



# Wellness Alberta OmniWeb Survey

Development of a Provincial Wellness Foundation

August 2015

# Context and Objectives

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In August 2015, Leger conducted an OmniWeb Alberta survey for Wellness Alberta to gauge public opinion on the development of a provincial Wellness Foundation.

Leger conducted the online survey with Alberta residents aged 18 and older.



# Methodology

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## Data Collection

- A total of 1,005 online interviews were conducted with residents of Alberta.
- Data were collected between August 10<sup>th</sup>, 2015 and August 12<sup>th</sup>, 2015.
- The sample of Albertans was obtained from LegerWeb online panel.

## Target Respondents

- Albertans 18 years of age and older.

## Statistical Reliability

- As a non-random Internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had this data been collected using a probability sample, the margin of error would be +/-3.1 percentage points, 19 times out of 20.

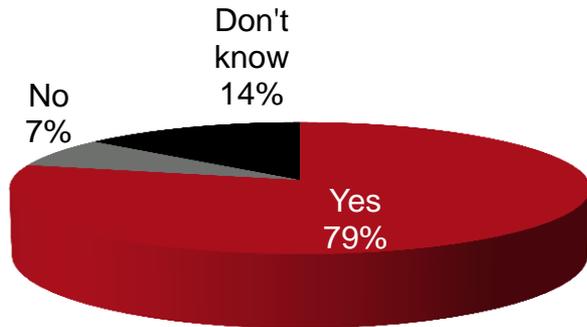
## Analysis

- The data are weighted by age, gender and region to be representative of the population of Alberta.

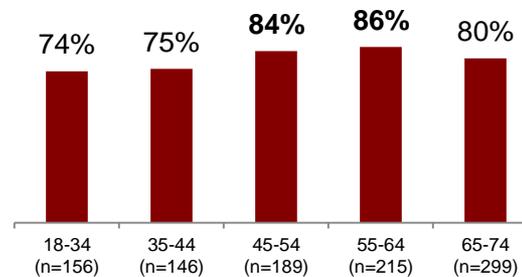
# Detailed Results

# Should the Government Invest?

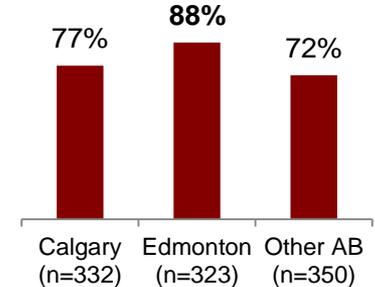
**Now that Rachel Notley is the Premier, do you think that her government should invest in effective strategies to keep people healthy, out of the hospital and on the job?**



