



2024 Citizen Satisfaction Survey

June 2024

Provided by Prairie Research Associates



Table of Contents

1

2024 Citizen Satisfaction Survey 1

June 2024 1

Provided by Prairie Research Associates..... 1

1

Table of Contents 2

Background and Objectives 3

Results 8

Key Findings 52

Background and Objectives

Background

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

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 less than 3% may not be shown in charts.*

Demographics

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

Age

Question 73 -- Which of the following age groups are you in? (Base: All respondents (excluding Refused). 2024 n=597) - unweighted

Age	Percent
65 and older	25%
55 to 64	10%
45 to 54	22%
35 to 44	16%
25 to 34	21%
18 to 24	7%

Own/Rent Home

Question 74 -- Do you rent or own your home? (Base: All respondents (excluding Don't know/Refused). 2024 n=586) - unweighted

Own or Rent	Percent
Rent	23%
Own	77%

Level of Education

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. Question 75 -- What is the highest level of education you have completed? (Base: All respondents (excluding Don't know/Refused). 2024 n=591) - unweighted

Level of Education	Percent
University degree(s)	49%
Community college/technical	27%
Completed high school	22%
Less than high school	3%

Household Income

Question 76 -- Total household income before taxes. (Base: All respondents (excluding Don't know/Refused). 2024 n=411) - unweighted

Income	Percent
\$150K+	17%
\$100K to \$150k	17%
\$80K to <\$100K	15%
\$60K to <\$80K	17%
\$30K to <\$60K	23%
<\$30K	11%

Where do they live?

Question 78 -- First three characters of postal code. (Base: All respondents (excluding Don't know/Refused). 2024 n=594) – unweighted

Quadrant	Percent
Downtown	11%
West/Southwest	37%
North	17%
East/Southeast	36%

Inner or outer city	Percent
Inner City	26%
Outer City	74%

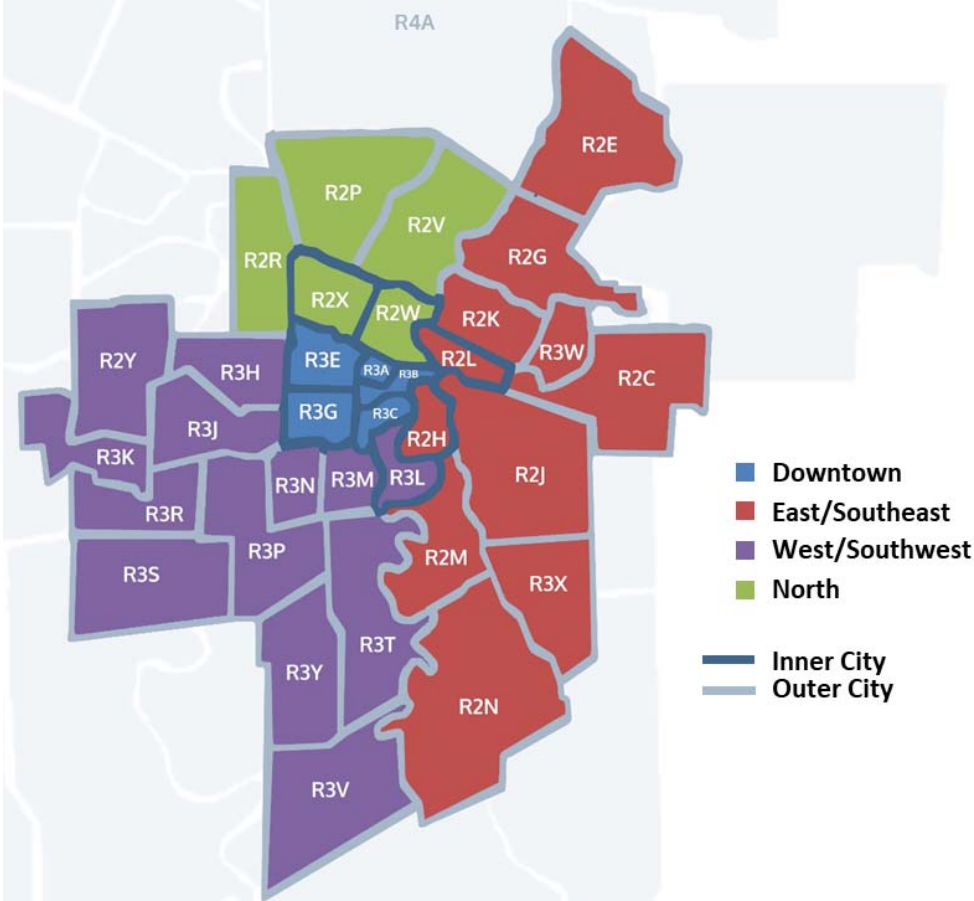


Figure 1 Map of Winnipeg's postal code areas, quadrants, and inner city and outer city

