

“Alberta Agenda” Study – March 2003

JMCK Polling

JMCK Polling
(A Division of JMCK Communications Inc.)

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Population Profile:

The province of Alberta has 3,064,200 residents, 1.9 million of which were eligible to vote in the 2001 provincial general election.

Alberta boasts two major centres, Calgary and Edmonton, which are home to over 60% of the total Alberta population. Other small cities and centres include Lethbridge and Medicine Hat in the south, Red Deer in central Alberta, and Grand Prairie and Fort McMurray in the north.

Methodology:

Data were collected between March 26 and 27, 2003 by JMCK Polling (a Division of JMCK Communications Inc.). JMCK has offices in Edmonton, Calgary and Lethbridge.

A total of 872 individuals of voting age in Alberta were interviewed by telephone. The sample has been statistically weighted to accurately represent the demographic distribution of the Alberta population. The margin of error for this sample is $\pm 3.5\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the total. The following represents a selection of the findings.

Questionnaire:

Q - The province of Quebec is not a participant in the federal Canada Pension Plan. Should Alberta also withdraw from the Canada Pension Plan to create an Alberta Pension Plan that would be controlled by the province?

- Alberta should create its own pension plan as Quebec has done
- Alberta should remain in the Canada Pension Plan
- Undecided

Q - Should Alberta collect its own revenue from personal income tax, as the province already does for corporate income tax?

- Alberta should collect its own personal income tax
- The federal government should continue to collect these taxes
- Undecided

Q - Provinces like Ontario and Quebec have their own provincial police forces. Should Alberta also create an Alberta provincial police force to replace the RCMP?

- Alberta should create its own provincial police force
- Alberta should continue to rely on the federal RCMP
- Undecided

Q - The Canadian constitution gives Alberta the right to control healthcare policy. However, the federal government continues to play a dominant role in controlling healthcare in Canada. Should Alberta take back provincial responsibility for healthcare policy?

- Alberta should take back provincial responsibility for healthcare policy
- The federal government should continue to control healthcare policy
- Undecided

Q - Should Alberta hold a provincial referendum to force the creation of an elected and equal Senate?

- Alberta should hold a provincial referendum on Senate reform
- Alberta should not hold a provincial referendum on Senate reform
- Undecided

Q - When considering Alberta's role within confederation, which of the following scenarios would you most support?

- A strong central government in Ottawa with only limited powers going to Alberta and the other provinces
- A strong provincial government in Alberta and in the other provinces with only limited powers going to Ottawa
- Alberta should become independent from Canada
- The current balance of powers between Ottawa and the provinces should remain
- Undecided

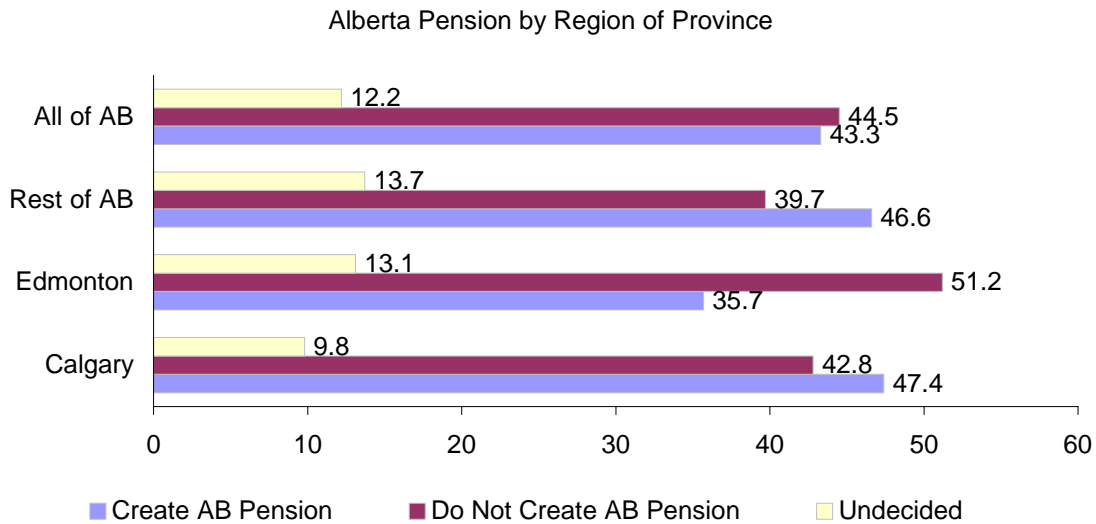
Q - Gender

Q - Age

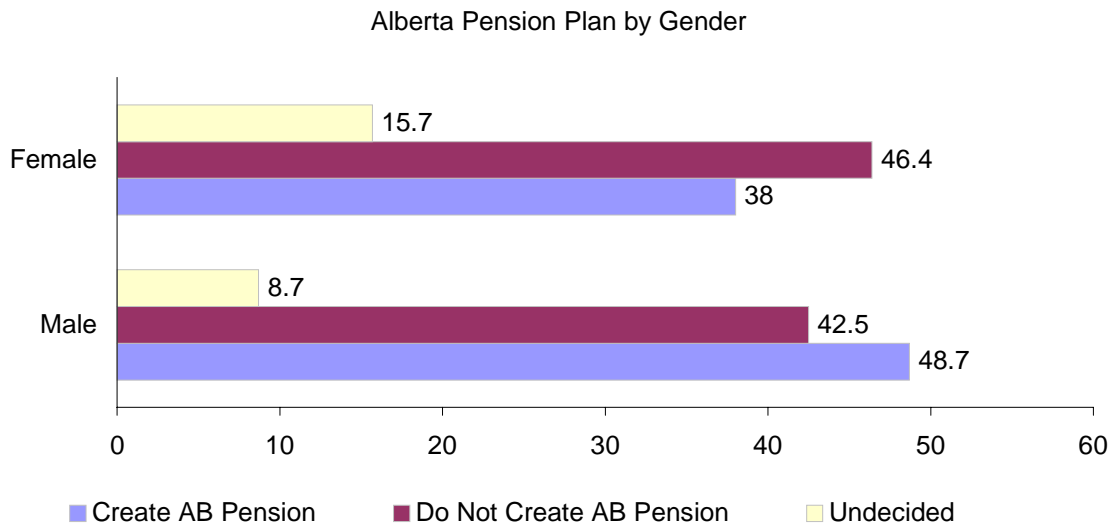
Alberta Pension Plan:

Summary: Albertans are evenly divided when considering whether or not the Alberta government should follow Quebec’s lead and create an Alberta pension plan. Although 43.3% of Albertans support such an initiative, 44.5% are opposed. The remaining 12.2% are undecided on the issue.

