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:

- **Fully or partially closing 20 parks in 2020**
  - Strongly support: 6%
  - Somewhat support: 9%
  - Neither support or oppose: 14%
  - Somewhat oppose: 24%
  - Strongly oppose: 42%
  - Not sure/don’t know: 5%

- **Removal of 164 of 473 parks from the provincial parks system**
  - Strongly support: 5%
  - Somewhat support: 9%
  - Neither support or oppose: 13%
  - Somewhat oppose: 22%
  - Strongly oppose: 47%
  - Not sure/don’t know: 4%

- **Transferring facilities and management removed from the parks system to First Nations, non-profit, or private sector operations**
  - Strongly support: 7%
  - Somewhat support: 15%
  - Neither support or oppose: 18%
  - Somewhat oppose: 21%
  - Strongly oppose: 32%
  - Not sure/don’t know: 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**
  - Strongly support: 7%
  - Somewhat support: 12%
  - Neither support or oppose: 19%
  - Somewhat oppose: 22%
  - Strongly oppose: 33%
  - Not sure/don’t know: 6%

Base n=1002
Fully or partially closing 20 parks in 2020 by Region

<table>
<thead>
<tr>
<th>Category</th>
<th>Calgary</th>
<th>Edmonton</th>
<th>Other regions of Alberta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>9%</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Neither support or oppose</td>
<td>16%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>28%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>44%</td>
<td>44%</td>
<td>37%</td>
</tr>
<tr>
<td>Not sure/don’t know</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Removal of 164 of 474 parks from the provincial parks system in 2020 by Region

Base n=1002
Transferring facilities and 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

<table>
<thead>
<tr>
<th></th>
<th>Calgary</th>
<th>Edmonton</th>
<th>Other regions of Alberta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Neither support or</td>
<td>25%</td>
<td>26%</td>
<td>25%</td>
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<tr>
<td>oppose</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>20%</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>33%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>Not sure/don’t know</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base n=1002
Fully or partially closing 20 parks in 2020 by Income

Strongly support
- Under $60,000: 7%
- $60,000-$99,999: 9%
- $100,000 or more: 2%

Somewhat support
- Under $60,000: 2%
- $60,000-$99,999: 9%
- $100,000 or more: 13%

Neither support or oppose
- Under $60,000: 13%
- $60,000-$99,999: 12%
- $100,000 or more: 16%

Somewhat oppose
- Under $60,000: 21%
- $60,000-$99,999: 27%
- $100,000 or more: 24%

Strongly oppose
- Under $60,000: 47%
- $60,000-$99,999: 43%
- $100,000 or more: 39%

Not sure/don’t know
- Under $60,000: 4%
- $60,000-$99,999: 6%
- $100,000 or more: 3%

Base n=880

2020-03-18
Removal of 164 of 474 parks from the provincial parks system in 2020 by Income

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Neither support or oppose</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Not sure/don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $60,000</td>
<td>5%</td>
<td>8%</td>
<td>15%</td>
<td>20%</td>
<td>50%</td>
<td>3%</td>
</tr>
<tr>
<td>$60,000-$99,999</td>
<td>3%</td>
<td>10%</td>
<td>7%</td>
<td>22%</td>
<td>41%</td>
<td>5%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>9%</td>
<td>9%</td>
<td>15%</td>
<td>25%</td>
<td>54%</td>
<td>3%</td>
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</table>

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

2020-03-18
Removal of 164 of 474 parks from the provincial parks system in 2020 by Age

Base n = 1002
Transferring facilities an management removed from the parks system to First Nations, non-profit, or private sector operations by Age

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

Base n = 1002
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)

Base n = 1002

2020-03-18
Removal of 164 of 474 parks from the provincial parks system 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)

Base n = 1002
Transferring facilities an management removed from the parks system to First Nations, non-profit, or private sector operations by Education

<table>
<thead>
<tr>
<th>Response</th>
<th>High school, general or vocational (8 to 12 years)</th>
<th>College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))</th>
<th>University certificates and diplomas</th>
<th>University Bachelor (including classical studies)</th>
<th>University Master's degree</th>
<th>University Doctorate (PhD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>8%</td>
<td>13%</td>
<td>21%</td>
<td>16%</td>
<td>29%</td>
<td>59%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>7%</td>
<td>16%</td>
<td>19%</td>
<td>19%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Neither support or oppose</td>
<td>5%</td>
<td>15%</td>
<td>17%</td>
<td>18%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>5%</td>
<td>13%</td>
<td>9%</td>
<td>15%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>0%</td>
<td>13%</td>
<td>17%</td>
<td>18%</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>Not sure/don’t know</td>
<td>8%</td>
<td>15%</td>
<td>15%</td>
<td>17%</td>
<td>16%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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)

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%

**Base n = 992**
Removal of 164 of 474 parks from the provincial parks system in 2020 by 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
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
Double opt-in process:

**Step 1**
Prospective panelist 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).

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.

Leger’s dedicated quality management team use a variety of different techniques to monitor and limit fraudulent respondents through active cleaning and exclusion (inactive, 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

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

98% of deduping
2% of deduping

98% of partners & multi-panel management

Online quality sample management

Panel
Survey
Sociodemographic
data validation
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.
We know Canadians