



# MANITOBANS' VIEWS ON SOLUTIONS TO POVERTY

DECEMBER 2020

SOCIAL PLANNING COUNCIL OF  
WINNIPEG



Social Planning Council  
*of Winnipeg*

**PROBE** RESEARCH INC.

FOR MORE  
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## KEY FINDINGS

- An overwhelming majority of Manitobans – particularly Winnipeggers, women and those in wealthier households – feel it would be hard for a family of four to make ends meet on \$30,000 per year. (That’s the amount of funding provided by all levels of government to a family on social assistance in Manitoba.) Indeed, six-in-ten Manitobans feel it would be *very difficult* to live on this income, and even 43 per cent of Progressive Conservative supporters feel this way. Not surprisingly, those with high school or less and those in lower-income households are less likely to feel \$30,000 per year is insufficient for a family of four.
- A slightly smaller proportion – about one-half – feel the government ought to offer *much more* help to those living in poverty as part of the COVID-19 recovery. Here again, women and Winnipeggers are more likely to feel *much more* help is due to those in poverty following the pandemic, but younger adults and Indigenous people are also more likely to feel this way.
- More job training and more affordable housing are broadly seen as the most effective solutions to poverty. More than one-half of Manitobans rank these solutions in their top three. Interestingly, there is very little support for increasing welfare rates – only nine per cent of Manitobans favour this as an option. However, there is intense support among one-quarter of Manitobans for the creation of a guaranteed annual income.

# 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

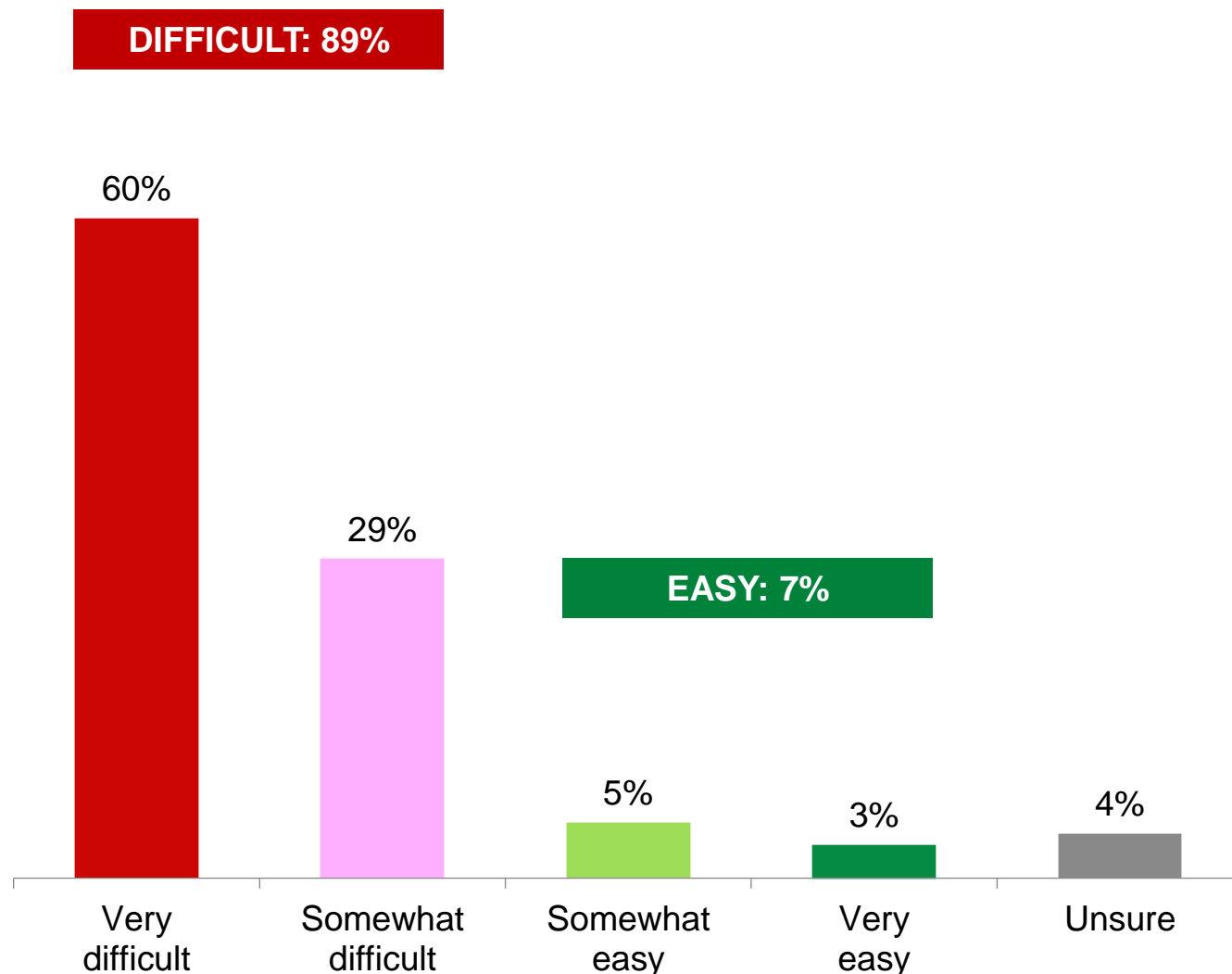
The survey instrument was designed by Probe Research in close consultation with the Social Planning Council of Winnipeg.

