



VIEWS ON ROAD SAFETY IN WINNIPEG

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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 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

Between September 19 and 28, 2018, Probe Research surveyed a random and representative sampling of 653 adults residing in Winnipeg.

- ▶ With a sample of 653, one can say with 95 percent certainty that the results are within ± 3.8 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.
- ▶ 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. A CATI-to-web approach was employed whereby a live-voice operator or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 150 randomly recruited Probe Research panel members were included in this general population adult sampling.
- ▶ 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.

FOR MORE
INFORMATION:

MARY AGNES
WELCH

SENIOR RESEARCHER



211 – 10 Fort St.
Winnipeg, MB
R3C 1C4
(204) 926-6565
Cell: (204) 470-8862

MaryAgnes@probe-research.com

FB: www.facebook.com/proberesearch

Twitter: @proberesearch

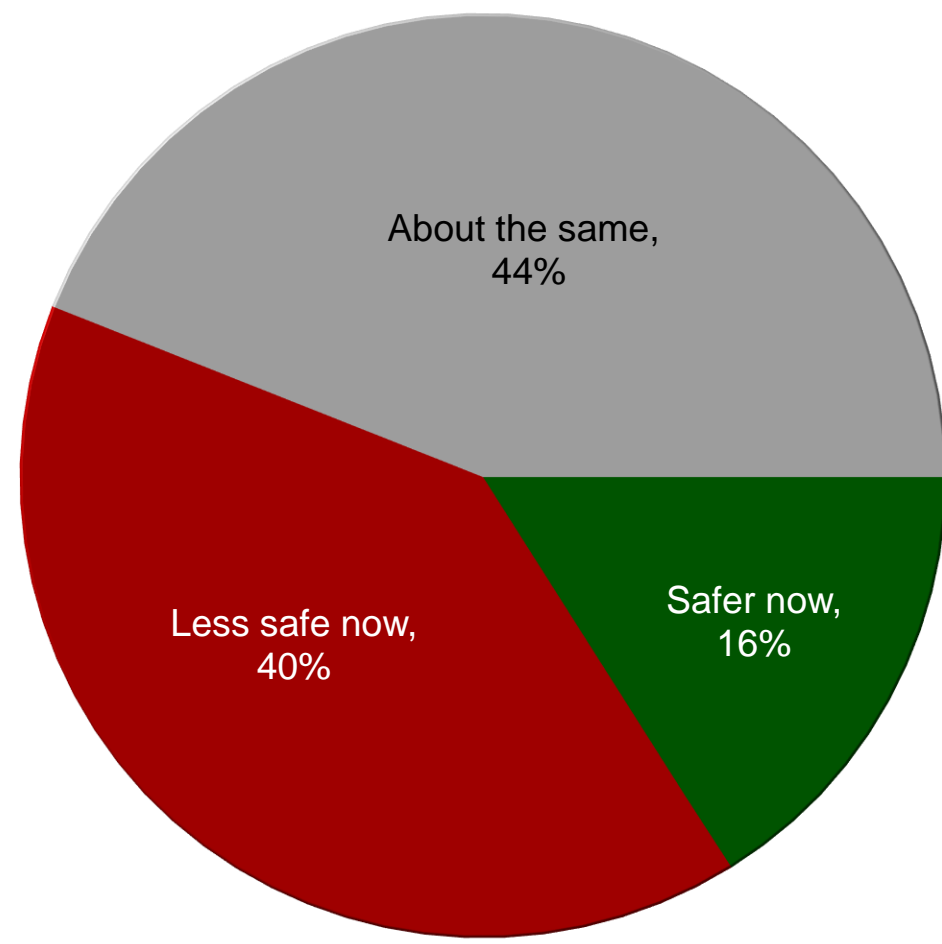
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KEY FINDINGS

- Fully four-in-ten Winnipeg adults (40%) insist they personally feel less safe from the risk of getting into an accident while travelling on Winnipeg streets and roads than they did a decade ago. This compares with only 16 percent who now feel safer on city streets and roads. Nearly one-half (44%) of surveyed adults, meanwhile, say their sense of personal safety while travelling around town remains unchanged compared to 10 years ago.
- This overall pattern is broadly consistent across main population groups, with some notable differences:
 - Women, older residents and those with lower household incomes are especially likely to report the city's streets have become more risky to navigate during the past 10 years.
 - Younger adults and those living in the Core area, on the other hand, are as likely to feel road safety has improved during the past decade as to feel it has worsened (though large pluralities opt for “about the same”).

