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# CITIZEN PERSPECTIVE

# 2018 CITIZEN SURVEY

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Survey conducted by Prairie Research Associates  
May 1 to 17, 2018

- The process of gathering information to learn more about how customers and potential customers perceive products or services
- Market research can cover a broad spectrum of activities
  - A short customer satisfaction questionnaire
  - Studying demographic data for your area
  - Contract with a professional market research firm to do a broader survey
- Why do market research?
  - To understand your customers and their preferences
  - To support evidence-informed business decisions
  - Regular research allows a business to understand and adapt to changing needs

*Successful businesses have extensive knowledge of their customers and their competitors.*

- Conducted by Prairie Research Associates, Inc.
  - Prairie Research Associates (2001, 2002, 2015, 2016, 2017, and 2018)
  - Market Dimensions (2009, 2010, 2011, 2013 and 2014)
  - Dimark (2012)
  - Telelink (2007)
  - Kisquared (2004)
  - Acumen Research (2003)
  - No survey conducted (2005, 2006 and 2008)
- A random telephone survey
- 600 Winnipeggers surveyed in first two weeks of May 2018
  - Results in a margin of error of  $\pm 4.0\%$ , 19 times out of 20.
- Data presented is based on people who answered the survey question
  - (excludes “don’t know” / refused responses)

The survey was administered to those who indicated they:

- Are 18 years or older
- Have lived in Winnipeg (or pay taxes to the City) for at least one year
- Agreed to participate in the survey
  - *“This evening we’re talking to residents of Winnipeg regarding issues affecting the City. The survey will take approximately 15 minutes to complete.”*



- As part of the survey, some demographic details are asked to assist in the interpretation of results



– Age



– Own / rent property



– Education



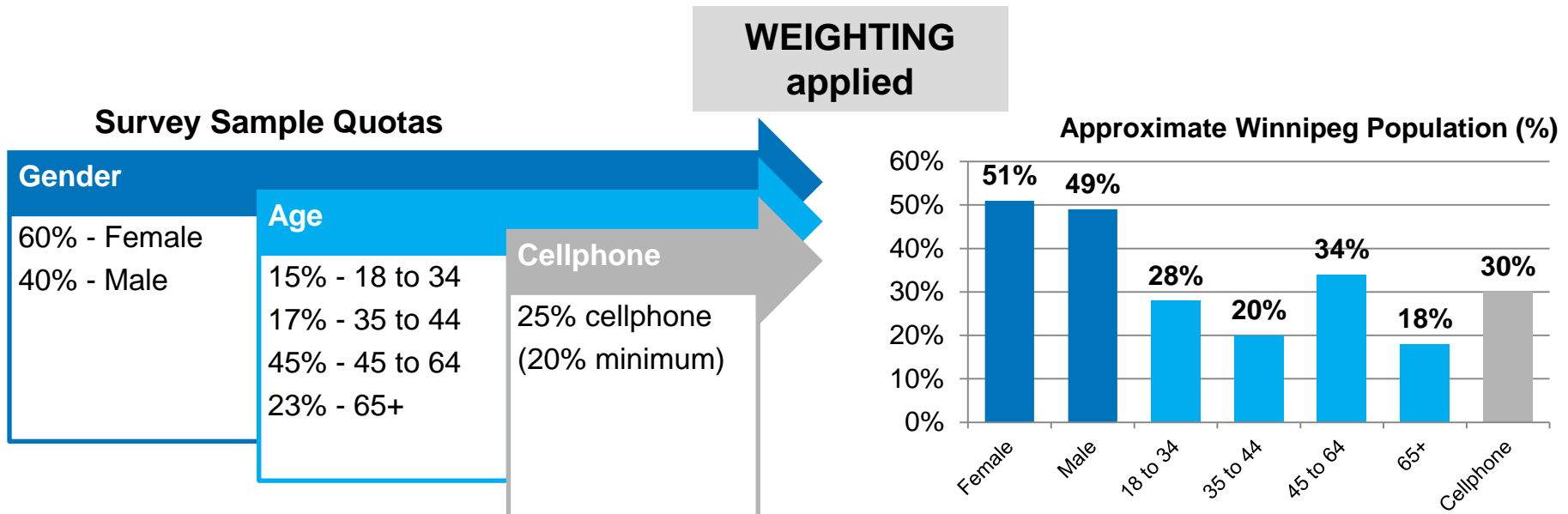
– Household income



– Postal code (to identify area of city)

## Survey Sampling Methodology

- Statistically valid survey results are obtained by using an adjusted quota sampling methodology
  - Sample quotas for gender, age and cellphones are applied
  - Results are 'weighted' to statistically represent Winnipeg's population
- Obtaining an exact 'representative sample' results in significant additional costs with limited improvement in statistical accuracy
- An additional quota of 27% inner city residents is applied to ensure geographic representation of this group



# THE RESULTS

# 2018 Overall Satisfaction



## Quality of Life

2015	2016	2017	2018
90%	94%	92%	93%

## Value for Tax Dollars

2015	2016	2017	2018
62%	68%	70%	71%

Net Promoter Score  
(Recommendation)

11

## Overall City Services

2015	2016	2017	2018
86%	85%	88%	87%

## Customer Service

2015	2016	2017	2018
72%	79%	83%	79%



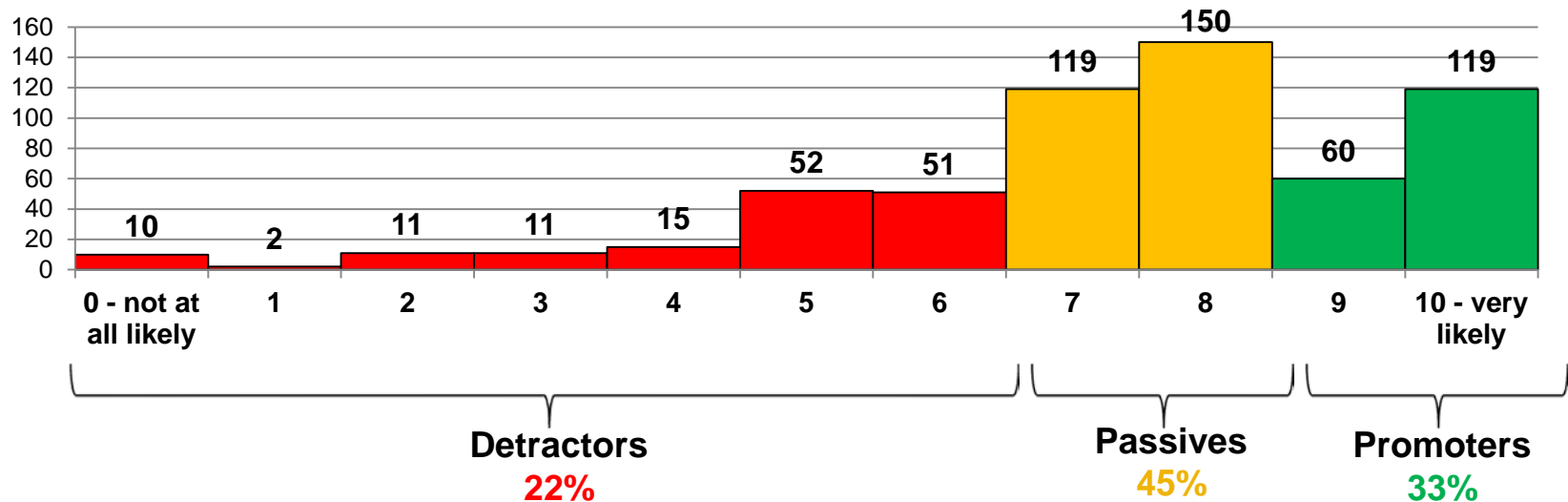
# Net Promoter Score Value = 11



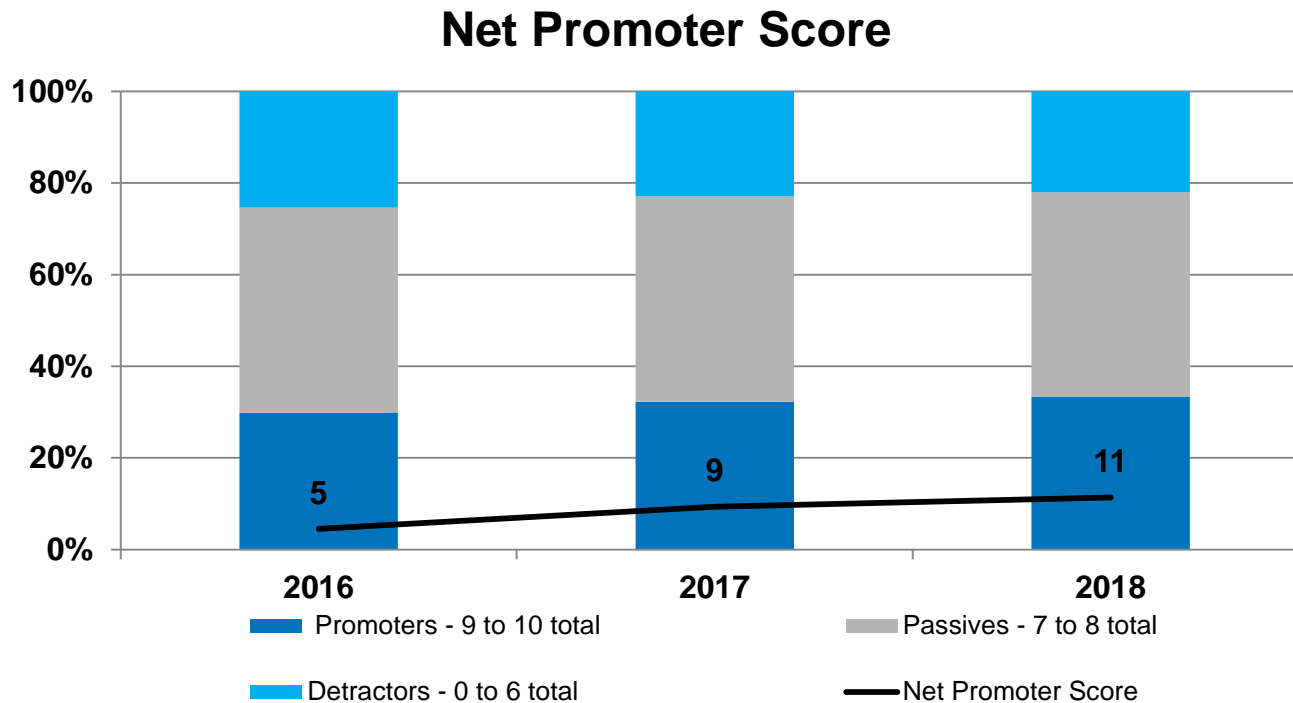
Citizens were asked “On a scale from 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend Winnipeg as a place to live?”

