Report

Alberta Omnibus Survey

Questions related to changes to Alberta Provincial Parks

METHODOLOGY

Study Population
- Albertans, aged 18 and older.

Data Collection
- **A total of n=1002 surveys** were completed across Alberta
- Surveys were conducted from March 12 to March 16, 2020.
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.
- The survey was completed as part of an Omnibus survey asking Albertans a range of questions related to current topics
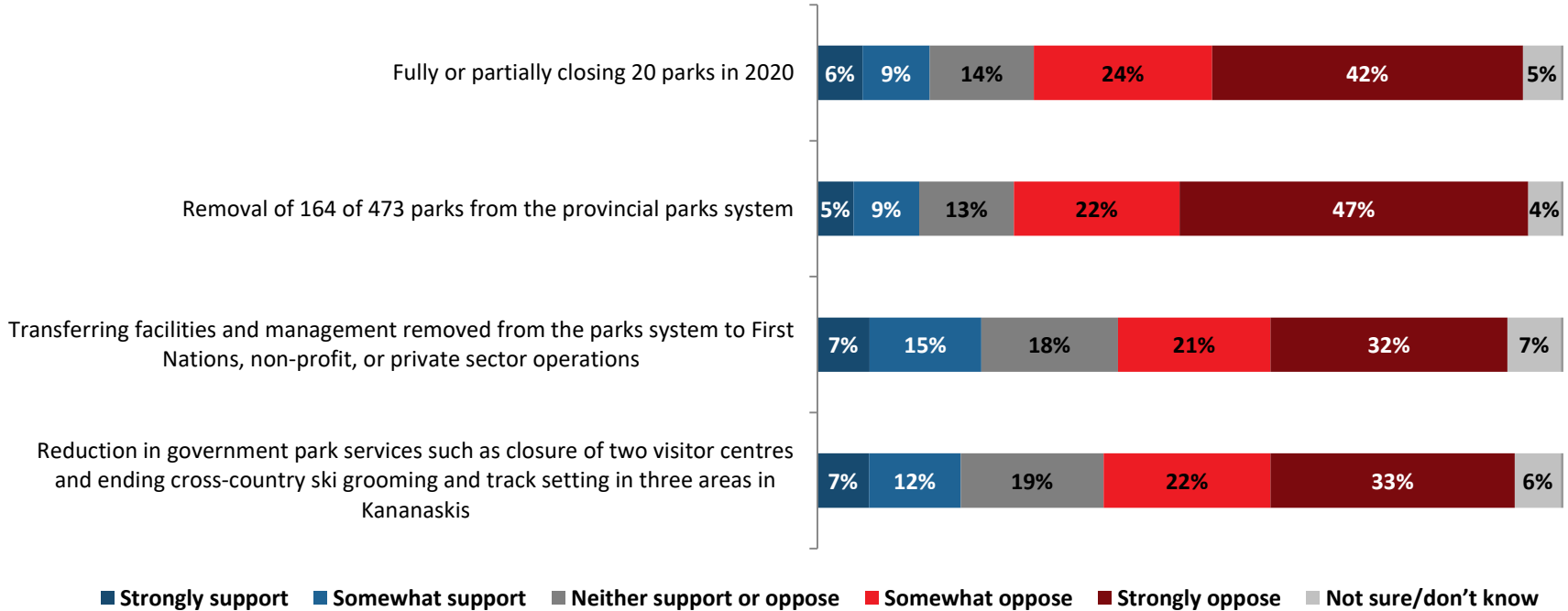
Statistical Analysis
- Using data from the 2016 Census, results are weighted according to age, gender, and region in order to ensure a representative sample of the population.
- Panel surveys are based on a non-probability sample therefore a margin of error is not applied. For comparative purposes, a probability sample of 1,002 respondents would yield a margin of error of ±3.1%, 19 times out of 20.

Panel Sample Quality
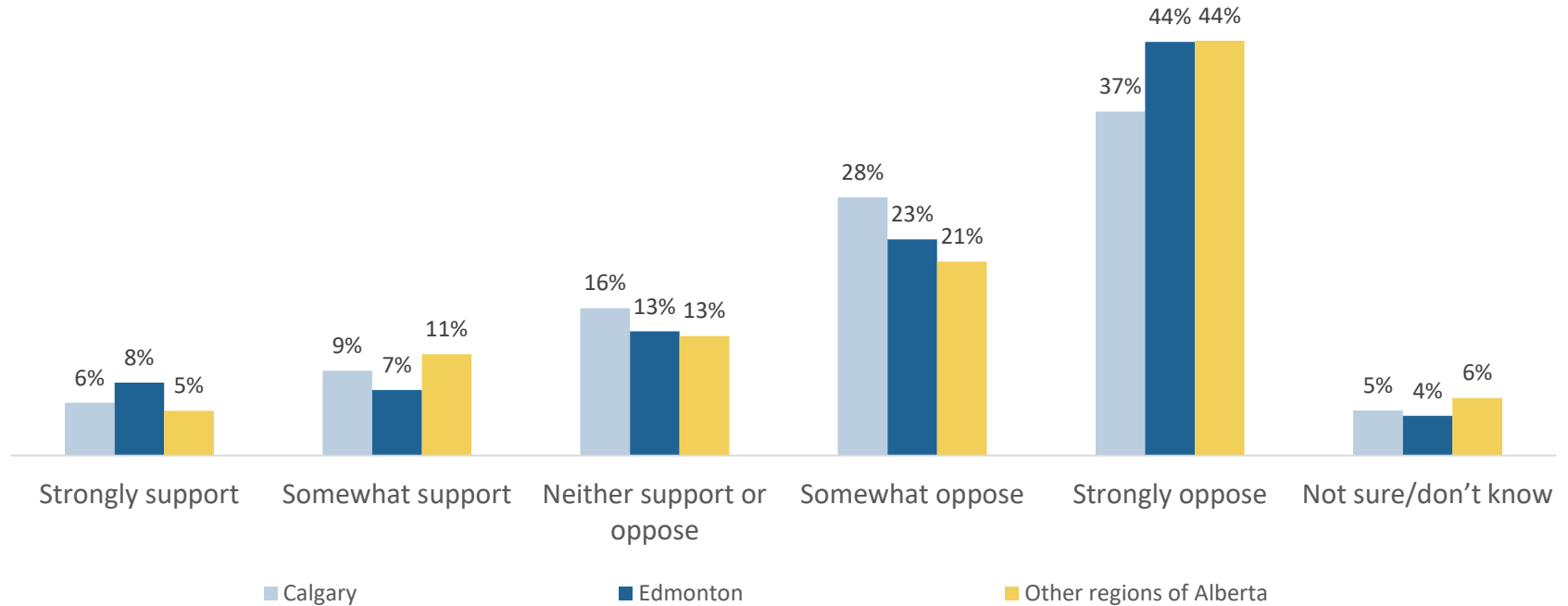- Information about sample quality and quality control is provided in Appendix A

OVERALL RESULTS

Please Indicate your level of support or opposition for the Alberta Government's recent budget decisions on Alberta Parks:

	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Not sure/don't know
Fully or partially closing 20 parks in 2020	6%	9%	14%	24%	42%	5%
Removal of 164 of 473 parks from the provincial parks system	5%	9%	13%	22%	47%	4%
Transferring facilities and management removed from the parks system to First Nations, non-profit, or private sector operations	7%	15%	18%	21%	32%	7%
Reduction in government park services such as closure of two visitor centres and ending cross-country ski grooming and track setting in three areas in Kananaskis	7%	12%	19%	22%	33%	6%

