

2023 Citizen Satisfaction Survey

June 2023

provided by Prairie Research Associates



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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 17, 2023. 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 2022 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 2023 survey with the results of previous citizen satisfaction surveys conducted in 2019 to 2022.

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 nearly four-in-five are home owners.

Age

Question 73 -- What age are you? (Base: All respondents (excluding Refused). 2023 n=599) - unweighted

Table 1 Ages of respondents

Age	Percent
65 and older	21%
55 to 64	14%
45 to 54	22%
35 to 44	15%
25 to 34	20%
18 to 24	7%

Own/Rent Home

Question 74 -- Do you rent or own your home? (Base: All respondents (excluding Don't know/Refused). 2023 n=585) - unweighted

Table 2 Breakdown of respondents by those who own or rent their home

Own or Rent	Percent
Rent	21%
Own	79%

Level of Education

The majority of respondents have some post-secondary education with 50% having a university degree. Of the 76% of residents who answered the income question, about 7 in 10 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). 2023 n=589) - unweighted

Table 3 Level of education of respondents

Level of Education	Percent
University degree(s)	50%

Level of Education	Percent
Community college/technical	26%
Completed high school	20%
Less than high school	4%

Household Income

Question 76 -- Total household income before taxes. (Base: All respondents (excluding Don't know/Refused). 2023 n=456) - unweighted

Income	Percent
\$150K+	15%
\$100K to \$150k	20%
\$80K to <\$100K	15%
\$60K to <\$80K	19%
\$30K to <\$60K	22%
<\$30K	10%

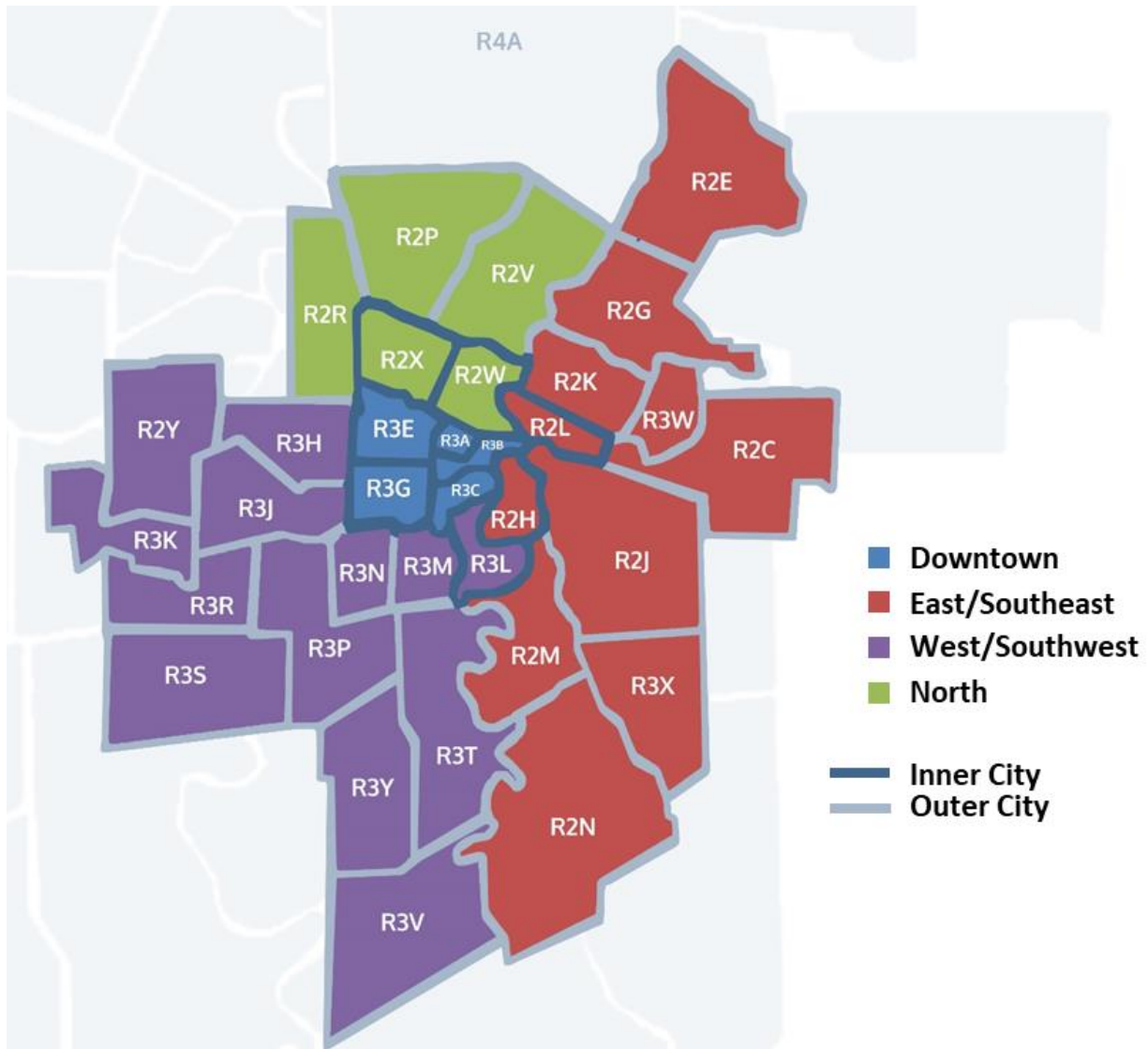
Where do they live?

