# Public Attitudes on Infrastructure Renewal Funding in Manitoba 

## Association of Manitoba Municipalities



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## TABLE OF CONTENTS

1.0 RESEARCH METHODOLOGY AND BACKGROUND ..... 3
2.0 RESEARCH RESULTS ..... 4
2.1 Priority for Infrastructure Renewal ..... 4
2.2 Budget for Infrastructure Upgrades .....  5
2.3 SUPPORT FOR DEDICATED SALES TAX ..... 6

## Appendices:

Survey Instrument
Detailed Tabular Results

### 1.0 RESEARCH METHODOLOGY AND BACKGROUND

This province-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between September $15^{\text {th }}$ and October $6{ }^{\text {th }}$, 2008 among 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 $\pm 3.1$ percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the Manitoba population. All data analysis was performed using SPSS statistical analysis software.

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### 2.0 RESEARCH RESULTS

### 2.1 Priority for Infrastructure Renewal

Manitobans were asked to rate the level of priority they feel municipal governments in Manitoba should assign to infrastructure renewal projects.
Q. 1 "In your opinion, how much priority do you think should be given by municipal governments in Manitoba to infrastructure renewal projects? Here, l'm referring to things like roads, bridges and water and waste systems. Do you think this should be..." ( $n=1000$ )


- \% of All Respondents -

Clearly, the vast majority of Manitobans feel that municipalities in the province should be giving priority to infrastructure renewal projects, including 27 who feel this should receive the "highest" priority and 67 percent who say these type of projects should receive "high priority" from municipalities.

This critical level of priority was offered by all respondents, regardless of location or sociodemographic background.

### 2.2 Budget for Infrastructure Upgrades

A majority of Manitobans do not feel their own municipal government could afford to pay for infrastructure upgrades without raising taxes or looking to other levels of government for financial support.

Q. 2 "Thinking about the infrastructure upgrades that might be needed in your community, do you think your own municipality could afford to address its current infrastructure needs without raising taxes or getting these funds from another level of government? " (n=1000)


- \% of All Respondents -

Only just better than one-third of Manitobans (35\%) felt that their municipality could pay for its own infrastructure needs without turning to other sources for this revenue. Meanwhile more than one-half of surveyed citizens ( $55 \%$ ) were convinced that their municipality could not afford to cover these projects.

Regionally, 38 percent of respondents from Winnipeg felt the city could afford to pay for needed infrastructure projects without raising taxes or obtaining funds from the provincial or federal governments, compared to only 30 percent of those living in the rest of the province.

Young Manitobans were far more likely than older citizens to feel their municipality could pay for infrastructure projects without looking elsewhere for funds ( $42 \% 18-34$ years versus $28 \%$ aged $55+$ ), as did those with some post-secondary education and with small children at home ( $43 \%$ each).

### 2.3 Support for Dedicated Sales Tax

A slim majority of Manitobans would support a one percent municipal sales tax to pay for infrastructure renewal projects.

Q. 3 "If a one percent municipal sales tax were proposed in Manitoba, on the condition that these funds would be used only for infrastructure renewal projects, would you support or oppose this idea? (Is that strongly or somewhat?)?' ( $n=1000$ )


- \% of All Respondents -

Fifty-four percent of Manitobans (including 22\% "strongly" support) report they would support the idea of an additional one percent municipal tax dedicated exclusively for infrastructure renewal projects. Conversely, forty percent opposed this idea (including $28 \%$ "strongly" oppose).

Strongest proponents of this tax included:
> Manitobans aged 18-34 years (63\%)
> Middle-income respondents ( $63 \%$ \$30K-\$59K)

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1. In your opinion, how much priority do you think should be given by minicipal governments in Manitoba to infrastructure renewal projects?
2. Thinking about the infrastructure upgrades that might be needed in your community, do you think your own municipality could afford to address its current infrastructure needs without raising taxes or getting these funds from another level of government?

|  |  |  | TOTAL | PROVINCIAL REGION |  | RESIDENCE |  | GENDER |  | AGE |  |  | MALES |  |  | FEMALES |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Winnipeg | Rural | Built-up Area ${ }^{\text {Rural Area }}$ |  | Male | Female | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ |
| BASE |  |  |  | (1000) | (600) | (400) | (731) | (252) | (484) | (516) | (311) | (351) | (277) | (156) | (175) | (124) | (155) | (176) | (154) |
| INFRASTRUCTURE RENEWAL | Highest priority | Count | 265 | 150 | 115 | 191 | 71 | 131 | 134 | 75 | 84 | 89 | 34 | 43 | 44 | 41 | 41 | 45 |
|  |  |  | 27\% | 25\% | 29\% | 26\% | 28\% | 27\% | 26\% | 24\% | 24\% | 32\% | 22\% | 25\% | 36\% | 26\% | 23\% | 30\% |
|  | High priority | Count | 668 | 412 | 256 | 499 | 160 | 312 | 357 | 213 | 255 | 174 | 103 | 125 | 72 | 109 | 130 | 102 |
|  |  |  | 67\% | 69\% | 64\% | 68\% | 64\% | 64\% | 69\% | 68\% | 73\% | 63\% | 66\% | 71\% | 58\% | 71\% | 74\% | 66\% |
|  | Lower priority | Count | 38 | 23 | 14 | 25 | 10 | 26 | 11 | 21 | 7 | 8 | 17 | 4 | 4 | 5 | 3 | 4 |
|  |  |  | 4\% | 4\% | 4\% | 3\% | 4\% | 5\% | 2\% | 7\% | 2\% | 3\% | 11\% | 2\% | 3\% | 3\% | 2\% | 3\% |
|  | Not a priority | Count | 7 | 2 | 5 | 4 | 3 | 5 | 2 |  | 3 | 3 |  | 2 | 2 |  | 1 | 1 |
|  |  |  | 1\% | 0\% | 1\% | 1\% | 1\% | 1\% | 0\% |  | 1\% | 1\% |  | 1\% | 2\% |  | 1\% | 1\% |
|  | (DKINS) | Count | 22 | 12 | 10 | 13 | 6 | 11 | 11 | 2 | 2 | 4 | 2 | 1 | 2 |  | 1 | 2 |
|  |  |  | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% |  | 1\% | 1\% |
| Summary | Priority |  | 93\% | 94\% | 93\% | 94\% | 92\% | 91\% | 95\% | 92\% | 97\% | 95\% | 88\% | 96\% | 94\% | 97\% | 97\% | 96\% |
|  | Not priority |  | 4\% | 4\% | 5\% | 4\% | 5\% | 6\% | 3\% | 7\% | 3\% | 4\% | 11\% | 3\% | 5\% | 3\% | 2\% | 3\% |
|  | (DK/NS) |  | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% |  | 1\% | 1\% |
| MUNI CAN AFFORD INFRASTRUCTURE NEEDS | Yes | Count | 347 | 228 | 119 | 268 | 71 | 159 | 188 | 129 | 123 | 79 | 63 | 59 | 30 | 66 | 64 | 49 |
|  |  |  | 35\% | 38\% | 30\% | 37\% | 28\% | 33\% | 37\% | 42\% | 35\% | 28\% | 41\% | 34\% | 24\% | 42\% | 37\% | 32\% |
|  | No | Count | 545 | 298 | 247 | 381 | 157 | 288 | 257 | 162 | 188 | 170 | 85 | 104 | 85 | 77 | 84 | 85 |
|  |  |  | 55\% | 50\% | 62\% | 52\% | 62\% | 60\% | 50\% | 52\% | 54\% | 61\% | 55\% | 59\% | 68\% | 50\% | 48\% | 55\% |
|  | (DK/NS) | Count | 107 | 74 | 34 | 82 | 24 | 37 | 70 | 19 | 40 | 29 | 8 | 12 | 9 | 12 | 28 | 20 |
|  |  |  | 11\% | 12\% | 8\% | 11\% | 9\% | 8\% | 14\% | 6\% | 11\% | 10\% | 5\% | 7\% | 7\% | 8\% | 16\% | 13\% |

SECTION AMM

1. In your opinion, how much priority do you think should be given by minicipal governments in Manitoba to infrastructure renewal projects?
2. Thinking about the infrastructure upgrades that might be needed in your community, do you think your own municipality could afford to address its current infrastructure needs without raising taxes or getting these funds from another level of government?

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE |  |  |  | (1000) | (315) | (179) | (480) | (327) | (655) | (768) | (193) | (122) | (274) | (421) | (144) | (277) |
| INFRASTRUCTURE RENEWAL | Highest priority | Count | 265 | 83 | 48 | 134 | 74 | 191 | 211 | 52 | 37 | 73 | 110 | 41 | 68 |
|  |  |  | 27\% | 26\% | 27\% | 28\% | 23\% | 29\% | 28\% | 27\% | 31\% | 27\% | 26\% | 29\% | 25\% |
|  | High priority | Count | 668 | 206 | 124 | 326 | 233 | 431 | 519 | 129 | 76 | 191 | 290 | 95 | 195 |
|  |  |  | 67\% | 65\% | 69\% | 68\% | 71\% | 66\% | 68\% | 66\% | 62\% | 70\% | 69\% | 66\% | 70\% |
|  | Lower priority | Count | 38 | 16 | 5 | 16 | 21 | 16 | 28 | 8 | 5 | 10 | 18 | 4 | 13 |
|  |  |  | 4\% | 5\% | 3\% | 3\% | 6\% | 2\% | 4\% | 4\% | 4\% | 3\% | 4\% | 3\% | 5\% |
|  | Not a priority | Count | 7 | 3 | 3 | 1 |  | 7 | 4 | 2 | 3 |  | 1 | 1 |  |
|  |  |  | 1\% | 1\% | 1\% | 0\% |  | 1\% | 1\% | 1\% | 2\% |  | 0\% | 1\% |  |
|  | (DK/NS) | Count | 22 | 8 |  | 3 |  | 10 | 6 | 3 | 1 | 1 | 2 | 2 |  |
|  |  |  | 2\% | 2\% |  | 1\% |  | 2\% | 1\% | 1\% | 1\% | 0\% | 0\% | 1\% |  |
| Summary | Priority |  | 93\% | 92\% | 96\% | 96\% | 94\% | 95\% | 95\% | 93\% | 93\% | 96\% | 95\% | 95\% | 95\% |
|  | Not priority |  | 4\% | 6\% | 4\% | 4\% | 6\% | 4\% | 4\% | 5\% | 6\% | 3\% | 4\% | 4\% | 5\% |
|  | (DK/NS) |  | 2\% | 2\% |  | 1\% |  | 2\% | 1\% | 1\% | 1\% | 0\% | 0\% | 1\% |  |
| MUNI CAN AFFORD INFRASTRUCTURE NEEDS | Yes | Count | 347 | 116 | 78 | 149 | 139 | 206 | 263 | 75 | 48 | 96 | 139 | 46 | 93 |
|  |  |  | 35\% | 37\% | 43\% | 31\% | 43\% | 31\% | 34\% | 39\% | 40\% | 35\% | 33\% | 32\% | 34\% |
|  | No | Count | 545 | 164 | 88 | 287 | 159 | 383 | 436 | 94 | 58 | 145 | 258 | 92 | 166 |
|  |  |  | 55\% | 52\% | 49\% | 60\% | 49\% | 58\% | 57\% | 49\% | 48\% | 53\% | 61\% | 64\% | 60\% |
|  | (DK/NS) | Count | 107 | 35 | 13 | 44 | 29 | 66 | 69 | 24 | 16 | 33 | 24 | 6 | 18 |
|  |  |  | 11\% | 11\% | 7\% | 9\% | 9\% | 10\% | 9\% | 13\% | 13\% | 12\% | 6\% | 4\% | 7\% |

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3. If a one percent municipal sales tax were proposed in Manitoba, on the condition that these funds would be used only for infrastructure renewal projects, would you support or oppose this idea?

