



## Focus Alberta 2005 – Wave 1

# Alberta Public Affairs Bureau Omnibus Survey

Field Dates:

February 10 – 19, 2005





## Focus Alberta 2005 – 1



# Methodology

# Research Methodology



## **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 February 10 to 19, 2005.

## **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 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 1000 persons within the population produces results which are reliable to within plus or minus 3.0%, 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 (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.

<b>Sample Size</b>	<b>Margin of Error (95% Confidence Level)</b>
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 rather than statistically significant. The table to the right indicates the minimum difference required for results to be statistically significant when comparing the six geographic regions 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 is significantly higher. One symbol (- or +) indicates significance to the 90% confidence level, while results with two symbols (-- or ++) are to the 95% confidence level.

**Minimum Differences Required for Significance**

		<b>Rural Central</b> (n=100)	<b>Rural South</b> (n=100)	<b>Rural North</b> (n=100)	<b>Calgary</b> (n=250)	<b>Edmonton</b> (n=250)	<b>Small Cities</b> (n=200)
<b>Rural Central</b> (n=100)							
<b>Rural South</b> (n=100)		15%					
<b>Rural North</b> (n=100)		15%	15%				
<b>Calgary</b> (n=250)		12%	12%	12%			
<b>Edmonton</b> (n=250)		12%	12%	12%	9%		
<b>Small Cities</b> (n=200)		13%	13%	13%	10%	10%	

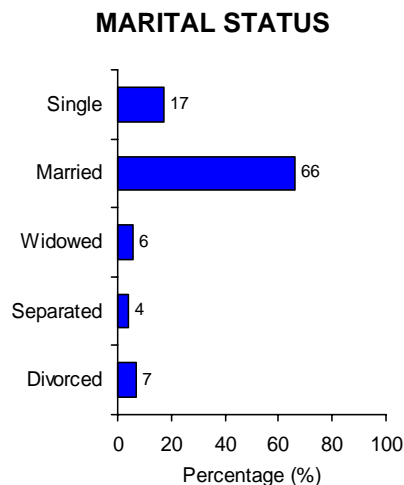
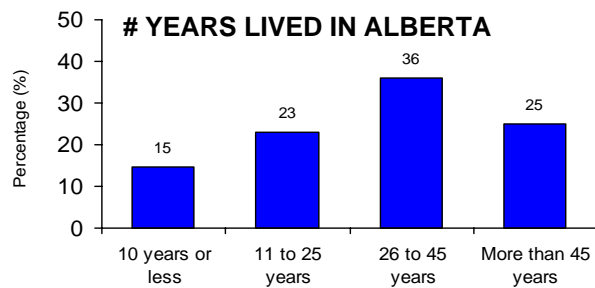
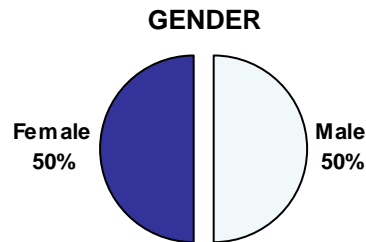
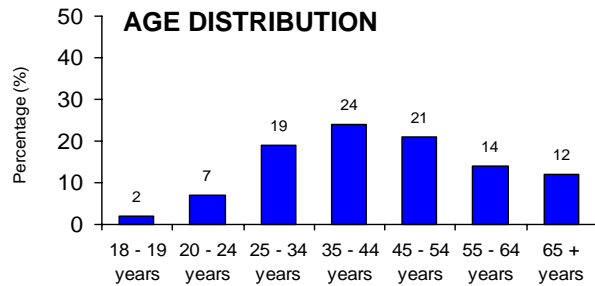
# Sampling Methodology



