

SECTION WFP
1. What is the main method you use to travel to places in your day-to-day life?

			TOTAL	WINNIPEG REGION					URBAN AREA			Indigenous	BIPOC	LGBTQIA2S+	Disability	
				(600)	Northwest (128)	Northeast (108)	Southeast (110)	Southwest (151)	Core (103)	Inner City (115)	Inner Suburb (179)					Outer Suburb (266)
BASE: WINNIPEG																
MAIN TRAVEL METHOD	Private vehicle	Count	488	109	91	90	127	71	76	146	227	56	99	46	68	
			81%	85%	85%	82%	84%	69%	66%	81%	85%	82%	77%	65%	68%	
	Winnipeg Transit	Count	69	14	14	13	16	12	18	25	26	8	24	13	20	
			12%	11%	13%	12%	11%	12%	15%	14%	10%	12%	18%	19%	21%	
	Walking	Count	27	4	2	4	5	11	12	7	8	2	3	6	7	
			4%	3%	2%	4%	4%	11%	10%	4%	3%	4%	2%	8%	7%	
	Cycling	Count	11	2		1	1	7	7	2	2	2	2	4	2	
			2%	2%		1%	1%	7%	6%	1%	1%	3%	2%	5%	2%	
	Winnipeg Transit Plus	Count	3			2	1				3		2	2	2	
			0%			1%	1%				1%		1%	2%	2%	
Taxi/ Rideshare	Count	2				0	1	1					0	0		
		0%				0%	1%	1%					1%	0%		

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP

1. What is the main method you use to travel to places in your day-to-day life?

			TOTAL	GENDER		AGE			VOTED LAST PROV ELECTION			RIDE TRANSIT		
				Male	Female	18 - 34	35 - 54	55 +	NDP	PC	LIB	Monthly+	Less	Never
BASE: WINNIPEG			(600)	(289)	(303)	(172)	(202)	(225)	(265)	(164)	(75)	(139)	(141)	(320)
MAIN TRAVEL METHOD	Private vehicle	Count	488	244	239	128	162	197	209	145	56	58	120	310
			81%	85%	79%	74%	80%	87%	79%	89%	75%	42%	85%	97%
	Winnipeg Transit	Count	69	24	44	31	22	17	32	14	9	66	2	1
			12%	8%	15%	18%	11%	7%	12%	8%	11%	48%	1%	0%
	Walking	Count	27	10	15	7	11	8	14	2	9	6	16	5
			4%	3%	5%	4%	6%	4%	5%	1%	12%	4%	11%	2%
	Cycling	Count	11	10	1	4	4	4	8	2	1	6	4	2
			2%	3%	0%	2%	2%	2%	3%	1%	1%	4%	3%	0%
	Winnipeg Transit Plus	Count	3		3		3		2			3		
			0%		1%		1%		1%			2%		
	Taxi/ Rideshare	Count	2	0	1	2						0		1
			0%	0%	0%	1%						0%		0%

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

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1. What is the main method you use to travel to places in your day-to-day life?

		TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME			
			HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K	\$100K +	
BASE: WINNIPEG		(600)	(67)	(222)	(304)	(132)	(462)	(398)	(177)	(117)	(185)	(227)	
MAIN TRAVEL METHOD	Private vehicle	Count	488	53	182	248	112	373	355	118	73	154	204
			81%	79%	82%	81%	85%	81%	89%	67%	62%	83%	90%
	Winnipeg Transit	Count	69	11	22	34	14	54	21	43	29	22	11
			12%	17%	10%	11%	11%	12%	5%	24%	25%	12%	5%
	Walking	Count	27	1	15	10	1	23	15	7	8	7	7
			4%	2%	7%	3%	1%	5%	4%	4%	7%	4%	3%
	Cycling	Count	11	1	2	8	2	10	7	4	3	2	6
			2%	2%	1%	3%	1%	2%	2%	2%	3%	1%	3%
	Winnipeg Transit Plus	Count	3			3	1	2		3	2		
			0%			1%	1%	0%		2%	1%		
	Taxi/ Rideshare	Count	2		0	1	1			1	1	0	
			0%		0%	0%	1%			1%	1%	0%	

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SECTION WFP
2. How often do you use Winnipeg Transit?

			TOTAL	WINNIPEG REGION					URBAN AREA			Indigenous	BIPOC	LGBTQIA2S+	Disability	
				(600)	Northwest (128)	Northeast (108)	Southeast (110)	Southwest (151)	Core (103)	Inner City (115)	Inner Suburb (179)					Outer Suburb (266)
BASE: WINNIPEG																
USE WINNIPEG TRANSIT	(Net) MONTHLY+	Cases	139	21	19	23	45	30	36	39	57	15	43	28	32	
			23%	17%	18%	21%	30%	29%	31%	22%	22%	22%	22%	33%	39%	32%
	Every day	Cases	18		1	2	8	7	7	7	5	6	1	5	3	4
			3%		1%	2%	5%	6%	6%	3%	2%	2%	1%	4%	4%	4%
	Few times a week	Cases	73	15	14	14	16	13	19	19	23	27	8	21	11	13
			12%	12%	13%	13%	11%	13%	16%	13%	10%	12%	12%	16%	15%	13%
	Few times a month	Cases	48	6	4	7	21	10	11	11	12	24	6	17	14	16
			8%	5%	4%	6%	14%	10%	9%	9%	7%	9%	9%	14%	20%	16%
	Less often	Cases	141	25	26	18	33	40	41	41	39	53	17	33	22	25
			24%	19%	24%	16%	22%	39%	35%	22%	20%	25%	25%	26%	31%	25%
Never	Cases	320	82	63	69	73	33	38	38	101	155	36	53	21	42	
		53%	64%	58%	63%	48%	32%	33%	56%	58%	53%	53%	41%	30%	43%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP
2. How often do you use Winnipeg Transit?