## METHODOLOGY

- Between November 24<sup>th</sup> and December 4<sup>th</sup>, 2020, 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  $\pm 3.1$  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. In addition, 277 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.

# MANITOBANS HAVE NO DOUBT \$30K A YEAR IS DIFFICULT FOR A FAMILY OF FOUR TO LIVE ON

SPCW1. "Prior to the pandemic, a family of four on social assistance or welfare in Manitoba got about \$30,000 a year from all levels of government. Based on what you know, how easy or difficult do you think it would be for a family of four to make ends meet on that amount?"



Base: All respondents (N=1,000)

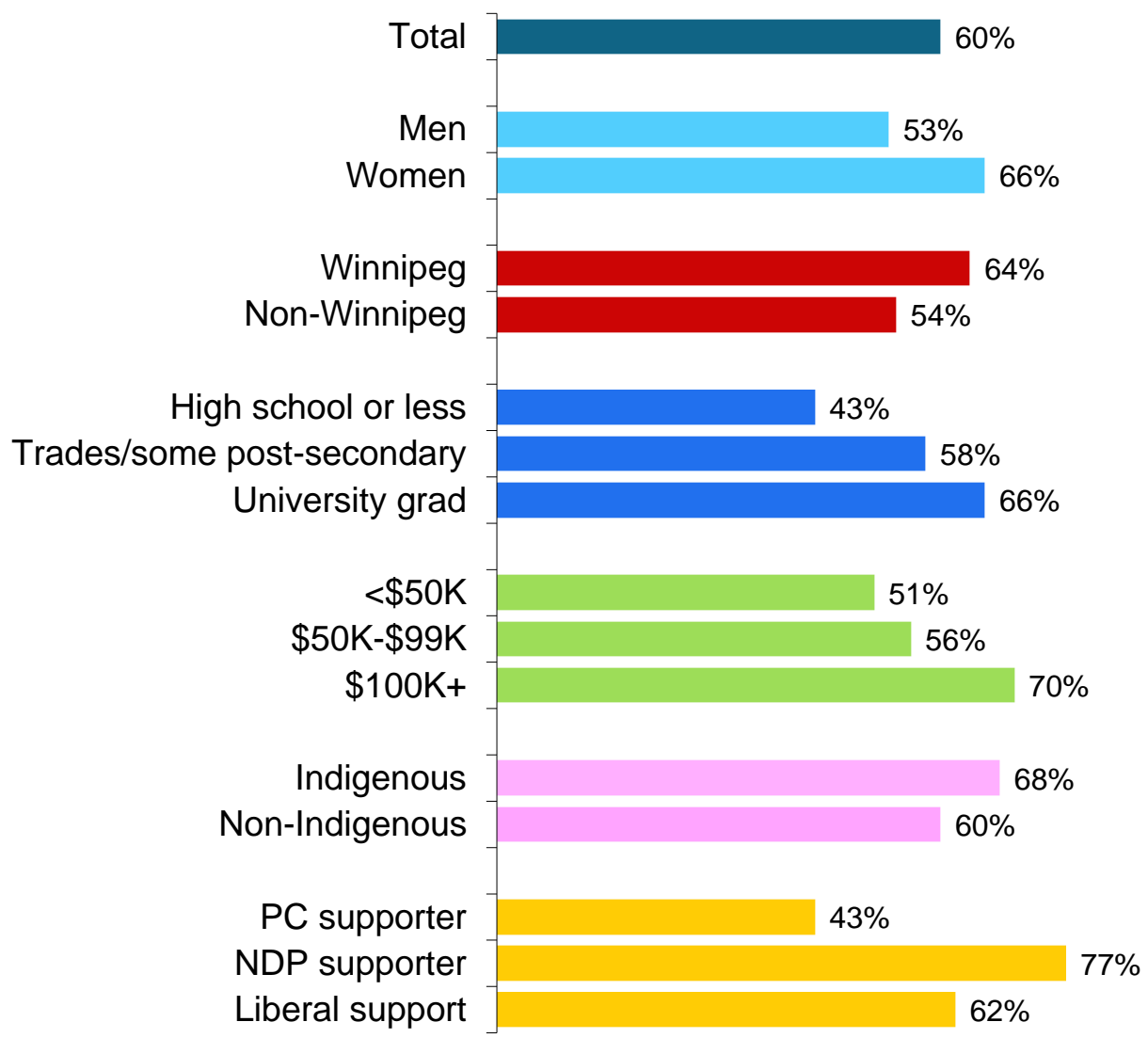
# WOMEN, UNIVERSITY GRADS, NDP VOTERS AMONG THOSE MORE LIKELY TO FEEL LIVING ON \$30K/YEAR IS VERY HARD

## VIEWS AMONG SUB-GROUPS

SPCW1. "Prior to the pandemic, a family of four on social assistance or welfare in Manitoba got about \$30,000 a year from all levels of government. Based on what you know, how easy or difficult do you think it would be for a family of four to make ends meet on that amount?"

