



# **Citizen's Perspective**

## **2010 Citizen Survey**

**Survey conducted by Market Dimensions**

**Presentation prepared by:  
The City of Winnipeg,  
Financial Planning & Review  
March 22, 2011**

# Survey Method

- **Conducted by Market Dimensions**

Market Dimensions (2009), Telelink (2007), Kisquared (2004), acumen research in 2003, Prairie Research Associates in 2001 and 2002)

- **A random telephone survey**

- **600 Winnipeggers surveyed between June 10 and June 18, 2010.**

Results in a margin of error of 4.0%, 19 times out of 20. (1,600 people in 2001, 2002, 2003 & 2004 with corresponding error of 2.4%) No survey conducted in 2008

- **Data used in presentation are based on people who answered the survey question.**  
(excludes "don't know / refused responses")

# Quality of Life

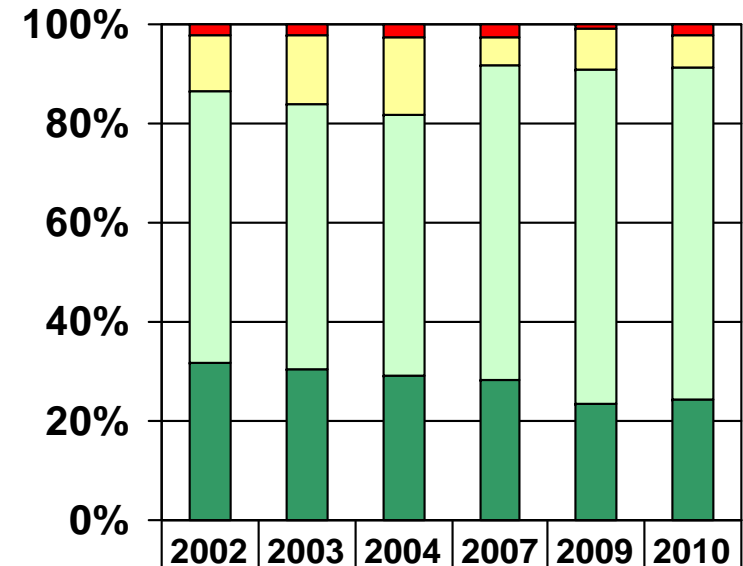
**Winnipeggers are very positive about their city.**

**In 2010,**

**93% of Winnipeggers believe that the quality of life in Winnipeg is very good or good.**

**This trend has been stable since 2007.**

**How would you rate the quality of life in Winnipeg?**



■ poor	2%	2%	2%	3%	1%	2%
■ only fair	11%	14%	16%	6%	8%	7%
■ good	55%	53%	53%	63%	68%	68%
■ very good	32%	30%	29%	28%	23%	25%



Source: City of Winnipeg – Financial Planning & Review, Corporate Finance  
2010 Survey conducted by Market Dimensions. Margin of Error +/- 4%, 19 times out of 20

# Quality of Life Statements

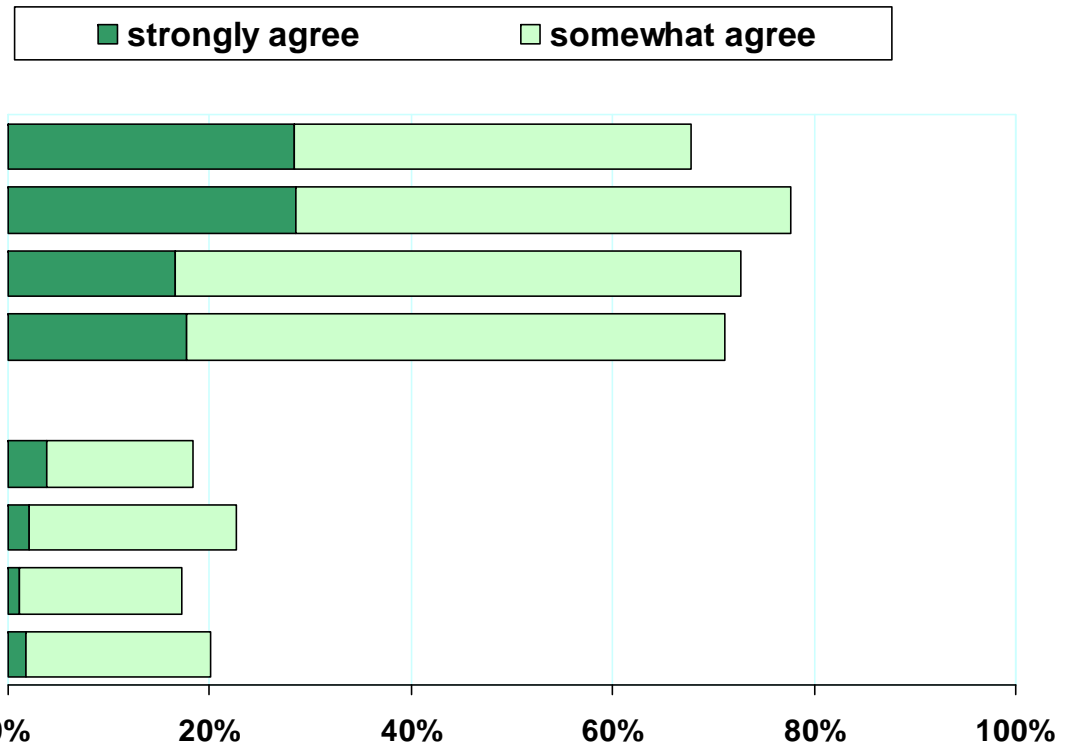
strongly agree & somewhat agree

I feel safe walking alone at night in my neighbourhood

68% 2010  
78% 2004  
73% 2003  
71% 2002

I feel safe walking alone at night in the downtown

18% 2010  
23% 2004  
17% 2003  
20% 2002



# Quality of Life Statements

**strongly agree & somewhat agree**

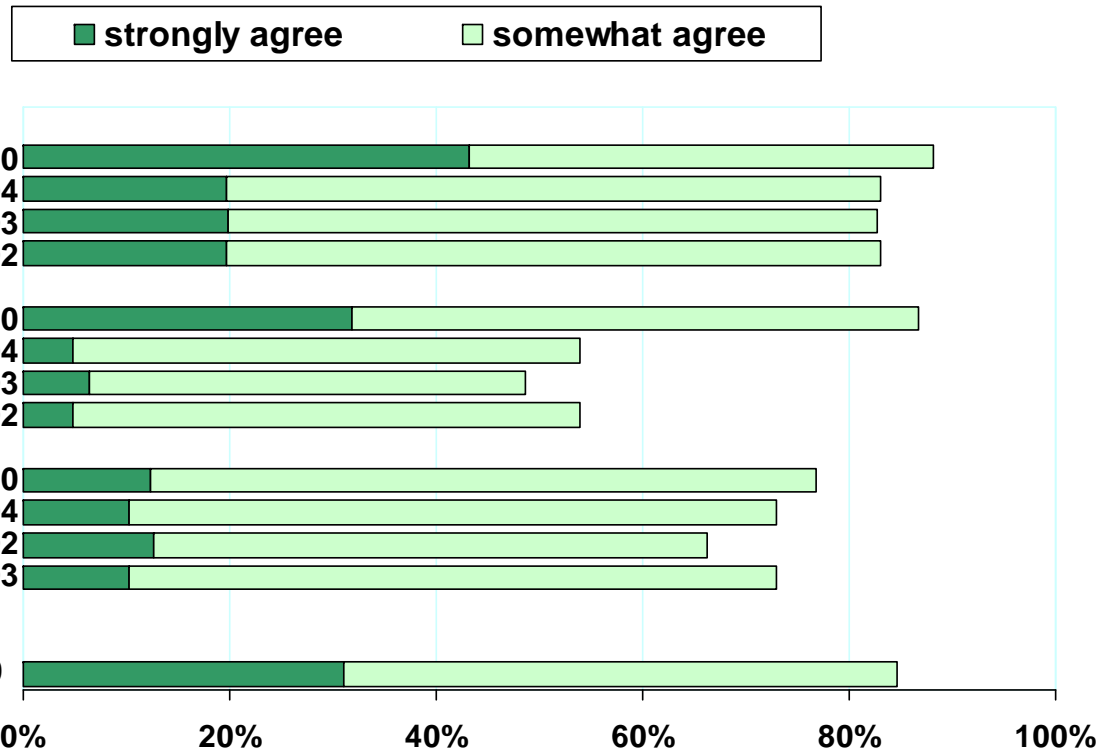
It is easy to get around in Winnipeg by car