- Net Promoter Score (NPS®) is an index ranging from -100 to +100 that measures the willingness of a customer to recommend a company’s products or services to others. It implies a customer’s overall satisfaction and loyalty with a company.
  - 0 or less is considered ‘poor’
  - Between 0 and 50 is considered ‘good’
  - Above 50 is considered ‘excellent’
- The score is calculated by subtracting *Detractors* (rating of 6 or lower out of 10) from *Promoters* (9 or 10 out of 10)

**+ 33% Promoters**  
**- 22% Detractors**  
**= 11 NPS Value**



Since the City of Winnipeg began assessing the Net Promoter Score, there has been a steady increase in the score.



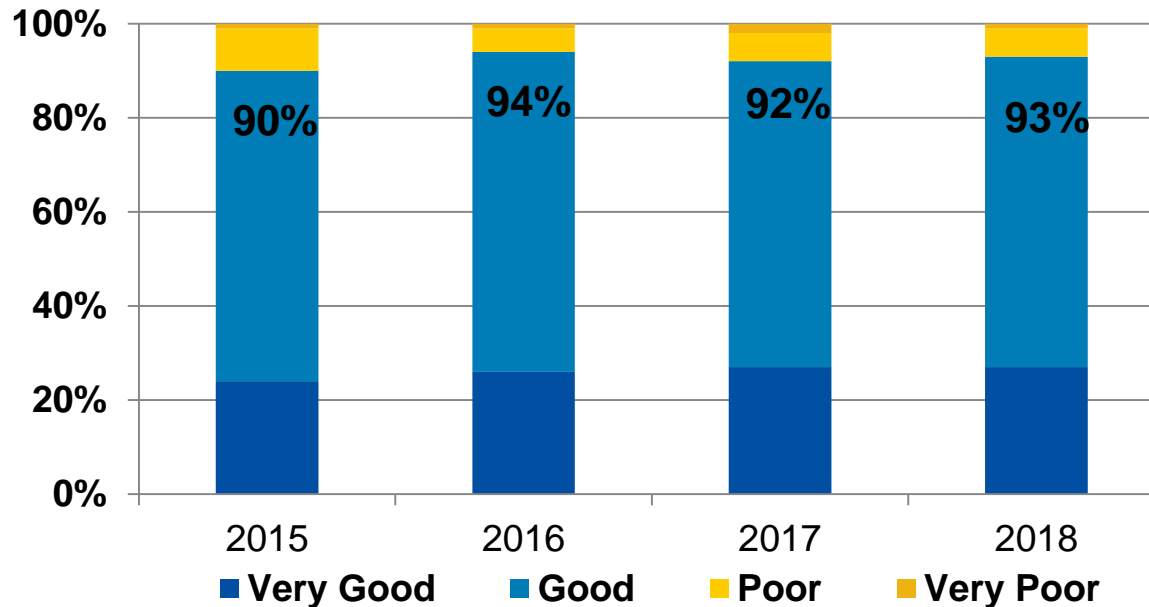
- In 2018, in Winnipeg, 33% are *Promoters* and 22% are *Detractors*, yielding an NPS of 11

# QUALITY OF LIFE

2015	2016	2017	2018
90%	94%	92%	93%

- In 2018, 93% of Winnipeggers rate the overall quality of life in Winnipeg today as very good or good.

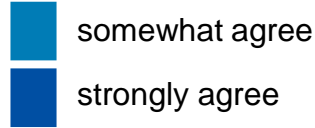
***Citizens were asked “How would you rate the quality of life in Winnipeg?”***



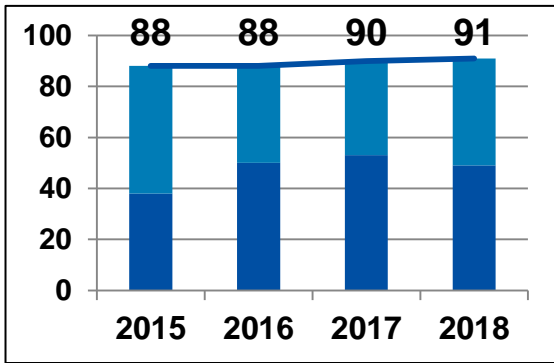
# Quality of Life Statements

## Quality of Life

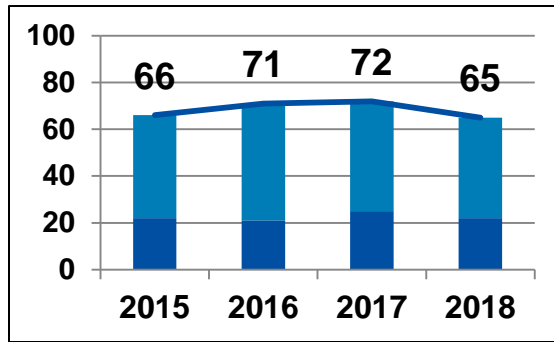
2015	2016	2017	2018
90%	94%	92%	93%



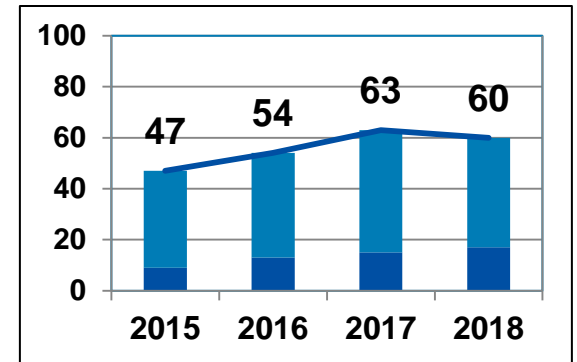
**It is easy to get around in Winnipeg by car**



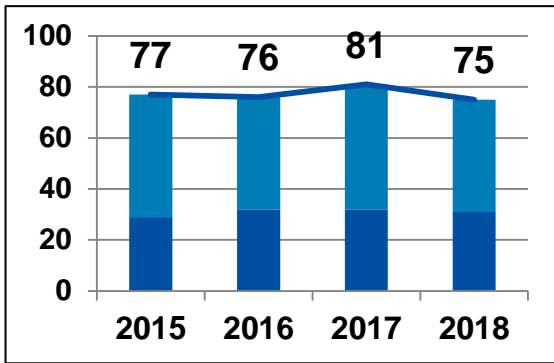
**It is easy to get around in Winnipeg by transit**



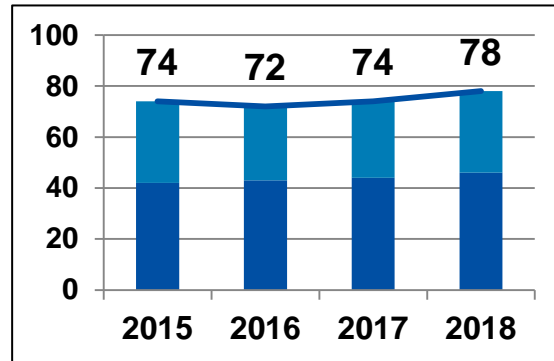
**It is easy to get around in Winnipeg by bicycle**



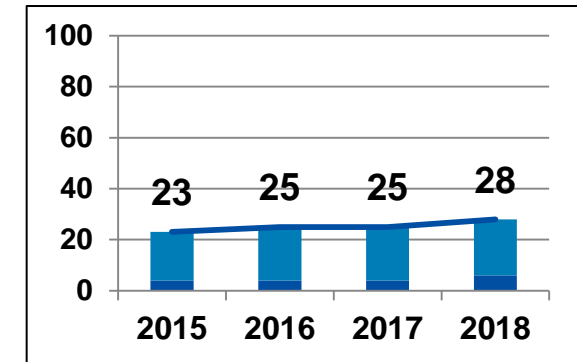
**It is easy to get around in Winnipeg by walking**



