# RESIDENT PERSPECTIVE 2025 Resident Satisfaction Survey

**June 2025** 

**Presented by:** 





# **Background and Objectives**

### **Project Background**

- Historically this study has been used as a tool for measuring the level of satisfaction of Winnipeg residents.
- The City of Winnipeg has conducted this study annually since 2001 (three years missed 2005, 2006, and 2008).

### **Project Objectives**

- 1. Determine Winnipeg residents' levels of satisfaction regarding their city
- 2. Determine Winnipeg residents' 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 residents aged 18 years and over were surveyed using PRA Inc.'s online panel, The Manitoba Research Collective between May 7 to May 18, 2025. The final results in this survey are weighted, unless specified by age, gender, and income of Winnipeg respondents according to 2021 Statistics Canada census data.

Because this sample is a non-probability sample, no error rate can be calculated. A random population survey of this size would yield an error rate of ± 4.0% (19 times out of 20). The margin-of-error is higher for sub-populations analyzed in these results.

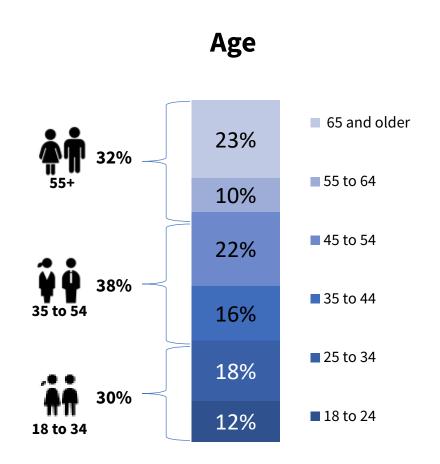
Where applicable, this report compares the results of the 2025 survey with the results of previous resident satisfaction surveys conducted in 2021 to 2024.

### **Notes:**

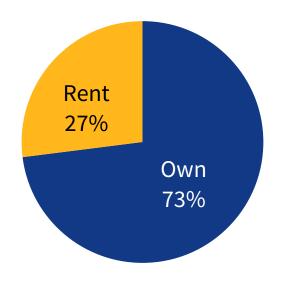
- Data presented is based on people who answered the survey questions (excludes "don't know/refused" response).
- The percentages shown in this report may not add up to exactly 100%, due to rounding.
- Values 4% or less may not be shown in charts.
- Statistical differences identified in this report have a p-value of less than .001. Key differences between groups that are noted in **blue** represent those groups with the highest proportions to the question while those in **red** represent the lowest.



# **Demographics** [1/2]



### **Own/rent home**

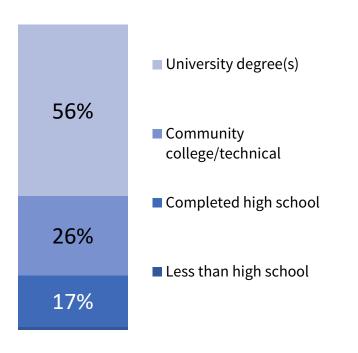


**Q73** -- Which of the following age groups are you in? (Base: All respondents (excluding Refused). 2025 n=600) - unweighted **Q74** -- Do you rent or own your home? (Base: All respondents (excluding Don't know/Refused). 2025 n=586) - unweighted

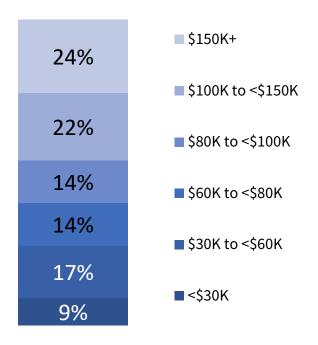


# **Demographics** [2/2]

### Level of education



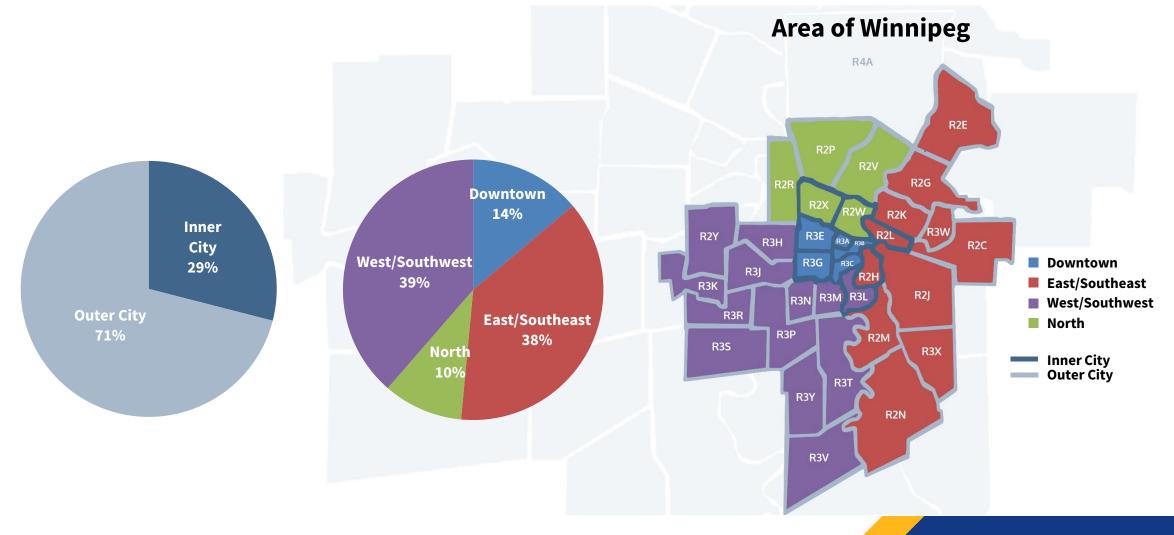
### **Household income**



**Q75** -- What is the highest level of education you have completed? (Base: All respondents (excluding Don't know/Refused). 2025 n=599) - unweighted **Q76** -- Total household income before taxes. (Base: All respondents (excluding Don't know/Refused). 2025 n=556) - unweighted



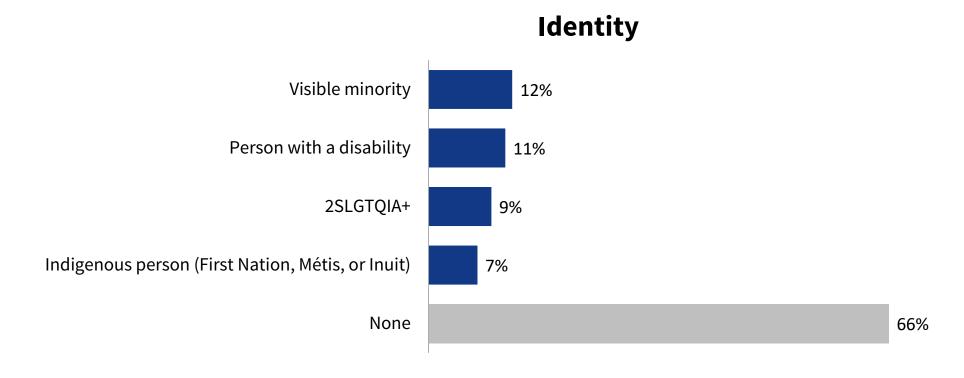
### Where do they live?





