



CITIZEN PERSPECTIVE

2024 Citizen Survey



June 2024

presented by:



Background and Objectives

Project Background

- Historically this study has been used as a tool for measuring the level of satisfaction of the citizen's of Winnipeg.
- The City of Winnipeg has conducted this study annually since 2001 (there years missed – 2005, 2006, and 2008).

Project Objectives

1. Determine Winnipeg citizen's levels of satisfaction regarding their city
2. Determine Winnipeg citizen's current needs in their city
 - Gauge how those needs have changed and where they are heading
 - e.g. Are specific issues trending downward or emerging?

Methodology

A total of 600 Winnipeg citizens aged 18 years and over were interviewed by telephone between May 1 to May 21, 2024. The sample include both landlines and cell phone numbers. The final results in this survey are weighted by age, gender, and income of Winnipeg respondents according to 2021 Statistics Canada census data.

The margin-of-error for this telephone survey of 600 adults is +/- 4.0%, 19 times out of 20. The margin-of-error is higher for sub-populations analyzed in these results.

Where applicable, this report compares the results of the 2024 survey with the results of previous citizen satisfaction surveys conducted in 2020 to 2023.

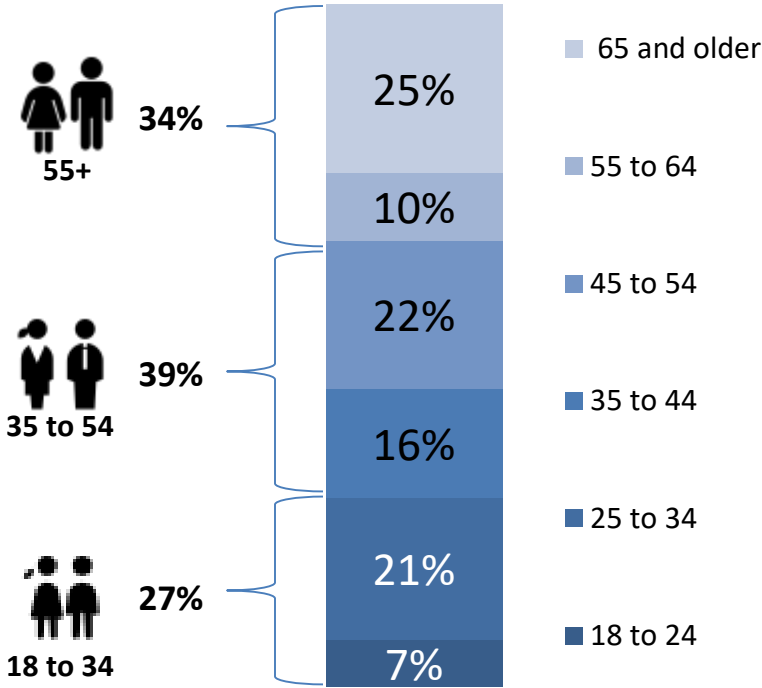
Notes:

- *Data presented is based on people who answered the survey questions (excludes “don’t know/refused” response).*
- *The percentages shown in this report may not add up to exactly 100%, due to rounding.*
- *Values 4% or less may not be shown in charts.*

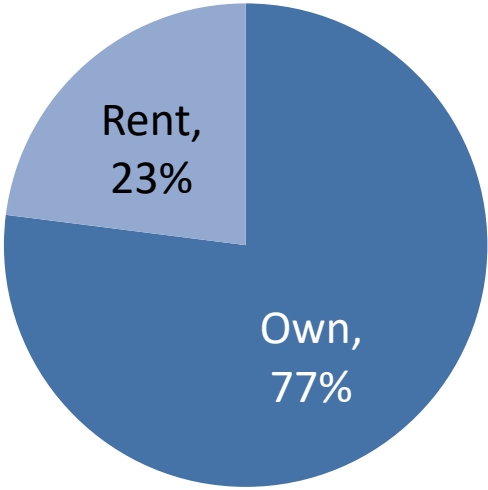
Demographics [1/2]

The majority of respondents are under 55 years old and about three-quarters are homeowners.

Age



Own/Rent Home



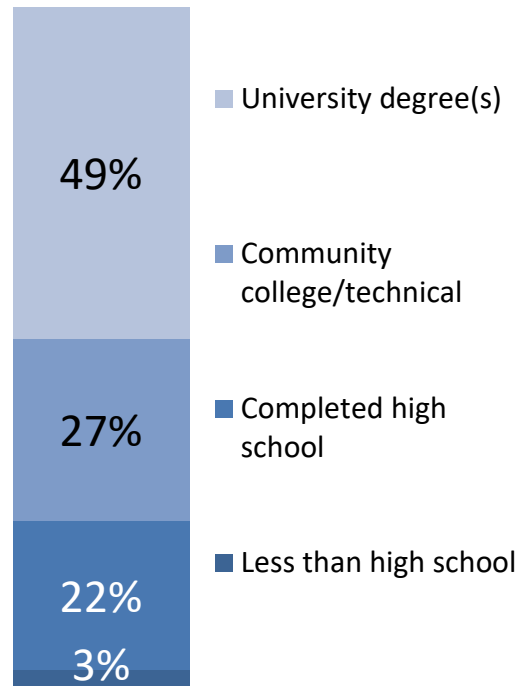
Q73 -- Which of the following age groups are you in? (Base: All respondents (excluding Refused). 2024 n=597) - unweighted

Q74 -- Do you rent or own your home? (Base: All respondents (excluding Don't know/Refused). 2024 n=586) - unweighted

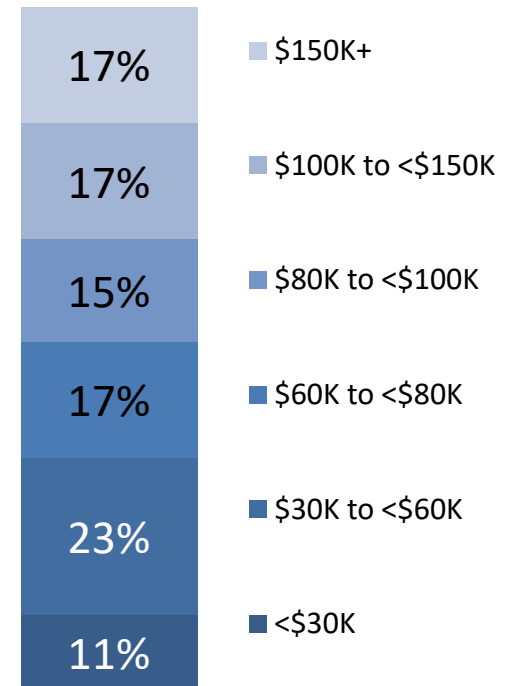
Demographics [2/2]

The majority of respondents have some post-secondary education with 49% having a university degree. Of the 69% of residents who answered the income question, about 2 in 3 have a household income of \$60,000 or more.

Level of Education



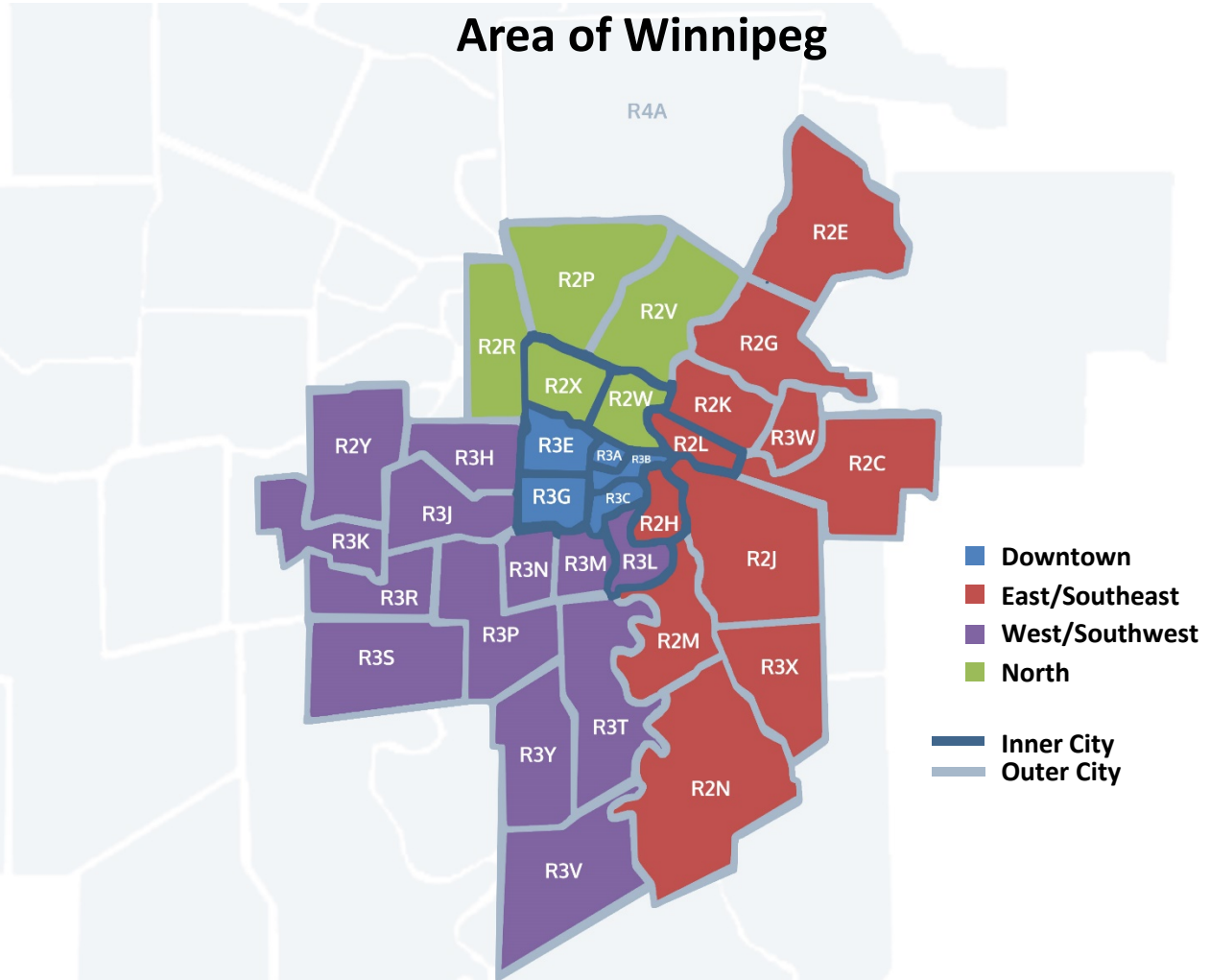
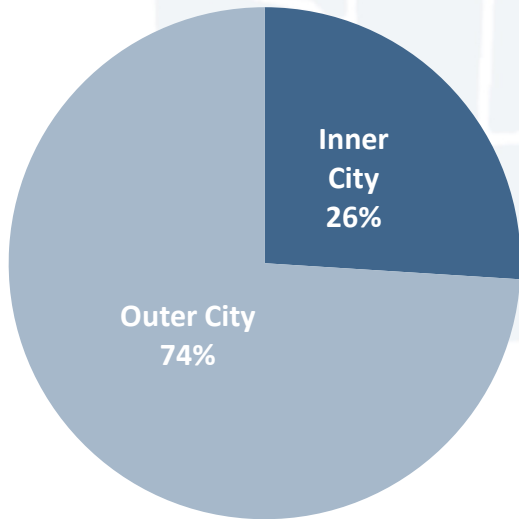
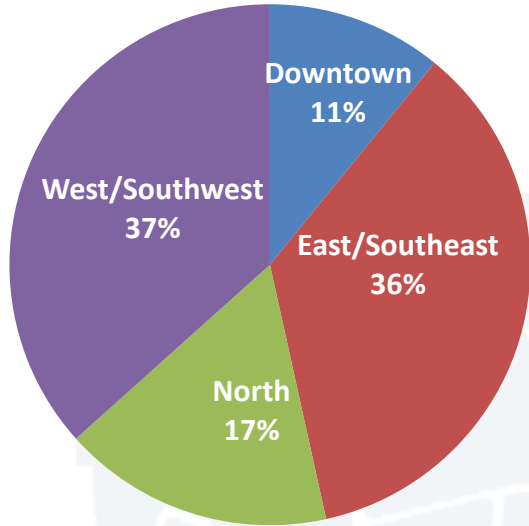
Household Income



Q75 -- What is the highest level of education you have completed? (Base: All respondents (excluding Don't know/Refused). 2024 n=591) - unweighted

Q76 -- Total household income before taxes. (Base: All respondents (excluding Don't know/Refused). 2024 n=411) - unweighted

Where do they live?



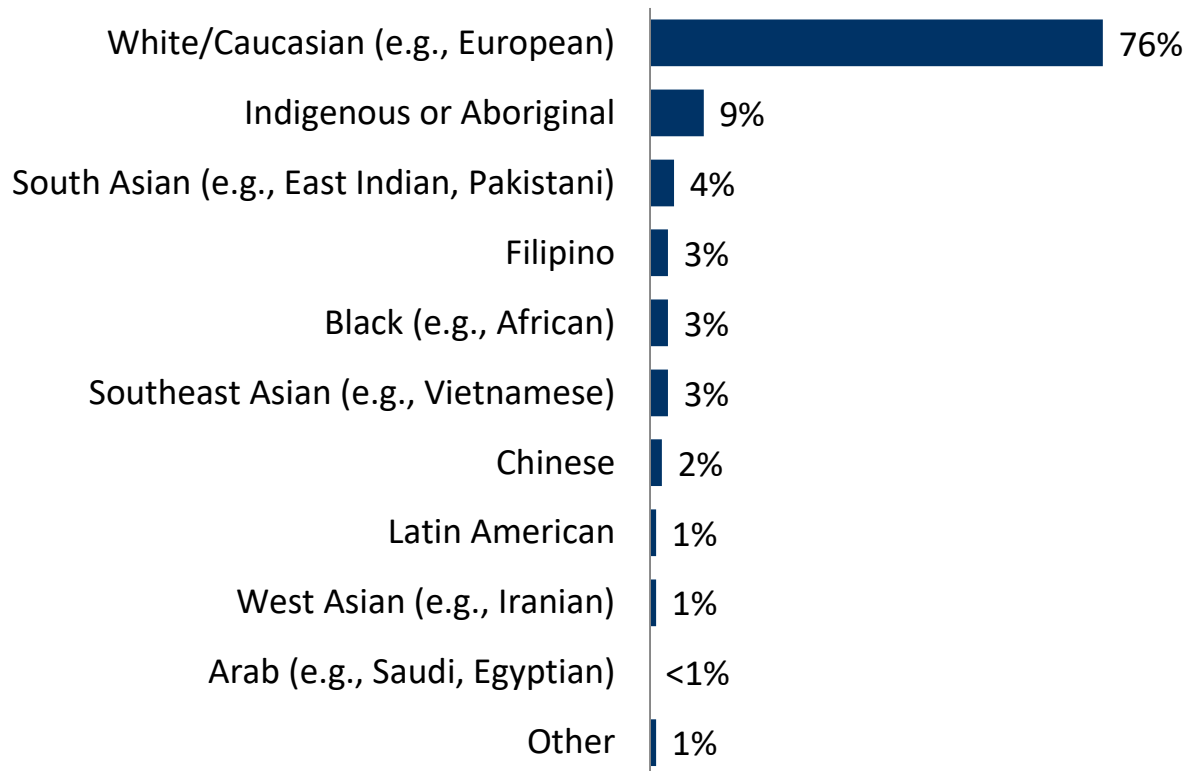
- Downtown
- East/Southeast
- West/Southwest
- North
- Inner City
- Outer City

Q78 -- First three characters of postal code. (Base: All respondents (excluding Don't know/Refused). 2024 n=594) – unweighted

How do they describe their Ethnic Origin?

