REPORT ON
2024 WINNIPEG POLICE SERVICE CITIZEN SURVEY
BACKGROUND AND METHODOLOGY

• A regular survey of citizens is conducted to assess their satisfaction with the Winnipeg Police Service and their perceptions of crime and public safety in Winnipeg.

• A total of 600 Winnipeg citizens aged 18 years and over were interviewed by telephone between January 29 and February 7, 2024. The sample included both landlines and cell phone numbers.

• Because quotas were used to ensure a representative sample by age, gender, and region, weighting has not been applied to the 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 and available, this report compares the results of the 2024 survey with the results of previous citizen satisfaction surveys.

Notes:
• 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.
• Differences between groups are shown. Values in red indicate a group is significantly less positive than its comparison groups. Values in blue indicate a group is significantly more positive than its comparison groups.
KEY FINDINGS
KEY FINDINGS

Perceptions of police generally lower than past years

- In 2024, 54% of Winnipeggers rated the quality of the Winnipeg Police Service as excellent or good, which is down slightly from 55% in 2022, but is the lowest rating to date. In addition, when asked to rate eight different police activities, Winnipeggers are less positive on all eight activities in 2024 than in 2022, dropping 3 to 6 percentage points from 2022. Winnipeggers are also less satisfied with policing in the City than previous years.

Responding to calls is most important

- Responding quickly is seen as the most important aspect of policing for Winnipeggers in 2024, as 91% rate it as important; however, it is this activity the Winnipeg Police Service is rated lowest among eight aspects tested – 39% rated as excellent or good in 2024.

Property crimes seen as the most serious problem in neighbourhoods

- Amongst several types of neighbourhood problems, residents tend to rate property crimes as the most serious problem. These include such things as breaking and entering, stealing property from vehicles, and vandalism, graffiti, or damage to property.

Downtown safety an issue

- Perceptions of downtown safety during the day decreased from 2022, as 50% say they feel very or reasonably safe walking alone in downtown during the day. Perceptions of walking alone at night (9% safe) are also very low.

Belief that additional resources are needed for the police

- In 2024, 50% of Winnipeggers say there are too few police officers in the City of Winnipeg and 38% of Winnipeggers believe the Winnipeg Police Service is underfunded, compared to 12% who say it is over funded.
**DEMOGRAPHICS**

**J1. In which of the following categories does your age fall?**
- 18 to 24 years old: 8%
- 25 to 34 years old: 22%
- 35 to 44 years old: 16%
- 45 to 54 years old: 23%
- 55 to 64 years old: 8%
- 65 to 74 years old: 14%
- 75 to 84 years old: 8%
- 85 or older: 2%

**J2. So that we can assign your answers to the correct region of the city, may I please have the first 3 characters of your postal code?**

**J3. What gender do you identify with?**
- Male: 50%
- Female: 49%
- Non-binary: 1%
- Prefer not to answer: 0%

**Location**
- Inner city: 74%
- Non-inner city: 26%

**District**
- District 1: 36%
- District 2: 33%
- District 3: 17%
- District 4: 14%
**DEMOGRAPHICS (CONTINUED)**

**J4. Do you have a friend or relative who is a police officer?**

**J5. About how long have you lived in your neighbourhood?**

**J6. And how long have you lived in the City of Winnipeg?**

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**Police friend or relative**

- Yes: 30%
- No: 69%
- No response: 1%

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**Lived in neighbourhood / City of Winnipeg**

- One year or less:
  - Neighbourhood: 8%
  - City of Winnipeg: 3%
- 2 to 5 years:
  - Neighbourhood: 17%
  - City of Winnipeg: 6%
- 6 to 10 years:
  - Neighbourhood: 13%
  - City of Winnipeg: 7%
- 11 to 25 years:
  - Neighbourhood: 31%
  - City of Winnipeg: 20%
- More than 25 years:
  - Neighbourhood: 29%
  - City of Winnipeg: 64%
- Don't know:
  - Neighbourhood: 1%
  - City of Winnipeg: 1%
**DEMOGRAPHICS (CONTINUED)**

**J7.** In which of the following categories would you say your total household income before taxes, that is, the income of all persons living in the household?

**J8.** What is the highest level of formal education you have achieved?

### Household income

- **Under $30,000:** 8%
- **$30,000 to $50,000:** 11%
- **$50,000 to $75,000:** 18%
- **$75,000 to $100,000:** 15%
- **$100,000 to $250,000:** 22%
- **More than $250,000:** 4%
- **Prefer not to answer:** 23%

### Education

- **High school or less:** 24%
- **Some college or university:** 11%
- **Completed college degree / diploma:** 20%
- **Completed university degree:** 30%
- **Completed university graduate degree:** 12%
- **Prefer not to answer:** 3%
OVERALL PERCEPTIONS OF POLICE
OVERALL PERCEPTIONS OF POLICE FINDINGS

• Winnipeggers are more positive about the Winnipeg Police Service resolving crimes where violence is involved (62%) than responding quickly to calls (49%). In both cases, positive sentiment has declined for the second consecutive survey.

• Winnipeggers 18 to 34 years old are the least positive about the Winnipeg Police Service resolving crimes where violence is involved.

• Slightly less than half (45%) of Winnipeggers say the police are doing an excellent or very good job in this city. Although this is higher than sentiment of policing in the country (36%), it is largely due to the fact that more cannot rate policing in the country than in Winnipeg - 11% could not provide a response to policing in Canada vs 1% who could not rate policing in Winnipeg.

• Winnipeggers 55 and older (58%) are most positive about policing in Winnipeg.
AGREEMENT WITH RESOLVING AND RESPONDING

A3. In general, to what extent do you agree that the Winnipeg Police Service is effective at...

