



REPORT ON **2024 WINNIPEG POLICE SERVICE CITIZEN SURVEY**

A CULTURE OF SAFETY FOR ALL

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 January 29 and February 7, 2024. 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 2024 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

KEY FINDINGS

Perceptions of police generally lower than past years

- In 2024, 54% of Winnipeggers rated the quality of the Winnipeg Police Service as excellent or good, which is down slightly from 55% in 2022, but is the lowest rating to date. In addition, when asked to rate eight different police activities, Winnipeggers are less positive on all eight activities in 2024 than in 2022, dropping 3 to 6 percentage points from 2022. Winnipeggers are also less satisfied with policing in the City than previous years.

Responding to calls is most important

- Responding quickly is seen as the most important aspect of policing for Winnipeggers in 2024, as 91% rate it as important; however, it is this activity the Winnipeg Police Service is rated lowest among eight aspects tested – 39% rated as excellent or good in 2024.

Property crimes seen as the most serious problem in neighbourhoods

- Amongst several types of neighbourhood problems, residents tend to rate property crimes as the most serious problem. These include such things as breaking and entering, stealing property from vehicles, and vandalism, graffiti, or damage to property.

Downtown safety an issue

- Perceptions of downtown safety during the day decreased from 2022, as 50% say they feel very or reasonably safe walking alone in downtown during the day. Perceptions of walking alone at night (9% safe) are also very low.

Belief that additional resources are needed for the police

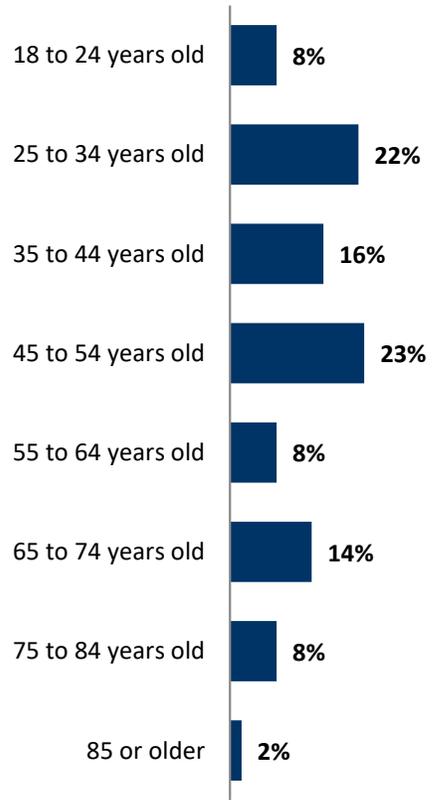
- In 2024, 50% of Winnipeggers say there are too few police officers in the City of Winnipeg and 38% of Winnipeggers believe the Winnipeg Police Service is underfunded, compared to 12% who say it is over funded.

PROFILE OF RESPONDENTS

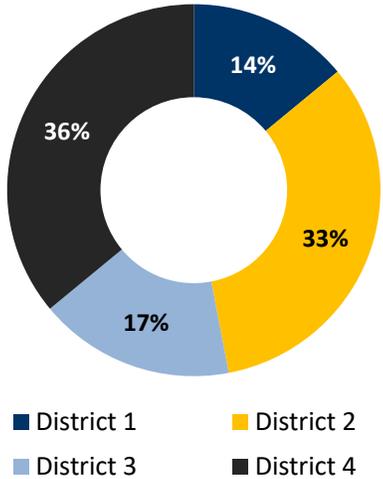
DEMOGRAPHICS

- J1. In which of the following categories does your age fall?
- J2. 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?
- J3. What gender do you identify with?

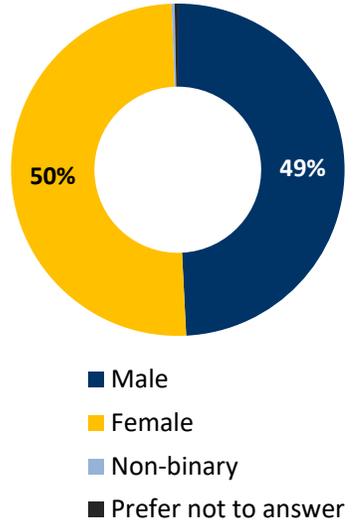
Age



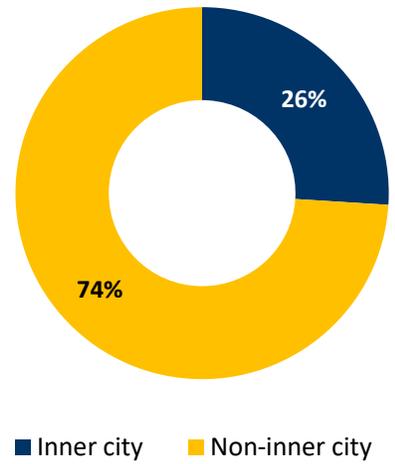
District



Gender



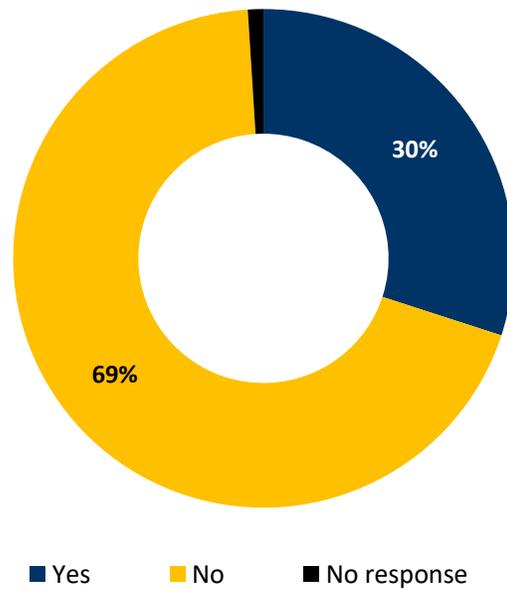
Location



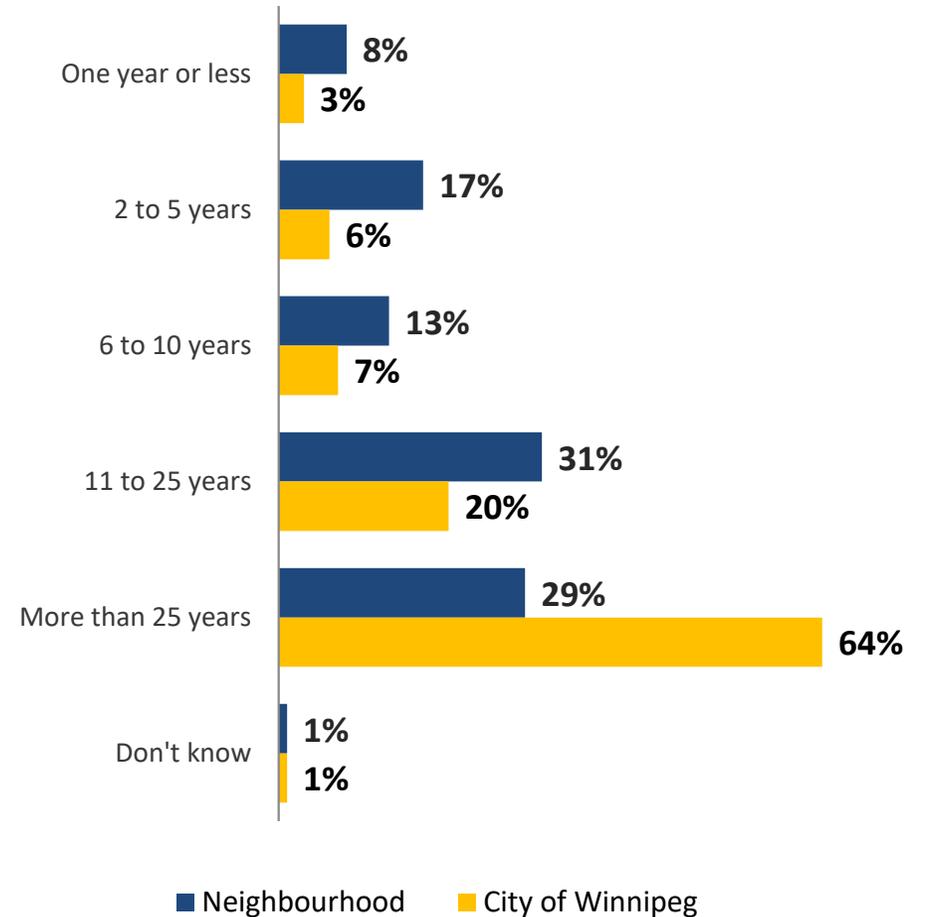
DEMOGRAPHICS (CONTINUED)

- J4. Do you have a friend or relative who is a police officer?
- J5. About how long have you lived in your neighbourhood?
- J6. And how long have you lived in the City of Winnipeg?

Police friend or relative



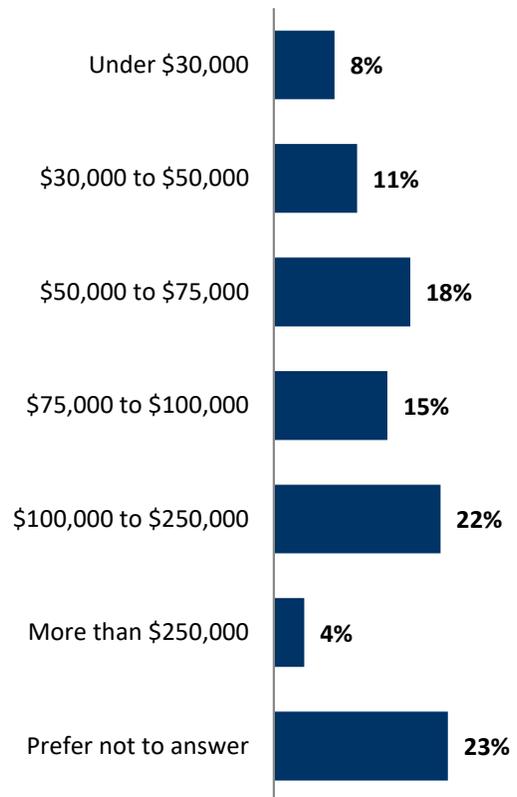
Lived in neighbourhood / City of Winnipeg



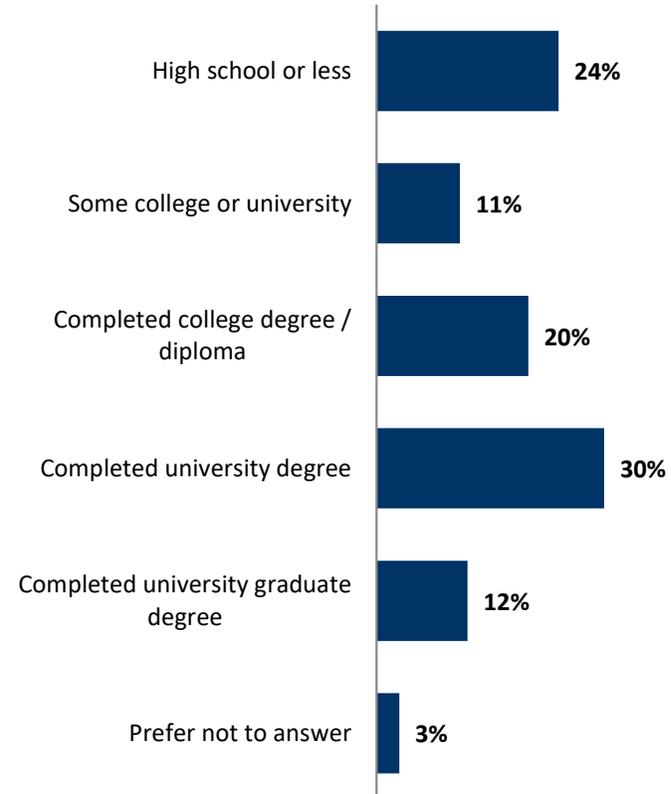
DEMOGRAPHICS (CONTINUED)

J7. 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?
J8. What is the highest level of formal education you have achieved?

Household income



Education



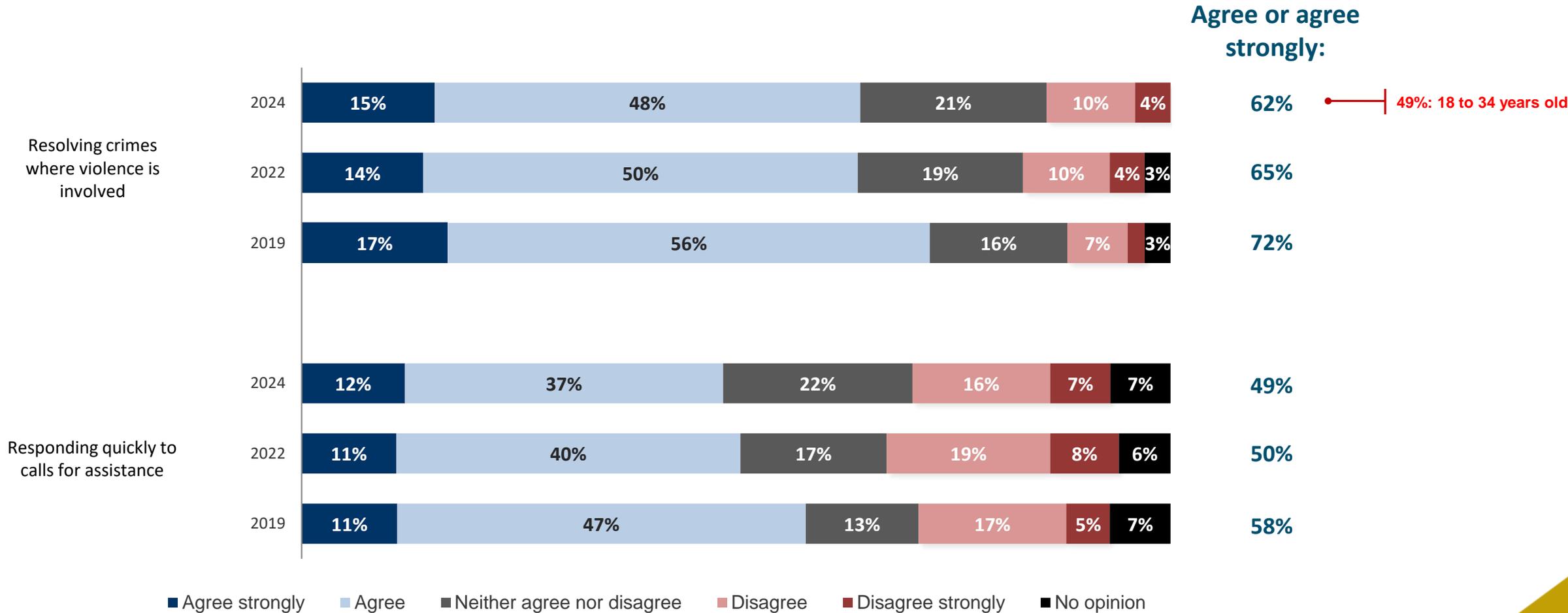
OVERALL PERCEPTIONS OF POLICE

OVERALL PERCEPTIONS OF POLICE FINDINGS

- Winnipeggers are more positive about the Winnipeg Police Service resolving crimes where violence is involved (62%) than responding quickly to calls (49%). In both cases, positive sentiment has declined for the second consecutive survey.
- Winnipeggers 18 to 34 years old are the least positive about the Winnipeg Police Service resolving crimes where violence is involved.
- 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 (36%), it is largely due to the fact that more cannot rate policing in the country than in Winnipeg - 11% could not provide a response to policing in Canada vs 1% who could not rate policing in Winnipeg.
- Winnipeggers 55 and older (58%) are most positive about policing in Winnipeg.

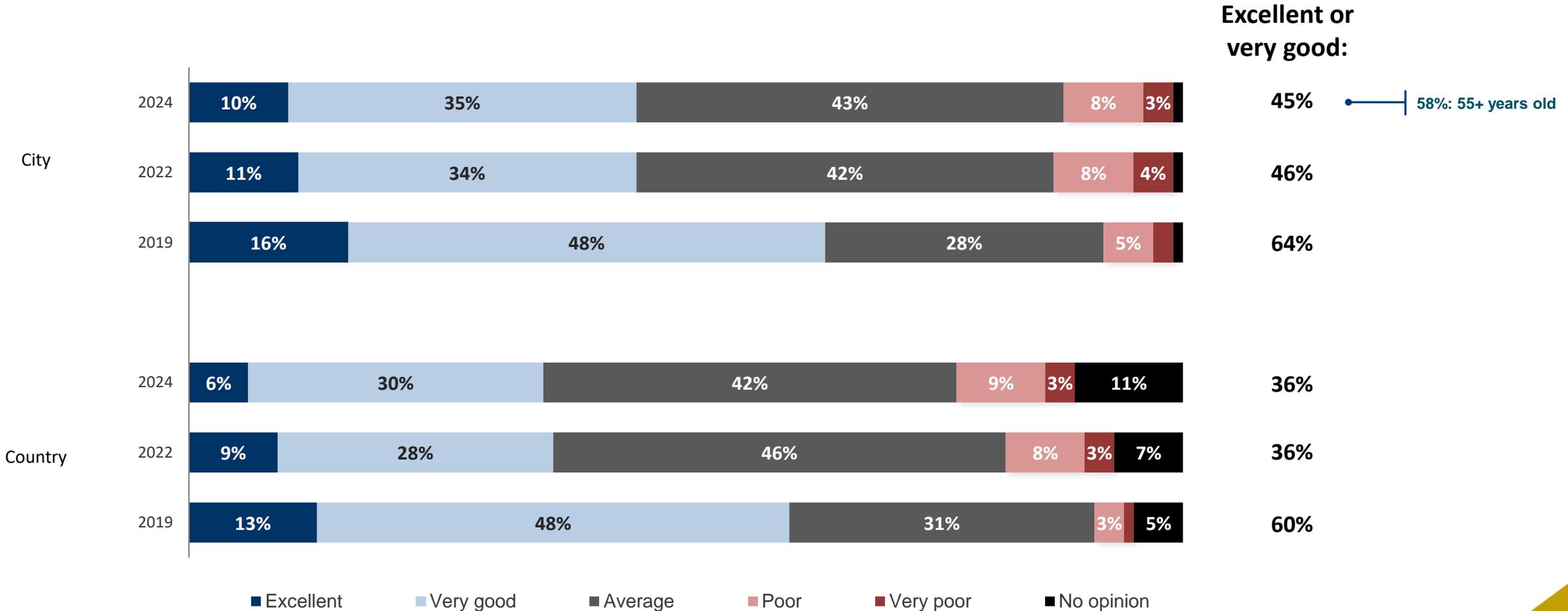
AGREEMENT WITH RESOLVING AND RESPONDING

A3. In general, to what extent do you agree that the Winnipeg Police Service is effective at...?



SATISFACTION WITH POLICE OVERALL

A4. Taking everything into account, how good a job do you think the police in this city are doing?
 A5. Taking everything into account, how good a job do you think the police in this country are doing?



