



# Canada This Month

## Alberta Politics

Public Opinion Research  
Release Date: March 30, 2023  
Field Dates: March 2, 2023 to March 20, 2023

# Key Findings

**01** **There's low awareness of the budget this year compared to previous years.**  
Only 35% of Albertans have heard something about the provincial budget, while 57% hadn't heard anything.

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**02** **Among those who have heard of it, views are split.**  
Net satisfaction with the budget is down 23 points this year, with 43% saying they are satisfied and 52% saying they are dissatisfied.

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**03** **What people think about Alberta's budget depends on how they feel about the parties more broadly.**  
We find the government's core supporters like the budget a lot with 84% satisfied with the budget. Government opponents are equally likely to be dissatisfied (82%) with the budget.

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**04** **The key issue is conflicted voters.**  
When we ask voters whether they feel it is time for a change, 65% agree and just 19% disagree. But when we ask if, despite their problems, the UCP is best able to form government, 43% agree. We use those two questions to segment voters as consistent government supporters, ambivalent voters, and consistent opponents.

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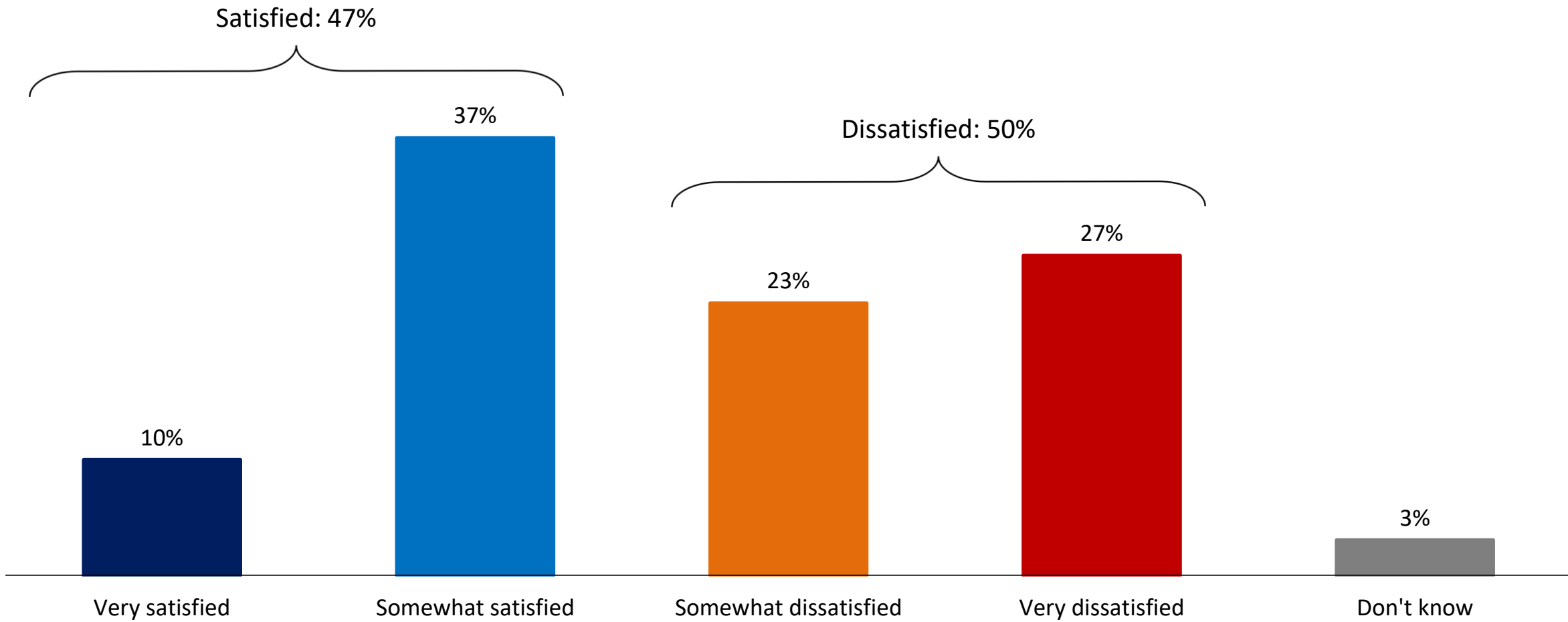
**05** **Ambivalent voters are just not that 'into' this budget.**  
Just 23% say they have read, seen or heard anything about this budget, so the views of most ambivalent voters have not been impacted by the budget. Those who have a view of the budget have mixed views. Over half (55%) say they are more satisfied with the government after the budget and 45% say the budget will lower unemployment. But 49% think they will pay more in taxes and 54% think they will pay more in fees.

# **Government Approval**

# Alberta Government Approval: Just as many say they are satisfied as those who say dissatisfied with the performance of the government



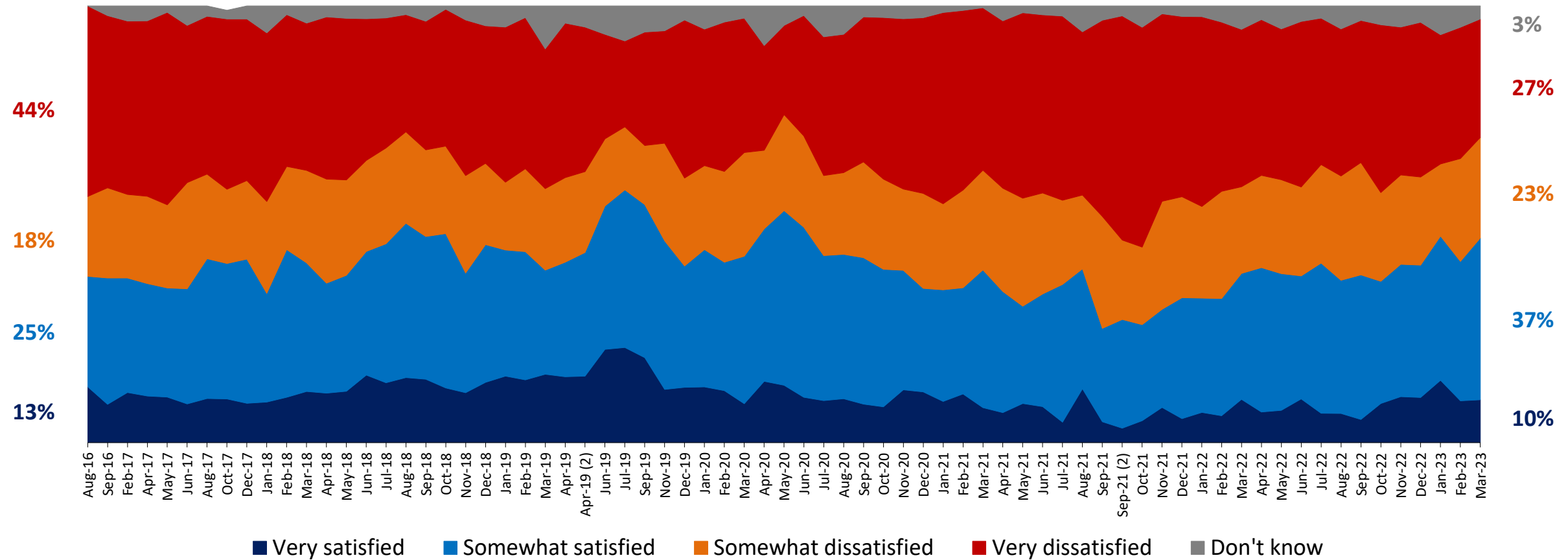
Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Alberta? Would you say you are...?  
[asked of all respondents; n=450]



# Alberta Government Approval Tracking: Satisfaction with the provincial government is up slightly since last month



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Alberta? Would you say you are...?  
 [asked of all respondents; n=450]

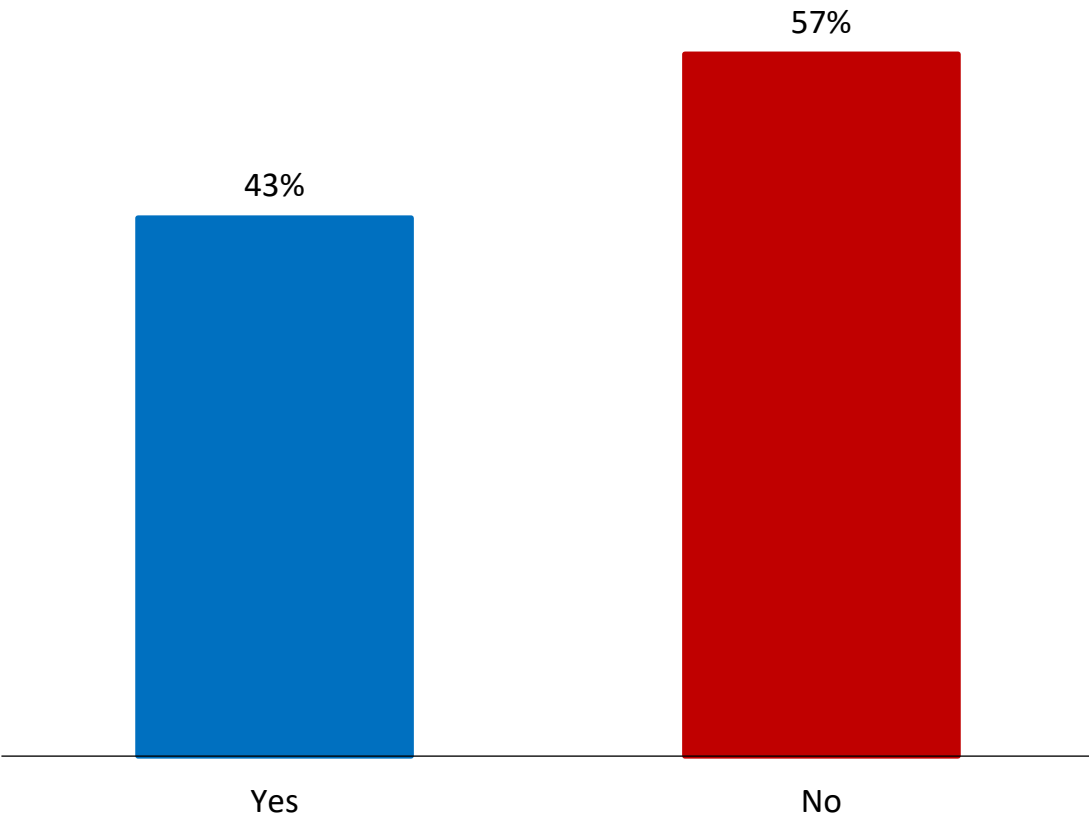


**Read, Seen,  
Heard**

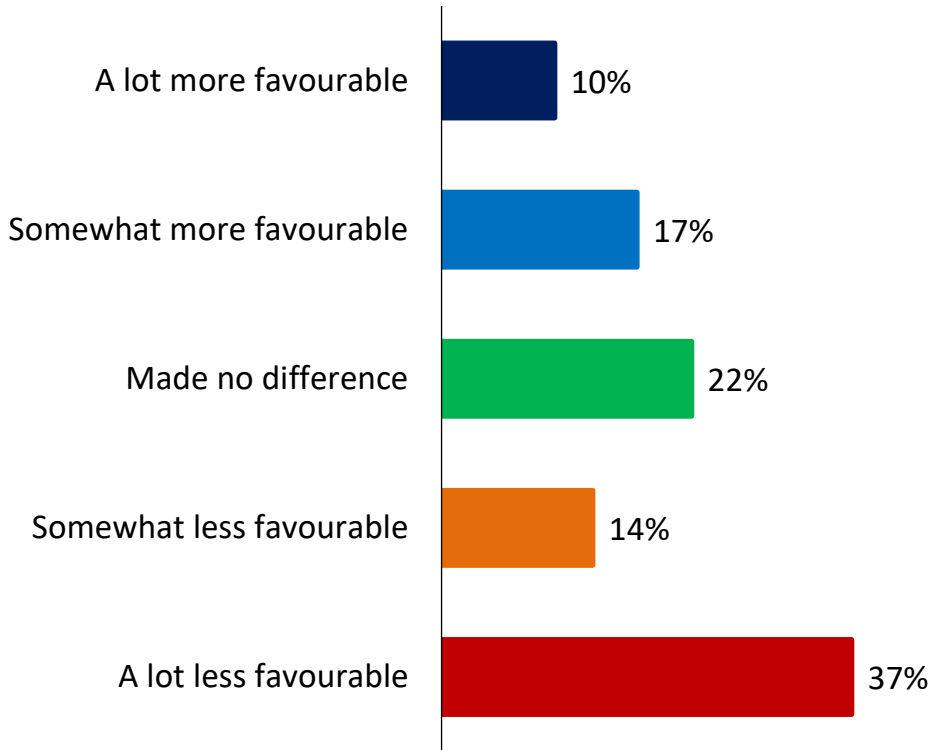
The background is a solid dark blue color. It features several faint, white, thin-lined circles of varying sizes scattered across the space. The circles are positioned in the upper right, middle, and lower right areas, creating a subtle pattern.

# Alberta Read, Seen, Heard: Of the 43% who heard about the government, it left 1-in-2 feeling unfavourable towards them

**Q** Have you read, seen or heard anything about Alberta's Premier Danielle Smith and the provincial government in the last few days?  
[Asked of those who have RSH; n=450]



**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Alberta's Premier Danielle Smith and the provincial government, or did it make no difference?  
[Asked of those who have RSH; n=195]

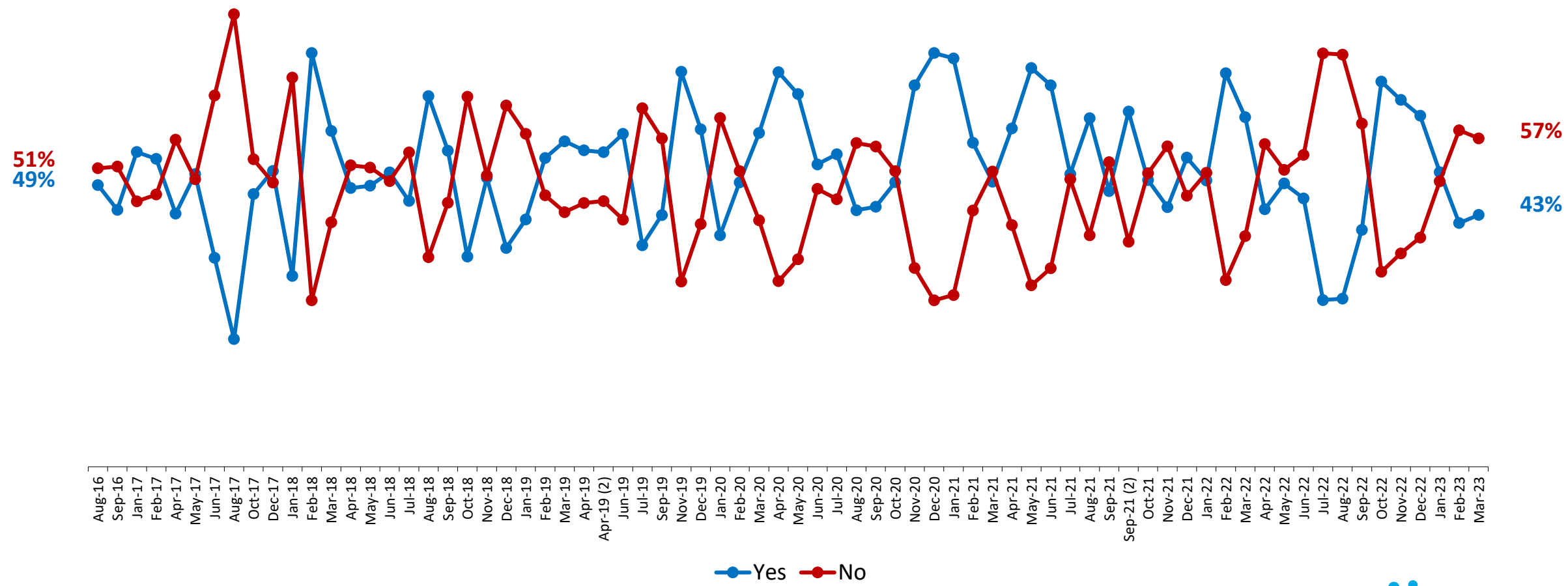


# Read, Seen, Heard Tracking: About the same number of people had read/seen/heard of the government this month as last month



Have you read, seen or heard anything about Alberta's Premier Danielle Smith and the provincial government in the last few days?

[asked of all respondents; n=450]



Note: Don't know not shown.

