



# VIEWS ON IMPROVING ROUTE 90 AMONG REGIONAL RESIDENTS

JUNE, 2018



# METHODOLOGY



- Probe Research Inc. was retained by WSP to conduct a survey among targeted Winnipeg adults regarding their opinions on widening and improving Route 90.
- Probe Research surveyed 335 Winnipeg adults (18+) online using a 15-minute (average) survey between June 12 and 20, 2018.
- Adults living in the following postal code prefixes were eligible to complete the survey: R3G (Wolseley and the West End), R3M and R3N (River Heights) and R3P and R3Y (Tuxedo and South Winnipeg). The sample was provided by Probe Research's proprietary panel and supplemented with those from a reputable national panel provider.
- As an online survey is a sample of convenience, no margin-of-error can be ascribed. However, a random and representative non-convenience sample of 335 adults would have a margin of error of  $\pm 5.39$  percentage points, 19 times out of 20.
- Minor statistical weighting by age, gender and region has been applied to this sample to ensure that it corresponds with the actual population of Winnipeg as a whole.

## 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

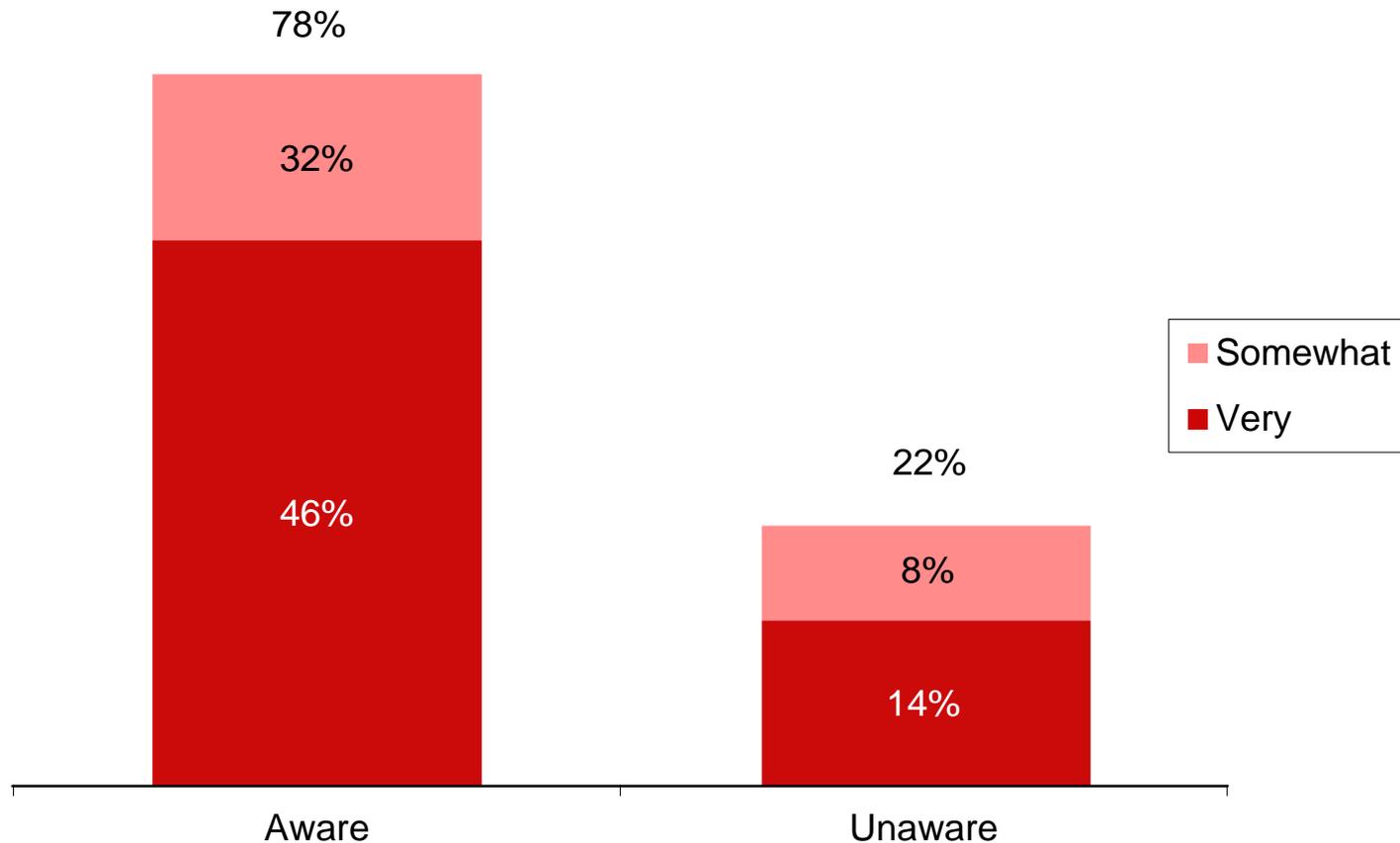
[www.probe-research.com](http://www.probe-research.com)

## KEY FINDINGS

- Awareness of the Route 90 project is significantly higher in the region than it is city-wide. Nearly eight-in-ten residents of the Route 90 region are aware of the project, 22 percentage points higher than Probe Research's March, 2018 city-wide survey. As well, there is near-unanimous agreement among regional residents that Route 90 improvements ought to be a priority for the city.
- Regional residents surveyed prefer a parkway design instead of a denser, more urban street. Similarly, improving the basic function of Route 90 as a commuter route is a priority for regional residents. Design goals such as reducing traffic jams now and in the future and synchronizing traffic lights dominate. Less important are active transportation and transit elements.
- There is a distinct preference for off-street combination cycling and walking paths. More than three-quarters say this option would make them more likely to bike and walk down Route 90.
- The less-preferred option of protected on-street bike lanes would still entice more than two-thirds to cycle more often down Route 90.
- A significant majority of regional residents feel a pedestrian bridge over Route 90 at Lockston Avenue is the safest and easiest option. Regional residents also feel the street-level crossing is quite easy to use, though one-third feel this option is not safe.

