



WAYNE GLOWACKI/WINNIPEG FREE PRESS FILES

MANITOBA ISSUES AGENDA

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Winnipeg Free Press

PROBE RESEARCH INC.

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KEY FINDINGS

- Manitobans – and particularly Winnipeggers – are concerned about crime in an unprecedented way. Nearly four in ten Manitobans say crime is the most important issue facing their community, with this number rising to 50 per cent among those living in Winnipeg.
- One in five Manitobans are similarly concerned about the impact drugs, including meth, are having on their communities. Concern regarding drugs has remained steady throughout 2019, with Winnipeggers also more likely to be worried about this issue than their counterparts in rural and northern Manitoba.
- Slightly fewer than one in ten Manitobans each, meanwhile, say the state of infrastructure and health care are the most important issues facing their community. The level of concern regarding health care and infrastructure has decreased slightly during the past three months, eclipsed by concern about crime and the effects of drugs.
- Those living in rural and northern Manitoba are more likely to raise economic concerns than their counterparts in Winnipeg. Winnipeggers, on the other hand, are more likely to be concerned about poverty and homelessness.

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.

METHODOLOGY

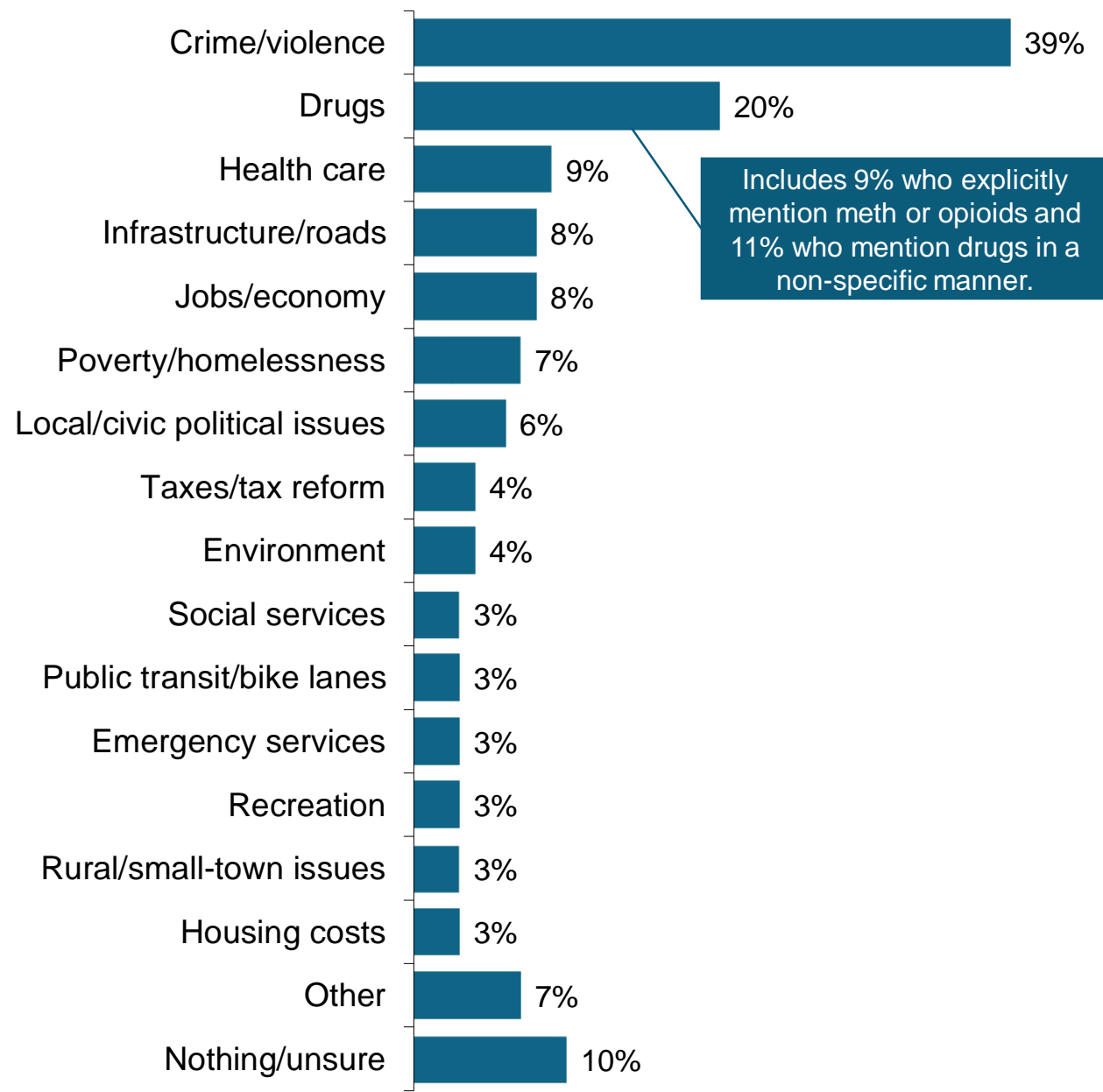
- Between Nov. 27th and Dec. 10th, 2019, Probe Research surveyed a random and representative sampling of 1,000 adults residing in Manitoba.
- With a sample of 1,000, one can say with 95 percent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult 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 Manitoba adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 305 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 province's population. All data analysis was performed using SPSS statistical analysis software.