Groupings are similar to those used by Statistics Canada. In the report, those identified as visible minority are those who identify as having a background other than only white/Caucasian or Indigenous.

Ethnic Origin



Q77 -- How would you describe your ethnic background? Multiple responses allowed (Base: All respondents (excluding Don't know/Refused). 2024 n=578) -- unweighted

THE RESULTS

2024 Overall Satisfaction



Quality of Life (Very good/Good)				
2020	2021	2022	2023	2024
97%	89%	88%	84%	82%



Value for Tax Dollars (Very good/Good)				
2020	2021	2022	2023	2024
78%	64%	59%	59%	55%

Net Promoter Score
(Recommendation)

-16



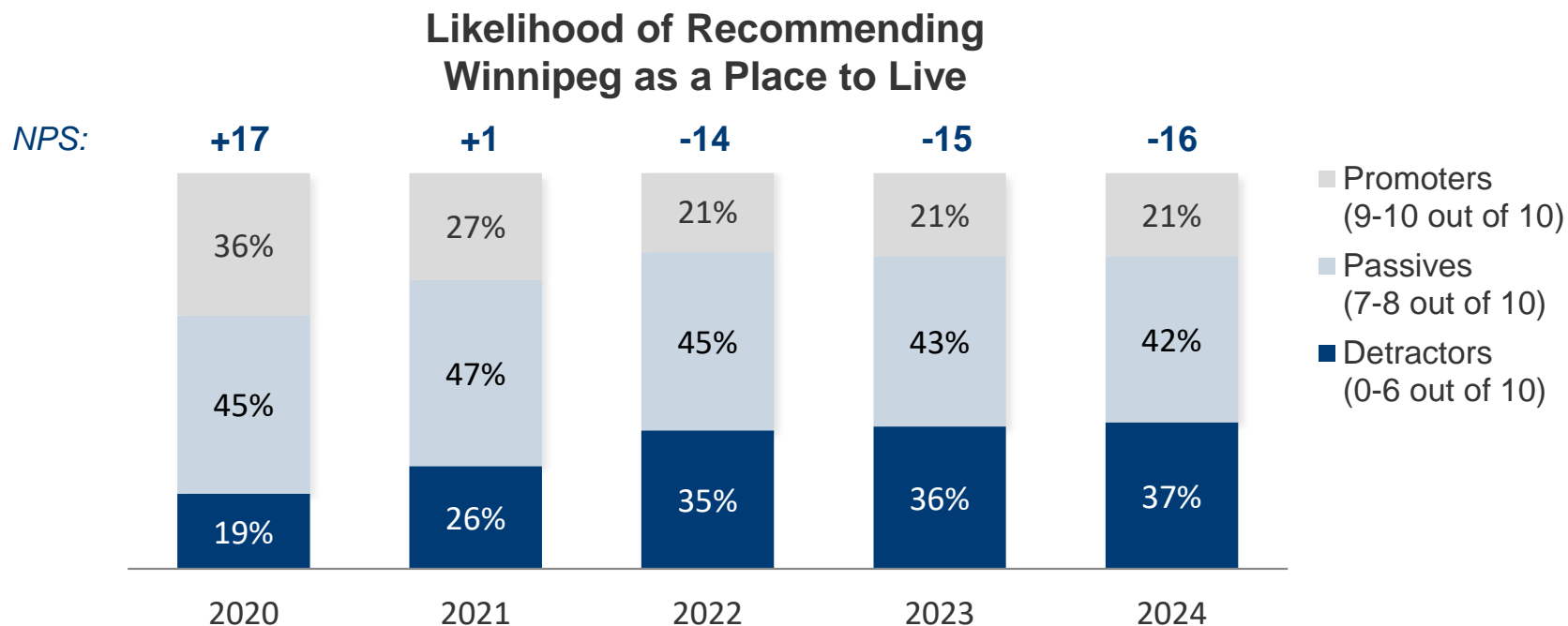
Overall City Services (Very /Somewhat Satisfied)				
2020	2021	2022	2023	2024
90%	87%	81%	80%	76%



Customer Service (Very /Somewhat Satisfied)				
2020	2021	2022	2023	2024
82%	78%	73%	72%	78%

Net Promoter Score Value

21% are classified as Winnipeg Promoters, and the overall 2024 NPS is -16. This is a 1-point decrease compared to 2023. It marks the 3rd straight year of a greater number of detractors than promoters.



There are no demographic subgroups more likely to be Promoters in 2024.

NET Promoter Score (NPS) is calculated by subtracting the Detractor score from the Promoter score (% Promoters - % Detractors)

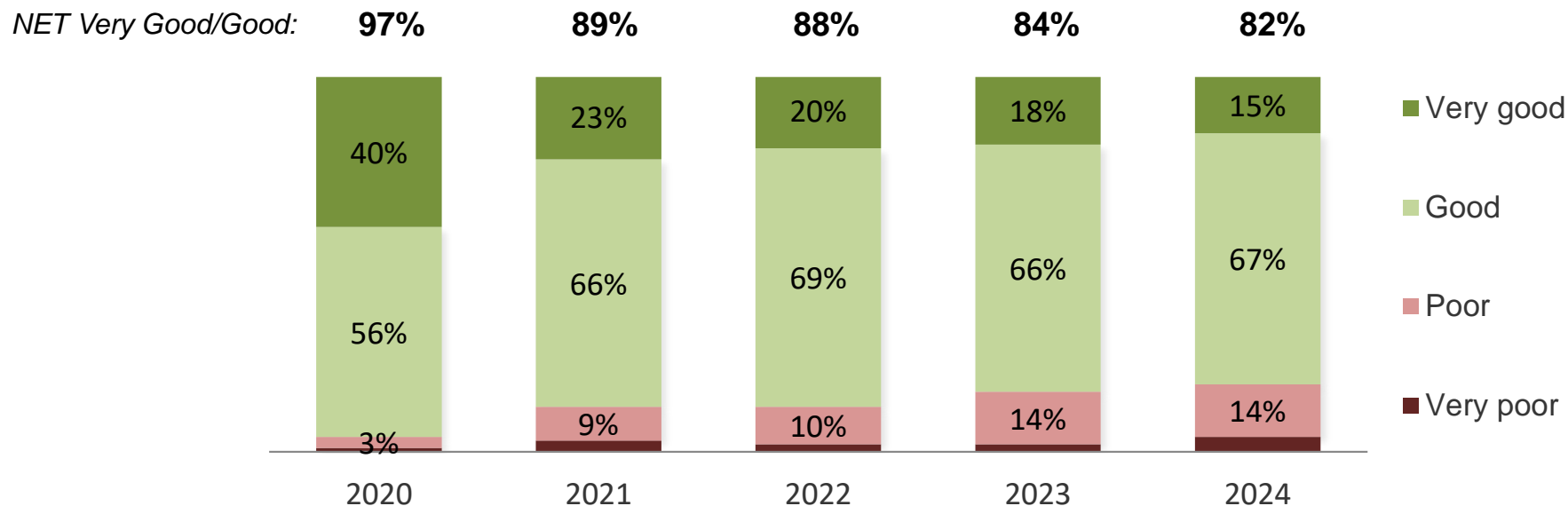
Q2 -- On a scale from 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend Winnipeg as a place to live? (Base: All respondents (excluding Don't know/Refused). 2024 n=597)

QUALITY OF LIFE

Quality of Life

Although 82% of Winnipeggers rate the overall quality of life in Winnipeg as very good or good, it marks the fourth consecutive decrease and the proportion who say it is very good has also decreased over that time.

Overall quality of life in Winnipeg today

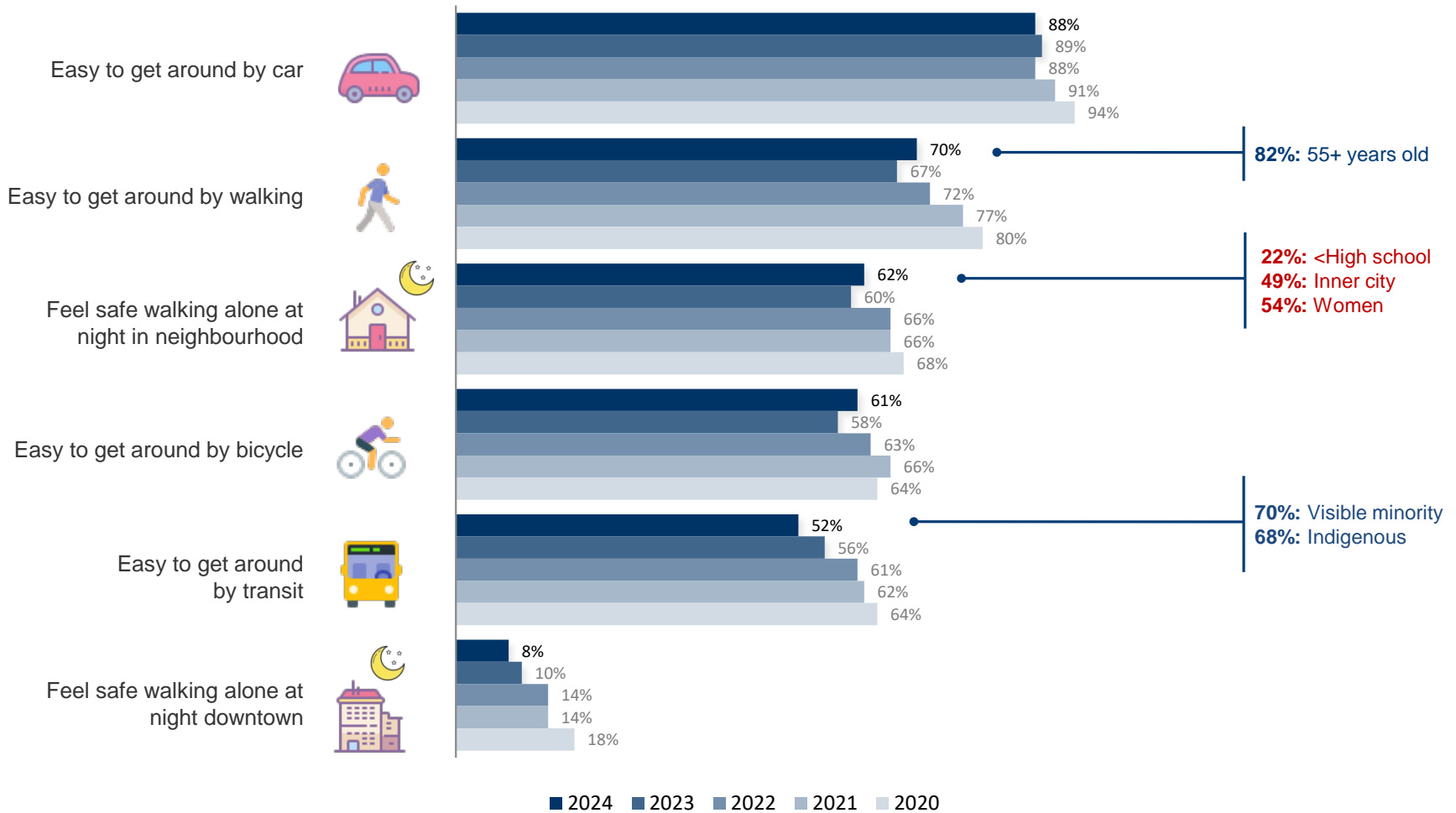


Those who identify as Indigenous (59%) are less likely to rate quality of life as very good or good.

