

Manitoba Hydro Public Issues Survey

Prepared for the Canadian Union of Public Employees (CUPE)



CUPE / Canadian Union
of Public Employees

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RESEARCH INC.

Survey Background and Methodology

- The Canadian Union of Public Employees commissioned Probe Research Inc. to conduct an online survey of 540 Manitoba adults regarding their perceptions of Manitoba Hydro.
 - The survey included questions pertaining to privatization (and the need to debate this issue during the upcoming provincial election), charging “market” electricity rates and the routing of the proposed BiPole III transmission line.
- The survey was conducted between May 27 and June 1, 2011 among 540 Manitoba adults. Survey respondents are members of Probe Research’s online panel, who have been randomly recruited via telephone. As an incentive to participate in the survey, respondents were provided with an opportunity to win one of four cash prizes.
- The results have been statistically weighted according to the most recent Statistics Canada data regarding age, sex and region in order to ensure that the survey sample is representative of the entire adult population of Manitoba.
- Because an online sample constitutes a sample of convenience, no margin of error can be ascribed.
 - A randomly-recruited telephone survey of the same population would have a margin of error of +/- 4.3%, 19 times out of 20.



Profile of Respondents

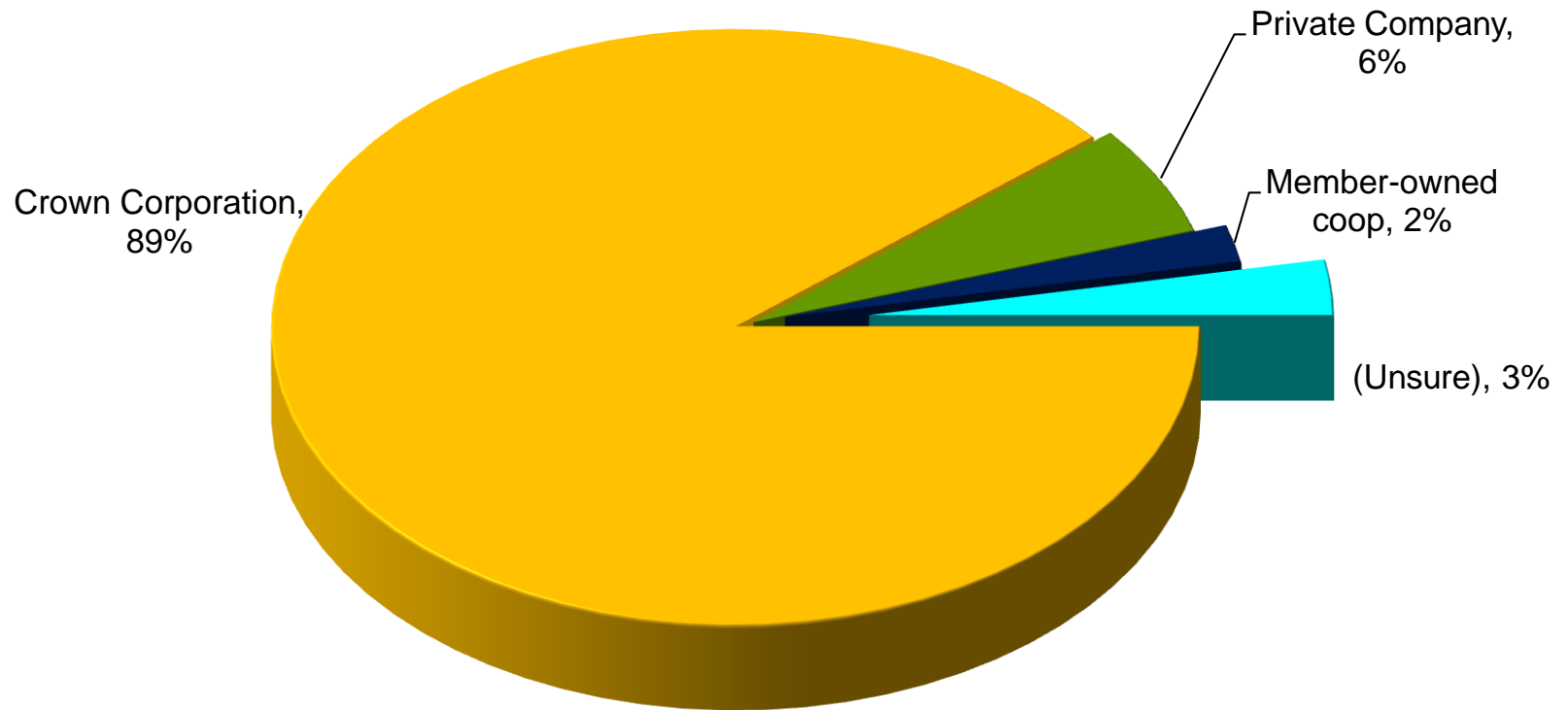
(Bases)	%	n
REGION		
Winnipeg	60	316
Non-Winnipeg	40	209
GENDER		
Male	47	251
Female	53	286
AGE		
18-34	26	137
35-54	39	206
55+	36	190
EDUCATION		
High School or Less	9	52
Some/Incomplete Post-Secondary	27	141
University/College Graduate	64	343
INCOME		
<\$30K	12	57
\$30K-\$59K	27	126
\$60K-\$99K	31	144
\$100K+	30	137



