



Winnipeggers' Preferences for Active and Public Transportation Spending

Winnipeg Free Press/CTV Winnipeg
September 2022 Probe Research Omnibus Survey

The
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Key Findings

Significant shares of Winnipeg voters want to see City Hall spend more on public and active transportation, according to a new Probe Research survey conducted for the *Winnipeg Free Press* and CTV Winnipeg.

More than one-half (52%) think the City should spend more money on new public transit infrastructure, including dedicated bus lanes. One-third think spending on this type of transit infrastructure should remain unchanged, with 15 per cent advocating for the City to spend less.

Meanwhile, slightly fewer than one-half of those surveyed (45%) want the City to spend more on bike lanes, compared to three in ten who want spending levels to remain the same and one-quarter who want less money earmarked for this purpose. Younger adults, those living in the Core area and those who prefer the provincial NDP are among those most likely to favour spending more on public and active transportation.

When asked if spending money on a light rail transit (LRT) line would influence the degree to which they support public transit spending, more than one-half say the idea of an LRT system makes them more likely to support transit spending, compared to one in ten who say it makes them less likely. Nearly three in ten say it makes no difference to their views on this policy issue.

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 the *Winnipeg Free Press* and CTV Winnipeg.

Methodology

Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between September 8 and 18, 2022.

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 surveyed. The margin of error is higher within each of the survey's population sub-groups.

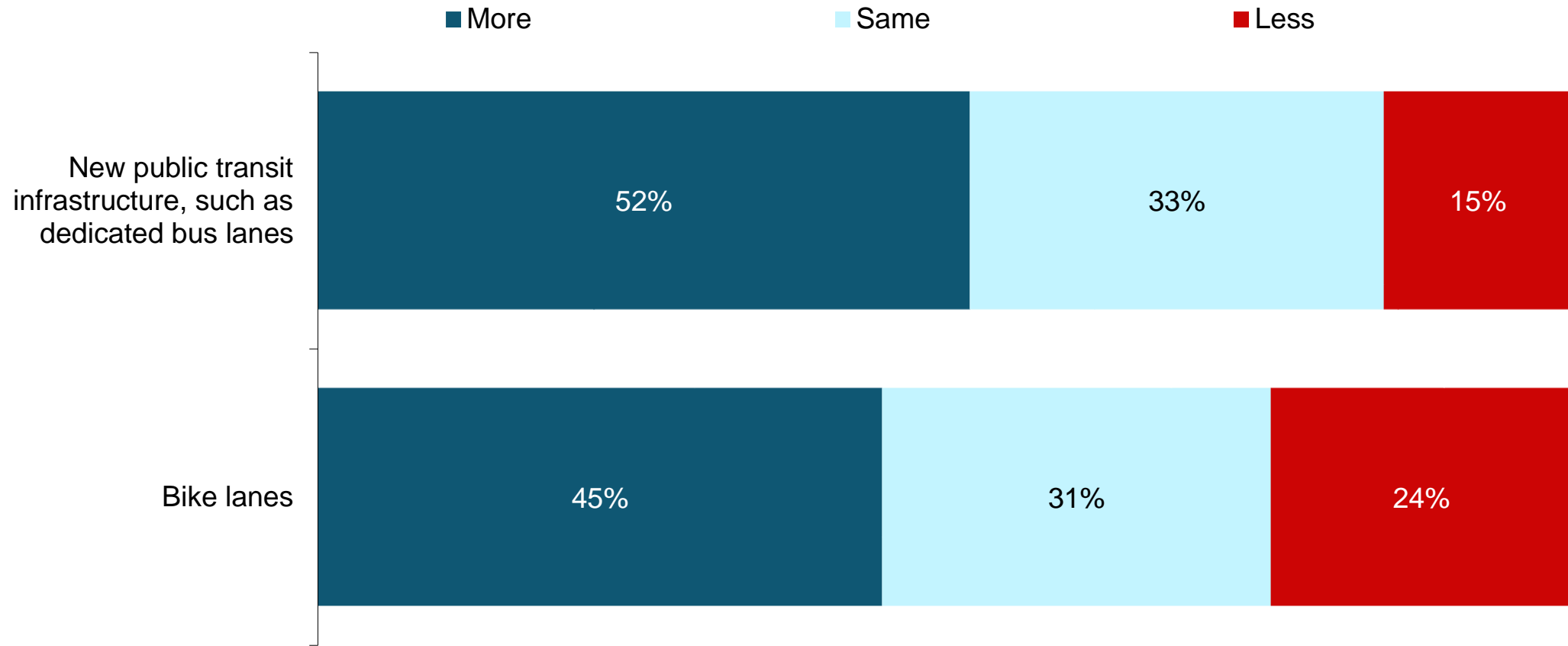
The sample consists of 236 Winnipeggers randomly recruited via live-agent operator, 208 Winnipeggers randomly recruited via Interactive Voice Response (IVR) and 156 members of Probe Research's online panel. All respondents completed the survey on an online platform.

