



Image credit: Water Canada

ATTITUDES TOWARD CONSERVATION AND INDIGENOUS PROTECTED AREAS

NOVEMBER 2020



**Seal River
Watershed**

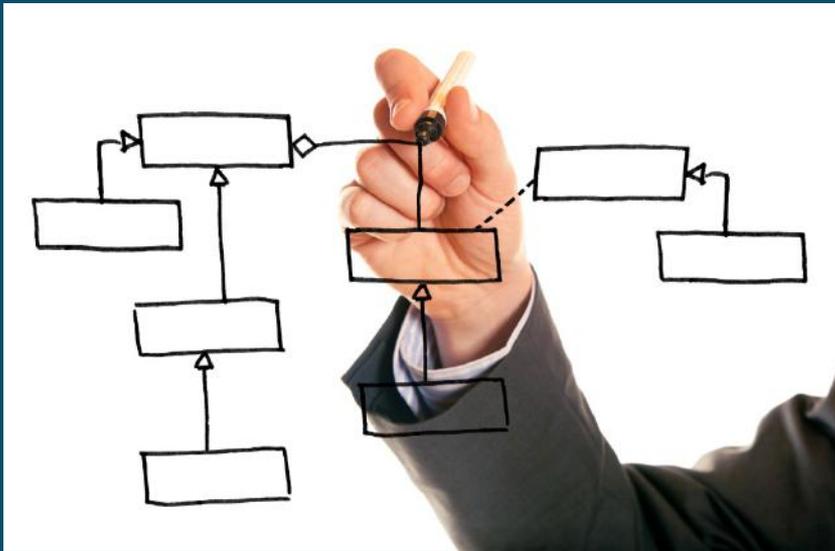
Indigenous Protected
Area Initiative

PROBE RESEARCH INC.

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METHODOLOGY



- Probe Research Inc. was retained by the Seal River Watershed Alliance to conduct a survey among Manitobans regarding their perceptions of conservation and protection, particularly around the Seal River watershed in Northern Manitoba.
- Probe Research surveyed 1,033 Manitoba adults online using a 13-minute (average) survey between August 3-17, 2020. The online sample was provided by Probe Research's proprietary panel and supplemented by a reputable national panel provider. In addition, to ensure a robust sample of Northern residents, 127 additional residents of Northern Manitoba were surveyed by telephone using random digit dialing and live interviewers. In total, 1,160 Manitobans were surveyed.
- As an online survey is a sample of convenience, no margin-of-error can be ascribed. However, a random and representative non-convenience sample of 1,160 adults would have a margin of error of ± 2.88 percentage points, 19 times out of 20. The margin of error is higher among sub-groups, including Northern residents.
- Minor statistical weighting by age and gender has been applied to this sample to ensure that it corresponds with the province as a whole.
- Results of <3% or responses of "don't know/unsure" are not shown in the graphs.

FOR MORE
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Manitobans are widely and intensely supportive of conservation in general, Indigenous Protected Areas in particular, and the protection of the Seal River watershed specifically.



83% support making the Seal River watershed an Indigenous Protected Area.



Manitobans are split on the province's conservation record. Four-in-ten say the province's record is good, but nearly the same proportion rate it as just so-so.

64% say the Manitoba government should do more to protect lands and waters.

Support for Indigenous Protected Areas is driven by strong agreement that Indigenous Peoples know what's best for an area and should lead the way in decisions made about that area.

64% say Indigenous Peoples should lead the way when it comes to managing natural areas.

Nearly seven-in-ten have not heard of the Seal River. Despite this low awareness, more than one-half say they would be interested in visiting the watershed.



64% say the Seal River could become a tourist attraction.

There is majority support for tourism, hunting, fishing and even all-weather road access to the region. There is considerably less support for more intensive development such as mining and hydro dams in the region.

32% support mining in the Seal River region.

PROFILE OF RESPONDENTS

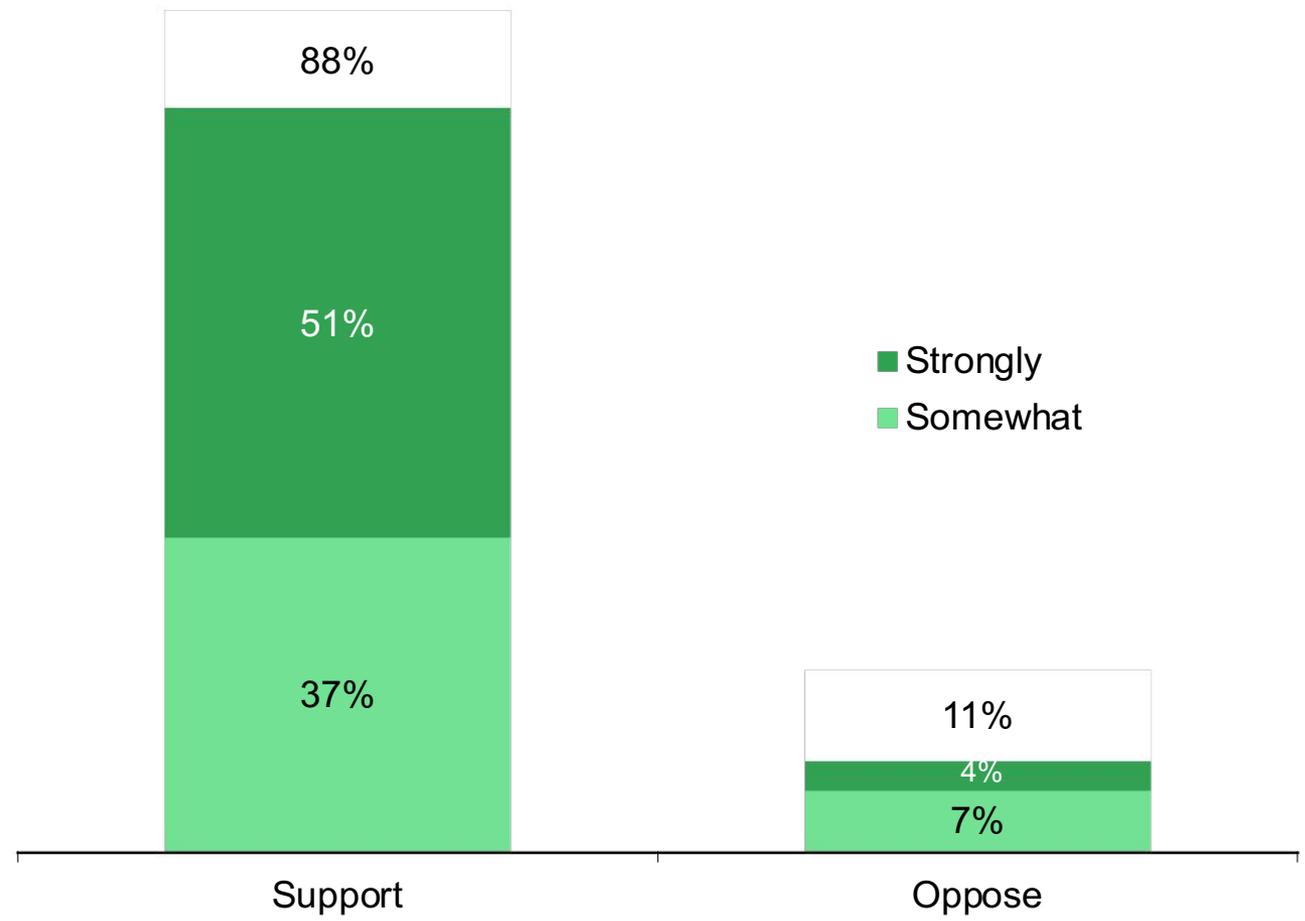
	TOTAL (N=1,160)	WINNIPEG RESIDENTS (636)	RURAL RESIDENTS (359)	NORTHERN RESIDENTS (165)
<i>Values within table are percentages</i>				
GENDER				
Men	48	48	49	49
Women	52	52	51	51
AGE				
18-34	33	31	37	37
35-54	37	40	33	33
55+	30	29	30	30
EDUCATION				
High school or less	20	14	19	41
Some post-secondary	20	19	21	16
Completed post-secondary	61	67	59	43
INDIGENOUS				
Yes	15	9	12	45
No	81	91	88	55
OUTDOORSY				
Yes	61	54	68	70
No	39	46	32	30
HOUSEHOLD INCOME				
<\$50K	25	24	23	37
\$50K-\$99K	40	40	46	28
\$100K +	35	36	31	35

ATTITUDES TOWARD CONSERVATION IN MANITOBA



NINE-IN-TEN SUPPORT CREATING MORE PROTECTED AREAS

A1. "Canadian governments and Indigenous Nations are working to create more protected areas that conserve nature and where industrial activity such as forestry, mining and hydroelectric development does not occur. Overall, do you support or oppose the creation of more protected areas?"