Q3 -- In general, how would you consider the overall quality of life in Winnipeg today? (Base: All respondents (excluding Don't know/Refused). 2024 n=594)

Quality of Life Statements

Quality of Life Ratings (Strongly agree/Agree)

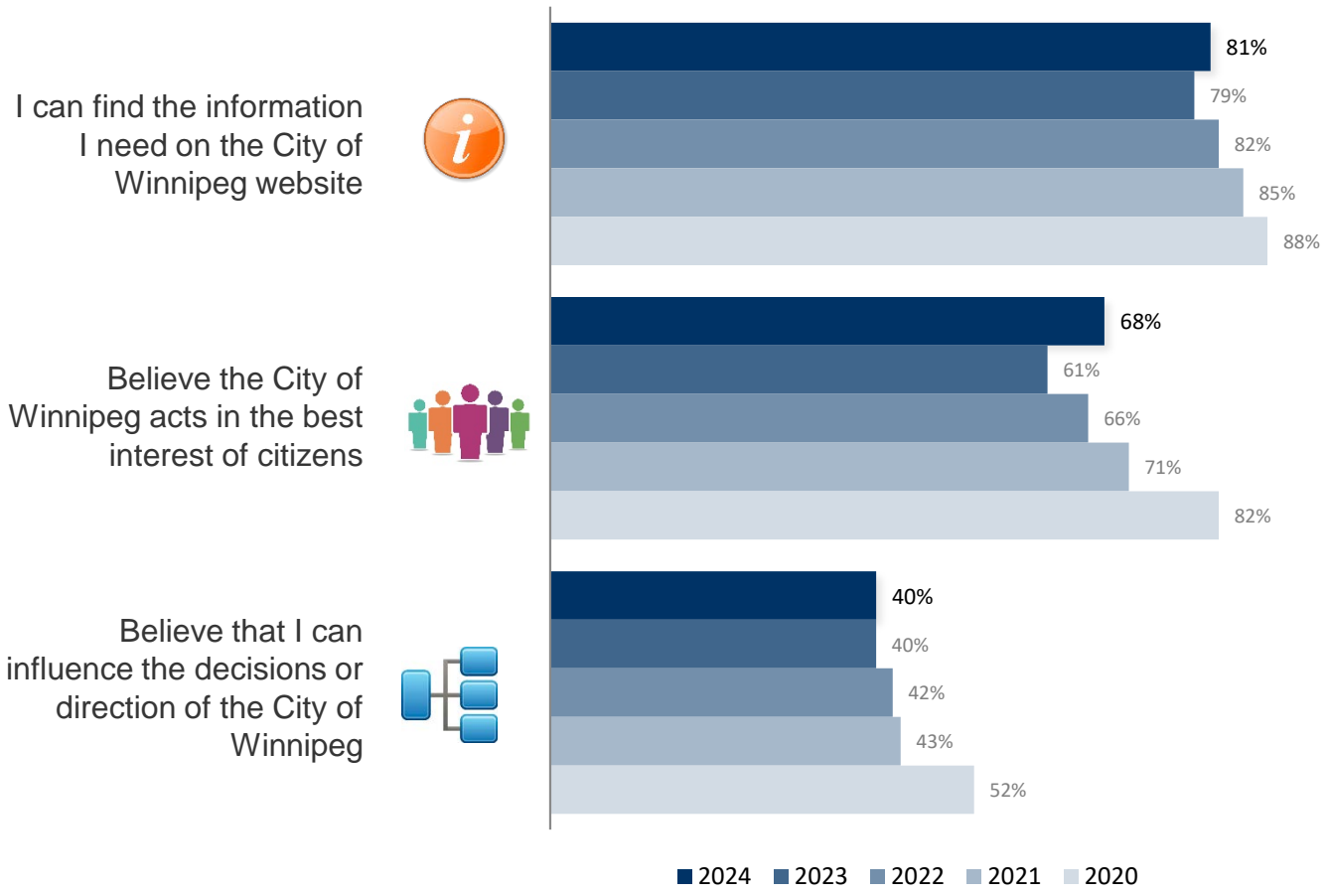


■ 2024 ■ 2023 ■ 2022 ■ 2021 ■ 2020

Q4 to Q9 -- I am now going to read you a few statements about your perception of Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree. (Base: All respondents (excluding Don't know/Refused). 2024 n=450-598)

Perceptions of Winnipeg Statements [1/2]

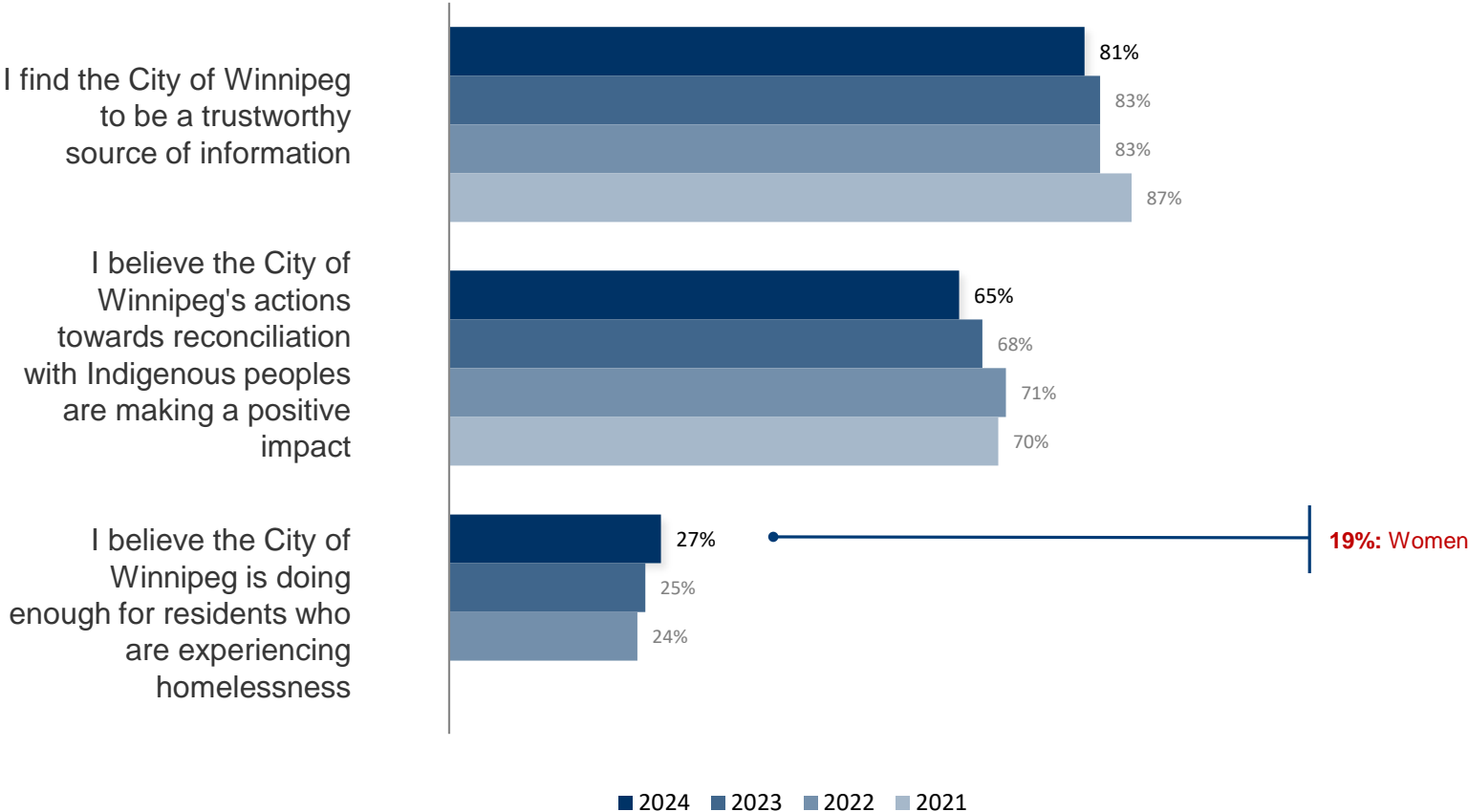
Perceptions of Winnipeg Ratings (Strongly agree/Agree)



Q10 to Q12 -- I am now going to read you a few statements about your perception of Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree. (Base: All respondents (excluding Don't know/Refused). 2024 n=522-579)

Perceptions of Winnipeg Statements [2/2]

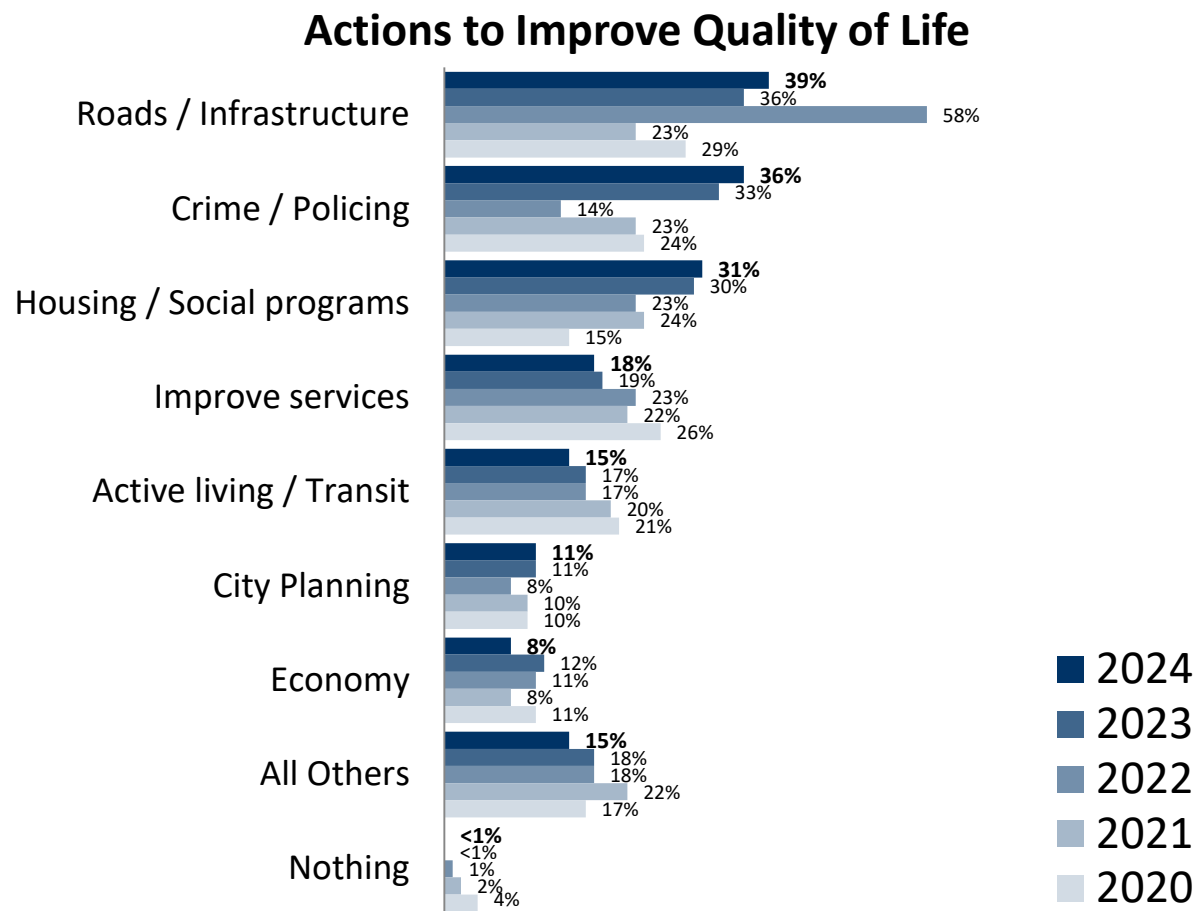
Perceptions of Winnipeg Ratings (Strongly agree/Agree)



Q12A to Q12C -- I am now going to read you a few statements about your perception of Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree. (Base: All respondents (excluding Don't know/Refused). 2024 n=520-563)

Actions to Improve Quality of Life ^[1/3]

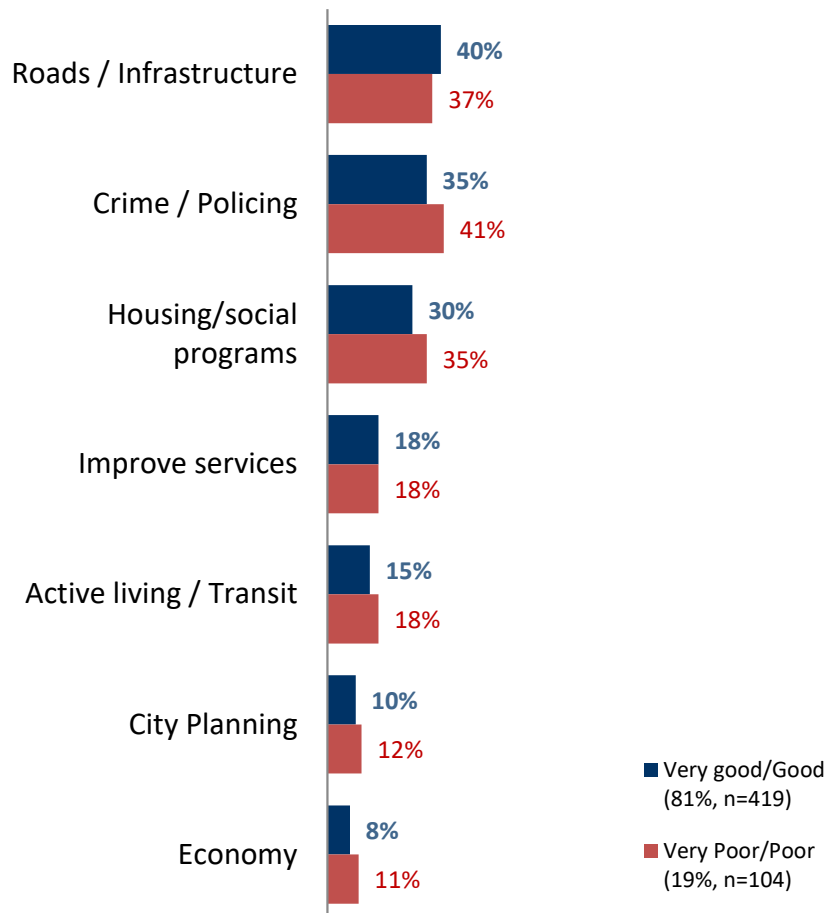
Citizens most commonly mentioned *roads and infrastructure* for improving the quality of life in Winnipeg, followed by *crime and policing*. Results overall are similar to 2023.



Q13 -- What actions do you think the City of Winnipeg could take to improve the quality of life in the City? (accept up to 3 answers) (Base: All respondents (excluding Don't know/Refused). 2024 n=530)

Actions to Improve Quality of Life [2/3]

Top Actions by perceived Quality of Life



Most common actions for Good/Very good (81%, n=419)

- Fix roads and streets (34%)
- Reduce crime (23%)
- Address homelessness (19%)
- Improve public transit (9%)
- Develop affordable housing (9%)

Most common actions for Very poor/Poor (19%, n=104)

- Reduce crime (35%)
- Fix road and streets (28%)
- Address homelessness (23%)
- Fix the City's infrastructure (12%)
- Improve public transit (12%)

Q13 -- What actions do you think the City of Winnipeg could take to improve the quality of life in the City? (accept up to 3 answers) (Base: All respondents (excluding Don't know/Refused). 2024 n=530)

Actions to Improve Quality of Life [3/3]

Selected verbatims for Good/Very good (81%)

- “Fix the potholes. Renew the downtown for all citizens to be safe -- for example, add festivals in the area.”
- “Improving downtown.”
- “Infrastructures are the worst, too many people getting building permits that have no right to be approved.”
- “More police officers and improve the roads.”
- “Reduce crime. Fix the condition of the streets.”
- “Road repair.”
- “Too many stabbings, and when they catch the guys, they let them out right away.”

