



# Citizen's Perspective 2015 Citizen Survey

Survey conducted by Prairie Research Associates

Presentation prepared for:  
The City of Winnipeg

# What is Market Research?

- **The process of gathering information to learn more about how customers and potential customers perceive products or services**
- **Market research can cover a broad spectrum of activities**
  - A customer satisfaction questionnaire
  - Studying demographic data for your area
  - Contract with a professional market research firm to do a broader survey
- **Why do market research?**
  - To understand your customers and their preferences
  - To support evidence-informed business decisions
  - Regular research allows a business to understand and adapt to changing needs

# Survey Method

- **Conducted by Prairie Research Associates, Inc.**
  - Prairie Research Associates (2001, 2002, and 2015)
  - Market Dimensions (2009, 2010, 2011, 2013 and 2014)
  - Dimark (2012)
  - Telelink (2007)
  - Kisquared (2004)
  - Acumen Research (2003)
  - No survey conducted (2005, 2006 and 2008)
- **A random telephone survey**
- **600 Winnipeggers surveyed in first two weeks of May 2015.**

Results in a margin of error of  $\pm 4.0\%$ , 19 times out of 20.
- **Data used in presentation is based on people who answered the survey question.**

(excludes “don’t know” / refused responses)

# Who Were the Survey Respondents?

The survey was only administered to those who indicated they:

- Are 18 yrs or older
- Have lived in Winnipeg (or pay taxes to the City) for at least one year
- Agreed to participate in the survey
  - *“this evening we’re talking to residents of Winnipeg regarding issues affecting the City. The survey will take approximately 20 minutes to complete.”*



# Overall City: Citizen Satisfaction



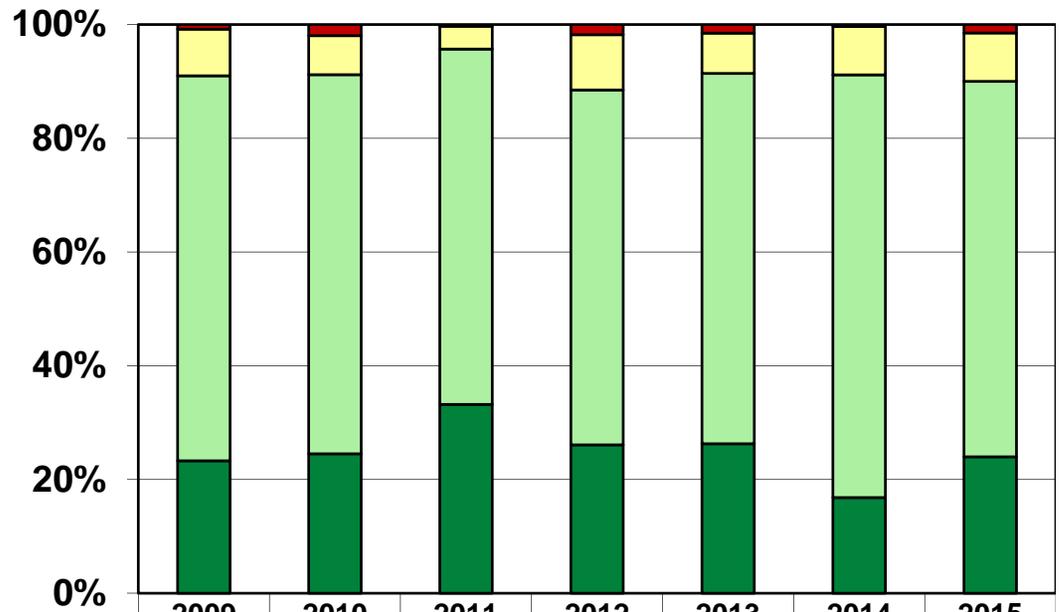
Source: City of Winnipeg – 2015 Citizen Survey conducted by Prairie Research Associates.  
Margin of Error +/- 4%, 19 times out of 20

# Quality of Life

Winnipeggers are very positive about their city.

In 2015, 90% of Winnipeggers rate the 'overall quality of life in Winnipeg today' as very good or good.

How would you rate the quality of life in Winnipeg?



	2009	2010	2011	2012	2013	2014	2015
poor	1%	2%	0%	2%	2%	0%	1%
only fair	8%	7%	4%	10%	7%	9%	9%
good	68%	68%	63%	62%	65%	74%	66%
very good	23%	25%	33%	26%	26%	17%	24%



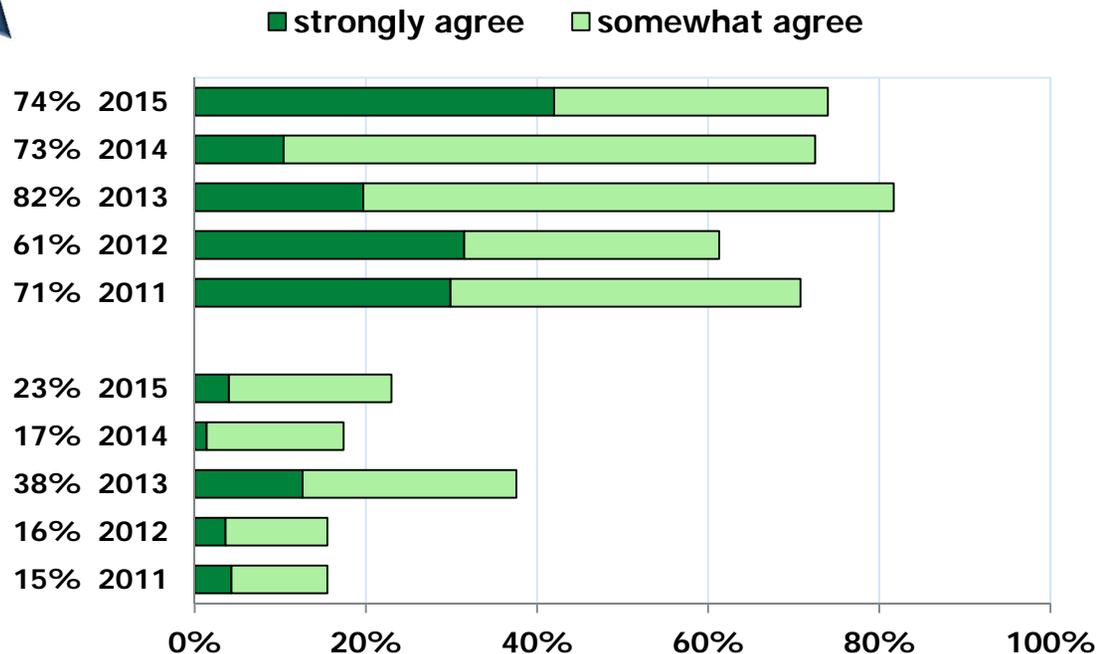
Source: City of Winnipeg – 2015 Citizen Survey conducted by Prairie Research Associates.  
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# Quality of Life Statements