Current data: March 2023



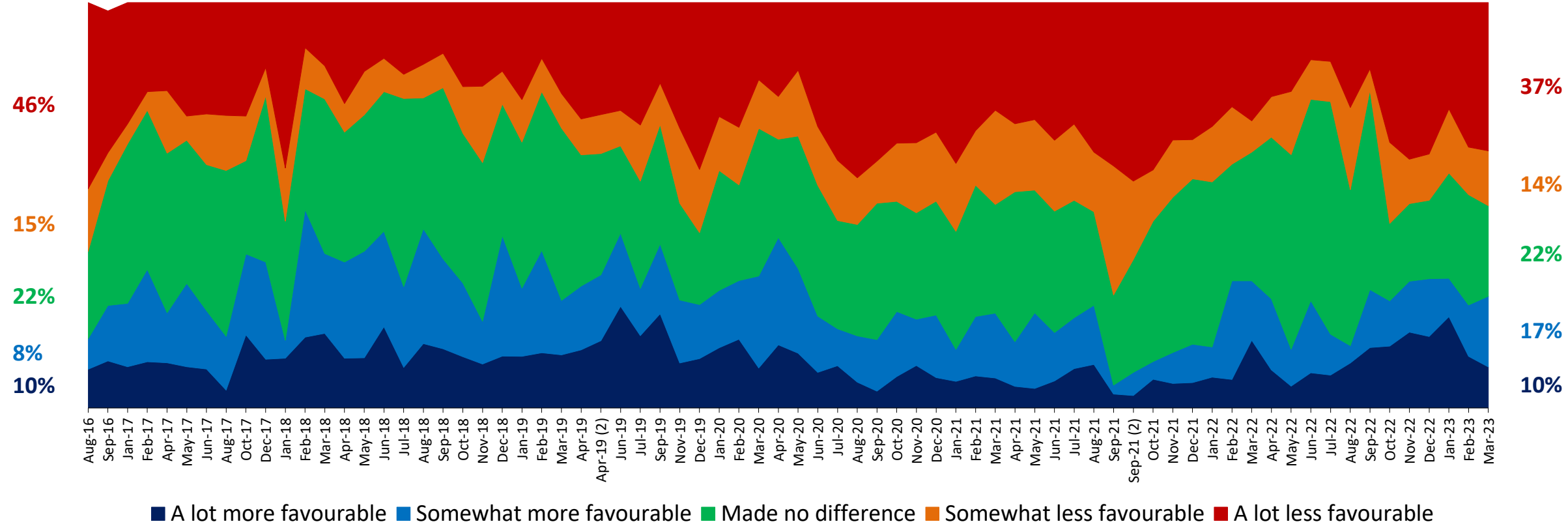


# Alberta Read, Seen, Heard, Impact Tracking: Slightly more report both negative RSH impacts and positive impacts compared to last month



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Alberta's Premier Danielle Smith and the provincial government, or did it make no difference?

[asked of those who have RSH; n=195]



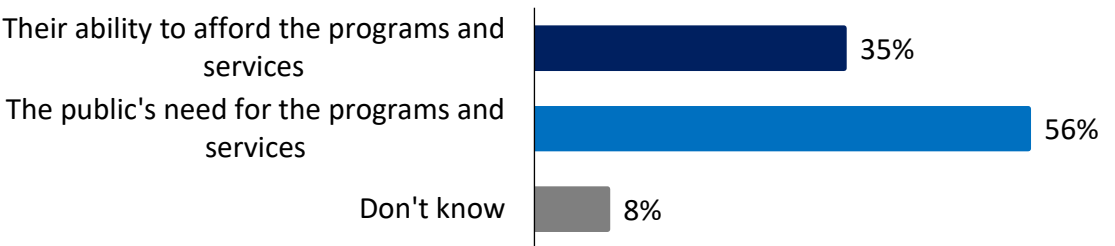
Note: Don't know not shown. Current data: March 2023



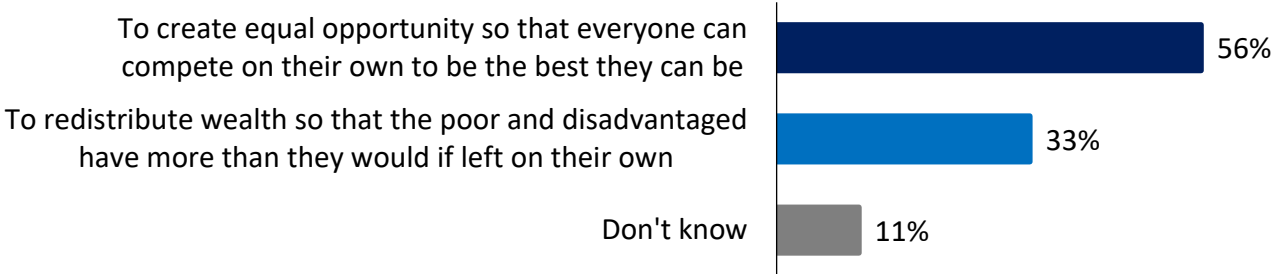
# Value Clusters

# Core Political Values: More Albertans think the role of government is to create equal opportunity than to redistribute wealth

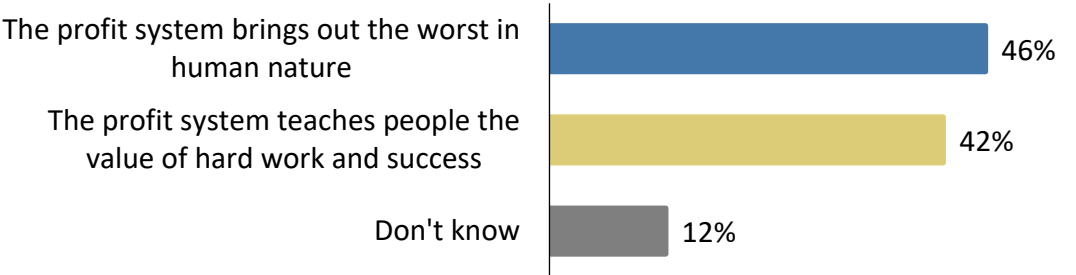
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?  
[asked of all respondents; n=450]



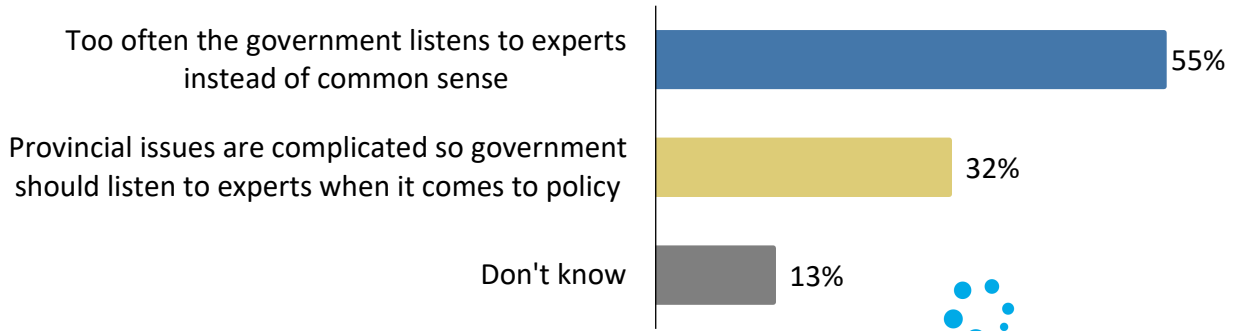
Q Is the main role of government to...?  
[asked of all respondents; n=450]



Q Which of the following statements comes closest to your view?  
[asked of all respondents; n=450]



Q When it comes to government decision making, which of the following statements is closest to your view?  
[asked of all respondents; n=450]

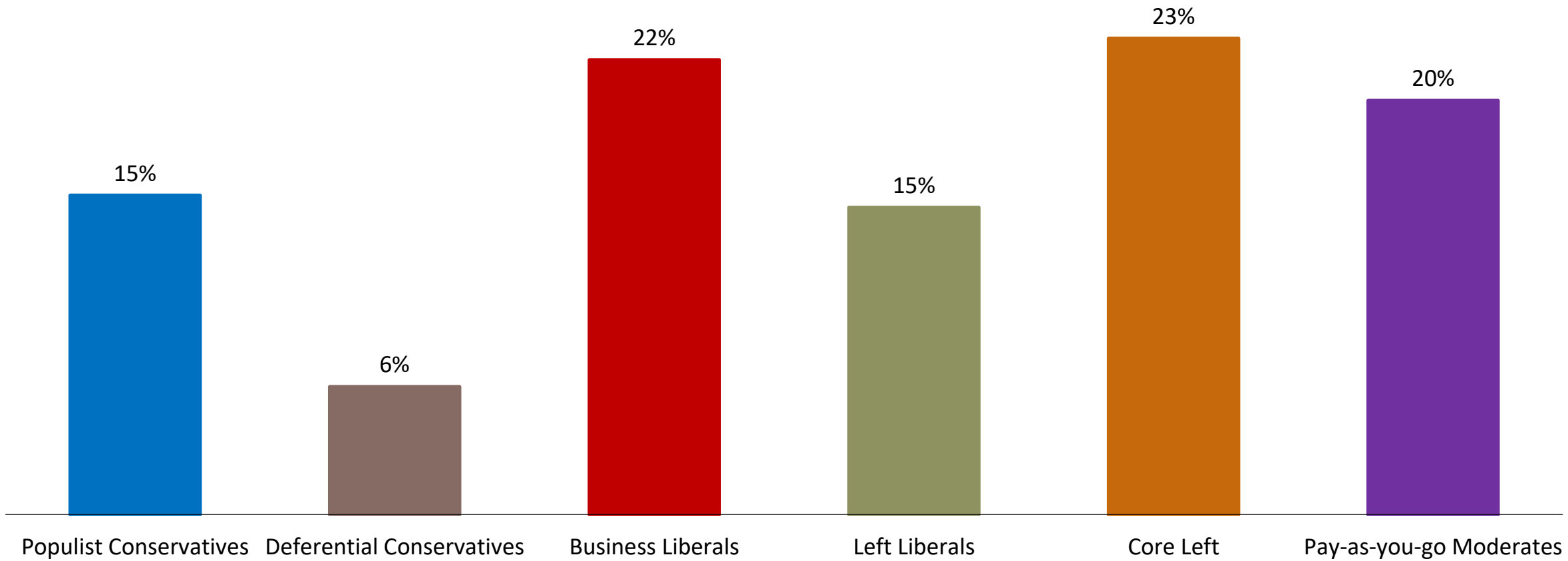


# Value Clusters: 1-in-4 respondents fall into each of the 'business liberal' and 'core left' segments; 1-in-5 are pay-as-you-go moderates



Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=450]



# Defining Value Clusters

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	96%	97%	0%	0%	0%	75%
	Public Need	0%	0%	98%	94%	95%	0%
Is the main role of government to .?	Create Equal Opportunity	98%	80%	70%	95%	0%	36%
	Redistribute wealth	0%	19%	15%	0%	98%	34%
When it comes to government decision making...	Common Sense	100%	0%	59%	68%	33%	50%
	Listen to Experts	0%	96%	28%	22%	60%	17%
The profit system...	Brings out the Worst	0%	0%	0%	90%	90%	64%
	Teaches Value of Hard Work	95%	99%	92%	0%	0%	6%

Note: Current data: March 2023

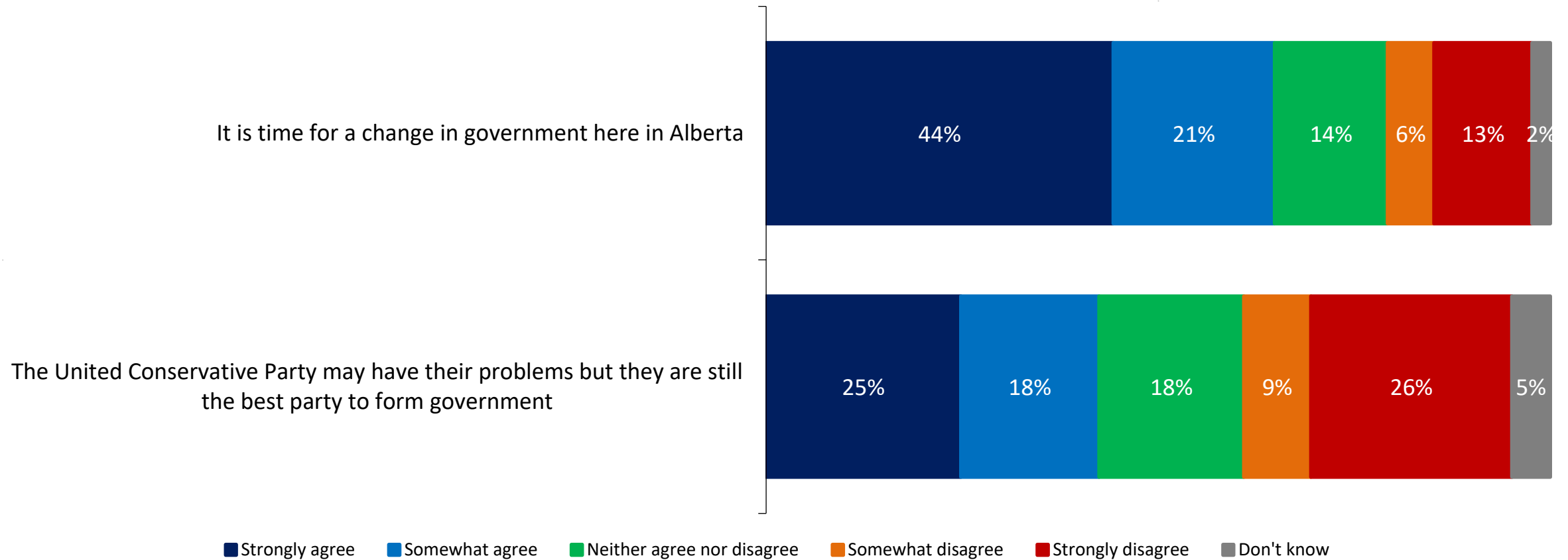
**Time for Change**

# Time for Change Attitudes: Majority of Albertans (65%) think it's time for a change in government



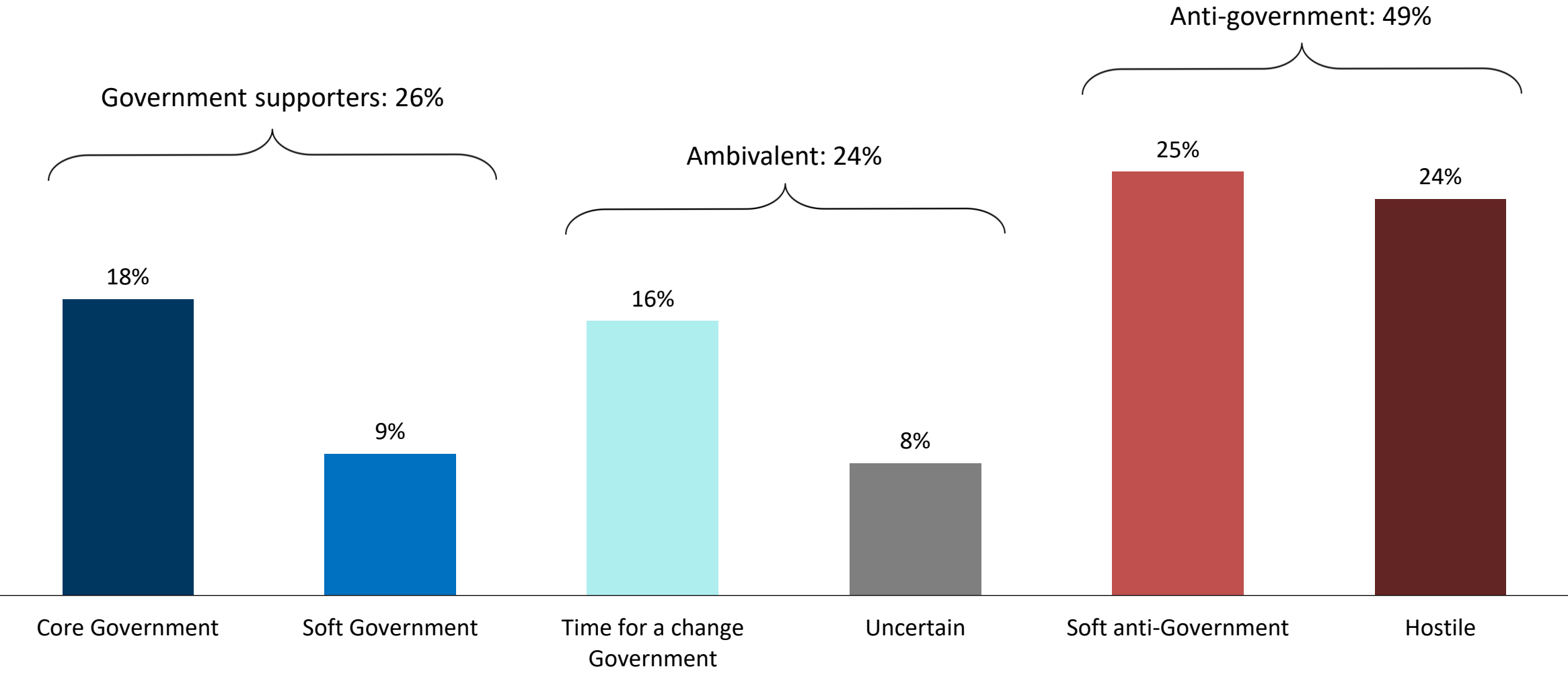
Do you agree or disagree with the following statements?