'Yes' Responses by Age



'Yes' Responses by Region



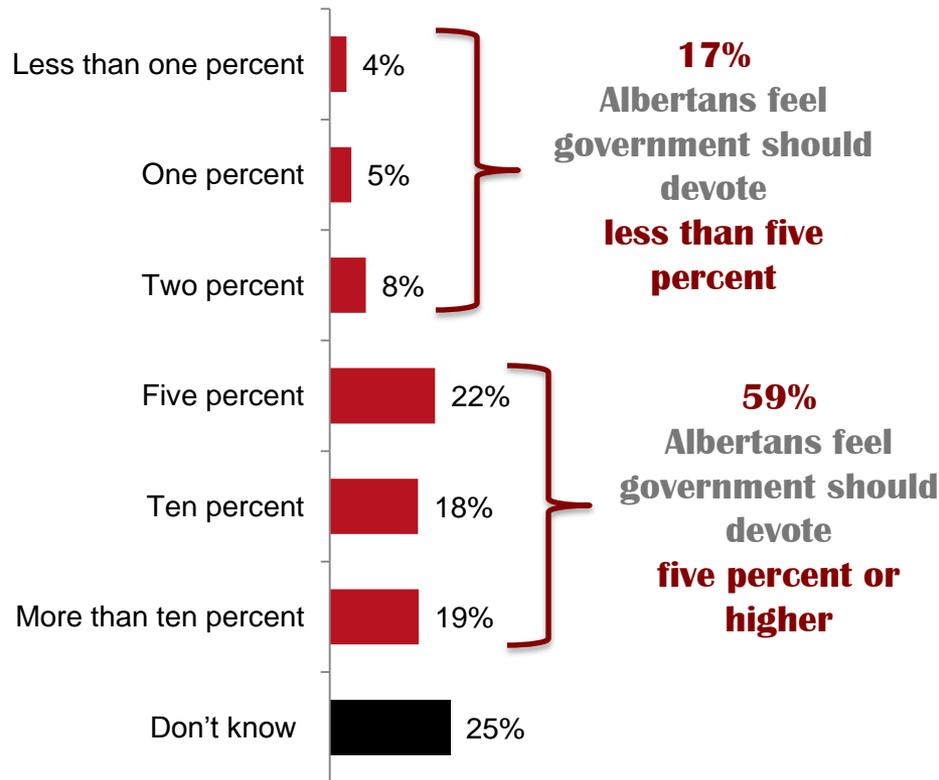
Xx% is significantly higher than Xx%

Four-in-five (79%) Albertans agree that the government should invest in effective strategies to keep people healthy, out of hospital and on the job. Agreement is highest among Albertans aged 45-64 years old and those living in Edmonton.

Base: Albertans (n=1,005)

# What Percentage of Alberta Healthcare Budget?

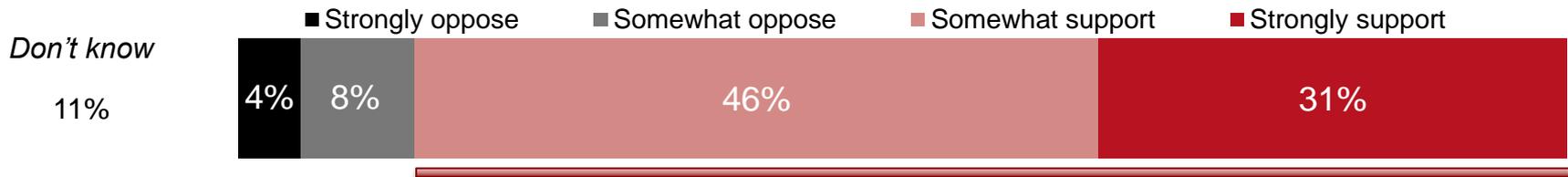
## What percentage of the Alberta healthcare budget should be devoted to keeping Albertans healthy and out of the hospital?



More than half (59%) of Albertans feel that the government should devote at least five percent (or higher) of the Alberta healthcare budget to keep Albertans healthy and out of hospital, about one-in-six (17%) think it should be less than five percent, and one-quarter (25%) do not have an opinion.

Base: Albertans (n=1,005)

# Support for the Creation of Wellness Foundation



**77%**  
of Albertans  
**SUPPORT** the  
creation of a  
**Wellness  
Foundation in  
Alberta**

## Support is higher among...

### Age

Albertans aged  
55 – 64 (84%)

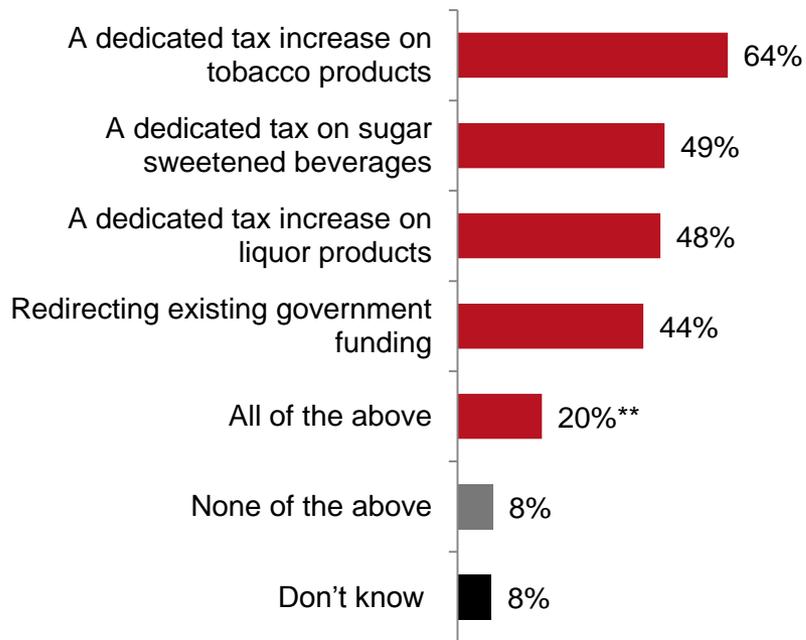


Albertans with  
college (80%) or  
university  
education (81%)