strongly agree & somewhat agree

I feel safe walking alone at night in my neighborhood

I feel safe walking alone at night in the downtown



# Quality of Life Statements

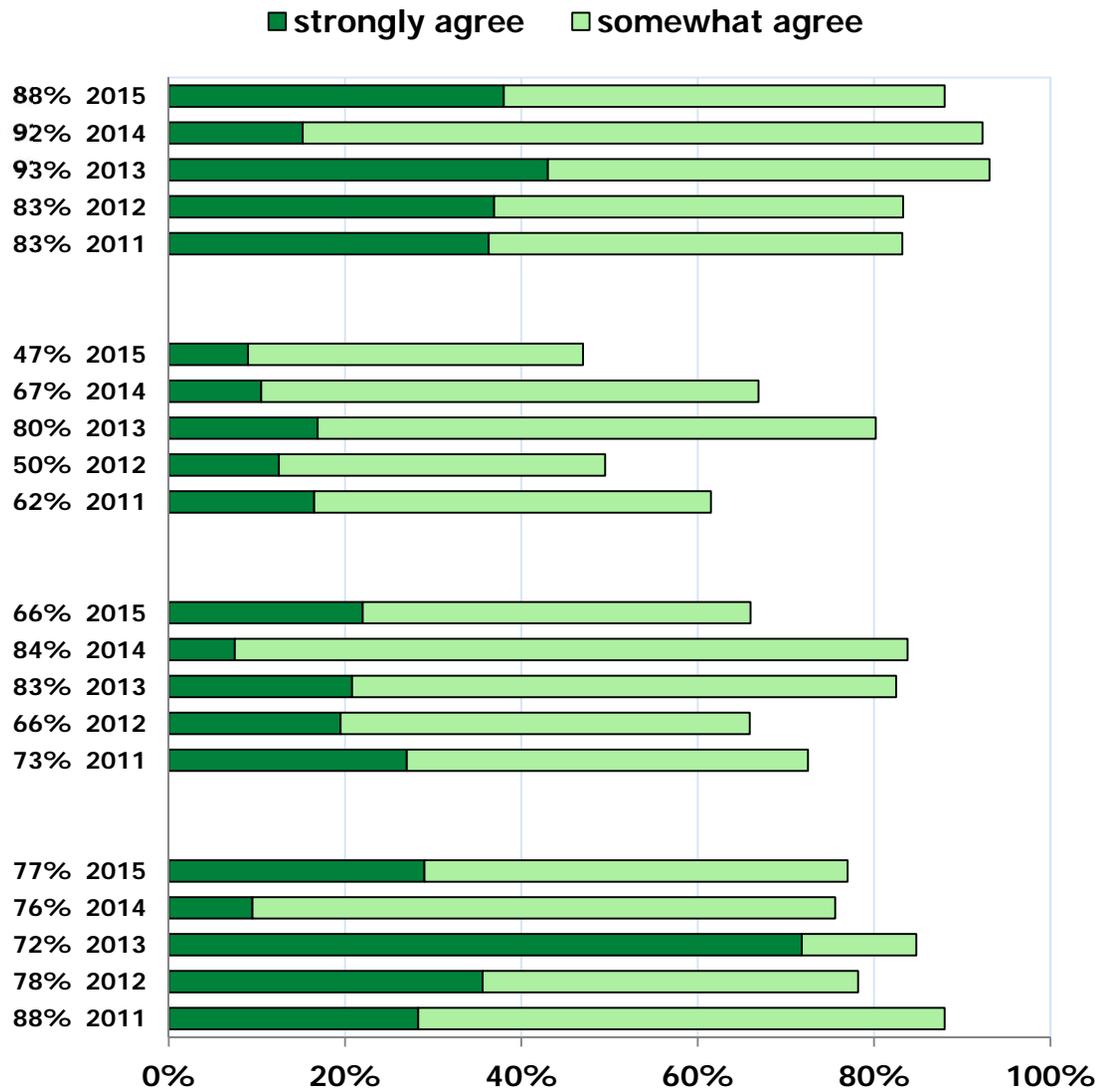
**strongly agree & somewhat agree**

It is easy to get around in Winnipeg by car

It is easy to get around in Winnipeg by bicycle

It is easy to get around in Winnipeg by transit

It is easy to get around in Winnipeg by walking



# Actions to Improve Quality of Life - 2015

Citizens were asked: "What actions do you think the City of Winnipeg could take to improve the quality of life in the city?"

The table to the right are the suggested actions.

*Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.*

	Groupings	Detail of Responses	# of responses	% of cases
54.0%	Roads / Infrastructure	Fix roads and streets	222	37.0%
		Build / fix / improve City infrastructure	59	9.9%
		Improve parking	2	0.3%
		Improve traffic	28	4.6%
		Improve snow clearing	11	1.9%
		more facilities for disabled children / other disabled	2	0.3%
12.1%	Crime/Policing	Increase police presence	13	2.2%
		Reduce crime/improve law enforcement	34	5.6%
		Make downtown Safer	16	2.7%
		Improve street lighting	10	1.6%
10.5%	More Things to Do	More recreational programming/facilities	24	4.1%
		More activities for seniors	14	2.3%
		More activities for youth	24	4.1%
7.4%	Transit	Rapid Transit / Improve public transit	44	7.4%
6.9%	Taxation	Lower Taxes/Revisit Taxes	41	6.9%
6.5%	City Beautification	Cleaner City / cleaner streets	22	3.7%
		maintain/enhance greenspaces / parks / trees	17	2.8%
6.4%	City Planning	Increase Expenditure on Services	2	0.4%
		Improve city planning	36	6.0%
5.5%	Housing	Develop affordable housing	17	2.9%
		address homelessness	16	2.6%
4.8%	Bicycle & Walking Trails	Provide/improve bicycle and walking trails	29	4.8%
3.0%	Poverty	address poverty/child poverty/low income	18	3.0%
2.6%	Economy	Reduce Cost of living	3	0.5%
		promote new business/jobs/events tourism	13	2.1%
1.7%	Health Care	improve health care	10	1.7%
1.5%	Downtown	Increase downtown's population	9	1.5%
0.4%	Recycling/Environment	Improve garbage collection	2	0.4%
0.2%	Response Time	Improve response time of City's Services	1	0.2%
0.1%	Re-Election	Change the Government/Need New Government	1	0.1%
0.1%	Insect Control	Provide better insect control	0	0.1%
11.5%	Other	Other	69	11.5%

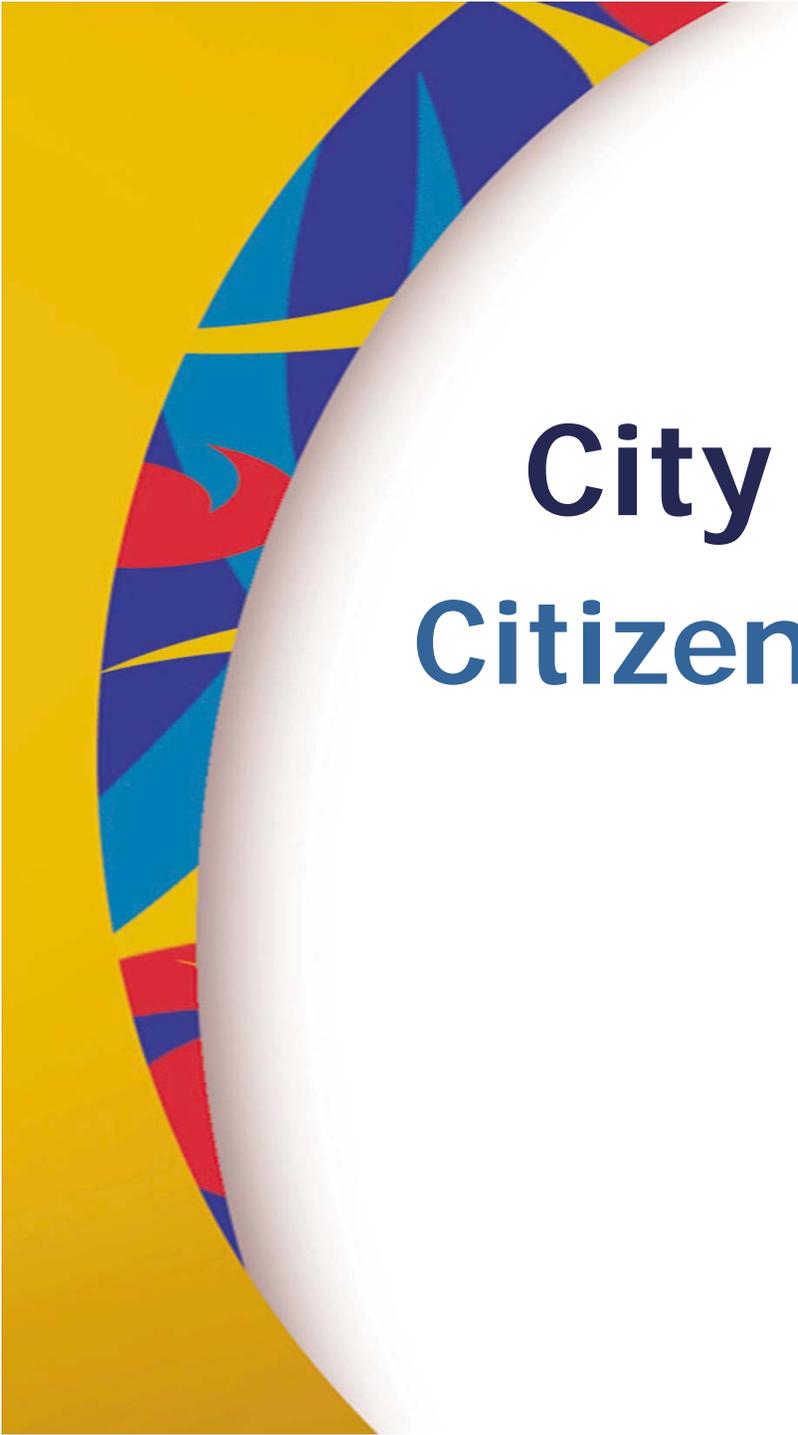


Source: City of Winnipeg – 2015 Citizen Survey conducted by Prairie Research Associates.  
Margin of Error +/- 4%, 19 times out of 20