|  |  |  | TOTAL | PROVINCIAL REGION |  | RESIDENCE |  | GENDER |  | AGE |  |  | MALES |  |  | FEMALES |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Winnipeg | Rural | Built-up Area | Rural Area | Male | Female | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ |
| BASE |  |  |  | (1000) | (600) | (400) | (731) | (252) | (484) | (516) | (311) | (351) | (277) | (156) | (175) | (124) | (155) | (176) | (154) |
| $\begin{aligned} & \hline \text { 1\% SALES TAX } \\ & \text { FOR } \\ & \text { INFRASTRUCTURE } \\ & \text { RENEWAL } \end{aligned}$ | Strongly support | Count | 219 | 120 | 98 | 159 | 58 | 122 | 97 | 70 | 77 | 68 | 43 | 47 | 31 | 28 | 30 | 37 |
|  |  |  | 22\% | 20\% | 25\% | 22\% | 23\% | 25\% | 19\% | 23\% | 22\% | 25\% | 27\% | 27\% | 25\% | 18\% | 17\% | 24\% |
|  | Somewhat support | Count | 322 | 188 | 134 | 233 | 84 | 135 | 186 | 127 | 106 | 78 | 55 | 42 | 31 | 72 | 64 | 47 |
|  |  |  | 32\% | 31\% | 33\% | 32\% | 33\% | 28\% | 36\% | $41 \%$ | 30\% | 28\% | 35\% | 24\% | 25\% | 47\% | 37\% | 31\% |
|  | Somewhat oppose | Count | 121 | 78 | 43 | 91 | 26 | 56 | 65 | 40 | 45 | 31 | 18 | 22 | 14 | 22 | 23 | 17 |
|  |  |  | 12\% | 13\% | 11\% | 12\% | 11\% | 12\% | 13\% | 13\% | 13\% | 11\% | 11\% | 13\% | 12\% | 14\% | 13\% | 11\% |
|  | Strongly oppose | Count | 281 | 179 | 102 | 209 | 67 | 148 | 133 | 65 | 109 | 85 | 36 | 60 | 42 | 29 | 49 | 43 |
|  |  |  | 28\% | 30\% | 25\% | 29\% | 27\% | 31\% | 26\% | 21\% | 31\% | 31\% | 23\% | 34\% | 34\% | 19\% | 28\% | 28\% |
|  | (Depends) | Count | 22 | 11 | 11 | 11 | 10 | 10 | 12 | 7 | 3 | 7 | 5 | 1 | 2 | 2 | 2 | 5 |
|  |  |  | 2\% | 2\% | 3\% | 1\% | 4\% | 2\% | 2\% | 2\% | 1\% | 3\% | 3\% | 1\% | 2\% | 1\% | 1\% | 3\% |
|  | (Neither) | Count | 7 | 6 | 1 | 6 | 1 | 3 | 4 |  | 1 | 4 |  |  | 2 |  | 1 | 2 |
|  |  |  | 1\% | 1\% | 0\% | 1\% | 0\% | 1\% | 1\% |  | 0\% | 1\% |  |  | 2\% |  | 1\% | 1\% |
|  | (DK/NS) | Count | 29 | 18 | 11 | 22 | 5 | 11 | 18 | 2 | 9 | 4 |  | 3 | 1 | 2 | 6 | 3 |
|  |  |  | 3\% | 3\% | 3\% | 3\% | 2\% | 2\% | 4\% | 1\% | 3\% | 2\% |  | 2\% | 1\% | 1\% | 3\% | 2\% |
| Summary | Support |  | 54\% | 51\% | 58\% | 54\% | 57\% | 53\% | 55\% | 63\% | 52\% | 53\% | 62\% | 51\% | 50\% | 64\% | 54\% | 55\% |
|  | Neutra/DK |  | 6\% | 6\% | 6\% | 5\% | 6\% | 5\% | 7\% | 3\% | 4\% | 5\% | 3\% | 2\% | 4\% | 2\% | 5\% | 6\% |
|  | Oppose |  | 40\% | 43\% | 36\% | 41\% | 37\% | 42\% | 38\% | 34\% | 44\% | 42\% | 34\% | 47\% | 46\% | 33\% | 41\% | 39\% |

3. If a one percent municipal sales tax were proposed in Manitoba, on the condition that these funds would be used only for infrastructure renewal projects, would you support or oppose this idea?

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | <\$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE |  |  |  | (1000) | (315) | (179) | (480) | (327) | (655) | (768) | (193) | (122) | (274) | (421) | (144) | (277) |
| 1\% SALES TAX FOR INFRASTRUCTURE RENEWAL | Strongly | Count | 219 | 78 | 36 | 105 | 59 | 159 | 163 | 50 | 32 | 59 | 103 | 37 | 66 |
|  | support |  | 22\% | 25\% | 20\% | 22\% | 18\% | 24\% | 21\% | 26\% | 27\% | 22\% | 24\% | 26\% | 24\% |
|  | Somewhat | Count | 322 | 102 | 54 | 160 | 122 | 197 | 242 | 69 | 36 | 113 | 130 | 48 | 81 |
|  | support |  | 32\% | 33\% | 30\% | 33\% | 37\% | 30\% | 32\% | 36\% | 30\% | 41\% | 31\% | 34\% | 29\% |
|  | Somewhat | Count | 121 | 34 | 28 | 57 | 50 | 70 | 96 | 24 | 17 | 37 | 48 | 22 | 26 |
|  | oppose |  | 12\% | 11\% | 15\% | 12\% | 15\% | 11\% | 12\% | 12\% | 14\% | 14\% | 11\% | 15\% | 9\% |
|  | Strongly | Count | 281 | 85 | 52 | 138 | 88 | 191 | 234 | 39 | 28 | 57 | 126 | 34 | 92 |
|  | oppose |  | 28\% | 27\% | 29\% | 29\% | 27\% | 29\% | 30\% | 20\% | 23\% | 21\% | 30\% | 23\% | 33\% |
|  | (Depends) | Count | 22 | 2 | 6 | 13 | 4 | 17 | 17 | 3 | 2 | 3 | 9 | 2 | 7 |
|  |  |  | 2\% | 1\% | 3\% | 3\% | 1\% | 3\% | 2\% | 2\% | 2\% | 1\% | 2\% | 1\% | 3\% |
|  | (Neither) | Count | 7 | 2 | 2 | 1 |  | 7 | 3 | 2 | 1 | 1 | 2 |  | 2 |
|  |  |  | 1\% | 1\% | 1\% | 0\% |  | 1\% | 0\% | 1\% | 1\% | 0\% | 0\% |  | 1\% |
|  | (DK/NS) | Count | 29 | 11 | 2 | 5 | 4 | 15 | 13 | 5 | 5 | 3 | 4 | 1 | 3 |
|  |  |  | 3\% | 3\% | 1\% | 1\% | 1\% | 2\% | 2\% | 3\% | 4\% | 1\% | 1\% | 1\% | 1\% |
| Summary | Support |  | 54\% | 57\% | 50\% | 55\% | 55\% | 54\% | 53\% | 62\% | 56\% | 63\% | 55\% | 59\% | 53\% |
|  | Neutra//DK |  | 6\% | 5\% | 5\% | 4\% | 2\% | 6\% | 4\% | 5\% | 6\% | 3\% | 4\% | 2\% | 4\% |
|  | Oppose |  | 40\% | 38\% | 44\% | 41\% | 42\% | 40\% | 43\% | 33\% | 37\% | 34\% | 41\% | 39\% | 43\% |

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SECTION DS
Demographics - Region, Gender

|  |  |  | TOTAL | PROVINCIAL REGION |  | RESIDENCE |  | GENDER |  | AGE |  |  | MALES |  |  | FEMALES |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Winnipeg | Rural | Built-up Area | Rural Area | Male | Female | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ |
| BASE |  |  |  | (1000) | (600) | (400) | (731) | (252) | (484) | (516) | (311) | (351) | (277) | (156) | (175) | (124) | (155) | (176) | (154) |
| REGION | (NET) Winnipeg | Cases | 600 | 600 |  | 587 |  | 287 | 313 | 172 | 225 | 163 | 86 | 111 | 71 | 86 | 113 | 93 |
|  |  |  | 60\% | 100\% |  | 80\% |  | 59\% | 61\% | 55\% | 64\% | 59\% | 55\% | 64\% | 57\% | 56\% | 65\% | 60\% |
|  | Northwest | Cases | 124 | 124 |  | 124 |  | 54 | 70 | 25 | 52 | 38 | 11 | 22 | 16 | 14 | 30 | 22 |
|  |  |  | 12\% | 21\% |  | 17\% |  | 11\% | 14\% | 8\% | 15\% | 14\% | 7\% | 12\% | 13\% | 9\% | 17\% | 14\% |
|  | Core | Cases | 118 | 118 |  | 110 |  | 52 | 66 | 37 | 38 | 30 | 17 | 18 | 11 | 20 | 20 | 19 |
|  |  |  | 12\% | 20\% |  | 15\% |  | 11\% | 13\% | 12\% | 11\% | 11\% | 11\% | 10\% | 9\% | 13\% | 11\% | 12\% |
|  | Southwest | Cases | 140 | 140 |  | 137 |  | 76 | 64 | 30 | 58 | 45 | 17 | 34 | 21 | 13 | 24 | 24 |
|  |  |  | 14\% | 23\% |  | 19\% |  | 16\% | 13\% | 10\% | 17\% | 16\% | 11\% | 19\% | 17\% | 8\% | 14\% | 16\% |
|  | Southeast | Cases | 98 | 98 |  | 97 |  | 47 | 52 | 34 | 30 | 27 | 17 | 18 | 9 | 17 | 12 | 18 |
|  |  |  | 10\% | 16\% |  | 13\% |  | 10\% | 10\% | 11\% | 8\% | 10\% | 11\% | 10\% | 7\% | 11\% | 7\% | 12\% |
|  | Northeast | Cases | 120 | 120 |  | 120 |  | 58 | 62 | 45 | 47 | 24 | 23 | 20 | 14 | 22 | 28 | 10 |
|  |  |  | 12\% | 20\% |  | 16\% |  | 12\% | 12\% | 14\% | 14\% | 9\% | 15\% | 11\% | 11\% | 14\% | 16\% | 7\% |
|  | Rural | Cases | 400 |  | 400 | 144 | 252 | 197 | 203 | 139 | 126 | 114 | 70 | 64 | 53 | 69 | 62 | 61 |
|  |  |  | 40\% |  | 100\% | 20\% | 100\% | 41\% | 39\% | 45\% | 36\% | 41\% | 45\% | 36\% | 43\% | 44\% | 35\% | 40\% |
| GENDER | Male | Count | 484 | 287 | 197 | 351 | 123 | 484 |  | 156 | 175 | 124 | 156 | 175 | 124 |  |  |  |
|  |  |  | 48\% | 48\% | 49\% | 48\% | 49\% | 100\% |  | 50\% | 50\% | 45\% | 100\% | 100\% | 100\% |  |  |  |
|  | Female | Count | 516 | 313 | 203 | 380 | 128 |  | 516 | 155 | 176 | 154 |  |  |  | 155 | 176 | 154 |
|  |  |  | 52\% | 52\% | 51\% | 52\% | 51\% |  | 100\% | 50\% | 50\% | 55\% |  |  |  | 100\% | 100\% | 100\% |

SECTION DS
Demographics - Region, Gender

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE |  |  |  | (1000) | (315) | (179) | (480) | (327) | (655) | (768) | (193) | (122) | (274) | (421) | (144) | (277) |
| REGION | (NET) Winnipeg | Cases | 600 | 160 | 107 | 313 | 199 | 389 | 437 | 140 | 72 | 147 | 266 | 92 | 174 |
|  |  |  | 60\% | 51\% | 60\% | 65\% | 61\% | 59\% | 57\% | 72\% | 59\% | 54\% | 63\% | 64\% | 63\% |
|  | Northwest | Cases | 124 | 37 | 21 | 60 | 41 | 80 | 90 | 29 | 12 | 31 | 50 | 24 | 27 |
|  |  |  | 12\% | 12\% | 12\% | 12\% | 13\% | 12\% | 12\% | 15\% | 10\% | 11\% | 12\% | 17\% | 10\% |
|  | Core | Cases | 118 | 47 | 20 | 43 | 29 | 84 | 66 | 43 | 31 | 36 | 26 | 12 | 14 |
|  |  |  | 12\% | 15\% | 11\% | 9\% | 9\% | 13\% | 9\% | 22\% | 25\% | 13\% | 6\% | 9\% | 5\% |
|  | Southwest | Cases | 140 | 12 | 31 | 94 | 50 | 87 | 107 | 29 | 15 | 27 | 78 | 23 | 56 |
|  |  |  | 14\% | 4\% | 17\% | 20\% | 15\% | 13\% | 14\% | 15\% | 12\% | 10\% | 19\% | 16\% | 20\% |
|  | Southeast | Cases | 98 | 23 | 13 | 62 | 32 | 65 | 80 | 17 | 5 | 23 | 53 | 11 | 42 |
|  |  |  | 10\% | 7\% | 7\% | 13\% | 10\% | 10\% | 10\% | 9\% | 4\% | 8\% | 13\% | 8\% | 15\% |
|  | Northeast | Cases | 120 | 41 | 22 | 54 | 47 | 72 | 94 | 22 | 10 | 30 | 59 | 23 | 36 |
|  |  |  | 12\% | 13\% | 12\% | 11\% | 14\% | 11\% | 12\% | 11\% | 8\% | 11\% | 14\% | 16\% | 13\% |
|  | Rural | Cases | 400 | 155 | 72 | 166 | 128 | 266 | 332 | 53 | 50 | 127 | 154 | 52 | 102 |
|  |  |  | 40\% | 49\% | 40\% | 35\% | 39\% | 41\% | 43\% | 28\% | 41\% | 46\% | 37\% | 36\% | 37\% |
| GENDER | Male | Count | 484 | 150 | 81 | 239 | 155 | 322 | 376 | 88 | 48 | 119 | 244 | 84 | 160 |
|  |  |  | 48\% | 48\% | 45\% | 50\% | 47\% | 49\% | 49\% | 45\% | 39\% | 43\% | 58\% | 59\% | 58\% |
|  | Female | Count | 516 | 165 | 98 | 241 | 172 | 333 | 393 | 106 | 74 | 155 | 177 | 60 | 117 |
|  |  |  | 52\% | 52\% | 55\% | 50\% | 53\% | 51\% | 51\% | 55\% | 61\% | 57\% | 42\% | 41\% | 42\% |

