

REPORT ON **2026 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 July 23 and August 14, 2026. 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 2026 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

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Perceptions of police slightly higher than 2024

- In 2026, 56% of Winnipeggers rated the quality of the Winnipeg Police Service as excellent or good, which is up slightly from 54% in 2024. When asked to rate eight different police activities, Winnipeggers are more positive on all eight activities in 2026 than in 2024, increasing 2 to 10 percentage points from 2024.

Responding to calls is most important

- Responding quickly to calls is seen as the most important aspect of policing for Winnipeggers in 2026, as 93% rate it as important; however, it is this activity where the Winnipeg Police Service is rated lowest among eight aspects tested – 44% rated as excellent or good in 2026 (up from 39% in 2024).

Drug use and property crimes seen as the most serious problem in neighbourhoods

- Amongst several types of neighbourhood problems, residents tend to rate drug use and property crimes as the most serious problem.

Downtown safety an issue

- Perceptions of downtown safety during the day decreased from 2024, as 44% say they feel very or reasonably safe walking alone in downtown during the day (down from 49% in 2024). Perceptions of walking alone at night (8% safe) are also very low.

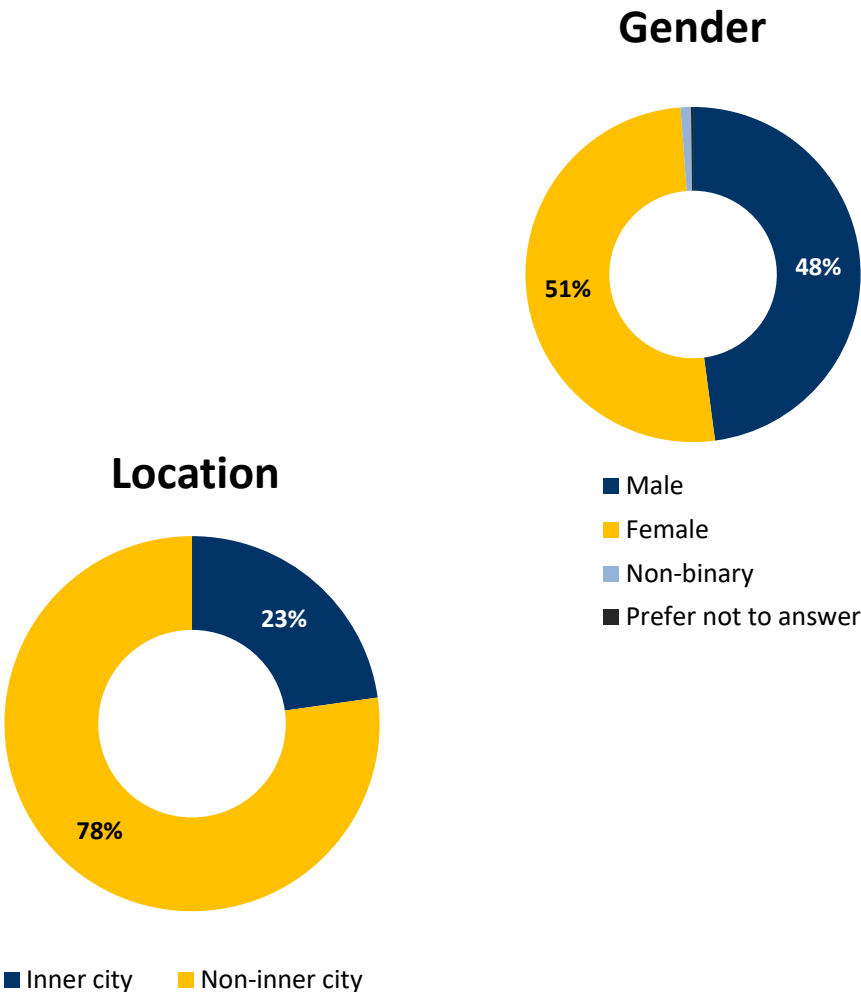
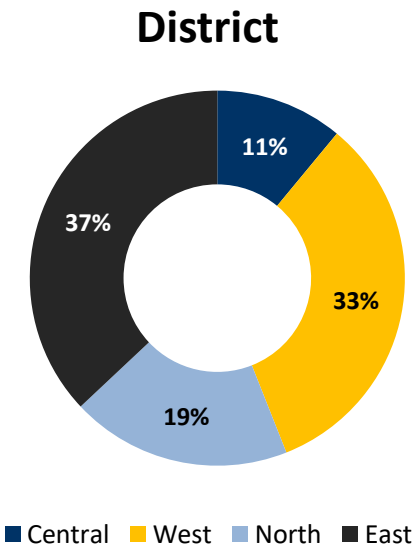
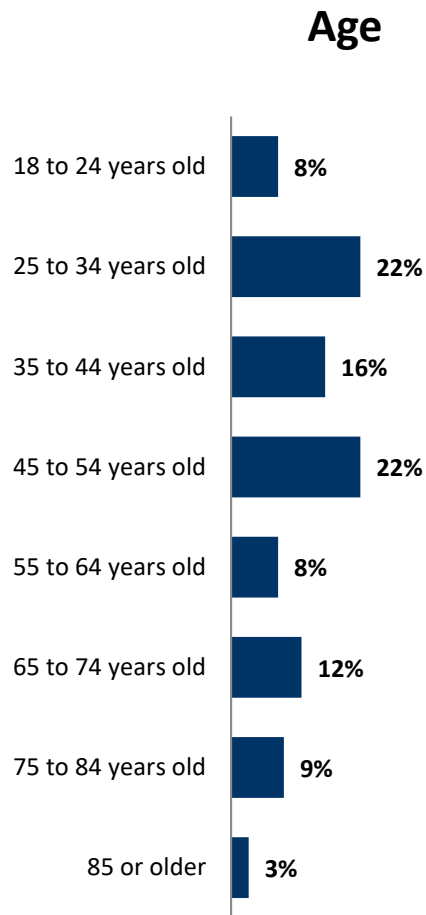
Belief that additional resources are needed for the police

- In 2026, 57% of Winnipeggers say there are too few police officers in the City of Winnipeg (up from 50% in 2024) and 42% of Winnipeggers believe the Winnipeg Police Service is underfunded, compared to 11% who say it is over funded.

PROFILE OF RESPONDENTS

DEMOGRAPHICS

K1. In which of the following categories does your age fall?
K2. 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?
K3. What gender do you identify with?

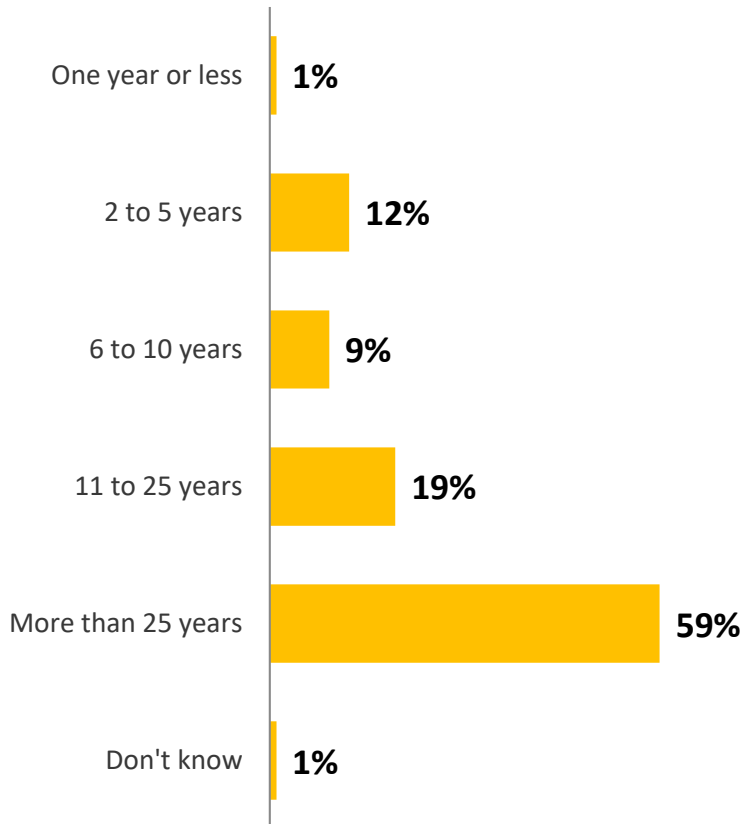


DEMOGRAPHICS (CONTINUED)

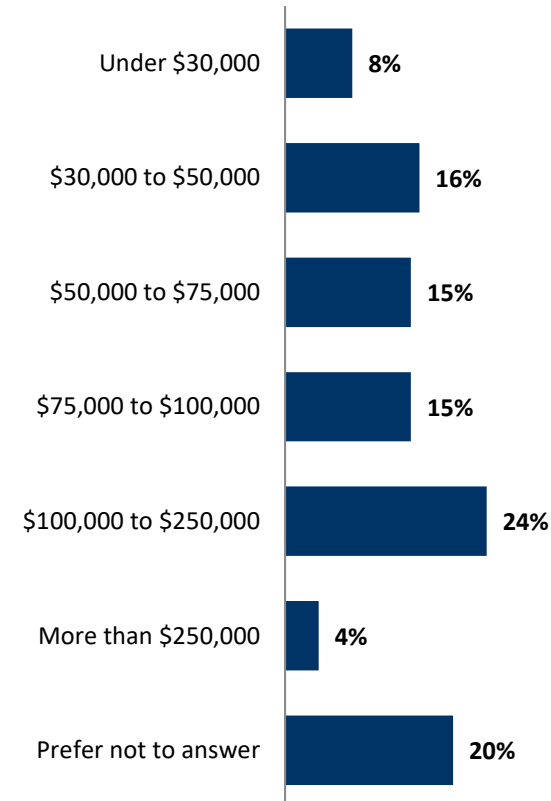
K6. And how long have you lived in the City of Winnipeg?

K7. 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 falls?

Lived in City of Winnipeg



Household income



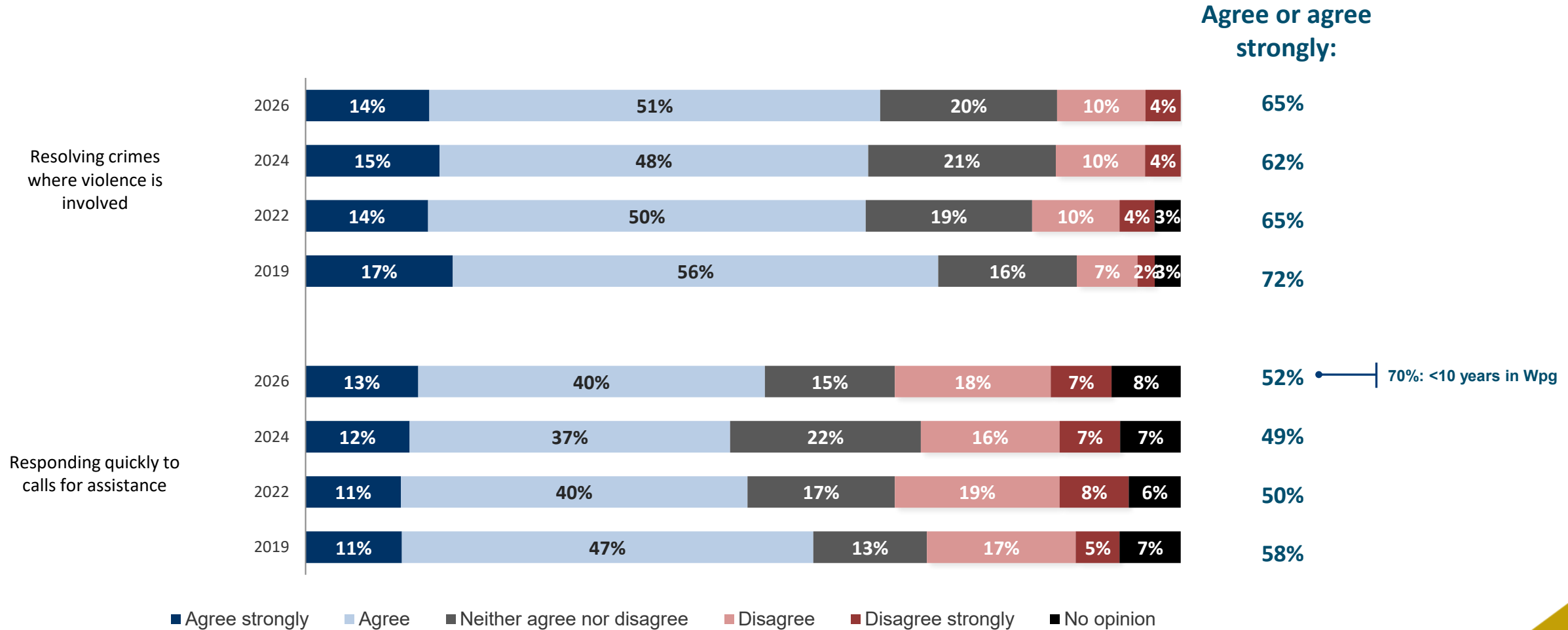
OVERALL PERCEPTIONS OF POLICE

OVERALL PERCEPTIONS OF POLICE FINDINGS

- Winnipeggers are more positive about the Winnipeg Police Service resolving crimes where violence is involved (65%) than responding quickly to calls (52%). In both cases, positive sentiment has increased since 2024.
- Winnipeggers who have lived in the city for 10 years or less (70%) are the most positive about the Winnipeg Police Service responding quickly to calls for assistance.
- 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 (37%), it is largely due to the fact that more cannot rate policing in the country than in Winnipeg - 9% could not provide a response to policing in Canada vs 1% who could not rate policing in Winnipeg.
- Winnipeggers who have lived in the city for 10 years or less (61%) are most positive about policing in Canada.

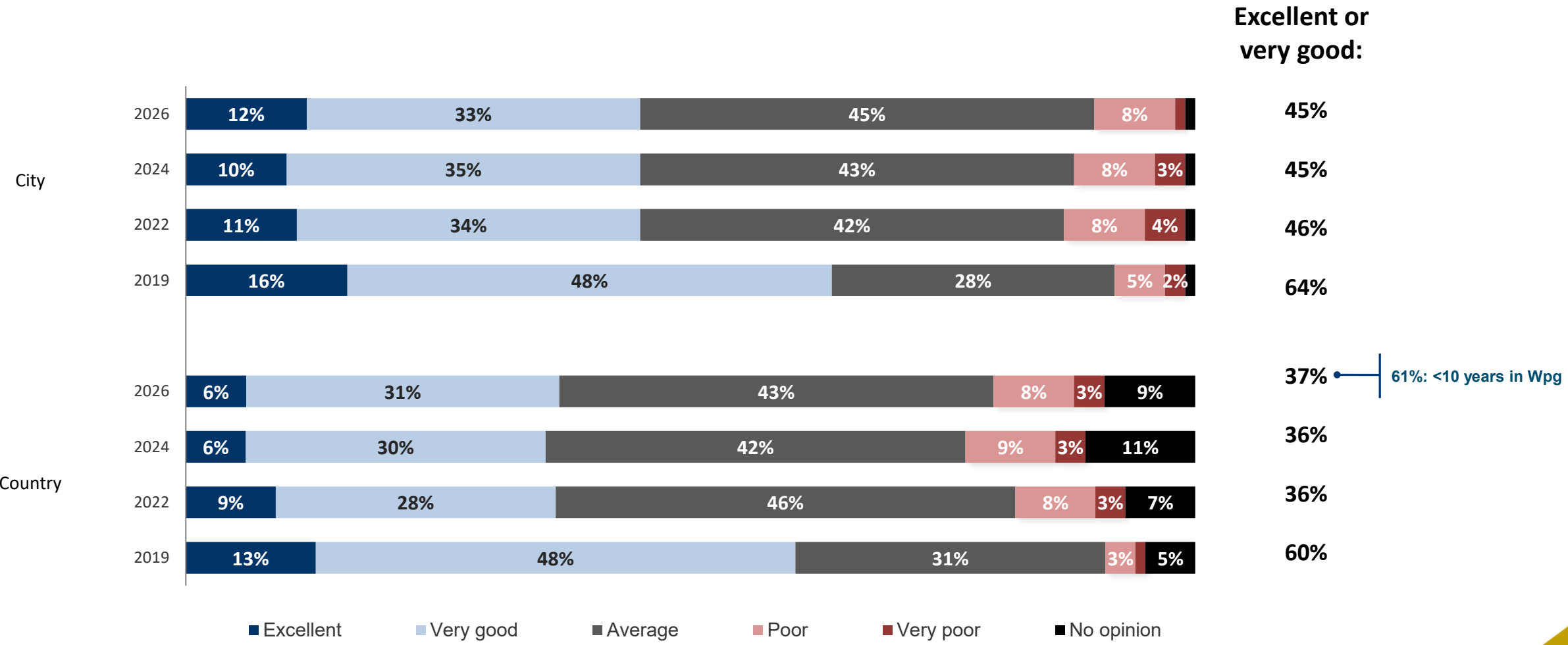
AGREEMENT WITH RESOLVING AND RESPONDING

A1. In general, to what extent do you agree that the Winnipeg Police Service is effective at...?



