



WINNIPEG ECONOMIC PERSPECTIVES

JUNE 2020

ECONOMIC DEVELOPMENT WINNIPEG INC.



ECONOMIC
DEVELOPMENT
WINNIPEG

PROBE RESEARCH INC.

KEY FINDINGS

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**ECONOMIC DEVELOPMENT
WINNIPEG INC.**

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- Although fewer Winnipeg adults are now optimistic about the city economy than was the case last fall in pre-pandemic times, six in ten residents today remain very or somewhat optimistic about the city's financial future. These and other findings emerge from a new research program sponsored by Economic Development Winnipeg. This representative survey was undertaken by Probe Research Inc. and released exclusively to the *Winnipeg Free Press*. Economic Development Winnipeg will be providing periodic updates regarding the local economy and public sentiments on public and personal finances in the coming months and years.
- Last fall, one in four Winnipeg adults reported that they and their families are better off financially than they were a year earlier. Today only 14 per cent report they have enjoyed improvement of their financial futures compared to a year earlier.
- Looking ahead to the next year, most residents anticipate the financial status quo (55%), although almost one in four predict they will experience financial gains in the coming 12 months. This bullish outlook was most apparent among younger respondents.
- Although the number of full and part-time workers has declined by 11 per cent since our survey last September, those who have been successful at retaining their employment remain highly satisfied with their jobs. Indeed, overall job satisfaction has inched up by four percentage points since our September sounding.
- Nearly four in ten Winnipeggers are concerned that they themselves or someone in their household will lose their job or experience an unwanted reduction of working hours in the next six months. This level of job loss anxiety has increased by fully 14 percentage points since last fall.

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

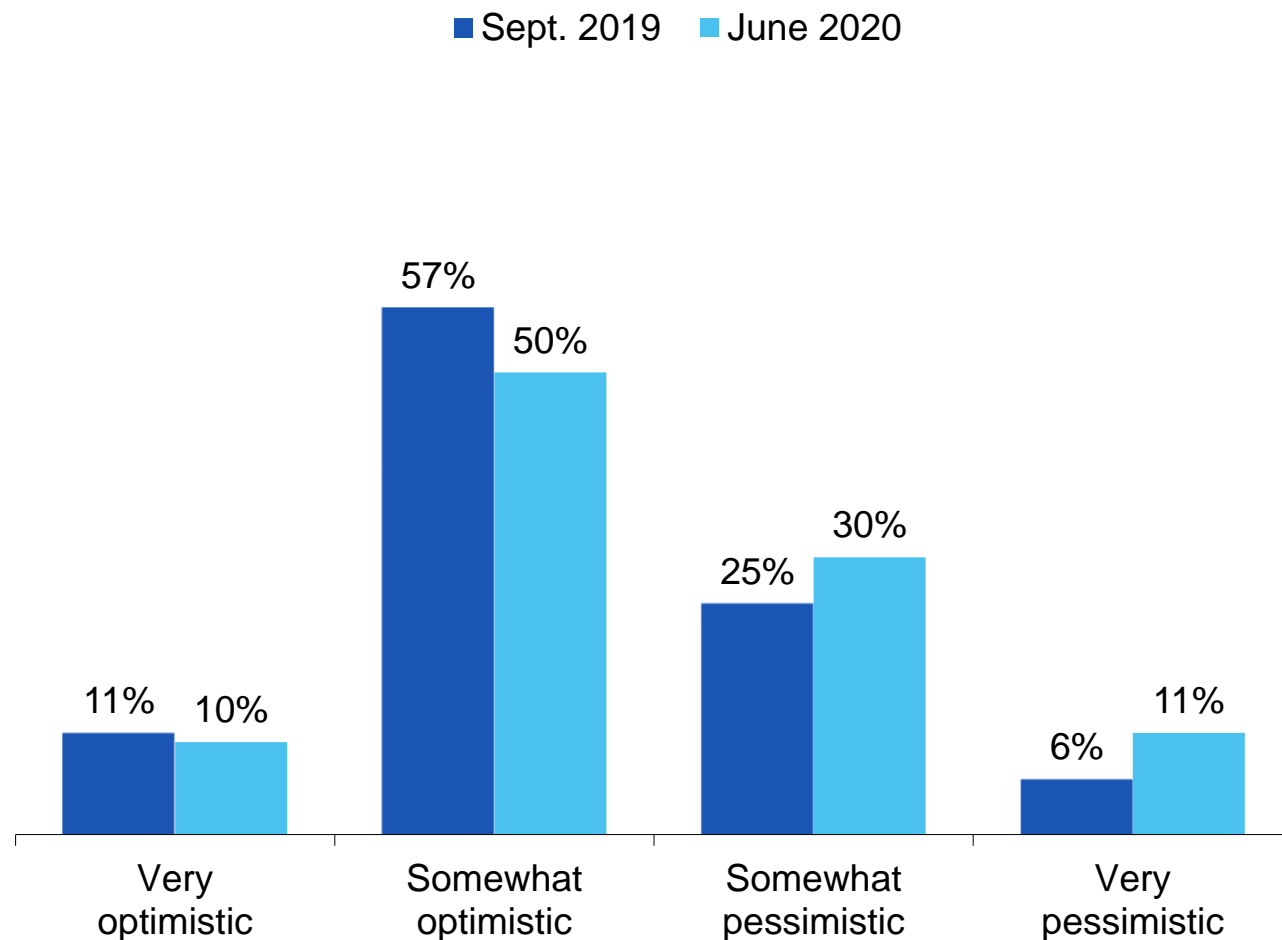
The survey instrument was designed by Probe Research in close consultation with representatives of YES! Winnipeg.

