



Albertans' Opinions on Anti-Oilsands PR Campaigns for ACCESS Alberta Primetime







Alberta Public Opinion Study – Fall 2010

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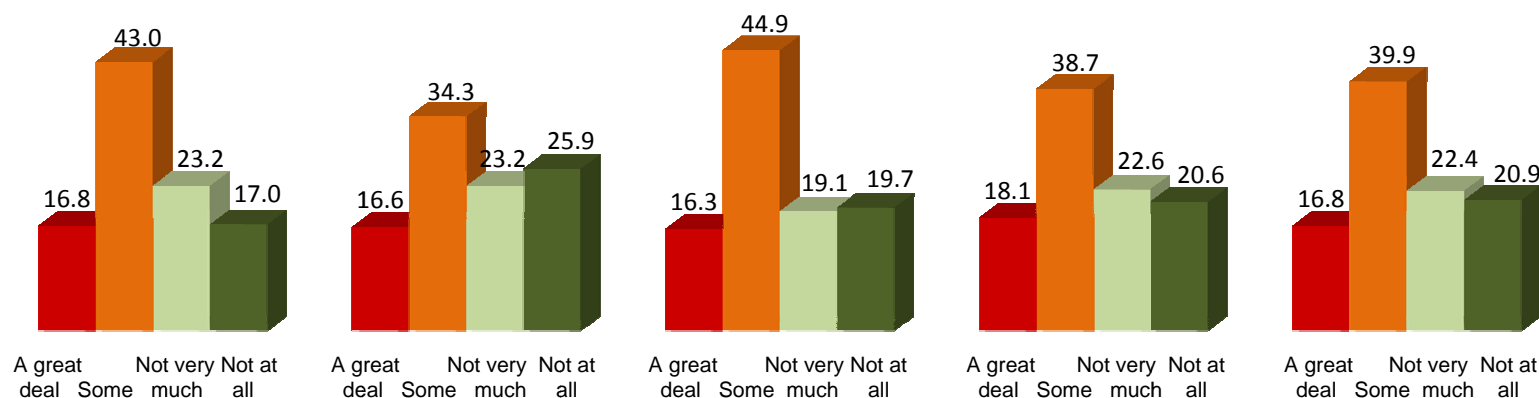


Methodology

-  **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 2nd to 3rd 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
-  **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 ± 3.0 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary ± 5.1 percentage points, Edmonton and immediate area ± 5.3 percentage points, North ± 7.2 percentage points, South ± 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' opinions on impact of public relations campaigns against the oilsands

- A substantial plurality of Albertans believe that the recent public relations campaigns against Alberta's oilsands will either have no impact at all on the provincial economy (20.9%) or not very much impact (22.4%). Nearly two of every five Albertans (39.9%) believe the PR campaigns will have some impact while a further 16.8% believe they will have a great deal of economic impact.
- Little variance in opinion is measured between the cities and regions in Alberta, although Edmontonians distinguish themselves as the least concerned with over one-quarter (25.9%) believing the PR campaigns will not have any impact at all.
- Men (29.7%) are much more likely than women (11.9%) to believe there will be no impact.
- Income impacts opinion in that as income rises, concern about impact decreases.
- Education has no significant impact on opinion, concern about significant impacts decreases with education levels.
- Age impacts on opinion with the youth least concerned and seniors most concerned.
- Very few significant differences in opinion exist between partisans of the various provincial parties.



Impact of PR Against the Oilsands	Calgary	Edmonton	North	South	All Albertans
A great deal	16.8	16.6	16.3	18.1	16.8
Somewhat	43.0	34.3	44.9	38.7	39.9
Not very much	23.2	23.2	19.1	22.6	22.4
Not at all	17.0	25.9	19.7	20.6	20.9

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

Albertans' opinions on impact of PR campaigns against the oilsands (2010) (%)

Gender*	Male	Female	All Residents
A great deal	13.5	20.0	16.8
Somewhat	32.8	47.1	39.9
Not very much	23.9	21.0	22.4
Not at all	29.7	11.9	20.9

Household Income*	Under \$50,000	\$50-\$100,000	Over \$100,000
A great deal	22.7	13.5	16.9
Somewhat	41.5	39.5	37.1
Not very much	18.4	26.6	21.7
Not at all	17.4	20.4	24.3

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
A great deal	21.4	20.1	17.1	12.6
Somewhat	35.0	39.1	42.0	41.6
Not very much	20.9	21.8	20.6	24.7
Not at all	22.8	19.0	20.2	21.1

Age*	18-29	30-44	45-64	65 and older
A great deal	12.4	14.5	18.8	21.4
Somewhat	38.8	39.4	39.7	43.7
Not very much	21.4	27.3	20.2	22.2
Not at all	27.4	18.9	21.3	12.7

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
A great deal	16.8	20.9	15.1
Somewhat	42.0	38.5	38.2
Not very much	23.6	21.8	22.7
Not at all	17.6	18.8	24.0

Provincial Vote Intention	PC	Wildrose Alliance	Liberal	NDP	Undecided
A great deal	19.2	18.0	11.8	10.5	20.2
Somewhat	46.3	36.0	39.1	39.5	35.1
Not very much	18.9	21.2	23.6	29.1	20.2
Not at all	15.7	24.9	25.5	20.9	24.4

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

Are you concerned about the possible negative impact on Alberta's economy of public relations campaigns against the oil sands?

- A great deal
- Somewhat
- Not very much
- Not at all