



# HEALTH CARE PREMIUMS OCTOBER 2017

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P R  B E  
RESEARCH INC.

# ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey of 1,000 Manitoba adults is the province's largest and most trusted general population survey.

## SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with the Winnipeg Free Press.

## METHODOLOGY

Between September 21 and October 10, 2017, Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba.



With a sample of 1,000, 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 surveyed. The margin of error is higher within each of the survey's population sub-groups.



Modified random digit dialing, including both landline and wireless numbers, ensured all Manitoba adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire.



Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

## FOR MORE INFORMATION:



### MARY AGNES WELCH

RESEARCH ASSOCIATE



850 – 125 Garry St.

Winnipeg, MB

R3C 3P2

(204) 926-6563

Cell: (204) 470-8862

[maryagnes@probe-research.com](mailto:maryagnes@probe-research.com)

FB [www.facebook.com/proberesearch](http://www.facebook.com/proberesearch)

Twitter @proberesearch

[www.probe-research.com](http://www.probe-research.com)

## KEY FINDINGS

- Opposition to health care premiums is significant and intense. Nearly three-quarters of Manitoba adults oppose this potential policy change, with more than one-half expressing strong opposition.
- Opposition to health care premiums is most intense among middle-aged respondents, 60 per cent of whom **strongly** oppose the idea, and provincial NDP supporters (64% strongly opposed).
- More than one-half of Manitoba adults would view health care premiums, should they be levied, as a broken election promise by Premier Brian Pallister. Winnipeg residents and middle-aged respondents are most likely to feel this way.
- A significant minority - nearly one-third - view health care premiums as a necessary response to the province's financial quandary. Wealthier respondents and PC supporters are most likely to hold this view.