[asked of all respondents; n=450]



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

# Time for Change Segmentation: Nearly half (49%) are anti-government; almost 1-in-5 are 'time for a change government'



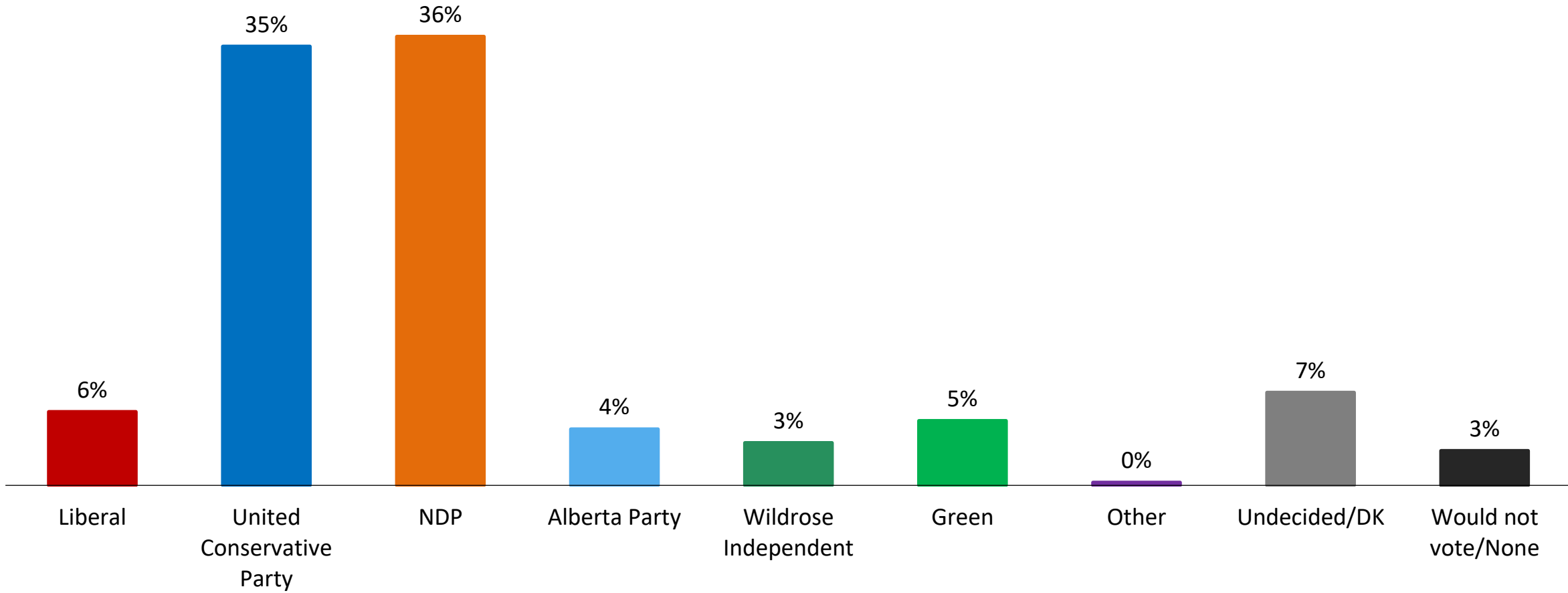


# Provincial Vote

# Provincial Combined Vote: The UCP and NDP are neck-in-neck, each with about 35% of the vote share



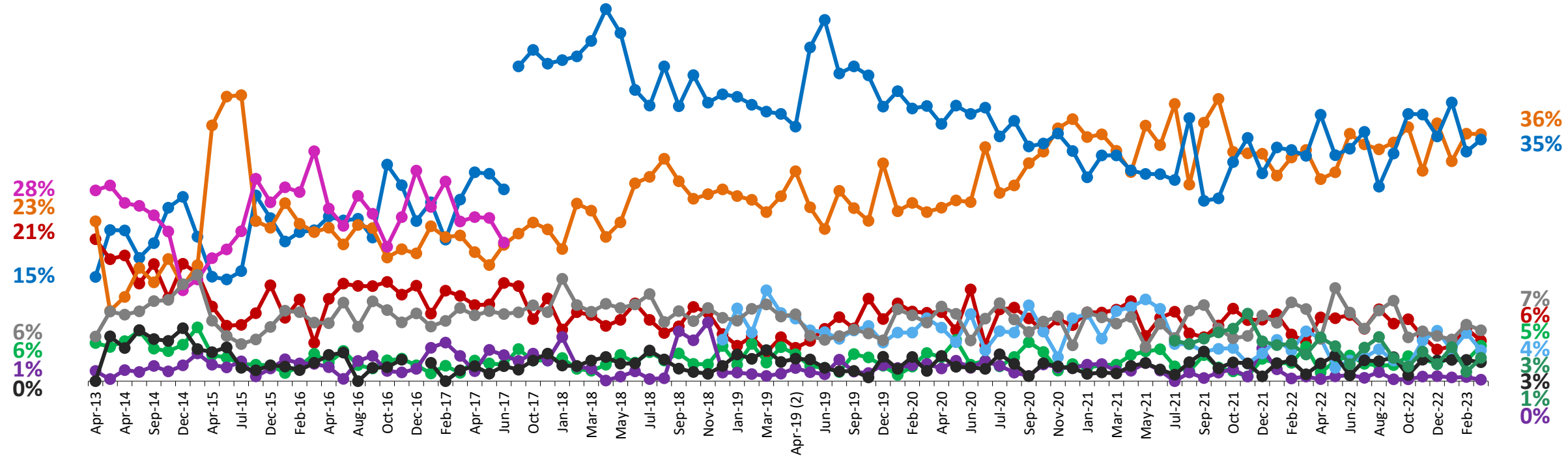
If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]  
[asked of all respondents; n=450]



# Provincial Vote Tracking: Combined vote numbers have remained steady in March from last month



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]  
 [asked of all respondents; n=450]



- Progressive Conservative
- Liberal
- NDP
- Green
- Other
- Alberta Party
- United Conservative Party
- Wildrose Alliance
- Undecided/DK
- Would not vote/None
- Wildrose Independent



# Combined Vote by Value Cluster: Populist conservatives are more likely to vote UCP (64%); Core Left more likely to vote NDP (61%)

		Value Clusters					
		Populist Conservatives (N=68)	Deferential Conservatives (N=27)	Business Liberals (N=97)	Left Liberals (N=66)	Core Left (N=102)	Pay-as-you-go Moderates (N=89)
Federal Decided Vote	Liberal	6%	0%	6%	5%	5%	10%
	UCP	64%	44%	41%	29%	11%	36%
	NDP	12%	48%	32%	41%	61%	22%
	Alberta Party	8%	3%	6%	5%	0%	5%
	Wildrose Independent	8%	0%	4%	3%	1%	3%
	Green	0%	0%	3%	4%	12%	7%
	Other	0%	0%	1%	0%	0%	0%
	Undecided/DK	2%	4%	7%	11%	6%	12%
	Would not vote/None	0%	0%	1%	3%	5%	5%

Note: Current data: March 2023

# Combined Vote by Time for a Change: Majority of 'Time for a change Government' still vote/lean UCP (54%)

		Time for Change					
		Core Government	Soft Government	Time for a change Government	Uncertain	Soft anti-Government	Hostile
		(N=80)	(N=38)	(N=74)	(N=36)	(N=115)	(N=107)
Combined Vote	Liberal	1%	7%	12%	6%	8%	2%
	UCP	91%	77%	54%	14%	8%	1%
	NDP	0%	9%	22%	5%	38%	89%
	Alberta Party	4%	3%	6%	12%	4%	1%
	Wildrose Independent	4%	2%	4%	0%	7%	0%
	Green	0%	0%	1%	1%	16%	4%
	Other	0%	0%	0%	0%	1%	0%
	Undecided/DK	0%	2%	1%	34%	16%	1%
	Would not vote/None	0%	0%	0%	27%	1%	2%

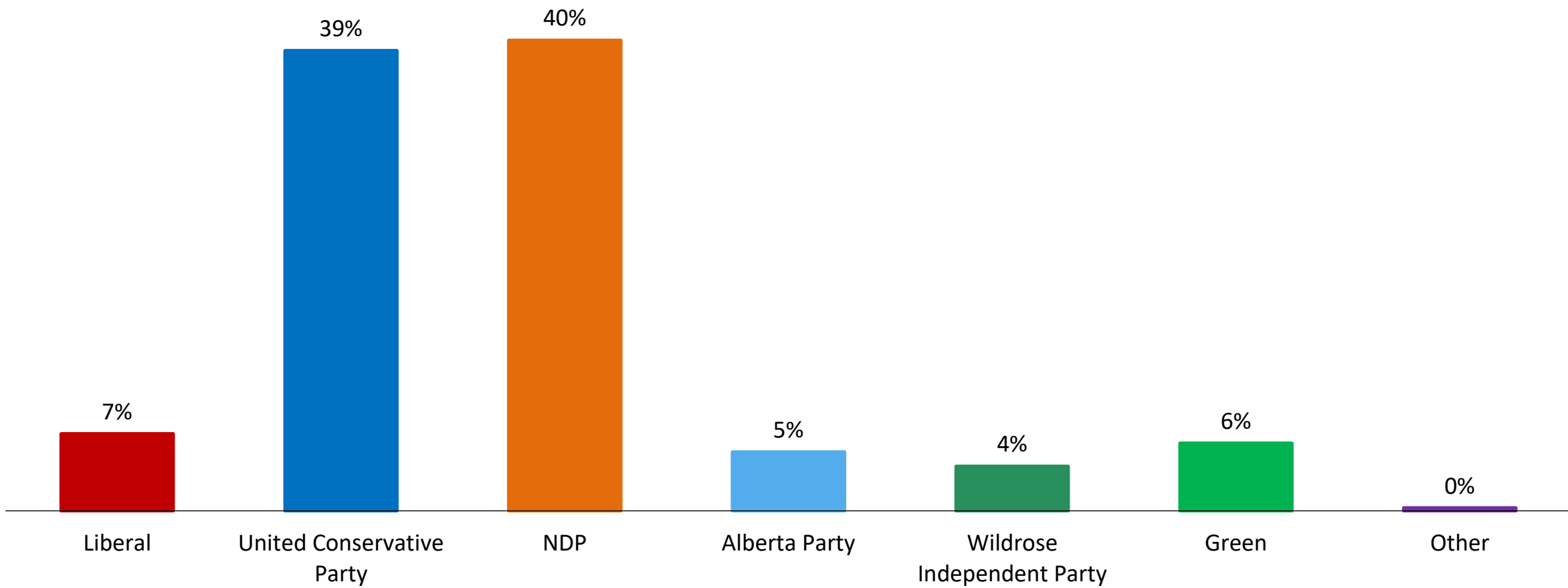


Note: Current data: March 2023

# Provincial Decided Vote: Among decided voters, the UCP and NDP are also neck-in-neck, with 2-in-5 voting or leaning towards each



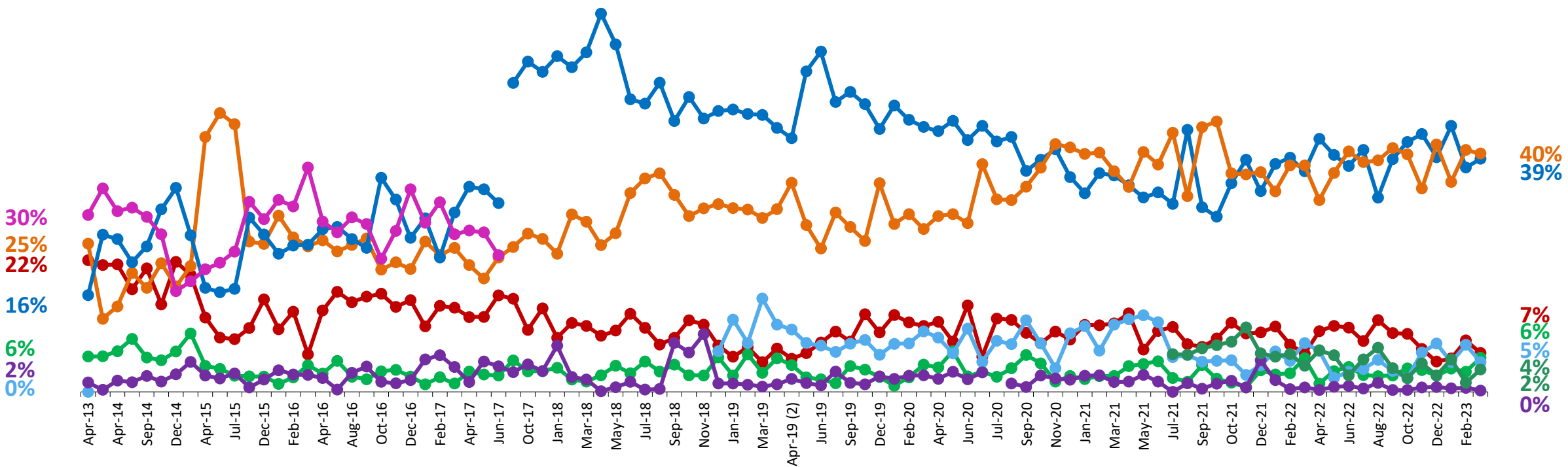
If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]  
[decided voters only; n=404]



# Provincial Decided Vote Tracking: Decided vote tracking remains steady from last month



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**  
 [only decided voters; n=404]



- Liberal
- United Conservative Party
- NDP
- Green
- Alberta Party
- Progressive Conservative
- Wildrose Alliance
- Other
- Wildrose Independent Party



# Decided Vote by Value Cluster: Populist conservatives are more likely to vote UCP (66%); Core Left more likely to vote NDP (68%)

Value Clusters

		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
		(N=67)	(N=26)	(N=89)	(N=57)	(N=91)	(N=74)
Federal Decided Vote	Liberal	6%	0%	6%	6%	5%	12%
	United Conservative Party	66%	46%	44%	33%	12%	43%
	NDP	12%	50%	35%	47%	68%	27%
	Alberta Party	8%	4%	6%	5%	0%	7%
	Wildrose Independent Party	8%	0%	4%	3%	1%	4%
	Green	0%	0%	3%	5%	13%	8%
	Other	0%	0%	1%	0%	0%	0%

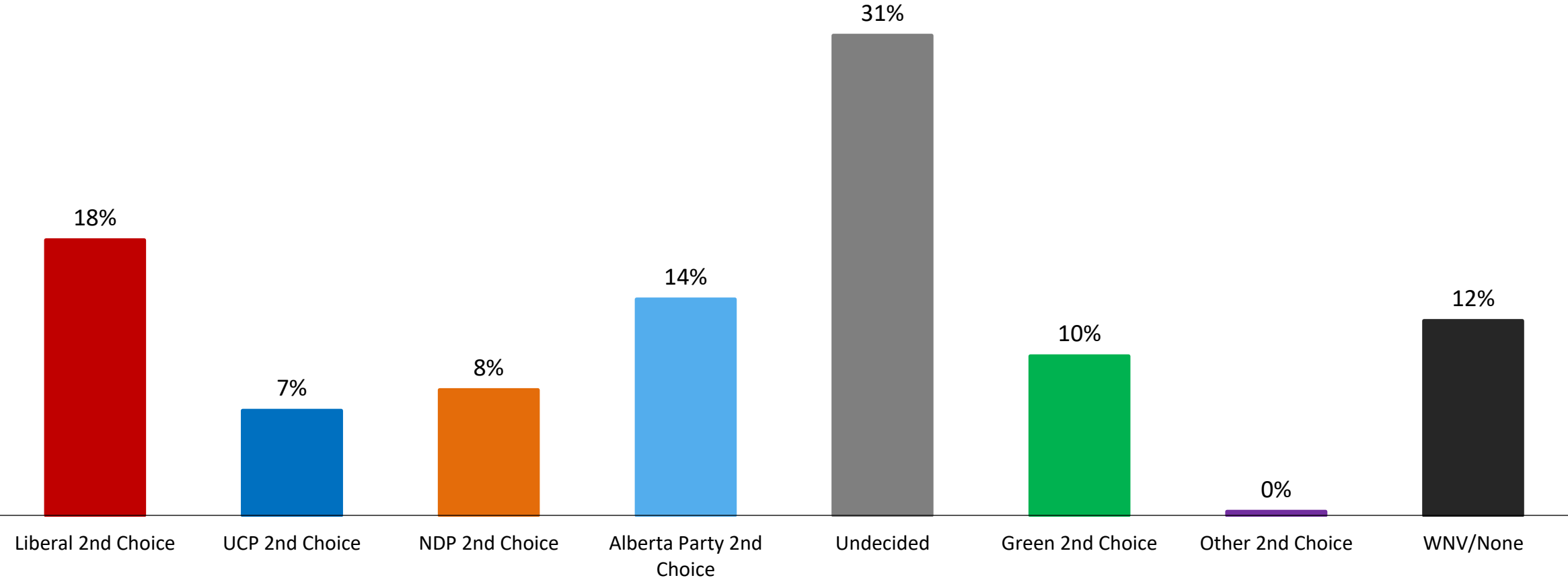
Note: Current data: March 2023



# Provincial 2nd Choice: A plurality of voters (31%) are undecided about their second-choice vote



And which party would be your second choice?  
[only decided voters; n=404]



