

## WINNIPEGGERS ARE AN HONEST BUNCH

### *Most Citizens Not Willing To Break Little Rules Like Stealing A Supermarket Grape or Pocketing Extra Change*

**Winnipeg** – Shocking crimes in the news and the distinction of our city as Canada's "Murder Capital" might make some Winnipeg residents wonder about the moral virtues of their fellow citizens. But a new Probe Research survey finds that most Winnipeggers are honest, upstanding folks who refuse to bend the rules even when presented with an opportunity to do so.

Probe Research asked 600 Winnipeg residents whether they would be consider doing the following activities that might be considered illegal or dishonest:

- Running a red light in the middle of the night if no one was around
- "Sampling" a grape in a grocery store while deciding whether to buy a bunch
- Exaggerating on their resume



As well, Probe Research asked survey respondents how likely it is that they would be honest and "do the right thing" in the following situations:

- Trying to contact the owner of a lost wallet
- Pointing out to an unpleasant store clerk that he/she accidentally gave back an extra \$5 in change

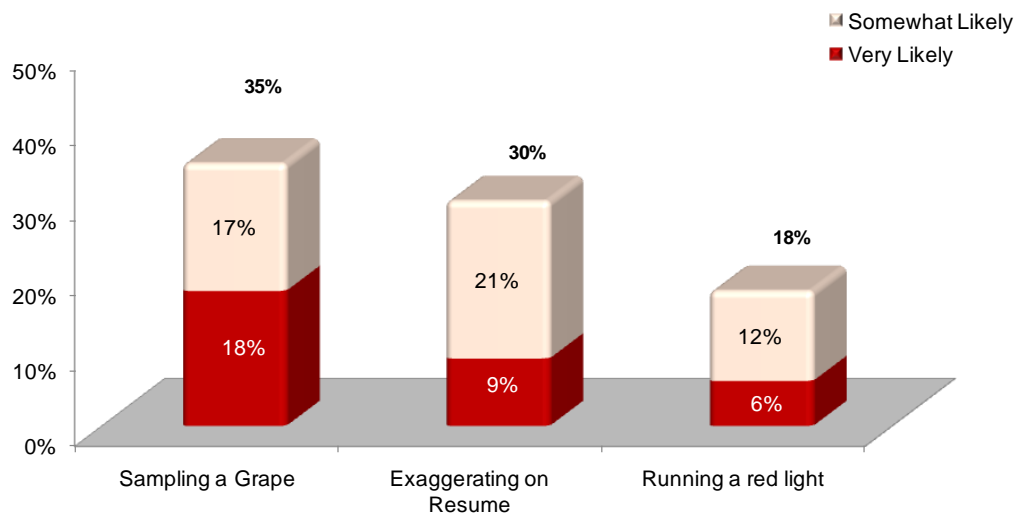


As the following graph shows, the dishonest activity Winnipeggers are most likely to engage in is to sample the produce in the supermarket, with more than one-third of Winnipeg adults reporting that they would taste a grape without paying for it (35%, including 18% who indicate they would be very likely to do this). Approximately three in ten Winnipeggers (30%), meanwhile, indicate they would be likely to exaggerate on their resume, while one in five Winnipeggers (18%) would consider running a red light in the middle of the night.



## Likelihood of Bending the Rules

1. "How likely would you be to do the following?" (n=600)



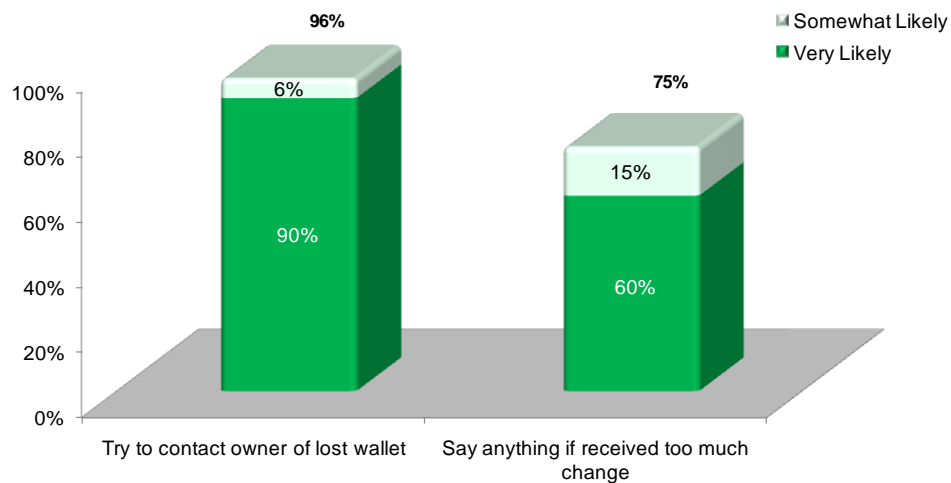
Base: All respondents

Meanwhile, nearly all adults surveyed (96%) reported that they would try to return a lost wallet to its owner, with 90 percent indicating they would be very likely to do this and just 4 percent saying they would make no effort to locate the owner of the wallet. Three-quarters of adults would point out to a store clerk that he or she gave them too much change (75%, including 60% who would be very likely to do so), with 24 percent noting that they would probably pocket this extra change.