SATISFACTION WITH POLICE OVERALL

A2. Taking everything into account, how good a job do you think the police in this city are doing?
 A3. Taking everything into account, how good a job do you think the police in this country are doing?



CRIME AND SAFETY

CRIME AND SAFETY FINDINGS

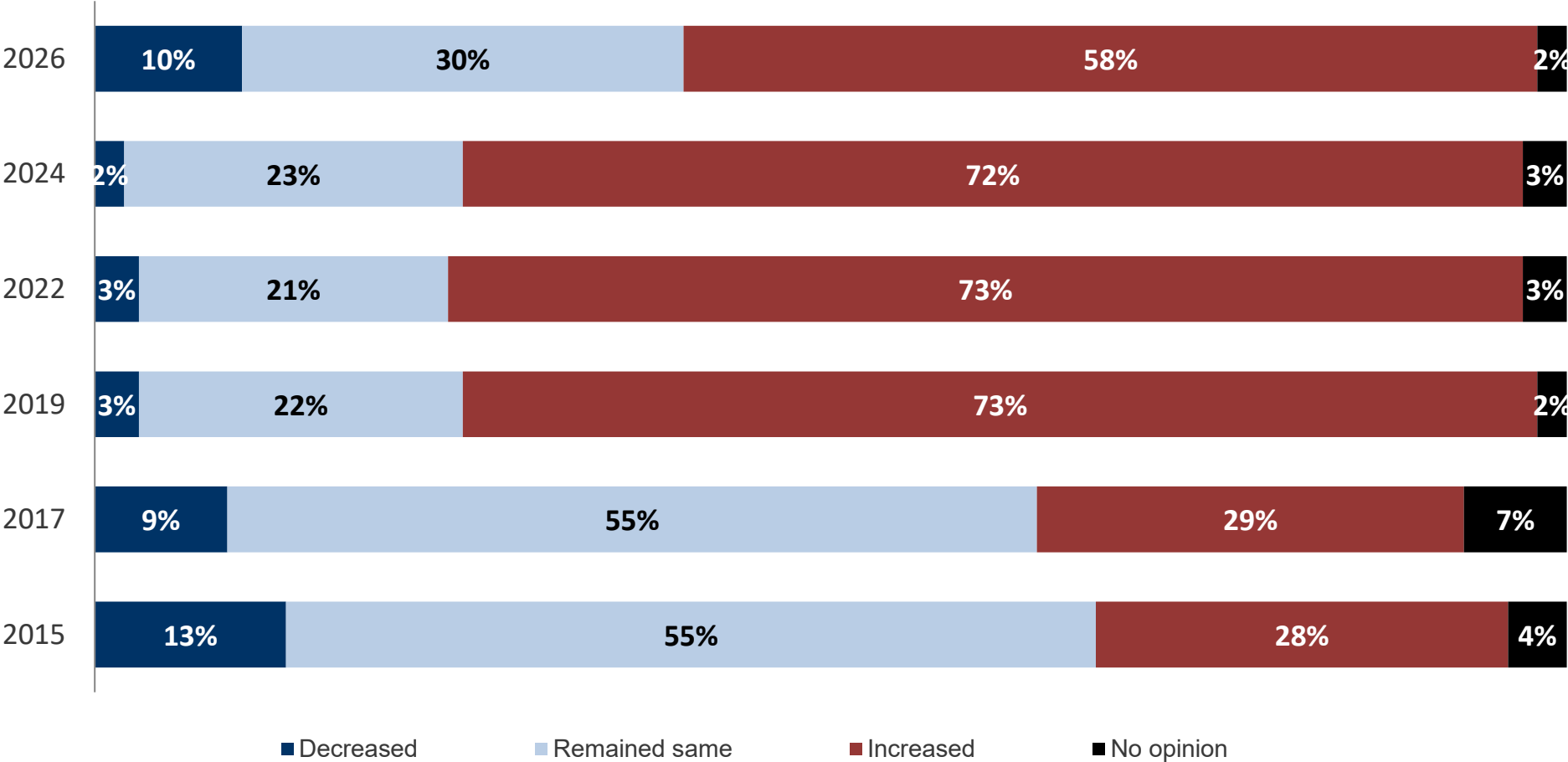
- Around 6 in 10 (58%) Winnipeggers believe that crime has increased in Winnipeg in the past year, which is a significant decrease from 72% in 2024.
- However, fewer (35%) believe that crime has increased specifically in their neighbourhood, meaning most believe crime is increasing elsewhere. The proportion who believe crime has increased in their neighbourhood has also dropped from 2024.
- 52% of Winnipeggers believe Winnipeg has more crime than other Canadian cities compared to 8% who think it has less crime. Results for this question are similar compared to the past three surveys.
- In terms of neighbourhood problems, people report that drug use and property-related crimes are the most serious problems in their neighbourhood, with the highest concern for vandalism, graffiti, or other deliberate damage to property or vehicles at 32%. Those living in the inner city of Winnipeg and Central district often rate problems as more serious in their neighbourhood.
- Winnipeggers feel much safer walking in their neighbourhood during the day (92%) or night (59%) than in downtown during the day (44%) or at night (8%). There continues to be a 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), which is unchanged over the past three 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?

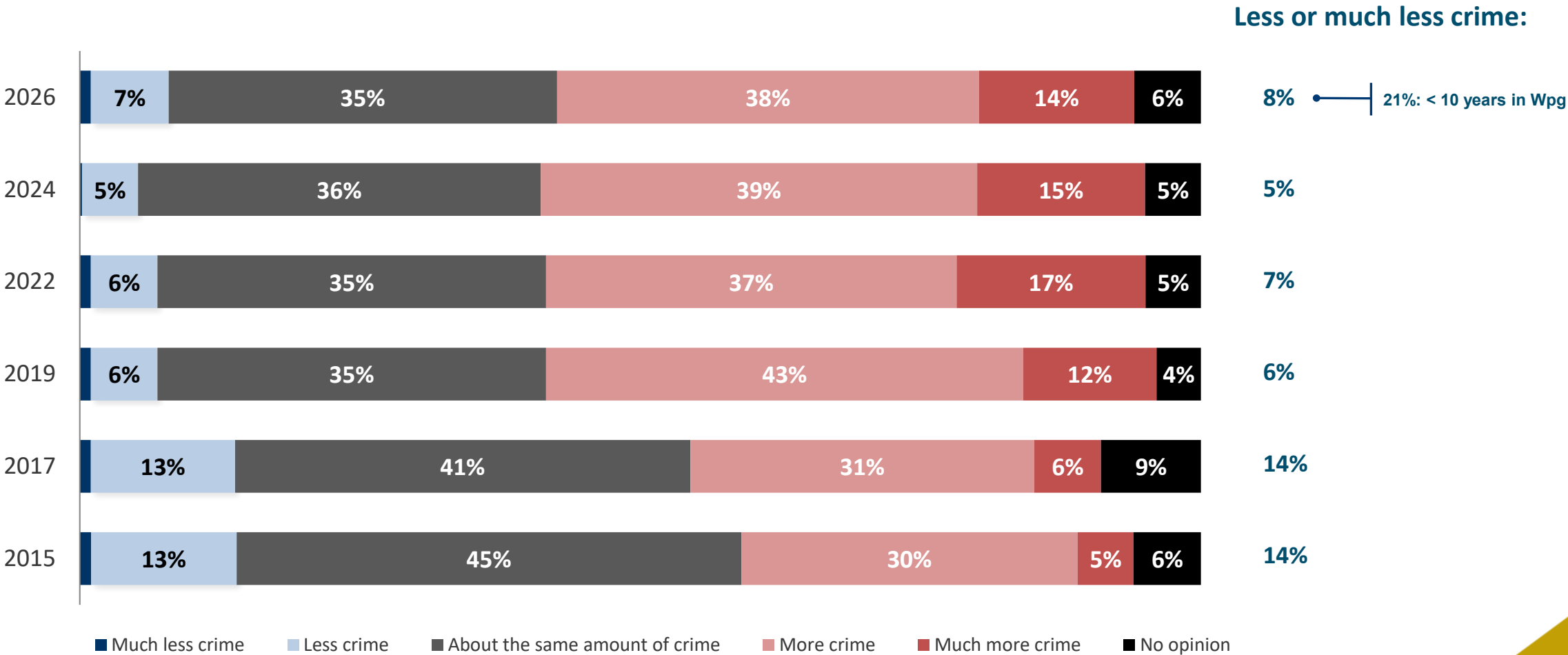
Decreased:

15%: 18-34 years old
18%: <10 years in Wpg



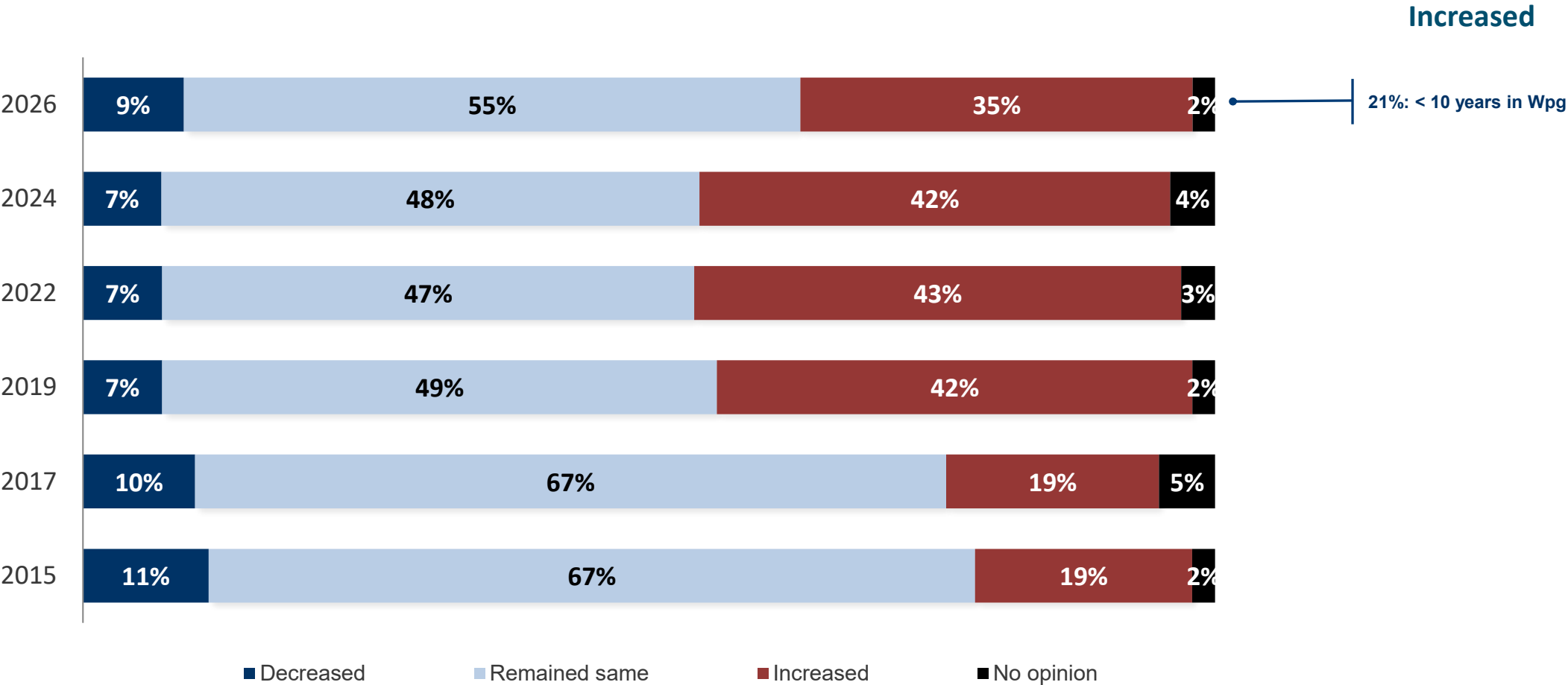
CRIME RATES COMPARED TO OTHER CITIES

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...?