Modified random digit dialing, including both landline and wireless numbers, ensured all Winnipeg adults had an equal opportunity to participate in this Probe Research survey.

Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

Active and Public Transportation Spending Priorities

More than one-half think more should be spent on new public transit infrastructure

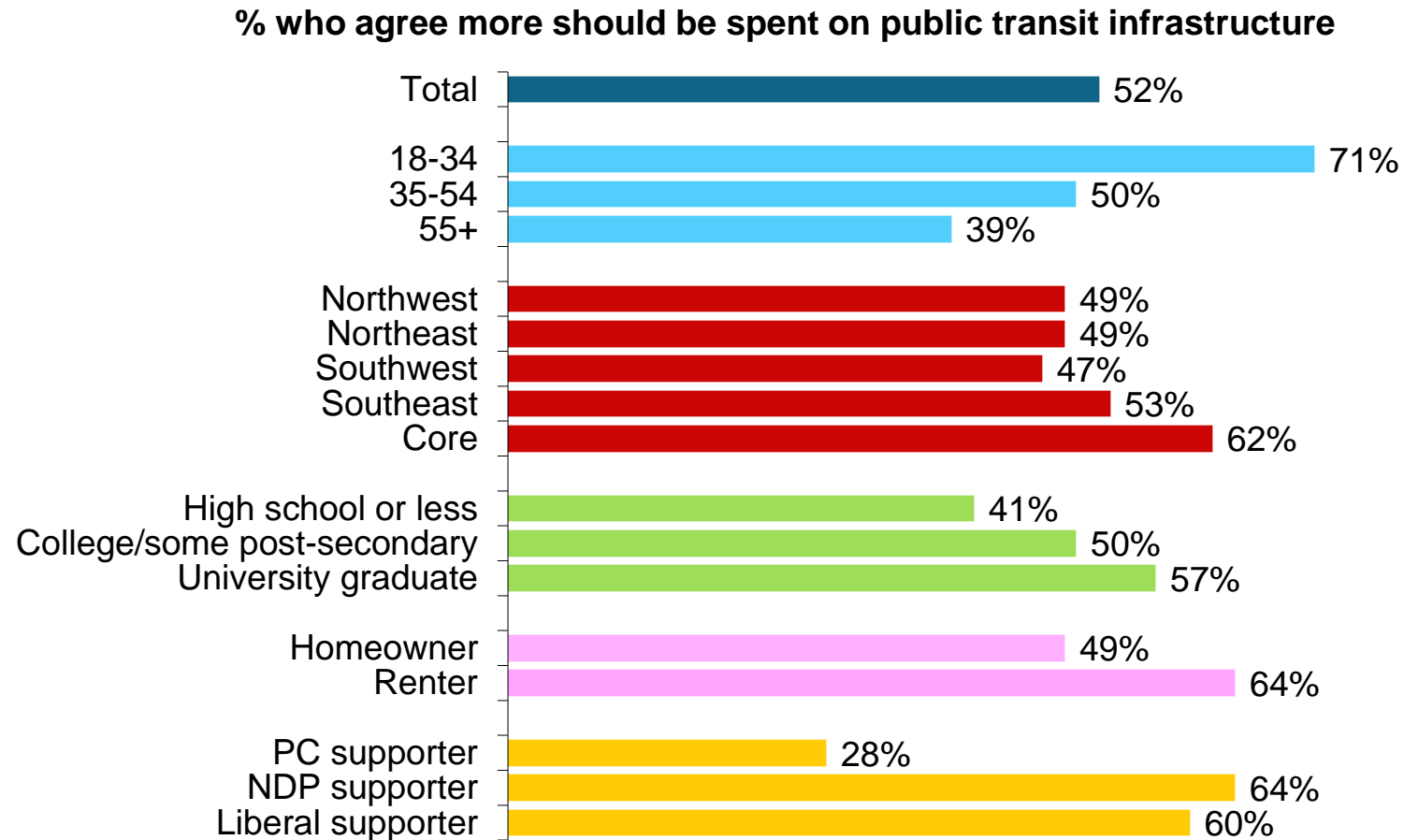


CE7. Do you think the City of Winnipeg should invest more money, the same amount of money or less money on...

Base: All respondents (N=600)

Support for Spending on Public Transit: By Sub-Group

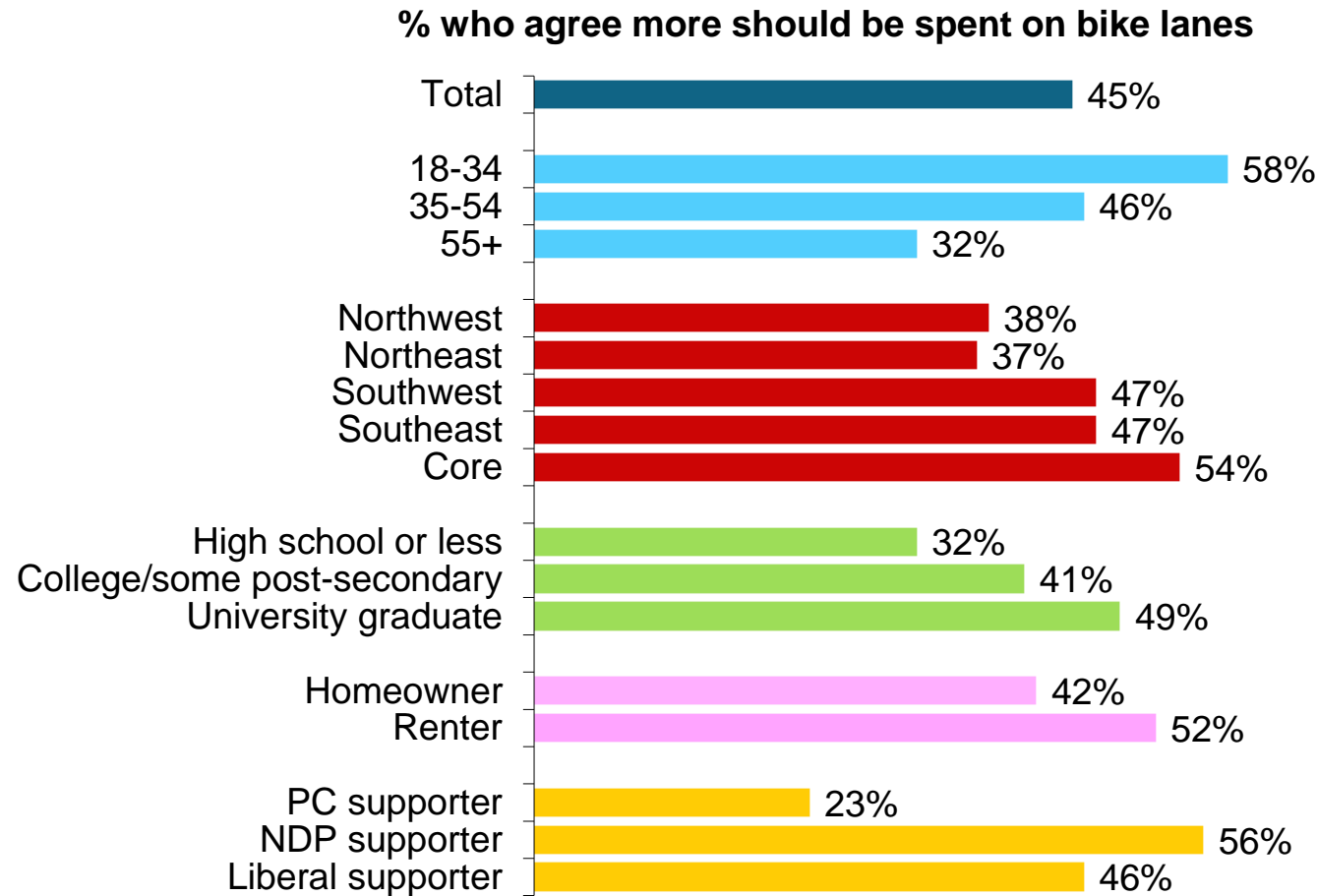
Younger adults, Core area residents more likely to want more spent on public transit