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## Likelihood of Doing the Right Thing

1. "How likely would you be to do the following?" (n=600)



Base: All respondents

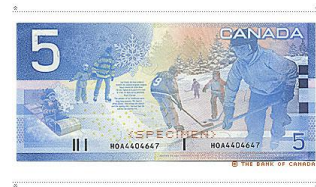
## *Younger Winnipeggers Are More Likely to Bend Rules*



Younger citizens are more likely to behave in a less-than-honest manner than older Winnipeg residents. For instance, 42 percent of adults aged 18-34 years note that they would exaggerate their accomplishments on their resumes (compared to just 27% of those aged 35-54 years and 21% of those aged 55 years

and over), while one-quarter of young adults would run a red light in the middle of a night (28%, versus 20% of those aged 35-54 years and 10% of those aged 55 years and over).

As well, younger adults would be more likely to keep extra change handed to them by a surly store clerk (36% of those 18-34 years would be unlikely to point out the mistake, versus 20% of those aged 35-54 years and 17%



of those aged 55 years and over). However, younger adults are just as likely to return a wallet to its rightful owner as others (96% among all three age groups), and there is no real generational difference when it comes to unpaid grape-sampling (36% of those aged 18-34 years said they would do this compared to 39% of those aged 55 years and over and 32% of those aged 35-54 years).

Other findings include:

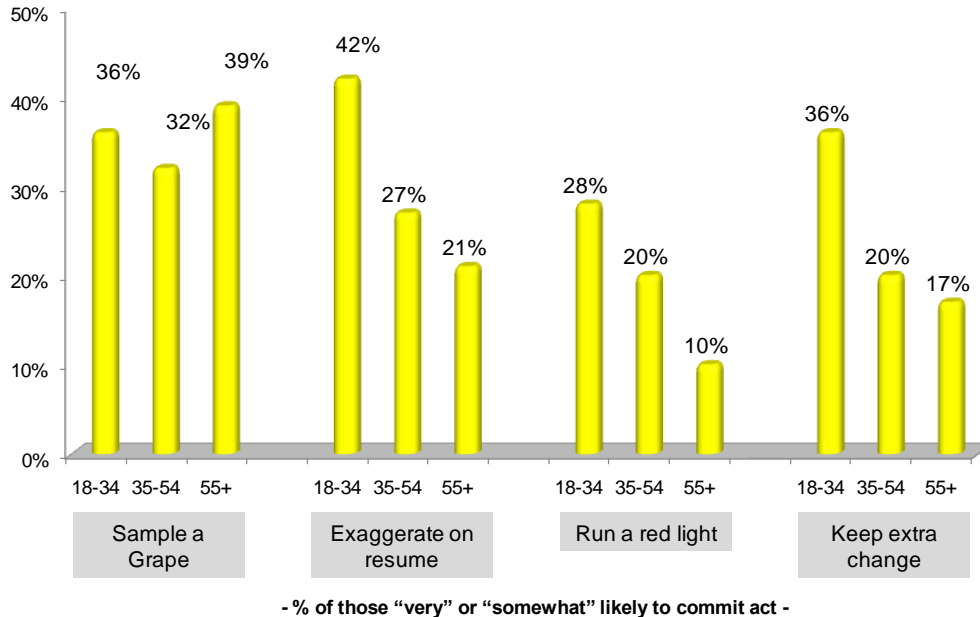
- Men are more likely than women to embellish on their resumes (36% versus 23% of women) and are more likely to sneak through a traffic light late at night, when no one is around (24% versus 14% respectively).
- Residents of northeast Winnipeg are least likely to go through a red light in the middle of the night (9% would do this compared to 26% in the Core area and 24% in southwest Winnipeg).



# Likelihood of Bending the Rules

## - By Age -

1. "How likely would you be to do the following?" (n=600)



Base: All respondents

*This city-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 25<sup>th</sup> and December 5<sup>th</sup>, 2009 among a random and representative sampling of 600 Winnipeg adults. With a sample of 600, one can say with 95 percent 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 interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Modified random-digit dialing was used to ensure that all Winnipeg adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the city as a whole.*

For more information on this survey, please contact:

**Curtis Brown,**  
Research Associate,  
Probe Research Inc.  
Suite 850-125 Garry Street  
Winnipeg, Manitoba  
R3C 3P2  
Tel.: 926-6565  
Cell: (204) 761-0784  
Fax: 926-6566  
E-mail: [curtis@probe-research.com](mailto:curtis@probe-research.com)