It is easy to get around in Winnipeg by bicycle

It is easy to get around in Winnipeg by transit

It is easy to get around in Winnipeg by walking

**new measure**



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# Actions to Improve Quality of Life

Citizens were asked: "What actions do you think the City of Winnipeg could take to improve life in the city?"

The table to the right are the suggested actions.

	Groupings	Detail of Responses	# of responses	% of people surveyed
30.2%	Crime/Policing	Reduce crime/improve law enforcement	139	23.2%
		Increase police presence	58	9.7%
		Reduce gang/youth crimes	42	7.0%
		Improve justice system	28	4.7%
11.5%	Roads / Infrastructure	Fix roads and streets	47	7.8%
		Build / fix / improve City infrastructure	8	1.3%
		Improve street lighting	3	0.5%
		Improve maintenance of parks & recreation facilities	11	1.8%
11.3%	Transit	Rapid Transit / Improve public transit	68	11.3%
6.7%	Downtown Renewal	Develop/improve downtown	29	4.8%
		Clean up downtown	11	1.8%
5.7%	Bicycle & Walking Trails	Provide/improve bicycle and walking trails	34	5.7%
2.0%	Economy	Create employment and industry	12	2.0%
2.2%	Taxation	Lower property taxes / education property taxes	13	2.2%
1.7%	Recycling/Environment	Improve recycling program	5	0.8%
		Improve garbage collection	5	0.8%
1.0%	Green space	More green space / more parks	6	1.0%
1.2%	Insect Control	Provide better insect control	7	1.2%
1.0%	Poverty	Help the homeless	5	0.8%
		Improve social services and welfare programs	1	0.2%
1.0%	Housing	Develop affordable housing	6	1.0%
0.8%	City Planning	better city planning	5	0.8%
0.7%	Healthcare	Improve health care	4	0.7%
0.5%	More things to do	More recreational programming	3	0.5%
5.0%	Other	miscellaneous other suggestions	30	5.0%
3.3%	No suggestions	don't know / refused	20	3.3%



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# Actions to Improve Quality of Life 2010 vs. 2009

<b>Groupings</b>	<b>2009</b>	<b>2010</b>
Crime/Policing	18.1%	30.2%
Roads / Infrastructure	32.7%	11.5%
Transit	8.1%	11.3%
Downtown Renewal	3.5%	6.7%
Bicycle & Walking Trails	3.2%	5.7%
Economy	2.5%	2.0%
Taxation	2.8%	2.2%
Recycling/Environment	0.8%	1.7%
Green space	1.0%	1.0%
Insect Control	0.7%	1.2%
Poverty	2.2%	1.0%
Housing	1.5%	1.0%
City Planning	1.3%	0.8%
Healthcare	1.2%	0.7%
More things to do	4.8%	0.5%
Other	6.3%	5.0%

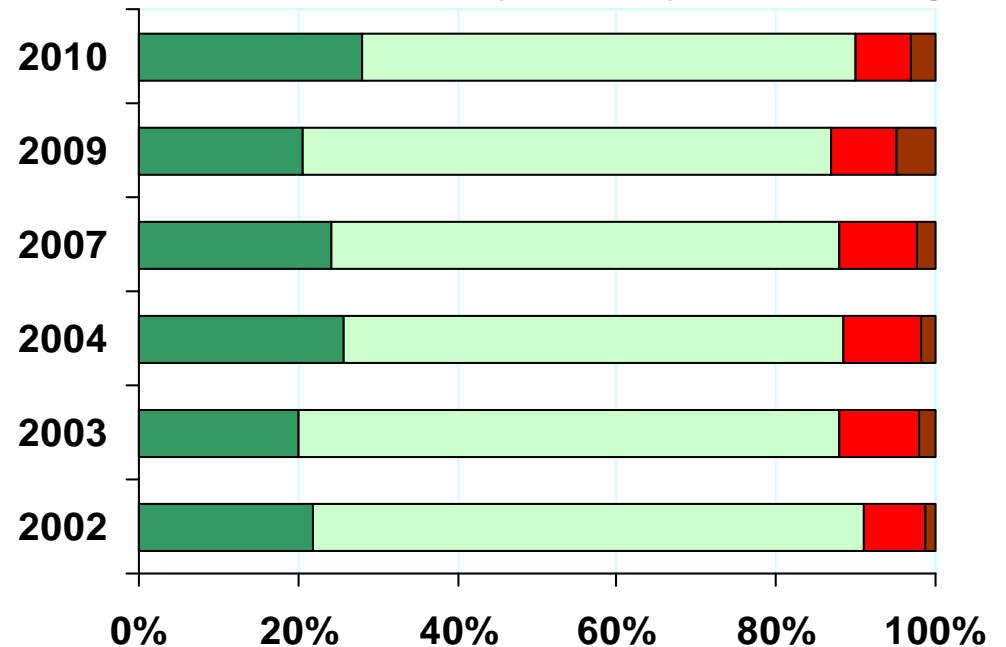


# City Services: Citizen Satisfaction

# Citizen overall satisfaction with City services:

Overall satisfaction continues to remain high: 90% in 2010

In general, how satisfied are you with the services provided by the City of Winnipeg?



	2002	2003	2004	2007	2009	2010
<b>very dissat</b>	1%	2%	2%	2%	5%	3%
<b>smwt dissat</b>	8%	10%	10%	10%	8%	7%
<b>smwt sat</b>	69%	68%	63%	64%	66%	62%
<b>very sat</b>	22%	20%	26%	24%	21%	28%

