

2022 Citizen Satisfaction Survey



Highlights

Overall, residents are positive about their quality of life and sense of community. However, the City faces some challenges: Crime, Economic and Social Issues



Feel quality of life is good or very good.

↓ Down **6** points from 2019 and on a downward trend since 2013



Community & Belonging

85% Feel Thunder Bay is a welcoming community

84% Proud to be from Thunder Bay

82% Have a strong sense of belonging to Thunder Bay

↓ Down **6** points from 2019

Mixed Perceptions of: Crime/Public Safety

51% Mention crime as most important top-of-mind issue

↑ Up **7** points from 2019

82% Feel Thunder Bay is relatively safe

↑ Up **28** points from 2019

Lower Personal Experience of Crime



Only 8%

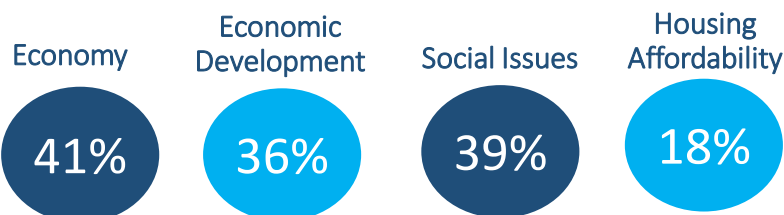
say they/household member victim of crime in past year.
↓ Down **10** points from 2019

Mix of property and violent crime

11 times higher

among those who experience **racial discrimination**

Most Important Issues in Thunder Bay: In addition to crime, issues mentioned by percentage include:



↑ Up **31** points from 2019

↑ Up **16** points from 2019

Lower Concern for Roads

22%

↓ Down **12** points from 2019