

## CITY RESIDENTS HAPPY TO BE HERE

**Winnipeg** – Often characterized as a self-deprecating city, a new survey conducted exclusively for the *Winnipeg Free Press* finds no shortage of civic pride among Winnipeg residents. Moreover, robust economic conditions in the city continue to cement citizens' positive sense of place. Probe Research undertook 600 telephone interviews with Winnipeg adults last month and these results are considered accurate to  $\pm 4.0$  percentage points of what they would have been if all city adults were surveyed.

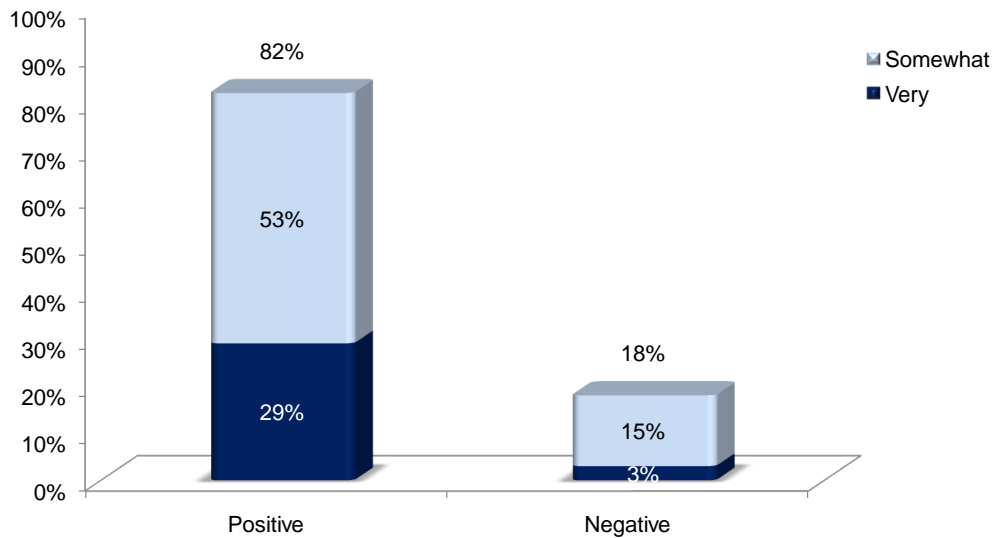
### Most Offer Positive Impression of their City

When asked if they have a generally positive or negative outlook on their city, an overwhelming majority of Winnipeg adults (82%) looked favourably upon their hometown. (Three-in-ten (29%) registered their outlook on Winnipeg as *very positive* and the remaining 53 percent voiced a *somewhat positive* impression of the city.) Less than one-in-five Winnipeg adults, on the other hand, offered a dim view of Winnipeg (18%, very or *somewhat negative*).

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## Winnipeggers' View of Their Hometown

1. "What is your overall impression of Winnipeg? Is it..." (n=600)



Base: All Winnipeg respondents aged 18+

Those who were most likely to have a very positive view of Winnipeg included:

- Seniors (37% of those aged 55 years and over, versus 28% of those aged 35-54 years and 22% of those aged 18-34 years).
- Those with no children under the age of 16 living at home (33%, versus just 18% of those with younger children).

