



LOOKING **WEST** 2008

Segment 5. **Moving Forward: Western Canadian Attitudes About Mobility and Human Capital**



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About Looking West 2008: The Looking West 2008 Survey is part of the Canada West Foundation's Going for Gold Project. The survey was administered by Probe Research between January 2 and February 8, 2008 from their Winnipeg call centre, DataProbe. A total of 4,000 residents were interviewed, with 1,000 from each of British Columbia, Alberta, Saskatchewan and Manitoba. One can say with 95 percent certainty that the results are within +/- 1.55 percentage points of what they would have been if the entire adult population of western Canada had been interviewed; for individual provinces, results are within +/- 3.1 percentage points. Looking West 2008 Survey topics include economic perceptions, policy priorities, trade, government and the economy, human capital, and climate change. The survey results were released in five segments between April and June 2008. A final report based on the results will be available by September 2008. Visit the Canada West Foundation website (www.cwf.ca) for more information.

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Introduction

When asked if they plan to move in the near future, the vast majority of western Canadians report that they are not going anywhere: 9 in 10 expect to be living in the same province in five years' time, and half of all western Canadians are not even willing to *consider* moving to another province for a better job. Western Canadians are even more resistant to the idea of moving to the United States (over 7 in 10 are unwilling to consider this) or to a country other than Canada or the US (almost 6 in 10 are unwilling to consider this idea). Young adults are more likely to say that they would consider moving both within Canada and to other countries.

Mobility expectations have changed over time, as has willingness to move. While in 2003, large numbers of Saskatchewan and Manitoba young adults expected to move out of province, this dropped significantly by 2008. Looking at the population as a whole, western Canadians are less willing now to consider moving to another province or to the United States for a better job than they were in 2001. This increased desire to “stay home” may reflect the positive current perceptions of the economy. (For more information on economic perceptions, please see *A Confident Time: Current Economic Perceptions of Western Canadians*, available at www.cwf.ca).

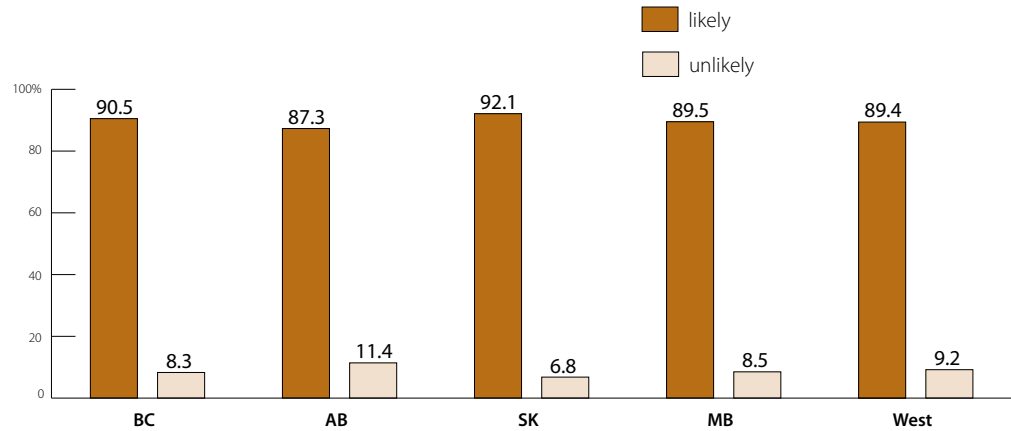
The results show that western Canadians are strongly supportive of increased funding to university and other post-secondary students, and view post-secondary funding as a priority. At the same time, less than half of all western Canadians feel that high school students are learning the skills necessary for workforce success.

The survey also finds that the majority of western Canadians believe that unions are necessary to protect workers' interests. BC residents are the most likely to hold this view.



Mobility

Figure 1: Likelihood of Living in Same Province in Five Years



	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
BC	80.7%	9.8%	3.4%	4.9%
AB	70.8	16.5	6.0	5.4
SK	79.3	12.8	3.8	3.0
MB	72.8	16.7	3.6	4.9
West	76.3	13.1	4.3	4.9

Survey question: "When you think of your life five years from now, how likely is it that you will still be living in [province]: very likely, somewhat likely, somewhat unlikely, or very unlikely?"

Relatively few western Canadians anticipate moving within the next five years: roughly 9 in 10 feel that it is likely that they will still be living in the same province in 2013, and three-quarters feel that it is *very likely* that they will be living in the same province. Looking just at the "very likely" category, provincial differences are seen: while 8 in 10 BC and Saskatchewan residents report that it is very likely that they will not move out of province, only 7 in 10 Alberta residents provide the same response—a difference of 10 percentage points.

Despite the high proportion of residents who think that they will stay in their current province, the fact that 1 in 10 think such a move is likely means that roughly one million westerners predict that they will move out of province in the next five years.

