

Improved transfer opportunities

● New transit junction

Additional left-turn lane

Additional left-turn lane

Winnipeggers' Preferences for City Infrastructure Spending

PHOTO CREDIT: CITY OF WINNIPEG/YOUTUBE

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Key Findings

When it comes to spending on major capital projects, Winnipeg residents are almost evenly divided between three major options.

Winnipeggers were asked to choose the City of Winnipeg's top priority between three different areas of focus:

- Widening and expanding major roadways, including Kenaston Boulevard/Route 90 and Chief Peguis Trail
- Building more rapid transit routes throughout the city
- Building/renovating recreation facilities and other amenities that improve quality of life

Winnipeggers are slightly more likely to be in favour of investments in recreation facilities, but nearly one-third each want to see the City prioritize building better major thoroughfares and creating more rapid transit lines.

Support for investing in recreation centres is quite consistent in all areas of the city. Those in suburban areas in north Winnipeg stand out for being more likely to prioritize expanding roadways and are less interested in rapid transit. Those living in central neighbourhoods are more likely than others to want more rapid transit lines, but fewer than one in five prioritize widening major roads like Route 90 and Chief Peguis. Those in suburban communities south of the Assiniboine River, however, are evenly split between wanting to have wider roads and wanting more rapid transit routes.

Younger and less affluent Winnipeggers are more likely to want the City to build more rapid transit routes, while older and wealthier Winnipeggers are more likely to want more investment in recreation facilities and similar amenities. There is a significant difference in priority by provincial party support, with those who support the Progressive Conservatives much more likely to be in favour of expanding roadways and those who favour the New Democrats more likely to want money used towards rapid transit.

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*.

Methodology

Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between May 31 and June 13, 2023.

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 289 Winnipeggers randomly recruited via live-agent operator and 311 Winnipeggers randomly recruited via Interactive Voice Response (IVR). All respondents completed the survey on an online platform.

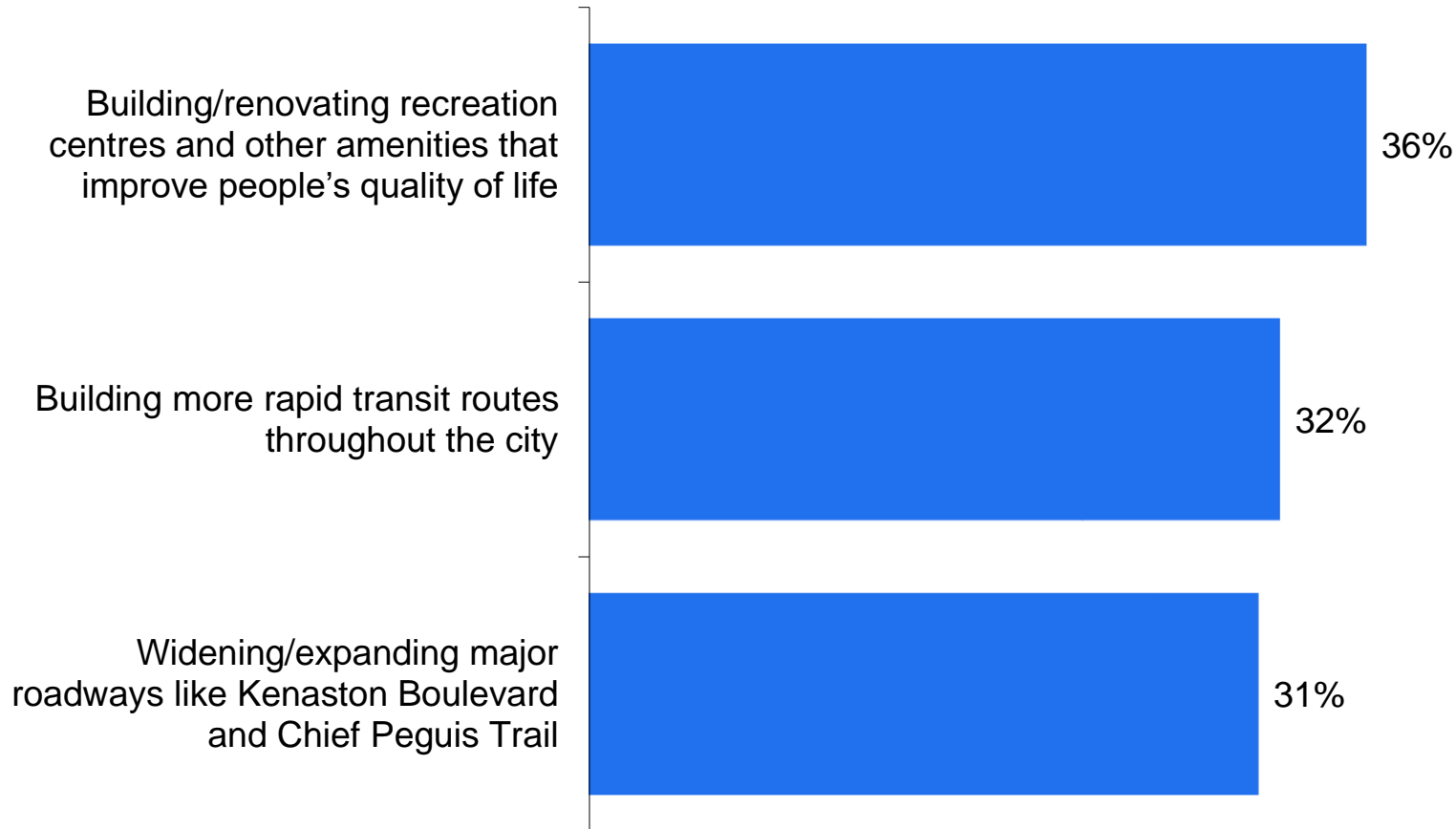
Modified random digit dialing, including both landline and wireless numbers, ensured all Winnipeg adults had an equal opportunity to participate in this Probe Research survey.