Figure 1 description

Map of Winnipeg divided by postal code areas using colours to show four quadrants: Downtown, East/Southeast, West/Southwest, and North. The map also has a dark blue line around inner-city postal code areas (R2X, R2W, R3E, R3A, R3B, R3C, R3G, R2L, R2H, and R3L) and a light blue line around the other postal code areas to show the outer city.

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.

Question 77 -- How would you describe your ethnic background? Multiple responses allowed (Base: All respondents (excluding Don't know/Refused). 2024 n=577) -- unweighted

Ethnic origin	Percent
White/Caucasian (e.g., European)	76%
Indigenous or Aboriginal	9%
South Asian (e.g., East Indian, Pakistani)	4%
Filipino	3%
Black (e.g., African)	3%
Southeast Asian (e.g., Vietnamese)	3%
Latin American	1%
Chinese	2%
Arab (e.g., Saudi, Egyptian)	1%
West Asian (e.g., Iranian)	<1%
Other	1%

Results

2024 Overall Satisfaction

Quality of Life (Very good/Good)

Year	Percent
2020	97%
2021	89%
2022	88%
2023	84%
2024	82%

Value for Tax Dollars (Very good/Good)

Year	Percent
2020	78%
2021	64%
2022	59%
2023	59%
2024	55%

Customer Service (Very /Somewhat Satisfied)

Year	Percent
2020	82%
2021	78%
2022	73%

Year	Percent
2023	72%
2024	78%

Overall City Services (Very /Somewhat Satisfied)

Year	Percent
2020	90%
2021	87%
2022	81%
2023	80%
2024	76%

Net Promoter Score Value

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

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

Question 2 -- 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)

Likelihood of Recommending Winnipeg as a Place to Live

Year	Net Promoter Score	Promoters (9-10 out of 10)	Passives (7-8 out of 10)	Detractors (0-6 out of 10)
2020	+17	36%	45%	19%
2021	+1	27%	47%	26%

Year	Net Promoter Score	Promoters (9-10 out of 10)	Passives (7-8 out of 10)	Detractors (0-6 out of 10)
2022	-14	21%	45%	35%
2023	-15	21%	43%	36%
2024	-16	21%	42%	37%

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

Question 3 -- 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)

Year	Net very Good/ Good	Very good	Good	Poor	Very poor
2020	97%	40%	56%	3%	1%
2021	89%	23%	66%	9%	1%
2022	89%	20%	69%	10%	3%
2023	84%	18%	66%	14%	2%
2024	82%	15%	67%	14%	2%

Quality of Life Statements

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)

Easy to get around by car

Year	Percent who responded Strongly agree/Agree
2020	94%
2021	91%
2022	88%
2023	89%
2024	88%

Easy to get around by walking

Year	Percent who responded Strongly agree/Agree
2020	80%
2021	77%
2022	72%
2023	67%
2024	70%

Note:

- In 2024, 82% of those who identified as 55+ years old felt it is easy to get around by walking (higher than average).

Feel safe walking alone at night in neighbourhood

Year	Percent who responded Strongly agree/Agree
2020	68%
2021	66%
2022	66%

Year	Percent who responded Strongly agree/Agree
2023	60%
2024	62%

Note:

- In 2024, 22% of those who identified as having less than a high school education and 42% of inner-city residents and 54% of women felt safe walking alone at night in their neighborhood (lower than average).

Easy to get around by bicycle

Year	Percent who responded Strongly agree/Agree
2020	64%
2021	66%
2022	63%
2023	58%
2024	61%

Easy to get around by transit

Year	Percent who responded Strongly agree/Agree
2020	64%
2021	62%
2022	61%
2023	56%
2024	52%

Note:

- In 2024, 70% of those who identified as a visible minority and 68% of those who identified as Indigenous felt was easy to get around by transit (higher than average).