			TOTAL	GENDER		AGE			VOTED LAST PROV ELECTION			RIDE TRANSIT		
				Male	Female	18 - 34	35 - 54	55 +	NDP	PC	LIB	Monthly+	Less	Never
BASE: WINNIPEG			(600)	(289)	(303)	(172)	(202)	(225)	(265)	(164)	(75)	(139)	(141)	(320)
USE WINNIPEG TRANSIT	(Net) MONTHLY+	Cases	139	64	71	56	48	35	73	25	15	139		
			23%	22%	24%	32%	24%	15%	27%	15%	21%	100%		
	Every day	Cases	18	9	9	11	4	3	6	3	1	18		
			3%	3%	3%	7%	2%	1%	2%	2%	2%	13%		
	Few times a week	Cases	73	31	40	27	28	18	37	13	11	73		
			12%	11%	13%	16%	14%	8%	14%	8%	15%	53%		
	Few times a month	Cases	48	24	22	17	17	14	29	9	3	48		
			8%	8%	7%	10%	8%	6%	11%	5%	4%	34%		
	Less often	Cases	141	65	73	49	50	43	73	29	15		141	
			24%	22%	24%	28%	25%	19%	27%	18%	20%		100%	
	Never	Cases	320	160	159	68	104	148	120	109	44			320
			53%	55%	53%	39%	52%	66%	45%	67%	59%			100%

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

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2. How often do you use Winnipeg Transit?

			TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME		
				HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K	\$100K +
BASE: WINNIPEG			(600)	(67)	(222)	(304)	(132)	(462)	(398)	(177)	(117)	(185)	(227)
USE WINNIPEG TRANSIT	(Net) MONTHLY+	Cases	139	13	36	86	31	105	63	68	43	49	34
			23%	19%	16%	28%	23%	23%	16%	38%	37%	27%	15%
	Every day	Cases	18	4	6	7	4	12	5	11	9	3	4
			3%	7%	3%	2%	3%	3%	1%	6%	8%	2%	2%
	Few times a week	Cases	73	5	19	46	16	57	34	35	19	28	19
			12%	7%	8%	15%	12%	12%	9%	20%	17%	15%	8%
	Few times a month	Cases	48	4	11	33	11	36	24	22	15	19	10
			8%	6%	5%	11%	8%	8%	6%	12%	12%	10%	5%
	Less often	Cases	141	14	60	66	34	105	82	50	31	48	43
			24%	21%	27%	22%	26%	23%	21%	28%	27%	26%	19%
	Never	Cases	320	40	127	152	67	252	252	59	43	87	151
			53%	60%	57%	50%	51%	55%	63%	33%	36%	47%	66%

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

			TOTAL (582)	WINNIPEG REGION					URBAN AREA			Indigenous (67)	BIPOC (125)	LGBTQIA2S+ (68)	Disability (96)	
				Northwest (128)	Northeast (106)	Southeast (108)	Southwest (143)	Core (97)	Inner City (108)	Inner Suburb (174)	Outer Suburb (260)					
BASE: DO NOT RIDE EVERY DAY																
Better safety/ security on buses	Lot more likely	Count	234	47	41	49	54	42	47	63	106	32	61	31	39	
			40%	37%	39%	45%	38%	44%	44%	36%	41%	48%	49%	46%	41%	
	Little more likely	Count	168	41	30	29	38	31	34	57	67	16	35	22	27	
			29%	32%	28%	27%	26%	32%	31%	33%	26%	24%	28%	33%	29%	
	Makes no difference	Count	158	35	34	23	48	18	22	49	77	17	26	14	27	
		27%	28%	32%	22%	33%	19%	20%	28%	30%	25%	21%	21%	29%		
(DK/NS)	Count	22	5	2	7	4	5	5	5	10	2	3		2		
		4%	4%	1%	6%	3%	6%	5%	3%	4%	3%	2%		2%		
LRT lines	Lot more likely	Count	206	44	28	33	58	42	45	58	89	26	52	38	33	
			35%	35%	27%	31%	40%	44%	42%	33%	34%	38%	42%	56%	35%	
	Little more likely	Count	111	24	21	26	22	18	21	28	52	15	19	14	16	
			19%	19%	20%	24%	15%	19%	19%	16%	20%	22%	15%	21%	17%	
	Makes no difference	Count	199	43	48	32	49	27	32	66	90	20	31	10	33	
		34%	33%	45%	30%	34%	28%	29%	38%	34%	30%	25%	15%	34%		
(DK/NS)	Count	66	17	9	16	15	10	11	21	30	7	23	6	13		
		11%	13%	8%	15%	11%	10%	10%	12%	12%	10%	18%	8%	14%		
Better connections between routes	Lot more likely	Count	175	33	25	27	47	41	44	46	72	18	43	34	33	
			30%	26%	24%	25%	33%	43%	41%	27%	28%	27%	34%	51%	34%	
	Little more likely	Count	141	31	30	26	30	24	27	43	61	23	38	18	18	
			24%	24%	28%	24%	21%	24%	25%	25%	23%	33%	30%	26%	19%	
	Makes no difference	Count	225	54	44	47	55	26	29	72	112	24	37	14	36	
		39%	42%	41%	43%	39%	27%	27%	42%	43%	35%	30%	21%	37%		
(DK/NS)	Count	41	9	7	8	11	6	8	12	15	3	7	2	9		
		7%	7%	7%	7%	7%	6%	7%	7%	6%	5%	6%	2%	9%		
Better info on where buses are	Lot more likely	Count	143	30	22	25	39	26	29	37	65	15	37	29	25	
			25%	24%	21%	23%	27%	27%	27%	21%	25%	23%	30%	43%	26%	
	Little more likely	Count	159	30	32	33	29	35	38	50	61	15	30	20	26	
			27%	24%	30%	30%	20%	36%	35%	29%	23%	22%	24%	30%	27%	
	Makes no difference	Count	252	60	50	44	68	31	37	78	122	33	50	19	39	
		43%	46%	47%	40%	48%	33%	34%	45%	47%	49%	40%	27%	41%		
(DK/NS)	Count	28	8	3	6	6	5	5	8	12	4	8		5		
		5%	6%	3%	6%	5%	5%	4%	5%	5%	7%	6%		5%		
More frequent service at stops near where I live	Lot more likely	Count	157	25	26	30	41	35	38	42	63	16	42	33	31	
			27%	19%	24%	28%	29%	36%	35%	24%	24%	24%	33%	49%	33%	
	Little more likely	Count	119	23	22	22	30	21	23	41	48	15	27	14	19	
			20%	18%	21%	21%	21%	22%	22%	24%	18%	23%	21%	21%	20%	
	Makes no difference	Count	268	72	53	47	62	33	38	82	134	31	50	20	37	
		46%	56%	50%	44%	44%	34%	36%	47%	51%	47%	40%	29%	38%		
(DK/NS)	Count	38	8	6	8	9	7	8	9	16	4	6	1	8		
		7%	6%	6%	7%	6%	8%	8%	5%	6%	6%	5%	2%	9%		
More BRT lines	Lot more likely	Count	136	27	16	18	40	35	38	34	52	13	36	29	22	
			23%	21%	15%	17%	28%	36%	35%	19%	20%	19%	29%	42%	23%	
	Little more likely	Count	132	34	24	24	32	18	20	44	59	21	31	23	23	
			23%	26%	22%	23%	22%	19%	18%	26%	23%	31%	25%	34%	24%	
	Makes no difference	Count	272	57	59	58	62	37	42	79	136	29	49	15	43	
		47%	44%	55%	53%	43%	38%	39%	46%	52%	42%	40%	22%	45%		
(DK/NS)	Count	42	10	8	7	9	7	8	17	13	5	8	2	8		
		7%	8%	8%	7%	6%	7%	7%	10%	5%	7%	6%	2%	8%		
Cheaper fares	Lot more likely	Count	127	29	18	22	30	28	31	31	57	12	35	29	28	
			22%	23%	17%	20%	21%	29%	29%	18%	22%	18%	28%	43%	29%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey (cont.)