**I feel safe walking alone at night in my neighborhood**



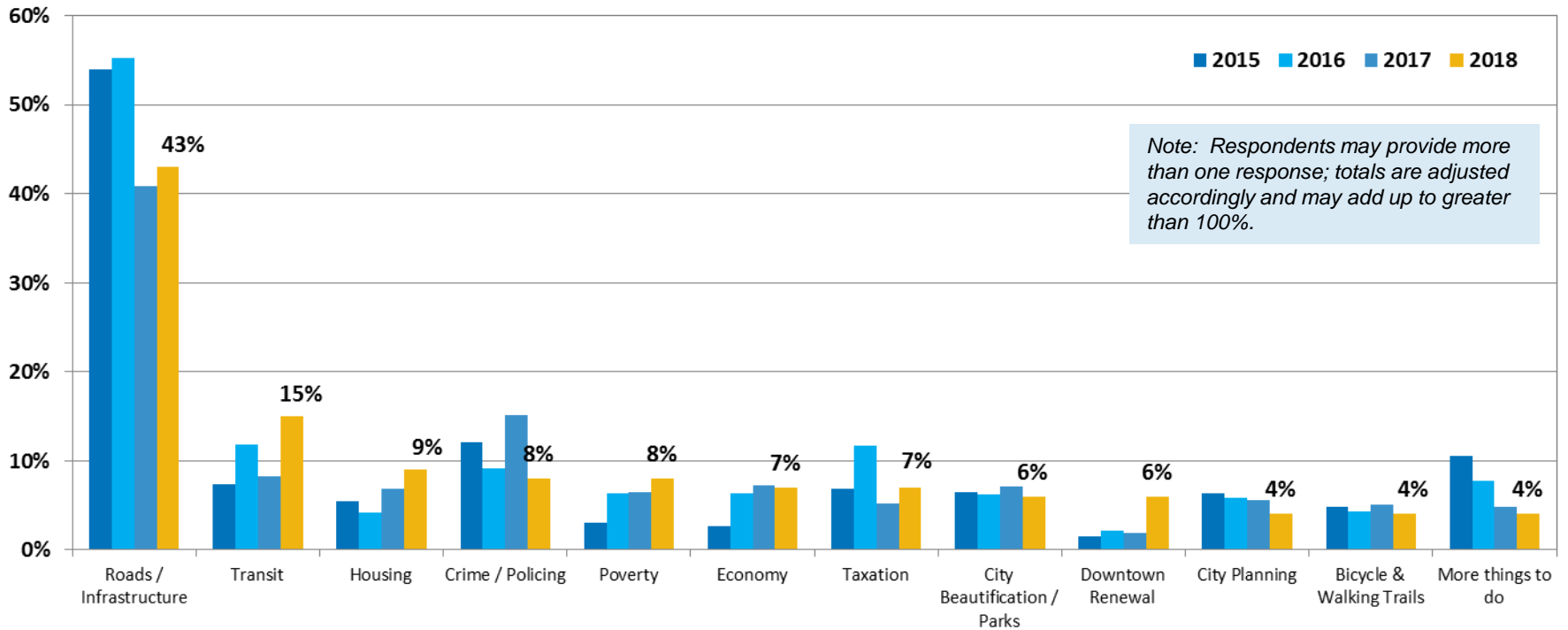
**I feel safe walking alone at night in the downtown**



# Actions to Improve Quality of Life – Annual Trend

Quality of Life			
2015	2016	2017	2018
90%	94%	92%	93%

**Citizens were asked “What actions do you think the City of Winnipeg could take to improve the quality of life in the city?”**



The chart above compares groupings of suggested actions over the last four years.

***Citizens were asked “What actions do you think the City of Winnipeg could take to improve the quality of life in the city?”***

When these suggested actions were compared to respondents’ quality of life response, the following improvement areas were the most suggested:

**Quality of Life is  
Good / Very Good (93%)**

- Roads / Infrastructure
- Transit / Rapid Transit
- Crime / Policing

**Quality of Life is  
Poor / Very Poor (7%)**

- Roads / Infrastructure
- Taxation

*Note: 46% suggested improvements in a variety of other areas outside the City’s mandate including schools, healthcare, child daycare, etc.*

# VALUE FOR TAX DOLLARS

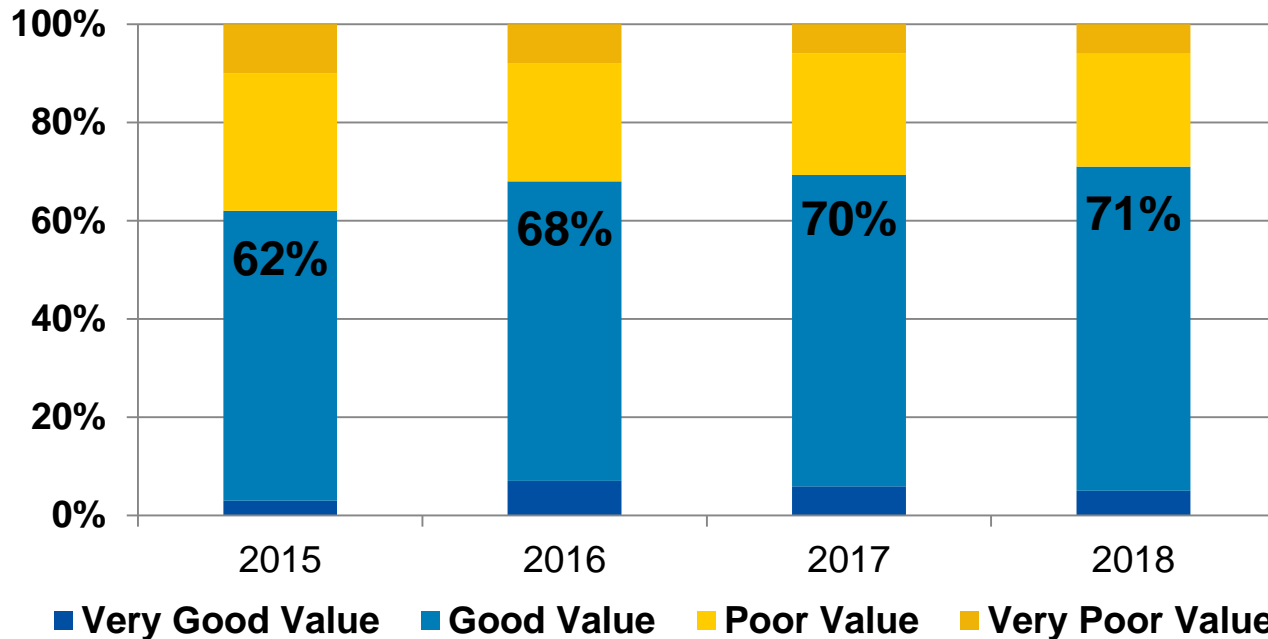


# Value for Tax Dollars

## Value for Tax Dollars

2015	2016	2017	2018
62%	68%	70%	71%

***Citizens were asked “Considering the services provided by the City for your property tax dollars, do you feel you receive...”***

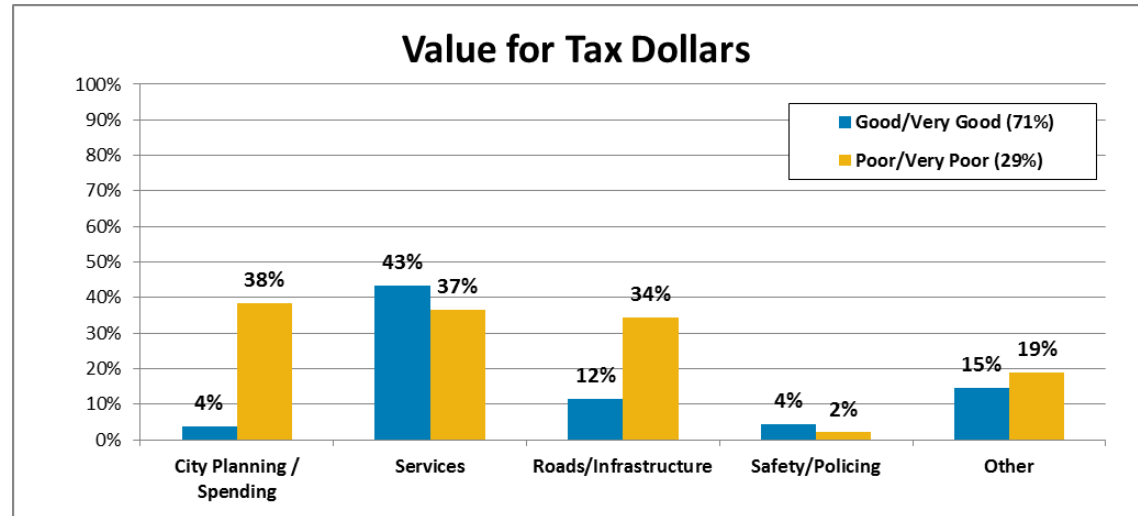


- In 2018, 71% of Winnipeggers believe there is good to very good value in their municipal tax dollar.
- This is the highest level over the last four years.