Mobility

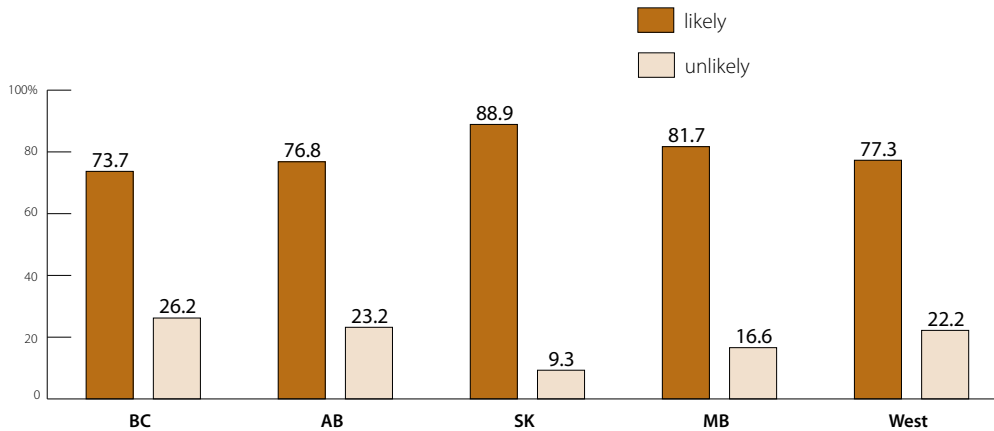
Most western Canadians say that they will be living in the same province in five years' time.



Mobility



Figure 2: Likelihood of Living in Same Province in Five Years, 18-24 Year Olds only



	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
BC	61.3%	12.4%	12.4%	13.8%
AB	51.9	24.9	12.7	10.5
SK	64.8	24.1	3.7	5.6
MB	51.7	30.0	3.3	13.3
West	57.2	20.1	10.5	11.7

Survey question: "When you think of your life five years from now, how likely is it that you will still be living in [province]: very likely, somewhat likely, somewhat unlikely, or very unlikely?"

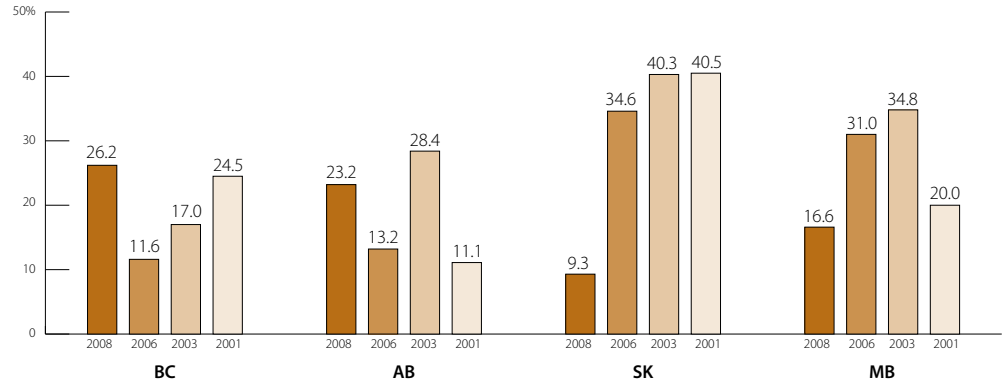
Mobility amongst younger adults is of particular interest, as the retention of young people is important for a province's labour force, tax base and, as young people are current and future parents of the next generation, population replacement. Over three-quarters of 18-24 year olds believe that they will be living in the same province in 2013; in BC and Saskatchewan, over 6 in 10 feel that it is *very likely* that they will be living in the same province. While roughly one-quarter of Alberta and BC young adults feel that it is *unlikely* that they will be in the same province in five years, this drops to 16.6% for Manitoba young adults, and below 10% for Saskatchewan young adults.

Mobility

Almost 9 in 10 Saskatchewan residents aged 18-24 believe that they will be living in Saskatchewan in five years' time

Mobility

Figure 3: Highly Unlikely + Somewhat Unlikely to be Living in Province Five Years from Now, 2001-2008—18-24 Year Olds



	2008		2006		2003		2001	
	Highly unlikely	Somewhat unlikely	Highly unlikely	Somewhat unlikely	Highly unlikely	Somewhat unlikely	Highly unlikely	Somewhat unlikely
BC	13.8%	12.4%	8.2%	3.4%	6.2%	10.8%	18.4%	6.1%
AB	10.5	12.7	5.7	7.5	20.3	8.1	7.8	3.9
SK	5.6	3.7	15.4	19.2	22.2	18.1	24.3	16.2
MB	13.3	3.3	13.8	17.2	24.2	10.6	14.0	6.0

Survey question: "When you think of your life five years from now, how likely is it that you will still be living in [province]: very likely, somewhat likely, somewhat unlikely, or very unlikely?"

The current mobility perceptions of young adults stand in stark contrast to perceptions over the past seven years. The strongest changes are seen in Saskatchewan: while 4 in 10 young adults in the 2001 and 2003 Looking West Surveys anticipated moving within five years, only 1 in 10 currently anticipate moving—a difference of over 30 percentage points. A similar trend is seen in Manitoba, where the difference between the highest mobility expectations (in 2003) and current expectations is 18 percentage points. In BC, current young adult mobility expectations have risen to exceed 2001 levels; mobility expectations are also on the rise in Alberta.