Question 78 -- First three characters of postal code. (Base: All respondents (excluding Don't know/Refused). 2023 n=597) - unweighted

Quadrant	Percent
Downtown	11%
West/Southwest	34%
North	16%
East/Southeast	39%

Inner or outer city	Percent
Inner City	25%
Outer City	75%

Figure 1 Map of Winnipeg's postal code areas, quadrants, and inner city and 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). 2023 n=577) -- unweighted

Ethnic origin	Percent
White/Caucasian (e.g., European)	74%
Indigenous or Aboriginal	10%
South Asian (e.g., East Indian, Pakistani)	4%
Filipino	4%
Black (e.g., African)	3%
Southeast Asian (e.g., Vietnamese)	2%
Latin American	2%
Chinese	1%
Arab (e.g., Saudi, Egyptian)	1%
West Asian (e.g., Iranian)	<1%
Other	2%

Results

2023 Overall Satisfaction

Quality of Life (Very good/Good)

Year	Percent
2019	93%
2020	97%
2021	89%
2022	88%
2023	84%

Value for Tax Dollars (Very good/Good)

Year	Percent
2019	68%
2020	78%
2021	64%
2022	59%
2023	59%

Customer Service (Very /Somewhat Satisfied)

Year	Percent
2019	81%
2020	82%
2021	78%
2022	73%
2023	72%

Overall City Services (Very /Somewhat Satisfied)

Year	Percent
2019	88%
2020	90%
2021	87%
2022	81%
2023	80%

Net Promoter Score Value

21% are classified as Winnipeg Promoters, and the overall 2023 Net Promoter Score is -15. This is a 1-point decrease compared to 2022 and is similar to 2022 where detractors are higher than promoters. Older citizens are more likely to be 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). 2023 n=598)

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)
2019	+11	32%	47%	21%
2020	+17	36%	45%	19%
2021	+1	27%	47%	26%
2022	-14	21%	45%	35%
2023	-15	21%	43%	36%

Quality of Life

Similar to the last time this was asked, the majority (84%) of Winnipeggers rate the overall quality of life in Winnipeg as very good or good.

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). 2023 n=591)

Year	Net very Good/Good	Very good	Good	Poor	Very poor
2019	93%	24%	69%	6%	1%
2020	97%	40%	56%	3%	1%
2021	89%	23%	66%	9%	3%
2022	88%	20%	69%	10%	2%
2023	84%	18%	66%	14%	2%

Quality of Life Statements

Question 4 to Question 9 -- 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). 2023 n=496-598)

Easy to get around by car

Year	Percent who responded Strongly agree/Agree
2019	87%
2020	94%
2021	91%
2022	88%
2023	89%

Easy to get around by walking

Year	Percent who responded Strongly agree/Agree
2019	74%
2020	80%
2021	77%
2022	72%
2023	67%

Feel safe walking alone at night in neighbourhood

Year	Percent who responded Strongly agree/Agree
2019	64%
2020	68%
2021	66%
2022	66%
2023	60%

Note: In 2023, 73% those who identified as male and 65% of outer city residents felt safe walking alone at night in their neighborhood (higher than average).

Easy to get around by bicycle

Year	Percent who responded Strongly agree/Agree
2019	58%
2020	64%
2021	66%
2022	63%

Year	Percent who responded Strongly agree/Agree
2023	58%

Easy to get around by transit

Year	Percent who responded Strongly agree/Agree
2019	61%
2020	64%
2021	62%
2022	61%
2023	56%

Feel safe walking alone at night downtown

Year	Percent who responded Strongly agree/Agree
2019	14%
2020	18%
2021	14%
2022	14%
2023	10%

Note: In 2023, 82% of those who identified as female strongly disagreed that they feel safe walking alone at night downtown (higher than average).

