

---

# Alberta Tax Insights 2017

## Parkland Institute

---



*Results of a public opinion survey conducted January 13-20, 2017  
for Parkland Institute*

*by McAllister Opinion Research*



McAllister is an accredited member of ESOMAR, the international professional body for public opinion research and market intelligence.

## SURVEY METHODOLOGY

Survey results are based on an online survey of 1,174 Alberta residents aged 18 years or older, fielded January 13-20th, inclusive. The online survey platform was programmed for both mobile and desktop response.

Respondents were recruited from an MRIA Gold Seal accredited panel designed to replicate a cross-section of the Canadian population. The survey design included an oversample of respondents in Northern Alberta to increase the reliability of inference in areas of low population density. Weighting was applied to the data according to Statistics Canada 2017 projections on region, age and gender.

The following table describes the weighted and unweighted sample size in each region, as well as the associated margin of error for a single parameter in a random sample of the same size.

Riding	Unweighted Sample n	Weighted Sample n	Margin of Error @90% Confidence	Margin of Error @95% Confidence
<b>Metro Calgary</b>	394	425	4.1%	4.9%
<b>Metro Edmonton</b>	379	393	4.2%	5.0%
<b>Southern Alberta</b>	243	237	5.3%	6.3%
<b>Northern Alberta</b>	158	119	6.5%	7.8%
<b>Total Sample*</b>	<b>1174</b>	<b>1174</b>	<b>2.41%</b>	<b>2.88 %</b>

*\*Margin of error estimate for 'Total Sample' accounts for design effect n1,161 using the Lohr formula which is more conservative than Kish.*

Note however that margin of error numbers are provided here as reference only. Online panels are not strictly a probability sample, and therefore a true margin of error cannot be calculated. However, the evidence is that professionally-designed invitation-only online panel samples perform equal to or better than conventional telephone polls when it comes to election outcomes and alignment with known population values<sup>1</sup>. Moreover, a Bayesian approach that accounts for non-probability sampling generally produces similar confidence-related ranges when poststratification is taken into account. For further details, please see Andrew Gelman and David Rothschild's work on poststratification<sup>2</sup> and recent global assessments<sup>3</sup> that suggest that electoral polling continues to be reliable, even in the U.S.<sup>4</sup>, despite media headlines to the contrary.

The notation \* indicates a percentage greater than zero but less than 0.05.

Subtotals in tables (e.g. Top 2 and Bottom 2) are rounded to the nearest whole number.

<sup>1</sup> Nate Silver, New York Times, November 10, 2012: <http://fivethirtyeight.blogs.nytimes.com/2012/11/10/which-polls-fared-best-and-worst-in-the-2012-presidential-race/?r=0>

<sup>2</sup> David Rothschild and Andrew Gelman, Forecasting elections with non-representative polls, September 1, 2014 <https://www.microsoft.com/en-us/research/publication/forecasting-elections-with-non-representative-polls/>

<sup>3</sup> Ryan Kennedy and Davd Lazar, Improving election prediction internationally, Science, February 3, 2017 <http://science.sciencemag.org/content/355/6324/515.full>

<sup>4</sup> Scott Clement, Washington Post, February 6, 2017 <https://www.washingtonpost.com/news/the-fix/wp/2016/11/10/how-much-did-polls-miss-the-mark-on-trump-and-why/>

When you think of all the taxes you pay, do you feel that you **CURRENTLY** pay ...

	%
Much more tax than you should	33%
A bit more tax than you should	39%
About the right amount of tax	25%
A bit less tax than you should	2%
Much less tax than you should	1%

In your opinion, do people in the following income groups pay **TOO MUCH**, about the **RIGHT AMOUNT**, or **NOT ENOUGH** tax?

