Fifteen questions were used in the factor analysis:

A2. (I am going to read you / Here is) a list of statements about Alberta. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

a. 25 years from now, oil and gas will still be Alberta’s most important industry.
b. Transition away from oil and gas will be beneficial for Alberta’s economy in the long run.
c. No matter who’s in charge in Ottawa, other parts of Canada will always be looked after before Alberta.
d. Canada’s system of equalization payments is unfair to Alberta.
e. Alberta should work toward achieving more independence from the federal government.

A3. (I am going to read you / Here is) a list of statements about politics in general. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

a. It is better to trust the down-to-earth thinking of ordinary people than experts.
b. Regardless of which party they are from, politicians lose touch with the people after they are elected.
c. I am sympathetic to the concerns expressed by the convoy protests in February.
d. The government should leave it to the private sector to create jobs.
e. When businesses make a lot of money, everyone benefits, including the poor.
f. We’ve NOT gone far enough to promote equality in Canada.
g. Canada should cut the number of immigrants it accepts each year.
h. More should be done for First Nations and Indigenous people.
i. Government would make better decisions if it did more direct consultation with the people through referendums and plebiscites.
j. More should be done to address climate change.

Using varimax rotation, there are 5 factors with eigenvalues >1 that, together, explain 53% of the variation. These are:

1. Economic conservatism (questions: A2e, A3d, A3c, A3e)
2. Populism (questions: A3i, A3c, A3a, A3,g)
3. Western disaffection (questions: A2d, A3b, A2c)
4. Cultural conservatism (questions: A3j, A3h, A3g)
5. Energy/enviro (questions: A3j, A2b, A2a)

For flexibility/complexity in accounting for the relationship between a variable and a latent construct, we allowed more than one question to load onto a factor. This is in contrast to the summated rating model, which assumes that the individual items used to measure a latent construct only load onto that single construct and do so in an equally weighted way.

We used the five latent factors as inputs into the cluster analysis.

We found five clusters:
1. The Consistent Left
2. The Consistent Right
3. The Moderate Middle
4. The Less-Culturally-Conservative Right
5. Swing Voters

Looking at how the average score on each value dimension varies across the clusters, we see:

1. Cluster 1 (15% of Albertans) is consistently left-wing on all dimensions.
2. Cluster 2 (18%) is consistently right-wing on all dimensions.
3. Cluster 3 (42%) is, across most dimensions, centrist, but lean slightly to the right on cultural conservatism and lean slightly left on economic conservatism, energy/environment, and western alienation.
4. Cluster 4 (14%) is right-wing on most dimensions, except for cultural conservatism, where it leans slightly left. Also, it is more right-wing than Cluster 2 on economic conservatism, energy/environment, and western alienation.
5. Cluster 5 (11%) has a mix of positions. It is fairly left in on populism and cultural conservatism, but fairly right-wing on western alienation, and right-leaning on energy/environment.

Vote choice within the clusters breaks down as follows:

1. Cluster 1 is almost completely (93%) voting NDP.
2. Cluster 2 is mostly (71%) voting UCP.
3. Cluster 3 is split with more than a 2:1 ratio in favor of the NDP versus the UCP (52% vs 20%). An eighth of it (13%) is Undecided.
4. Cluster 4 is mostly (81%) voting UCP.
5. Cluster 5 is the most heterogeneous in terms of vote choice. About half (51%) are voting NDP. About a fifth (18%) are voting UCP. A bit more than a tenth are “orphaned voters” (12%) or voting for one of the other parties (11%).