



Views on Snow Clearing in Winnipeg

WAYNE GLOWACKI/WINNIPEG FREE PRESS

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Key Findings

A new Probe Research survey conducted for the Winnipeg Free Press finds that although a majority of Winnipeggers favour the status quo when it comes to clearing snow from streets and sidewalks, a significant minority want the City to prioritize helping pedestrians navigate city streets.

Since the first major snowfall in early November, some Winnipeggers have advocated for the City to make more effort to clear sidewalks so that those who do not drive – including individuals with disabilities – can traverse city streets effectively.

Overall, one half say the City should not change its current approach and that the balance between prioritizing road clearing versus sidewalk clearing works as it stands right now. Slightly fewer than one-third, however, argue the City should make more of an effort to clear sidewalks even if it means it takes longer to clear streets. Conversely, nearly one-in-five think the City should make more of an effort to clear roads even if it means it takes longer to clear sidewalks.

Those who live in the Core area are twice as likely as those who live in the northeast to want sidewalk clearing to be prioritized. Younger adults and renters are also among those who are more likely to want sidewalks cleared faster so pedestrians can get around. Older residents and homeowners, on the other hand, are more likely to argue the current approach to clearing snow works.

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 telephone 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*.

Methodology

Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between November 23 and December 5, 2021.

With a sample of 600, one can say with 95 percent certainty that the results are within ± 4.0 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.

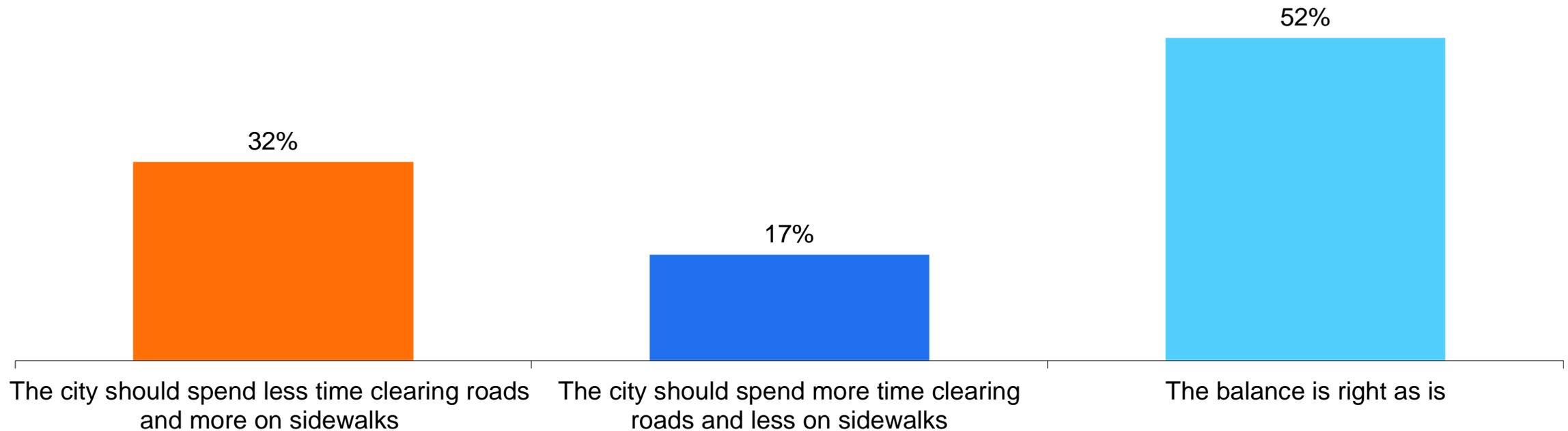
The sample consists of 309 Winnipeggers randomly recruited via live-agent operator; 140 Winnipeggers randomly recruited via Interactive Voice Response (IVR) and 151 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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.

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.

