

THINKHQ/METRO NEWS

LIFE IN ALBERTA'S BIG CITIES
-VIEWS ON QUALITY OF LIFE-

March 2016

Marc Henry, President
ThinkHQ Public Affairs Inc.
MLH@THINKHQ.CA
587.774.2395



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RESEARCH METHODOLOGY

- Study fielded via online research panel
 - Field dates: February 29 to March 5, 2016
 - Panel source: Voice of Alberta & Angus Reid Forum
- Edmonton (n=417) and Calgary (n=452)
- Weighted to reflect gender and age of city of Calgary and city of Edmonton according to Stats Canada
- This online survey utilizes a representative but non-random sample, therefore margin of error is not applicable. However, a probability sample of this size would yield a margin of error of +/- 4.6 percentage points (Calgary) and +/-4.8 percentage points (Edmonton) at a 95% confidence interval.
- Accuracy of sub-samples of the data decline based on sample sizes

VIEWS ON QUALITY OF LIFE



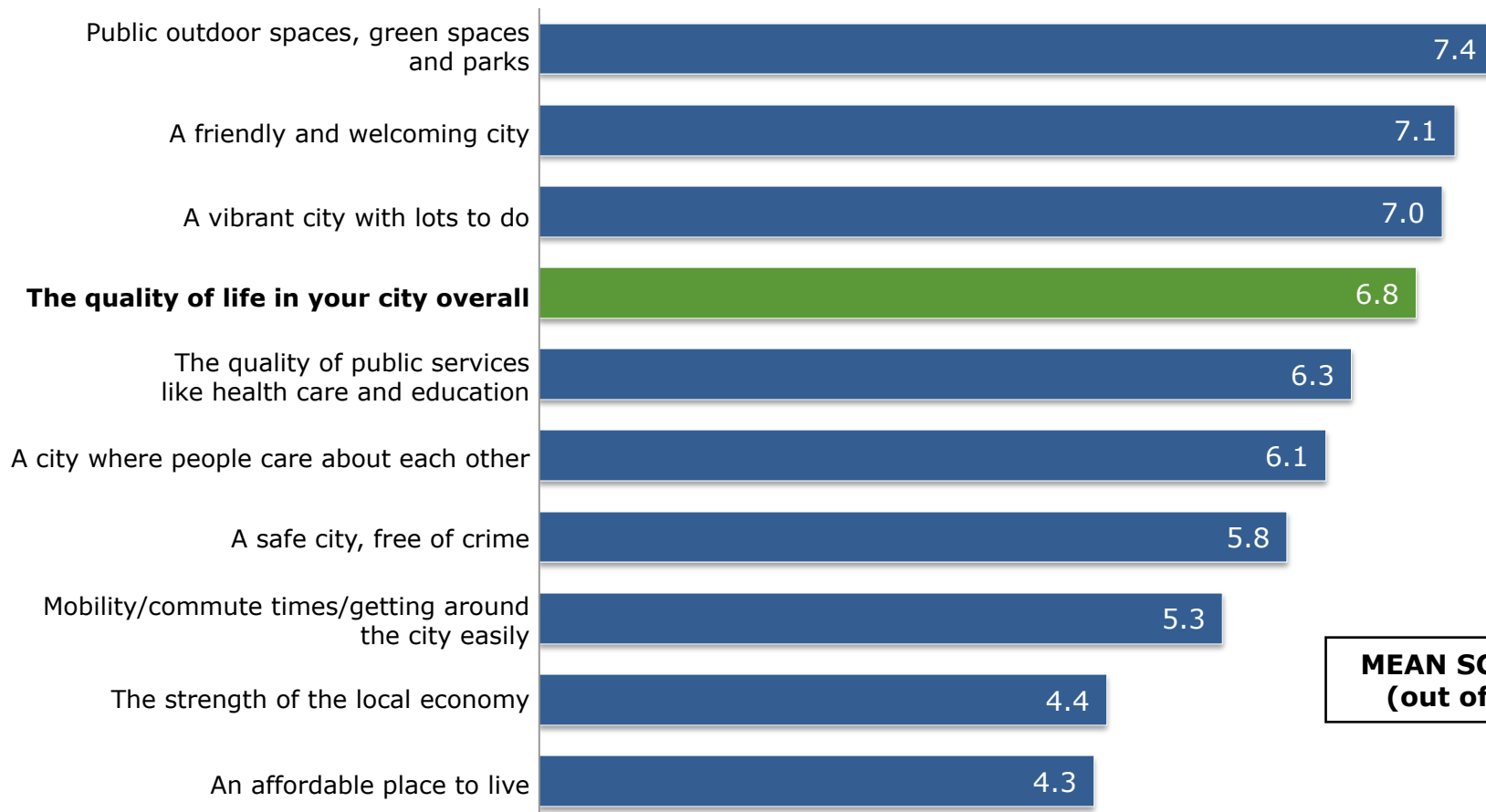
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CALGARIANS RATE QUALITY OF LIFE ATTRIBUTES

