

What would YOU do to make Winnipeg better for everyone?

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**urban exchange**  
United Way of Winnipeg  
Advisory Panel



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United Way of Winnipeg  
Advisory Panel

# Urban Reflections:

Winnipeggers have their say about our city and its direction



“

The greatest compliment that was ever paid me was when someone asked me what I thought, and attended to my answer.

- Henry David Thoreau



**At United Way we have learned the value of listening.** Five years ago, the Journey Forward process brought us the voice of Winnipeggers and that voice shifted our focus and changed the way we do things.

Today, United Way focuses on engagement, capacity building and collective action. We recognized the value of engagement during Journey Forward and strive to find new ways to remain a community connected, community directed organization. That's why we're so excited about Urban Exchange. It's a brand-new way to engage Winnipeggers in an interactive dialogue; an information exchange that helps prioritize and guide our actions.

There is no blueprint or road map to guide our journey toward a city all Winnipeggers will be proud to live in. But Urban Exchange is a one-of-a-kind opportunity for Winnipeggers to be heard and help steer us in the right direction.

It is so gratifying to see that so many Winnipeggers have taken this unique opportunity to share their thoughts and opinions and help shape the work of United Way.

On behalf of the board, I would like to express my sincere thanks to the 2,900 Winnipeggers who have already taken a lead role in setting that course. We hope you will continue to do so with the second questionnaire, which is now being distributed to members of the panel. And for those of you who haven't signed up yet, we're listening ... have your say.



A blue ink handwritten signature, appearing to read "Scott Sanders", written in a cursive style. The signature is followed by a long horizontal line that tapers off to the right.

**Scott Sanders**  
Chair, Board of Trustees  
United Way of Winnipeg

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Thank you for your commitment to Winnipeg's growth! - Urban Exchange Panelist



## Introduction

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**Building a strong, vibrant city starts with the people who live there.** It starts with citizens who are actively engaged in creating a vision that the community can embrace. It starts with people who speak with each other about the issues that are important to them, help each other identify their individual and collective strengths, and then work with each other to bring about positive change.

During United Way's Journey Forward initiative, more than 3200 Winnipeggers participated in a discussion with each other and with United Way about social issues, solutions and long-lasting impact. They helped United Way to build a broad understanding of the opportunities and challenges in our city, and they contributed their thoughts and opinions to a community agenda that has helped to shape United Way's work in the community over the last several years.

A year and a half ago, United Way launched a new initiative that builds on the information gathered during Journey Forward and the Journey Forward engagement process itself.

Urban Exchange is a United Way of Winnipeg Advisory Panel through which Winnipeggers and United Way can regularly talk with each other to find solutions to the issues that concern us most in our city. It is an ongoing, two-way conversation that provides participants with opportunities to talk about what is important to them and to listen to what other Winnipeggers have to say. It's a way for United Way to stay connected to the community and guided by the community's priorities.

The thoughts and ideas that participants share with United Way will help to inform community investment decisions and areas of focus. Their summarized responses will also be shared with leaders and decision-makers in Winnipeg who are interested in learning more about what people are concerned about, what they're excited about and where they feel our city is headed.

### Whose voices are included in this report?

Almost three thousand people have joined the Urban Exchange Advisory Panel so far. This report summarizes their responses to the first questionnaire, called *Exchange One: Getting Connected*. It represents the thoughts, feelings and opinions of 2893 Winnipeggers who took the time to join a conversation about the social issues we’re experiencing, the strengths we can build on, and their personal involvement in solutions.

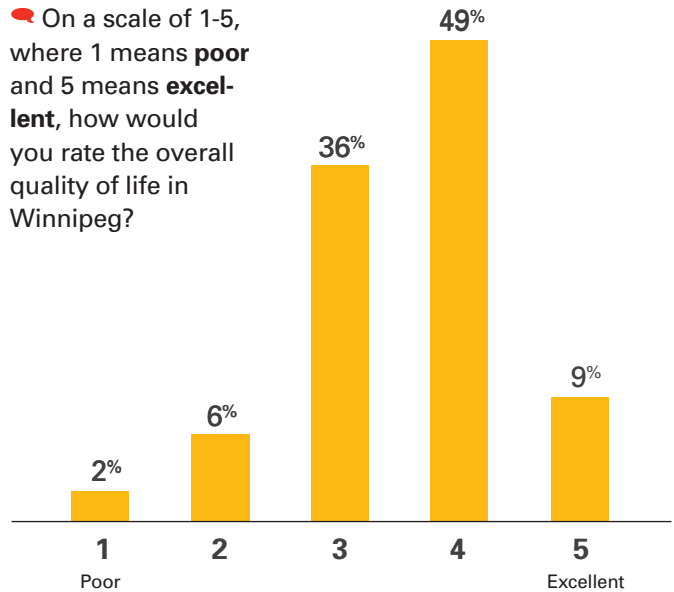
The people who participated in *Exchange One: Getting Connected* reflect the diverse makeup of our city. They are people from all ages and all walks of life. They live in every area of the city and represent a wide range of income and education levels. They represent a rich array of ethnic backgrounds and cultural heritages. Some of them have lived in Winnipeg all of their lives, while others have recently arrived here.