Views on Current Snow Clearing Priorities

One half feel the current balance works; one-third want more effort spent clearing sidewalks

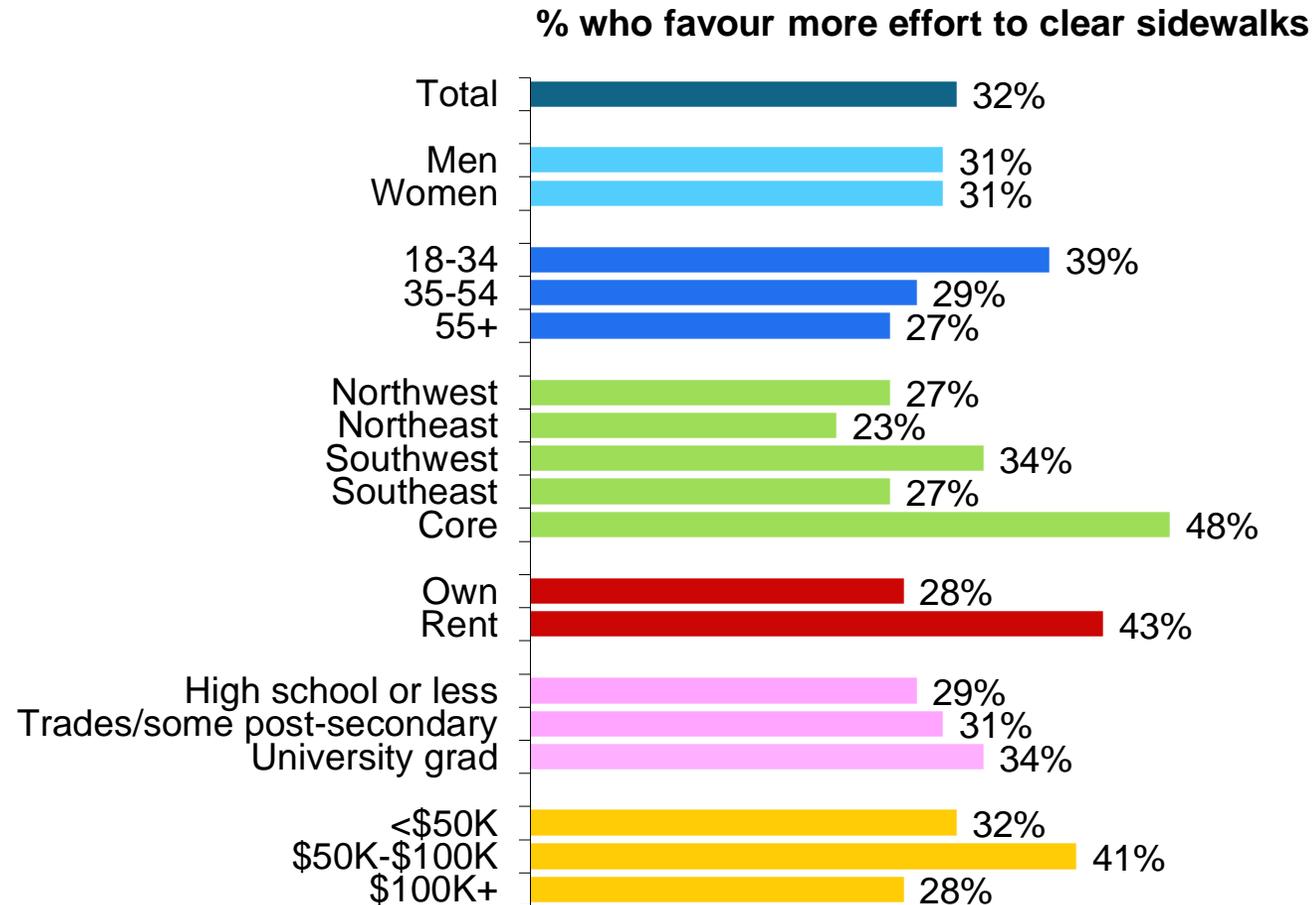


WFP1. Some people have called on the City of Winnipeg to clear sidewalks of snow much faster to help pedestrians and people with disabilities get around. What do you think?
When it comes to snow clearing...

