

PUBLIC OPINION ON PARKING IN WINNIPEG

DEC. 2019

Winnipeg

PROBE RESEARCH INC.

FOR MORE INFORMATION:

Mary Agnes Welch
Principal

PROBE RESEARCH INC.

603-191 Lombard Ave.
Winnipeg, MB R3B 0X1

(204) 470-8862
maryagnes@probe-research.com
www.probe-research.com

KEY FINDINGS

- Nearly six-in-ten say they pay for roughly the same amount of parking now as they have in the past, with equal shares of Winnipeggers – approximately one-in-five each – indicating they are paying for on-street parking either more often or less often than they did one year ago. This suggests the recent increase in parking fees may have had only a modest, or even negligible, impact on people's parking habits.
- However, the price of parking is top-of-mind for Winnipeggers in any discussion of parking. For example, those now paying for parking less frequently are most likely to say they are deliberately traveling to areas with free parking or making fewer trips overall.
- As well, nearly three-in-ten Winnipeggers – particularly younger, lower-income citizens – say cost is the most important factor affecting where they park. However, for more than six-in-ten residents, cost is a less-important factor affecting parking behaviour.
- Winnipeggers are most likely to say that the proximity of their parking spot to their destination is the main factor (besides cost) affecting where they choose to park. The maximum length of time allowed and the perceived safety of the spot are strong secondary factors. The relative ease of getting into a spot as well as how convenient it is to pay are much less likely to be identified as a top consideration when Winnipeggers choose where to park.
- Six-in-ten Winnipeg residents say they would be more wiling to pay for on-street parking if any revenue generated is used to fund a range of improvements to the area. Only one-in-five disagree. Younger residents and those living in the core area are more likely to be supportive of this idea.
- Although four-in-ten residents do not raise any specific concerns that should be addressed as part of the City's on-street paid parking strategy, those who do are most likely to say the cost of parking needs to be dealt with as part of this plan.

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.

PROBE RESEARCH INC.