# Actions to Improve Quality of Life – Annual Trend

Groupings	2011	2012	2013	2014	2015
Roads/Infrastructure	21.8%	32.9%	28.0%	31.2%	54.0%
Crime/Policing	47.2%	39.5%	38.6%	27.8%	12.1%
More things to do	1.5%	7.5%	2.0%	0.7%	10.5%
Transit	7.1%	10.8%	6.3%	4.2%	7.4%
Taxation	1.0%	1.7%	5.5%	3.2%	6.9%
City Beautification	1.5%	1.5%	0.6%	1.5%	6.5%
City Planning	1.0%	2.5%	0.8%	3.5%	6.4%
Housing	1.0%	1.2%	1.6%	0.3%	5.5%
Bicycle & Walking Trails	3.4%	8.5%	3.5%	1.3%	4.8%
Poverty	3.2%	6.4%	0.8%	0.0%	3.0%
Economy	0.2%	1.4%	0.4%	0.2%	2.6%
Healthcare	0.0%	0.6%	0.4%	0.4%	1.7%
Downtown Renewal	5.2%	6.6%	2.4%	2.5%	1.5%
Recycling/Environment	0.7%	0.2%	0.2%	0.5%	0.4%
Insect Control	0.5%	0.6%	0.2%	0.2%	0.1%

*Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.*

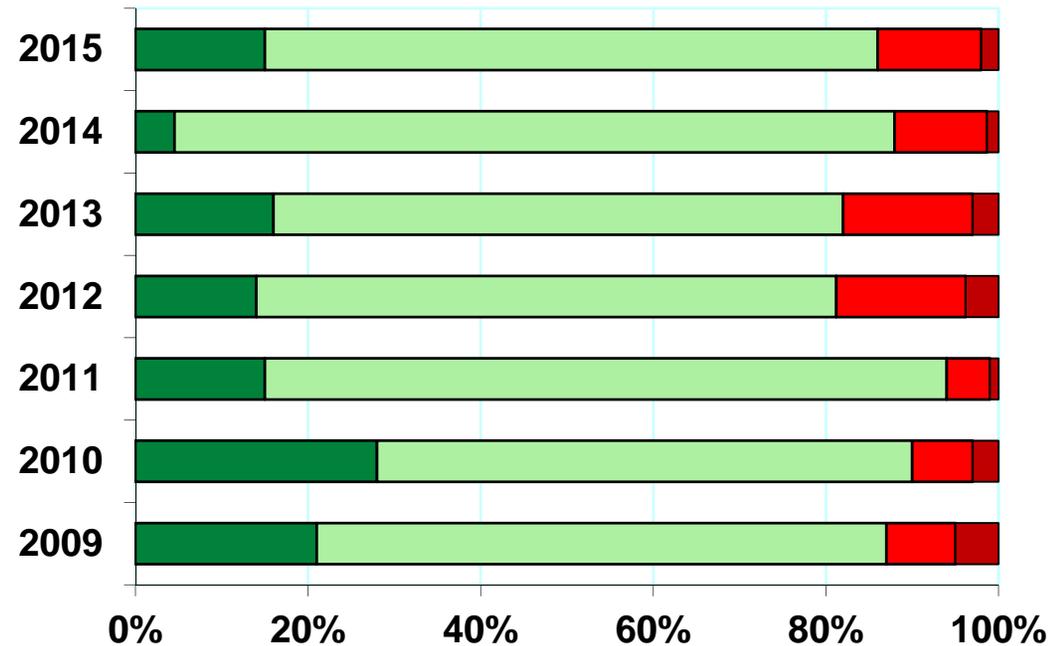
A decorative graphic on the left side of the slide, consisting of a yellow background with a curved white shape that reveals a colorful pattern of blue, red, and yellow geometric shapes.

# City Services: Citizen Satisfaction

# Citizen Overall Satisfaction With City Services:

Overall satisfaction with City services remains high at 86% in 2015.

In general, how satisfied are you with the services provided by the City of Winnipeg?



	2009	2010	2011	2012	2013	2014	2015
■ very sat	21%	28%	15%	14%	16%	5%	15%
■ smwt sat	66%	62%	79%	67%	66%	83%	71%
■ smwt dissat	8%	7%	5%	15%	15%	11%	12%
■ very dissat	5%	3%	1%	4%	3%	1%	2%



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# Importance of Service Areas

## Question:

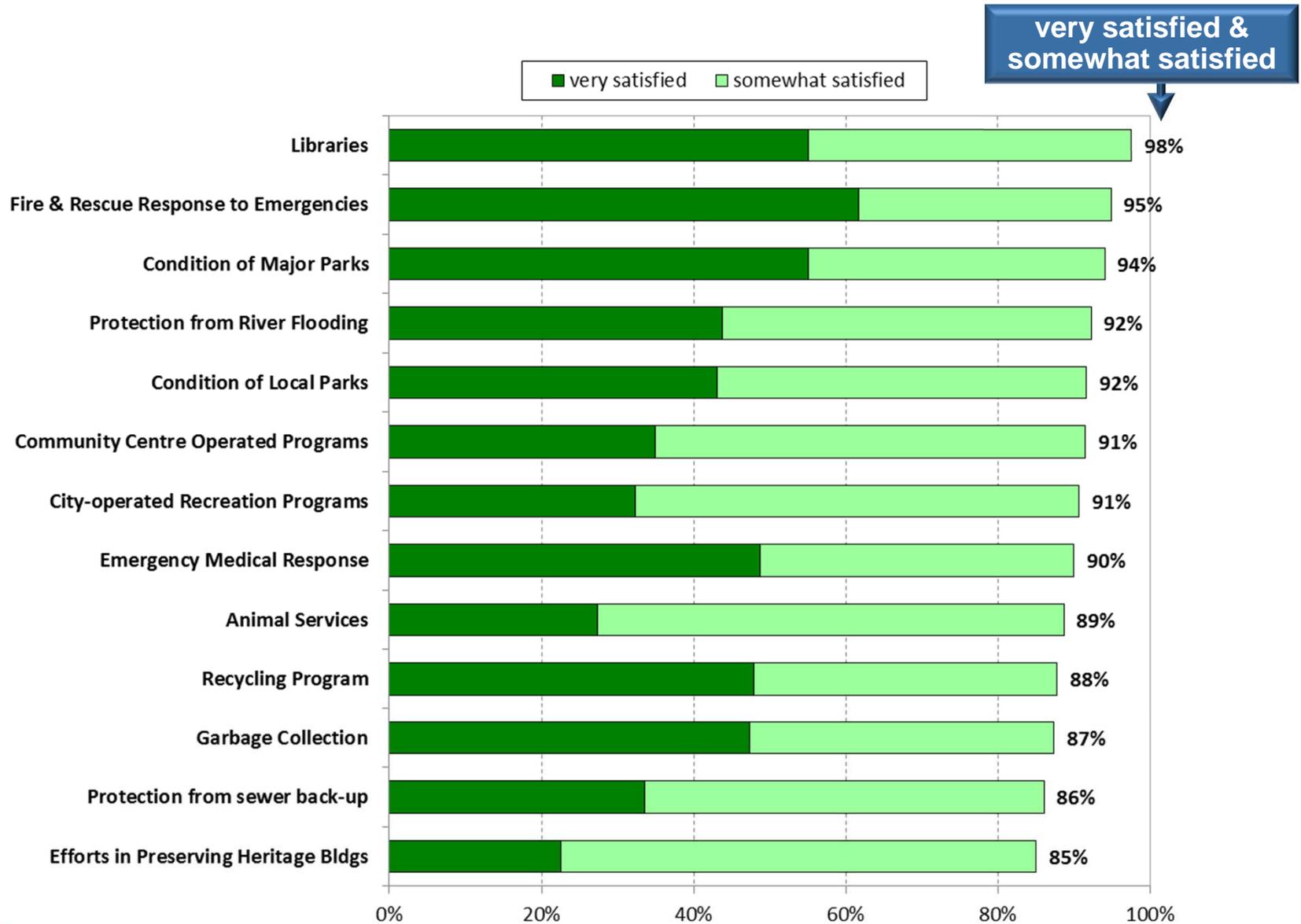
Please rank the following group of services in order of importance:

1= most important

5= least important

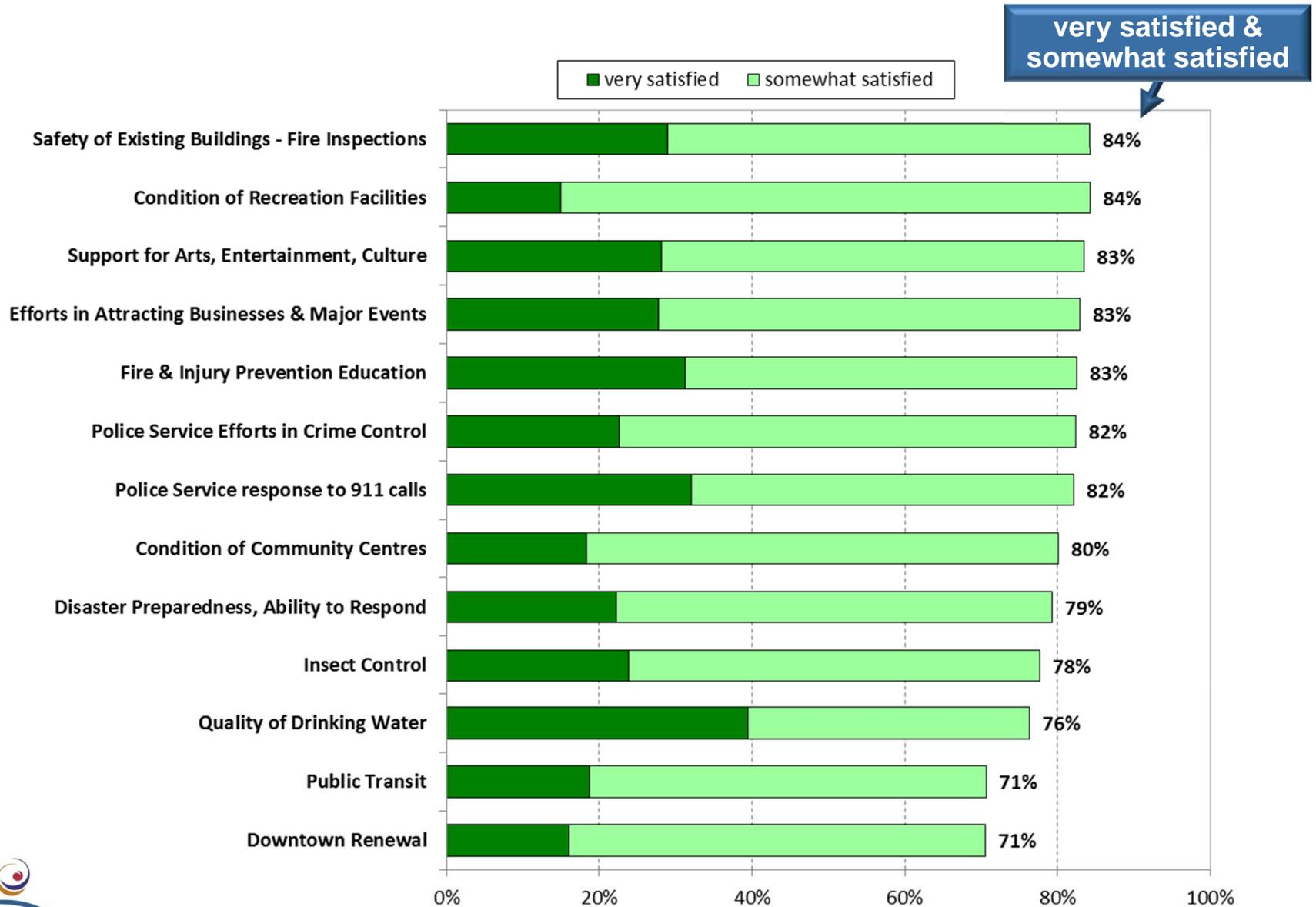
Service Area	Importance (weighted)	% of People Ranked 1 and 2
<b>Public Safety</b> (Fire Paramedic, Police)	<b>1.7</b>	<b>80%</b>
<b>Infrastructure</b> (Roads, Water)	<b>2.1</b>	<b>71%</b>
<b>Community Services</b> (Libraries, Recreation)	<b>2.7</b>	<b>38%</b>
<b>Property &amp; Development</b> (Land use planning)	<b>3.5</b>	<b>12%</b>

