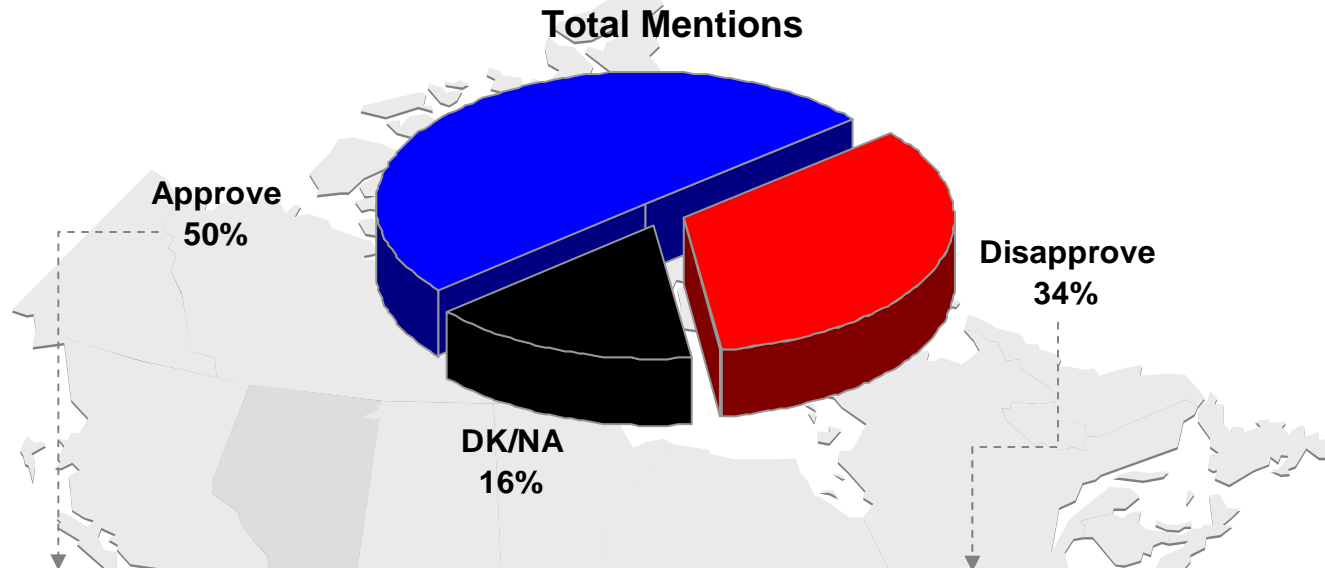
| Reasons for APPROVAL | | Jul-04 n=551 |
|--|--|-----------------|
| Doing a good job/people happy about it | | 16% |
| Encouraging growth/attracting business | | 15% |
| Experiencing economic growth | | 13% |
| Creating jobs | | 10% |
| Economy getting more diversified | | 4% |

| Reasons for DISAPPROVAL | | Jul-04 n=148 |
|---|--|-----------------|
| Not enough diversification | | 15% |
| Are not doing anything/could do better | | 15% |
| Too much support for big business | | 11% |
| Environmental issues are mismanaged | | 8% |
| Damages to/lack of support for education | | 5% |
| Difficult to find a job/high unemployment | | 5% |
| Not addressing health care/social issues | | 5% |

Why do you approve/disapprove of the way the government is handling...?

Mad Cow Disease

Why do you approve or disapprove of the way the Provincial Government is handling Mad Cow disease?

