CITIZEN PERSPECTIVE
2023 Citizen Survey

June 2023

presented by: PRA
Prairie Research Associates

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 (three years missed – 2005, 2006, and 2008).

Project Objectives

1. Determine Winnipeg citizen's levels of satisfaction regarding their city

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

Methodology

A total of 600 Winnipeg citizens aged 18 years and over were interviewed by telephone between May 1 to May 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.
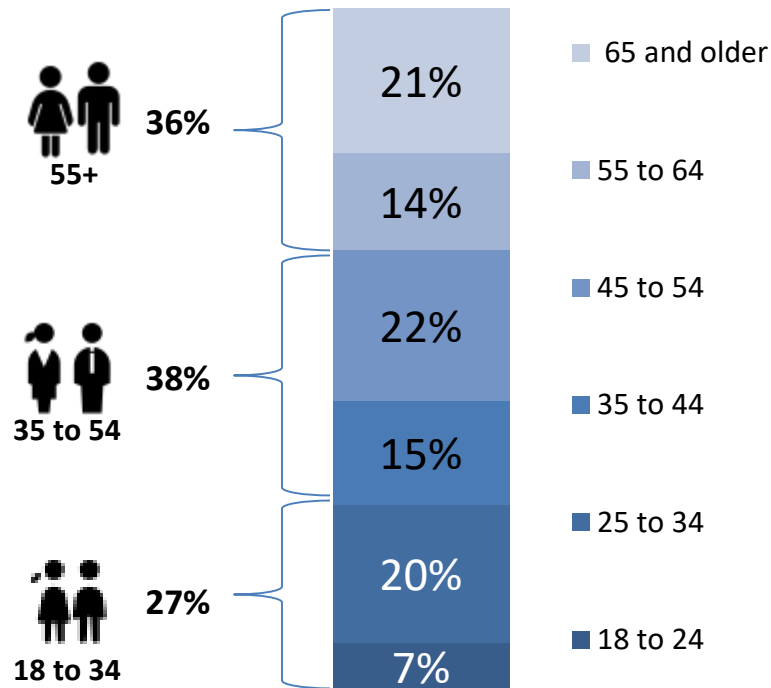
Notes:

- *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 [1/2]

The majority of respondents are under 55 years old and nearly four-in-five are home owners.

Age

55+ **36%**

35 to 54 **38%**

18 to 34 **27%**

- 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

Rent, 21%

Own, 79%
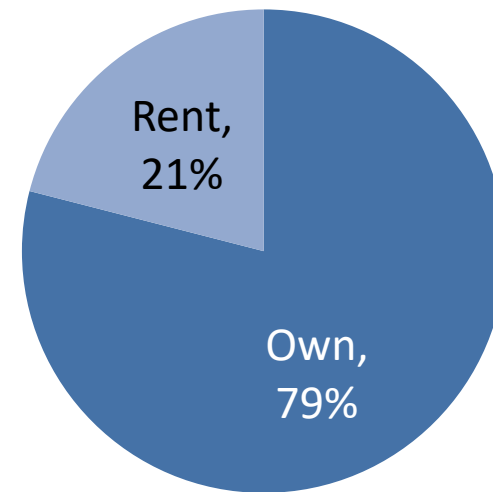
Q73 -- What age are you? (Base: All respondents (excluding Refused). 2023 n=599) - unweighted
Q74 -- Do you rent or own your home? (Base: All respondents (excluding Don't know/Refused). 2023 n=585) - unweighted

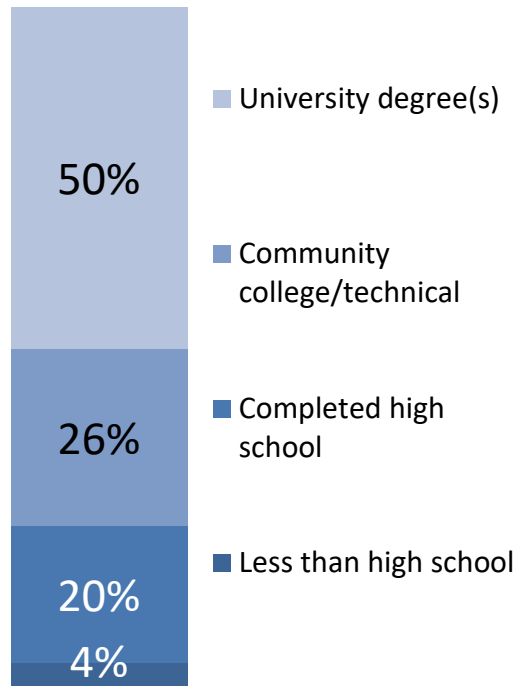**The majority of respondents have some post-secondary education with 50% having a university degree. Of the 76% of residents who answered the income question, about 7 in 10 have a household income of $60,000 or more.**

Level of Education

Household Income

Level of Education
- 50% University degree(s)
- 26% Completed high school (Community college/technical)
- 20% Less than high school
- 4%

Household Income
- 15% $150K+
- 20% $100K to <$150K
- 15% $80K to <$100K
- 19% $60K to <$80K
- 22% $30K to <$60K
- 10% <$30K
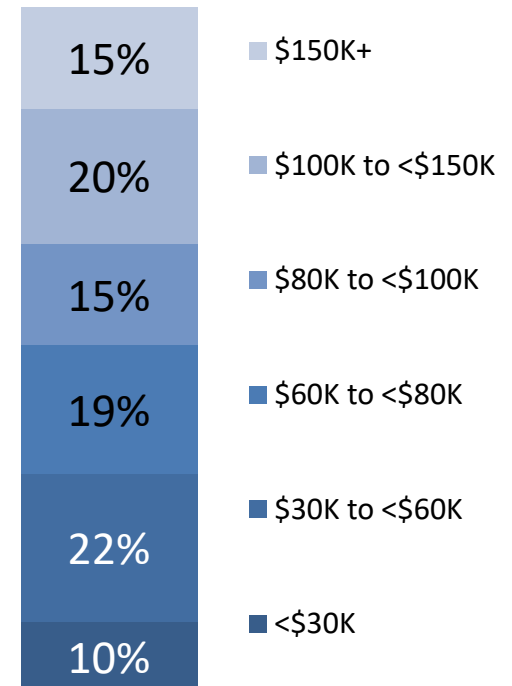
Q75 -- What is the highest level of education you have completed? (Base: All respondents (excluding Don't know/Refused). 2023 n=589) - unweighted
Q76 -- Total household income before taxes. (Base: All respondents (excluding Don't know/Refused). 2023 n=456) - unweighted

Where do they live?

Pie chart 1:
- Downtown 11%
- East/Southeast 39%
- North 16%
- West/Southwest 34%

Pie chart 2:
- Inner City 25%
- Outer City 75%

Area of Winnipeg

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

Map postal codes: R4A, R2E, R2P, R2V, R2G, R2R, R2X, R2W, R2K, R3W, R3E, R3A, R3B, R2L, R2C, R2Y, R3H, R3G, R3C, R2H, R3K, R3J, R3N, R3M, R3L, R2J, R3R, R3P, R2M, R3X, R3S, R3T, R3Y, R2N, R3V
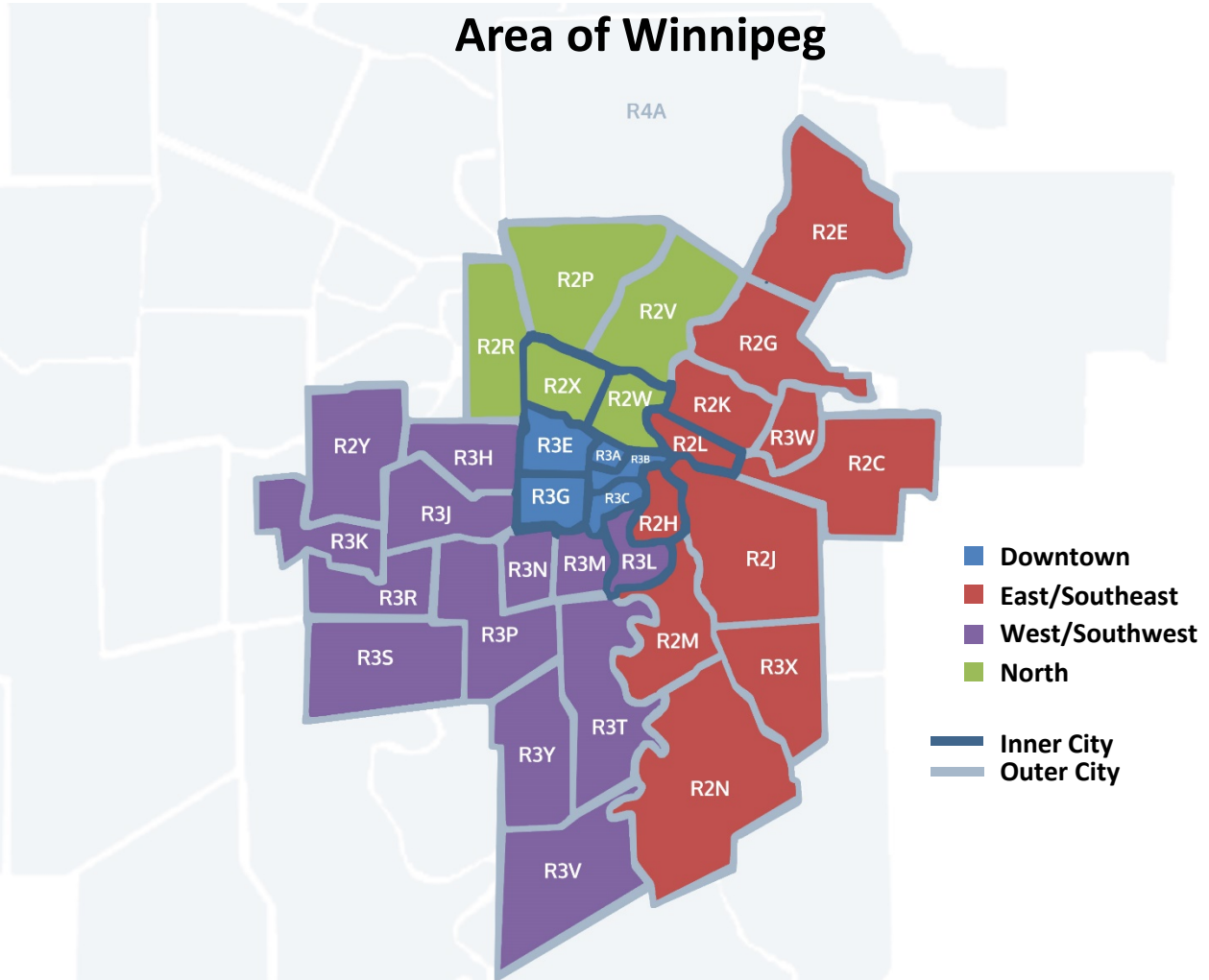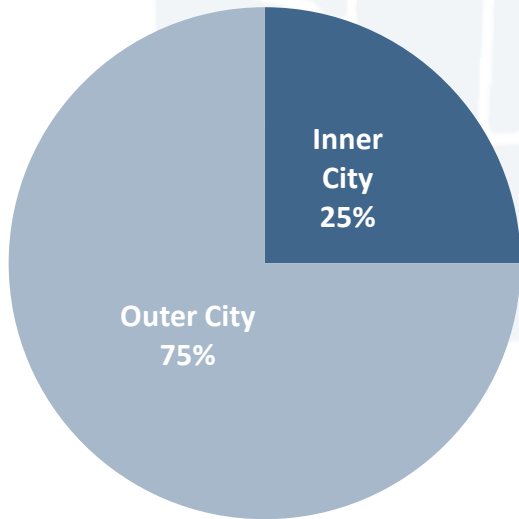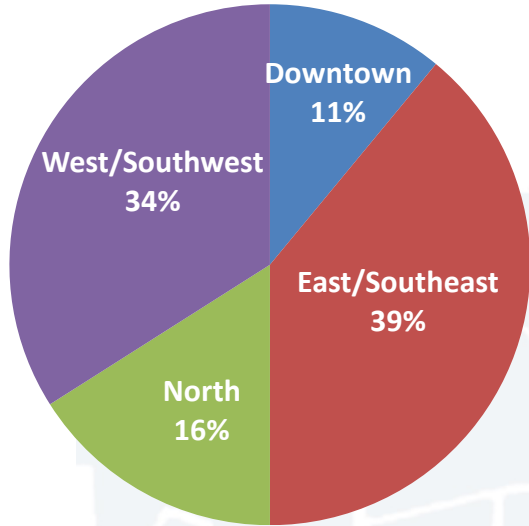
Q78 -- First three characters of postal code. (Base: All respondents (excluding Don't know/Refused). 2023 n=597) – unweighted

Winnipeg

How do they describe their Ethnic Origin?