■ Strongly support   ■ Somewhat support   ■ Neither support or oppose   ■ Somewhat oppose   ■ Strongly oppose   ■ Not sure/don't know
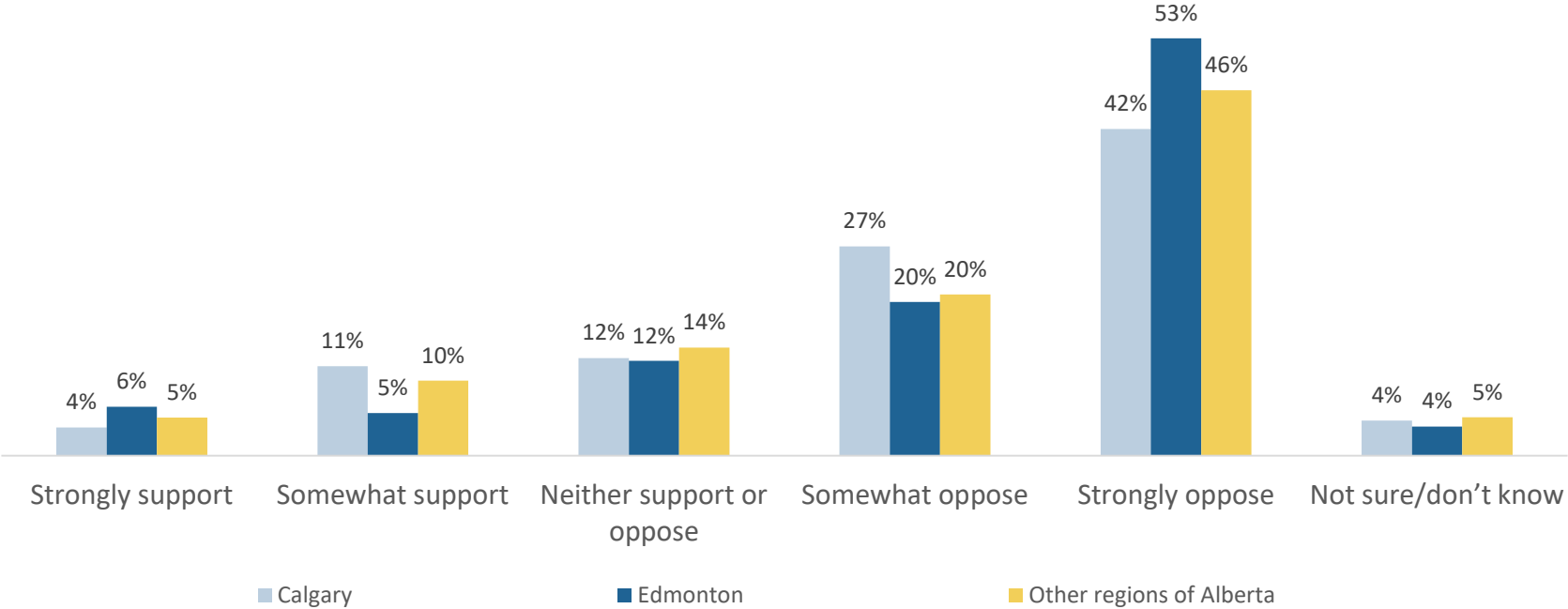
Base n=1002

RESULTS BY REGION

Fully or partially closing 20 parks in 2020 by Region

Base n=1002

Removal of 164 of 474 parks from the provincial parks system in 2020 by Region

Strongly support: Calgary 4%, Edmonton 6%, Other regions of Alberta 5%

Somewhat support: Calgary 11%, Edmonton 5%, Other regions of Alberta 10%

Neither support or oppose: Calgary 12%, Edmonton 12%, Other regions of Alberta 14%

Somewhat oppose: Calgary 27%, Edmonton 20%, Other regions of Alberta 20%

Strongly oppose: Calgary 42%, Edmonton 53%, Other regions of Alberta 46%

Not sure/don't know: Calgary 4%, Edmonton 4%, Other regions of Alberta 5%

■ Calgary ■ Edmonton ■ Other regions of Alberta

Base n=1002

Transferring facilities an management removed from the parks system to First Nations, non-profit, or private sector operations by Region
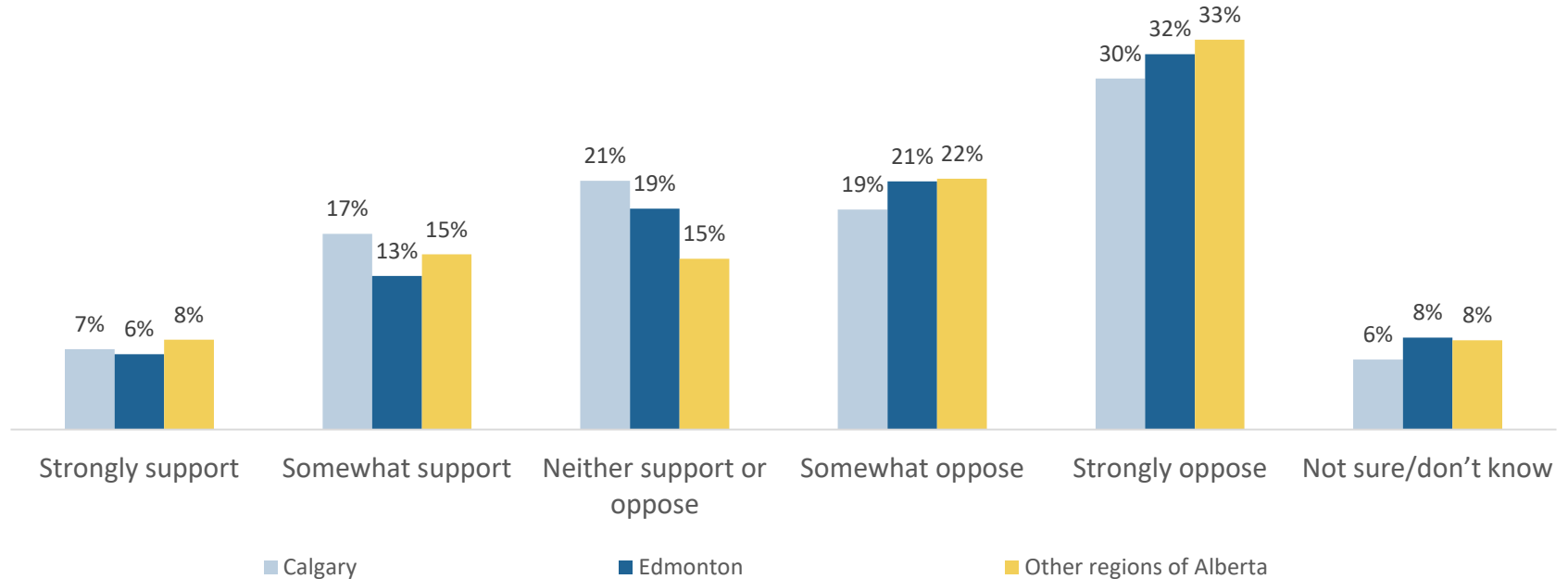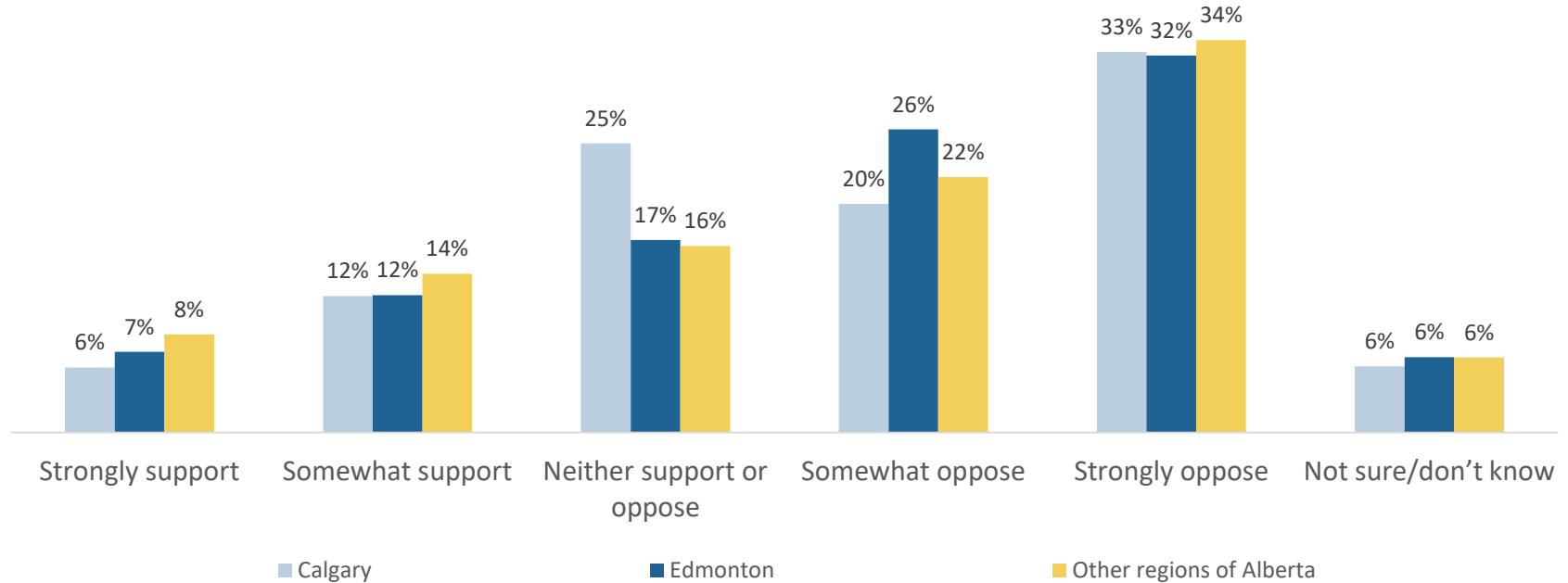

