



CONCERN ABOUT METH IN WINNIPEG

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Winnipeg Free Press



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 17 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:

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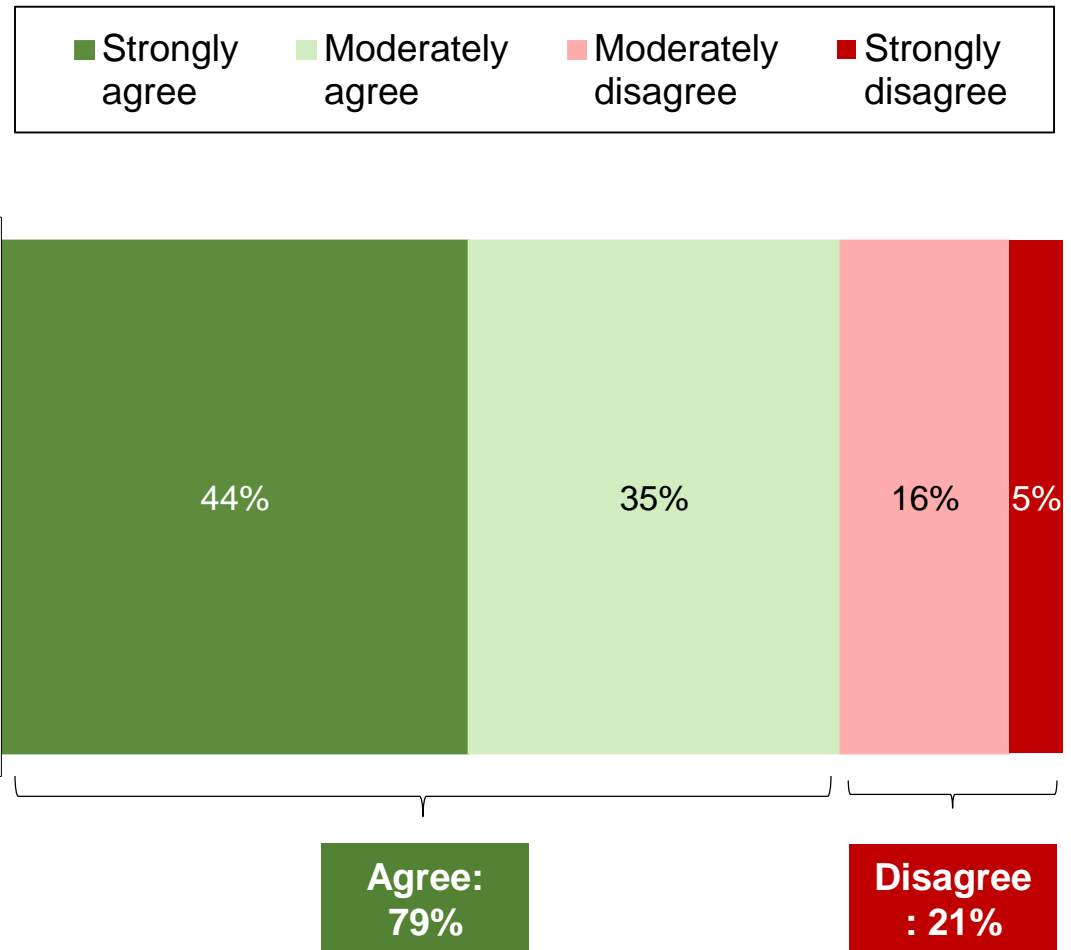
KEY FINDINGS

- Nearly eight-in-ten Winnipeg residents (79%) feel less safe because of the increasing presence of methamphetamines, or “meth”, in the city.
- The level of anxiety about the meth problem is widespread in all parts of Winnipeg, with concern about personal safety due to the prevalence of this drug shared by four-in-five residents in the southwest (82%), northeast (80%) and southeast (80%) regions of Winnipeg, and by three-quarters of those in the core area (76%) and northwest (75%) area of the city.
- Those with a lower socio-economic status are more likely to worry about meth putting them in personal danger, with the level of concern declining among those with higher levels of education and household income.

CONCERN REGARDING METH IN WINNIPEG

Q2. "Now, a few questions about some issues in our city...Please indicate whether you agree or disagree with each of the following statements. Even if you feel rather neutral about some of these, please indicate which way you are leaning."
(N=653)

The meth problem in Winnipeg makes me feel less safe.



