



# MANITOBANS & COVID-19: HURTING ON THE HOME FRONT

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## KEY FINDINGS

The ongoing COVID-19 pandemic is clearly taking a toll on Manitoba households as alarming proportions of citizens report experiencing emotional and financial strain.

- Seven-in-ten Manitoba adults report their emotional or mental health has been challenged by the pandemic. Women and younger Manitobans (those aged 18-34) are most likely to report experiencing emotional tough times during this crisis.
- Nearly one-half of Manitoba adults admit their personal relationships have suffered during the pandemic compared with fewer than one-in-five who report a strengthening of these interpersonal bonds. Those from lower-income households and younger men are more likely to report higher levels of strain on these relationships.
- On the financial front, four-in-ten respondents agree their financial circumstances have gone downhill as a result of COVID-19, with relatively few saying they have experienced financial gains. Those with lower levels of formal education and annual household income are most likely to say the pandemic has negatively affected them financially, while wealthier Manitobans were twice as likely as those from low-income households to report having experienced some level of financial gain during this period.

# 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

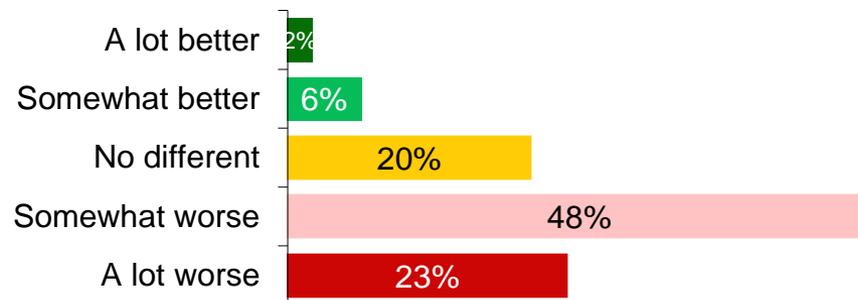
- Between November 24<sup>th</sup> and December 4<sup>th</sup>, 2020, Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba.
- With a sample of 1,000, one can say with 95 percent certainty that the results are within  $\pm 3.1$  percentage points of what they 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.

# COVID-19 JOLTING DOMESTIC, FINANCIAL STABILITY

WFP1. "We're interested in what kind of impact the current covid-19 pandemic may be having on people here in Manitoba. For each of the following, please indicate whether for you personally things are now better or worse or no different than was the case when the pandemic first arrived here back in March."

Base: All respondents (N=1,000)

