



MANITOBA 2019 ELECTION SURVEY RESULTS – ALL ISSUES


NEWS
WINNIPEG

Winnipeg Free Press

AUGUST 2019

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 13th and 24th, 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 ± 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).



TOP ELECTION ISSUES

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KEY FINDINGS

- Health care is the dominant topic in the 2019 Manitoba election campaign, with nearly one-half of Manitobans saying this is their top-of-mind issue. Concern regarding health care trumps other secondary issues raised by voters, including jobs and the economy, taxes, climate change and education. Slightly fewer than one-in-ten Manitobans raise other issues, including the provincial budget/debt, the condition of infrastructure, crime and the methamphetamine crisis.
- Winnipeg voters – as well as women and older Manitobans – are most likely to be concerned about health care as a campaign issue. Rural Manitobans are more likely to be preoccupied with economic and affordability concerns (as well as taxes), while those living in Winnipeg are more likely to raise crime and meth as their chief concerns.
- There are major differences between party supporters regarding which issue is most important to them in this campaign. NDP voters are most likely to be preoccupied with health care, with one-half each of Liberals and undecided voters also raising this as an issue. NDP voters are also more likely than supporters of other parties to be concerned about education.
 - Supporters of the PC party, meanwhile, are most likely to be preoccupied with economic and fiscal concerns, including concerns about the cost of living and the state of the economy in general, as well as the size of the provincial budget and debt. Green Party supporters stand out as being most likely to be concerned about the environment and climate change.

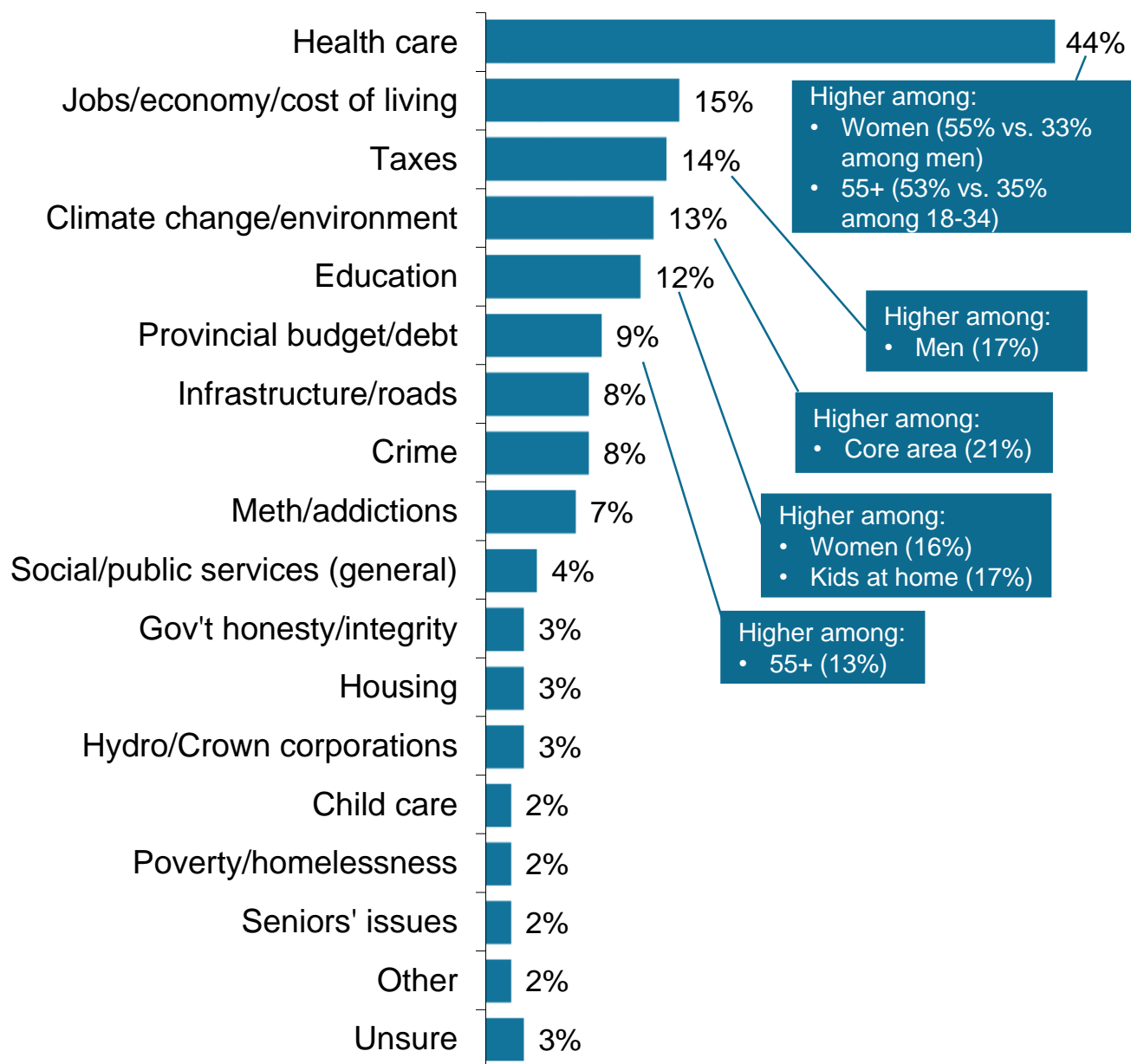
TOP-RANKED ISSUES IN THE PROVINCIAL ELECTION

QV1. "For this election, what issue or issues would be top-of-mind for you?"

Base: All respondents (N=1,200)