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.

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Spending Priorities for Select Major Projects

Winnipeggers are evenly split on whether to invest in roads, rapid transit or recreation

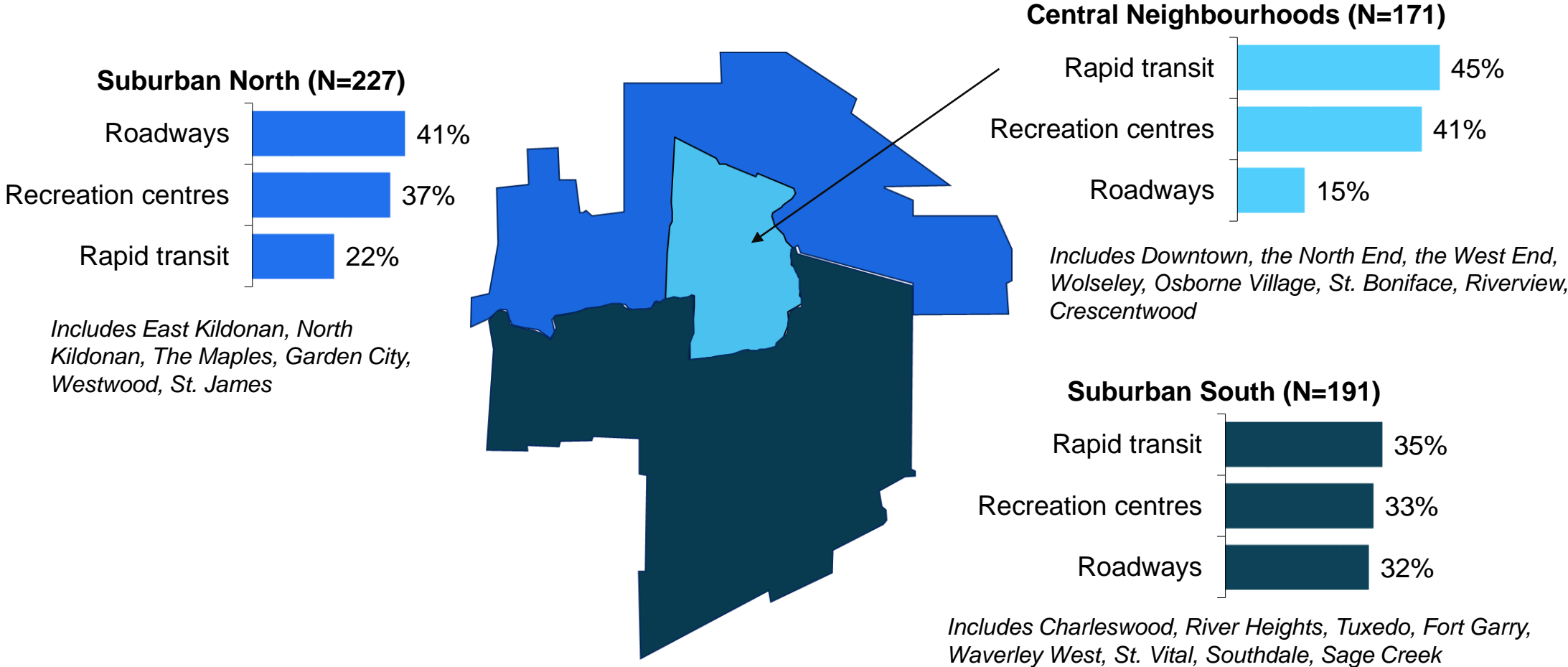


WFP1. Each year, the City of Winnipeg makes plans to spend money on major projects. Recently there has been some debate about which projects to spend on. If you