# Reason for ‘Value Received for Tax Dollars’

**Citizens were asked  
“Why do you feel you  
receive \_\_\_\_\_ value  
from your property tax  
dollars?”**

*Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.*



When these suggested reasons were compared to respondents’ ‘value received’ response, the following reasons were shared:

## Most common reasons for Good / Very Good (71%)

- Satisfied with the City’s planning and spending decisions
  - feel the City is doing the best it can
- Satisfied with specific services
  - snow clearing
  - garbage/recycling
  - street cleaning

## Most common reasons for Poor / Very Poor (29%)

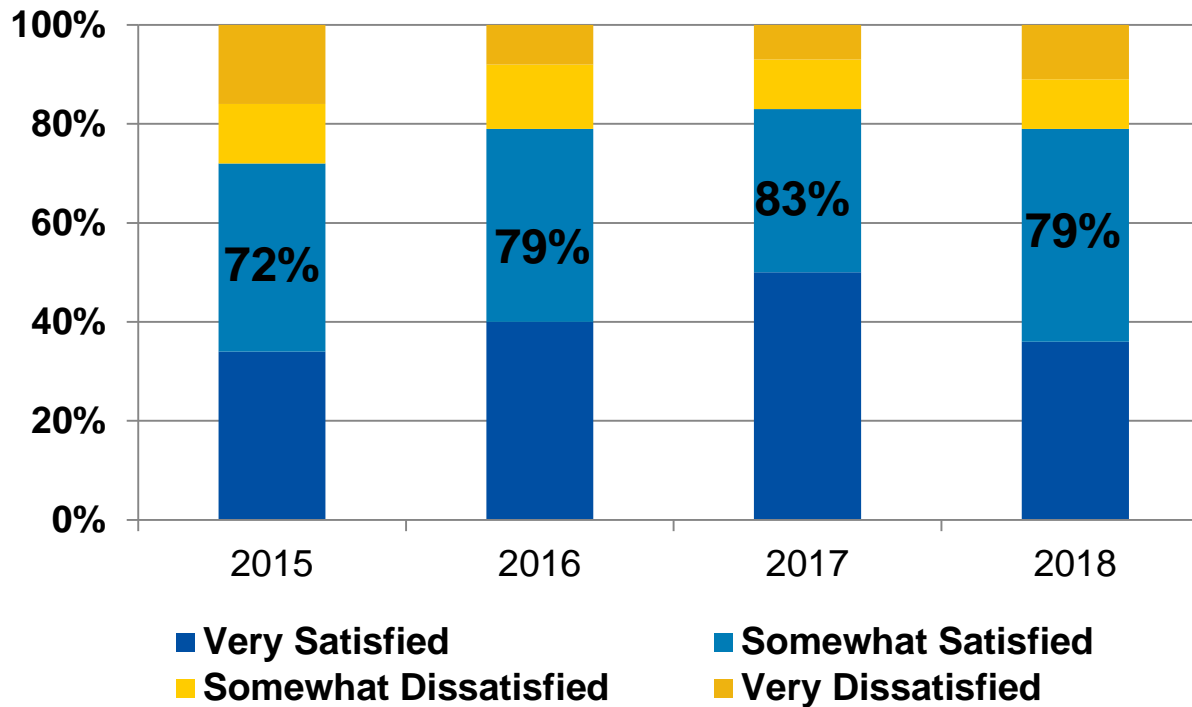
- Dissatisfied with the City’s planning and spending decisions
  - feel taxes/fees are too high
- Dissatisfied with overall or specific services
  - primarily snow clearing
- Dissatisfaction with condition of roads

# SATISFACTION WITH CUSTOMER SERVICE

# Satisfaction with Customer Service

Customer Service			
2015	2016	2017	2018
72%	79%	83%	79%

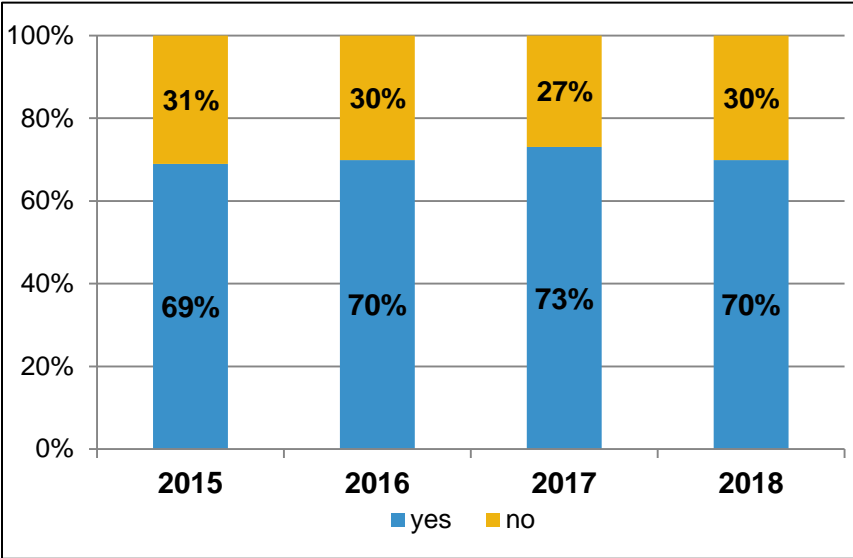
- In 2018, 79% of Winnipeggers who contacted the City in the last year were satisfied or very satisfied with the experience.



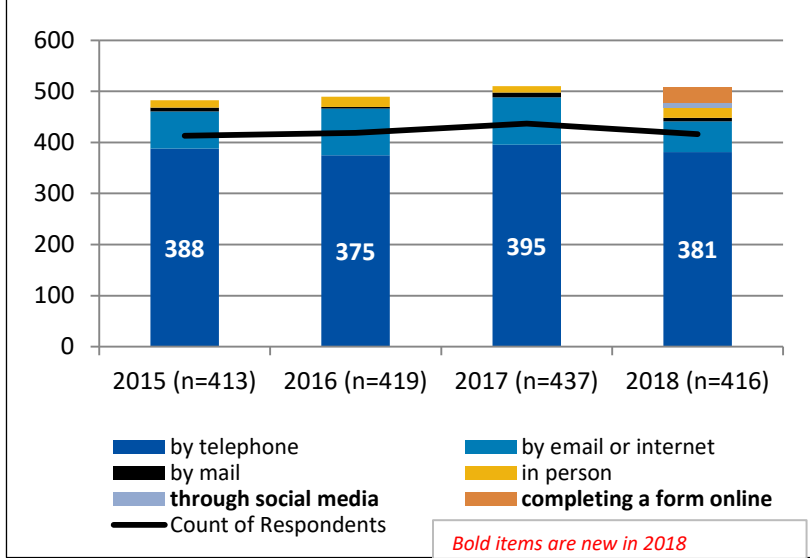
# Contact with the City

Customer Service			
2015	2016	2017	2018
72%	79%	83%	79%

## Have you contacted the City in the last year?



## How did you contact the City?



Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.

- 70% of the respondents indicated they have contacted the City in the past year.
- The primary method of contact is telephone (75%).
- Email and internet contacts have grown in recent years, and in 2018 this response area was broken down further to better identify how Citizens are contacting the City:
  - by email or internet (12%),
  - through social media (2%), or
  - by completing a form online (8%).

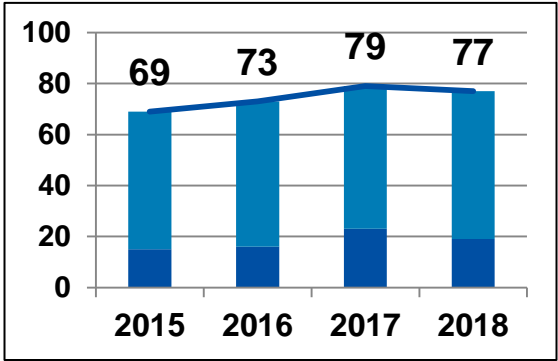
# Customer Service Details

Customer Service			
2015	2016	2017	2018
72%	79%	83%	79%

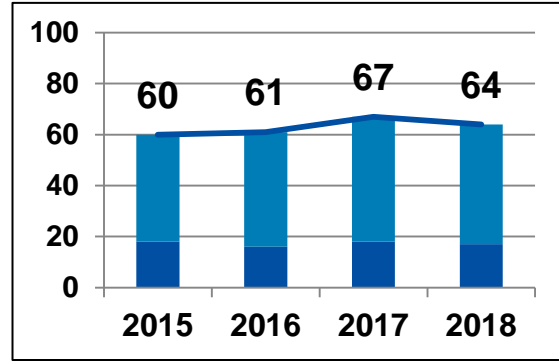
*Citizens were asked “Thinking about your personal dealings with the City of Winnipeg and your general impressions...”*

■ somewhat agree  
■ strongly agree

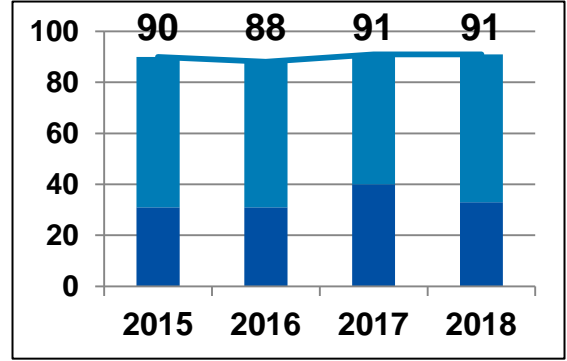
**The quality of service from the City is consistently high**



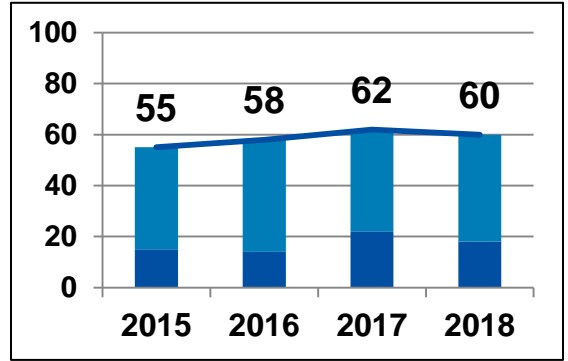
**The City responds quickly to requests and concerns**



