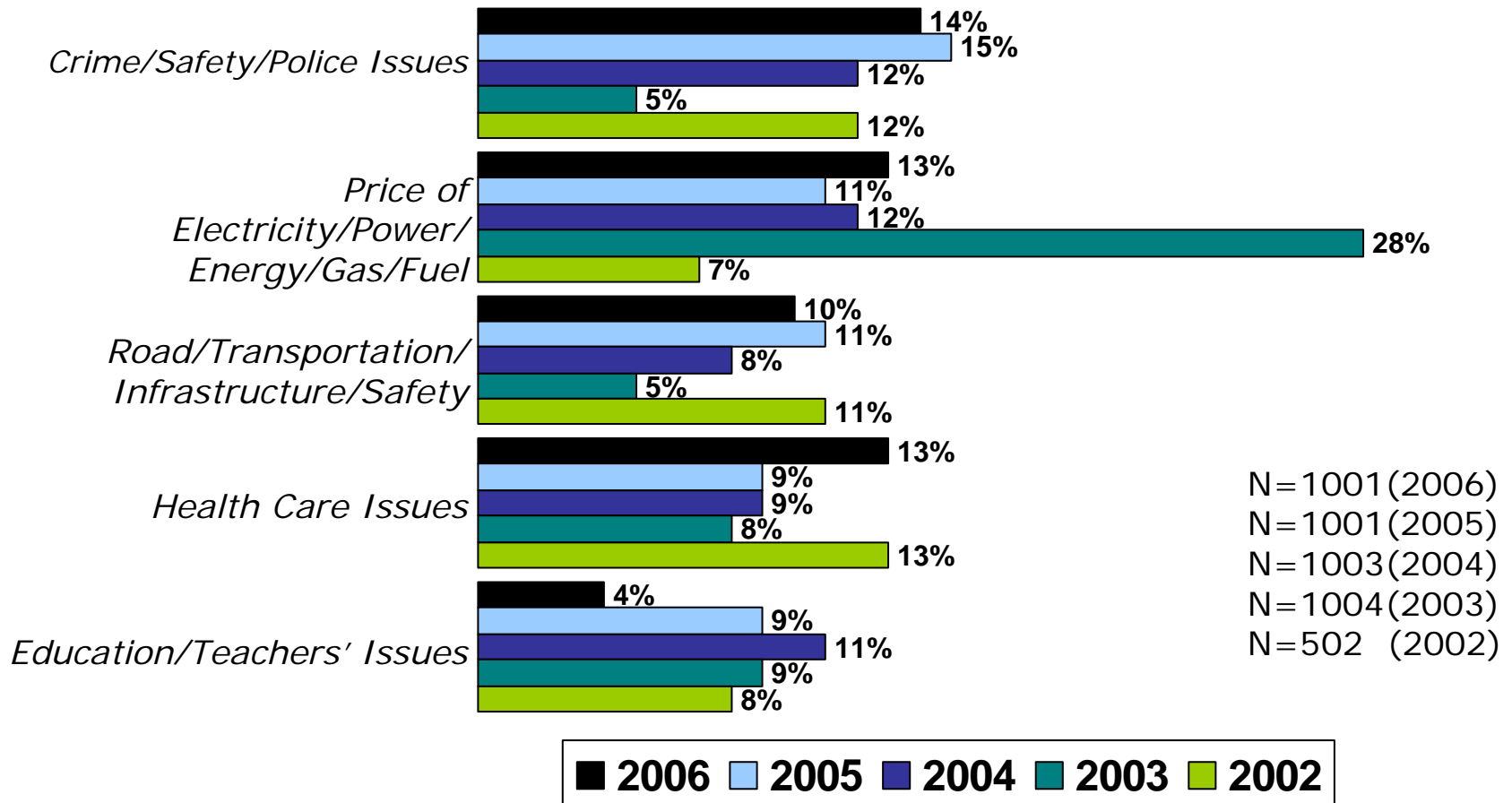


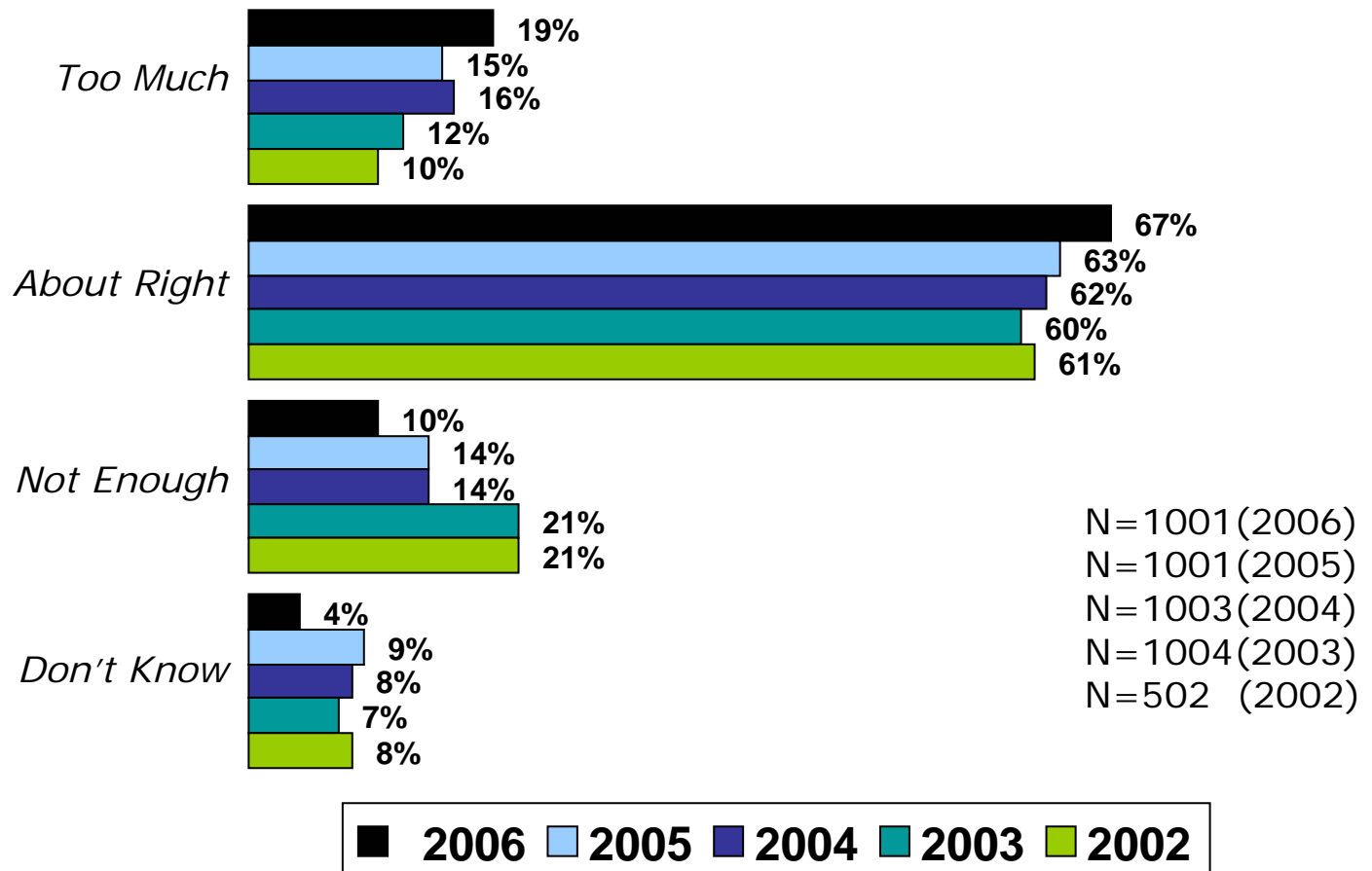
EUB findings from a survey of Albertans

- **20-minute telephone survey of 1001 Albertans;**
- **data collection occurred in the second and third weeks of February 2006;**
- **overall margin of error of +/-3.1%, at a 95% confidence interval;**
- **500 interviews in northern Alberta and 501 interviews in southern Alberta;**
- **401 interviews with rural Albertans and 600 with urban Albertans;**
- **Results based on the sub sample of respondents familiar with the EUB (n=478) are accurate within +/- 4.6%, 19 times out of 20.**
- **Fifth year of research, 2002-2006**

First, thinking about the issues facing your community, what is the ONE issue that concerns you most? [UNPROMPTED]