<table>
<thead>
<tr>
<th>Year</th>
<th>Resolving crimes where violence is involved</th>
<th>Agree or agree strongly:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>15%</td>
<td>48%</td>
</tr>
<tr>
<td>2022</td>
<td>14%</td>
<td>50%</td>
</tr>
<tr>
<td>2019</td>
<td>17%</td>
<td>56%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Responding quickly to calls for assistance</th>
<th>Agree or agree strongly:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>12%</td>
<td>37%</td>
</tr>
<tr>
<td>2022</td>
<td>11%</td>
<td>40%</td>
</tr>
<tr>
<td>2019</td>
<td>11%</td>
<td>47%</td>
</tr>
</tbody>
</table>

- Agree strongly
- Agree
- Neither agree nor disagree
- Disagree
- Disagree strongly
- No opinion
Satisfaction with Police Overall

A4. Taking everything into account, how good a job do you think the police in this city are doing?
A5. Taking everything into account, how good a job do you think the police in this country are doing?

Excellent or very good: 58%: 55+ years old

City
- 2024: Excellent 10%, Very good 35%, Average 43%, Poor 8%, Very poor 3%
- 2022: Excellent 11%, Very good 34%, Average 42%, Poor 8%, Very poor 4%
- 2019: Excellent 16%, Very good 48%, Average 28%, Poor 5%

Country
- 2024: Excellent 6%, Very good 30%, Average 42%, Poor 9%, Very poor 3%, No opinion 11%
- 2022: Excellent 9%, Very good 28%, Average 46%, Poor 8%, Very poor 3%, No opinion 7%
- 2019: Excellent 13%, Very good 48%, Average 31%, Poor 3%, Very poor 5%

A Culture of Safety for All

Prepared by PRA Inc.
CRIME AND SAFETY
CRIME AND SAFETY FINDINGS

• Three quarters (72%) of Winnipeggers believe that crime has increased in Winnipeg in the past year, which is virtually unchanged over the past three surveys.

• However, fewer (42%) believe that crime has increased specifically in their neighbourhood, meaning most believe crime is increasing elsewhere. This result is also unchanged over the past two surveys.

• 54% of Winnipeggers believe Winnipeg has more crime than other Canadian cities compared to 5% who think it has less crime. Again, results for this question are similar compared to the past two surveys.

• In terms of neighbourhood problems, people report that property-related crimes and drug use are the most serious problems in their neighbourhood, with the highest concern for people stealing property from their vehicle at 31%. Those living in the inner city of Winnipeg often rate problems as more serious in their neighbourhood.

• Winnipeggers feel much safer walking in their neighbourhood during the day (91%) or night (59%) than in downtown during the day (50%) or at night (9%). Although the proportion who rate their safety in their neighbourhood during the day is similar over time, the proportion who rate it as very safe (56%) is the lowest to date. There has also been a consistent decline in perceptions of safety walking in downtown during the day.

• About 13% of Winnipeggers say they were a victim of crime in the past year they did not report to the WPS (most often property crime), unchanged over the past two surveys.
CHANGES IN WINNIPEG CRIME IN LAST YEAR

B1. Thinking of the last year or so, do you think that crime has increased, decreased, or remained about the same in the city of Winnipeg?

<table>
<thead>
<tr>
<th>Year</th>
<th>Decreased</th>
<th>Remained same</th>
<th>Increased</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>23%</td>
<td>72%</td>
<td>3%</td>
<td>8% &lt;10 yrs in Wpg</td>
</tr>
<tr>
<td>2022</td>
<td>3%</td>
<td>73%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>3%</td>
<td>73%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>9%</td>
<td>55%</td>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td>2015</td>
<td>13%</td>
<td>55%</td>
<td>28%</td>
<td>4%</td>
</tr>
<tr>
<td>2013</td>
<td>10%</td>
<td>53%</td>
<td>34%</td>
<td>3%</td>
</tr>
</tbody>
</table>
CRIME RATES COMPARED TO OTHER CITIES

B2. Still thinking of the last year or so, how do you think Winnipeg compares with other major Canadian cities in terms of the amount of crime? Would you say Winnipeg has…?

Less or much less crime:

- 2013: 8% Much less crime, 43% Less crime, 37% About the same amount of crime, 9% More crime, 3% Much more crime, 9% No opinion
- 2015: 13% Much less crime, 45% Less crime, 30% About the same amount of crime, 5% More crime, 6% Much more crime, 14% No opinion
- 2017: 13% Much less crime, 41% Less crime, 31% About the same amount of crime, 6% More crime, 9% Much more crime, 14% No opinion
- 2019: 6% Much less crime, 35% Less crime, 43% About the same amount of crime, 12% More crime, 4% Much more crime, 6% No opinion
- 2022: 6% Much less crime, 35% Less crime, 37% About the same amount of crime, 17% More crime, 5% Much more crime, 5% No opinion
- 2024: 5% Much less crime, 36% Less crime, 39% About the same amount of crime, 15% More crime, 5% Much more crime, 5% No opinion

5% Much less crime: 14% < 10 years in Wpg

7% Less crime
6% About the same amount of crime
9% More crime
4% Much more crime
6% No opinion

7% Much less crime: 14% < 10 years in Wpg

7% Less crime
6% About the same amount of crime
9% More crime
4% Much more crime
6% No opinion

9% Much less crime: 14% < 10 years in Wpg

9% Less crime
6% About the same amount of crime
9% More crime
4% Much more crime
6% No opinion

9% About the same amount of crime:

9% More crime
6% Much more crime
6% No opinion

9% About the same amount of crime:

9% More crime
6% Much more crime
6% No opinion

9% Much more crime

9% No opinion
### CHANGES IN NEIGHBOURHOOD CRIME RATES

**B3. During the last year or so do you think that crime has increased, decreased or remained about the same in your neighbourhood?**

<table>
<thead>
<tr>
<th>Year</th>
<th>Decreased</th>
<th>Remained same</th>
<th>Increased</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>7%</td>
<td>48%</td>
<td>42%</td>
<td>4%</td>
</tr>
<tr>
<td>2022</td>
<td>7%</td>
<td>47%</td>
<td>43%</td>
<td>3%</td>
</tr>
<tr>
<td>2019</td>
<td>7%</td>
<td>49%</td>
<td>42%</td>
<td>3%</td>
</tr>
<tr>
<td>2017</td>
<td>10%</td>
<td>67%</td>
<td>19%</td>
<td>5%</td>
</tr>
<tr>
<td>2015</td>
<td>11%</td>
<td>67%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>2013</td>
<td>8%</td>
<td>74%</td>
<td>16%</td>
<td>4%</td>
</tr>
</tbody>
</table>

25%: < 10 years in Wpg

**A CULTURE OF SAFETY FOR ALL**

Prepared by PRA Inc.
**PERCEPTIONS OF NEIGHBOURHOOD PROBLEMS**

*B4. I am now going to read you a few statements about the seriousness of various problems in your neighbourhood only. On a scale from 1 to 5 in which 1 is not at all serious, 2 is somewhat serious, 3 is serious, 4 is very serious, and 5 is extremely serious, how serious is...?*

<table>
<thead>
<tr>
<th>Problem</th>
<th>Extremely Serious</th>
<th>Very Serious</th>
<th>Serious</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stealing property from cars</td>
<td>13%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>People using drugs</td>
<td>10%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Vandalism, graffiti or other deliberate damage to property or vehicles</td>
<td>9%</td>
<td>21%</td>
<td>25%</td>
</tr>
<tr>
<td>People dealing drugs</td>
<td>6%</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Traffic violations</td>
<td>5%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>Breaking and entering into homes</td>
<td>5%</td>
<td>13%</td>
<td>27%</td>
</tr>
<tr>
<td>Robbery</td>
<td>5%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>People hanging around on the streets</td>
<td>4%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Gang activity</td>
<td>4%</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Disturbances in your neighbourhood</td>
<td>3%</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Assaults</td>
<td>3%</td>
<td>9%</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Extremely or very serious:**

- Stealing property from cars: 31%
- People using drugs: 27%
- Vandalism, graffiti or other deliberate damage to property or vehicles: 30%
- People dealing drugs: 18%
- Traffic violations: 19%
- Breaking and entering into homes: 18%
- Robbery: 17%
- People hanging around on the streets: 14%
- Gang activity: 11%
- Disturbances in your neighbourhood: 14%
- Assaults: 12%

- 40%: 35 – 54 year olds
- 47%: Inner city
- 47%: District 1
- 42%: 35 – 54 year olds
- 33%: Inner city
- 28%: Inner city
- 20%: Inner city
- 24%: District 1
- 23%: Inner city
- 21%: Inner city
- 21%: Inner city
NEIGHBOURHOOD SAFETY DURING THE DAY

B5. How safe do you feel or would you feel walking alone in your neighbourhood during the day? Do you think it is...

Very or reasonably safe:
- 2017: 96%
- 2019: 93%
- 2022: 94%
- 2024: 91%

Very safe
Reasonably safe
Somewhat unsafe
Very unsafe
No opinion

A CULTURE OF SAFETY FOR ALL
B6. How about walking alone after dark in your neighbourhood? Would you feel…?

<table>
<thead>
<tr>
<th>Year</th>
<th>Very safe</th>
<th>Reasonably safe</th>
<th>Somewhat unsafe</th>
<th>Very unsafe</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>26%</td>
<td>43%</td>
<td>21%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>2019</td>
<td>19%</td>
<td>43%</td>
<td>27%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>22%</td>
<td>37%</td>
<td>25%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td>22%</td>
<td>37%</td>
<td>22%</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

Very or reasonably safe:
- 47%: 55+ years old
- 44%: Female
- 43%: High school or less
- 34%: Outer city

69% in 2017, 62% in 2019, 59% in 2022, 59% in 2024

NEIGHBOURHOOD SAFETY AT NIGHT

A CULTURE OF SAFETY FOR ALL
SAFETY WALKING ALONE IN NEIGHBOURHOOD AT NIGHT BY GENDER

A CULTURE OF SAFETY FOR ALL
DOWNTOWN SAFETY DURING THE DAY

B7. How safe do you feel or would you feel walking downtown alone during the day?

<table>
<thead>
<tr>
<th>Year</th>
<th>Very safe</th>
<th>Reasonably safe</th>
<th>Somewhat unsafe</th>
<th>Very unsafe</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>15%</td>
<td>48%</td>
<td>24%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>11%</td>
<td>43%</td>
<td>25%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td>12%</td>
<td>37%</td>
<td>28%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

Very or reasonably safe:
- 2019: 63%
- 2022: 55%
- 2024: 50%

Very or reasonably safe: Females 2019: 50%, 2022: 55%, 2024: 50%

Very or reasonably safe: 42% Females

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DOWNTOWN SAFETY AT NIGHT
B8. How about walking alone downtown after dark? Would you feel…?

