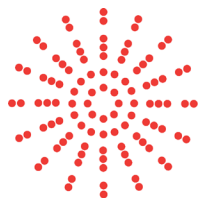


# Basic Income Perception Survey with Albertans

July 2020

**end**poverty  
edmonton



vibrant  
COMMUNITIES  
CALGARY

# Leger



*We know Canadians*

# CONTEXT AND OBJECTIVES

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Leger was contracted by EndPovertyEdmonton in collaboration with Vibrant Communities Calgary to conduct an online survey with Albertans to assess awareness, behaviours, attitudes, lifestyles and socio-demographics in regards to 'Basic Income'.

The results of this research will help EndPovertyEdmonton and Vibrant Communities Calgary with future communications.

# METHODOLOGY

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### Data Collection

- A total of n=1,204 online surveys were conducted via Leger's online panel (LEO), including:
  - n=401 in Calgary CMA
  - n=403 in Edmonton CMA
  - n=400 in Alberta outside of Calgary CMA and Edmonton CMA
- Interviews were conducted from **June 3<sup>rd</sup> to June 12<sup>th</sup> 2020**
- This web survey was conducted using computer-assisted Web interviewing (CAWI) technology.

### Statistical Analysis

- As a non-random internet survey, a margin of error is not reported.
- Had the data were collected through a random sample, the margin of error would be:
  - Total Alberta (n=1,204)  $\pm 2.8$  percentage points, 19 times out of 20.
  - Calgary CMA (n=401)  $\pm 4.9$  percentage points, 19 times out of 20.
  - Edmonton CMA (n=403)  $\pm 4.9$  percentage points, 19 times out of 20.
  - Alberta, excluding Calgary CMA and Edmonton CMA (n=400)  $\pm 4.9$  percentage points, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- Throughout the report significant differences are reported at a 95% confidence interval. For the regional comparison % in the same row are significantly higher than %.

## KEY HIGHLIGHTS

**KEY HIGHLIGHTS****Familiarity**

with the concept of  
'Basic Income'



Albertans are familiar with the concept of 'Basic Income'

**Knowledgeable**

with the concept of  
'Basic Income'



Albertans are divided on their knowledge on the topic of 'Basic Income'

**Support**

the implementation of a  
'Basic Income' program



Albertans support the implementation of a 'Basic Income' program

## KEY HIGHLIGHTS



### Agreement

with statements  
about the 'Basic  
Income' program

73% of Albertans agree  
a 'Basic Income'  
program would support  
people with caregiving  
responsibilities

### Disagreement

with statements  
about the 'Basic  
Income' program

53% of Albertans  
disagree that if you are  
not working you should  
not receive any form of  
income



*An alternative way of  
providing a basic  
income is means  
tested, which will  
provide income to  
only those earning  
below a specific  
income threshold.*

### Means Tested Basic Income support

56% of Albertans  
support 'Means Tested  
Basic Income'



### Monthly Payment Range preferred

The largest proportion  
of Albertans prefer a  
monthly payment  
range of  
**\$1,500 - \$1,999**



## KEY HIGHLIGHTS



### Federal Government should fund the 'Basic Income' program

Followed by Provincial then Municipal Governments



### Taxes Changes should fund the 'Basic Income' program

Albertans support closing loopholes, increasing tax rates for large corporations and higher-income people

### Interest in Learning More about 'Basic Income'



Half of Albertans are interested in learning more about 'Basic Income'

### Receive Information from



56% of Albertans want to receive information about 'Basic Income' from Political Leaders

### Communication Method for 'Basic Income'



54% of Albertans prefer to hear about 'Basic Income' on the news/TV media

# STRATEGIC CONCLUSIONS

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Nearly three-quarters of Albertans are familiar with the concept of 'Basic Income', however, only three-in-ten indicate they are knowledgeable on the topic. This indicates that there may be a gap in educated awareness, which may lead to conclusions being made on the topic of 'Basic Income' that are based on incorrect notions and assumptions. Those in the following groups are more likely to be knowledgeable on the topic of 'Basic Income':

- Edmontonians and Calgarians
- Gender diverse and men
- Familiar with the topic of 'Basic Income'
- Interested in learning more about the topic of 'Basic Income'
- Rent or own their home
- University educated
- Affiliated with a union
- Identify as a person with disabilities

When it comes to supporting the implementation of a 'Basic Income' program for people, six-in-ten Albertans indicate they would support it (including 54% who somewhat support and 46% who strongly support), with support being consistent throughout the province. Some interesting findings among those Albertans who support 'Basic Income' include:

- Main cited reason for supporting 'Basic Income' is that it would help people who need it most to survive/helps families with low income, and that everyone needs a basic income/people need to live and have their basic needs met
- 71% support 'Mean Tested Basic Income' vs. 70% support 'Universal Basic Income'
- Support all potential steps governments could take to help fund a 'Basic Income' program
- Interested in learning more about 'Basic Income'
- Concerned about the economic future of Alberta, and personal finances
- More likely to be center, somewhat left, or left on the political spectrum
- More likely to be female
- More likely to be receiving some form of federal support

# STRATEGIC CONCLUSIONS

Those who support 'Basic Income' are more likely than those who oppose 'Basic Income' to agree that:

- A 'Basic Income' program would support people with caregiving responsibilities
- A 'Basic Income' program would support people during career transitions
- A 'Basic Income' program would promote spending in local communities
- A 'Basic Income' program would give people economic freedom
- A 'Basic Income' program would be worth the cost to establish due to the elimination of current welfare and disability support programs (i.e. Employment Insurance, AISH, etc.)
- The implementation of a 'Basic Income' program would encourage people to return to post-secondary studies
- The implementation of a 'Basic Income' program would foster innovation and entrepreneurial spirit
- A 'Basic Income' program would allow people to invest in business start-ups
- I would be willing to pay more in taxes to support the implementation of a 'Basic Income' program
- The implementation of a 'Basic Income' program would reduce government bureaucracy overall
- In times of crisis, people deserve help

- In modern well-off societies, no one should be left behind
- In times of crisis, government is best equipped to provide support
- Most people live in poverty because of conditions beyond their control, such as workers who are laid off, pensioners, single parents, change in life situations, death, divorce, etc.

Some interesting findings among those Albertans who oppose (including 50% who somewhat oppose and 50% who strongly oppose) 'Basic Income' include:

- Main cited reason for opposing 'Basic Income' is that it doesn't encourage people to better themselves
- 28% support 'Mean Tested Basic Income' vs. 9% support 'Universal Basic Income'
- Oppose all potential steps governments could take to help fund a 'Basic Income' program
- More likely to support a potential monthly payment range of \$500-\$999/month
- Not at all interested in learning more about 'Basic Income'
- Concerned about the economic future of Alberta
- Somewhat right or right on the political spectrum

# STRATEGIC CONCLUSIONS

- Generally live in Calgary or other areas of Alberta (excluding Edmonton and Calgary)
- More likely to be male
- More likely to be university educated
- More likely to be currently employed
- More likely to have an average annual household income of \$100,000 or more

Those who oppose 'Basic Income' are more likely than those who support 'Basic Income' to agree that:

- The implementation of a 'Basic Income' program would discourage people from working
- The implementation of a 'Basic Income' program would be too expensive for any government to afford
- If you are not working, you should not receive any form of income
- Most people living in poverty do not put in enough effort to make their conditions better
- Most people living in poverty are responsible for their own condition

Those who oppose 'Basic Income' are more likely than those who support 'Basic Income' to disagree that:

- I would be willing to pay more in taxes to support the implementation of a 'Basic Income' program
- The implementation of a 'Basic Income' program would foster innovation and entrepreneurial spirit
- The implementation of a 'Basic Income' program would reduce government bureaucracy overall
- A 'Basic Income' program would allow people to invest in business start-ups
- A 'Basic Income' program would give people economic freedom
- A 'Basic Income' program would be worth the cost to establish due to the elimination of current welfare and disability support programs (i.e. Employment Insurance, AISH, etc.)
- The implementation of a 'Basic Income' program would encourage people to return to post-secondary studies
- A 'Basic Income' program would promote spending in local communities
- A 'Basic Income' program would support people during career transitions
- A 'Basic Income' program would support people with caregiving responsibilities

# STRATEGIC CONCLUSIONS

- Most people live in poverty because of conditions beyond their control, such as workers who are laid off, pensioners, single parents, change in life situations, death, divorce, etc.
- In times of crisis, government is best equipped to provide support
- In modern well-off societies, no one should be left behind
- In times of crisis, people deserve help

Based on these profiles, it appears that support is higher among those who could be assumed to be in greater need of a 'Basic Income' program personally (as might be assumed). It is also interesting to note, that those who are currently receiving CERB are more likely to support a 'Basic Income' program, so the current COVID-19 pandemic could be influencing Albertan's support of a 'Basic Income' program based on current financial situations.

This thought could be further supported by the finding that those who agree that: in modern well-off societies, no one should be left behind; that most people live in poverty because of conditions beyond their control; that in time of crisis, people deserve help; and that in times of crisis, government is best equipped to provide support, are also more likely to support a 'Basic Income' program.

When respondents who opposed the implementation of a 'Basic Income' program were asked their reasons for opposition, the greatest proportion noted that "It doesn't encourage people to better themselves (including looking for work, upgrade schooling, etc.).". However, nearly three-quarters of Albertans (irrespective if they support or oppose the implementation of a 'Basic Income' program) agree that a 'Basic Income' program would support people with caregiving responsibilities, followed by it supporting people during career transitions.

Over half of Albertans agree that a 'Basic Income' program would discourage people from working, however, given the high agreement that a program would support people with caregiving responsibilities and career transitions, there may be an opportunity to frame potential messaging around helping those who need an extra hand, especially during hard times, or while looking for work/career opportunities.

# STRATEGIC CONCLUSIONS

Half of Albertans indicate they are interested in learning more about 'Basic Income', while only one-quarter indicate they are not interested. This indicates a desire among Albertans to learn more about a 'Basic Income' program, and that an audience is waiting if and when there is information to share. Albertans more likely to be interested in learning more about 'Basic Income', closely mirror those who support and are familiar with 'Basic Income' and include:

- Are knowledgeable about 'Basic Income'
- Support 'Basic Income'
- Are concerned about their personal finances
- Left-leaning politically
- Rent their home
- Single
- University educated
- Unemployed or receiving government support
- Identify as a visible minority
- Identify as a person with disabilities
- Average annual household income of less than \$39,999

In regards to receiving this information, Albertans want to hear from political leaders, and would prefer to hear something on the news/television media.

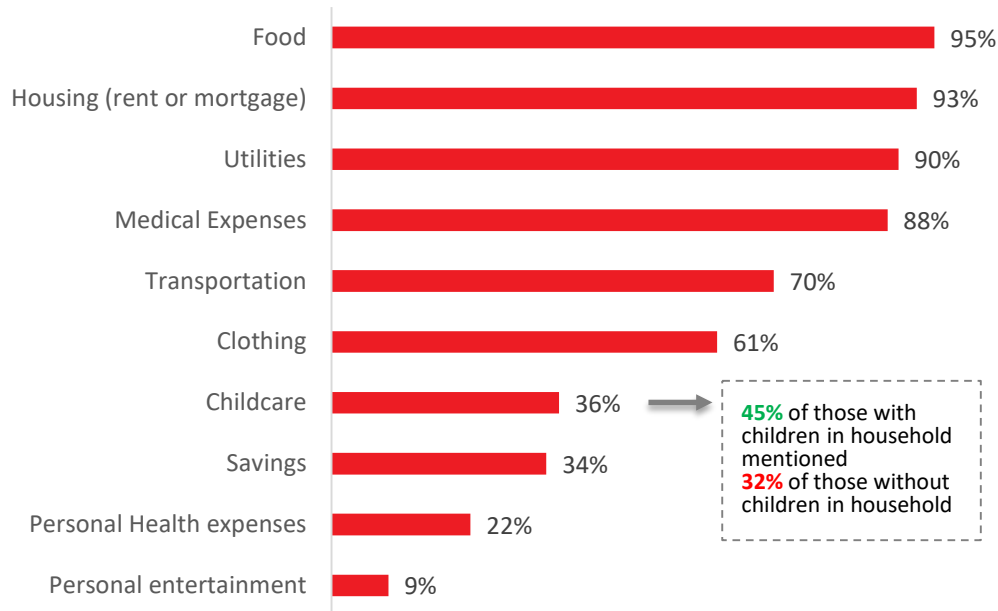
# DETAILED RESULTS

Awareness of Basic Income



## Over 90% of Albertans consider food, housing and utilities essential living expenses.

'ESSENTIAL' Living Expenses



Those in the following groups are more likely to indicate **food, utilities, and/or medical expenses** as essential living expenses:

- 55+ years of age
- Women
- Receiving government support or retired

Those in the following groups are more likely to indicate **childcare, savings, and/or personal health expenses** as essential living expenses:

- 18 to 34 years of age
- Support 'Universal Basic Income'
- Receiving government support or retired
- Left-leaning on the political spectrum (childcare specifically)
- Living with friends and family
- Single
- Student

% significantly higher than %

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. Responses 1% or less are not shown.

Q1: In your opinion, which of the following are 'ESSENTIAL' living expenses?

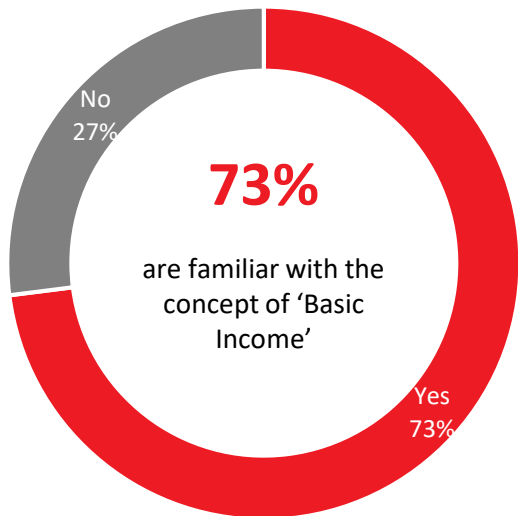
Regionally, there are few differences in what Albertans consider essential living expenses.