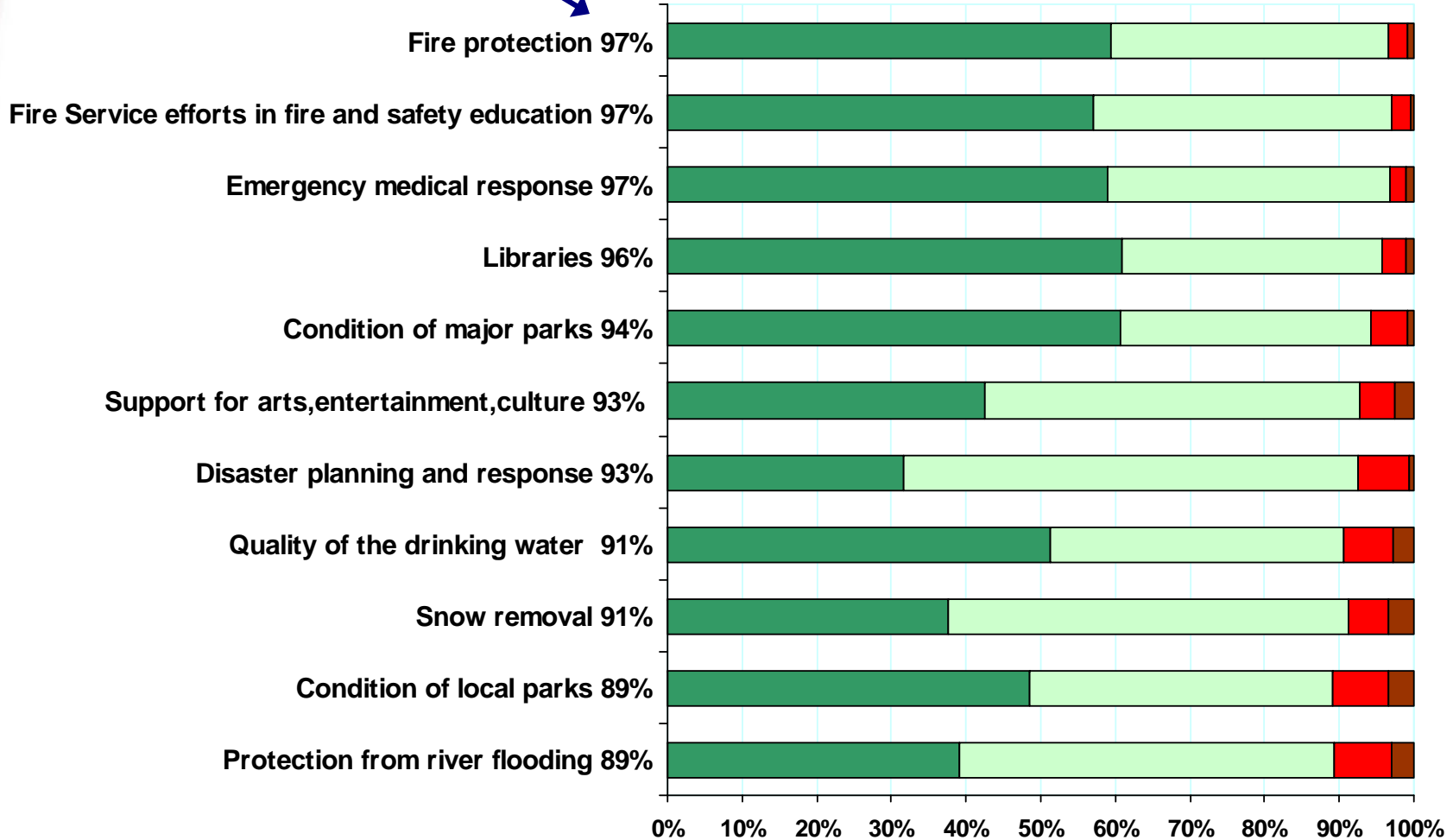


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# Citizen Satisfaction - 2010

very satisfied & satisfied

■ very sat   ■ smwt sat   ■ smwt dissat   ■ very dissat

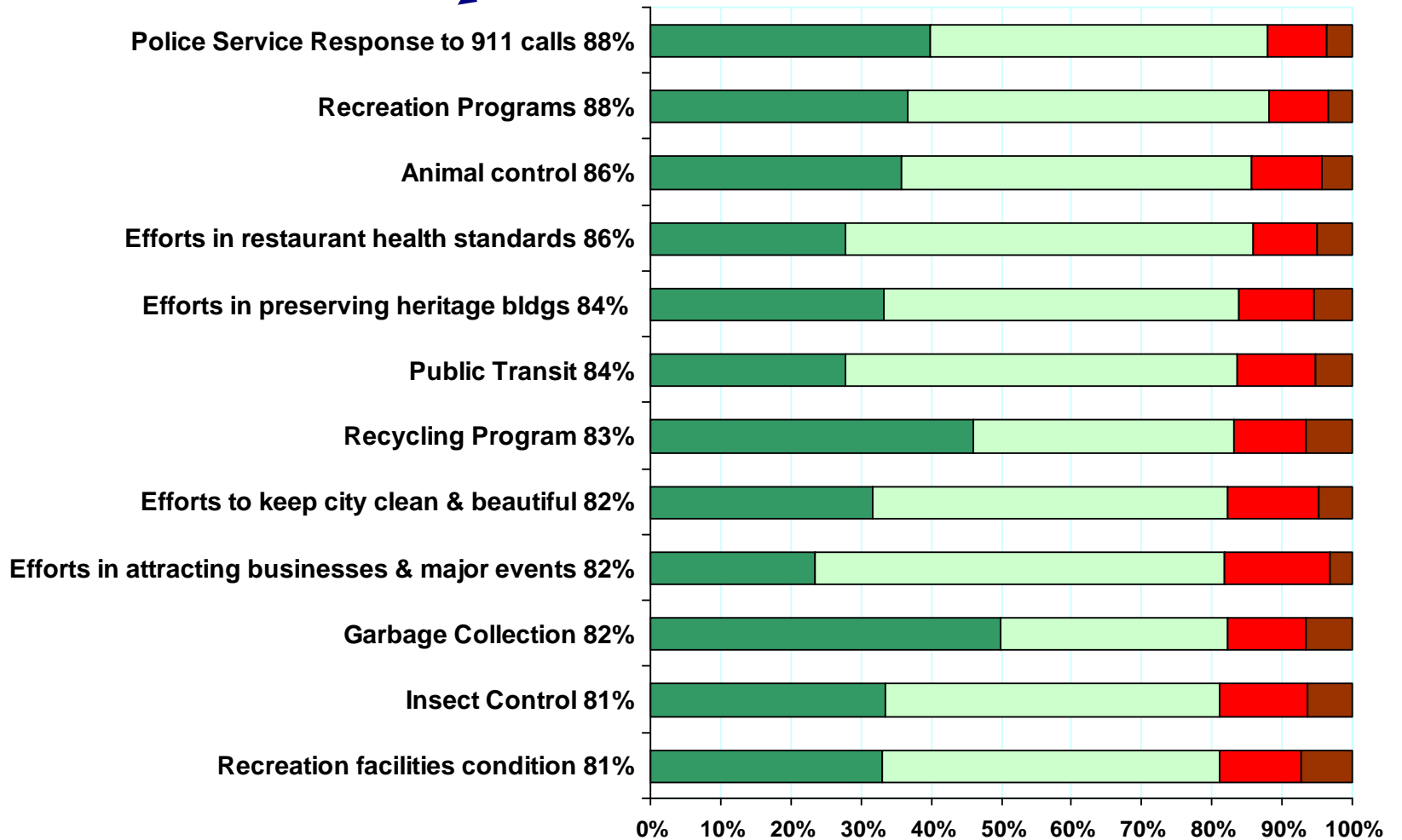


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# Citizen Satisfaction - 2010