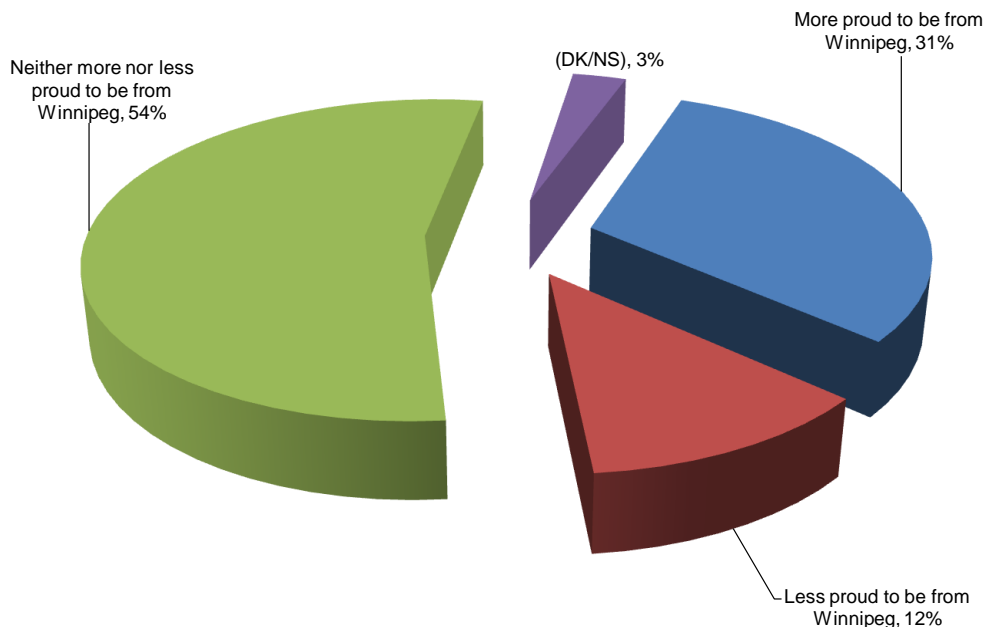
Notably, Core Area residents were less positive about Winnipeg than their fellow city residents (18% *very positive*, versus 31% in the rest of Winnipeg)

### ***City Enjoys Growing Sense of Pride***

Winnipeg adults were also asked if they are now more or less proud to call Winnipeg home as they were five years ago. As the graph below reveals, most citizens (54%) are just as proud of their city today as they were five years ago although those who report a change in their civic view, are almost three times as likely to express a growing (31%) rather than a declining sense of pride (12%).



2. "Compared to five years ago, would you say that you are currently..." (n=600)



Base: All Winnipeg respondents aged 18+

There were no statistically significant variations among the sub-populations surveyed.

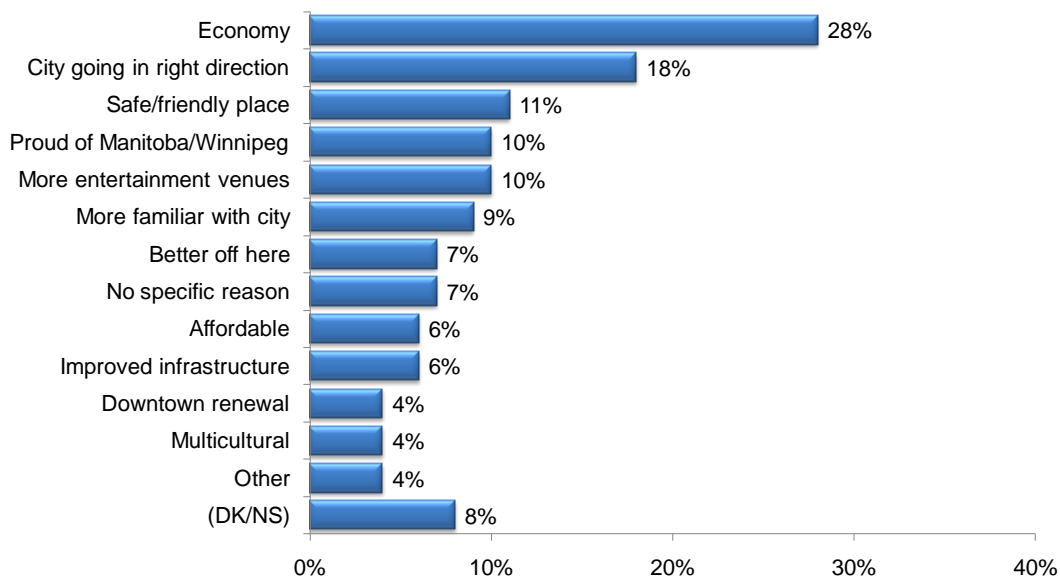
## Economy Points to Half-Full Glass – Crime Reveals Half-Empty

Those who are more proud to call themselves Winnipeggers today compared to five years ago were asked to explain, in their own words, the reasons for this up-beat perspective.

As the graph below reveals, the main reason cited by one-quarter of respondents (28%) is the strength of the city's *economy*. This was followed by a feeling of encouragement that the city is *headed in the right direction* (18%) and that it is a *safe or friendly place to live* (11%).