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

			TOTAL	WINNIPEG REGION					URBAN AREA			Indigenous	BIPOC	LGBTQIA2S+	Disability
				Northwest	Northeast	Southeast	Southwest	Core	Inner City	Inner Suburb	Outer Suburb				
Cheaper fares	Little more likely	Count	140	26	23	28	35	27	32	45	50	20	36	21	26
			24%	20%	22%	26%	25%	28%	30%	26%	19%	29%	29%	31%	27%
	Makes no difference	Count	280	62	59	51	74	35	38	90	135	29	45	18	37
			48%	48%	55%	48%	51%	36%	35%	52%	52%	43%	36%	26%	39%
	(DK/NS)	Count	35	11	6	7	5	7	7	8	17	6	8		5
		6%	8%	6%	6%	3%	7%	7%	5%	7%	9%	7%		5%	
More late night/ weekend service	Lot more likely	Count	132	27	21	27	28	30	33	38	53	12	33	36	24
			23%	21%	19%	25%	19%	31%	30%	22%	20%	18%	26%	53%	25%
	Little more likely	Count	119	19	24	14	34	28	31	31	50	19	30	15	24
			20%	15%	22%	13%	24%	29%	29%	18%	19%	28%	24%	22%	25%
	Makes no difference	Count	287	72	58	56	69	33	37	93	137	32	51	14	40
		49%	56%	55%	52%	48%	34%	35%	54%	53%	47%	41%	21%	42%	
(DK/NS)	Count	44	10	4	11	13	6	7	11	20	4	11	3	7	
		8%	8%	4%	10%	9%	6%	6%	6%	8%	6%	9%	4%	7%	
More frequent service during rush hour	Lot more likely	Count	155	35	24	29	31	36	39	43	61	15	38	26	25
			27%	27%	22%	27%	22%	37%	36%	24%	23%	22%	31%	38%	26%
	Little more likely	Count	91	16	17	12	29	17	20	28	35	16	28	16	17
			16%	13%	16%	11%	20%	18%	19%	16%	14%	23%	23%	23%	18%
	Makes no difference	Count	299	69	59	56	75	39	43	95	146	33	53	23	51
		51%	54%	56%	52%	53%	41%	40%	55%	56%	49%	42%	35%	53%	
(DK/NS)	Count	37	8	7	11	7	5	7	8	18	4	6	3	3	
		6%	6%	6%	10%	5%	5%	6%	5%	7%	6%	5%	5%	3%	
Better payment tech	Lot more likely	Count	122	30	16	21	29	25	27	27	58	10	33	22	23
			21%	24%	15%	19%	20%	26%	25%	15%	22%	14%	26%	32%	24%
	Little more likely	Count	106	18	20	19	25	23	25	32	40	17	26	16	18
			18%	14%	18%	18%	18%	24%	23%	18%	15%	25%	21%	24%	19%
	Makes no difference	Count	312	68	62	61	79	42	49	106	139	35	55	29	50
		54%	53%	58%	57%	55%	43%	45%	61%	54%	52%	44%	43%	52%	
(DK/NS)	Count	43	12	8	7	10	7	8	9	22	6	11	1	4	
		7%	9%	8%	6%	7%	7%	7%	5%	9%	9%	9%	2%	5%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