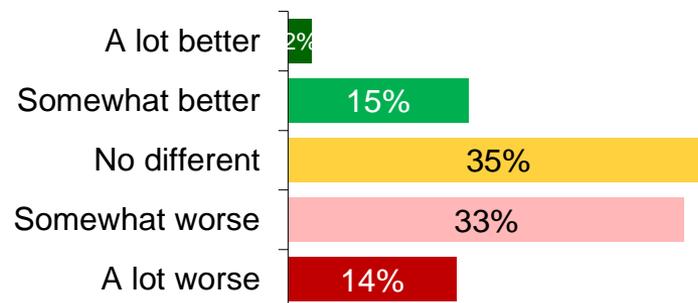
## Emotional and mental health



Better:  
8%

Worse:  
71%

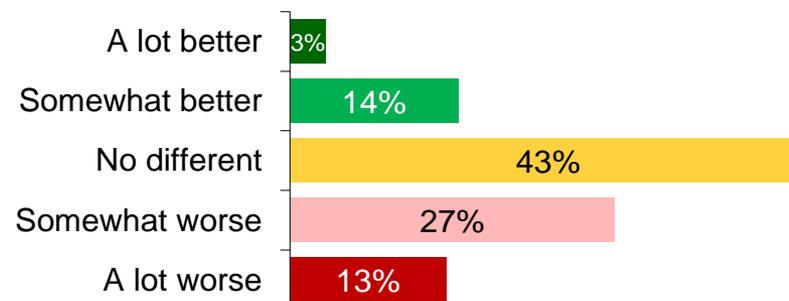
## Your personal relationships



Better:  
17%

Worse:  
47%

## Your personal financial situation



Better:  
17%

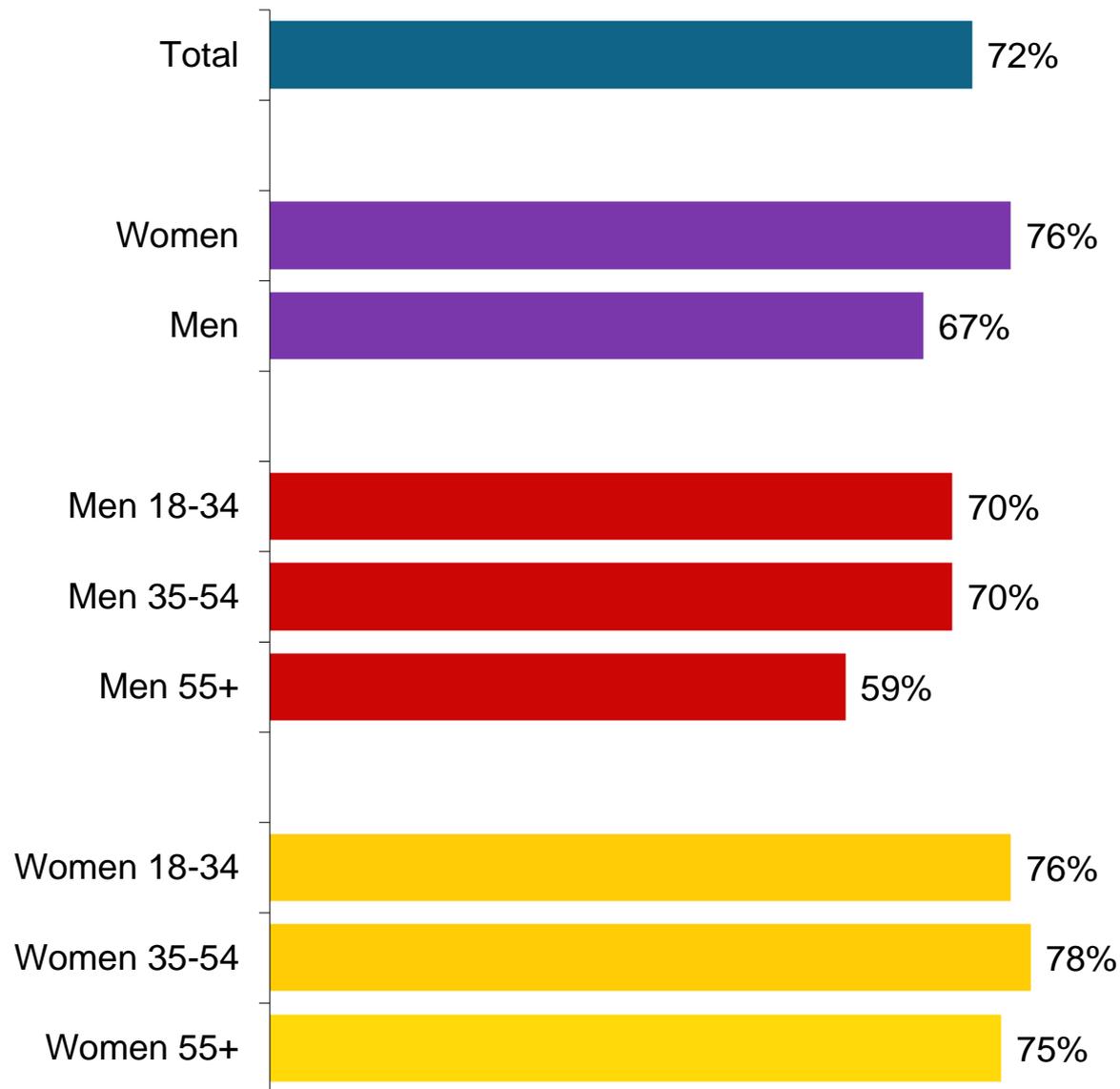
Worse:  
40%

# WOMEN ARE MORE LIKELY TO SAY THEIR EMOTIONAL AND MENTAL HEALTH IS WORSE NOW

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Base: All respondents (N=1,000)