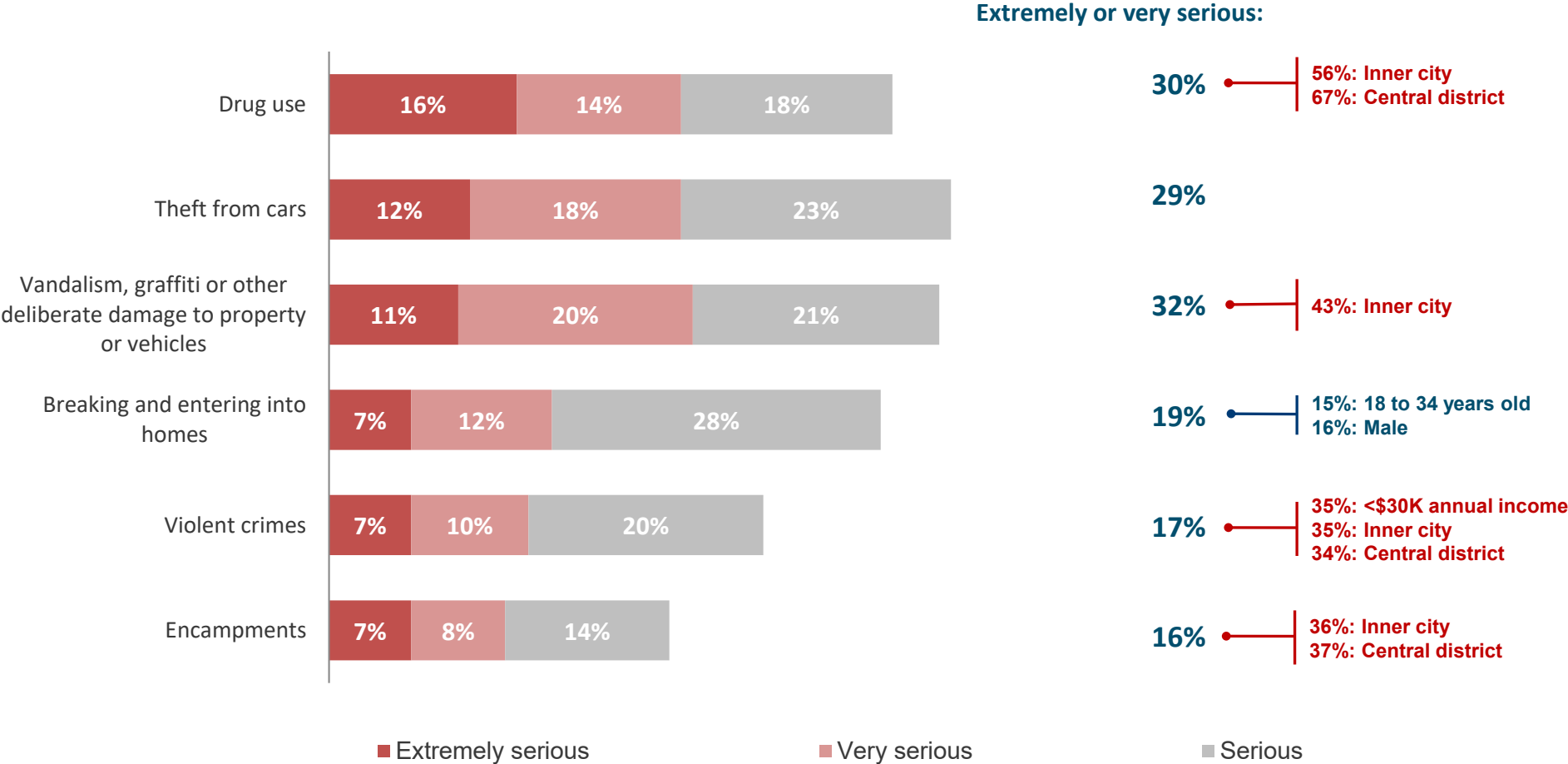
CHANGES IN NEIGHBOURHOOD CRIME RATES

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



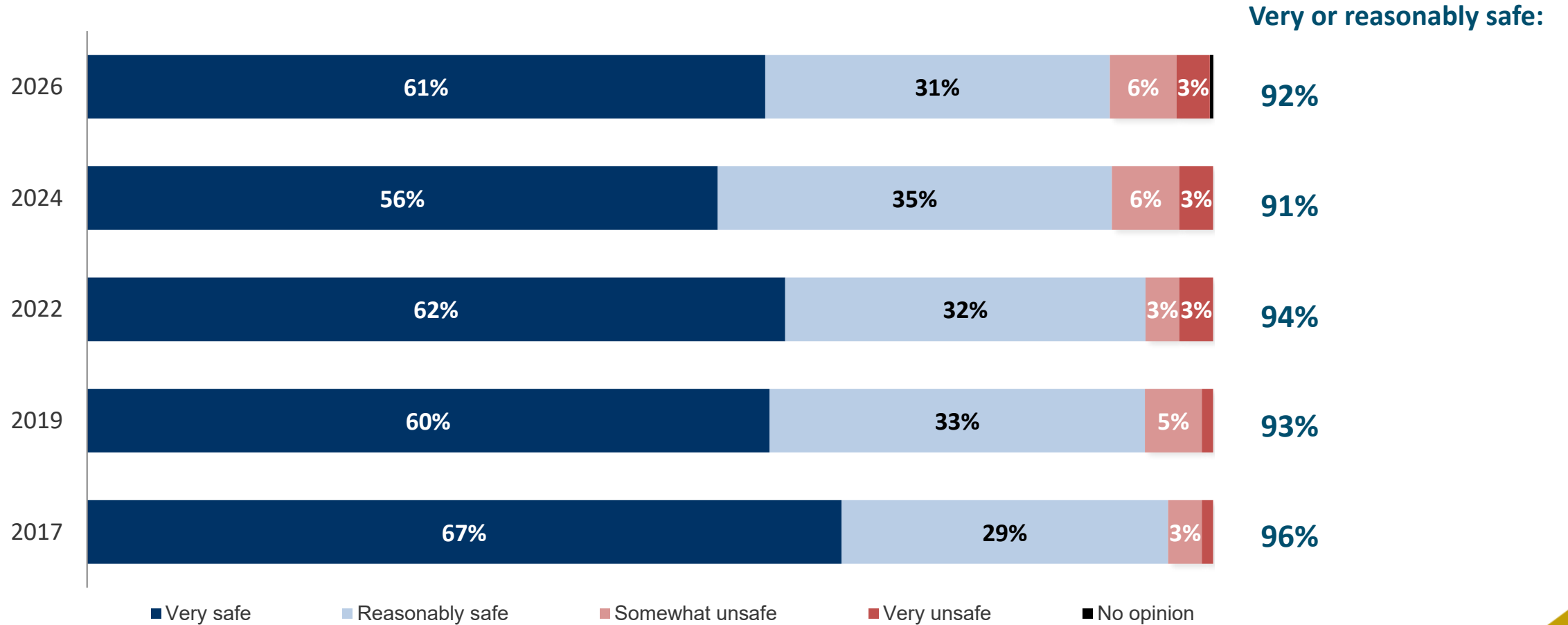
PERCEPTIONS OF NEIGHBOURHOOD PROBLEMS

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...?



NEIGHBOURHOOD SAFETY DURING THE DAY

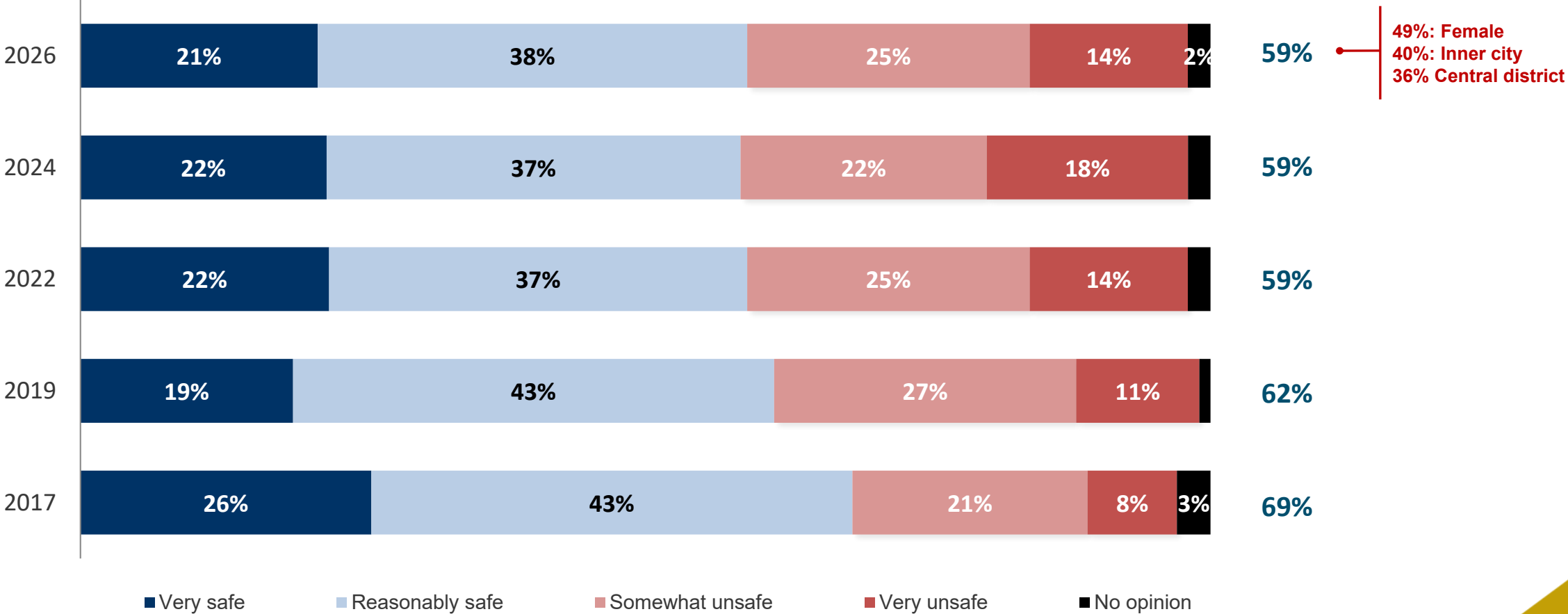
B5. How safe would you feel walking alone in your neighbourhood during the day? Do you think it is...?



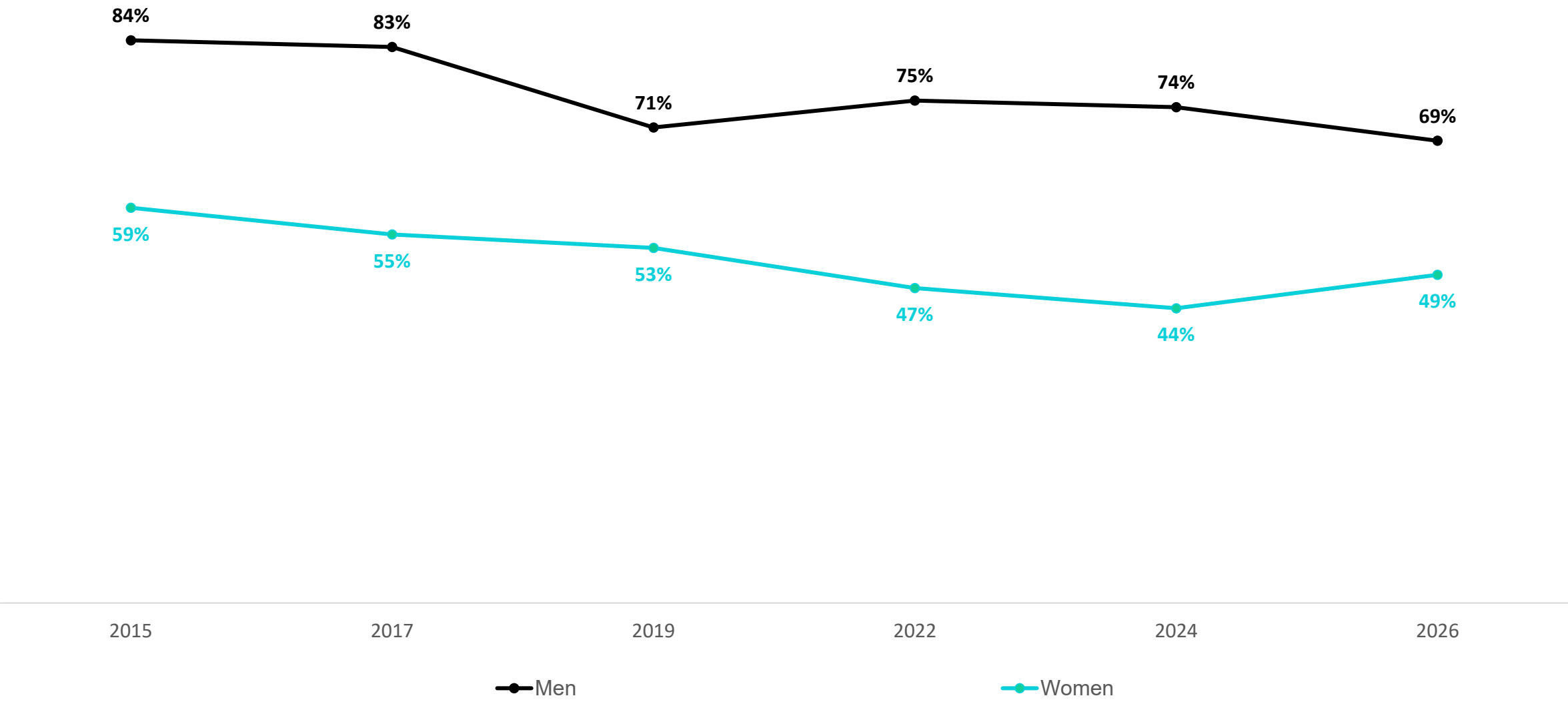
NEIGHBOURHOOD SAFETY AT NIGHT

B6. How about walking alone after dark in your neighbourhood? Would you feel...?

Very or reasonably safe:

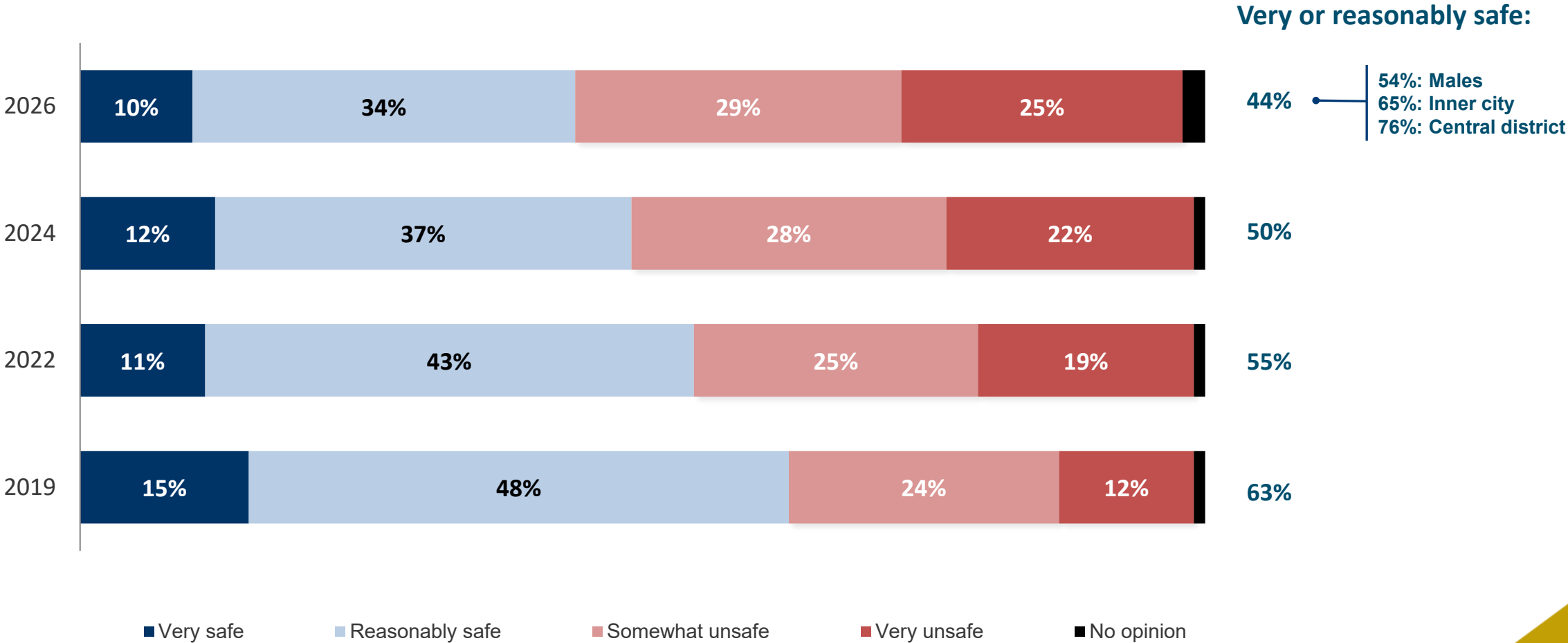


SAFETY WALKING ALONE IN NEIGHBOURHOOD AT NIGHT BY GENDER



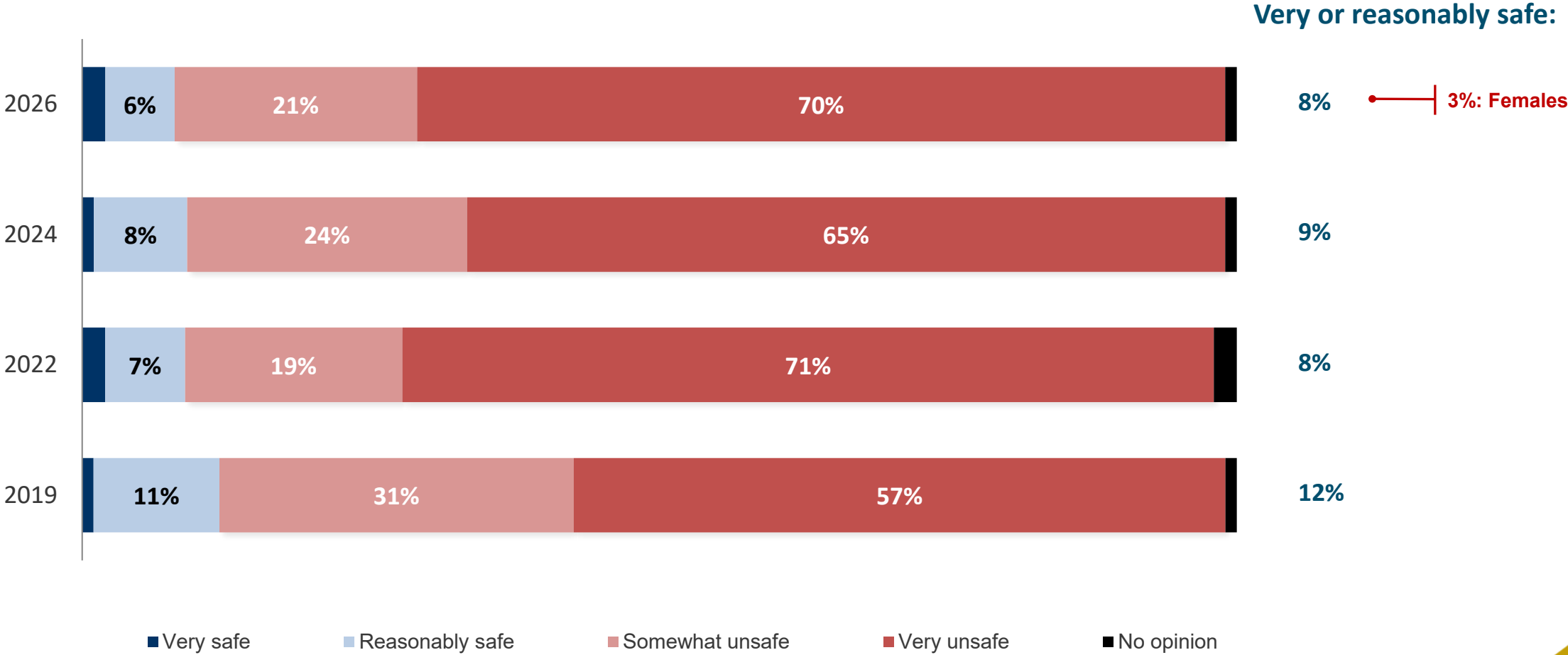
DOWNTOWN SAFETY DURING THE DAY

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

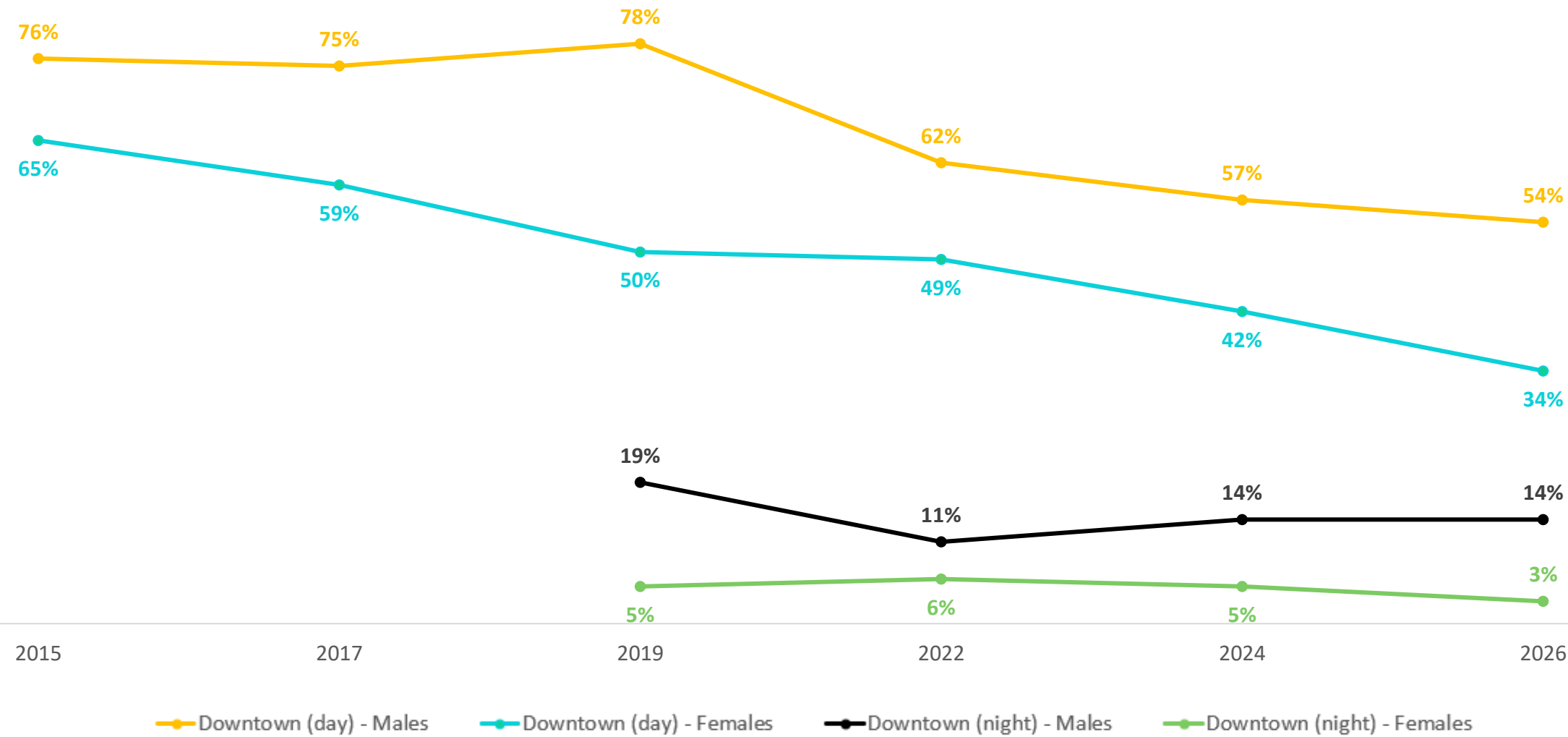


DOWNTOWN SAFETY AT NIGHT

B8. How about walking alone downtown after dark? Would you feel...?

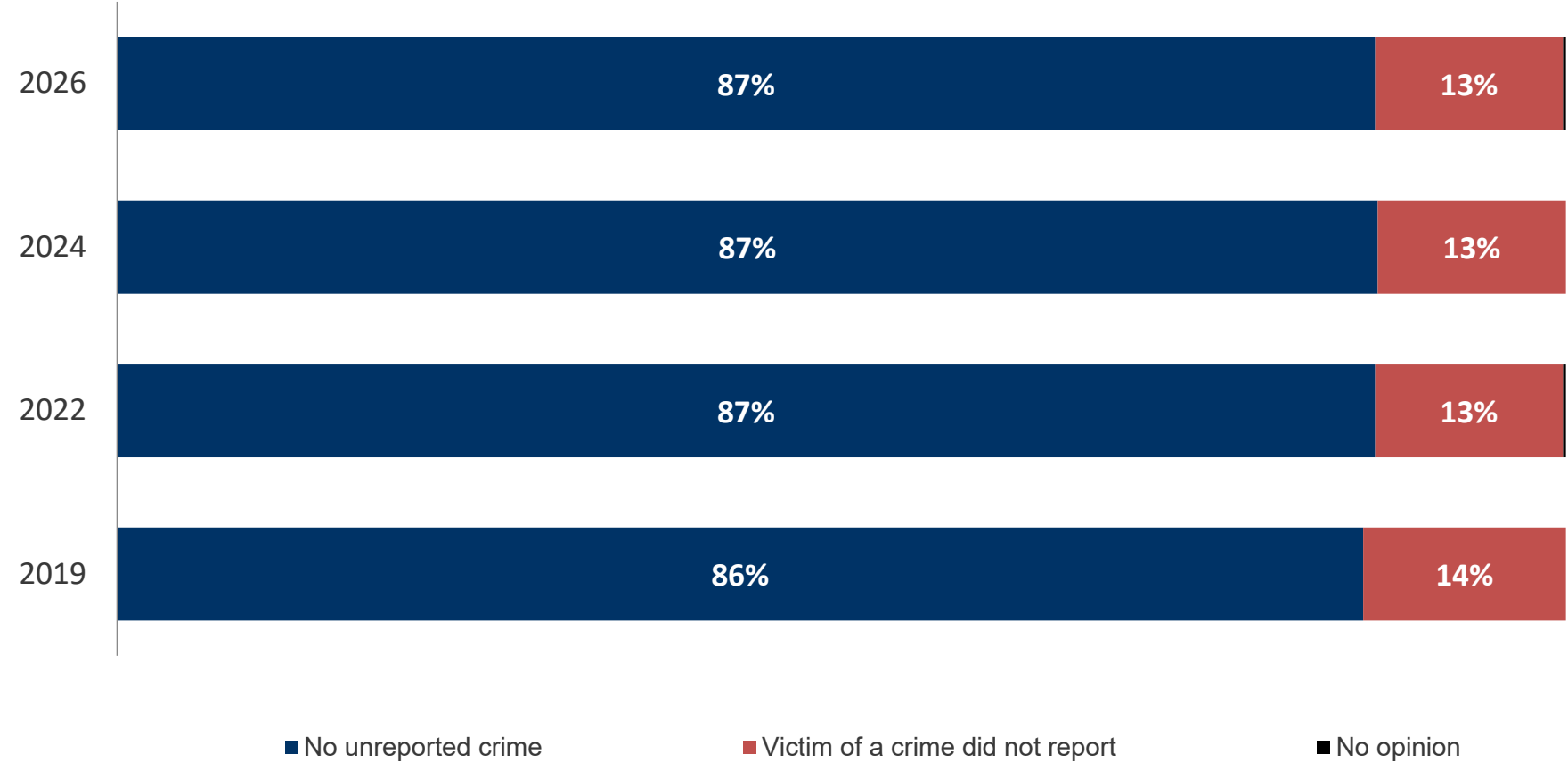


SAFETY WALKING ALONE DOWNTOWN BY GENDER



UNREPORTED VICTIM OF CRIME

B9. During the last 12 months were you the victim of a crime that you did not report?



■ No unreported crime ■ Victim of a crime did not report ■ No opinion

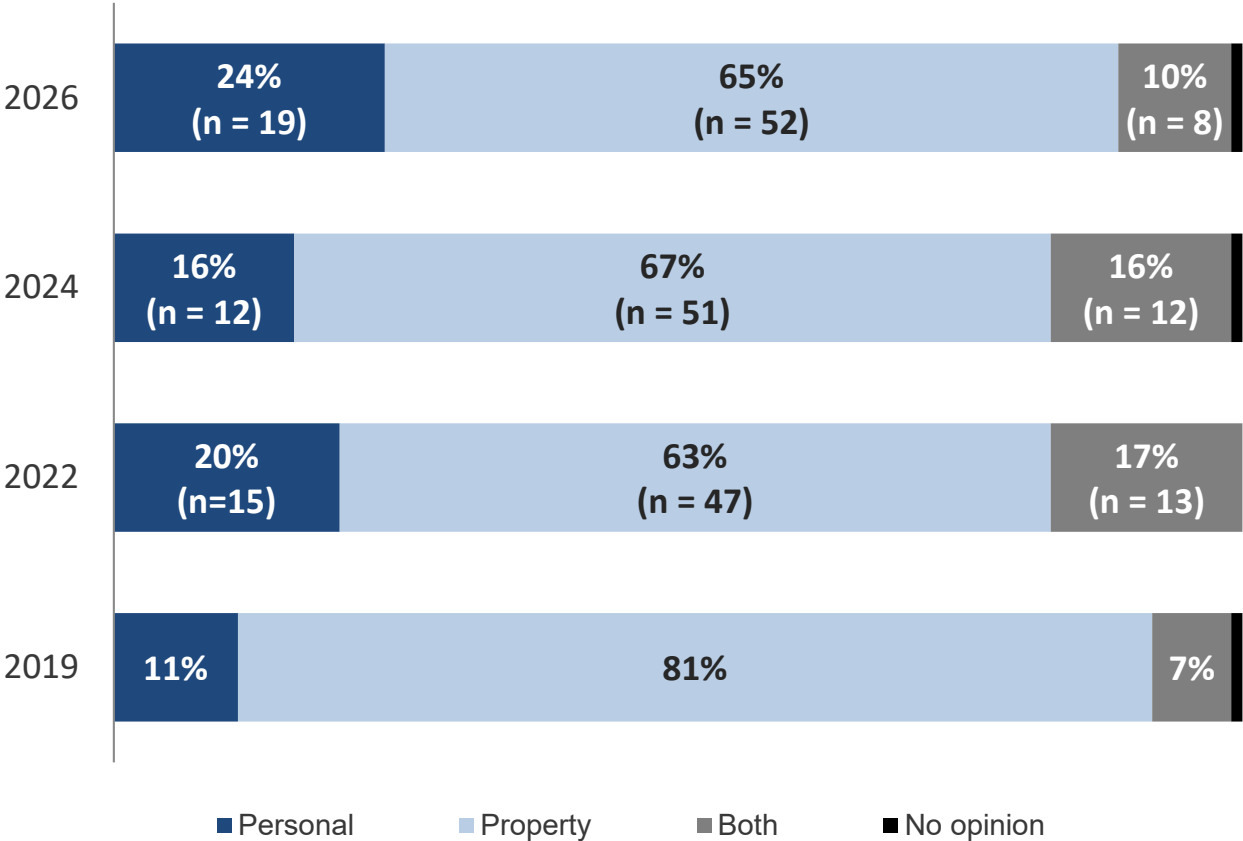
UNREPORTED VICTIM OF CRIME

B10.1. Was this a personal or property related crime?

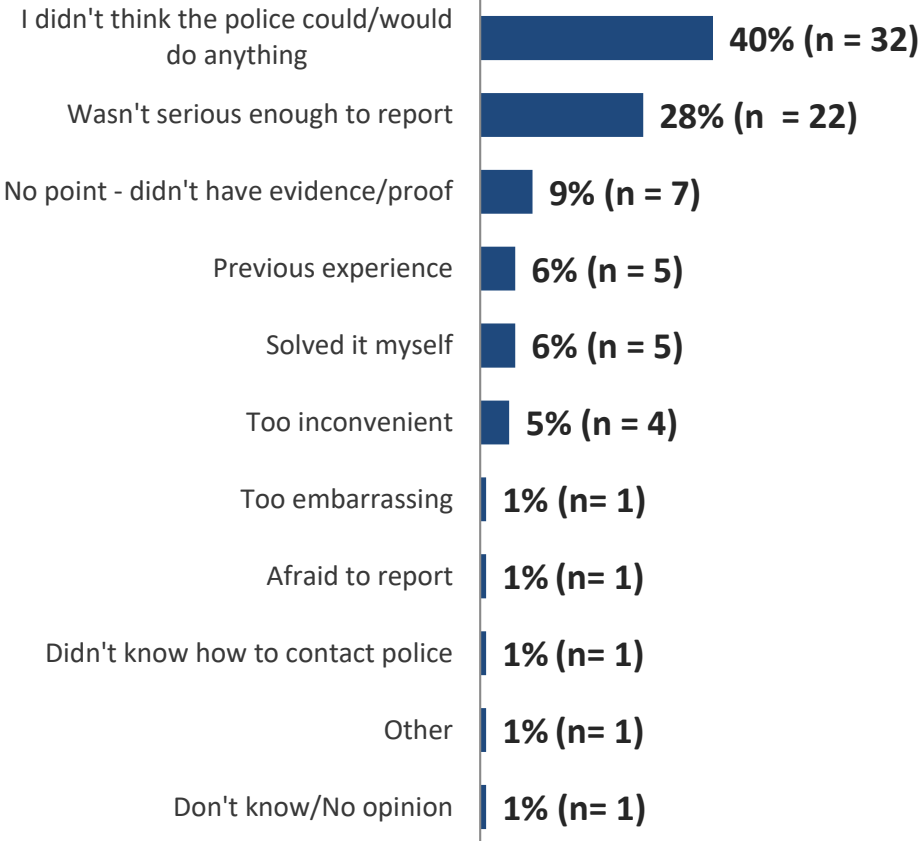
B10.2. Why didn't you report this incident?