### What are people saying about living in Winnipeg?

How do panelists feel about the quality of life in Winnipeg? More than half of them rated quality of life as high, and more than half feel that we’re moving in the right direction as a city. Some groups are more satisfied than others with the quality of life in Winnipeg, including those in higher income categories, higher age groups and those with higher education. At the same time, some groups rate the quality of life lower than others, including Aboriginal people and people living in Central and Northwest Winnipeg.

### Quality of life

On a scale of 1-5, where 1 means **poor** and 5 means **excellent**, how would you rate the overall quality of life in Winnipeg?



When panelists were asked what they like best about Winnipeg, they highlighted three aspects most often – the people, the fact that the city is small enough to be easy to get around yet large enough to have a full range of services, activities, and opportunities, and the affordable cost of living.

And what would panelists most want to change about living in Winnipeg? In an open-ended question on this topic, panelists brought up crime more often than any other issue. Large numbers of them also mentioned issues related to infrastructure, Winnipeg’s downtown and poverty.

Certain groups responded differently to some of these questions when compared to the rest of the panel. For example, panelists with less education are more concerned about crime than others, and young people (under age 24) place a higher emphasis on increasing the number of recreational activities in Winnipeg.

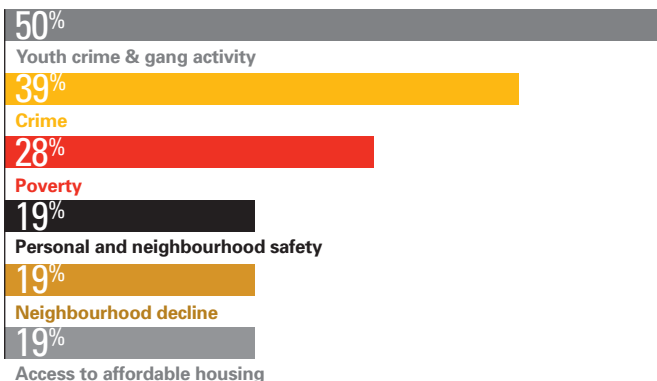
**The social issues that concern us most**

When given a list of 19 social issues to choose from, half of the 2893 people who participated in *Exchange One: Getting Connected* chose youth crime and gang activity as one of the three social issues that concern them most. They identified crime in general as their second highest concern, with poverty rounding out the list of panelists’ top three social issues.

Panelists also indicated a high level of concern about safety, neighbourhood decline and affordable housing. While all of these themes were very common, youth, seniors, Aboriginal people, women and men place different emphasis on the issues. These differences are highlighted in the section on social issues (page 25).

**Top six social issues**

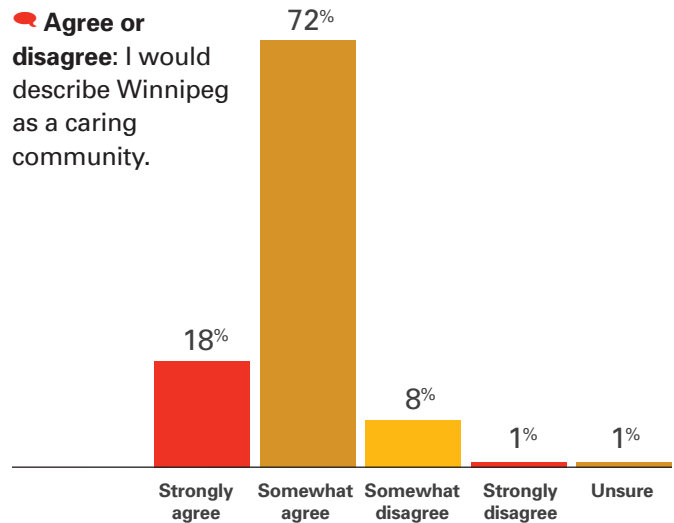
From a given list of issues, select the three that concern you the most.



