



CITIZEN PERSPECTIVE

2020 Citizen Survey

June 2020

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.

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?

COVID-19 adjustments

- Where relevant, question wording was adjusted to reflect the pandemic and ask participants to reflect on their typical behaviour.
- Responses that may have been impacted by COVID-19 are identified where applicable.

Methodology

A total of 600 Winnipeg citizens aged 18 years and over were interviewed by telephone between May 1 to May 20, 2020. The sample include both landlines and cell phone numbers. The final results in this survey are weighted by age, gender, and the area of Winnipeg respondents reside in according to 2016 Statistics Canada census data.

The margin-of-error for this telephone survey of 600 adults is +/- 4.1%, 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 2020 survey with the results of previous citizen satisfaction surveys conducted in 2016 to 2019.

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.*

Key Findings

QUALITY OF LIFE

- Almost all Winnipeggers (97%, slightly more than in 2019) rate the overall quality of life in the City as very good or good, while very few (3%) rate it as poor or very poor.
 - Winnipeggers find it easy to get around by car (94%) and to a lesser extent by walking (80%). Fewer find it easy to get around by transit (64%) or by bicycle (64%).
 - Although more than two-thirds of citizens feel safe walking alone at night in their neighbourhood (68%), few feel safe walking alone at night downtown (18%).
 - Many Winnipeggers are able to find information from the website (88%).
 - While many believe the City acts in the best interest of citizens (82%), fewer Winnipeggers believe that they can influence the decisions or direction of the City (52%).
- The most common actions cited to improve the quality of life in Winnipeg are related to roads and infrastructure (29%), improvement of services (26%), crime / policing (24%), and active living / transit (21%). Compared to 2019, when crime and policing (51%) was the most common action, in the recent survey this is only cited by about 1 in 4 Winnipeggers (24%).
- More than one-third of citizens (36%) are promoters of the City of Winnipeg, and the overall 2020 Net Promoter Score remains high at +17, which is up from 2019 (+11).

Key Findings

VALUE FOR TAX DOLLARS






- Three-quarters (78%) of citizens feel that they receive good or very good value for their property tax dollars. This is up from 68% in 2019.
- The most common reasons for finding good value for property tax dollars are satisfaction with services (44%), having general satisfaction (36%), and satisfaction with roads (10%).
- The most common reasons finding poor value for property tax dollars are dissatisfaction with roads (24%), dissatisfaction with taxes (20%) and dissatisfaction with city spending (19%).

CUSTOMER SERVICE

- Almost two-thirds (63%) of Winnipeggers contacted the City in the past year and those who did so, most commonly used the phone 📞 (87%) and email 📧 (14%). Since 2017, there has been a slow decline from 73% of Winnipeggers contacting the City.
- Satisfaction with customer service remains high at 82%.
- The majority of Winnipeggers (94%) agree that city staff are courteous, helpful, and knowledgeable while fewer (59%) agree that City staff are easy to get a hold of when they need them.
- The top suggestions to improve customer service include answering phone calls more quickly and having more knowledgeable staff.

Key Findings

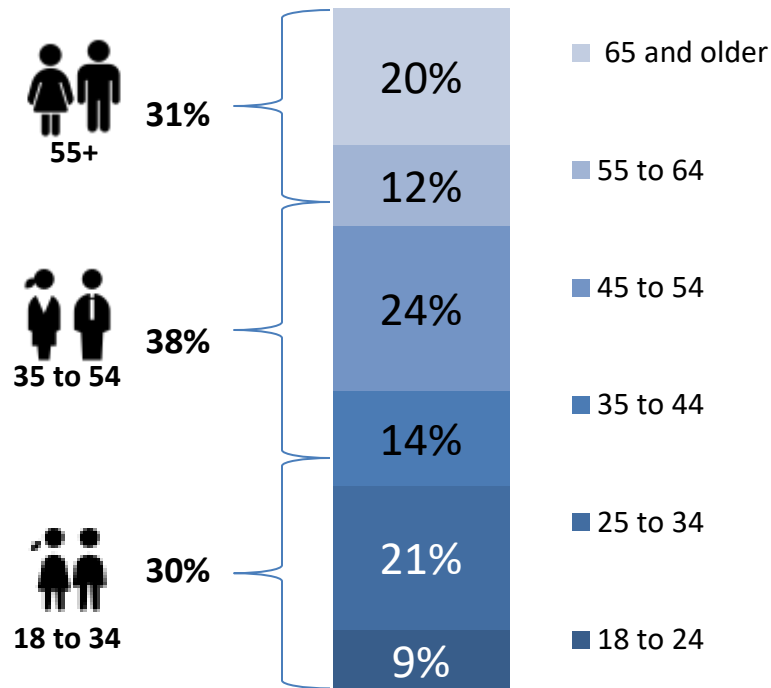
CITY SERVICES

- Overall satisfaction with city services remains high at 90%.
- Usage of city services varies by service, with the majority having visited a local (83%) or major park (76%), but only 27% have been involved in a medical incident and 21% were involved in an incident where 911 was called. Only 4% applied for a building permit.
- Public Safety remains the most important service area while Property and Development's importance has decreased over the past year.
- Satisfaction with city services is high for the majority of services.
- Individual city services that received over 95% satisfaction ratings:
 -  Fire and rescue service response to fire emergencies (97%)
 -  Condition of major parks (97%)
- Individual city services that received under 60% satisfaction ratings:
 -  Condition of major streets (58%)
 -  Condition of residential streets in your neighbourhood (54%)
 -  Availability and convenience of on-street parking (58%)

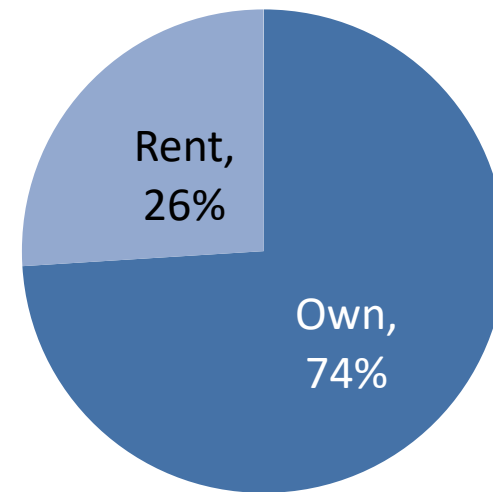
Demographics [1/2]

The majority of respondents are under 55 years old and nearly three-quarters are home owners.

Age



Own/Rent Home



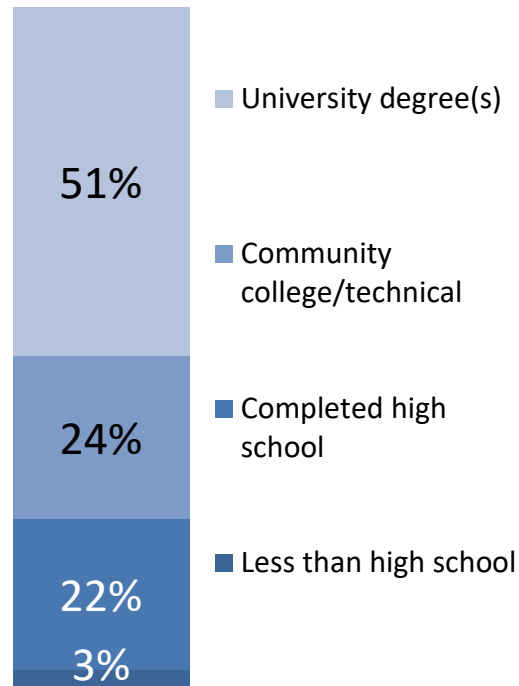
Q73 -- What age are you? (Base: All respondents (excluding refused). 2020 n=599) - unweighted

Q74 -- Do you rent or own your home? (Base: All respondents (excluding Don't know/Refused). 2020 n=589) - unweighted

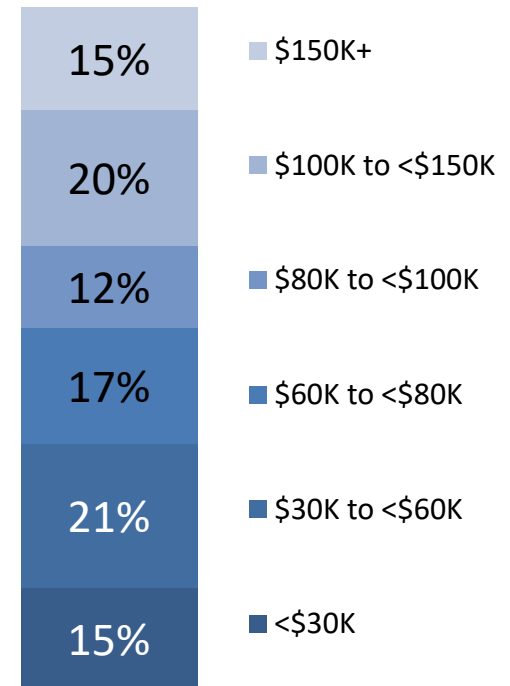
Demographics [2/2]

The majority of respondents have some post-secondary education with 51% having a university degree. Of the 78% of residents who answered the income question, nearly two-thirds have a household income of \$60,000 or more.

Level of Education



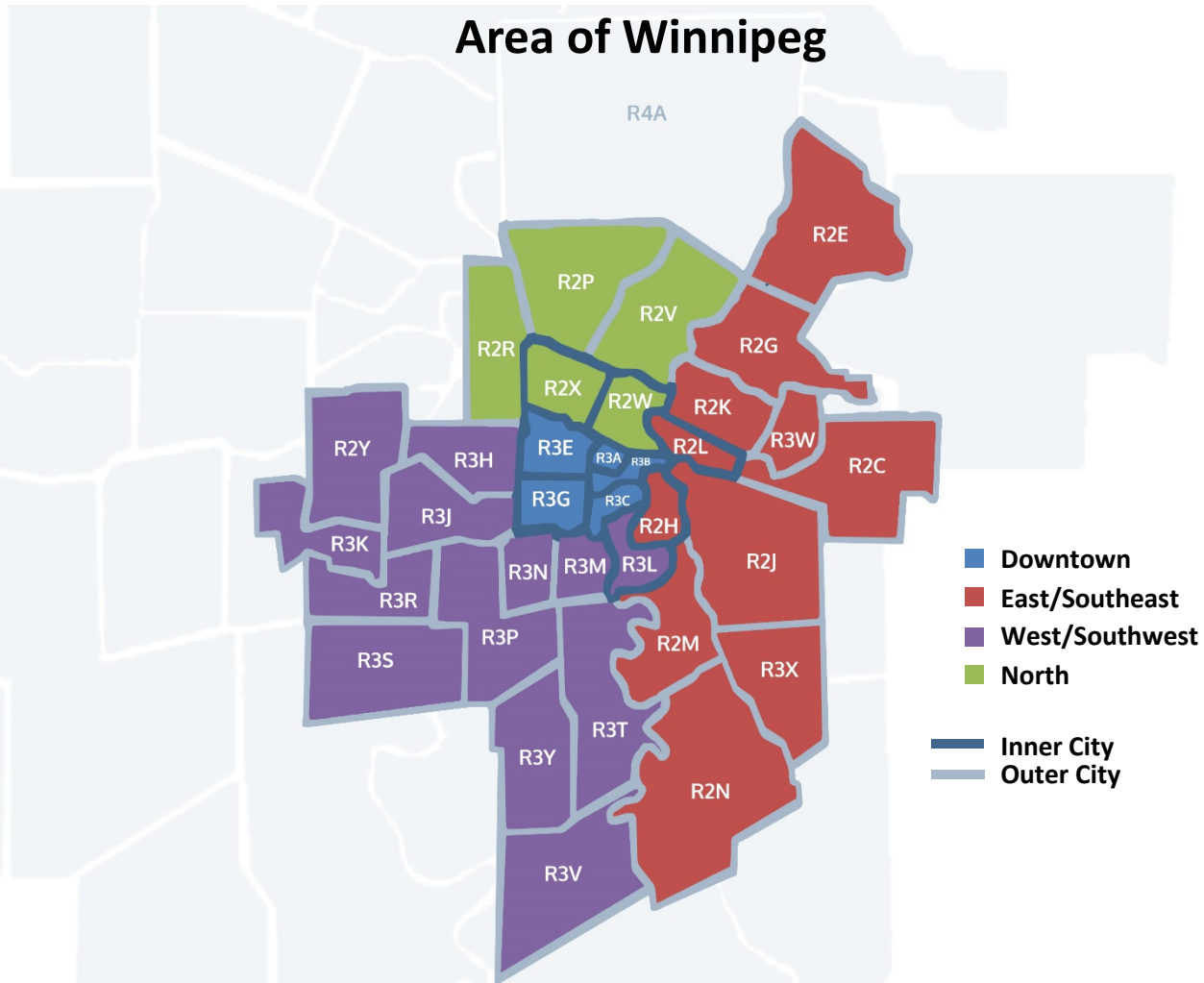
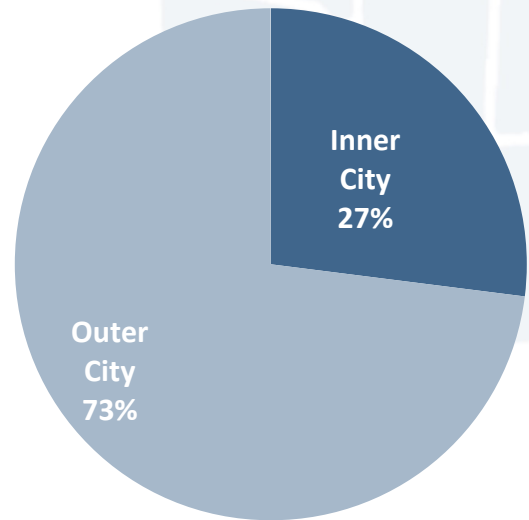
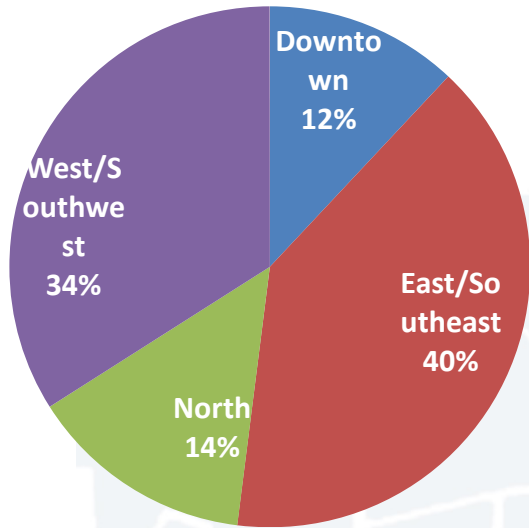
Household Income



Q75 -- What is the highest level of education you have completed? (Base: All respondents (excluding Don't know/Refused) 2020 n=593) - unweighted

Q76 -- Total household income before taxes. (Base: All respondents (excluding Don't know/Refused)) 2020 n=470) - unweighted

Where do they live?

