



2026 Community Survey

March 2026

PROBE Research



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Key Findings

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Key Findings

Most residents of Manitoba's bilingual municipalities are comfortable with the rate their communities are growing. However, there are some concerns about the pressure newcomers may place on community programs and services.

About one-half of community members feel their communities are growing at a reasonable rate, with another three in 10 indicating their municipality's population is essentially staying the same. Only 15 per cent of those surveyed believe their community is growing too quickly.

A strong majority – seven in 10 – indicate their communities are welcoming to people from other countries, and nearly one-half agree there are enough services in place to help new Canadians settle in their community. However, one-quarter of those surveyed indicate that international immigrants have placed more pressure on municipal services. This sentiment is highest in communities near Winnipeg, as well as among younger adults and those with children. Three in 10 also agree that recent arrivals from other countries don't entirely fit in.

There is an inherent tension between the small-town appeal of bilingual communities and the opportunity – or even necessity – for growth. When asked what they love most about their communities, residents are most likely to point out that it is relatively quiet and offers a small-town, slower lifestyle than urban living. However, residents are split on whether their communities need more people to move to these places so that they can thrive – more than four in 10 agree with this, compared to one-half who disagree.

Despite this tension, there is both strong pride in the present circumstances of these places - and a sense of optimism about the future. Nine in 10 respondents agree they have a high quality of life in their community, including nearly three in 10 who report having an excellent quality of life. More than one-half also believe their community's best days lie ahead of it, with younger residents and those in the municipalities closest to Winnipeg most likely to feel this way.

Key Findings (continued)

There is a relatively high level of awareness and support for the work being done to serve residents in both official languages. Nine in 10 bilingual community residents know their local governments are committed to serving citizens in both English and French. A high proportion of residents give their local community high marks for making both languages visible in communications and signage, but a slightly lower assessment when it comes to interacting with staff and welcoming visitors in both English and French.

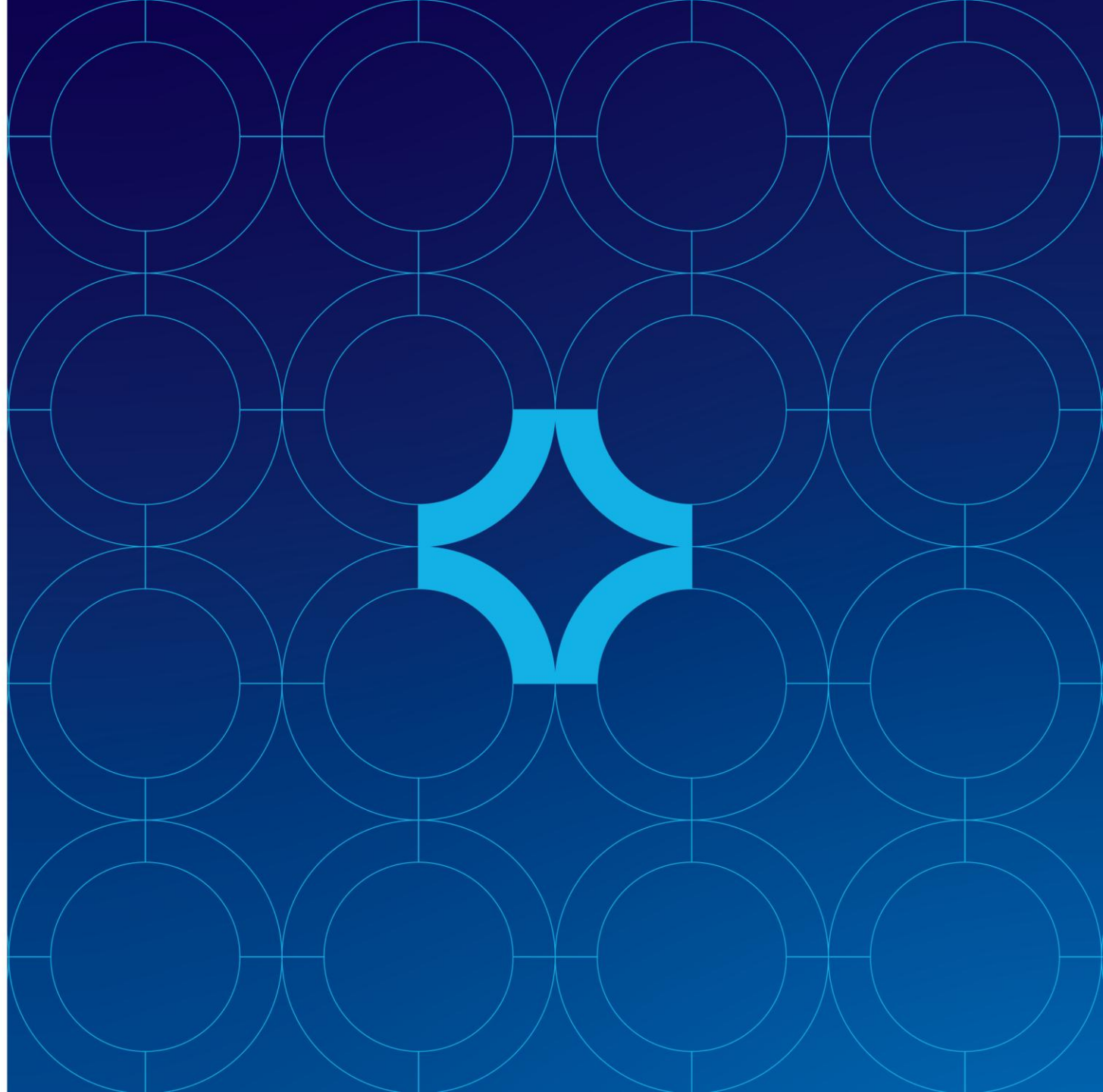
Support for efforts to make Manitoba a truly bilingual province, however, are a bit lower. Only two-thirds of residents support the idea of making Manitoba truly bilingual, including three in 10 who express strong support. Only about one-half are aware of this initiative, with a high proportion of those surveyed not familiar with the provincial government's pledge to do this.

Satisfaction with municipal services in bilingual communities is relatively high. Overall, one-third of those surveyed are satisfied with the services provided by their municipality. Fewer than one-half offer a middle-of-the-road score, with one in five dissatisfied. Satisfaction is highest with fire protection, household drinking water, garbage/recycling collection and snow removal, and lowest with street/road maintenance and land use planning. Satisfaction with recreation services actually has the greatest influence on overall satisfaction with municipal services.

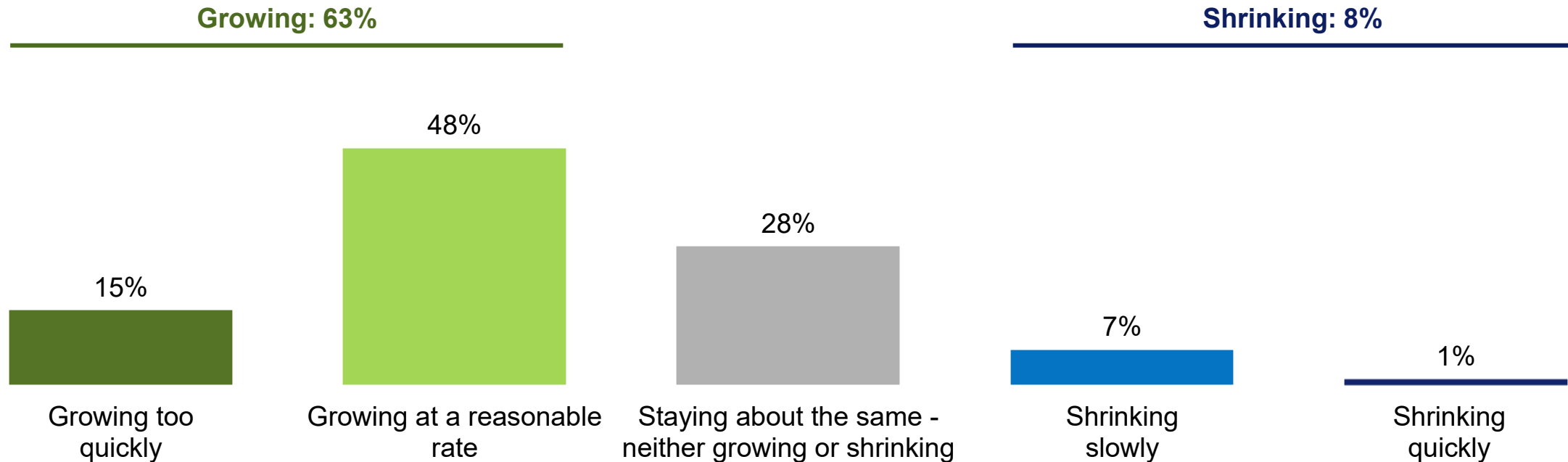
Residents are split, however, on whether they receive good value for their tax dollars. Slightly fewer than one-half feel they receive at least good value, with one in 10 indicating they obtain excellent value for what they pay to their local municipality. One-quarter saying they get poor value for their tax dollars. Only about one-half also agree their municipality spends tax dollars wisely. Seven in 10 agree their community needs more funding from senior levels of government to pay for the services their municipality provides. Fewer than one-half agree their local government already has enough funding to pay for these services.

Population Growth and Immigration

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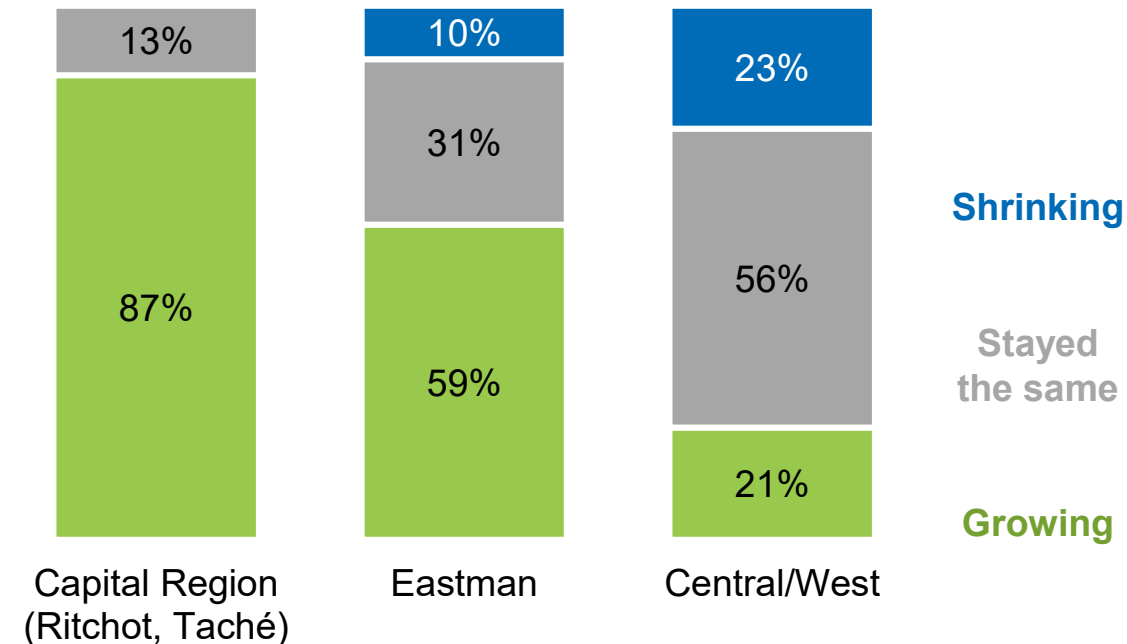


About one-half of residents feel their community is growing at a reasonable rate



Q12. Which of the following statements would you use to describe the number of people in your community? Is the population of your community... (Base: All respondents, N=367)

There are very different perspectives on growth by region



*Please refer to the geographic breakdown (p. 35) for details on which communities fall into these regions.