Those more likely to **oppose** creating additional protected areas include:

- Men (16% vs. 7% of women)

Conversely, those more likely to **strongly support** creating additional protected areas include:

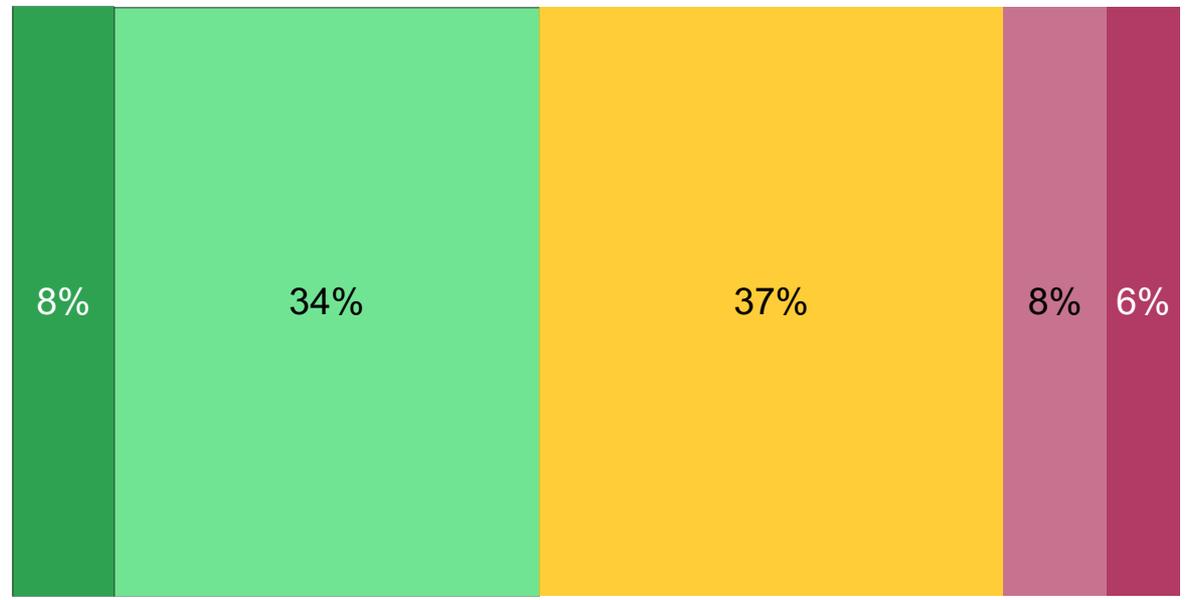
- Women (56% strongly support vs. 45% among men)

Base: All respondents (N=1,160)

MANITOBANS DIVIDED ON PROVINCE'S CONSERVATION RECORD

A2. "When it comes to protecting natural and wildlife areas, how would you rate the Manitoba government's performance? Has it done a...?"

Very good job Good job So-so job Poor job Very poor job



Base: All respondents (N=1,160)

SUB-GROUPS MORE LIKELY TO THINK THE PROVINCE IS DOING A VERY/GOOD JOB

A2. "When it comes to protecting natural and wildlife areas, how would you rate the Manitoba government's performance? Has it done a...?"



People with a high school education or less

vs. 38% of people with some post-secondary and 39% of those with a post-secondary certificate/degree



Northern residents

vs. 45% of rural residents and 36% of Winnipeggers



People earning <\$50K

vs. 41% of those earning \$50-99K and 39% of those earning \$100K+



Men

vs. 36% of women



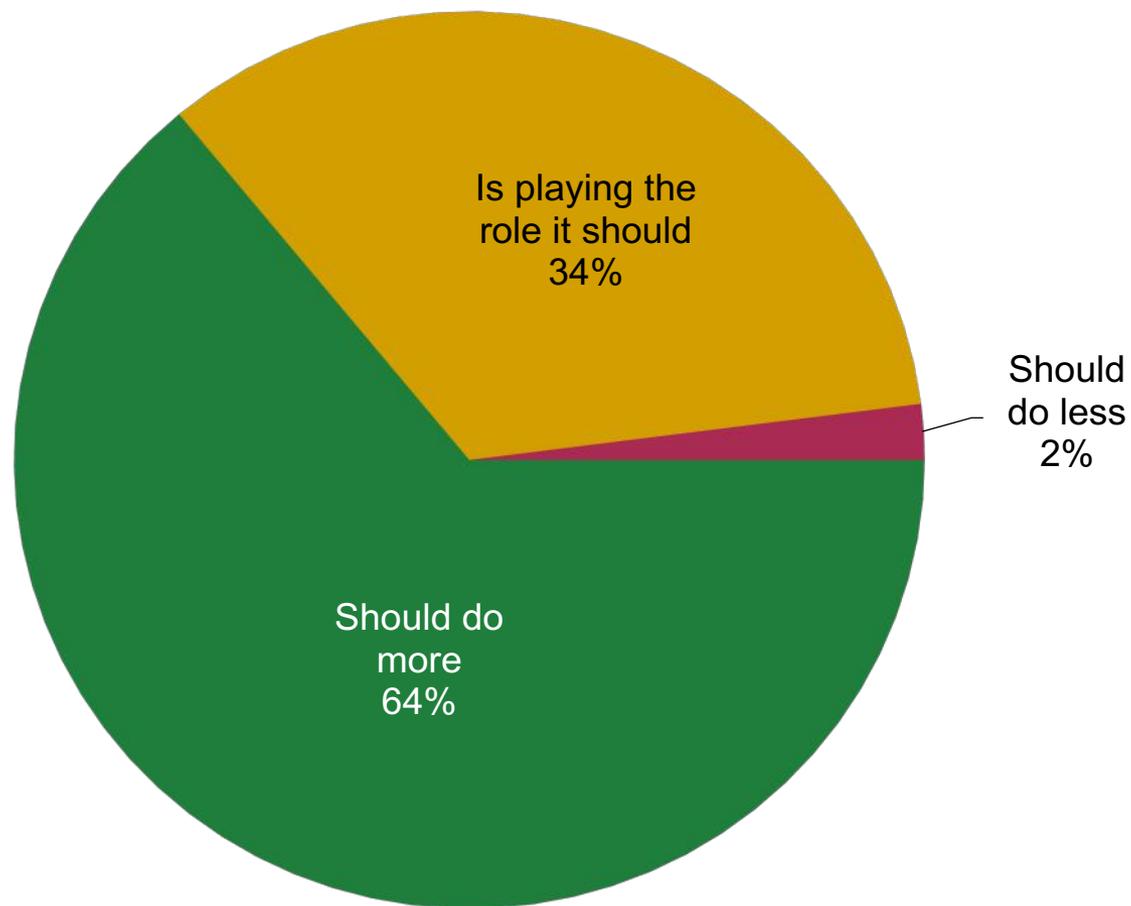
Outdoorsy folks

vs. 36% of non-outdoorsy folks

Base: All respondents (N=1,160)

TWO-IN-THREE SAY PROVINCE SHOULD DO MORE TO PROTECT LANDS, WATERS

A3. "In terms of protecting Manitoba's lands and waters, do you think the Manitoba government..."



Those more likely to say Manitoba **should do more** include:

- Indigenous Peoples (76% vs. 62% of non-Indigenous people)
- Women (70% vs. 57% of men)
- Northern residents and Winnipeggers (66% and 68%, respectively, vs. 55% of rural residents)

Base: All respondents (N=1,160)

MOST THINK PROVINCE SHOULD PROTECT MORE LANDS, WATERS

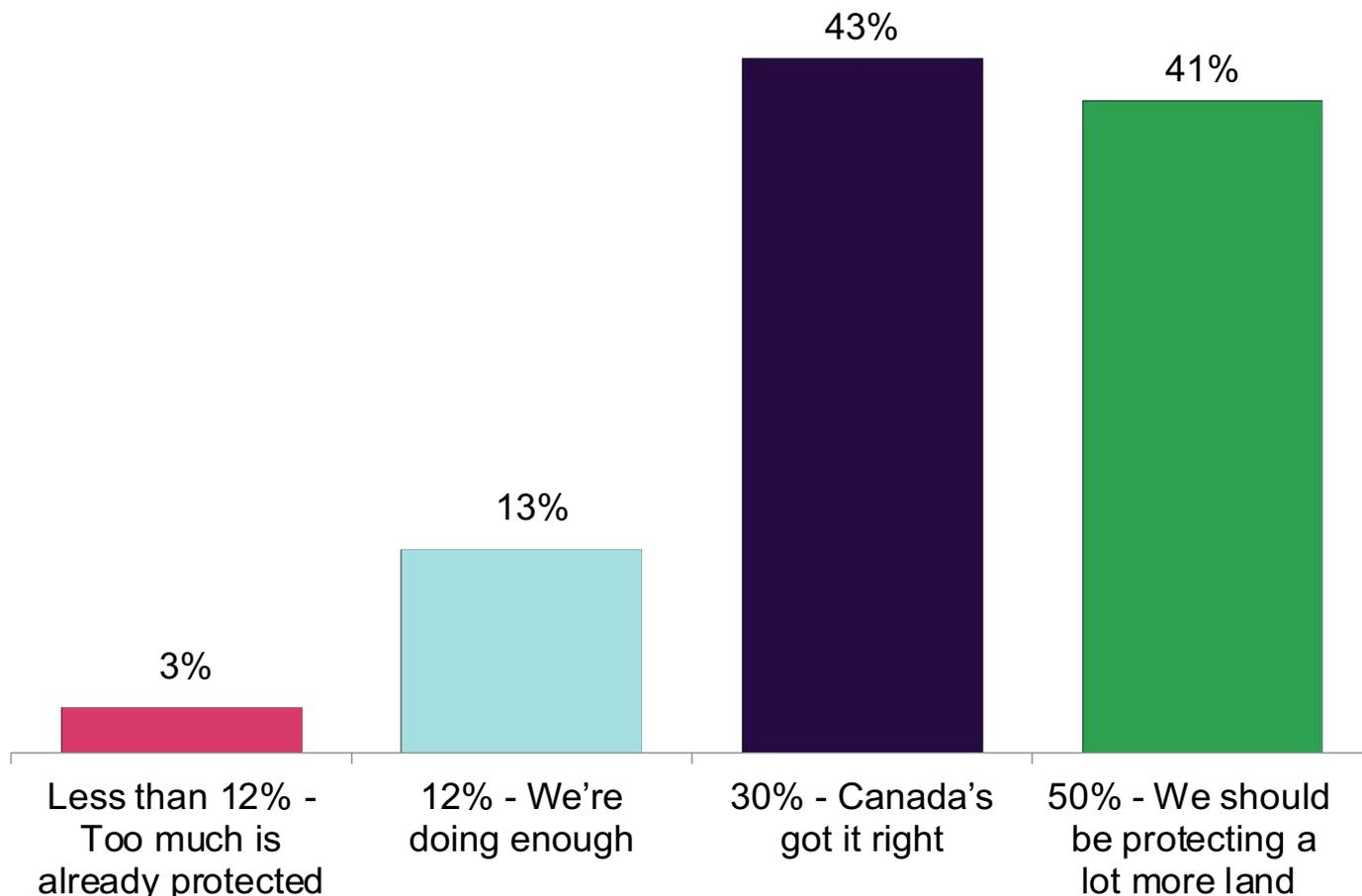
A4. "Right now, 12% of Manitoba's lands and waters are protected. This means forestry, mining or hydroelectric development generally aren't allowed in these areas.