METHODOLOGY

- Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg between June 2 and June 11, 2020.
- 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 randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 178 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.

OPTIMISM IN THE WINNIPEG ECONOMY ONLY MARGINALLY DOWN

Q.1 "Thinking about the economy: Are you optimistic or pessimistic about the economic future of Winnipeg? Is that very or somewhat?"



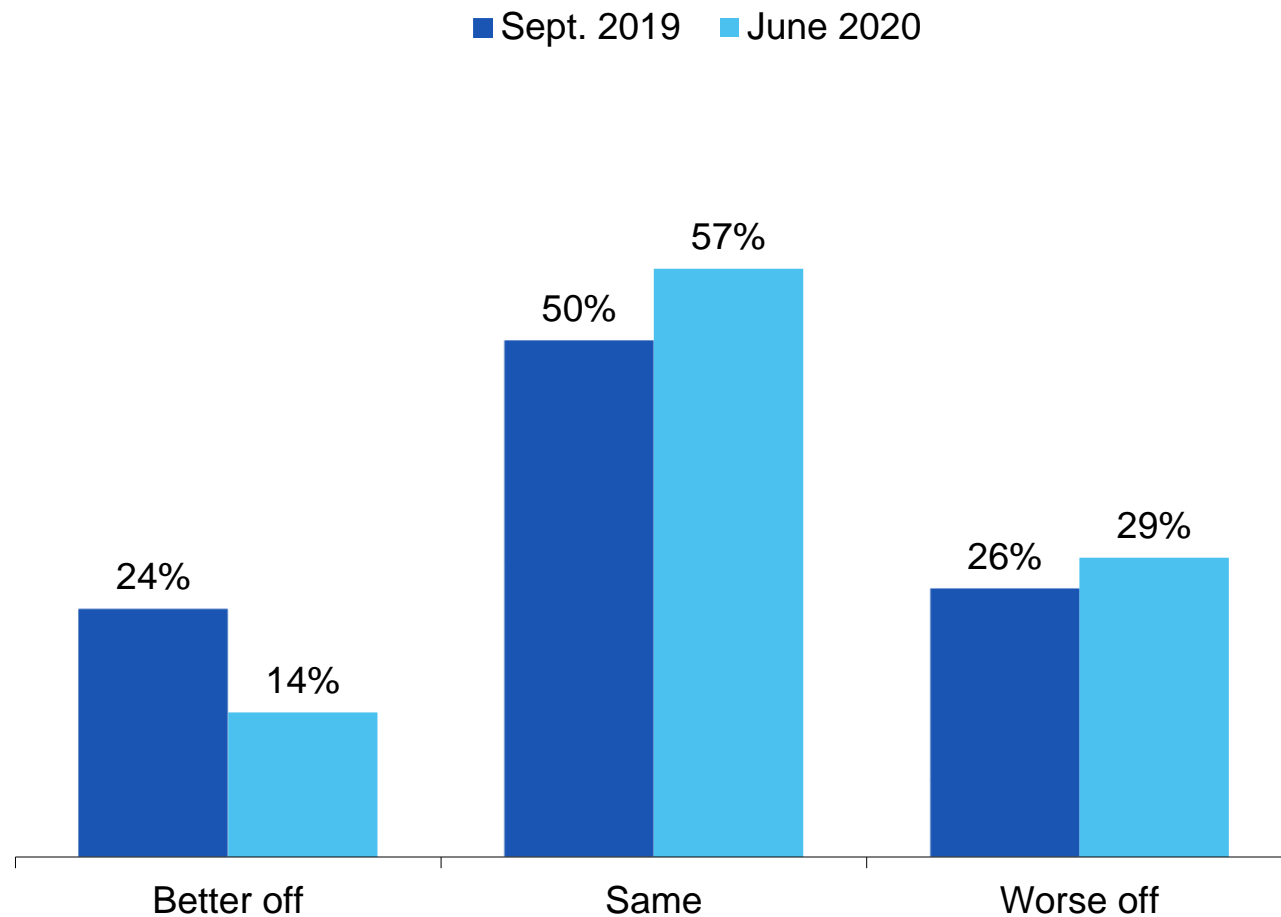
Base: All respondents (N=600)

MOST LIKELY TO BE OPTIMISTIC:

■ Non-Indigenous citizens (62% vs. 39% among Indigenous Winnipeggers)

FEWER BETTER OFF TODAY THAN A YEAR AGO

Q.2 "Would you say that you and your family are better off, worse off, or just the same financially as you were a year ago?"



