Views on the City's Climate Change Efforts

City of Winnipeg Climate Action and Resilience Committee

March 2025 Probe Omnibus Survey

PROBE RESEARCH

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Key Findings

Concern about climate change in Winnipeg is strong, but Winnipeggers are split on how much of a priority it is to address. Three-quarters are concerned about this issue, including nearly one-half who are very concerned. However, only four in 10 see it as a big priority facing Winnipeg. About the same proportion view climate change as a low priority. Women, lower-income Winnipeggers, those living in the inner city and those who identify as 2SLGBTQ+ are most likely to prioritize climate change as an issue.

It's also worth noting that almost one-third of Winnipeggers say climate change isn't nearly the crisis some say it is.

Residents agree the City should do more to address climate change. Seven in 10 agree the City should do more to stop pollution, with a similar proportion agreeing climate change should be a consideration for every decision city councillors make.

Few know what the City is doing to address climate change, which means many are ambivalent about the City's progress. Only one-quarter of Winnipeggers agree the City's actions to address climate change are having a positive impact – with nearly one-half unsure about this. Only one in five have any degree of familiarity with what exactly the City is doing to prepare for and respond to climate change.

Because of this lack of awareness, more than two-thirds of Winnipeggers are neither satisfied nor dissatisfied with what the City is doing to address this issue.

Key Findings (cont'd)

Significant proportions of Winnipeggers feel they are affected by climate change. Fully one-half agree the people and places they love are at risk, with the same proportion agreeing their physical and/or mental health has already been negatively affected by climate change-related events like poor air quality from wildfire smoke, allergies, anxiety, etc.

Meanwhile, although seven in 10 feel prepared for when extreme weather events happen, nearly three in 10 agree they cannot afford to heat or cool their homes to a comfortable temperature during prolonged hot spells or other periods of extreme weather. This is especially true of those with low incomes, who are three times more likely as wealthier Winnipeggers to say their homes are not ready for climate change.

Winnipeggers are concerned about the effect of climate change on all city assets. Winnipeggers are most likely to worry about how climate change will affect the city's roads and green spaces. But a majority of Winnipeggers are also concerned about the effects on the City's ability to handle weather-related emergencies, on the drinking water supply and on programs and services.

Winnipeggers prioritize improvements to public transit and green spaces to mitigate the effects of climate change. Nearly one-half of Winnipeggers prioritize these two areas, with about one-third indicating the City should build more active transportation pathways and offer grants and programs to help people weather-proof their homes from extreme weather events.

Winnipeggers are less interested in additional EV charging stations or measures to protect trees on private property.

Methodology

Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between March 4 and 16, 2025.

With a sample of 600, one can say with 95 per cent 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 285 Winnipeggers randomly recruited via live-agent operator, 193 randomly recruited via Interactive Voice Response (IVR) and 122 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 Manitoba adults had an equal opportunity to participate in this Probe Research survey.

Probe weighted the data by age, gender, region and educational attainment so that the sample properly reflects the province's population, based on Census data. Probe used SPSS software to do all statistical analysis.

About the Probe Research Omnibus

For more than two decades, Probe Research 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.