NB: Percentages may not add up to exactly 100% due to rounding

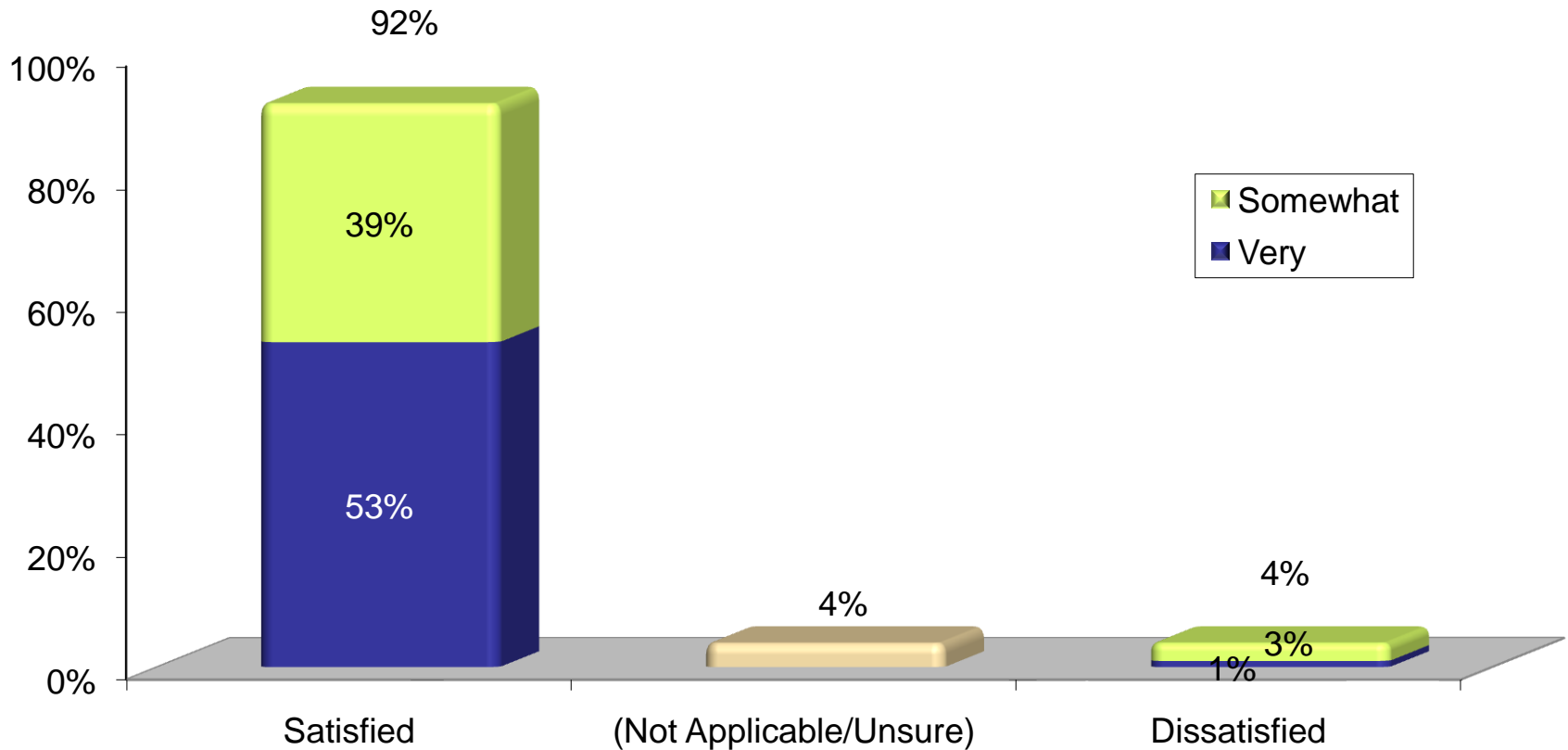
Awareness of Manitoba Hydro's Status

Q.H1. "Manitoba Hydro generates electricity from northern hydroelectric dams and provides both electricity and natural gas to Manitoba households. To the best of your knowledge, is Manitoba Hydro...?" (n=540)