Base n=1002

Reduction in government park services such as closure of two visitor centres and ending cross-country ski grooming and track setting in three areas in Kananaskis by Region
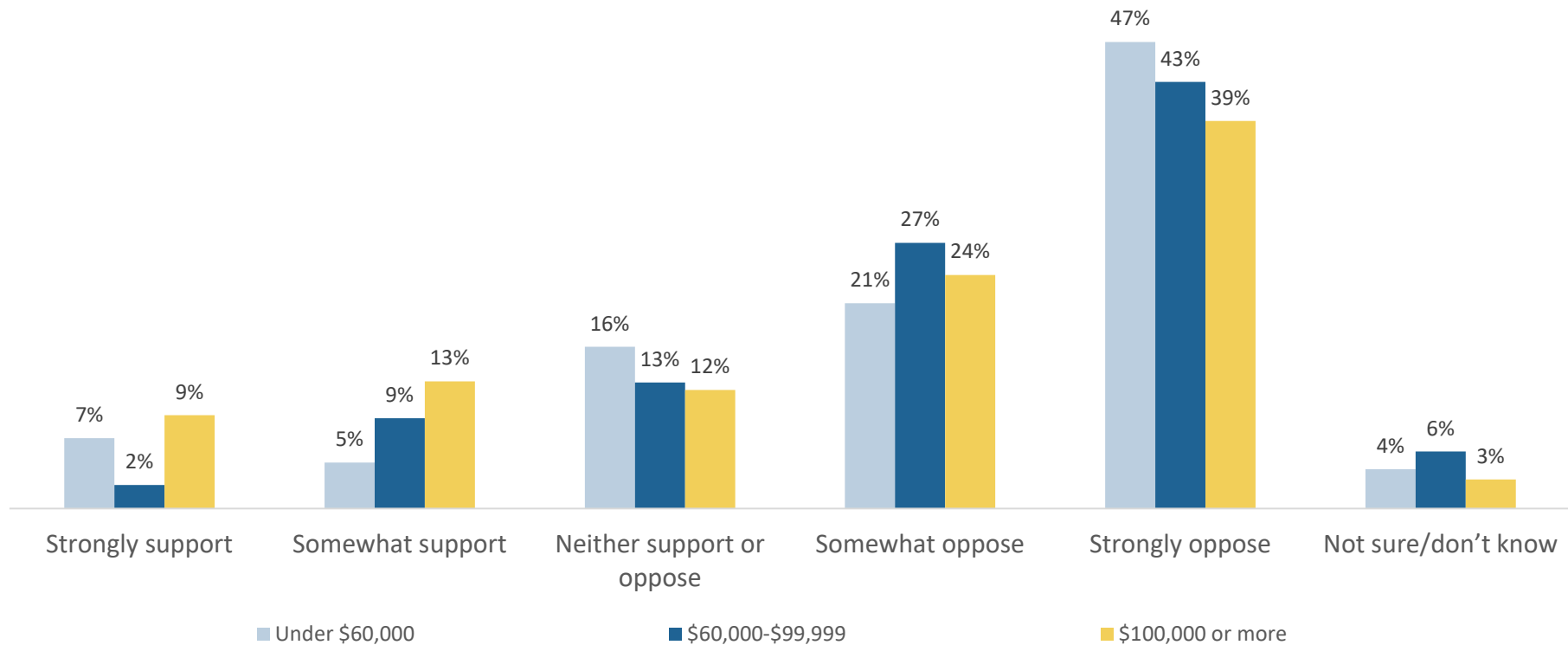

Base n=1002

Fully or partially closing 20 parks in 2020 by Income
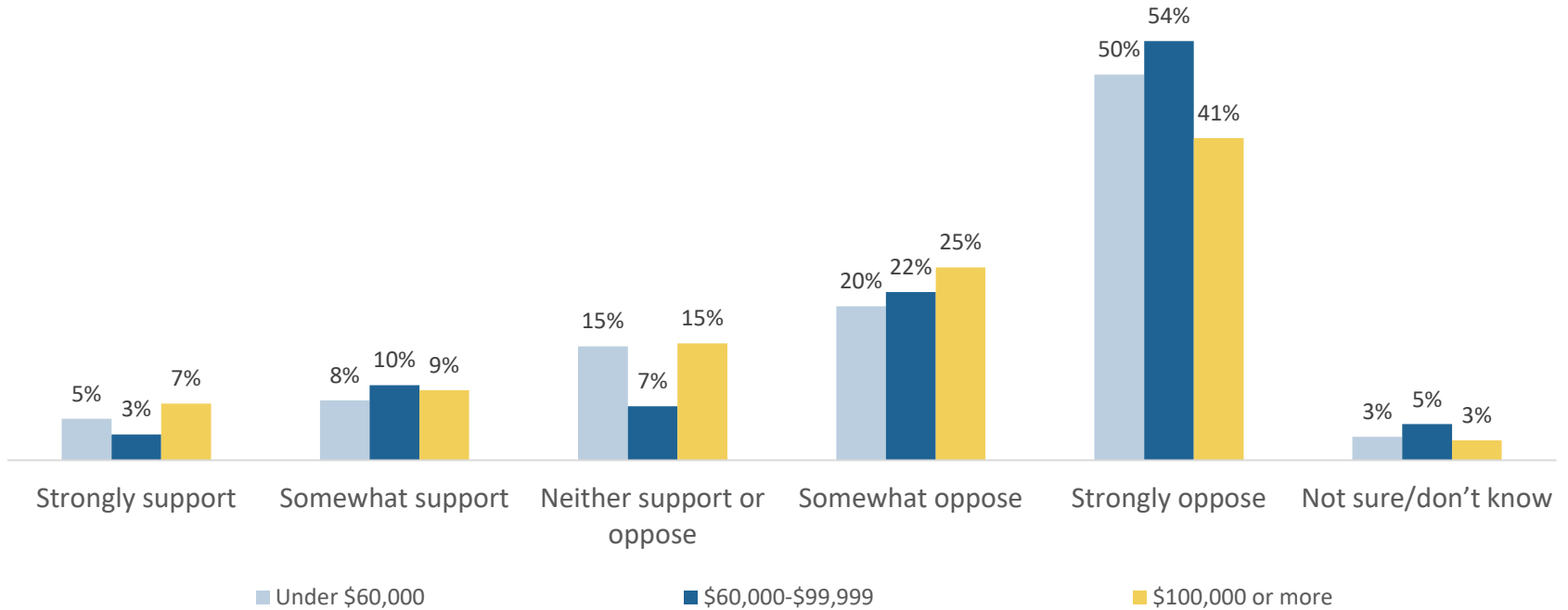
	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Not sure/don't know
Under $60,000	7%	5%	16%	21%	47%	4%
$60,000-$99,999	2%	9%	13%	27%	43%	6%
$100,000 or more	9%	13%	12%	24%	39%	3%

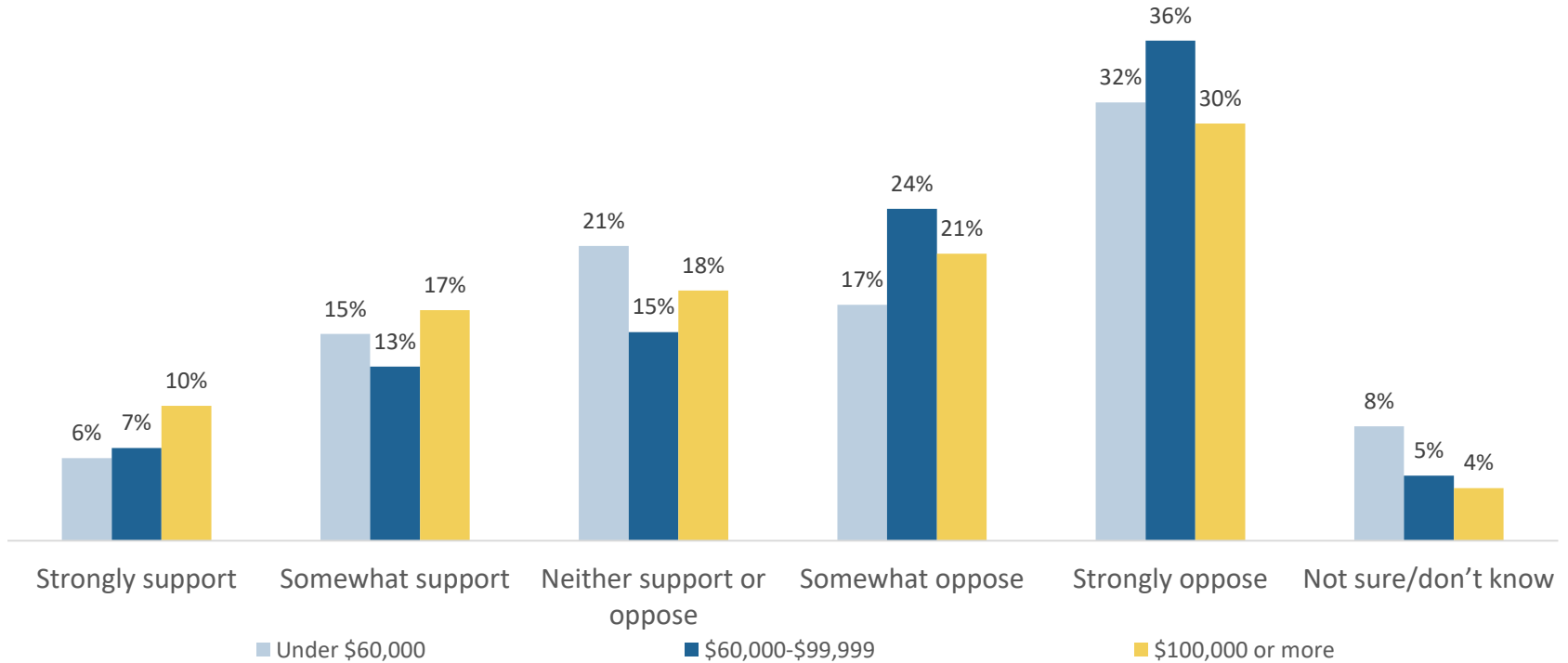■ Under $60,000   ■ $60,000-$99,999   ■ $100,000 or more