*Multiple mentions accepted; totals will exceed 100%

% ranking this as a top-of-mind issue*



TOP-RANKED ISSUES IN THE PROVINCIAL ELECTION

BY REGION

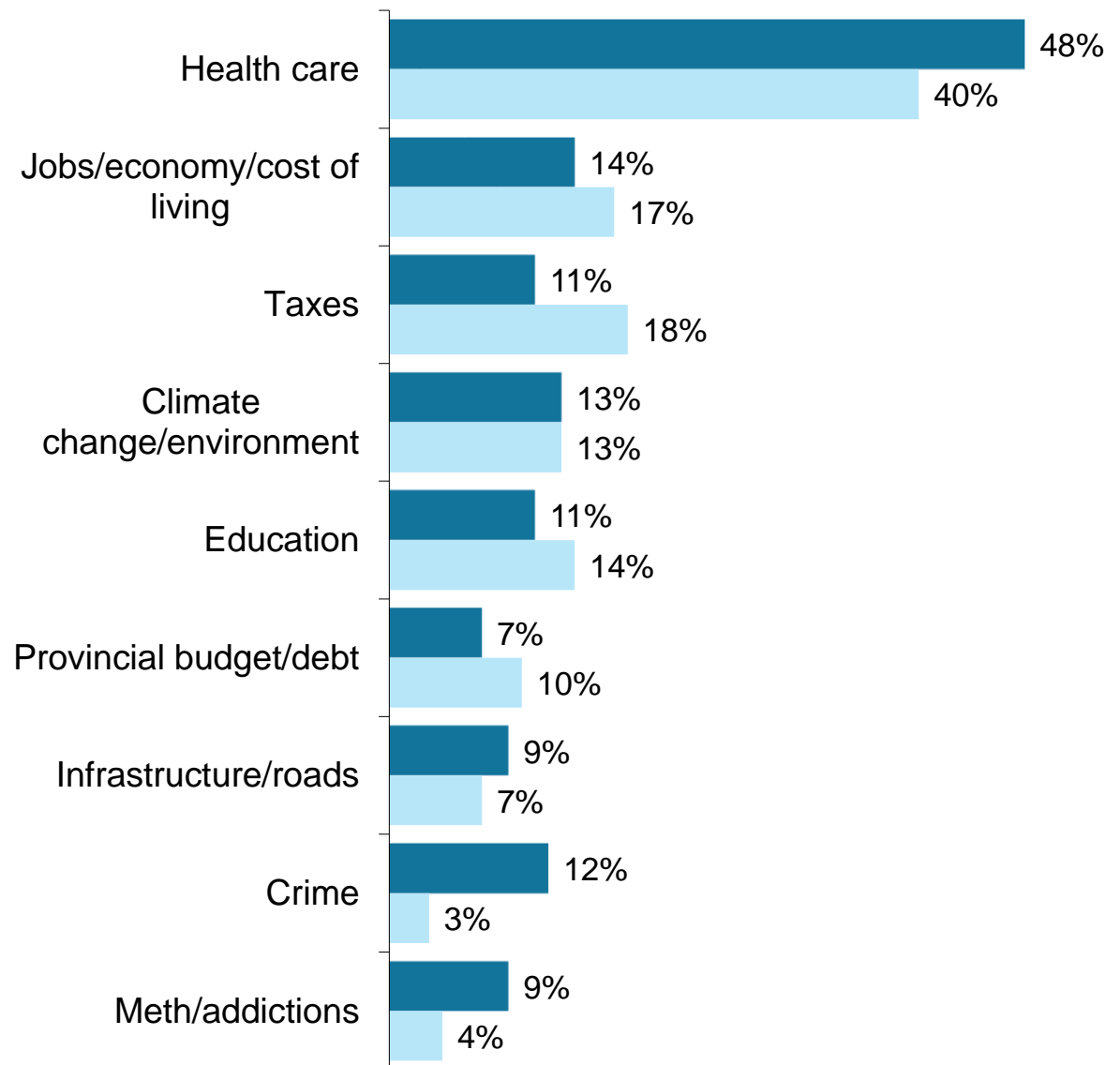
QV1. "For this election, what issue or issues would be top-of-mind for you?"

Base: All respondents (N=1,200)

*Multiple mentions accepted; totals will exceed 100%

% ranking this as a top-of-mind issue*

■ Winnipeg ■ Rural



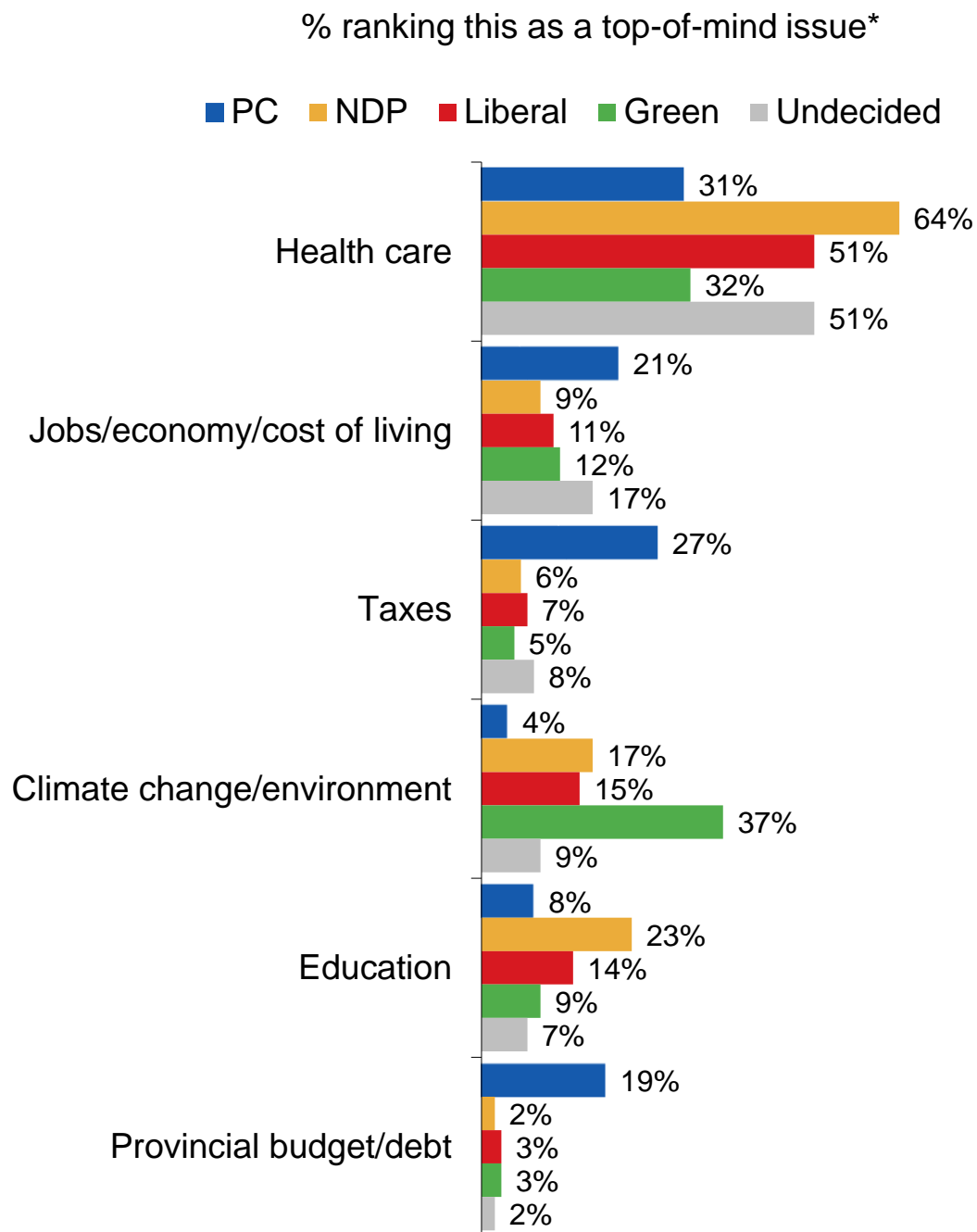
TOP-RANKED ISSUES IN THE PROVINCIAL ELECTION

BY PARTY PREFERENCE

QV1. "For this election, what issue or issues would be top-of-mind for you?"