Selected verbatims for Very poor/Poor (19%)

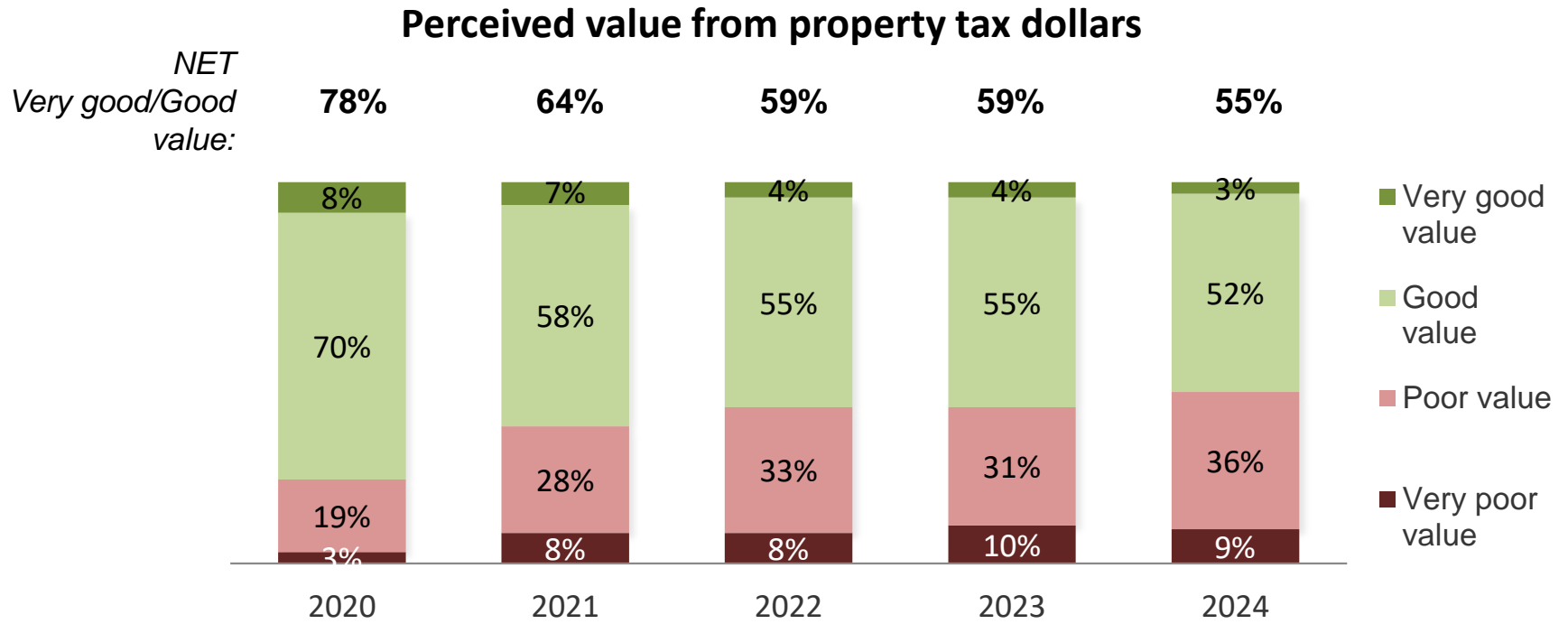
- “Address homelessness and addiction. Improve the transit system.”
- “Better policing. Harsher consequences for criminals. Make it easier for those on a bicycle.”
- “Make it feel safer. I feel scared to walk around. Fix roads, lots of potholes.”
- “Revive downtown. Fix our roads and bridges. Better health care. Bring back more emergency hospitals. We are taxed to death, bring that down.”
- “Roads need to be improved. Safety of Transit. Clean up Main Street by supporting the homeless population.”

Q13 -- What actions do you think the City of Winnipeg could take to improve the quality of life in the City? (accept up to 3 answers) (Base: All respondents (excluding Don't know/Refused). 2024 n=530)

VALUE FOR TAX DOLLARS

Value for Tax Dollars

Over half of Winnipeggers feel that they receive good or very good value for their property tax dollars; however, this proportion has dropped to the lowest over the past five years.

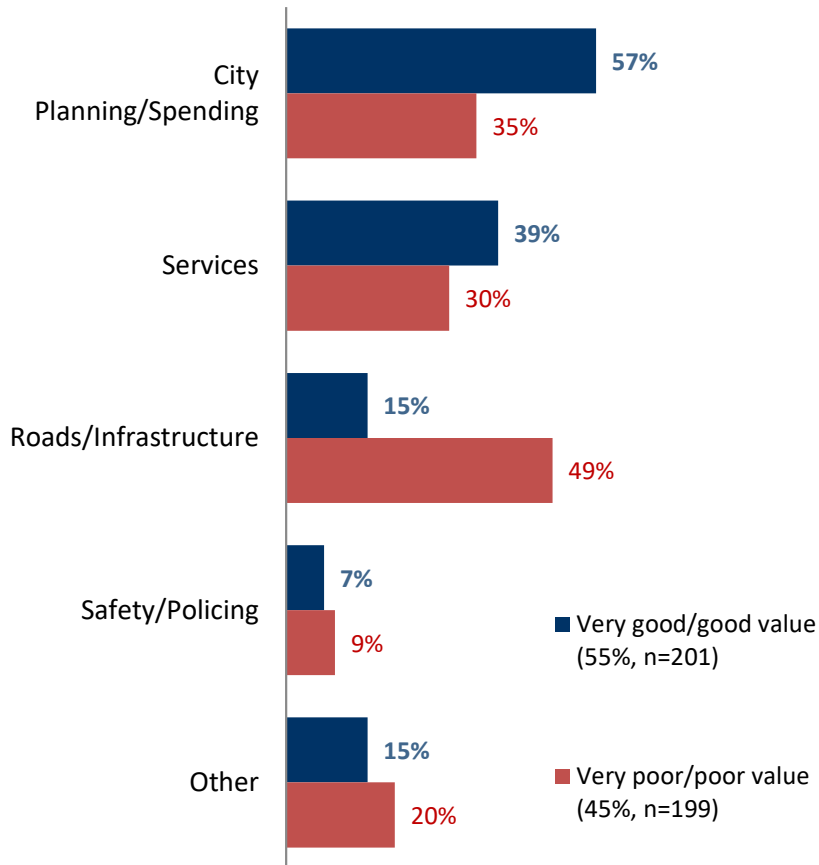


There are no demographic subgroups more likely to rate value for tax dollars as very good or good.

Q14 -- Considering the services provided by the City for your property tax dollars, do you feel you receive... (Base: All respondents (excluding Don't know/Refused). 2024 n=546)

Reasons for Value Received for Tax Dollars [1/2]

Reasons by perceived value



Most common reasons for Very good/good value (55%, n=201)

- General satisfaction with the City (44%)
- Satisfaction with garbage/recycling (18%)
- Satisfaction with snow clearing (16%)
- Satisfaction with street cleaning (12%)

Most common reasons for Very poor/poor value (45%, n=199)

- Dissatisfaction with roads (45%)
- Dissatisfaction with the City's spending (18%)
- Dissatisfaction with services/workers (12%)
- Dissatisfaction with City administration (11%)
- High taxes (10%)

Q14B -- Why do you feel you receive <<Q14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an opinion about value for taxes (excluding Don't know/Refused). 2024 n=400)

Reasons for Value Received for Tax Dollars [2/2]

Selected verbatims for Very good/good value (55%)

- “Area I live in is very good.”
- “Garbage and recycling is picked up regularly. I had to call 911 for a fire in the last year - firefighters came quite quickly. Easy to find parking in neighbourhood.”
- “Garbage pickup and they try to fix the roads.”
- “Getting good basic services - garbage collection, snow removal.”
- “Given the infrastructure in the neighborhood, I think it is an improvement.”
- “I think they keep the road in half reasonable conditions considering our winters.”
- “I'm in an apartment and I'm happy with the rent that I pay.”
- “Road and snow cleaning/clearing. Garbage pickup.”
- “The services we get such as snow clearing, sidewalk cleaning are good services.”
- “We pay a lot for our taxes but I think we have very good city services, unfortunately you have to pay to get good services.”

Selected verbatims for Very poor/poor value (45%)

- “Everything (buildings, roads) is deteriorating.”
- “How the money is spent, the perception is that it's being wasted.”
- “I get taxed so much, yet nothing gets improved, basic stuff like road conditions, accessibility for disabled, and adding stupid bike lanes everywhere, it's a waste of money.”
- “Lack of services.”
- “Most areas of the city aren't safe and roads are awful.”
- “Potholes, taxes are high, and less services.”
- “Streets are bad, schools keep getting programs cut.”
- “The schools are introducing pornography in their education which I do not approve.”
- “The services are coming down - snow clearing is getting poorer and spring cleaning the streets is not happening now.”
- “We have crumbling roads. Arlington Bridge shut down. Too much spending on policing.”

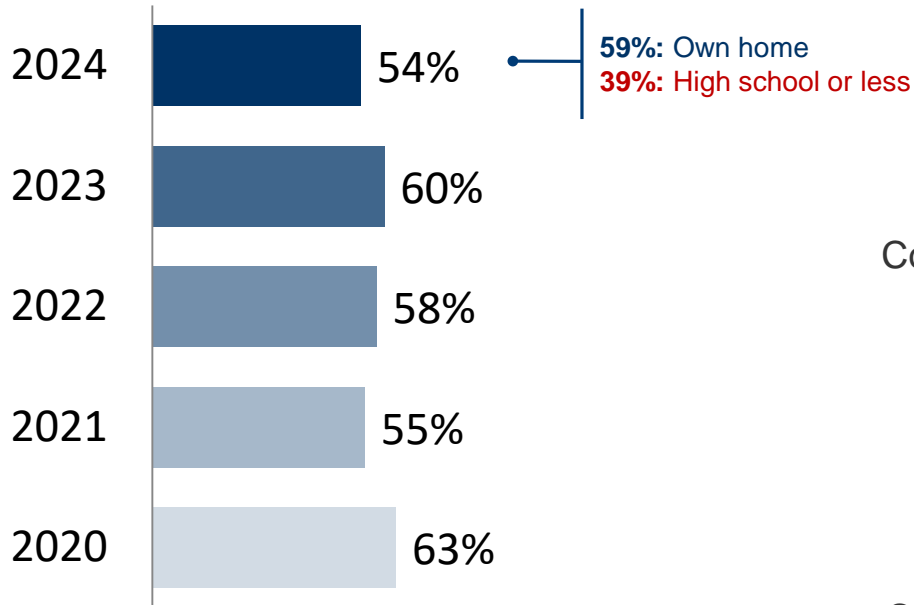
Q14B -- Why do you feel you receive <<Q14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an opinion about value for taxes (excluding Don't know/Refused). 2024 n=400)

CUSTOMER SERVICE

Contact with the City

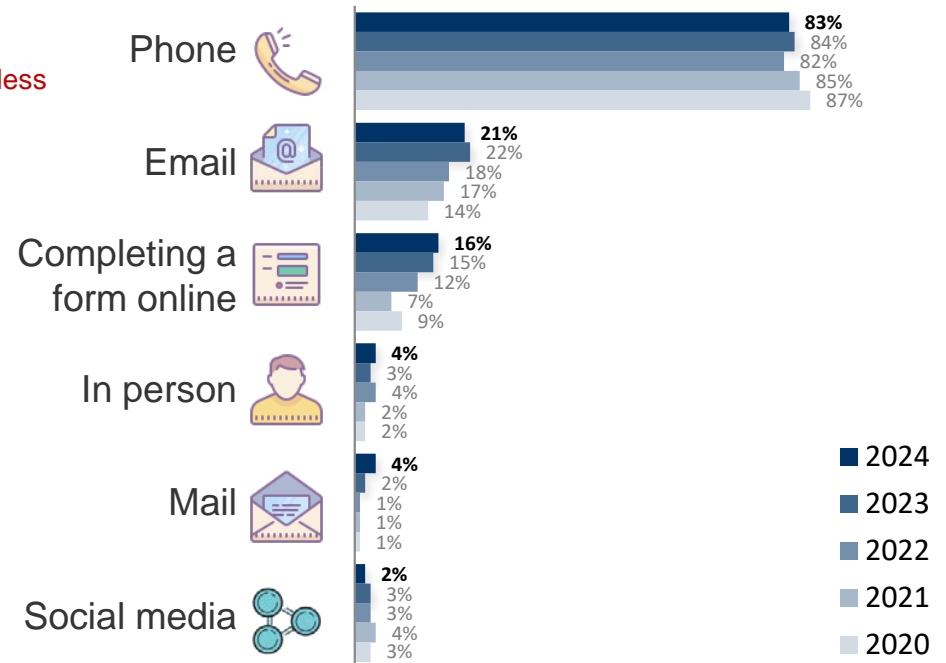
Slightly over half of Winnipeggers contacted the city in the past year, with homeowners and those with post-secondary education being more likely to do so. Phone is the most common method used to contact the City followed by email; however, there is continued growth in completing an online form.

Contacted City in the last year



How did you contact the City?

