

MANITOBANS' VIEWS ON COVID-19

MARCH 2020

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PROBE 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 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.

METHODOLOGY

- Between March 10 and 24, 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 ± 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, 265 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
INFORMATION:

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KEY FINDINGS

- The COVID-19 pandemic has led to significant behavioural changes among Manitobans. More than eight-in-ten report they are washing their hands more, while six-in-ten indicate they are practicing social distancing to some degree by avoiding large groups of people. One-third, meanwhile, have cancelled upcoming trips and events, with a similar proportion saying they have stocked up on essential items. Nearly one-in-ten – representing nearly 90,000 adult Manitobans - say they have not done any of these things.
- The proportion of Manitobans engaging in these behaviours has steadily increased since the pandemic began. The most dramatic increase can be seen in the proportion of residents who say they are avoiding other people by self-isolating.
- Nearly all Manitobans are interested in getting more information about how the provincial government is dealing with the pandemic, with three-quarters confident that the federal, provincial and municipal government will work together to respond effectively to the crisis. Somewhat fewer people - six-in-ten - are confident the provincial government is prepared to deal with the COVID-19 outbreak.
- One-third of Manitobans, however, feel the crisis is overblown. This sentiment is strongest among younger men, with nearly one-half saying too much being made about the virus. Notably, the proportion of Manitobans who feel the crisis is overblown also decreased significantly as the pandemic unfolded.

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KEY FINDINGS (cont'd)

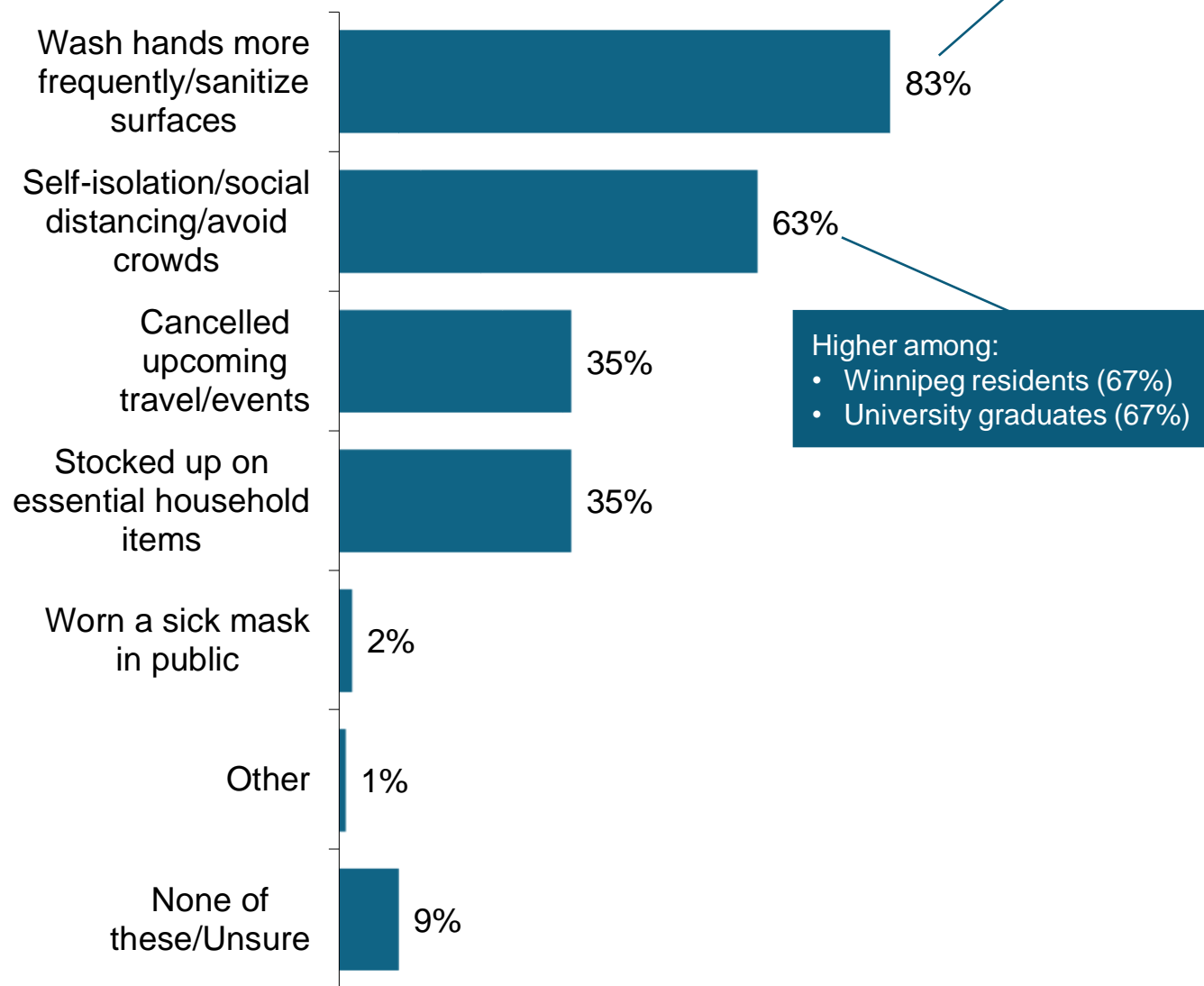
- Nearly nine-in-ten Manitobans, meanwhile, are worried about the economic effects of the COVID-19 pandemic on them personally. This concern cuts across all socio-economic groups and other demographic sub-populations.
- Although there have been no COVID-19 fatalities in Manitoba to date, more than eight-in-ten expect Manitobans will die from this virus. The proportion of Manitobans who are most convinced that COVID-19 will lead to deaths in the province increased significantly as the crisis deepened.

