



# Albertans' Evaluations of Their Economic Situations for ACCESS Alberta Primetime

## Alberta Public Opinion Study – Fall 2010

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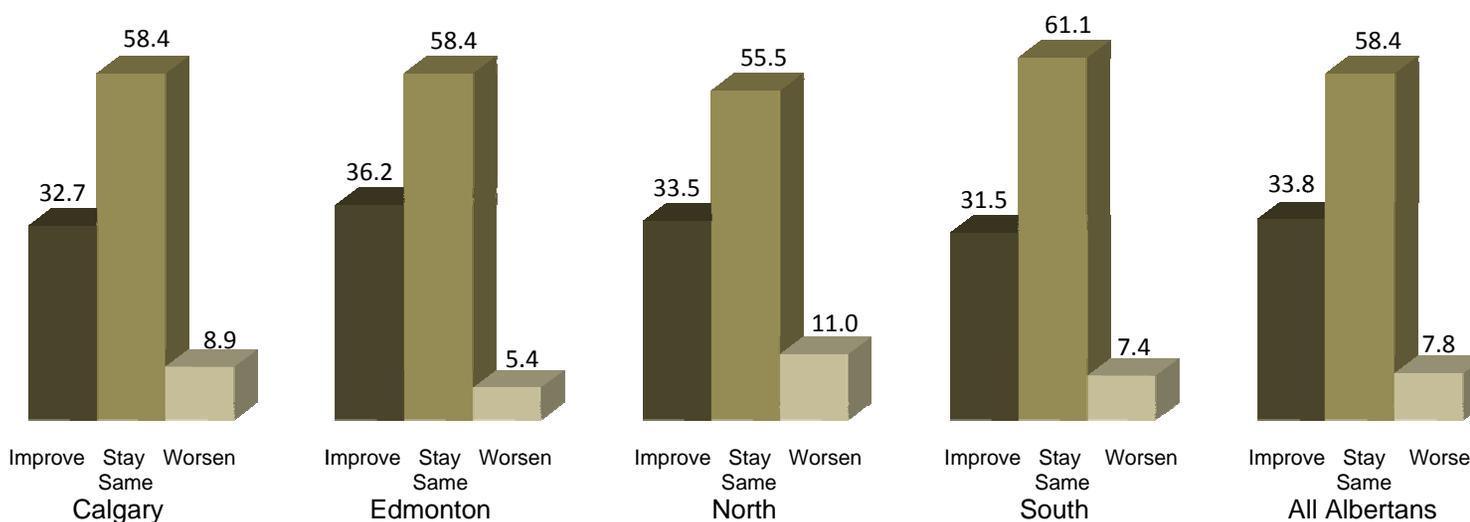


## Methodology

-  **Population** The province of Alberta has a total population of 3,720,946 residents (July 1, 2010) approximately 77% of which are 18 years of age or older for an adult population of approximately 2,865,000.
-  **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 2010. Students interviewed 1,067 adult Alberta residents by telephone from October 2<sup>nd</sup> to 3<sup>rd</sup> 2010 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.ca/go/csrl](http://www.lethbridgecollege.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 and age).
-  **Confidence** The weighted sample yields a margin of error of  $\pm 3.0$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 5.1$  percentage points, Edmonton and immediate area  $\pm 5.3$  percentage points, North  $\pm 7.2$  percentage points, South  $\pm 7.6$  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 James Manis PhD 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 question 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 (58.4%) 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 four to one. Over one-third of all Albertans (33.8%) believe their personal economic situation will improve over the next twelve months while only 7.8% 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 now the most optimistic with 36.2% anticipating their situations will improve. Northern Alberta is home to the greatest proportion of pessimists (11.0%), although even northerners are three times more likely to be optimistic than pessimistic.



Region	Calgary	Edmonton	North	South	All Residents
Improve	32.7	36.2	33.5	31.5	33.8
Stay about the same	58.4	58.4	55.5	61.1	58.4
Worsen	8.9	5.4	11.0	7.4	7.8

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

- Men (37.7%) are slightly more optimistic than are women (29.8%).
- The wealthy (41.3%) are considerably more optimistic than are middle income (31.4%) and lower income (32.7%) Albertans.
- Few differences in opinion are evident amongst the various education groups, although those with some post secondary schooling but no diploma/degree are the most optimistic (41.7%) and the least pessimistic (6.7%).
- Gen-xers (41.8%) and the youth (55.9%) are considerably more optimistic than are boomers (25.0%) and especially seniors (12.9%).
- Remarkably few differences are evident between the various groups of provincial party supporters.
- Also of note is the change in levels of optimism over the past year. That is, Albertans in all regions of the province are measurably more optimistic and less pessimistic about their future economic situations than they were at this time last year.

