

Looking West 2004

Survey Methodology

Looking West 2004 is a random sample telephone survey of western Canadians and Ontarians 18 years of age or older. On behalf of the Canada West Foundation, Western Opinion Research administered the survey between January 7 and February 5, 2004 out of their Winnipeg, Manitoba call centre. It should be noted that the survey data collection was completed prior to the sponsorship scandal, which has been reported widely in the media as negatively influencing attitudes toward the federal government.

To allow for statistically significant analyses of each province, as well as the West as a whole, a relatively large sample was used. A total of 4,000 residents were interviewed by telephone across British Columbia, Alberta, Saskatchewan, Manitoba and Ontario. The provincial breakdown is as follows:

PROVINCE	TOTAL N	MARGIN OF ERROR +/-95 times out of 100
British Columbia	800	3.46%
Alberta	800	3.46%
Saskatchewan	800	3.46%
Manitoba	800	3.46%
Western Canada	3,200	1.73%
Ontario	800	3.46%

In the presentation of aggregate western Canadian regional data, a weighting adjustment factor was applied to match each province's sample weight to its portion of the regional population 18 years of age and over. The Ontario data were not subjected to a weighting factor. Because non-responses ("don't know/refused") are not reported in the tables or text, the displayed figures will not always add up to 100%.

Some survey questions replicate questions asked in the Looking West 2001 and/or Looking West 2003 surveys. For a complete overview of those surveys, please see Loleen Berdahl, *Looking West: A Survey of Western Canadians* (Calgary: Canada West Foundation, 2001) and Loleen Berdahl, *Looking West 2003: A Survey of Western Canadians* (Calgary: Canada West Foundation, 2003).