[^0]SECTION DS
Demographics - Education, Children At Home, Residence Ownership

|  |  |  | TOTAL | PROVINCIAL REGION |  | RESIDENCE |  | GENDER |  | AGE |  |  | MALES |  |  | FEMALES |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Winnipeg | Rural | Built-up Area | Rural Area | Male | Female | 18-34 | 35-54 | 55 + | 18-34 | 35-54 | $55+$ |  | 35-54 | $55+$ |
| BASE |  |  |  | (600) | (400) | (731) | (252) | (484) | (516) | (311) | (351) | (277) | (156) | (175) | (124) | $\begin{array}{\|c\|} \hline \text { (155) } \\ \hline \end{array}$ | (176) | (154) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | Count |  | 94 | 41 | 52 | 56 | 37 | 48 | 46 | 28 | 21 | 43 | 17 | 12 | 19 | 11 | 9 | 24 |
|  |  |  | 9\% | 7\% | 13\% | 8\% | 15\% | 10\% | 9\% | 9\% | 6\% | 16\% | 11\% | 7\% | 15\% | 7\% | 5\% | 16\% |
|  | Completed high school | Count | 221 | 119 | 102 | 150 | 66 | 103 | 119 | 78 | 76 | 62 | 39 | 36 | 26 | 40 | 40 | 36 |
|  |  |  | 22\% | 20\% | 26\% | 20\% | 26\% | 21\% | 23\% | 25\% | 22\% | 22\% | 25\% | 21\% | 21\% | 26\% | 22\% | 23\% |
|  | Some appreticeship/ trades training | Count | 18 | 9 | 9 | 14 | 4 | 9 | 9 | 2 | 7 | 7 |  | 5 | 3 | 2 | 2 | 4 |
|  |  |  | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 1\% | 2\% | 3\% |  | 3\% | 2\% | 1\% | 1\% | 3\% |
|  | Journey-Person certificate | Count | 11 | 3 | 7 | 3 | 7 | 8 | 2 | 4 | 2 | 3 | 4 | 2 | 2 |  |  | 1 |
|  |  |  | 1\% | 1\% | 2\% | 0\% | 3\% | 2\% | 0\% | 1\% | 1\% | 1\% | 3\% | 1\% | 2\% |  |  | 1\% |
|  | Some community college | Count | 56 | 29 | 27 | 37 | 19 | 26 | 30 | 20 | 20 | 14 | 12 | 10 | 3 | 8 | 10 | 12 |
|  |  |  | 6\% | 5\% | 7\% | 5\% | 8\% | 5\% | 6\% | 7\% | 6\% | 5\% | 8\% | 6\% | 2\% | 5\% | 6\% | 8\% |
|  | $\begin{array}{\|l} \hline \begin{array}{l} \text { Completed community } \\ \text { college } \end{array} \\ \hline \end{array}$ | Count | 132 | 78 | 55 | 94 | 37 | 55 | 77 | 41 | 67 | 23 | 14 | 30 | 10 | 27 | 37 | 13 |
|  |  |  | 13\% | 13\% | 14\% | 13\% | 15\% | 11\% | 15\% | 13\% | 19\% | 8\% | 9\% | 17\% | 8\% | 17\% | 21\% | 9\% |
|  | Some university | Count | 105 | 69 | 36 | 84 | 20 | 47 | 58 | 37 | 37 | 27 | 18 | 11 | 15 | 20 | 26 | 12 |
|  |  |  | 10\% | 11\% | 9\% | 11\% | 8\% | 10\% | 11\% | 12\% | 11\% | 10\% | 11\% | 6\% | 12\% | 13\% | 15\% | 8\% |
|  | Completed university | Count | 337 | 232 | 104 | 273 | 58 | 176 | 161 | 100 | 119 | 98 | 53 | 67 | 47 | 47 | 52 | 51 |
|  |  |  | 34\% | 39\% | 26\% | 37\% | 23\% | 36\% | 31\% | 32\% | 34\% | 35\% | 34\% | 38\% | 38\% | 31\% | 30\% | 33\% |
|  | (Refused/NS) | Count | 27 | 20 | 7 | 20 | 4 | 14 | 12 |  | 2 | 1 |  | 2 | 1 |  |  |  |
|  |  |  | 3\% | 3\% | 2\% | 3\% | 2\% | 3\% | 2\% |  | 1\% | 0\% |  | 1\% | 1\% |  |  |  |
| CHILDREN UNDER 12 AT HOME | Yes | Count | 327 | 199 | 128 | 236 | 88 | 155 | 172 | 156 | 154 | 7 | 68 | 76 | 5 | 88 | 78 | 2 |
|  |  |  | 33\% | 33\% | 32\% | 32\% | 35\% | 32\% | 33\% | 50\% | 44\% | 2\% | 44\% | 43\% | 4\% | 57\% | 45\% | 1\% |
|  | No | Count | 655 | 389 | 266 | 483 | 160 | 322 | 333 | 155 | 196 | 271 | 88 | 99 | 119 | 67 | 97 | 152 |
|  |  |  | 66\% | 65\% | 66\% | 66\% | 64\% | 66\% | 65\% | 50\% | 56\% | 98\% | 56\% | 57\% | 96\% | 43\% | 55\% | 99\% |
|  | (Refused/NS) | Count | 18 | 12 | 6 | 12 | 4 | 7 | 10 |  |  |  |  |  |  |  |  |  |
|  |  |  | 2\% | 2\% | 1\% | 2\% | 2\% | 2\% | 2\% |  |  |  |  |  |  |  |  |  |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | Count | 768 | 437 | 332 | 539 | 219 | 376 | 393 | 218 | 299 | 222 | 107 | 152 | 104 | 111 | 147 | 117 |
|  |  |  | 77\% | 73\% | 83\% | 74\% | 87\% | 78\% | 76\% | 70\% | 85\% | 80\% | 68\% | 87\% | 84\% | 72\% | 84\% | 76\% |
|  | Rent | Count | 193 | 140 | 53 | 164 | 25 | 88 | 106 | 84 | 50 | 55 | 43 | 22 | 19 | 41 | 28 | 36 |
|  |  |  | 19\% | 23\% | 13\% | 22\% | 10\% | 18\% | 20\% | 27\% | 14\% | 20\% | 28\% | 13\% | 15\% | 26\% | 16\% | 23\% |
|  | Other | Count | 9 | 1 | 7 | 5 | 3 | 4 | 4 | 8 | 1 |  | 4 |  |  | 3 | 1 |  |
|  |  |  | 1\% | 0\% | 2\% | 1\% | 1\% | 1\% | 1\% | 2\% | 0\% |  | 3\% |  |  | 2\% | 1\% |  |
|  | (Refused/NS) | Count | 30 | 22 | 8 | 22 | 5 | 17 | 13 | 2 | 1 | 1 | 2 | 1 | 1 |  |  | 1 |
|  |  |  | 3\% | 4\% | 2\% | 3\% | 2\% | 3\% | 3\% | 1\% | 0\% | 0\% | 1\% | 1\% | 1\% |  |  | 0\% |

SECTION DS
Children At Home, Residence Ownership

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE |  |  |  | (1000) | (315) | (179) | (480) | (327) | (655) | (768) | (193) | (122) | (274) | (421) | (144) | (277) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | Count | 94 | 94 |  |  | 27 | 65 | 60 | 32 | 32 | 30 | 13 | 7 | 6 |
|  |  |  | 9\% | 30\% |  |  | 8\% | 10\% | 8\% | 16\% | 26\% | 11\% | 3\% | 5\% | 2\% |
|  | Completed high school | Count | 221 | 221 |  |  | 74 | 146 | 160 | 54 | 31 | 79 | 62 | 27 | 35 |
|  |  |  | 22\% | 70\% |  |  | 23\% | 22\% | 21\% | 28\% | 25\% | 29\% | 15\% | 19\% | 13\% |
|  | Some appreticeship/ trades training | Count | 18 |  | 18 |  | 2 | 16 | 14 | 3 | 4 | 5 | 5 | 4 | 2 |
|  |  |  | 2\% |  | 10\% |  | 1\% | 2\% | 2\% | 2\% | 3\% | 2\% | 1\% | 3\% | 1\% |
|  | Journey-Person certificate | Count | 11 |  |  | 11 | 4 | 6 | 8 | 3 | 1 | 2 | 5 | 2 | 3 |
|  |  |  | 1\% |  |  | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 1\% |
|  | Some community college | Count | 56 |  | 56 |  | 20 | 37 | 40 | 17 | 14 | 17 | 16 | 6 | 10 |
|  |  |  | 6\% |  | 31\% |  | 6\% | 6\% | 5\% | 9\% | 12\% | 6\% | 4\% | 4\% | 4\% |
|  | Completed community college | Count | 132 |  |  | 132 | 46 | 86 | 113 | 19 | 7 | 45 | 66 | 21 | 46 |
|  |  |  | 13\% |  |  | 28\% | 14\% | 13\% | 15\% | 10\% | 6\% | 17\% | 16\% | 14\% | 16\% |
|  | Some university | Count | 105 |  | 105 |  | 32 | 73 | 74 | 27 | 11 | 34 | 47 | 18 | 29 |
|  |  |  | 10\% |  | 59\% |  | 10\% | 11\% | 10\% | 14\% | 9\% | 12\% | 11\% | 12\% | 10\% |
|  | Completed university | Count | 337 |  |  | 337 | 121 | 216 | 296 | 39 | 21 | 62 | 205 | 59 | 145 |
|  |  |  | 34\% |  |  | 70\% | 37\% | 33\% | 39\% | 20\% | 18\% | 22\% | 49\% | 41\% | 52\% |
|  | (Refused/NS) | Count | 27 |  |  |  | 1 | 10 | 4 |  | 1 |  | 2 |  | 2 |
|  |  |  | 3\% |  |  |  | 0\% | 1\% | 0\% |  | 1\% |  | 0\% |  | 1\% |
| CHILDREN UNDER 12 AT HOME | Yes | Count | 327 | 101 | 54 | 171 | 327 |  | 274 | 48 | 23 | 87 | 175 | 54 | 121 |
|  |  |  | 33\% | 32\% | 30\% | 36\% | 100\% |  | 36\% | 25\% | 19\% | 32\% | 42\% | 38\% | 44\% |
|  | No | Count | 655 | 212 | 125 | 308 |  | 655 | 493 | 144 | 99 | 187 | 246 | 90 | 156 |
|  |  |  | 66\% | 67\% | 70\% | 64\% |  | 100\% | 64\% | 74\% | 81\% | 68\% | 58\% | 62\% | 56\% |
|  | (Refused/NS) | Count | 18 | 2 |  |  |  |  | 1 | 1 |  |  |  |  |  |
|  |  |  | 2\% | 1\% |  |  |  |  | 0\% | 1\% |  |  |  |  |  |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | Count | 768 | 220 | 128 | 417 | 274 | 493 | 768 |  | 56 | 207 | 380 | 122 | 258 |
|  |  |  | 77\% | 70\% | 72\% | 87\% | 84\% | 75\% | 100\% |  | 46\% | 76\% | 90\% | 85\% | 93\% |
|  | Rent | Count | 193 | 86 | 47 | 60 | 48 | 144 |  | 193 | 66 | 62 | 37 | 21 | 17 |
|  |  |  | 19\% | 27\% | 27\% | 13\% | 15\% | 22\% |  | 100\% | 54\% | 23\% | 9\% | 14\% | 6\% |
|  | Other | Count | 9 | 6 | 1 | 1 | 2 | 6 |  |  |  | 5 | 2 |  | 2 |
|  |  |  | 1\% | 2\% | 1\% | 0\% | 1\% | 1\% |  |  |  | 2\% | 0\% |  | 1\% |
|  | (Refused/NS) | Count | 30 | 3 | 2 | 2 | 2 | 12 |  |  |  |  | 2 | 2 |  |
|  |  |  | 3\% | 1\% | 1\% | 0\% | 1\% | 2\% |  |  |  |  | 0\% | 1\% |  |