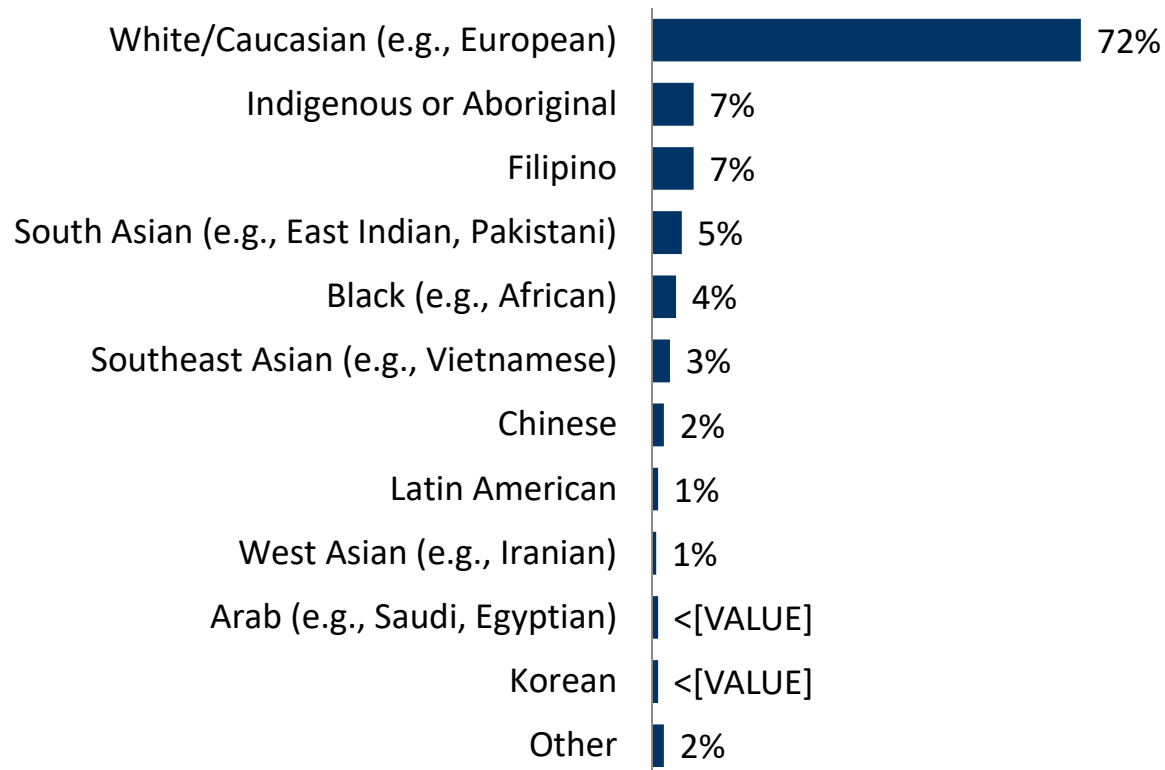


Q78 -- First three characters of postal code. (Base: All respondents 2020 n=600) – unweighted

How do they describe their Ethnic Origin?

Nearly three-quarters of survey respondents described their ethnic origin as white/Caucasian.

Ethnic Origin



Q77 -- How would you describe your ethnic background? Multiple responses allowed (Base: All respondents (excluding Don't know/Refused). 2020 n=581) -- unweighted

THE RESULTS

2020 Overall Satisfaction



Quality of Life (Very good/Good)				
2016	2017	2018	2019	2020
94%	92%	93%	93%	97%



Value for Tax Dollars (Very good/Good)				
2016	2017	2018	2019	2020
68%	70%	71%	68%	78%

Net Promoter Score
(Recommendation)

17



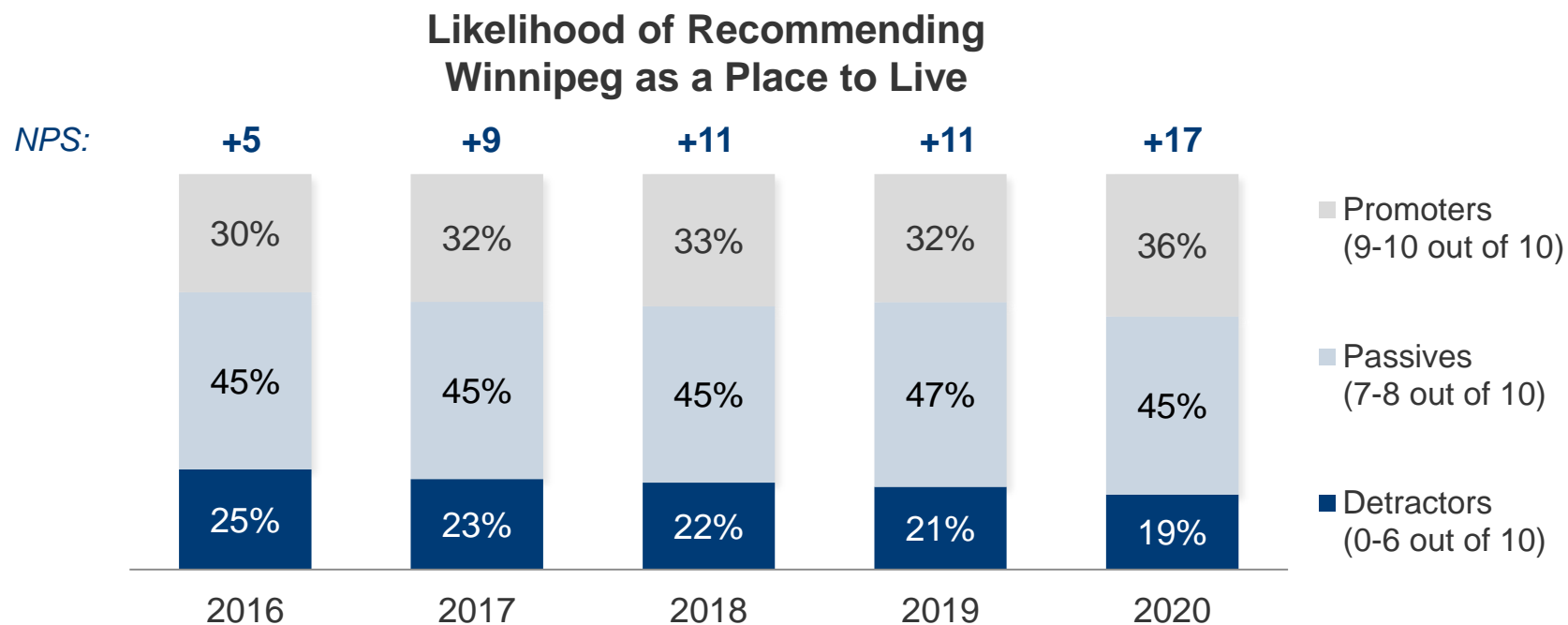
Overall City Services (Very /Somewhat Satisfied)				
2016	2017	2018	2019	2020
85%	88%	87%	88%	90%



Customer Service (Very /Somewhat Satisfied)				
2016	2017	2018	2019	2020
79%	83%	79%	81%	82%

Net Promoter Score Value

36% are classified as Winnipeg Promoters, and the overall 2020 NET Promoter Score is +17. This is a 6-point increase compared to 2019. Older citizens are more likely to be Promoters.



Those more likely to be Promoters in 2020 include:
 ✓ 55 years or older (48%)

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

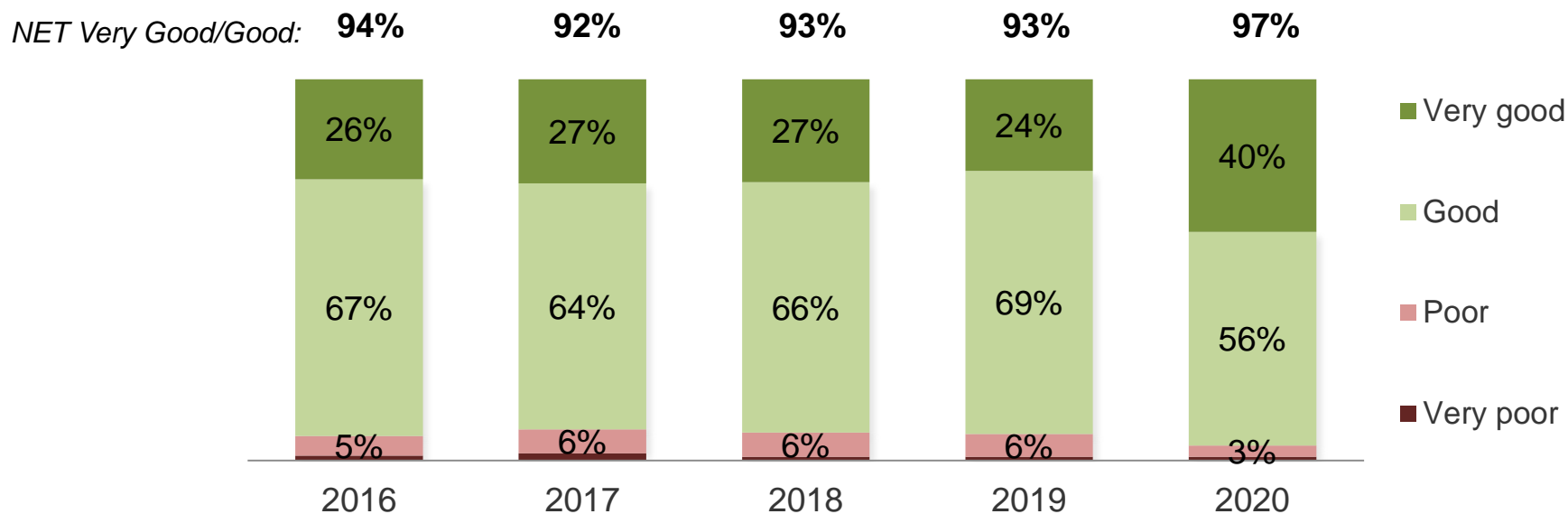
Q2 -- On a scale from 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend Winnipeg as a place to live? (Base: All respondents (excluding Don't know/Refused). 2020 n=597)

QUALITY OF LIFE

Quality of Life

Slightly higher than previous years, the majority (97%) of Winnipeggers rate the overall quality of life in Winnipeg as very good or good.