Canada has committed to protecting 30% of the country's lands and waters in the next decade or so.

Many conservation scientists say we should protect 50% of our lands and waters

What do you think? How much of Manitoba's lands and waters do you think should be protected?"

Base: All respondents (N=1,160)



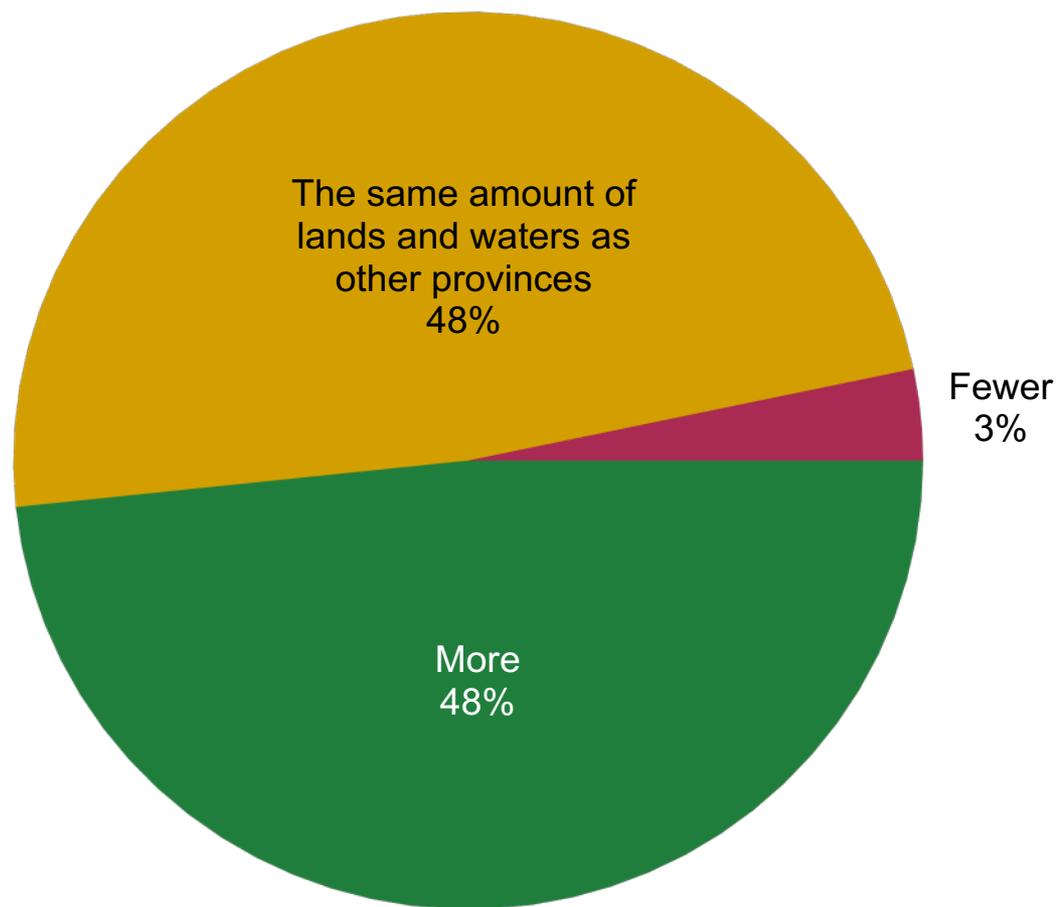
Those more likely to say **we should be protecting a lot more lands and waters** include:

- Northern residents (56% vs. 42% of Winnipeggers and 33% of rural residents)
- Indigenous Peoples (53% vs. 39% of non-Indigenous people)
- Younger and middle-aged adults (46% and 42%, respectively vs. 33% of older adults)

MANITOBANS DIVIDED ON WHETHER WE SHOULD LEAD OR FOLLOW OTHER PROVINCES

A5. "When it comes to protecting lands and waters, how much should Manitoba do relative to other provinces and territories?"

Manitoba should protect...



Those more likely to say Manitoba should protect **more** than other provinces and territories include:

- Indigenous Peoples (62% vs. 45% of non-Indigenous people)
- Northern residents (52% vs. 42% of rural residents)

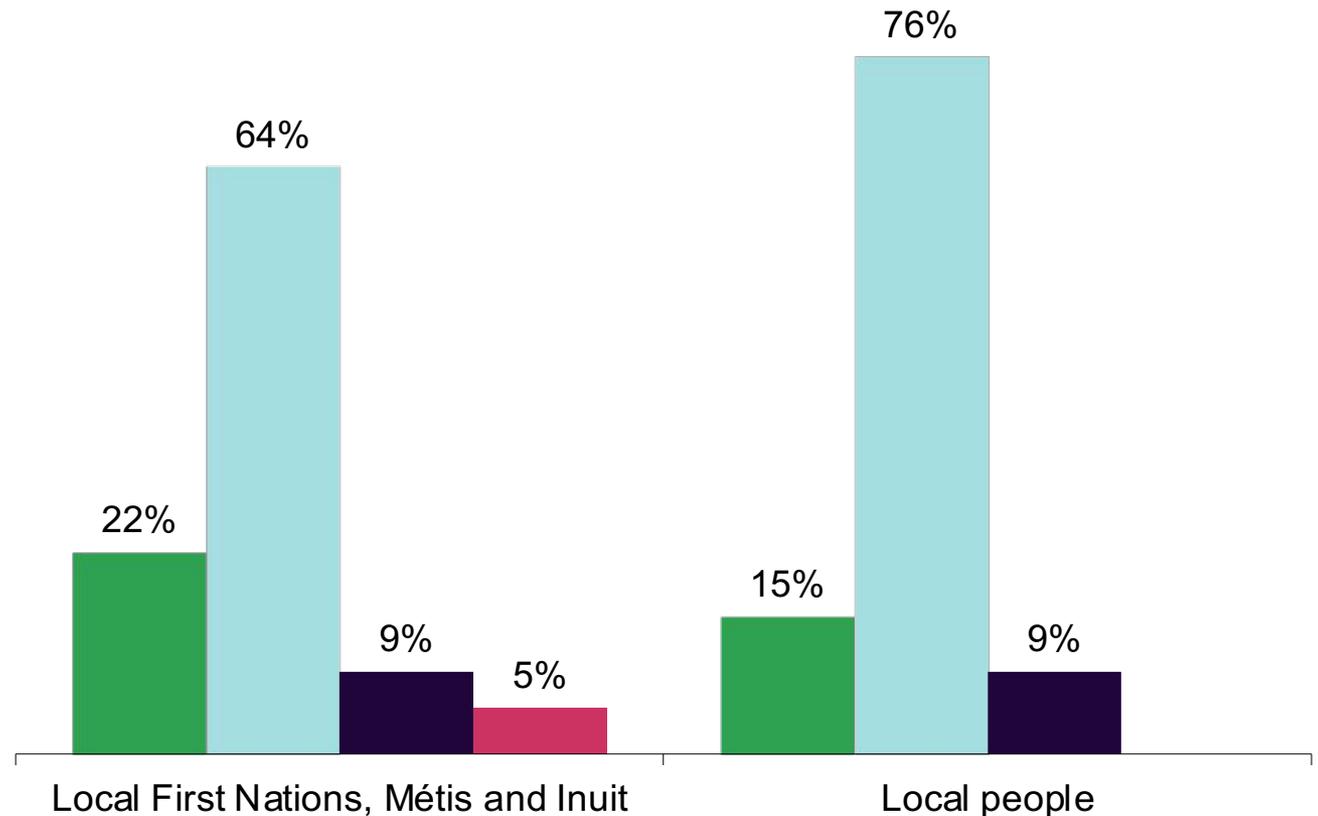
Base: All respondents (N=1,160)

MORE SUPPORT FOR LOCAL CONSERVATION LEADERSHIP BY INDIGENOUS PEOPLES

A6a/b. "Many groups can play a role in protecting lands and waters in Manitoba. What role, if any, should [local people/First Nations, Métis and Inuit] who live near a protected area have managing and conserving that area?"

*Note: Respondents were randomly presented with one of the two groups in brackets.

- A leadership role - they should take the lead
- A partnership role - working with provincial or federal governments
- A limited role
- No role



Those more likely to say **local First Nations, Métis and Inuit should take a leadership role** include:

- Indigenous Peoples (41% vs. 18% of non-Indigenous people)
- Younger and middle-aged adults (30% and 24%, vs. 11% of older adults)

