



CITIZEN PERSPECTIVE

2019 Citizen Survey



May 2019

presented by:  **ADVANIS**

Background and Objectives

Project Background

- Historically this study has been used as a tool for measuring the level of satisfaction of the citizens 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 **602** Winnipeg citizens aged 18 years and over were interviewed by telephone between April 25, 2019 and May 14, 2019. 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, and by the landline and cell phone ownership according to 2017 Statistics Canada data.

The margin-of-error for this telephone survey of 602 adults is +/- 4.0%, 19 times out 20. The margin-of-error is higher for sub-populations analyzed in these results.

Where applicable, this report compares the results of the 2019 survey with the results of previous citizen satisfaction surveys conducted in 2016, 2017, and 2018.

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.***

Key Findings

QUALITY OF LIFE

- Most Winnipeggers (93%, same as in 2018) rate the overall quality of life in the City as very good or good, while very few (7%) rate it as poor or very poor.
 - Winnipeggers find it easy to get around by car (87%) and to a lesser extent by walking (74%). Fewer find it easy to get around by transit (61%) or by bicycle (58%).
 - Although about two-thirds of citizens feel safe walking alone at night in their neighbourhood (64%), few feel safe walking alone at night downtown (14%), waiting alone for public transportation after dark (28%), or using public transportation alone after dark (40%).
- The most common actions cited to improve the quality of life in Winnipeg are related to Crime and Policing (51%), Roads and Infrastructure (24%), and Transit (20%).

Key Findings

VALUE FOR TAX DOLLARS







- Two-thirds of citizens continue to feel that they receive good or very good value for their property tax dollars.
- The most common reasons for finding good value for property tax dollars are having general satisfaction (48%), satisfaction with services (37%), and satisfaction with roads (18%).
- The most common reasons finding poor value for property tax dollars are dissatisfaction with roads (36%), dissatisfaction with services (21%), and dissatisfaction with city administration (18%).

CUSTOMER SERVICE

- Similar to 2018, two-thirds of Winnipeggers contacted the City in the past year and those who did so, most commonly used 📞 the phone (89%) and 📧 email (18%).
- Satisfaction with customer service remains high at 81%.
- The majority of Winnipeggers (91%) agree that city staff are courteous, helpful, and knowledgeable while fewer (59%) agree that the City responds quickly to requests and concerns.
- The top suggestions to improve customer service include more available staff and less waiting time on the phone.

Key Findings

CITY SERVICES

- Usage of city services varies by service, with the majority having visited a local (89%) or major park (85%), but only 22% have been involved in a medical incident and 18% were involved in an incident where 911 was called.
- Overall satisfaction with city services remains high at 88%.
- Public Safety remains the most important service area while Infrastructure has decreased in the importance and Property and Development has increased over the past year.
- Satisfaction with city services is high for the majority of services.
- Individual city services that received over 95% satisfaction ratings:
 -  Fire and rescue service response to fire emergencies (98%)
 -  Condition of major parks (97%)
 -  Protection from river flooding (96%)
- Individual city services that received under 60% satisfaction ratings:
 -  Condition of residential streets in your neighbourhood (55%)
 -  Management of rush hour traffic flow (56%)
 -  Condition of major streets (59%)

THE RESULTS

2019 Overall Satisfaction



Quality of Life (Very good/Good)			
2016	2017	2018	2019
94%	92%	93%	93%



Value for Tax Dollars (Very good/Good)			
2016	2017	2018	2019
68%	70%	71%	68%



Overall City Services (Very /Somewhat Satisfied)			
2016	2017	2018	2019
85%	88%	87%	88%



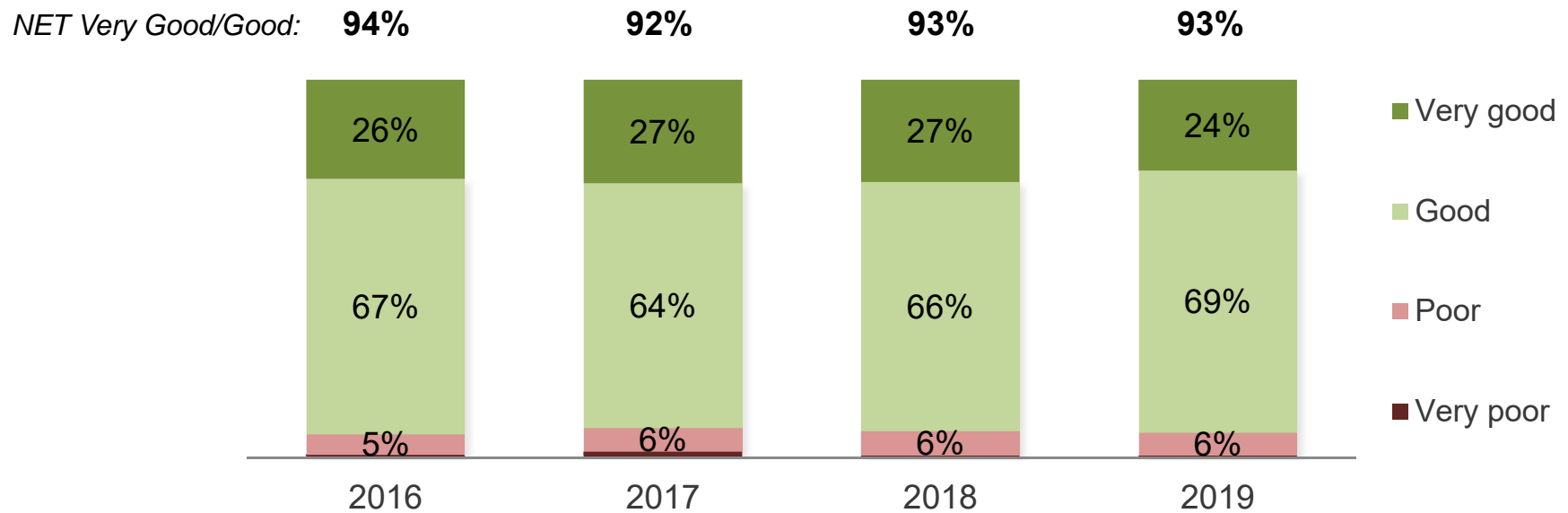
Customer Service (Very /Somewhat Satisfied)			
2016	2017	2018	2019
79%	83%	79%	81%

QUALITY OF LIFE

Quality of Life

Similar to previous years, the majority (93%) of Winnipeggers rate the overall quality of life in Winnipeg as very good or good. Older citizens are more likely to give a higher rating.

Overall quality of life in Winnipeg today

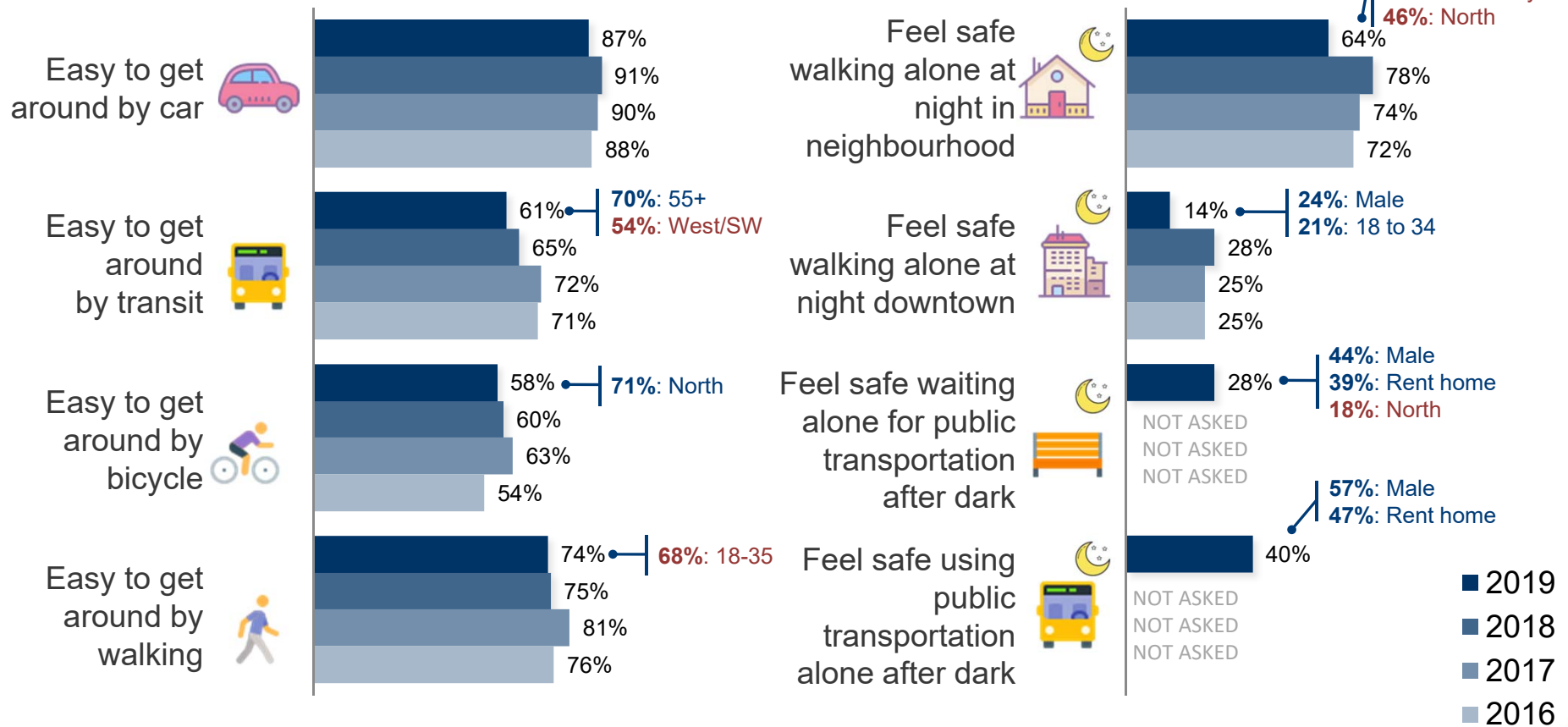


Those more likely to say Very Good/Good in 2019 include:
 ✓ 55 years or older (97%)