# Citizen Satisfaction - 2015

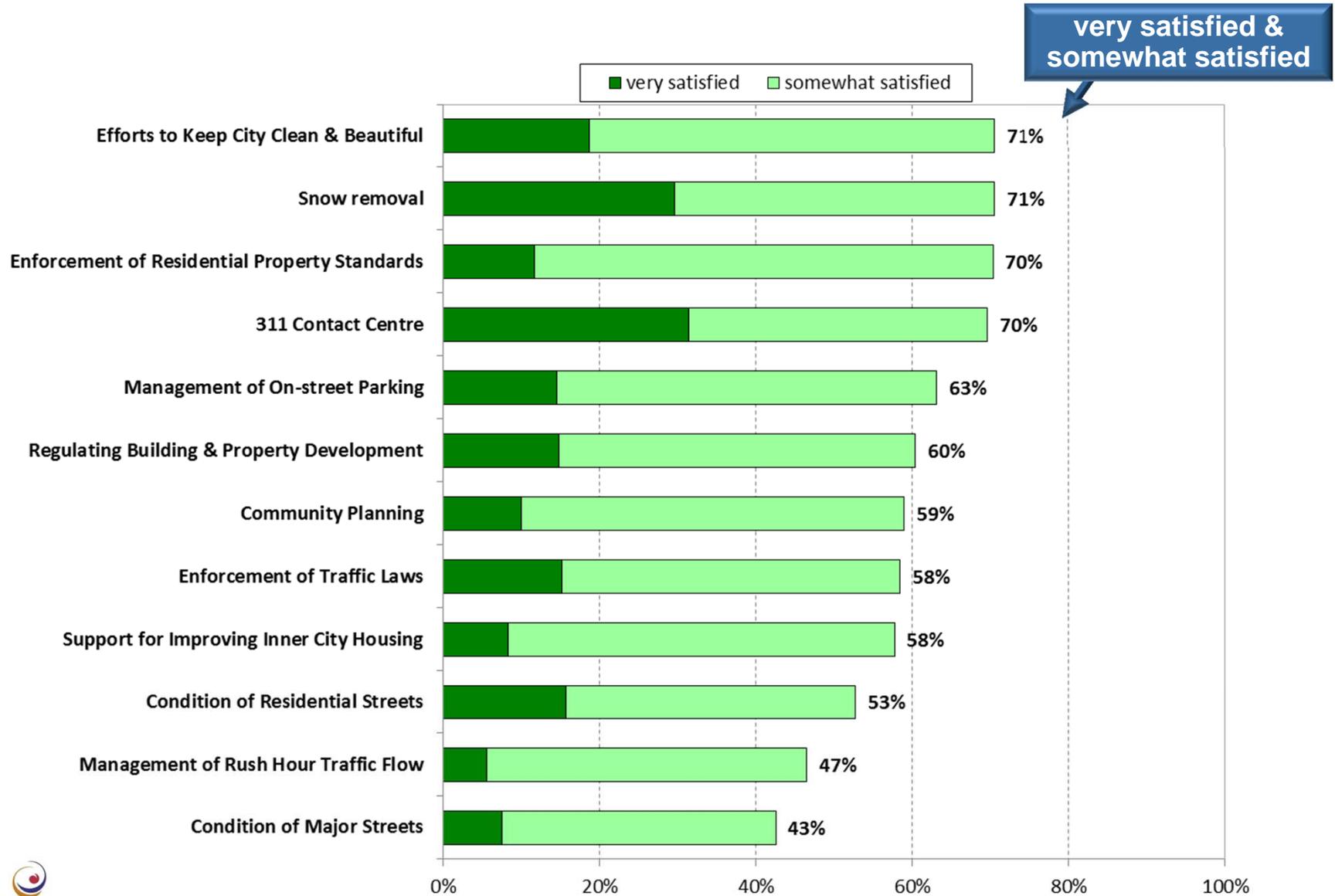


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# Citizen Satisfaction - 2015



# Citizen Satisfaction - 2015



# User Satisfaction

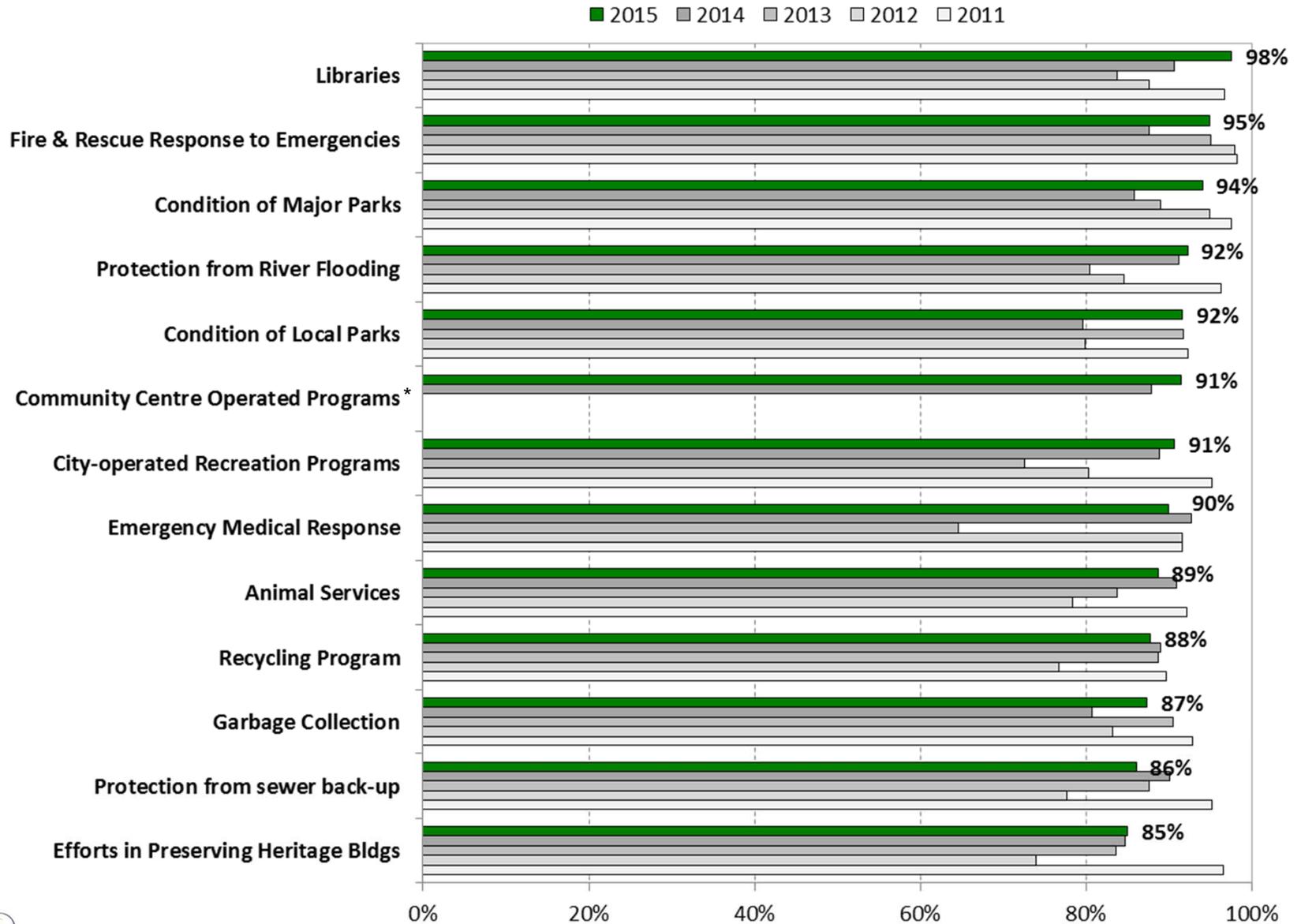
(includes only actual users of the service)

Service/Amenity	2011	2012	2013	2014	2015
Libraries	97%	88%	84%	92%	97%
City-Operated Recreation Programs**				91%	95%
Condition of Major Parks	98%	95%	93%	91%	93%
Condition of Local Parks	91%	80%	92%	79%	92%
Community Centre-Operated Programs**				88%	90%
Emergency Medical Response	92%	92%	65%	89%	86%
Condition of Recreation Facilities	95%	71%	86%	89%	82%
Police Service Response to 911 Calls	80%	82%	73%	88%	82%
Community Centre Facilities**				93%	77%
City Transit ( <i>used at least once per week</i> )	86%	71%	72%	89%	76%
Regulating Building & Property Development	86%	60%	98%	87%	45%*

\* Only 4% (24 out of 600) of the survey respondents indicated they had used this service.

\*\* Question added subsequent to initial survey year.

