



VIEWS ON POVERTY
REDUCTION IN
MANITOBA
MARCH 2018

KNOW
POVERTY MAKE IT
HISTORY
makepovertyhistorymb.com

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 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 Make Poverty History Manitoba.

METHODOLOGY

Between March 12 and March 29, 2018, 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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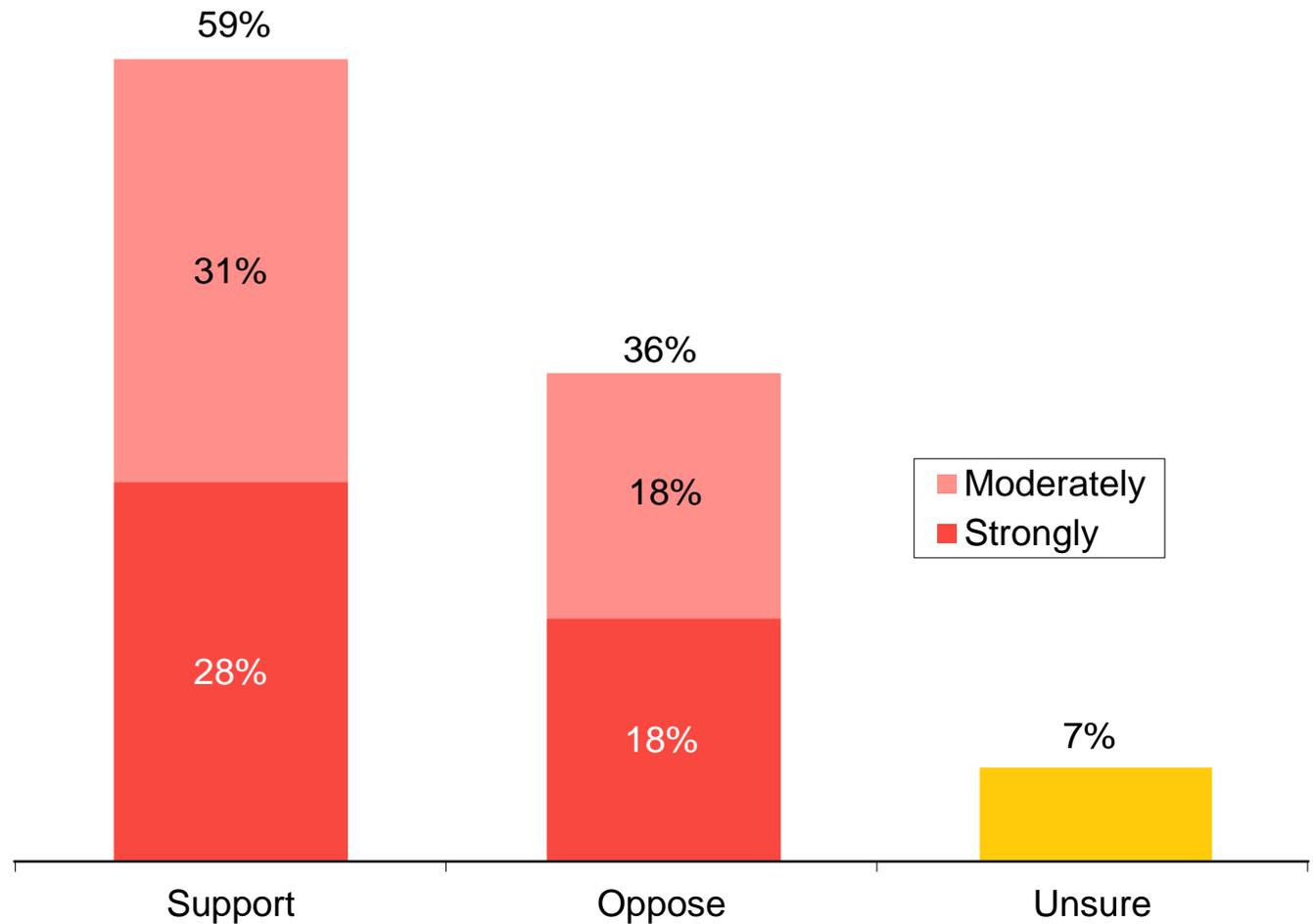
KEY FINDINGS