Evaluations of Economic Situation	Calgary		Edmonton		North		South		All Albertans	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Improve a great deal	3.6	5.0	2.4	6.6	3.9	3.8	4.3	6.2	3.3	5.5
Improve somewhat	30.2	27.5	20.4	29.6	26.3	29.7	23.9	24.8	25.3	28.3
Stay about the same	55.8	58.6	64.8	58.4	58.3	55.5	57.1	61.5	59.4	58.4
Worsen somewhat	9.9	7.5	11.4	4.8	10.1	9.9	13.0	5.6	10.9	6.7
Worsen a great deal	0.5	1.4	1.1	0.6	1.3	1.1	1.6	1.9	1.1	1.1

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

## Albertans' Economic Evaluations (2010) (%)

Region	Calgary	Edmonton	North	South	All Residents
Improve	32.7	36.2	33.5	31.5	33.8
Stay about the same	58.4	58.4	55.5	61.1	58.4
Worsen	8.9	5.4	11.0	7.4	7.8

Gender*	Male	Female
Improve	37.7	29.8
Stay about the same	55.8	61.1
Worsen	6.5	9.1

Household Income*	Under \$50,000	\$50-\$100,000	Over \$100,000
Improve	32.7	31.4	41.3
Stay about the same	56.4	61.9	53.8
Worsen	10.9	6.7	4.8

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Improve	25.8	41.7	34.4	34.5
Stay about the same	62.7	51.7	57.3	59.7
Worsen	11.5	6.7	8.4	5.8

Age*	18-29	30-44	45-64	65 and older
Improve	55.9	41.8	25.0	12.9
Stay about the same	41.2	53.1	64.6	75.8
Worsen	2.9	5.1	10.4	11.3

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Improve	33.5	32.2	36.0
Stay about the same	60.6	59.2	55.6
Worsen	6.0	8.6	8.4

Provincial Vote Intention	PC	Wildrose Alliance	Liberal	NDP	Undecided
Improve	34.9	34.7	36.0	28.7	28.8
Stay about the same	58.5	58.4	55.9	65.5	56.5
Worsen	6.7	6.8	8.1	5.7	14.7

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

## Albertans' Economic Evaluations (2010) (%)

Gender*	Male	Female	All Residents		
Improve a great deal	5.3	5.8	5.5		
Improve somewhat	32.4	23.9	28.3		
Stay about the same	55.7	61.1	58.4		
Worsen somewhat	5.3	8.2	6.7		
Worsen a great deal	1.1	1.0	1.1		

Household Income*	Under \$50,000	\$50-\$100,000	Over \$100,000		
Improve a great deal	3.2	5.0	8.3		
Improve somewhat	29.5	26.4	33.1		
Stay about the same	56.4	61.9	54.0		
Worsen somewhat	8.6	6.2	4.0		
Worsen a great deal	2.3	.6	0.6		

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad	
Improve a great deal	4.6	6.1	6.5	5.6	
Improve somewhat	21.5	35.4	28.1	28.9	
Stay about the same	62.1	51.4	57.0	59.7	
Worsen somewhat	8.2	6.6	7.2	5.8	
Worsen a great deal	3.7	0.6	1.1	0.0	

Age*	18-29	30-44	45-64	65 and older	
Improve a great deal	9.3	7.4	4.2	0.0	
Improve somewhat	46.6	34.4	20.8	12.8	
Stay about the same	41.2	53.1	64.6	75.2	
Worsen somewhat	2.9	3.5	9.3	9.6	
Worsen a great deal	0.0	1.6	1.1	2.4	

Religious Participation	1-3 per month/more	Several per year	Rarely/never		
Improve a great deal	6.0	5.2	6.1		
Improve somewhat	27.8	27.2	30.0		
Stay about the same	60.3	59.5	55.7		
Worsen somewhat	4.4	7.8	7.2		
Worsen a great deal	1.6	0.4	1.1		

Provincial Vote Intention	PC	Wildrose Alliance	Liberal	NDP	Undecided
Improve a great deal	6.3	6.3	8.1	3.4	2.9
Improve somewhat	28.8	28.8	28.0	25.3	25.9
Stay about the same	58.2	58.1	55.9	65.5	56.5
Worsen somewhat	5.3	5.8	8.1	4.6	12.9
Worsen a great deal	1.4	1.0	0.0	1.1	1.8

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

## Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	34.8	Male	50.2	Under \$50,000	24.2	H-School/less	21.0	18-29	19.9
Edmonton	32.1	Female	49.8	\$50-\$100,000	37.4	Some P-Sec.	17.4	30-44	24.5
North	17.4			Over \$100,000	38.4	Col-Tech-Grad	25.1	45-64	43.4
South	15.7					University Grad	36.5	65 or older	12.2
									Mean age = 46.4 years old

Religious Participation (%)		Provincial Vote (%)	
2-3/month-more	26.1	PC	29.6
Several/year	24.3	Wildrose Alliance	19.7
Rarely-never	49.6	Liberal	17.0
		NDP	8.9
		Undecided	18.0

Note: Due to rounding, proportions may not total exactly 100%

## 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