Very or reasonably safe:

- 2024: 8% Very safe, 24% Reasonably safe, 65% Somewhat unsafe
- 2022: 7% Very safe, 19% Reasonably safe, 71% Somewhat unsafe
- 2019: 11% Very safe, 31% Reasonably safe, 57% Somewhat unsafe

5%: Females

A CULTURE OF SAFETY FOR ALL
Prepared by PRA Inc.
SAFETY WALKING ALONE DOWNTOWN BY GENDER

A CULTURE OF SAFETY FOR ALL
UNREPORTED VICTIM OF CRIME

B9. During the last year were you the victim of a crime that you did not report?

<table>
<thead>
<tr>
<th>Year</th>
<th>No unreported crime</th>
<th>Victim of a crime did not report</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>86%</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>2022</td>
<td>87%</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>2024</td>
<td>87%</td>
<td></td>
<td>13%</td>
</tr>
</tbody>
</table>
UNREPORTED VICTIM OF CRIME

B10.1. Was this a personal or property related crime?
B10.2. Why didn’t you report this incident?

Type of crime*

<table>
<thead>
<tr>
<th>Year</th>
<th>Personal</th>
<th>Property</th>
<th>Both</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>16% (n=12)</td>
<td>67% (n=51)</td>
<td>16% (n=12)</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>20% (n=15)</td>
<td>63% (n=47)</td>
<td>17% (n=13)</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>11%</td>
<td>81%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Reason for not reporting*

- I didn’t think the police could/would do anything: 36% (n = 27)
- Wasn’t serious enough to report: 36% (n = 27)
- Previous experience: 8% (n = 6)
- Too inconvenient: 4% (n = 3)
- Other: 11% (n = 8)
- Don’t know/No opinion: 7% (n = 5)

* BASE: Those who were a victim of a crime that was not reported (2024, n=76; 2022, n=75; 2019, n=88).

Prepared by PRA Inc.
CONTACT WITH POLICE
CONTACT WITH THE POLICE FINDINGS

• More than one fifth of Winnipeggers contacted the Winnipeg Police Service in the past year, which is down from 27% in 2022.

• One in 10 were contacted by the Winnipeg Police Service in the past year, which is similar to the past two surveys.

• The majority of those who contacted (64%) or were contacted (75%) by the Winnipeg Police Service in the past year are satisfied with the interaction. There are some changes survey over survey; however, because the number of respondents to these questions are small, changes should be interpreted with caution.
CITIZENS CONTACTING POLICE

C1. Excluding traffic related matters; during the last 12 months did you contact the Winnipeg Police Service for any reason?
C2. What is your level of satisfaction with your most recent contact with the Winnipeg Police?

<table>
<thead>
<tr>
<th>Year</th>
<th>Contacted WPS</th>
<th>Satisfaction with contact*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Did not contact WPS</td>
<td>Contacted WPS in last year</td>
</tr>
<tr>
<td>2024</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>2022</td>
<td>72%</td>
<td>27%</td>
</tr>
<tr>
<td>2019</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Satisfaction with contact:
- Very satisfied or satisfied: 64%, 59%, 67%
- Satisfied: 33%, 27%, 35%
- Neither satisfied nor dissatisfied: 14%, 12%, 9%
- Dissatisfied: 10%, 20%, 11%
- Very dissatisfied: 10%, 9%, 13%
- No opinion: 10%, 9%, 13%

* BASE: Those who contacted Winnipeg Police Service (2024, n=129; 2022, n=164; 2019, n=152).
CITIZENS CONTACTED BY POLICE

D1. Excluding traffic related matters, in the last 12 months did the Winnipeg Police Service contact you for any reason?
D2. What is your level of satisfaction with your most recent contact with the Winnipeg Police when they contacted you?

<table>
<thead>
<tr>
<th>Year</th>
<th>Contacted by WPS</th>
<th>Not contacted by WPS</th>
<th>Not stated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>89%</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>2022</td>
<td>88%</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>2019</td>
<td>91%</td>
<td></td>
<td>9%</td>
</tr>
</tbody>
</table>

Satisfaction with contact*

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied or satisfied:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>75%</td>
</tr>
<tr>
<td>2022</td>
<td>71%</td>
</tr>
<tr>
<td>2019</td>
<td>79%</td>
</tr>
</tbody>
</table>

* BASE: Those who were contacted by Winnipeg Police Service (2024, n=67; 2022, n=68; 2019, n=57).
COMPLAINTS
COMPLAINTS FINDINGS

• About 3% (n = 17) of Winnipeggers believe they had a reason to make a complaint about the conduct of a Winnipeg Police Service officer in the past year. This result is similar to the past two surveys.

• Amongst the 3% (n = 17), 24% (n = 4) said they initiated a complaint. None of those who filed a complaint (n = 4) were satisfied with the outcome of the complaint.
COMPLAINTS ABOUT POLICE

E1. In the past 12 months, have you had any reason to make a complaint about the conduct of a Winnipeg Police officer?
E2. Did you proceed to make a complaint to the Police Service?
E3. Why did you decide not to make a complaint?

Have complaint with conduct of WPS

<table>
<thead>
<tr>
<th>Year</th>
<th>Had complaint</th>
<th>No complaint</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>96%</td>
<td>4%</td>
</tr>
<tr>
<td>2022</td>
<td>97%</td>
<td>3%</td>
</tr>
<tr>
<td>2024</td>
<td>97%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Proceed with complaint*

<table>
<thead>
<tr>
<th>Year</th>
<th>Made complaint</th>
<th>Did not make complaint</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td>2022</td>
<td>43% (n = 12)</td>
<td>57% (n = 9)</td>
</tr>
<tr>
<td>2024</td>
<td>24% (n = 4)</td>
<td>77% (n = 13)</td>
</tr>
</tbody>
</table>

Reason for no complaint**

- Lack of proof / evidence: 23% (n = 3)
- Did not think anything would be done about it: 15% (n = 2)
- Other: 62% (n = 8)
- Not stated: 8% (n = 1)

* BASE: Those who had reason for complaint (2024, n=17; 2022, n=21; 2019, n=27).
** BASE: Those who had reason but did not make a complaint (2024, n=13).
SATISFACTION WITH RESPONSE TO COMPLAINT

E4. What was your level of satisfaction with the response to your complaint?