Q3 -- In general, how would you consider the overall quality of life in Winnipeg today? (Base: All respondents (excluding Don't know/Refused). 2019 n=597)

Quality of Life Statements

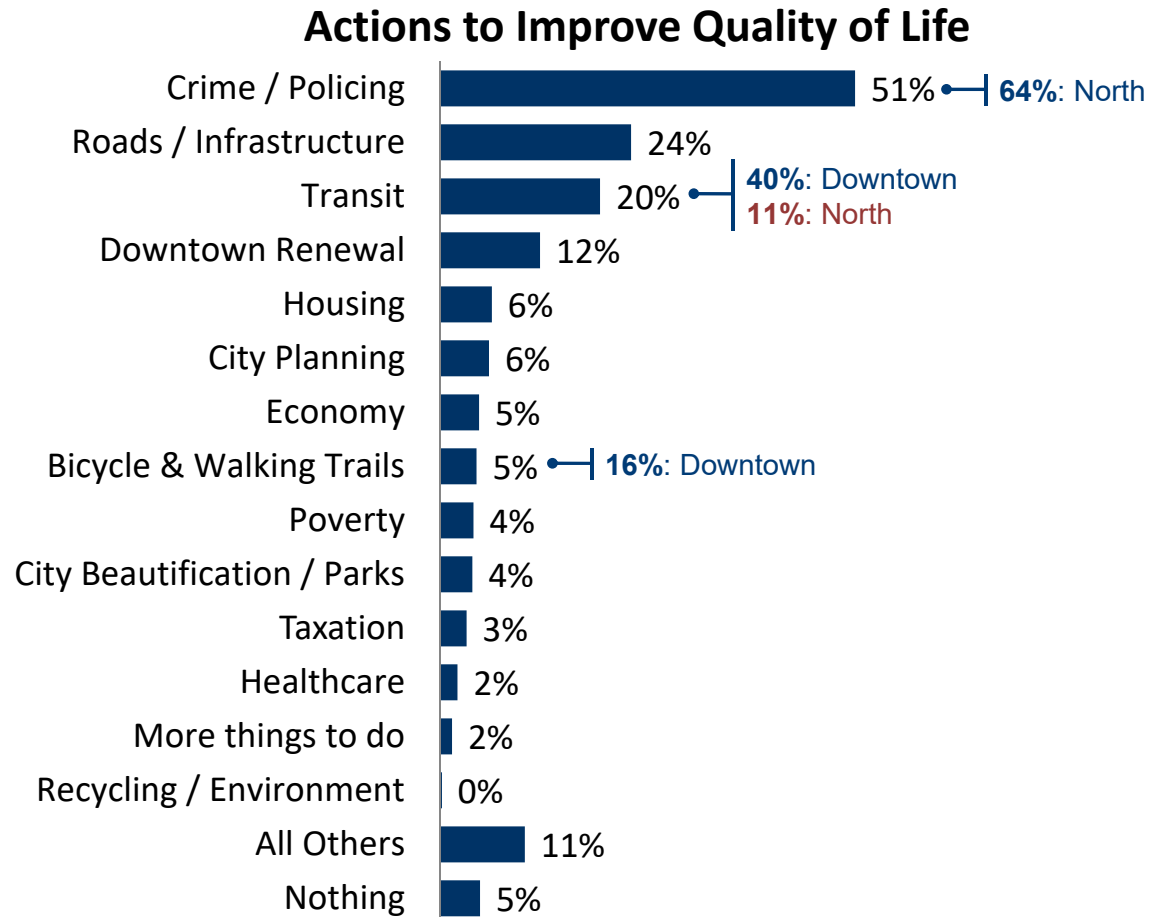
Quality of Life Ratings (Strongly agree/Agree)



Q4 to Q12 -- I am now going to read you a few statements about Winnipeg. For each one, please tell me whether you strongly agree, agree, disagree, or strongly disagree. (Base: All respondents (excluding Don't know/Refused). 2019 n=510-598)

Actions to Improve Quality of Life

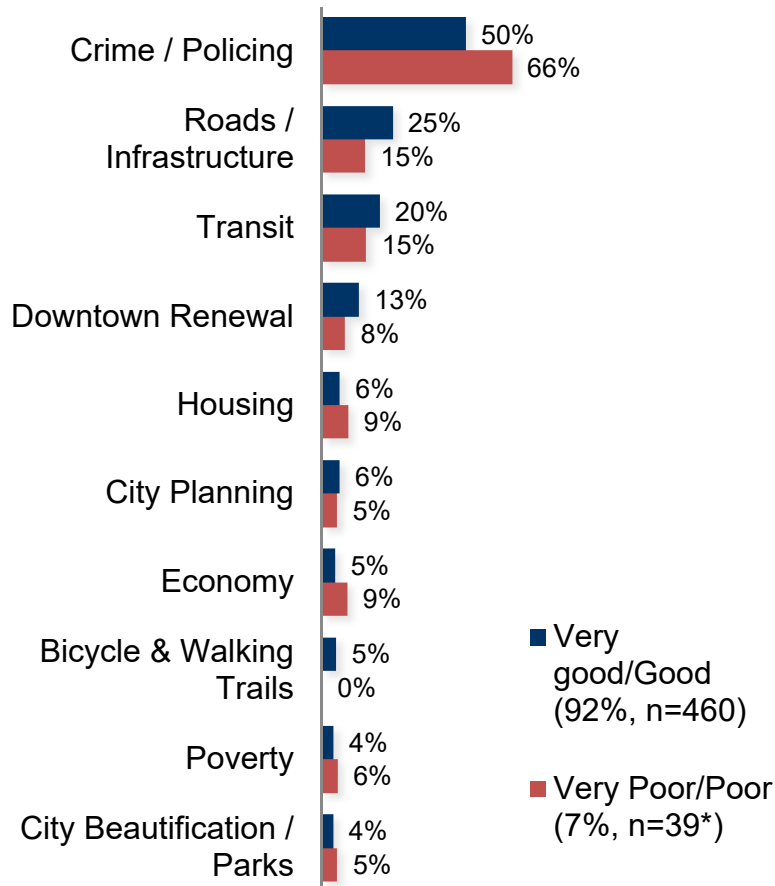
More than half of citizens cited actions related to crime and policing for improving the quality of life in Winnipeg.



Q11 -- What actions do you think the City of Winnipeg could take to improve the quality of life in the City? Multiple responses allowed (Base: All respondents (excluding Don't know/Refused). 2019 n=502)

Actions to Improve Quality of Life

Top Actions by Perceived Quality of Life



Most common actions for Good/Very good (93%, n=460)

- Reduce crime / improve law enforcement / safety (29%)
- Fix roads and streets (21%)
- Improve public transit / rapid transit (20%)
- Increase police presence (19%)

Most common actions for Very poor/Poor (7%, n=39*)

- Reduce crime / improve law enforcement / safety (38%)
- Increase police presence (31%)
- Focus on gangs / drugs / addicts / mental health (22%)

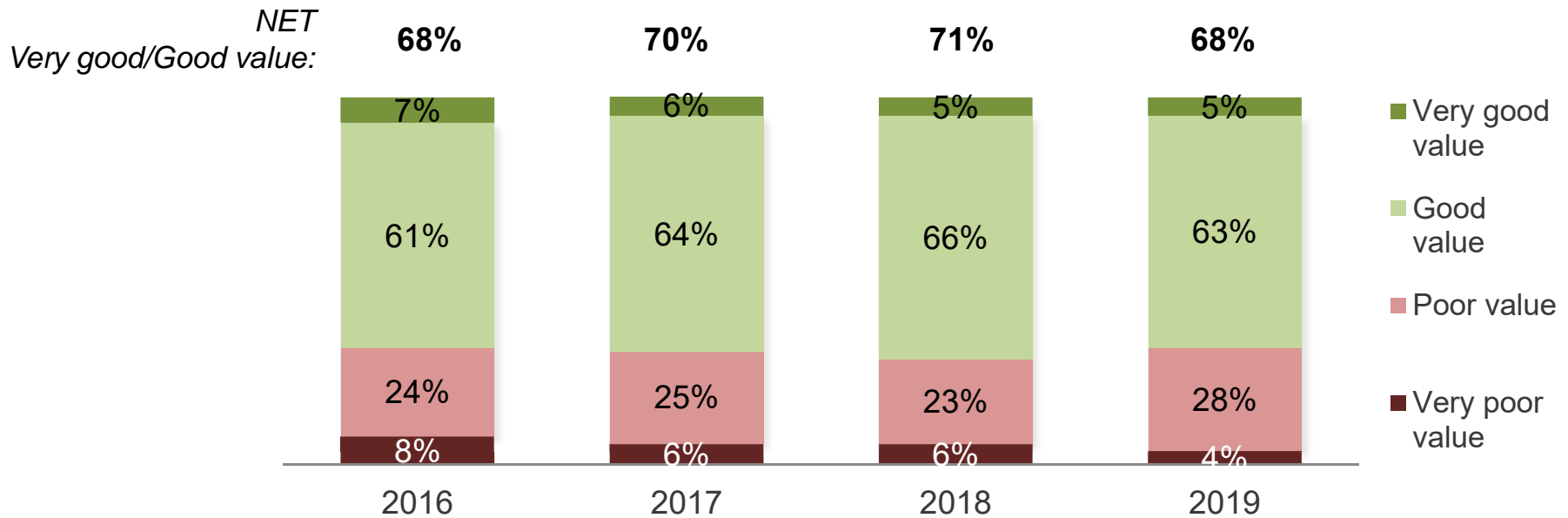
Q11 -- What actions do you think the City of Winnipeg could take to improve the quality of life in the City? Multiple responses allowed (Base: All respondents (excluding Don't know/Refused). 2019 n=502); *Base < 50, interpret with caution.