had to pick one of the following as the City's top spending priority, which one would you choose? RANDOMIZED

Base: All Winnipeg respondents (N=600)

Spending Priorities for Select Major Projects: By Area of Winnipeg

Rapid transit is a much lower priority for those in Winnipeg's northern suburbs



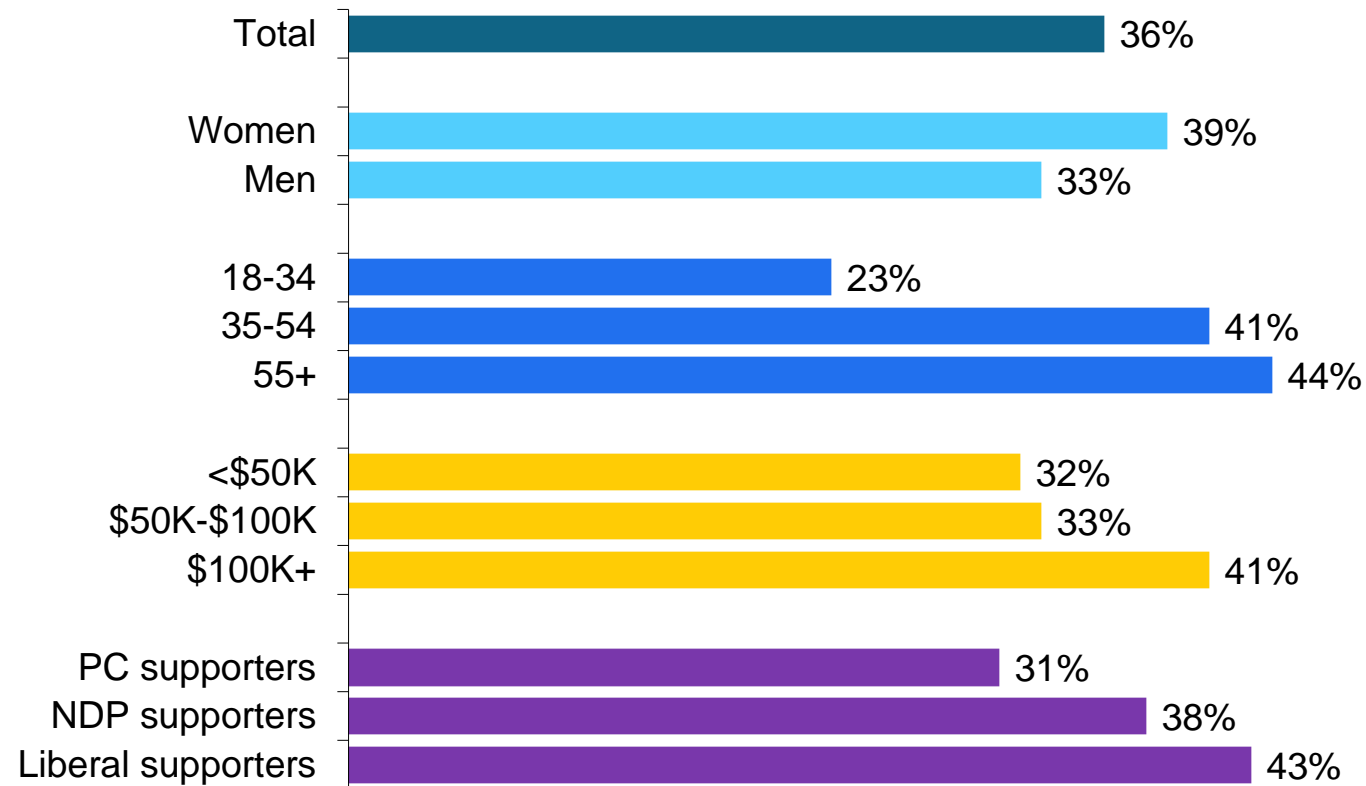
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Preference for Recreation Facilities: By Sub-Group