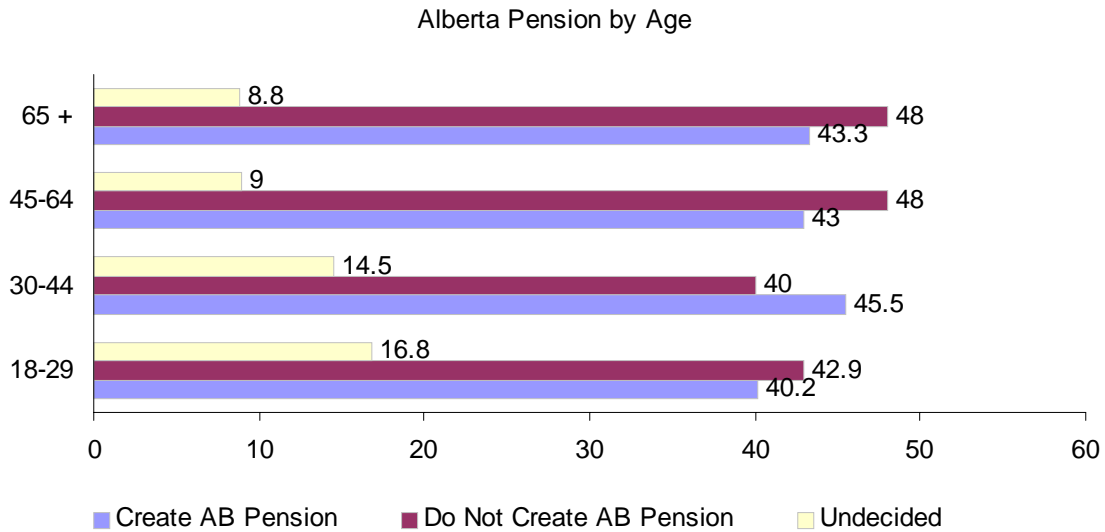
By Region: Modest differences in opinion are measured between the various regions of the province. A slight majority of Edmontonians are opposed to Alberta creating its own pension plan (51.2%) while the largest plurality of Calgarians (47.4%) and other Albertans (46.6%) are supportive.



By Gender: Men are more likely to support an Alberta pension plan (48.7%) than are women (38.0%), while women (46.4%) are more likely than men (42.5%) to be opposed. Alberta women (15.7%) are also twice as likely as men (8.7%) to be undecided.



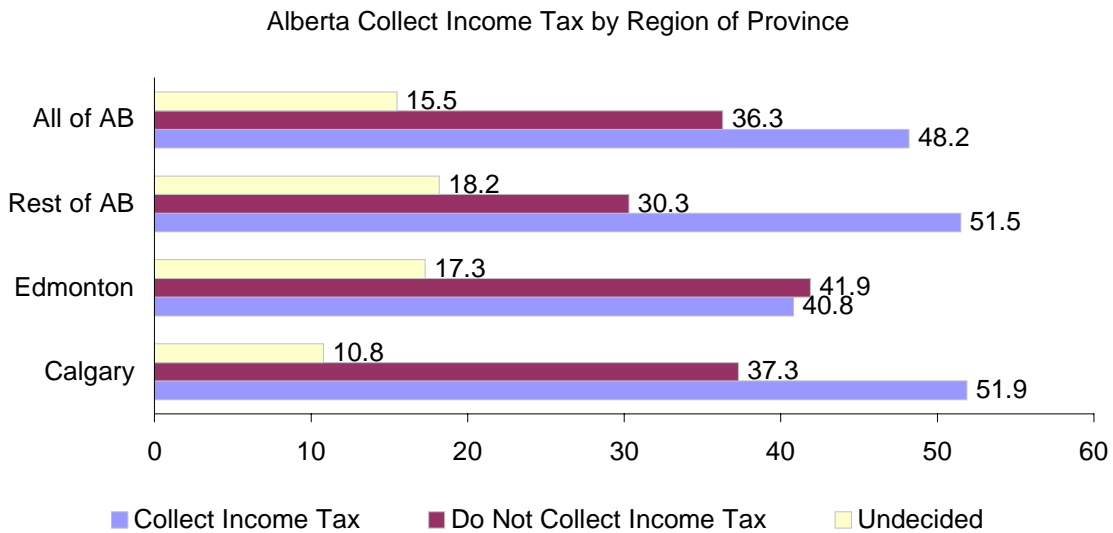
By Age: Interestingly, age has little impact on opinion with respect to creating an Alberta pension plan. Alberta's youth are evenly split on the issue with 40.2% supporting the plan and 42.9% opposed. Gen-xers are the most supportive (45.5%) but with 40.0% opposed. Boomers and Seniors hold almost identical opinions with approximately 43% supportive and 48% opposed.