<b>RURAL CENTRES</b>	Number of Interviews	Percent of Total Sample	Margin of Error (95%)	<b>URBAN CENTRES *</b>	Number of Interviews	Percent of Total Sample	Margin of Error (95%)
<b>North Region</b> Including: St. Paul Westlock Barrhead Morinville Slave Lake Vegreville Lac La Biche	<b>100</b>	<b>10%</b>	<b>10.0%</b>	<b>Calgary</b>	<b>250</b>	<b>25%</b>	<b>6.2%</b>
<b>Central Region</b> Including: Rocky Mountain House Sundre Innisfail Stettler Lacombe Drumheller Wainwright	<b>100</b>	<b>10%</b>	<b>10.0%</b>	<b>Edmonton</b>	<b>250</b>	<b>25%</b>	<b>6.2%</b>
<b>South Region</b> Including: Banff Claresholm Fort Macleod Cardston Taber High River	<b>100</b>	<b>10%</b>	<b>10.0%</b>	<b>Small Cities</b> Including: Lethbridge Medicine Hat Red Deer Wood Buffalo / Ft. McMurray Grande Prairie Brooks Camrose Cold Lake Lloydminster Wetaskiwin	<b>200</b>	<b>20%</b>	<b>7.0%</b>
				<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>3.1%</b>

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

# Demographic Profile of Survey Respondents



**OCCUPATION**

Teacher	5%
Health care worker	8%
Other professional	21%
Administration (CEO, manager)	15%
Technicians	4%
Office workers (clerical)	8%
Tradesmen	14%
Unskilled workers	18%
Farmers	6%
Sales	0%

**SECTOR**

Public	32%
Private	67%

**EDUCATION**

Some Elementary (grades 1 - 7)	0%
Completed Elementary (grade 8)	1%
Some High School (grades 9 - 11)	10%
Completed High School (grade 12 or 13)	25%
Some College/Trade School	9%
Completed College/Trade School	20%
Some University	8%
Completed University (Bachelors degree)	17%
Post Graduate (Masters, PhD)	7%

**HOUSEHOLD INCOME**

Under \$10,000	3%
\$10,000 - \$19,999	6%
\$20,000 - \$29,999	8%
\$30,000 - \$39,999	11%
\$40,000 - \$59,999	15%
\$60,000 - \$79,999	16%
\$80,000 - \$99,999	11%
\$100,000 and over	15%
Refused/Don't know	16%

**EMPLOYMENT STATUS**

Working full-time	60%
Working part-time	10%
Unemployed or looking for a job	3%
Stay at home full-time	8%
Student	5%
Retired	14%

