



Support for Protection of 30% of Manitoba's Land and Waters

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Key Findings

There is very strong support for Manitoba to move to protect 30 per cent of the province's lands and waters by 2030. Support for such a move is broad – 83 per cent of Manitobans favour this increase in conservation. Support is also intense – nearly two-thirds of Manitobans **strongly** support such an increase.

Support for the 30 by 30 initiative is strongest among women, Winnipeggers and university grads, but CPAWS may wish to do more work reaching men, rural residents and blue-collar Manitobans with lower levels of income and education. As well, only 41 per cent of provincial PC supporters strongly support the 30 per cent target.

Though support for the 30 by 30 targets is strong, this issue is only a modest vote driver. Only one-third of Manitobans say they are much more likely to vote for a party that pledges to protect more land and water over the next seven years.

On the one hand, Manitobans who say this issue is a vote driver for them are critical voting blocks in the upcoming provincial election – women, Winnipeg residents and well-off voters who tend to have higher turnout rates on election day. However, more than one-half of Tory supporters do not view conservation as a ballot issue at all. And conservation and the environment tend to rank quite low as top-of-mind issues among Manitobans overall.

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 Parks and Wilderness Society (CPAWS).

Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between May 31 and June 13, 2023.

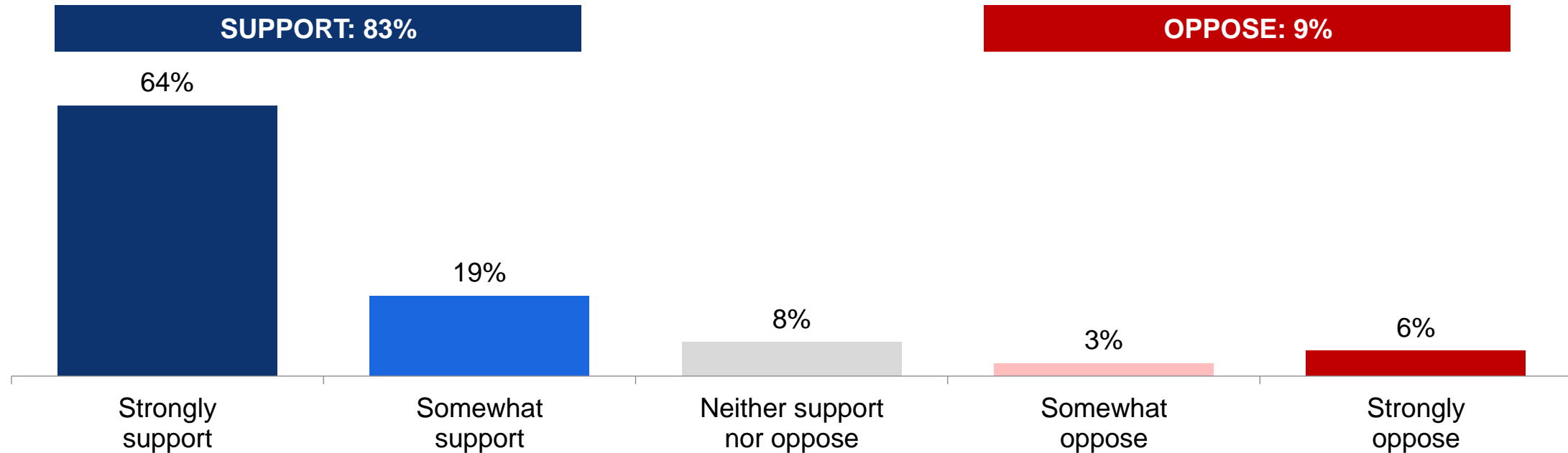
With a sample of 1,000, one can say with 95 per cent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been surveyed. The margin of error is higher within each of the survey's population sub-groups.

The sample consists of 548 Manitobans randomly recruited via live-agent operator and 452 Manitobans randomly recruited via Interactive Voice Response (IVR). 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.

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Support for 30% by 2030 Conservation Target

The vast majority support Manitoba moving to protect 30% of its lands and waters by 2030

