

SECTION NDL

1. Have you been to a Winnipeg public library during the last 12 months?
2. What time of the day do you most often use the library?
3. Do you typically visit the library on weekdays or on weekends?

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|--|----------------------|-------|-------|-----------------|-----------|-----------|-----------|-------|--------|--------|---------|---------|-------|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (130) | (114) | (95) | (144) | (117) | (287) | (313) | (176) | (230) | (167) |
| BEEN TO WINNIPEG PUBLIC LIBRARY LAST 12 MTHS | Yes | Count | 325 | 78 | 63 | 45 | 80 | 59 | 157 | 168 | 105 | 134 | 73 |
| | | | 54% | 60% | 55% | 48% | 56% | 50% | 55% | 54% | 60% | 58% | 44% |
| | No | Count | 274 | 52 | 51 | 49 | 63 | 58 | 129 | 145 | 71 | 95 | 94 |
| | | | 46% | 40% | 45% | 51% | 44% | 50% | 45% | 46% | 40% | 41% | 56% |
| | (DK/NS) | Count | 1 | | | 1 | | | 1 | | | 1 | |
| | | | 0% | | 1% | | | 0% | | | 0% | | |
| BASE: BEEN TO LIBRARY | | | (325) | (78) | (63) | (45) | (80) | (59) | (157) | (168) | (105) | (134) | (73) |
| TIME OF DAY USUALLY GO | Afternoons | Count | 141 | 38 | 22 | 19 | 37 | 26 | 66 | 75 | 50 | 50 | 39 |
| | | | 43% | 48% | 35% | 42% | 46% | 44% | 42% | 44% | 48% | 37% | 53% |
| | Evenings | Count | 99 | 24 | 15 | 16 | 22 | 22 | 48 | 51 | 32 | 53 | 9 |
| | | | 30% | 30% | 25% | 34% | 27% | 38% | 30% | 30% | 30% | 39% | 13% |
| | (No regular time) | Count | 48 | 7 | 13 | 8 | 15 | 6 | 23 | 26 | 14 | 19 | 15 |
| | | | 15% | 9% | 20% | 18% | 19% | 10% | 14% | 15% | 13% | 14% | 20% |
| | Mornings | Count | 36 | 10 | 13 | 3 | 6 | 4 | 20 | 16 | 9 | 12 | 11 |
| | | | 11% | 13% | 20% | 6% | 8% | 6% | 13% | 9% | 9% | 9% | 15% |
| | (DK/NS) | Count | 1 | | | | | 1 | | 1 | | 1 | |
| | | | 0% | | | | | 2% | | 1% | | 1% | |
| TYPICALLY VISIT | Weekdays | Count | 199 | 45 | 40 | 27 | 48 | 39 | 95 | 104 | 73 | 69 | 49 |
| | | | 61% | 58% | 63% | 59% | 59% | 67% | 60% | 62% | 69% | 51% | 68% |
| | Weekends | Count | 71 | 17 | 14 | 9 | 21 | 10 | 38 | 33 | 21 | 39 | 8 |
| | | | 22% | 21% | 22% | 21% | 26% | 17% | 24% | 20% | 20% | 29% | 10% |
| | (Either/bit of both) | Count | 53 | 16 | 9 | 8 | 11 | 8 | 25 | 28 | 10 | 27 | 15 |
| | | | 16% | 20% | 15% | 18% | 14% | 14% | 16% | 17% | 9% | 20% | 21% |
| | (DK/NS) | Count | 2 | | | 1 | | 1 | | 2 | 1 | | 1 |
| | | | 1% | | | 2% | | 2% | | 1% | 1% | | 2% |

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1. Have you been to a Winnipeg public library during the last 12 months?
2. What time of the day do you most often use the library?
3. Do you typically visit the library on weekdays or on weekends?

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--|----------------------|-------|-------|--------------|-------|----------------|------------|------------------|-------|-----------|-------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (75) | (135) | (201) | (186) | (165) | (433) | (406) | (179) | (136) | (205) | (167) |
| BEEN TO WINNIPEG PUBLIC LIBRARY LAST 12 MTHS | Yes | Count | 325 | 25 | 53 | 125 | 121 | 105 | 220 | 222 | 94 | 69 | 117 | 102 |
| | | | 54% | 33% | 39% | 62% | 65% | 64% | 51% | 55% | 52% | 51% | 57% | 61% |
| | No | Count | 274 | 50 | 82 | 75 | 65 | 59 | 213 | 183 | 86 | 67 | 88 | 64 |
| | | | 46% | 67% | 61% | 37% | 35% | 36% | 49% | 45% | 48% | 49% | 43% | 38% |
| | (DK/NS) | Count | 1 | | | 1 | | 1 | | 1 | | | | 1 |
| | | 0% | | | 0% | | 1% | | 0% | | | | 1% | |
| BASE: BEEN TO LIBRARY | | | (325) | (25) | (53) | (125) | (121) | (105) | (220) | (222) | (94) | (69) | (117) | (102) |
| TIME OF DAY USUALLY GO | Afternoons | Count | 141 | 12 | 27 | 57 | 46 | 39 | 103 | 94 | 44 | 32 | 57 | 40 |
| | | | 43% | 48% | 51% | 45% | 38% | 37% | 47% | 42% | 47% | 46% | 49% | 39% |
| | Evenings | Count | 99 | 7 | 14 | 32 | 44 | 41 | 58 | 67 | 28 | 16 | 32 | 40 |
| | | | 30% | 29% | 26% | 26% | 36% | 39% | 26% | 30% | 30% | 23% | 27% | 39% |
| | (No regular time) | Count | 48 | 3 | 6 | 20 | 20 | 13 | 36 | 34 | 13 | 10 | 15 | 13 |
| | | | 15% | 12% | 11% | 16% | 16% | 12% | 16% | 15% | 14% | 15% | 13% | 12% |
| | Mornings | Count | 36 | 3 | 6 | 16 | 11 | 13 | 23 | 25 | 9 | 11 | 13 | 9 |
| | | | 11% | 11% | 11% | 13% | 9% | 12% | 11% | 11% | 9% | 16% | 11% | 8% |
| | (DK/NS) | Count | 1 | | | | 1 | | 1 | 1 | | | | 1 |
| | | | 0% | | | | 1% | | 0% | 0% | | | | 1% |
| TYPICALLY VISIT | Weekdays | Count | 199 | 15 | 31 | 80 | 73 | 55 | 144 | 133 | 63 | 42 | 83 | 53 |
| | | | 61% | 60% | 59% | 64% | 60% | 53% | 65% | 60% | 67% | 62% | 71% | 51% |
| | Weekends | Count | 71 | 4 | 10 | 22 | 32 | 36 | 35 | 54 | 14 | 13 | 18 | 33 |
| | | | 22% | 18% | 20% | 18% | 27% | 34% | 16% | 24% | 15% | 19% | 16% | 33% |
| | (Either/bit of both) | Count | 53 | 4 | 11 | 22 | 16 | 14 | 39 | 33 | 17 | 11 | 16 | 16 |
| | | | 16% | 17% | 21% | 17% | 13% | 13% | 18% | 15% | 18% | 16% | 13% | 16% |
| | (DK/NS) | Count | 2 | 1 | | 1 | | | 2 | 2 | | 2 | | |
| | | | 1% | 5% | | 1% | | | 1% | 1% | | 3% | | |

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1. Have you been to a Winnipeg public library during the last 12 months?
2. What time of the day do you most often use the library?
3. Do you typically visit the library on weekdays or on weekends?

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|---|----------------------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| BEEN TO WINNIPEG PUBLIC LIBRARY LAST 12 MTHS | Yes | Count | 325 | 53 | 65 | 32 | 52 | 69 | 41 | 325 | 131 | 196 | 82 |
| | | | 54% | 60% | 57% | 45% | 59% | 59% | 43% | 100% | 67% | 59% | 50% |
| | No | Count | 274 | 35 | 48 | 40 | 36 | 47 | 54 | | 63 | 136 | 81 |
| | | | 46% | 40% | 42% | 55% | 41% | 41% | 57% | | 32% | 41% | 50% |
| | (DK/NS) | Count | 1 | | 1 | | | | | | 1 | | 1 |
| | | | 0% | | 1% | | | | | | 0% | | 1% |
| BASE: BEEN TO LIBRARY | | | (325) | (53) | (65) | (32) | (52) | (69) | (41) | (325) | (131) | (196) | (82) |
| TIME OF DAY USUALLY GO | Afternoons | Count | 141 | 25 | 25 | 15 | 25 | 25 | 24 | 141 | 58 | 78 | 40 |
| | | | 43% | 48% | 38% | 45% | 48% | 37% | 59% | 43% | 44% | 40% | 49% |
| | Evenings | Count | 99 | 19 | 26 | 2 | 13 | 27 | 7 | 99 | 43 | 67 | 19 |
| | | | 30% | 35% | 39% | 6% | 25% | 39% | 18% | 30% | 33% | 34% | 23% |
| | (No regular time) | Count | 48 | 4 | 9 | 10 | 10 | 10 | 5 | 48 | 16 | 25 | 12 |
| | | | 15% | 7% | 14% | 30% | 19% | 14% | 12% | 15% | 12% | 13% | 15% |
| | Mornings | Count | 36 | 5 | 6 | 6 | 4 | 6 | 5 | 36 | 14 | 25 | 10 |
| | | | 11% | 9% | 9% | 18% | 8% | 8% | 12% | 11% | 11% | 13% | 12% |
| | (DK/NS) | Count | 1 | | | | | 1 | | 1 | 1 | 1 | |
| | | | 0% | | | | | 1% | | 0% | 1% | 0% | |
| TYPICALLY VISIT | Weekdays | Count | 199 | 39 | 32 | 21 | 34 | 37 | 29 | 199 | 84 | 116 | 53 |
| | | | 61% | 74% | 49% | 64% | 65% | 54% | 71% | 61% | 64% | 59% | 65% |
| | Weekends | Count | 71 | 12 | 20 | 4 | 10 | 18 | 4 | 71 | 28 | 44 | 21 |
| | | | 22% | 22% | 31% | 12% | 19% | 27% | 9% | 22% | 21% | 22% | 26% |
| | (Either/bit of both) | Count | 53 | 2 | 13 | 8 | 8 | 14 | 7 | 53 | 20 | 35 | 8 |
| | | | 16% | 4% | 20% | 24% | 15% | 20% | 18% | 16% | 15% | 18% | 9% |
| | (DK/NS) | Count | 2 | | | | 1 | | 1 | 2 | | 1 | |
| | | | 1% | | | | 2% | | 3% | 1% | | 1% | |

SECTION NDL
4. Thinking about all of the programs and services available at Winnipeg's public libraries, which ones do you value most?
**** FIRST MENTION ****

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|-----------------------|--|-------|-------|-----------------|-----------|-----------|-----------|------|--------|--------|---------|---------|------|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| BASE: BEEN TO LIBRARY | | | (325) | (78) | (63) | (45) | (80) | (59) | (157) | (168) | (105) | (134) | (73) |
| FIRST MENTION | Book lending | Count | 199 | 56 | 33 | 28 | 50 | 32 | 99 | 100 | 62 | 75 | 53 |
| | | | 61% | 72% | 53% | 61% | 63% | 54% | 63% | 60% | 59% | 56% | 72% |
| | Computer/ Web surfing | Count | 24 | 4 | 7 | 3 | 4 | 7 | 15 | 10 | 13 | 8 | 1 |
| | | | 7% | 5% | 11% | 7% | 5% | 11% | 9% | 6% | 13% | 6% | 2% |
| | Information and reference services | Count | 21 | 3 | 4 | 2 | 6 | 6 | 11 | 10 | 3 | 12 | 5 |
| | | | 6% | 4% | 7% | 4% | 7% | 10% | 7% | 6% | 3% | 9% | 7% |
| | Children's story time programs | Count | 20 | 7 | 5 | 4 | 3 | 1 | 5 | 15 | 7 | 11 | 2 |
| | | | 6% | 9% | 8% | 9% | 4% | 2% | 3% | 9% | 6% | 8% | 3% |
| | (DK/NS) | Count | 17 | 3 | 7 | 2 | 2 | 3 | 6 | 12 | 7 | 7 | 3 |
| | | | 5% | 4% | 11% | 5% | 3% | 5% | 4% | 7% | 7% | 5% | 4% |
| | Video lending | Count | 9 | 1 | 1 | 4 | 2 | 2 | 5 | 4 | 2 | 5 | 1 |
| | | | 3% | 1% | 2% | 8% | 2% | 3% | 4% | 2% | 2% | 4% | 1% |
| | Study space | Count | 6 | | | 3 | 1 | 2 | 3 | 3 | 2 | 4 | |
| | | | 2% | | | 6% | 1% | 3% | 2% | 2% | 2% | 3% | |
| | Computers/ Email | Count | 6 | 2 | 2 | | 1 | 1 | 2 | 4 | | 2 | 3 |
| | | | 2% | 2% | 3% | | 1% | 2% | 1% | 2% | | 1% | 5% |
| | Adult library services | Count | 4 | 2 | | | 2 | | 1 | 3 | 1 | | 3 |
| | | | 1% | 3% | | | 3% | | 1% | 2% | 1% | | 5% |
| | Photocopying | Count | 3 | | 1 | | 1 | 1 | 2 | 1 | 2 | 1 | |
| | | | 1% | | 1% | | 1% | 2% | 1% | 1% | 2% | 1% | |
| | Everything | Count | 3 | | | | 1 | 2 | 2 | 1 | 2 | 1 | |
| | | | 1% | | | | 1% | 3% | 1% | 1% | 2% | 1% | |
| | Librarians/ Staff are helpful/ good service | Count | 3 | | 1 | | 1 | 1 | 2 | 1 | 1 | 2 | |
| | | | 1% | | 2% | | 1% | 2% | 1% | 1% | 1% | 1% | |
| | On-line service and delivery to local branches | Count | 3 | | 1 | | 1 | 1 | 2 | 1 | | | 3 |
| | | | 1% | | 1% | | 1% | 2% | 1% | 1% | | | 2% |
| | Periodical Section/ Newspaper Archives | Count | 2 | | | | 2 | | 2 | | 1 | 1 | |
| | | | 1% | | | | 2% | | 1% | | 1% | 1% | |
| | Audio Books/ Tapes | Count | 2 | | 1 | | 1 | | 1 | 1 | | | 2 |
| | | | 1% | | 1% | | 1% | | 1% | 1% | | | 1% |
| | Collection of Canadian Plays | Count | 1 | | | | 1 | | | 1 | 1 | | |
| | | | 0% | | | | 1% | | | 1% | 1% | | |
| | Not one thing in particular | Count | 1 | | | | | 1 | 1 | | | | 1 |
| | | | 0% | | | | | 2% | 1% | | | | 1% |
| | Can drop off to any library | Count | 1 | | | | 1 | | | 1 | | 1 | |
| | | | 0% | | | | 1% | | | 1% | | 1% | |

SECTION NDL
4. Thinking about all of the programs and services available at Winnipeg's public libraries, which ones do you value most?
**** FIRST MENTION ****

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--|--|-------|-------|--------------|------|----------------|------------|------------------|-------|-----------|------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: BEEN TO LIBRARY | | | (325) | (25) | (53) | (125) | (121) | (105) | (220) | (222) | (94) | (69) | (117) | (102) |
| FIRST MENTION | Book lending | Count | 199 | 13 | 34 | 70 | 81 | 62 | 137 | 144 | 52 | 37 | 73 | 63 |
| | | | 61% | 51% | 64% | 56% | 67% | 59% | 62% | 65% | 55% | 54% | 63% | 61% |
| | Computer/ Web surfing | Count | 24 | 4 | 4 | 11 | 5 | 6 | 19 | 14 | 8 | 7 | 10 | 5 |
| | | | 7% | 18% | 8% | 9% | 4% | 5% | 8% | 6% | 8% | 10% | 9% | 5% |
| | Information and reference services | Count | 21 | 2 | 5 | 4 | 10 | 4 | 17 | 14 | 7 | 6 | 8 | 6 |
| | | | 6% | 8% | 9% | 3% | 8% | 4% | 8% | 6% | 7% | 9% | 6% | 5% |
| | Children's story time programs | Count | 20 | | 1 | 13 | 6 | 15 | 5 | 15 | 5 | 4 | 7 | 8 |
| | | | 6% | | 2% | 10% | 5% | 14% | 2% | 7% | 5% | 6% | 6% | 8% |
| | (DK/NS) | Count | 17 | 1 | 2 | 9 | 5 | 4 | 13 | 9 | 7 | 7 | 3 | 5 |
| | | | 5% | 4% | 4% | 7% | 4% | 4% | 6% | 4% | 8% | 10% | 3% | 5% |
| | Video lending | Count | 9 | 1 | 1 | 4 | 4 | 6 | 4 | 9 | | 1 | 5 | 3 |
| | | | 3% | 4% | 2% | 3% | 3% | 5% | 2% | 4% | | 1% | 4% | 3% |
| | Computers/ Email | Count | 6 | 1 | | 4 | 1 | | 6 | 4 | 2 | 1 | 2 | 1 |
| | | | 2% | 5% | | 3% | 1% | | 3% | 2% | 2% | 2% | 2% | 1% |
| | Study space | Count | 6 | 1 | 1 | 4 | | 4 | 2 | 3 | 2 | 1 | 3 | 2 |
| | | | 2% | 4% | 2% | 3% | | 3% | 1% | 1% | 2% | 1% | 3% | 2% |
| | Adult library services | Count | 4 | | 1 | | 3 | | 4 | 1 | 3 | 2 | 1 | |
| | | | 1% | | 2% | | 3% | | 2% | 0% | 4% | 3% | 1% | |
| | Librarians/ Staff are helpful/ good service | Count | 3 | | | 3 | | | 3 | 1 | 2 | | 2 | 1 |
| | | | 1% | | | 2% | | | 1% | 0% | 2% | | 2% | 1% |
| | On-line service and delivery to local branches | Count | 3 | | | 1 | 2 | 2 | 1 | 2 | 1 | | | 3 |
| | | | 1% | | | 1% | 2% | 2% | 0% | 1% | 1% | | | 3% |
| | Photocopying | Count | 3 | 2 | | 1 | | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| | | | 1% | 8% | | 1% | | 2% | 0% | 0% | 1% | 1% | 1% | 1% |
| | Everything | Count | 3 | | 2 | 1 | | 1 | 2 | | 3 | | 1 | 1 |
| | | | 1% | | 4% | 1% | | 1% | 1% | | 3% | | 1% | 1% |
| Periodical Section/ Newspaper Archives | Count | 2 | | | | 2 | 1 | 1 | 2 | | | | 2 | |
| | | 1% | | | | 2% | 1% | 0% | 1% | | | | 2% | |
| Audio Books/ Tapes | Count | 2 | | 1 | | 1 | | 2 | 2 | | | | 1 | |
| | | 1% | | 2% | | 1% | | 1% | 1% | | | | 1% | |
| Collection of Canadian Plays | Count | 1 | | | | 1 | | 1 | | 1 | 1 | | | |
| | | 0% | | | | 1% | | 0% | | 1% | 2% | | | |
| Not one thing in particular | Count | 1 | | 1 | | | | 1 | 1 | | | | 1 | |
| | | 0% | | 2% | | | | 0% | 0% | | | | 1% | |
| Can drop off to any library | Count | 1 | | | | 1 | | 1 | 1 | | | | | |
| | | 0% | | | | 1% | | 0% | 0% | | | | | |

