

TOP CONCERNS FOR WINNIPEG

AUGUST 2018



METHODOLOGY

- This survey of 600 Winnipeg adults was conducted online between August 27th and 31st, 2018. The survey questionnaire was developed by Probe Research in consultation with representatives of CBC Manitoba.
- Respondents were recruited using the Probe Research panel as well as that of a nationally respected general population panel provider.
- A city-wide probability sample of 600 would mean a margin of error of +/-4.0 percentage points. The Winnipeg sample is non-probability, derived as it is from research panels.
- Minor statistical weighting was applied to ensure the survey sample is broadly representative of the actual Winnipeg population for age and gender.
- Data analysis was performed using SPSS statistical analysis software.

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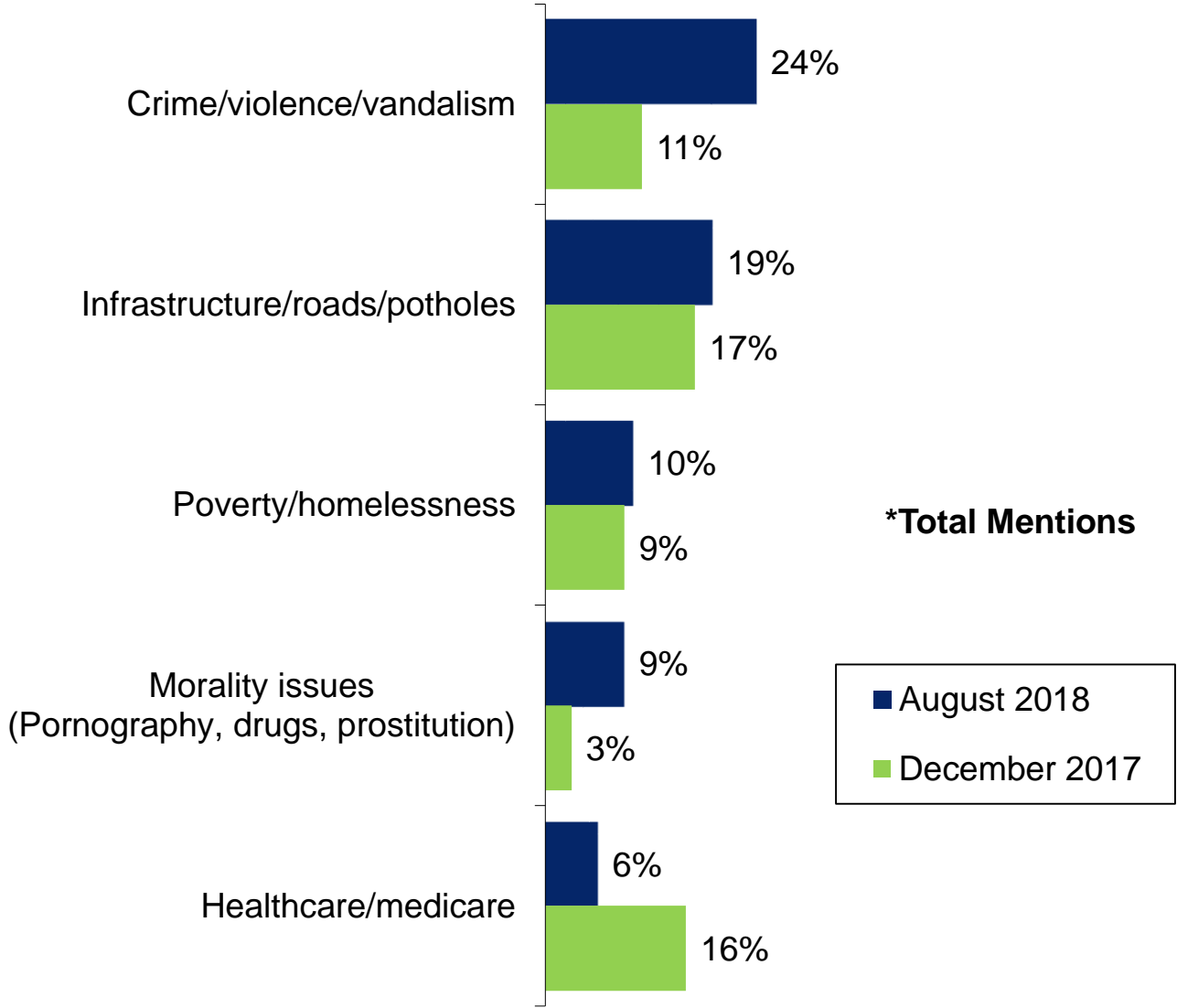
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TOP-OF-MIND ISSUES IN WINNIPEG