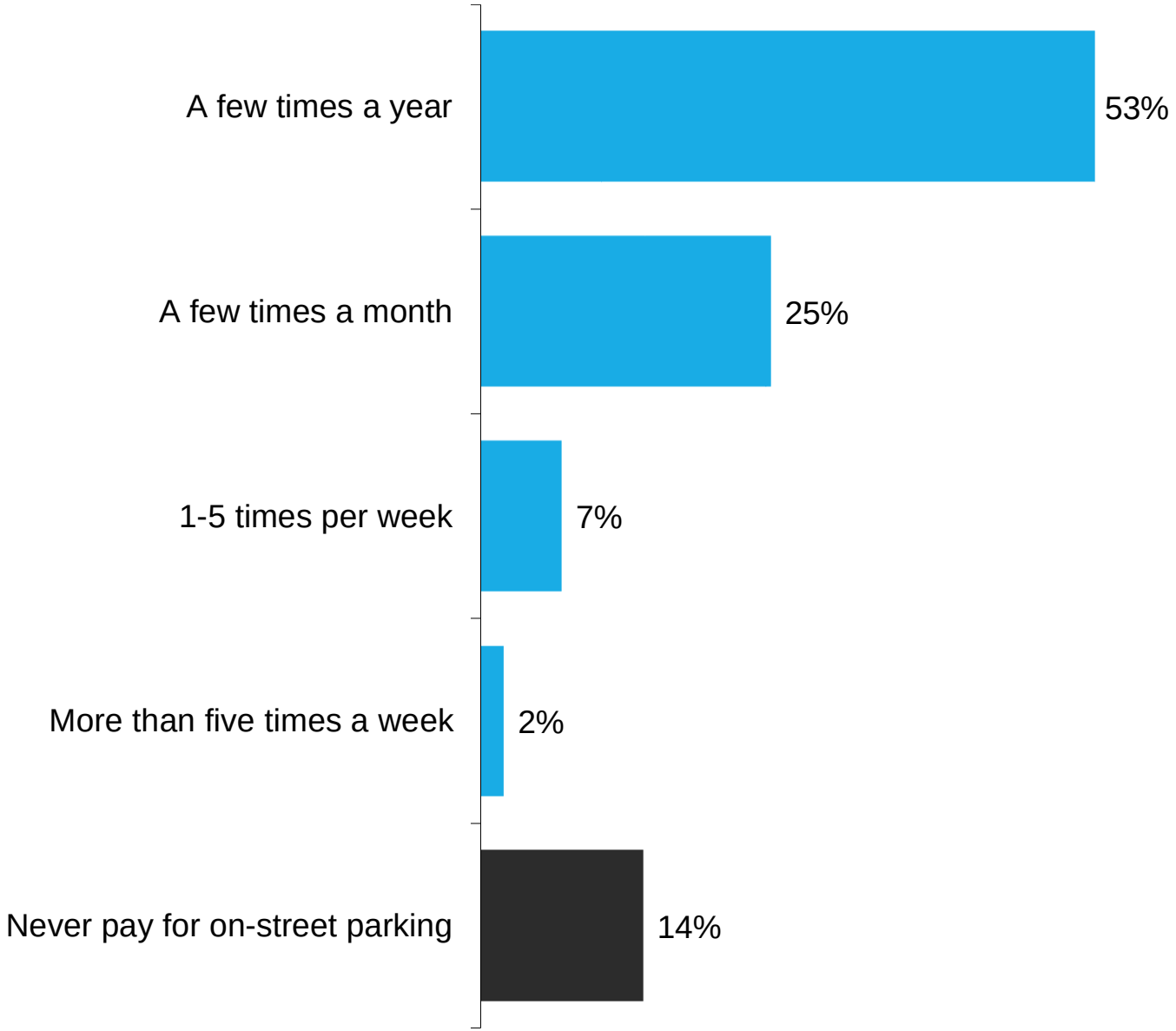
METHODOLOGY

- Between No. 27 and Dec. 10, 2019, Probe Research surveyed a random and representative sampling of 610 adults residing in Winnipeg.
- With a sample of 610, 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 randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 208 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.

MOST WINNIPEGGERS PAY FOR STREET PARKING A FEW TIMES A YEAR…

Q1. “On average, how often, if ever, do you pay for on-street parking?”

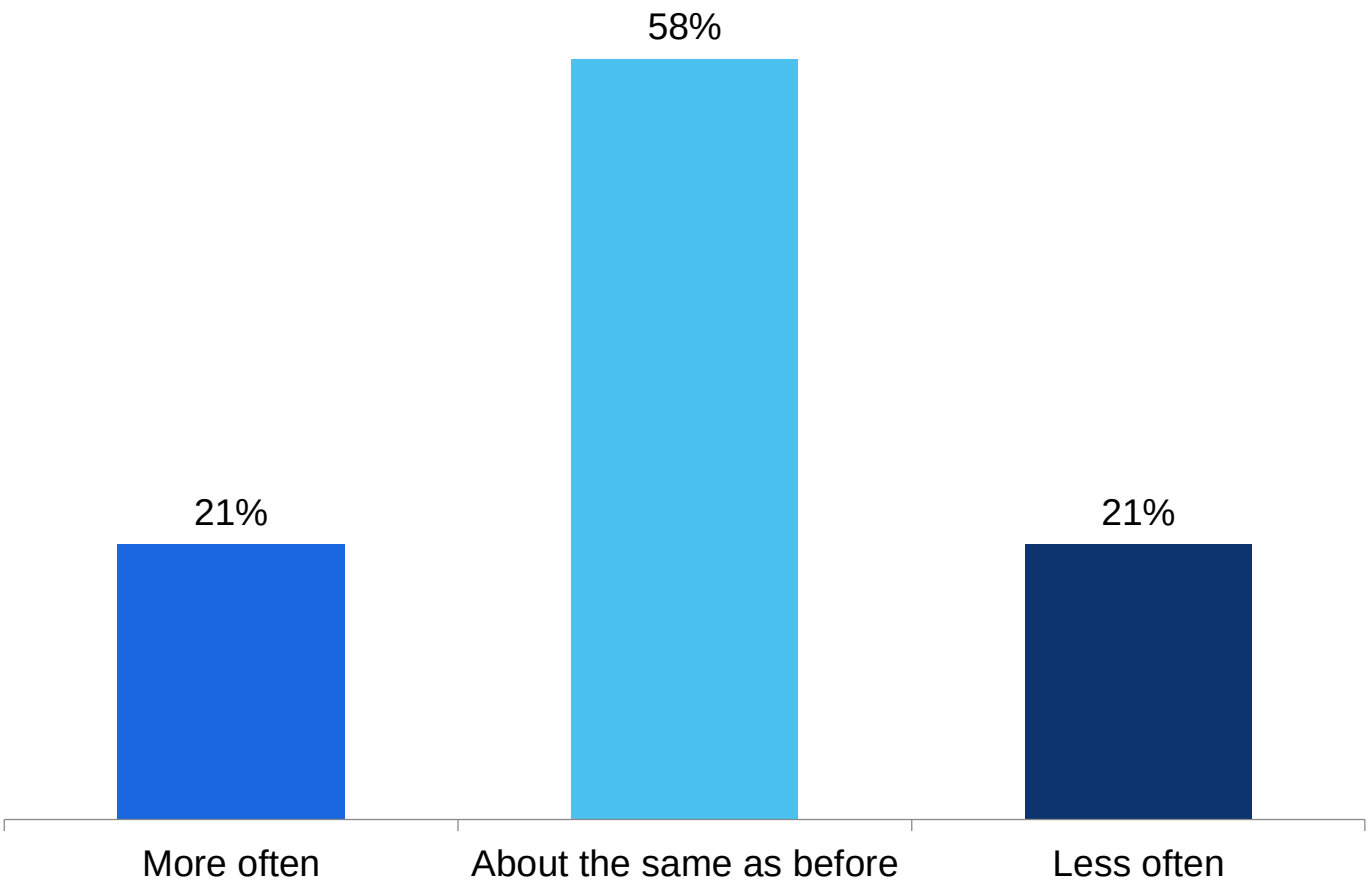
Base: All respondents (N=600)



…AND HAVE NOT CHANGED THEIR PARKING BEHAVIOUR OVER THE PAST YEAR

Q2. “Thinking back over the last year or so, have you bought on-street parking more often, less often or about the same amount?”

