

## CRIME CONCERNS GREATEST IN WINNIPEG

### *Public Safety Issues Worry*

### *Winnipeggers More Than Other Canadians*

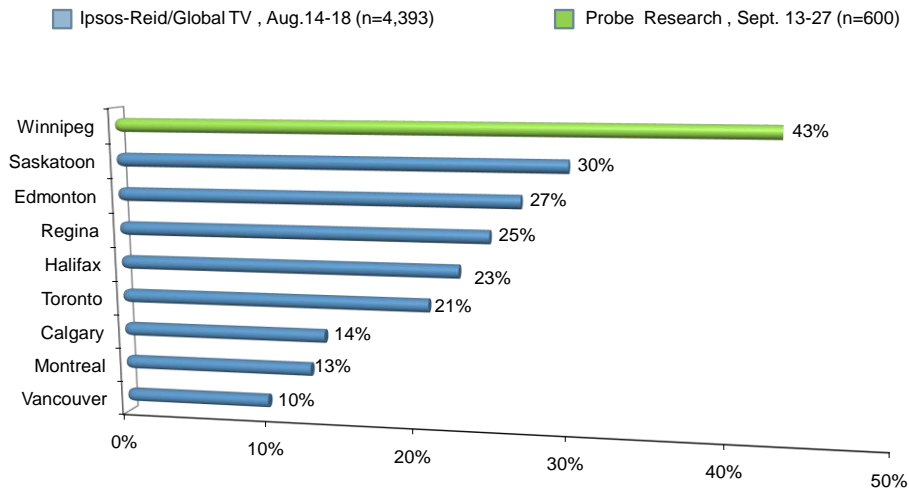
**For Immediate Release – NOVEMBER 2, 2009**

**Winnipeg** – Winnipeggers are more likely than residents of other large Canadian cities to worry about guns, gangs and lawlessness in their home community, according to a series of surveys taken by Probe Research Inc. and Ipsos-Reid Canada.

Nearly one-half of Winnipeg residents (43%) recently told Probe Research that crime, violence and gangs are the most important public concern facing their city. Compared to their neighbours in nearby Western Canadian cities such as Saskatoon (30% most concerned about crime), Edmonton (27%) and Regina (25%), citizens of Winnipeg greatly eclipse residents of these other cities when it comes to a preoccupation with crime.

## Comparison of Top-of-Mind Public Issues - Crime -

**Q.CG1.** "I would like you to tell me what you consider to be the most important issue or concern facing your community today. And what other issues or concerns do you think are important for your community today?"



\*Multiple Mentions, totals will exceed 100%

As the graph above also illustrates, Winnipeggers are twice as likely as those living in Toronto (43% versus 21%), three times as likely as those living in Calgary (43% versus 14%) and more than four times as likely as those living in Vancouver (43% versus 10%) to fear the impact of criminal activity in their community.

### *Health Care Is A Secondary Concern*

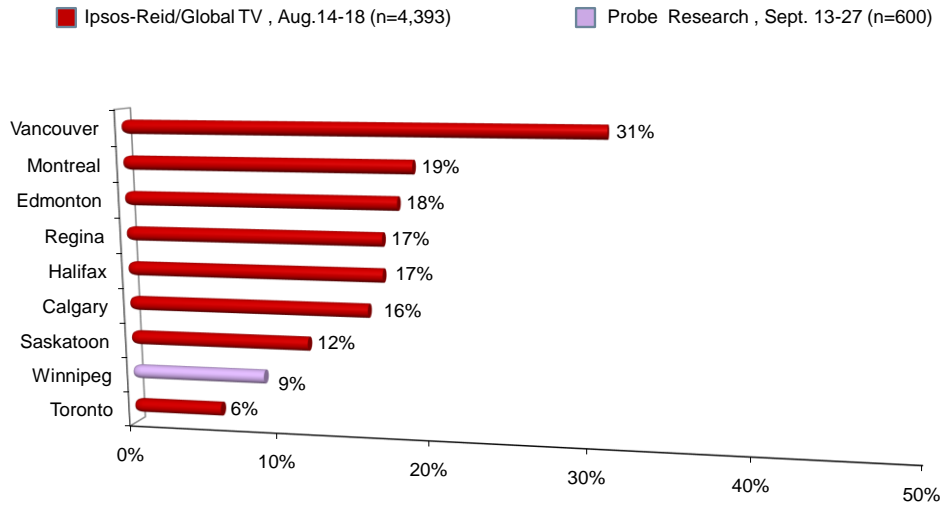
Other issues raised by fewer than one in ten Winnipeg citizens as the most important issue facing their community include health care (9%), the economy and the environment (6% each) as well as poverty/homelessness (5%).

While health care ranks as the second most important public issue behind crime for citizens of Winnipeg, public concern about this in Winnipeg is significantly lower than in other Canadian cities. Residents of Vancouver, for example, are three times as likely as those living in Winnipeg to cite health care as the most important issue facing their community (31% versus 9% respectively), while citizens of Montreal are twice as likely to be concerned about the state of their health care system as those living in Winnipeg (19% versus 9% respectively).

Citizens of other Western Canadian cities such as Edmonton (18%), Regina (17%) and Calgary (16%) are also more likely than Winnipeg residents focus on the state of their local health care system.

**PRBE** RESEARCH INC. **Comparison of Top-of-Mind Public Issues - Health Care -**

**Q.CG1.** "I would like you to tell me what you consider to be the most important issue or concern facing your community today. And what other issues or concerns do you think are important for your community today?"