Q12. Which of the following statements would you use to describe the number of people in your community? Is the population of your community... (Base: All respondents, N=367)

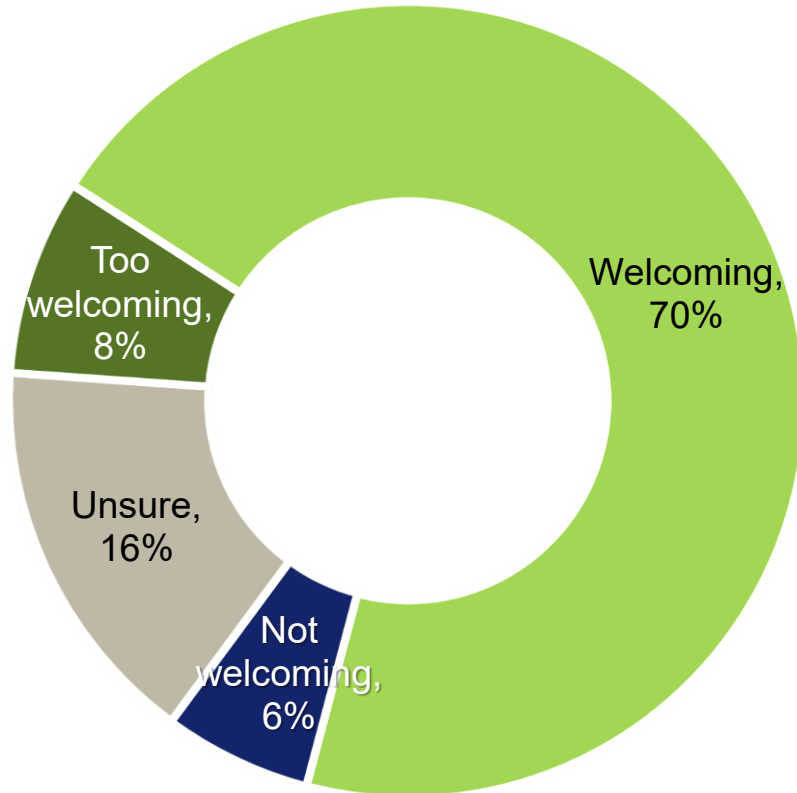
Those most likely to think their community's population is **shrinking** include:

- Indigenous residents (14% vs. 7% non-Indigenous).
- Those born outside Canada (26% vs. 7% born in Canada).
- Those who report a lower quality of life (19%).
- Those dissatisfied with programs and services (12% vs. 3% who are).

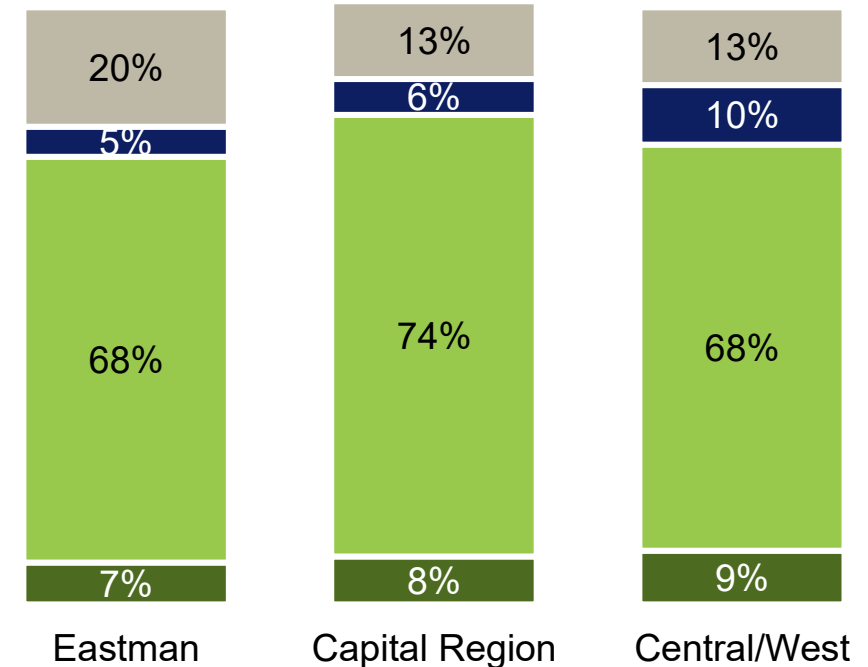
Those most likely to think the population is **growing** include:

- Newer community residents (75% who have lived there <10 years vs. 59% 10-29 and 58% 30+).
- Higher income earners (66% \$50-99K and 75% \$100K+ vs. 45% <\$50K).
- University graduates (74% vs. 59% with some college).
- Those who report a good quality of life (70%).

Seven in 10 agree their communities are welcoming to people from other countries

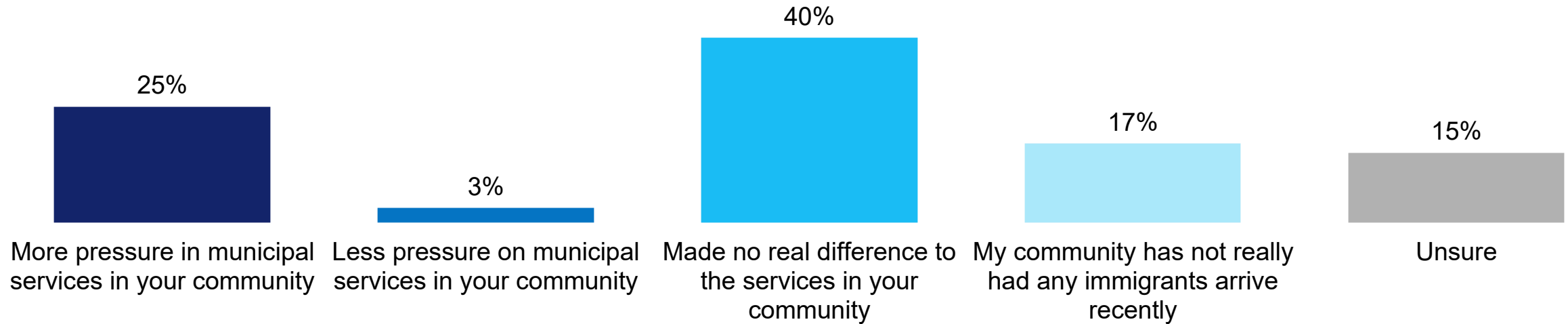


Views by Community



Q13. How welcoming would you say your community is to people from other countries? Is it...
(Base: All respondents, N=367)

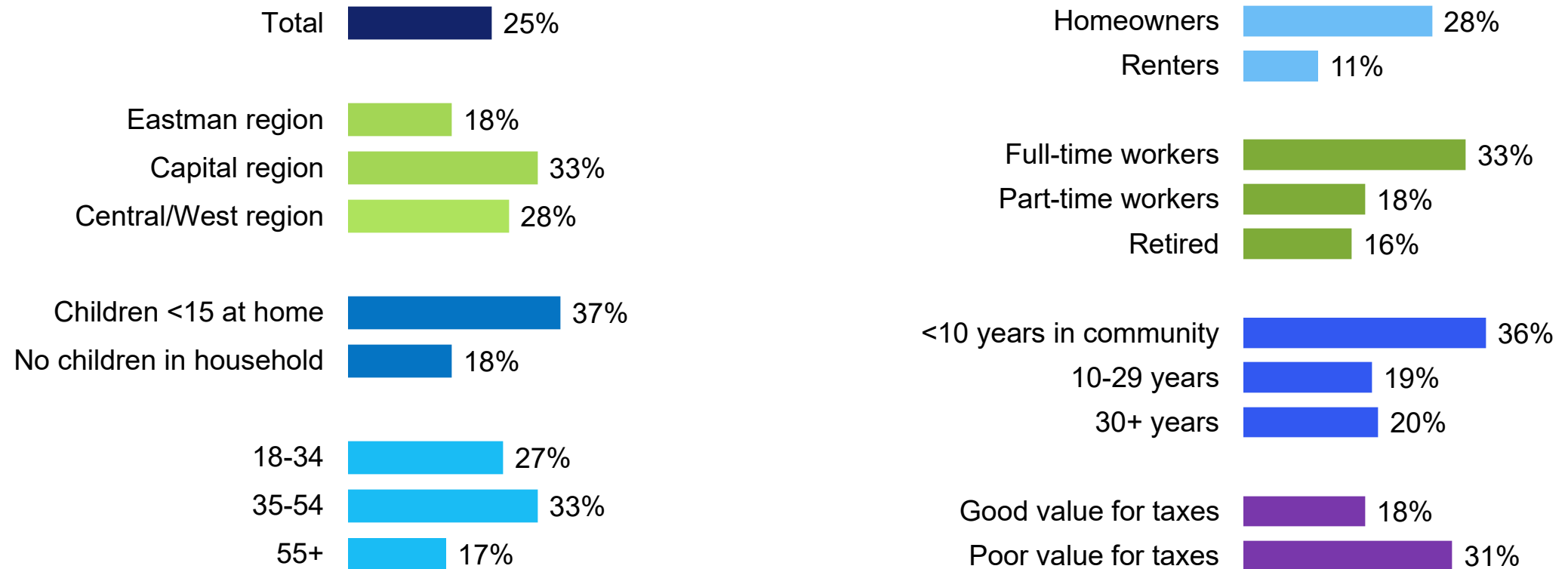
About one-quarter see immigration as placing more pressure on local services



Q14. Would you say that international immigration to your community/area has placed...
(Base: All respondents, N=367)