% who say their **emotional/mental health** is a lot/a little worse

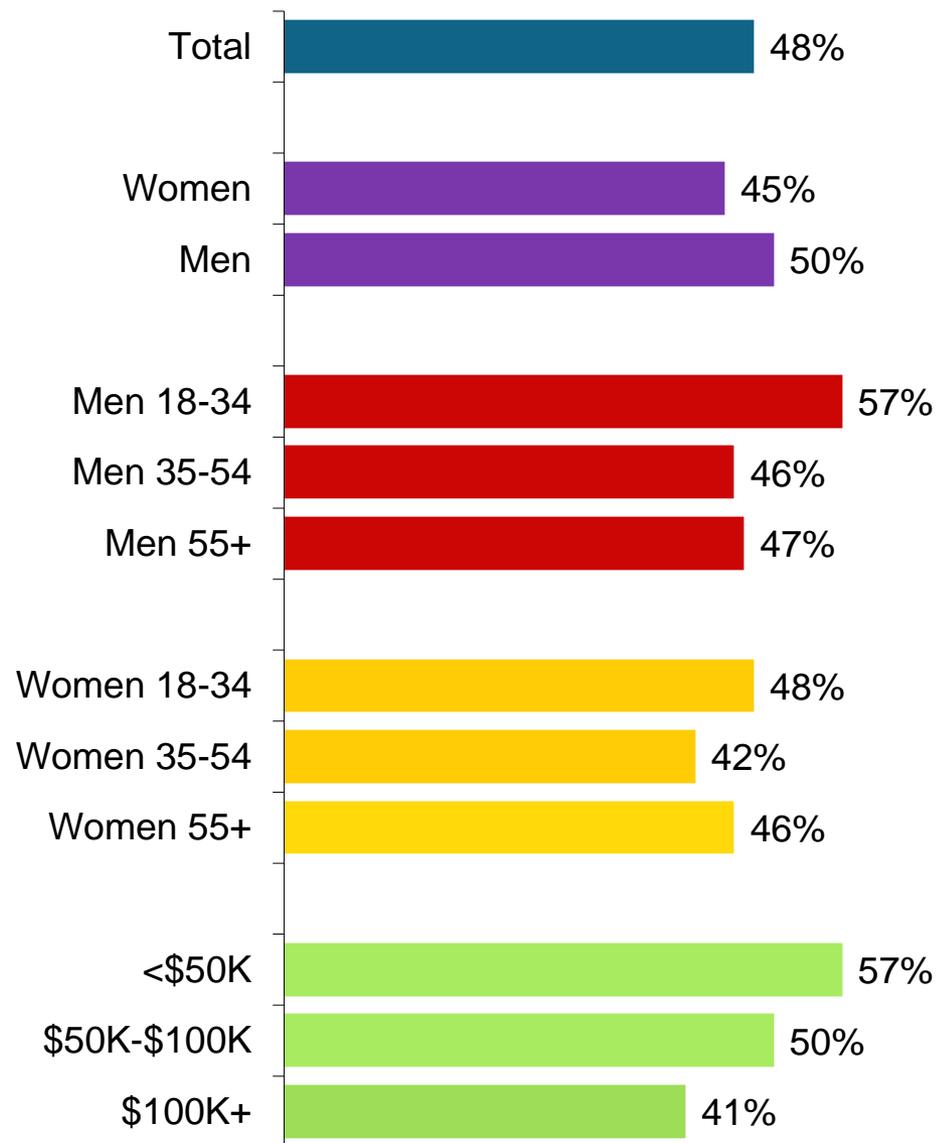


# LOWER-INCOME MANITOBBANS, YOUNGER MEN MORE LIKELY TO REPORT STRAINS IN PERSONAL RELATIONSHIPS

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Base: All respondents (N=1,000)