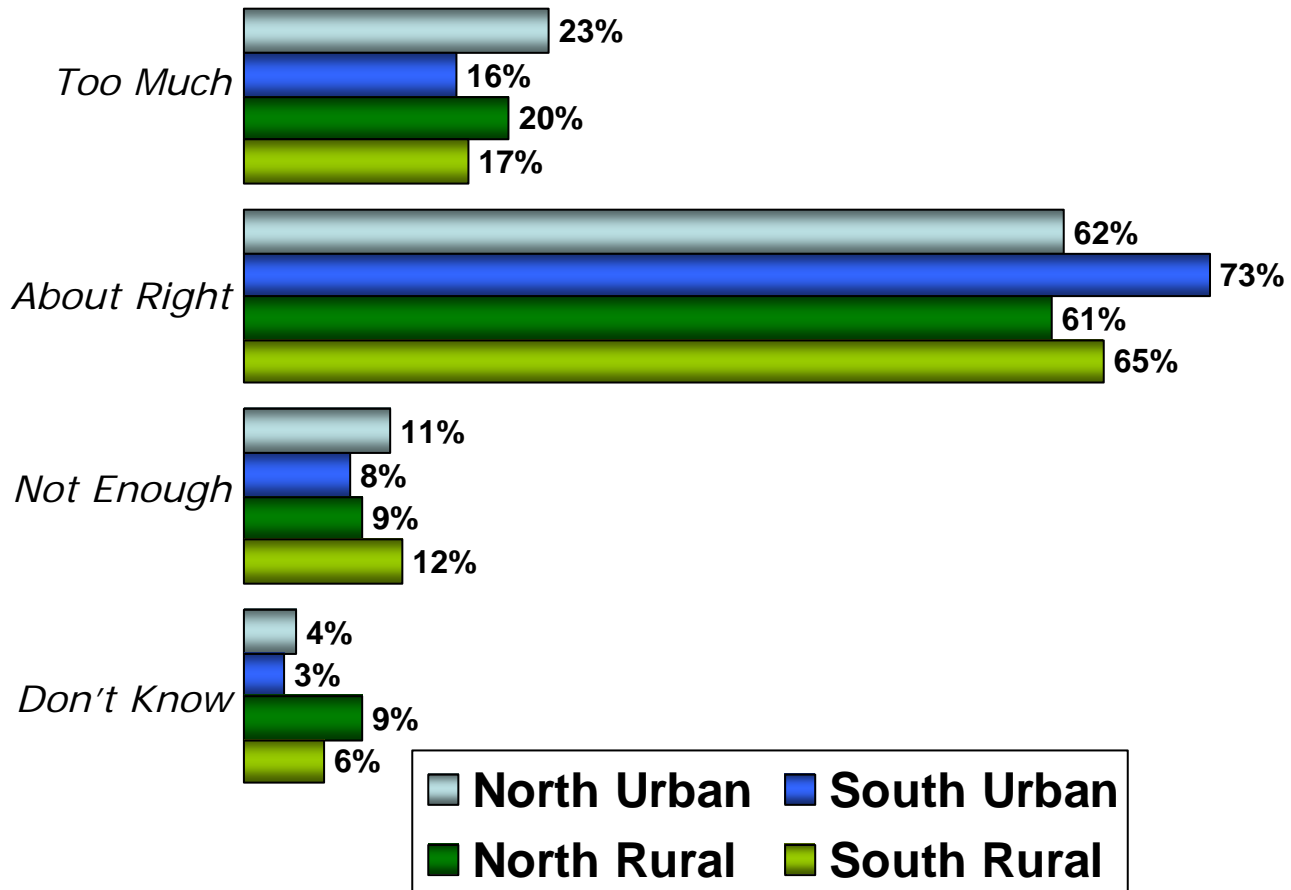


Thinking about the amount of oil and gas activity in the province ... generally, would you say there is too much oil and gas development, not enough development or about the right amount of oil and gas development in the province?



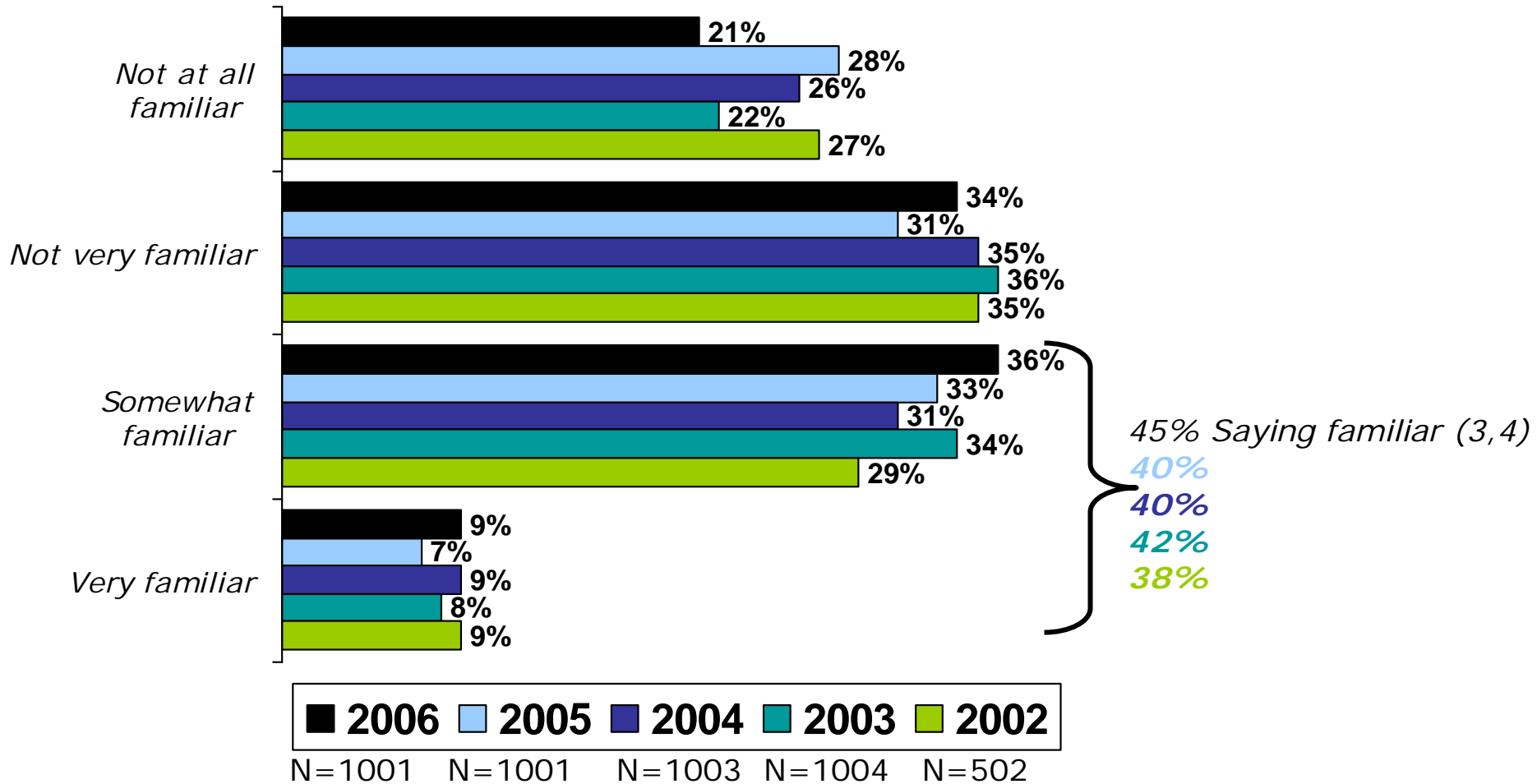
Thinking about the amount of oil and gas activity in the province ... generally, would you say there is too much oil and gas development, not enough development or about the right amount of oil and gas development in the province?

(Somewhat or very familiar with the EUB)



- **Vast majority of Albertans continue to say there is the right amount of energy development in the province.**
 - The majority of Albertans (67%) continue to say there is “about the right amount” of oil and gas development in the province. This represents a marginal 6% increase from 2002.
- **However, there has been a steady increase over the past five years in those who feel there is too much oil and gas development in the province.**
 - About two in ten Albertans believe there is “too much” oil and gas development as opposed to 15% in 2005 and 10% in 2002.
 - Only 10% of Albertans believe that there has not been enough energy development in 2006, down from 21% in 2002 and 2003.

How familiar would you say you are with the Alberta Energy and Utilities Board or the EUB? Would you say you are ?