# How do they identify?

About one in three report identifying as visible minority, person with a disability, a part of the 2SLGBTQIA+ community or as an Indigenous person.





# THE RESULTS



### 2025 Overall Satisfaction



### Value for tax dollars (Very good/Good)

2021	2022	2023	2024	2025
64%	59%	59%	55%	57%



### Customer service (Very /Somewhat Satisfied)

2021	2022	2023	2024	2025
78%	73%	72%	78%	75%

Net
Promoter
Score
(Recommendation)
-8



Quality of life (Very good/Good)						
021	2022	2023	2024	2025		



84%

82%

86%

88%

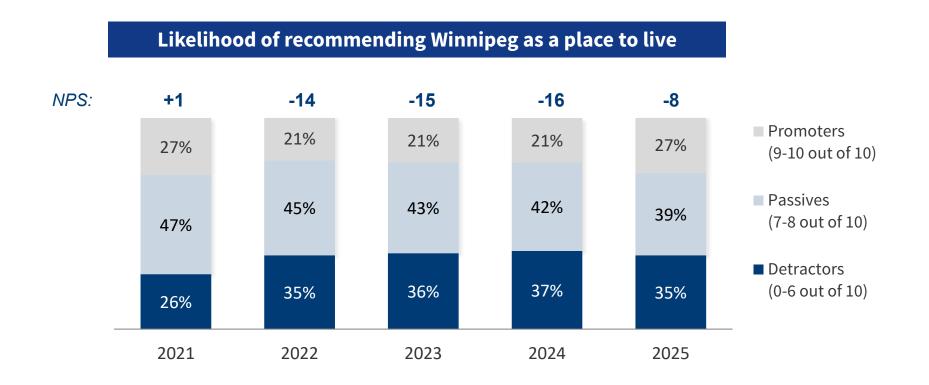
### Overall City services (Very /Somewhat Satisfied)

2021	2022	2023	2024	2025
87%	81%	80%	76%	72%



### **Net Promoter Score Value**

27% are classified as Winnipeg promoters, and the overall 2025 NPS is -8. This is an 8-point increase compared to 2024. Following three years of a consistent trend where detractors exceeded promoters, recent data indicates a tightening gap between the two groups.



Older Winnipeggers are twice as likely to be promoters than younger Winnipeggers.

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

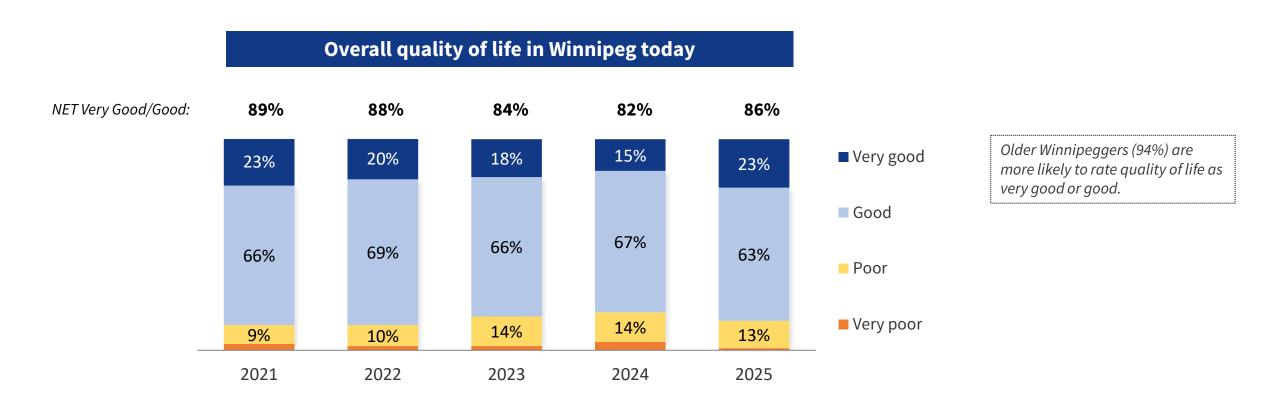
Q2 -- On a scale from 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend Winnipeg as a place to live? (Base: All respondents (excluding Don't know/Refused). 2025 n=597)



# QUALITY OF LIFE

# **Quality of Life**

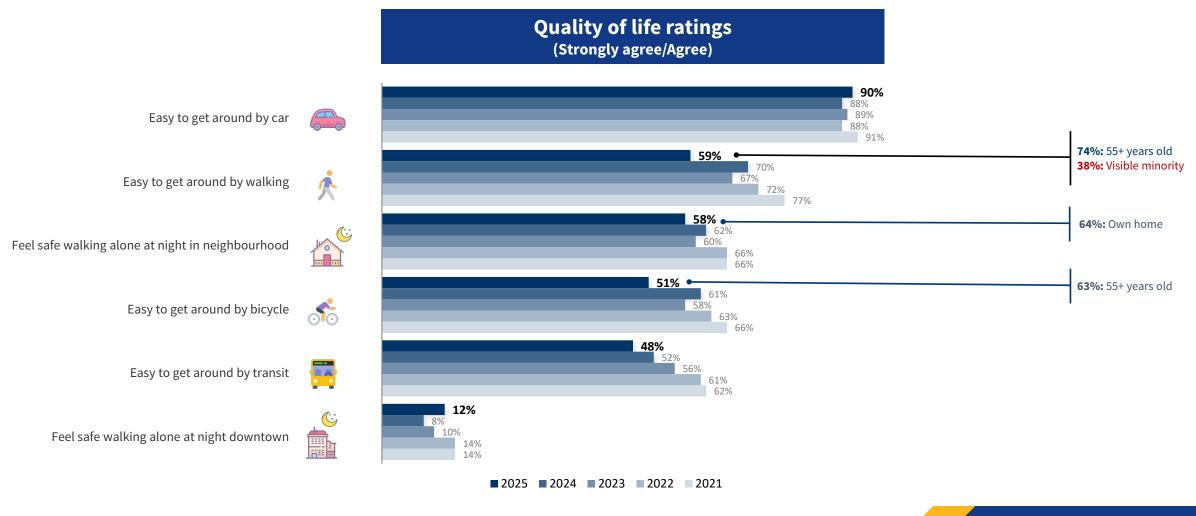
After three consecutive years of decline in the proportion of Winnipeggers rating the overall quality of life as very good or good from 2021 to 2024, 2025 marks a positive shift. This year, 86% of residents rate their quality of life positively, with 23% describing it as very good, an increase from previous years.



Q3 -- In general, how would you consider the overall quality of life in Winnipeg today? (Base: All respondents (excluding Don't know/Refused). 2025 n=596)



# **Quality of Life Statements**



**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). 2025 n=476-591)



## **Downtown Visitation and Safety**

### Three in five Winnipeggers at least visited downtown monthly within the last 12 months.

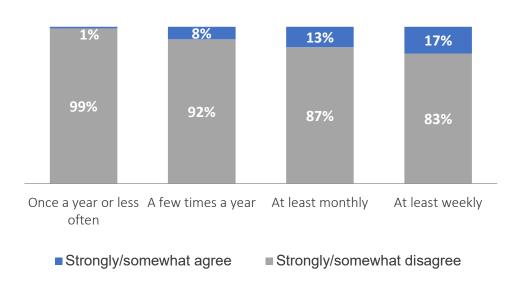
• Younger Winnipeggers are most likely to frequent downtown at least monthly. Those with less than high school education are less likely to visit monthly. Households with income less than \$30,000 are most likely to visit at least weekly.

