CITIZEN PERSPECTIVE
2022 Citizen Survey

Winnipeg

June 2022

presented by: **PRA** Prairie Research Associates

Background and Objectives

Project Background

- Historically this study has been used as a tool for measuring the level of satisfaction of the citizen's of Winnipeg.
- The City of Winnipeg has conducted this study annually since 2001.

Project Objectives

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

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

Methodology

A total of 600 Winnipeg citizens aged 18 years and over were interviewed by telephone between May 2 to May 19, 2022. The sample include both landlines and cell phone numbers. The final results in this survey are weighted by age, gender, and the area of Winnipeg respondents reside in according to 2016 Statistics Canada census data.

The margin-of-error for this telephone survey of 600 adults is +/- 4.0%, 19 times out of 20. The margin-of-error is higher for sub-populations analyzed in these results.

Where applicable, this report compares the results of the 2022 survey with the results of previous citizen satisfaction surveys conducted in 2018 to 2021.
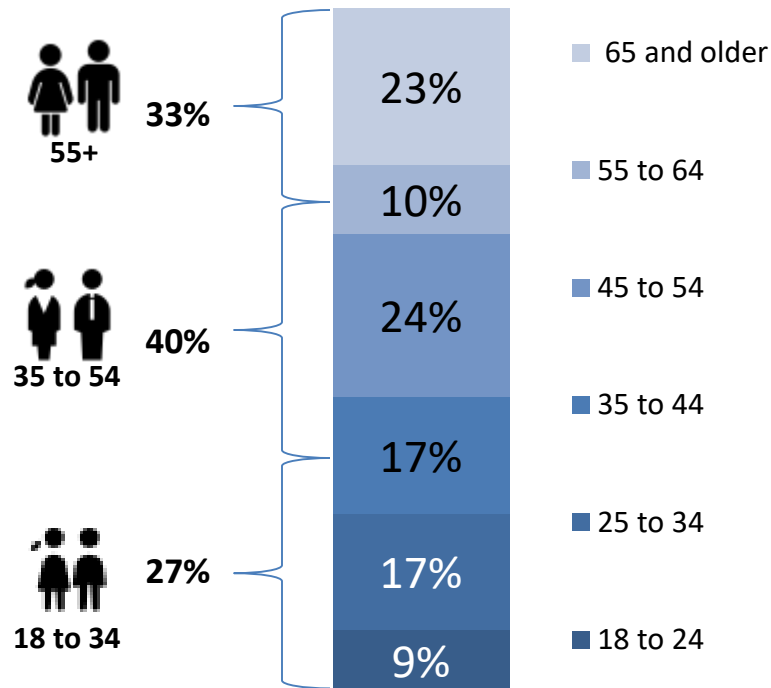
Notes:

- *Data presented is based on people who answered the survey questions (excludes "don't know/refused" response).*
- *The percentages shown in this report may not add up to exactly 100%, due to rounding.*
- *Values less than 3% may not be shown in charts.*

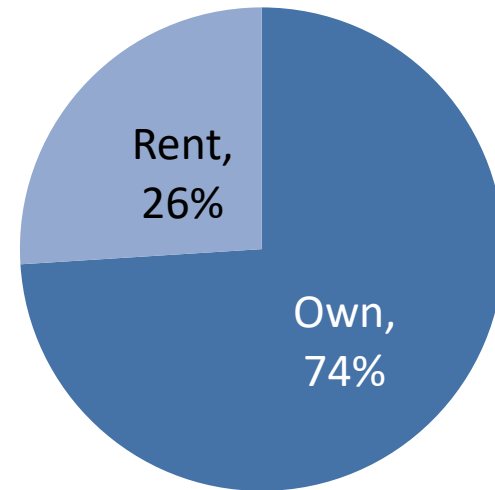# Demographics [1/2]

The majority of respondents are under 55 years old and nearly three-quarters are home owners.

Age

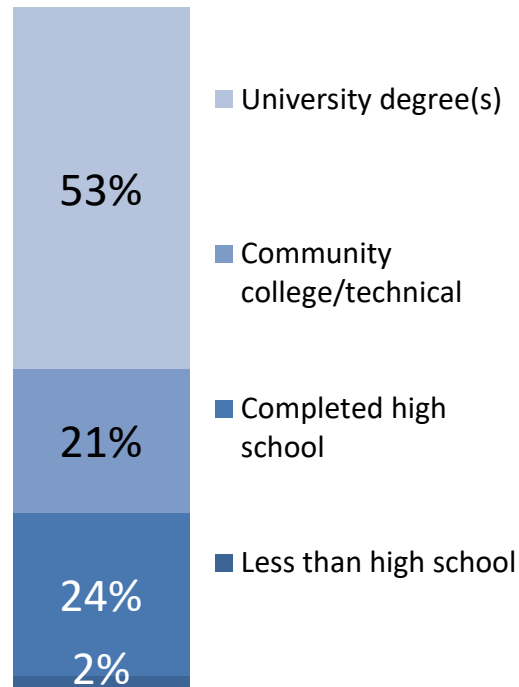**33%** 55+

40% 35 to 54

27% 18 to 34

23%	65 and older
10%	55 to 64
24%	45 to 54
17%	35 to 44
17%	25 to 34
9%	18 to 24

Own/Rent Home

Rent, 26%

Own, 74%

The majority of respondents have some post-secondary education with 53% having a university degree. Of the 81% of residents who answered the income question, 7 in 10 have a household income of $60,000 or more.

Level of Education

University degree(s)

53%

Community college/technical

21%

Completed high school

24%

Less than high school

2%

Household Income

16% — $150K+

22% — $100K to <$150K

15% — $80K to <$100K

17% — $60K to <$80K

18% — $30K to <$60K

12% — <$30K
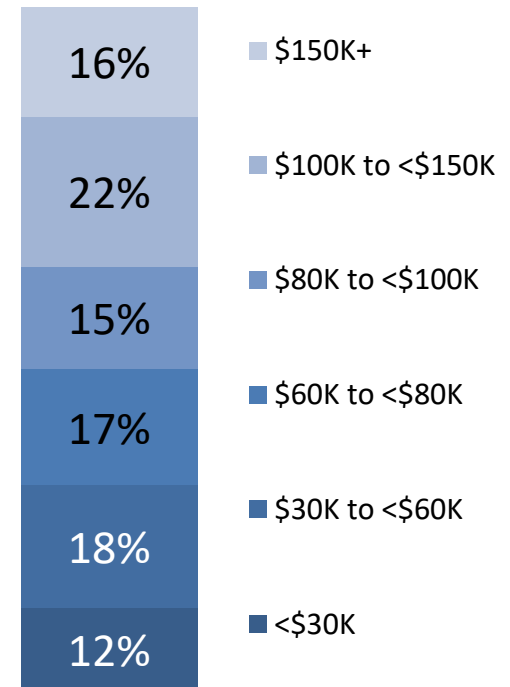
Q75 -- What is the highest level of education you have completed? (Base: All respondents (excluding Don't know/Refused). 2022 n=592) - unweighted
Q76 -- Total household income before taxes. (Base: All respondents (excluding Don't know/Refused). 2022 n=484) - unweighted

Where do they live?

Pie chart 1 — Area of Winnipeg:
- Downtown 10%
- East/Southeast 38%
- North 14%
- West/Southwest 38%

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

Area of Winnipeg

Map labels: R4A, R2E, R2P, R2V, R2G, R2R, R2X, R2W, R2K, R3W, R2Y, R3H, R3E, R3A, R3B, R2L, R2C, R3G, R3C, R2H, R3K, R3J, R2J, R3R, R3N, R3M, R3L, R3S, R3P, R2M, R3X, R3T, R3Y, R2N, R3V

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

Q78 -- First three characters of postal code. (Base: All respondents (excluding Don't know/Refused). 2022 n=595) – unweighted

Winnipeg

How do they describe their Ethnic Origin?

Over two-thirds of survey respondents described their ethnic origin as white/Caucasian.

Ethnic Origin

Ethnic Origin	Percentage
White/Caucasian (e.g., European)	71%
Indigenous or Aboriginal	11%
South Asian (e.g., East Indian, Pakistani)	6%
Black (e.g., African)	4%
Filipino	3%
Southeast Asian (e.g., Vietnamese)	3%
Latin American	2%
Chinese	1%
West Asian (e.g., Iranian)	1%
Arab (e.g., Saudi, Egyptian)	1%
Other	1%
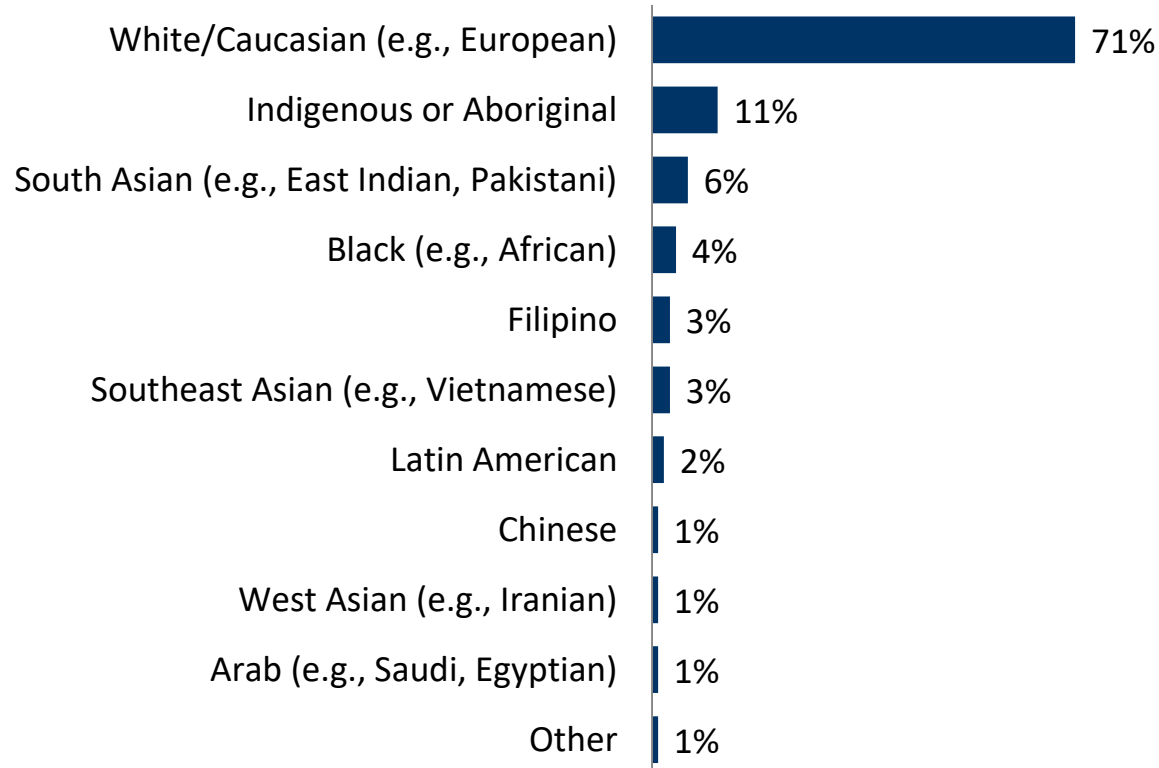
Q77 -- How would you describe your ethnic background? Multiple responses allowed (Base: All respondents (excluding Don't know/Refused). 2022 n=578) -- unweighted

THE RESULTS

2022 Overall Satisfaction

Quality of Life
(Very good/Good)

2018	2019	2020	2021	2022
93%	93%	97%	89%	88%

Value for Tax Dollars
(Very good/Good)

2018	2019	2020	2021	2022
71%	68%	78%	64%	59%

Net Promoter Score (Recommendation)
-14

Overall City Services
(Very /Somewhat Satisfied)

2018	2019	2020	2021	2022
87%	88%	90%	87%	81%

Customer Service
(Very /Somewhat Satisfied)

2018	2019	2020	2021	2022
79%	81%	82%	78%	73%

Net Promoter Score Value

21% are classified as Winnipeg Promoters, and the overall 2022 NPS is -14. This is a 15-point decrease compared to 2021 and is the first time in 5 years where detractors are higher than promoters. Older citizens are more likely to be Promoters.