VALUE FOR TAX DOLLARS

Value for Tax Dollars

Two-thirds of Winnipeggers feel that they receive good or very good value for their property tax dollars. Those who rent their homes are more likely to give a higher rating.

Perceived value from property tax dollars

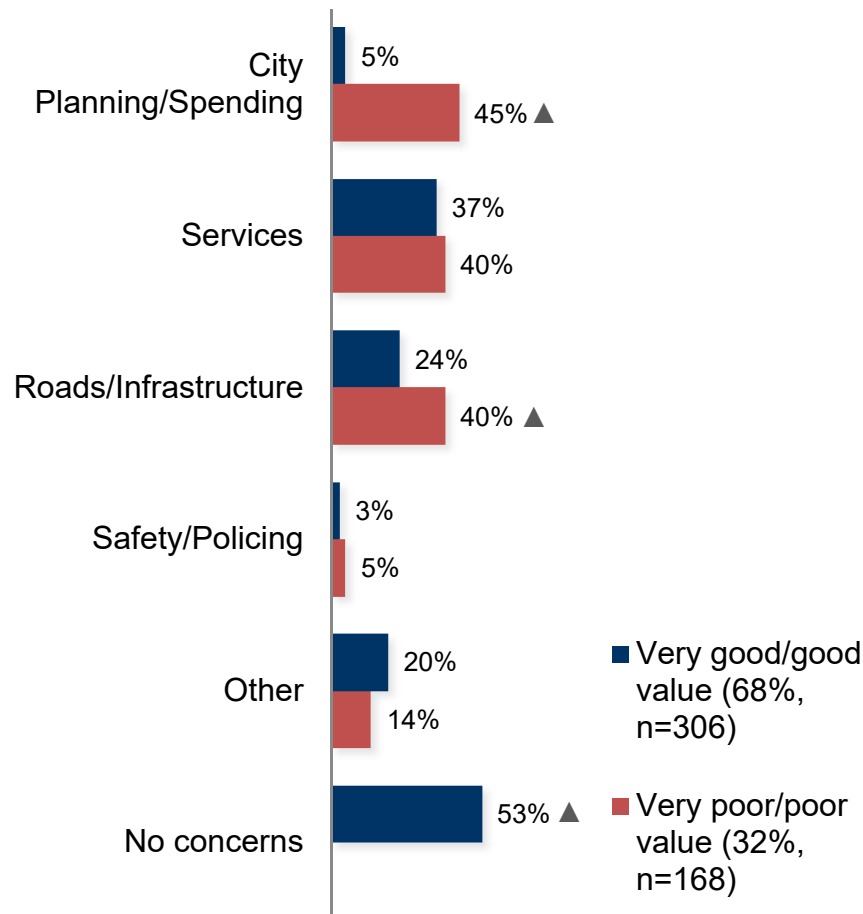


Those more likely to say Very good/Good value in 2019 include:
 ✓ Rent their home (77%)

Q12a -- 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). 2019 n=552)

Reasons for Value Received for Tax Dollars

Reasons by Perceived Value



Most common reasons for Very good/good value (68%, n=306)

- General satisfaction (48%)
- Satisfaction with roads (18%)
- Satisfaction with services:
 - Snow clearing (12%)
 - Street cleaning (11%)
 - Garbage/recycling (11%)

Most common reasons for Very poor/poor value (32%, n=168)

- Dissatisfaction with roads (36%)
- Dissatisfaction with services (21%)
- Dissatisfaction with city administration (18%)

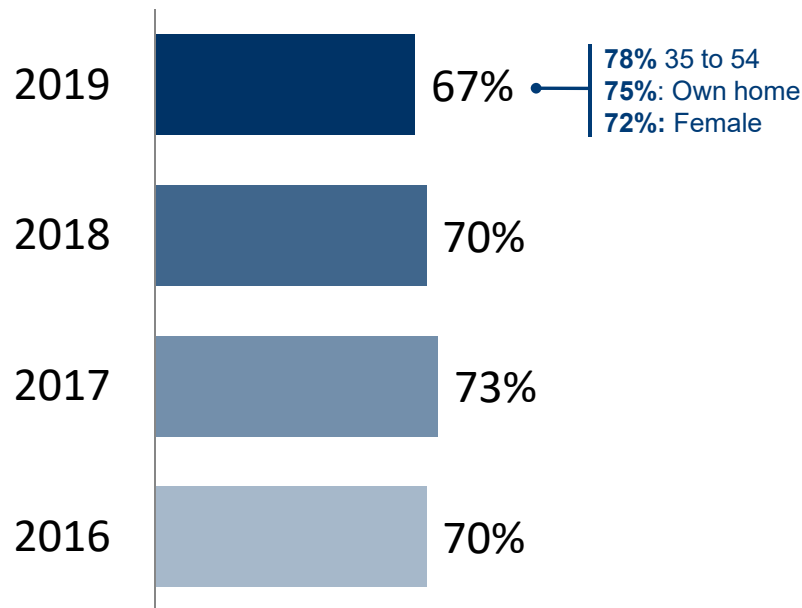
Q12b -- Why do you feel you receive <<Q12a.text>> from your property tax dollars? Multiple responses allowed (Base: Gave an option about value for taxes (excluding Don't know/Refused). 2019 n=474) ▲ Statistically higher than those not in this segment

CUSTOMER SERVICE

Contact with the City

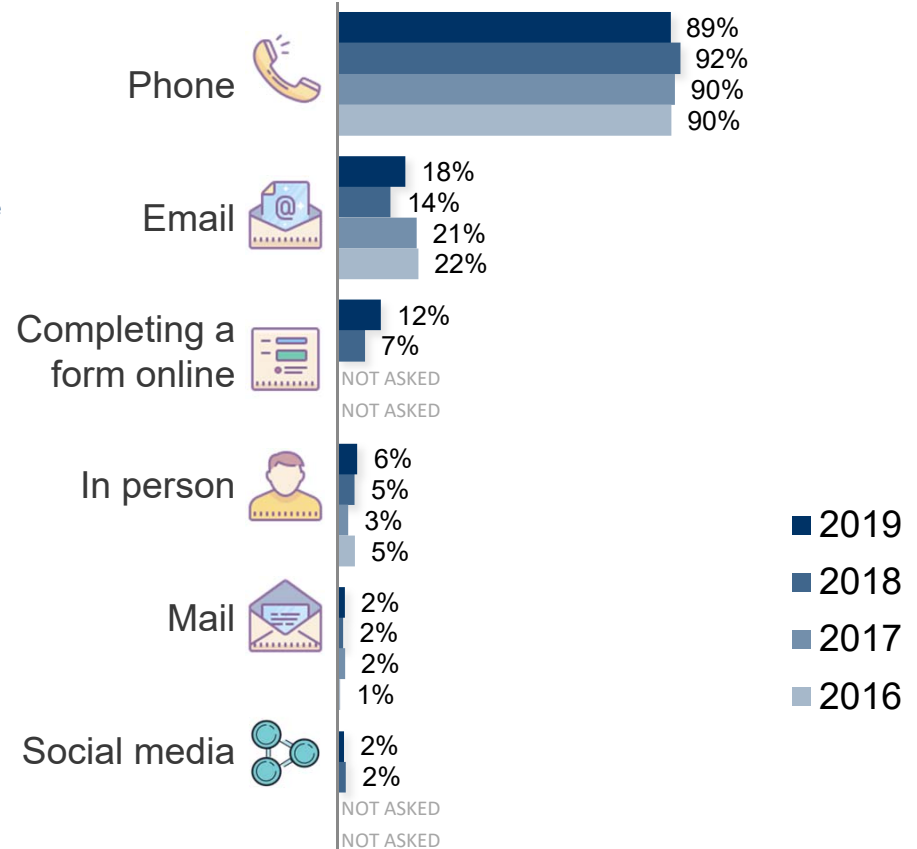
Phone is the most common method used to contact the City followed by email. Two-thirds of Winnipeggers contacted the city in the past year and those who own their homes, are 35-54, and females are more likely to have done so.

Contacted City in the last year



How did you contact the City?

(base: contacted the City)