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

Ethnic Origin

Category	Percentage
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%
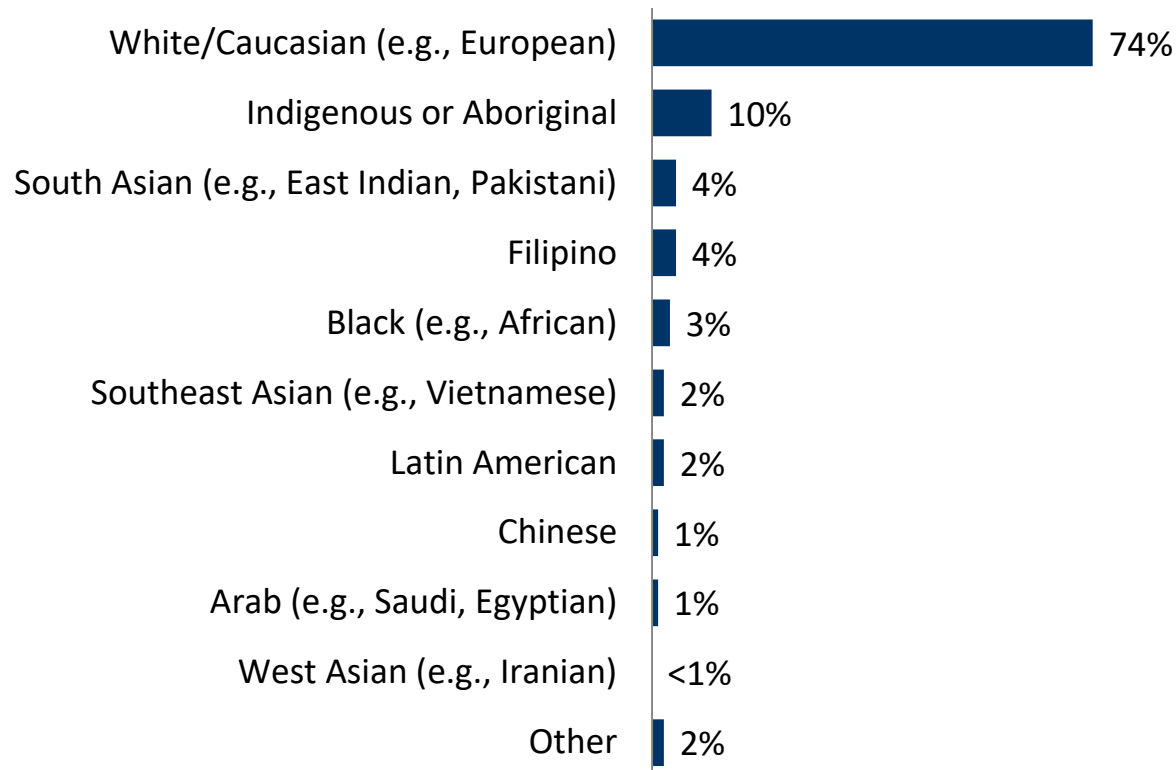
Q77 -- How would you describe your ethnic background? Multiple responses allowed (Base: All respondents (excluding Don't know/Refused). 2023 n=577) -- unweighted

THE RESULTS

2023 Overall Satisfaction

Quality of Life
(Very good/Good)

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

Value for Tax Dollars
(Very good/Good)

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

Net Promoter Score (Recommendation)
-15

Overall City Services
(Very /Somewhat Satisfied)

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

Customer Service
(Very /Somewhat Satisfied)

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

Net Promoter Score Value

21% are classified as Winnipeg Promoters, and the overall 2023 NPS 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.

Likelihood of Recommending Winnipeg as a Place to Live

NPS:

	2019	2020	2021	2022	2023
NPS	**+11**	**+17**	**+1**	**-14**	**-15**
Promoters (9-10 out of 10)	32%	36%	27%	21%	21%
Passives (7-8 out of 10)	47%	45%	47%	45%	43%
Detractors (0-6 out of 10)	21%	19%	26%	35%	36%

- Promoters (9-10 out of 10)
- Passives (7-8 out of 10)
- Detractors (0-6 out of 10)
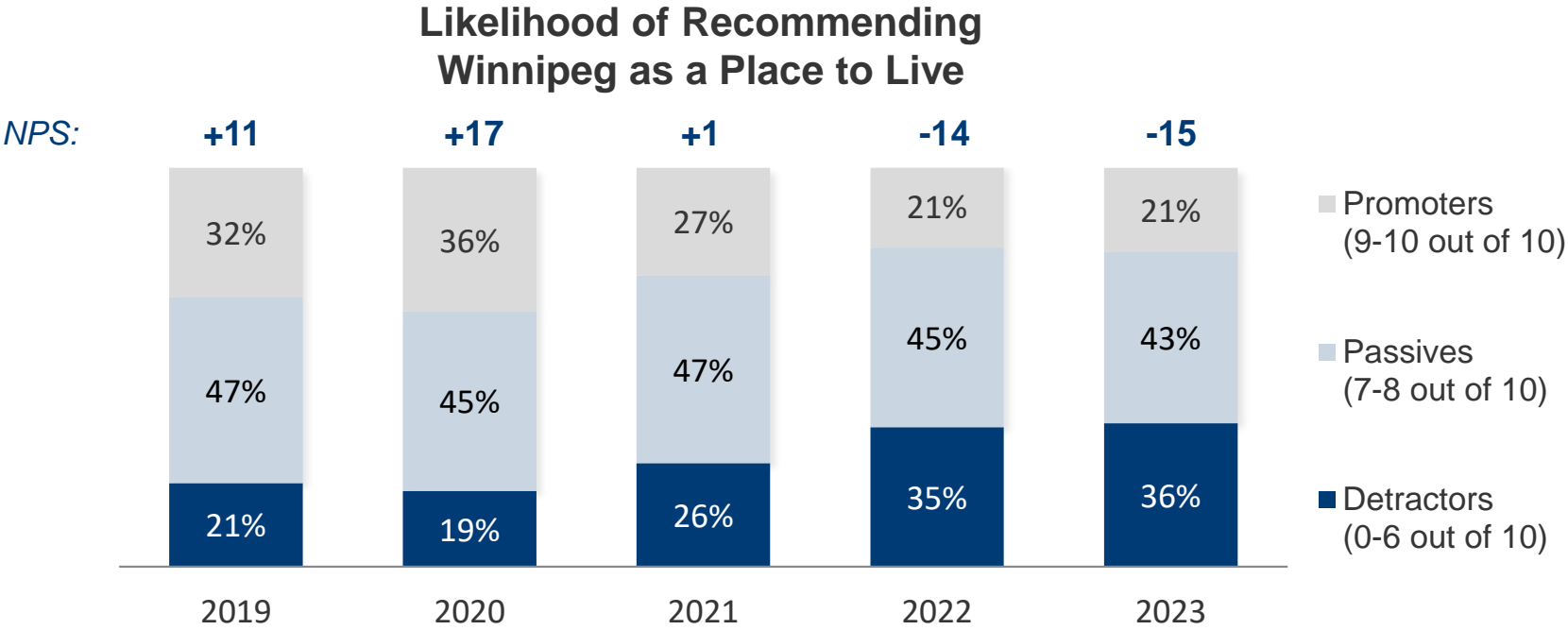
Those more likely to be Promoters in 2023 include:
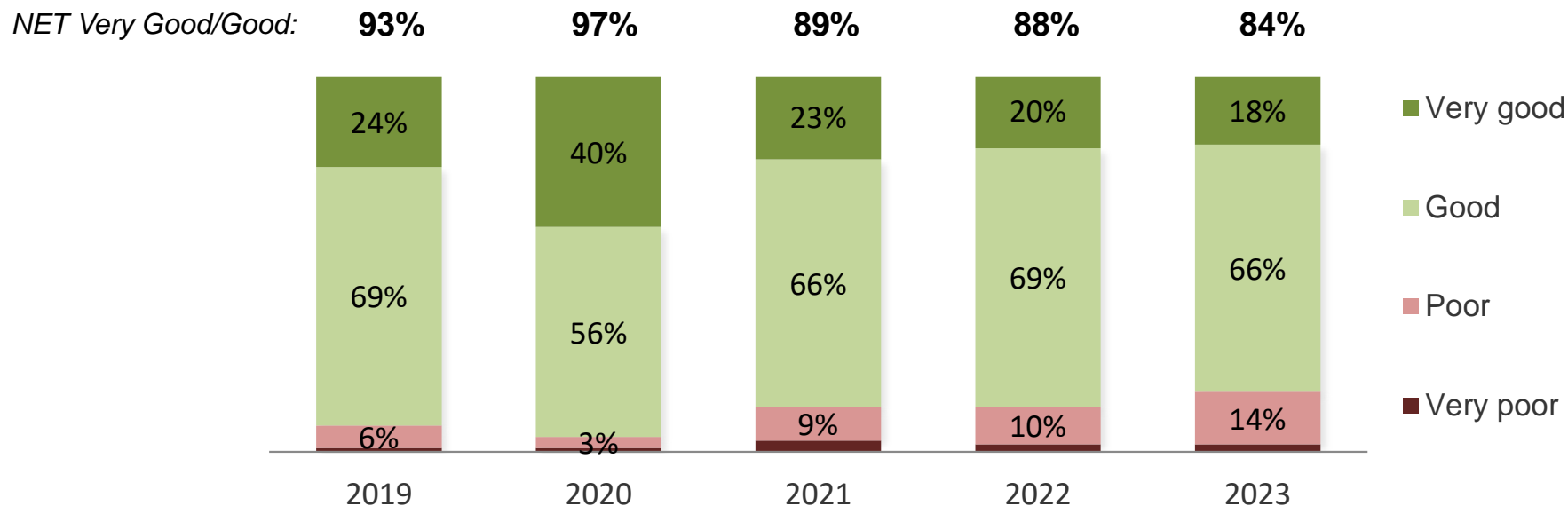- ✓ 55 years or older (27%)

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). 2023 n=598)

QUALITY OF LIFE

Winnipeg

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

NET Very Good/Good:

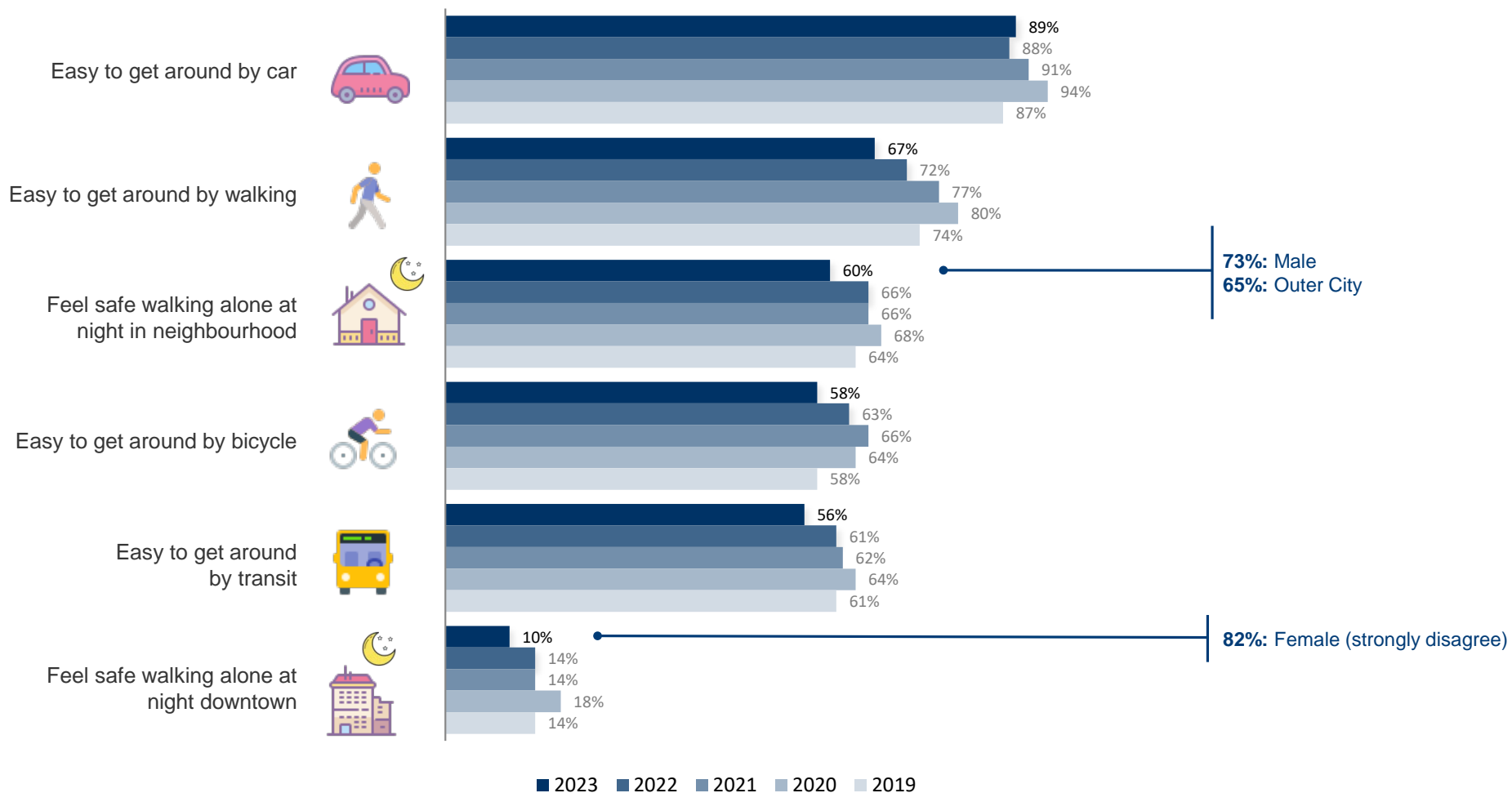|	2019	2020	2021	2022	2023
NET	**93%**	**97%**	**89%**	**88%**	**84%**
Very good	24%	40%	23%	20%	18%
Good	69%	56%	66%	69%	66%
Poor	6%	3%	9%	10%	14%

Legend:
- Very good
- Good
- Poor
- Very poor

> *Those with an income of <$30K (62%) are less likely to rate quality of life as very good or good.*

Q3 -- In general, how would you consider the overall quality of life in Winnipeg today? (Base: All respondents (excluding Don't know/Refused). 2023 n=591)

Quality of Life Statements

Quality of Life Ratings
(Strongly agree/Agree)

Easy to get around by car
- 89%
- 88%
- 91%
- 94%
- 87%

Easy to get around by walking
- 67%
- 72%
- 77%
- 80%
- 74%

Feel safe walking alone at night in neighbourhood
- 60%
- 66%
- 66%
- 68%
- 64%

73%: Male
65%: Outer City

Easy to get around by bicycle
- 58%
- 63%
- 66%
- 64%
- 58%

Easy to get around by transit
- 56%
- 61%
- 62%
- 64%
- 61%

Feel safe walking alone at night downtown
- 10%
- 14%
- 14%
- 18%
- 14%

82%: Female (strongly disagree)

■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

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). 2023 n=496-598)

Perceptions of Winnipeg Statements [1/2]

Perceptions of Winnipeg Ratings
(Strongly agree/Agree)

I can find the information I need on the City of Winnipeg website
- 79% (2023) — **97%:** Visible minority / **55%:** <$30K
- 82% (2022)
- 85% (2021)
- 88% (2020)