			TOTAL	GENDER		AGE			VOTED LAST PROV ELECTION			RIDE TRANSIT		
					Male	Female	18 - 34	35 - 54	55 +	NDP	PC	LIB	Monthly+	Less
BASE: DO NOT RIDE EVERY DAY			(582)	(280)	(294)	(161)	(198)	(223)	(259)	(160)	(73)	(121)	(141)	(320)
Better safety/ security on buses	Lot more likely	Count	234	111	119	75	86	73	107	66	32	68	57	109
			40%	40%	41%	47%	43%	33%	41%	41%	44%	56%	40%	34%
	Little more likely	Count	168	81	85	49	55	65	81	37	20	39	48	81
			29%	29%	29%	30%	28%	29%	31%	23%	28%	32%	34%	25%
	Makes no difference	Count	158	75	80	33	51	74	63	49	20	14	32	112
		27%	27%	27%	20%	26%	33%	24%	30%	27%	12%	23%	35%	
(DK/NS)	Count	22	13	9	4	7	12	8	8	1		4	18	
		4%	5%	3%	2%	3%	5%	3%	5%	2%		3%	6%	
LRT lines	Lot more likely	Count	206	108	94	85	72	49	113	44	21	55	67	83
			35%	38%	32%	53%	36%	22%	44%	27%	29%	46%	48%	26%
	Little more likely	Count	111	53	56	34	33	44	54	31	14	26	31	54
			19%	19%	19%	21%	17%	20%	21%	19%	19%	22%	22%	17%
	Makes no difference	Count	199	92	105	26	64	109	64	68	33	23	36	140
		34%	33%	36%	16%	32%	49%	25%	42%	46%	19%	25%	44%	
(DK/NS)	Count	66	27	38	17	29	21	28	18	5	16	7	43	
		11%	10%	13%	10%	15%	9%	11%	11%	6%	14%	5%	13%	
Better connections between routes	Lot more likely	Count	175	86	84	66	61	48	99	32	23	71	50	54
			30%	31%	28%	41%	31%	21%	38%	20%	32%	59%	35%	17%
	Little more likely	Count	141	68	72	52	42	47	64	29	18	31	45	65
			24%	24%	24%	32%	21%	21%	25%	18%	24%	25%	32%	20%
	Makes no difference	Count	225	108	117	35	83	107	77	85	31	14	40	172
		39%	39%	40%	22%	42%	48%	30%	53%	43%	11%	28%	54%	
(DK/NS)	Count	41	18	22	7	12	21	18	14	1	5	6	29	
		7%	6%	8%	5%	6%	9%	7%	8%	2%	4%	4%	9%	
Better info on where buses are	Lot more likely	Count	143	72	67	57	52	34	80	28	16	63	36	43
			25%	26%	23%	36%	26%	15%	31%	18%	22%	52%	26%	13%
	Little more likely	Count	159	69	89	44	52	63	79	34	25	32	56	71
			27%	25%	30%	27%	26%	28%	31%	21%	34%	26%	40%	22%
	Makes no difference	Count	252	122	128	54	85	113	91	86	31	23	46	184
		43%	44%	43%	34%	43%	51%	35%	54%	42%	19%	32%	57%	
(DK/NS)	Count	28	18	10	6	10	13	9	12	1	3	3	22	
		5%	6%	4%	4%	5%	6%	3%	8%	2%	2%	2%	7%	
More frequent service at stops near where I live	Lot more likely	Count	157	76	78	59	63	35	86	28	22	72	36	49
			27%	27%	27%	37%	32%	16%	33%	17%	30%	59%	26%	15%
	Little more likely	Count	119	59	58	40	30	48	51	27	19	27	42	50
			20%	21%	20%	25%	15%	22%	20%	17%	26%	22%	30%	16%
	Makes no difference	Count	268	126	140	55	91	122	107	92	31	21	59	188
		46%	45%	48%	34%	46%	55%	41%	58%	43%	17%	42%	59%	
(DK/NS)	Count	38	20	18	8	14	17	14	13	1	1	4	33	
		7%	7%	6%	5%	7%	8%	6%	8%	2%	1%	3%	10%	
More BRT lines	Lot more likely	Count	136	65	67	57	50	29	81	27	13	53	38	44
			23%	23%	23%	35%	25%	13%	31%	17%	18%	44%	27%	14%
	Little more likely	Count	132	64	67	43	39	51	73	22	21	32	45	54
	23%	23%	23%	27%	20%	23%	28%	13%	28%	27%	32%	17%		

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey (cont.)