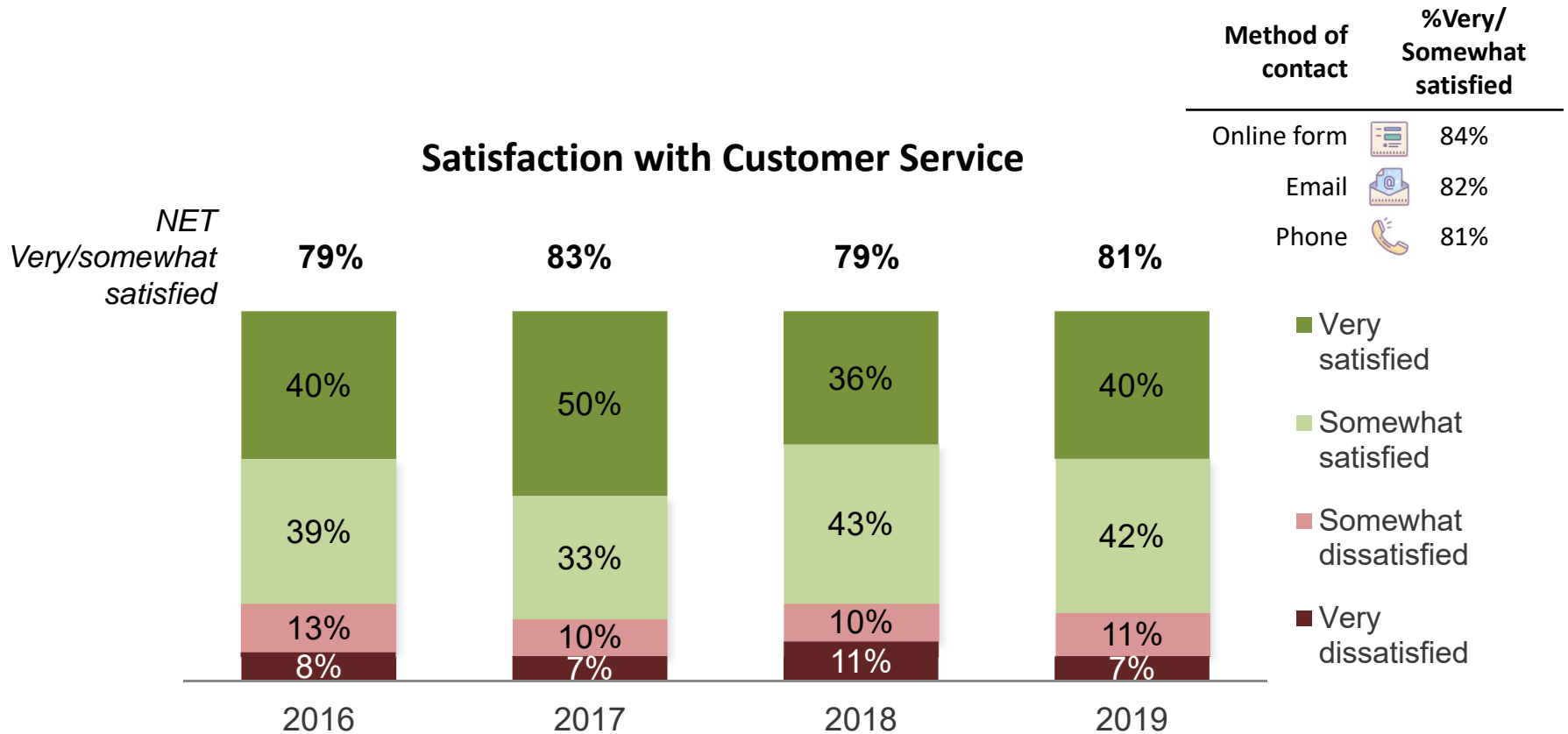


Q63 -- Have you contacted 311 or another staff member from the City of Winnipeg in the last year?(Base: All respondents (excluding Don't know/Refused). 2019 n=602)

Q64 -- How did you contact the City of Winnipeg? Multiple responses allowed(Base: Contacted the city (excluding Don't know/Refused). 2019 n=402)

Satisfaction with Customer Service

Satisfaction with customer service remains high at 81%. Satisfaction levels are similar across each method of contact.

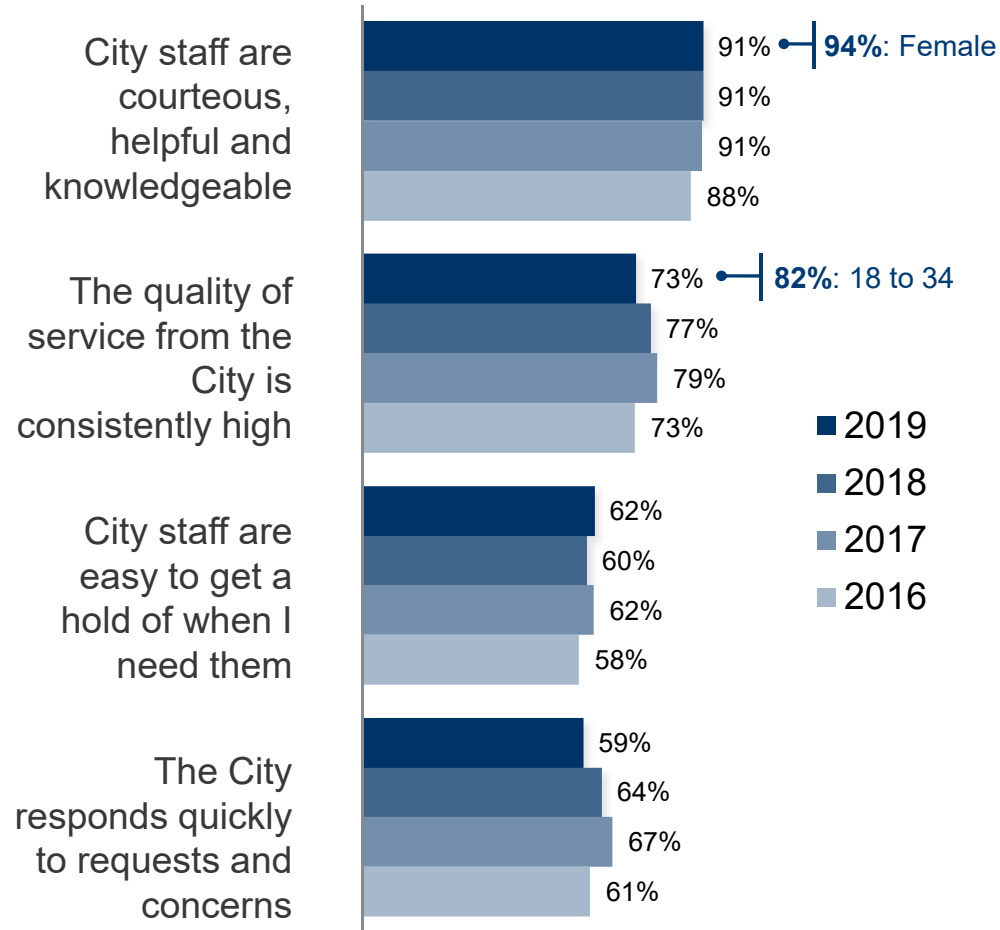


There are no demographic subgroups more likely to be satisfied with the customer service experience.

Q65 -- How would you rate the experience? (Base: Contacted the city (excluding Don't know/Refused). 2019 n=401)

Customer Service Details

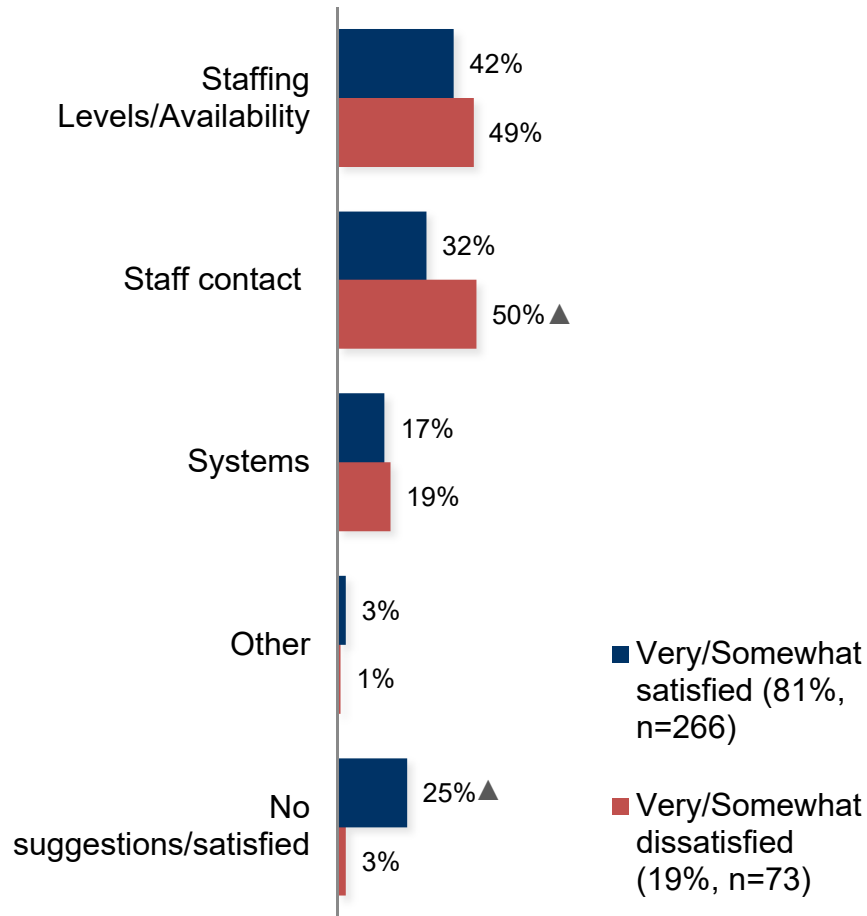
Agreement with Statements (Strongly/Somewhat Agree)



Q66 to Q69 -- 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), 2019 n=387-395)

Improvement to Customer Service

Customers Service Improvements by Satisfaction Level



Most common improvements for Very/Somewhat satisfied (81%, n=266)

- No suggestions/satisfied (25%)
- Answer phone more quickly/less time on hold (24%)
- More people on staff (20%)

Most common improvements for Very/Somewhat dissatisfied (19%, n=73)

- More people on staff (25%)
- Answer phone more quickly/less time on hold (22%)
- Staff should respond more quickly (17%)
- More knowledgeable staff (16%)

Q70 -- How could the City's customer service be improved? Multiple responses allowed (Base: Contacted customer service (excluding Don't know/Refused). 2019 n=339)