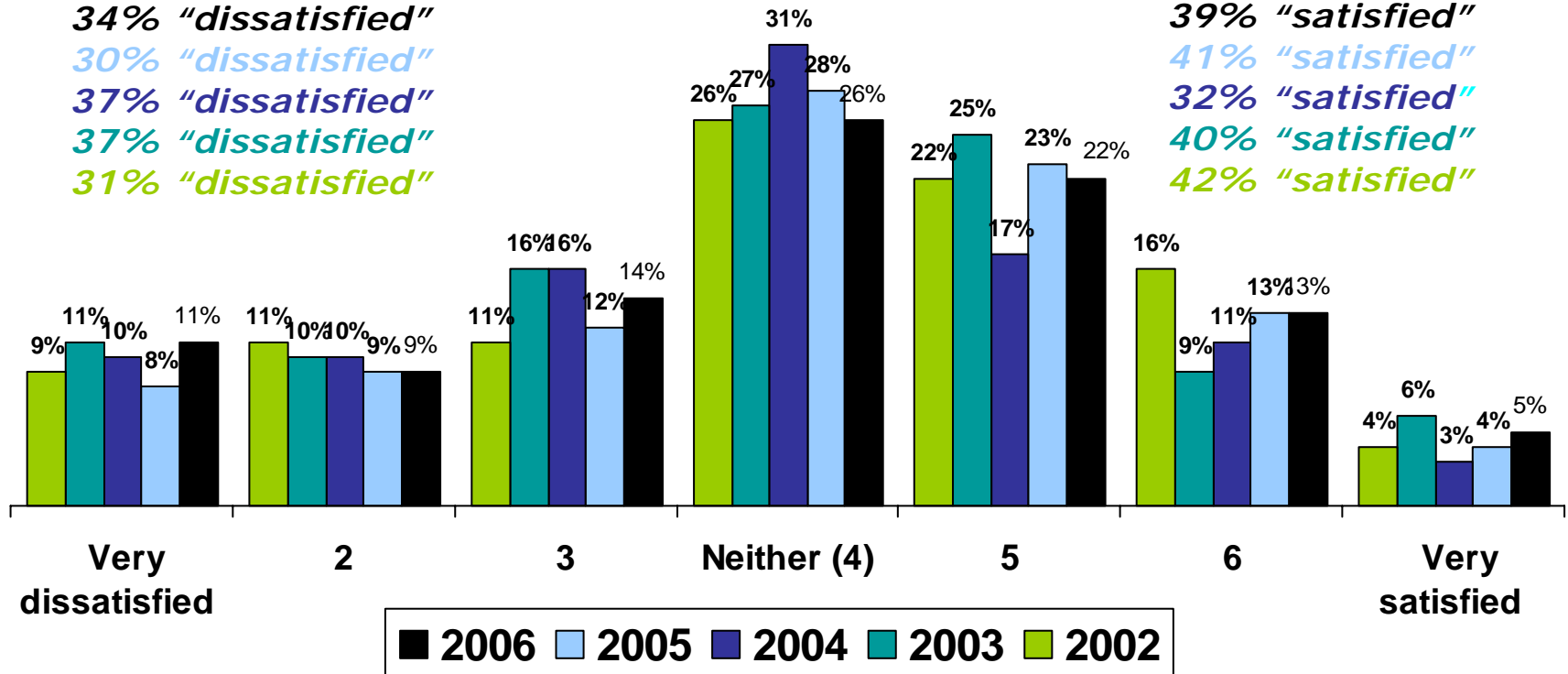


- **Awareness/ familiarity at all time high**
 - **Almost half (45%) of Albertans say they are familiar with the EUB. This represents the highest level of familiarity since the survey tracking began in 2002.**
 - **Familiarity with the EUB is highest among people with household incomes of \$80,000 or more (53%), people with university education (50%) and men (49%).**
 - **Familiarity with the EUB is about the same across the province: 45% in the North; 46% in the South and 45% in urban areas; 46% in rural areas.**

As you may know, the EUB's mandate is to ensure that the discovery, development and delivery of Alberta's resources, takes place in a manner that is fair, responsible and in the public interest. The EUB monitors energy and utility companies to make sure they are meeting industry regulations and standards. Keeping this in mind, overall, how satisfied are you with the performance of the EUB? (Somewhat or very familiar with the EUB)

34% "dissatisfied"
30% "dissatisfied"
37% "dissatisfied"
37% "dissatisfied"
31% "dissatisfied"

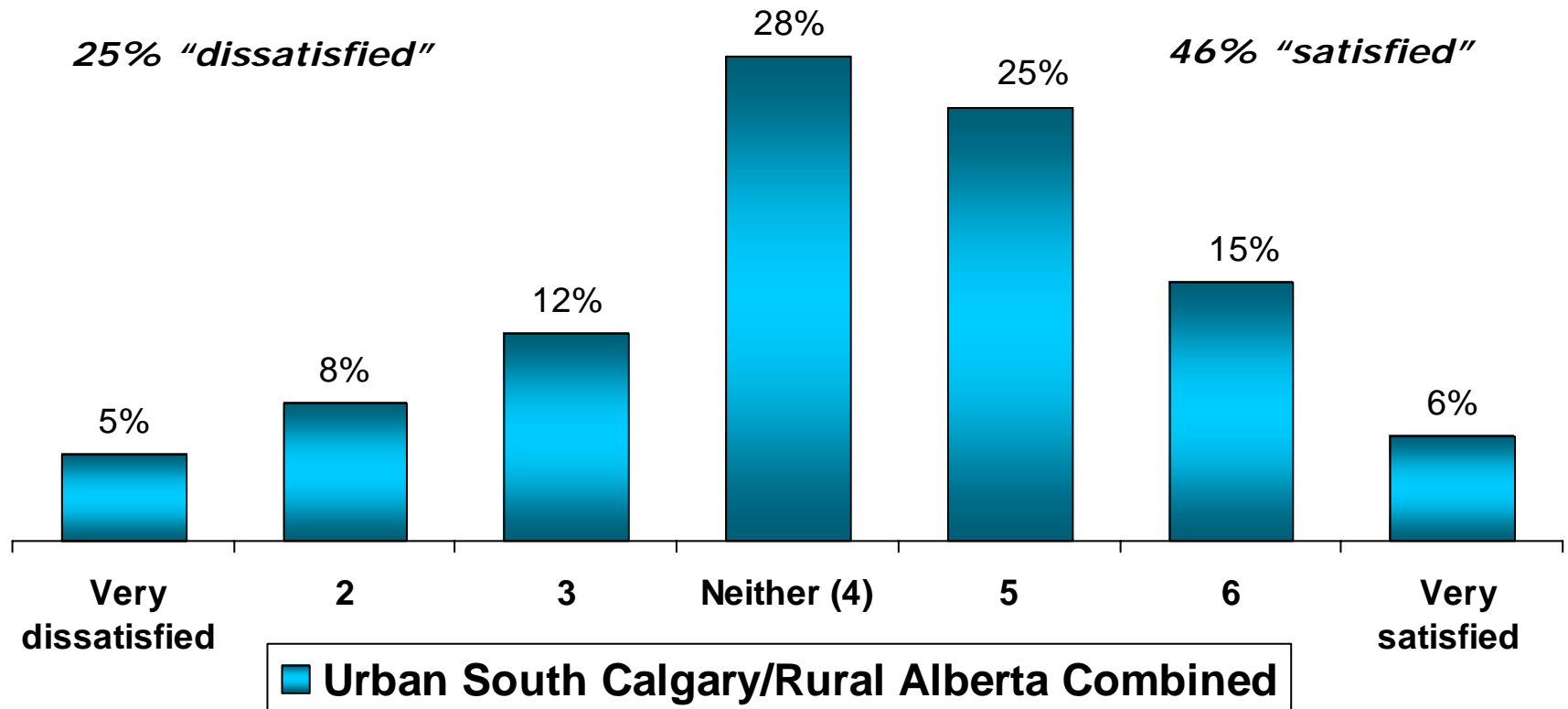
39% "satisfied"
41% "satisfied"
32% "satisfied"
40% "satisfied"
42% "satisfied"



