It's Your Future.

How you answer these questions could change Alberta's future.

Alberta

SURVEY RESULTS

INTRODUCTION

The analyses of the results contained in this report are based on 258,256 responses received by mail and Internet between September 3, 2004 and October 8, 2004 (the original deadline of September 24, 2004 was extended to accommodate additional responses).

At the time of completion for this analysis, the incoming survey response had continued to grow, reaching over 288,000. To include these late responses, a post-survey analysis will be conducted and made available at a later date.

PART I: RESPONSE SUMMARY

A) RESPONSE RATE AND CONFIDENCE OF RESULTS

A total of 1,163,055 surveys were distributed to households in Alberta. Based on the 258,256 responses, the overall response rate for the survey analysis was 22.2%. With the inclusion of late responses, the rate climbs to nearly 25.0%.

The results are statistically valid at the Alberta level with a confidence interval of 99%, +/- 0.2% level of precision. Approximately 217,000 responses were required to obtain this high confidence level.

The following chart breaks down the response rate and confidence interval by geography.

Response Rate and Confidence Interval by Geography

Geography	Number of Households	Number of Respondents	Response Rate (%)	Confidence Interval
Edmonton Region	382,409	78,303	20.5	99% (+/- 0.4%)
Calgary Region	379,379	99,076	26.1	99% (+/- 0.4%)
Central Alberta Rural	152,314	32,550	21.4	99% (+/- 0.6%)
Northern Alberta Rural	79,473	8,005	10.1	99% (+/- 1.4%)
Southern Alberta Rural	39,795	13,778	34.6	99% (+/- 0.9%)
Lethbridge Region	32,197	7,201	22.4	99% (+/- 1.3%)
Red Deer Region	32,469	6,584	20.3	99% (+/- 1.4%)
Fort McMurray Region[1]	17,345	2,580	14.9	99% (+/- 2.3%)
Medicine Hat Region	24,613	5,331	21.7	99% (+/- 1.6%)
Grande Prairie Region	15,061	3,179	21.1	99% (+/- 2.0%)
Unknown Geography	8,000	1,669	20.9	99% (+/- 2.8%)
TOTAL ALBERTA	**1,163,055**	**258,256**	**22.2**	**99% (+/- 0.2%)**

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[1] Fort McMurray is now part of the Specialized Municipality of Wood Buffalo.

B) GEOGRAPHIC REPRESENTATION

The survey was coded by 10 standard geographies (based on the 2001 Census of Canada) and configured to represent the province by major urban centres (including their surrounding areas) and north/south/central rural regions. Household counts were estimated by geography according to the distribution of surveys by Canada Post.

In addition to the ten standard geographies, an "unknown" category was added to classify responses with no available geographic information. This included surveys provided to institutions as well as those mailed out on a request basis.

The following bar chart compares the response distribution by geography, to the known household distribution by geography. The percent of respondents for the majority of geographies closely matches the percent of surveys distributed to households by geography. In general, this indicates overall limited bias and enhances the validity of the survey results presented in this report, by making the results an accurate representation of Alberta households.

It should be noted however, the Calgary region and northern Alberta rural region tend to display a greater level of discrepancy between the household count and the observed response rate. Further analysis to determine whether bias is present is required.