**City staff are courteous, helpful and knowledgeable**



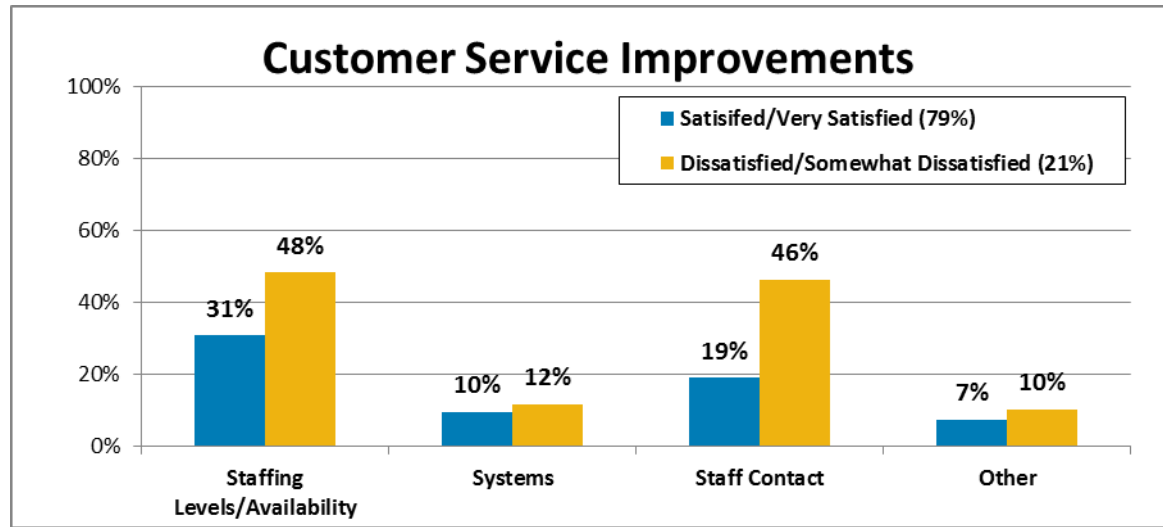
**City staff are easy to get a hold of when I need them**



# Improvement to Customer Service

**Citizens were asked  
“How could the City’s  
customer service be  
improved?”**

*Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.*



When these suggested reasons were compared to respondents’ level of satisfaction with customer experience, the following improvements were noted:

## Satisfied with Customer Experience (79%)

- Improve staffing levels / wait time
- Improvements to staff contact

## Dissatisfied with Customer Experience (21%)

- Improve staffing levels / wait time
- Improvements related to staff contact
  - About half within the call centre, and half in the handling of their complaint

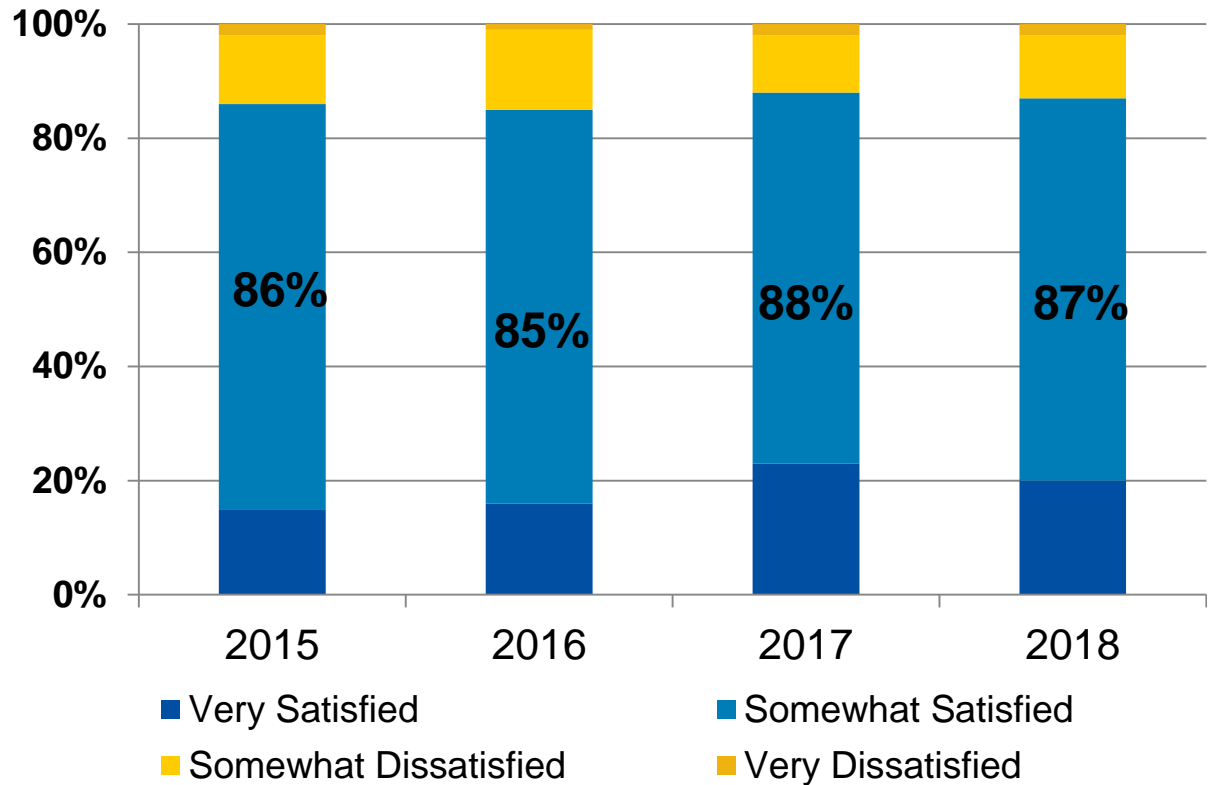
# SATISFACTION WITH CITY SERVICES



# Overall Satisfaction with City Services

Overall City Services			
2015	2016	2017	2018
86%	85%	88%	87%





- In 2018, 87% of Winnipeggers are satisfied with the overall level of services provided.



***Citizens were asked “Please rank the following group of services in order of importance”***

**1= most important**

**4= least important**

<b>Service Area</b>	<b>Importance (weighted)</b>	<b>% Ranked 1 and 2</b>	<b>As compared to 2017</b>
<b>Public Safety</b> (Fire Paramedic, Police)	<b>1.8</b>	<b>80%</b>	
<b>Infrastructure</b> (Roads, Water)	<b>2.2</b>	<b>62%</b>	
<b>Community Services</b> (Libraries, Recreation)	<b>2.6</b>	<b>43%</b>	
<b>Property &amp; Development</b> (Land use planning)	<b>3.3</b>	<b>17%</b>	

# INDIVIDUAL SERVICES BY DEPARTMENT

***Citizens were asked:***

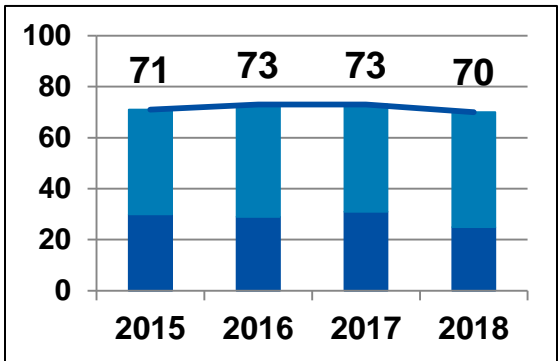
***“Now, I’m going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services.”***

# Public Works

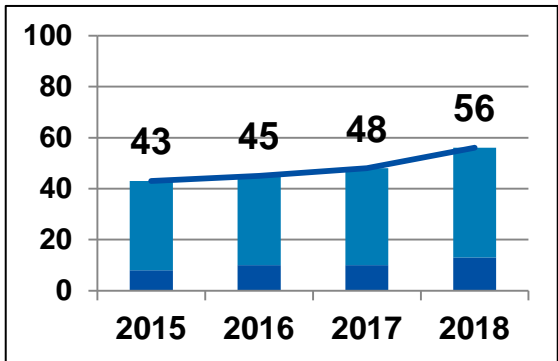
## Overall City Services

2015	2016	2017	2018
86%	85%	88%	87%

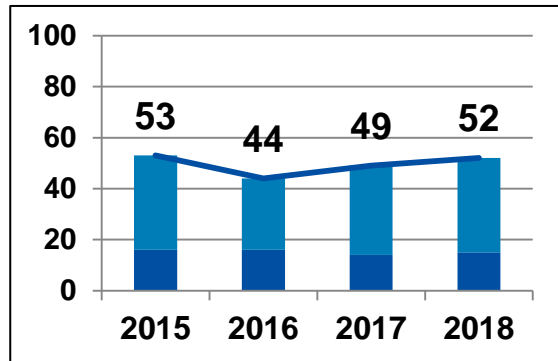
### Snow Removal



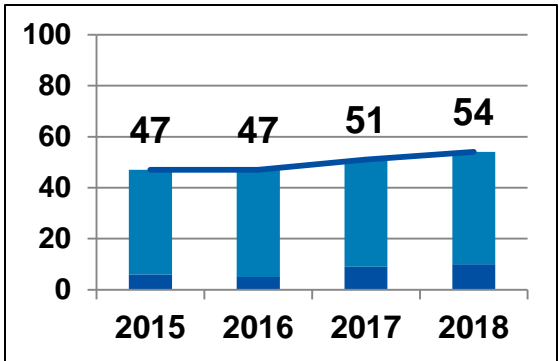
### Condition of major streets



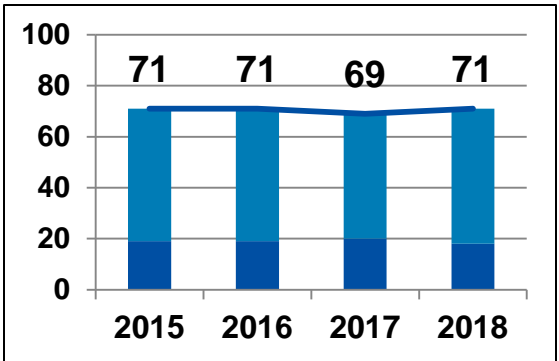
### Condition of residential streets



### Management of rush hour traffic flow



### City's efforts in keeping the city clean & beautiful

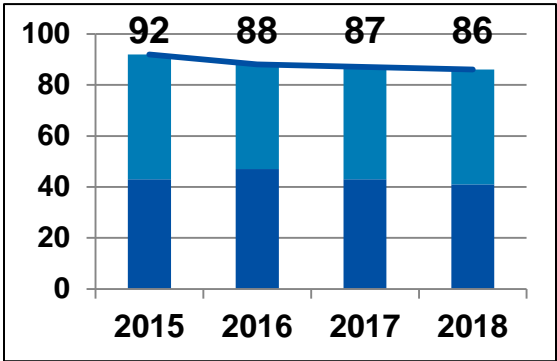


■ somewhat satisfied  
■ very satisfied

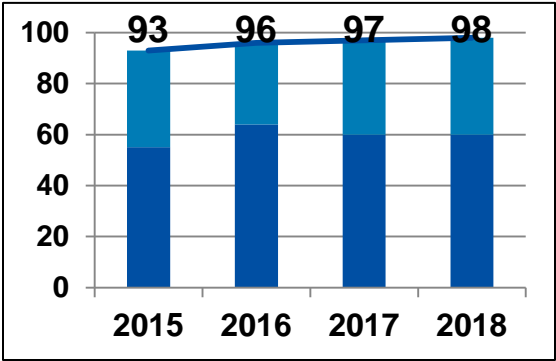
# Public Works (cont'd)