Likelihood of Recommending Winnipeg as a Place to Live

NPS:

	2018	2019	2020	2021	2022
NPS	**+11**	**+11**	**+17**	**+1**	**-14**
Promoters (9-10 out of 10)	33%	32%	36%	27%	21%
Passives (7-8 out of 10)	45%	47%	45%	47%	45%
Detractors (0-6 out of 10)	22%	21%	19%	26%	35%

■ Promoters (9-10 out of 10)

■ Passives (7-8 out of 10)

■ Detractors (0-6 out of 10)
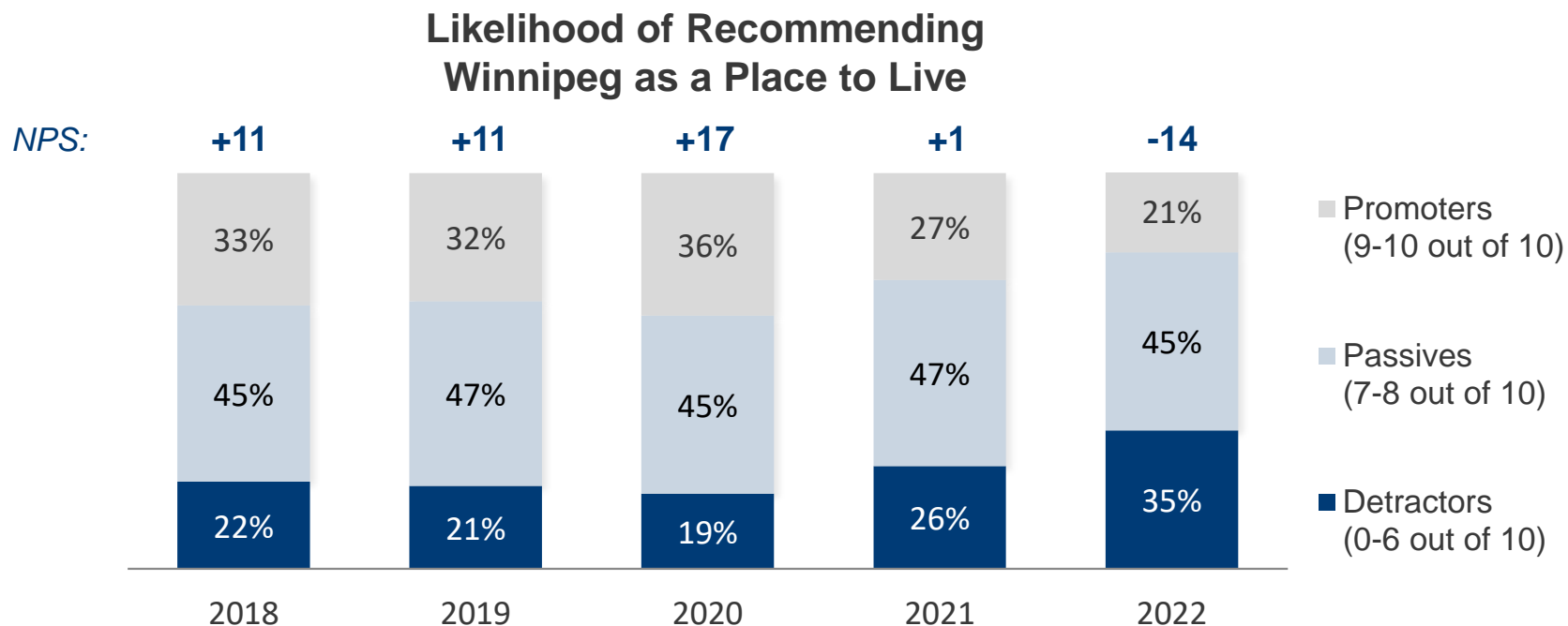
> *Those more likely to be Promoters in 2022 include:*
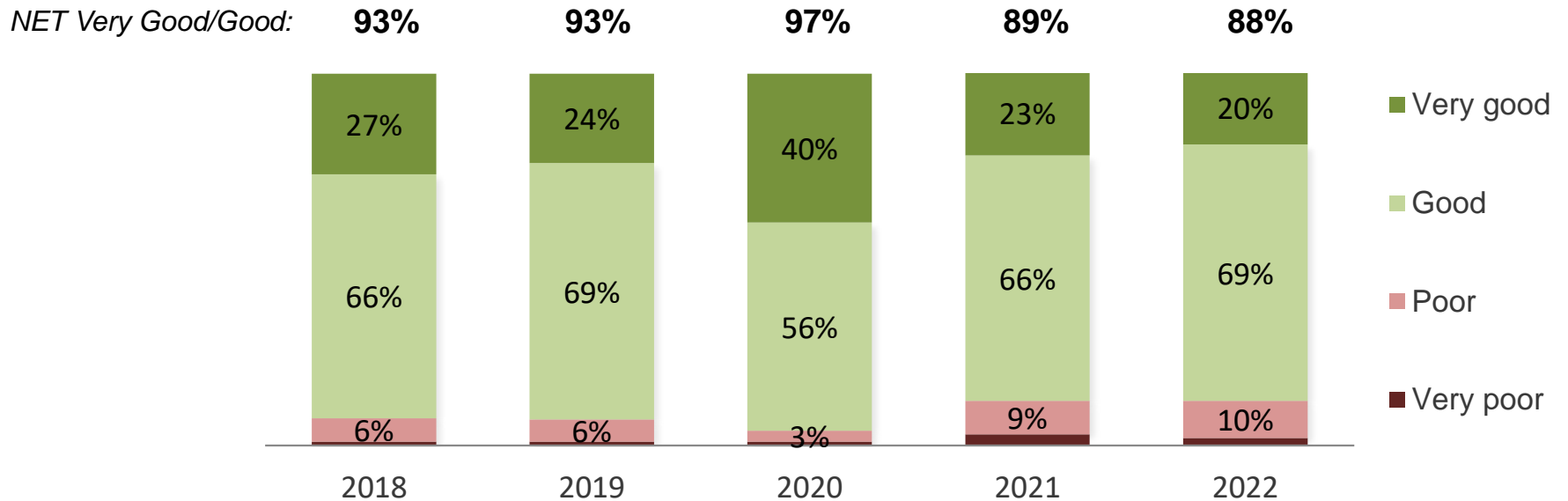> ✓ *55 years or older (33%)*

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). 2022 n=596)

QUALITY OF LIFE

Winnipeg

Quality of Life

Similar to the last time this was asked, the majority (88%) of Winnipeggers rate the overall quality of life in Winnipeg as very good or good.

Overall quality of life in Winnipeg today

NET Very Good/Good:

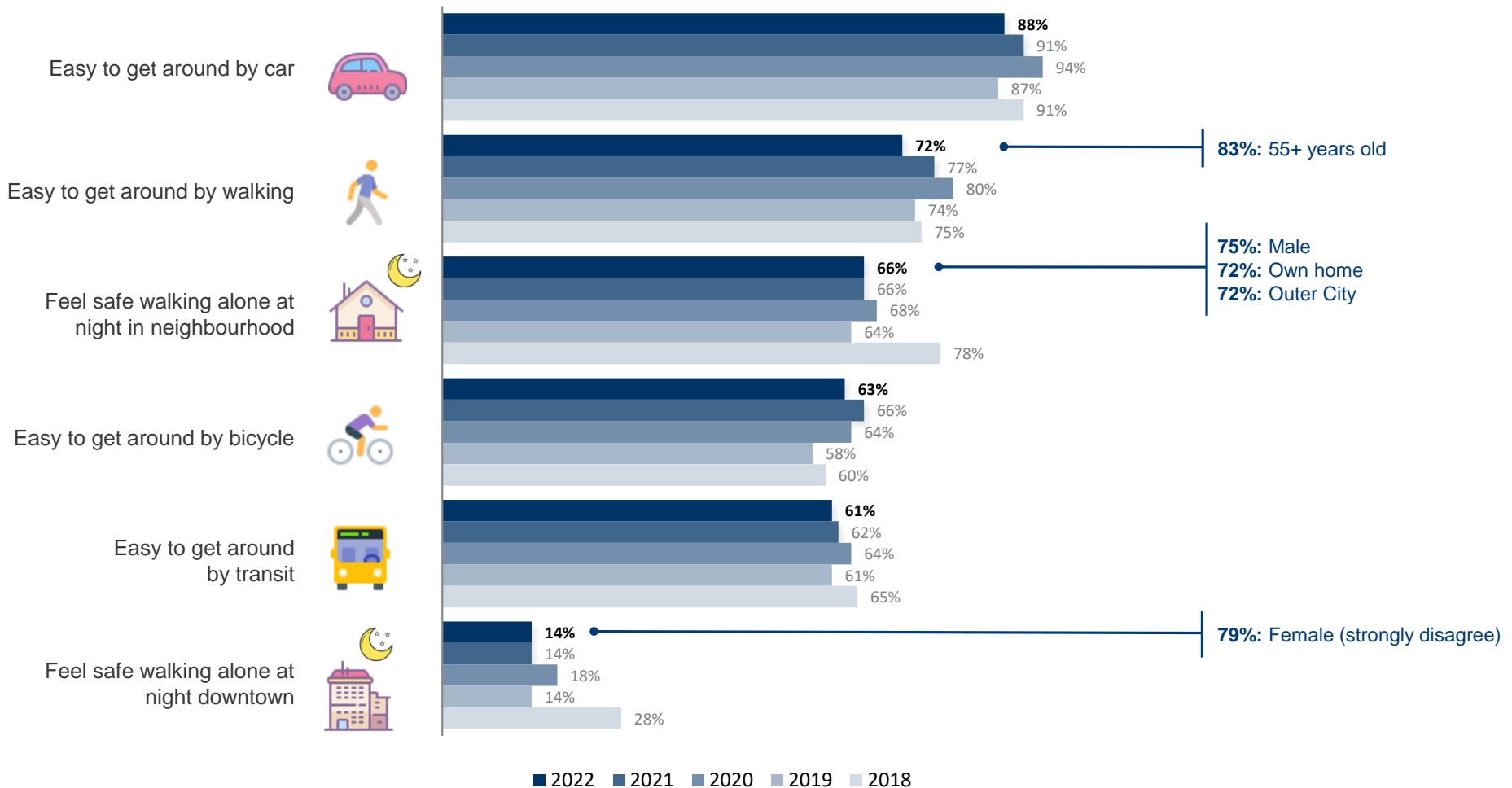|	2018	2019	2020	2021	2022
NET Very Good/Good	**93%**	**93%**	**97%**	**89%**	**88%**
Very good	27%	24%	40%	23%	20%
Good	66%	69%	56%	66%	69%
Poor	6%	6%	3%	9%	10%

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

> *There are no demographic subgroups more likely rate quality of life as very good or good.*

Q3 -- In general, how would you have rated the overall quality of life in Winnipeg prior to the impacts of the **coronavirus**? (Base: All respondents (excluding Don't know/Refused). 2022 n=590)

Quality of Life Statements

Quality of Life Ratings
(Strongly agree/Agree)

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

Easy to get around by walking
- 72%
- 77%
- 80%
- 74%
- 75%

83%: 55+ years old

Feel safe walking alone at night in neighbourhood
- 66%
- 66%
- 68%
- 64%
- 78%

75%: Male
72%: Own home
72%: Outer City

Easy to get around by bicycle
- 63%
- 66%
- 64%
- 58%
- 60%

Easy to get around by transit
- 61%
- 62%
- 64%
- 61%
- 65%

Feel safe walking alone at night downtown
- 14%
- 14%
- 18%
- 14%
- 28%

79%: Female (strongly disagree)

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

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). 2022 n=477-592)

Perceptions of Winnipeg Statements [1/2]

Perceptions of Winnipeg Ratings
(Strongly agree/Agree)

I can find the information I need on the City of Winnipeg website
- 82%
- 85%
- 88%

Believe the City of Winnipeg acts in the best interest of citizens
- 66%
- 71%
- 82%

Believe that I can influence the decisions or direction of the City of Winnipeg
- 42%
- 43%
- 52%

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

■ 2022 ■ 2021 ■ 2020
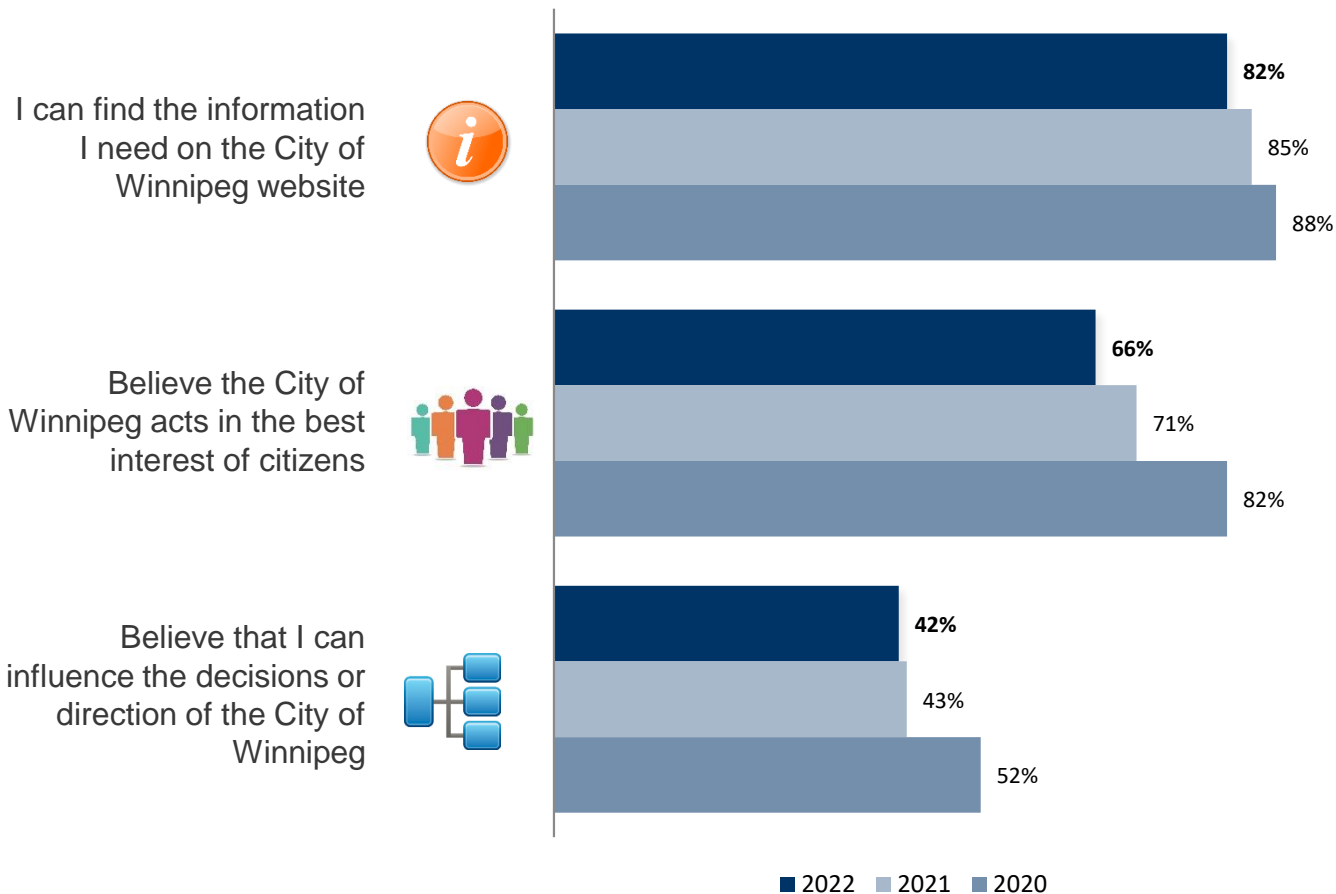
Q10 to Q12 -- I am now going to read you a few statements about your perception of Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree.(Base: All respondents (excluding Don't know/Refused). 2022 n=521-584)