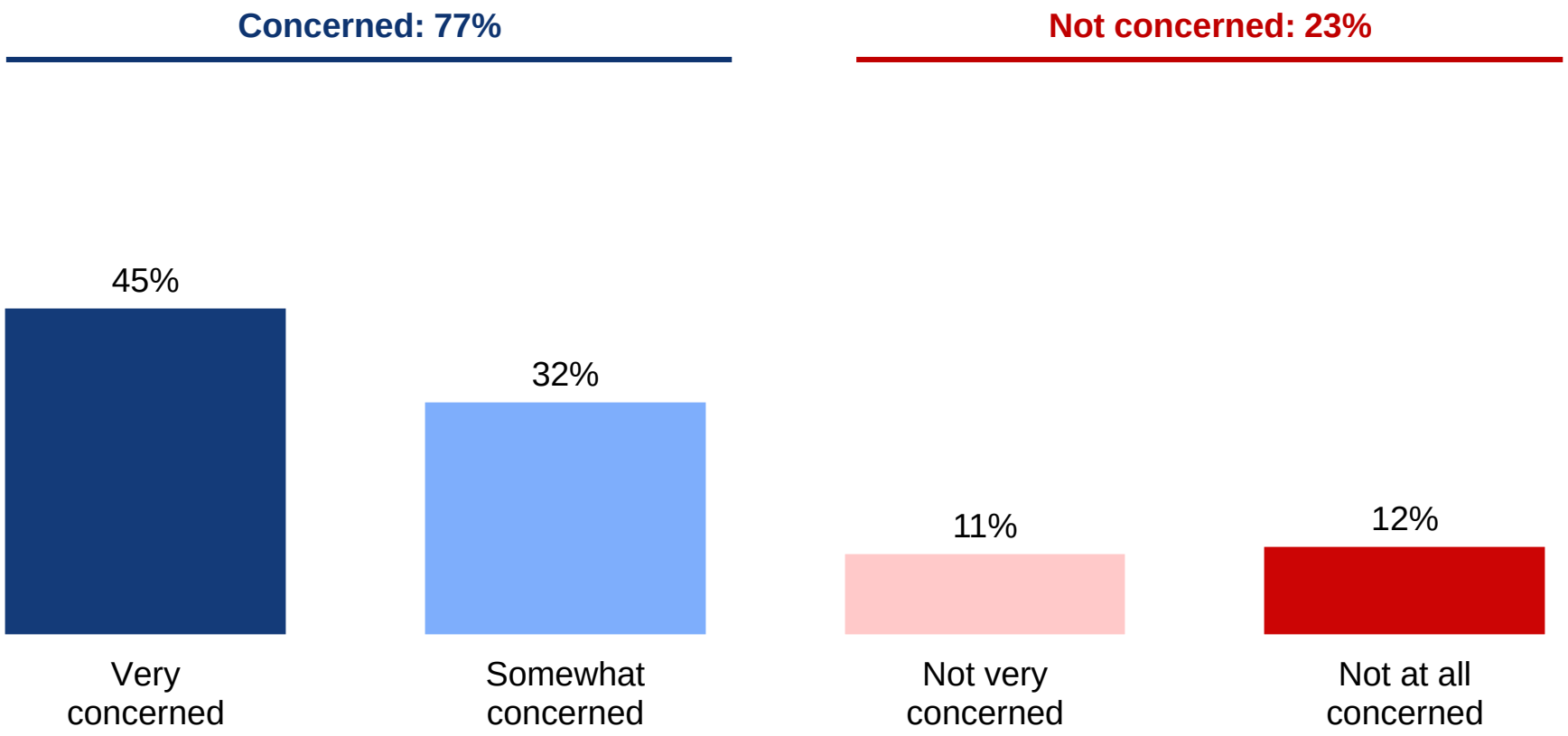
Survey Instrument

Probe designed the survey questionnaire in close consultation with the City of Winnipeg.

Concern About Climate Change

Three-quarters of Winnipeggers express concern about climate change

CARC1. How concerned are you, if at all, about climate change? (Base: All respondents, N=600)