Mobility

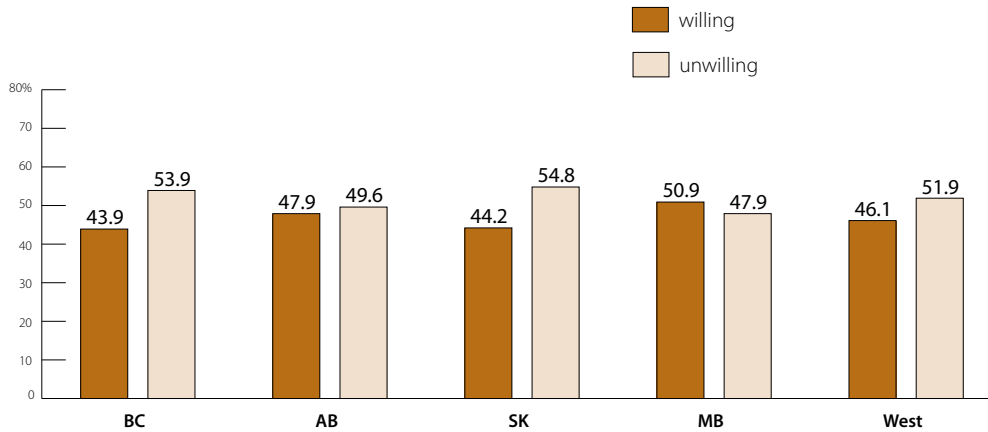
Young adult (18-24) mobility expectations have changed considerably since 2001.





Willingness to Move Within Canada

Figure 4: Willing to Move to Another Province for a Better Job



Willingness to Move Within Canada

One-half of western Canadians are not willing to move to another province for a better job.

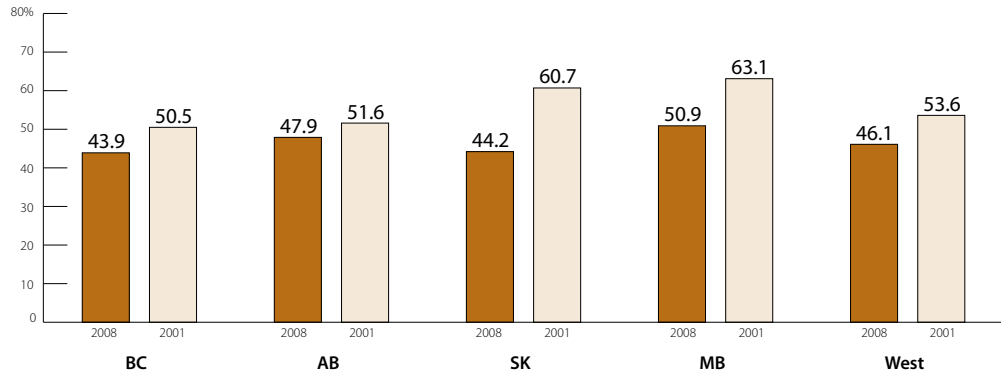
	Very willing	Somewhat willing	Not very willing	Not at all willing
BC	13.3%	30.6%	21.4%	32.5%
AB	18.8	29.1	17.8	31.8
SK	14.6	29.6	21.9	32.9
MB	16.8	34.1	19.9	28.0
West	15.7	30.4	20.1	31.8

Survey question: "If you were offered a better job than the one you have now, but in another Canadian province, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?" (Unemployed and student respondents were asked "If you were offered a job in another Canadian province, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?") Question was not asked of homemakers, retired respondents, and those who refused to specify their employment status. N = 2,952.

Western Canadians are divided on the idea of moving to another Canadian province for a better job: while 3 in 10 are *somewhat* willing to consider moving for a better job, the same proportion is *not at all* willing. Manitoba is the only province in which the percentage who are willing to consider such a move is greater than the percentage who are not willing, but the difference is within the survey's margin of error. Looking just at young adults, 73.1% of BC, 52.1% of Alberta, 64.2% of Saskatchewan, and 75.0% of Manitoba 18-24 year olds are very or somewhat willing to consider a move to another province. Manitoba 18-24 year olds are the most willing to consider a move to another province: over 3 in 10 Manitoba 18-24 year olds, and just over 2 in 10 BC, Alberta and Saskatchewan 18-24 year olds, are *very* willing to consider a move to another province for a better job.

Willingness to Move Within Canada

Figure 5: Willing to Move to Another Province for Better Job, 2001 and 2008



	2008		2001	
	Very willing	Somewhat willing	Very willing	Somewhat willing
BC	13.3%	30.6%	15.0%	35.5%
AB	18.8	29.1	16.3	35.3
SK	14.6	29.6	21.5	39.2
MB	16.8	34.1	21.8	41.3
West	15.7	30.4	17.0	36.6

Survey question: "If you were offered a better job than the one you have now, but in another Canadian province, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?" (Unemployed and student respondents were asked "If you were offered a job in another Canadian province, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?") Question was not asked of homemakers, retired respondents, and those who refused to specify their employment status. 2008 N = 2,952; 2001 N = 2,520.

Willingness to consider a move to another Canadian province has dropped since 2001. This is particularly seen in Saskatchewan and Manitoba: over 6 in 10 Saskatchewan and Manitoba residents were willing to consider moving to another province for a better job in the 2001 survey; this dropped to 5 in 10 for Manitoba and just over 4 in 10 for Saskatchewan in 2008.

