



VIEWS ON CYCLING AND DRIVING IN WINNIPEG

JUNE 2018



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 of 1,000 Manitoba adults 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 CAA Manitoba and Bike Winnipeg.

METHODOLOGY

Between June 5 and 19, 2018, Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg.

- ▶ 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.
- ▶ 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, 115 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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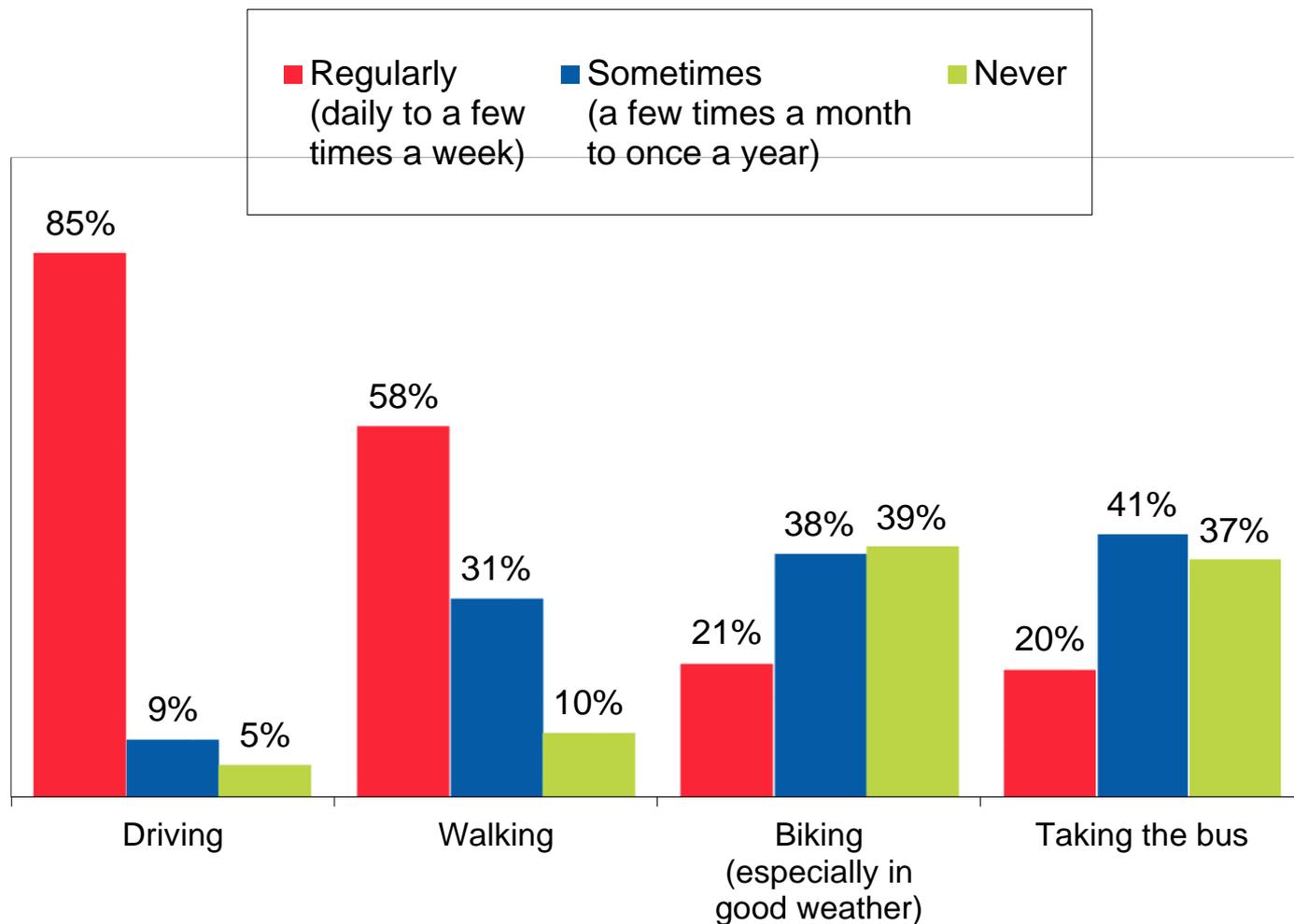
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KEY FINDINGS

- The desire for more protected bike lanes is a key trend in these findings. Protected bike lanes are the top improvement Winnipeggers say they require in order to cycle more.
- As well, a slightly higher proportion of Winnipeggers want to see more protected bike lanes built downtown than prefer more neighbourhood bike paths.
- More than one-third of Winnipeggers say they would cycle daily or a few times a week if conditions were optimal. However, roughly the same proportion say they would never bike as part of their daily travels.

