



PUBLIC SUPPORT FOR PHASE-OUT OF INDUSTRIAL ACTIVITIES IN MANITOBA'S PROVINCIAL PARKS

JUNE 2018



WILDERNESS
COMMITTEE



RESEARCH INC.

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 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 Wilderness Committee.

METHODOLOGY

Between June 5 and 19, 2018, 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 or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 164 randomly recruited Probe Research panel members were included in this general population adult sampling.
- 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.

FOR MORE
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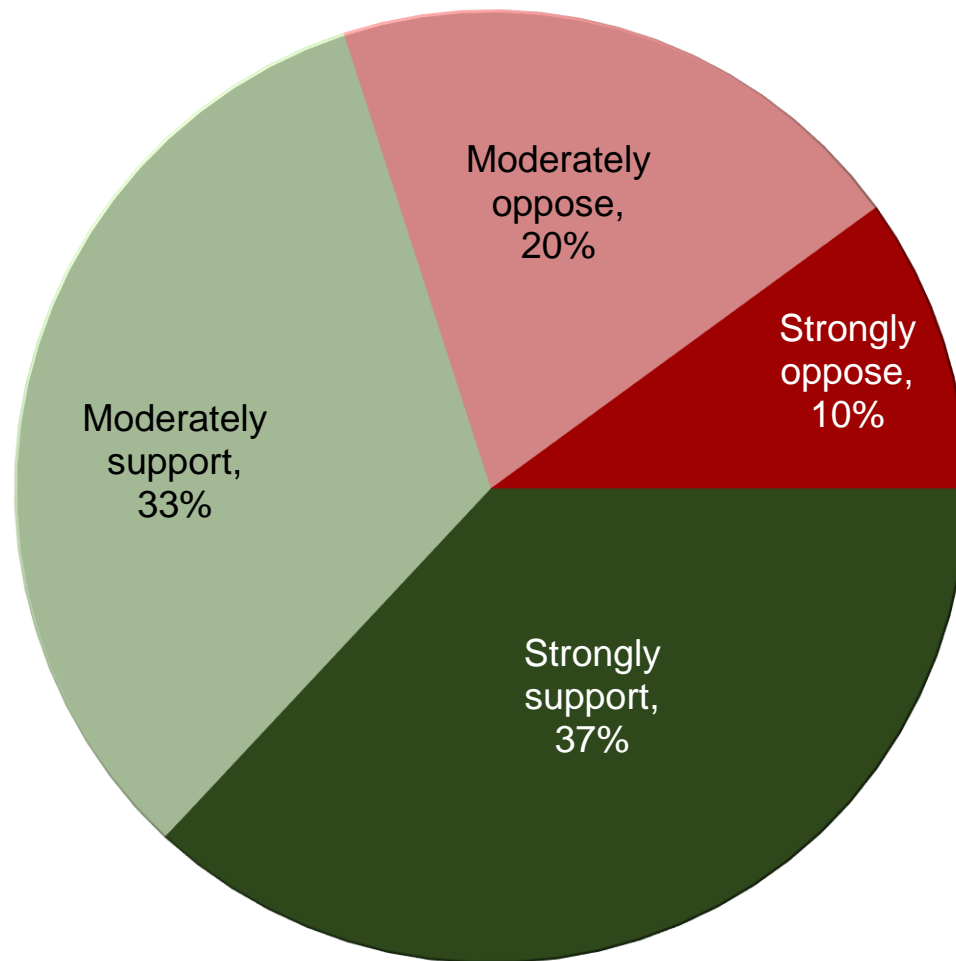
KEY FINDINGS

- There's a strong consensus across all population groups in Manitoba to abolish industrial activities in provincial parks.
- Rural Manitobans were only slightly less likely than those residing in Winnipeg to favour this kind of abolition.

MAJORITY OF MANITOBANS SUPPORT PHASE-OUT OF INDUSTRIAL ACTIVITIES PROVINCIAL PARKS

Q1. "Today, industrial activities such as forestry and mining are permitted in many of Manitoba's provincial parks. Some people have been calling upon the provincial government to phase out this type of industrial activity in provincial parks. What do you think? Do you support or oppose phasing out these industrial activities in Manitoba's provincial parks?" (n=1,000)

Base: Manitoba adults



SUPPORT AND OPPOSITION TO A PHASE-OUT OF INDUSTRIAL ACTIVITIES IN MANITOBA PROVINCIAL PARKS

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Base: Manitoba adults

- % supporting phase-out -