Willingness to Move Within Canada

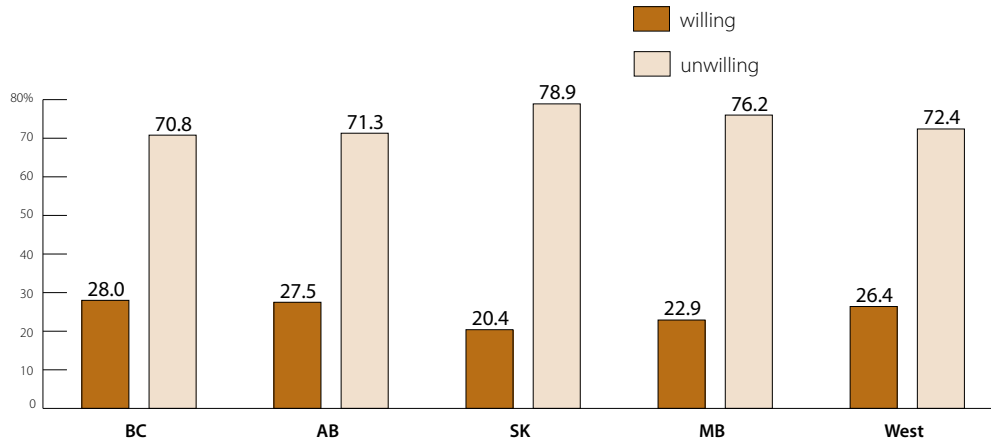
Western Canadians are less willing to consider a move to another province for a better job than they were in 2001.





Willingness to Move to the US

Figure 6: Willing to Move to the United States for a Better Job



	Very willing	Somewhat willing	Not very willing	Not at all willing
BC	7.0%	21.0%	15.8%	55.0%
AB	7.6	19.9	16.8	54.5
SK	5.9	14.5	17.2	61.7
MS	4.3	18.6	17.4	58.8
West	6.8	19.6	16.4	56.0

Survey question: "If you were offered a better job than the one you have now, but in the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?" (Unemployed and student respondents were asked "If you were offered a job in the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?") Question was not asked of homemakers, retired respondents, and those who refused to specify their employment status. N = 2,952.

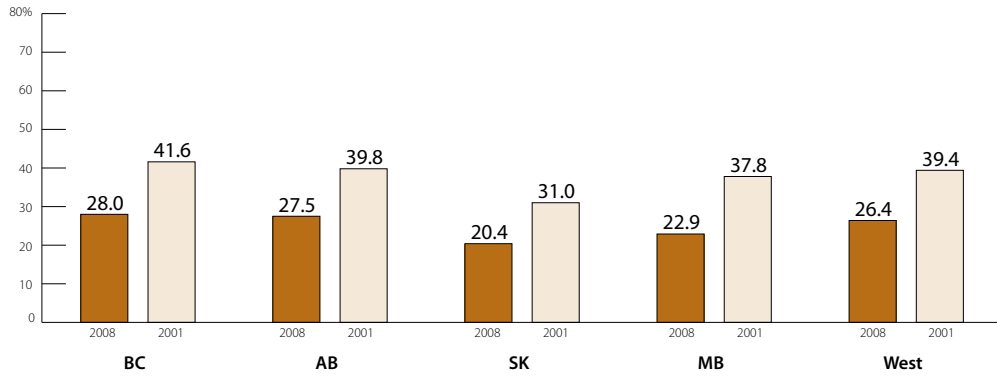
Over one-half of western Canadians, and 6 in 10 Saskatchewan residents, are not at all willing to consider a move to the United States for a better job. Just over one-quarter of western Canadians would be willing to consider such a move, with less than 1 in 10 are very willing. Looking at young adults, BC and Alberta residents are the most willing to consider a move south of the border: 39.4% of BC, 36.5% of Alberta, 22.6% of Saskatchewan, and 20.3% of Manitoba 18-24 year olds are very or somewhat willing to consider a move to the United States for a better job.

Willingness to Move to the US

BC and Alberta residents are the most willing, and Saskatchewan residents are the least willing, to consider a move to the United States for a better job.

Willingness to Move to the US

Figure 7: Willing to move to the United States for a Better Job, 2001 and 2008



	2008		2001	
	Very willing	Somewhat willing	Very willing	Somewhat willing
BC	7.0%	21.0%	16.6%	25.0%
AB	7.6	19.9	13.9	25.9
SK	5.9	14.5	9.7	21.3
MB	4.3	18.6	14.5	23.3
West	6.8	19.6	14.7	24.7

Survey question: "If you were offered a better job than the one you have now, but in the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?" (Unemployed and student respondents were asked "If you were offered a job in the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?") Question was not asked of homemakers, retired respondents, and those who refused to specify their employment status. 2008 N = 2,952; 2001 N = 2,520.

Western Canadians' willingness to consider a move to the United States for a better job is considerably lower in 2008 than it was in 2001, when almost 4 in 10 were willing to consider such a move. For the West as a whole, the difference between 2001 and 2008 willingness is 13 percentage points.