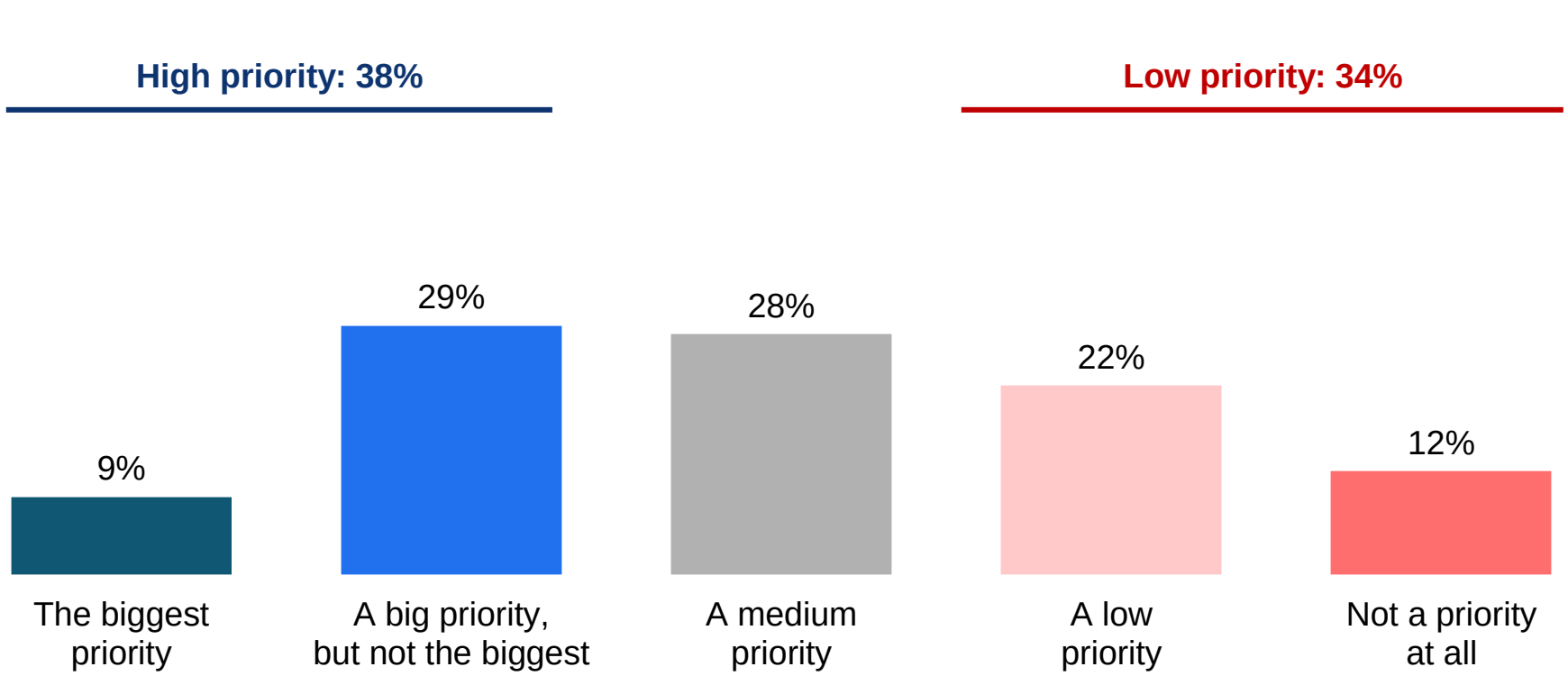
Those most likely to be **very concerned** include:

- Women (54% vs. 36% among men).
- Those who identify as 2SLGBTQ+ (86%).
- Those from lower-income households (57% among those earning <$50K vs. 37% $100K+).
- Inner city residents (62%).

Prioritization of Climate Change as an Issue

Winnipeggers are split, but one-third say climate change is a big priority

CARC2. When you think of all the issues facing Winnipeg, where does climate change rank? (Base: All respondents, N=600)



