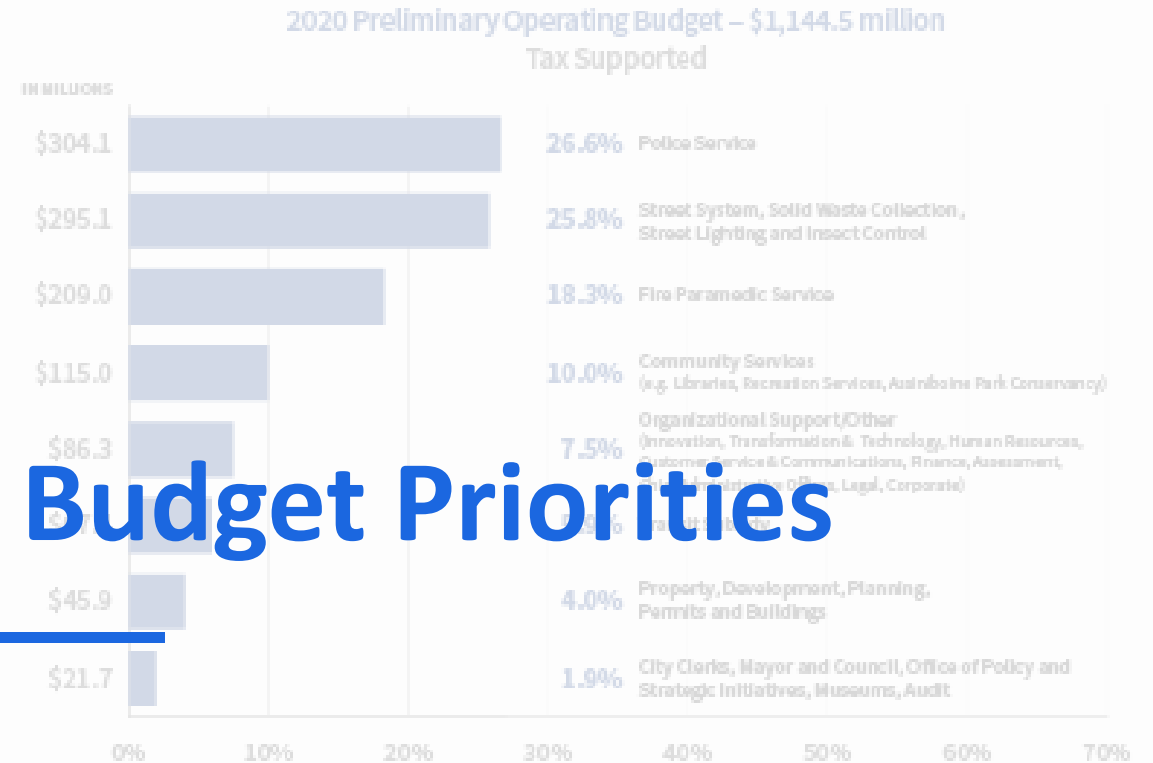


Preliminary 2020-2023 Multi-Year Balanced Budgets*

How is the money spent in the
Operating Budget?

Citizens' Views on Budget Priorities



* Subject to Council approval



winnipeg.ca/budget



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Key Findings

When it comes to the upcoming City of Winnipeg budget, around two-thirds of Winnipeg adults prioritize spending on community safety (including police) and community services. Though roads and potholes typically top Winnipeggers' list of concerns, only about one-half place investments in roads among their top-3 budget priorities, with slightly more than one-third wanting the City to control expenditures and invest in transit.

Significant demographic differences drive views on budget spending priorities. For example, those living in the Core area of the City are much more likely to prioritize investment in community services, while those living in southwest Winnipeg are more likely to advocate for spending on community safety. Older residents are also more likely to prioritize funding for community safety and roads, with younger adults more inclined to back investments in public transit.

Following the COVID-19 pandemic, about one in ten Winnipeggers each say investing in recreation (including active transportation infrastructure such as walking paths and bike trails) and community services should take precedence. Slightly smaller proportions, meanwhile, say the pandemic highlights the need to spend more on community safety and social/public health initiatives. Nearly six in ten Winnipeggers, however, cannot identify a specific area they would describe as being more of a priority due to COVID-19.