**TENURE**

Own	81%
Rent	19%

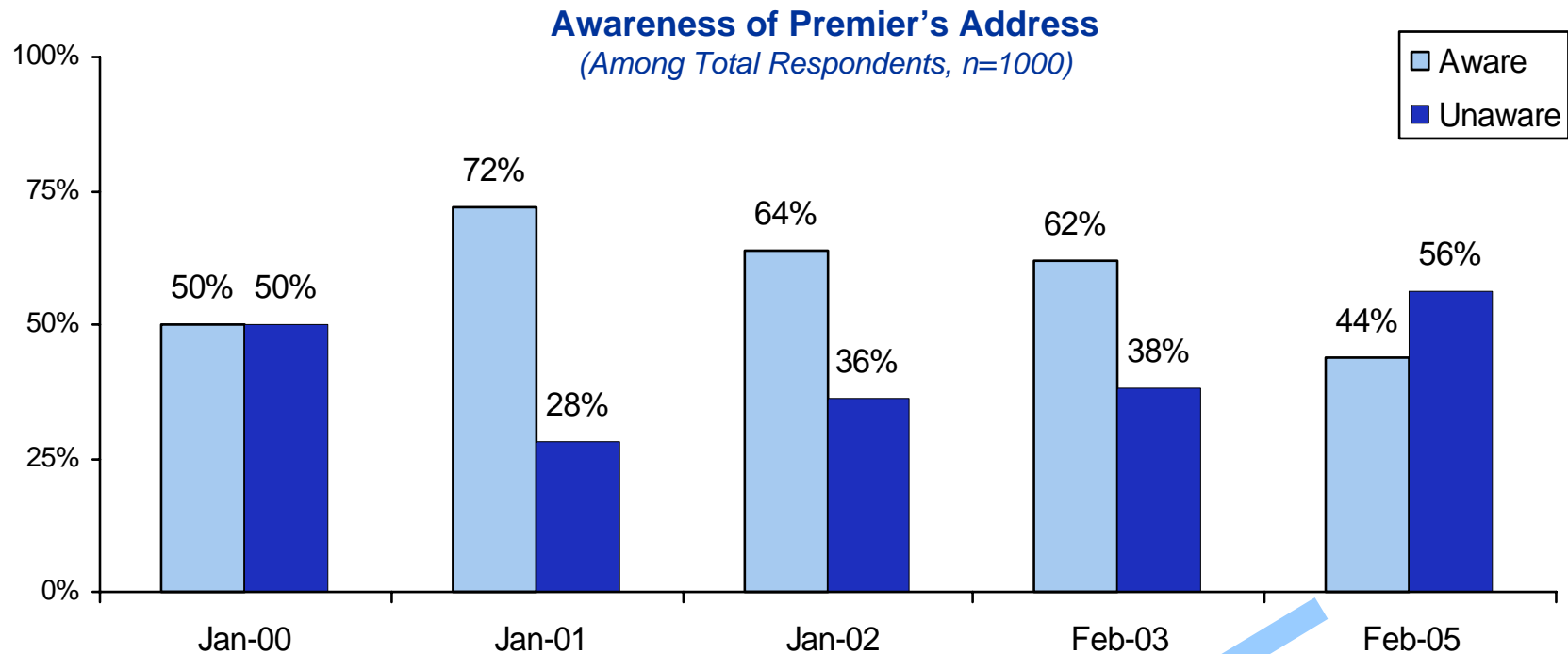


## Focus Alberta 2004 – 4



# Premier's Address

# Awareness of Premier's Address



## Among those who were aware...

(n=435)

Did you hear about this program before or after it was televised?

Before	68%
After	21%
During	9%

Are you aware of a special television program that was hosted by Ralph Klein on Tuesday, February 8<sup>th</sup>?

Did you hear about this program before or after it was televised?



# Awareness of Premier's Address – *cont'd*



## Awareness of Premier's Address By Demographic Groups

	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Feb-03 <i>(n=250)</i>	Feb-05 <i>(n=250)</i>	Feb-03 <i>(n=250)</i>	Feb-05 <i>(n=250)</i>	Feb-03 <i>(n=200)</i>	Feb-05 <i>(n=200)</i>	Feb-03 <i>(n=100)</i>	Feb-05 <i>(n=100)</i>	Feb-03 <i>(n=100)</i>	Feb-05 <i>(n=100)</i>	Feb-03 <i>(n=100)</i>	Feb-05 <i>(n=100)</i>
Aware	63%	47%	63%	40%	49%	39%	62%	43%	61%	55%	63%	44%
Unaware	37%	53%	37%	60%	51%	61%	38%	57%	39%	45%	37%	56%

	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Feb-03 <i>(n=500)</i>	Feb-05 <i>(n=473)</i>	Feb-03 <i>(n=500)</i>	Feb-05 <i>(n=527)</i>	Feb-03 <i>(n=80)</i>	Feb-05 <i>(n=94)</i>	Feb-03 <i>(n=415)</i>	Feb-05 <i>(n=424)</i>	Feb-03 <i>(n=335)</i>	Feb-05 <i>(n=355)</i>	Feb-03 <i>(n=167)</i>	Feb-05 <i>(n=126)</i>
Aware	62%	42%	61%	45%	26%	19%	57%	38%	72%	52%	68%	60%
Unaware	38%	57%	39%	55%	74%	81%	43%	62%	28%	48%	32%	40%

Are you aware of a special television program that was hosted by Ralph Klein on Tuesday, February 8<sup>th</sup>?

# Awareness of Premier's Address – *cont'd*



## Top of Mind Source of Awareness of Premier's Address *(Single Mention, Among Those Aware of the Program)*

	Total <i>(n=435)</i>	Before <i>(n=300)</i>	After <i>(n=87)</i>	During <i>(n=40)</i>
Television News Report	32%	34%	34%	16%
Television Ad	16%	21%	6%	3%
Radio News Report	14%	15%	14%	4%
Family/Friends/Co-workers	9%	5%	26%	-
Radio Ad	8%	8%	8%	3%
Newspaper News Report	7%	9%	7%	-
As it aired/ flipped to it	7%	-	1%	64%
TV Guide Ad	1%	1%	-	2%

Note: "-" indicates zero mentions

\* indicates mentions less than 1%.

Where did you first hear about this program?