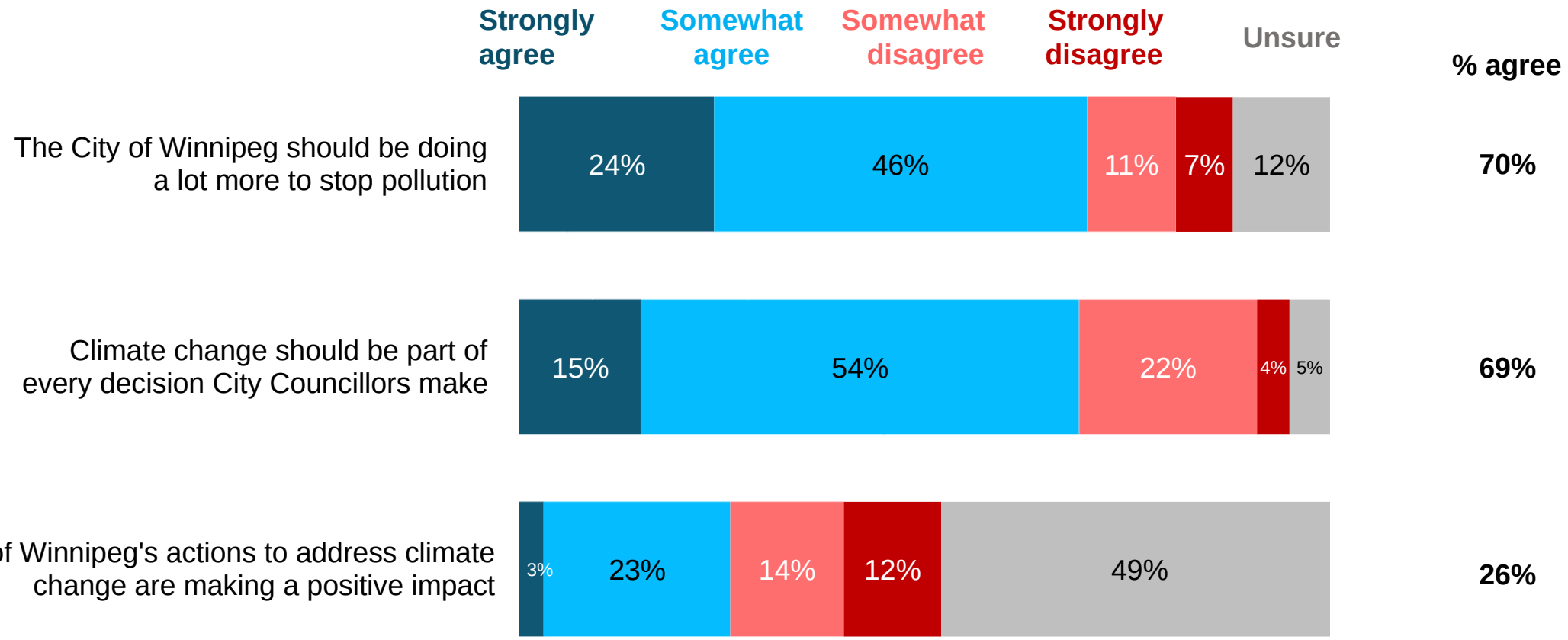
Those most likely to view climate change as a **high priority** include:

- Women (42% vs. 32% among men).
- Those who identify as 2SLGBTQ+ (72%).
- University graduates (47% vs. 29% among those with a college diploma or partial post-secondary).
- Lower-income earners (44% <$50K vs. 29% $100K+).
- Inner city residents (47%).