MORE THAN EIGHT-IN-TEN MANITOBBANS ARE WASHING THEIR HANDS MORE OFTEN

ACTIONS TAKEN BECAUSE OF COVID-19

CO2. "Which of the following things, if any, have you personally done since the emergence of the COVID-19 virus?"

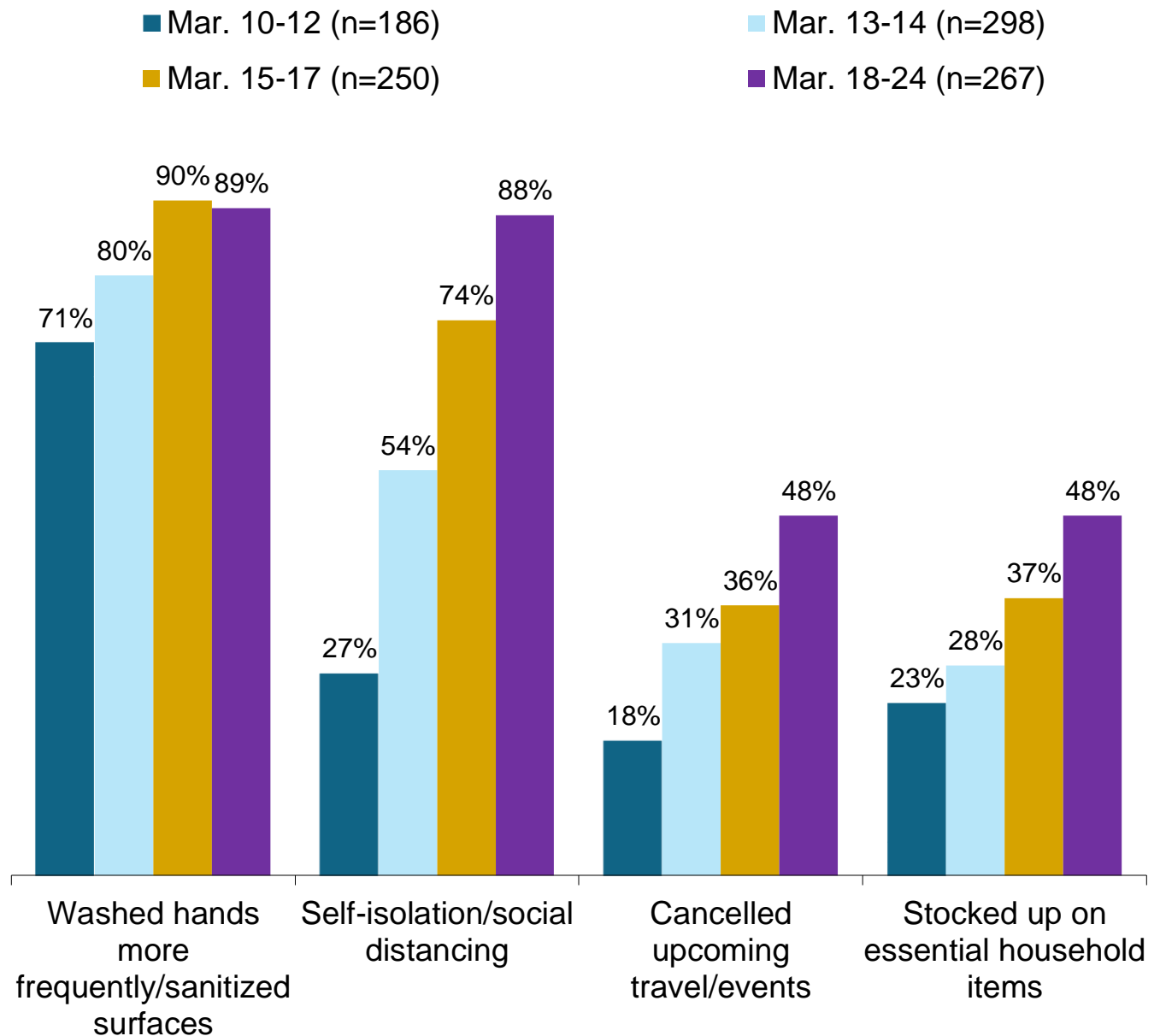
Base: All respondents (N=1,000)