Perceptions of Winnipeg Statements [1/2]

Perceptions of Winnipeg Ratings
(Strongly agree/Agree)

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

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

I believe the City of Winnipeg is doing enough for residents who are experiencing homelessness
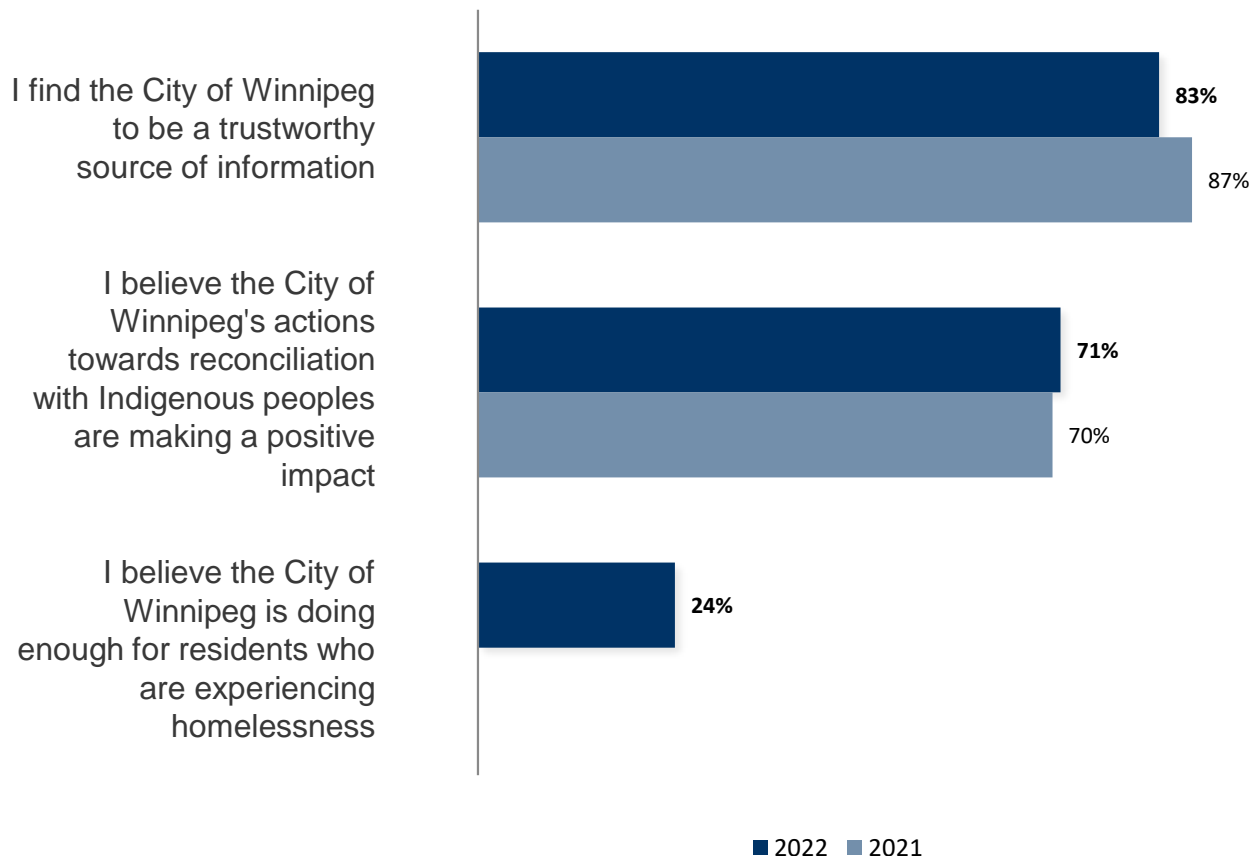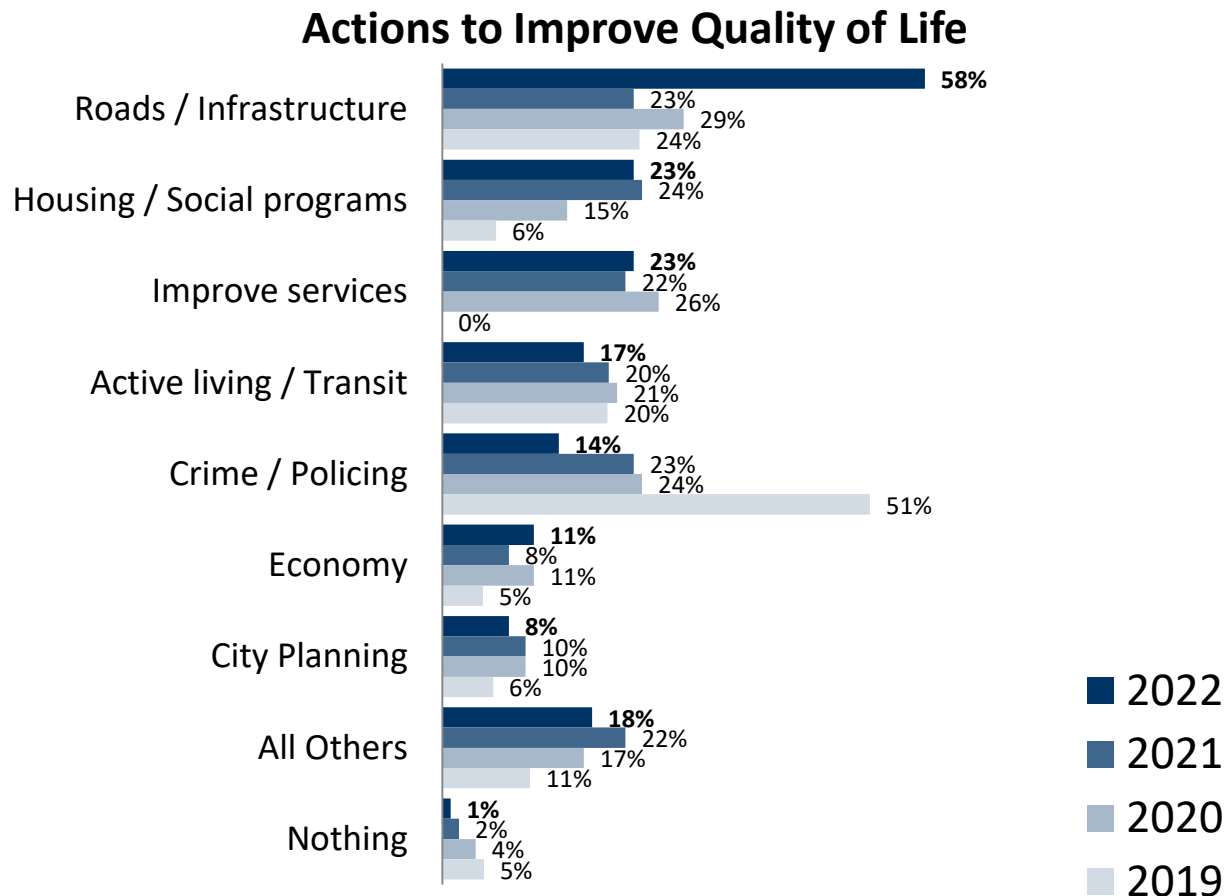- 2022: 24%

■ 2022 ■ 2021

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

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). 2022 n=525-558)
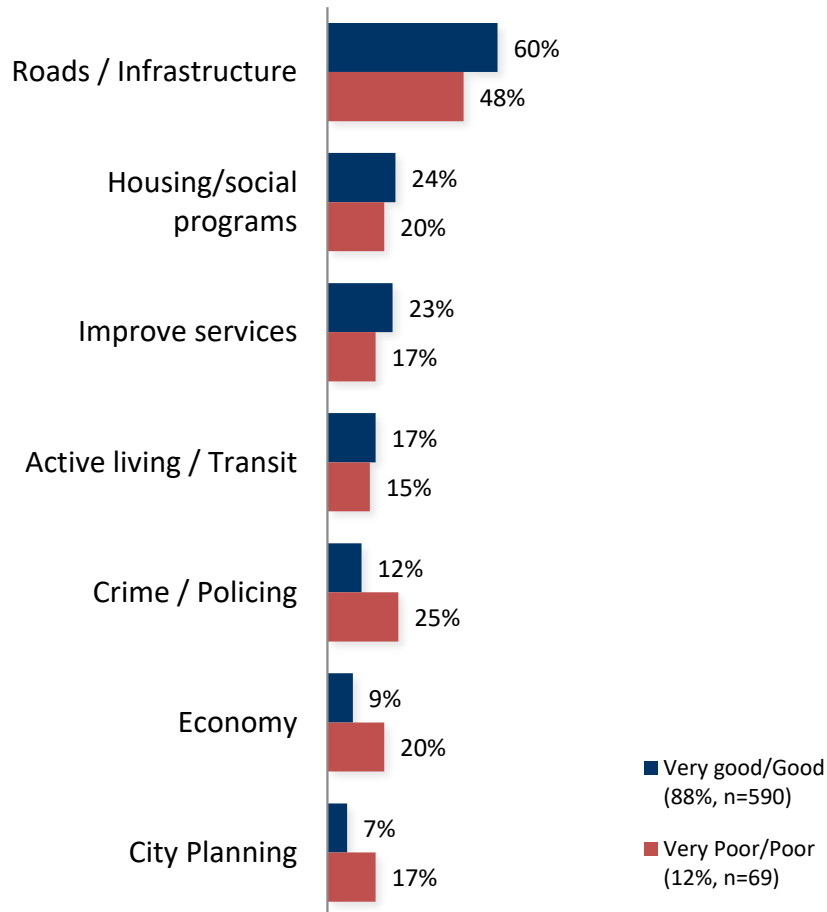
Actions to Improve Quality of Life [1/3]

Citizens most commonly mentioned *roads and infrastructure* for improving the quality of life in Winnipeg. This has more than doubled from 2021, however, other responses remain fairly similar.

Actions to Improve Quality of Life

Category	2022	2021	2020	2019
Roads / Infrastructure	**58%**	23%	29%	24%
Housing / Social programs	**23%**	24%	15%	6%
Improve services	**23%**	22%	26%	0%
Active living / Transit	**17%**	20%	21%	20%
Crime / Policing	**14%**	23%	24%	51%
Economy	**11%**	8%	11%	5%
City Planning	**8%**	10%	10%	6%
All Others	**18%**	22%	17%	11%
Nothing	**1%**	2%	4%	5%

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). 2022 n=518)

Winnipeg

Actions to Improve Quality of Life [2/3]

Top Actions by perceived Quality of Life

Very good/Good (88%, n=590)
Very Poor/Poor (12%, n=69)

Action	Very good/Good	Very Poor/Poor
Roads / Infrastructure	60%	48%
Housing/social programs	24%	20%
Improve services	23%	17%
Active living / Transit	17%	15%
Crime / Policing	12%	25%
Economy	9%	20%
City Planning	7%	17%

Most common actions for Good/Very good (88%, n=590)

- Fix roads and streets, including back lanes (57%)
- Address homelessness (14%)

Most common actions for Very poor/Poor (12%, n=69)

- Fix roads and streets, including back lanes (41%)
- Reduce crime / improve law enforcement / safety (21%)
- Build / fix / improve city (13%)
- Reduce cost of living / raise minimum wage / increase wages (13%)