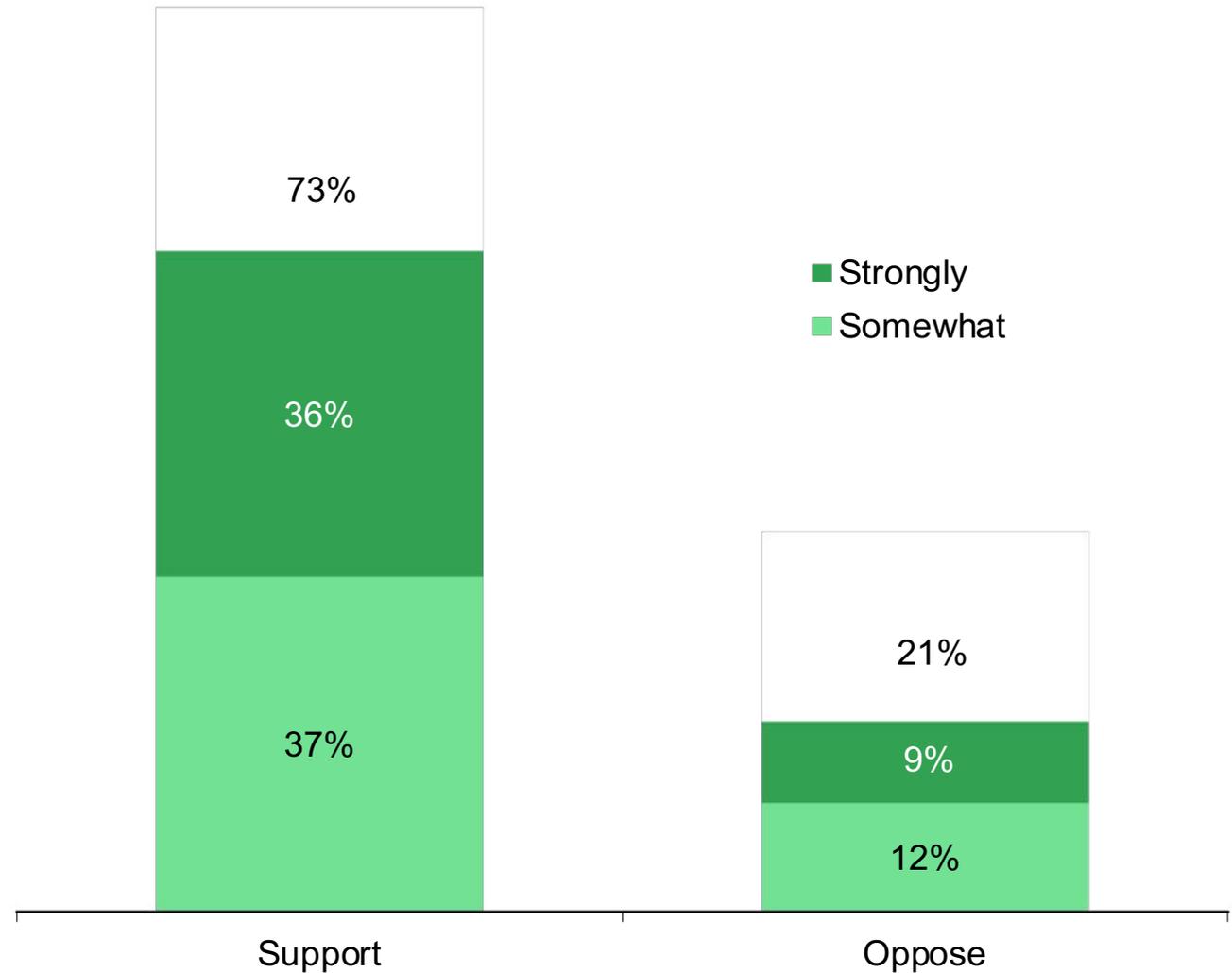
Base: All respondents (N=1,160)

ATTITUDES TOWARD INDIGENOUS PROTECTED AREAS



THREE-IN-FOUR SUPPORT INDIGENOUS PROTECTED AREAS

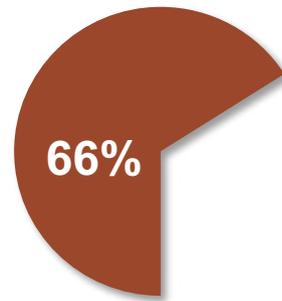
B1. "Many Indigenous communities in Canada want to create and manage Indigenous Protected Areas to conserve forests, wildlife, water and other special places. Overall, do you support or oppose the creation of Indigenous Protected Areas?"



Base: All respondents (N=1,160)

SUBGROUPS MORE LIKELY TO STRONGLY SUPPORT INDIGENOUS PROTECTED AREAS

B1. "Many Indigenous communities in Canada want to create and manage Indigenous Protected Areas to conserve forests, wildlife, water and other special places. Overall, do you support or oppose the creation of Indigenous Protected Areas?"



Indigenous Peoples

vs. 32% of non-Indigenous people



Northern residents

vs. 26% of rural residents and 37% of Winnipeggers



People earning <\$50K

vs. 32% of those earning \$50-99K and 33% of those earning \$100K+



Younger adults (<35)

vs. 37% of middle-aged and 24% of older adults



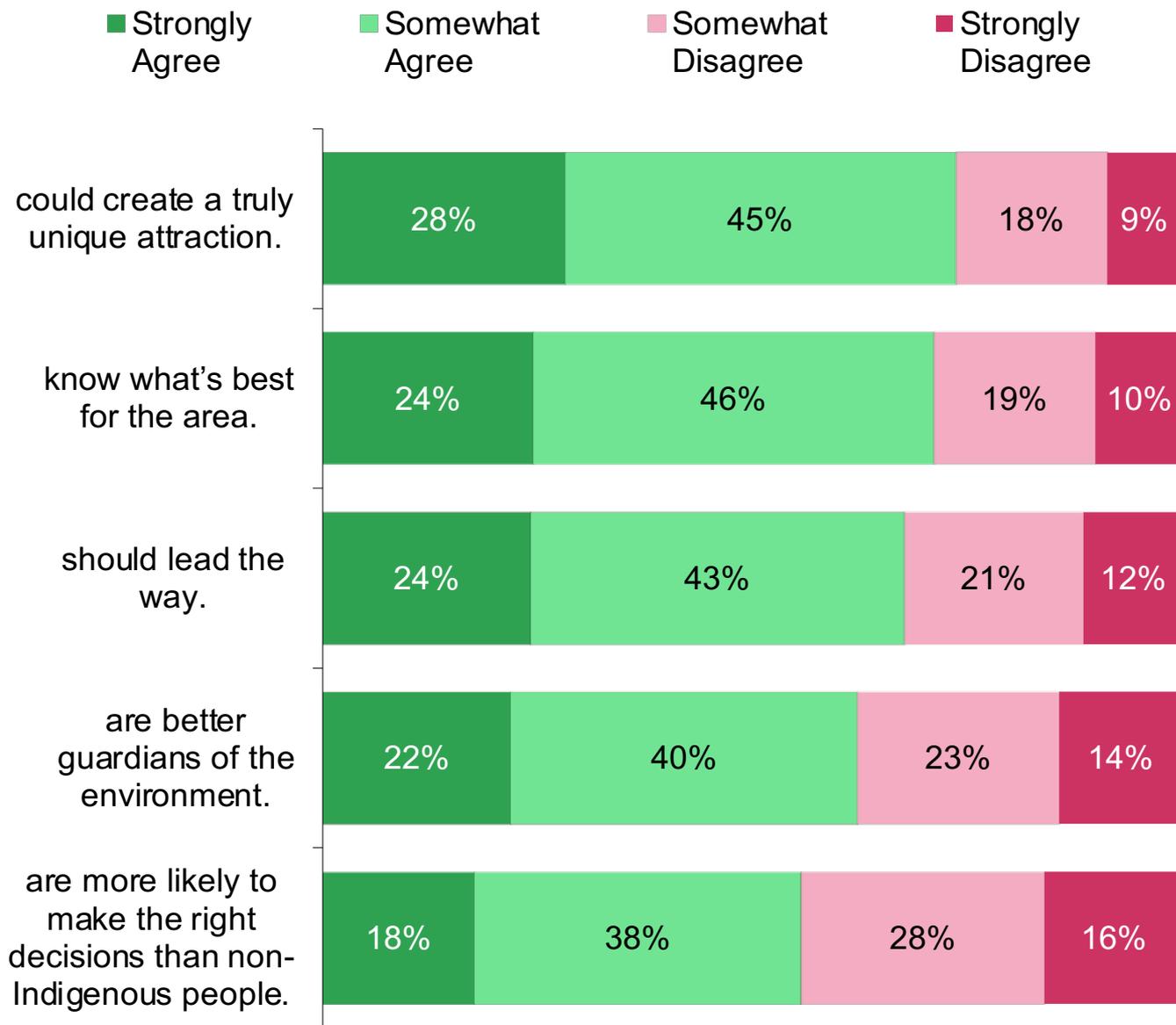
People with a high school education or less

vs. 34% of people with a post-secondary degree/certificate

Base: All respondents (N=1,160)

MAJORITY HAVE POSITIVE VIEWS, EXPECTATIONS OF INDIGENOUS-LED PROTECTION

B2. "How much do you agree or disagree with each of the following statements? When it comes to protecting and managing nature, local First Nations, Métis, and Inuit Peoples..." (questions randomized)