PREVALENCE OF TRANSPORTATION MODES

Q. "There are various ways Winnipeggers get around the city every day. Please indicate how often you use each mode of transportation as part of your day-to-day commute to work or school, to run errands or visit friends and family. Here, we're thinking about your daily transportation, not recreational activities."
(N=600)



Most likely to be **regular cyclists** are...

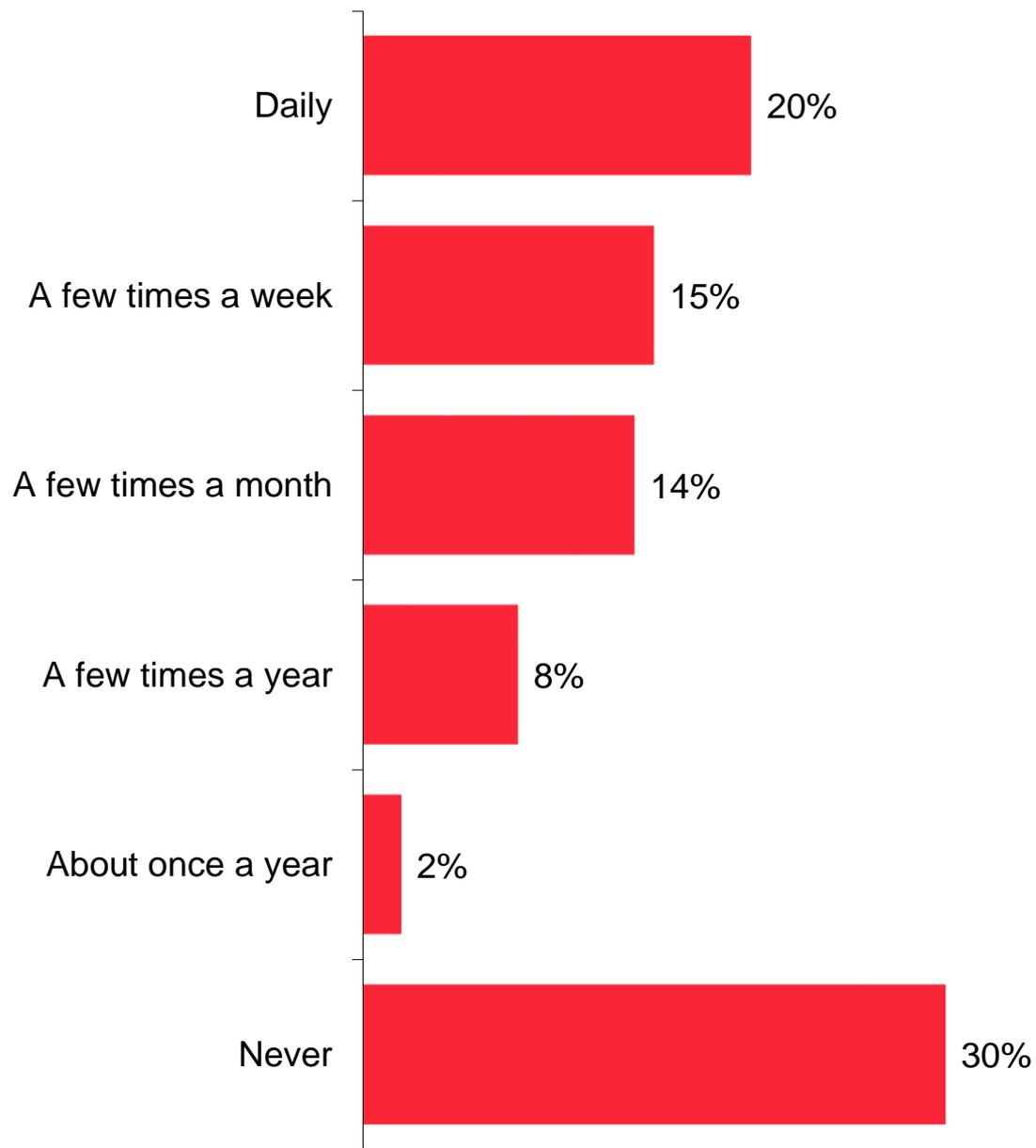
- Men (26% vs. 17% among women).
- Core-area residents (33% vs. 13% in the northwest).