Overall quality of life in Winnipeg today

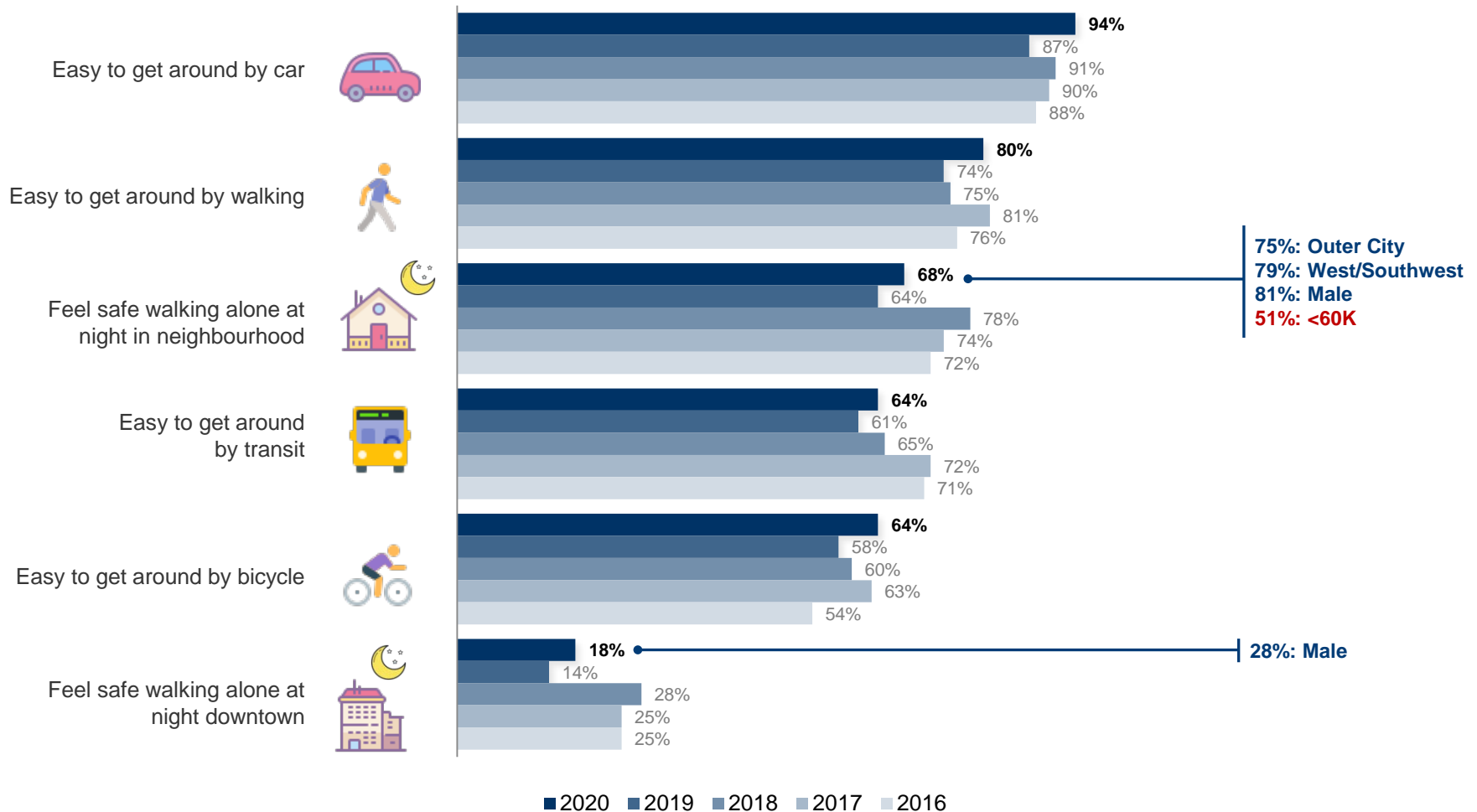


There are no demographic subgroups more likely rate quality of life as very good or good.

Q3 -- In general, how would you have rated the overall quality of life in Winnipeg prior to the impacts of the **coronavirus**? (Base: All respondents (excluding Don't know/Refused). 2020 n=599)

Quality of Life Statements

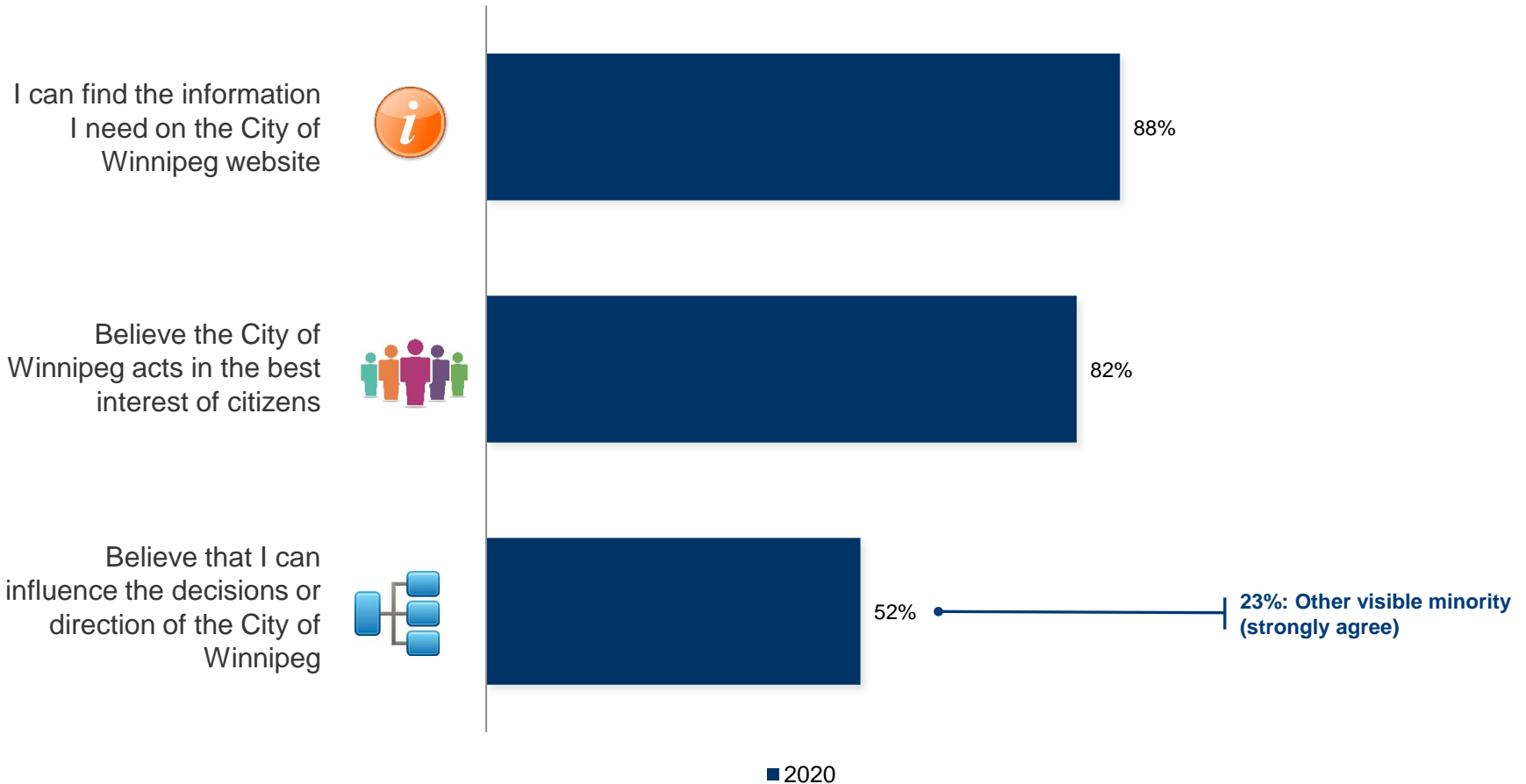
Quality of Life Ratings (Strongly agree/Agree)



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). 2020 n=506-593)

Perceptions of Winnipeg Statements

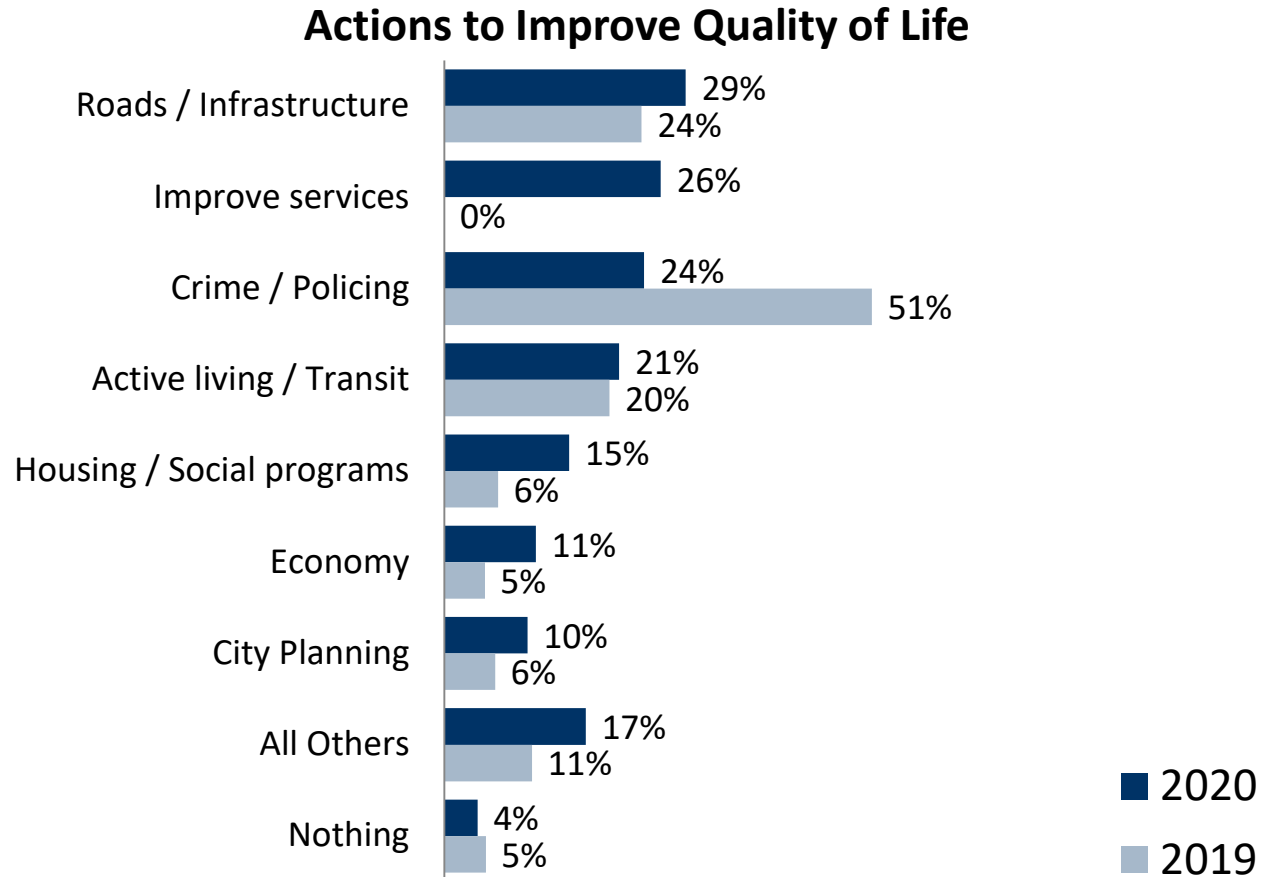
Perceptions of Winnipeg Ratings (Strongly agree/Agree)



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). 2020 n=521-585)

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

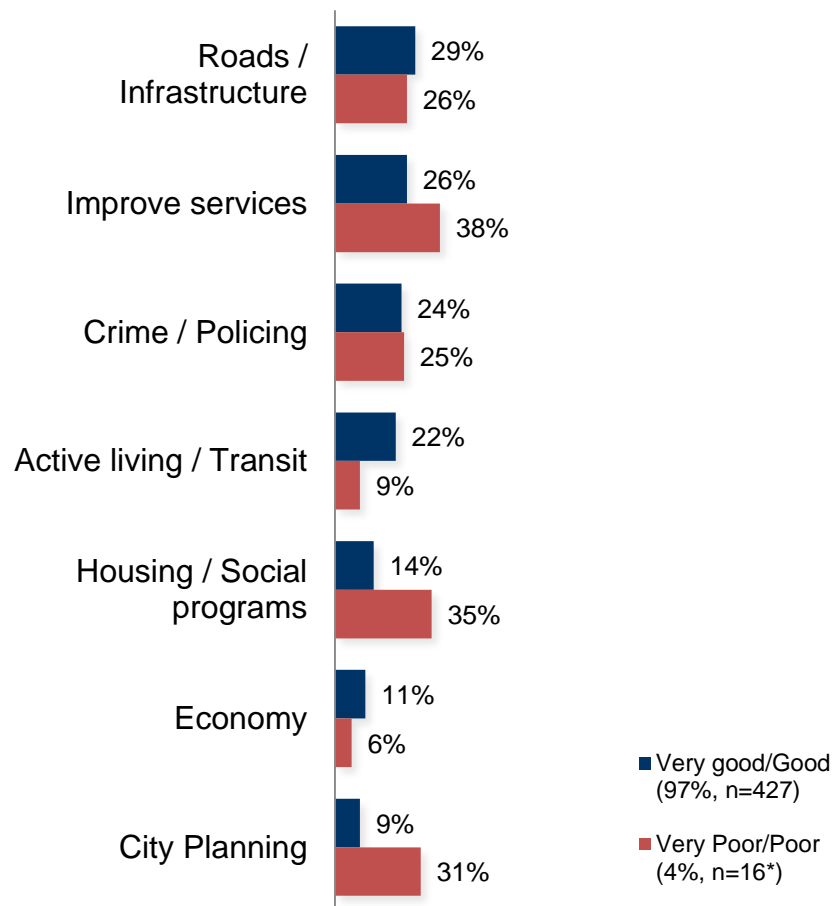
Citizens most commonly mentioned *road and infrastructure* for improving the quality of life in Winnipeg. Results have changed significantly from 2019 when *policing* was most commonly mentioned.



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). 2020 n=443)

Actions to Improve Quality of Life [2/3]

Top Actions by perceived Quality of Life



Most common actions for Good/Very good (97%, n=427)

- Fix roads and streets, including back lanes (23%)
- Reduce crime / improve law enforcement / safety (16%)
- Improve public transit / rapid transit, including fares (13%)

Most common actions for Very poor/Poor (4%, n=16*)

- Fix roads and streets, including back lanes (21%)
- Address homelessness (19%)
- Improve city planning, administration and spending (14%)
- Cleaner city and streets (14%)

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). 2020 n=443); *Base < 50, interpret with caution.