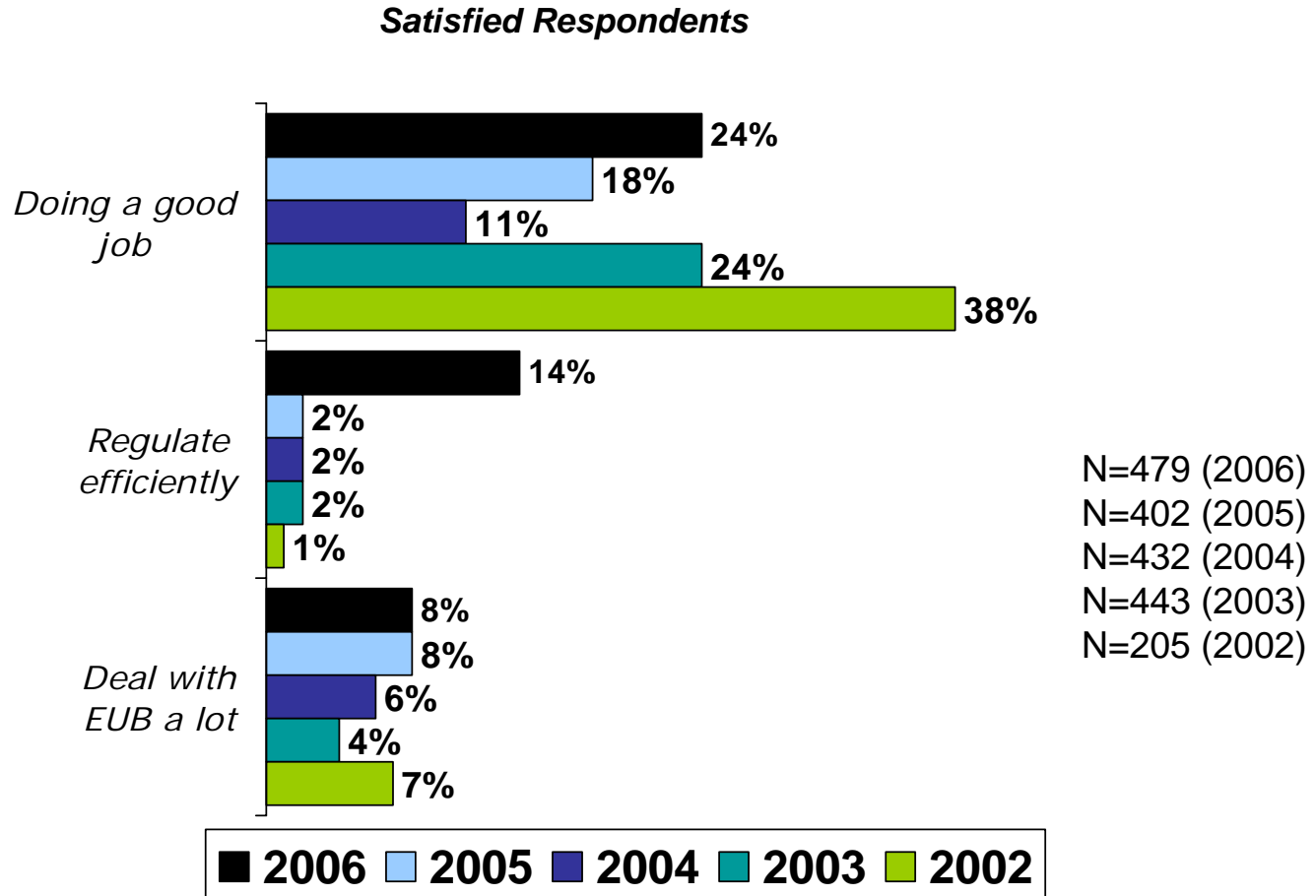
■ 2006 ■ 2005 ■ 2004 ■ 2003 ■ 2002

N=478 N=402 N=432 N=443 N=205

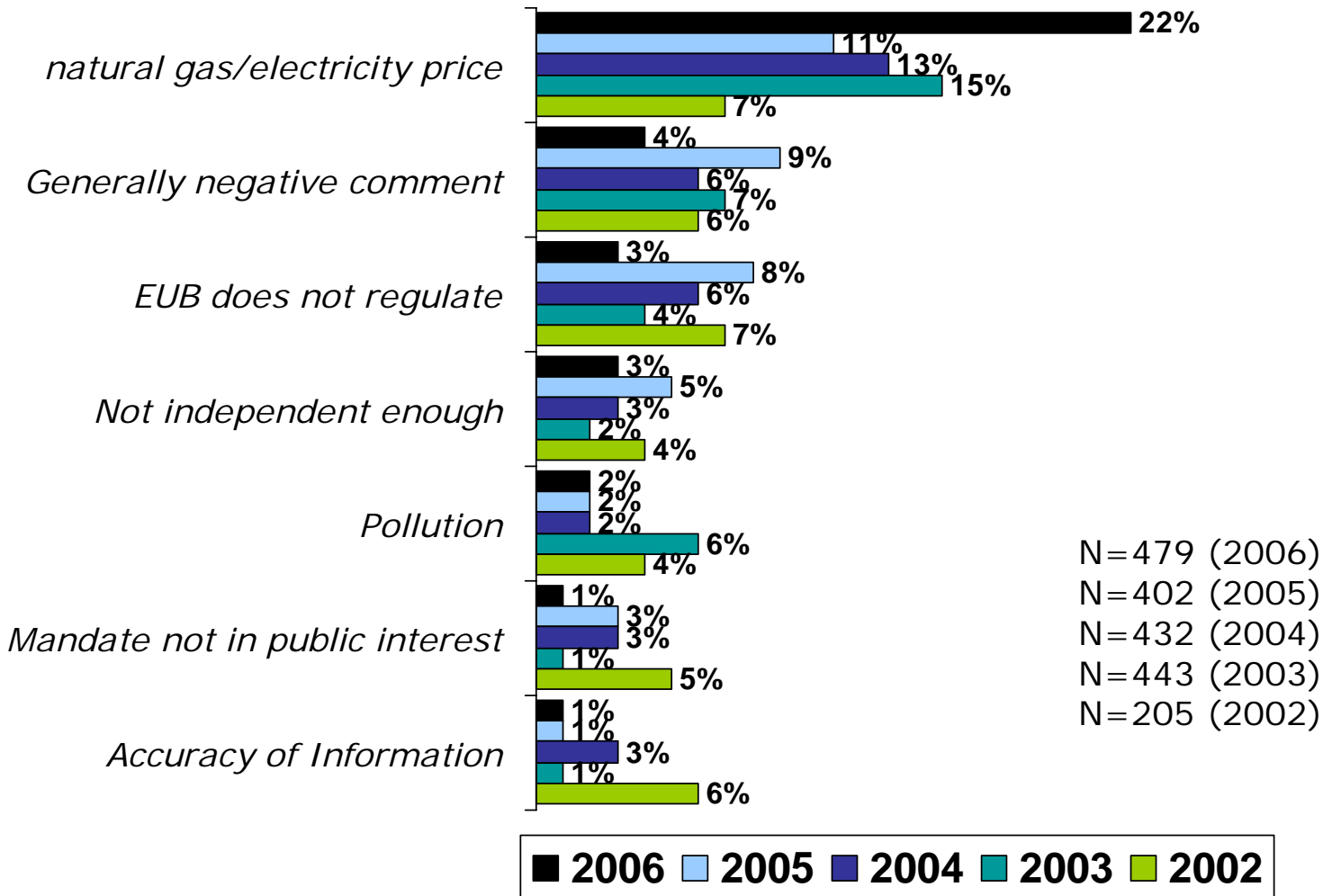
As you may know, the EUB's mandate is to ensure that the discovery, development and delivery of Alberta's resources, takes place in a manner that is fair, responsible and in the public interest. The EUB monitors energy and utility companies to make sure they are meeting industry regulations and standards. Keeping this in mind, overall, how satisfied are you with the performance of the EUB? (Somewhat or very familiar with the EUB)



