

Survey of Winnipeg Residents: Opinions about the City and the New Deal: Follow-up Survey

Methodology

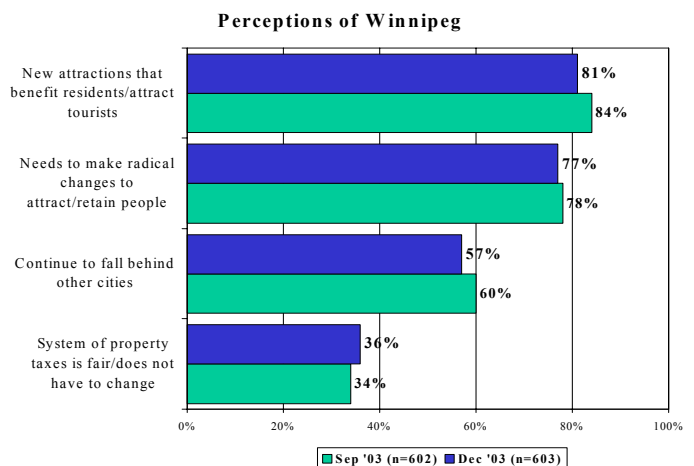
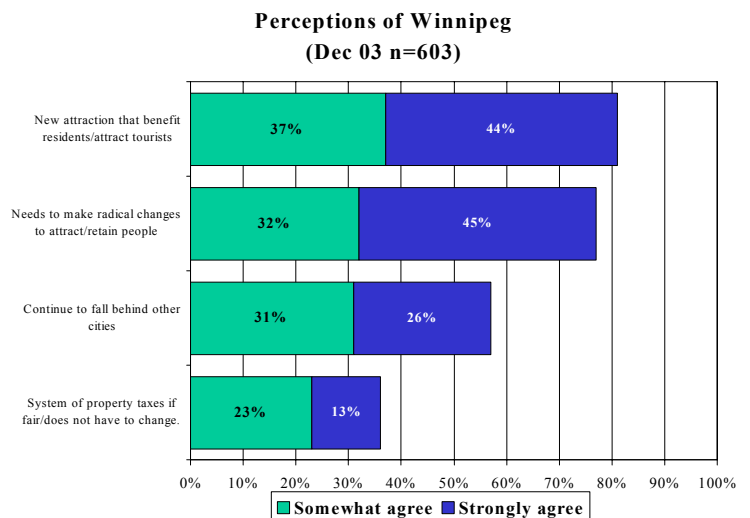
This survey involved a random sample of adult residents living in the City of Winnipeg. Prairie Research Associates (PRA) Inc. interviewed 603 individuals between December 2 and 15, 2003. This occurred after the intensive public consultation and media coverage involving the New Deal. It was a follow-up to a survey conducted in early September, before the proposed “New Deal” was announced. Each of these two surveys provides a theoretical error rate of +/- 4.1%, 19 times out of 20.

Challenges facing the city

We asked respondents whether they agreed or disagreed with a series of statements about the challenges facing the city. Many Winnipeggers appear to recognize that the city faces several challenges.

Almost 8 Winnipeggers in 10 agree (including half who strongly agree) that *Winnipeg has to make some radical changes if it's going to attract and retain people*. Partly, this results from a perception that Winnipeg is not doing as well as other cities; indeed, 6 in 10 agree that *the way things are going Winnipeg would continue to fall behind other cities*. One of the changes respondents appear to support is *the city creating new attractions that will benefit residents and bring tourists to Winnipeg*. Over 8 in 10 agree with this idea, including 44% who strongly agree. Few Winnipeggers believe that the City's main method of raising revenue is fair. Indeed, most Winnipeggers (55%) disagree that the *current system of property taxes is fair and does not have to change* (including almost one-third who strongly disagree).

These results are very similar to those in September 2003. As shown in the figure opposite.



Aware of the proposed New Deal

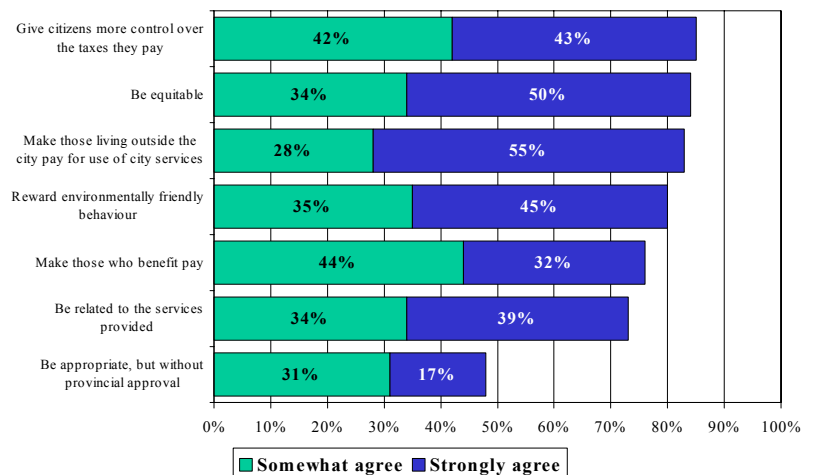
Some three-quarters of Winnipeggers had heard, seen, or read something about the New Deal. Among those who are aware of the New Deal, the most common things they had heard, read, or seen were that the New Deal: meant a reduction of property taxes (32%), involved a user pay system (26%), was a new tax system or involved a new method of collecting revenue (13%), or involved a tax on gasoline (13%) or a garbage fee (13%). Some say that they have only heard bad things about it or that they disagree with the proposed New Deal (15%).

Principles of any new methods of raising money

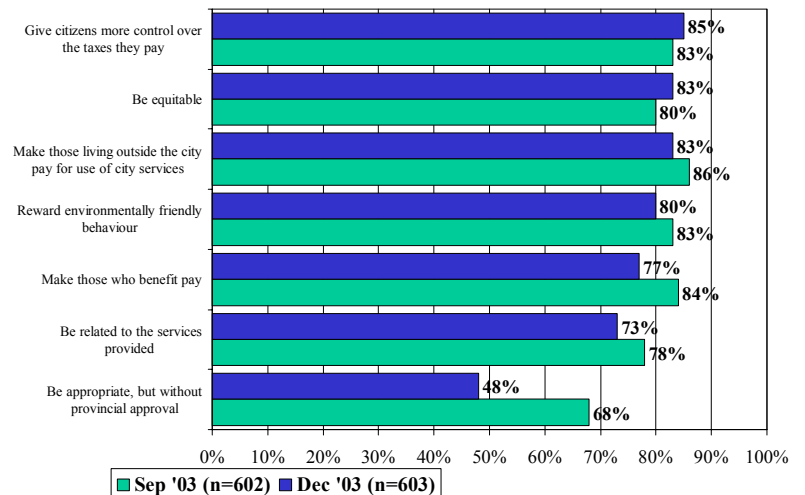
We tested seven principles upon which a new method of raising money might be based. A majority of Winnipeggers at least somewhat support six of these seven principles. The principles that garner the strongest support – each supported at least somewhat by 80% or more – are: *give citizens more control over the taxes they pay* (85% support this principle at least somewhat, including 43% who strongly support it); *be equitable* (50% strongly support it); *making those who live outside the city but use city services help pay for those services* (55% strongly support it); and *people who use more environmentally friendly methods should pay less* (80% support this at least somewhat, including 45% who strongly support it).