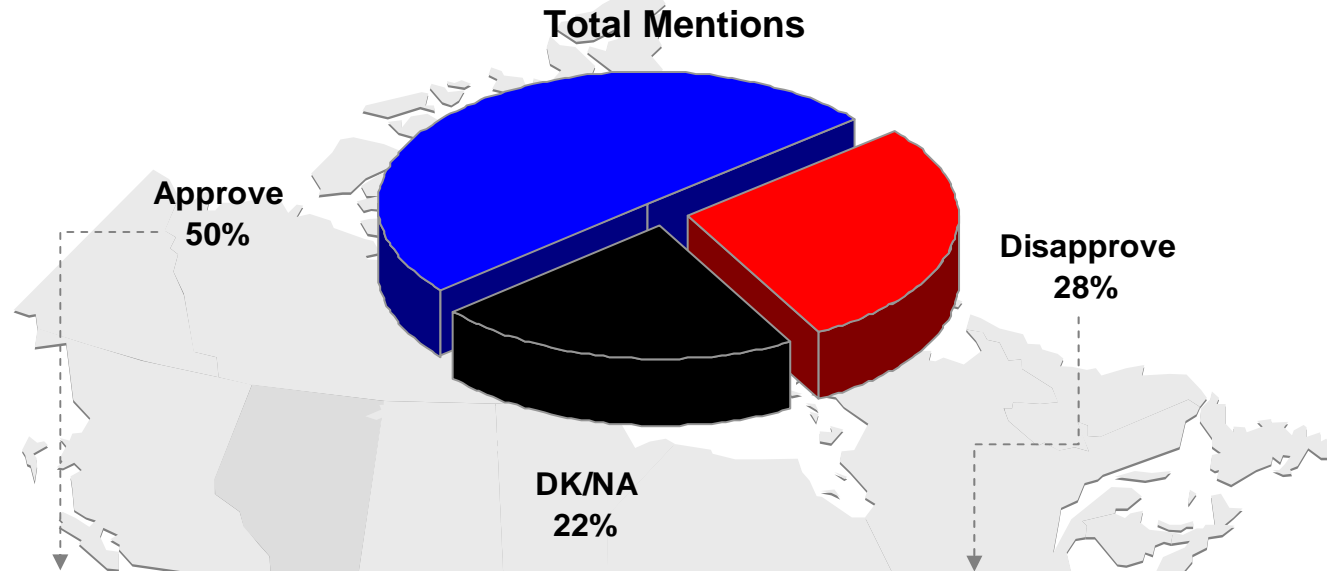


| Reasons for APPROVAL | | Jul-04 n=503 |
|--|--|-----------------|
| They are doing the best they can | | 48% |
| Trying to appeal to U.S./open borders | | 17% |
| Doing lots of testing/containing it | | 8% |
| Lobbied for/supported farmers | | 8% |
| Promoting/supporting the beef industry | | 7% |
| Handled it openly/ informing everyone | | 6% |
| Handled it quickly | | 1% |

| Reasons for DISAPPROVAL | | Jul-04 n=342 |
|--|--|-----------------|
| They can do more/handled it wrong | | 21% |
| Money is not going to those who need it | | 15% |
| Gave money to packers while farmers suffered | | 13% |
| Should have acted quicker | | 10% |
| Not helping the farmers | | 10% |
| Need to open the U.S. border faster | | 10% |
| Should have more testing/research | | 9% |

Why do you approve/disapprove of the way the government is handling...?

Why do you approve or disapprove of the way the Provincial Government is handling the environment?

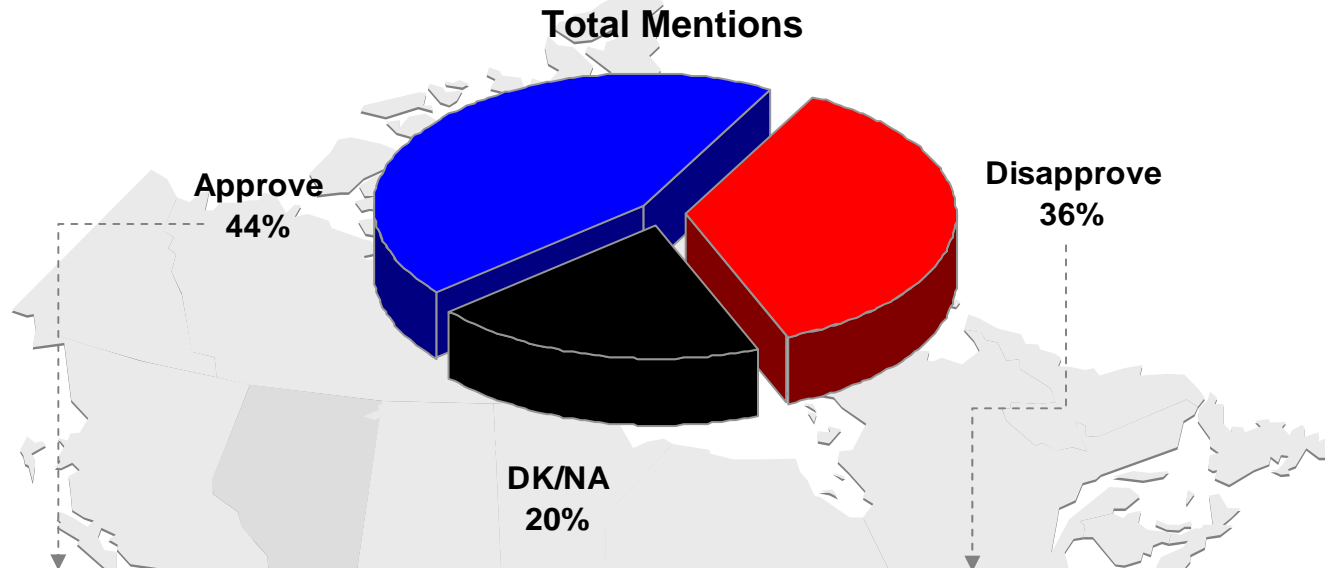


| Reasons for APPROVAL | | Jul-04 n=499 |
|--|--|-----------------|
| Doing a good job | | 25% |
| Balance between environ. & economy | | 11% |
| More regulations/strict enforcement | | 9% |
| Province is clean/focus on cleaning up | | 4% |
| Their standing on the Kyoto agreement | | 7% |
| Promoting recycling | | 6% |
| Protecting national parks | | 4% |

| Reasons for DISAPPROVAL | | Jul-04 n=274 |
|--|--|-----------------|
| Not doing anything about it | | 24% |
| Environment is second to economy | | 15% |
| Water issues/water treatment plant | | 12% |
| Not participating in the Kyoto agreement | | 10% |
| Need more regulations/enforcement | | 9% |
| Oil companies/businesses are irresponsible | | 9% |

Why do you approve/disapprove of the way the government is handling...?

Why do you approve or disapprove of the way the Provincial Government is handling infrastructure?