very satisfied & satisfied

■ very sat 
 ■ smwt sat 
 ■ smwt dissat 
 ■ very dissat

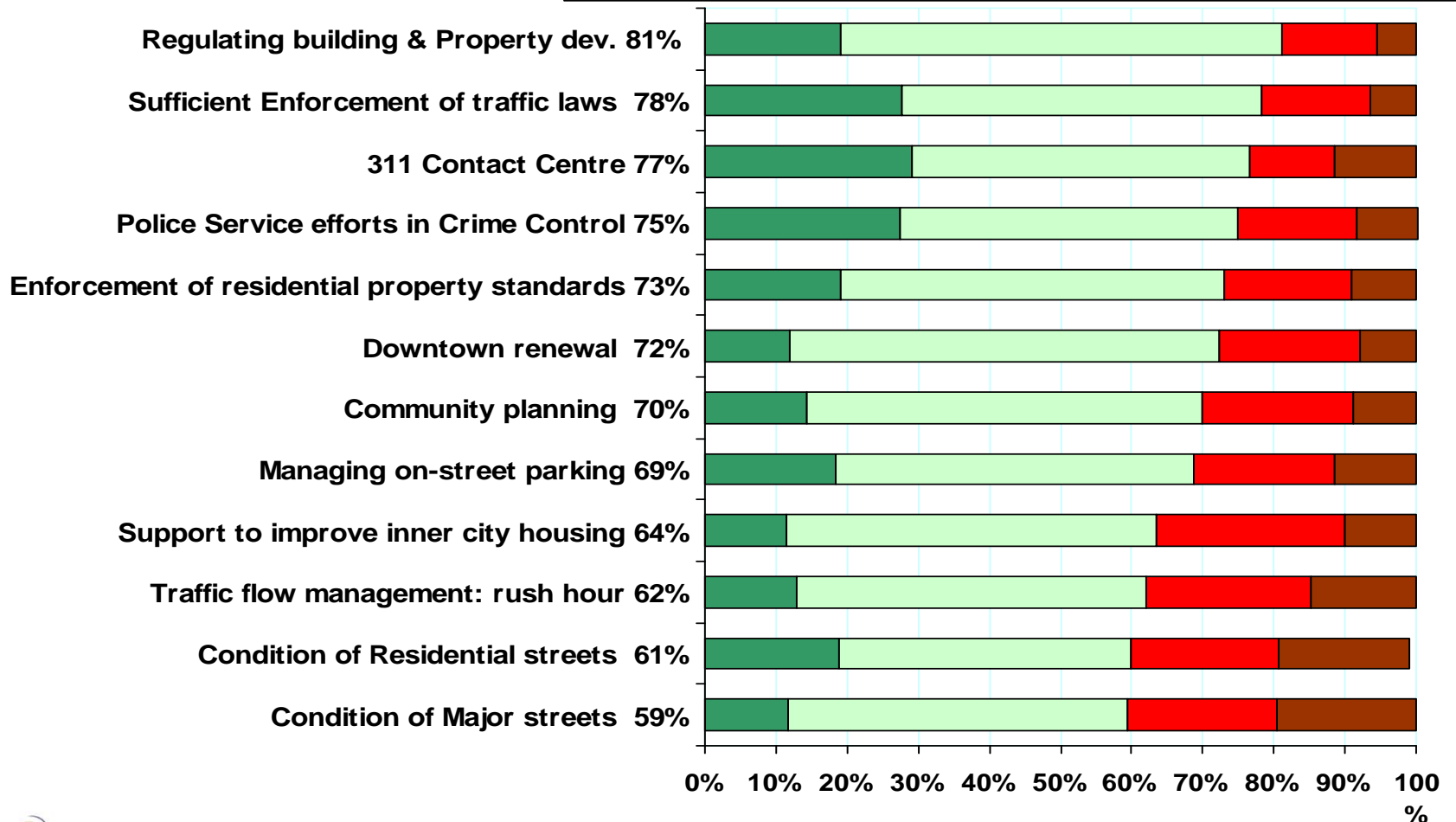


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# Citizen Satisfaction - 2010

very satisfied & satisfied

■ very sat ■ smwt sat ■ smwt dissat ■ very dissat



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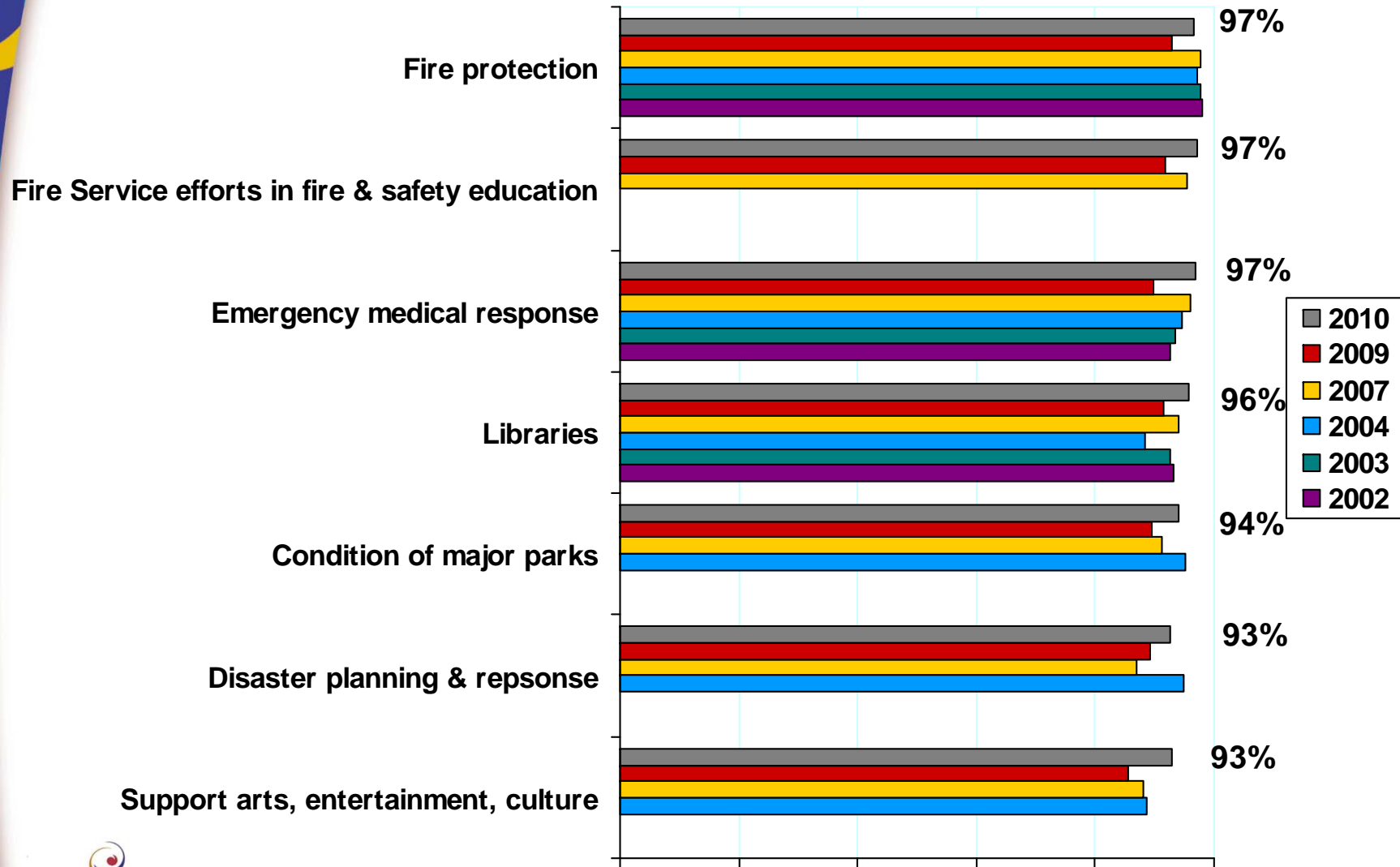
# User Satisfaction

(includes only actual users of the service)

<b>Service/Amenity</b>	<b>2004</b>	<b>2007</b>	<b>2009</b>	<b>2010</b>
Condition of recreation facilities	71.1%	66.8%	74.2%	80.3%
Recreation Programs	79.0%	78.9%	79.2%	88.4%
Condition of the local park	86.4%	86.4%	84.4%	89.4%
Condition of major parks	95.2%	91.5%	88.4%	94.5%
City Transit	76.2%	71.8%	73.5%	82.9%
Emergency Medical response	91.6%	95.1%	83.8%	99.3%
Police service responses to 911 calls	N/A	50.5%	79.8%	79.0%
Regulating building & property development	72.9%	46.2%	70.6%	70.0%
Libraries	86.4%	92.6%	91.6%	96.1%