Actions to Improve Quality of Life [3/3]

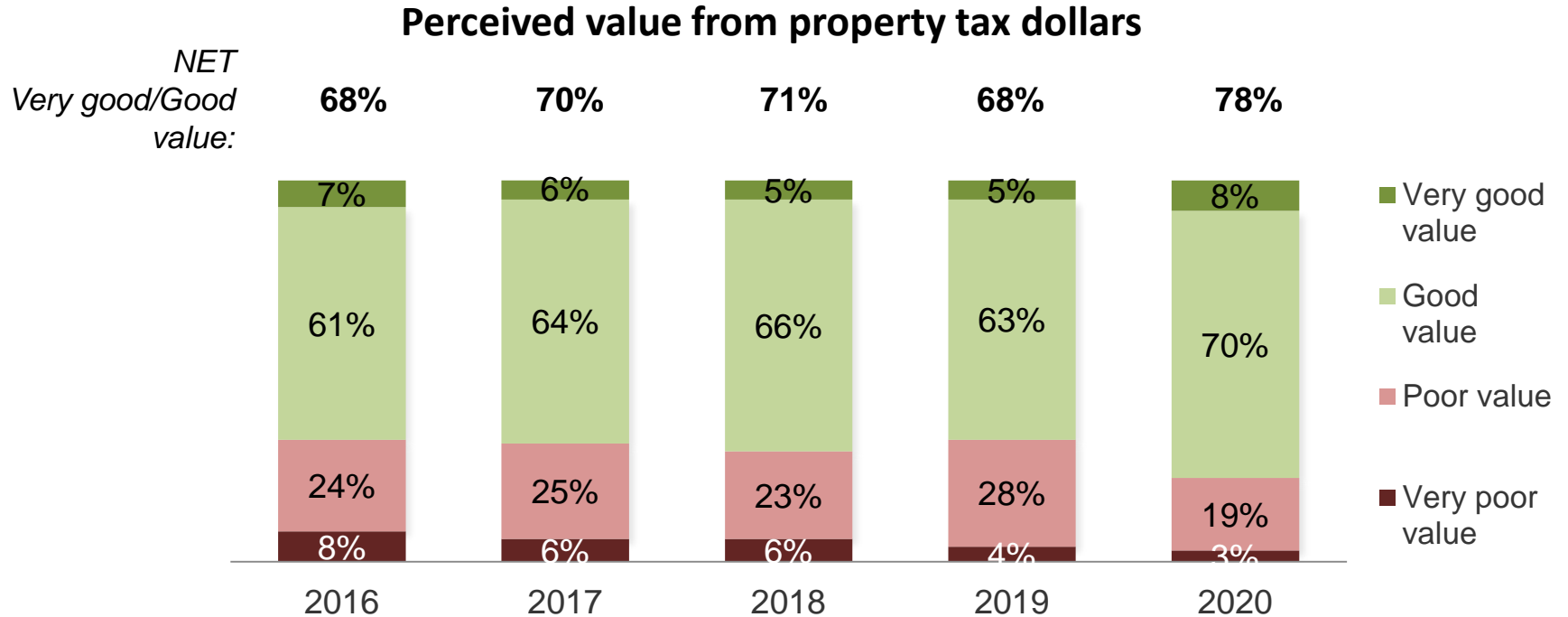
Selected verbatims for Good/Very good (97%)	Selected verbatims for Very poor/Poor (4%)
<ul style="list-style-type: none">• “Get more resources to help people with mental health, addictions of alcohol etc.”• “More measures to reduce crime, better infrastructure, more support for small businesses.”• “The quality of roads should be properly repaired rather than repairing it every 2 years.”• “Improve our roads we have bottle necks everywhere.”• “They could improve transit; run more frequently. They could improve community services, and library services.”• “Safer bike routes.”• “Help the homeless and the underprivileged. Provide bus fare for people who don't have enough money. Keeping services open so people have jobs.”	<ul style="list-style-type: none">• “More responsive on the social issues and it's own policies that are impacting the community such as poverty and homelessness and crimes.”• “The crime rate is awful. Minimum wage is terrible. Poverty level in general is bad, and cleanliness of the city.”• “Fix potholes properly. Take crime more serious.”• “Improving infrastructure, housing, supporting arts and entertainment, and supporting small businesses.”

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). 2020 n=443)

VALUE FOR TAX DOLLARS

Value for Tax Dollars

More than three-quarters of Winnipeggers feel that they receive good or very good value for their property tax dollars.

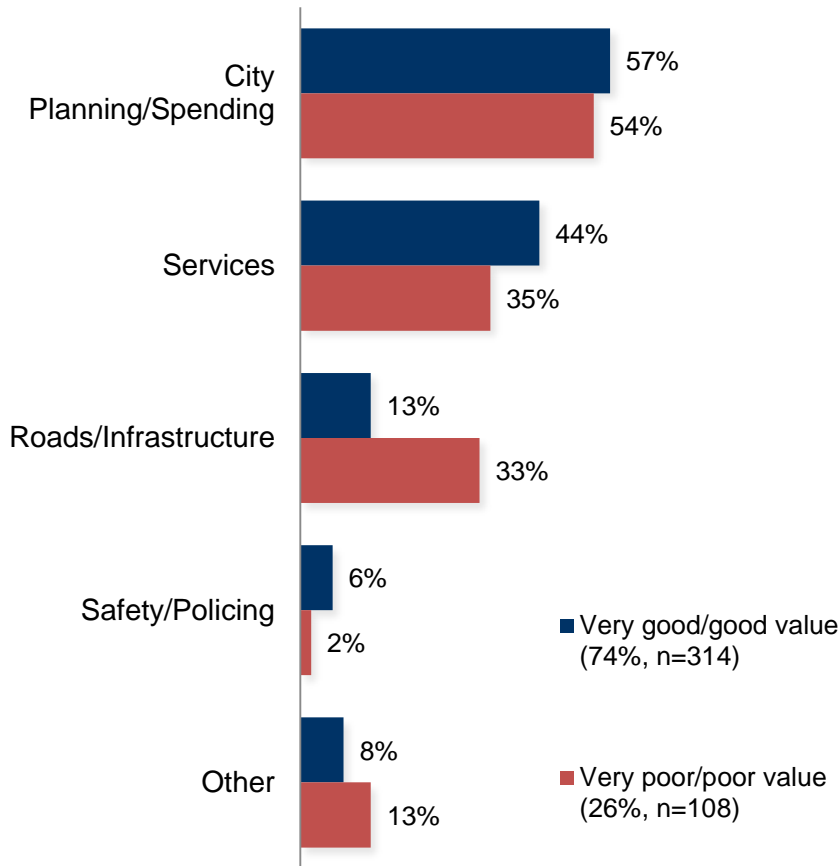


There are no demographic subgroups more likely to rate value for tax dollars as very good or good.

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), 2020 n=516)

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

Reasons by perceived value



Most common reasons for Very good/good value (74%, n=314)

- General satisfaction (36%)
- Low/reasonable taxes (12%)
- Satisfaction with road upkeep (10%)
- Satisfaction with services:
 - Garbage/recycling (19%)
 - Snow clearing (14%)
 - Street cleaning (9%)

Most common reasons for Very poor/poor value (26%, n=108)

- Dissatisfaction with roads (24%)
- Dissatisfaction with taxes (20%)
- Dissatisfaction with city spending (19%)
- Dissatisfaction with city administration and planning (17%)

Q14B -- Why do you feel you receive <<Q14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an option about value for taxes (excluding Don't know/Refused). 2020 n=422)

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

Selected verbatims for Very good/good value (74%)

- “I am happy with what is being done. I have no complaints.”
- “For the amount of services I have required they have been very useful; garbage pick-up, recycling, ambulances. They have responded when I needed them.”
- “Some of the services are excellent and we have access to the services.”
- “Since property taxes in Winnipeg are comparatively low, the city mostly has funds for critical services only so I don't see any significant issues of wasting resources.”
- “Services are fairly good, we have street lights, water services, garbage and it gets done.”
- “Not very high property tax.”
- “Kids get good education.”

Selected verbatims for Very poor/poor value (26%)

- “I do not see the return. I do not see a clean city or good roads or the maintenance of the community. I see poor spending”
- “Our streets and our neighborhoods are not taken care of and I am very disappointed in all the city is doing.”
- “Lack of the services.”
- “Infrastructure is the worst and they need to make it sustainable and reliable they should ease on the parking tickets at downtown and hospitals.”
- “City streets are managed poorly. Just in general, what they had been doing is not functioning well.”
- “We are cutting services all the time, and taxes keep going up. When you cut services people get behind the eight ball. The cost of living keeps going up. What you get for your tax dollars keeps going down.”
- “Maintenance of snow removal is inconsistent boulevard conditions are poor. Speed of infrastructures repair are too slow.”

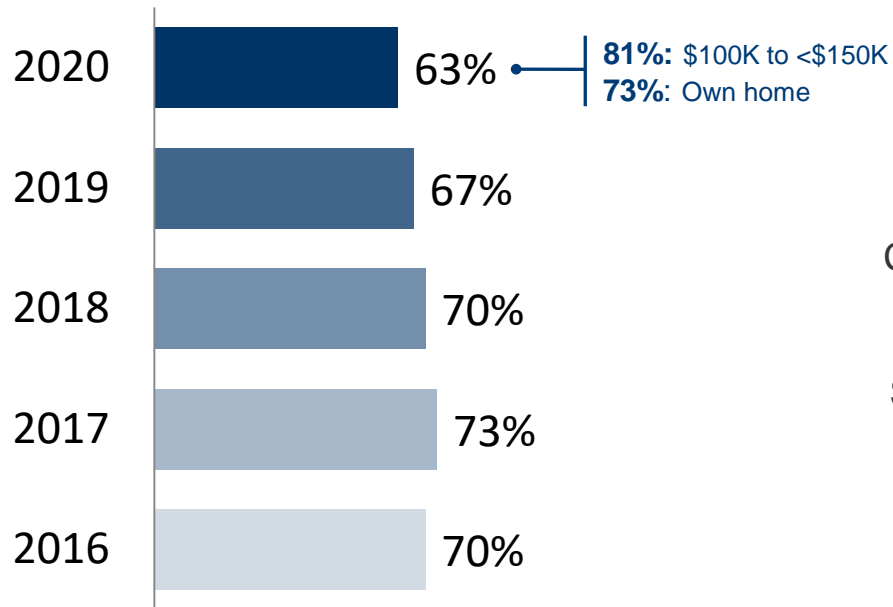
Q14B -- Why do you feel you receive <<Q14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an option about value for taxes (excluding Don't know/Refused). 2020 n=422)

CUSTOMER SERVICE

Contact with the City

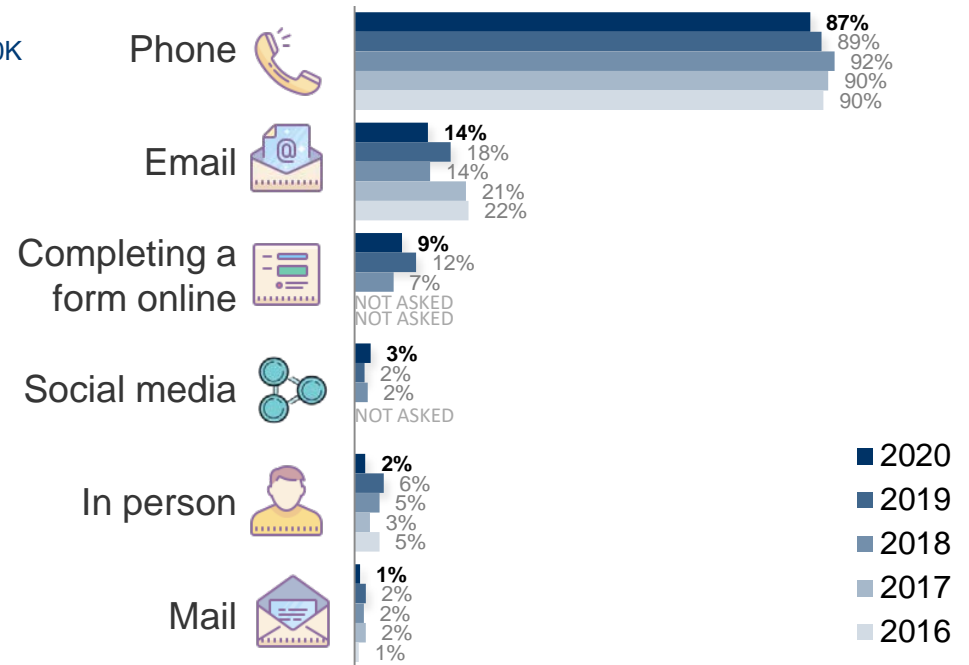
Phone is the most common method used to contact the City followed by email. Almost two-thirds of Winnipeggers contacted the city in the past year and those who own their homes and have incomes between \$100,000 and \$150,000 are more likely to have done so.

Contacted City in the last year



How did you contact the City?