### The more frequent a visitor the more likely they are to feel safe at night walking downtown.

Men are more likely than women to feel safe walking downtown alone at night.

# Trequency visiting downtown 36% At least weekly At least monthly A few times a year Once or twice a year Not in the past 12 months 2025

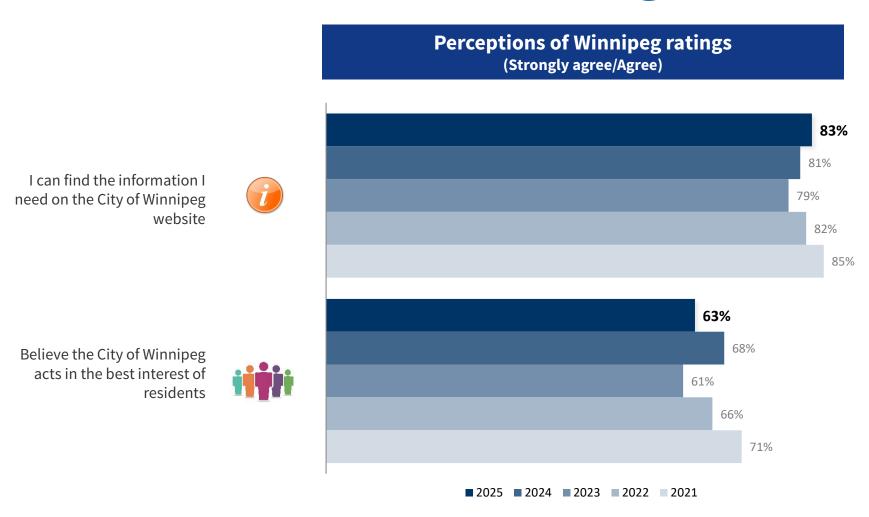
### Feel safe walking downtown alone at night



Q64B -- How often have you visited downtown in the past 12 months? (Base: All respondents (excluding Don't know/Refused). 2025 n=595) (First asked in 2025)



# Perceptions of Winnipeg Statements [1/2]



There are no demographic subgroups more likely to strongly or somewhat agree with these perceptions.

**Q10/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, disagree, or strongly disagree. (Base: All respondents (excluding Don't know/Refused). 2025 n=488-576)



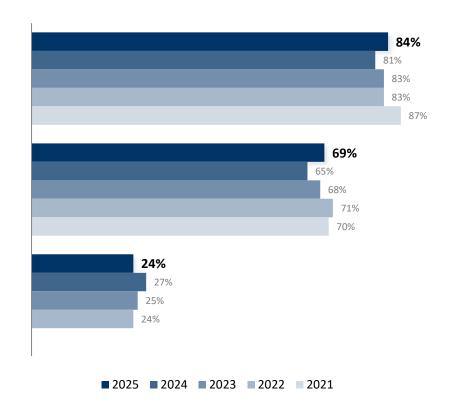
# Perceptions of Winnipeg Statements [2/2]

### Perceptions of Winnipeg ratings (Strongly agree/Agree)

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

I believe the City of Winnipeg's actions towards reconciliation with Indigenous peoples are making a positive impact

I believe the City of Winnipeg is doing enough for residents who are experiencing homelessness



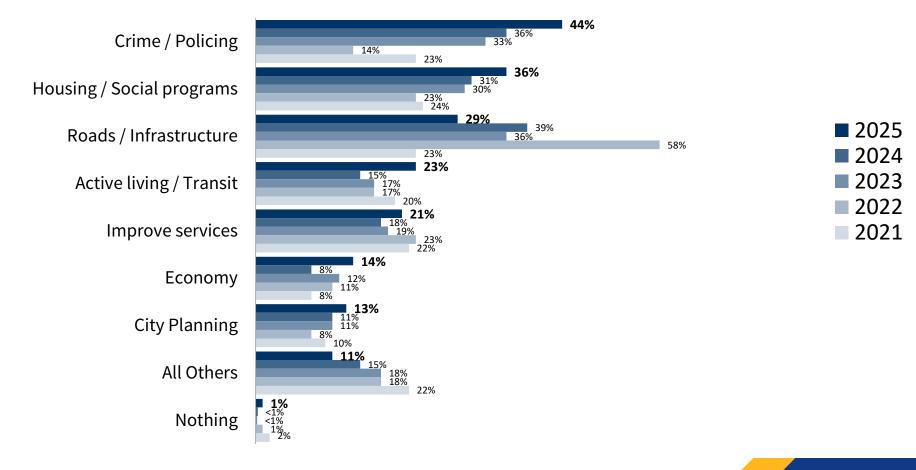
There are no demographic subgroups more likely to strongly or somewhat agree with these perceptions.

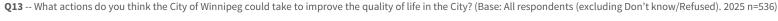
**Q12A to Q12C** -- I am now going to read you a few statements about your perception of Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree. (Base: All respondents (excluding Don't know/Refused). 2025 n=464-534)



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

Winnipeggers most commonly mentioned *crime and policing* for improving the quality of life in Winnipeg, followed by *housing and social programming*. In 2025, fewer residents mentioned *roads and infrastructure* than in the previous year.

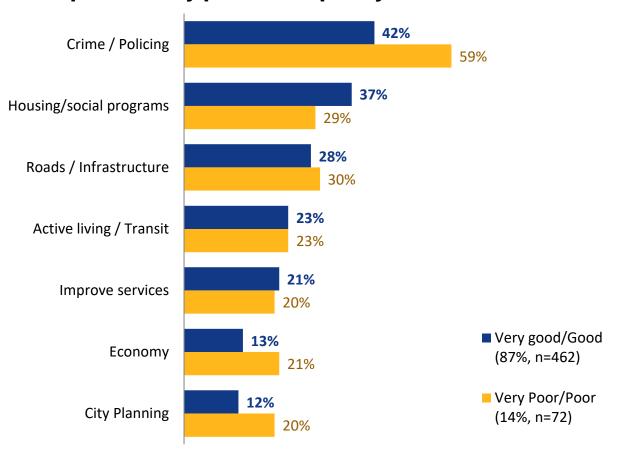






# Actions to Improve Quality of Life [2/3]

### Top Actions by perceived quality of life



### Most common actions for Good/Very good (87%, n=462)

- Reduce crime (28%)
- Address homelessness (25%)
- Fix roads and streets (22%)
- Improve public transit (15%)
- Develop affordable housing (10%)

### Most common actions for Very poor/Poor (14%, n=72)

- Reduce crime (37%)
- Fix road and streets (26%)
- Address homelessness (17%)
- Improve public transit (13%)
- Develop affordable housing (12%)

**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). 2025 n=536)



# Actions to Improve Quality of Life [3/3]

### Selected verbatims for Good/Very good (87%)

- "Reducing crime with more police, especially downtown. Allocating more of the budget toward maintenance of roads."
- "More housing for low-income individuals. Help, support and services for people who use drugs, such as harm reduction services and safe housing."
- "Fix potholes faster, and don't let construction last years like on Abinojii Mikanah."
- "Improve the reliability, frequency, and coverage of public transit."
- "The homelessness and violence downtown needs to be improved. We need stricter enforcement with these individuals and remove them from areas."
- "Repair the roads. Work harder on fighting crime."