Base: Winnipeg respondents (N=600)

Support For More Effort Clearing Sidewalks: By Sub-group

Younger adults, renters, those in the Core more likely to want sidewalks cleared sooner

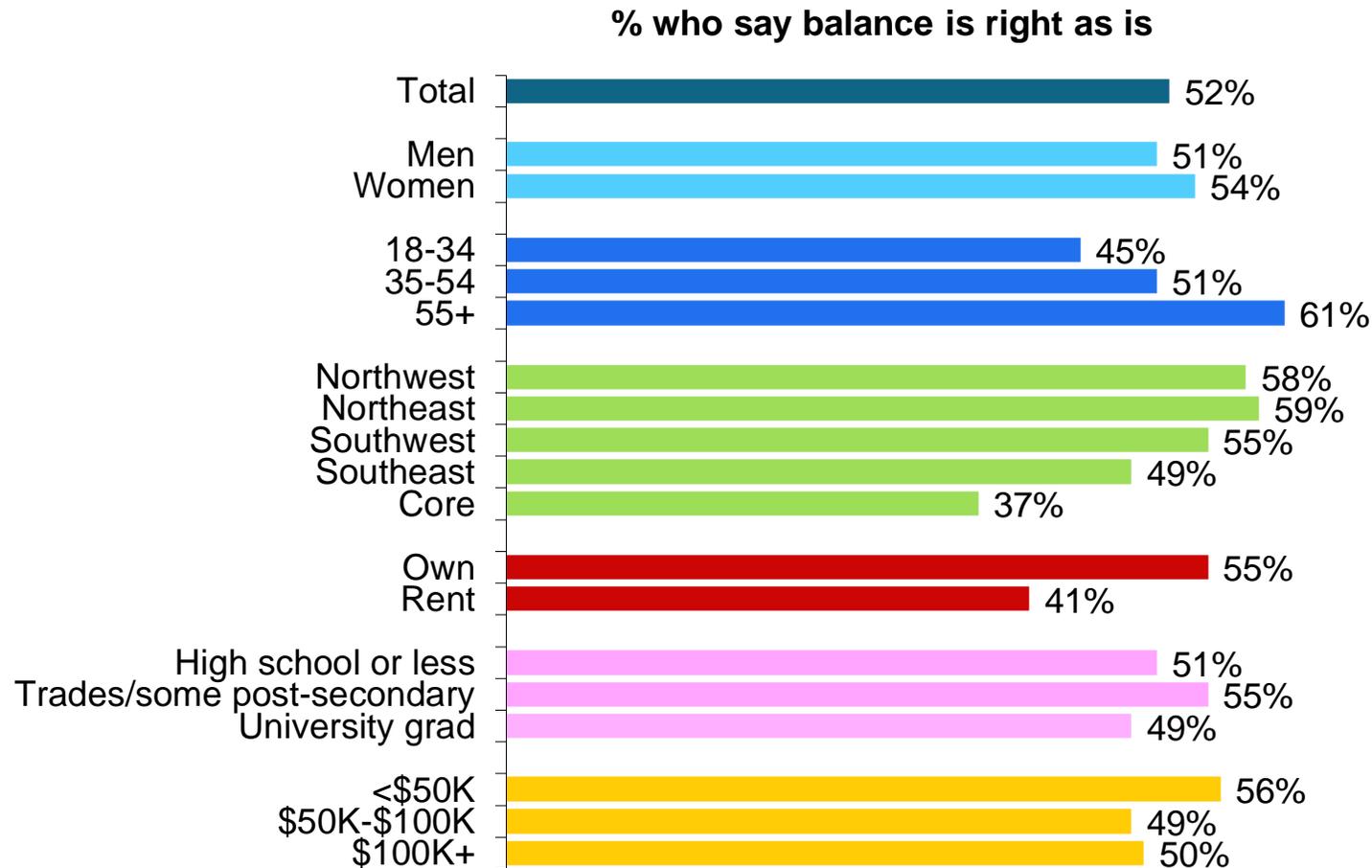


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Support for Current Approach: By Sub-group

Older residents and homeowners more likely to favour status quo approach to snowclearing



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