



# WINNIPEGGERS' VIEWS ON CITY SPENDING PRIORITIES

MARCH 2019 PROBE OMNIBUS SURVEY

 **The Chamber**  
The Winnipeg Chamber of Commerce

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## KEY FINDINGS

- Winnipeg residents are most likely to agree the City should make up for its budget shortfall by seeking more funding from senior levels of government and reducing spending on services considered to be less essential.
- Six-in-ten support increasing taxes on businesses, with this sentiment more likely to be widespread among those living in north Winnipeg and the Core area, as well as among women, younger adults and lower-income households. Just three-in-ten agree the City should increase residential property taxes.
- When Winnipeggers are asked to choose which of these four approaches is the most important option for the City to pursue, nearly one-half say the City should pursue a service review that leads to a reduction in non-essential spending. One-third say seeking funding from other levels of government is their top priority, while one-in-ten advocating for more taxes on businesses. Just four per cent favour further residential property tax increases.

# 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 Winnipeg Chamber of Commerce.

## METHODOLOGY

Between March 12<sup>th</sup> and 24<sup>th</sup>, 2019, Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg.



With a sample of 600, one can say with 95 percent certainty that the results are within  $\pm 4.0$  percentage points of what they would have been if the entire adult population of Winnipeg 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 Winnipeg 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. In addition, 244 randomly recruited Probe Research panel members were included in this general population adult sampling.



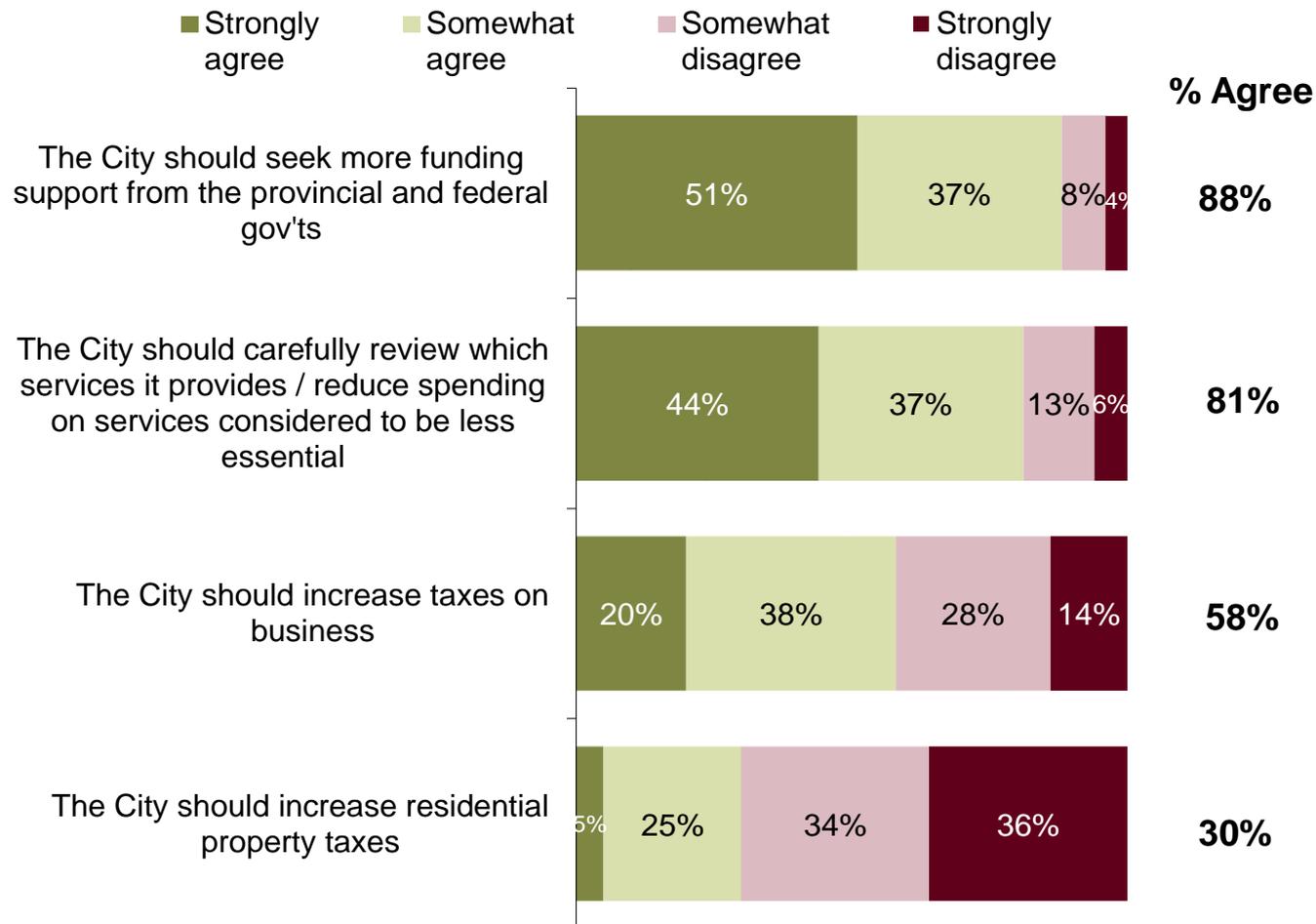
Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

# MOST WINNIPEGGERS AGREE THE CITY SHOULD SEEK MORE FUNDING, REDUCE SPENDING ON NON-ESSENTIAL ITEMS

WCC1. "There has been some discussion about this City budget. For each of the following statements, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree."

\*Agree includes those who strongly or somewhat agree

Base: All respondents (N=600)



- People with lower levels of formal education are more likely to agree the City should reduce spending on less essential services (94% vs. 73% among university graduates).
- Those living in northwest and northeast Winnipeg (64% each) and the Core area (62%) are more likely to favour increasing business taxes.
- Women (63% vs. 53% among men), younger adults (64% of those 18-34 vs. 54% of those 55+) and lower-income earners (62% among those earning <\$50K) favour increasing business taxes.
- Those with higher levels of education (34% among those with a university degree vs. 21% among those with high school or less) and renters (36% vs. 28% among homeowners) are more likely to be in favour of increasing property taxes

# NEARLY ONE-HALF SAY REDUCING NON-ESSENTIAL SPENDING IS THE MOST IMPORTANT STRATEGY TO PURSUE

WCC2. "Still considering these four options, which one would you rank as the most important option for the City to pursue?"

Base: All respondents (N=600)

Review which services the City provides / reduce spending on less essential services

47%

- Highest among:
- Women (50% vs. 44% men)
  - Some post-sec. (57%)
  - High-income (51% \$100K+)

Seek more funding support from the provincial and federal gov'ts

35%

- Highest among:
- University graduates (42%)
  - 55+ (41%)

Increase taxes on business

13%

- Highest among:
- 18-34 (23%)
  - Lower-income (21% <\$50K)

Increase residential property taxes

4%