**Winnipeggers talk about their involvement in solutions**

What does a caring community look like? How are panelists involved in addressing the issues that they’re most concerned about? To what extent do they feel that individuals can have an impact on those issues?

**Winnipeg as a caring community**



Most panelists agree that people in Winnipeg help to improve the quality of life in our city, and 90% would describe Winnipeg as a caring community. Their responses varied significantly depending on a number of factors, including age, cultural background, income level, geographic neighbourhood. Panelists’ opinions also varied depending on the three social issues that they were most concerned about.

**Going deeper: social issues, personal involvement and optimism**

Throughout *Exchange One: Getting Connected*, panelists shared their views by responding to a series of specific questions. What does it look like when some of these responses are placed next to each other? What is the relationship between the issues people are most concerned about, their opinions about an individual's ability to address them, their personal levels of involvement, and their beliefs about whether we're on the right track in addressing them?

The graph below helps the reader to compare these same questions across different issues, or to compare responses to all the questions within a given issue.

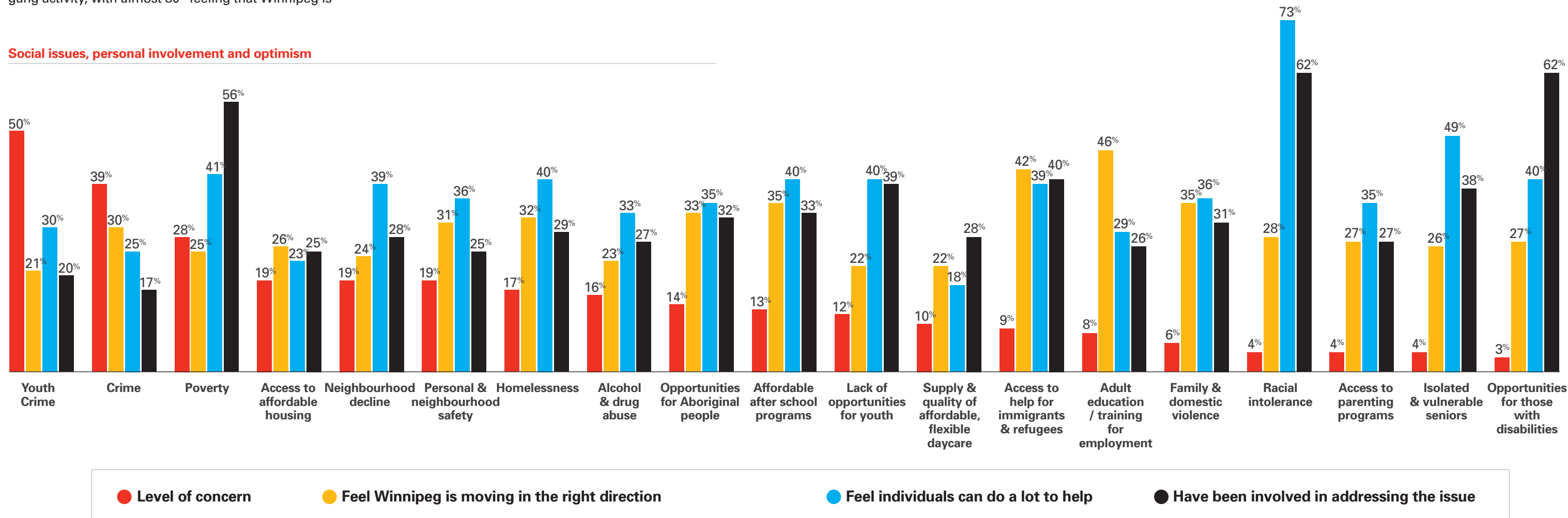
For example, panelists identified youth crime and gang activity as one of their top social issues by a significant margin. However, only 21% feel that Winnipeg is moving in the right direction in addressing youth crime and gang activity, with almost 80% feeling that Winnipeg is

doing little or on the wrong track. Further, panelists were less likely to agree that individuals can do something to help with this issue than for almost all of the other issues.