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Food	95%	95%	95%	97%
Housing (rent or mortgage)	93%	90%	94%	94%
Utilities	90%	89%	88%	92%
Medical expenses	88%	86%	88%	89%
Transportation	70%	71%	70%	68%
Clothing	61%	57%	62%	64%
Childcare	36%	38%	37%	34%
Savings	34%	37%	31%	35%
Personal health expenses	22%	23%	21%	23%
Personal entertainment	9%	9%	9%	7%

Base: Albertans  
 Note: Prefer not to answer responses are not shown. Responses 1% or less are not shown.  
 Q1: In your opinion, which of the following are 'ESSENTIAL' living expenses?

## 73% of Albertans are familiar with the concept of 'Basic Income'.

Familiarity with the Concept of 'Basic Income'



Those in the following groups are more likely to be **familiar** with the concept of 'Basic Income':

- Men
- Support 'Basic Income'
- Interest in learning more about the topic of 'Basic Income'
- Not concerned with personal financial condition

## The greatest proportion of Albertans consider ‘Basic Income’ as the ability to cover basic needs.

When you hear the term ‘Basic Income’ what comes to mind?	Coded Verbatim Responses <sup>+</sup> *
Ability to cover basic needs (Including food, shelter, clothing, etc.)	40%
A minimum income	13%
Government program	9%
A living wage/Bare minimum	7%
Income for all	6%
Enough money/Enough Income	6%
Don’t know	15%

*“The absolute minimum needed to live month to month.”*

*“The income which is basic and needed to fulfill the needs.”*

*“It is the basic income one should expect to receive to be able to meet their VERY basic needs.”*

*“The bare minimum income needed to survive. Usually paid out by the government if a person is not able to provide for themselves.”*

*“The baseline of income needed to be spent on the necessities in order to have a decent quality of life in this contemporary world.”*

*“Guaranteed income from the government.”*

<sup>+</sup>Base: Albertans who provided a verbatim response (n=1,204)

\*Note: Prefer not to answer responses are not shown. Responses 5% or less are not shown.

Q3: When you hear the term ‘Basic Income’ what comes to mind?

Regionally, there are few differences in Albertans familiarity with the concept of ‘Basic Income’.

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Familiarity with the concept of ‘Basic Income’	73%	73%	75%	70%
<b>When you hear the term ‘Basic Income’ what comes to mind?</b>				
Ability to cover basic needs (Including food, shelter, clothing, etc.)	40%	41%	43%	35%
A minimum income	13%	14%	13%	11%
Government program	9%	10%	9%	6%
A living wage/Bare minimum	7%	6%	4%	12%
Income for all	6%	7%	5%	7%
Enough money/Enough income	6%	5%	6%	6%

Base: Albertans

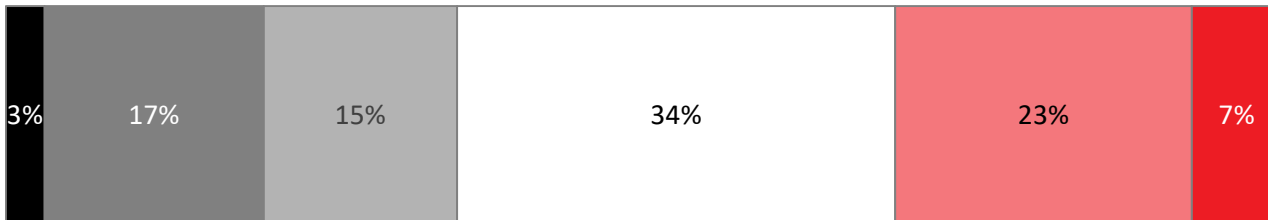
Note: Total responses 5% or less are not shown.

Q2: Are you familiar with the concept of ‘Basic Income’? Q3: When you hear the term ‘Basic Income’ what comes to mind?

Albertans are divided on their knowledge of the topic of 'Basic Income', with 33% being not knowledgeable and 30% being knowledgeable.

Not knowledgeable  
(1,2 ratings)

33%



Knowledgeable  
(4,5 ratings)

30%

Don't know
  1 - Not very knowledgeable
  2
  3
  4
  5 - Very knowledgeable

Those in the following groups are more likely to be **knowledgeable** on the topic of 'Basic Income':

- Edmontonians and Calgarians
- Gender diverse and men
- Familiar with the topic of 'Basic Income'
- Interested in learning more about the topic of 'Basic Income'
- Rent or own their home
- University educated
- Affiliated with a union
- Identify as a person with disabilities

Regionally, those in Calgary and Edmonton feel they are more knowledgeable about the topic of 'Basic Income'.



	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Not very knowledgeable (1,2 ratings)	33%	<b>28%</b>	<b>30%</b>	<b>39%</b>
3 rating	34%	35%	34%	33%
Very knowledgeable (4,5 ratings)	30%	<b>34%</b>	<b>32%</b>	<b>23%</b>

% in the same row are significantly higher than %

# DETAILED RESULTS

Perceptions of Basic Income

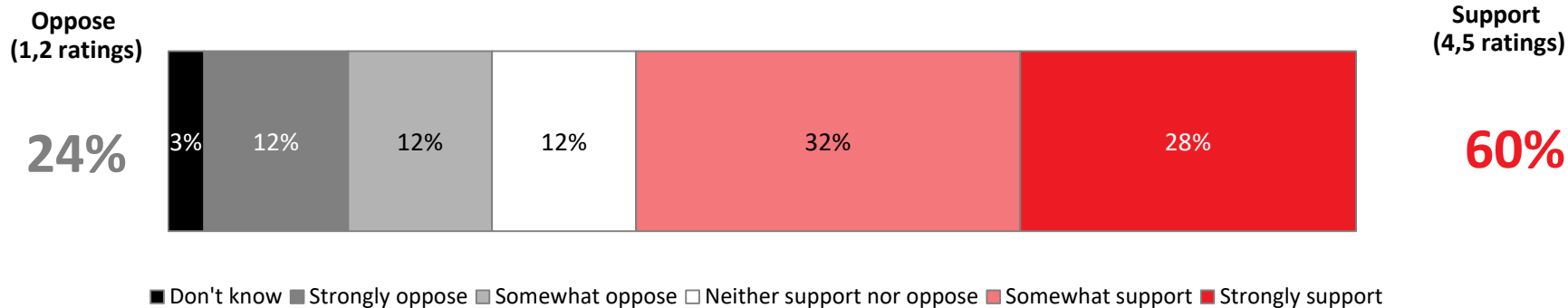


## The following information was provided to Albertans...

For the purpose of this survey, please use the following as the definition of 'Basic Income' to answer the following questions.

A basic income is a monthly and upfront cash payment delivered unconditionally by the government to all individuals to cover an essential cost of living and provide financial security. This income is taxable. Individuals who are earning below a certain income threshold and/or unemployed will be able to keep this supplemental pay. Others earning above the income threshold will eventually return an adjusted amount (depending on their annual earnings) to the government through the income tax filing process.

**60% of Albertans support the implementation of a 'Basic Income' program.**



Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown

Q5: Based on this definition, to what extent do you support or oppose the implementation of 'Basic Income' for people?

## Profile of Albertans who support/oppose the implementation of 'Basic Income' for people...

**Oppose**  
(1,2 ratings)

**24%**

Those in the following groups are more likely to **oppose** the implementation of 'Basic Income':

- Edmontonians and Calgarians
- 24 years of age and older
- Men
- Not interested in learning more about 'Basic Income'
- Eligible to vote
- Likely to vote in next election
- Somewhat right and right leaning on the political spectrum
- Homeowner
- Children in household
- Married or living in common law
- University educated
- Employed
- Average annual household income of \$100,000 or more
- Most strongly agree (greatest proportion of agree ratings) that most people living in poverty are responsible for their own condition, and that most people living in poverty do not put in enough effort to make their conditions better

Those in the following groups are more likely to **support** the implementation of 'Basic Income':

- 17- 24 years of age
- Women
- Familiar with 'Basic Income'
- Interested in learning more about 'Basic Income'
- Left-leaning on the political spectrum
- Live with family and friends
- Single or separated/divorced/widowed
- Average annual household income of \$39,999 or less
- Currently receiving CERB
- Agree (majority agree ratings) that in modern well-off societies, no one should be left behind, that most people live in poverty because of conditions beyond their control, that in time of crisis, people deserve help, and that in times of crisis, government is best equipped to provide support

**Support**  
(4,5 ratings)

**60%**

Regionally, there are few differences in the extent to which Albertans support the implementation of 'Basic Income' for people.

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Oppose (1,2 ratings)	24%	26%	20%	27%
Neither Support or Oppose	12%	10%	15%	12%
Support (4,5 ratings)	60%	61%	61%	58%

% in the same row are significantly higher than %

**Of Albertans who oppose the implementation of a ‘Basic Income’ program, 30% think it doesn’t encourage people to better themselves.**

Reasons for Opposing the Implementation of a ‘Basic Income’ Program	Coded Verbatim Responses
It doesn't encourage people to better themselves (including looking for work, upgrade schooling, etc.)	30%
It would encourage people to be lazy/Too many freeloaders	17%
Everyone should work for a living	15%
It's not fair that people who have work ethic have to pay for people who don't	15%
It will lead to an increase in taxes and a reduction in services	11%
Basic income is not sustainable for our economy/Too expensive	10%
Too many people will become dependent on the system/Not being held accountable	6%
People will find ways to take advantage and cheat the system/It will be difficult to police	6%
Unnecessary for those with higher incomes/It will have to be repaid at tax time	6%
Don't know	7%

Base: Albertans who oppose (provide 1,2 ratings) the implementation of a ‘Basic Income’ program (n=291)

Note: Prefer not to answer responses are not shown. Response less than 5% are not shown.

Q6a. For what reasons do you oppose the implementation of a ‘Basic Income’ program?

## Reasons for Opposing the Implementation of a 'Basic Income' Program Verbatim Comments

*"No incentive for people to work and those that do work and pay taxes are then paying for them. I have a hard enough time supporting myself let alone my taxes paying for someone else to sit at home and collect free money."*

*"People are sneaky and hide money or don't file taxes."*

*"I don't think it is financially feasible for the government, and I don't want the level of taxes required to support it. I also think it might be bad for social motivation to work."*

*"Some people will take advantage of the program by not working or working illegally while collecting and keeping the full basic income amount. Others may indeed accept the basic income and work hard to exceed that. I have mixed emotions about a program like that."*

*"People will become more lazy, while middle and high income earners will have to support them while they are giving away their effort."*

*"Some people work extremely hard long hours for their money, make big sacrifices and take risks in order to receive higher gains. A program such as this would result in an unmotivated population to work and find better jobs and educate themselves."*

*"Sounds like a way for the government to get a cash grab from those that already have money."*

*"Don't believe in the governments ability to properly run and distribute funds."*

*"It will be expensive to run and difficult to police."*

**Of Albertans who support the implementation of a ‘Basic Income’ program, 28% think it would help people who need it most to survive/helps families with low income.**

Reasons for Supporting the Implementation of a ‘Basic Income’ Program	Coded Verbatim Responses
It would help people who need it most to survive/Helps families with low income	28%
Everyone needs a basic income/People need to live and have their basic needs met	26%
It would reduce poverty/Reduce homelessness/Help address social issues	12%
It would make everyone equal/Fair for everyone	8%
Unemployed people need support	7%
People would be healthier/Better mental health/Security of being stable	6%
Don’t know	7%

Base: Albertans who support (provide 4,5 ratings) the implementation of a ‘Basic Income’ program (n=721)

Note: Prefer not to answer responses are not shown. Response less than 5% are not shown.

Q6b. For what reasons do you support the implementation of a ‘Basic Income’ program?

## Reasons for Supporting the Implementation of a 'Basic Income' Program Verbatim Comments

*"I believe that having a basic income support would help those most vulnerable, give those who work every day but still cant make ends meet - a fighting chance to thrive rather than just survive."*

*"It is very good for low income families or people who are struggling to make ends meet. It is very good for people who want to elevate their quality of life and standard of living. It is very good for easing people's mental health."*

*"Might be an incentive for people to stay at jobs/look for work.  
Help reduce homelessness."*

*"To keep all citizens safe and as healthy as possible and ensure economic stability."*

*"It has the potential to effectively combat poverty."*

*"It is a way to help people who are trying to get back on their feet. "*

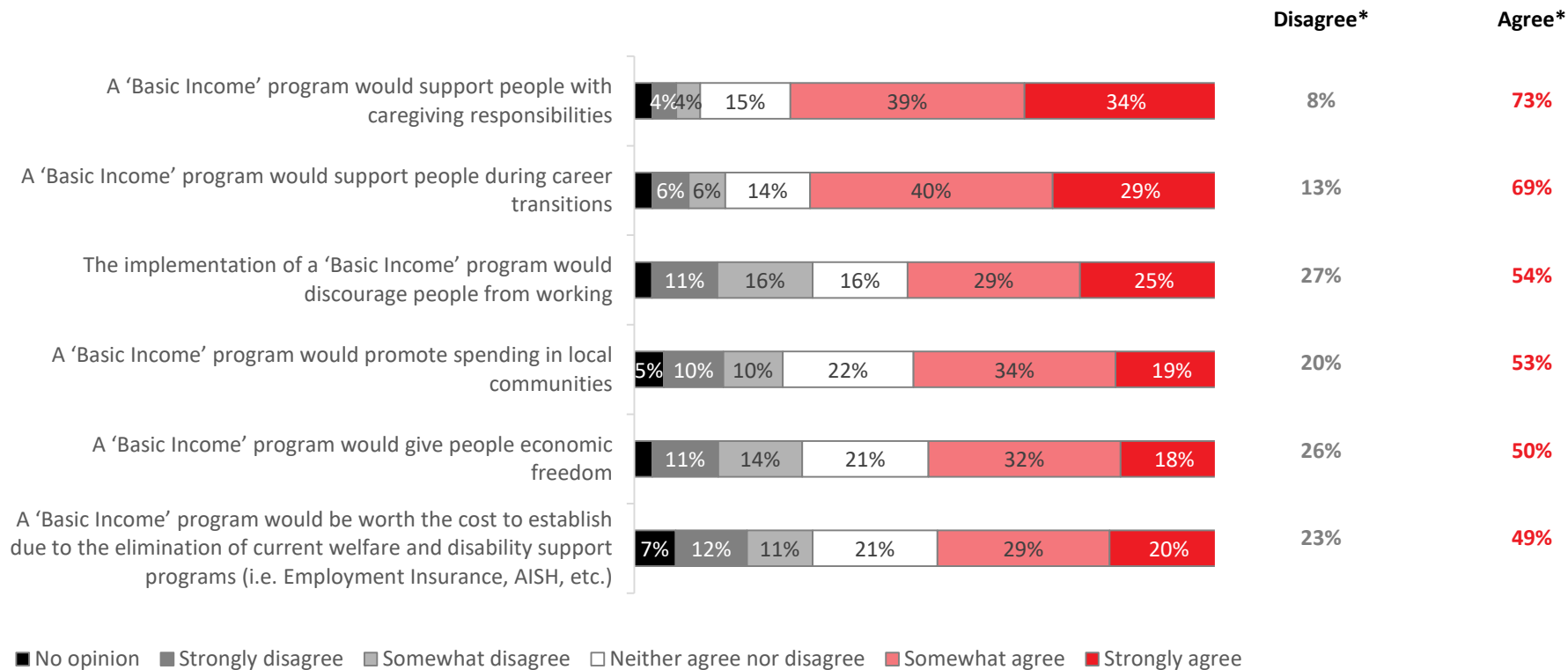
*"It is helpful for those not making enough to get the money they need to get basic necessities for themselves and possible family. I just wonder when they say it could have to be returned in taxes possibly, does that in some way make it unfavorable for someone to accept."*

*"Basic income provision would eliminate several government agencies that manage hundreds of programs for income support. Provision of a basic income would be a cost savings to the taxpayer while providing a floor to individuals. You can't pull up your bootstraps if you don't have boots."*

*"Sometimes life isn't fair. Sometimes people don't all get the same opportunities for advancement in life. We should all be working to support each other in society, bringing up some to a decent basic level and likewise taking away from those who have too much."*



## 73% of Albertans are likely to agree that a 'Basic Income' program would support people with caregiving responsibilities.