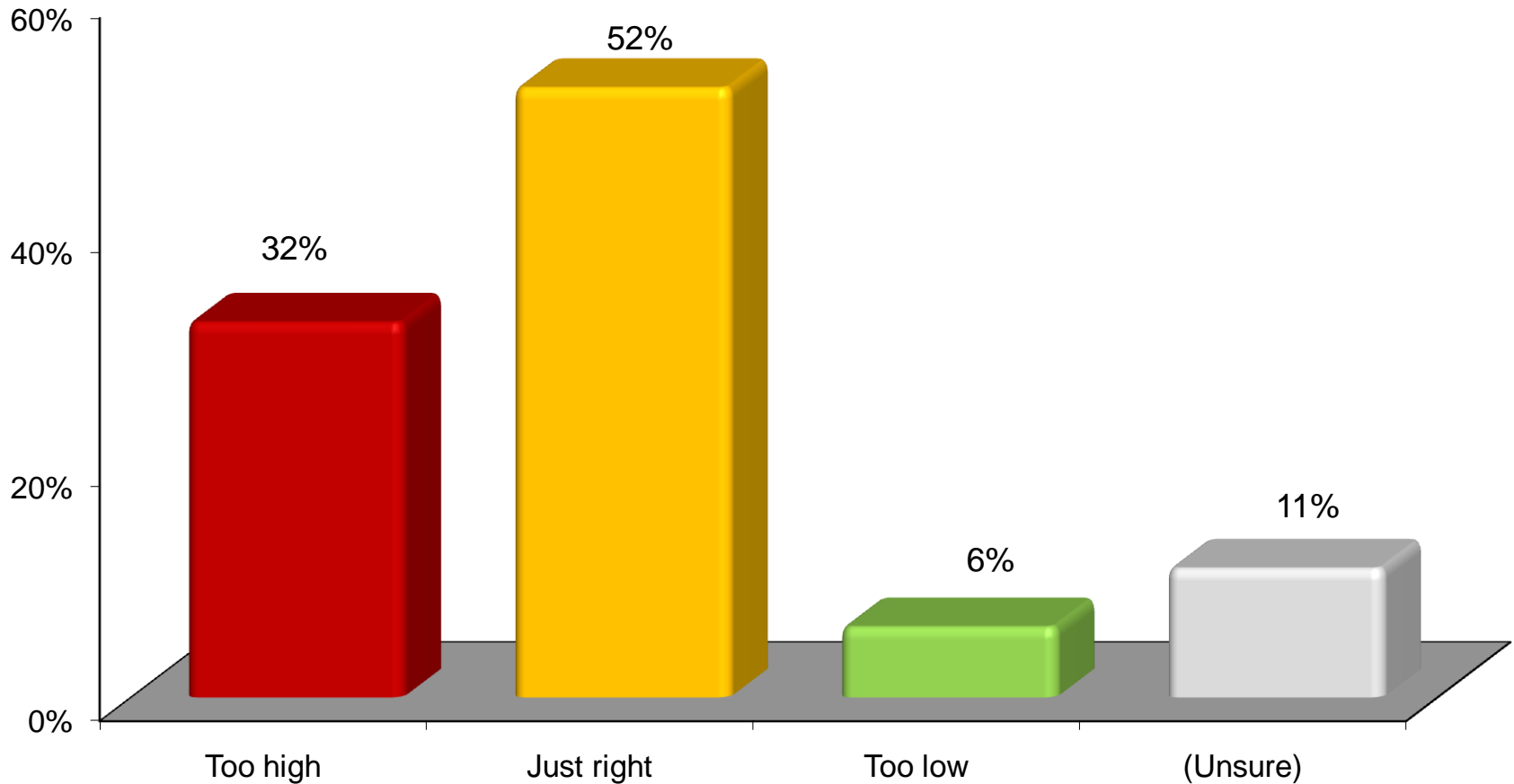
Satisfaction With Manitoba Hydro

QH2. "Overall, how satisfied are you with the services you receive from Manitoba Hydro. Are you...?" (n=540)