# Provincial 2nd Choice: UCP voters are more likely than NDP to say they are undecided as to their second choice (41% vs. 26%)

And which party would be your second choice? BY [Vote+Lean]

First Choice

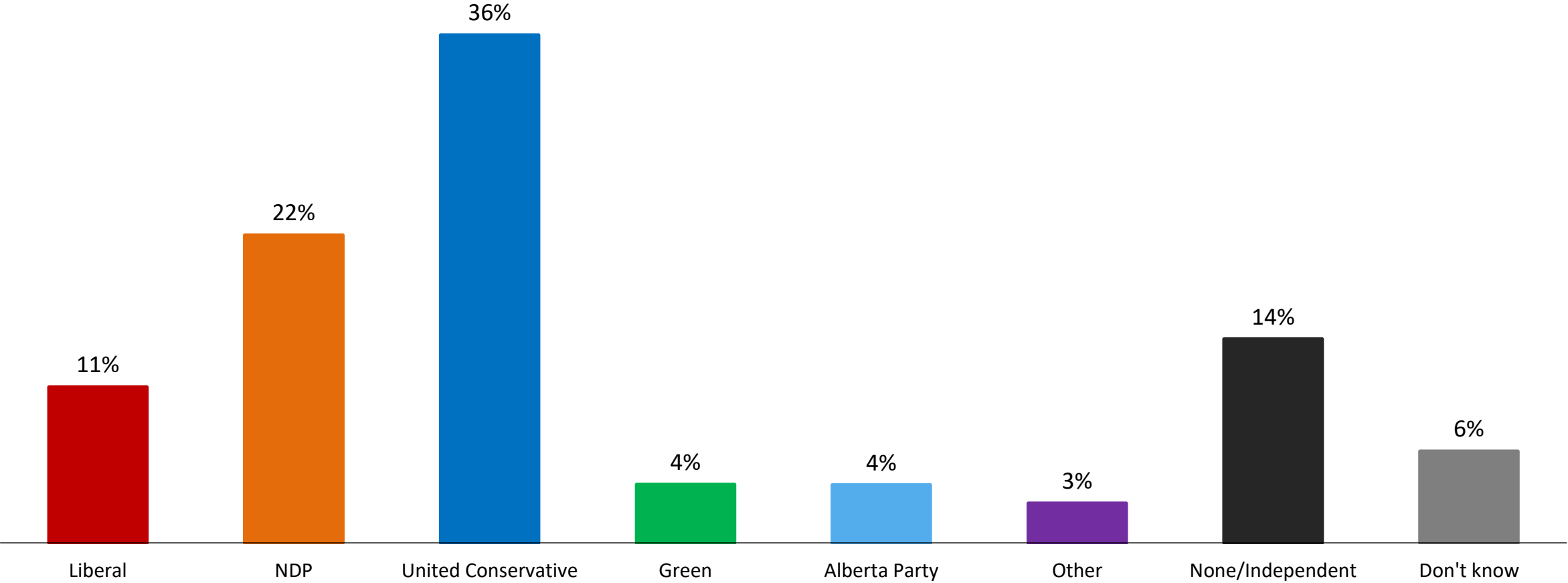
	Liberal 1st Choice	UCP 1st Choice	NDP 1st Choice	Alberta Party 1st Choice	Wildrose 1st Choice	Green 1st Choice
	(N=26)	(N=158)	(N=161)	(N=20)	(N=15)	(N=23)
Liberal 2nd Choice		8%	29%	11%	23%	24%
UCP 2nd Choice	19%		8%	15%	32%	0%
NDP 2nd Choice	37%	8%		14%	9%	25%
Alberta Party 2nd Choice	27%	15%	8%		37%	31%
Undecided	6%	41%	26%	53%	0%	21%
Green 2nd Choice	11%	6%	18%	6%	0%	0%
Other 2nd Choice	0%	1%	0%	0%	0%	0%
WNV/None	0%	21%	11%	1%	0%	0%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.  
Current data: March 2023

# Provincial Party ID: One third of Albertans (36%) identify with the UCP, while only 1-in-5 (22%) identify with the NDP



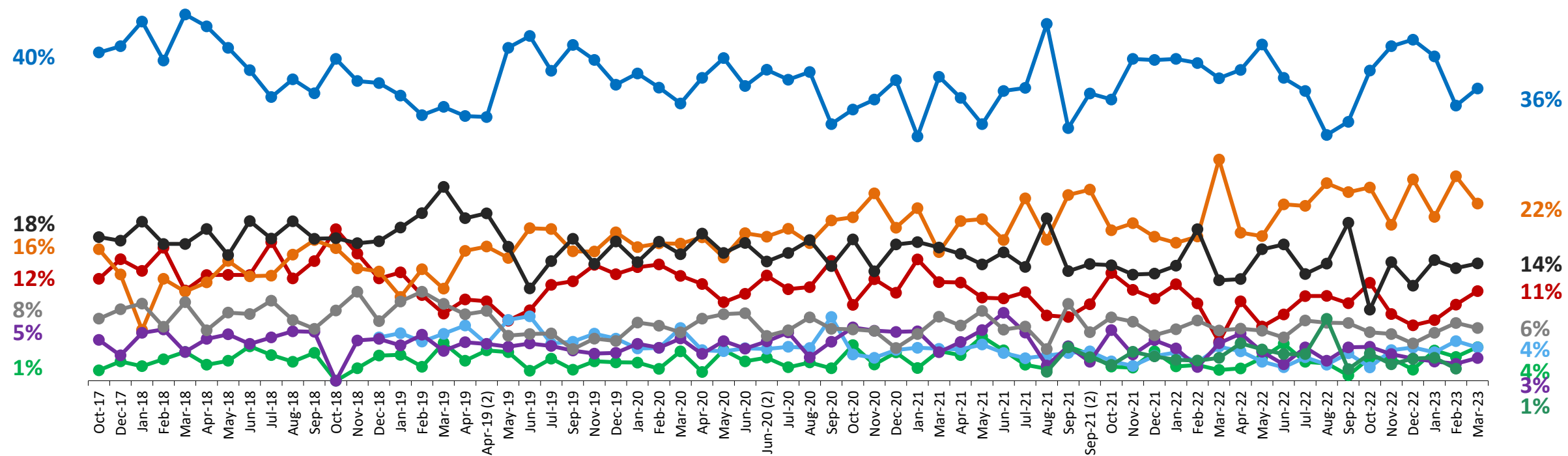
Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a...  
[asked of all respondents; n=439]



# Provincial Party ID Tracking: Provincial Party ID remains steady from last month



Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a...  
[asked of all respondents; n=439]



- Liberal
- United Conservative
- NDP
- Green
- Alberta Party
- Other
- Don't know
- None/Independent
- Wildrose Independent



# Combined Vote by Party ID: NDP partisans are the most loyal, with 93% saying they will vote NDP; 82% of UCP partisans would vote UCP

Provincial Party Identification

	Liberal	NDP	United Conservative	Other	Unaligned
	(N=48)	(N=95)	(N=157)	(N=48)	(N=91)
Liberal	35%	4%	1%	5%	2%
UCP	7%	0%	82%	16%	15%
NDP	40%	93%	7%	36%	27%
Alberta Party	5%	0%	5%	14%	4%
Wildrose Independent	7%	1%	1%	0%	5%
Green	2%	0%	0%	30%	6%
Other	0%	0%	1%	0%	0%
Undecided/DK	1%	3%	3%	0%	28%
Would not vote/None	2%	0%	0%	0%	12%

Note: Current data: March 2023

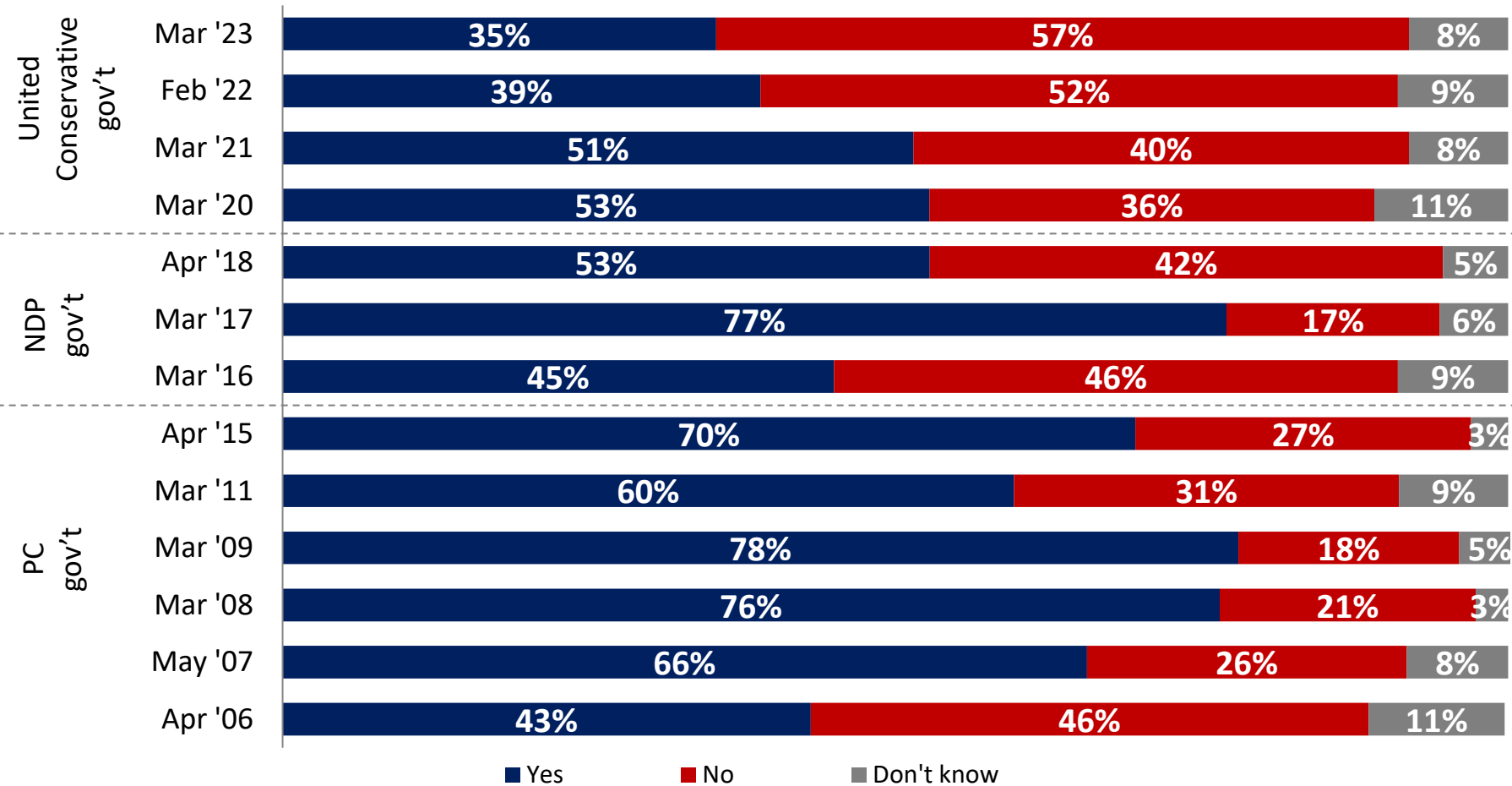


# Reaction to the 2023 Budget

# RSH Budget: There is low awareness of the budget compared to previous years

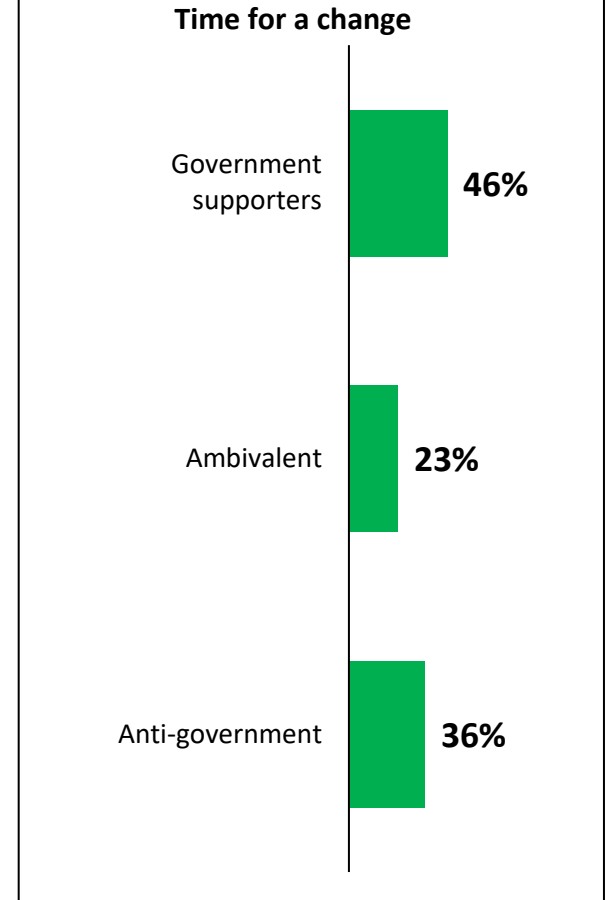


Have you read, seen or heard anything about the recent provincial budget that was presented in the Legislature on February 28<sup>th</sup>, 2023?  
 [asked of all respondents in AB, n=450]



## Segmentation

Those who say "Yes"



# RSH Budget: Awareness is highest among those who are passionate about how they feel about the government, on both sides



Have you read, seen or heard anything about the recent provincial budget that was presented in the Legislature on February 28<sup>th</sup>, 2023?

[asked of all respondents in AB, n=450]



## Time for a change segments



■ Yes ■ No ■ Don't know

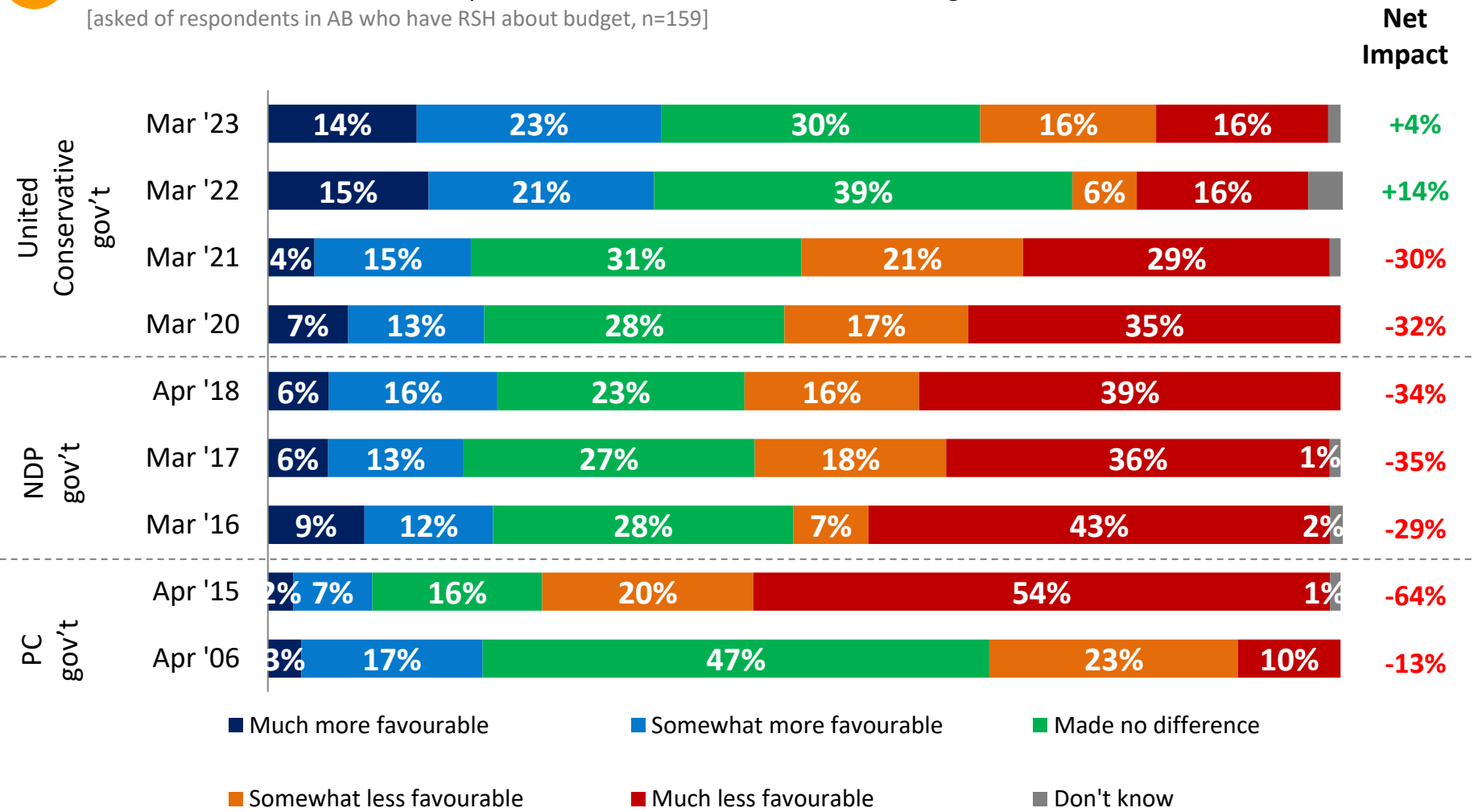


# Budget Impact: RSH negative impact has increased, while positive impact has remained steady; leading to a 10-point decrease in net score