Feel safe walking alone at night downtown

Year	Percent who responded Strongly agree/Agree
2020	18%
2021	14%
2022	14%
2023	10%
2024	8%

Perceptions of Winnipeg Statements

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)

I can find the information I need on the City of Winnipeg website

Year	Percent who responded Strongly agree/Agree
2024	81%
2023	79%
2022	82%
2021	85%
2020	88%

I believe the City of Winnipeg acts in the best interest of citizens

Year	Percent who responded Strongly agree/Agree
2024	68%
2023	61%
2022	66%
2021	71%
2020	82%

Believe that I can influence the decisions or direction of the City of Winnipeg

Year	Percent who responded Strongly agree/Agree
2024	40%
2023	40%
2022	42%
2021	43%
2020	52%

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)

I find the City of Winnipeg to be a trustworthy source of information

Year	Percent who responded Strongly agree/Agree
2024	81%

Year	Percent who responded Strongly agree/Agree
2023	83%
2022	83%
2021	87%

I believe the City of Winnipeg's actions towards reconciliation with Indigenous peoples are making a positive impact

Year	Percent who responded Strongly agree/Agree
2024	65%
2023	68%
2022	71%
2021	70%

I believe the City of Winnipeg is doing enough for residents who are experiencing homelessness.

Year	Percent who responded Strongly agree/Agree
2024	27%
2023	25%
2022	24%

Notes:

- In 2024, 19% of women believe the City of Winnipeg is doing enough for residents who are experiencing homelessness (lower than average).

Actions to Improve Quality of Life

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)

Action to improve quality of life	2024	2023	2022	2021	2020
Roads / Infrastructure	39%	36%	58%	23%	29%
Crime / Policing	36%	33%	14%	23%	24%
Housing / Social programs	31%	30%	23%	24%	15%
Improve services	18%	19%	23%	22%	26%
Active living / Transit	15%	17%	17%	20%	21%
Economy	8%	12%	11%	8%	11%
City Planning	11%	11%	8%	10%	10%
All Others	15%	18%	18%	22%	17%
Nothing	<1%	<1%	1%	2%	4%

Top Actions by perceived Quality of Life

Question 13 -- 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)

Action	Very good/Good (84%, n=496)	Very Poor/Poor (16%, n=95)
Roads / Infrastructure	40%	37%
Housing/social programs	30%	35%
Improve services	18%	18%
Active living / Transit	15%	18%
Crime / Policing	35%	41%
Economy	8%	11%
City Planning	10%	12%

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=105)

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

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.”

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.

Question 14 -- 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)

Year	Percent who answered				
	Very good/Good value	Very good value	Good value	Poor value	Very poor value
2020	78%	8%	70%	19%	3%

Year	Percent who answered				
	Very good/Good value	Very good value	Good value	Poor value	Very poor value
2021	64%	7%	58%	28%	8%
2022	59%	4%	55%	33%	8%
2023	59%	4%	55%	31%	10%
2024	55%	3%	52%	36%	9%

Notes:

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

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

*Question text responsive to respondent's previous answer.

Reason	Very good/good value (55%, n=201)	Very poor/poor value (45%, n199)
City Planning/Spending	57%	35%
Services	39%	30%
Roads/Infrastructure	15%	49%
Safety/Policing	7%	9%
Other	15%	20%

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%)

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.”

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.

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)

Contact with the City in the last year

Year	Percent who responded Strongly agree/Agree
2024	54%
2023	60%
2022	58%
2021	55%
2020	63%

Notes:

- In 2024, 59% of those who own a home had contacted the City in the last year (higher than average).
- In 2024, 39% of those with a high school education or less had contacted the City in the last year (lower than average).

Question 66 -- How did you contact the City of Winnipeg? Multiple responses allowed (Base: Contacted the city (excluding Don't know/Refused). 2024 n=319)

Year	Percentage who contacted the City by phone
2024	83%
2023	84%
2022	82%
2021	85%
2020	87%

Year	Percentage who contacted the City by email
2024	21%
2023	22%
2022	18%

Year	Percentage who contacted the City by email
------	--

2021	17%
2020	14%

Year	Percentage who contacted the City by completing the form online
------	---

2024	16%
2023	15%
2022	12%
2021	7%
2020	9%

Year	Percentage who contacted the City in person
------	---

2024	4%
2023	3%
2022	4%
2021	2%
2020	2%

Year	Percentage who contacted the City through social media
------	--

2024	2%
2023	3%
2022	3%
2021	4%
2020	3%

Year	Percentage who contacted the City by mail
2024	4%
2023	2%
2022	1%
2021	1%
2020	1%

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.

