



# Resource Development and the Environment

for

ACCESS Alberta Primetime

Alberta Public Opinion Study – Fall 2010







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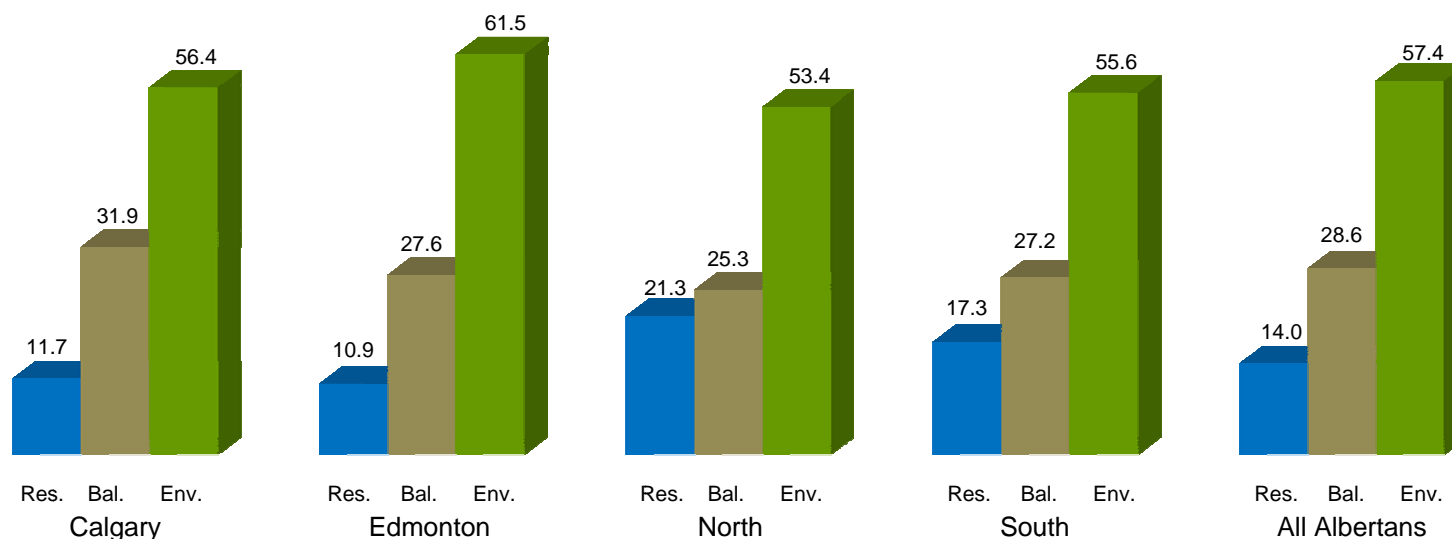


## Methodology

-  **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.

## Resource Development and the Environment

- When considering the balance between resource development and the environment, a majority of Albertans (57.7%) believes more emphasis should be placed on the environment. Just over one-quarter of Albertans (28.6%) believe the balance is good now, while 14.0% believe more emphasis should be placed on resource development.
- Opinion is relatively consistent throughout the province with Calgary (56.4%) and Edmonton (61.5%) residents most likely to favor more environmental emphasis. Albertans outside of the two major cities are more likely than Calgarians or Edmontonians to favor resource development with northerners the most likely to think the emphasis should be shifted towards resource development (21.3%) and the least likely to want more emphasis on the environment (53.4%). Southern residents, although still supportive of a shift towards the environment (55.6%), are among the most likely to favor an increased emphasis on resource development (17.3%).



Region	Calgary	Edmonton	North	South	All Residents
More emphasis resources	11.7	10.9	21.3	17.3	14.0
Balance good now	31.9	27.6	25.3	27.2	28.6
More emphasis environment	56.4	61.5	53.4	55.6	57.4

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

## Resource Development and the Environment

- Women (62.3%) are slightly more likely than men (52.6%) to favor placing more emphasis on the environment.
- Interestingly, income has no significant impact on opinion with all income groups reporting majority support for increasing emphasis on the environment.
- It is also noteworthy that age has no significant impact on opinion. Interestingly, although Alberta's youth are most likely to emphasize the environment (62.3%), they are also among the most likely to want to emphasize resource development (15.7%). Overall, seniors are the most likely to think the balance is good now (35.8%).
- Education levels are significant in that university grads are significantly more likely to favor placing more emphasis on the environment (65.0%) and less interested in emphasizing resource development (11.3%), especially when compared to those with the least amount of formal education who are among the most likely to favor resource development (19.1%) and among the least likely to favor emphasizing the environment (51.0%).
- Clear and significant differences are measured between supporters of Alberta's major political parties. New Democrat (71.6%) and Liberal (68.9%) supporters are most in favor of emphasizing the environment. Few significant differences exist between partisans with respect to their levels of support for increasing the emphasis on resource development. PC (37.1%) and Wildrose Alliance (36.5%) supporters are most likely to support the balance between resources development and the environment as it is now.