Since September 2003, when we first surveyed Winnipeggers, overall support for these principles has remained fairly consistent. Support, while falling slightly (and being more tentative), remained high in all but one case. About half think any new method of raising taxes should *be appropriate, but without provincial approval*. While over two-thirds supported this principle in September, fewer than half supported it in December.

Any new method of raising taxes should... (Dec '03 n=603)



Any new method of raising taxes should...



Support for tax shifting and new revenue sources

We asked respondents to indicate whether they would support or oppose the idea of tax shifting if it meant that the city portion of the property taxes would be reduced by half. Generally, Winnipeggers continue to respond positively to the idea of reducing property taxes and shifting to other sources of revenue. Almost 6 in 10 (59%) support the idea (including 21% who strongly support it), and 1 in 3 opposes it (35%). While support still outweighs opposition to the idea, it has fallen since September 2003 when three-quarters supported the concept.

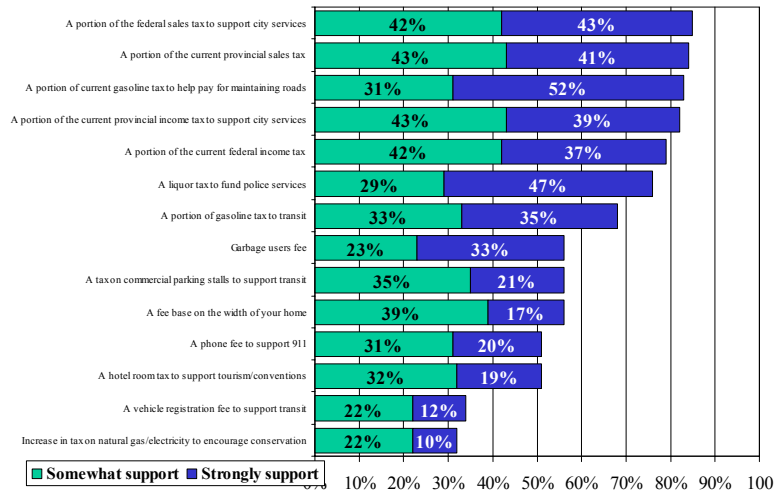
We then asked respondents to consider twelve specific areas in which the City might shift its revenue. If all of these sources were available to the City, it could reduce property taxes by half. In all but two cases, a majority supports – at least somewhat – these methods of shifting taxes.

The greatest support is for those sources that would see existing tax revenue shifted from the province or federal governments to the city. Thus, some 8 in 10 or more respondents support at least somewhat the idea of a portion of the current (provincial and federal) sales taxes going to support services that benefit both residents and visitors, such as policing, roads, arts,

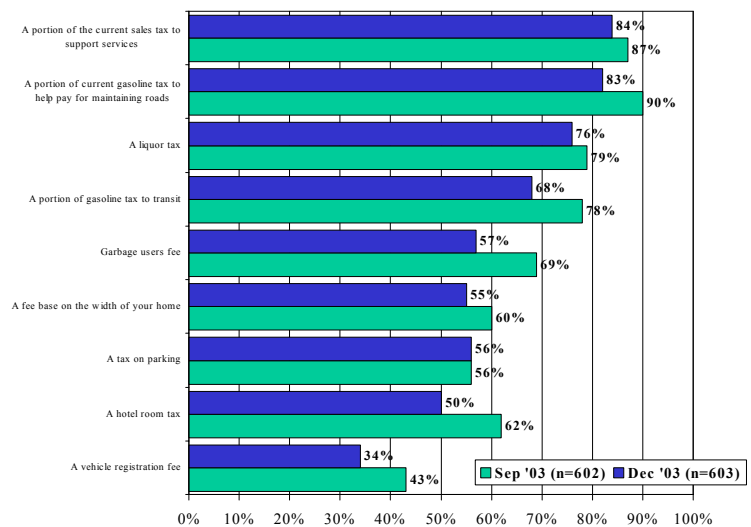
entertainment and culture, etc.; a portion of the current gasoline tax being directed to help pay for maintaining and upgrading roads; and a portion of the (provincial and federal) income tax to support city services. Some 3 in 4 respondents would be somewhat supportive of a liquor tax, and almost 6 in 10 a garbage user fee. Indeed, 47% would strongly support a liquor tax that would help fund police services. The least support – about 1 in 3 – is for a vehicle registration fee that would go to support the transit system and an increase in the tax on natural gas and electricity.

While a majority of Winnipeggers continue to support many of these methods at least somewhat, since September 2003 support has fallen slightly in several cases.¹ While a majority continues to support most of these principles, responses are not as strong; respondents more often qualify their support as “somewhat.”

Shifting taxes to other sources of revenue (Dec '03 n=603)



Shifting taxes to other sources of revenue



¹ Note: only nine of these methods were tested in the September 2003 survey.

Infrastructure needs

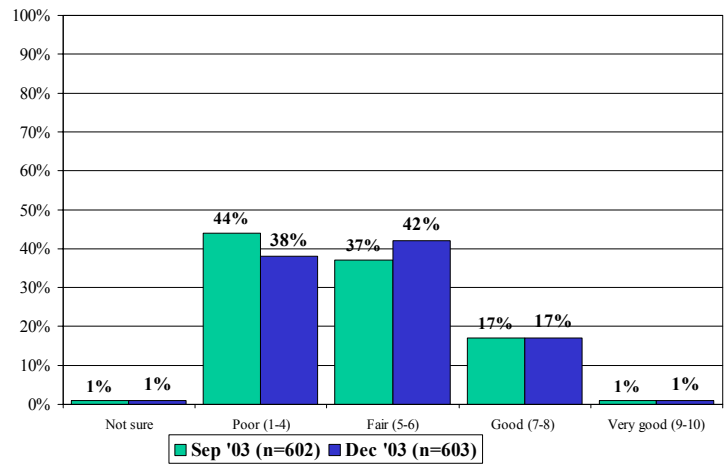
Generally, a majority of Winnipeggers have a poor or fair impression of the infrastructure in their city. Using a scale of 1 to 10, where 1 means very poor condition and 10 means excellent condition, over 8 respondents in 10 rate the city’s infrastructure a 6 or less, suggesting that it is not generally in good condition and that it needs repairs and upgrading. The average rating is just 4.8 out of 10, which is about the same as in September 2003 (4.5).