MANITOBANS MORE LIKELY TO PRACTICE SOCIAL ISOLATION AS RESTRICTIONS TOOK EFFECT

ACTIONS TAKEN BECAUSE OF COVID-19, BY INTERVIEW DATE

CO2. "Which of the following things, if any, have you personally done since the emergence of the COVID-19 virus?"



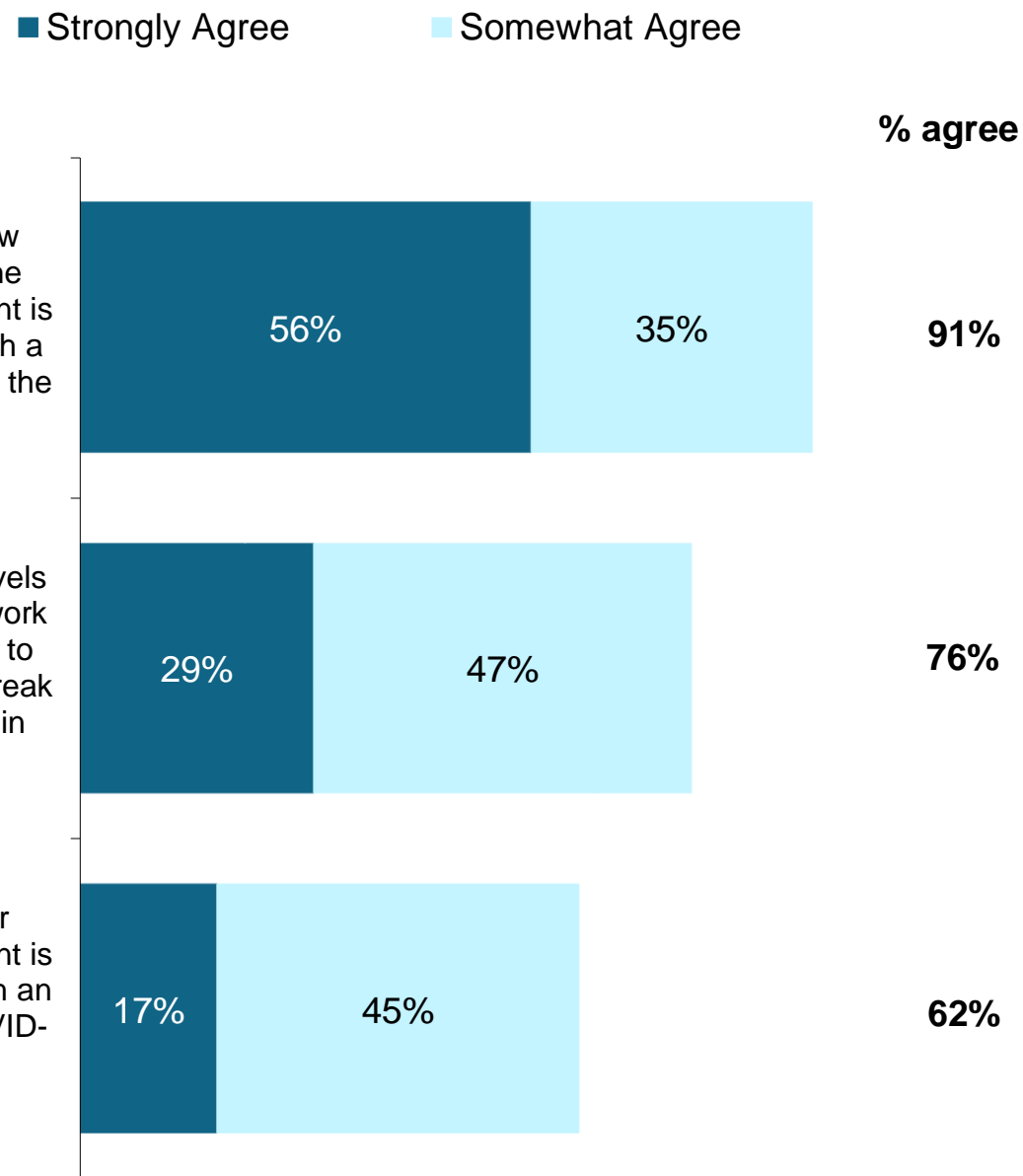
Base: All respondents

SIX-IN-TEN ARE CONFIDENT THE PROVINCIAL GOVERNMENT IS PREPARED TO DEAL WITH COVID-19

VIEWS REGARDING COVID-19 AND THE GOVERNMENT RESPONSE

CO1. "The COVID-19 virus (also known as coronavirus) emerged earlier this year and has spread to several countries. Please read the following statements and indicate if you agree or disagree."