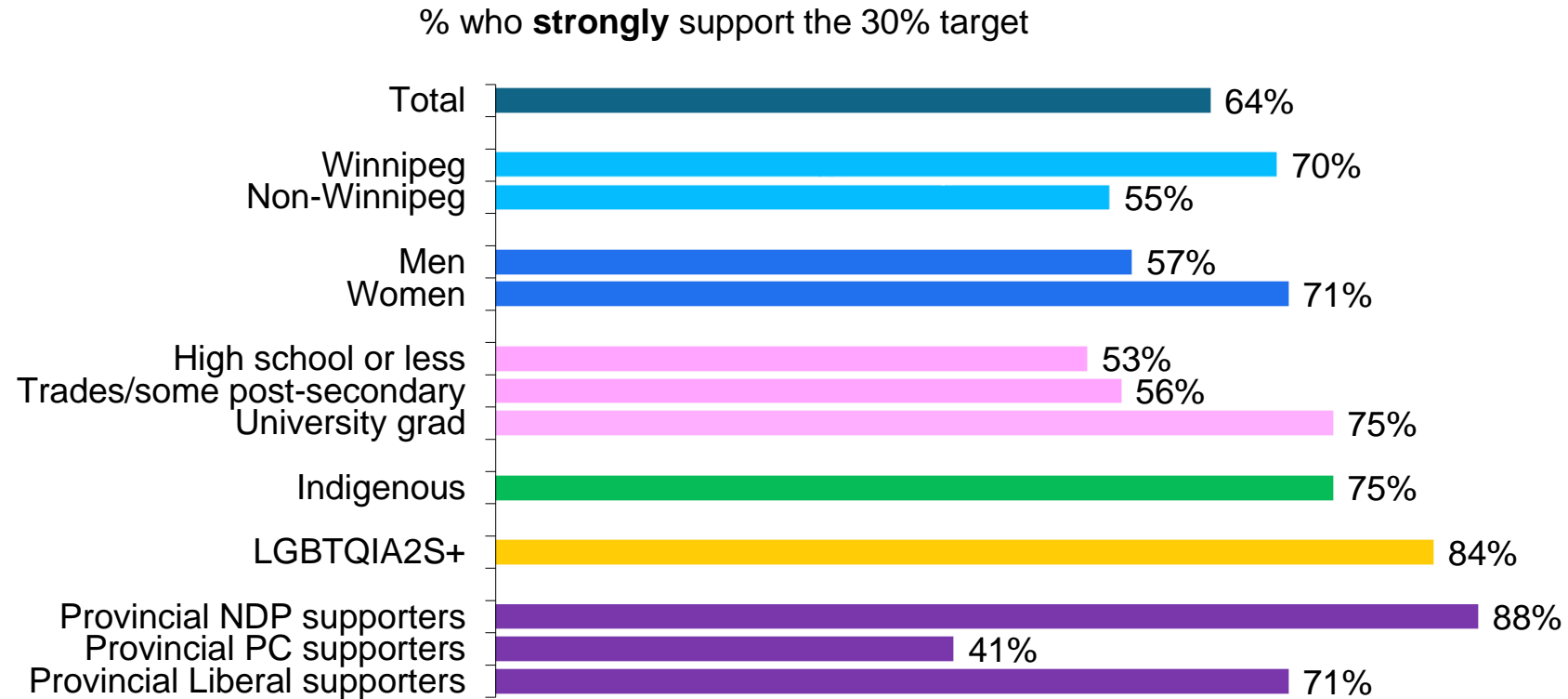


CPAWS1. Right now, about 11% of Manitoba’s lands and waters are protected as parks or conservation areas where logging and mining aren’t allowed. Scientists say that at least 30% of the land and water in the world needs to be protected to prevent wildlife loss and deal with the effects of climate change. Canada has committed to protecting 30% of the country’s land and waters by 2030 but needs each province to commit to a 30% target within their jurisdiction. What’s your view? Do you support or oppose Manitoba moving to protect 30% of its land and waters as parks or conservation areas by 2030?

Base: All respondents (N=1,000)