SECTION ND
4. Thinking about all of the programs and services available at Winnipeg's public libraries, which ones do you value most?
**** FIRST MENTION ****

| | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | | |
|-----------------------|--|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|------|-----|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti | |
| BASE: BEEN TO LIBRARY | | (325) | (53) | (65) | (32) | (52) | (69) | (41) | (325) | (131) | (196) | (82) | |
| FIRST MENTION | Book lending | Count | 199 | 38 | 34 | 22 | 24 | 41 | 31 | 199 | 87 | 120 | 50 |
| | | | 61% | 72% | 53% | 67% | 46% | 59% | 76% | 61% | 67% | 61% | 61% |
| | Computer/ Web surfing | Count | 24 | 7 | 6 | | 7 | 2 | 1 | 24 | 7 | 16 | 5 |
| | | | 7% | 13% | 9% | | 12% | 3% | 3% | 7% | 5% | 8% | 6% |
| | Children's story time programs | Count | 20 | | 4 | 1 | 7 | 8 | 1 | 20 | 9 | 13 | 7 |
| | | | 6% | | 5% | 3% | 12% | 11% | 3% | 6% | 7% | 7% | 8% |
| | Information and reference services | Count | 21 | 1 | 6 | 4 | 2 | 6 | 1 | 21 | 3 | 11 | 4 |
| | (DK/NS) | | 6% | 2% | 9% | 12% | 4% | 8% | 3% | 6% | 2% | 5% | 5% |
| | (DK/NS) | Count | 17 | 1 | 3 | 2 | 7 | 4 | 1 | 17 | 7 | 11 | 4 |
| | | | 5% | 2% | 4% | 6% | 12% | 6% | 3% | 5% | 6% | 6% | 5% |
| | Video lending | Count | 9 | 1 | 4 | 1 | 1 | 2 | | 9 | 3 | 6 | 2 |
| | | | 3% | 2% | 5% | 3% | 2% | 3% | | 3% | 3% | 3% | 2% |
| | Study space | Count | 6 | | 3 | | 2 | 1 | | 6 | 3 | 5 | 1 |
| | | | 2% | | 4% | | 4% | 1% | | 2% | 2% | 2% | 1% |
| | Computers/ Email | Count | 6 | | 1 | 1 | | 1 | 2 | 6 | 1 | 3 | 1 |
| | | | 2% | | 1% | 3% | | 1% | 6% | 2% | 1% | 2% | 1% |
| | Adult library services | Count | 4 | | | 1 | 1 | | 2 | 4 | 1 | 3 | |
| | | | 1% | | | 3% | 2% | | 6% | 1% | 1% | 2% | |
| | Photocopying | Count | 3 | 1 | 1 | | 1 | | | 3 | 2 | 1 | 2 |
| | | | 1% | 2% | 1% | | 2% | | | 1% | 2% | 0% | 2% |
| | Everything | Count | 3 | 2 | | | | 1 | | 3 | 3 | | 2 |
| | | | 1% | 4% | | | | 1% | | 1% | 2% | | 2% |
| | On-line service and delivery to local branches | Count | 3 | | 2 | | | 1 | | 3 | 1 | 3 | |
| | | | 1% | | 3% | | | 1% | | 1% | 1% | 1% | |
| | Librarians/ Staff are helpful/ good service | Count | 3 | 1 | 1 | | | 1 | | 3 | | 1 | 1 |
| | | | 1% | 2% | 1% | | | 1% | | 1% | | 0% | 1% |
| | Periodical Section/ Newspaper Archives | Count | 2 | 1 | 1 | | | | | 2 | 2 | 1 | 1 |
| | | | 1% | 2% | 1% | | | | | 1% | 1% | 0% | 1% |
| | Audio Books/ Tapes | Count | 2 | | 1 | | | 1 | | 2 | | 1 | 1 |
| | | | 1% | | 1% | | | 1% | | 1% | | 0% | 1% |
| | Collection of Canadian Plays | Count | 1 | | | | 1 | | | 1 | 1 | | 1 |
| | | | 0% | | | | 2% | | | 0% | 1% | | 1% |
| | Not one thing in particular | Count | 1 | | | 1 | | | | 1 | | 1 | |
| | | | 0% | | | 3% | | | | 0% | | 0% | |
| | Can drop off to any library | Count | 1 | | | | | 1 | | 1 | | | |
| | | | 0% | | | | | 1% | | 0% | | | |

SECTION NDL
4. Thinking about all of the programs and services available at Winnipeg's public libraries, which ones do you value most?
What other programs or services do you appreciate most?
**** ALL MENTIONS ****

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|--------------------------------|--|-------|-------|-----------------|-------------------|-------------------|-------------------|-------------------|--------------|---------------|-----------------|------------------|------------------|
| BASE: BEEN TO LIBRARY | | | | (325) | Northwest (78) | Northeast (63) | Southeast (45) | Southwest (80) | Core (59) | Male (157) | Female (168) | 18 - 34 (105) | 35 - 54 (134) |
| PROGRAMS/ SERVICES APPRECIATED | Book lending | Cases | 225 | 62 | 37 | 31 | 56 | 38 | 110 | 115 | 67 | 87 | 61 |
| | | | 69% | 80% | 59% | 69% | 70% | 64% | 70% | 68% | 64% | 65% | 84% |
| | Information and reference services | Cases | 42 | 10 | 6 | 3 | 14 | 10 | 19 | 23 | 8 | 19 | 13 |
| | | | 13% | 13% | 9% | 6% | 17% | 16% | 12% | 13% | 8% | 14% | 18% |
| | Computer/ Web surfing | Cases | 31 | 6 | 8 | 4 | 5 | 8 | 19 | 12 | 16 | 12 | 1 |
| | | | 10% | 7% | 12% | 9% | 6% | 14% | 12% | 7% | 16% | 9% | 2% |
| | Video lending | Cases | 29 | 2 | 5 | 9 | 7 | 7 | 15 | 14 | 5 | 14 | 10 |
| | | | 9% | 3% | 8% | 19% | 9% | 11% | 10% | 9% | 5% | 10% | 13% |
| | Children's story time programs | Cases | 28 | 9 | 6 | 4 | 7 | 2 | 8 | 20 | 10 | 16 | 2 |
| | | | 9% | 12% | 9% | 9% | 9% | 3% | 5% | 12% | 9% | 12% | 3% |
| | (DK/NS) | Cases | 17 | 3 | 7 | 2 | 2 | 3 | 6 | 12 | 7 | 7 | 3 |
| | | | 5% | 4% | 11% | 5% | 3% | 5% | 4% | 7% | 7% | 5% | 4% |
| | Computers/ Email | Cases | 14 | 3 | 3 | 1 | 2 | 5 | 5 | 8 | 3 | 5 | 5 |
| | | | 4% | 4% | 4% | 2% | 2% | 9% | 4% | 5% | 3% | 4% | 6% |
| | Periodical Section/ Newspaper Archives | Cases | 9 | 2 | 2 | 1 | 4 | | 4 | 5 | 1 | 5 | 3 |
| | | | 3% | 2% | 3% | 3% | 5% | | 2% | 3% | 1% | 3% | 5% |
| | Study space | Cases | 9 | | | 4 | 2 | 3 | 4 | 5 | 2 | 6 | |
| | | | 3% | | | 8% | 2% | 5% | 2% | 3% | 2% | 5% | |
| | Adult library services | Cases | 8 | 3 | 1 | 1 | 3 | | 3 | 6 | 1 | 2 | 6 |
| | | | 3% | 4% | 2% | 2% | 4% | | 2% | 3% | 1% | 1% | 8% |
| | Librarians/ Staff are helpful/ good service | Cases | 7 | | 1 | | 3 | 3 | 4 | 3 | 3 | 3 | 1 |
| | | | 2% | | 2% | | 4% | 5% | 2% | 2% | 3% | 2% | 2% |
| | Audio Books/ Tapes | Cases | 7 | | 2 | | 1 | 4 | 6 | 1 | 2 | 4 | 1 |
| | | | 2% | | 3% | | 1% | 6% | 4% | 1% | 2% | 3% | 1% |
| | On-line service and delivery to local branches | Cases | 6 | 1 | 2 | | 1 | 2 | 2 | 4 | | 4 | 2 |
| | | | 2% | 2% | 3% | | 1% | 4% | 1% | 3% | | 3% | 3% |
| | Everything | Cases | 5 | | | 1 | 2 | 2 | 3 | 2 | 3 | 2 | |
| | | | 1% | | | 2% | 2% | 3% | 2% | 1% | 3% | 1% | |
| | Photocopying | Cases | 4 | | 1 | | 1 | 2 | 3 | 1 | 3 | 1 | |
| | | | 1% | | 1% | | 1% | 3% | 2% | 1% | 3% | 1% | |
| | Collection of Canadian Plays | Cases | 1 | | | | 1 | | | 1 | 1 | | |
| | | | 0% | | | | 1% | | | 1% | 1% | | |
| | Not one thing in particular | Cases | 1 | | | | | 1 | 1 | | | | 1 |
| | | | 0% | | | | | 2% | 1% | | | | 1% |
| | Large print for visually impaired | Cases | 1 | | | | 1 | | | 1 | | 1 | |
| | | | 0% | | | | 1% | | | 1% | | 1% | |
| | Can drop off to any library | Cases | 1 | | | | 1 | | | 1 | | 1 | |
| | | | 0% | | | | 1% | | | 1% | | 1% | |
| | Stamp Club | Cases | 1 | | | | | 1 | 1 | | | 1 | |
| | | | 0% | | | | | 2% | 1% | | | 1% | |
| | Recycle bin | Cases | 1 | | 1 | | | | 1 | | | 1 | |
| | | | 0% | | 1% | | | | 1% | | | 1% | |
| | Meeting space | Cases | 1 | | | | | 1 | | 1 | | | |
| | | | 0% | | | | | 1% | | 0% | | | |

SECTION NDL
4. Thinking about all of the programs and services available at Winnipeg's public libraries, which ones do you value most?
What other programs or services do you appreciate most?
**** ALL MENTIONS ****

| | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | | |
|---------------------------------------|--|-------|--------------|------|----------------|------------|------------------|-------|-----------|------|------------------|---------------|---------|-----|
| | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | |
| BASE: BEEN TO LIBRARY | | (325) | (25) | (53) | (125) | (121) | (105) | (220) | (222) | (94) | (69) | (117) | (102) | |
| PROGRAMS/ SERVICES APPRECIATED | Book lending | Cases | 225 | 15 | 39 | 78 | 91 | 70 | 155 | 161 | 61 | 43 | 83 | 71 |
| | | | 69% | 62% | 74% | 63% | 75% | 67% | 70% | 72% | 65% | 63% | 71% | 69% |
| | | | 42 | 2 | 8 | 13 | 19 | 5 | 37 | 26 | 16 | 12 | 14 | 13 |
| | | | 13% | 8% | 15% | 10% | 16% | 4% | 17% | 12% | 17% | 18% | 12% | 12% |
| | Computer/ Web surfing | Cases | 31 | 6 | 4 | 16 | 5 | 9 | 22 | 17 | 12 | 7 | 14 | 7 |
| | | | 10% | 26% | 8% | 13% | 4% | 8% | 10% | 8% | 12% | 10% | 12% | 7% |
| | Video lending | Cases | 29 | 2 | 7 | 8 | 13 | 13 | 16 | 22 | 8 | 4 | 15 | 9 |
| | | | 9% | 8% | 13% | 6% | 10% | 13% | 7% | 10% | 8% | 6% | 13% | 8% |
| | Children's story time programs | Cases | 28 | 1 | 1 | 14 | 12 | 20 | 8 | 22 | 6 | 5 | 9 | 13 |
| | | | 9% | 4% | 2% | 11% | 10% | 19% | 4% | 10% | 7% | 7% | 8% | 12% |
| | (DK/NS) | Cases | 17 | 1 | 2 | 9 | 5 | 4 | 13 | 9 | 7 | 7 | 3 | 5 |
| | | | 5% | 4% | 4% | 7% | 4% | 4% | 6% | 4% | 8% | 10% | 3% | 5% |
| | Computers/ Email | Cases | 14 | 3 | | 9 | 2 | 1 | 13 | 10 | 4 | 3 | 6 | 2 |
| | | | 4% | 13% | | 7% | 2% | 1% | 6% | 5% | 4% | 5% | 5% | 2% |
| | Periodical Section/ Newspaper Archives | Cases | 9 | 1 | 1 | 1 | 6 | 5 | 4 | 8 | 1 | 2 | 2 | 4 |
| | | | 3% | 5% | 2% | 1% | 5% | 4% | 2% | 4% | 1% | 3% | 2% | 4% |
| | Study space | Cases | 9 | 1 | 1 | 6 | 1 | 5 | 3 | 6 | 2 | 1 | 5 | 3 |
| | | | 3% | 4% | 2% | 5% | 1% | 5% | 1% | 2% | 2% | 1% | 4% | 3% |
| | Adult library services | Cases | 8 | | 2 | 2 | 4 | | 8 | 5 | 3 | 3 | 2 | 1 |
| | | | 3% | | 4% | 2% | 3% | | 4% | 2% | 4% | 5% | 2% | 1% |
| | Librarians/ Staff are helpful/ good service | Cases | 7 | 1 | 2 | 4 | | 1 | 6 | 4 | 3 | 1 | 5 | 1 |
| | | | 2% | 4% | 4% | 3% | | 1% | 3% | 2% | 3% | 2% | 4% | 1% |
| | Audio Books/ Tapes | Cases | 7 | | 1 | 3 | 3 | 1 | 6 | 6 | 1 | 2 | 3 | 2 |
| | | | 2% | | 2% | 2% | 2% | 1% | 3% | 3% | 1% | 3% | 2% | 2% |
| | On-line service and delivery to local branches | Cases | 6 | | 1 | 3 | 2 | 2 | 4 | 3 | 3 | 2 | 1 | 3 |
| | | | 2% | | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 3% | 1% | 3% |
| | Everything | Cases | 5 | | 3 | 1 | 1 | 1 | 4 | 1 | 4 | 1 | 2 | 1 |
| | | | 1% | | 6% | 1% | 1% | 1% | 2% | 0% | 4% | 1% | 2% | 1% |
| | Photocopying | Cases | 4 | 2 | | 1 | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 1 |
| | | | 1% | 8% | | 1% | 1% | 3% | 0% | 1% | 1% | 1% | 2% | 1% |
| | Collection of Canadian Plays | Cases | 1 | | | | 1 | | 1 | | 1 | 1 | | |
| | | | 0% | | | | 1% | | 0% | | 1% | 2% | | |
| Not one thing in particular | Cases | 1 | | 1 | | | | 1 | 1 | | | | 1 | |
| | | 0% | | 2% | | | | 0% | 0% | | | | 1% | |
| Large print for visually impaired | Cases | 1 | | | | 1 | | 1 | 1 | | | | 1 | |
| | | 0% | | | | 1% | | 0% | 0% | | | | 1% | |
| Stamp Club | Cases | 1 | | | | 1 | | 1 | | 1 | 1 | | | |
| | | 0% | | | | 1% | | 0% | | 1% | 1% | | | |
| Recycle bin | Cases | 1 | | | 1 | | | 1 | | 1 | | 1 | | |
| | | 0% | | | 1% | | | 0% | | 1% | | 1% | | |
| Can drop off to any library | Cases | 1 | | | | 1 | | 1 | 1 | | | | | |
| | | 0% | | | | 1% | | 0% | 0% | | | | | |
| Meeting space | Cases | 1 | | | | 1 | 1 | 1 | 1 | | | | 1 | |
| | | 0% | | | | 1% | 1% | | 0% | | | | 1% | |

SECTION NDL
4. Thinking about all of the programs and services available at Winnipeg's public libraries, which ones do you value most?
What other programs or services do you appreciate most?
**** ALL MENTIONS ****

| | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | | |
|-----------------------------------|--|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|------|-----|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti | |
| BASE: BEEN TO LIBRARY | | (325) | (53) | (65) | (32) | (52) | (69) | (41) | (325) | (131) | (196) | (82) | |
| PROGRAMS/ SERVICES APPRECIATED | Book lending | Cases | 225 | 39 | 40 | 26 | 28 | 47 | 35 | 225 | 97 | 137 | 55 |
| | | | 69% | 74% | 61% | 82% | 54% | 69% | 85% | 69% | 74% | 70% | 67% |
| | | | 42 | 2 | 11 | 7 | 7 | 9 | 6 | 42 | 12 | 26 | 8 |
| | | | 13% | 4% | 16% | 21% | 12% | 13% | 15% | 13% | 9% | 13% | 10% |
| | Computer/ Web surfing | Cases | 31 | 10 | 8 | | 7 | 4 | 1 | 31 | 9 | 21 | 6 |
| | | | 10% | 19% | 12% | | 12% | 6% | 3% | 10% | 7% | 11% | 7% |
| | Video lending | Cases | 29 | 4 | 6 | 5 | 1 | 8 | 5 | 29 | 11 | 16 | 9 |
| | | | 9% | 7% | 9% | 15% | 2% | 11% | 12% | 9% | 9% | 8% | 11% |
| | Children's story time programs | Cases | 28 | 1 | 6 | 1 | 9 | 10 | 1 | 28 | 13 | 18 | 9 |
| | | | 9% | 2% | 9% | 3% | 17% | 14% | 3% | 9% | 10% | 9% | 11% |
| | (DK/NS) | Cases | 17 | 1 | 3 | 2 | 7 | 4 | 1 | 17 | 7 | 11 | 4 |
| | | | 5% | 2% | 4% | 6% | 12% | 6% | 3% | 5% | 6% | 6% | 5% |
| | Computers/ Email | Cases | 14 | 1 | 4 | 1 | 2 | 2 | 4 | 14 | 4 | 6 | 5 |
| | | | 4% | 2% | 5% | 3% | 4% | 3% | 9% | 4% | 3% | 3% | 6% |
| | Periodical Section/ Newspaper Archives | Cases | 9 | 1 | 2 | 1 | | 3 | 2 | 9 | 7 | 7 | 2 |
| | | | 3% | 2% | 3% | 3% | | 4% | 6% | 3% | 5% | 4% | 2% |
| | Study space | Cases | 9 | | 4 | | 2 | 3 | | 9 | 5 | 6 | 3 |
| | | | 3% | | 5% | | 4% | 4% | | 3% | 4% | 3% | 3% |
| | Adult library services | Cases | 8 | | 1 | 2 | 1 | 1 | 4 | 8 | 2 | 4 | 1 |
| | | | 3% | | 1% | 6% | 2% | 1% | 9% | 3% | 2% | 2% | 1% |
| | Librarians/ Staff are helpful/ good service | Cases | 7 | 2 | 2 | | 1 | 1 | 1 | 7 | | 4 | 2 |
| | | | 2% | 4% | 3% | | 2% | 1% | 3% | 2% | | 2% | 2% |
| | On-line service and delivery to local branches | Cases | 6 | | 2 | | | 2 | 2 | 6 | 1 | 6 | |
| | | | 2% | | 3% | | | 3% | 6% | 2% | 1% | 3% | |
| | Audio Books/ Tapes | Cases | 7 | 2 | 3 | 1 | | 1 | | 7 | 1 | 3 | 2 |
| | | | 2% | 4% | 4% | 3% | | 1% | | 2% | 1% | 1% | 2% |
| | Everything | Cases | 5 | 3 | | | | 2 | | 5 | 4 | 2 | 2 |
| | | | 1% | 6% | | | | 3% | | 1% | 3% | 1% | 2% |
| | Photocopying | Cases | 4 | 2 | 1 | | 1 | | | 4 | 2 | 2 | 2 |
| | | | 1% | 4% | 1% | | 2% | | | 1% | 2% | 1% | 2% |
| | Collection of Canadian Plays | Cases | 1 | | | | 1 | | | 1 | 1 | | 1 |
| | | | 0% | | | | 2% | | | 0% | 1% | | 1% |
| Large print for visually impaired | Cases | 1 | | | | | 1 | | 1 | 1 | | 1 | |
| | | 0% | | | | | 1% | | 0% | 1% | | 1% | |
| Not one thing in particular | Cases | 1 | | | 1 | | | | 1 | | 1 | | |
| | | 0% | | | 3% | | | | 0% | | 0% | | |
| Stamp Club | Cases | 1 | | 1 | | | | | 1 | | | 1 | |
| | | 0% | | 1% | | | | | 0% | | | 1% | |
| Recycle bin | Cases | 1 | | 1 | | | | | 1 | | | 1 | |
| | | 0% | | 1% | | | | | 0% | | | 1% | |
| Can drop off to any library | Cases | 1 | | | | | 1 | | 1 | | | | |
| | | 0% | | | | | 1% | | 0% | | | | |
| Meeting space | Cases | 1 | | | | | | | 1 | 1 | | | |
| | | 0% | | | | | | | 0% | 1% | | | |

SECTION NDL
5. Do you personally use any private or public recreational, sports or fitness facilities in Winnipeg?