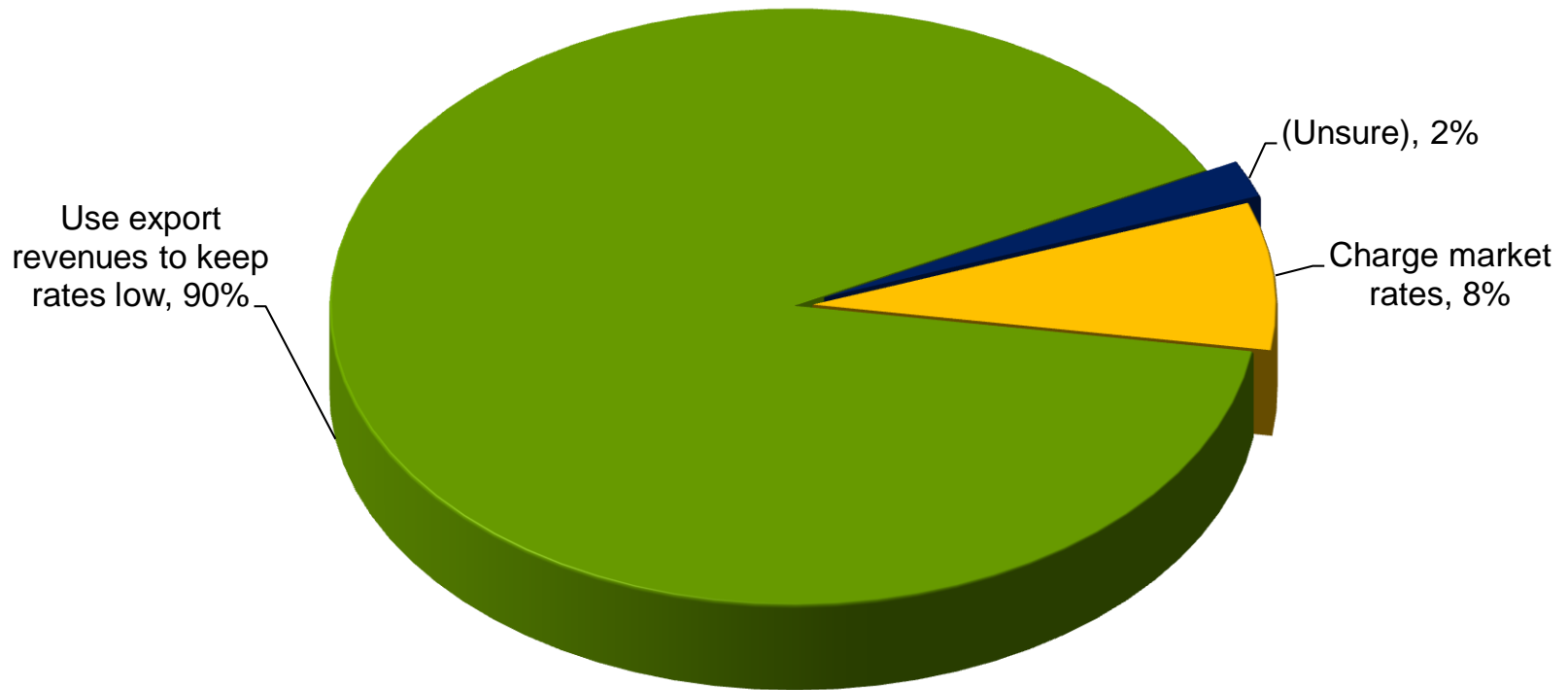
Views Regarding Electricity Rates

QH3. “The Public Utilities Board sets the rates Manitoba Hydro charges its Manitoba customers. In your view, are the rates charged for electricity by Manitoba Hydro to residential customers?” (n=540)