Overall City Services			
2015	2016	2017	2018
86%	85%	88%	87%

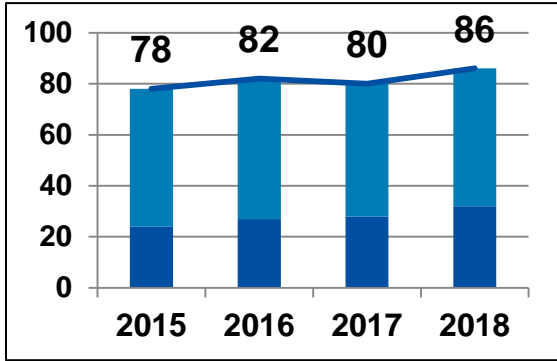
Condition of local parks



Condition of major parks\*



Insect Control



■ somewhat satisfied  
■ very satisfied

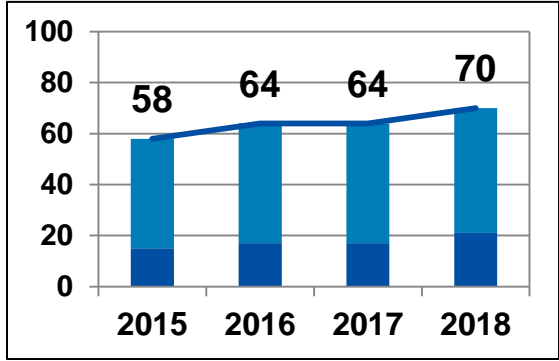
\* Those who indicated they have used the service.

# Police Service

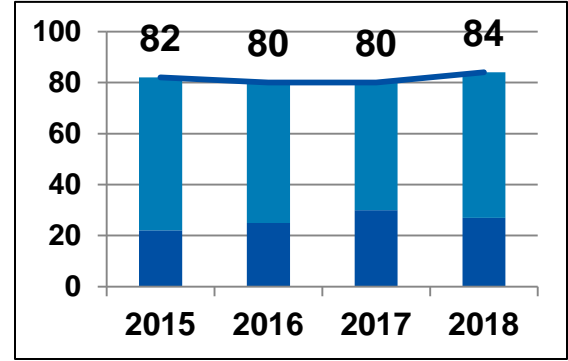
## Overall City Services

2015	2016	2017	2018
86%	85%	88%	87%

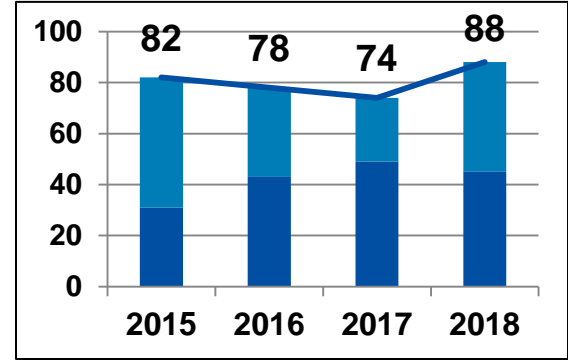
**Enforcement of traffic laws**



**Efforts in crime control**



**Police response to 911 calls\***



■ somewhat satisfied  
■ very satisfied

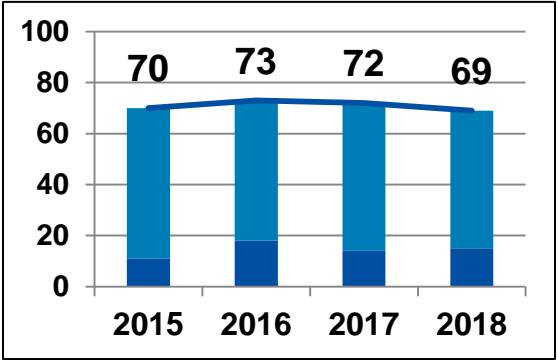
\* Those who indicated they have used the service.

# Community Services

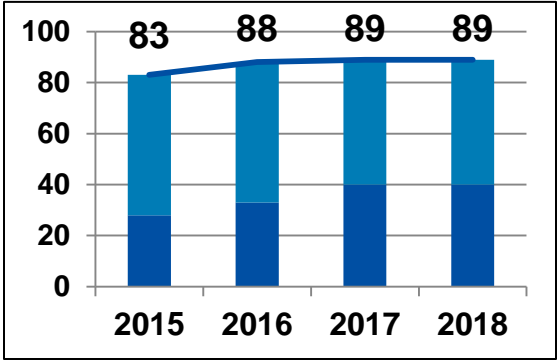
## Overall City Services

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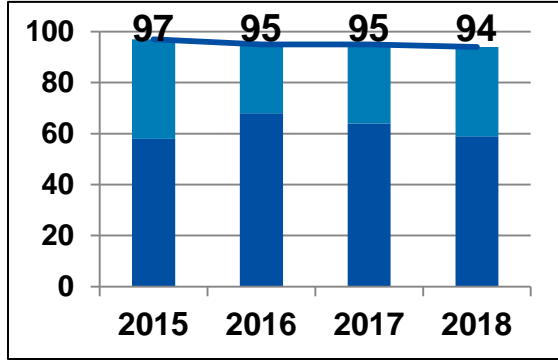
City's efforts to ensure residential property standards are met through inspections



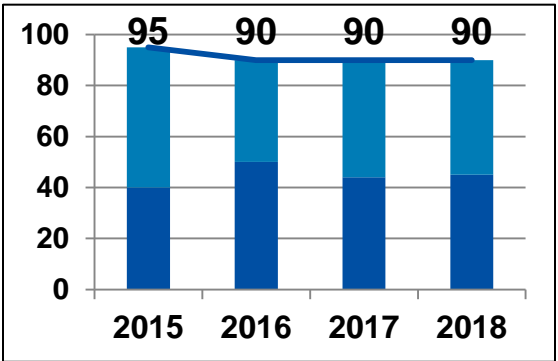
City support for arts, entertainment, & culture



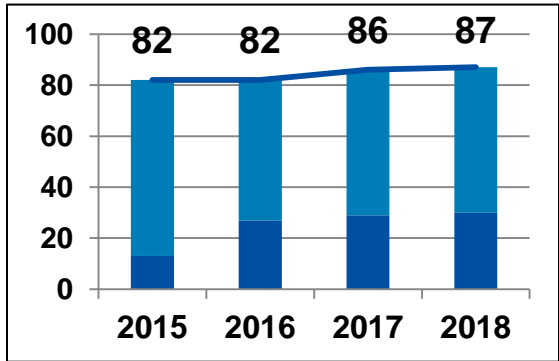
Public Libraries\*



City-operated recreation programs\*



Condition of City-operated recreation facilities\*



■ somewhat satisfied  
■ very satisfied

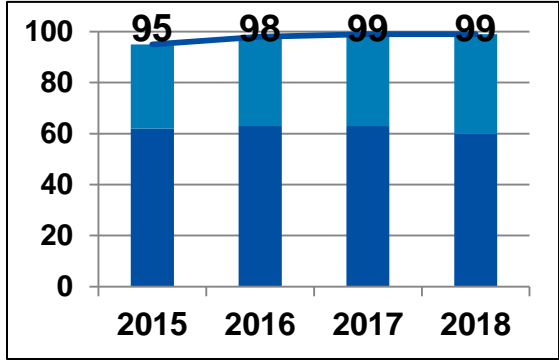
\* Those who indicated they have used the service.