# Awareness of Premier's Address – *cont'd*



## Share of Mind Source of Awareness of Premier's Address (Multiple Mentions, Among Those Aware of the Program)

	Total (n=435)	Before (n=300)	After (n=87)	During (n=40)
Television News Report	41%	41%	49%	24%
Radio News Report	20%	23%	19%	12%
Television Ad	19%	25%	7%	6%
Newspaper News Report	15%	15%	21%	5%
Radio Ad	12%	13%	13%	6%
Family/Friends/Co-workers	11%	8%	27%	-
As it aired/ flipped to it	7%	*	1%	64%
TV Guide Ad	1%	1%	-	2%

Note: "-" indicates zero mentions

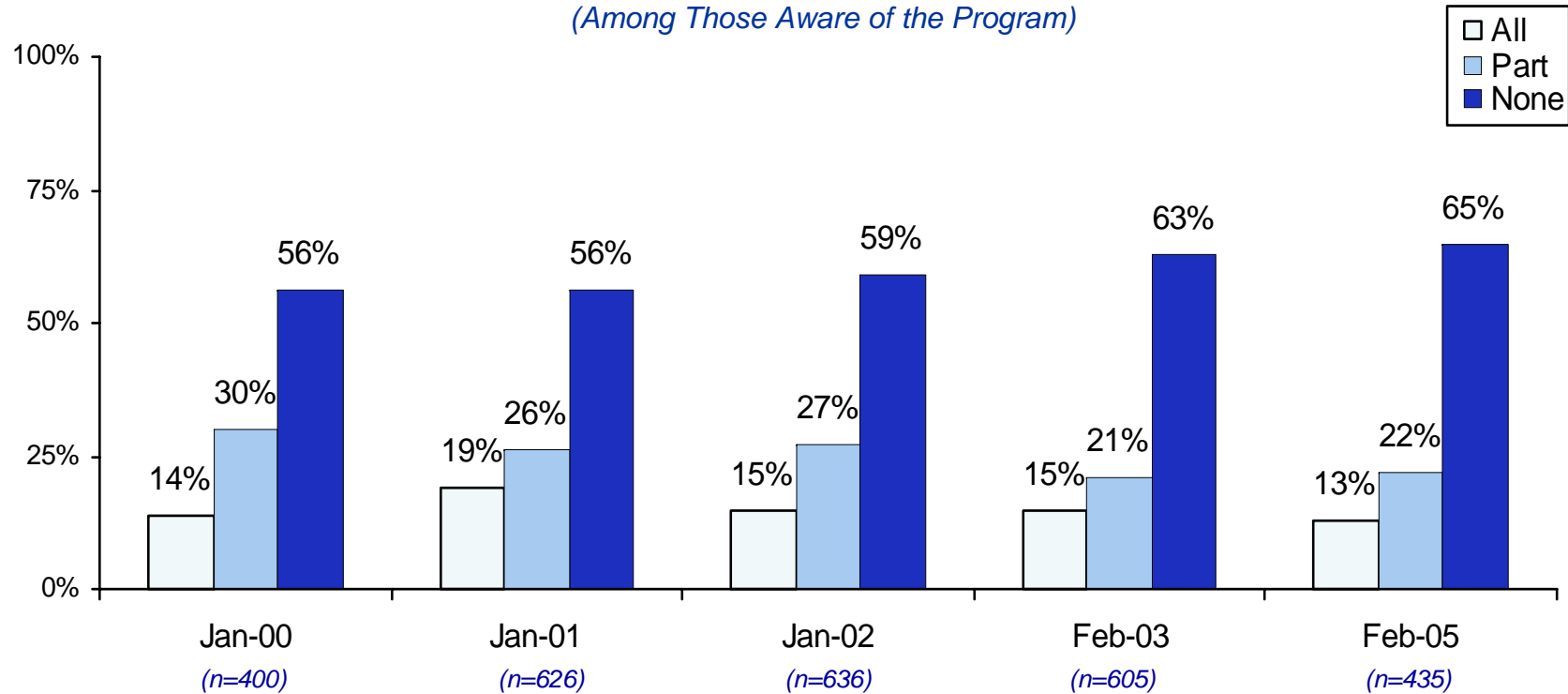
\* indicates mentions less than 1%.

Where did you first hear about this program?

