



MANITOBANS' VIEWS ON THE
FUTURE OF PROVINCIAL
SCHOOL BOARD SYSTEM
SEPTEMBER 2018

MANITOBA
School Boards
ASSOCIATION

P R  B E

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 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 of Manitoba adults 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 Manitoba School Boards Association.

METHODOLOGY

Between September 19 and 28, 2018, Probe Research surveyed a random and representative sampling of 1,116 adults residing in Manitoba.

- ▶ With a sample of 1,116, one can say with 95 percent certainty that the results are within ± 2.9 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 or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 205 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
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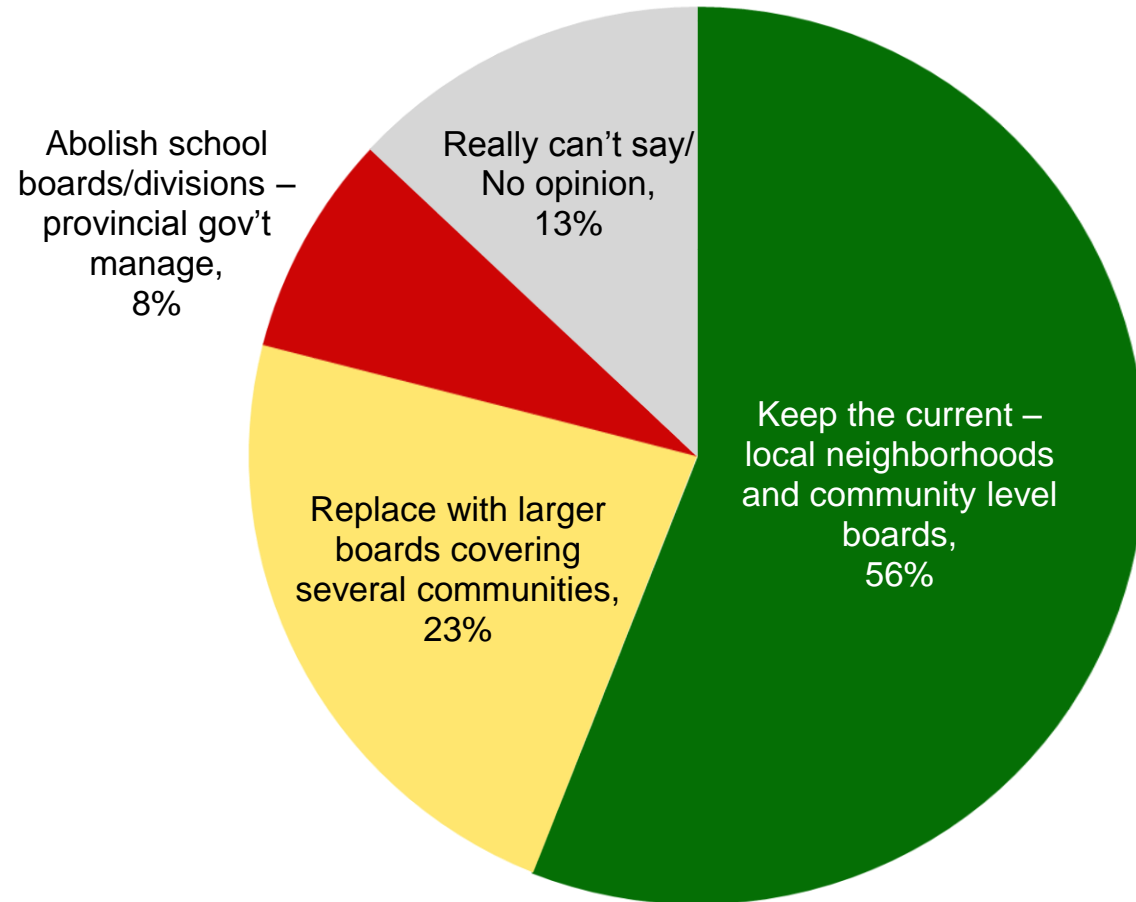
KEY FINDINGS

Manitoba public opinion favours keeping the current system of local elected school boards over amalgamation or direct provincial oversight. Offered an overall choice, a majority of 56 per cent of Manitobans opt for keeping the current system versus 23 per cent who would move to larger boards and only eight per cent who would prefer direct provincial management. (13% could not say.)

Manitobans embrace the democratic argument in favour of electing school boards: four-in-five (81%) agreed that *"It's an important democratic right for Manitobans to directly elect their own representatives to oversee their local public schools."*

MANITOBANS' CHOICE FOR THE PUBLIC EDUCATION SYSTEM

"Which one of these options would be your first choice for Manitoba's public education system?" (n=1,116)

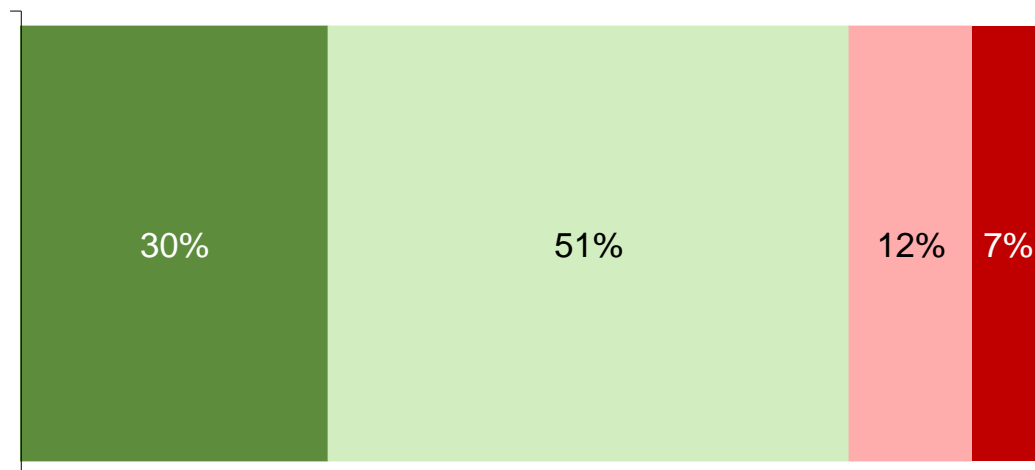


Base: Manitoba adults

RESPONSES TO DEMOCRACY AND EFFICIENCY ARGUMENTS

*“Do you agree or disagree
with the following statements?”
(N=1,116)*

It’s an important
democratic right for
Manitobans to directly
elect their own
representatives to
oversee their local
public schools



Base: Manitoba adults