



VIEWS ON CYCLING AND DRIVING IN WINNIPEG

JUNE 2018



ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey of 1,000 Manitoba adults is the province's largest and most trusted general population survey.

SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with CAA Manitoba and Bike Winnipeg.

METHODOLOGY

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

- ▶ With a sample of 600, one can say with 95 percent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Winnipeg had been surveyed. The margin of error is higher within each of the survey's population sub-groups.
- ▶ Modified random digit dialing, including both landline and wireless numbers, ensured all Winnipeg adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 115 randomly recruited Probe Research panel members were included in this general population adult sampling.
- ▶ Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

FOR MORE
INFORMATION:

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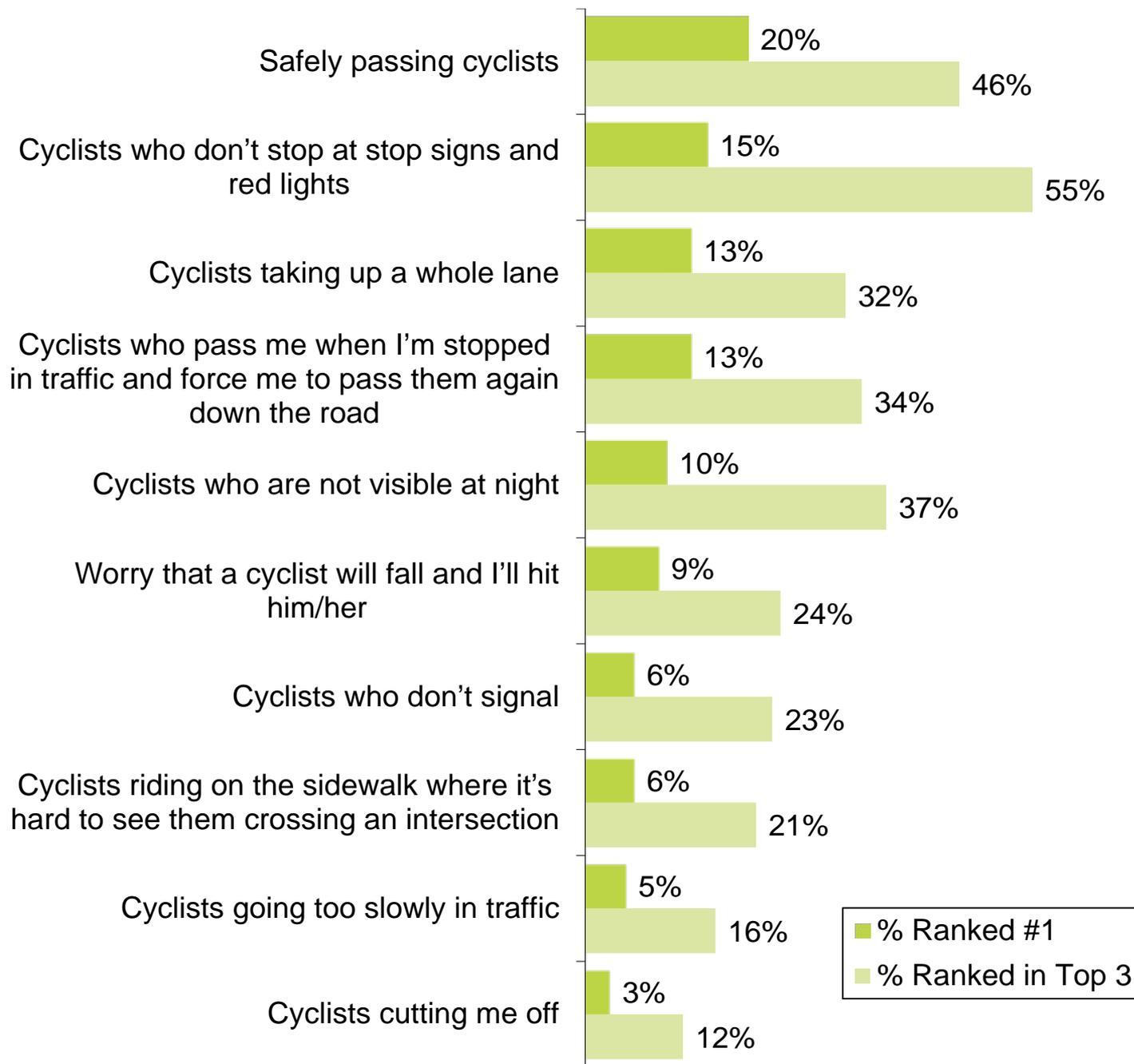
KEY FINDINGS

- The desire for more protected bike lanes is a key trend in these findings. Protected bike lanes are the top improvement Winnipeggers say they require in order to cycle more. As well, a slightly higher proportion of Winnipeggers want to see more protected bike lanes built downtown than prefer more neighbourhood bike paths.
- More than one-third of Winnipeggers say they would cycle daily or a few times a week if conditions were optimal. However, roughly the same proportion say they would never bike as part of their daily travels.
- Cyclists tend to be worried about safety-related issues, such as drivers who are distracted or pass too closely. Drivers are also most concerned about safely interacting with cyclists, especially those who fail to stop at lights and stop signs or follow other rules of the road. However, drivers also tend to be more troubled by cyclists who impede traffic by taking up an entire lane or pass stopped cars at lights.
- More than one-half of Winnipeggers feel the city does a poor job of road maintenance. The city's record on roadway snow clearing is better, with more than six-in-ten Winnipeggers rating this service as good.
- When it comes to new road design, car-focused priorities win out. Significantly more Winnipeggers place a priority on safety, smooth pavement and reducing traffic jams than on the addition of bike infrastructure.

TOP CONCERNS ABOUT CYCLISTS AMONG DRIVERS

Q4. "As a regular driver, what are your top three concerns when you are driving and encounter cyclists on the road? Please choose your top three concerns by tapping or clicking on the items to rank them in order of importance." (Randomized) (n=546)

Base: Winnipeg adults who are regular drivers



TOP CONCERNS ABOUT DRIVERS AMONG CYCLISTS

Q5. "As a regular cyclist, what are your top three concerns when you are biking and encounter vehicles on the road?" (Randomized) (n=203)

Base: Winnipeg adults who are regular cyclists