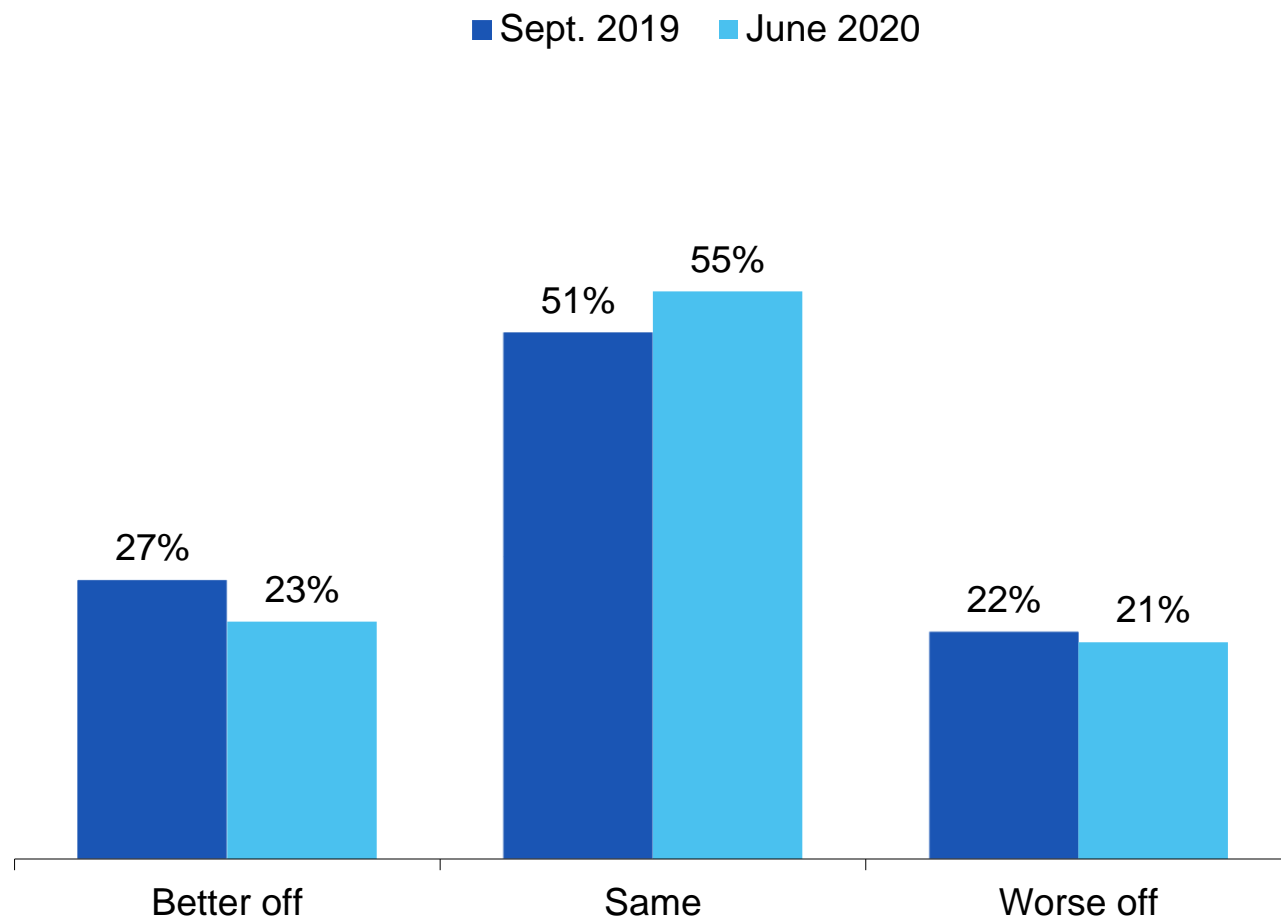
Base: All respondents (N=600)

MOST LIKELY TO BE **BETTER OFF**:

- Men (19% vs. 10% among women)
- Those not concerned about a job loss (19% vs. 10% among those concerned)

EXPECTATIONS FOR A BETTER ECONOMIC FUTURE DAMPENED ONLY SLIGHTLY

Q.3 "Now looking ahead, do you think that a year from now you and your family will be better off, worse off or just the same financially as you are today?"