Base: All respondents (N=1,000)



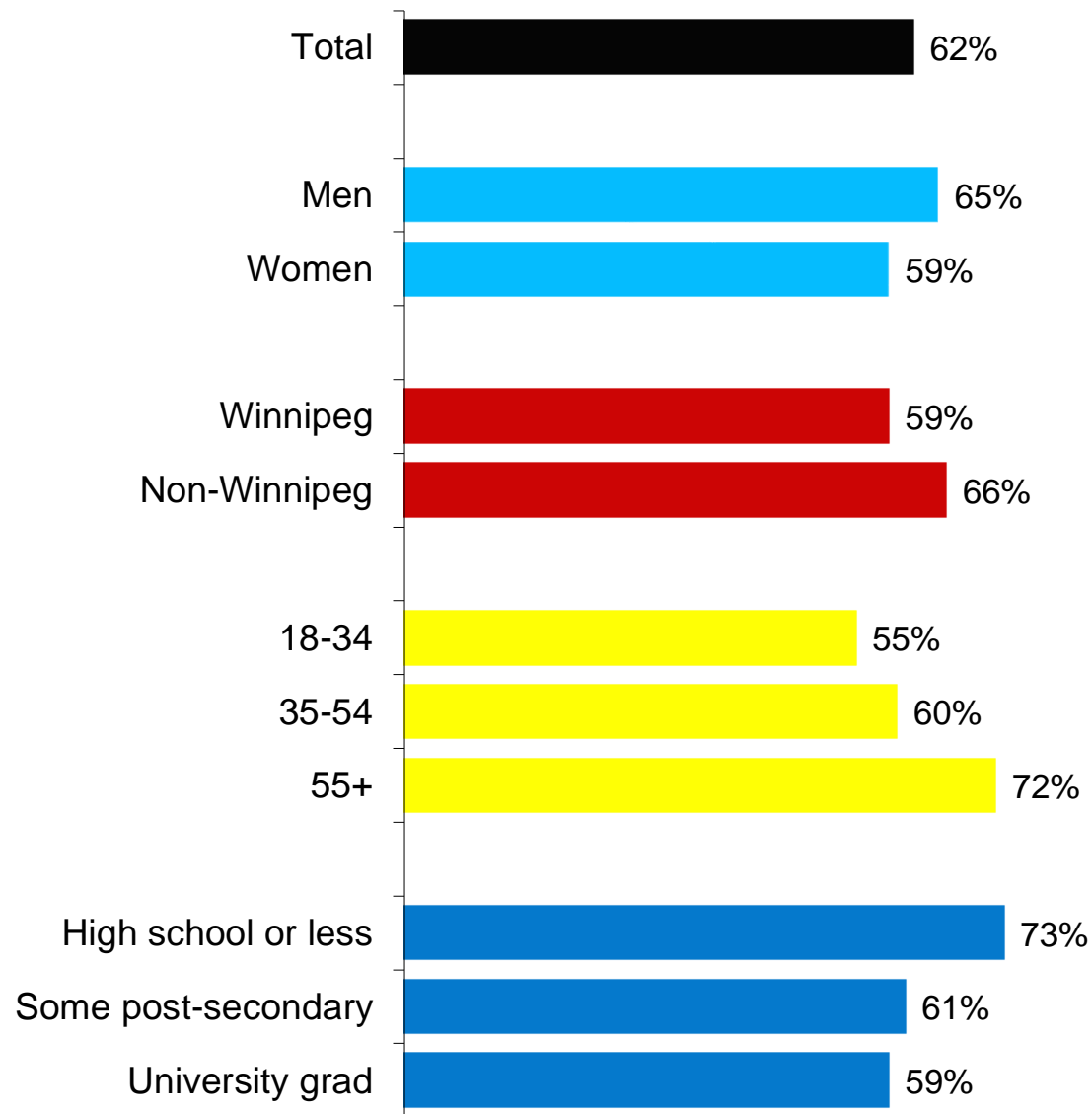
OLDER MANITOBANS, RURAL RESIDENTS MORE LIKELY TO HAVE CONFIDENCE IN THE PROVINCE

CONFIDENCE IN THE PROVINCE AMONG SUB-POPULATIONS

CO1. "The COVID-19 virus (also known as coronavirus) emerged earlier this year and has spread to several countries. Please read the following statements and indicate if you agree or disagree: I am confident our provincial government is prepared to deal with an outbreak of the COVID-19 virus here in Manitoba."