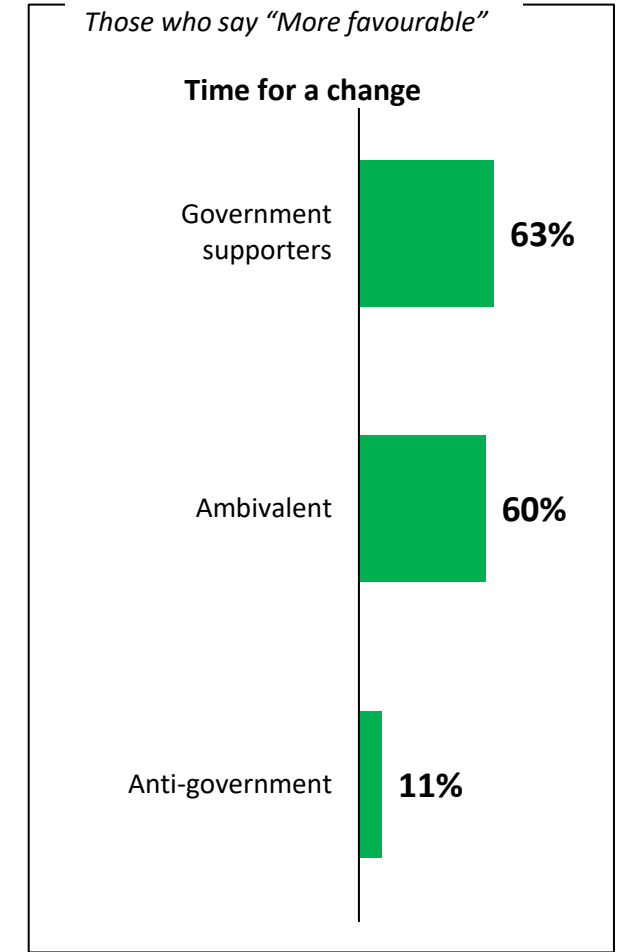
Did it leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the provincial Alberta United Conservative government?

[asked of respondents in AB who have RSH about budget, n=159]



## Segmentation

Those who say "More favourable"



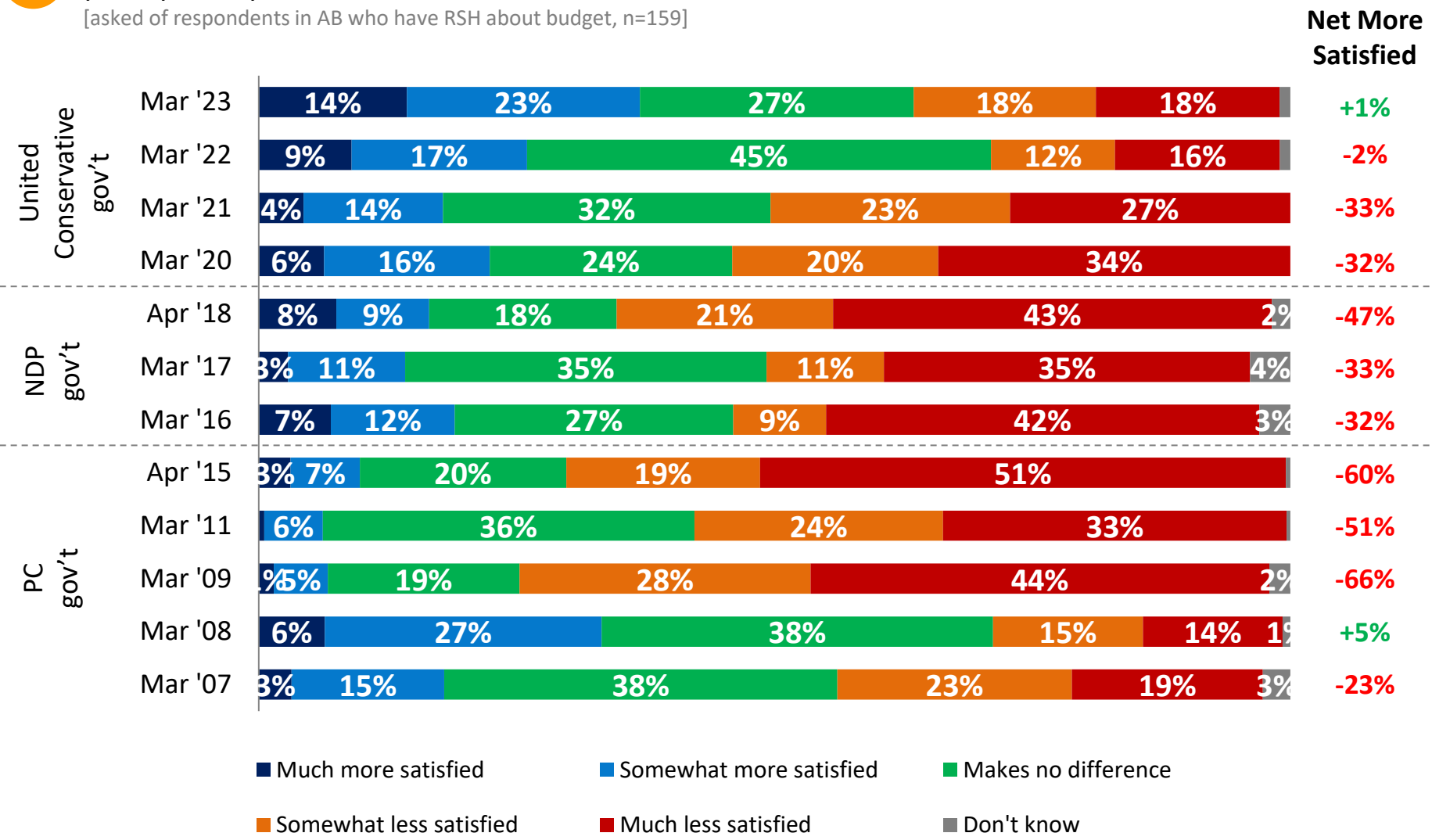
Note: "Don't know" was not provided as an option in Apr '06; starting in March 2020, question is asked about the United Conservative government

# Budget Impact: Impact of the budget on the government's performance assessment is positive, up 3 points from last year



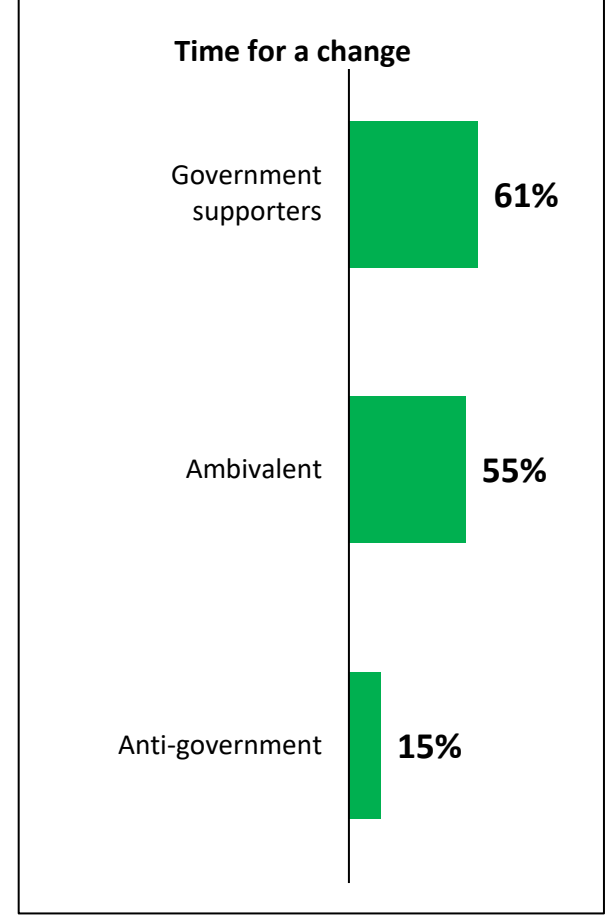
What impact did the budget have on your overall assessment of the provincial government's performance? Would you say it left you...

[asked of respondents in AB who have RSH about budget, n=159]



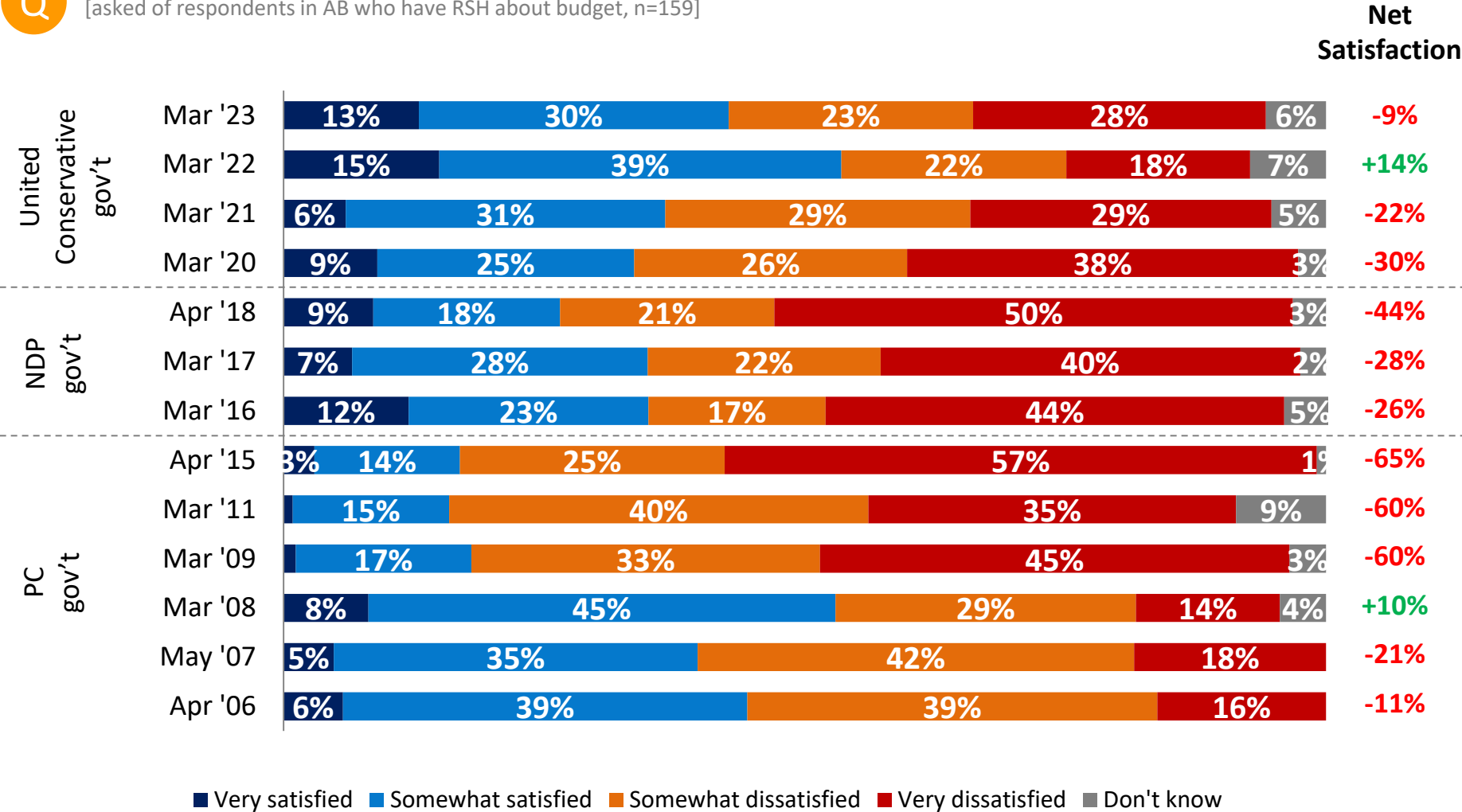
## Segmentation

Those who say "More satisfied"



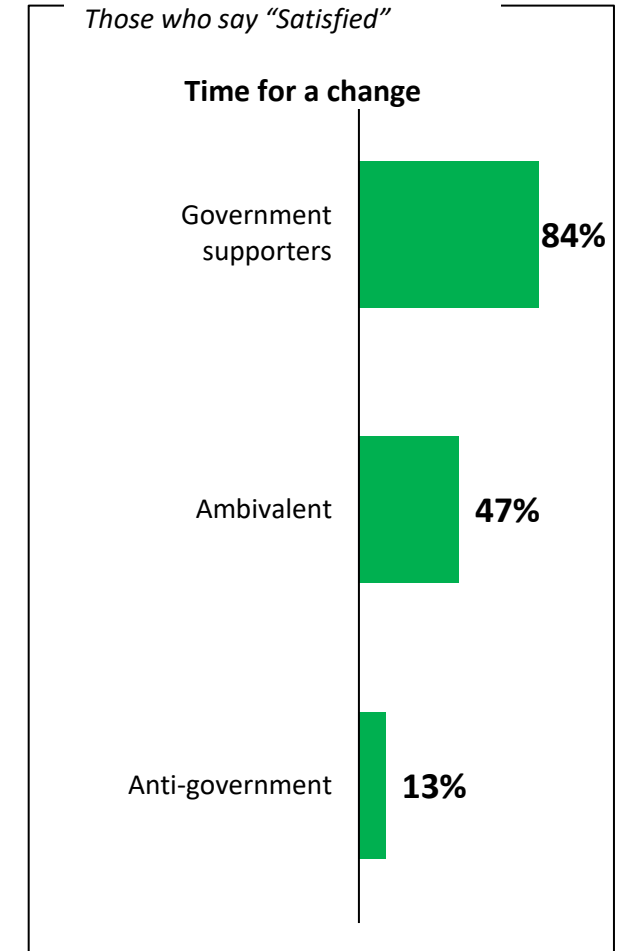
# Budget Satisfaction: Net satisfaction with the provincial budget is down 23 points from last year's budget <sup>35</sup>

**Q** In general, how satisfied are you with the provincial budget?  
 [asked of respondents in AB who have RSH about budget, n=159]



## Segmentation

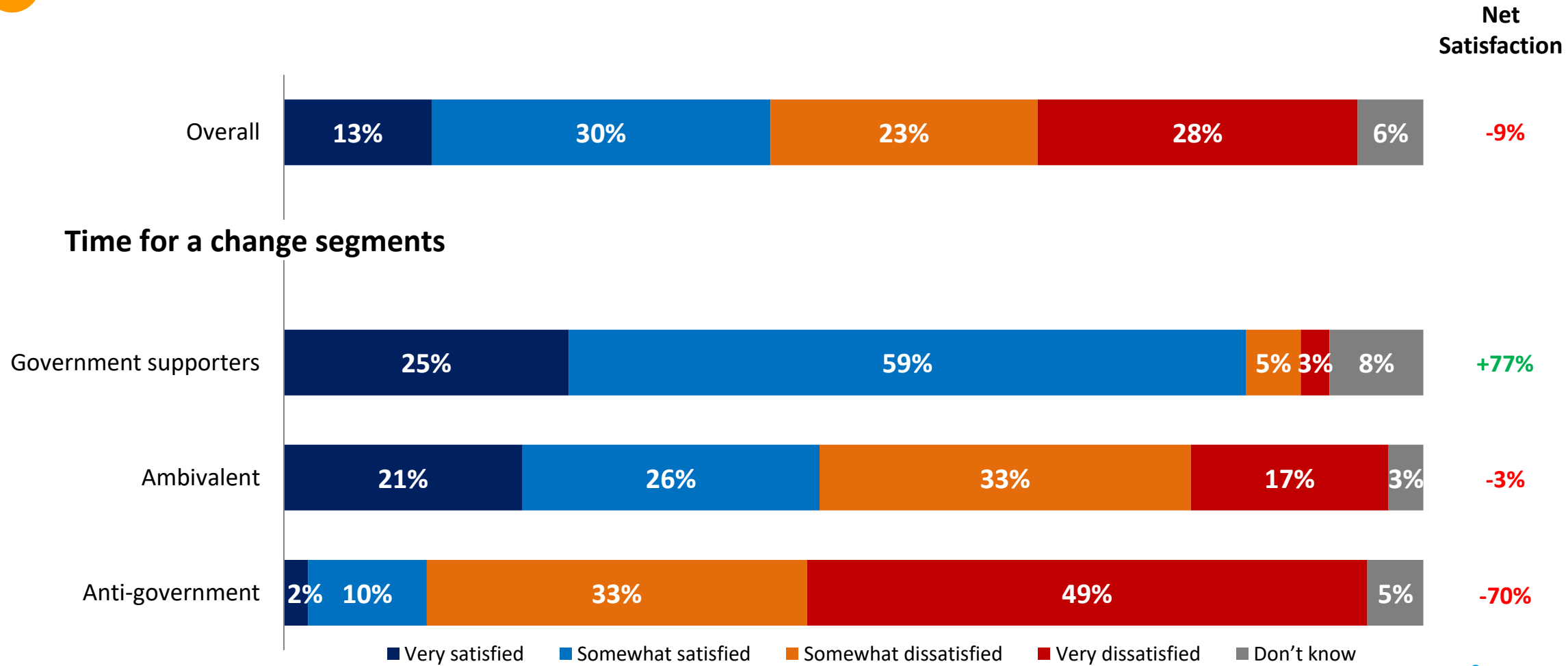
Those who say "Satisfied"



Note: "Don't know" is not provided as an option in Apr '06 and May '07.