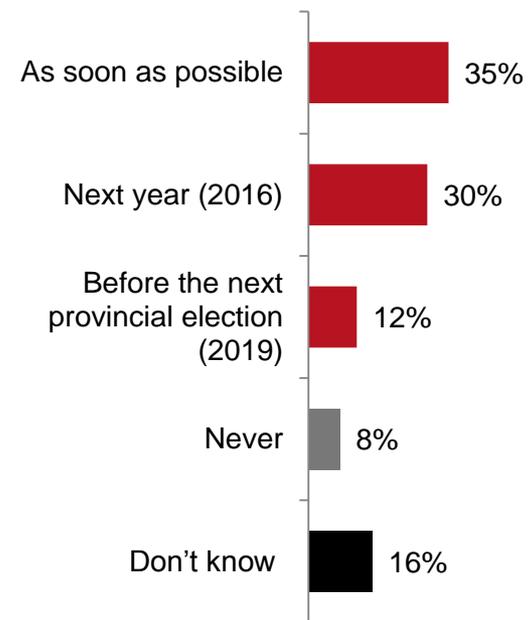
Base: Albertans (n=1,005)

# Funding Options and Time of Announcement

## Funding options\*



## Time of Announcement



When considering funding options to support a provincial Wellness Foundation, nearly two-thirds (64%) of Albertans support a dedicated tax increase on tobacco products. Nearly half of Albertans support a dedicated tax increase on sugar sweetened beverages (49%), liquor products (48%) and redirecting existing government funding to finance a provincial Wellness Foundation (44%). One-in-five (20%) Albertans support all these funding options. One-third (35%) of Albertans think that the Notley government should announce the creation of a provincial Wellness Foundation as soon as possible and 30% think that it should be done next year (2016).

Base: Albertans (n=1,005)

\*Multiple responses

\*\*Also included in the percentages above

# Profile of Respondents

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	Albertans
n=	1,005
<b>Gender</b>	
Male	50%
Female	50%
<b>Age</b>	
Between 18 and 24	8%
Between 25 and 34	22%
Between 35 and 44	21%
Between 45 and 54	20%
Between 55 and 64	15%
Between 65 and 74	11%
75 and older	4%
<b>Area</b>	
Calgary	34%
Edmonton	32%
Other Alberta	34%
<b>Children in the household</b>	
Yes, 12 years of age and older ONLY	8%
Yes: 12 years of age and older AND younger than 12 years old	5%
Yes: YOUNGER than 12 years old ONLY	15%
No children under 18 years old at all in the household	70%
I prefer not to answer	2%

	Albertans
n=	1,005
<b>Education</b>	
High school, general or vocational (8 to 12 years)	19%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	31%
University certificates and diplomas	7%
University Bachelor (including classical studies)	31%
University Master's degree	9%
University Doctorate (PhD)	2%
I prefer not to answer	1%
<b>Occupation</b>	
Office worker	11%
Personnel specialized in sales	6%
Personnel specialized in services	5%
Manual workers	2%
Skilled, semi-skilled workers	8%
Science and technologies workers	4%
Professionals	17%
Managers/administrators/owners	11%
Homemaker	7%
Student	3%
Retired	17%
Unemployed	2%
Other	5%
I prefer not answering	1%

# Profile of Respondents (continued)

	Albertans
	n= 1,005
<b>Annual Household Income</b>	
\$19,999 or less	3%
Between \$20,000 and \$39,999	12%
Between \$40,000 and \$59,999	12%
Between \$60,000 and \$79,999	14%
Between \$80,000 and \$99,999	12%
\$100,000 or more	30%
I prefer not to answer	16%
<b>Primary Language</b>	
French	3%
English	84%
Other	5%
English and French	2%
French and other	<1%
English and other	5%
Other and other	<1%
I prefer not to answer	1%
<b>Marital Status</b>	
Single	26%
Married	54%
Common Law	8%
Divorced	6%
Widowed	3%
Separated	2%
I prefer not answering	2%

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