* BASE: Those who were a victim of a crime that was not reported (2026, n=80; 2024, n=76; 2022, n=75; 2019, n=88).

Type of crime*



Reason for not reporting*



CONTACT WITH POLICE

CONTACT WITH THE POLICE FINDINGS

- More than one third of Winnipeggers had contact with the Winnipeg Police Service in the past year.
- The majority of those who had contact (64%) with the Winnipeg Police Service in the past year are satisfied with the interaction.

CITIZENS CONTACTING POLICE

C1. During the last 12 months have you had contact with Winnipeg Police Service for any reason?
C2. What is your level of satisfaction with your most recent contact with the Winnipeg Police?

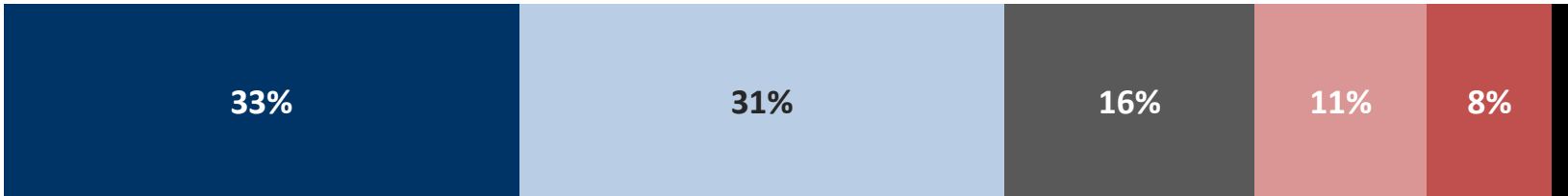
Had contact with WPS



No contact Had contact Not stated

Satisfaction with contact*

Very satisfied or satisfied:



64%

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied No opinion

COMPLAINTS

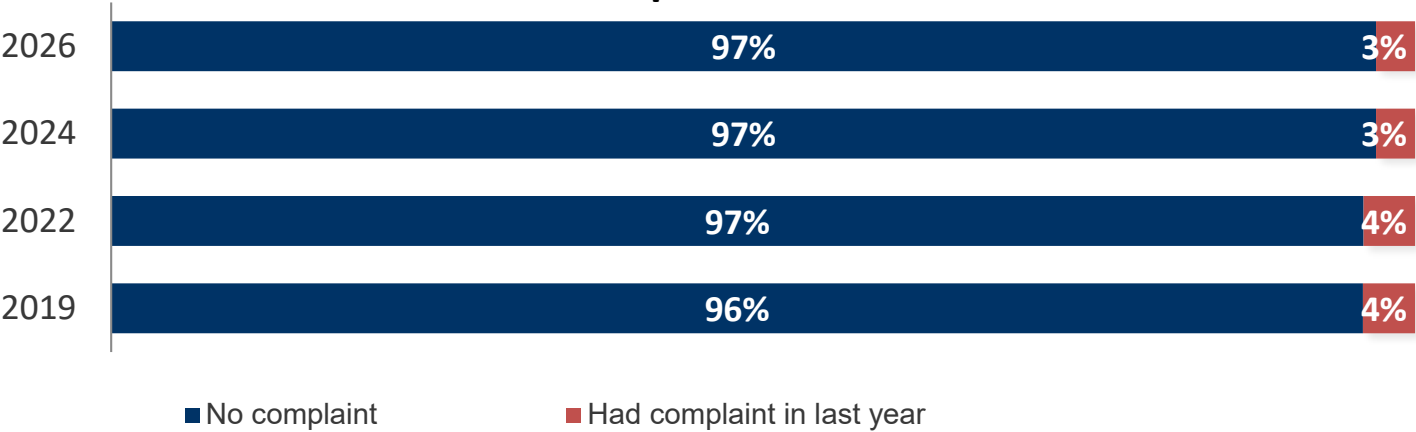
COMPLAINTS FINDINGS

- About 3% (n = 16) 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 three surveys.
- Amongst the 3% (n = 16), 38% (n = 6) said they initiated a complaint. One third of those who filed a complaint (n = 2) were satisfied with the outcome of the complaint.

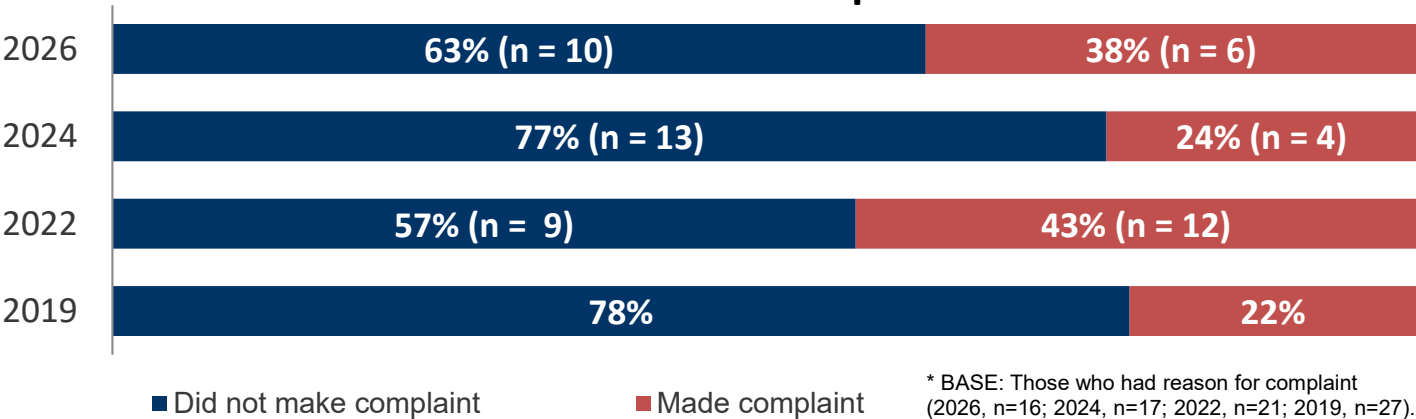
COMPLAINTS ABOUT POLICE

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 reason to make complaint with conduct of WPS



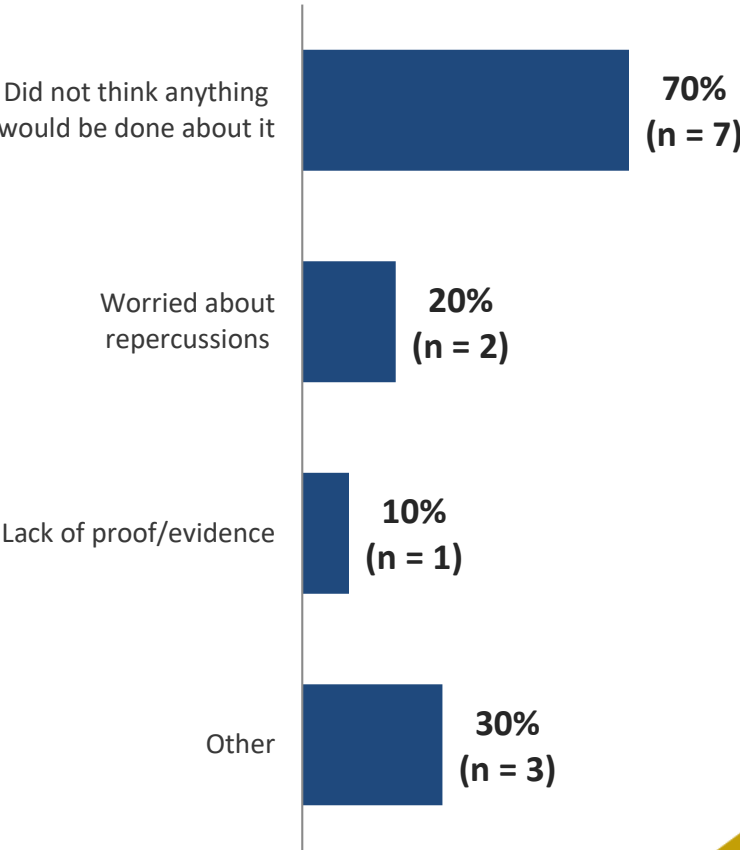
Proceed with complaint*



* BASE: Those who had reason for complaint (2026, n=16; 2024, n=17; 2022, n=21; 2019, n=27).

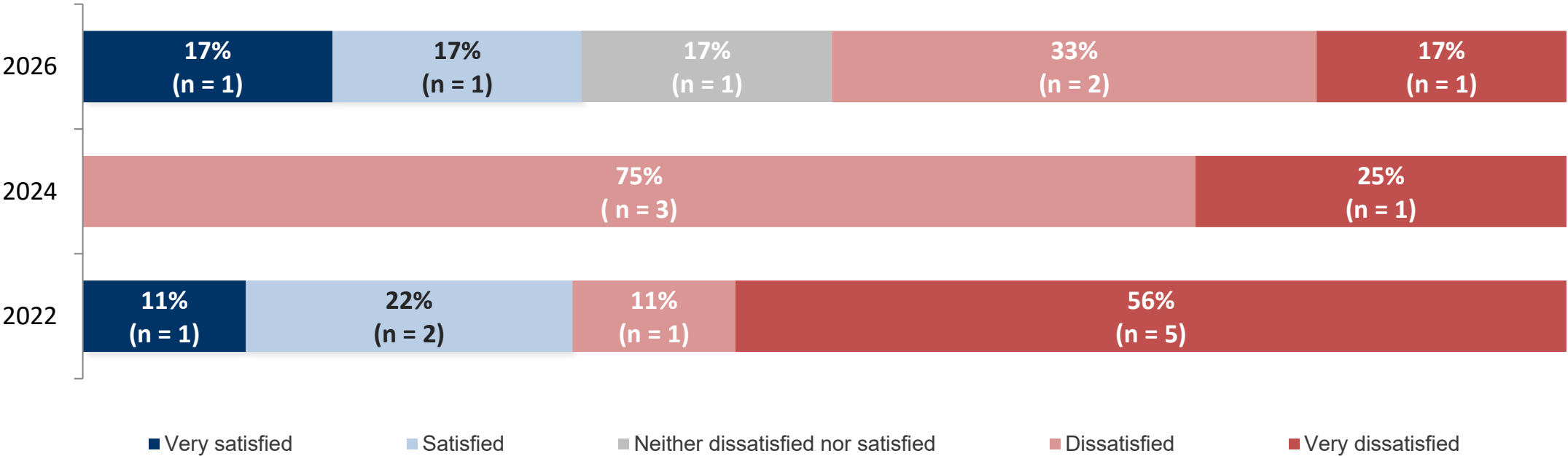
Reason for no complaint**

** BASE: Those who had reason but did not make a complaint (2026, n=10).



SATISFACTION WITH RESPONSE TO COMPLAINT

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



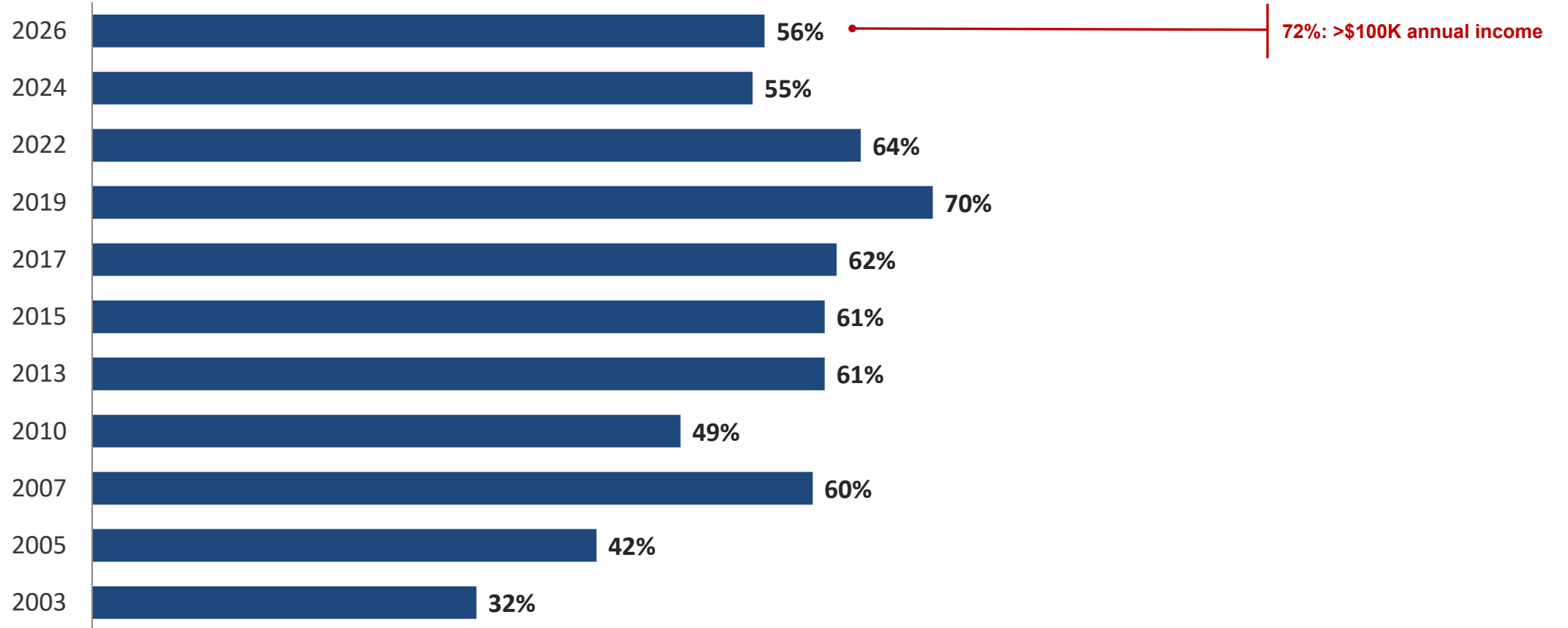
TRAFFIC

TRAFFIC FINDINGS

- Over 3 in 4 Winnipeggers (78%) approve of the use of photo radar.
- Nearly 4 in 10 Winnipeggers (38%) believe the Winnipeg Police Service should be stricter about enforcing traffic laws; however, the majority (53%) believe there should be no change in how the WPS is enforcing these laws. The proportion who believe the Winnipeg Police Service should be stricter has increased from 27% in 2024.