(base: contacted the City)



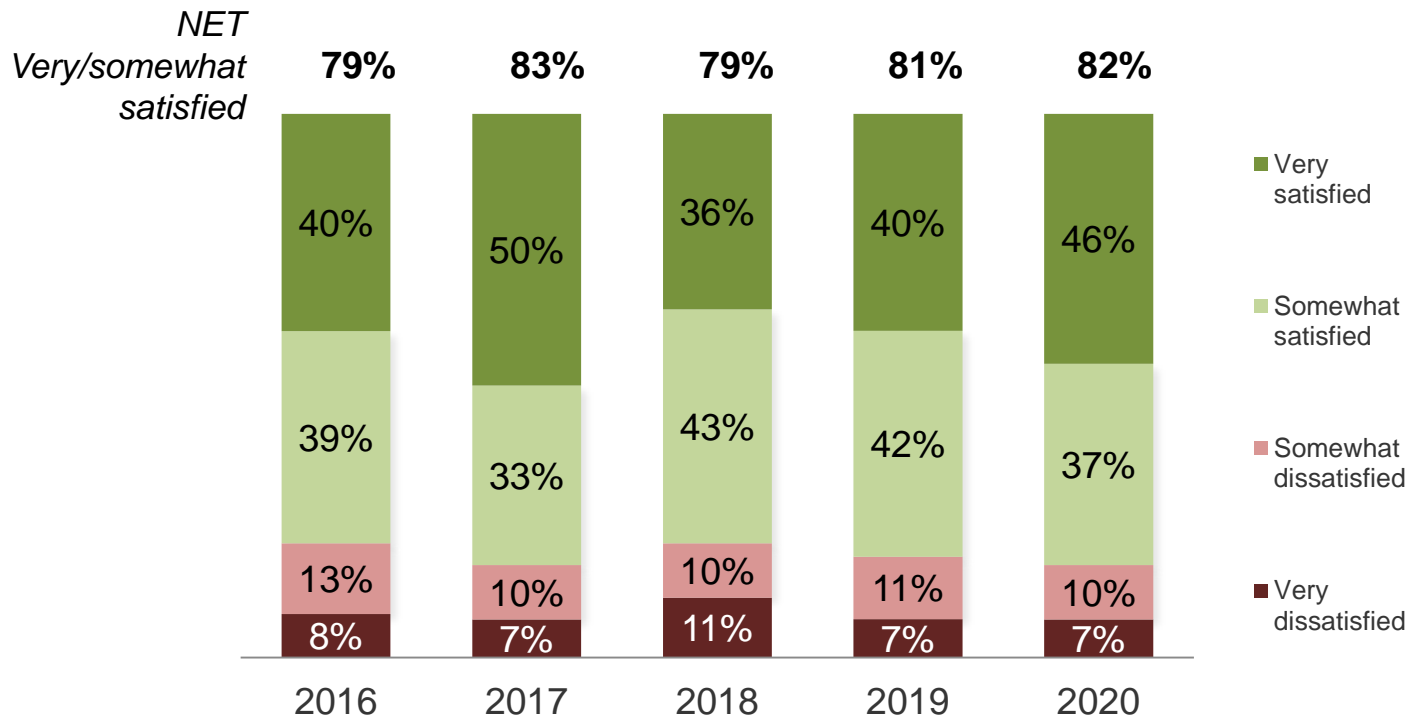
Q65 -- Have you contacted 311 or another staff member from the City of Winnipeg in the last year? (Base: All respondents (excluding Don't know/Refused). 2020 n=596)




Q66 -- How did you contact the City of Winnipeg? Multiple responses allowed (Base: Contacted the city (excluding Don't know/Refused). 2020 n=376)

Satisfaction with Customer Service

Satisfaction with customer service remains high at 82%. Satisfaction levels are similar across each method of contact.

Satisfaction with Customer Service



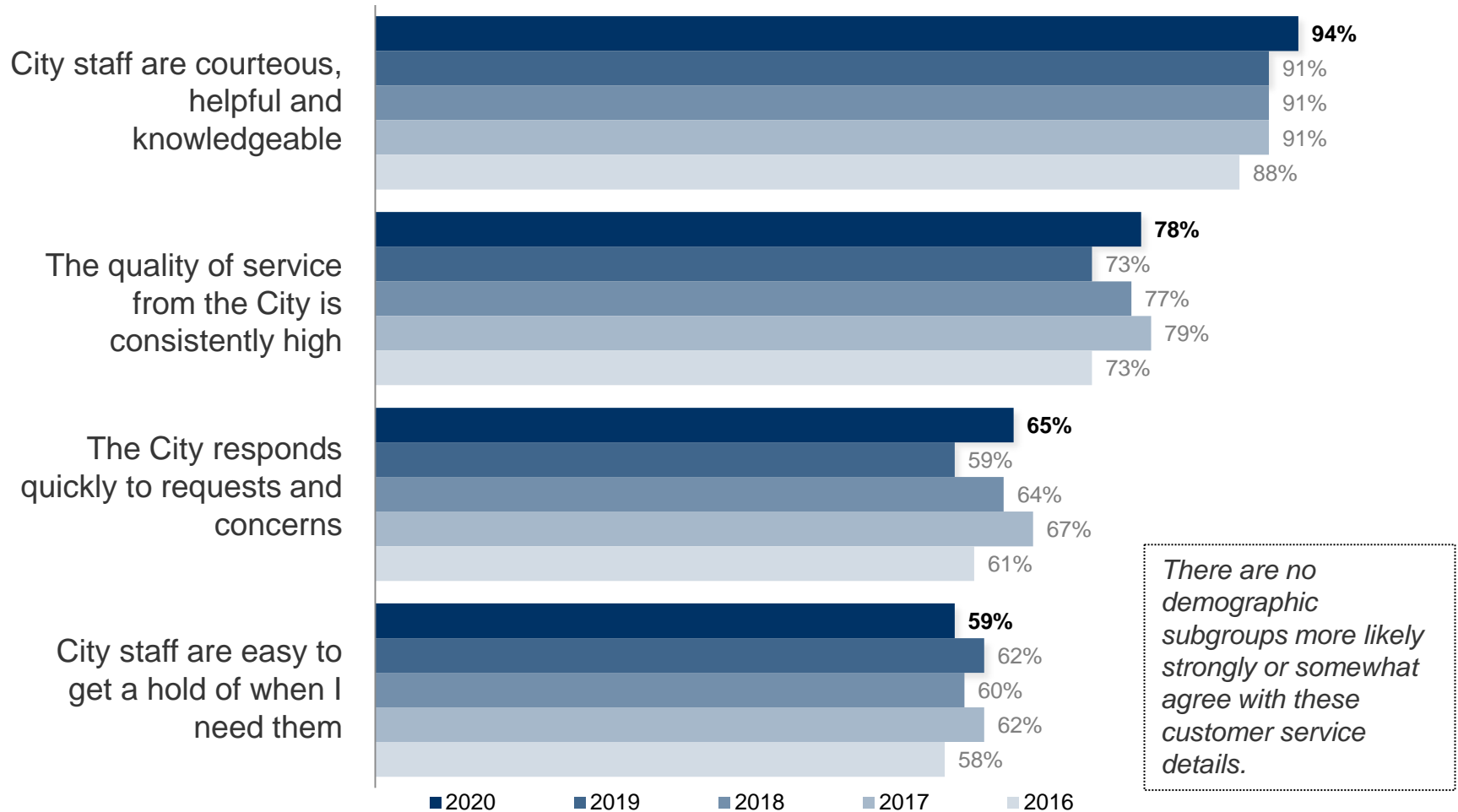
Method of contact	% Very/ Somewhat satisfied
Online 	84%
Phone 	83%
Email 	78%

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). 2020 n=375)

Customer Service Details

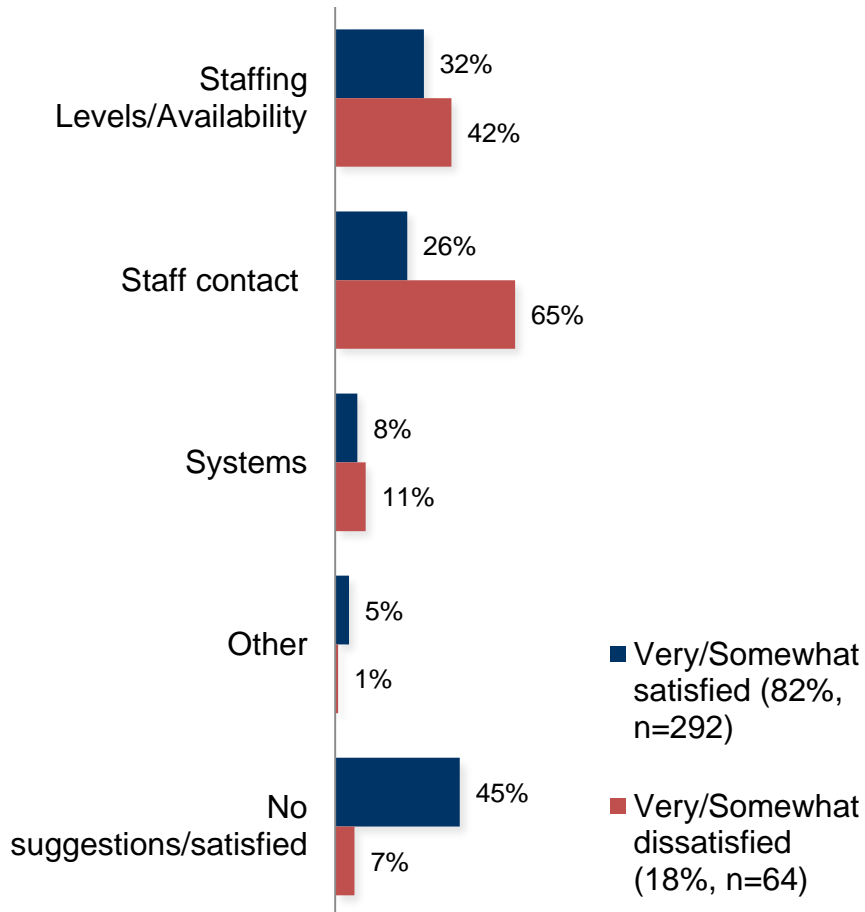
Agreement with Statements (Strongly/Somewhat Agree)



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). 2020 n=365-374)

Improvement to Customer Service [1/2]

Customers service improvements by satisfaction level



Most common improvements for Very/Somewhat satisfied (82%, n=292)

- No suggestions/satisfied (45%)
- Answer phone more quickly/less time on hold (23%)
- More people on staff (14%)

Most common improvements for Very/Somewhat dissatisfied (18%, n=64)

- Answer phone more quickly/less time on hold (32%)
- More knowledgeable staff (27%)
- Staff should respond more quickly (20%)

Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2020 n=356)

Improvement to Customer Service [2/2]

Selected verbatims for Very/Somewhat satisfied (82%)

- “Calling them initially is good, and the staff are often quite courteous and helpful. The issue comes when there is no communication to let residents know what they are doing in terms of solution, etc.”
- “Hire more staff to respond to a variety of questions”
- “Same knowledge to given everybody so that everybody is giving the same information to the caller. Need to follow up to provide better quality services and better customer service standards for all services.”
- “I think it's timelines that need to be shortened with 311 response times. When you call 311 you get a front line service worker who does not always have all the information. There can be a wait time that happens for the manager when they consult. I waited two days for a response.”
- “Make it easier to get to a department head or a live person in each City department rather than going through 311. Have 311 provide contact name and phone numbers of City employees.”

Selected verbatims for Very/Somewhat dissatisfied (18%)

- “Follow up on complaints and contact those people who are being complained about. Improve garbage removal and snow removal. My street is usually the last to be done.”
- “Quicker callbacks. Quicker response times.
- “Less waiting time for Winnipeg 311.”
- “More 311 operators.”
- “Better education for 311 phone operators, a lot of them don't even know about a lot of services that people call and ask about.”
- “Improve their online capability.”

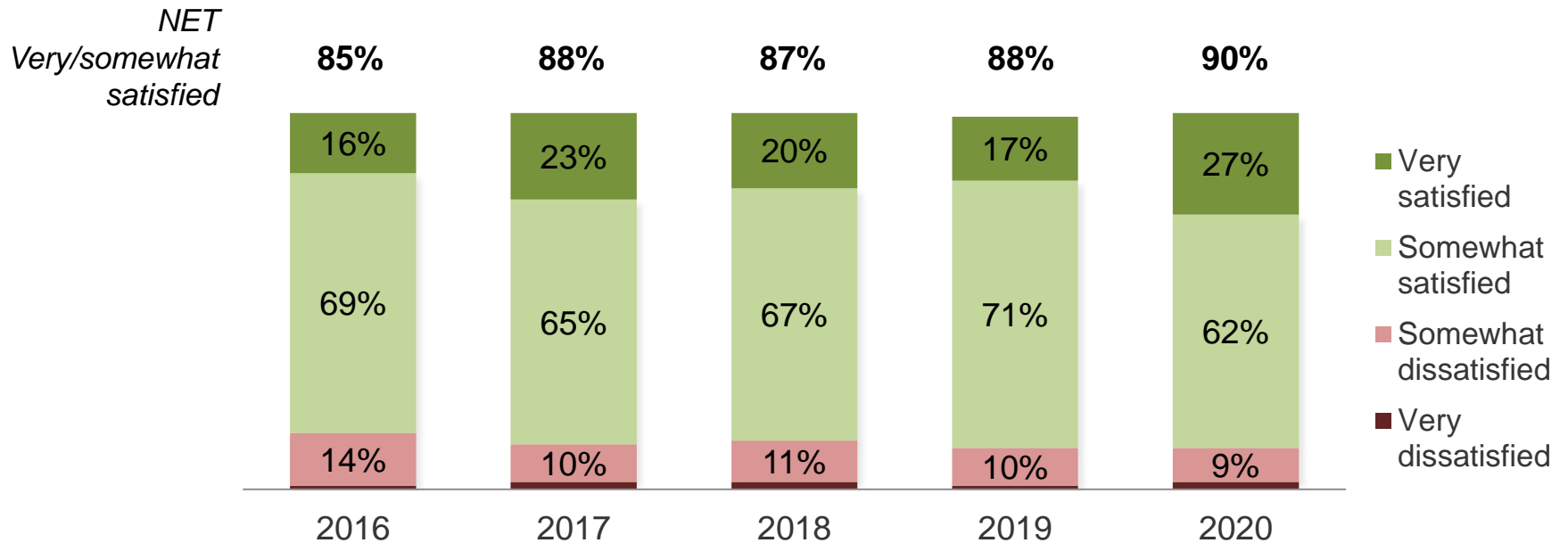
Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2020 n=356)

CITY SERVICES

Overall Satisfaction with City Services

The majority (90%) of Winnipeggers are at least somewhat satisfied with city services.