About the Probe Research Omnibus

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

Survey Instrument

The survey instrument was designed by Probe Research in close consultation with the City of Winnipeg.

Methodology

Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between September 7th and 20th, 2021.

With a sample of 600, one can say with 95 per cent 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.

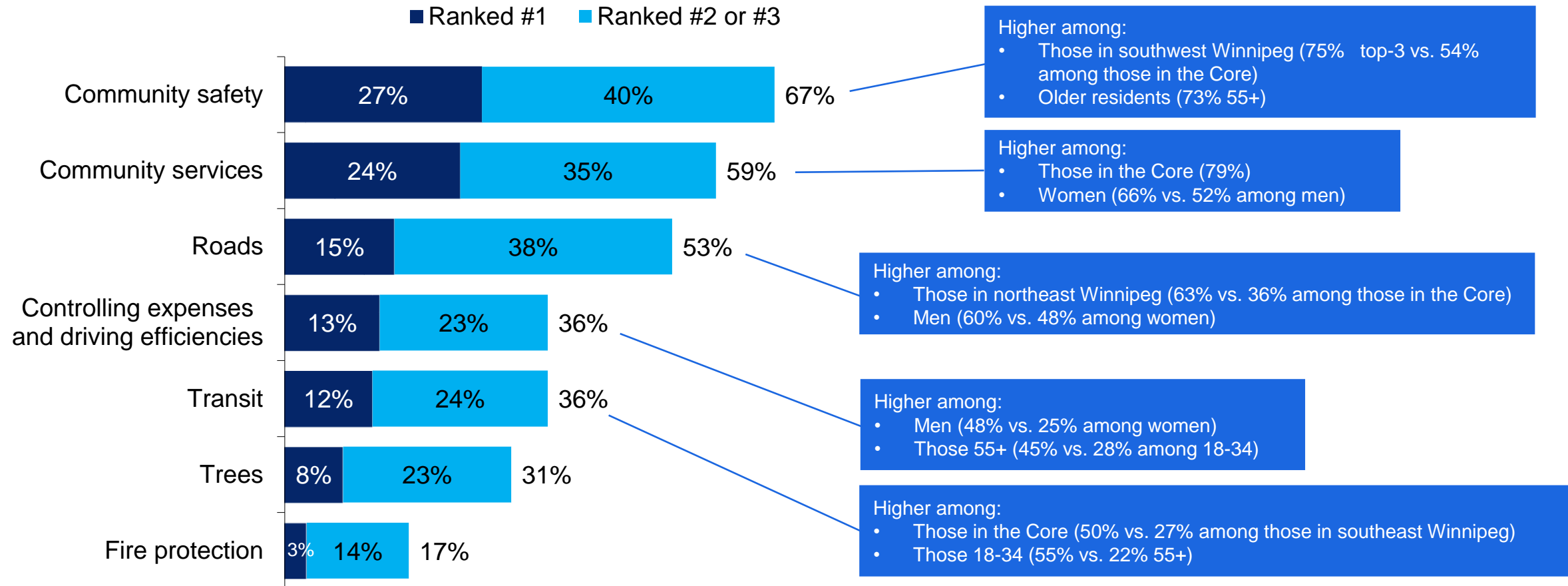
The sample consists of 254 Winnipeggers randomly recruited via live-agent operator; 195 Winnipeggers randomly recruited via Interactive Voice Response (IVR) and 151 members of Probe Research's online panel. All respondents completed the survey on an online platform.

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.

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.

