



Albertans' Evaluations of Their Economic Situations for ACCESS Alberta Primetime







Alberta Public Opinion Study – Fall 2009

October 26, 2009

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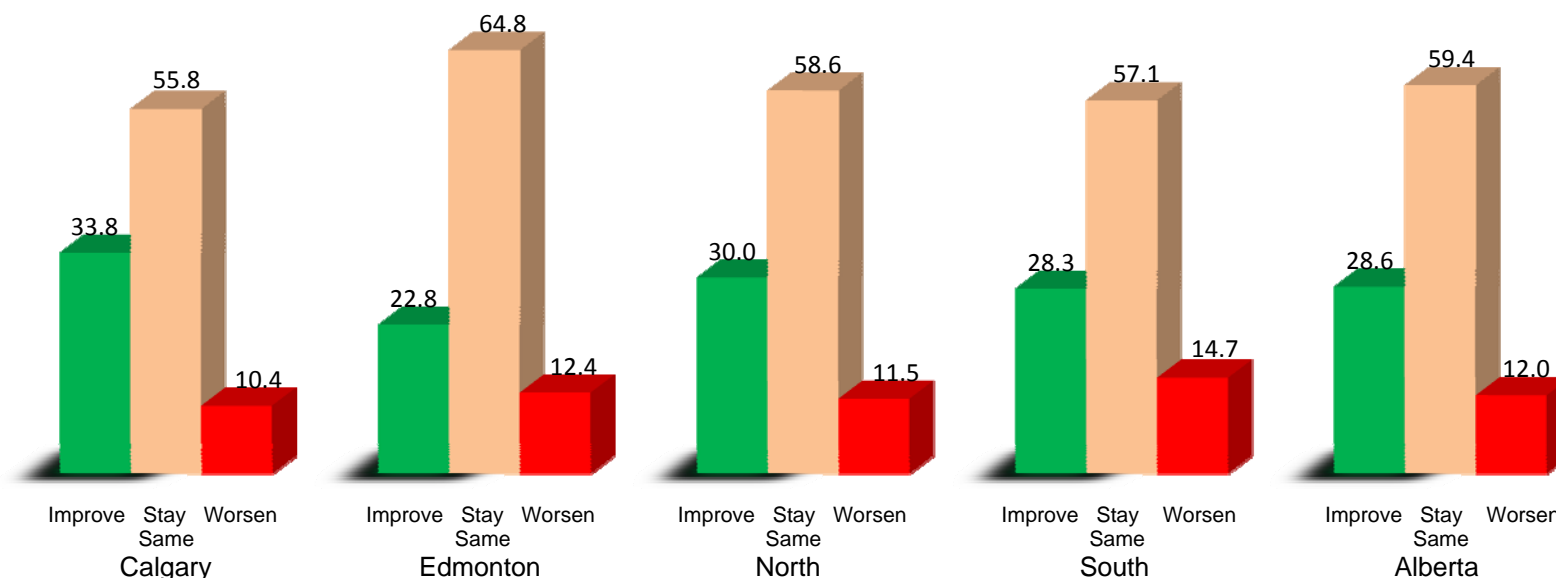


Methodology

-  **Population** The province of Alberta has a total population of 3,687,662 residents (July 1, 2009) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,839,500.
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods and PSC150 – Local Government in the fall of 2009. Students interviewed 1,201 adult Alberta residents by telephone from October 3rd to 5th 2009 under the supervision of Canadian Studies faculty members Faron Ellis PhD and Marda Schindeler MA. Telephone numbers were selected from a sample drawn from InfoCanada directories. We sincerely thank all participants who took time out of their day to respond to our inquiries. Further results from this study and results from past studies can be accessed by visiting the CSRL web pages at: www.lethbridgecollege.ab.ca/go/csrl
-  **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the province of Alberta. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender).
-  **Confidence** The weighted sample yields a margin of error of ± 2.8 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary 4.9, Edmonton 5.0, North 6.5, South 7.2 percentage points, 19 times out of 20).
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications developed by the Open Source Learning Lab (OSLL). We thank Dr. James Manis and OSLL for their efforts in working with us to establish and maintain the IB Commons Call Centre.
-  **Sponsorship** These data are part of a larger study of the opinions and attitudes of Alberta residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular set of questions was Sponsored by the ACCESS network's Alberta Primetime nightly news program. We thank ACCESS and Alberta Primetime for their support of our research endeavors.

Albertans' evaluations of how their families' economic situation will change in the next year

- A majority of Albertans (59.4%) foresee no change to their personal (immediate family's) economic situation over the course of the next year. Of those who are anticipating some change, optimists outnumber pessimists by more than two to one. Over one-quarter of all Albertans (28.6%) believe their personal economic situation will improve over the next twelve months while only 12.0% believe their economic situation will worsen.
- Little variance in opinion is measured between the various regions of the province although it is noteworthy that Edmontonians are the least optimistic with only 22.8% anticipating their situations will improve (compared to the most optimistic Calgarirans, 33.8%), while southern Alberta is home the greatest proportion of pessimists (14.7%), although even southerners are more optimistic than pessimistic by a factor of almost two to one.
- Men (32.2%) are slightly more optimistic than are women (25.0%). The wealthy (36.4%) are more optimistic than are middle income Albertans (32.2%), who are in turn more optimistic than lower income residents (22.9%).
- Gen-xers (40.3%) and the youth (37.9%) are considerably more optimistic than are boomers (28.1%) and seniors (11.2%). Seniors are the only demographic group to be more pessimistic (15.5%) than optimistic.