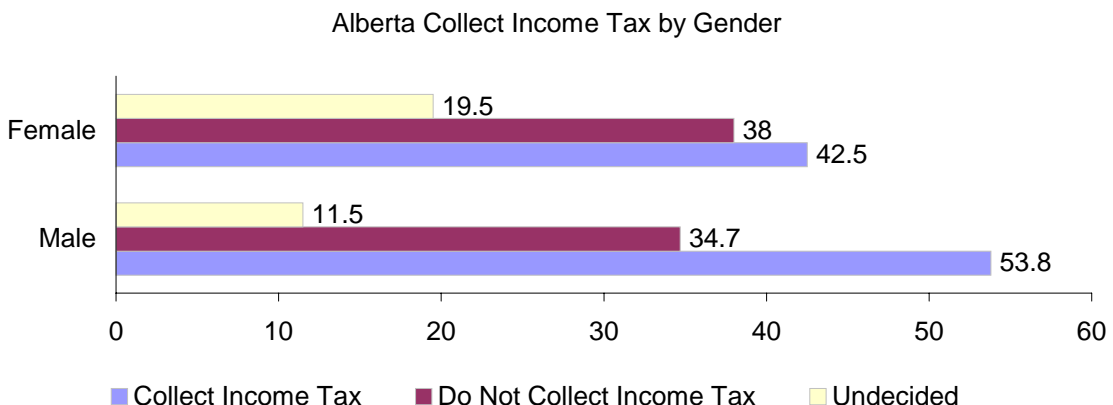
Alberta Income Tax Collection:

Summary: Overall, Albertans demonstrate support for the idea of Alberta beginning to collect its own income tax, but that support is tempered by a significant plurality who are opposed. Almost half of all Albertans (48.2%) support having the Alberta government collect its own income tax rather than rely on the federal government to collect income tax on behalf of the province. A further one-third of all votes (36.3%) are opposed while another 15.5% are undecided.

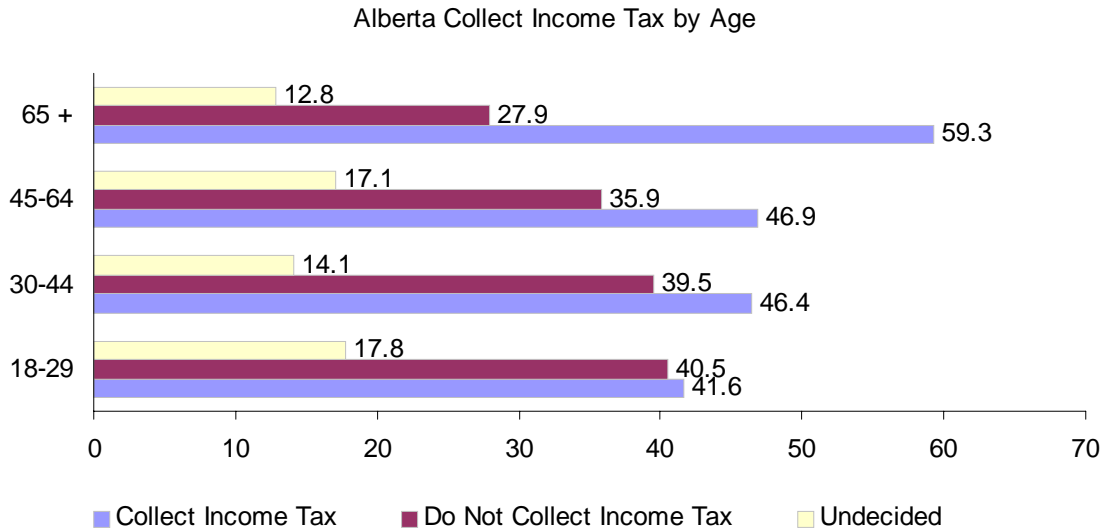
By Region: Edmontonians are evenly split over the issue of Alberta collecting its own income taxes while a slight majority of Calgarians and all other Albertans are supportive. Approximately 52% of Calgarians and Albertans outside of the two major cities are supportive of Alberta income tax collection while only 40.8% of Edmontonians feel the same way. Opposition is lowest in areas outside the two major cities (30.3%), rises to 37.3% in Calgary, and to 41.9% in Edmonton.



By Gender: A majority of Alberta men support Alberta income tax collection (53.8%) while women are more evenly split on the issue. A slight plurality of Alberta women support the idea (42.5%) but 38.0% are opposed. Only 34.7% of Alberta men are opposed.



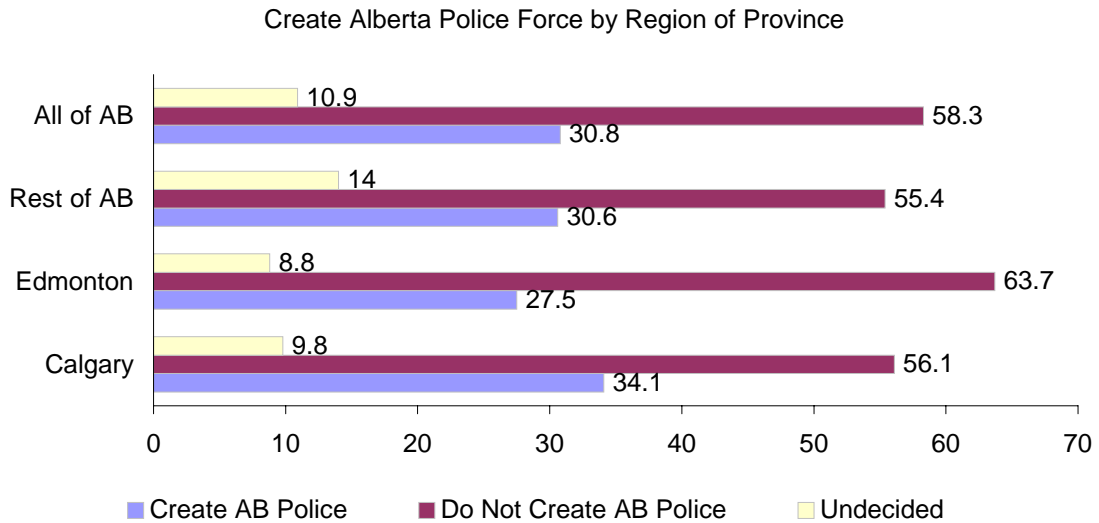
By Age: Support for Alberta income tax collection increases with age. Alberta's youth are almost evenly split on the issue with 41.6% supporting the idea and 40.5% opposed. Support increases to 46.4% amongst gen-x-ers, to 46.9% amongst boomers, and peaks at 59.3% amongst seniors. Only about one-quarter of seniors (27.9%) are opposed compared to over one-third or more of other age groups who are opposed.