- AUGUST 2018 VS. DECEMBER 2017 -



***Total Mentions**

■ August 2018
■ December 2017

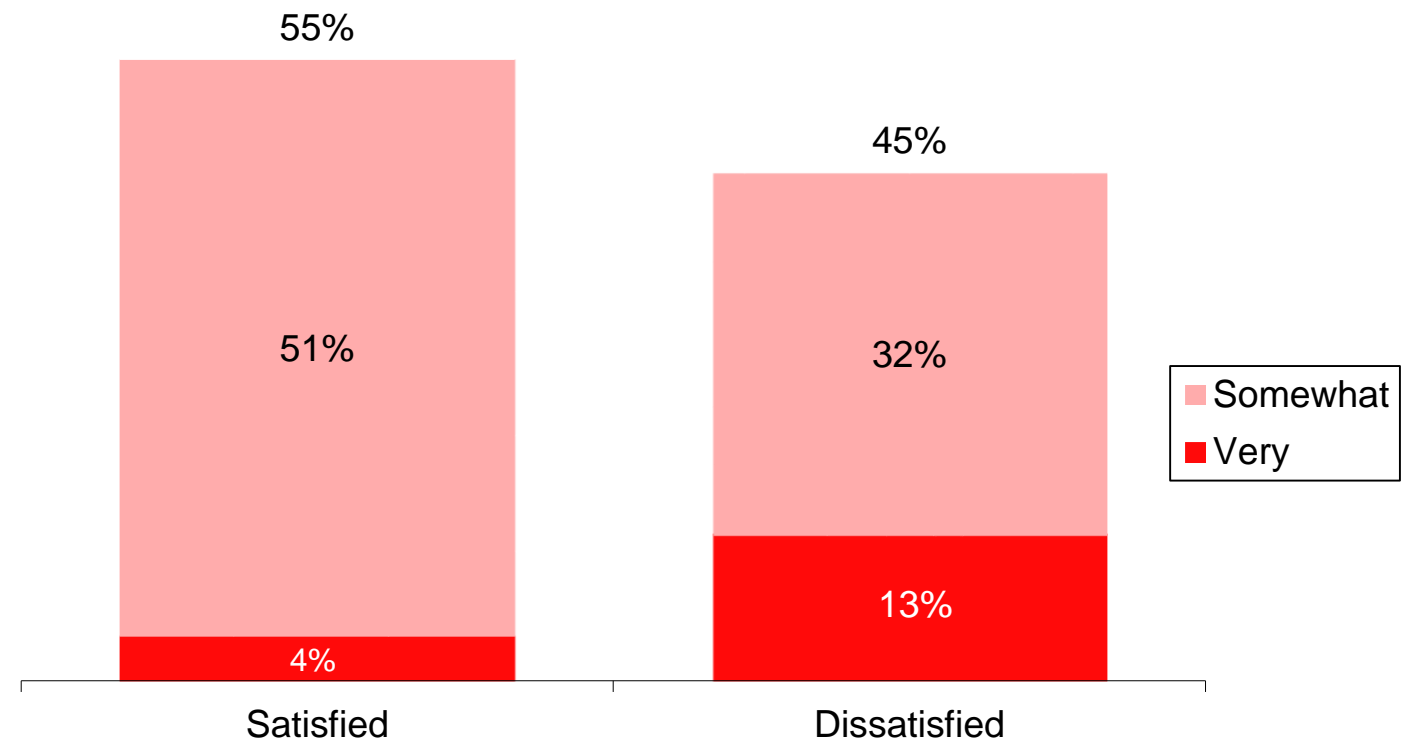
Base: All respondents

**Multiple mentions accepted, therefore totals may exceed 100%*

Portage and Main issue:
 ■ August 2018 – 2%
 ■ December 2017 – *not mentioned*

MODEST SATISFACTION WITH WINNIPEG'S DIRECTION

QP3. "How satisfied or dissatisfied are you with the way things are going in Winnipeg? Generally speaking, are you..." (n=600)



Most likely to be **dissatisfied** are...

- Older adults (49% among those 55+ vs. 37% among those 18-34).
- Those with high school or less (53% vs. 40% among post-secondary grads).
- Those who do not work, live or play downtown (57% vs. 37% among downtowners).

Base: All respondents