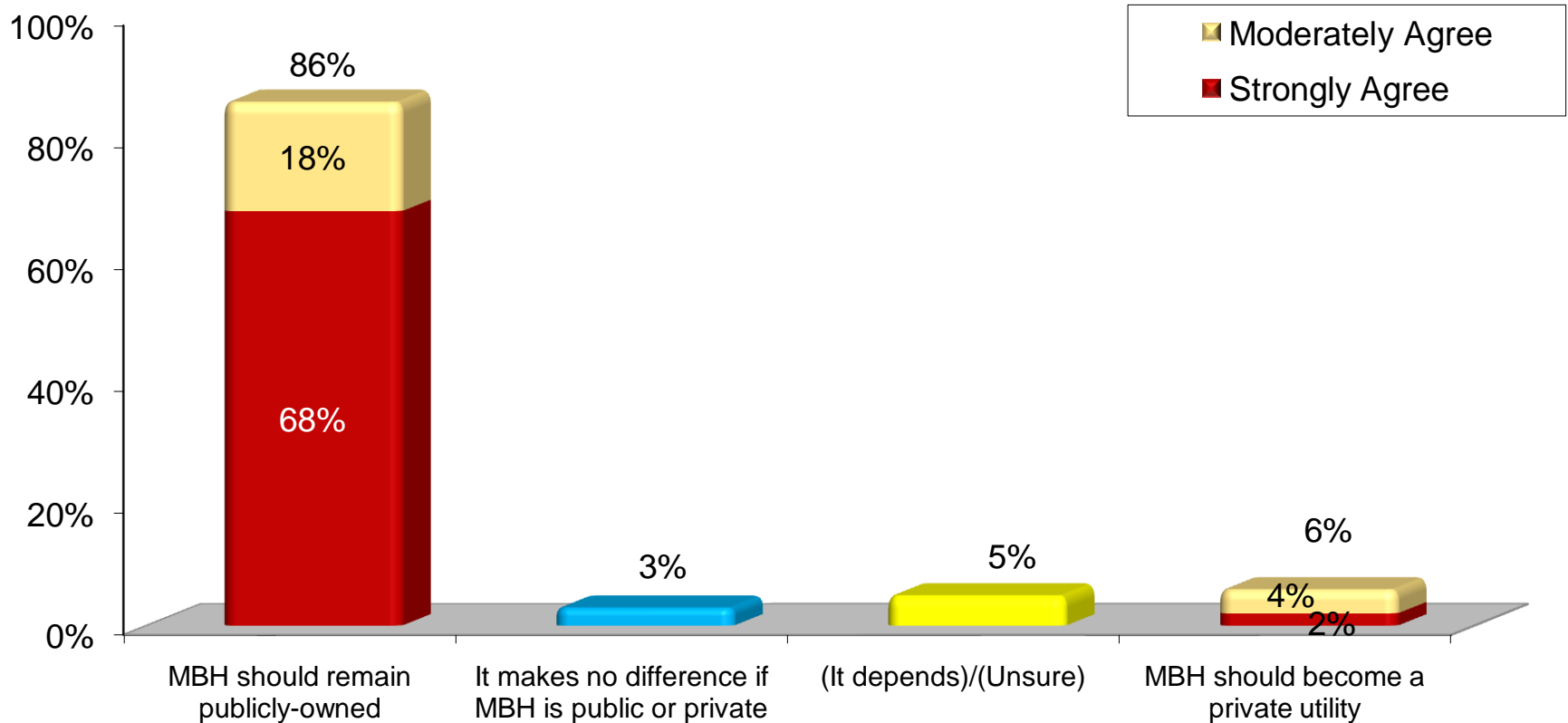
Appeal of Charging ‘Market’ Rates

Q.H4. “Manitoba Hydro’s residential customers pay some of the lowest electricity rates in North America. Some people argue that to earn more revenue and encourage people to conserve energy, Manitoba Hydro should charge Manitobans higher rates for electricity that are more comparable to the “market” rates consumers pay in other provinces. Others argue that Manitoba Hydro should use revenue from electricity exports to keep rates low for Manitoba households. Which of these two opinions is closest to your view?” (n=540)