2024

- 75% (n = 3) Very satisfied
- 25% (n = 1) Dissatisfied

2022

- 11% (n = 1) Very satisfied
- 22% (n = 2) Satisfied
- 11% (n = 1) Neither dissatisfied nor satisfied
- 56% (n = 5) Dissatisfied

* BASE: Those who made a complaint (2024, n=4; 2022, n=9). Prepared by PRA Inc.
TRAFFIC
TRAFFIC FINDINGS

• The majority of Winnipeggers approve of the use of photo radar, especially in school areas. In fact, the proportion who approve of photo radar use in school areas has increased over time, reaching their highest proportion to date in 2024 at 84%. Results indicate that a major factor in support appears to be whether someone in the household has received a photo radar ticket, as support decreases for use of photo radar in any area when a ticket has been received.

• One quarter of Winnipeggers believe the Winnipeg Police Service should be stricter about enforcing traffic laws; however, the majority (61%) believe there should be no change in how the WPS is enforcing these laws. These results have been consistent since 2015.

• About 6% of Winnipeggers were stopped by the Winnipeg Police Service for a traffic violation, 4% were in a roadside check stop, and 2% were in a collision that required the WPS in the past year. The proportion who encountered a roadside check stop has been decreasing over time.
F1. Photo radar and red light cameras have been placed around the city to detect and fine the owners of speeding vehicles at schools and construction locations as well as to detect and fine the owners of vehicles that run red lights. Do you personally approve or disapprove of…? (% strongly or moderately approved)

- Drivers receiving fines for exceeding posted speed limits in school areas: 93%
- The use of photo radar cameras in school zones: 84%
- The use of photo radar cameras in other areas not near schools or construction, but which have had frequent collisions or traffic events: 81%
- The use of red light cameras at certain intersections: 81%
- The use of photo radar cameras in construction zones: 80%
- The use of photo radar cameras in other areas: 66%

Prepared by PRA Inc.
PHOTO RADAR OR RED LIGHT CAMERA TICKETING

F2. Has anyone in your household received a ticket due to an offense detected by a red light or photo radar camera? (% received ticket)

<table>
<thead>
<tr>
<th>Year</th>
<th>% Received Ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>55%</td>
</tr>
<tr>
<td>2022</td>
<td>64%</td>
</tr>
<tr>
<td>2019</td>
<td>70%</td>
</tr>
<tr>
<td>2017</td>
<td>62%</td>
</tr>
<tr>
<td>2015</td>
<td>61%</td>
</tr>
<tr>
<td>2013</td>
<td>61%</td>
</tr>
<tr>
<td>2010</td>
<td>49%</td>
</tr>
<tr>
<td>2007</td>
<td>60%</td>
</tr>
<tr>
<td>2005</td>
<td>42%</td>
</tr>
<tr>
<td>2003</td>
<td>32%</td>
</tr>
</tbody>
</table>

72%: >$100K

Prepared by PRA Inc.
USE OF PHOTO RADAR BY RECEIVING TICKET
(% strongly or moderately approved)

Drivers receiving fines for exceeding posted speed limits in school areas
91% household received ticket
95% did not receive ticket

The use of photo radar cameras in school zones
79% household received ticket
89% did not receive ticket

The use of red light cameras at certain intersections
78% household received ticket
86% did not receive ticket

The use of photo radar cameras in other areas not near schools or construction, but which have had frequent collisions or traffic events
77% household received ticket
87% did not receive ticket

The use of photo radar cameras in construction zones
74% household received ticket
86% did not receive ticket

The use of photo radar cameras in other areas
59% household received ticket
74% did not receive ticket

A CULTURE OF SAFETY FOR ALL

Prepared by PRA Inc.
TRAFFIC COLLISIONS

F3. During the last 12 months were you involved in a traffic collision to which the Winnipeg Police attended?
F4. What was your level of satisfaction with the police when they attended?

Involved in traffic collision where WPS attended in last 12 months

- 2024: 98%
- 2022: 99%

Satisfaction with police attendance*

- 2024:
  - Very satisfied: 67% (n = 6)
  - Satisfied: 22% (n = 2)
  - Neither dissatisfied nor satisfied: 11% (n = 1)
- 2022:
  - Very satisfied: 25% (n = 1)
  - Satisfied: 50% (n = 2)
  - Neither dissatisfied nor satisfied: 25% (n = 1)

* BASE: Those who were involved in a traffic collision to which police attended (2024, n=9; 2022, n=4).
TRAFFIC VIOLATIONS

F5. During the last 12 months were you stopped by a Winnipeg Police Officer for a traffic violation?  
F6. Would you say the police were…?