# Trends: Citizen Satisfaction

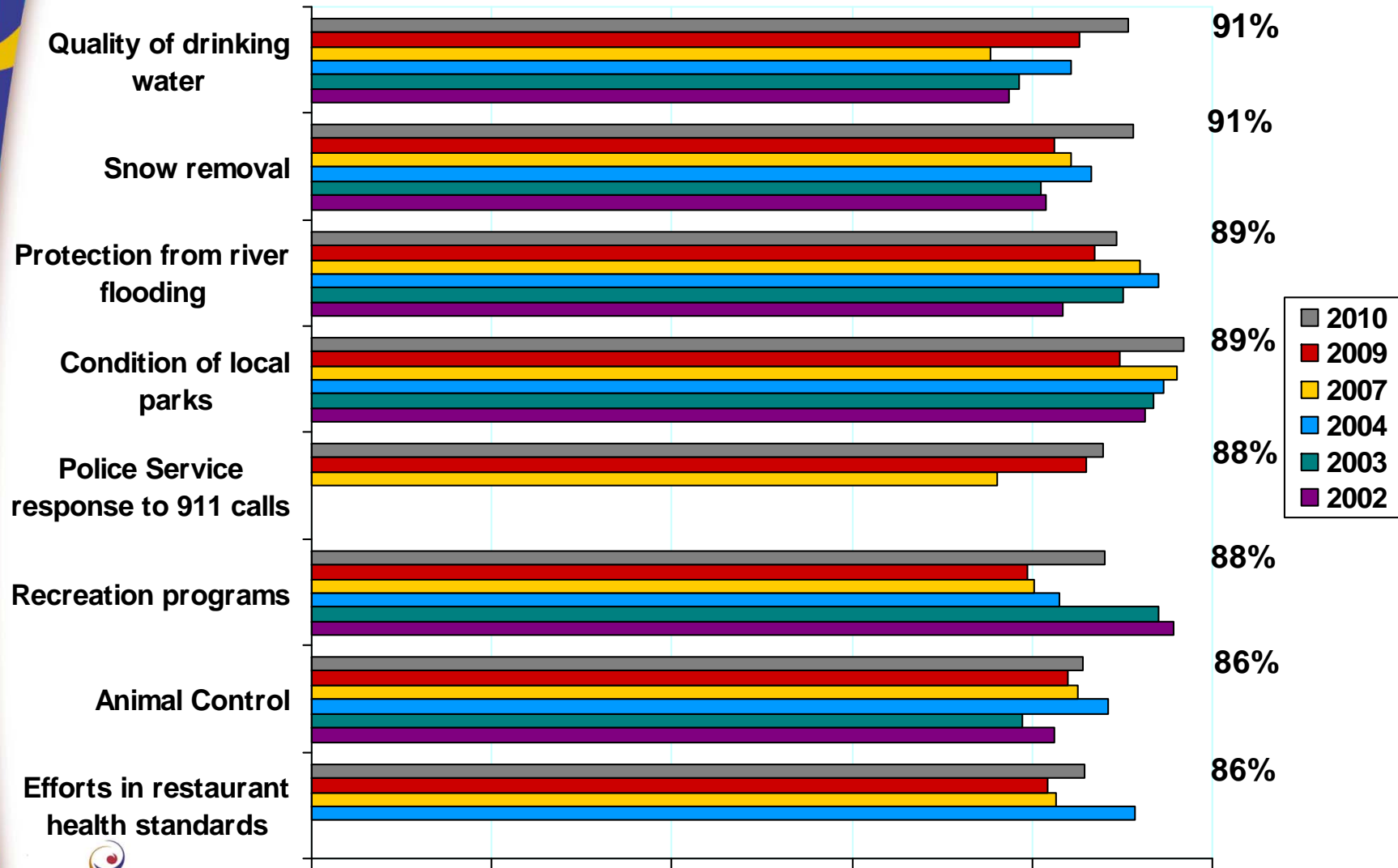
very satisfied & somewhat satisfied responses