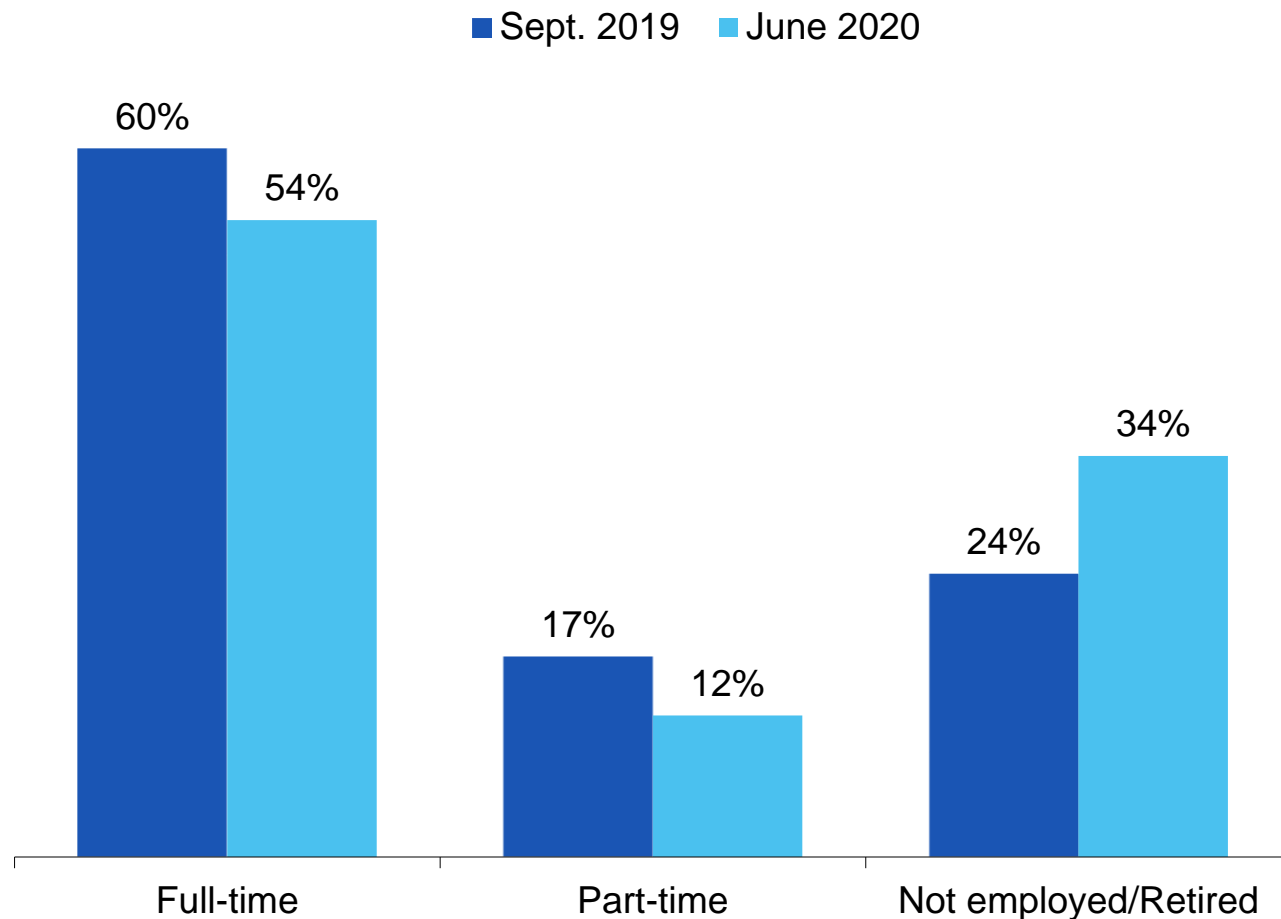
Base: All respondents (N=600)

MOST LIKELY TO EXPECT FINANCIAL GAINS:

■ Those aged 35 or younger (34% vs 15% among those aged 55+)

RANKS OF EMPLOYED SWELLS

Q.4 "Are you currently employed on either a full-time or part-time basis?"