**Stopped by WPS for traffic violation in last 12 months**

<table>
<thead>
<tr>
<th>Year</th>
<th>Stopped for violation</th>
<th>Not stopped for violation</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>6%</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>9%</td>
<td>91%</td>
<td></td>
</tr>
</tbody>
</table>

Interaction with police at traffic violation*

<table>
<thead>
<tr>
<th>Year</th>
<th>Very fair (n)</th>
<th>Fair (n)</th>
<th>Unfair (n)</th>
<th>Very unfair (n)</th>
<th>No opinion (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>41%</td>
<td>35%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>2022</td>
<td>20%</td>
<td>47%</td>
<td>18%</td>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>

* BASE: Those who were stopped by police for a traffic violation (2024, n=34; 2022, n=51).
**ROAD-SIDE SPOT CHECKS**

F7. During the last 12 months were you stopped at a road-side spot check (formerly called Checkstop or Alert) enforced by the Winnipeg Police? (% yes)

F8. What was your level of satisfaction with the police at the last road-side spot check?

**Stopped at a road-side spot check**

<table>
<thead>
<tr>
<th>Year</th>
<th>Stopped at a road-side spot check</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>4%</td>
</tr>
<tr>
<td>2022</td>
<td>5%</td>
</tr>
<tr>
<td>2019</td>
<td>7%</td>
</tr>
<tr>
<td>2017</td>
<td>6%</td>
</tr>
<tr>
<td>2015</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Satisfaction with police at road-side spot check**

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither dissatisfied nor satisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>79% (n = 19)</td>
<td>13% (n = 3)</td>
<td>4% (n = 1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>50% (n = 15)</td>
<td>30% (n = 9)</td>
<td>10% (n = 3)</td>
<td>7% (n = 2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PERCEPTIONS OF TRAFFIC ENFORCEMENT

F9. With respect to enforcing traffic laws, should the police be more strict, less strict or about the same as in the past?

More strict:

- 2005: 42% More strict, 51% About the same, 5% Less strict, 2% No opinion
- 2007: 37% More strict, 54% About the same, 5% Less strict, 4% No opinion
- 2010: 31% More strict, 58% About the same, 6% Less strict, 5% No opinion
- 2013: 31% More strict, 59% About the same, 6% Less strict, 3% No opinion
- 2015: 27% More strict, 65% About the same, 6% Less strict, 3% No opinion
- 2017: 26% More strict, 62% About the same, 8% Less strict, 4% No opinion
- 2019: 23% More strict, 67% About the same, 9% Less strict, 3% No opinion
- 2022: 25% More strict, 63% About the same, 10% Less strict, 3% No opinion
- 2024: 27% More strict, 61% About the same, 6% Less strict, 6% No opinion

36%: 55+ years old
COMMUNICATION AND NEWS FINDINGS

• Winnipeggers are most likely to get news about public safety from TV (35%) and online news sites (17%); however, they are most likely to get news directly from the Winnipeg Police Service through its press releases (47%) or press conferences (45%). The biggest driver of information sources appears to be age, as younger Winnipeggers tend to be more likely to use social media and online sources than older Winnipeggers.

• The majority believe that social media has a small (21%) or no impact (41%) on their perceptions of the Winnipeg Police Service, although those who have lived in Winnipeg the least are more likely to say social media has an impact.

• Three quarters say they have at least moderate trust in the Winnipeg Police Service for local public safety news. This compares to about 6 in 10 who have similar trust in how the local media reports about the Winnipeg Police Service.
G1. What is your primary source for local public safety news?

- Television: 35%
- Online news website: 17%
- Social media: 13%
- Newspaper: 10%
- Radio: 10%
- Facebook: 6%
- Word of mouth: 2%
- X / Twitter: 2%
- Press release: 1%
- YouTube: 1%
- Internet / Google: 1%
- Other: 1%
- Unsure: 1%
- No opinion: 1%

- 51%: 55+ years old
- 19%: <10 years in Wpg
- 24%: 18 to 34 years old
- 31%: < 10 years in Wpg
- 27%: 18 to 34 years old
- 23%: 55+ years old
SOCIAL MEDIA’S IMPACT ON OPINIONS OF WPS

G2. How much does social media content shape your opinion of the Winnipeg Police Service?

No or small impact:

- 2024: 63%
- 36%: <10 years in Wpg
- 2022: 65%

<table>
<thead>
<tr>
<th>Year</th>
<th>No impact</th>
<th>Small impact</th>
<th>Moderate impact</th>
<th>Significant impact</th>
<th>Unsure/No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>42%</td>
<td>21%</td>
<td>24%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>39%</td>
<td>26%</td>
<td>23%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

A CULTURE OF SAFETY FOR ALL

Prepared by PRA Inc.
RECALL OF POLICE NEWS

G3. During the last 12 months, do you recall seeing Winnipeg Police Service news or communication on any of the following platforms?

- From their press releases: 47%
- From their press conferences: 45%
- From their Facebook page: 28%
- From their X/Twitter account: 15%
- From their Instagram account: 12%
- On their Sub Stack account: 3%
- None: 22%
- Unsure: 2%
- No opinion: 1%

51%: > 25 years in Wpg
39%: 18 to 34 years old
32%: < 10 years in Wpg
11%: 55+ years old
21%: 18 to 34 years old
9%: > 25 years in Wpg
22%: < 10 years in Wpg
19%: 18 to 34 years old
TRUST IN NEWS FROM THE POLICE

G4. How trustworthy do you consider the Winnipeg Police Service to be as a source of local public safety news?

2022

- Completely: 36%
- Moderately: 44%
- Slightly: 13%
- Not at all: 5%
- Unsure/No opinion: 5%

2024

- Completely: 33%
- Moderately: 43%
- Slightly: 14%
- Not at all: 5%
- Unsure/No opinion: 5%

Moderately or completely trustworthy:

- 2022: 80%
- 2024: 76%

A CULTURE OF SAFETY FOR ALL
TRUST IN LOCAL MEDIA’S REPORTING OF THE WPS

G5. How trustworthy do you consider the local media when reporting news about the Winnipeg Police Service?

