



VIEWS ON TAX REFORM

DEC. 2017

 **The Chamber**
The Winnipeg Chamber of Commerce

P R  B E
RESEARCH INC.

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 Winnipeg Chamber of Commerce.

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.

FOR MORE
INFORMATION:

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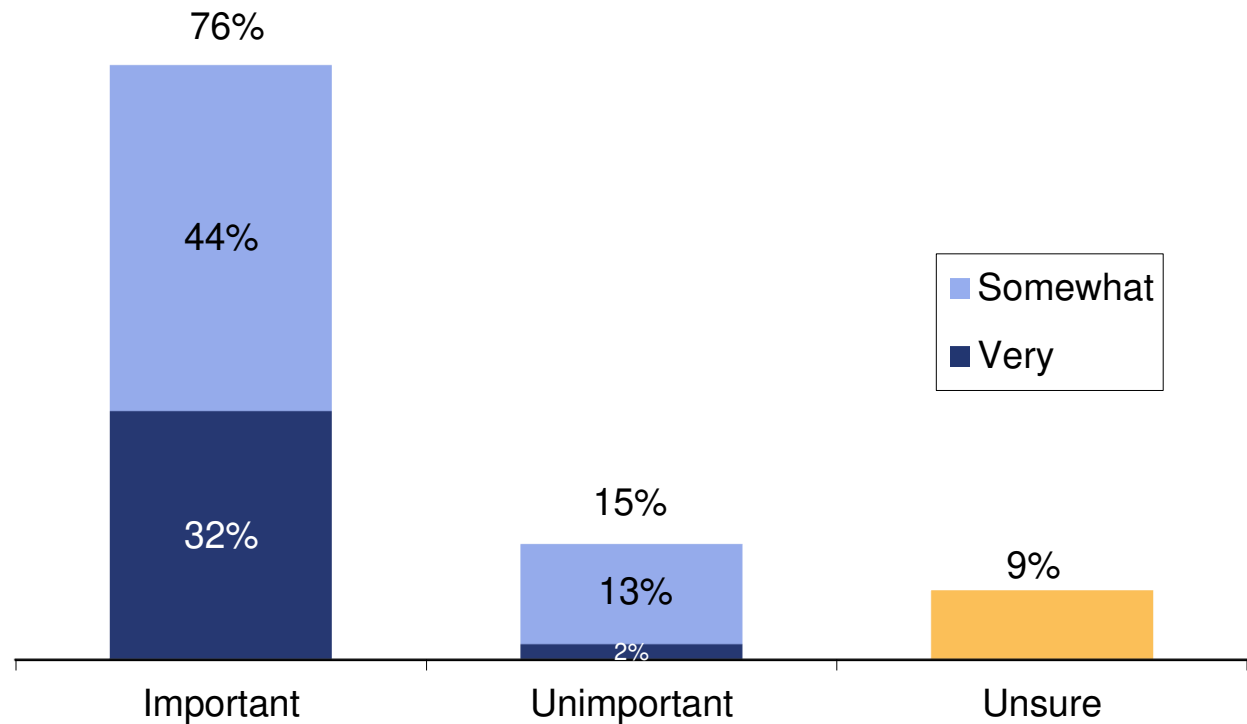
KEY FINDINGS

- There is very strong support among Manitobans for a comprehensive review of the tax system, even if this results in a tax increase for some. More than three-quarters of Manitobans (76%) support such a review.
- On this broad question, there are very few differences among demographic sub-populations. There is general support for tax reform among Manitobans from all walks of life.
- In addition, there is strong support for tax reform among those with differing provincial party preferences. In other words, support for a system-wide tax review is equally apparent among those who favour the provincial NDP and those who are current supporters of Premier Brian Pallister's Progressive Conservatives.

STRONG SUPPORT FOR TAX REFORM

Q1. "Some groups have called on the provincial government to conduct a comprehensive, system-wide review of Manitoba's tax system. This could lead to a simpler, fairer tax system, but it could also mean a tax increase for some people and a tax decrease for others. How important or unimportant to you personally is a comprehensive, system-wide review of Manitoba's tax system?" (n=1,000)

Base: Manitoba adults



- Renters were more likely to feel tax reform is *very important* (39%) vs. homeowners (29%). This was the only notable difference among sub-populations on this question.

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

Valid responses only
DK/NS removed