

Define the Decade Tracking

Business Council of Alberta

September 2023

Prepared by



In partnership with

Trend  **Research**

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Methodology

- Survey questions were administered through the *TrendWatch Alberta Omnibus Survey* between August 29 and September 12, 2023.
- *TrendWatch Alberta* is a monthly omnibus survey of 900 Albertans, ages 18 and over. The margin of error for a probability sample of 900 people is plus or minus 3.3 percentage points, 19 times out of 20 (i.e., at a 95% confidence interval).

Survey Design

- Survey respondents were initially contacted at random by live telephone interviewers and given the option of:
 - answering the survey over telephone at that time,
 - answering over the telephone at a more convenient time, or
 - receiving the link and answering the survey on-line.
- The initial sample list contained approximately 50 percent landlines and 50 percent cellphones.
- Interviewers made up to five attempts to reach each phone number in the sample before classifying it as unreachable.

Interviews

- All surveys were conducted by qualified interviewers working out of Trend Research's centralized CATI facility in Edmonton. Field supervisors were always present to ensure accurate interviewing and recording of responses.
- The interviewing staff at Trend receives extensive training on the proper administration of interviews and are closely monitored by supervisors. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Research Insights Council (CRIC).

*An arrow (↑↓) indicates that number is statistically higher or lower (19 time in 20) from previous survey.
Data labels of 3% or less have been deleted from bar graphs to give them a cleaner look.*

Survey Findings

Agreement with Statements

Survey respondents were presented with two statements asked the extent to which they agree or disagree with each.

When presented with the statement “when business does well”, an overwhelming majority of Albertans (85%) agree with this statement, either strongly (54%) or somewhat (31%).

Since this question was asked in July 2022, there has been an increase of six-points in the proportion of Albertans who strongly agree (up from 49%).

Those more likely to **strongly agree** include:

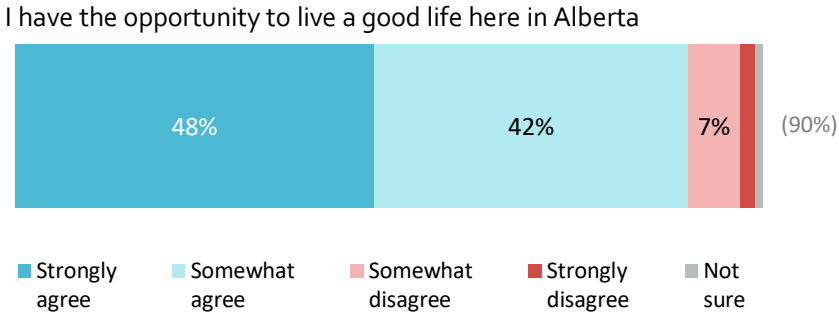
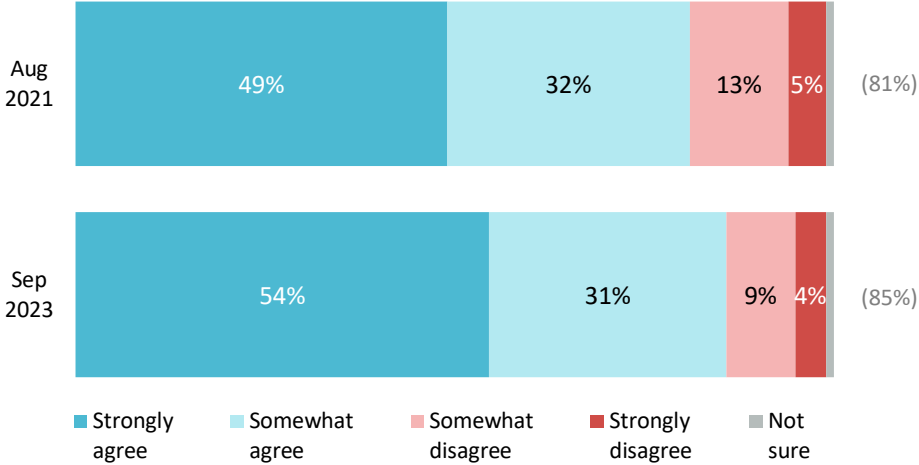
- Seniors (61%),
- Men (60%), and
- Private sector workers (59%).