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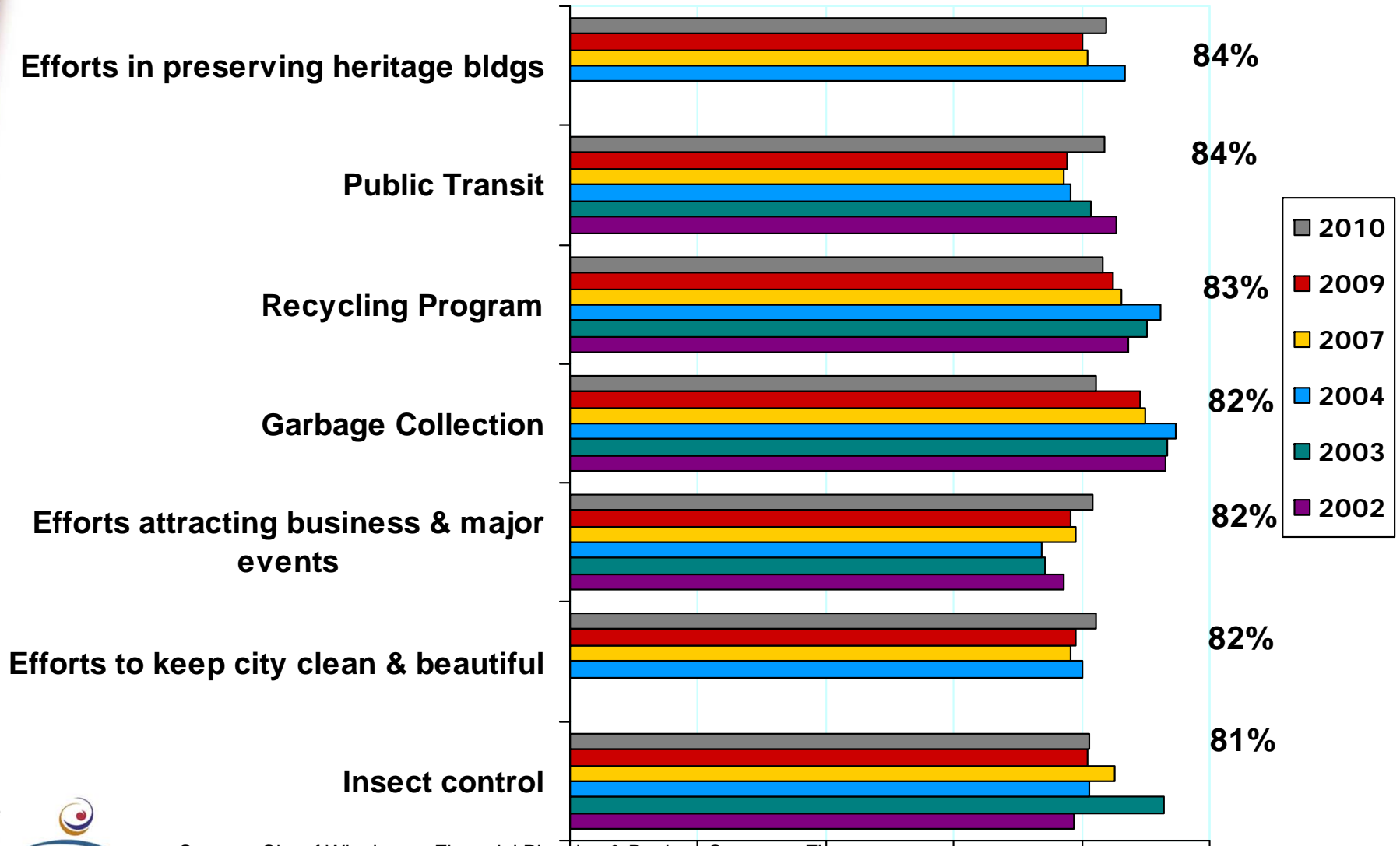
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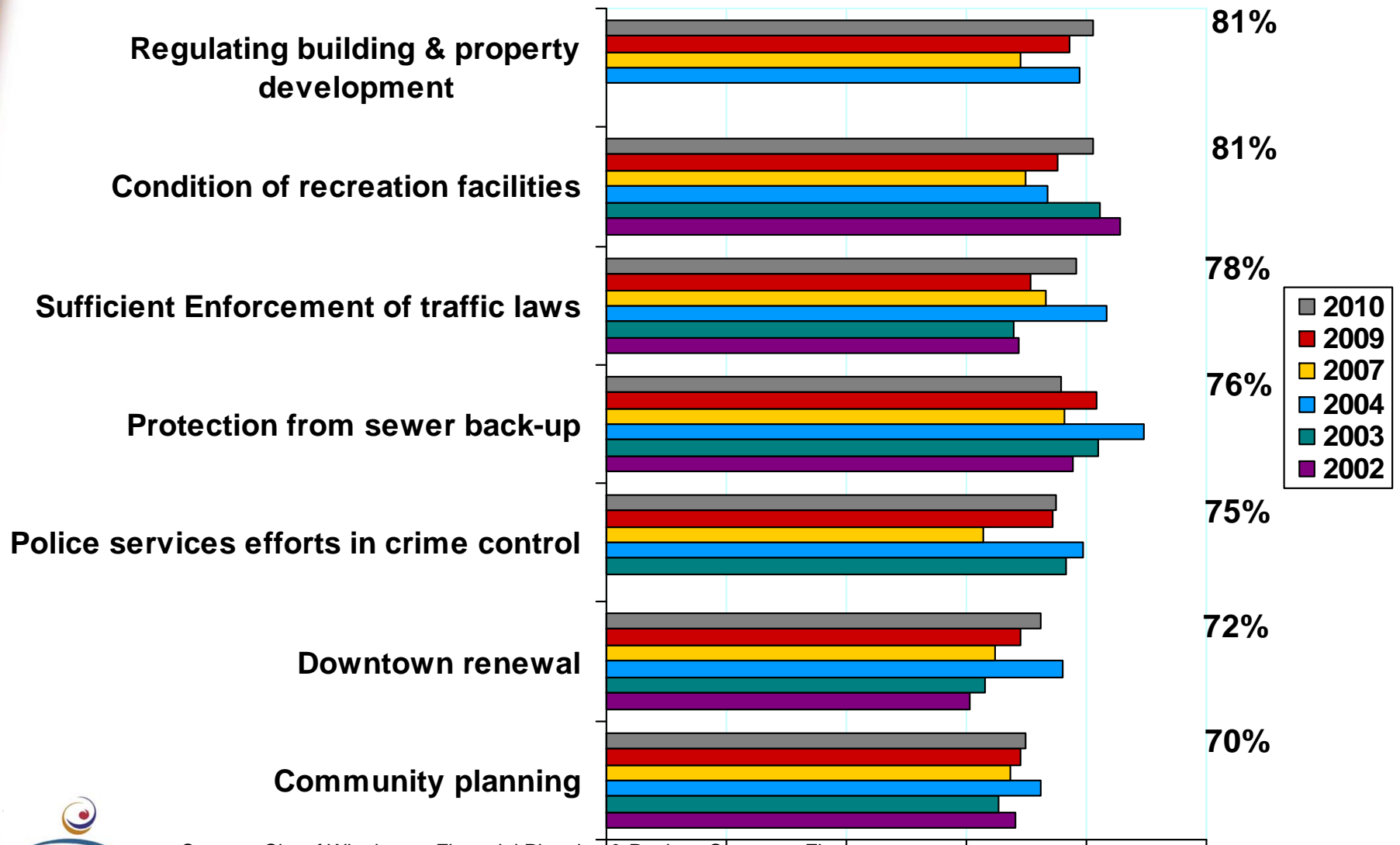
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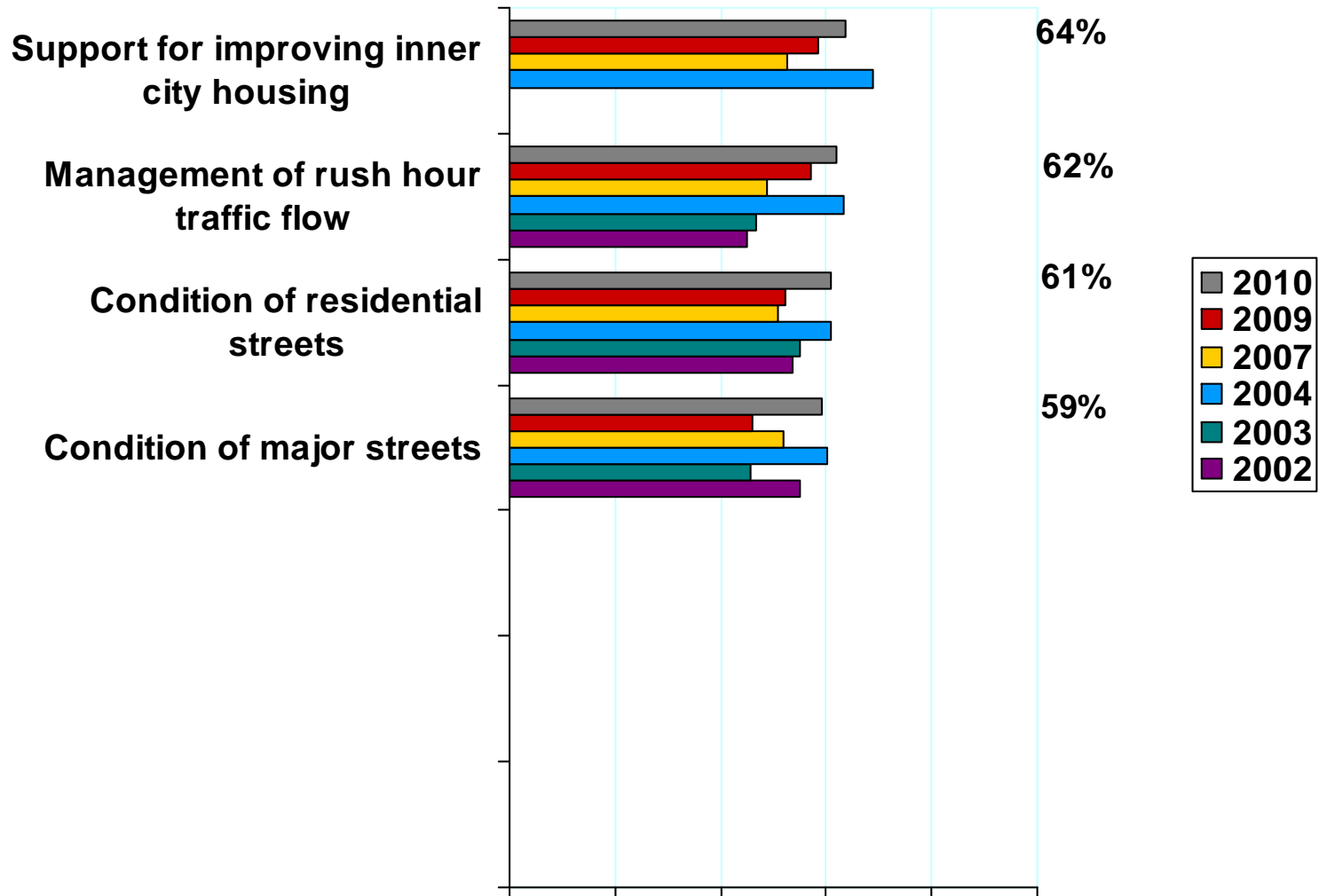