PERCEPTIONS OF ROAD SAFETY TODAY VERSUS 10 YEARS AGO

Q3. "Now, thinking about the safety of the streets and roads here in Winnipeg when it comes to things like the risks of traffic accidents and the like, and regardless of whether you are a driver, pedestrian or cyclist.... Compared to, say, 10 years ago or so -- do you personally feel safer now on Winnipeg's streets and roads, less safe now, or about the same?" (N=653)

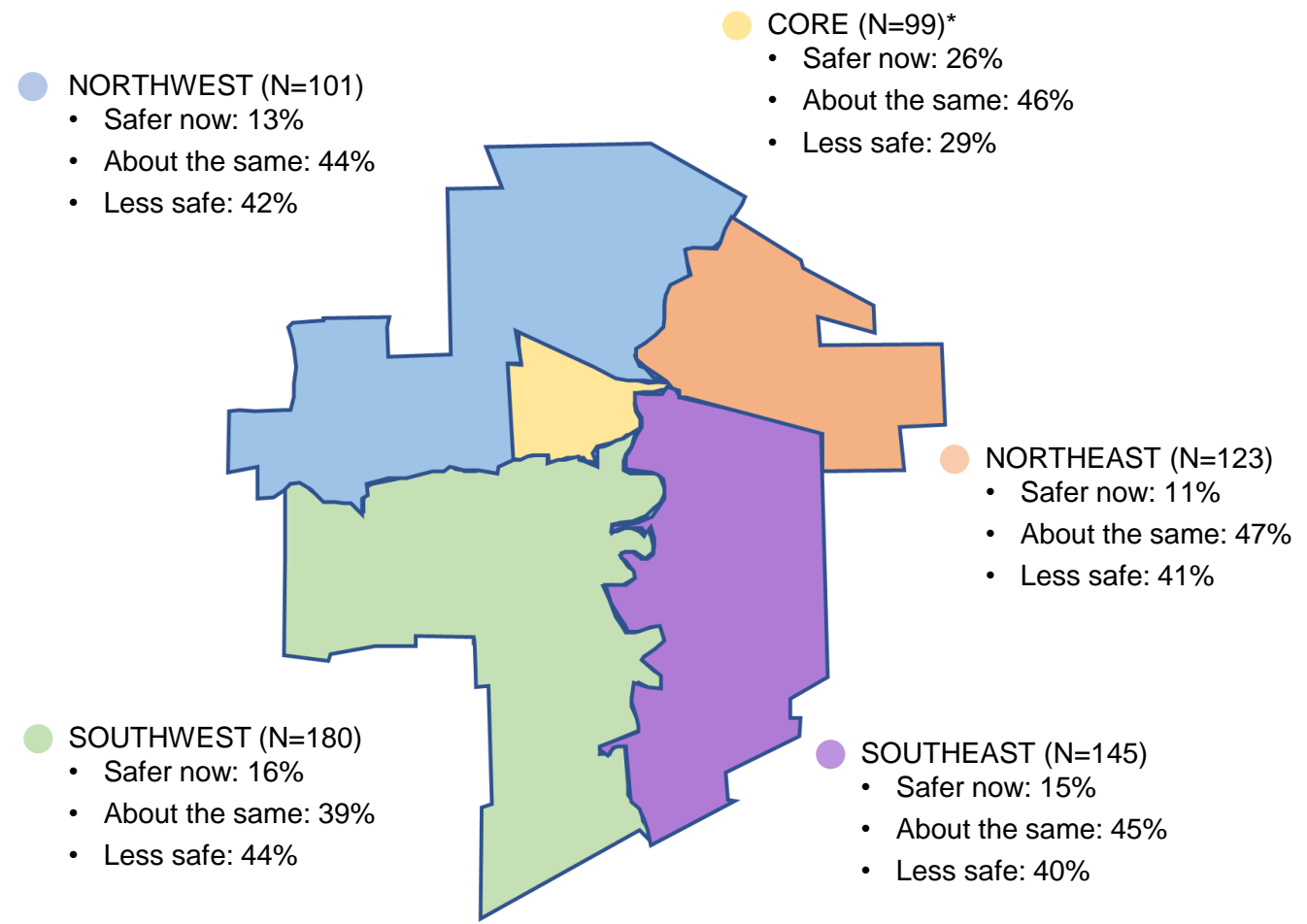


Base: Winnipeg adults

PERCEPTIONS OF ROAD SAFETY TODAY VERSUS 10 YEARS AGO

BY WINNIPEG REGION

Q3. "Now, thinking about the safety of the streets and roads here in Winnipeg when it comes to things like the risks of traffic accidents and the like, and regardless of whether you are a driver, pedestrian or cyclist... Compared to, say, 10 years ago or so -- do you personally feel safer now on Winnipeg's streets and roads, less safe now, or about the same?" (N=653)



Base: Winnipeg adults
*Caution: Small Base

PERCEPTIONS OF ROAD SAFETY TODAY VERSUS 10 YEARS AGO

BY DEMOGRAPHIC SUB-GROUP

Q3. "Now, thinking about the safety of the streets and roads here in Winnipeg when it comes to things like the risks of traffic accidents and the like, and regardless of whether you are a driver, pedestrian or cyclist... Compared to, say, 10 years ago or so -- do you personally feel safer now on Winnipeg's streets and roads, less safe now, or about the same?" (N=653)

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GENDER

AGE

HOUSEHOLD INCOME

