



Importance of Addressing Climate Change for the Provincial Government

Canadian Centre for Policy Alternatives
March 2023 Probe Research Omnibus Survey



CCPA
CANADIAN CENTRE
for POLICY ALTERNATIVES
MANITOBA OFFICE

PROBE
RESEARCH INC.

For More Information:

Mary Agnes Welch

Principal

(204) 470-8862

maryagnes@probe-research.com

Probe Research Inc.

603 – 191 Lombard Ave.

Winnipeg, MB R3B 0X1

(204) 926-6565

www.probe-research.com



Key Findings

- Manitobans broadly favour incorporating climate change into all provincial government policies and initiatives. Three-quarters of Manitobans support this approach, with four in ten saying this is *very* important. However, a sizable minority, nearly one-quarter of Manitobans, feel this approach is *not* an important one to take. Nearly every Manitoban has an opinion on this matter, with only two per cent unsure of their views.
- Winnipeggers, women, those with university degrees and those who identify as Black, Indigenous or a Person of Colour (BIPOC) are most likely to say embedding climate action into all aspects of provincial government policy is *very* important. On the flipside, men, rural residents and Manitobans with a high school diploma or less are more likely than average to feel this policy approach is *not* an important one for the provincial government to pursue.

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 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 Canadian Centre for Policy Alternatives (CCPA).

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between March 8 and 20, 2023.

With a sample of 1,000, one can say with 95 per cent 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.

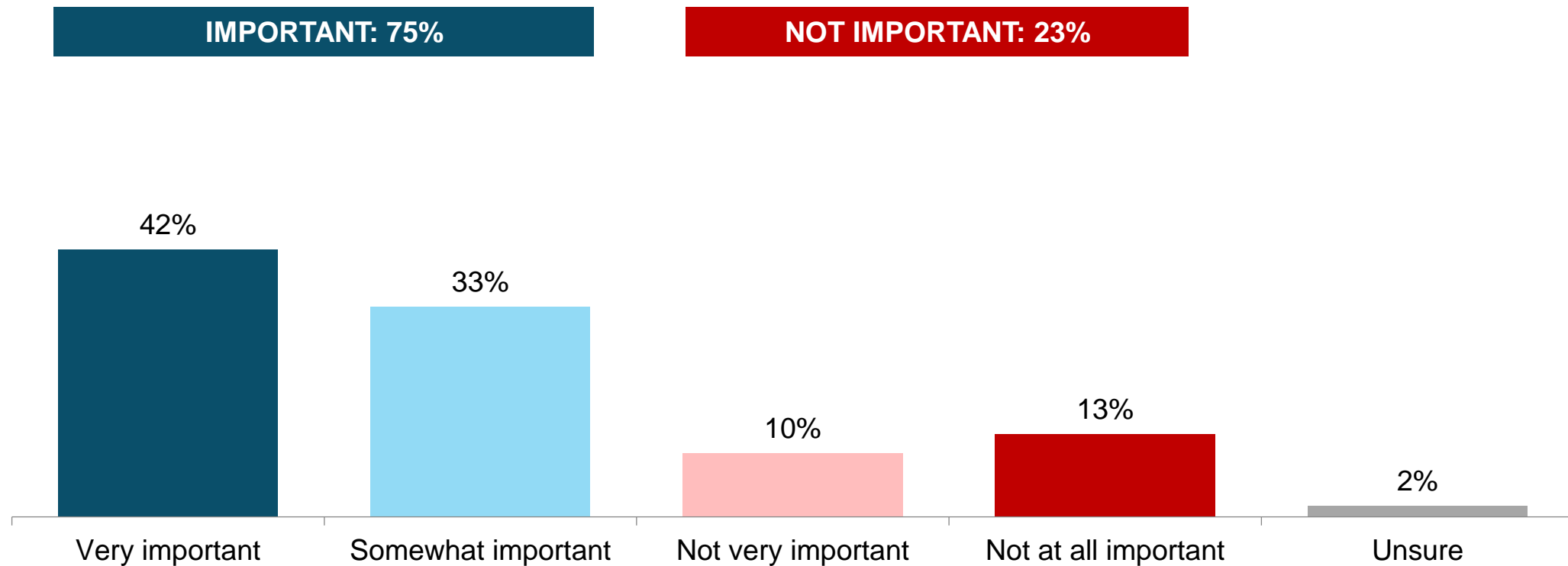
The sample consists of 444 Manitobans randomly recruited via live-agent operator; 277 Manitobans randomly recruited via Interactive Voice Response (IVR) and 279 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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.