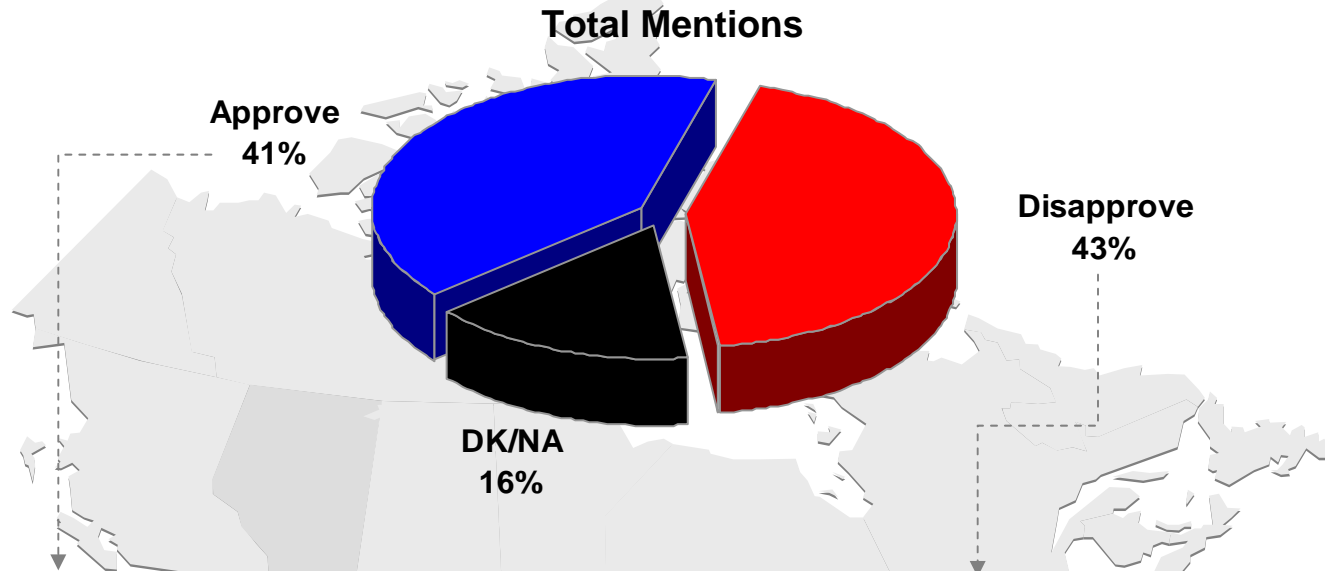
| Reasons for APPROVAL | | Jul-04 n=429 |
|---------------------------------------|--|-----------------|
| Roads/highways are well maintained | | 29% |
| No problems/happy with it | | 17% |
| Things are getting done | | 9% |
| Schools are being built | | 6% |
| Roads are being built | | 6% |
| Better than other provinces/countries | | 6% |
| Accommodating growth/development | | 3% |

| Reasons for DISAPPROVAL | | Jul-04 n=363 |
|--|--|-----------------|
| Roads/highways are in poor condition | | 27% |
| Lack of funding | | 16% |
| Schools are not properly maintained | | 15% |
| Closing down hospitals/shortage of beds | | 15% |
| They are not doing anything/not doing enough | | 11% |
| Not expanding fast enough | | 7% |
| Money was spent in wrong area | | 5% |

Why do you approve/disapprove of the way the government is handling...?

Listening to Albertans

Why do you approve or disapprove of the way the Provincial Government is listening to Albertans?



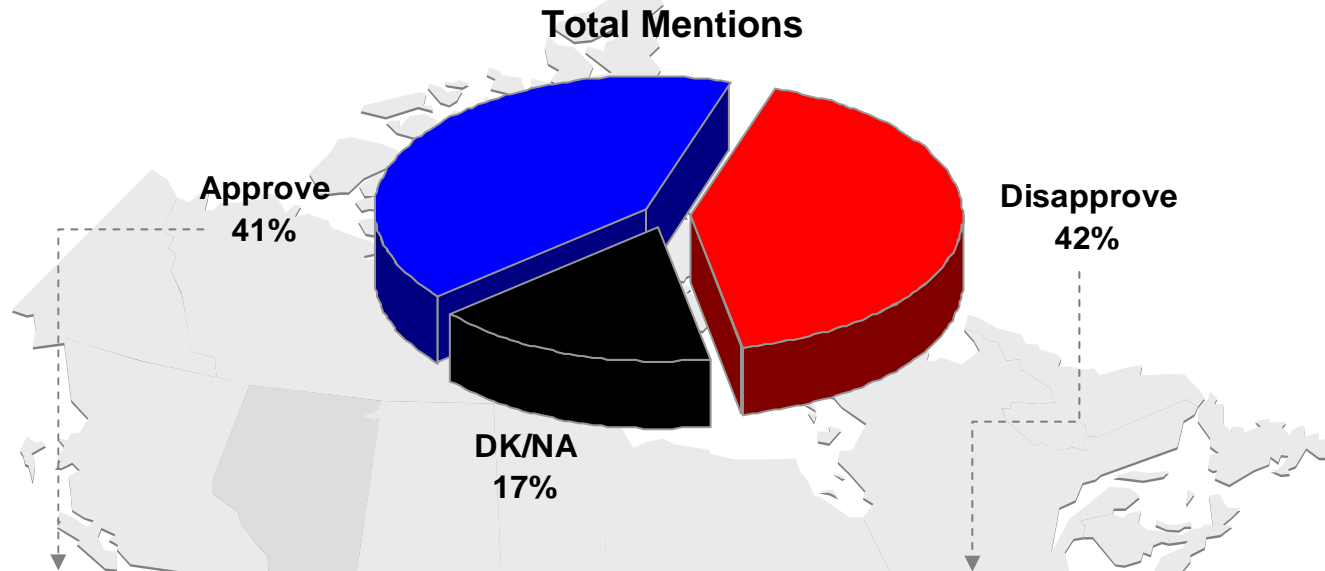
| Reasons for APPROVAL | | Jul-04 n=409 |
|--|--|-----------------|
| Listened to opinions on various issues | | 30% |
| Act on what people say/want | | 8% |
| Good communication with people | | 7% |
| They conduct surveys | | 6% |
| They are doing a good job | | 6% |
| They address problems/issues | | 6% |
| Good response from MLAs | | 5% |