Willingness to Move to the US

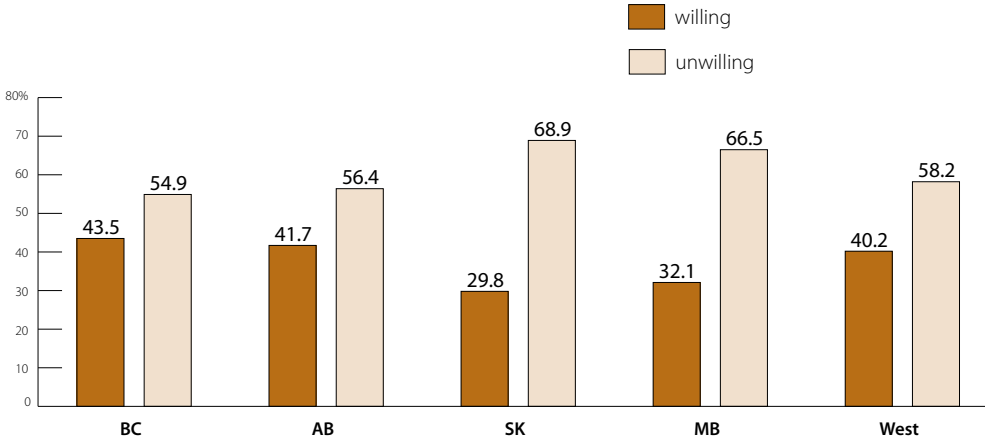
Across the West, willingness to consider a move to the United States for a better job has dropped since 2001.





Willingness to Move to Another Country

Figure 8: Willing to Move to a Country Other than Canada or the United States for a Better Job



	Very willing	Somewhat willing	Not very willing	Not at all willing
BC	8.6%	34.9%	17.0%	37.9%
AB	11.2	30.5	15.5	40.9
SK	7.0	22.8	14.9	54.0
MB	5.5	26.6	18.8	47.7
West	9.0	31.2	16.5	41.7

Survey question: "If you were offered a better job than the one you have now, but in a country other than Canada or the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?" (Unemployed and student respondents were asked "If you were offered a job in a country other than Canada or the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?") Question was not asked of homemakers, retired respondents, and those who refused to specify their employment status. N = 2,952.

Many western Canadians would consider moving to another country for a better job. Willingness is highest in BC and Alberta, and lowest in Saskatchewan; indeed, one-half of Saskatchewan residents state that they are not at all willing to consider such a move. Among 18-24 year olds, BC residents are the most willing to consider such a move: 62.4% of BC, 59.2% of Alberta, 39.6% of Saskatchewan and 46.7% of Manitoba 18-24 year olds are very or somewhat willing to consider a move to a country other than Canada or the United States for a better job. (This question was not asked in the Looking West 2001 Survey, so comparative 2001 data are not available.)

Willingness to Move to Another Country

Over 4 in 10 Alberta and BC residents, and 3 in 10 Manitoba and Saskatchewan residents, would consider moving to a country other than Canada or the US for a better job.



Willingness to Move

Figure 9: Willingness to Move for a Better Job, Various Locations

	Willing to move within Canada	Willing to move to the United States	Willing to move to another country
BC	43.9%	28.0%	43.5%
AB	47.9	27.5	41.7
SK	44.2	20.4	29.8
MB	50.9	22.9	32.1
West	46.1	26.4	40.2

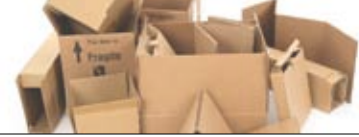
Survey questions: "If you were offered a better job than the one you have now, but in another Canadian province/the United States/a country other than Canada or the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?" (Unemployed and student respondents were asked "If you were offered a job in another Canadian province/the United States/a country other than Canada or the United States, would you be very willing to move, somewhat willing, not very willing, or not at all willing to consider moving to take the job?") Question was not asked of homemakers, retired respondents, and those who refused to specify their employment status. N = 2,952.

It is interesting to note that western Canadians are more willing—by a considerable margin—to consider moving to a country other than Canada and the US for a better job than they are to consider moving to the United States for a better job. BC residents are as willing to consider a move to another country as they are to consider a move to another province within Canada. For the three prairie provinces, residents are most willing to consider a move to another province, less willing to consider a move to another country, and are least willing to consider a move to the United States.

Willingness to Move

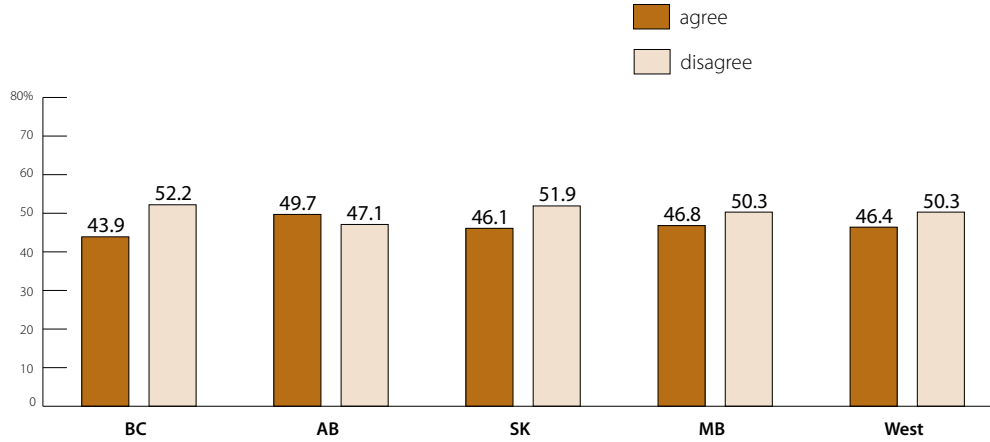
Western Canadians are more willing to consider moving to another country than to the United States for a better job.