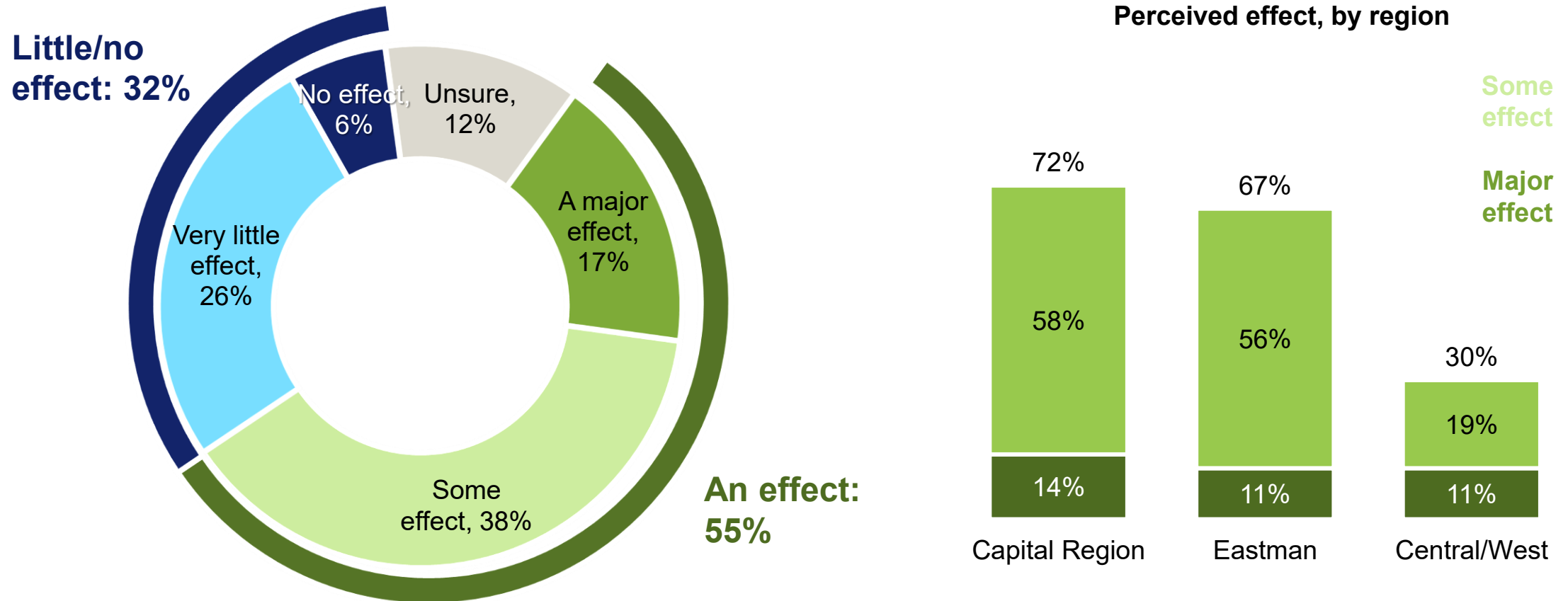
Parents, newer community members more likely to feel immigration has raised pressure

% who feel immigration has caused more pressure on local services



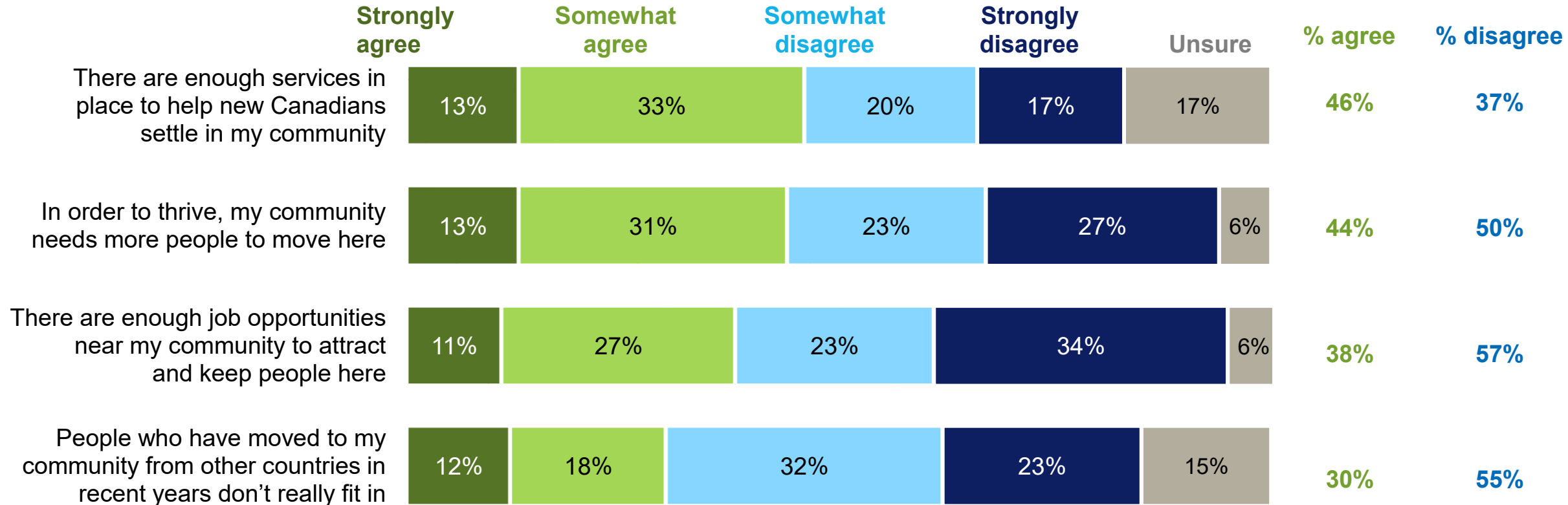
Q14. Would you say that international immigration to your community/area has placed... (Base: All respondents, N=367)

About one-quarter see immigration as placing more pressure on local services



Q15. And in your opinion, how much of an effect will population growth related to immigration have on how your community plans for the future? (Base: All respondents, N=367)

Residents are split on whether more people are needed to ensure their community thrives



Q16. Please indicate if you agree or disagree with the following statements about population growth and immigration: (Base: All respondents, N=367)

Views on population concerns: by subgroup



Those most likely to **agree there are enough services in place to help new Canadians settle in their community** include:

- Renters (59% vs. 43% homeowners).
- Those with lower incomes (63% <\$50K vs. 40% \$100K+).
- Those with high school or less (58% vs. 42% with some college and 40% university graduates).



Those most likely to **agree their community needs more people to move there to thrive** include:

- University graduates (56% vs. 39% with some college).
- Those born elsewhere (69% vs. 42% born in Canada).
- Those without kids at home (49% vs. 34% who do).



Those most likely to **agree there are enough job opportunities near their community to attract and keep people** include:

- Younger residents (47% 18-34 vs. 29% 35-54).



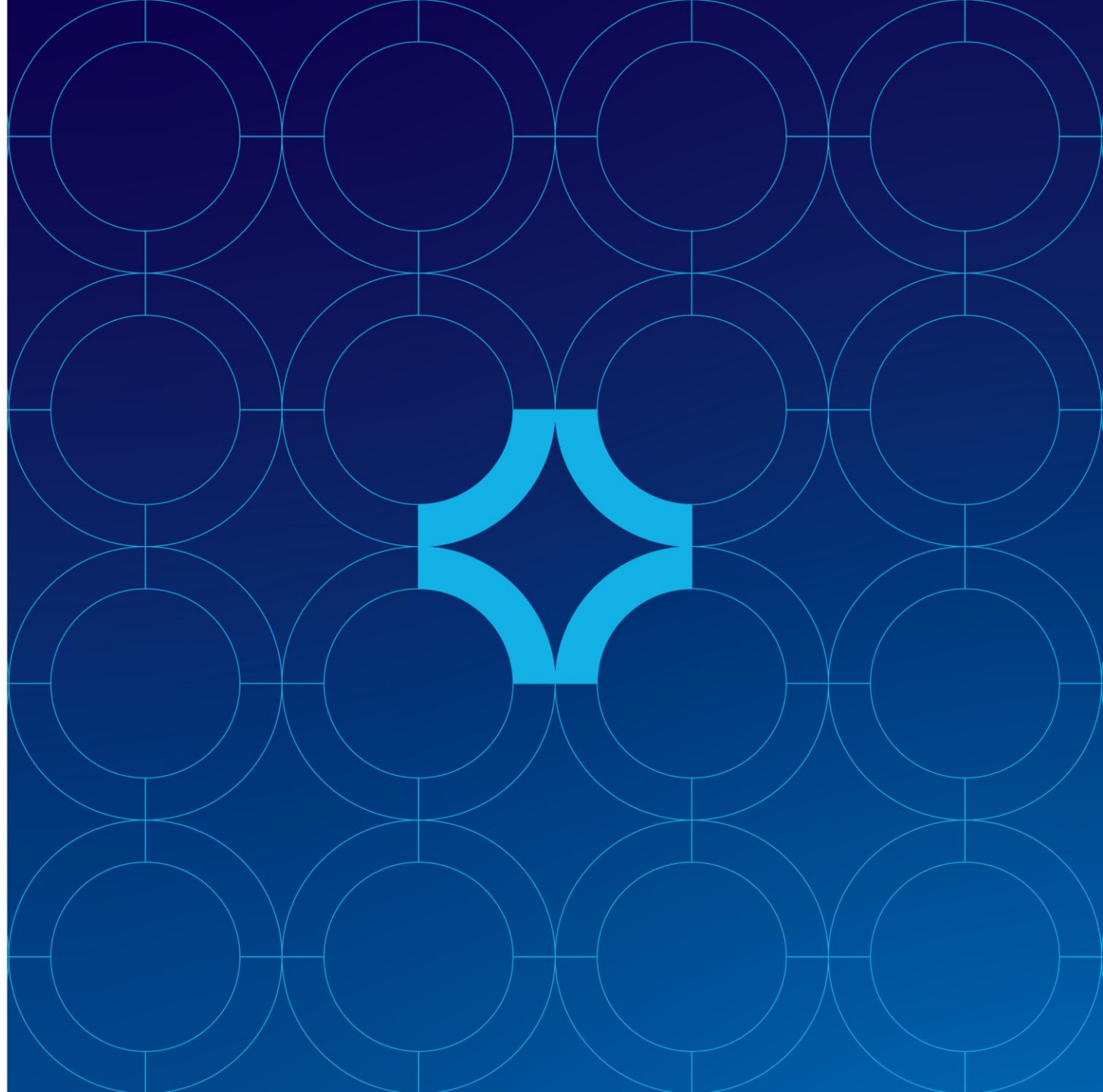
Those most likely to **agree people who have moved to their community from other countries in recent years don't really fit in** include:

- Those with lower incomes (45% <\$50K vs. 21% \$100K+) and lower levels of education (38% high school or less vs. 20% university graduates).
- Racialized residents (64% vs. 28% non-racialized).