Younger adults are more likely to prioritize new/upgraded recreation centres

% who prioritize City spending on **building/renovating recreation centres**

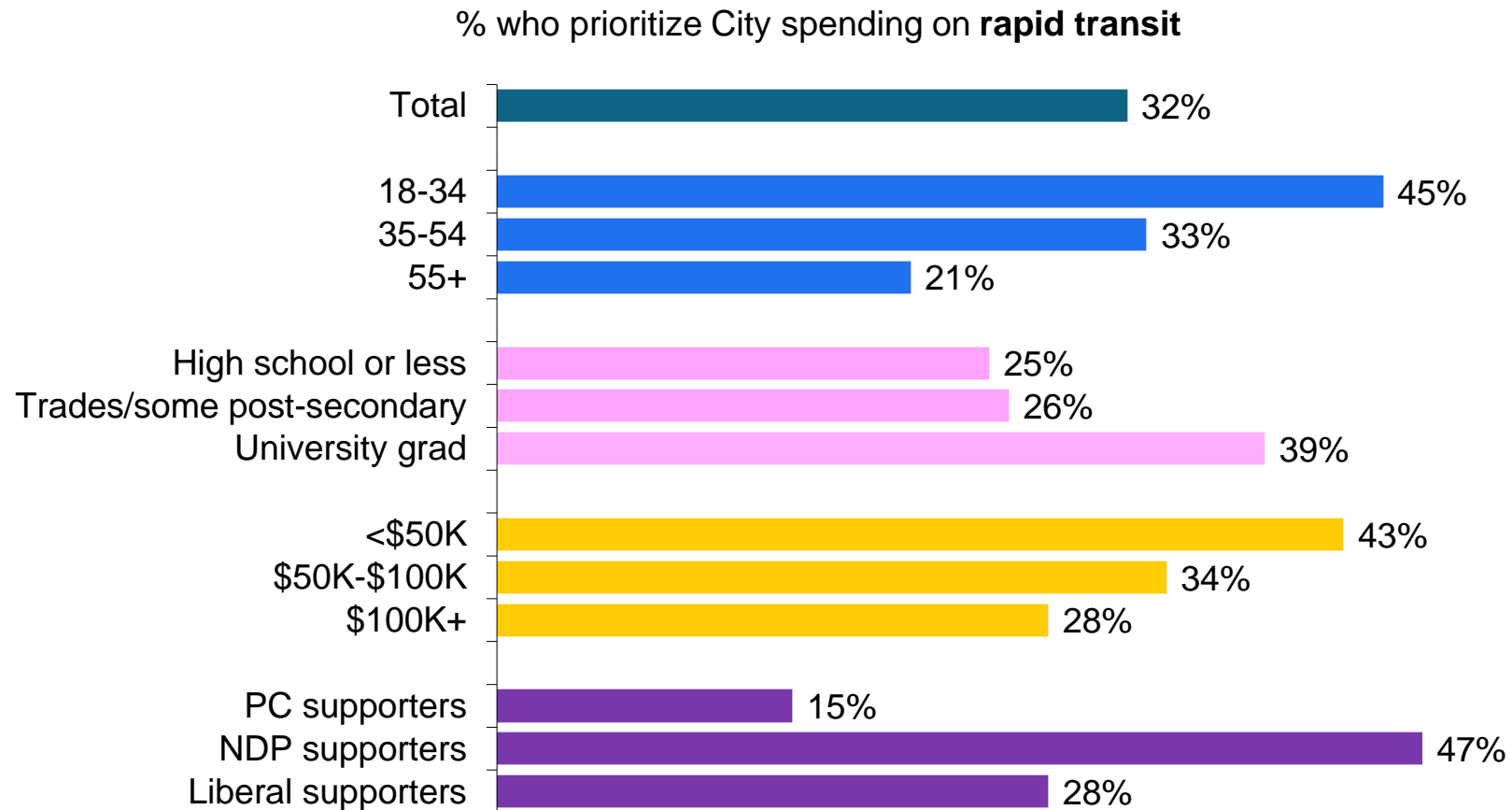


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Preference for Rapid Transit: By Sub-Group

