

News Release

Majority of Manitobans say marijuana revenue should go to municipalities

Winnipeg, January 11, 2018 - The numbers are in, and they indicate strong support amongst Manitobans for sharing of revenue from the sale of marijuana with municipalities.

The Association of Manitoba Municipalities (AMM) recently commissioned a Probe Research poll asking how much, if any, of the revenue from marijuana should be earmarked for municipalities.

According to President Chris Goertzen, the AMM expects significant increases to policing and other costs to emerge from the legalization of cannabis. “We know there is some debate over where this new money should be spent,” he explains, “and we wanted to gauge how much Manitobans feel should go toward these increased costs for municipalities.”

Out of 1,000 respondents, 59% indicated that municipalities should get between one-half and all of the revenue from the sale of marijuana.

Only 24% of Manitobans felt municipalities should get less than one-half of the revenue, and 16% were unsure.

Federation of Canadian Municipalities President Jenny Gerbasi was also on hand to discuss cannabis revenue-sharing. Late last year, the FCM advocated that one-third of cannabis excise tax revenues flow to municipalities. In response, the federal government agreed to release half of its share to the provinces specifically to support municipal costs. That step began a dialogue among orders of government to ensure municipalities have the right tools to implement this federal commitment from day one.

President Goertzen is encouraged by the results of the AMM’s poll. “These numbers show that Manitobans are concerned about the increased costs of cannabis legalization and their local government’s ability to pay for it,” he says.

“This is just another example of how municipalities deserve a “fair share” of revenues, and our citizens support this.”

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MUNICIPAL TAX SHARING

DEC. 2017



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 Association of Manitoba Municipalities.

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.

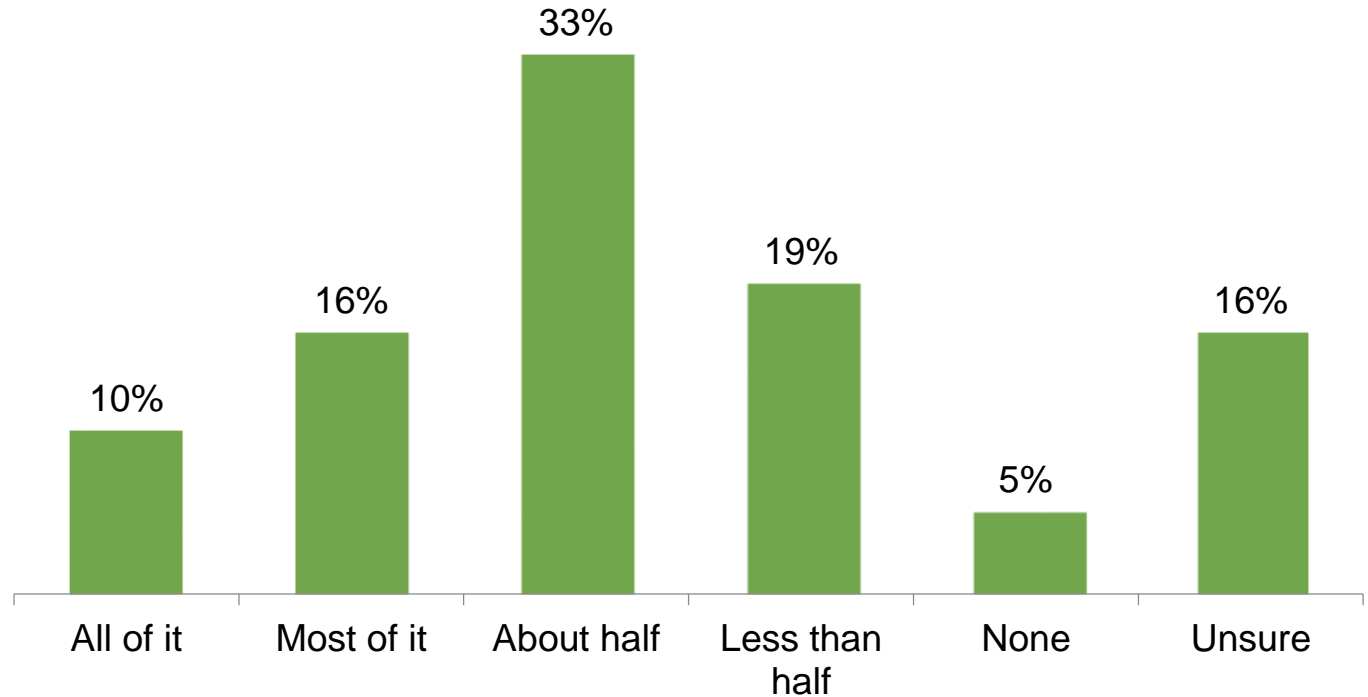


Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

STRONG SUPPORT FOR MARIJUANA REVENUE SHARING

Q1. "The provincial government will soon be receiving new revenues from the legalization of marijuana. There is some debate over where this new money should be spent. Municipalities have asked for a share of the revenue from marijuana sales to offset policing costs. In your view, how much, if any, of the revenue from marijuana should be earmarked for municipalities?" (n=1,000)

Base: Manitoba adults



Most likely to say municipalities should receive at least one-half of marijuana revenue:

- Older adults, those 55+ (66%) vs. younger adults under 35 (54%)
- Homeowners (62%) vs. renters (51%)

PROFILE OF RESPONDENTS

| | TOTAL | MEN | WOMEN |
|--|-------|-----|-------|
|--|-------|-----|-------|

(n=1,000) (n=484) (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 |

DK/NS Removed