### Selected verbatims for Very poor/Poor (14%)

- "Safety is major issue. Roads are terrible."
- "I would like to see investments in city cleanliness and infrastructure, including public transit accessibility. I would also like to see increased support for the unhoused. Regardless of why people are unhoused, there simply isn't enough shelter space or support to improve their conditions."
- "Decrease the cost of living, improved access to housing (especially pet-friendly housing options), decrease crime and improve public safety, finish infrastructure upgrades in a timely manner."
- "I want to get improvement on transits and safety."
- "Build good quality roads, decrease crime activity."

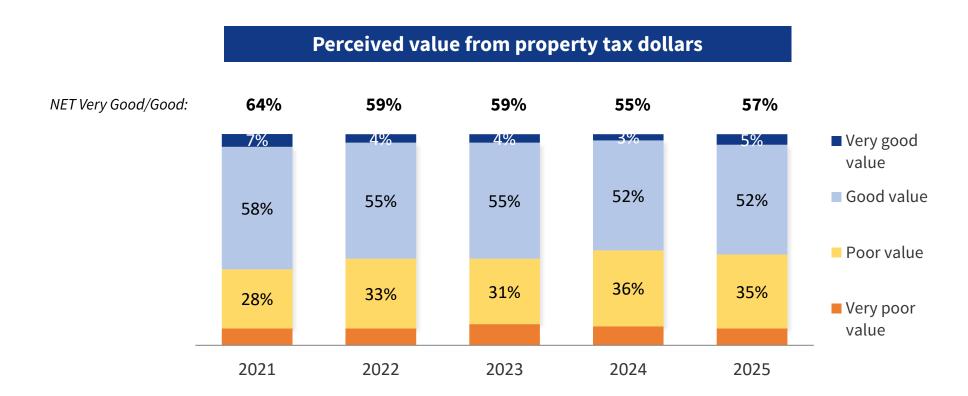


# VALUE FOR TAX DOLLARS



### **Value for Tax Dollars**

Over half of Winnipeggers feel that they receive good or very good value for their property tax dollars. Results are similar to 2024.



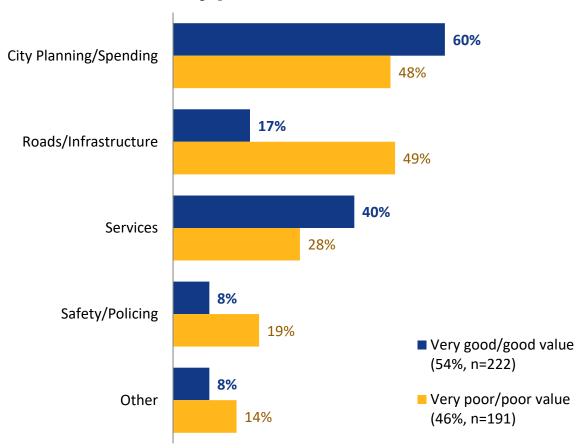
Older Winnipeggers (67%) are more likely to rate value for tax dollars as very good or good while those who identify as Indigenous (29%) are least likely.

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). 2025 n=519)



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

### Reasons by perceived value



### Most common reasons for Very good/good value (54%, n=222)

- General satisfaction with the City (28%)
- Room for improvement (19%)
- Satisfaction with snow clearing (17%)
- Satisfaction with garbage/recycling (14%)

### Most common reasons for Very poor/poor value (46%, n=191)

- Dissatisfaction with roads (40%)
- Dissatisfaction with the City's spending (31%)
- High taxes (15%)
- Dissatisfaction with City administration (15%)
- Unsafe community/crime (14%)

**Q14B** -- Why do you feel you receive <<Q14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an opinion about value for taxes (excluding Don't know/Refused). 2025 n=412)



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

### Selected verbatims for Very good/good value (54%)

- "Things like garbage collection and snow clearing are mostly done in a timely and efficient manner."
- "The services provided by the city meet my needs in a timely manner. Snow is cleared quickly, garbage and recycling are picked up more frequently than I need, and the water/sewage pipes are properly maintained."
- "Services are executed reasonably well, such as garbage collection, snow removal and street cleaning."
- "Love my library. The new bus routes also look like they're finally doing something good with transit in the city."
- "My street gets plowed in the winter. The police patrol my neighbourhood regularly. I know that I have firemen & paramedics not far away if I need them."
- "City services are essential. They are covering the basics well but could do better."
- "The city provides services to keep me comfortable and safe."

### Selected verbatims for Very poor/poor value (46%)

- "The roads are terrible; property crime is terrible. There is no effort being made for homeless people. What are my very high property taxes going to?"
- "Winnipeg feels behind. Roads are always in terrible condition. The transit system is awful. We don't have more innovative programs and services like city-wide composting."
- "Taxing homeowners is not going to fix the the deficit issue that we have that leaves us unable to address serious infrastructure issues across the city. Tax vacant business buildings. Require commercial building owners to pay taxes on vacant spaces."
- "I am not seeing results in anything worth while. It seems the people in charge keep making decisions that benefit their friends in other departments."
- "Roads are falling apart. Crime is increasing."
- "The police budget is outrageous."

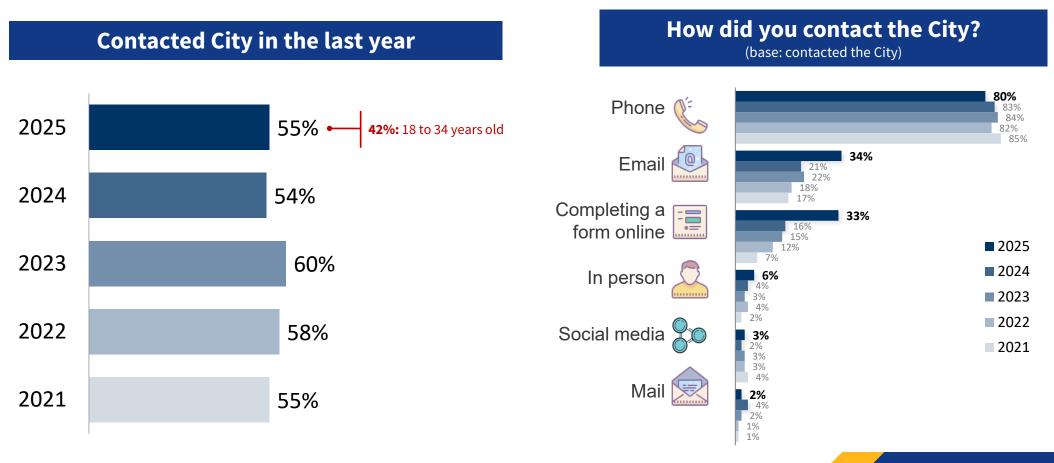


# CUSTOMER SERVICE



# **Contact with the City**

Slightly over half of Winnipeggers contacted the city in the past year, with those under 35 to be least likely to do so. Phone is the most common method used to contact the City, although email and completing an online form have continued to grow over the past five years.

