



# Manitobans' Views on Various Municipal/Community Issues

## For More Information:

### Curtis Brown

Principal

(204) 894-3298

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

### Probe Research Inc.

603 – 191 Lombard Ave.

Winnipeg, MB R3B 0X1

(204) 926-6565

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



# Key Findings

## PST Rebates

Nearly eight in ten Manitobans agree the provincial government should provide a rebate on the Provincial Sales Tax (PST) that municipalities pay for goods and services. This includes more than one-third who strongly agree with this policy idea. This idea has broad support across all segments of Manitoba society, including among supporters of the three main provincial parties.

## Community Safety

More than one-half of Manitobans believe their community is less safe today compared to three years ago, with nearly four in ten indicating there has been no change in their community's level of safety and just five per cent who believe they are living in a safer place today. Residents of Winnipeg and urban communities in southern Manitoba (e.g. Brandon, Portage, Selkirk, Steinbach), women and adults over the age of 35 are more likely to agree their community is more dangerous today than in the past.

## Cellphone Service

Only one-third of rural and northern Manitobans believe their cell service is completely reliable in an emergency situation, with more than four in ten indicating it is somewhat reliable and one in five stating it is not reliable at all. Those living in truly rural and northern areas are twice as likely as those living in urban centres in southern Manitoba to say their cell service is not reliable in these circumstances.

Probe Research is working to ensure its documents exceed modern accessibility and screen-readability standards. If you encounter any barriers to accessing this content or if you require this document in an alternative format, please contact [probe@probe-research.com](mailto:probe@probe-research.com) or 204-926-6565.

## 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 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 Association of Manitoba Municipalities.

## Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between May 31 and June 13, 2023. This includes N=600 residents of Winnipeg and N=400 living in rural and northern Manitoba.

With a sample of 1,000, one can say with 95 per cent 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.

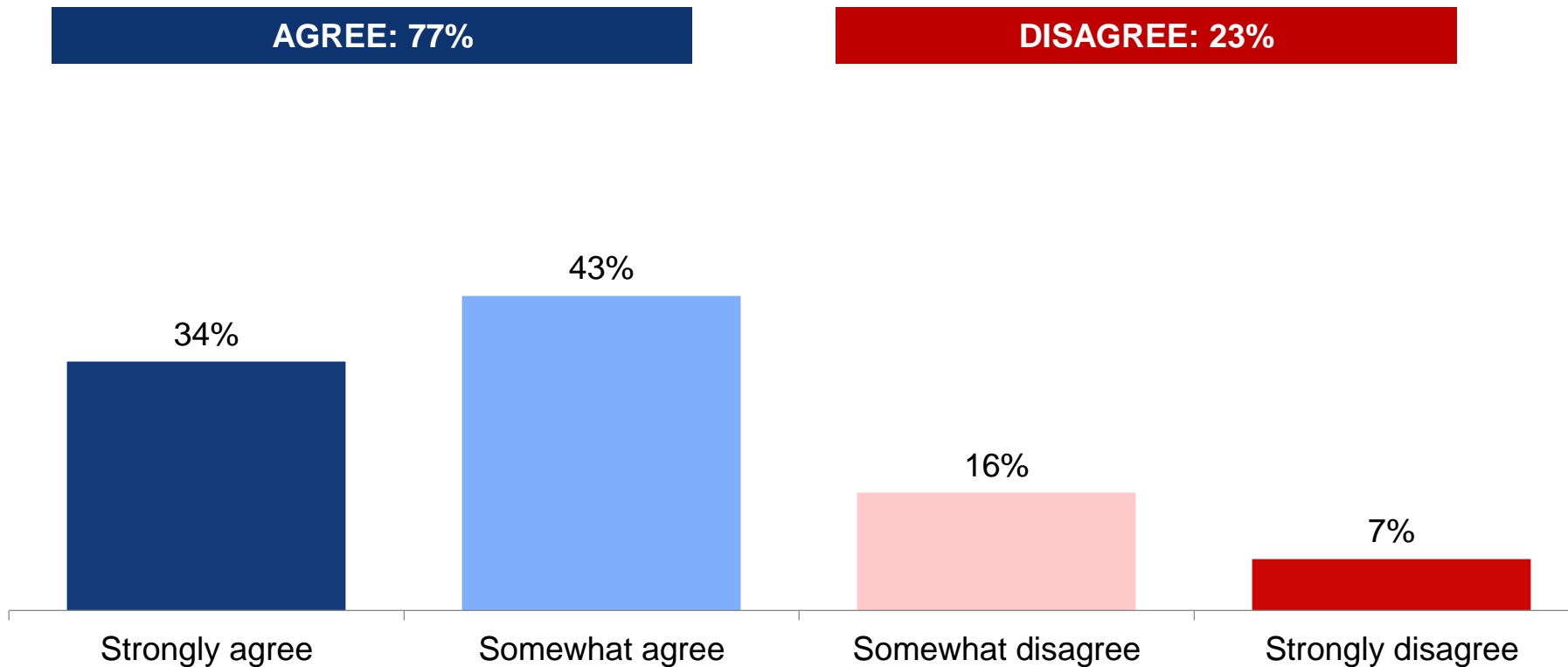
The sample consists of 548 Manitobans randomly recruited via live-agent operator and 452 Manitobans randomly recruited via Interactive Voice Response (IVR). All respondents completed the survey on an online platform.