When presented with the statement “I have the opportunity to live a good life here in Alberta”, nine in ten (90%) agree with this statement, either strongly (48%) or somewhat (42%). This is the first time this question was asked.

Those more likely to **strongly agree** include:

- Seniors (64%),
- Those with a high school or less education (54%), and
- Men (53%).

When business does well, everyone benefits (Net agree)



Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

Questionnaire

BCA Omnibus Questions

August 8, 2023

QUOTAS FOR ALBERTA: N=900

Calgary_300
Edmonton_300

OTHER: North = 100, Central = 100, South = 100

Telephone script in red. Online script in green.

Hello, my name is _____ from Trend Research, an Alberta-based research company. We are conducting an important study about issues that concern Albertans. Please be assured that we are not trying to sell you anything. We are just interested in your opinions.

A. DO NOT ASK: Gender

- 1 – Male Quota = 450
- 2 – Female Quota = 450

**B. Which of the following categories best describes your age?
READ - CODE ONE ONLY**

- 1 - 18-19 years
- 2 - 20-24 years
- 3 - 25-34 years
- 4 - 35-44 years
- 5 - 45-54 years
- 6 - 55-64 years
- 7 - 65 and over
- 8 - DK/NA

Insert quotas

C. What are the first three digits of your postal code?

To begin with ...

B1. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. READ AND RANDOMIZE

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/NA
a) I have the opportunity to live a good life here in Alberta	1	2	3	4	9
b) When business does well, everyone benefits	1	2	3	4	9

DEMOGRAPHICS

Just before we finish, I'd like to ask you a few questions strictly for classification purposes

D1. Which of the following best describes your present employment status? READ LIST

- 1 – Working full-time
- 2 – Working part-time
- 3 – Unemployed or looking for a job
- 4 – Stay at home full-time
- 5 – Student, or
- 6 – Retired
- DO NOT READ**
- 9 – DK/NA

D2. Do you work in the public or private sector? (IF NOT WORKING, ASK ABOUT LAST JOB)

- 1 – Public sector, meaning any level of Government
- 2 – Private sector, meaning private industry or business
- 9 – DK/NA

**D3. What is the highest level of education that you have reached?
DO NOT READ - CIRCLE ONE ONLY**

- 1 – Completed / some elementary school
- 2 – Completed / some high school
- 3 – Completed / some college, vocational or trade school
- 4 – Some university
- 5 – Completed university (Bachelor's Degree)
- 6 – Post graduate/professional school (Master's Degree or PhD)
- 7 – No schooling
- VOLUNTEERED**
- 9 - DK/NA

D4. Do you have any children in your household age 17 and under?

- 1 – Yes
- 2 – No

D5. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income before taxes in 2022. READ - CIRCLE ONE ONLY

- 01 - Under \$10,000
- 02 – \$10,000 to less than \$20,000
- 03 - \$20,000 to less than \$30,000
- 04 - \$30,000 to less than \$40,000
- 05 - \$40,000 to less than \$60,000
- 06 - \$60,000 to less than \$80,000
- 07 - \$80,000 to less than \$100,000
- 08 - \$100,000 to less than \$120,000
- 09 – Over \$120,000
- 10 – Don't know / refused

These are all the questions I have. Thank you very much for your participation.

Data Tables

B1a. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. I have the opportunity to live a good life here in Alberta.																
	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
CBIA																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Strongly agree	431 48%	160 47%	138 45%	132 53%	240 53%	190 42%	47 45%	126 40%	159 49%	98 64%	93 54%	148 42%	117 49%	72 54%	150 49%	281 48%
Somewhat agree	378 42%	147 43%	132 43%	100 40%	164 36%	214 48%	42 41%	153 49%	138 42%	45 29%	59 35%	169 48%	91 38%	56 42%	129 42%	247 42%
Somewhat disagree	60 7%	23 7%	25 8%	12 5%	32 7%	27 6%	10 10%	28 9%	17 5%	5 3%	12 7%	19 5%	25 10%	3 2%	19 6%	41 7%
Strongly disagree	21 2%	9 3%	9 3%	2 1%	5 1%	16 3%	1 1%	4 1%	11 3%	4 3%	5 3%	11 3%	4 2%	1 1%	5 2%	16 3%
DK/ NA	11 1%	2 1%	5 2%	3 1%	8 2%	3 1%	4 4%	3 1%	3 1%	1 1%	2 1%	4 1%	3 1%	2 2%	5 2%	6 1%
Agree (NETS)	809 90%	307 90%	270 87%	232 93%	404 90%	404 90%	89 86%	279 89%	297 91%	143 93%	152 89%	317 90%	208 87%	128 95%	279 91%	528 89%
Disagree (NETS)	80 9%	32 9%	34 11%	15 6%	37 8%	43 10%	11 10%	32 10%	28 9%	9 6%	17 10%	30 9%	29 12%	4 3%	24 8%	56 10%