CRIME AND SAFETY

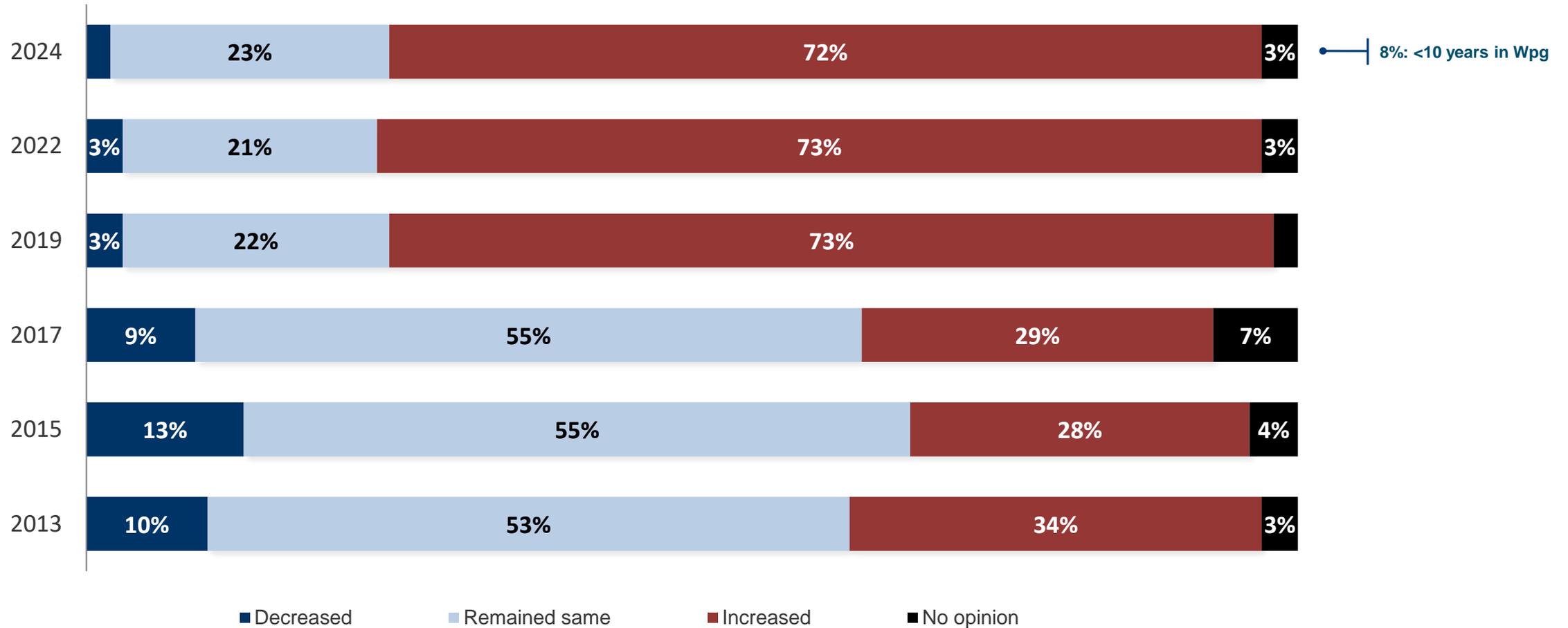
CRIME AND SAFETY FINDINGS

- Three quarters (72%) of Winnipeggers believe that crime has increased in Winnipeg in the past year, which is virtually unchanged over the past three surveys.
- However, fewer (42%) believe that crime has increased specifically in their neighbourhood, meaning most believe crime is increasing elsewhere. This result is also unchanged over the past two surveys.
- 54% of Winnipeggers believe Winnipeg has more crime than other Canadian cities compared to 5% who think it has less crime. Again, results for this question are similar compared to the past two surveys.
- In terms of neighbourhood problems, people report that property-related crimes and drug use are the most serious problems in their neighbourhood, with the highest concern for people stealing property from their vehicle at 31%. Those living in the inner city of Winnipeg often rate problems as more serious in their neighbourhood.
- Winnipeggers feel much safer walking in their neighbourhood during the day (91%) or night (59%) than in downtown during the day (50%) or at night (9%). Although the proportion who rate their safety in their neighbourhood during the day is similar over time, the proportion who rate it as very safe (56%) is the lowest to date. There has also been a consistent 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), unchanged over the past two surveys.

CHANGES IN WINNIPEG CRIME IN LAST YEAR

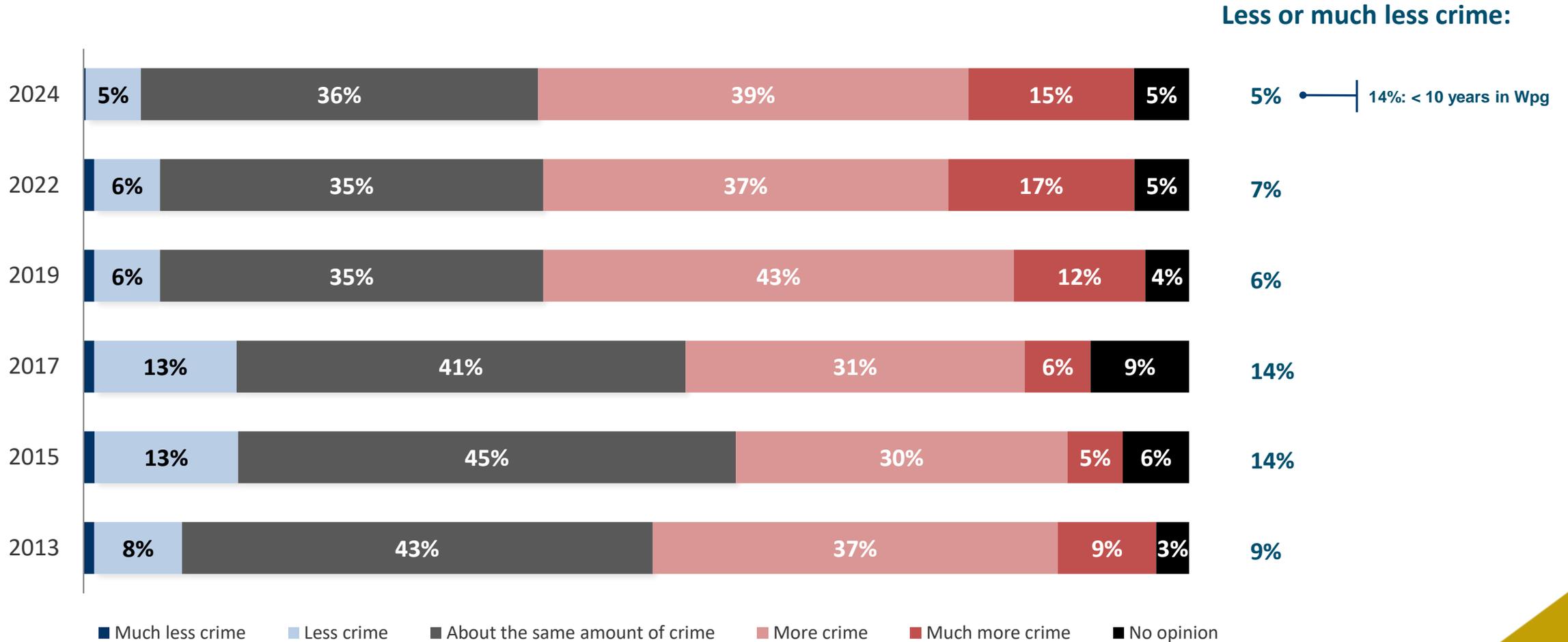
B1. Thinking of the last year or so, do you think that crime has increased, decreased, or remained about the same in the city of Winnipeg?

Decreased:



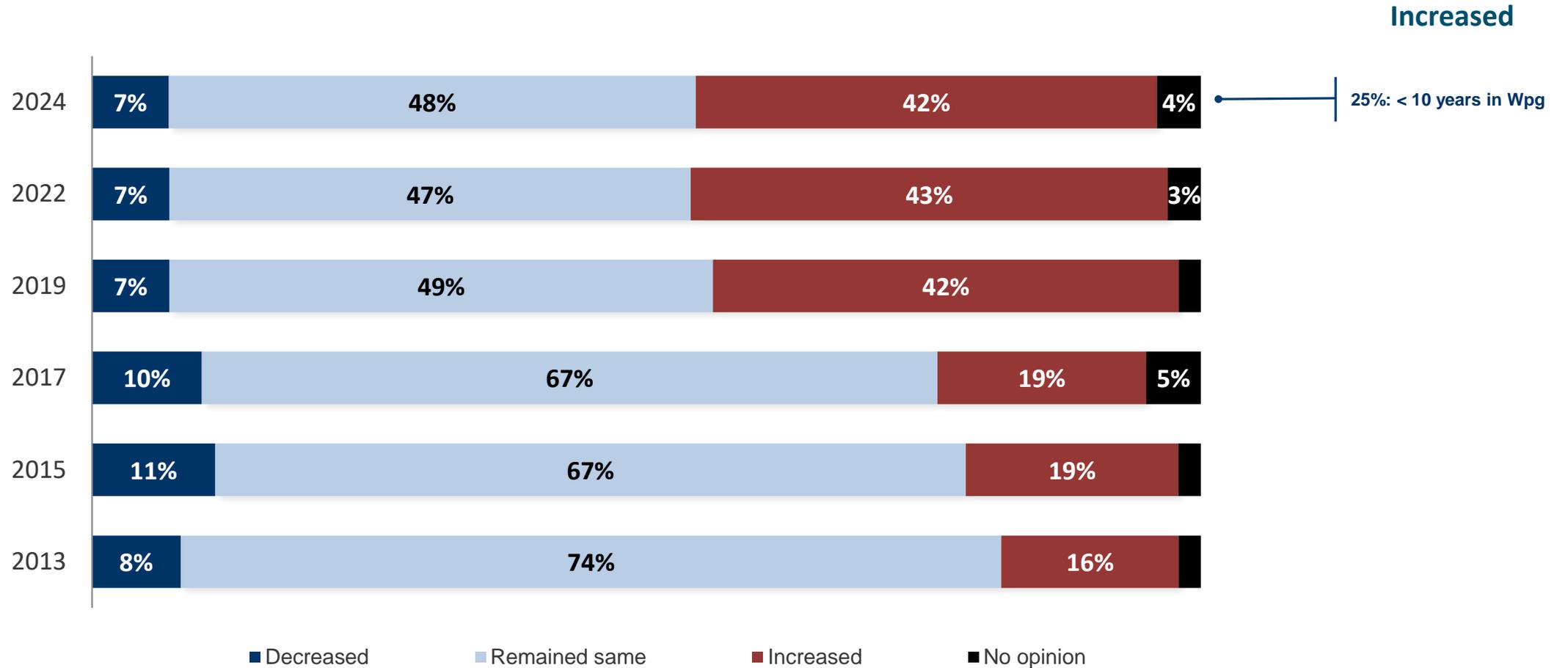
CRIME RATES COMPARED TO OTHER CITIES

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...?



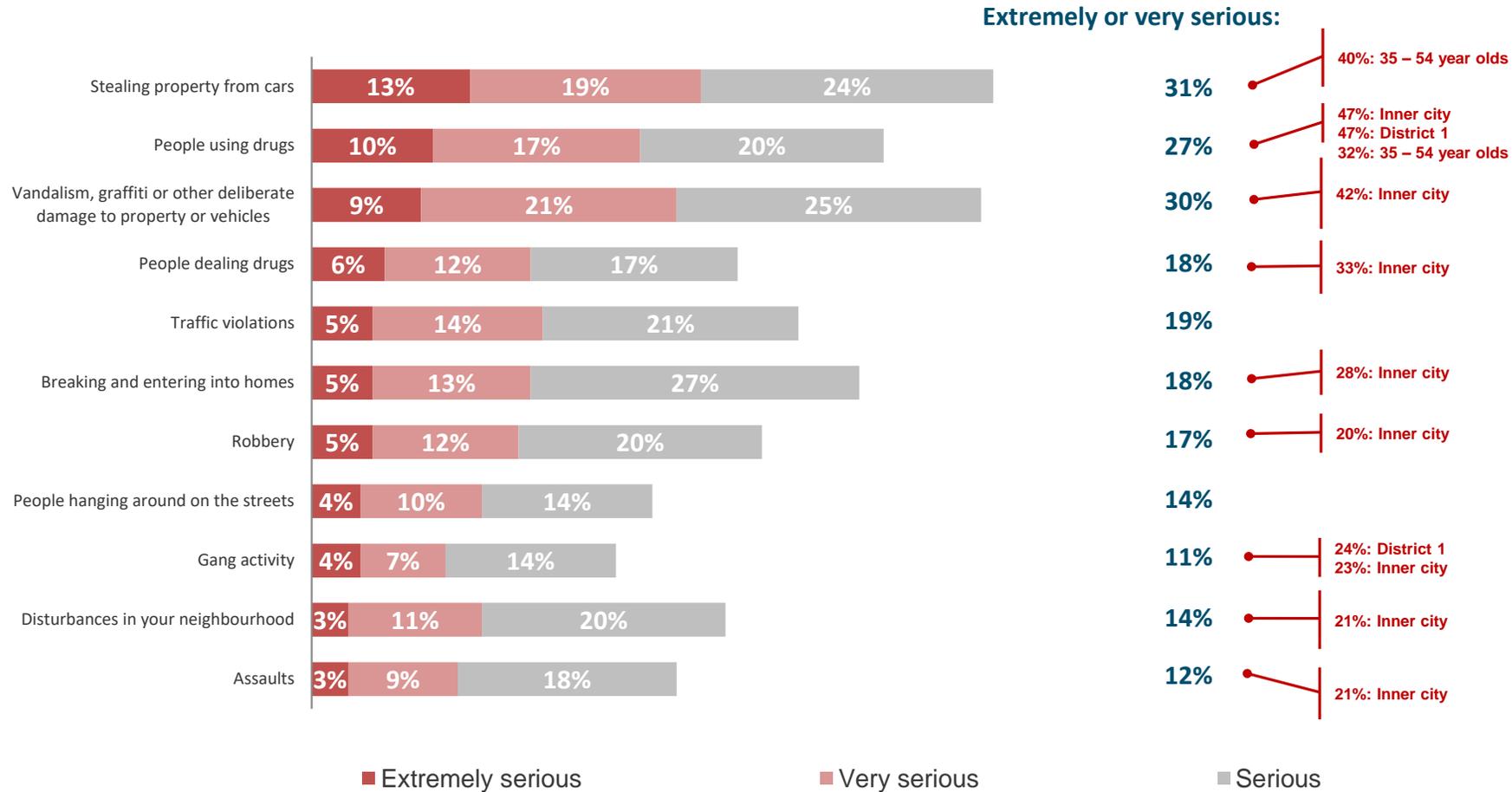
CHANGES IN NEIGHBOURHOOD CRIME RATES

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



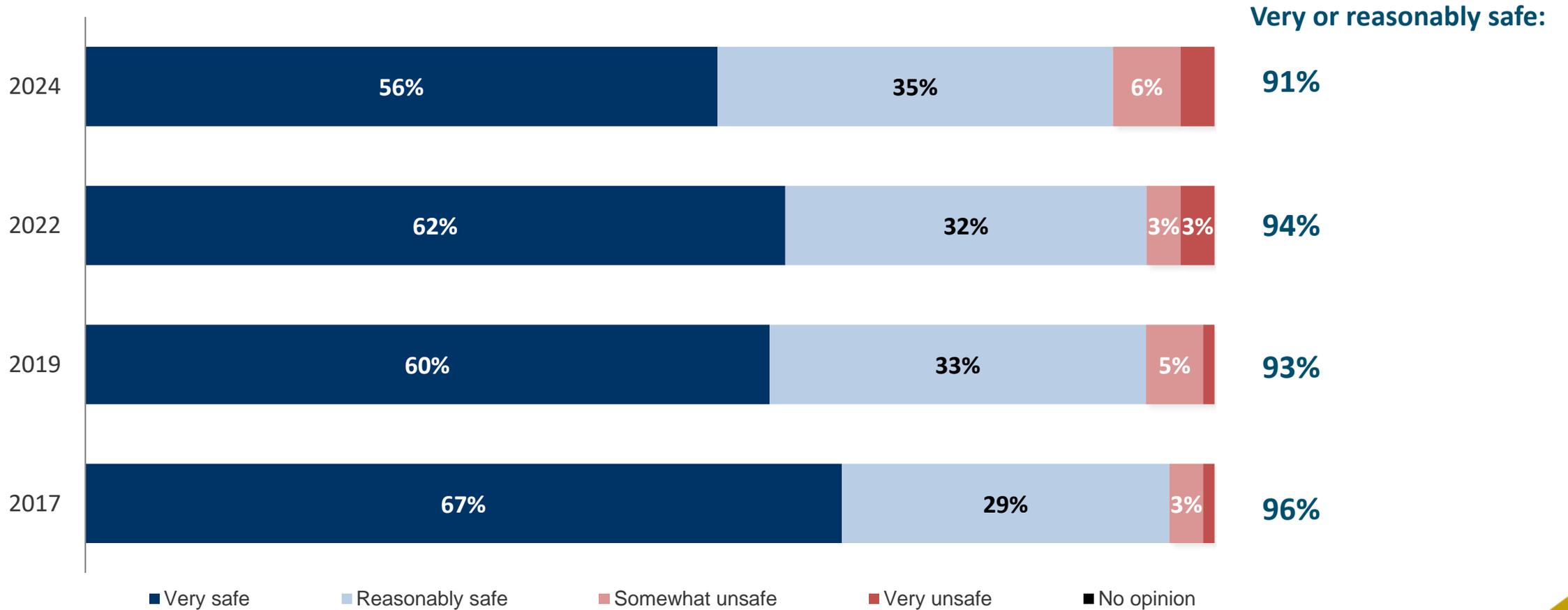
PERCEPTIONS OF NEIGHBOURHOOD PROBLEMS

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

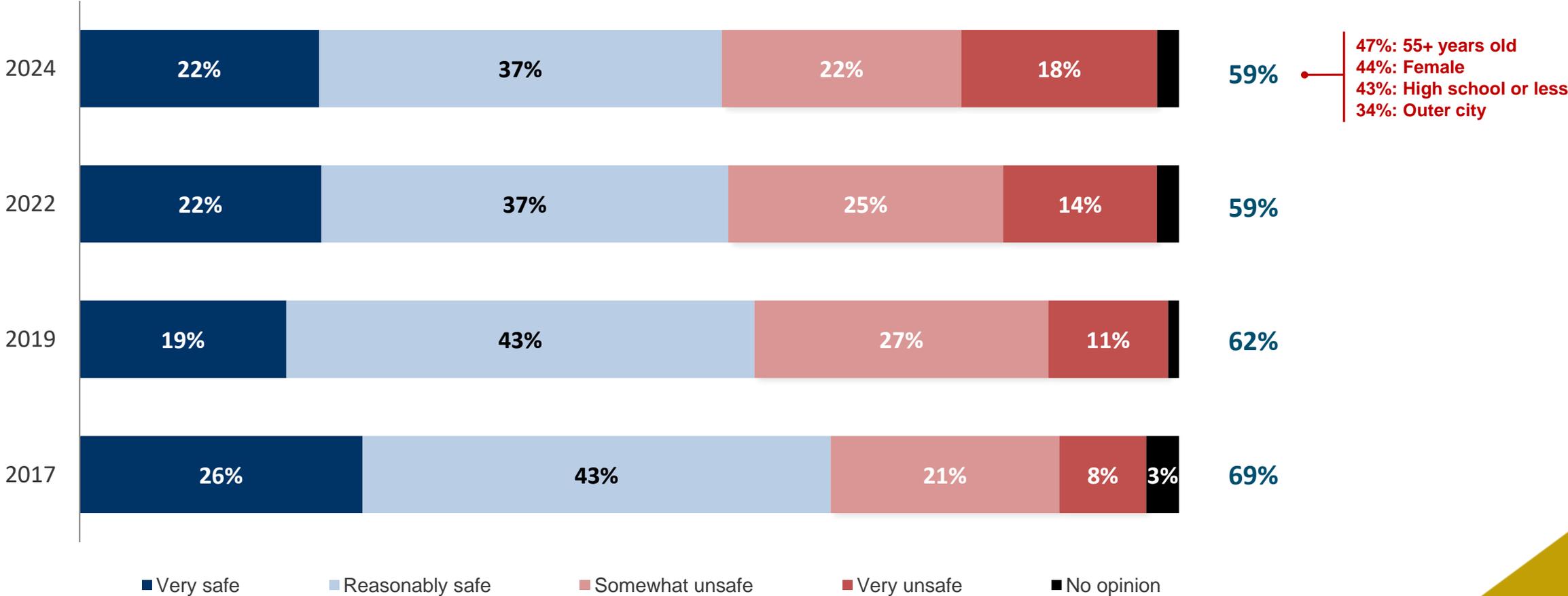
B5. How safe do you feel or would you feel walking alone in your neighbourhood during the day? Do you think it is...?