# AWARENESS OF PLAN TO WIDEN AND IMPROVE ROUTE 90

Q2. "The city is planning to widen and improve this stretch of Route 90, including the St. James Bridge. Before today, how aware were you of this plan to widen and improve Route 90 between Taylor Avenue and Ness Avenue?" (N=335)



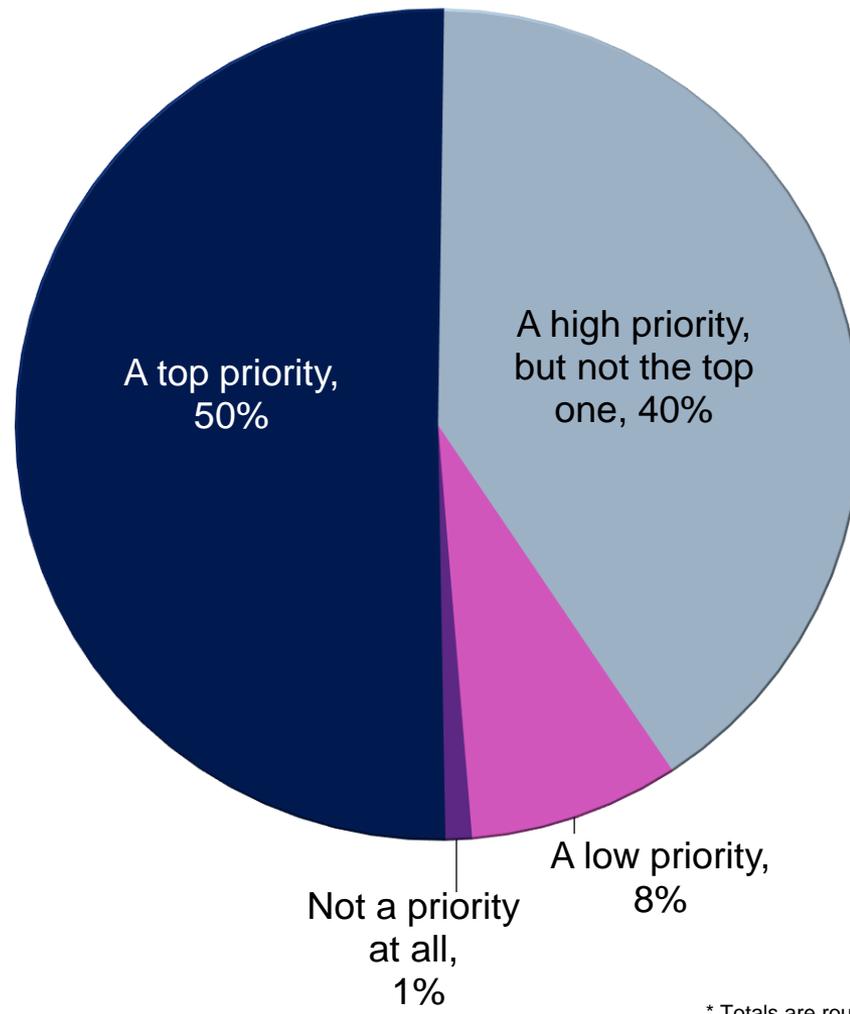
Most likely to be **very aware of Route 90 plans** are...

- River Heights and Tuxedo/South Winnipeg residents (52% and 49% vs. 31% in Wolseley/West End).
- Older residents (57% among those 55+ vs. 31% among those 18-34).
- Middle-income earners (54% among those in households earning \$60K-\$100K vs. 42% among those in households earning \$100K+).
- Daily drivers on Route 90 (63% vs. 49% among those who have walked or biked down Route 90).

Base: All respondents

# PRIORITY OF ROUTE 90 PROJECT

Q4. "Thinking of all the major road and bridge projects the city might build over the next few years, please indicate what kind of priority the expansion and improvement of Route 90 should be. Is it.....?" (N=335)



\* Totals are rounded to the nearest percent.

## Route 90 is a **top priority** for...

- Tuxedo/South Winnipeg residents (69% vs. 42% in River Heights).
- Older residents (57% among those 55+ vs. 40% among those 18-34).
- Middle-income earners (66% among those in households earning \$60K-\$100K vs. 28% among those earning <\$60K).

Base: All respondents



# PREFERENCE FOR OVERALL DESIGN OF ROUTE 90

Q6. "Major roads in Winnipeg can be designed a few different ways. They could be more like parkways, with plenty of greenspace and room for wide pathways for pedestrians and cyclists on either side and fewer businesses and homes, like this photo of Fermor Avenue. Or they could be denser and more urban, with homes, offices, shops and restaurants along the route, like this photo of Henderson Highway. Thinking of Route 90, how would you most like it to look in the future?" (N=335)