CE7a. Do you think the City of Winnipeg should invest more money, the same amount of money or less money in new public transit infrastructure, such as dedicated bus lanes?

Support for Spending on Bike Lanes: By Sub-Group

Those in the Core and south Winnipeg are more likely to want more spending on bike lanes

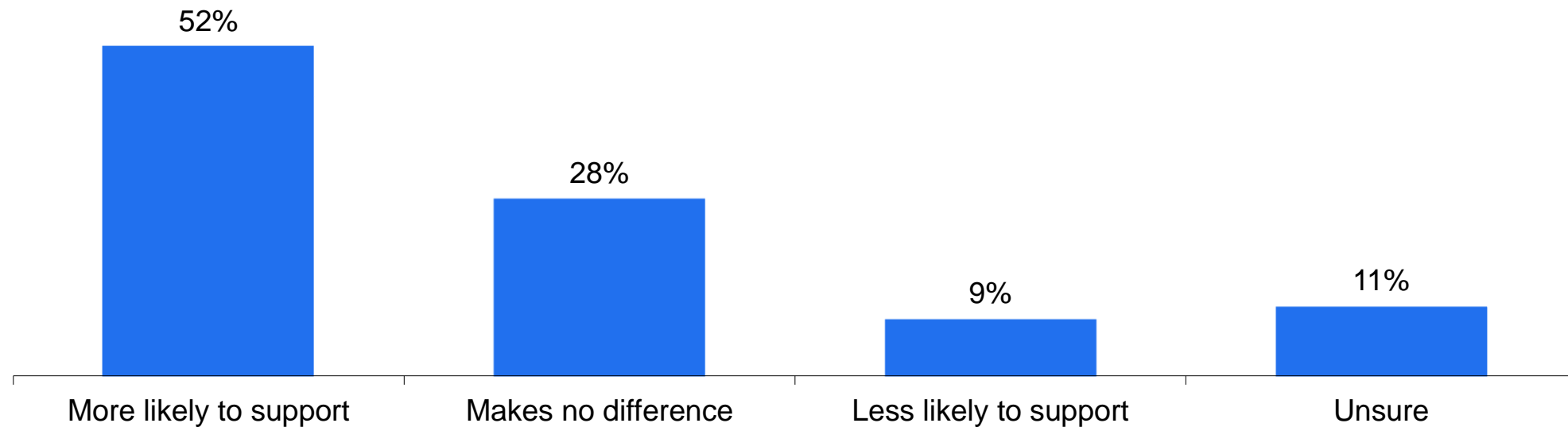


CE7b. Do you think the City of Winnipeg should invest more money, the same amount of money or less money on bike lanes?

