



Preferences for Addressing Poverty and Homelessness

Winnipeg Free Press/CTV Winnipeg
September 2022 Probe Research Omnibus Survey

The
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Key Findings

Significant majorities of Winnipeg adults support measures that could help address homelessness in Winnipeg.

More than nine in ten support the idea of hiring more mental health workers (94%, including 75% who strongly support this idea). A slightly smaller proportion back the idea of creating more shelter spaces for those experiencing homelessness (92%, including 71% who strongly support this).

Eight in ten Winnipeggers (81%) also support creating a safe consumption site for those who use drugs – an idea which the City of Winnipeg’s council supports but the Progressive Conservative provincial government has been hesitant to allow. The eight in ten Winnipeggers who are in favour of a safe consumption site includes six in ten (59%) who strongly support this idea. Those in the Core area, women and younger adults are much more likely to express strong support for a safe consumption site. Those who back the provincial NDP are more than three times as likely as those who prefer the governing PCs to be strongly in favour of a safe consumption site in Winnipeg (82% vs. 24% and 64% among provincial Liberal supporters).

Meanwhile, more than three-quarters are in favour of designating certain areas as places where those experiencing homelessness can camp (78%, including 46% who strongly support this). Similar demographic groups are in favour of this measure, with men, older residents and homeowners much less likely to be enthusiastic about this idea. Again, NDP and Liberal supporters are also much more likely than PC supporters to be strongly in favour of setting aside these areas for those experiencing homelessness to use (56% and 52% respectively vs. 25% among those who back the PCs).

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* and CTV Winnipeg.

Methodology

Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between September 8 and 18, 2022.

With a sample of 600, one can say with 95 percent certainty that the results are within ± 4.0 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.

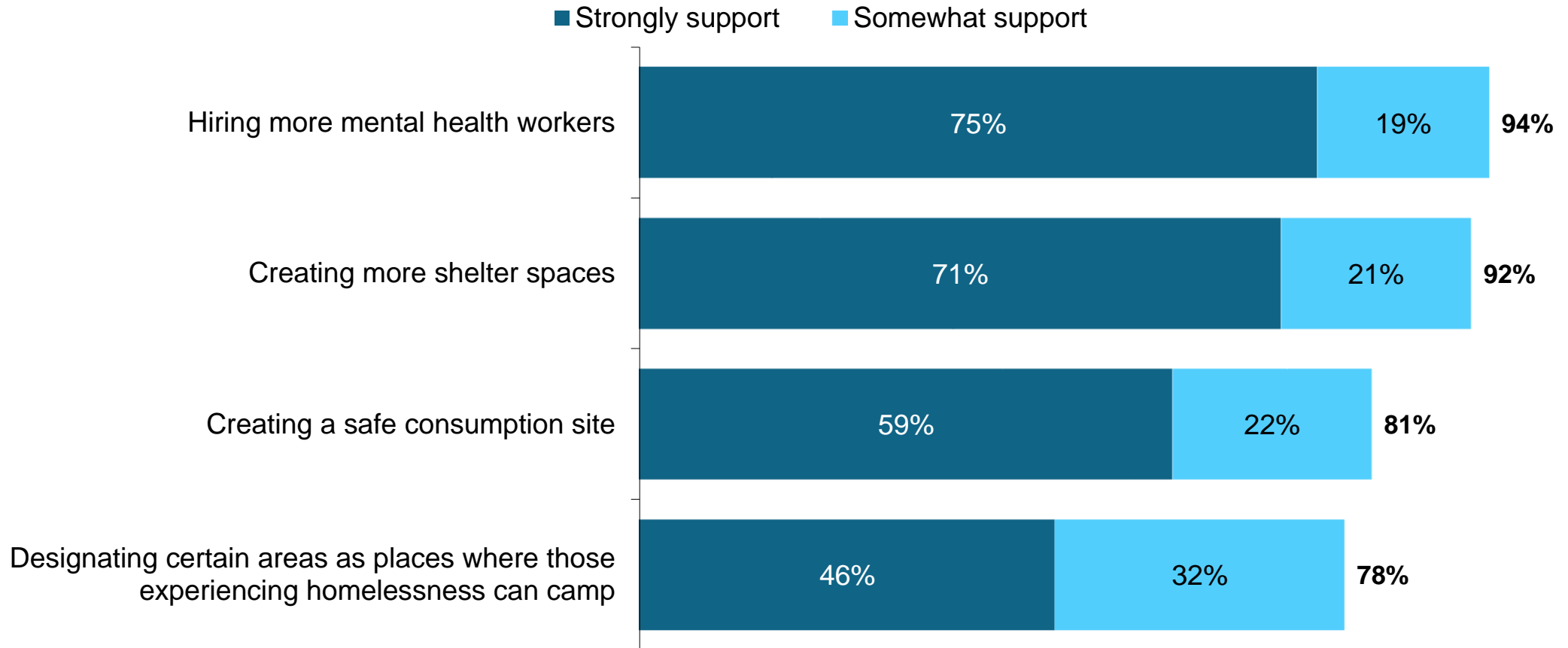
The sample consists of 236 Winnipeggers randomly recruited via live-agent operator, 208 Winnipeggers randomly recruited via Interactive Voice Response (IVR) and 156 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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.