Perceptions of Winnipeg Statements

Question 10 to Question 12 -- 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). 2023 n=522-582

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

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

Note: In 2023, 97% of those who identified as a visible minority strongly agreed or agreed that they can find the information they need on the City of Winnipeg website (higher than average); 55% of those whose household income is \$30,000 or less strongly agreed or agreed that they can find the information they need on the City of Winnipeg website (lower than average).

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

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

Note: In 2023, 46% of those who rent strongly agreed or agreed that they believe the City of Winnipeg acts in the best interest of its citizens (lower than average).

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

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

Question 12A to Question 12C -- 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). 2023 n=532-562).

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

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

Note: In 2023, 40% of those who identified as a visible minority **strongly agreed** (higher than average) and 80% of those who identified as Caucasian **strongly agreed or agreed** (lower than average).

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
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
2023	25%
2022	24%

Note: In 2023, 41% those who identified as a visible minority strongly agreed or agreed that the City of Winnipeg is doing enough for residents who are experiencing homelessness.

Actions to Improve Quality of Life

Citizens most commonly mentioned *roads and infrastructure* for improving the quality of life in Winnipeg. This has gone down since 2022. Crime and policing has more than doubled since 2022 and a small increase is seen with housing /social programs. However, other responses remain fairly similar.

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). 2023 n=525)

Action to improve quality of life	2023	2022	2021	2020	2019
Roads / Infrastructure	36%	58%	23%	29%	24%
Crime / Policing	33%	14%	23%	24%	51%
Housing / Social programs	30%	23%	24%	15%	6%
Improve services	19%	23%	22%	26%	0%
Active living / Transit	17%	17%	20%	21%	20%
Economy	12%	11%	8%	11%	5%
City Planning	11%	8%	10%	10%	6%
All Others	18%	18%	22%	17%	11%
Nothing	<1%	1%	2%	4%	5%

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). 2023 n=525)

Action	Very good/Good (84%, n=496)	Very Poor/Poor (16%, n=95)
Roads / Infrastructure	38%	30%
Housing/social programs	29%	35%
Improve services	20%	18%

Action	Very good/Good (84%, n=496)	Very Poor/Poor (16%, n=95)
Active living / Transit	20%	5%
Crime / Policing	32%	36%
Economy	9%	26%
City Planning	9%	17%

Most common actions for Good/Very good (84%, n=496)

- Fix roads and streets, including back lanes (35%)
- Reduce crime / improve law enforcement / safety (20%)
- Address homelessness (19%)

Most common actions for Very poor/Poor (16%, n=95)

- Address homelessness (26%)
- Fix roads and streets, including back lanes (24%)
- Reduce cost of living / raise minimum wage / increase wages (18%)
- Reduce crime / improve law enforcement / safety (16%)

Selected verbatims for Good/Very good (84%)

- “To make the roads better. To make life better.”
- “To decrease crime and homelessness - especially in the downtown area.”
- “The infrastructure. Make downtown safer. More social housing.”
- “Safety and poverty are the biggest issues. People don't feel like they can venture out alone, or not alone. Some areas are not very safe.”
- “Roads really need consistent maintenance and more green space and cleaning current green spaces way more often.”

- “Reduce crime. Homelessness.”
- “Potholes.”
- “Improve the roads throughout the city, and province. Deal with homeless, and the crime.”
- “Address homelessness, safe injection sites, crime in general.”

Selected verbatims for Very poor/Poor (16%)

- “Unsafe. Clean up slum core area.”
- “The quality of life. Police not responding. Roads not that good. Safety is a concern.”
- “Reduce taxes and cost of living.”
- “Lower crime rates. The healthcare is the pits, and needs to be improved. Lower the price of groceries. Better winter maintenance of sidewalks.”
- “Fix the roads and the homelessness.”

Value for Tax Dollars

About three in five of Winnipeggers feel that they receive good or very good value for their property tax dollars.

