



VIEWS ON REDUCING SPEED LIMITS IN RESIDENTIAL AREAS

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P R  B E
RESEARCH INC.

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
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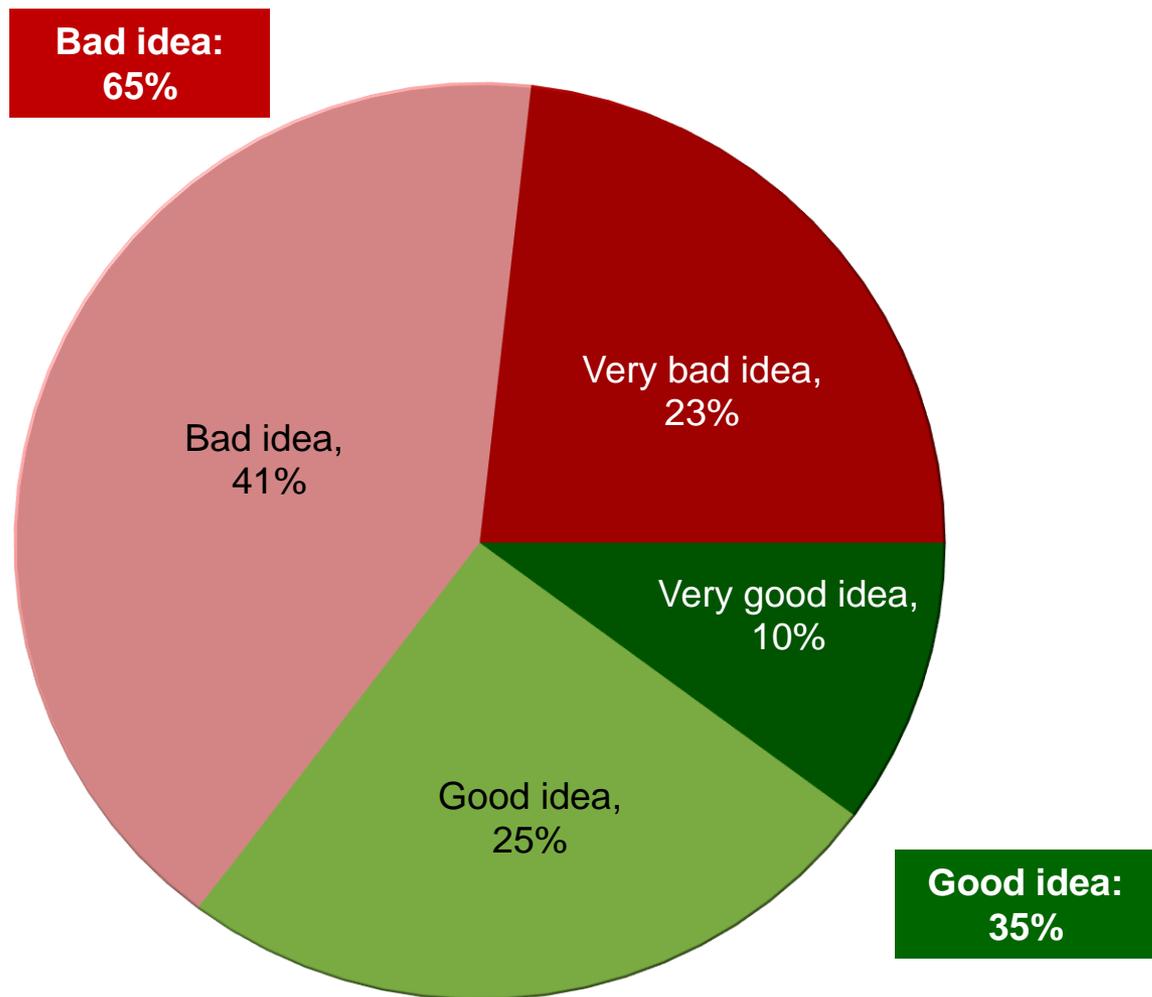
KEY FINDINGS

- When presented with the idea of decreasing speed limits on residential side streets from 50 kilometres/hour to 30 km/h, only one-third of Winnipeggers feel this is a good idea (35%, including 10% who say it is a very good idea). Two-thirds of Winnipeg adults, on the other hand, reacted negatively to this proposal (65%, including 23% who believe this is a very bad idea).
- This overall pattern is broadly consistent across main population groups, with some notable differences:
 - Those with children under the age of 16 in their household are more likely than other Winnipeggers to be in favour of reducing speed limits on residential side streets. Those living in the Core area, as well as those with lower household incomes, are also slightly more likely to be supportive of this idea.

OPINIONS ON REDUCING SPEED LIMITS ON RESIDENTIAL SIDE STREETS

Q4. "Currently, the speed limit here in Winnipeg is 50 km/hr on most streets (faster on some major thoroughfares). It has been suggested that the speed limit on smaller residential side streets be reduced from 50 km/hr down to 30 km/hr. This would slow traffic on these streets and replace the reduced speed school zones. In your view, is this reduced speed limit on residential side streets a good idea or a bad idea?" (N=653)

Base: Winnipeg adults



Those most likely to say this is a good idea include...

- Those with children in the household (48% vs. 29% among those with no children at home)
- Core area residents (42% vs. 35% city-wide)
- Those with lower household incomes (50% among those earning <\$30K vs. 32% among those earning \$100K+)