

Gig Worker Employment Rights

Canadian Centre for Policy Alternatives

March 2024 Probe Omnibus Survey



CCPA

CANADIAN CENTRE
for POLICY ALTERNATIVES
MANITOBA OFFICE

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Methodology

Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba between March 5 and 18, 2024.

With a sample of 1,000, one can say with 95 per cent certainty that the results are within ± 3.1 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.

The sample consists of 493 Manitobans randomly recruited via live-agent operator, 288 randomly recruited via Interactive Voice Response (IVR) and 219 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.

Minor statistical weighting has been applied to this sample so that age, gender and regional characteristics properly reflect the province's population. All data analysis was performed using SPSS statistical analysis software.

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 CCPA Manitoba.

Key Findings

Manitobans are reasonably supportive of expanding employment protections to include gig workers. About two-thirds of Manitobans back such a move, including 41 per cent who strongly favour this approach.

Opposition to protection for gig workers is quite low at 16 per cent. However, a sizable minority are simply unsure or have no clear opinion. There is an opportunity to sway these fence-sitters, who represent about one in five Manitobans.

Those who need no convincing include Winnipeggers, women, younger adults and those with advanced levels of post-secondary education. These are the sub-populations who tend to already favour expanded employment standards for gig workers.

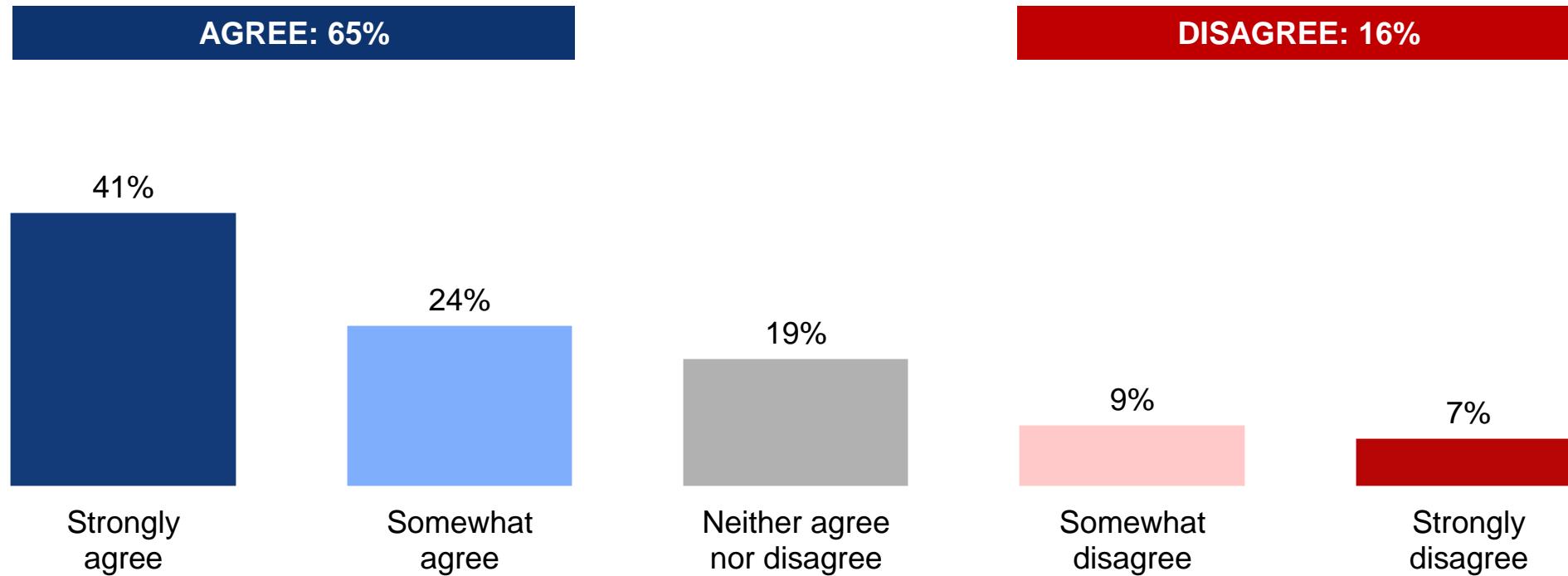
Manitobans who voted NDP in the previous provincial election are twice as likely as PC supporters to favour gig worker protections. But, it's worth noting that 44 per cent of Tory supporters still support better safeguards for gig workers.



Views on Equal Labour Rights for Gig Workers

Two-thirds of Manitobans support employment rights for gig workers

CCPA1. Next, a question about gig workers – people who work for Skip the Dishes or Uber, for example. Do you agree or disagree with the following statement? Gig workers in Manitoba should be covered by the same employment rules as regular workers – including minimum wage rules and the ability to unionize. (Base: All respondents, N=1,000)



Views on Equal Labour Rights for Gig Workers: By Subgroup

Women, younger adults and university grads most supportive of employment rights for gig workers

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% who agree gig workers should be covered by standard employment rules