| Reasons for DISAPPROVAL | | Jul-04 n=429 |
|--|--|-----------------|
| Not listening/not open-minded | | 47% |
| They do what they want anyway | | 12% |
| Listen only to certain groups/businesses | | 9% |
| Not listening to the "small" people | | 8% |
| Ignored public opinions on certain issues | | 7% |
| They aren't taking action on matters we raised | | 7% |
| Have their own priorities | | 5% |

Why do you approve/disapprove of the way the government is handling...?

Government Spending

Why do you approve or disapprove of the way the Provincial Government is handling government spending?



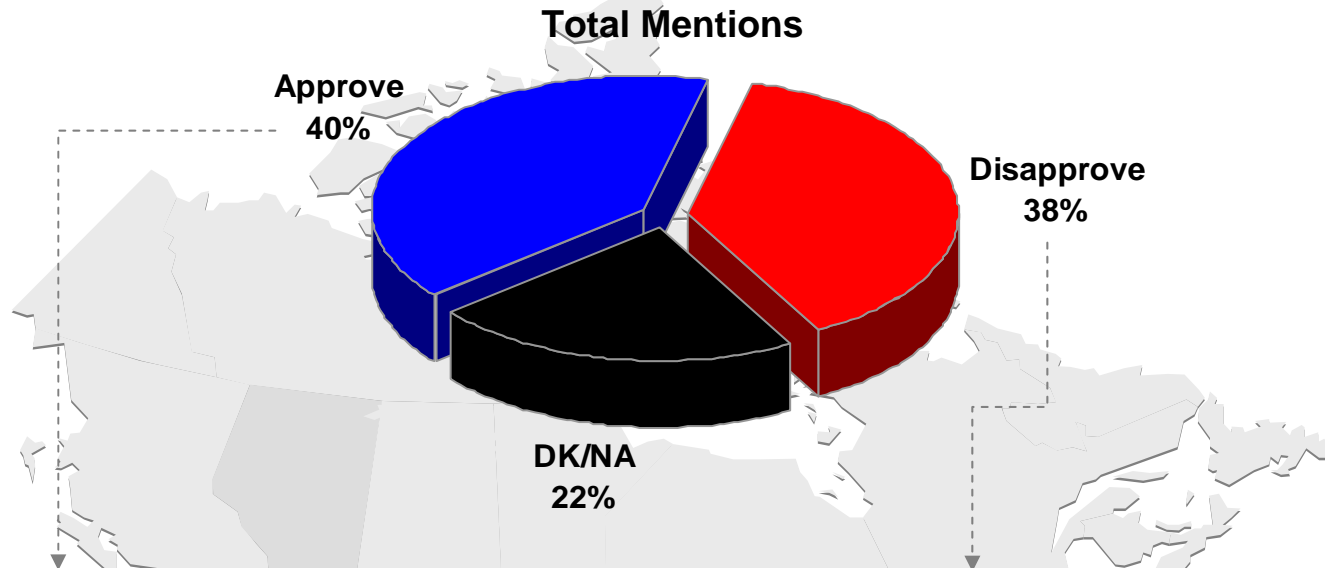
| Reasons for APPROVAL | | Jul-04 n=393 |
|-------------------------------------|--|-----------------|
| Paying down the debt | | 30% |
| Responsible/not overspending | | 29% |
| They are doing a good job | | 11% |
| Money reinvested in social programs | | 11% |
| Have a surplus/balanced budget | | 7% |

| Reasons for DISAPPROVAL | | Jul-04 n=430 |
|--|--|-----------------|
| Need to invest more into social programs | | 25% |
| Too many government perks | | 19% |
| Not responsible/overspending | | 18% |
| Spending money in wrong areas | | 13% |
| Not enough info about how money is spent | | 8% |
| Not meeting the needs of the people | | 6% |

Why do you approve/disapprove of the way the government is handling...?

Tax Reduction

Why do you approve or disapprove of the way the Provincial Government is handling tax reduction?