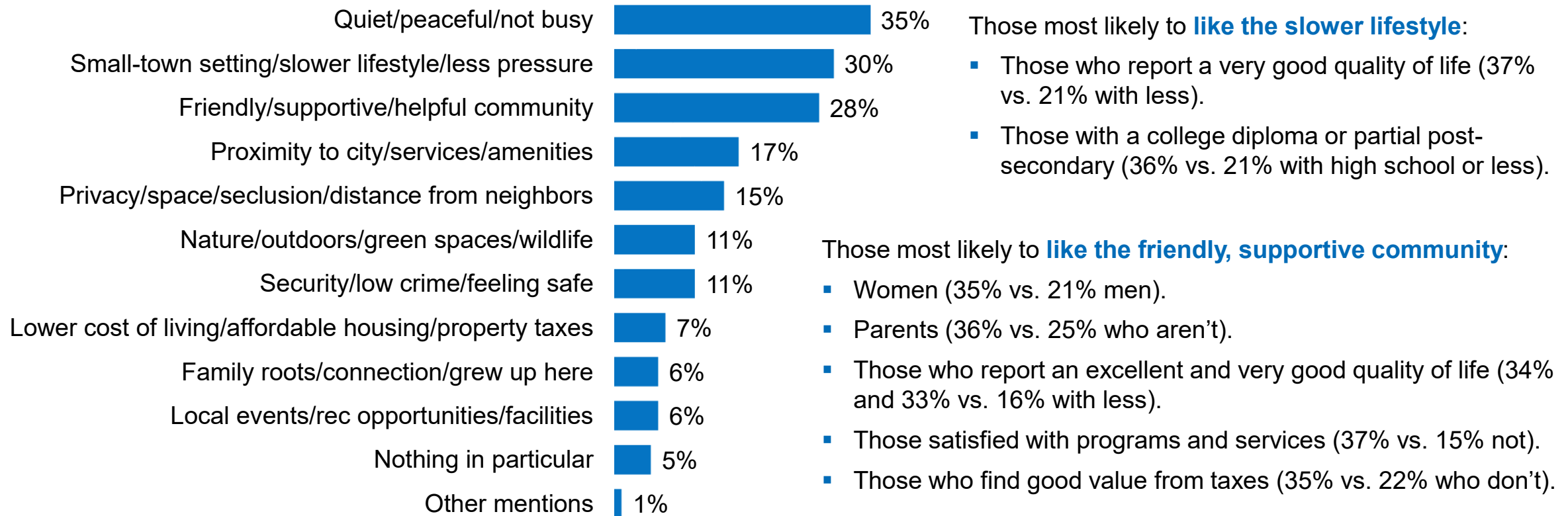
Q16. Please indicate if you agree or disagree with the following statements about population growth and immigration: (Base: All respondents, N=367)

Community Outlook

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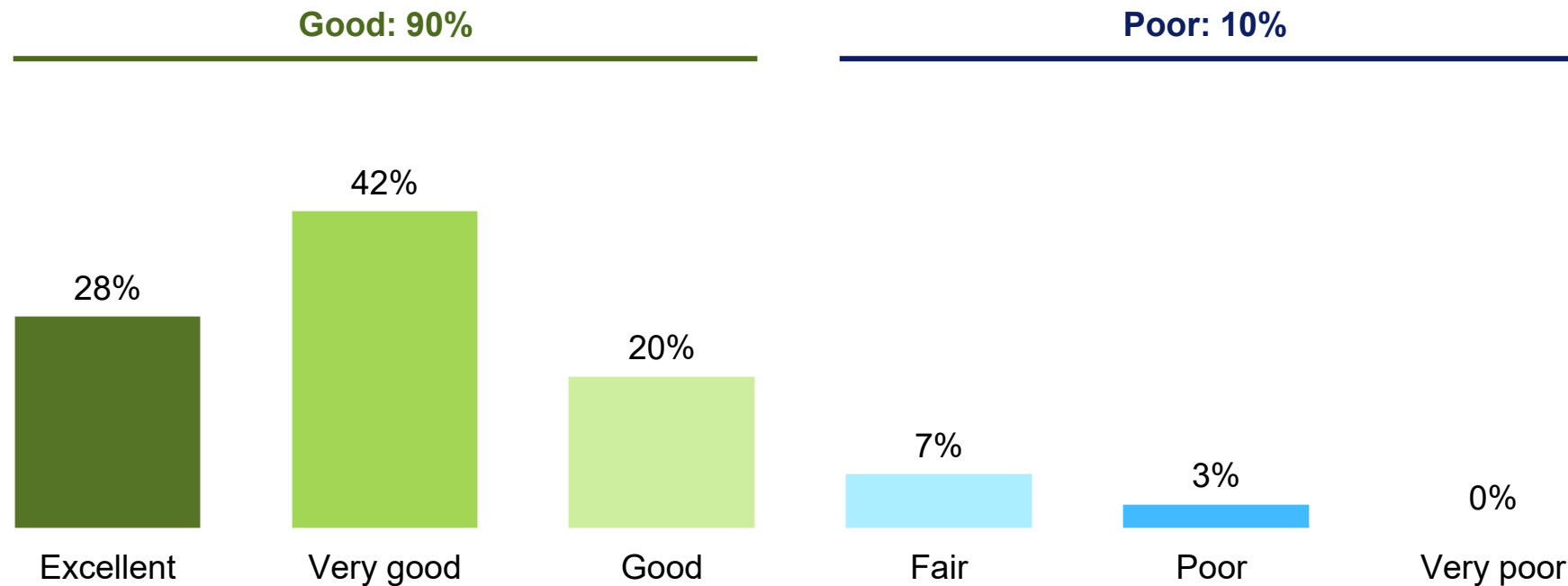


Residents are most likely to enjoy living in a quiet, smaller place, as well as friendly people



Q1. What do you like best about living in your community? Please write your response into the space provided below: (Base: All respondents, N=367)

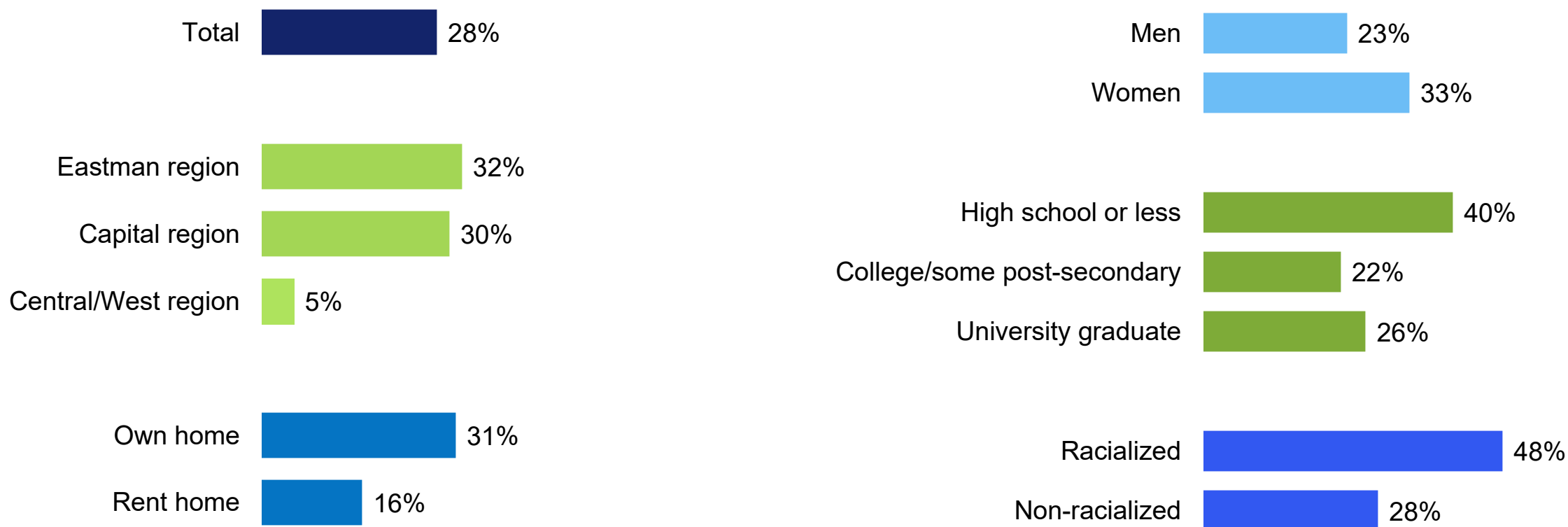
Three in 10 report having an excellent quality of life



Q2. How would you rate the quality of life in your community? Please use a 1-6 scale where a 1 means the quality of life is very poor and a 6 means it is excellent. (Base: All respondents, N=367)

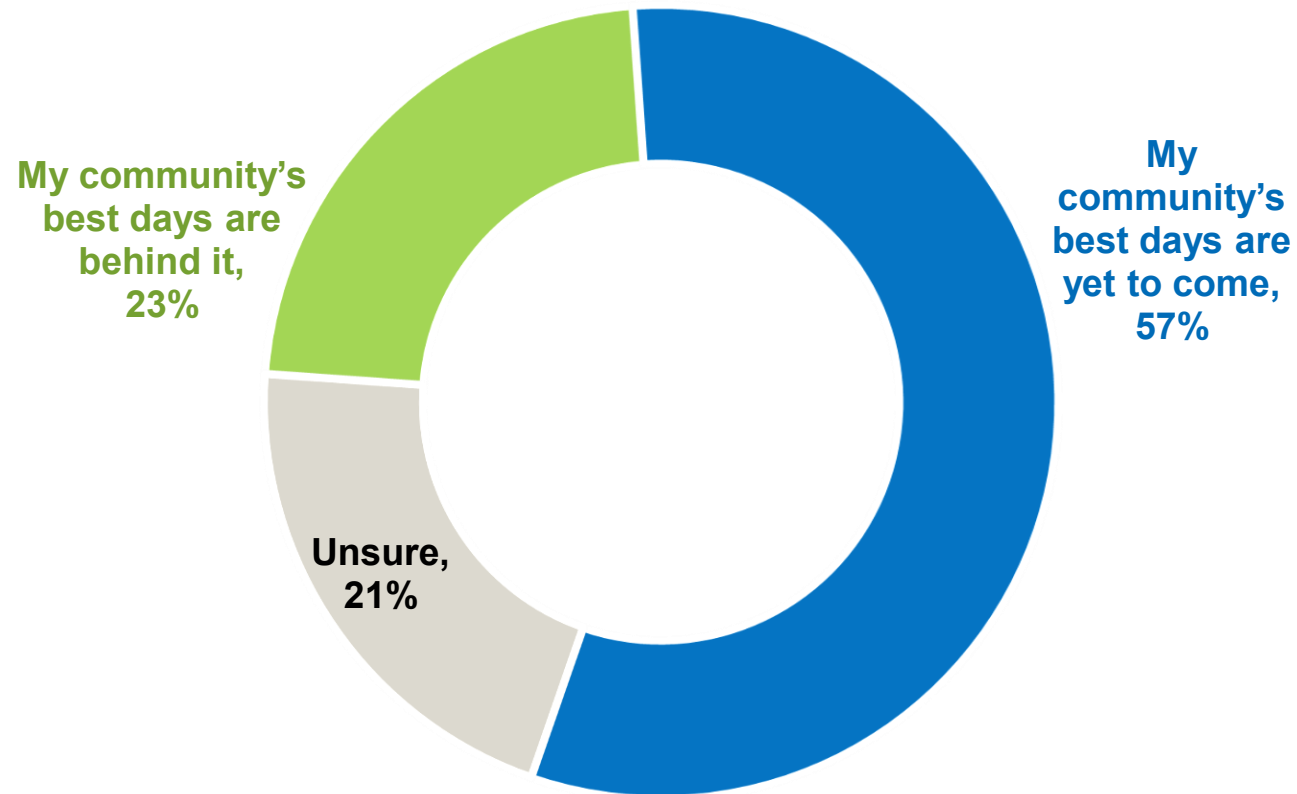
Racialized residents, those in eastern Manitoba most likely to report an excellent quality of life

