

The Association of Manitoba Municipalities

- Campaign Awareness Study -



For more information on this research project, please contact:

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Research Background and Methodology

The Association of Manitoba Municipalities (AMM) commissioned Probe Research Inc. to conduct a study into citizen awareness of a public awareness campaign that the Association carried out in the weeks leading up to the Oct. 4, 2011 Manitoba general election. This study sought to measure the extent to which the advertising reached and ultimately influenced the Manitoba public.

To measure the campaign's effectiveness, Probe Research, in close consultation with representatives of the AMM, designed an online survey to be conducted among the Probe Research Online Panel. Invitations to participate in the survey were successfully e-mailed to 2,736 panelists. The survey accepted completions from Nov. 14th, 2011 to Nov. 21st, 2011.

A total of 657 respondents completed the survey, representing a 24 percent response rate.

As per guidelines established by the Marketing Intelligence and Research Association (MRIA), no margin of error is given for this online survey.

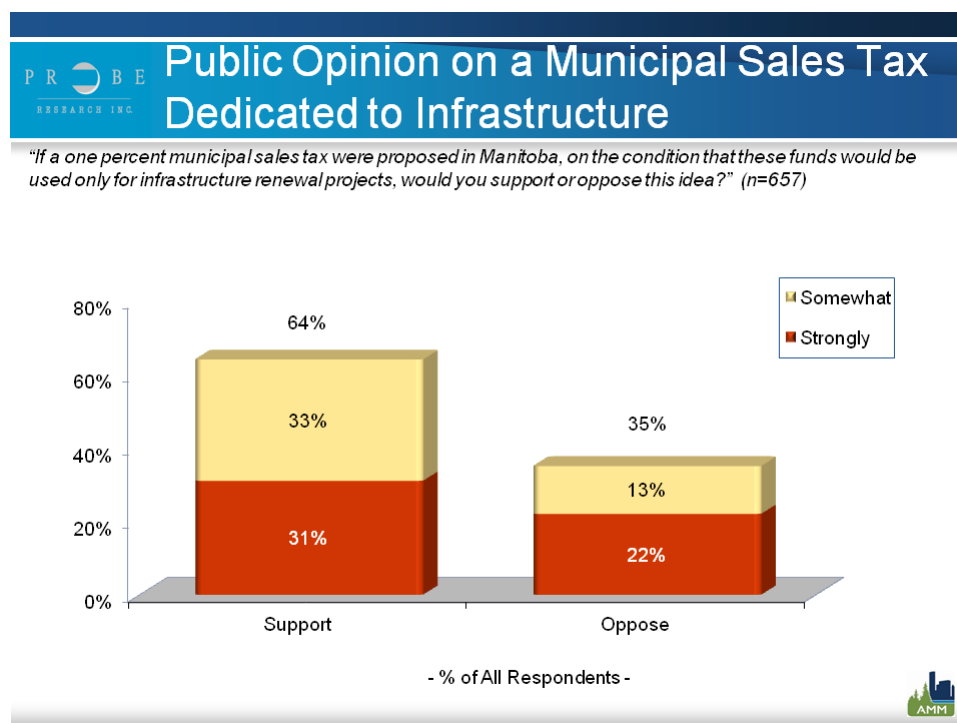
Data were weighted by age, gender and region, and data analysis was conducted using SPSS statistical analysis software.

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Public Opinion on Dedicated Municipal Sales Tax

Respondents were asked if they would support a one-percent Municipal Sales Tax on the condition that these funds would be used only for infrastructure renewal projects. As the following graph illustrates, public opinion is generally favourable toward a Municipal Sales Tax (64% *strongly or somewhat support*, versus 35% *strongly or somewhat oppose*). Notably, *strong supporters* of a Municipal Sales Tax outnumber *strong opponents* (31% *strongly support* versus 22% *strongly oppose*).

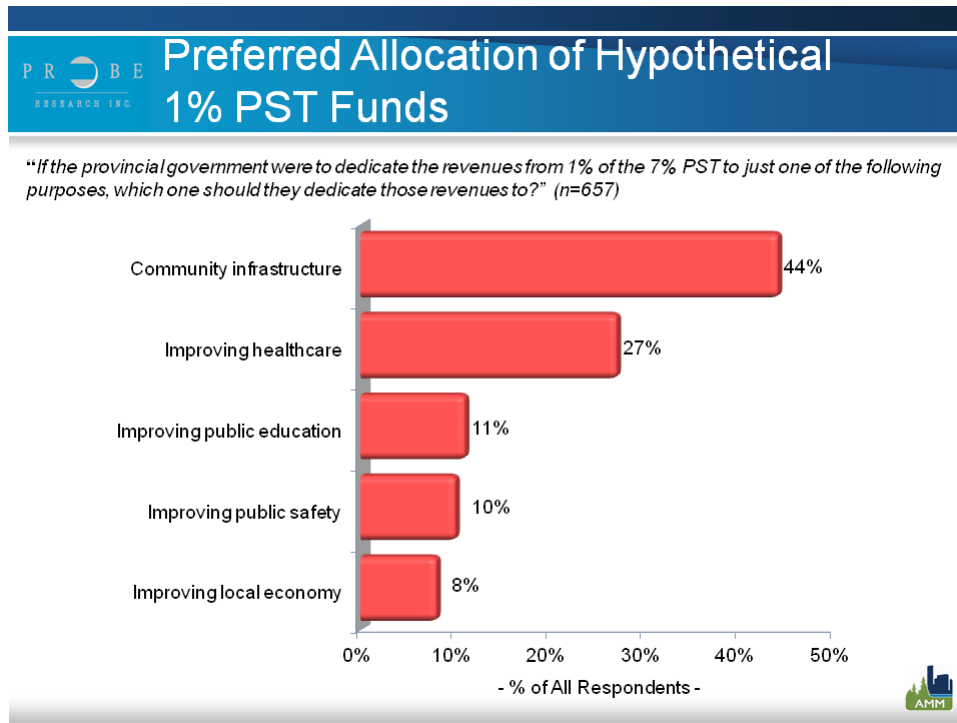


Notable variations among respondents include:

- Manitobans aged 55 years and over tend to be more favourable to a Municipal Sales Tax (74% *strongly or somewhat support*, versus 61% among those aged 35-54 years and 56% among those aged 18-34 years).

Priority for Use of Dedicated 1% of PST Funds

Respondents were asked which one of five areas should benefit if the provincial government were to dedicate the revenues from one percentage point of the provincial sales tax to a specific purpose. As the following graph illustrates, more than four-in-ten respondents indicated that they would dedicate these funds to *community infrastructure improvement* (44%), well ahead of the numbers recorded in favour of dedicating these funds to *healthcare* (27%), *public education* (11%), *public safety* (10%) or *improving the local economy* (8%).



Notable variations among respondents include:

- Men are more likely than women (52% versus 36%) to favour infrastructure as the recipient of these dedicated funds.
- Women are more likely than men (35% versus 17%) to favour healthcare as the recipient of dedicated PST revenues.
- Younger Manitobans aged 18-34 years are more likely than those aged 55 years and over to favour dedicating PST revenues to public education (16% versus 6%, respectively).
- Post-secondary graduates are also more likely to favour dedicating a portion of PST revenues to public education (14%, versus 5% among those without a college diploma or university degree).