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

			TOTAL	GENDER		AGE			VOTED LAST PROV ELECTION			RIDE TRANSIT		
				Male	Female	18 - 34	35 - 54	55 +	NDP	PC	LIB	Monthly+	Less	Never
More BRT lines	Makes no difference	Count	272	130	141	51	93	128	92	96	36	29	53	190
			47%	46%	48%	32%	47%	58%	36%	60%	49%	24%	38%	59%
	(DK/NS)	Count	42	21	20	11	16	15	13	15	3	6	4	31
			7%	8%	7%	7%	8%	7%	5%	10%	5%	5%	3%	10%
Cheaper fares	Lot more likely	Count	127	66	59	51	50	25	62	27	15	52	37	38
			22%	23%	20%	32%	25%	11%	24%	17%	20%	43%	26%	12%
	Little more likely	Count	140	56	81	46	49	46	71	28	20	36	37	67
			24%	20%	28%	28%	24%	21%	28%	17%	27%	30%	26%	21%
	Makes no difference	Count	280	138	141	55	91	135	113	95	38	31	60	189
			48%	49%	48%	34%	46%	60%	44%	59%	51%	26%	43%	59%
(DK/NS)	Count	35	22	13	9	9	17	13	11	1	1	7	27	
		6%	8%	5%	6%	4%	8%	5%	7%	2%	1%	5%	8%	
More late night/ weekend service	Lot more likely	Count	132	63	63	55	57	20	74	19	17	55	40	37
			23%	23%	22%	34%	29%	9%	29%	12%	23%	46%	28%	12%
	Little more likely	Count	119	57	61	42	36	41	54	28	17	28	42	49
			20%	20%	21%	26%	18%	19%	21%	18%	24%	24%	30%	15%
	Makes no difference	Count	287	138	149	52	89	147	117	98	34	31	55	201
			49%	49%	51%	32%	45%	66%	45%	61%	47%	26%	39%	63%
(DK/NS)	Count	44	22	21	13	17	14	13	14	5	6	5	33	
		8%	8%	7%	8%	8%	6%	5%	9%	7%	5%	3%	10%	
More frequent service during rush hour	Lot more likely	Count	155	80	73	56	62	37	83	33	16	71	37	46
			27%	28%	25%	35%	31%	17%	32%	21%	22%	59%	26%	14%
	Little more likely	Count	91	43	47	36	29	26	52	17	12	24	32	34
			16%	15%	16%	23%	15%	12%	20%	11%	17%	20%	23%	11%
	Makes no difference	Count	299	141	155	62	93	143	111	94	44	25	69	205
			51%	50%	53%	39%	47%	64%	43%	59%	60%	21%	49%	64%
(DK/NS)	Count	37	18	20	7	14	17	13	16	1		3	35	
		6%	6%	7%	4%	7%	8%	5%	10%	2%		2%	11%	
Better payment tech	Lot more likely	Count	122	65	56	47	52	23	70	20	15	47	38	37
			21%	23%	19%	29%	26%	10%	27%	13%	20%	39%	27%	12%
	Little more likely	Count	106	49	54	37	33	35	58	23	8	22	35	48
			18%	17%	18%	23%	17%	16%	22%	15%	11%	19%	25%	15%
	Makes no difference	Count	312	147	162	68	94	149	113	104	49	48	61	202
			54%	52%	55%	43%	48%	67%	44%	65%	67%	40%	43%	63%
(DK/NS)	Count	43	20	23	8	19	16	18	12	1	3	7	32	
		7%	7%	8%	5%	9%	7%	7%	8%	2%	3%	5%	10%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

			TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME		
					HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K
BASE: DO NOT RIDE EVERY DAY			(582)	(62)	(216)	(297)	(128)	(450)	(393)	(166)	(108)	(182)	(223)
Better safety/ security on buses	Lot more likely	Count	234	23	79	130	58	175	145	77	39	89	80
			40%	37%	37%	44%	45%	39%	37%	46%	36%	49%	36%
	Little more likely	Count	168	15	66	83	38	130	117	45	33	49	68
			29%	24%	31%	28%	30%	29%	30%	27%	30%	27%	30%
	Makes no difference	Count	158	21	65	70	28	127	115	38	31	40	65
		27%	34%	30%	24%	22%	28%	29%	23%	29%	22%	29%	
(DK/NS)	Count	22	3	5	14	4	18	16	6	5	4	10	
		4%	5%	2%	5%	3%	4%	4%	4%	5%	2%	5%	
LRT lines	Lot more likely	Count	206	19	62	120	47	158	130	67	32	76	81
			35%	30%	29%	41%	37%	35%	33%	41%	30%	42%	36%
	Little more likely	Count	111	8	43	60	26	85	78	29	19	24	56
			19%	13%	20%	20%	20%	19%	20%	18%	17%	13%	25%
	Makes no difference	Count	199	25	91	83	39	157	148	42	34	63	68
		34%	39%	42%	28%	30%	35%	38%	25%	32%	35%	31%	
(DK/NS)	Count	66	11	20	34	16	50	37	28	23	18	18	
		11%	17%	9%	11%	13%	11%	9%	17%	21%	10%	8%	
Better connections between routes	Lot more likely	Count	175	13	53	107	40	135	108	62	30	66	66
			30%	21%	24%	36%	31%	30%	27%	37%	27%	36%	30%
	Little more likely	Count	141	15	46	77	37	103	91	40	32	47	42
			24%	24%	21%	26%	29%	23%	23%	24%	30%	26%	19%
	Makes no difference	Count	225	25	105	94	43	178	166	51	34	61	102
		39%	41%	49%	32%	34%	40%	42%	31%	31%	33%	46%	
(DK/NS)	Count	41	9	12	18	7	33	27	13	12	9	14	
		7%	15%	6%	6%	6%	7%	7%	8%	11%	5%	6%	
Better info on where buses are	Lot more likely	Count	143	10	42	86	33	109	86	48	25	55	45
			25%	16%	20%	29%	26%	24%	22%	29%	23%	30%	20%
	Little more likely	Count	159	13	60	85	26	130	103	50	31	51	60
			27%	22%	28%	29%	20%	29%	26%	30%	29%	28%	27%
	Makes no difference	Count	252	32	106	113	62	189	185	59	41	69	108
		43%	52%	49%	38%	49%	42%	47%	36%	38%	38%	49%	
(DK/NS)	Count	28	7	8	12	6	22	19	10	11	7	9	
		5%	11%	4%	4%	5%	5%	5%	6%	10%	4%	4%	
More frequent service at stops near where I live	Lot more likely	Count	157	12	44	99	39	117	95	57	31	56	58
			27%	20%	20%	33%	31%	26%	24%	34%	28%	31%	26%
	Little more likely	Count	119	13	39	64	20	98	73	37	28	36	36
			20%	21%	18%	22%	16%	22%	19%	22%	26%	20%	16%
	Makes no difference	Count	268	27	121	117	62	202	198	61	38	82	113
		46%	44%	56%	39%	49%	45%	50%	37%	35%	45%	51%	
(DK/NS)	Count	38	10	12	16	6	33	27	11	12	8	15	
		7%	16%	6%	5%	4%	7%	7%	7%	11%	4%	7%	