(base: contacted the City)



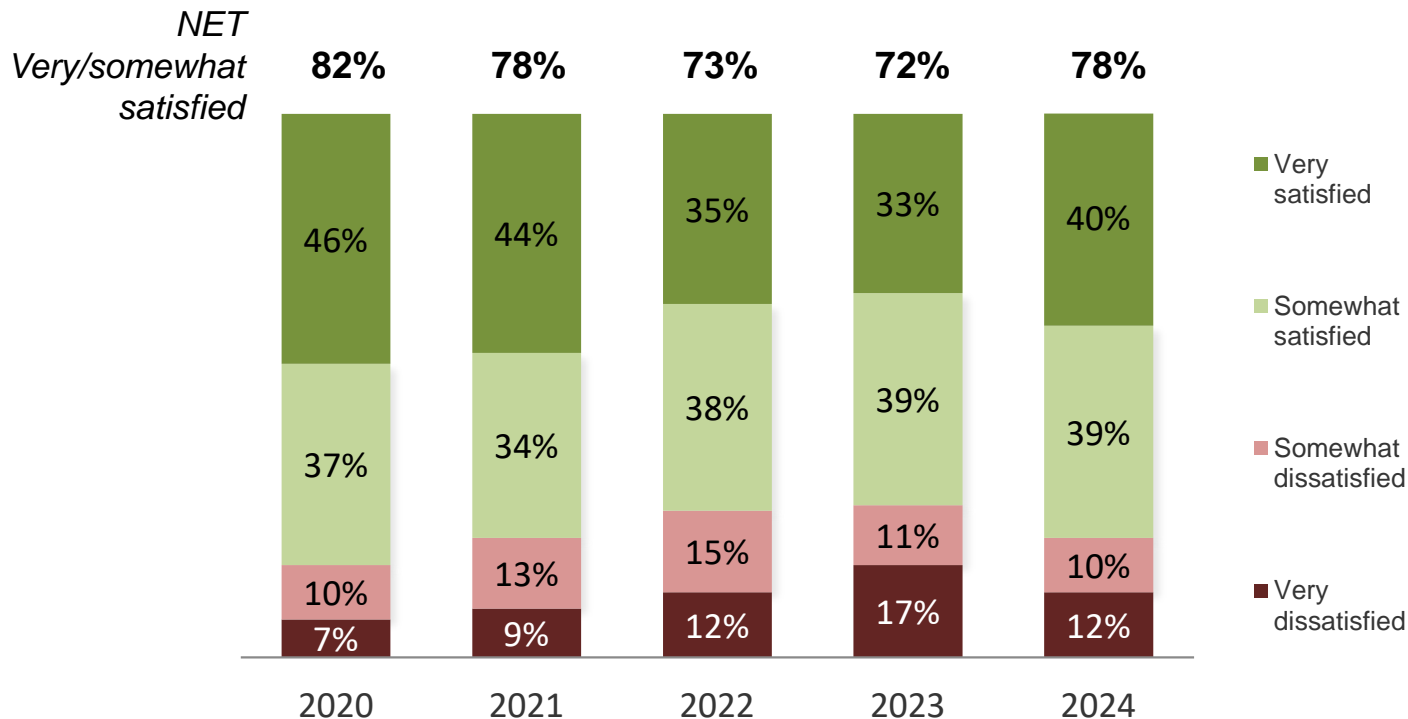
Q65 -- Have you contacted 311 or another staff member from the City of Winnipeg in the last year? (Base: All respondents (excluding Don't know/Refused). 2024 n=594)




Q66 -- How did you contact the City of Winnipeg? Multiple responses allowed (Base: Contacted the city (excluding Don't know/Refused). 2024 n=319)

Satisfaction with Customer Service

Satisfaction with customer service remains high, increasing by six points from last year.
Satisfaction with service is highest for those who contact the City by phone.

Satisfaction with Customer Service



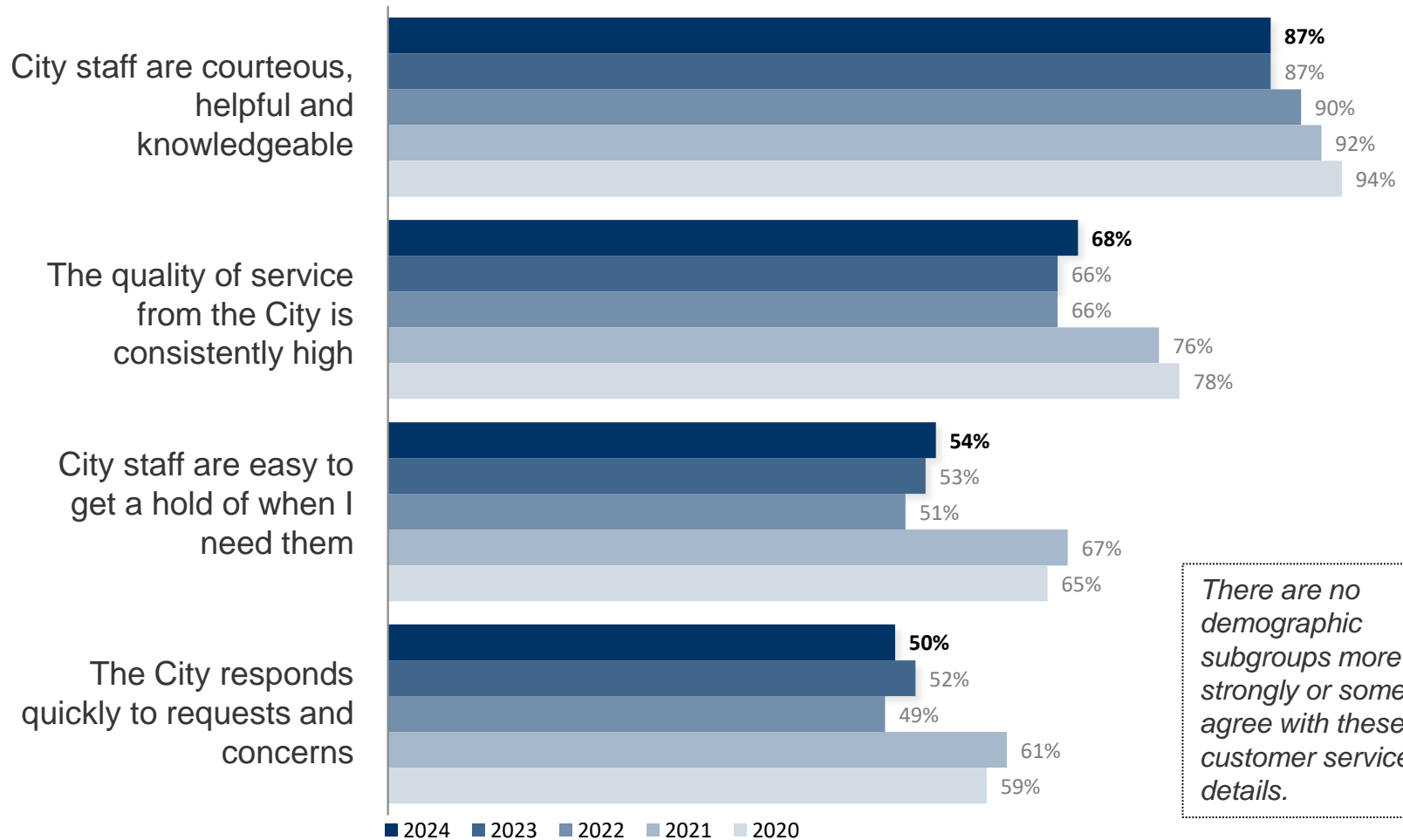
Method of contact	% Very/ Somewhat satisfied
Phone 	78%
Email 	74%
Online 	70%

There are no demographic subgroups more likely to be satisfied with the customer service experience.

Q67 -- How would you rate the experience? (Base: Contacted the city (excluding Don't know/Refused). 2024 n=317)

Customer Service Details

Agreement with Statements (Strongly/Somewhat Agree)

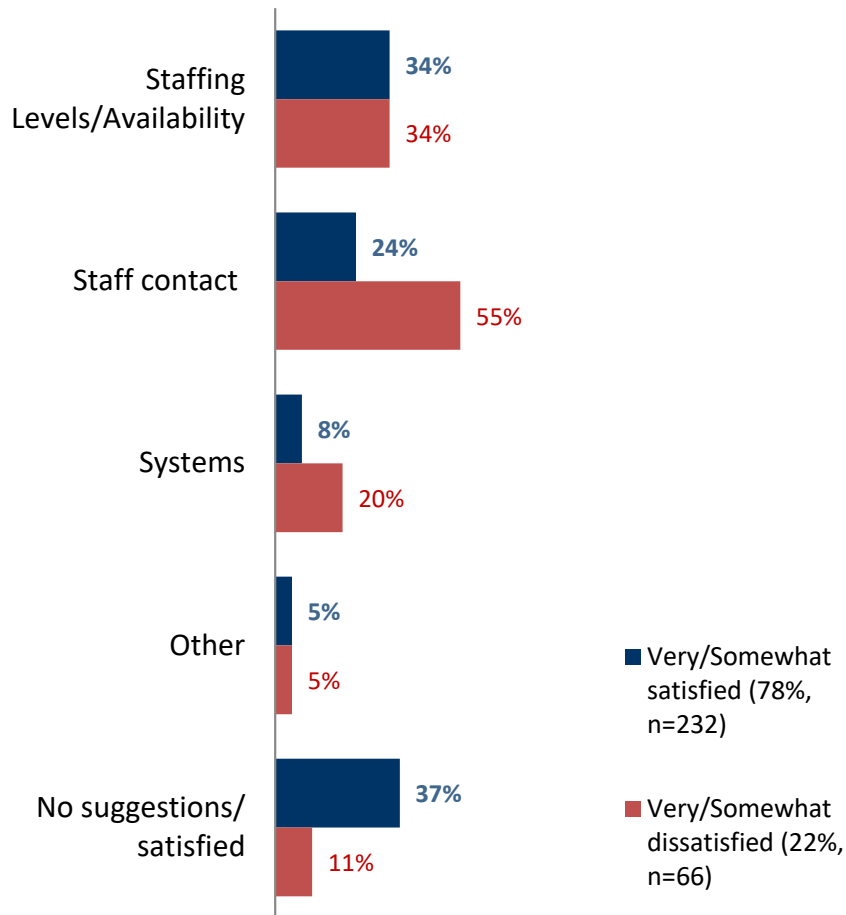


There are no demographic subgroups more likely strongly or somewhat agree with these customer service details.

Q68 to Q71 -- I am going to read you a number of statements about the City. Thinking about your personal dealings with the City of Winnipeg and your general impressions, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (Base: Contacted the city (excluding Don't know/Refused). 2024 n=314-316)

Improvement to Customer Service [1/2]

Customers service improvements by satisfaction level



Most common improvements for Very/Somewhat satisfied (78%, n=232)

- No suggestions/satisfied (37%)
- Answer phone more quickly/less time on hold (16%)
- More people on staff (15%)
- Staff should respond to issues quicker (9%)

Most common improvements for Very/Somewhat dissatisfied (22%, n=66)

- Answer phone more quickly/less time on hold (19%)
- More people on staff/phones (14%)
- Less automation (14%)
- Staff should respond to issues quicker (12%)
- Staff should be more knowledgeable (12%)

Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2024 n=298)

Improvement to Customer Service [2/2]

Selected verbatims for Very/Somewhat satisfied (78%)

- “Additional staff for inbound response. Additional workforce for seasonality.”
- “Faster and make call backs.”
- “Hire more staff for the city.”
- “Leverage online ways to contact, modernize.”
- “More staff to answer in a timely manner.”
- “Shorter wait times when you call 311.”
- “They need to improve inner employee relationship.”

Selected verbatims for Very/Somewhat dissatisfied (22%)

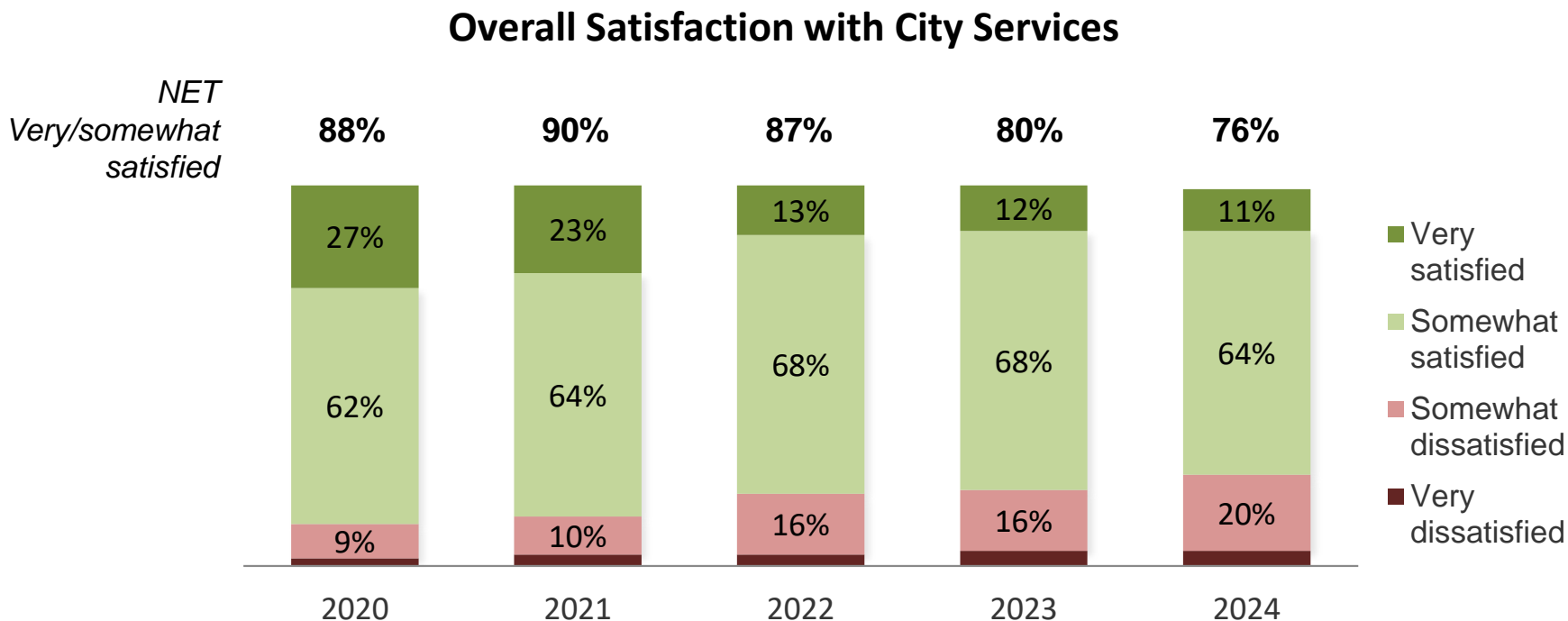
- “311 system if you call it, they just redirect you to email. So, more live people needed.”
- “Hire more people. Educate them more so operators know what department to put you through immediately.”
- “Hiring more staff to avoid long wait times.”
- “More people to respond quickly.”
- “More staff faster response time.”
- “Shorter wait times. More staff.”
- “The main problem is system itself.”

Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2024 n=298)

CITY SERVICES

Overall Satisfaction with City Services

76% of Winnipeggers are at least somewhat satisfied with city services, which dropped for the third consecutive survey.



There are no demographic subgroups more likely to be satisfied with the overall satisfaction with city services.

Q52 -- In general, how satisfied are you overall with the services provided by the City of Winnipeg? (Base: All respondents (excluding Don't know/Refused). 2024 n=597)

Importance of Service Areas ^[1/2]

Amongst four areas, Winnipeggers rank public safety as the most important service area followed by infrastructure.