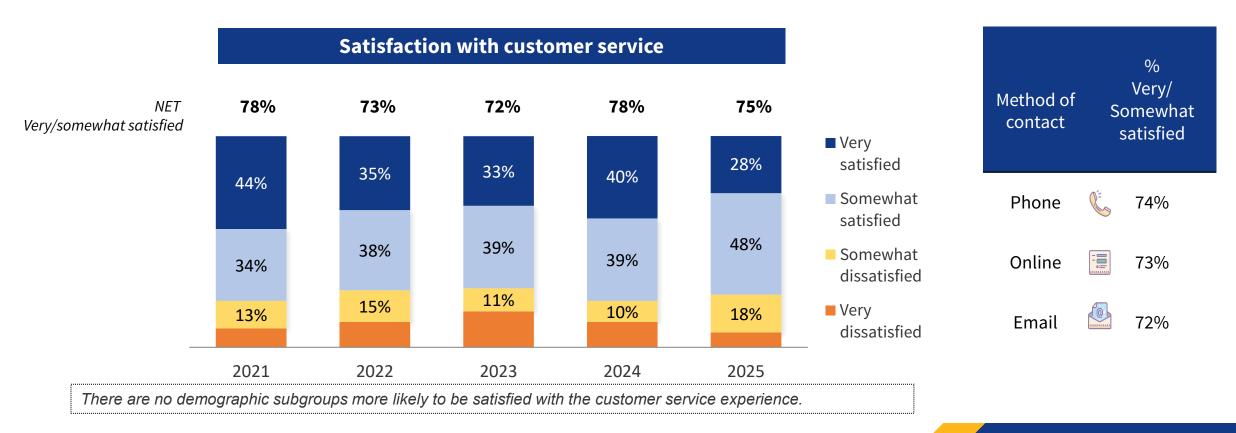


**Q65** -- Have you contacted 311 or another staff member from the City of Winnipeg in the last year? (Base: All respondents (excluding Don't know/Refused). 2025 n=583) **Q66** -- How did you contact the City of Winnipeg? Multiple responses allowed (Base: Contacted the city (excluding Don't know/Refused). 2025 n=316)



### **Satisfaction with Customer Service**

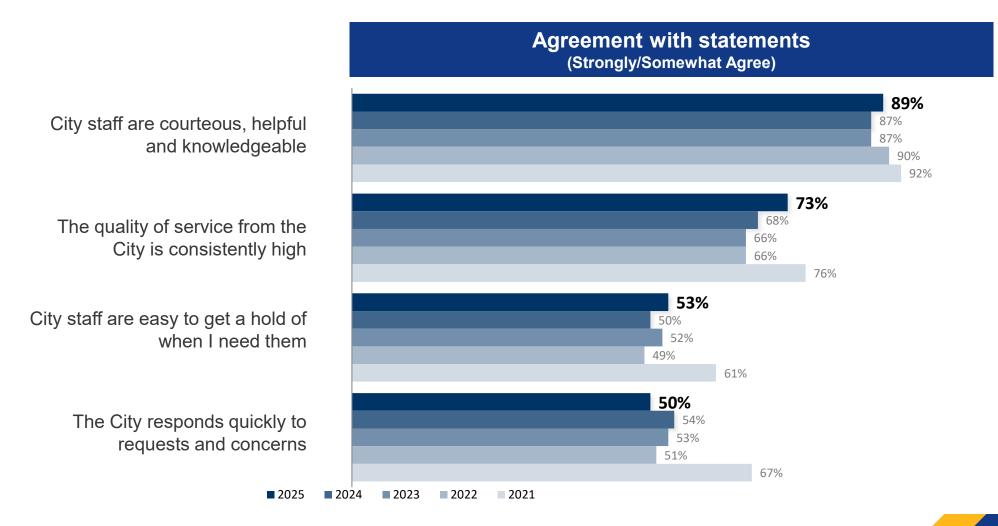
Satisfaction with customer service dropped by three points from last year. Satisfaction with customer service is virtually the same across the three most used methods to contact the City.



Q67 -- How would you rate the experience? (Base: Contacted the city (excluding Don't know/Refused). 2025 n=314)



### **Customer Service Details**



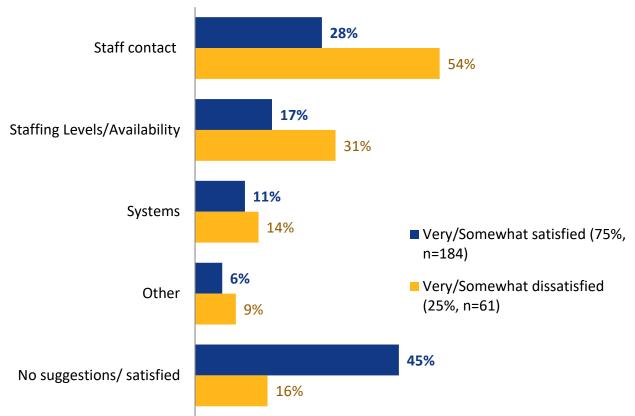
There are no demographic subgroups more likely to strongly or somewhat agree with these customer service details.

**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). 2025 n=287-302)



### Improvement to Customer Service [1/2]

### **Customers service improvements by** satisfaction level



### Most common improvements for Very/Somewhat satisfied (75%, n=184)

- No suggestions/satisfied (45%)
- Staff should respond to issues more quickly (13%)
- Answer phone more quickly/less time on hold (11%)
- Follow up on reported issues/follow through (7%)

### Most common improvements for Very/Somewhat dissatisfied (25%, n=61)

- Follow up on reported issues/follow through (24%)
- Staff should be more knowledgeable (18%)
- Answer phone more quickly/less time on hold (17%)
- No suggestions/satisfied (16%)

Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2025 n=248)



### Improvement to Customer Service [2/2]

### Selected verbatims for Very/Somewhat satisfied (75%)

- "Clarity in addressing issues, following up with the person in need, offering a variety of useful suggestions and advice."
- "Faster response times."
- "Improved wait times and faster responses."
- "The way they pass along forms and concerns is awful. Tracking a request online is ridiculous. They close the ticket and don't let you know why, and the issue has not been resolved.
- "More staff on the phone, it takes a while to connect to a real person. The waiting times need to improve."
- "Ticket system, call back features."

### Selected verbatims for Very/Somewhat dissatisfied (25%)

- "More knowledgeable and easier to reach/more staff."
- "Start by being available and get back to individuals with results."
- "More employees to help the backlog."
- "Wait times to speak with a person need to be shorter."
- "Make sure they are properly trained to be able to answer any question with regards to Winnipeg Civic Services."
- "Follow-up to 311 calls need improvement."
- "311 agents generally good but sometimes give inaccurate information."

Q72 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2025 n=248)



# CITY SERVICES



# **Overall Satisfaction with City Services**

72% of Winnipeggers are at least somewhat satisfied with city services, which dropped for the fourth consecutive survey.