How would you personally **rate your city** on the following attributes? Please use a scale anywhere from 1 to 10 where 10 means you feel it is excellent and 1 means you feel it is very poor when it comes to...?



**MEAN SCORES
(out of 10)**

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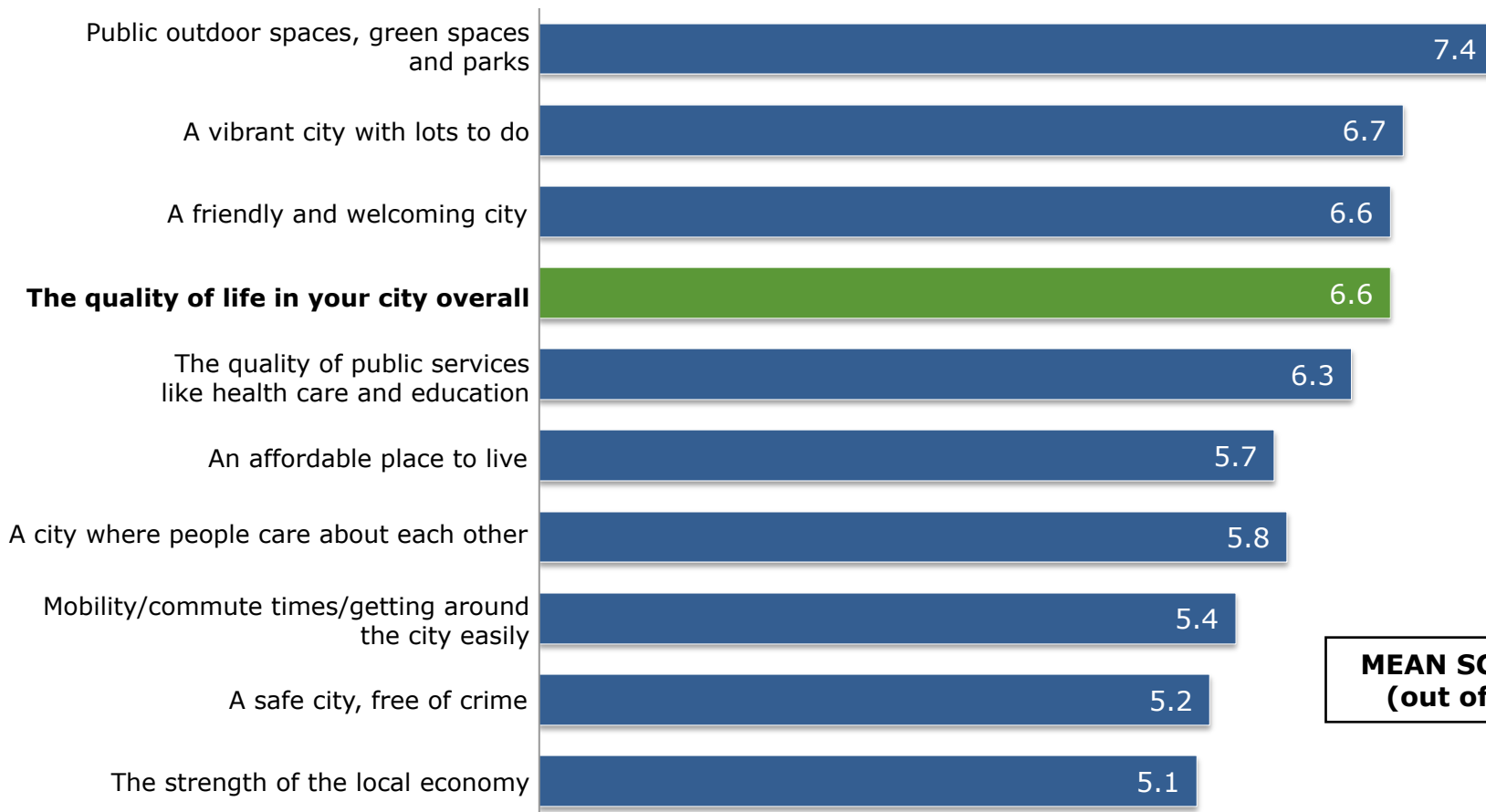
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% Calgarians
(n=452)



EDMONTONIANS RATE QUALITY OF LIFE ATTRIBUTES

How would you personally **rate your city** on the following attributes? Please use a scale anywhere from 1 to 10 where 10 means you feel it is excellent and 1 means you feel it is very poor when it comes to...?