<table>
<thead>
<tr>
<th></th>
<th>2024</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely</td>
<td>14%</td>
<td>48%</td>
<td>23%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Moderately</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slightly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not at all</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unsure/No opinion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Moderately or completely trustworthy: 62%
GENERAL POLICING ISSUES AND SATISFACTION ISSUES
GENERAL ISSUES AND SATISFACTION FINDINGS

• When asked about the importance of 12 police activities, Winnipeggers put the most emphasis on responding promptly to calls (91%). Conversely, they put the least emphasis on concentrated effort on intoxicated persons, panhandlers, and graffiti artists (51%). Comparing to 2022, the biggest change was in ratings of the importance of community and diversity relations work, which declined from 69% to 63%.

• When asked to rate eight different police activities, Winnipeggers are less positive on all eight activities in 2024 than in 2022, dropping 3 to 6 percentage points from 2022. In fact, five of the eight reached their lowest points to date across survey results dating back approximately 10 years. It is also important to note that Winnipeggers 55 or older have the most positive views of the Winnipeg Police Service in these areas.

• There has also been a steady decline in confidence in the Winnipeg Police Service, down from 81% in 2015 to 58% in 2024.

• Slightly more than 1 in 10 believe the Winnipeg Police Service is overfunded (12%), which is down from 19% in 2022. However, more than three times as many believe it is underfunded (38%).
GENERAL ISSUES AND SATISFACTION FINDINGS

• Half (50%) of Winnipeggers believe there are too few police officers in the City of Winnipeg, more than eight times the proportion who believe there are too many (6%). Over the past three surveys, the majority believe there are too few.

• 58% say the Winnipeg Police Service usually or always meets their needs, values and expectations, which has declined for the past two surveys from 70% in 2019 and 60% in 2022.

• More than half (54%) rate the Winnipeg Police Service as excellent or good; however, this proportion has declined over time from a high of 73% in 2017.
IMPORTANCE OF POLICE ACTIVITIES

H1. Please rate the importance of the following police activities to you on a scale from 1 to 5 in which 1 is not very important and 5 is extremely important. (% rated important [4 or 5 out of 5])

- Responding promptly to calls: 86% (District 3)
- Conducting criminal investigations: 76% (18-34 years olds)
- Concentrated effort on gang enforcement: 86% (18-34 years olds)
- Crime prevention: 81% (75% annual income)
- Concentrated effort on drug dealers: 83% (75% annual income)
- Keeping peace and order on the streets: 78% (75% annual income)
- Providing Victim Services: 81% (75% annual income)
- Being visible on patrol: 81% (30-50K annual income)
- Providing crime education and safety in schools: 71% (75% annual income)
- Community and diversity relations work: 69% (55+ years old)
- Traffic enforcement: 63% (68% annual income)
- Concentrated effort on intoxicated persons, panhandlers and graffiti artists: 48% (53% annual income)

A CULTURE OF SAFETY FOR ALL

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PERCEPTION OF POLICE ACTIVITIES

H2. Do you think, in general, the Winnipeg Police Service does an excellent, good, average, poor or very poor job of... (% rated excellent or good)

- Being professional: 61% excellent or good
- Treating citizens with courtesy: 60% excellent or good
- Being trustworthy: 58% excellent or good
- Enforcing the laws: 57% excellent or good
- Being approachable to the public: 56% excellent or good
- Ensuring the safety of citizens in your area: 55% excellent or good
- Treating people fairly: 50% excellent or good
- Promptly responding to calls: 39% excellent or good

A CULTURE OF SAFETY FOR ALL

Prepared by PRA Inc.
CONFIDENCE IN WINNIPEG POLICE SERVICE

H3. How much confidence do you have in the Winnipeg Police Service?

<table>
<thead>
<tr>
<th>Year</th>
<th>A great deal of confidence</th>
<th>Some confidence</th>
<th>An average amount of confidence</th>
<th>Not very much confidence</th>
<th>No confidence at all</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>33%</td>
<td>48%</td>
<td>11%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>24%</td>
<td>55%</td>
<td>13%</td>
<td>13%</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>2019</td>
<td>36%</td>
<td>28%</td>
<td>28%</td>
<td>5%</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>2022</td>
<td>32%</td>
<td>29%</td>
<td>27%</td>
<td>9%</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>2024</td>
<td>30%</td>
<td>28%</td>
<td>33%</td>
<td>6%</td>
<td></td>
<td>3%</td>
</tr>
</tbody>
</table>

Great or some confidence:
- 2015: 81%
- 2017: 79%
- 2019: 64%
- 2022: 61%
- 2024: 58%

72%: 55+ years old

A CULTURE OF SAFETY FOR ALL

Prepared by PRA Inc.
FUNDING OF WINNIPEG POLICE SERVICE

H4. How would you rate the level of funding received by the Winnipeg Police Service?