# Viewership of Premier's Address



**How Much Of The Program Was Watched**  
*(Among Those Aware of the Program)*



*Did you watch all, part, or none of this program?*

# Viewership of Premier's Address – cont'd



## How Much Of The Program Was Watched (Among Those Aware of the Program)

	Calgary		Edmonton		Small Cities		Rural South		Rural Centre		Rural North	
	Feb-03 (n=158)	Feb-05 (n=117)	Feb-03 (n=162)	Feb-05 (n=100)	Feb-03 (n=99)	Feb-05 (n=75)	Feb-03 (n=62)	Feb-05 (n=44)	Feb-03 (n=61)	Feb-05 (n=55)	Feb-03 (n=63)	Feb-05 (n=44)
All	20%	11%	11%	13%	12%	9%	15%	16%	16%	11%	18%	19%
Part	18%	18%	23%	24%	24%	22%	18%	22%	16%	25%	32%	27%
None	62%	71%	66%	63%	64%	69%	68%	62%	67%	63%	51%	55%

	Male		Female		18 to 24		25 to 44		45 to 64		65+	
	Feb-03 (n=305)	Feb-05 (n=201)	Feb-03 (n=300)	Feb-05 (n=234)	Feb-03 (n=21)	Feb-05 (n=19)	Feb-03 (n=232)	Feb-05 (n=158)	Feb-03 (n=237)	Feb-05 (n=180)	Feb-03 (n=113)	Feb-05 (n=77)
All	14%	12%	17%	13%	-		4%	7%	16%	14%	38%	24%
Part	21%	20%	22%	25%	29%	<i>Base size too small to report</i>	20%	18%	22%	23%	21%	29%
None	62%	68%	62%	62%	72%		75%	75%	63%	63%	41%	48%

None	0.62	0.62	0.55	0.62	0.68	0.72	0.69	0.75	0.56	0.63	0.39	0.41
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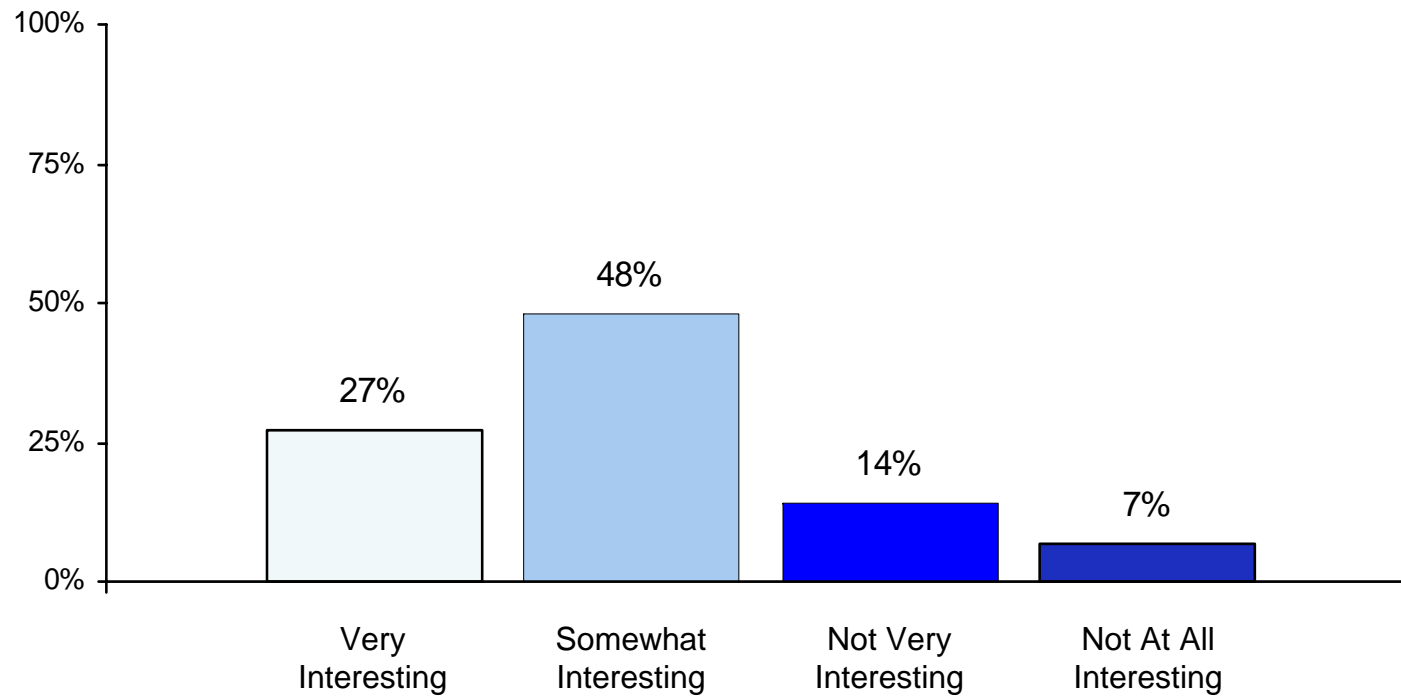
Did you watch all, part, or none of this program?