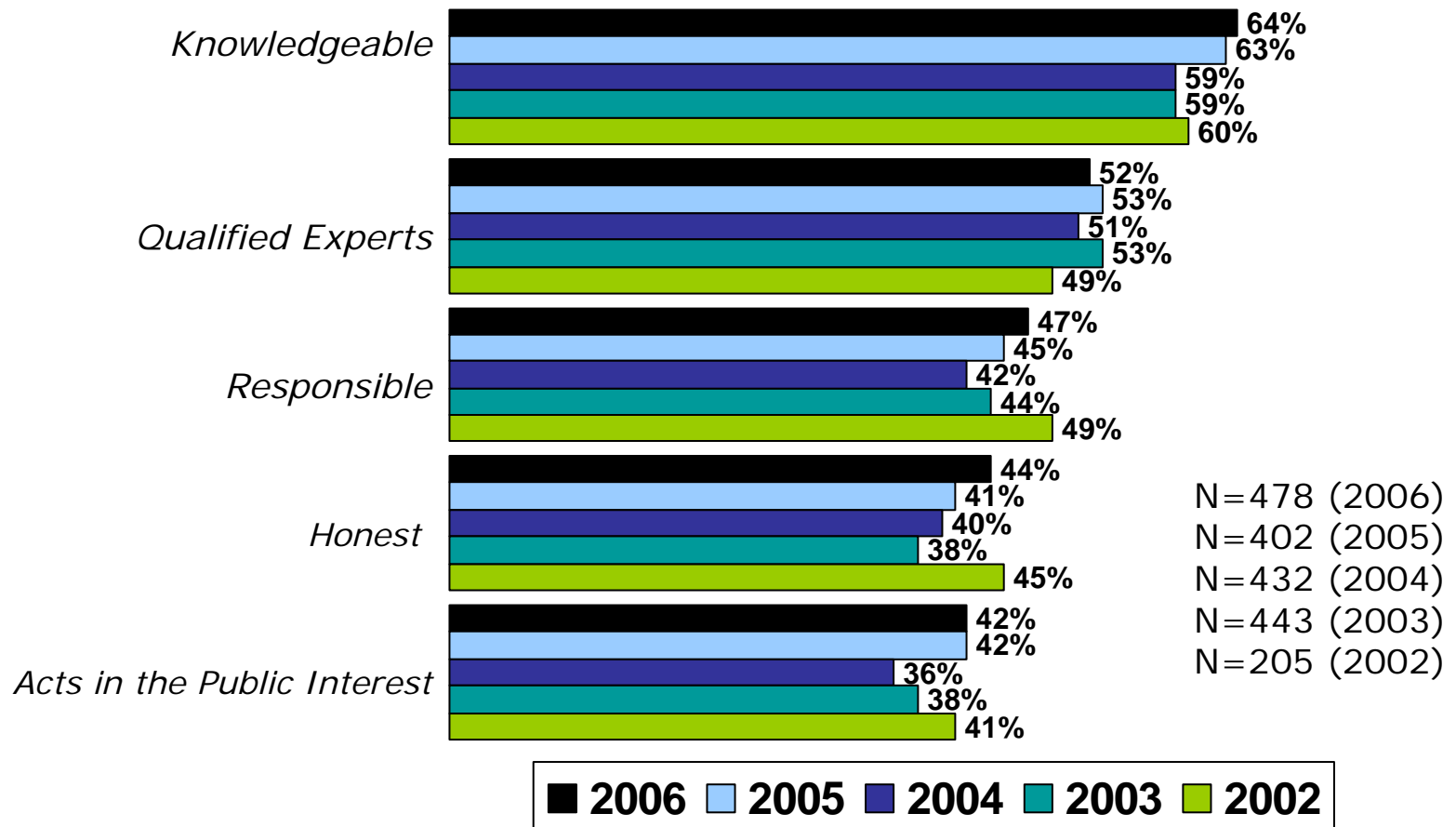
Why do you say that ? (Somewhat or very familiar with the EUB)



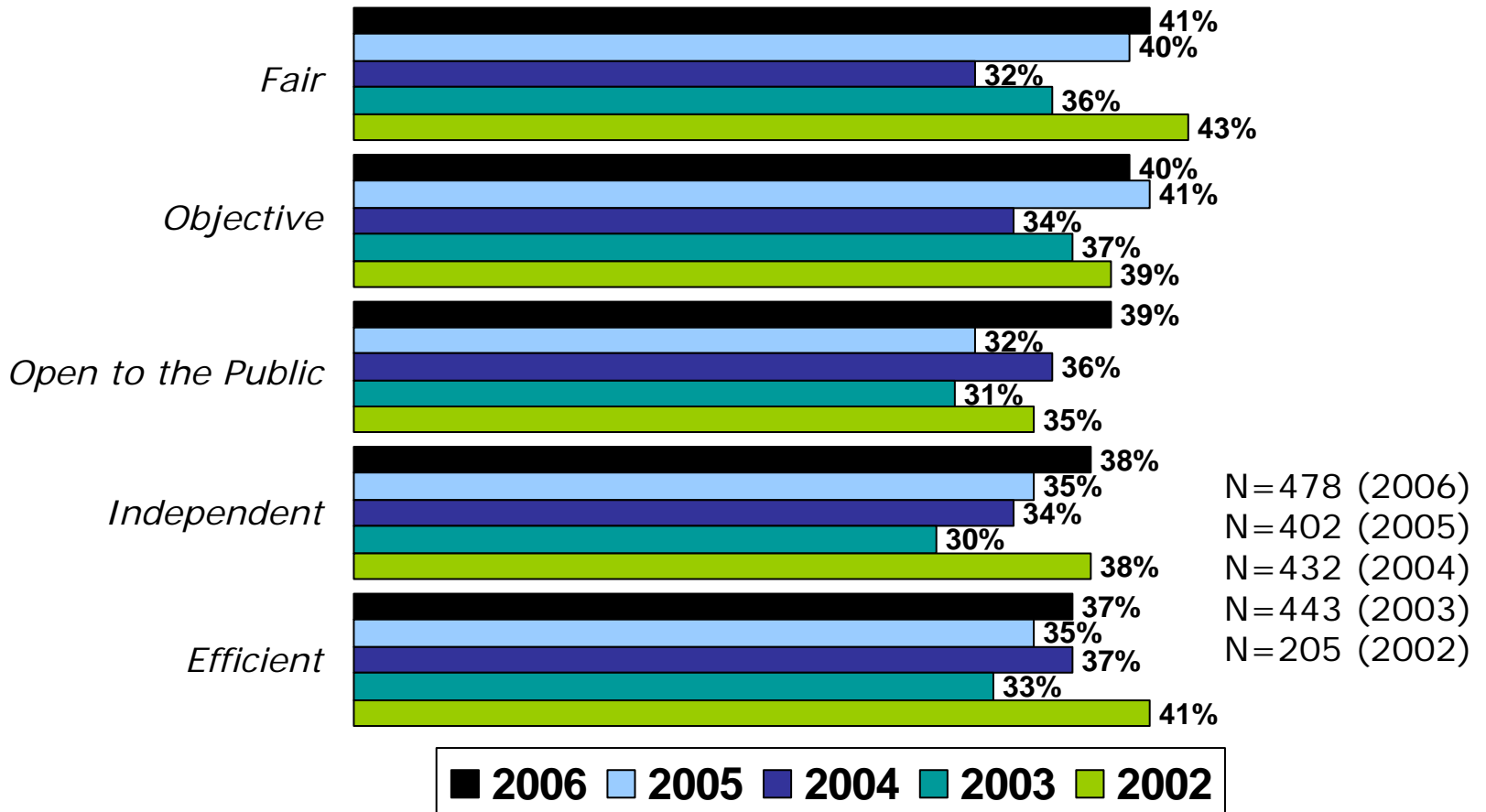
Why do you say that ? (Somewhat or very familiar with the EUB)



*Based on what you know or have heard about, I'd like you to tell me the extent to which each of the following words or phrases describes the EUB.
(Somewhat or very familiar with the EUB)*