Base: All respondents (N=600)

How Light Rail Affects Support for Spending on Public Transit

One-half of Winnipeggers are more likely to support transit spending if it includes LRT lines



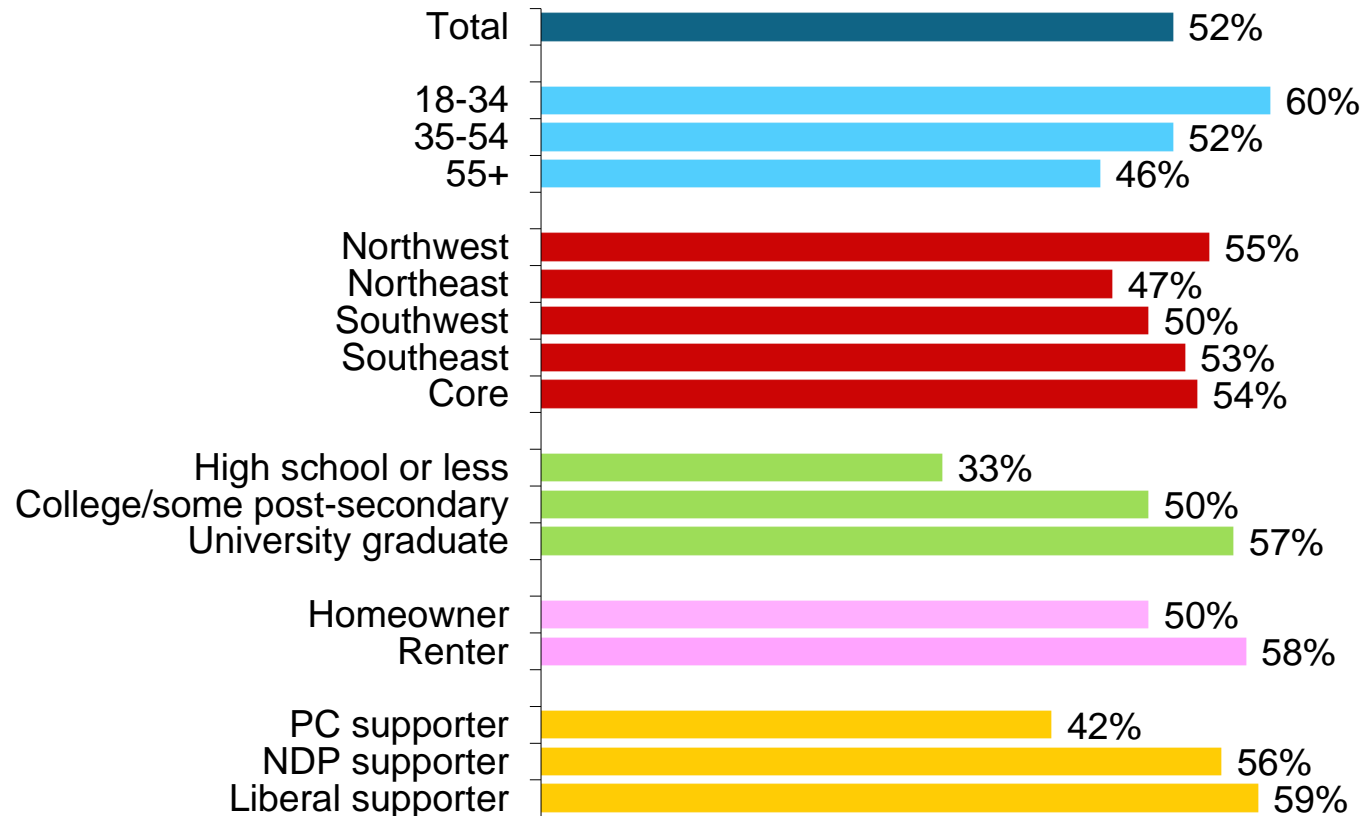
CE8. And are you more likely or less likely to support spending on public transit if it includes one or more light rail transit (LRT) lines?

Base: All respondents (N=600)

Support for Investing in LRT: By Sub-Group

University graduates, younger adults are more likely to back light rail transit spending

% who are more likely to support spending on public transit if it includes investments in one or more LRT lines



CE8. And are you more likely or less likely to support spending on public transit if it includes one or more light rail transit (LRT) lines?

Base: All respondents (N=600)