High School Employment Preparedness

Figure 10: Canadian High School Students are Learning Skills Needed for Workforce



	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
BC	15.5%	28.4%	31.8%	20.4%
AB	15.3	34.4	27.1	20.0
SK	11.8	34.3	28.8	23.1
MB	13.1	33.7	27.8	22.5
West	14.8	31.6	29.5	20.8

Survey question: "Canada's high school students are learning the skills they need to succeed in the workforce." (agree/disagree)

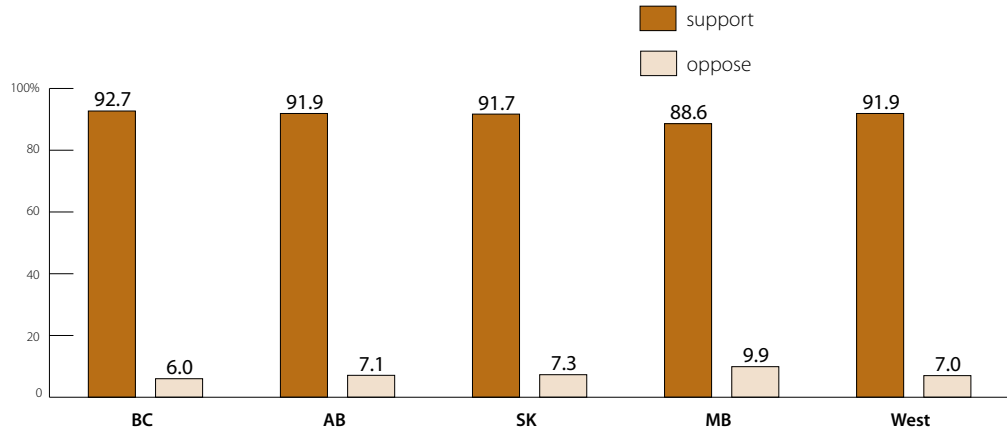
In all provinces except Alberta, western Canadians are slightly more likely to disagree than to agree that Canadian high school students are learning the skills necessary for workforce success.

High School Employment Preparedness

Half of western Canadians feel that Canadian high school students are not learning the skills necessary to succeed in the workforce.

Post-Secondary Education

Figure 11: Support Increased Government Funding for Post-Secondary Students



Post-Secondary Education

Over 9 in 10 western Canadians support increased government funding for post-secondary students.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
BC	53.9%	38.8%	4.7%	1.3%
AB	56.5	35.4	5.1	2.0
SK	51.6	40.1	4.8	2.5
MB	47.8	40.8	7.4	2.5
West	53.8	38.1	5.2	1.8

Survey question: "Governments often take steps to promote the economy. Please indicate if you strongly support, somewhat support, somewhat oppose or strongly oppose the following government actions... providing more funding for university, college and trade school students."

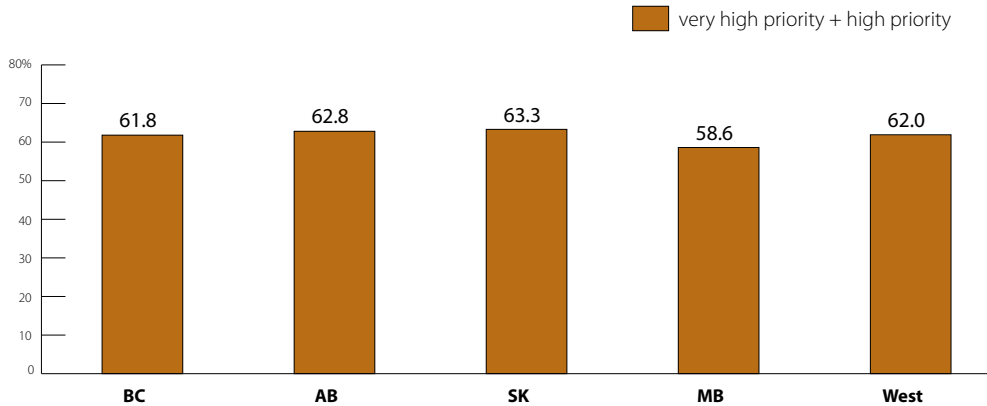
Western Canadians are very supportive of increased government funding for post-secondary students, with 9 in 10 supporting—and one-half *strongly* supporting—such action.



Post-Secondary Education



Figure 12: Priority of Investing More in Universities and Colleges



	Very high priority	High priority	Moderate priority	Low priority	Very low priority
BC	32.2%	29.5%	27.9%	6.3%	3.1%
AB	33.3	29.5	28.0	6.1	2.6
SK	29.9	33.4	26.7	6.2	3.0
MB	31.7	26.9	30.3	5.7	4.4
West	32.3	29.6	28.1	6.2	3.1

Survey question: "I am now going to ask you some questions about the importance of a few specific public policy issues. Using a scale of 1 to 5, with 1 meaning it is a very low priority for you, 3 meaning it is a medium priority, and 5 meaning it is a very high priority for you, please rate each of the following:... investing more in universities and colleges."