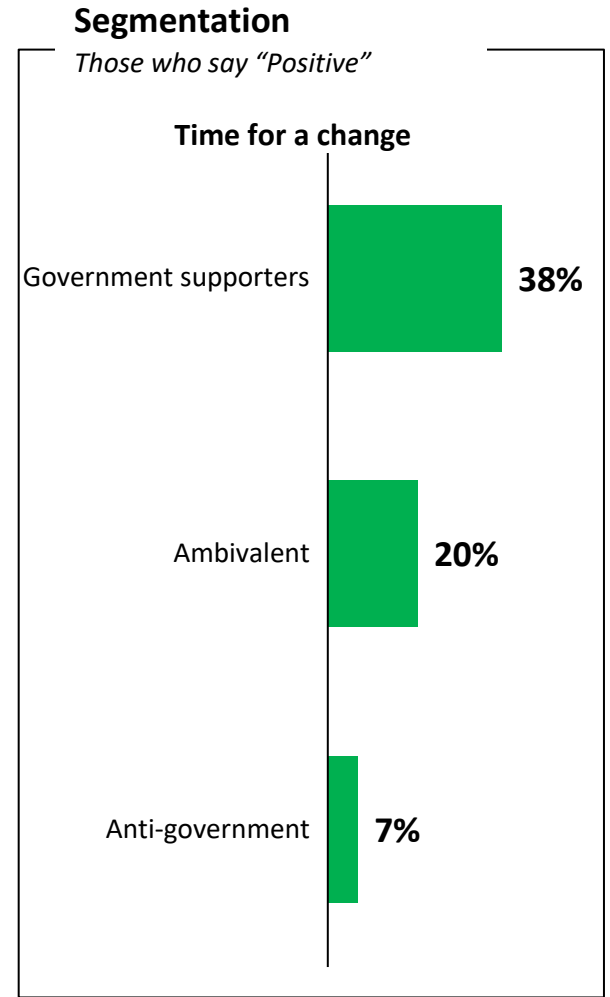
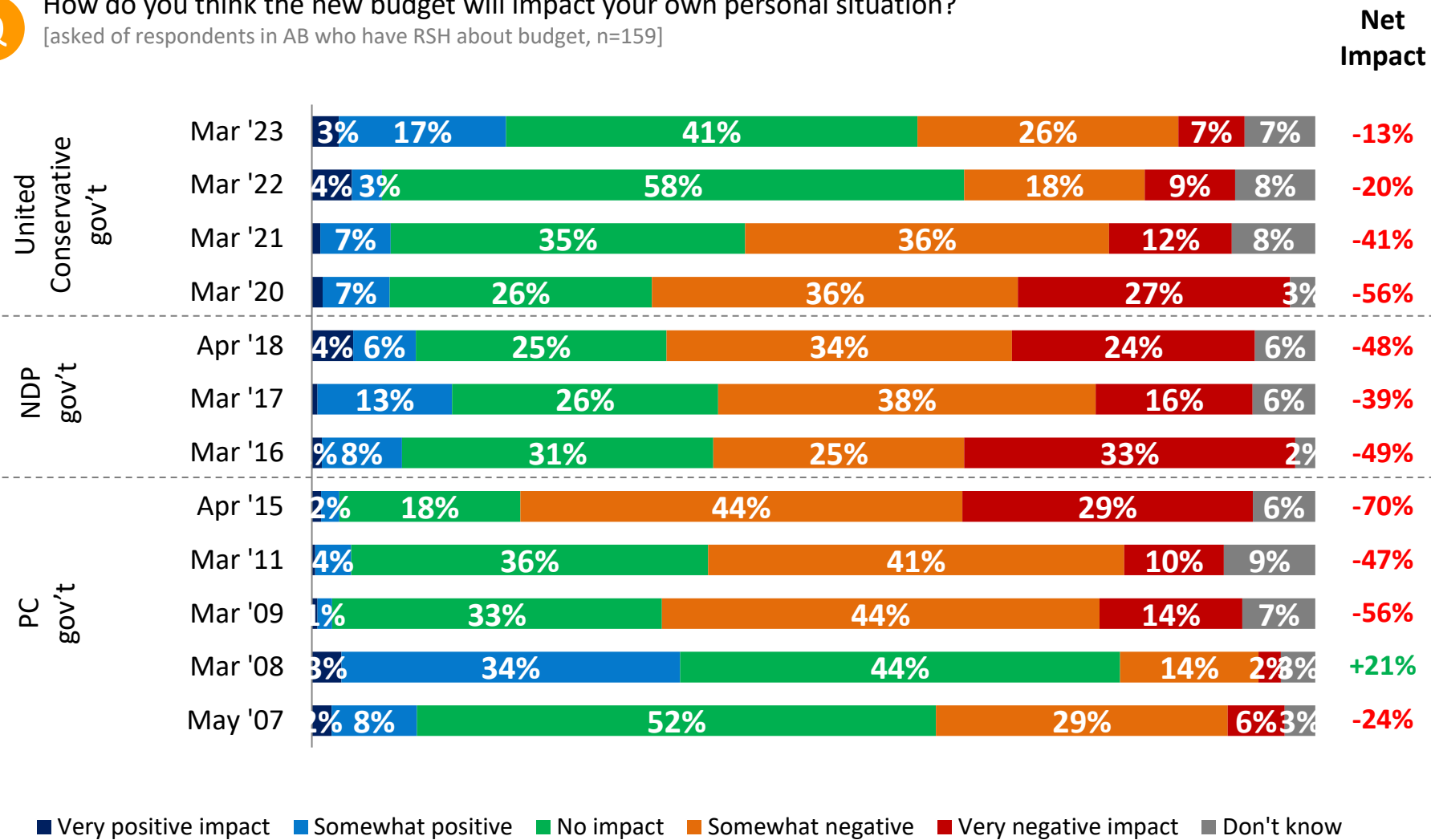
# Budget Satisfaction: Government supporters are mostly satisfied with the budget, while those who are anti-government are dissatisfied

**Q** In general, how satisfied are you with the provincial budget?  
[asked of respondents in AB who have RSH about budget, n=159]



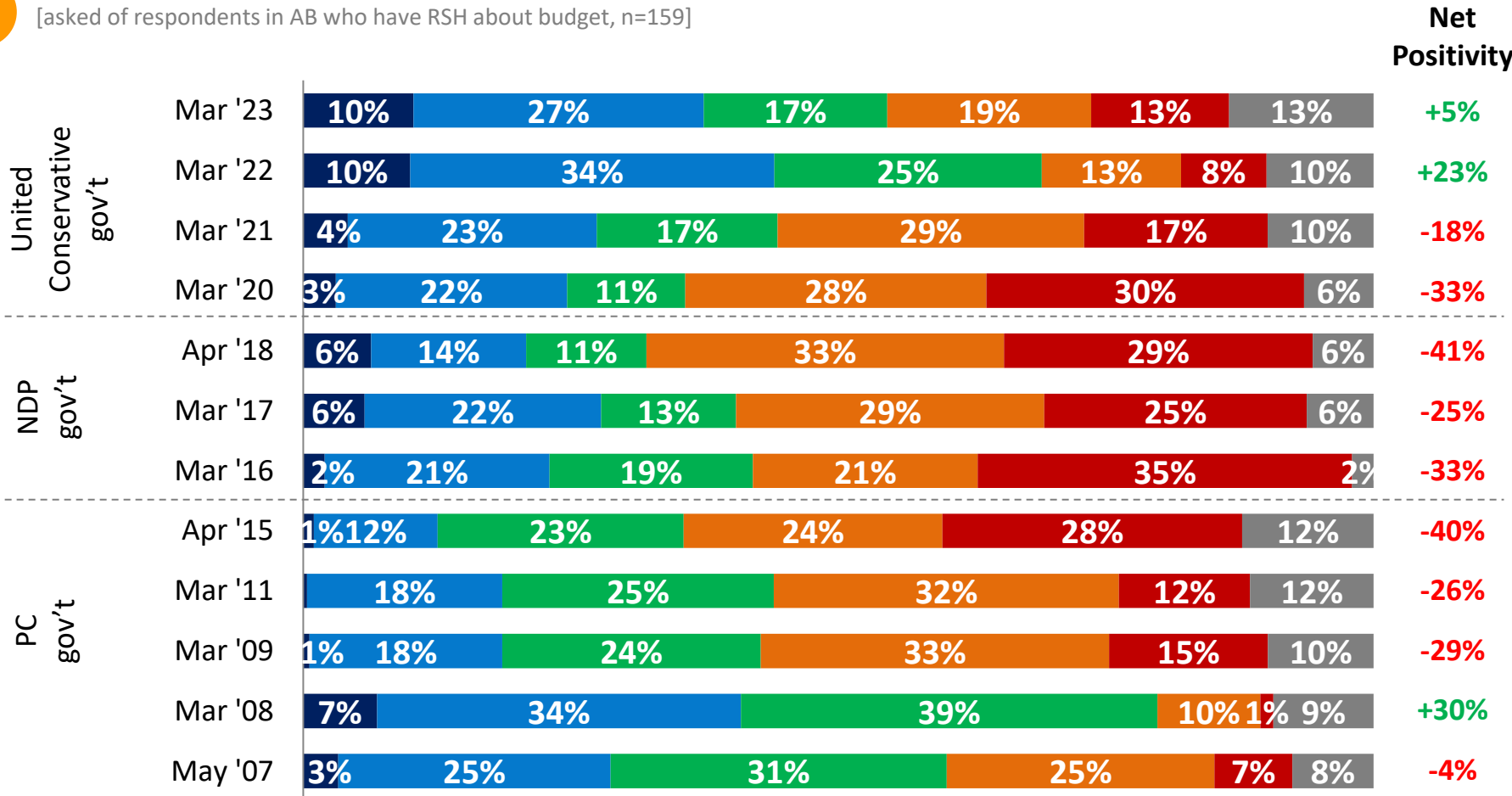
# Personal Impact: Positive impact on personal situation is up seven points among those who have heard of the budget

**Q** How do you think the new budget will impact your own personal situation?  
 [asked of respondents in AB who have RSH about budget, n=159]



# Economic Impact: Fewer Albertans this year think the budget will have a positive impact on the economy, though still net positive (+5%)

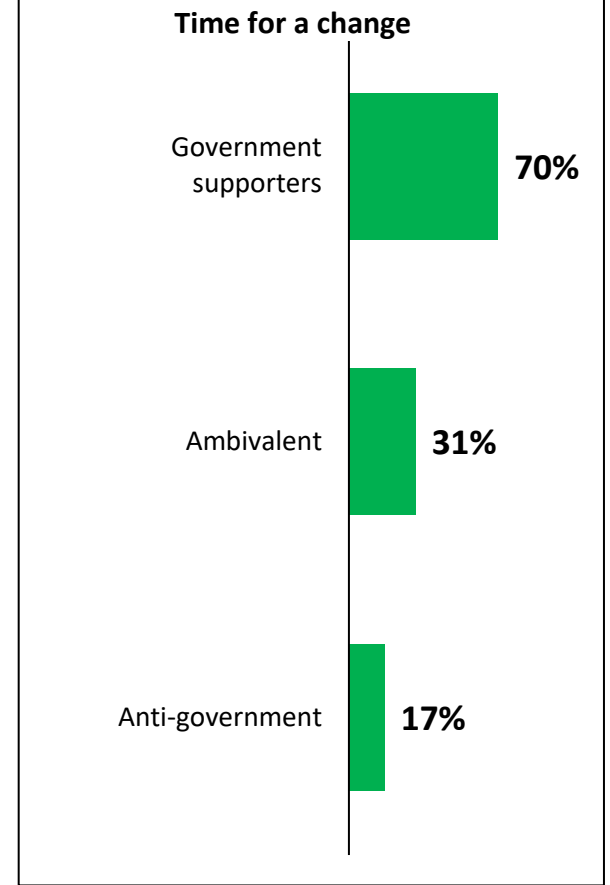
**Q** Do you think the budget will have a positive or negative impact on the economy?  
 [asked of respondents in AB who have RSH about budget, n=159]



■ Very positive impact 
 ■ Somewhat positive 
 ■ No impact 
 ■ Somewhat negative 
 ■ Very negative impact 
 ■ Don't know

## Segmentation

Those who say "Positive"

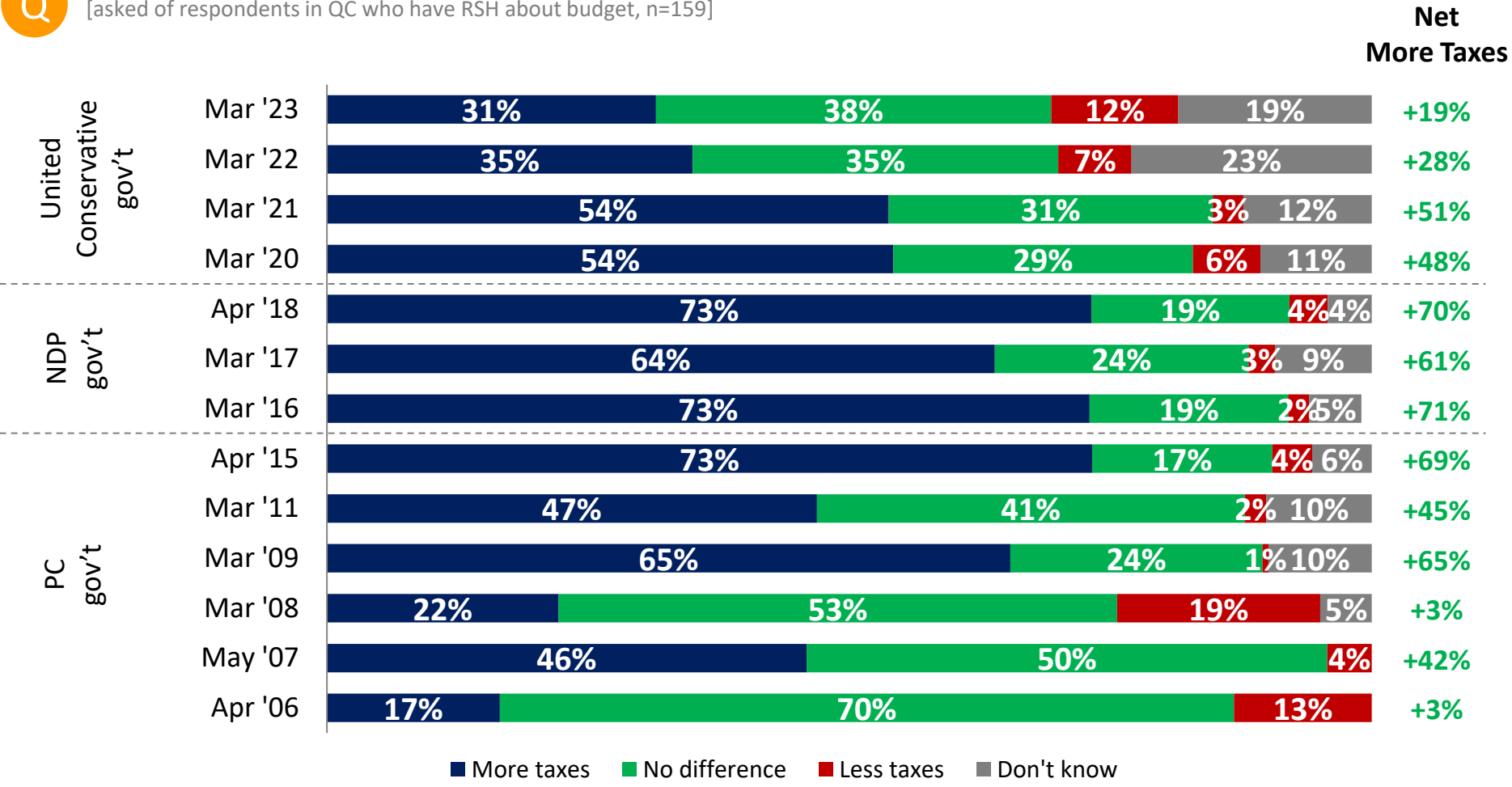


# Tax Impact: Albertans are more likely than last year to think the budget will result in less taxes, yet overall still think it will result in more taxes <sup>39</sup>