Base: Winnipeg adults

POTENTIAL OF CYCLING FREQUENCY

Q. "Suppose the circumstances were positive for cycling – you felt safe cycling, there were better bike paths and the weather was good. If that were the case, how often do you think you might cycle to work, school or to run errands?" (N=600)

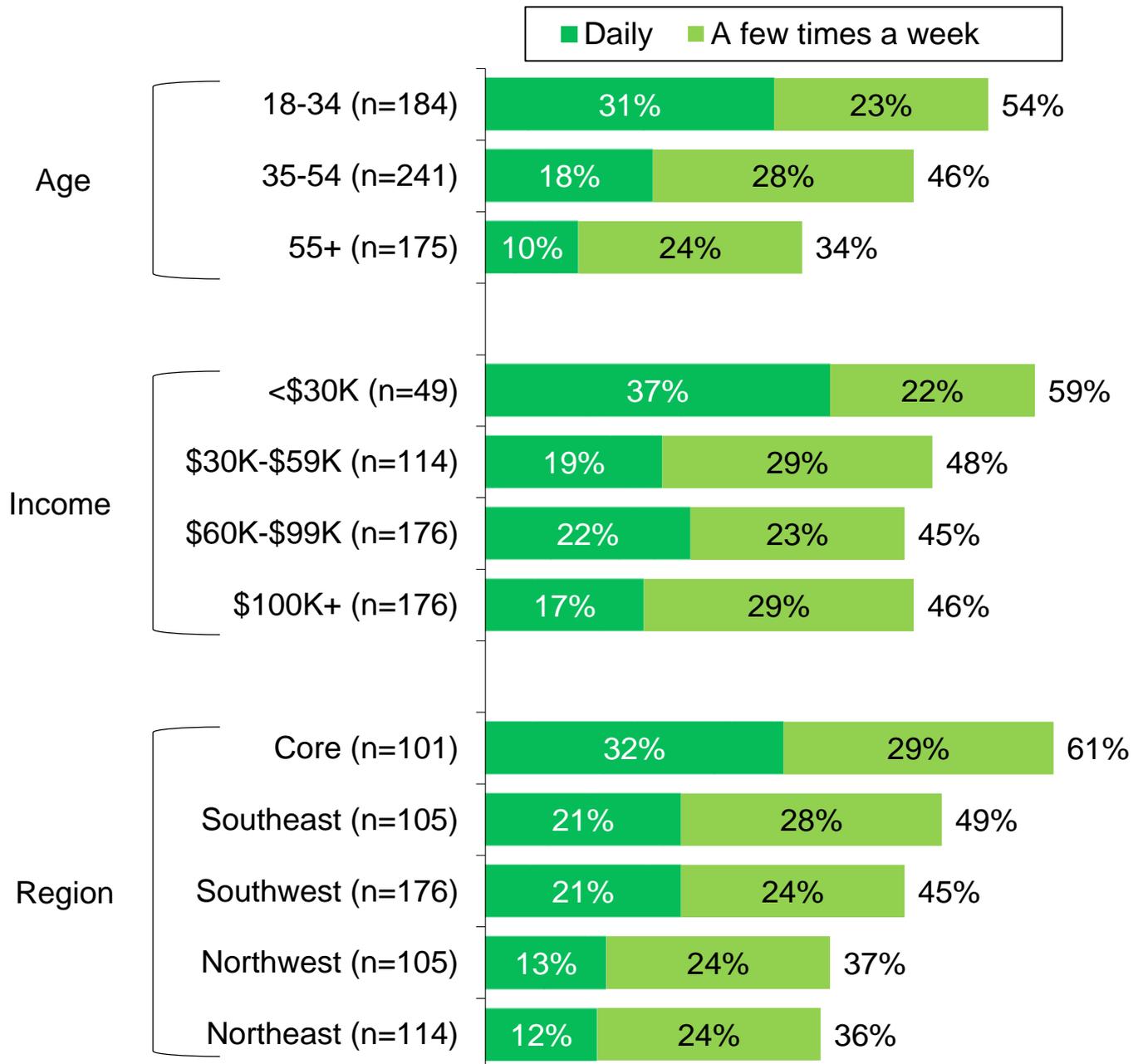
Base: Winnipeg adults