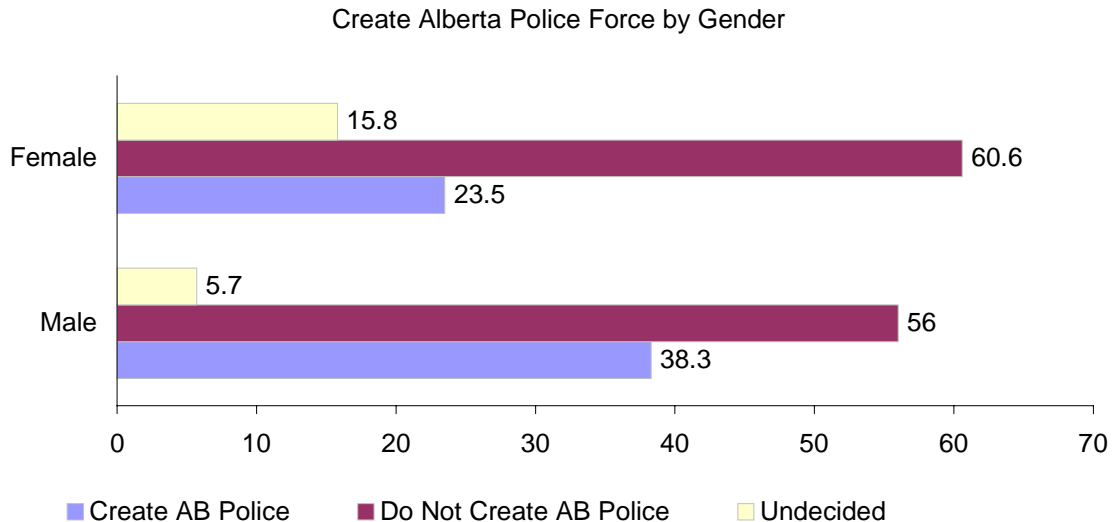
Alberta Provincial Police Force:

Summary: Overall, Albertans are opposed to having their provincial government replace the RCMP with an Alberta provincial police force by almost a two-to-one margin. A clear majority of Albertans are opposed to replacing the RCMP (58.3%) while only 30.8% support the idea. Slightly less than 11% are undecided.

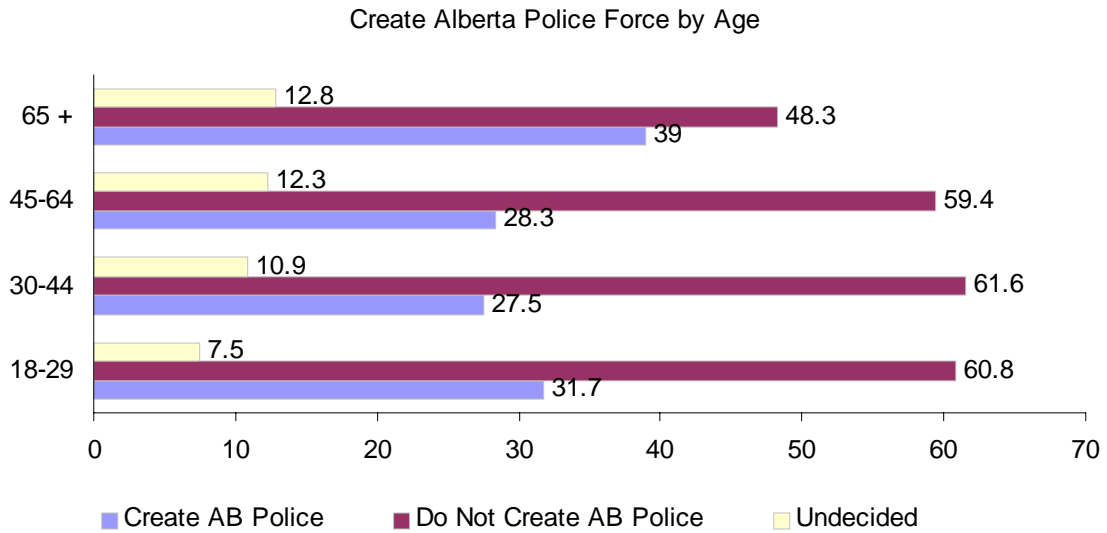
By Region: Edmontonians are most opposed to replacing the RCMP in Alberta (63.7%) while considerable majorities of both Calgarians (56.1%) and other Albertans (55.6%) are also opposed.



By Gender: Men are slightly more supportive of replacing the RCMP (38.3%) than are women (23.5%). However, substantial majorities of both genders remain opposed.



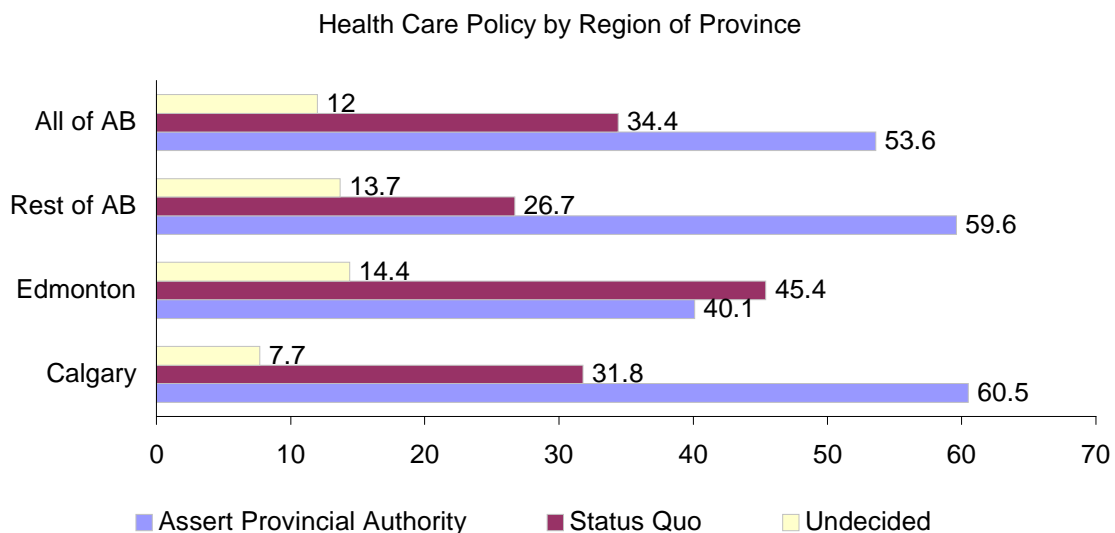
By Age: Interestingly, seniors are less opposed to replacing the RCMP in Alberta than are younger Albertans. Seniors, however, like all other Albertans are still more opposed to the idea (48.3%) than supportive (39.0%).