Base n=880

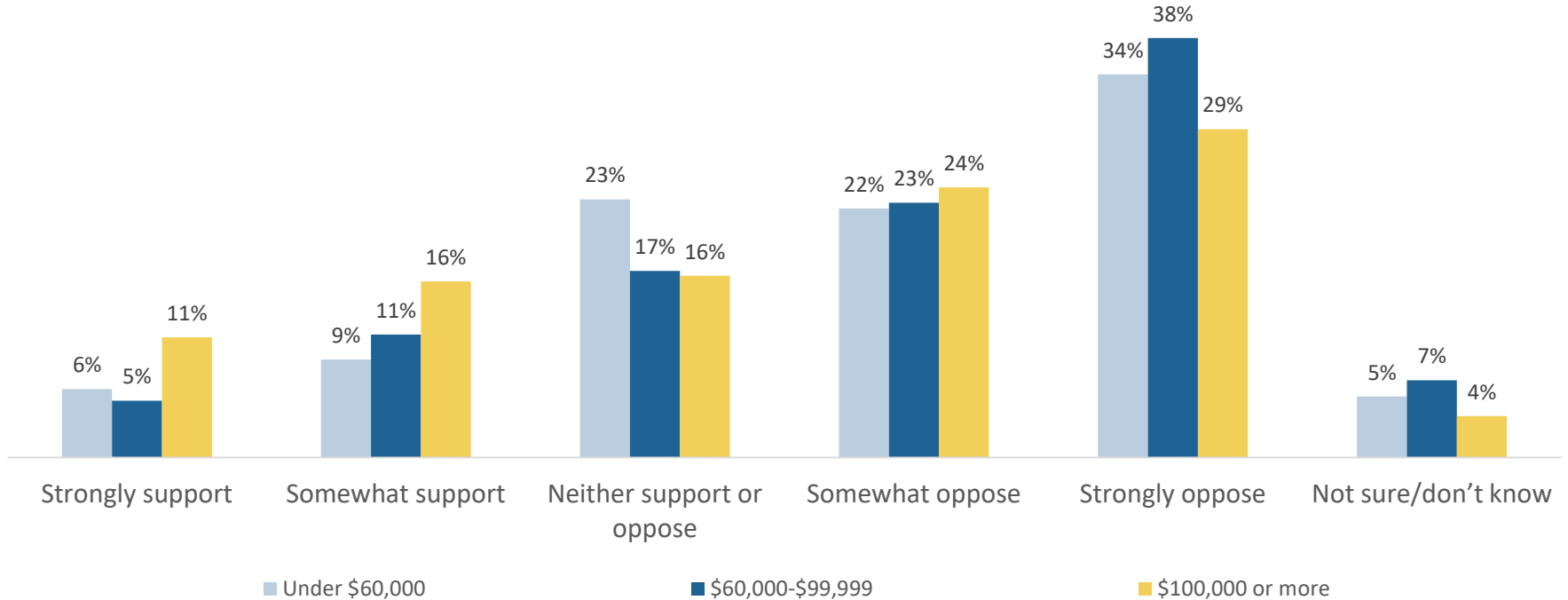Removal of 164 of 474 parks from the provincial parks system in 2020 by Income

Base n = 880

Transferring facilities an management removed from the parks system to First Nations, non-profit, or private sector operations by Income
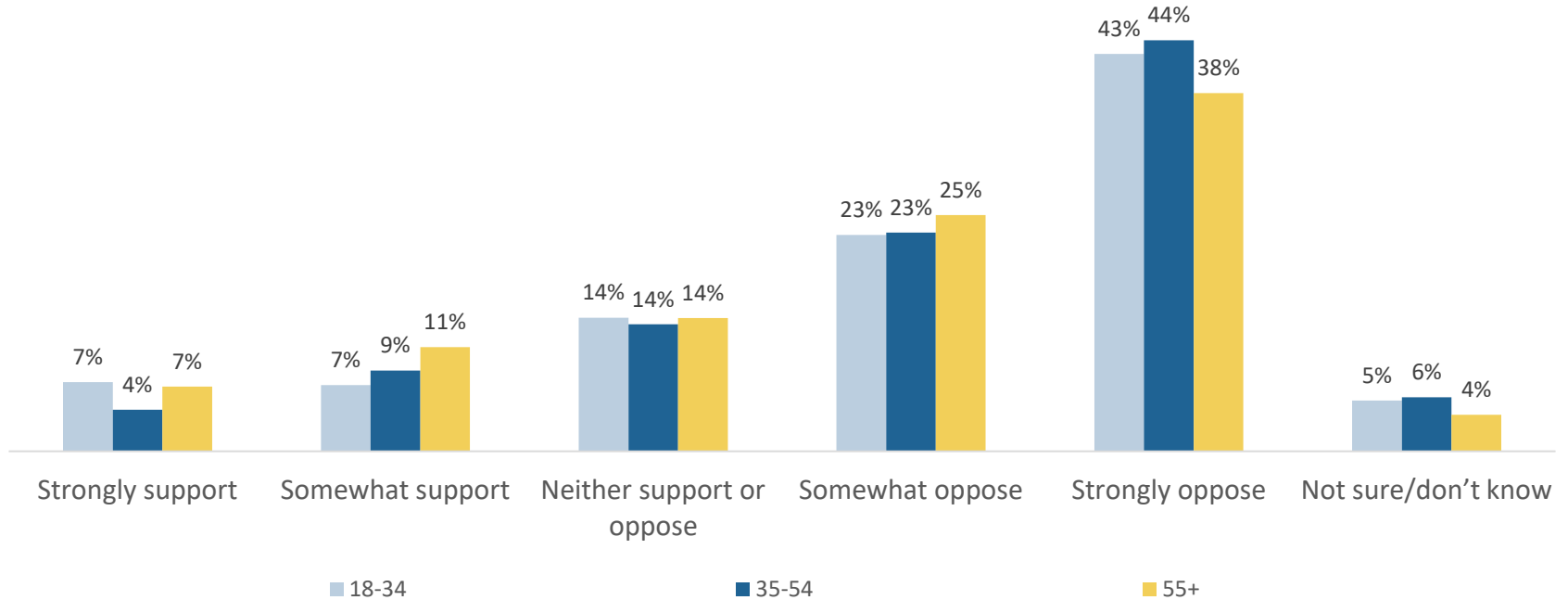
Base n = 880

Reduction in government park services such as closure of two visitor centres and ending cross-country ski grooming and track setting in three areas in Kananaskis by Income