Views on the City of Winnipeg's Climate Change Responsibilities

Only one-quarter say the City is making a positive impact on climate change

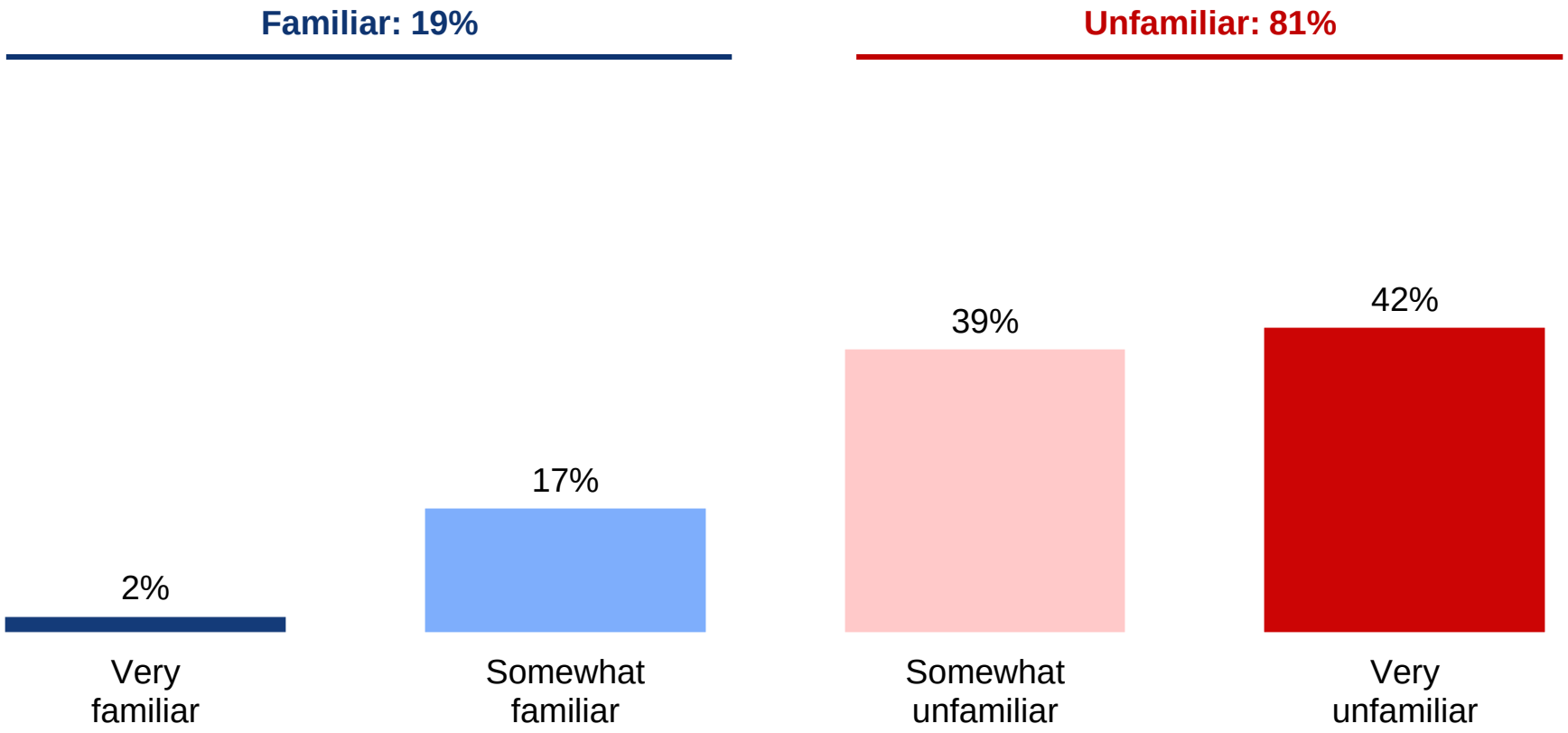
CARC7. Do you agree or disagree with the following statements? (Base: All respondents, N=600)



Familiarity with the City's Climate Change Efforts

Relatively few Winnipeggers feel they know much about how the City is preparing for climate change

CARC4. How familiar are you, if at all, with what the City of Winnipeg is doing to prepare for and respond to climate change? (Base: All respondents, N=600)