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). 2023 n=552)

Year	Percent who answered Very good/ Good value	Very good value	Good value	Poor value	Very poor value
2019	68%	5%	63%	28%	4%
2020	78%	8%	70%	19%	3%
2021	64%	7%	58%	28%	8%
2022	59%	4%	55%	33%	8%
2023	59%	4%	55%	31%	10%

Question 14B -- Why do you feel you receive <<Question 14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an option about value for taxes (excluding Don't know/Refused). 2023 n=431)

Reason	Very good/good value (59%, n=328)	Very poor/poor value (41%, n=224)
City Planning/Spending	53%	38%
Services	46%	45%
Roads/Infrastructure	14%	48%
Safety/Policing	9%	8%
Other	15%	20%

Most common reasons for very good/good value (59%, n=328)

- General satisfaction (36%)
- Satisfaction with services:
 - Snow clearing (16%)

- Garbage/recycling (14%)
- Satisfaction with road upkeep (10%)

Most common reasons for very poor/poor value (41%, n=224)

- Dissatisfaction with roads (39%)
- General dissatisfaction with spending (16%)
- Dissatisfaction with services (14%)
- Dissatisfaction with taxes (13%)
- Dissatisfaction with snow removal (12%)
- Dissatisfaction with city administration and planning (11%)
- Dissatisfaction with community services (11%)

Selected verbatims for very good/good value (59%)

- “When things are going good, it's hard to pinpoint bad things.”
- “The services that I receive through the city are adequate i.e., garbage collection & plowing of streets and sidewalks.”
- “Streets gets fixed; water main break gets fixed; problems are dealt with; I can talk to my councillors on a regular basis.”
- “Roads are in overall good condition. Snow clearing on time.”
- “Infrastructure - I have never had problems with my water or the power lines and few potholes in my neighborhood.”
- “I don’t feel overtaxed and mostly feel that services are adequate.”

Selected verbatims for very poor/poor value (41%)

- “There's potholes everywhere on residential streets - it's terrible! Fix them!”
- “The streets are not cleaned promptly. The sidewalk still have a ton of dust, and sand. The streets lack plowing after snowfall, or it is too slow after snowfall. Reporting incidents requires an address when reporting to the city on 311. It’s random things rubbing me the wrong way with the city. It seems a common sense approach is needed for the city to live efficiently. It’s the availability of lessons, and being able to register. More slots are needed for leisure guide programs. Ways places are built limit street parking in my area. They only cut the weeds once

every year in my area. I don't like the train going through the city. It is very noisy and a hazard that could pose a risk of derailment or explosion. The city could be more proactive.”

- “Taxes are okay but you don't get good value from what you're paying (poor road condition).”
- “Snow clearing is not done regularly and we always exceed the budget by December every year. Street sweeping takes a long time that it is still not done in my neighborhood.”
- “Frontage tax unfair, school tax unfair, hate subsidizing millionaires’ hockey team, roads awful, sewage still being released into river, waste of money on rapid transit which is vastly underused and unnecessary and dangerous.”

Customer Service

Contact with the City

Phone is the most common method used to contact the City followed by email. About 3 in 5 Winnipeggers contacted the city in the past year, with those over the age of 34 and homeowners being more likely to do so.

Question 65 -- 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). 2023 n=596)

Contact with the City in the last year

Year	Percent who responded Strongly agree/Agree
2023	60%
2022	58%
2021	55%
2020	63%
2019	67%

Note: In 2023, 67% of those who own a home had contacted the City in the last year (higher than average) and 47% of those from 18 to 34 years old 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). 2023 n=359)

Year	Percentage who contacted the City by phone
2023	84%
2022	82%
2021	85%
2020	87%
2019	89%

Year	Percentage who contacted the City by email
2023	22%
2022	18%
2021	17%
2020	14%
2019	18%

Year	Percentage who contacted the City by completing the form online
2023	15%
2022	12%
2021	7%
2020	9%
2019	12%

Year	Percentage who contacted the City in person
2023	3%
2022	4%
2021	2%
2020	2%
2019	6%

Year	Percentage who contacted the City through social media
2023	3%
2022	3%
2021	4%
2020	3%
2019	2%

Year	Percentage who contacted the City by mail
2023	2%
2022	1%
2021	1%
2020	1%
2019	2%

Satisfaction with Customer Service

Similar to last year, satisfaction with customer service remains high at 72%. Satisfaction is highest by telephone.