% with an excellent quality of life



Q2. How would you rate the quality of life in your community? Please use a 1-6 scale where a 1 means the quality of life is very poor and a 6 means it is excellent. (Base: All respondents, N=367)

More than one half of residents think their community's best days are yet to come



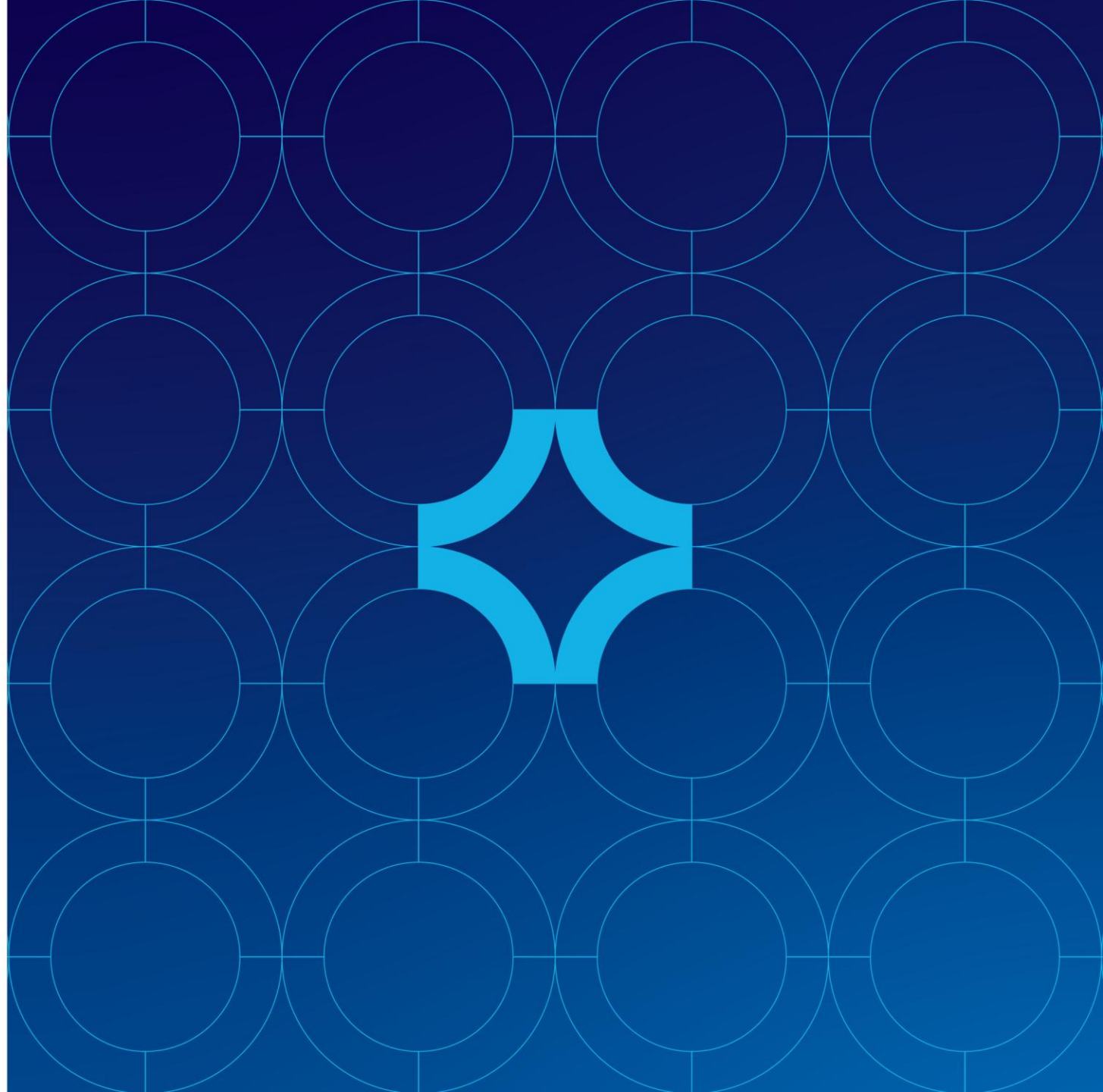
Those who are most likely to **think the best is yet to come**:

- Those in the Capital Region (65% vs. 40% in Central/West).
- Residents aged 18-34 (69% vs. 48% aged 35-54).
- Those with excellent and very good quality of life (71% and 62% vs. 36% less).
- Those satisfied with their community's programs and services (67% vs. 38% not satisfied).

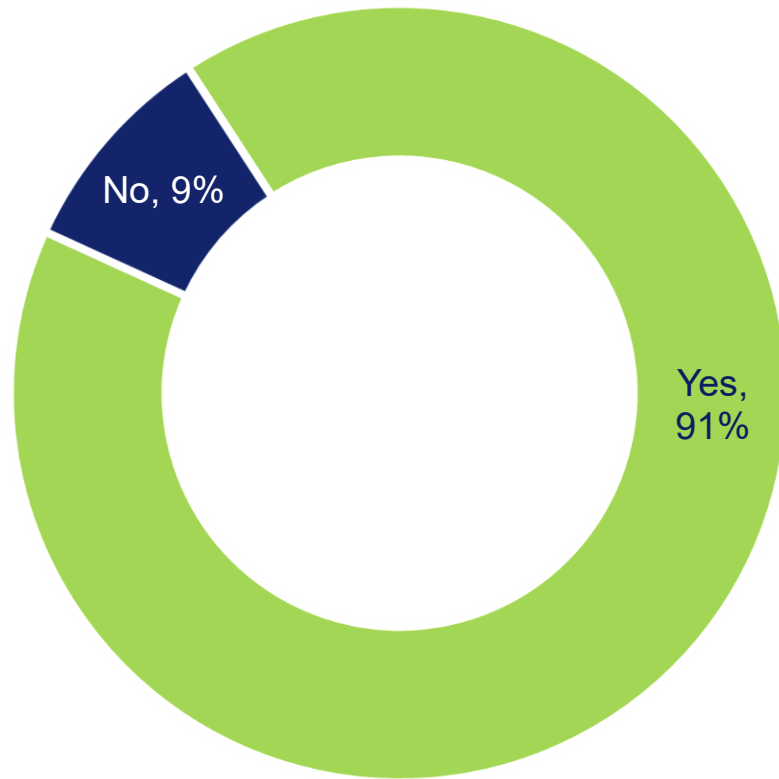
Q3. Which of the following statements comes closest to your view? (Base: All respondents, N=367)

Bilingual Service Delivery and Communication

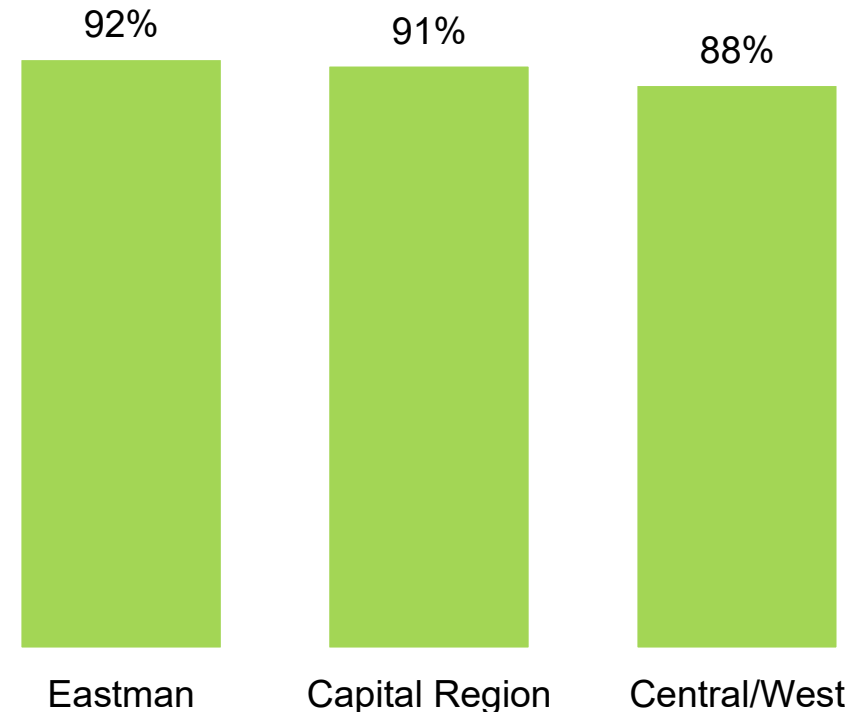
PROBE Research



Nearly all residents are aware their municipalities prioritize bilingual services

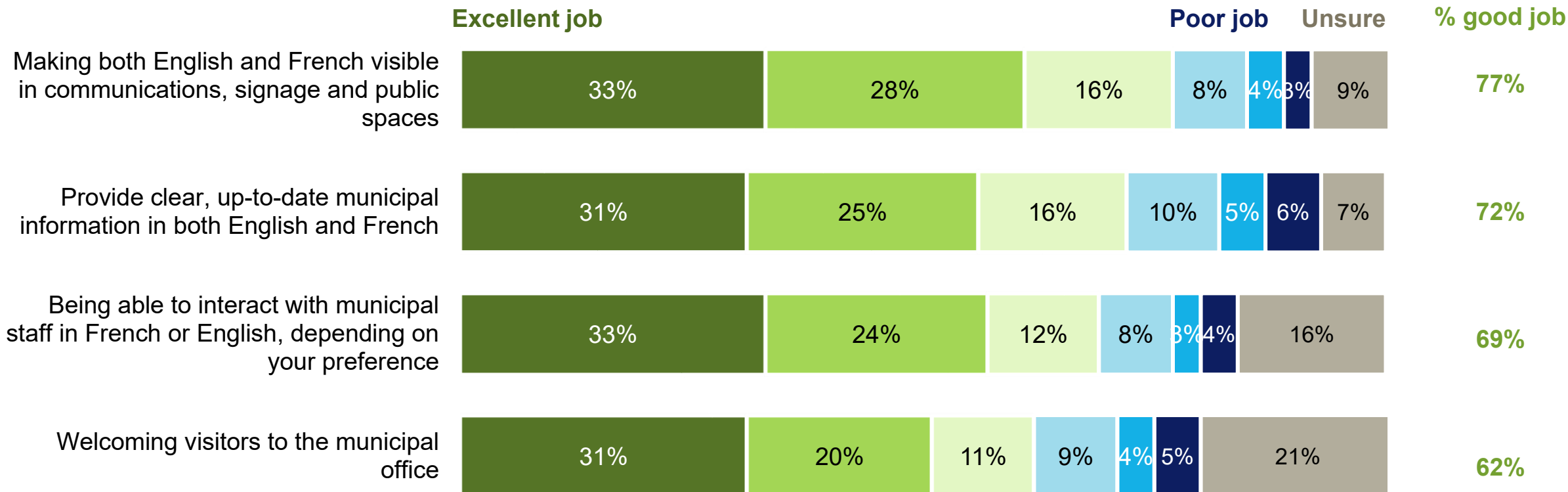


Awareness by Region



Q8. Before today, were you aware that your local municipal government is committed to using both of Canada's official languages (English and French) to deliver municipal services?
(Base: All respondents, N=367)