Overall Satisfaction with City Services



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). 2020 n=599)

Importance of Service Areas ^[1/2]

Public safety is rated as the most important service area followed by infrastructure.

Service Area	Importance (weighted)	% Ranked 1 and 2	2019
Public Safety (Fire Paramedic, Police)	1.6	86%	↑
Infrastructure (Roads, Water)	2.4	58%	↔
Community Services (Libraries, Recreation)	2.6	45%	↑
Property & Development (Land use planning)	3.4	13%	↓

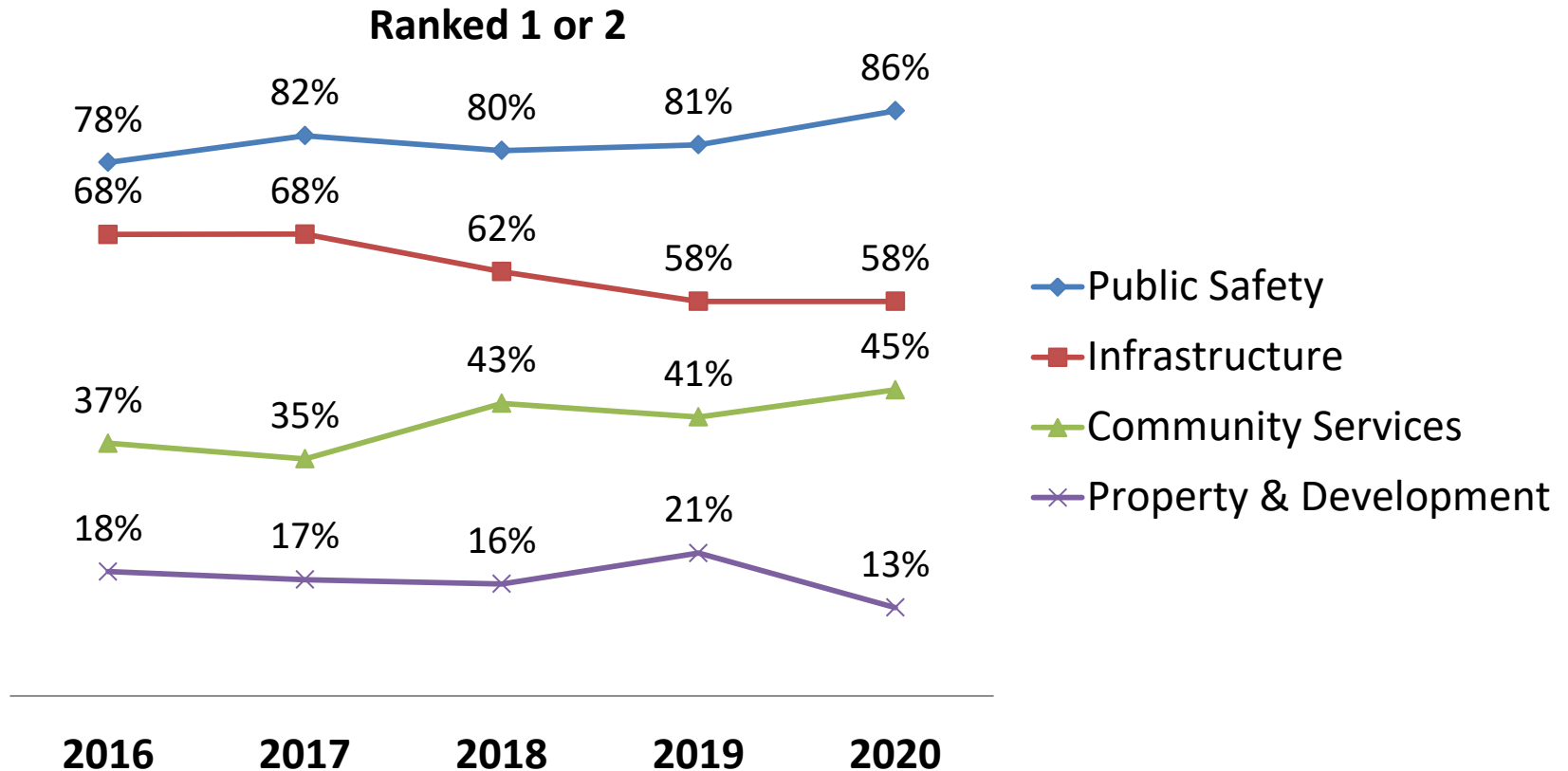
1= most important

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). 2020 n=569-589)

Importance of Service Areas [2/2]

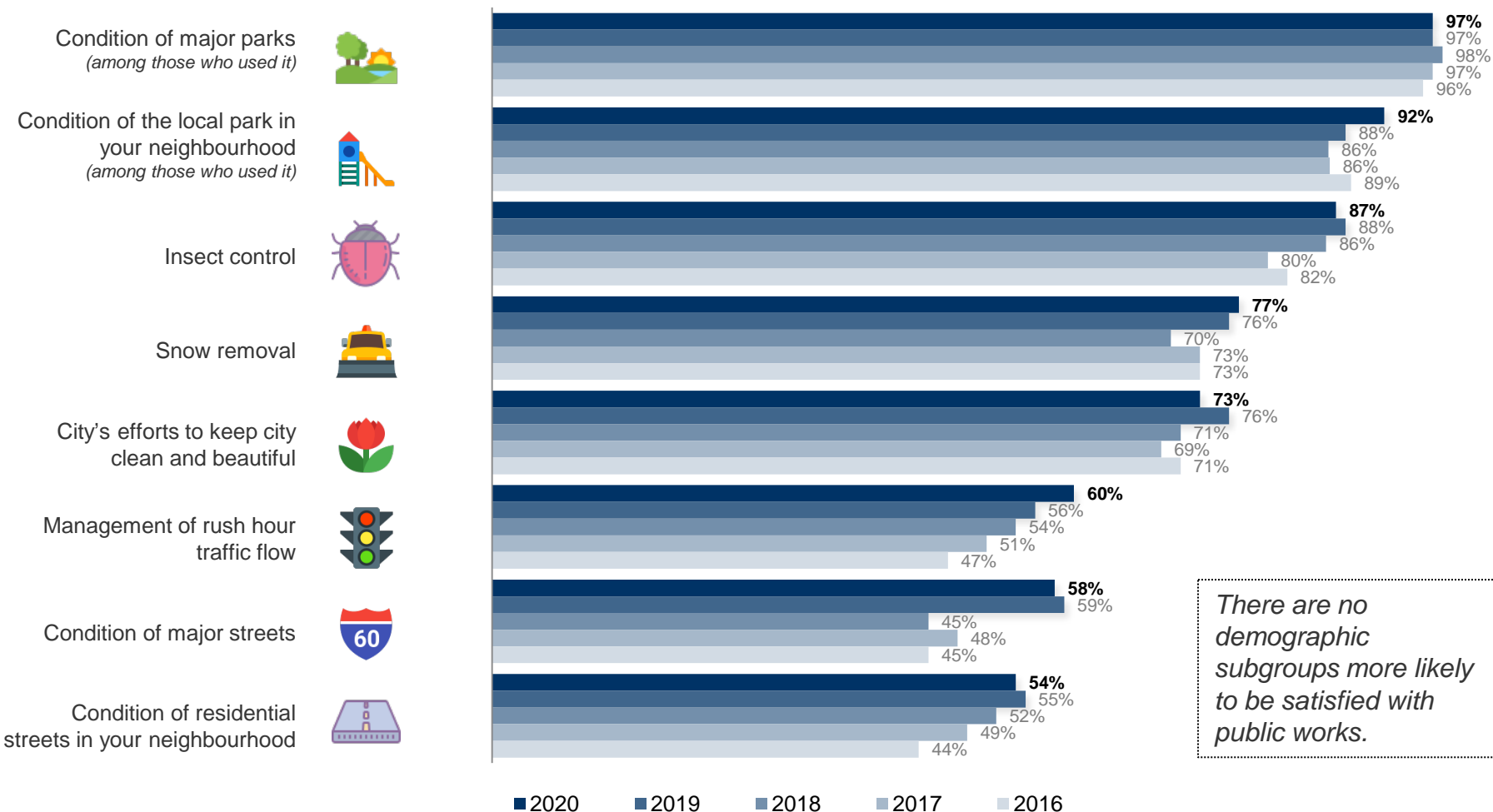
Infrastructure continues to decrease in importance.



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). 2020 n=569-589)

Satisfaction with Public Works

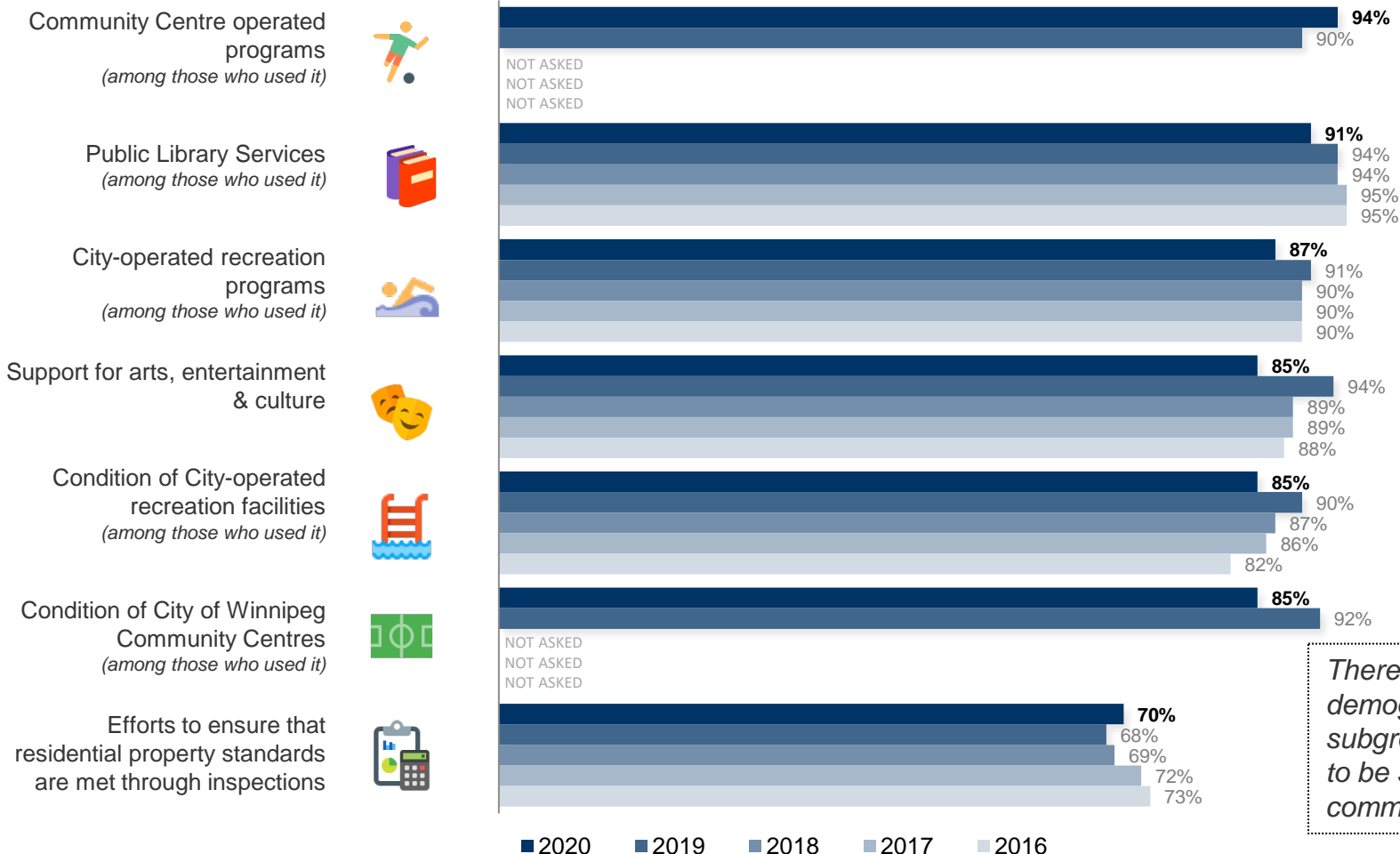
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



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. Some of these services have been closed or suspended by the City due to the coronavirus, and we would like you to think about these services while they were operating. (excluding Don't know/Refused). 2020 n=442-600

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. Some of these services have been closed or suspended by the City due to the coronavirus, and we would like you to think about these services while they were operating. (excluding Don't know/Refused). 2020 n=164-566)