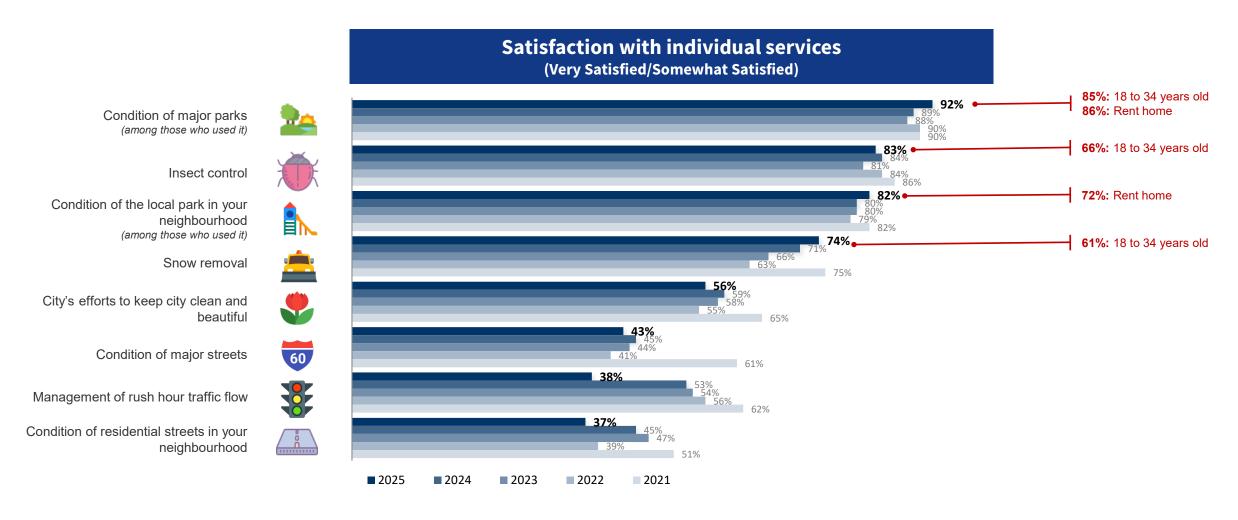


As age of Winnipeggers increase, the likelihood that they are to be very or somewhat satisfied overall with city services also increases (62% to 80%).

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). 2025 n=592)



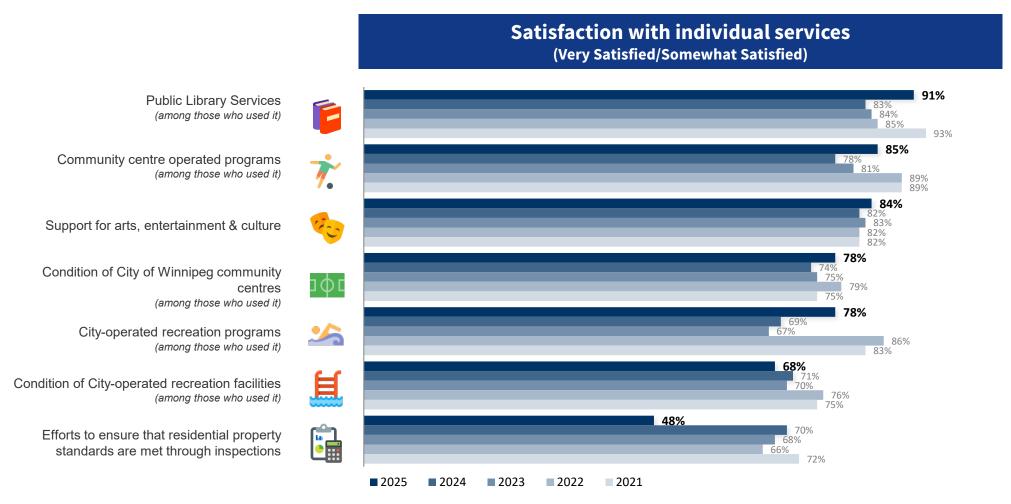
### **Satisfaction with Public Works**



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). 2025 n=437-594)



# **Satisfaction with Community Services**

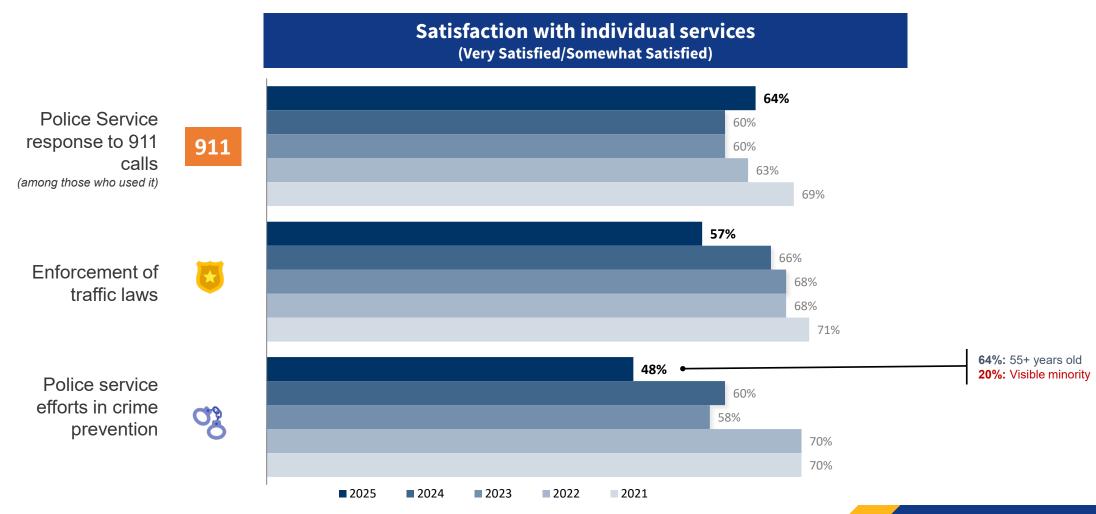


There are no demographic subgroups more likely to strongly or somewhat agree with these customer service details.

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). 2025 n=119-501)



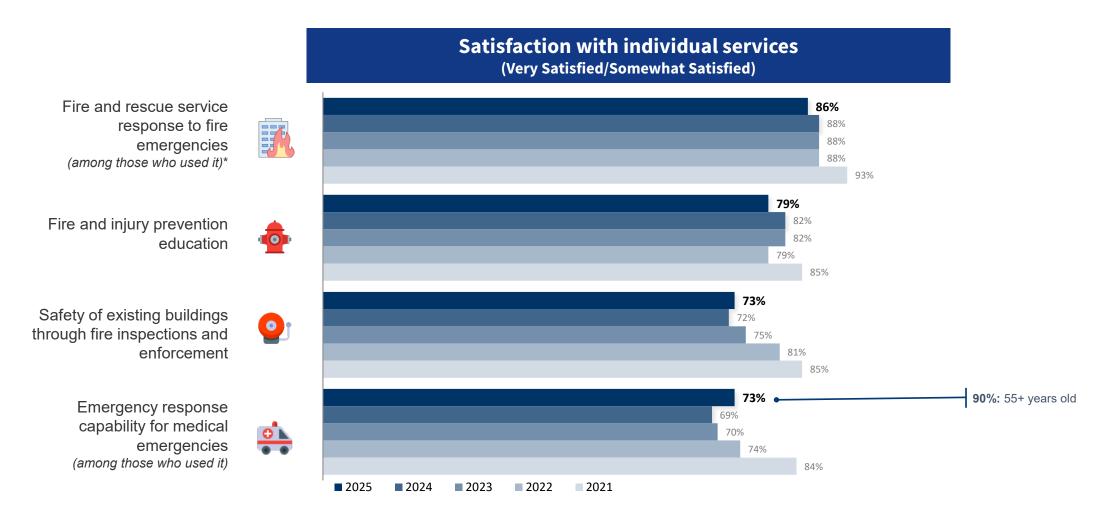
### **Satisfaction with Police Service**