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

			TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME		
				HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K	\$100K +
More BRT lines	Lot more likely	Count	136	12	35	88	33	103	79	52	21	56	48
			23%	19%	16%	30%	26%	23%	20%	32%	19%	31%	22%
	Little more likely	Count	132	8	48	74	29	103	88	39	19	42	56
			23%	12%	22%	25%	23%	23%	22%	24%	18%	23%	25%
	Makes no difference	Count	272	32	120	119	56	212	200	59	52	74	107
			47%	51%	56%	40%	44%	47%	51%	36%	48%	40%	48%
(DK/NS)	Count	42	11	13	16	10	32	27	15	15	10	12	
		7%	18%	6%	5%	8%	7%	7%	9%	14%	6%	5%	
Cheaper fares	Lot more likely	Count	127	10	42	71	32	92	72	42	27	51	35
			22%	15%	19%	24%	25%	21%	18%	25%	25%	28%	15%
	Little more likely	Count	140	14	47	79	34	105	85	50	35	50	42
			24%	22%	22%	27%	27%	23%	22%	30%	32%	27%	19%
	Makes no difference	Count	280	30	116	131	57	222	210	64	34	74	135
			48%	49%	54%	44%	45%	49%	54%	39%	31%	41%	61%
(DK/NS)	Count	35	9	11	15	5	30	25	10	12	7	12	
		6%	14%	5%	5%	4%	7%	6%	6%	11%	4%	5%	
More late night/ weekend service	Lot more likely	Count	132	11	39	78	31	101	75	49	28	49	41
			23%	18%	18%	26%	24%	22%	19%	29%	26%	27%	19%
	Little more likely	Count	119	10	43	66	28	91	68	45	25	40	39
			20%	15%	20%	22%	22%	20%	17%	27%	23%	22%	17%
	Makes no difference	Count	287	33	122	130	58	225	218	61	43	82	127
			49%	53%	57%	44%	45%	50%	56%	37%	40%	45%	57%
(DK/NS)	Count	44	9	12	23	11	33	31	12	11	11	15	
		8%	15%	5%	8%	8%	7%	8%	7%	11%	6%	7%	
More frequent service during rush hour	Lot more likely	Count	155	11	44	94	44	110	91	55	28	60	51
			27%	18%	21%	32%	34%	24%	23%	33%	26%	33%	23%
	Little more likely	Count	91	7	33	51	22	69	57	33	16	35	30
			16%	12%	15%	17%	17%	15%	14%	20%	14%	19%	14%
	Makes no difference	Count	299	34	123	138	56	239	219	67	52	78	128
			51%	55%	57%	47%	44%	53%	56%	41%	48%	43%	58%
(DK/NS)	Count	37	9	15	13	6	31	26	11	13	8	13	
		6%	15%	7%	5%	5%	7%	7%	7%	12%	5%	6%	
Better payment tech	Lot more likely	Count	122	2	38	78	31	88	69	44	16	50	44
			21%	3%	17%	26%	24%	20%	18%	26%	15%	28%	20%
	Little more likely	Count	106	11	39	56	27	77	66	35	26	37	37
			18%	18%	18%	19%	22%	17%	17%	21%	24%	20%	17%
	Makes no difference	Count	312	39	125	145	60	251	225	76	54	87	125
			54%	63%	58%	49%	47%	56%	57%	46%	50%	48%	56%
(DK/NS)	Count	43	10	15	18	9	34	32	11	12	8	17	
		7%	16%	7%	6%	7%	8%	8%	7%	11%	4%	8%	

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

** LIKELY TO USE MORE OFTEN IF IMPROVEMENT MADE **

		TOTAL	WINNIPEG REGION					URBAN AREA			Indigenous	BIPOC	LGBTQIA2S+	Disability
			Northwest	Northeast	Southeast	Southwest	Core	Inner City	Inner Suburb	Outer Suburb				
BASE: DO NOT RIDE EVERY DAY		(582)	(128)	(106)	(108)	(143)	(97)	(108)	(174)	(260)	(67)	(125)	(68)	(96)
USE MORE IF	Better safety/ security on buses	69%	69%	67%	72%	64%	76%	75%	69%	67%	72%	77%	79%	69%
	LRT lines	54%	54%	46%	55%	55%	63%	61%	50%	54%	60%	57%	77%	52%
	Better connections between routes	54%	50%	52%	50%	54%	67%	65%	52%	51%	60%	65%	77%	53%
	Better info on where buses are	52%	47%	51%	54%	48%	63%	62%	50%	49%	45%	54%	73%	54%
	More frequent service at stops near where I live	47%	37%	45%	49%	50%	58%	57%	48%	43%	47%	55%	69%	53%
	More BRT lines	46%	47%	37%	40%	50%	55%	53%	45%	43%	51%	54%	76%	47%
	Cheaper fares	46%	43%	39%	46%	45%	57%	59%	44%	41%	48%	57%	74%	56%
	More late night/ weekend service	43%	36%	41%	38%	43%	60%	59%	40%	40%	47%	50%	75%	50%
	More frequent service during rush hour	42%	40%	38%	38%	42%	54%	54%	41%	37%	45%	53%	61%	44%
	Better payment tech	39%	38%	34%	37%	38%	50%	48%	34%	38%	39%	47%	56%	43%
(None of these/NS)	18%	20%	21%	18%	19%	12%	13%	20%	19%	16%	12%	6%	19%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP

3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?