Believe the City of Winnipeg acts in the best interest of citizens
- 61% (2023) — **46%:** Rent
- 66% (2022)
- 71% (2021)
- 82% (2020)

Believe that I can influence the decisions or direction of the City of Winnipeg
- 40% (2023)
- 42% (2022)
- 43% (2021)
- 52% (2020)

■ 2023 ■ 2022 ■ 2021 ■ 2020
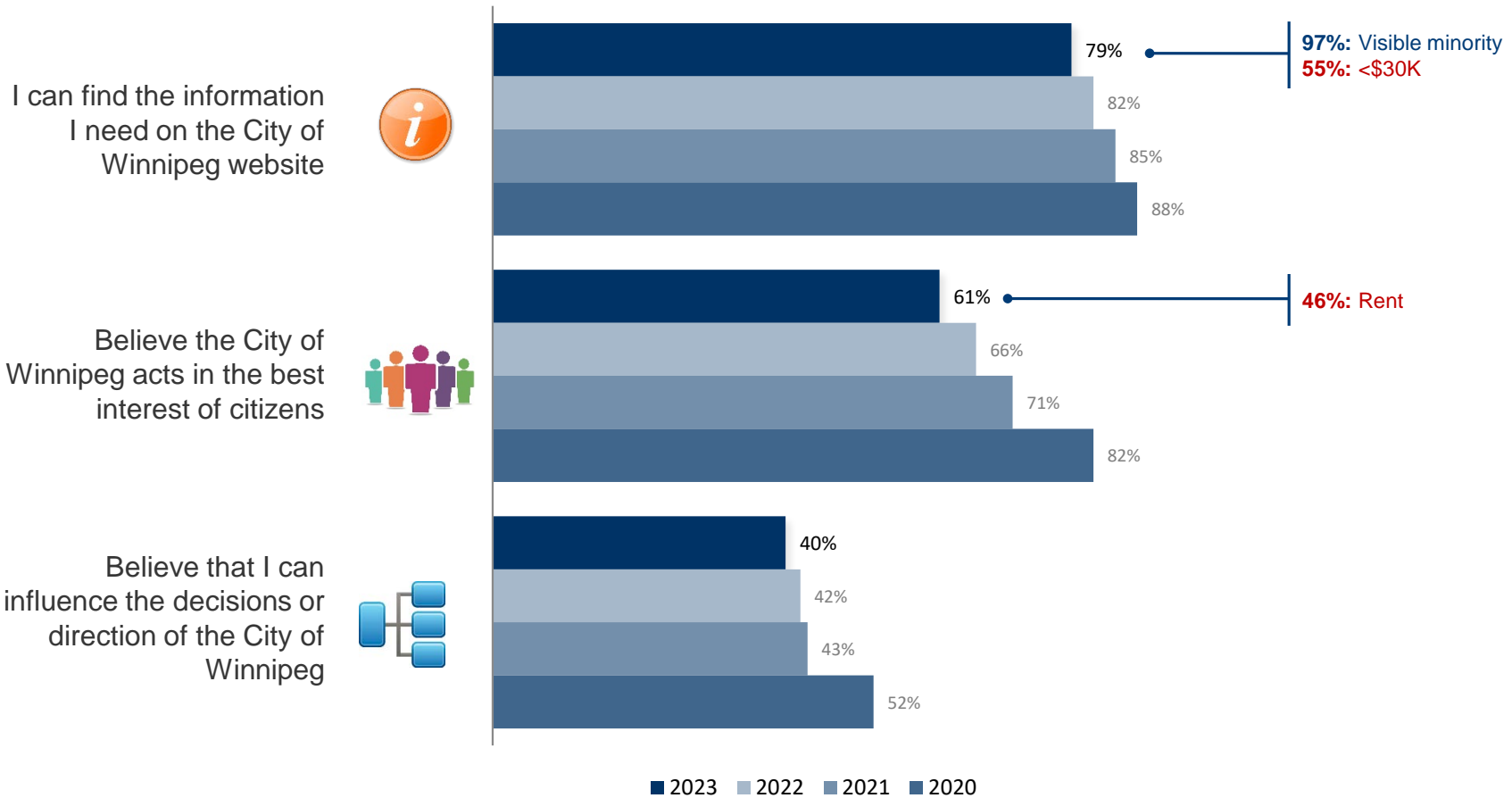
Q10 to Q12 -- I am now going to read you a few statements about your perception of Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree.(Base: All respondents (excluding Don't know/Refused). 2023 n=522-582)
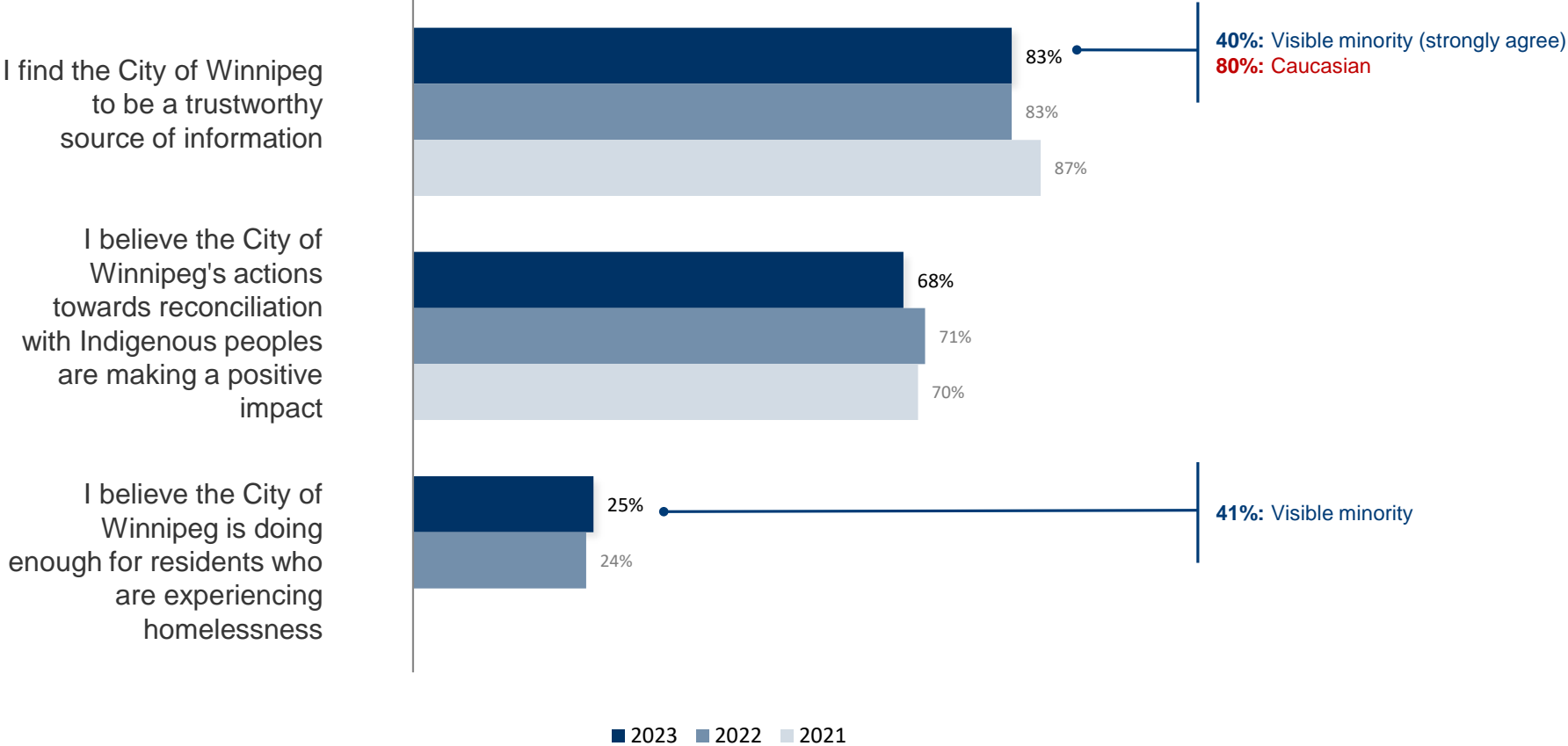
Perceptions of Winnipeg Statements [1/2]

Perceptions of Winnipeg Ratings
(Strongly agree/Agree)

I find the City of Winnipeg to be a trustworthy source of information
- 83% (2023)
- 83% (2022)
- 87% (2021)

40%: Visible minority (strongly agree)
80%: Caucasian

I believe the City of Winnipeg's actions towards reconciliation with Indigenous peoples are making a positive impact
- 68% (2023)
- 71% (2022)
- 70% (2021)

I believe the City of Winnipeg is doing enough for residents who are experiencing homelessness
- 25% (2023)
- 24% (2022)

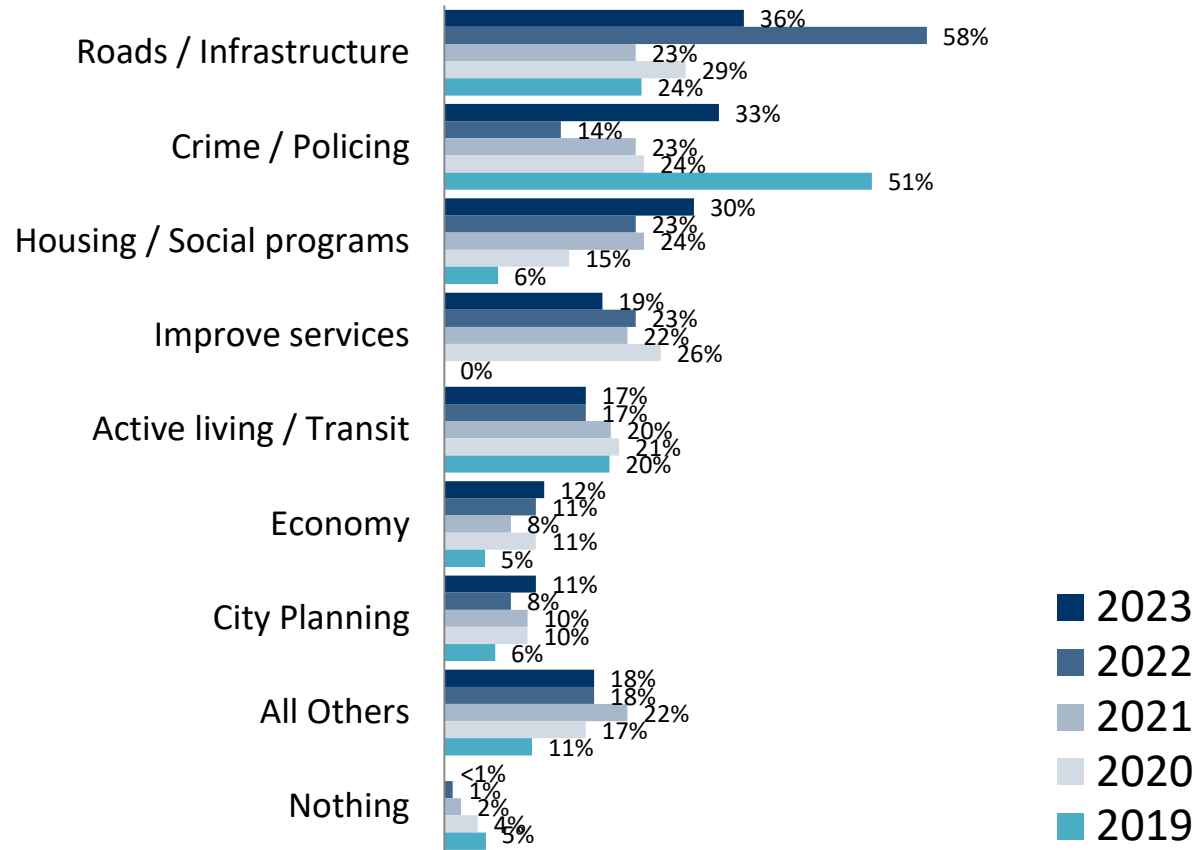**41%:** Visible minority

■ 2023 ■ 2022 ■ 2021

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). 2023 n=532-562)

Actions to Improve Quality of Life [1/3]

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.