Base n = 880

RESULTS BY AGE

Fully or partially closing 20 parks in 2020 by Age

Base n = 1002

Removal of 164 of 474 parks from the provincial parks system in 2020 by Age
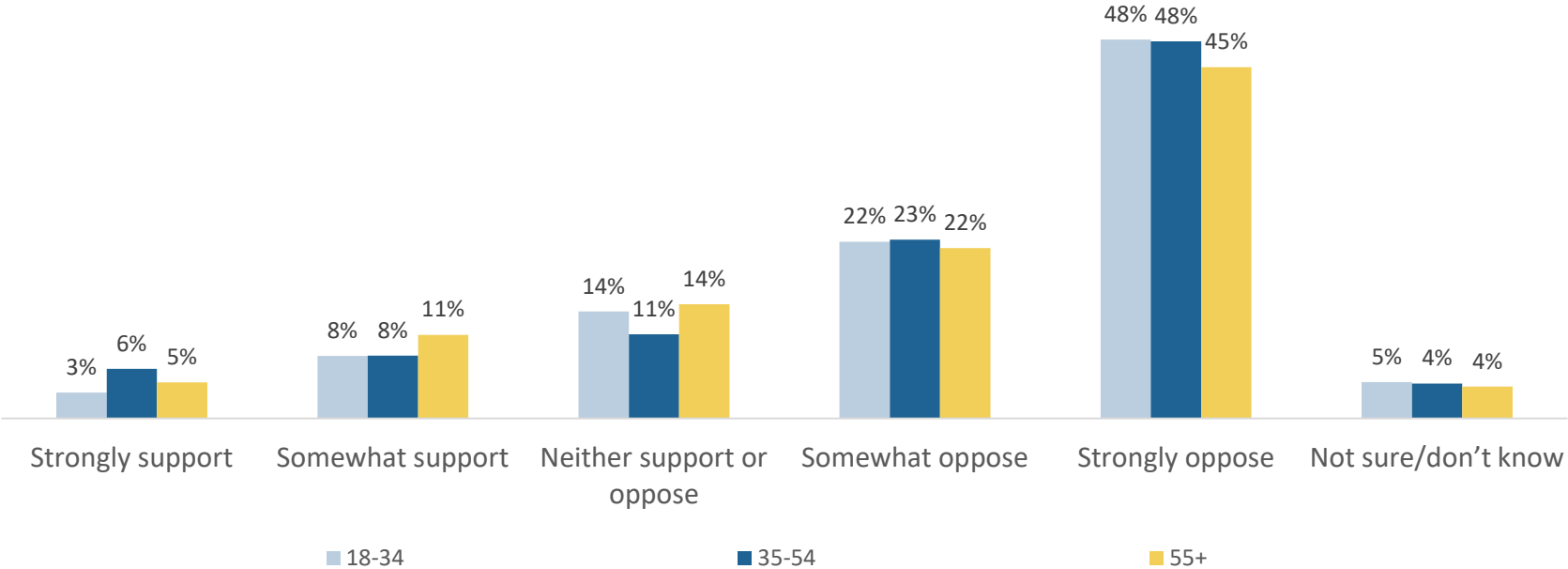
	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Not sure/don't know
18-34	3%	8%	14%	22%	48%	5%
35-54	6%	8%	11%	23%	48%	4%
55+	5%	11%	14%	22%	45%	4%

Base n = 1002

Transferring facilities an management removed from the parks system to First Nations, non-profit, or private sector operations by Age

	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Not sure/don't know
18-34	6%	16%	21%	20%	27%	9%
35-54	9%	11%	19%	22%	31%	8%
55+	6%	19%	15%	19%	37%	4%

Base n = 1002

Reduction in government park services such as closure of two visitor centres and ending cross-country ski grooming and track setting in three areas in Kananaskis by Age

	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Not sure/don't know
18-34	6%	10%	20%	26%	31%	7%
35-54	9%	10%	20%	20%	34%	7%
55+	6%	16%	17%	23%	33%	4%

■ 18-34   ■ 35-54   ■ 55+
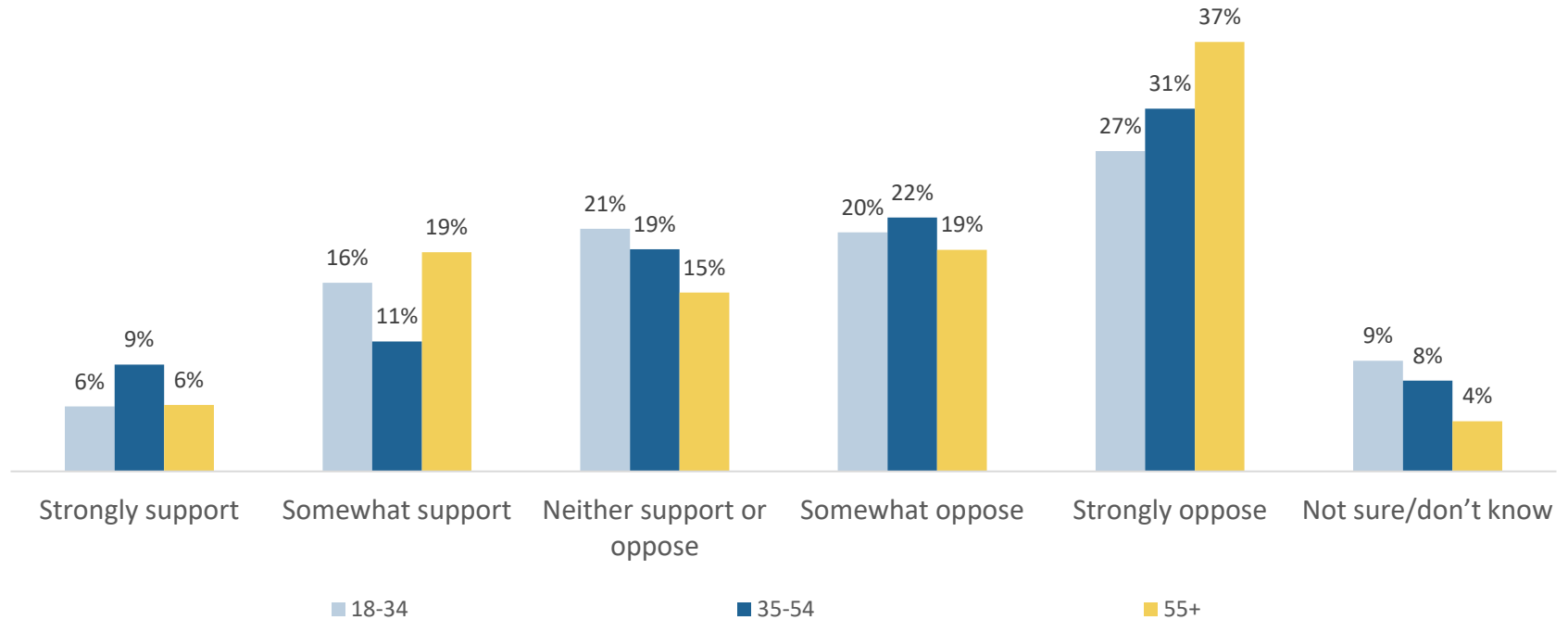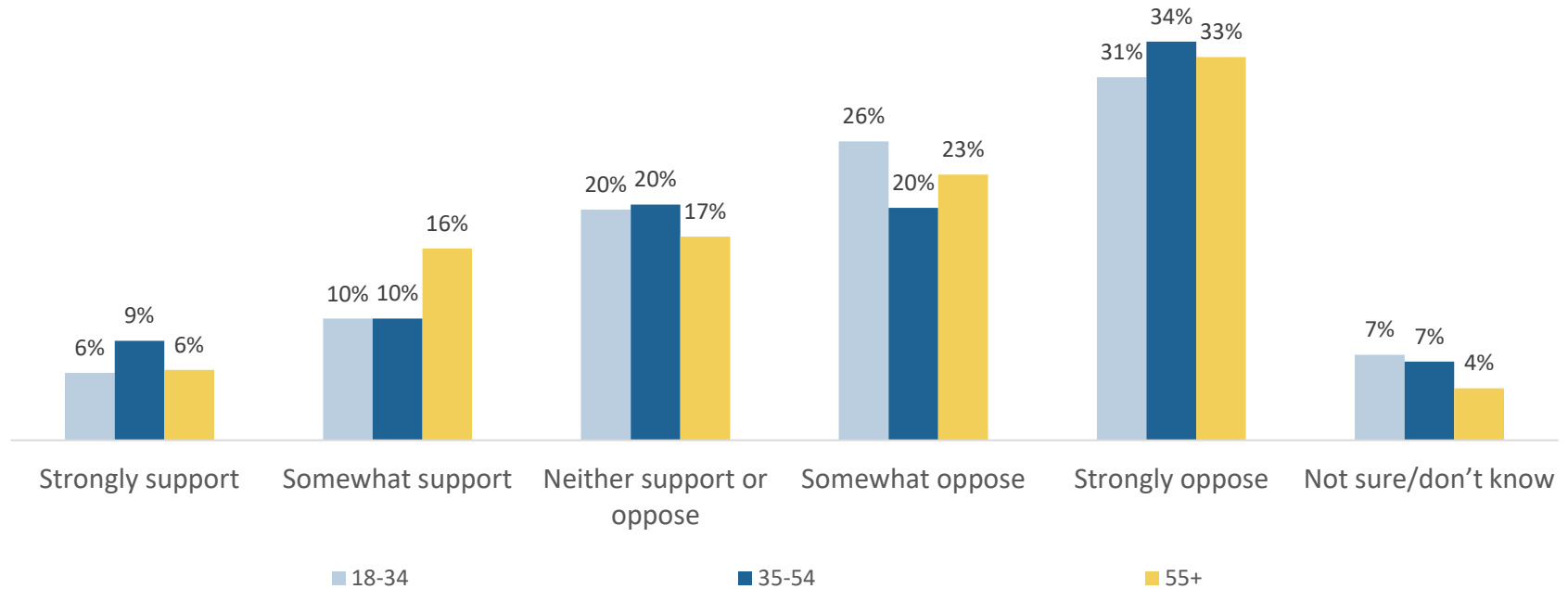
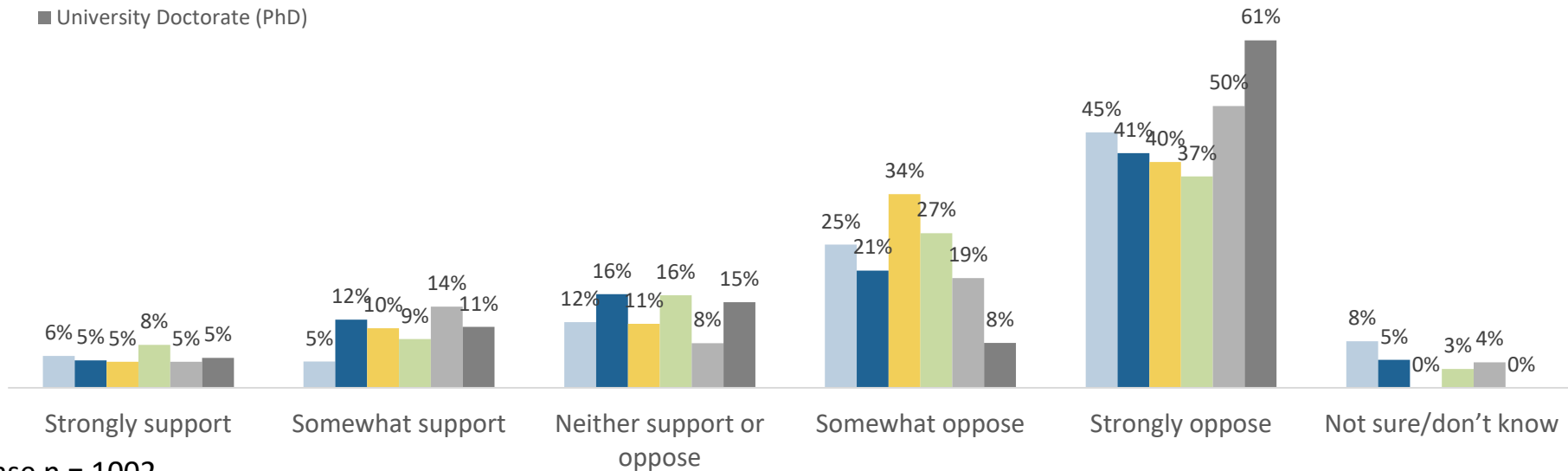Base n = 1002