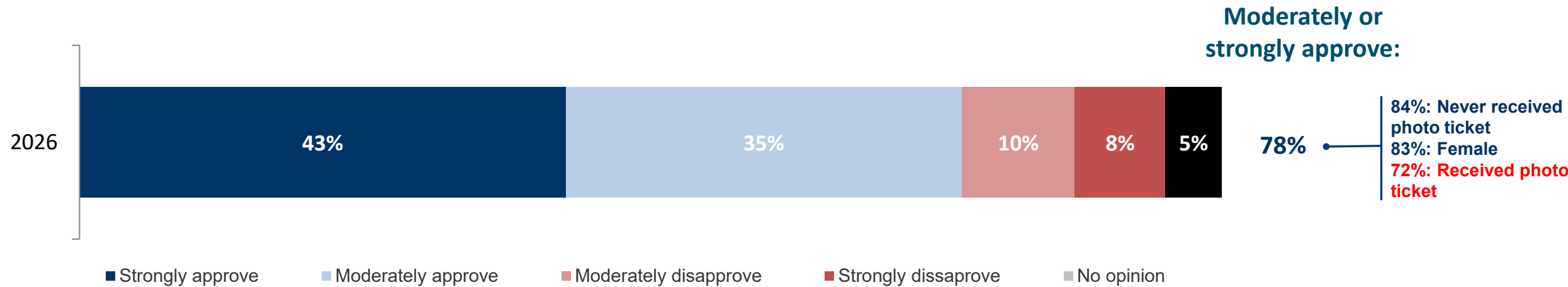
PHOTO RADAR OR RED LIGHT CAMERA TICKETING

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



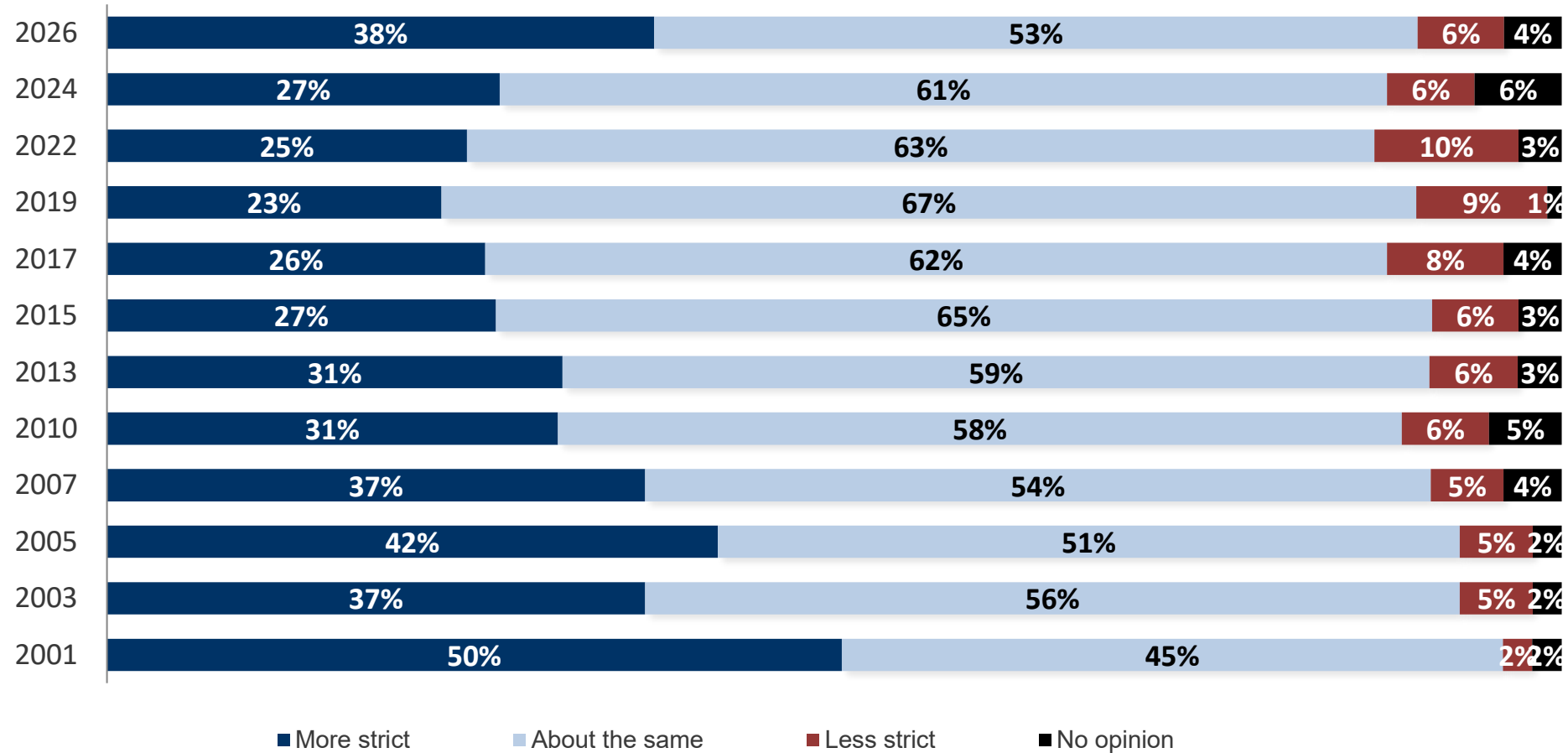
USE OF PHOTO RADAR AND RED LIGHT CAMERAS

F1. Photo radar and red light cameras have been placed around the city to detect and fine the owners of vehicles that speed at schools and construction locations and vehicles that run red lights. To what extent do you approve or disapprove the use of photo radar and red-light cameras in Winnipeg?



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?



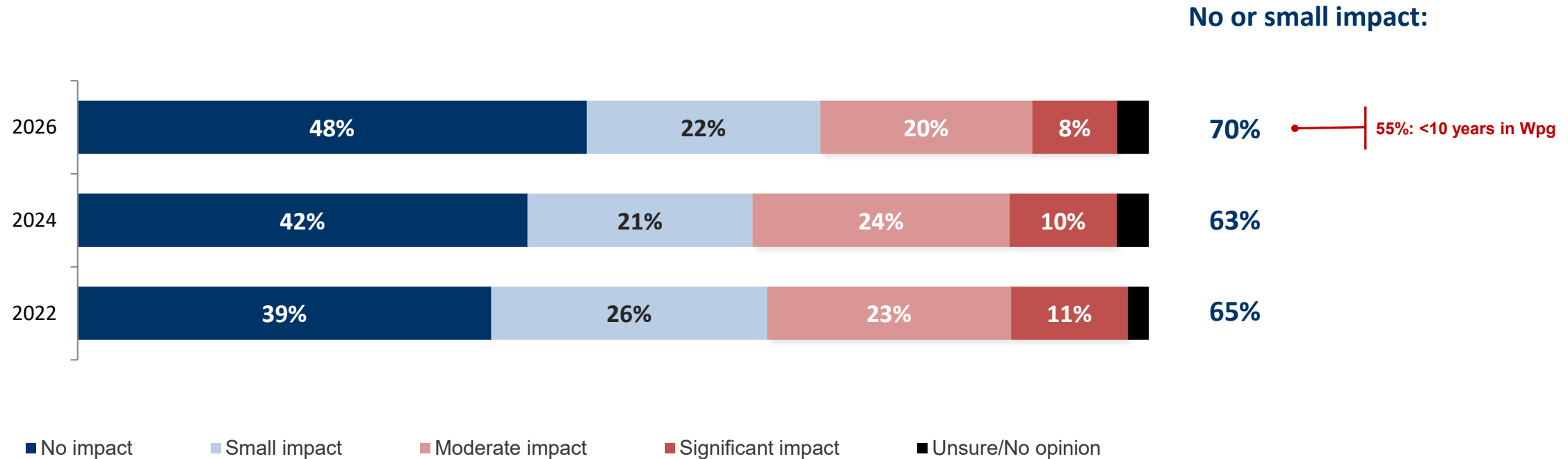
COMMUNICATION AND NEWS

COMMUNICATION AND NEWS FINDINGS

- The majority believe that social media has a small (22%) or no impact (48%) 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.
- Over three quarters (79%) say they have at least moderate trust in the Winnipeg Police Service for local public safety news. This compares to about 6 in 10 (62%) who have similar trust in how the local media reports about the Winnipeg Police Service.

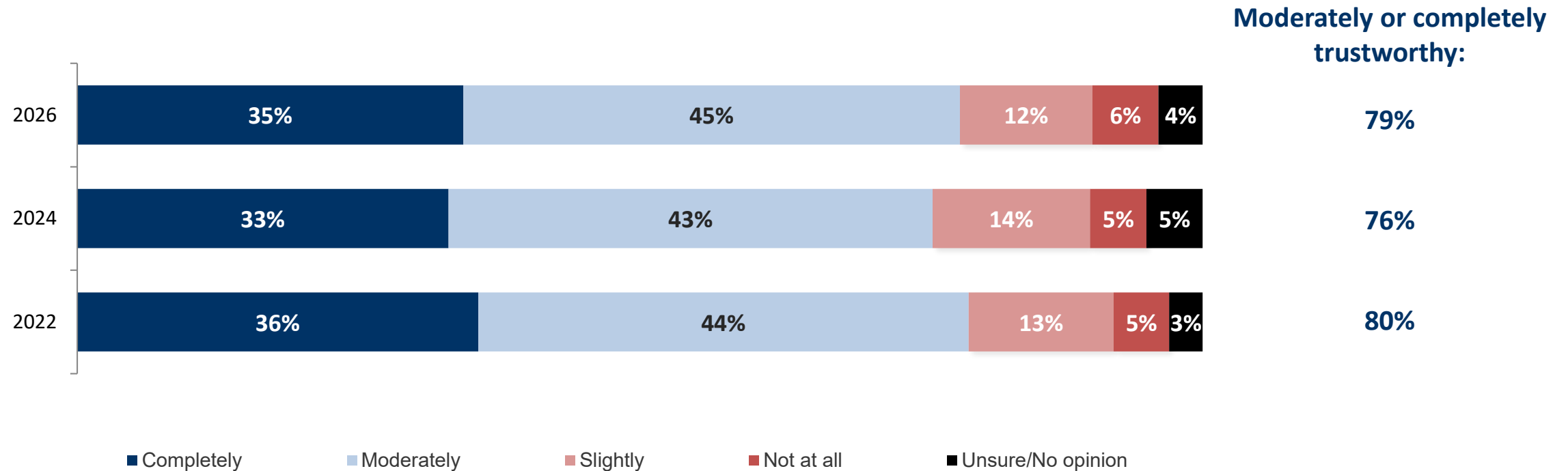
SOCIAL MEDIA'S IMPACT ON OPINIONS OF WPS

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



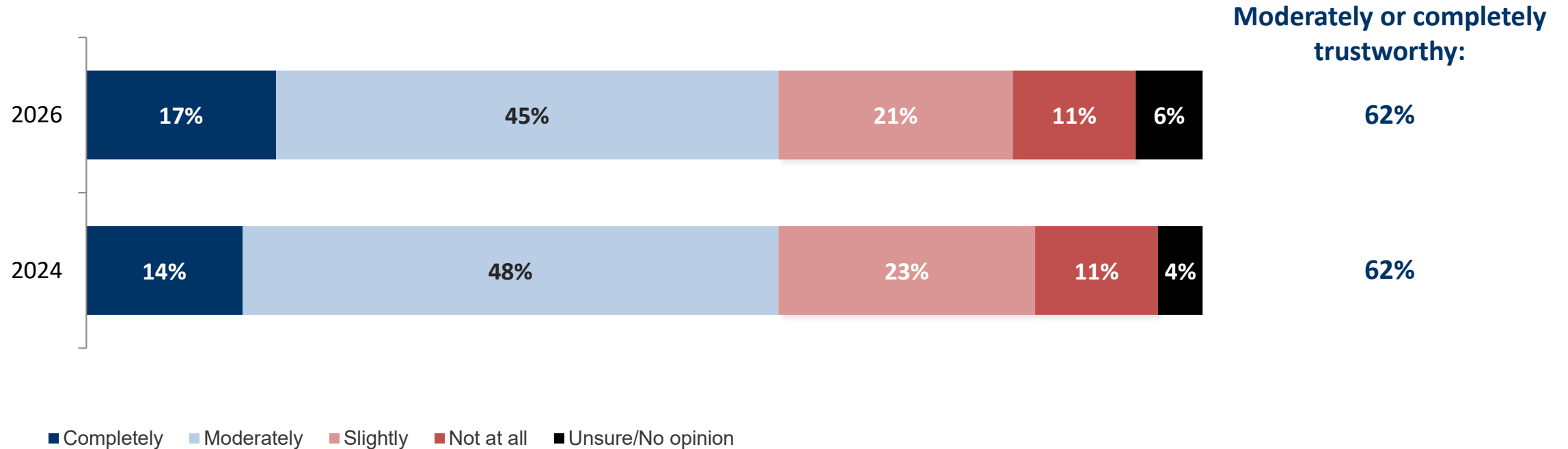
TRUST IN NEWS FROM THE POLICE

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



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?



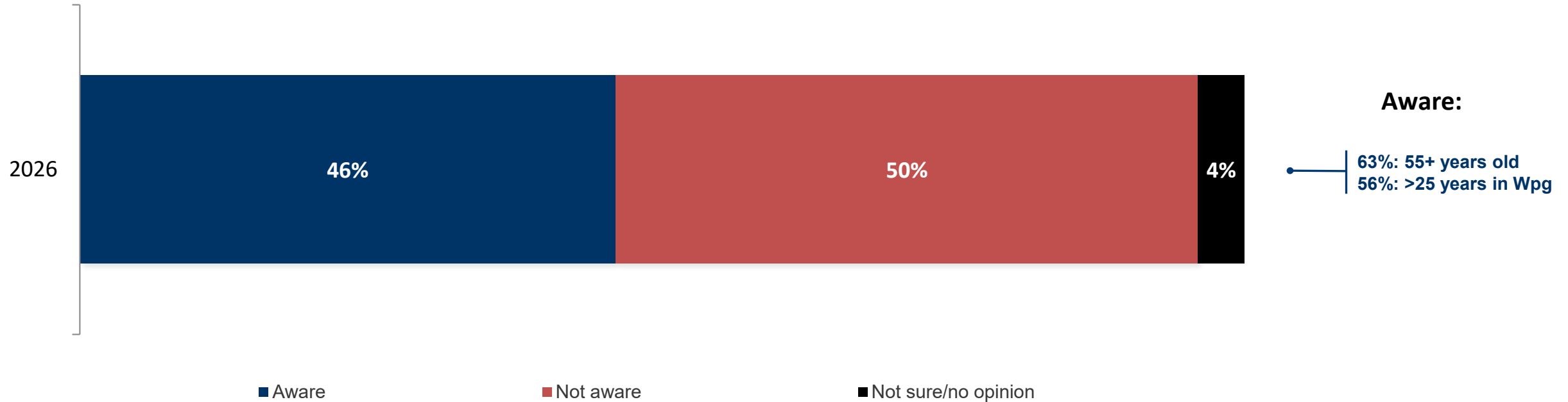
JUST HANG UP ANTI-FRAUD CAMPAIGN

JUST HANG UP ANTI-FRAUD CAMPAIGN FINDINGS

- Just under half of Winnipeggers recall hearing or seeing public communications that were part of the 'Just Hang Up' campaign (46%).
- A similar proportion (47%) have personally received a phone call that they knew or suspected might be part of an 'emergency scam'.
- Almost all Winnipeggers (97%) strongly or somewhat agree that if they were contacted by a telephone scammer, they would know to avoid being scammed, while only about half (54%) would know who to report it to.

