



Manitobans' Assessment of the Province's Efforts on Climate Change

Photo: Winnipeg Free Press

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March 2023 Probe Research Omnibus Survey

The
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Key Findings

- Climate change – whether it’s happening and what it’s caused by – is a polarizing issue in Manitoba. While two-thirds of Manitobans agree climate change is real and it’s caused by human activity, one third are either skeptical or reject the idea that the climate is actually changing.
- There are clear and deep demographic divisions on this issue, based on age, education, political affiliation and area of residence. Younger adults, Winnipeggers and those with higher levels of education are much more likely to say climate change is already occurring and humans are primarily responsible. Older Manitobans, those who live outside of Winnipeg and those with lower levels of education are much more likely to be skeptical or reject the idea that the climate is changing due to human activity. Similarly, Manitobans who support the NDP are almost unanimous in their belief in human-caused climate change, while Progressive Conservative supporter are much more likely to feel climate change is not occurring or might be caused by something other than humans.
- Manitobans generally feel the Manitoba government is doing only a fair or poor job tackling climate change. Only 15 per cent feel the province is doing a good or excellent job. Here again, Winnipeggers and those with higher levels of income are most likely to say the province is doing a poor job addressing a warming climate.
- Manitobans are strongly on side with additional homeowner rebates for energy-efficient appliances, furnaces and other green home improvements. Ninety per cent of Manitobans support this climate change policy option, and nearly one-half *strongly* support it. There is also a fair amount of support for additional electric vehicle rebates. However, Manitobans are divided on the idea of an extra levy on pickup trucks and other large gas-burning vehicles. Manitobans are also divided on a carbon tax hike, which 58 per cent of Manitobans oppose.

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 Winnipeg Free Press*.

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.

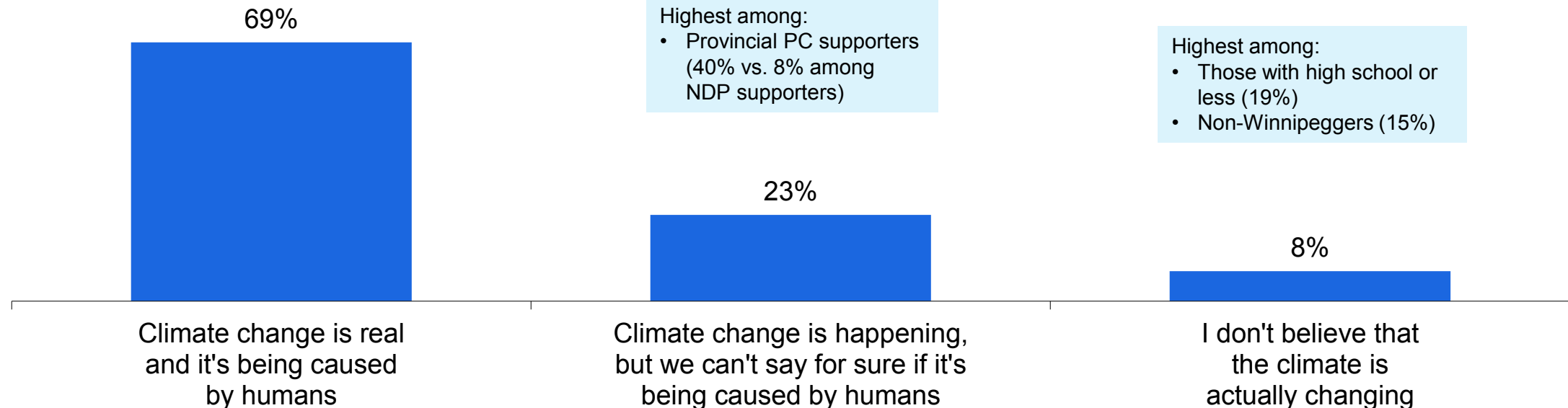
Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

Personal Views on Climate Change

Two-thirds believe climate change is real and human-caused, while one-third remain unconvinced

Highest among:

- Younger adults, those 18-34 (81%)
- Winnipeggers (77% vs. 56% among non-Winnipeggers)
- University graduates (83%)
- NDP supporters (91% vs. 44% among PC supporters)

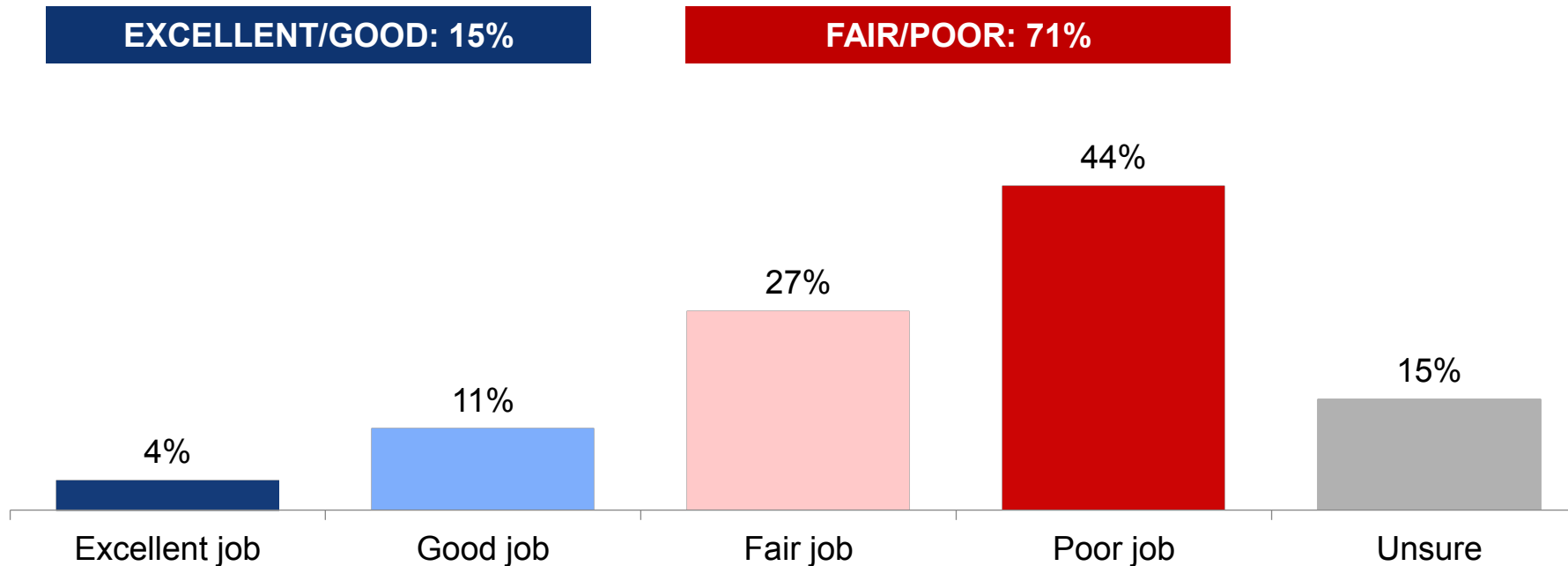


WFP1. Which of the following three statements best fits your view about climate change?

Base: All respondents (N=1,000)

Provincial Government's Performance on Climate Change Actions

Most citizens feel the provincial government is not doing very well addressing climate change



Those most likely to **say the province is doing a poor job on climate change** include:

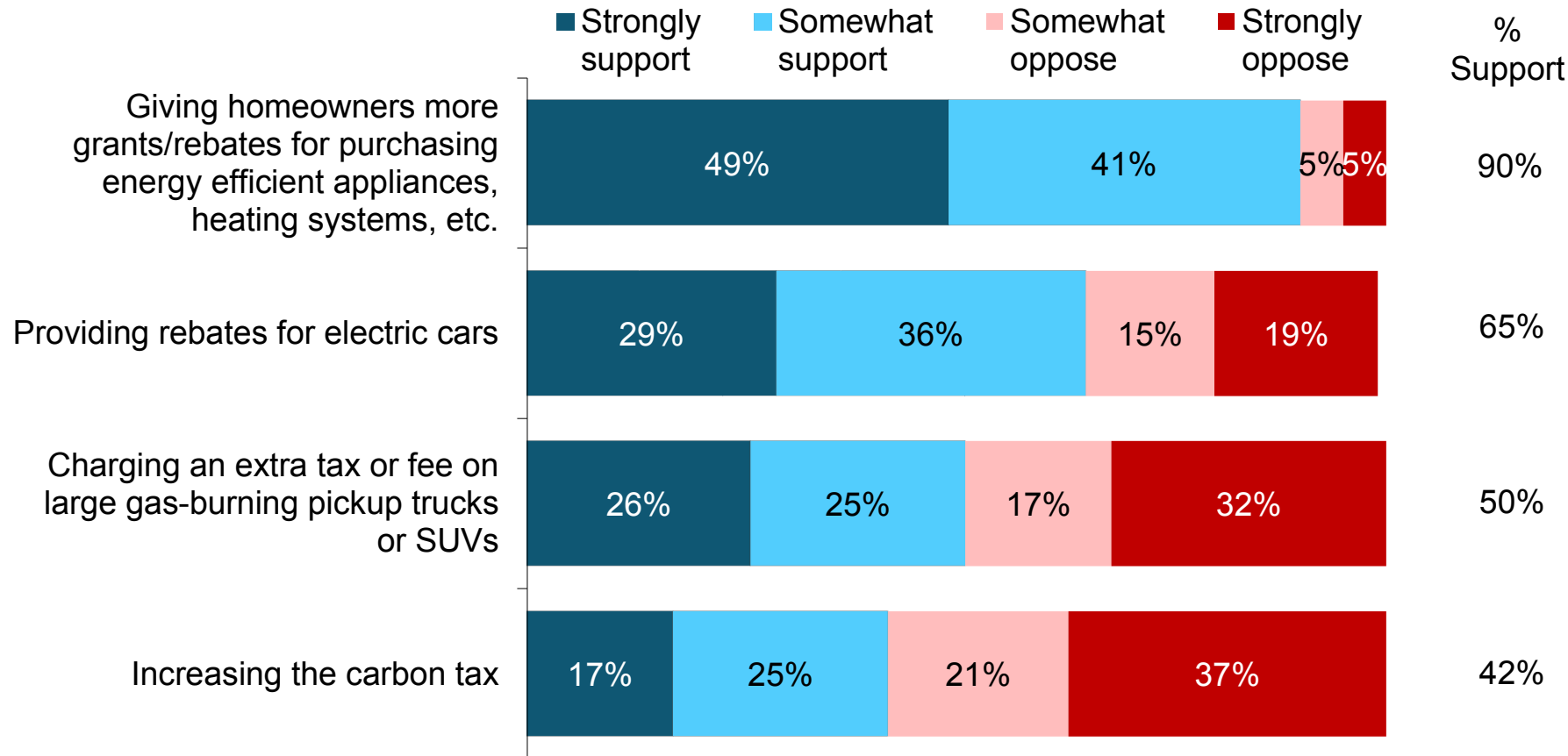
- Winnipeggers (49% vs. 37% among those living outside of Winnipeg)
- University graduates (57% vs. 22% among those with high school or less)
- Those who identify as LGBTQIA2S+ (79%)
- NDP supporters (72% vs. 12% among PC supporters)

WFP2. Overall, how well would you say the Manitoba government is doing when it comes to addressing climate change? Would you say it is doing an ...

Base: All respondents (N=1,000)

Support for Key Climate Change Actions

Offering grants and rebates are the most appealing policy actions to address climate change



Overall, young Manitobans, those with higher levels of education, those who identify as LGBTQ1A2S+ and NDP, Liberal and Green supporters are most supportive of these climate change actions.

WFP3. For each of the following, please indicate if you support or oppose the provincial government taking this step to reduce carbon emissions/address climate change?
RANDOMIZED

Base: All respondents (N=1,000)