

# Winnipeg Free Press Probe Research Inc. News Release

## **MANITOBANS SUPPORT CROWN CORPORATION DONATIONS FOR HUMAN RIGHTS MUSEUM**

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**Release Date: July 11, 2008**

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 10<sup>th</sup> and June 26<sup>th</sup>, 2008 among a random and representative sampling of 1,002 Manitoba adults.

With a sample of 1,002, one can say with 95 percent certainty that the results are within  $\pm 3.1$  percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups.

Modified random digit dialling was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance corresponds with that of the province as a whole.

## MANITOBANS SUPPORT CROWN CORPORATION DONATIONS FOR CANADIAN HUMAN RIGHTS MUSEUM

*Winnipeg, Manitoba* – A majority of Manitobans have given their blessing for four publicly owned Crown Corporations to donate some of their profits to the proposed Canadian Human Rights Museum, a *Winnipeg Free Press/Probe* Research poll finds. A random and representative cross section of 1,002 Manitoba adults were interviewed by telephone between June 10<sup>th</sup> and 26<sup>th</sup>, about six to eight weeks after Manitoba Hydro, Manitoba Public Insurance, Manitoba Lotteries Corporation and the Manitoba Liquor Control Commission each donated \$1 million to the proposed museum.

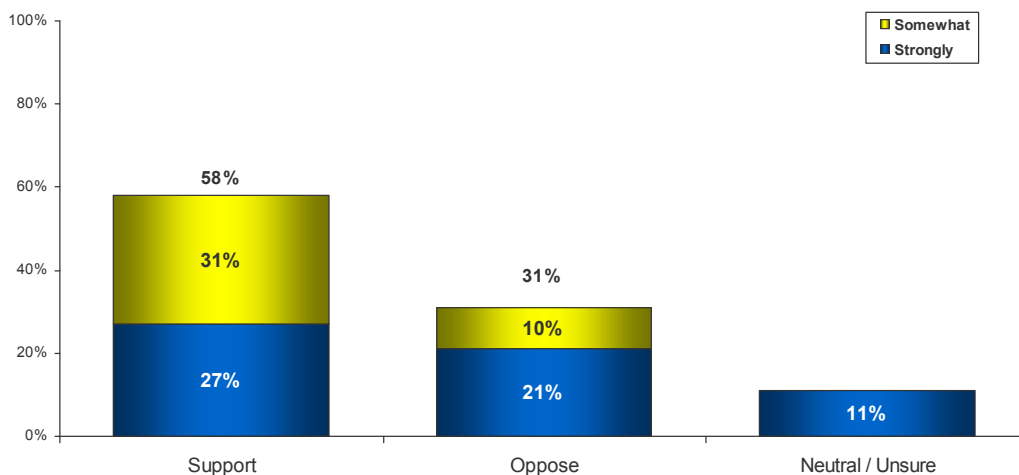
### Support Far Outweighs Opposition To Donations

Twenty-seven percent of Manitobans “strongly support” and 31 percent of Manitobans “somewhat support” having Crown Corporations donate part of their proceeds to the \$265-million human rights museum. This group is significantly larger than the 21 percent of Manitobans who “strongly oppose” and the 10 percent who “somewhat oppose” the idea of providing public hydroelectricity, car insurance, liquor and gambling revenues for the proposed museum. One-in-ten Manitobans (11%) were either neutral or were unable to offer a view on this question.

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### Public Opinion on Crown Corporation Donations to Human Rights Museum

*“As you may have heard, four Manitoba Crown corporations have each pledged one million dollars in support of the Canadian Human Rights Museum, which is to be built at The Forks in Winnipeg in the next few years. Generally speaking, would you say you support or oppose the decision of these Manitoba Crown corporations to donate these funds to the Canadian Human Rights Museum? (Is that strongly or somewhat?)” (n=1,002)*