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | | |
|--|---------|-------|-------|-----------------|-----------|-----------|-----------|-------|--------|--------|---------|---------|-------|----|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + | |
| BASE: WINNIPEG RESIDENTS | | | (600) | (130) | (114) | (95) | (144) | (117) | (287) | (313) | (176) | (230) | (167) | |
| USE PRIVATE/ PUBLIC WINNIPEG REC & SPORTS FACILITIES | Yes | Count | 196 | 38 | 36 | 32 | 55 | 34 | 92 | 104 | 74 | 77 | 38 | |
| | | | 33% | 29% | 31% | 34% | 38% | 29% | 32% | 33% | 42% | 33% | 23% | |
| | No | Count | 403 | 92 | 78 | 63 | 89 | 82 | 194 | 209 | 101 | 153 | 128 | |
| | | | 67% | 71% | 69% | 66% | 62% | 70% | 68% | 67% | 58% | 67% | 76% | |
| | (DK/NS) | Count | 1 | | | | | 1 | 1 | | | | | 1 |
| | | | 0% | | | | | 1% | 0% | | | | | 1% |

SECTION ND1

5. Do you personally use any private or public recreational, sports or fitness facilities in Winnipeg?

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--|---------|-------|-------|--------------|-------|----------------|------------|------------------|-------|-----------|-------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (75) | (135) | (201) | (186) | (165) | (433) | (406) | (179) | (136) | (205) | (167) |
| USE PRIVATE/ PUBLIC WINNIPEG REC & SPORTS FACILITIES | Yes | Count | 196 | 10 | 28 | 74 | 83 | 64 | 132 | 145 | 48 | 27 | 58 | 81 |
| | | | 33% | 13% | 21% | 37% | 45% | 39% | 30% | 36% | 27% | 20% | 28% | 49% |
| | No | Count | 403 | 65 | 105 | 127 | 103 | 101 | 301 | 261 | 131 | 109 | 147 | 86 |
| | | | 67% | 87% | 78% | 63% | 55% | 61% | 69% | 64% | 73% | 80% | 72% | 51% |
| | (DK/NS) | Count | 1 | | 1 | | | | 1 | | 1 | | | |
| | | | 0% | | 1% | | | 0% | | 1% | | | | |

SECTION NDL
5. Do you personally use any private or public recreational, sports or fitness facilities in Winnipeg?

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|--|---------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| USE PRIVATE/ PUBLIC WINNIPEG REC & SPORTS FACILITIES | Yes | Count | 196 | 34 | 39 | 16 | 40 | 38 | 23 | 131 | 196 | 110 | 57 |
| | | | 33% | 39% | 34% | 22% | 46% | 33% | 24% | 40% | 100% | 33% | 35% |
| | No | Count | 403 | 54 | 75 | 56 | 48 | 78 | 72 | 194 | | 221 | 107 |
| | | | 67% | 61% | 66% | 77% | 54% | 68% | 76% | 60% | | 67% | 65% |
| | (DK/NS) | Count | 1 | | | 1 | | | | | | | |
| | | 0% | | | 1% | | | | | | | | |

SECTION NDL
6. Which private or public recreational, sports or fitness facility in Winnipeg do you use most often?
**** FIRST MENTION ****

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|---------------------------------|---|-------|-------|-----------------|-----------|-----------|-----------|------|--------|--------|---------|---------|------|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| BASE: REC FACILITY USERS | | | (196) | (38) | (36) | (32) | (55) | (34) | (92) | (104) | (74) | (77) | (38) |
| FIRST MENTION | Private membership based club (ie:Shapes, Winter Club, etc.) | Count | 51 | 11 | 11 | 8 | 14 | 6 | 22 | 29 | 18 | 19 | 13 |
| | | | 26% | 29% | 31% | 26% | 26% | 17% | 24% | 28% | 24% | 24% | 33% |
| | YMCA | Count | 39 | 1 | 7 | 14 | 8 | 9 | 23 | 16 | 20 | 16 | 1 |
| | | | 20% | 3% | 20% | 44% | 14% | 25% | 25% | 15% | 27% | 20% | 3% |
| | Community Club | Count | 30 | 5 | 4 | 2 | 10 | 9 | 17 | 13 | 11 | 14 | 3 |
| | | | 15% | 12% | 11% | 5% | 18% | 27% | 18% | 12% | 15% | 18% | 8% |
| | Public swimming pool | Count | 25 | 5 | 3 | 4 | 10 | 3 | 8 | 17 | 4 | 13 | 8 |
| | | | 13% | 13% | 9% | 13% | 18% | 9% | 9% | 17% | 6% | 17% | 21% |
| | City of Winnipeg facility | Count | 24 | 6 | 8 | 2 | 4 | 4 | 17 | 7 | 6 | 9 | 7 |
| | | | 12% | 15% | 23% | 6% | 7% | 12% | 18% | 7% | 8% | 12% | 19% |
| | University/ College | Count | 11 | | 1 | 2 | 6 | 2 | 5 | 6 | 8 | 3 | |
| | | | 6% | | 3% | 6% | 11% | 6% | 5% | 6% | 11% | 4% | |
| | Rehab/ Refit centres | Count | 6 | 2 | | | 2 | 1 | | 6 | 2 | 1 | 2 |
| | | | 3% | 6% | | | 4% | 3% | | 5% | 3% | 1% | 6% |
| | Curling Club | Count | 4 | 3 | | | 1 | | 1 | 3 | 1 | 1 | 2 |
| | | | 2% | 9% | | | 2% | | 1% | 3% | 1% | 1% | 6% |
| | Hospital/ Clinic | Count | 3 | 3 | | | | | | 3 | 2 | 1 | |
| | | | 2% | 8% | | | | | | 3% | 3% | 1% | |
| | Canadian Forces Base (in Winnipeg) | Count | 2 | 2 | | | | | | 2 | 1 | 1 | |
| | | | 1% | 5% | | | | | | 2% | 1% | 1% | |
| School division facility | Count | 1 | | 1 | | | | | 1 | | | 1 | |
| | | 1% | | 3% | | | | | 1% | | | 3% | |

SECTION NDL
6. Which private or public recreational, sports or fitness facility in Winnipeg do you use most often?
**** FIRST MENTION ****

| | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | | |
|------------------------------------|--|-------|--------------|------|----------------|------------|------------------|-------|-----------|------|------------------|---------------|---------|-----|
| | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + | |
| BASE: REC FACILITY USERS | | (196) | (10) | (28) | (74) | (83) | (64) | (132) | (145) | (48) | (27) | (58) | (81) | |
| FIRST MENTION | Private membership based club (ie:Shapes, Winter Club, etc.) | Count | 51 | 2 | 6 | 16 | 26 | 10 | 41 | 44 | 6 | 5 | 13 | 26 |
| | | | 26% | 20% | 22% | 22% | 32% | 15% | 31% | 31% | 13% | 19% | 22% | 33% |
| | YMCA | Count | 39 | 1 | 4 | 15 | 19 | 14 | 25 | 22 | 15 | 4 | 16 | 13 |
| | | | 20% | 10% | 13% | 20% | 23% | 22% | 19% | 15% | 31% | 15% | 27% | 16% |
| | Community Club | Count | 30 | 3 | 7 | 11 | 10 | 16 | 13 | 23 | 6 | 7 | 7 | 13 |
| | | | 15% | 26% | 24% | 14% | 12% | 25% | 10% | 16% | 12% | 27% | 12% | 16% |
| | Public swimming pool | Count | 25 | 1 | 3 | 11 | 10 | 11 | 14 | 20 | 6 | 4 | 5 | 11 |
| | | | 13% | 12% | 10% | 15% | 12% | 18% | 11% | 14% | 12% | 15% | 9% | 13% |
| | City of Winnipeg facility | Count | 24 | 1 | 8 | 10 | 5 | 5 | 19 | 18 | 6 | 3 | 8 | 10 |
| | | | 12% | 10% | 27% | 14% | 6% | 9% | 14% | 13% | 12% | 11% | 13% | 12% |
| | University/ College | Count | 11 | | | 5 | 6 | 4 | 7 | 6 | 5 | 3 | 1 | 5 |
| | | | 6% | | | 7% | 7% | 6% | 5% | 4% | 11% | 12% | 2% | 6% |
| | Rehab/ Refit centres | Count | 6 | | 1 | 2 | 2 | 1 | 4 | 3 | 2 | | 4 | 1 |
| | | | 3% | | 3% | 3% | 3% | 2% | 3% | 2% | 4% | | 7% | 1% |
| | Curling Club | Count | 4 | 2 | | 1 | 1 | | 4 | 3 | 1 | | 2 | 1 |
| | | | 2% | 22% | | 1% | 1% | | 3% | 2% | 2% | | 4% | 1% |
| Hospital/ Clinic | Count | 3 | | | | 3 | 1 | 2 | 3 | | | 1 | 1 | |
| | | 2% | | | 4% | 2% | 2% | 2% | 2% | | | 2% | 1% | |
| Canadian Forces Base (in Winnipeg) | Count | 2 | | | 1 | 1 | 1 | 1 | 1 | 1 | | 1 | | |
| | | 1% | | | 1% | 1% | 2% | 1% | 1% | 2% | | 2% | | |
| School division facility | Count | 1 | | | 1 | | | 1 | 1 | | | | | |
| | | 1% | | | 2% | | | 1% | 1% | | | | | |

SECTION NDL
6. Which private or public recreational, sports or fitness facility in Winnipeg do you use most often?
**** FIRST MENTION ****

| | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | | |
|------------------------------------|--|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|------|-----|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti | |
| BASE: REC FACILITY USERS | | (196) | (34) | (39) | (16) | (40) | (38) | (23) | (131) | (196) | (110) | (57) | |
| FIRST MENTION | Private membership based club (ie:Shapes, Winter Club, etc.) | Count | 51 | 8 | 7 | 7 | 10 | 12 | 6 | 34 | 51 | 29 | 15 |
| | | | 26% | 23% | 18% | 44% | 24% | 31% | 26% | 26% | 26% | 27% | 25% |
| | YMCA | Count | 39 | 12 | 10 | | 9 | 6 | 1 | 23 | 39 | 25 | 11 |
| | | | 20% | 34% | 25% | | 22% | 15% | 5% | 17% | 20% | 23% | 19% |
| | Community Club | Count | 30 | 7 | 8 | 2 | 4 | 6 | 1 | 23 | 30 | 16 | 9 |
| | | | 15% | 20% | 20% | 13% | 11% | 15% | 5% | 18% | 15% | 14% | 15% |
| | Public swimming pool | Count | 25 | | 7 | 1 | 4 | 6 | 7 | 20 | 25 | 11 | 8 |
| | | | 13% | | 18% | 6% | 11% | 15% | 32% | 15% | 13% | 10% | 14% |
| | City of Winnipeg facility | Count | 24 | 4 | 6 | 5 | 2 | 3 | 2 | 11 | 24 | 13 | 8 |
| | | | 12% | 11% | 16% | 31% | 5% | 8% | 11% | 9% | 12% | 11% | 14% |
| | University/ College | Count | 11 | 4 | 1 | | 4 | 2 | | 8 | 11 | 7 | 4 |
| | | | 6% | 11% | 2% | | 11% | 5% | | 6% | 6% | 6% | 7% |
| | Rehab/ Refit centres | Count | 6 | | | | 2 | 1 | 2 | 4 | 6 | 3 | 1 |
| | | | 3% | | | | 5% | 3% | 11% | 3% | 3% | 3% | 2% |
| | Curling Club | Count | 4 | | | 1 | 1 | 1 | 1 | 4 | 4 | 4 | |
| | | | 2% | | | 6% | 3% | 3% | 5% | 3% | 2% | 4% | |
| | Hospital/ Clinic | Count | 3 | | | | 2 | 1 | | 2 | 3 | 1 | 1 |
| | | | 2% | | | | 5% | 3% | | 2% | 2% | 1% | 2% |
| Canadian Forces Base (in Winnipeg) | Count | 2 | | | | 1 | 1 | | 1 | 2 | 1 | 1 | |
| | | 1% | | | | 3% | 3% | | 1% | 1% | 1% | 2% | |
| School division facility | Count | 1 | | | | | | 1 | 1 | 1 | | | |
| | | 1% | | | | | | 5% | 1% | 1% | | | |

SECTION NDL
6. Which private or public recreational, sports or fitness facility in Winnipeg do you use most often?
What other facilities do you use?
**** ALL MENTIONS ****

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|--------------------------------------|--|-------|-------|-----------------|-------------------|-------------------|-------------------|-------------------|--------------|--------------|-----------------|-----------------|-----------------|
| | | | | (196) | Northwest (38) | Northeast (36) | Southeast (32) | Southwest (55) | Core (34) | Male (92) | Female (104) | 18 - 34 (74) | 35 - 54 (77) |
| BASE: REC FACILITY USERS | | | | | | | | | | | | | |
| REC/ SPORTS/ FITNESS FACILITIES USED | Private membership based club (ie:Shapes, Winter Club, etc.) | Cases | 58 | 11 | 13 | 9 | 16 | 8 | 25 | 33 | 21 | 21 | 14 |
| | | | 29% | 29% | 37% | 28% | 30% | 23% | 27% | 32% | 28% | 28% | 37% |
| | YMCA | Cases | 39 | 1 | 7 | 14 | 8 | 9 | 23 | 16 | 20 | 16 | 1 |
| | | | 20% | 3% | 20% | 44% | 14% | 25% | 25% | 15% | 27% | 20% | 3% |
| | Community Club | Cases | 36 | 7 | 4 | 4 | 12 | 10 | 22 | 14 | 14 | 17 | 3 |
| | | | 18% | 17% | 11% | 11% | 21% | 30% | 24% | 13% | 19% | 23% | 8% |
| | City of Winnipeg facility | Cases | 35 | 9 | 12 | 2 | 8 | 5 | 24 | 12 | 6 | 17 | 10 |
| | | | 18% | 22% | 34% | 6% | 14% | 15% | 26% | 11% | 8% | 23% | 27% |
| | Public swimming pool | Cases | 32 | 6 | 6 | 4 | 12 | 4 | 13 | 20 | 6 | 16 | 9 |
| | | | 16% | 15% | 17% | 13% | 22% | 12% | 14% | 19% | 9% | 21% | 24% |
| | University/ College | Cases | 11 | | 1 | 2 | 6 | 2 | 5 | 6 | 8 | 3 | |
| | | | 6% | | 3% | 6% | 11% | 6% | 5% | 6% | 11% | 4% | |
| | Rehab/ Refit centres | Cases | 7 | 3 | | | 2 | 1 | | 7 | 2 | 2 | 2 |
| | | | 3% | 9% | | | 4% | 3% | | 6% | 3% | 3% | 6% |
| | Curling Club | Cases | 6 | 4 | | 1 | 1 | | 3 | 3 | 1 | 3 | 2 |
| | | | 3% | 11% | | 3% | 2% | | 3% | 3% | 1% | 4% | 6% |
| | Hospital/ Clinic | Cases | 4 | 4 | | | | | | 4 | 2 | 1 | 1 |
| | | | 2% | 11% | | | | | | 4% | 3% | 1% | 3% |
| Golf courses/ Dome | Cases | 3 | 2 | | 1 | | | 2 | 1 | | | 3 | |
| | | 2% | 6% | | 3% | | | 2% | 1% | | | 8% | |
| School division facility | Cases | 2 | | 1 | 1 | | | 1 | 1 | 1 | | 1 | |
| | | 1% | | 3% | 3% | | | 1% | 1% | 1% | | 3% | |
| Canadian Forces Base (in Winnipeg) | Cases | 2 | 2 | | | | | | 2 | 1 | 1 | | |
| | | 1% | 5% | | | | | | 2% | 1% | 1% | | |

SECTION NDL
6. Which private or public recreational, sports or fitness facility in Winnipeg do you use most often?
What other facilities do you use?
**** ALL MENTIONS ****

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--------------------------------------|--|-------|-------|--------------|------|----------------|------------|------------------|-------|-----------|------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: REC FACILITY USERS | | | (196) | (10) | (28) | (74) | (83) | (64) | (132) | (145) | (48) | (27) | (58) | (81) |
| REC/ SPORTS/ FITNESS FACILITIES USED | Private membership based club (ie:Shapes, Winter Club, etc.) | Cases | 58 | 2 | 7 | 17 | 31 | 11 | 46 | 49 | 7 | 6 | 13 | 31 |
| | | | 29% | 20% | 26% | 23% | 38% | 18% | 35% | 34% | 15% | 23% | 22% | 39% |
| YMCA | Cases | | 39 | 1 | 4 | 15 | 19 | 14 | 25 | 22 | 15 | 4 | 16 | 13 |
| | | | 20% | 10% | 13% | 20% | 23% | 22% | 19% | 15% | 31% | 15% | 27% | 16% |
| Community Club | Cases | | 36 | 4 | 7 | 13 | 13 | 22 | 14 | 28 | 7 | 7 | 8 | 18 |
| | | | 18% | 36% | 24% | 18% | 15% | 34% | 11% | 19% | 14% | 27% | 13% | 22% |
| City of Winnipeg facility | Cases | | 35 | 2 | 9 | 14 | 11 | 11 | 25 | 30 | 6 | 6 | 10 | 14 |
| | | | 18% | 20% | 30% | 19% | 13% | 17% | 19% | 20% | 12% | 22% | 16% | 18% |
| Public swimming pool | Cases | | 32 | 1 | 3 | 16 | 12 | 15 | 17 | 26 | 6 | 5 | 7 | 14 |
| | | | 16% | 12% | 10% | 22% | 14% | 23% | 13% | 18% | 14% | 19% | 12% | 17% |
| University/ College | Cases | | 11 | | | 5 | 6 | 4 | 7 | 6 | 5 | 3 | 1 | 5 |
| | | | 6% | | | 7% | 7% | 6% | 5% | 4% | 11% | 12% | 2% | 6% |
| Rehab/ Refit centres | Cases | | 7 | | 1 | 2 | 3 | 1 | 5 | 4 | 2 | | 4 | 2 |
| | | | 3% | | 3% | 3% | 4% | 2% | 4% | 3% | 4% | | 7% | 3% |
| Curling Club | Cases | | 6 | 2 | | 2 | 2 | 1 | 5 | 5 | 1 | | 2 | 3 |
| | | | 3% | 22% | | 3% | 2% | 1% | 4% | 3% | 2% | | 4% | 3% |
| Hospital/ Clinic | Cases | | 4 | | | 1 | 3 | 1 | 3 | 4 | | | 2 | 1 |
| | | | 2% | | | 2% | 4% | 2% | 2% | 3% | | | 4% | 1% |
| Golf courses/ Dome | Cases | | 3 | 2 | | | 1 | | 3 | 3 | | | 1 | 1 |
| | | | 2% | 22% | | | 1% | | 2% | 2% | | | 2% | 1% |
| School division facility | Cases | | 2 | | | 1 | 1 | | 2 | 2 | | | 1 | |
| | | | 1% | | | 2% | 1% | | 2% | 2% | | | 2% | |
| Canadian Forces Base (in Winnipeg) | Cases | | 2 | | | 1 | 1 | 1 | 1 | 1 | 1 | | 1 | |
| | | | 1% | | | 1% | 1% | 2% | 1% | 1% | 2% | | 2% | |

