



# VIEWS ON IMPLEMENTATION OF A LIVING WAGE IN WINNIPEG

JUNE 2018

**CUPE**

P R  B E

RESEARCH INC.

# ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey of 1,000 Manitoba adults is the province's largest and most trusted general population survey.

## SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with CUPE.

## FOR MORE INFORMATION:

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## METHODOLOGY

Between June 5 and 19, 2018, Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg.

- With a sample of 600, one can say with 95 percent certainty that the results are within  $\pm 4.0$  percentage points of what they would have been if the entire adult population of Winnipeg had been surveyed. The margin of error is higher within each of the survey's population sub-groups.
- Modified random digit dialing, including both landline and wireless numbers, ensured all Winnipeg adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 115 randomly recruited Probe Research panel members were included in this general population adult sampling.
- Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

# SUPPORT FOR A LIVING WAGE

Q2. "A living wage is a wage that allows a family with two working parents to meet the basic needs of their family. Some cities require contractors doing work for the city to pay workers a living wage, even if that means some costs increase. In Winnipeg, a living wage would mean all workers would earn at least \$14.50 an hour. Would you support or oppose the adoption of a living wage policy for Winnipeg?" (N=600)

Base: Winnipeg adults