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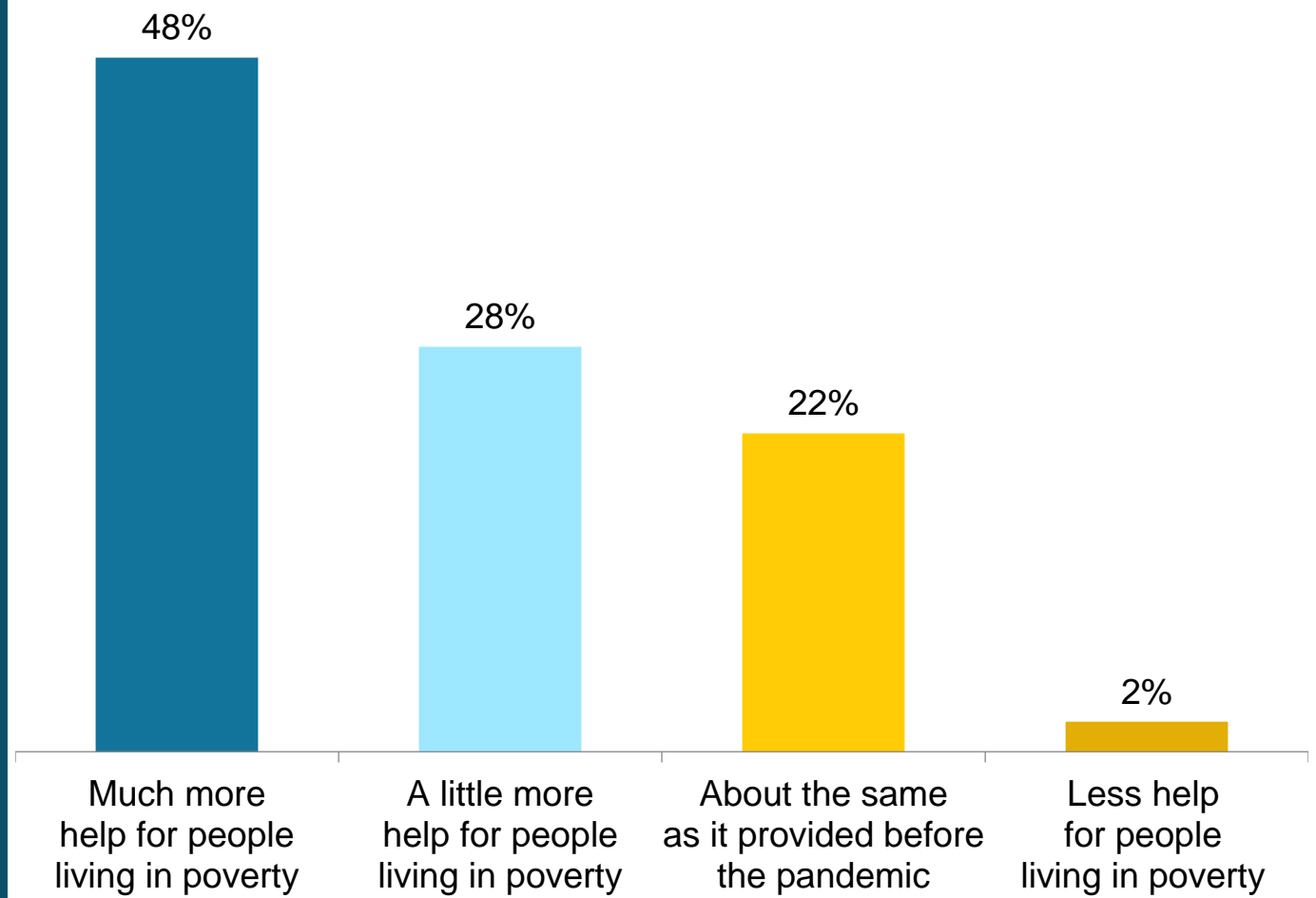
% who say living on \$30K/year is **very difficult**



# THREE-IN-FOUR MANITOBANS SUPPORT MORE GOVERNMENT AID FOR PEOPLE IN POVERTY POST-PANDEMIC

SPCW2. "Once the COVID-19 pandemic is over, the provincial government will shift its focus to recovery. When that time comes, would you like to see the government here in Manitoba offer..."

**MORE HELP FOR PEOPLE  
LIVING IN POVERTY: 76%**



Base: All respondents (N=1,000)