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.

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.

# Support for Province Providing PST Rebate to Municipalities

Nearly eight in ten believe the province should provide PST collected back to municipalities



Those most likely to **agree** include:

- Women (82% vs. 74% among men).
- Those living in rural Manitoba (81% vs. 76% among those living in Winnipeg).

Agreement is consistent among supporters of the three main provincial parties:

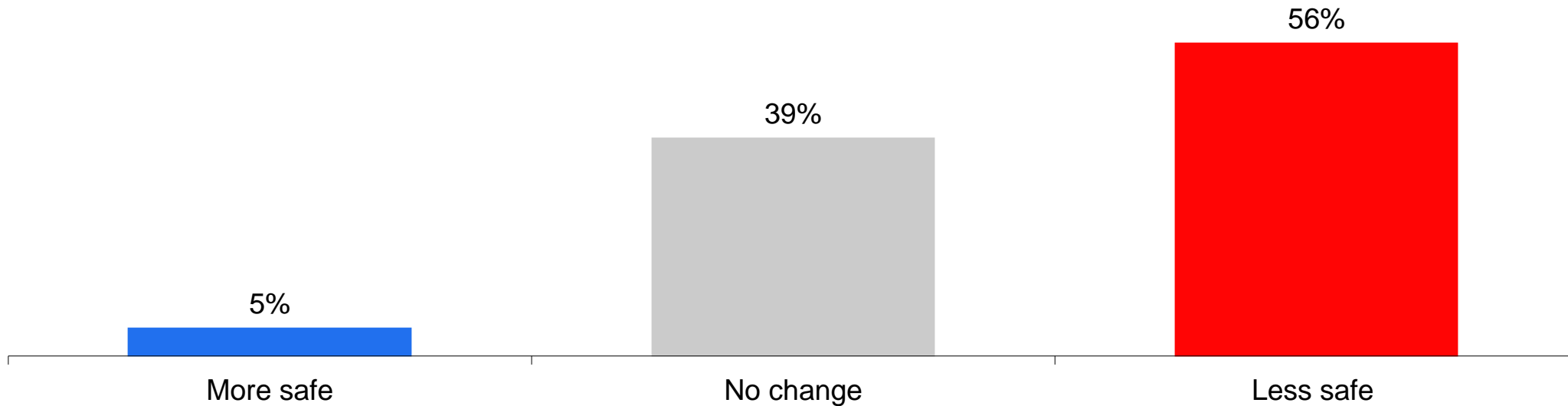
- 81% among Liberal supporters.
- 78% among NDP supporters.
- 75% among PC supporters.

AMM1. The federal government provides a rebate to municipal governments on the Goods and Services Tax (GST) they pay for different items. Do you agree or disagree that the Manitoba government should provide a similar rebate to municipalities for the Provincial Sales Tax (PST) they pay?

Base: All respondents (N=1,000)

# Perceptions of Community Safety

More than one-half of Manitobans feel their community is less safe today

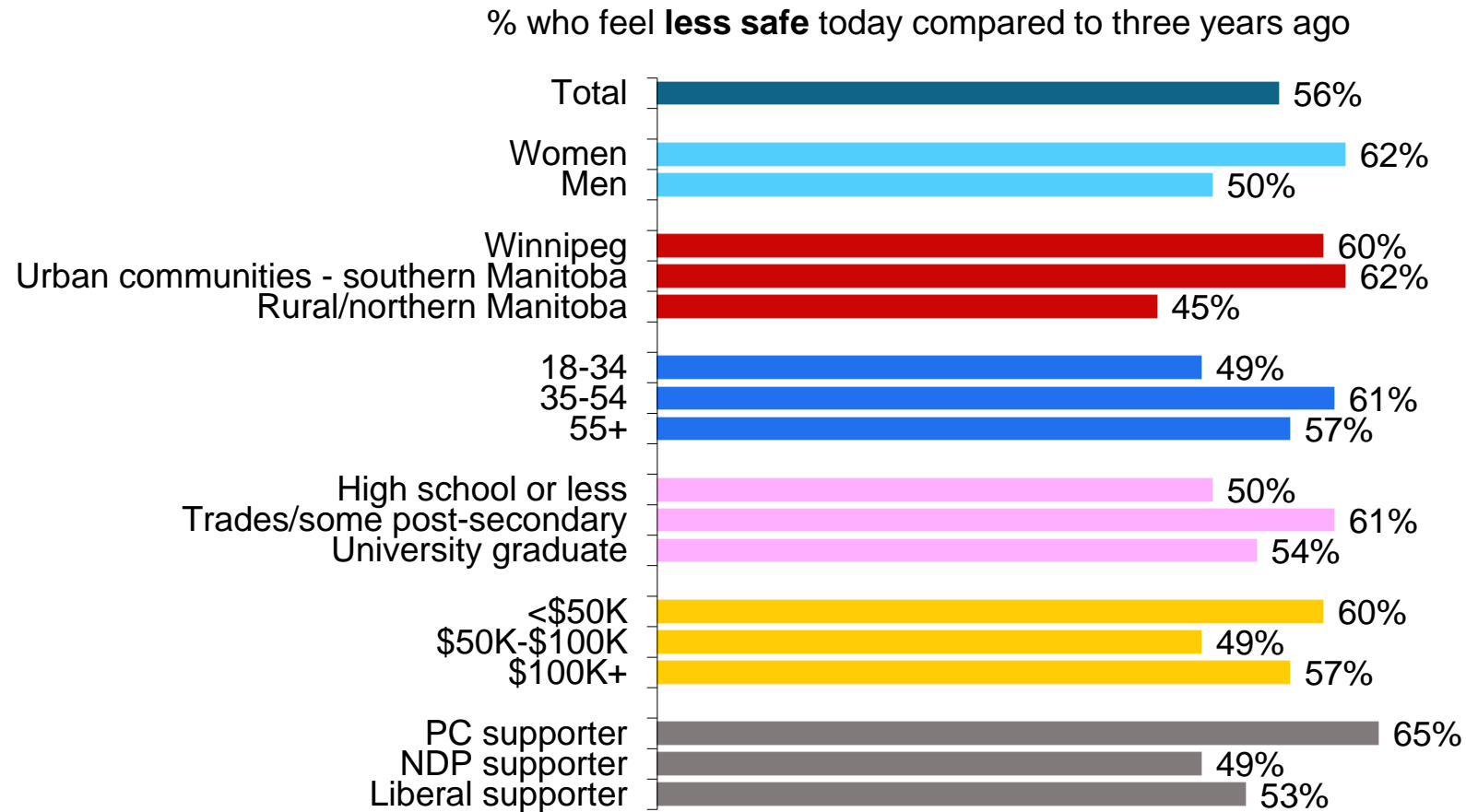


AMM2. Do you feel more safe or less safe in your community today than you did three years ago – or has there been no change?