Base: Those who have paid for on-street parking (n=519)



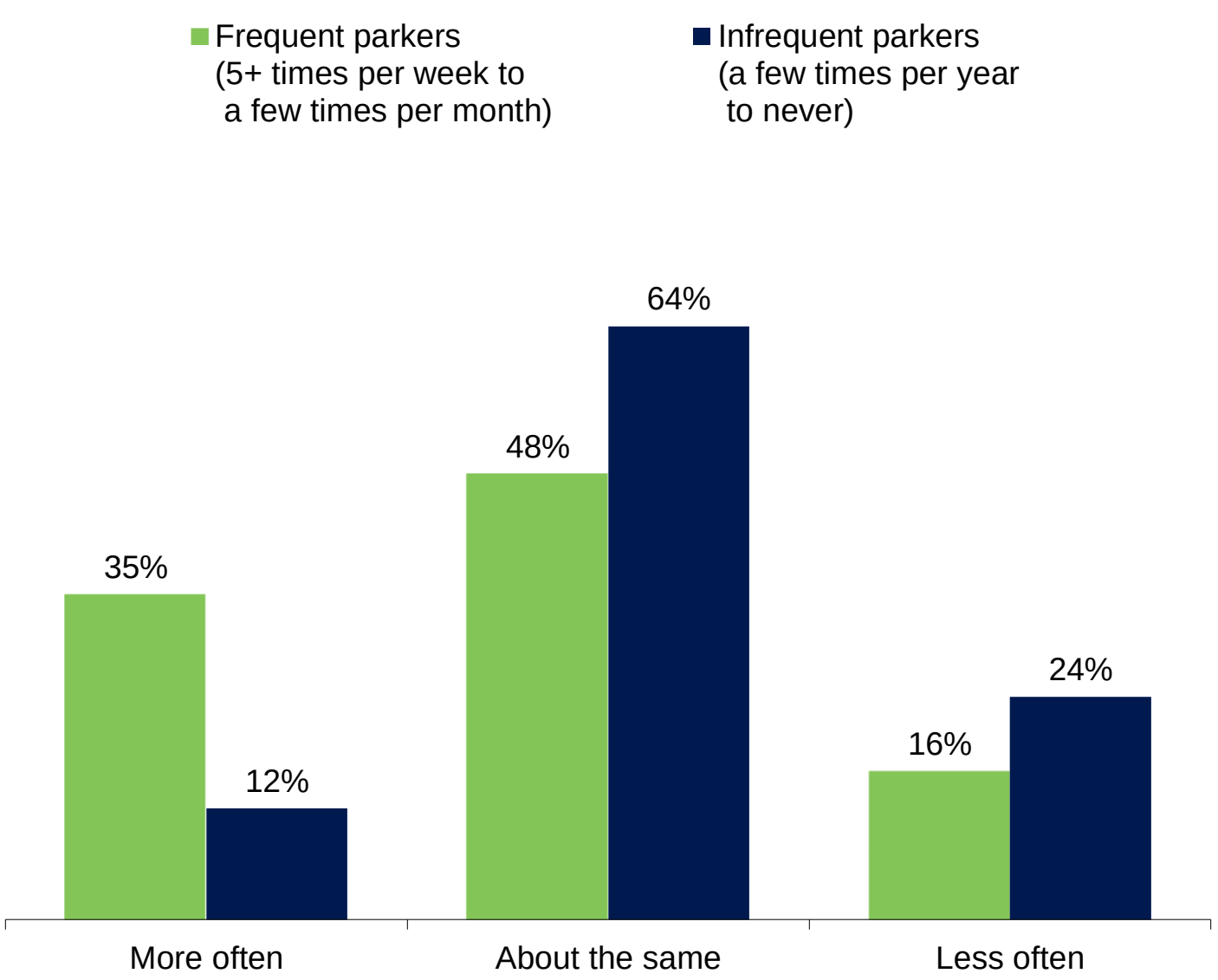
Those most likely to say they pay for parking **less often** include:

- Older adults (24% among those 55+ vs. 18% among those 18-34).
- Those with high school or less (28% vs. 18% among university grads)

FREQUENT PARKERS ARE PARKING MORE OFTEN THAN A YEAR AGO

Q2. “Thinking back over the last year or so, have you bought on-street parking more often, less often or about the same amount?”

