

NEWS RELEASE

MANITOBA REID OMNIBUS SURVEY

7 OUT OF 10 MANITOBANS GIVE THEIR COMMUNITIES HIGH RATINGS

- ◆ Southern Manitobans outside Winnipeg are most satisfied
 - ◆ Young adults are the least pleased
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The research results presented in this *Manitoba Reid Press Release* are based on a province-wide survey of current public opinion. Telephone interviews were conducted among a random and representative cross-section of 600 Manitoba adults between April 28 and May 6, 1998.

The sample for this Angus Reid survey was stratified into three distinct regions: Winnipeg (census divisional), Southern Manitoba (census divisions 1 to 10, 12, 13, 14 and 15) and Northern Manitoba (census divisions 16-23). Sample was drawn in proportion to the adult population within each region. Interview quotas were imposed for each, with 300 residents surveyed in Winnipeg, 150 in Southern Manitoba, and 150 in Northern Manitoba. Data collected for this report were weighted first by region, and then by gender and age, to reflect census data proportions within the Manitoba population.

With a sample of 600, one can say with 95 percent certainty that the survey results are within ± 4.0 percentage points of what they would have been had the entire adult population of the province been surveyed. The margin of error will be larger for sub-groupings of the Manitoban population.

7 OUT OF 10 MANITOBBANS GIVE THEIR COMMUNITIES HIGH RATINGS

Although people like to gripe about things, many Manitobans praise their local community. In fact, when asked to give a “1” to “5” rating of their local community as a place to live, a strong majority (72%) score their community as either a “4” or “5” out of “5”. When the results are broken down further, over one-quarter of Manitobans (28%) give their local community full points by saying they rate give a “5” out of “5” rating for their community. These survey results are based on a questionnaire item that was placed on the latest Manitoba Reid Omnibus Survey; interviewing was conducted in April and May among 600 households across the province.

Southern Manitobans Outside Winnipeg Give Highest Ratings

Thirty-nine percent of those living in Southern Manitoba (outside Winnipeg) give full “5-point ratings” to their community. This proportion is 14% larger than that found in Winnipeg where one-quarter (25%) of Winnipeggers give their local community “5” out of “5” ratings. It is also 17% larger than the proportion saying the same thing in Northern Manitoba where only 22% give their community a “5” out of “5”.

Table 1: Regional Results

	TOTAL	REGION		
		Winnipeg	Southern Manitoba	Northern Manitoba
Community Ratings	(600*)	(300)	(150)	(150)
	(%)	(%)	(%)	(%)
5	28	25	39	22
4	44	48	41	35
3	21	21	17	28
½	7	6	3	7
DK/NS	-	-	-	-
Total	100%	100%	100%	100%

*Data are calculated with weighted numbers in the “Total Column”.

Older People Most Satisfied while “Gen-X” Shows its Angst:

- Older people give higher ratings. This is illustrated by the following:
 - ◆ 35% of those aged 55 or over give their local community a “5” out of “5”
 - ◆ “Baby-Boomers” are slightly less positive: 31% of those aged 35 to 54 give a “5” out of “5”
 - ◆ Only one out of five (20%) of those aged 18 to 34 give top ratings to their community
- Not surprisingly, household income appears to have some effect on how people rate their communities. However, even with a low income, 25% of those with household incomes under \$30,000 give high ratings for their community.

Table 2: Results by Age and Income Categories

Community Ratings	Total* (600) (%)	Age			Household Income		
		18 - 34 (175) (%)	35- 54 (240) (%)	55 + (181) (%)	<\$30k (216) (%)	\$30k - \$60k (207) (%)	>\$60k (75) (%)
5	28	20	31	35	25	30	24
4	44	47	43	43	43	43	59
3	21	26	18	18	24	23	12
1 or 2	7	6	8	4	8	4	3
DK/NS	-	-	-	-	-	-	1
Total	100%	100%	100%	100%	100%	100%	100%

*Data are calculated with weighted numbers in the “Total Column”.



For more information on this news release, please contact:

Chris Adams, Ph.D.

Vice President

Angus Reid Group

(204) 949-3108

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