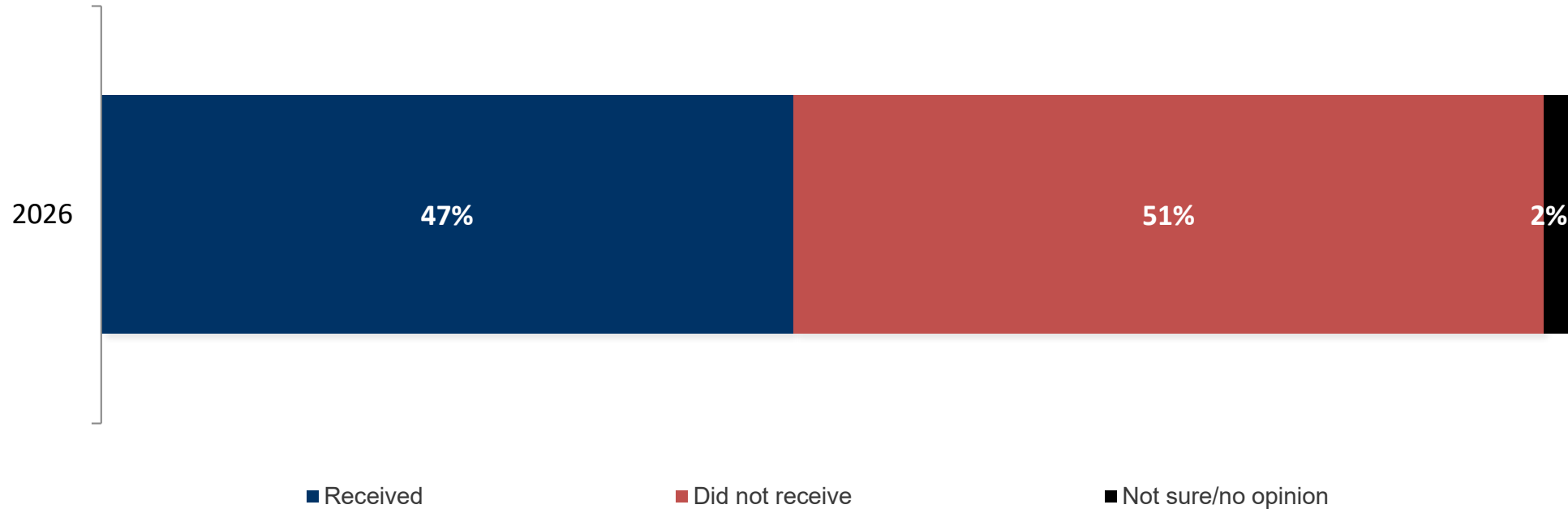
AWARENESS OF JUST HANG UP CAMPAIGN

H1. The 'Just Hang Up' campaign is a public education initiative designed to help increase awareness of what are commonly known as 'emergency scams' or 'grandparent scams'. Do you recall seeing or hearing any public communications that were a part of this campaign?



RECEIVED A SCAM PHONE CALL

H2. Thinking about the past 12 months, have you personally received a phone call that you knew or suspected might be part of an 'emergency scam'?



RECEIVED A SCAM PHONE CALL

H3. How strongly do you agree or disagree with the following statements?

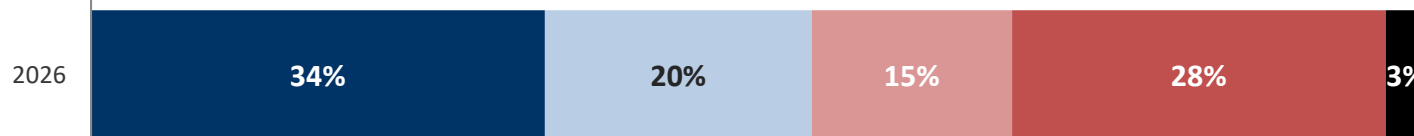
If I am contacted by a telephone scammer, I know how to avoid being scammed



Somewhat or strongly agree:

97%

If I am contacted by a telephone scammer, I know who to report it to



54%

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ No opinion

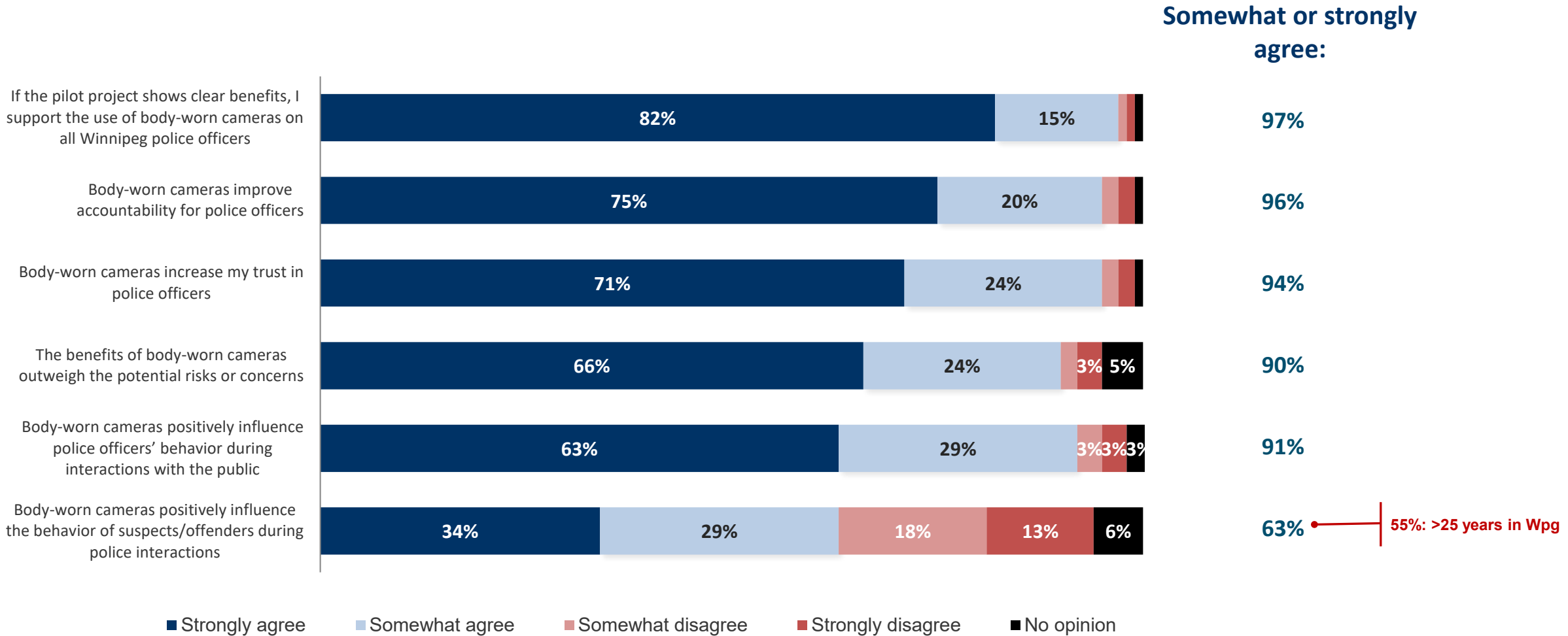
BODY-WORN CAMERAS

BODY-WORN CAMERAS FINDINGS

- The majority of Winnipeggers support the use of body-worn cameras for Winnipeg police officers. Winnipeggers are most likely to somewhat or strongly agree that if the pilot project shows clear benefits, they support the use of body-worn cameras on all Winnipeg police officers (97%), and least likely to agree that body-worn cameras positively influence the behavior of suspects/offenders during police interactions (63%).

PERCEPTIONS OF BODY-WORN CAMERAS

13. Beginning in June 2026, some members of the Winnipeg Police Service started using body-worn cameras as part of an ongoing pilot project. Thinking about police use of body-worn cameras, how strongly do you agree or disagree with the following statements?



GENERAL POLICING ISSUES AND SATISFACTION ISSUES

GENERAL ISSUES AND SATISFACTION FINDINGS

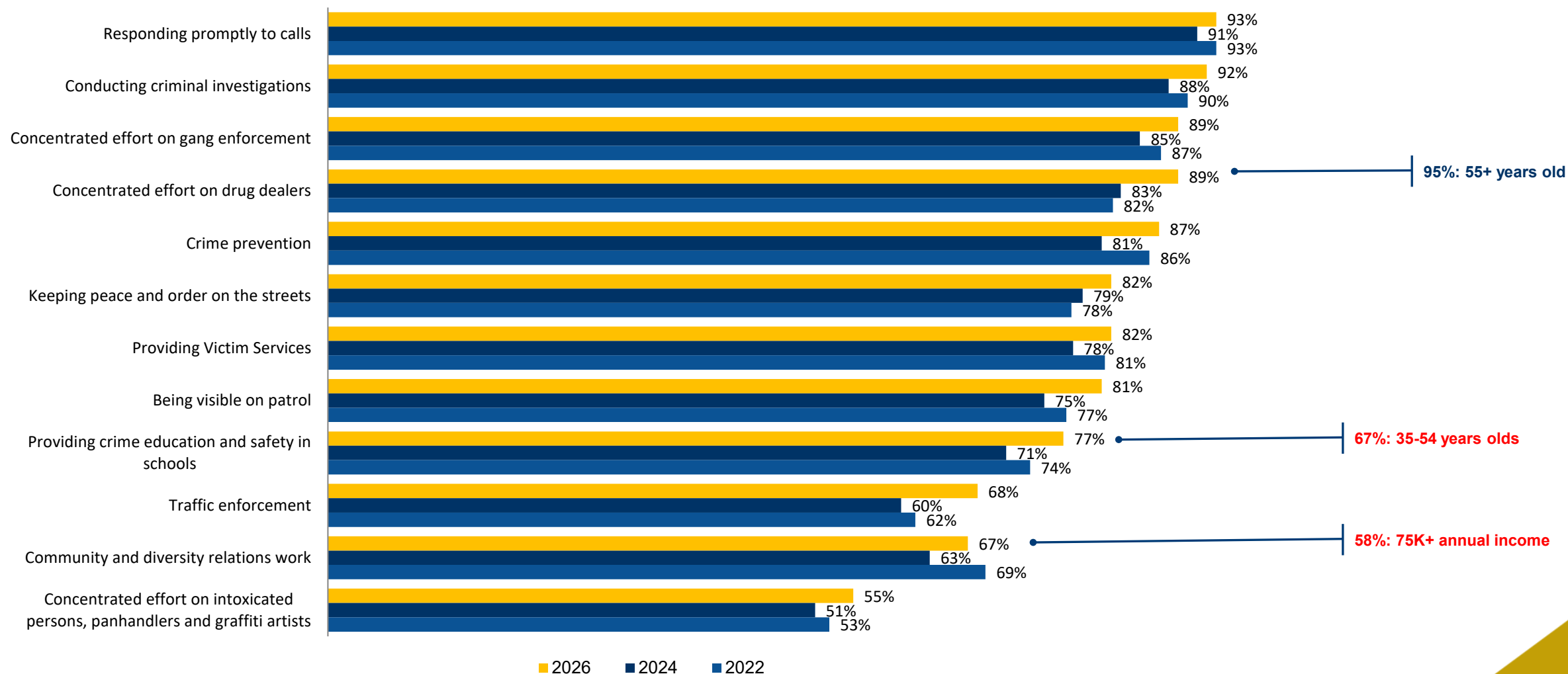
- When asked about the importance of 12 police activities, Winnipeggers put the most emphasis on responding promptly to calls (93%). Conversely, they put the least emphasis on concentrated effort on intoxicated persons, panhandlers, and graffiti artists (55%). Comparing to 2024, the biggest change was in ratings of the importance of traffic enforcement, which increased from 60% to 68%.
- When asked to rate eight different police activities, Winnipeggers are more positive on all eight activities in 2026 than in 2024, with ratings of excellent or good increasing 2 to 10 percentage points from 2026. Ratings of excellent or good for being approachable to the public increased to its highest proportion to date.
- After steadily decreasing from 2015 to 2024, there has been an increase in confidence in the Winnipeg Police Service, up from 58% in 2024 to 63% in 2026.
- Around 1 in 10 believe the Winnipeg Police Service is overfunded (11%), which is similar to 12% in 2024. However, nearly four times as many believe it is underfunded (42%).

GENERAL ISSUES AND SATISFACTION FINDINGS

- Nearly 6 in 10 (57%) Winnipeggers believe there are too few police officers in the City of Winnipeg, more than fourteen times the proportion who believe there are too many (4%). Over the past four surveys, the majority believe there are too few.
- 60% say the Winnipeg Police Service usually or always meets their needs, values and expectations, which has increased from 58% in 2024, but is still much lower than 70% in 2019.
- More than half (56%) rate the Winnipeg Police Service as excellent or good, which is up slightly from 54% in 2024. However, this proportion has been declining over time from a high of 73% in 2017.

IMPORTANCE OF POLICE ACTIVITIES

J1. 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])

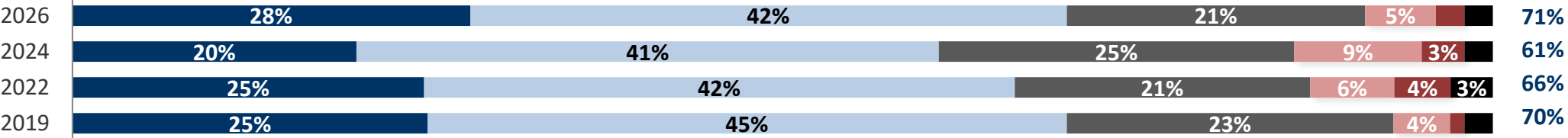


PERCEPTION OF POLICE ACTIVITIES

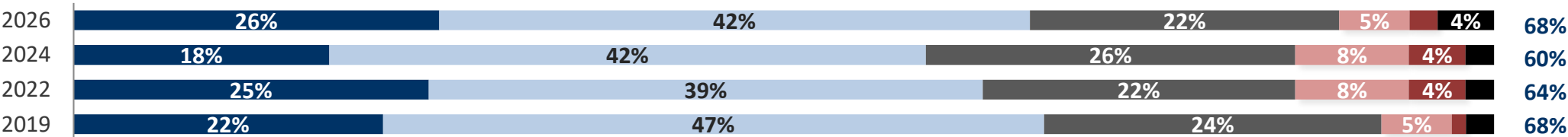
J2. Do you think, in general, the Winnipeg Police Service does an excellent, good, average, poor or very poor job of...

Being professional:

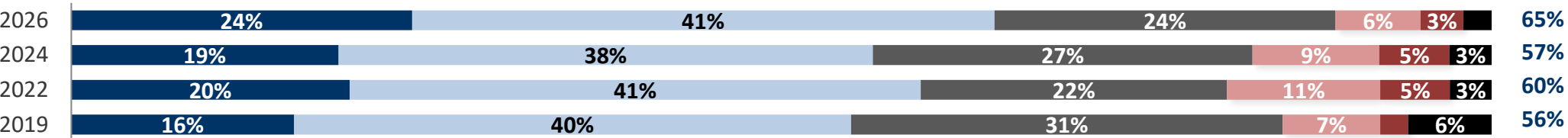
Excellent or good:



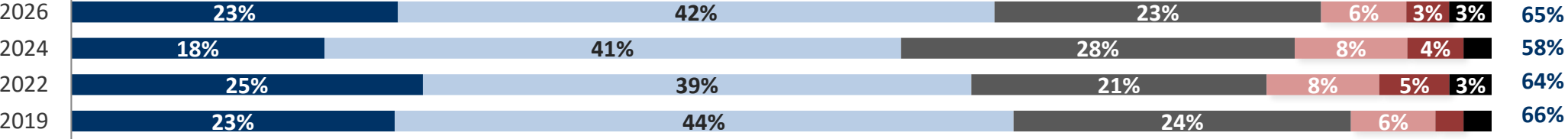
Treating citizens with courtesy:



Being approachable to the public:



Being trustworthy:



■ Excellent ■ Good ■ Average ■ Poor ■ Very poor ■ No opinion

PERCEPTION OF POLICE ACTIVITIES

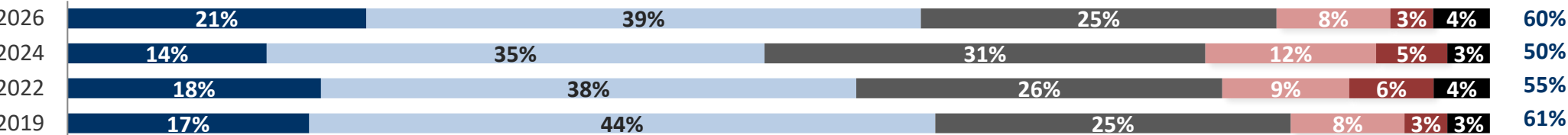
J2. Do you think, in general, the Winnipeg Police Service does an excellent, good, average, poor or very poor job of...