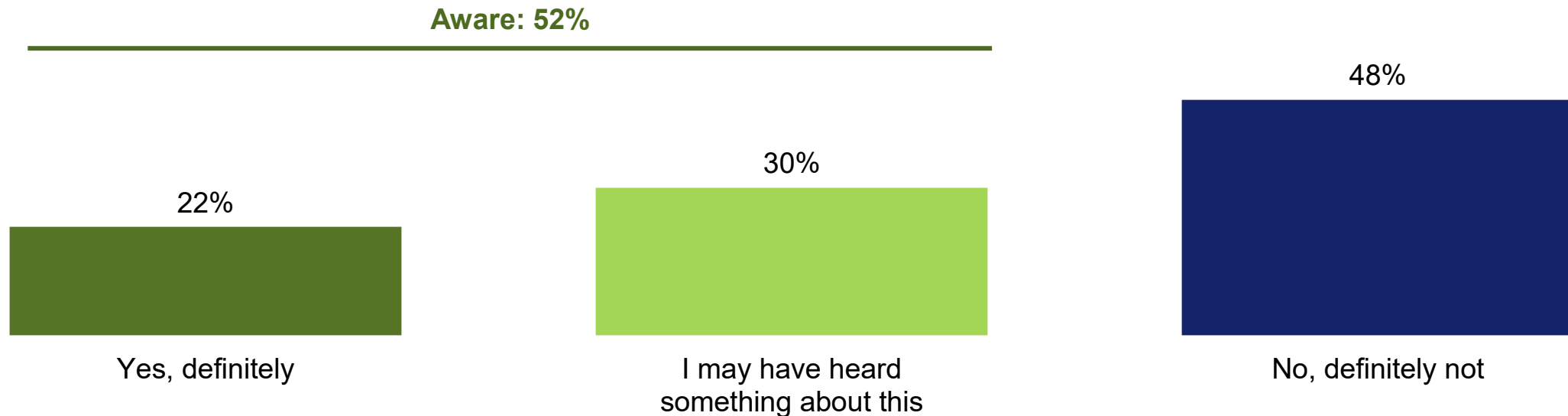
Three-quarters credit their municipality when it comes to bilingual communications



Q9. Using a scale where 1 means it is doing a poor job and 6 means it is doing an excellent job, how would you rate the efforts of your municipal government when it comes to the following?

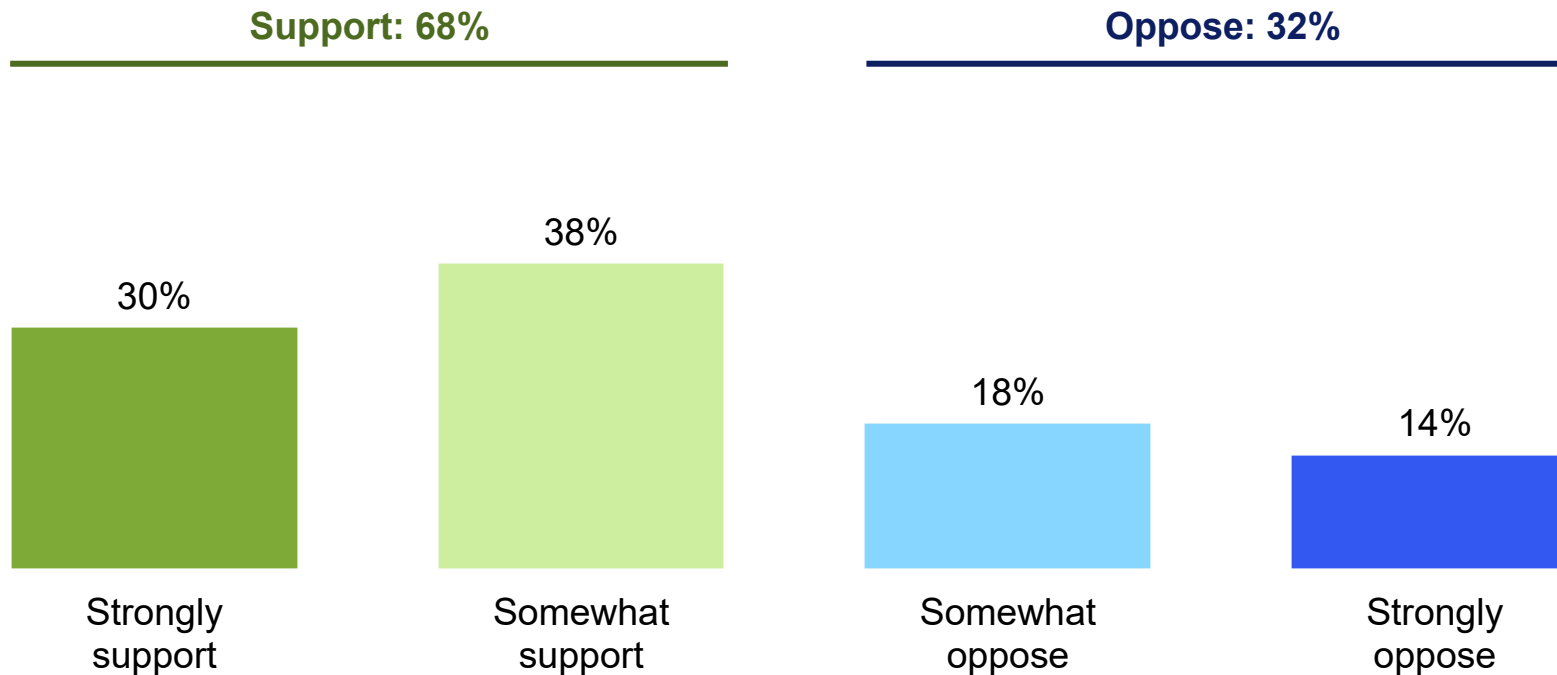
(Base: All respondents, N=367)

About one-half have heard something about efforts to make Manitoba truly bilingual



Q10. Have you seen, read or heard anything in the last couple of years about the provincial government making Manitoba a truly bilingual (English and French) province? (Base: All respondents, N=367)

Two-thirds express support for making Manitoba truly bilingual



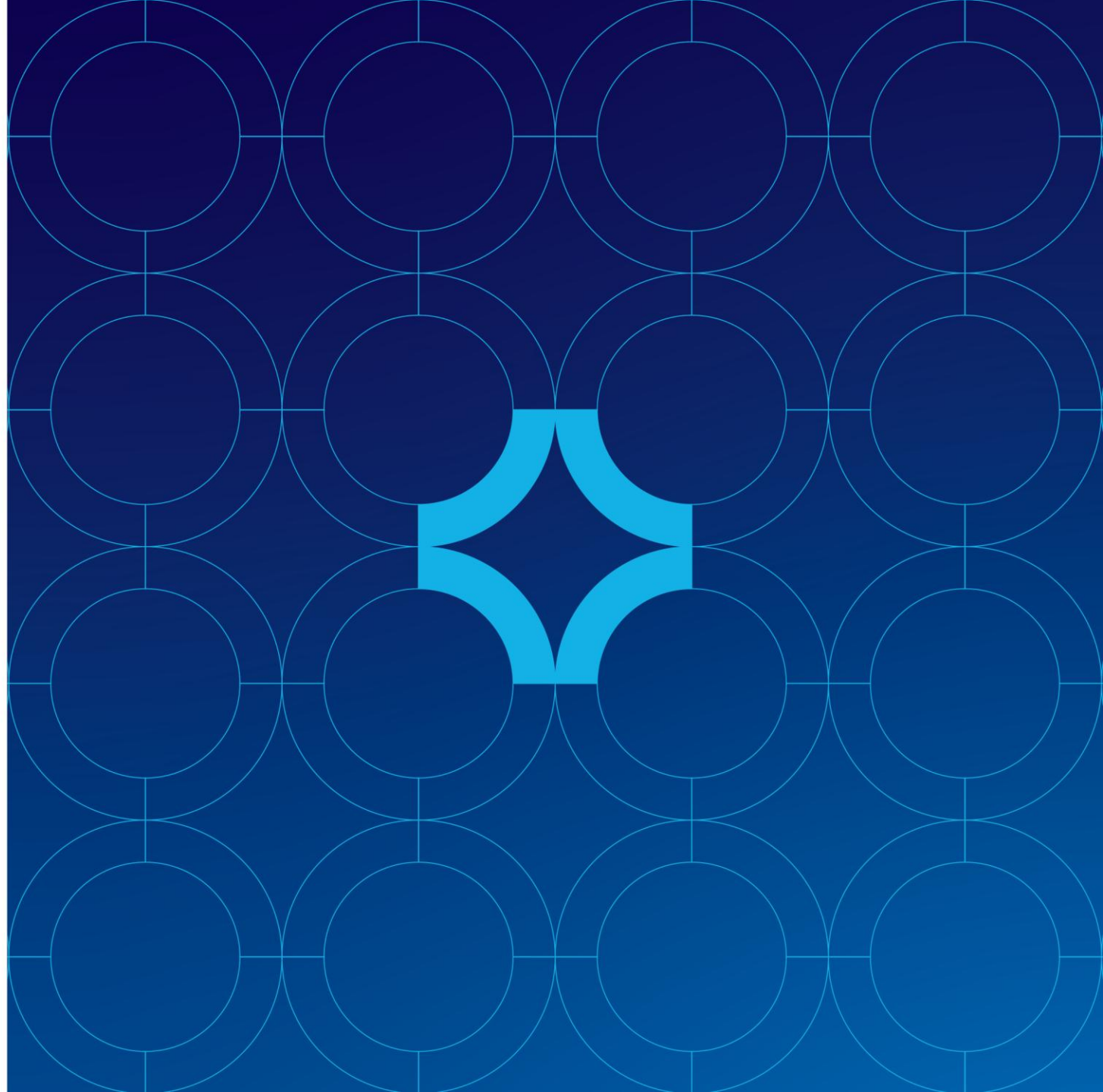
Those most likely to **support making Manitoba truly bilingual** include:

- Those in the Eastman region (72% vs. 54% Central/West).
- Women (74% vs. 63% men).
- Those with no children <15 in the household (74% vs. 58% among parents).
- Renters (83% vs. 65% homeowners).