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). 2022 n=518)
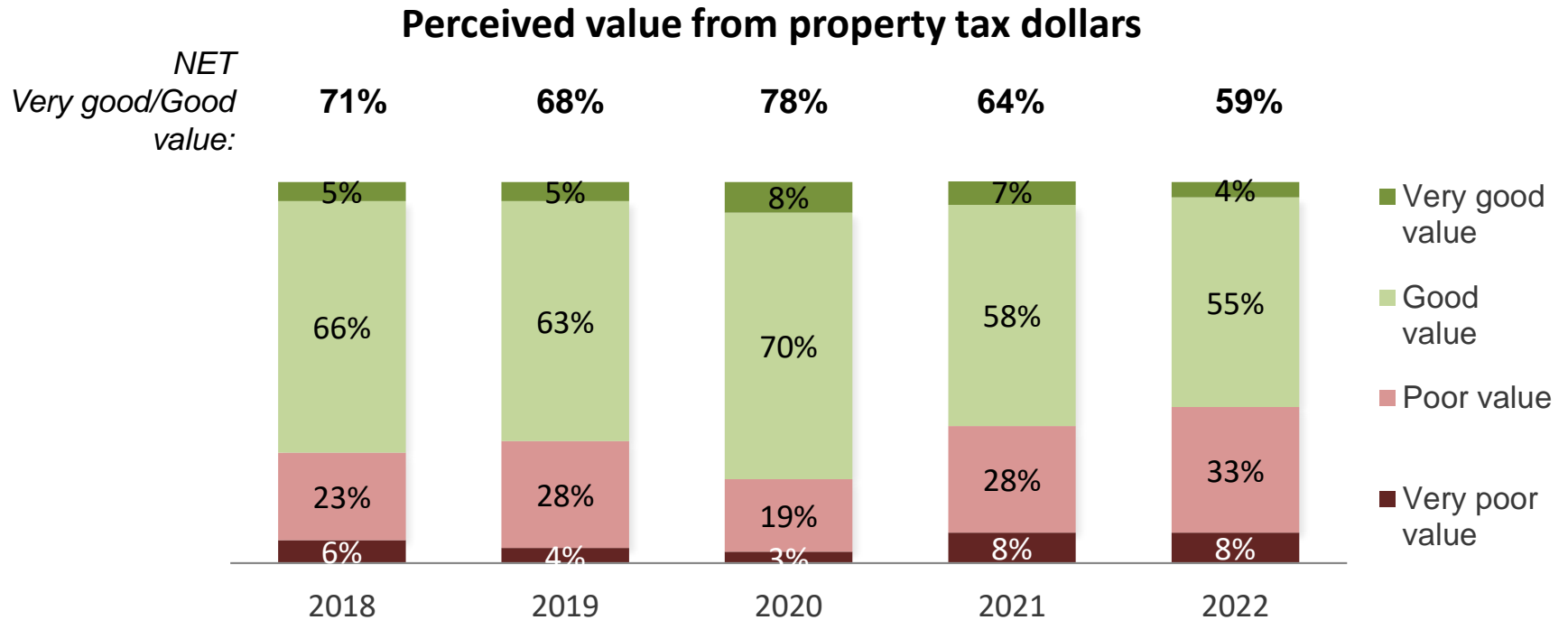
Actions to Improve Quality of Life [3/3]

Selected verbatims for Good/Very good (88%)	Selected verbatims for Very poor/Poor (12%)
• "Taking care of homeless people. Fixing the roads." • "Improve the roads and communication with people." • "Fix the roads." • "Fix the potholes. Better maintenance of community centres. Kildonan Park needs more clean up, and the city needs to keep the washrooms open 24 hours." • "Clean up the garbage outside." • "More development in the City, to make it look cleaner."	• "Crime issues and infrastructure and road repair needed. Downtown needs up keeping." • "They need to repair the roads better in residential areas. Hikes in utilities are too high. More affordable housing." • "Raise in minimum wage." • "More emphasis on crime and work on infrastructure." • "Fix the roads." • "Crime prevention initiatives, making Winnipeg more appealing to businesses and industry."

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). 2022 n=518)

Winnipeg

VALUE FOR TAX DOLLARS

Value for Tax Dollars

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

Perceived value from property tax dollars

NET
Very good/Good value:

| 71% | 68% | 78% | 64% | 59% |

Year	Very poor value	Poor value	Good value	Very good value
2018	6%	23%	66%	5%
2019	4%	28%	63%	5%
2020	3%	19%	70%	8%
2021	8%	28%	58%	7%
2022	8%	33%	55%	4%

- Very good value
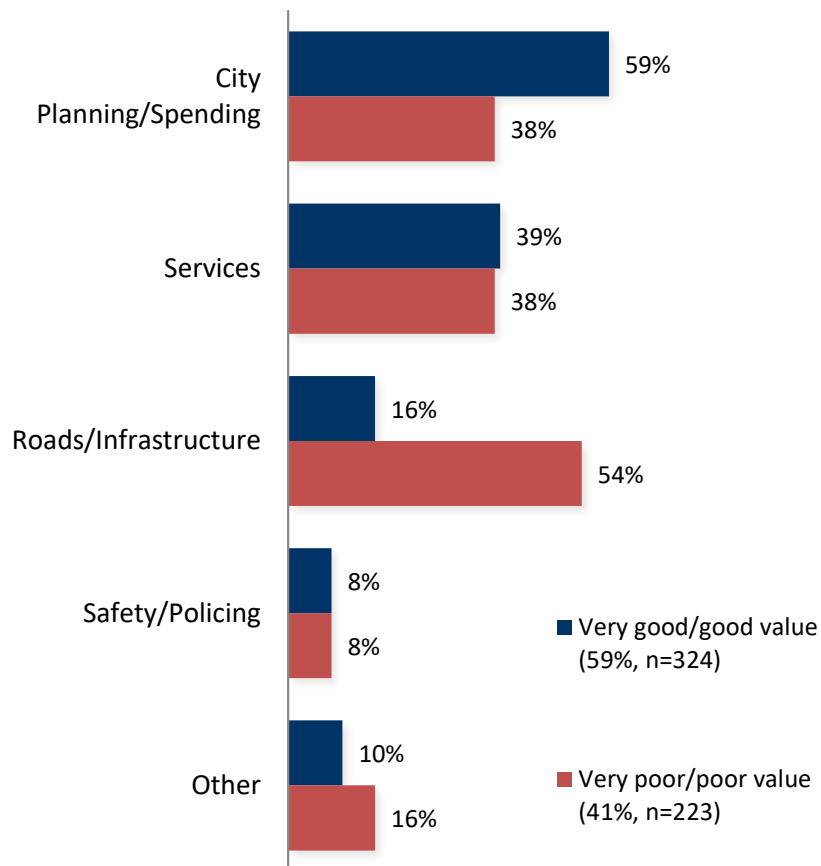- Good value
- Poor value
- Very poor value

> *There are no demographic subgroups more likely to rate value for tax dollars as very good or good.*

Q14 -- Considering the services provided by the City for your property tax dollars, do you feel you receive… (Base: All respondents (excluding Don't know/Refused). 2022 n=547)

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

Reasons by perceived value

	Very good/good value (59%, n=324)	Very poor/poor value (41%, n=223)
City Planning/Spending	59%	38%
Services	39%	38%
Roads/Infrastructure	16%	54%
Safety/Policing	8%	8%
Other	10%	16%

Most common reasons for Very good/good value (59%, n=324)

- General satisfaction (47%)
- Satisfaction with road upkeep (12%)
- Satisfaction with services:
  - Snow clearing (15%)
  - Garbage/recycling (12%)

Most common reasons for Very poor/poor value (41%, n=223)

- Dissatisfaction with roads (45%)
- Dissatisfaction with taxes (16%)
- Dissatisfaction with city spending (13%)
- Dissatisfaction with city administration and planning (12%)

Q14B -- Why do you feel you receive <<Q14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an option about value for taxes (excluding Don't know/Refused). 2022 n=433)

Winnipeg

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

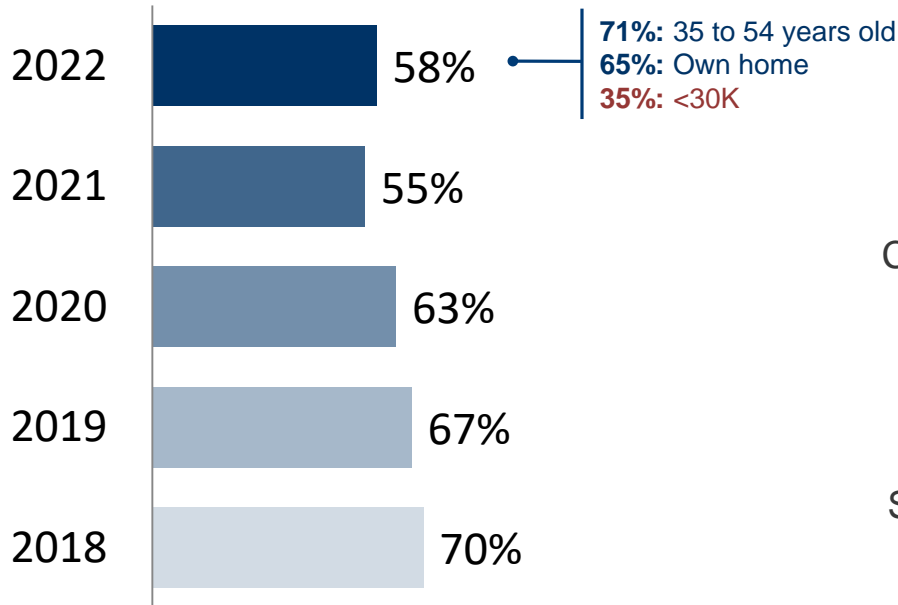| Selected verbatims for Very good/good value (59%)	Selected verbatims for Very poor/poor value (41%)
• "When we call for city service they show up within a reasonable amount of time." • "They are using the taxes well." • "Services are there, just need to use them properly." • "The garbage pick up service is the best, Pretty consistent in clearing the snow in the walk way" • "Roads, and sidewalks are looked after in the winter." • "Most of the services the city provides is adequate." • "Feel secure with the general safety of the city. Feel younger generations are moving on a professional role, so this helps to take better decisions for the city." • "Because they've managed to maintain services important to citizens without major increases in taxes." • "It's not that high compared to other cities."	• "The streets are very poor. There seems to be so much money but I don't see them really doing anything. They're not very organized, we don't get a lot for tax dollars but they keep going up. I don't see any improvements." • "Too much taxes and housing not worth it." • "The roads are always damaged." • "Snow clearing is not fast enough. Grasses are not always cut. Some curbs needs to be fixed." • "Over-taxed. Promotion of Businesses is low." • "No money is going back into the city; you can't see anywhere what they have done with the money." • "I'm paying too much taxes and the service is not really good. • "Poor management of public services-example: Building Permit Department; City council has not done much to encourage the performance of public staff. Public works should have been handled by 3rd party contractors."

Q14B -- Why do you feel you receive <<Q14.text>> from your property tax dollars? Multiple response allowed. (Base: Gave an option about value for taxes (excluding Don't know/Refused). 2022 n=433)

CUSTOMER SERVICE
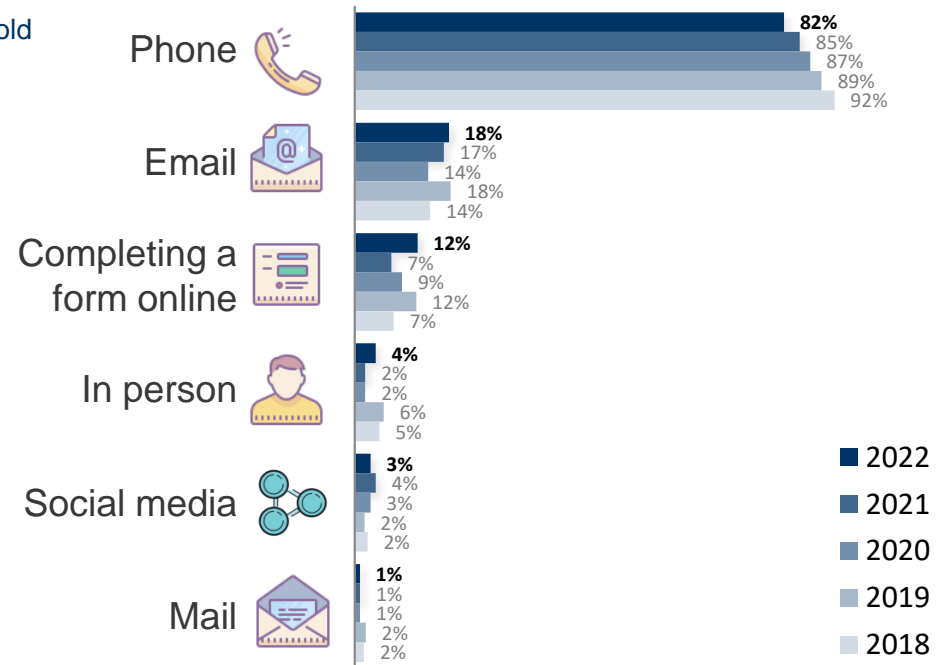
Contact with the City

Phone is the most common method used to contact the City followed by email. About 3 in 5 Winnipeggers contacted the city in the past year, with those between the age of 35 to 54 and homeowners being more likely to do so.

