



# VIEWS ON WINNIPEG TRANSIT

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 ATU Local 1505.

## 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  $\pm 4.0$  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:

MARY AGNES  
WELCH

SENIOR RESEARCHER



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

[maryagnes@probe-research.com](mailto:maryagnes@probe-research.com)

FB: [www.facebook.com/proberesearch](https://www.facebook.com/proberesearch)

Twitter: @proberesearch

[www.probe-research.com](http://www.probe-research.com)

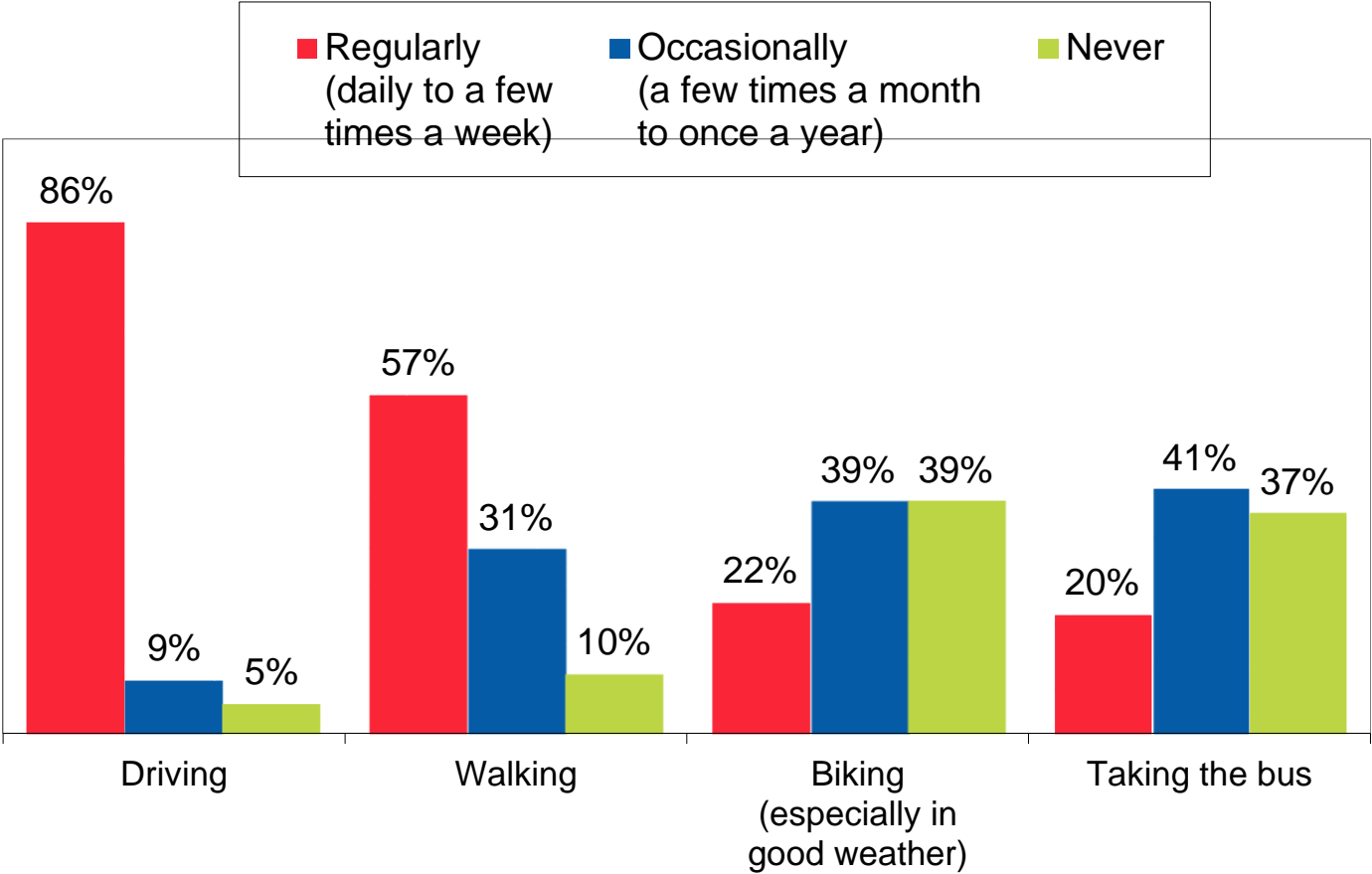
## KEY FINDINGS

- Winnipeggers, especially younger adults, have a middling view of the city's transit service, tending toward the unfavourable. One-third rate the service as fair or poor. Regular transit-riders offer slightly higher marks.
- Fundamental service improvements such as reliable bus timetables, better connections and faster trips would entice many Winnipeggers to take transit more often. Cheaper fares and less crowding are a lure to frequent riders and, along with free service to special events, to occasional riders as well.