Service Area	Importance (weighted)	% Ranked 1 and 2	2023
Public Safety (Fire Paramedic, Police)	1.7	83%	↓
Infrastructure (Roads, Water)	2.3	65%	↑
Community Services (Libraries, Recreation)	2.8	35%	↓
Property & Development (Land use planning)	3.2	20%	↑

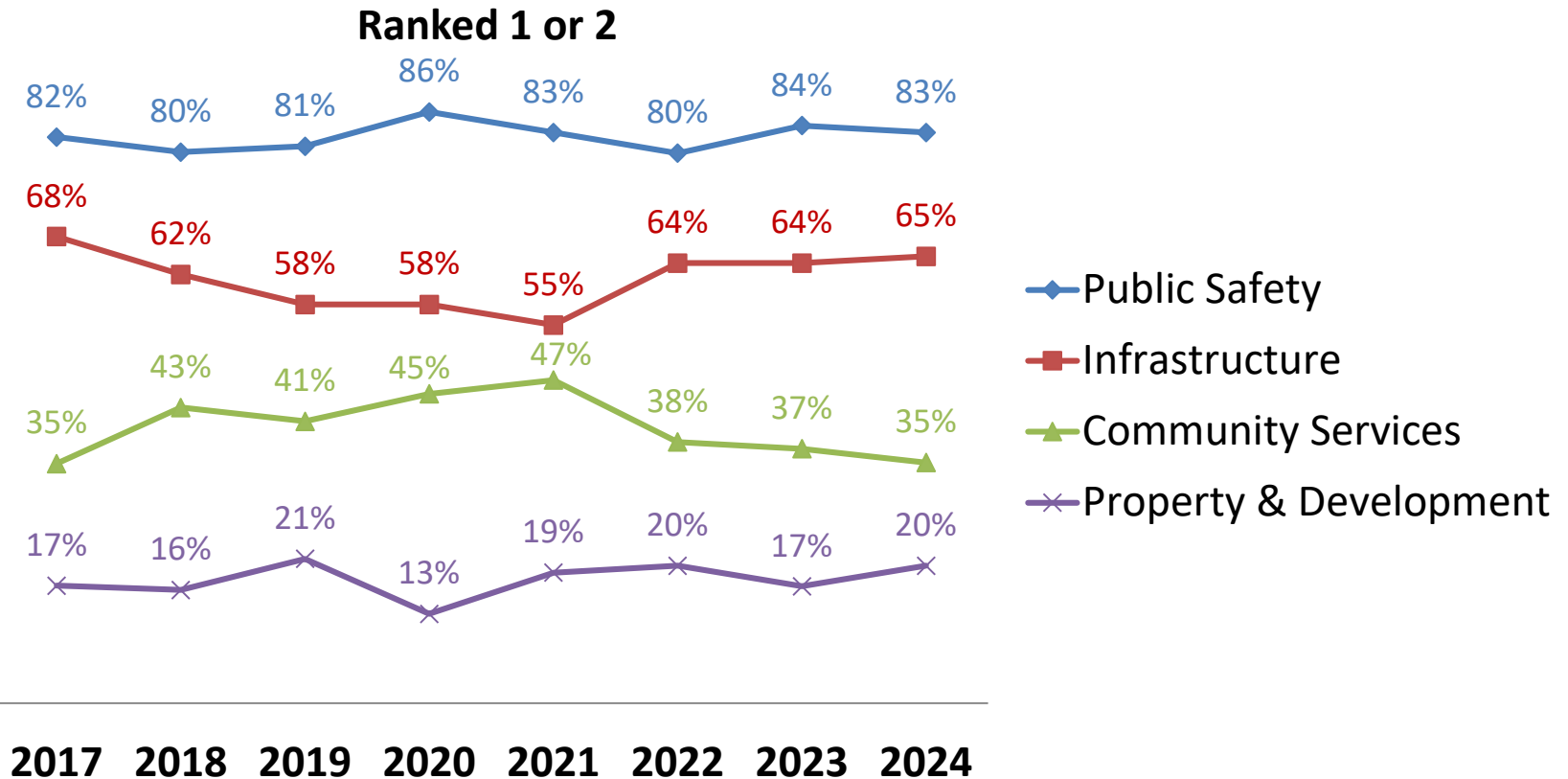
1= most important

4= least important

Q53 -- Rank the following group of services in order of importance where 1 is the most important to you and 4 is the least important to you. (Base: All respondents (excluding Don't know/Refused). 2024 n=569-579)

Importance of Service Areas [2/2]

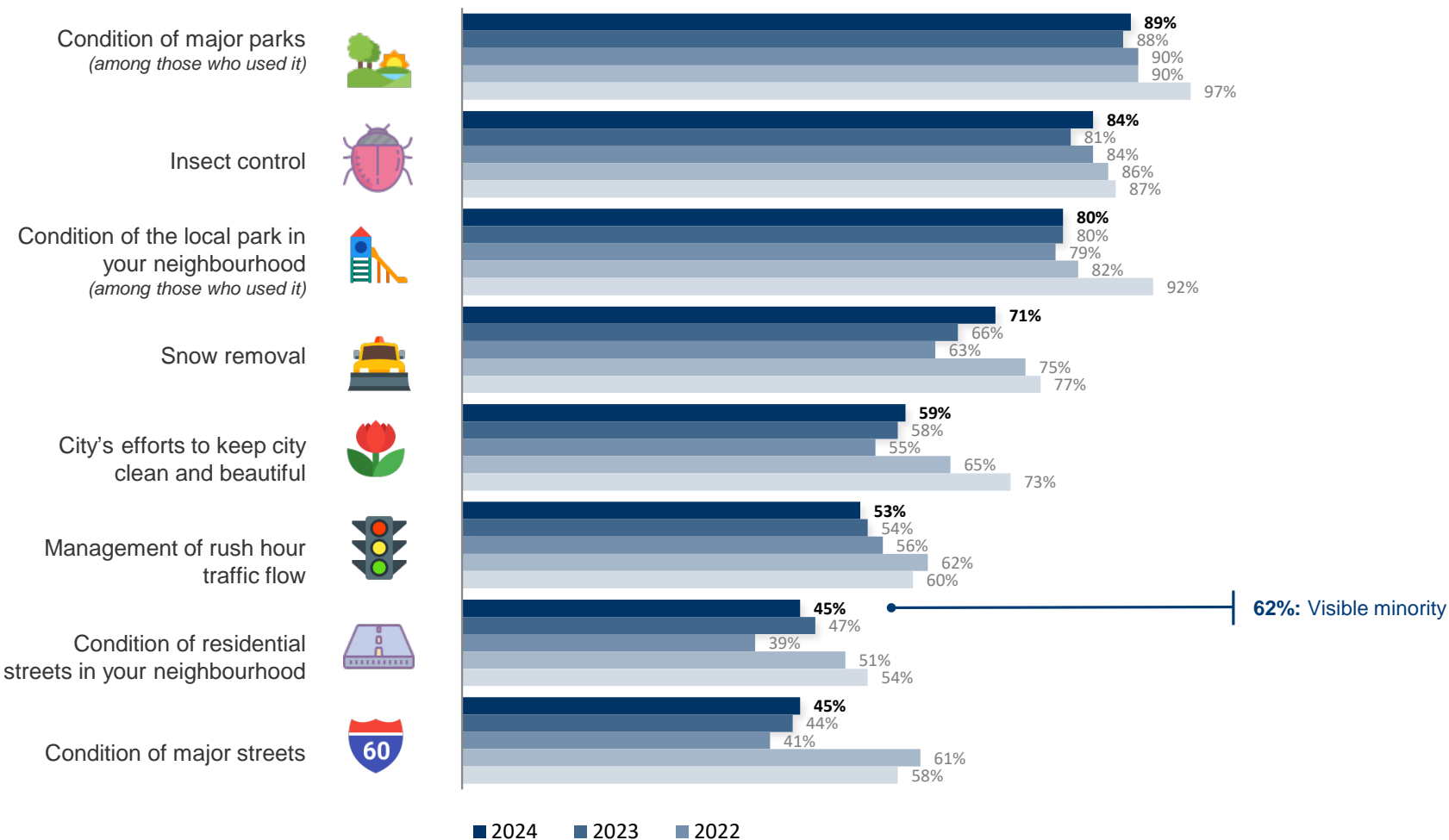
Ratings of importance have fluctuated somewhat from year to year, although public safety has always remained as the highest ranked priority.



Q53 -- Rank the following group of services in order of importance where 1 is the most important to you and 4 is the least important to you. (Base: All respondents (excluding Don't know/Refused). 2024 n=555-586)

Satisfaction with Public Works

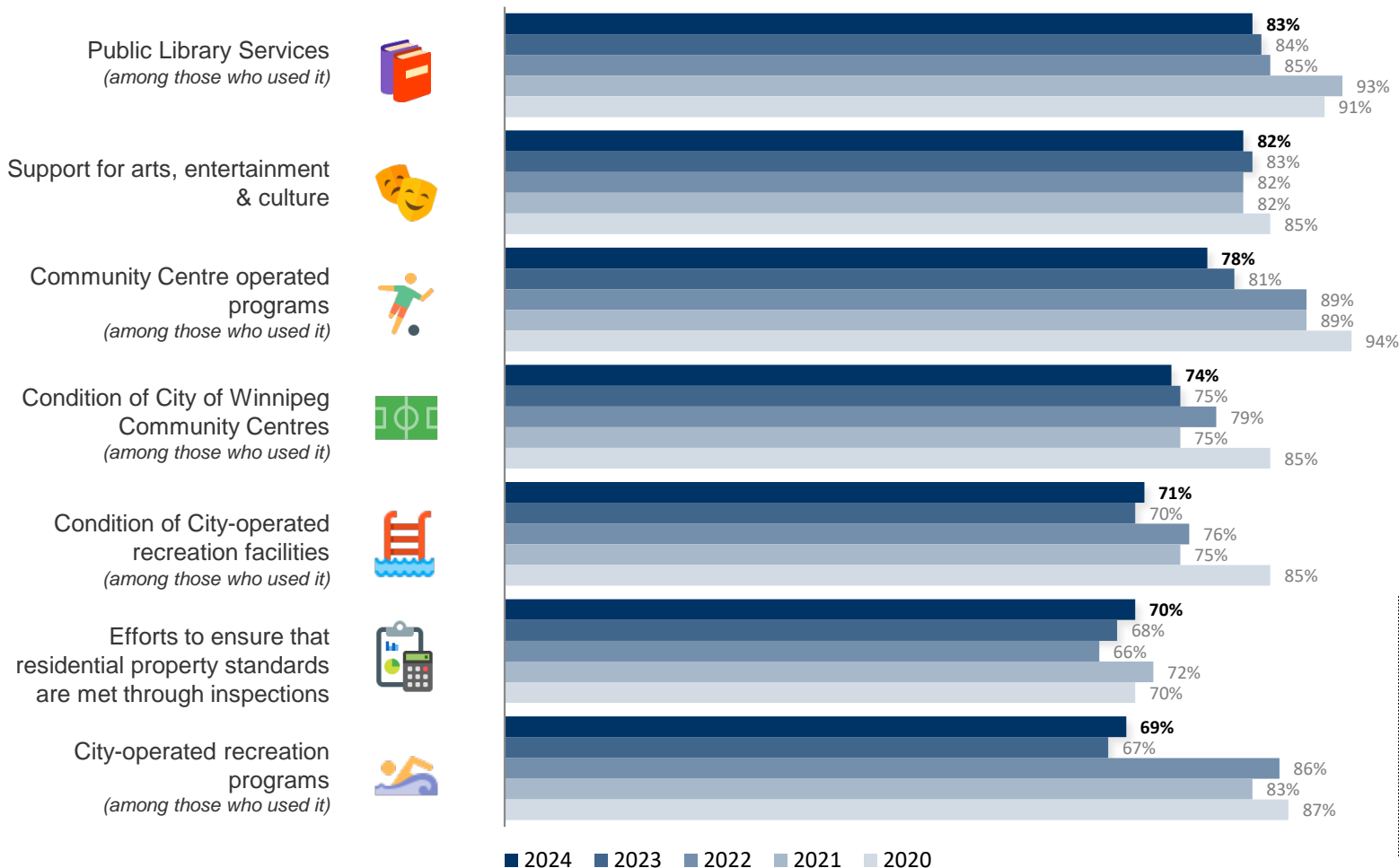
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



Q15/Q21/Q22/Q23/Q27/Q36/Q41/Q42 -- 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. ((excluding Don't know/Refused). 2024 n=461-598)

Satisfaction with Community Services

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)

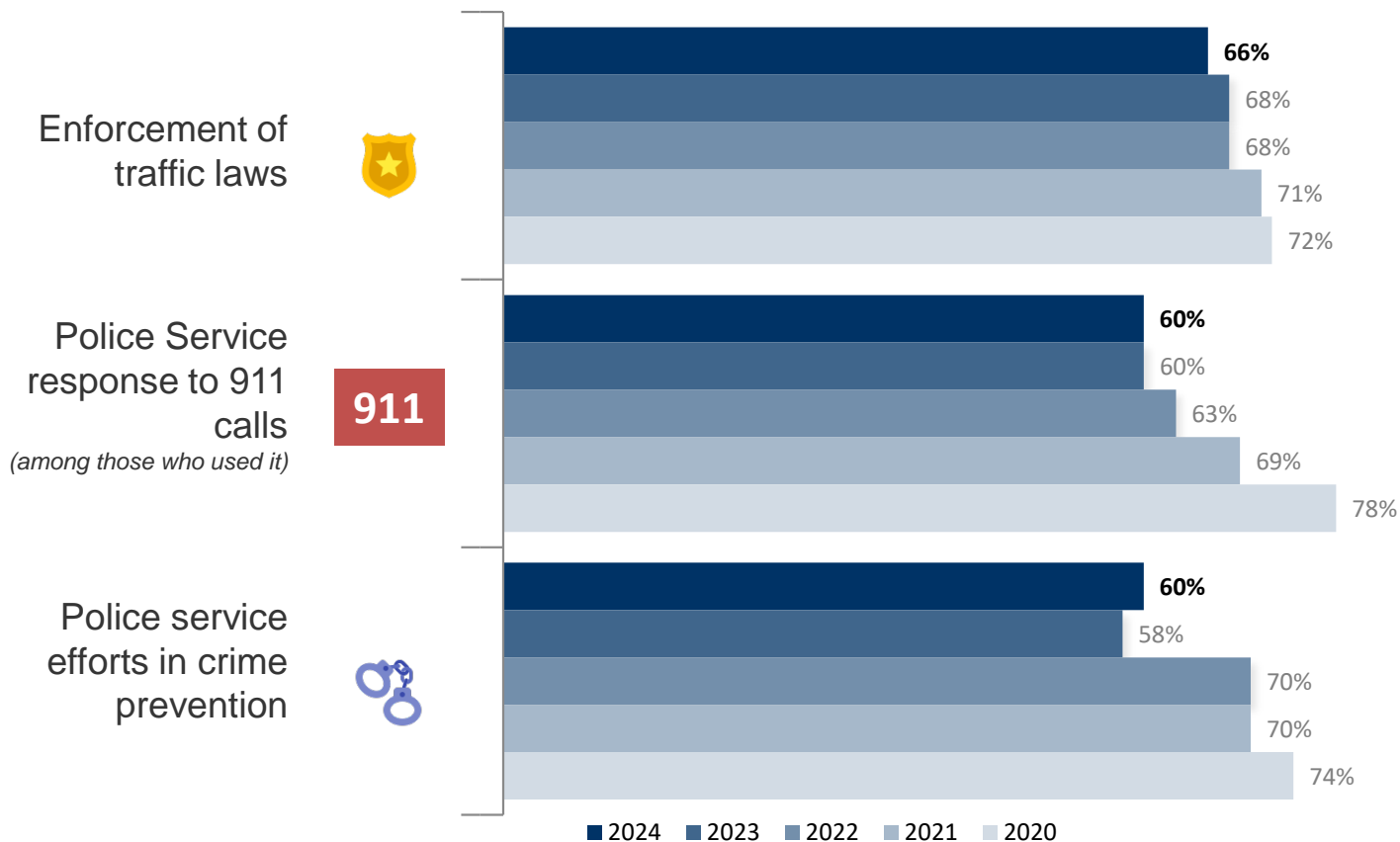


There are no demographic subgroups more likely to be satisfied with community services.

