

# Alberta Omnibus Survey Report

*Prepared by*



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## TABLE OF CONTENTS

<a href="#"><u>METHODOLOGY &amp; LOGISTICS.....</u></a>	<a href="#"><u>2</u></a>
<a href="#"><u>EXECUTIVE SUMMARY.....</u></a>	<a href="#"><u>3</u></a>
<a href="#"><u>RESULTS.....</u></a>	<a href="#"><u>5</u></a>
<a href="#"><u>CROSSTABULATION.....</u></a>	<a href="#"><u>6</u></a>

## METHODOLOGY & LOGISTICS

### Overview

- This report represents the findings from omnibus telephone surveys of Alberta residents conducted by Oraclepoll. The results contained in this report are from those questions subscribed to by the Alberta Green Economy Network (AGEN) and included in April 2016 monthly omnibus surveys for the province.

### Study Sample

- A total of n=750 respondents were interviewed in the survey. The margin of error for the sample is +/- 3.1%, 19/20 times.

### Survey Method

- All surveys were conducted by telephone using live operators at the Oraclepoll call centre facility.
- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. The random database was inclusive of new numbers, private numbers and cell phone only households.
- A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.
- Surveys were conducted between the days of April 1<sup>st</sup> and April 6<sup>th</sup> 2016.

### Logistics

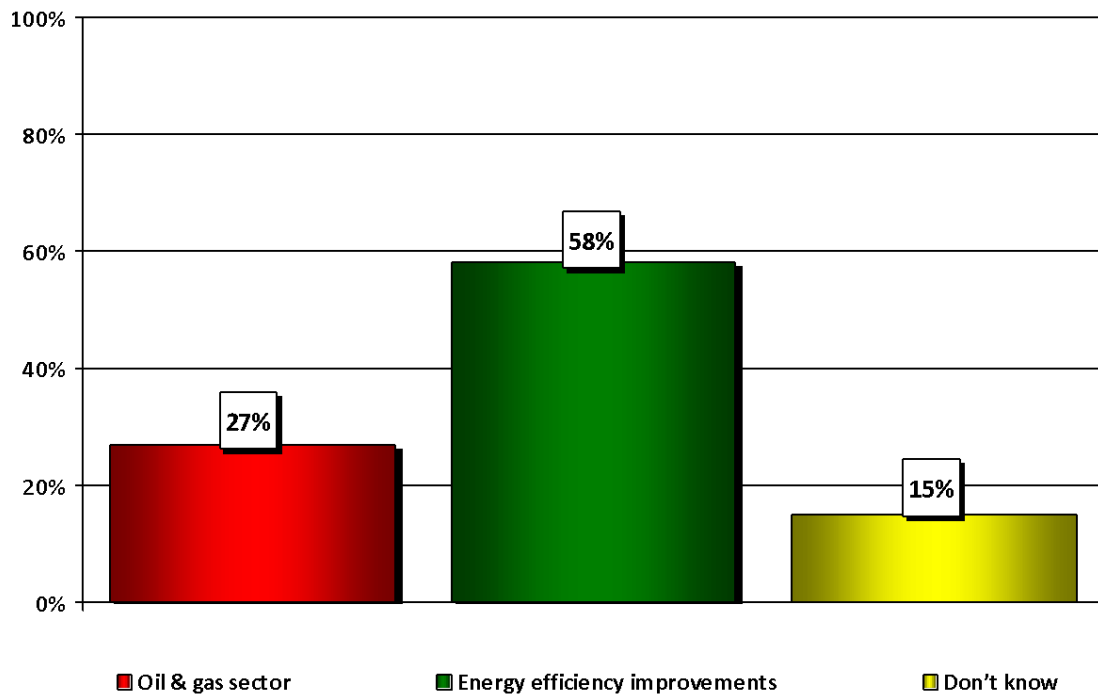
- Initial calls were made between the hours of 5 p.m. and 9 p.m. Subsequent call backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

## EXECUTIVE SUMMARY

Respondents were first read the following preamble describing the Alberta Governments carbon pricing plan and were then asked about where that they felt the revenue should be returned.