Response Distribution vs. Household Distribution
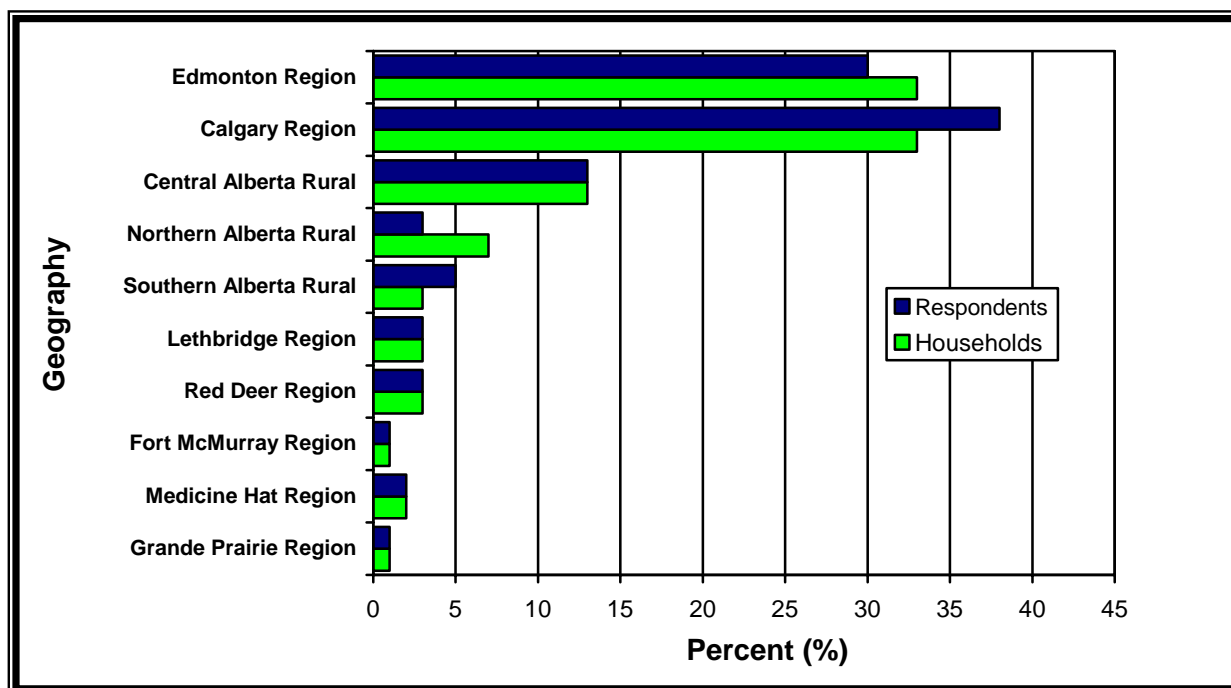
C) METHOD OF REPLY

Of the two methods in which to return the survey, respondents utilized the pre-paid postage mail surveys method (approximately 55.8%) more than the Internet method (approximately 44.2%). The choice of Internet response for this survey showed a marked increase when compared with previous consultation surveys of this nature. Prior surveys have exhibited less than a 10% Internet response rate.

Distribution of Responses By Method of Reply
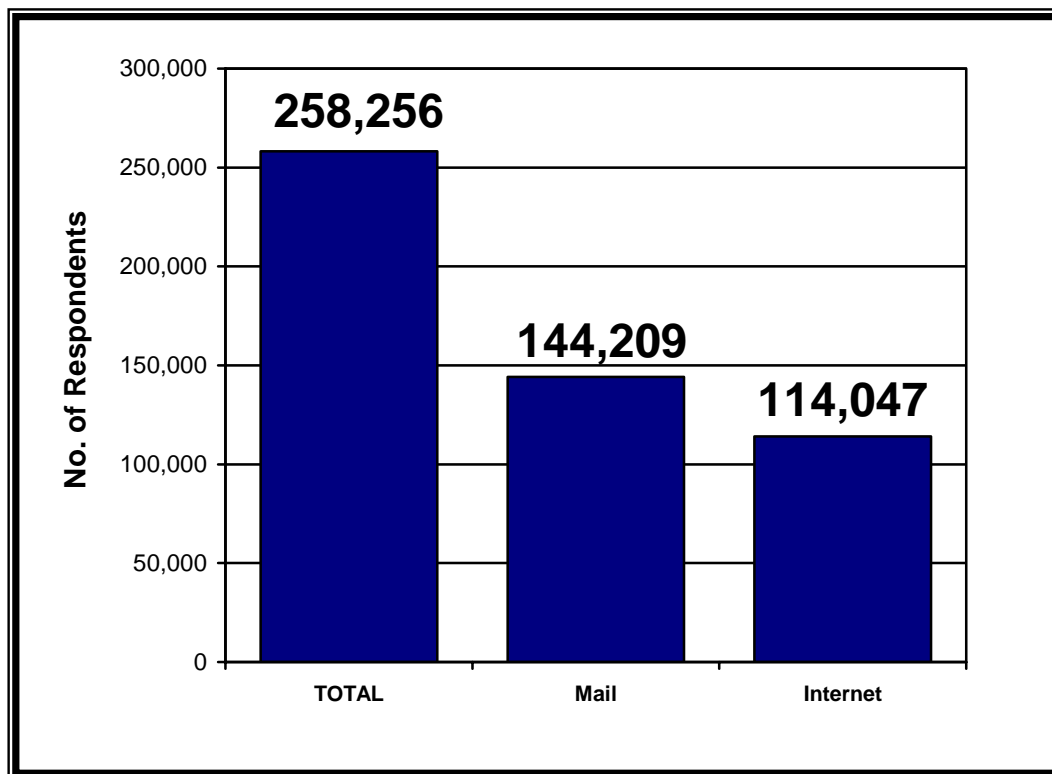
PART II: PRIORITY RATINGS