Actions to Improve Quality of Life

Legend:
- 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%, 3%

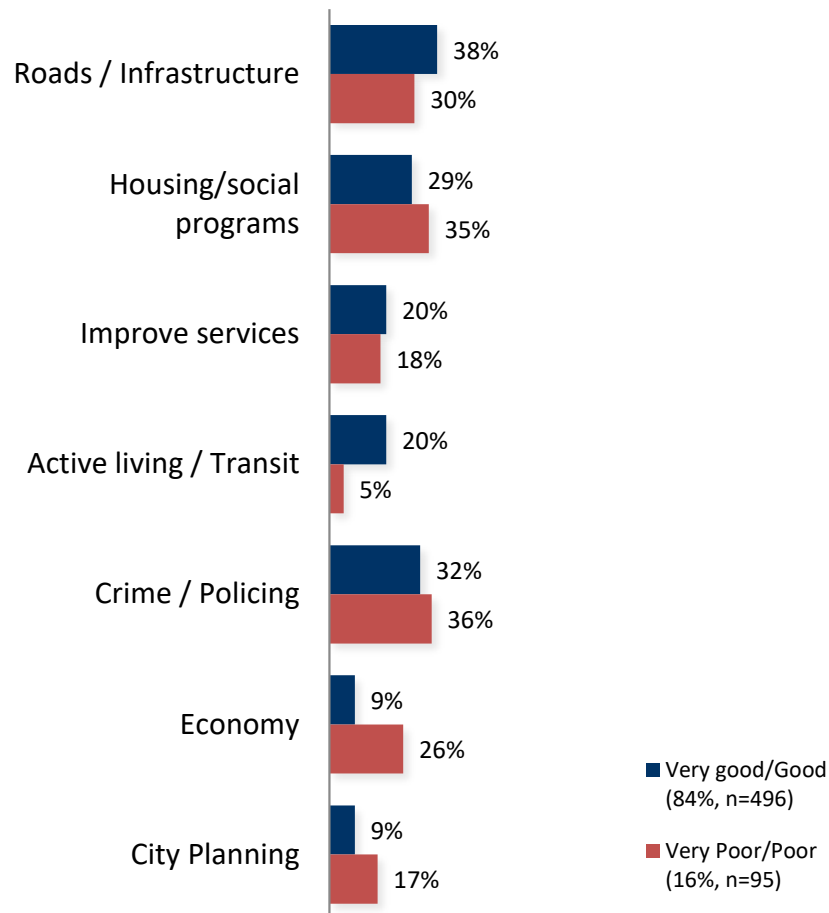**Q13** -- What actions do you think the City of Winnipeg could take to improve the quality of life in the City? (accept up to 3 answers) (Base: All respondents (excluding Don't know/Refused). 2023 n=525)

Actions to Improve Quality of Life

Top Actions by perceived Quality of Life

Category	Very good/Good	Very Poor/Poor
Roads / Infrastructure	38%	30%
Housing/social programs	29%	35%
Improve services	20%	18%
Active living / Transit	20%	5%
Crime / Policing	32%	36%
Economy	9%	26%
City Planning	9%	17%

■ Very good/Good (84%, n=496)
■ Very Poor/Poor (16%, n=95)

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%)

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). 2023 n=525)
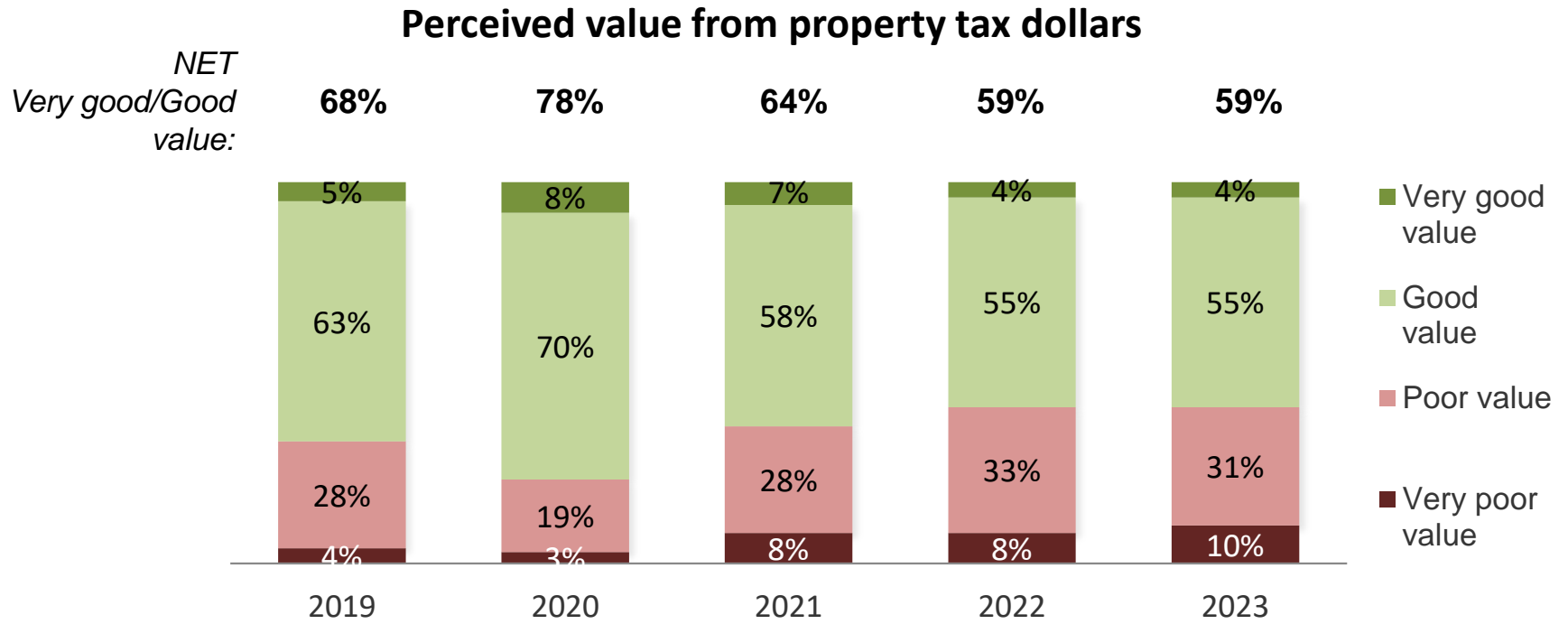
Actions to Improve Quality of Life

Selected verbatims for Good/Very good (84%)	Selected verbatims for Very poor/Poor (16%)
• "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."	• "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."

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). 2023 n=525)

VALUE FOR TAX DOLLARS

Value for Tax Dollars

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

Perceived value from property tax dollars

NET Very good/Good value:

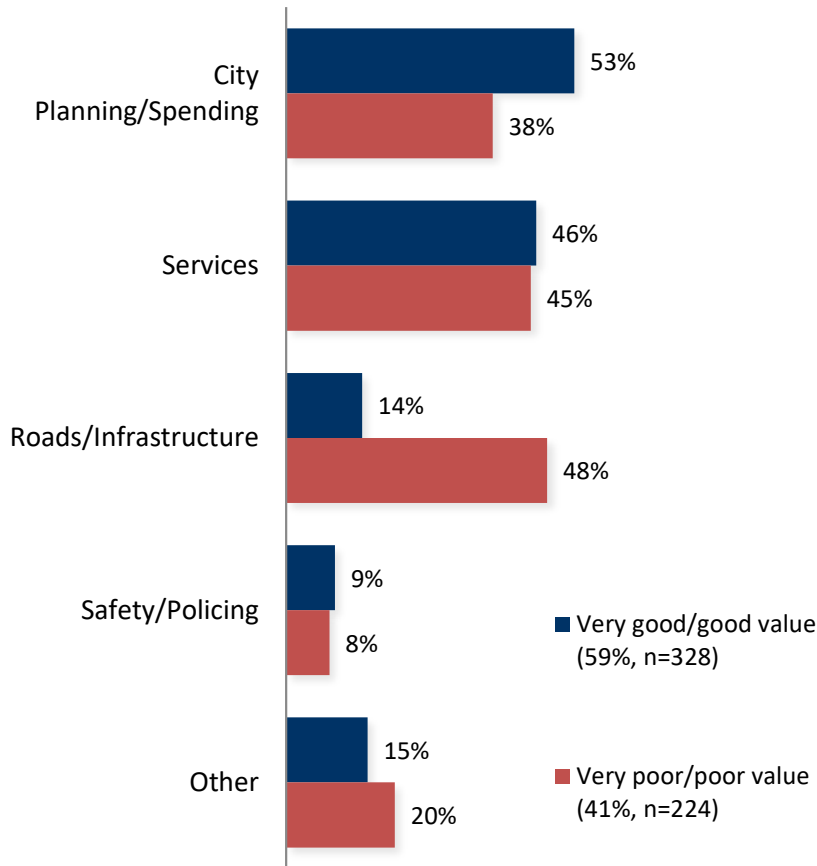|	2019	2020	2021	2022	2023
NET	68%	78%	64%	59%	59%
Very good value	5%	8%	7%	4%	4%
Good value	63%	70%	58%	55%	55%
Poor value	28%	19%	28%	33%	31%
Very poor value	4%	3%	8%	8%	10%

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). 2023 n=552)

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

Reasons by perceived value

- City Planning/Spending: 53% (Very good/good value), 38% (Very poor/poor value)
- Services: 46% (Very good/good value), 45% (Very poor/poor value)
- Roads/Infrastructure: 14% (Very good/good value), 48% (Very poor/poor value)
- Safety/Policing: 9% (Very good/good value), 8% (Very poor/poor value)
- Other: 15% (Very good/good value), 20% (Very poor/poor value)

■ Very good/good value (59%, n=328)

■ Very poor/poor value (41%, n=224)

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%)

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). 2023 n=431)

Reasons for Value Received for Tax Dollars

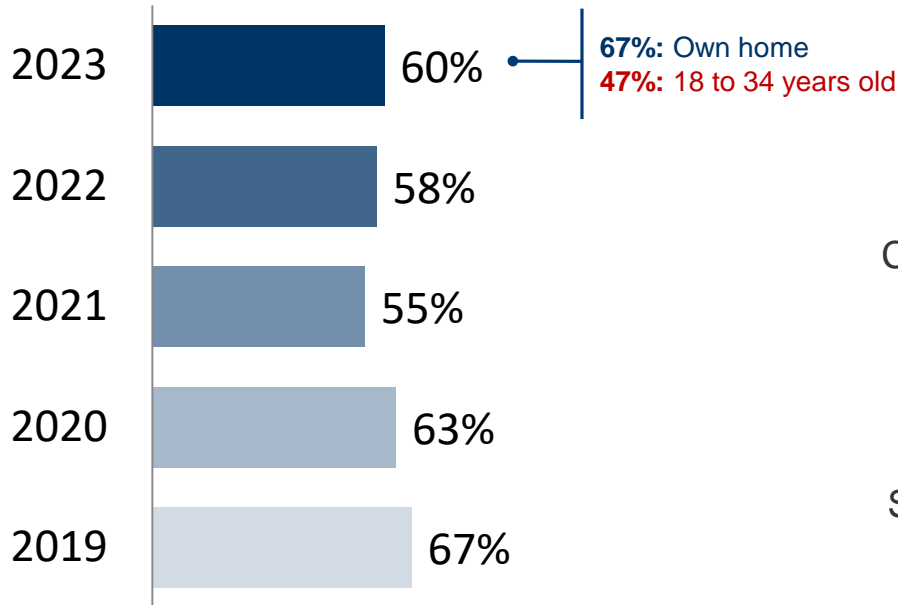| Selected verbatims for Very good/good value (59%)	Selected verbatims for Very poor/poor value (41%)
• "When things are going good, it's hard to pinpoint bad things." • "The services that I receive through the city are adequate i.e., garbage collection & plowing of streets and sidewalks." • "Streets 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."	• "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."

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). 2023 n=431)

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.

Contacted City in the last year

Year	Percent
2023	60%
2022	58%
2021	55%
2020	63%
2019	67%

67%: Own home
47%: 18 to 34 years old

How did you contact the City?
(base: contacted the City)

Phone
- 84% (2023)
- 82% (2022)
- 85% (2021)
- 87% (2020)
- 89% (2019)

Email
- 22% (2023)
- 18% (2022)
- 17% (2021)
- 14% (2020)
- 18% (2019)

Completing a form online
- 15% (2023)
- 12% (2022)
- 7% (2021)
- 9% (2020)
- 12% (2019)

In person
- 3% (2023)
- 4% (2022)
- 2% (2021)
- 2% (2020)
- 6% (2019)

Social media
- 3% (2023)
- 3% (2022)
- 4% (2021)
- 3% (2020)
- 2% (2019)

Mail
- 2% (2023)
- 1% (2022)
- 1% (2021)
- 1% (2020)
- 2% (2019)

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019
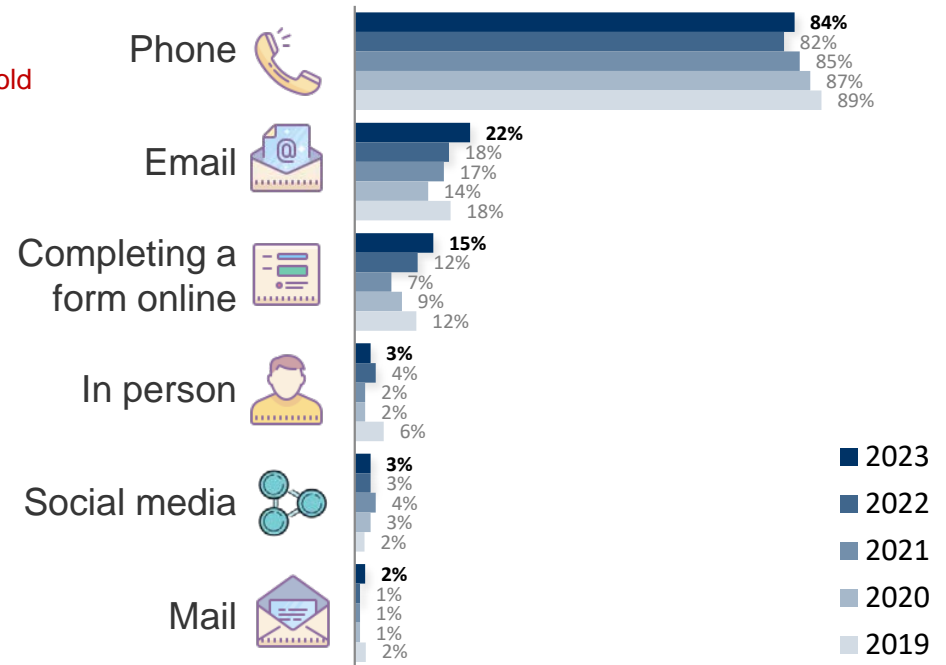
Q65 -- Have you contacted 311 or another staff member from the City of Winnipeg in the last year? (Base: All respondents (excluding Don't know/Refused). 2023 n=596)
Q66 -- How did you contact the City of Winnipeg? Multiple responses allowed (Base: Contacted the city (excluding Don't know/Refused). 2023 n=359)
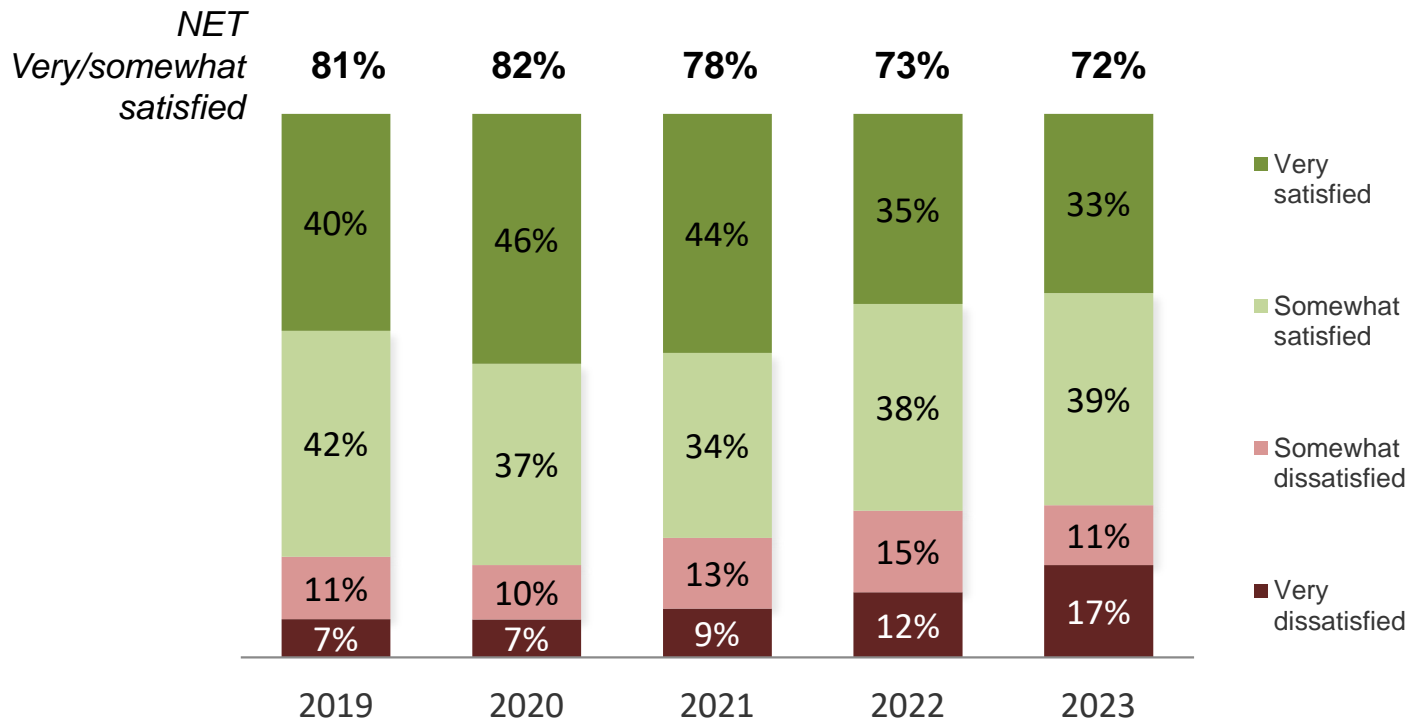
Satisfaction with Customer Service