- There is solid public support for increased provincial government funding to raise all Manitobans above the poverty line. Nearly three-in-five Manitoba adults support spending \$670 million more to accomplish this policy goal. Support is strongest in Winnipeg, among lower income people, New Canadians and supporters of the provincial NDP.
- Despite this solid notional support for poverty elimination, Manitobans are adverse to tax increases as a method of funding this goal. One-third favour re-allocating existing government spending, while only one-in-twenty would raise taxes for this, and fewer still would use deficit financing. One-quarter favour a combination of these methods. The remaining one-in-three opted for “none of these”, repeating their opposition to the idea.
- Consistent with this, there is little personal appetite for a tax increase to end poverty. Asked how much they personally would be willing to spend on new taxes dedicated to poverty elimination, well over one-half said they would not, or could not, pay more taxes. Four-in-ten said they would be willing to pay more, though over half of these maxed out at \$200 per year.

SUPPORT FOR POVERTY ELIMINATION FUNDING

Q1. "There are about 150,000 people in Manitoba living below the official poverty line. Some organizations say the provincial government should increase funding to those on welfare and the working poor so that no Manitoban lives below the poverty line. Doing this may save the province money over the long-term in areas like health care, justice and child and family services. But it would cost the provincial government about \$670 million a year initially, which is about four per cent of the province's annual budget. Knowing this, do you support or oppose the provincial government providing this increased assistance to raise all Manitobans above the poverty line?" (n=1,000)

Base: Manitoba adults



MOST LIKELY TO SUPPORT POVERTY ELIMINATION

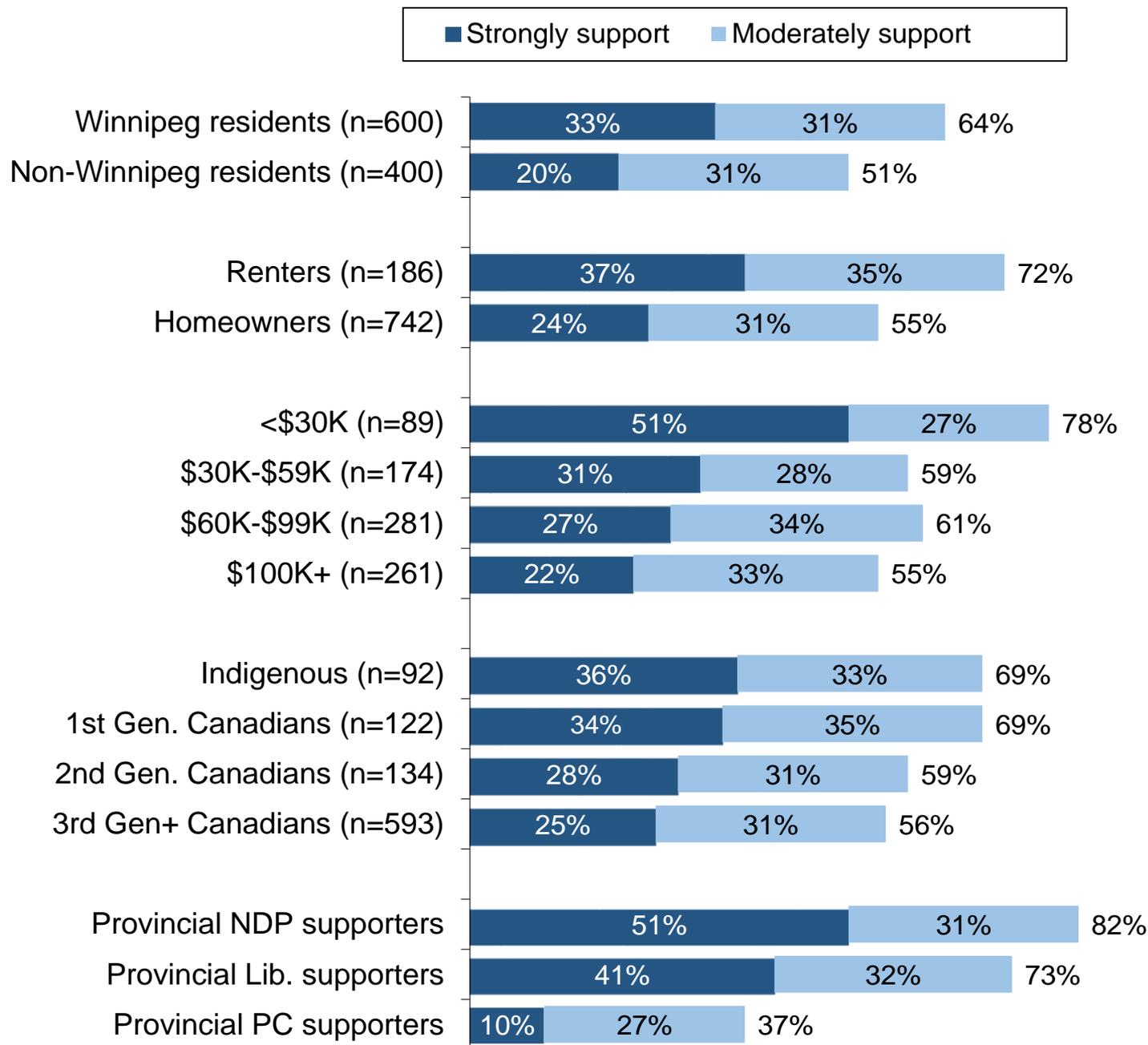
- Winnipeg residents (64% support) vs. rural residents (51%)
- Those in lower income households, <\$30K (78%) vs. higher income households \$100K+ (55%)
- Indigenous people (69%) and New Canadians (68%) vs. third-plus generation Canadians (55%)