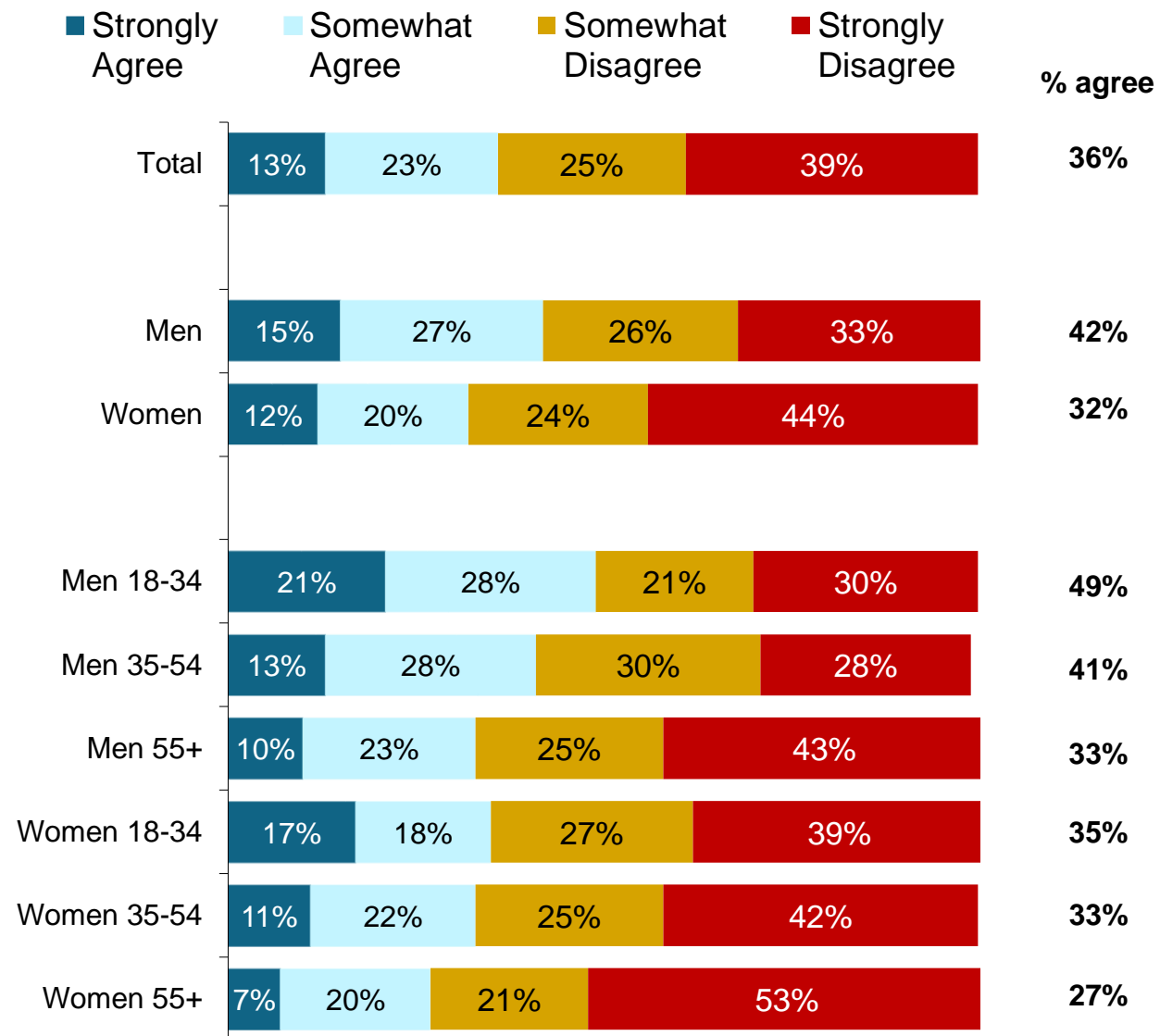
Base: All respondents (N=1,000)

% who strongly/somewhat agree the province is prepared



YOUNGER MEN ARE MOST LIKELY TO BELIEVE THE COVID-19 CRISIS IS OVERBLOWN

CO1b. "The COVID-19 virus (also known as coronavirus) emerged earlier this year and has spread to several countries. Please read the following statements and indicate if you agree or disagree: This whole issue of the Covid-19 virus is overblown for people living in this country."