Base: All respondents (N=1,200)

*Multiple mentions accepted; totals will exceed 100%





***Manitoba
Public Insurance***



VIEWS ON PRIVATIZING CROWN SERVICES



Winnipeg Free Press

AUGUST 2019

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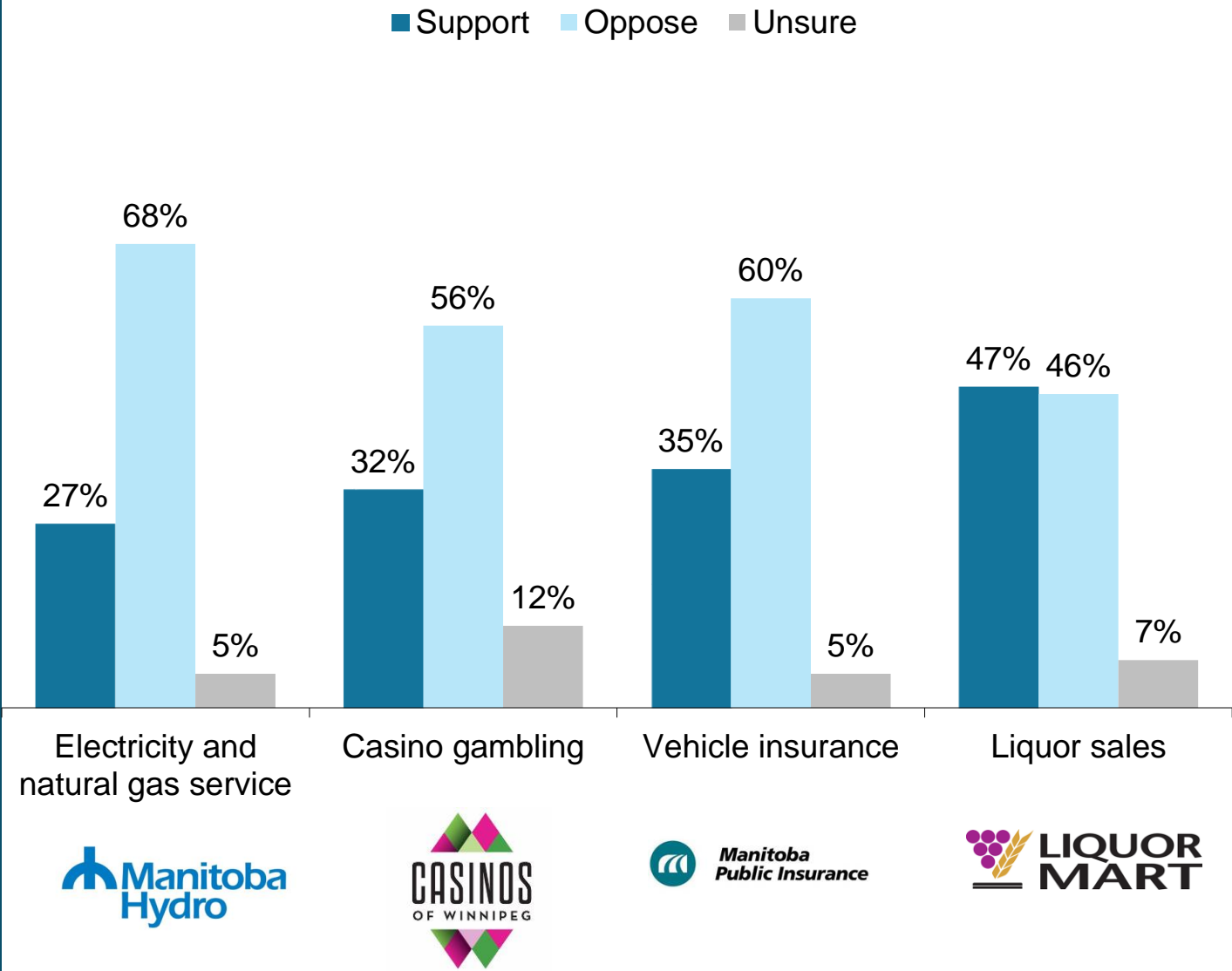
KEY FINDINGS

- 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.

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."

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

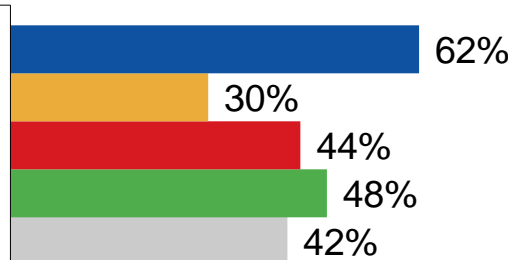
Q11. "...For each of the following, please indicate whether you support or oppose privatizing these services."

Base: All respondents (N=1,200)

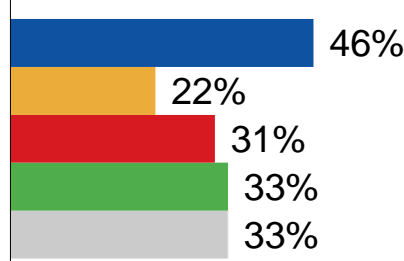
■ PC ■ NDP ■ Liberal ■ Green ■ Undecided



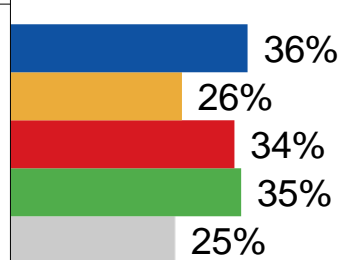
Liquor sales



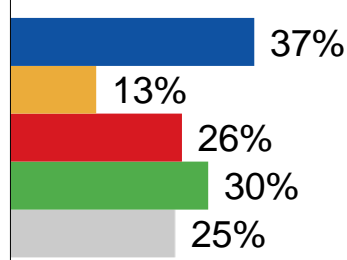
Vehicle insurance



Casino gambling



Electricity and natural gas service





VIEWS ON SCHOOL DIVISION AMALGAMATION

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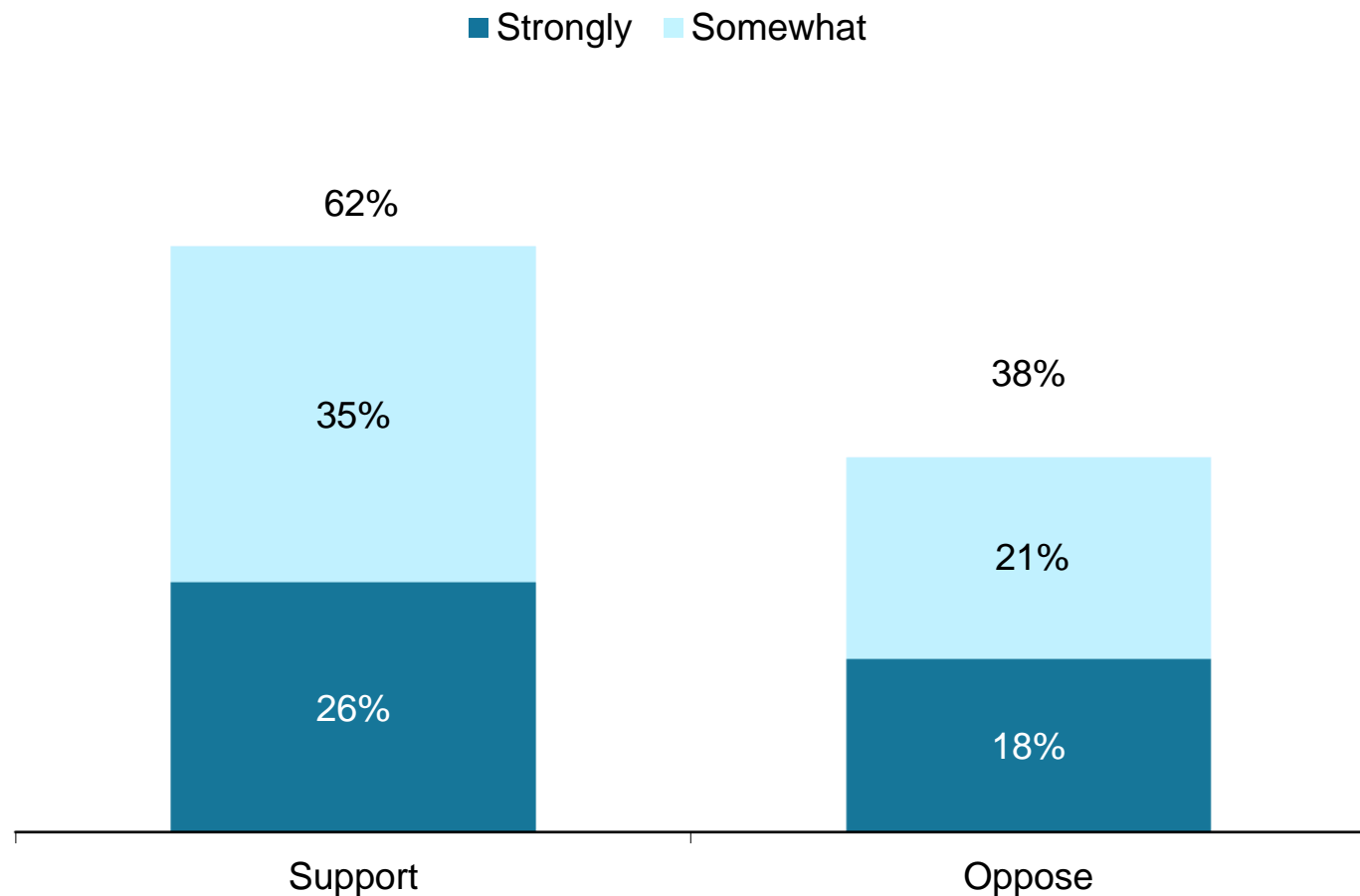