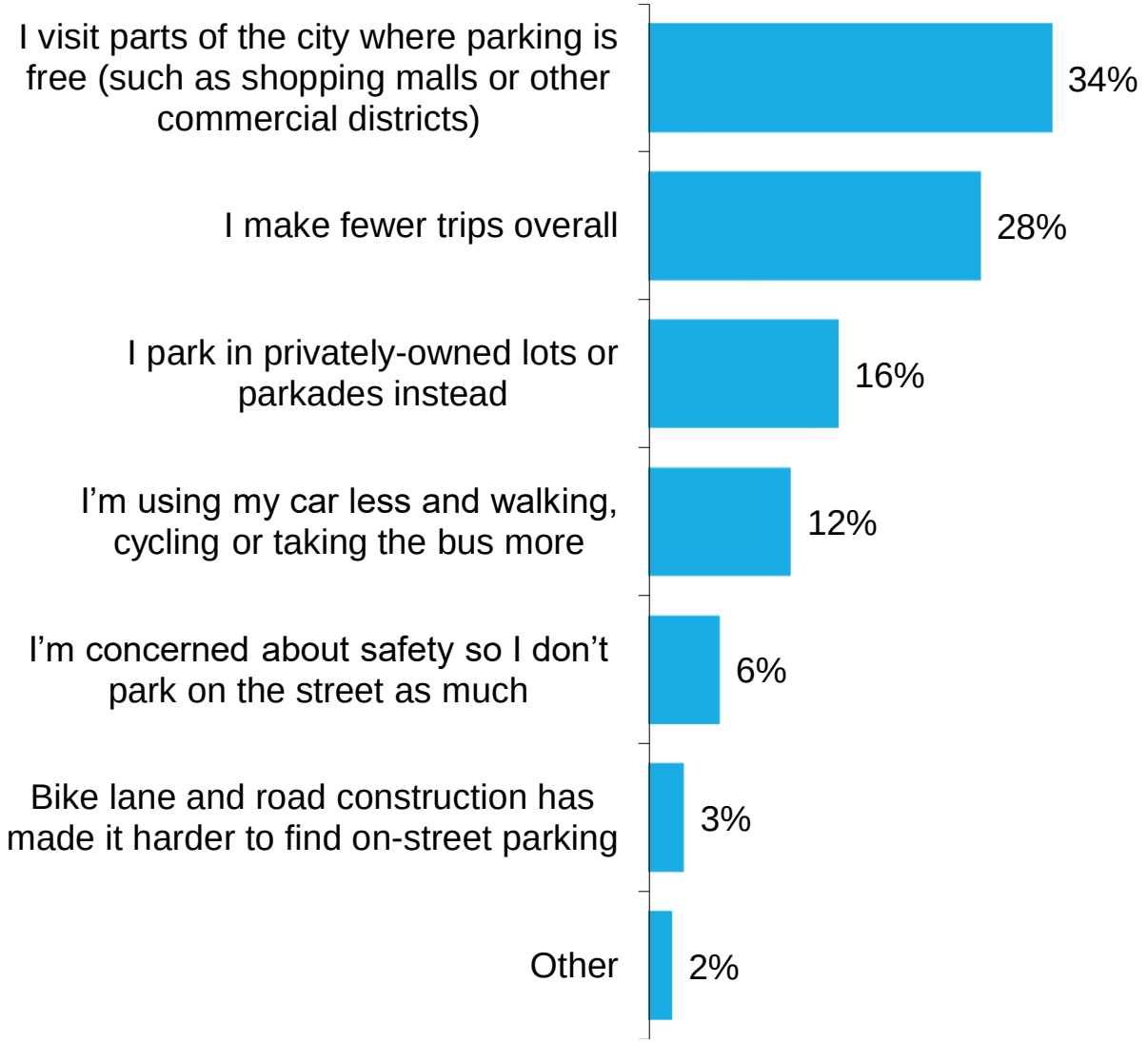
Base: Those who have paid for on-street parking (n=519)



ONE-THIRD OF THOSE PAYING FOR PARKING LESS OFTEN ARE VISITING FREE PARKING AREAS OF THE CITY

Q3. “Why are you using paid, on-street parking less often? Please read the following reasons and pick your top one. Or select ‘other’ below and fill in your own reason.”

Base: Those who have paid for on-street parking who are using it less often (n=110)