Base: All respondents (N=1,000)

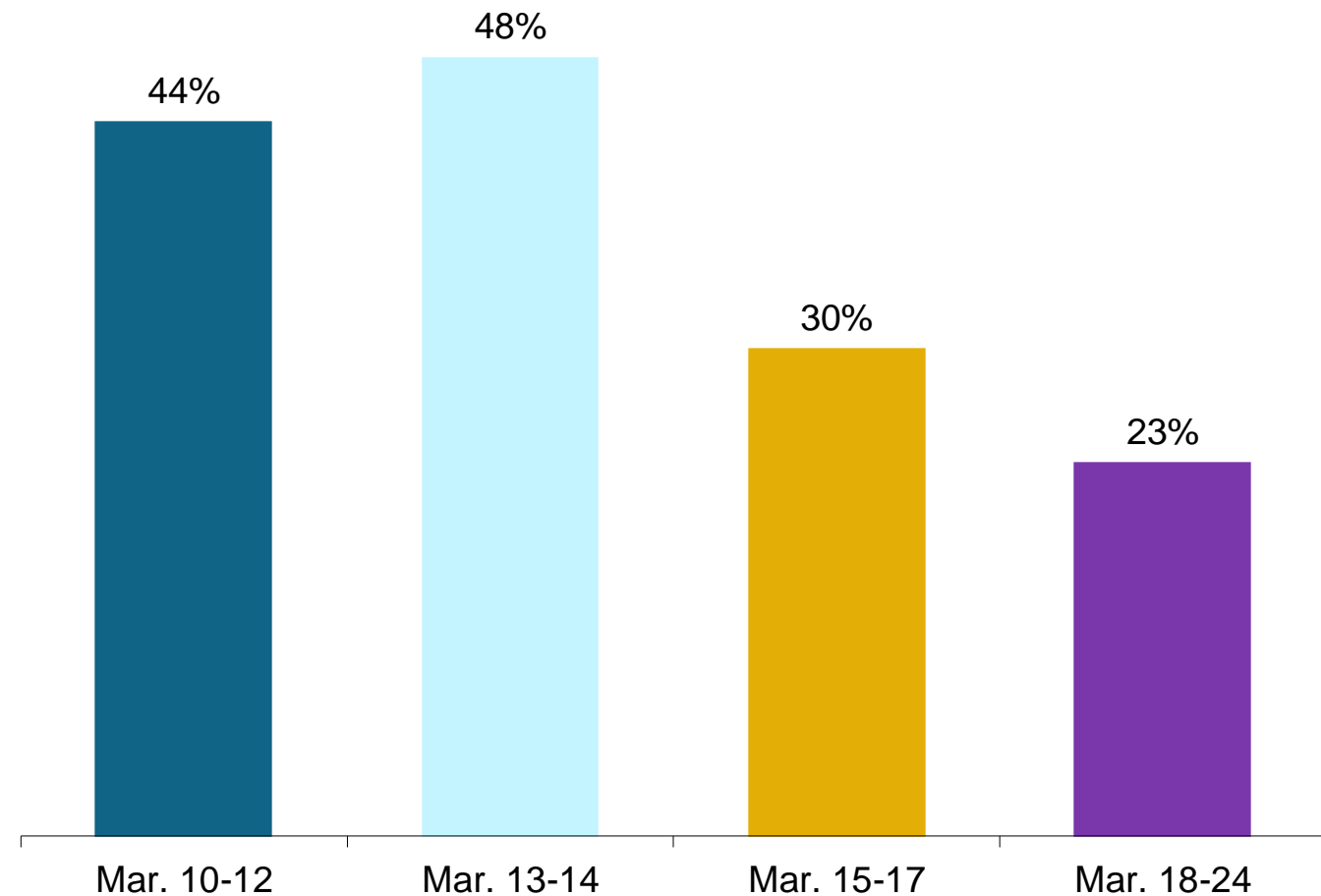
- Others who are more likely to believe the issue is **overblown** include:
- Rural/northern Manitobans (41% vs. 33% among those in Winnipeg)
 - Those with lower levels of education (53% among those with a high school diploma or less) and household income (45% among those earning <\$50K)

MANITOBANS LESS LIKELY TO THINK THE ISSUE IS OVERBLOW AS RESTRICTIONS CAME INTO EFFECT

CO1b. "The COVID-19 virus (also known as coronavirus) emerged earlier this year and has spread to several countries. Please read the following statements and indicate if you agree or disagree: This whole issue of the Covid-19 virus is overblown for people living in this country."

Base: All respondents (N=1,000)