Younger adults, NDP supporters are most likely to want more spending on rapid transit

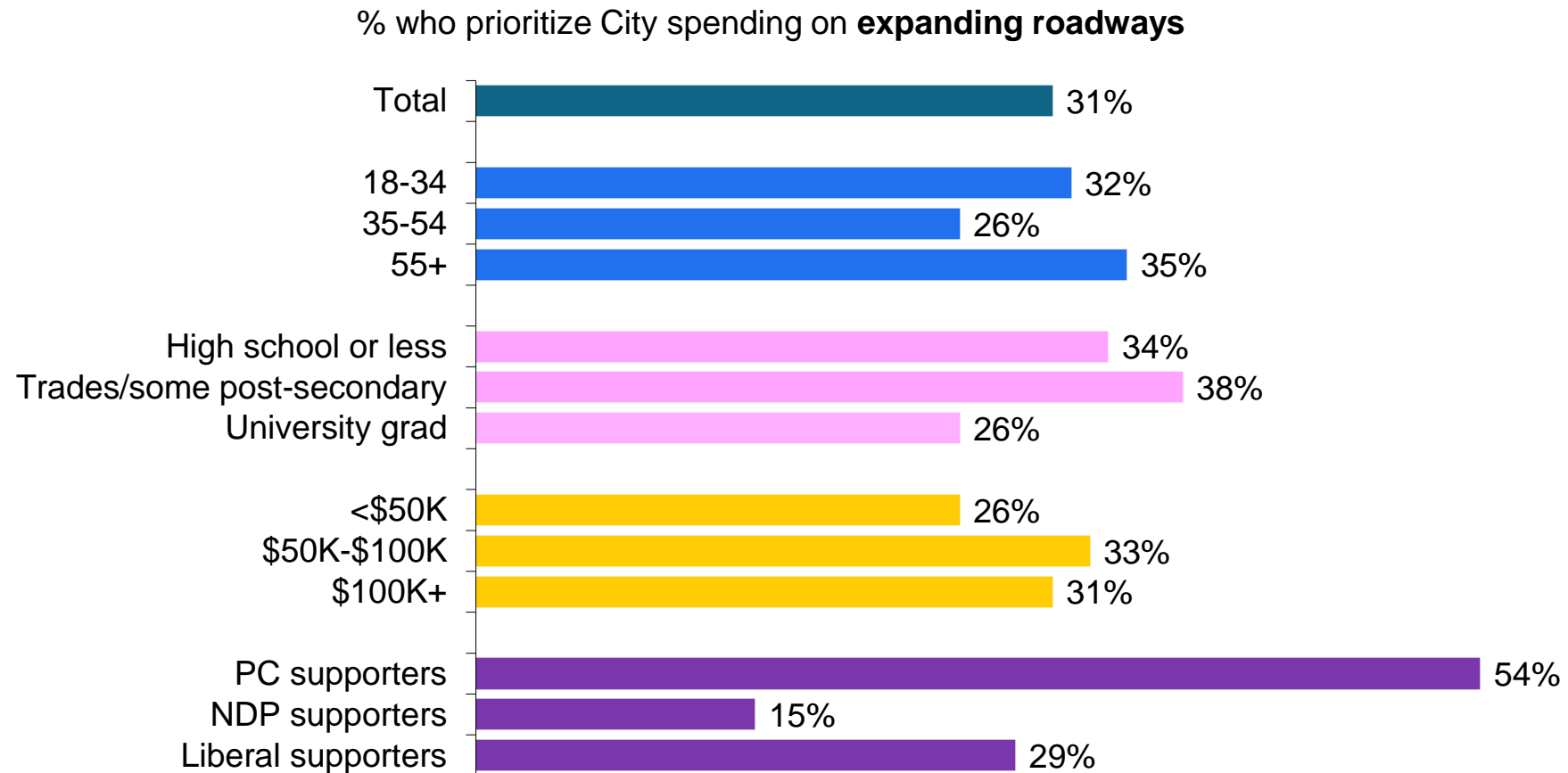


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Preference for Expanding Roadways: By Sub-Group

PC supporters are more likely to want improvements to major routes within the city



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