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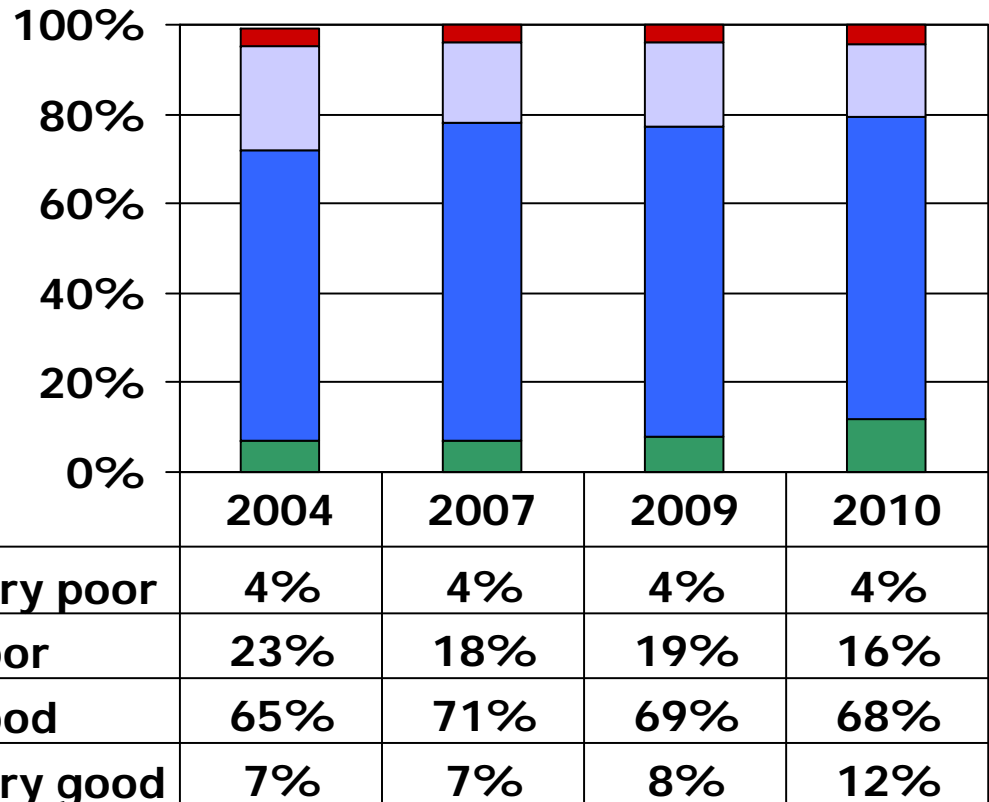
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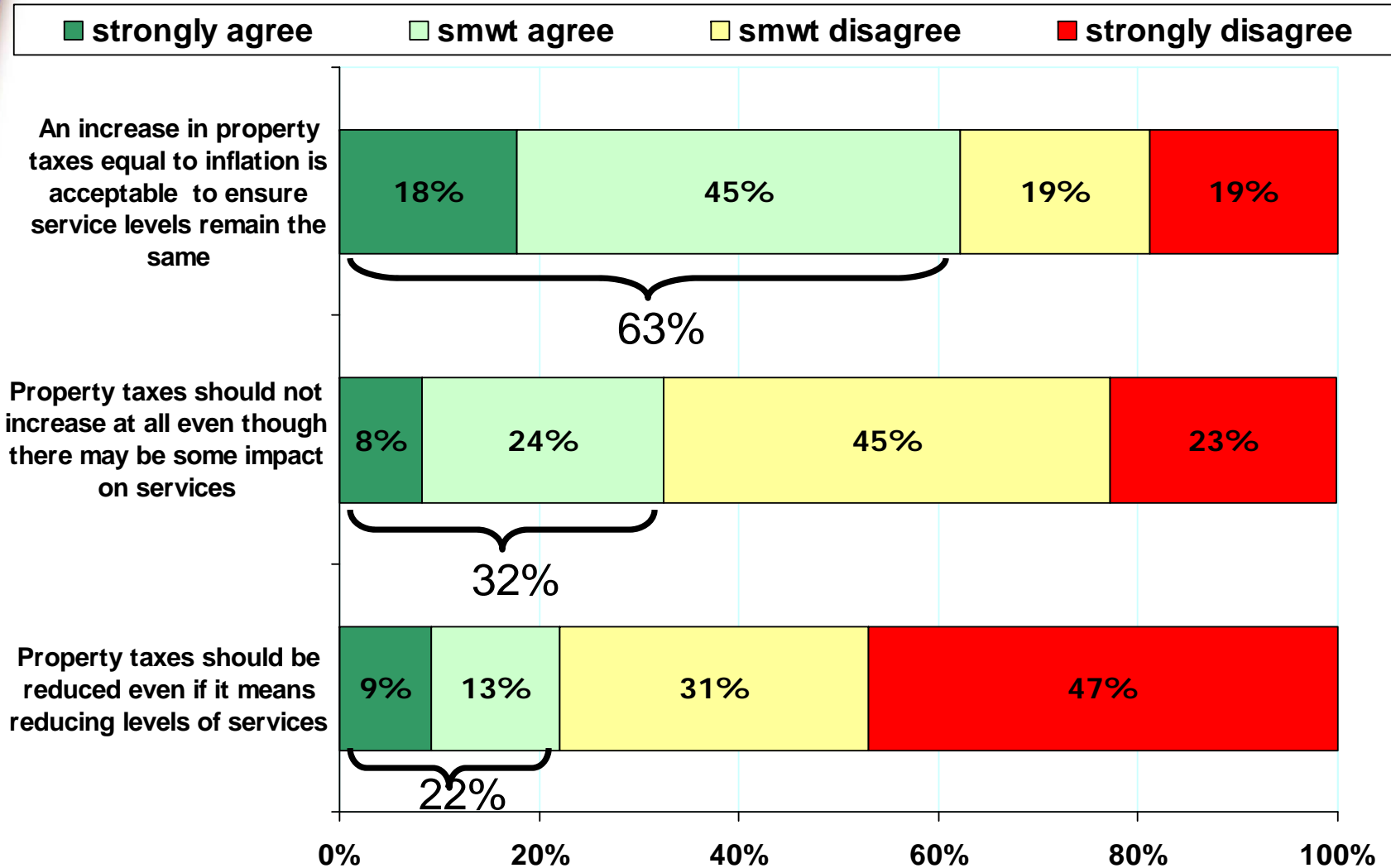
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# Value for Tax Dollar

