

About Looking West 2001

The Canada West Foundation grants researchers and students permission to use the Looking West 2001 dataset for personal, research or classroom use without fee and without formal request, provided that it is properly identified as the “Canada West Foundation- University of Calgary Research Unit for the Study of Civil Society (RUSCS) Looking West 2001 Survey.” This dataset may not be used for profit or commercial advantage.

The Canada West Foundation would appreciate notification of any publication of Looking West data. Please email this information to cwf@cwf.ca.

Survey Design and Topics

The survey questionnaire was designed by Dr. Loleen Berdahl with the assistance of Dr. Roger Gibbins and Robert Roach (Canada West Foundation). Dr. Andrew Parkin (Centre for Research and Information on Canada), Dr. Shawn Henry (Environics West), Dr. Matthew Mendelsohn (Queens University) and Tracey Raney (University of Calgary) also provided input and suggestions to the survey questionnaire.

Topics examined in the survey include: political identity; western alienation; western separatism; balance of powers (federal, provincial, municipal); institutional reform (Senate, electoral system, referendum); provincial and personal future expectations; mobility; immigration; Aboriginal issues; retirement planning; globalization; post-secondary education; internet usage; and arts and culture attendance. The survey also include five policy priority questions: taxes, public education; high-tech; global profile of cities; and economic ties with the US. The battery of policy priority questions include: lowering taxes; investing in our system of public education; attracting high-tech business to the region; increasing the global profile of western Canadian cities; and promoting closer economic ties with the United States.

Demographic variables include: province; gender; education; income; employment status; year of birth; party vote in 2000 federal election; party vote in most recent provincial election; and urban size (rural/smaller centre; CA; CMA).

Questions about the survey design and/or methodology can be directed to Berdahl@cwf.ca

Survey Methodology

The Looking West 2001 Survey is based on a random sample telephone survey of western Canadians 18 years of age or older. Accord Research administered the survey to 3,256 respondents between January and March 2001 on behalf of the Canada West Foundation and the University of Calgary Research Unit for the Study of Civil Society (RUSCS).

To allow for statistically significant analyses of each western province, as well as the West as a whole, a relatively large sample was used for each province. A total of 3,256 residents were interviewed by telephone across British Columbia, Alberta, Saskatchewan and Manitoba. The provincial breakdown is as follows:

Province	Total N	Margin of Error +/- 95 times out of 100
British Columbia	812	3.46%
Alberta	814	3.46%
Saskatchewan	813	3.46%
Manitoba	817	3.46%
Western Canada	3,256	1.73%

The dataset includes a weighting adjustment factor to match each province's sample weight to its portion of the regional population 18 years of age and over.

Questions C1, C2, C3, F1 and F2 replicate Centre for Research and Information on Canada (CRIC) survey questions used in studies of Quebec and Canada.

Survey Funding

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