Question 67 -- How would you rate the experience? (Base: Contacted the city (excluding Don't know/Refused). 2023 n=356)

Year	Percent who answered Very/somewhat satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
2019	81%	40%	42%	11%	7%
2020	82%	46%	37%	10%	7%

Year	Percent who answered Very/somewhat satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
2021	78%	44%	34%	13%	9%
2022	73%	35%	38%	15%	12%
2023	72%	33%	39%	11%	17%

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

Method of contact	Percentage of Very/ Somewhat satisfied
Phone	71%
Email	73%
Online	72%

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). 2023 n=348-353)

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

City staff are courteous, helpful and knowledgeable	Percent who responded Strongly/somewhat agree
2020	94%
2019	91%

The quality of service from the City is consistently high	Percent who responded Strongly/somewhat agree
2023	66%
2022	66%
2021	76%
2020	78%
2019	73%

The City responds quickly to requests and concerns	Percent who responded Strongly/somewhat agree
2023	53%
2022	51%
2021	67%
2020	65%
2019	59%

City staff are easy to get a hold of when I need them	Percent who responded Strongly/somewhat agree
2023	52%

City staff are easy to get a hold of when I need them	Percent who responded Strongly/somewhat agree
2022	49%
2021	61%
2020	59%
2019	62%

Improvement to Customer Service

Customers service improvements by satisfaction level

Suggested Improvement	Very/Somewhat satisfied (72%, n=257)	Very/Somewhat dissatisfied (28%, n=100)
Staffing Levels/Availability	38%	61%
Staff contact	30%	47%
Systems	10%	18%
Other	3%	3%
No suggestions/satisfied	33%	8%

Most common improvements for Very/Somewhat satisfied (72%, n=257)

- No suggestions/satisfied (33%)
- Answer phone more quickly/less time on hold (21%)
- More people on staff (20%)

Most common improvements for Very/Somewhat dissatisfied (28%, n=100)

- Answer phone more quickly/less time on hold (37%)
- More people on staff/phones (31%)

- More knowledgeable staff (21%)
- Staff should respond more quickly (19%)

Selected verbatims for Very/Somewhat satisfied (72%)

- “With better response times - not having to wait too long on hold or wait too long for an email response.”
- “Should hire more people.”
- “Shorter wait times calling and more staff.”
- “Quicker response times for online requests.”
- “Leisure guide lines too busy and activities fill up too quickly. Long waits for service and then the transfer to multiple people where you have to state your concern or question over and over.”

Selected verbatims for Very/Somewhat dissatisfied (28%)

- “The waiting time is too much. They should have more people for the services they have.”
- “The City needs to properly train staff.”
- “Quicker response time do a better job at tasks.”
- “Overall empathy towards its residents. More promptness when dealing with citizens' requests. The City should be more user friendly when contacting the City -- less wait time on the phones -- don't get passed around from employee to employee to get voicemail. The difficulty of getting and receiving information from the City, improve the communication on this.”
- “More staff.”
- “Longer hours.”
- “Hiring more staff. Everything takes too long but it is not the staff's fault.”
- “Actually following through with things they say they're going to do.”

City Services

Overall Satisfaction with City Services

The majority (80%) of Winnipeggers are at least somewhat satisfied with city services.

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). 2023 n=594)

Year	Net very/ somewhat satisfied	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
2019	87%	17%	71%	10%	1%
2020	88%	27%	62%	9%	2%
2021	90%	23%	64%	10%	3%
2022	87%	13%	68%	16%	3%
2023	80%	12%	68%	16%	4%

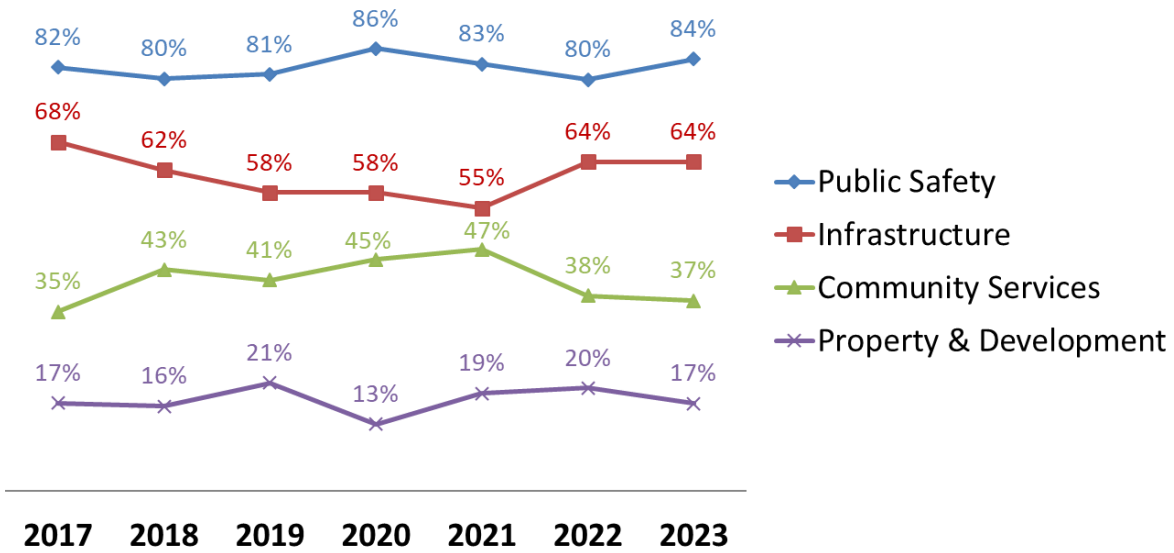
Importance of Service Areas

Public safety is rated 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). 2023 n=560-586)