KEY FINDINGS

- In principle, Manitobans are in favour of the idea of reducing the number of school divisions in the province through amalgamation. Six-in-ten Manitobans support school division amalgamation, with backing for this idea higher among Winnipeg residents, men and older Manitobans in particular, as well as among Progressive Conservative party supporters.
- When Manitobans are explicitly asked whether they support amalgamation for their own school division (as opposed to just in principle), the proportion of Manitobans who are in favour of this idea remains relatively stable, with six-in-ten expressing support and four-in-ten opposed.
- Winnipeg residents are also likely to support different ideas for reducing the number of school divisions from the six that currently exist in their city. Two-thirds say it would be acceptable to reduce the number of divisions to four based on the city's four quadrants (with divisions in northwest, northeast, southwest and southeast Winnipeg), while slightly more than one-half say it would be acceptable to go even further and amalgamate all six divisions into a single city-wide division.

GENERAL SUPPORT FOR AMALGAMATING SCHOOL DIVISIONS

Q12. "The provincial government is currently conducting a review of the kindergarten to Grade 12 education system. One idea is to reduce the number of school divisions in Manitoba – currently, there are 37. In general, do you support or oppose amalgamating school divisions across Manitoba?"



Base: All respondents (N=1,200)

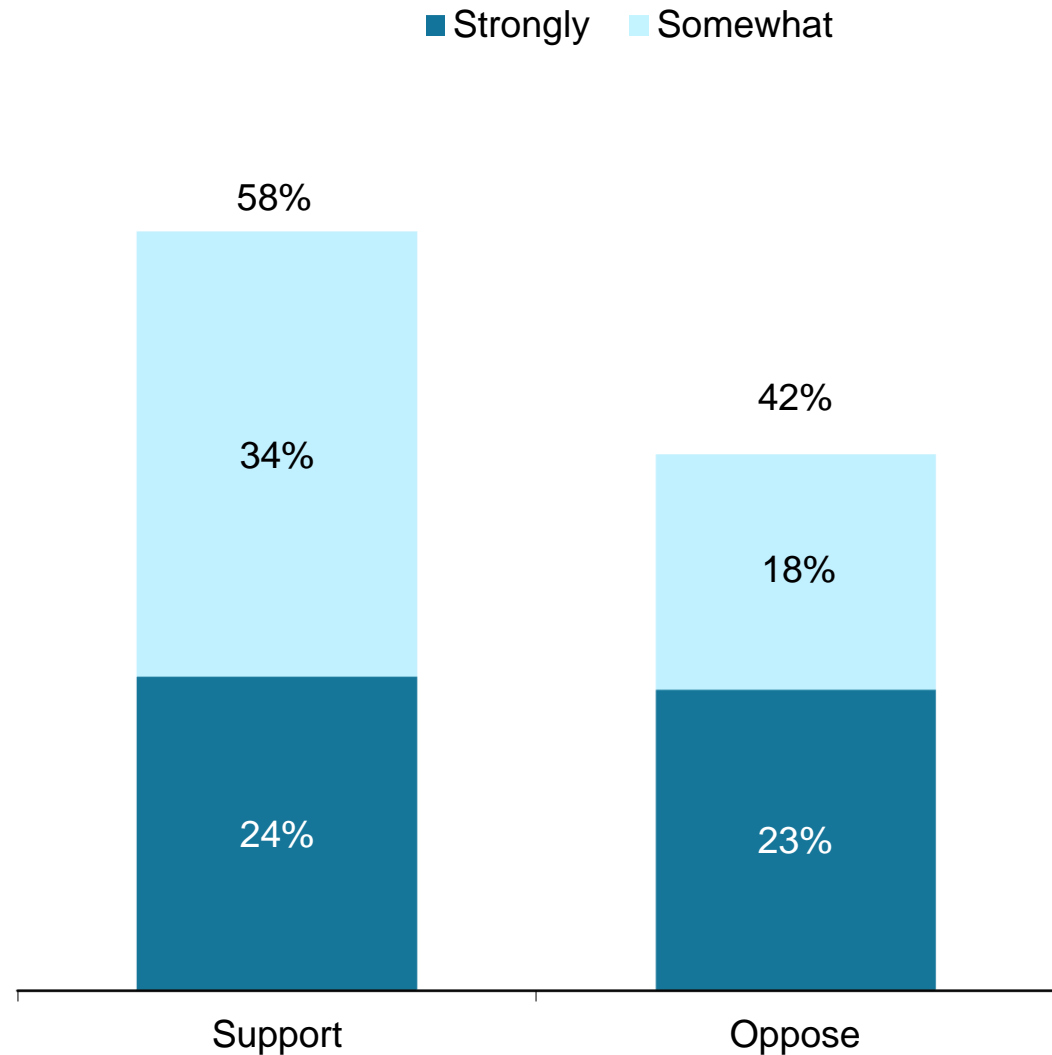
Support for amalgamation is highest among:

- Winnipeg residents (68% vs. 52% among rural Manitobans).
- Men (67% vs. 57% among women).
- Older Manitobans (68% among those 55+ vs. 57% among those 18-34).
- Higher-income earners (69% among those earning \$100K+).
- Those without children at home (64% vs. 57% among those with children under 16).
- PC supporters (73% vs. 47% among NDP supporters).

PERSONAL SUPPORT FOR AMALGAMATING OWN SCHOOL DIVISION

Q13. "And how about your own school division? Would you support or oppose the merger of your own division with one or more nearby ones?"