Q35/Q37/Q38/Q39/Q40/Q49/Q51 -- 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. ((excluding Don't know/Refused). 2024 n=191-556)

Satisfaction with Police Service

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)

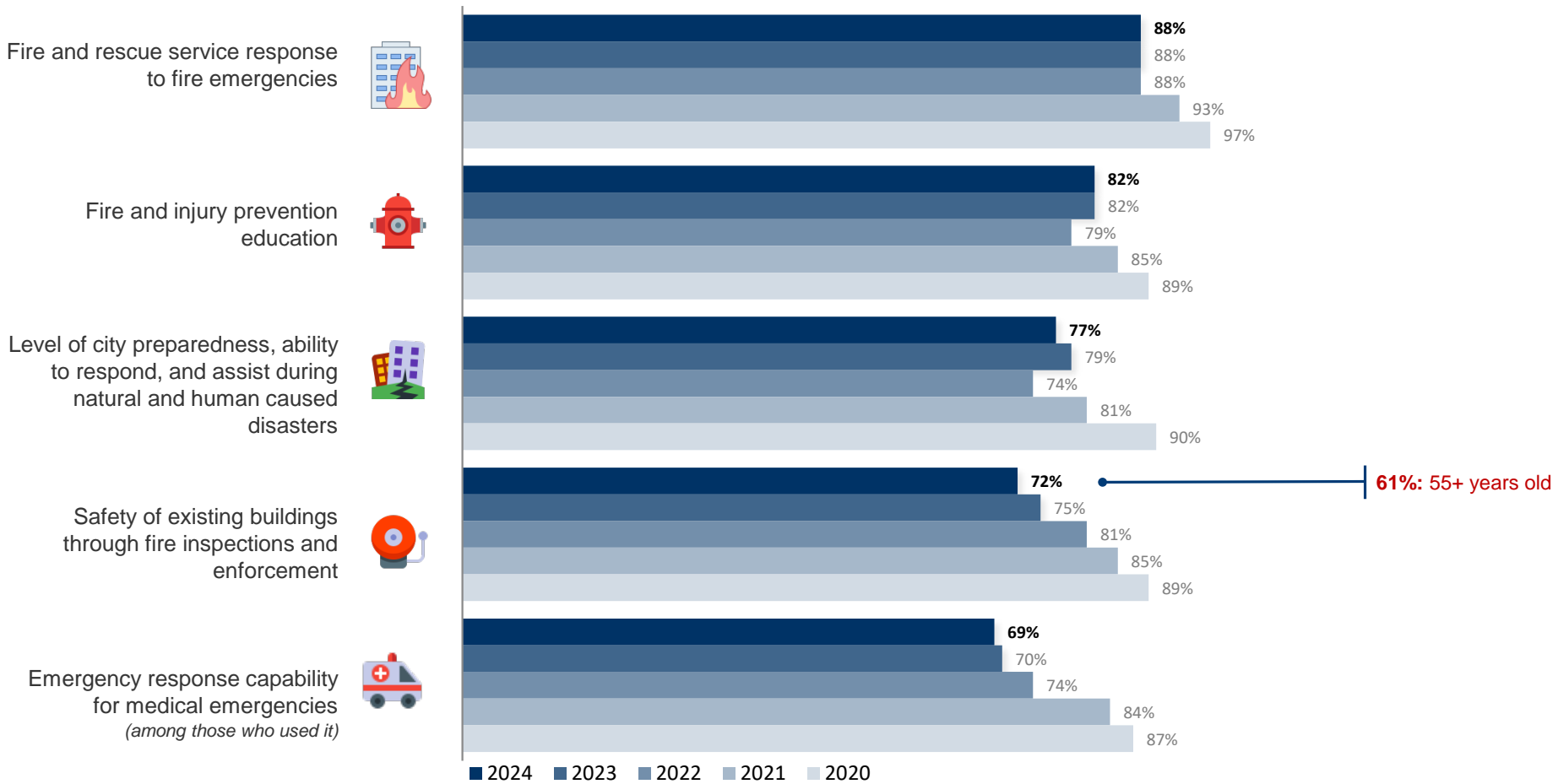


There are no demographic subgroups more likely to be satisfied with police service.

Q24/Q25/Q46 -- 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. ((excluding Don't know/Refused). 2024 n=137-569)

Satisfaction with Fire Paramedic Services

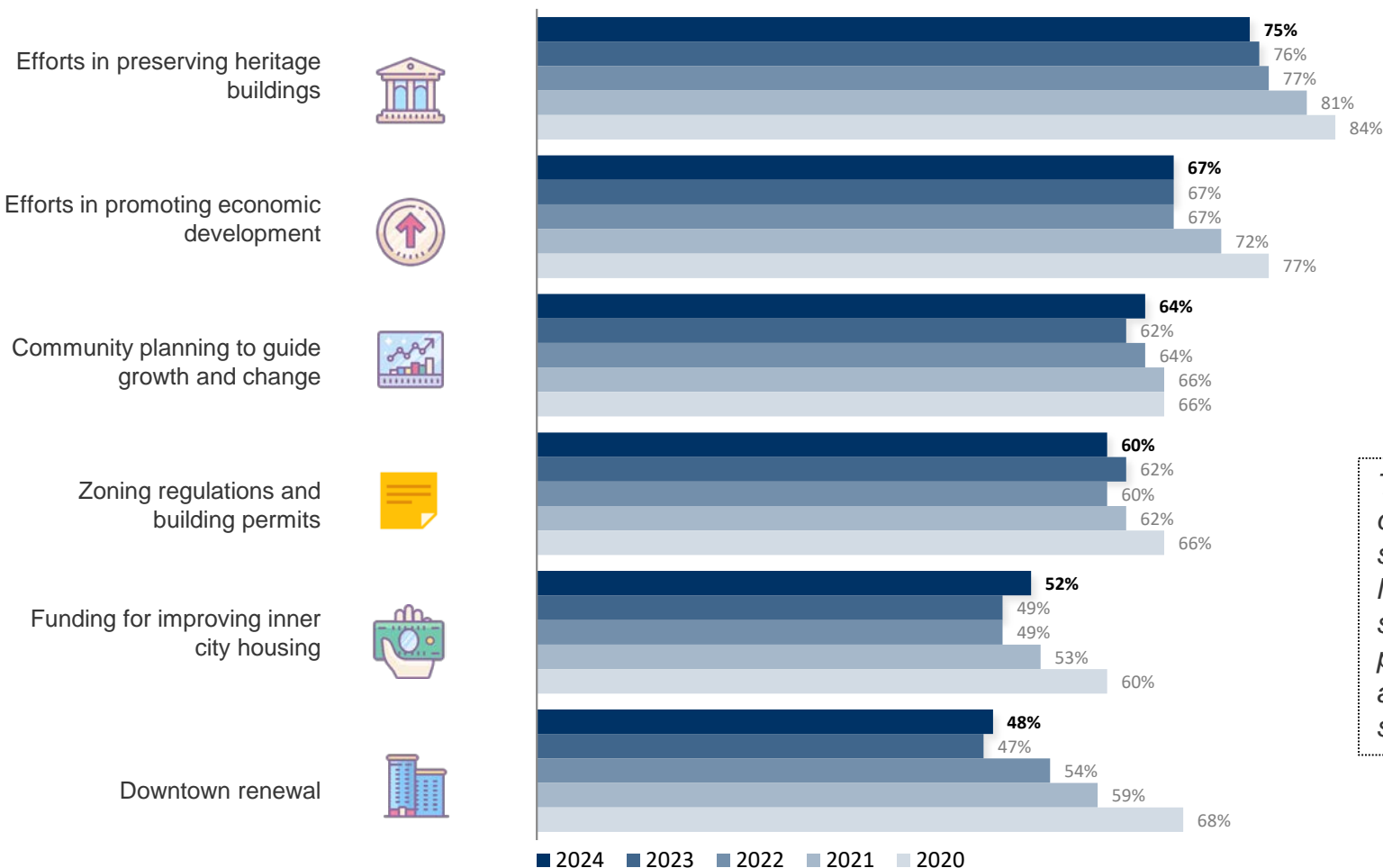
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



Q17/Q28/Q44/Q47/Q48 -- 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. ((excluding Don't know/Refused). 2024 n=179-517)

Satisfaction with Planning, Property & Development

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



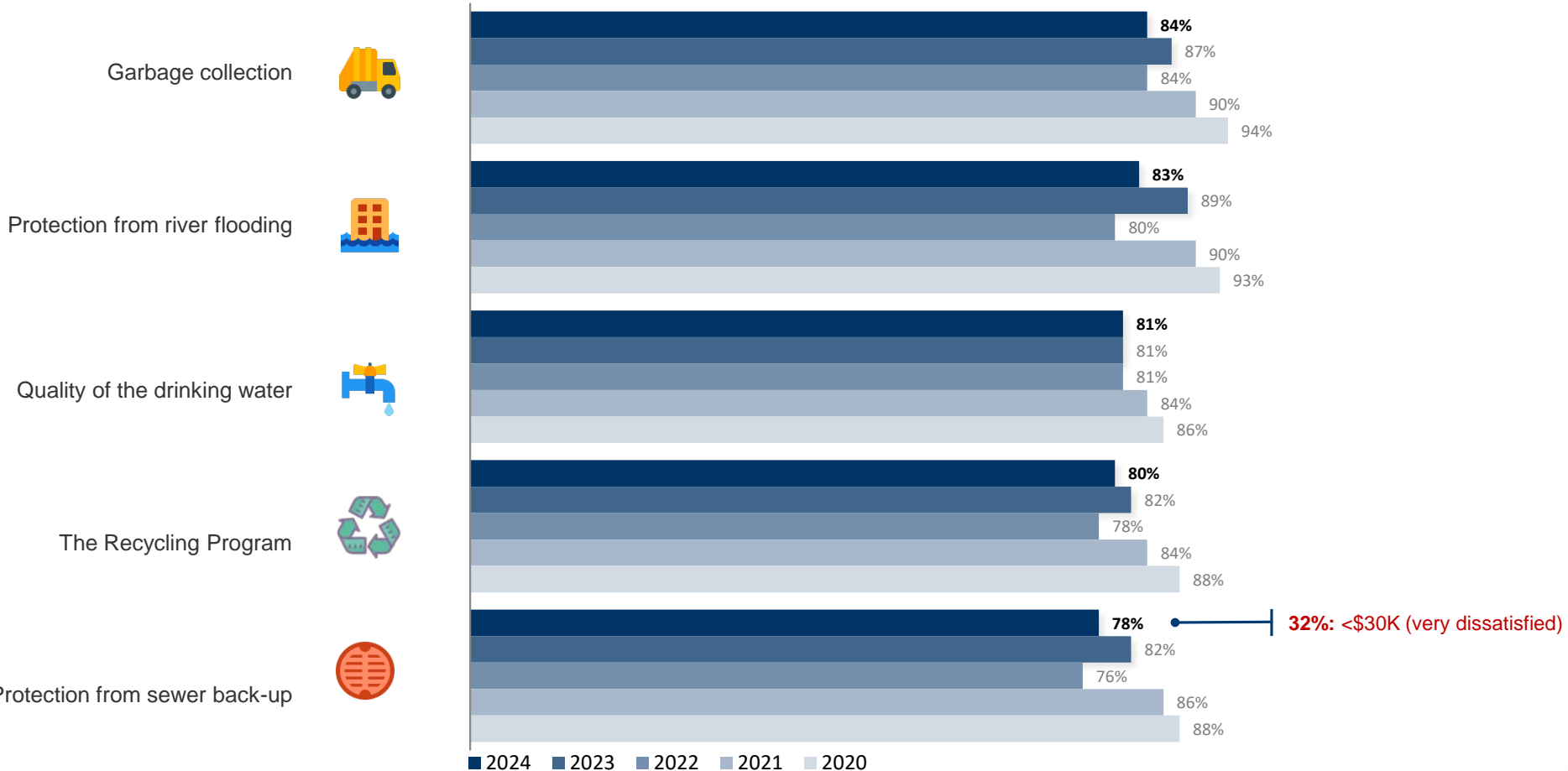
There are no demographic subgroups more likely to be satisfied with planning, property and development services.