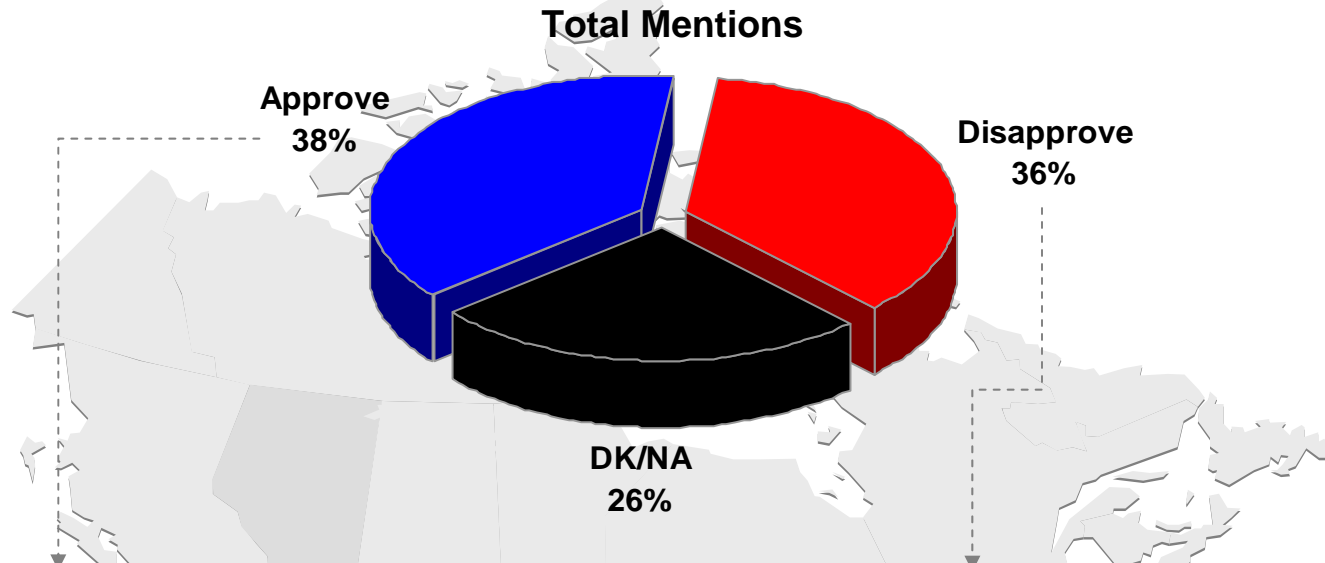
| Reasons for APPROVAL | | Jul-04 n=402 |
|--|--|-----------------|
| We are better off than other provinces | | 11% |
| They are reducing taxes | | 11% |
| Taxes are too high/need to be reduced | | 11% |
| Trying to eliminate the debt first | | 8% |
| People having more to spend | | 6% |
| Taxes are reasonable | | 5% |
| Doing a good job | | 5% |

| Reasons for DISAPPROVAL | | Jul-04 n=376 |
|---|--|-----------------|
| Have not seen the reduction they talk about | | 47% |
| Taxes are too high/increasing | | 21% |
| Should not be reduced/invest in programs | | 12% |
| Too many user fees/costs more in the long-run | | 7% |
| Need to focus on lower/middle-class | | 6% |
| Tax money is being mismanaged | | 3% |
| Could go further/faster in reduction | | 3% |

Why do you approve/disapprove of the way the government is handling...?

Federal/Provincial Relations

Why do you approve or disapprove of the way the Provincial Government is handling federal/provincial relations?

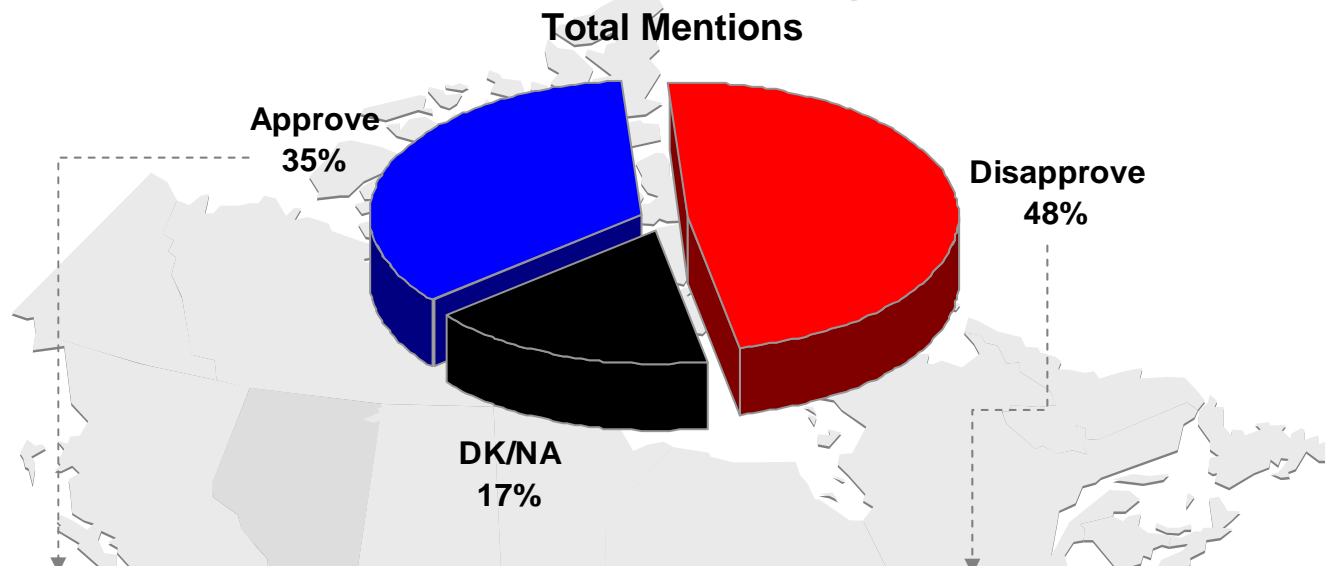


| Reasons for APPROVAL | | Jul-04 n=374 |
|---|--|-----------------|
| Taking stand on issues (e.g., Kyoto) | | 33% |
| Have a better relationship with feds now | | 12% |
| They are making their voice heard | | 11% |
| Representing Alberta's interests | | 3% |
| Try to keep feds out of province's affairs | | 2% |
| Appreciate their difficulties with Liberals | | 1% |

| Reasons for DISAPPROVAL | | Jul-04 n=358 |
|---|--|-----------------|
| Always arguing/oppose each other | | 37% |
| They way health care was handled | | 9% |
| Things are not getting done/not satisfied | | 9% |
| Federal government ignores the West | | 4% |
| Not aggressive enough | | 4% |
| Too much emphasis on certain regions | | 3% |
| Klein is pushing is own agenda | | 2% |

Why do you approve/disapprove of the way the government is handling...?