Support for 30% by 2030 Target: By Sub-Groups

NDP voters are twice as likely to strongly support the 30% target as PC voters

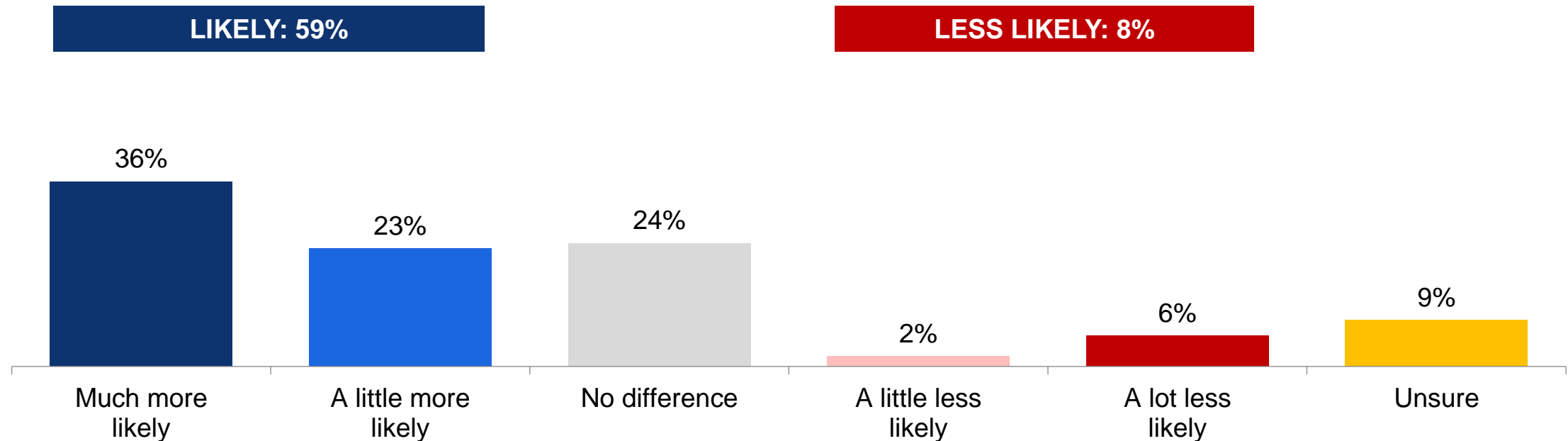


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Base: All respondents (N=1,000)

Impact of 30% Pledge on Voting Intentions

30% pledge is a modest vote driver; more than one-half are more likely to favour a party with this target



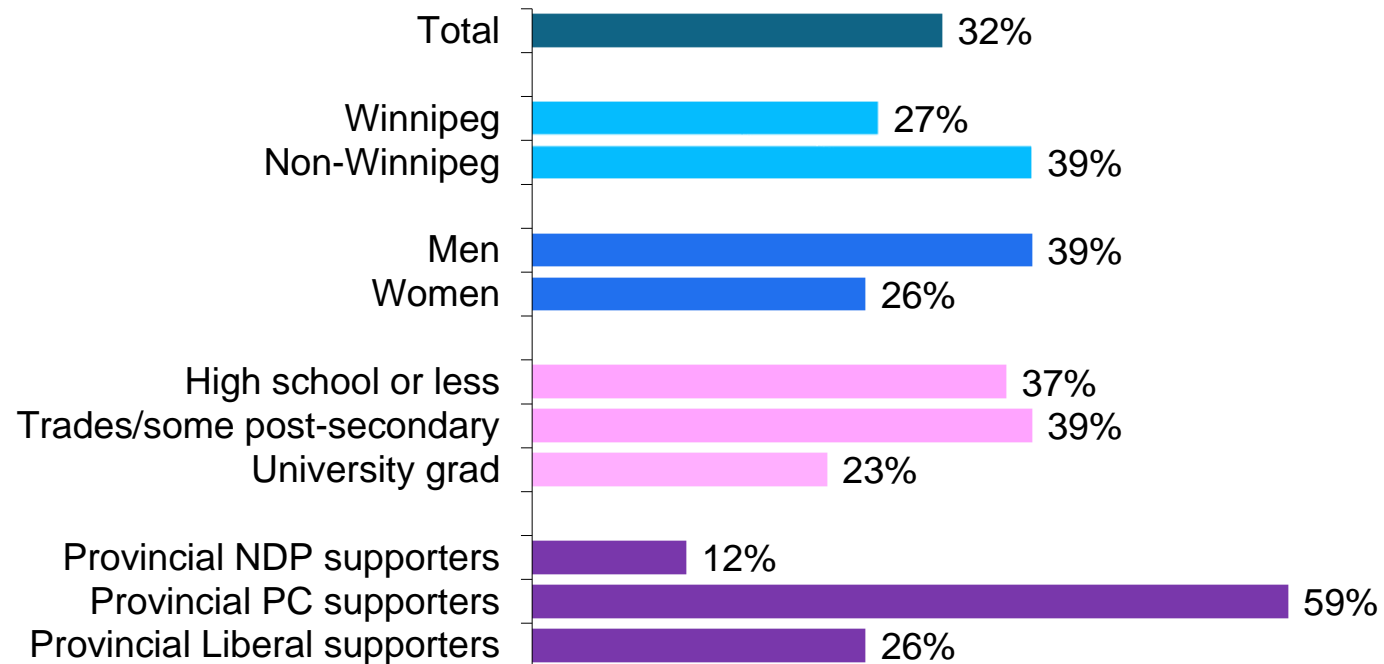
CPAWS2. In the next provincial election this October, are you more or less likely to vote for a party that pledges to protect 30% of Manitoba's lands and waters?

Base: All respondents (N=1,000)

Impact of 30% Pledge on Voting Intentions: By Sub-Groups

The votes of men, rural residents and especially PC supporters are less likely to be influenced

% who say the 30% pledge is **not** a vote driver (less likely/no difference)



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Base: All respondents (N=1,000)