RESULTS BY EDUCATION

Fully or partially closing 20 parks in 2020 by Education

- High school, general or vocational (8 to 12 years)
- College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))
- University certificates and diplomas
- University Bachelor (including classical studies)
- University Master's degree
- University Doctorate (PhD)

	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Not sure/don't know
High school, general or vocational (8 to 12 years)	6%	5%	12%	25%	45%	8%
College (13-15 years)	5%	12%	16%	21%	41%	5%
University certificates and diplomas	5%	10%	11%	34%	40%	0%
University Bachelor	8%	9%	16%	27%	37%	3%
University Master's degree	5%	14%	8%	19%	50%	4%
University Doctorate (PhD)	5%	11%	15%	8%	61%	0%

Base n = 1002

Removal of 164 of 474 parks from the provincial parks system in 2020 by Education
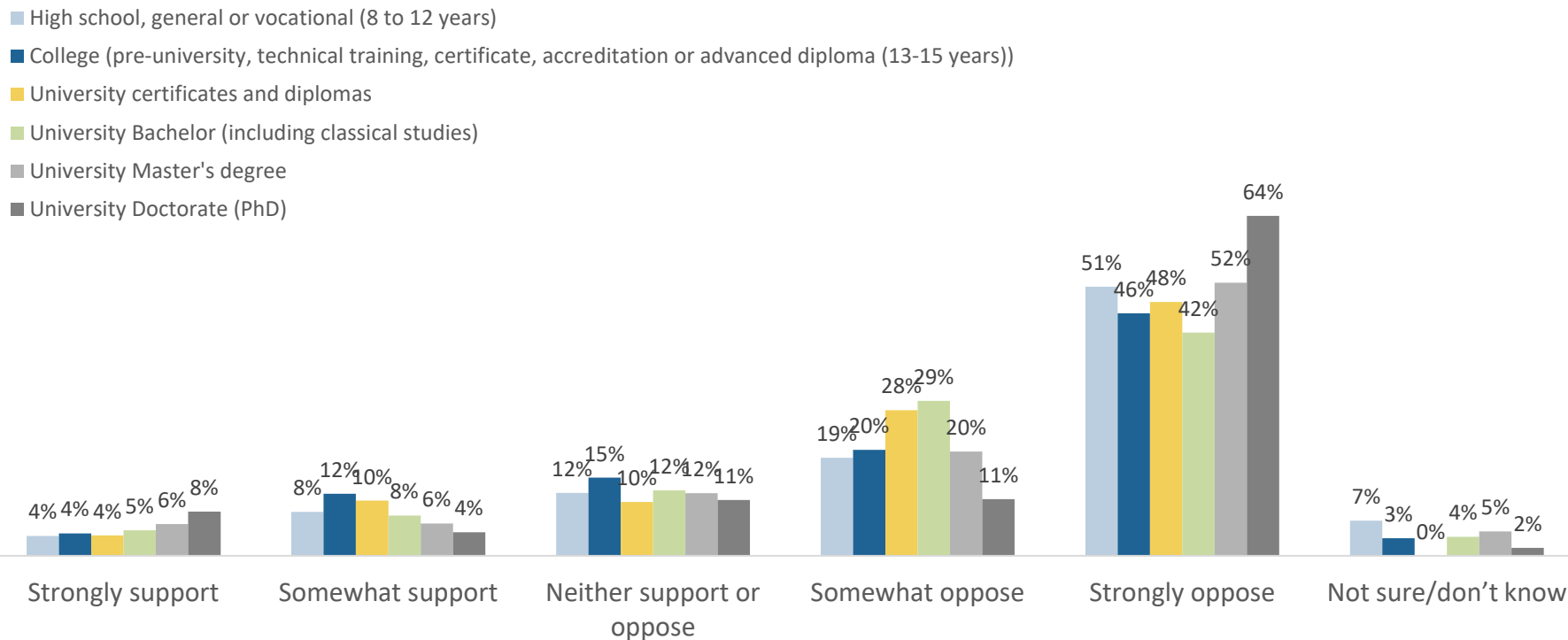
Legend:
- High school, general or vocational (8 to 12 years)
- College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))
- University certificates and diplomas
- University Bachelor (including classical studies)
- University Master's degree
- University Doctorate (PhD)
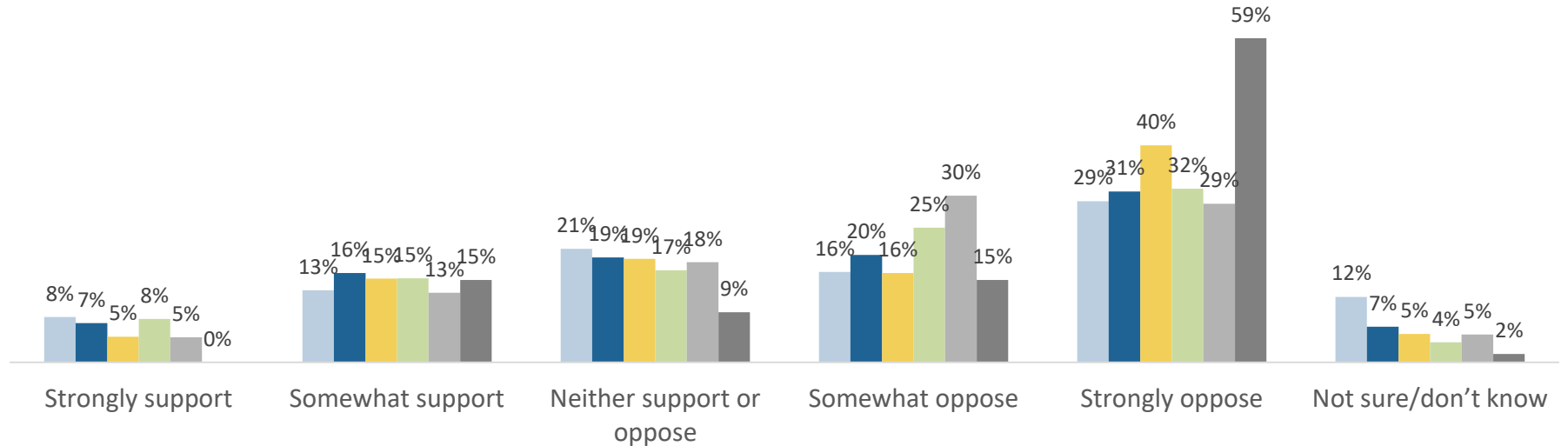
Base n = 1002