SUPPORT FOR POVERTY ELIMINATION FUNDING

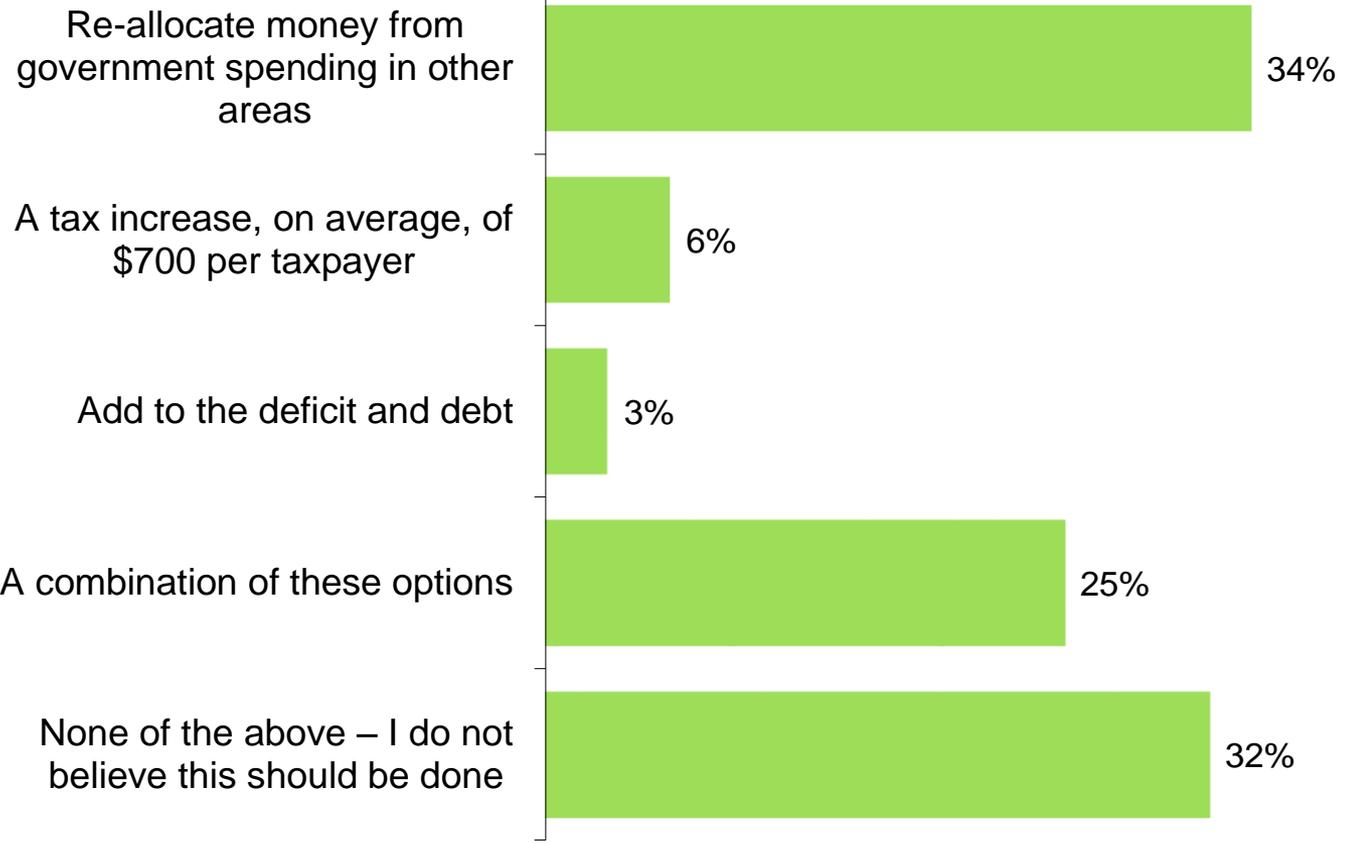
ACROSS SOCIO- DEMOGRAPHIC SUB-GROUPS

Q1. "...Knowing this, do you support or oppose the provincial government providing this increased assistance to raise all Manitobans above the poverty line?" (n=1,000)

Base: Manitoba adults



PREFERENCE OF FUNDING METHODS TO ELIMINATE POVERTY



Q2. "If the province spent \$670 million a year to raise all Manitobans above the poverty level, there are different ways to pay for this. In your view, what would be the best way?" (n=1,000)

MOST LIKELY TO FAVOUR REALLOCATION

- Those with some post-secondary education (41%) vs. post-secondary grads (30%)
- Those in lower income households, <\$30K (43%) vs. higher income households \$100K+ (28%)
- Renters (44%) vs. homeowners (31%)