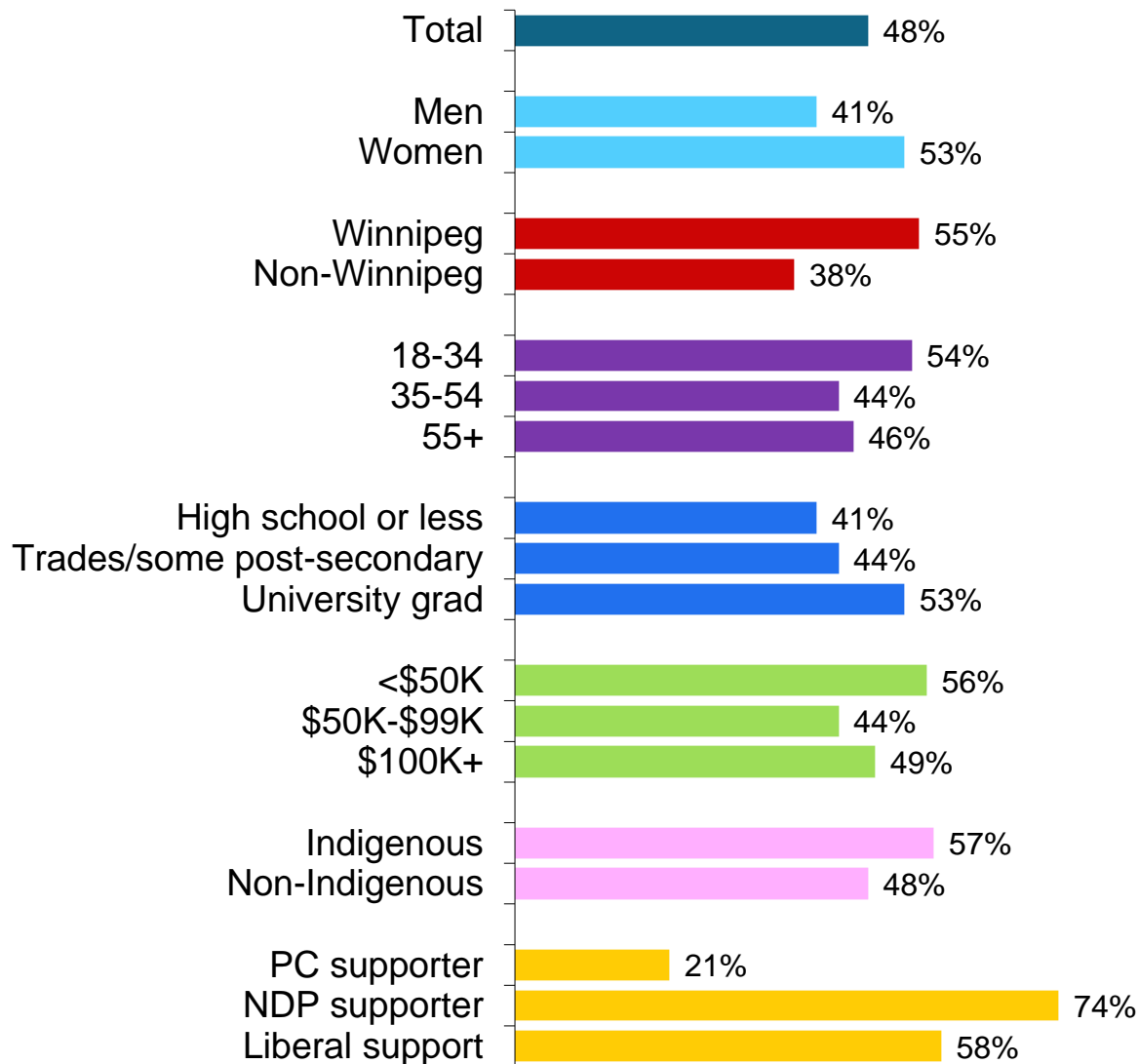
# WINNIPEGGERS, YOUNGER ADULTS, NDP VOTERS FAVOUR MUCH MORE AID FOR THE POOR, POST-PANDEMIC

## VIEWS AMONG SUB-GROUPS

SPCW2. "Once the COVID-19 pandemic is over, the provincial government will shift its focus to recovery. When that time comes, would you like to see the government here in Manitoba offer..."

Base: All respondents (N=1,000)