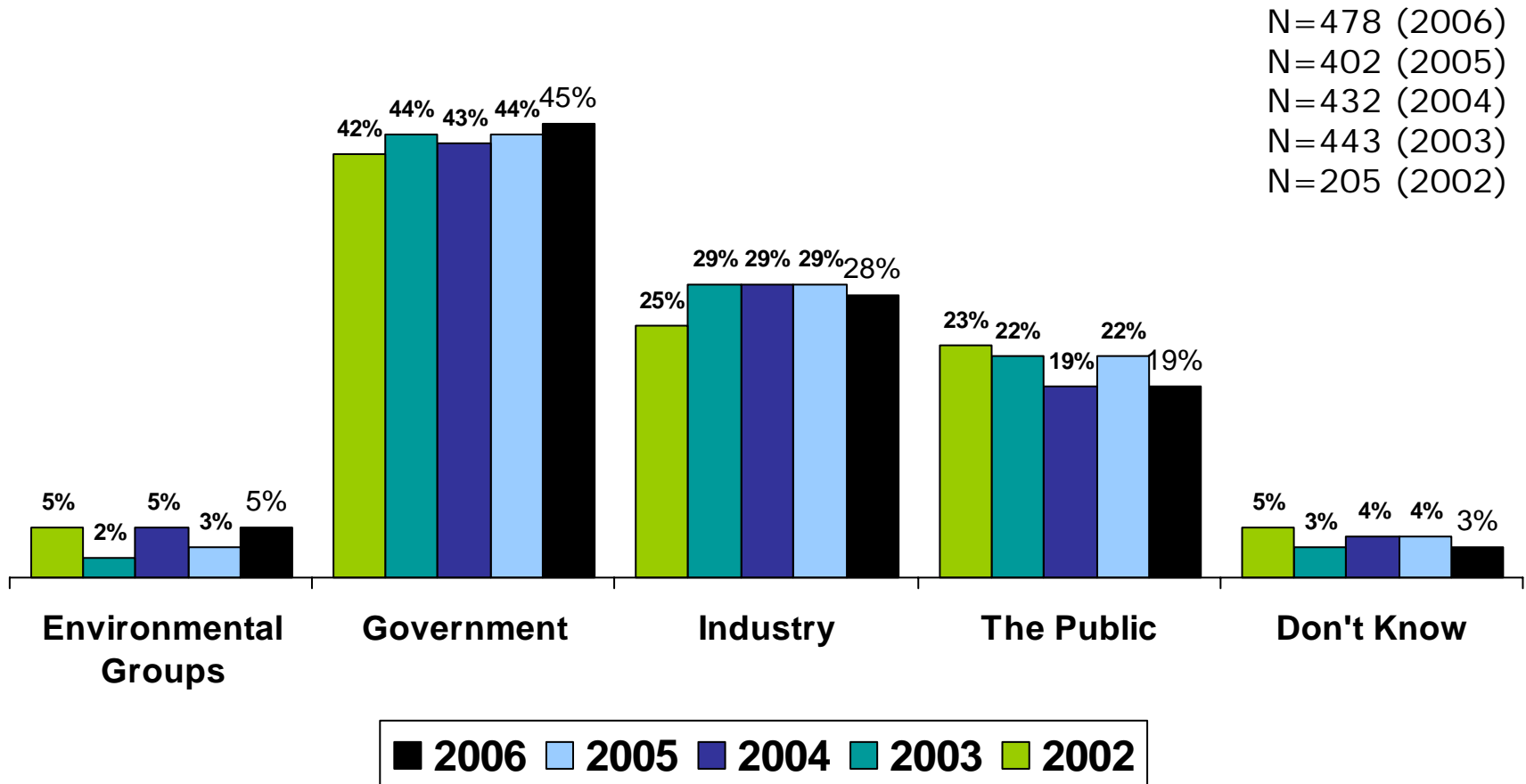


*Based on what you know or have heard about, I'd like you to tell me the extent to which each of the following words or phrases describes the EUB.
(Somewhat or very familiar with the EUB)*

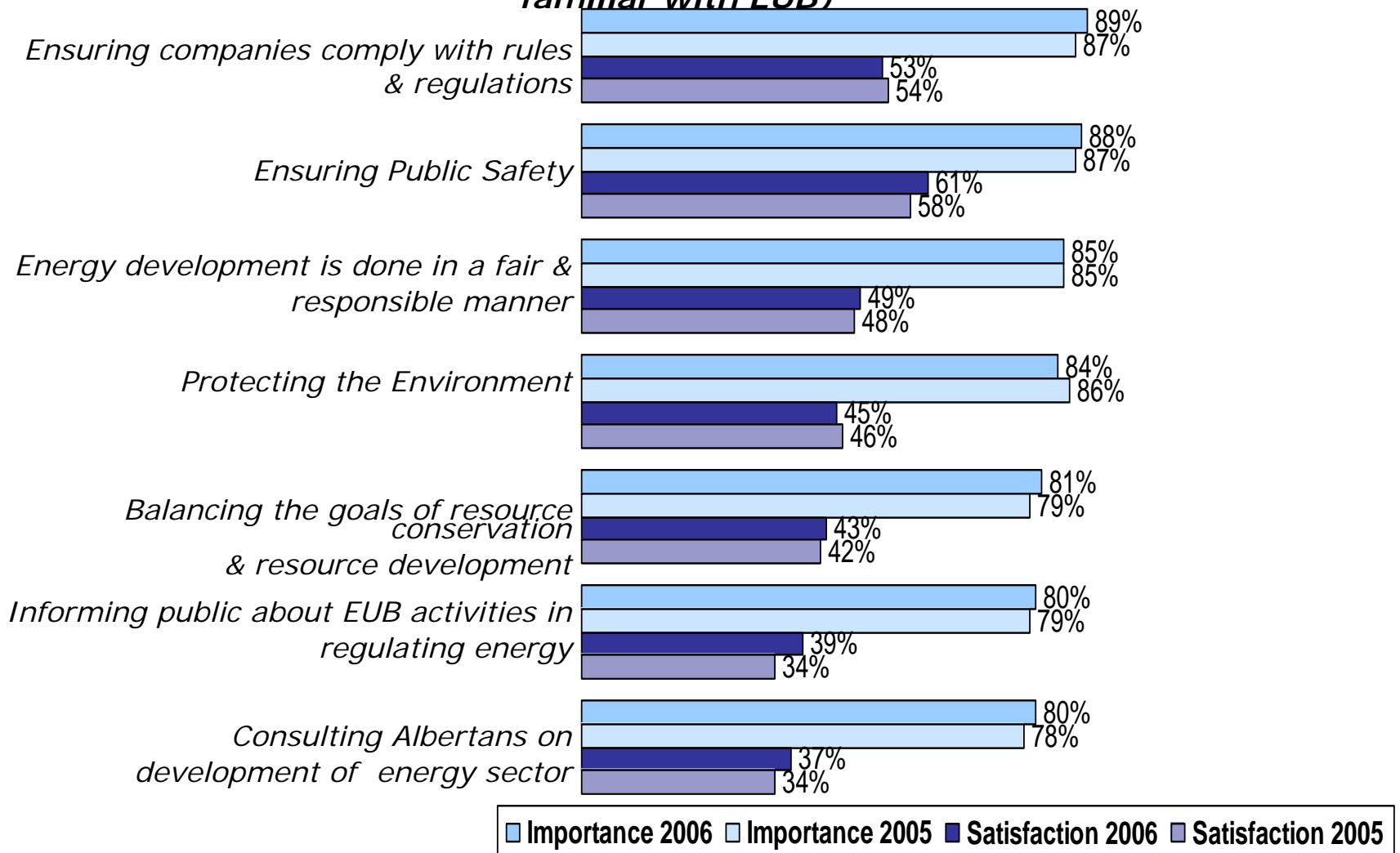


- **The EUB continues to score highly on core organizational values such as expertise and professionalism.**
- **The EUB scores moderately well on attributes relating to integrity/independence/transparency, such as fairness, independence, acting in the public interest, being objective or being open to the public.**
- **Southern Albertans consistently score the EUB higher on all attributes, an average of 15% higher**
- **Rural Albertans consistently score the EUB higher on all attributes, an average of 4% higher**

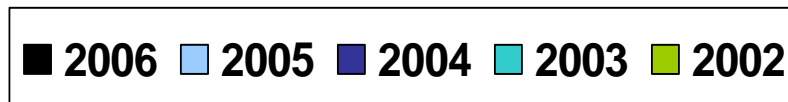
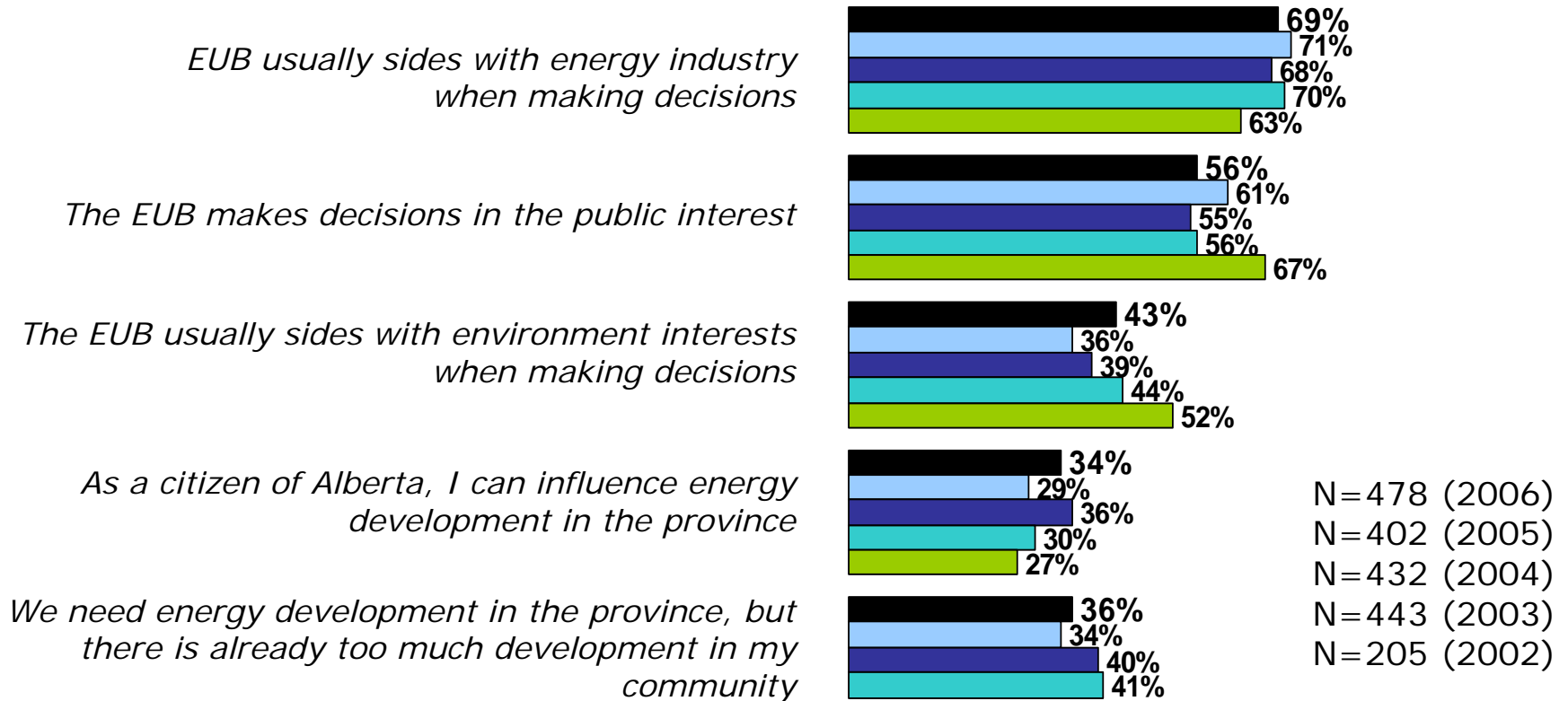
*Based on what you know about the Energy and Utilities Board and your impressions, would you say the EUB is primarily accountable to ...?
(Somewhat or very familiar with the EUB)*