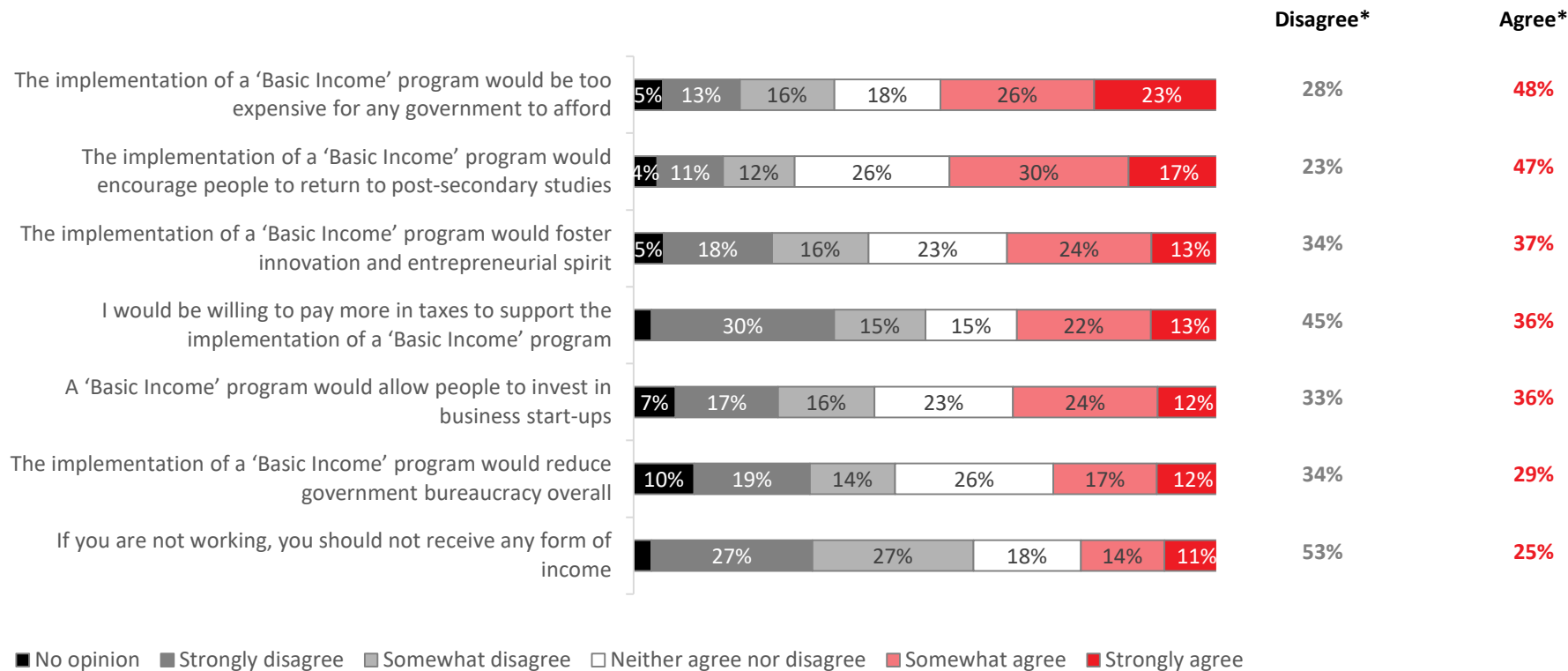


Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q7: The following are some statements that have been made regarding a 'Basic Income' program. To what extent do you agree or disagree with each statement?

**Nearly half of Albertans agree that the implementation of a 'Basic Income' program would be too expensive for any government to afford, however, the same proportion agree that it would encourage people to return to post-secondary studies.**



Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q7: The following are some statements that have been made regarding a 'Basic Income' program. To what extent do you agree or disagree with each statement?

**Regionally, there are few differences in the extent to which Albertans are to agree with these statements.**

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
A 'Basic Income' program would support people with caregiving responsibilities	73%	68%	76%	74%
A 'Basic Income' program would support people during career transitions	69%	67%	72%	68%
The implementation of a 'Basic Income' program would discourage people from working	54%	59%	47%	55%
A 'Basic Income' program would promote spending in local communities	53%	49%	57%	53%
A 'Basic Income' program would give people economic freedom	50%	50%	53%	47%
A 'Basic Income' program would be worth the cost to establish due to the elimination of current welfare and disability support programs	49%	51%	48%	47%

% in the same row are significantly higher than %

Those in the following groups are more likely to **agree** with most or all statements:

- 18 to 34 years of age
- Familiar with the concept of 'Basic Income'
- Support 'Basic Income'
- Interested in learning more about 'Basic Income'
- Left-leaning politically
- Student

Base: Albertans

Note: Top two box results are shown.

Q7: The following are some statements that have been made regarding a 'Basic Income' program. To what extent do you agree or disagree with each statement?

## Regionally, there are few differences in the extent to which Albertans are to agree with these statements. (continued)

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
The implementation of a 'Basic Income' program would be too expensive for any government to afford	48%	50%	44%	50%
The implementation of a 'Basic Income' program would encourage people to return to post-secondary studies	47%	47%	47%	46%
The implementation of a 'Basic Income' program would foster innovation and entrepreneurial spirit	37%	41%	36%	34%
A 'Basic Income' program would allow people to invest in business start-ups	36%	39%	38%	31%
I would be willing to pay more in taxes to support the implementation of a 'Basic Income' program	36%	34%	39%	34%
The implementation of a 'Basic Income' program would reduce government bureaucracy overall	29%	32%	30%	27%
If you are not working, you should not receive any form of income	25%	27%	23%	25%

% in the same row are significantly higher than %

Base: Albertans

Note: Top two box results are shown.

Q7: The following are some statements that have been made regarding a 'Basic Income' program. To what extent do you agree or disagree with each statement?

**Albertans were asked to read the following definitions...**

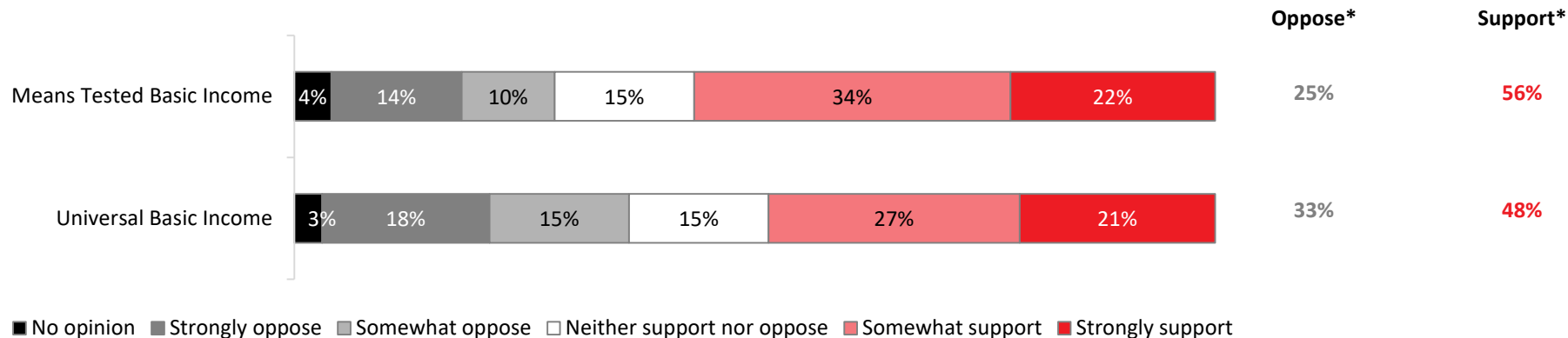
**Universal Basic Income**

A basic income is a monthly and upfront cash payment delivered unconditionally by the government to all individuals to cover an essential cost of living and provide financial security. This income is taxable. Individuals who are earning below a certain income threshold and/or unemployed will be able to keep this supplemental pay. Others earning above the income threshold will eventually return an adjusted amount (depending on their annual earnings) to the government through the income tax filing process.

**Means Tested Basic Income**

An alternative way of providing a basic income is means tested, which will provide income to only those earning below a specific income threshold.

# 56% of Albertans support 'Means Tested Basic Income' and 48% of Albertans support 'Universal Basic Income'.



Those in the following groups are more likely to **support Means Tested Basic Income**:

- 17 to 24 years of age
- Support 'Basic Income'
- Interested in learning more about 'Basic Income'
- Not eligible to vote
- Left-leaning politically
- Live with friends and family
- Student
- Average annual household income of less than \$59,999

Those in the following groups are more likely to **support Universal Basic Income**:

- Familiar with 'Basic Income'
- Knowledgeable about 'Basic Income'
- Support 'Basic Income'
- Interested in learning more about 'Basic Income'
- Concerned about their personal finances
- Left-leaning politically
- Rent or live with friends and family
- Single or separated/divorced
- Student, unemployed or receiving government support
- Average annual household income of less than \$59,999

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown.

Q8. Based on these definitions, to what extent do you support or oppose 'UNIVERSAL' and 'MEANS TESTED BASIC INCOME'?

**Regionally, there are few differences in the extent to which Albertans support Means Tested Basic Income. Albertans residing in Edmonton are more likely to support Universal Basic Income than those residing outside of Edmonton or Calgary.**

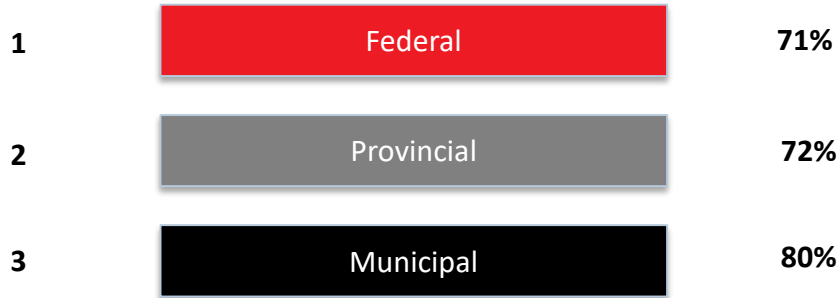
Means Tested Basic Income	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Oppose (1,2 ratings)	25%	25%	<b>21%</b>	<b>28%</b>
Neither Support or Oppose	15%	14%	<b>18%</b>	<b>12%</b>
Support (4,5 ratings)	56%	58%	56%	55%

Universal Basic Income	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Oppose (1,2 ratings)	33%	<b>37%</b>	<b>26%</b>	<b>37%</b>
Neither Support or Oppose	15%	12%	17%	16%
Support (4,5 ratings)	48%	48%	<b>53%</b>	<b>43%</b>

% in the same row are significantly higher than %

Albertans feel that the federal government should be responsible for funding a ‘Basic Income’ program, followed by provincial, then municipal.