SECTION NDL
6. Which private or public recreational, sports or fitness facility in Winnipeg do you use most often?
What other facilities do you use?
**** ALL MENTIONS ****

| | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | | |
|--------------------------------------|--|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|------|-----|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti | |
| BASE: REC FACILITY USERS | | (196) | (34) | (39) | (16) | (40) | (38) | (23) | (131) | (196) | (110) | (57) | |
| REC/ SPORTS/ FITNESS FACILITIES USED | Private membership based club (ie:Shapes, Winter Club, etc.) | Cases | 58 | 10 | 8 | 7 | 11 | 14 | 7 | 40 | 58 | 33 | 18 |
| | | | 29% | 29% | 20% | 44% | 27% | 36% | 32% | 30% | 29% | 30% | 31% |
| YMCA | Cases | 39 | 12 | 10 | | 9 | 6 | 1 | 23 | 39 | 25 | 11 | |
| | | | 20% | 34% | 25% | | 22% | 15% | 5% | 17% | 20% | 23% | 19% |
| Community Club | Cases | 36 | 9 | 11 | 2 | 5 | 6 | 1 | 28 | 36 | 21 | 10 | |
| | | | 18% | 26% | 30% | 13% | 14% | 15% | 5% | 21% | 18% | 19% | 17% |
| City of Winnipeg facility | Cases | 35 | 4 | 11 | 7 | 2 | 6 | 4 | 20 | 35 | 20 | 10 | |
| | | | 18% | 11% | 30% | 44% | 5% | 15% | 16% | 15% | 18% | 18% | 17% |
| Public swimming pool | Cases | 32 | 1 | 11 | 1 | 5 | 6 | 8 | 25 | 32 | 15 | 9 | |
| | | | 16% | 3% | 27% | 6% | 14% | 15% | 37% | 19% | 16% | 14% | 16% |
| University/ College | Cases | 11 | 4 | 1 | | 4 | 2 | | 8 | 11 | 7 | 4 | |
| | | | 6% | 11% | 2% | | 11% | 5% | | 6% | 6% | 6% | 7% |
| Rehab/ Refit centres | Cases | 7 | | | | 2 | 2 | 2 | 5 | 7 | 4 | 1 | |
| | | | 3% | | | | 5% | 5% | 11% | 4% | 3% | 4% | 2% |
| Curling Club | Cases | 6 | | 2 | 1 | 1 | 1 | 1 | 6 | 6 | 6 | | |
| | | | 3% | | 5% | 6% | 3% | 3% | 5% | 3% | 5% | | |
| Hospital/ Clinic | Cases | 4 | | | | 2 | 1 | 1 | 3 | 4 | 1 | 2 | |
| | | | 2% | | | | 5% | 3% | 5% | 2% | 2% | 1% | 4% |
| Golf courses/ Dome | Cases | 3 | | | 2 | | | | 2 | 3 | 2 | | |
| | | | 2% | | | 13% | | | 5% | 2% | 2% | 2% | |
| School division facility | Cases | 2 | 1 | | | | | 1 | 2 | 2 | | 1 | |
| | | | 1% | 3% | | | | | 5% | 2% | 1% | 2% | |
| Canadian Forces Base (in Winnipeg) | Cases | 2 | | | | 1 | 1 | | 1 | 2 | 1 | 1 | |
| | | | 1% | | | | 3% | 3% | | 1% | 1% | 2% | |

SECTION NDL

7. During the past 12 months, have you taken any recreation programs or classes that were advertised in the City of Winnipeg Leisure Guide?

8. Would you personally be interested in using a new indoor multiplex recreational facility if one were built in your general area of town?

Here, I'm talking about a centre which could include a skating rink and indoor swimming pool, gym and fitness facility as well as a daycare a full library, a coffee shop and a restaurant?

9. What is the maximum amount of time you would be willing to travel to go to such a facility?

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|--|-----------------------|-------|-------|-----------------|--------------------|--------------------|-------------------|--------------------|---------------|---------------|-----------------|------------------|------------------|
| | | | | (600) | Northwest (130) | Northeast (114) | Southeast (95) | Southwest (144) | Core (117) | Male (287) | Female (313) | 18 - 34 (176) | 35 - 54 (230) |
| BASE: WINNIPEG RESIDENTS | | | | | | | | | | | | | |
| TAKEN REC PROGS/ CLASSES ADVERTISED IN LEISURE GUIDE | Yes | Count | 73 | 12 | 16 | 12 | 23 | 11 | 26 | 47 | 23 | 31 | 14 |
| | | | 12% | 9% | 14% | 12% | 16% | 9% | 9% | 15% | 13% | 13% | 9% |
| | No | Count | 523 | 118 | 96 | 84 | 121 | 105 | 258 | 265 | 152 | 199 | 150 |
| | | | 87% | 90% | 84% | 88% | 84% | 90% | 90% | 85% | 86% | 87% | 90% |
| | (DK/NS) | Count | 4 | 1 | 2 | | | 1 | 3 | 1 | 1 | | 3 |
| | | | 1% | 1% | 2% | | | 1% | 1% | 0% | 1% | | 2% |
| INTEREST IN NEW INDOOR MULTIPLEX | Very interested | Count | 253 | 57 | 46 | 42 | 57 | 51 | 109 | 144 | 91 | 111 | 43 |
| | | | 42% | 44% | 40% | 44% | 39% | 44% | 38% | 46% | 52% | 48% | 26% |
| | Somewhat interested | Count | 158 | 33 | 25 | 27 | 41 | 32 | 80 | 78 | 53 | 56 | 43 |
| | | | 26% | 26% | 22% | 28% | 28% | 28% | 28% | 25% | 30% | 24% | 26% |
| | Not very interested | Count | 54 | 8 | 12 | 8 | 18 | 8 | 32 | 22 | 10 | 23 | 19 |
| | | | 9% | 6% | 11% | 9% | 13% | 7% | 11% | 7% | 6% | 10% | 11% |
| | Not at all interested | Count | 107 | 28 | 27 | 12 | 23 | 17 | 55 | 53 | 15 | 31 | 53 |
| | | | 18% | 21% | 24% | 13% | 16% | 15% | 19% | 17% | 9% | 13% | 32% |
| | (Depends) | Count | 25 | 5 | 4 | 6 | 5 | 6 | 10 | 15 | 5 | 8 | 8 |
| | | | 4% | 4% | 3% | 6% | 3% | 5% | 3% | 5% | 3% | 4% | 5% |
| | (DK/NS) | Count | 3 | | | | | 3 | 2 | 1 | 1 | 1 | 1 |
| | | | 0% | | | | | 3% | 1% | 0% | 1% | 0% | 1% |
| Summary | Interested | | 68% | 69% | 62% | 72% | 68% | 71% | 66% | 71% | 82% | 73% | 52% |
| | Depends/DK | | 5% | 4% | 3% | 6% | 3% | 8% | 4% | 5% | 4% | 4% | 5% |
| | Uninterested | | 27% | 27% | 35% | 22% | 29% | 21% | 30% | 24% | 14% | 23% | 43% |
| BASE: INTERESTED | | | (439) | (95) | (74) | (75) | (102) | (92) | (201) | (238) | (150) | (176) | (96) |
| WILLING TO TRAVEL | 10 mins or less | Count | 99 | 20 | 19 | 15 | 25 | 19 | 42 | 57 | 35 | 45 | 15 |
| | | | 22% | 21% | 26% | 20% | 25% | 20% | 21% | 24% | 23% | 25% | 16% |
| | 11 to 15 mins | Count | 119 | 31 | 22 | 20 | 26 | 20 | 55 | 65 | 47 | 44 | 23 |
| | | | 27% | 33% | 30% | 26% | 25% | 22% | 27% | 27% | 31% | 25% | 24% |
| | 16 to 20 mins | Count | 81 | 12 | 16 | 16 | 24 | 13 | 38 | 43 | 28 | 32 | 18 |
| | | | 18% | 12% | 21% | 22% | 24% | 14% | 19% | 18% | 19% | 18% | 19% |
| | 21 to 30 mins | Count | 75 | 13 | 9 | 12 | 18 | 23 | 36 | 38 | 25 | 30 | 19 |
| | | | 17% | 14% | 12% | 16% | 17% | 25% | 18% | 16% | 16% | 17% | 20% |
| | Over 30 mins | Count | 16 | 5 | 3 | | 3 | 6 | 13 | 3 | 8 | 5 | 3 |
| | | | 4% | 5% | 4% | | 3% | 6% | 7% | 1% | 5% | 3% | 3% |
| | (No limit) | Count | 24 | 7 | 2 | 7 | 4 | 4 | 9 | 15 | 6 | 8 | 8 |
| | | | 5% | 8% | 3% | 9% | 4% | 4% | 5% | 6% | 4% | 5% | 8% |
| | (DK/NS) | Count | 25 | 7 | 3 | 5 | 2 | 8 | 7 | 17 | 2 | 11 | 9 |
| | | | 6% | 7% | 4% | 7% | 2% | 8% | 4% | 7% | 1% | 6% | 9% |
| | MEAN (mins) | | | 19.1 | 18.9 | 18.0 | 17.6 | 18.6 | 21.7 | 20.4 | 17.9 | 19.3 | 18.5 |
| MEDIAN (mins) | | | 15 | 15 | 15 | 15 | 15 | 20 | 15 | 15 | 15 | 15 | 20 |

SECTION NDL

7. During the past 12 months, have you taken any recreation programs or classes that were advertised in the City of Winnipeg Leisure Guide?

8. Would you personally be interested in using a new indoor multiplex recreational facility if one were built in your general area of town?

Here, I'm talking about a centre which could include a skating rink and indoor swimming pool, gym and fitness facility as well as a daycare a full library, a coffee shop and a restaurant?

9. What is the maximum amount of time you would be willing to travel to go to such a facility?

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--|-----------------------|-------|-------|-----------|----------------------|-------------|-------------------------|---------------------|--------------|-------------|--------------|------------------|------------------|------------------------|
| | | | | (600) | Less than HS (75) | HS (135) | Some Post-Sec. (201) | University (186) | Yes (165) | No (433) | Own (406) | Rent (179) | < \$30K (136) | \$30K - \$59K (205) |
| BASE: WINNIPEG RESIDENTS | | | | | | | | | | | | | | |
| TAKEN REC PROGS/ CLASSES ADVERTISED IN LEISURE GUIDE | Yes | Count | 73 | 5 | 9 | 31 | 28 | 26 | 46 | 60 | 11 | 12 | 19 | 33 |
| | | | 12% | 7% | 7% | 16% | 15% | 16% | 11% | 15% | 6% | 8% | 9% | 20% |
| | No | Count | 523 | 69 | 126 | 167 | 157 | 138 | 383 | 345 | 165 | 122 | 185 | 134 |
| | | | 87% | 92% | 93% | 83% | 85% | 84% | 88% | 85% | 92% | 90% | 90% | 80% |
| | (DK/NS) | Count | 4 | 1 | | 2 | 1 | | 4 | 1 | 3 | 2 | 1 | |
| | | 1% | 1% | | 1% | 1% | | 1% | 0% | 2% | 2% | 0% | | |
| INTEREST IN NEW INDOOR MULTIPLEX | Very interested | Count | 253 | 21 | 58 | 91 | 83 | 102 | 150 | 179 | 69 | 45 | 88 | 81 |
| | | | 42% | 28% | 43% | 45% | 44% | 62% | 35% | 44% | 39% | 33% | 43% | 49% |
| | Somewhat interested | Count | 158 | 19 | 35 | 58 | 45 | 38 | 120 | 101 | 51 | 36 | 59 | 44 |
| | | | 26% | 25% | 26% | 29% | 24% | 23% | 28% | 25% | 28% | 26% | 29% | 26% |
| | Not very interested | Count | 54 | 7 | 11 | 16 | 20 | 8 | 45 | 38 | 14 | 14 | 20 | 10 |
| | | | 9% | 9% | 8% | 8% | 11% | 5% | 10% | 9% | 8% | 10% | 10% | 6% |
| | Not at all interested | Count | 107 | 23 | 27 | 25 | 31 | 12 | 94 | 72 | 33 | 33 | 33 | 24 |
| | | | 18% | 32% | 20% | 12% | 17% | 7% | 22% | 18% | 19% | 23% | 16% | 14% |
| | (Depends) | Count | 25 | 5 | 2 | 10 | 7 | 3 | 21 | 15 | 9 | 9 | 5 | 8 |
| | | | 4% | 6% | 2% | 5% | 4% | 2% | 5% | 4% | 5% | 6% | 2% | 4% |
| (DK/NS) | Count | 3 | | 1 | 1 | 1 | | 3 | | 3 | 1 | | | |
| | | 0% | | 1% | 1% | 0% | | 1% | | 2% | 1% | | | |
| Summary | Interested | | 68% | 53% | 69% | 74% | 68% | 86% | 62% | 69% | 67% | 60% | 72% | 75% |
| | Depends/DK | | 5% | 6% | 3% | 5% | 4% | 2% | 6% | 4% | 7% | 7% | 2% | 4% |
| | Uninterested | | 27% | 40% | 28% | 20% | 27% | 13% | 32% | 27% | 26% | 33% | 26% | 20% |
| BASE: INTERESTED | | | (439) | (45) | (97) | (160) | (135) | (144) | (294) | (295) | (132) | (90) | (152) | (133) |
| WILLING TO TRAVEL | 10 mins or less | Count | 99 | 13 | 17 | 37 | 32 | 32 | 67 | 68 | 29 | 16 | 39 | 32 |
| | | | 22% | 28% | 17% | 23% | 24% | 22% | 23% | 23% | 22% | 18% | 25% | 24% |
| | 11 to 15 mins | Count | 119 | 5 | 24 | 48 | 41 | 37 | 83 | 94 | 22 | 17 | 41 | 45 |
| | | | 27% | 12% | 25% | 30% | 30% | 25% | 28% | 32% | 16% | 19% | 27% | 34% |
| | 16 to 20 mins | Count | 81 | 6 | 19 | 26 | 30 | 30 | 51 | 58 | 23 | 19 | 23 | 32 |
| | | | 18% | 14% | 20% | 16% | 22% | 21% | 17% | 19% | 17% | 21% | 15% | 24% |
| | 21 to 30 mins | Count | 75 | 10 | 18 | 32 | 15 | 22 | 52 | 41 | 32 | 20 | 31 | 13 |
| | | | 17% | 22% | 18% | 20% | 11% | 15% | 18% | 14% | 24% | 22% | 21% | 10% |
| | Over 30 mins | Count | 16 | 4 | 3 | 7 | 3 | 7 | 10 | 7 | 9 | 5 | 7 | 3 |
| | | | 4% | 9% | 3% | 4% | 2% | 5% | 3% | 2% | 7% | 5% | 4% | 2% |
| | (No limit) | Count | 24 | 2 | 10 | 6 | 7 | 10 | 14 | 14 | 9 | 4 | 9 | 3 |
| | | | 5% | 4% | 10% | 4% | 5% | 7% | 5% | 5% | 7% | 5% | 6% | 2% |
| | (DK/NS) | Count | 25 | 5 | 7 | 5 | 7 | 7 | 16 | 14 | 9 | 8 | 3 | 5 |
| | | 6% | 12% | 7% | 3% | 5% | 5% | 6% | 5% | 7% | 9% | 2% | 4% | |
| MEAN (mins) | | | 19.1 | 22.2 | 19.9 | 19.1 | 17.5 | 19.3 | 18.9 | 18.0 | 21.5 | 21.0 | 19.4 | 17.4 |
| MEDIAN (mins) | | | 15 | 20 | 15 | 15 | 15 | 15 | 15 | 15 | 20 | 20 | 15 | 15 |

SECTION NDL

7. During the past 12 months, have you taken any recreation programs or classes that were advertised in the City of Winnipeg Leisure Guide?

8. Would you personally be interested in using a new indoor multiplex recreational facility if one were built in your general area of town?

Here, I'm talking about a centre which could include a skating rink and indoor swimming pool, gym and fitness facility as well as a daycare a full library, a coffee shop and a restaurant?

9. What is the maximum amount of time you would be willing to travel to go to such a facility?

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|--|-----------------------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| TAKEN REC PROGS/ CLASSES ADVERTISED IN LEISURE GUIDE | Yes | Count | 73 | 8 | 11 | 6 | 15 | 20 | 8 | 57 | 38 | 49 | 17 |
| | | | 12% | 9% | 9% | 8% | 17% | 17% | 9% | 18% | 19% | 15% | 10% |
| | No | Count | 523 | 79 | 103 | 65 | 73 | 96 | 85 | 267 | 158 | 282 | 144 |
| | | | 87% | 90% | 91% | 89% | 83% | 83% | 90% | 82% | 81% | 85% | 87% |
| (DK/NS) | Count | 4 | 1 | | 2 | | | 1 | 1 | | | | 4 |
| | | 1% | 1% | | 3% | | | 1% | 0% | | | | 3% |
| INTEREST IN NEW INDOOR MULTIPLEX | Very interested | Count | 253 | 37 | 54 | 15 | 54 | 57 | 29 | 158 | 105 | 181 | 45 |
| | | | 42% | 42% | 47% | 20% | 62% | 49% | 30% | 49% | 54% | 55% | 27% |
| | Somewhat interested | Count | 158 | 33 | 23 | 21 | 20 | 33 | 23 | 87 | 47 | 91 | 46 |
| | | | 26% | 38% | 20% | 28% | 22% | 28% | 24% | 27% | 24% | 27% | 28% |
| | Not very interested | Count | 54 | 7 | 11 | 12 | 3 | 12 | 7 | 27 | 16 | 19 | 19 |
| | | | 9% | 8% | 10% | 16% | 4% | 10% | 8% | 8% | 8% | 6% | 12% |
| | Not at all interested | Count | 107 | 9 | 21 | 22 | 7 | 10 | 31 | 41 | 20 | 33 | 44 |
| | | | 18% | 10% | 19% | 30% | 7% | 8% | 33% | 13% | 10% | 10% | 27% |
| (Depends) | Count | 25 | 2 | 4 | 3 | 3 | 5 | 5 | 11 | 7 | 7 | 10 | |
| | | 4% | 2% | 3% | 4% | 4% | 4% | 5% | 3% | 4% | 2% | 6% | |
| (DK/NS) | Count | 3 | | 1 | 1 | 1 | | | 1 | 1 | | 1 | |
| | | 0% | | 1% | 1% | 1% | | | 0% | | | 0% | |
| Summary | Interested | | 68% | 80% | 67% | 49% | 84% | 78% | 54% | 75% | 78% | 82% | 55% |
| | Depends/DK | | 5% | 2% | 4% | 5% | 5% | 4% | 5% | 4% | 4% | 2% | 6% |
| | Uninterested | | 27% | 18% | 29% | 46% | 11% | 18% | 41% | 21% | 18% | 16% | 39% |
| BASE: INTERESTED | | | (439) | (72) | (81) | (39) | (78) | (95) | (56) | (257) | (159) | (279) | (101) |
| WILLING TO TRAVEL | 10 mins or less | Count | 99 | 19 | 18 | 6 | 16 | 27 | 10 | 63 | 46 | 52 | 31 |
| | | | 22% | 26% | 22% | 15% | 21% | 29% | 17% | 25% | 29% | 19% | 31% |
| | 11 to 15 mins | Count | 119 | 20 | 19 | 10 | 26 | 24 | 13 | 71 | 42 | 83 | 25 |
| | | | 27% | 28% | 24% | 25% | 33% | 26% | 23% | 28% | 27% | 30% | 25% |
| | 16 to 20 mins | Count | 81 | 13 | 15 | 9 | 15 | 17 | 10 | 48 | 32 | 52 | 17 |
| | | | 18% | 18% | 18% | 22% | 19% | 18% | 17% | 19% | 20% | 19% | 16% |
| | 21 to 30 mins | Count | 75 | 12 | 18 | 7 | 13 | 13 | 12 | 44 | 27 | 53 | 9 |
| | | | 17% | 16% | 22% | 17% | 17% | 13% | 21% | 17% | 17% | 19% | 9% |
| | Over 30 mins | Count | 16 | 7 | 4 | 2 | 1 | 1 | 1 | 9 | 4 | 7 | 8 |
| | | | 4% | 9% | 5% | 5% | 1% | 1% | 2% | 3% | 3% | 2% | 8% |
| | (No limit) | Count | 24 | 2 | 3 | 3 | 4 | 6 | 5 | 11 | 6 | 20 | 3 |
| | | | 5% | 3% | 3% | 7% | 6% | 6% | 9% | 4% | 4% | 7% | 3% |
| | (DK/NS) | Count | 25 | | 4 | 3 | 2 | 7 | 6 | 12 | 2 | 12 | 7 |
| | | 6% | | 5% | 7% | 3% | 7% | 11% | 5% | 1% | 4% | 7% | |
| MEAN (mins) | | | 19.1 | 20.7 | 20.1 | 21.0 | 17.9 | 17.0 | 20.1 | 18.5 | 17.9 | 19.1 | 18.6 |
| MEDIAN (mins) | | | 15 | 15 | 17 | 20 | 15 | 15 | 17 | 15 | 15 | 15 | 15 |

SECTION NDL

10. It has been suggested that the time has come for Winnipeg to change its approach to community recreation facilities. Today, Winnipeg has a large number of community centres but many of them are smaller, in poor repair and are generally suited only to serve a limited number of recreational purposes. One idea would be to close some of these smaller and older buildings and replace them with larger multi-purpose facilities. In the end there would be fewer recreational facilities, but those that would be built would be larger, in a good state of repair and they would offer a more diverse range of recreational uses. All things considered, would you support or oppose moving to this different approach to community recreation centres in Winnipeg?

