

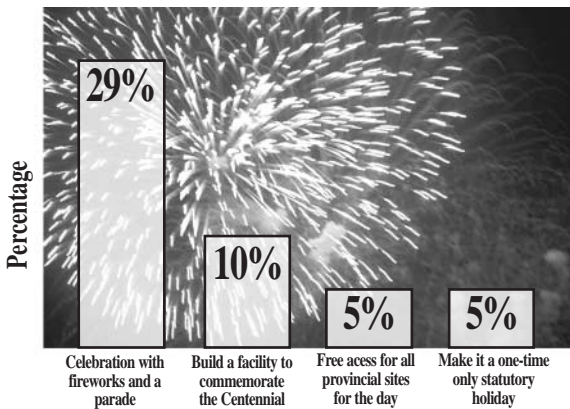


Poll STATION

With Linda Banister

On September 1st of this year, Alberta will celebrate its 100th birthday. As anticipation for the celebration grows across the province, the *Poll Station* asked Edmontonians what they thought of Alberta's upcoming Centennial and what should be done to commemorate it.

HOW SHOULD ALBERTA CELEBRATE ITS 100TH BIRTHDAY?



To begin, respondents were asked if they were aware that Alberta is celebrating its Centennial in 2005. The majority of respondents (81 percent) indicated they were aware of the upcoming Centennial, while 19 percent were not. When asked if the province should do anything to commemorate this anniversary, 84 percent felt that something should be done, while 10 percent said nothing should be done and six percent were unsure.

Of those respondents who felt the province should do something to celebrate, more than one-quarter (29 percent) felt that a big celebration with fireworks and a parade was in order. Other ways to commemorate the Centennial included building a facility such as a sports centre or library for all citizens to use (10 percent), having free access to all provincial sites for the day (five percent), and having a day off (five percent). Those who did not want to commemorate the event felt it would be a waste of taxpayers' money (50 percent), and that 100 years is not a significant enough anniversary (20 percent).

SHOULD THERE BE A SPECIAL EVENT?

Respondents were then asked, specifically, if they thought there should be a special event the day of the birthday. Eighty-seven percent felt there should be a special event, while nine percent did not. Ideas for the event included having a fireworks display (21 percent), having a party or festival (10 percent), having a concert (six percent), and having a parade (six percent).

WHAT WAS ALBERTA'S MOST MEMORABLE EVENT?

Next, respondents were asked what they felt was the most memorable event in Alberta in the past 100 years. Respondents most frequently cited the discovery of oil in the province (nine percent). Other responses included the 1987 tornado (eight percent), the Oilers' dynasty (four percent), and giving women the right to vote (four percent).

WHO MADE THE MOST SIGNIFICANT CONTRIBUTION?

When asked which Albertan they thought had the most significant contribution to the province, Peter Lougheed was the most frequently mentioned (seven percent). Other Albertans cited included Lois Hole (six percent), and Ralph Klein (six percent).

WHAT IS YOUR ONE WISH FOR ALBERTA IN THE NEXT 100 YEARS?

Lastly, respondents were asked what would be their one wish for the province in the next 100 years. Continued economic prosperity and a long life for the oil industry were the most frequent responses, with 12 percent of respondents mentioning each. A change in provincial politics (11 percent), and a better health care and education system (11 percent) were also cited.

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓

Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at lbanner@edmontonians.com For further information on the firm visit banister.ab.ca.