



Resource Development and the Environment for ACCESS Alberta Primetime







Alberta Public Opinion Study – Fall 2009

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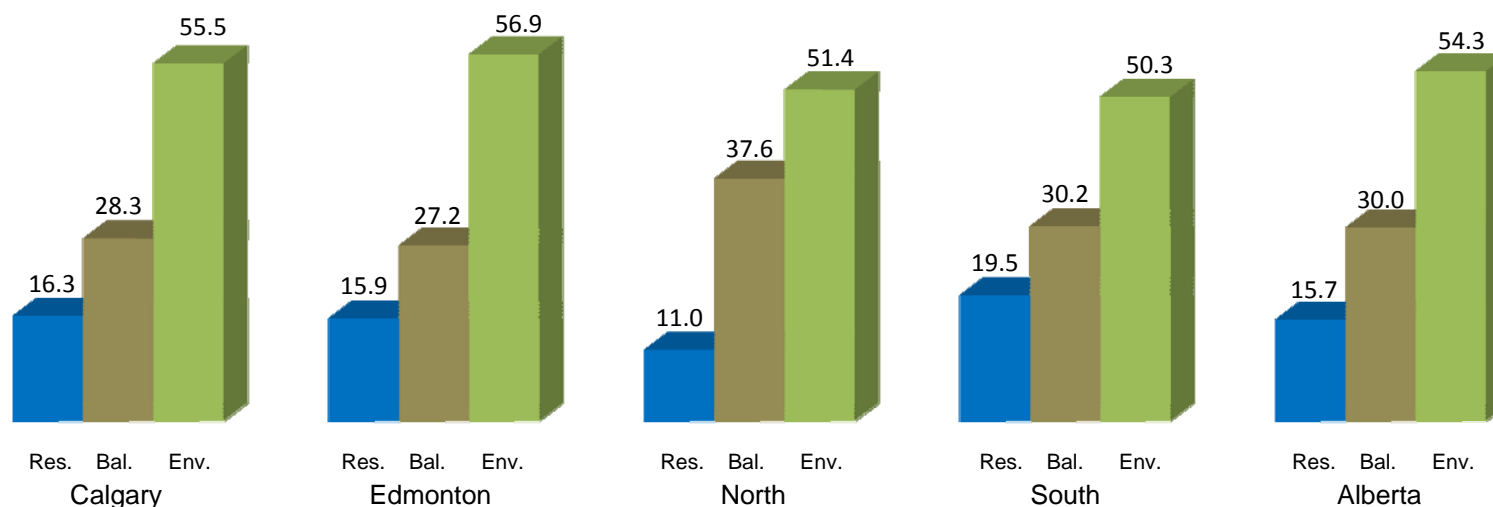


Methodology

-  **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.

Resource Development and the Environment

- When considering the balance between resource development and the environment, a majority of Albertans (54.3%) believes more emphasis should be placed on the environment. Just under one-third of Albertans (30.0%) believe the balance is good now, while 15.7% believe more emphasis should be placed on resource development.
- Opinion is relatively consistent throughout the province with Calgary (55.5%) and Edmonton (56.9%) residents most likely to favor more environmental emphasis. Northern residents are the most likely to think the balance is good now (37.6%) and the least likely to want more emphasis on resource development (11.0%). Southern residents, although still supportive of a shift towards the environment (50.3%), are the most likely to favor an increased emphasis on resource development (19.5%).
- Women (60.9%) are more likely than men (47.8%) to favor placing more emphasis on the environment.



Resource Development and the Environment

- Interestingly, income has no significant impact on opinion with all income groups reporting majority support for increasing emphasis on the environment, although middle income earners (19.3%), and to a lesser extent lower income earners (15.5%), are slightly more likely than are upper income earners (12.2%) to support placing more emphasis on resource development.
- It is also noteworthy that age has no significant impact on opinion. Interestingly, Alberta's youth (54.5%) are slightly less supportive of shifting emphasis to the environment than is their parents' generation (59.4%). Seniors are the only group to demonstrate less than majority support for emphasizing the environment (44.5%). They are also the most likely to favor emphasizing resource development (20.5%).
- Education levels are significant in that university grads are most in favor of placing more emphasis on the environment (58.7%) and less interested in emphasizing resource development (13.5%), especially when compared to those with the least amount of formal education (20.2%).
- Clear and significant differences are measured between supporters of Alberta's major political parties. New Democrat (74.0%) and Liberal (66.1%) supporters are most in favor of emphasizing the environment. NDP (9.4%) and Liberal (12.2%) voters are also the least likely to favor increasing emphasis on resource development. PC (18.1%) and Wildrose Alliance (19.1%) supporters are most likely to support increasing emphasis on resource development, although both groups are still more than twice as likely to support emphasizing the environment (44.9% for PC supporters and 41.2% for Wildrose Alliance supporters). Wildrose Alliance voters (39.7%) are also the most likely to believe that the balance between resources development and the environment is about right now.