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|----------------------------|--------------------|-------|-------|-----------------|-----------|-----------|-----------|-------|--------|--------|---------|---------|-------|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (130) | (114) | (95) | (144) | (117) | (287) | (313) | (176) | (230) | (167) |
| MOVE TO DIFFERENT APPROACH | Strongly support | Count | 156 | 37 | 26 | 28 | 35 | 30 | 72 | 83 | 60 | 68 | 24 |
| | | | 26% | 28% | 23% | 29% | 25% | 25% | 25% | 27% | 34% | 30% | 14% |
| | Moderately support | Count | 176 | 46 | 25 | 30 | 40 | 34 | 88 | 88 | 59 | 68 | 43 |
| | | | 29% | 36% | 22% | 32% | 28% | 29% | 31% | 28% | 34% | 29% | 25% |
| | Moderately oppose | Count | 80 | 11 | 15 | 14 | 23 | 17 | 37 | 42 | 24 | 24 | 30 |
| | | | 13% | 8% | 14% | 14% | 16% | 15% | 13% | 14% | 13% | 10% | 18% |
| | Strongly oppose | Count | 85 | 18 | 20 | 9 | 21 | 17 | 45 | 40 | 14 | 40 | 26 |
| | | | 14% | 14% | 18% | 10% | 14% | 14% | 16% | 13% | 8% | 18% | 15% |
| (Depends) | Count | 77 | 11 | 19 | 12 | 18 | 17 | 34 | 43 | 17 | 23 | 31 | |
| | | 13% | 8% | 17% | 13% | 13% | 15% | 12% | 14% | 10% | 10% | 18% | |
| (DK/NS) | Count | 27 | 8 | 8 | 2 | 6 | 2 | 10 | 16 | 2 | 6 | 14 | |
| | | 4% | 6% | 7% | 2% | 4% | 2% | 4% | 5% | 1% | 3% | 9% | |
| Summary | Support | | 55% | 64% | 45% | 61% | 53% | 54% | 56% | 55% | 68% | 59% | 40% |
| | Depends/DK | | 17% | 15% | 23% | 15% | 17% | 16% | 16% | 19% | 11% | 13% | 27% |
| | Oppose | | 27% | 22% | 31% | 24% | 30% | 29% | 29% | 26% | 22% | 28% | 33% |

SECTION ND1

10. It has been suggested that the time has come for Winnipeg to change its approach to community recreation facilities. Today, Winnipeg has a large number of community centres but many of them are smaller, in poor repair and are generally suited only to serve a limited number of recreational purposes. One idea would be to close some of these smaller and older buildings and replace them with larger multi-purpose facilities. In the end there would be fewer recreational facilities, but those that would be built would be larger, in a good state of repair and they would offer a more diverse range of recreational uses. All things considered, would you support or oppose moving to this different approach to community recreation centres in Winnipeg?

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|----------------------------|--------------------|-------|-------|--------------|-------|----------------|------------|------------------|-------|-----------|-------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (75) | (135) | (201) | (186) | (165) | (433) | (406) | (179) | (136) | (205) | (167) |
| MOVE TO DIFFERENT APPROACH | Strongly support | Count | 156 | 10 | 40 | 61 | 44 | 64 | 92 | 109 | 44 | 33 | 49 | 49 |
| | | | 26% | 14% | 30% | 30% | 24% | 39% | 21% | 27% | 25% | 24% | 24% | 29% |
| | Moderately support | Count | 176 | 20 | 38 | 58 | 59 | 43 | 133 | 118 | 54 | 34 | 73 | 52 |
| | | | 29% | 27% | 28% | 29% | 32% | 26% | 31% | 29% | 30% | 25% | 35% | 31% |
| | Moderately oppose | Count | 80 | 16 | 12 | 29 | 21 | 16 | 63 | 51 | 24 | 21 | 27 | 23 |
| | | | 13% | 22% | 9% | 14% | 11% | 9% | 14% | 13% | 13% | 15% | 13% | 14% |
| | Strongly oppose | Count | 85 | 11 | 21 | 18 | 36 | 24 | 60 | 59 | 24 | 20 | 29 | 23 |
| | | | 14% | 15% | 15% | 9% | 19% | 15% | 14% | 15% | 14% | 15% | 14% | 14% |
| | (Depends) | Count | 77 | 8 | 19 | 29 | 20 | 14 | 63 | 50 | 25 | 18 | 23 | 15 |
| | | | 13% | 10% | 14% | 15% | 11% | 8% | 14% | 12% | 14% | 14% | 11% | 9% |
| (DK/NS) | Count | 27 | 9 | 4 | 7 | 6 | 4 | 23 | 19 | 8 | 9 | 4 | 5 | |
| | | 4% | 13% | 3% | 3% | 3% | 2% | 5% | 5% | 4% | 7% | 2% | 3% | |
| Summary | Support | | 55% | 41% | 58% | 59% | 55% | 65% | 52% | 56% | 55% | 49% | 60% | 61% |
| | Depends/DK | | 17% | 23% | 17% | 18% | 14% | 11% | 20% | 17% | 18% | 21% | 13% | 11% |
| | Oppose | | 27% | 36% | 25% | 23% | 30% | 24% | 28% | 27% | 27% | 30% | 27% | 28% |

SECTION NDL

10. It has been suggested that the time has come for Winnipeg to change its approach to community recreation facilities. Today, Winnipeg has a large number of community centres but many of them are smaller, in poor repair and are generally suited only to serve a limited number of recreational purposes. One idea would be to close some of these smaller and older buildings and replace them with larger multi-purpose facilities. In the end there would be fewer recreational facilities, but those that would be built would be larger, in a good state of repair and they would offer a more diverse range of recreational uses. All things considered, would you support or oppose moving to this different approach to community recreation centres in Winnipeg?

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|----------------------------|--------------------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| MOVE TO DIFFERENT APPROACH | Strongly support | Count | 156 | 28 | 33 | 10 | 32 | 36 | 14 | 94 | 59 | 156 | |
| | | | 26% | 32% | 29% | 14% | 36% | 31% | 15% | 29% | 30% | 47% | |
| | Moderately support | Count | 176 | 31 | 32 | 19 | 28 | 36 | 24 | 102 | 51 | 176 | |
| | | | 29% | 36% | 28% | 26% | 32% | 31% | 25% | 31% | 26% | 53% | |
| | Moderately oppose | Count | 80 | 12 | 12 | 12 | 12 | 12 | 18 | 39 | 28 | | 80 |
| | | | 13% | 13% | 11% | 16% | 14% | 10% | 19% | 12% | 14% | | 48% |
| | Strongly oppose | Count | 85 | 9 | 22 | 14 | 5 | 18 | 12 | 43 | 29 | | 85 |
| | | | 14% | 10% | 19% | 19% | 6% | 16% | 13% | 13% | 15% | | 52% |
| (Depends) | Count | 77 | 6 | 11 | 14 | 11 | 12 | 17 | 39 | 24 | | | |
| | | 13% | 7% | 10% | 19% | 12% | 10% | 18% | 12% | 12% | | | |
| (DK/NS) | Count | 27 | 2 | 4 | 5 | | 3 | 10 | 8 | 5 | | | |
| | | 4% | 2% | 3% | 7% | | 2% | 10% | 3% | 2% | | | |
| Summary | Support | | 55% | 68% | 57% | 39% | 68% | 62% | 41% | 60% | 56% | 100% | |
| | Depends/DK | | 17% | 9% | 13% | 26% | 12% | 12% | 28% | 15% | 14% | | |
| | Oppose | | 27% | 23% | 30% | 35% | 20% | 26% | 32% | 25% | 29% | | 100% |

SECTION NDL

11. When you think of the recreation and leisure facilities available for your use, what, if anything, do you feel is missing or we need more of?

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|--|--|-------|-------|-----------------|-----------|-----------|-----------|-------|--------|--------|---------|---------|-------|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (130) | (114) | (95) | (144) | (117) | (287) | (313) | (176) | (230) | (167) |
| MISSING/ IN NEED OF AT REC/ LEISURE FACILITIES | Nothing | Cases | 128 | 33 | 24 | 21 | 29 | 22 | 64 | 64 | 34 | 44 | 42 |
| | | | 21% | 25% | 21% | 22% | 20% | 19% | 22% | 21% | 19% | 19% | 25% |
| | (DK/NS) | Cases | 122 | 24 | 30 | 15 | 25 | 28 | 54 | 68 | 30 | 37 | 46 |
| | | | 20% | 19% | 26% | 16% | 17% | 24% | 19% | 22% | 17% | 16% | 27% |
| | More sport facilities (general) | Cases | 85 | 20 | 12 | 18 | 20 | 14 | 45 | 40 | 29 | 35 | 18 |
| | | | 14% | 15% | 11% | 19% | 14% | 12% | 16% | 13% | 16% | 15% | 11% |
| | More Swimming Pools/ wave pools/ hot tubs | Cases | 53 | 10 | 9 | 13 | 15 | 6 | 29 | 24 | 16 | 21 | 13 |
| | | | 9% | 8% | 8% | 13% | 11% | 5% | 10% | 8% | 9% | 9% | 8% |
| | More youth/ children programs/ drop in centres | Cases | 36 | 7 | 9 | 2 | 5 | 12 | 14 | 22 | 11 | 17 | 7 |
| | | | 6% | 5% | 8% | 2% | 4% | 11% | 5% | 7% | 6% | 7% | 4% |
| | More recreational facilities (gym, indoor track etc) | Cases | 36 | 15 | 7 | 5 | 7 | 2 | 17 | 19 | 12 | 12 | 9 |
| | | | 6% | 12% | 6% | 5% | 5% | 2% | 6% | 6% | 7% | 5% | 5% |
| | More hockey/ skating/ ringette facilities | Cases | 32 | 11 | 4 | 5 | 6 | 7 | 19 | 13 | 9 | 15 | 8 |
| | | | 5% | 8% | 4% | 5% | 4% | 6% | 7% | 4% | 5% | 6% | 5% |
| | Better buildings/ newer/ cleaner buildings | Cases | 26 | 6 | 2 | 5 | 8 | 5 | 13 | 13 | 16 | 8 | 1 |
| | | | 4% | 5% | 2% | 5% | 6% | 4% | 5% | 4% | 9% | 4% | 1% |
| | More affordable programs | Cases | 18 | | 6 | 5 | 5 | 2 | 6 | 12 | 1 | 12 | 5 |
| | | | 3% | | 6% | 5% | 3% | 2% | 2% | 4% | 1% | 5% | 3% |
| | More staff | Cases | 17 | 1 | 3 | 2 | 1 | 10 | 10 | 7 | 8 | 5 | 4 |
| | | | 3% | 1% | 3% | 2% | 1% | 8% | 4% | 2% | 5% | 2% | 2% |
| | More volunteers | Cases | 15 | 5 | 3 | | 5 | 2 | 5 | 10 | 3 | 7 | 5 |
| | | | 3% | 4% | 3% | | 4% | 2% | 2% | 3% | 2% | 3% | 3% |
| | Indoor/ Outdoor skateboarding/ Velodrome | Cases | 15 | 1 | 3 | 4 | 4 | 4 | 10 | 5 | 5 | 7 | 2 |
| | | | 3% | 1% | 2% | 4% | 3% | 3% | 4% | 2% | 3% | 3% | 1% |
| | Longer hours | Cases | 15 | 1 | 4 | 3 | 5 | 2 | 8 | 6 | 2 | 8 | 4 |
| | | | 2% | 1% | 3% | 3% | 3% | 2% | 3% | 2% | 1% | 4% | 2% |
| | More/ Better equipment | Cases | 13 | 3 | 2 | 3 | 4 | 1 | 6 | 7 | 5 | 7 | 1 |
| | | | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 2% | 3% | 3% | 1% |
| | Facilities/ Programs for seniors | Cases | 11 | 1 | 2 | 1 | 4 | 3 | 3 | 9 | 2 | 2 | 7 |
| | | | 2% | 1% | 2% | 1% | 3% | 3% | 1% | 3% | 1% | 1% | 4% |
| | Smaller complexes in more areas | Cases | 10 | 1 | 1 | 2 | 3 | 3 | 4 | 6 | 1 | 6 | 3 |
| | | | 2% | 1% | 1% | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 2% |
| | Job related training/ Better Instructors | Cases | 8 | 1 | 1 | 1 | 3 | 2 | 1 | 7 | 3 | 3 | 2 |
| | | | 1% | 1% | 1% | 1% | 2% | 2% | 0% | 2% | 2% | 1% | 1% |
| | Promotional attractions/ Entertainment facilities | Cases | 7 | 2 | 1 | | 2 | 2 | 6 | 1 | 6 | | 1 |
| | | | 1% | 2% | 1% | | 1% | 2% | 2% | 0% | 3% | | 1% |
| | More leisure facilities (such as libraries,parks) | Cases | 7 | 3 | | 2 | 2 | | 3 | 4 | 2 | 1 | 3 |
| | | | 1% | 2% | | 2% | 2% | | 1% | 1% | 1% | 0% | 2% |
| | More accessible for people with disabilities | Cases | 5 | | 1 | | 1 | 3 | | 5 | | 4 | 1 |
| | | | 1% | | 1% | | 1% | 3% | | 2% | | 2% | 1% |
| | Better advertising | Cases | 5 | | 1 | 1 | 2 | 1 | 2 | 3 | 1 | 3 | 1 |
| | | | 1% | | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| | A good water park | Cases | 5 | 2 | | 2 | | 1 | 2 | 3 | | 4 | 1 |
| | | | 1% | 1% | | 2% | | 1% | 1% | 1% | | 2% | 1% |
| | More pedestrian & Cycling Paths | Cases | 3 | | | | 2 | 1 | 1 | 2 | | 1 | 2 |
| | | | 1% | | | | 2% | 1% | 0% | 1% | | 0% | 1% |
| | More daycare facilities (while exercising) | Cases | 3 | | | | 2 | 1 | | 3 | 2 | 1 | |
| | | | 1% | | | | 1% | 1% | | 1% | 1% | 0% | |

(cont.)

SECTION NDL

11. When you think of the recreation and leisure facilities available for your use, what, if anything, do you feel is missing or we need more of?

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|---|---------------------------------------|-------|-------|-----------------|-----------|-----------|-----------|------|--------|--------|---------|---------|------|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| MISSING/ IN NEED OF AT REC/ LEISURE FACILITIES | Multiplex buildings | Cases | 3 | | 1 | 1 | | 1 | 3 | | | 2 | 1 |
| | | | 0% | | 1% | 1% | | 1% | 1% | | | 1% | 1% |
| | More soccer fields | Cases | 2 | | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | | | 0% | | | | 1% | 1% | 0% | 0% | 1% | 0% | |
| | Better Management | Cases | 2 | 2 | | | | | 2 | | | 1 | 1 |
| | | | 0% | 1% | | | | | 1% | | | 0% | 1% |
| | Indoor waterpark (like Edmonton) | Cases | 2 | 1 | | | 1 | | 1 | 1 | | 2 | |
| | | | 0% | 1% | | | 1% | | 0% | 0% | | 1% | |
| | Other mentions | Cases | 1 | 1 | | | | | | 1 | | | 1 |
| | | | 0% | 1% | | | | | | 0% | | | 1% |
| | Area to wait/ have coffee | Cases | 1 | | 1 | | | | | 1 | 1 | | |
| | | | 0% | | 1% | | | | | 0% | 1% | | |
| | More Wellness Centres | Cases | 1 | | 1 | | | | 1 | | | | 1 |
| | | | 0% | | 1% | | | | 0% | | | | 1% |
| | Female only weight/ exercise rooms | Cases | 1 | | | | 1 | | | 1 | | 1 | |
| | | | 0% | | | | 1% | | | 0% | | 0% | |
| | More public golf courses | Cases | 1 | | | | 1 | | 1 | | | | 1 |
| | | | 0% | | | | 1% | | 0% | | | | 0% |
| | Better security at facilities | Cases | 1 | | 1 | | | | 1 | | | 1 | |
| | | | 0% | | 1% | | | | 0% | | | 0% | |

SECTION NDL

11. When you think of the recreation and leisure facilities available for your use, what, if anything, do you feel is missing or we need more of?