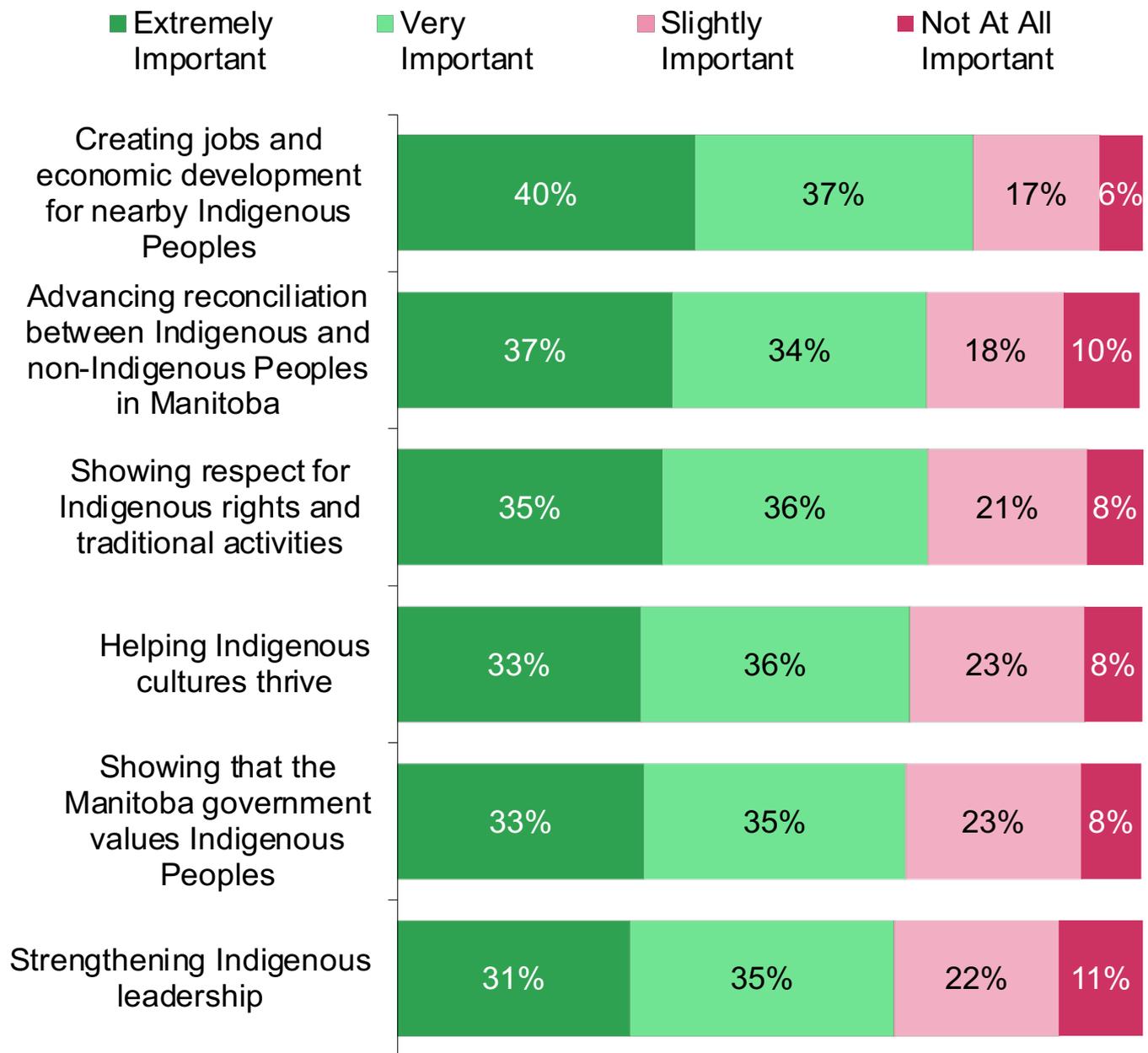


Base: All respondents (N=1,160)

- In general, people more likely to **agree** with the above included Indigenous Peoples, Winnipeg and northern residents, younger adults, and those making <\$50K. For example, 81% of Indigenous Peoples agreed that Indigenous Peoples should lead the way, whereas only 65% of non-Indigenous people agreed.

ECONOMIC GROWTH, RECONCILIATION AMONG MOST IMPORTANT OUTCOMES OF INDIGENOUS PROTECTED AREA

B3. "There are lots of things that could happen if a new Indigenous Protected Area was created in Manitoba. How important or unimportant are each of these possible outcomes to you?" (questions randomized)



Base: All respondents (N=1,160)

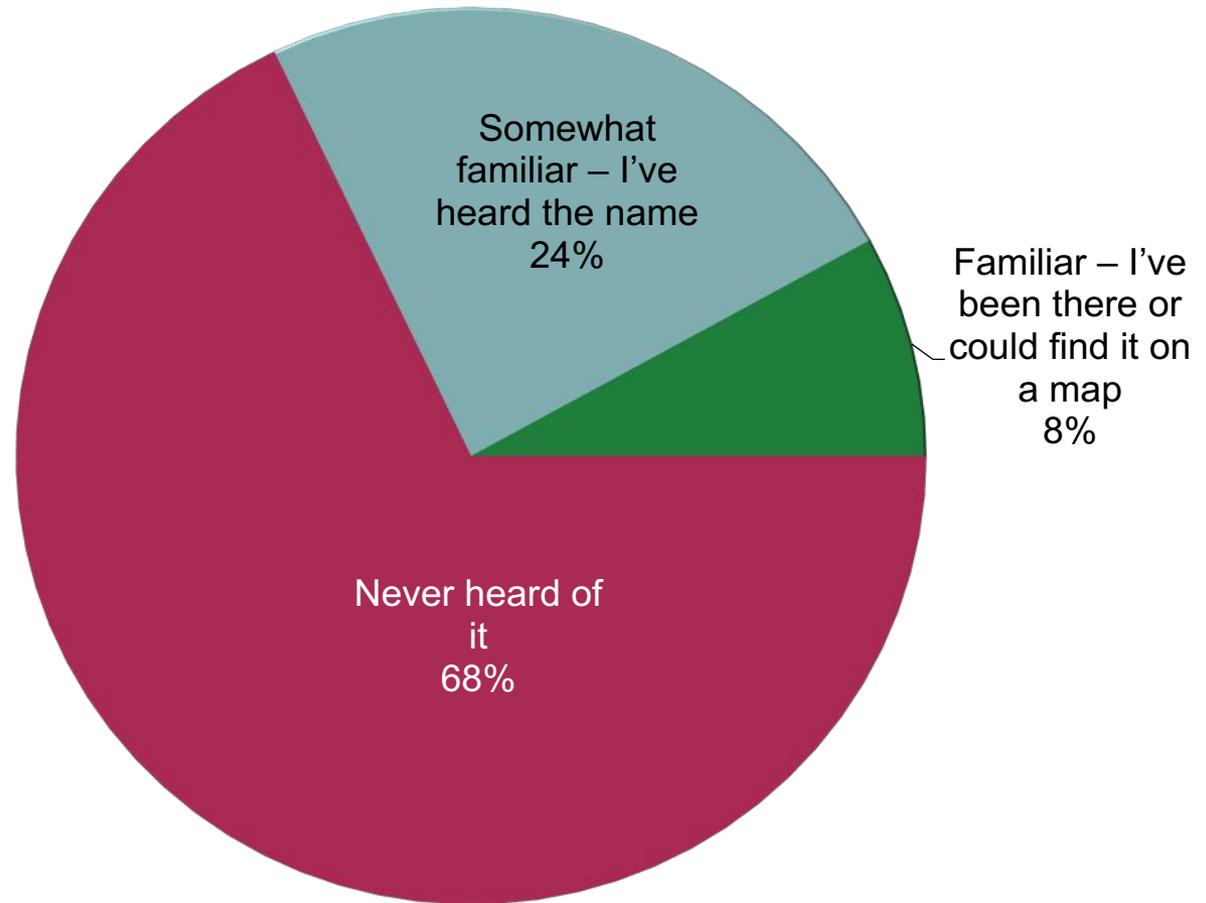
● In general, people more likely to think these statements were **extremely or very important** included Indigenous Peoples and women. For example, 39% of women named helping Indigenous cultures thrive as highly important, compared to only 26% of men.

SEAL RIVER: AWARENESS, ATTITUDES AND SUPPORT FOR INDIGENOUS PROTECTED AREA



TWO-IN-THREE MANITOBANS UNAWARE OF THE SEAL RIVER

C1. "How familiar are you with the Seal River?"



Those more likely to be **aware** of the Seal River include:

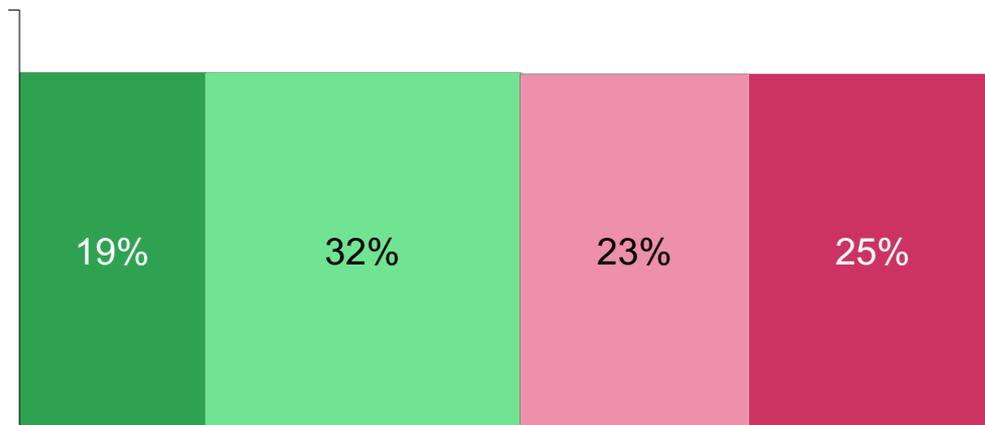
- Indigenous Peoples (42% vs. 30% of non-Indigenous people)
- Outdoorsy folks (36% vs. 26% of non-outdoorsy folks)

Base: All respondents (N=1,160)

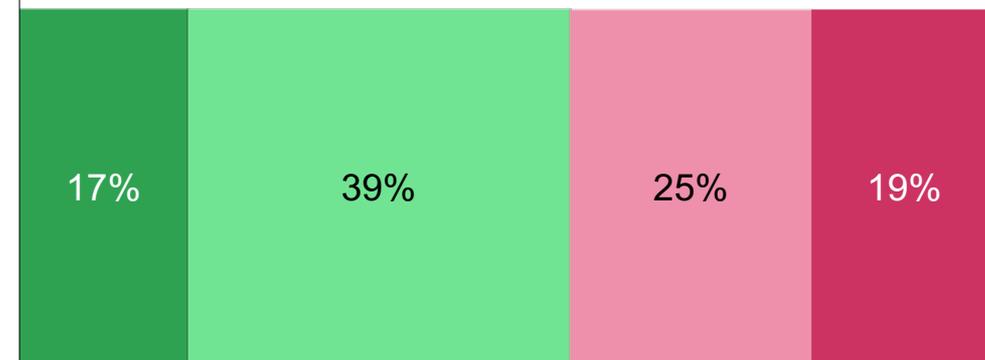
MAJORITY WOULD VISIT THE SEAL RIVER, ESPECIALLY WITH A COMFORTABLE PLACE TO STAY

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree

I'd be interested in visiting the Seal River region – to hunt, fish or canoe, for example.



I'd visit the Seal River region if there was somewhere comfortable to stay.



- Those more likely to **strongly agree they'd visit if there was somewhere comfortable to stay** include Indigenous Peoples, people with a high school education or less, Northern residents, those earning <\$50K and outdoorsy folks.
- Those more likely to **strongly agree they're interested in visiting** include Indigenous Peoples, Northern residents, men, outdoorsy folks and young adults.