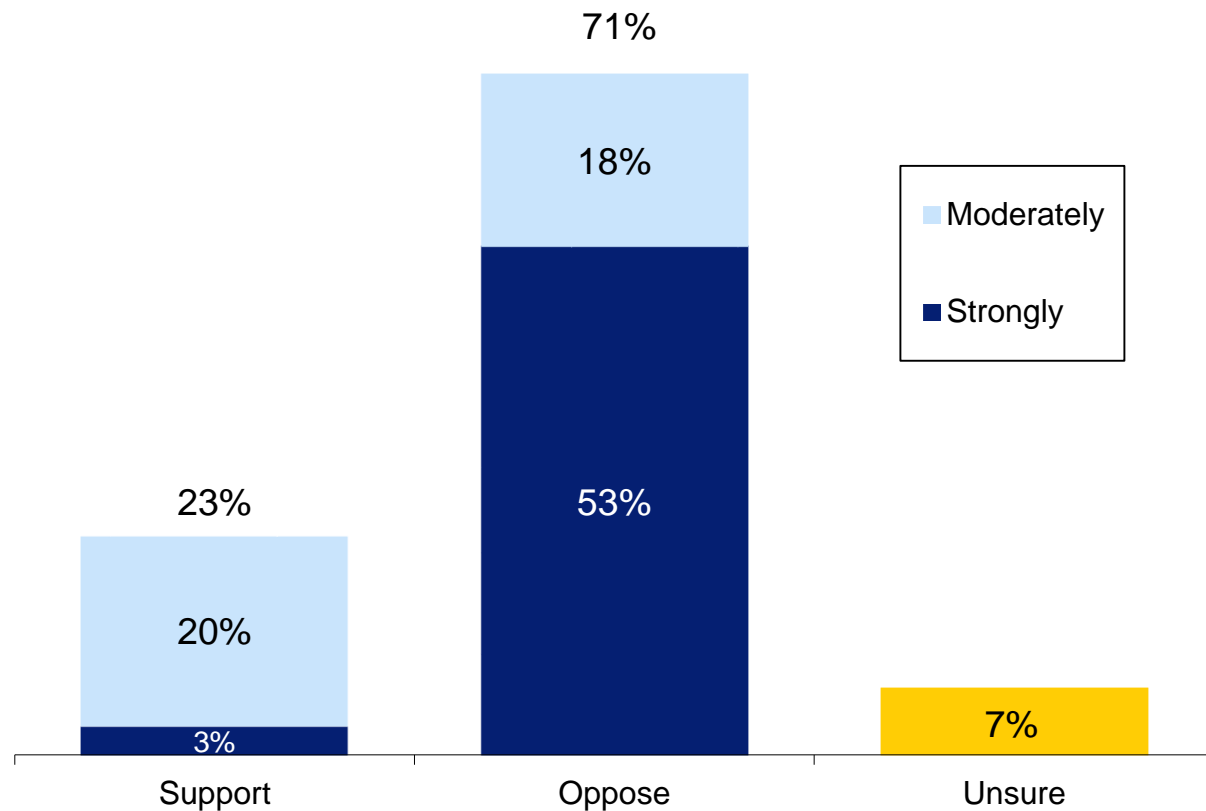
# PROFILE OF RESPONDENTS

	TOTAL	MEN	WOMEN
	(%)		
<b>GENDER</b>			
Men	48	100	..
Women	52	..	100
<b>AGE</b>			
18-34 years	33	34	32
35-44 years	18	19	17
45-54 years	20	20	20
55+ years	29	27	31
<b>HOUSEHOLD INCOME</b>			
<\$30K	11	12	10
\$30K-\$59K	41	41	42
\$60K-\$99K	37	34	39
\$100K+	11	13	9
<b>EDUCATION</b>			
High school or less	17	18	16
Some post-secondary	23	24	23
Post-secondary graduate	60	58	61

# PUBLIC OPINION ON PROPOSED HEALTH CARE PREMIUM

Q1. "The Manitoba government is considering a new health care premium which is a charge to be paid by all Manitobans to preserve health care services and avoid service reductions. This new tax will amount to approximately \$75 per month for most households but may be more or less depending on your income. All things considered, do you support or oppose this type of health care premium for Manitobans?" (n=1,000)