A majority also believe that it is important for the City to invest more money to repair and upgrade its infrastructure. In fact, more than 3 Winnipeggers in 4 think it is important. On average, respondents think it is very important (average rating of 7.7 out of 10, which is down slightly from September when the average was 8.5).

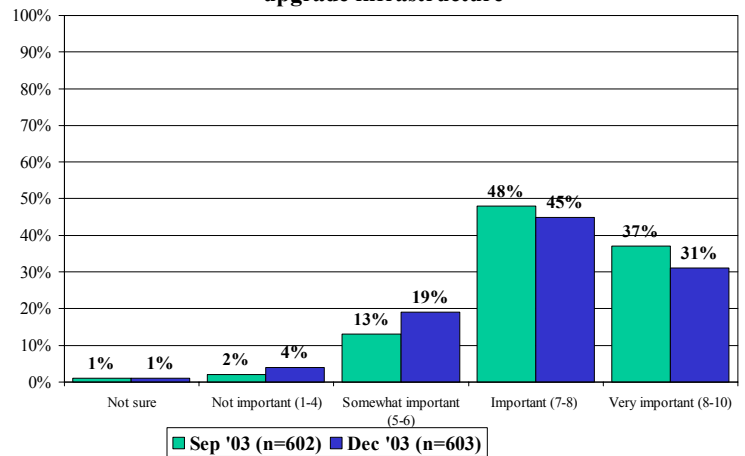
While most Winnipeggers believe that it is important for the City to invest in its infrastructure, 50% of our respondents believe that the City does not have enough money to meet its financial needs when it comes to repairing and upgrading its infrastructure. The other half believes that the City has about the right amount (33%) or more than enough (10%).

This result is almost identical to the findings in September.

Condition of infrastructure in th City of Winnipeg



Importance of investing more money to repair and upgrade infrastructure



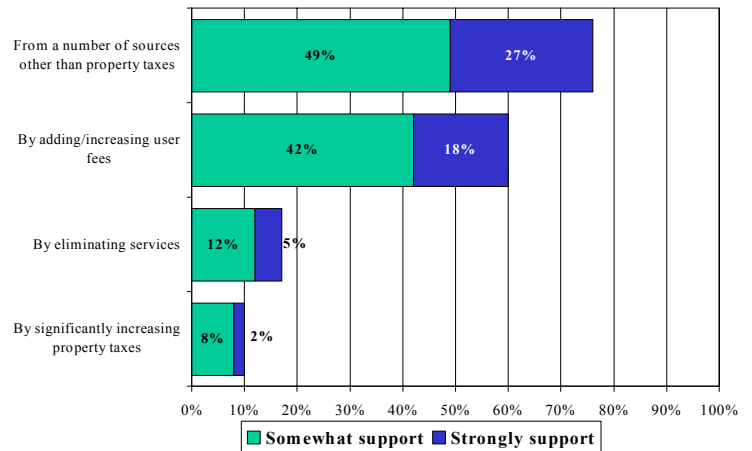
Method of raising money

We explained to respondents that, currently, the City does not raise enough money to repair and upgrade its infrastructure. Given this situation and assuming that the City can do no more with the money it has, we asked respondents to indicate whether they would support or oppose various measures so that more money could be directed to infrastructure repairs and upgrading.

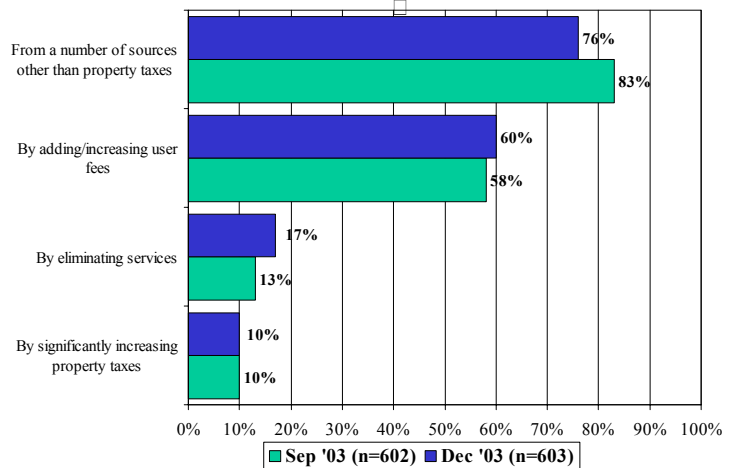
Almost 8 respondents in 10 somewhat or strongly support *increasing revenue from a number of sources other than property taxes*. Conversely, only 1 in 10 supports *significantly increasing property taxes*. *Adding or increasing user fees for specific services* is supported by a majority (60%), but few (17%) support the idea of *eliminating some services*, such as recreation programs and libraries, to free up money for roads and other infrastructure. Indeed, the vast majority opposes this approach, including 63% who strongly oppose it.

Winnipeggers' attitudes toward these various options to raise revenue for infrastructure work have changed little since September 2003. Respondents continue to oppose eliminating services or raising property taxes, and support increasing revenue from a number of sources other than property taxes, including adding or increasing user fees.

Support for various revenue sources (Dec '03 n=603)



Support for various revenue sources

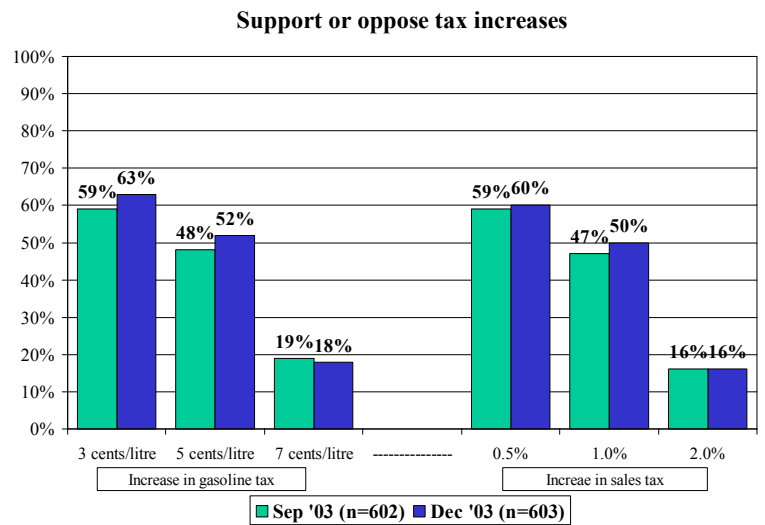


Support for increased taxes directed to support specific services

We asked respondents if they would support or oppose two different tax increases that would be devoted to specific service improvements.