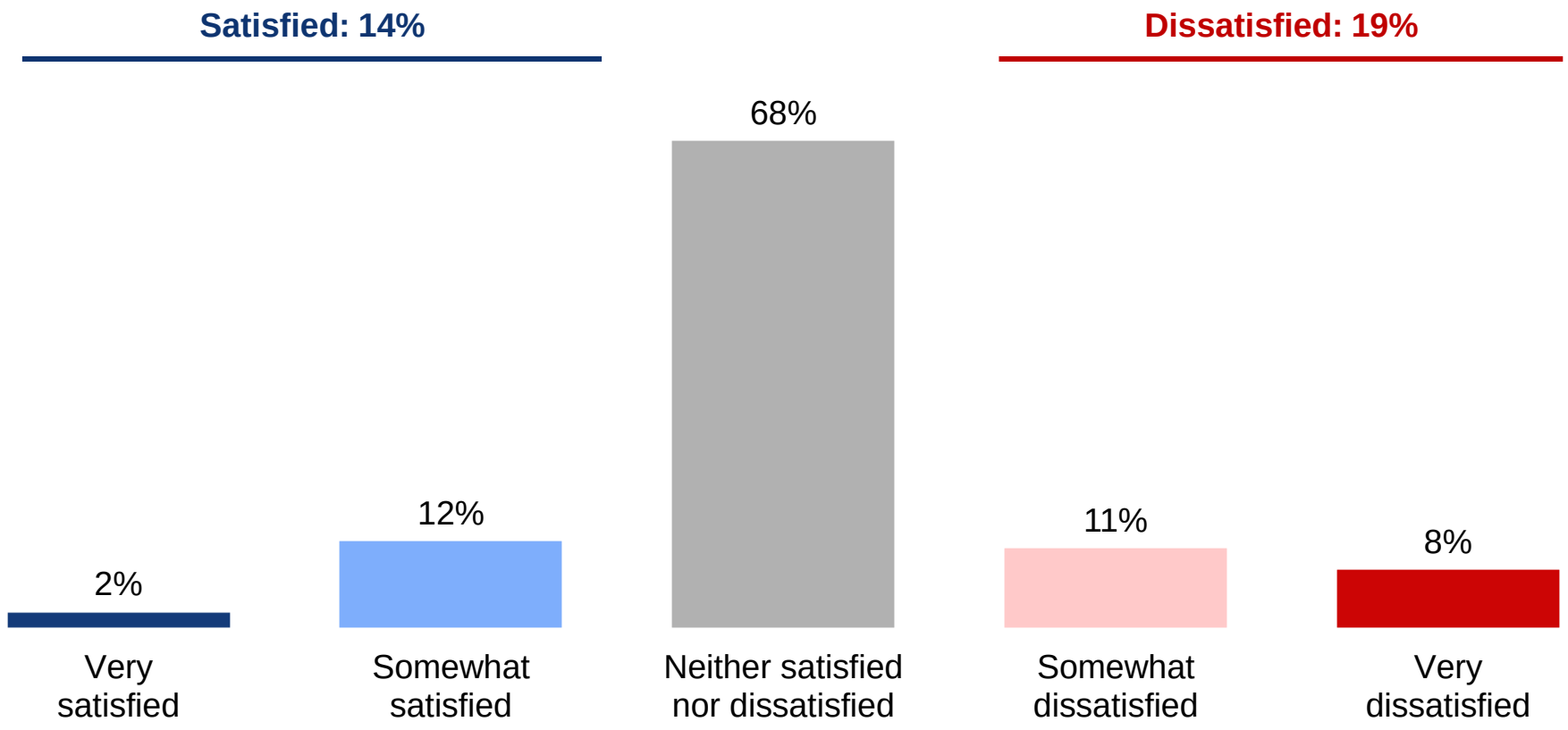
Those most likely to be **familiar** include:

- Men (25% vs. 13% among women).
- Those aged 35-54 (23% vs. 14% 18-34).
- Those who identify as 2SLGBTQ+ (26%).
- Racialized Winnipeggers (24%).