**MEAN SCORES
(out of 10)**

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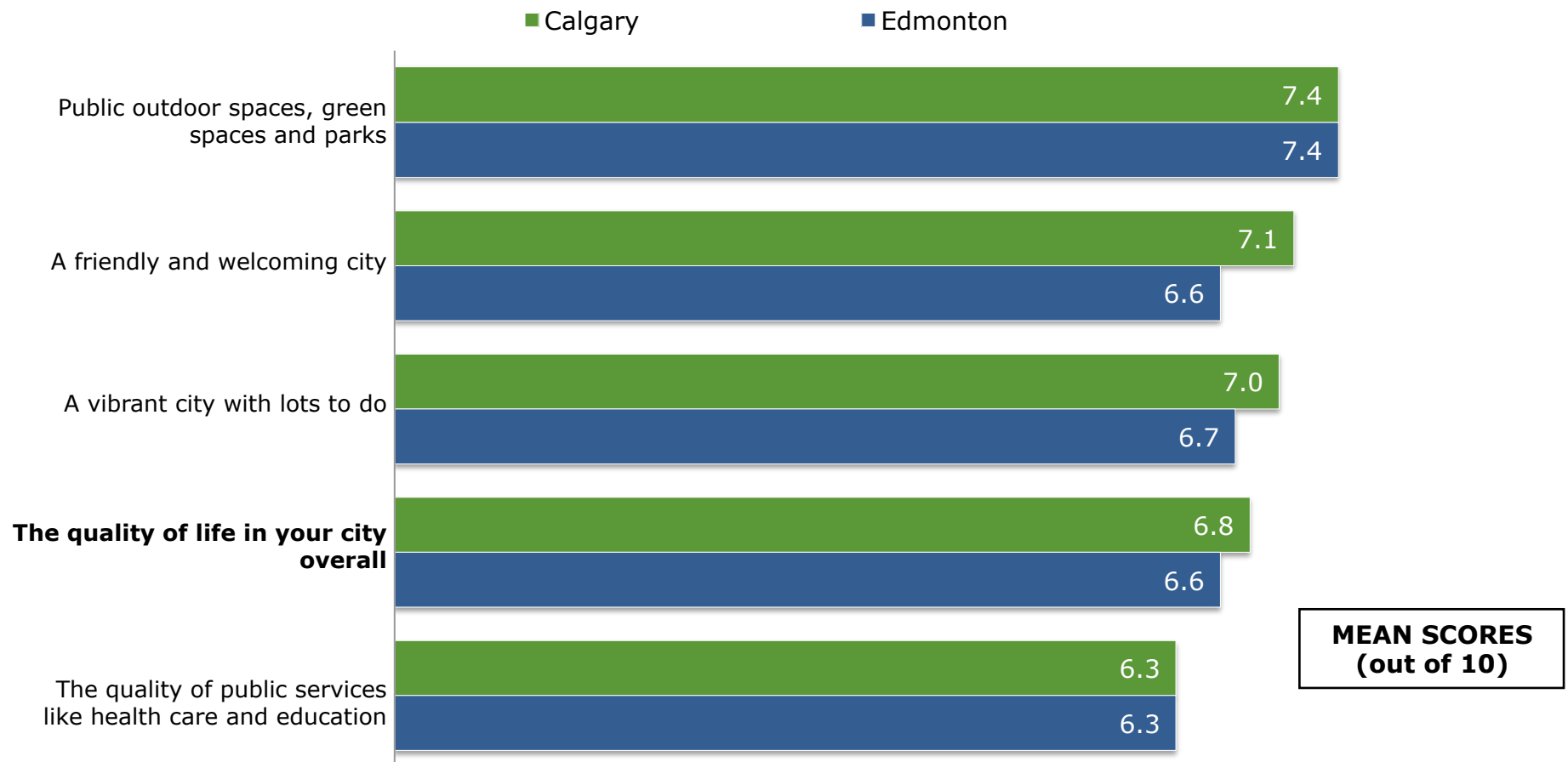
% Edmontonians
(n=417)



CITY QUALITY OF LIFE ATTRIBUTE RATINGS

-CALGARY VS. EDMONTON-

How would you personally **rate your city** on the following attributes? Please use a scale anywhere from 1 to 10 where 10 means you feel it is excellent and 1 means you feel it is very poor when it comes to...?