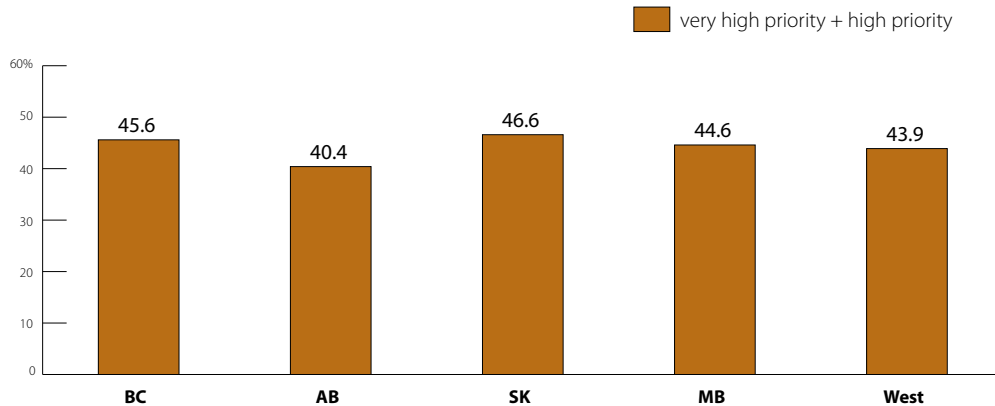
Of the fifteen public policy areas that Looking West 2008 Survey respondents were asked to prioritize, post-secondary education funding received the fifth largest number of very high/high priority ratings, placing it behind health care, the environment, poverty and greenhouse gas emissions, but ahead of tax cuts, transportation infrastructure, and a number of other issues.

Post-Secondary Education

6 in 10 western Canadians feel increased post-secondary funding is a very high/high priority.

Aboriginal Employment Opportunities

Figure 13: Priority of Creating More Aboriginal Employment Opportunities



Aboriginal Employment Opportunities

Over 4 in 10 western Canadians consider increasing Aboriginal employment opportunities to be a very high/high priority.

	Very high priority	High priority	Moderate priority	Low priority	Very low priority
BC	21.2%	24.4%	33.1%	12.3%	7.7%
AB	18.6	21.8	33.0	14.7	10.5
SK	23.4	23.2	31.9	11.0	9.7
MB	22.3	22.3	34.7	8.6	11.2
West	20.7	23.2	33.2	12.5	9.3

Survey question: "I am now going to ask you some questions about the importance of a few specific public policy issues. Using a scale of 1 to 5, with 1 meaning it is a very low priority for you, 3 meaning it is a medium priority, and 5 meaning it is a very high priority for you, please rate each of the following: ... creating more employment opportunities for Aboriginal people."

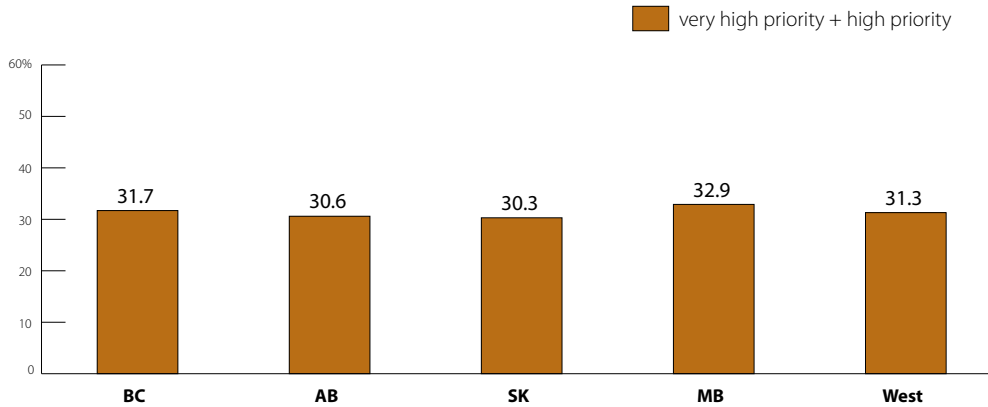
Of the fifteen public policy areas that Looking West 2008 Survey respondents were asked to prioritize, creating more employment opportunities for Aboriginal people received the 11th largest number of very high/high priority ratings, with 4 in 10 rating this to be a very high/high priority, and one-third rating it a moderate priority. Alberta residents are slightly less likely to rate Aboriginal employment opportunities as a very high/high priority.





Foreign Skilled Workers

Figure 14: Priority of Attracting More Skilled Workers from Other Countries



	Very high priority	High priority	Moderate priority	Low priority	Very low priority
BC	12.7%	19.0%	35.0%	18.6%	13.3%
AB	11.8	18.8	35.5	18.1	15.0
SK	15.0	15.3	37.6	17.5	13.8
MB	13.5	19.4	37.1	16.2	13.3
West	12.7	18.6	35.7	18.1	13.9

Survey question: "I am now going to ask you some questions about the importance of a few specific public policy issues. Using a scale of 1 to 5, with 1 meaning it is a very low priority for you, 3 meaning it is a medium priority, and 5 meaning it is a very high priority for you, please rate each of the following: ... attracting more skilled workers from other countries."