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.

Views on the Priority of Climate Change in Provincial Policy

Three quarters of Manitobans feel it's important to embed climate change into all aspects of policy

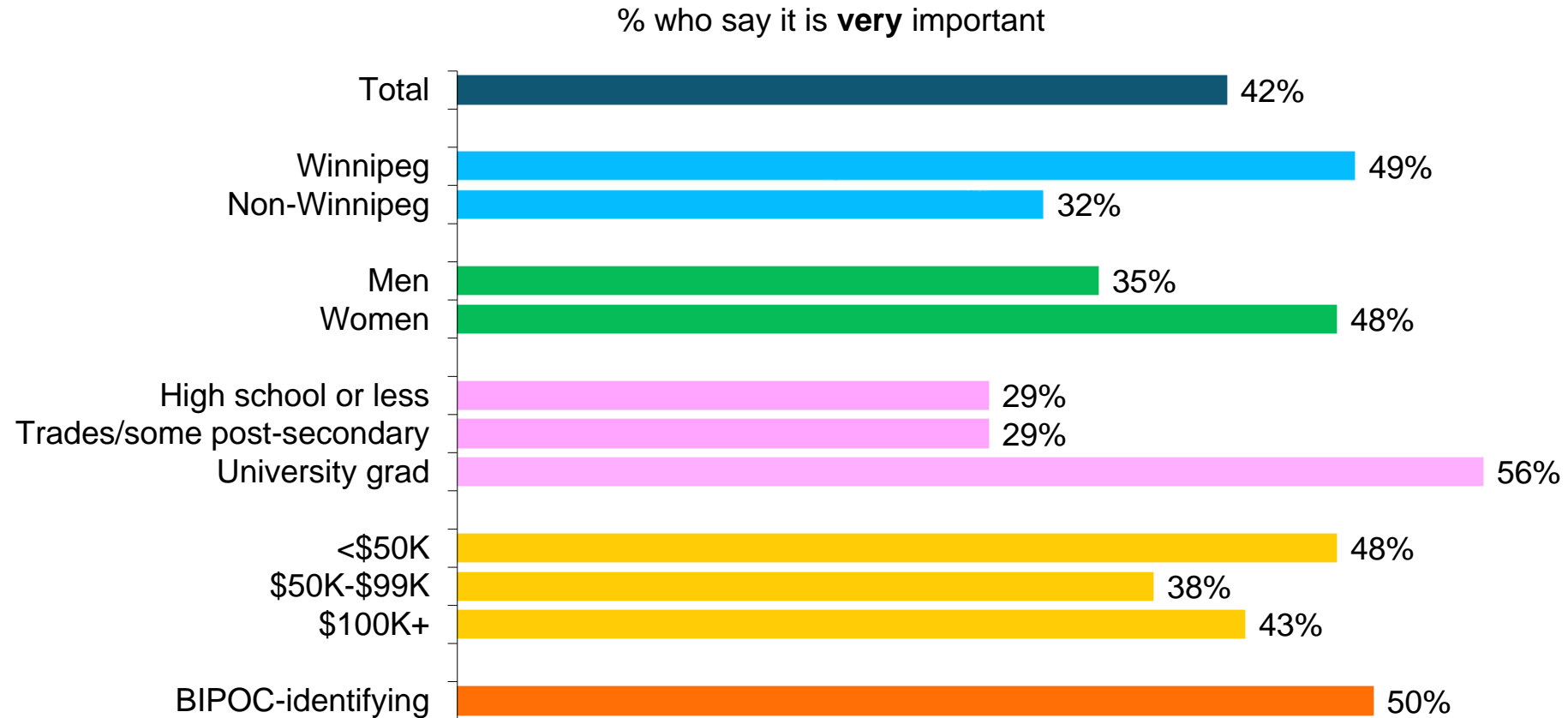


CCPA1. Considering the issues facing Manitoba in the next four years, how important, if at all, is it to you that the provincial government incorporates climate change into everything it does – from highway maintenance to education?

Base: All respondents (N=1,000)

Views on the Priority of Climate Change: By Sub-Groups

Winnipeggers, women and university grads are more likely to favour incorporating climate action



CCPA1. Considering the issues facing Manitoba in the next four years, how important, if at all, is it to you that the provincial government incorporates climate change into everything it does – from highway maintenance to education?

Base: All respondents (N=1,000)