POTENTIAL FOR REGULAR CYCLING - BY SOCIO-DEMOGRAPHIC SUBGROUP -

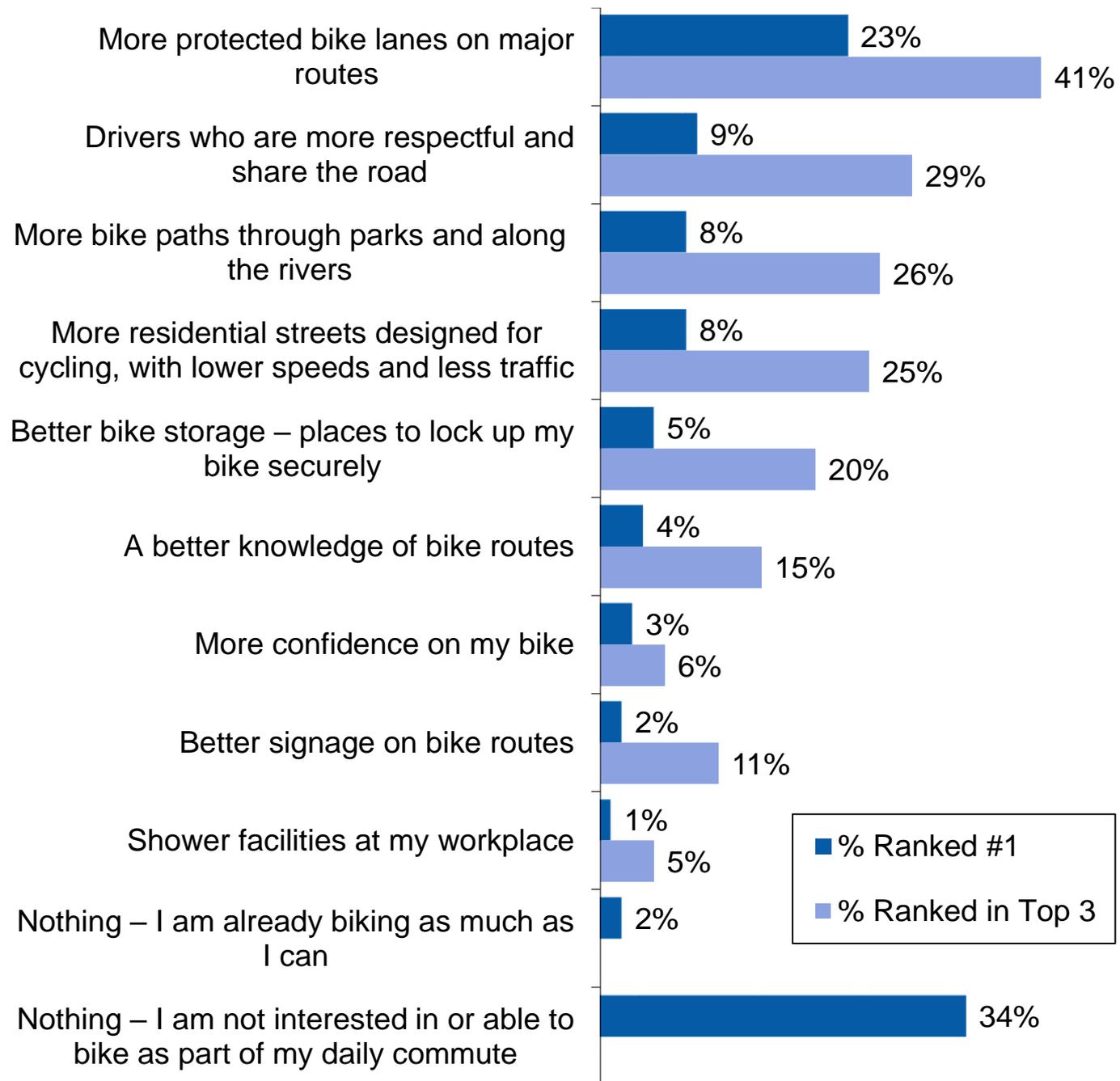
Q. "Suppose the circumstances were positive for cycling – you felt safe cycling, there were better bike paths and the weather was good. If that were the case, how often do you think you might cycle to work, school or to run errands?" (N=600)