Satisfaction with the City's Approach to Climate Change

Most are ambivalent about the City's approach to climate change

CARC5. Based on what you know, how satisfied or dissatisfied are you with the City of Winnipeg's approach to climate change? (Base: All respondents, N=600)



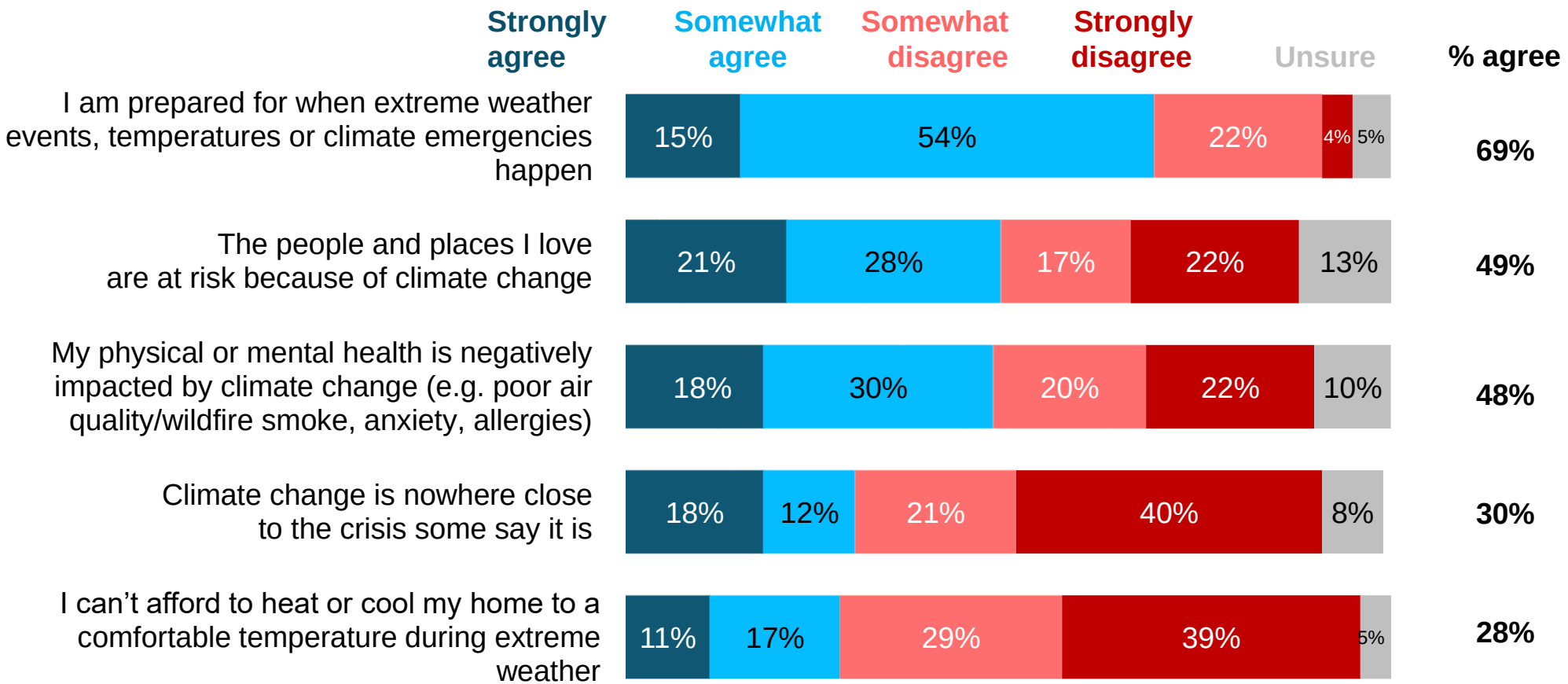
Those most likely to be **dissatisfied** include:

- Men (24% vs. 14% among women).
- Younger adults (27% 18-34 vs. 10% 55+).
- Residents of the inner suburbs (26% vs. 11% among those living in the outer suburbs).