B1a. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. I have the opportunity to live a good life here in Alberta.

	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
CB1A											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Strongly agree	431 48%	234 45% F	47 45% F	27 35% F	10 46% BCD	111 64%	113 46%	311 49%	91 41% K	143 46% K	162 57% IJ
Somewhat agree	378 42%	231 44% F	48 47% F	35 46% f	9 44% BCd	52 30%	115 47%	255 40%	97 43% k	140 45% k	101 36% j
Somewhat disagree	60 7%	36 7%	4 4% d	10 13% cF	2 10% D	7 4%	10 4%	47 7%	23 10% k	20 6% i	15 5% i
Strongly disagree	21 2%	9 2%	4 4%	3 4%	0 0%	3 2%	3 1%	18 3%	12 5% jK	5 2% i	2 1% I
DK/ NA	11 1%	10 2%	0 0%	1 1%	0 0%	0 0%	5 2%	6 1%	2 1%	4 1%	3 1%
Agree (NETS)	809 90%	465 89% d	95 92% d	61 81% bcF	19 90%	162 94% D	228 93%	566 89%	188 84% jK	283 91% i	262 93% I
Disagree (NETS)	80 9%	45 9% d	8 8%	13 18% bF	2 10%	10 6% D	13 5% h	65 10% g	34 15% JK	25 8% I	16 6% I

B1b. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. When business does well, everyone benefits.

	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
CB1B																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Strongly agree	490 54%	179 53%	162 52%	149 59%	269 60%	221 49%	42 40%	167 53%	187 57%	94 61%	100 58%	196 56%	128 54%	63 47%	167 54%	322 55%
Somewhat agree	283 31%	109 32%	99 32%	75 30%	128 28%	155 34%	39 38%	98 31%	101 31%	45 29%	55 32%	106 30%	69 29%	53 39%	97 32%	185 31%
Somewhat disagree	81 9%	34 10%	30 10%	17 7%	33 7%	47 10%	13 12%	29 9%	31 9%	7 5%	10 6%	26 8%	32 14%	11 8%	31 10%	50 8%
Strongly disagree	36 4%	12 4%	15 5%	8 3%	16 3%	20 5%	9 9%	15 5%	7 2%	5 3%	6 3%	19 5%	6 2%	5 4%	9 3%	27 5%
DK/ NA	11 1%	6 2%	3 1%	2 1%	4 1%	6 1%	1 1%	5 2%	2 1%	2 1%	0 0%	4 1%	4 2%	2 2%	4 1%	7 1%
Agree (NETS)	773 86%	289 85%	260 84%	224 89%	397 88%	376 84%	81 77%	265 84%	288 88%	139 90%	155 90%	301 86%	197 82%	116 86%	263 86%	507 86%
Disagree (NETS)	117 13%	47 14%	45 15%	25 10%	49 11%	68 15%	22 21%	44 14%	38 12%	13 8%	16 10%	45 13%	38 16%	16 12%	40 13%	77 13%

B1b. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. When business does well, everyone benefits.

	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
CB1B											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Strongly agree	490 54%	291 56% d	56 54%	31 41% bF	8 38%	102 59% D	107 44% H	376 59% G	114 51%	171 55%	164 58%
Somewhat agree	283 31%	151 29%	37 36%	28 37%	9 40%	54 31%	95 39% H	182 29% G	81 36%	92 29%	81 29%
Somewhat disagree	81 9%	48 9%	8 8%	11 15% f	4 18%	10 6% d	25 10%	52 8%	19 8%	32 10%	23 8%
Strongly disagree	36 4%	24 5%	2 2%	4 6%	1 4%	5 3%	15 6% h	19 3% g	8 4%	14 4%	10 4%
DK/ NA	11 1%	6 1%	1 1%	1 2%	0 0%	2 1%	3 1%	8 1%	2 1%	3 1%	3 1%
Agree (NETS)	773 86%	442 85%	92 90% d	59 78% cF	17 78%	156 90% D	202 82% h	558 88% g	195 87%	263 84%	245 87%
Disagree (NETS)	117 13%	72 14%	10 9% d	16 21% cF	5 22%	15 9% D	41 17% h	72 11% g	27 12%	46 15%	33 12%