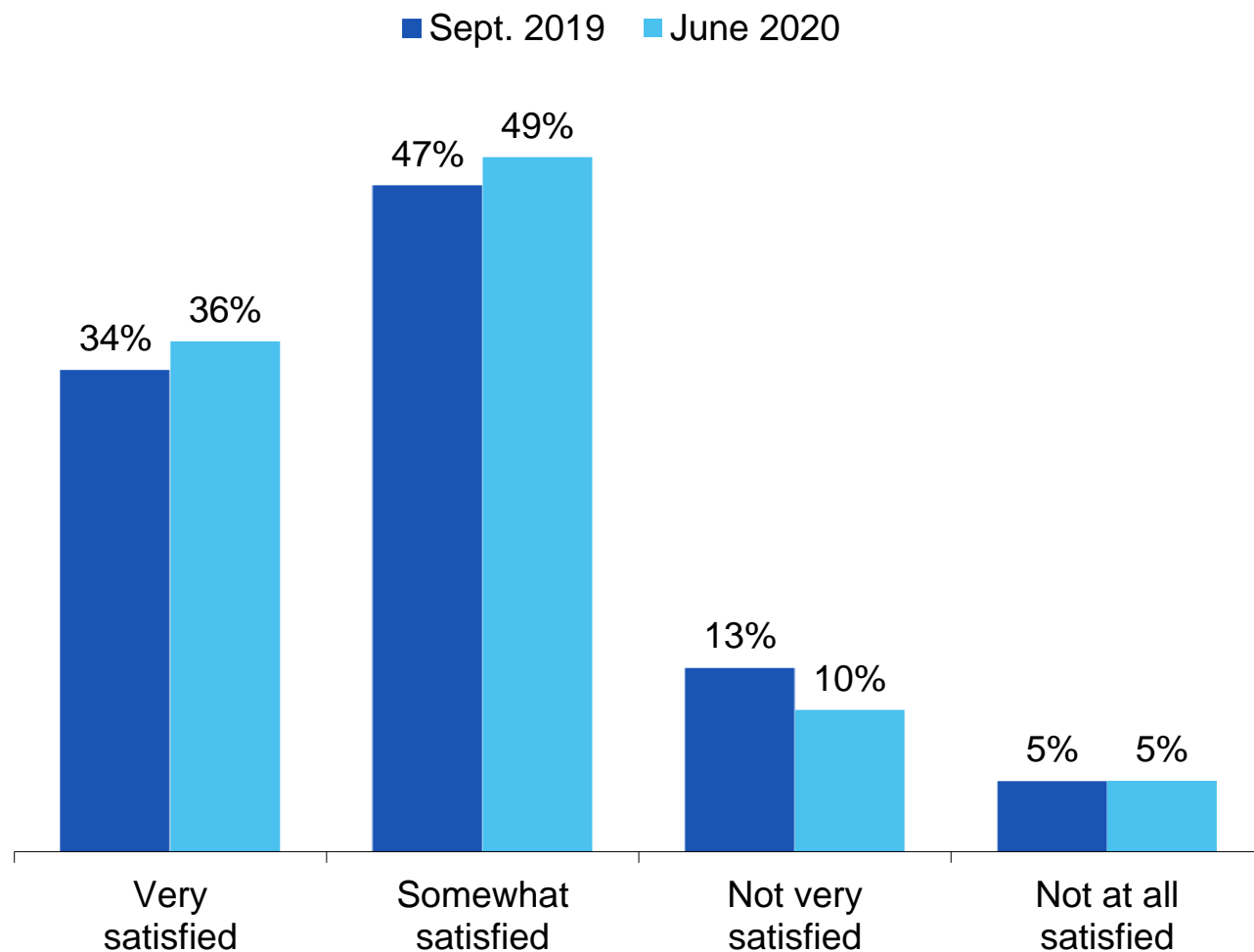
Base: All respondents (N=600)

MOST LIKELY TO BE EMPLOYED FULL-TIME:

- Those aged 35-54 (71% vs. 38% among those aged 55+)
- University graduates (62% vs. 35% among those with high school or less)
- Higher-income earners (72% over \$100K vs. 30% among those earning <\$50K)
- Those with children at home (72% vs. 47% among those without young children at home)

SATISFACTION WITH JOBS REMAINS HIGH

Q.5 “Overall, how satisfied are you with your job? Here I’m talking about all aspects of your job including pay, benefits and the personal satisfaction you gain from this work?”