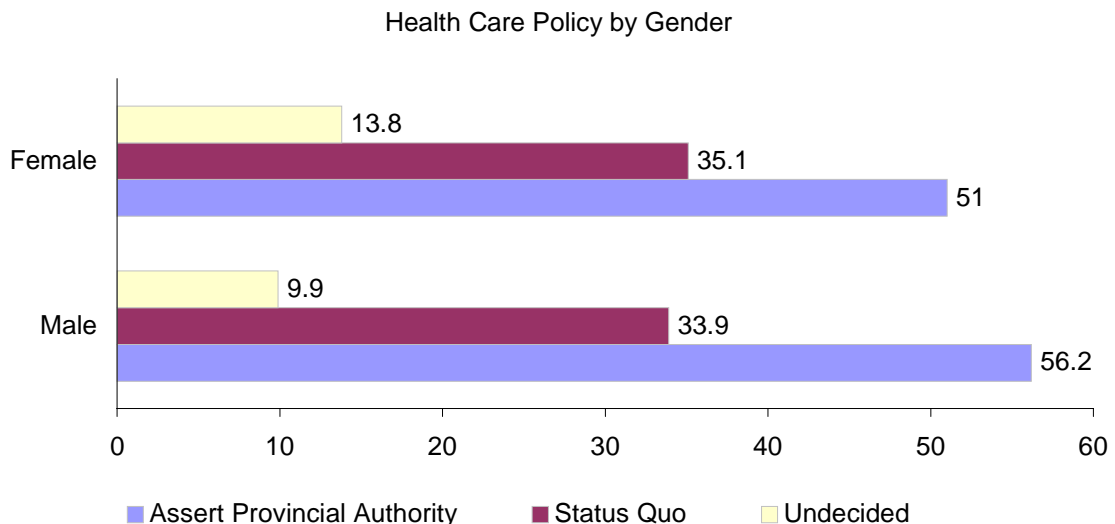
Alberta Predominance in Healthcare:

Summary: A clear majority of Albertans (53.6%) supports having their provincial government more clearly assert its constitutional authority over healthcare. Only approximately one-third (34.4%) prefer the status quo relationship between the province and the federal government.

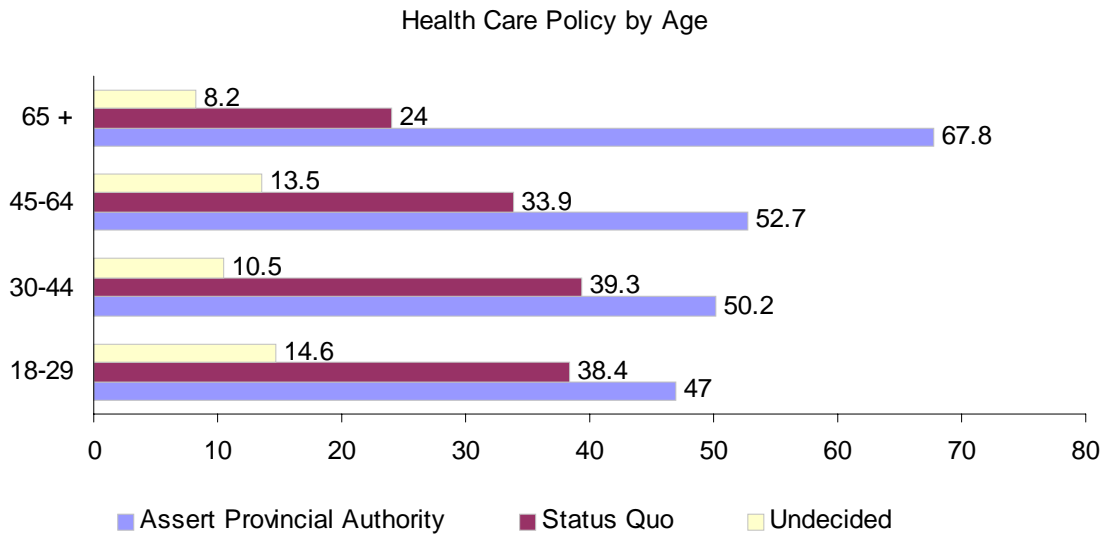
By Region: Support for provincial control over healthcare is strongest in Calgary (60.5%) and in areas outside the two-major cities (59.6%). Support drops to only 40.1% in Edmonton where a larger plurality prefer the status quo relationship (45.4%). Slightly less than one-third of Calgarians prefer the status quo (31.8%) while only approximately one-quarter of all other Albertans feel the same way (26.7%).



By Gender: Few significant differences are measured between the genders with respect to healthcare powers.