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

Satisfaction with Customer Service

NET Very/somewhat satisfied

	2019	2020	2021	2022	2023
NET	81%	82%	78%	73%	72%
Very satisfied	40%	46%	44%	35%	33%
Somewhat satisfied	42%	37%	34%	38%	39%
Somewhat dissatisfied	11%	10%	13%	15%	11%
Very dissatisfied	7%	7%	9%	12%	17%

Legend:
- ■ Very satisfied
- ■ Somewhat satisfied
- ■ Somewhat dissatisfied
- ■ Very dissatisfied

Method of contact		% Very/ Somewhat satisfied
Phone	📞	71%
Email	📧	73%
Online	🧾	72%

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). 2023 n=356)

Customer Service Details

Agreement with Statements
(Strongly/Somewhat Agree)

City staff are courteous, helpful and knowledgeable
- 2023: **87%**
- 2022: 90%
- 2021: 92%
- 2020: 94%
- 2019: 91%

The quality of service from the City is consistently high
- 2023: **66%**
- 2022: 66%
- 2021: 76%
- 2020: 78%
- 2019: 73%

The City responds quickly to requests and concerns
- 2023: **53%**
- 2022: 51%
- 2021: 67%
- 2020: 65%
- 2019: 59%

City staff are easy to get a hold of when I need them
- 2023: **52%**
- 2022: 49%
- 2021: 61%
- 2020: 59%
- 2019: 62%

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019
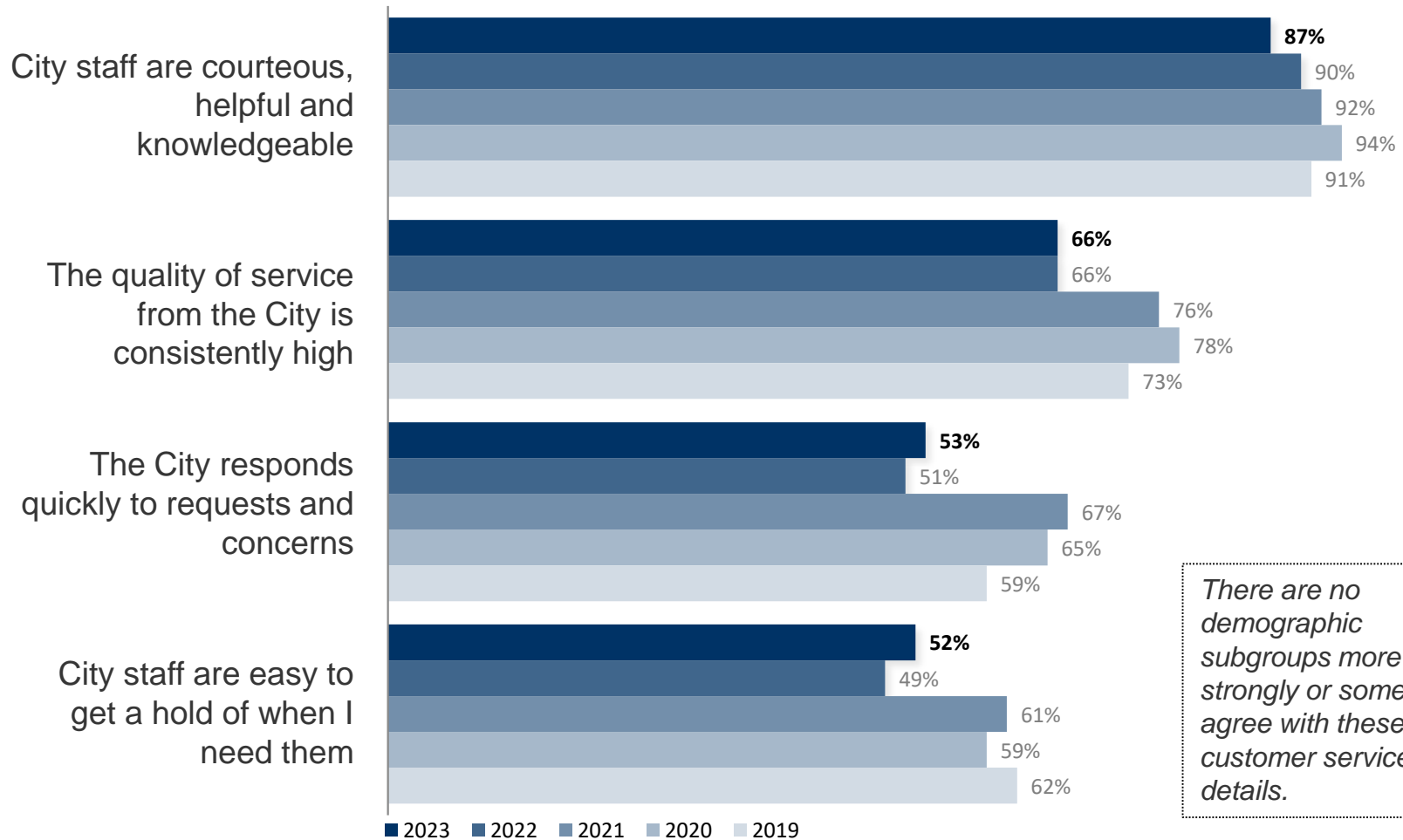
There are no demographic subgroups more likely strongly or somewhat agree with these customer service details.

Q68 to Q71 -- I am going to read you a number of statements about the City. Thinking about your personal dealings with the City of Winnipeg and your general impressions, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (Base: Contacted the city (excluding Don't know/Refused). 2023 n=348-353)

Improvement to Customer Service [1/2]

Customers service improvements by satisfaction level

Staffing Levels/Availability
- Very/Somewhat satisfied: 38%
- Very/Somewhat dissatisfied: 61%

Staff contact
- Very/Somewhat satisfied: 30%
- Very/Somewhat dissatisfied: 47%

Systems
- Very/Somewhat satisfied: 10%
- Very/Somewhat dissatisfied: 18%

Other
- Very/Somewhat satisfied: 3%
- Very/Somewhat dissatisfied: 3%

No suggestions/satisfied
- Very/Somewhat satisfied: 33%
- Very/Somewhat dissatisfied: 8%

■ Very/Somewhat satisfied (72%, n=257)

■ Very/Somewhat dissatisfied (28%, n=100)

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%)

Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2023 n=340)

Winnipeg

Improvement to Customer Service

Selected verbatims for Very/Somewhat satisfied (72%)	Selected verbatims for Very/Somewhat dissatisfied (28%)
• "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."	• "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."

Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2022 n=328)

CITY SERVICES

Overall Satisfaction with City Services

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

Overall Satisfaction with City Services

NET
*Very/somewhat
satisfied*

	2019	2020	2021	2022	2023
NET	87%	88%	90%	87%	80%
Very satisfied	17%	27%	23%	13%	12%
Somewhat satisfied	71%	62%	64%	68%	68%
Somewhat dissatisfied	10%	9%	10%	16%	16%

Legend: Very satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied
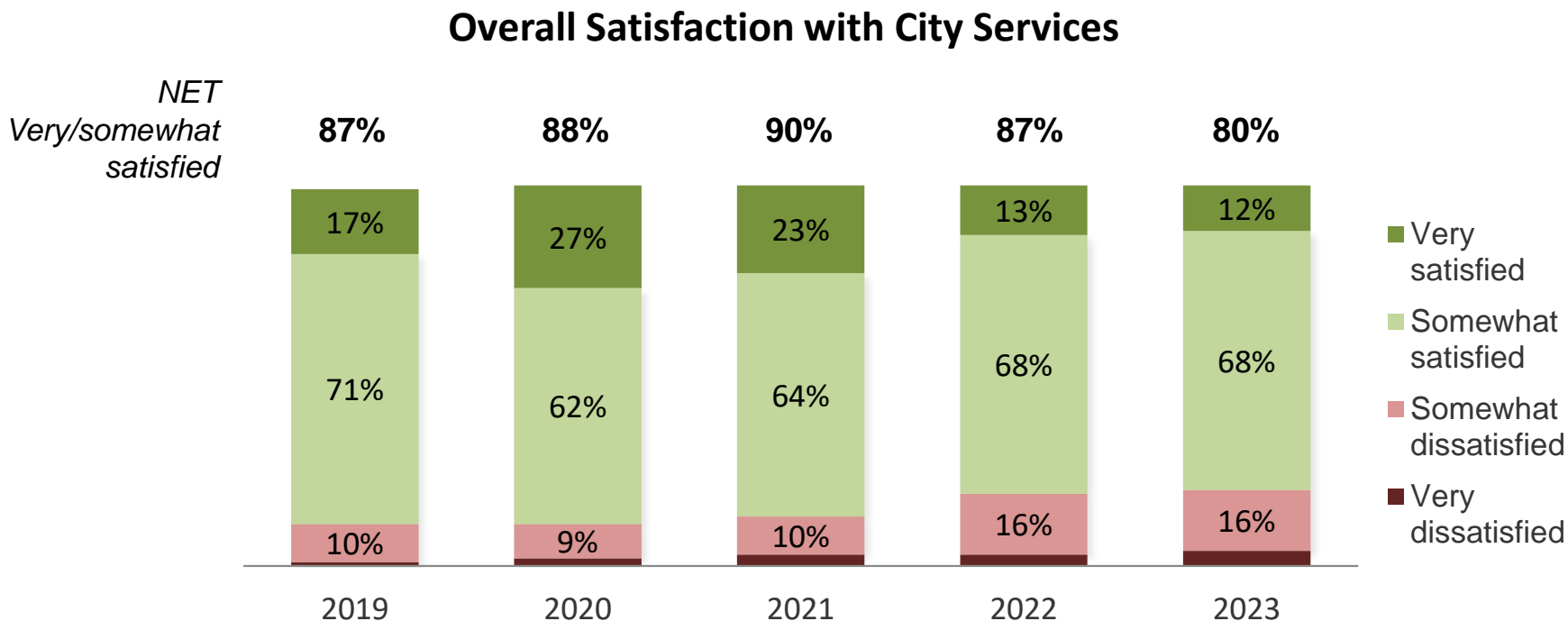
There are no demographic subgroups more likely to be satisfied with the overall satisfaction with city services.