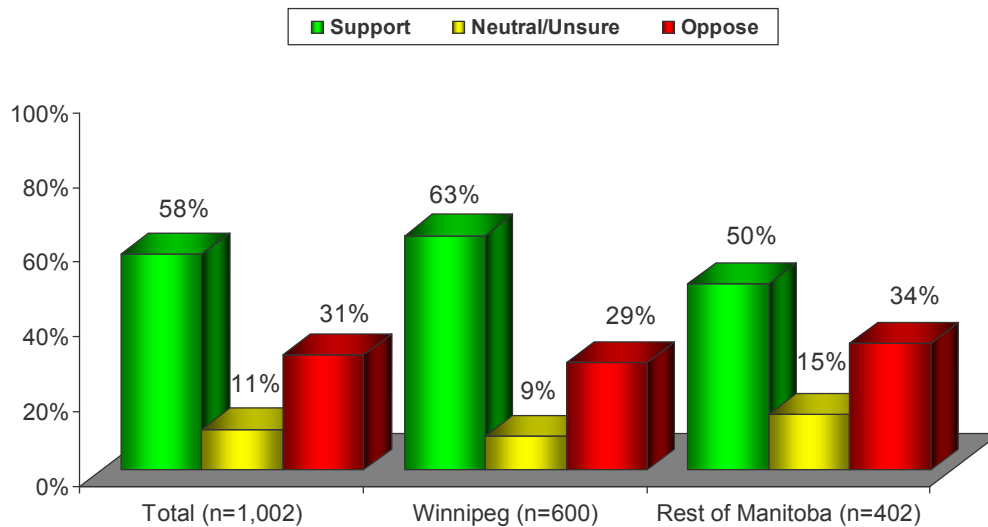


Winnipeg residents were more likely than those living outside the provincial capital (63% versus 50%) to support the notion of Crown Corporation revenues underwriting the construction of the Canadian Museum for Human Rights. Conversely, rural and northern Manitobans were slightly more likely than Winnipeggers to oppose these donations (34% versus 29% respectively).



## Support for Crown Corporation Donations - By Region -

"Generally speaking, would you say you support or oppose the decision of these Manitoba Crown corporations to donate these funds to the Canadian Human Rights Museum?" (n=1,002)



### Women, Young Adults Most Likely To Back Donations

While support for Crown Corporation donations to the Canadian Museum for Human Rights was stronger than opposition across all major socio-demographic groups, some groups expressed more support than others. A higher proportion of women than men (62% versus 53%), for example, expressed support for these institutions using public funds to help build the human rights museum. Support for these donations was inversely proportional to respondents' age, with 69 percent of Manitobans aged 18-34 backing the move compared to 55 percent of those aged 35-54 and dropping to 49 percent among those 55 and over. Manitobans with post-secondary education were also more likely to agree with these donations than those who had not attended college or university (62% support among post-secondary graduates versus 49% among those with Grad 12 or less). This is shown in Table 1 on the following page.

**TABLE 1: SUPPORT FOR CROWN CORPORATION DONATIONS  
FOR THE CANADIAN HUMAN RIGHTS MUSEUM  
ACROSS SOCIO-DEMOGRAPHIC GROUPS  
- June 2008 -**

*Generally speaking, how much do you oppose or support the decision of four Manitoba Crown Corporations to each pledge one million dollars to the Canadian Human Rights Museum?*

	Total Manitoba	Gender		Age		
		Men	Women	18-34	35-54	55+
(Base)	<b>(1,002)</b> (%)	(485) (%)	(517) (%)	(318) (%)	(358) (%)	(284) (%)
Support	<b>58</b>	<b>53</b>	<b>62</b>	<b>69</b>	<b>55</b>	<b>49</b>
Neutral/Unsure	<b>11</b>	12	11	10	12	13
Oppose	<b>31</b>	35	27	21	33	38
	High School Or Less	Education		Household Income		
		Some Post-Sec.	Post-Sec. Grad	<\$30K	\$30K-\$59K	\$60K+
(Base)	(314) (%)	(205) (%)	(472) (%)	(169) (%)	(242) (%)	(435) (%)
Support	<b>49</b>	<b>62</b>	<b>62</b>	59	58	60
Neutral	16	10	9	10	12	9
Oppose	35	28	29	31	30	31

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