Top Budget Priorities for Council

Community safety, community services are citizens' main City budget priorities

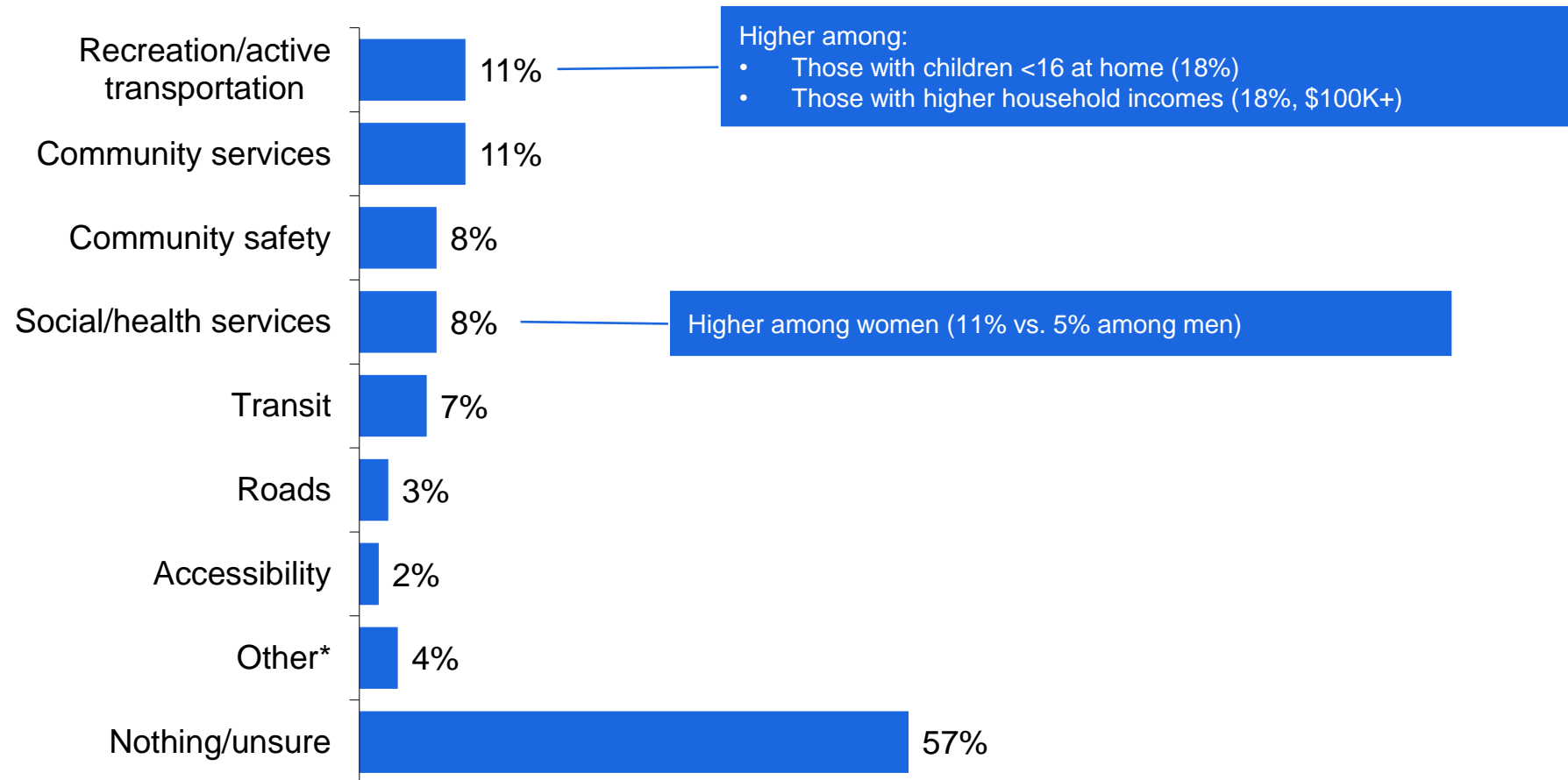


COWB1. Please read this list of priorities and rank them in order, with one being the most important priority for you personally and seven being the least important priority for you. (RANDOMIZED)

Base: All respondents (N=600)

Higher Priority Areas Due to COVID-19

Citizens most likely to prioritize active transportation, community services due to the pandemic



COWB2. Is there a city service or program that has become more of a priority for you personally because of the COVID-19 pandemic? It does not have to be in the list above.

Base: All respondents (N=600)

*Mentioned by 1% of fewer respondents