Overall, some 63% would support an **increase** of 3 cents a litre in the gasoline tax if it was devoted to the repair and upgrading of city streets. This drops to 52% if the increase is 5 cents a litre and to 18% if the increase is 7 cents a litre.

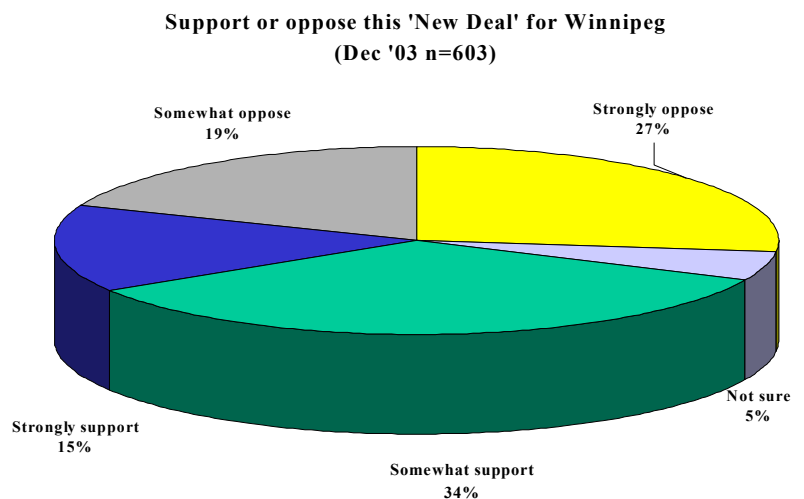
The support for increasing the sales tax is almost identical. Overall, some 60% of Winnipeggers would support an **increase** in the sales tax of half a percent if the money went to support services needed by residents and visitors, such as policing and major roads. Support drops to 50% if the increase in the sales tax was 1% and to 16% if the increase was 2%. These results are almost identical to those in September 2003.



Support for the New Deal

We explained that a "New Deal" for Winnipeg is intended to incorporate many of the principles discussed earlier, including granting greater powers to the City, allowing it to pursue alternative sources of revenue, and shifting away from property taxes to other methods of funding city services. We asked respondents – based on their understanding of this new approach – whether they support or oppose the New Deal. About half of our respondents are open to this approach, saying they support it either somewhat (34%) or strongly (15%).

Age is a factor in whether respondents support the New Deal. A majority of those 18 to 24 years of age (70%) support the New Deal at least somewhat. This compares with about 51% of those 25 to 39, 48% of respondents 40 to 64, and only 38% of those 65 years of age or older.



Support for the New Deal has fallen off since our initial survey in September 2003, when three-quarters supported the idea at least somewhat.

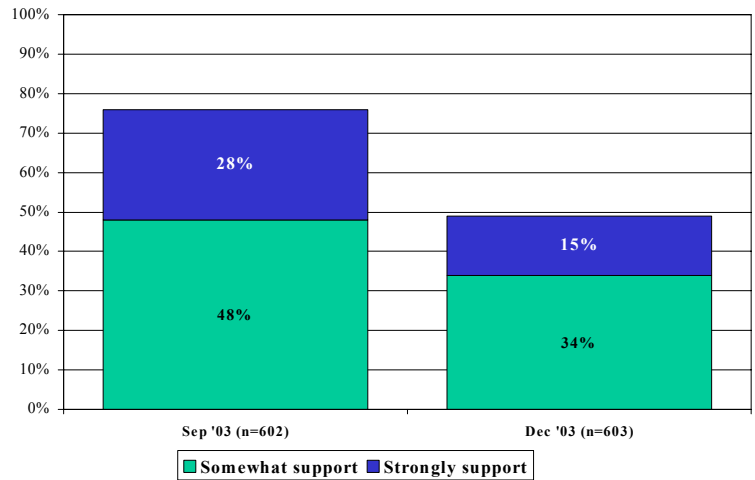
We asked Winnipeggers to tell us, top-of-mind, what, if anything, they like about the New Deal. Their comments were recorded verbatim and then grouped into broad categories. Almost 2 respondents in 3 could name something they liked about the approach. Most commonly, respondents report that they like that: users will pay more (17%); it shifts revenue from property taxes (13%); it is a step in the right direction/something needs to be done (8%); it will result in improved city services (7%); and it will make Winnipeg a better city in general (5%). One-quarter of respondents explicitly say that they do not like anything about the proposed approach.

We also asked respondents to tell us, top-of-mind, what concerns they might have about this approach. About 3 respondents in 4 could name some concern. Some respondents think it would penalize the poor because it is not equitable (14%), while others do not like user fees (5%). Others associate the New Deal with an increase in taxes and say that they: are already overtaxed (10%), think the City should use its current revenue more efficiently (14%), or think the proposed changes will not be revenue neutral (7%). Similarly, several could name specific tax increases that they do not like: garbage fee (4%), higher gasoline tax (4%), increase in sales tax (3%), or the tax on energy (2%). Some say that such an approach will require monitoring to ensure that the City is accountable (10%), and, similarly, some think that the City might abuse these new powers (5%). Some 14% report explicitly having no concerns.

Summary

Having had an opportunity to hear more of the details of the New Deal as presented in the media and at public consultation, Winnipeggers are now split on these proposed changes: half support the concept; half oppose it. That said, most Winnipeggers remain open to most of the principles of tax shifting and continue to support the concept at least somewhat. Respondents also continue to recognize the need to invest in the repair and upgrading of the city's infrastructure. Given that the City needs to find more money to undertake such upgrading, few Winnipeggers support increasing property taxes or eliminating service. Most do support the idea of increasing revenue from a number of other sources. For example, respondents not only support the transfer of provincial and federal tax revenue (current gasoline and sales taxes in particular) to the city, they also support an increase in these taxes if the money is designated for infrastructure improvement or key services. Although it appears that many Winnipeggers are not convinced that the New Deal as they understand it is the best approach, most continue to support key components of it.