Base: All respondents (N=1,200)



■ Support for amalgamating one's own school division is higher among each of the same sub-groups as those who expressed a preference for amalgamation in principle.

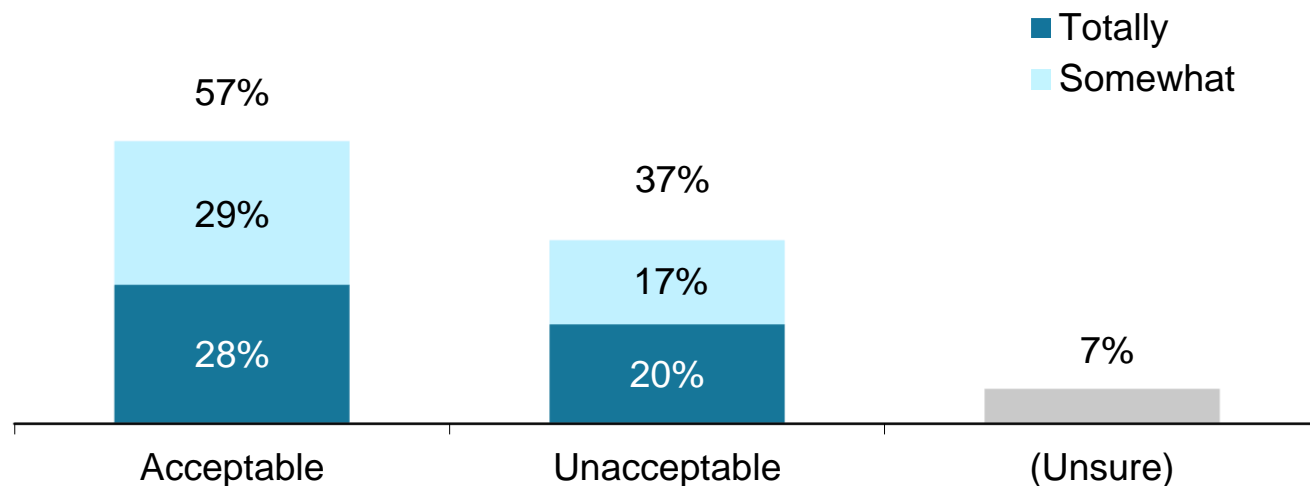
VIEWS ON AMALGAMATION SCENARIOS IN WINNIPEG

Q14. "There are currently six school divisions in the City of Winnipeg. Some people argue there are too many school divisions for a city of this size. Calgary and Toronto have one public school division for the entire city. Other people argue Winnipeg needs different school divisions because students in different areas have different needs.

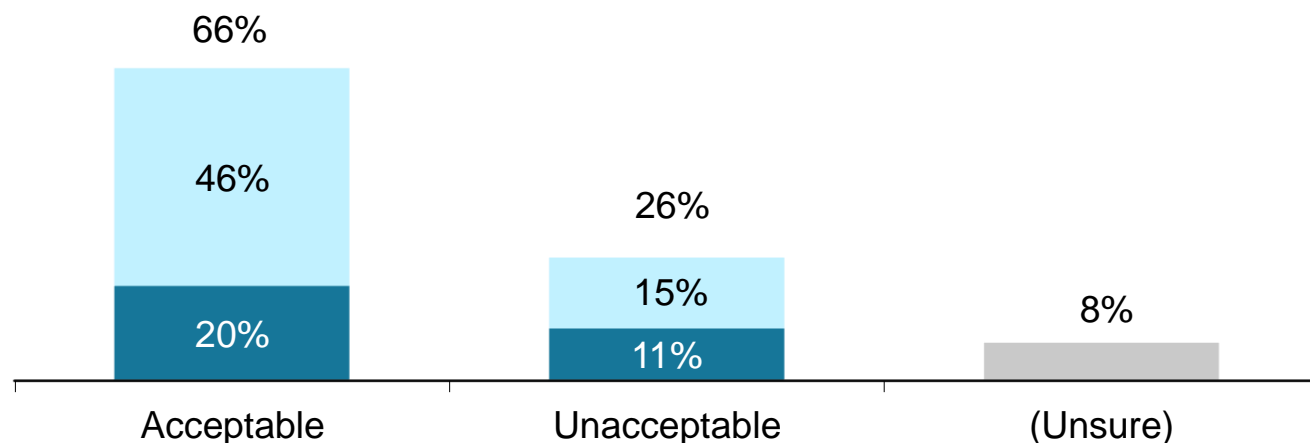
Based on what you know, how acceptable are each of the following ideas?"

Base: All Winnipeg respondents (N=756)

Single Division for Winnipeg



Divisions for Four Quadrants (NW, NE, SW, SE)



VIEWS ON AMALGAMATION SCENARIOS IN WINNIPEG

VIEWS ACROSS SOCIO- DEMOGRAPHIC GROUPS

Q14. "There are currently six school divisions in the City of Winnipeg. Some people argue there are too many school divisions for a city of this size. Calgary and Toronto have one public school division for the entire city. Other people argue Winnipeg needs different school divisions because students in different areas have different needs.

Based on what you know, how acceptable are each of the following ideas?"

Base: All Winnipeg respondents (N=756)



The idea of **a single school division for the entire City of Winnipeg** is most acceptable to:

- Men (63% vs. 51% among women)
- Higher-income earners (62% among those earning \$100K+ vs. 50% among those earning <\$50K)
- Indigenous residents (67% vs. 55% among non-Indigenous)
- PC supporters (76% vs. 39% among NDP supporters and 54% among Liberal supporters)



The idea of **creating four school divisions to align with quadrants of the city** is most acceptable to:

- Residents of southeast Winnipeg (73% vs. 56% among those in northwest Winnipeg)
- Younger adults aged 18-34 (74% vs. 62% among those 35-54)