Service Area	Importance (weighted)	% Ranked 1 and 2	Ranking 2023 comparison to 2022
Public Safety (Fire Paramedic, Police)	1.6	84%	Increased since last year
Infrastructure (Roads, Water)	2.3	64%	Stayed the same as last year
Community Services (Libraries, Recreation)	2.8	37%	Decreased since last year
Property & Development (Land use planning)	3.3	17%	Decreased since last year

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



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). 2023 n=461-593)

Condition of major parks (among those who used it)

Year	Percent who responded very satisfied/somewhat satisfied
2019	97%
2020	97%
2021	90%
2022	90%
2023	88%

Note: in 2023, 56% of those who identified as Caucasian were very satisfied with the condition of major parks (higher than average).

Insect control

Year	Percent who responded very satisfied/somewhat satisfied
2019	88%
2020	87%
2021	86%
2022	84%
2023	81%

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

Year	Percent who responded very satisfied/somewhat satisfied
2019	88%
2020	92%
2021	82%
2022	79%
2023	80%

Snow removal

Year	Percent who responded very satisfied/somewhat satisfied
2019	76%
2020	77%
2021	75%
2022	63%
2023	66%

Management of rush hour traffic flow

Year	Percent who responded very satisfied/somewhat satisfied
2019	56%
2020	60%
2021	62%
2022	56%
2023	54%

Note: In 2023, 35% of those with high school or less education were very satisfied with management of rush hour traffic flow (higher than average).

City's efforts to keep city clean and beautiful

Year	Percent who responded very satisfied/somewhat satisfied
2019	76%
2020	73%
2021	65%
2022	55%
2023	58%

Condition of major streets

Year	Percent who responded very satisfied/somewhat satisfied
2019	59%
2020	58%
2021	61%
2022	41%

Year	Percent who responded very satisfied/somewhat satisfied
2023	44%

Note: In 2023, 56% of those who high school or less education were very satisfied with the condition of major streets (higher than average).

Condition of residential streets in your neighbourhood

Year	Percent who responded very satisfied/somewhat satisfied
2019	55%
2020	54%
2021	51%
2022	39%
2023	47%

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). 2023 n=168-549)

Public Library Services (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2019	94%
2020	91%
2021	93%
2022	85%
2023	84%

Support for arts, entertainment & culture

Year	Percent who responded very satisfied/somewhat satisfied
2019	94%
2020	85%
2021	82%
2022	82%
2023	83%

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

Year	Percent who responded very satisfied/somewhat satisfied
2019	90%
2020	94%
2021	89%
2022	89%
2023	81%

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

Year	Percent who responded very satisfied/somewhat satisfied
2019	92%
2020	85%
2021	75%
2022	79%
2023	75%

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

Year	Percent who responded very satisfied/somewhat satisfied
2019	90%
2020	85%
2021	75%
2022	76%
2023	70%

Efforts to ensure that residential property standards are met through inspections

Year	Percent who responded very satisfied/somewhat satisfied
2019	68%
2020	70%
2021	72%
2022	66%
2023	68%

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

Year	Percent who responded very satisfied/somewhat satisfied
2019	91%
2020	87%
2021	83%
2022	86%

Year	Percent who responded very satisfied/somewhat satisfied
2023	67%

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

Satisfaction 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).
2023 n=128-562)

Enforcement of traffic laws

Year	Percent who responded very satisfied/somewhat satisfied
2019	74%
2020	72%
2021	71%
2022	68%
2023	68%

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

Year	Percent who responded very satisfied/somewhat satisfied
2019	77%
2020	78%
2021	69%
2022	63%
2023	60%

Police service efforts in crime prevention

Year	Percent who responded very satisfied/somewhat satisfied
2019	75%
2020	74%
2021	70%
2022	70%
2023	58%

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). 2023 n=153-523)

Fire and rescue service response to fire emergencies

Year	Percent who responded very satisfied/somewhat satisfied
2019	98%
2020	97%
2021	93%
2022	88%
2023	88%