In 2010, 80% of Winnipeggers believe there is good to very good value in their municipal tax dollar, an increase from 2004 when it was 72%.



# Property Tax: Increase or Decrease?



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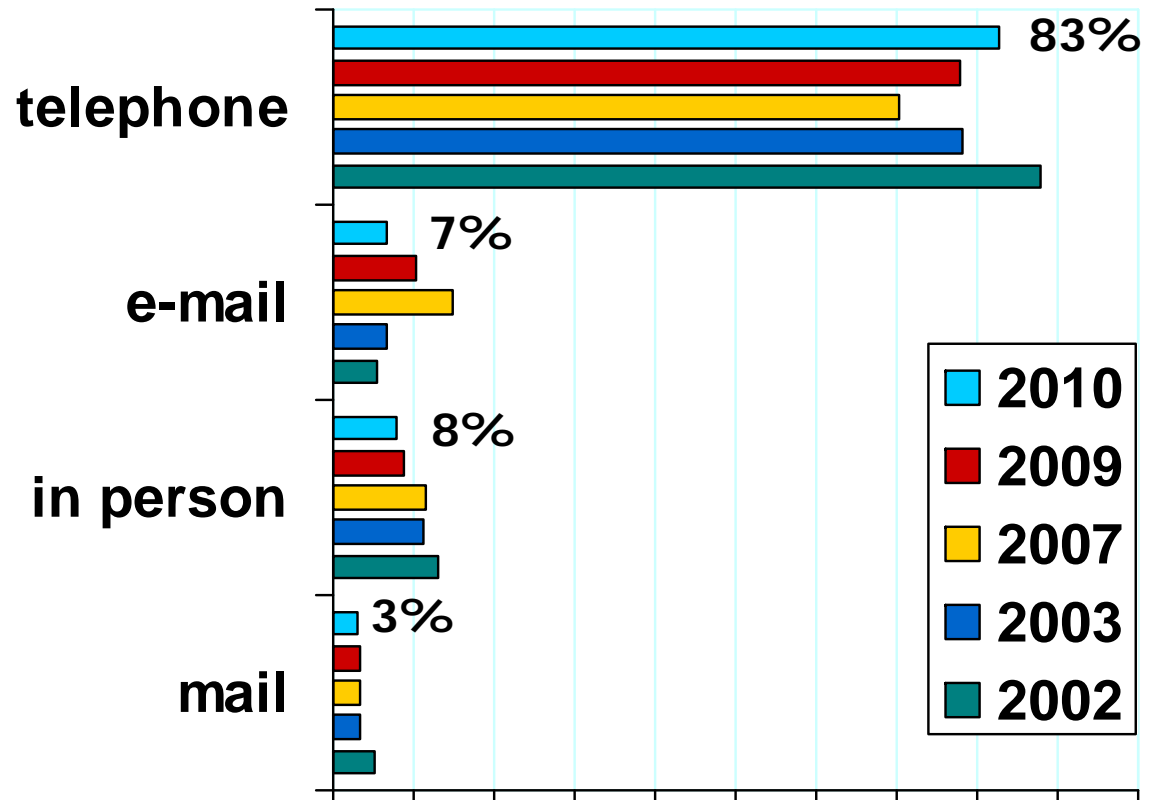


# Customer Service

# Contact with City Staff

Of those who had contact, the method used was...

Telephone was by far the primary method of contact.



# Customer Service

Of those who contacted the City of Winnipeg rated their experience as...

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
<b>2007</b>	30%	38%	19%	13%
<b>2009</b>	22%	48%	15%	14%
<b>2010</b>	30%	49%	4%	17%

In 2010, 79% of Winnipeggers who had contacted the City in the past year, rated their experiences as satisfied, up from 68% in 2007.



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# Customer Service

Question: Thinking about your personal dealings with the City of Winnipeg and your general Impressions...

**strongly agree & somewhat satisfied**

City staff are courteous, helpful and knowledgeable

90% 2010  
88% 2007  
87% 2004

The quality of service from the City is consistently high

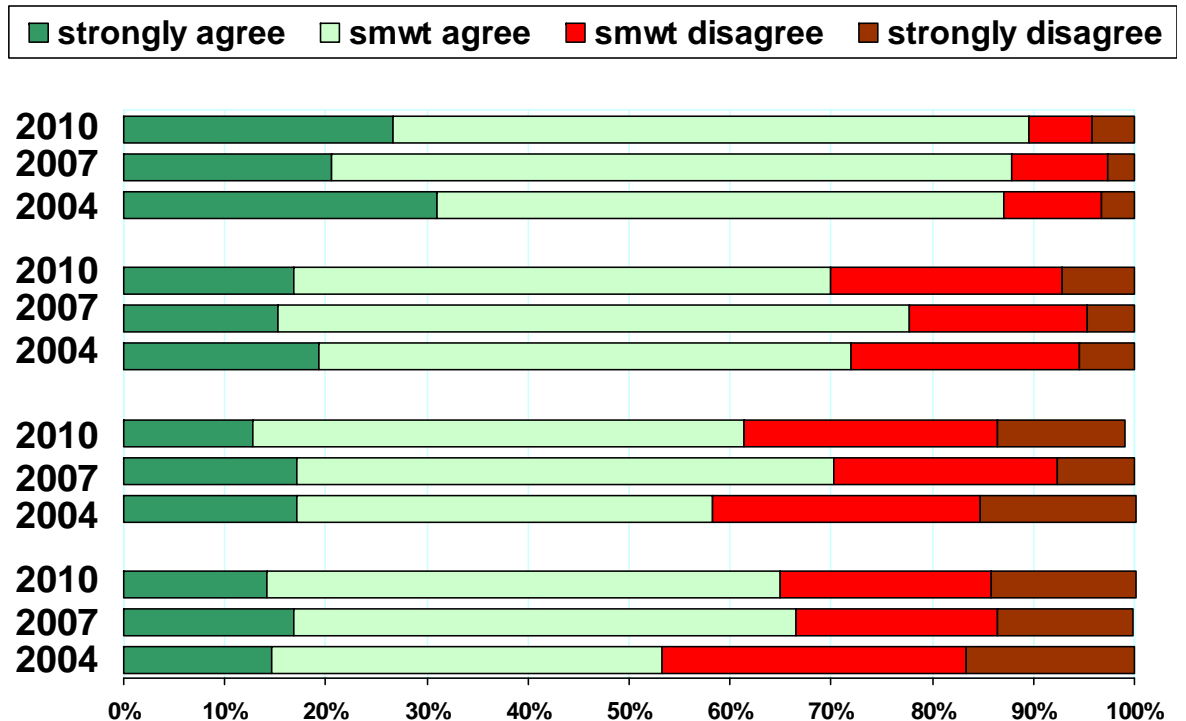
70% 2010  
78% 2007  
72% 2004

The City responds quickly to requests and concerns

62% 2010  
70% 2007  
58% 2004

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

65% 2010  
67% 2007  
53% 2004



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# Improvements Customer Service

Citizens were asked:

“How could the City’s customer service be improved?”

Groupings	Detail of Responses	# of responses	% of people surveyed
<b>9.8% Improvements relating to staff contact</b>	Staff should be more knowledgeable about services	53	8.8%
	Get questions answered right away / reduce transfers	3	0.5%
	Offer customer service in more languages	2	0.3%
	Should listen / show an interest in wanting to help	1	0.2%
<b>8.1% Improvements relating to systems</b>	Should have direct access to departments	24	4.0%
	Improve 311	14	2.3%
	311 not working / get rid of 311	11	1.8%
<b>7.5% Improvements relating to staffing levels</b>	More people on staff / more timely responses	39	6.5%
	Less hold time for 911	6	1.0%
<b>0.7% Increase hours of operation</b>	Extend working hours	4	0.7%
<b>0.7% OK / Satisfied</b>	OK / Satisfied	4	0.7%
<b>3.2% Other</b>	Other	19	3.2%
<b>70.0% No suggestions</b>	No suggestions / don't know	420	70.0%



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# Improvements Customer Service

Citizens were asked:

“How could the City’s customer service be improved?”

<b>Groupings</b>	<b>2007</b>	<b>2009</b>	<b>2010</b>
Improvements relating to staff contact	23.8%	11.9%	9.8%
Improvements relating to systems	20.4%	7.5%	8.1%
Improvements relating to staffing levels	13.8%	5.1%	7.5%
Increase hours of operation	3.9%	0.3%	0.7%
OK / Satisfied	0.0%	0.5%	0.7%
Other	n/a	4.0%	3.2%
No suggestions	40.7%	70.6%	70.0%