# PREVALENCE OF TRANSPORTATION MODES

ATU/CAA1. “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)

Base: Winnipeg adults



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

- Younger adults (64% among those 18-34 vs. 52% among those 55+).
- Lower-income people (73% among those earning <\$30K vs. 55% among those in \$100K+ households).

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

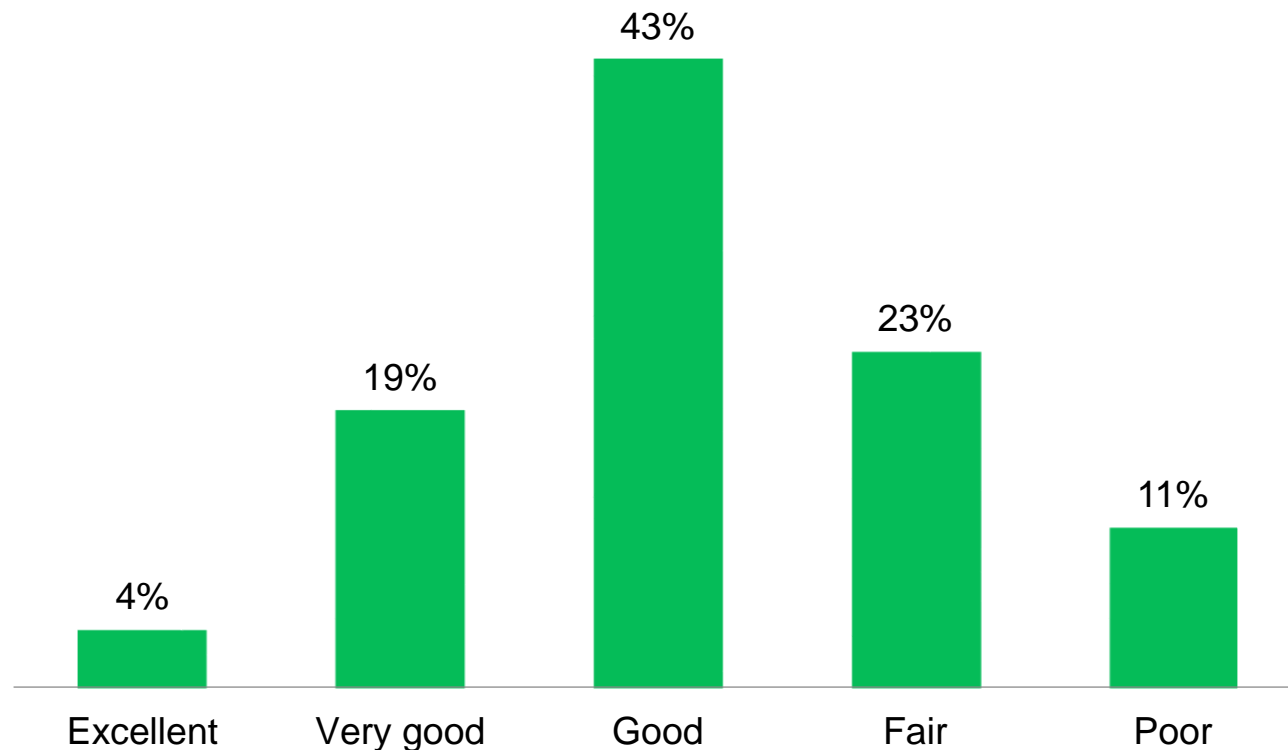
- Core-area residents (33% vs. 13% in the northwest).

Most likely to be **regular transit users** are...

- Younger adults (34% vs. 12% among those 55+).
- Core-area residents (32% vs. 16% in the northwest).
- Lower-income people (57% among those earning <\$30K vs. 10% among those in \$100K+ households).

# VIEWS ON TRANSIT SERVICE QUALITY

*Q1. Regardless of how often you take Winnipeg Transit, how would you rate Winnipeg's bus service in general?" (N=600)*



Most likely to say Winnipeg's bus service is **fair or poor** are...

■ Younger adults (49% among those 18-34 vs. 25% among those 55+).