[^1]SECTION DS
Demographics - Age, Family Income

|  |  |  | TOTAL | PROVINCIAL REGION |  | RESIDENCE |  | GENDER |  | AGE |  |  | MALES |  |  | FEMALES |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Winnipeg | Rural | Built-up Area | Rural Area | Male | Female | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ |
| BASE |  |  |  | (1000) | (600) | (400) | (731) | (252) | (484) | (516) | (311) | (351) | (277) | (156) | (175) | (124) | (155) | (176) | (154) |
| AGE | 18 to 24 | Count | 70 | 45 | 25 | 54 | 15 | 46 | 24 | 70 |  |  | 46 |  |  | 24 |  |  |
|  |  |  | 7\% | 8\% | 6\% | 7\% | 6\% | 10\% | 5\% | 23\% |  |  | 30\% |  |  | 16\% |  |  |
|  | 25 to 34 | Count | 241 | 127 | 114 | 172 | 67 | 110 | 131 | 241 |  |  | 110 |  |  | 131 |  |  |
|  |  |  | 24\% | 21\% | 28\% | 23\% | 27\% | 23\% | 25\% | 77\% |  |  | 70\% |  |  | 84\% |  |  |
|  | 35 to 44 | Count | 164 | 108 | 56 | 125 | 36 | 82 | 82 |  | 164 |  |  | 82 |  |  | 82 |  |
|  |  |  | 16\% | 18\% | 14\% | 17\% | 14\% | 17\% | 16\% |  | 47\% |  |  | 47\% |  |  | 47\% |  |
|  | 45 to 54 | Count | 187 | 117 | 70 | 138 | 47 | 93 | 94 |  | 187 |  |  | 93 |  |  | 94 |  |
|  |  |  | 19\% | 19\% | 17\% | 19\% | 19\% | 19\% | 18\% |  | 53\% |  |  | 53\% |  |  | 53\% |  |
|  | 55 to 64 | Count | 129 | 72 | 57 | 92 | 35 | 61 | 69 |  |  | 129 |  |  | 61 |  |  | 69 |
|  |  |  | 13\% | 12\% | 14\% | 13\% | 14\% | 13\% | 13\% |  |  | 47\% |  |  | 49\% |  |  | 45\% |
|  | 65 and older | Count | 148 | 91 | 57 | 107 | 39 | 63 | 85 |  |  | 148 |  |  | 63 |  |  | 85 |
|  |  |  | 15\% | 15\% | 14\% | 15\% | 16\% | 13\% | 16\% |  |  | 53\% |  |  | 51\% |  |  | 55\% |
|  | (Refused/NS) | Count | 61 | 40 | 21 | 44 | 12 | 29 | 31 |  |  |  |  |  |  |  |  |  |
|  |  |  | 6\% | 7\% | 5\% | 6\% | 5\% | 6\% | 6\% |  |  |  |  |  |  |  |  |  |
| Mean (yrs) |  |  | 46.0 | 46.3 | 45.5 | 45.8 | 46.4 | 44.7 | 47.1 | 28.1 | 45.1 | 67.1 | 27.5 | 44.9 | 66.3 | 28.7 | 45.2 | 67.8 |
| HOUSEHOLD INCOME | Under \$10,000 | Count | 23 | 11 | 13 | 16 | 6 | 14 | 9 | 9 | 11 | 3 | 4 | 9 | 1 | 5 | 2 | 2 |
|  |  |  | 2\% | 2\% | 3\% | 2\% | 2\% | 3\% | 2\% | 3\% | 3\% | 1\% | 2\% | 5\% | 1\% | 3\% | 1\% | 1\% |
|  | $\begin{array}{\|l\|} \hline \$ 10,000 \text { to } \\ \$ 29,999 \\ \hline \end{array}$ | Count | 99 | 61 | 37 | 72 | 24 | 34 | 65 | 25 | 24 | 47 | 8 | 10 | 14 | 17 | 14 | 33 |
|  |  |  | 10\% | 10\% | 9\% | 10\% | 10\% | 7\% | 13\% | 8\% | 7\% | 17\% | 5\% | 6\% | 11\% | 11\% | 8\% | 22\% |
|  | $\begin{array}{\|l} \hline \$ 30,000 \text { to } \\ \$ 59,999 \\ \hline \end{array}$ | Count | 274 | 147 | 127 | 185 | 87 | 119 | 155 | 102 | 92 | 74 | 47 | 36 | 34 | 56 | 56 | 40 |
|  |  |  | 27\% | 24\% | 32\% | 25\% | 35\% | 25\% | 30\% | 33\% | 26\% | 27\% | 30\% | 21\% | 28\% | 36\% | 32\% | 26\% |
|  | $\begin{aligned} & \hline \$ 60,000 \text { to } \\ & \$ 79,999 \end{aligned}$ | Count | 144 | 92 | 52 | 113 | 29 | 84 | 60 | 50 | 52 | 37 | 30 | 31 | 22 | 20 | 21 | 15 |
|  |  |  | 14\% | 15\% | 13\% | 15\% | 12\% | 17\% | 12\% | 16\% | 15\% | 13\% | 19\% | 18\% | 18\% | 13\% | 12\% | 10\% |
|  | $\begin{aligned} & \$ 80,000 \text { or } \\ & \text { over } \\ & \hline \end{aligned}$ | Count | 277 | 174 | 102 | 216 | 60 | 160 | 117 | 94 | 127 | 52 | 48 | 75 | 33 | 46 | 52 | 18 |
|  |  |  | 28\% | 29\% | 26\% | 30\% | 24\% | 33\% | 23\% | 30\% | 36\% | 19\% | 31\% | 43\% | 27\% | 30\% | 29\% | 12\% |
|  | (Refused/NS) | Count | 183 | 115 | 68 | 129 | 45 | 74 | 109 | 30 | 45 | 64 | 19 | 14 | 19 | 11 | 31 | 45 |
|  |  |  | 18\% | 19\% | 17\% | 18\% | 18\% | 15\% | 21\% | 10\% | 13\% | 23\% | 12\% | 8\% | 15\% | 7\% | 17\% | 29\% |

Demographics - Age, Family Income

|  |  |  |  |  | EDUCATION |  | CHILDREN | AT HOME | RESID | NCE | HO | SEHOLD INCO |  | INCOME | $60 \mathrm{~K}+$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | TOTAL | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE |  |  | (1000) | (315) | (179) | (480) | (327) | (655) | (768) | (193) | (122) | (274) | (421) | (144) | (277) |
| AGE | 18 to 24 | Count | 70 | 36 | 25 | 9 | 18 | 52 | 37 | 24 | 9 | 19 | 31 | 16 | 15 |
|  |  |  | 7\% | 11\% | 14\% | 2\% | 6\% | 8\% | 5\% | 13\% | 8\% | 7\% | 7\% | 11\% | 5\% |
|  | 25 to 34 | Count | 241 | 70 | 34 | 136 | 138 | 103 | 181 | 60 | 24 | 84 | 114 | 35 | 79 |
|  |  |  | 24\% | 22\% | 19\% | 28\% | 42\% | 16\% | 24\% | 31\% | 20\% | 30\% | 27\% | 24\% | 29\% |
|  | 35 to 44 | Count | 164 | 35 | 27 | 100 | 110 | 54 | 142 | 21 | 12 | 39 | 97 | 27 | 70 |
|  |  |  | 16\% | 11\% | 15\% | 21\% | 34\% | 8\% | 18\% | 11\% | 10\% | 14\% | 23\% | 19\% | 25\% |
|  | 45 to 54 | Count | 187 | 62 | 37 | 87 | 44 | 143 | 157 | 29 | 23 | 53 | 82 | 25 | 57 |
|  |  |  | 19\% | 20\% | 21\% | 18\% | 13\% | 22\% | 20\% | 15\% | 19\% | 19\% | 19\% | 17\% | 21\% |
|  | 55 to 64 | Count | 129 | 40 | 21 | 67 | 5 | 125 | 110 | 20 | 12 | 34 | 53 | 18 | 36 |
|  |  |  | 13\% | 13\% | 12\% | 14\% | 1\% | 19\% | 14\% | 10\% | 10\% | 13\% | 13\% | 12\% | 13\% |
|  | 65 and older | Count | 148 | 65 | 27 | 57 | 2 | 146 | 112 | 35 | 39 | 40 | 35 | 20 | 16 |
|  |  |  | 15\% | 21\% | 15\% | 12\% | 1\% | 22\% | 15\% | 18\% | 32\% | 14\% | 8\% | 14\% | 6\% |
|  | (Refused/NS) | Count | 61 | 8 | 7 | 22 | 10 | 33 | 30 | 5 | 2 | 6 | 8 | 4 | 4 |
|  |  |  | 6\% | 2\% | 4\% | 5\% | 3\% | 5\% | 4\% | 3\% | 2\% | 2\% | 2\% | 3\% | 2\% |
| Mean (yrs) |  |  | 46.0 | 47.1 | 45.5 | 45.4 | 36.1 | 51.0 | 46.7 | 44.1 | 51.2 | 45.1 | 43.1 | 44.2 | 42.5 |
| HOUSEHOLD | Under \$10,000 | Count | 23 | 14 | 5 | 5 | 4 | 19 | 9 | 14 | 23 |  |  |  |  |
| INCOME |  |  | 2\% | 4\% | 3\% | 1\% | 1\% | 3\% | 1\% | 7\% | 19\% |  |  |  |  |
|  | \$10,000 to | Count | 99 | 49 | 24 | 25 | 19 | 80 | 47 | 52 | 99 |  |  |  |  |
|  | $\$ 29,999$ |  | 10\% | 16\% | 13\% | 5\% | 6\% | 12\% | 6\% | 27\% | 81\% |  |  |  |  |
|  | \$30,000 to | Count | 274 | 109 | 56 | 109 | 87 | 187 | 207 | 62 |  | 274 |  |  |  |
|  | $\$ 59,999$ |  | 27\% | 35\% | 31\% | 23\% | 27\% | 29\% | 27\% | 32\% |  | 100\% |  |  |  |
|  | \$60,000 to | Count | 144 | 34 | 28 | 82 | 54 | 90 | 122 | 21 |  |  | 144 | 144 |  |
|  | \$79,999 |  | 14\% | 11\% | 15\% | 17\% | 17\% | 14\% | 16\% | 11\% |  |  | 34\% | 100\% |  |
|  | \$80,000 or | Count | 277 | 41 | 40 | 194 | 121 | 156 | 258 | 17 |  |  | 277 |  | 277 |
|  | over |  | 28\% | 13\% | 23\% | 40\% | 37\% | 24\% | 34\% | 9\% |  |  | 66\% |  | 100\% |
|  | (Refused/NS) | Count | 183 | 67 | 27 | 65 | 42 | 124 | 125 | 28 |  |  |  |  |  |
|  |  |  | 18\% | 21\% | 15\% | 14\% | 13\% | 19\% | 16\% | 14\% |  |  |  |  |  |

[^2]dEmographics

* (DK/NS) REMOVED **

|  |  | TOTAL | PROVINCIAL REGION |  | RESIDENCE |  | GENDER |  | AGE |  |  | MALES |  |  | FEMALES |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Winnipeg | Rural | Built-up Area | Rural Area | Male | Female | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ | 18-34 | 35-54 | $55+$ |
| BASE |  |  | (973) | (580) | (393) | (711) | (247) | (470) | (503) | (311) | (349) | (277) | (156) | (173) | (123) | (155) | (176) | (154) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | 10\% | 7\% | 13\% | 8\% | 15\% | 10\% | 9\% | 9\% | 6\% | 16\% | 11\% | 7\% | 15\% | 7\% | 5\% | 16\% |
|  | Completed high school | 23\% | 20\% | 26\% | 21\% | 27\% | 22\% | 24\% | 25\% | 22\% | 22\% | 25\% | 21\% | 21\% | 26\% | 22\% | 23\% |
|  | Some appreticeship/ trades training | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 2\% | 1\% | 2\% | 3\% |  | 3\% | 2\% | 1\% | 1\% | 3\% |
|  | Journey-Person certificate | 1\% | 1\% | 2\% | 0\% | 3\% | 2\% | 0\% | 1\% | 1\% | 1\% | 3\% | 1\% | 2\% |  |  | 1\% |
|  | Some community college | 6\% | 5\% | 7\% | 5\% | 8\% | 6\% | 6\% | 7\% | 6\% | 5\% | 8\% | 6\% | 2\% | 5\% | 6\% | 8\% |
|  | Completed community college | 14\% | 13\% | 14\% | 13\% | 15\% | 12\% | 15\% | 13\% | 19\% | 8\% | 9\% | 17\% | 8\% | 17\% | 21\% | 9\% |
|  | Some university | 11\% | 12\% | 9\% | 12\% | 8\% | 10\% | 12\% | 12\% | 11\% | 10\% | 11\% | 6\% | 12\% | 13\% | 15\% | 8\% |
|  | Completed university | 35\% | 40\% | 27\% | 38\% | 23\% | 37\% | 32\% | 32\% | 34\% | 35\% | 34\% | 39\% | 38\% | 31\% | 30\% | 33\% |
| BASE |  | (982) | (588) | (394) | (719) | (248) | (477) | (505) | (311) | (351) | (277) | (156) | (175) | (124) | (155) | (176) | (154) |
| CHILDREN UNDER 12 AT HOME | Yes | 33\% | 34\% | 33\% | 33\% | 35\% | 33\% | 34\% | 50\% | 44\% | 2\% | 44\% | 43\% | 4\% | 57\% | 45\% | 1\% |
|  | No | 67\% | 66\% | 67\% | 67\% | 65\% | 67\% | 66\% | 50\% | 56\% | 98\% | 56\% | 57\% | 96\% | 43\% | 55\% | 99\% |
| BASE |  | (970) | (578) | (392) | (709) | (247) | (468) | (502) | (309) | (350) | (276) | (155) | (174) | (123) | (155) | (176) | (153) |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | 79\% | 76\% | 85\% | 76\% | 89\% | 80\% | 78\% | 70\% | 86\% | 80\% | 69\% | 87\% | 85\% | 72\% | 84\% | 77\% |
|  | Rent | 20\% | 24\% | 14\% | 23\% | 10\% | 19\% | 21\% | 27\% | 14\% | 20\% | 28\% | 13\% | 15\% | 26\% | 16\% | 23\% |
|  | Other | 1\% | 0\% | 2\% | 1\% | 1\% | 1\% | 1\% | 2\% | 0\% |  | 3\% |  |  | 2\% | 1\% |  |
| BASE |  | (939) | (560) | (379) | (688) | (239) | (455) | (484) | (311) | (351) | (277) | (156) | (175) | (124) | (155) | (176) | (154) |
| AGE | 18 to 24 | 7\% | 8\% | 7\% | 8\% | 6\% | 10\% | 5\% | 23\% |  |  | 30\% |  |  | 16\% |  |  |
|  | 25 to 34 | 26\% | 23\% | 30\% | 25\% | 28\% | 24\% | 27\% | 77\% |  |  | 70\% |  |  | 84\% |  |  |
|  | 35 to 44 | 17\% | 19\% | 15\% | 18\% | 15\% | 18\% | 17\% |  | 47\% |  |  | 47\% |  |  | 47\% |  |
|  | 45 to 54 | 20\% | 21\% | 18\% | 20\% | 20\% | 20\% | 19\% |  | 53\% |  |  | 53\% |  |  | 53\% |  |
|  | 55 to 64 | 14\% | 13\% | 15\% | 13\% | 15\% | 13\% | 14\% |  |  | 47\% |  |  | 49\% |  |  | 45\% |
|  | 65 and older | 16\% | 16\% | 15\% | 16\% | 16\% | 14\% | 18\% |  |  | 53\% |  |  | 51\% |  |  | 55\% |
| BASE |  | (817) | (485) | (332) | (603) | (206) | (410) | (407) | (281) | (306) | (214) | (137) | (161) | (105) | (144) | (145) | (109) |
| HOUSEHOLD INCOME | Under \$10,000 | 3\% | 2\% | 4\% | 3\% | 3\% | 3\% | 2\% | 3\% | 4\% | 2\% | 3\% | 6\% | 1\% | 4\% | 1\% | 2\% |
|  | \$10,000 to \$29,999 | 12\% | 13\% | 11\% | 12\% | 12\% | 8\% | 16\% | 9\% | 8\% | 22\% | 6\% | 6\% | 13\% | 11\% | 10\% | 31\% |
|  | \$30,000 to \$59,999 | 34\% | 30\% | 38\% | 31\% | 42\% | 29\% | 38\% | 36\% | 30\% | 35\% | 34\% | 22\% | 33\% | 39\% | 38\% | $37 \%$ |
|  | \$60,000 to \$79,999 | 18\% | 19\% | 16\% | 19\% | 14\% | 21\% | 15\% | 18\% | 17\% | 17\% | 22\% | 19\% | 21\% | 14\% | 15\% | 14\% |
|  | \$80,000 or over | 34\% | 36\% | 31\% | 36\% | 29\% | 39\% | 29\% | 34\% | 41\% | 24\% | 35\% | 47\% | 32\% | 32\% | 36\% | 17\% |