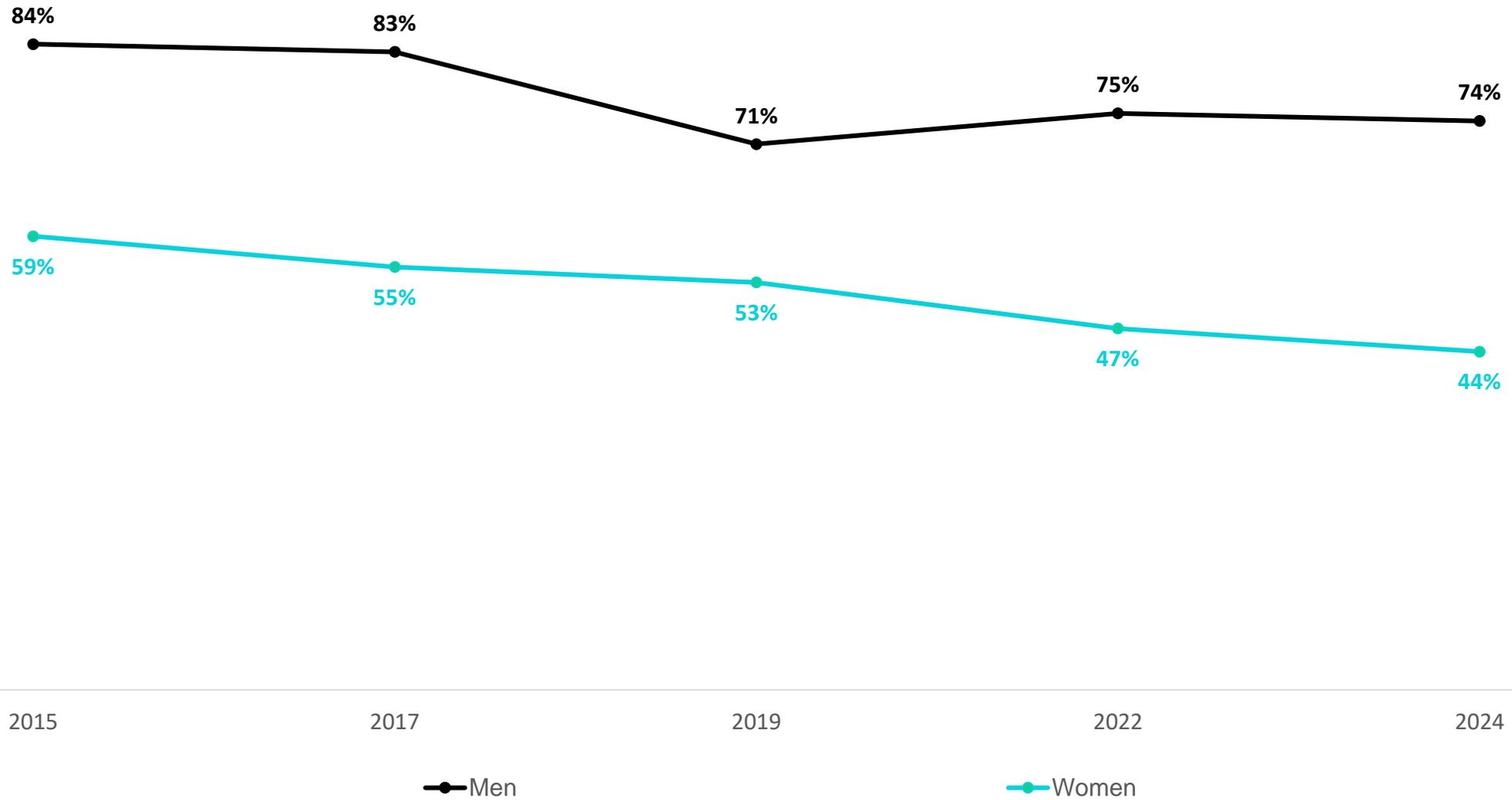
NEIGHBOURHOOD SAFETY AT NIGHT

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

Very or reasonably safe:

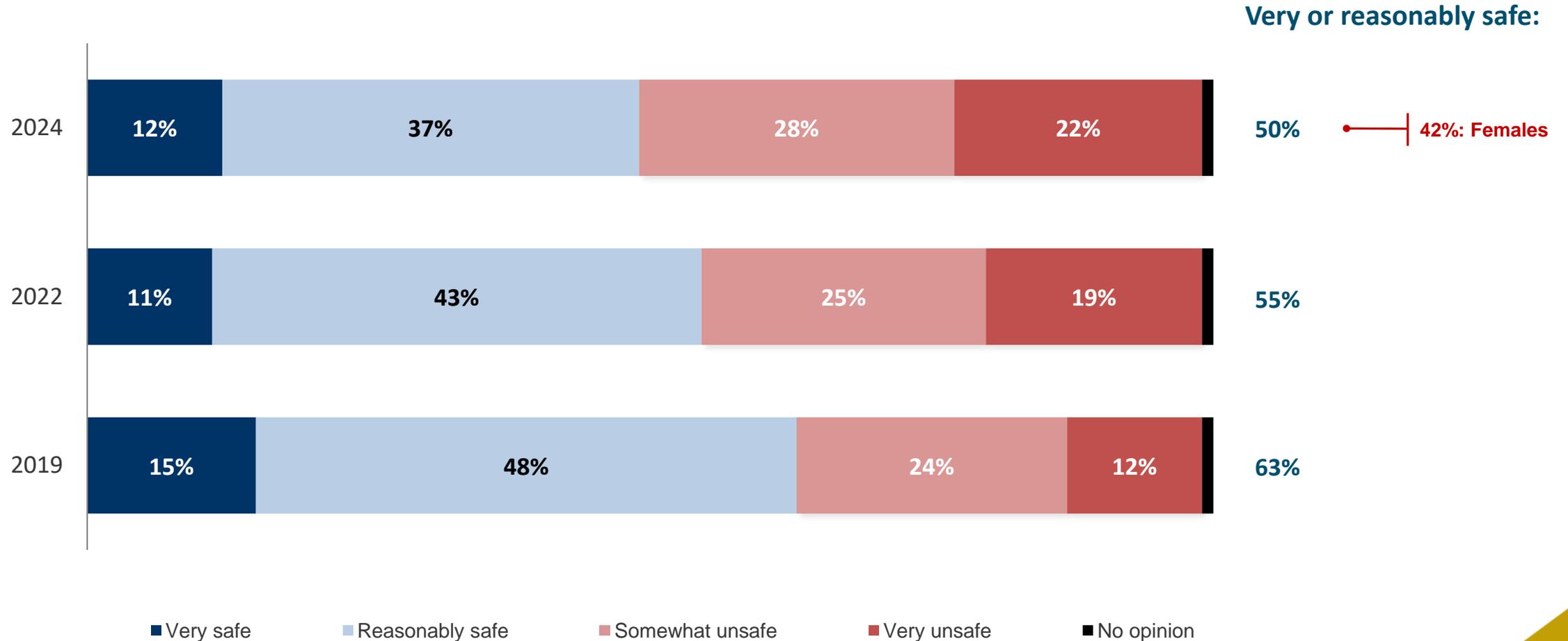


SAFETY WALKING ALONE IN NEIGHBOURHOOD AT NIGHT BY GENDER



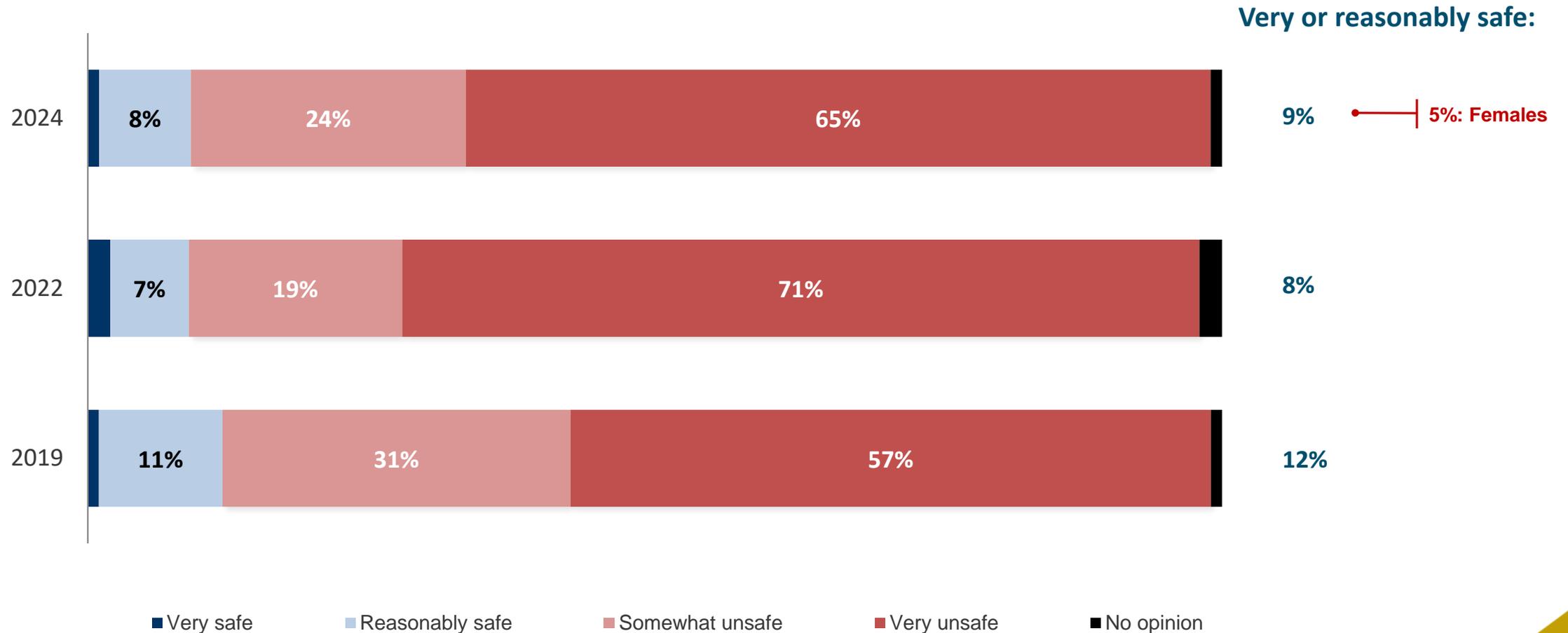
DOWNTOWN SAFETY DURING THE DAY

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

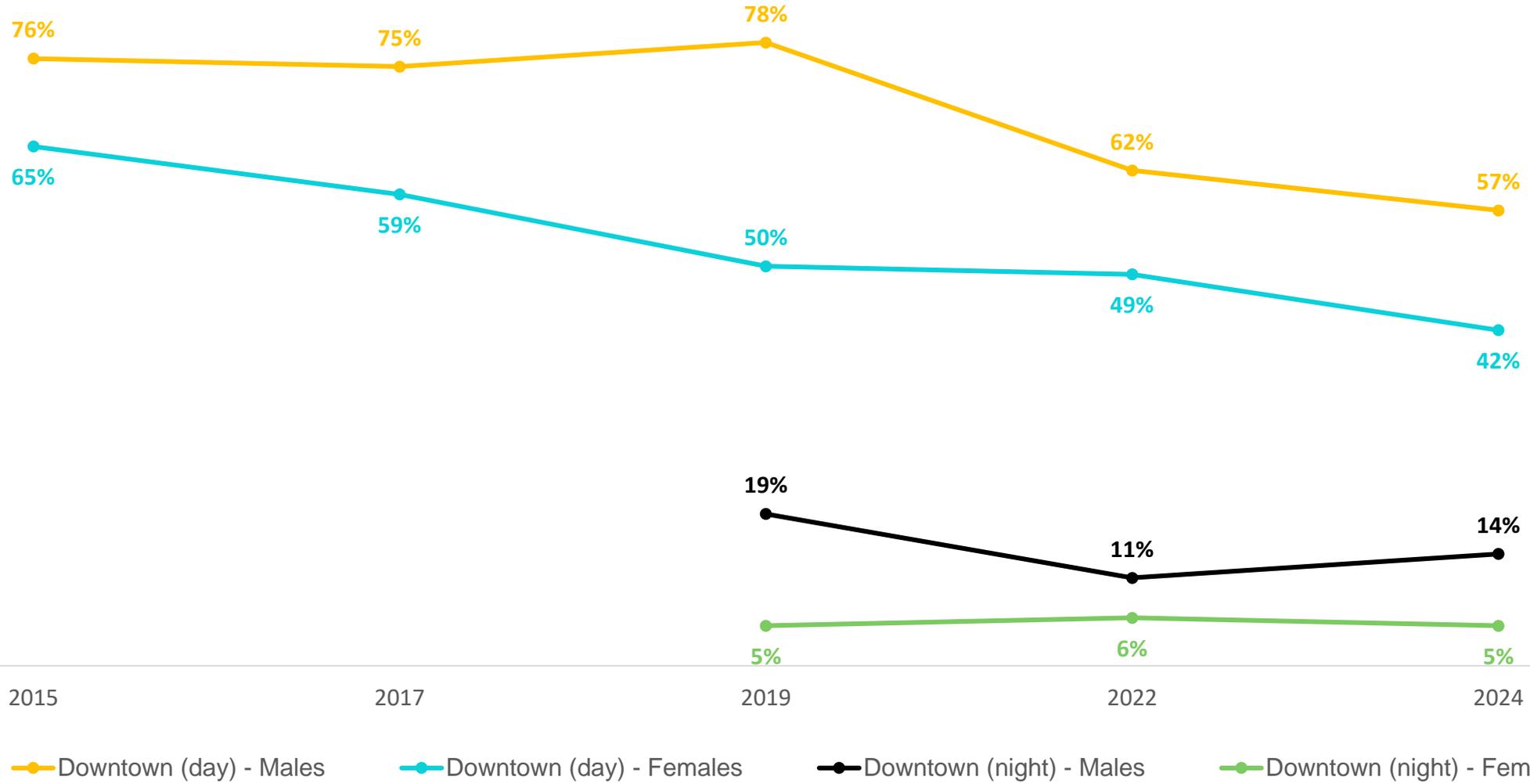


DOWNTOWN SAFETY AT NIGHT

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

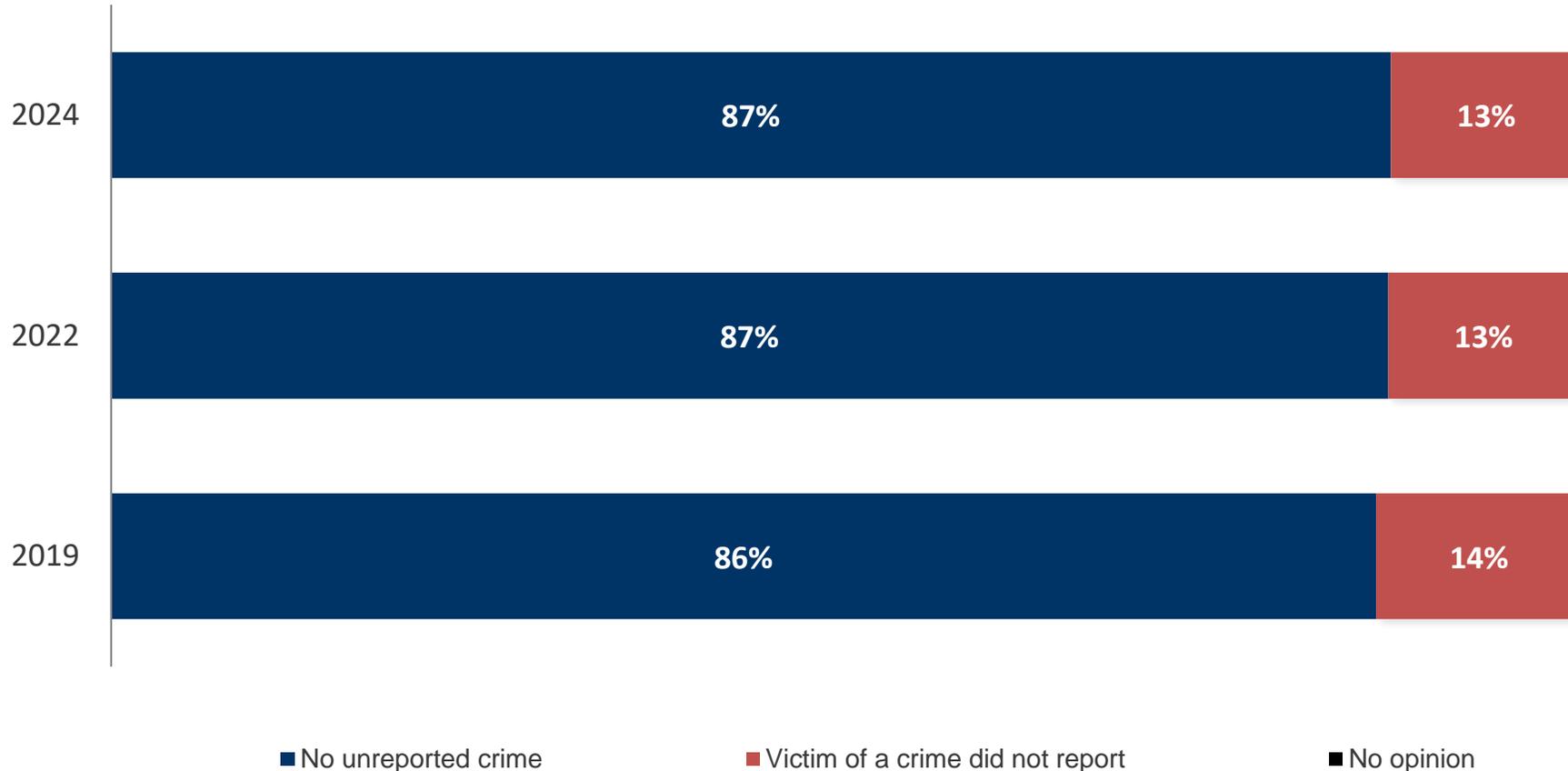


SAFETY WALKING ALONE DOWNTOWN BY GENDER



UNREPORTED VICTIM OF CRIME

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

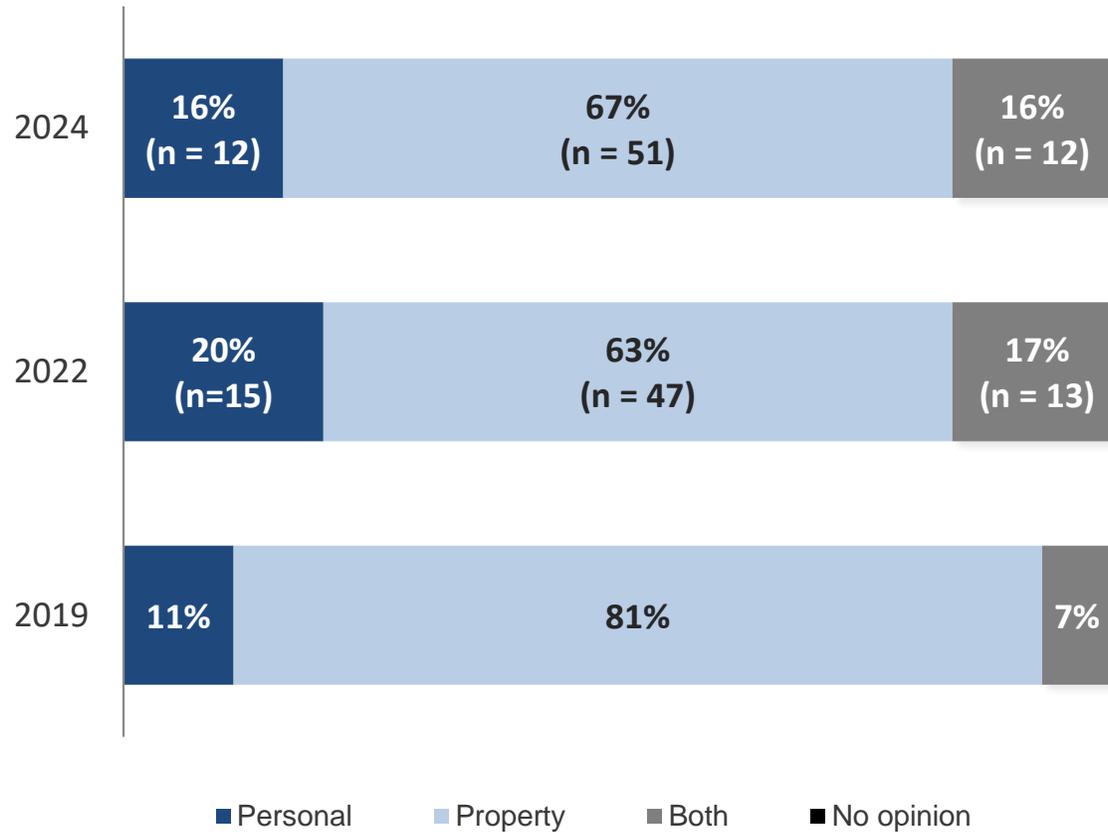


UNREPORTED VICTIM OF CRIME

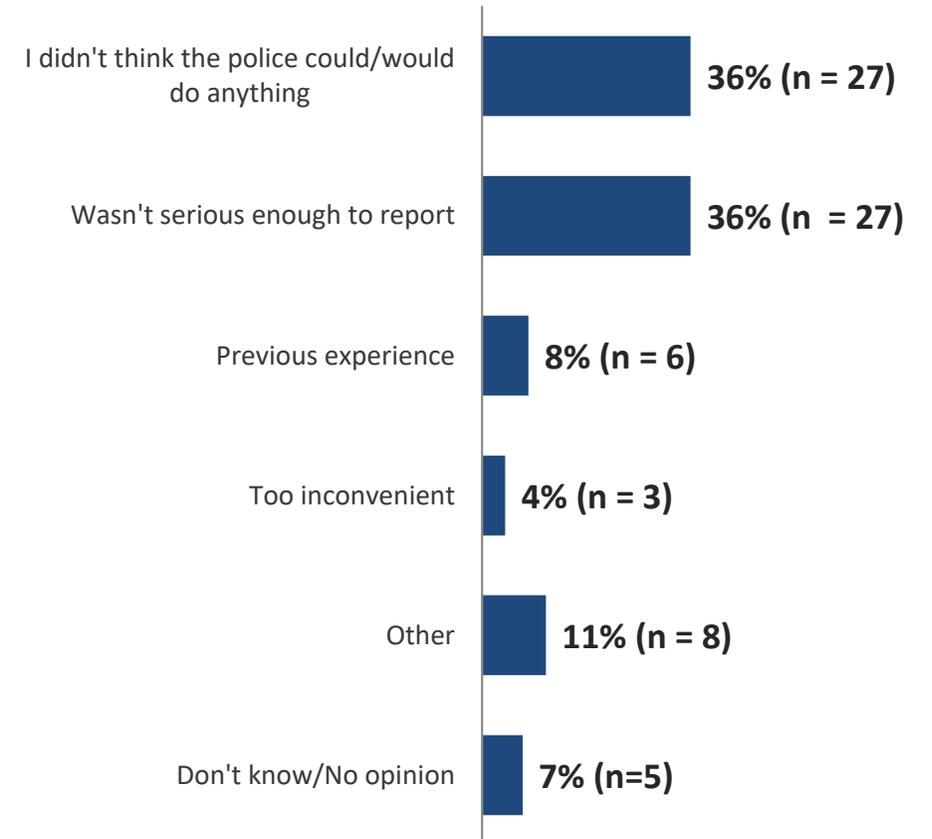
B10.1. Was this a personal or property related crime?

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

Type of crime*



Reason for not reporting*



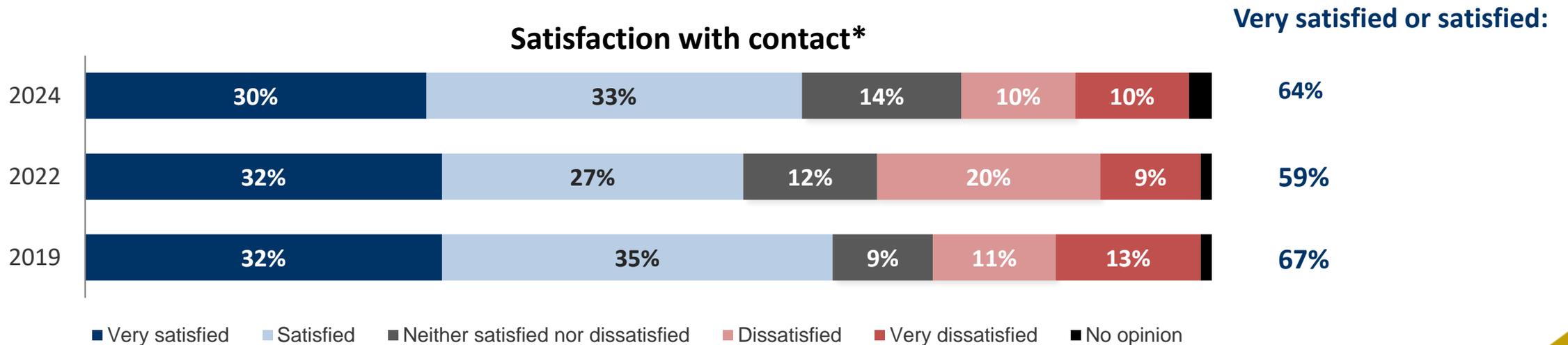
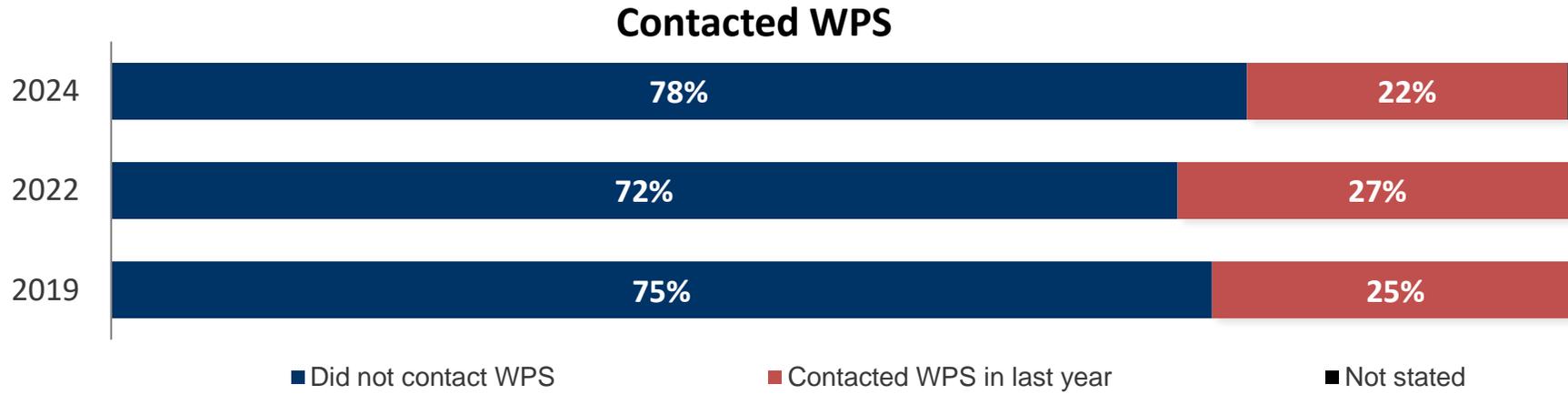
CONTACT WITH POLICE

CONTACT WITH THE POLICE FINDINGS

- More than one fifth of Winnipeggers contacted the Winnipeg Police Service in the past year, which is down from 27% in 2022.
- One in 10 were contacted by the Winnipeg Police Service in the past year, which is similar to the past two surveys.
- The majority of those who contacted (64%) or were contacted (75%) by the Winnipeg Police Service in the past year are satisfied with the interaction. There are some changes survey over survey; however, because the number of respondents to these questions are small, changes should be interpreted with caution.

CITIZENS CONTACTING POLICE

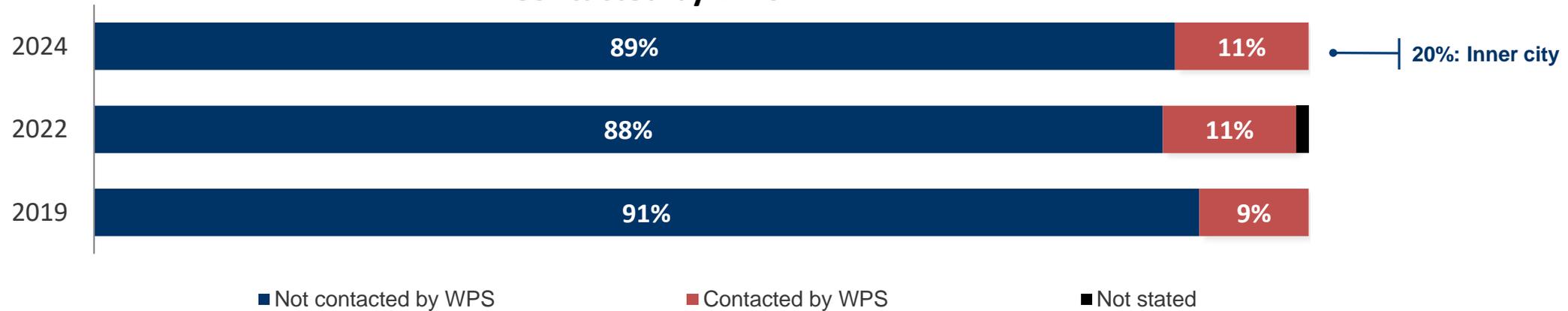
C1. Excluding traffic related matters; during the last 12 months did you contact the Winnipeg Police Service for any reason?
C2. What is your level of satisfaction with your most recent contact with the Winnipeg Police?



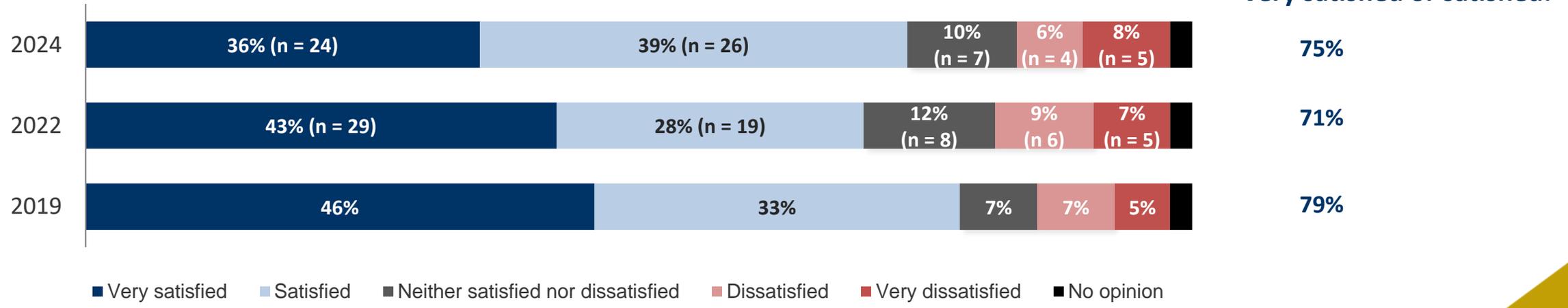
CITIZENS CONTACTED BY POLICE

D1. Excluding traffic related matters, in the last 12 months did the Winnipeg Police Service contact you for any reason?
 D2. What is your level of satisfaction with your most recent contact with the Winnipeg Police when they contacted you?

Contacted by WPS



Satisfaction with contact*



* BASE: Those who were contacted by Winnipeg Police Service (2024, n=67; 2022, n=68; 2019, n=57).

COMPLAINTS

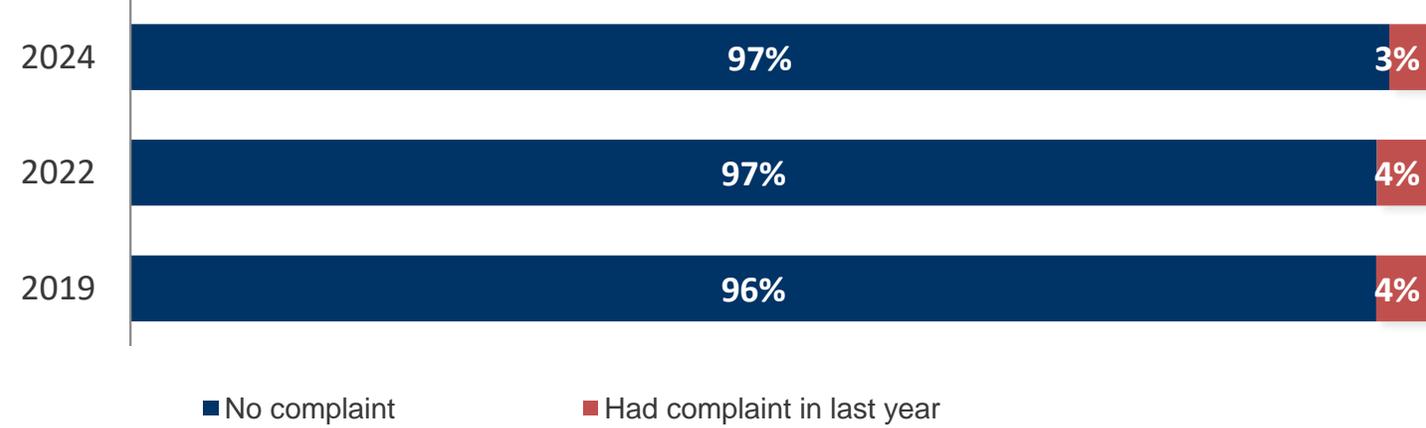
COMPLAINTS FINDINGS

- About 3% (n = 17) 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 two surveys.
- Amongst the 3% (n = 17), 24% (n = 4) said they initiated a complaint. None of those who filed a complaint (n = 4) were satisfied with the outcome of the complaint.

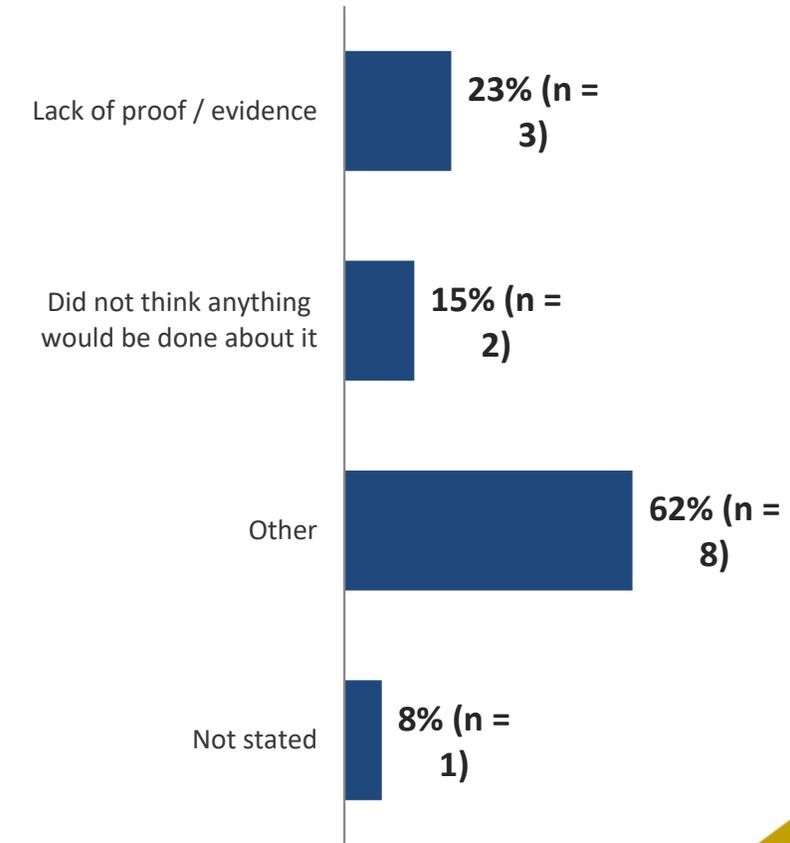
COMPLAINTS ABOUT POLICE

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?

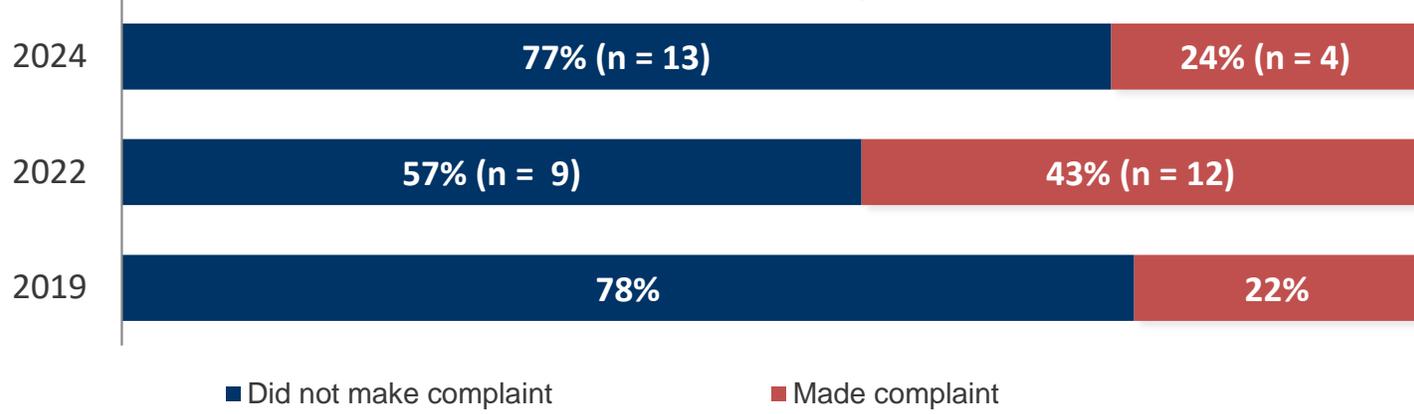
Have complaint with conduct of WPS



Reason for no complaint**



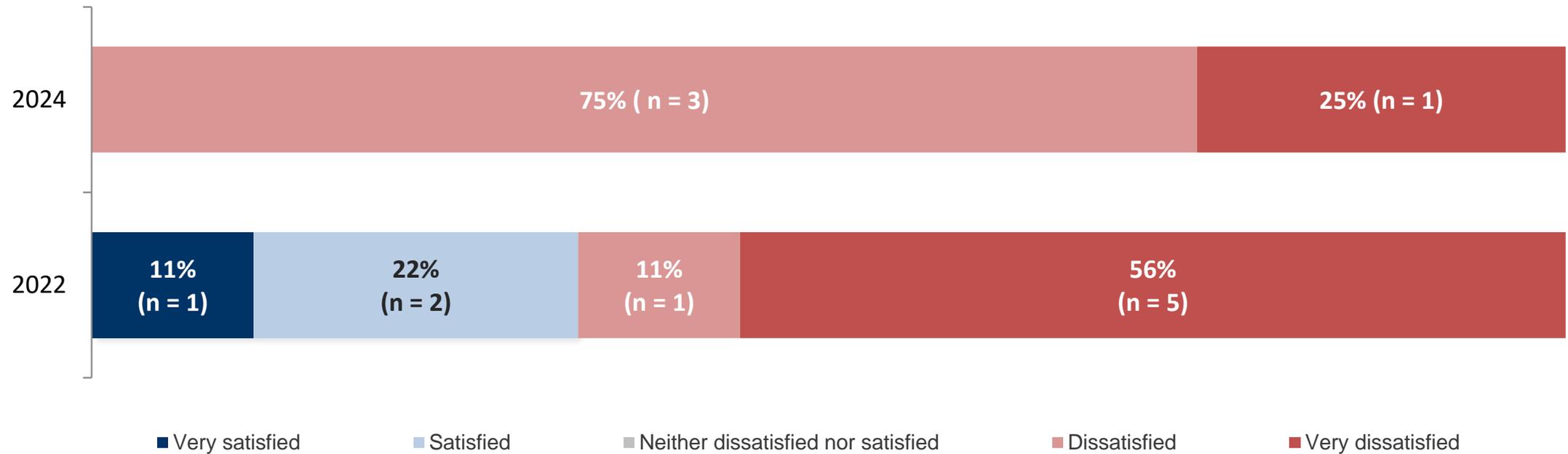
Proceed with complaint*



* BASE: Those who had reason for complaint (2024, n=17; 2022, n=21; 2019, n=27).
 ** BASE: Those who had reason but did not make a complaint (2024, n=13).