**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). 2025 n=141-546)



### **Satisfaction with Fire Paramedic Services**

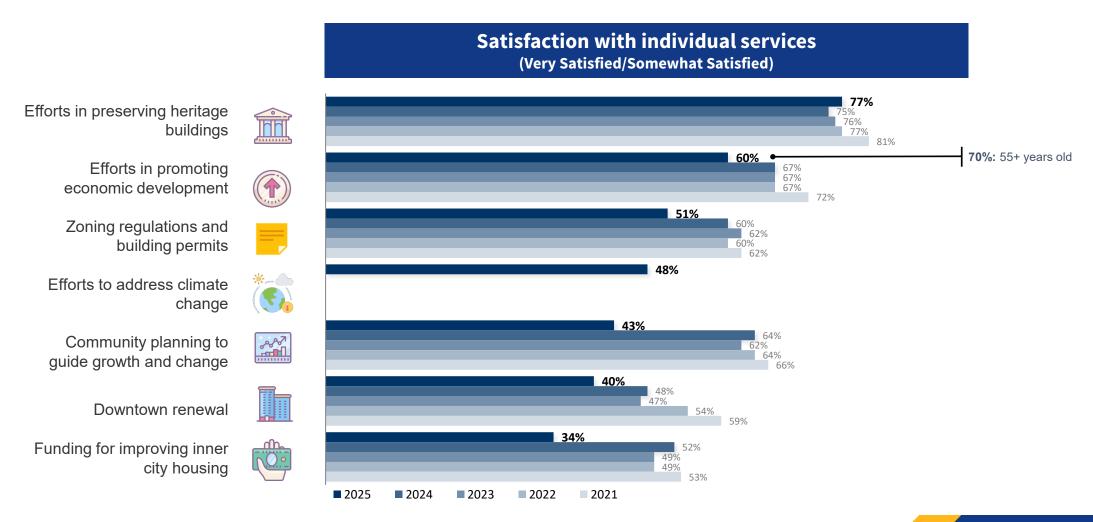


**Q17/Q44/Q47/Q48** -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2025 n=55-383)

\*Note: 2025 is reported out of those who used it. Previous years are reported out of all residents.



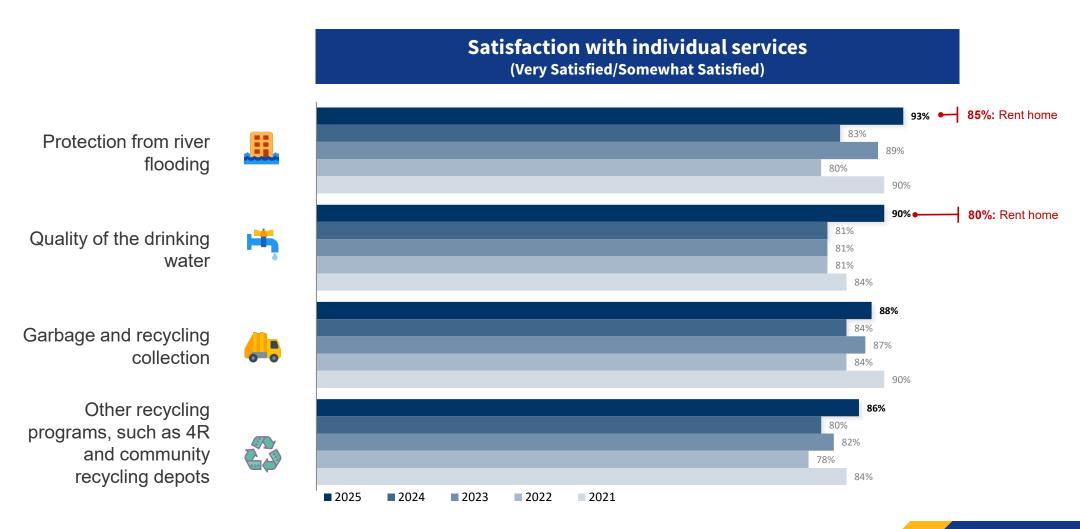
### Satisfaction with Planning, Property and Development



Q16/Q18/Q19/Q20/Q29/Q45/Q51A -- 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). 2025 n=337-528)



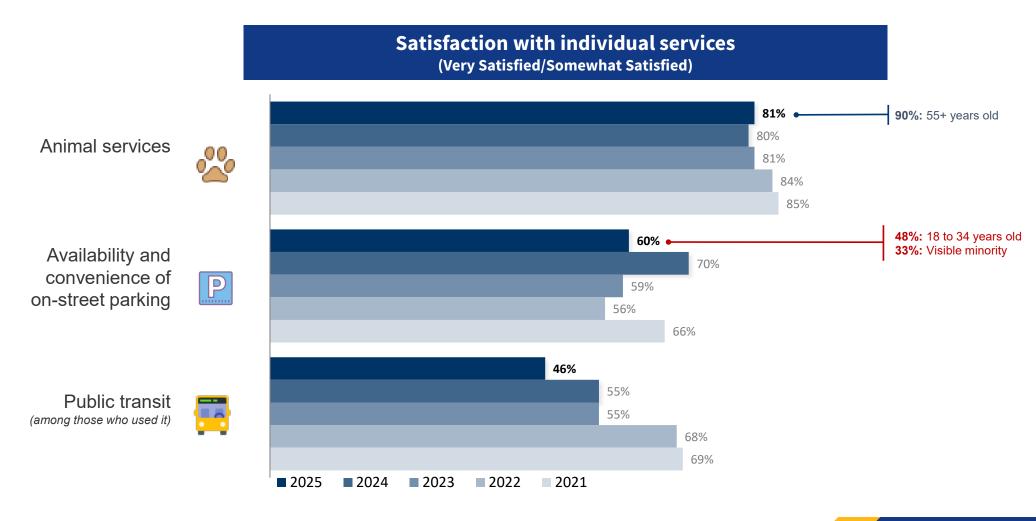
### **Satisfaction with Water and Waste**



Q30/Q31/Q32/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). 2025 n=491-587)



### **Satisfaction with Transit/SOAs**



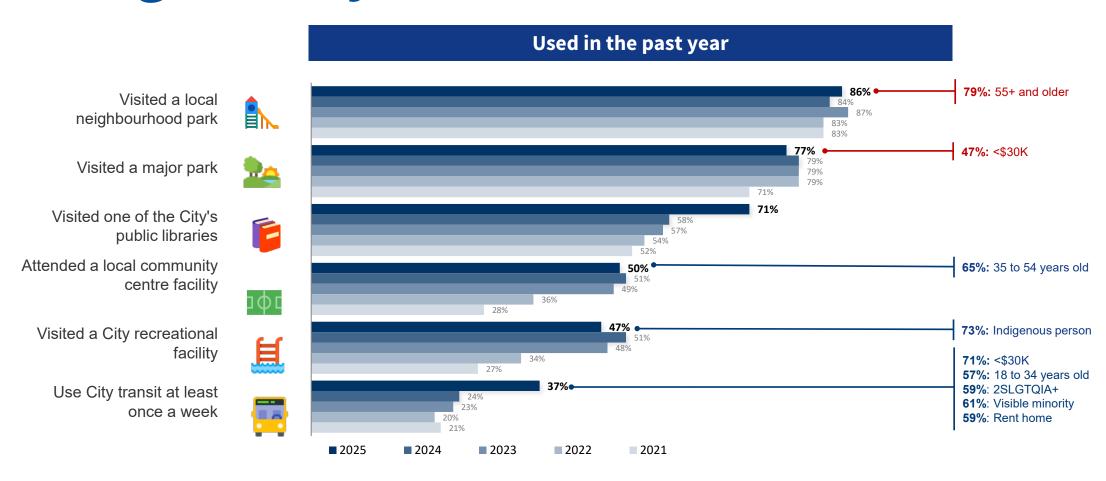
**Q26/Q43/Q50** -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. ((excluding Don't know/Refused). 2025 n=213-562)