Base: All respondents

More like a parkway with plenty of green space on either side



62%

More like an urban street, lined with homes and businesses



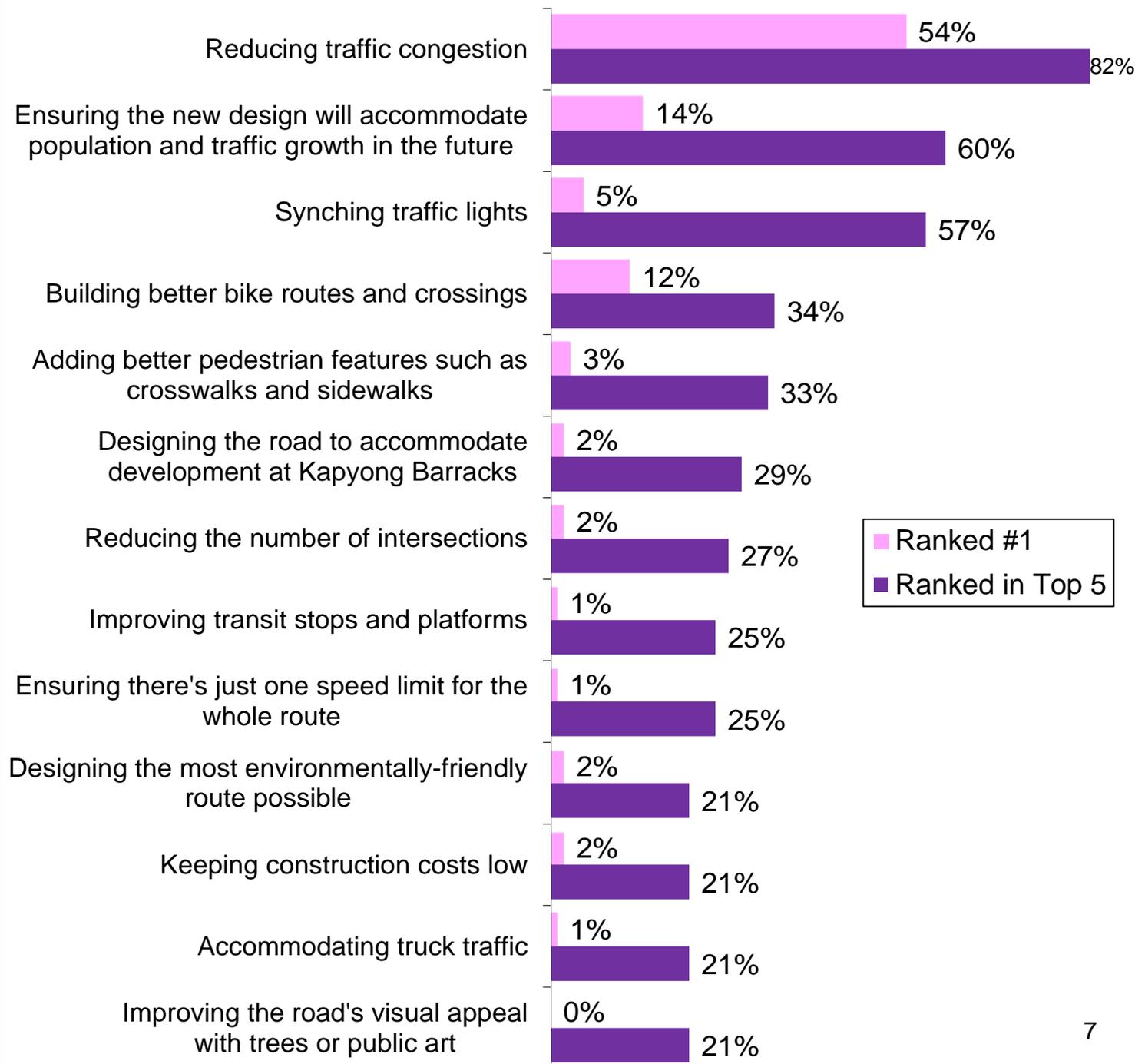
38%

More likely to prefer the **urban street** option are...

- Younger residents (51% among those 18-34 vs. 33% among those 35+).
- Higher-income earners (40% among those in households earning \$100K+ vs. 29% among those earning \$60K-\$100K).
- Those who use active transportation modes along Route 90 (42% vs. 26% among those who drive Route 90 daily).

# PRIORITY ELEMENTS OF THE ROUTE 90 PROJECT

Q5. "There are many different priorities the city could focus on when widening and improving Route 90. Below are some of these priorities. Please choose **up to five** priorities that are important to you when it comes to improving Route 90." (N=335)



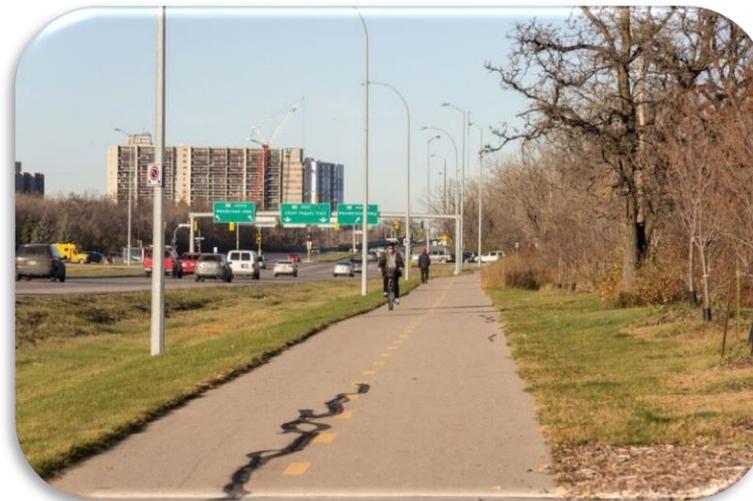
Base: All respondents



# OVERALL PREFERENCE FOR BIKING AND WALKING PATHS ON ROUTE 90

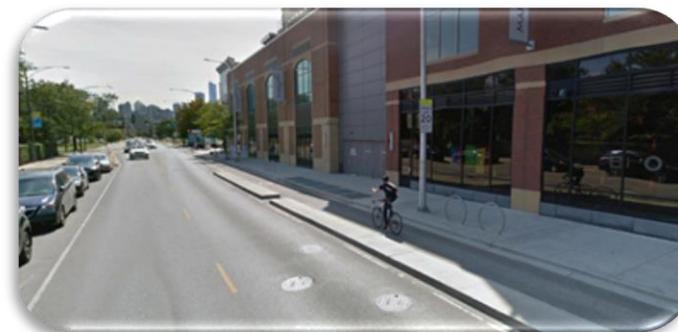
Q9. "Regardless of whether or not you normally walk or bike down Route 90, which of these options do you think would be the best option overall?" (N=335)