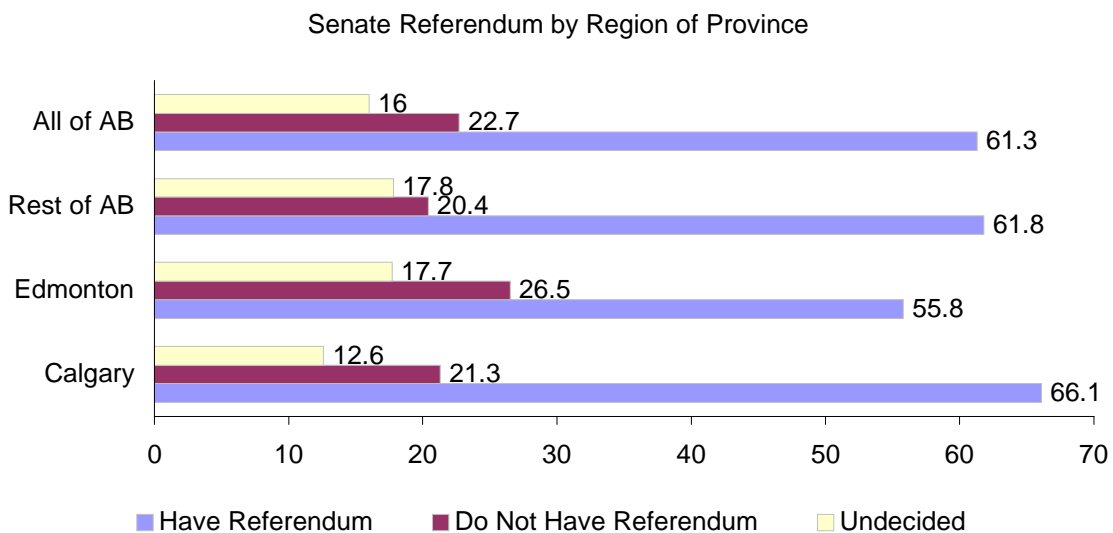
By Age: Support for more provincial healthcare autonomy increases with age. Although majorities (or significant pluralities) of all age groups agree with the province of Alberta more forcefully asserting its constitutional authority over healthcare, support increases from 47.0% amongst the youth, to 50.2% for gen-xers, 52.7% for boomers and jumps dramatically amongst seniors to over two-thirds support (67.8%). Seniors are also the least supportive of the status quo (24.0%) and the least undecided about the issue (8.2%).



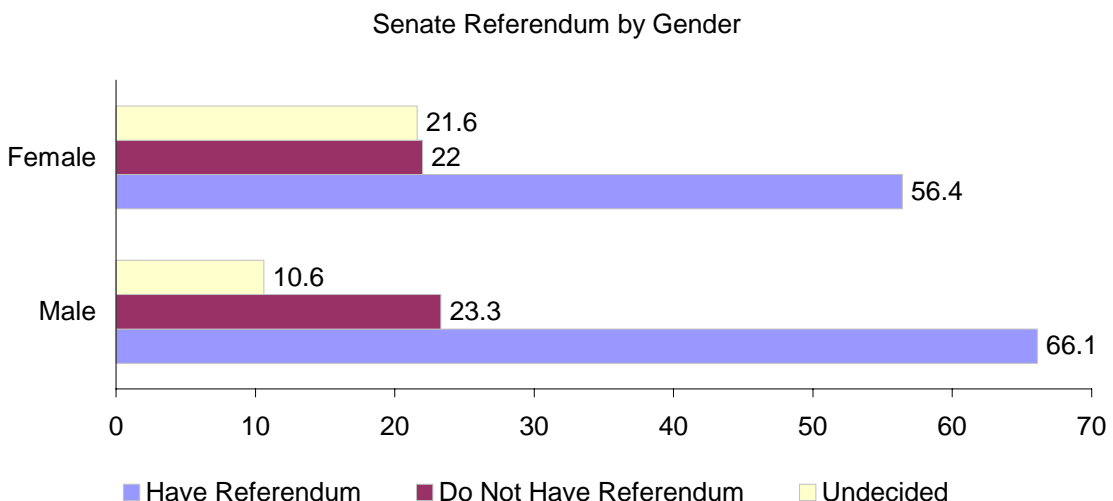
Alberta Referendum on Triple-E Senate:

Summary: By an almost a three-to-one margin, Albertans support holding a referendum to force their demands for a Triple-E Senate in Canada. More than three-in-five Albertans (61.3%) support holding a Triple-E Senate referendum while only 22.7% are opposed.

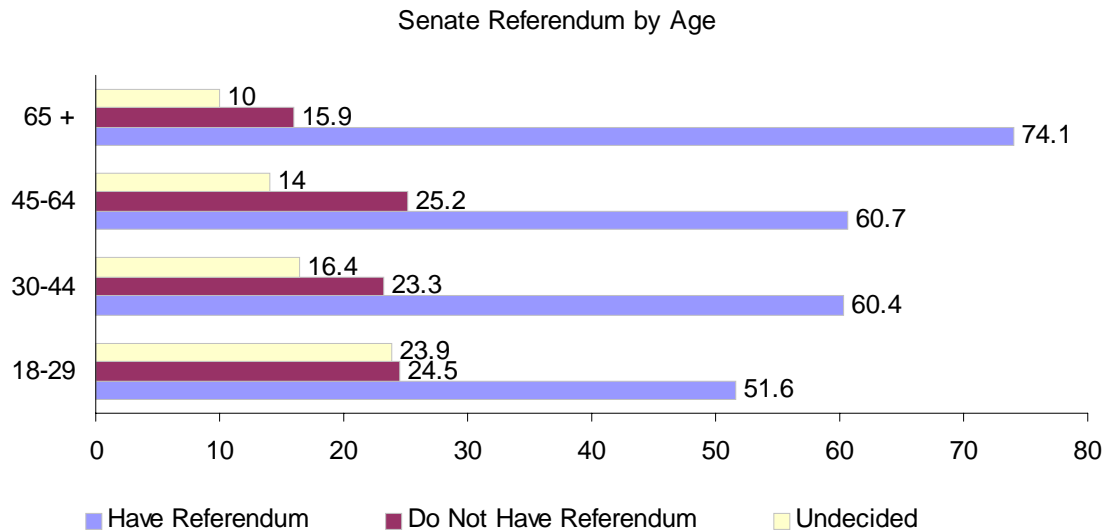
By Region: Support for a Triple-E Senate is strongest in Calgary where almost two-thirds of all voters (66.1%) support the proposal. A further 61.8% of Albertans living outside the two major cities registered support for the idea with only 20.4% opposed. Support drops to 55.8% in Edmonton, but that is still better than twice the number of Edmontonians who are opposed (26.5%).



By Gender: Men (66.1%) are more supportive of a Triple-E Senate referendum than are women (56.4%) but this is largely due to the fact that twice as many female Albertans (21.6%) than male Albertans (10.6%) are undecided. Opposition sits at approximately only one-in-five for both genders.