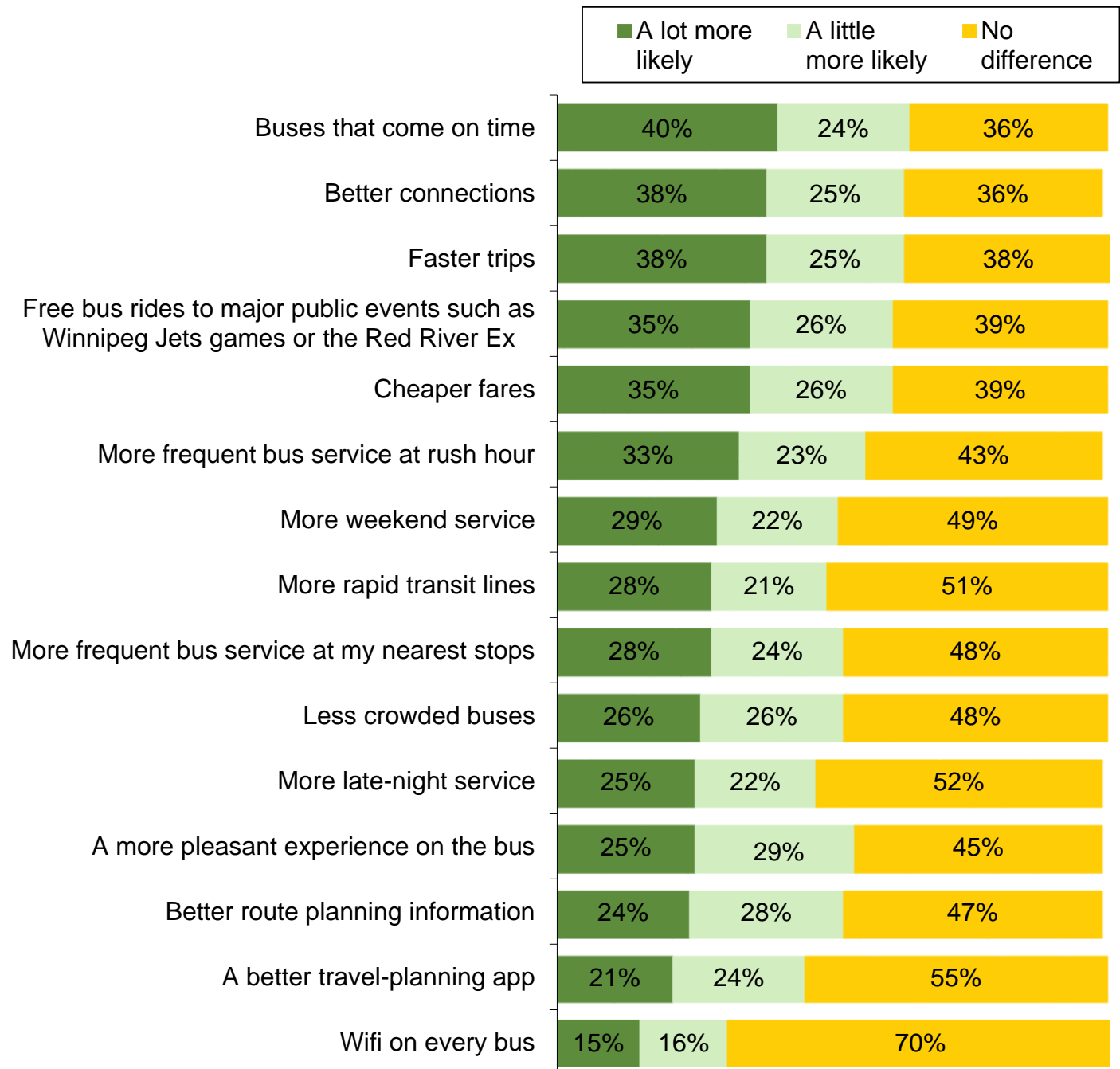
(Ratings are fairly consistent among other sub-populations, though somewhat more positive among actual transit riders.)

Base: Winnipeg adults

# DESIRED SERVICE IMPROVEMENTS

Q2. “What kinds of improvements would make you take the bus more often? For each one, please indicate how much more likely you’d be to ride Winnipeg Transit should this improvement be made – would you be a little more likely to ride the bus with that improvement, a lot more likely, or would that make no difference in how often you ride the bus?” (Randomized) (n=600)

Base: Winnipeg adults



# MOST APPEALING TRANSIT IMPROVEMENTS

Q2. "What kinds of improvements would make you take the bus more often? For each one, please indicate how much more likely you'd be to ride Winnipeg Transit should this improvement be made – would you be a little more likely to ride the bus with that improvement, a lot more likely, or would that make no difference in how often you ride the bus?" (Randomized) (N=600)

Base: Winnipeg adults

## % saying "a lot more likely" to ride

### REGULAR RIDERS

- Buses that come on time – 75%
- Better connections – 65%
- More frequent service at rush hour – 62%
- Faster trips – 59%
- More weekend service – 58%
- Less crowded buses – 57%
- Cheaper fares – 55%
- More frequent service at my nearest stops – 51%

### OCCASIONAL RIDERS

- Free rides to public events – 41%
- Buses that come on time – 40%
- Better connections – 40%
- Cheaper fares – 40%

### NEVER RIDE

- Free rides to public events – 27%
- Faster trips – 24%
- Better connections – 22%
- Buses that come on time – 21%