Why do you approve or disapprove of the way the Provincial Government is handling education?

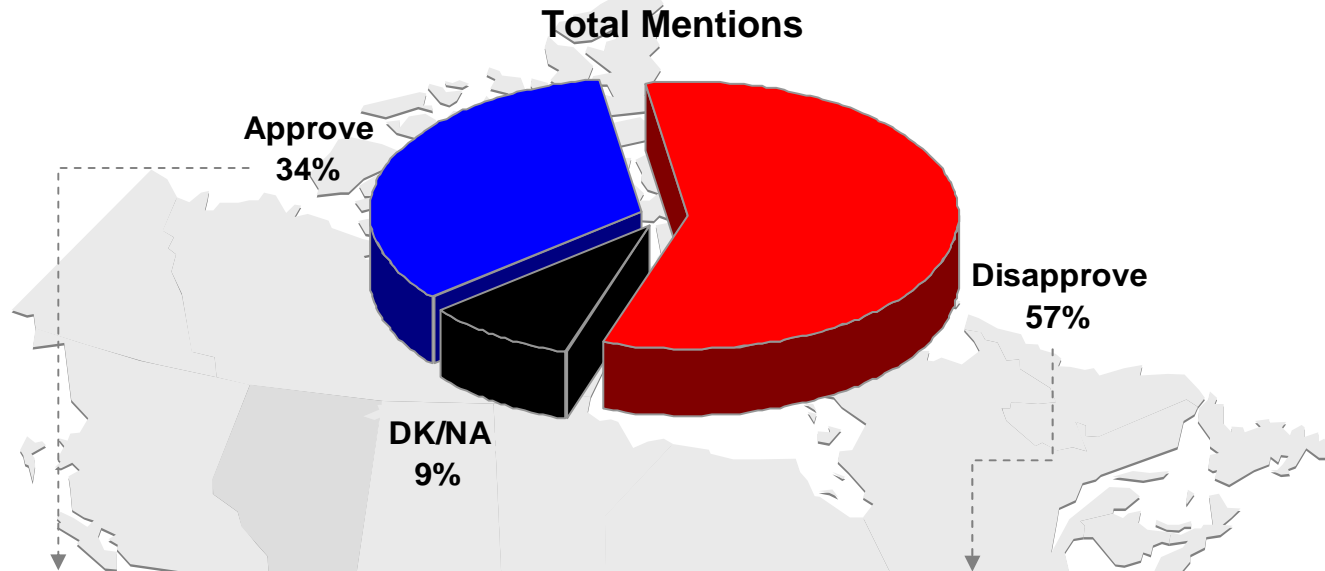


| Reasons for APPROVAL | | Jul-04 n=343 |
|---------------------------------------|--|-----------------|
| They are doing a good job/no problems | | 14% |
| Providing quality/good education | | 13% |
| Funding is adequate | | 11% |
| 10 year plan for schools/teachers | | 8% |
| Hiring more teachers/teachers aids | | 8% |
| Gov't/school boards are accountable | | 6% |

| Reasons for DISAPPROVAL | | Jul-04 n=483 |
|--------------------------------------|--|-----------------|
| Not enough funding/too many cutbacks | | 34% |
| High teacher-student ratio | | 30% |
| High tuition/cost of education | | 18% |
| Poor quality of education | | 10% |
| Need more teachers/aids | | 9% |
| Teachers are not paid enough | | 6% |

Why do you approve/disapprove of the way the government is handling...?

Why do you approve or disapprove of the way the Provincial Government is handling health care?



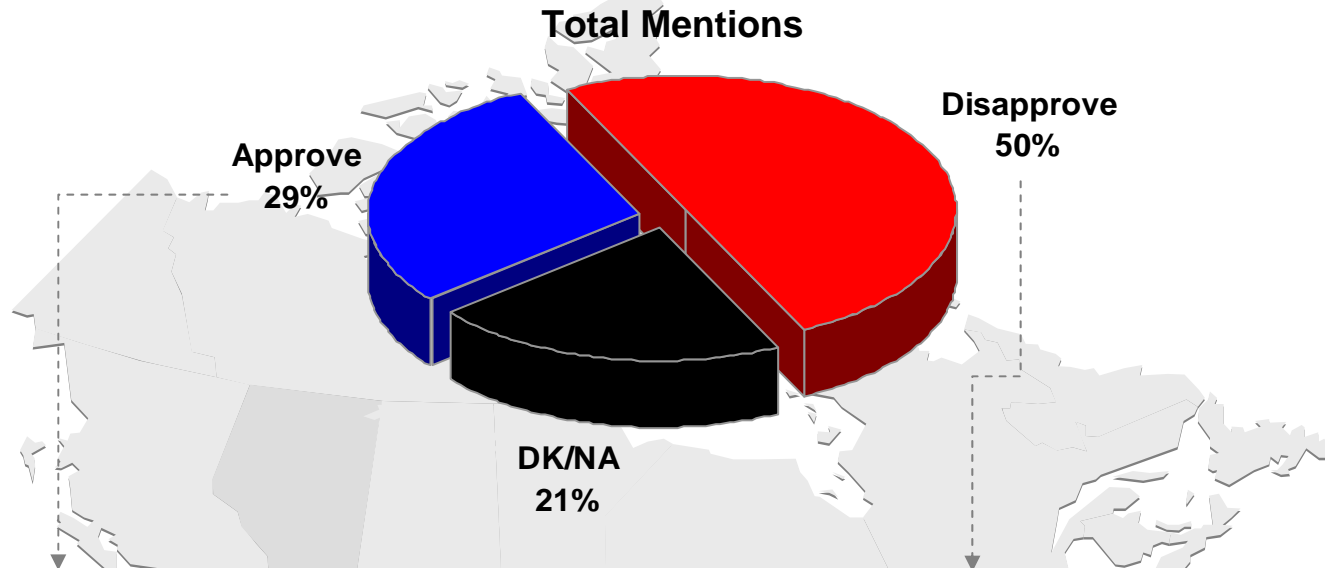
| Reasons for APPROVAL | | Jul-04 n=333 |
|-------------------------------------|--|-----------------|
| No problems/not affecting me | | 16% |
| Good health care services | | 10% |
| They are always trying to improve | | 9% |
| They are being fiscally responsible | | 9% |
| Agree with privatization | | 7% |
| The system needs some changes | | 7% |