Fire and injury prevention education

Year	Percent who responded very satisfied/somewhat satisfied
2019	88%

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

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

Year	Percent who responded very satisfied/somewhat satisfied
2019	89%
2020	90%
2021	81%
2022	74%
2023	79%

Safety of existing buildings through fire inspections and enforcement

Year	Percent who responded very satisfied/somewhat satisfied
2019	91%
2020	89%
2021	85%
2022	81%
2023	75%

Note: In 2023, 80% of people from the Outer city were very or somewhat satisfied and 82% of men were very or somewhat satisfied with the safety of existing buildings through fire inspections and enforcement (higher than average).

Emergency response capability for medical emergencies

Year	Percent who responded very satisfied/somewhat satisfied
2019	88%
2020	87%
2021	84%
2022	74%
2023	70%

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). 2023 n=449-527)

Efforts in preserving heritage buildings

Year	Percent who responded very satisfied/somewhat satisfied
2019	91%
2020	84%
2021	81%
2022	77%
2023	76%

Efforts in promoting economic development

Year	Percent who responded very satisfied/somewhat satisfied
2019	80%
2020	77%

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

Community planning to guide growth and change

Year	Percent who responded very satisfied/somewhat satisfied
2019	77%
2020	66%
2021	66%
2022	64%
2023	62%

Zoning regulations and building permits

Year	Percent who responded very satisfied/somewhat satisfied
2019	74%
2020	66%
2021	62%
2022	60%
2023	62%

Funding for improving inner city housing

Year	Percent who responded very satisfied/somewhat satisfied
2019	61%
2020	60%
2021	53%
2022	49%
2023	49%

Note: In 2023, **68%** of those who identified as a **visible minority** were very or somewhat satisfied with funding for improving inner city housing (higher than average).

Downtown renewal

Year	Percent who responded very satisfied/somewhat satisfied
2019	74%
2020	68%
2021	59%
2022	54%
2023	47%

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). 2023 n=505-593)

Protection from river flooding

Year	Percent who responded very satisfied/somewhat satisfied
2019	96%

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

Garbage collection

Year	Percent who responded very satisfied/somewhat satisfied
2019	94%
2020	94%
2021	90%
2022	84%
2023	87%

The Recycling Program

Year	Percent who responded very satisfied/somewhat satisfied
2019	83%
2020	88%
2021	84%
2022	78%
2023	82%

Note: In 2023, 88% of men were very or somewhat satisfied with the recycling program (higher than average).

Protection from sewer back-up

Year	Percent who responded very satisfied/somewhat satisfied
2019	85%
2020	88%
2021	86%
2022	76%
2023	82%

Quality of the drinking water

Year	Percent who responded very satisfied/somewhat satisfied
2019	85%
2020	86%
2021	84%
2022	81%
2023	81%

Note: In 2023, 55% of those who identified as Caucasian were very satisfied with the quality of the drinking water (higher than average).

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). 2023 n=138-563)

Animal services

Year	Percent who responded very satisfied/somewhat satisfied
2019	93%
2020	91%

Year	Percent who responded very satisfied/somewhat satisfied
2021	85%
2022	84%
2023	81%

Availability and convenience of on-street parking

Year	Percent who responded very satisfied/somewhat satisfied
2019	62%
2020	58%
2021	66%
2022	56%
2023	59%

Public transit (*among those who used it*)

Year	Percent who responded very satisfied/somewhat satisfied
2019	69%
2020	59%
2021	69%
2022	68%
2023	55%

Use of City Services

Usage 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). 2023 n=597)

Year	Percent who used in the past year
2019	89%
2020	83%
2021	83%
2022	83%
2023	87%

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). 2023 n=599)

Year	Percent who responded very satisfied/somewhat satisfied
2019	85%
2020	76%
2021	71%
2022	79%
2023	79%

Note: in 2023, 52% of those with less than high school education visited a major park in the last year and 64% of those who have a household income less than \$30,000 visited a major park in the last year (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). 2023 n=593)

Year	Percent who responded very satisfied/somewhat satisfied
2019	70%
2020	67%
2021	52%
2022	54%
2023	57%

Note: in 2023, 18% of those with less than high school education 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). 2023 n=598)

Year	Percent who responded very satisfied/somewhat satisfied
2019	51%
2020	54%
2021	28%
2022	36%
2023	49%

Note: in 2023, 36% of those who were 55 years or older attended a local Community Centre Facility in the past year (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). 2023 n=599)