Resources & Environment	Calgary	Edmonton	North	South	All Residents
Great deal more resources	5.9	5.4	5.3	5.4	5.5
Somewhat more resources	10.4	10.5	5.7	13.8	10.2
Balance is good now	28.3	27.2	37.8	30.5	30.0
Somewhat more environment	32.5	28.3	26.8	30.5	29.8
Great deal more environment	22.9	28.6	24.4	19.8	24.5

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

Resource Development and the Environment

Region	Calgary	Edmonton	North	South	All Residents
More emphasis resources	16.3	15.9	11.0	19.5	15.7
Balance good now	28.3	27.2	37.6	30.2	30.0
More emphasis environment	55.5	56.9	51.4	50.3	54.3

Gender*	Male	Female
More emphasis resources	17.2	14.1
Balance good now	34.9	25.0
More emphasis environment	47.8	60.9

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
More emphasis resources	15.5	19.3	12.2
Balance good now	27.3	27.6	33.0
More emphasis environment	57.2	53.1	54.8

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
More emphasis resources	20.2	17.5	13.6	13.5
Balance good now	28.8	31.9	33.7	27.8
More emphasis environment	51.0	50.7	52.7	58.7

Age	18-29	30-44	45-64	65 and older
More emphasis resources	16.4	16.0	12.5	20.5
Balance good now	29.1	30.0	28.1	34.9
More emphasis environment	54.5	54.0	59.4	44.5

Religious Participation	1-3 per month/more	Several per year	Rarely/never
More emphasis resources	12.8	21.5	14.4
Balance good now	33.8	30.3	28.6
More emphasis environment	53.4	48.2	57.0

Provincial Vote Intention*	PC	Wildrose Alliance	Liberal	NDP	Undecided
More emphasis resources	18.1	19.1	12.2	9.4	18.1
Balance good now	37.0	39.7	21.7	16.7	26.1
More emphasis environment	44.9	41.2	66.1	74.0	55.8

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

Resource Development and the Environment

Gender*	Male	Female	All Residents
Great deal more resources	5.7	5.3	5.5
Somewhat more resources	11.5	8.8	10.2
Balance is good now	34.9	25.0	30.0
Somewhat more environment	26.9	32.7	29.8
Great deal more environment	21.0	28.3	24.5

Household Income	Under \$50,000	\$50-\$100,000	Over \$100,000
Great deal more resources	3.8	7.2	5.6
Somewhat more resources	11.8	12.1	6.9
Balance is good now	27.4	27.6	33.0
Somewhat more environment	28.5	27.3	34.3
Great deal more environment	28.5	25.7	20.1

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Great deal more resources	5.8	6.1	5.3	5.1
Somewhat more resources	14.5	11.4	8.4	8.4
Balance is good now	29.0	32.0	33.8	27.8
Somewhat more environment	23.7	28.9	32.7	30.9
Great deal more environment	27.1	21.5	19.8	27.8

Age	18-29	30-44	45-64	65 and older
Great deal more resources	4.5	7.0	4.1	7.0
Somewhat more resources	11.9	9.1	8.2	13.5
Balance is good now	29.1	30.0	28.2	34.9
Somewhat more environment	29.1	28.6	33.4	24.9
Great deal more environment	25.4	25.4	26.1	19.7

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Great deal more resources	3.8	9.3	5.2
Somewhat more resources	9.0	11.9	9.2
Balance is good now	33.8	30.4	28.6
Somewhat more environment	29.7	28.4	30.5
Great deal more environment	23.8	20.1	26.5

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

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