Support the 'New Deal' for Winnipeg



SURVEY RESULTS

Survey of Winnipeg Residents

Follow-up December 2003

Hello, this is _____ from Prairie Research Associates, an independent research firm in Winnipeg. Tonight we are calling 600 Winnipeg residents to get their impression of the City and possible changes to the way services are financed.

INTR2. All the information you provide us will be treated as confidential. Nothing you tell us will be linked to you in any way. Are you 18 years of age or older?

| | | |
|-----------|------|---------|
| Yes | 100% | (n=603) |
| No | 0% | (n=0) |

INTR3. Do you work for the City of Winnipeg, the media, or in market research?

| | | |
|-----------|------|---------|
| Yes | 0% | (n=603) |
| No | 100% | (n=0) |

First, I'm going to read a series of statements about the City. As I read the list, I'd like you to tell me whether you agree or disagree with each. The first statement is...(ROTATE QUESTIONS 1-7)

Q1. The way things are going, Winnipeg will continue to fall behind other cities. (PROMPT: Would you say you strongly or somewhat agree/disagree?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 26% | (n=157) |
| Somewhat agree | 31% | (n=188) |
| Somewhat disagree | 27% | (n=165) |
| Strongly disagree | 10% | (n=62) |
| Don't know | 5% | (n=32) |

Q2-3 DROPPED BEFORE SURVEY WAS CONDUCTED

Q4. Our current system of property taxation is fair and does not have to change. (PROMPT: Would you say you strongly or somewhat agree/disagree?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 13% | (n=79) |
| Somewhat agree | 23% | (n=136) |
| Somewhat disagree | 25% | (n=152) |
| Strongly disagree | 30% | (n=182) |
| Don't know | 9% | (n=54) |

Q5. Winnipeg needs to make some radical changes if it's going to attract and retain people. (PROMPT: Would you agree or disagree with this statement? Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly agree..... | 45% | (n=272) |
| Somewhat agree..... | 32% | (n=191) |
| Somewhat disagree..... | 14% | (n=87) |
| Strongly disagree..... | 6% | (n=36) |
| Don't know..... | 3% | (n=17) |

Q7. The city should be creating new attractions that will benefit residents and bring tourists to Winnipeg. (PROMPT: Would you agree or disagree with this statement? Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly agree..... | 44% | (n=267) |
| Somewhat agree..... | 37% | (n=221) |
| Somewhat disagree..... | 11% | (n=67) |
| Strongly disagree..... | 6% | (n=36) |
| Don't know..... | 2% | (n=11) |

N5. Have you heard, seen or read anything about the "New Deal" for the City of Winnipeg?

| | | |
|-----------------|-----|---------|
| Yes..... | 75% | (n=454) |
| No..... | 24% | (n=144) |
| Don't know..... | 1% | (n=5) |

N6. What have you heard, read or seen about the "New Deal" for the City? (RECORD VERBATIM - PROMPT: Is there anything else you've heard?)

| | | |
|---|-----|---------|
| Reduction in property tax: shift away/moves away..... | 32% | (n=143) |
| User pay system/user fees/users will pay..... | 26% | (n=117) |
| Disagree with it/heard bad things/people unhappy..... | 15% | (n=70) |
| New tax system/new way to collect revenue for the city..... | 13% | (n=59) |
| Tax on gasoline..... | 13% | (n=58) |
| Garbage pick up fee..... | 13% | (n=57) |
| Additional provincial sales tax..... | 8% | (n=37) |
| Changing taxes/shifting taxes..... | 7% | (n=34) |
| Decrease transit fee..... | 5% | (n=22) |
| Nothing but a tax grab/already over taxed..... | 5% | (n=24) |
| Will improve city service: infrastructure, roads, police..... | 4% | (n=17) |
| Dead now/province won't cooperate..... | 4% | (n=17) |
| Against raising taxes on hydro/gas..... | 4% | (n=19) |
| Don't like user fees/don't want to/ cant pay more..... | 4% | (n=18) |
| Tax on liquor/tobacco..... | 3% | (n=15) |
| Frontage levy (fee)..... | 3% | (n=15) |
| Names source of information..... | 3% | (n=13) |
| Unrelated to New Deal..... | 3% | (n=14) |
| Would be good/good idea/like concept..... | 2% | (n=8) |
| Tax on hotel rooms..... | 2% | (n=10) |
| Lower business tax/remove business tax/tax break..... | 2% | (n=10) |
| Current tax dollar should be used more efficiently..... | 1% | (n=6) |
| Other..... | 2% | (n=7) |

Currently, the City has two main sources of revenue: property taxes and user fees. Rather than relying on just these two, the City would like to expand the number of methods available to pay for services. It could then reduce the amount people pay in property taxes.

The City is attempting to choose new methods that reflect the values of the community. I'm going to read a list of principles, and as I read each, please tell me if you agree or disagree with each. Would you agree or disagree that... (ROTATE QUESTIONS 22-29). Any new method of raising money should:

Q22. Be equitable, that is, be based on someone's ability to pay (PROMPT: Would that be strongly or somewhat?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 50% | (n=300) |
| Somewhat agree | 34% | (n=203) |
| Somewhat disagree | 8% | (n=50) |
| Strongly disagree | 7% | (n=39) |
| Don't know | 2% | (n=11) |

Q24. Allow the city to raise appropriate revenue for its service without the need of provincial approval. (PROMPT: Would that be strongly or somewhat?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 17% | (n=99) |
| Somewhat agree | 31% | (n=188) |
| Somewhat disagree | 23% | (n=140) |
| Strongly disagree | 24% | (n=146) |
| Don't know | 5% | (n=30) |

Q25. Make those who benefit from a service pay for it. (PROMPT: Would that be strongly or somewhat?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 32% | (n=195) |
| Somewhat agree | 44% | (n=268) |
| Somewhat disagree | 14% | (n=81) |
| Strongly disagree | 7% | (n=40) |
| Don't know | 3% | (n=19) |

Q26. Allow people who choose more environmentally friendly methods of transportation and waste disposal to PAY LESS. (PROMPT: Would that be strongly or somewhat?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 45% | (n=271) |
| Somewhat agree | 35% | (n=209) |
| Somewhat disagree | 9% | (n=53) |
| Strongly disagree | 7% | (n=41) |
| Don't know | 5% | (n=29) |

Q27. Make people who live outside the City but use the City's services help pay for those services. (PROMPT: Such as roads, police, and parks) (PROMPT: Would that be strongly or somewhat?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 55% | (n=332) |
| Somewhat agree | 28% | (n=168) |
| Somewhat disagree | 7% | (n=43) |
| Strongly disagree | 9% | (n=52) |
| Don't know | 1% | (n=8) |

Q28. Be related to the services provided, for example, a gasoline tax to pay for streets and roads. (PROMPT: Would that be strongly or somewhat?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 39% | (n=233) |
| Somewhat agree | 34% | (n=206) |
| Somewhat disagree | 9% | (n=56) |
| Strongly disagree | 16% | (n=99) |
| Don't know | 2% | (n=9) |

Q29. Give citizens more control over the taxes they pay. (PROMPT: For example, reduce paying gasoline taxes by taking transit.) (PROMPT: Would that be strongly or somewhat?)

| | | |
|-------------------------|-----|---------|
| Strongly agree | 43% | (n=259) |
| Somewhat agree | 42% | (n=251) |
| Somewhat disagree | 7% | (n=44) |
| Strongly disagree | 5% | (n=33) |
| Don't know | 3% | (n=17) |

I'd like you to think about shifting taxes, not increasing taxes. The idea of tax shifting is to adopt the principles just mentioned. The intention is NOT to increase revenue, but generate the same amount overall, but from a wider variety of sources.