| | | | TOTAL (600) | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|---|--|-------|----------------|----------------------|-------------|-------------------------|---------------------|------------------|-------------|--------------|---------------|------------------|------------------------|------------------|
| | | | | Less than HS (75) | HS (135) | Some Post-Sec. (201) | University (186) | Yes (165) | No (433) | Own (406) | Rent (179) | < \$30K (136) | \$30K - \$59K (205) | \$60K + (167) |
| BASE: WINNIPEG RESIDENTS | | | | | | | | | | | | | | |
| MISSING/ IN NEED OF AT REC/ LEISURE FACILITIES | Nothing | Cases | 128 | 18 | 36 | 41 | 31 | 31 | 97 | 91 | 32 | 34 | 52 | 28 |
| | | | 21% | 24% | 27% | 20% | 17% | 19% | 23% | 22% | 18% | 25% | 25% | 17% |
| | (DK/NS) | Cases | 122 | 25 | 22 | 42 | 32 | 21 | 101 | 72 | 45 | 36 | 39 | 26 |
| | | | 20% | 34% | 16% | 21% | 17% | 13% | 23% | 18% | 25% | 27% | 19% | 16% |
| | More sport facilities (general) | Cases | 85 | 2 | 17 | 34 | 32 | 31 | 54 | 64 | 21 | 14 | 26 | 26 |
| | | | 14% | 3% | 13% | 17% | 17% | 19% | 12% | 16% | 12% | 11% | 12% | 15% |
| | More Swimming Pools/ wave pools/ hot tubs | Cases | 53 | 2 | 11 | 20 | 19 | 22 | 30 | 38 | 12 | 4 | 17 | 23 |
| | | | 9% | 3% | 8% | 10% | 10% | 13% | 7% | 9% | 7% | 3% | 8% | 14% |
| | More recreational facilities (gym, indoor track etc) | Cases | 36 | 3 | 11 | 8 | 14 | 9 | 27 | 27 | 8 | 5 | 15 | 12 |
| | | | 6% | 4% | 8% | 4% | 7% | 5% | 6% | 7% | 5% | 4% | 7% | 7% |
| | More youth/ children programs/ drop in centres | Cases | 36 | 5 | 10 | 11 | 9 | 13 | 21 | 22 | 11 | 9 | 11 | 10 |
| | | | 6% | 6% | 7% | 5% | 5% | 8% | 5% | 5% | 6% | 7% | 5% | 6% |
| | More hockey/ skating/ ringette facilities | Cases | 32 | 2 | 10 | 10 | 10 | 13 | 19 | 23 | 9 | 3 | 11 | 12 |
| | | | 5% | 3% | 7% | 5% | 5% | 8% | 4% | 6% | 5% | 2% | 5% | 7% |
| | Better buildings/ newer/ cleaner buildings | Cases | 26 | 1 | 6 | 11 | 8 | 7 | 19 | 22 | 4 | 4 | 8 | 11 |
| | | | 4% | 1% | 4% | 6% | 4% | 4% | 4% | 5% | 2% | 3% | 4% | 6% |
| | More affordable programs | Cases | 18 | 2 | 2 | 6 | 9 | 7 | 12 | 13 | 6 | 7 | 3 | 6 |
| | | | 3% | 2% | 2% | 3% | 5% | 4% | 3% | 3% | 3% | 5% | 1% | 4% |
| | More staff | Cases | 17 | 4 | 4 | 6 | 3 | 5 | 12 | 13 | 4 | 4 | 7 | 4 |
| | | | 3% | 6% | 3% | 3% | 1% | 3% | 3% | 3% | 2% | 3% | 3% | 2% |
| | Indoor/ Outdoor skateboarding/ Velodrome | Cases | 15 | 1 | 2 | 6 | 6 | 4 | 11 | 9 | 6 | | 9 | 5 |
| | | | 3% | 1% | 1% | 3% | 3% | 3% | 2% | 2% | 3% | | 4% | 3% |
| | More volunteers | Cases | 15 | 1 | 2 | 9 | 3 | 6 | 9 | 13 | 2 | 3 | 6 | 5 |
| | | | 3% | 1% | 2% | 4% | 2% | 4% | 2% | 3% | 1% | 2% | 3% | 3% |
| | Longer hours | Cases | 15 | 2 | | 7 | 6 | 5 | 10 | 10 | 5 | 3 | 7 | 5 |
| | | | 2% | 2% | | 4% | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 3% |
| | More/ Better equipment | Cases | 13 | 1 | 3 | 3 | 6 | 5 | 8 | 12 | 1 | 1 | 6 | 4 |
| | | | 2% | 2% | 2% | 1% | 3% | 3% | 2% | 3% | 1% | 1% | 3% | 2% |
| | Facilities/ Programs for seniors | Cases | 11 | 2 | 4 | 2 | 3 | | 11 | 6 | 4 | 3 | 6 | 1 |
| | | | 2% | 3% | 3% | 1% | 2% | | 3% | 1% | 2% | 2% | 3% | 1% |
| | Smaller complexes in more areas | Cases | 10 | 1 | 2 | 2 | 5 | 2 | 8 | 8 | 2 | 1 | 4 | 2 |
| | | | 2% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | 1% | 1% | 2% | 1% |
| | Job related training/ Better Instructors | Cases | 8 | | 2 | 4 | 2 | 1 | 7 | 3 | 5 | 2 | 2 | 3 |
| | | 1% | | 2% | 2% | 1% | 1% | 2% | 1% | 3% | 2% | 1% | 2% | |
| More leisure facilities (such as libraries,parks) | Cases | 7 | | 1 | 1 | 5 | | 7 | 6 | 1 | 2 | 1 | 3 | |
| | | 1% | | 1% | 0% | 3% | | 2% | 1% | 1% | 2% | 0% | 2% | |
| Promotional attractions/ Entertainment facilities | Cases | 7 | 2 | 2 | 1 | 2 | 2 | 5 | 4 | 3 | 2 | 2 | 1 | |
| | | 1% | 3% | 2% | 0% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | |
| More accessible for people with disabilities | Cases | 5 | 1 | | 3 | 1 | | 5 | 2 | 3 | 3 | 1 | 1 | |
| | | 1% | 1% | | 2% | 1% | | 1% | 1% | 2% | 2% | 0% | 1% | |
| Better advertising | Cases | 5 | | 2 | 2 | 1 | 2 | 3 | 2 | 3 | 3 | 2 | | |
| | | 1% | | 1% | 1% | 1% | 1% | 0% | 2% | 2% | 2% | 1% | | |
| A good water park | Cases | 5 | 1 | | 2 | 2 | 3 | 2 | 5 | | | 1 | 3 | |
| | | 1% | 1% | | 1% | 1% | 2% | 0% | 1% | | | 0% | 2% | |
| More pedestrian & Cycling Paths | Cases | 3 | 1 | | | 2 | | 3 | 1 | 2 | 1 | 1 | 1 | |
| | | 1% | 2% | | | 1% | | 1% | 0% | 1% | 1% | 0% | 1% | |
| More daycare facilities (while exercising) | Cases | 3 | 1 | | | 2 | 2 | 1 | 1 | 2 | 2 | 1 | | |
| | | 1% | 1% | | | 1% | 1% | 0% | 0% | 1% | 2% | 0% | | |
| Multiplex buildings | Cases | 3 | | | 1 | 2 | 1 | 2 | 2 | 1 | | 2 | 1 | |
| | | 0% | | | 0% | 1% | 1% | 0% | 0% | 0% | | 1% | 1% | |

(cont.)

SECTION ND1

11. When you think of the recreation and leisure facilities available for your use, what, if anything, do you feel is missing or we need more of?

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--|------------------------------------|-------|-------|--------------|----|----------------|------------|------------------|----|-----------|------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| MISSING/ IN NEED OF AT REC/ LEISURE FACILITIES | More soccer fields | Cases | 2 | | 1 | 1 | | 1 | 1 | 1 | 1 | 1 | 1 | |
| | | | 0% | | 1% | 0% | | 1% | 0% | 0% | 1% | 1% | 0% | |
| | Indoor waterpark (like Edmonton) | Cases | 2 | | | 2 | | 1 | 1 | 2 | | | | 2 |
| | | | 0% | | | 1% | | 1% | 0% | 0% | | | | 1% |
| | Better Management | Cases | 2 | 1 | | | 1 | 1 | 1 | 1 | 1 | 1 | | |
| | | | 0% | 1% | | | 0% | 1% | 0% | 0% | 1% | 1% | | |
| | Area to wait/ have coffee | Cases | 1 | | | 1 | | 1 | 1 | 1 | | | | 1 |
| | | | 0% | | | 1% | | 1% | | 0% | | | | 1% |
| | More Wellness Centres | Cases | 1 | | 1 | | | | 1 | 1 | | | | 1 |
| | | | 0% | | 1% | | | | 0% | 0% | | | | 1% |
| | Female only weight/ exercise rooms | Cases | 1 | | | 1 | | | 1 | 1 | | | 1 | |
| | | | 0% | | | 0% | | | 0% | 0% | | | 1% | |
| | Other mentions | Cases | 1 | | 1 | | | | 1 | | 1 | | | |
| | | | 0% | | 1% | | | | 0% | | 1% | | | |
| | Better security at facilities | Cases | 1 | 1 | | | | | 1 | | 1 | 1 | | |
| | | | 0% | 1% | | | | | 0% | | 0% | 1% | | |
| More public golf courses | Cases | 1 | | | | 1 | 1 | | 1 | | | | | |
| | | 0% | | | | 0% | 1% | | 0% | | | | | |

SECTION ND1

11. When you think of the recreation and leisure facilities available for your use, what, if anything, do you feel is missing or we need more of?

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|--|--|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| MISSING/ IN NEED OF AT REC/ LEISURE FACILITIES | Nothing | Cases | 128 | 20 | 22 | 17 | 13 | 22 | 25 | 69 | 37 | 58 | 47 |
| | | | 21% | 23% | 19% | 23% | 15% | 19% | 27% | 21% | 19% | 18% | 29% |
| | (DK/NS) | Cases | 122 | 10 | 21 | 20 | 21 | 15 | 26 | 57 | 24 | 55 | 33 |
| | | | 20% | 11% | 19% | 27% | 23% | 13% | 28% | 18% | 12% | 17% | 20% |
| | More sport facilities (general) | Cases | 85 | 15 | 19 | 10 | 14 | 16 | 8 | 47 | 37 | 60 | 18 |
| | | | 14% | 17% | 16% | 14% | 16% | 14% | 9% | 14% | 19% | 18% | 11% |
| | More Swimming Pools/ wave pools/ hot tubs | Cases | 53 | 9 | 11 | 7 | 8 | 10 | 6 | 28 | 22 | 34 | 11 |
| | | | 9% | 10% | 10% | 9% | 9% | 8% | 6% | 9% | 11% | 10% | 6% |
| | More youth/ children programs/ drop in centres | Cases | 36 | 3 | 7 | 2 | 8 | 10 | 5 | 24 | 15 | 19 | 11 |
| | | | 6% | 3% | 6% | 3% | 9% | 8% | 5% | 7% | 8% | 6% | 7% |
| | More recreational facilities (gym, indoor track etc) | Cases | 36 | 7 | 5 | 3 | 5 | 7 | 6 | 21 | 14 | 24 | 7 |
| | | | 6% | 8% | 5% | 4% | 6% | 6% | 6% | 6% | 7% | 7% | 4% |
| | More hockey/ skating/ ringette facilities | Cases | 32 | 8 | 8 | 3 | 1 | 7 | 5 | 17 | 10 | 23 | 7 |
| | | | 5% | 9% | 7% | 4% | 1% | 6% | 5% | 5% | 5% | 7% | 5% |
| | Better buildings/ newer/ cleaner buildings | Cases | 26 | 8 | 4 | 1 | 9 | 4 | | 16 | 15 | 17 | 8 |
| | | | 4% | 9% | 4% | 1% | 10% | 3% | | 5% | 7% | 5% | 5% |
| | More affordable programs | Cases | 18 | | 5 | 1 | 1 | 7 | 4 | 11 | 8 | 5 | 10 |
| | | | 3% | | 5% | 1% | 1% | 6% | 4% | 3% | 4% | 2% | 6% |
| | More staff | Cases | 17 | 4 | 4 | 3 | 4 | 1 | 1 | 10 | 6 | 8 | 8 |
| | | | 3% | 4% | 3% | 4% | 5% | 1% | 1% | 3% | 3% | 2% | 5% |
| | Indoor/ Outdoor skateboarding/ Velodrome | Cases | 15 | 5 | 4 | 1 | | 3 | 1 | 8 | 4 | 12 | 1 |
| | | | 3% | 6% | 4% | 1% | | 2% | 1% | 3% | 2% | 4% | 1% |
| | More/ Better equipment | Cases | 13 | 3 | 3 | | 2 | 4 | 1 | 9 | 8 | 9 | 4 |
| | | | 2% | 3% | 2% | | 2% | 3% | 1% | 3% | 4% | 3% | 2% |
| | Longer hours | Cases | 15 | | 5 | 3 | 2 | 3 | 1 | 10 | 5 | 7 | 5 |
| | | | 2% | | 5% | 4% | 2% | 2% | 1% | 3% | 2% | 2% | 3% |
| | More volunteers | Cases | 15 | 1 | 4 | 1 | 2 | 4 | 4 | 8 | 4 | 7 | 4 |
| | | | 3% | 1% | 3% | 1% | 2% | 3% | 4% | 2% | 2% | 2% | 2% |
| | Facilities/ Programs for seniors | Cases | 11 | 1 | | 2 | 1 | 2 | 5 | 6 | 4 | 5 | 3 |
| | | | 2% | 1% | | 3% | 1% | 2% | 5% | 2% | 2% | 2% | 2% |
| | Smaller complexes in more areas | Cases | 10 | | 2 | 2 | 1 | 4 | 1 | 5 | 3 | 4 | 4 |
| | | | 2% | | 2% | 3% | 1% | 3% | 1% | 1% | 2% | 1% | 2% |
| | Job related training/ Better Instructors | Cases | 8 | 1 | | | 2 | 3 | 2 | 6 | 3 | 6 | 2 |
| | | | 1% | 1% | | | 2% | 2% | 3% | 2% | 2% | 2% | 1% |
| | Promotional attractions/ Entertainment facilities | Cases | 7 | 5 | | 1 | 1 | | | 5 | 2 | 5 | |
| | | | 1% | 6% | | 1% | 1% | | | 2% | 1% | 1% | |
| | More leisure facilities (such as libraries,parks) | Cases | 7 | 1 | | 2 | 1 | 1 | 1 | 2 | 4 | 1 | 4 |
| | | | 1% | 1% | | 3% | 1% | 1% | 1% | 1% | 2% | 0% | 2% |
| | A good water park | Cases | 5 | | 1 | 1 | | 3 | | 4 | 4 | 5 | |
| | | | 1% | | 1% | 1% | | 2% | | 1% | 2% | 1% | |
| | More accessible for people with disabilities | Cases | 5 | | | | | 4 | 1 | 3 | 1 | 4 | 1 |
| | | | 1% | | | | | 3% | 1% | 1% | 0% | 1% | 1% |
| | Better advertising | Cases | 5 | | 2 | | 1 | 1 | 1 | 1 | | 3 | 1 |
| | | | 1% | | 2% | | 1% | 1% | 1% | 0% | | 1% | 1% |
| | More daycare facilities (while exercising) | Cases | 3 | | | | 2 | 1 | | 2 | 2 | 2 | 1 |
| | | | 1% | | | | 2% | 1% | | 1% | 1% | 1% | 1% |
| | More pedestrian & Cycling Paths | Cases | 3 | | | 1 | | 1 | 1 | 2 | 1 | 1 | 1 |
| | | | 1% | | | 1% | | 1% | 1% | 1% | 1% | 1% | 1% |

(cont.)

SECTION ND1

11. When you think of the recreation and leisure facilities available for your use, what, if anything, do you feel is missing or we need more of?

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|--|------------------------------------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| MISSING/ IN NEED OF AT REC/ LEISURE FACILITIES | Multiplex buildings | Cases | 3 | | 2 | 1 | | | | 2 | 1 | 2 | |
| | | | 0% | | 2% | 1% | | | | 1% | 0% | 1% | |
| | More soccer fields | Cases | 2 | 1 | | | | 1 | | 2 | 1 | 2 | |
| | | | 0% | 1% | | | | 1% | | 1% | 0% | 1% | |
| | Better Management | Cases | 2 | | 1 | 1 | | | | 1 | 1 | 1 | 1 |
| | | | 0% | | 1% | 1% | | | | 0% | 0% | 0% | 1% |
| | Indoor waterpark (like Edmonton) | Cases | 2 | | 1 | | | 1 | | 1 | 1 | 2 | |
| | | | 0% | | 1% | | | 1% | | 0% | 0% | 1% | |
| | Other mentions | Cases | 1 | | | | | | 1 | 1 | 1 | 1 | |
| | | | 0% | | | | | | 1% | 0% | 1% | 0% | |
| | Female only weight/ exercise rooms | Cases | 1 | | | | | 1 | | | 1 | 1 | |
| | | | 0% | | | | | 1% | | | 0% | 0% | |
| | More public golf courses | Cases | 1 | | 1 | | | | | | 1 | | 1 |
| | | | 0% | | 1% | | | | | | 0% | | 1% |
| | Area to wait/ have coffee | Cases | 1 | | | | 1 | | | | | 1 | |
| | | | 0% | | | | 1% | | | | | 0% | |
| | More Wellness Centres | Cases | 1 | | | 1 | | | | | | 1 | |
| | | | 0% | | | 1% | | | | | | 0% | |
| Better security at facilities | Cases | 1 | | 1 | | | | | | | | 1 | |
| | | 0% | | 1% | | | | | | | | 1% | |

SECTION DS
Demographics - Region, Gender

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | | |
|--------------------------|-----------|-------|-------|-----------------|-----------|-----------|-----------|-------|--------|--------|---------|---------|-------|-----|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + | |
| BASE: WINNIPEG RESIDENTS | | | (600) | (130) | (114) | (95) | (144) | (117) | (287) | (313) | (176) | (230) | (167) | |
| REGION | Northwest | Count | 130 | 130 | | | | | 61 | 70 | 34 | 43 | 41 | |
| | | | 22% | 100% | | | | | 21% | 22% | 19% | 19% | 24% | |
| | Core | Count | 117 | | | | | 117 | 61 | 56 | 34 | 45 | 32 | |
| | | | 19% | | | | | 100% | 21% | 18% | 20% | 20% | 19% | |
| | Southwest | Count | 144 | | | | 144 | | 68 | 76 | 53 | 51 | 37 | |
| | | | 24% | | | | 100% | | 24% | 24% | 30% | 22% | 22% | |
| | Southeast | Count | 95 | | | 95 | | | 43 | 52 | 25 | 44 | 23 | |
| | | | 16% | | | 100% | | | 15% | 17% | 14% | 19% | 14% | |
| | Northeast | Count | 114 | | 114 | | | | 54 | 60 | 29 | 46 | 35 | |
| | | | 19% | | 100% | | | | 19% | 19% | 16% | 20% | 21% | |
| | GENDER | Male | Count | 287 | 61 | 54 | 43 | 68 | 61 | 287 | | 88 | 114 | 72 |
| | | | | 48% | 47% | 47% | 45% | 47% | 52% | 100% | | 50% | 50% | 43% |
| Female | | Count | 313 | 70 | 60 | 52 | 76 | 56 | | 313 | 88 | 116 | 95 | |
| | | | 52% | 53% | 53% | 55% | 53% | 48% | | 100% | 50% | 50% | 57% | |

SECTION DS
Demographics - Region, Gender

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--------------------------|-----------|-------|-------|--------------|-------|----------------|------------|------------------|-------|-----------|-------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (75) | (135) | (201) | (186) | (165) | (433) | (406) | (179) | (136) | (205) | (167) |
| REGION | Northwest | Count | 130 | 13 | 37 | 36 | 43 | 40 | 91 | 101 | 26 | 22 | 55 | 25 |
| | | | 22% | 18% | 27% | 18% | 23% | 24% | 21% | 25% | 14% | 16% | 27% | 15% |
| | Core | Count | 117 | 23 | 29 | 41 | 22 | 21 | 93 | 52 | 59 | 42 | 39 | 19 |
| | | | 19% | 31% | 21% | 20% | 12% | 13% | 22% | 13% | 33% | 31% | 19% | 11% |
| | Southwest | Count | 144 | 9 | 20 | 42 | 73 | 39 | 104 | 96 | 45 | 26 | 46 | 56 |
| | | | 24% | 12% | 15% | 21% | 39% | 24% | 24% | 24% | 25% | 20% | 22% | 34% |
| | Southeast | Count | 95 | 13 | 21 | 37 | 24 | 27 | 68 | 75 | 19 | 16 | 32 | 34 |
| | | | 16% | 18% | 16% | 19% | 13% | 17% | 16% | 18% | 10% | 12% | 16% | 20% |
| | Northeast | Count | 114 | 16 | 29 | 45 | 24 | 37 | 77 | 83 | 30 | 29 | 33 | 32 |
| | | | 19% | 21% | 21% | 22% | 13% | 22% | 18% | 20% | 17% | 22% | 16% | 19% |
| GENDER | Male | Count | 287 | 32 | 61 | 94 | 97 | 83 | 203 | 199 | 79 | 49 | 111 | 92 |
| | | | 48% | 42% | 46% | 47% | 52% | 50% | 47% | 49% | 44% | 36% | 54% | 55% |
| | Female | Count | 313 | 43 | 73 | 107 | 89 | 82 | 230 | 207 | 101 | 87 | 94 | 76 |
| | | | 52% | 58% | 54% | 53% | 48% | 50% | 53% | 51% | 56% | 64% | 46% | 45% |

