



INDIGENOUS/NON-INDIGENOUS RELATIONS

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Winnipeg Free Press



P R  B E
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 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 and CTV Winnipeg.

METHODOLOGY

Between September 19 and 28, 2018, Probe Research surveyed a random and representative sampling of 653 adults residing in Winnipeg.

- ▶ With a sample of 653, one can say with 95 percent certainty that the results are within ± 3.8 percentage points of what they would have been if the entire adult population of Winnipeg 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 Winnipeg 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, 150 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 city's population. All data analysis was performed using SPSS statistical analysis software.

FOR MORE
INFORMATION:

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KEY FINDINGS

- The vast majority of Winnipeg residents continue to believe the divide between Indigenous and non-Indigenous residents of the city is a serious issue. Today, more than eight-in-ten Winnipeggers agree with the statement *“The division between Indigenous and non-Indigenous citizens is a serious issue in our city”* (81%, up slightly from 75% when this question was last asked during the 2014 civic election campaign).
 - While Indigenous residents are most likely to agree with this statement (92%), this sentiment is also widely shared among first-generation Canadians (84%) as well as those who trace their roots in Canada back two generations (78%) or longer (80%).
 - Younger adults aged 18-34 are slightly more likely to agree the Indigenous/non-Indigenous divide is a serious challenge facing Winnipeg (88% versus 76% among those 35-54).
- Supporters of Winnipeg’s first Indigenous mayor, Brian Bowman, are most likely to agree that this divide is a major issue (90% vs. 10% disagree). Those planning to vote for Bowman’s main challenger, Jenny Motkaluk, are less likely to share this view; however, two-thirds of Motkaluk’s supporters do agree that it is a serious issue for the city (66% vs. 34% disagree).
 - Eight-in-ten of those who plan to vote for other candidates, as well as eight-in-ten of those who are unsure about their choice or who do not plan to vote (79% each) agree the divide between the Indigenous and non-Indigenous communities is a serious issue in Winnipeg.

VIEWS ON THE INDIGENOUS/ NON-INDIGENOUS DIVIDE

Q2. "Now, a few questions about some issues in our city...Please indicate whether you agree or disagree with each of the following statements. Even if you feel rather neutral about some of these, please indicate which way you are leaning....The division between Indigenous and non-Indigenous citizens is a serious issue in our city" (N=653)

Base: Winnipeg adults



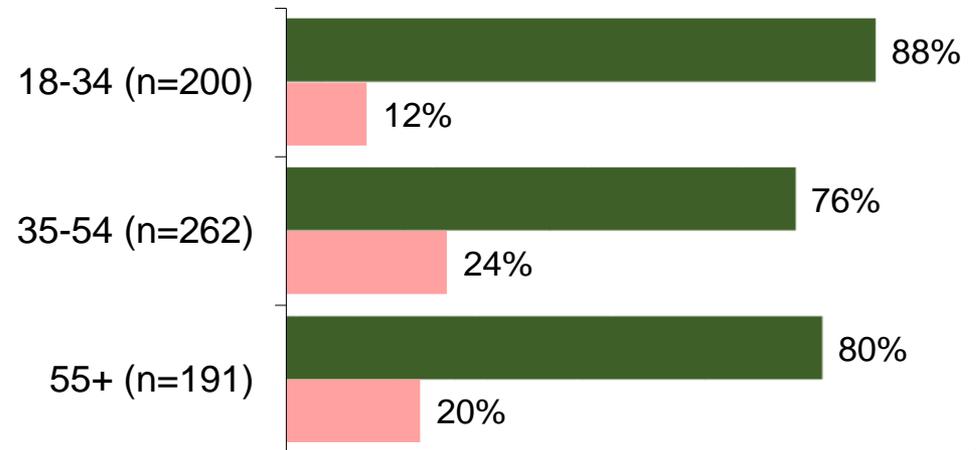
VIEWS ON THE INDIGENOUS/ NON-INDIGENOUS DIVIDE

BY SOCIO-DEMOGRAPHIC SUB-GROUP

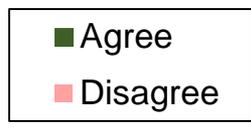
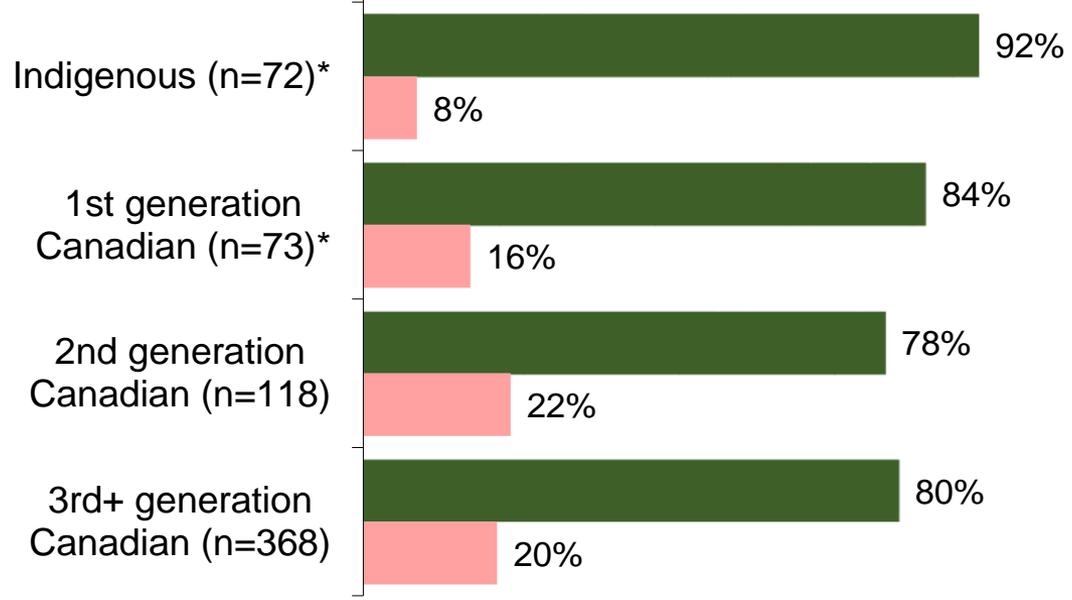
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Base: Winnipeg adults
*Caution: Small Base

AGE



IDENTITY/ IMMIGRATION STATUS



VIEWS ON THE INDIGENOUS/ NON-INDIGENOUS DIVIDE

BY MAYORAL CANDIDATE PREFERENCE

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