<table>
<thead>
<tr>
<th>Year</th>
<th>Under funded</th>
<th>Appropriately and adequately funded</th>
<th>Over funded</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>39%</td>
<td>40%</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>2022</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>2024</td>
<td>38%</td>
<td>35%</td>
<td>12%</td>
<td>15%</td>
</tr>
</tbody>
</table>

- 18-34 year olds: 26% under funded
- > 25 years in Winnipeg: 44% under funded
- 55+ years old: 46% under funded

A CULTURE OF SAFETY FOR ALL

Prepared by PRA Inc.
### NUMBER OF WINNIPEG POLICE OFFICERS

**H5. How would you rate the number of officers in the City of Winnipeg?**

<table>
<thead>
<tr>
<th>Year</th>
<th>Too few</th>
<th>About right</th>
<th>Too many</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>50%</td>
<td>33%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>2022</td>
<td>49%</td>
<td>32%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>2019</td>
<td>53%</td>
<td>34%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>2017</td>
<td>35%</td>
<td>59%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>2015</td>
<td>31%</td>
<td>60%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>2013</td>
<td>37%</td>
<td>62%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>49%</td>
<td>43%</td>
<td>6%</td>
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</tr>
<tr>
<td>2007</td>
<td>46%</td>
<td>47%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>48%</td>
<td>46%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

- **< 10 years in Wpg**
  - 35% too few
- **> 25 years in Wpg**
  - 57% too few

**A CULTURE OF SAFETY FOR ALL**

Prepared by PRA Inc.
Winnipeg Police Service Meeting Expectations

H6. How often does the Winnipeg Police Service meet your needs, values and expectations?

<table>
<thead>
<tr>
<th>Year</th>
<th>Always/Consistently</th>
<th>Usually</th>
<th>Sometimes</th>
<th>Occasionally</th>
<th>Rarely/Never</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>29%</td>
<td>41%</td>
<td></td>
<td>21%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>2022</td>
<td>30%</td>
<td>31%</td>
<td></td>
<td>19%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>2024</td>
<td>24%</td>
<td>34%</td>
<td></td>
<td>20%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Usually or more often:
- 2019: 70%
- 2022: 60%
- 2024: 58%

A Culture of Safety for All

Prepared by PRA Inc.
OVERALL QUALITY OF WINNIPEG POLICE SERVICE

H7. How would you rate the overall quality of police service in Winnipeg?

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>14%</td>
<td>40%</td>
<td>36%</td>
<td>6%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>17%</td>
<td>39%</td>
<td>32%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>15%</td>
<td>50%</td>
<td>29%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>17%</td>
<td>56%</td>
<td>22%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>20%</td>
<td>52%</td>
<td>22%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>18%</td>
<td>52%</td>
<td>24%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>13%</td>
<td>48%</td>
<td>32%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>8%</td>
<td>55%</td>
<td>31%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>12%</td>
<td>55%</td>
<td>29%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Excellent or good:
- 2005: 55%
- 2007: 63%
- 2010: 61%
- 2013: 70%
- 2015: 72%
- 2017: 73%
- 2019: 64%
- 2022: 55%
- 2024: 54%

71%: 55+ years old
EXPERIENCES WITH 911
911 FINDINGS

• Top-of-mind 29% of Winnipeggers can identify the Winnipeg Police Service’s non-emergency line when asked for telephone lines available 24/7 for help (down slightly from 32% in 2022). When asked specifically if they are aware of the line, the proportion increases to 65%, which is unchanged from 2022.

• Although two thirds of Winnipeggers are aware of the line, almost 9 in 10 say they are at least somewhat confident about knowing when to use the non-emergency line versus calling 911.

• When calling 911, the most common thing Winnipeggers would say first is either what the emergency is (37%) or their location (30%).

• If they were accidentally to dial 911, 70% would stay on the line to tell the operator they made a mistake while 23% would hang up. Both results are similar to 2022.
11. Other than 9-1-1, do you know of any other telephone lines that are available 24 hours a day, seven days a week that you might call for help?

- No, can’t think of any: 49%
- Non-emergency line (204-986-6222): 29%
- 311: 14%
- Mental health/helplines: 3%
- 411: 2%
- Crisis/mobile crisis: 2%
- Klinic: 1%
- Other: 8%
- No response: 2%

76% in Winnipeg < 10 years
AWARENESS OF NON-EMERGENCY TELEPHONE LINE

I2. Before today, did you know there’s a Winnipeg Police non-emergency line available 24 hours a day, seven days a week? That’s 204-986-6222.

A CULTURE OF SAFETY FOR ALL

Aware:

<table>
<thead>
<tr>
<th>Year</th>
<th>Aware of non-emergency line</th>
<th>Not aware</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>65%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>65%</td>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>

32% in Winnipeg < 10 years
KNOWLEDGE OF WHO TO CALL

I3. Some situations call for 9-1-1 while for others, it’s more appropriate to call the non-emergency line. How confident are you that you would know when to call the non-emergency line instead of 9-1-1?

Very or somewhat confident: 88%

76% in Winnipeg < 10 years

2024

67% Very confident
22% Somewhat confident
5% Not very confident
4% Not at all confident

2022

66% Very confident
23% Somewhat confident
5% Not very confident
5% Not at all confident

Very confident | Somewhat confident | Not very confident | Not at all confident | No opinion

Prepared by PRA Inc.
INITIAL CONTACT WITH 9-1-1 OPERATOR

I4. Let’s imagine you called 9-1-1 for help. What do you think would be the first thing you would tell the 9-1-1 operator when they answered?

- What the emergency is: 37%
- Your location: 30%
- Your name: 12%
- Need help/it is an emergency: 11%
- What type of assistance (police, fire, etc.): 6%
- Other: 1%
- No response: 3%
ACCIDENTAL 9-1-1 CALLS

What would you do if you accidentally dialed 9-1-1 from your landline or mobile phone? Would you be most likely to...

- Stay on the phone and tell the operator there's no emergency
- Hang up quickly
- Unsure
- No response

2022:
- 73% Stay on the phone and tell the operator there's no emergency
- 24% Hang up quickly
- 3% Unsure
- 5% No response

2024:
- 70% Stay on the phone and tell the operator there's no emergency
- 23% Hang up quickly
- 5% Unsure
- 3% No response