Base: All respondents (N=1,000)

# Perceptions of Community Safety: By Sub-Group

Women, Winnipeg residents feel less safe today compared to three years ago

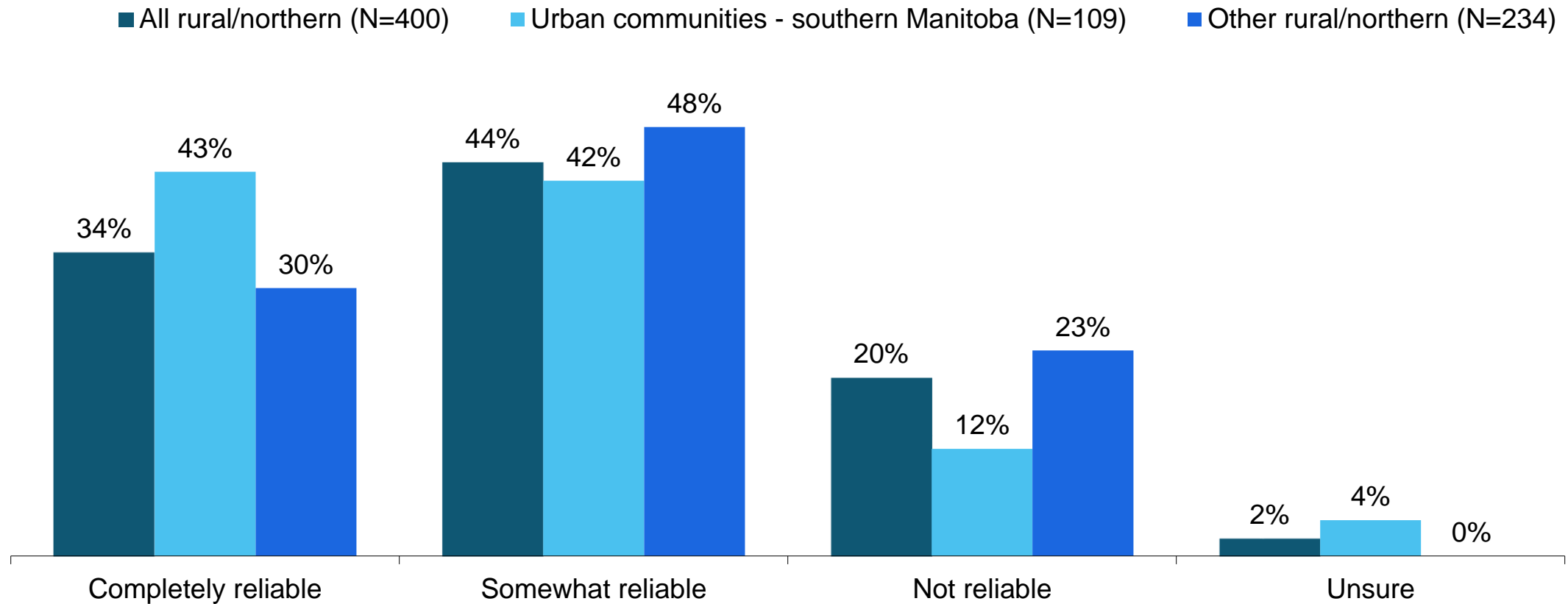


AMM2. Do you feel more safe or less safe in your community today than you did three years ago – or has there been no change?

Base: All respondents (N=1,000)

# Reliability of Rural Cellphone Emergency Service

Only one-third of rural and northern Manitobans feel their cell service is completely reliable



AMM3. How reliable do you feel your cellphone service would be in an emergency situation where you live?

Base: All respondents living outside of Winnipeg