A) PRIORITY RATINGS

Survey respondents were asked to rate the degree of priority for each item using a 10-point scale, 1 indicating the lowest priority and 10 indicating the highest priority.

The calculation of a mean (average) priority rating provides a summarized representation of the respondents' choices. The following table displays the average scores of the items in the survey by respondents for four grouped geographic regions within the province (Edmonton region, Calgary region, other urban regions, and rural regions).

Priority Rating Mean Values by Major Geography

Question	Priority Mean Values (/10)				
	All Respondents	Edmonton Region	Calgary Region	Other Urban Regions	Rural Regions
QUESTION 1 – PRIORITY AREAS					
A. Provide a quality, affordable Alberta health care system					
	8.85	8.89	8.79	8.96	8.84
B. Provide an outstanding education system					
	8.40	8.51	8.39	8.43	8.24
C. Build a more diverse, innovative economy					
	6.71	6.83	6.64	6.67	6.69
D. Provide support to Albertans who need help					
	6.86	7.02	6.72	6.89	6.83
E. Respond to growth in cities					
	6.27	6.37	6.80	6.01	5.26
F. Preserve rural communities					
	5.92	5.79	5.45	5.84	7.01
G. Protect Alberta's environment					
	7.55	7.70	7.46	7.55	7.50
H. Invest in Alberta's infrastructure					
	7.00	7.05	7.05	6.93	6.88
I. Reduce taxes					
	6.92	6.80	6.84	7.08	7.17
QUESTION 2 – OPTIONS FOR "WINDFALL MONEY"					
A. Provide a refund to every Albertan					
	5.53	5.54	5.46	5.66	5.60
B. Save the money and invest it in the Heritage Fund					
	4.83	4.83	4.81	4.90	4.82
C. Make long-term investments in priority areas					
	6.93	6.95	7.02	6.88	6.78

The following two graphs depict response trends between geographical groups.