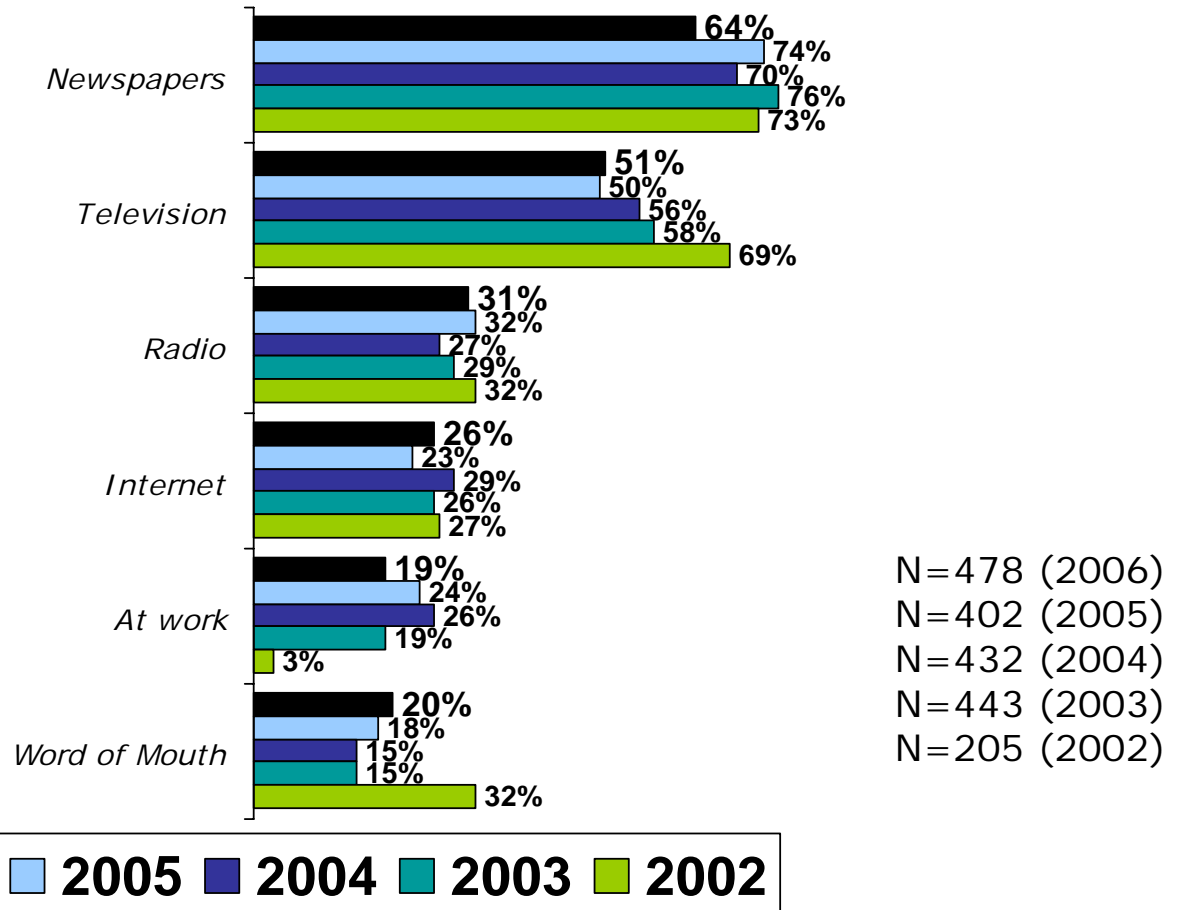
Importance and satisfaction with the role of the Energy and Utilities Board to you personally on each of these functions. (% of somewhat or very familiar with EUB)



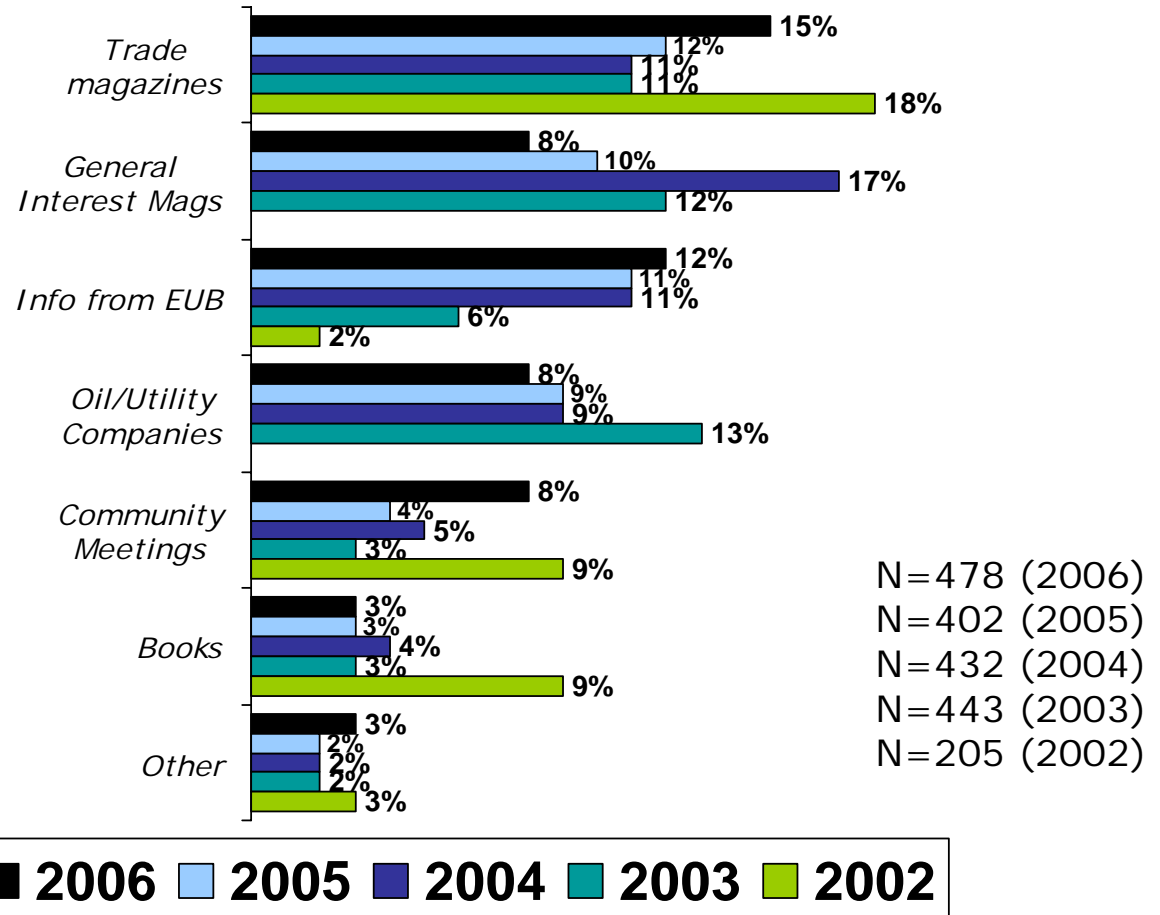
Now I'm going to read you a series of statement and for each I'd like you to tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. (% of somewhat or very familiar with EUB)