# Interest in Premier's Address



## How Interesting Was The Program

*(Among Those Aware of the Program and Who Watched All or Part, n=153)*



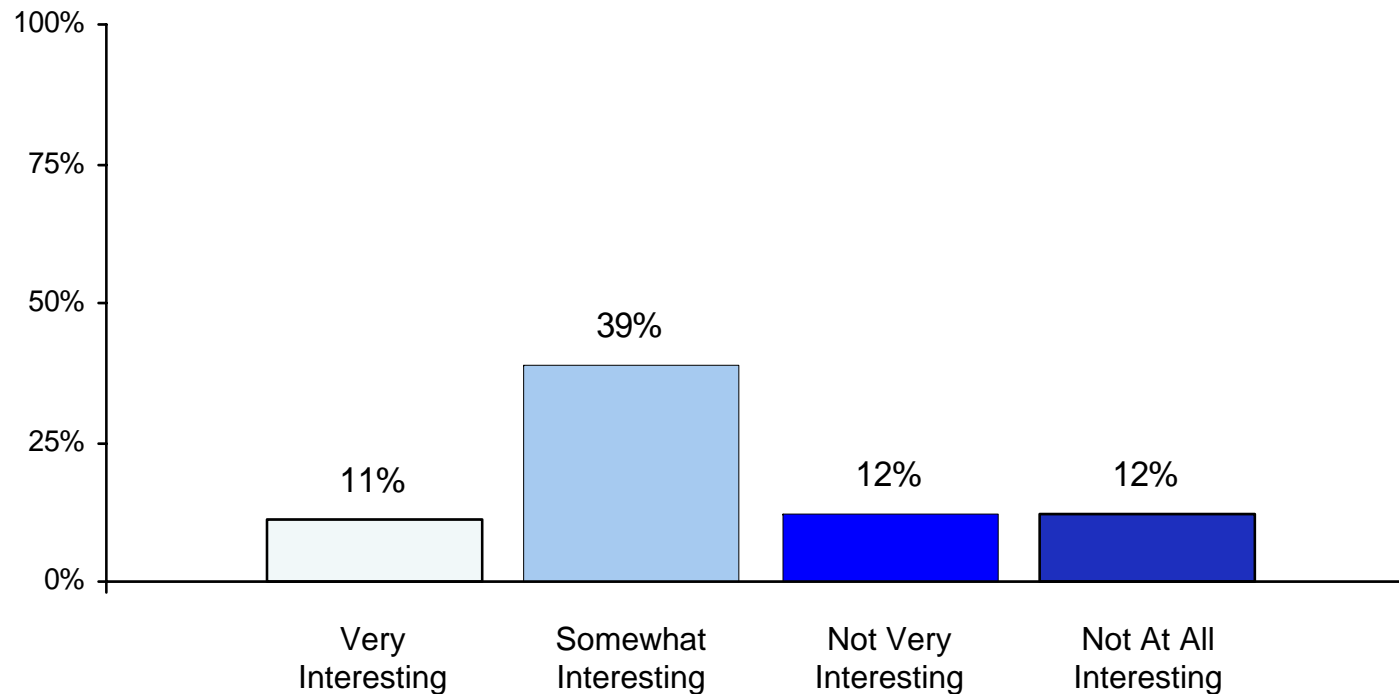
*Did you find the program to be...?*

## Interest in Premier's Address – *cont'd*



### How Interesting Was The Program

*(Among Those Aware of the Program and  
Who Watched None, n=282)*



*From what you heard, do you think the program was...?*