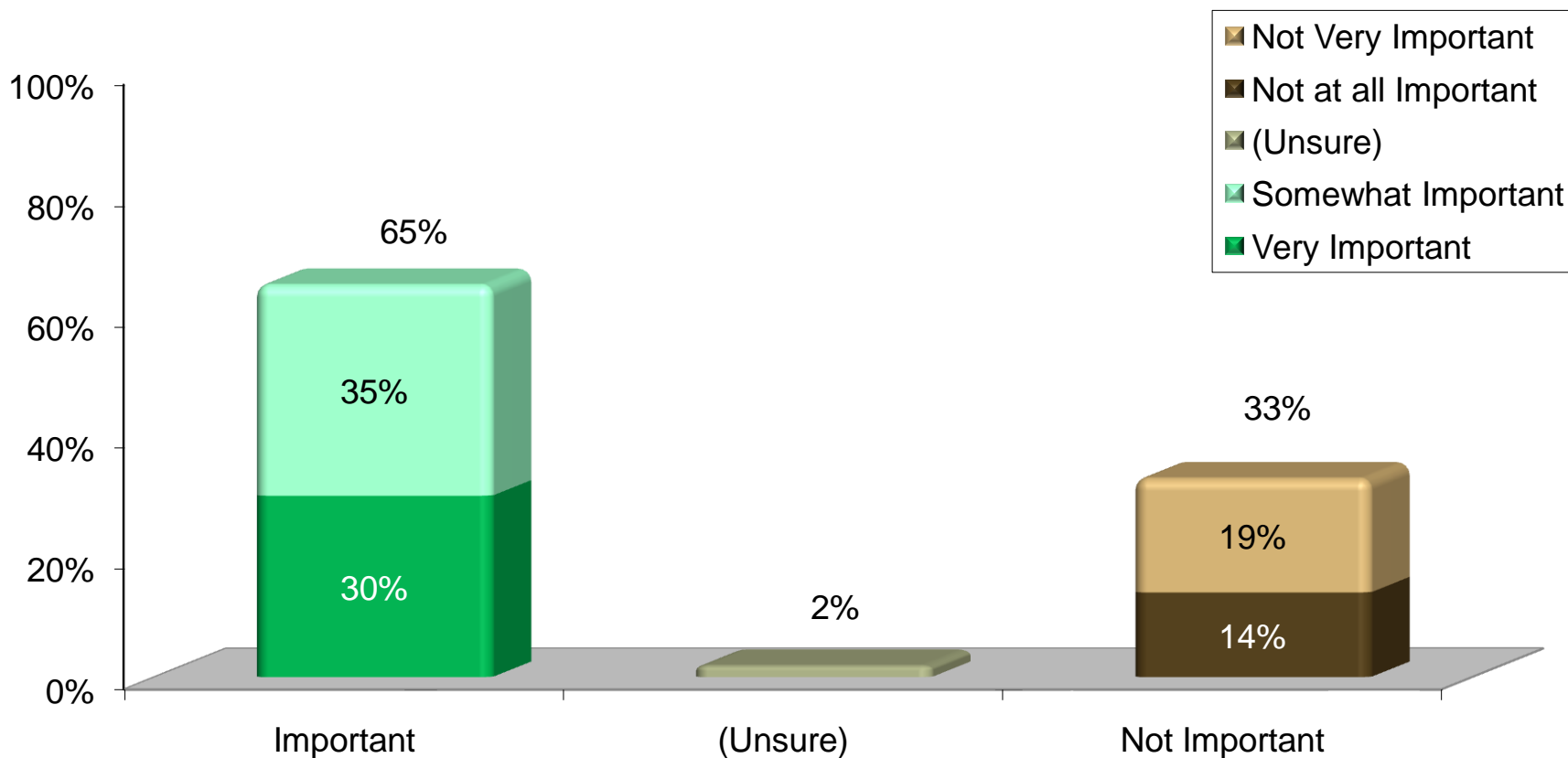
Views on Privatizing Manitoba Hydro

QH5. “Manitoba Hydro is currently a provincial Crown corporation. In recent years, some public electric utilities in North America have been sold to private-sector investors while others have remained public entities. Thinking about Manitoba Hydro, which of the following statements is closest to your own opinion?” (n=540)



Importance of Debate On Privatizing Manitoba Hydro During Election 2011

QH6. "As you may know, a provincial election will take place Oct. 4, 2011. In your opinion, how important is it for the political parties to debate during this upcoming campaign whether Manitoba Hydro should remain as a public utility or become a private company?" (n=540)



BiPole III Route Preference

QH7. “As you may know, there has been a great deal of public debate about where to build a new transmission line (called BiPole III) in Manitoba. The route currently proposed for BiPole III runs through western Manitoba in order to avoid an ecologically-sensitive area east of Lake Winnipeg. Some have argued, however, that BiPole III should be built east of Lake Winnipeg because the route is shorter and it is closer to Manitoba Hydro's export markets. Where do you think the proposed route should go?” (n=540)