C2. "Now, please read the following statements and indicate if you agree or disagree."

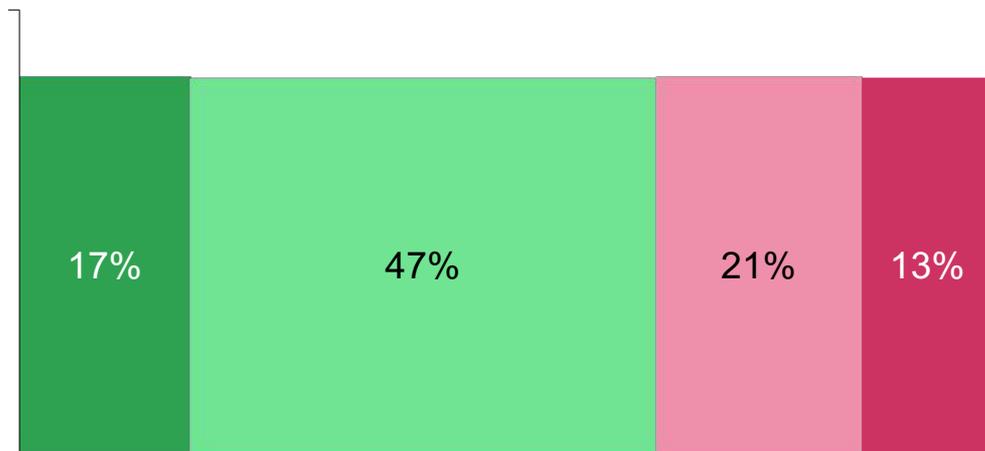
Base: All respondents (N=1,160)

MOST VIEW THE SEAL RIVER AS PROMISING ATTRACTION, LOTS TO DO

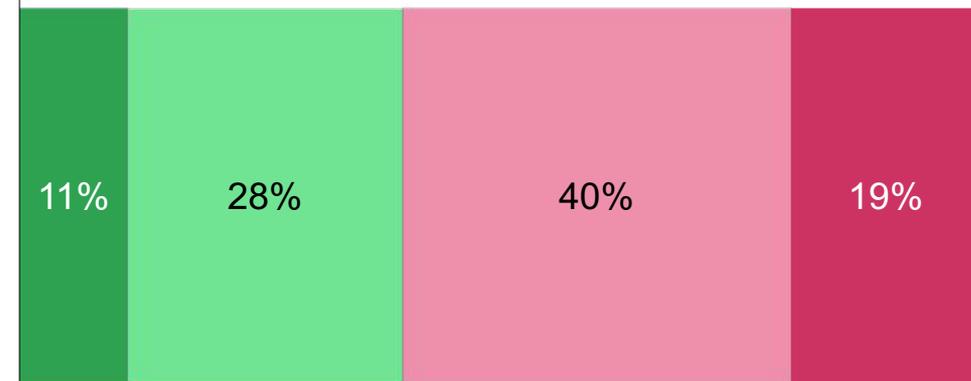
C2. "Now, please read the following statements and indicate if you agree or disagree."

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree

The Seal River region could become a good tourist attraction.



There's not much to see or do in the Seal River region.

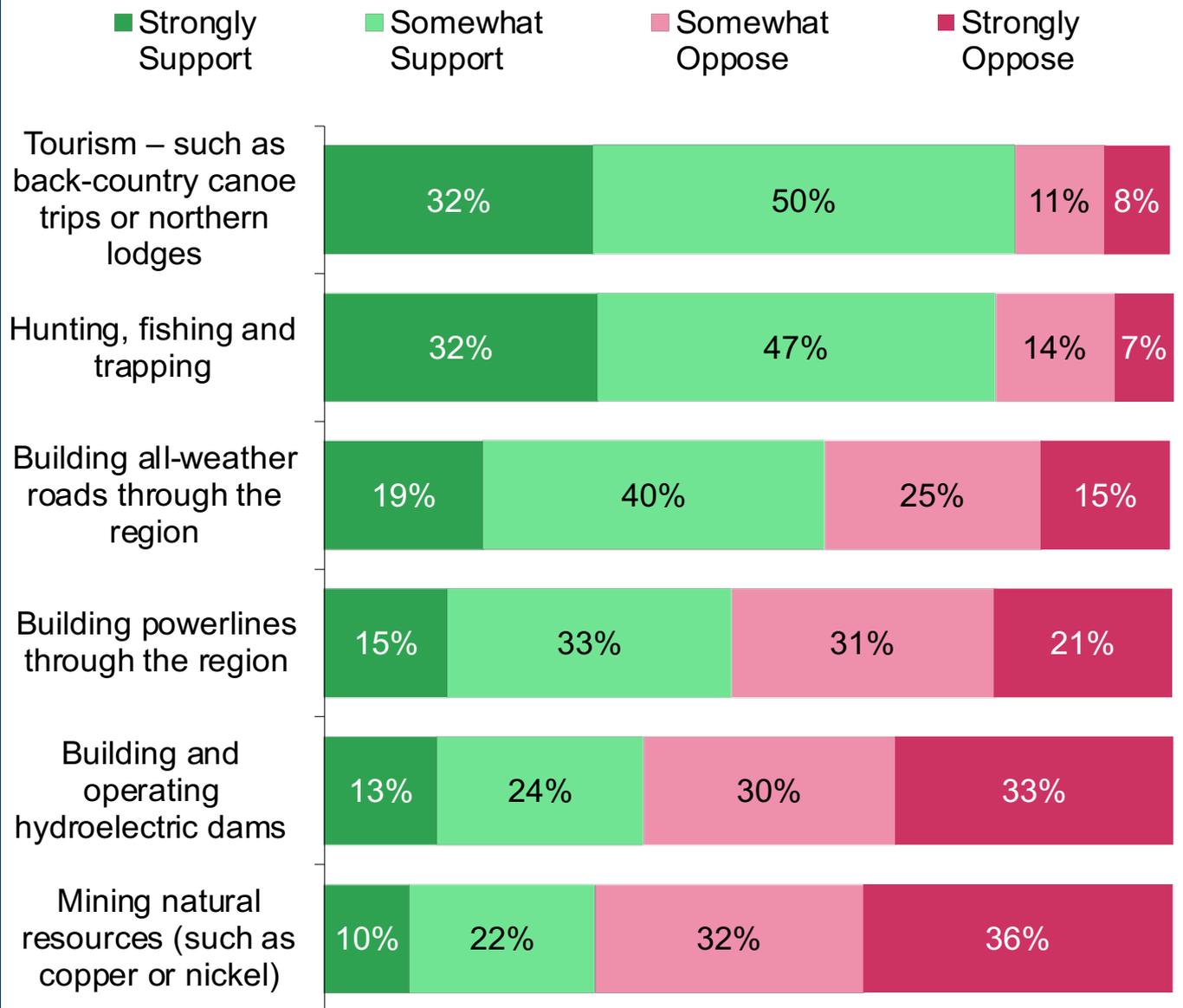


Base: All respondents (N=1,160)

- Those more likely to **strongly agree Seal River could become a good attraction** include Indigenous Peoples, people with a high school education or less, Northern residents and younger adults
- Those more likely to **strongly agree there's not much to do** include Indigenous Peoples and Northern residents

MORE SUPPORT FOR LOW-IMPACT INDUSTRY AND DEVELOPMENT

C3. "Here are some activities that could happen in the Seal River watershed. For each one, please indicate whether you support or oppose this activity taking place in the region."

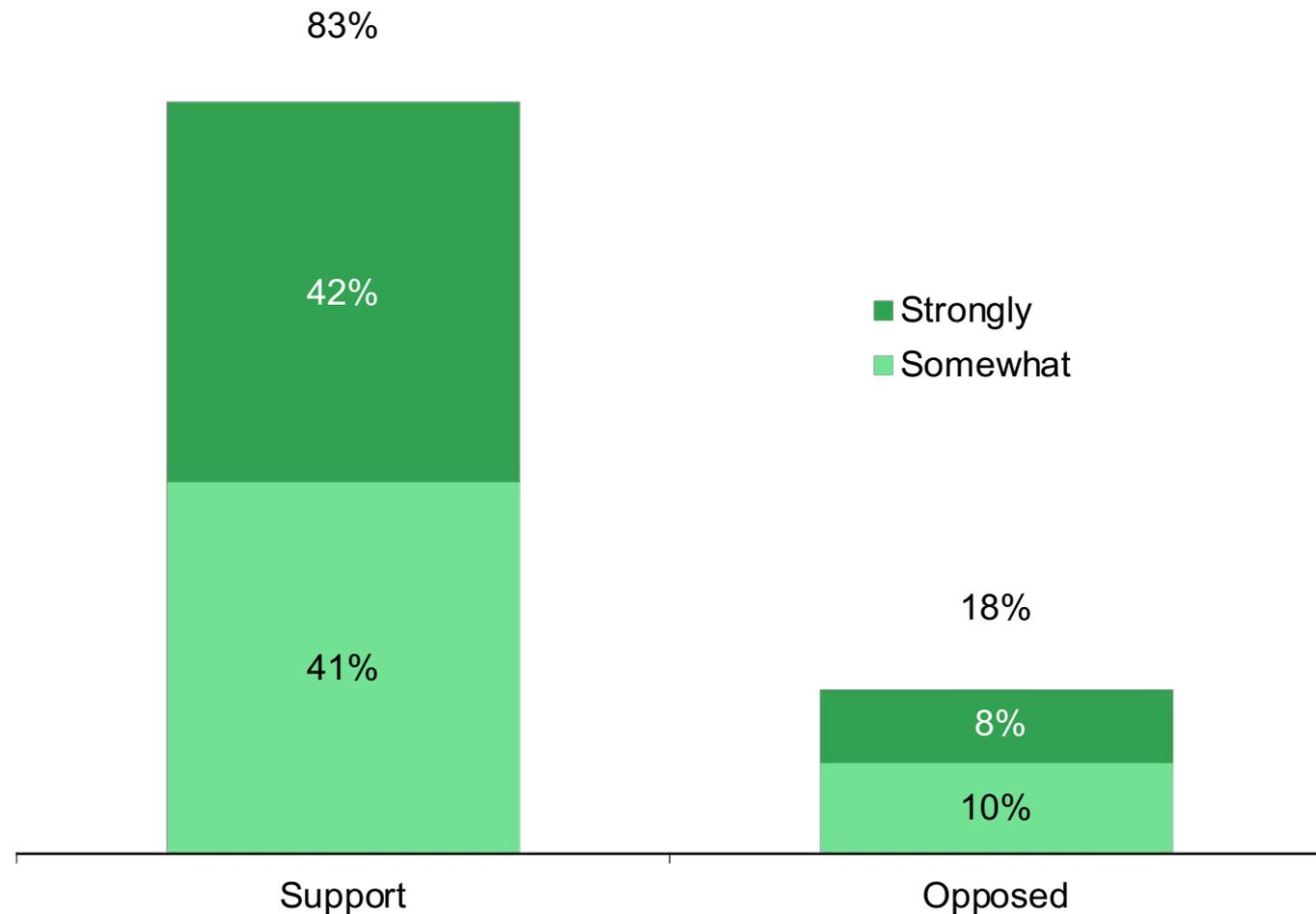


Base: All respondents (N=1,160)

- In general, Northerners and younger adults are more likely to support intensive development. For example, 40% of Northern residents support mining in the Seal region (vs. 28% among Winnipeggers). Another example: 54% of adults 18-34 favour hydro dam development (vs. 27% of those 55+).