Contacted City in the last year

Year	Percentage
2022	58%
2021	55%
2020	63%
2019	67%
2018	70%

71%: 35 to 54 years old
65%: Own home
35%: <30K

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

Phone
- 82% (2022)
- 85% (2021)
- 87% (2020)
- 89% (2019)
- 92% (2018)

Email
- 18% (2022)
- 17% (2021)
- 14% (2020)
- 18% (2019)
- 14% (2018)

Completing a form online
- 12% (2022)
- 7% (2021)
- 9% (2020)
- 12% (2019)
- 7% (2018)

In person
- 4% (2022)
- 2% (2021)
- 2% (2020)
- 6% (2019)
- 5% (2018)

Social media
- 3% (2022)
- 4% (2021)
- 3% (2020)
- 2% (2019)
- 2% (2018)

Mail
- 1% (2022)
- 1% (2021)
- 1% (2020)
- 2% (2019)
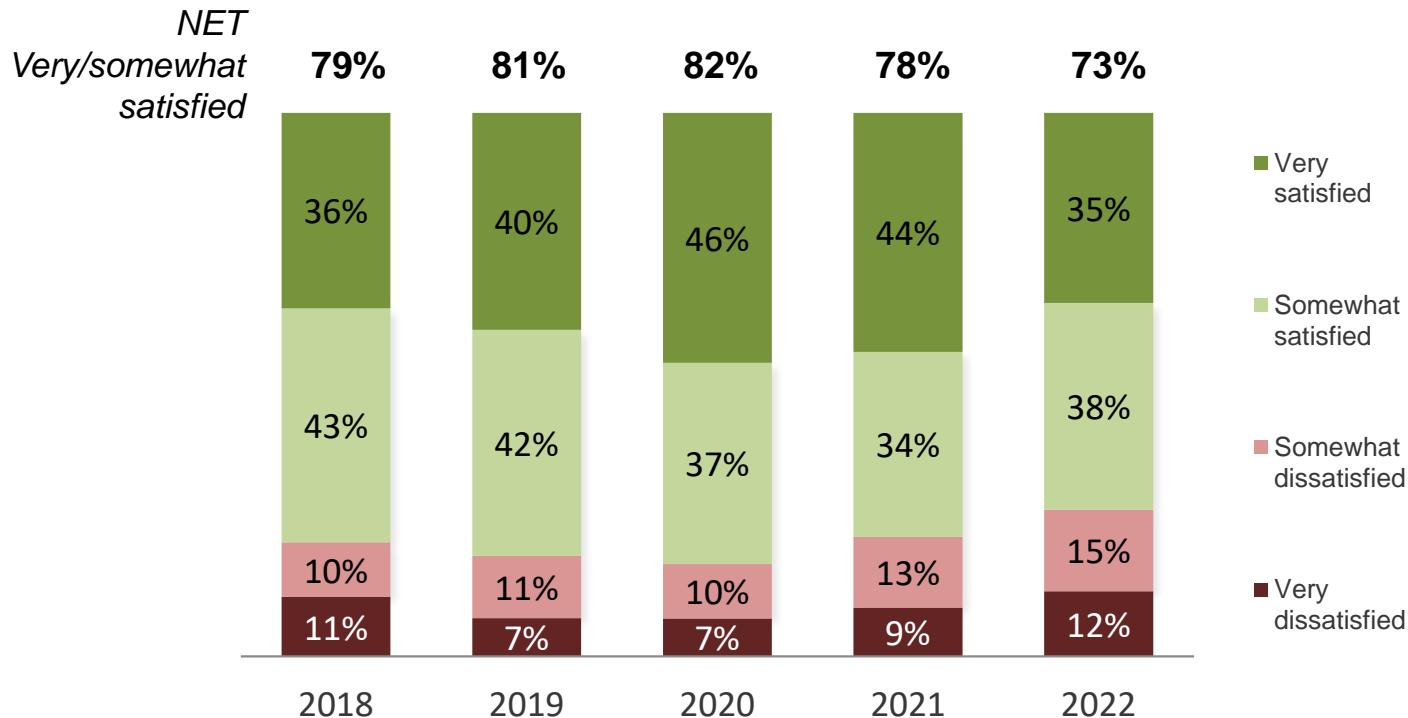- 2% (2018)

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

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). 2022 n=599)
Q66 -- How did you contact the City of Winnipeg? Multiple responses allowed (Base: Contacted the city (excluding Don't know/Refused). 2022 n=347)

Satisfaction with Customer Service

Although lower than previous years, satisfaction with customer service remains high at 73%. Satisfaction is highest by telephone.

Satisfaction with Customer Service

NET Very/somewhat satisfied

	2018	2019	2020	2021	2022
NET	79%	81%	82%	78%	73%
Very satisfied	36%	40%	46%	44%	35%
Somewhat satisfied	43%	42%	37%	34%	38%
Somewhat dissatisfied	10%	11%	10%	13%	15%
Very dissatisfied	11%	7%	7%	9%	12%

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

Method of contact	% Very/ Somewhat satisfied
Phone	79%
Email	18%
Online	15%

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

Q67 -- How would you rate the experience? (Base: Contacted the city (excluding Don't know/Refused). 2022 n=343)

Winnipeg

Customer Service Details

Agreement with Statements
(Strongly/Somewhat Agree)

City staff are courteous, helpful and knowledgeable
- 2022: **90%**
- 2021: 92%
- 2020: 94%
- 2019: 91%
- 2018: 91%

The quality of service from the City is consistently high
- 2022: **66%**
- 2021: 76%
- 2020: 78%
- 2019: 73%
- 2018: 77%

The City responds quickly to requests and concerns
- 2022: **51%**
- 2021: 67%
- 2020: 65%
- 2019: 59%
- 2018: 64%

City staff are easy to get a hold of when I need them
- 2022: **49%**
- 2021: 61%
- 2020: 59%
- 2019: 62%
- 2018: 60%

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018
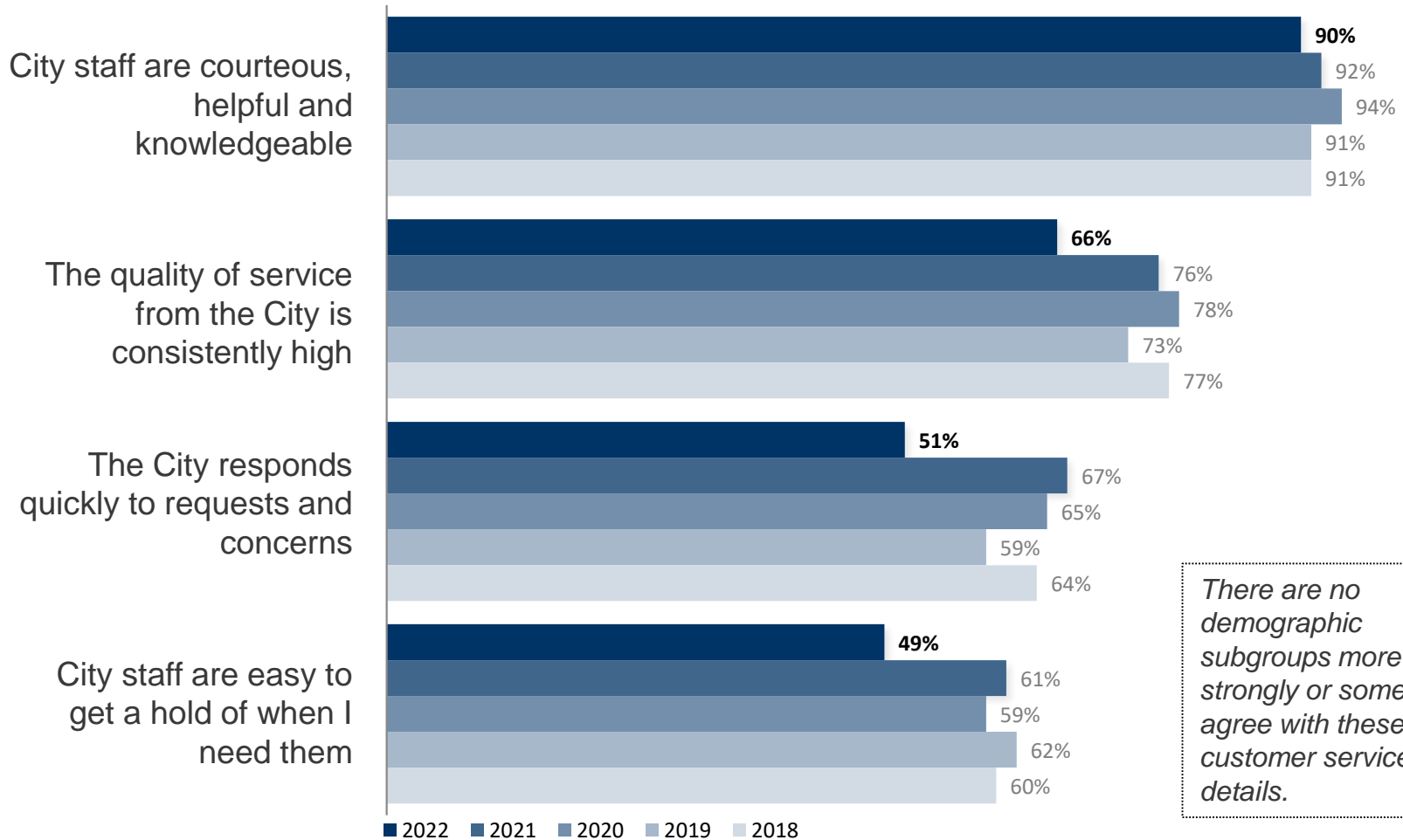
There are no demographic subgroups more likely strongly or somewhat agree with these customer service details.

Q68 to Q71 -- I am going to read you a number of statements about the City. Thinking about your personal dealings with the City of Winnipeg and your general impressions, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (Base: Contacted the city (excluding Don't know/Refused). 2022 n=336-339)

Improvement to Customer Service [1/2]

Customers service improvements by satisfaction level

Staff contact
54%
26%

Staffing Levels/Availability
49%
39%

Systems
10%
20%

Other
4%
5%

No suggestions/ satisfied
36%
4%

■ Very/Somewhat satisfied (73%, n=251)

■ Very/Somewhat dissatisfied (22%, n=92)
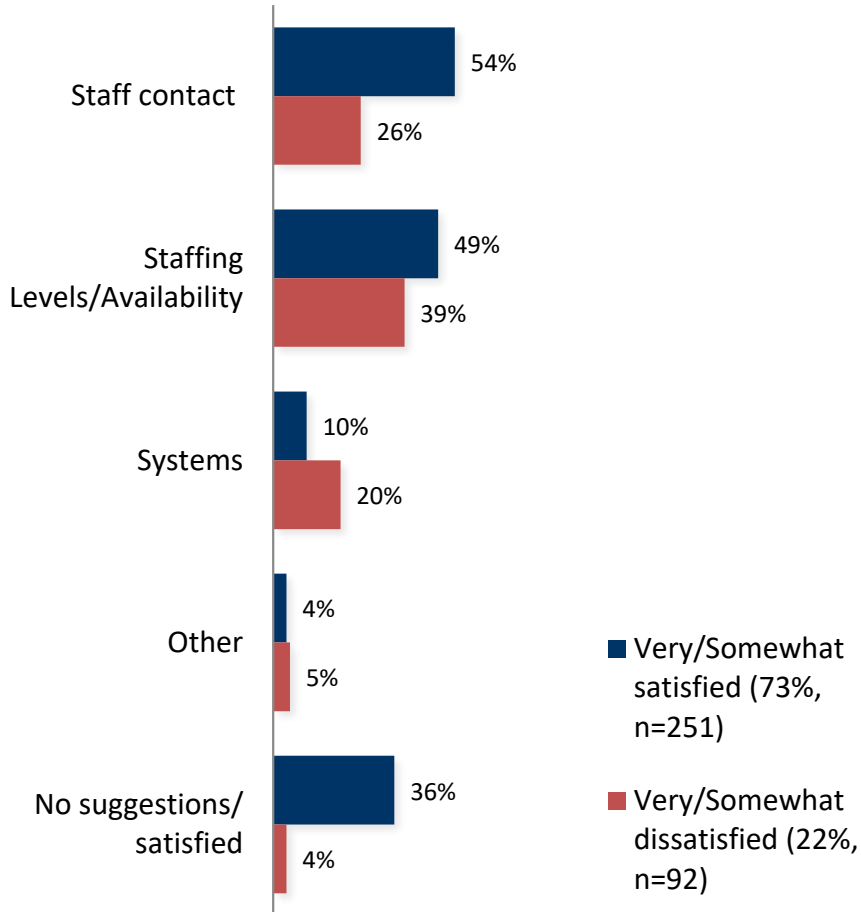
Most common improvements for Very/Somewhat satisfied (73%, n=251)

- No suggestions/satisfied (36%)
- More people on staff (19%)
- Answer phone more quickly/less time on hold (18%)

Most common improvements for Very/Somewhat dissatisfied (22%, n=66)

- Answer phone more quickly/less time on hold (32%)
- More people on staff/phones (27%)
- Staff should respond more quickly (18%)
- Staff should listen / show an interest in wanting to help (16%)
- More knowledgeable staff (12%)

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

Improvement to Customer Service

Selected verbatims for Very/Somewhat satisfied (78%)	Selected verbatims for Very/Somewhat dissatisfied (22%)
• "The city's customer service should have a call back option when customer's give a call to them instead of waiting on the line." • "Shorter wait times calling 311." • "More responsiveness for 311 call, they don't have any results for any problems." • "Make it easier to get a hold of them without having to do it online." • "Hire more staff, give them better training, quality control when hiring." • "Employ more staff, answer their phones, provide accurate information. Language barriers, wait time on the phone is too long."	• "Wait times are very long. Knowledge of staff need to be improved. Should be easy to get what people need." • "The wait times to get through are ridiculous. Not all information is clear or available online, so sometimes I need to speak to someone. Not always possible, as I have to book an hour in my day to stay on hold." • "Hire more people to deal with answering phones and response time." • "Make it easier to actually talk to departments that you have a concern with and not just go through the 311 phone line."

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

CITY SERVICES

Overall Satisfaction with City Services

The majority (81%) of Winnipeggers are at least somewhat satisfied with city services.