% who say their **personal relationships** are a lot/a little worse

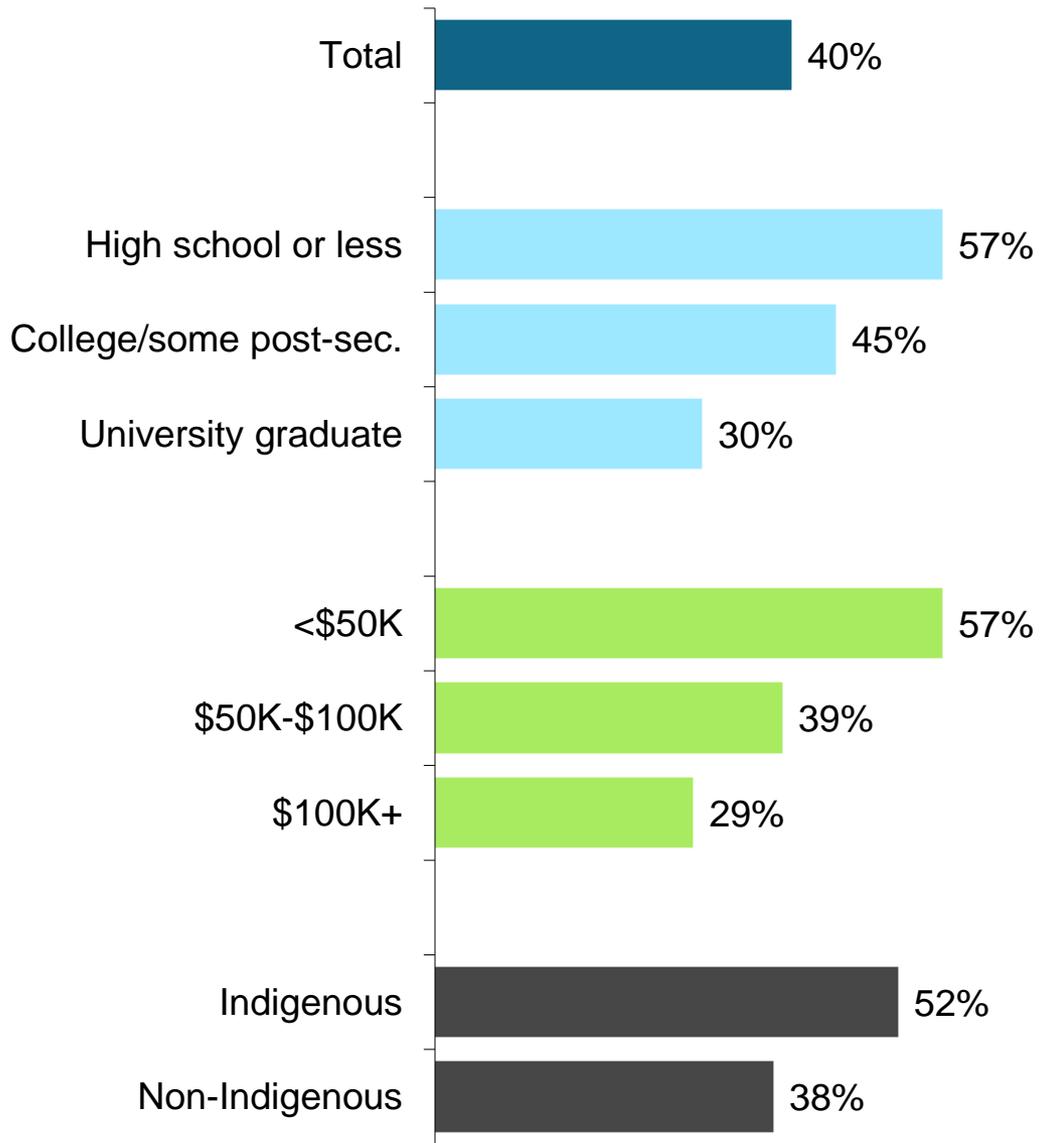


# THOSE WITH LOWER LEVELS OF EDUCATION, INCOME MORE LIKELY TO SAY THEY ARE WORSE OFF FINANCIALLY TODAY

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Base: All respondents (N=1,000)

% who say their **personal financial situation** is a lot/a little worse



**22%** of those earning \$100K say their financial situation has improved (vs. 11% among those earning <\$50K)