Question 67 -- How would you rate the experience? (Base: Contacted the city (excluding Don't know/Refused). 2024 n=317)

Year	Percent who answered				
	Very/somewhat satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
2020	82%	46%	37%	10%	7%
2021	78%	44%	34%	13%	9%
2022	73%	35%	38%	15%	12%
2023	72%	33%	39%	11%	17%
2024	78%	40%	39%	10%	12%

Note:

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

Method of contact	Percentage of Very/Somewhat satisfied
Phone	78%

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

Customer Service Details

Question 68 to Question 71 -- 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)

City staff are courteous, helpful and knowledgeable	Percent who responded Strongly/somewhat agree
2024	87%
2023	87%
2022	90%
2021	92%
2020	94%

The quality of service from the City is consistently high	Percent who responded Strongly/somewhat agree
2024	68%
2023	66%
2022	66%
2021	76%

The quality of service from the City is consistently high	Percent who responded Strongly/somewhat agree
--	--

2020	78%
------	-----

The City responds quickly to requests and concerns	Percent who responded Strongly/somewhat agree
---	--

2024	54%
------	-----

2023	53%
------	-----

2022	51%
------	-----

2021	67%
------	-----

2020	65%
------	-----

City staff are easy to get a hold of when I need them	Percent who responded Strongly/somewhat agree
--	--

2024	50%
------	-----

2023	52%
------	-----

2022	49%
------	-----

2021	61%
------	-----

2020	59%
------	-----

Note:

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

Improvement to Customer Service

Question 72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2024 n=298)

Customers service improvements by satisfaction level

Suggested Improvement	Very/Somewhat satisfied (78%, n=232)	Very/Somewhat dissatisfied (22%, n=66)
Staffing Levels/Availability	34%	34%
Staff contact	24%	55%
Systems	8%	20%
Other	5%	5%
No suggestions/satisfied	37%	11%

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%)

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.”

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.

Question 52 -- 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)

Year	Net very/ somewhat satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
2020	88%	27%	62%	9%	2%
2021	90%	23%	64%	10%	3%
2022	87%	13%	68%	16%	3%
2023	80%	12%	68%	16%	4%
2024	76%	11%	64%	20%	4%

Note:

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

Importance of Service Areas

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

Question 53 -- 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)

Service Area	Importance (weighted)	% Ranked 1 and 2	Ranking 2024 comparison to 2023
Public Safety (Fire Paramedic, Police)	1.7	83%	Decreased since last year
Infrastructure (Roads, Water)	2.3	65%	Increased since last year
Community Services (Libraries, Recreation)	2.8	35%	Decreased since last year
Property & Development (Land use planning)	3.2	20%	Increased since last year