Overall Satisfaction with City Services

NET Very/somewhat satisfied

	2018	2019	2020	2021	2022
NET	87%	88%	90%	87%	81%
Very satisfied	20%	17%	27%	23%	13%
Somewhat satisfied	67%	71%	62%	64%	68%
Somewhat dissatisfied	11%	10%	9%	10%	16%

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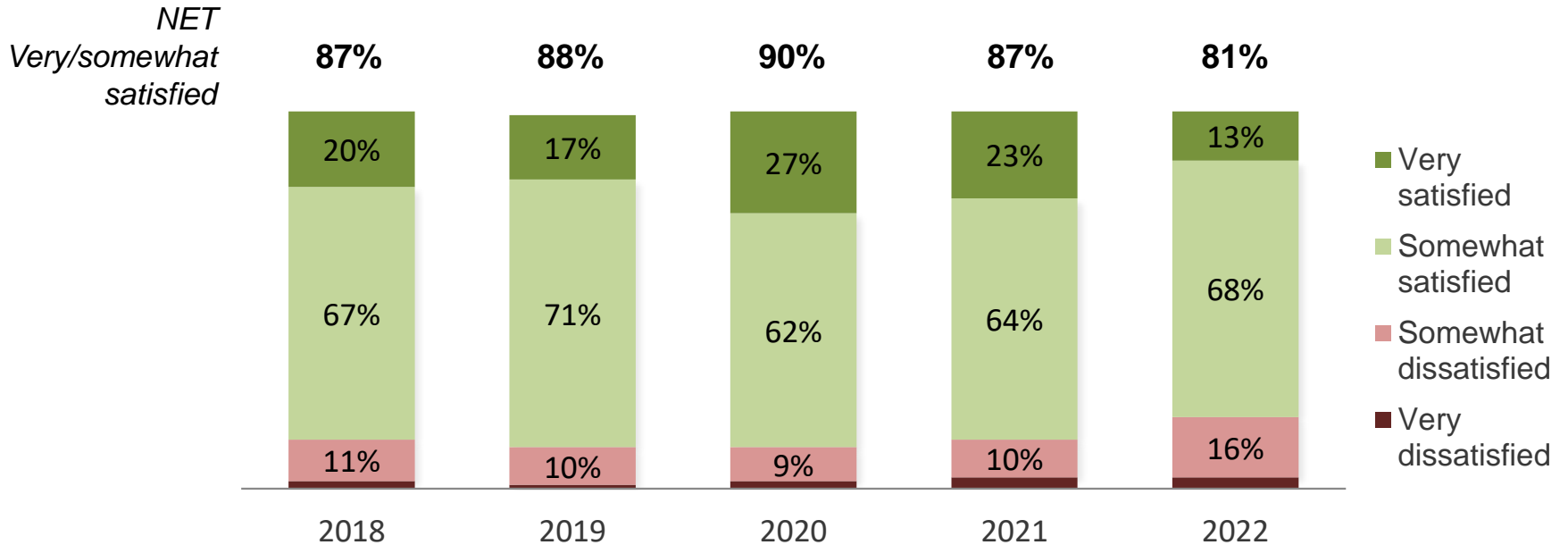
There are no demographic subgroups more likely to be satisfied with the overall satisfaction with city services.

Q52 -- In general, how satisfied are you overall with the services provided by the City of Winnipeg? (Base: All respondents (excluding Don't know/Refused). 2022 n=590)

Importance of Service Areas [1/2]

Public safety is rated as the most important service area followed by infrastructure.

Service Area	Importance (weighted)	% Ranked 1 and 2	2021
Public Safety (Fire Paramedic, Police)	1.7	80%	⬇
Infrastructure (Roads, Water)	2.2	64%	⬆
Community Services (Libraries, Recreation)	2.7	38%	⬇
Property & Development (Land use planning)	3.3	20%	⬇

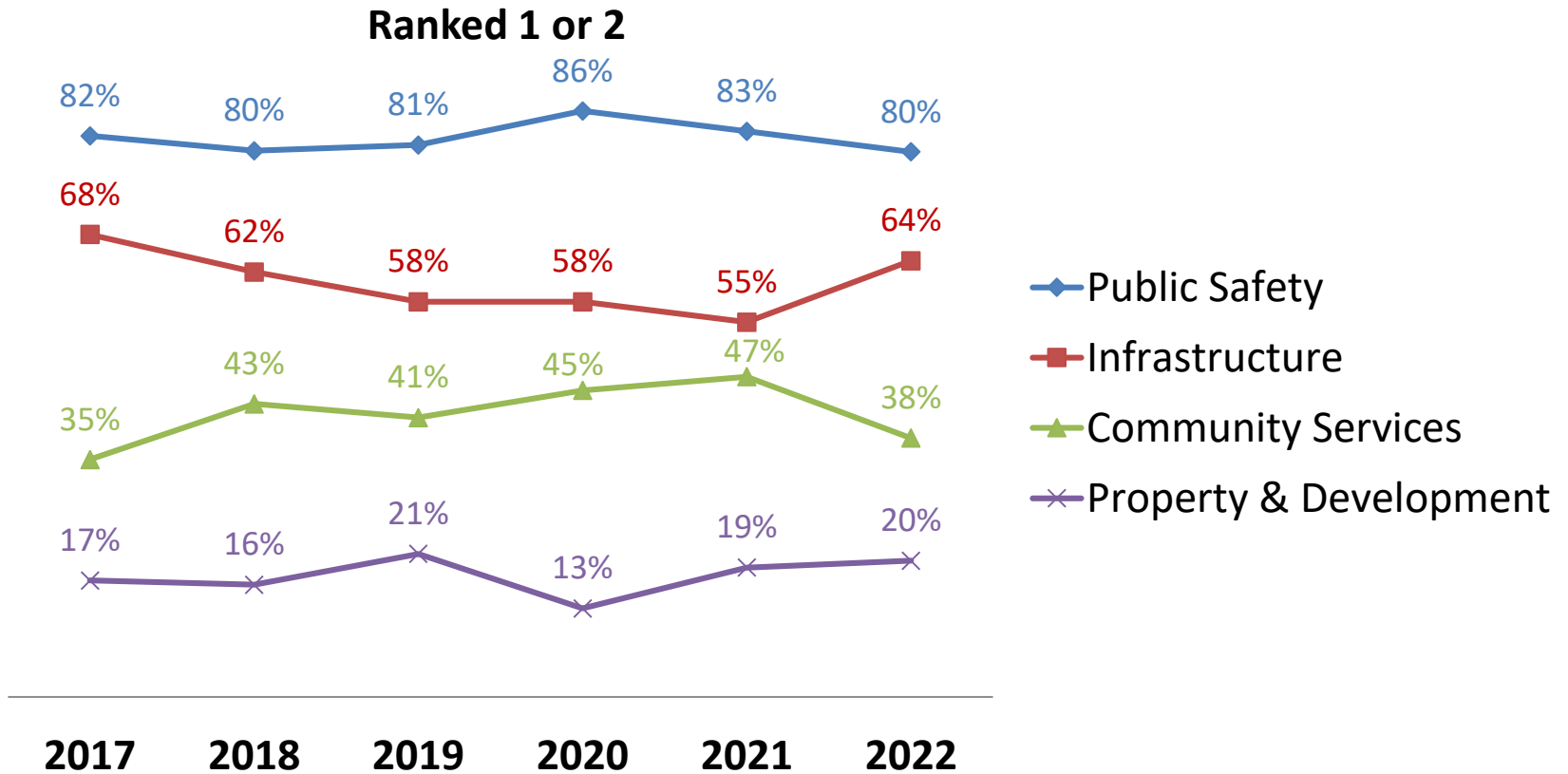**1= most important**   **4= least important**

Q53 -- Rank the following group of services in order of importance where 1 is the most important to you and 4 is the least important to you. (Base: All respondents (excluding Don't know/Refused). 2022 n=566-581)

Importance of Service Areas [2/2]

Infrastructure saw a significant increase in importance.

Ranked 1 or 2

Satisfaction with Public Works

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Condition of major parks *(among those who used it)*
- 2022: **90%**
- 2021: 90%
- 2020: 97%
- 2019: 97%
- 2018: 98%

Insect control
- 2022: **84%**
- 2021: 86%
- 2020: 87%
- 2019: 88%
- 2018: 86%

Condition of the local park in your neighbourhood *(among those who used it)*
- 2022: **79%**
- 2021: 82%
- 2020: 92%
- 2019: 88%
- 2018: 86%

Snow removal
- 2022: **63%**
- 2021: 75%
- 2020: 77%
- 2019: 76%
- 2018: 70%

Management of rush hour traffic flow
- 2022: **56%**
- 2021: 62%
- 2020: 60%
- 2019: 56%
- 2018: 54%

City's efforts to keep city clean and beautiful
- 2022: **55%**
- 2021: 65%
- 2020: 73%
- 2019: 76%
- 2018: 71%

Condition of major streets
- 2022: **41%**
- 2021: 61%
- 2020: 58%
- 2019: 59%
- 2018: 45%

Condition of residential streets in your neighbourhood
- 2022: **39%**
- 2021: 51%
- 2020: 54%
- 2019: 55%
- 2018: 52%

■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

There are no demographic subgroups more likely to be satisfied 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. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. ((excluding Don't know/Refused). 2022 n=537-595)

Satisfaction with Community Services

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Community Centre operated programs
(among those who used it)
- 89% (2022)
- 89% (2021)
- 94% (2020)
- 90% (2019)
- NOT ASKED (2018)

Public Library Services
(among those who used it)
- 87% (2022)
- 93% (2021)
- 91% (2020)
- 94% (2019)
- 94% (2018)

City-operated recreation programs
(among those who used it)
- 82% (2022)
- 83% (2021)
- 87% (2020)
- 91% (2019)
- 90% (2018)

Support for arts, entertainment & culture
- 82% (2022)
- 82% (2021)
- 85% (2020)
- 94% (2019)
- 89% (2018)

Condition of City of Winnipeg Community Centres
(among those who used it)
- 80% (2022)
- 75% (2021)
- 85% (2020)
- 92% (2019)
- NOT ASKED (2018)

Condition of City-operated recreation facilities
(among those who used it)
- 77% (2022)
- 75% (2021)
- 85% (2020)
- 90% (2019)
- 87% (2018)

Efforts to ensure that residential property standards are met through inspections
- 66% (2022)
- 72% (2021)
- 70% (2020)
- 68% (2019)
- 69% (2018)

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

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

Q35/Q37/Q38/Q39/Q40/Q49/Q51 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. ((excluding Don't know/Refused). 2022 n=454-531)

Satisfaction with Police Service

Satisfaction with Individual Services
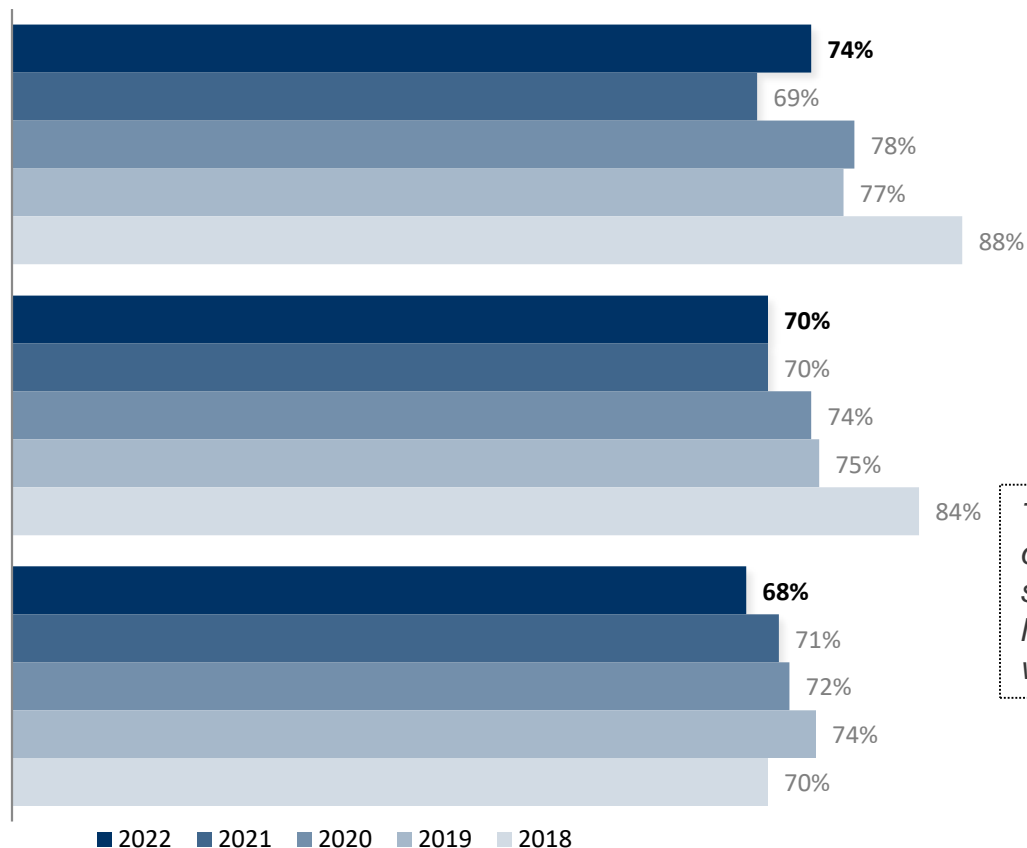### (Very Satisfied/Somewhat Satisfied)

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

911

- 74% (2022)
- 69% (2021)
- 78% (2020)
- 77% (2019)
- 88% (2018)

Police service efforts in crime prevention

- 70% (2022)
- 70% (2021)
- 74% (2020)
- 75% (2019)
- 84% (2018)

Enforcement of traffic laws

- 68% (2022)
- 71% (2021)
- 72% (2020)
- 74% (2019)
- 70% (2018)

There are no demographic subgroups more likely to be satisfied with police service.