The off-street pedestrian and cycling paths



76%

The on-street protected bike lanes with traditional sidewalks



24%

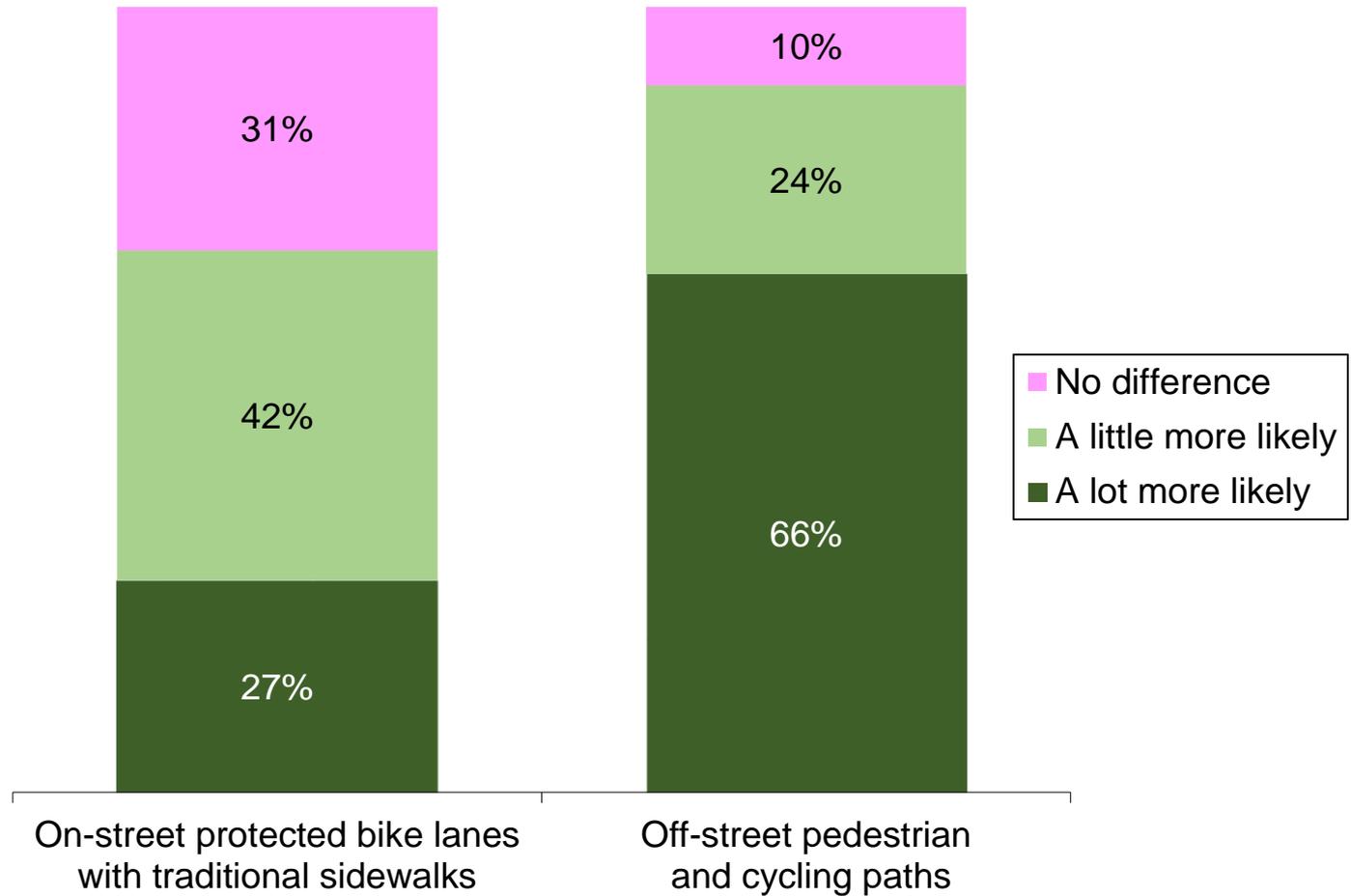
More likely to prefer the **off-street paths** overall are...

- Tuxedo/South Winnipeg residents (82% vs. 69% in Wolseley/West End).
- Post-secondary grads (78% vs. 66% among those with high school or less).

Base: All respondents

# OPTION MOST LIKELY TO ENCOURAGE BIKING DOWN ROUTE 90

Q7. "Which option, if any, would make you more likely to want to bike down this stretch of Route 90 – to work or school, on a weekend bike ride, to run errands?" (N=335)



Valid responses only. "Not applicable" responses removed from totals.

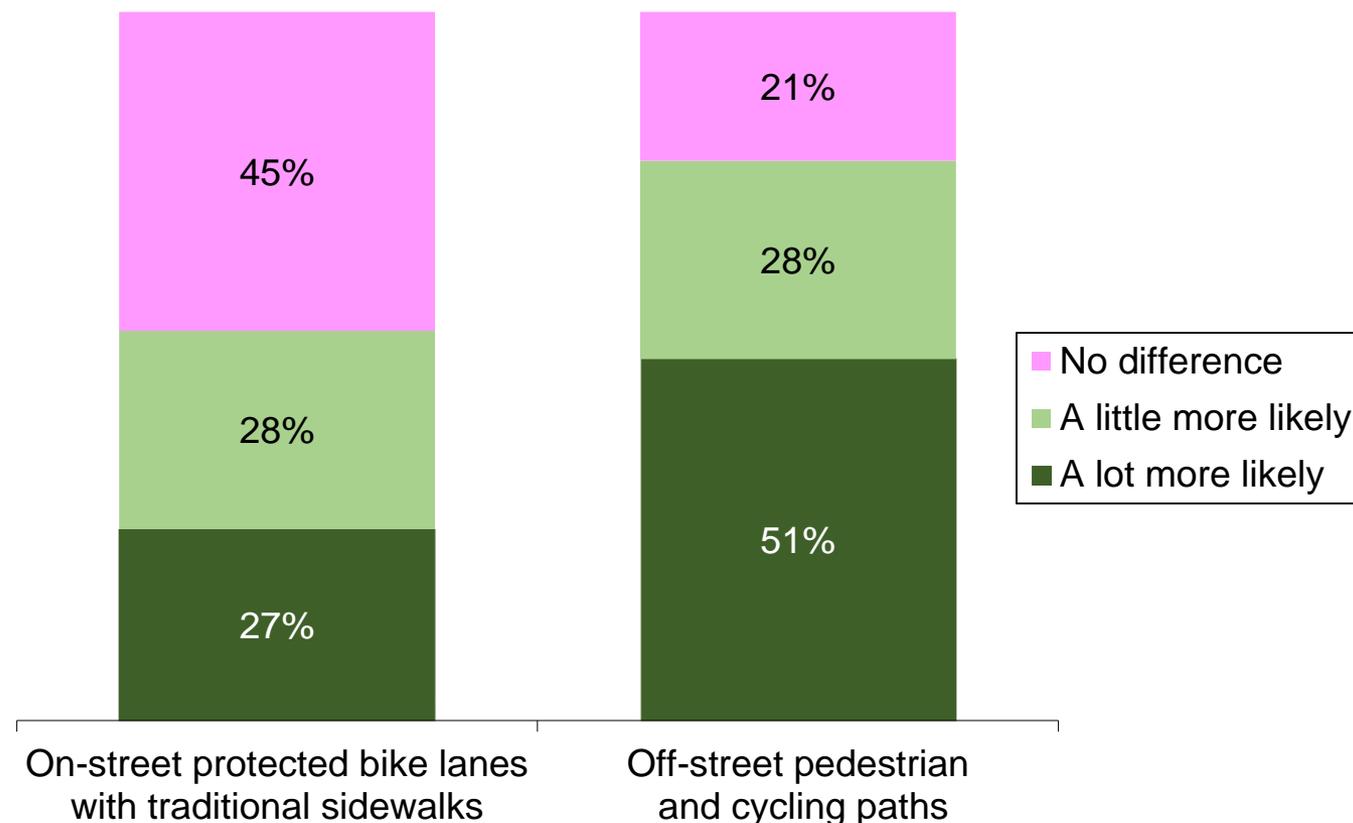
Base: All respondents

More likely to say **off-street paths** will make them **a lot more likely to bike** are...