Response Trends for Priority Areas by Major Geography (Question1)
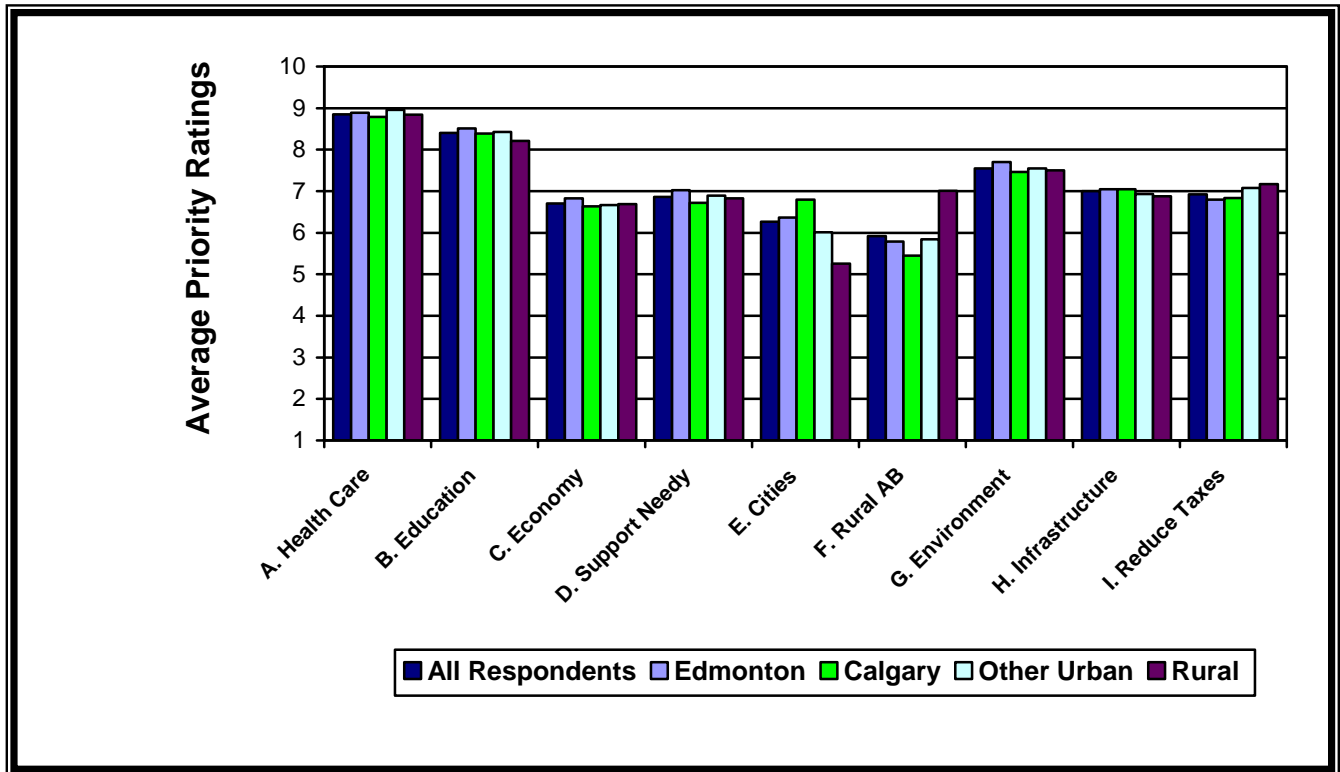
Response Trends for "Windfall Money" Options by Major Geography (Question 2)
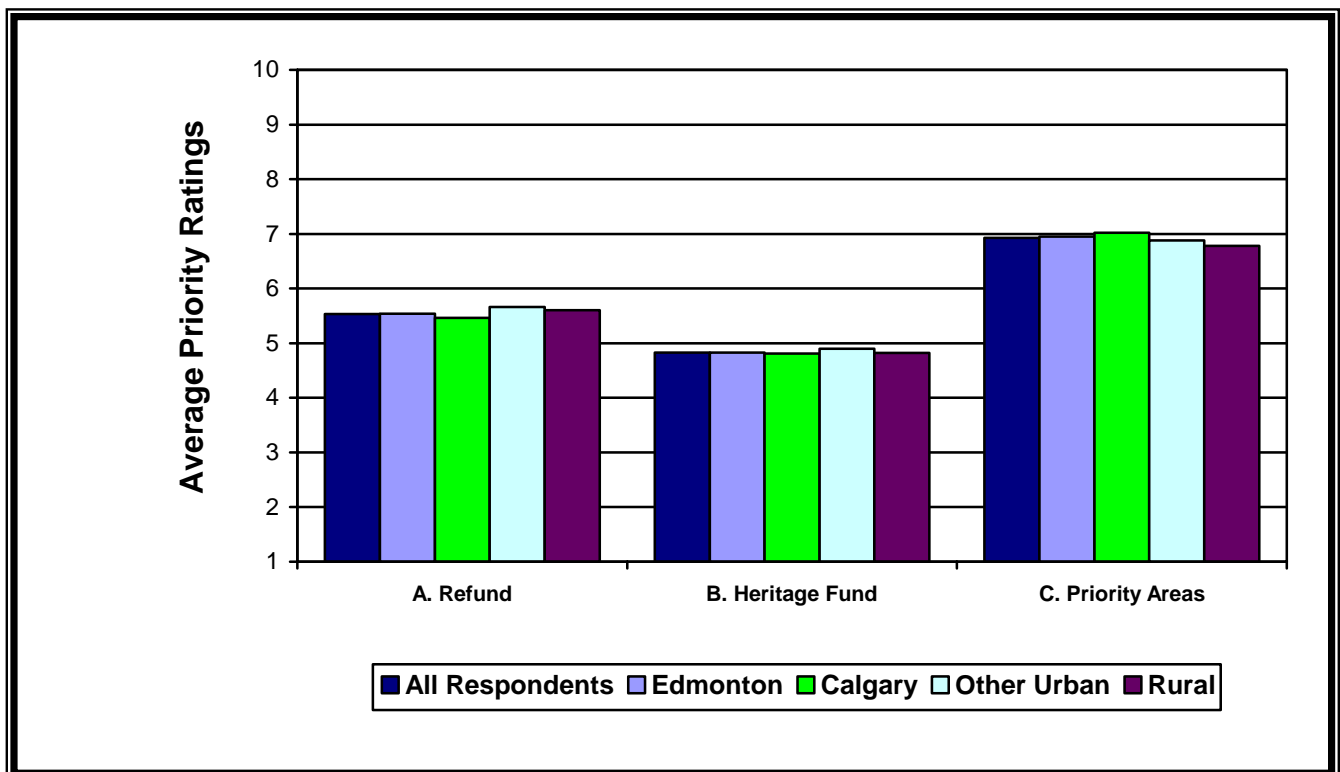
B) MEAN PRIORITY RATINGS - GENERAL OVERVIEW