** LIKELY TO USE MORE OFTEN IF IMPROVEMENT MADE **

		TOTAL	GENDER		AGE			VOTED LAST PROV ELECTION			RIDE TRANSIT		
			Male	Female	18 - 34	35 - 54	55 +	NDP	PC	LIB	Monthly+	Less	Never
BASE: DO NOT RIDE EVERY DAY		(582)	(280)	(294)	(161)	(198)	(223)	(259)	(160)	(73)	(121)	(141)	(320)
USE MORE IF	Better safety/ security on buses	69%	69%	70%	77%	71%	62%	73%	64%	72%	88%	75%	59%
	LRT lines	54%	58%	51%	74%	53%	42%	64%	47%	48%	68%	70%	43%
	Better connections between routes	54%	55%	53%	74%	52%	42%	63%	38%	56%	84%	67%	37%
	Better info on where buses are	52%	50%	53%	63%	52%	43%	62%	39%	56%	79%	65%	36%
	More frequent service at stops near where I live	47%	48%	46%	61%	47%	38%	53%	34%	56%	82%	55%	31%
	More BRT lines	46%	46%	45%	62%	45%	36%	59%	30%	47%	71%	59%	31%
	Cheaper fares	46%	43%	48%	60%	50%	32%	52%	34%	47%	73%	52%	33%
	More late night/ weekend service	43%	43%	42%	60%	47%	28%	50%	30%	46%	69%	58%	27%
	More frequent service during rush hour	42%	44%	41%	57%	46%	28%	52%	31%	39%	79%	49%	25%
	Better payment tech	39%	41%	37%	52%	43%	26%	50%	27%	31%	57%	52%	27%
(None of these/NS)	18%	19%	17%	9%	17%	26%	12%	25%	21%	3%	7%	29%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP

**3. How much would each of the following improvements to Winnipeg Transit get you to use this service more often?
** LIKELY TO USE MORE OFTEN IF IMPROVEMENT MADE ****

		TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME		
			HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K	\$100K +
BASE: DO NOT RIDE EVERY DAY		(582)	(62)	(216)	(297)	(128)	(450)	(393)	(166)	(108)	(182)	(223)
USE MORE IF	Better safety/ security on buses	69%	61%	67%	72%	75%	68%	67%	73%	66%	76%	66%
	LRT lines	54%	43%	49%	61%	57%	54%	53%	58%	47%	55%	61%
	Better connections between routes	54%	45%	46%	62%	60%	53%	51%	61%	57%	62%	48%
	Better info on where buses are	52%	37%	47%	58%	46%	53%	48%	59%	52%	58%	47%
	More frequent service at stops near where I live	47%	41%	38%	55%	47%	48%	43%	57%	54%	51%	42%
	More BRT lines	46%	31%	38%	54%	48%	46%	42%	55%	37%	54%	47%
	Cheaper fares	46%	38%	41%	51%	52%	44%	40%	56%	57%	56%	34%
	More late night/ weekend service	43%	33%	38%	48%	46%	43%	36%	56%	50%	49%	36%
	More frequent service during rush hour	42%	30%	36%	49%	51%	40%	37%	53%	40%	53%	36%
	Better payment tech	39%	21%	35%	45%	46%	37%	34%	47%	39%	48%	36%
(None of these/NS)	18%	31%	20%	15%	15%	19%	20%	15%	17%	14%	20%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP
4. What would you say is the most important improvement Winnipeg Transit could make to this service?

			TOTAL	WINNIPEG REGION					URBAN AREA			Indigenous	BIPOC	LGBTQIA2S+	Disability
				Northwest	Northeast	Southeast	Southwest	Core	Inner City	Inner Suburb	Outer Suburb				
BASE: TRANSIT USERS			(280)	(46)	(45)	(41)	(78)	(70)	(77)	(78)	(111)	(32)	(76)	(50)	(57)
MOST IMPORTANT IMPROVEMENT TO WINNIPEG TRANSIT	Improve safety/ security on buses	Count	74	15	14	6	19	21	22	19	31	11	19	11	18
			27%	34%	31%	14%	24%	30%	28%	25%	28%	35%	24%	21%	32%
	Better connections between routes	Count	41	1	7	7	16	10	10	14	13	2	10	12	11
			15%	3%	17%	18%	20%	14%	14%	18%	12%	7%	13%	23%	20%
	LRT lines	Count	39	8	6	7	12	6	7	9	18	5	10	6	4
			14%	17%	13%	18%	16%	8%	8%	12%	16%	16%	13%	12%	7%
	More frequent service at stops near where I live	Count	28	5	4	8	4	7	8	7	12	3	5	5	4
			10%	11%	9%	19%	6%	9%	10%	10%	11%	8%	7%	10%	8%
	Reduce fares	Count	23	6	2	4	3	7	8	5	10	4	8	6	5
			8%	13%	5%	11%	4%	10%	10%	6%	9%	13%	10%	13%	8%
	More frequent service during rush hour	Count	16	1	4	2	5	5	5	7	4	4	1	6	4
			6%	2%	9%	4%	6%	7%	7%	9%	3%	3%	8%	3%	7%
	More late night/ weekend service	Count	13	4	2		4	4	4	2	7	3	5	3	4
			5%	8%	4%		5%	6%	6%	3%	6%	10%	7%	7%	7%
	More BRT lines	Count	14	3	0	2	5	4	4	3	8	1	3	2	
		5%	7%	1%	6%	6%	5%	5%	4%	7%	3%	4%	5%		
Better info on where buses are	Count	10		3	1	4	2	2	3	3	3	1	2	1	
		3%		6%	2%	5%	2%	3%	4%	3%	2%	3%	4%	2%	
Better payment tech	Count	8			1	2	5	5	1	2	1	2	1	2	
		3%			2%	3%	7%	6%	1%	2%	3%	3%	2%	3%	
(DK/None of these)	Count	13	2	2	3	4	1	3	7	3		5		3	
		5%	5%	5%	7%	5%	2%	4%	8%	3%		7%		6%	