PERCEPTIONS OF THE PROVINCIAL RESPONSE TO THE METH CRISIS

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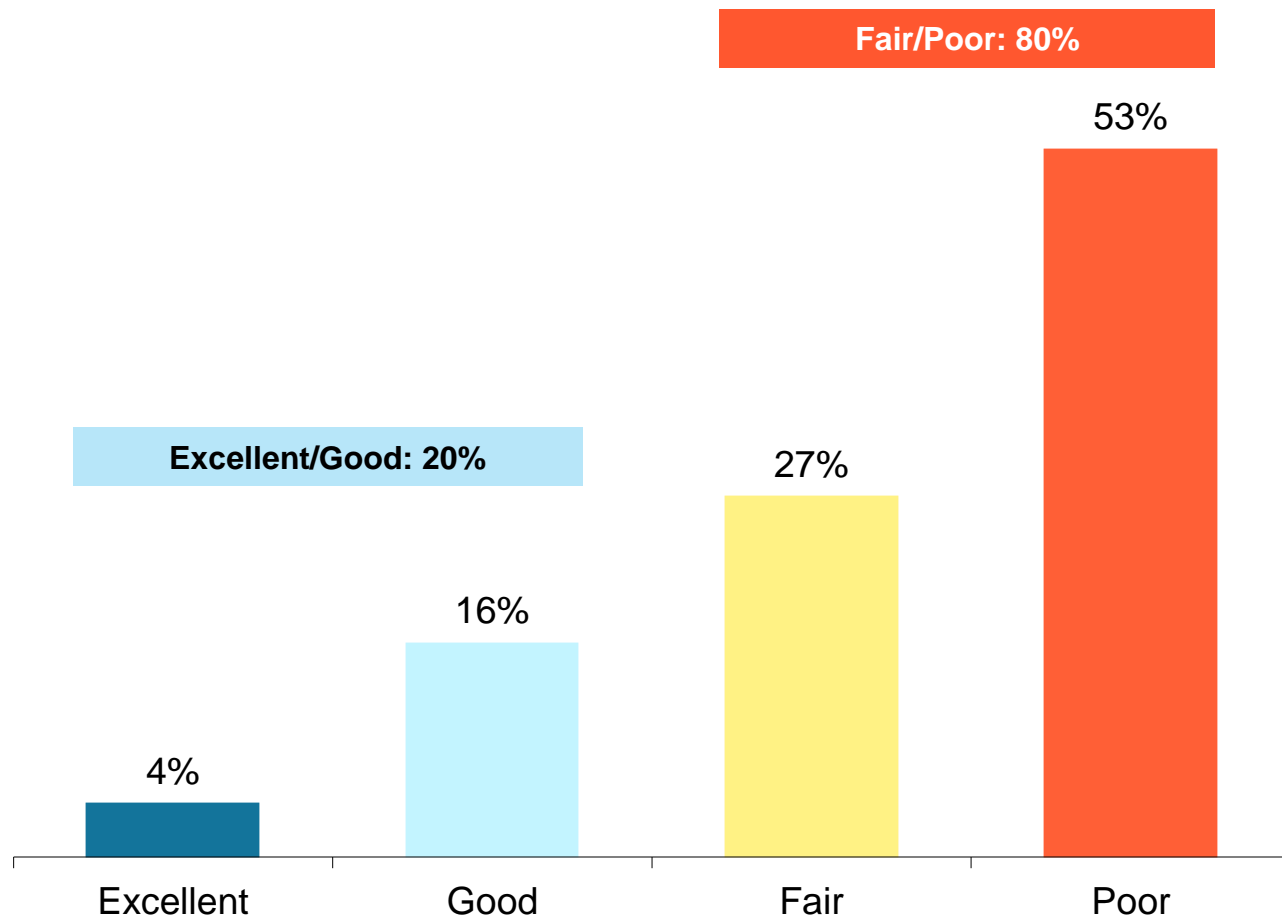
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KEY FINDINGS

- Only one-in-five Manitobans feel the current Progressive Conservative government has handled the methamphetamine crisis well, with more than one-half saying the PCs have done a poor job. Nearly one-half of Manitobans say the provincial NDP would do a better job of dealing with this issue, with a slightly lower proportion saying the Manitoba Liberals would fare better than the current government.
- When asked to rank which policy responses would be most effective in dealing with this crisis, eight-in-ten Manitobans say increasing the number of detox programs and long-term treatment beds will have the most impact, with seven-in-ten calling for more street outreach. Six-in-ten favour expanding the drug treatment court to deal with individuals charged with committing crimes while using meth, with four-in-ten calling for tougher enforcement of drug laws. A slightly smaller proportion advocate for a safe consumption site for meth users.
- On these last two policies, there is a massive divide between Progressive Conservative supporters and those who back other parties in the provincial election. PC voters are much more likely to advocate for tougher enforcement of drug laws, while fewer than one-in-five PC supporters back the creation of a safe consumption site – a policy which their preferred party opposes. Meanwhile, approximately one-half of NDP and Liberal supporters (and a slightly smaller proportion of Green Party voters) support creating a safe consumption site for meth users.

GOVERNMENT'S PERFORMANCE ON METH CRISIS

Q15. "Addiction to methamphetamines, or meth, has become a serious concern in Manitoba in the past few years. How would you rate the provincial Progressive Conservative government's performance in dealing with this issue?"



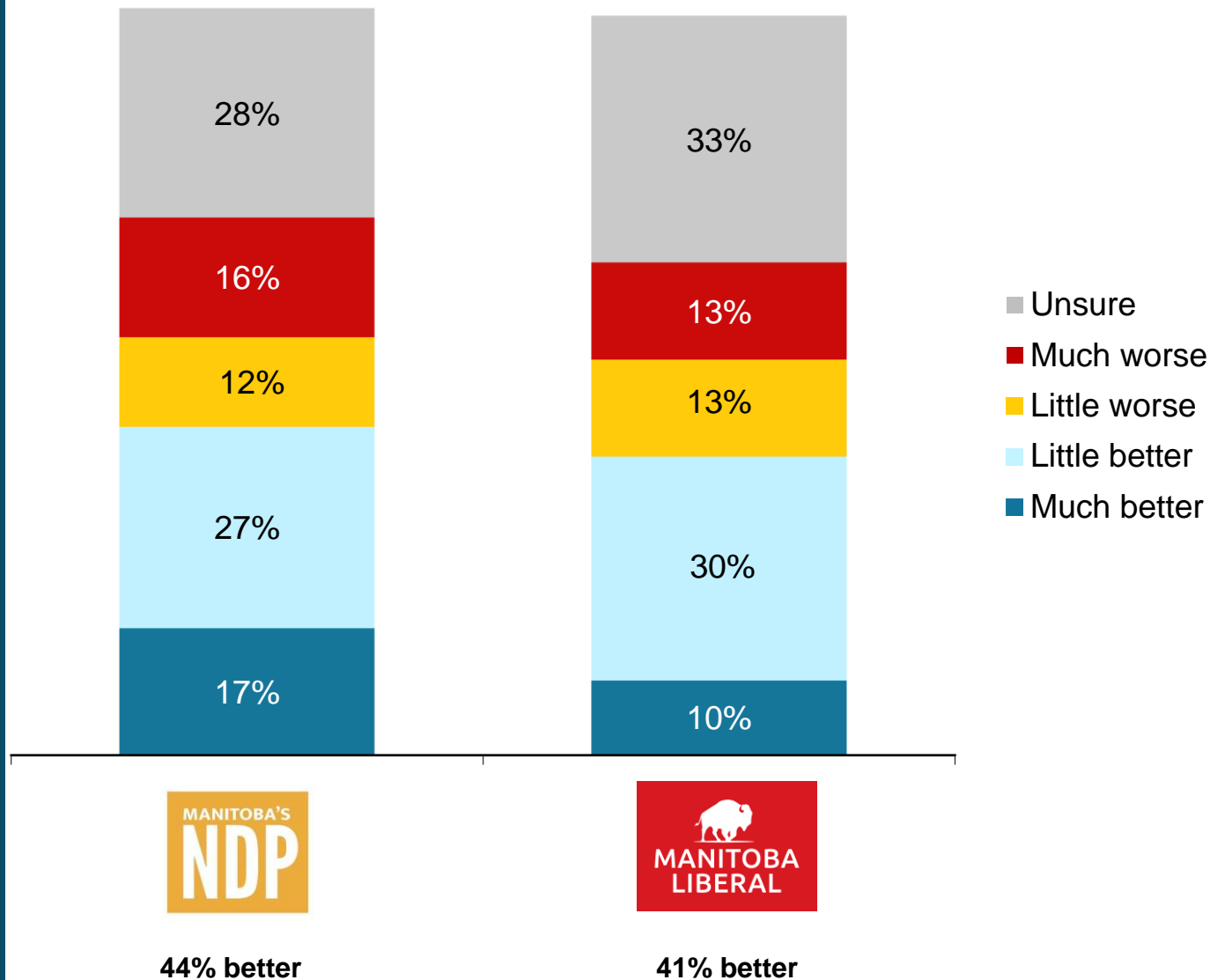
Base: All respondents (N=1,200)

Those most likely to say the PC government is doing **a poor job** of dealing with the meth crisis include:

- Winnipeg residents (57% vs. 48% among those outside the capital).
- Women (57% vs. 49% among men).
- University graduates (57% vs. 44% among those with high school or less).
- Supporters of the three opposition parties (80% among NDP voters, 67% among Liberal voters and 72% among Green Party supporters vs. 21% among PC supporters).