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

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. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. ((excluding Don't know/Refused). 2022 n=465-570)

Satisfaction with Fire Paramedic Services

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Fire and rescue service response to fire emergencies
- 2022: 88%
- 2021: 93%
- 2020: 97%
- 2019: 98%
- 2018: 99%

Safety of existing buildings through fire inspections and enforcement
- 2022: 81%
- 2021: 85%
- 2020: 89%
- 2019: 91%
- 2018: 85%

Fire and injury prevention education
- 2022: 79%
- 2021: 85%
- 2020: 89%
- 2019: 88%
- 2018: 88%

Emergency response capability for medical emergencies *(among those who used it)*
- 2022: 78%
- 2021: 84%
- 2020: 87%
- 2019: 88%
- 2018: 88%

Level of city preparedness, ability to respond, and assist during natural and human caused disasters
- 2022: 74%
- 2021: 81%
- 2020: 90%
- 2019: 89%
- 2018: 92%

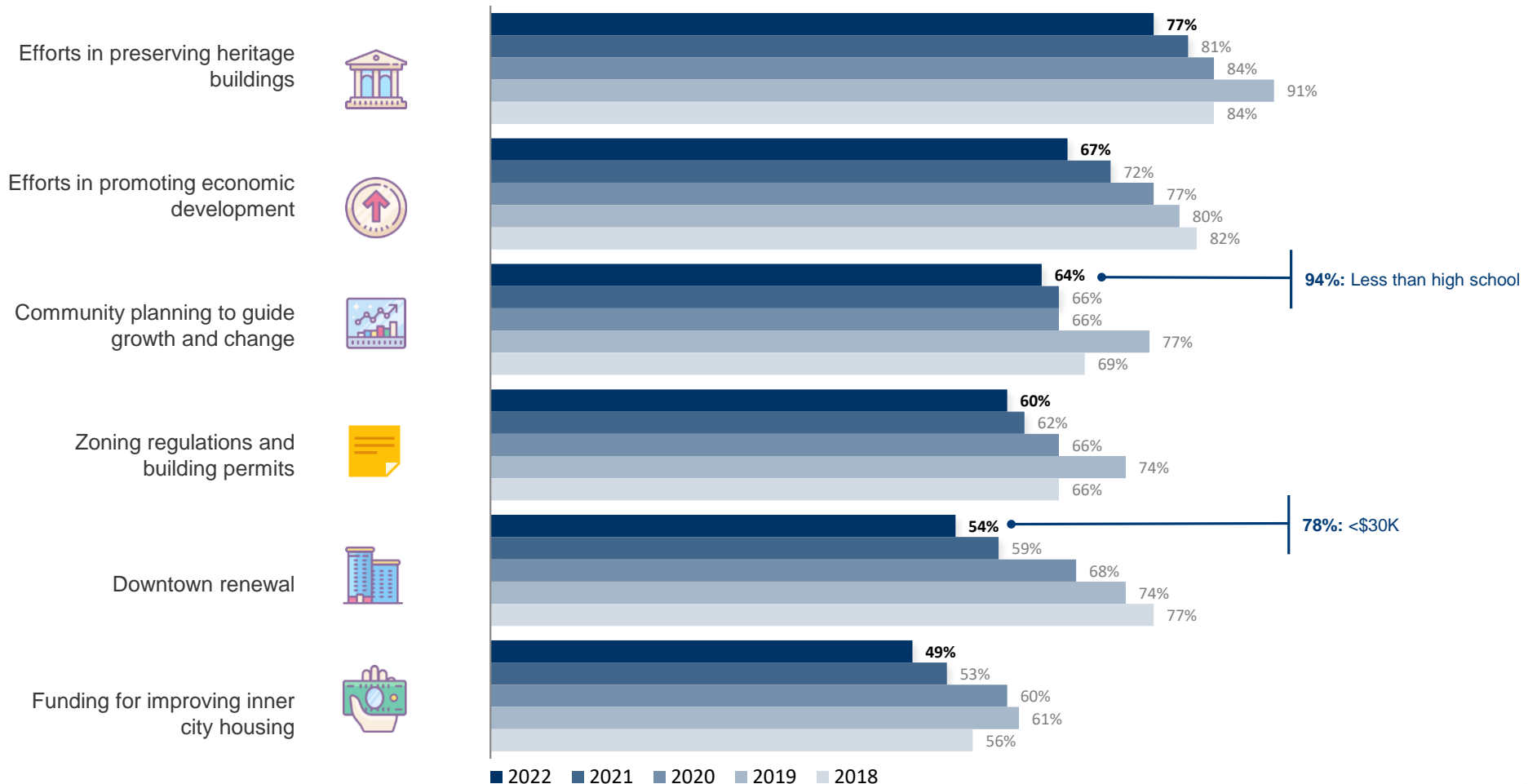Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

There are no demographic subgroups more likely to be satisfied with fire paramedic services.

Q17/Q28/Q44/Q47/Q48 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. ((excluding Don't know/Refused). 2022 n=434-532)
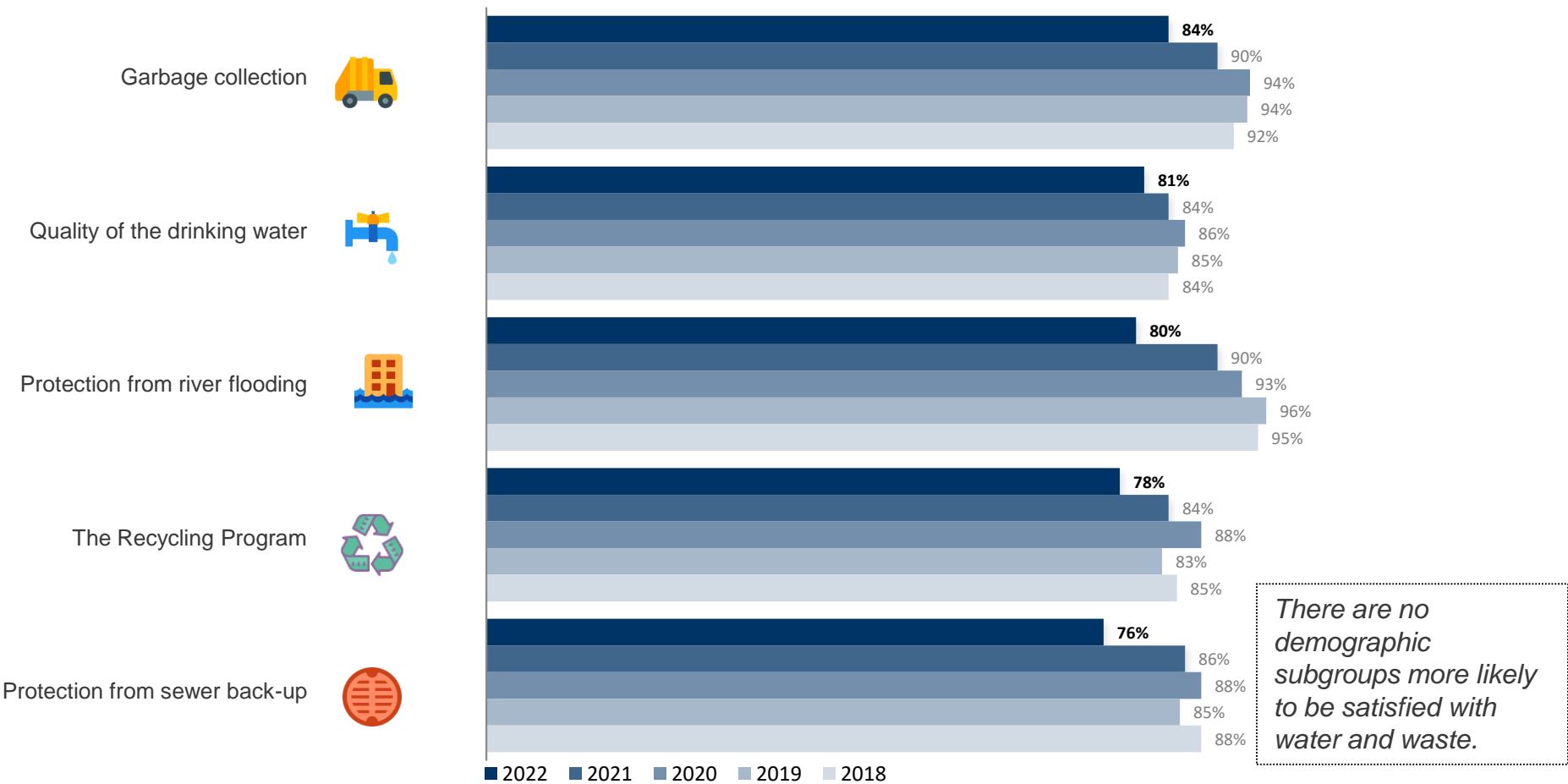
Satisfaction with Planning, Property & Development

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Efforts in preserving heritage buildings
- 2022: 77%
- 2021: 81%
- 2020: 84%
- 2019: 91%
- 2018: 84%

Efforts in promoting economic development
- 2022: 67%
- 2021: 72%
- 2020: 77%
- 2019: 80%
- 2018: 82%

Community planning to guide growth and change
- 2022: 64% — **94%:** Less than high school
- 2021: 66%
- 2020: 66%
- 2019: 77%
- 2018: 69%

Zoning regulations and building permits
- 2022: 60%
- 2021: 62%
- 2020: 66%
- 2019: 74%
- 2018: 66%

Downtown renewal
- 2022: 54% — **78%:** <$30K
- 2021: 59%
- 2020: 68%
- 2019: 74%
- 2018: 77%

Funding for improving inner city housing
- 2022: 49%
- 2021: 53%
- 2020: 60%
- 2019: 61%
- 2018: 56%

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

Q16/Q18/Q19/Q20/Q29/Q45 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. ((excluding Don't know/Refused). 2022 n=428-544)
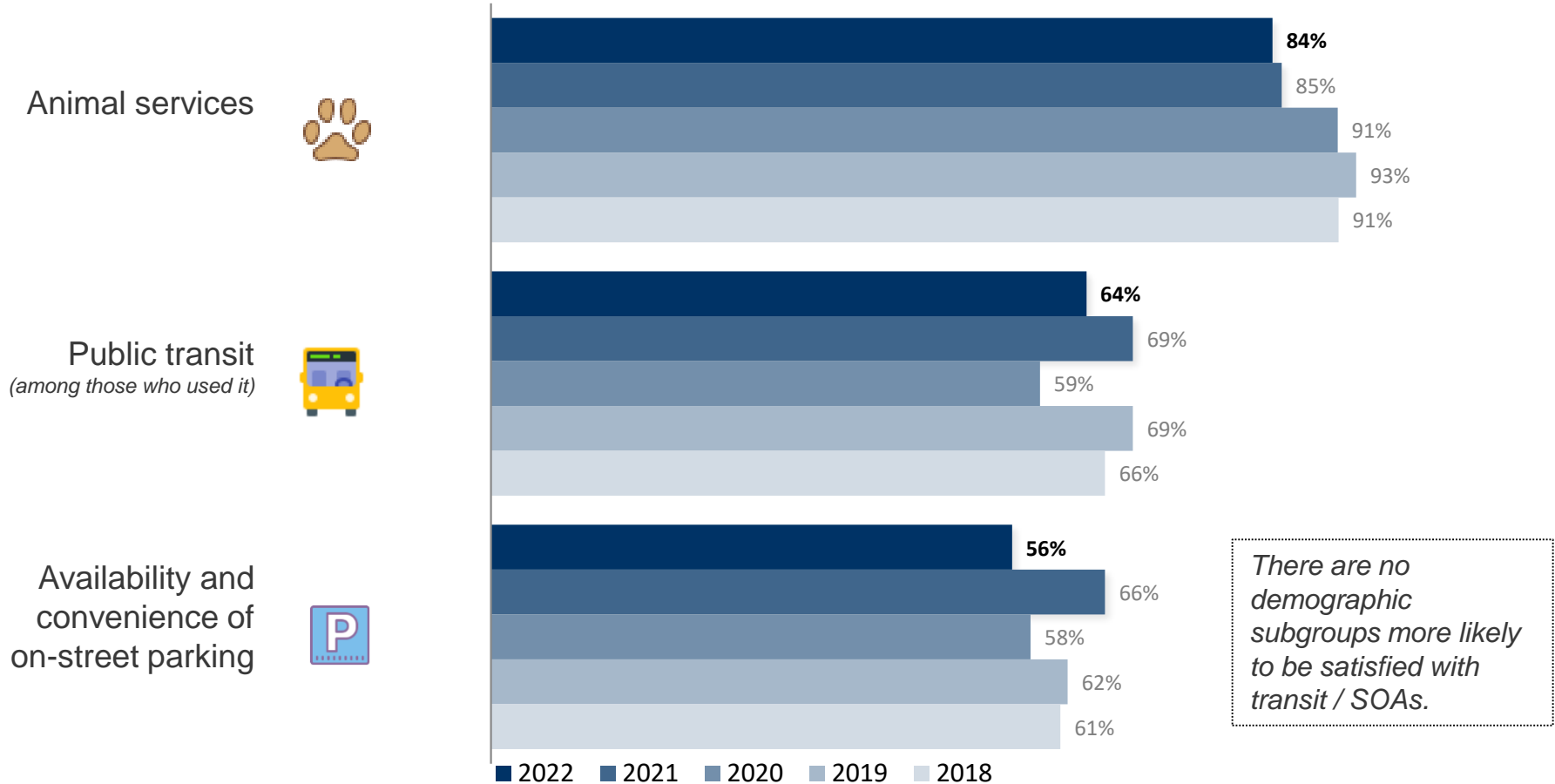
Satisfaction with Water and Waste

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Garbage collection
- 2022: 84%
- 2021: 90%
- 2020: 94%
- 2019: 94%
- 2018: 92%

Quality of the drinking water
- 2022: 81%
- 2021: 84%
- 2020: 86%
- 2019: 85%
- 2018: 84%

Protection from river flooding
- 2022: 80%
- 2021: 90%
- 2020: 93%
- 2019: 96%
- 2018: 95%

The Recycling Program
- 2022: 78%
- 2021: 84%
- 2020: 88%
- 2019: 83%
- 2018: 85%

Protection from sewer back-up
- 2022: 76%
- 2021: 86%
- 2020: 88%
- 2019: 85%
- 2018: 88%

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

There are no demographic subgroups more likely to be satisfied with water and waste.