DEMOGRAPHICS
** (DK/NS) REMOVED **

|  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE |  |  | (973) | (315) | (179) | (480) | (326) | (645) | (765) | (193) | (121) | (274) | (419) | (144) | (275) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | 10\% | 30\% |  |  | 8\% | 10\% | 8\% | 16\% | 27\% | 11\% | 3\% | 5\% | 2\% |
|  | Completed high school | 23\% | 70\% |  |  | 23\% | 23\% | 21\% | 28\% | 26\% | 29\% | 15\% | 19\% | 13\% |
|  | Some appreticeship/ trades training | 2\% |  | 10\% |  | 1\% | 2\% | 2\% | 2\% | 3\% | 2\% | 1\% | 3\% | 1\% |
|  | Journey-Person certificate | 1\% |  |  | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 1\% |
|  | Some community college | 6\% |  | 31\% |  | 6\% | 6\% | 5\% | 9\% | 12\% | 6\% | 4\% | 4\% | 4\% |
|  | Completed community college | 14\% |  |  | 28\% | 14\% | 13\% | 15\% | 10\% | 6\% | 17\% | 16\% | 14\% | 17\% |
|  | Some university | 11\% |  | 59\% |  | 10\% | 11\% | 10\% | 14\% | 9\% | 12\% | 11\% | 12\% | 10\% |
|  | Completed university | 35\% |  |  | 70\% | 37\% | 33\% | 39\% | 20\% | 18\% | 22\% | 49\% | 41\% | 53\% |
| BASE |  | (982) | (313) | (179) | (480) | (327) | (655) | (767) | (192) | (122) | (274) | (421) | (144) | (277) |
| CHILDREN UNDER 12 AT HOME | Yes | 33\% | 32\% | 30\% | 36\% | 100\% |  | 36\% | 25\% | 19\% | 32\% | 42\% | 38\% | 44\% |
|  | No | 67\% | 68\% | 70\% | 64\% |  | 100\% | 64\% | 75\% | 81\% | 68\% | 58\% | 62\% | 56\% |
| BASE |  | (970) | (312) | (177) | (478) | (325) | (643) | (768) | (193) | (122) | (274) | (419) | (142) | (277) |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | 79\% | 71\% | 72\% | 87\% | 84\% | 77\% | 100\% |  | 46\% | 76\% | 91\% | 85\% | 93\% |
|  | Rent | 20\% | 27\% | 27\% | 13\% | 15\% | 22\% |  | 100\% | 54\% | 23\% | 9\% | 15\% | 6\% |
|  | Other | 1\% | 2\% | 1\% | 0\% | 1\% | 1\% |  |  |  | 2\% | 0\% |  | 1\% |
| BASE |  | (939) | (307) | (172) | (458) | (317) | (623) | (739) | (188) | (120) | (269) | (413) | (140) | (273) |
| AGE | 18 to 24 | 7\% | 12\% | 15\% | 2\% | 6\% | 8\% | 5\% | 13\% | 8\% | 7\% | 7\% | 11\% | 5\% |
|  | 25 to 34 | 26\% | 23\% | 20\% | 30\% | 43\% | 17\% | 24\% | 32\% | 20\% | 31\% | 28\% | 25\% | 29\% |
|  | 35 to 44 | 17\% | 11\% | 16\% | 22\% | 35\% | 9\% | 19\% | 11\% | 10\% | 15\% | 24\% | 19\% | 26\% |
|  | 45 to 54 | 20\% | 20\% | 22\% | 19\% | 14\% | 23\% | 21\% | 15\% | 19\% | 20\% | 20\% | 18\% | 21\% |
|  | 55 to 64 | 14\% | 13\% | 12\% | 15\% | 1\% | 20\% | 15\% | 10\% | 10\% | 13\% | 13\% | 13\% | 13\% |
|  | 65 and older | 16\% | 21\% | 15\% | 12\% | 1\% | 23\% | 15\% | 19\% | 32\% | 15\% | 9\% | 14\% | 6\% |
| BASE |  | (817) | (248) | (152) | (415) | (285) | (532) | (644) | (165) | (122) | (274) | (421) | (144) | (277) |
| HOUSEHOLD INCOME | Under \$10,000 | 3\% | 6\% | 3\% | 1\% | 1\% | 4\% | 1\% | 9\% | 19\% |  |  |  |  |
|  | \$10,000 to \$29,999 | 12\% | 20\% | 15\% | 6\% | 7\% | 15\% | 7\% | 31\% | 81\% |  |  |  |  |
|  | \$30,000 to \$59,999 | 34\% | 44\% | 37\% | 26\% | 31\% | 35\% | 32\% | 38\% |  | 100\% |  |  |  |
|  | \$60,000 to \$79,999 | 18\% | 14\% | 18\% | 20\% | 19\% | 17\% | 19\% | 12\% |  |  | 34\% | 100\% |  |
|  | \$80,000 or over | 34\% | 17\% | 27\% | 47\% | 42\% | 29\% | 40\% | 10\% |  |  | 66\% |  | 100\% |

[^3]1. In your opinion, how much priority do you think should be given by minicipal governments in Manitoba to infrastructure renewal projects?
2. Thinking about the infrastructure upgrades that might be needed in your community, do you think your own municipality could afford to address its current infrastructure needs without raising taxes or getting these funds from another level of government?

|  |  |  | TOTAL | WINNIPEG REGION |  |  |  |  | GENDER |  | AGE |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18-34 | 35-54 | $55+$ |
| BASE: WINNIPEG |  |  |  | (600) | (124) | (120) | (98) | (140) | (118) | (287) | (313) | (172) | (225) | (163) |
| INFRASTRUCTURE RENEWAL | Highest priority | Count | 150 | 28 | 28 | 30 | 31 | 32 | 72 | 78 | 43 | 51 | 45 |
|  |  |  | 25\% | 23\% | 23\% | 30\% | 22\% | 27\% | 25\% | 25\% | 25\% | 23\% | 28\% |
|  | High priority | Count | 412 | 88 | 84 | 63 | 101 | 77 | 193 | 219 | 118 | 166 | 109 |
|  |  |  | 69\% | 71\% | 70\% | 64\% | 72\% | 65\% | 67\% | 70\% | 69\% | 74\% | 67\% |
|  | Lower priority | Count | 23 | 4 | 6 | 4 | 5 | 4 | 16 | 7 | 11 | 5 | 6 |
|  |  |  | 4\% | 4\% | 5\% | 4\% | 4\% | 3\% | 6\% | 2\% | 6\% | 2\% | 4\% |
|  | Not a priority | Count | 2 |  | 1 |  | 1 | 1 | 2 |  |  |  | 1 |
|  |  |  | 0\% |  | 1\% |  | 0\% | 1\% | 1\% |  |  |  | 1\% |
|  | (DK/NS) | Count | 12 | 3 | 1 | 2 | 2 | 5 | 4 | 9 |  | 2 | 2 |
|  |  |  | 2\% | 2\% | 1\% | 2\% | 1\% | 4\% | 1\% | 3\% |  | 1\% | 1\% |
| Summary | Priority |  | 94\% | 94\% | 94\% | 94\% | 94\% | 92\% | 92\% | 95\% | 94\% | 97\% | 94\% |
|  | Not priority |  | 4\% | 4\% | 6\% | 4\% | 4\% | 4\% | 6\% | 2\% | 6\% | 2\% | 4\% |
|  | (DK/NS) |  | 2\% | 2\% | 1\% | 2\% | 1\% | 4\% | 1\% | 3\% |  | 1\% | 1\% |
| MUNI CAN AFFORD INFRASTRUCTURE NEEDS | Yes | Count | 228 | 49 | 51 | 35 | 54 | 40 | 103 | 125 | 90 | 78 | 50 |
|  |  |  | 38\% | 40\% | 43\% | 35\% | 38\% | 34\% | 36\% | 40\% | 52\% | 35\% | 30\% |
|  | No | Count | 298 | 55 | 54 | 58 | 72 | 59 | 158 | 140 | 76 | 113 | 92 |
|  |  |  | 50\% | 44\% | 45\% | 59\% | 52\% | 50\% | 55\% | 45\% | 44\% | 50\% | 56\% |
|  | (DK/NS) | Count | 74 | 20 | 14 | 6 | 14 | 19 | 26 | 48 | 6 | 34 | 21 |
|  |  |  | 12\% | 16\% | 12\% | 6\% | 10\% | 16\% | 9\% | 15\% | 3\% | 15\% | 13\% |

1. In your opinion, how much priority do you think should be given by minicipal governments in Manitoba to infrastructure renewal projects?
2. Thinking about the infrastructure upgrades that might be needed in your community, do you think your own municipality could afford to address its current infrastructure needs without raising taxes or getting these funds from another level of government?

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE: WINNIPEG |  |  |  | (600) | (160) | (107) | (313) | (199) | (389) | (437) | (140) | (72) | (147) | (266) | (92) | (174) |
| INFRASTRUCTURE RENEWAL | Highest priority | Count | 150 | 43 | 23 | 84 | 47 | 103 | 115 | 34 | 19 | 37 | 64 | 26 | 38 |
|  |  |  | 25\% | 27\% | 21\% | 27\% | 23\% | 26\% | 26\% | 24\% | 26\% | 25\% | 24\% | 29\% | 22\% |
|  | High priority | Count | 412 | 108 | 80 | 215 | 138 | 271 | 304 | 97 | 48 | 106 | 190 | 63 | 127 |
|  |  |  | 69\% | 68\% | 74\% | 69\% | 69\% | 70\% | 70\% | 69\% | 67\% | 72\% | 71\% | 68\% | 73\% |
|  | Lower priority | Count | 23 | 6 | 4 | 12 | 14 | 8 | 15 | 7 | 2 | 4 | 12 | 2 | 10 |
|  |  |  | 4\% | 4\% | 4\% | 4\% | 7\% | 2\% | 3\% | 5\% | 3\% | 2\% | 4\% | 2\% | 6\% |
|  | Not a priority | Count | 2 | 1 | 1 |  |  | 2 | 1 | 1 | 1 |  |  |  |  |
|  |  |  | 0\% | 0\% | 1\% |  |  | 1\% | 0\% | 0\% | 2\% |  |  |  |  |
|  | (DK/NS) | Count | 12 | 3 |  | 2 |  | 4 | 3 | 2 | 1 | 1 | 1 | 1 |  |
|  |  |  | 2\% | 2\% |  | 1\% |  | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% |  |
| Summary | Priority |  | 94\% | 94\% | 96\% | 96\% | 93\% | 96\% | 96\% | 93\% | 93\% | 97\% | 95\% | 97\% | 94\% |
|  | Not priority |  | 4\% | 4\% | 4\% | 4\% | 7\% | 3\% | 3\% | 5\% | 5\% | 2\% | 4\% | 2\% | 6\% |
|  | (DK/NS) |  | 2\% | 2\% |  | 1\% |  | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% |  |
| MUNI CAN AFFORD INFRASTRUCTURE NEEDS | Yes | Count | 228 | 70 | 48 | 106 | 88 | 139 | 166 | 56 | 29 | 54 | 99 | 36 | 63 |
|  |  |  | 38\% | 44\% | 45\% | 34\% | 44\% | 36\% | 38\% | 40\% | 41\% | 36\% | 37\% | 39\% | 36\% |
|  | No | Count | 298 | 70 | 51 | 174 | 93 | 202 | 227 | 64 | 31 | 70 | 148 | 50 | 98 |
|  |  |  | 50\% | 44\% | 47\% | 56\% | 47\% | 52\% | 52\% | 46\% | 44\% | 47\% | 56\% | 55\% | 56\% |
|  | (DK/NS) | Count | 74 | 20 | 9 | 34 | 18 | 49 | 44 | 20 | 11 | 24 | 19 | 6 | 14 |
|  |  |  | 12\% | 13\% | 8\% | 11\% | 9\% | 13\% | 10\% | 14\% | 16\% | 16\% | 7\% | 6\% | 8\% |

