

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.

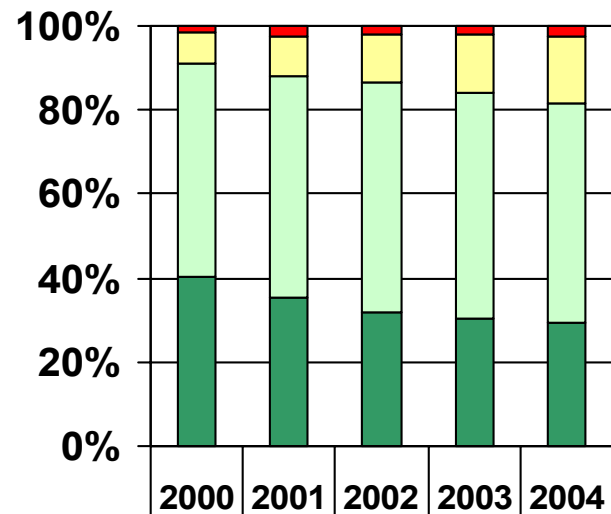
Winnipeg

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?



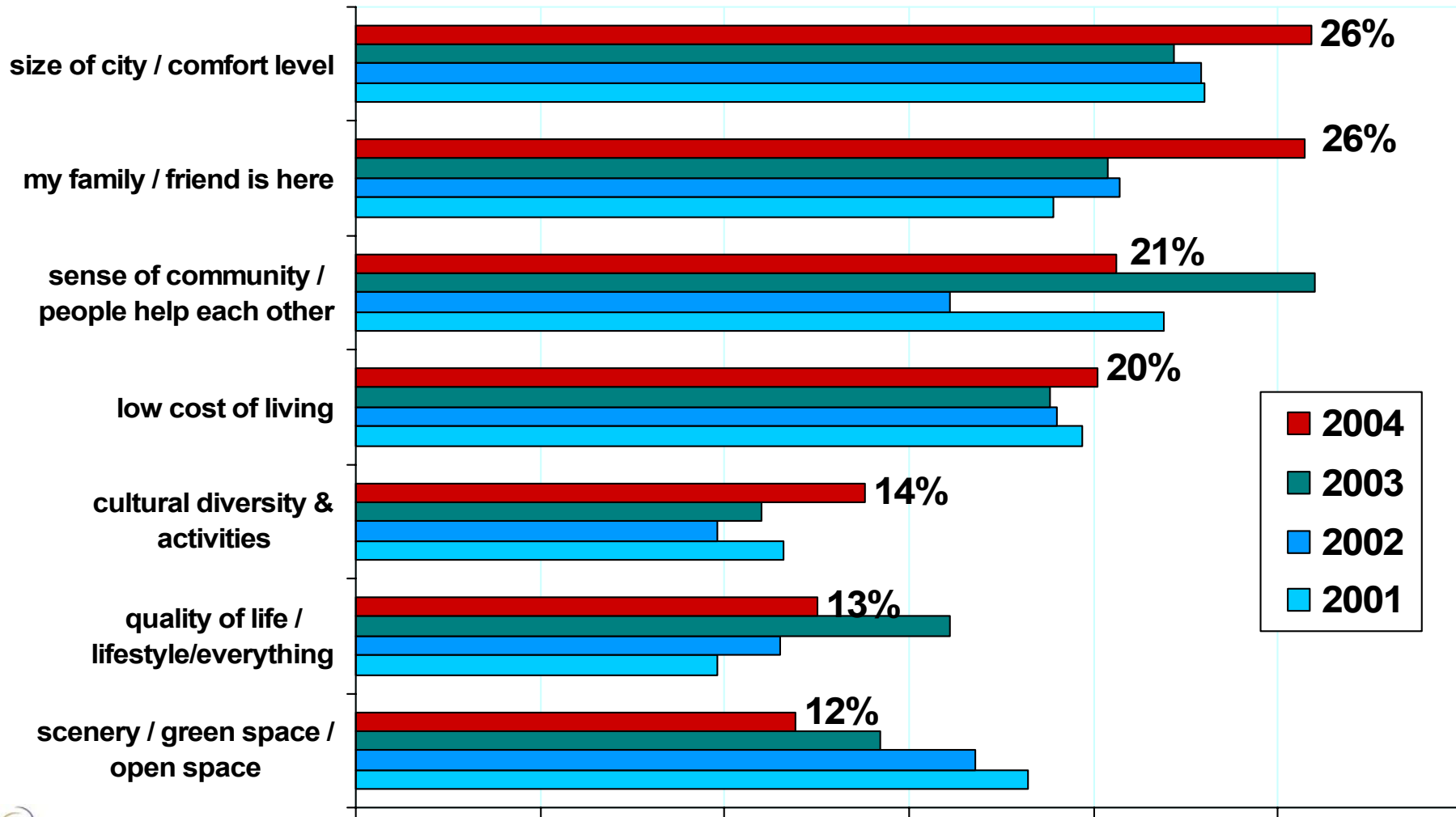
■ poor	1%	2%	2%	2%	2%
■ only fair	8%	10%	11%	14%	16%
■ good	51%	53%	55%	53%	53%
■ very good	40%	35%	32%	30%	29%

What Winnipeggers value most about living in Winnipeg:

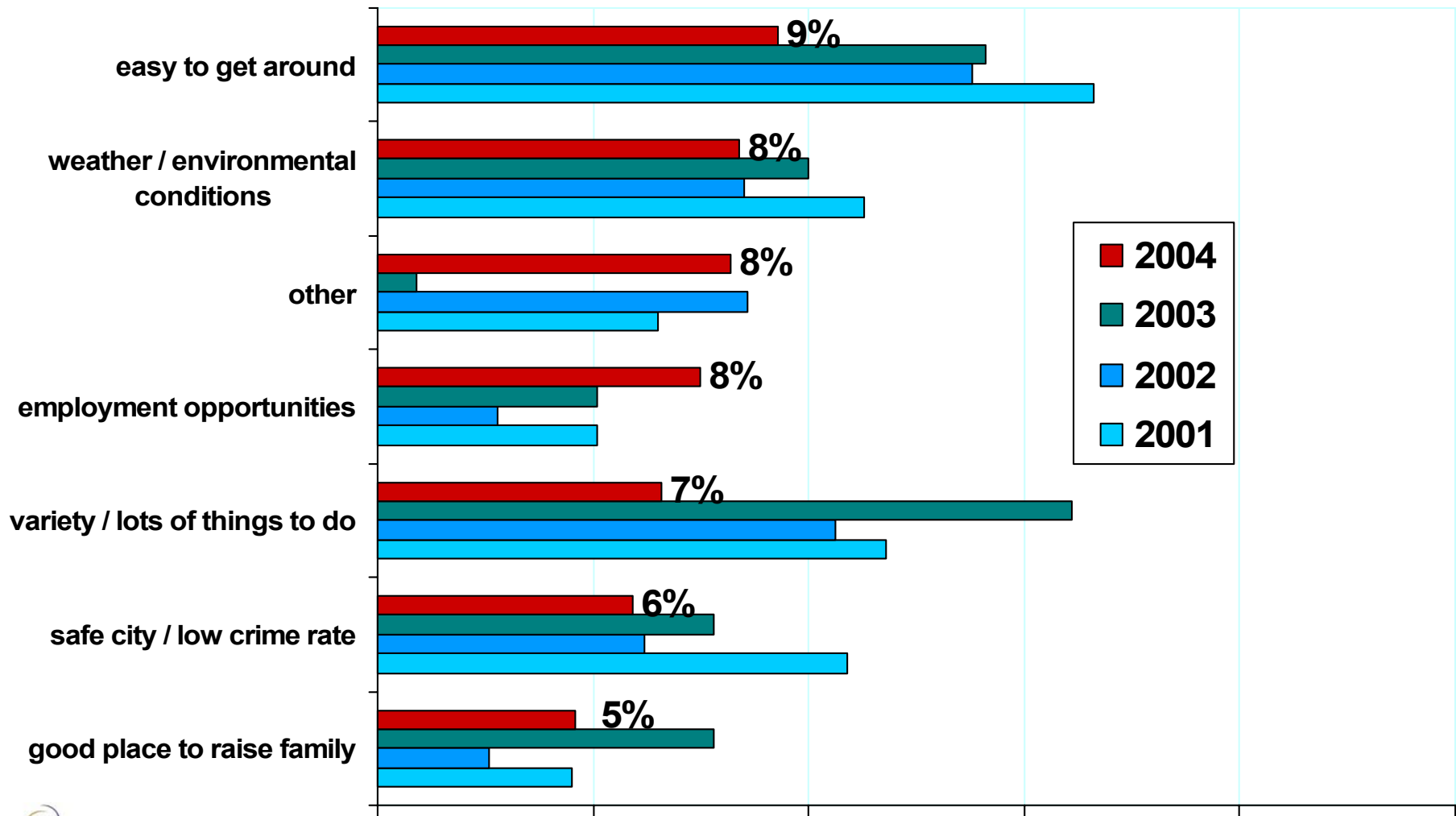
Top 4 items Winnipeggers value most in 2004: (those with 20% or over response)

- 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

count		
549	34%	Infrastructure - Roads
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
297	19%	Taxation And Spending
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
266	17%	Planning, Development, Tourism
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



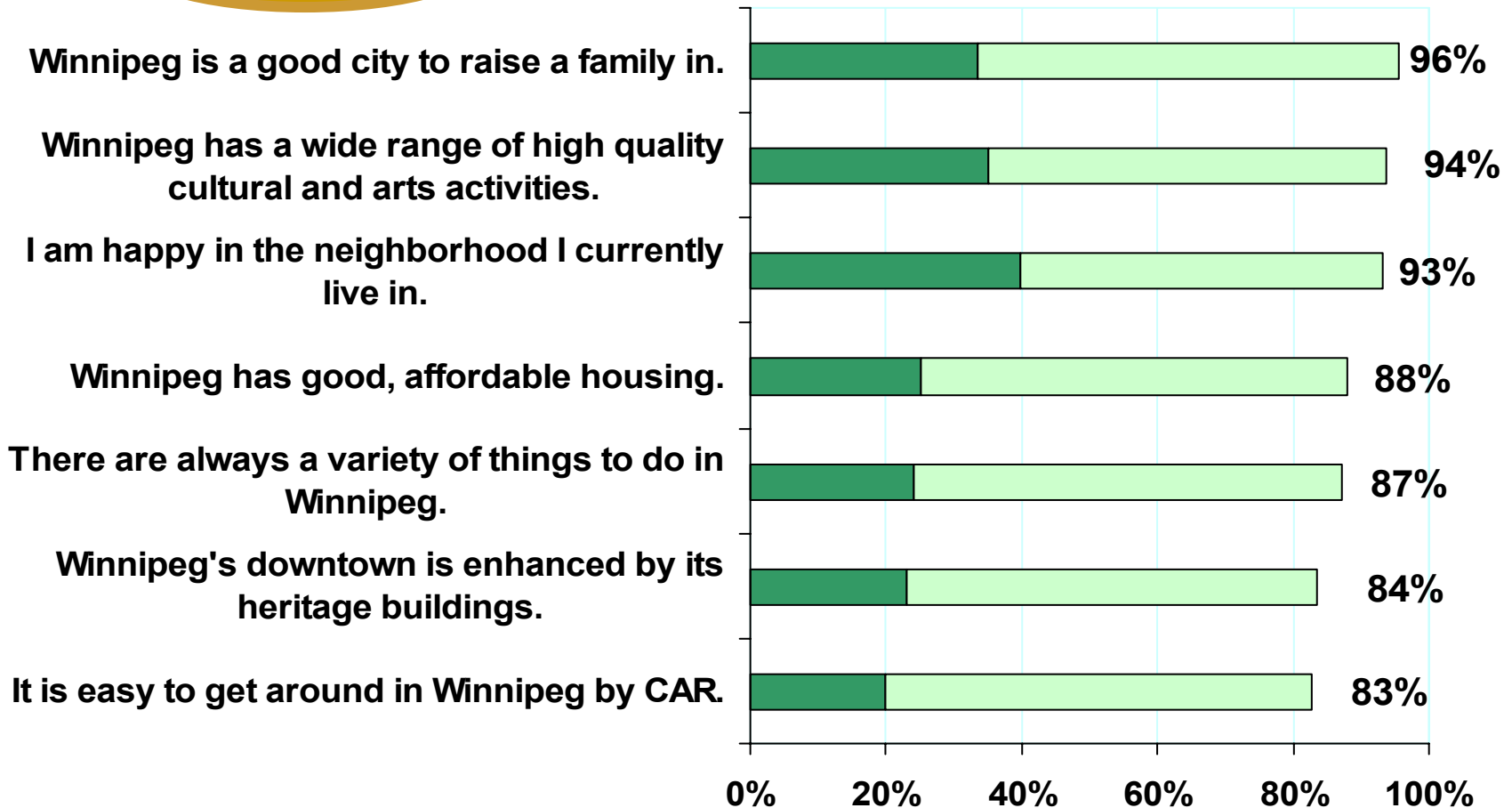
count		
245	15%	Policing, Crime, Safety
156	9.8%	Improve policing or reduce crime rate generally
35	2.2%	Hire more police officers
8	0.5%	Make policing more community-based
3	0.2%	Improve security measures at airport or other major sites
2	0.1%	Improve enforcement of traffic laws generally
2	0.1%	Eliminate or reduce number of red light cameras
39	2.4%	Other comments regarding policing, safety, or security
207	13%	Poverty, Social Programs, Standard Of Living
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
163	10%	Parks And Recreation
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
158	10%	Public Transit
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

count		
117	7% Housing	
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
102	6% Healthcare	
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
53	3% Mosquito Fogging	
48	3.0%	Increase mosquito fogging / eliminate buffer zones
5	0.3%	Reduce or eliminate mosquito fogging or use of malathion
44	3% Everything Is Great As Is / No Improvements Are Possible	
39	2% Schools, Educational Facilities	
16	1.0%	Improve quality of or programs at existing schools
23	1.4%	Other comments regarding education
34	2% Cultural Services Or Issues	
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
28	2% Recycling, Garbage Collection, Waste And Water	
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

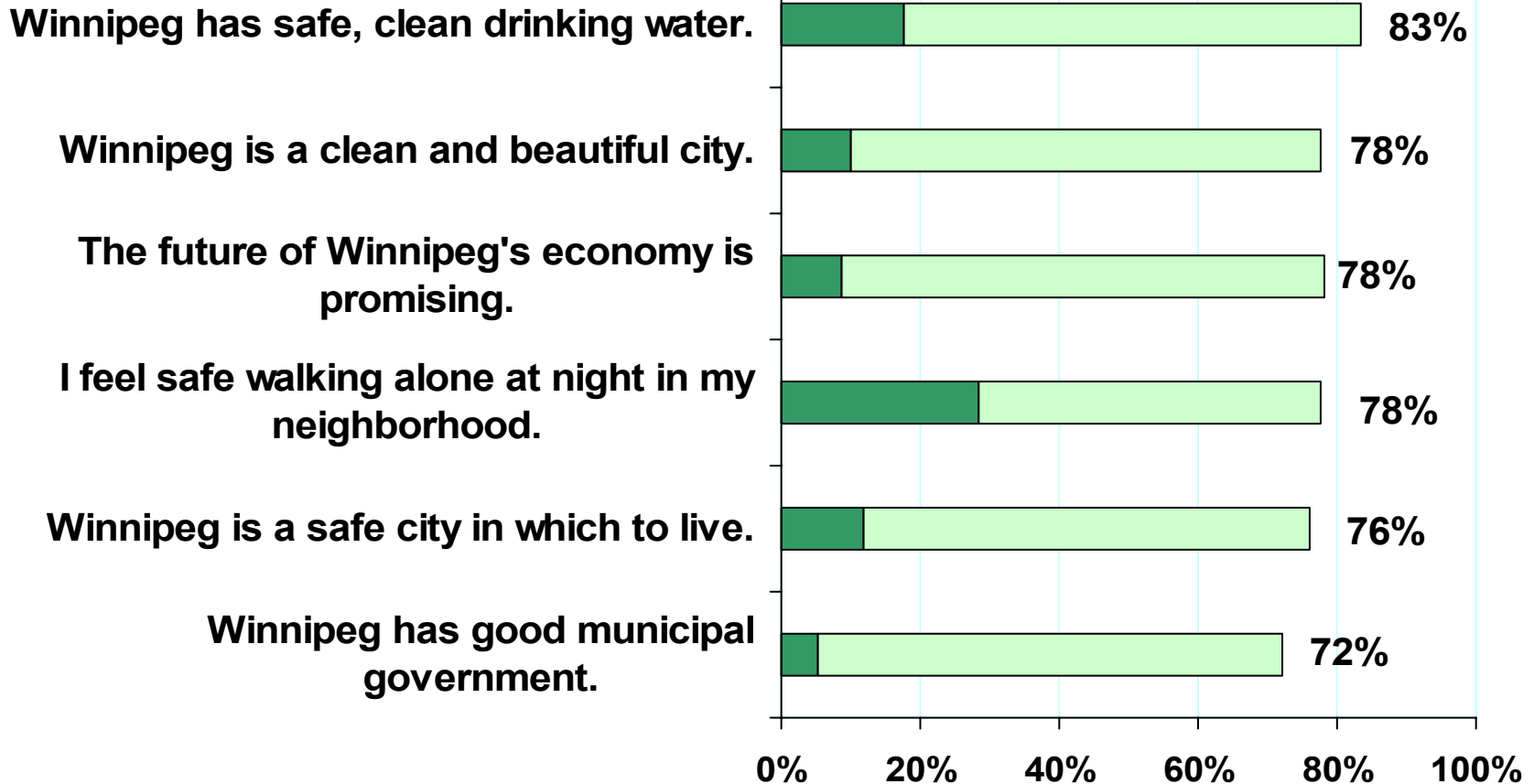
Strongly Agree Agree responses



Quality of Life Statements:

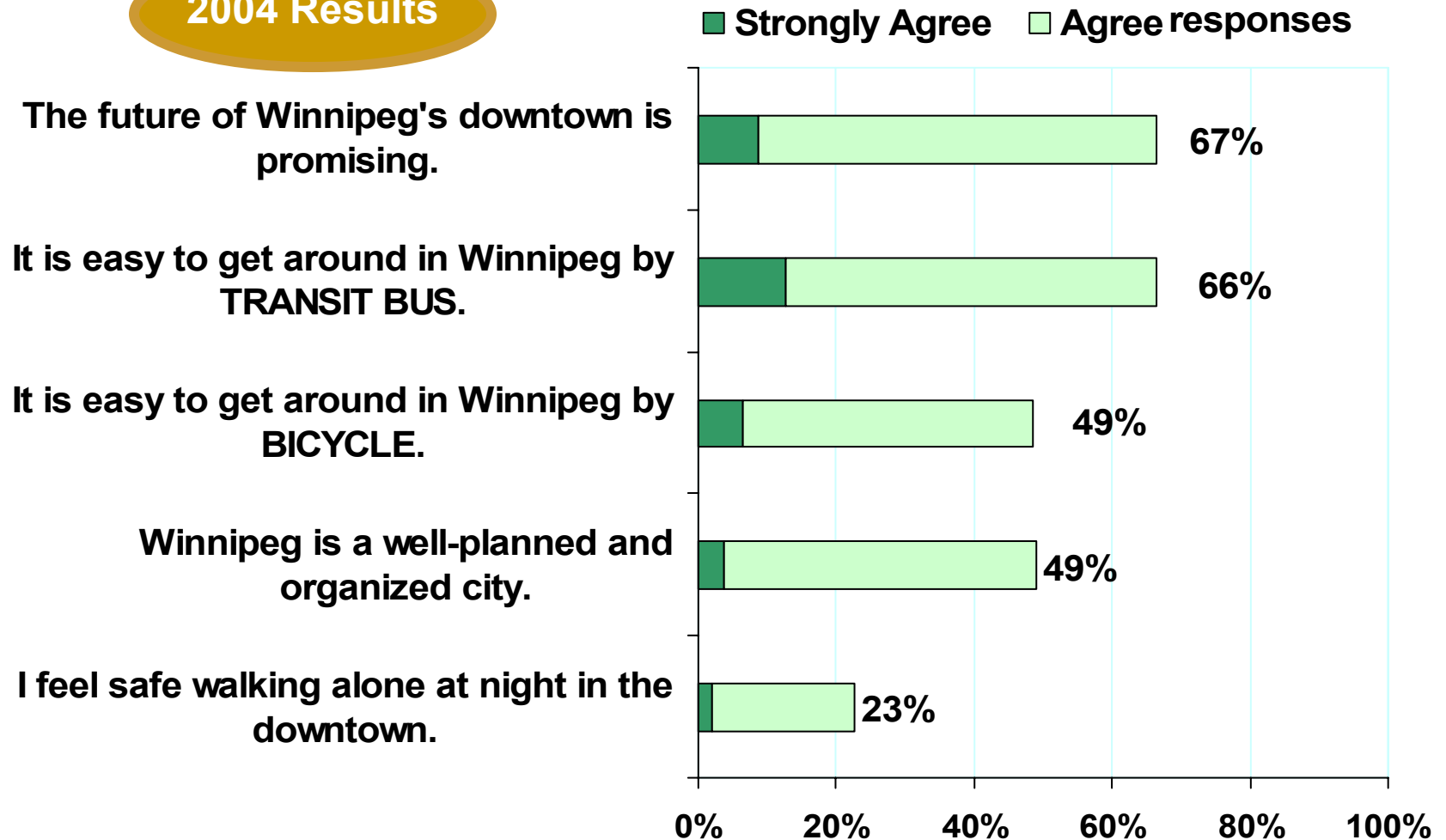
2004 Results

Strongly Agree Agree responses



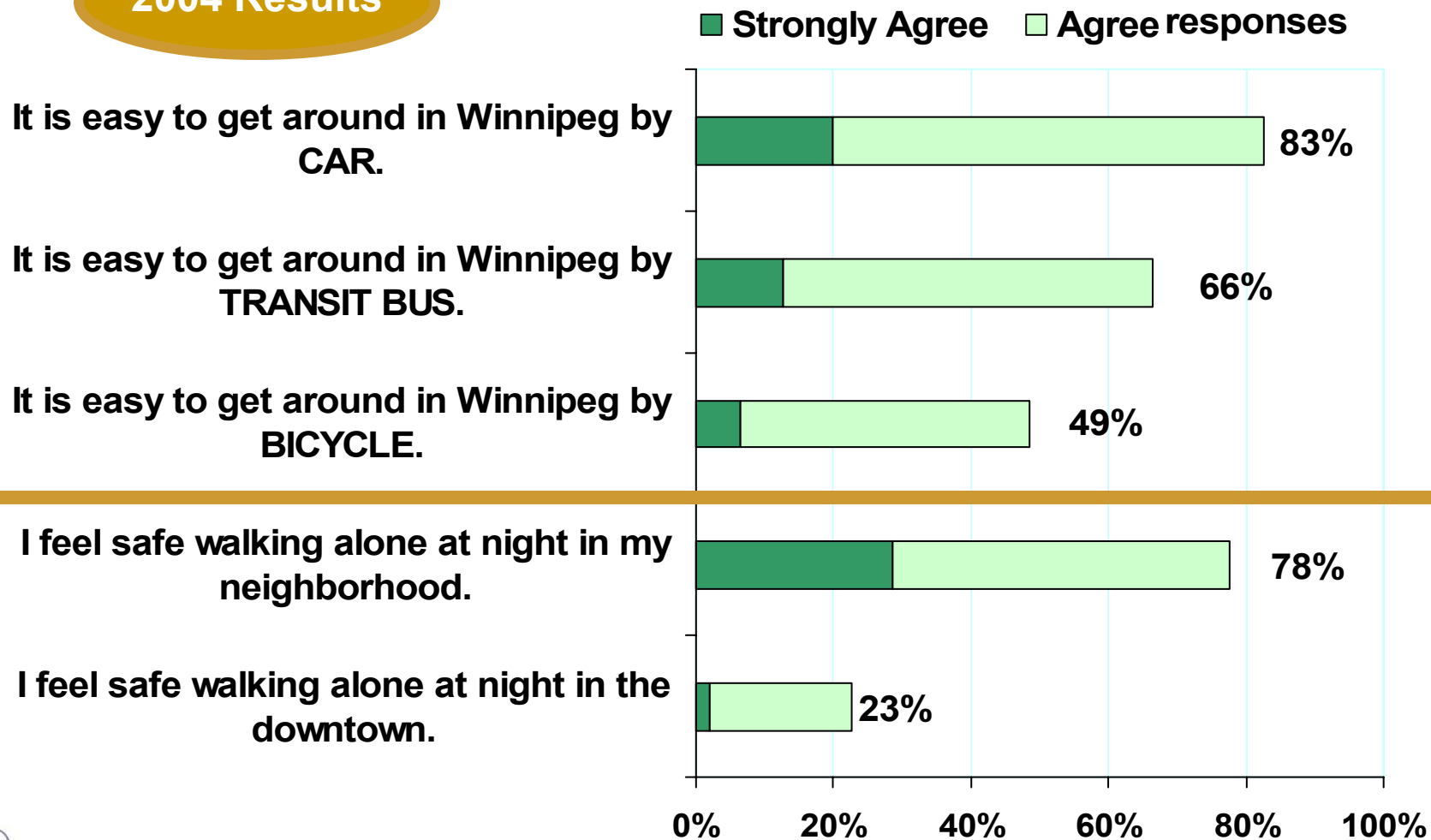
Quality of Life Statements:

2004 Results



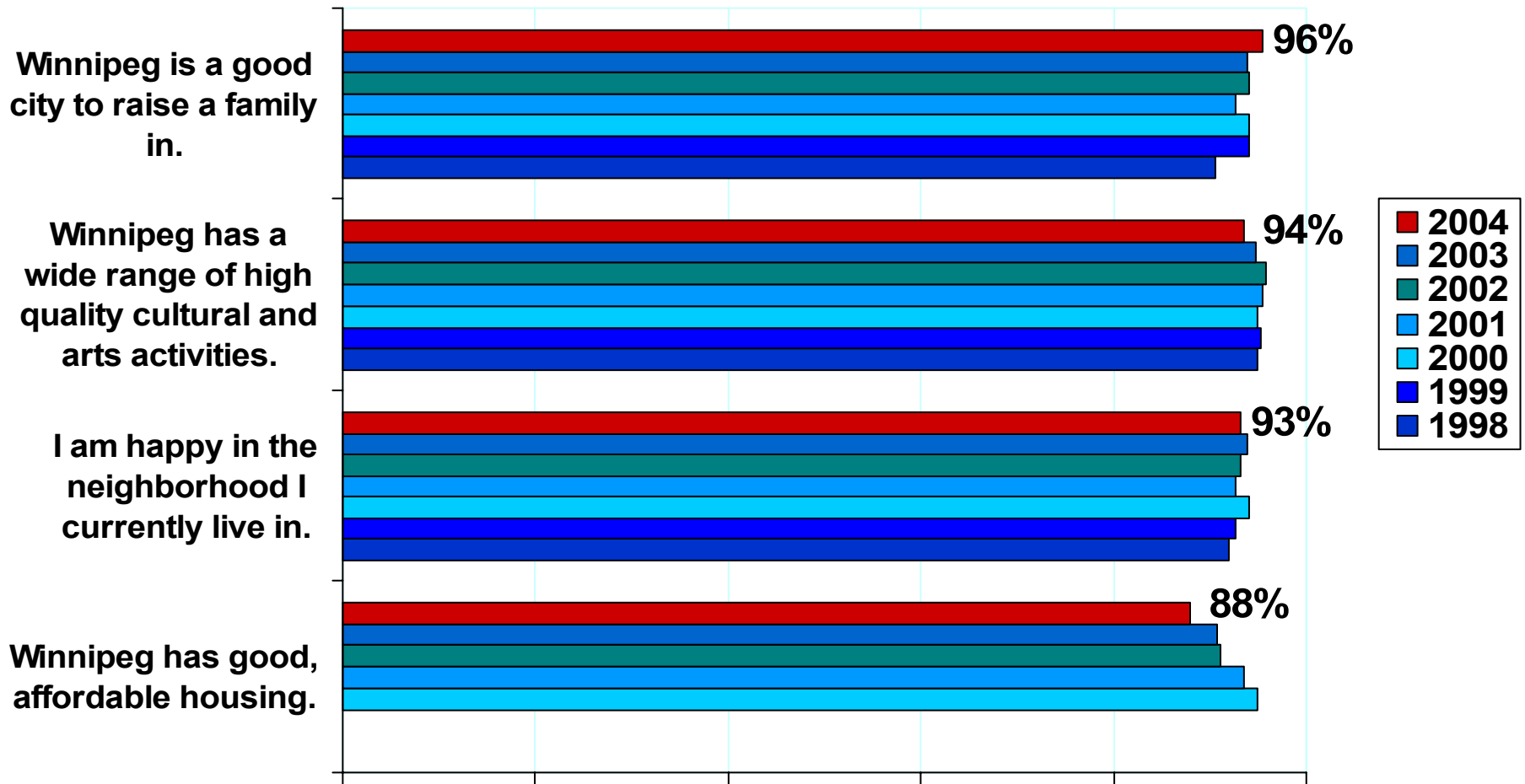
Quality of Life Statements: Comparisons

2004 Results



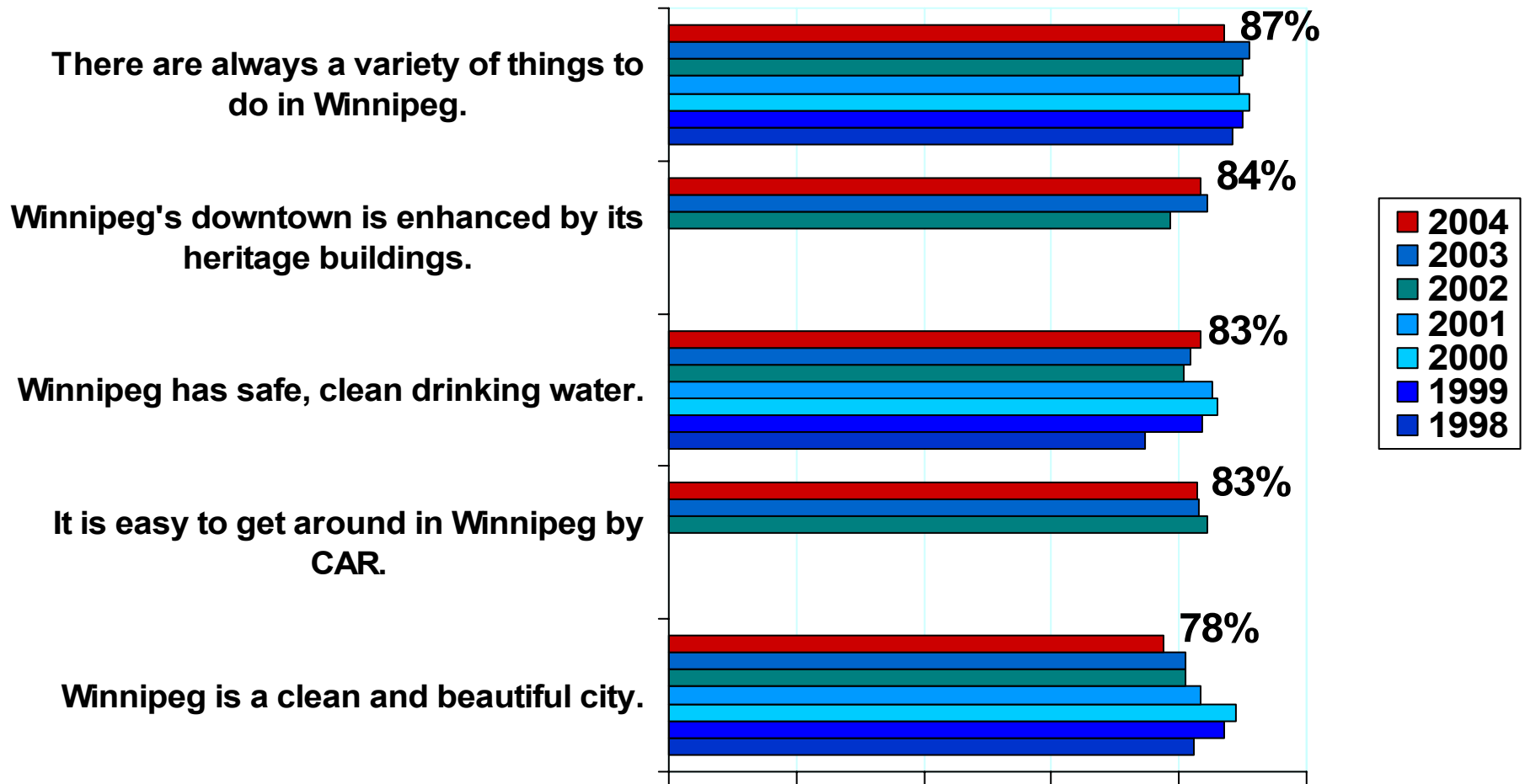
Quality of Life Statements:

strongly agree and agree responses



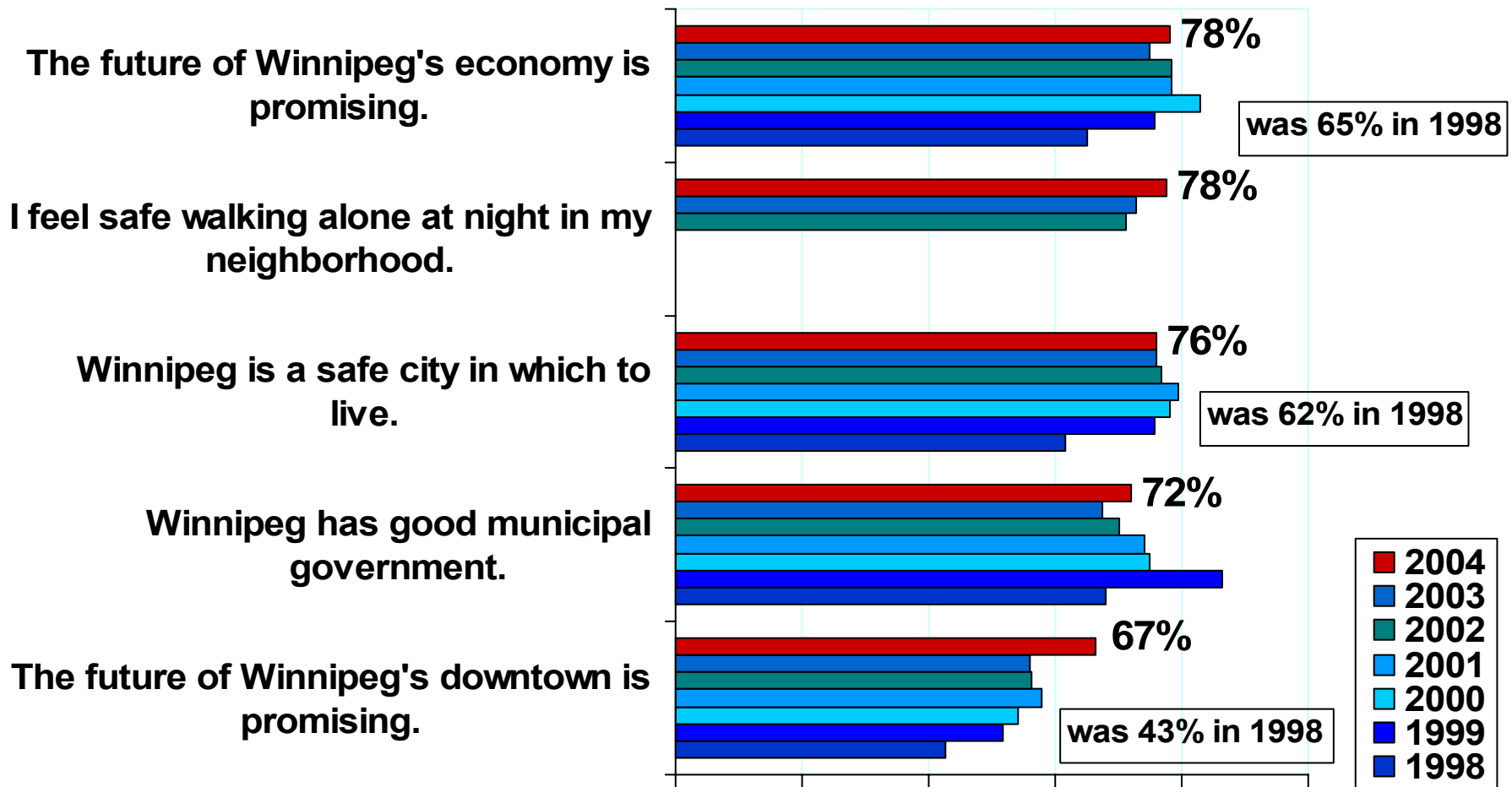
Quality of Life Statements:

strongly agree and agree responses



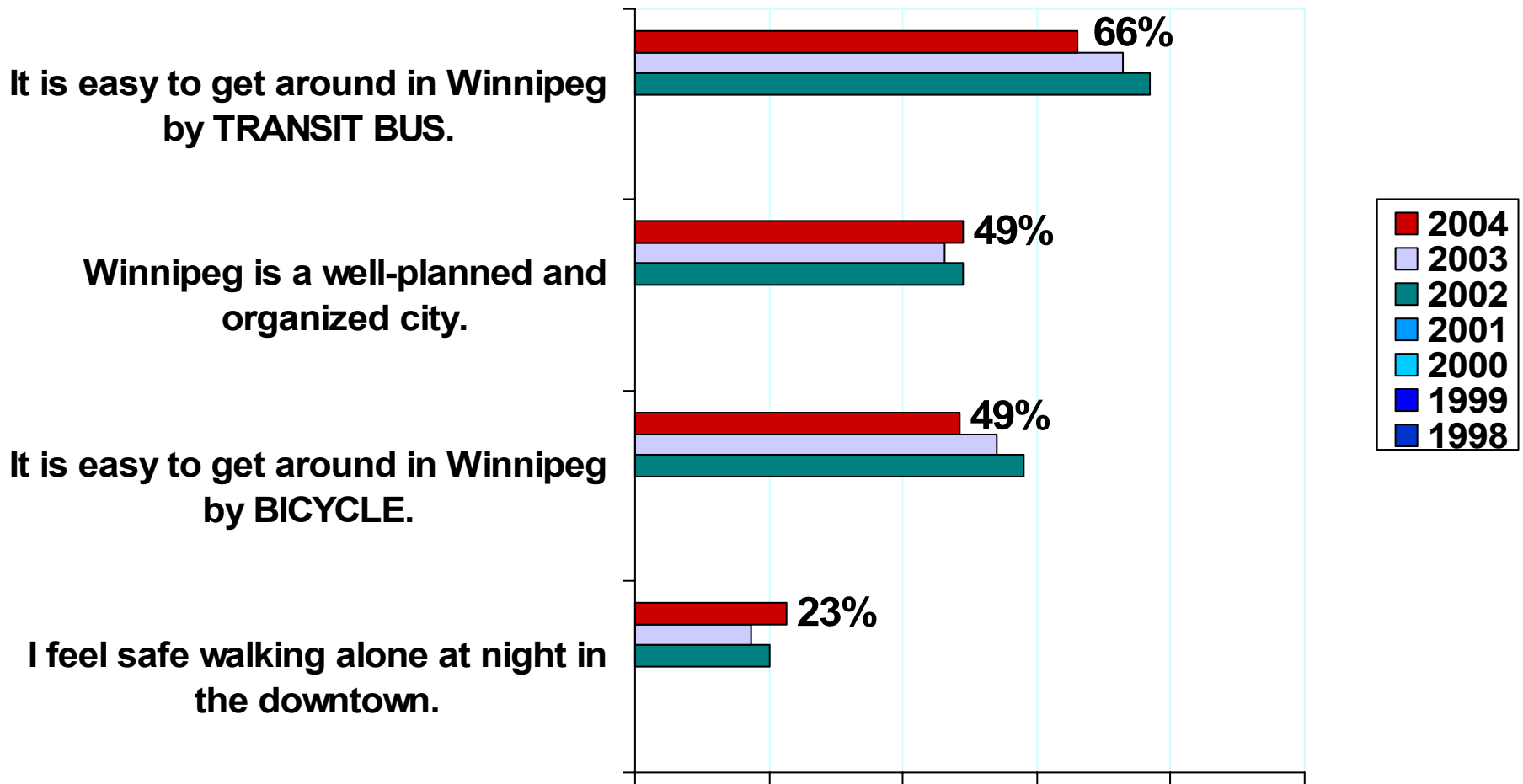
Quality of Life Statements:

strongly agree and agree responses



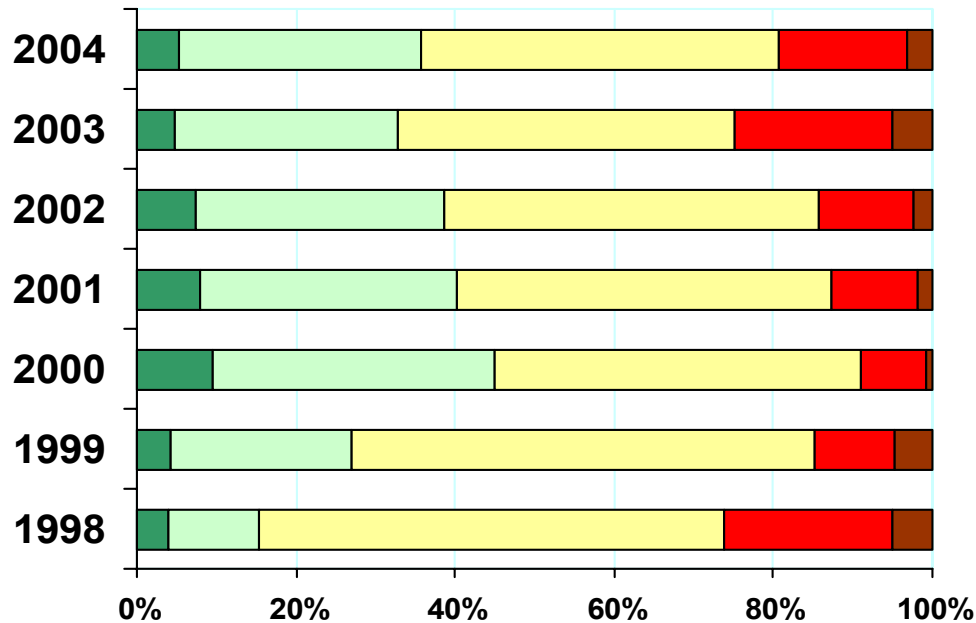
Quality of Life Statements:

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
■ much worse	5%	5%	1%	2%	2%	5%	3%
■ worse	21%	10%	8%	11%	12%	20%	16%
■ about the same	58%	58%	46%	47%	47%	43%	45%
■ better	11%	23%	36%	32%	31%	28%	30%
■ much better	4%	4%	9%	8%	7%	5%	5%

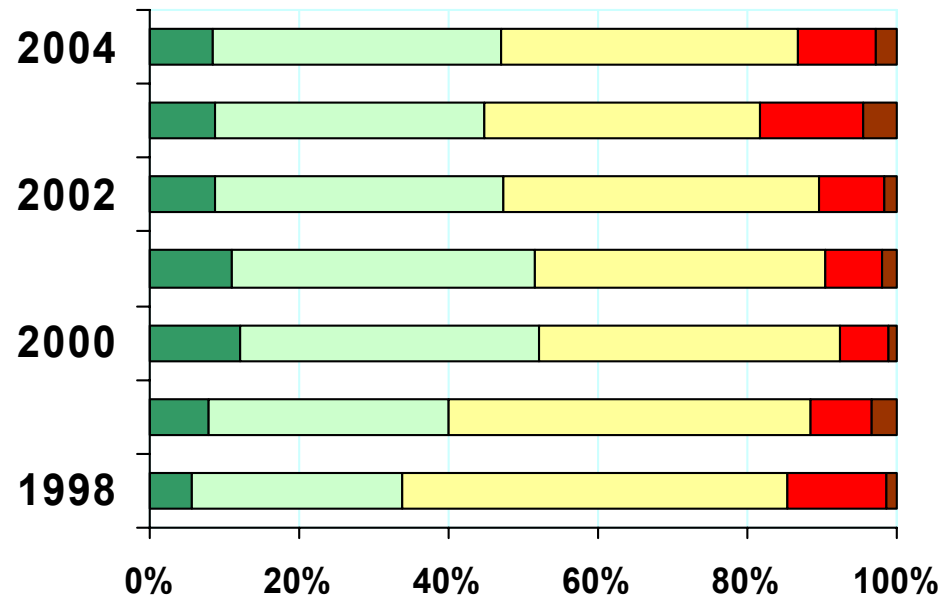
Comparing to the future

- 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
■ much worse	1%	3%	1%	2%	2%	5%	3%
■ worse	13%	8%	6%	8%	9%	14%	11%
■ about the same	51%	48%	40%	39%	42%	37%	40%
■ better	28%	32%	40%	41%	39%	36%	39%
■ much better	6%	8%	12%	11%	9%	9%	8%

City Services: Citizen Satisfaction



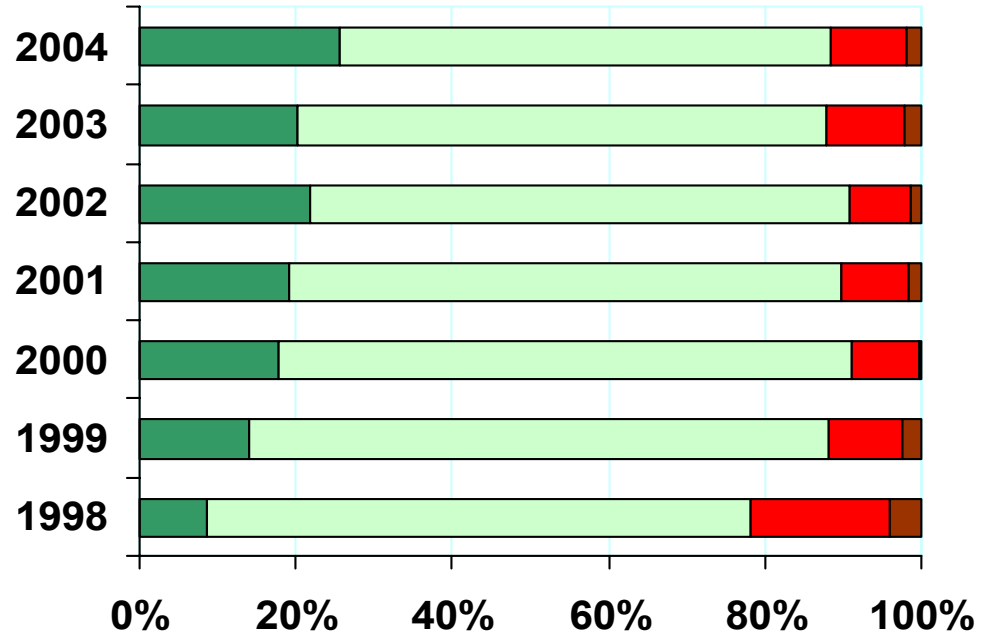
Citizen overall satisfaction with City services:

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.

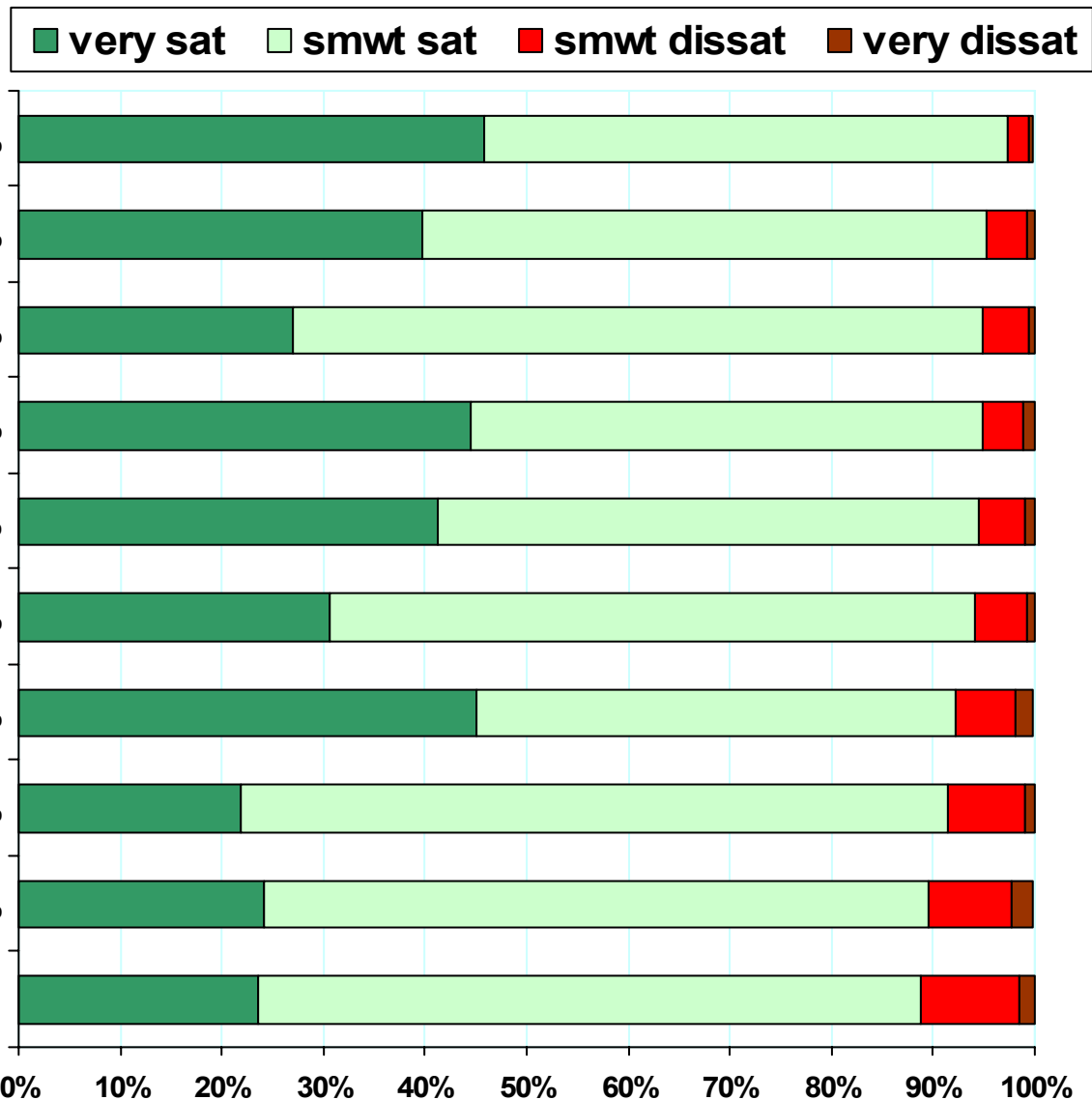
In general, how satisfied are you with the services provided by the City of Winnipeg?



	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

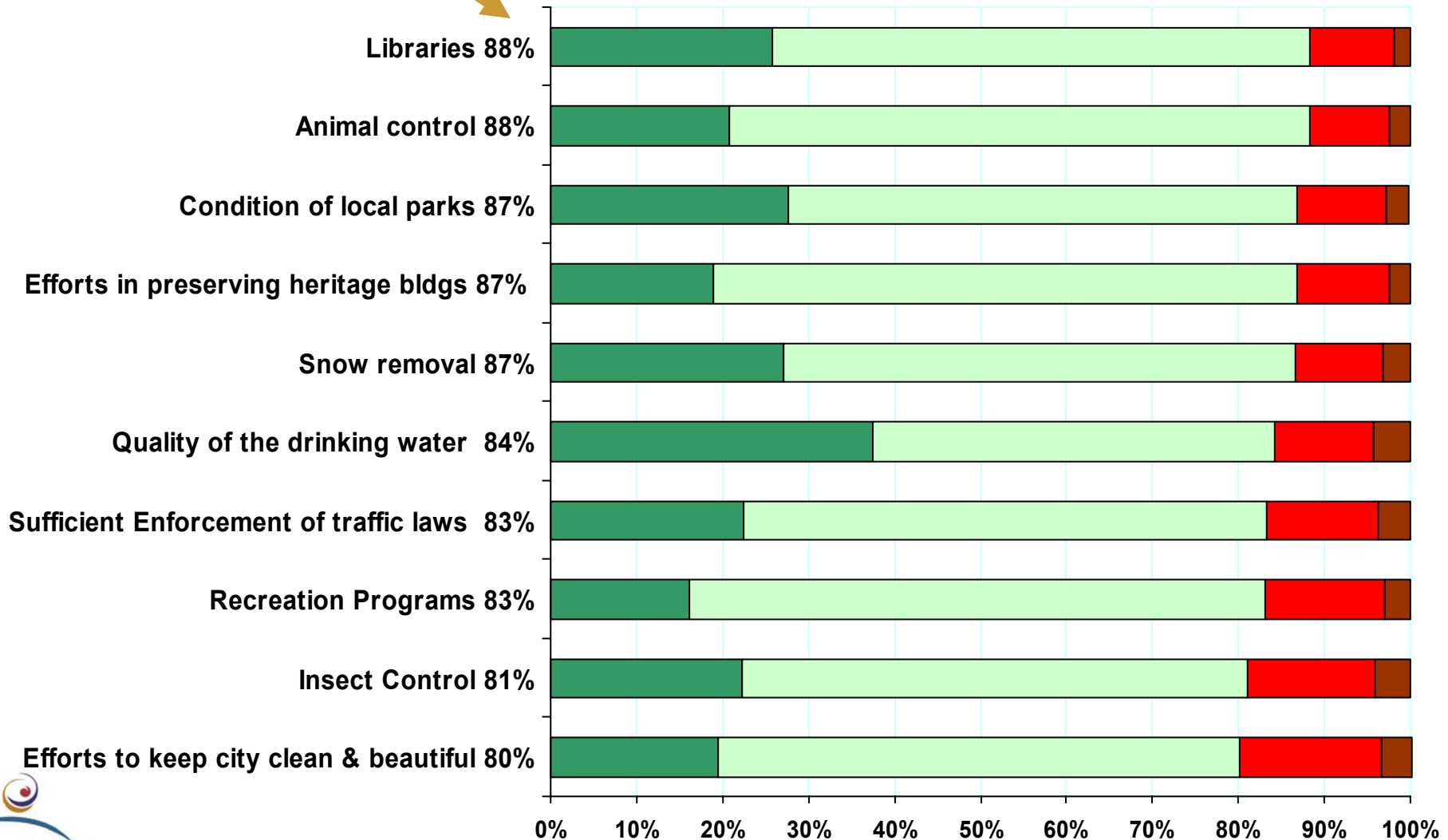
very satisfied & satisfied



Citizen Satisfaction - 2004

very satisfied & satisfied

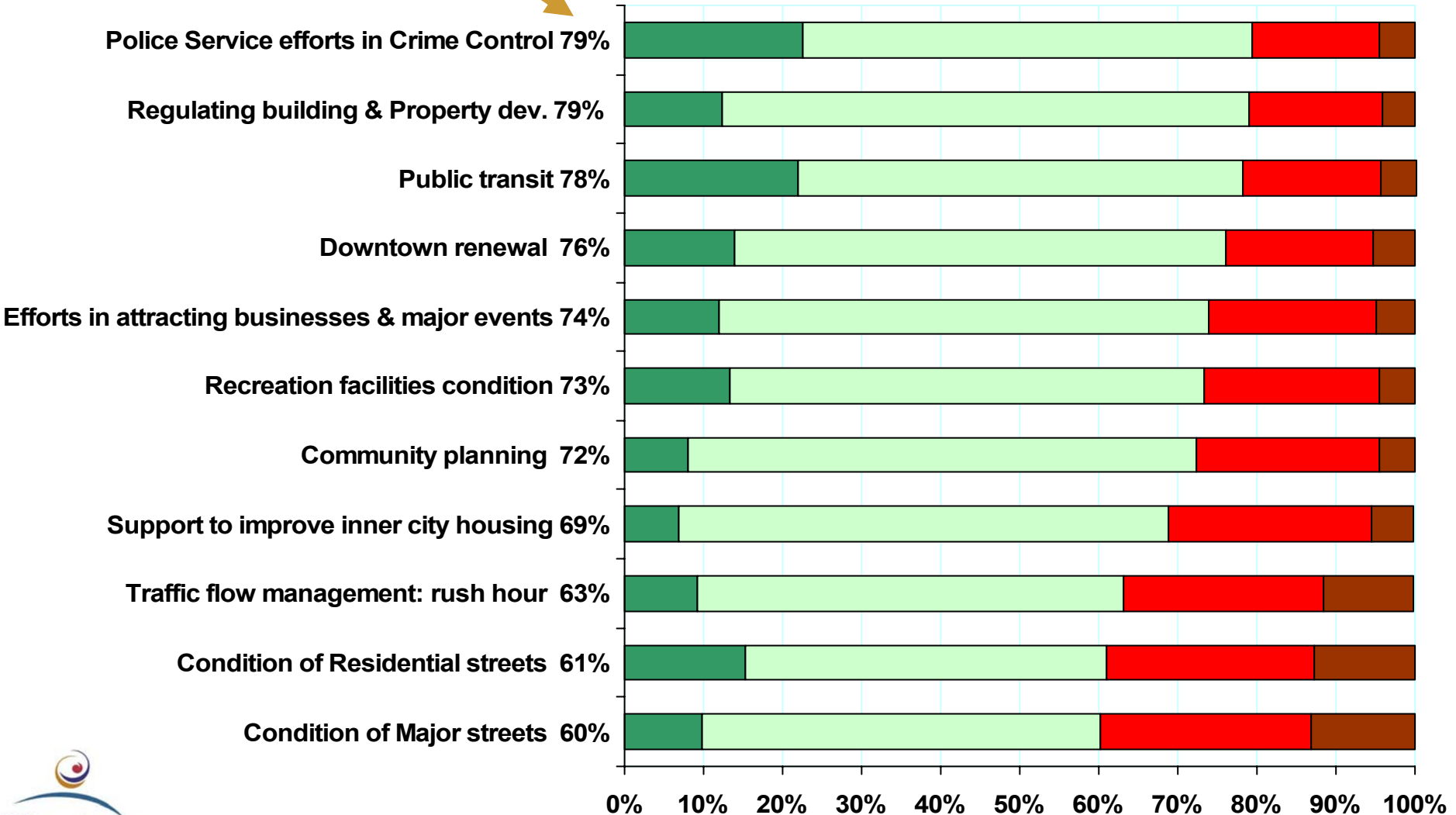
■ very sat
 ■ smwt sat
 ■ smwt dissat
 ■ very dissat



Citizen Satisfaction - 2004

very satisfied & satisfied

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



User Satisfaction

Service users vs non-users	% Users	User Satisfaction
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%

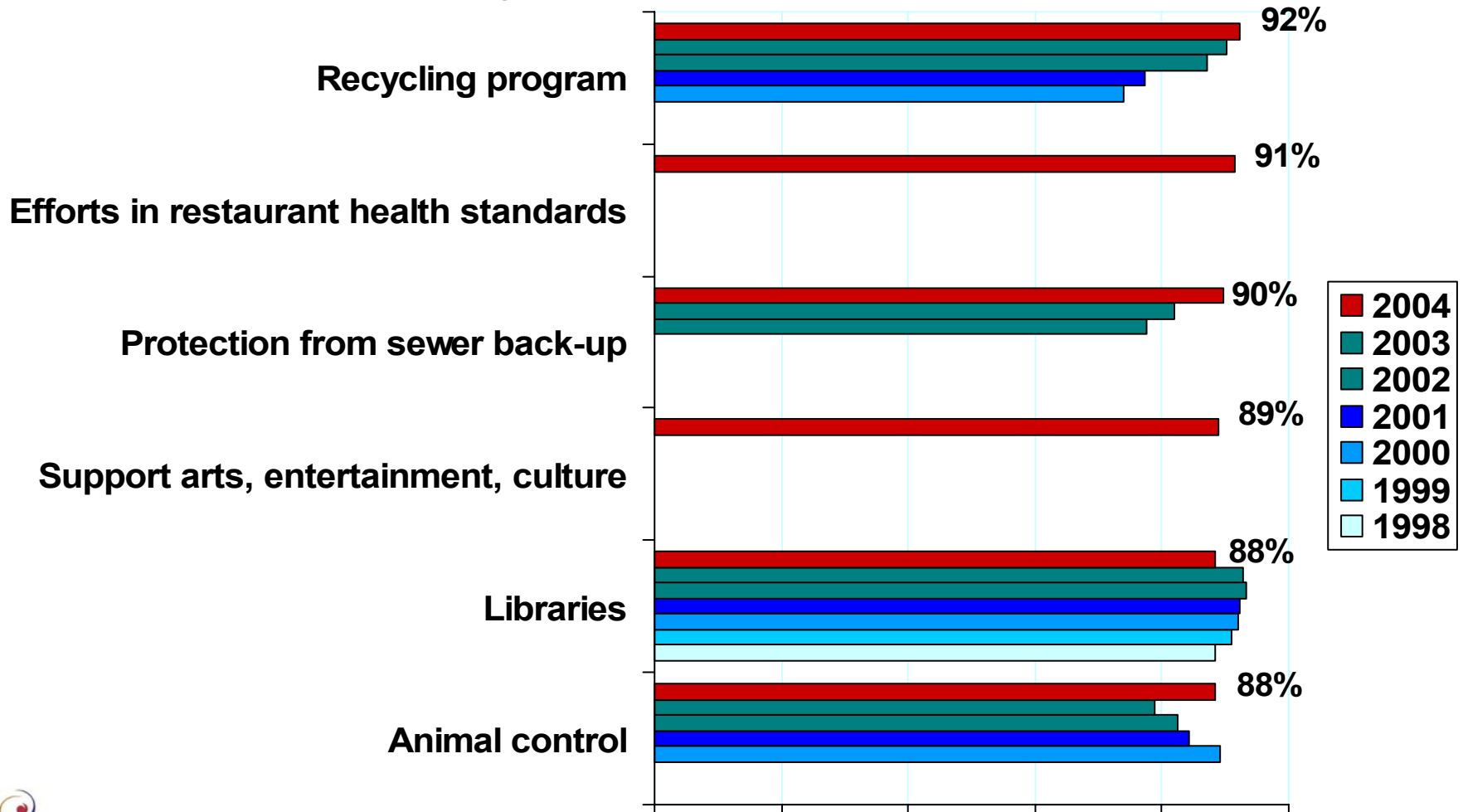
Trends: Citizen Satisfaction

very satisfied & somewhat satisfied responses



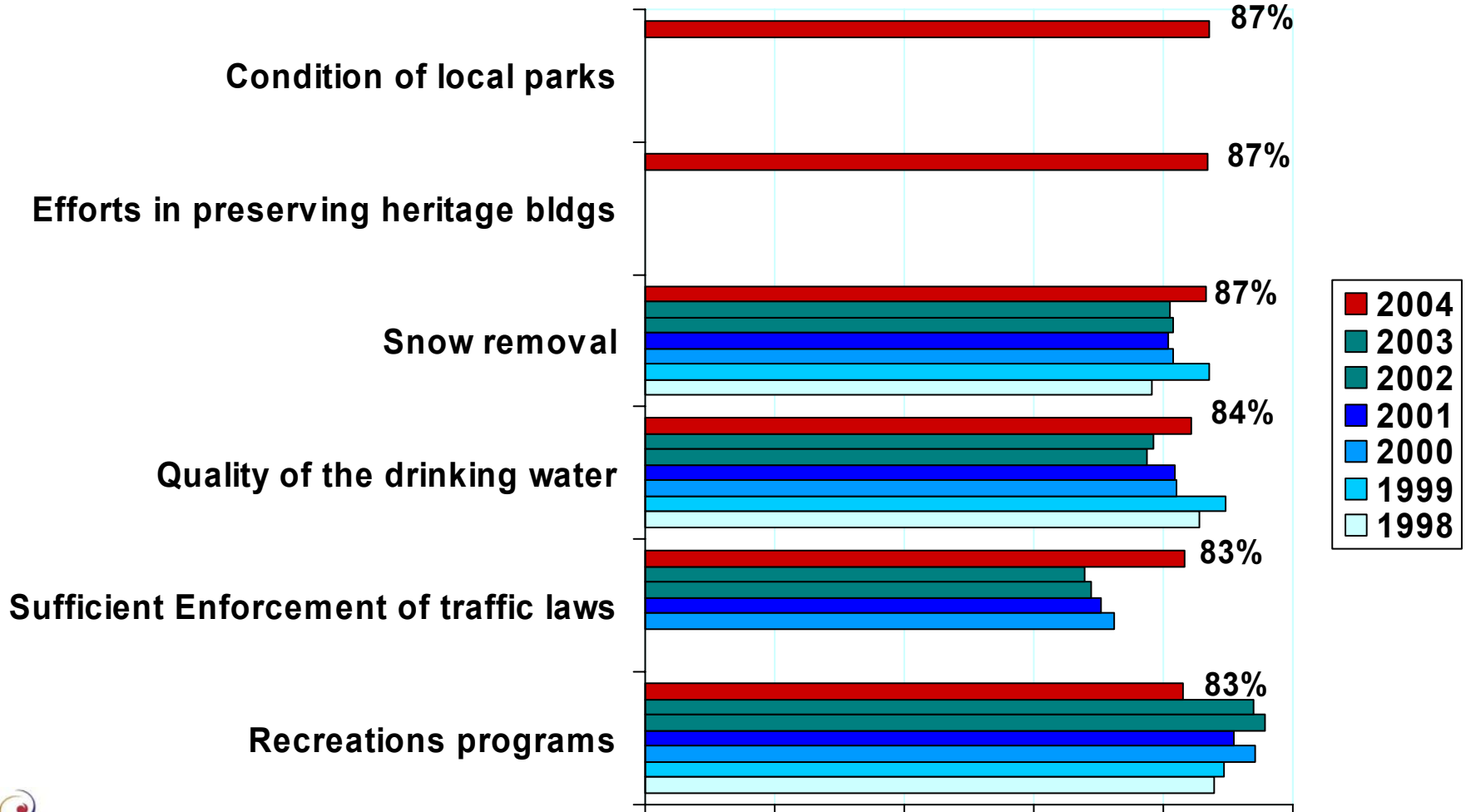
Trends: Citizen Satisfaction

very satisfied & somewhat satisfied responses



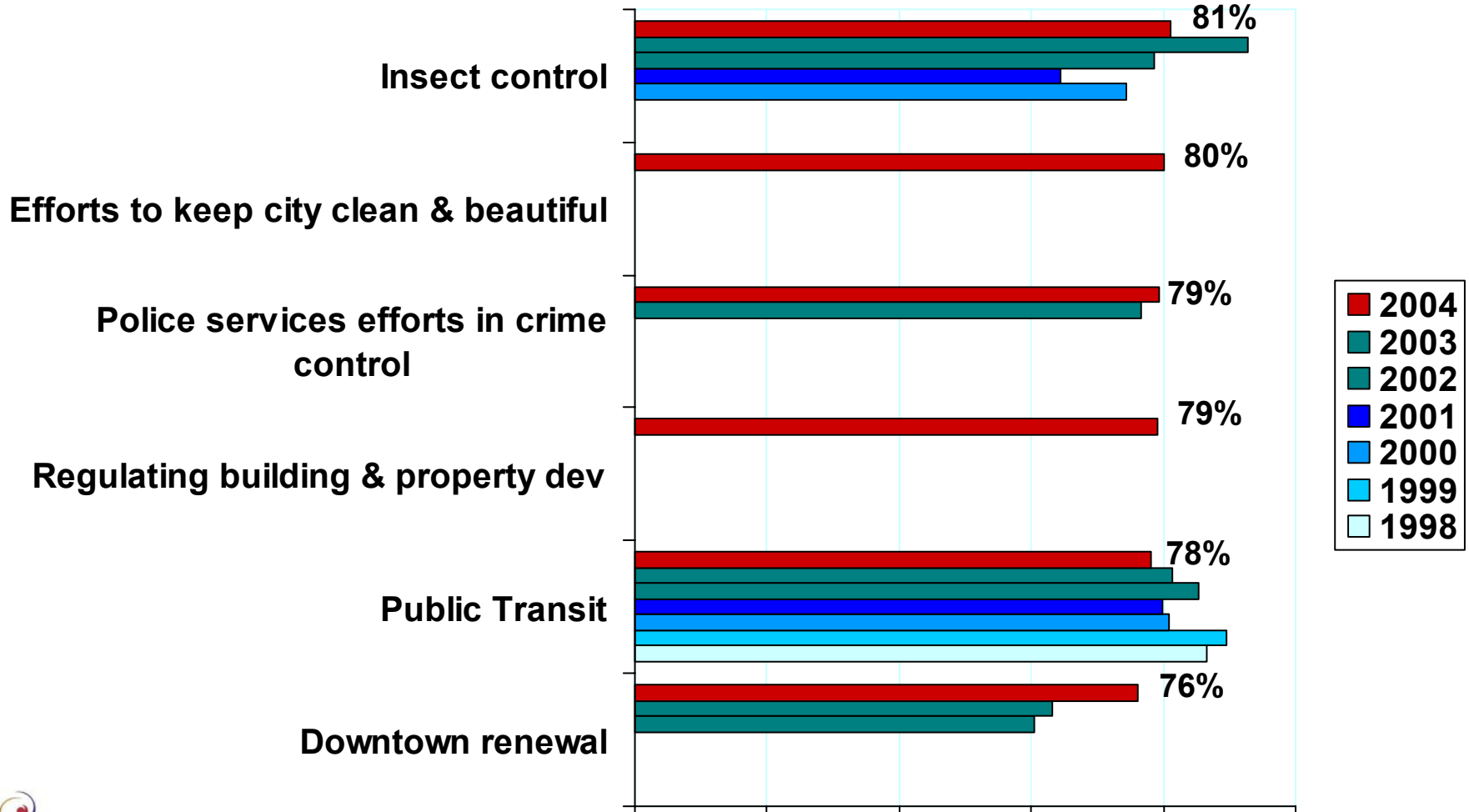
Trends: Citizen Satisfaction

very satisfied & somewhat satisfied responses



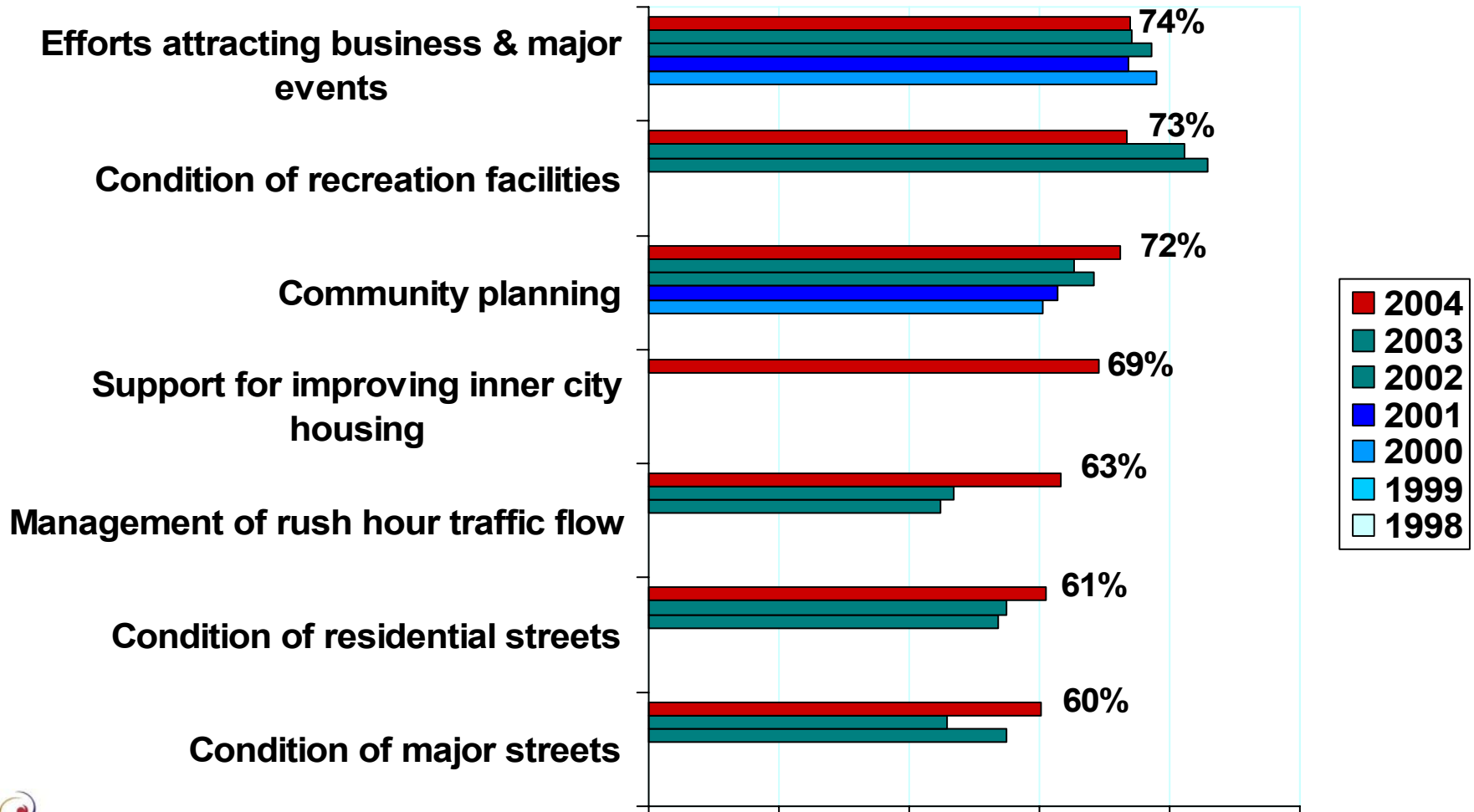
Trends: Citizen Satisfaction

very satisfied & somewhat satisfied responses



Trends: Citizen Satisfaction

very satisfied & somewhat satisfied responses



Value for Tax Dollar

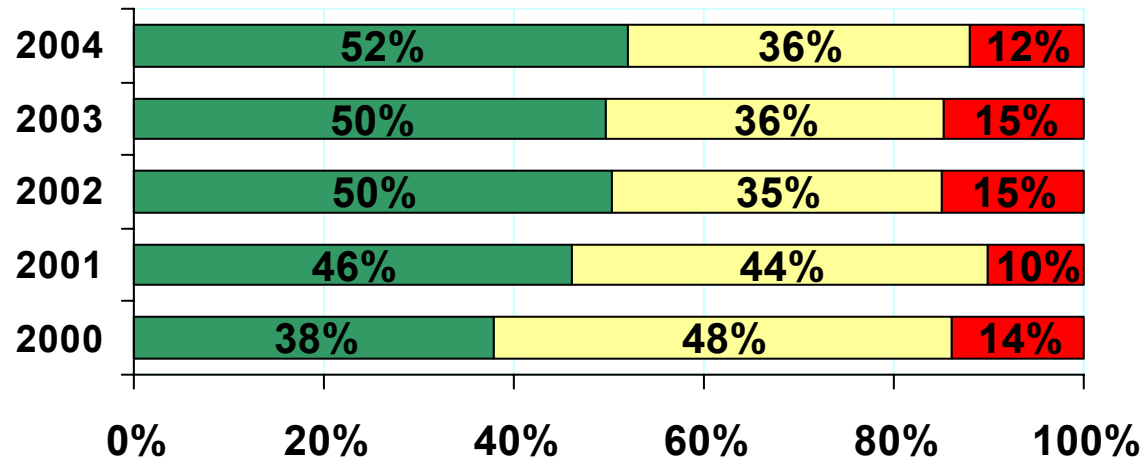
In 2004,

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

Very good	Good	Poor	Very poor
7%	65%	23%	4%

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**

Citizen Perspective

How important are City services to citizens? How satisfied are citizens with City services?

Ideally, citizens should have a high level of satisfaction with all City services. However, when resources are limited, it is particularly important that citizens have a high level of satisfaction with those services that are most important to them.

In a public opinion survey in the fall of 2004, citizens were asked to rank the importance of each City service and their level of satisfaction with each service. The table below summarizes the results. Service costs have been added to give a sense of the dollars currently being invested in the area.

Survey Question	Importance	Satisfaction	Service Cost	City Services
	very important	very & somewhat satisfied	(\$ millions)	
Emergency medical response	87%	94%	\$23.2	Medical Response
Quality of the drinking water	86%	84%	\$80.1	Water
Fire service response to fire incidents	82%	97%	\$77.8	Fire & Rescue Response
			\$2.6	Fire & Injury Prevention
Police services efforts in crime control	79%	79%	\$118.8	Police Response
			\$25.9	Crime Prevention
Garbage collection	73%	95%	\$26.6	Solid Waste Collection & Disposal
Recycling program	70%	92%	\$10.3	Recycling / Waste Minimization
Protection from river flooding	66%	94%	\$38.9	Land Drainage & Flood Control
Protection from sewer back-up	65%	90%	\$87.1	Wastewater
Snow removal	65%	87%	\$30.9	Roadway Snow Removal & Ice Control
Condition of major streets	64%	60%	\$96.1	Roadway Construction & Maintenance
City's effort to ensure restaurant health standards	60%	91%	\$28.3	Community Health & Social Support
Disaster planning and response	57%	95%	\$0.3	Disaster Preparedness & Response
City's efforts in keeping the city clean and beautiful	57%	80%	\$11.8	City Beautification
City's effort in attracting businesses and major events	55%	74%	\$7.7	Economic Development
Public Transit	53%	78%	\$110.8	Public Transit
Insect control	53%	81%	\$6.0	Insect Control
Condition of major parks	53%	95%	\$21.0	Parks & Urban Forestry
Condition of recreation facilities	52%	73%	\$45.9	Recreation
Libraries	52%	88%	\$29.7	Libraries
Condition of residential streets	51%	61%		(see Roadway Construction & Maintenance above)
Management of rush hour traffic flow	50%	63%	\$11.9	Transportation Planning & Traffic Mgmt
Sufficient enforcement of traffic laws	48%	83%	\$15.4	Traffic Safety & Enforcement
City support for improving inner city housing	45%	69%	\$8.3	Neighbourhood Revitalization
Community planning	44%	72%	\$10.5	City Planning
Recreations programs	44%	83%		(see Recreation above)
Downtown renewal	39%	76%		(see Neighbourhood Revitalization above)
City's support for arts, entertainment & culture	38%	89%	\$14.9	Arts, Entertainment & Culture
City's efforts in preserving heritage buildings	38%	87%	\$3.0	Heritage Conservation
Regulating building and property development	37%	79%	\$11.3	Building Permit & Inspections
Condition of local parks	36%	87%		(see Parks & Urban Forestry above)
Animal control	32%	88%	\$1.9	Animal Control & Care
			\$20.2	Assessment & Taxation
			\$2.0	Cemeteries
			\$19.9	Council & Administration
			\$18.2	Financial Management
			\$6.2	Human Resource Management
			\$23.2	Information Technology Management
			\$21.2	Property Asset Management
			\$1,067.9	Total

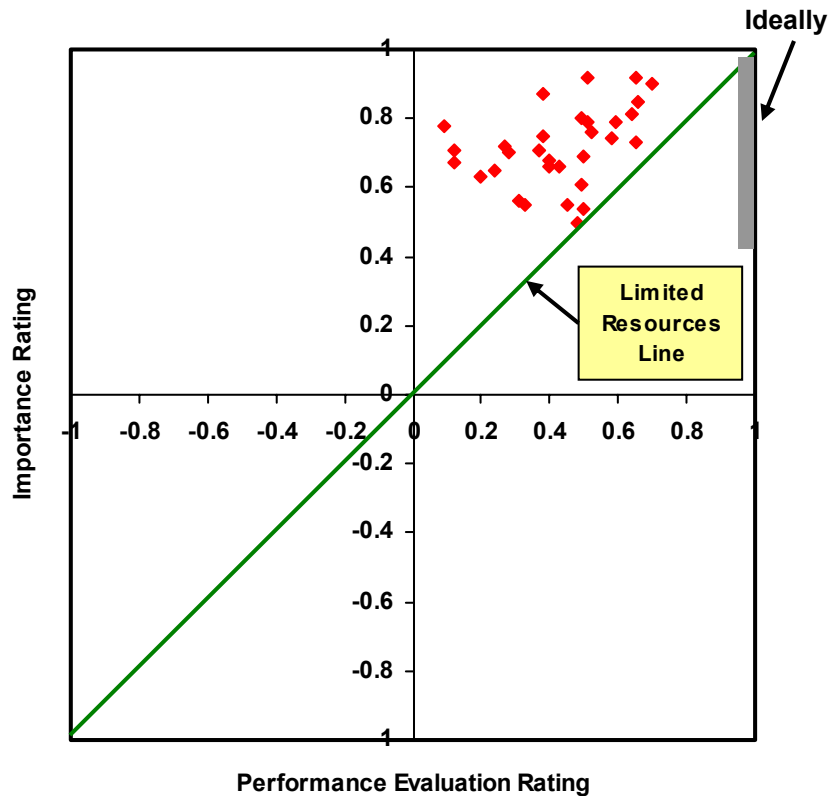
Source: City of Winnipeg -- CAO Secretariat.
 Survey conducted by Kisquared, September 2004
 margin of error: +/- 2.4%,
 Survey had 4 point scale:
 "very important", "somewhat important",
 "somewhat unimportant", "very unimportant"

Looking at Service Importance and Satisfaction Together

Using the same public opinion survey results, we can calculate a service importance and a service satisfaction index for each service. A rating of +1.0 represents the highest (most positive) score and -1.0 the lowest.

The chart plots service importance on the vertical scale and service satisfaction on the horizontal scale. The chart shows a full range of possible results, -1.0 to +1.0.

When the indexes for each service are plotted, there are two important observations. (1) All the services are found in the upper right quadrant of the chart which suggests that all services are important. (2) Looking horizontally, the services are more spread out suggesting greater variance in terms of satisfaction.



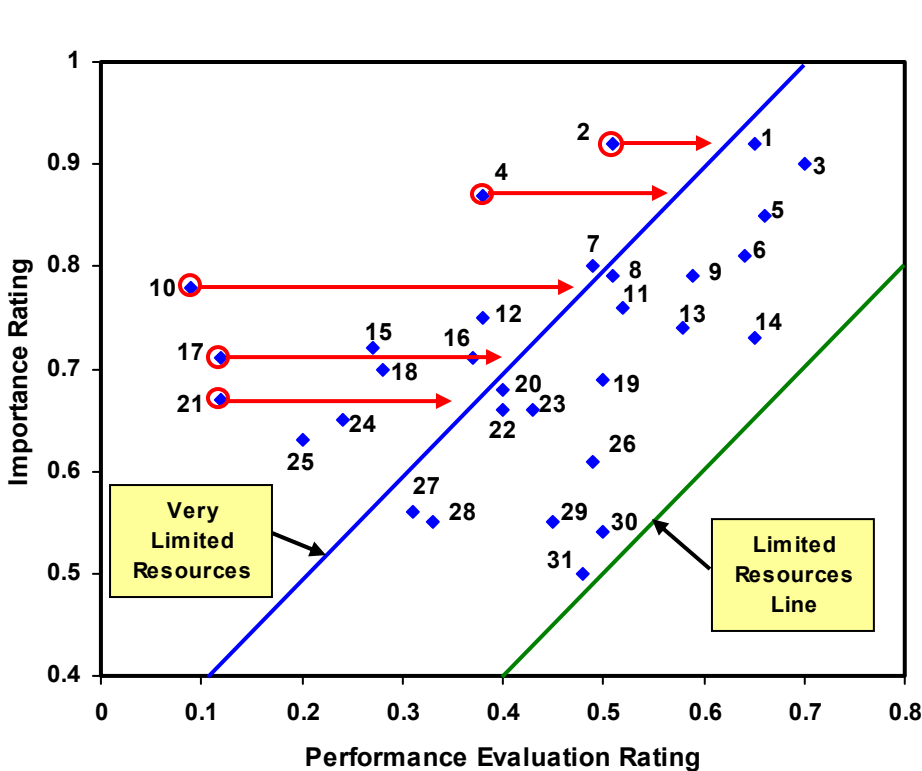
Ideally, Citizens should have maximum satisfaction with all services. This would result in services lining up vertically along a line to the right.

When resources are limited, citizens should have a higher level of satisfaction with those services that are most important to them. The services should line up along the green "limited resources line".

If a service is to the left of the green line, it means the service is performing below citizens expectation.

Looking at Service Importance and Satisfaction Together (cont'd)

This chart zooms in to provide a better view of individual services. And a blue line has been added roughly midpoint through the services. In times of very limited resources, it may be necessary to focus more than ever on ensuring citizens are satisfied with the most important services.



In order of importance

- 1 EMS
- 2 **Drinking water**
- 3 Fire Response
- 4 **Crime control (Police)**
- 5 Garbage collection
- 6 Recycling program
- 7 Snow removal
- 8 Protection from sewer back-up
- 9 Protection from river flooding
- 10 **Condition of major streets**
- 11 Restaurant health standards
- 12 City clean and beautiful
- 13 Disaster planning & response
- 14 Condition of major parks
- 15 Attracting businesses & events
- 16 Public Transit
- 17 **Condition of residential streets**
- 18 Condition of recreation facilities
- 19 Libraries
- 20 Insect control
- 21 **Rush hour traffic flow**
- 22 Recreations programs
- 23 Enforcment of traffic laws
- 24 Community planning
- 25 Inner city housing
- 26 Condition of local parks
- 27 Downtown renewal
- 28 Regulating building & dev
- 29 Preserving heritage buildings
- 30 Arts, entertainment & culture
- 31 Animal control

Services that are farthest left from the blue line may need attention. These services include: the condition of major roads and residential streets, rush hour traffic flow, crime control and drinking water.

Note: The Service Report provides performance information that may provide additional insight on these services.