Q30 to Q34 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. ((excluding Don't know/Refused). 2022 n=501-592)

Satisfaction with Transit / SOAs

Satisfaction with Individual Services
(Very Satisfied/Somewhat Satisfied)

Animal services 🐾
- **84%** (2022)
- 85% (2021)
- 91% (2020)
- 93% (2019)
- 91% (2018)

Public transit
(among those who used it) 🚌
- **64%** (2022)
- 69% (2021)
- 59% (2020)
- 69% (2019)
- 66% (2018)

Availability and convenience of on-street parking 🅿️
- **56%** (2022)
- 66% (2021)
- 58% (2020)
- 62% (2019)
- 61% (2018)

■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

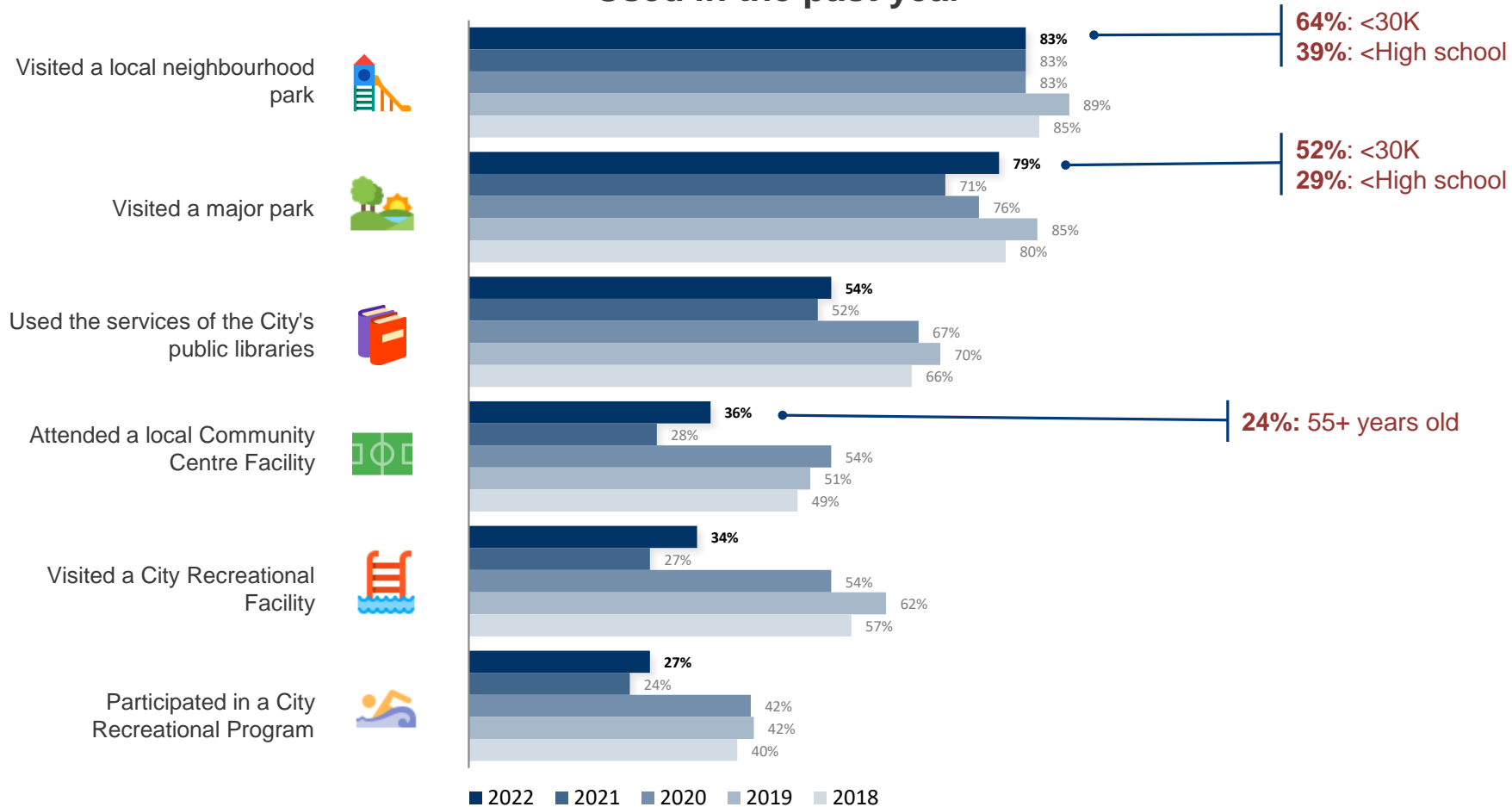*There are no demographic subgroups more likely to be satisfied with transit / SOAs.*

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. Some of these services have been closed or suspended by the City due to the **coronavirus**, and we would like you to think about these services while they were operating. ((excluding Don't know/Refused). 2022 n=441-559)

Winnipeg

USE OF CITY SERVICES

Usage of City Services

Used in the past year

Visited a local neighbourhood park
- 83% (2022)
- 83%
- 83%
- 89%
- 85%

64%: <30K
39%: <High school

Visited a major park
- 79% (2022)
- 71%
- 76%
- 85%
- 80%

52%: <30K
29%: <High school

Used the services of the City's public libraries
- 54% (2022)
- 52%
- 67%
- 70%
- 66%

Attended a local Community Centre Facility
- 36% (2022)
- 28%
- 54%
- 51%
- 49%

24%: 55+ years old

Visited a City Recreational Facility
- 34% (2022)
- 27%
- 54%
- 62%
- 57%

Participated in a City Recreational Program
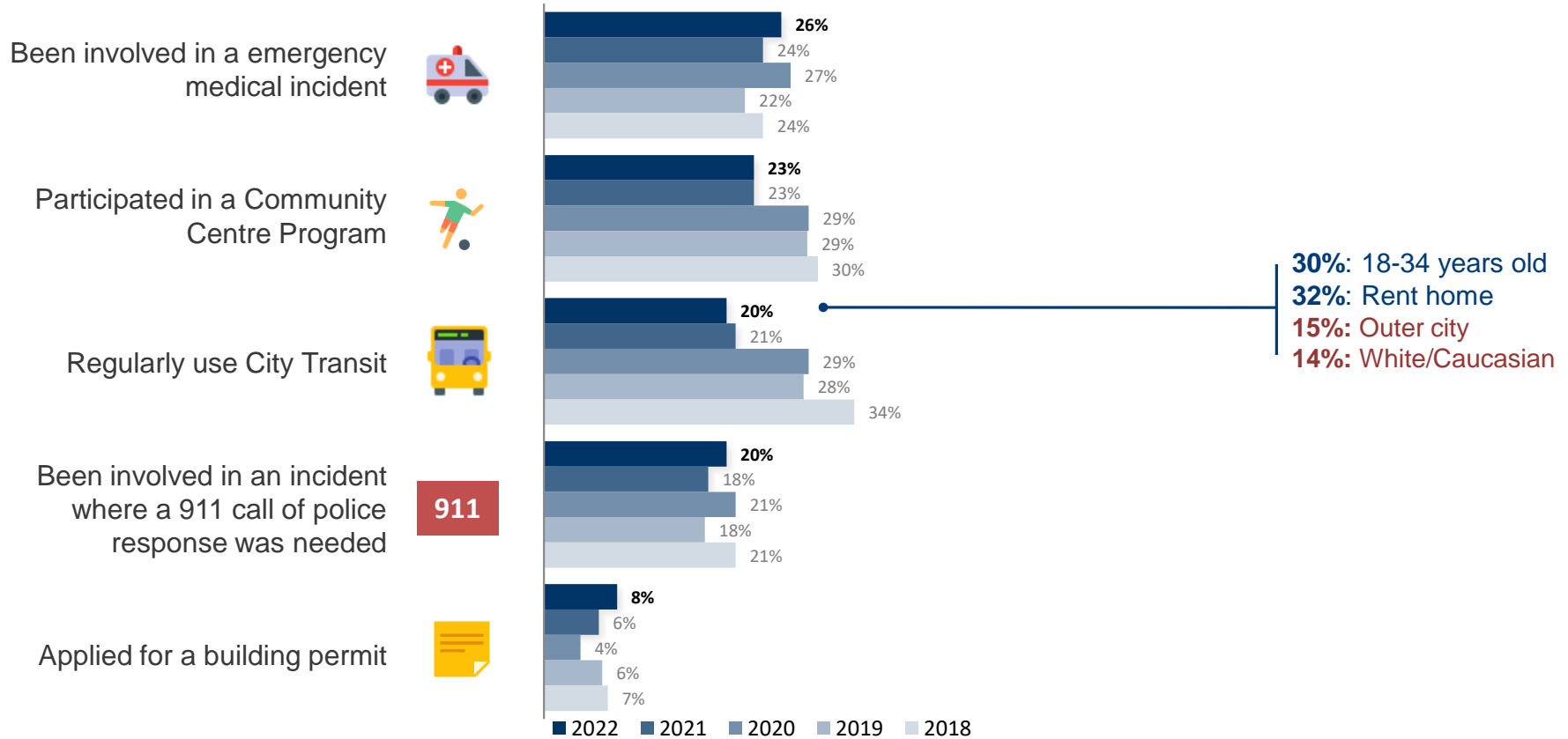- 27% (2022)
- 24%
- 42%
- 42%
- 40%

Legend: ■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

Q58 -- Have you visited your local neighbourhood park in the past year? ((excluding Don't know/Refused). 2022 n=598)
Q59 -- Have you visited a major park like Kildonan Park or St. Vital Park in the past year? ((excluding Don't know/Refused). 2022 n=599)
Q64 -- Have you or someone in your family used the services of the City's public libraries in the past year? ((excluding Don't know/Refused). 2022 n=598)
Q55 -- Have you attended your local Community Centre Facility in the past year? ((excluding Don't know/Refused). 2022 n=595)
Q54 -- Have you visited a City Recreational Facility like a pool or leisure centre in the past year? ((excluding Don't know/Refused). 2022 n=595)
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). 2022 n=597)

Usage of City Services

Used in the past year

Been involved in a emergency medical incident
- 2022: 26%
- 2021: 24%
- 2020: 27%
- 2019: 22%
- 2018: 24%

Participated in a Community Centre Program
- 2022: 23%
- 2021: 23%
- 2020: 29%
- 2019: 29%
- 2018: 30%

Regularly use City Transit
- 2022: 20%
- 2021: 21%
- 2020: 29%
- 2019: 28%
- 2018: 34%

30%: 18-34 years old
32%: Rent home
15%: Outer city
14%: White/Caucasian

Been involved in an incident where a 911 call of police response was needed
- 2022: 20%
- 2021: 18%
- 2020: 21%
- 2019: 18%
- 2018: 21%

Applied for a building permit
- 2022: 8%
- 2021: 6%
- 2020: 4%
- 2019: 6%
- 2018: 7%

■ 2022 ■ 2021 ■ 2020 ■ 2019 ■ 2018

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). 2022 n=598)
Q57 -- Have you or your family participated in a Community Centre Program like hockey or soccer in the past year? ((excluding Don't know/Refused). 2022 n=597)
Q60 -- Prior to the impacts of the **coronavirus**, did you regularly use the City Transit? (i.e. seasonally or at least once a week)? ((excluding Don't know/Refused). 2022 n=595)
Q62 -- In the past year, have you personally used, or been involved in an incident where a 911 call for police response was needed? ((excluding Don't know/Refused). 2022 n=599)
Q63 -- Have you applied for a building permit in the past year? ((excluding Don't know/Refused). 2022 n=599)

Key Findings

- The majority of Winnipeggers (88%, similar to 2021) rate the overall quality of life in the City as very good or good, but is also the lowest in the past five years.

- Most quality of life indicators are down from 2021, although just by a few percent.

- The most common actions cited to improve the quality of life in Winnipeg are related to roads/infrastructure (58%), followed by housing/social programs (23%) and improved services (23%). Compared to 2021, the biggest changes were in roads/infrastructure (up from 23% to 58%) and crime policing (down from 23% to 14%).

- Just about one in five citizens (21%) are promoters of the City of Winnipeg, but the overall 2022 Net Promoter Score sits at -14, which is down significantly from 2021 (+1) and the lowest in the past five years.

Key Findings

VALUE FOR TAX DOLLARS

- 59% of citizens feel that they receive good or very good value for their property tax dollars. This is down from 64% in 2021 and the lowest in the past five years.

- The most common reasons for finding good value for property tax dollars are general satisfaction with the city (47%), satisfaction with snow clearing (15%), and satisfaction with roads (12%).

- The most common reasons finding poor value for property tax dollars are dissatisfaction with roads (45%), dissatisfaction with taxes (16%), dissatisfaction with city spending (13%), and dissatisfaction with city administration (12%).

CUSTOMER SERVICE

- 58% of Winnipeggers contacted the City in the past year, most commonly by phone (82%), although phone rates have been declining over time, offset by increases in email and online forms.

- Satisfaction with customer service remains high at 73%, but is the lowest over the past five years. Satisfaction is also much lower for those who contact by email or online than by phone.

- The majority of Winnipeggers (89%) agree that city staff are courteous, helpful, and knowledgeable, while fewer (49%) agree that City staff are easy to get a hold of when they need them; however, ratings of customer service are lower than previous five years.

Key Findings

CITY SERVICES

- Overall satisfaction with city services is high at 81%; however, is the lowest proportion in past five years.

- Public Safety remains the most important service area, although the gap between it and Infrastructure closed significantly.

- Satisfaction with city services remains high for the majority of services; however, most services saw a decrease in satisfaction from 2021, with many decreasing by more than 10%.

- Only one individual city service received at least 90% satisfaction rating in 2022 – condition of major parks (90%).

- Individual city services that received under 50% satisfaction ratings:
  - Funding for improving inner city housing (49% - down 4%)
  - Condition of major streets (41% - down 20%)
  - Condition of residential streets in your neighbourhood (39% - down 12%)