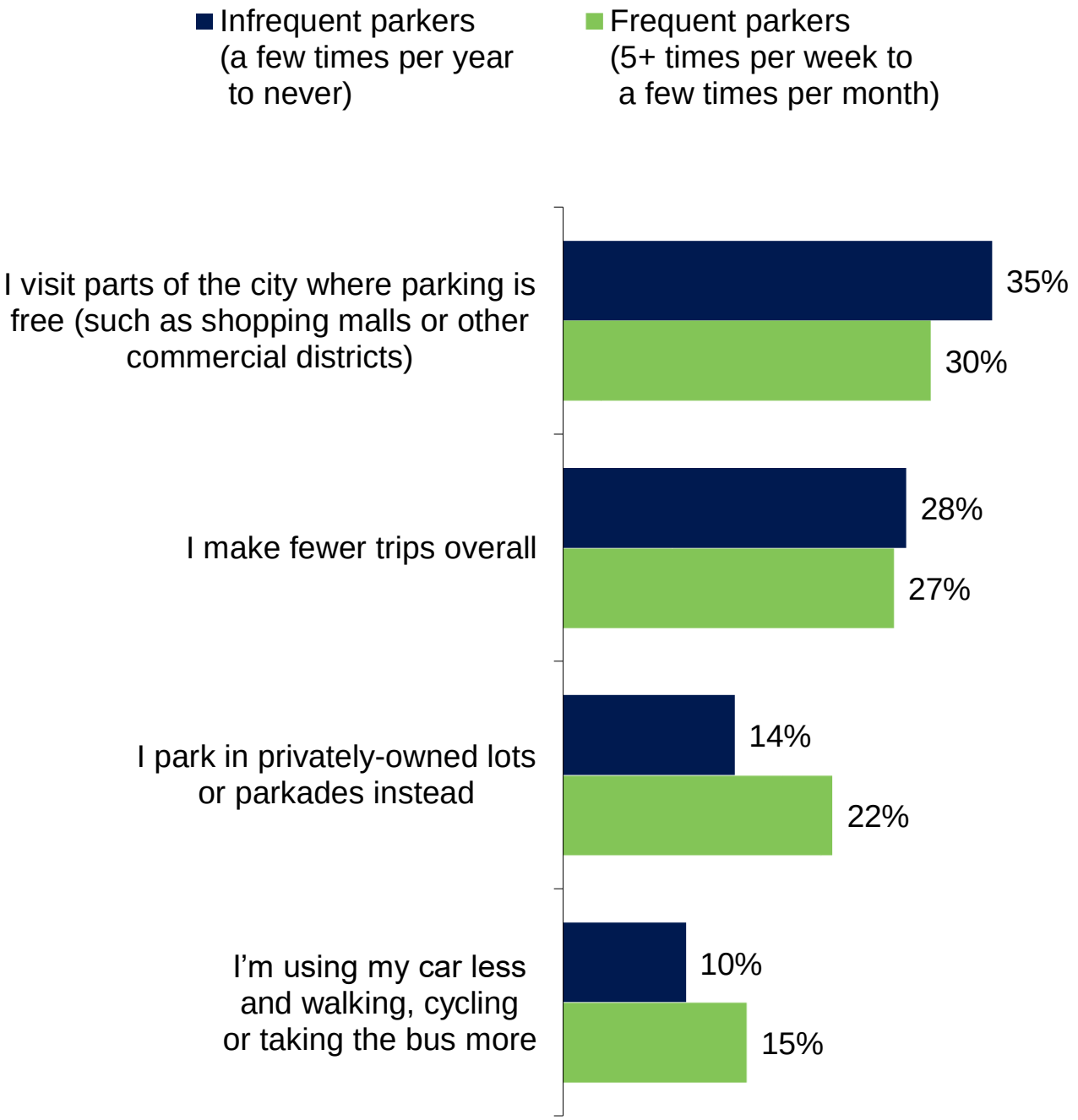
Those most likely to say they are **parking in free locations** include:

- Residents of northwest Winnipeg (44% vs. 19% among those in northeast Winnipeg).
- Women (38% vs. 29% among men).
- Older Winnipeggers (44% among those 55+ vs. 28% among those 18-34).
- Lower-income people (41% among those earning <$50K vs. 24% among those earning $100K+).

FREQUENT PARKERS MORE LIKELY TO OPT FOR A PRIVATE LOT

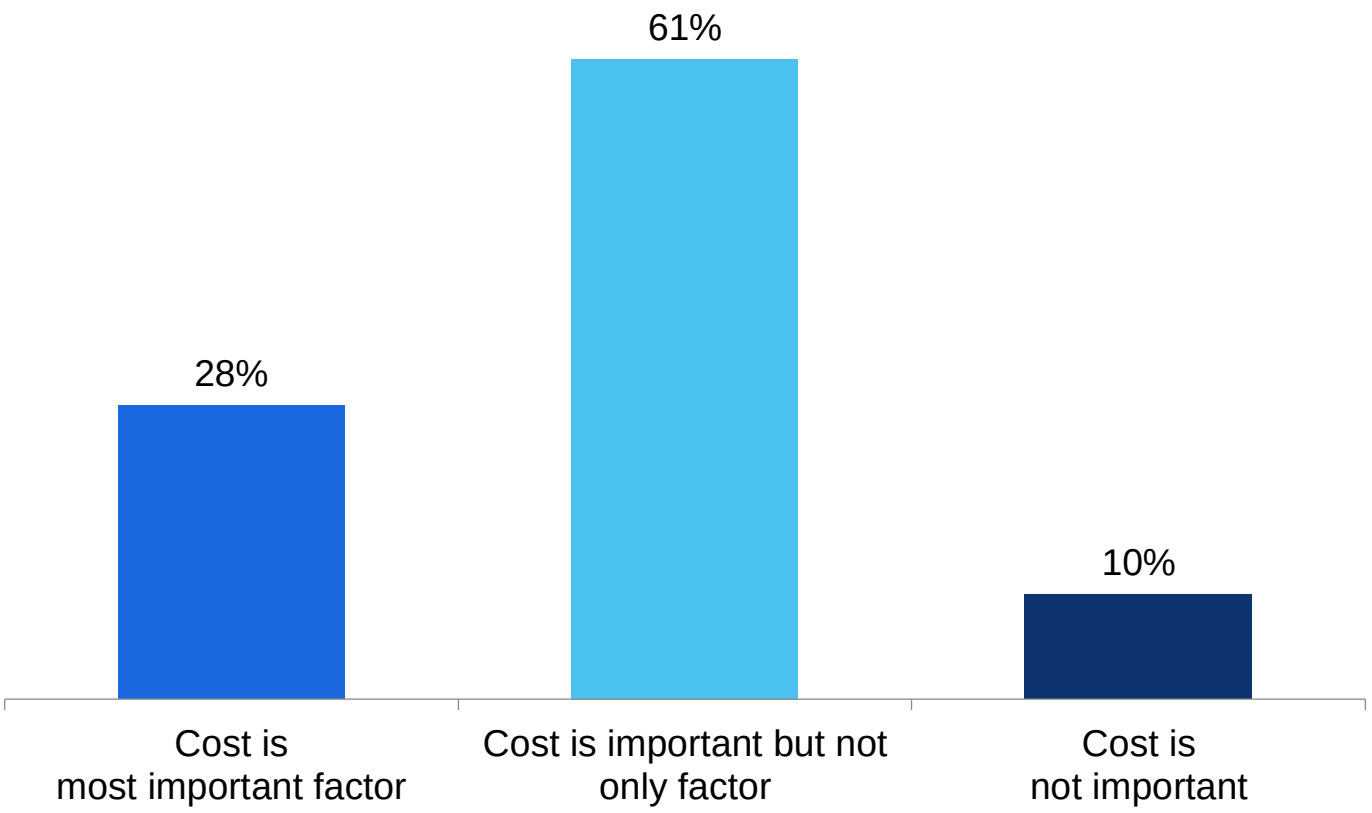
Q3. “Why are you using paid, on-street parking less often? Please read the following reasons and pick your top one. Or select ‘other’ below and fill in your own reason.”