### Summary of Rankings



Those in the following groups are more likely to rank the **federal government** as responsible for funding a ‘Basic Income’ program:

- 35 years of age and older
- Support ‘Basic Income’
- Interested in learning more about ‘Basic Income’
- Eligible to vote
- Left-leaning politically
- Own their home
- Retired

### Detailed Results of Rankings

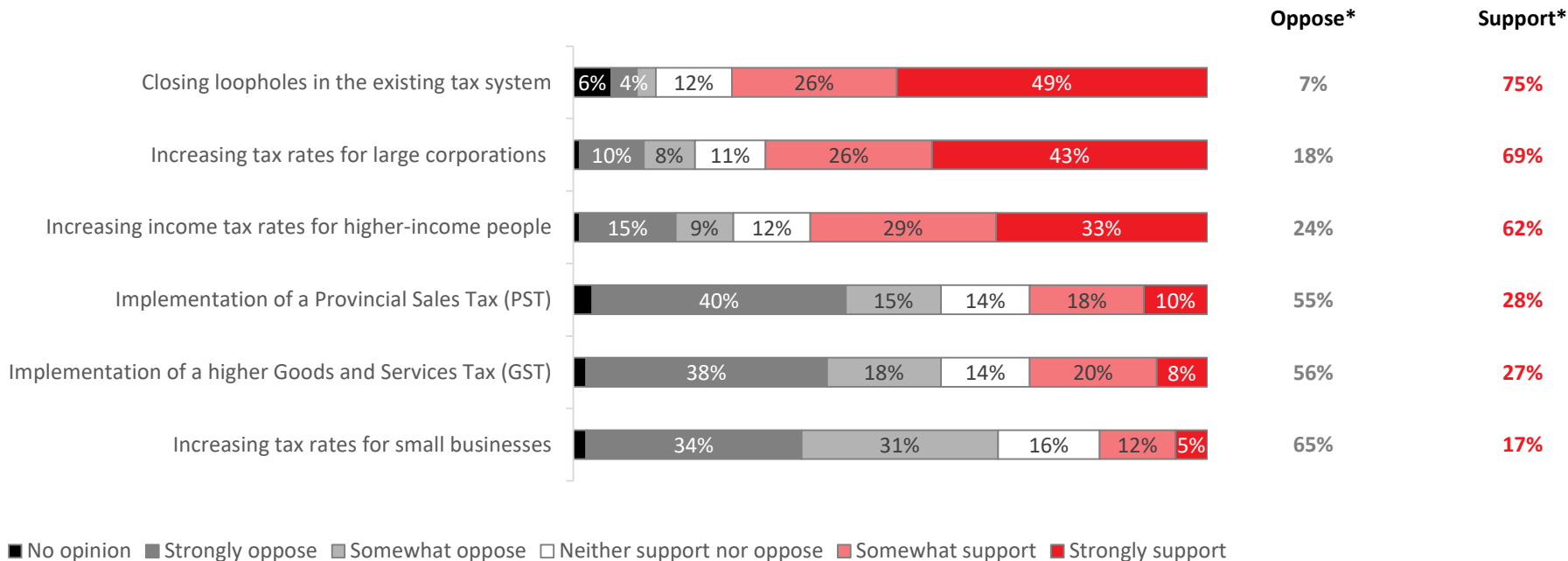
	Albertans
n=	1,204
Municipal - #1	4%
Municipal - #2	7%
Municipal - #3	80%
Provincial - #1	17%
Provincial - #2	72%
Provincial - #3	3%
Federal - #1	71%
Federal - #2	13%
Federal - #3	8%
Prefer not to answer	8%



Regionally, there are few differences in how Albertans rank the orders of government that should be responsible for funding a 'Basic Income' program.

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Federal	71%	71%	73%	68%
Provincial	72%	72%	75%	68%
Municipal	80%	80%	84%	78%

## 75% of Albertans support governments closing loopholes in the existing tax system to help fund a 'Basic Income' program.



Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not shown.

Q10: To what extent do you support or oppose governments taking the following steps to help fund a 'Basic Income' program?

Regionally, those who reside in Edmonton are less likely to oppose governments taking most of the following steps to help fund a 'Basic Income' program.

Support	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Closing loopholes in the existing tax system	75%	77%	71%	76%
Increasing tax rates for large corporations	69%	71%	72%	64%
Increasing income tax rates for higher-income people	62%	62%	62%	61%
Implementation of a Provincial Sales Tax (PST)	28%	27%	31%	25%
Implementation of a higher Goods and Services Tax (GST)	27%	28%	30%	24%
Increasing tax rates for small businesses	17%	20%	16%	15%

Oppose	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Closing loopholes in the existing tax system	7%	6%	6%	9%
Increasing tax rates for large corporations	18%	21%	13%	20%
Increasing income tax rates for higher-income people	24%	26%	20%	27%
Implementation of a Provincial Sales Tax (PST)	55%	58%	49%	58%
Implementation of a higher Goods and Services Tax (GST)	56%	59%	51%	59%
Increasing tax rates for small businesses	65%	65%	61%	68%

% in the same row are significantly higher than %

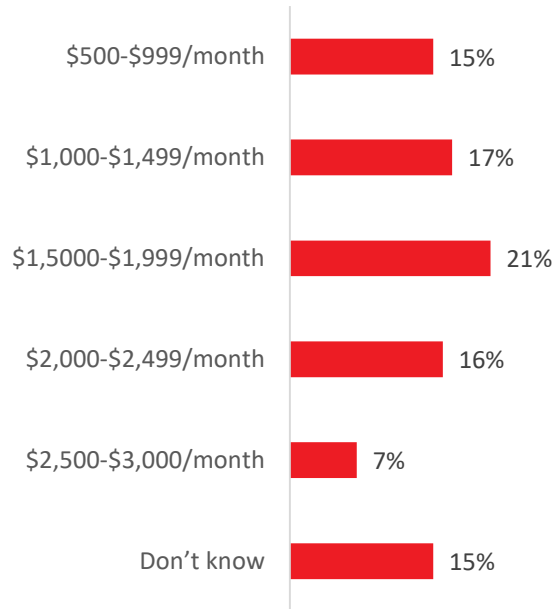
Base: Albertans (n=1,204)

Note: \*Top two box results are shown.

Q10: To what extent do you support or oppose governments taking the following steps to help fund a 'Basic Income' program?

The greatest proportion of Albertans support a payment range of \$1,500 - \$1,999/month.

'Basic Income' Monthly Payment Ranges



Those in the following groups are more likely to support a 'Basic Income' monthly payment of **\$1,500 - \$1,999/month**:

- Support 'Basic Income'
- Interested in learning more about 'Basic Income'
- Left-leaning politically

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown

Q11: Which of the following potential 'Basic Income' monthly payment ranges do you most support?

Regionally, there are few differences in which of the following potential 'Basic Income' monthly payment ranges Albertans support.

Support	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
\$500-\$999/month	15%	17%	12%	15%
\$1,000-\$1,499/month	17%	17%	19%	16%
\$1,500-\$1,999/month	21%	20%	22%	20%
\$2,000-\$2,499/month	16%	16%	18%	14%
\$2,500-\$3,000/month	7%	7%	8%	7%
Don't know	15%	14%	16%	17%

% in the same row are significantly higher than %

Base: Albertans (n=1,204)

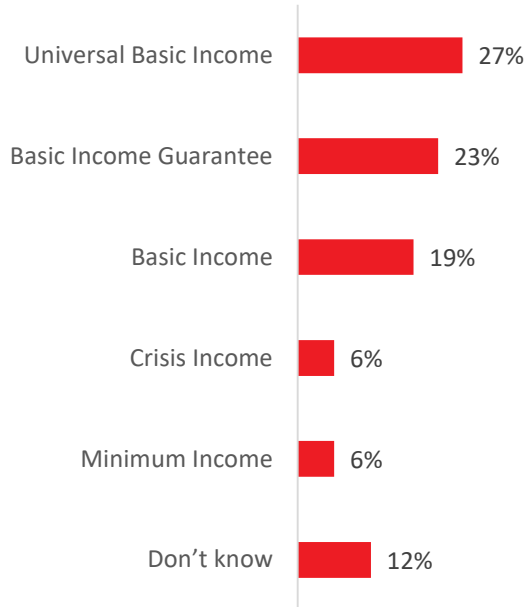
Note: Prefer not to answer responses are not shown

Q11: Which of the following potential 'Basic Income' monthly payment ranges do you most support?

# The greatest proportion of Albertans prefer Universal Basic Income as the 'Basic Income' program title.



'Basic Income' Title Preference



- Those in the following groups are more likely to support **Universal Basic Income** as the 'Basic Income' program title:
- 44 years of age or younger
  - Identify as gender diverse
  - Support basic income
  - Left-leaning politically
  - Interested in learning more about 'Basic Income'
  - Average annual household income greater than \$80,000
  - Live with friends and family
  - Have children in their household
  - Student or working

Base: Albertans (n=1,204)  
Note: Prefer not to answer responses are not shown  
Q12: 'Basic Income' program titles can vary, which of the following titles do you most prefer?

Regionally, there are few differences in the preference of program titles. However, those outside of Edmonton or Calgary more prefer Basic Income Guarantee instead of Universal Basic Income.

Support	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Universal Basic Income	27%	28%	29%	23%
Basic Income Guarantee	23%	19%	25%	26%
Basic Income	19%	23%	20%	16%
Crisis Income	6%	7%	6%	7%
Minimum Income	6%	7%	6%	6%
Don't know	12%	9%	11%	15%

Most preferred

% in the same row are significantly higher than %

## Reasons for 'Basic Income' Program Titles

Universal Basic Income (n=323)	
It is the most inclusive/Includes everyone	34%
It sounds good / best / professional	11%
It's the most clear wording/Easy to understand/Simple	11%
It is non-offensive/Neutral	8%

Basic Income (n=237)	
It's the most clear wording/Easy to understand/Simple	30%
It says what it is/self explanatory/straight to the point	12%
It ensures a basic income for all/Guaranteed income / Reflects minimum income level for basic needs/survival	9%
It is non-offensive/Neutral	6%
It sounds good / best / professional	6%

Basic Income Guarantee (n=280)	
It ensures a basic income for all/Guaranteed income / Reflects minimum income level for basic needs/survival	22%
It says what it is/self explanatory/straight to the point	10%
Denotes safety / stability / reassurance/ help/support / confidence/ etc.	10%
It is descriptive	8%
It's the most clear wording/Easy to understand/Simple	8%
It sounds good / best / professional	8%

Base: Albertans who prefer {selection}

Note: Prefer not to answer and don't know responses are not shown. Coded verbatim % are shown. Responses 5% or less are not shown.

Q13: For what reasons do you prefer {Q13 selection}?



## Reasons for 'Basic Income' Program Titles

Crisis Income (n=76)	
Support/help in time of crisis/emergency only	38%
It's a hand-up (basic living) and not a hand-out (wants) / Still need to work/look for work	14%
Denotes safety / stability / reassurance/ help/support / confidence/ etc.	6%

Minimum Income (n=75)	
It ensures a basic income for all/Guaranteed income / Reflects minimum income level for basic needs/survival	30%
It's a hand-up (basic living) and not a hand-out (wants) / Still need to work/look for work	13%
It sounds good / best / professional	7%
It's the most clear wording/Easy to understand/Simple	7%

Base: Albertans who prefer {selection}

Note: Prefer not to answer and don't know responses are not shown. Coded verbatim % are shown. Responses 5% or less are not shown.

Q13: For what reasons do you prefer {Q13 selection}?

# DETAILED RESULTS

Need for Additional Knowledge

# Half of Albertans indicate being interested in learning more about 'Basic Income'.

Not Interested  
(1,2 ratings)

25%



Interested  
(4,5 ratings)

50%

Don't know
  1 - Not at all interested
  2
  3
  4
  5 - Very interested

Those in the following groups are more likely to be **interested** in learning more about 'Basic Income':

- Familiar with 'Basic Income'
- Are knowledgeable about 'Basic Income'
- Support 'Basic Income'
- Are concerned about their personal finances
- Left-leaning politically
- Rent their home
- Single
- University educated
- Unemployed or receiving government support
- Identify as a visible minority
- Identify as a person with disabilities
- Average annual household income of less than \$39,999

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. Response 2% or less are not labelled.

Q14: How interested are you in learning more about 'Basic Income'?

Regionally, those in Edmonton are more likely to be interested in learning about 'Basic Income' than those who reside outside of Edmonton or Calgary.



	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Not interested (1,2 ratings)	25%	24%	22%	28%
3	23%	23%	21%	24%
Interested (4,5 ratings)	50%	50%	55%	44%

% in the same row are significantly higher than %

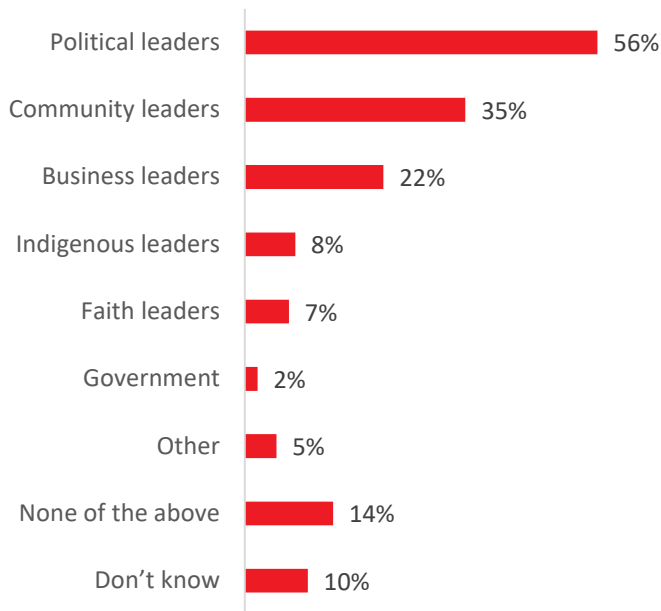
Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown.

Q14: How interested are you in learning more about 'Basic Income'?

## 56% of Albertans would want to receive information regarding 'Basic Income' from Political leaders.

### Information About 'Basic Income' to be Delivered By



Those in the following groups are more likely to want to receive information regarding 'Basic Income' from **Political Leaders**:

- 18 to 24 years of age
- Support 'Basic Income'
- Interested in learning more about 'Basic Income'
- Left-leaning politically
- Live with friends and family
- Students
- Likely to vote
- Single
- Student
- Average annual household income of \$80,000 to \$99,999

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. Multiple mentions allowed.

Q15: From whom would you want to receive information regarding 'Basic Income'?

Regionally, there are few differences from whom Albertans would want to receive information regarding 'Basic Income'.

