Calgary: The Road Ahead is CBC’s special focus on our city. A marketplace of ideas to share and debate possibilities for the kind of community we want and the kind of city we need.
Conducted by live interviewers, located in Alberta
Random sample, including 50% landlines and 50% cell phones
Option of answering over the telephone or online
Numbers called up to 5 times, at 5 different times of day
Quotas set to ensure representativeness
High response rate (20.8% of valid numbers dialed)
n=1200, +/- 2.8%, 19 times in 20
Survey dates were March 13 to April 5
Followed by three focus group sessions
What Matters
What Matters
March 2018

Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about transit in Calgary:

(total mentions)

- Energy / Pipelines: 40%
- Economy: 30%
- Jobs: 20%
- Health care: 20%
- Budget: 19%
- The Government: 13%
- Education: 13%
How would you describe the Economy?

April 2018

- Moving forward
- Unemployment
- Challenging
depressed
-tough

- Need diversification
  too dependent on oil
-polarized

- Slow
  improving slowly
uncertain

- Need to help business
  getting worse

- Unemployment
- Unprepared
- Depressed

- Crisis
- Recession
- Declining

- Unsettling
- Poverty
- Uneven recovery
Economic Confidence
**Household Situation, Compared to Last Year**

- Better than it was: 18%
- The same: 44%
- Worse than it was: 37%
- Not sure: 1%

**Household Situation, Looking Ahead One Year**

- Better than now: 29%
- The same: 48%
- Worse than now: 22%
- Not sure: 3%

**Current State of Alberta Economy**

- Starting to recover: 45%
- Stagnant: 35%
- Going to get worse: 18%
- Not sure: 1%
Meeting Monthly Household Expenses

- Very easy, 38%
- Somewhat easy, 32%
- Somewhat difficult, 10%
- Very difficult, 10%
- Don't know, 1%
Public Finances
• Alberta has both a spending and a revenue problem.

• Government needs to make progress on spending issues before they tackle revenue.
Alberta should eliminate carbon tax

- Strongly agree: 49%
- Somewhat agree: 17%
- Somewhat disagree: 15%
- Strongly disagree: 16%
- Not sure: 8%

(Total agree: 66%)

Alberta should adopt a PST

- Strongly agree: 8%
- Somewhat agree: 17%
- Somewhat disagree: 16%
- Strongly disagree: 57%
- Not sure: 8%

(Total agree: 25%)

Not a good time to cut health and education

- Strongly agree: 56%
- Somewhat agree: 22%
- Somewhat disagree: 12%
- Strongly disagree: 8%
- Not sure: 8%

(Total agree: 78%)

Alberta should adopt a PST

- Strongly agree: 8%
- Somewhat agree: 17%
- Somewhat disagree: 16%
- Strongly disagree: 57%
- Not sure: 8%

(Total agree: 25%)
If An Election Was Held Today?
Vote Intention
2015 Election vs March 2018

2015 Election

March 2018

53%
29%
6%
11%
1%
41%
27%
24%
4%
2%
1%
Is Alberta “conservative”?
Political and Social Values
March 2018

- Not a good time to make cuts to social programs: 56% strongly agree, 22% somewhat agree, 12% somewhat disagree, 8% strongly disagree, (Total approve: 78%)
- Reduce the gap between men and women: 55% strongly agree, 27% somewhat agree, 10% somewhat disagree, 5% strongly disagree, (Total approve: 82%)
- Equalization unfair to Alberta: 50% strongly agree, 21% somewhat agree, 13% somewhat disagree, 7% strongly disagree, (Total approve: 71%)
- Eliminate Carbon Tax: 49% strongly agree, 17% somewhat agree, 15% somewhat disagree, 16% strongly disagree, (Total approve: 66%)
- Reduce gap between rich and poor: 43% strongly agree, 34% somewhat agree, 15% somewhat disagree, 6% strongly disagree, (Total approve: 77%)
- Politicians lose touch after elected: 39% strongly agree, 42% somewhat agree, 15% somewhat disagree, 3% strongly disagree, (Total approve: 81%)

“Right-wing” values are circled
Political and Social Values
March 2018

- Economy too dependent on oil and gas: 37% Strongly agree, 42% Somewhat agree, 14% Somewhat disagree, 6% Strongly disagree, (79%) Total approve
- Would be good if more women in politics: 36% Strongly agree, 38% Somewhat agree, 16% Somewhat disagree, 3% Strongly disagree, (74%) Total approve
- Should be more emphasis on family values: 35% Strongly agree, 29% Somewhat agree, 16% Somewhat disagree, 14% Strongly disagree, (66%) Total approve
- Other parts of Canada always looked after first: 35% Strongly agree, 25% Somewhat agree, 22% Somewhat disagree, 15% Strongly disagree, (60%) Total approve
- Oil and gas will still be most imp. industry in 25 years: 28% Strongly agree, 36% Somewhat agree, 23% Somewhat disagree, 9% Strongly disagree, (64%) Total approve
- Canada should reduce number of immigrants: 24% Strongly agree, 23% Somewhat agree, 27% Somewhat disagree, 22% Strongly disagree, (47%) Total approve

“Right-wing” values are circled
Alberta should adopt PST (57%)
Alberta’s best days are behind it (36%)
Trust down-to-earth people over experts (17%)
Gov’t should leave job creation to private sector (13%)
Everyone benefits when business makes $$$ (4%)
Do more for First Nations (21%)

(Total approve)

“Right-wing” values are circled
“Values Clusters” in Alberta
Value Clusters
March 2018
Value Clusters
March 2018

Value Clusters In Alberta

- Ivory Tower Idealists
- Old-Fashioned Capitalists
- Cosmopolitan Elites
- Prairie Populists
For more information:

CBC: The Road Ahead
www.planetjanet.ca/special-projects
planetjanet@shaw.ca
@planetjanetyyyc

Thank You!