## 

|  |  |  | TOTAL | WINNIPEG REGION |  |  |  |  | GENDER |  | AGE |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Northeast | Southeast | Southwest | Core | Male | Female | 18-34 | 35-54 | $55+$ |
| BASE: WINNIPEG |  |  |  |  | (600) | (124) | (98) | (140) | (118) | (287) | (313) | (172) | (225) | (163) |
| ```1% SALES TAX FOR INFRASTRUCTURE RENEWAL``` | Strongly support | Count | 120 | 26 | 18 | 21 | 29 | 26 | 63 | 57 | 33 | 48 | 38 |
|  |  |  | 20\% | 21\% | 15\% | 22\% | 20\% | 22\% | 22\% | 18\% | 19\% | 21\% | 23\% |
|  | Somewhat support | Count | 188 | 39 | 38 | 30 | 41 | 39 | 81 | 107 | 69 | 66 | 46 |
|  |  |  | 31\% | 32\% | 32\% | 31\% | 29\% | 33\% | 28\% | 34\% | 40\% | 29\% | 28\% |
|  | Somewhat oppose | Count | 78 | 19 | 14 | 9 | 23 | 12 | 37 | 41 | 22 | 34 | 17 |
|  |  |  | 13\% | 16\% | 11\% | 9\% | 16\% | 10\% | 13\% | 13\% | 13\% | 15\% | 11\% |
|  | Strongly oppose | Count | 179 | 32 | 43 | 35 | 39 | 30 | 90 | 89 | 45 | 66 | 55 |
|  |  |  | 30\% | 25\% | 36\% | 36\% | 28\% | 26\% | 31\% | 28\% | 26\% | 29\% | 33\% |
|  | (Depends) | Count | 11 | 3 | 2 |  | 4 | 2 | 6 | 5 | 3 | 3 | 2 |
|  |  |  | 2\% | 2\% | 2\% |  | 3\% | 2\% | 2\% | 2\% | 2\% | 1\% | 1\% |
|  | (Neither) | Count | 6 | 2 | 1 | 2 | 1 |  | 2 | 4 |  | 1 | 3 |
|  |  |  | 1\% | 1\% | 1\% | 3\% | 0\% |  | 1\% | 1\% |  | 0\% | 2\% |
|  | (DK/NS) | Count | 18 | 3 | 4 |  | 4 | 8 | 8 | 11 |  | 7 | 3 |
|  |  |  | 3\% | 2\% | 3\% |  | 3\% | 6\% | 3\% | 3\% |  | 3\% | 2\% |
| Summary | Support |  | 51\% | 53\% | 47\% | 52\% | 50\% | 56\% | 50\% | 52\% | 59\% | 51\% | 51\% |
|  | Neutral/DK |  | 6\% | 6\% | 6\% | 3\% | 6\% | 8\% | 6\% | 6\% | 2\% | 5\% | 5\% |
|  | Oppose |  | 43\% | 41\% | 48\% | 45\% | 44\% | 36\% | 44\% | 42\% | 39\% | 44\% | 44\% |

## SECTION AMM

3. If a one percent municipal sales tax were proposed in Manitoba, on the condition that these funds would be used only for infrastructure renewal projects, would you support or oppose this idea?

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE: WINNIPEG |  |  |  | (600) | (160) | (107) | (313) | (199) | (389) | (437) | (140) | (72) | (147) | (266) | (92) | (174) |
| 1\% SALES TAX FOR INFRASTRUCTURE RENEWAL | Strongly support | Count | 120 | 36 | 17 | 67 | 36 | 84 | 91 | 29 | 21 | 25 | 63 | 20 | 43 |
|  |  |  | 20\% | 22\% | 16\% | 21\% | 18\% | 22\% | 21\% | 21\% | 29\% | 17\% | 24\% | 22\% | 25\% |
|  | Somewhat support | Count | 188 | 53 | 31 | 99 | 67 | 117 | 127 | 53 | 19 | 62 | 80 | 29 | 51 |
|  |  |  | 31\% | 33\% | 29\% | 32\% | 34\% | 30\% | 29\% | 38\% | 26\% | 42\% | 30\% | 31\% | 29\% |
|  | Somewhat oppose | Count | 78 | 18 | 16 | 42 | 36 | 41 | 60 | 17 | 9 | 17 | 38 | 18 | 20 |
|  |  |  | 13\% | 11\% | 15\% | 14\% | 18\% | 10\% | 14\% | 12\% | 13\% | 12\% | 14\% | 20\% | 11\% |
|  | Strongly oppose | Count | 179 | 47 | 36 | 92 | 53 | 124 | 139 | 35 | 18 | 37 | 78 | 23 | 55 |
|  |  |  | 30\% | 29\% | 34\% | 29\% | 27\% | 32\% | 32\% | 25\% | 25\% | 25\% | 29\% | 25\% | 31\% |
|  | (Depends) | Count | 11 |  | 5 | 7 | 4 | 8 | 10 | 1 | 1 | 3 | 4 | 1 | 3 |
|  |  |  | 2\% |  | 4\% | 2\% | 2\% | 2\% | 2\% | 1\% | 1\% | 2\% | 2\% | 2\% | 2\% |
|  | (Neither) | Count | 6 | 2 | 1 | 1 |  | 6 | 2 | 2 | 1 | 1 | 1 |  | 1 |
|  |  |  | 1\% | 1\% | 1\% | 0\% |  | 2\% | 1\% | 1\% | 1\% | 1\% | 0\% |  | 1\% |
|  | (DK/NS) | Count | 18 | 5 | 1 | 5 | 2 | 10 | 7 | 5 | 3 | 3 | 3 | 1 | 2 |
|  |  |  | 3\% | 3\% | 1\% | 2\% | 1\% | 3\% | 2\% | 3\% | 4\% | 2\% | 1\% | 1\% | 1\% |
| Summary | Support |  | 51\% | 55\% | 45\% | 53\% | 52\% | 52\% | 50\% | 58\% | 55\% | 59\% | 54\% | 53\% | 54\% |
|  | Neutral/DK |  | 6\% | 4\% | 6\% | 4\% | 3\% | 6\% | 4\% | 5\% | 7\% | 4\% | 3\% | 3\% | 3\% |
|  | Oppose |  | 43\% | 40\% | 49\% | 43\% | 45\% | 42\% | 46\% | 37\% | 38\% | 37\% | 43\% | 45\% | 43\% |

Demographics - Region, Gender

|  |  |  |  |  |  | NIPEG REG |  |  | GEN | ER |  | AGE |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | TOTAL | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18-34 | 35-54 | $55+$ |
| BASE: WI |  |  | (600) | (124) | (120) | (98) | (140) | (118) | (287) | (313) | (172) | (225) | (163) |
| REGION | Northwest | Cases | 124 | 124 |  |  |  |  | 54 | 70 | 25 | 52 | 38 |
|  |  |  | 21\% | 100\% |  |  |  |  | 19\% | 22\% | 15\% | 23\% | 23\% |
|  | Core | Cases | 118 |  |  |  |  | 118 | 52 | 66 | 37 | 38 | 30 |
|  |  |  | 20\% |  |  |  |  | 100\% | 18\% | 21\% | 22\% | 17\% | 18\% |
|  | Southwest | Cases | 140 |  |  |  | 140 |  | 76 | 64 | 30 | 58 | 45 |
|  |  |  | 23\% |  |  |  | 100\% |  | 26\% | 21\% | 17\% | 26\% | 27\% |
|  | Southeast | Cases | 98 |  |  | 98 |  |  | 47 | 52 | 34 | 30 | 27 |
|  |  |  | 16\% |  |  | 100\% |  |  | 16\% | 16\% | 20\% | 13\% | 16\% |
|  | Northeast | Cases | 120 |  | 120 |  |  |  | 58 | 62 | 45 | 47 | 24 |
|  |  |  | 20\% |  | 100\% |  |  |  | 20\% | 20\% | 26\% | 21\% | 15\% |
| GENDER | Male | Count | 287 | 54 | 58 | 47 | 76 | 52 | 287 |  | 86 | 111 | 71 |
|  |  |  | 48\% | 44\% | 49\% | 48\% | 54\% | 44\% | 100\% |  | 50\% | 50\% | 43\% |
|  | Female | Count | 313 | 70 | 62 | 52 | 64 | 66 |  | 313 | 86 | 113 | 93 |
|  |  |  | 52\% | 56\% | 51\% | 52\% | 46\% | 56\% |  | 100\% | 50\% | 50\% | 57\% |

SECTION DS
Demographics - Region, Gender

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE: WINNIPEG |  |  |  | (600) | (160) | (107) | (313) | (199) | (389) | (437) | (140) | (72) | (147) | (266) | (92) | (174) |
| REGION | Northwest | Cases | 124 | 37 | 21 | 60 | 41 | 80 | 90 | 29 | 12 | 31 | 50 | 24 | 27 |
|  |  |  | 21\% | 23\% | 20\% | 19\% | 21\% | 21\% | 21\% | 21\% | 17\% | 21\% | 19\% | 26\% | 15\% |
|  | Core | Cases | 118 | 47 | 20 | 43 | 29 | 84 | 66 | 43 | 31 | 36 | 26 | 12 | 14 |
|  |  |  | 20\% | 30\% | 19\% | 14\% | 14\% | 22\% | 15\% | 30\% | 43\% | 24\% | 10\% | 13\% | 8\% |
|  | Southwest | Cases | 140 | 12 | 31 | 94 | 50 | 87 | 107 | 29 | 15 | 27 | 78 | 23 | 56 |
|  |  |  | 23\% | 7\% | 29\% | 30\% | 25\% | 22\% | 24\% | 21\% | 21\% | 18\% | 29\% | 24\% | 32\% |
|  | Southeast | Cases | 98 | 23 | 13 | 62 | 32 | 65 | 80 | 17 | 5 | 23 | 53 | 11 | 42 |
|  |  |  | 16\% | 14\% | 12\% | 20\% | 16\% | 17\% | 18\% | 13\% | 6\% | 15\% | 20\% | 12\% | 24\% |
|  | Northeast | Cases | 120 | 41 | 22 | 54 | 47 | 72 | 94 | 22 | 10 | 30 | 59 | 23 | 36 |
|  |  |  | 20\% | 26\% | 20\% | 17\% | 24\% | 19\% | 22\% | 16\% | 14\% | 21\% | 22\% | 24\% | 21\% |
| GENDER | Male | Count | 287 | 73 | 46 | 157 | 93 | 189 | 217 | 58 | 26 | 61 | 153 | 51 | 102 |
|  |  |  | 48\% | 46\% | 43\% | 50\% | 47\% | 49\% | 50\% | 41\% | 36\% | 42\% | 57\% | 55\% | 59\% |
|  | Female | Count | 313 | 87 | 61 | 156 | 106 | 200 | 219 | 82 | 46 | 86 | 114 | 41 | 72 |
|  |  |  | 52\% | 54\% | 57\% | 50\% | 53\% | 51\% | 50\% | 59\% | 64\% | 58\% | 43\% | 45\% | 41\% |

[^4]SECTION DS
Demographics - Education, Children At Home, Residence Ownership

|  |  |  |  |  |  | NIPEG REG |  |  | GEN | ER |  | AGE |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | TOTAL | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18-34 | 35-54 | $55+$ |
| BASE: WINNIPEG |  |  | (600) | (124) | (120) | (98) | (140) | (118) | (287) | (313) | (172) | (225) | (163) |
| HIGHEST LEVEL | Grade school/ Some | Count | 41 | 12 | 9 | 4 | 1 | 15 | 20 | 22 | 14 | 10 | 17 |
|  |  |  | 7\% | 10\% | 8\% | 4\% | 1\% | 12\% | 7\% | 7\% | 8\% | 5\% | 10\% |
|  | Completed high school | Count | 119 | 25 | 32 | 19 | 10 | 33 | 54 | 65 | 40 | 38 | 38 |
|  |  |  | 20\% | 20\% | 27\% | 19\% | 7\% | 28\% | 19\% | 21\% | 23\% | 17\% | 23\% |
|  | Some appreticeship/ | Count | 9 |  | 2 | 1 | 1 | 5 | 4 | 6 |  | 4 | 3 |
|  |  |  | 2\% |  | 2\% | 1\% | 1\% | 4\% | 1\% | 2\% |  | 2\% | 2\% |
|  | Journey-Person | Count | 3 | 1 |  | 1 | 1 | 1 | 2 | 1 |  | 1 | 1 |
|  |  |  | 1\% | 1\% |  | 1\% | 0\% | 1\% | 1\% | 0\% |  | 0\% | 1\% |
|  | Some community | Count | 29 | 7 | 9 | 3 | 7 | 3 | 13 | 16 | 11 | 12 | 6 |
|  | college |  | 5\% | 5\% | 8\% | 3\% | 5\% | 3\% | 5\% | 5\% | 6\% | 6\% | 4\% |
|  | Completed community | Count | 78 | 21 | 23 | 11 | 13 | 11 | 34 | 44 | 16 | 45 | 16 |
|  | college |  | 13\% | 17\% | 19\% | 11\% | 9\% | 10\% | 12\% | 14\% | 10\% | 20\% | 10\% |
|  | Some university | Count | 69 | 15 | 10 | 9 | 23 | 12 | 29 | 40 | 25 | 26 | 15 |
|  |  |  | 11\% | 12\% | 8\% | 9\% | 16\% | 11\% | 10\% | 13\% | 15\% | 12\% | 9\% |
|  | Completed university | Count | 232 | 38 | 31 | 50 | 81 | 31 | 121 | 111 | 66 | 86 | 67 |
|  |  |  | 39\% | 31\% | 26\% | 51\% | 58\% | 26\% | 42\% | 36\% | 38\% | 38\% | 41\% |
|  | (Refused/NS) | Count | 20 | 6 | 3 | 1 | 3 | 7 | 11 | 9 |  | 2 | 1 |
|  |  |  | 3\% | 5\% | 2\% | 1\% | 2\% | 6\% | 4\% | 3\% |  | 1\% | 0\% |
| CHILDREN | Yes | Count | 199 | 41 | 47 | 32 | 50 | 29 | 93 | 106 | 83 | 106 | 3 |
| UNDER 12 AT |  |  | 33\% | 33\% | 40\% | 32\% | 36\% | 24\% | 32\% | 34\% | 48\% | 47\% | 2\% |
| HOME | No | Count | 389 | 80 | 72 | 65 | 87 | 84 | 189 | 200 | 88 | 119 | 161 |
|  |  |  | 65\% | 65\% | 60\% | 67\% | 62\% | 71\% | 66\% | 64\% | 52\% | 53\% | 98\% |
|  | (Refused/NS) | Count | 12 | 3 |  | 1 | 3 | 5 | 5 | 7 |  |  |  |
|  |  |  | 2\% | 2\% |  | 1\% | 2\% | 4\% | 2\% | 2\% |  |  |  |
| OWN/ RENT | Own | Count | 437 | 90 | 94 | 80 | 107 | 66 | 217 | 219 | 109 | 190 | 120 |
| CURRENT |  |  | 73\% | 72\% | 79\% | 81\% | 76\% | 56\% | 76\% | 70\% | 64\% | 84\% | 73\% |
| PLACE OF | Rent | Count | 140 | 29 | 22 | 17 | 29 | 43 | 58 | 82 | 60 | 34 | 43 |
| RESIDENCE |  |  | 23\% | 24\% | 18\% | 18\% | 20\% | 36\% | 20\% | 26\% | 35\% | 15\% | 26\% |
|  | Other | Count | 1 |  |  |  |  | 1 |  | 1 | 1 |  |  |
|  |  |  | 0\% |  |  |  |  | 1\% |  | 0\% | 1\% |  |  |
|  | (Refused/NS) | Count | 22 | 5 | 4 | 1 | 5 | 8 | 12 | 10 | 2 | 1 | 1 |
|  |  |  | 4\% | 4\% | 3\% | 1\% | 3\% | 7\% | 4\% | 3\% | 1\% | 0\% | 0\% |