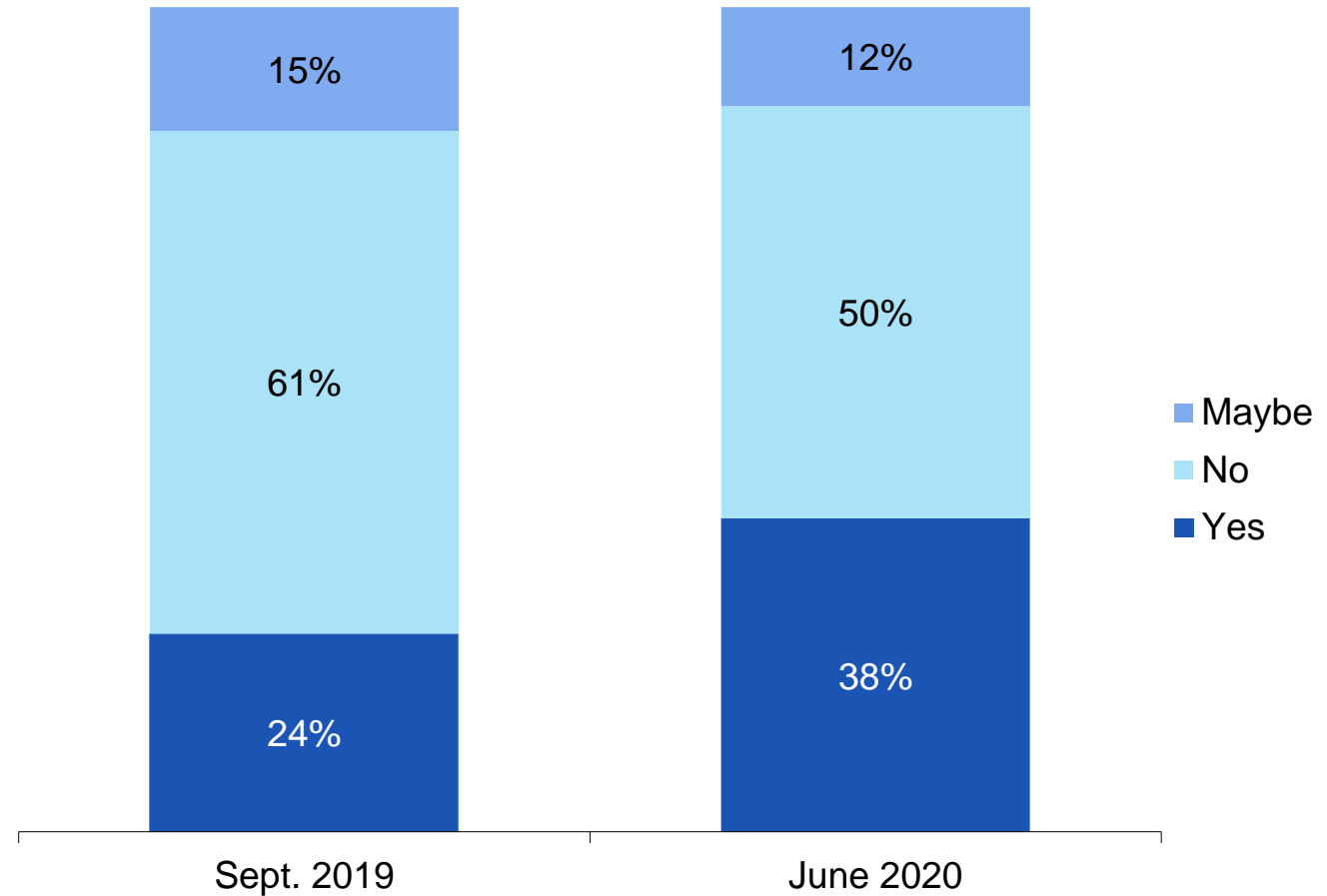
Base: All respondents employed full or part-time (n=500)

MOST LIKELY TO BE **VERY SATISFIED** WITH JOB:

- Higher income earners (40% over \$100K vs. 28% among those earning <\$50K)
- Those optimistic about Winnipeg’s economic future (43% vs. 25% among those pessimistic)

FEAR OF JOB LOSS HEIGHTENS

Q.6 “Are you concerned that you or anyone else in your household will lose their job, or experience an unwanted reduction in working hours, during the next six months?”



Base: All respondents (N=600)

MOST LIKELY TO FEAR JOB LOSS:

- Those earning less than \$50K (45% vs. 36% among those earning \$100K+)
- People under 35 years of age (46% vs. 30% among those aged 55+)