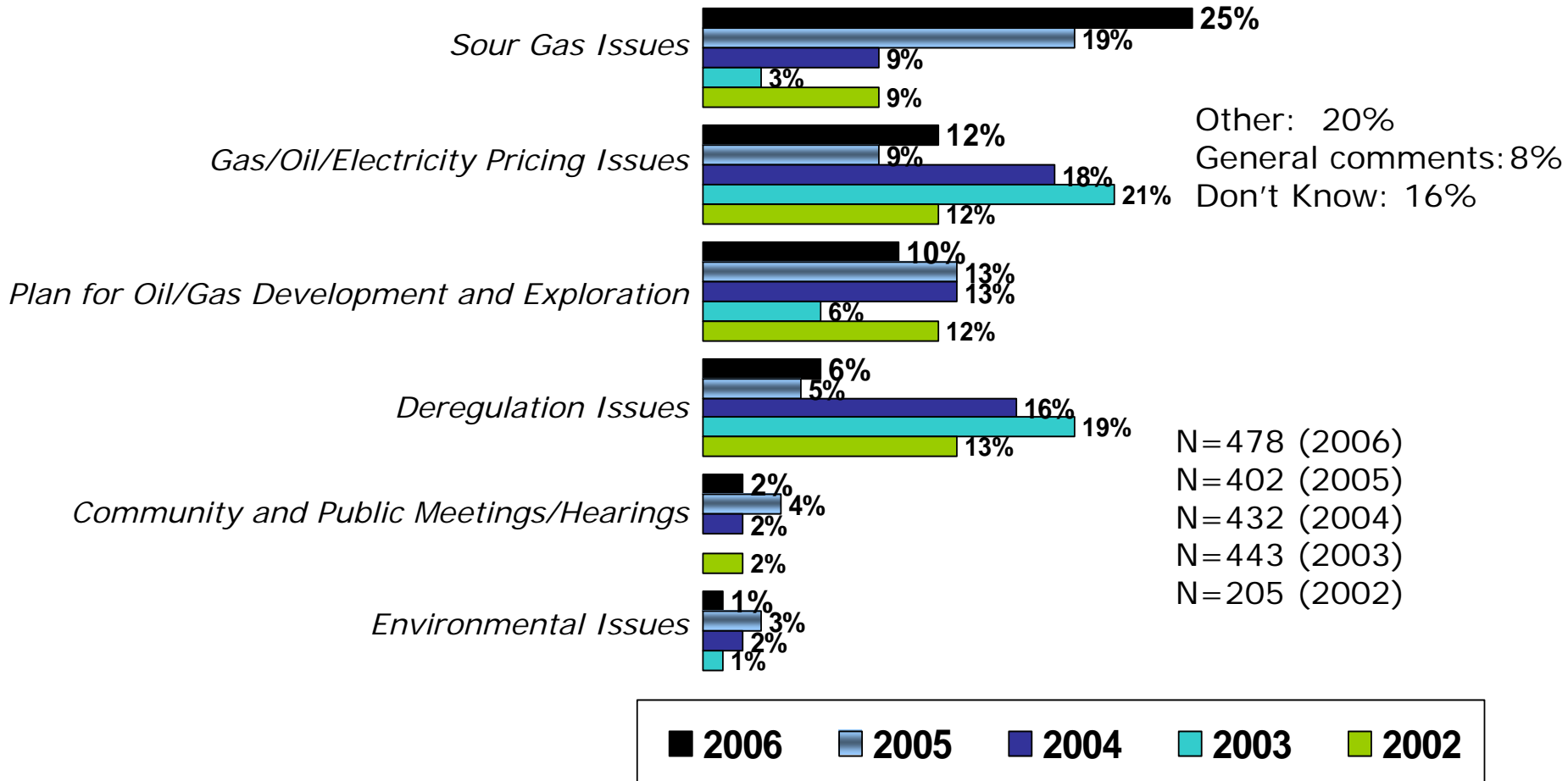
I'm going to read you a list of possible sources of information about issues dealing with the energy sector. Please tell me which three sources you rely on most for information (somewhat or very familiar with EUB)



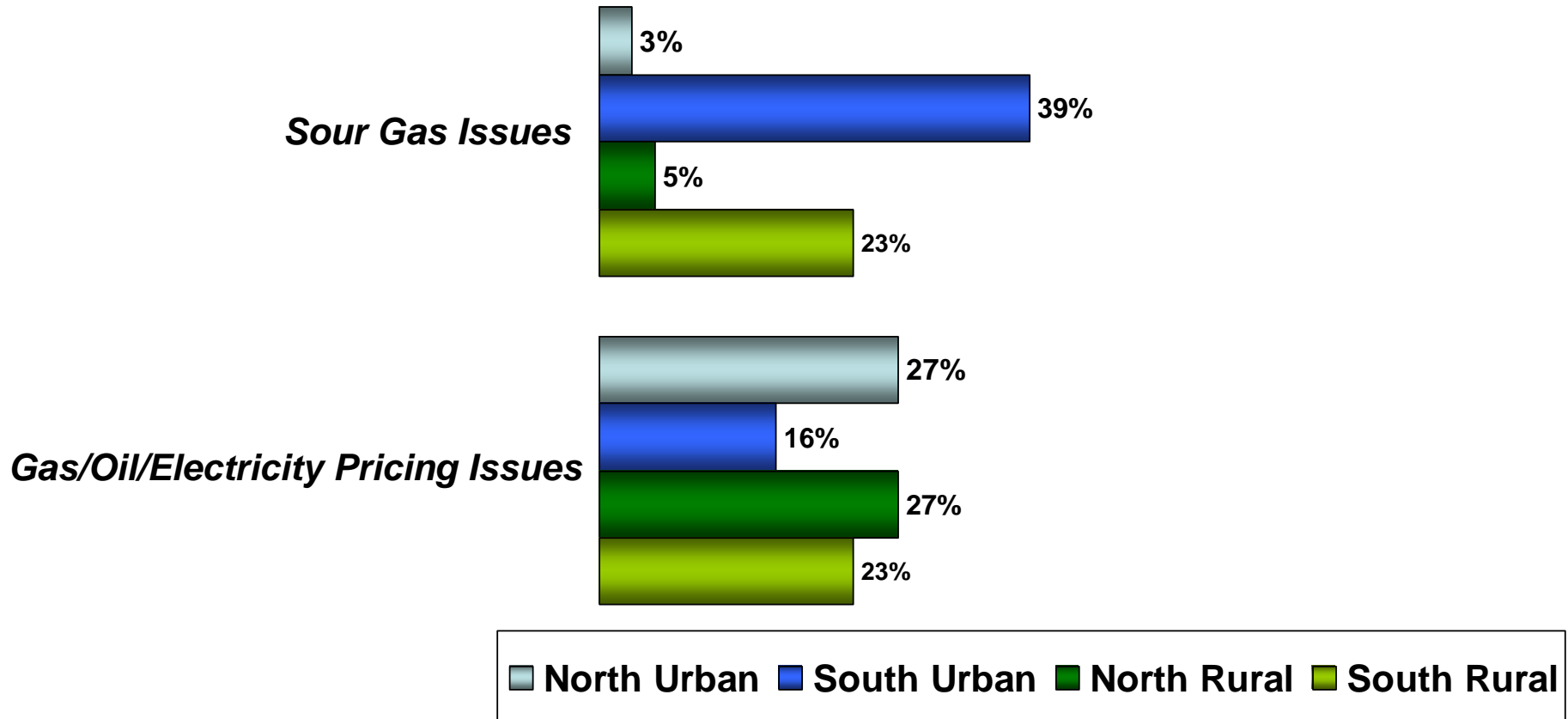
I'm going to read you a list of possible sources of information about issues dealing with the energy sector. Please tell me which three sources you rely on most for information (somewhat or very familiar with EUB)



**What have you heard about the EUB in the last 6 months?
(% of somewhat or very familiar with EUB)**



*What have you heard?
(% of urban and rural residents somewhat or very familiar with EUB)*



- Public awareness of EUB at an all time high
 - Almost half (45%) of Albertans say they are familiar with the EUB. Awareness consistent across province.
- Public satisfaction with the EUB stable over past 5 years
 - Indicates EUB is managing the issues well
 - Satisfaction with the EUB continually lower in urban northern Alberta
 - Public concern over deregulation & utility/energy pricing growing
- Since 2002, vast majority of Albertans say there is the right amount of energy development in the province
 - However, steady increase in those who feel there is too much development
- 5 years in a row, the public views the EUB's most important job as 'ensuring that companies comply with rules and regulations'
- EUB media activity at an all-time high,
 - 2005/06 - 886 media interviews; 1929 appearances in the media
 - 2004/05 – 766 media interviews; 1441 appearances in the media

- Continue focus on mass media
 - Focus on Edmonton – region where public satisfaction with EUB is lowest
 - Continue rural advertising campaign – build relationships with weeklies
- More content about the ‘role of the EUB’ onto the website
- Support EUB open houses
- Energy/Utility pricing & deregulation
 - Continue to focus more on EUB role in energy/utility pricing
- Focus on informing public of EUB efforts to ensure companies comply with EUB rules
 - Publicly release EUB enforcement actions
 - EUB to continue to issue news releases on blowouts/significant enforcement issues
 - Field Surveillance Report to focus on EUB enforcement