Year	Percent who responded very satisfied/somewhat satisfied
2019	62%
2020	54%

Year	Percent who responded very satisfied/somewhat satisfied
2021	27%
2022	34%
2023	48%

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). 2023 n=594)

Year	Percent who responded very satisfied/somewhat satisfied
2019	42%
2020	42%
2021	24%
2022	27%
2023	34%

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). 2023 n=596

Year	Percent who responded very satisfied/somewhat satisfied
2019	29%
2020	29%
2021	23%
2022	23%
2023	31%

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). 2023 n=598

Year	Percent who responded very satisfied/somewhat satisfied
2019	22%
2020	27%
2021	24%
2022	26%
2023	26%

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). 2023 n=599

Year	Percent who responded very satisfied/somewhat satisfied
2019	28%
2020	29%
2021	21%
2022	20%
2023	23%

Note: In 2023, 38% of those who rent their home used City Transit and 42% of those who identified as Indigenous used City Transit (higher 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). 2023 n=600

Year	Percent who responded very satisfied/somewhat satisfied
2019	18%
2020	21%
2021	18%
2022	20%
2023	23%

Applied for a building permit

Question 63 -- Have you applied for a building permit in the past year? (excluding Don't know/Refused). 2023 n=599

Year	Percent who responded very satisfied/somewhat satisfied
2019	6%
2020	4%
2021	6%
2022	8%
2023	8%

Key Findings

Quality of Life Indicators

- The majority of Winnipeggers (84%) rate the overall quality of life in the City as very good or good. This has dropped for the third consecutive year, and dropped from 88% in 2022.
- Most quality of life indicators are down from 2022, with noticeable declines in feeling safe walking alone at night in neighbourhood (60% - down 6%), easy to get around by bicycle (58% - down 5%), and easy to get around by transit (56% - down 5%).
- The most common actions cited to improve the quality of life in Winnipeg are related to roads/infrastructure (36%), followed by crime and policing (33%) and housing/social programs (30%). Compared to 2022, the biggest changes were in roads/infrastructure (down from 58% to 36%) and crime and policing (up from 14% to 33%).

Net Promoter Score

- Around one in five citizens (21%) are promoters of the City of Winnipeg, but the overall 2023 Net Promoter Score sits at -15, which is similar to 2022 (-14) but still much lower than 2021 (+1).

Value for Tax Dollars

- 59% of citizens feel that they receive good or very good value for their property tax dollars. This is unchanged from 2022 (59%) and ties for the lowest rating over the past five years.
- The most common reasons for finding good value for property tax dollars are general satisfaction with the city (36%), satisfaction with snow clearing (16%), satisfaction with garbage and recycling (14%) and satisfaction with roads (10%).
- The most common reasons finding poor value for property tax dollars are dissatisfaction with roads (39%), dissatisfaction with city spending (16%), dissatisfaction with city services (14%), and dissatisfaction with taxes (13%).

Customer Service

- 60% of Winnipeggers contacted the City in the past year, most commonly by phone (84%). The proportion who contacted the City by phone has been fairly stable, but those contacting by email (22%) and online (15%) are the highest over the past five years.

- Satisfaction with customer service is somewhat high at 72%, but is the lowest over the past five years (down only slightly from 73% in 2022). Satisfaction is similar whether contact is by email (73%), online (72%) or phone (71%)
- The majority of Winnipeggers (87%) agree that city staff are courteous, helpful, and knowledgeable, while fewer (52%) agree that City staff are easy to get a hold of when they need them. Ratings of areas of customer service are similar to 2022, but much lower than 2019 to 2021.

City Services

- Overall satisfaction with city services is 80%, but is the lowest proportion in past five years, which ranged from 87% to 90%.
- Public Safety remains the most important service area among four tested, ahead of infrastructure.
- Satisfaction with city services remains high for the majority of services; however, some services saw a decrease in satisfaction from 2022 by more than 10%.
 - City-operated recreational programs (67% - down 19%)
 - Public transport (55% - down 13%)
 - Police service efforts in crime prevention (58% - down 12%)
- Four individual city services received almost 90% satisfaction ratings:
 - Protection from river flooding (89% - up 9%)
 - Condition of major parks (88% - down 2%)
 - Fire and rescue service response to fire emergencies (88% - no change)
 - Garbage collection (87% - up 3%)
- Individual city services that received under 50% satisfaction ratings:
 - Funding for improving inner city housing (49% - no change)
 - Condition of residential streets in your neighbourhood (47% - up 8%)
 - Condition of major streets (44% - up 3%)