Personal Impacts of Climate Change

One-half say their health is affected by climate change; one-third say climate change is not a crisis

CARC7. Do you agree or disagree with the following statements? (Base: All respondents, N=600)

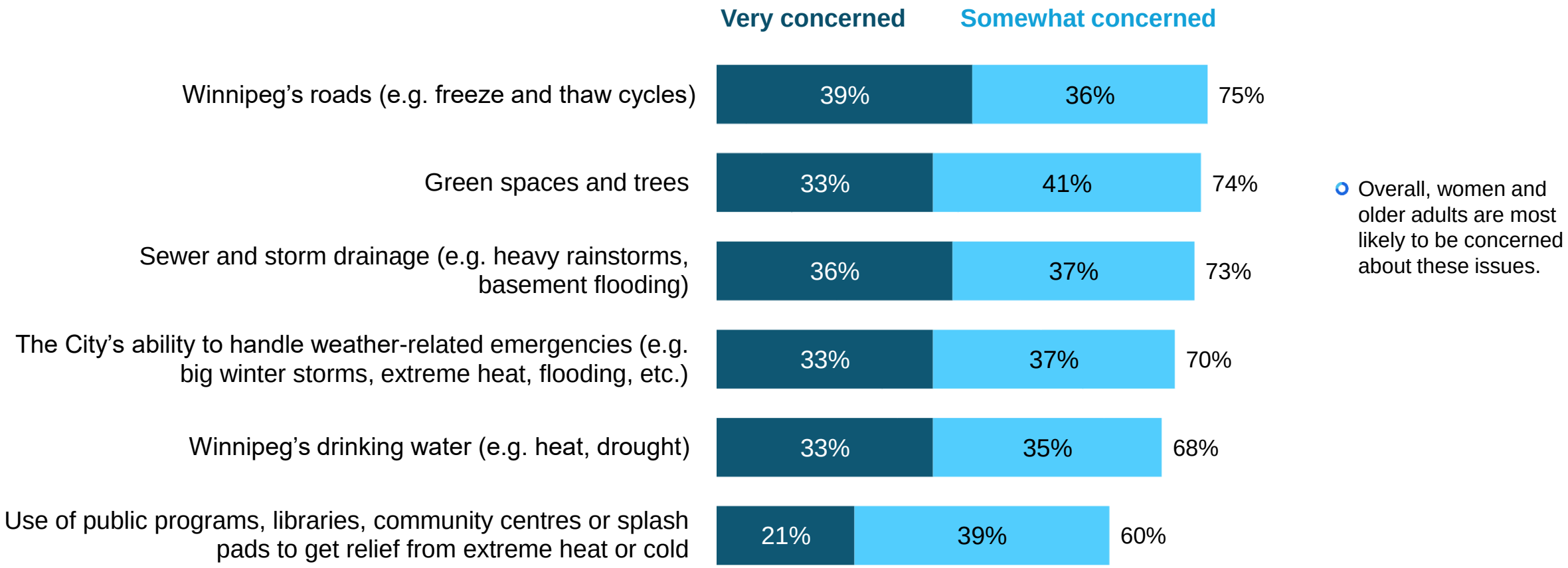


- Women, inner city residents and those who identify as 2SLGBTQ+ are most likely to say their physical and mental health is negatively affected by climate change.
- Lower-income earners are significantly more likely to agree they can't afford to heat or cool their homes during extreme weather (54% <$50K vs. 18% $100K+).

Concern About Specific Impacts of Climate Change

Winnipeggers are generally concerned about the effect of climate change on all city assets

CARC3. How concerned are you, if at all, about how climate change might affect the following? (Base: All respondents, N=600)



- Overall, women and older adults are most likely to be concerned about these issues.

Prioritization of Climate Actions by the City

Residents are most likely to want the City to address climate change by improving public transit

CARC6. When it comes to climate change, which actions, if any, should the City of Winnipeg prioritize today? Please rank up to three in order of priority, with one being the top priority. (Base: All respondents, N=600)