EIGHT-IN-TEN SUPPORT MAKING THE SEAL RIVER AN INDIGENOUS PROTECTED AREA

C4. "Four First Nations and the Inuit are working to turn the Seal River watershed into an Indigenous Protected Area. This means they would take the lead on conservation and management of the Seal River region. What is your view on this? Do you support or oppose making the Seal River watershed an Indigenous Protected Area?"



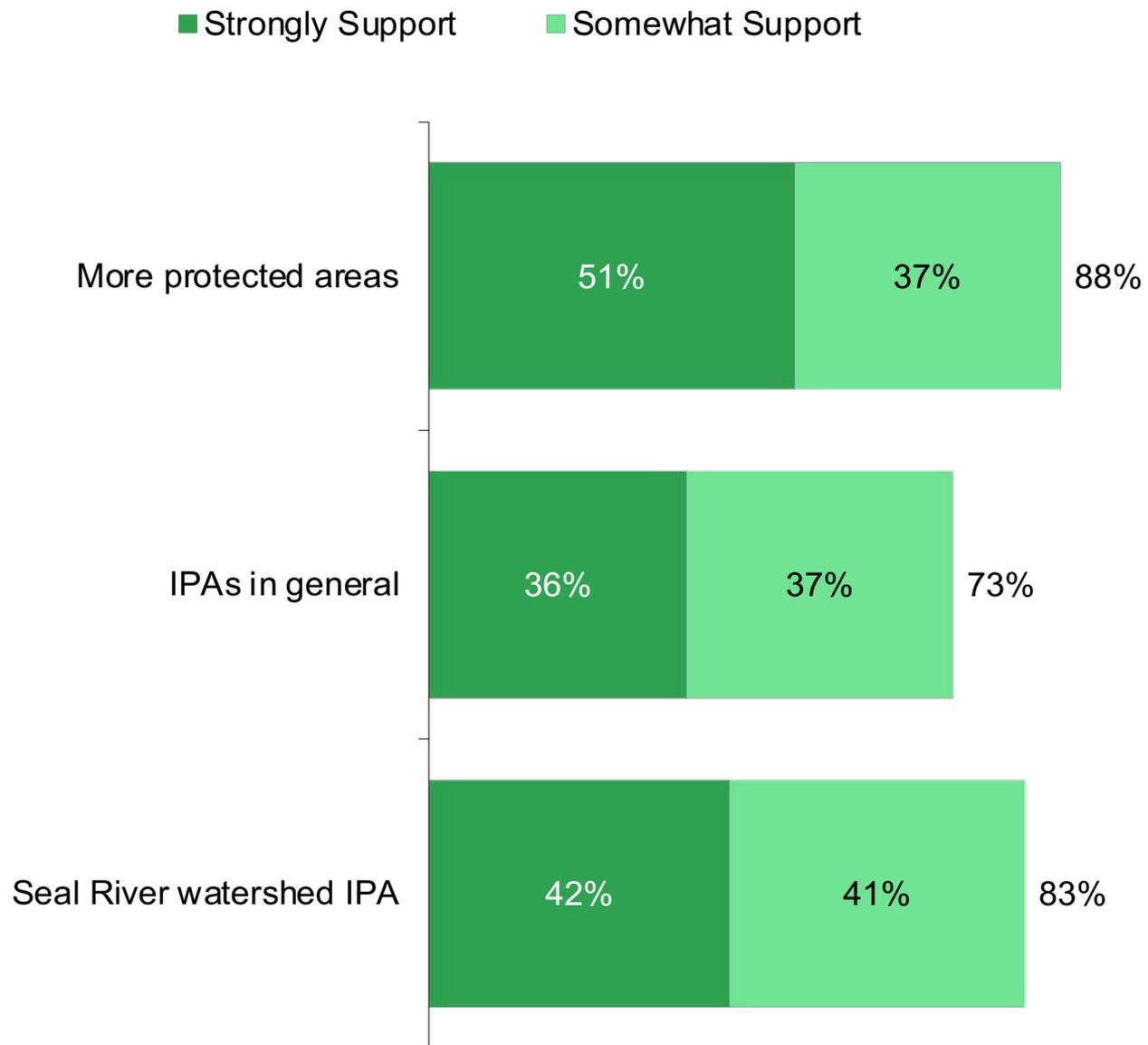
Those more likely to **strongly support** making Seal River an Indigenous Protected Area include:

- Indigenous Peoples (59% vs. 39% of non-Indigenous people)
- Northern residents (51% vs. 35% of rural residents)
- Women (49% vs. 34% of men)
- Younger adults (48% among those 18-34 vs. 35% among those 55+)

Base: All respondents (N=1,160)

SUPPORT FOR IPAS IN GENERAL IS LOWER THAN SUPPORT FOR THE SEAL RIVER SPECIFICALLY

SUMMARY

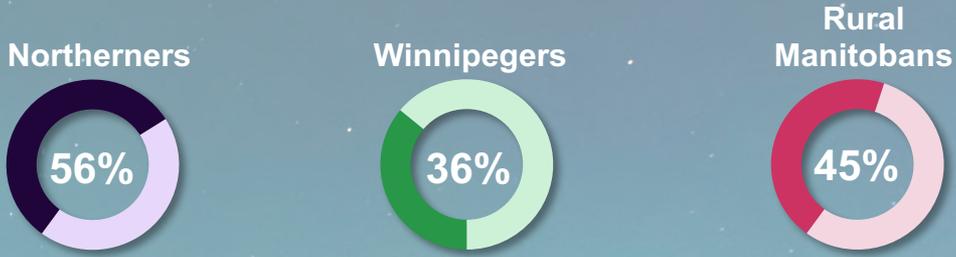


Base: All respondents (N=1,160)

NORTHERNERS' VIEWS ON CONSERVATION AND THE SEAL RIVER

SUMMARY

Northerners are most likely to say the Manitoba government's doing well on conservation...



% who say the province is doing a very/good job protecting nature and wildlife

Northerners are strong supporters of Indigenous protected areas.



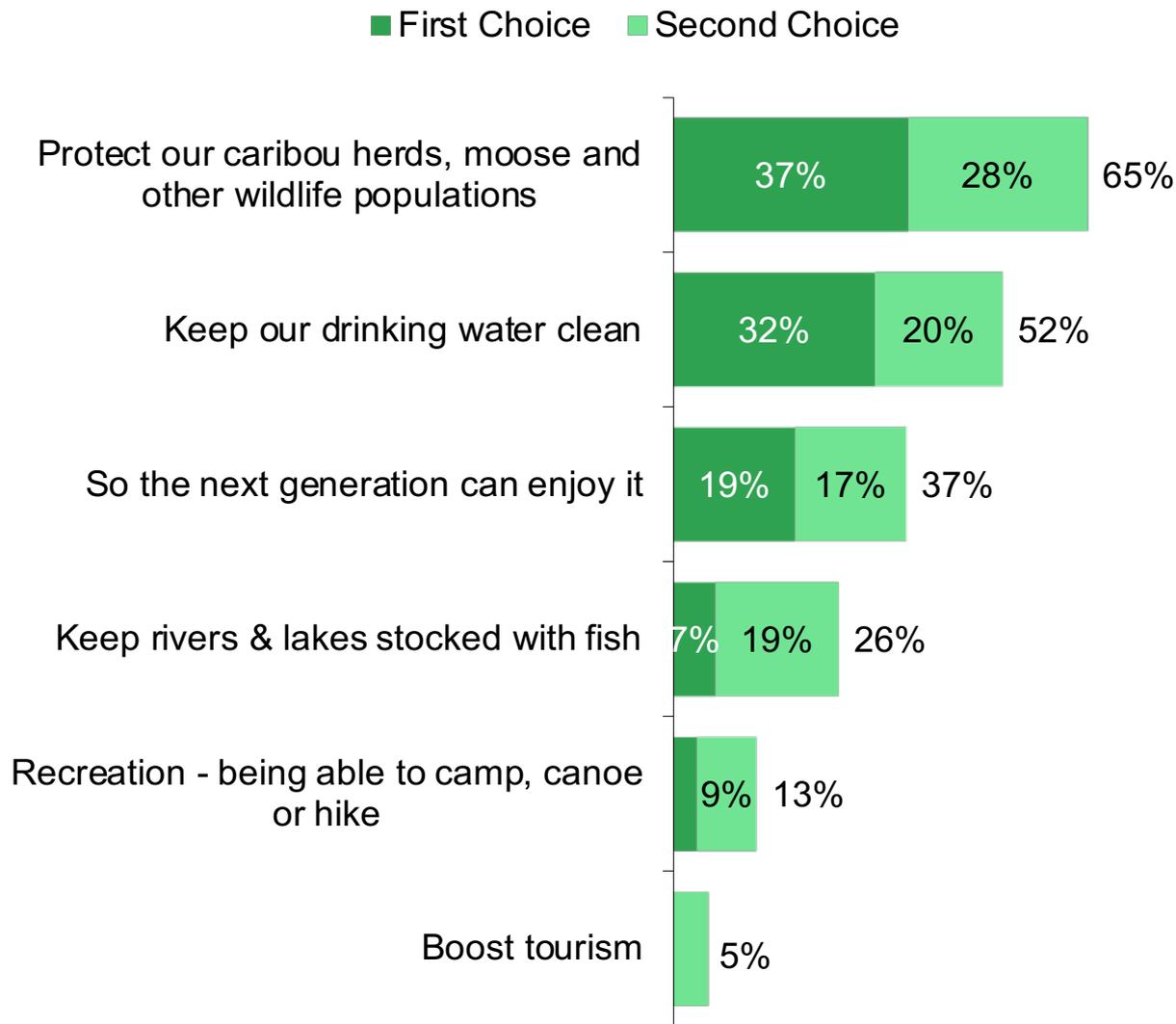
However, Northerners prefer a balance between protection and development.