| Reasons for DISAPPROVAL | | Jul-04 n=581 |
|--------------------------------------|--|-----------------|
| Disagree with privatization | | 30% |
| Waiting lists are too long | | 24% |
| Lack of funding | | 14% |
| They have not done enough | | 10% |
| Not enough doctors/nurses/overworked | | 9% |
| It's too expensive/should be free | | 8% |
| Too many cutbacks | | 6% |

Why do you approve/disapprove of the way the government is handling...?

Auto Insurance

Why do you approve or disapprove of the way the Provincial Government is handling auto insurance?



Reasons for **APPROVAL**

| Reason | Percentage |
|--|------------|
| Trying to keep costs down | 29% |
| They are doing something/taking action | 13% |
| Trying to give young people a break | 7% |
| Not interfering with free enterprise | 5% |
| Had no problems with my insurance | 5% |
| Propose to put a cap on payout amounts | 5% |

Jul-04
n=280

Reasons for **DISAPPROVAL**

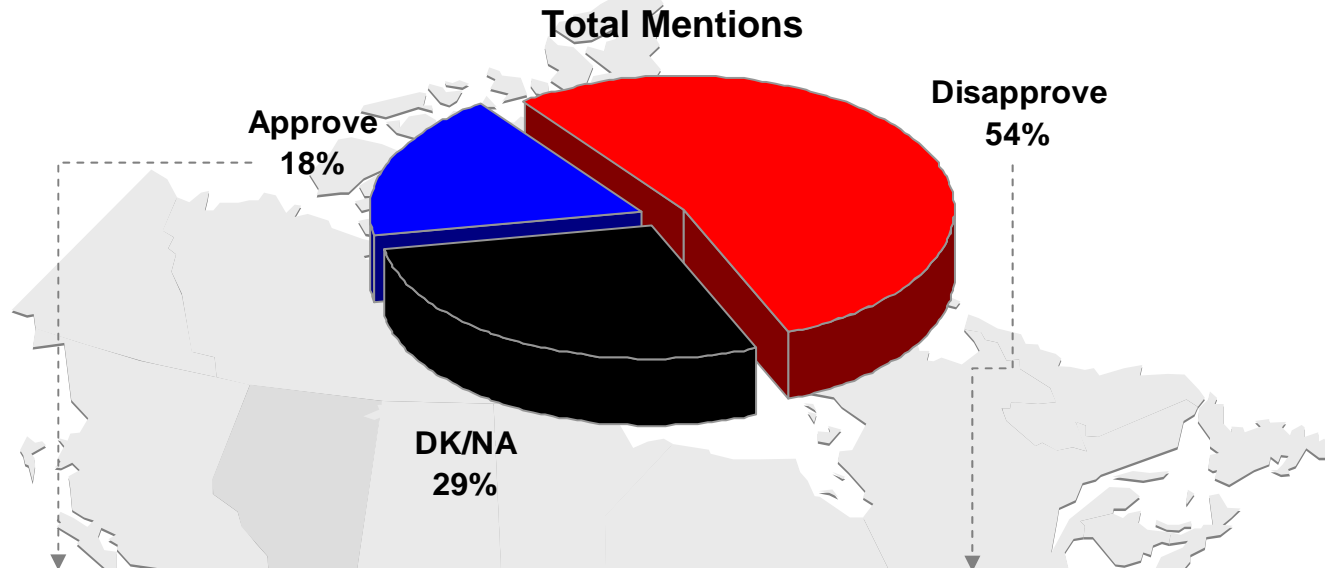
| Reason | Percentage |
|---------------------------------|------------|
| Rates too high | 33% |
| They are not doing anything | 13% |
| High rates for good drivers | 10% |
| Age/gender not treated equally | 10% |
| Need more government regulation | 8% |

Jul-04
n=506

Why do you approve/disapprove of the way the government is handling...?