By Age: Support for a Triple-E Senate referendum increases with age. Although support amongst Alberta's youth (51.6%) is more than twice as strong as is opposition (24.5%), this pales in comparison to the almost five-to-one difference between seniors' support (74.1%) and opposition (15.9%) levels. Again, seniors are also the least indecisive about this issue with only 10% uncertain about their support or opposition.



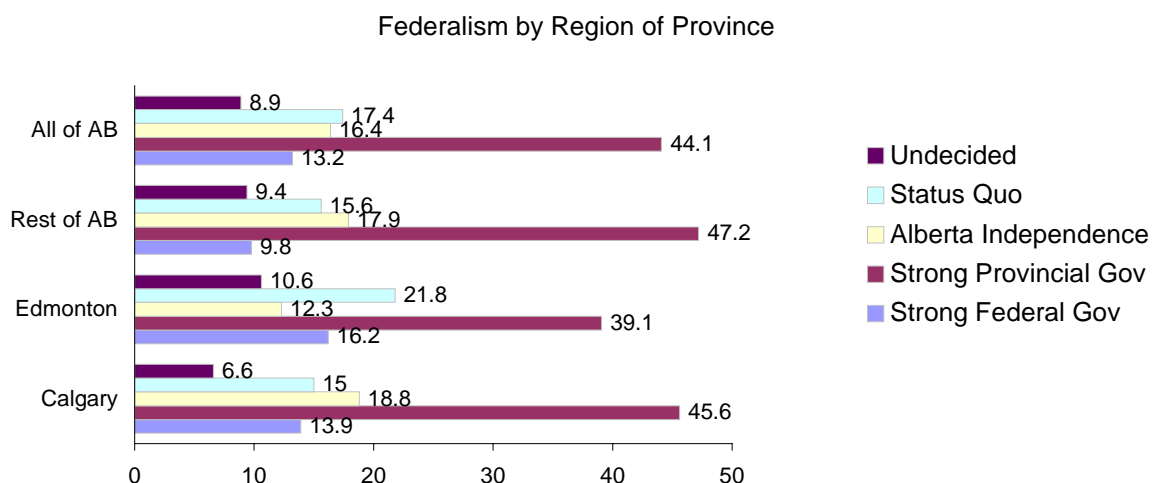
Federal-Provincial Distribution of Powers:

Summary: Albertans demonstrate a complex cluster of opinions when considering their province's place in the federation. In fact, their opinions on possible changes to the federal power structure are in some cases startling.

Clearly, the largest plurality of Albertans would prefer their province to have more powers within the Canadian federation (44.1%). However, approximately the same number of Albertans think the province should become independent (16.4%) as those who prefer no changes to the federal-provincial power relationship (17.4%). A further 13.2% would prefer to see the federal government have more powers. Less than 9% couldn't decide between the four choices. The support for independence, albeit still modest in comparison to the preferred option of increasing provincial powers, is strikingly strong given that independence is the preferred option of over 16% of Albertans even when all other options are taken into consideration.

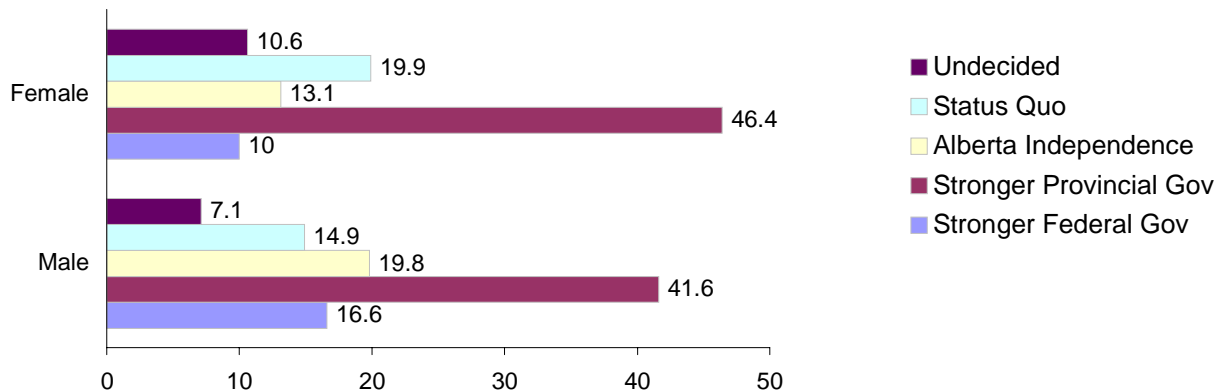
By Region: Regional differences are even more striking. Although increasing provincial powers is the preferred option of a plurality of Albertans in all regions of the province, this sentiment is strongest in Calgary (45.6%) and areas outside the two major cities (47.2%). However, it is also in these areas where support for independence is also strongest. In fact, the independence option ranks second in these areas with Calgarians leading the way at 18.8% support, but followed closely by Albertans outside the two major cities (17.9%). Albertans outside of the two major cities are the least likely to support increasing federal powers (9.8%)

Like most other Albertans, Edmontonians support increasing provincial powers (39.1%) more than any other option, but are less likely than other Albertans to support independence (12.3%). More Edmontonians support the status quo (21.8%) or increasing federal government powers (16.2%) than support Alberta independence.