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). 2023 n=594)

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	2023
Public Safety (Fire Paramedic, Police)	1.6	84%	⬆
Infrastructure (Roads, Water)	2.3	64%	⬌
Community Services (Libraries, Recreation)	2.8	37%	⬇
Property & Development (Land use planning)	3.3	17%	⬇

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). 2023 n=560-586)

Infrastructure saw a significant increase in importance.
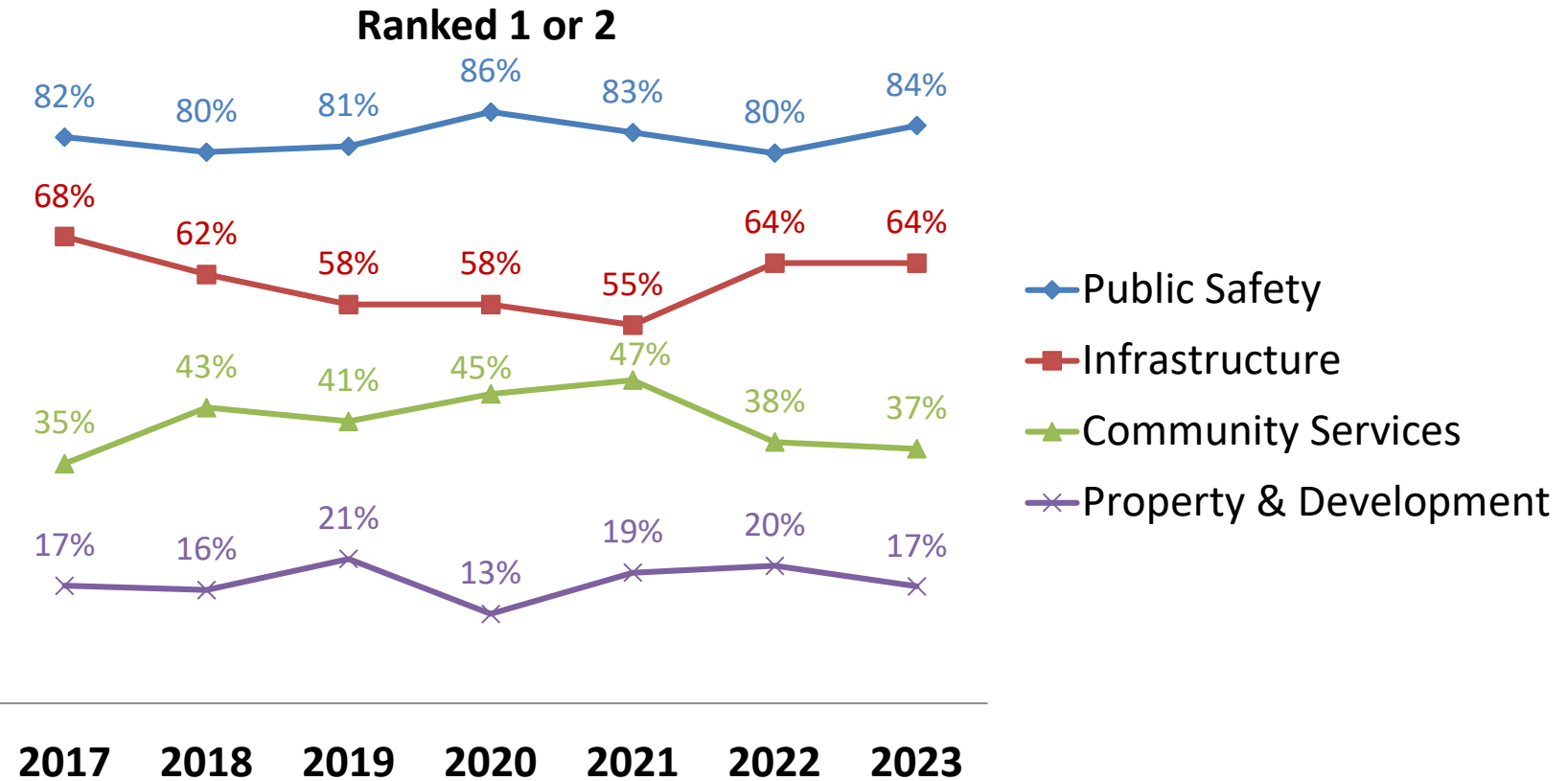
Ranked 1 or 2

Public Safety: 82% (2017), 80% (2018), 81% (2019), 86% (2020), 83% (2021), 80% (2022), 84% (2023)

Infrastructure: 68% (2017), 62% (2018), 58% (2019), 58% (2020), 55% (2021), 64% (2022), 64% (2023)

Community Services: 35% (2017), 43% (2018), 41% (2019), 45% (2020), 47% (2021), 38% (2022), 37% (2023)

Property & Development: 17% (2017), 16% (2018), 21% (2019), 13% (2020), 19% (2021), 20% (2022), 17% (2023)

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). 2023 n=560-586)

Satisfaction with Public Works

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Condition of major parks *(among those who used it)*
- 88%
- 90%
- 90%
- 97%
- 97%

55%: Caucasian (very satisfied)

Insect control
- 81%
- 84%
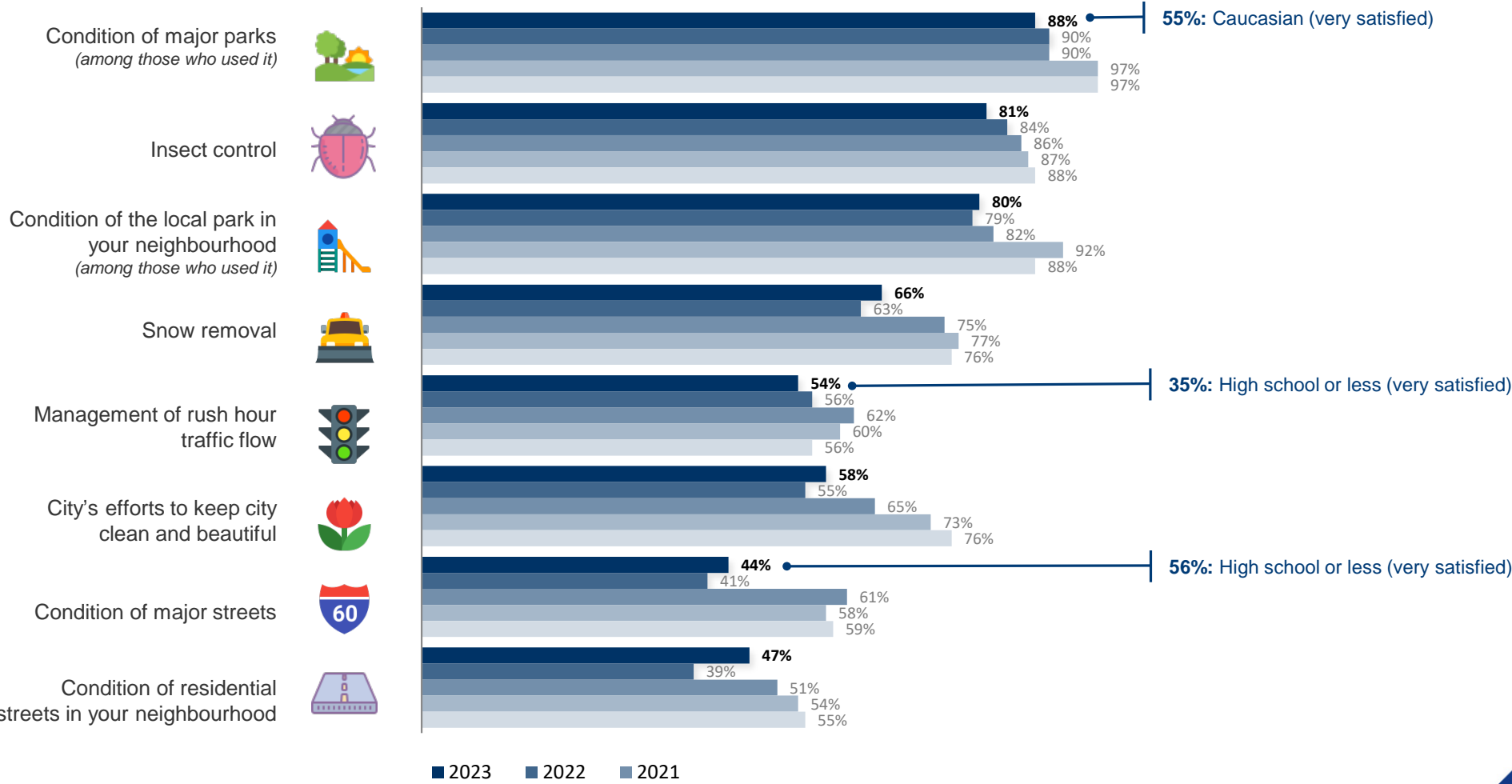- 86%
- 87%
- 88%

Condition of the local park in your neighbourhood *(among those who used it)*
- 80%
- 79%
- 82%
- 92%
- 88%

Snow removal
- 66%
- 63%
- 75%
- 77%
- 76%

Management of rush hour traffic flow
- 54%
- 56%
- 62%
- 60%
- 56%

35%: High school or less (very satisfied)

City's efforts to keep city clean and beautiful
- 58%
- 55%
- 65%
- 73%
- 76%

Condition of major streets
- 44%
- 41%
- 61%
- 58%
- 59%

56%: High school or less (very satisfied)

Condition of residential streets in your neighbourhood
- 47%
- 39%
- 51%
- 54%
- 55%

■ 2023 ■ 2022 ■ 2021

Q15/Q21/Q22/Q23/Q27/Q36/Q41/Q42 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2023 n=461-593)

Satisfaction with Community Services

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Public Library Services
(among those who used it)
- 84%
- 85%
- 93%
- 91%
- 94%

Support for arts, entertainment & culture
- 83%
- 82%
- 82%
- 85%
- 94%

Community Centre operated programs
(among those who used it)
- 81%
- 89%
- 89%
- 94%
- 90%

Condition of City of Winnipeg Community Centres
(among those who used it)
- 75%
- 79%
- 75%
- 85%
- 92%

Condition of City-operated recreation facilities
(among those who used it)
- 70%
- 76%
- 75%
- 85%
- 90%

Efforts to ensure that residential property standards are met through inspections
- 68%
- 66%
- 72%
- 70%
- 68%

City-operated recreation programs
(among those who used it)
- 67%
- 86%
- 83%
- 87%
- 91%

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

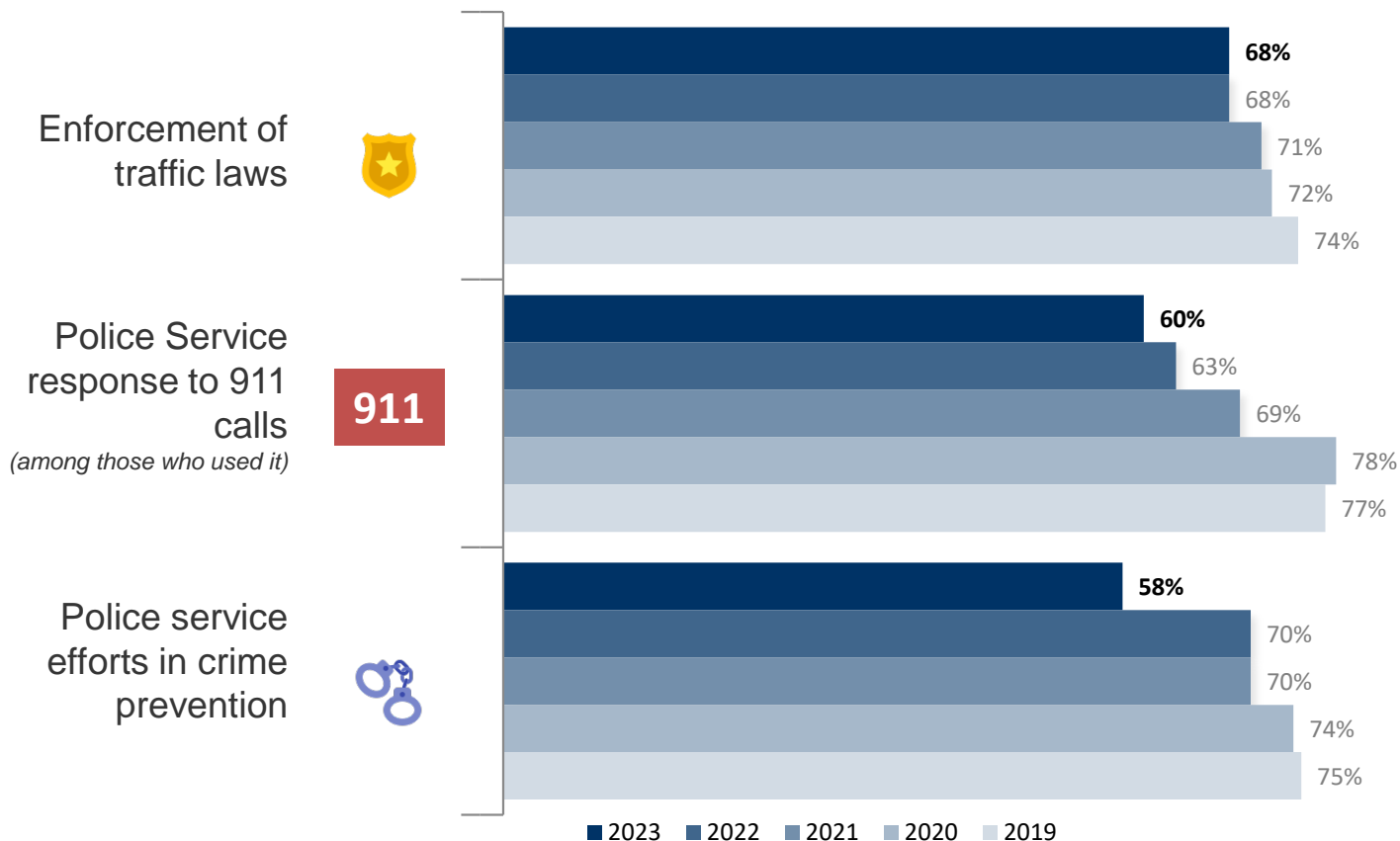> *There are no demographic subgroups more likely to be satisfied with community services.*

Q35/Q37/Q38/Q39/Q40/Q49/Q51 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2023 n=168-549)

Satisfaction with Police Service

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Enforcement of traffic laws
- 2023: 68%
- 2022: 68%
- 2021: 71%
- 2020: 72%
- 2019: 74%

Police Service response to 911 calls
(among those who used it)
- 2023: 60%
- 2022: 63%
- 2021: 69%
- 2020: 78%
- 2019: 77%

Police service efforts in crime prevention
- 2023: 58%
- 2022: 70%
- 2021: 70%
- 2020: 74%
- 2019: 75%