PROBE RESEARCH INC. - December 2023 Probe Omnibus Survey

SECTION WFP

4. What would you say is the most important improvement Winnipeg Transit could make to this service?

			TOTAL	GENDER		AGE			VOTED LAST PROV ELECTION			RIDE TRANSIT	
				Male	Female	18 - 34	35 - 54	55 +	NDP	PC	LIB	Monthly+	Less
BASE: TRANSIT USERS			(280)	(129)	(144)	(104)	(98)	(77)	(145)	(55)	(31)	(139)	(141)
MOST IMPORTANT IMPROVEMENT TO WINNIPEG TRANSIT	Improve safety/ security on buses	Count	74	33	40	18	32	24	34	22	10	28	46
			27%	26%	28%	17%	33%	31%	24%	41%	31%	20%	33%
	Better connections between routes	Count	41	12	27	20	10	12	25	5	4	26	15
			15%	9%	19%	19%	10%	15%	17%	10%	13%	19%	10%
	LRT lines	Count	39	26	13	18	13	8	18	12	3	13	26
			14%	20%	9%	18%	13%	11%	12%	21%	9%	10%	18%
	More frequent service at stops near where I live	Count	28	11	16	12	7	8	18	5	1	16	12
			10%	9%	11%	12%	8%	10%	13%	9%	5%	12%	8%
	Reduce fares	Count	23	11	11	9	10	4	13	3	2	14	9
			8%	9%	8%	8%	10%	6%	9%	6%	8%	10%	6%
	More frequent service during rush hour	Count	16	5	11	4	8	4	6	2		12	4
			6%	4%	7%	4%	8%	5%	4%	4%		9%	3%
	More BRT lines	Count	14	11	3	5	5	4	10		4	6	8
			5%	8%	2%	5%	5%	5%	7%		15%	4%	6%
	More late night/ weekend service	Count	13	5	8	6	2	6	6	1	4	8	5
			5%	4%	6%	6%	2%	7%	4%	2%	12%	6%	4%
	Better info on where buses are	Count	10	7	1	4	2	3	3	1	1	7	3
			3%	6%	1%	4%	2%	4%	2%	1%	4%	5%	2%
Better payment tech	Count	8	1	7	6	1	1	6			1	7	
		3%	1%	5%	6%	1%	1%	4%			1%	5%	
(DK/None of these)	Count	13	6	7	2	7	4	6	3	1	7	6	
		5%	5%	5%	2%	7%	5%	4%	5%	3%	5%	4%	

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SECTION WFP

4. What would you say is the most important improvement Winnipeg Transit could make to this service?

		TOTAL	EDUCATION			CHILDREN <16 AT HOME		RESIDENCE		HOUSEHOLD INCOME			
			HS or less	Post-Sec	Univ Grad	Yes	No	Own	Rent	< \$50K	\$50K-\$99K	\$100K +	
BASE: TRANSIT USERS		(280)	(27)	(95)	(152)	(65)	(210)	(145)	(118)	(74)	(98)	(77)	
MOST IMPORTANT IMPROVEMENT TO WINNIPEG TRANSIT	Improve safety/ security on buses	Count	74	10	28	36	21	51	38	34	21	28	15
			27%	39%	29%	24%	33%	24%	26%	28%	28%	29%	20%
	Better connections between routes	Count	41	3	10	29	10	31	22	17	7	19	11
			15%	10%	10%	19%	16%	15%	15%	14%	10%	20%	15%
	LRT lines	Count	39	1	19	20	8	31	24	15	8	15	16
			14%	4%	20%	13%	13%	15%	16%	12%	10%	15%	21%
	More frequent service at stops near where I live	Count	28	2	7	19	7	20	18	10	6	7	12
			10%	8%	7%	13%	12%	9%	12%	8%	9%	7%	16%
	Reduce fares	Count	23	1	7	10	4	19	10	8	7	5	5
			8%	5%	8%	6%	6%	9%	7%	7%	10%	5%	7%
	More frequent service during rush hour	Count	16	2	5	9	4	12	9	6	7	5	2
			6%	9%	5%	6%	6%	6%	6%	5%	9%	5%	2%
	More BRT lines	Count	14	1	6	7	3	9	6	5	3	6	5
			5%	2%	7%	5%	4%	4%	4%	5%	4%	6%	7%
	More late night/ weekend service	Count	13	2	4	8	1	12	5	6	3	6	4
			5%	8%	4%	5%	2%	6%	4%	5%	4%	7%	5%
	Better info on where buses are	Count	10	2	3	5	3	7	3	6	4	2	1
		3%	8%	3%	3%	4%	3%	2%	5%	6%	3%	1%	
Better payment tech	Count	8		2	6	3	5	4	3	2	2	2	
		3%		2%	4%	4%	2%	3%	3%	3%	2%	3%	
(DK/None of these)	Count	13	2	5	4	1	12	5	8	6	2	3	
		5%	8%	5%	3%	1%	6%	4%	7%	9%	2%	4%	

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