% who strongly/somewhat agree the issue is overblown

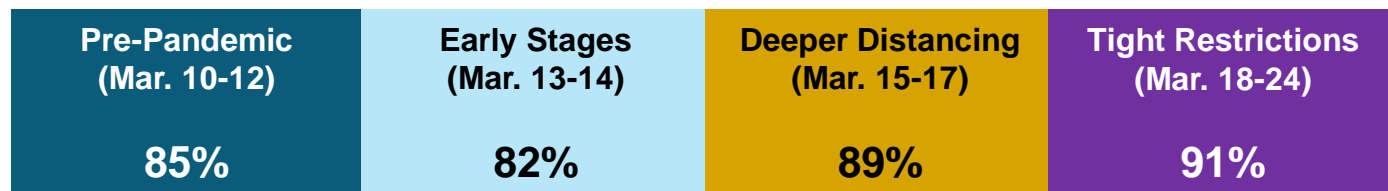
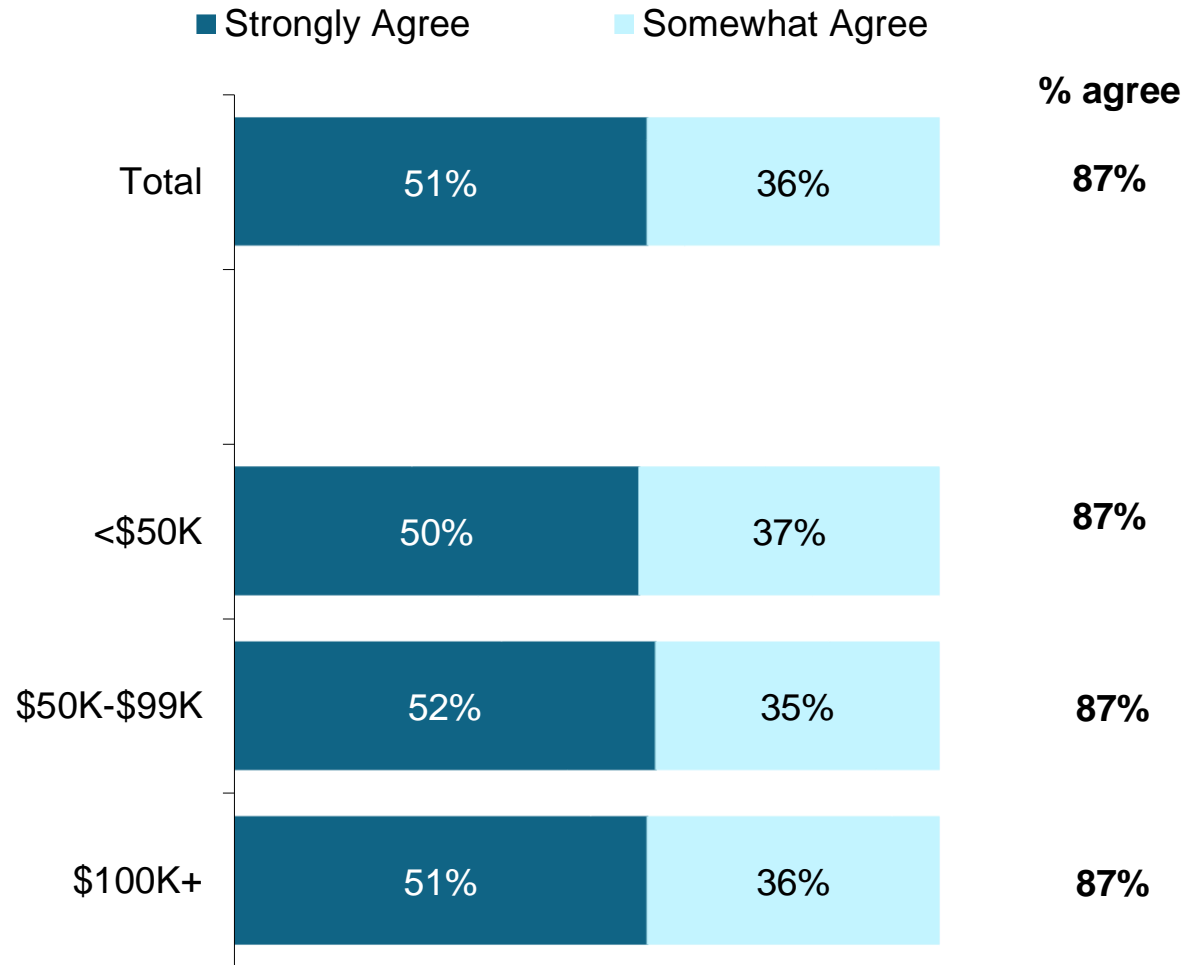


<p>Pre-Pandemic</p> <ul style="list-style-type: none"> • Prior to cases being reported in Manitoba • Public activities still underway 	<p>Early Stages</p> <ul style="list-style-type: none"> • First MB cases • Events cancelled • School suspended (announced Mar. 14) 	<p>Deeper Distancing</p> <ul style="list-style-type: none"> • Gov't advises no non-essential travel • Child care services suspended 	<p>Tight Restrictions</p> <ul style="list-style-type: none"> • Canada-U.S. border closed to non-essential travel
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ECONOMIC ANXIETY CUTS ACROSS ALL INCOME LEVELS