MOST LIKELY TO FAVOUR A COMBINATION

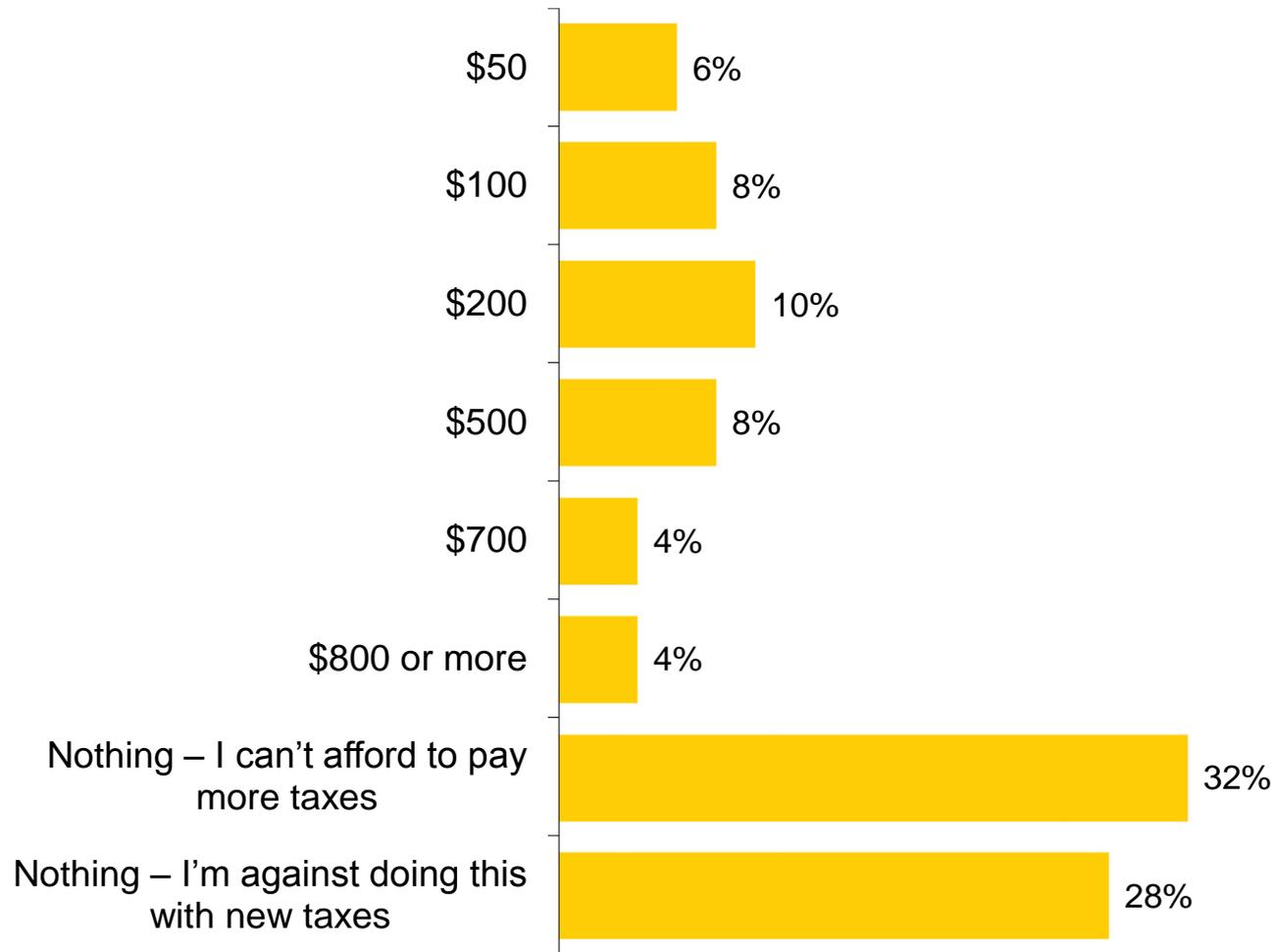
- Liberal supporters (40%) and NDP supporters (35%) vs. PC supporters (13%)

Base: Manitoba adults

TOLERANCE FOR TAX INCREASE TO ELIMINATE POVERTY

Q3. "Let's imagine the provincial government was considering a tax increase to fund some or all of the \$670 million needed to raise everyone above the poverty line. As we mentioned, this would amount to about \$700 more per taxpayer. You personally may pay more or less than this, depending on your income. With this in mind, how much more, if anything, are you personally willing to pay annually in taxes to reduce poverty?" (n=1,000)

Base: Manitoba adults



MOST LIKELY TO SAY THEY CANNOT AFFORD NEW TAXES

● Those in lower income households, <\$30K (52%) vs. higher income households \$100K+ (19%)

MOST LIKELY TO SAY THEY OPPOSE ENDING POVERTY WITH NEW TAXES

● Those in higher income households, \$100K+ (34%) vs. Lower income households <\$30K (17%)

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	18	19	17
45-54 years	19	20	19
55+ years	29	27	31
HOUSEHOLD INCOME			
<\$30K	11	11	12
\$30K-\$59K	22	23	20
\$60K-\$99K	35	34	35
\$100K+	33	32	33
EDUCATION			
High school or less	20	20	19
Some post-secondary	23	23	24
Post-secondary graduate	57	57	57
REGION			
Winnipeg	60	59	61
Rural	40	41	39

Valid responses only
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