SATISFACTION WITH RESPONSE TO COMPLAINT

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



TRAFFIC

- The majority of Winnipeggers approve of the use of photo radar, especially in school areas. In fact, the proportion who approve of photo radar use in school areas has increased over time, reaching their highest proportion to date in 2024 at 84%. Results indicate that a major factor in support appears to be whether someone in the household has received a photo radar ticket, as support decreases for use of photo radar in any area when a ticket has been received.
- One quarter of Winnipeggers believe the Winnipeg Police Service should be stricter about enforcing traffic laws; however, the majority (61%) believe there should be no change in how the WPS is enforcing these laws. These results have been consistent since 2015.
- About 6% of Winnipeggers were stopped by the Winnipeg Police Service for a traffic violation, 4% were in a roadside check stop, and 2% were in a collision that required the WPS in the past year. The proportion who encountered a roadside check stop has been decreasing over time.

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 speeding vehicles at schools and construction locations as well as to detect and fine the owners of vehicles that run red lights. Do you personally approve or disapprove of...? (% strongly or moderately approved)

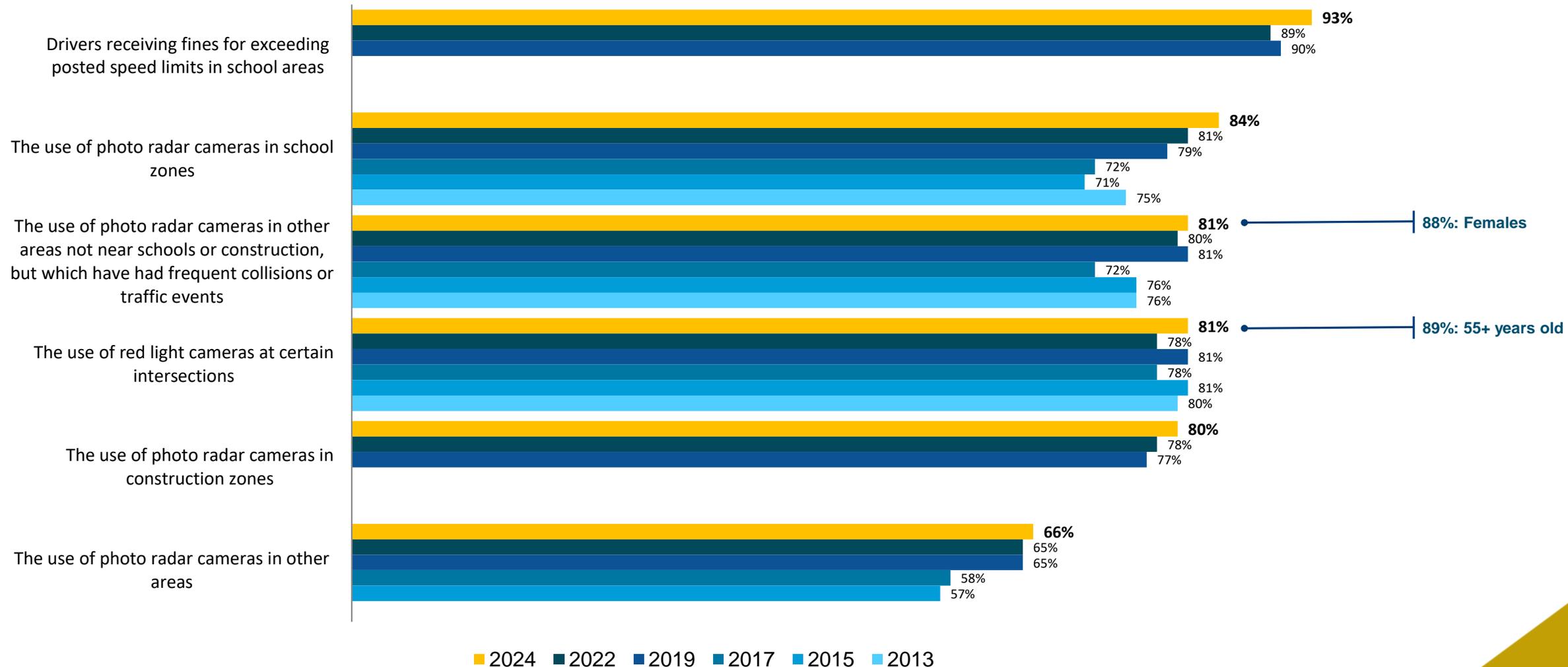
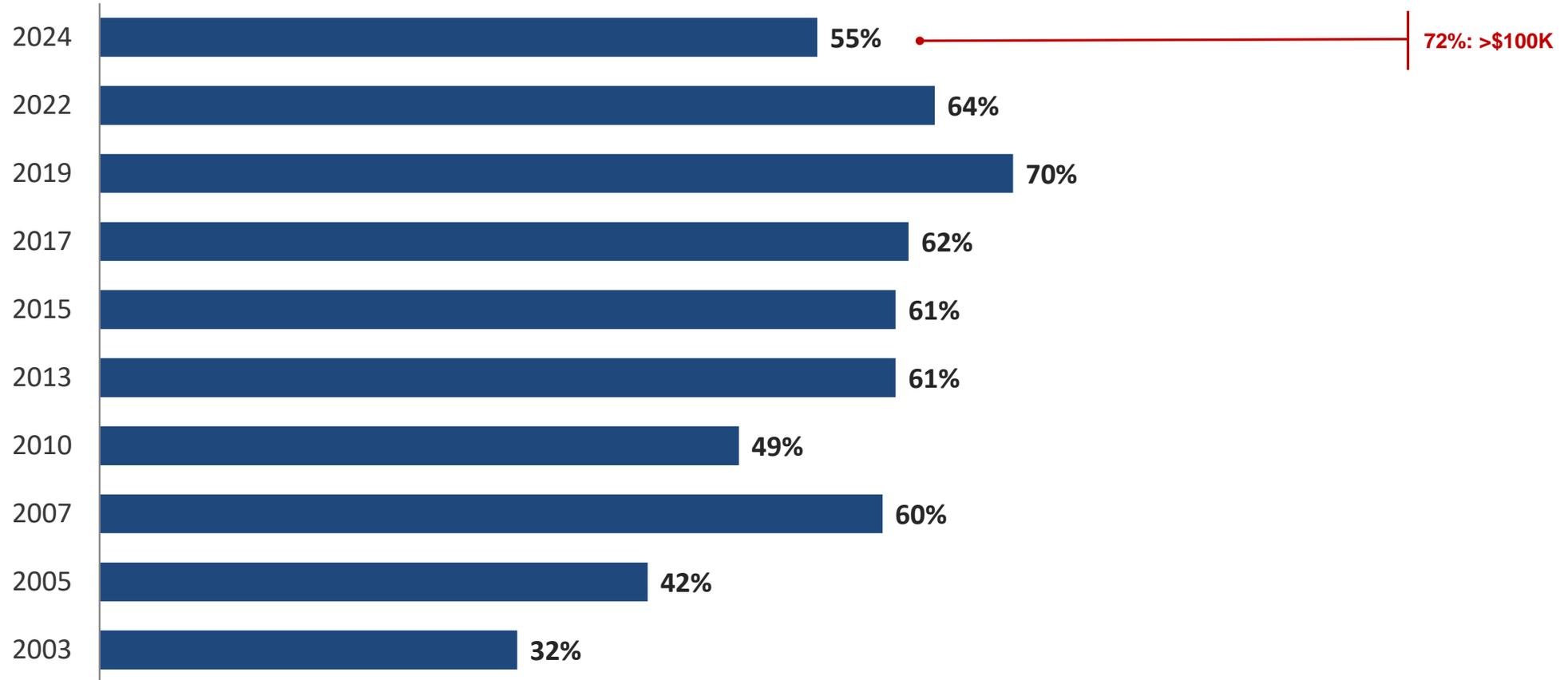


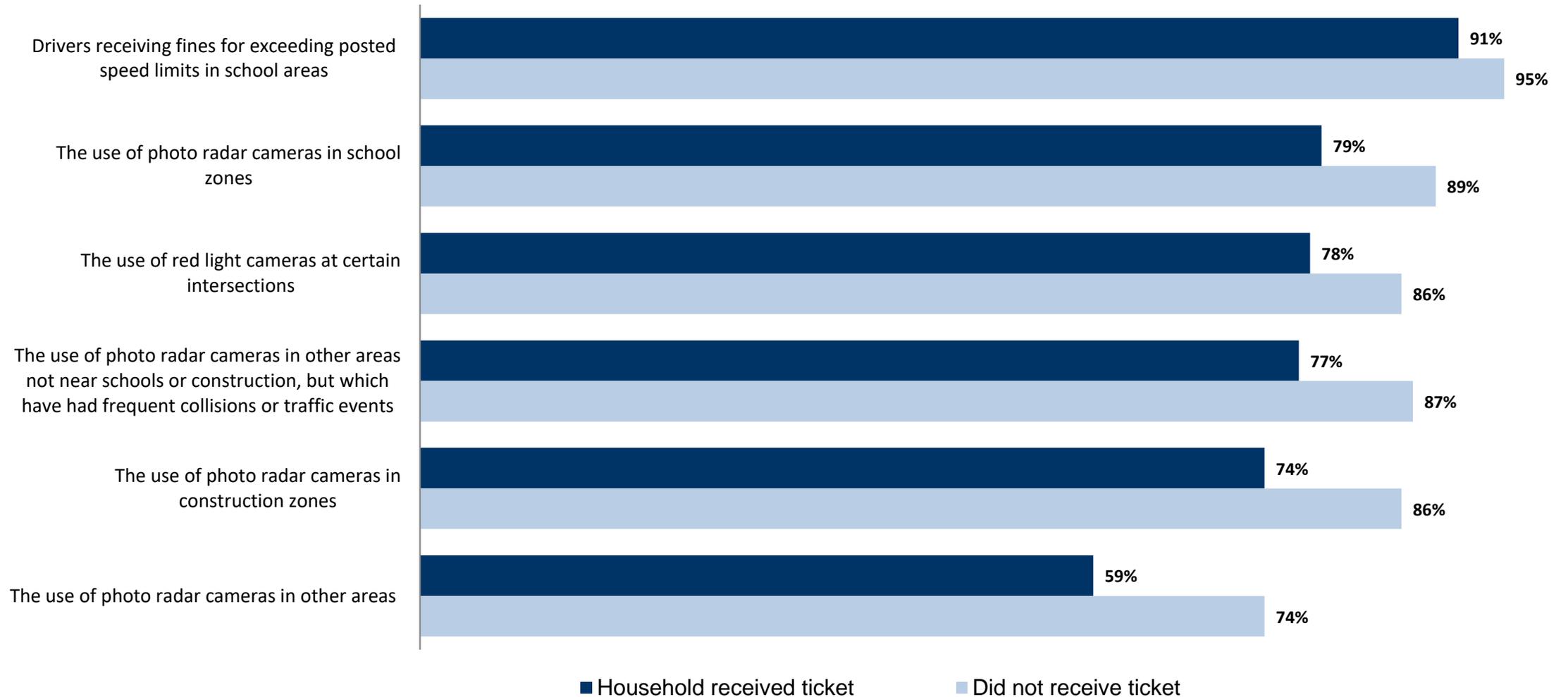
PHOTO RADAR OR RED LIGHT CAMERA TICKETING

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



USE OF PHOTO RADAR BY RECEIVING TICKET

(% strongly or moderately approved)

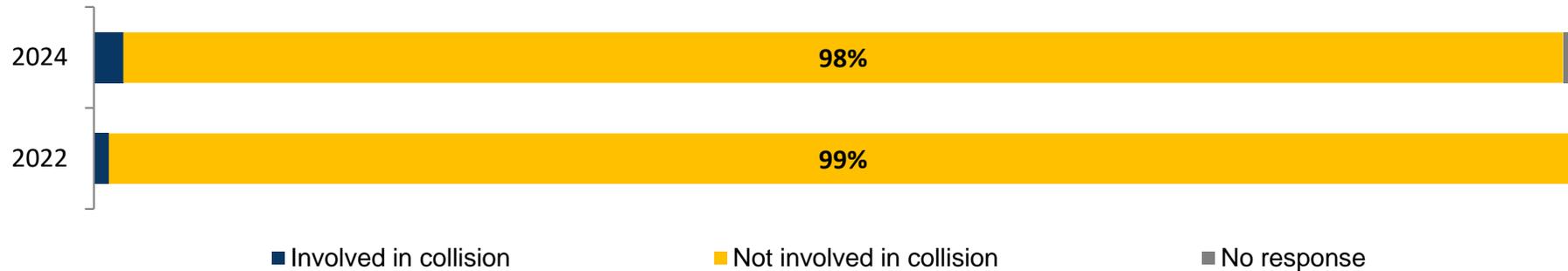


TRAFFIC COLLISIONS

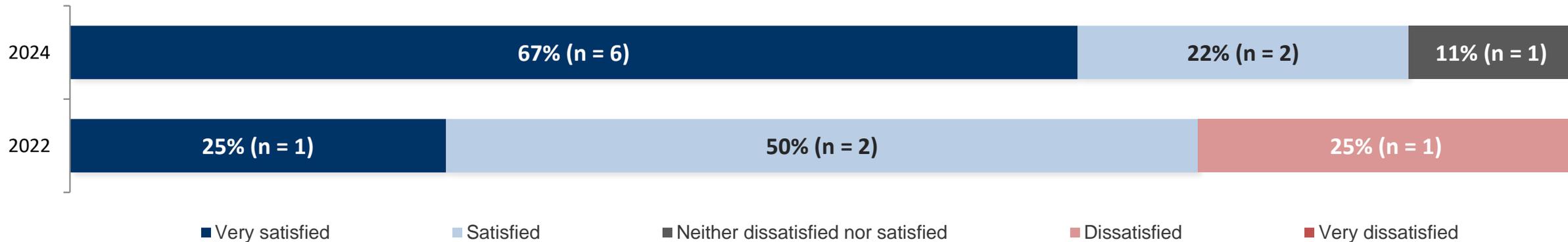
F3. During the last 12 months were you involved in a traffic collision to which the Winnipeg Police attended?

F4. What was your level of satisfaction with the police when they attended?

Involved in traffic collision where WPS attended in last 12 months



Satisfaction with police attendance*



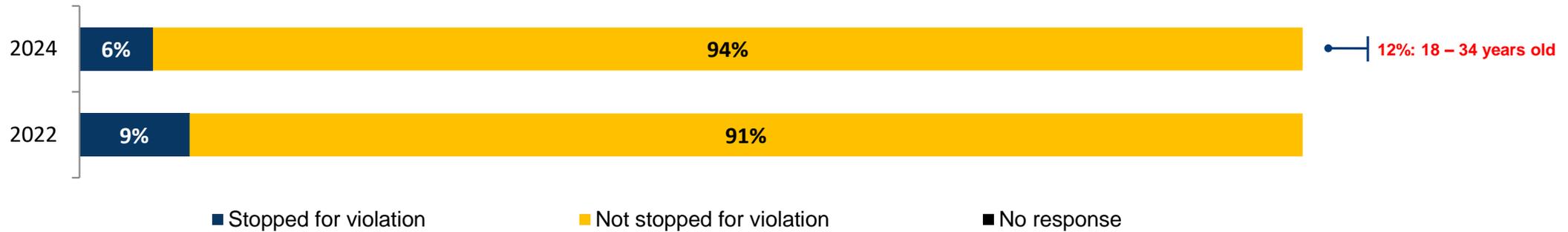
* BASE: Those who were involved in a traffic collision to which police attended (2024, n=9; 2022, n=4).

TRAFFIC VIOLATIONS

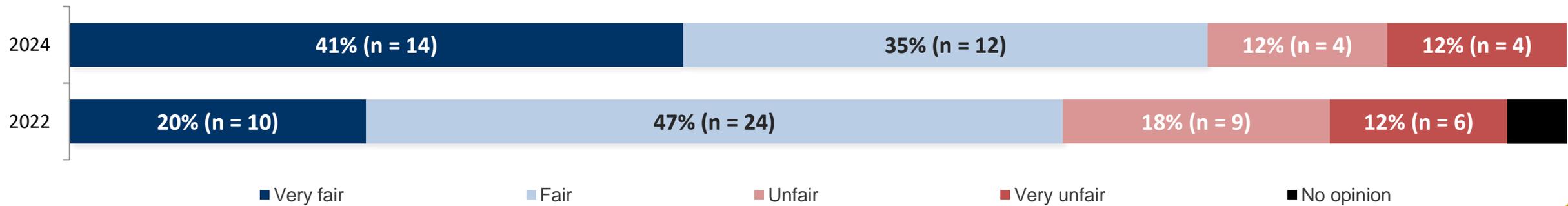
F5. During the last 12 months were you stopped by a Winnipeg Police Officer for a traffic violation?

F6. Would you say the police were...?

Stopped by WPS for traffic violation in last 12 months



Interaction with police at traffic violation*

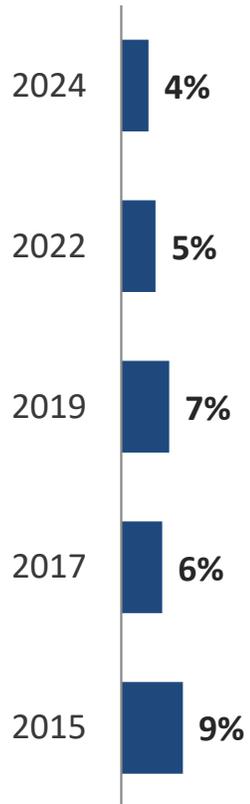


ROAD-SIDE SPOT CHECKS

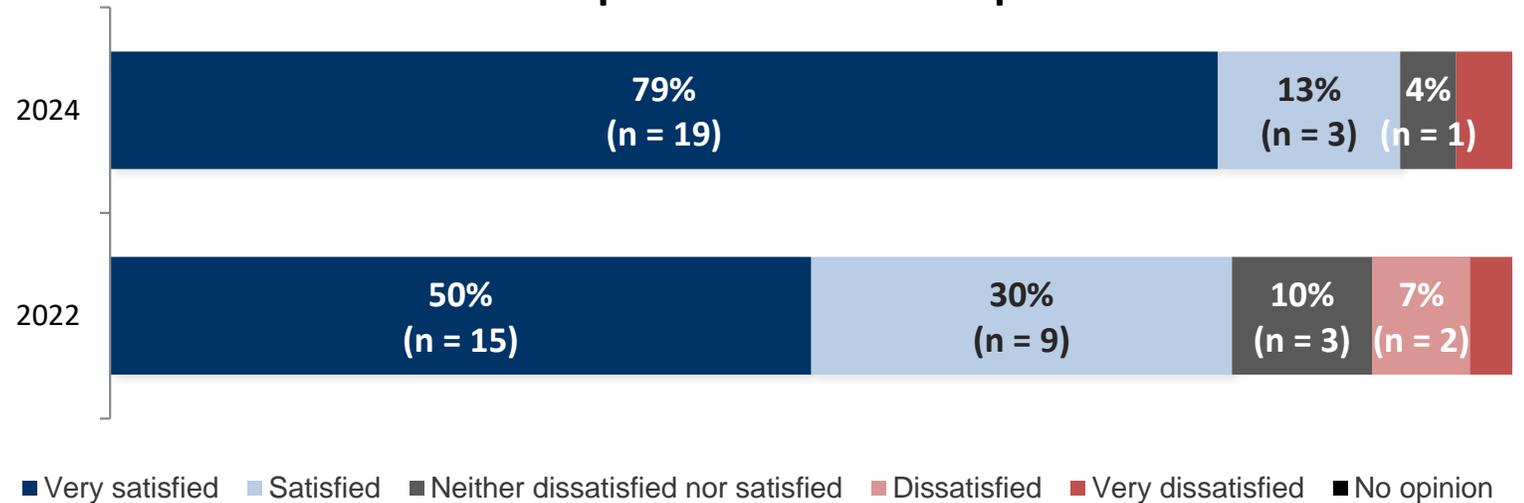
F7. During the last 12 months were you stopped at a road-side spot check (formerly called Checkstop or Alert) enforced by the Winnipeg Police? (% yes)

F8. What was your level of satisfaction with the police at the last road-side spot check?