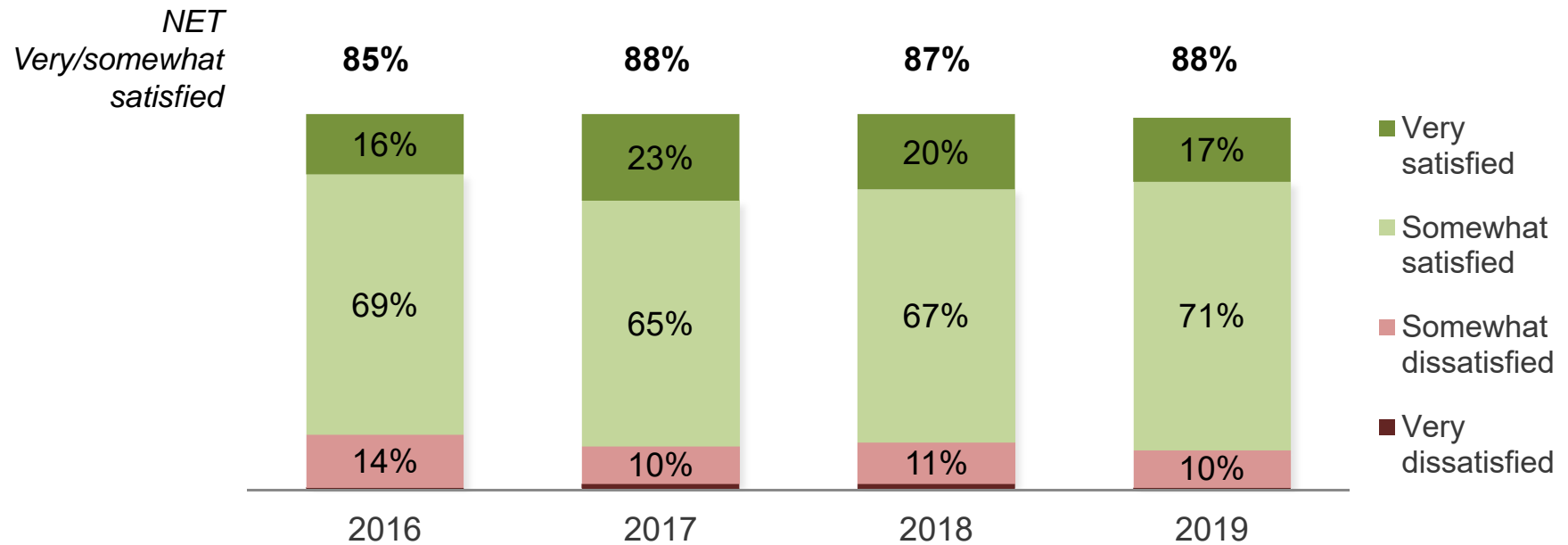
▲ Statistically higher than those not in this segment

CITY SERVICES

Overall Satisfaction with City Services

The majority of Winnipeggers are at least somewhat satisfied with city services, with those who live in downtown Winnipeg being the least likely to be very satisfied.

Overall Satisfaction with City Services



Those less likely to say Very Satisfied in 2019 include:
 x Live downtown (9%)

Q50 -- In general, how satisfied are you overall with the services provided by the City of Winnipeg? (Base: All respondents (excluding Don't know/Refused). 2019 n=601)

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	As compared to 2018
Public Safety (Fire Paramedic, Police)	1.7	81%	↔
Infrastructure (Roads, Water)	2.4	58%	↓
Community Services (Libraries, Recreation)	2.7	41%	↔
Property & Development (Land use planning)	3.2	21%	↑

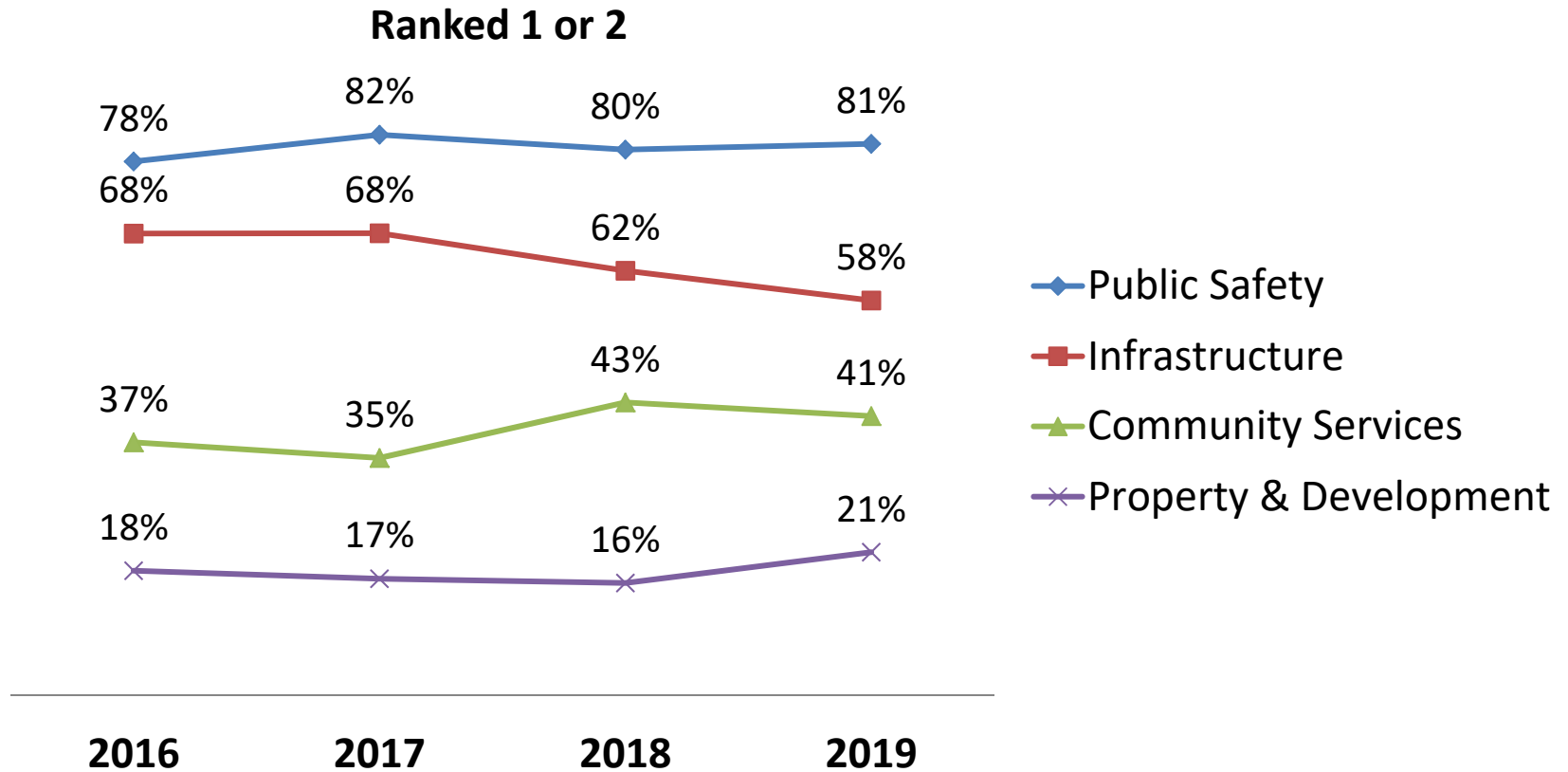
1= most important

4= least important

Q51 -- 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). 2019 n=572-579)

Importance of Service Areas [2/2]

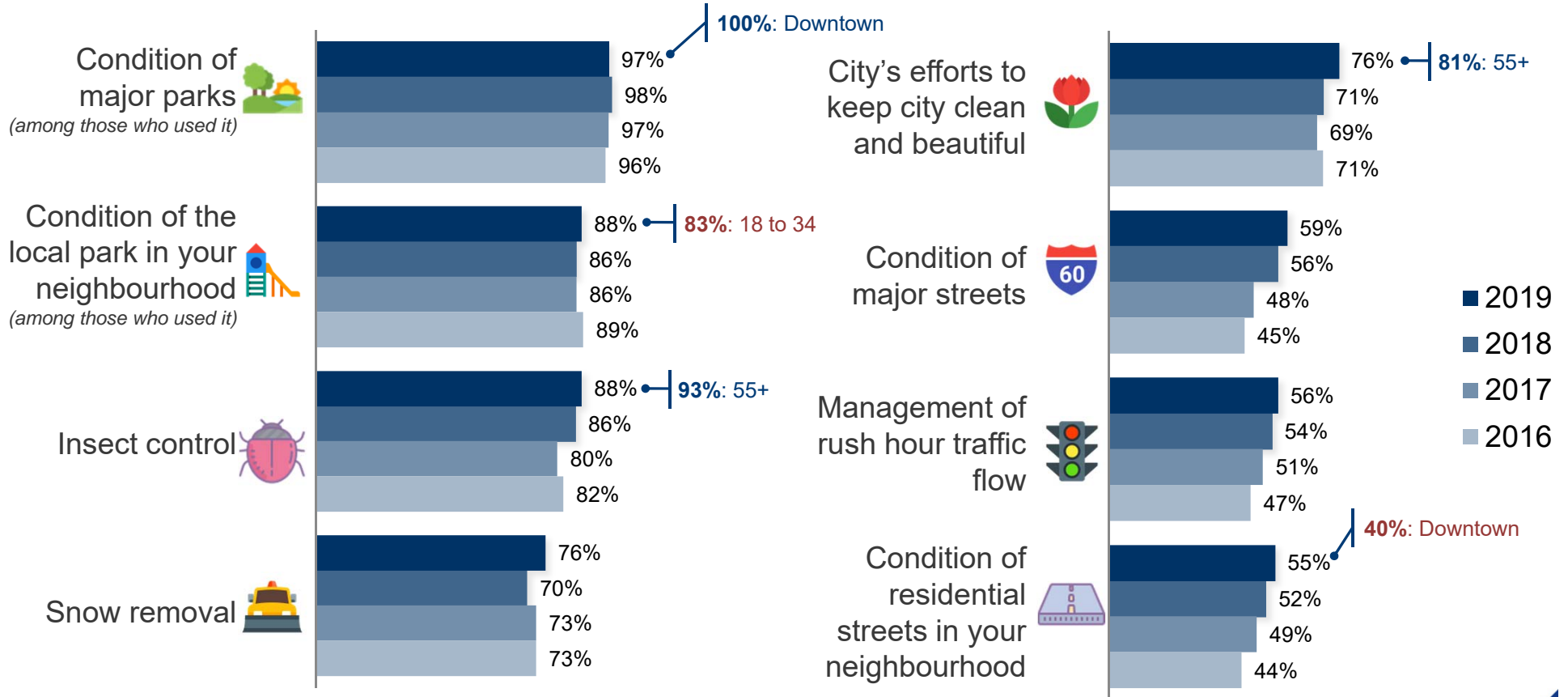
Infrastructure has decreased in importance over the last 2 years while Property & Development has increased compared to 2018.