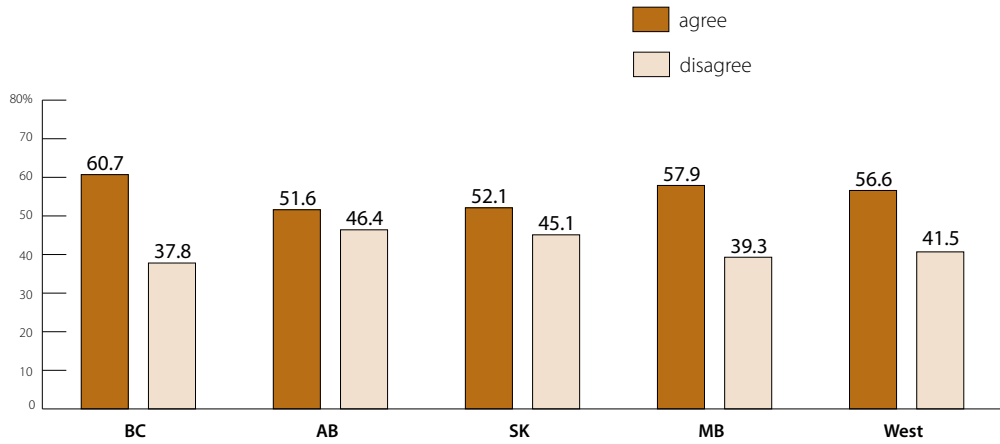
Of the fifteen public policy areas that Looking West 2008 Survey respondents were asked to prioritize, attracting more skilled workers from other countries received the 12th largest number of very high/high priority ratings. In total, 3 in 10 rate this as a very high/high priority area, while one-third rate it to be a moderate priority.

Foreign Skilled Workers

3 in 10 western Canadians feel that attracting foreign workers is a very high/high priority.

Unions

Figure 15: Workers Need Unions to Protect Their Interests



	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
BC	26.5	34.2	22.3	15.5
AB	18.4	33.2	22.1	24.3
SK	18.8	33.3	24.3	20.8
MB	23.9	34.0	20.8	18.5
West	22.8	33.8	22.2	19.3

Survey question: "Workers need unions to protect their interests." (agree/disagree)

BC residents are the most likely to agree that unions are necessary to protect workers, with 6 in 10 agreeing and over one-quarter *strongly* agreeing. Manitoba residents are close to BC residents in their views, with almost one-quarter strongly agreeing and almost 6 in 10 agreeing. While Alberta and Saskatchewan residents are less likely to strongly agree, half agree that unions are necessary.

Unions

The majority of western Canadians feel unions are necessary to protect workers' interests.



Conclusion

In recent years, business groups and analysts alike have expressed concern about western Canada's present and future human capital. Ensuring sufficient human capital in the years ahead will require retaining current residents (particularly young adults), ensuring that these residents have the training and skills needed, more fully engaging the Aboriginal population in the labour market, and attracting foreign workers.

The Looking West 2008 Survey results tell us that the vast majority of western Canadians do not anticipate moving out of their current province in the next five years. Younger adults are, as expected, more likely to anticipate moving, but even among 18-24 years, over three-quarters anticipate staying in their current province. Mobility expectations fluctuate with perceived economic opportunities, and it is striking to see the change in Saskatchewan and Manitoba youth mobility expectations since 2001. For each province, the ability to retain young adults will depend on economic opportunities and quality of life.

Given that half of all western Canadians feel that high school students are *not* learning the skills necessary for the workforce, it is not surprising to see that there is very strong support for funding for post-secondary students, and that 6 in 10 feel that post-secondary education funding is a very high or high priority. As the West shifts even more toward a knowledge-based economy, in which both resource-based and other industries rely on increased expertise, the emphasis placed on advanced education and training will likely continue in the years ahead.

It is interesting to note, however, that western Canadians place less priority on issues of Aboriginal employment and attracting foreign workers. As noted in *Strategic Investments: Western Canadian Attitudes About Government and the Economy* (available at www.cwf.ca), western Canadians favour "strategic investment" policies, such as funding for post-secondary education, transportation infrastructure, and science and technology, over public policies aimed at increasing labour supply. Concerns about human capital have yet to emerge as broad-based public concerns.



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In 1970, the One Prairie Province Conference was held in Lethbridge, Alberta. Sponsored by the University of Lethbridge and the Lethbridge Herald, the conference received considerable attention from concerned citizens and community leaders. The consensus at the time was that research on the West (including BC and the Canadian North) should be expanded by a new organization. To fill this need, the Canada West Foundation was created under letters patent on December 31, 1970. Since that time, the Canada West Foundation has established itself as one of Canada's premier research institutes. Non-partisan, accessible research and active citizen engagement are hallmarks of the Foundation's past, present and future endeavours. These efforts are rooted in the belief that a strong West makes for a strong Canada.

More information can be found at www.cwf.ca.

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