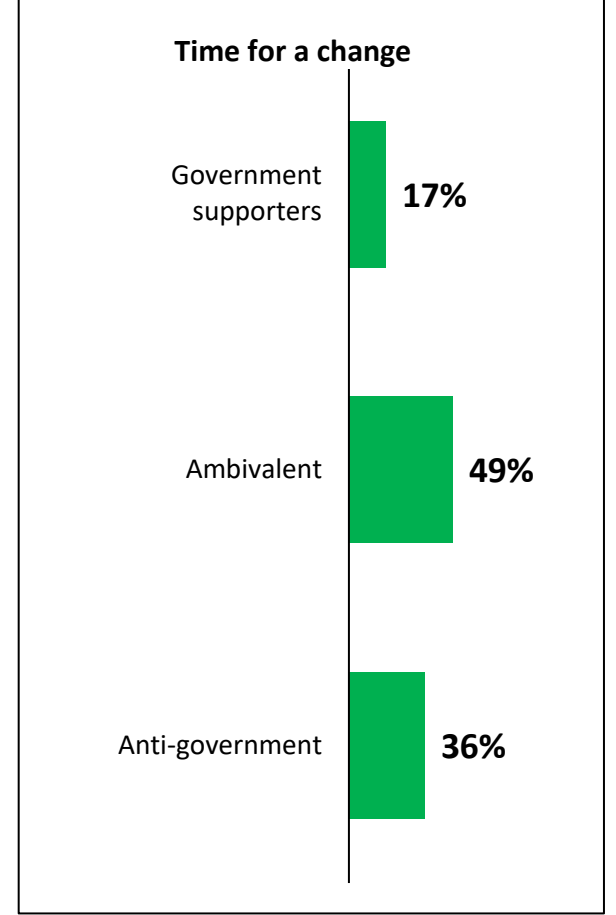
Do you think the budget will result in your paying more taxes, less taxes, or will it make no difference?

[asked of respondents in QC who have RSH about budget, n=159]



## Segmentation

Those who say "More taxes"



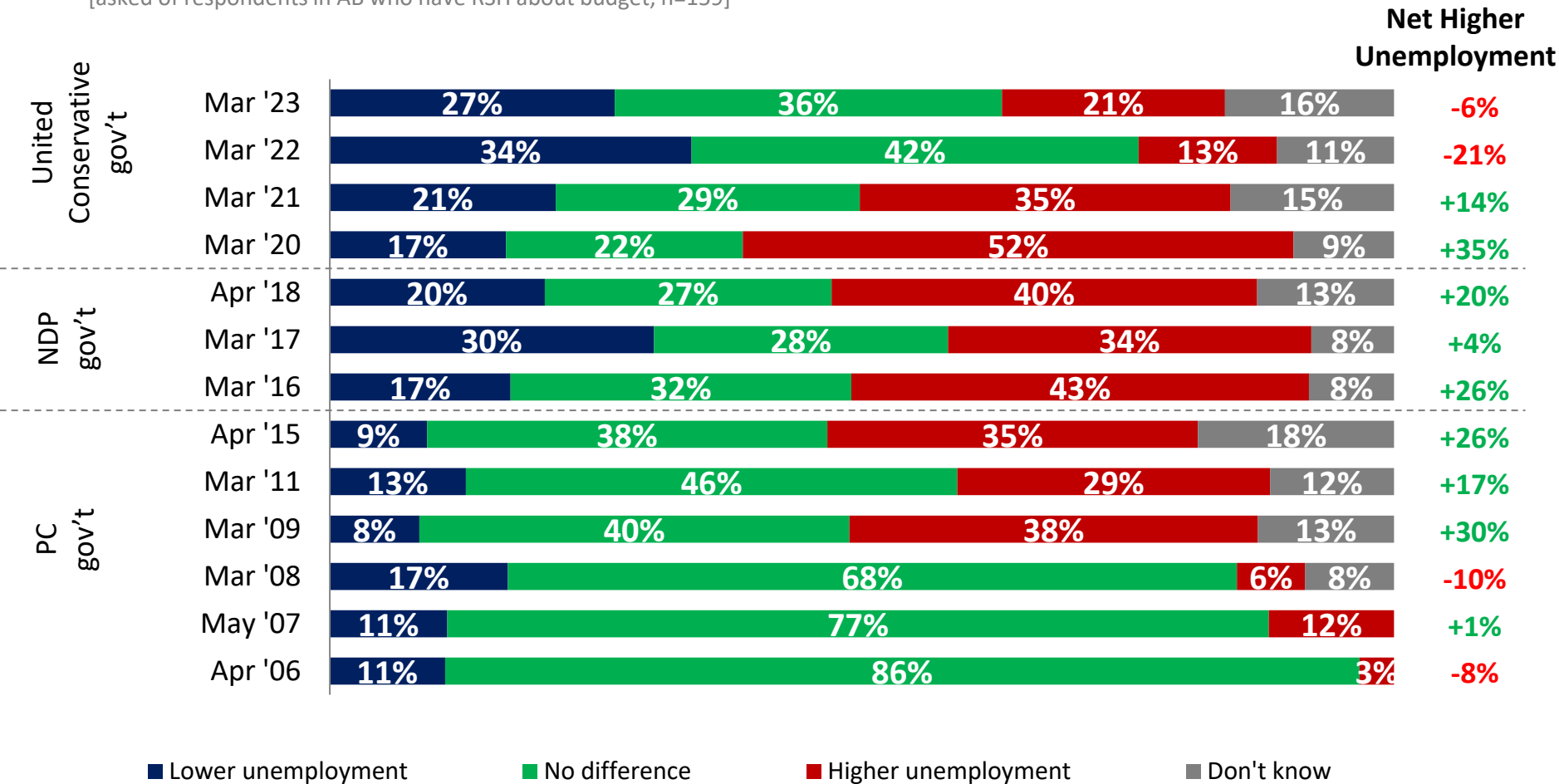
Note: "Don't know" is not provided as an option in Apr '06 and May '07.

# Jobs Impact: Belief that the budget will result in lower levels of unemployment has gone down 15 points since last year



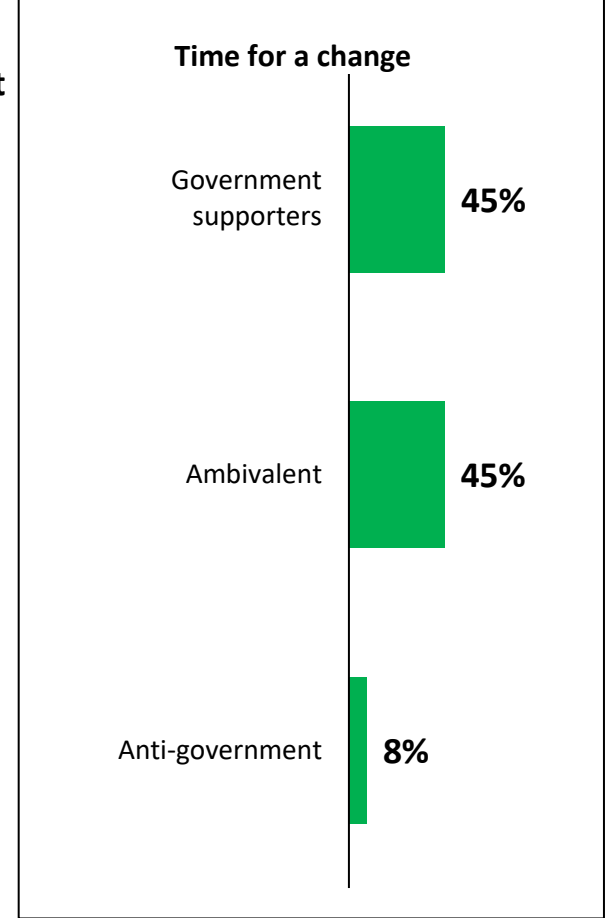
Do you think the budget will result in higher levels of unemployment, lower levels of unemployment or will it make no difference?

[asked of respondents in AB who have RSH about budget, n=159]



## Segmentation

Those who say "Lower unemployment"



Note: "Don't know" is not provided as an option in Apr '06 and May '07.

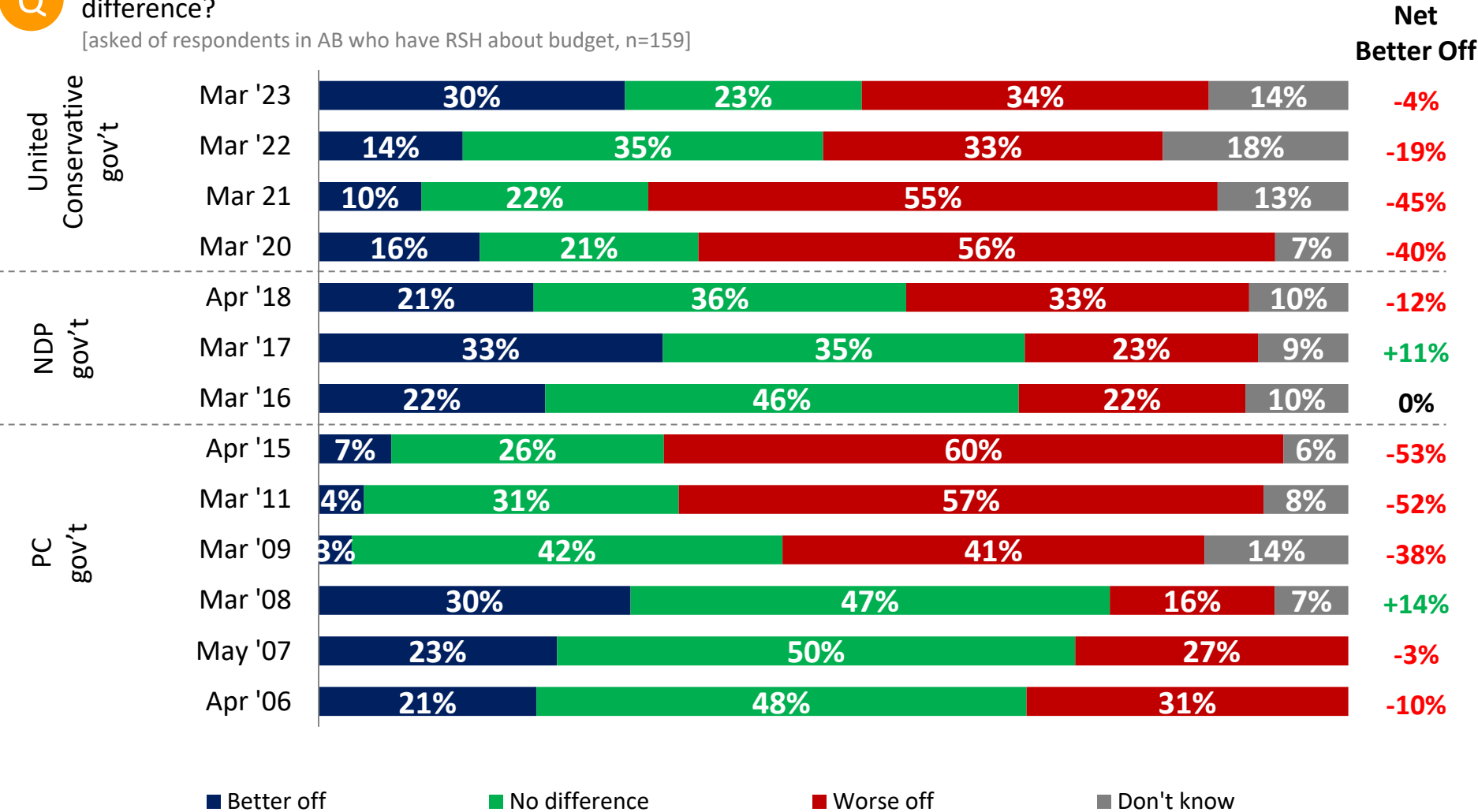


# Education Impact: About one third of Albertans think the budget will leave the education system better off, highest since 2017



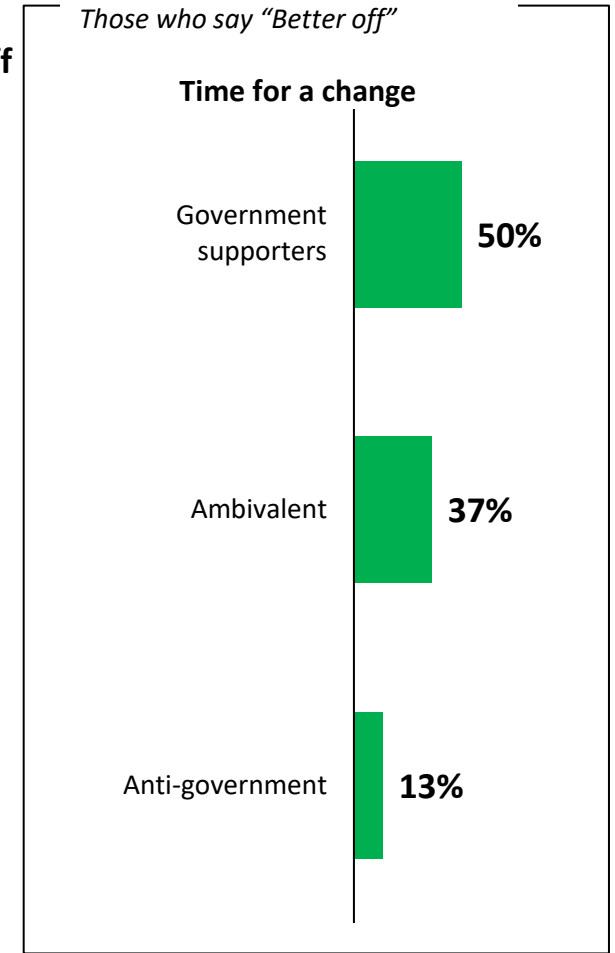
Do you think the budget will leave your province's education system better off, worse off or will it make no difference?

[asked of respondents in AB who have RSH about budget, n=159]



## Segmentation

Those who say "Better off"



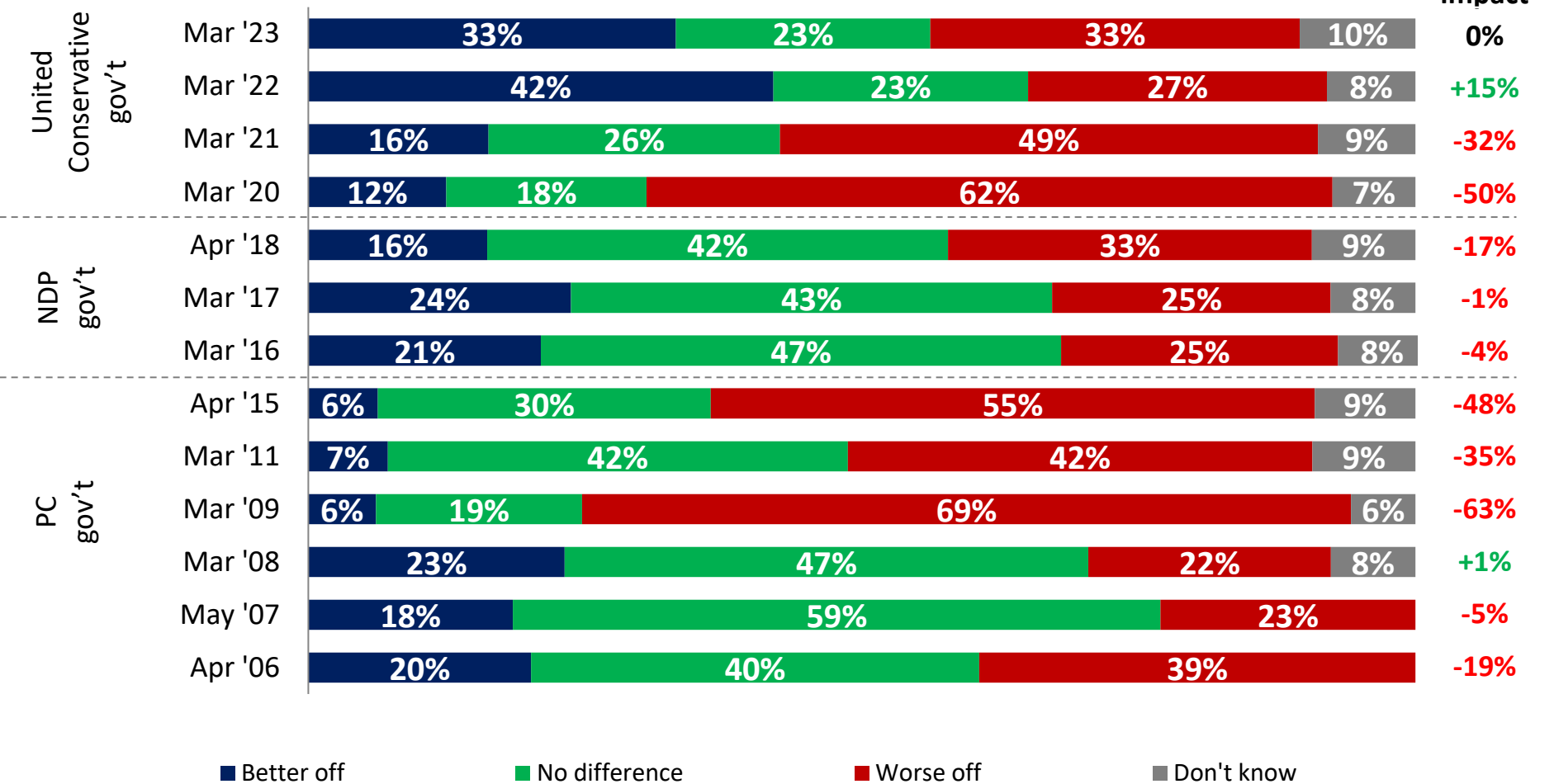
Note: "Don't know" is not provided as an option in Apr '06 and May '07.