PERCEIVED PERFORMANCE OF OTHER PARTIES ON METH

Q16. "And, in your view, would the NDP or the Liberals do a better job or worse job dealing with the meth crisis than the provincial Progressive Conservatives have done so far?"

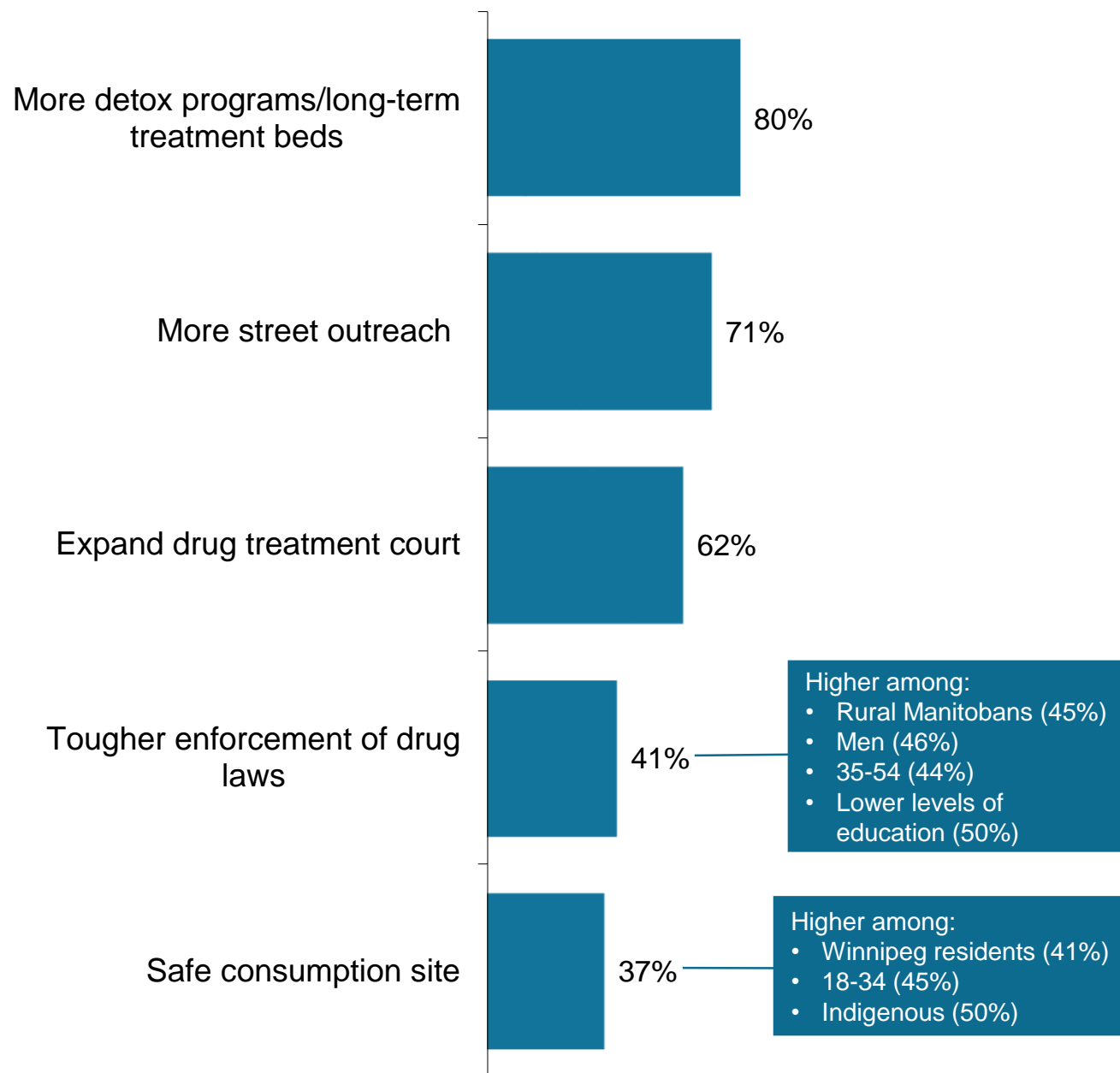


MOST EFFECTIVE APPROACH TO DEALING WITH METH CRISIS

Q. 17 "Thinking now about ways the provincial government could combat the meth crisis, please read the list of possible approaches below and rank them, with "1" being the most effective idea and "5" being the least effective approach."

Base: All respondents (N=1,200)

