



***Manitoba  
Public Insurance***



# MANITOBA 2019 ELECTION SURVEY RESULTS

## Views on Privatizing Crown Corporation Services

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**PROBE RESEARCH INC.**

## FOR MORE INFORMATION:

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## KEY FINDINGS

- Manitobans were asked to assess their level of support for privatizing four services that are currently delivered by publicly owned Crown corporations: electricity and natural gas services (via Manitoba Hydro), casino gambling and liquor sales (via Manitoba Liquor and Lotteries through its Casinos of Winnipeg and Liquor Marts brands, respectively) and vehicle insurance (via Manitoba Public Insurance).
- Manitobans are most likely to oppose privatizing services delivered by Manitoba Hydro, with more than two-thirds in opposition to privately delivered power services. More than one-half are opposed to privatizing casino gambling operations and vehicle insurance. Manitobans are evenly split, however, regarding privatizing liquor sales, with near-equal proportions favouring (and opposed to) allowing private retailers to play a greater role in selling these beverages.
- Generally, younger Manitobans are more open to privatization of all types of publicly owned and delivered services, with rural and northern Manitobans somewhat more open to privatizing energy distribution and vehicle insurance.
- More than one-half of Progressive Conservative supporters favour privatizing liquor sales, while nearly one-half of Liberal and Green voters are in favour of this. Only three-in-ten NDP voters are supportive of privatizing liquor sales. PC supporters are also more likely to back privatizing vehicle insurance, casino gambling and energy distribution.

# ABOUT PROBE RESEARCH

Probe Research is a leading public opinion and market research firm. Founded in 1994, Probe Research provides insights to Fortune 500 companies, provincial and federal government departments and agencies, municipal governments, member and professional associations and not-for-profit organizations.

**Vision:** We create knowledge by helping citizens, consumers and stakeholders better understand one another and the world around them.

**Mission:** We ask the questions and find the answers. We use both proven and emerging market research techniques to gather data and distill stories to reveal what truly matters. We help our clients use this knowledge to make smarter, better decisions.

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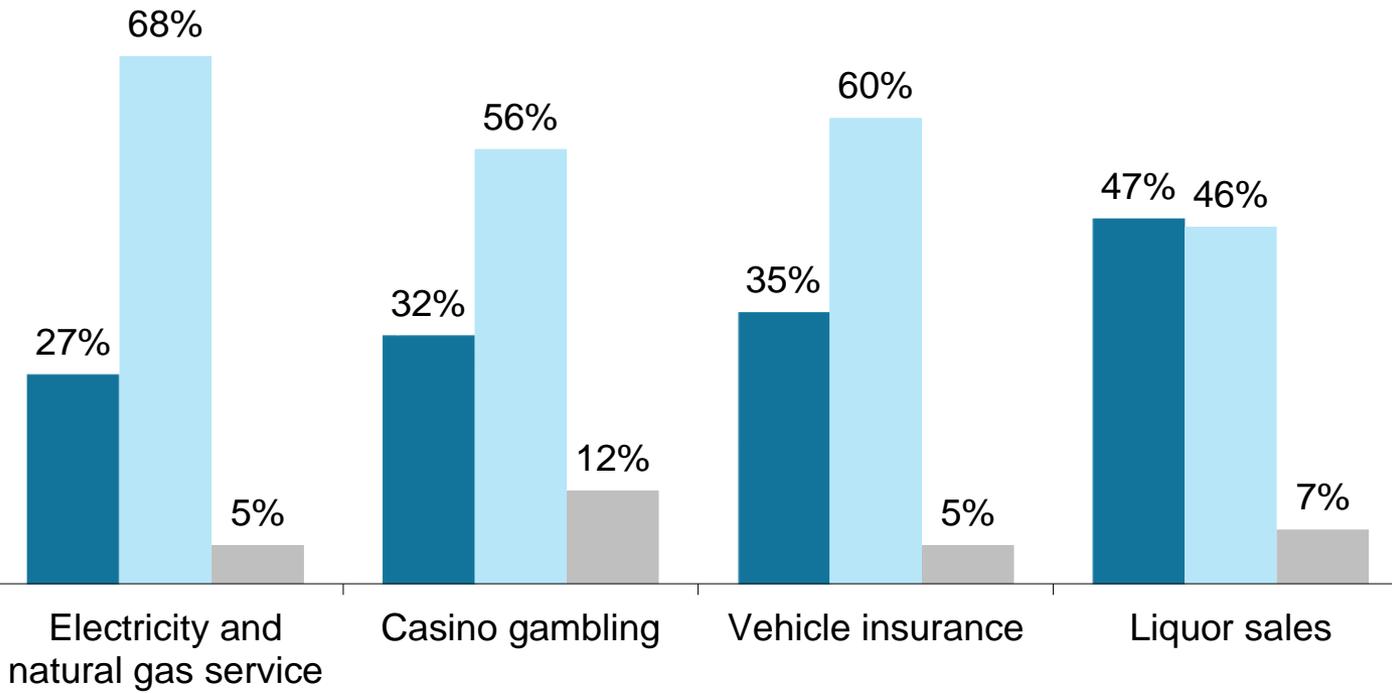
## METHODOLOGY