The results for Question 1 (Priority Areas) showed that Albertans, on average, rated the highest priority for "health care" (8.85). The second highest score was for "education" (8.40) and the third highest score was for "environment" (7.55).

Although the fourth and fifth priority rankings residing with "infrastructure" and "reduce taxes" appear to be very close scores (7.00 and 6.92 respectively), statistical tests indicate "infrastructure" to be higher (statistically significant) than "reduce taxes". For additional analysis of "infrastructure" and "reduce taxes" see page 10.

The order of priority for Question 2 (Options for "Windfall Money") from highest to lowest was "investments in priority areas" (6.93), "provide a refund to every Albertan" (5.53), and "invest in the Heritage Fund" (4.83).

C) MEAN PRIORITY RATINGS – GROUPED GEOGRAPHY

Results for Question 1 (Priority Areas) showed the two major cities rated a higher priority on "growth of cities" than did the rural Alberta regions. In contrast to this, the rural regions placed a high priority on "rural communities".

D) MEAN PRIORITY RATINGS – INDIVIDUAL GEOGRAPHY

The following table ("Priority Rating Mean Values by Specific Geography" Page 8) provides an overview of the different opinions expressed by Albertans for the various geographic regions of the province.

The highest mean scores across all geographies for each item have been highlighted in yellow, while the lowest mean scores have been highlighted in green.

