

WINNIPEGGERS STILL OPPOSED TO OPENING PORTAGE AND MAIN

FOR IMMEDIATE RELEASE

Winnipeg – Despite decades of debate, most Winnipeggers continue to oppose the removal of pedestrian barriers at Portage and Main.

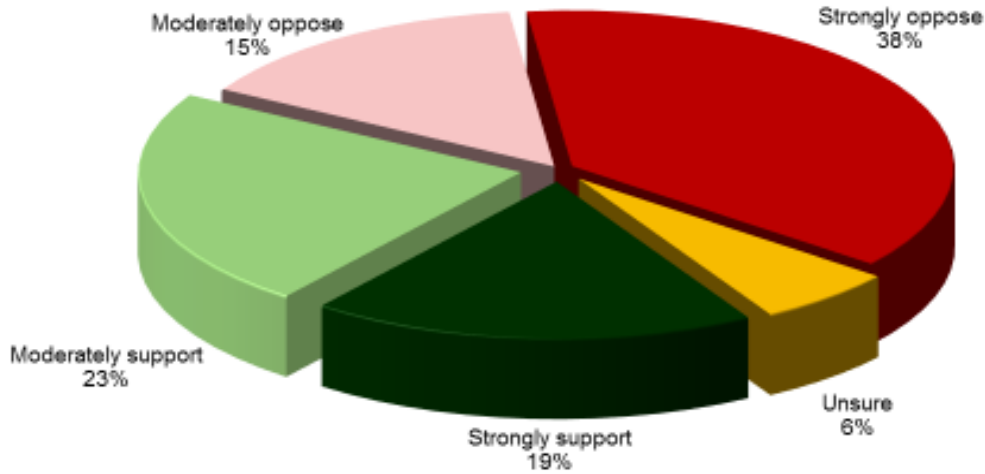
A new Probe Research Inc. survey found 53 per cent of Winnipeg adults are opposed to re-opening the city's famed intersection to pedestrians. More than a one-third (38%) were strongly opposed to the idea.

It's been nearly 20 years since Probe Research began surveying Winnipeggers about the future of car and pedestrian traffic at Portage and Main. During that time, public opinion has shifted only slightly. In 1997, 36 per cent supported opening the corner to pedestrians. Today, that figure is 42 per cent, a six-point increase.

Younger Winnipeggers (aged 18 to 34) were more likely to support the re-opening of Portage and Main (61%) while those in middle-income households (earning between \$30,000 and \$80,000 annually) were more likely to oppose the idea of reestablishing foot traffic at that corner (57%).

Public Opinion on Removal of Barriers at Portage & Main – July 2016

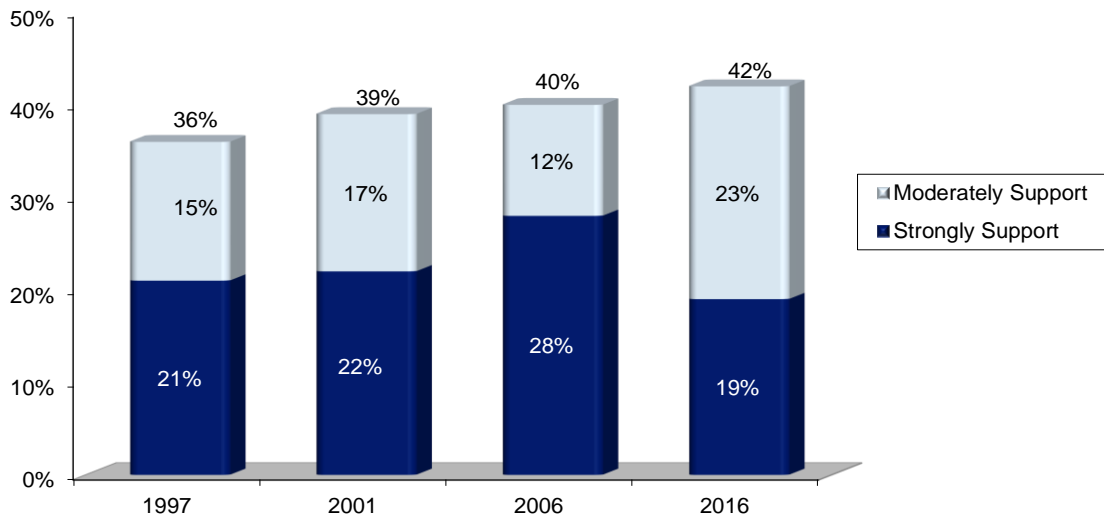
"The intersection of Portage and Main in downtown Winnipeg has been closed to pedestrians for almost 40 years. There has been ongoing discussion about re-opening the corner to pedestrians. All things considered, do you support or oppose re-opening the corner to pedestrians?" (n=404)



Base: All Respondents

Public Opinion on Removal of Barriers at Portage & Main Support Levels, 1997-2016

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Public Opinion on Removal of Barriers at Portage & Main – July 2016

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	Total (n=404) (%)	Gender		Age		
		Male (n=194) (%)	Female (n=210) (%)	18-34 (n=120) (%)	35-54 (n=147) (%)	55+ (n=137) (%)
Strongly support	19	22	16	25	16	15
Moderately support	23	24	22	36	22	13
Moderately oppose	15	16	14	12	18	15
Strongly oppose	38	36	39	15	41	53
Unsure	6	2	9	11	3	4

	Education			Income		
	HS or Less (n=78)* (%)	Some PS (n=88)* (%)	Univ./College (n=233) (%)	<\$30K (n=59)* (%)	\$30K-\$80K (n=154) (%)	\$80K+ (n=140) (%)
Strongly support	17	15	20	30	16	21
Moderately support	23	20	24	21	22	26
Moderately oppose	13	17	15	9	17	16
Strongly oppose	37	46	34	24	40	35
Unsure	10	1	5	15	5	2

**Caution: Small Base*

This survey was conducted with 404 members of Probe Research's proprietary Manitoba online panel between June 30, 2016 and July 4, 2016. Participants in the online panel are recruited through Probe Research's quarterly, random, general population telephone survey. The results have been weighted slightly to reflect the demographic make-up of Winnipeg's adult population. Because this is a non-probability sample, no statistical margin of error can be ascribed. However, a margin of error on a probability sample of 404 adults is typically +/- 4.9%, 19 times out of 20.

For more information on this survey, please contact:

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