# Fire Paramedic Service

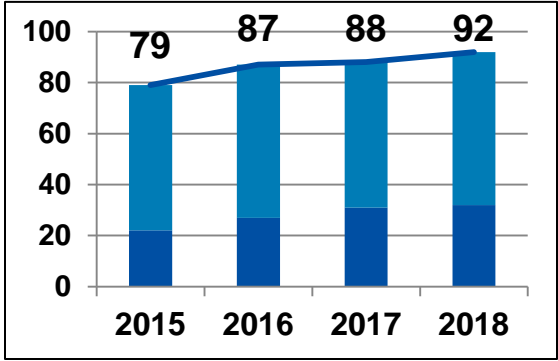
## Overall City Services

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86%	85%	88%	87%

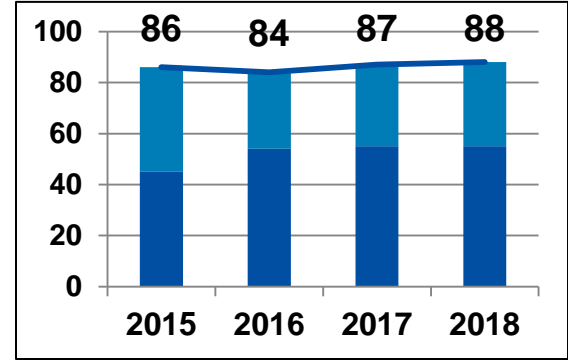
**Fire & rescue response to fire emergencies**



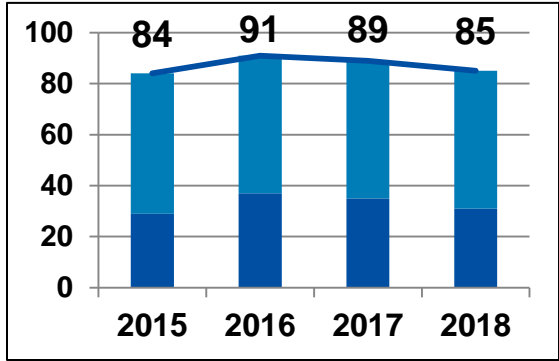
**Level of City preparedness to respond, assist**



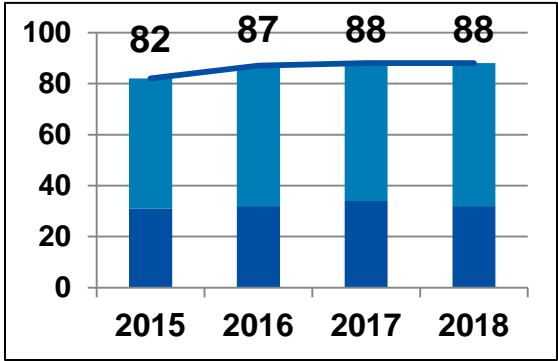
**Emergency response capability for medical emergencies\***



**Safety of existing buildings through fire inspections & enforcement**



**Fire & injury prevention education**



■ somewhat satisfied  
■ very satisfied

*\* Those who indicated they have used the service.*



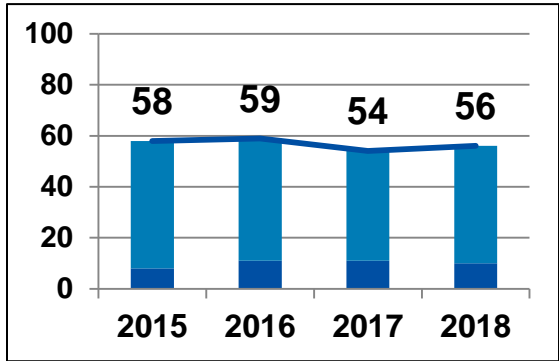
# Planning, Property & Development

## Overall City Services

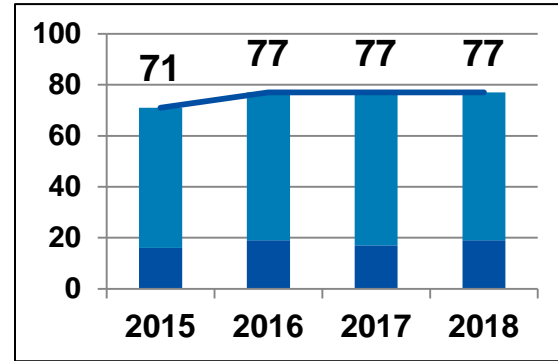
2015	2016	2017	2018
86%	85%	88%	87%

■ somewhat satisfied  
■ very satisfied

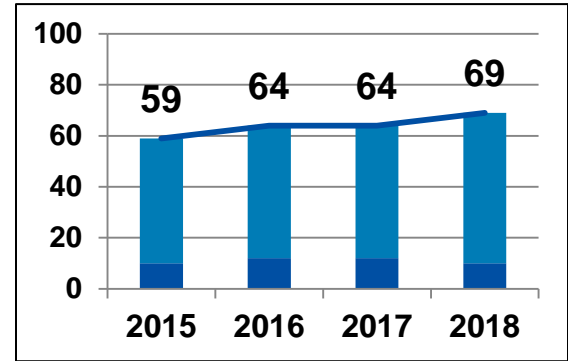
### City funding for improving inner city housing



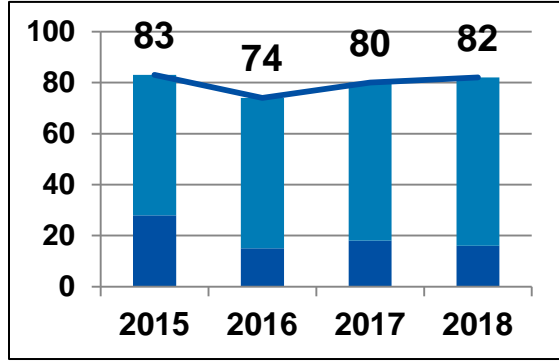
### Downtown renewal



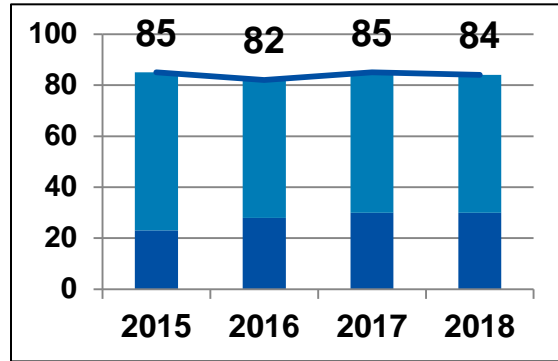
### Community planning (to guide growth & change)



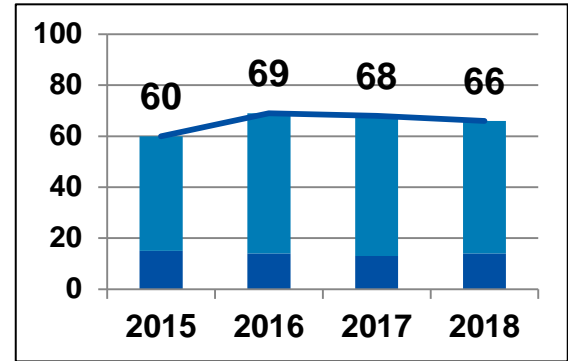
### City's effort in promoting economic development



### City's efforts in preserving heritage buildings



### Zoning regulations & building permits to regulate building & property development

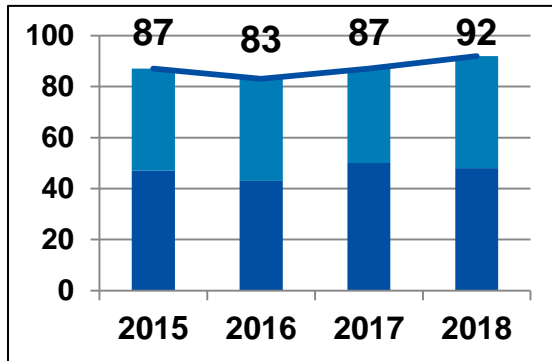


# Water and Waste

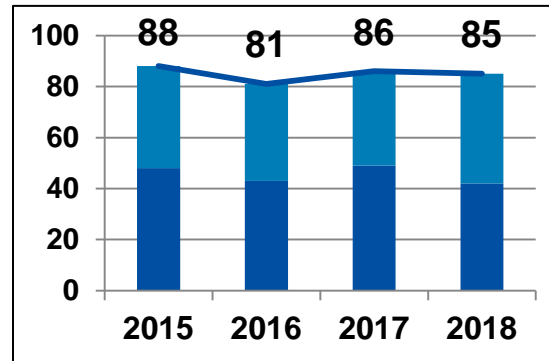
## Overall City Services

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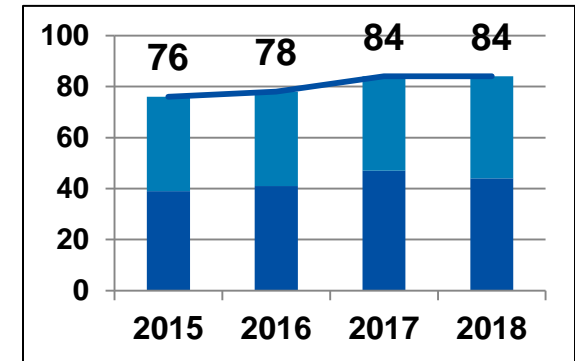
### Garbage collection



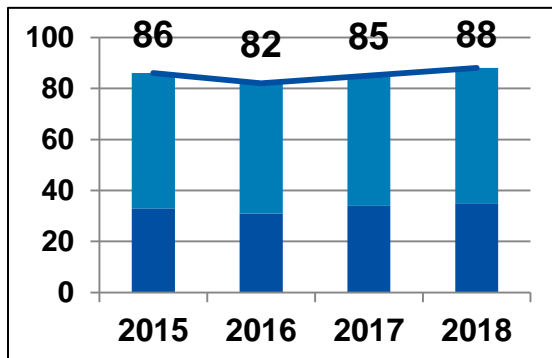
### Recycling program



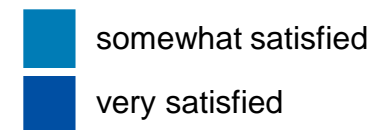
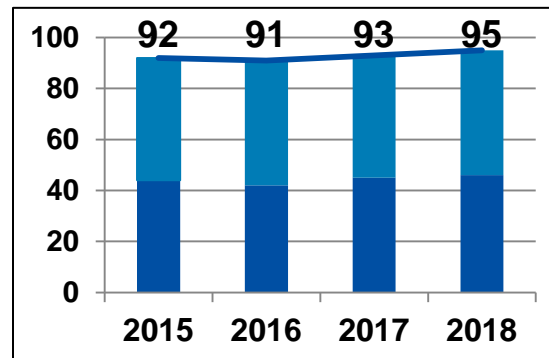
### Quality of the drinking water