SECTION DS
Demographics - Region, Gender

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|--------------------------|-----------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| REGION | Northwest | Count | 130 | 16 | 22 | 17 | 18 | 21 | 24 | 78 | 38 | 83 | 28 |
| | | | 22% | 18% | 19% | 23% | 21% | 18% | 25% | 24% | 20% | 25% | 17% |
| | Core | Count | 117 | 21 | 24 | 13 | 13 | 21 | 19 | 59 | 34 | 64 | 34 |
| | | | 19% | 24% | 21% | 18% | 15% | 18% | 20% | 18% | 17% | 19% | 21% |
| | Southwest | Count | 144 | 27 | 24 | 17 | 26 | 27 | 20 | 80 | 55 | 76 | 43 |
| | | | 24% | 31% | 21% | 23% | 30% | 23% | 22% | 25% | 28% | 23% | 26% |
| | Southeast | Count | 95 | 11 | 21 | 10 | 14 | 23 | 13 | 45 | 32 | 58 | 23 |
| | | | 16% | 12% | 19% | 14% | 16% | 20% | 14% | 14% | 17% | 17% | 14% |
| | Northeast | Count | 114 | 13 | 23 | 17 | 16 | 23 | 18 | 63 | 36 | 51 | 36 |
| | | | 19% | 14% | 20% | 23% | 19% | 20% | 19% | 19% | 18% | 16% | 22% |
| GENDER | Male | Count | 287 | 88 | 114 | 72 | | | | 157 | 92 | 160 | 82 |
| | | | 48% | 100% | 100% | 100% | | | | 48% | 47% | 48% | 50% |
| | Female | Count | 313 | | | | 88 | 116 | 95 | 168 | 104 | 171 | 83 |
| | | | 52% | | | | 100% | 100% | 100% | 52% | 53% | 52% | 50% |

SECTION DS
Demographics - Education, Children At Home, Residence Ownership

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|--------------------------------------|--------------------------------|-------|-------|-----------------|--------------------|--------------------|-------------------|--------------------|---------------|---------------|-----------------|------------------|------------------|
| | | | | (600) | Northwest (130) | Northeast (114) | Southeast (95) | Southwest (144) | Core (117) | Male (287) | Female (313) | 18 - 34 (176) | 35 - 54 (230) |
| BASE: WINNIPEG RESIDENTS | | | | | | | | | | | | | |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | Count | 75 | 13 | 16 | 13 | 9 | 23 | 32 | 43 | 11 | 18 | 43 |
| | | | 12% | 10% | 14% | 14% | 6% | 20% | 11% | 14% | 6% | 8% | 25% |
| | Completed high school | Count | 135 | 37 | 29 | 21 | 20 | 29 | 61 | 73 | 28 | 54 | 47 |
| | | | 22% | 28% | 25% | 22% | 14% | 24% | 21% | 23% | 16% | 23% | 28% |
| | Some technical/ vocational | Count | 47 | 11 | 11 | 13 | 5 | 8 | 22 | 25 | 11 | 23 | 12 |
| | | | 8% | 8% | 10% | 14% | 3% | 6% | 8% | 8% | 6% | 10% | 7% |
| | Technical/ vocational diploma | Count | 66 | 12 | 20 | 14 | 8 | 12 | 33 | 32 | 18 | 34 | 12 |
| | | | 11% | 9% | 17% | 15% | 6% | 10% | 12% | 10% | 10% | 15% | 7% |
| | Some University | Count | 88 | 13 | 14 | 10 | 29 | 21 | 38 | 49 | 42 | 28 | 17 |
| | | | 15% | 10% | 12% | 11% | 20% | 18% | 13% | 16% | 24% | 12% | 10% |
| University degree | Count | 186 | 43 | 24 | 24 | 73 | 22 | 97 | 89 | 65 | 73 | 37 | |
| | | 31% | 33% | 21% | 25% | 51% | 19% | 34% | 29% | 37% | 32% | 22% | |
| (Refused/NS) | Count | 4 | 2 | | | | 2 | 3 | 1 | | | | |
| | | 1% | 1% | | | | 2% | 1% | 0% | | | | |
| CHILDREN AGED 15 OR YOUNGER AT HOME | Yes | Count | 165 | 40 | 37 | 27 | 39 | 21 | 83 | 82 | 59 | 97 | 4 |
| | | | 27% | 30% | 32% | 29% | 27% | 18% | 29% | 26% | 34% | 42% | 2% |
| | No | Count | 433 | 91 | 77 | 68 | 104 | 93 | 203 | 230 | 116 | 133 | 163 |
| | | | 72% | 70% | 68% | 71% | 73% | 80% | 71% | 74% | 66% | 58% | 98% |
| (Refused/NS) | Count | 2 | | | | | 2 | 2 | 1 | | | | |
| | | 0% | | | | | 2% | 1% | 0% | | | | |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | Count | 406 | 101 | 83 | 75 | 96 | 52 | 199 | 207 | 94 | 169 | 124 |
| | | | 68% | 78% | 73% | 78% | 67% | 44% | 69% | 66% | 54% | 74% | 74% |
| | Rent | Count | 179 | 26 | 30 | 19 | 45 | 59 | 79 | 101 | 74 | 61 | 43 |
| | | | 30% | 20% | 26% | 20% | 32% | 51% | 27% | 32% | 42% | 26% | 26% |
| | (Refused/NS) | Count | 14 | 3 | 1 | 2 | 2 | 6 | 9 | 5 | 7 | | |
| | | | 2% | 2% | 1% | 2% | 2% | 5% | 3% | 2% | 4% | | |

SECTION DS
Demographics - Education, Children At Home, Residence Ownership

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--------------------------------------|--------------------------------|-------|-------|--------------|-------|----------------|------------|------------------|-------|-----------|-------|------------------|---------------|---------|
| | | | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (75) | (135) | (201) | (186) | (165) | (433) | (406) | (179) | (136) | (205) | (167) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | Count | 75 | 75 | | | | 16 | 59 | 42 | 30 | 29 | 24 | 7 |
| | | | 12% | 100% | | | | 10% | 14% | 10% | 17% | 21% | 12% | 4% |
| | Completed high school | Count | 135 | | 135 | | | 35 | 100 | 82 | 50 | 43 | 42 | 23 |
| | | | 22% | | 100% | | | 21% | 23% | 20% | 28% | 31% | 21% | 14% |
| | Some technical/ vocational | Count | 47 | | | 47 | | 12 | 35 | 33 | 13 | 16 | 20 | 7 |
| | | | 8% | | | 24% | | 7% | 8% | 8% | 7% | 12% | 10% | 4% |
| | Technical/ vocational diploma | Count | 66 | | | 66 | | 22 | 44 | 47 | 19 | 12 | 21 | 21 |
| | | | 11% | | | 33% | | 13% | 10% | 12% | 10% | 9% | 10% | 13% |
| | Some University | Count | 88 | | | 88 | | 20 | 67 | 49 | 35 | 21 | 38 | 25 |
| | | 15% | | | 44% | | 12% | 16% | 12% | 19% | 15% | 19% | 15% | |
| University degree | Count | 186 | | | | 186 | 58 | 128 | 153 | 33 | 15 | 60 | 85 | |
| | | 31% | | | | 100% | 35% | 30% | 38% | 19% | 11% | 29% | 51% | |
| (Refused/NS) | Count | 4 | | | | | 2 | | | | | | | |
| | | 1% | | | | | 1% | | | | | | | |
| CHILDREN AGED 15 OR YOUNGER AT HOME | Yes | Count | 165 | 16 | 35 | 55 | 58 | 165 | | 127 | 36 | 31 | 54 | 62 |
| | | | 27% | 21% | 26% | 27% | 31% | 100% | | 31% | 20% | 23% | 26% | 37% |
| | No | Count | 433 | 59 | 100 | 146 | 128 | | 433 | 279 | 144 | 105 | 151 | 105 |
| | | | 72% | 79% | 74% | 73% | 69% | | 100% | 69% | 80% | 77% | 74% | 63% |
| | (Refused/NS) | Count | 2 | | | | | | | | | | | |
| | | 0% | | | | | | | | | | | | |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | Count | 406 | 42 | 82 | 129 | 153 | 127 | 279 | 406 | | 58 | 134 | 150 |
| | | | 68% | 56% | 61% | 64% | 82% | 77% | 64% | 100% | | 43% | 65% | 90% |
| | Rent | Count | 179 | 30 | 50 | 66 | 33 | 36 | 144 | | 179 | 76 | 68 | 14 |
| | | | 30% | 40% | 37% | 33% | 18% | 22% | 33% | | 100% | 56% | 33% | 8% |
| | (Refused/NS) | Count | 14 | 3 | 3 | 5 | | 2 | 10 | | | 1 | 4 | 3 |
| | | 2% | 3% | 2% | 3% | | 1% | 2% | | | 1% | 2% | 2% | |

SECTION DS
Demographics - Education, Children At Home, Residence Ownership

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|--------------------------------------|--------------------------------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | Count | 75 | 5 | 11 | 14 | 7 | 7 | 29 | 25 | 10 | 30 | 27 |
| | | | 12% | 6% | 10% | 19% | 7% | 6% | 30% | 8% | 5% | 9% | 17% |
| | Completed high school | Count | 135 | 15 | 23 | 21 | 13 | 31 | 26 | 53 | 28 | 78 | 33 |
| | | | 22% | 17% | 20% | 28% | 15% | 27% | 28% | 16% | 15% | 24% | 20% |
| | Some technical/ vocational | Count | 47 | 8 | 11 | 4 | 3 | 13 | 8 | 32 | 8 | 29 | 6 |
| | | | 8% | 9% | 9% | 5% | 4% | 11% | 9% | 10% | 4% | 9% | 3% |
| | Technical/ vocational diploma | Count | 66 | 10 | 17 | 7 | 9 | 17 | 5 | 39 | 27 | 38 | 17 |
| | | | 11% | 11% | 15% | 9% | 10% | 15% | 5% | 12% | 14% | 11% | 10% |
| Some University | Count | 88 | 19 | 16 | 4 | 24 | 12 | 13 | 54 | 39 | 52 | 24 | |
| | | 15% | 21% | 14% | 5% | 27% | 10% | 14% | 17% | 20% | 16% | 14% | |
| University degree | Count | 186 | 32 | 36 | 23 | 33 | 37 | 13 | 121 | 83 | 103 | 56 | |
| | | 31% | 37% | 32% | 32% | 37% | 32% | 14% | 37% | 43% | 31% | 34% | |
| (Refused/NS) | Count | 4 | | | | | | | 2 | | 2 | 2 | |
| | | 1% | | | | | | | 0% | | 0% | 1% | |
| CHILDREN AGED 15 OR YOUNGER AT HOME | Yes | Count | 165 | 23 | 55 | 3 | 36 | 43 | 1 | 105 | 64 | 107 | 40 |
| | | | 27% | 27% | 48% | 4% | 41% | 37% | 1% | 32% | 33% | 32% | 24% |
| | No | Count | 433 | 64 | 59 | 69 | 52 | 74 | 94 | 220 | 132 | 225 | 123 |
| | | | 72% | 73% | 52% | 96% | 59% | 63% | 99% | 68% | 67% | 68% | 75% |
| (Refused/NS) | Count | 2 | | | | | | | | | | 2 | |
| | | 0% | | | | | | | | | | 1% | |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | Count | 406 | 49 | 83 | 61 | 46 | 86 | 64 | 222 | 145 | 227 | 110 |
| | | | 68% | 56% | 73% | 84% | 52% | 74% | 67% | 68% | 74% | 68% | 67% |
| | Rent | Count | 179 | 36 | 31 | 12 | 38 | 30 | 31 | 94 | 48 | 98 | 48 |
| | | | 30% | 41% | 27% | 16% | 43% | 26% | 33% | 29% | 24% | 30% | 29% |
| (Refused/NS) | Count | 14 | 3 | | | 4 | | | 9 | 3 | 6 | 6 | |
| | | 2% | 3% | | | 5% | | | 3% | 2% | 2% | 4% | |

SECTION DS
Demographics - Age, Internet Usage, Family Income

| | | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|-------------------------------|----------------------|-------|-------|-----------------|-----------|-----------|-----------|-------|--------|--------|---------|---------|-------|
| | | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| BASE: WINNIPEG RESIDENTS | | | (600) | (130) | (114) | (95) | (144) | (117) | (287) | (313) | (176) | (230) | (167) |
| AGE | 18 to 24 | Count | 64 | 9 | 11 | 8 | 16 | 20 | 36 | 28 | 64 | | |
| | | | 11% | 7% | 10% | 9% | 11% | 17% | 13% | 9% | 37% | | |
| | 25 to 34 | Count | 111 | 25 | 18 | 17 | 38 | 14 | 52 | 60 | 111 | | |
| | | | 19% | 19% | 16% | 17% | 26% | 12% | 18% | 19% | 63% | | |
| | 35 to 44 | Count | 100 | 23 | 22 | 16 | 23 | 15 | 51 | 48 | | 100 | |
| | | | 17% | 18% | 19% | 17% | 16% | 13% | 18% | 15% | | 43% | |
| | 45 to 54 | Count | 130 | 20 | 24 | 28 | 28 | 30 | 63 | 68 | | 130 | |
| | | | 22% | 16% | 21% | 29% | 19% | 26% | 22% | 22% | | 57% | |
| | 55 to 64 | Count | 85 | 16 | 18 | 13 | 15 | 23 | 36 | 49 | | | 85 |
| | | | 14% | 13% | 16% | 14% | 10% | 19% | 13% | 16% | | | 51% |
| 65 and older | Count | 82 | 24 | 16 | 10 | 22 | 9 | 36 | 46 | | | 82 | |
| | | 14% | 19% | 14% | 10% | 15% | 8% | 13% | 15% | | | 49% | |
| (Refused/NS) | Count | 27 | 12 | 4 | 3 | 2 | 5 | 13 | 14 | | | | |
| | | 4% | 9% | 3% | 3% | 2% | 5% | 5% | 4% | | | | |
| USED INTERNET IN PAST 30 DAYS | Yes | Count | 438 | 99 | 81 | 70 | 113 | 75 | 224 | 215 | 162 | 185 | 73 |
| | | | 73% | 76% | 71% | 74% | 79% | 64% | 78% | 69% | 92% | 81% | 43% |
| | No | Count | 158 | 31 | 33 | 24 | 30 | 40 | 62 | 97 | 13 | 44 | 94 |
| | | | 26% | 24% | 29% | 25% | 21% | 34% | 22% | 31% | 8% | 19% | 57% |
| | (Refused/NS) | Count | 3 | | | 1 | | 2 | 2 | 2 | | 1 | |
| | | 1% | | | 1% | | 2% | 1% | 1% | | 0% | | |
| HOUSEHOLD INCOME | Under \$10,000 | Count | 26 | 1 | 4 | 2 | 4 | 14 | 10 | 15 | 11 | 7 | 7 |
| | | | 4% | 1% | 4% | 2% | 3% | 12% | 4% | 5% | 6% | 3% | 4% |
| | \$10,000 to \$29,999 | Count | 110 | 21 | 25 | 14 | 22 | 28 | 38 | 72 | 28 | 40 | 42 |
| | | | 18% | 16% | 22% | 14% | 15% | 24% | 13% | 23% | 16% | 17% | 25% |
| | \$30,000 to \$59,999 | Count | 205 | 55 | 33 | 32 | 46 | 39 | 111 | 94 | 71 | 73 | 57 |
| | | | 34% | 42% | 29% | 34% | 32% | 33% | 39% | 30% | 41% | 32% | 34% |
| | \$60,000 to \$79,999 | Count | 72 | 16 | 19 | 13 | 17 | 7 | 31 | 41 | 18 | 36 | 16 |
| | | | 12% | 12% | 17% | 13% | 12% | 6% | 11% | 13% | 10% | 16% | 10% |
| \$80,000 or over | Count | 95 | 9 | 13 | 22 | 39 | 13 | 61 | 35 | 32 | 48 | 13 | |
| | | 16% | 7% | 12% | 23% | 27% | 11% | 21% | 11% | 18% | 21% | 8% | |
| (Refused/NS) | Count | 92 | 28 | 19 | 13 | 15 | 17 | 36 | 56 | 16 | 25 | 32 | |
| | | 15% | 21% | 17% | 14% | 10% | 15% | 13% | 18% | 9% | 11% | 19% | |

SECTION DS
Demographics - Age, Internet Usage, Family Income

| | | | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|-------------------------------|----------------------|-------|-------|-----------|--------------|-------|----------------|------------------|-------|-----------|-------|------------------|---------|---------------|
| | | | | (600) | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K |
| BASE: WINNIPEG RESIDENTS | | | (600) | (75) | (135) | (201) | (186) | (165) | (433) | (406) | (179) | (136) | (205) | (167) |
| AGE | 18 to 24 | Count | 64 | 8 | 12 | 32 | 12 | 12 | 52 | 30 | 27 | 15 | 22 | 20 |
| | | | 11% | 11% | 9% | 16% | 7% | 8% | 12% | 8% | 15% | 11% | 11% | 12% |
| | 25 to 34 | Count | 111 | 3 | 16 | 40 | 53 | 47 | 65 | 64 | 48 | 24 | 49 | 29 |
| | | | 19% | 4% | 12% | 20% | 28% | 28% | 15% | 16% | 26% | 18% | 24% | 18% |
| | 35 to 44 | Count | 100 | 7 | 24 | 42 | 27 | 61 | 39 | 72 | 28 | 24 | 31 | 33 |
| | | | 17% | 10% | 18% | 21% | 14% | 37% | 9% | 18% | 15% | 18% | 15% | 20% |
| | 45 to 54 | Count | 130 | 11 | 30 | 43 | 46 | 37 | 94 | 97 | 33 | 23 | 42 | 52 |
| | | | 22% | 15% | 22% | 21% | 25% | 22% | 22% | 24% | 19% | 17% | 20% | 31% |
| | 55 to 64 | Count | 85 | 22 | 21 | 22 | 20 | 4 | 81 | 64 | 21 | 21 | 24 | 24 |
| | | | 14% | 30% | 16% | 11% | 11% | 3% | 19% | 16% | 12% | 16% | 12% | 15% |
| 65 and older | Count | 82 | 20 | 26 | 19 | 17 | | 82 | 60 | 22 | 27 | 33 | 5 | |
| | | 14% | 28% | 19% | 9% | 9% | | 19% | 15% | 12% | 20% | 16% | 3% | |
| (Refused/NS) | Count | 27 | 2 | 6 | 3 | 12 | 4 | 21 | 18 | 1 | | 4 | 4 | |
| | | 4% | 3% | 5% | 1% | 6% | 2% | 5% | 5% | 1% | | 2% | 2% | |
| USED INTERNET IN PAST 30 DAYS | Yes | Count | 438 | 28 | 72 | 165 | 171 | 142 | 296 | 312 | 116 | 71 | 158 | 152 |
| | | | 73% | 38% | 54% | 82% | 92% | 86% | 68% | 77% | 65% | 53% | 77% | 91% |
| | No | Count | 158 | 45 | 63 | 36 | 15 | 22 | 136 | 94 | 63 | 64 | 46 | 15 |
| | | | 26% | 61% | 46% | 18% | 8% | 14% | 31% | 23% | 35% | 47% | 22% | 9% |
| | (Refused/NS) | Count | 3 | 1 | | | | | 1 | 1 | | | 1 | |
| | | 1% | 1% | | | | | 0% | 0% | | | 0% | | |
| HOUSEHOLD INCOME | Under \$10,000 | Count | 26 | 9 | 5 | 8 | 4 | 7 | 19 | 3 | 22 | 26 | | |
| | | | 4% | 12% | 4% | 4% | 2% | 4% | 4% | 1% | 12% | 19% | | |
| | \$10,000 to \$29,999 | Count | 110 | 20 | 38 | 41 | 11 | 24 | 86 | 55 | 54 | 110 | | |
| | | | 18% | 27% | 28% | 20% | 6% | 14% | 20% | 14% | 30% | 81% | | |
| | \$30,000 to \$59,999 | Count | 205 | 24 | 42 | 79 | 60 | 54 | 151 | 134 | 68 | | 205 | |
| | | | 34% | 32% | 31% | 39% | 32% | 33% | 35% | 33% | 38% | | 100% | |
| | \$60,000 to \$79,999 | Count | 72 | 4 | 15 | 22 | 31 | 23 | 48 | 65 | 7 | | 72 | |
| | | | 12% | 5% | 11% | 11% | 17% | 14% | 11% | 16% | 4% | | 43% | |
| \$80,000 or over | Count | 95 | 3 | 8 | 31 | 53 | 38 | 57 | 85 | 7 | | 95 | | |
| | | 16% | 4% | 6% | 15% | 29% | 23% | 13% | 21% | 4% | | 57% | | |
| (Refused/NS) | Count | 92 | 14 | 27 | 20 | 27 | 19 | 71 | 64 | 22 | | | | |
| | | 15% | 19% | 20% | 10% | 14% | 11% | 16% | 16% | 12% | | | | |