[^5]SECTION DS
Demographics - Education, Children At Home, Residence Ownership

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes ${ }^{\text {No }}$ |  | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE: WINNIPEG |  |  |  | (600) | (160) | (107) | (313) | (199) | (389) | (437) | (140) | (72) | (147) | (266) | (92) | (174) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | Count | 41 | 41 |  |  | 9 | 32 | 19 | 23 | 17 | 13 | 6 | 4 | 2 |
|  |  |  | 7\% | 26\% |  |  | 5\% | 8\% | 4\% | 16\% | 24\% | 9\% | 2\% | 4\% | 1\% |
|  | Completed high school | Count | 119 | 119 |  |  | 38 | 81 | 77 | 39 | 21 | 37 | 30 | 14 | 16 |
|  |  |  | 20\% | 74\% |  |  | 19\% | 21\% | 18\% | 28\% | 29\% | 25\% | 11\% | 15\% | 9\% |
|  | Some appreticeship/ trades training | Count | 9 |  | 9 |  | 1 | 8 | 7 | 2 | 2 | 2 | 3 | 3 |  |
|  |  |  | 2\% |  | 9\% |  | 0\% | 2\% | 2\% | 1\% | 3\% | 2\% | 1\% | 3\% |  |
|  | Journey-Person certificate | Count | 3 |  |  | 3 |  | 3 | 1 | 3 | 1 |  | 1 | 1 |  |
|  |  |  | 1\% |  |  | 1\% |  | 1\% | 0\% | 2\% | 1\% |  | 0\% | 1\% |  |
|  | Some community college | Count | 29 |  | 29 |  | 10 | 19 | 20 | 9 | 6 | 9 | 9 | 4 | 6 |
|  |  |  | 5\% |  | 27\% |  | 5\% | 5\% | 5\% | 7\% | 8\% | 6\% | 4\% | 4\% | 3\% |
|  | $\begin{aligned} & \text { Completed community } \\ & \text { college } \end{aligned}$ | Count | 78 |  |  | 78 | 30 | 48 | 62 | 15 | 5 | 26 | 37 | 14 | 23 |
|  |  |  | 13\% |  |  | 25\% | 15\% | 12\% | 14\% | 11\% | 6\% | 18\% | 14\% | 15\% | 13\% |
|  | Some university | Count | 69 |  | 69 |  | 21 | 48 | 43 | 22 | 8 | 21 | 31 | 11 | 20 |
|  |  |  | 11\% |  | 64\% |  | 10\% | 12\% | 10\% | 16\% | 11\% | 15\% | 12\% | 12\% | 12\% |
|  | Completed university | Count | 232 |  |  | 232 | 89 | 143 | 205 | 27 | 12 | 39 | 147 | 42 | 105 |
|  |  |  | 39\% |  |  | 74\% | 45\% | 37\% | 47\% | 20\% | 17\% | 27\% | 55\% | 45\% | 60\% |
|  | (Refused/NS) | Count | 20 |  |  |  | 1 | 7 | 3 |  | 1 |  | 2 |  | 2 |
|  |  |  | 3\% |  |  |  | 0\% | 2\% | 1\% |  | 1\% |  | 1\% |  | 1\% |
| $\begin{aligned} & \text { CHILDREN } \\ & \text { UNDER } 12 \text { AT } \\ & \text { HOME } \end{aligned}$ | Yes | Count | 199 | 47 | 32 | 119 | 199 |  | 164 | 34 | 11 | 44 | 116 | 36 | 80 |
|  |  |  | 33\% | 30\% | 30\% | 38\% | 100\% |  | 37\% | 25\% | 16\% | 30\% | 44\% | 39\% | 46\% |
|  | No | Count | 389 | 113 | 75 | 194 |  | 389 | 273 | 106 | 60 | 103 | 150 | 56 | 94 |
|  |  |  | 65\% | 70\% | 70\% | 62\% |  | 100\% | 63\% | 75\% | 84\% | 70\% | 56\% | 61\% | 54\% |
|  | (Refused/NS) | Count | 12 |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | 2\% |  |  |  |  |  |  |  |  |  |  |  |  |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | Count | 437 | 96 | 71 | 267 | 164 | 273 | 437 |  | 24 | 102 | 238 | 74 | 164 |
|  |  |  | 73\% | 60\% | 66\% | 85\% | 82\% | 70\% | 100\% |  | 33\% | 69\% | 89\% | 80\% | 94\% |
|  | Rent | Count | 140 | 62 | 33 | 45 | 34 | 106 |  | 140 | 48 | 44 | 27 | 16 | 11 |
|  |  |  | 23\% | 38\% | 31\% | 14\% | 17\% | 27\% |  | 100\% | 67\% | 30\% | 10\% | 18\% | 6\% |
|  | Other | Count | 1 |  | 1 |  |  | 1 |  |  |  | 1 |  |  |  |
|  |  |  | 0\% |  | 1\% |  |  | 0\% |  |  |  | 1\% |  |  |  |
|  | (Refused/NS) | Count | 22 | 3 | 2 | 1 | 1 | 9 |  |  |  |  | 2 | 2 |  |
|  |  |  | 4\% | 2\% | 2\% | 0\% | 0\% | 2\% |  |  |  |  | 1\% | 2\% |  |

[^6]|  |  |  | TOTAL | WINNIPEG REGION |  |  |  |  | GENDER |  | AGE |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Southeast | Southwest | Core | Male | Female | 18-34 | 35-54 | $55+$ |
| BASE: WINNIPEG |  |  |  | (600) | (124) | (120) | (98) | (140) | (118) | (287) | (313) | (172) | (225) | (163) |
| AGE | 18 to 24 | Count | 45 | 7 | 8 | 9 | 11 | 10 | 27 | 19 | 45 |  |  |
|  |  |  | 8\% | 6\% | 6\% | 9\% | 8\% | 9\% | 9\% | 6\% | 26\% |  |  |
|  | 25 to 34 | Count | 127 | 18 | 37 | 25 | 20 | 27 | 59 | 67 | 127 |  |  |
|  |  |  | 21\% | 14\% | 31\% | 26\% | 14\% | 23\% | 21\% | 22\% | 74\% |  |  |
|  | 35 to 44 | Count | 108 | 20 | 25 | 16 | 35 | 12 | 52 | 56 |  | 108 |  |
|  |  |  | 18\% | 16\% | 21\% | 17\% | 25\% | 11\% | 18\% | 18\% |  | 48\% |  |
|  | 45 to 54 | Count | 117 | 32 | 23 | 13 | 23 | 26 | 60 | 57 |  | 117 |  |
|  |  |  | 19\% | 26\% | 19\% | 13\% | 17\% | 22\% | 21\% | 18\% |  | 52\% |  |
|  | 55 to 64 | Count | 72 | 20 | 11 | 11 | 19 | 11 | 34 | 38 |  |  | 72 |
|  |  |  | 12\% | 16\% | 10\% | 11\% | 14\% | 10\% | 12\% | 12\% |  |  | 44\% |
|  | 65 and older | Count | 91 | 18 | 13 | 16 | 26 | 18 | 36 | 55 |  |  | 91 |
|  |  |  | 15\% | 15\% | 11\% | 16\% | 18\% | 16\% | 13\% | 18\% |  |  | 56\% |
|  | (Refused/NS) | Count | 40 | 9 | 3 | 8 | 7 | 13 | 19 | 21 |  |  |  |
|  |  |  | 7\% | 7\% | 2\% | 8\% | 5\% | 11\% | 7\% | 7\% |  |  |  |
| Mean (yrs) |  |  | 46.3 | 48.7 | 43.5 | 45.2 | 47.9 | 45.6 | 45.1 | 47.4 | 28.0 | 44.9 | 67.4 |
| $\begin{aligned} & \text { HOUSEHOLD } \\ & \text { INCOME } \end{aligned}$ | Under \$10,000 | Count | 11 | 2 | 1 |  | 1 | 6 | 6 | 4 | 3 | 6 | 1 |
|  |  |  | 2\% | 2\% | 1\% |  | 1\% | 5\% | 2\% | 1\% | 2\% | 3\% | 1\% |
|  | $\begin{aligned} & \hline \$ 10,000 \text { to } \\ & \$ 29,999 \\ & \hline \end{aligned}$ | Count | 61 | 10 | 9 | 5 | 13 | 24 | 20 | 41 | 19 | 14 | 26 |
|  |  |  | 10\% | 8\% | 8\% | 5\% | 9\% | 21\% | 7\% | 13\% | 11\% | 6\% | 16\% |
|  | $\begin{aligned} & \hline \$ 30,000 \text { to } \\ & \$ 59,999 \end{aligned}$ | Count | 147 | 31 | 30 | 23 | 27 | 36 | 61 | 86 | 49 | 53 | 42 |
|  |  |  | 24\% | 25\% | 25\% | 23\% | 19\% | 30\% | 21\% | 27\% | 28\% | 23\% | 26\% |
|  | $\begin{aligned} & \$ 60,000 \text { to } \\ & \$ 79,999 \end{aligned}$ | Count | 92 | 24 | 23 | 11 | 23 | 12 | 51 | 41 | 30 | 36 | 22 |
|  |  |  | 15\% | 19\% | 19\% | 11\% | 16\% | 10\% | 18\% | 13\% | 17\% | 16\% | 14\% |
|  | $\begin{aligned} & \$ 80,000 \text { or } \\ & \text { over } \end{aligned}$ | Count | 174 | 27 | 36 | 42 | 56 | 14 | 102 | 72 | 51 | 86 | 36 |
|  |  |  | 29\% | 21\% | 30\% | 43\% | 40\% | 12\% | 36\% | 23\% | 30\% | 38\% | 22\% |
|  | (Refused/NS) | Count | 115 | 30 | 21 | 18 | 21 | 25 | 47 | 68 | 20 | 31 | 35 |
|  |  |  | 19\% | 24\% | 17\% | 18\% | 15\% | 21\% | 16\% | 22\% | 11\% | 14\% | 22\% |