Electricity Deregulation

Why do you approve or disapprove of the way the Provincial Government is handling electricity deregulation?



| Reasons for APPROVAL | | Jul-04 n=172 |
|--|--|-----------------|
| Good for economy/free market | | 17% |
| Will bring competition/choice | | 12% |
| See no problems | | 11% |
| Energy is cheap/prices haven't increased | | 10% |
| Will bring down prices | | 7% |
| It will be better in the long-run | | 7% |

| Reasons for DISAPPROVAL | | Jul-04 n=531 |
|--|--|-----------------|
| Cost is going up/fluctuating | | 64% |
| Government needs to regulate | | 11% |
| Insufficient competition/there is a monopoly | | 7% |
| It is not working/many problems | | 5% |
| Companies just concerned with profit | | 5% |
| Against deregulation | | 5% |
| Wages are poor/harder to pay bills | | 5% |

Why do you approve/disapprove of the way the government is handling...?

Direction of Province



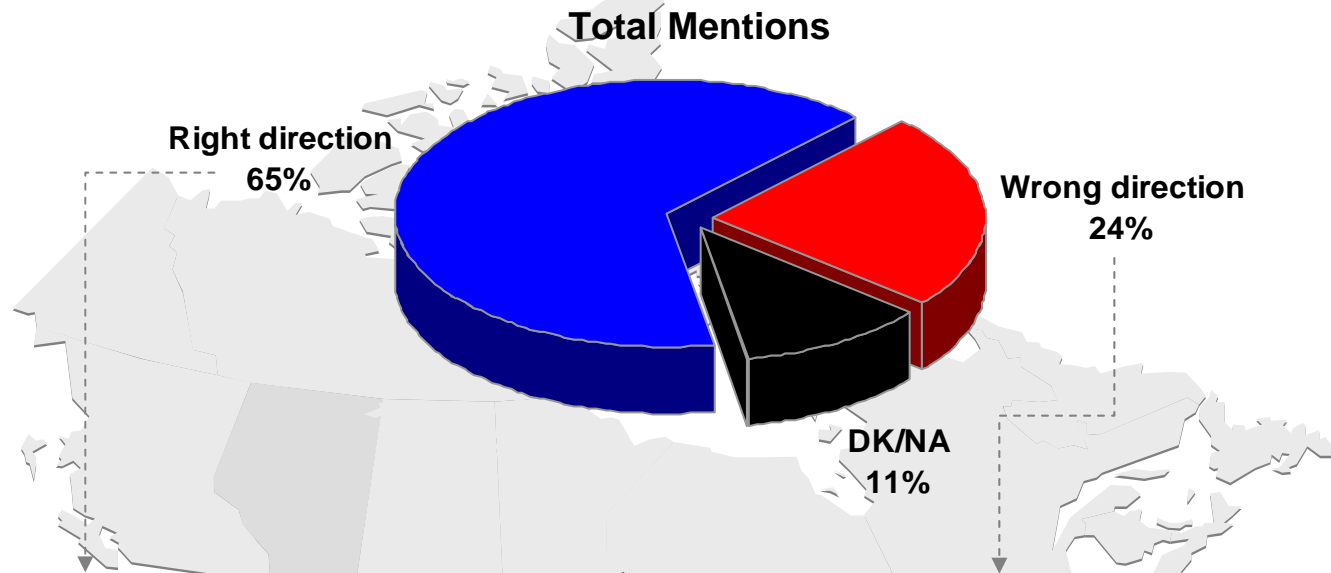
Is the province moving in the right or wrong direction?

- ***Right direction*** **65%**
- ***Wrong direction*** **24%**

Overall, do you feel the province is moving in the right direction or the wrong direction?

Direction of Province

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



| Reasons for RIGHT | | Jul-04 <u>n=656</u> |
|---------------------------------------|--|------------------------|
| Debt has been reduced | | 45% |
| Gov't is doing a good job | | 12% |
| Strong economy | | 12% |
| Spending money where needed | | 10% |
| More jobs/low unemployment rate | | 8% |
| Health care/education being addressed | | 8% |
| Gov't spending under control | | 8% |

| Reasons for WRONG | | Jul-04 <u>n=232</u> |
|---------------------------------------|--|------------------------|
| Health care cuts | | 28% |
| Education cuts | | 20% |
| Too much privatization | | 19% |
| Social services cuts | | 9% |
| Not listening to Albertans | | 9% |
| Focusing too much on big business | | 8% |
| Gov't lacks vision/long-term planning | | 8% |

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



Focus Alberta 2004 – 3



Provincial Priorities

Desired Top Provincial Priority



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

Single Mention

| | |
|---------------------------|------------|
| • <i>Health care</i> | 47% |
| • <i>Education</i> | 22% |
| • <i>Economic climate</i> | 9% |
| • <i>Lower taxes</i> | 9% |
| • <i>Pay debt</i> | 7% |
| • <i>Environment</i> | 4% |

In your opinion, which of the following **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** priorities for the provincial government over the next two years?

Total Mentions

| | |
|---------------------------|------------|
| • <i>Health Care</i> | 74% |
| • <i>Education</i> | 59% |
| • <i>Economic climate</i> | 21% |
| • <i>Lower taxes</i> | 18% |
| • <i>Pay debt</i> | 12% |
| • <i>Environment</i> | 11% |

In your opinion, which of the following **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

| | |
|---------------------------|------------|
| • <i>Pay Debt</i> | 31% |
| • <i>Health care</i> | 24% |
| • <i>Economic climate</i> | 24% |
| • <i>Lower taxes</i> | 6% |
| • <i>Education</i> | 4% |
| • <i>Environment</i> | 2% |

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

Perceived Priority Minus Desired Priority