- Tuxedo/South Winnipeg residents (74% vs. 58% in Wolseley/West End).
- Higher-income earners (72% among those in households earning \$100K+ vs. 56% among those earning <\$60K).

# OPTION MOST LIKELY TO ENCOURAGE WALKING DOWN ROUTE 90

Q8. "And which option, if any, would make you more likely to want to walk down this stretch of Route 90?" (N=335)



More likely to say **off-street paths** will make them **a lot more likely to walk** are...

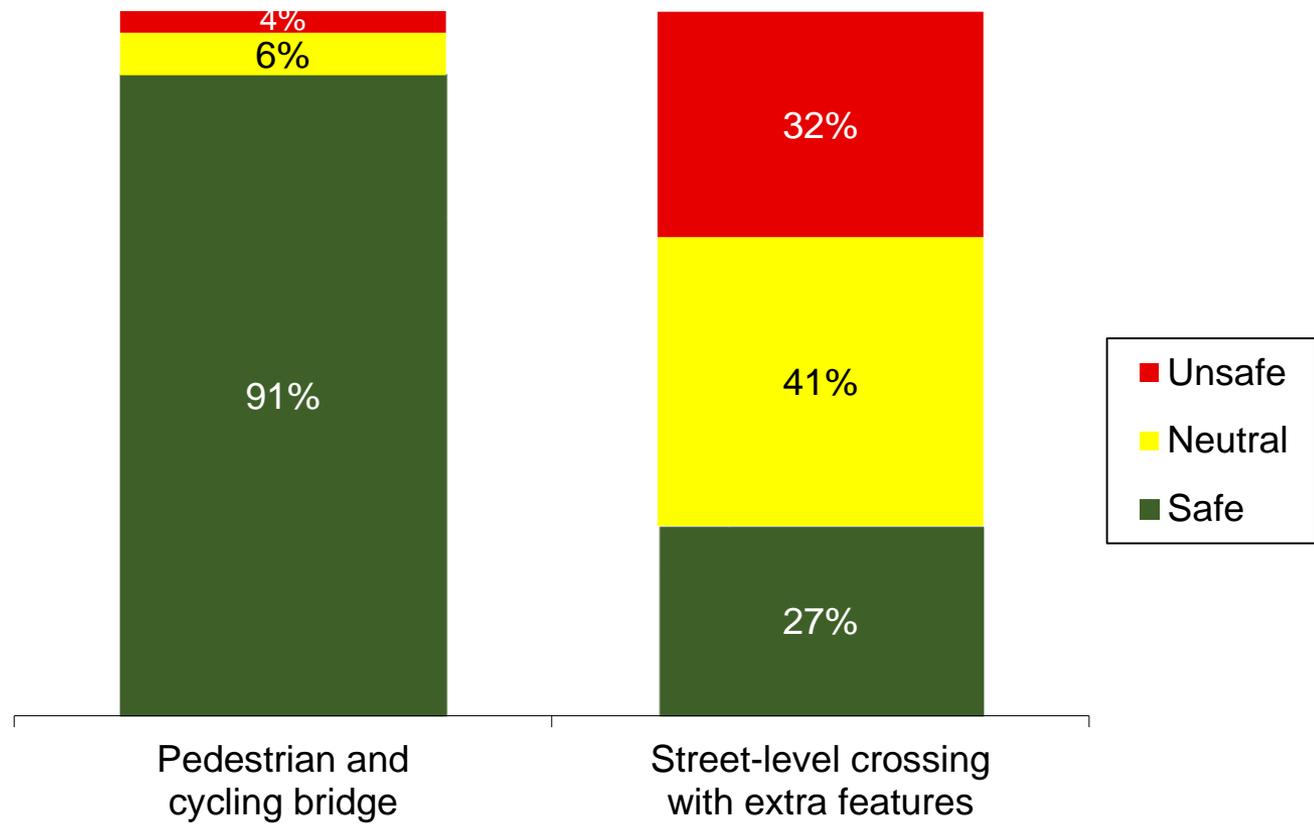
- Women (57% vs. 44% among men).
- Middle-aged and older residents (54% among those 35+ vs. 43% among those 18-34).
- Higher-income earners (54% among those in households earning \$60K+ vs. 41% among those earning <\$60K).
- Tuxedo/South Winnipeg residents (59% vs. 44% in River Heights).
- Those without mobility issues (55% vs. 35% among those who have mobility issues).

Valid responses only. "Not applicable" responses removed from totals.

Base: All respondents

# SAFEST OPTION FOR CROSSING ROUTE 90

Q10. "...If you or your family were crossing Route 90 by bike or on foot, please indicate **how safe** you feel these two options would be..?" (N=335)



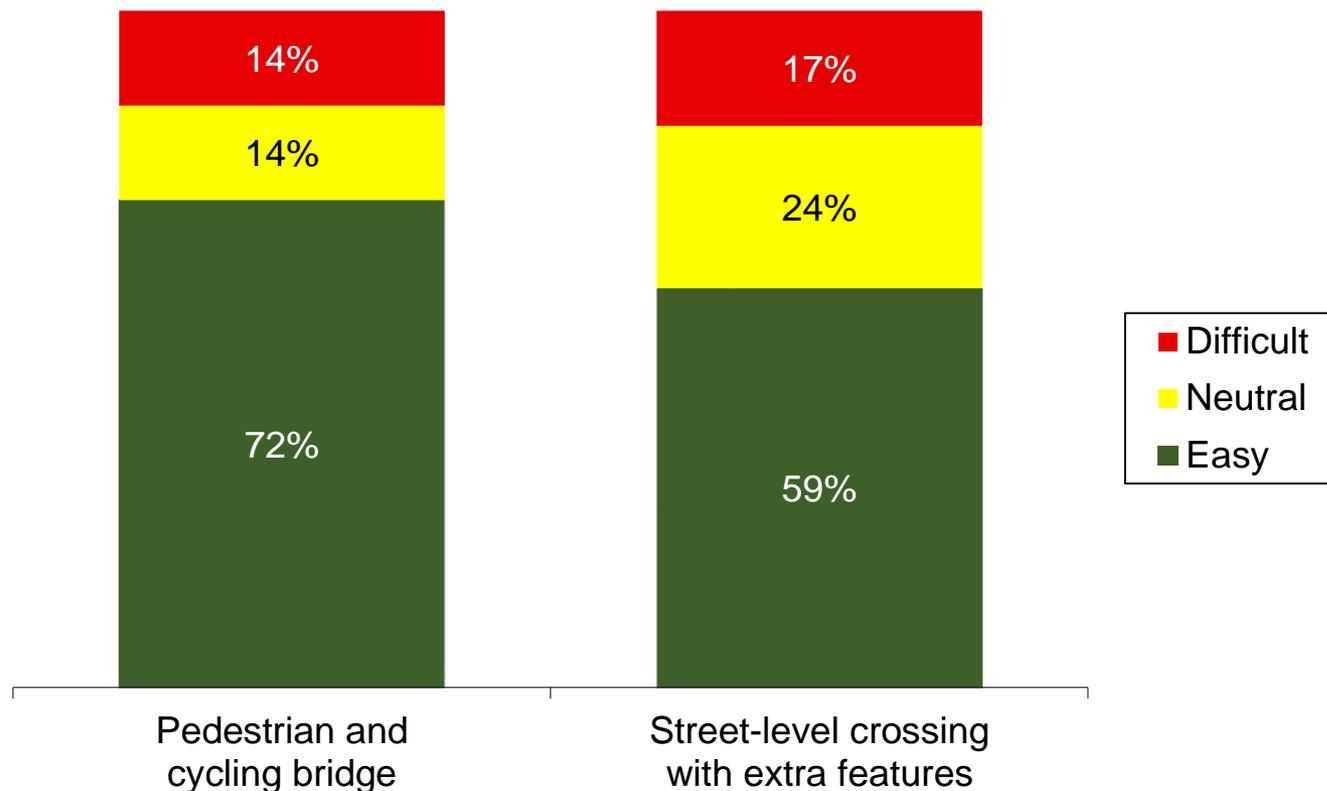
\* Totals are rounded to the nearest percent.