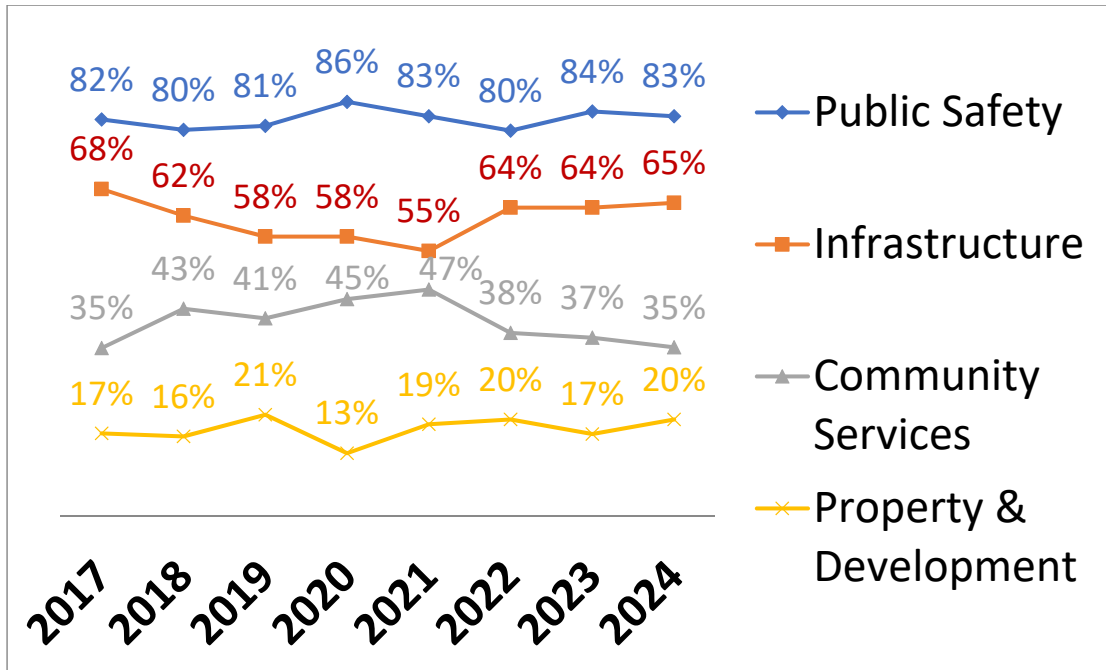


Figure 2 – Service area rankings of one or two (of four) since 2017

Figure 2 description

Chart showing how four service areas have changed in ranking since 2017. Throughout this time, public safety has remained as the top priority, infrastructure has remained as the second priority, community services has remained the third priority, and property and development has remained the fourth priority. From 2019 to 2021, community services rose and infrastructure dropped so they were nearly equally ranked with in 2021. This trend reversed in the time period from 2022 to 2024, where infrastructure rose to 65% while community services decreased to 35%.

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

Satisfaction with Public Works

Question 15/Question 21/Question 22/Question 23/Question 27/Question 36/Question 41/Question 42 -- 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)

Condition of major parks (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2020	97%
2021	90%
2022	90%
2023	88%
2024	89%

Insect control

Year	Percent who responded very satisfied/somewhat satisfied
2020	87%
2021	86%
2022	84%
2023	81%
2024	84%

Condition of the local park in your neighbourhood (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2020	92%
2021	82%
2022	79%
2023	80%
2024	80%

Snow removal

Year	Percent who responded very satisfied/somewhat satisfied
2020	77%
2021	75%
2022	63%
2023	66%
2024	71%

Management of rush hour traffic flow

Year	Percent who responded very satisfied/somewhat satisfied
2020	60%
2021	62%
2022	56%
2023	54%

Year	Percent who responded very satisfied/somewhat satisfied
2024	53%

City’s efforts to keep city clean and beautiful

Year	Percent who responded very satisfied/somewhat satisfied
2020	73%
2021	65%
2022	55%
2023	58%
2024	59%

Condition of major streets

Year	Percent who responded very satisfied/somewhat satisfied
2020	58%
2021	61%
2022	41%
2023	44%
2024	45%

Condition of residential streets in your neighbourhood

Year	Percent who responded very satisfied/somewhat satisfied
2020	54%
2021	51%
2022	39%

Year	Percent who responded very satisfied/somewhat satisfied
2023	47%
2024	45%

Note:

- In 2024, 62% of those who identified as a visible minority were satisfied with the condition of residential streets (higher than average).

Satisfaction with Community Services

Question 35/Question 37/Question 38/Question 39/Question 40/Question 49/Question 51 -- 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)

Public Library Services (among those who used it)

Year	Percent who responded very satisfied/somewhat satisfied
2020	91%
2021	93%
2022	85%
2023	84%
2024	83%

Support for arts, entertainment & culture

Year	Percent who responded very satisfied/somewhat satisfied
2020	85%
2021	82%

Year	Percent who responded very satisfied/somewhat satisfied
2022	82%
2023	83%
2024	82%

Community Centre operated programs (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2020	94%
2021	89%
2022	89%
2023	81%
2024	78%

Condition of City of Winnipeg Community Centres (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2020	85%
2021	75%
2022	79%
2023	75%
2024	74%

Condition of City-operated recreation facilities (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2020	85%
2021	75%
2022	76%
2023	70%
2024	71%

Efforts to ensure that residential property standards are met through inspections

Year	Percent who responded very satisfied/somewhat satisfied
2020	70%
2021	72%
2022	66%
2023	68%
2024	70%

City-operated recreation programs (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2020	87%
2021	83%
2022	86%
2023	67%

Year	Percent who responded very satisfied/somewhat satisfied
2024	69%

Note:

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

Satisfaction with Police Service

Question 24/ Question 25/ Question 46 -- 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)

Enforcement of traffic laws

Year	Percent who responded very satisfied/somewhat satisfied
2020	72%
2021	71%
2022	68%
2023	68%
2024	66%