CRIME MOST IMPORTANT ISSUE FOR MANITOBANS

Q1. "I would like you to tell me what you consider to be the most important issue or concern facing your community today. What other issues or concerns do you think are important for your community today?"*

Base: All respondents

*Multiple mentions accepted; totals will exceed 100%



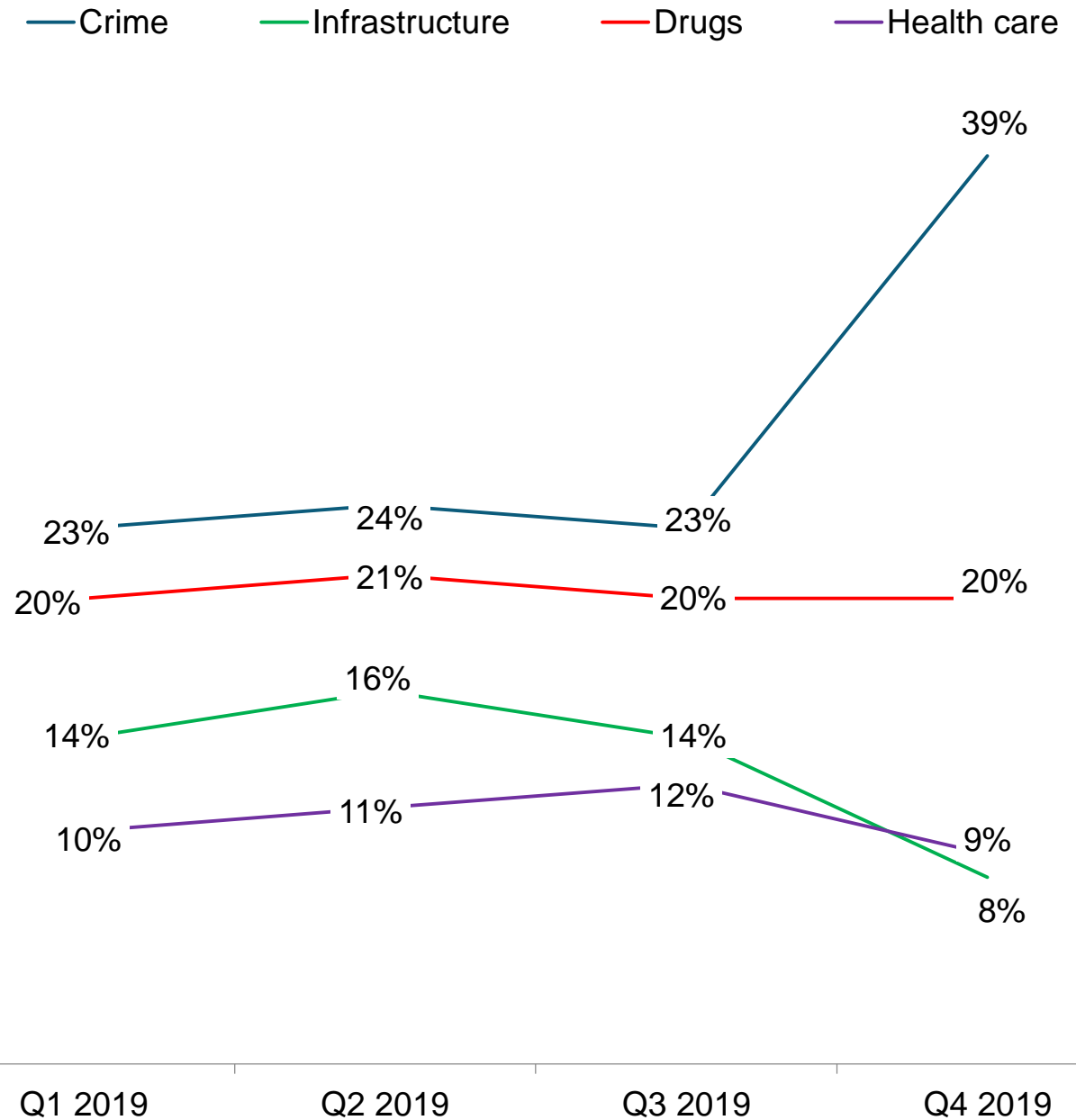
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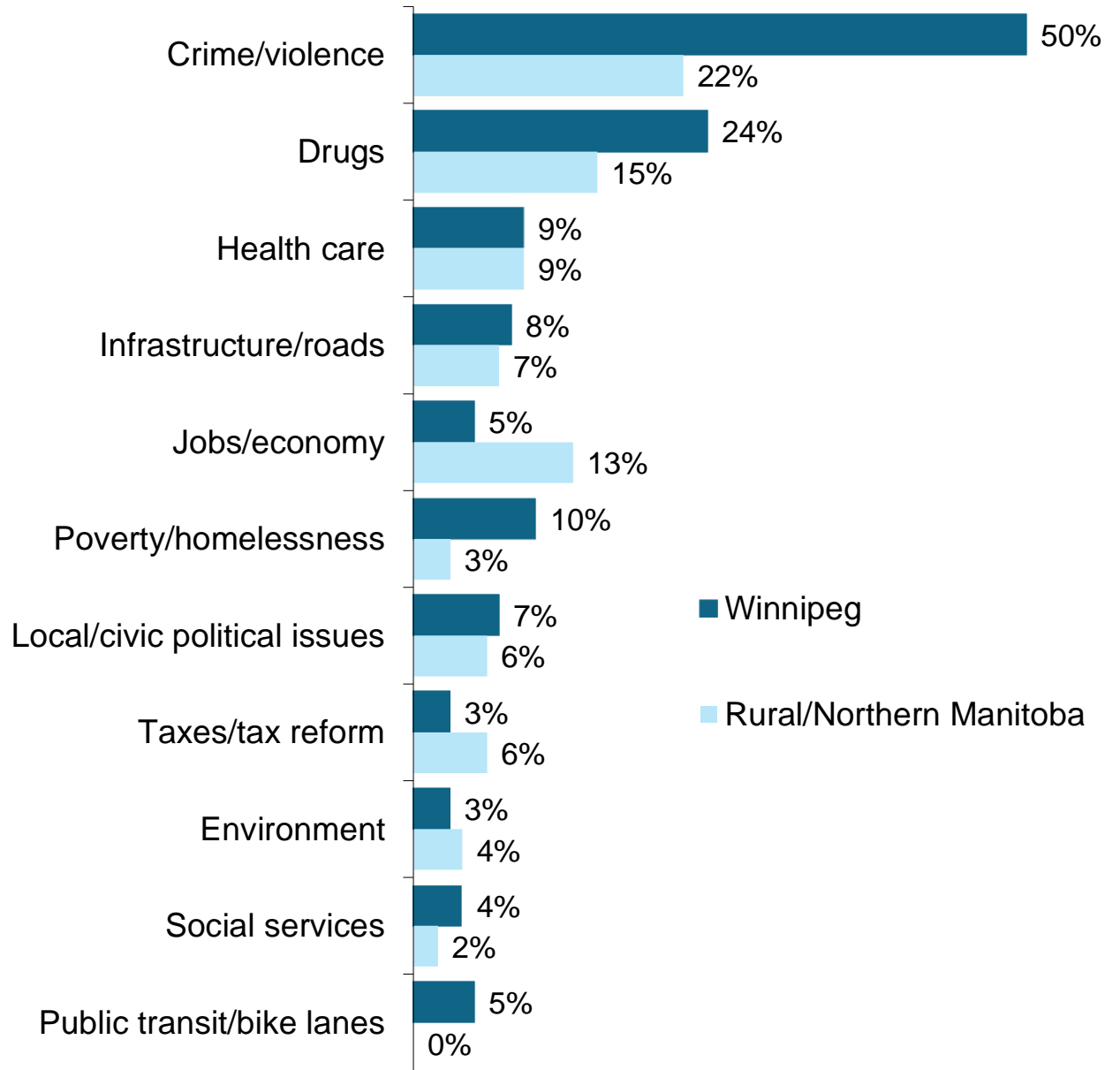


WINNIPEG RESIDENTS ARE MORE LIKELY TO BE CONCERNED ABOUT CRIME

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