Priority Rating Mean Values by Specific Geography

Question	Priority Mean Values (/10)									
	Edmonton Region	Calgary Region	Lethbridge Region	Red Deer Region	Fort McMurray Region	Medicine Hat Region	Grande Prairie Region	Northern Alberta Rural	Central Alberta Rural	Southern Alberta Rural
QUESTION 1 – PRIORITY AREAS										
A. Provide a quality, affordable Alberta health care system										
	8.89	8.79	9.01	8.90	8.96	8.98	8.95	8.86	8.82	8.89
B. Provide an outstanding education system										
	8.51	8.39	8.53	8.46	8.77	8.02	8.55	8.15	8.22	8.34
C. Build a more diverse, innovative economy										
	6.83	6.64	6.69	6.68	6.67	6.61	6.72	6.65	6.68	6.73
D. Provide support to Albertans who need help										
	7.02	6.72	7.03	6.87	6.63	6.82	6.92	6.91	6.81	6.86
E. Respond to growth in cities										
	6.37	6.80	5.88	6.04	6.75	5.69	6.16	5.24	5.36	5.03
F. Preserve rural communities										
	5.79	5.45	5.82	5.91	5.63	5.79	5.97	7.16	6.92	7.12
G. Protect Alberta's environment										
	7.70	7.46	7.52	7.76	7.52	7.25	7.69	7.20	7.55	7.55
H. Invest in Alberta's infrastructure										
	7.05	7.05	6.81	6.94	7.27	6.80	7.09	6.83	6.88	6.91
I. Reduce taxes										
	6.80	6.84	7.04	7.01	6.97	7.31	7.02	7.33	7.13	7.17
QUESTION 2 – OPTIONS FOR "WINDFALL MONEY"										
A. Provide a refund to every Albertan										
	5.54	5.46	5.67	5.46	5.69	5.82	5.75	5.83	5.47	5.77
B. Save the money and invest it in the Heritage Fund										
	4.83	4.81	4.88	4.99	4.71	5.00	4.70	4.83	4.87	4.69
C. Make long-term investments in priority areas										
	6.95	7.02	6.88	6.93	7.11	6.64	6.95	6.69	6.82	6.76

Highest Values   **Lowest Values**

PART III: RESPONSE DISTRIBUTION

A) RESPONSE DISTRIBUTION

The following table shows the distribution of priority levels, indicating the frequency of each priority level from 1 (very low priority) to 10 (very high priority).

Response Distribution by Priority Level for Question 1 and 2[2]