# Healthcare Impact: Net healthcare impact is neutral, down 15 points from last year's budget



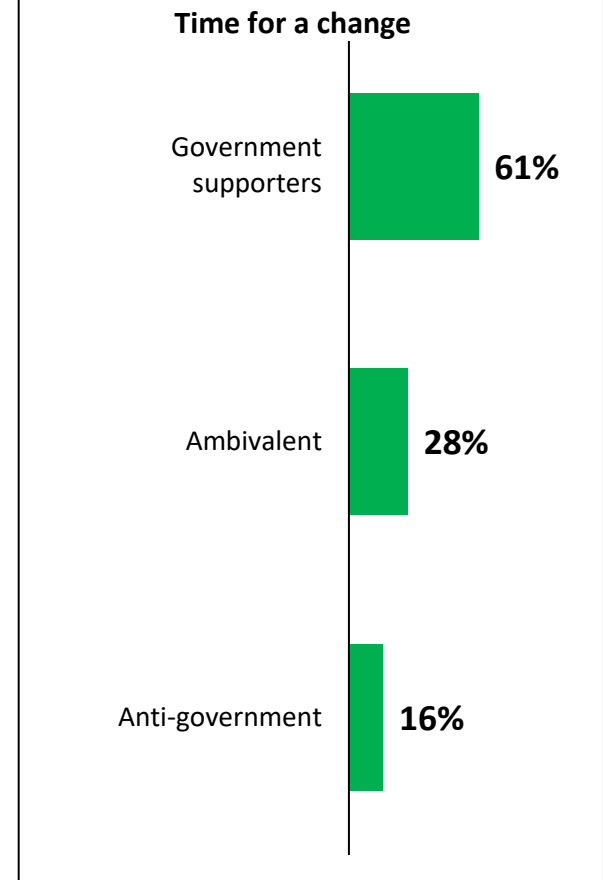
Do you think the budget will leave your province's health care system better off, worse off or will it make no difference?

[asked of respondents in AB who have RSH about budget, n=159]



## Segmentation

Those who say "Better off"



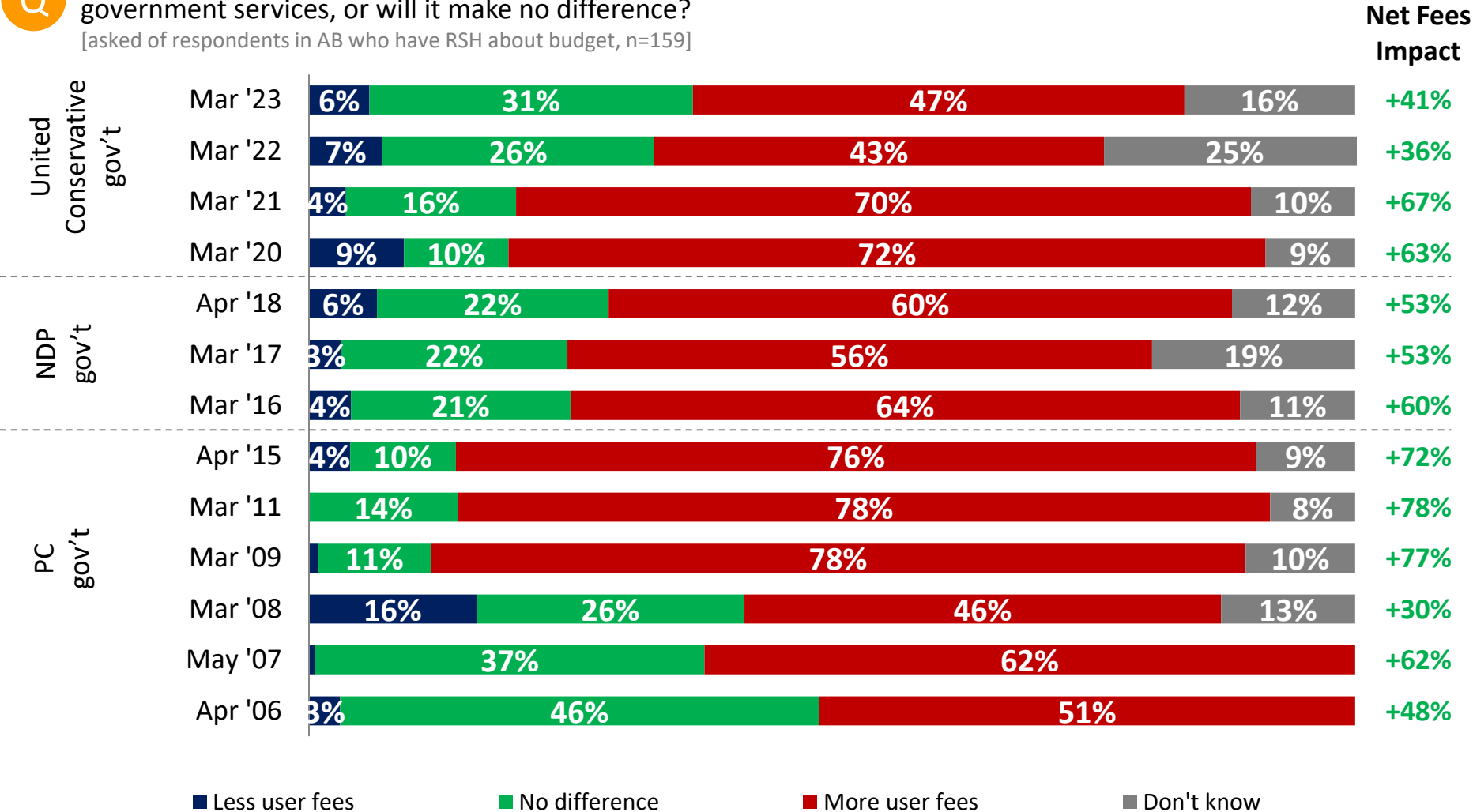
Note: "Don't know" is not provided as an option in Apr '06 and May '07.

# User Fees Impact: Albertans are more likely than last year to think that the budget will result in them paying more in user fees for services



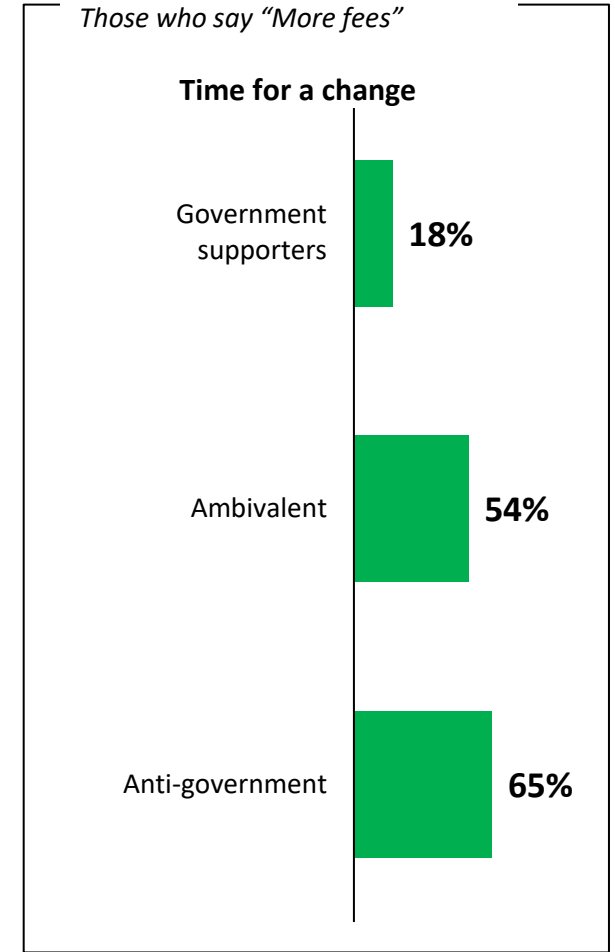
Do you think the budget will result in you paying more user fees for government services, less user fees for government services, or will it make no difference?

[asked of respondents in AB who have RSH about budget, n=159]



## Segmentation

Those who say "More fees"



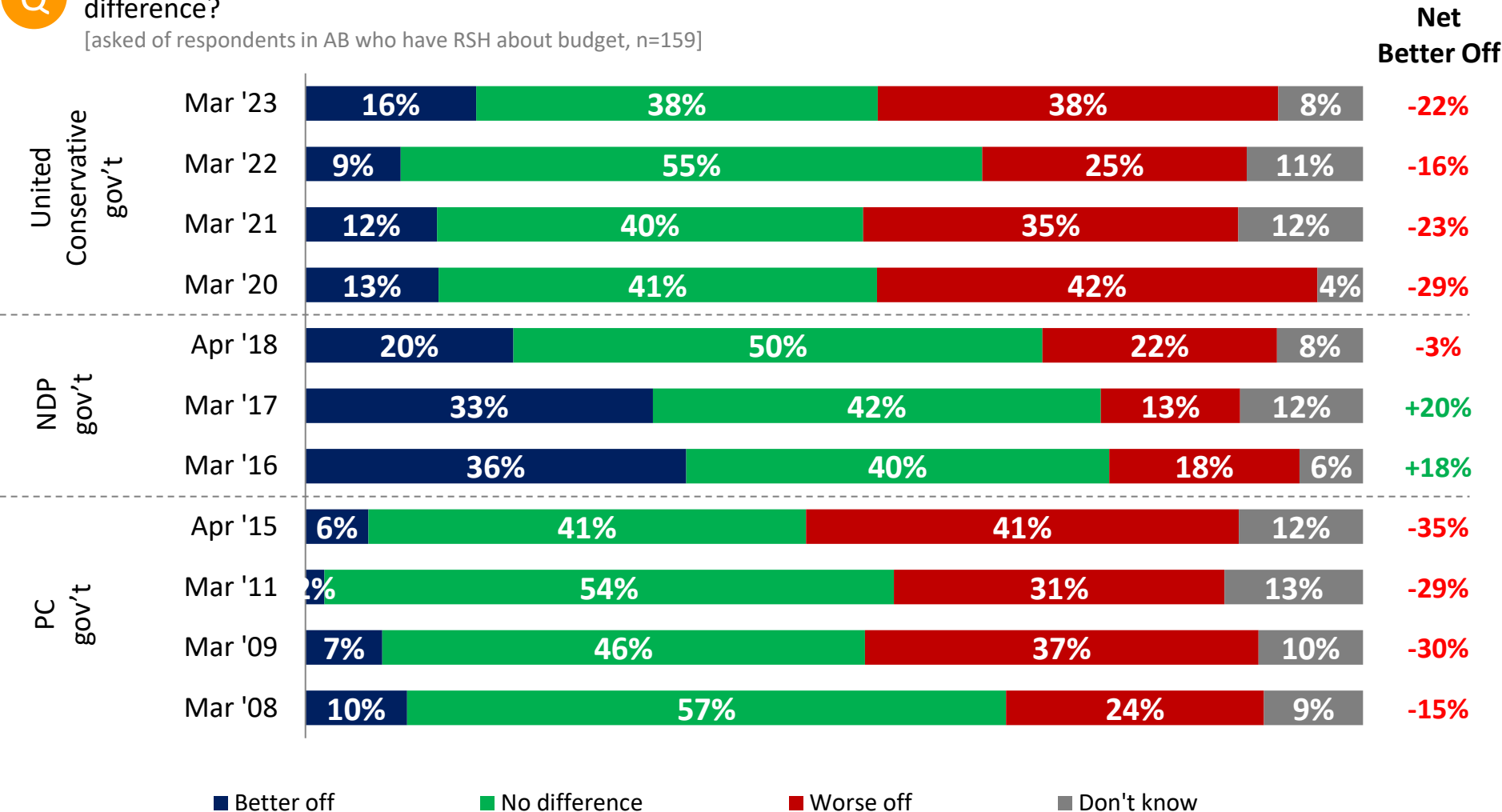
Note: "Don't know" is not provided as an option in Apr '06 and May '07.

# Environment Impact: Higher share who say the budget will leave the environment better off than last year, yet more also say worse off



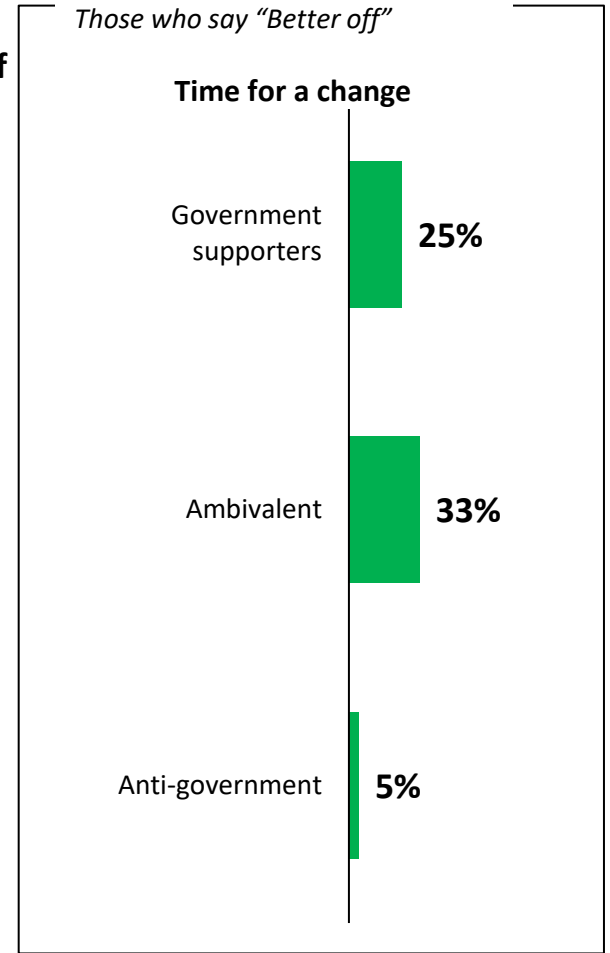
Do you think the budget will leave the environment in your province better off, worse off, or will it make no difference?

[asked of respondents in AB who have RSH about budget, n=159]



## Segmentation

Those who say "Better off"



# Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface, creating a subtle pattern.

# Survey Methodology

**These are the results of an online survey conducted between March 2<sup>nd</sup> to March 20<sup>th</sup>, 2023.**

**Method:** This online survey was conducted using Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=489 Alberta residents, 18 years or older. The results are weighted to n=450 based on Census data from Statistics Canada.

**Field Dates:** March 2<sup>nd</sup> to March 20<sup>th</sup>, 2023.

**Weighting:** Results for Alberta are weighted by age, gender, education, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	62	12.7%	70	15.6%
<b>Men 35-54</b>	78	16.0%	81	18.0%
<b>Men 55+</b>	90	18.4%	72	16.1%
<b>Women 18-34</b>	69	14.1%	68	15.2%
<b>Women 35-54</b>	86	17.6%	80	17.8%
<b>Women 55+</b>	104	21.3%	78	17.3%
<b>Geography</b>				
<b>Calgary</b>	161	32.7%	142	31.6%
<b>Edmonton</b>	164	33.3%	143	31.7%
<b>Small Cities/Rural</b>	167	33.9%	165	36.7%



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