Satisfaction with Police Service

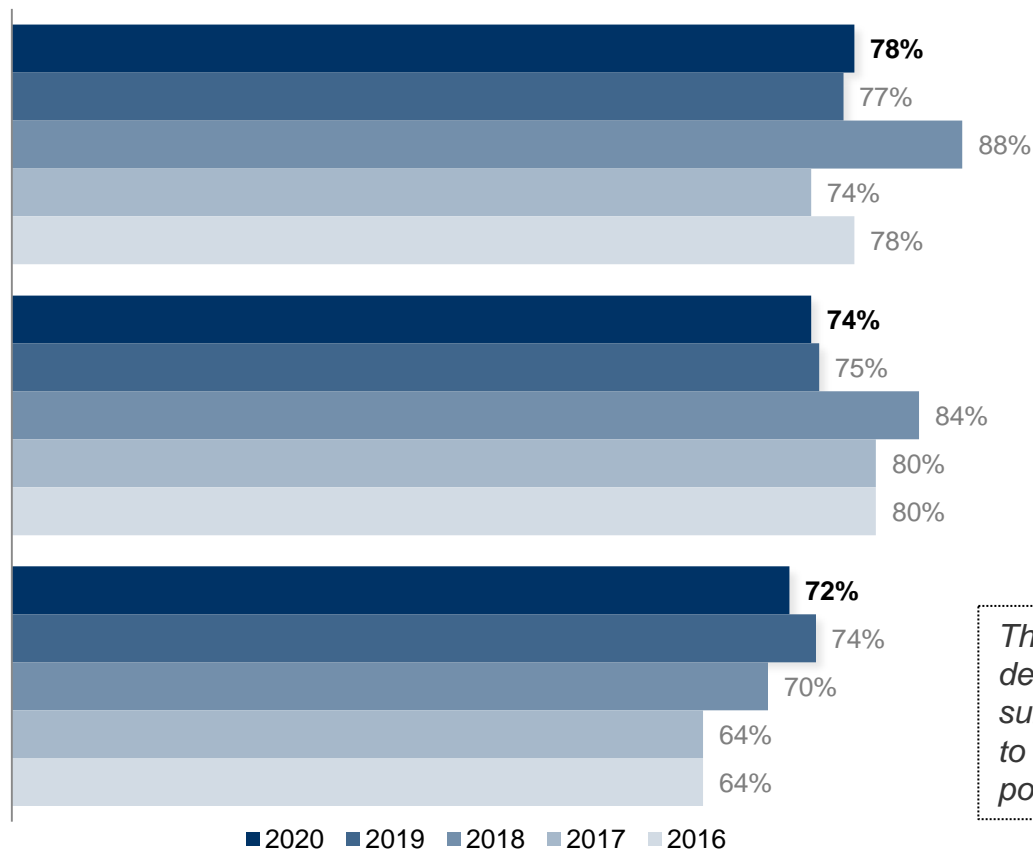
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)

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



Police service
efforts in crime
prevention

Enforcement of
traffic laws

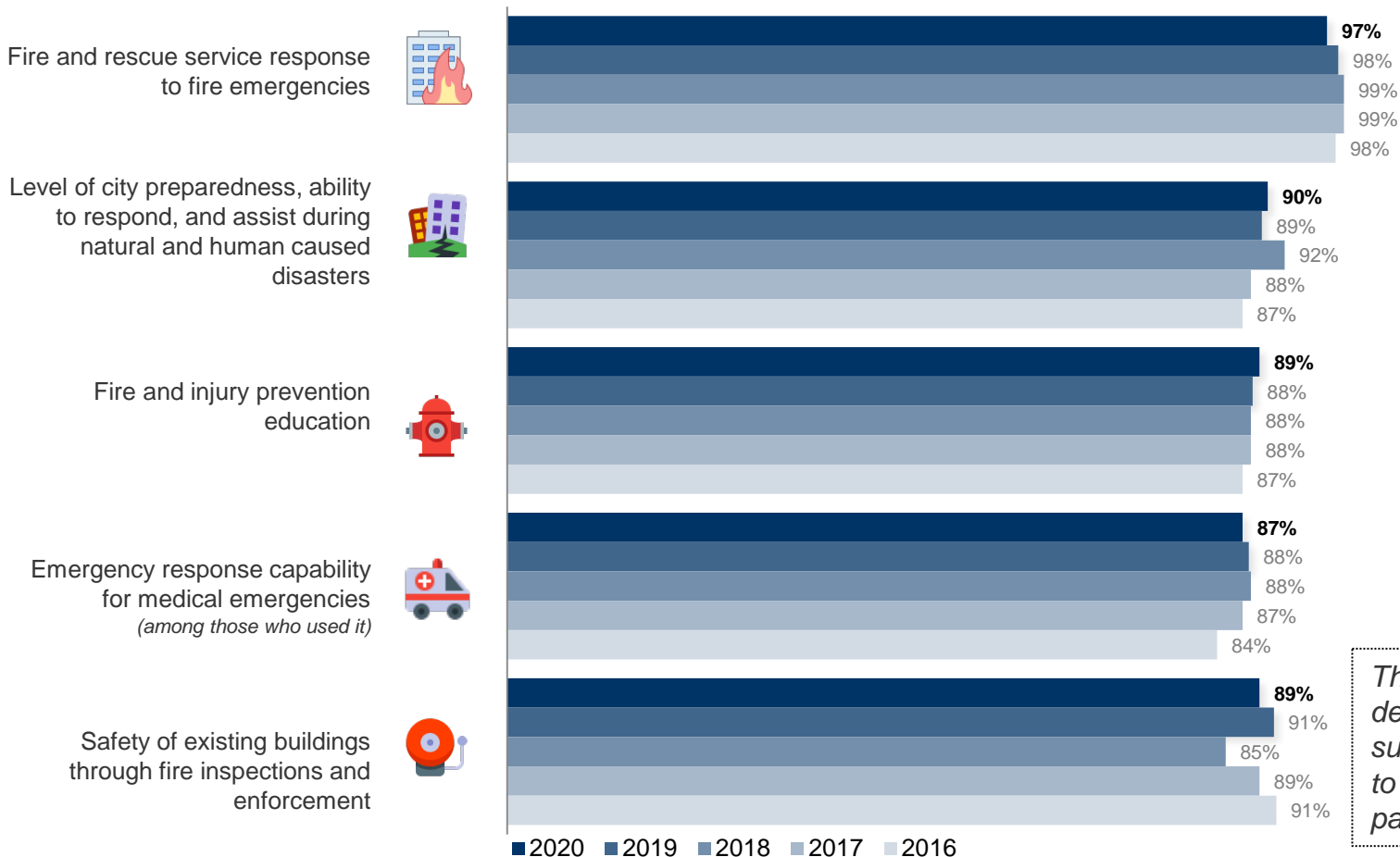


There are no demographic subgroups more likely to be satisfied with police service.

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. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. (excluding Don't know/Refused). 2020 n=122-583

Satisfaction with Fire Paramedic Services

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)

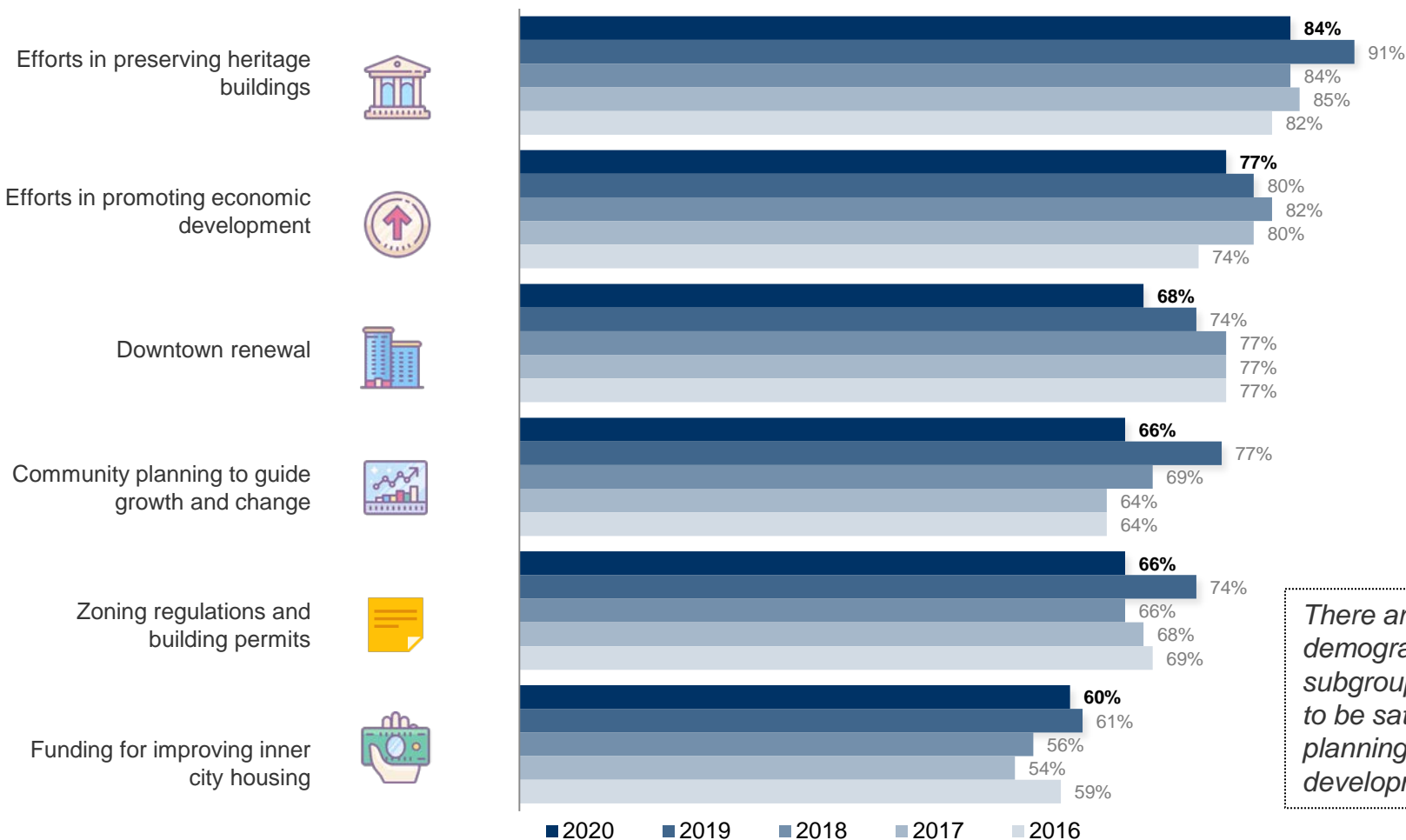


There are no demographic subgroups more likely to be satisfied with fire paramedic services.

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. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. (excluding Don't know/Refused). 2020 n=159-541

Satisfaction with Planning, Property & Development

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



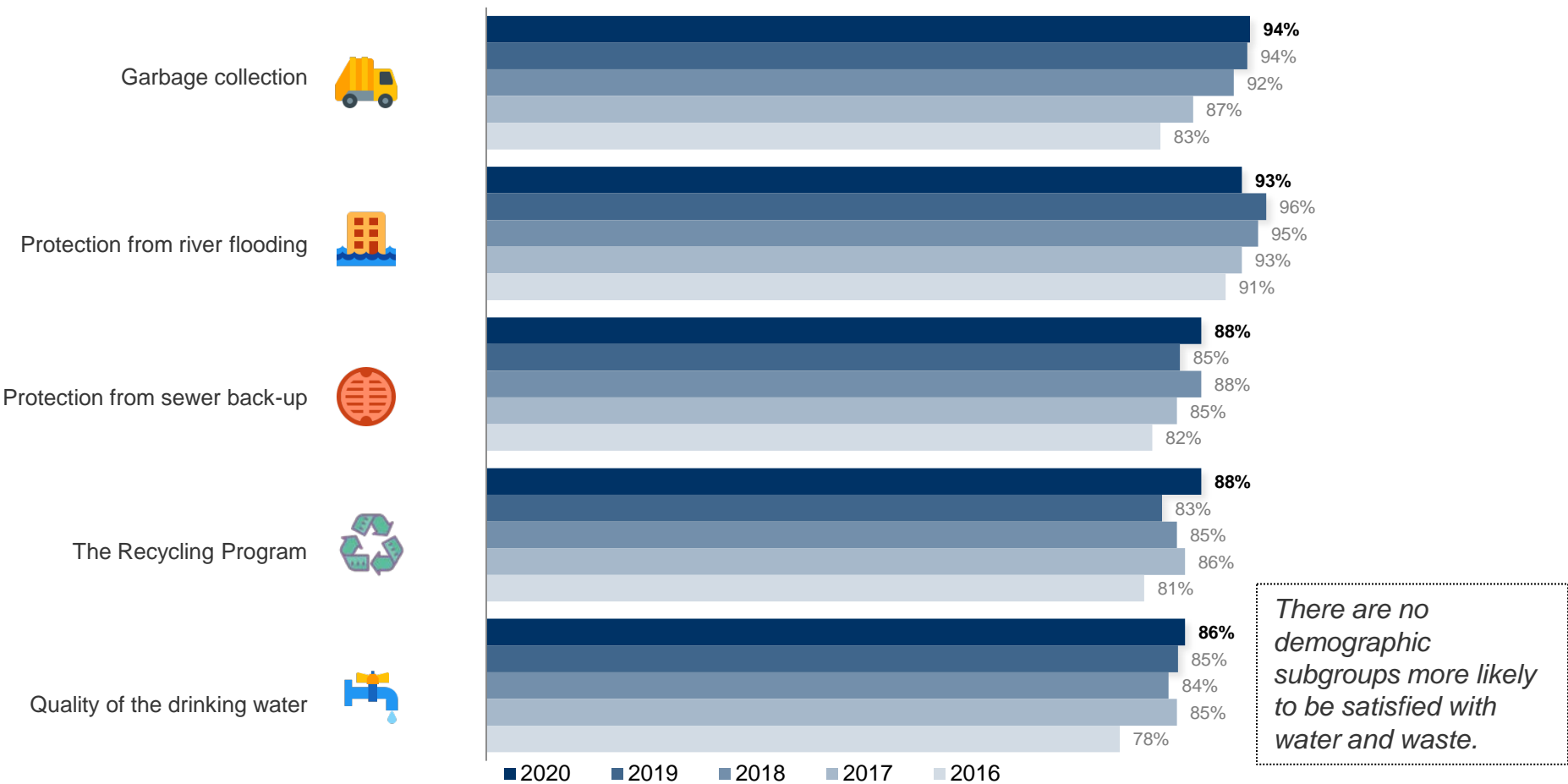
There are no demographic subgroups more likely to be satisfied with planning, property & development.