Photo by Yuliya

PROTECTING WILDLIFE, DRINKING WATER TOP ARGUMENTS FOR PROTECTING THE SEAL RIVER

C5. "There are many reasons why the Seal River watershed should be protected. Please read this list and rank your first and second choices – the arguments you find most persuasive, the best reasons to protect the watershed."



Base: All respondents (N=1,160)

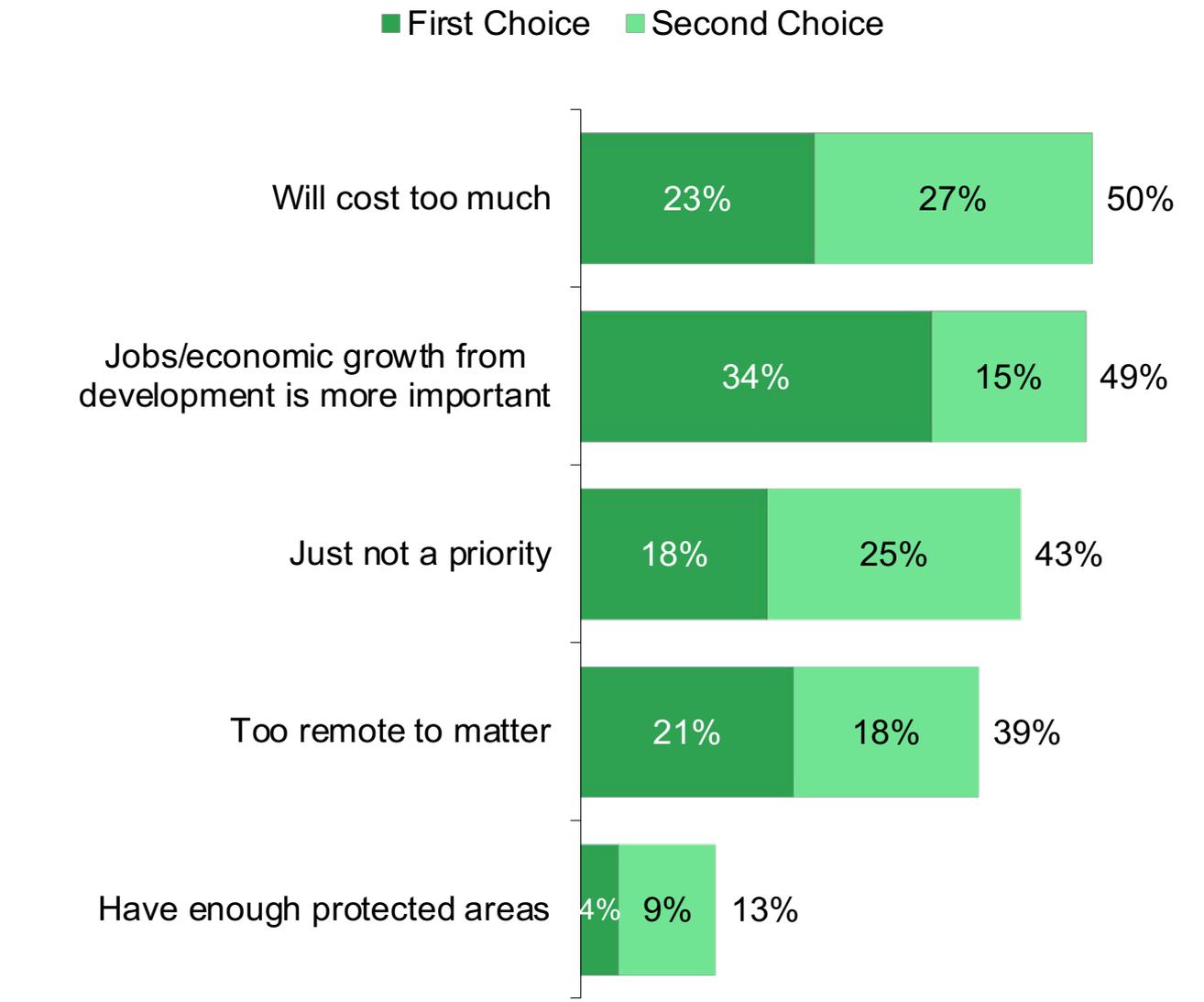
- Those more likely to rank **protecting wildlife as the most persuasive argument** include older adults (49% vs. 37% of middle-aged adults and 26% of younger adults).
- Younger adults were more likely to rank **“so the next generation can enjoy it” as the most persuasive argument** (25% vs. 15% of older adults).

PRIORITIZING ECONOMIC GROWTH, COST TOP, ARGUMENTS AGAINST PROTECTING SEAL RIVER

C6. "There are many reasons why the Seal River watershed should not be protected.

Please read this list and rank your first and second choices – the arguments you find most persuasive against protecting the watershed."

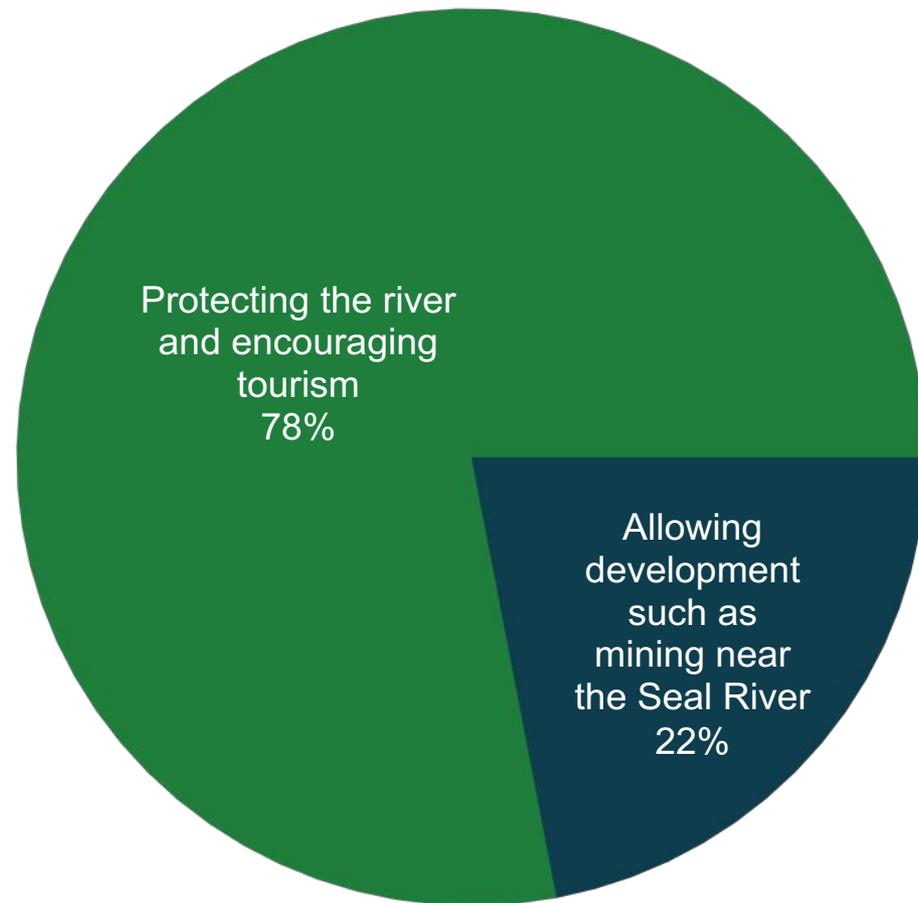
Base: All respondents (N=1,160)



- Those more likely to rank **cost too much** as a top 2 argument include women (55% vs. 44% of men) and middle-aged adults (54% vs. 34% of younger adults).
- Younger adults are more likely to **rank jobs/economic growth** as a top 2 argument (57% vs. 42% of older adults).

MOST PREFER PROTECTING RIVER, TOURISM OVER DEVELOPING SEAL RIVER

C7. "There are many ways to create jobs and grow the economy in the north. When it comes to the Seal River region, which one do you think makes the most sense?"



Those more likely to choose **allowing development** include:

- Northern residents (28% vs. 18% of Winnipeggers)
- Younger adults (30% vs. 18% of middle- and 16% of older-aged adults)

Base: All respondents (N=1,160)

SUMMARY OF VIEWS ON THE ECONOMIC IMPORTANCE OF THE SEAL RIVER WATERSHED

When it comes to creating jobs and economic growth in the north, Manitobans favour conservation and tourism instead of industrial development around the Seal.



78% say protecting the Seal River and encouraging tourism is the best way to create jobs



68% oppose mining in the area, and **63%** oppose hydro development



51% of Manitobans are interested in visiting the Seal River as tourists - to canoe, hike or camp



77% say creating jobs and economic growth for Indigenous people is the most important outcome of an Indigenous Protected Area