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019
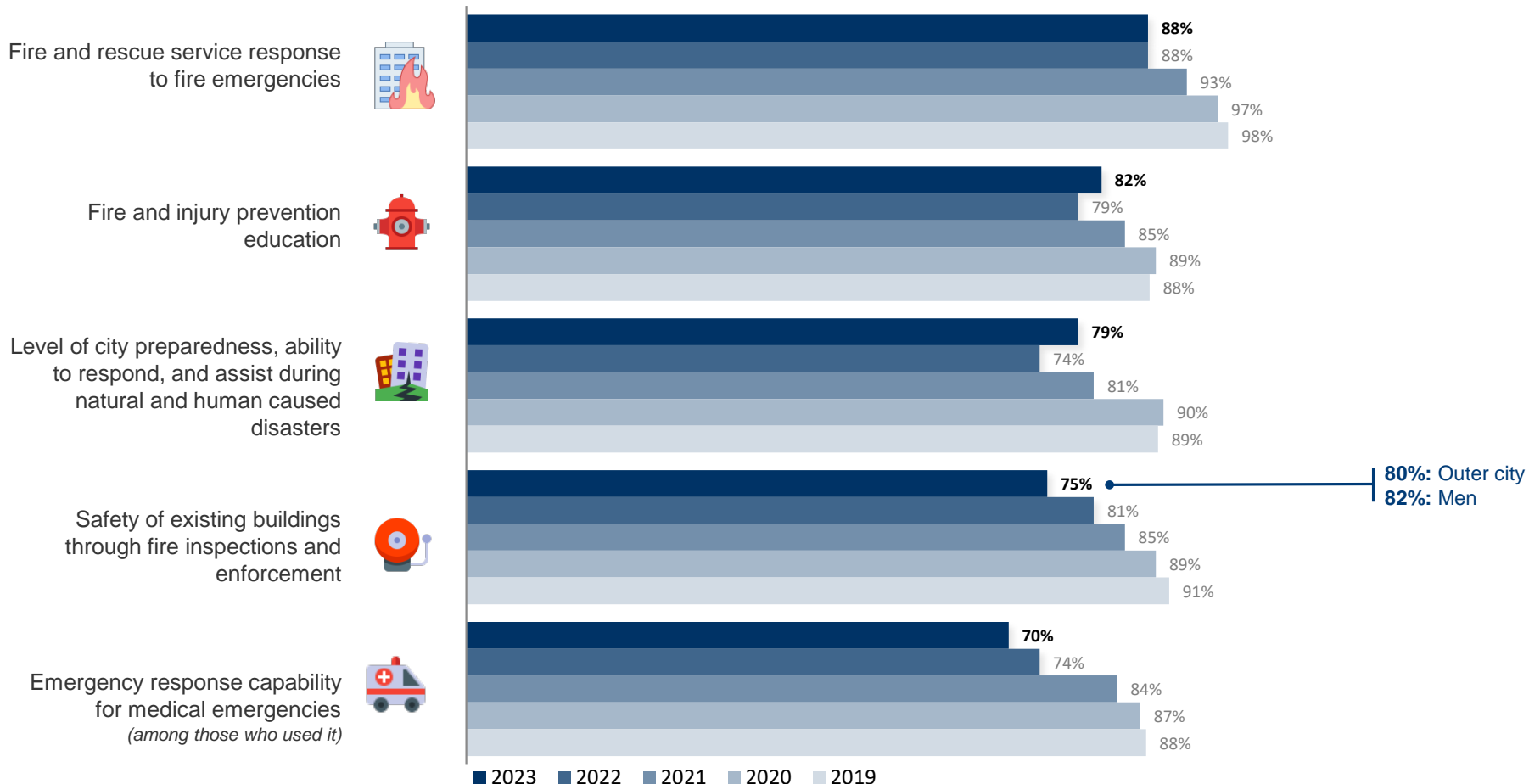
There are no demographic subgroups more likely to be satisfied with police service.

Q24/Q25/Q46 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2023 n=128-562)
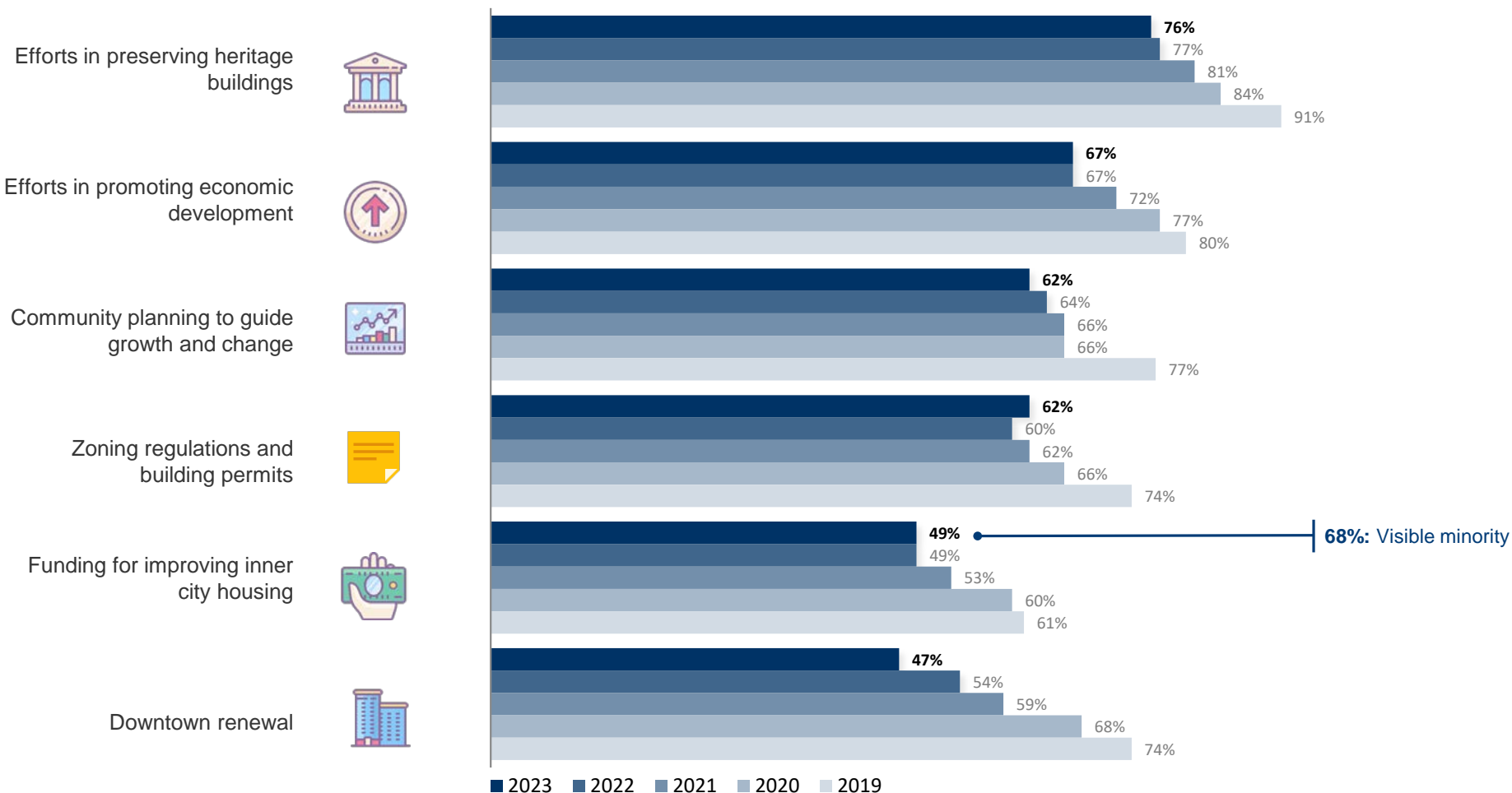
Satisfaction with Fire Paramedic Services
Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Fire and rescue service response to fire emergencies
- 88%
- 88%
- 93%
- 97%
- 98%

Fire and injury prevention education
- 82%
- 79%
- 85%
- 89%
- 88%

Level of city preparedness, ability to respond, and assist during natural and human caused disasters
- 79%
- 74%
- 81%
- 90%
- 89%

Safety of existing buildings through fire inspections and enforcement
- 75%
- 81%
- 85%
- 89%
- 91%

80%: Outer city
82%: Men

Emergency response capability for medical emergencies *(among those who used it)*
- 70%
- 74%
- 84%
- 87%
- 88%

■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

Q17/Q28/Q44/Q47/Q48 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2023 n=153-523)
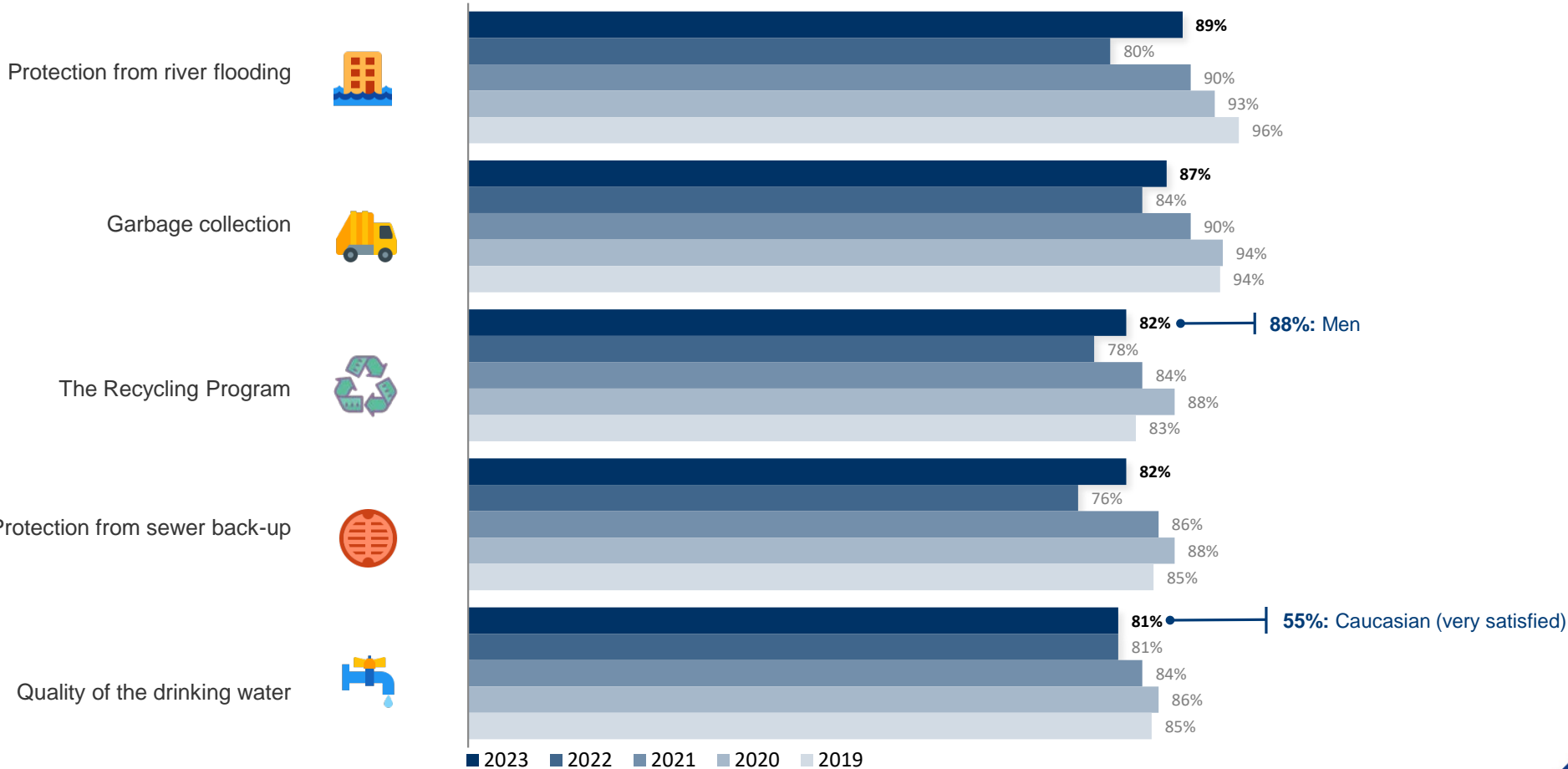
Satisfaction with Planning, Property & Development

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Efforts in preserving heritage buildings
- 2023: **76%**
- 2022: 77%
- 2021: 81%
- 2020: 84%
- 2019: 91%

Efforts in promoting economic development
- 2023: **67%**
- 2022: 67%
- 2021: 72%
- 2020: 77%
- 2019: 80%

Community planning to guide growth and change
- 2023: **62%**
- 2022: 64%
- 2021: 66%
- 2020: 66%
- 2019: 77%

Zoning regulations and building permits
- 2023: **62%**
- 2022: 60%
- 2021: 62%
- 2020: 66%
- 2019: 74%

Funding for improving inner city housing
- 2023: **49%**
- 2022: 49%
- 2021: 53%
- 2020: 60%
- 2019: 61%

68%: Visible minority

Downtown renewal
- 2023: **47%**
- 2022: 54%
- 2021: 59%
- 2020: 68%
- 2019: 74%

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

Q16/Q18/Q19/Q20/Q29/Q45 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2023 n=449-527)