Region		Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
	Total	Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll/ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
REGIOQ																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Calgary	341 38%	341 100% CD	0 0% B	0 0% B	170 38%	170 38%	37 36%	115 37%	124 38%	65 42%	50 29% MN	118 34% MN	107 45% KL	64 47% KL	103 34%	236 40%
Edmonton	309 34%	0 0% C	309 100% BD	0 0% C	154 34%	154 34%	36 35%	129 41% j	105 32% h	39 25% H	59 34%	117 33%	84 35%	47 35%	105 34%	203 34%
South	70 8%	0 0% D	0 0% D	70 28% BC	35 8%	35 8%	10 9%	22 7%	23 7%	15 10%	18 10%	25 7%	18 7%	10 7%	32 11% p	38 6% o
Central	96 11%	0 0% D	0 0% D	96 38% BC	48 11%	48 11%	11 10%	24 8% i	43 13% h	18 12%	21 12% n	49 14% mn	18 8% l	8 6% kl	35 11%	61 10%
North	84 9%	0 0% D	0 0% D	84 34% BC	42 9%	42 9%	10 10%	24 8%	33 10%	17 11%	24 14% MN	41 12% Mn	13 5% KL	6 4% Kl	32 10%	52 9%

Region		Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
	Total	Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
REGIOQ											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Calgary	341 38%	199 38%	39 37%	23 30%	8 37%	69 40%	85 35%	250 39%	67 30% jK	122 39% i	117 42% I
Edmonton	309 34%	178 34%	37 36%	33 44% f	9 43% d	48 28%	96 39%	205 32%	90 40%	103 33%	93 33%
South	70 8%	41 8%	7 7%	6 7%	1 3%	15 9%	19 8%	50 8%	20 9%	20 6%	22 8%
Central	96 11%	58 11%	9 8%	7 9%	1 4%	22 13%	24 10%	72 11%	27 12%	37 12%	23 8%
North	84 9%	45 9%	12 11%	8 10%	3 12%	18 10%	22 9%	61 10%	21 9%	30 10%	27 10%

QA. Gender																
	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
QA																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Male	450 50%	170 50%	154 50%	125 50%	450 100% F	0 0% E	65 63% Hij	149 47% G	162 49% g	74 48% g	88 51%	178 51%	116 48%	67 50%	158 51%	291 49%
Female	450 50%	170 50%	154 50%	125 50%	0 0% F	450 100% E	39 37% Hij	166 53% G	166 51% g	80 52% g	83 49%	173 49%	124 52%	68 50%	149 49%	299 51%

QA. Gender											
	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
QA											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Male	450 50%	303 58% CDF	37 35% B	26 34% B	11 51% B	70 41% B	91 37% H	355 56% G	86 38% JK	168 54% I	163 58% I
Female	450 50%	217 42% CDF	67 65% B	50 66% B	10 49% B	103 59% B	155 63% H	282 44% G	138 62% JK	144 46% I	118 42% I

QB. Which of the following categories best describes your age?