CONCERN ABOUT THE FINANCIAL IMPACT OF COVID-19

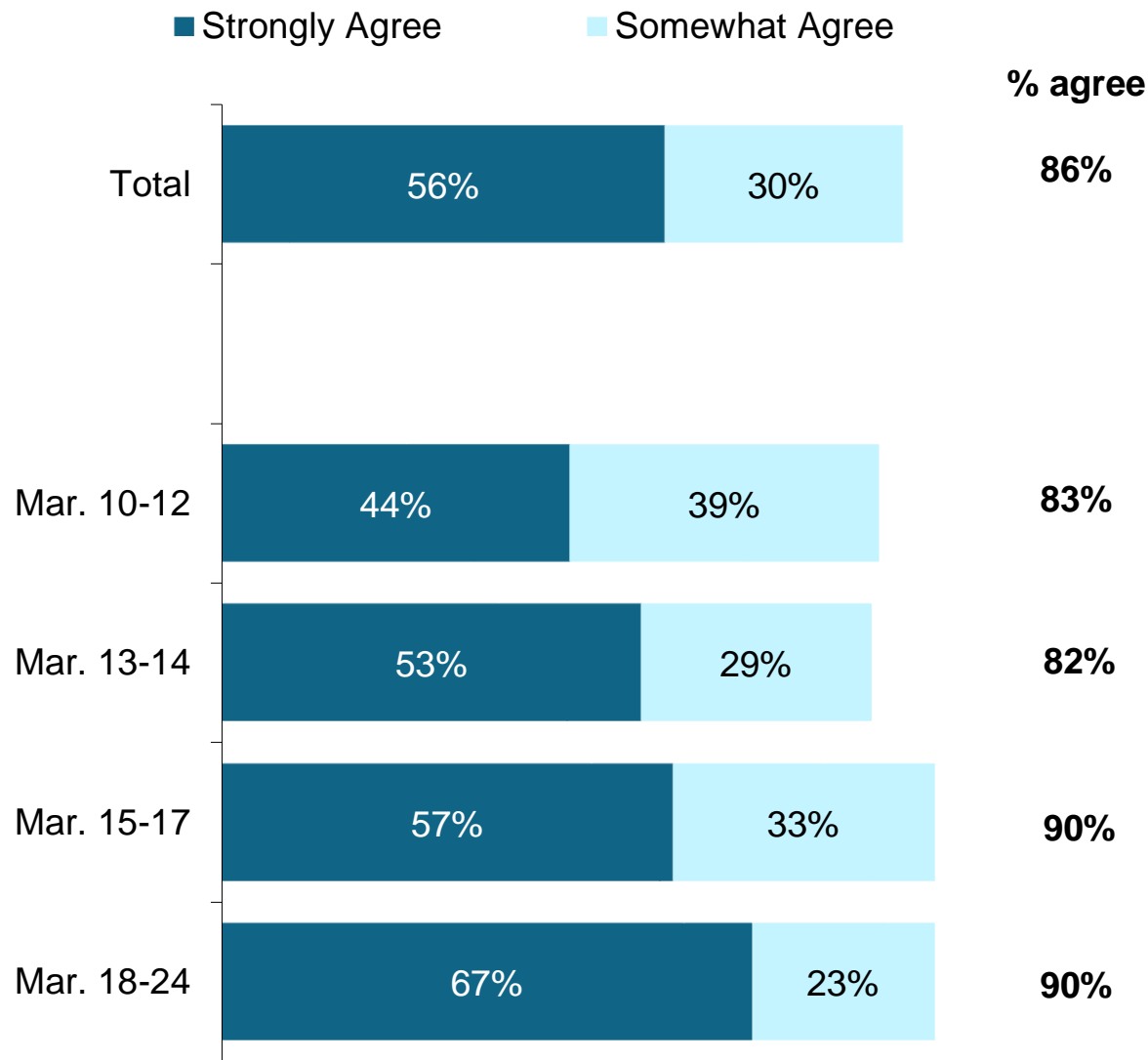
CO1f. "The COVID-19 virus (also known as coronavirus) emerged earlier this year and has spread to several countries. Please read the following statements and indicate if you agree or disagree: I worry about the economic effects the Covid-19 virus could have on people like me."



Base: All respondents (N=1,000)

MORE THAN EIGHT-IN-TEN EXPECT COVID-19 WILL KILL MANITOBANS; EXPECTATION INCREASED AS CRISIS DEEPENED

CO1c. "The COVID-19 virus (also known as coronavirus) emerged earlier this year and has spread to several countries. Please read the following statements and indicate if you agree or disagree: I think it's very likely the Covid-19 virus will cause deaths in Manitoba."



Base: All respondents (N=1,000)

Those who are **less likely to agree COVID-19 will kill Manitobans** include:

- Younger men aged 18-34 (74% vs. 94% among men aged 55+)
- Those with lower levels of formal education (77% among those with a high school diploma or less vs. 91% among university graduates)