Stopped at a road-side spot check



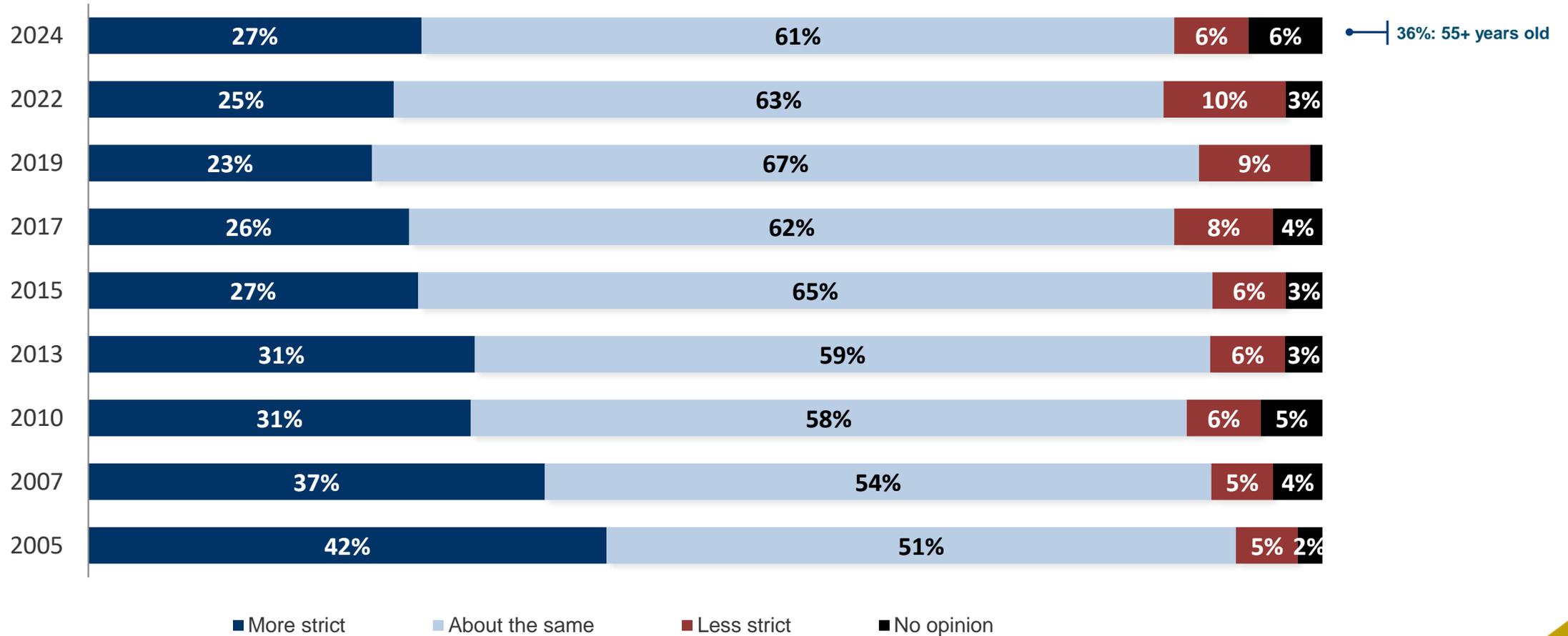
Satisfaction with police at road-side spot check*



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?

More strict:



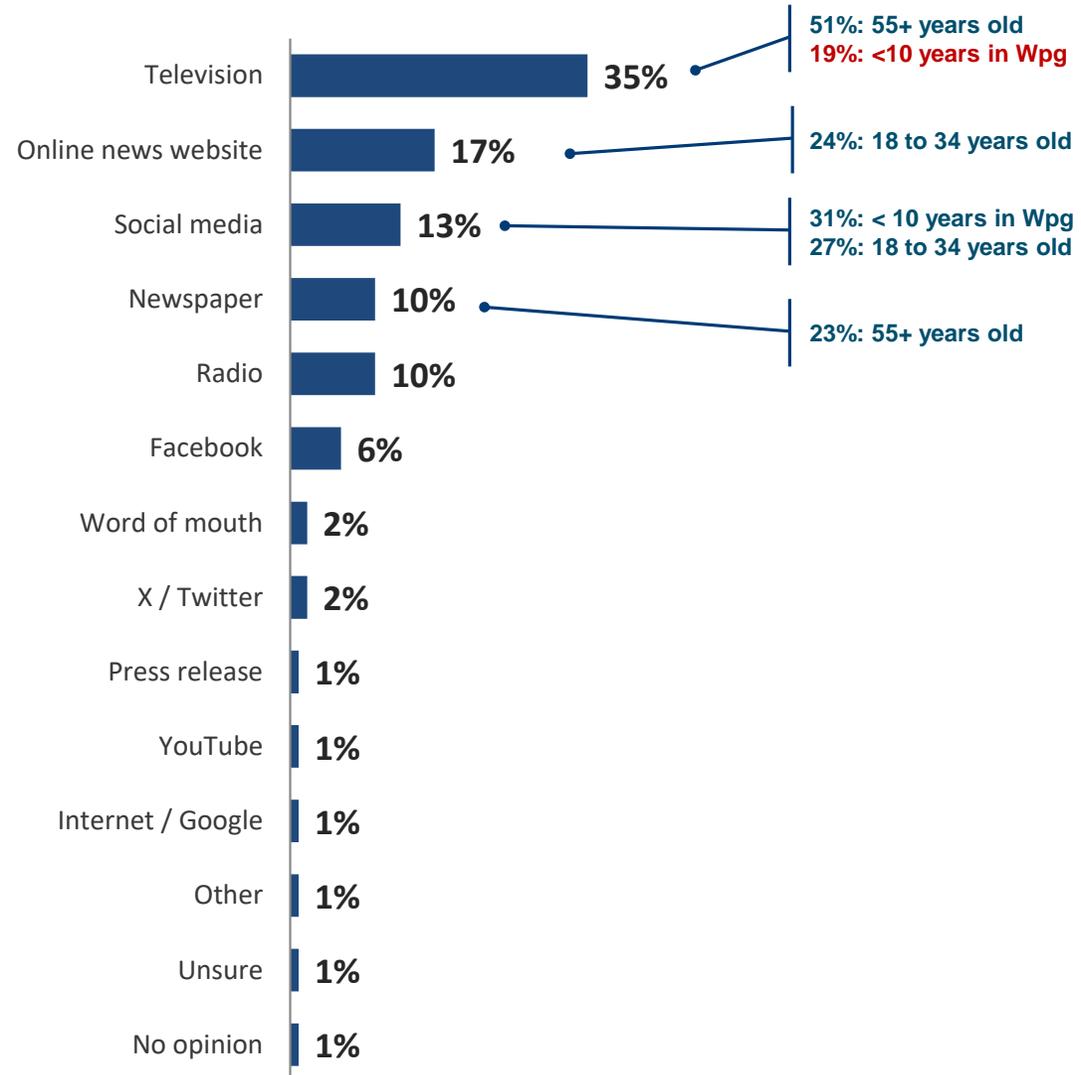
COMMUNICATION AND NEWS

COMMUNICATION AND NEWS FINDINGS

- Winnipeggers are most likely to get news about public safety from TV (35%) and online news sites (17%); however, they are most likely to get news directly from the Winnipeg Police Service through its press releases (47%) or press conferences (45%). The biggest driver of information sources appears to be age, as younger Winnipeggers tend to be more likely to use social media and online sources than older Winnipeggers.
- The majority believe that social media has a small (21%) or no impact (41%) 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.
- Three quarters say they have at least moderate trust in the Winnipeg Police Service for local public safety news. This compares to about 6 in 10 who have similar trust in how the local media reports about the Winnipeg Police Service.

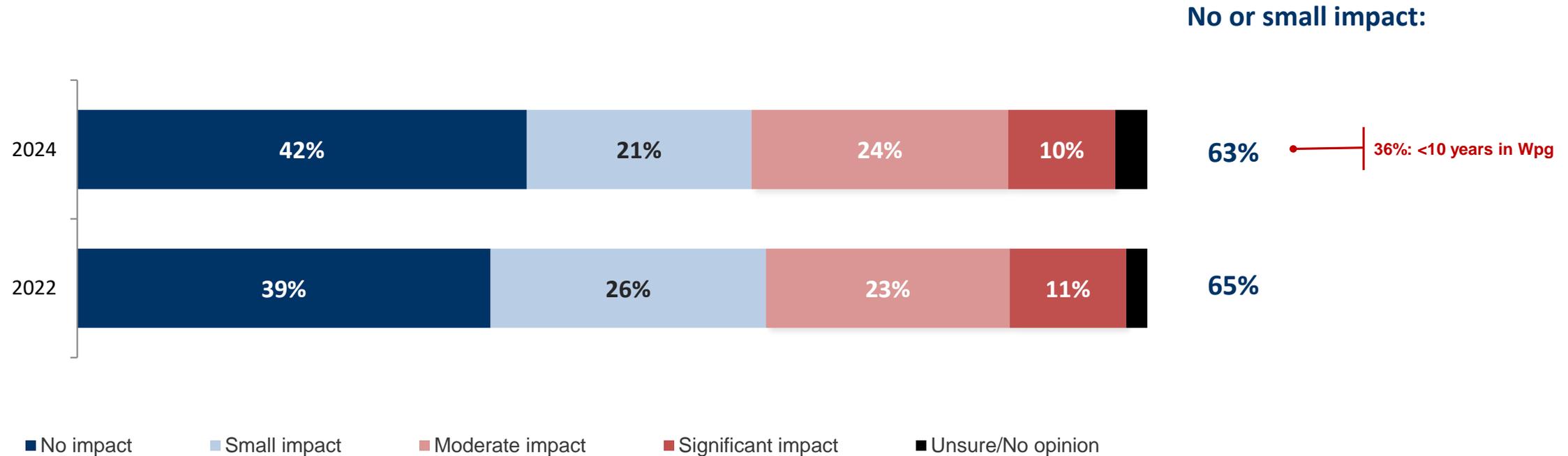
PRIMARY SOURCE FOR PUBLIC SAFETY NEWS

G1. What is your primary source for local public safety news?



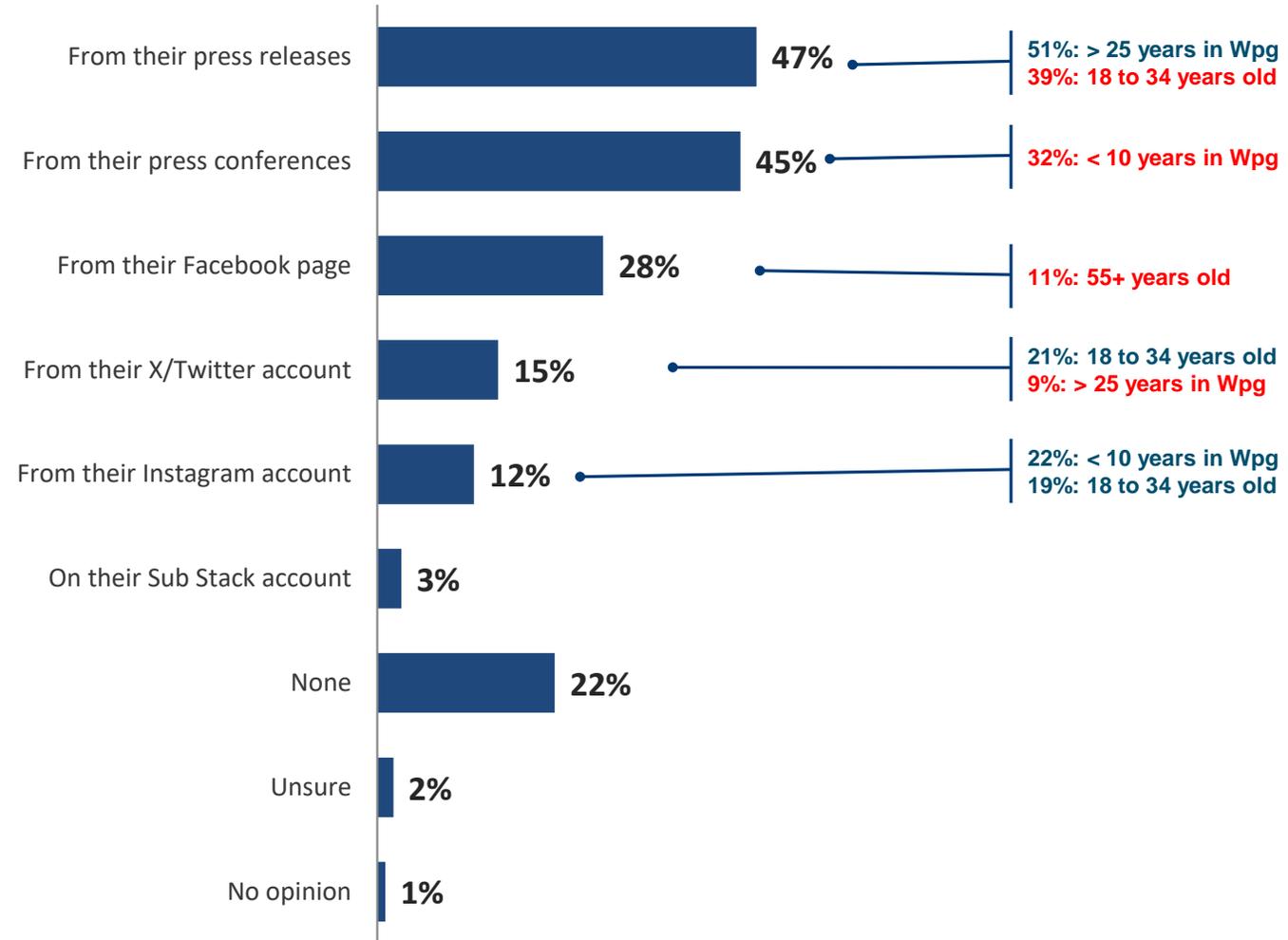
SOCIAL MEDIA'S IMPACT ON OPINIONS OF WPS

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



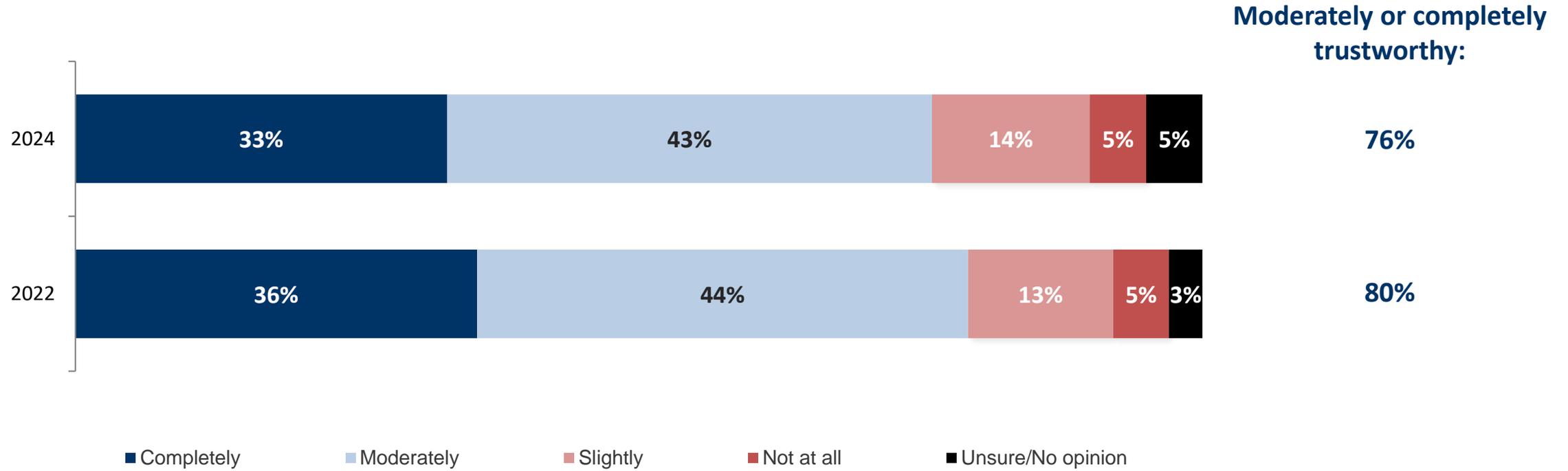
RECALL OF POLICE NEWS

G3. During the last 12 months, do you recall seeing Winnipeg Police Service news or communication on any of the following platforms?



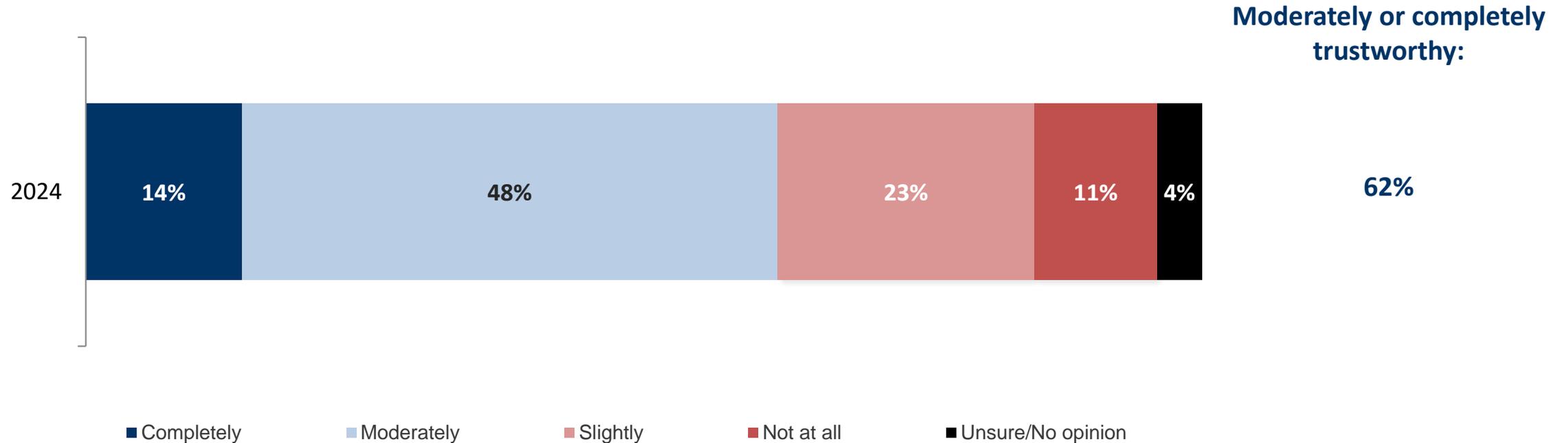
TRUST IN NEWS FROM THE POLICE

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?