- Between August 13<sup>th</sup> and 24<sup>th</sup>, 2019, Probe Research conducted an online survey of N=1,200 Manitoba adults on behalf of the *Winnipeg Free Press* and CTV Winnipeg.
- Respondents to the survey were recruited from Probe Research's proprietary online panel, as well as a national online panel.
- Minor statistical weighting has been applied to this sample to ensure that age, regional and gender characteristics properly reflect known attributes of Manitoba's population based on 2016 Census data. The sample has also been weighted by voting behaviour based on the results of the 2016 provincial election. All data analysis was performed using SPSS statistical analysis software.
- Because an online panel is a sample of convenience, no statistical margin-of-error can be ascribed. For the purposes of comparison, a probabilistic sample of N=1,200 would have a margin of error of  $\pm 2.8$  percentage points, 19 times out of 20.
- Media outlets reporting on these results must attribute them to the survey sponsors (the *Winnipeg Free Press* and CTV Winnipeg).

# SUPPORT FOR PRIVATIZATION OF CROWN SERVICES

Q11. "The Manitoba government delivers several services through publicly owned Crown corporations. Some people argue private companies could deliver these services better, while others say these services are too important to Manitobans to be delivered by the private sector. For each of the following, please indicate whether you support or oppose privatizing these services."

■ Support ■ Oppose ■ Unsure



Base: All respondents (N=1,200)



# SUPPORT FOR PRIVATIZATION OF CROWN SERVICES

## VARIATIONS BY SOCIO- DEMOGRAPHIC SUB-GROUP

Q11. "...For each of the following, please indicate whether you support or oppose privatizing these services."

Base: All respondents (N=1,200)



Support for privatizing **electricity and natural gas service** is higher among:

- Rural and northern Manitobans (32% vs. 24% among those in Winnipeg).
- Younger adults (41% among those 18-34 vs. 20% among those 35-54).
- Those with high school or less (42% vs. 21% among university graduates).
- Indigenous Manitobans (39% vs. 26% among non-Indigenous residents).



Support for privatizing **vehicle insurance** is higher among:

- Rural and northern Manitobans (42% vs. 31% among Winnipeg residents).
- Younger adults aged 18-34 (48% vs. 28% among those 55+).
- Those with Grade 12 or less (51% vs. 30% among university graduates).
- Indigenous Manitobans (45% vs. 34% among non-Indigenous citizens).



Support for privatizing **casino gambling** is higher among:

- Younger adults aged 18-34 (38% vs. 28% among those 55+).
- Those with higher household incomes (36% among those earning \$100K+).
- Indigenous Manitobans (40% vs. 30% among non-Indigenous citizens).



Support for privatizing **retail liquor sales** is higher among:

- Those aged 18-34 (54% vs. 44% among those 35-54).
- Those with higher household incomes (51% among those earning \$100K+ and 53% among those earning \$50K-\$99K vs. 38% among those earning <\$50K).

# SUPPORT FOR PRIVATIZATION OF CROWN SERVICES

## BY PARTY PREFERENCE

Q11. "...For each of the following, please indicate whether you support or oppose privatizing these services."

Base: All respondents (N=1,200)

■ PC ■ NDP ■ Liberal ■ Green ■ Undecided