■ 2024 ■ 2023 ■ 2022 ■ 2021 ■ 2020

Q16/Q18/Q19/Q20/Q29/Q45 -- 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. ((excluding Don't know/Refused). 2024 n=441-529)

Satisfaction with Water and Waste

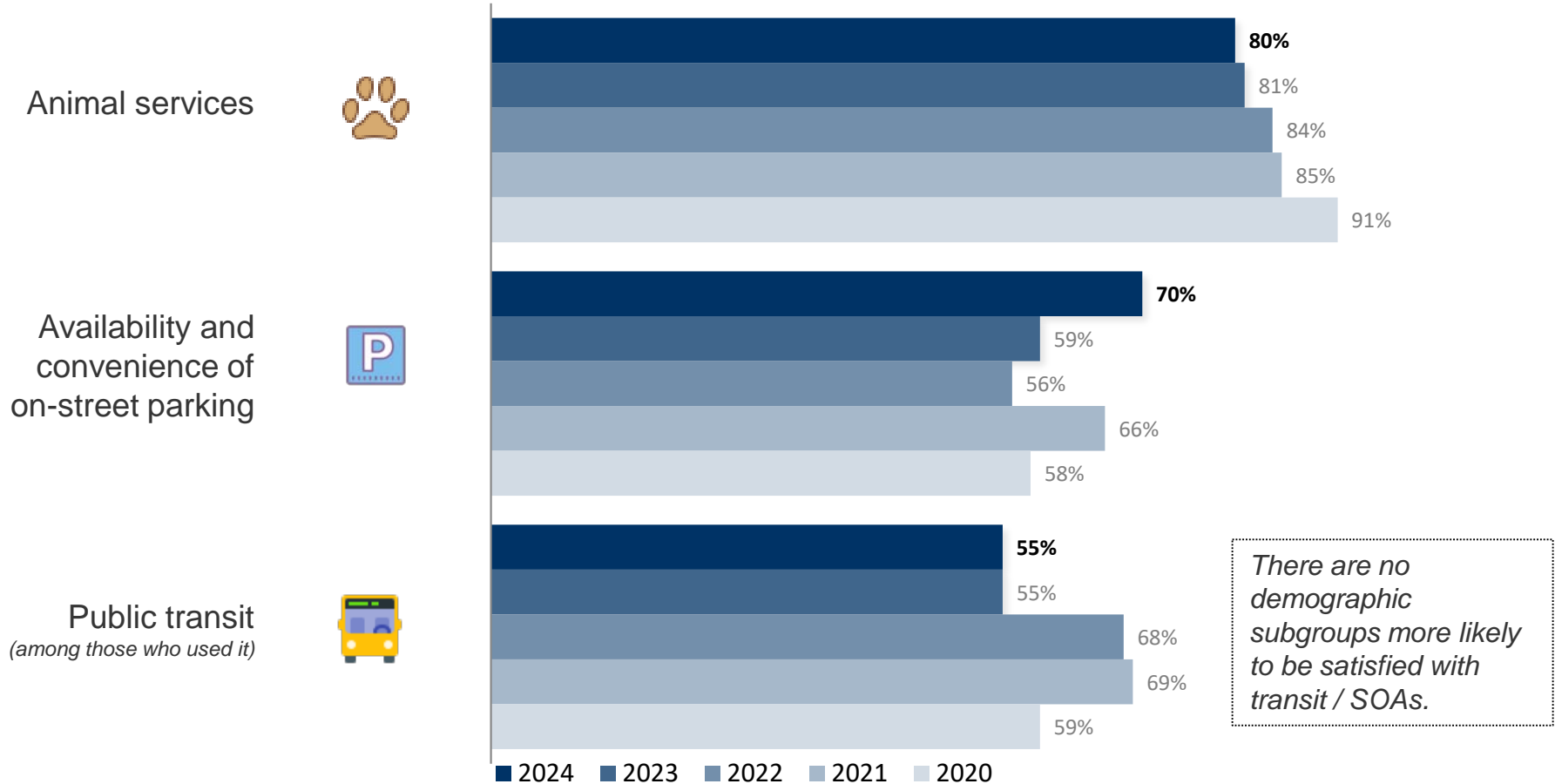
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



Q30 to Q34 -- 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. ((excluding Don't know/Refused). 2024 n=495-594)

Satisfaction with Transit / SOAs

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



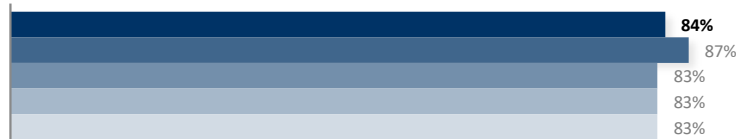
Q26/Q43/Q50 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2024 n=134-566)

USE OF CITY SERVICES

Usage of City Services

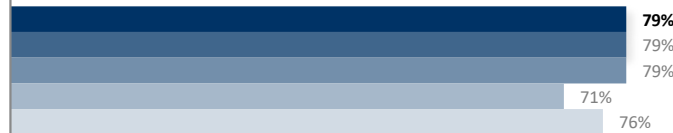
Used in the past year

Visited a local neighbourhood park



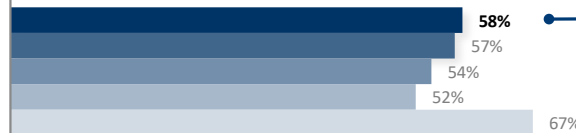
88%: Outer city
76%: 55+ and older
64%: <\$30K
56%: <High school

Visited a major park



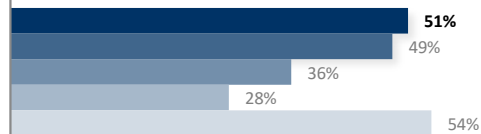
46%: <High school

Used the services of the City's public libraries



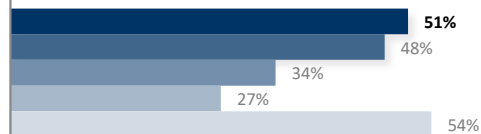
38%: North Winnipeg
29%: <High school

Attended a local Community Centre Facility



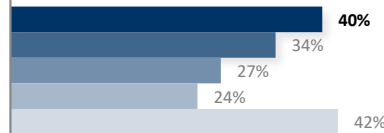
64%: 35 to 54 years old
31%: <\$30K
24%: <High school

Visited a City Recreational Facility



63%: University degree
26%: <\$30K

Participated in a City Recreational Program



■ 2024 ■ 2023 ■ 2022 ■ 2021 ■ 2020

Q58 -- Have you visited your local neighbourhood park in the past year? ((excluding Don't know/Refused). 2024 n=596)

Q59 -- Have you visited a major park like Kildonan Park or St. Vital Park in the past year? ((excluding Don't know/Refused). 2024 n=599)

Q64 -- Have you or someone in your family used the services of the City's public libraries in the past year? ((excluding Don't know/Refused). 2024 n=595)

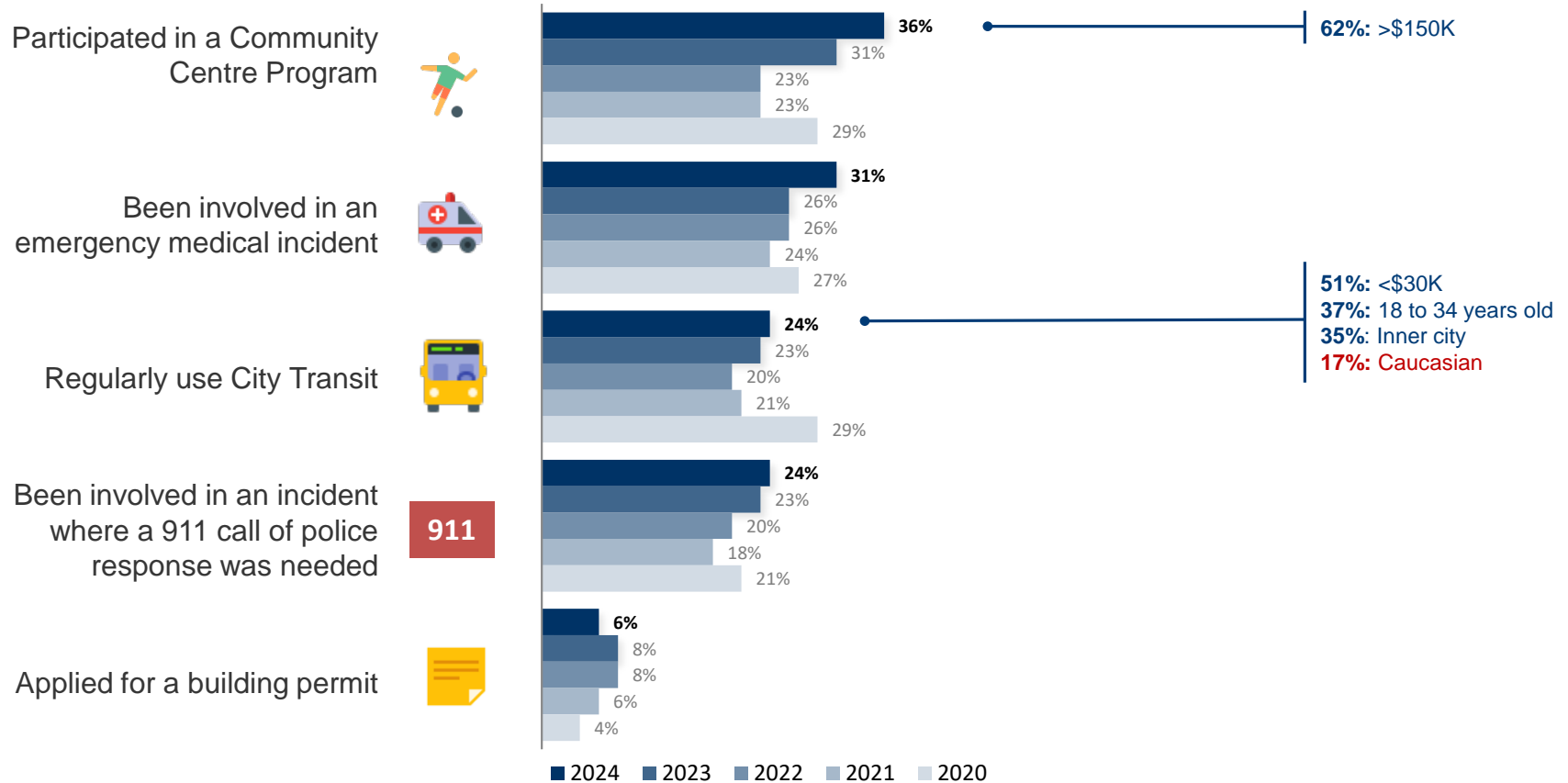
Q55 -- Have you attended your local Community Centre Facility in the past year? ((excluding Don't know/Refused). 2024 n=595)

Q54 -- Have you visited a City Recreational Facility like a pool or leisure centre in the past year? ((excluding Don't know/Refused). 2024 n=594)

Q56 -- Have you or someone in your family participated in a City Recreational Program like swimming lessons, Learn to Skate or other Leisure Guide Programs in the past year? ((excluding Don't know/Refused). 2024 n=593)

Usage of City Services

Used in the past year



- Q57 -- Have you or someone in your family participated in a Community Centre Program like hockey or soccer in the past year? ((excluding Don't know/Refused). 2024 n=592)
- Q61 -- In the past year, have you or a family member been involved in an emergency medical incident where paramedics were requested? ((excluding Don't know/Refused). 2024 n=596)
- Q60 -- Do you regularly use the City Transit (e.g. seasonally or at least once a week)? ((excluding Don't know/Refused). 2024 n=590)
- Q62 -- In the past year, have you personally used, or been involved in an incident where a 911 call for police response was needed? ((excluding Don't know/Refused). 2024 n=596)
- Q63 -- Have you applied for a building permit in the past year? ((excluding Don't know/Refused). 2024 n=595)

Key Findings

QUALITY OF LIFE INDICATORS

- The majority of Winnipeggers (82%) rate the overall quality of life in the City as very good or good. This has dropped for the fourth consecutive year, down from a high of 97% in 2020.
- Over the past five years, there has been a consistent decline in ratings of **ease of getting around by transit** (down 12 points over last five years) and **feeling safe walking alone at night downtown** (down 10 points over last five years).
- The **most common actions cited to improve the quality of life** in Winnipeg are related to **roads/infrastructure** (39%), followed by **crime and policing** (36%) and **housing/social programs** (31%). There was very little change in these suggestions from 2023.

NET PROMOTER SCORE

- Around 1 in 5 citizens (21%) are **promoters** of the City of Winnipeg, but the overall 2024 Net Promoter Score sits at -16, which is similar to 2023 (-15) and 2022 (-14).

Key Findings

VALUE FOR TAX DOLLARS

- 55% of citizens feel that they receive good or very good **value for their property tax dollars**. This is the lowest proportion in the past five years and down from 59% last year.
- The most **common reasons for finding good value** for property tax dollars are general satisfaction with the city (44%), satisfaction with garbage and recycling (18%) and satisfaction with snow clearing (16%).
- The most **common reasons finding poor value** for property tax dollars are dissatisfaction with roads (45%) and dissatisfaction with city spending (18%).

CUSTOMER SERVICE

- 54% of Winnipeggers **contacted the City in the past year**, which is the lowest in the past five years. Citizens **most commonly contacted** the City by phone (83%), although completing an online form (16%) has continued to grow over the past five years.
- **Satisfaction with customer service is somewhat high** at 78% and up from 72% last year. Satisfaction is similar whether contact is by phone (78%), email (74%), or online (70%).
- Amongst four aspects of customer service, ratings **are highest for City staff being courteous, helpful and knowledgeable** (87%). Two of the four ratings are up from last year, although just 1 to 2 percentage points.

Key Findings

CITY SERVICES

- **Overall satisfaction with city services** is 76%, down from 80% last year and the lowest in the last five years.
- Public Safety remains the **most important service area** among four tested, ahead of infrastructure (which has historically ranked second).
- Satisfaction with city services remains high for the majority of services. Although a few decreased from 2023, two decreased by more than three percentage points.
 - **Protection from river flooding (83% - down 6%)**
 - **Protection from sewer back-up (78% - down 4%)**
- Conversely, a few services increased by more than three percentage points:
 - **Snow removal (71% - up 5%)**
 - **Availability and convenience of on-street parking (70% - up 11%)**
- Individual city services that received under 50% satisfaction ratings:
 - **Downtown renewal (48% - up 1%)**
 - **Condition of residential streets in your neighbourhood (45% - down 2%)**
 - **Condition of major streets (45% - up 1%)**