Base: Those who have paid for on-street parking who are using it less often (n=110)



COST OF PARKING IMPORTANT BUT NOT MAIN DECISION-MAKER

Q4. “When you’re deciding where to park, how important or unimportant is cost to your decision? Would you say…”



Base: Those who have paid for on-street parking (n=519)

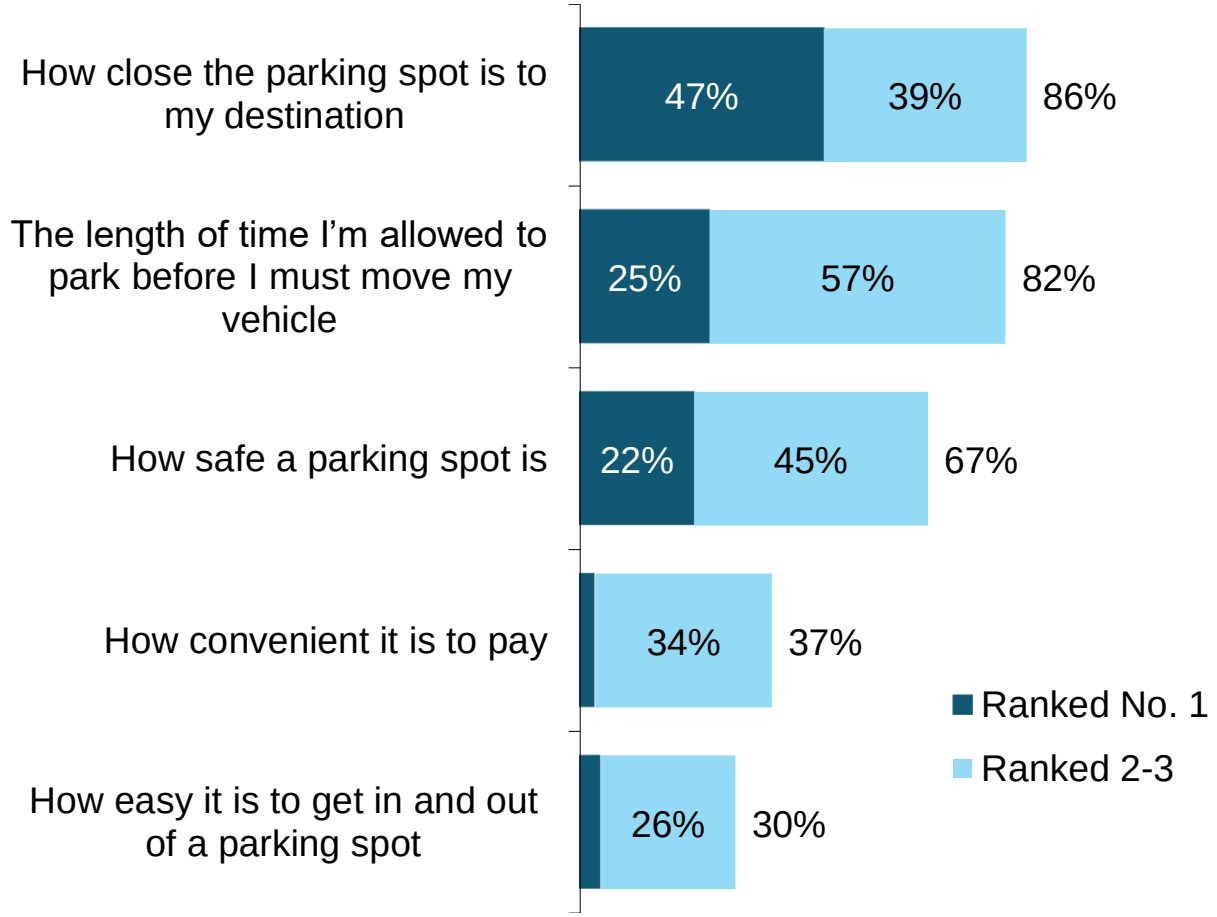
Those who are most likely to say **cost is the greatest factor** include:.