	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
QB																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
18-19 years	29 3%	8 2%	12 4%	8 3%	17 4%	12 3%	29 28% HIJ	0 0% G	0 0% G	0 0% G	21 12% LMN	7 2% K	1 0% K	0 0% K	8 2%	21 4%
20-24 years	75 8%	30 9%	24 8%	22 9%	49 11% F	27 6% E	75 72% HIJ	0 0% G	0 0% G	0 0% G	16 9% N	33 9% N	27 11% N	0 0% KLM	27 9%	49 8%
25-34 years	155 17%	62 18% d	63 20% D	29 12% bC	73 16%	82 18%	0 0% H	155 49% GIJ	0 0% H	0 0% H	23 13%	60 17%	48 20%	21 16%	88 29% P	66 11% O
35-44 years	160 18%	52 15%	66 21%	42 17%	76 17%	84 19%	0 0% H	160 51% GIJ	0 0% H	0 0% H	28 17% n	62 18% n	34 14% N	35 26% klM	97 32% P	63 11% O
45-54 years	162 18%	57 17%	57 18%	48 19%	86 19%	76 17%	0 0% I	0 0% I	162 49% GHJ	0 0% I	19 11% IM	65 19% k	53 22% K	24 18%	70 23% P	92 16% O
55-64 years	166 18%	67 20%	48 16%	51 20%	76 17%	90 20%	0 0% I	0 0% I	166 51% GHJ	0 0% I	28 16%	64 18%	41 17%	33 24%	15 5% P	152 26% O
65 and over	154 17%	65 19% c	39 13% bd	50 20% c	74 16%	80 18%	0 0% J	0 0% J	0 0% J	154 100% GHI	36 21%	59 17%	35 15%	21 16%	4 1% P	149 25% O

QB. Which of the following categories best describes your age?											
	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
QB											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
18-19 years	29 3%	9 2%	4 4%	3 3%	13 59%	0 0%	3 1%	24 4%	8 4%	10 3%	3 1%
			f	f		cd			k		i
20-24 years	75 8%	60 11%	4 4%	6 8%	6 27%	0 0%	15 6%	60 9%	28 13%	28 9%	16 6%
		cF	bF	F		BCD			K		I
25-34 years	155 17%	127 25%	12 12%	13 17%	1 5%	0 0%	38 15%	112 18%	35 16%	55 18%	54 19%
		CF	BF	F		BCD					
35-44 years	160 18%	115 22%	23 23%	17 22%	2 9%	1 1%	42 17%	115 18%	30 14%	53 17%	68 24%
		F	F	F		BCD			K	k	ij
45-54 years	162 18%	125 24%	18 18%	13 17%	0 0%	4 3%	47 19%	111 17%	24 11%	59 19%	61 22%
		F	F	F		BCD			JK	I	I
55-64 years	166 18%	63 12%	24 24%	21 28%	0 0%	56 32%	46 19%	116 18%	40 18%	59 19%	54 19%
		CDF	B	B		B					
65 and over	154 17%	20 4%	18 17%	3 4%	0 0%	112 65%	55 22%	98 15%	58 26%	48 15%	26 9%
		CF	BDF	CF		BCD	h	g	JK	Ik	Ij

D1. Which of the following best describes your present employment status?

	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
D1																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Working full-time	520 58%	199 58%	178 58%	143 57%	303 67%	217 48%	69 66%	243 77%	188 57%	20 13%	75 44%	218 62%	146 61%	79 59%	228 74%	291 49%
					F	E	hJ	gIJ	HJ	GHI	LMn	K	K	k	P	O
Working part-time	103 11%	39 11%	37 12%	27 11%	37 8%	67 15%	8 7%	35 11%	42 13%	18 11%	21 12%	37 11%	28 11%	18 13%	30 10%	73 12%
					F	E										
Unemployed or looking for a job	30 3%	9 3%	12 4%	9 4%	14 3%	16 4%	5 5%	12 4%	11 3%	2 1%	7 4%	15 4%	6 3%	2 2%	11 4%	19 3%
Stay at home full-time	45 5%	14 4%	21 7%	11 4%	11 2%	34 8%	3 3%	18 6%	23 7%	1 1%	18 11%	10 3%	10 4%	7 6%	24 8%	21 4%
					F	E		j	J	hI	LM	K	K		P	O
Student	21 2%	8 2%	9 3%	4 2%	11 2%	10 2%	18 18%	3 1%	0 0%	0 0%	9 5%	8 2%	3 1%	1 1%	7 2%	14 2%
							HIJ	G	G	G	mn	k	k			
Retired	173 19%	69 20%	48 16%	55 22%	70 16%	103 23%	0 0%	1 0%	60 18%	112 73%	40 23%	63 18%	46 19%	24 18%	6 2%	167 28%
			d	c	F	E	IJ	IJ	GHJ	GHI					P	O
DK/ NA	7 1%	3 1%	3 1%	1 0%	4 1%	3 1%	1 1%	2 1%	3 1%	1 1%	0 0%	1 0%	1 0%	3 2%	1 0%	4 1%
							n	n			n	n	kl			