*The Government of Alberta plans to introduce a price on carbon pollution and when fully implemented is expected to raise a total of two to three billion dollars per year. Corporations in the oil and gas sector feel that most of the revenue should be returned to them so that they can research technology that would allow them to reduce the amount that they pollute. Others feel that this money should be spent on renewable energy like wind and solar, energy efficiency improvements for homes and businesses as well as better public transportation.*

**“In your opinion, should most of the carbon revenue be returned to the oil and gas sector for research or should it be directed towards energy efficiency improvements, renewable energy and public transit?”**



Almost six in ten or a 58% majority of Albertans are of the opinion that the carbon revenue should be directed towards energy efficiency improvements, renewable energy and public transit,

compared to 28% that want it returned to the oil and gas sector, while 15% were unsure or did not know.

Older residents 55+ were more likely to want the revenue returned to the oil and gas sector (39%), while younger Albertans 18 – 34 (69%) and 35 – 54 (65%) were most inclined to say that the funds should be directed to energy efficiency improvements or related areas. In addition, a higher number of males (33%), rural residents (33%) and income earners in the \$100,000+ range (37%) want the revenue distributed to oil and gas firms. Conversely, more females (60%), urban residents (62%) and those with incomes of under \$75,000 (71%) and under \$100,000 (67%) would like the money directed towards energy efficiency improvements, renewable energy and public transit.

Alberta NDP supporters (82%), those likely to vote Liberal (80%), followed by Alberta Party backers (72%) most want revenues directed towards energy efficiency improvements etc, compared to a lesser but still majority of PC (52%) and Wildrose voters.(51%). Wildrose (39%) and PC backers (37%) were more inclined to favour the revenues being returned to the oil and gas sector, but 10% and 11% of those respectively backing each Party were undecided on the issue.

## RESULTS

The Government of Alberta plans to introduce a price on carbon pollution and when fully implemented is expected to raise a total of two to three billion dollars per year. Corporations in the oil and gas sector feel that most of the revenue should be returned to them so that they can research technology that would allow them to reduce the amount that they pollute. Others feel that this money should be spent on renewable energy like wind and solar, energy efficiency improvements for homes and businesses as well as better public transportation.

**In your opinion, should most of the carbon revenue be returned to the oil and gas sector for research or should it be directed towards energy efficiency improvements, renewable energy and public transit?**

	Frequency	Percent
Returned to the oil and gas sector	202	26.9
Directed towards energy efficiency improvements, etc	433	57.7
Don't know	115	15.3
Total	750	100.0

## CROSSTABULATION

		AGE CROSSTABULATION		
		Returned to the oil and gas sector	Directed towards energy efficiency improvements, etc	Don't know
AGE	18-34	21.4%	68.7%	10.0%
	35-54	18.6%	64.6%	16.8%
	55 and over	39.3%	42.9%	17.8%

		AREA CROSSTABULATION		
		Returned to the oil and gas sector	Directed towards energy efficiency improvements, etc	Don't know
AREA	Urban	24.3%	62.3%	13.4%
	Rural	33.2%	46.8%	20.0%

		INCOME CROSSTABULATION		
		Returned to the oil and gas sector	Directed towards energy efficiency improvements, etc	Don't know
INCOME	Under \$75,000	20.4%	71.3%	8.3%
	Under \$100,000	23.2%	66.5%	10.3%
	\$100,000 and over	37.4%	46.1%	16.5%

		GENDER CROSSTABULATION		
		Returned to the oil and gas sector	Directed towards energy efficiency improvements, etc	Don't know
GENDER	Male	33.3%	56.0%	10.6%
	Female	19.4%	59.7%	20.9%

		DECIDED VOTE CROSSTABULATION		
		Returned to the oil and gas sector	Directed towards energy efficiency improvements, etc	Don't know
VOTE	Alberta New Democratic	12.3%	82.1%	5.7%
	Wild Rose	38.6%	51.5%	9.9%
	Alberta PC	36.6%	52.4%	11.0%
	Alberta Liberal	12.5%	80.0%	7.5%
	Alberta Party	16.7%	72.2%	11.1%