Provincial Vote Intention*	PC	Wildrose Alliance	Liberal	NDP	Undecided
More emphasis resources	14.6	15.9	13.7	11.1	13.7
Balance good now	37.1	36.5	17.4	17.3	24.8
More emphasis environment	48.2	47.6	68.9	71.6	61.5

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

## Resource Development and the Environment (%)

Resources & Environment	Calgary		Edmonton		North		South		All Albertans	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Great deal more resources	5.9	4.0	5.4	3.1	5.3	7.9	5.4	4.9	5.5	4.5
Somewhat more resources	10.4	7.7	10.5	7.8	5.7	13.5	13.8	12.3	10.2	9.5
Balance is good now	28.3	31.9	27.2	27.6	37.8	25.3	30.5	27.2	30.0	28.6
Somewhat more environment	32.5	36.5	28.3	34.2	26.8	34.3	30.5	39.5	29.8	35.8
Great deal more environment	22.9	19.9	28.6	27.3	24.4	19.1	19.8	16.0	24.5	21.6

Region (2010)	Calgary	Edmonton	North	South	All Residents
More emphasis resources	11.7	10.9	21.3	17.3	14.0
Balance good now	31.9	27.6	25.3	27.2	28.6
More emphasis environment	56.4	61.5	53.4	55.6	57.4

Gender* (2010)	Male	Female
More emphasis resources	13.9	14.2
Balance good now	33.5	23.6
More emphasis environment	52.6	62.3

Household Income (2010)	Under \$50,000	\$50-\$100,000	Over \$100,000
More emphasis resources	13.4	12.5	14.9
Balance good now	27.8	29.8	28.9
More emphasis environment	58.8	57.7	56.1

Education* (2010)	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
More emphasis resources	19.1	8.9	17.6	11.3
Balance good now	29.9	39.4	27.1	23.7
More emphasis environment	51.0	51.7	55.3	65.0

Age (2010)	18-29	30-44	45-64	65 and older
More emphasis resources	15.7	15.7	12.4	13.3
Balance good now	22.1	25.8	31.2	35.8
More emphasis environment	62.3	58.5	56.3	50.8

Religious Participation (2010)	1-3 per month/more	Several per year	Rarely/never
More emphasis resources	14.8	16.6	13.3
Balance good now	29.5	30.6	26.9
More emphasis environment	55.7	52.8	59.8

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

## Resource Development and the Environment (2010) (%)

Gender*	Male	Female	All Residents
Great deal more resources	4.1	5.0	4.5
Somewhat more resources	9.8	9.2	9.5
Balance is good now	33.5	23.6	28.6
Somewhat more environment	34.1	37.5	35.8
Great deal more environment	18.6	24.8	21.6

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
Great deal more resources	5.6	3.3	4.1
Somewhat more resources	7.9	9.3	10.6
Balance is good now	27.8	29.9	29.0
Somewhat more environment	31.0	34.6	37.8
Great deal more environment	27.8	23.0	18.5

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Great deal more resources	7.8	3.9	3.9	3.2
Somewhat more resources	11.3	5.0	13.7	8.1
Balance is good now	29.9	39.4	27.0	23.7
Somewhat more environment	30.4	36.1	33.2	40.2
Great deal more environment	20.6	15.6	22.3	24.8

Age	18-29	30-44	45-64	65 and older
Great deal more resources	4.4	3.6	5.2	4.2
Somewhat more resources	11.7	12.1	7.2	9.2
Balance is good now	22.0	25.9	31.2	35.8
Somewhat more environment	43.9	34.4	33.9	30.8
Great deal more environment	18.0	23.9	22.4	20.0

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Great deal more resources	2.5	2.6	6.5
Somewhat more resources	12.3	14.0	7.0
Balance is good now	29.6	30.6	26.8
Somewhat more environment	39.5	31.9	34.9
Great deal more environment	16.0	20.9	24.8

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

Please tell me if you think Alberta is currently achieving the right balance between resource development and the environment, or if more emphasis should be placed on one or the other?

- a great deal more emphasis should be placed on resource development
- somewhat more emphasis should be placed on resource development
- the balance between resource development and the environment is about right now
- somewhat more emphasis should be placed on the environment
- a great deal more emphasis should be placed on the environment