D1. Which of the following best describes your present employment status?											
	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
D1											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Working full-time	520 58%	520 100% CDF	0 0% B	0 0% B	0 0% B	0 0% B	135 55%	383 60%	75 33% JK	197 63% IK	211 75% IJ
Working part-time	103 11%	0 0% C	103 100% BDF	0 0% C	0 0% C	0 0% C	20 8% h	83 13% g	45 20% JK	26 8% I	26 9% I
Unemployed or looking for a job	30 3%	0 0% D	0 0% D	30 40% BCF	0 0% D	0 0% D	6 3%	22 3%	15 6% K	10 3% k	2 1% Ij
Stay at home full-time	45 5%	0 0% D	0 0% D	45 60% BCF	0 0% D	0 0% D	12 5%	26 4%	18 8% Jk	9 3% I	10 3% i
Student	21 2%	0 0%	0 0%	0 0%	21 100%	0 0%	2 1%	17 3%	9 4% k	6 2%	2 1% i
Retired	173 19%	0 0% F	0 0% F	0 0% F	0 0% BCD	173	69 28% H	103 16% G	62 27% jK	62 20% iK	29 10% IJ
DK/ NA	7 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	3 0%	1 1%	2 1%	1 0%

D2. Do you work in the public or private sector?																
	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
D2																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Public sector, meaning any level of Government	246 27%	85 25%	96 31%	65 26%	91 20% F	155 34% E	18 17% iJ	79 25% j	93 28% g	55 36% Gh	26 15% LMN	89 25% KN	76 32% K	54 40% KL	80 26% O	166 28% P
Private sector, meaning private industry or business	637 71%	250 73%	205 66%	182 73%	355 79% F	282 63% E	85 82% iJ	227 72% j	228 69% g	98 63% Gh	137 80% MN	260 74% N	160 67% K	78 58% KL	222 72% O	415 70% P
DK/ NA	17 2%	6 2%	8 3%	3 1%	4 1% f	13 3% e	1 1% iJ	8 2% j	7 2% g	1 1% Gh	8 4% LMN	2 1% KN	3 1% K	2 2% KL	5 2% O	9 2% P

D2. Do you work in the public or private sector?											
	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
D2											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Public sector, meaning any level of Government	246 27%	135 26% F	20 19% F	19 25% f	2 9% E	69 40% BCd	246 100% H	0 0% G	55 24% j	101 32% ik	67 24% j
Private sector, meaning private industry or business	637 71%	383 74% dF	83 81% DF	48 63% bC	17 81% E	103 60% BC	0 0% H	637 100% G	165 73% i	208 67% k	210 74% j
DK/ NA	17 2%	1 0% D	0 0% D	9 12% BCF	2 10% E	1 1% D	0 0% H	0 0% G	5 2% I	3 1% J	4 2% K

D3. What is the highest level of education that you have reached?																
	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll/ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
D3																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Completed / some elementary school	5 1%	1 0%	3 1%	1 0%	3 1%	2 0%	0 0%	1 0%	3 1%	1 1%	5 3%	0 0%	0 0%	0 0%	1 0%	4 1%
Completed / some high school	163 18%	49 14%	55 18%	60 24%	84 19%	79 18%	36 35%	48 15%	44 14%	35 23%	163 96%	0 0%	0 0%	0 0%	44 14%	120 20%
Completed / some college, vocational or trade school	281 31%	87 26%	99 32%	95 38%	146 32%	135 30%	27 26%	105 33%	103 31%	46 30%	0 0%	281 80%	0 0%	0 0%	107 35%	174 29%
Some university	70 8%	31 9%	19 6%	20 8%	31 7%	38 8%	13 12%	18 6%	27 8%	12 8%	0 0%	70 20%	0 0%	0 0%	18 6%	52 9%
Completed university (Bachelor's Degree)	240 27%	107 31%	84 27%	48 19%	116 26%	124 28%	28 26%	82 26%	94 29%	35 23%	0 0%	0 0%	240 100%	0 0%	80 26%	160 27%
Post graduate/professional school (Master's Degree or PhD)	134 15%	64 19%	47 15%	23 9%	67 15%	68 15%	0 0%	56 18%	57 17%	21 14%	0 0%	0 0%	0 0%	134 100%	56 18%	79 13%
No schooling	3 0%	0 0%	1 0%	2 1%	1 0%	2 0%	0 0%	3 1%	0 0%	0 0%	3 2%	0 0%	0 0%	0 0%	2 1%	1 0%
DK/ NA	4 0%	2 1%	1 0%	1 0%	2 0%	2 1%	0 0%	2 1%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%