Base: Winnipeg adults



TOP IMPROVEMENTS TO ENCOURAGE CYCLING

Q. "Now, thinking about cycling as part of your transportation around Winnipeg, what would it take to make you bike more often? Please review the list below and choose up to three improvements that would make you more likely to cycle as part of your regular transportation." (Randomized) (N=600)

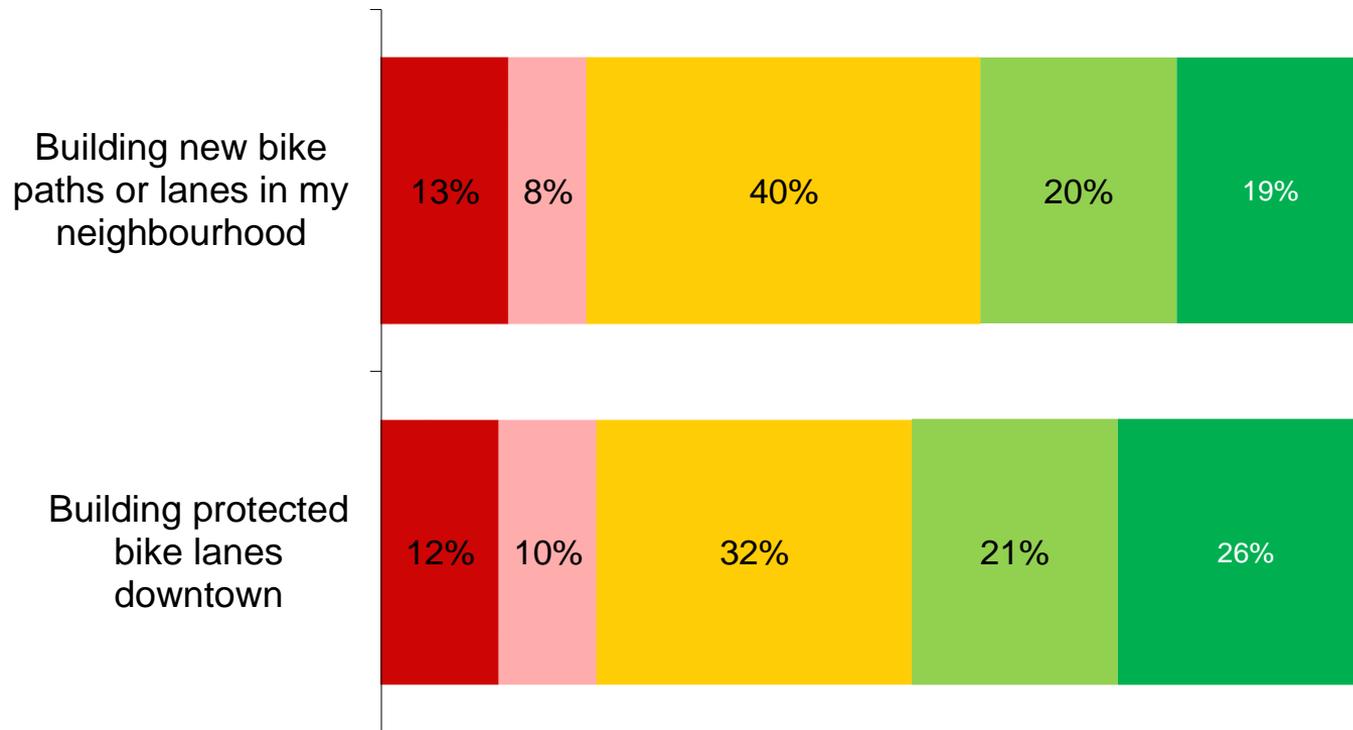


Base: Winnipeg adults

PRIORITY LOCATIONS FOR NEW BIKE LANES AND PATHS

Q. "Still thinking about driving and cycling infrastructure in Winnipeg, please indicate whether you think the City of Winnipeg should be doing more or less in the following areas. Let's use a five-point scale where a "1" means a lot less and a "5" means a lot more." (Randomized) (N=600)

Base: Winnipeg adults



Most likely to want more **downtown protected bike lanes** are...

- Younger Winnipeggers (53% among those 18-34 vs. 39% among those 55+).
- Southeast Winnipeg residents (56% vs. 37% among northwest residents).

Most likely to want more **neighbourhood bike lanes and paths** are...

- Younger Winnipeggers (49% among those 18-34 vs. 30% among those 55+).
- Core residents (54% vs. 33% among northeast residents and 34% among southwest residents).