GENERAL POLICING ISSUES AND SATISFACTION ISSUES

GENERAL ISSUES AND SATISFACTION FINDINGS

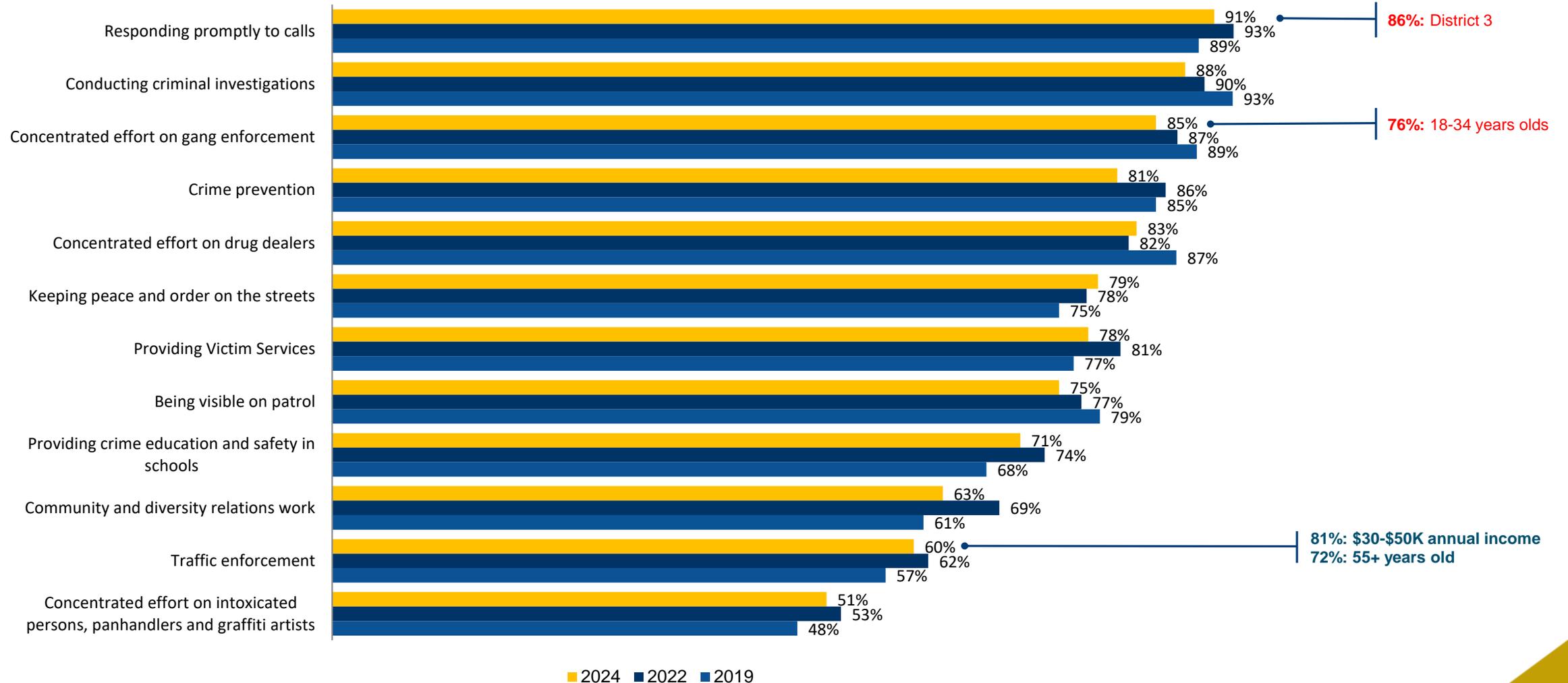
- When asked about the importance of 12 police activities, Winnipeggers put the most emphasis on responding promptly to calls (91%). Conversely, they put the least emphasis on concentrated effort on intoxicated persons, panhandlers, and graffiti artists (51%). Comparing to 2022, the biggest change was in ratings of the importance of community and diversity relations work, which declined from 69% to 63%.
- When asked to rate eight different police activities, Winnipeggers are less positive on all eight activities in 2024 than in 2022, dropping 3 to 6 percentage points from 2022. In fact, five of the eight reached their lowest points to date across survey results dating back approximately 10 years. It is also important to note that Winnipeggers 55 or older have the most positive views of the Winnipeg Police Service in these areas.
- There has also been a steady decline in confidence in the Winnipeg Police Service, down from 81% in 2015 to 58% in 2024.
- Slightly more than 1 in 10 believe the Winnipeg Police Service is overfunded (12%), which is down from 19% in 2022. However, more than three times as many believe it is underfunded (38%).

GENERAL ISSUES AND SATISFACTION FINDINGS

- Half (50%) of Winnipeggers believe there are too few police officers in the City of Winnipeg, more than eight times the proportion who believe there are too many (6%). Over the past three surveys, the majority believe there are too few.
- 58% say the Winnipeg Police Service usually or always meets their needs, values and expectations, which has declined for the past two surveys from 70% in 2019 and 60% in 2022.
- More than half (54%) rate the Winnipeg Police Service as excellent or good; however, this proportion has declined over time from a high of 73% in 2017.

IMPORTANCE OF POLICE ACTIVITIES

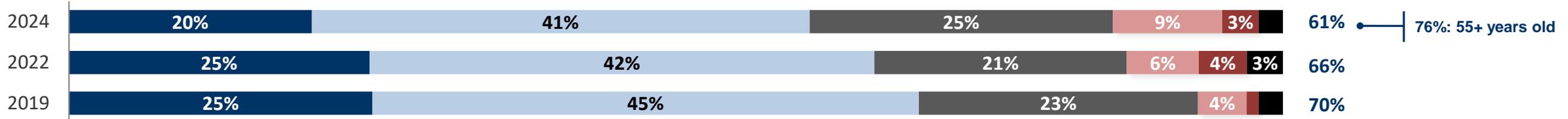
H1. Please rate the importance of the following police activities to you on a scale from 1 to 5 in which 1 is not very important and 5 is extremely important. (% rated important [4 or 5 out of 5])



PERCEPTION OF POLICE ACTIVITIES

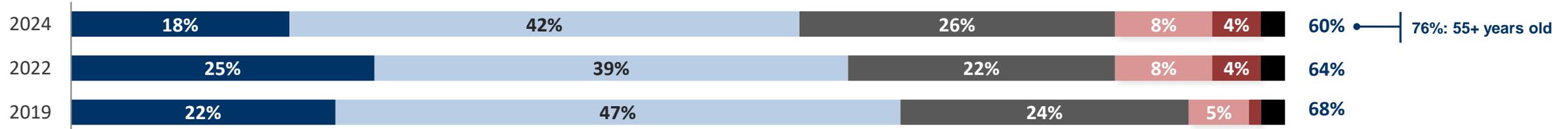
H2. Do you think, in general, the Winnipeg Police Service does an excellent, good, average, poor or very poor job of...

Being professional:

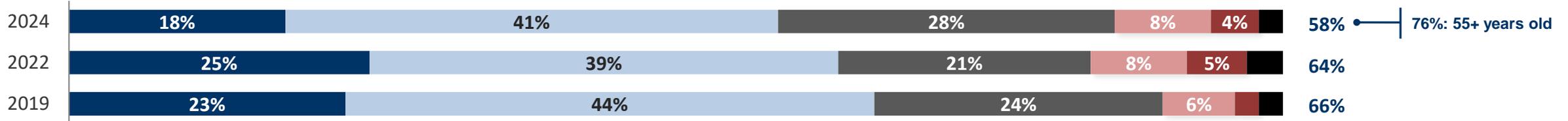


Excellent or good:

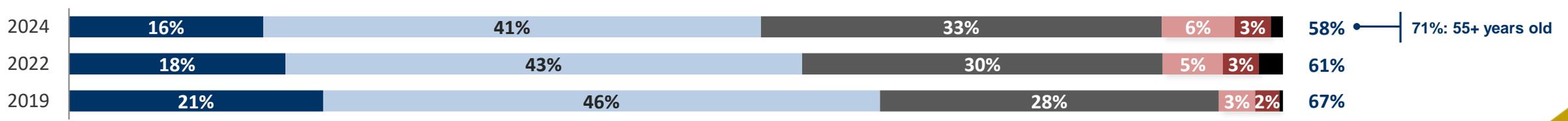
Treating citizens with courtesy:



Being trustworthy:



Enforcing the laws:

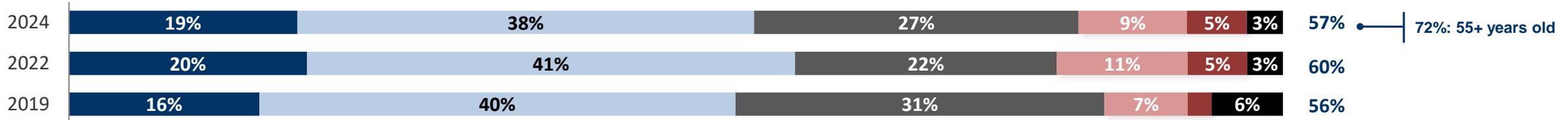


■ Excellent ■ Good ■ Average ■ Poor ■ Very poor ■ No opinion

PERCEPTION OF POLICE ACTIVITIES

H2. Do you think, in general, the Winnipeg Police Service does an excellent, good, average, poor or very poor job of...

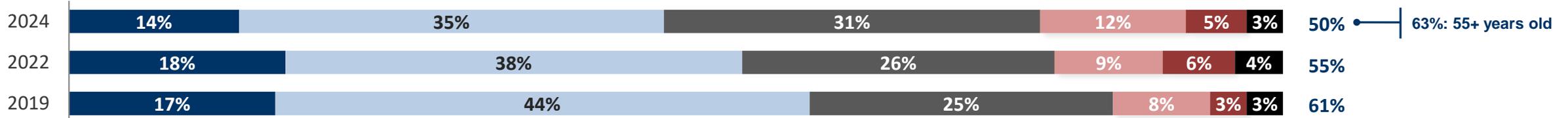
Being approachable to the public:



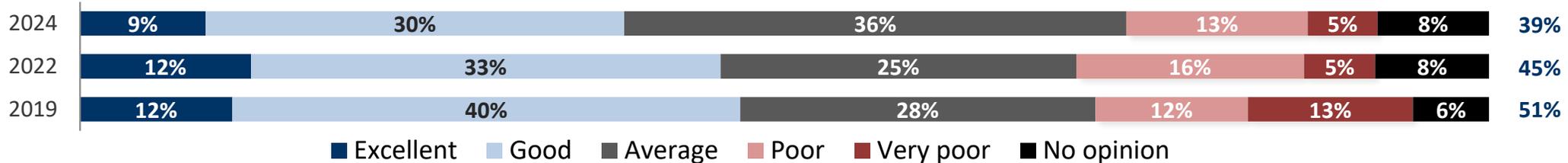
Ensuring the safety of citizens in your area:



Treating people fairly:



Promptly responding to calls:

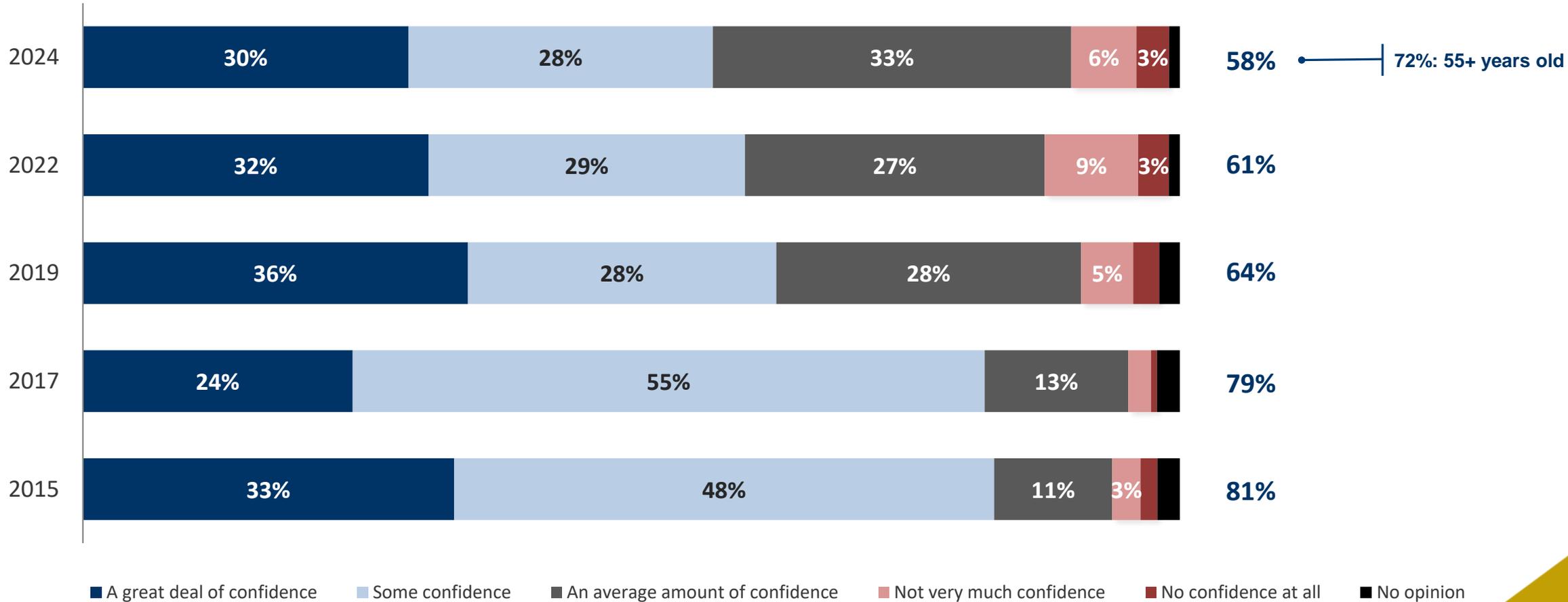


■ Excellent ■ Good ■ Average ■ Poor ■ Very poor ■ No opinion

CONFIDENCE IN WINNIPEG POLICE SERVICE

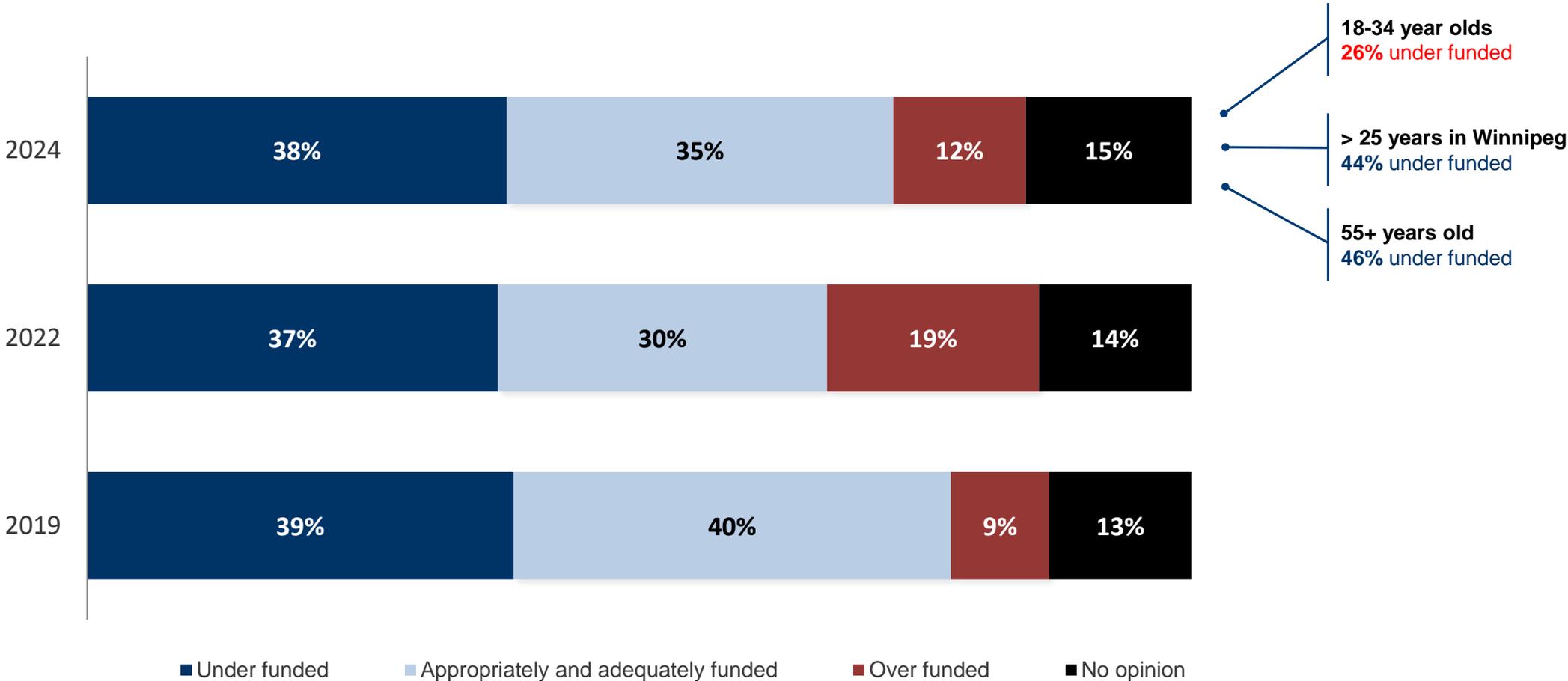
H3. How much confidence do you have in the Winnipeg Police Service?

Great or some confidence:



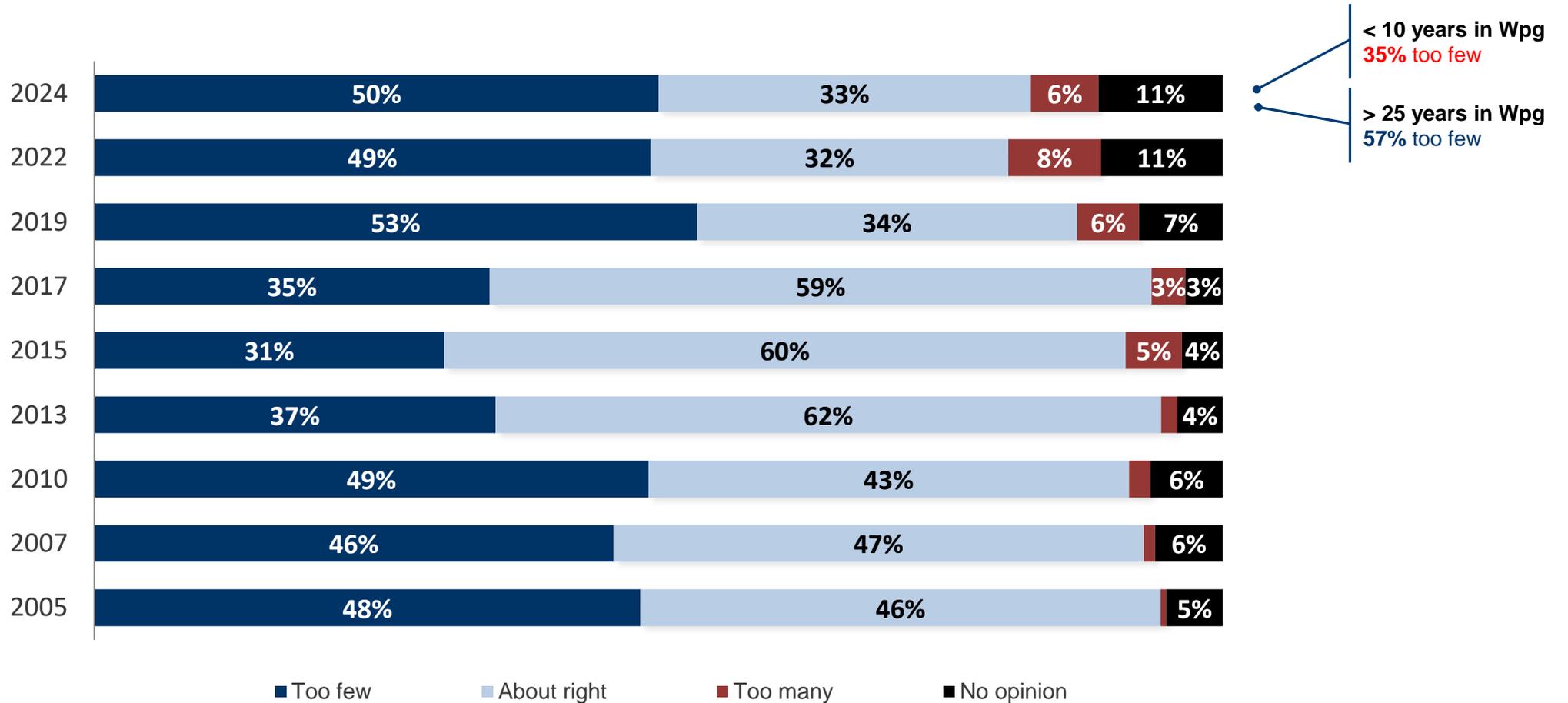
FUNDING OF WINNIPEG POLICE SERVICE

H4. How would you rate the level of funding received by the Winnipeg Police Service?