The City wants to reduce the amount homeowners and renters pay in the form of property taxes. If the city portion of property taxes were reduced significantly - say, by half - new sources of revenue would be required. (PROMPT: About half of property taxes go to the city, half to education.)

Q35. Generally, do you support or oppose reducing property taxes and shifting to other forms of taxation and fees? (Would you say you strongly or somewhat support/oppose it?)

| | | |
|------------------------|-----|---------|
| Strongly support | 21% | (n=127) |
| Somewhat support | 38% | (n=227) |
| Somewhat oppose | 16% | (n=94) |
| Strongly oppose | 19% | (n=114) |
| Don't know | 7% | (n=41) |

Now I'd like you to consider 10 specific areas in which city services could be funded differently. If all of these sources were available to the City, it could reduce the city portion of property tax by half. If it did not have access to any one of these, property taxes could not be reduced by as much. Please tell me if you support or oppose each of the following taxes and user fees. (ROTATE QUESTIONS 36-43A).
Would you support or oppose...

Q36. Garbage user fees for garbage collection; to encourage recycling and reduce waste. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 33% | (n=200) |
| Somewhat support | 23% | (n=141) |
| Somewhat oppose | 12% | (n=71) |
| Strongly oppose | 30% | (n=184) |
| Don't know | 1% | (n=7) |

Q37. A portion of the current gasoline tax to help pay for maintaining and repairing roads. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 52% | (n=311) |
| Somewhat support | 31% | (n=187) |
| Somewhat oppose | 5% | (n=33) |
| Strongly oppose | 11% | (n=68) |
| Don't know | 1% | (n=4) |

Q38. A hotel room tax to support tourism and convention development. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 19% | (n=112) |
| Somewhat support | 32% | (n=191) |
| Somewhat oppose | 20% | (n=121) |
| Strongly oppose | 27% | (n=165) |
| Don't know | 3% | (n=15) |

Q39. A liquor tax to help fund police services, since alcohol abuse often requires police response. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 47% | (n=283) |
| Somewhat support | 29% | (n=174) |
| Somewhat oppose | 10% | (n=62) |
| Strongly oppose | 13% | (n=81) |
| Don't know | 1% | (n=3) |

Q40. A portion of the current gasoline tax to help pay for upgrading and improving public transit. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 35% | (n=210) |
| Somewhat support | 33% | (n=197) |
| Somewhat oppose | 14% | (n=85) |
| Strongly oppose | 16% | (n=96) |
| Don't know | 2% | (n=14) |

N20. An increase in the natural gas and electricity tax to encourage energy conservation? (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 10% | (n=59) |
| Somewhat support | 22% | (n=130) |
| Somewhat oppose | 21% | (n=127) |
| Strongly oppose | 46% | (n=276) |
| Don't know | 2% | (n=11) |

N21. A phone fee to support the 9-1-1 emergency dispatch service? (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 20% | (n=123) |
| Somewhat support | 31% | (n=189) |
| Somewhat oppose | 14% | (n=82) |
| Strongly oppose | 33% | (n=200) |
| Don't know | 2% | (n=9) |

Q41. A vehicle registration fee to help pay for upgrading and improving public transit. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 12% | (n=72) |
| Somewhat support | 22% | (n=135) |
| Somewhat oppose | 20% | (n=117) |
| Strongly oppose | 44% | (n=265) |
| Don't know | 2% | (n=14) |

Q42. A tax on commercial parking stalls that would be used to help pay for public transit. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 21% | (n=125) |
| Somewhat support | 35% | (n=210) |
| Somewhat oppose | 16% | (n=98) |
| Strongly oppose | 24% | (n=142) |
| Don't know | 5% | (n=29) |

Q43A. A fee based on the width of residential lots to help pay for residential roads. (PROMPT: Similar to the current fee based on lot width that helps to pay for sewers.) (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 17% | (n=101) |
| Somewhat support | 39% | (n=232) |
| Somewhat oppose | 18% | (n=108) |
| Strongly oppose | 22% | (n=134) |
| Don't know | 5% | (n=28) |

There have been some discussions about the responsibilities that the federal and provincial governments have to cities in general, and the services those cities provide.

N25. Would you support or oppose... A portion of the current PROVINCIAL SALES TAX being used to support city services. (PROMPT: A portion of the current PST) (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 41% | (n=247) |
| Somewhat support | 43% | (n=261) |
| Somewhat oppose | 6% | (n=38) |
| Strongly oppose | 6% | (n=37) |
| Don't know | 3% | (n=20) |

N26. Would you support or oppose... A portion of the FEDERAL SALES TAX being used to support city services. (PROMPT: A portion of the current GST.) (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 43% | (n=258) |
| Somewhat support | 42% | (n=256) |
| Somewhat oppose | 5% | (n=31) |
| Strongly oppose | 6% | (n=34) |
| Don't know | 4% | (n=24) |

N27. Would you support or oppose... A portion of current PROVINCIAL INCOME TAX being used to support city services. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 39% | (n=234) |
| Somewhat support | 43% | (n=261) |
| Somewhat oppose | 8% | (n=47) |
| Strongly oppose | 7% | (n=39) |
| Don't know | 4% | (n=22) |

N28. Would you support or oppose... A portion of current FEDERAL INCOME TAX being used to support city services. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 37% | (n=225) |
| Somewhat support | 42% | (n=256) |
| Somewhat oppose | 8% | (n=51) |
| Strongly oppose | 8% | (n=47) |
| Don't know | 4% | (n=25) |