### Protection from sewer backup

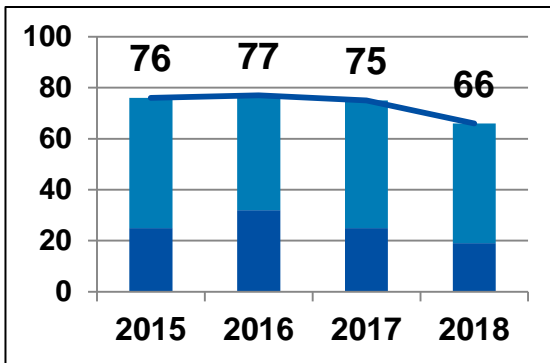


### Protection from river flooding

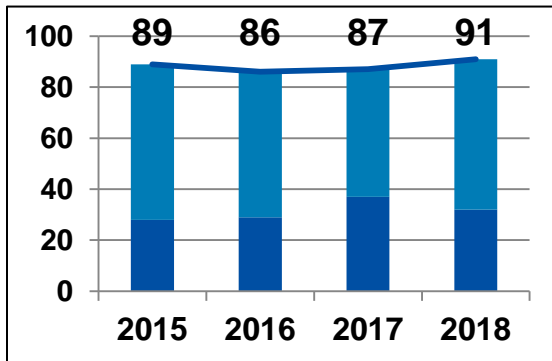


2015	2016	2017	2018
<b>86%</b>	<b>85%</b>	<b>88%</b>	<b>87%</b>

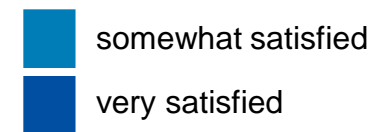
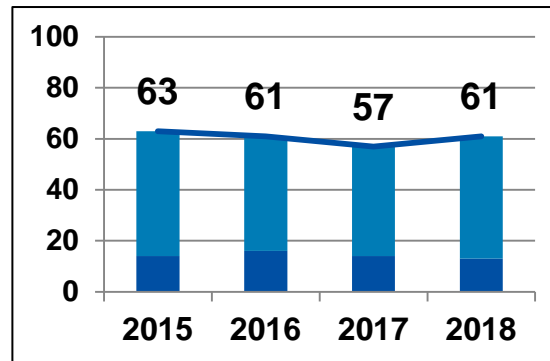
### Public transit\*



### Animal services



### Availability & convenience of on-street parking



\* Those who indicated they have used the service.

# USE OF CITY SERVICES

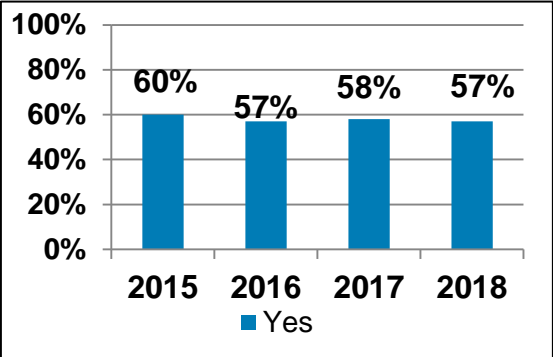
# Have you used...?

## Overall City Services

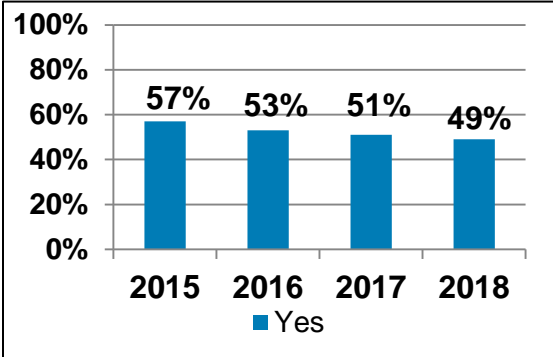
2015	2016	2017	2018
86%	85%	88%	87%

Citizens were asked “Have you visited / attended / used \_\_\_\_\_ in the past year?”

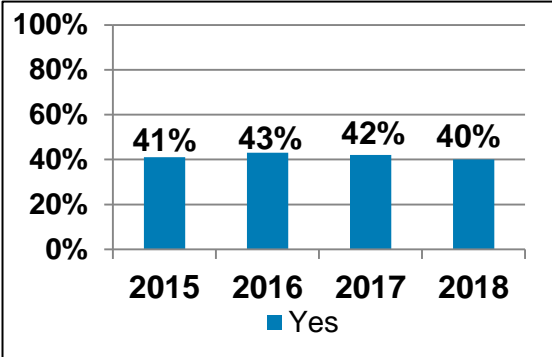
City recreation facilities



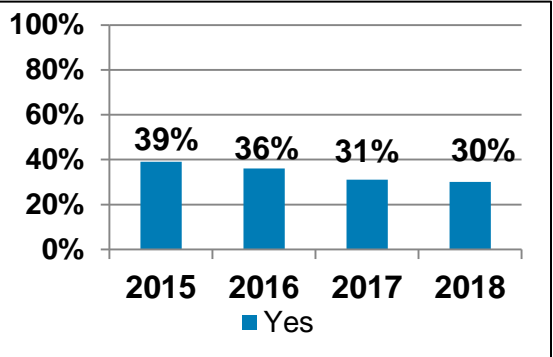
Community Centre facilities



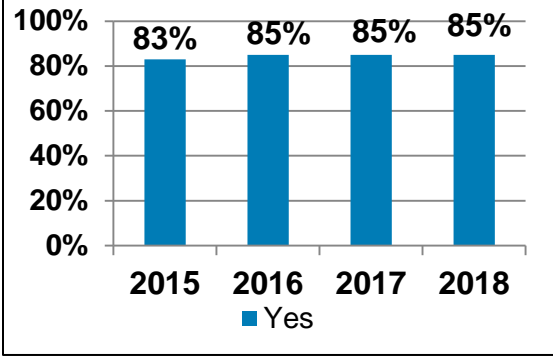
City-operated recreation programs (you or a family member)



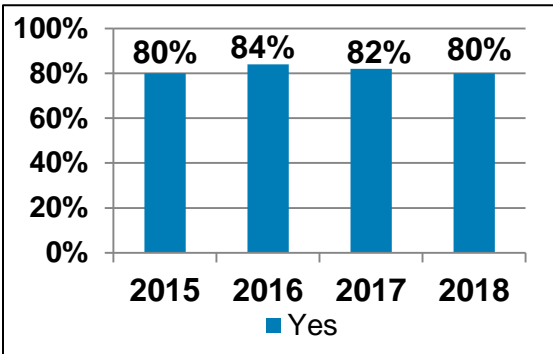
Community Centre recreation programs (you or a family member)



Local neighbourhood park



Major park such as Kildonan or St. Vital

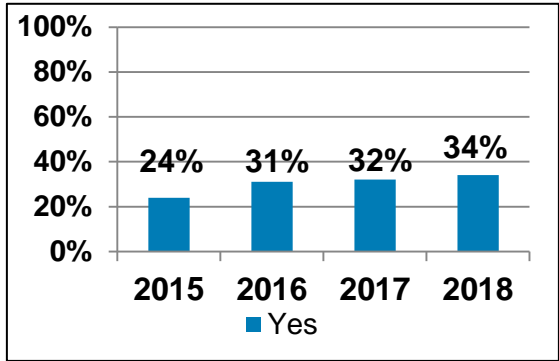


# Have you used...? (cont'd)

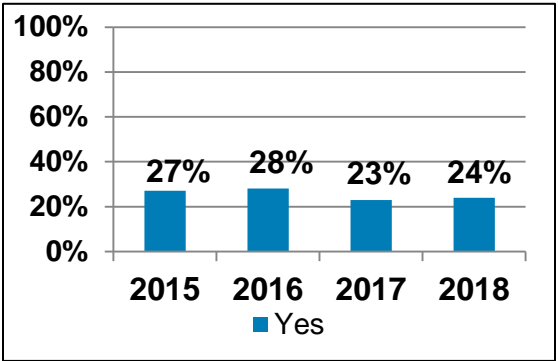
Overall City Services			
2015	2016	2017	2018
86%	85%	88%	87%

**Citizens were asked “Have you visited / attended / used \_\_\_\_\_ in the past year?”**

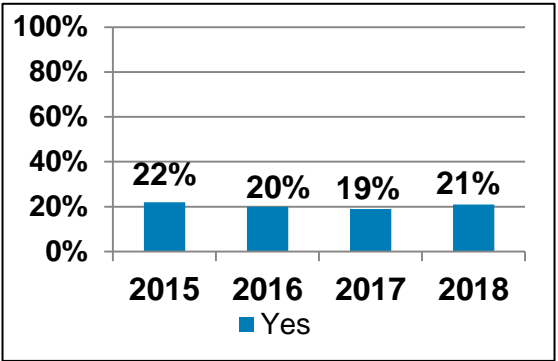
**City Transit** (regularly use - seasonally or at least once per week)



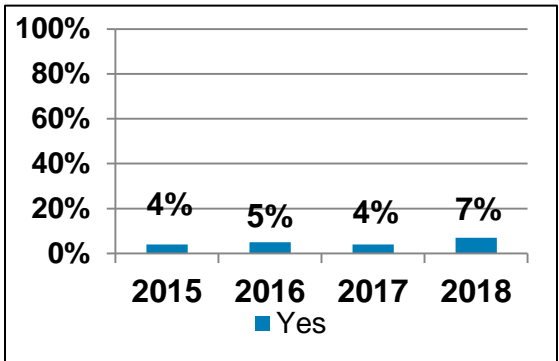
**Emergency Medical incident – paramedics** (you or a family member)



**Police service response to 911 calls** (used, or been involved in a 911 police incident)



**Building Permits**



**Public Libraries** (you or a family member)