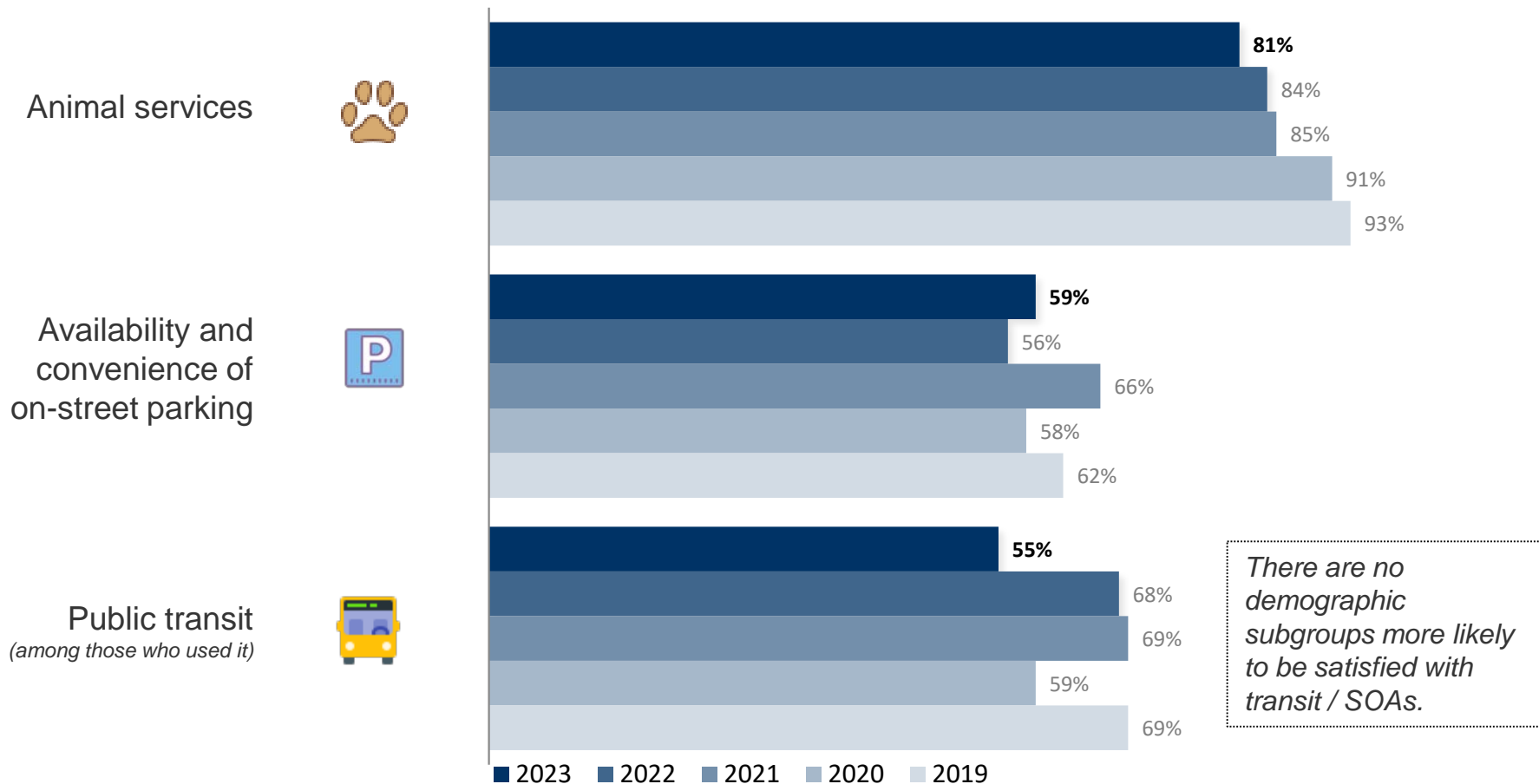Winnipeg

Satisfaction with Water and Waste

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Protection from river flooding
- 2023: 89%
- 2022: 80%
- 2021: 90%
- 2020: 93%
- 2019: 96%

Garbage collection
- 2023: 87%
- 2022: 84%
- 2021: 90%
- 2020: 94%
- 2019: 94%

The Recycling Program
- 2023: 82% — **88%: Men**
- 2022: 78%
- 2021: 84%
- 2020: 88%
- 2019: 83%

Protection from sewer back-up
- 2023: 82%
- 2022: 76%
- 2021: 86%
- 2020: 88%
- 2019: 85%

Quality of the drinking water
- 2023: 81% — **55%: Caucasian (very satisfied)**
- 2022: 81%
- 2021: 84%
- 2020: 86%
- 2019: 85%

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

Q30 to Q34 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2023 n=505-593)

Satisfaction with Transit / SOAs

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Animal services

- 2023: 81%
- 2022: 84%
- 2021: 85%
- 2020: 91%
- 2019: 93%

Availability and convenience of on-street parking

- 2023: 59%
- 2022: 56%
- 2021: 66%
- 2020: 58%
- 2019: 62%

Public transit
(among those who used it)

- 2023: 55%
- 2022: 68%
- 2021: 69%
- 2020: 59%
- 2019: 69%

There are no demographic subgroups more likely to be satisfied with transit / SOAs.
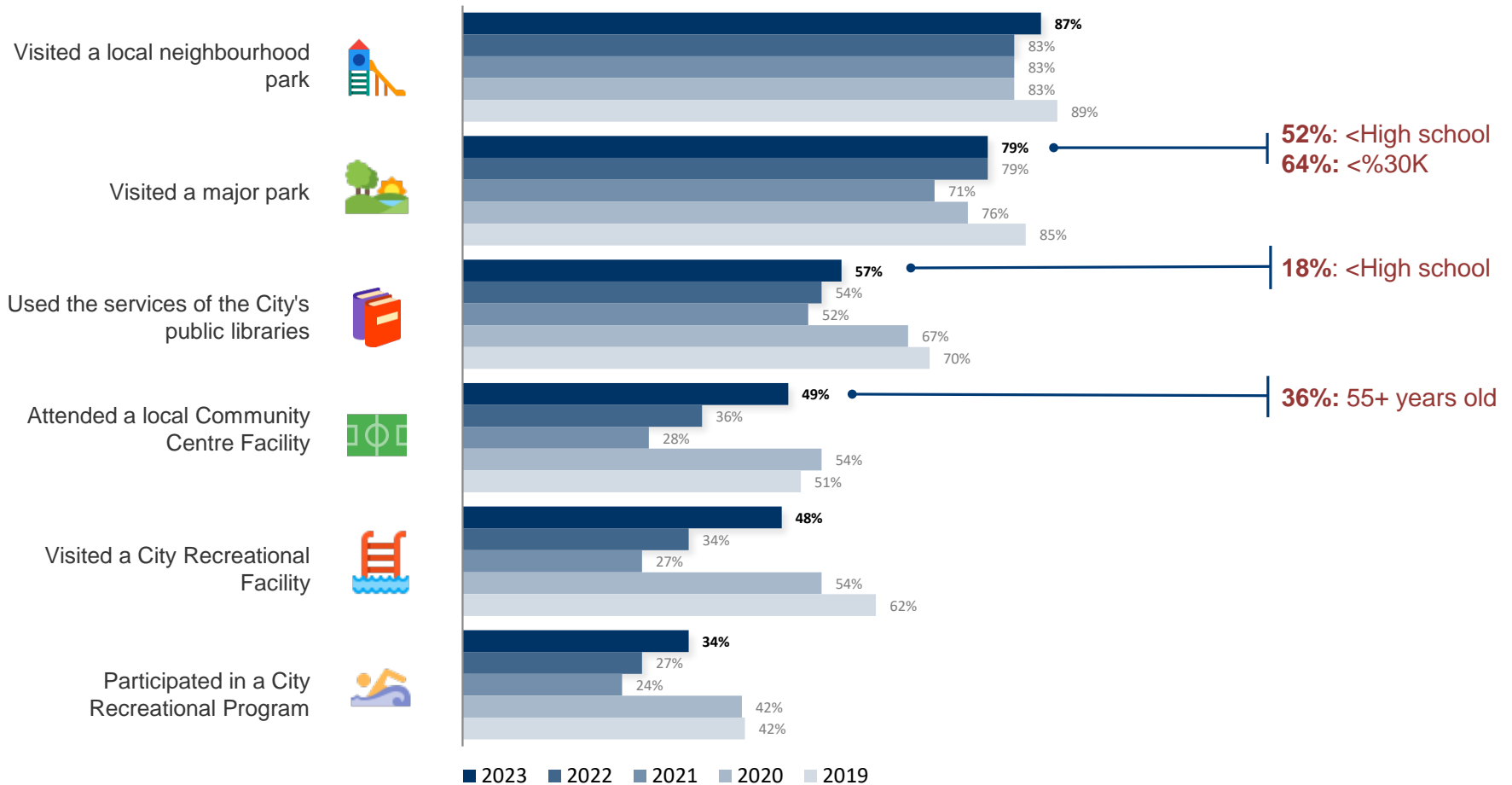
Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

Q26/Q43/Q50 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2023 n=138-563)

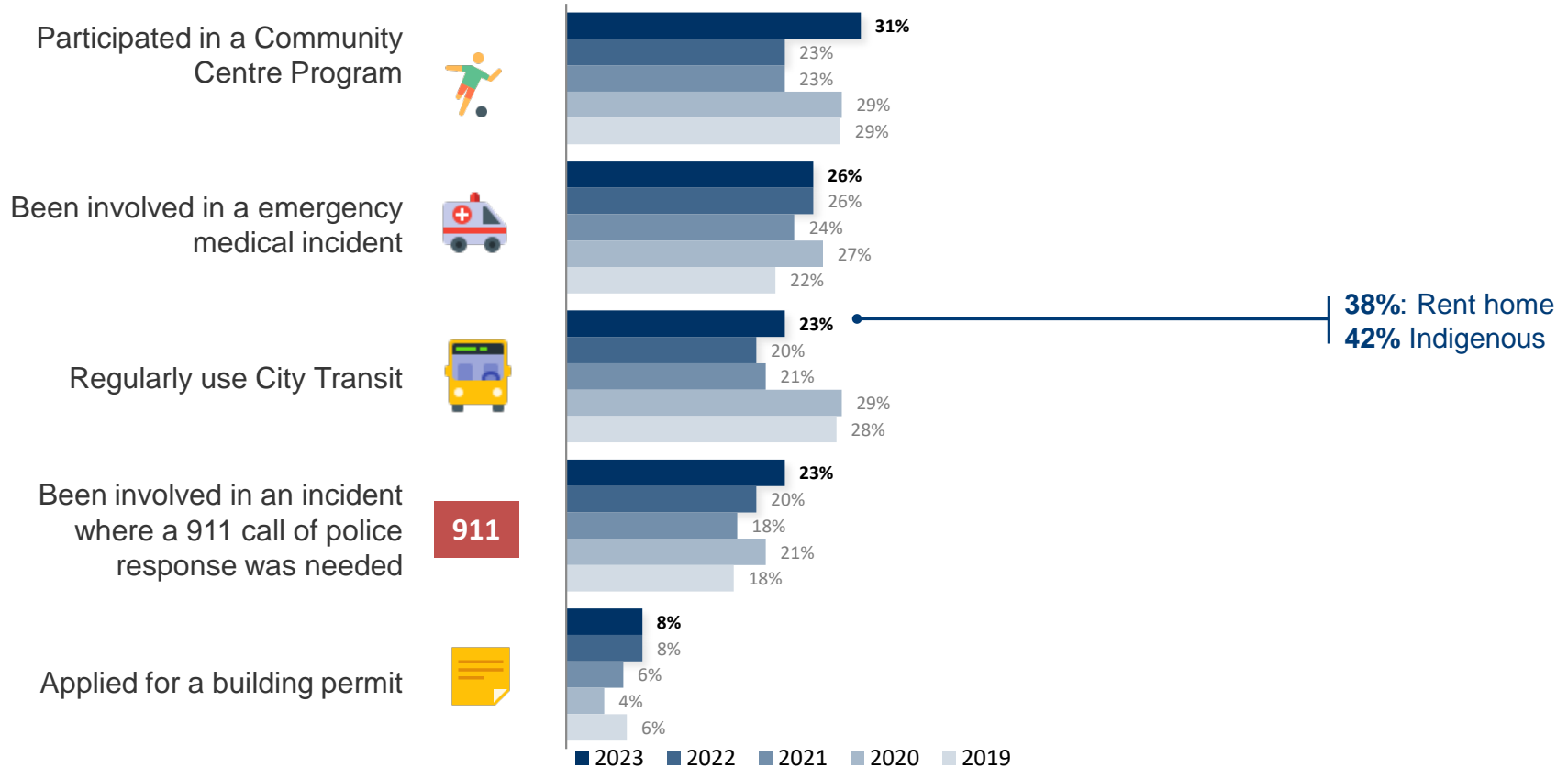Winnipeg

USE OF CITY SERVICES

Usage of City Services

Used in the past year

Visited a local neighbourhood park
- 2023: 87%
- 2022: 83%
- 2021: 83%
- 2020: 83%
- 2019: 89%

Visited a major park
- 2023: 79% — **52%**: <High school / **64%:** <%30K
- 2022: 79%
- 2021: 71%
- 2020: 76%
- 2019: 85%

Used the services of the City's public libraries
- 2023: 57% — **18%**: <High school
- 2022: 54%
- 2021: 52%
- 2020: 67%
- 2019: 70%

Attended a local Community Centre Facility
- 2023: 49% — **36%:** 55+ years old
- 2022: 36%
- 2021: 28%
- 2020: 54%
- 2019: 51%

Visited a City Recreational Facility
- 2023: 48%
- 2022: 34%
- 2021: 27%
- 2020: 54%
- 2019: 62%

Participated in a City Recreational Program
- 2023: 34%
- 2022: 27%
- 2021: 24%
- 2020: 42%
- 2019: 42%

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

Q58 -- Have you visited your local neighbourhood park in the past year? ((excluding Don't know/Refused). 2023 n=597)
Q59 -- 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)
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). 2023 n=593)
Q55 -- Have you attended your local Community Centre Facility in the past year? ((excluding Don't know/Refused). 2023 n=598)
Q54 -- 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)
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). 2023 n=594)

Usage of City Services

Used in the past year

Participated in a Community Centre Program

- 31% (2023)
- 23% (2022)
- 23% (2021)
- 29% (2020)
- 29% (2019)

Been involved in a emergency medical incident

- 26% (2023)
- 26% (2022)
- 24% (2021)
- 27% (2020)
- 22% (2019)

Regularly use City Transit

- 23% (2023) — **38%**: Rent home / **42%** Indigenous
- 20% (2022)
- 21% (2021)
- 29% (2020)
- 28% (2019)

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

911

- 23% (2023)
- 20% (2022)
- 18% (2021)
- 21% (2020)
- 18% (2019)

Applied for a building permit

- 8% (2023)
- 8% (2022)
- 6% (2021)
- 4% (2020)
- 6% (2019)

Legend: ■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019

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). 2023 n=598)
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). 2023 n=596)
Q60 -- Do you regularly use the City Transit (e.g. seasonally or at least once a week)? ((excluding Don't know/Refused). 2023 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). 2023 n=600)
Q63 -- Have you applied for a building permit in the past year? ((excluding Don't know/Refused). 2023 n=599)

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).

Key Findings

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.

Key Findings

CITY SERVICES

- Overall satisfaction with city services is 80%, but is the lowest proportion in past five years, which ranged form 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 rive 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%)

Winnipeg