- Those living in southeast Winnipeg (34% vs. 23% among those living in the northeast).
- Younger adults (32% among those aged 18-34 and 30% among those aged 35-54 vs. 22% among those aged 55+). Older adults are more likely to say cost is an important but secondary factor (71% among those 55+).
- Those with lower household incomes (43% among those earning <$50K vs. 22% among those earning $100K+).
- Renters (40% vs. 24% among homeowners).

(Note: there is no statistically significant difference in views on this question among frequent and infrequent on-street parkers.)

PROXIMITY AN IMPORTANT FACTOR

Q5. “Other than cost, what are the other factors you consider when deciding where to park? Please rank these in order of importance by dragging and dropping them in the space provided.”



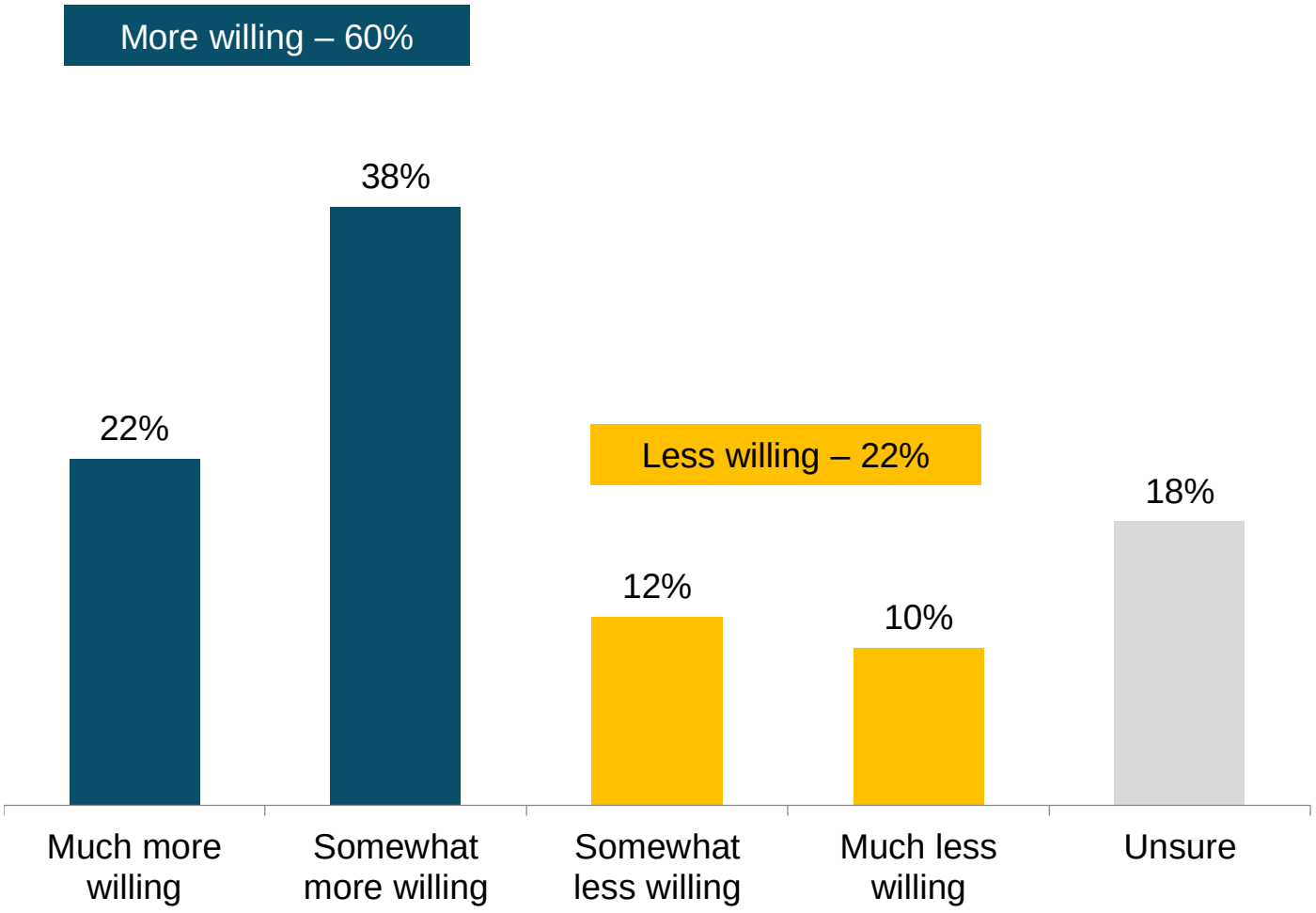
Base: Those who have paid for on-street parking (n=519)

- Men are more likely to rank **proximity** to their location as their No. 1 consideration (52% vs. 43% among women). Similarly those with higher household incomes are also more likely to rank **proximity** as their No. 1 consideration (54% among those earning $100K+).
- **Safety** is more likely to be a consideration among those living in more suburban areas (29% among those in northeast Winnipeg and 25% each among those in southeast and southwest Winnipeg) than it is for those living in the core (10%).
- Women are also more likely to say **safety** is their top consideration (27% vs. 17% among men).
- **Length of time** for parking is most likely to be the top consideration for those living in the core (32% vs. 14% among those living in northeast Winnipeg).

(Note: there is no statistically significant difference in views on this question among frequent and infrequent on-street parkers.)

