



**Information
Into Strategy**

www.pra.ca
admin@pra.ca

**MANITOBA OMNIBUS:
JUNE 2007**

ACTIVE TRANSPORTATION INFRASTRUCTURE

June 29, 2007

Prepared for:

Manitoba Medical Association (MMA)

500-363 Broadway · Winnipeg, MB · R3C 3N9 · Ph: 204.987.2030 · Fx: 204.989.2454
208-350 Sparks Street · Ottawa, ON · K1R 7S8 · Ph: 613.233.5474 · Fx: 613.233.5673
34-1919 Rose Street · Regina, SK · S4P 3P1 · Ph: 306.347.2543 · Fx: 306.791.4848

TABLE OF CONTENTS

1.0	How this research was conducted.....	1
1.1	Weighting.....	1
1.2	Caution.....	1
2.0	Findings.....	2
2.1	Most respondents support governments investing more money in active transportation projects.....	2
APPENDIX A	Questionnaire	
APPENDIX B	Call Record	
APPENDIX C	Banners	
APPENDIX D	One-Ways (Weighted)	
APPENDIX E	One-Ways (Unweighted)	

1.0 How this research was conducted

The Omnibus survey was conducted in June 2007. In Manitoba, 803 residents, 18 years of age and over, were interviewed by telephone on a range of issues.

The respondents were selected by random digit dialling, which allows us to include those with unlisted or new numbers. This technique produces a random sample that includes the highest possible percentage of eligible respondents.

Table 1: Summary of methodology	
June 2007 Omnibus	
Pretest	June 4, 2007
Survey dates	June 5 to June 21, 2007
Sample size	n=803
Interviewing method	Telephone
Sample selection	Random digit dialling
Approximate error rate (theoretical)	\pm 3.5%, 19 times out of 20

1.1 Weighting

The data presented in this report were weighted to correct for differences between the demographics of the sample and the Manitoba population. Tables presented are weighted unless otherwise stated.

In some cases, when the random sample produces a divergence from Canadian census data, we correct for slight discrepancies in gender, age, and income. For example, since men tend to refuse to participate more often than women, and since younger respondents are often more difficult to find at home, we re-weight the data to conform more closely to Statistics Canada information.

Since this technique assigns a percentage “weight” to a respondent, the number of weighted respondents may be slightly different than the total number interviewed.

1.2 Caution

This document represents a summary of the results and is not intended to be an exhaustive examination of the findings.

2.0 Findings

2.1 Most respondents support governments investing more money in active transportation projects

We asked Manitobans whether they support or oppose governments investing more money in active transportation projects such as bike paths, designated bike routes, and Transit “cycle and ride” depots.

Most respondents (90%) said they support governments investing more money in active transportation projects.

- ▶ About 6 respondents in 10 (59%) report that they *strongly support* the governments investing more money in these types of projects.
- ▶ Another 1 respondent in 3 (32%) says they *somewhat support* governments investing in these types of projects.

Only 7% of respondents say they oppose governments investing in active transportation projects, including 3% who *strongly oppose*.

Table 2 shows these results.

Table 2: Support rating of governments investing more money in active transportation projects <i>AT11. Do you support or oppose governments investing more money in projects that encourage individuals to use active transportation?</i>	
	June 2007 % (n=803)
Support	90%*
Strongly support	59%
Somewhat support	32%
Oppose	7%
Somewhat oppose	4%
Strongly oppose	3%
Don't know/No response	2%
Total	99%
Note: Columns may not sum to 100% due to rounding. * Due to rounding this number is 90% and not 91%, as it appears to be when <i>strongly support</i> and <i>somewhat support</i> are added.	

2.1.1 Support remains consistent through different demographic groups

Regardless of age, gender, income, or region, levels of support remain high amongst all respondents. Although there are no statistically significant differences among demographic subgroups, respondents with a household income of \$50,000 or more appear to be more likely to say they are in support governments investing more money in active transportation projects. Table 3 presents the results.

Table 3: Profile of respondents who support governments investing more money in active transportation projects	
	Respondents who support governments investing more in active transportation projects
	June 2007
	%
	(n=803)
Overall	90%
Region	
Winnipeg	92%
Non-Winnipeg	88%
Gender	
Men	91%
Women	90%
Age	
18 to 24	92%
25 to 39	90%
40 to 64	91%
65 and over	88%
Income	
Under \$35,000	89%
\$35,000 to \$50,000	91%
\$50,000 to \$75,000	97%
Over \$75,000	96%

APPENDIX A

Questionnaire

ATI1:

ACTIVE TRANSPORTATION INFRASTRUCTURE QUESTION - MMA

ATI1. Moving on...

Do you support or oppose governments investing more money in projects such as bike paths, designated bike routes, and Transit " cycle and ride" depots, that encourage individuals to use active transportation?

Would that be strongly or somewhat support/oppose?

Strongly support	4
Somewhat support	3
Somewhat oppose	2
Strongly oppose	1
Don't know	8
No response	9

APPENDIX B

Call Record

**Call record for Manitoba Omnibus
 June 2007**

Call Record for Manitoba Omnibus: June 2007		
Outcome	June Omnibus	
	n	%
A Total numbers attempted	10207	100%
1. Not in service	2095	21%
2. Fax	174	2%
3. Business	132	1%
Remaining	7806	76%
B Total eligible numbers	7806	100%
4. Busy	125	2%
5. Answering machines	1278	16%
6. No answer	751	10%
7/8. Language/illness/incapability	397	5%
9. Selected/eligible respondent not available	688	9%
Remaining	4567	59%
C Total asked	4567	100%
10. Household refusal	314	7%
11. Respondent refusal	1478	32%
12. Qualified respondent break off	991	22%
Remaining	1784	39%
D Co-operative contacts	1784	100%
13. Disqualified	981	55%
14. Completed interviews	803	45%
Refusal rate = (10+11+12)/C	2783	61%
Response rate (D/B)	1784	23%

APPENDIX C

Banners

APPENDIX D
One-Ways (Weighted)

APPENDIX E

One-Ways (Unweighted)