Q51 -- 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). 2019 n=572-579)

Satisfaction with Public Works

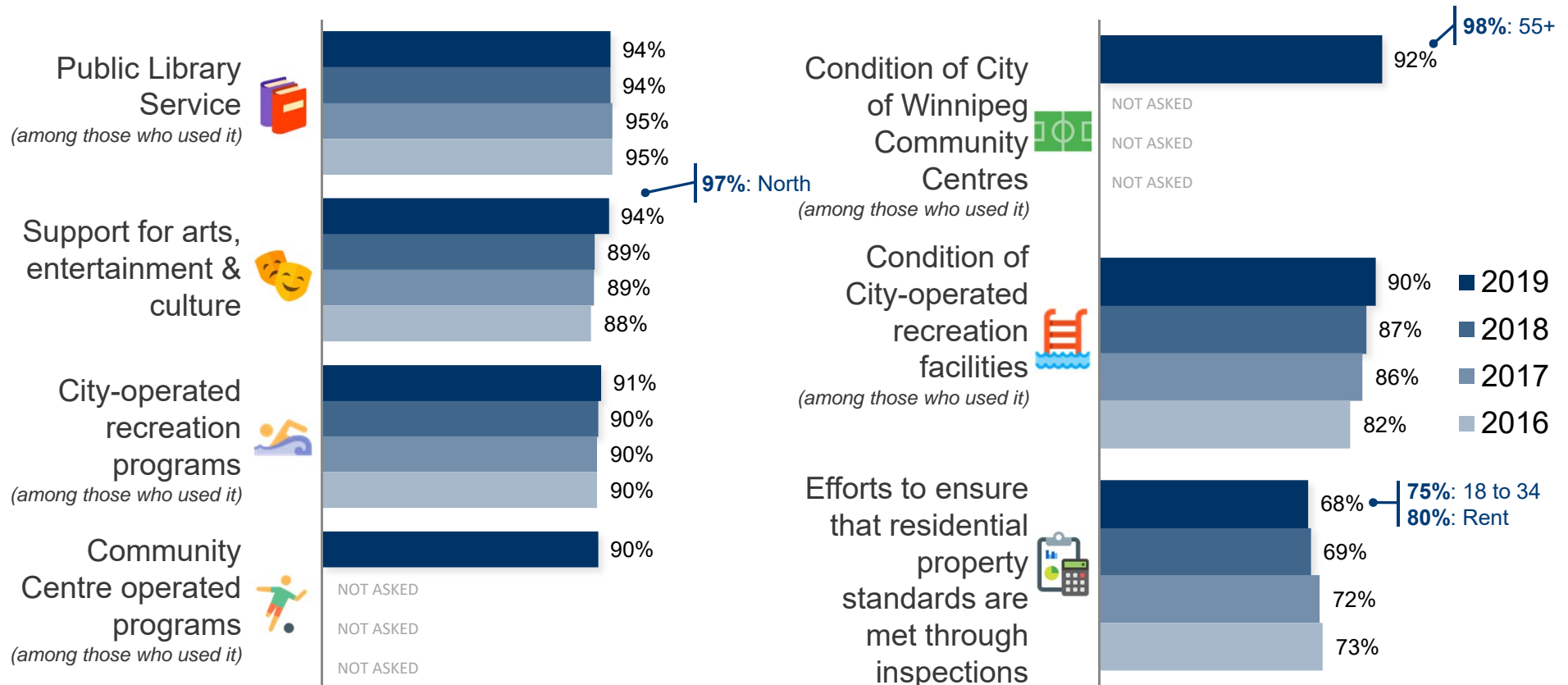
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



Q13 to Q49 -- 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). 2019 n=98-600

Satisfaction with Community Services

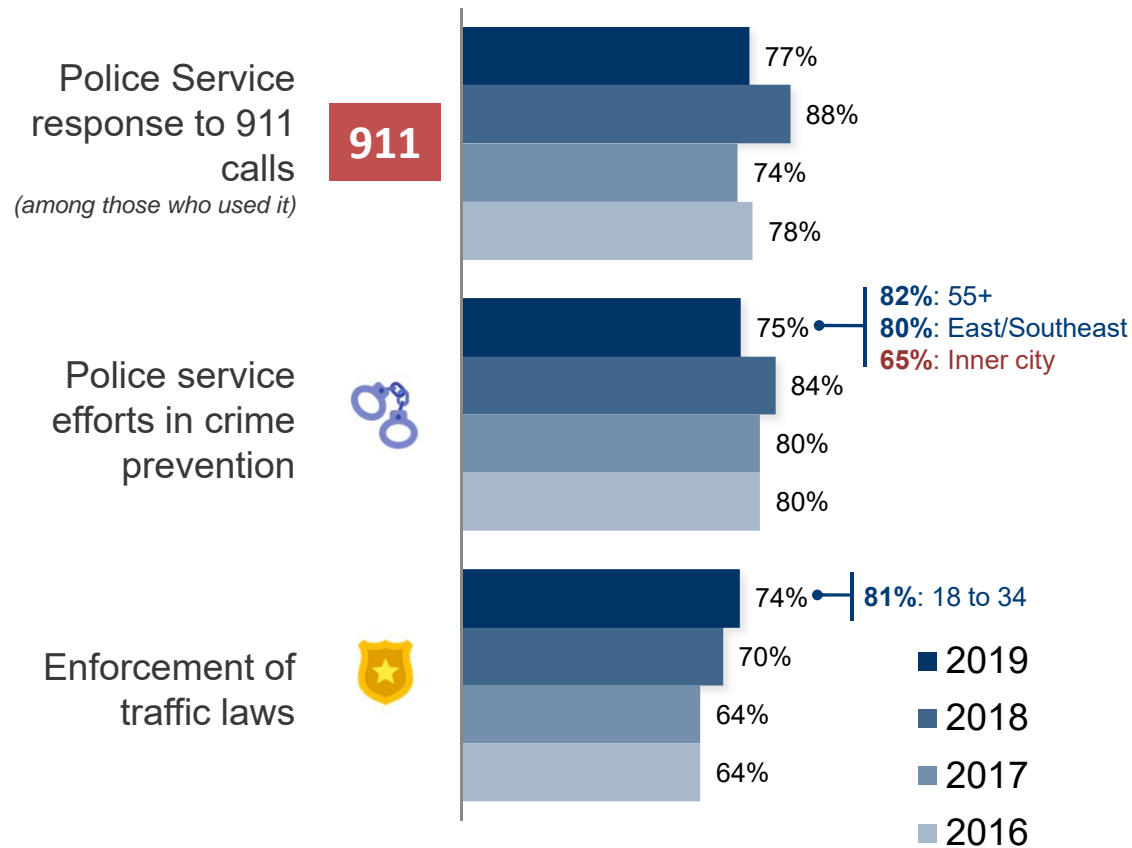
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



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Satisfaction with Police Service

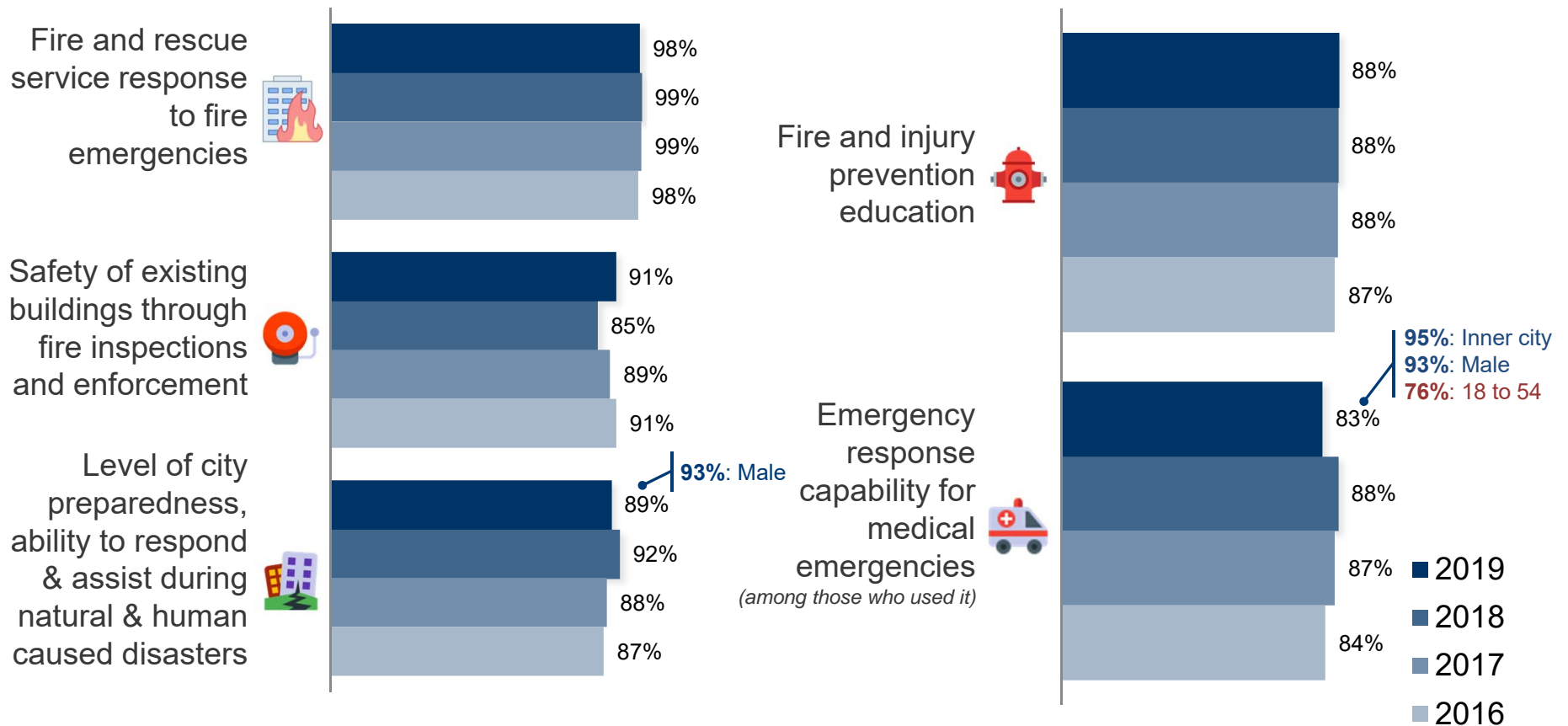
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Satisfaction with Fire Paramedic Services