D3. What is the highest level of education that you have reached?											
	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
D3											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Completed / some elementary school	5 1%	1 0%	0 0%	2 3%	0 0%	2 1%	0 0%	4 1%	5 2%	0 0%	0 0%
		Df	B	B		b			Jk	I	i
Completed / some high school	163 18%	74 14%	20 20%	22 30%	9 44%	37 22%	25 10%	132 21%	54 24%	49 16%	39 14%
		Df	B	B		b	H	G	jK	i	I
Completed / some college, vocational or trade school	281 31%	182 35%	27 26%	23 31%	3 15%	45 26%	70 29%	211 33%	72 32%	108 35%	69 24%
		f				b				K	J
Some university	70 8%	35 7%	10 9%	2 2%	5 22%	18 10%	19 8%	49 8%	28 12%	16 5%	19 7%
				f		d			Jk	I	i
Completed university (Bachelor's Degree)	240 27%	146 28%	28 27%	16 21%	3 15%	46 27%	76 31%	160 25%	43 19%	91 29%	95 34%
									JK	I	I
Post graduate/professional school (Master's Degree or PhD)	134 15%	79 15%	18 17%	10 13%	1 5%	24 14%	54 22%	78 12%	20 9%	46 15%	60 21%
							H	G	K	k	Ij
No schooling	3 0%	1 0%	1 1%	1 1%	0 0%	0 0%	1 0%	1 0%	2 1%	0 0%	1 0%
DK/ NA	4 0%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	0 0%	1 0%	0 0%

D4. Do you have any children in your household age 17 and under?																
	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll./ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
D4																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Yes	307 34%	103 30% d	105 34% c	99 39% b	158 35%	149 33%	34 33% HJ	185 59% GIJ	85 26% HJ	4 2% GHI	46 27% IN	125 36% k	80 33% K	56 42% K	307 100% P	0 0% O
No	591 66%	236 69% d	203 66% c	152 61% b	291 65%	299 67%	70 67% HJ	129 41% GIJ	243 74% HJ	149 97% GHI	125 73% IN	225 64% k	160 67% K	79 58% K	0 0% P	591 100% O
DK/ NA	2 0%	1 0%	1 0%	0 0%	1 0%	1 0%	0 0%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

D4. Do you have any children in your household age 17 and under?											
	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
D4											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Yes	307 34%	228 44% CF	30 29% BdF	35 47% cF	7 34% BCD	6 3% BCD	80 32%	222 35%	57 26% jK	108 35% iK	127 45% IJ
No	591 66%	291 56% CF	73 71% BdF	40 53% cF	14 66% BCD	167 97% BCD	166 68%	415 65%	167 74% jK	204 65% iK	154 55% IJ
DK/ NA	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

D5. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income before taxes in 2022.