# **USE OF CITY SERVICES**



### **Usage of City Services** [1/2]



Q58 -- Have you visited your local neighbourhood park in the past year? ((excluding Don't know/Refused). 2025 n=593)



Q59 -- Have you visited a major park like Kildonan Park or St. Vital Park in the past year? ((excluding Don't know/Refused). 2025 n=589)

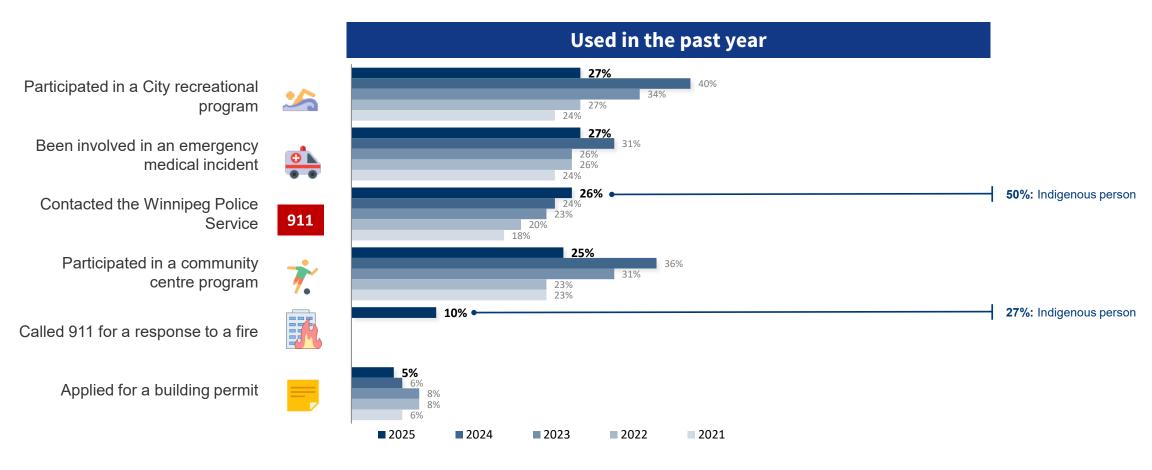
Q64 -- Have you or someone in your family visited at least one of the City's public libraries in the past year? ((excluding Don't know/Refused). 2025 n=584) (Wording changed in 2025)

Q55 -- Have you attended your local community centre facility in the past year? ((excluding Don't know/Refused). 2025 n=586)

Q54 -- Have you visited a City recreational facility like a pool or leisure centre in the past year? ((excluding Don't know/Refused). 2025 n=589)

**Q60** – Have you used the City's transit service at least once a week in the past year? ((excluding Don't know/Refused). 2025 n=594) (Wording changed in 2025)

### **Usage of City Services** [2/2]



**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), 2025 n=585)



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). 2025 n=593)

**Q62** -- In the past year, excluding traffic related matters, during the last 12 months did you contact the Winnipeg Police Service for any reason? ((excluding Don't know/Refused). 2025 n=589) (Wording changed in 2025)

Q57 -- Have you or someone in your family participated in a community centre Program like hockey or soccer in the past year? ((excluding Don't know/Refused). 2025 n=589)

**Q64A** -- Have you or someone in your family called 911 for a response to a fire in the past year? ((excluding Don't know/Refused). 2025 n=592) (First asked in 2025)

Q63 -- Have you applied for a building permit in the past year? ((excluding Don't know/Refused). 2025 n=590)

# KEY FINDINGS



# **Key Findings**

### **QUALITY OF LIFE INDICATORS**

- The majority of Winnipeggers (86%) rate the overall quality of life in the City as very good or good. After four consecutive years of decline, 2025 sees a positive shift from 82% last year.
- Over the past five years, there has been a consistent decline in ratings of **ease of getting around by transit** (down 14 points over the last five years and five points from last year).
- Ratings for ease of getting around by walking or by bicycle both dropped by at least 10 percentage points from last year.
- The most common actions cited to improve the quality of life in Winnipeg are related to crime and policing (44%, up eight points), followed by housing/social programs (36%, up five points) and roads/infrastructure (29%, down 10 points).

### **NET PROMOTER SCORE**

• Just over one in four residents (27%) are **promoters** of the City of Winnipeg, but the overall 2025 Net Promoter Score sits at -8, which is the highest rating in the past four years (+1 in 2021).



# **Key Findings**

### **VALUE FOR TAX DOLLARS**

- 57% of residents feel that they receive good or very good **value for their property tax dollars,** which is on par with the past few years.
- The most **common reasons for finding good value** for property tax dollars are general satisfaction with the city (28%), satisfaction with snow clearing (17%) and satisfaction with garbage and recycling (14%). Few also identify that there is always room for improvement (19%).
- The most **common reasons finding poor value** for property tax dollars are dissatisfaction with roads (40%) and dissatisfaction with City spending (31%).

### **CUSTOMER SERVICE**

- 55% of Winnipeggers **contacted the City in the past year**, similar to 2024 (54%). Residents **most commonly contacted** the City by phone (80%), although email (34%) and completing an online form (33%) have continued to grow over the past five years.
- Satisfaction with customer service remains somewhat high at 75%, although down from 78% last year.
- Amongst four aspects of customer service, ratings are highest for City staff being courteous, helpful
  and knowledgeable (89%). Three of the four ratings are up from last year, although just two to five
  percentage points.



# **Key Findings**

### **CITY SERVICES**

Overall satisfaction with city services is 72%, down from 76% last year and the lowest in the last five years.

Satisfaction with city services remains high for most services. Although about half city services have decreased from 2024, five decreased by more than 10 percentage points.

- ↓ Efforts to ensure that residential property standards are met through inspections (48% down 22%)
- ↓ Community planning to guide growth and change (43% down 21%)
- → Funding for improving inner city housing (34% down 18%)
- → Management of rush hour traffic flow (38% down 15%)
- → Police efforts in crime prevention (48% down 12%)

### Conversely, a few services increased by more than seven percentage points:

- ↑ Protection from river flooding (93% up 10%)
- ↑ City operated recreation programs (78% up 9%)
- ↑ Quality of drinking water (90% up 9%)
- ↑ Public library services (91% up 8%)

### Individual city services that received under 50% satisfaction ratings:

- Efforts to address climate change (48% new to 2025)
- ↓ Efforts to ensure that residential property standards are met through inspections (48% down 22%)
- → Police efforts in crime prevention (48% down 12%)
- → Public transit (46% down 9%)
- → Condition of major streets (43% down 2%)
- ↓ Community planning to guide growth and change (43% down 21%)
- → Downtown renewal (40% down 8%)
- ↓ Management of rush hour traffic flow (38% down 15%)
- ↓ Condition of residential streets in your neighbourhood (37% down 8%)
- → Funding for improving inner city housing (34% down 18%)