\*Multiple Mentions, totals will exceed 100%

The following table highlights some of the key differences between different socio-demographic groups in Winnipeg regarding these issues. Crime is perceived as the city's top challenge among all age and gender categories, as well as in every area of Winnipeg. Other notable differences include the perceived importance of the environment among those aged 18-34 years (13% versus 2% of those aged 35-54 years and 4% of those aged 55 years and over) as well as an increased emphasis on poverty and homelessness among residents of the Core area (13% versus 2% each in northwest, northeast and southeast Winnipeg respectively).

| <b>Issues of Public Concern in Winnipeg</b>  |              |              |              |              |              |              |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>– Probe Research September 2009 Omnibus -</b>   |              |              |              |              |              |              |
| <i>“I would like you to tell me what you consider to be the most important issue or concern facing your community today”</i> |              |              |              |              |              |              |
|  | Total        | GENDER       |              | AGE          |              |              |
|  |              | Men          | Women        | 18-34        | 35-54        | 55+          |
| (Base)   | (600)<br>(%) | (287)<br>(%) | (313)<br>(%) | (176)<br>(%) | (231)<br>(%) | (168)<br>(%) |
| Crime  | 43           | 45           | 41           | 38           | 47           | 42           |
| Health Care  | 9            | 7            | 11           | 5            | 9            | 12           |
| Economy  | 6            | 8            | 5            | 5            | 7            | 8            |
| Environment  | 6            | 4            | 7            | 13           | 2            | 4            |
| Poverty/Homelessness   | 5            | 4            | 6            | 5            | 5            | 4            |
| Infrastructure   | 4            | 6            | 3            | 5            | 2            | 8            |
|  | Total        | REGION       |              |              |              |              |
|  |              | NW           | NE.          | SE           | SW           | Core         |
| (Base)   | (600)<br>(%) | (126)<br>(%) | (115)<br>(%) | (97)<br>(%)  | (138)<br>(%) | (124)<br>(%) |
| Crime  | 43           | 40           | 47           | 41           | 39           | 48           |
| Health Care  | 9            | 14           | 10           | 7            | 10           | 3            |
| Economy  | 6            | 7            | 5            | 7            | 10           | 2            |
| Environment  | 6            | 4            | 1            | 8            | 9            | 7            |
| Poverty/Homelessness   | 5            | 2            | 2            | 2            | 4            | 13           |
| Infrastructure   | 4            | 2            | 9            | 6            | 3            | 3            |

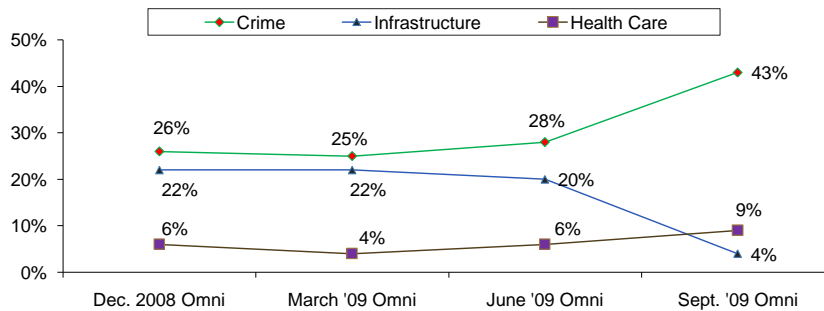
## *Crime Worries Escalate, Other Issues Drop In Importance*

Through its quarterly Omnibus poll of 1,000 Manitobans, Probe Research Inc. tracks issues of the greatest concern to Winnipeggers and those living outside the provincial capital.

While crime has long been the top issue for many Winnipeggers, more citizens now register this as their most pressing concern (43% in September versus 28% in June). At the same time infrastructure, the issue that was ranked second in terms of importance as recently as June of this year, has sharply declined in terms of its overall public salience (4% in September versus 20% in June and 22% in both March and December 2008). The perceived importance of other issues, meanwhile, has remained relatively constant since December 2008.

### Issues of Public Concern in Winnipeg

**Q.CG1.** "I would like you to tell me what you consider to be the most important issue or concern facing your community today. And what other issues or concerns do you think are important for your community today?" (n=600)



*The Omnibus survey is designed and conducted by Probe Research Inc. via telephone interviews conducted every three months among a random and representative sampling of 600 adults residing in Winnipeg. These findings include four waves of surveys conducted in December 2008, March 2009, June 2009 and September 2009. With a sample of 600 one can say with 95 percent certainty that the results are within +/-4.00 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 province as a whole.*

*The results for other Canadian cities are taken from telephone interviews of 4,393 adults conducted by Ipsos-Reid for Global Television from August 14<sup>th</sup> to August 18<sup>th</sup>, 2009. The sample sizes and cities/regions are as follows: Metro Vancouver (n=442), Calgary (n=442), Edmonton (n=440), Regina (n=439), Saskatoon (n=422), Winnipeg (n=441), Toronto (n=443), Montreal (n=443), Halifax (n=440), Newfoundland and Labrador (n=441). The margin of error for each individual city/region is +/- 4.7 percent, 19 times out of 20. Minor statistical weighting has also been applied to this sample to ensure that the age and gender balance correspond with Census data for each city included in this survey.*

For more information on this survey, please contact:

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