Q8. Generally, how would you rate the infrastructure in the City of Winnipeg, that is, the roads, sewers, and recreational facilities? Please use a scale of 1 to 10 where 1 means in very poor condition, badly in need of upgrading and repair, and 10 means in excellent condition, needing no upgrading or repair. (PROMPT: Please consider the infrastructure overall.)

| | | |
|------------------------------|-----|---------|
| 01 Very poor condition | 8% | (n=47) |
| 02 | 4% | (n=27) |
| 03 | 11% | (n=69) |
| 04 | 15% | (n=88) |
| 05 | 22% | (n=135) |
| 06 | 20% | (n=120) |
| 07 | 14% | (n=83) |
| 08 | 3% | (n=20) |
| 09 | 1% | (n=5) |
| 10 Excellent condition | <1% | (n=2) |
| Don't know | 1% | (n=7) |
| Mean: 4.8 | | |

Q15. How important do you think it is for the City to invest MORE money to repair and upgrade the infrastructure? Use a scale of 1 to 10, where 1 means not important at all and 10 means extremely important.

| | | |
|-------------------------------|-----|---------|
| 01 Not important at all | 1% | (n=4) |
| 02 | <1% | (n=2) |
| 03 | <1% | (n=2) |
| 04 | 3% | (n=15) |
| 05 | 9% | (n=54) |
| 06 | 10% | (n=59) |
| 07 | 19% | (n=113) |
| 08 | 27% | (n=160) |
| 09 | 10% | (n=60) |
| 10 Extremely important | 21% | (n=125) |
| Don't know | 1% | (n=9) |
| Mean: 7.7 | | |

Q16. Now thinking about the City's ability to pay for infrastructure repair and upgrading, as well as other priorities such as policing... Based on what you have heard, read, or seen, do you think the City of Winnipeg has more than enough money, about the right amount of money, or not enough money to meet its financial needs?

| | | |
|--------------------------------------|-----|---------|
| More than enough money | 10% | (n=58) |
| About the right amount of money..... | 33% | (n=198) |
| Not enough money..... | 50% | (n=299) |
| Don't know | 8% | (n=49) |

Currently, the City of Winnipeg DOES NOT RAISE enough money to maintain and upgrade the city's infrastructure. Assuming the City cannot do any more with the money it currently has, Winnipeg needs additional funds to make the required investments in roads, transit, recreational, and safety services.

I'm going to read some options available to the city to raise the funds to make those investments. As I read each, please tell me if you would support or oppose this option. Do you support or oppose...(ROTATE QUESTIONS 18-21)

Q18. Eliminating some services, such as recreation programs and libraries in order to free up money for roads and other infrastructure. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 5% | (n=28) |
| Somewhat support | 12% | (n=74) |
| Somewhat oppose | 18% | (n=111) |
| Strongly oppose | 63% | (n=380) |
| Don't know | 2% | (n=10) |

Q19. Significantly increasing property taxes. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 2% | (n=10) |
| Somewhat support | 8% | (n=48) |
| Somewhat oppose | 22% | (n=133) |
| Strongly oppose | 67% | (n=404) |
| Don't know | 1% | (n=8) |

Q20. Adding or increasing user fees for specific services. (PROMPT: Such as recreation programs and garbage collection) (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 18% | (n=105) |
| Somewhat support | 42% | (n=256) |
| Somewhat oppose | 15% | (n=91) |
| Strongly oppose | 24% | (n=141) |
| Don't know | 2% | (n=9) |

Q21. Increasing revenue from a number of sources other than property taxes. (PROMPT: Would that be strongly or somewhat?)

| | | |
|------------------------|-----|---------|
| Strongly support | 27% | (n=162) |
| Somewhat support | 49% | (n=294) |
| Somewhat oppose | 7% | (n=44) |
| Strongly oppose | 11% | (n=66) |
| Don't know | 6% | (n=38) |

Now I'd like you to think about how the city might INCREASE revenues. The City is facing a significant challenge in repairing major roads and local streets. To make the repairs that are needed, the City requires new money. One alternative is to increase the gasoline tax, making those who use the roads most contribute more.

Q44. Would you support or oppose an increase in the gasoline tax of 5 cents a litre if it was devoted to the repair and upgrading of city streets?

| | | |
|------------------|-----|---------|
| Support..... | 52% | (n=315) |
| Oppose..... | 47% | (n=282) |
| Don't know | 1% | (n=6) |

Q45. Would you support or oppose an increase in the gasoline tax of 7 cents a litre for this same purpose?

| | | |
|------------------|-----|---------|
| Support..... | 18% | (n=106) |
| Oppose..... | 81% | (n=486) |
| Don't know | 2% | (n=11) |

Q46. Would you support or oppose an increase in the gasoline tax of 3 cents a litre for this same purpose?

| | | |
|------------------|-----|---------|
| Support..... | 63% | (n=380) |
| Oppose..... | 36% | (n=215) |
| Don't know | 1% | (n=8) |

The City is also facing a shortfall in funding other essential services. Another method of increasing revenue is to raise the sales tax and direct that new money to support services needed by residents and visitors, such as policing and major roads.

Q46A. Would you support or oppose an increase to the sales tax of 1% if it went to support policing and major roads? (PROMPT: The sales tax would increase from 7 to 8%.)

| | | |
|------------------|-----|---------|
| Support..... | 50% | (n=299) |
| Oppose..... | 49% | (n=297) |
| Don't know | 1% | (n=6) |

Q46B. Would you support or oppose an increase in the sales tax of 2%? (PROMPT: The sales tax would increase from 7 to 9%.)

| | | |
|------------------|-----|---------|
| Support..... | 16% | (n=99) |
| Oppose..... | 82% | (n=497) |
| Don't know | 1% | (n=7) |

Q46C. Would you support or oppose an increase in the sales tax of half a percent? (PROMPT: The sales tax would increase from 7 to 7.5%.)

| | | |
|------------------|-----|---------|
| Support..... | 60% | (n=359) |
| Oppose..... | 40% | (n=239) |
| Don't know | 1% | (n=5) |

The Mayor and City Council have been making the case for a "New Deal" for Winnipeg. The "New Deal" is intended to incorporate many of the principles discussed earlier - including granting greater powers to the City, allowing it to pursue alternative sources of revenue and shifting away from property taxes to other methods of funding city services.

The Mayor and City Council believe that this is critical to improving the quality of life in the city and generally making Winnipeg a better place to live.