■ 2020 ■ 2019 ■ 2018 ■ 2017 ■ 2016

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. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. (excluding Don't know/Refused). 2020 n=414-534)

Satisfaction with Water and Waste

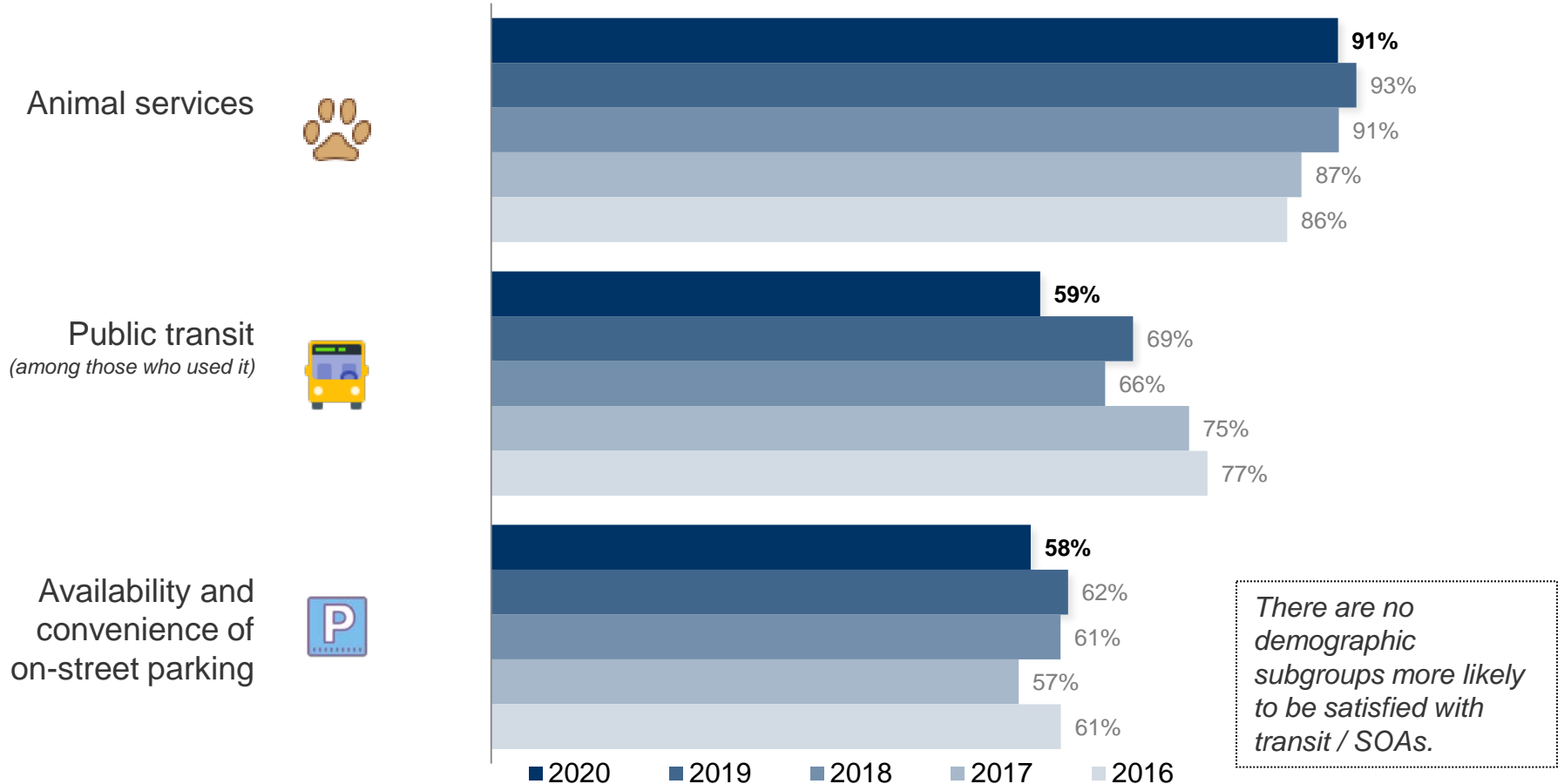
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



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. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. (excluding Don't know/Refused). 2020 n=506-595)

Satisfaction with Transit / SOAs

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)

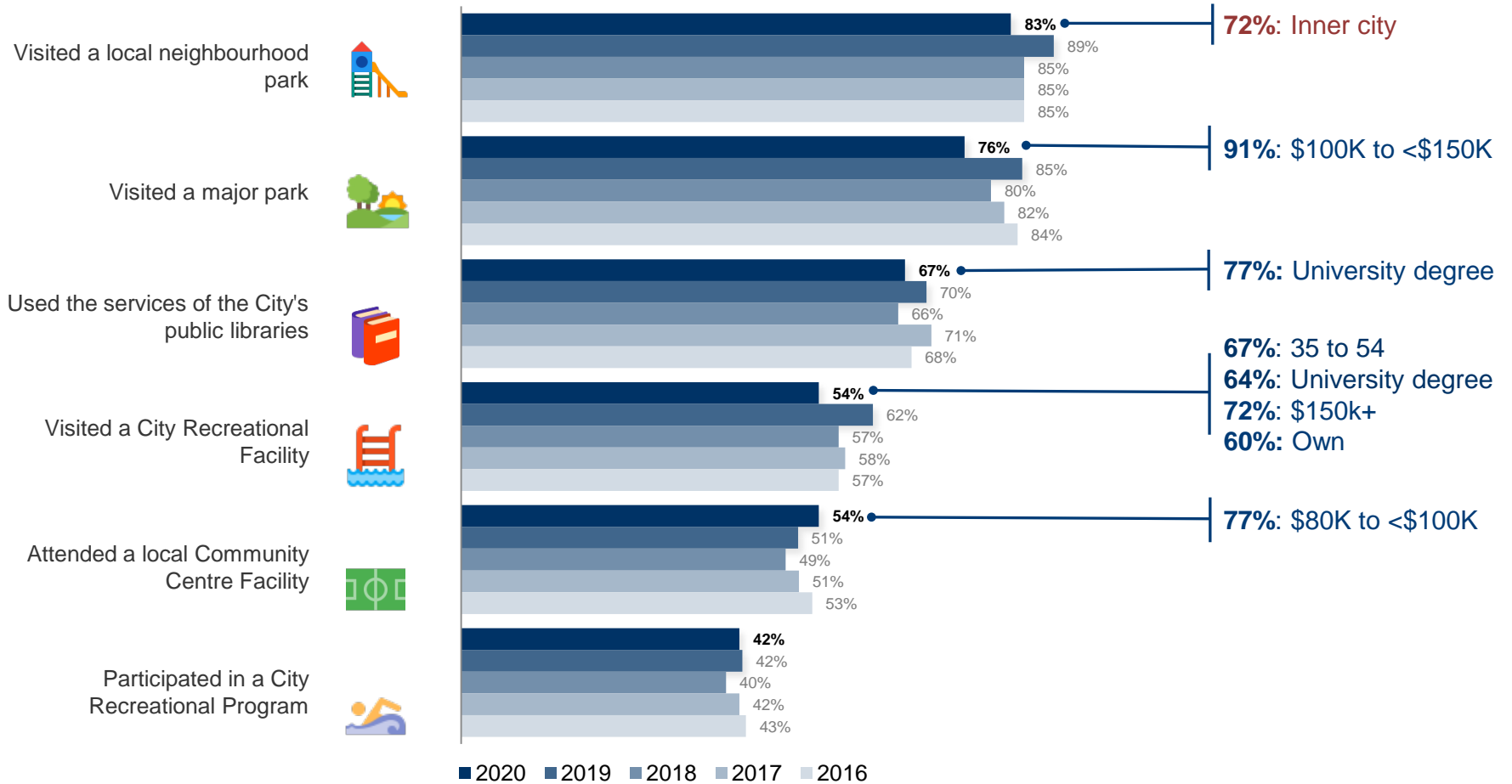


Q26/Q43/Q50 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. (excluding Don't know/Refused). 2020 n=169-570)

USE OF CITY SERVICES

Usage of City Services

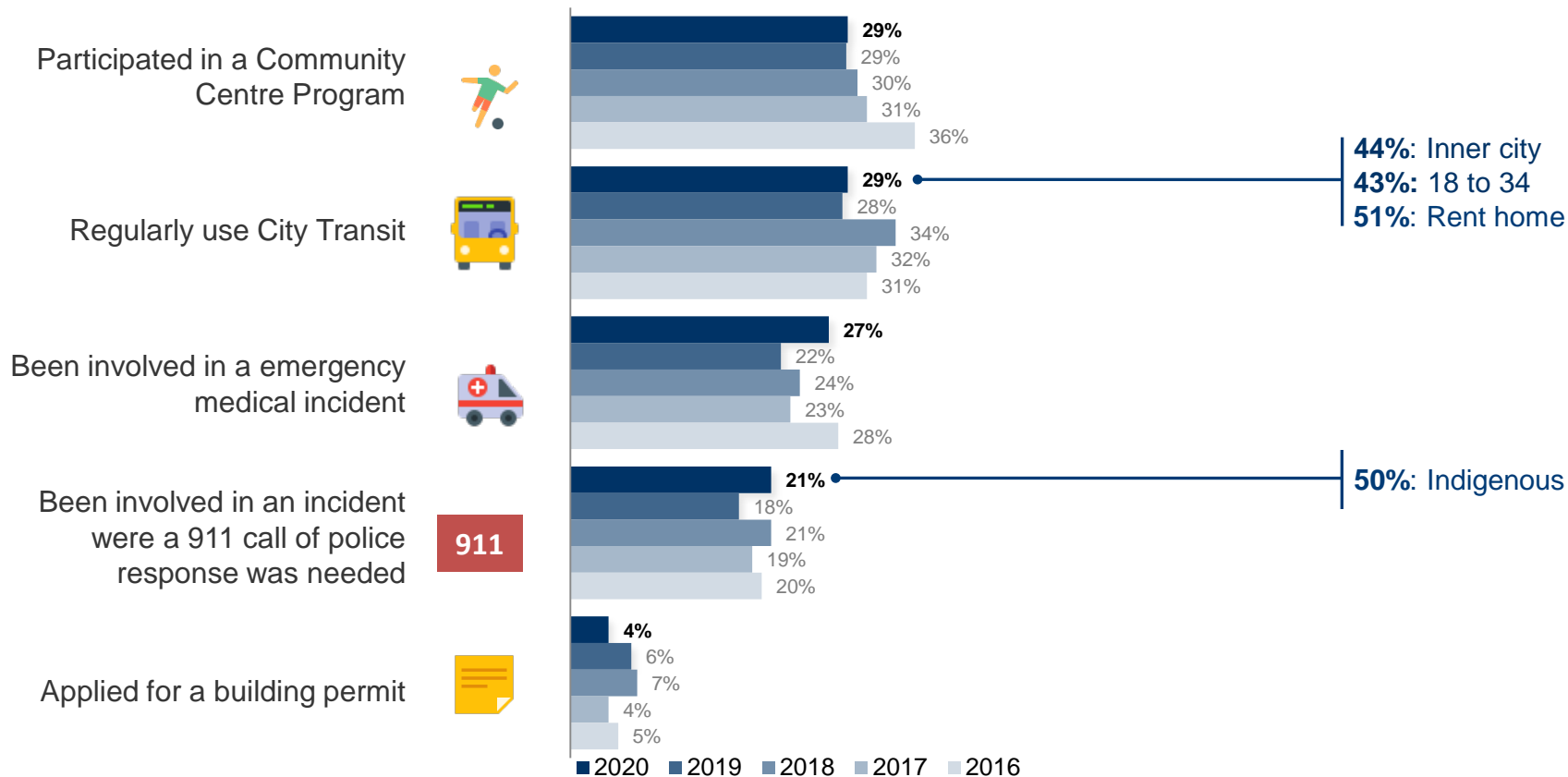
Used in the past year



- Q58 -- Have you visited your Local neighbourhood park in the past year? (excluding Don't know/Refused). 2020 n=599
- Q59 -- Have you visited a **Major** park like Kildonan Park or St. Vital Park in the past year? (excluding Don't know/Refused). 2020 n=600
- 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). 2020 n=597
- Q54 -- Have you visited a City Recreational Facility like a pool or leisure centre in the past year? (excluding Don't know/Refused). 2020 n=597
- Q55 -- Have you attended your local **Community Centre Facility** in the past year? (excluding Don't know/Refused). 2020 n=597
- 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). 2020 n=598

Usage of City Services

Used in the past year



Q57 -- Have you or your family participated in a Community Centre Program like hockey or soccer in the past year? (excluding Don't know/Refused). 2020 n=594)

Q60 -- Prior to the impacts of the **coronavirus**, did you regularly use the City Transit? (i.e. seasonally or at least once a week)? (excluding Don't know/Refused). 2020 n=594)

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). 2020 n=599)

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). 2020 n=599)

Q63 -- Have you applied for a building permit in the past year? (excluding Don't know/Refused). 2020 n=598)