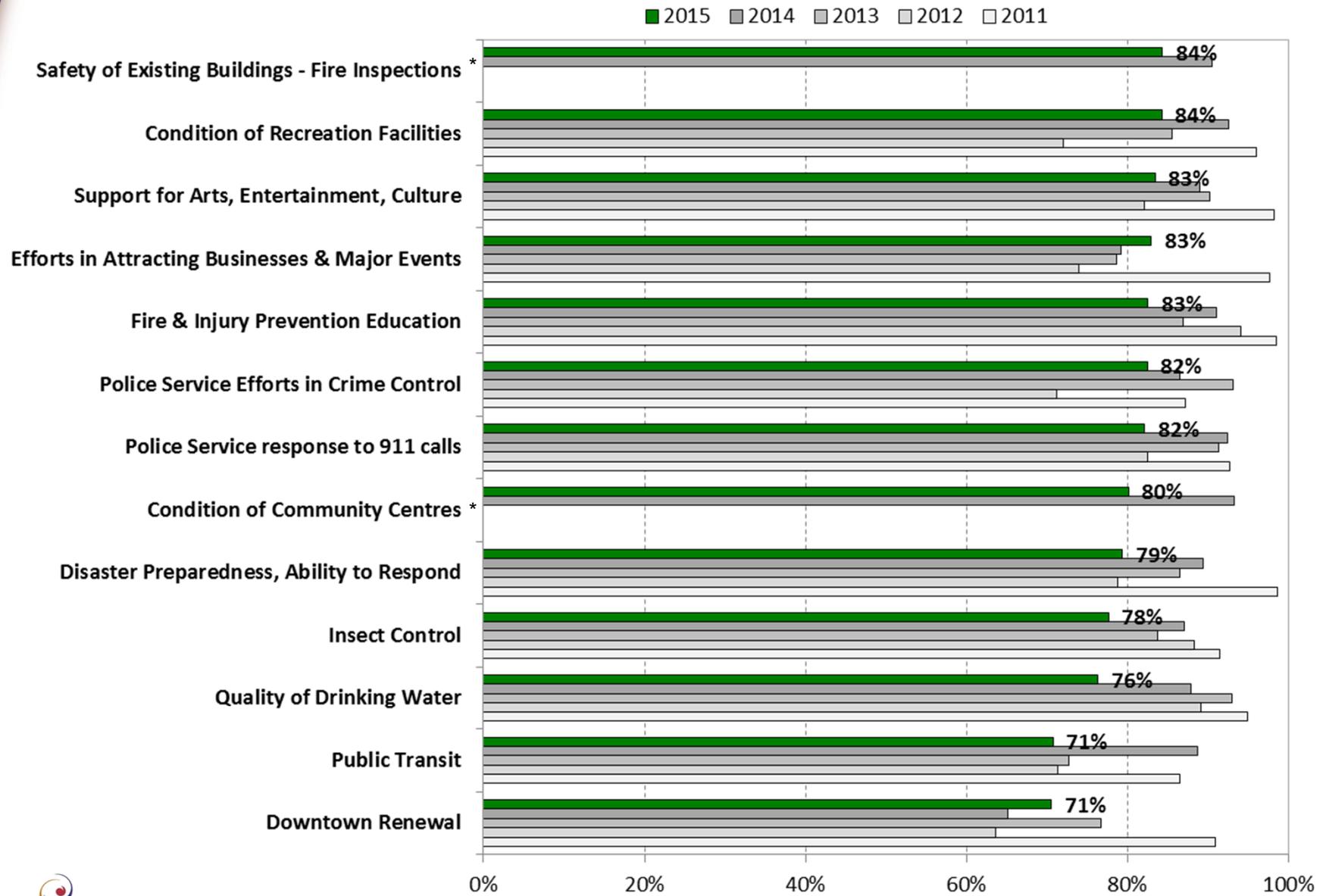
# Trends: Citizen Satisfaction



\* Question added subsequent to initial survey year.

Source: City of Winnipeg – 2015 Citizen Survey conducted by Prairie Research Associates.  
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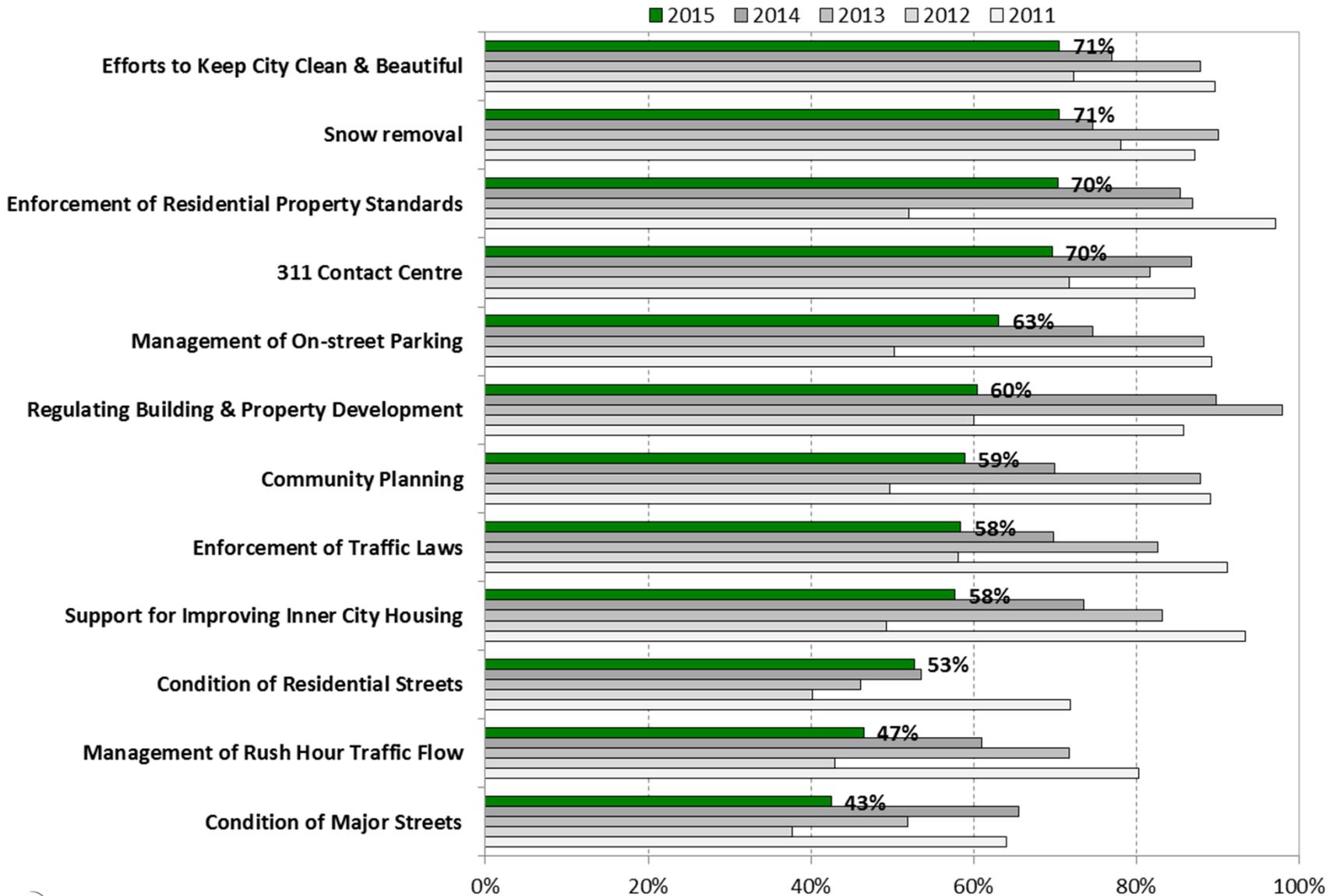
# Trends: Citizen Satisfaction



\* Question added subsequent to initial survey year.

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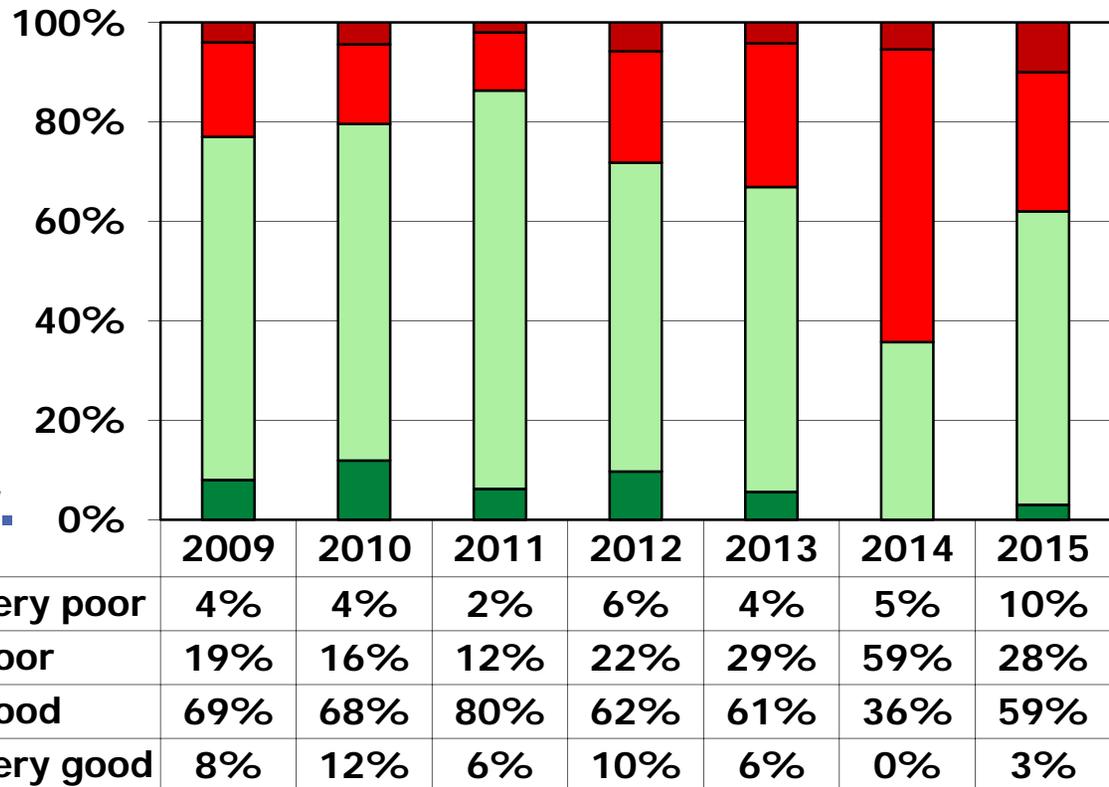
# Trends: Citizen Satisfaction