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Political leaders	56%	59%	57%	52%
Community leaders	35%	37%	35%	34%
Business leaders	22%	26%	22%	17%
Indigenous Leaders	8%	8%	10%	7%
Faith leaders	7%	7%	6%	8%
Government	2%	3%	2%	2%
Other	5%	4%	5%	5%
None of the above	14%	15%	10%	17%
Don't know	10%	8%	12%	11%

% in the same row are significantly higher than %

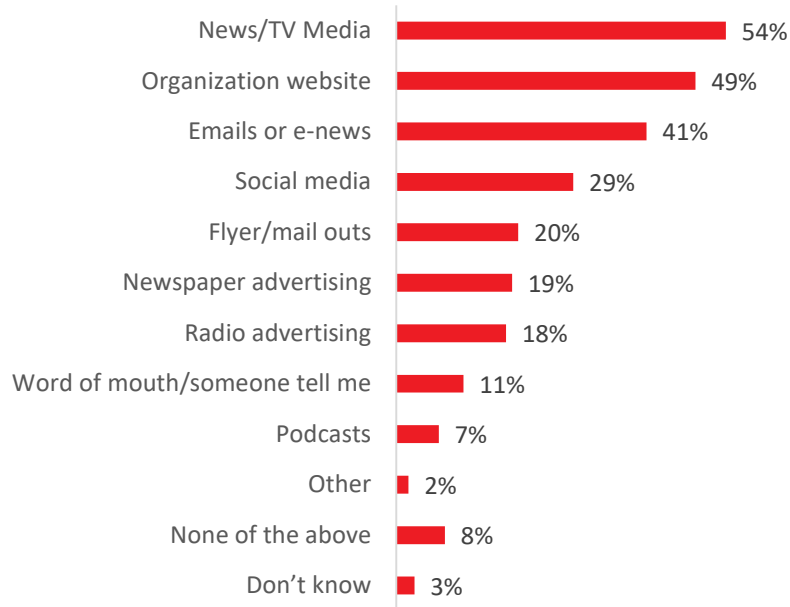
Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. Multiple mentions allowed.

Q15: From whom would you want to receive information regarding 'Basic Income'?

## 54% of Albertans would prefer to hear about 'Basic Income' on the News/TV Media.

### Preferred Method of Communication about 'Basic Income'



Those in the following groups are more likely to want to receive future communication about 'Basic Income' from **News/TV Media**:

- Support 'Basic Income'
- Interested in learning more about 'Basic Income'
- Left-leaning politically

## Regionally, there are few differences in how Albertans would prefer to hear about 'Basic Income'.

	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
News/TV Media	54%	57%	55%	50%
Organization website (including government)	49%	49%	54%	44%
Emails or e-news	41%	41%	40%	41%
Social media	29%	31%	30%	25%
Flyer/mail outs	20%	18%	23%	18%
Newspaper advertising	19%	19%	20%	19%
Radio advertising	18%	18%	18%	18%
Word of mouth/someone tell me	11%	11%	12%	11%
Podcasts	7%	8%	5%	7%
Other	2%	1%	3%	1%
None of the above	8%	9%	6%	10%
Don't know	3%	3%	4%	2%

% in the same row are significantly higher than %

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. Multiple mentions allowed.

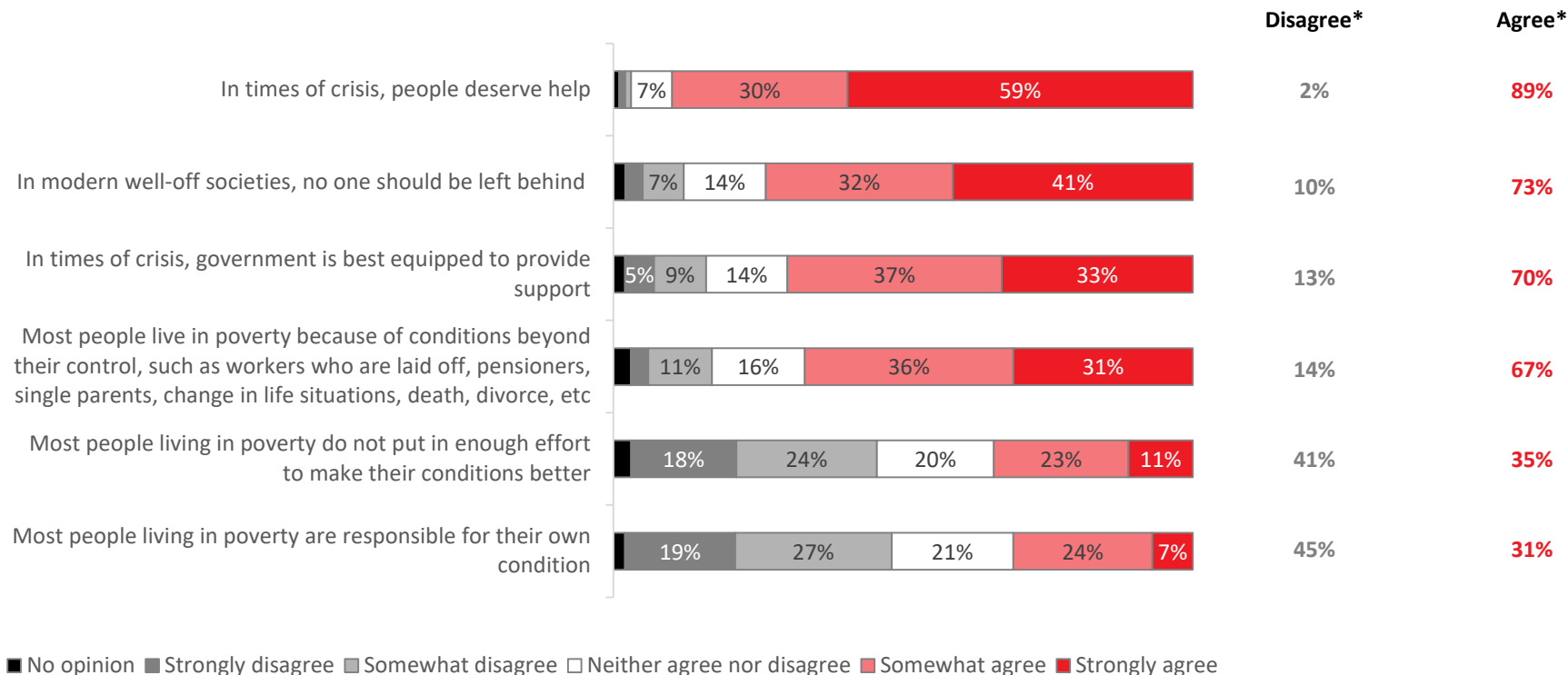
Q16: For future communications, how would you prefer to hear about 'Basic Income'?



# DETAILED RESULTS

Social/Political Attitudes Towards Poverty

## The greatest proportion of Albertans agree that in times of crisis, people deserve help.



Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q17: The following are some statements regarding beliefs and perceptions of poverty. To what extent do you agree or disagree with the following statements.

## Beliefs and Perceptions of Poverty Sub-Segments

Those in the following groups are more likely to agree all or most of the first four statements: **in times of crisis, people deserve help; in modern well-off societies, no one should be left behind; in times of crisis, government is best equipped to provide support; and most people live in poverty because of conditions beyond their control:**

- 24 years of age or less
- Women
- Support 'Basic Income'
- Interested in learning more about 'Basic Income'
- Likely to vote
- Left-leaning politically

**Regionally, there are few differences between Albertans regarding the beliefs and perceptions of poverty.**

Agree*	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
In times of crisis, people deserve help	89%	88%	89%	91%
In modern well-off societies, no one should be left behind	73%	74%	75%	70%
In times of crisis, government is best equipped to provide support	70%	72%	72%	67%
Most people live in poverty because of conditions beyond their control, such as workers who are laid off, pensioners, single parents, change in life situations, death, divorce, etc.	67%	68%	68%	65%
Most people living in poverty do not put in enough effort to make their conditions better	35%	37%	31%	36%
Most people living in poverty are responsible for their own condition	31%	29%	31%	34%

% in the same row are significantly higher than %

Base: Albertans (n=1,204)

\*Top two box results are shown.

Q17: The following are some statements regarding beliefs and perceptions of poverty. To what extent do you agree or disagree with the following statements.

**Regionally, there are few differences between Albertans regarding the beliefs and perceptions of poverty.**



Disagree*	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
In times of crisis, people deserve help	2%	2%	2%	2%
In modern well-off societies, no one should be left behind	10%	12%	7%	13%
In times of crisis, government is best equipped to provide support	13%	14%	10%	16%
Most people live in poverty because of conditions beyond their control, such as workers who are laid off, pensioners, single parents, change in life situations, death, divorce, etc.	14%	13%	13%	15%
Most people living in poverty do not put in enough effort to make their conditions better	41%	42%	41%	41%
Most people living in poverty are responsible for their own condition	45%	48%	44%	44%

% in the same row are significantly higher than %

Base: Albertans (n=1,204)

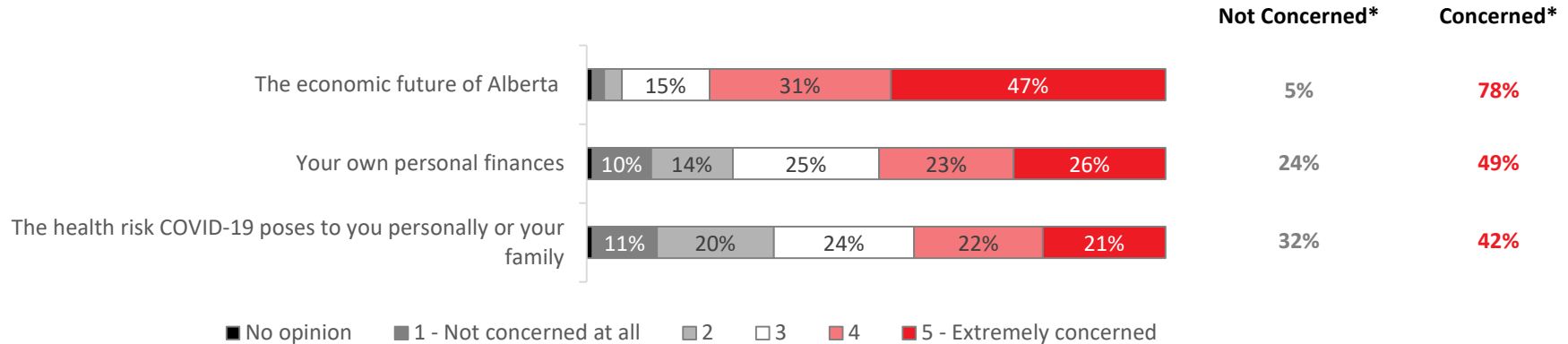
\*Top two box results are shown.

Q17: The following are some statements regarding beliefs and perceptions of poverty. To what extent do you agree or disagree with the following statements.

# DETAILED RESULTS

Economic Perceptions

# The majority of Albertans are concerned about the economic future of Alberta given the current economic condition in Alberta due to the COVID-19 pandemic.



Those in the following groups are more likely to be concerned with all statements:

- 45 years of age or older
- Interested in learning more about 'Basic Income'
- Right-leaning politically
- Rent their home
- Unemployed, receiving government support, or retired
- Identify as a visible minority
- Identify as a person with disabilities
- Average annual household income of \$39,999

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q18: Given the current economic conditions in Alberta due to the COVID-19 pandemic, how concerned are you about...?

Regionally, those who reside in Calgary or Edmonton are more likely to be concerned about statements relating to the current economic conditions in Alberta due to COVID-19, than those elsewhere.

Concerned (4,5 rating)	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
The economic future of Alberta	78%	83%	80%	72%
Your own personal finances	49%	55%	51%	42%
The health risk COVID-19 poses to you personally or your family	42%	49%	45%	33%

Not Concerned (1,2 ratings)	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
The economic future of Alberta	5%	3%	4%	7%
Your own personal finances	24%	21%	22%	30%
The health risk COVID-19 poses to you personally or your family	32%	28%	29%	39%

% in the same row are significantly higher than %

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown.

Q18: Given the current economic conditions in Alberta due to the COVID-19 pandemic, how concerned are you about...?

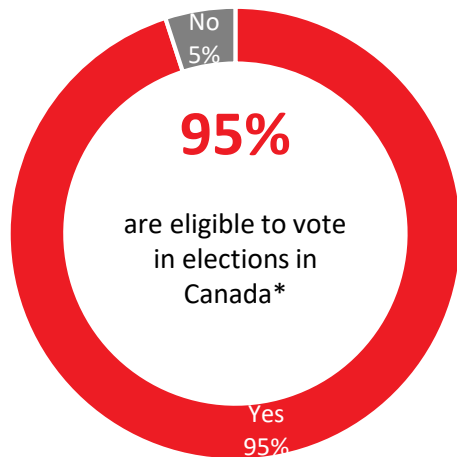


# DETAILED RESULTS

Voting Intention

The vast majority of Albertans are eligible to vote in elections in Canada. Regionally, there are no differences in Albertans eligibility to vote.

### Eligibility to Vote in Elections in Canada



Those in the following groups are more likely to be eligible to vote:

- Not interested in learning more about 'Basic Income'
- Married or separated/divorced/widowed
- Have a college education
- Are not a student
- Do not identify as a visible minority
- Identify as Indigenous
- Identify as a person with disabilities
- Own a home

Eligible to Vote	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Yes	95%	94%	96%	95%

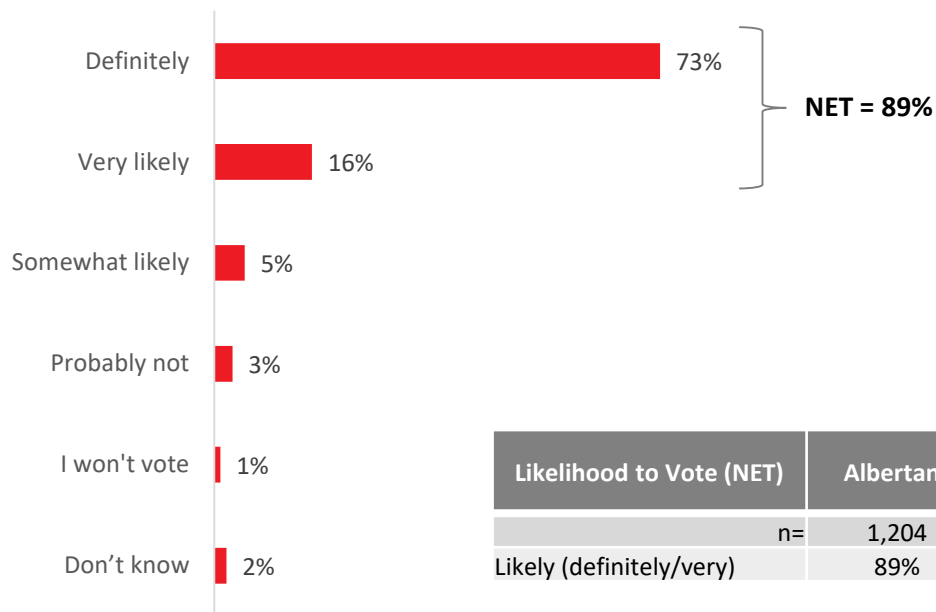
Base: Albertans (n=1,204)

\*Note: Prefer not to answer responses are not shown

Q19. Are you eligible to vote in elections in Canada?