Transferring facilities an management removed from the parks system to First Nations, non-profit, or private sector operations by Education

- High school, general or vocational (8 to 12 years)
- College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))
- University certificates and diplomas
- University Bachelor (including classical studies)
- University Master's degree
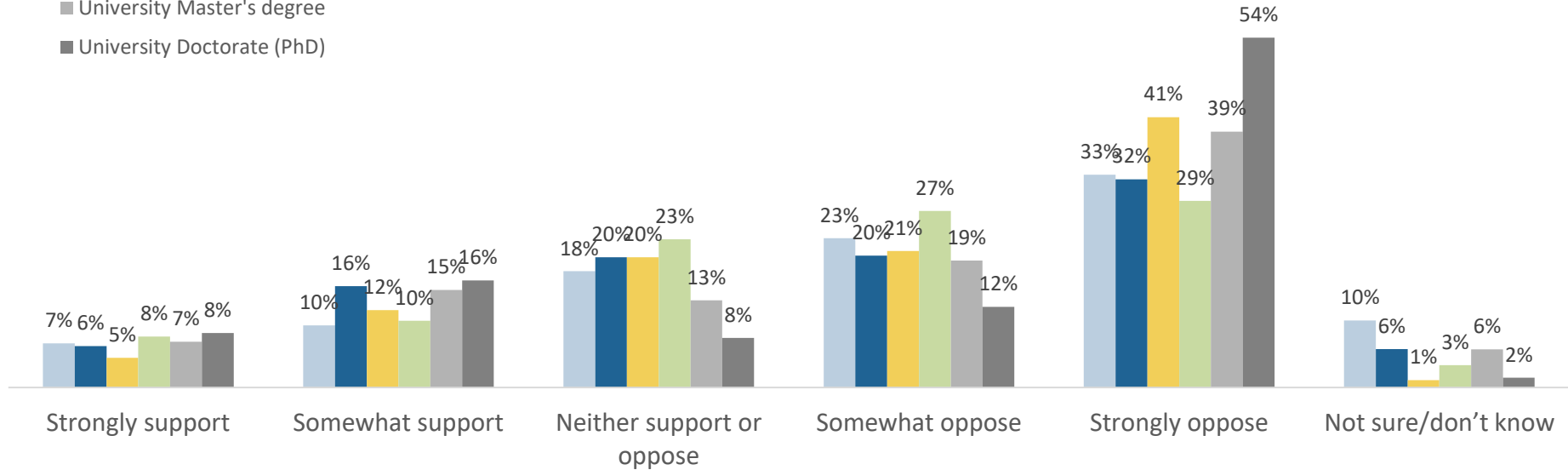- University Doctorate (PhD)

Strongly support
8%, 7%, 5%, 8%, 5%, 0%

Somewhat support
13%, 16%, 15%, 15%, 13%, 15%

Neither support or oppose
21%, 19%, 19%, 17%, 18%, 9%

Somewhat oppose
16%, 20%, 16%, 25%, 30%, 15%

Strongly oppose
29%, 31%, 40%, 32%, 29%, 59%

Not sure/don't know
12%, 7%, 5%, 4%, 5%, 2%

Base n = 1002

Reduction in government park services such as closure of two visitor centres and ending cross-country ski grooming and track setting in three areas in Kananaskis by Education

- High school, general or vocational (8 to 12 years)
- College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))
- University certificates and diplomas
- University Bachelor (including classical studies)
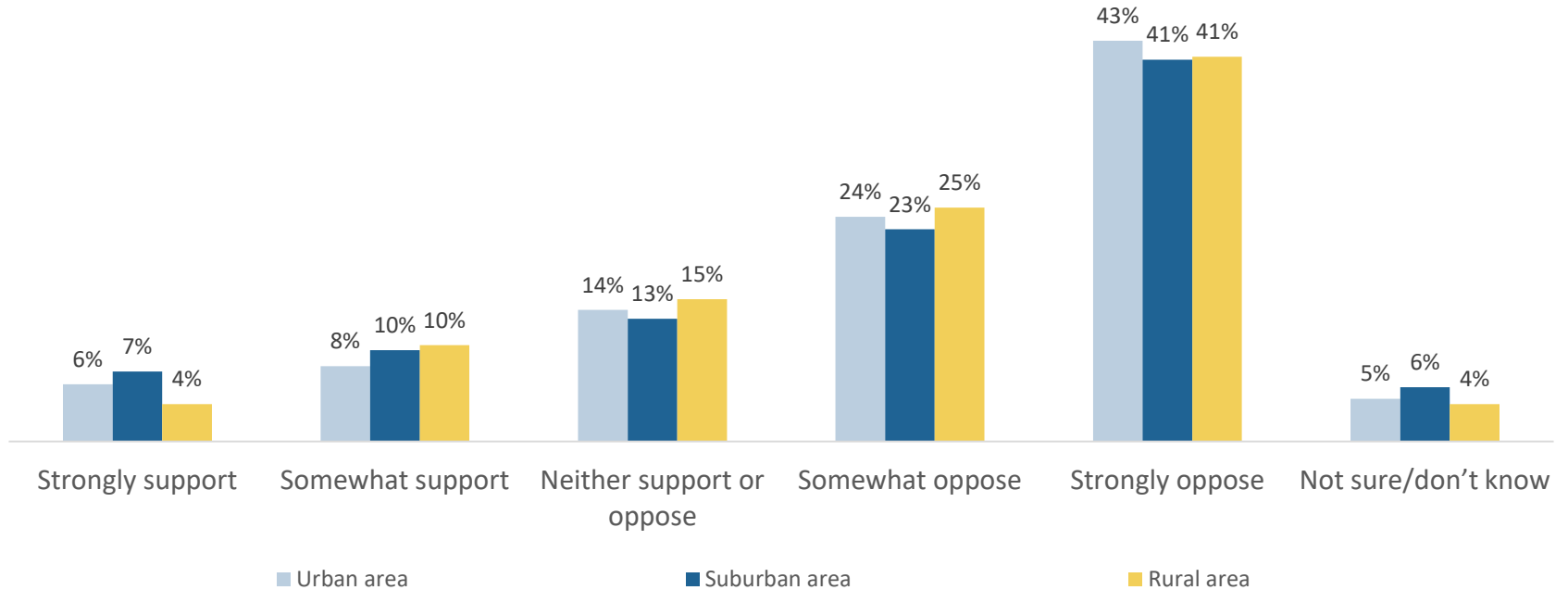- University Master's degree
- University Doctorate (PhD)

	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Not sure/don't know
High school, general or vocational	7%	10%	18%	23%	33%	10%
College	6%	16%	20%	20%	32%	6%
University certificates and diplomas	5%	12%	20%	21%	41%	1%
University Bachelor	8%	10%	23%	27%	29%	3%
University Master's degree	7%	15%	13%	19%	39%	6%
University Doctorate (PhD)	8%	16%	8%	12%	54%	2%

Base n = 1002

RESULTS BY AREA

Fully or partially closing 20 parks in 2020 by Area

Strongly support: Urban area 6%, Suburban area 7%, Rural area 4%

Somewhat support: Urban area 8%, Suburban area 10%, Rural area 10%

Neither support or oppose: Urban area 14%, Suburban area 13%, Rural area 15%

Somewhat oppose: Urban area 24%, Suburban area 23%, Rural area 25%

Strongly oppose: Urban area 43%, Suburban area 41%, Rural area 41%

Not sure/don't know: Urban area 5%, Suburban area 6%, Rural area 4%

Legend: ■ Urban area   ■ Suburban area   ■ Rural area

Base n = 992

Removal of 164 of 474 parks from the provincial parks system in 2020 by Area

Chart showing survey responses by area (Urban, Suburban, Rural):

Response	Urban area	Suburban area	Rural area
Strongly support	4%	7%	4%
Somewhat support	7%	10%	10%
Neither support or oppose	14%	11%	13%
Somewhat oppose	23%	21%	20%
Strongly oppose	47%	47%	48%
Not sure/don't know	4%	5%	4%