[^7]SECTION DS
Demographics - Age, Family Income

|  |  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE: WINNIPEG |  |  |  | (600) | (160) | (107) | (313) | (199) | (389) | (437) | (140) | (72) | (147) | (266) | (92) | (174) |
| AGE | 18 to 24 | Count | 45 | 17 | 21 | 8 | 12 | 33 | 24 | 18 | 7 | 11 | 18 | 9 | 9 |
|  |  |  | 8\% | 10\% | 20\% | 2\% | 6\% | 9\% | 6\% | 13\% | 10\% | 7\% | 7\% | 10\% | 5\% |
|  | 25 to 34 | Count | 127 | 37 | 15 | 74 | 71 | 55 | 85 | 42 | 15 | 38 | 63 | 21 | 42 |
|  |  |  | 21\% | 23\% | 14\% | 24\% | 36\% | 14\% | 19\% | 30\% | 21\% | 26\% | 24\% | 23\% | 24\% |
|  | 35 to 44 | Count | 108 | 16 | 18 | 73 | 76 | 32 | 94 | 12 | 5 | 23 | 68 | 18 | 50 |
|  |  |  | 18\% | 10\% | 16\% | 23\% | 38\% | 8\% | 22\% | 9\% | 7\% | 16\% | 26\% | 20\% | 29\% |
|  | 45 to 54 | Count | 117 | 33 | 25 | 59 | 30 | 87 | 95 | 22 | 14 | 30 | 53 | 17 | 36 |
|  |  |  | 19\% | 20\% | 23\% | 19\% | 15\% | 22\% | 22\% | 16\% | 20\% | 20\% | 20\% | 19\% | 21\% |
|  | 55 to 64 | Count | 72 | 19 | 6 | 46 | 2 | 70 | 57 | 15 | 6 | 20 | 34 | 10 | 24 |
|  |  |  | 12\% | 12\% | 6\% | 15\% | 1\% | 18\% | 13\% | 11\% | 8\% | 14\% | 13\% | 11\% | 14\% |
|  | 65 and older | Count | 91 | 35 | 18 | 38 | 1 | 91 | 63 | 28 | 22 | 22 | 24 | 12 | 12 |
|  |  |  | 15\% | 22\% | 17\% | 12\% | 0\% | 23\% | 14\% | 20\% | 31\% | 15\% | 9\% | 13\% | 7\% |
|  | (Refused/NS) | Count | 40 | 4 | 4 | 15 | 7 | 21 | 18 | 3 | 2 | 3 | 6 | 4 | 2 |
|  |  |  | 7\% | 2\% | 4\% | 5\% | 4\% | 5\% | 4\% | 2\% | 3\% | 2\% | 2\% | 4\% | 1\% |
| Mean (yrs) |  |  | 46.3 | 47.3 | 44.9 | 46.3 | 36.7 | 51.3 | 46.9 | 45.0 | 50.0 | 46.1 | 43.9 | 44.4 | 43.7 |
| HOUSEHOLD INCOME | Under \$10,000 | Count | 11 | 7 | 2 | 1 |  | 11 | 2 | 8 | 11 |  |  |  |  |
|  |  |  | 2\% | 5\% | 2\% | 0\% |  | 3\% | 0\% | 6\% | 15\% |  |  |  |  |
|  | $\begin{aligned} & \hline \$ 10,000 \text { to } \\ & \$ 29,999 \\ & \hline \end{aligned}$ | Count | 61 | 31 | 13 | 17 | 11 | 50 | 22 | 40 | 61 |  |  |  |  |
|  |  |  | 10\% | 19\% | 12\% | 5\% | 6\% | 13\% | 5\% | 28\% | 85\% |  |  |  |  |
|  | $\begin{aligned} & \$ 30,000 \text { to } \\ & \$ 59,999 \\ & \hline \end{aligned}$ | Count | 147 | 49 | 32 | 65 | 44 | 103 | 102 | 44 |  | 147 |  |  |  |
|  |  |  | 24\% | 31\% | 30\% | 21\% | 22\% | 26\% | 23\% | 31\% |  | 100\% |  |  |  |
|  | $\begin{array}{\|l} \hline \$ 60,000 \text { to } \\ \$ 79,999 \\ \hline \end{array}$ | Count | 92 | 18 | 17 | 57 | 36 | 56 | 74 | 16 |  |  | 92 | 92 |  |
|  |  |  | 15\% | 11\% | 16\% | 18\% | 18\% | 14\% | 17\% | 12\% |  |  | 35\% | 100\% |  |
|  | $\begin{aligned} & \$ 80,000 \text { or } \\ & \text { over } \end{aligned}$ | Count | 174 | 18 | 26 | 129 | 80 | 94 | 164 | 11 |  |  | 174 |  | 174 |
|  |  |  | 29\% | 11\% | 24\% | 41\% | 40\% | 24\% | 38\% | 8\% |  |  | 65\% |  | 100\% |
|  | (Refused/NS) | Count | 115 | 36 | 16 | 45 | 27 | 76 | 73 | 21 |  |  |  |  |  |
|  |  |  | 19\% | 23\% | 15\% | 15\% | 14\% | 19\% | 17\% | 15\% |  |  |  |  |  |

[^8]
## DEMOGRAPHICS

(DK/NS) REMOVED *

|  |  | TOTAL | WINNIPEG REGION |  |  |  |  | GENDER |  | AGE |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18-34 | 35-54 | $55+$ |
| BASE |  |  | (580) | (118) | (117) | (97) | (137) | (111) | (276) | (304) | (172) | (223) | (163) |
| $\begin{aligned} & \text { HIGHEST LEVEL OF } \\ & \text { SCHOOLING } \end{aligned}$ | Grade school/ Some high school | 7\% | 10\% | 8\% | 4\% | 1\% | 13\% | 7\% | 7\% | 8\% | 5\% | 10\% |
|  | Completed high school | 20\% | 21\% | 27\% | 19\% | 7\% | 29\% | 19\% | 21\% | 23\% | 17\% | 23\% |
|  | Some appreticeship/ trades training | 2\% |  | 2\% | 1\% | 1\% | 4\% | 1\% | 2\% |  | 2\% | 2\% |
|  | Journey-Person certificate | 1\% | 1\% |  | 1\% | 0\% | 1\% | 1\% | 0\% |  | 0\% | 1\% |
|  | Some community college | 5\% | 6\% | 8\% | 3\% | 5\% | 3\% | 5\% | 5\% | 6\% | 6\% | 4\% |
|  | Completed community college | 13\% | 17\% | 19\% | 11\% | 9\% | 10\% | 12\% | 14\% | 10\% | 20\% | 10\% |
|  | Some university | 12\% | 13\% | 9\% | 9\% | 16\% | 11\% | 11\% | 13\% | 15\% | 12\% | 9\% |
|  | Completed university | 40\% | 32\% | 27\% | 52\% | 59\% | 28\% | 44\% | 37\% | 38\% | 38\% | 41\% |
| BASE |  | (588) | (121) | (120) | (97) | (137) | (113) | (282) | (306) | (172) | (225) | (163) |
| CHILDREN UNDER 12 AT HOME | Yes | 34\% | 34\% | 40\% | 33\% | 36\% | 25\% | 33\% | 35\% | 48\% | 47\% | 2\% |
|  | No | 66\% | 66\% | 60\% | 67\% | 64\% | 75\% | 67\% | 65\% | 52\% | 53\% | 98\% |
| BASE |  | (578) | (119) | (116) | (97) | (136) | (110) | (275) | (303) | (170) | (224) | (163) |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | 76\% | 75\% | 81\% | 82\% | 79\% | 60\% | 79\% | 72\% | 64\% | 85\% | 74\% |
|  | Rent | 24\% | 25\% | 19\% | 18\% | 21\% | 39\% | 21\% | 27\% | 35\% | 15\% | 26\% |
|  | Other | 0\% |  |  |  |  | 1\% |  | 0\% | 1\% |  |  |
| BASE |  | (560) | (115) | (117) | (90) | (133) | (105) | (268) | (292) | (172) | (225) | (163) |
| AGE | 18 to 24 | 8\% | 6\% | 7\% | 10\% | 8\% | 10\% | 10\% | 6\% | 26\% |  |  |
|  | 25 to 34 | 23\% | 16\% | 32\% | 28\% | 15\% | 26\% | 22\% | 23\% | 74\% |  |  |
|  | 35 to 44 | 19\% | 17\% | 21\% | 18\% | 26\% | 12\% | 19\% | 19\% |  | 48\% |  |
|  | 45 to 54 | 21\% | 28\% | 20\% | 15\% | 18\% | 24\% | 22\% | 20\% |  | 52\% |  |
|  | 55 to 64 | 13\% | 17\% | 10\% | 12\% | 14\% | 11\% | 13\% | 13\% |  |  | 44\% |
|  | 65 and older | 16\% | 16\% | 11\% | 18\% | 19\% | 17\% | 14\% | 19\% |  |  | 56\% |
| BASE |  | (485) | (94) | (99) | (80) | (119) | (93) | (240) | (245) | (152) | (194) | (128) |
| HOUSEHOLD INCOME | Under \$10,000 | 2\% | 2\% | 1\% |  | 1\% | 7\% | 3\% | 2\% | 2\% | 3\% | 1\% |
|  | \$10,000 to \$29,999 | 13\% | 10\% | 9\% | 6\% | 11\% | 26\% | 8\% | 17\% | 13\% | 7\% | 21\% |
|  | \$30,000 to \$59,999 | 30\% | 34\% | 31\% | 28\% | 22\% | 38\% | 26\% | 35\% | 32\% | 27\% | 33\% |
|  | \$60,000 to \$79,999 | 19\% | 25\% | 23\% | 13\% | 19\% | 13\% | 21\% | 17\% | 20\% | 18\% | 17\% |
|  | \$80,000 or over | 36\% | 28\% | 36\% | 52\% | 47\% | 15\% | 43\% | 30\% | 34\% | 44\% | 28\% |

[^9]September, 2008

DEMOGRAPHICS
** (DK/NS) REMOVED **

|  |  | TOTAL | EDUCATION |  |  | CHILDREN AT HOME |  | RESIDENCE |  | HOUSEHOLD INCOME |  |  | INCOME \$60K + |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | HS or less | Some Post-Sec. | Graduate | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | \$60K - \$79K | \$80K + |
| BASE |  |  | (580) | (160) | (107) | (313) | (198) | (383) | (434) | (140) | (71) | (147) | (265) | (92) | (173) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | 7\% | 26\% |  |  | 5\% | 8\% | 4\% | 16\% | 24\% | 9\% | 2\% | 4\% | 1\% |
|  | Completed high school | 20\% | 74\% |  |  | 19\% | 21\% | 18\% | 28\% | 29\% | 25\% | 11\% | 15\% | 9\% |
|  | Some appreticeship/ trades training | 2\% |  | 9\% |  | 1\% | 2\% | 2\% | 1\% | 3\% | 2\% | 1\% | 3\% |  |
|  | Journey-Person certificate | 1\% |  |  | 1\% |  | 1\% | 0\% | 2\% | 1\% |  | 0\% | 1\% |  |
|  | Some community college | 5\% |  | 27\% |  | 5\% | 5\% | 5\% | 7\% | 8\% | 6\% | 4\% | 4\% | 3\% |
|  | Completed community college | 13\% |  |  | 25\% | 15\% | 13\% | 14\% | 11\% | 6\% | 18\% | 14\% | 15\% | 13\% |
|  | Some university | 12\% |  | 64\% |  | 11\% | 12\% | 10\% | 16\% | 11\% | 15\% | 12\% | 12\% | 12\% |
|  | Completed university | 40\% |  |  | 74\% | 45\% | 37\% | 47\% | 20\% | 17\% | 27\% | 56\% | 45\% | 61\% |
| BASE |  | (588) | (160) | (107) | (313) | (199) | (389) | (437) | (140) | (72) | (147) | (266) | (92) | (174) |
| CHILDREN UNDER 12 AT HOME | Yes | 34\% | 30\% | 30\% | 38\% | 100\% |  | 37\% | 25\% | 16\% | 30\% | 44\% | 39\% | 46\% |
|  | No | 66\% | 70\% | 70\% | 62\% |  | 100\% | 63\% | 75\% | 84\% | 70\% | 56\% | 61\% | 54\% |
| BASE |  | (578) | (158) | (105) | (313) | (198) | (380) | (437) | (140) | (72) | (147) | (265) | (90) | (174) |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | 76\% | 61\% | 67\% | 85\% | 83\% | 72\% | 100\% |  | 33\% | 69\% | 90\% | 82\% | 94\% |
|  | Rent | 24\% | 39\% | 31\% | 15\% | 17\% | 28\% |  | 100\% | 67\% | 30\% | 10\% | 18\% | 6\% |
|  | Other | 0\% |  | 1\% |  |  | 0\% |  |  |  | 1\% |  |  |  |
| BASE |  | (560) | (156) | (103) | (298) | (192) | (368) | (419) | (137) | (70) | (144) | (261) | (88) | (172) |
| AGE | 18 to 24 | 8\% | 11\% | 20\% | 3\% | 6\% | 9\% | 6\% | 13\% | 10\% | 7\% | 7\% | 10\% | 5\% |
|  | 25 to 34 | 23\% | 24\% | 15\% | 25\% | 37\% | 15\% | 20\% | 31\% | 21\% | 27\% | 24\% | 24\% | 24\% |
|  | 35 to 44 | 19\% | 10\% | 17\% | 24\% | 40\% | 9\% | 23\% | 9\% | 8\% | 16\% | 26\% | 21\% | 29\% |
|  | 45 to 54 | 21\% | 21\% | 24\% | 20\% | 16\% | 24\% | 23\% | 16\% | 21\% | 21\% | 20\% | 20\% | 21\% |
|  | 55 to 64 | 13\% | 12\% | 6\% | 15\% | 1\% | 19\% | 14\% | 11\% | 8\% | 14\% | 13\% | 11\% | 14\% |
|  | 65 and older | 16\% | 22\% | 18\% | 13\% | 0\% | 25\% | 15\% | 20\% | 32\% | 15\% | 9\% | 14\% | 7\% |
| BASE |  | (485) | (124) | (91) | (268) | (172) | (313) | (363) | (119) | (72) | (147) | (266) | (92) | (174) |
| HOUSEHOLD INCOME | Under \$ 10,000 | 2\% | 6\% | 3\% | 0\% |  | 3\% | 1\% | 7\% | 15\% |  |  |  |  |
|  | \$10,000 to \$29,999 | 13\% | 25\% | 14\% | 6\% | 7\% | 16\% | 6\% | 33\% | 85\% |  |  |  |  |
|  | \$30,000 to \$59,999 | 30\% | 40\% | 35\% | 24\% | 26\% | 33\% | 28\% | 37\% |  | 100\% |  |  |  |
|  | \$60,000 to \$79,999 | 19\% | 15\% | 19\% | 21\% | 21\% | 18\% | 20\% | 14\% |  |  | 35\% | 100\% |  |
|  | \$80,000 or over | 36\% | 15\% | 29\% | 48\% | 47\% | 30\% | 45\% | 9\% |  |  | 65\% |  | 100\% |

[^10]
[^0]:    Probe Research Inc. Probe Omnibus Survey

[^1]:    Probe Research Inc.
    Probe Omnibus Survey
    September, 2008

[^2]:    Probe Research Inc. Probe Omnibus Survey

    September, 2008

[^3]:    Probe Research Inc.
    Probe Omnibus Survey
    September, 2008

[^4]:    Probe Research Inc. Probe Omnibus Survey

    September, 2008

[^5]:    Probe Research Inc.

[^6]:    Probe Research Inc. Probe Omnibus Survey

    September, 2008

[^7]:    Probe Research Inc.
    Probe Omnibus Survey
    September, 2008

[^8]:    Probe Research Inc. Probe Omnibus Survey

    September, 2008

[^9]:    Probe Research Inc
    Probe Omnibus Survey

[^10]:    Probe Research Inc.
    Probe Omnibus Survey
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