The vast majority of Albertans eligible to vote are likely to vote in any upcoming elections in Canada. Regionally, there are no differences in Albertans likelihood to vote.

Likelihood to Vote in Any Upcoming Elections in Canada



Those in the following groups are more likely to be likely to vote in any upcoming election in Canada:

- 45 years of age or older
- Women and those who identify as gender diverse
- Married or separated/divorced/widowed
- Own their home
- Have a college or university education
- Are retired
- Average annual household income of \$60,000

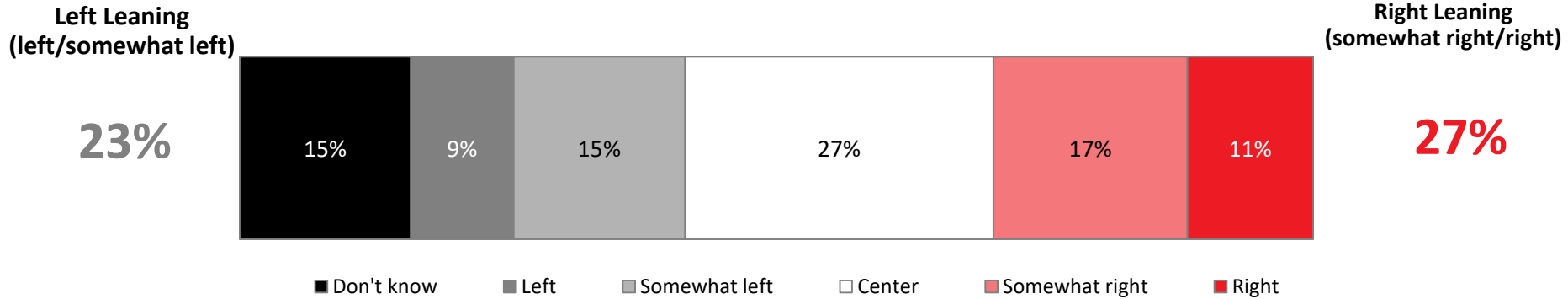
Likelihood to Vote (NET)	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Likely (definitely/very)	89%	90%	89%	89%

Base: Albertans eligible to vote in elections in Canada (n=1,144)

Note: Prefer not to answer responses are not shown

Q20. How likely is it that you will vote in any upcoming elections in Canada?

Albertans are proportionately distributed across the political spectrum.



Base: Albertans (n=1,204)  
 Note: Prefer not to answer responses are not shown  
 Q21. Where would you place yourself on the political spectrum?

Regionally, there are few differences in how Albertans are distributed across the political spectrum.



Agree	Albertans	Calgary	Edmonton	Other Alberta
n=	1,204	401	403	400
Left	9%	8%	11%	6%
Somewhat left	15%	15%	14%	16%
Center	27%	28%	26%	28%
Somewhat right	17%	20%	14%	16%
Right	11%	9%	10%	13%
Don't know	15%	16%	16%	13%

% in the same row are significantly higher than %

Base: Albertans (n=1,204)  
 Note: Prefer not to answer responses are not shown  
 Q21. Where would you place yourself on the political spectrum?

**38% of Albertans are likely to vote (decided and leaning) for the United Conservative Party if a provincial election were held today.**

	Voting Intentions	Undecided Voting Preference*	Decided and Leaning Voting Intentions
United Conservative Party	34%	22%	38%
Alberta NDP	28%	11%	31%
Alberta Liberal Party	5%	5%	6%
Alberta Party	5%	2%	5%
Another Party	2%	2%	3%
I would not vote/I would cancel my vote	2%	1%	11%
I don't know/undecided	19%	55%	4%

Base: Albertans eligible to vote in elections in Canada (n=1,144) \*Base: Albertans who are eligible to vote and are currently undecided (n=226)

Note: Prefer not to answer responses are not shown

Q22. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...? Q23. Even if you have not yet made up your mind, for which of the following political parties would most likely to vote? Would it be for...?

Regionally, those in Edmonton are more likely to vote for the Alberta NDP, whereas those in Calgary and those outside of Edmonton and Calgary are more likely to vote for the United Conservative Party.

Voting Intentions	Albertans	Calgary	Edmonton	Other Alberta
n=	1,114	376	385	383
United Conservative Party	34%	35%	28%	39%
Alberta NDP	28%	25%	36%	24%
Alberta Liberal Party	5%	6%	5%	5%
Alberta Party	5%	5%	4%	6%
Another Party	2%	3%	2%	2%
I would not vote / I would cancel my vote	2%	2%	2%	2%
I don't know / undecided	19%	21%	18%	18%

% in the same row are significantly higher than %

Base: Albertans eligible to vote in elections in Canada

Note: Prefer not to answer responses are not shown

Q22. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

## Regionally, there are few differences in how undecided Albertans may vote.

Undecided Voting Intentions	Albertans	Calgary	Edmonton	Other Alberta
n=	226	78	70	78
United Conservative Party	22%	29%	14%	22%
Alberta NDP	11%	8%	17%	9%
Alberta Liberal Party	5%	4%	4%	7%
Alberta Party	2%	-	4%	2%
Another Party	2%	3%	1%	2%
I would not vote / I would cancel my vote	1%	3%	-	1%
I don't know / undecided	55%	52%	58%	56%

% in the same row are significantly higher than %

Base: Albertans who are eligible to vote and are currently undecided

Note: Prefer not to answer responses are not shown

Q23. Even if you have not yet made up your mind, for which of the following political parties would most likely to vote? Would it be for...?



## Regionally, there are few differences in how undecided Albertans may vote.

Decided and Leaning Voting Intentions	Albertans	Calgary	Edmonton	Other Alberta
n=	1,114	376	385	383
United Conservative Party	38%	41%	30%	43%
Alberta NDP	31%	27%	39%	25%
Alberta Liberal Party	6%	7%	6%	6%
Alberta Party	5%	5%	5%	6%
Another Party	3%	4%	2%	2%
I would not vote / I would cancel my vote	3%	3%	2%	3%
I don't know / undecided	11%	11%	11%	10%

% in the same row are significantly higher than %

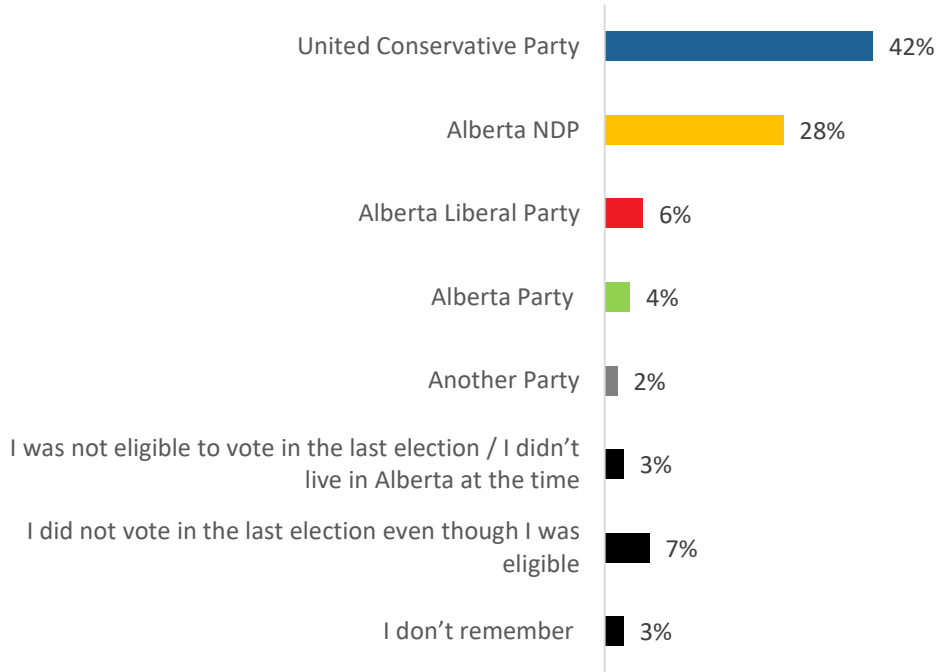
Base: Albertans who are eligible to vote

Note: Prefer not to answer responses are not shown

Q22. If a Provincial election were held today, for which political party would you be most likely to vote? Would it be for...?

Q23. Even if you have not yet made up your mind, for which of the following political parties would most likely to vote? Would it be for...?

**42% of Albertans eligible to vote, voted for the United Conservative Party in the last provincial election in April 2019.**



Base: Albertans eligible to vote in elections in Canada (n=1,144)

Note: Prefer not to answer responses are not shown

Q24. For which party did you vote in the last provincial election in April 2019?

**Much like how Albertans intend to vote, regionally, those in Edmonton are more likely to have voted for the Alberta NDP, whereas those in Calgary and those outside of Edmonton and Calgary are more likely to have voted for the United Conservative Party.**

Voting Intentions	Albertans	Calgary	Edmonton	Other Alberta
n=	1,144	376	385	383
United Conservative Party	42%	47%	34%	44%
Alberta NDP	28%	23%	36%	24%
Alberta Liberal Party	6%	6%	4%	7%
Alberta Party	4%	5%	3%	4%
Another Party	2%	2%	2%	2%
I was not eligible to vote in the last election / I didn't live in Alberta at the time	3%	2%	2%	4%
I did not vote in the last election even though I was eligible	7%	8%	6%	7%
I don't remember	3%	4%	5%	1%

% in the same row are significantly higher than %

Base: Albertans eligible to vote in elections in Canada (n=1,144)

Note: Prefer not to answer responses are not shown

Q24. For which party did you vote in the last provincial election in April 2019?

# RESPONDENT PROFILE

# Respondent Profile

	Albertans (n=1,204)
<b>Region of Alberta</b>	
Calgary	34%
Edmonton	33%
Other Alberta	32%
<b>Gender</b>	
Woman/Girl	50%
Man/Boy	49%
Gender Diverse	1%
<b>Children under 18 in household</b>	
Yes	33%
No	67%
Prefer not to answer	<1%

	Albertans (n=1,204)
<b>Age</b>	
17 years of age	1%
18 – 24	11%
25 – 34	21%
35 – 44	18%
44 – 54	17%
55 – 64	16%
65+	16%
<b>Home Ownership</b>	
Rent	24%
Own	68%
Live with friends/family	8%
Prefer not to answer	<1%

# Respondent Profile

	Albertans (n=1,204)
<b>Marital Status</b>	
Single	29%
Common-law	11%
Married	49%
Separated	2%
Divorced	7%
Widowed	3%
Prefer not to answer	<1%

	Albertans (n=1,204)
<b>Level of Education</b>	
Elementary	<1%
High school	23%
College	29%
University certificates and diploma	8%
University Bachelor	29%
University Master's	9%
University Doctorate	2%
Prefer not to answer	<1%

# Respondent Profile

	Albertans (n=1,204)
<b>Employment Status</b>	
Working full-time	40%
Retired	17%
Student	9%
Working part-time	9%
Unemployed – temporarily due to COVID-19	6%
Self-employed	5%
Unemployed – due to COVID-19	5%
Homemaker	4%
Unemployed – prior to COVID-19	3%
Receiving long-term government support	3%
Prefer not to answer	<1%

	Albertans currently working (n=635)
<b>Main Occupation</b>	
Professional	25%
Office Worker	16%
Managers/Administrators/Owners	13%
Skilled, Semi-Skilled Workers	10%
Personnel specialized in services	9%
Science and Technologies workers	7%
Personnel specialized in sales	7%
Manual worker	4%
Other	7%
Prefer not to answer	<1%

# Respondent Profile

	Albertans currently working (n=635)
<b>Industry</b>	
Health Care and Social Assistance	14%
Educational Services	10%
Professional, Scientific and Technical Services	9%
Wholesale Trade/Retail Trade	9%
Mining and Oil and Gas Extraction	9%
Public Administration	7%
Finance and Insurance, Real Estate and Rental and Leasing	6%
Transportation and Warehousing	5%
Construction	5%
Manufacturing	4%
Other services (except public administration)	4%

	Albertans currently working (n=635)
<b>Industry Continued</b>	
Arts, Entertainment, and Recreation and Accommodation and Food Services	4%
Agriculture, Forestry, Fishing and Hunting	4%
Information and Cultural Industries	2%
Utilities	1%
Management of Companies and Enterprises	1%
Administrative and Support, Waste Management	1%
Environmental Consulting	<1%
Other	1%
Don't know	2%
Prefer not to answer	1%



# Respondent Profile

	Albertans (n=1,204)
<b>Affiliation with a Union</b>	
Yes	19%
No	79%
Don't know	2%
Prefer not to answer	1%
<b>Visible Minority</b>	
Yes	17%
No	80%
Prefer not to answer	3%
<b>Indigenous Persons</b>	
Yes	4%
No	94%
Prefer not to answer	1%

	Albertans (n=1,204)
<b>Disabilities</b>	
Yes	12%
No	87%
I prefer not to answer	1%
<b>Canadian Citizens</b>	
Canadian citizen by birth	80%
Canadian citizen by naturalization	14%
Permanent resident	4%
Temporary resident	1%
Other	<1%
Prefer not to answer	<1%

# Respondent Profile

	Albertans (n=1,204)
<b>Household Income</b>	
\$19,999 or less	6%
\$20,000 - \$39,999	12%
\$40,000 - \$59,999	14%
\$60,000 - \$79,999	13%
\$80,000 - \$99,999	14%
\$100,000 or more	32%
Prefer not to answer	10%
<b>Mobile Device</b>	
Smartphone	42%
Tablet	6%
Desktop	52%

	Albertans (n=1,204)
<b>Federal Supports</b>	
Old Age Security (OAS)	15%
Canada Emergency Response (CERB)	15%
Canada Child Benefit (CCB)	14%
CPP/PPP Disability	5%
Canada Emergency Student Benefit (CESB)	2%
Other federal COVID-19 income support	1%
Other	6%
I am not receiving any federal support	49%
Prefer not to answer	3%

# APPENDIX

# PROFILE OF NEUTRAL ALBERTANS IN SUPPORT OF BASIC INCOME

Those in the following groups are more likely to be neutral in their support of 'Basic Income':

- Unfamiliar with 'Basic Income'
- Not interested in learning more about 'Basic Income'
- Not likely to vote in an upcoming election
- Are centered on the political spectrum

While there are few significant demographic indicators, the proportion of those who are neutral decreases with age after 35 years of age.

