



MUNICIPAL TAX SHARING

DEC. 2017



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 Association of Manitoba Municipalities.

METHODOLOGY

Between Nov. 23 and Dec. 14, 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 ± 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.

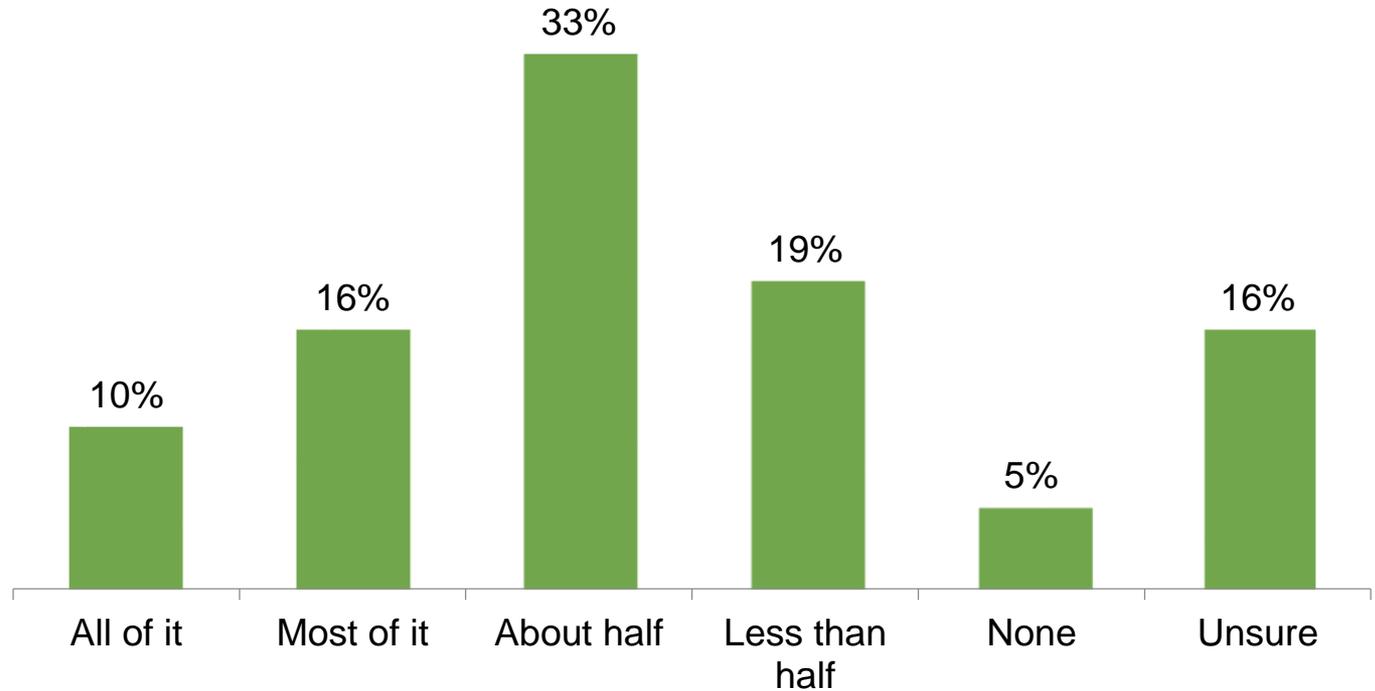


Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

STRONG SUPPORT FOR MARIJUANA REVENUE SHARING

Q1. "The provincial government will soon be receiving new revenues from the legalization of marijuana. There is some debate over where this new money should be spent. Municipalities have asked for a share of the revenue from marijuana sales to offset policing costs. In your view, how much, if any, of the revenue from marijuana should be earmarked for municipalities?" (n=1,000)

Base: Manitoba adults



Most likely to say municipalities should receive at least one-half of marijuana revenue:

- Older adults, those 55+ (66%) vs. younger adults under 35 (54%)
- Homeowners (62%) vs. renters (51%)

PROFILE OF RESPONDENTS

	TOTAL (n=1,000)	MEN (n=484) (%)	WOMEN (n=516)
GENDER			
Men	48	100	
Women	52		100
AGE			
18-34 years	33	34	32
35-44 years	19	22	16
45-54 years	18	17	20
55+ years	29	27	31
HOUSEHOLD INCOME			
<\$30K	13	13	13
\$30K-\$59K	40	41	38
\$60K-\$99K	36	35	37
\$100K+	11	11	12
EDUCATION			
High school or less	18	18	17
Some post-secondary	22	24	21
Post-secondary graduate	60	59	63

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