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% Respondents

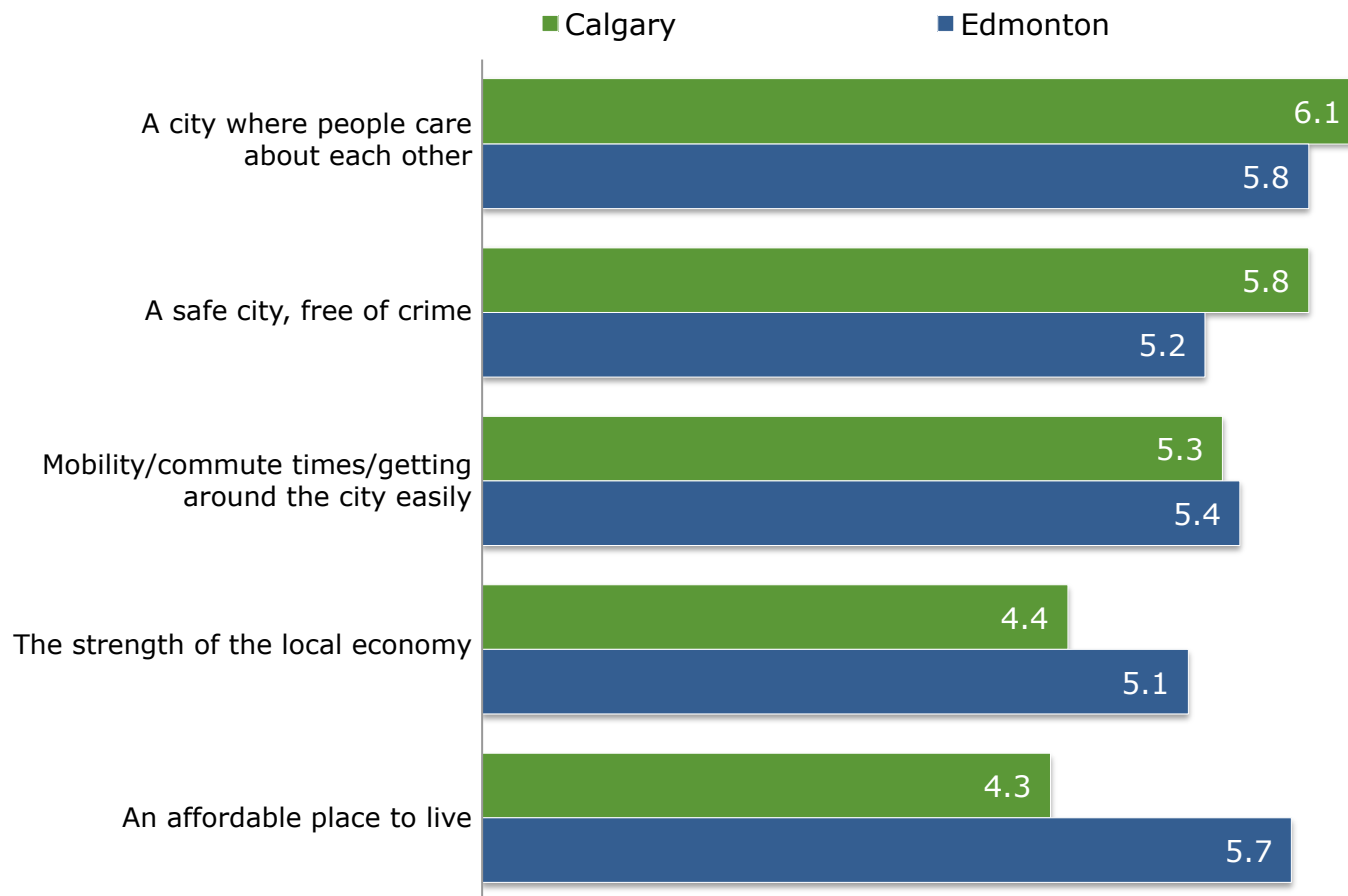
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**MEAN SCORES
(out of 10)**

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% Respondents





Want to have your say about topics and issues that affect Albertans?

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