% ranking this as one of their Top-3 approaches



MOST EFFECTIVE APPROACH TO DEALING WITH METH CRISIS

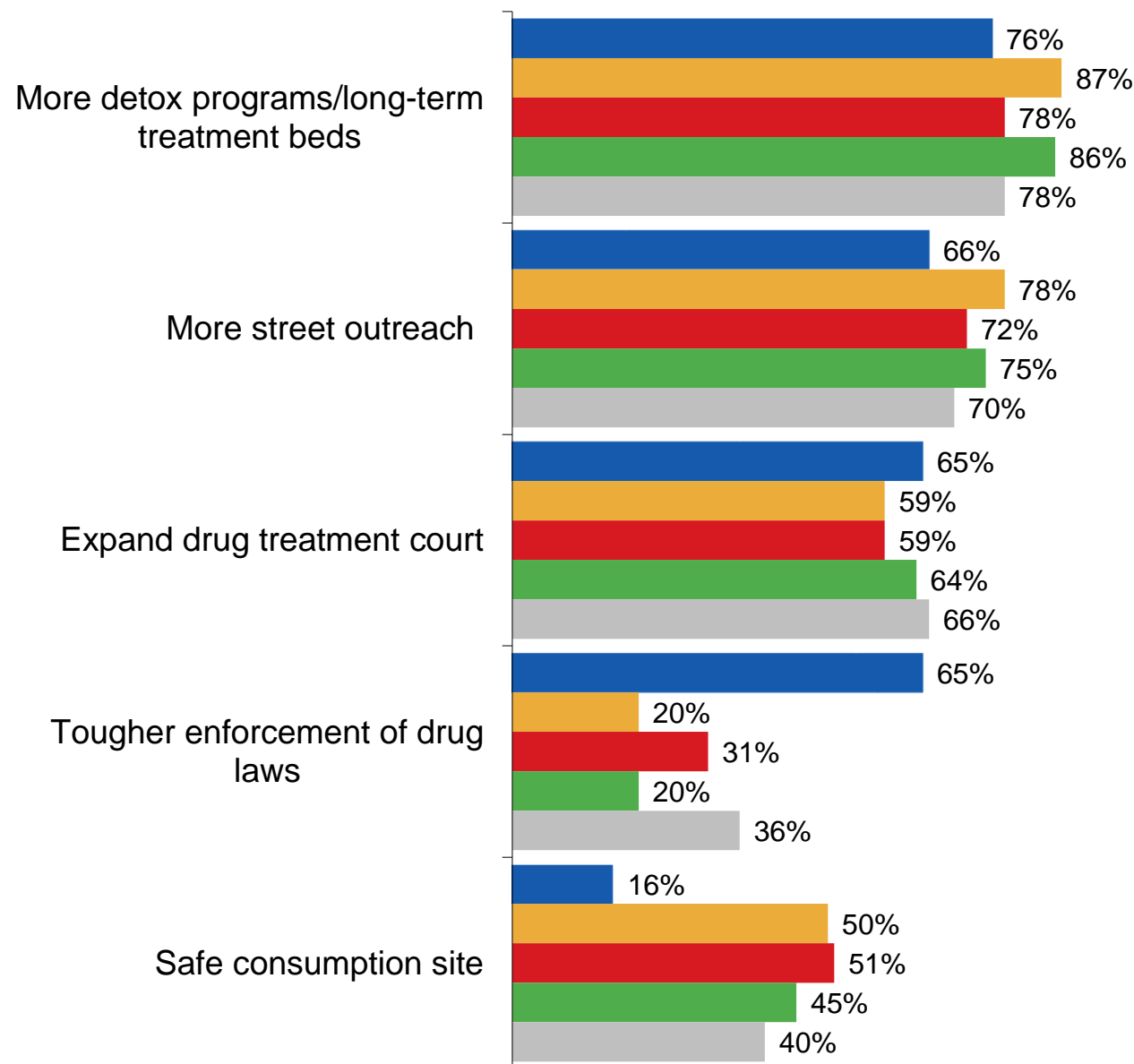
BY PARTY PREFERENCE

Q17. "Thinking now about ways the provincial government could combat the meth crisis, please read the list of possible approaches below and rank them, with "1" being the most effective idea and "5" being the least effective approach."

Base: All respondents (N=1,200)

% ranking this as one of their top-3 approaches

■ PC ■ NDP ■ Liberal ■ Green ■ Undecided





FISCAL/SPENDING PREFERENCES

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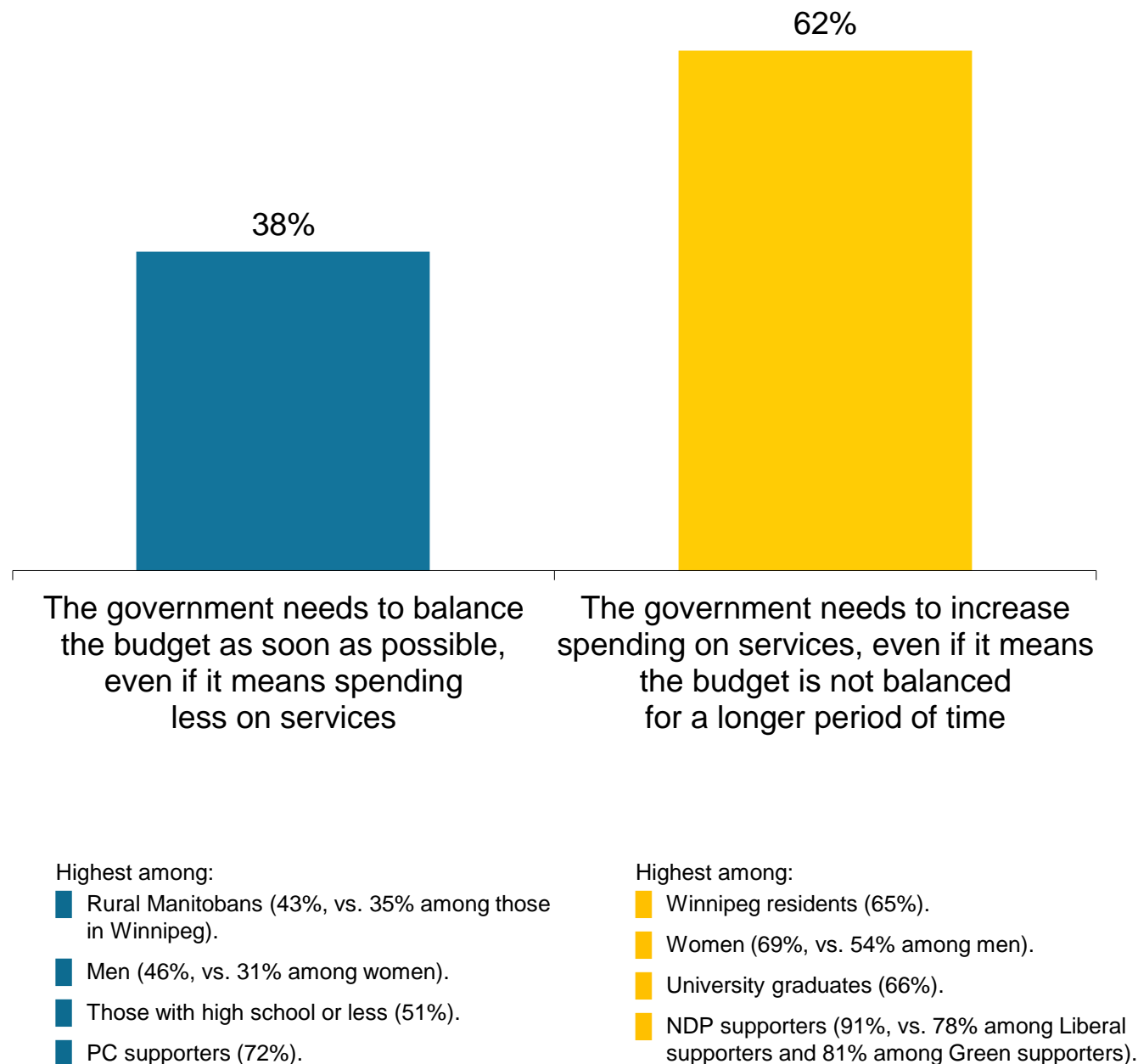


KEY FINDINGS

- Manitobans are more likely to be in favour of increasing spending on public services such as health care and education, even if it means taking longer to balance the provincial budget. Six-in-ten say the government needs to increase spending on these services, compared to four-in-ten who say the provincial government should focus on balancing the budget as soon as possible.
- Supporters of the PC party are more likely to agree with the approach of balancing the budget as soon as possible, while those who back the NDP, Liberals or Greens are most likely to be in favour of increasing spending even if it means taking longer to balance the budget.

SUPPORT FOR GOVERNMENT SPENDING OR BALANCING BUDGET

QL3. "During the past three years, the goal of Premier Pallister and his Progressive Conservative government has been to balance the provincial budget and reduce the provincial sales tax by slowing the amount the government spends on health care, education and other services. Some people say the provincial government now needs to spend more on these services, while other people say the government should continue to focus on balancing the budget as soon as possible. What do you think - which of these two statements comes closest to your view?"



Base: All respondents (N=1,200)