Base: All respondents

# EASIEST OPTION FOR CROSSING ROUTE 90

Q11. "...If you or your family were crossing Route 90 by bike or on foot, please indicate **how easy to use** you feel these two options would be..?" (N=335)



More likely to find the **bridge crossing** an **easy option** are...

- Men (79% vs. 66% among women).
- Those without mobility issues (77% vs. 48% among those with mobility issues).
- Those with high school or less (82% vs. 54% among those with some post-secondary).
- Tuxedo/South Winnipeg residents (77% vs. 62% among Wolseley/West End residents).
- Younger adults (82% among those 18-34 vs. 63% among those 55+).

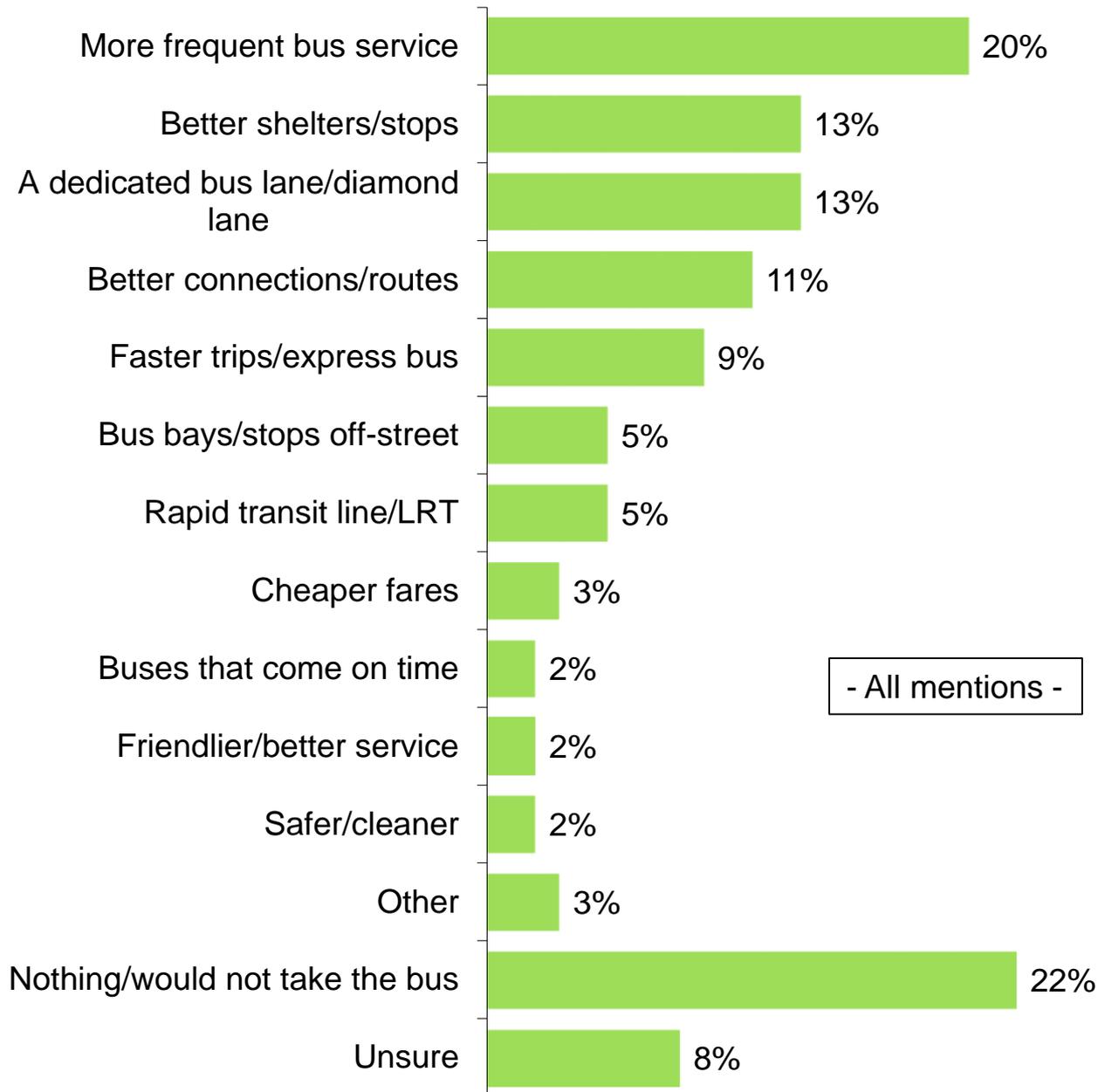
Base: All respondents

# SUGGESTIONS TO IMPROVE TRANSIT ALONG ROUTE 90

Q12. "As part of the upcoming work on Route 90, the city is looking at ways to improve Winnipeg Transit along the route. In a few words, please tell us what kinds of improvements to Winnipeg Transit would make you consider taking the bus more often along Route 90?" (N=335)