	Total	Location (Q.C)			Gender (Q.A)		Age (Q.B)				Education (Q.D3)				Children (Q.D4)	
		Calgary B	Edmonton C	Other D	Male E	Female F	18-24 G	25-44 H	45-64 I	65+ J	HS or less K	Coll/ Some Uni. L	Univ. M	Post Grad N	Yes O	No P
D5																
Weighted Total:	900	341	309	250	450	450	104	314	328	154	171	351	240	134	307	591
Total:	900	300	300	300	450	450	105	312	328	155	176	354	235	131	313	585
Under \$10,000	12 1%	3 1%	7 2%	2 1%	7 2%	5 1%	5 5% hij	3 1% g	3 1% g	1 1% g	5 3%	4 1%	2 1%	1 1%	4 1%	8 1%
\$10,000 to less than \$20,000	26 3%	9 3%	10 3%	7 3%	10 2%	16 4%	3 3%	8 3%	8 2%	7 5%	7 4%	14 4%	4 2%	1 1%	4 1%	22 4%
\$20,000 to less than \$30,000	39 4%	9 3%	17 6%	12 5%	17 4%	22 5%	7 7%	11 4%	14 4%	6 4%	17 10%	10 3%	9 4%	3 2%	13 4%	26 4%
\$30,000 to less than \$40,000	57 6%	17 5%	21 7%	20 8%	17 4%	40 9%	6 6%	16 5%	13 4%	22 14%	17 10%	28 8%	7 3%	5 4%	17 5%	40 7%
\$40,000 to less than \$60,000	89 10%	28 8%	34 11%	27 11%	35 8%	54 12%	15 14%	26 8%	26 8%	22 14%	15 9%	44 12%	21 9%	10 8%	19 6%	70 12%
\$60,000 to less than \$80,000	113 13%	44 13%	34 11%	34 14%	57 13%	55 12%	16 16%	39 12%	31 9%	27 18%	19 11%	46 13%	33 14%	13 10%	23 7%	90 15%
\$80,000 to less than \$100,000	93 10%	34 10%	42 14%	17 7%	54 12%	39 9%	14 14%	31 10%	37 11%	11 7%	12 7%	34 10%	29 12%	19 14%	32 10%	61 10%
\$100,000 to less than \$120,000	106 12%	43 13%	27 9%	36 14%	57 13%	49 11%	7 7%	39 12%	50 15%	10 7%	19 11%	44 13%	29 12%	14 10%	53 17%	53 9%
Over \$120,000	281 31%	117 34%	93 30%	72 29%	163 36%	118 26%	19 18%	122 39%	115 35%	26 17%	40 23%	87 25%	95 40%	60 44%	127 41%	154 26%
DK/ NA	83 9%	35 10%	24 8%	24 9%	34 7%	49 11%	11 11%	18 6%	32 10%	21 14%	21 12%	40 11%	10 4%	9 7%	14 5%	66 11%

D5. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income before taxes in 2022.

	Total	Employment (Q.D1)					Sector (Q.D2)		Income (Q.D5)		
		Full-time B	Part-time C	Unemp. D	Student E	Retired F	Public G	Private H	<\$60K I	\$60-\$120 J	\$120K+ K
D5											
Weighted Total:	900	520	103	76	21	173	246	637	224	312	281
Total:	900	519	103	76	21	174	246	637	227	310	280
Under \$10,000	12 1%	1 0%	2 2%	6 8%	2 9%	1 1%	2 1%	7 1%	12 5%	0 0%	0 0%
		cD	bd	BcF		D			JK	I	I
\$10,000 to less than \$20,000	26 3%	7 1%	5 5%	4 5%	2 10%	8 5%	3 1%	23 4%	26 12%	0 0%	0 0%
		cdf	b	b		b			JK	I	I
\$20,000 to less than \$30,000	39 4%	11 2%	8 8%	10 14%	3 14%	6 4%	7 3%	32 5%	39 17%	0 0%	0 0%
		CD	B	BF		D			JK	I	I
\$30,000 to less than \$40,000	57 6%	18 4%	9 9%	7 10%	2 9%	21 12%	18 7%	38 6%	57 26%	0 0%	0 0%
		cdF	b	b		B			JK	I	I
\$40,000 to less than \$60,000	89 10%	37 7%	21 20%	5 6%	0 0%	26 15%	24 10%	64 10%	89 40%	0 0%	0 0%
		CF	BD	C		B			JK	I	I
\$60,000 to less than \$80,000	113 13%	65 12%	7 7%	7 9%	3 14%	31 18%	34 14%	78 12%	0 0%	113 36%	0 0%
			f			c			J	IK	J
\$80,000 to less than \$100,000	93 10%	60 12%	10 10%	6 8%	1 5%	15 9%	30 12%	62 10%	0 0%	93 30%	0 0%
									J	IK	J
\$100,000 to less than \$120,000	106 12%	72 14%	8 8%	6 8%	2 9%	16 9%	37 15%	68 11%	0 0%	106 34%	0 0%
									J	IK	J
Over \$120,000	281 31%	211 41%	26 25%	12 16%	2 10%	29 17%	67 27%	210 33%	0 0%	0 0%	281 100%
		CDF	B	B		B			K	K	IJ
DK/ NA	83 9%	37 7%	6 6%	12 16%	4 20%	20 11%	23 9%	55 9%	0 0%	0 0%	0 0%
			d	d	bc						



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