SECTION DS
Demographics - Age, Internet Usage, Family Income

| | | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|-------------------------------|----------------------|-------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: WINNIPEG RESIDENTS | | | (600) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (165) |
| AGE | 18 to 24 | Count | 64 | 36 | | | 28 | | | 38 | 23 | 38 | 19 |
| | | | 11% | 41% | | | 32% | | | 12% | 12% | 11% | 12% |
| | 25 to 34 | Count | 111 | 52 | | | 60 | | | 67 | 52 | 81 | 18 |
| | | | 19% | 59% | | | 68% | | | 21% | 26% | 25% | 11% |
| | 35 to 44 | Count | 100 | | 51 | | | 48 | | 63 | 37 | 64 | 25 |
| | | | 17% | | 45% | | | 42% | | 19% | 19% | 19% | 15% |
| | 45 to 54 | Count | 130 | | 63 | | | 68 | | 71 | 40 | 72 | 40 |
| | | | 22% | | 55% | | | 58% | | 22% | 20% | 22% | 24% |
| | 55 to 64 | Count | 85 | | | 36 | | | 49 | 40 | 22 | 38 | 29 |
| | | | 14% | | | 50% | | | 52% | 12% | 11% | 12% | 18% |
| 65 and older | Count | 82 | | | 36 | | | 46 | 33 | 16 | 28 | 26 | |
| | | 14% | | | 50% | | | 48% | 10% | 8% | 9% | 16% | |
| (Refused/NS) | Count | 27 | | | | | | | 13 | 6 | 10 | 7 | |
| | | 4% | | | | | | | 4% | 3% | 3% | 4% | |
| USED INTERNET IN PAST 30 DAYS | Yes | Count | 438 | 82 | 95 | 39 | 80 | 91 | 34 | 267 | 164 | 266 | 108 |
| | | | 73% | 93% | 83% | 54% | 91% | 78% | 35% | 82% | 84% | 80% | 66% |
| | No | Count | 158 | 6 | 19 | 33 | 8 | 24 | 61 | 58 | 31 | 64 | 55 |
| | | | 26% | 7% | 17% | 46% | 9% | 21% | 65% | 18% | 16% | 19% | 33% |
| | (Refused/NS) | Count | 3 | | | | | 1 | | | | 1 | 2 |
| | | 1% | | | | | 1% | | | | 0% | 1% | |
| HOUSEHOLD INCOME | Under \$10,000 | Count | 26 | 5 | 4 | 1 | 7 | 3 | 6 | 13 | 3 | 8 | 11 |
| | | | 4% | 6% | 4% | 1% | 7% | 2% | 6% | 4% | 2% | 3% | 7% |
| | \$10,000 to \$29,999 | Count | 110 | 9 | 17 | 13 | 20 | 23 | 29 | 56 | 23 | 58 | 29 |
| | | | 18% | 10% | 15% | 18% | 22% | 20% | 30% | 17% | 12% | 18% | 18% |
| | \$30,000 to \$59,999 | Count | 205 | 42 | 39 | 28 | 29 | 34 | 29 | 117 | 58 | 122 | 56 |
| | | | 34% | 48% | 34% | 39% | 33% | 29% | 30% | 36% | 30% | 37% | 34% |
| | \$60,000 to \$79,999 | Count | 72 | 8 | 15 | 8 | 10 | 21 | 8 | 44 | 21 | 48 | 17 |
| | | | 12% | 9% | 13% | 11% | 11% | 18% | 9% | 14% | 11% | 14% | 10% |
| \$80,000 or over | Count | 95 | 19 | 30 | 11 | 13 | 18 | 2 | 58 | 61 | 54 | 29 | |
| | | 16% | 21% | 26% | 15% | 15% | 16% | 3% | 18% | 31% | 16% | 18% | |
| (Refused/NS) | Count | 92 | 6 | 9 | 12 | 10 | 16 | 20 | 37 | 29 | 41 | 21 | |
| | | 15% | 7% | 8% | 16% | 11% | 14% | 22% | 11% | 15% | 12% | 13% | |

SECTION DS - Demographics
**** DK/NS REMOVED ****

| | | TOTAL | WINNIPEG REGION | | | | | GENDER | | AGE | | |
|--------------------------------------|--------------------------------|-------|-----------------|-----------|-----------|-----------|-------|--------|--------|---------|---------|-------|
| | | | Northwest | Northeast | Southeast | Southwest | Core | Male | Female | 18 - 34 | 35 - 54 | 55 + |
| BASE: THOSE RESPONDING | | (596) | (129) | (114) | (95) | (144) | (115) | (284) | (312) | (176) | (230) | (167) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | 13% | 10% | 14% | 14% | 6% | 20% | 11% | 14% | 6% | 8% | 25% |
| | Completed high school | 23% | 28% | 25% | 22% | 14% | 25% | 22% | 23% | 16% | 23% | 28% |
| | Some technical/ vocational | 8% | 9% | 10% | 14% | 3% | 7% | 8% | 8% | 6% | 10% | 7% |
| | Technical/ vocational diploma | 11% | 9% | 17% | 15% | 6% | 11% | 12% | 10% | 10% | 15% | 7% |
| | Some University | 15% | 10% | 12% | 11% | 20% | 18% | 14% | 16% | 24% | 12% | 10% |
| | University degree | 31% | 33% | 21% | 25% | 51% | 19% | 34% | 29% | 37% | 32% | 22% |
| BASE: THOSE RESPONDING | | (598) | (130) | (114) | (95) | (144) | (115) | (285) | (312) | (176) | (230) | (167) |
| CHILDREN AGED 15 OR YOUNGER AT HOME | Yes | 28% | 30% | 32% | 29% | 27% | 19% | 29% | 26% | 34% | 42% | 2% |
| | No | 72% | 70% | 68% | 71% | 73% | 81% | 71% | 74% | 66% | 58% | 98% |
| BASE: THOSE RESPONDING | | (586) | (127) | (113) | (93) | (141) | (111) | (278) | (308) | (168) | (230) | (167) |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | 69% | 80% | 73% | 80% | 68% | 47% | 72% | 67% | 56% | 74% | 74% |
| | Rent | 31% | 20% | 27% | 20% | 32% | 53% | 28% | 33% | 44% | 26% | 26% |
| BASE: THOSE RESPONDING | | (573) | (118) | (110) | (92) | (141) | (112) | (274) | (299) | (176) | (230) | (167) |
| AGE | 18 to 24 | 11% | 8% | 10% | 9% | 11% | 18% | 13% | 9% | 37% | | |
| | 25 to 34 | 19% | 21% | 16% | 18% | 27% | 13% | 19% | 20% | 63% | | |
| | 35 to 44 | 17% | 19% | 20% | 18% | 16% | 13% | 19% | 16% | | 43% | |
| | 45 to 54 | 23% | 17% | 22% | 30% | 20% | 27% | 23% | 23% | | 57% | |
| | 55 to 64 | 15% | 14% | 17% | 14% | 10% | 20% | 13% | 16% | | | 51% |
| | 65 and older | 14% | 20% | 15% | 11% | 16% | 8% | 13% | 15% | | | 49% |
| BASE: THOSE RESPONDING | | (597) | (130) | (114) | (94) | (144) | (115) | (285) | (311) | (176) | (229) | (167) |
| USED INTERNET IN PAST 30 DAYS | Yes | 73% | 76% | 71% | 74% | 79% | 65% | 78% | 69% | 92% | 81% | 43% |
| | No | 27% | 24% | 29% | 26% | 21% | 35% | 22% | 31% | 8% | 19% | 57% |
| BASE: THOSE RESPONDING | | (508) | (103) | (94) | (82) | (129) | (100) | (251) | (257) | (160) | (205) | (135) |
| HOUSEHOLD INCOME | Under \$10,000 | 5% | 1% | 5% | 3% | 3% | 14% | 4% | 6% | 7% | 4% | 5% |
| | \$10,000 to \$29,999 | 22% | 21% | 26% | 17% | 17% | 28% | 15% | 28% | 18% | 20% | 31% |
| | \$30,000 to \$59,999 | 40% | 54% | 35% | 39% | 36% | 39% | 44% | 37% | 45% | 36% | 42% |
| | \$60,000 to \$79,999 | 14% | 15% | 20% | 15% | 14% | 7% | 12% | 16% | 11% | 18% | 12% |
| | \$80,000 or over | 19% | 9% | 14% | 26% | 30% | 13% | 24% | 13% | 20% | 24% | 10% |

SECTION DS - Demographics
**** DK/NS REMOVED ****

| | TOTAL | EDUCATION | | | | CHILDREN AT HOME | | RESIDENCE | | HOUSEHOLD INCOME | | |
|--------------------------------------|-------|--------------|-------|----------------|------------|------------------|-------|-----------|-------|------------------|---------------|---------|
| | | Less than HS | HS | Some Post-Sec. | University | Yes | No | Own | Rent | < \$30K | \$30K - \$59K | \$60K + |
| BASE: THOSE RESPONDING | (596) | (75) | (135) | (201) | (186) | (163) | (433) | (406) | (179) | (136) | (205) | (167) |
| HIGHEST LEVEL OF SCHOOLING | | | | | | | | | | | | |
| Grade school/ Some high school | 13% | 100% | | | | 10% | 14% | 10% | 17% | 21% | 12% | 4% |
| Completed high school | 23% | | 100% | | | 21% | 23% | 20% | 28% | 31% | 21% | 14% |
| Some technical/ vocational | 8% | | | 24% | | 8% | 8% | 8% | 7% | 12% | 10% | 4% |
| Technical/ vocational diploma | 11% | | | 33% | | 13% | 10% | 12% | 10% | 9% | 10% | 13% |
| Some University | 15% | | | 44% | | 13% | 16% | 12% | 19% | 15% | 19% | 15% |
| University degree | 31% | | | | 100% | 36% | 30% | 38% | 19% | 11% | 29% | 51% |
| BASE: THOSE RESPONDING | (598) | (75) | (135) | (201) | (186) | (165) | (433) | (406) | (179) | (136) | (205) | (167) |
| CHILDREN AGED 15 OR YOUNGER AT HOME | | | | | | | | | | | | |
| Yes | 28% | 21% | 26% | 27% | 31% | 100% | | 31% | 20% | 23% | 26% | 37% |
| No | 72% | 79% | 74% | 73% | 69% | | 100% | 69% | 80% | 77% | 74% | 63% |
| BASE: THOSE RESPONDING | (586) | (72) | (132) | (196) | (186) | (163) | (423) | (406) | (179) | (134) | (201) | (164) |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | | | | | | | | | | | | |
| Own | 69% | 58% | 62% | 66% | 82% | 78% | 66% | 100% | | 43% | 66% | 92% |
| Rent | 31% | 42% | 38% | 34% | 18% | 22% | 34% | | 100% | 57% | 34% | 8% |
| BASE: THOSE RESPONDING | (573) | (72) | (129) | (198) | (174) | (161) | (412) | (388) | (178) | (136) | (201) | (163) |
| AGE | | | | | | | | | | | | |
| 18 to 24 | 11% | 11% | 9% | 16% | 7% | 8% | 13% | 8% | 15% | 11% | 11% | 12% |
| 25 to 34 | 19% | 4% | 12% | 20% | 30% | 29% | 16% | 16% | 27% | 18% | 24% | 18% |
| 35 to 44 | 17% | 10% | 19% | 21% | 15% | 38% | 9% | 19% | 16% | 18% | 15% | 20% |
| 45 to 54 | 23% | 15% | 23% | 22% | 27% | 23% | 23% | 25% | 19% | 17% | 21% | 32% |
| 55 to 64 | 15% | 31% | 16% | 11% | 12% | 3% | 20% | 17% | 12% | 16% | 12% | 15% |
| 65 and older | 14% | 28% | 20% | 10% | 9% | | 20% | 16% | 12% | 20% | 17% | 3% |
| BASE: THOSE RESPONDING | (597) | (74) | (135) | (201) | (186) | (165) | (432) | (405) | (179) | (136) | (204) | (167) |
| USED INTERNET IN PAST 30 DAYS | | | | | | | | | | | | |
| Yes | 73% | 38% | 54% | 82% | 92% | 86% | 68% | 77% | 65% | 53% | 77% | 91% |
| No | 27% | 62% | 46% | 18% | 8% | 14% | 32% | 23% | 35% | 47% | 23% | 9% |
| BASE: THOSE RESPONDING | (508) | (60) | (108) | (180) | (159) | (146) | (362) | (342) | (158) | (136) | (205) | (167) |
| HOUSEHOLD INCOME | | | | | | | | | | | | |
| Under \$10,000 | 5% | 14% | 5% | 5% | 2% | 5% | 5% | 1% | 14% | 19% | | |
| \$10,000 to \$29,999 | 22% | 34% | 35% | 23% | 7% | 16% | 24% | 16% | 34% | 81% | | |
| \$30,000 to \$59,999 | 40% | 40% | 39% | 44% | 37% | 37% | 42% | 39% | 43% | | 100% | |
| \$60,000 to \$79,999 | 14% | 7% | 14% | 12% | 20% | 16% | 13% | 19% | 4% | | | 43% |
| \$80,000 or over | 19% | 5% | 8% | 17% | 34% | 26% | 16% | 25% | 4% | | | 57% |

SECTION DS
**** DK/NS REMOVED ****

| | | TOTAL | MALES | | | FEMALES | | | Library Users | Rec Users | NEW APPROACH | |
|--------------------------------------|--------------------------------|-------|---------|---------|------|---------|---------|------|---------------|-----------|--------------|-------|
| | | | 18 - 34 | 35 - 54 | 55 + | 18 - 34 | 35 - 54 | 55 + | | | Pro | Anti |
| BASE: THOSE RESPONDING | | (596) | (88) | (114) | (72) | (88) | (116) | (95) | (323) | (196) | (330) | (163) |
| HIGHEST LEVEL OF SCHOOLING | Grade school/ Some high school | 13% | 6% | 10% | 19% | 7% | 6% | 30% | 8% | 5% | 9% | 17% |
| | Completed high school | 23% | 17% | 20% | 28% | 15% | 27% | 28% | 16% | 15% | 24% | 20% |
| | Some technical/ vocational | 8% | 9% | 9% | 5% | 4% | 11% | 9% | 10% | 4% | 9% | 4% |
| | Technical/ vocational diploma | 11% | 11% | 15% | 9% | 10% | 15% | 5% | 12% | 14% | 11% | 10% |
| | Some University | 15% | 21% | 14% | 5% | 27% | 10% | 14% | 17% | 20% | 16% | 15% |
| University degree | 31% | 37% | 32% | 32% | 37% | 32% | 14% | 37% | 43% | 31% | 35% | |
| BASE: THOSE RESPONDING | | (598) | (88) | (114) | (72) | (88) | (116) | (95) | (325) | (196) | (332) | (163) |
| CHILDREN AGED 15 OR YOUNGER AT HOME | Yes | 28% | 27% | 48% | 4% | 41% | 37% | 1% | 32% | 33% | 32% | 25% |
| | No | 72% | 73% | 52% | 96% | 59% | 63% | 99% | 68% | 67% | 68% | 75% |
| BASE: THOSE RESPONDING | | (586) | (85) | (114) | (72) | (84) | (116) | (95) | (316) | (192) | (325) | (159) |
| OWN/ RENT CURRENT PLACE OF RESIDENCE | Own | 69% | 57% | 73% | 84% | 55% | 74% | 67% | 70% | 75% | 70% | 70% |
| | Rent | 31% | 43% | 27% | 16% | 45% | 26% | 33% | 30% | 25% | 30% | 30% |
| BASE: THOSE RESPONDING | | (573) | (88) | (114) | (72) | (88) | (116) | (95) | (312) | (189) | (322) | (158) |
| AGE | 18 to 24 | 11% | 41% | | | 32% | | | 12% | 12% | 12% | 12% |
| | 25 to 34 | 19% | 59% | | | 68% | | | 21% | 27% | 25% | 12% |
| | 35 to 44 | 17% | | 45% | | | 42% | | 20% | 20% | 20% | 16% |
| | 45 to 54 | 23% | | 55% | | | 58% | | 23% | 21% | 22% | 25% |
| | 55 to 64 | 15% | | | 50% | | | 52% | 13% | 12% | 12% | 18% |
| | 65 and older | 14% | | | 50% | | | 48% | 11% | 9% | 9% | 17% |
| BASE: THOSE RESPONDING | | (597) | (88) | (114) | (72) | (88) | (115) | (95) | (325) | (196) | (331) | (163) |
| USED INTERNET IN PAST 30 DAYS | Yes | 73% | 93% | 83% | 54% | 91% | 79% | 35% | 82% | 84% | 81% | 66% |
| | No | 27% | 7% | 17% | 46% | 9% | 21% | 65% | 18% | 16% | 19% | 34% |
| BASE: THOSE RESPONDING | | (508) | (82) | (105) | (61) | (78) | (100) | (74) | (288) | (166) | (290) | (144) |
| HOUSEHOLD INCOME | Under \$10,000 | 5% | 6% | 4% | 2% | 8% | 3% | 8% | 5% | 2% | 3% | 8% |
| | \$10,000 to \$29,999 | 22% | 11% | 16% | 21% | 25% | 23% | 39% | 19% | 14% | 20% | 21% |
| | \$30,000 to \$59,999 | 40% | 51% | 37% | 47% | 37% | 34% | 39% | 41% | 35% | 42% | 39% |
| | \$60,000 to \$79,999 | 14% | 10% | 14% | 13% | 13% | 21% | 11% | 15% | 12% | 16% | 12% |
| | \$80,000 or over | 19% | 23% | 29% | 18% | 17% | 18% | 3% | 20% | 36% | 18% | 20% |