■ Urban area   ■ Suburban area   ■ Rural area

Base n = 992

Transferring facilities an management removed from the parks system to First Nations, non-profit, or private sector operations by Area
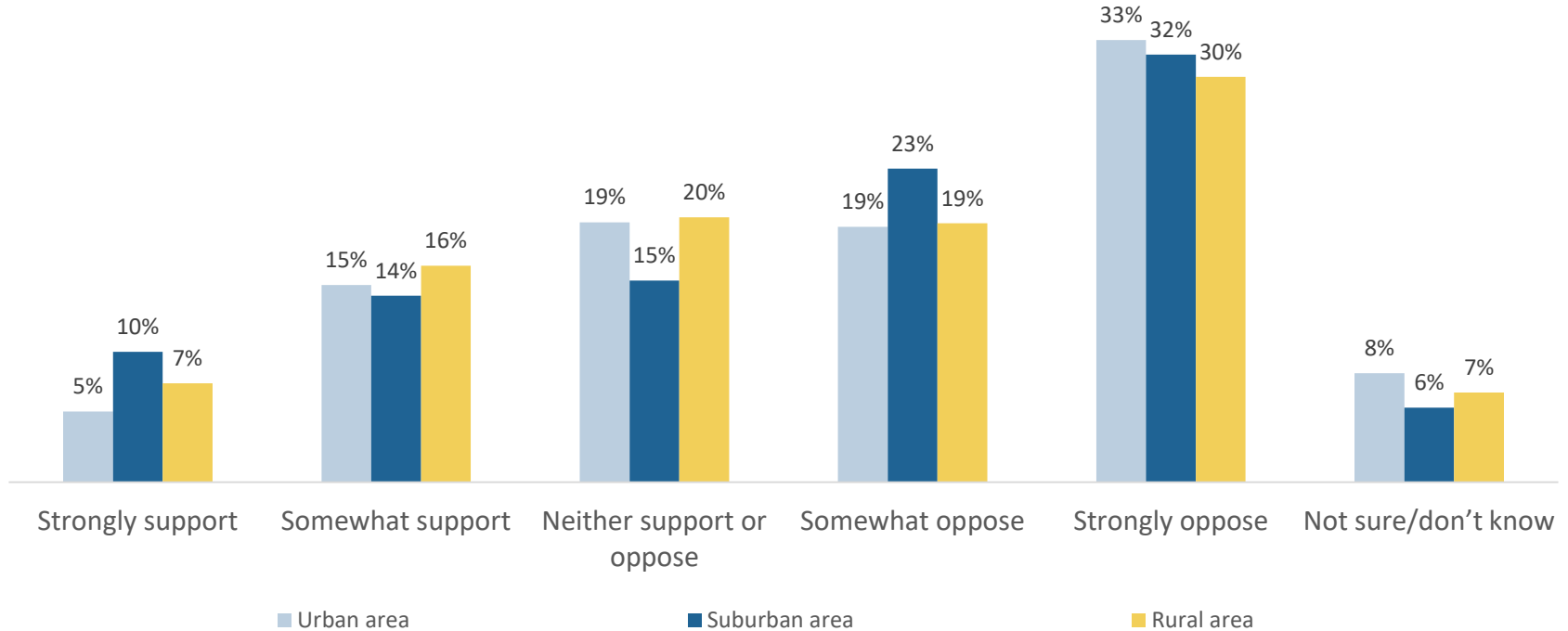
Base n = 992
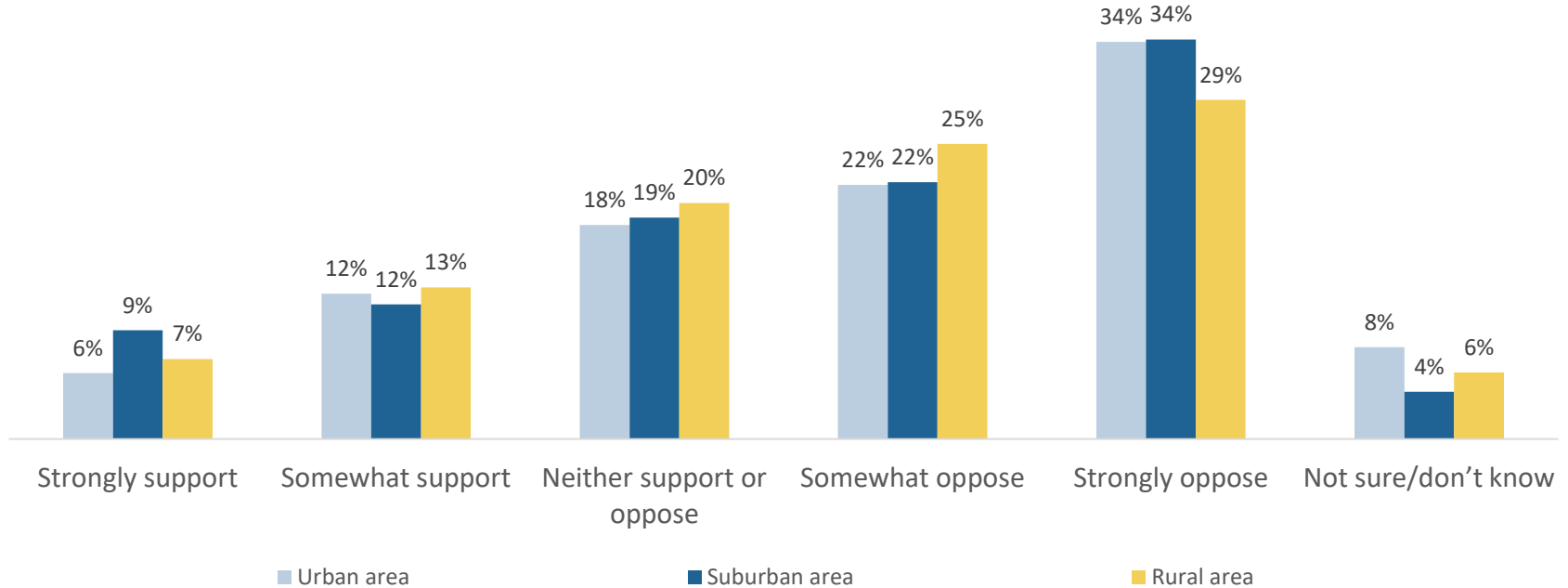
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Reduction in government park services such as closure of two visitor centres and ending cross-country ski grooming and track setting in three areas in Kananaskis by Area

Base n = 992

About the Panel Sample

Leger
THE RESEARCH INTELLIGENCE GROUP

RECRUITING METHOD

60%
have been recruited randomly (CATI and F2F surveys)

25%
by invitation and affiliate programs

5%
through Social Media

5%
by offline recruitment

5%
through partner programs and campaigns

RESPONDENTS QUALITY

Double opt-in process:

Step 1
Prospective panellist completes a panel registration form: contact and demographic information (first opt-in).

Step 2
Requesting for verification of panel registration by clicking a link that confirms log in details.

Step 3
Panellist and is presented with an opportunity to complete additional profiling (second opt-in).

VALIDATION AND DETECTION OF FRAUDULENT RESPONDENTS

Valid and unique user's email. Our system automatically identifies duplicate email addresses and is compared against our own 'black list' of excluded respondents who are not allowed to join (or re-join) our community.

Crosscheck with socio-demographic. A combination of date of birth, name, address and password. All duplicated members are removed.
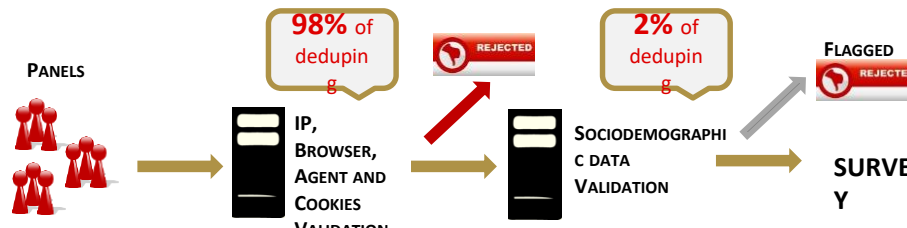
Flag of potential duplicates. Alpha numeric variations upon an original address e.g. jon01@smith.com / jon02@smith.com.

TECHNIQUES TO IDENTIFY INATTENTIVE AND FRAUDULENT RESPONDENTS

Leger's dedicated quality management team use a variety of different techniques to monitor and limit fraudulent respondents through active cleaning and exclusion (In-active, un-responsive, inattentive and fraudulent)

✓ Our profiling screeners include dummy/trap questions to flag inconsistencies in data

✓ Multiple survey completions – Every questionnaire has a unique URL which is sent to a panellist with a unique ID. Eliminates the possibility of duplicate questionnaire completion by the same individual.

✓ Every study is programmed on a Leger platform so we can compare the coherence of responses given in a survey with the profiling data we have gathered on a specific panellist

✓ Straight lining – Controls such as algorithms on straight-line responses included within a questionnaire

✓ Open ended – Non respondents are flagged

✓ Dummy / Trap questions - dummy/trap questions are included

PARTNERSHIPS & MULTI-PANEL MANAGEMENT

PANELS

98% of deduping

REJECTED

2% of deduping

FLAGGED

REJECTED

IP, BROWSER, AGENT AND COOKIES VALIDATION

SOCIODEMOGRAPHIC DATA VALIDATION

SURVEY

OUR CREDENTIALS

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

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