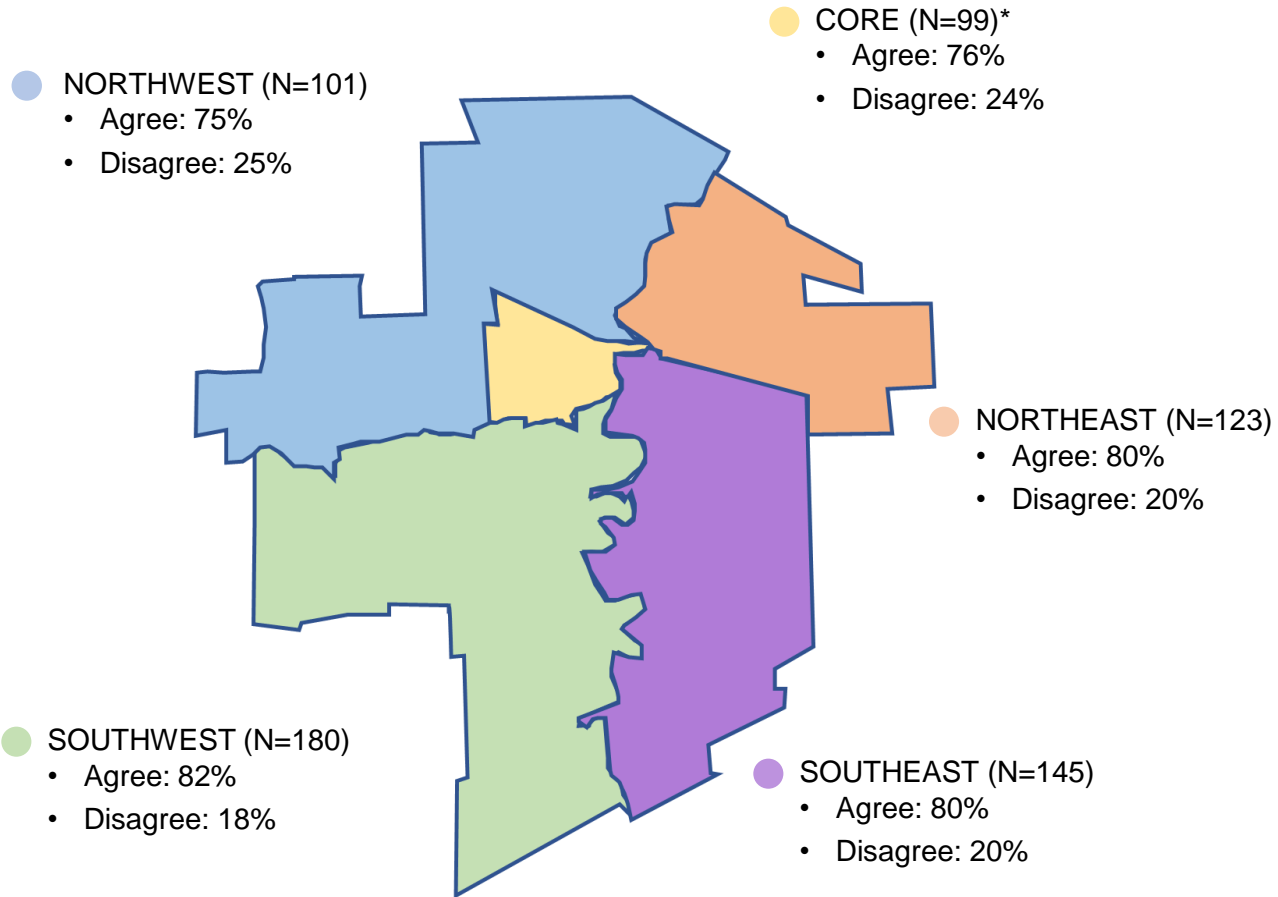
Base: Winnipeg adults

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BY REGION OF WINNIPEG

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Base: Winnipeg adults
*Caution: Small Base



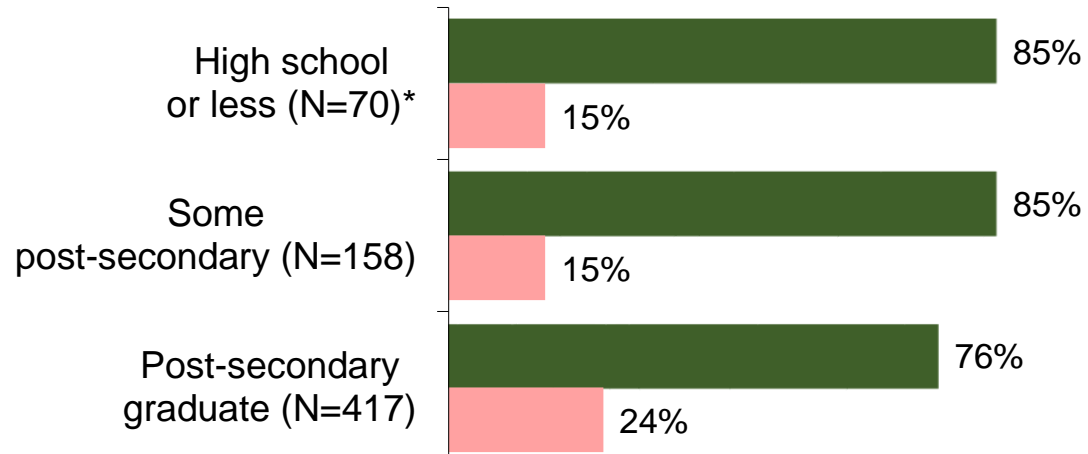
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BY SOCIO-DEMOGRAPHIC SUB-GROUP

Q2. "Now, a few questions about some issues in our city...Please indicate whether you agree or disagree with each of the following statements. Even if you feel rather neutral about some of these, please indicate which way you are leaning: The meth problem in Winnipeg makes me feel less safe." (N=653)

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