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.

Support for Specific Policies to Address Poverty/Homelessness

Eight in ten support creating a safe consumption site, designating camping areas for the unhoused

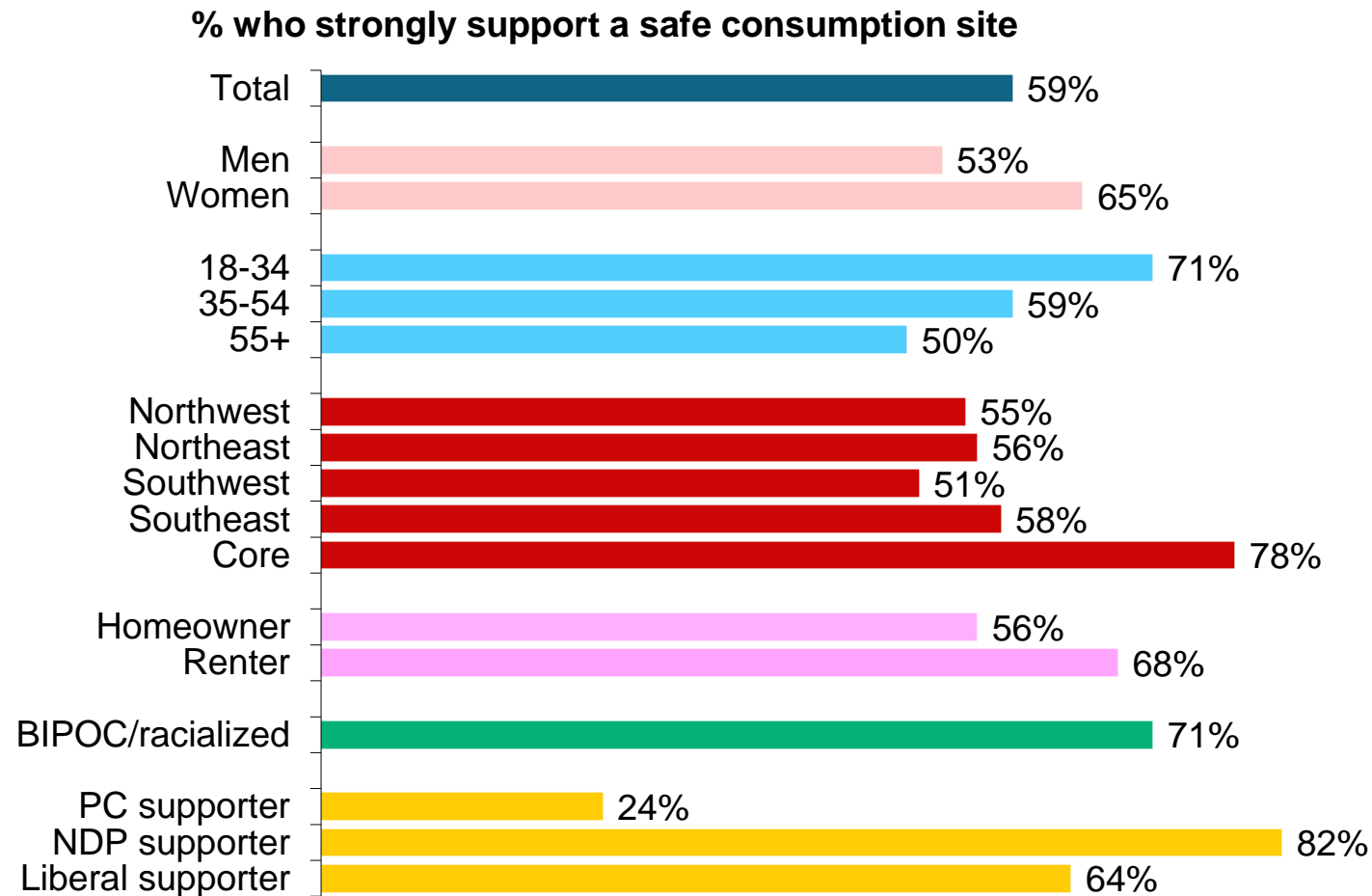


CE6. Do you support or oppose the City of Winnipeg taking the following steps to address the issue of homelessness in Winnipeg?