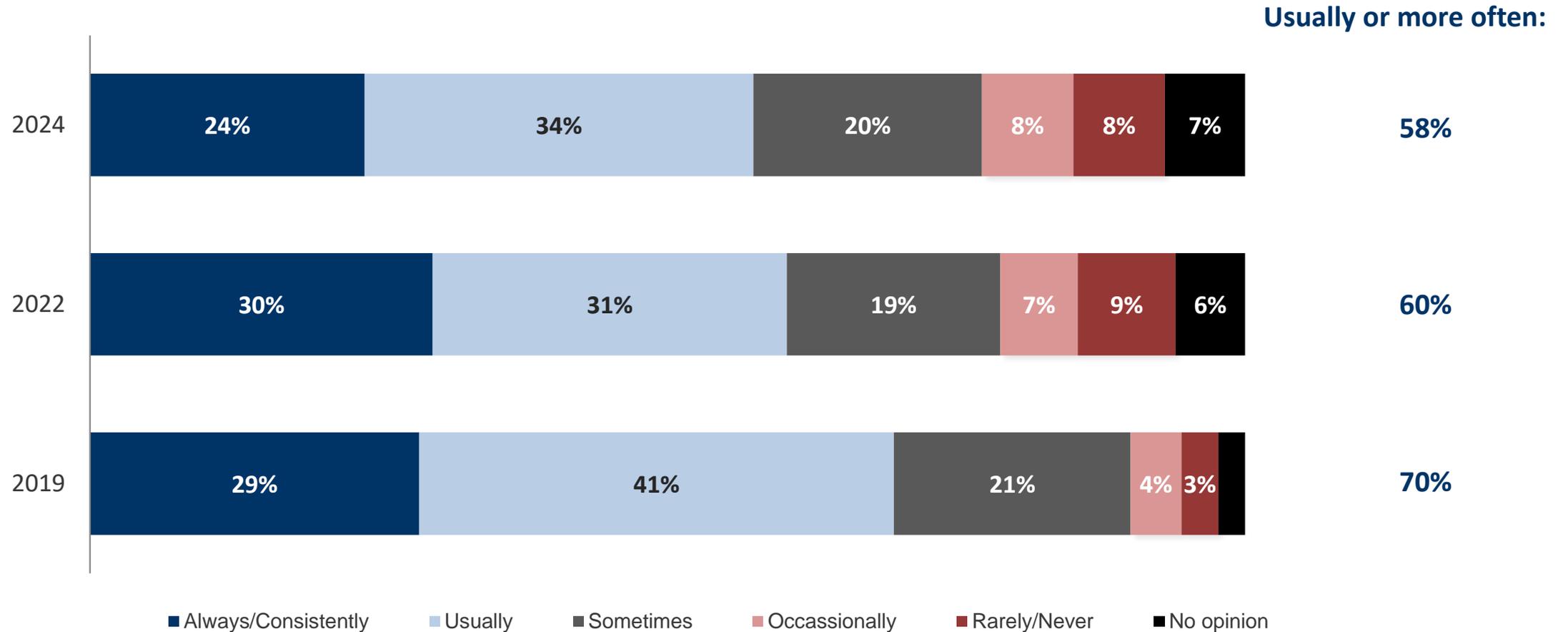
NUMBER OF WINNIPEG POLICE OFFICERS

H5. How would you rate the number of officers in the City of Winnipeg?



WINNIPEG POLICE SERVICE MEETING EXPECTATIONS

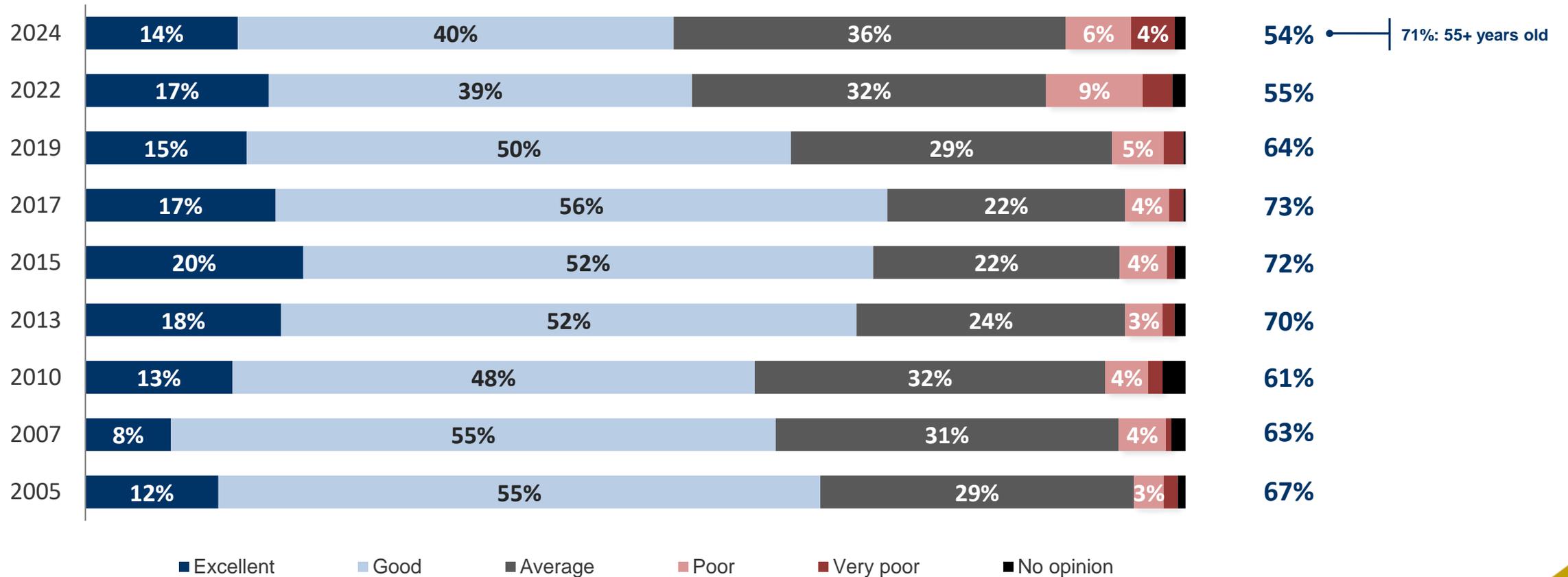
H6. How often does the Winnipeg Police Service meet your needs, values and expectations?



OVERALL QUALITY OF WINNIPEG POLICE SERVICE

H7. How would you rate the overall quality of police service in Winnipeg?

Excellent or good:



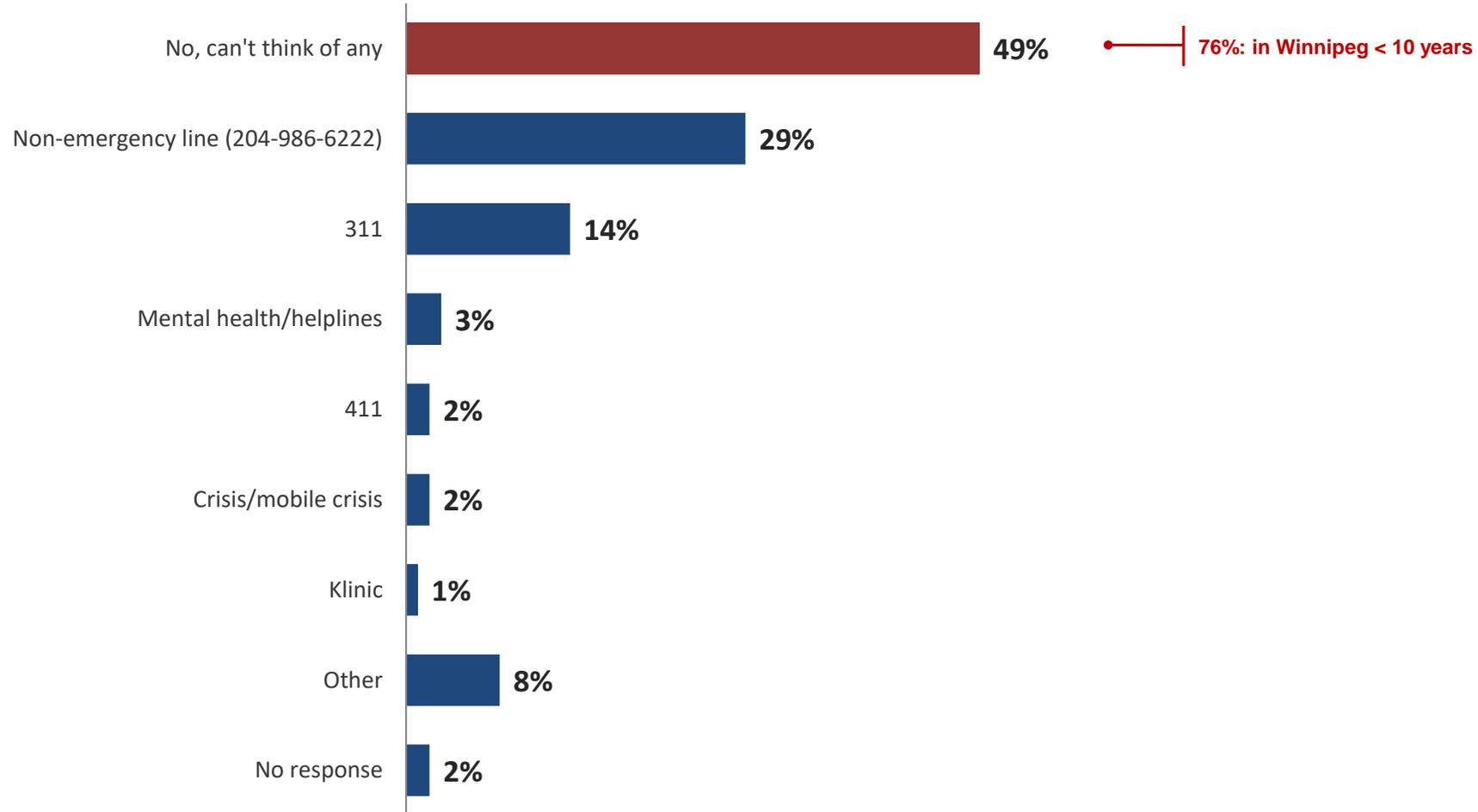
EXPERIENCES WITH 911

911 FINDINGS

- Top-of-mind 29% of Winnipeggers can identify the Winnipeg Police Service's non-emergency line when asked for telephone lines available 24/7 for help (down slightly from 32% in 2022). When asked specifically if they are aware of the line, the proportion increases to 65%, which is unchanged from 2022.
- Although two thirds of Winnipeggers are aware of the line, almost 9 in 10 say they are at least somewhat confident about knowing when to use the non-emergency line versus calling 911.
- When calling 911, the most common thing Winnipeggers would say first is either what the emergency is (37%) or their location (30%).
- If they were accidentally to dial 911, 70% would stay on the line to tell the operator they made a mistake while 23% would hang up. Both results are similar to 2022.

TOP-OF-MIND RECALL OF NON-911 PHONE LINES

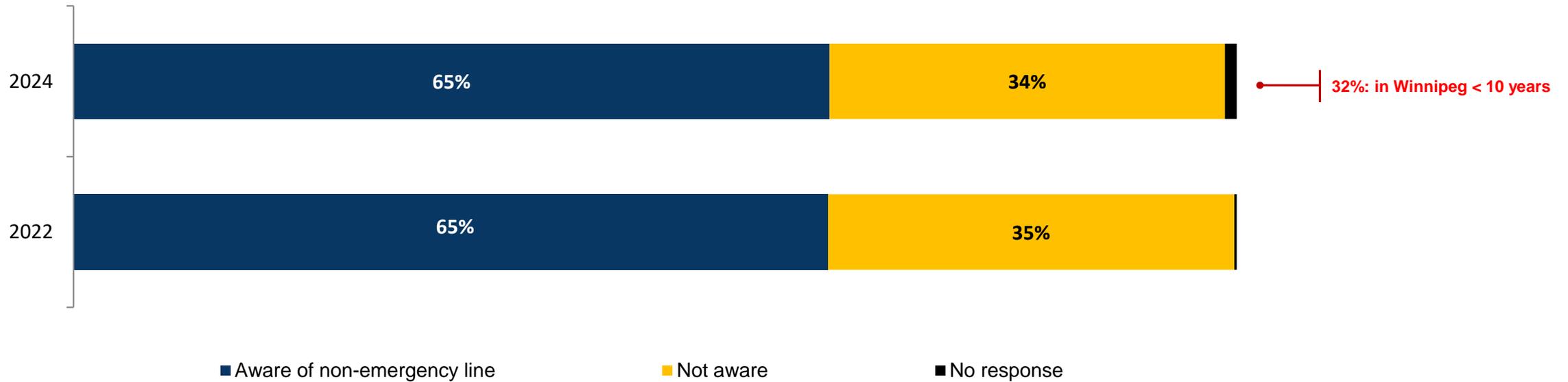
I1. Other than 9-1-1, do you know of any other telephone lines that are available 24 hours a day, seven days a week that you might call for help?



AWARENESS OF NON-EMERGENCY TELEPHONE LINE

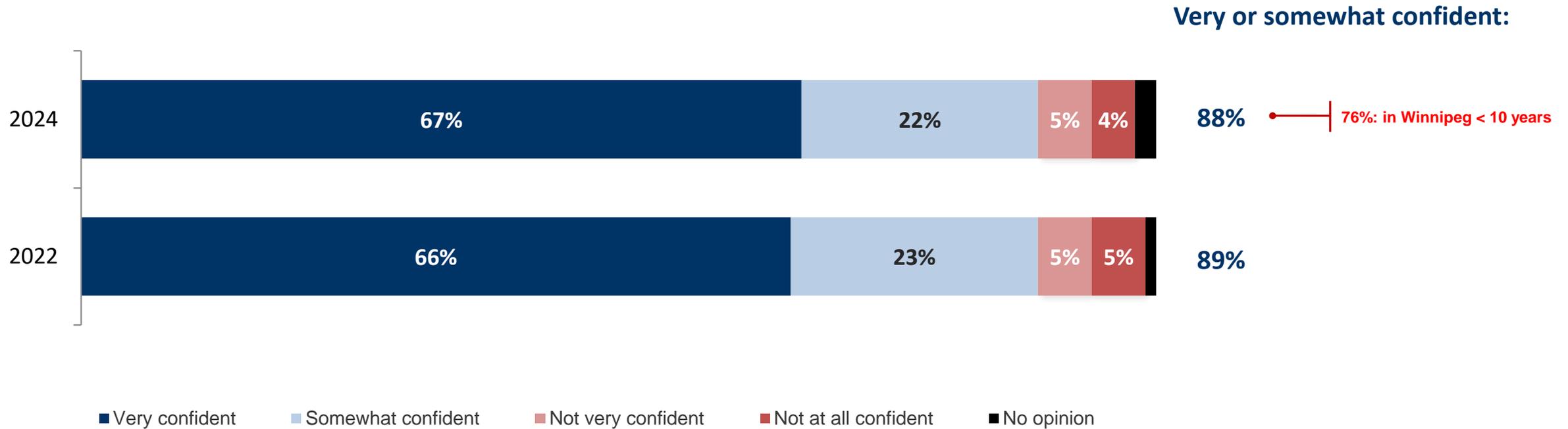
I2. Before today, did you know there's a Winnipeg Police non-emergency line available 24 hours a day, seven days a week? That's 204-986-6222.

Aware:



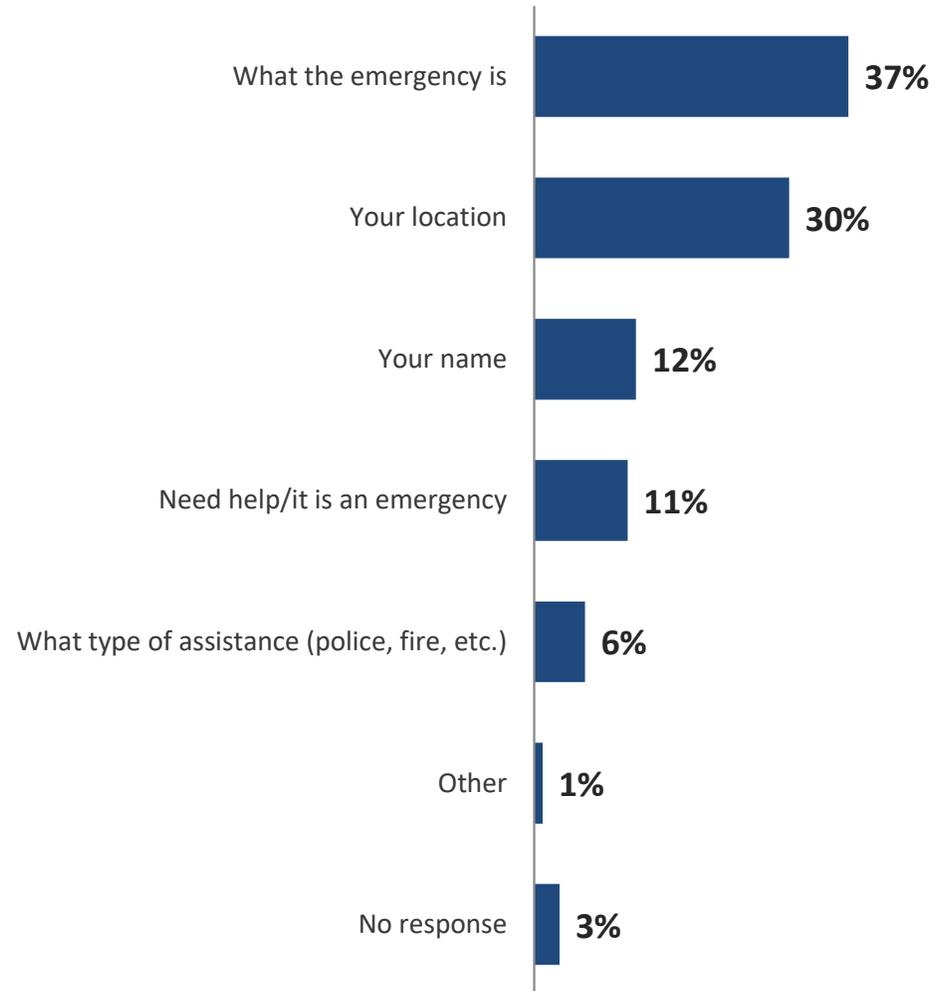
KNOWLEDGE OF WHO TO CALL

13. Some situations call for 9-1-1 while for others, it's more appropriate to call the non-emergency line. How confident are you that you would know when to call the non-emergency line instead of 9-1-1?



INITIAL CONTACT WITH 9-1-1 OPERATOR

14. Let's imagine you called 9-1-1 for help. What do you think would be the first thing you would tell the 9-1-1 operator when they answered?



ACCIDENTAL 9-1-1 CALLS

15. What would you do if you accidentally dialed 9-1-1 from your landline or mobile phone? Would you be most likely to...?