	Too much tax	About right	Not enough tax	Unsure
The <u>richest</u> 1/5th of income earners	<b>9%</b> NDP = 2% PC = 11% WR = 15%	<b>13%</b> NDP = 9% PC = 16% WR = 14%	<b>70%</b> NDP = 84% PC = 66% WR = 64%	<b>7%</b> NDP = 5% PC = 7% WR = 8%
The <u>2nd richest</u> 1/5th of income earners	<b>11%</b> NDP = 2% PC = 15% WR = 18%	<b>26%</b> NDP = 21% PC = 29% WR = 26%	<b>55%</b> NDP = 70% PC = 50% WR = 48%	<b>8%</b> NDP = 6% PC = 6% WR = 8%
The <u>middle</u> 1/5th of income earners	<b>46%</b> NDP = 30% PC = 53% WR = 53%	<b>46%</b> NDP = 59% PC = 41% WR = 41%	<b>3%</b> NDP = 5% PC = 1% WR = 2%	<b>5%</b> NDP = 6% PC = 5% WR = 4%
The <u>2nd poorest</u> 1/5th of income earners	<b>55%</b> NDP = 56% PC = 52% WR = 52%	<b>31%</b> NDP = 32% PC = 32% WR = 33%	<b>6%</b> NDP = 3% PC = 7% WR = 7%	<b>9%</b> NDP = 8% PC = 9% WR = 8%
The <u>poorest</u> 1/5th of income earners	<b>54%</b> NDP = 62% PC = 50% WR = 48%	<b>28%</b> NDP = 25% PC = 30% WR = 34%	<b>6%</b> NDP = 4% PC = 7% WR = 9%	<b>12%</b> NDP = 9% PC = 13% WR = 10%

In general, do you think major corporations pay ...

	TOTAL %	NDP	PC	WR
Too much tax	<b>7%</b>	2%	8%	13%
About the right amount of tax	<b>21%</b>	10%	29%	28%
Not enough tax	<b>61%</b>	79%	56%	48%
<i>Unsure</i>	<b>11%</b>	9%	8%	11%

If provincial income taxes were raised on some people to pay for public services, which of the following groups, if any, do you think *should pay more taxes*?

*Should it be only people making more than...*

	TOTAL %	NDP	PC	WR
\$55k per year	2%	2%	0.4%	2%
\$70k per year	2%	2%	1%	2%
\$85k per year	5%	9%	3%	3%
\$100k per year	13%	19%	10%	10%
\$150k per year	16%	19%	18%	12%
\$200k per year	11%	12%	11%	11%
\$250k per year	25%	23%	27%	24%
No one should pay more taxes	15%	3%	19%	24%
Everyone should pay more taxes	9%	9%	9%	7%
Income group not mentioned above ( <i>details in question below</i> )	2%	1%	2%	4%

**Which group, if any, should pay more taxes (not one of the groups in list above)?**

<i>The 2% of respondents who mentioned "Other income group" above.</i>	<b>%</b>
Over \$500k per year	39%
Over \$1 million per year	11%
Corporations	11%
People who need services	6%
Over \$750k per year	6%
Over \$125k per year	6%
First Nations	6%
Elites	6%
Unsure	11%

**In your opinion, which of the following is most important for the provincial government?**

	<b>%</b>
Avoiding a deficit, even if it means cuts to public services and programs	40%
Improving access to programs and services, even if this means running a deficit	46%
Improving access to programs and services through a tax increase	14%

Please say how much more in income tax, if any, you would personally be willing to pay in order to...?

Total Willingness to Pay - Average Across Splits & Income	Total % willing to pay more tax	% NDP willing to pay more	% PC willing to pay more	%WR willing to pay more
Reduce wait times for emergency room services and surgeries	<b>57%</b>	74%	51%	9%
Provide more access to long-term residential care for seniors	<b>57%</b>	73%	47%	51%
Increase income assistance to ensure the poorest Albertans can meet basic food and shelter needs	<b>54%</b>	76%	45%	41%
Make pensions, unemployment insurance and social assistance stronger so no Albertan goes without a decent basic income	<b>54%</b>	74%	44%	42%
Make sure every Albertan has a family doctor	<b>48%</b>	59%	38%	41%
Improve support for special needs kids in K-12 education	<b>45%</b>	60%	36%	38%
Offer post-secondary education tuition-free for all those who meet entry requirements	<b>41%</b>	56%	31%	29%
Protect Alberta's Boreal forests and vulnerable animal populations	<b>41%</b>	64%	29%	32%
Build thousands of new social and co-op housing units to make homes more affordable in your region	<b>40%</b>	58%	27%	29%
Expand Alberta's \$25-a-day child care program to all families who need it	<b>35%</b>	53%	23%	26%
Reduce the provincial debt	<b>35%</b>	42%	31%	29%
Reduce class sizes in K-12 education	<b>34%</b>	53%	29%	25%
Fund home and building retrofits to reduce Alberta's greenhouse gas emissions	<b>31%</b>	56%	20%	18%
Build a high-speed train between Edmonton and Calgary	<b>26%</b>	31%	20%	18%
Create full-day kindergarten	<b>26%</b>	34%	18%	22%