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# Value for Tax Dollar

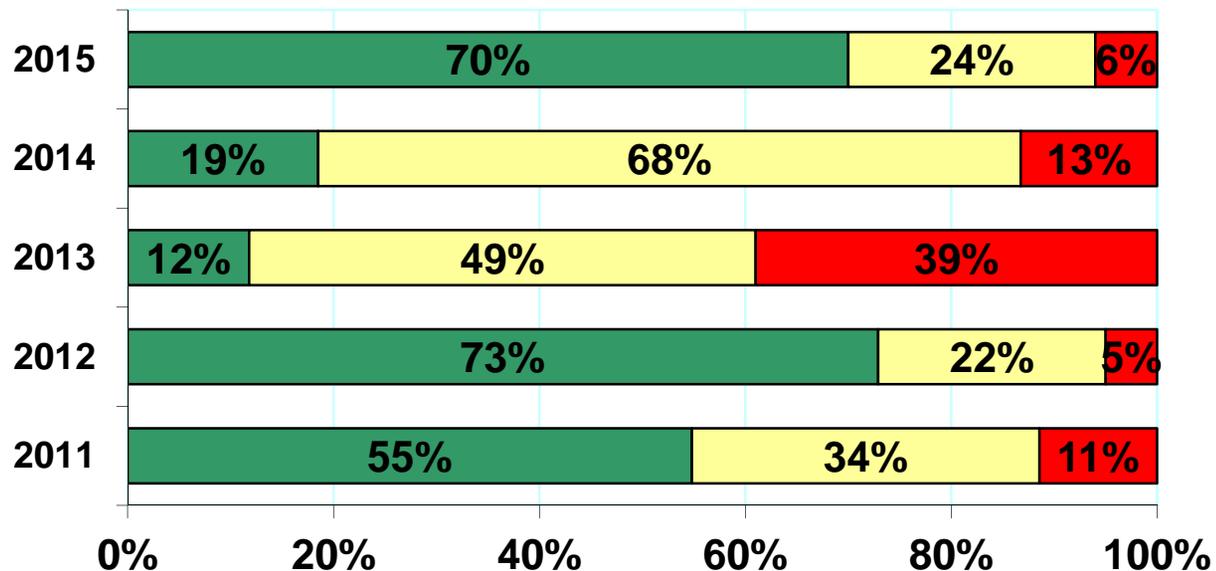
In 2015, 62% of Winnipeggers believe there is good to very good value in their municipal tax dollar.



# Property Tax: Increase or Decrease?

Which statement best describes your view?

- An increase in property taxes equal to inflation is acceptable in order to ensure that service levels remain the same
- Property taxes should not increase at all even though there may be some impact on services
- Property taxes should be reduced even if it means reducing levels of services



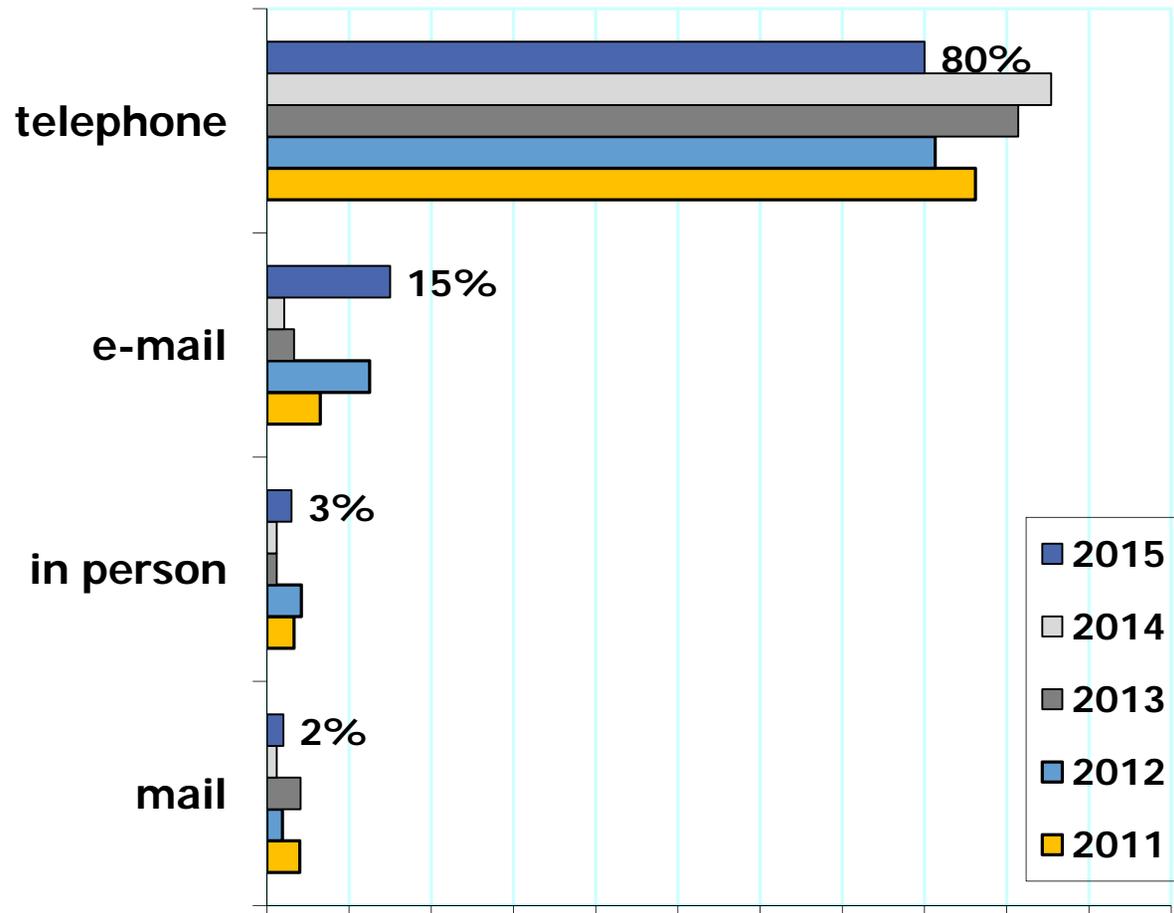
# Customer Service: Citizen Satisfaction

# Contact with City Staff

Telephone was by far the primary method of contact.

In 2015, there was a significant increase in those who contacted the City using e-mail.