Regionally, there are no significant differences between neutral Albertans.

Neutral Albertans differ most greatly from those who support 'Basic Income' on the following attributes:

- What they think 'Basic Income' refers to. Those who are neutral are more likely to think that 'Basic Income' refers to income from employment.
- Less likely to agree a 'basic income' program would support people with caregiving responsibilities; support people during career transitions; promote spending in local communities; give people economic freedom; be worth the cost to establish due to the elimination of current welfare and disability support programs; encourage people to return to post-secondary studies; would foster innovation and entrepreneurial spirit; allow people to invest in business start-ups; would reduce government bureaucracy overall; and would be less willing to pay more in taxes to support the implementation of a 'Basic Income' program.
- Less likely to support all statements regarding potential steps governments could take to help fund a 'Basic Income' program
- Prefer the name 'Basic Income Guarantee' and 'Basic Income'

# PROFILE OF ALBERTANS WHO SOMEWHAT OPPOSE BASIC INCOME

Those in the following groups are more likely to somewhat oppose 'Basic Income':

- 24 to 34 (vs. 55 to 64) years of age
- Men
- Unfamiliar with 'Basic Income'
- Oppose Universal Basic Income and Means Tested Income
- Not interested in learning more about 'Basic Income'
- Concerned about the economic future of Alberta
- Not concerned about the health risk from COVID-19
- Are centered or right leaning on the political spectrum
- Married (vs. single)
- Working (vs. student)
- Have a household income greater than \$100,000
- Not receiving government support

Regionally, there are no significant differences between somewhat opposed Albertans.

Those who somewhat oppose 'Basic Income' differ most greatly from those who support 'Basic Income' on the following attributes:

- Less likely to agree a 'basic income' program would support people with caregiving responsibilities; support people during career transitions; promote spending in local communities; give people economic freedom; be worth the cost to establish due to the elimination of current welfare and disability support programs; encourage people to return to post-secondary studies; would foster innovation and entrepreneurial spirit; allow people to invest in business start-ups; would reduce government bureaucracy overall; and would be less willing to pay more in taxes to support the implementation of a 'Basic Income' program.
- Less likely to support all statements regarding potential steps governments could take to help fund a 'Basic Income' program

Those who are neutral or somewhat oppose Basic Income’ agree similarly for most statements, excluding for those who somewhat oppose being more likely to agree that the implementation of a ‘Basic Income’ program would discourage people from working.

Agree	All Albertans		Neutral Albertans		Somewhat Oppose Albertans	
	n=	1,204	150		142	
	%	%	Difference	%	Difference	
A ‘Basic Income’ program would support people with caregiving responsibilities	73%	60%	-13	64%	-8	
A ‘Basic Income’ program would support people during career transitions	69%	55%	-14	53%	-17	
The implementation of a ‘Basic Income’ program would discourage people from working	54%	<b>57%</b>	3	<b>82%</b>	<b>28</b>	
A ‘Basic Income’ program would promote spending in local communities	53%	28%	<b>-25</b>	32%	-21	
A ‘Basic Income’ program would give people economic freedom	50%	29%	-20	26%	-24	
A ‘Basic Income’ program would be worth the cost to establish due to the elimination of current welfare and disability support programs	49%	27%	-22	25%	-24	

% in the same row are significantly higher than %

Greatest difference from total

It is interesting to note the difference in the subgroups when comparing to the total. While both those who are neutral and somewhat opposed differ compared to the total, the statements for which those who somewhat opposed vary the most are the statements which neutral Albertans most align with the total.

There are no differences regionally.

Base: Albertans

Note: Top two box results are shown. Differences are based on unrounded %.

Q7: The following are some statements that have been made regarding a ‘Basic Income’ program. To what extent do you agree or disagree with each statement?

Those who are neutral or somewhat oppose ‘Basic Income’ agree similarly for most statements, excluding for those who somewhat oppose being more likely to agree that the implementation of a ‘Basic Income’ would be too expensive for any government to afford, and if you are not working you should not receive any form of income.

Agree	All Albertans	Neutral Albertans		Somewhat Oppose Albertans	
n=	1,204	150		142	
	%	%	Difference	%	Difference
The implementation of a ‘Basic Income’ program would be too expensive for any government to afford	48%	48%	0	77%	28
The implementation of a ‘Basic Income’ program would encourage people to return to post-secondary studies	47%	28%	-18	21%	-26
The implementation of a ‘Basic Income’ program would foster innovation and entrepreneurial spirit	37%	18%	-19	12%	-25
A ‘Basic Income’ program would allow people to invest in business start-ups	36%	23%	-13	16%	-20
I would be willing to pay more in taxes to support the implementation of a ‘Basic Income’ program	36%	11%	-25	12%	-24
The implementation of a ‘Basic Income’ program would reduce government bureaucracy overall	29%	17%	-12	15%	-15
If you are not working, you should not receive any form of income	25%	22%	-3	36%	11

Greatest difference from total

% in the same row are significantly higher than %

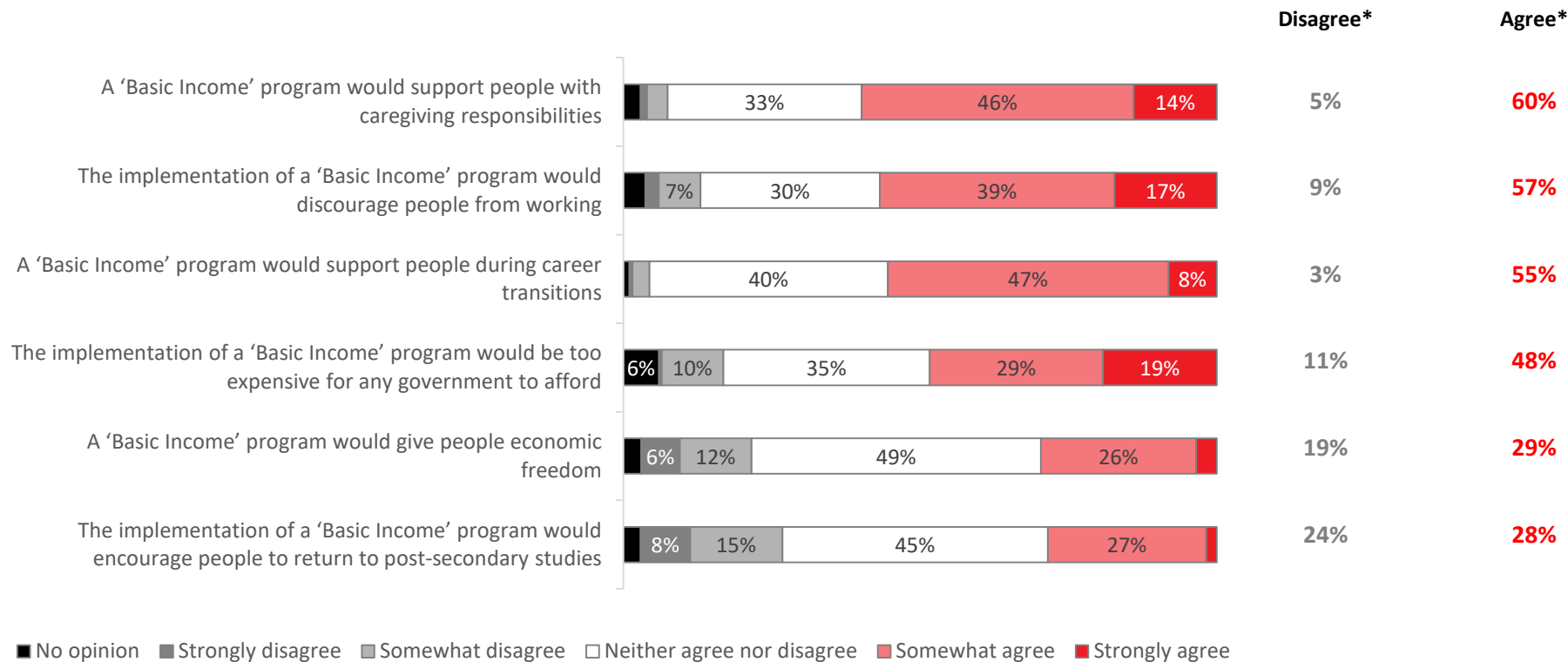
Regionally, of those who somewhat oppose, those in Calgary are more likely to agree the implementation of a ‘Basic Income’ program would foster innovation and entrepreneurial spirit than those in Edmonton. Also, those in Calgary and Edmonton are more likely to agree a ‘Basic Income’ would allow people to invest in business start-up, than other Alberta. Regionally, there are no differences for neutral Albertans.

Base: Albertans

Note: Top two box results are shown. Differences are based on unrounded %.

Q7: The following are some statements that have been made regarding a ‘Basic Income’ program. To what extent do you agree or disagree with each statement?

**60% of neutral Albertans are likely to agree that a ‘Basic Income’ program would support people with caregiving responsibilities (vs. 73% of all Albertans).**



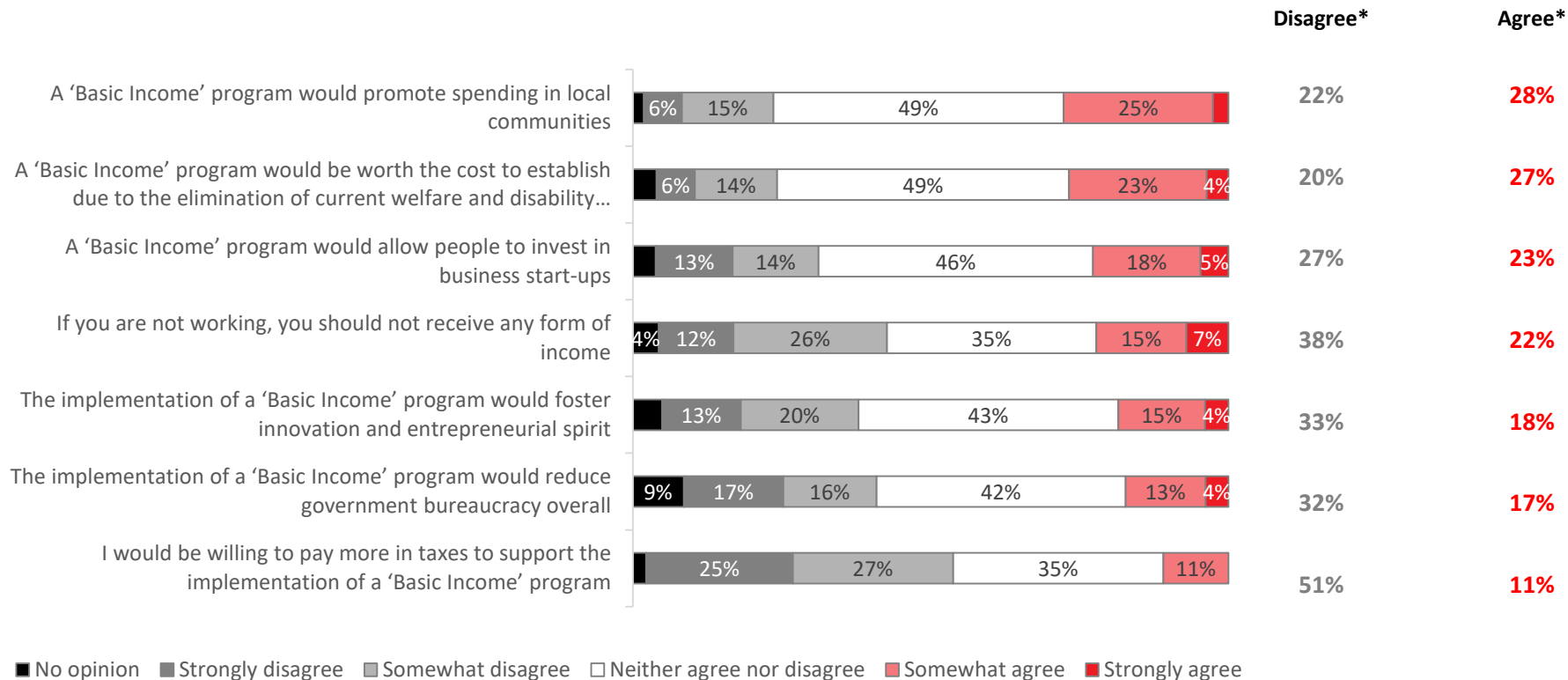
Base: Albertans who are neutral in their support of Basic Income (n=150)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q7: The following are some statements that have been made regarding a ‘Basic Income’ program. To what extent do you agree or disagree with each statement?