Albertans' evaluations of how their families' economic situation will change in the next year

- Provincial PC supporters (30.8%) and undecided voters (31.8%) are only marginally more optimistic than are supporters all of the other parties. New Democratic supporters are slightly more pessimistic (15.0%) than are Liberal (13.2%), Wildrose Alliance (12.7%), the undecided (10.4%) and PC supporters (8.6%).
- Also of note is the lack of extreme positions amongst residents in all regions of the province. That is, not only do a majorities of residents in all regions believe that their personal economic situations will not change over the course of the next year, most of those who do see change, envision only moderate improvement or worsening. Very few Albertans expect their personal economic position to improve a great deal, while fewer still expect their situations to worsen a great deal.

Albertans' Economic Situations	Calgary	Edmonton	North	South	All Residents
Improve a great deal	3.6	2.4	3.9	4.3	3.3
Improve somewhat	30.2	20.4	26.3	23.9	25.3
Stay about the same	55.8	64.8	58.3	57.1	59.4
Worsen somewhat	9.9	11.4	10.1	13.0	10.9
Worsen a great deal	0.5	1.1	1.3	1.6	1.1

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Albertans' Economic Evaluations (%)

Region	Calgary	Edmonton	North	South	All Residents
Improve	33.8	22.8	30.0	28.3	28.6
Stay about the same	55.8	64.8	58.6	57.1	59.4
Worsen	10.4	12.4	11.5	14.7	12.0

Gender*	Male	Female
Improve	32.2	25.0
Stay about the same	57.2	61.6
Worsen	10.6	13.4

Household Income*	Under \$50,000	\$50-\$100,000	Over \$100,000
Improve	22.9	32.2	36.4
Stay about the same	61.8	56.4	54.9
Worsen	15.4	11.3	8.6

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Improve	22.9	32.2	36.4	22.9
Stay about the same	61.8	56.4	54.9	61.8
Worsen	15.4	11.3	8.6	15.4

Age*	18-29	30-44	45-64	65 and older
Improve	37.9	40.3	28.1	11.2
Stay about the same	52.4	52.1	58.8	73.3
Worsen	9.7	7.5	13.1	15.5

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Improve	25.0	31.1	30.8
Stay about the same	60.7	59.2	58.5
Worsen	14.3	9.7	10.7

Provincial Vote Intention	PC	Wildrose Alliance	Liberal	NDP	Undecided
Improve	30.8	25.4	26.9	27.0	31.8
Stay about the same	60.6	62.0	59.9	58.0	57.8
Worsen	8.6	12.7	13.2	15.0	10.4

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Albertans' Economic Evaluations (%)

Gender*	Male	Female	All Residents
Improve a great deal	4.0	2.5	3.3
Improve somewhat	28.2	22.5	25.3
Stay about the same	57.2	61.5	59.4
Worsen somewhat	9.3	12.5	10.9
Worsen a great deal	1.3	0.8	1.1

Household Income*	Under \$50,000	\$50-\$100,000	Over \$100,000
Improve a great deal	1.1	5.5	3.7
Improve somewhat	21.8	26.7	32.7
Stay about the same	61.8	56.4	54.9
Worsen somewhat	13.6	10.6	8.3
Worsen a great deal	1.8	0.8	0.3

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Improve a great deal	4.0	2.9	3.2	3.4
Improve somewhat	20.0	23.6	31.2	26.2
Stay about the same	61.8	61.6	55.4	58.9
Worsen somewhat	12.0	11.6	9.1	11.2
Worsen a great deal	2.2	0.4	1.1	0.2

Age*	18-29	30-44	45-64	65 and older
Improve a great deal	4.1	7.9	1.7	0.4
Improve somewhat	33.8	32.5	26.5	10.8
Stay about the same	52.4	52.1	58.9	73.3
Worsen somewhat	7.6	6.9	12.5	13.5
Worsen a great deal	2.1	0.7	0.4	2.0

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Progressive Conservative	2.6	3.4	3.6
Wildrose Alliance	22.3	28.0	27.2
Liberal	60.5	58.9	58.5
NDP	13.3	8.7	9.8
Other parties/Candidates	1.3	1.0	0.9

Provincial Vote Intention	PC	Wildrose Alliance	Liberal	NDP	Undecided
Improve a great deal	3.6	1.9	2.5	4.0	5.2
Improve somewhat	27.2	23.3	24.4	23.0	26.6
Stay about the same	60.6	61.7	59.9	58.0	57.8
Worsen somewhat	8.1	11.2	12.7	15.0	8.4
Worsen a great deal	0.6	1.9	0.5	0.0	1.9

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	33.4	Male	50.1	Under \$50,000	28.1	H-School/less	19.4	18-29	12.4
Edmonton	31.8	Female	49.9	\$50-\$100,000	39.7	Some P-Sec.	20.9	30-44	26.3
North	19.3			Over \$100,000	32.2	Col-Tech-Grad	24.3	45-64	39.9
South	15.5					University Grad	35.4	65 or older	21.4
									Mean age = 50 year

Religious Participation (%)	
2-3/month-more	28.6
Several/year	19.5
Rarely-never	51.9

Question

Thinking for a moment about your family's economic situation (immediate family) and how it may change over the course of the next year, please tell me if you think your economic situation will improve a great deal, improve somewhat, stay the same, worsen somewhat, or worsen a great deal over the next year.

- improve a great deal
- improve somewhat
- stay about the same
- worsen somewhat
- worsen a great deal