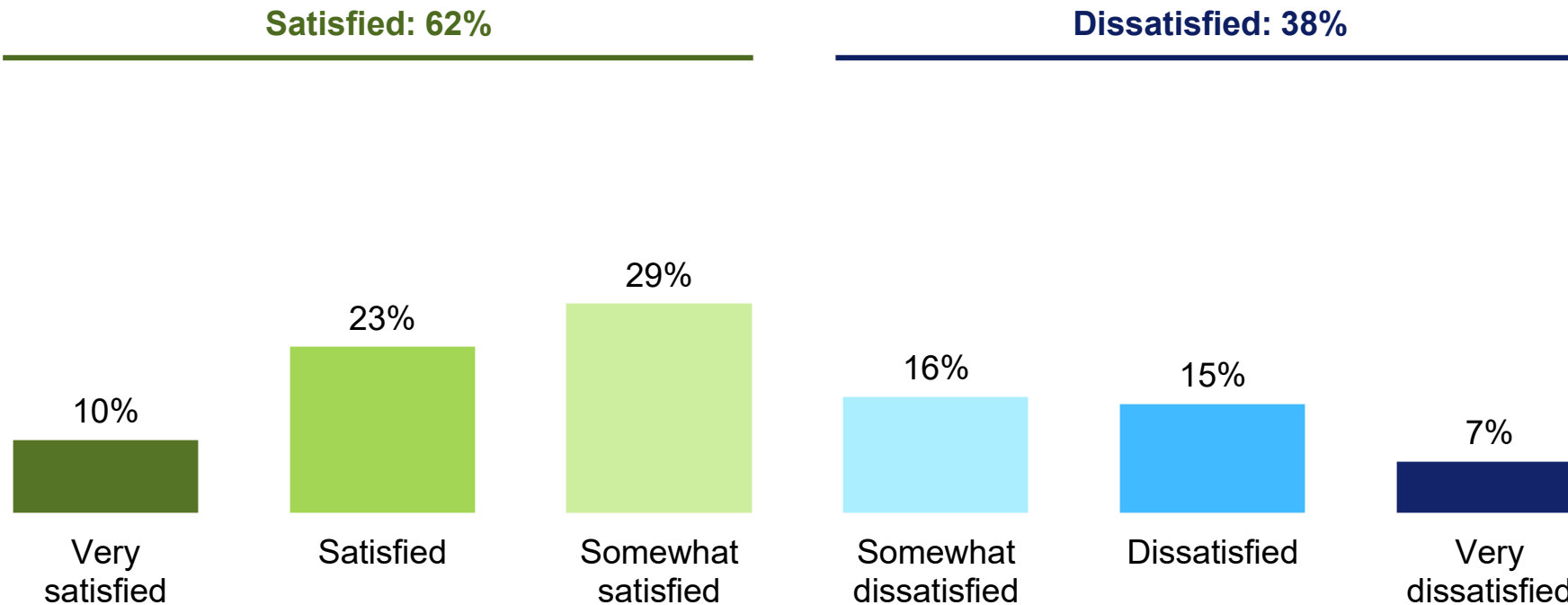
Q11. Overall, do you support or oppose making Manitoba a truly bilingual province where French and English have equal status? (Base: All respondents, N=367)

Municipal Services and Taxation

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Six in 10 are satisfied with the programs and services offered by their municipality

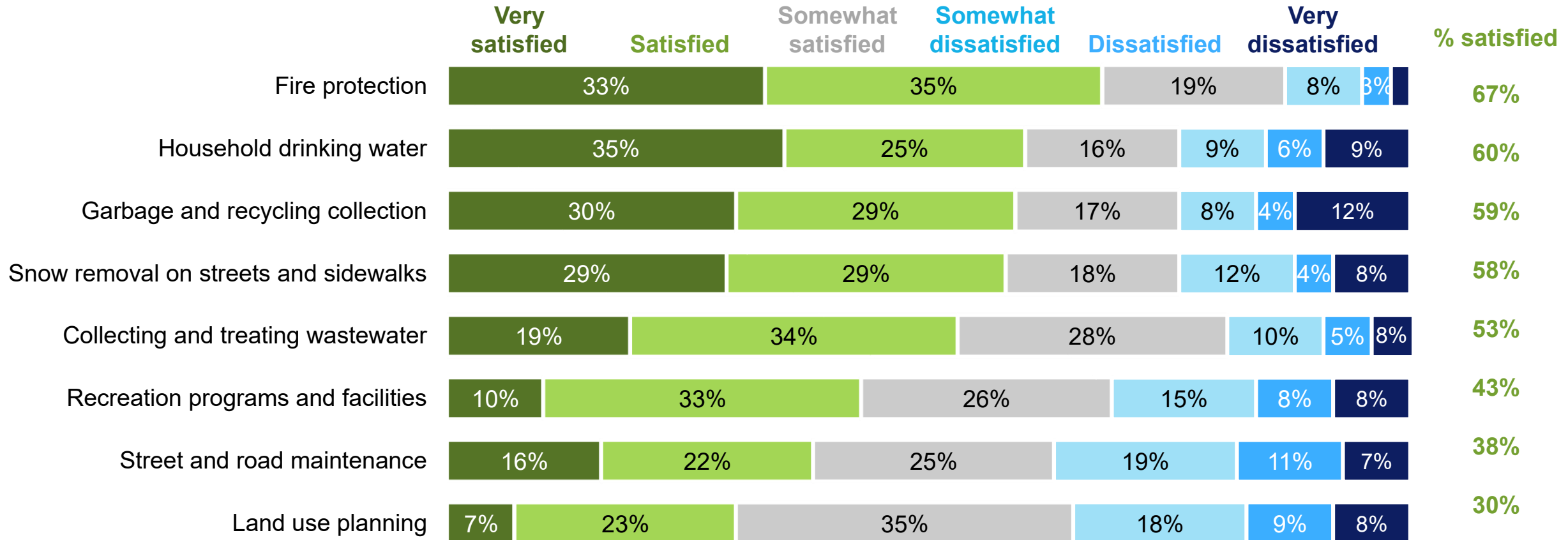


Those who are most likely to **be dissatisfied** Include:

- Residents under the age of 54 (29% 18-34 and 30% 35-54 vs. 11% 55+).
- Those still in the workforce (26% working full-time and 27% working part-time vs. 10% retired).

Q4. Overall, how satisfied are you with the programs and services your local government (municipality) provides? Let's use a 1-6 scale again, but this time a 1 means you are very dissatisfied and a 6 means you are very satisfied: (Base: All respondents, N=367)

Residents are most likely to be satisfied with fire protection, wastewater treatment



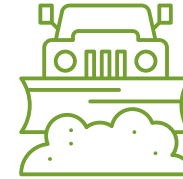
Q5. For each of the following programs and services, please indicate if you are satisfied or dissatisfied using the same scale: (Base: All respondents, N=367)

Satisfaction with services: by subgroup



Those most likely to be **satisfied with road maintenance** include:

- Newer community members (50% <10 years vs. 35% 10-29 and 33% 30+).
- Residents aged 55+ (45% vs. 28% 35-54).
- Those born in Canada (41% vs. 18% elsewhere).



Those most likely to be **satisfied with snow removal** include:

- Those who identify as Indigenous (70% vs. 55% non-Indigenous).
- Those born in Canada (60% vs. 42% elsewhere).



Most likely to be **satisfied with wastewater treatment** include:

- Homeowners (57% vs. 37% renters).
- Racialized residents (73% vs. 51% non-racialized).



Those most likely to be **satisfied with recreation programs** include:

- Younger and older residents (55% 18-34 and 45% 55+ vs. 30% 35-54).



Most likely to be **satisfied with land use planning** include:

- Newer community members (39% <10 years vs. 20% 30+).
- Younger residents (38% 18-34 vs. 22% 35-54).
- Racialized residents (48% vs. 28% non-racialized).

Q5. For each of the following programs and services, please indicate if you are satisfied or dissatisfied using the same scale: (Base: All respondents, N=367)

Those who report having an **excellent quality of life** and who find **good value from their taxes** are most likely to be satisfied with each program/service

Happiness with recreation amenities has the strongest bearing on overall satisfaction

The driver analysis (regression) results below illustrates the relationship between overall satisfaction with municipal services and satisfaction with specific programs and services. The analysis shows that of all the attributes of programs and services (Q5), satisfaction with recreation programs and services has the greatest influence on overall satisfaction with what municipalities provide. Snow removal, land use planning and street and road maintenance has a secondary – yet still significant – bearing on how citizens feel about municipal government services as a whole.

The items related to bilingual communication and service provision (Q9) were also included in this analysis, but none of those elements have a significant influence on overall satisfaction with municipal programs/services.

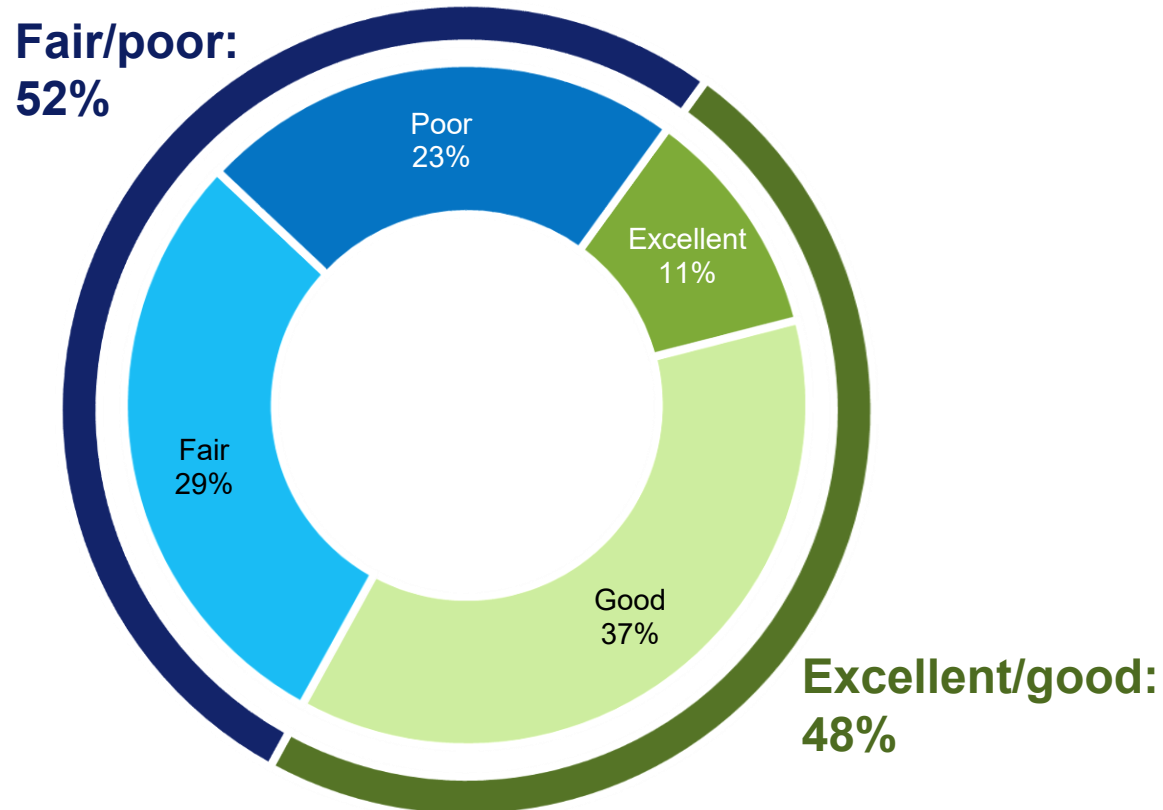
Primary Driver

Secondary Drivers



Linear regression, $R^2=0.454$

Residents are evenly split on whether they receive good or poor value for local taxes