Base: All respondents (N=600)

Support for a Safe Consumption Site: By Subgroup

Core area residents, younger adults more likely to express support for a safe consumption site



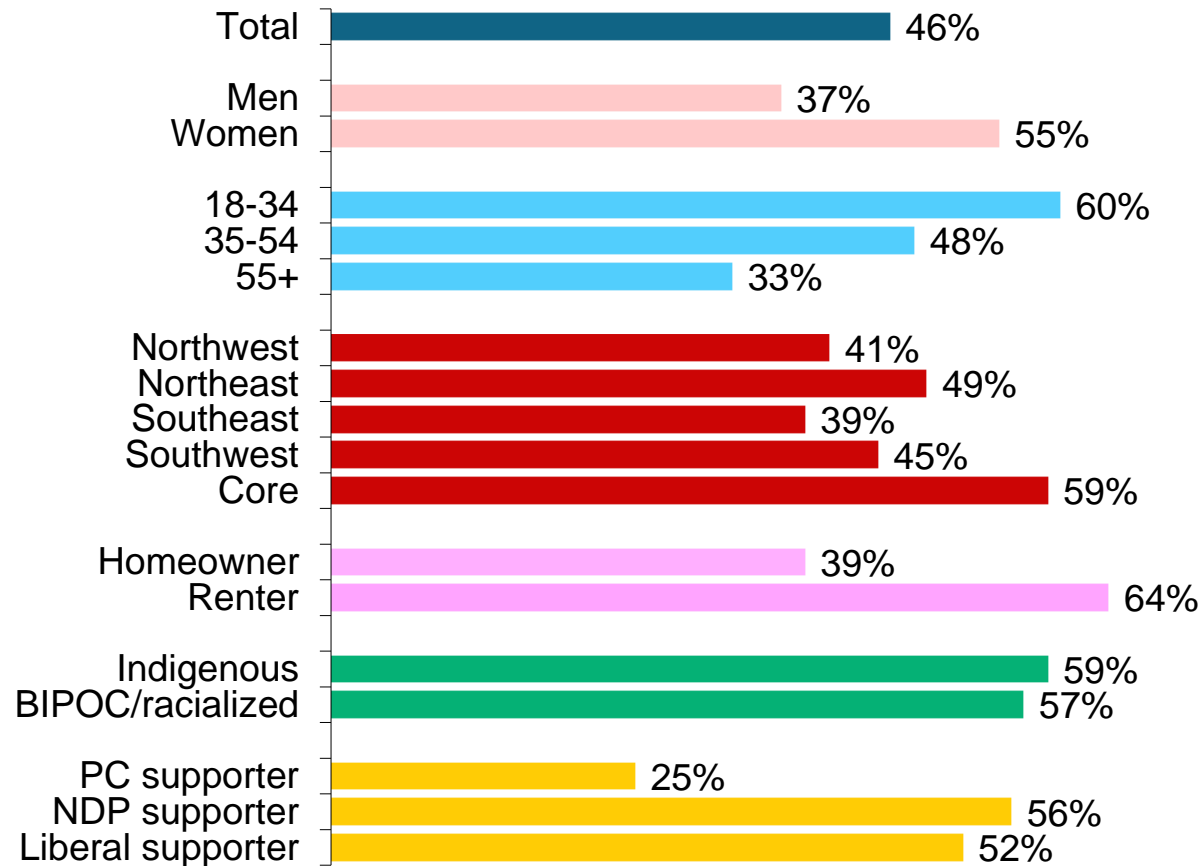
CE6c. Do you support or oppose the City of Winnipeg taking the following steps to address the issue of homelessness in Winnipeg: creating a safe consumption site?

Base: All respondents (N=600)

Support for Designated Encampment Areas: By Subgroup

Men, older adults, homeowners are less enthusiastic about setting aside areas for encampments

% who strongly support creating designated areas for encampments



CE6d. Do you support or oppose the City of Winnipeg taking the following steps to address the issue of homelessness in Winnipeg: Designating certain areas as places where those experiencing homelessness can camp?

Base: All respondents (N=600)