Base: Manitoba adults

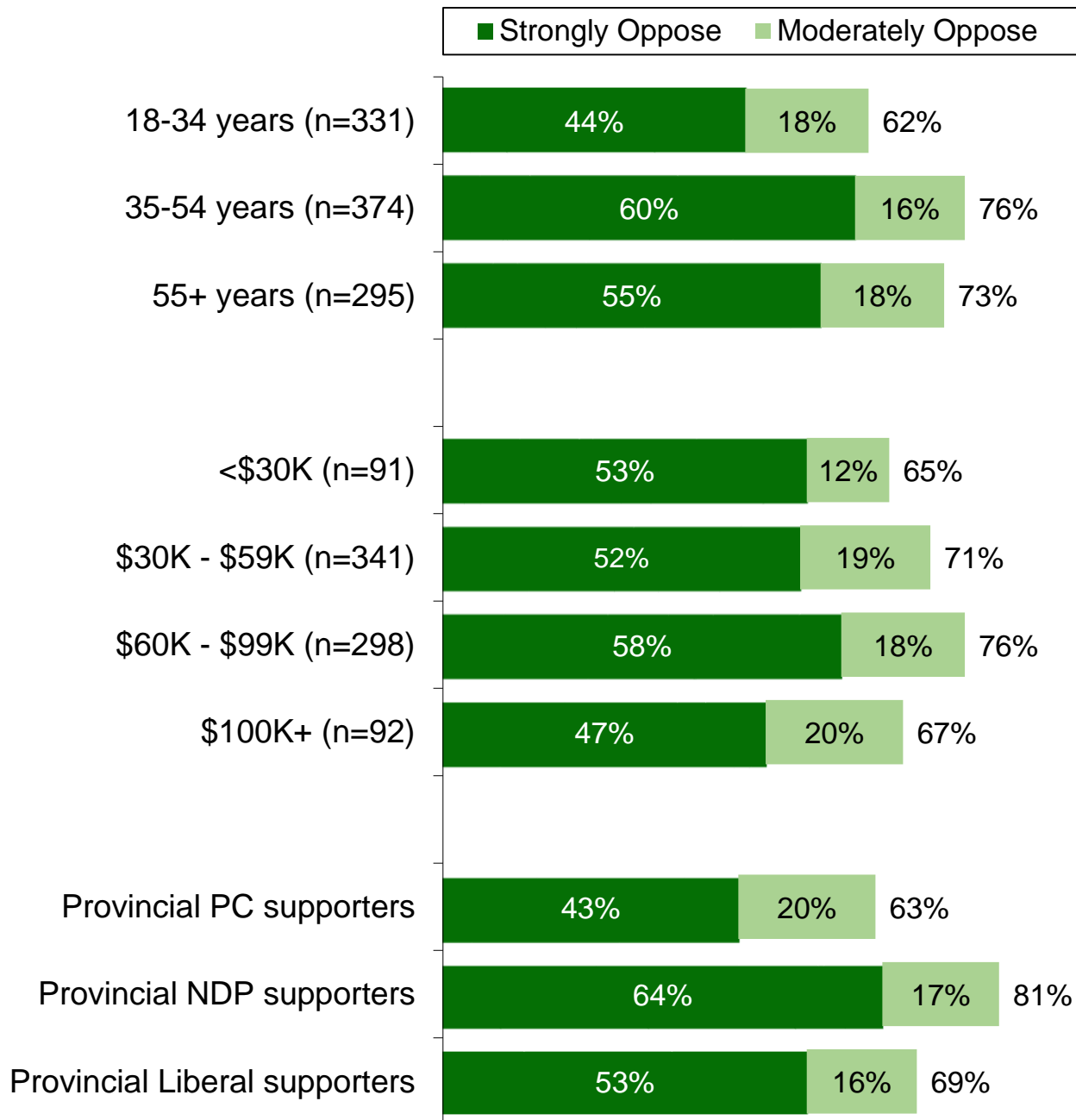


# PUBLIC OPINION ON PROPOSED HEALTH CARE PREMIUM

- % Opposed, Across Socio-Demographic Sub-Groups -

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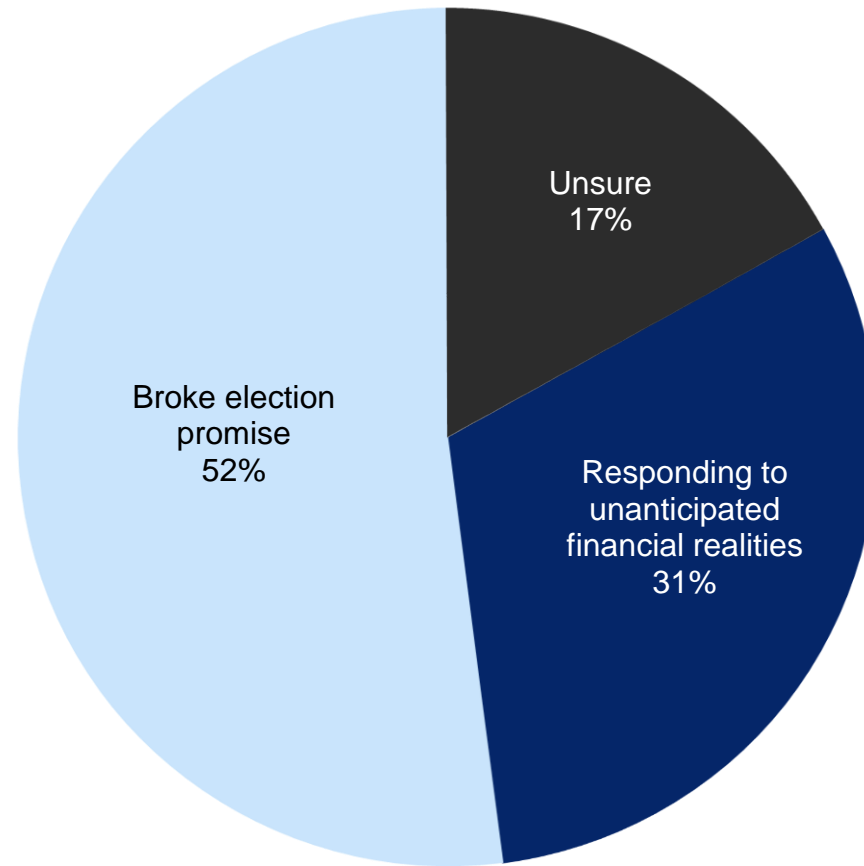
Base: Manitoba adults



# HEALTH CARE PREMIUM AND CAMPAIGN PROMISES

Q2 “This proposed health care premium is the first time the Pallister government has indicated it is considering a tax increase after running in the 2016 provincial election with a promise not to raise taxes. Some people think Mr. Pallister is being forced to respond to new financial realities such as an unanticipated decline in the rate of funding transfers for health care from the federal government. Other people think this possible health care premium represents a broken promise and that voters were misled in the 2016 election by Mr. Pallister’s promise not to raise taxes. Which of these two views is closest to your own?” (n=1,000)

Base: Manitoba adults



**MOST LIKELY TO VIEW HEALTH CARE PREMIUMS AS A BROKEN PROMISE**

- Winnipeg residents (57%) vs. rural residents (46%).
- Those 35-54 (59%) and those 55+ (53%) vs. those 18-34 (44%).

**MOST LIKELY TO VIEW HEALTH CARE PREMIUMS AS A FINANCIAL NECESSITY**

- Those in wealthier households making \$100K annually (41%) vs. those in low-income households making less than \$30K (24%).
- Provincial PC supporters (61%) vs. NDP supporters (18%) and Liberals (24%).