**51% of neutral Albertans disagree that they would be willing to pay more in taxes to support the implementation of a ‘Basic Income’ program (vs. 45% of all Albertans).**

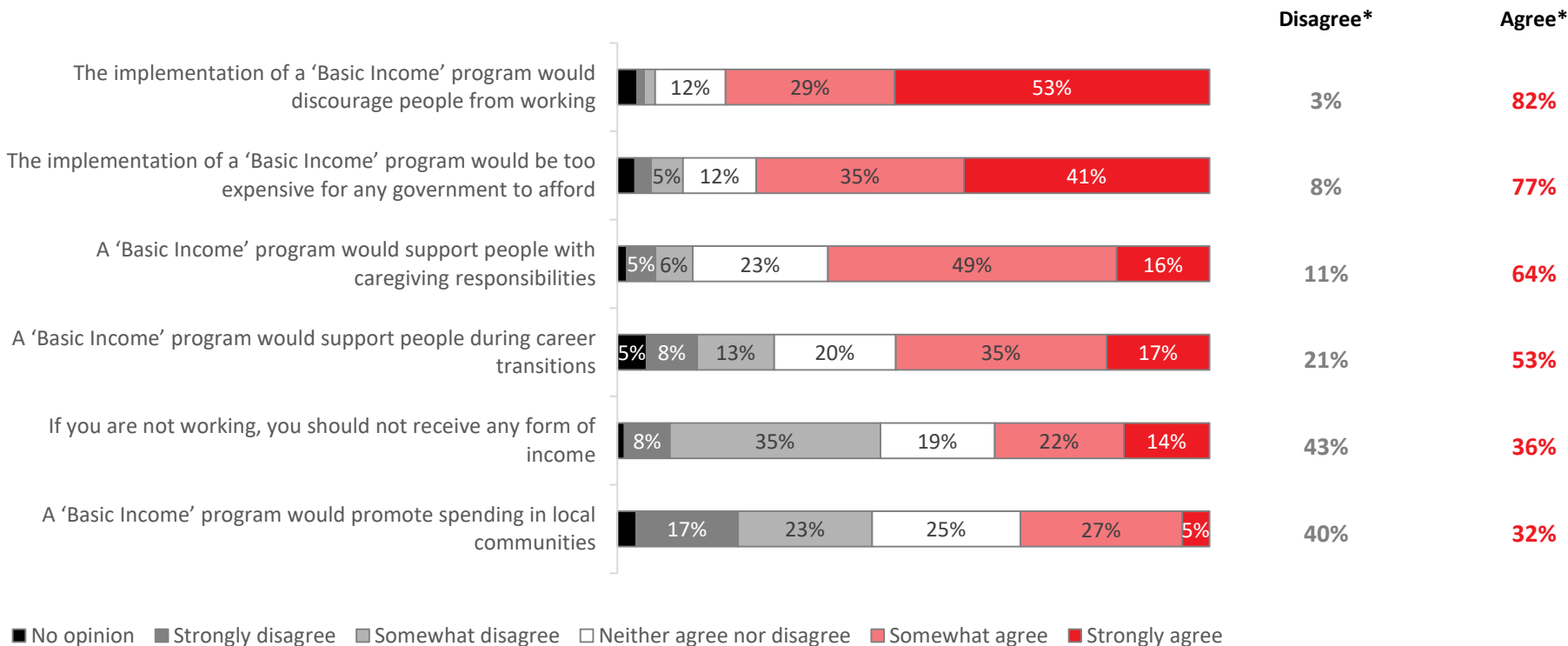


Base: Albertans who are neutral in their support of Basic Income (n=150)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q7: The following are some statements that have been made regarding a ‘Basic Income’ program. To what extent do you agree or disagree with each statement?

## 82% of somewhat opposed Albertans agree that the implementation of a 'Basic Income' program would discourage people from working.

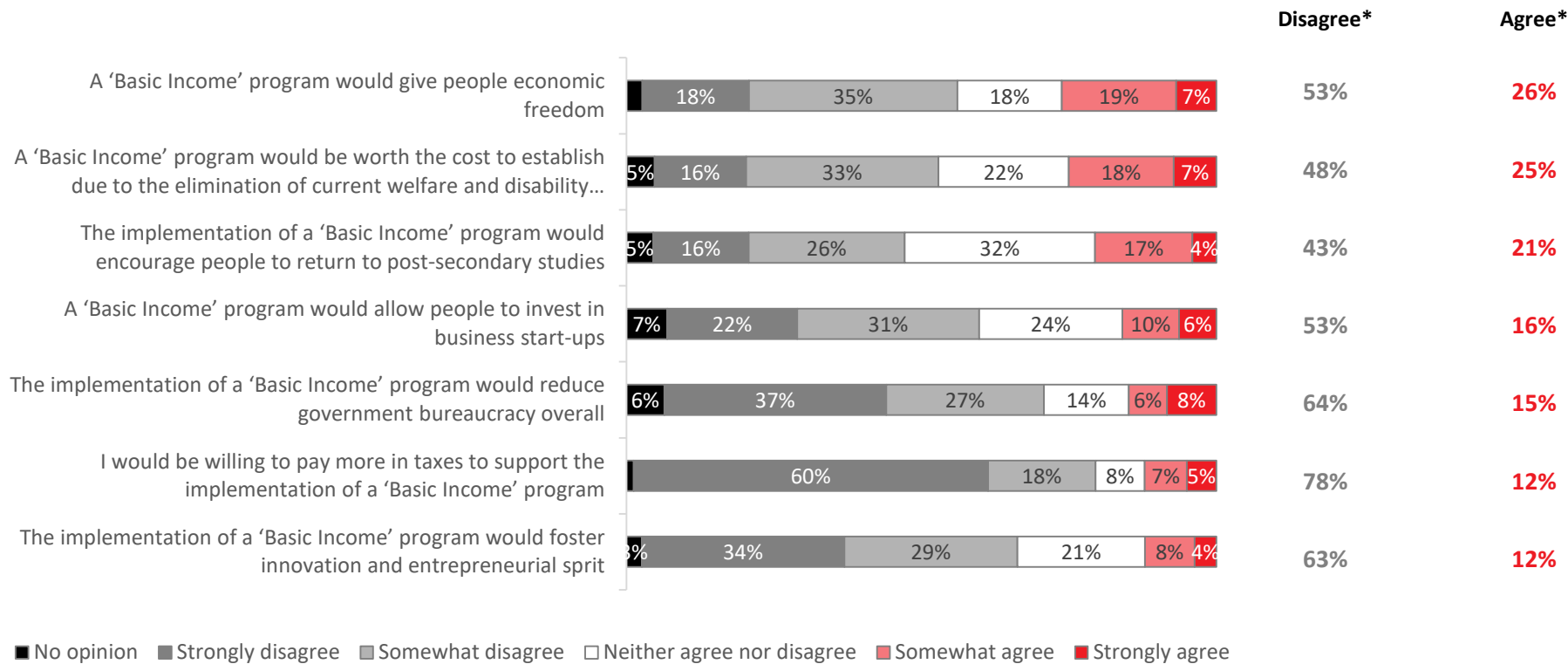


Base: Albertans who are somewhat oppose Basic Income (n=142)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q7: The following are some statements that have been made regarding a 'Basic Income' program. To what extent do you agree or disagree with each statement?

**78% of somewhat opposed Albertans disagree they would be willing to pay more in taxes to support the implementation of a 'Basic Income' program (vs. 45% of all Albertans).**



Base: Albertans who are somewhat oppose Basic Income (n=142)

Note: Prefer not to answer responses are not shown. \*Top two and bottom two box results are shown. Responses 3% or less are not labelled.

Q7: The following are some statements that have been made regarding a 'Basic Income' program. To what extent do you agree or disagree with each statement?

Those who are neutral are less likely than Albertans to support closing loopholes in the existing tax system. The greatest difference for those Albertans who somewhat oppose Basic Income is their stance on increasing income tax rates for higher income people.

Support	All Albertans	Neutral Albertans		Somewhat Oppose Albertans	
	n= 1,204	150		142	
	%	%	Difference	%	Difference
Closing loopholes in the existing tax system	75%	57%	-17	65%	-10
Increasing tax rates for large corporations	69%	57%	-12	47%	-22
Increasing income tax rates for higher-income people	62%	47%	-15	30%	-32
Implementation of a Provincial Sales Tax (PST)	28%	17%	-11	21%	-7
Implementation of a higher Goods and Services Tax (GST)	27%	15%	-12	15%	-13
Increasing tax rates for small businesses	17%	13%	-4	8%	-9

Oppose	All Albertans	Neutral Albertans		Somewhat Oppose Albertans	
	n= 1,204	150		142	
	%	%	Difference	%	Difference
Closing loopholes in the existing tax system	7%	10%	3	15%	8
Increasing tax rates for large corporations	18%	15%	-3	37%	19
Increasing income tax rates for higher-income people	24%	22%	-2	45%	21
Implementation of a Provincial Sales Tax (PST)	55%	53%	-2	69%	14
Implementation of a higher Goods and Services Tax (GST)	56%	59%	3	71%	14
Increasing tax rates for small businesses	65%	54%	-11	82%	17

There are no differences regionally.

% in the same row are significantly higher than %

Greatest difference from total

Base: Albertans (n=1,204)

Note: \*Top two box results are shown. Differences are based on unrounded %.

Q10: To what extent do you support or oppose governments taking the following steps to help fund a 'Basic Income' program?

Those who are neutral or somewhat oppose 'Basic Income', like all Albertans, want to receive information regarding 'Basic Income' from Political Leaders.

	All Albertans	Neutral Albertans	Somewhat Oppose Albertans
n=	1,204	150	142
Political leaders	56%	46%	50%
Community leaders	35%	27%	23%
Business leaders	22%	16%	19%
Indigenous Leaders	8%	3%	7%
Faith leaders	7%	5%	2%
Government	2%	0%	2%
Other	5%	2%	5%
None of the above	14%	17%	21%
Don't know	10%	19%	8%

% in the same row are significantly higher than %

There are no difference regionally.

Base: Albertans (n=1,204)  
 Note: Prefer not to answer responses are not shown. Multiple mentions allowed.  
 Q15: From whom would you want to receive information regarding 'Basic Income'?

**While those who somewhat oppose ‘Basic Income’ are more likely to agree that in times of crisis, people deserve help they are also more likely to agree most people living in poverty do not put in enough effort to make their conditions better and are responsible for their own conditions than those who are neutral.**

Agree*	All Albertans	Support Albertans	Neutral Albertans		Somewhat Oppose Albertans	
n=	1,204	721	150		142	
	%	%	%	Difference	%	Difference
In times of crisis, people deserve help	89%	95%	77%	-12	90%	1
In modern well-off societies, no one should be left behind	73%	88%	60%	-13	49%	-24
In times of crisis, government is best equipped to provide support	70%	81%	56%	-15	61%	-9
Most people live in poverty because of conditions beyond their control, such as workers who are laid off, pensioners, single parents, change in life situations, death, divorce, etc.	67%	80%	56%	-11	49%	-18
Most people living in poverty do not put in enough effort to make their conditions better	35%	23%	37%	3	56%	22
Most people living in poverty are responsible for their own condition	31%	21%	37%	5	47%	16

Greatest difference from total

% in the same row are significantly higher than %  
(between Neutral Albertans and Somewhat Oppose Albertans)

Regionally, those who somewhat oppose ‘Basic Income’ outside of Edmonton or Calgary are more likely to agree in times of crisis, people deserve help than those in Calgary.

Regionally, there are no differences for neutral Albertans.

Base: Albertans (n=1,204)

\*Top two box results are shown. Differences are based on unrounded %.

Q17: The following are some statements regarding beliefs and perceptions of poverty. To what extent do you agree or disagree with the following statements.

Those who somewhat oppose 'Basic Income' are more likely to disagree that in modern well-off societies, no one should be left behind; in times or crisis, government is best equipped to provide support; and most people live in poverty because of conditions beyond their control than those who are neutral.

Agree*	All Albertans	Support Albertans	Neutral Albertans		Somewhat Oppose Albertans	
	n= 1,204	721	150		142	
	%	%	%	Difference	%	Difference
In times of crisis, people deserve help	2%	1%	2%	0	2%	0
In modern well-off societies, no one should be left behind	10%	4%	9%	-2	23%	12
In times of crisis, government is best equipped to provide support	13%	7%	9%	-4	23%	10
Most people live in poverty because of conditions beyond their control, such as workers who are laid off, pensioners, single parents, change in life situations, death, divorce, etc.	14%	7%	12%	-2	24%	10
Most people living in poverty do not put in enough effort to make their conditions better	41%	54%	24%	-18	27%	-15
Most people living in poverty are responsible for their own condition	45%	60%	24%	-21	30%	-15

Greatest difference from total

There are no difference regionally.

% in the same row are significantly higher than % (between Neutral Albertans and Somewhat Oppose Albertans)

Base: Albertans (n=1,204)

\*Top two box results are shown. Differences are based on unrounded %.

Q17: The following are some statements regarding beliefs and perceptions of poverty. To what extent do you agree or disagree with the following statements.

## Those who are neutral or somewhat oppose 'Basic Income', like share the same concerns about economic conditions in Alberta.

Concerned (4,5 rating)	All Albertans	Neutral Albertans	Somewhat Oppose Albertans
n=	1,204	150	142
The economic future of Alberta	78%	74%	79%
Your own personal finances	49%	47%	46%
The health risk COVID-19 poses to you personally or your family	42%	41%	32%

Not Concerned (1,2 ratings)	All Albertans	Neutral Albertans	Somewhat Oppose Albertans
n=	1,204	150	142
The economic future of Alberta	5%	4%	2%
Your own personal finances	24%	23%	26%
The health risk COVID-19 poses to you personally or your family	32%	27%	44%

% in the same row are significantly higher than %

Regionally, of those who somewhat oppose 'Basic Income' those in Calgary and Edmonton are more likely to be worried about their own personal finances than those elsewhere.

Of those who are neutral, those in Calgary are more likely to be worried about their own personal finances than those in Edmonton or elsewhere.



Those who are neutral are more likely to not know where they place themselves on the political spectrum when compared to those who somewhat oppose 'Basic Income'.

Agree	All Albertans	Neutral Albertans	Somewhat Oppose Albertans
n=	1,204	150	142
Left	9%	5%	2%
Somewhat left	15%	9%	9%
Center	27%	34%	25%
Somewhat right	17%	13%	33%
Right	11%	8%	11%
Don't know	15%	24%	13%

% in the same row are significantly higher than %

There are no difference regionally.

Base: Albertans (n=1,204)  
 Note: Prefer not to answer responses are not shown  
 Q21. Where would you place yourself on the political spectrum?

## Cross Tab of Political Support.

Agree	All Albertans	Strongly Oppose Albertans	Somewhat Oppose Albertans	Neutral Albertans	Somewhat Support Albertans	Strongly Support Albertans
n=	1,204	149	142	150	384	337
Left	9%	2%	2%	5%	8%	17%
Somewhat left	15%	4%	9%	9%	19%	20%
Center	27%	15%	25%	34%	29%	29%
Somewhat right	17%	28%	33%	13%	16%	8%
Right	11%	37%	11%	8%	8%	4%
Don't know	15%	11%	13%	24%	13%	14%

There are no difference regionally.

% in the same row are significantly higher than %

Base: Albertans (n=1,204)

Note: Prefer not to answer responses are not shown

Q21. Where would you place yourself on the political spectrum?

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