% who favour **much more help** for people living in poverty, post-pandemic

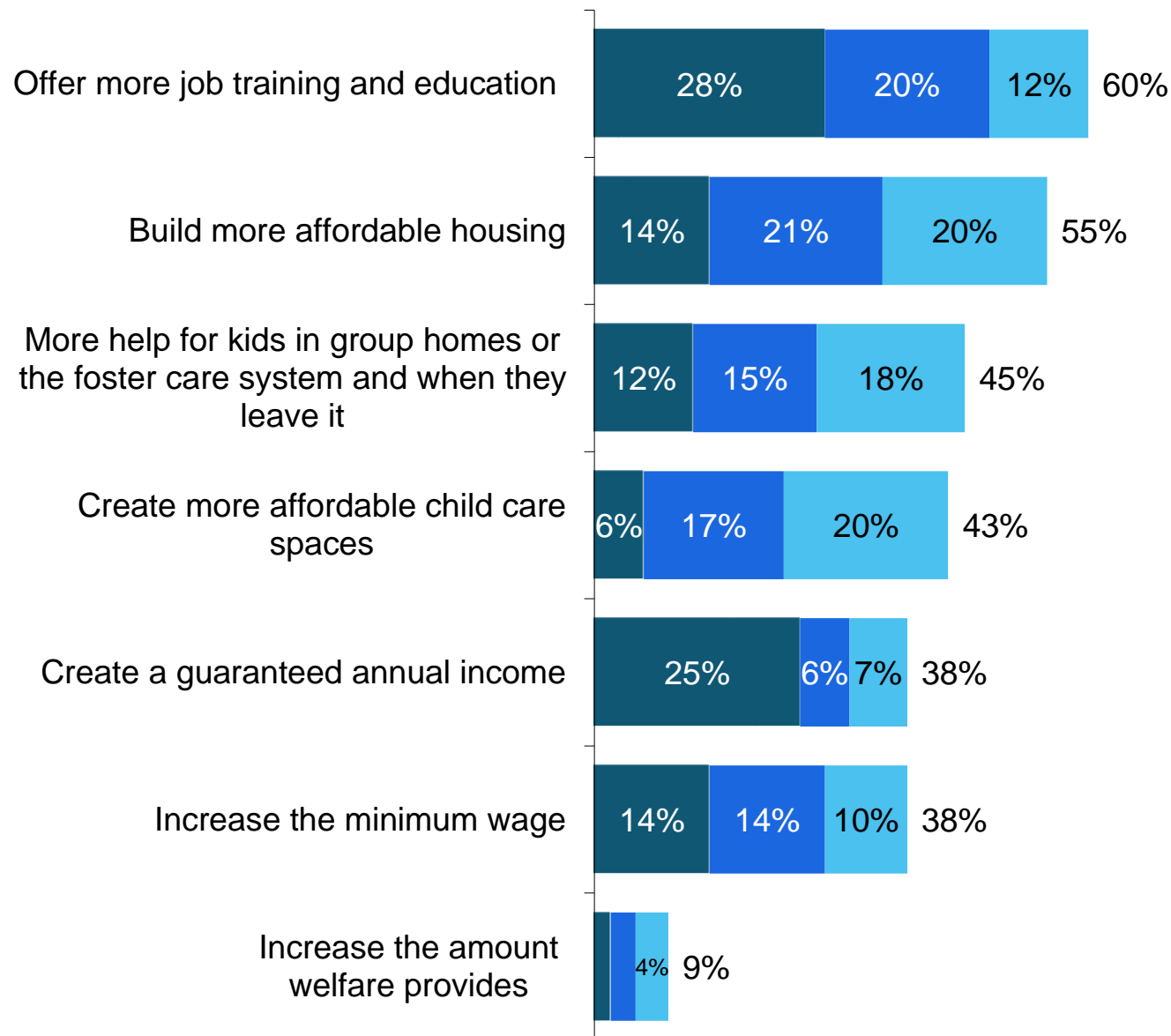


# JOB TRAINING, AND AFFORDABLE HOUSING VIEWED AS BEST WAY TO FIGHT POVERTY

SPCW3. "There are many ways governments could help people living in poverty. Please read the list below and indicate which options you feel would be most effective. Please choose up to three and rank them in order."

Base: All respondents (N=1,000)

■ Ranked #1 ■ Ranked #2 ■ Ranked #3





# WINNIPEGGERS, UNIVERSITY GRADS MORE LIKELY TO FAVOUR A GAI TO HELP THOSE IN POVERTY

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Base: All respondents (N=1,000)

■ Ranked #1