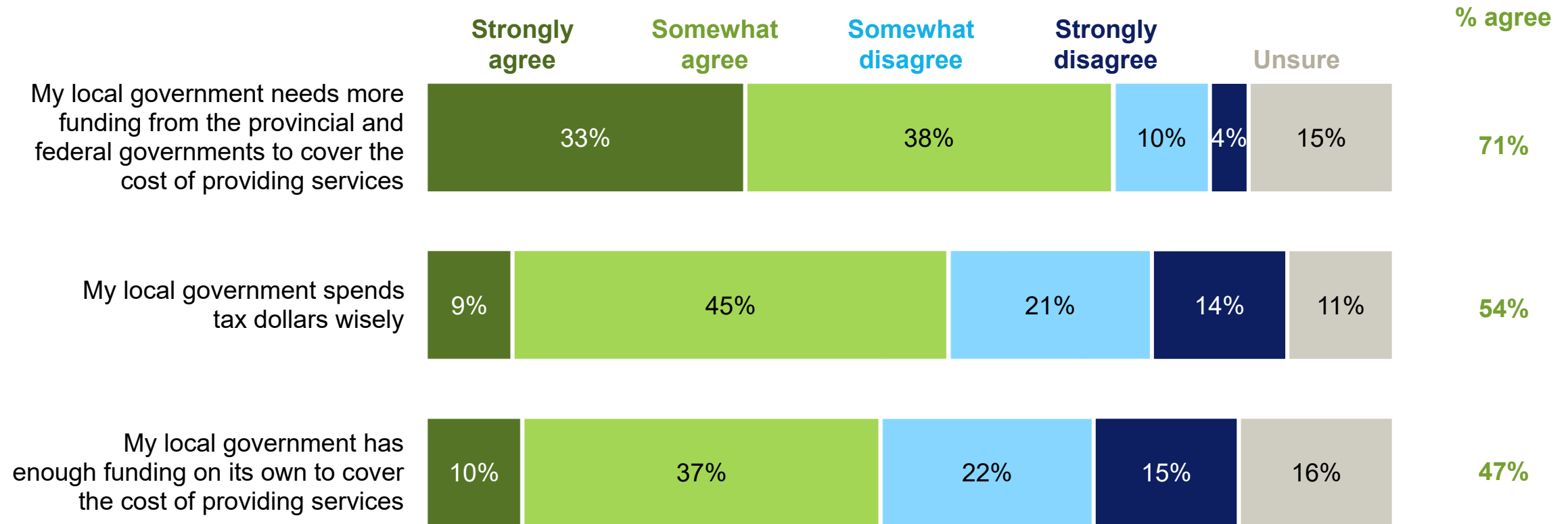


Those who are most likely to **find poor value from taxes**:

- Men (28% vs. 18% women).
- Residents aged 35-54 (36% vs. 14% 18-34 and 17% 55+).
- Full-time workers (30% vs. 17% retired).
- Those who report having a lower quality of life (43% vs. 12% excellent and 15% very good).
- Those who are dissatisfied with municipal programs and services (59% vs. 5% who are).

Q6. Thinking about all the services you receive from your local municipality, how much value do you feel you receive for the property taxes you pay towards these services? (Base: All respondents, N=367)

Fewer than one-half agree their local community can cover the cost of services



Q7. To what extent do you agree or disagree with the following statements: (Base: All respondents, N=367)

Views on funding and taxes: by subgroup



Those most likely to **agree their local government needs more funding from the provincial and federal governments** include:

- Those in the Central/West region (85% vs. 67% in Capital Region communities).
- Residents aged 55+ (81% vs. 55% 18-34).



Those most likely to **agree their local government spends tax dollars wisely** include:

- Those satisfied with programs and services (70% vs. 26% not).



Those most likely to **agree their local government has enough funding on its own to cover the cost of providing services** include:

- Those in Capital Region municipalities (53% vs. 31% Central/West).
- Men (57% vs. 36% women).

Q7. To what extent do you agree or disagree with the following statements: (Base: All respondents, N=367)

Methodology & Profile of Respondents

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Methodology

Research Objectives

The Association of Manitoba Bilingual Municipalities (AMBM) commissioned Probe Research to conduct a survey among its communities to gauge residents' views on specific issues, including quality of life, municipal services, population growth and bilingual service delivery.

Methodology

Probe Research conducted a survey of residents living in AMBM's 15 rural member communities between February 12 and March 5, 2026. The sample for the survey was derived from four data collection sources/methods:

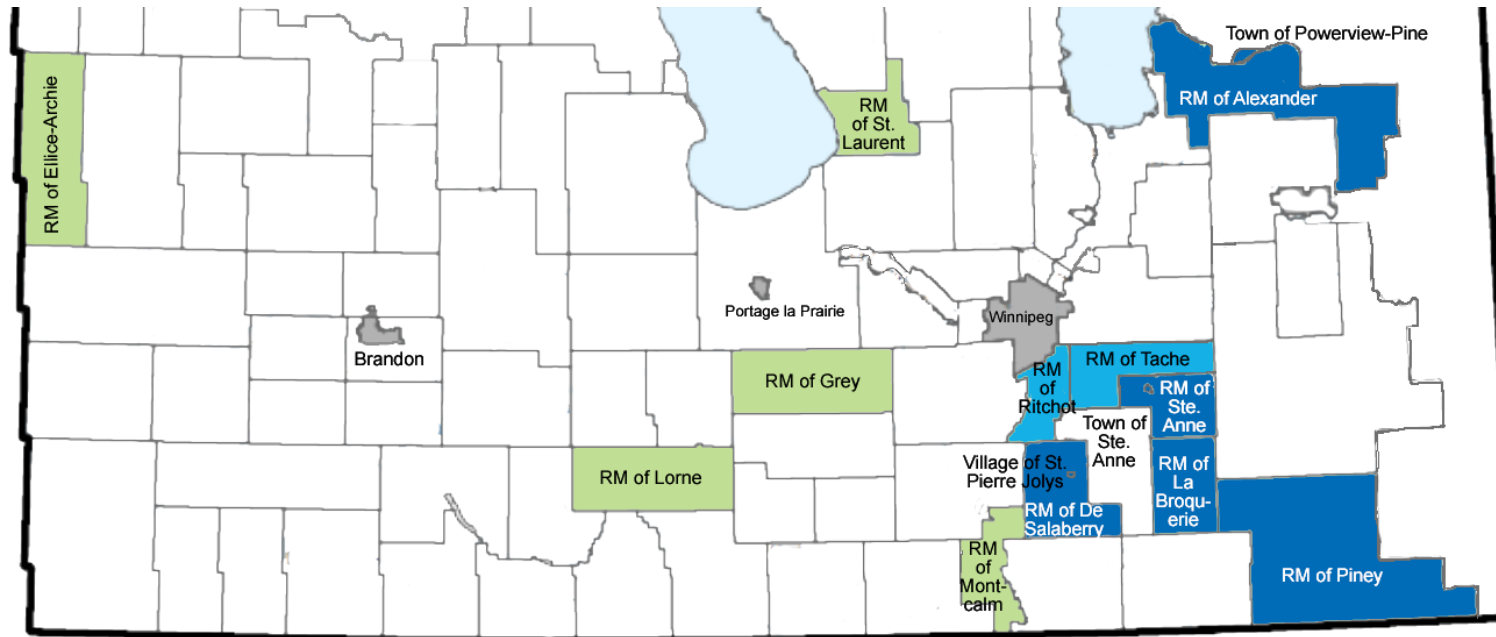
- Probe Research's online panel
- A national online research panel (LEO)
- Live telephone interviewers who administered the survey over the telephone
- A SMS to web approach (text messages that included a link to the online survey)

The survey was available in both English and French. A total of N=367 respondents completed the survey. Quotas were set by community/region and gender to ensure the sample is representative of the population living in these communities. Minor statistical weighting was conducted by age, gender, region and educational attainment to ensure the final sample matches the population characteristics of these communities, based on Census data.

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 367 residents would have a margin of error of ± 5.52 percentage points, 19 times out of 20, Finite Population Correction.

Totals in this report may not add up to 100% due to rounding. Results of <2% are not shown in the graphs.

Geographic Breakdown



Eastman (50%)

RM of Ste. Anne	12%
RM of Piney	10%
RM of De Salaberry	9%
RM of Alexander	7%
RM of La Broquerie	6%
Town of Ste. Anne	4%
Town of Powerview-Pine Falls	2%
Village of St. Pierre Jolys	2%

Central/West (17%)

RM of Lorne	5%
RM of Grey	5%
RM of Montcalm	3%
RM of St. Laurent	3%
RM of Ellice-Archie	1%

Capital Region (33%)

RM of Taché	25%
RM of Ritchot	8%

Profile of Respondents

(Unweighted) (Weighted)	Total (N=367) (N=367) (%)	Eastman (n=182) (n=187) (%)	Capital Region (n=134) (n=129) (%)	Central/West (n=51) (n=51) (%)	<10 years in community (n=88) (n=104) (%)	10-29 years in community (n=142) (n=154) (%)	30+ years in community (n=134) (n=104) (%)
Gender							
Man	51	51	51	52	52	51	49
Woman	49	49	49	48	48	49	50
Age							
18-34	25	25	26	23	39	27	6
35-54	32	30	37	29	37	40	18
55+	43	45	38	48	24	34	76
Education							
High school or less	27	35	20	17	26	24	33
Some college	46	40	51	58	41	48	47
University	27	26	29	25	33	28	20

Profile of Respondents

(Unweighted) (Weighted)	Total (N=367) (N=367) (%)	Eastman (n=182) (n=187) (%)	Capital (n=134) (n=129) (%)	Central/West (n=51) (n=51) (%)	<10 years in community (n=88) (n=104) (%)	10-29 years in community (n=142) (n=154) (%)	30+ years in community (n=134) (n=104) (%)
Indigenous							
Yes	20	19	20	24	20	18	24
No	80	81	80	76	80	82	76
Residence							
Own	82	84	81	80	78	81	89
Rent	15	14	17	16	19	15	11
Other	2	2	2	5	3	4	-
Household Income							
<\$50K	22	26	16	23	12	26	27
\$50K-\$99K	35	41	23	42	39	30	38
\$100K+	44	33	61	35	49	45	36

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