

THE FIVE ALBERTAS

Social, political, and environmental
values segmentation

	VETERAN ACTIVISTS <i>“Man the barricades!”</i>	LIMITED BANDWIDTH <i>“Someone should do something!”</i>	CALGARY DISSONANCE <i>“I can’t even!”</i>	RED TORIES <i>“Can’t we all just get along?!”</i>	AGGRIEVED + ENTRENCHED <i>“You’re not the boss of me!”</i>
% Population	21 percent	41 percent	8 percent	15 percent	15 percent
Age	Tend to be older (60% are 45+)	Working years (70% are 25 to 64)	Tend to be younger (75% are 25 to 44)	Working years (71% are 25 to 64)	Tend to be older (62% are 45+)
Gender	Tend to be more women, 60% female	Tend to be gender balanced	Tend to be gender balanced	Tend to be gender balanced, slightly more women	Predominantly men, about 70%
Ethnicity	60% white 40% visible minority	70% white 30% visible minority	80% white 20% visible minority	65% white 35% visible minority	70% white 30% visible minority
Education	38% trades, 34% bachelors, 20% post-grad	40% trades, 34% bachelors, 16% post-grad	30% trades, 37% bachelors, 20% post-grad	15% high school, 55% trades, 20% bachelors	60% trades, 20% bachelors, >10% post grad
Income	\$60—\$100k	\$60—\$100k	\$100—\$150k	\$60—\$100k	\$60—\$100k
Political engagement	Highly politically engaged		Politically engaged		Most politically engaged
Political ideology	Hold strong left-wing positions on all issues, especially environmental issues.	Hold left-leaning positions, but less stridently than Veteran Activists, especially in terms of environmental values where they are more centrist than left-leaning.	They’re conflicted. They are quite right-wing in most respects, but lean left on environmental values (i.e. they believe in anthropogenic climate change, but don’t like what needs to be done to address it).	They have center-right positions on most issues, except for government management of the economy, where they are quite right-wing.	They are the mirror opposite image of Veteran Activists when it comes to environmental positions (i.e. they hold strongly right-wing positions on all issues and are even more right-wing on the environment).
Priorities	Prioritizes education, land, water and health equally... followed by addressing climate change and creating opportunities for youth to stay in Alberta.	Prioritizes education, healthcare, addressing inflation. Most likely to say they find it difficult to meet their monthly expenses (69%).	High issue importance: protecting water and land, climate change and maintaining services. Very worried about loved ones leaving Alberta. Religion is very important.	Prioritizes addressing inflation, keeping taxes low, healthcare. Addressing climate is last priority.	Prioritize keeping taxes low, addressing inflation. Low environmental concern (both climate and conservation). Religion is very important.

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Transition	Most likely to say energy transition is a short-term priority.	More likely to say energy transition is a long-term priority.	More likely to say to say energy transition is a short-term priority.	More likely to say energy transition is a long-term priority.	Those who say energy transition should NOT be a priority.
Values + concern	Most worried about extreme weather. Favors clean-tech over emissions reduction. Least likely to value leaving job creation to private sector. Least likely to say we’ve gone too far promoting equality. Least likely to sympathize with convoy truckers.	More socially motivated, but less likely to do something just because it is about environment. More likely to support energy transition (b/c of economic stability). Not likely to encourage young people to work in oil and gas. Less likely to believe we’ve gone too far promoting equality. Less likely to sympathize with trucker convoy. Favors clean-tech over emissions reduction. Less likely to deny climate change.	Strongest values is trickle-down economics, we’ve gone too far promoting equality, would encourage young people to work in O&G, gov’t should stick to what’s worked in past instead of trying new things. Higher support for trucker convoy. BUT ALSO least likely to say they would not do something about the environment or that energy transition would not be good in the long run. Second most worried about climate change.	Socially motivated, but more likely orienting values around economy and creating economic opportunities. More likely to do something about the environment and second most likely to prioritize protecting land and water (just behind veteran activists). More likely to believe in trickle down economics. More likely to say gov’t should stick to what’s worked in the past. More likely to deny climate change. Second least likely to say transition good in the long run.	We’ve gone too far promoting equality. Sympathy for convoy protesters. Energy transition not be good in the long run.
Vote intention	70% vote NDP 13% UCP	26% vote NDP 41% UCP	37% vote NDP 27% vote UCP	45% vote NDP 30% vote UCP	70% vote UCP 80% would not vote NDP
Who they trust most	Healthcare professionals Scientists Environmental groups	Healthcare professionals Scientists Small business	Scientists Healthcare professionals Small business	Small business Healthcare professionals Scientists	Small business Bloggers, alternative media, etc. Healthcare professionals
Who they trust least	Bloggers, alternative media, etc. Mainstream media Small business	Bloggers, alternative media, etc. Mainstream media Environmental groups	Bloggers, alternative media, etc. Mainstream media Environmental groups	Bloggers, alternative media, etc. Mainstream media Environmental groups	Environmental groups Mainstream media Scientists (Government)

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Media habits	Print: Edmonton Journal, Globe & Mail Broadcast: CBC, Global, CTV Social: Facebook/Instagram/YouTube	The challenge with this group will be to grab their attention. Broadcast: CBC, Global, CTV Print: Edmonton Journal, Regional dailies (Lethbridge Herald, Red Deer Advocate) Social: Facebook, Instagram, YouTube	Biggest consumers of all types of media (print, broadcast, and social media), but also least likely to trust mainstream media. Prefers bloggers and alternative media. Print: Calgary Herald/Edmonton Journal Broadcast: CTV News Social: Facebook, YouTube, Instagram, TikTok, SnapChat	Broadcast: CBC, Global, CTV Print: Edmonton Journal, Regional dailies (Lethbridge Herald, Red Deer Advocate) Social: Facebook, Instagram, YouTube	Print: National Post, Calgary/Edmonton Sun Broadcast: Global News, CTV News Social: Facebook/YouTube Least likely to trust mainstream media. Prefers bloggers and alternative media.
Key strategy	Reinforcing action to address climate change and energy transition.	Sharing knowledge on preparing/stabilizing against economic hardship and uncertainty they are facing.	Sharing knowledge of economic opportunities. Building will to address climate change.	Sharing knowledge on economic opportunities. Building will to protect land/water.	Exclude and prepare for trolling.

This research was prepared by Re.Climate based on newly-commissioned research using focus groups as well as public opinion surveys carried out by Janet Brown Opinion Research. The focus groups and Janet Brown surveys are proprietary research.

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