3. "Why would you say that you are now more proud to say you are from Winnipeg than you were five years ago?" (n=188)



Base: Respondents who are "more proud today" to say that they are from Winnipeg

Some respondents said they generally *feel proud of the city* (10%), while the same proportion (10%) highlighted the fact Winnipeg now offers newer *entertainment venues such as the MTS Centre*. Slightly smaller proportions said they are increasingly proud of Winnipeg because they are *more familiar with the city than they were five years ago* (9%), because they feel "*better off*" (7%) or because of the city's *investments in infrastructure* or its *affordability* (6% each). Smaller numbers pointed to *renewal efforts taking place in downtown Winnipeg* or to the city's evolving *multicultural character* (4% each). Altogether, 15 percent of those surveyed could not volunteer a specific reason supporting their enhanced sense of pride in Winnipeg. There were no statistically significant variations among the sub-populations surveyed.

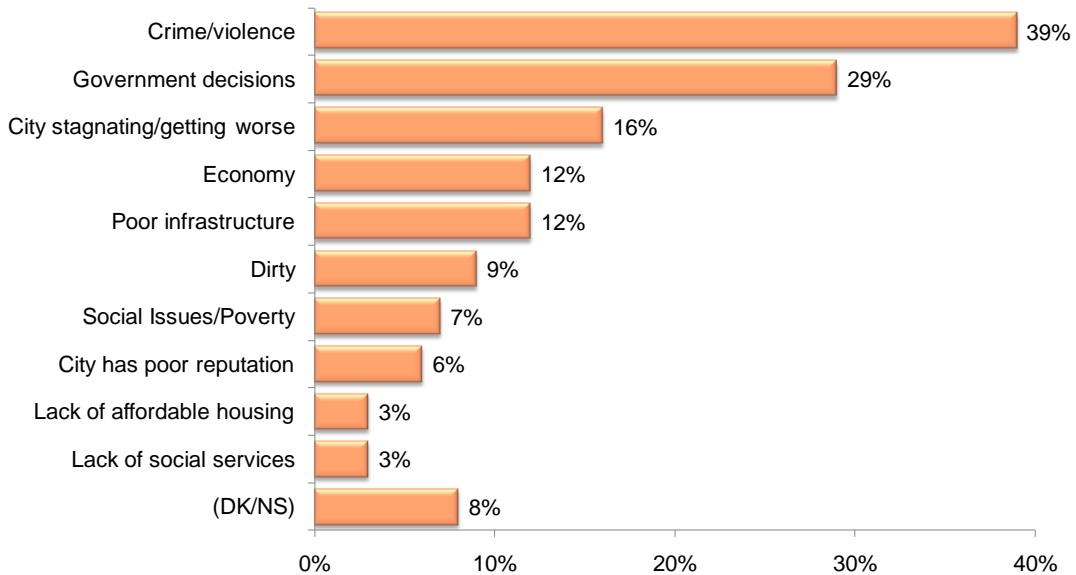
Among the relatively small proportion of respondents who are less proud of Winnipeg today compared to five years ago many express concerns about *Winnipeg’s high crime rate*, with four-in-ten respondents (39%) providing this reason. Three-in-ten are not proud of Winnipeg because of what they see as *poor government decision-making* (29%), while 16 percent felt the *city is stagnating or in decline*.

Other reasons mentioned for being less proud of Winnipeg mentioned by respondents include *a lack of economic dynamism* (12%), *poor infrastructure* (12%), *the city’s grungy appearance* (9%), *social problems* (7%) and the city’s *poor reputation* (6%). Other reasons were each mentioned by less than five percent of respondents. Eight percent of those surveyed could not attribute their negative opinion of Winnipeg to any single cause.



## Reasons For Decline in Civic Pride

4. “Why would you say that you are now less proud to say you are from Winnipeg than you were five years ago?” (n=75)\*



Base: Respondents who are “less proud today” to say they are from Winnipeg  
 \*Caution: Small Base

Notable variations among these more critical respondents included:

- Women are twice as likely as men to be concerned by Winnipeg’s high crime rate (52% versus 24% among men).
- On the other hand, men (22%, versus 4% of women) are less enthused about Winnipeg’s economic performance and point to this as a reason to be less proud of being from Winnipeg.

*This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between March 9<sup>th</sup> and March 23<sup>th</sup>, 2011 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 Winnipeg as a whole.*

For more information on this survey, please contact:

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