Mean Values (/10)	Priority Frequency	Very Low Priority									Very High Priority	
		1	2	3	4	5	6	7	8	9	10	Total
QUESTION 1 – PRIORITY AREAS												
A. Provide a quality, affordable Alberta health care system												
8.85	%	1.0	0.4	0.6	0.7	3.2	3.1	7.0	15.3	14.0	54.6	100.0
	No.	2,664	966	1,615	1,901	8,117	7,950	17,895	39,283	36,017	140,094	256,502
B. Provide an outstanding education system												
8.40	%	1.5	0.7	1.2	1.5	5.6	4.9	9.3	17.1	14.5	43.8	100.0
	No.	3,757	1,853	3,100	3,801	14,318	12,456	23,688	43,691	37,081	111,987	255,732
C. Build a more diverse, innovative economy												
6.71	%	3.4	2.3	3.8	4.7	14.5	13.0	17.6	19.5	8.8	12.4	100.0
	No.	8,405	5,764	9,563	11,801	36,273	32,389	44,101	48,667	21,941	31,065	249,969
D. Provide support to Albertans who need help												
6.86	%	3.1	2.5	4.3	5.1	14.1	11.8	15.4	16.7	8.4	18.5	100.0
	No.	7,964	6,237	10,935	13,032	36,023	30,174	39,165	42,616	21,511	47,172	254,829
E. Respond to growth in cities												
6.27	%	4.1	3.0	5.1	6.5	16.9	14.6	17.9	17.1	7.1	7.7	100.0
	No.	10,465	7,497	12,952	16,563	42,942	36,931	45,496	43,350	17,951	19,632	253,779
F. Preserve rural communities												
5.92	%	6.8	4.7	7.1	7.7	17.1	13.2	14.0	13.4	6.4	9.7	100.0
	No.	17,365	11,814	18,037	19,646	43,386	33,497	35,576	33,955	16,293	24,625	254,194
G. Protect Alberta's environment												
7.55	%	1.9	1.4	2.5	3.3	10.2	9.1	13.9	18.9	12.5	26.3	100.0
	No.	4,752	3,626	6,455	8,461	25,981	23,054	35,472	48,024	31,865	67,104	254,794
H. Invest in Alberta's infrastructure												
7.00	%	2.2	1.6	2.8	3.9	12.4	12.7	19.1	21.8	10.9	12.7	100.0
	No.	5,658	3,924	7,206	9,913	31,381	32,188	48,377	55,430	27,730	32,153	253,960
I. Reduce taxes												
6.92	%	9.5	3.7	4.6	4.1	10.6	7.0	8.5	10.5	8.3	33.2	100.0
	No.	24,194	9,581	11,824	10,499	27,183	18,025	21,743	26,801	21,151	85,076	256,077
QUESTION 2 – OPTIONS FOR "WINDFALL MONEY"												
A. Provide a refund to every Albertan												
5.53	%	25.5	5.6	5.9	4.2	9.6	5.3	5.7	7.4	5.0	25.9	100.0
	No.	64,261	14,235	14,933	10,641	24,215	13,267	14,376	18,614	12,650	65,298	252,490
B. Save the money and invest it in the Heritage Fund												
4.83	%	18.9	6.7	8.8	7.8	18.8	9.9	9.8	9.1	4.2	6.0	100.0
	No.	47,325	16,692	22,015	19,511	47,140	24,686	24,581	22,883	10,572	14,881	250,286
C. Make long-term investments in priority areas												
6.93	%	6.3	2.4	3.8	4.1	12.8	8.6	12.5	17.0	10.7	22.0	100.0
	No.	15,681	6,035	9,418	10,223	31,928	21,535	31,228	42,585	26,667	55,002	250,302

[2] Totals may not add due to rounding.

B) GROUPED PRIORITY LEVELS

The chart below denotes levels of response distribution summarized by the percent of respondents grouped into low (priorities 1 to 4), medium (priorities 5 to 7), and high (priorities 8 to 10) priority categories.

Percent of Respondents by Grouped Priority Level[3]

Question	% of Respondents		
	Low Priority 1 - 4	Medium Priority 5 - 7	High Priority 8 - 10
Question 1 – PRIORITY AREAS			
A. Provide a quality, affordable Alberta health care system			
	2.8	13.2	84.0
B. Provide an outstanding education system			
	4.9	19.7	75.4
C. Build a more diverse, innovative economy			
	14.2	45.1	40.7
D. Provide support to Albertans who need help			
	15.0	41.3	43.7
E. Respond to growth in cities			
	18.7	49.4	31.9
F. Preserve rural communities			
	26.3	44.2	29.5
G. Protect Alberta's environment			
	9.1	33.2	57.7
H. Invest in Alberta's infrastructure			
	10.5	44.1	45.4
I. Reduce taxes			
	21.9	26.1	51.9
Question 2 – OPTIONS FOR "WINDFALL MONEY"			
A. Provide a refund to every Albertan			
	41.2	20.5	38.2
B. Save the money and invest it in the Heritage Fund			
	42.2	38.5	19.3
C. Make long-term investments in priority areas			
	16.5	33.8	49.6

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[3] Totals may not add due to rounding.

PART IV: QUESTION 2D AND 3

Respondents to Question 2 were given the chance to offer other options for "windfall money" (Question 2D) besides the three already mentioned (Question 2A: provide a refund to every Albertan, Question 2B: save the money and invest it in the Heritage Fund, and Question 2C: make long-term investments in priority areas).

Question 3 asked Albertans for three things the government could do for Alberta's future.

The following chart indicates the number of respondents for each of the major categories developed for Question 2D and 3.