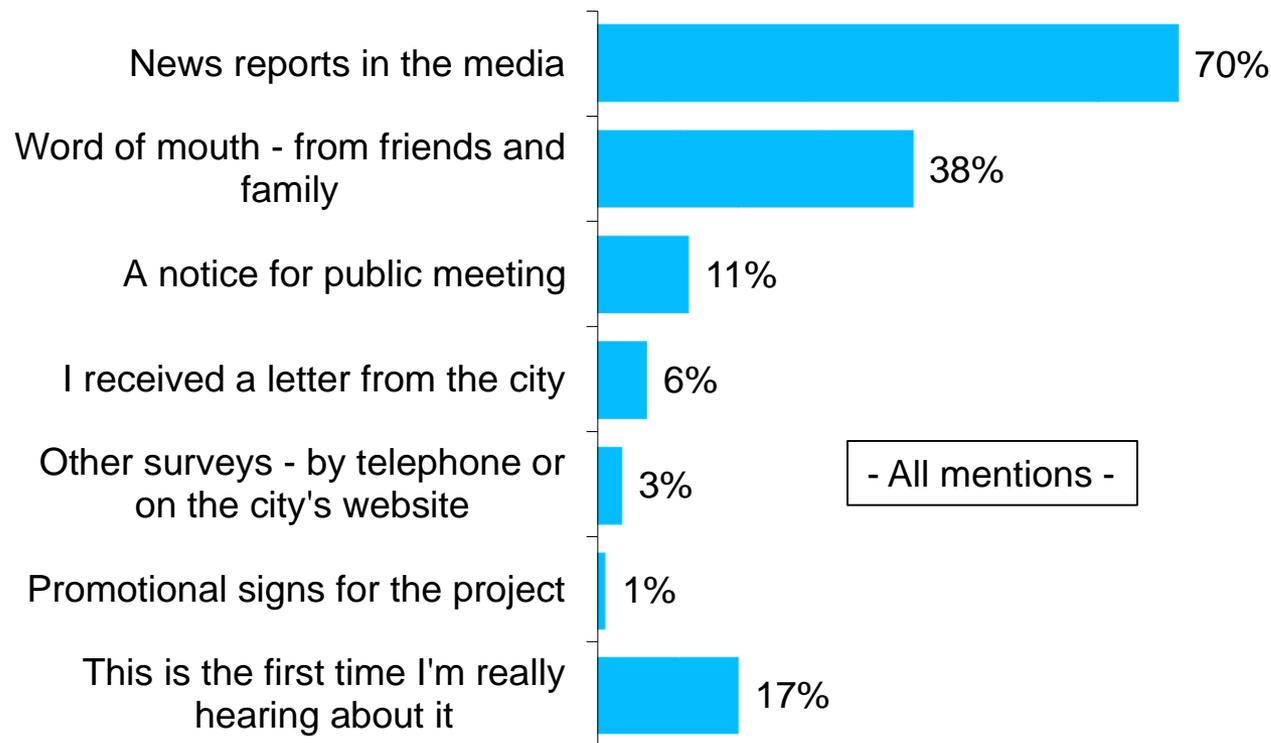
\*All mentions accepted. Total may exceed 100%.

Base: All respondents



# SOURCES OF INFORMATION ABOUT ROUTE 90 PROJECT

Q3. "How did you hear about the Route 90 improvement project? Please check all that apply."\* (N=335)



The **news media** tends to be more of a source of information for...

- Men (74% vs. 65% among women).
- Tuxedo/South Winnipeg residents (79% vs. 67% in Wolseley/West End and 66% in River Heights).
- Older residents (83% among those 55+ vs. 49% among those 18-34).
- Middle-income earners (77% among those in households earning \$60K-\$100K vs. 61% among those earning <\$60K).

**Word of mouth** tends to be more of a source of information for...

- Women (44% vs. 31% among men).
- Tuxedo/South Winnipeg residents (47% vs. 34% in River Heights and 35% in Wolseley/West End).
- Middle and higher-income earners (41% among those in households earning \$60K+ vs. 26% among those earning <\$60K).

\*All mentions accepted. Total may exceed 100%.