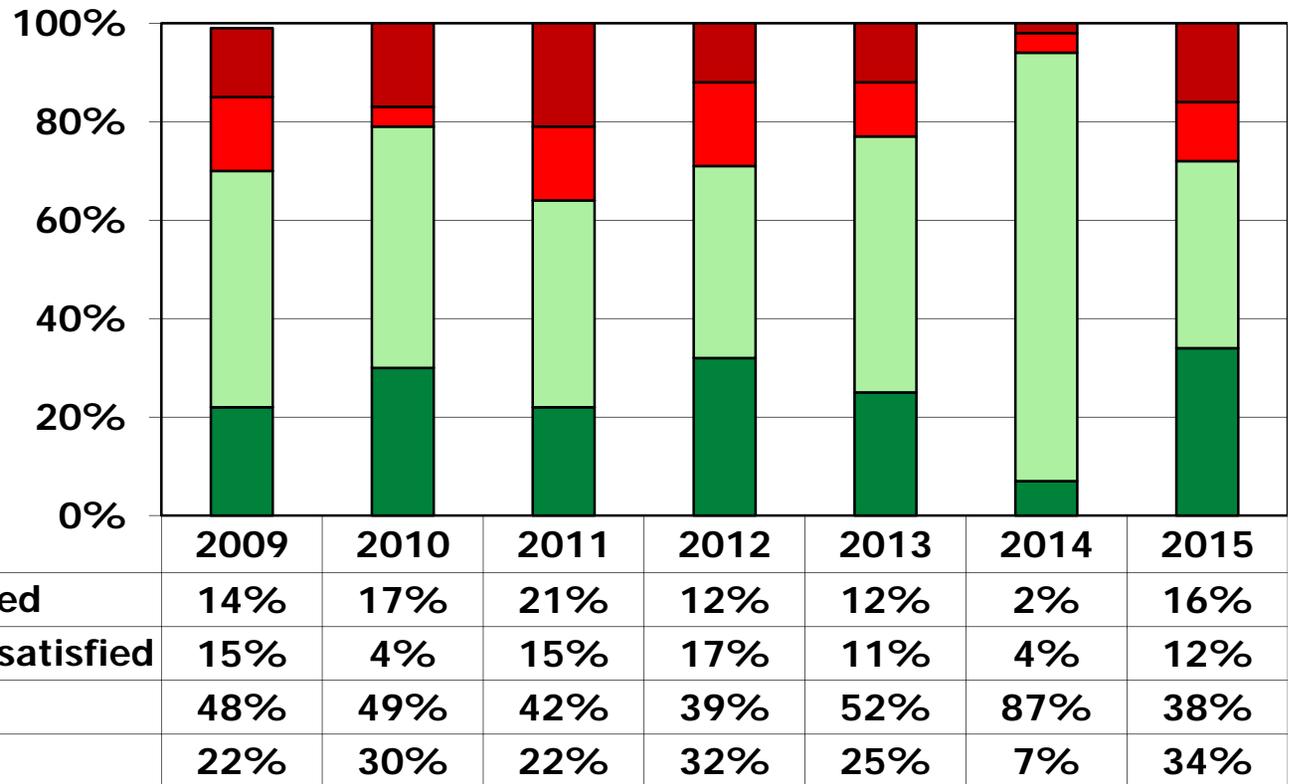
Of those who had contact, the method used was...



# Customer Service

Those who contacted the City of Winnipeg rated their experience as...

In 2015, 72% of Winnipeggers who had contacted the City in the past year, rated their experiences as satisfied or very satisfied.



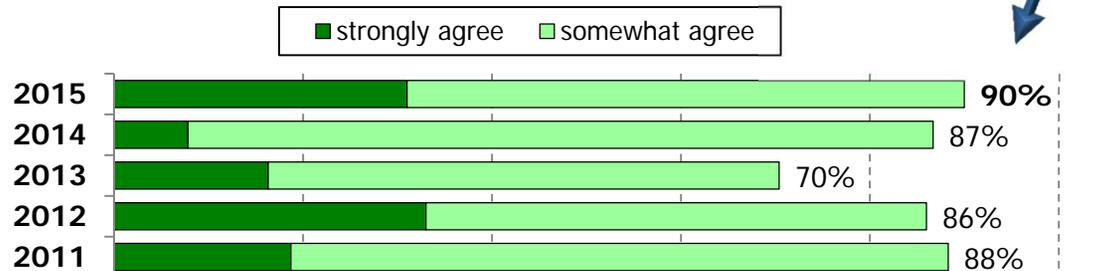
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# Customer Service

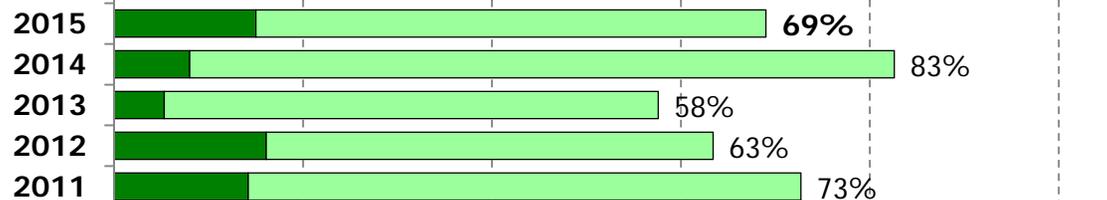
Question: Thinking about your personal dealings with the City of Winnipeg and your general impressions...

strongly agree & somewhat agree

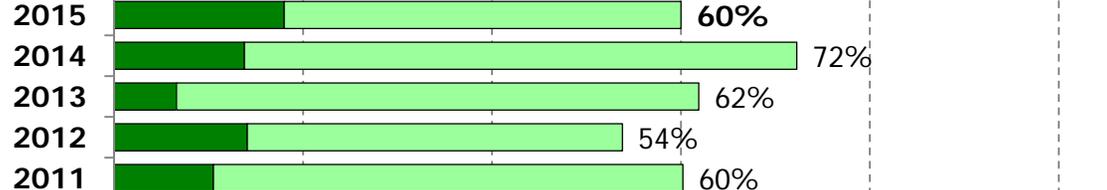
City staff are courteous, helpful and knowledgeable



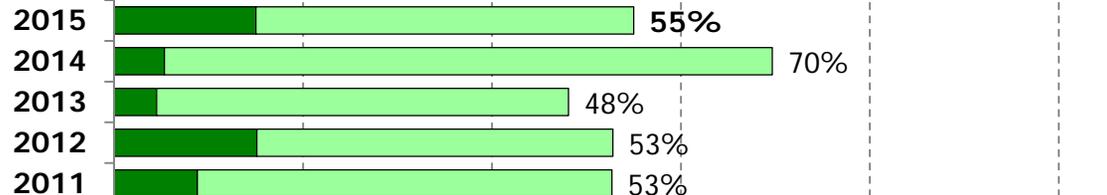
The quality of service from the City is consistently high



The City responds quickly to requests and concerns



City staff are easy to get a hold of when I need them



Source: City of Winnipeg – 2015 Citizen Survey conducted by Prairie Research Associates. Margin of Error +/- 4%, 19 times out of 20

# Improvements Customer Service - 2014

Citizens were asked:

“How could the City’s customer service be improved?”

Groupings		Detail of Responses	# of responses	% of people surveyed
33.4%	Improvements relating to staff contact	Less automation / more human contact	42	7.0%
		Better communication btwn departments - response / follow up	20	3.4%
		Reduce red tape / approval processes	3	0.5%
		Staff should be more knowledgeable / better trained	47	7.8%
		Staff should listen / show an interest in wanting to help	24	4.0%
		Staff should respond more quickly to issues / more efficient	55	9.1%
		Better work / less defensive / accept responsibilities	10	1.7%
25.4%	Improvements relating to systems	Improve 311	75	12.4%
		More information on city services / advertise more	7	1.2%
		Ability to contact departments directly	45	7.5%
		Get rid of 311	19	3.2%
		Improve website / Better use of technology	6	1.0%
24.3%	Improvements relating to staffing levels / availability	More people on staff	69	11.5%
		Answer phones quicker / less time on hold / call back system	77	12.9%
4.2%	Hrs of operation	Staff more accessible – longer hours / email contact	25	4.2%
3%	OK / Satisfied	No suggestions / satisfied	20	3.4%
6%	Other	Other	39	6.5%
34%	No suggestions	Don't know / refused	206	34.3%

Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.



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# Improvements Customer Service – Annual Trend

Citizens were asked:  
 “How could the City’s customer service be improved?”

Groupings	2011	2012	2013	2014	2015
Improvements relating to staff contact	4%	11%	11%	10%	33%
Improvements relating to systems	7%	16%	16%	5%	25%
Improvements relating to staffing levels	17%	11%	17%	34%	24%
Increase hours of operation	0%	0%	0%	0%	4%
OK / Satisfied	2%	2%	1%	5%	3%
Other	3%	4%	5%	2%	6%
No Suggestions	84%	57%	67%	43%	34%

*Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.*