Ensuring the safety of citizens in your area:

Excellent or good:



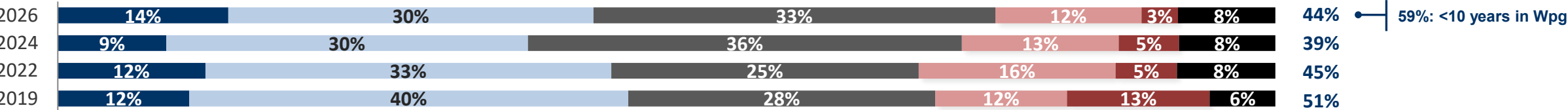
Treating people fairly:



Enforcing the laws:



Promptly responding to calls:

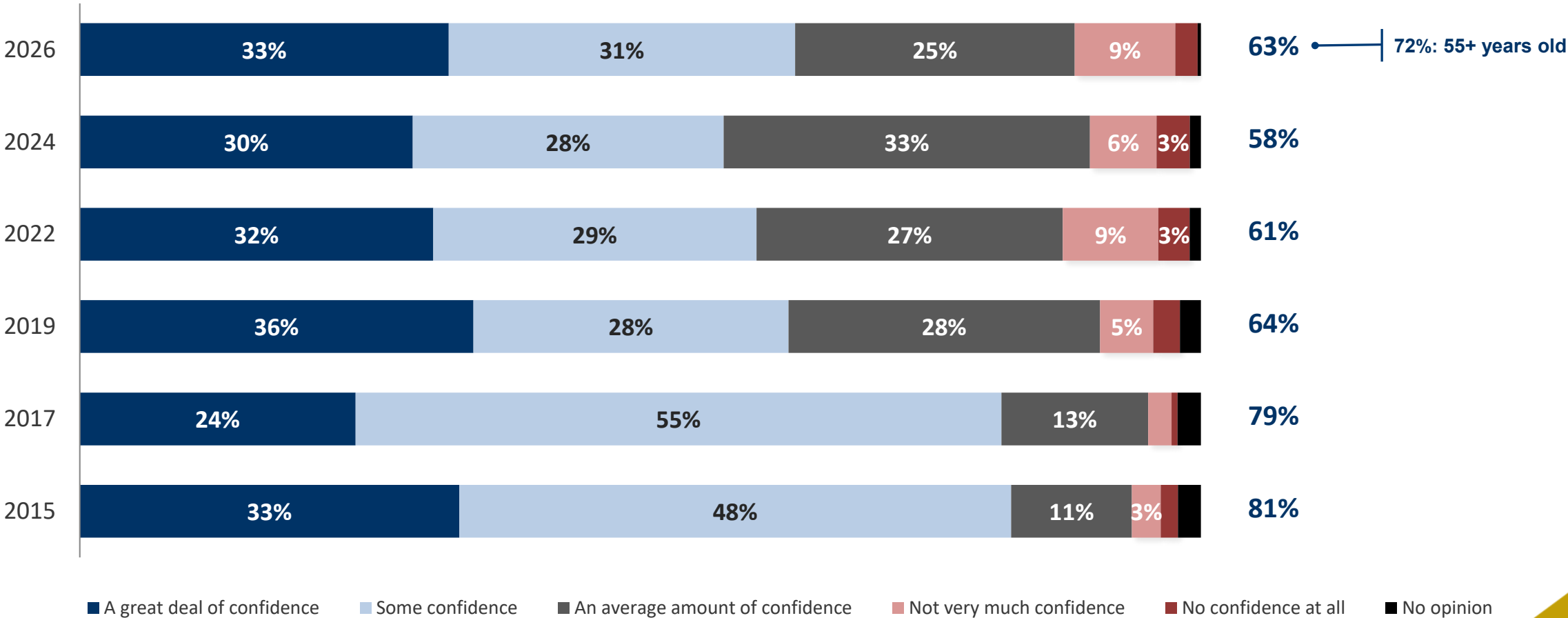


■ Excellent ■ Good ■ Average ■ Poor ■ Very poor ■ No opinion

CONFIDENCE IN WINNIPEG POLICE SERVICE

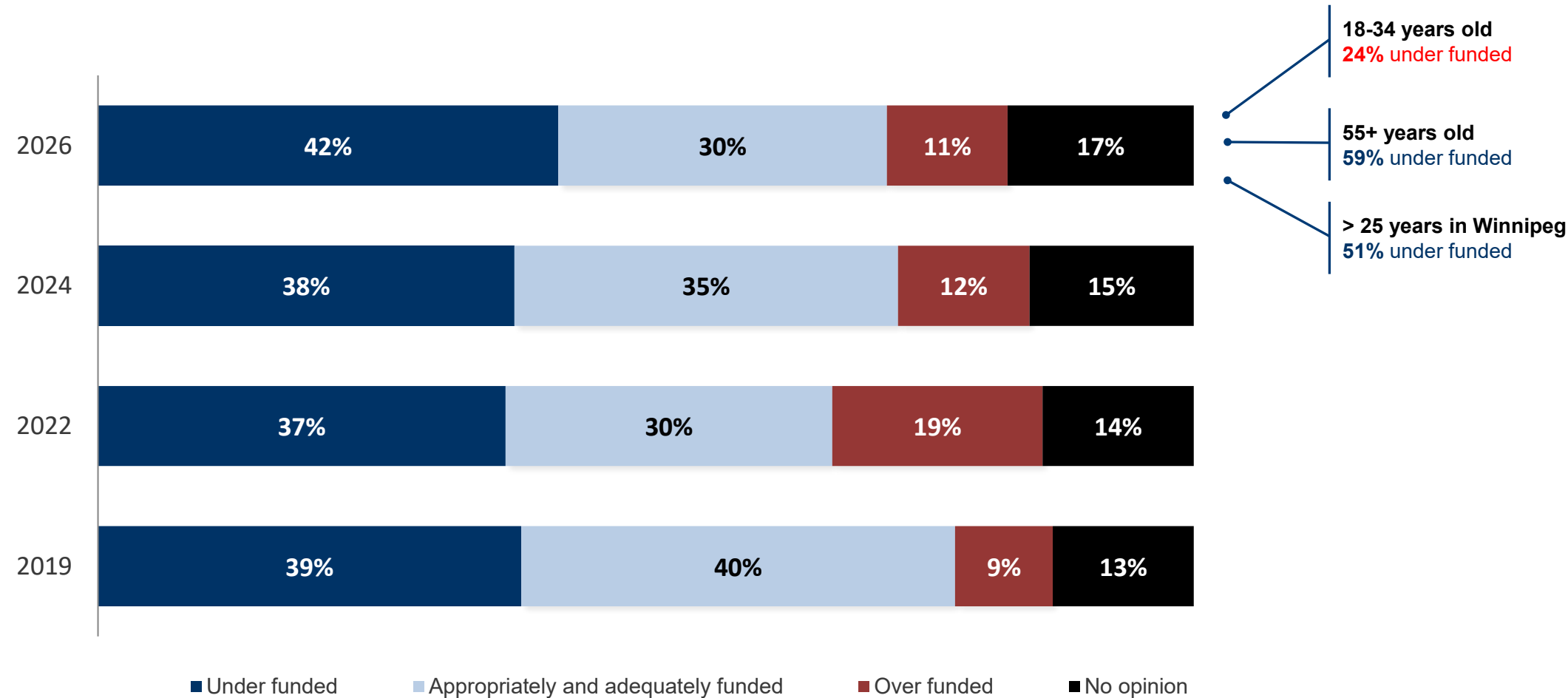
J3. How much confidence do you have in the Winnipeg Police Service?

Great or some confidence:



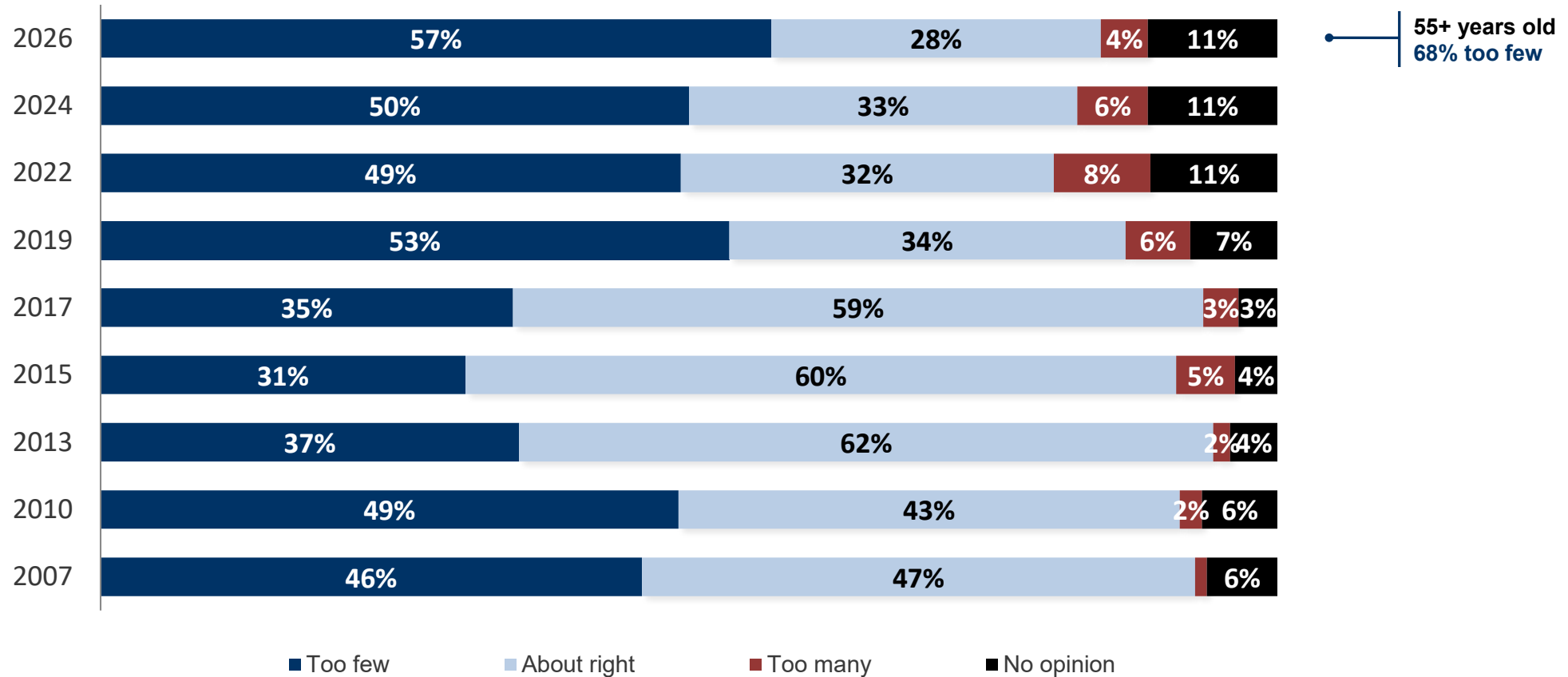
FUNDING OF WINNIPEG POLICE SERVICE

J4. How would you rate the level of funding received by the Winnipeg Police Service?



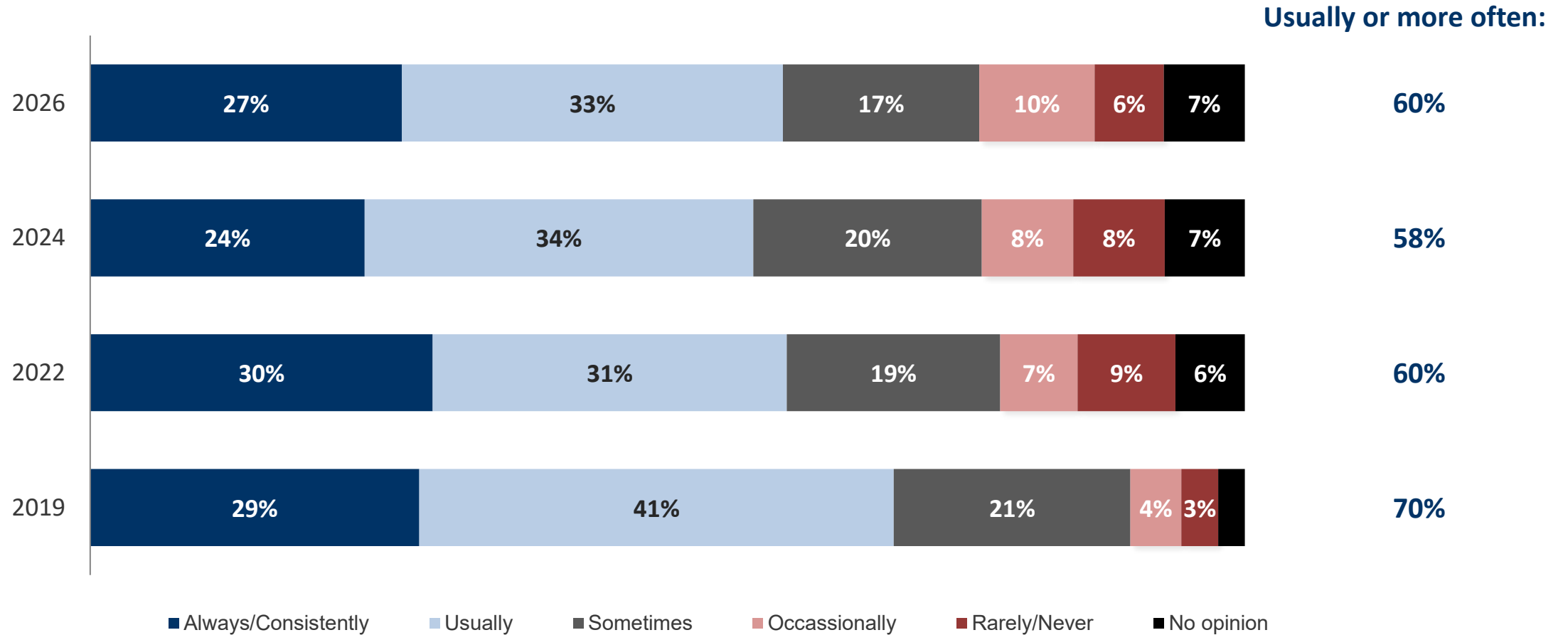
NUMBER OF WINNIPEG POLICE OFFICERS

J5. How would you rate the number of officers in the City of Winnipeg?



WINNIPEG POLICE SERVICE MEETING EXPECTATIONS

J6. How often does the Winnipeg Police Service meet your needs, values and expectations?



OVERALL QUALITY OF WINNIPEG POLICE SERVICE

J7. How would you rate the overall quality of police service in Winnipeg?

Excellent or good:

