

# **Citizen's Perspective**

## **2004 Citizen Survey**

**Survey conducted by Kiskquared**

**Prepared by The City of Winnipeg-CAO Secretariat**



# Survey Method

- **Conducted by Kiskquared (2004)**  
(acumen research in 2003, Prairie Research Associates in 2001 and 2002 and Viewpoint Research 1998, 1999 and 2000)
- **Random telephone survey**
- **Surveyed Winnipeggers in September (each year)**
- **1,600 Winnipeggers surveyed. Results in a margin of error of  $\pm 2.4\%$ , 19 times out of 20.**  
(600 people in 1998, 1999 & 2000 with corresponding error of  $\pm 4.0\%$ )
- **Data used in presentation are based on people who answered the survey question**  
→ **excludes “don’t know/refused”**

# Quality of Life

The logo for the City of Winnipeg, featuring a blue arc above the word "Winnipeg" in a blue serif font.

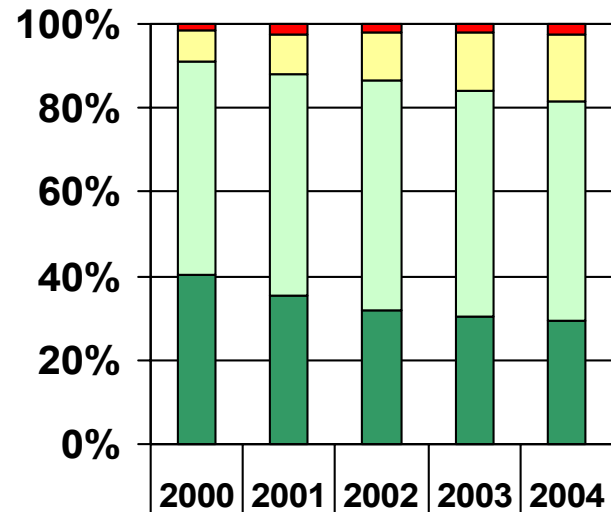
Winnipeg

# Quality of Life

Winnipeggers are very positive about their city.

**In 2004,  
82% of Winnipeggers  
believe that the quality  
of life in Winnipeg is  
very good or good.**

How would you rate the quality of life in Winnipeg?



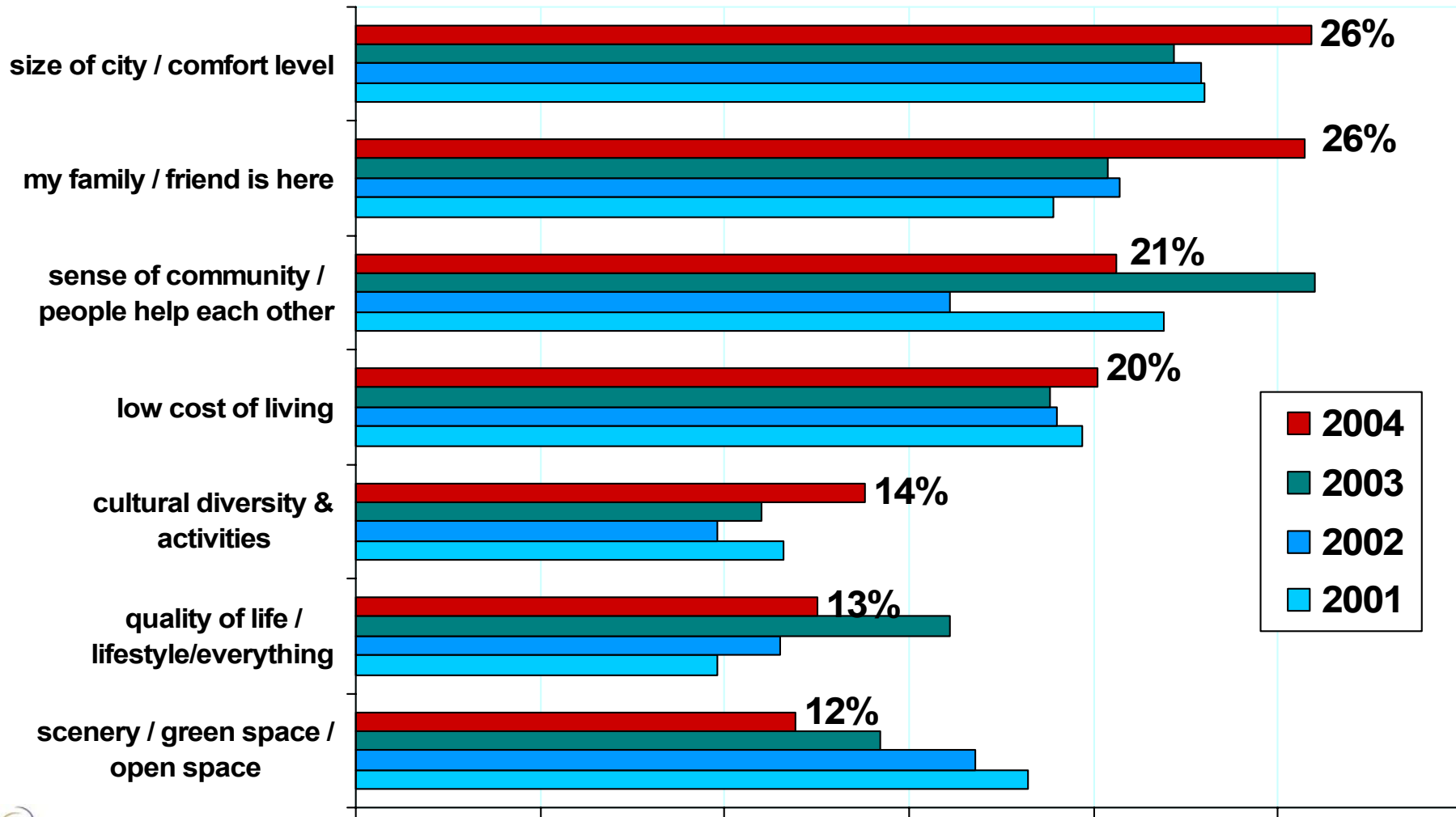
■ poor	1%	2%	2%	2%	2%
■ only fair	8%	10%	11%	14%	16%
■ good	51%	53%	55%	53%	53%
■ very good	40%	35%	32%	30%	29%

# **What Winnipeggers value most about living in Winnipeg:**

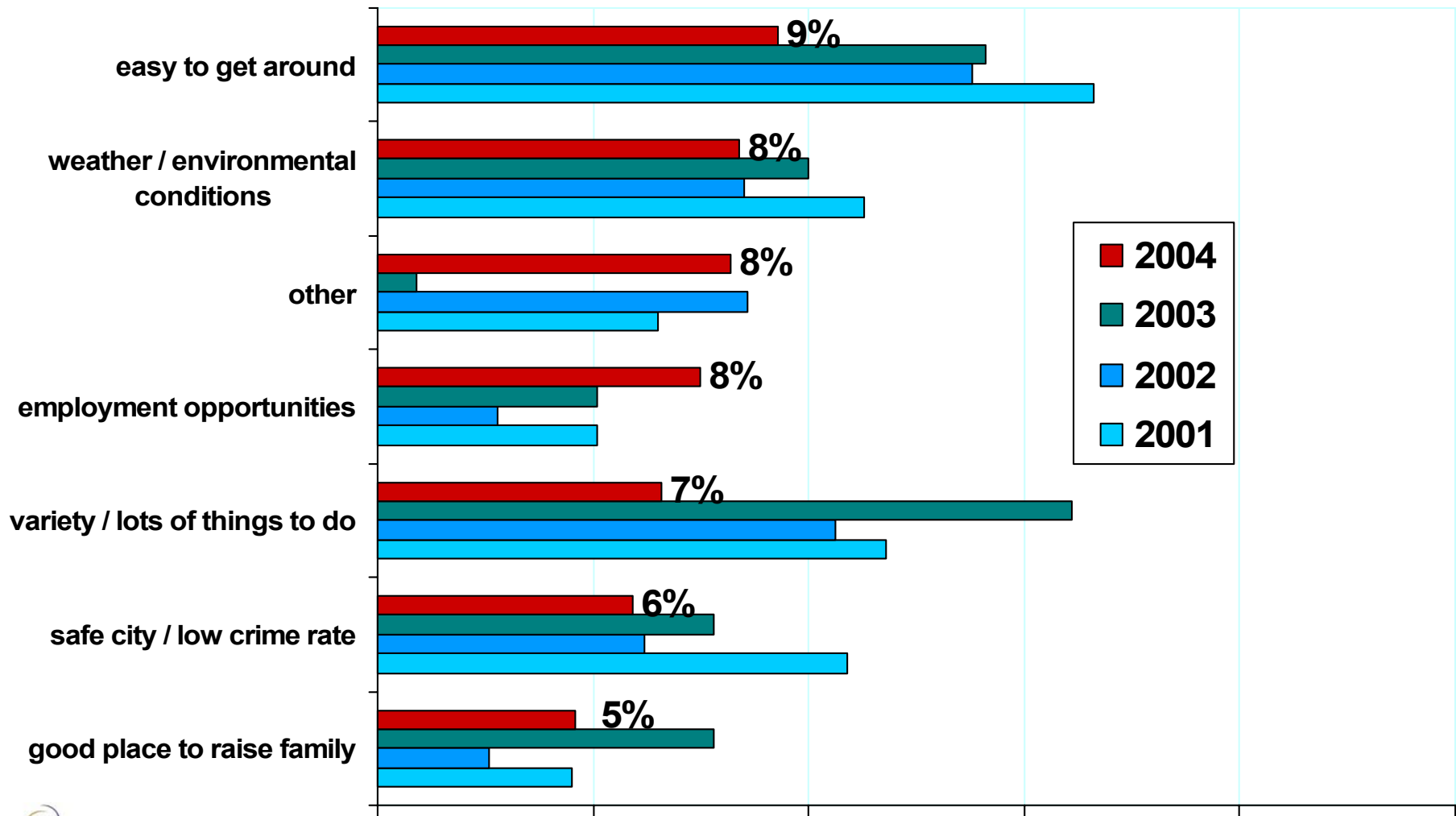
## **Top 4 items Winnipeggers value most in 2004: (those with 20% or over response)**

- 1) Size of city / comfort level, 26%**
- 2) My family / friends are here, 26%**
- 3) Sense of community/people help each other, 21%**
- 4) Low cost of living, 20%**

# What Winnipeggers value most about living in Winnipeg:



# What Winnipeggers value most about living in Winnipeg:



# **Suggested area's on how to improve the quality of life:**

**In what way do you think the Quality of Life in Winnipeg can be improved?**

- 34% Infrastructure - Roads**
- 19% Taxation And Spending**
- 17% Planning, Development, Tourism**
- 15% Policing, Crime, Safety**
- 13% Poverty, Social Programs, Standard Of Living**
- 10% Parks And Recreation**
- 10% Public Transit**
- 7% Housing**
- 6% Healthcare**
- 3% Mosquito Fogging**
- 3% Everything Is Great As Is / No Improvements**
- 2% Schools, Educational Facilities**
- 2% Cultural Services Or Issues**
- 2% Recycling, Garbage Collection, Waste And Water**
- 3% Other Comments**
- 15% Do Not Know / No Opinion / Cannot Think Of Anything**

# Suggested ways to improve quality of life

<b>count</b>		
<b>549</b>	<b>34%</b>	<b>Infrastructure - Roads</b>
242	15.1%	Improve condition of residential streets
178	11.1%	Improve condition of major city routes
48	3.0%	Improve traffic flow, coordination of lights
12	0.8%	Improve snow removal services
6	0.4%	Increase number of parking spots in downtown area
5	0.3%	Reduce parking fees / eliminate from downtown area
58	3.6%	Other comments regarding traffic or roads
<b>297</b>	<b>19%</b>	<b>Taxation And Spending</b>
199	12.4%	Reduce property taxes
30	1.9%	Reduce government spending or waste / increase efficiency
23	1.4%	Reduce business taxes
3	0.2%	Reduce user fees or service fees
3	0.2%	Eliminate political corruption or scandal
39	2.4%	Other comments regarding taxation or levels of spending
<b>266</b>	<b>17%</b>	<b>Planning, Development, Tourism</b>
63	3.9%	Encourage or promote downtown development
40	2.5%	Promote development of major entertainment, arts, or sports activities
29	1.8%	Promote beautification or cleanliness of city
24	1.5%	Encourage or promote city as site of business development
15	0.9%	Less urban sprawl / less suburban or exurban development
14	0.9%	Improve city or community planning / zoning
9	0.6%	Encourage or promote city as tourism destination
7	0.4%	Encourage preservation of heritage buildings
6	0.4%	Reduce red tape, zoning restrictions, etc for businesses or developers
59	3.7%	Other comments regarding planning, development, or tourism



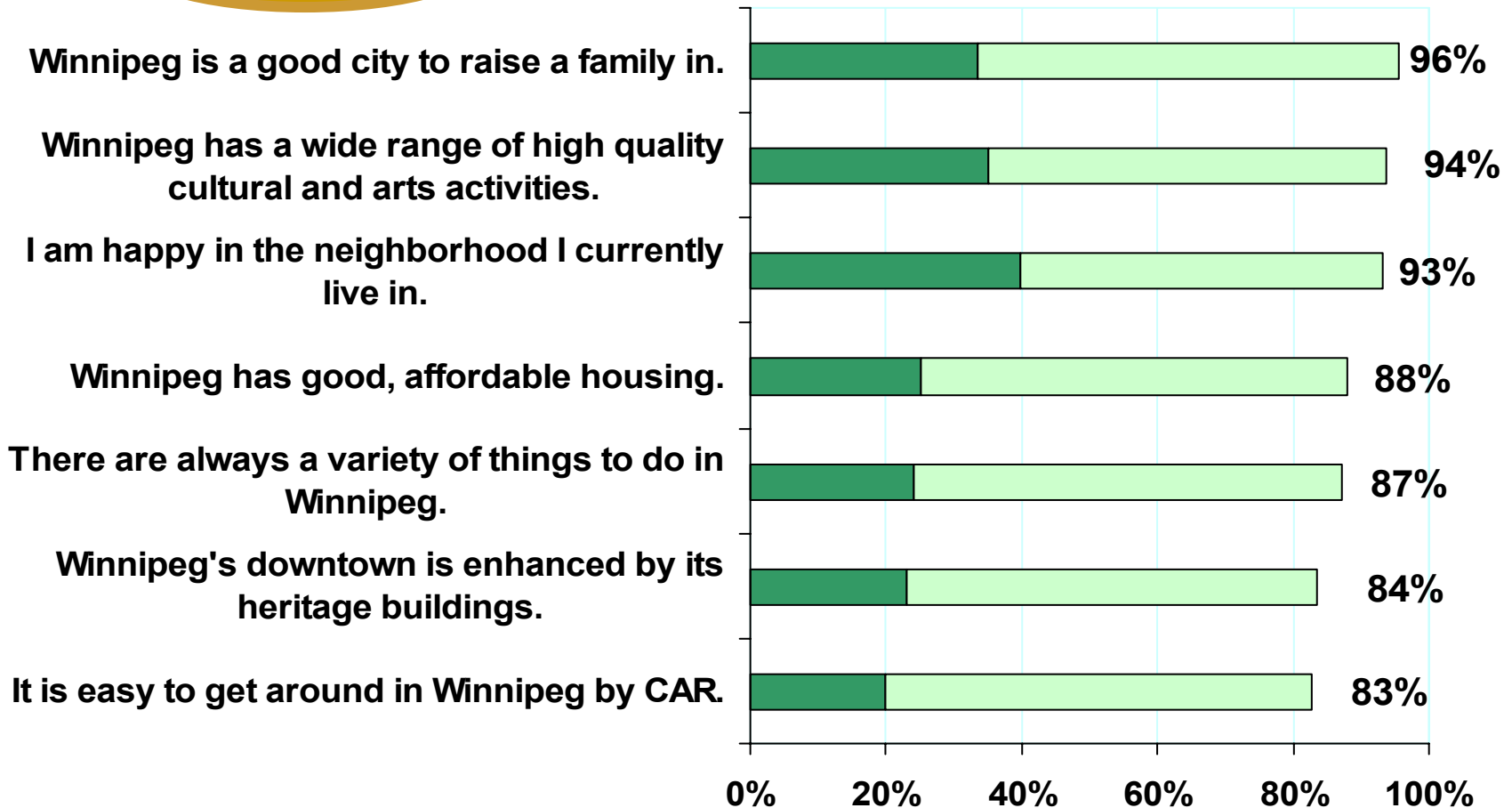
<b>count</b>		
<b>245</b>	<b>15%</b>	<b>Policing, Crime, Safety</b>
156	9.8%	Improve policing or reduce crime rate generally
35	2.2%	Hire more police officers
8	0.5%	Make policing more community-based
3	0.2%	Improve security measures at airport or other major sites
2	0.1%	Improve enforcement of traffic laws generally
2	0.1%	Eliminate or reduce number of red light cameras
39	2.4%	Other comments regarding policing, safety, or security
<b>207</b>	<b>13%</b>	<b>Poverty, Social Programs, Standard Of Living</b>
89	5.6%	Address poverty, unemployment, or social issues
39	2.4%	Improve wages or standard of living (generally)
11	0.7%	Reduce the cost of living (no specifics provided)
8	0.5%	Improve existing social programs (generally)
60	3.8%	Other comments regarding social programs, standard of living
<b>163</b>	<b>10%</b>	<b>Parks And Recreation</b>
40	2.5%	Improve or provide more recreation programs (sports lessons, courses, etc)
39	2.4%	Create more bicycle routes or pedestrian walkways
24	1.5%	Provide more recreation facilities (pools, rinks, fields, centres, etc)
16	1.0%	Provide more green space
14	0.9%	Improve quality of recreation facilities (pools, rinks, fields, centres, etc)
7	0.4%	Improve the quality of other existing parks
2	0.1%	Improve the quality of Assiniboine Park or the Winnipeg Zoo
21	1.3%	Other comments regarding parks, recreation
<b>158</b>	<b>10%</b>	<b>Public Transit</b>
80	5.0%	Improve public transit service
45	2.8%	Introduce rapid transit system
8	0.5%	Reduce public transit fares
25	1.6%	Other comments regarding public transit

<b>count</b>		
<b>117</b>	<b>7% Housing</b>	
53	3.3%	Enact policies that will reduce number of homeless, panhandlers, or vagrants
32	2.0%	Provide more <i>affordable</i> housing
17	1.1%	Assist or promote refurbishment of old housing stock
9	0.6%	Provide more housing
6	0.4%	Enforce policies against slum landlords
<b>102</b>	<b>6% Healthcare</b>	
58	3.6%	Improve quality of or access to health care
39	2.4%	Reduce health care waiting lists
4	0.3%	Improve emergency medical response, such as paramedics or ambulance
1	0.1%	Improve restaurant health standards or Increase number of inspections
<b>53</b>	<b>3% Mosquito Fogging</b>	
48	3.0%	Increase mosquito fogging / eliminate buffer zones
5	0.3%	Reduce or eliminate mosquito fogging or use of malathion
<b>44</b>	<b>3% Everything Is Great As Is / No Improvements Are Possible</b>	
<b>39</b>	<b>2% Schools, Educational Facilities</b>	
16	1.0%	Improve quality of or programs at existing schools
23	1.4%	Other comments regarding education
<b>34</b>	<b>2% Cultural Services Or Issues</b>	
9	0.6%	Improve or expand cultural festivals or support for these
4	0.3%	More support for Aboriginal people (generally)
4	0.3%	Improve access to cultural resources
3	0.2%	More support for immigrants (generally)
3	0.2%	Increase the level of immigration
11	0.7%	Other comments regarding cultural services or issues
<b>28</b>	<b>2% Recycling, Garbage Collection, Waste And Water</b>	
8	0.5%	Improve garbage collection service
5	0.3%	Improve or expand recycling service
2	0.1%	Improve quality of tap water
3	0.2%	Improve sewers or sewage treatment facilities
10	0.6%	Other comments regarding waste and water, or riverbank or flood protection

# Quality of Life Statements:

2004 Results

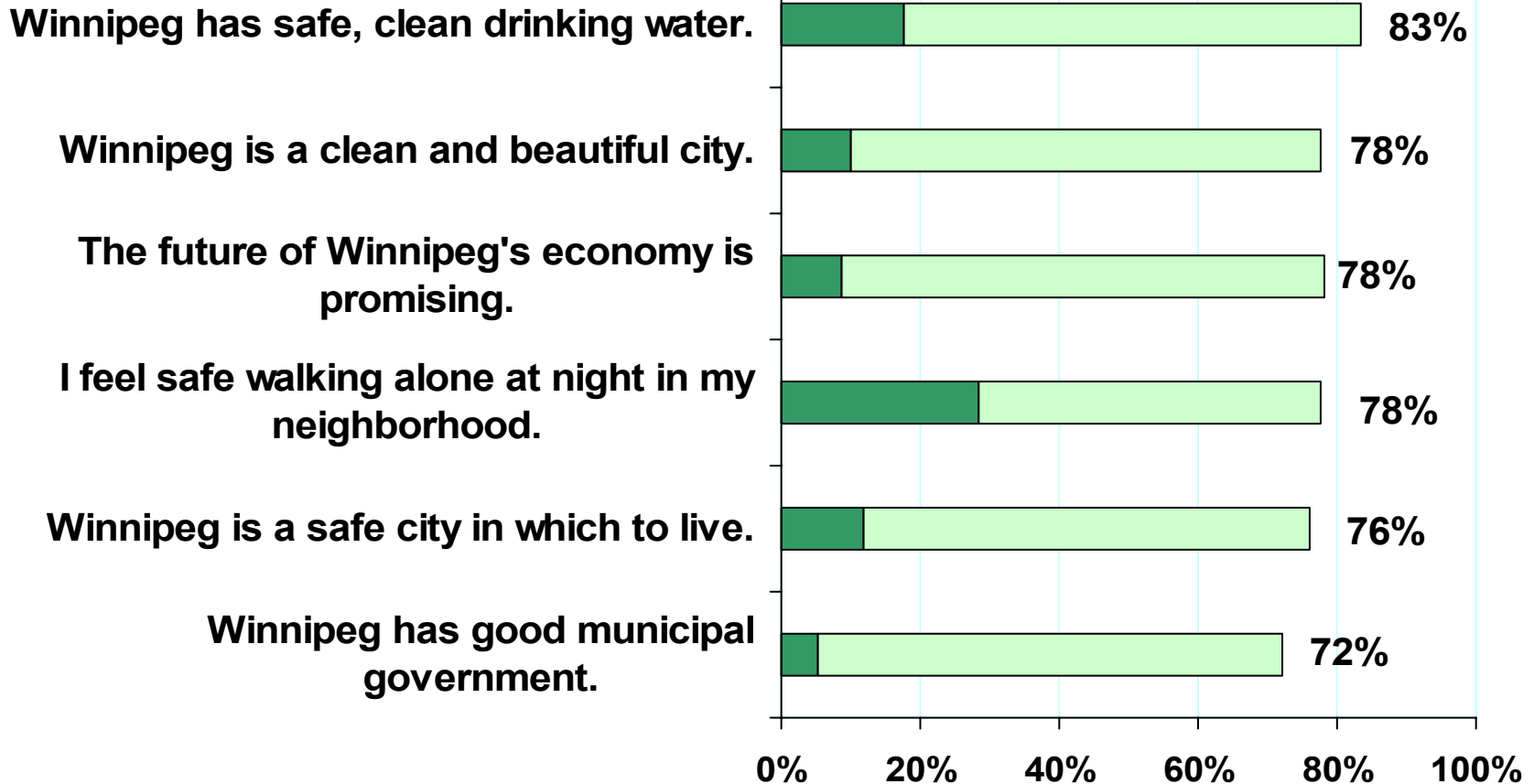
Strongly Agree Agree responses



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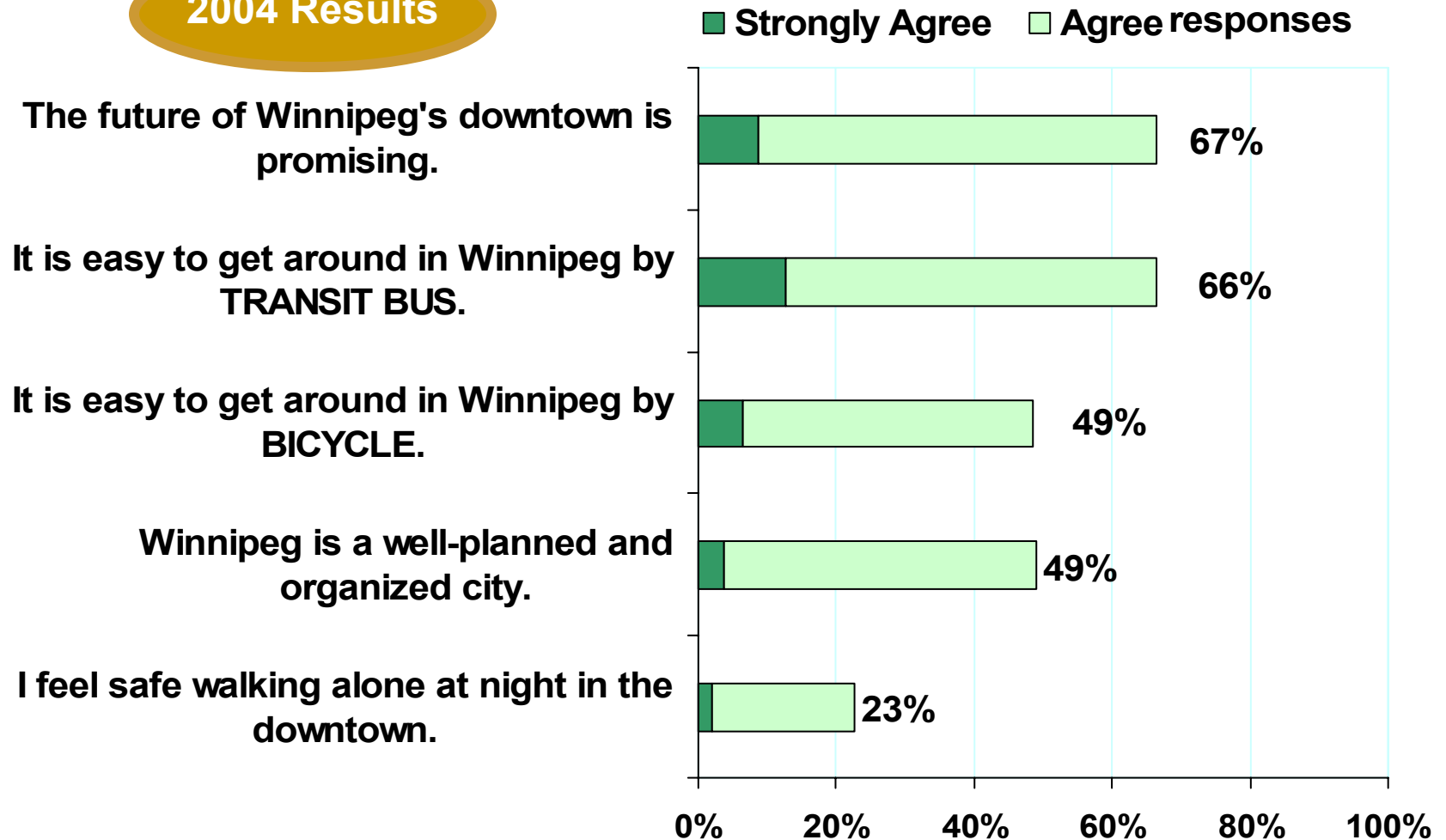
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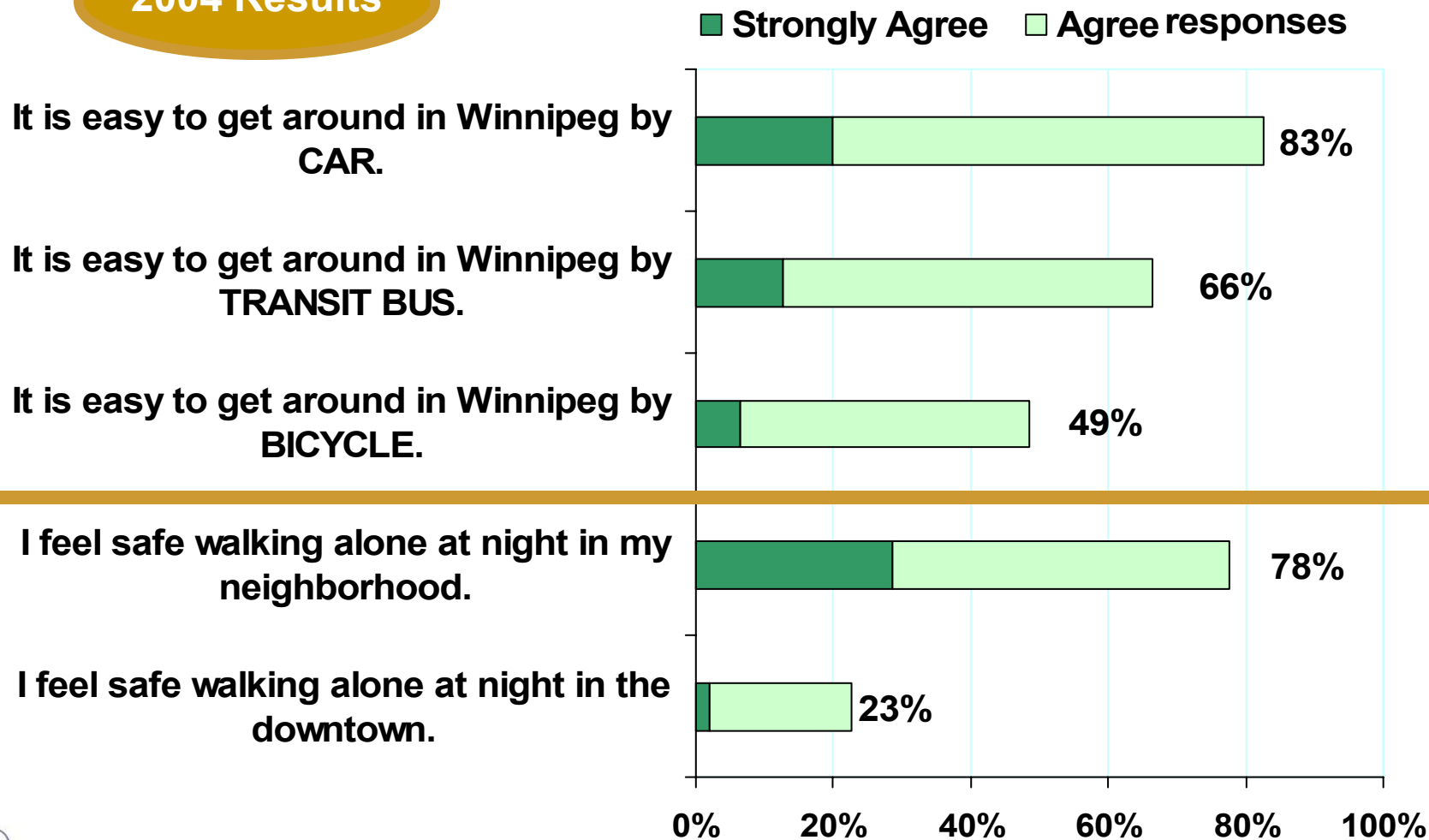
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2004 Results



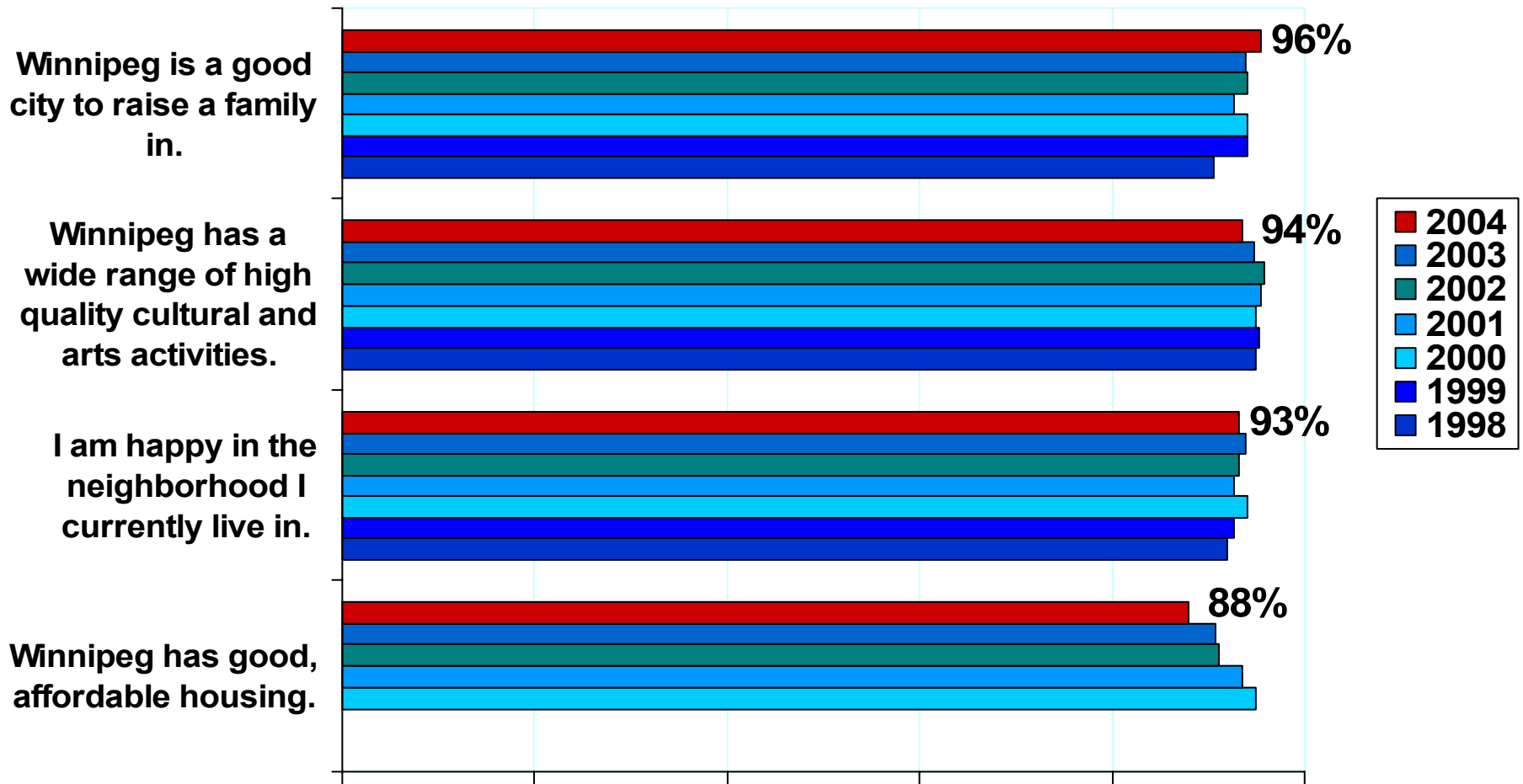
# Quality of Life Statements: Comparisons

2004 Results



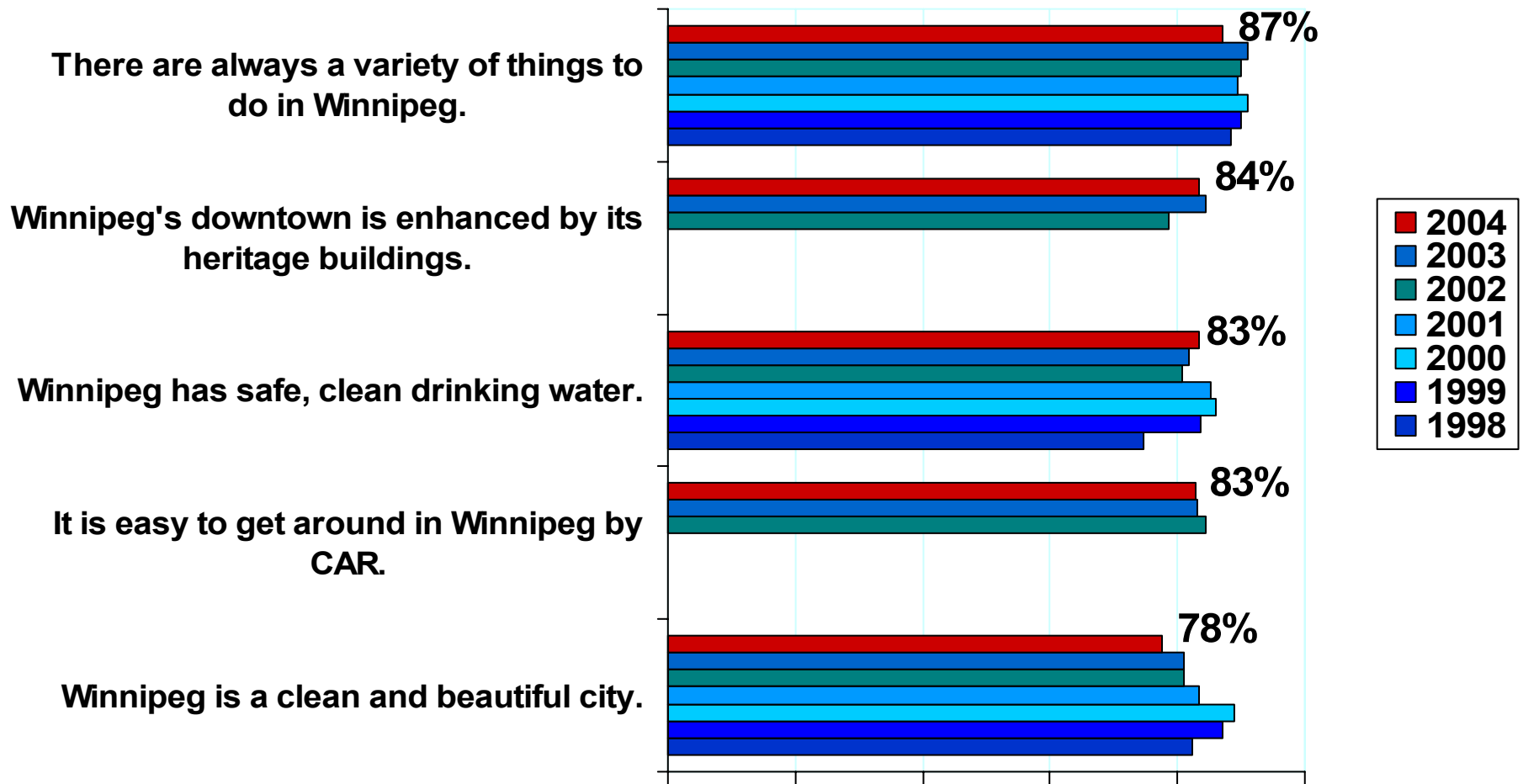
# Quality of Life Statements:

strongly agree and agree responses



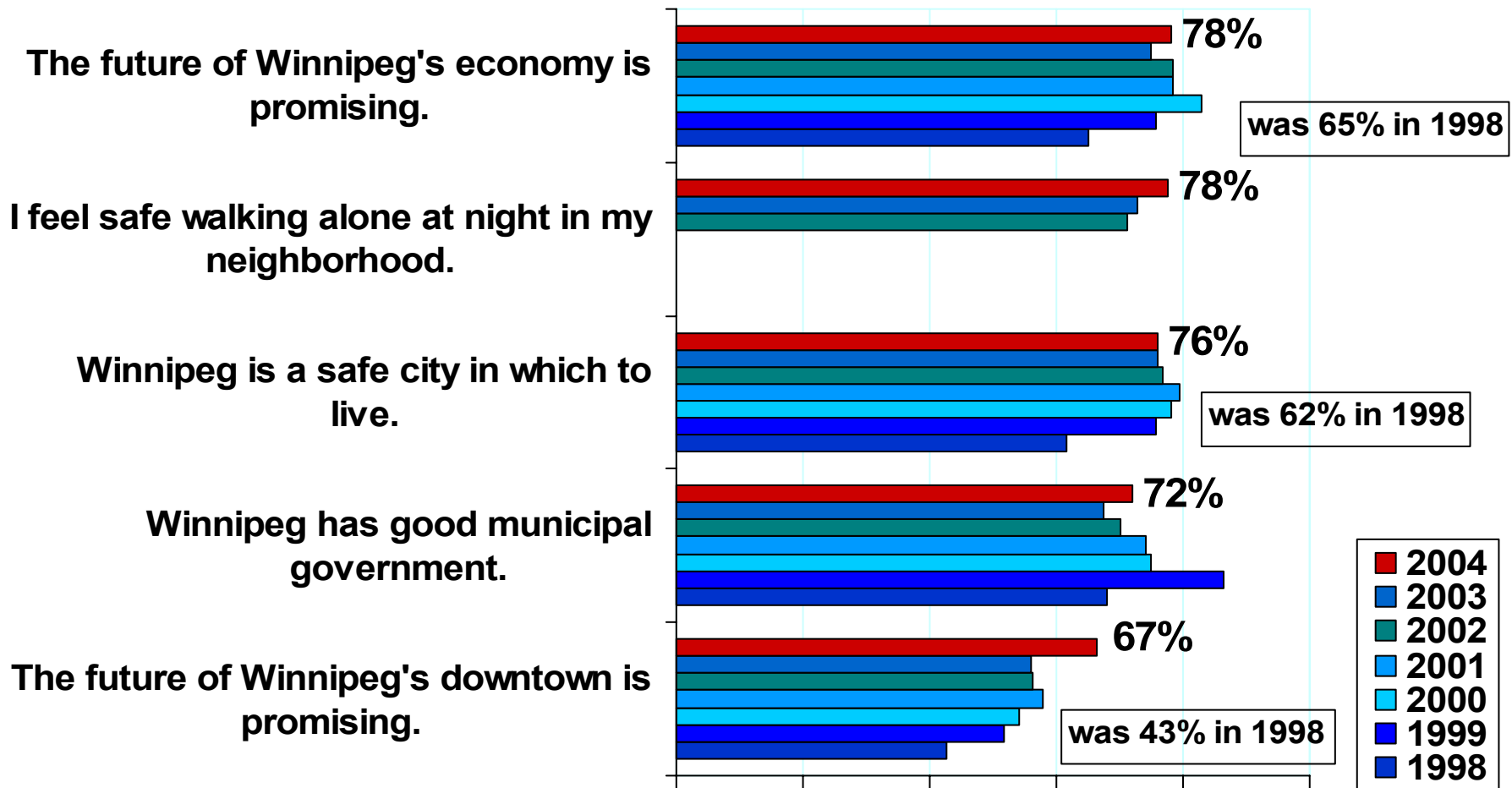
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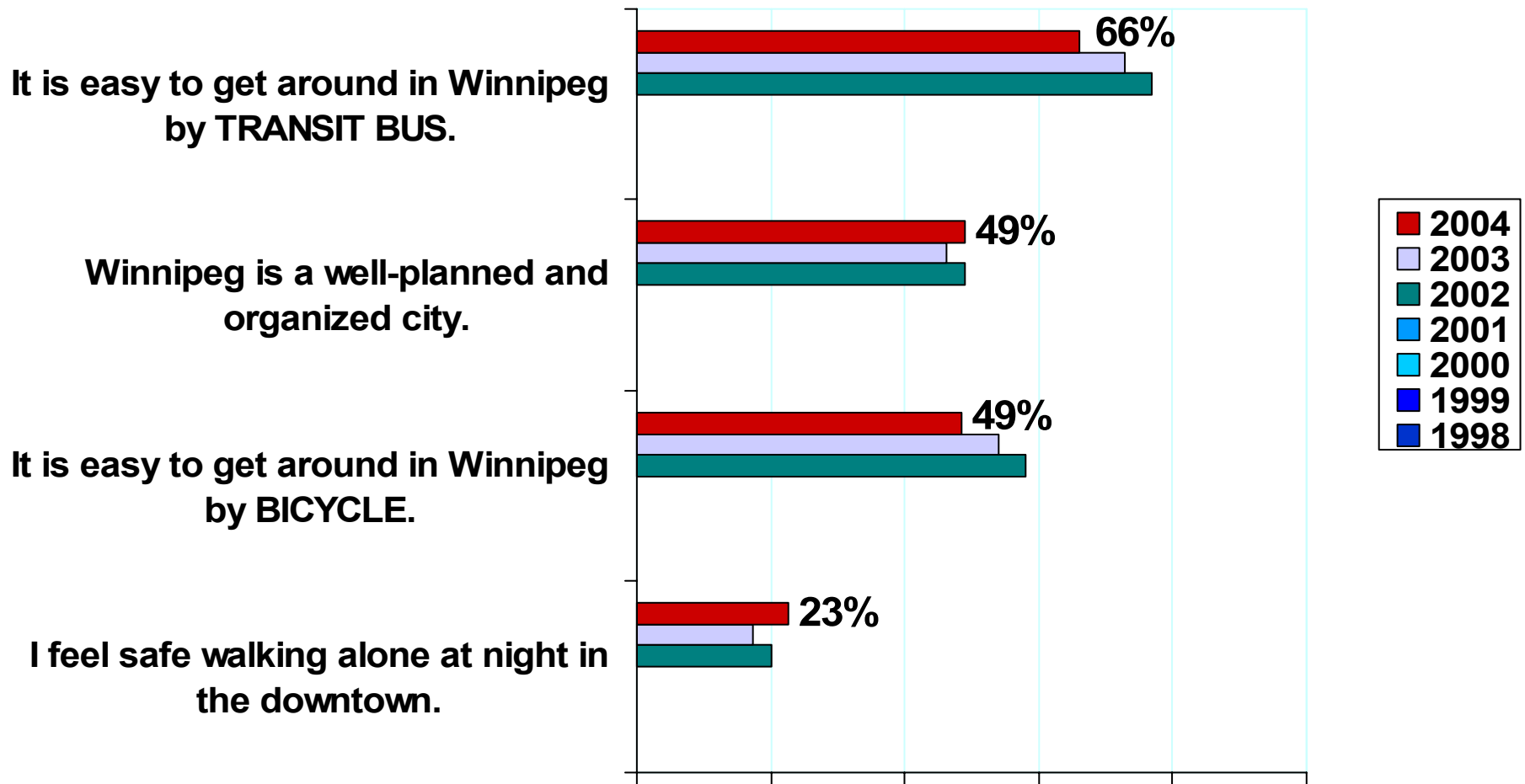
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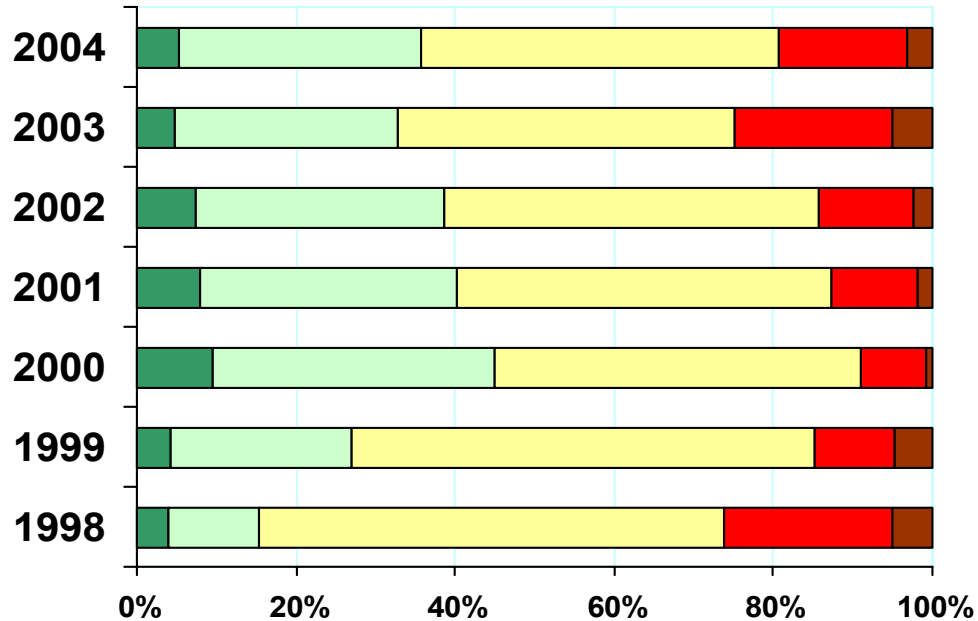
# Quality of Life Statements:

strongly agree and agree responses



# Comparing to the past

Comparing Winnipeg today to five years ago, would you say that Winnipeg today is ....



	1998	1999	2000	2001	2002	2003	2004
<b>■ much worse</b>	5%	5%	1%	2%	2%	5%	3%
<b>■ worse</b>	21%	10%	8%	11%	12%	20%	16%
<b>■ about the same</b>	58%	58%	46%	47%	47%	43%	45%
<b>■ better</b>	11%	23%	36%	32%	31%	28%	30%
<b>■ much better</b>	4%	4%	9%	8%	7%	5%	5%

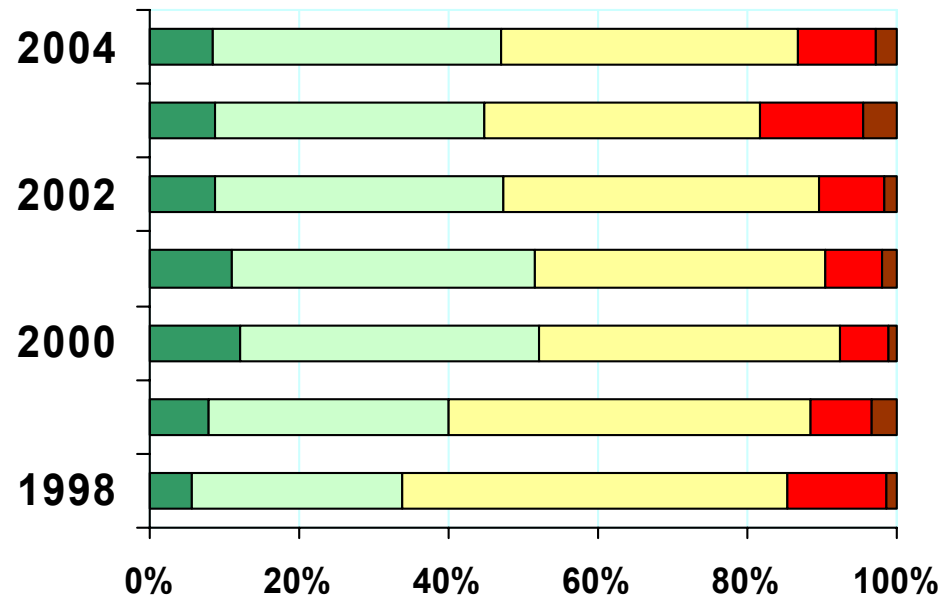
# Comparing to the future

## - expectations -

And thinking ahead to the future, five years from now, do you expect Winnipeg will be...

**Almost half (47%) of the citizens believe Winnipeg will be a better place in the future.**

**This was not the case in 1998 & 1999.**



	1998	1999	2000	2001	2002	2003	2004
<b>■ much worse</b>	1%	3%	1%	2%	2%	5%	3%
<b>■ worse</b>	13%	8%	6%	8%	9%	14%	11%
<b>■ about the same</b>	51%	48%	40%	39%	42%	37%	40%
<b>■ better</b>	28%	32%	40%	41%	39%	36%	39%
<b>■ much better</b>	6%	8%	12%	11%	9%	9%	8%

# **City Services: Citizen Satisfaction**



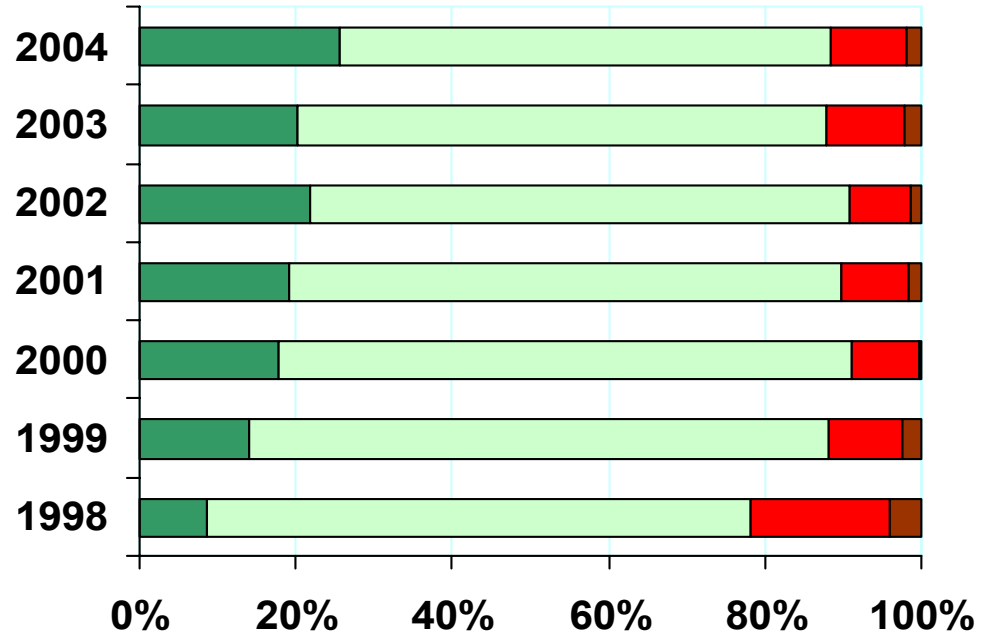
# Citizen overall satisfaction with City services:

**Overall satisfaction continues to remain high.**

**from 78% in 1998 to 88% in 2004.**

**As well, the number of citizens who are very satisfied has increased every year, from 9% in 1998 to 26% in 2004 --more than doubling since 1998.**

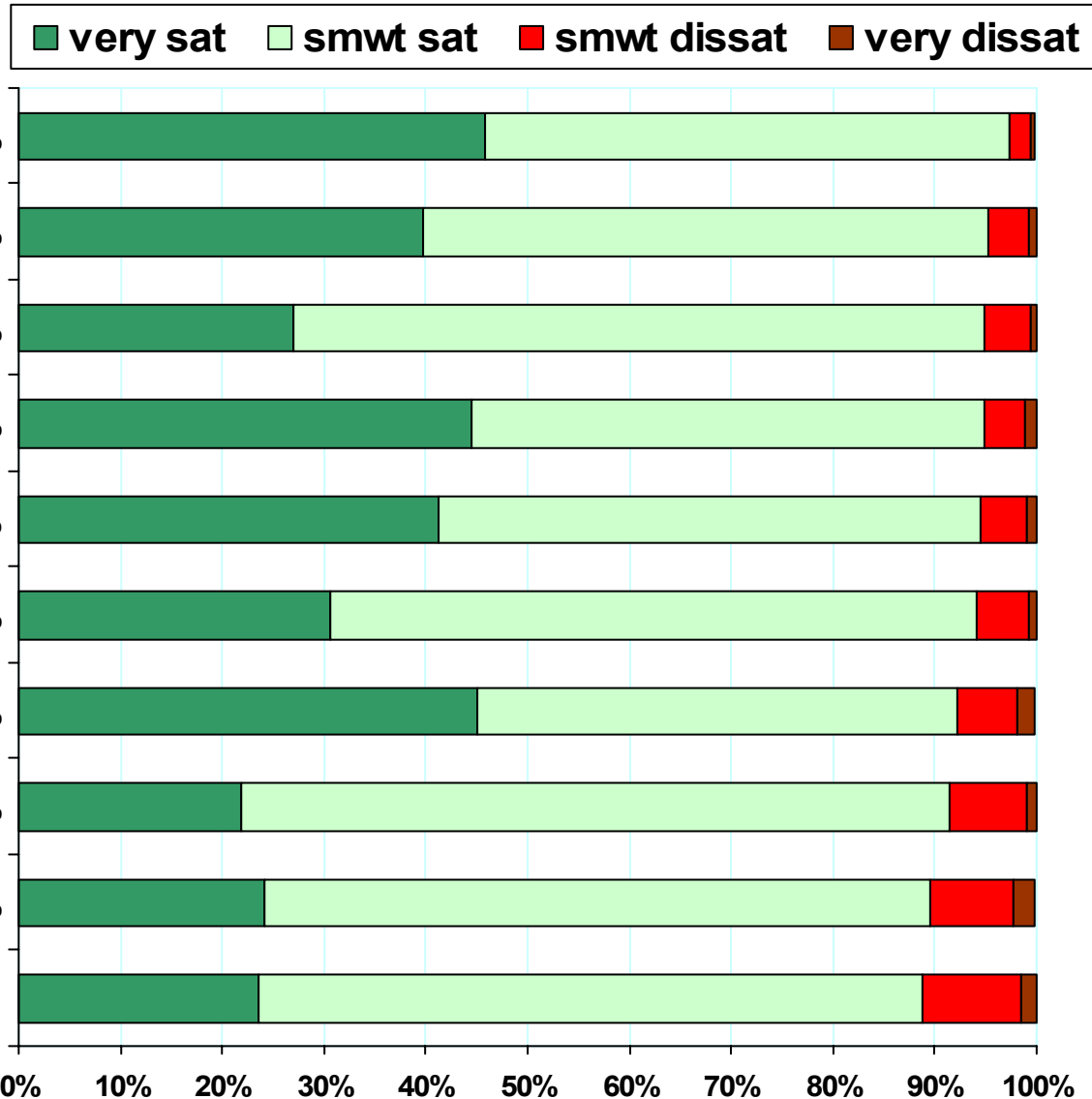
In general, how satisfied are you with the services provided by the City of Winnipeg?



	1998	1999	2000	2001	2002	2003	2004
very dissat	4%	2%	0%	2%	1%	2%	2%
smwt dissat	18%	10%	9%	9%	8%	10%	10%
smwt sat	70%	74%	73%	71%	69%	68%	63%
very sat	9%	14%	18%	19%	22%	20%	26%

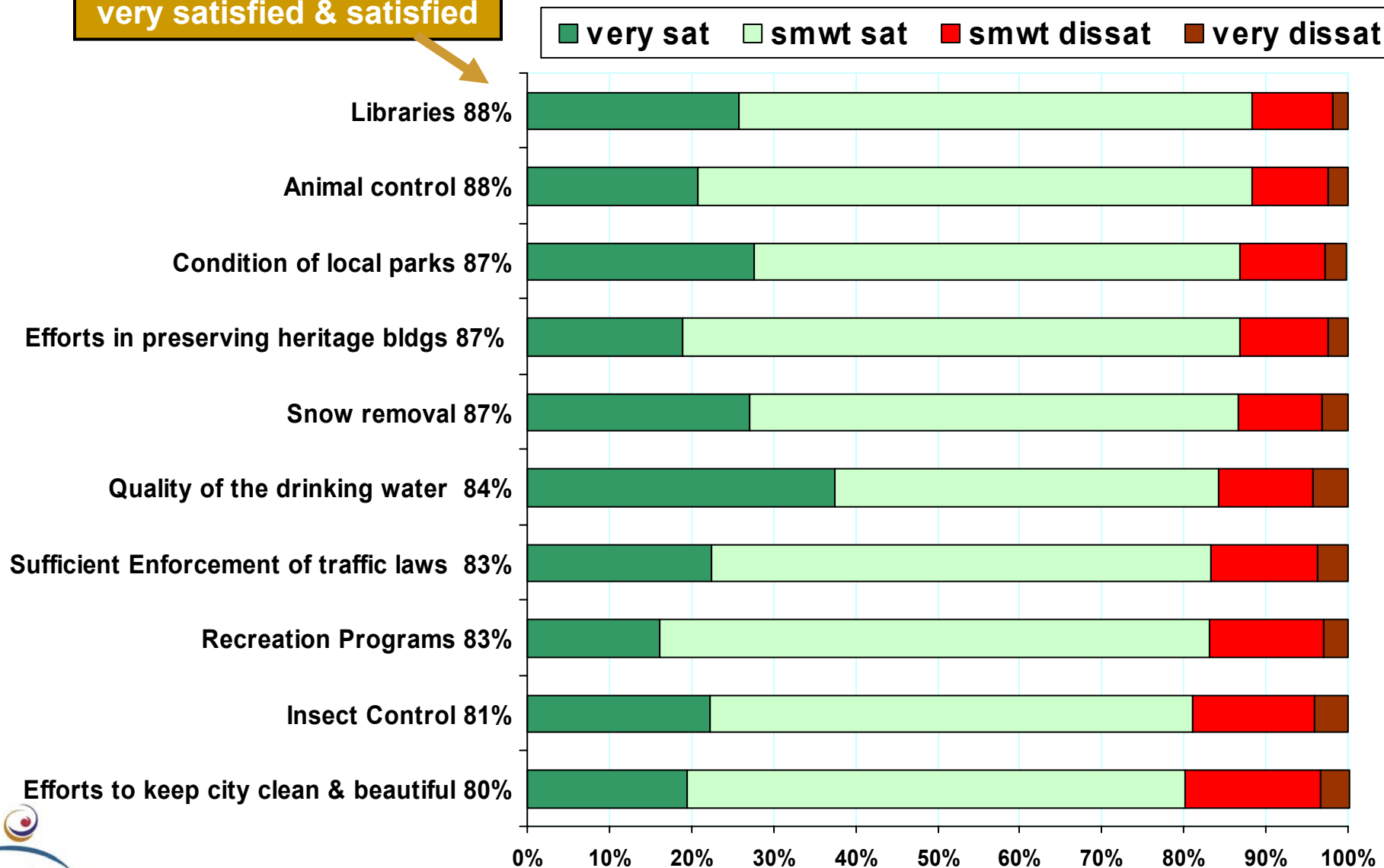
# Citizen Satisfaction - 2004

very satisfied & satisfied



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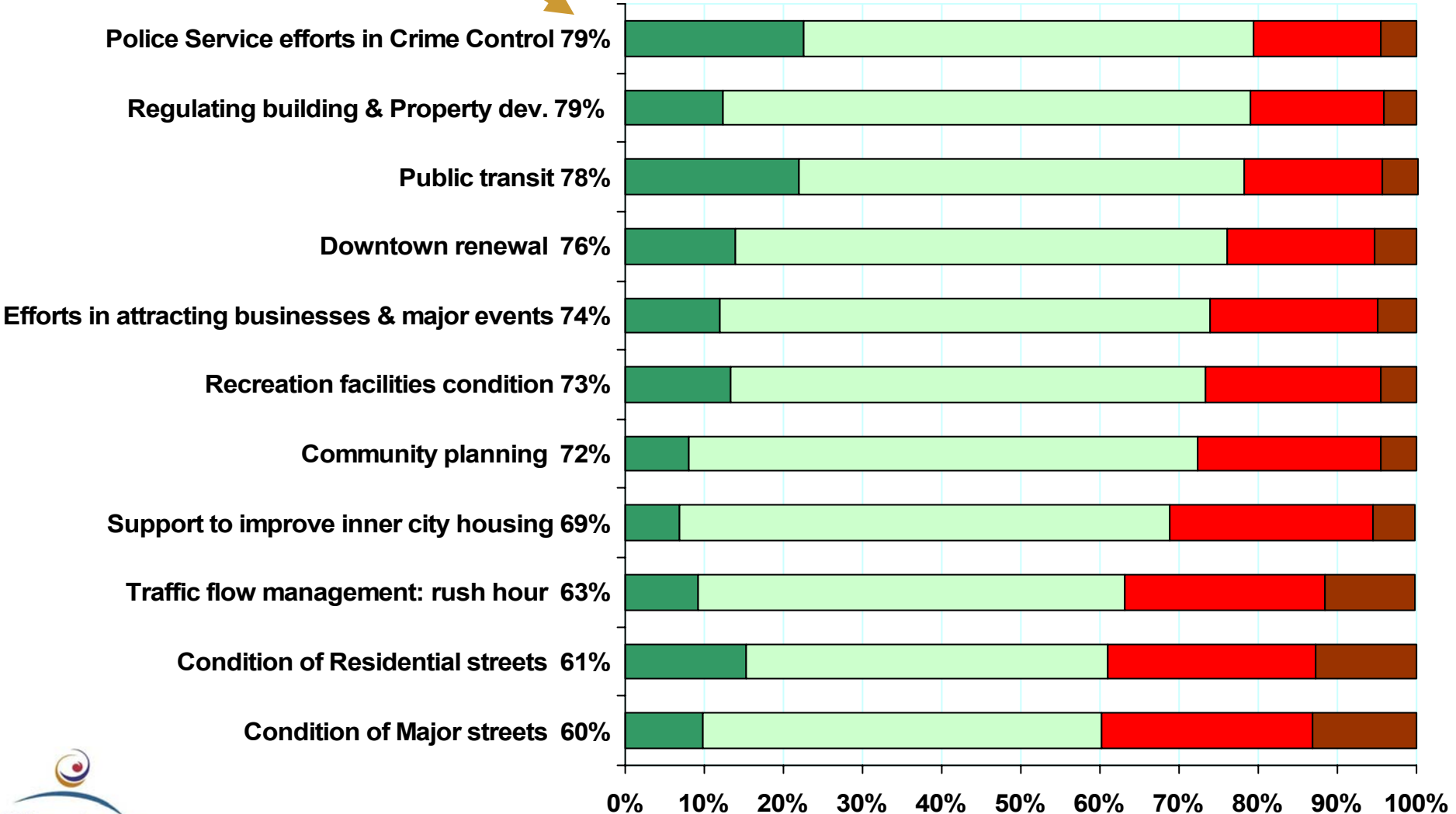
very satisfied & satisfied



# Citizen Satisfaction - 2004

very satisfied & satisfied

■ very sat 
 ■ smwt sat 
 ■ smwt dissat 
 ■ very dissat

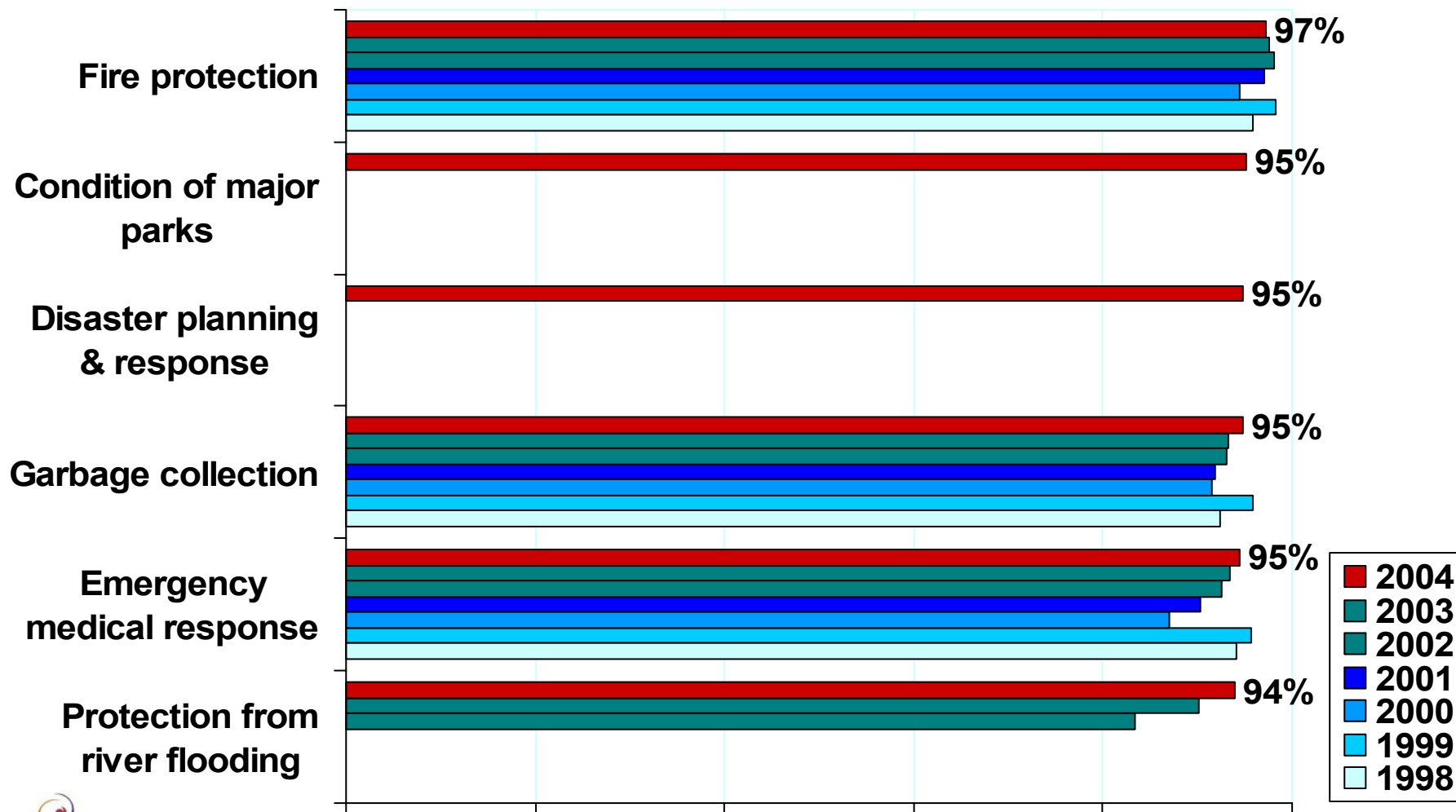


# User Satisfaction

<b>Service users vs non-users</b>	<b>% Users</b>	<b>User Satisfaction</b>
Condition of recreation facilities	72%	71%
Recreation programs	47%	79%
Condition of the local park	83%	86%
Condition of major parks	84%	95%
City Transit	26%	76%
Emergency Medical response	23%	92%
Regulating building and property development	5%	73%
Libraries	63%	86%

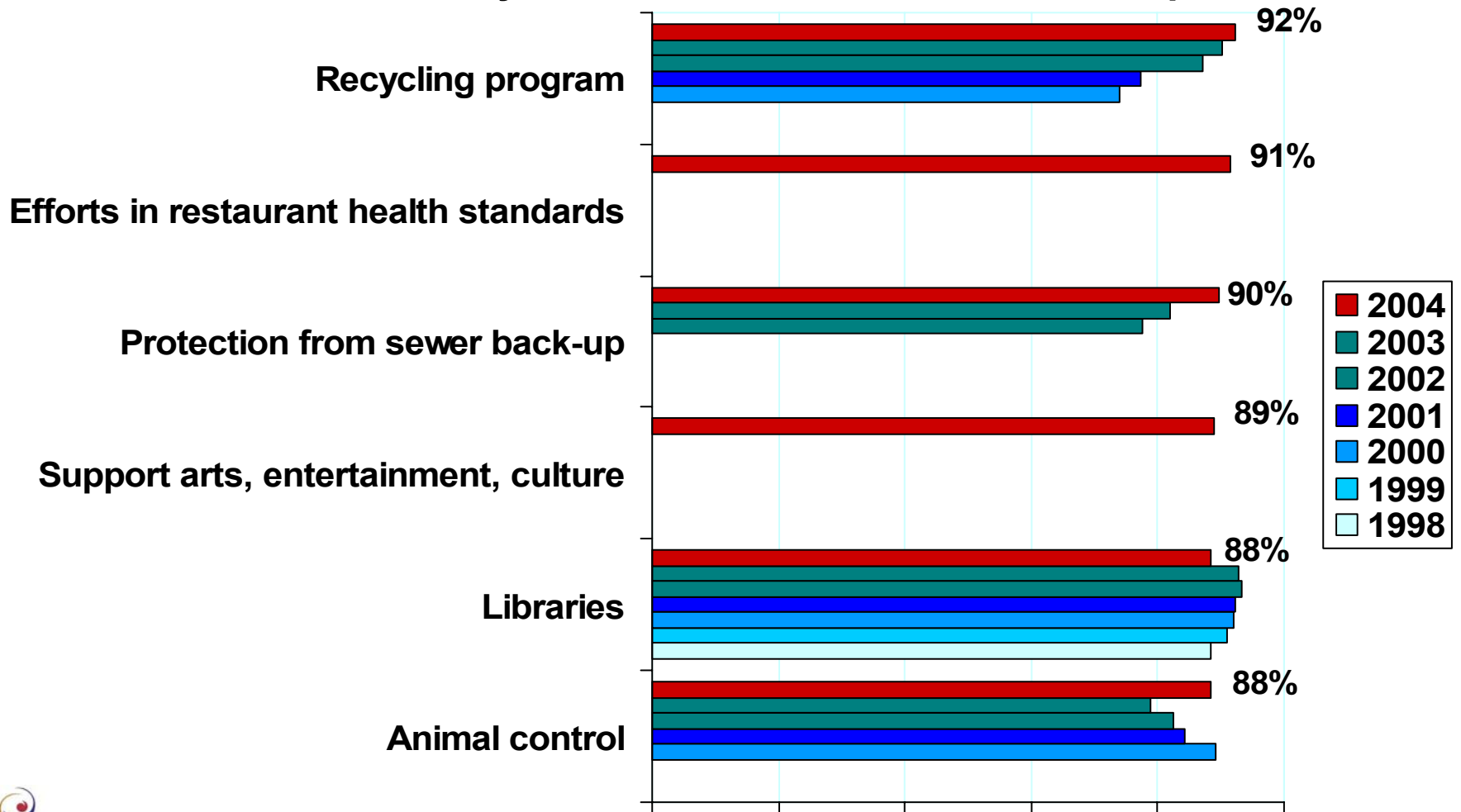
# Trends: Citizen Satisfaction

very satisfied & somewhat satisfied responses



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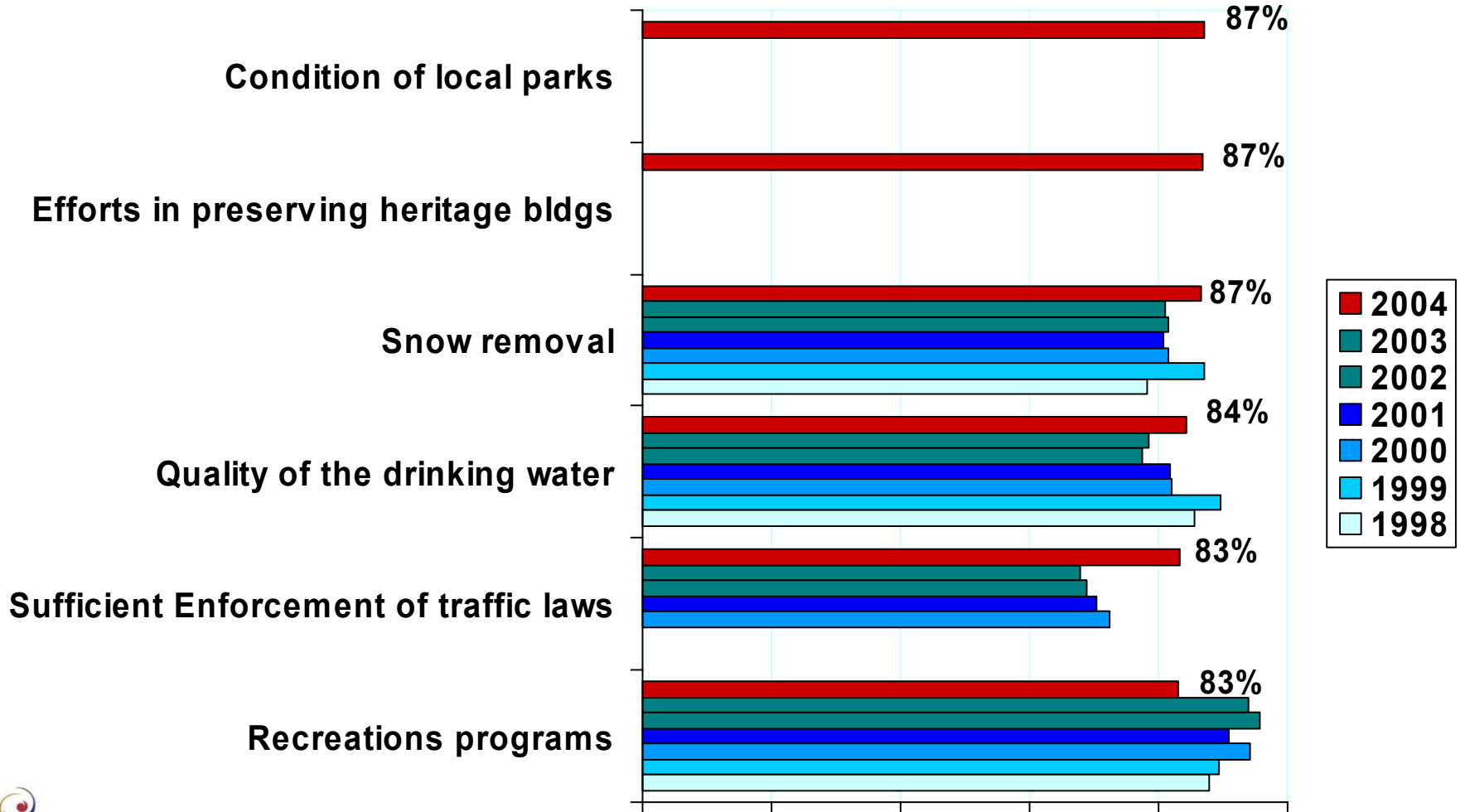
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Source: City of Winnipeg-CAO Secretariat. 2004 Survey conducted by Kisquared. +/- 2.4%, 19 times out of 20

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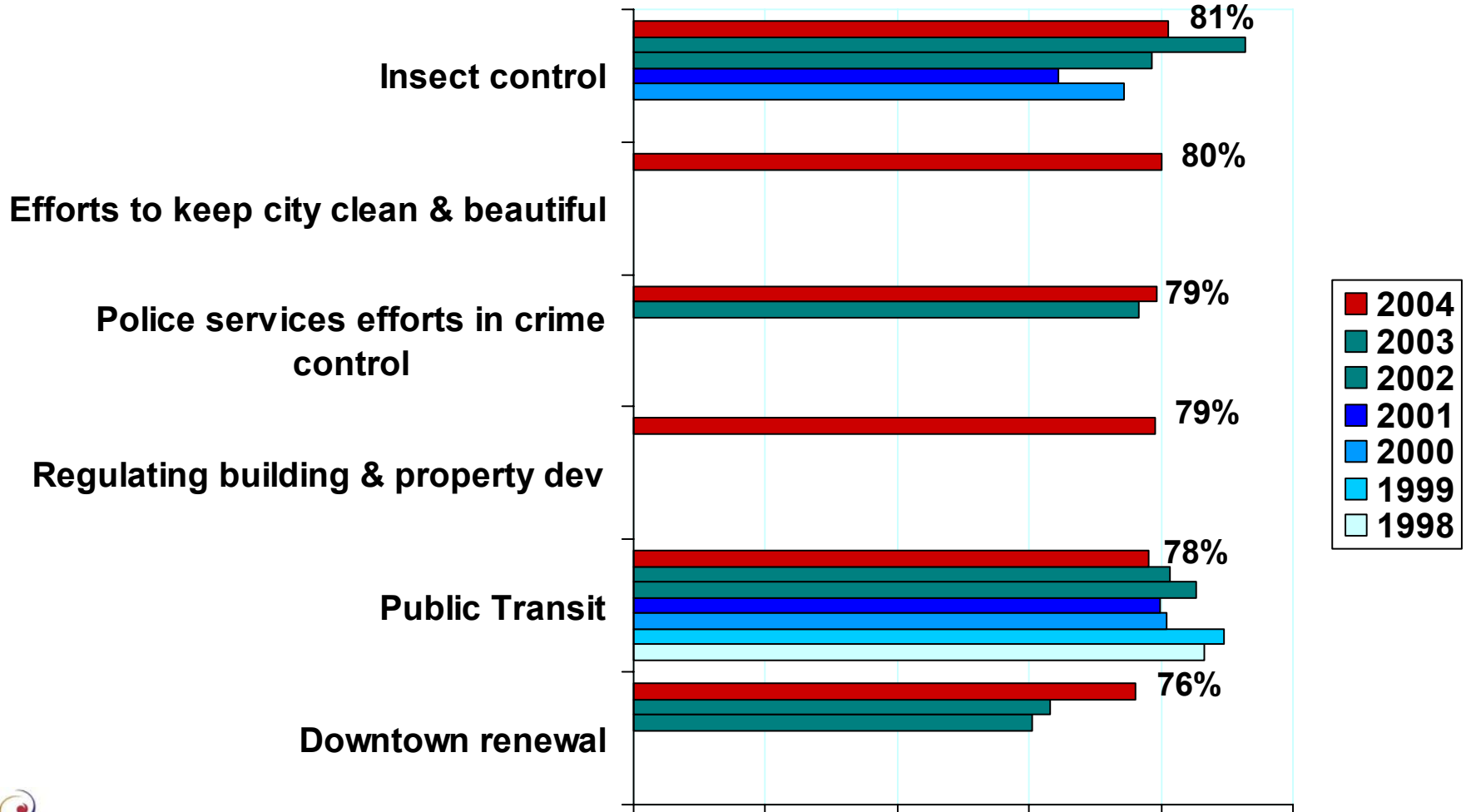
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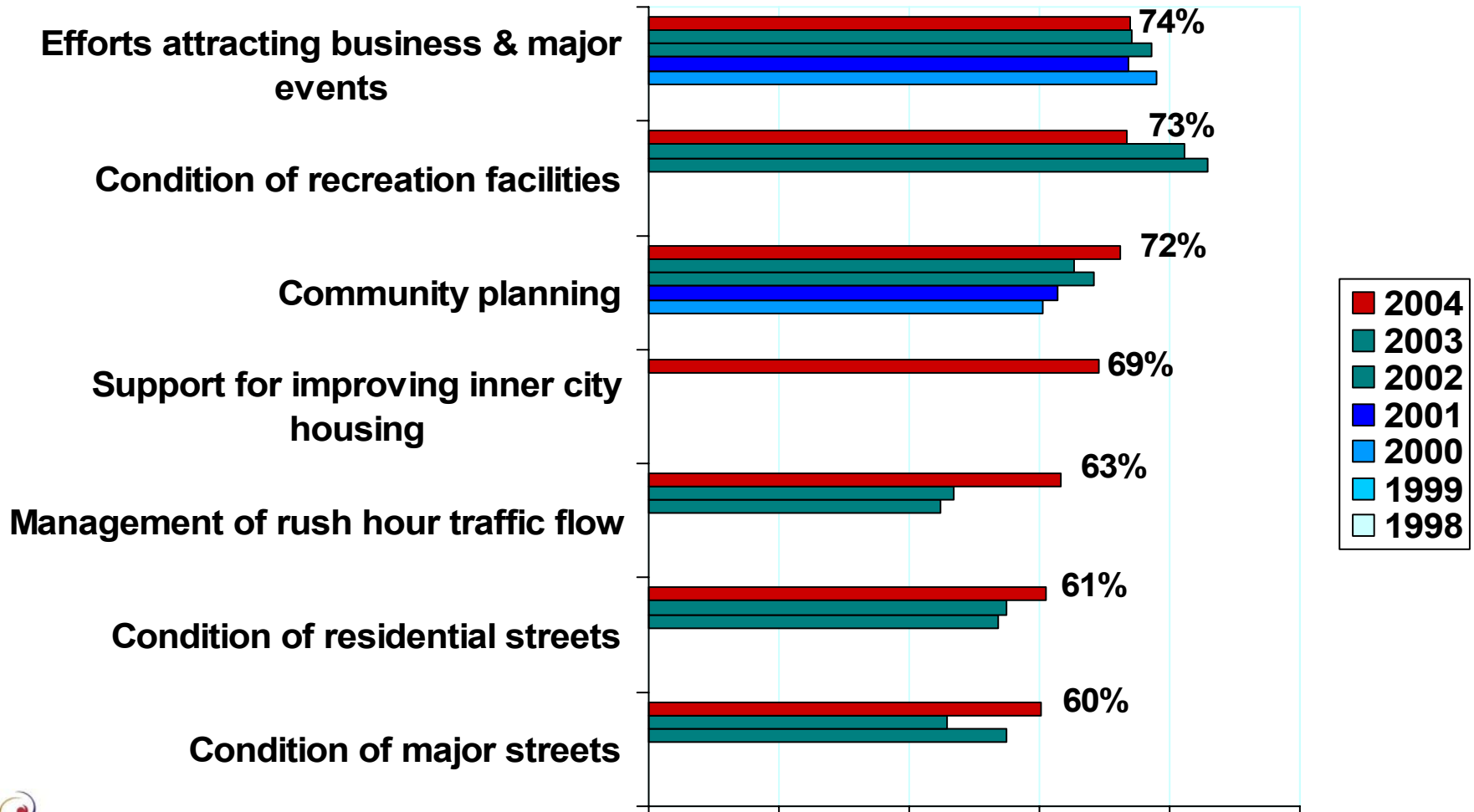
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# Value for Tax Dollar

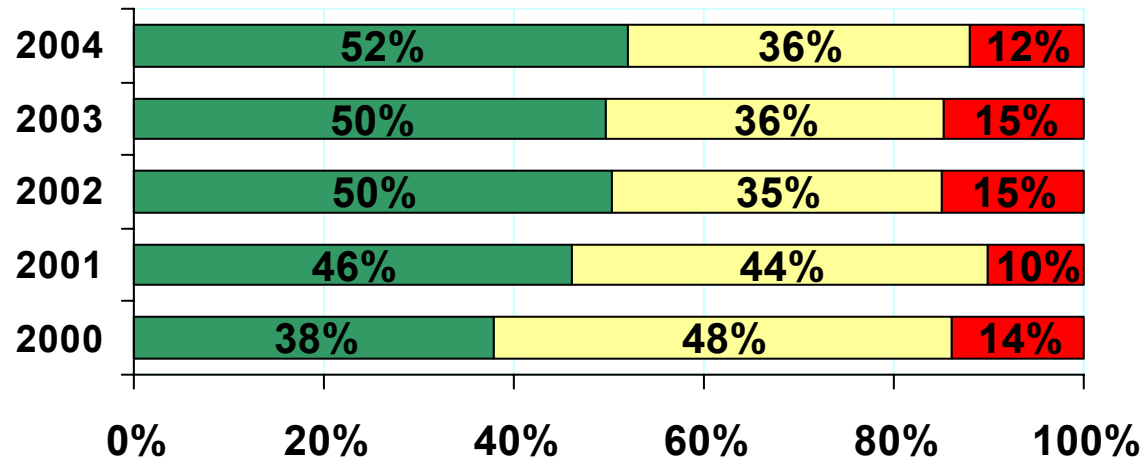
**In 2004,**

**72% of Winnipeggers believe there is good to very good value in their municipal tax dollar.**

<b>Very good</b>	<b>Good</b>	<b>Poor</b>	<b>Very poor</b>
<b>7%</b>	<b>65%</b>	<b>23%</b>	<b>4%</b>

# 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**