Police Service response to 911 calls (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2020	78%
2021	69%
2022	63%

Year	Percent who responded very satisfied/somewhat satisfied
2023	60%
2024	60%

Police service efforts in crime prevention

Year	Percent who responded very satisfied/somewhat satisfied
2020	74%
2021	70%
2022	70%
2023	58%
2024	60%

Note:

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

Satisfaction with Fire Paramedic Services

Question 17/ Question 28/ Question 44/ Question 47/ Question 48 -- 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)

Fire and rescue service response to fire emergencies

Year	Percent who responded very satisfied/somewhat satisfied
2020	97%

Year	Percent who responded very satisfied/somewhat satisfied
2021	93%
2022	88%
2023	88%
2024	88%

Fire and injury prevention education

Year	Percent who responded very satisfied/somewhat satisfied
2020	89%
2021	85%
2022	79%
2023	82%
2024	82%

Level of city preparedness, ability to respond, and assist during natural and human caused disasters

Year	Percent who responded very satisfied/somewhat satisfied
2020	90%
2021	81%
2022	74%
2023	79%
2024	77%

Safety of existing buildings through fire inspections and enforcement

Year	Percent who responded very satisfied/somewhat satisfied
2020	89%
2021	85%
2022	81%
2023	75%
2024	72%

Note:

- In 2024, 61% of those 55+ years old indicated they were satisfied with the safety of existing buildings through fire inspections and enforcement (lower than average).

Emergency response capability for medical emergencies

Year	Percent who responded very satisfied/somewhat satisfied
2020	87%
2021	84%
2022	74%
2023	70%
2024	69%

Satisfaction with Planning, Property & Development

Question 16/ Question 18/ Question 19/ Question 20/ Question 29/ Question 45 --
 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)

Efforts in preserving heritage buildings

Year	Percent who responded very satisfied/somewhat satisfied
2020	84%
2021	81%
2022	77%
2023	76%
2024	75%

Efforts in promoting economic development

Year	Percent who responded very satisfied/somewhat satisfied
2020	77%
2021	72%
2022	67%
2023	67%
2024	67%

Community planning to guide growth and change

Year	Percent who responded very satisfied/somewhat satisfied
2020	66%
2021	66%
2022	64%

Year	Percent who responded very satisfied/somewhat satisfied
2023	62%
2024	64%

Zoning regulations and building permits

Year	Percent who responded very satisfied/somewhat satisfied
2020	66%
2021	62%
2022	60%
2023	62%
2024	60%

Funding for improving inner city housing

Year	Percent who responded very satisfied/somewhat satisfied
2020	60%
2021	53%
2022	49%
2023	49%
2024	52%

Downtown renewal

Year	Percent who responded very satisfied/somewhat satisfied
2020	68%
2021	59%

Year	Percent who responded very satisfied/somewhat satisfied
2022	54%
2023	47%
2024	48%

Note:

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

Satisfaction with Water and Waste

Question 30 to Question 34 -- 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)

Protection from river flooding

Year	Percent who responded very satisfied/somewhat satisfied
2020	93%
2021	90%
2022	80%
2023	89%
2024	84%

Garbage collection

Year	Percent who responded very satisfied/somewhat satisfied
2020	94%
2021	90%

Year	Percent who responded very satisfied/somewhat satisfied
2022	84%
2023	87%
2024	84%

The Recycling Program

Year	Percent who responded very satisfied/somewhat satisfied
2020	88%
2021	84%
2022	78%
2023	82%
2024	80%

Protection from sewer back-up

Year	Percent who responded very satisfied/somewhat satisfied
2020	88%
2021	86%
2022	76%
2023	82%
2024	78%

Note:

- In 2024, 32% of those earning less than \$30,000 program were very dissatisfied with protection from sewer back-up (lower than average).

Quality of the drinking water

Year	Percent who responded very satisfied/somewhat satisfied
2020	86%
2021	84%
2022	81%
2023	81%
2024	81%

Satisfaction with Transit / SOAs

Question 26/Question 43/Question 50 -- 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)

Animal services

Year	Percent who responded very satisfied/somewhat satisfied
2020	91%
2021	85%
2022	84%
2023	81%
2024	80%

Availability and convenience of on-street parking

Year	Percent who responded very satisfied/somewhat satisfied
2020	58%
2021	66%

Year	Percent who responded very satisfied/somewhat satisfied
2022	56%
2023	59%
2024	70%

Public transit (among those who used it)

Year	Percent who responded very satisfied/somewhat satisfied
2020	59%
2021	69%
2022	68%
2023	55%
2024	55%

Note:

- There are no demographic subgroups more likely to be satisfied with transit / SOAs.