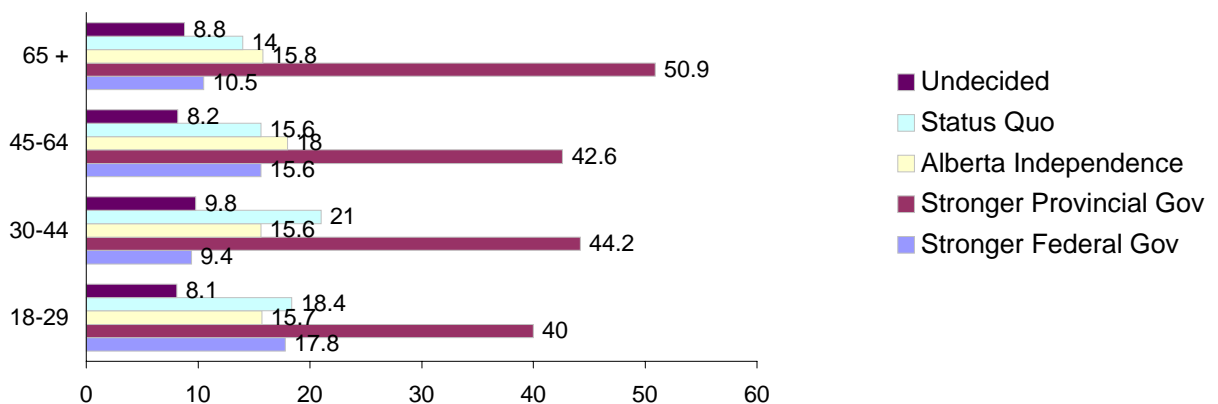
By Gender: Men are more sharply divided over federal power issues than are women. Like female Albertans (46.4%), male Albertans' most preferred option is to increase provincial powers (41.6%). Men (19.8%) are more likely than women (13.1%) to support independence, but they are also more likely to support increasing federal powers (16.6%) than are women (10.0%). More women (19.9%) are supportive of the status quo than are men (14.9%).

Federalism by Gender



By Age: Few significant differences are measured when analyzing federal power sharing issues by age. Gen-xers and seniors distinguish themselves as the least likely to support increasing federal powers (approximately 10% of each group) while boomers are slightly more likely than other Albertans to support independence (18% for boomers compared to just under 16% for all other age groups).

Federalism by Age



Tabular Data:

The following is the summary of the data collected:

Alberta Pension Plan:

	Calgary	Edmonton	Rest of AB	All of AB
Create AB pension plan	47.4	35.7	46.6	43.3
Do not create AB pension plan	42.8	51.2	39.7	44.5
Undecided	9.8	13.1	13.7	12.2

	Male	Female
Create AB pension plan	48.7	38.0
Do not create AB pension plan	42.5	46.4
Undecided	8.7	15.7

	18-29	30-44	45-64	65 +
Create AB pension plan	40.2	45.5	43.0	43.3
Do not create AB pension plan	42.9	40.0	48.0	48.0
Undecided	16.8	14.5	9.0	8.8

Alberta Income Tax Collection:

	Calgary	Edmonton	Rest of AB	All of AB
Collect income tax	51.9	40.8	51.5	48.2
Do not collect income tax	37.3	41.9	30.3	36.3
Undecided	10.8	17.3	18.2	15.5

	Male	Female
Collect income tax	53.8	42.5
Do not collect income tax	34.7	38.0
Undecided	11.5	19.5

	18-29	30-44	45-64	65 +
Collect income tax	41.6	46.4	46.9	59.3
Do not collect income tax	40.5	39.5	35.9	27.9
Undecided	17.8	14.1	17.1	12.8

Alberta Provincial Police Force:

	Calgary	Edmonton	Rest of AB	All of AB
Create AB police	34.1	27.5	30.6	30.8
Do not create AB police	56.1	63.7	55.4	58.3
Undecided	9.8	8.8	14.0	10.9

	Male	Female
Create AB police	38.3	23.5
Do not create AB police	56.0	60.6
Undecided	5.7	15.8

	18-29	30-44	45-64	65 +
Create AB police	31.7	27.5	28.3	39.0
Do not create AB police	60.8	61.6	59.4	48.3
Undecided	7.5	10.9	12.3	12.8

Alberta Predominance in Health Care:

	Calgary	Edmonton	Rest of AB	All of AB
Assert provincial authority	60.5	40.1	59.6	53.6
Status quo	31.8	45.4	26.7	34.4
Undecided	7.7	14.4	13.7	12.0
	Male	Female		
Assert provincial authority	56.2	51.0		
Status quo	33.9	35.1		
Undecided	9.9	13.8		
	18-29	30-44	45-64	65 +
Assert provincial authority	47.0	50.2	52.7	67.8
Status quo	38.4	39.3	33.9	24.0
Undecided	14.6	10.5	13.5	8.2

Alberta Referendum on Triple-E Senate:

	Calgary	Edmonton	Rest of AB	All of AB
Have referendum	66.1	55.8	61.8	61.3
Do not have referendum	21.3	26.5	20.4	22.7
Undecided	12.6	17.7	17.8	16.0
	Male	Female		
Have referendum	66.1	56.4		
Do not have referendum	23.3	22.0		
Undecided	10.6	21.6		
	18-29	30-44	45-64	65 +
Have referendum	51.6	60.4	60.7	74.1
Do not have referendum	24.5	23.3	25.2	15.9
Undecided	23.9	16.4	14.0	10.0

Federal-Provincial Distribution of Powers:

	Calgary	Edmonton	Rest of AB	All of AB
Stronger Federal Government	13.9	16.2	9.8	13.2
Stronger Provincial Government	45.6	39.1	47.2	44.1
Alberta Independence	18.8	12.3	17.9	16.4
Status Quo	15	21.8	15.6	17.4
Undecided	6.6	10.6	9.4	8.9
	Male	Female		
Stronger Federal Government	16.6	10.0		
Stronger Provincial Government	41.6	46.4		
Alberta Independence	19.8	13.1		
Status Quo	14.9	19.9		
Undecided	7.1	10.6		
	18-29	30-44	45-64	65 +
Stronger Federal Government	17.8	9.4	15.6	10.5
Stronger Provincial Government	40.0	44.2	42.6	50.9
Alberta Independence	15.7	15.6	18.0	15.8
Status Quo	18.4	21.0	15.6	14.0
Undecided	8.1	9.8	8.2	8.8

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JMCK Polling delivers consistent, scientifically tested results at a price well below industry standards.

JMCK Polling is dedicated to quality. The head of our polling team, Dr. Faron Ellis, is a highly respected political scientist with 25 years of experience in the polling business.

JMCK Polling is technology driven. Our in-house technology and proprietary data allows us to guarantee quality and get results fast. To satisfy client requirements across a broad range of assignments, our skilled team employs a full suite of tools, including: outbound/inbound CATI, automated dialers, direct mail, email and proprietary SMS/text messaging software and databases.