

# WINNIPEGGERS

## Profile: Winnipeggers who come downtown

- Young and single people come to the downtown more often than others
- Nearly 1 in 5 single people who frequent downtown earn over \$75,000 per year (young people with spending power)
- Over 25% of the people who come downtown live very close to downtown
- Over 30% of the people who come downtown live over 8 km from the downtown
- Over 50% of people who come downtown use a vehicle, while 25% use transit



### WHY PEOPLE COME DOWNTOWN

- To work
- To shop
- For entertainment

### WHAT PEOPLE WHO COME DOWNTOWN WANT MORE OF

- More diverse shopping
- More food and entertainment venues

### WINNIPEGGERS WHO DO NOT LIVE DOWNTOWN, BUT COME DOWNTOWN 15 OR MORE TIMES A MONTH

Education	64%	University or College Graduates
	14%	Some Post-Secondary
	21%	High School or Less
Household income	11%	Less than \$30,000
	24%	\$30,000 - \$59,999
	48%	Over \$60,000
Residence	27%	Rent
	71%	Own
Children at home	31%	Yes
	69%	No