Q47. Based on your understanding of the new approach, do you oppose or support this "New Deal" for Winnipeg? (PROMPT: The "New Deal" -includes granting greater powers to the City, allowing it to pursue alternative sources of revenue and shifting away from property taxes to other methods of funding city services.) (PROMPT: Would you say you strongly or somewhat support/oppose it?)

| | | |
|-----------------------|-----|---------|
| Strongly support..... | 15% | (n=88) |
| Somewhat support..... | 34% | (n=206) |
| Somewhat oppose..... | 19% | (n=112) |
| Strongly oppose..... | 27% | (n=165) |
| Don't know..... | 5% | (n=32) |

Q48. What, if anything, do you like about this approach? (DO NOT READ – RECORD ALL MENTIONS)

| | | |
|---|-----|---------|
| Nothing..... | 27% | (n=160) |
| Users will pay/more will pay/more fair..... | 17% | (n=99) |
| Diversifies away from Property Tax: shift away..... | 13% | (n=79) |
| Old system not working/something had to be done..... | 8% | (n=48) |
| Will improve city service: roads/police..... | 7% | (n=39) |
| Make Winnipeg a better city: keep/bring people..... | 5% | (n=31) |
| Trying to find new options for raising money..... | 4% | (n=25) |
| Gas tax..... | 4% | (n=22) |
| Shows leadership: pro-active/progressive/new ideas..... | 3% | (n=16) |
| Would be good/good idea/like concept..... | 3% | (n=19) |
| Liked the consultation process..... | 3% | (n=20) |
| Garbage tax..... | 3% | (n=20) |
| Using money from province/feds..... | 3% | (n=16) |
| Environmental taxes/recycling..... | 3% | (n=16) |
| Suggestions..... | 3% | (n=16) |
| Empowers gov't/more municipal power..... | 2% | (n=9) |
| People outside city paying for services..... | 2% | (n=9) |
| Transit fare going down..... | 2% | (n=9) |
| Alcohol tax..... | 2% | (n=9) |
| Negative responses..... | 2% | (n=11) |
| Hotel tax..... | 1% | (n=6) |
| Increase in sales tax..... | 1% | (n=4) |
| Things liked about this approach..... | 1% | (n=4) |
| Don't know..... | 10% | (n=62) |

Q49. What concerns, if any, do you have about this approach? (RECORD READ – RECORD ALL MENTIONS)

| | | |
|--|-----|--------|
| No concerns | 14% | (n=87) |
| Use current tax dollar differently/more efficiently | 14% | (n=83) |
| Penalizes poor/low income/not equitable | 14% | (n=85) |
| Requires monitoring/fiscal accountability | 10% | (n=59) |
| Nothing but a tax grab/already over taxed | 10% | (n=58) |
| Not well thought out/didn't like approach | 8% | (n=50) |
| Costs more in long run/won't be revenue-neutral | 7% | (n=39) |
| Might become excessive/might be abused | 5% | (n=30) |
| Don't like user fees/don't want to pay more | 5% | (n=33) |
| Against garbage fee | 4% | (n=24) |
| Against higher gasoline prices | 4% | (n=21) |
| Need more explanation/information | 3% | (n=18) |
| Current dissatisfaction with government/no confidence | 3% | (n=18) |
| Equality of the approach/pay fair share | 3% | (n=17) |
| Getting provincial/federal support | 3% | (n=18) |
| Against higher sales tax | 3% | (n=20) |
| People will move if taxes too high | 2% | (n=10) |
| Personal implications of the deal | 2% | (n=12) |
| Against taxing energy: gas, hydro | 2% | (n=14) |
| Renters won't get a break | 2% | (n=13) |
| Against library/recreation fee hikes | 2% | (n=13) |
| Tourists will be deterred | 2% | (n=9) |
| Don't want city with more control/don't want city autonomy | 1% | (n=7) |
| Fatalism: nothing will change/all for nothing | 1% | (n=7) |
| Need input from public/consult public | 1% | (n=8) |
| Against the administration costs to organize new taxes | 1% | (n=8) |
| That it will not pass/be defeated | 1% | (n=5) |
| Other concerns | 7% | (n=44) |
| Don't know | 8% | (n=45) |

Now I have just a few background questions.

Q51. Currently, do you rent or own your home?

| | | |
|-------------------------|-----|---------|
| Own | 71% | (n=427) |
| Rent | 24% | (n=144) |
| Live with parents | 4% | (n=22) |
| Don't know | 2% | (n=10) |

If Q51 = Own

N49. If you were to sell your home today, roughly how much would you expect it to sell for?

| | | |
|------------------------------|-----|---------|
| \$50,000 or less | 4% | (n=17) |
| \$50,000 to \$100,000 | 26% | (n=110) |
| \$100,000 to \$150,000 | 37% | (n=159) |
| Over \$150,000 | 25% | (n=108) |
| Don't know | 8% | (n=34) |

If Q51 = Rent

N50. What is the monthly rent paid for your home? (READ)

| | | |
|------------------------|-----|--------|
| \$250 or less..... | 2% | (n=2) |
| \$250 to \$400 | 16% | (n=23) |
| \$400 to \$500 | 25% | (n=36) |
| \$500 to \$750 | 39% | (n=56) |
| \$750 to \$1,000 | 7% | (n=9) |
| Over \$1,000 | 2% | (n=3) |
| Don't know | 10% | (n=15) |

Q56. In what year were you born?

| | | |
|-------------------|-----|---------|
| 18 to 24 | 12% | (n=71) |
| 25 to 39 | 28% | (n=167) |
| 40 to 64 | 41% | (n=248) |
| 65 and over | 16% | (n=98) |
| No Response | 3% | (n=19) |
| Mean: 45.5 | | |

Q57. What is the highest level of education you have completed?

| | | |
|--|-----|---------|
| Less than high school | 12% | (n=72) |
| Completed high school | 24% | (n=143) |
| Community college/Technical/Some University..... | 28% | (n=170) |
| University graduate | 34% | (n=204) |
| Don't know | 2% | (n=13) |

Q58. Please tell me the first three characters of your postal code.

| | | |
|-----------------|-----|---------|
| Inner city..... | 26% | (n=154) |
| Outer city..... | 74% | (n=449) |

Q59. Would you say that your total household income before taxes is... (READ)

| | | |
|------------------------------------|-----|---------|
| Less than \$30,000..... | 18% | (n=107) |
| Between \$30,000 and \$60,000 | 30% | (n=178) |
| Between \$60,000 and \$80,000 | 16% | (n=94) |
| More than \$80,000 | 21% | (n=128) |
| Don't know | 16% | (n=95) |

Record gender – do not ask

| | | |
|--------------|-----|---------|
| Female | 52% | (n=310) |
| Male | 48% | (n=290) |

Those are all the questions I have.

On behalf of Prairie Research Associates and the City of Winnipeg,
I'd like to thank you for helping us by taking the time to do this survey.