SIX-IN-TEN MORE WILLING TO PAY FOR PARKING IF REVENUES FUND IMPROVEMENTS

Q6. “Would you be more willing or less willing to pay for parking if you knew a portion of the funds collected would directly improve and enhance the area you are visiting? Examples of improvements might include things like new lighting, planters, sidewalk improvements, public art, the addition of benches or other street furniture, safety programs, etc.”



Base: Those who have paid for on-street parking (n=519)

Those who **are more willing** to pay for parking if revenues funded improvements include:

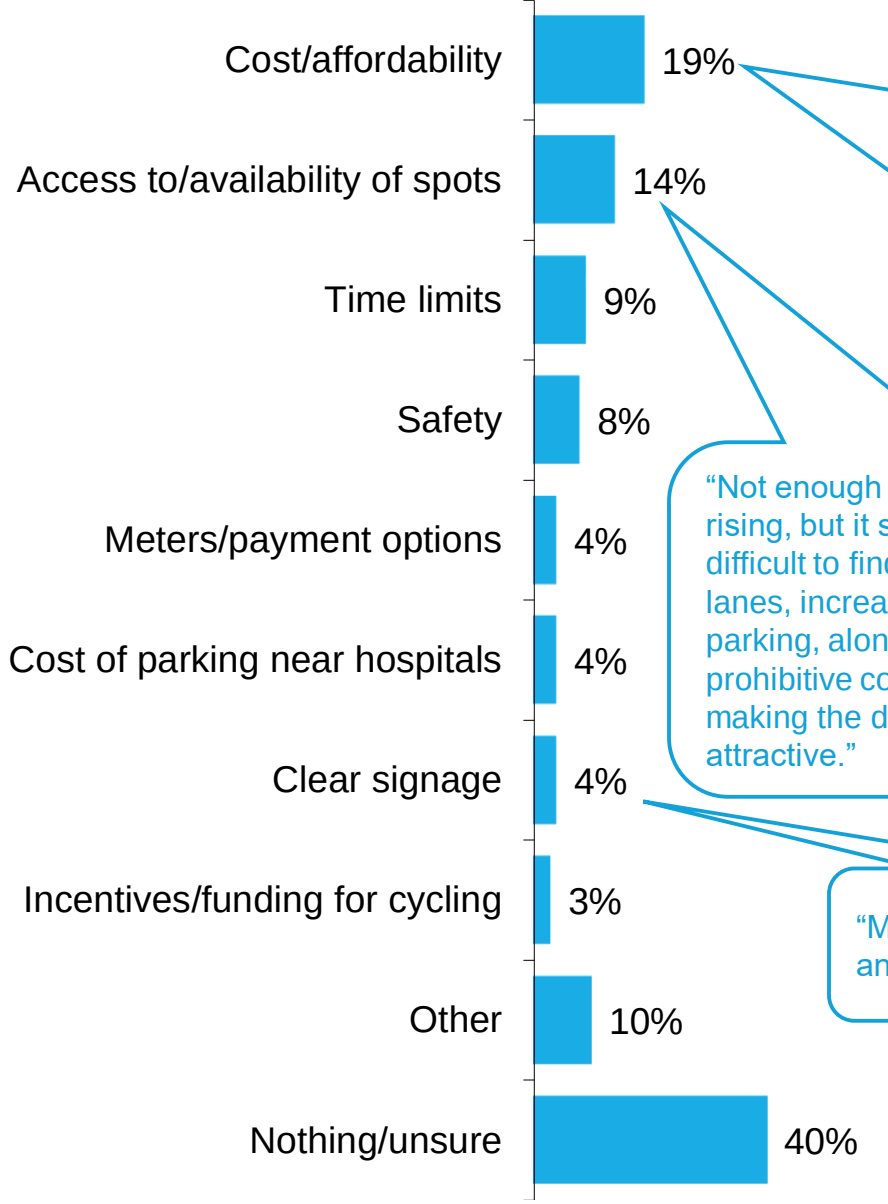
- Those living in the core area (71% vs. 43% among those living in the northwest).
- Younger adults aged 18-34 (70% vs. 52% among those 55+).

(Note: there is no statistically significant difference in views on this question among frequent and infrequent on-street parkers.)

WINNPEGGERS ARE MOST LIKELY TO RAISE THE COST OF PARKING AS AN ISSUE TO ADDRESS

Q7. “The City of Winnipeg is planning to develop an on-street paid parking strategy. For you, what are the biggest parking issues this strategy should address?”

Base: Those who have paid for on-street parking (n=519)



“Parking in the Exchange District costs way too much. I do my best to avoid parking there as much as I can. Unfortunately, this means I don't frequent the restaurants and shops any more.”

“Not enough parking spaces, the cost is rising, but it seems like it’s getting more difficult to find parking. The mixture of bike lanes, increasingly limited availability of parking, along with an increasing prohibitive cost for transit and parking are making the downtown less and less attractive.”

“More signage with more detail and less ambiguity.”

- Most likely to raise cost as an issue are those living in northwest Winnipeg (28% vs. 15% among core area residents) and university graduates (22%).
- Frequent parkers are also slightly more likely to mention cost as a key issue (27% vs. 15% among infrequent parkers).