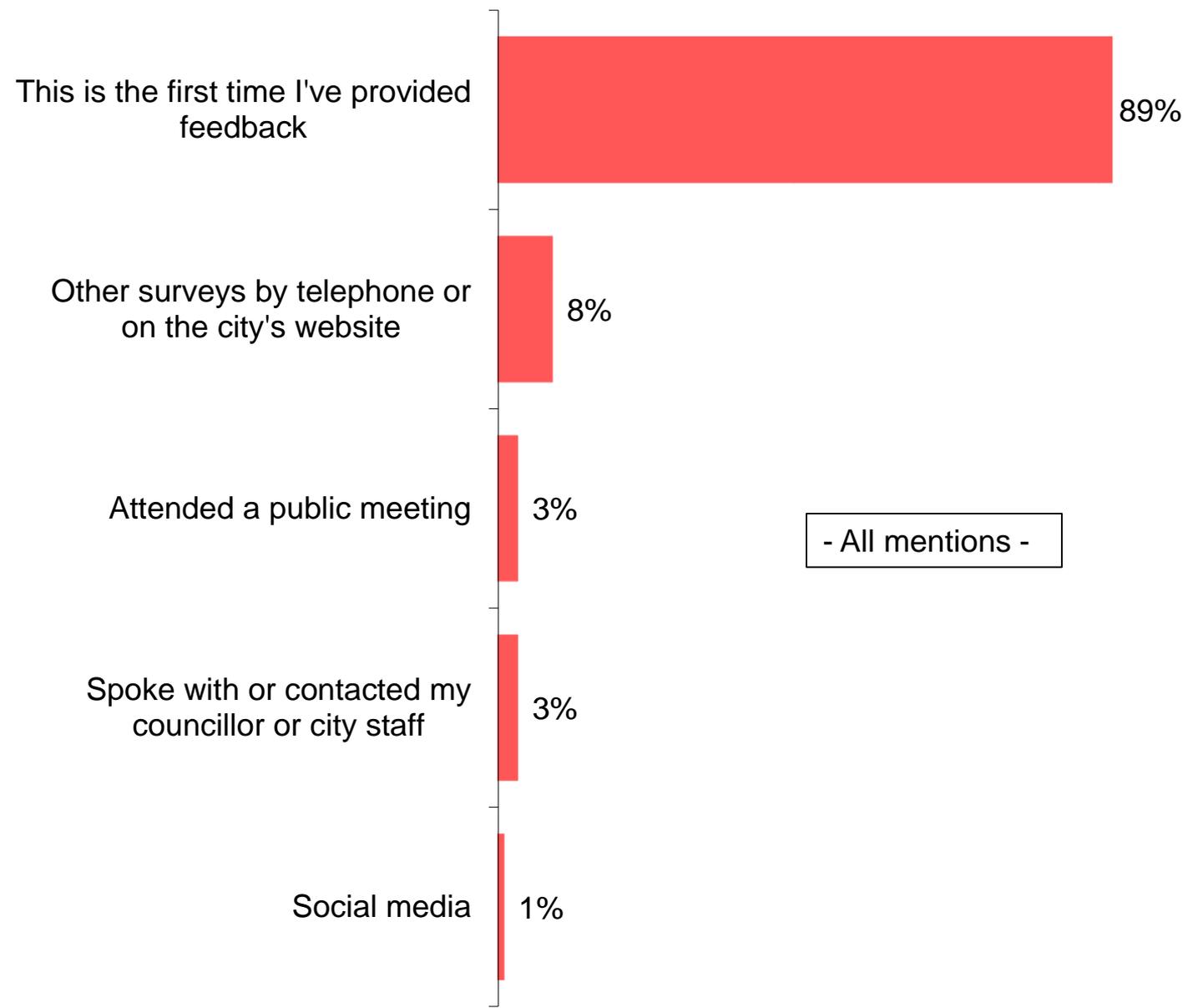
Base: All respondents

# INCIDENCE OF PROVIDING FEEDBACK PREVIOUSLY

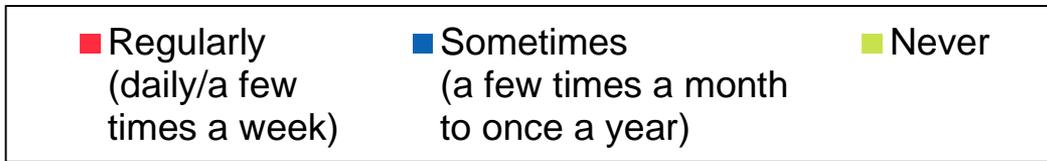
Q13. "Other than today's survey, how else have you provided feedback to the city about the Route 90 improvement project so far? Please check all that apply." (N=335)

\*All mentions accepted. Total may exceed 100%.

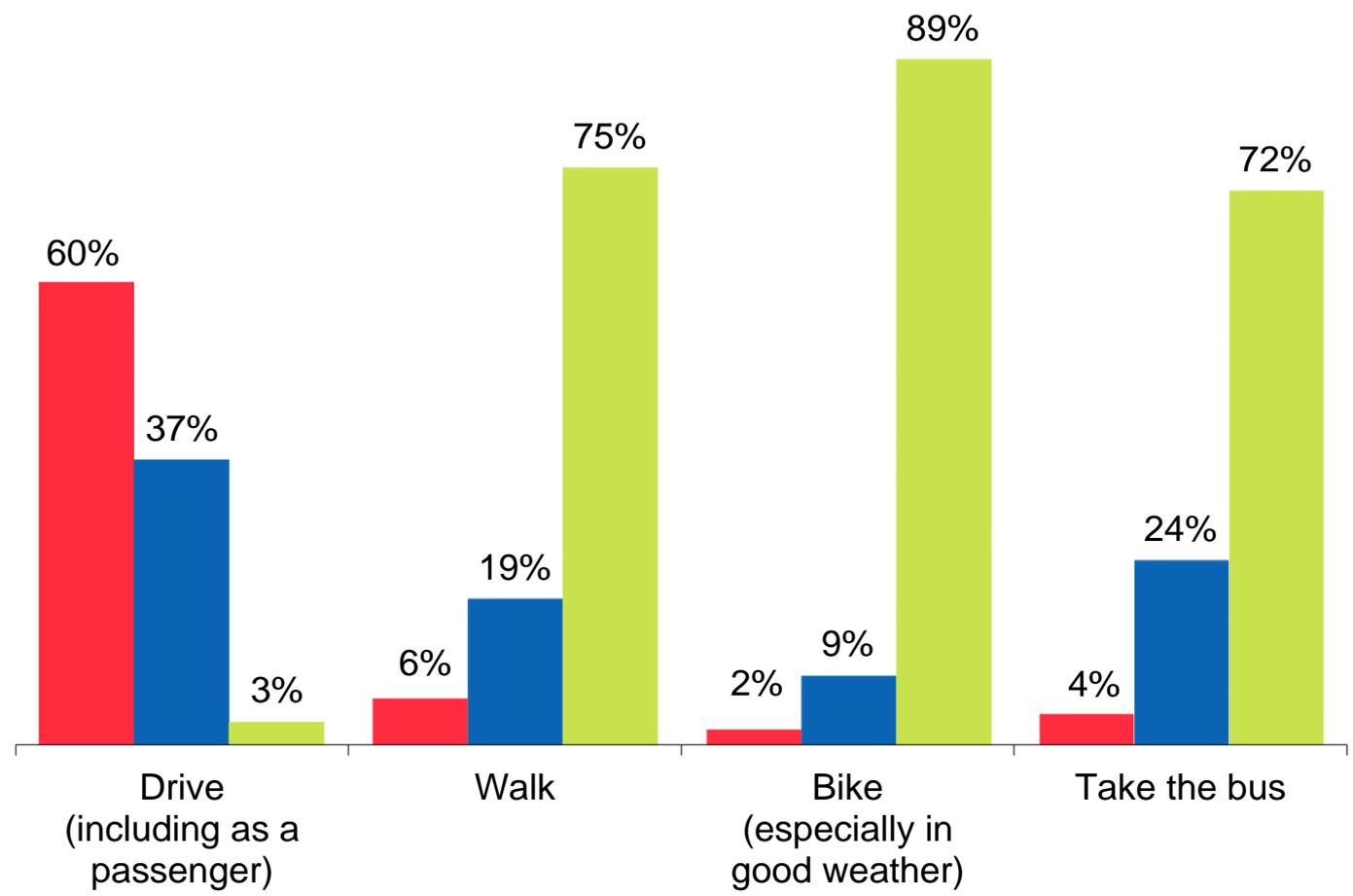
Base: All respondents



# FREQUENCY AND MODE OF ROUTE 90 TRAVEL



Q1. "Thinking of this stretch of Route 90 in particular, please tell us how often you do the following on this specific stretch.....?" (N=335)



Base: All respondents