Percent and Number of Respondents for Question 2D and 3 Categories[4]

Option Categories	% of Respondents	No. of Respondents
Question 2D (Other) - Options for "Windfall Money"		
Education	15.0	13,533
Environment	3.9	3,495
Health Care	19.0	17,103
Infrastructure	6.8	6,138
Reduce Taxes	10.5	9,447
Other	44.8	40,314
ALL CATEGORIES	**100.0**	**90,030**
Question 3 - What the Government Could Do for Alberta's Future		
Agriculture	1.8	11,937
Economy	4.4	28,864
Education	17.1	112,511
Energy/Gas Prices	3.5	23,363
Environment	5.6	36,646
Health Care	19.0	125,130
Heritage Fund/Investments	1.5	9,721
Infrastructure/Transportation	5.8	38,390
Minimum Wage	1.3	8,743
Reduce Taxes	7.5	49,598
Social Services	8.9	58,603
Other	23.6	155,594
ALL CATEGORIES	**100.0**	**659,100**

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[4] Totals may not add due to rounding.

PART V: SUMMARY OF METHODOLOGY

A) GENERAL VERIFICATION PROCEDURES

- To ensure the validity of all survey responses, each submission was reviewed and checked for administrative accuracy and multiple response patterns prior to scanning, coding and keypunching.

  - Mail-in responses (144,000+) were checked for batch submissions with identical markings and responses patterns. Consecutive, multiple survey submissions with identical response patterns and markings were removed, allowing only two responses to be counted from the group. This precaution was taken to ensure surveys delivered in batch to non-single family dwellings (i.e.; institutional residences) were fully reviewed to detect multiple submission irregularities.

  - For Internet submissions (114,000+), multiple responses from the same ID were checked for time and frequency of submission, and variability of response. Where response patterns were identical for a single ID, and submission time was consecutive and displayed only a marginal interval between submissions, only two responses were accepted. This precaution was undertaken to eliminate any invalid mass submissions that could potentially skew survey results. In addition, any non-Alberta IP addresses, where identifiable, were removed.

  - Prior to survey analysis, 310 responses were removed from paper survey submissions while 478 were removed from Internet submissions, for a total of 788 submissions removed.

  - As the number of responses received via the Internet accounts for approximately 44% of the total responses rate, the Internet component was analyzed separately to determine if any significant variation was apparent from the mean response before inclusion into the general results.

- For survey analysis purposes, each survey returned with a useable response was considered to be a valid submission. As some households chose not to respond to all questions fully, frequency response rates varied for each part/question of the survey.

B) STATISTICAL TESTS

A variety of statistical tests (i.e.; ANOVA, T-Test, Chi-Square) to detect significant differences between response categories were employed to provide a statistically valid basis for reporting the survey results. Due to time constraints, final survey statistical test results will be available to interested parties at a later date.

PART VI: " IT'S YOUR FUTURE" SURVEY FORM

It's Alberta's future. What choices would you make?

1. There are important challenges to address, but we can't afford to do everything. Tell us what you think the priorities should be. Please use the scale below to indicate your opinion for each item, where 10 means you think it should be a very high priority and 1 means you think it should be a very low priority. **(FILL IN ONE NUMBER FOR EACH).**

Priority Scale:	Very Low									Very High
	1	2	3	4	5	6	7	8	9	10

Provide a quality, affordable Alberta health care system
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Provide an outstanding education system
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Build a more diverse, innovative economy
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Provide support to Albertans who need help
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Respond to growth in cities
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Preserve rural communities
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Protect Alberta's environment
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Invest in Alberta's infrastructure
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Reduce taxes
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

2. Now that unexpected windfall money no longer has to go to pay down the debt, what priority would you place on each of the following options? Use the same scale as above.

Provide a refund to every Albertan
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Save the money and invest it in the Heritage Fund
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Make long-term investments in priority areas
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Other:_____

3. If there were three things your government could do for Alberta's future, what would they be?

_____

_____

_____