Use of City Services

Visited a local neighbourhood park

Question 58 -- Have you visited your local neighbourhood park in the past year? (excluding Don't know/Refused). 2024 n=596)

Year	Percent who used in the past year
2020	83%
2021	83%
2022	83%

Year	Percent who used in the past year
2023	87%
2024	84%

Notes:

- In 2024, 88% of those who live in the outer-city visited a local neighbourhood park (higher than average).
- In 2024, 76% of those 55+ years old, 64% of those making \$30,000 per year, and 56% of those with a high school education or less visited a local neighbourhood park (lower than average).

Visited a major park

Question 59 -- 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)

Year	Percent who responded very satisfied/somewhat satisfied
2020	76%
2021	71%
2022	79%
2023	79%
2024	79%

Note:

- In 2024, 46% of those with a high school education or less visited a major park (lower than average).

Used the services of the City's public libraries

Question 64 -- 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)

Year	Percent who responded very satisfied/somewhat satisfied
2020	67%
2021	52%
2022	54%
2023	57%
2024	58%

Note:

- In 2024, 38% of those who live in north Winnipeg and 29% of those with a high school education or less used the services of the City’s public libraries (lower than average).

Attended a local Community Centre Facility

Question 55 -- Have you attended your local Community Centre Facility in the past year? (excluding Don’t know/Refused). 2024 n=595)

Year	Percent who responded very satisfied/somewhat satisfied
2020	54%
2021	28%
2022	36%
2023	49%
2024	51%

Notes:

- In 2024, 64% of those 35 to 54 years old attended a local Community Centre Facility (higher than average).
- In 2024, 31% of those making less than \$30,000 per year and 24% of those with a high school education or less attended a local Community Centre Facility (lower than average).

Visited a City Recreational Facility

Question 54 -- 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)

Year	Percent who responded very satisfied/somewhat satisfied
2020	54%
2021	27%
2022	34%
2023	48%
2024	51%

Notes:

- In 2024, 63% of those with a university degree visited a City recreational facility (higher than average).
- In 2024, 26% of those making less than \$30,000 per year visited a City recreational facility (lower than average).

Participated in a City Recreational Program

Question 56 -- 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)

Year	Percent who responded very satisfied/somewhat satisfied
2020	42%
2021	24%
2022	27%
2023	34%
2024	40%

Participated in a Community Centre Program

Question 57 -- Have you or your family participated in a Community Centre Program like hockey or soccer in the past year? (excluding Don't know/Refused). 2024 n=592

Year	Percent who responded very satisfied/somewhat satisfied
2020	29%
2021	23%
2022	23%
2023	31%
2024	36%

Note:

- In 2024, 62% of those who make \$150,000 or more per year participated in a Community Centre Program (higher than average).

Been involved in an emergency medical incident

Question 61 -- 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

Year	Percent who responded very satisfied/somewhat satisfied
2020	27%
2021	24%
2022	26%
2023	26%
2024	31%

Regularly use City Transit

Question 60 -- Do you regularly use the City Transit (e.g. seasonally or at least once a week)? (excluding Don't know/Refused). 2024 n=590

Year	Percent who responded very satisfied/somewhat satisfied
2020	29%
2021	21%
2022	20%
2023	23%
2024	24%

Notes:

- In 2024, 51% of those who make less than \$30,000 per year and 37% of those 18 to 35 years old and 35% of those who live in the inner-city regularly use City transit (higher than average).
- In 2024, 17% of those who identify as Caucasian regularly use City transit (lower than average).

Been involved in an incident where a 911 call of police response was needed

Question 62 -- 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

Year	Percent who responded very satisfied/somewhat satisfied
2020	21%
2021	18%
2022	20%
2023	23%

Year	Percent who responded very satisfied/somewhat satisfied
2024	24%

Applied for a building permit

Question 63 -- Have you applied for a building permit in the past year? (excluding Don't know/Refused). 2024 n=595

Year	Percent who responded very satisfied/somewhat satisfied
2020	4%
2021	6%
2022	8%
2023	8%
2024	6%

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).

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.

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%)