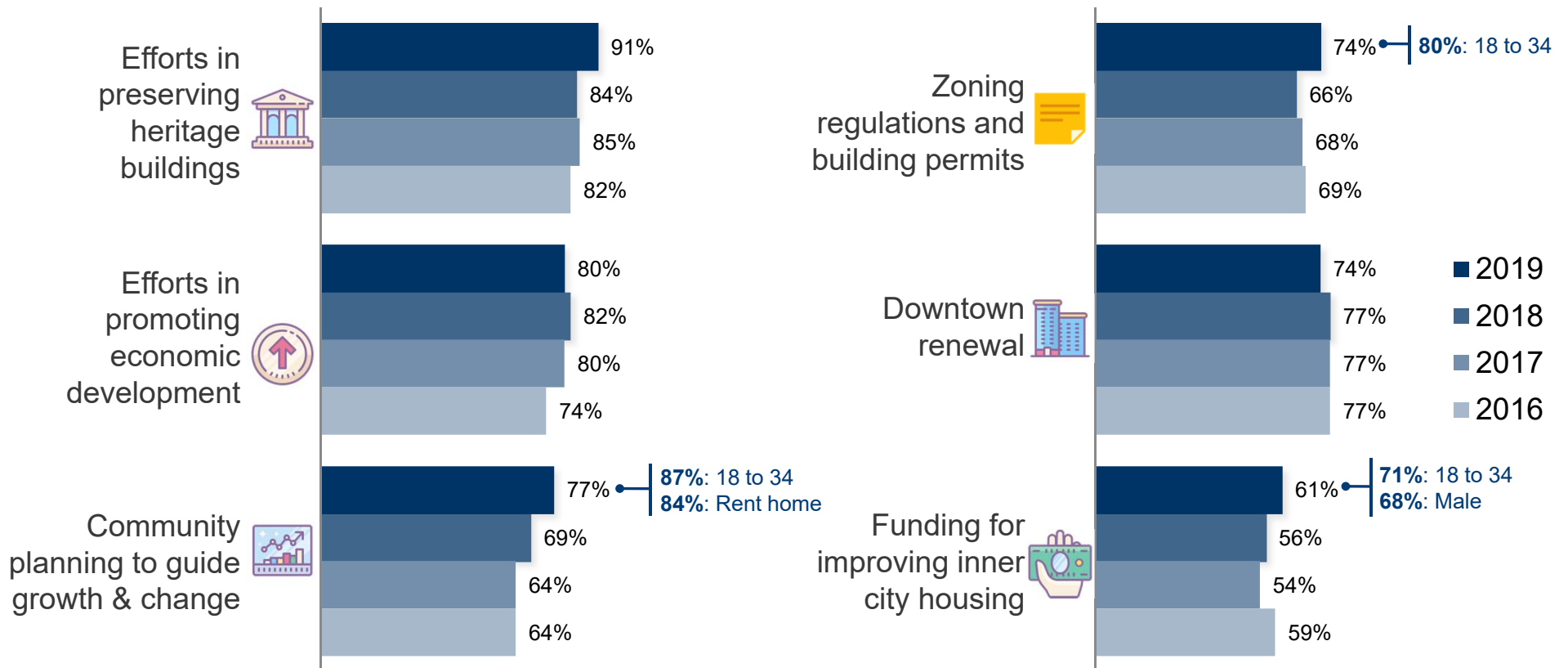
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



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Satisfaction with Planning, Property & Development

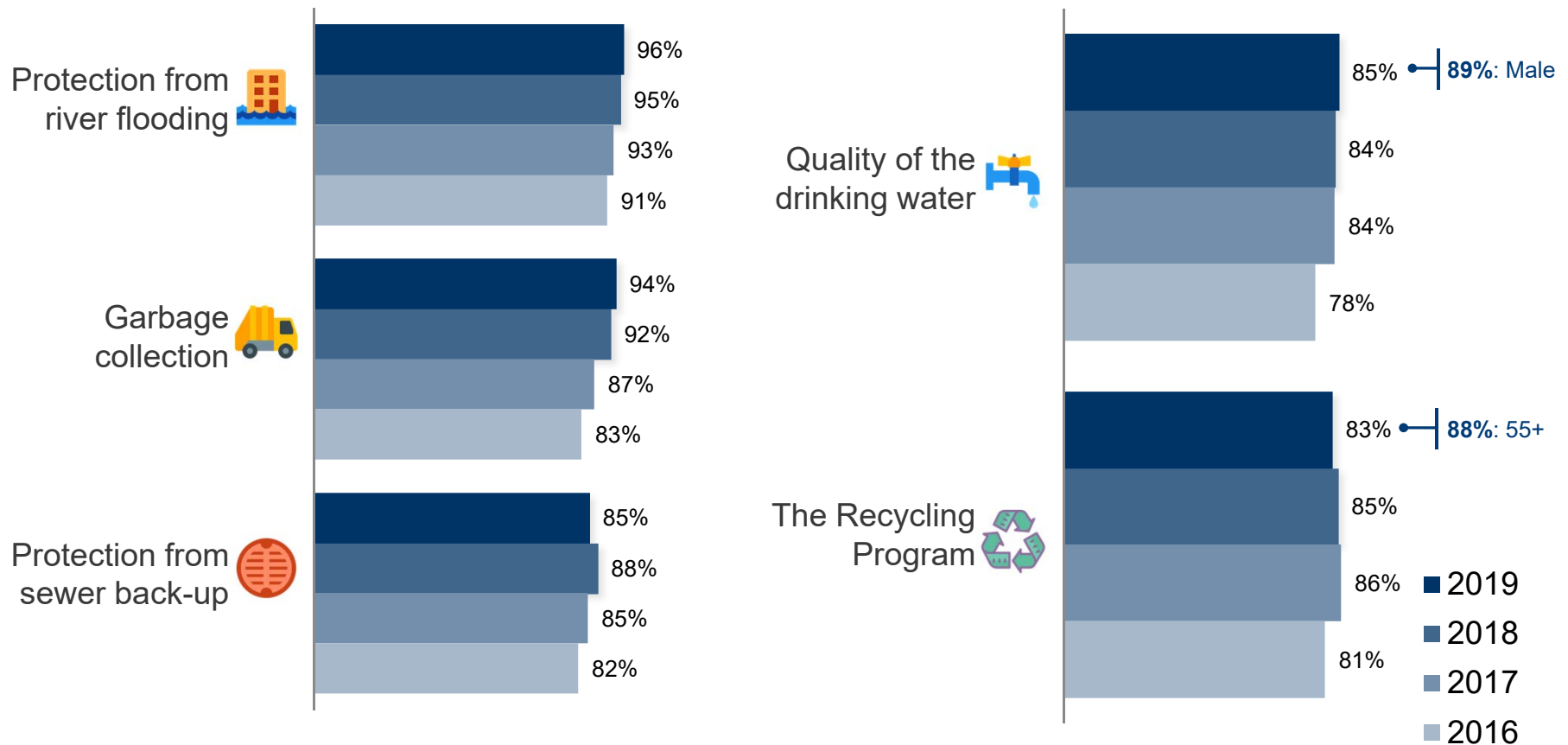
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



Q13 to Q49 -- 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). 2019 n=98-600)

Satisfaction with Water and Waste

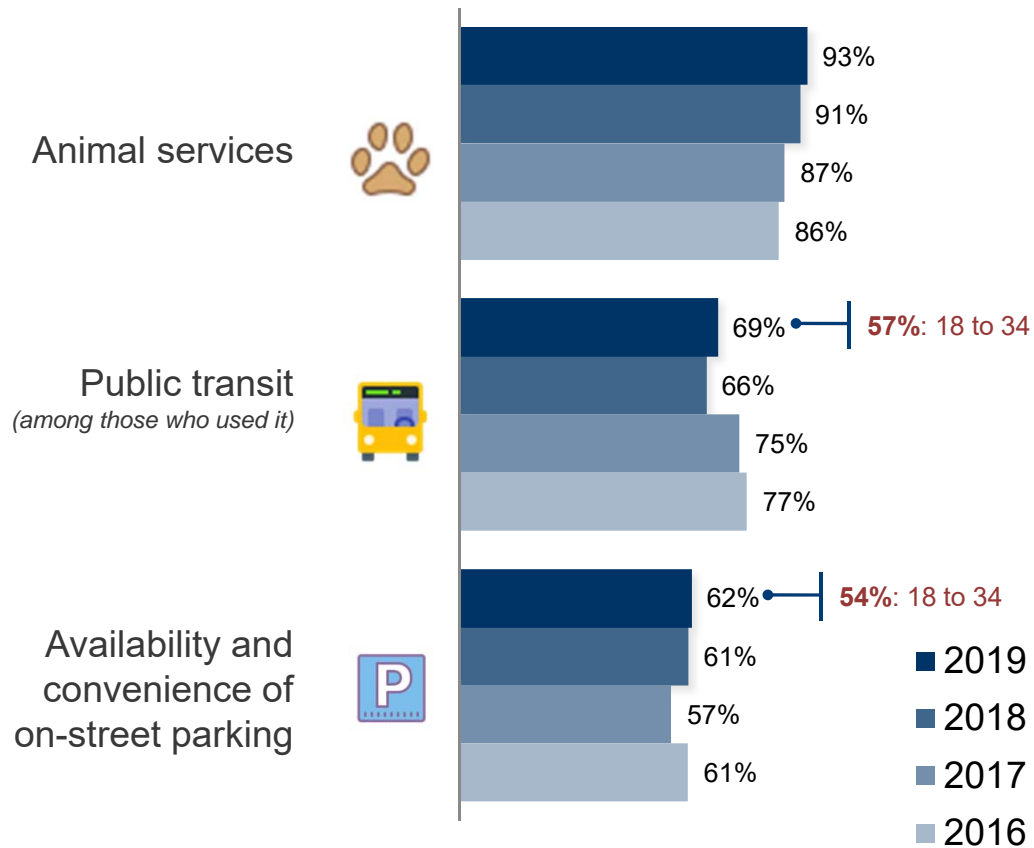
Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)



Q13 to Q49 -- 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). 2019 n=98-600)

Satisfaction with Transit / SOAs

Satisfaction with Individual Services (Very Satisfied/Somewhat Satisfied)

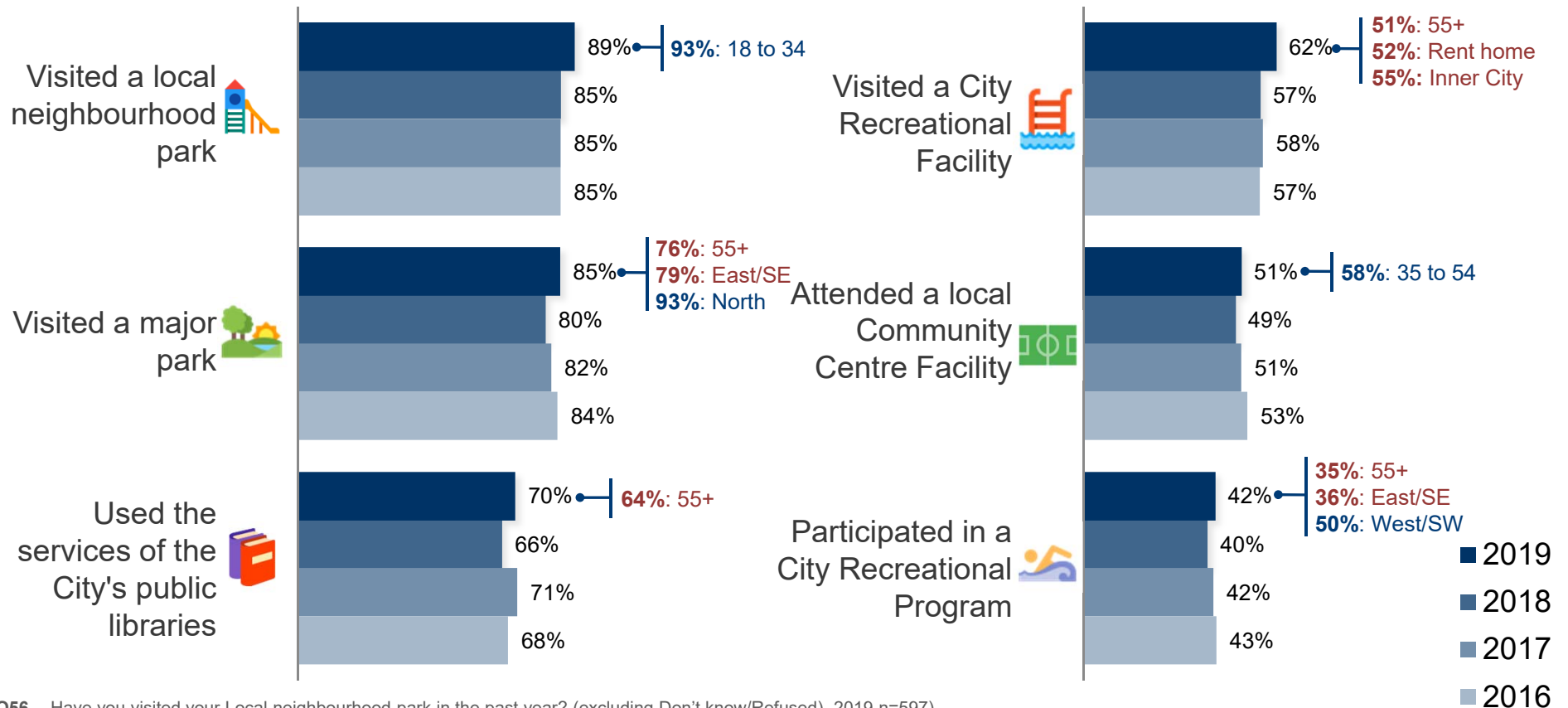


Q13 to Q49 -- Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services. (excluding Don't know/Refused). 2019 n=98-600)

USE OF CITY SERVICES

Usage of City Services

Used in the past year



Q56 -- Have you visited your Local neighbourhood park in the past year? (excluding Don't know/Refused). 2019 n=597)

Q57 -- Have you visited a Major park like Kildonan Park or St. Vital Park in the past year? (excluding Don't know/Refused). 2019 n=601)

Q62 -- 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). 2019 n=598)

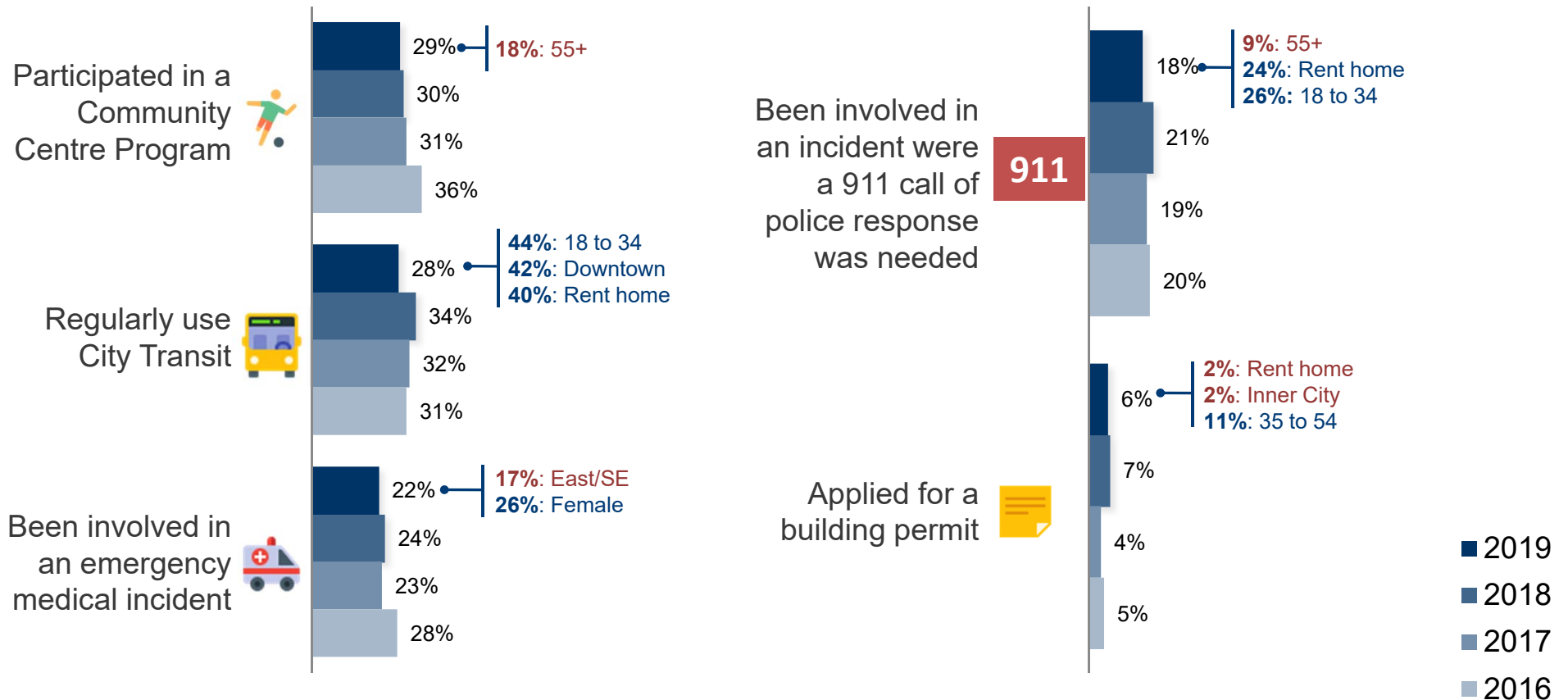
Q52 -- Have you visited a City Recreational Facility like a pool or leisure centre in the past year? (excluding Don't know/Refused). 2019 n=593)

Q53 -- Have you attended your local Community Centre Facility in the past year? (excluding Don't know/Refused). 2019 n=592)

Q54 -- 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). 2019 n=592)

Usage of City Services

Used in the past year



Q55 -- Have you or your family participated in a Community Centre Program like hockey or soccer in the past year? (excluding Don't know/Refused). 2019 n=600

Q58 -- Do you regularly use the City Transit (for example, seasonally or at least once a week)? (excluding Don't know/Refused). 2019 n=601

Q59 -- 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). 2019 n=601

Q60 -- 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). 2019 n=599

Q61 -- Have you applied for a building permit in the past year? (excluding Don't know/Refused). 2019 n=599