Some other things that stand out on this graph include:

- High numbers of panelists have been involved in helping to address issues of poverty, racial intolerance, and opportunities for people with disabilities.
- Some of the issues with which people are less concerned are the issues where they report higher levels of involvement (such as racial intolerance, and opportunities for people with disabilities).
- Many panelists believe that individuals have the power to do something about racial intolerance, and many of them have done something to address this issue within the past year. Few panelists identified racial intolerance as one of their top three issues, however.

**Social issues, personal involvement and optimism**



**Conclusion**

Almost three thousand people have taken the time to think about their city and contribute to this report. It reflects their unique thoughts, opinions and insights and it provides a snapshot of our community's collective outlook on social issues and the quality of life in Winnipeg.

Journey Forward helped United Way and the community better understand what it can mean when individual people and individual organizations combine their voices and create a community agenda together. Urban Exchange expands on the conversation that Winnipeggers started during Journey Forward.

As an ongoing initiative, Urban Exchange will grow and evolve as new panelists join with those who have already contributed their time, energy and ideas. New topics of conversation will lead to new insights from

panelists, generating further thinking and discussion within United Way and among the larger community about the things that are important to Winnipeggers.

Everyone is welcome to join the conversation. *Exchange One: Getting Connected* will remain open for a period of time after this report is published, and new panelists will see their responses reflected in an updated report that will come out after the questionnaire is closed.

★ To join the Urban Exchange Advisory Panel, just visit [MyCityMySay.ca](http://MyCityMySay.ca) or call the Director of Urban Exchange at 477-5360.



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### The Journey Forward Begins

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During late 1999 and early 2000, more than 3200 Winnipeggers came together to share their thoughts and opinions about our city through United Way's Journey Forward initiative. A broad range of people participated – social service providers, business and labour leaders, people who access social services, and other concerned citizens - and their common interest in a stronger Winnipeg was evident throughout the entire Journey Forward process.

Their ideas and insights sparked discussions within United Way and among dozens of partner organizations about social issues and how they can be addressed in partnership with the people who are most affected by those issues.

Journey Forward was a one-time consultation through which Winnipeggers painted a vivid picture of our city and what it could look like if we were able to work together to address the top social issues they identified as priorities. Participants brought their collective knowledge and experience to the table, and the results have helped to shape the way United Way works with the community over the last several years.

### The Journey Continues

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The opinions that people offered during Journey Forward were invaluable. So was the process of working with a large number of Winnipeggers to build a shared understanding of our city's strengths and challenges. In addition to helping guide United Way's work, participants helped to deepen United Way's understanding of community engagement and what collective action can look like when everyone is invited to contribute.

In June 2006, United Way launched a new initiative that builds on Journey Forward and the valuable feedback participants offered during that process. Urban Exchange is a United Way of Winnipeg Advisory Panel made up of hundreds of Winnipeggers from all walks of life who are interested in regularly talking about the issues, challenges, strengths and solutions that they see in our community.

Where Journey Forward was a one-time consultation, Urban Exchange is an ongoing, two-way conversation between panelists and United Way. Panelists offer their thoughts and ideas about our city, and United Way combines their responses and

reports back to them to generate further thinking and dialogue.

Everyone is welcome to participate in Urban Exchange. United Way will use the information that panelists provide to help guide its work and identify the priorities it will focus on. Urban Exchange results will also be shared widely with other organizations in Winnipeg that are interested, including government, businesses, and non-profit agencies.

### Exchange One: Getting Connected

The Urban Exchange conversation began with a questionnaire called *Exchange One: Getting Connected* that asks panelists for their thoughts about our city's strengths and challenges. What do we like about living in Winnipeg? What would we change, if anything? Which social issues are we most concerned about and how are we, as individuals, involved in building a stronger community?

This report reflects the combined responses of the 2893 Winnipeggers who have completed the first questionnaire so far. They are from all walks of life and all areas of the city. They represent a broad range of cultural and ethnic backgrounds and they range in age from their early teens to their late 80s. Each one has contributed his or her time, energy and ideas to an important dialogue that is beginning to take shape and will continue over the coming months and years.

There will always be room for more people to have their say. United Way will continue to reach out to the community to ensure that Urban Exchange reflects the makeup of our city's population.

*Exchange One: Getting Connected* will remain open for a period of time after this report is published, and new panelists will see their responses reflected in an updated report that will come out after the questionnaire is closed.

Over time, ongoing panelists and brand-new participants alike will have regular opportunities to take part in Urban Exchange. Everyone has opinions, and everyone is welcome to join the conversation.



Panelists complete *Exchange One: Getting Connected* online or on paper at the Urban Exchange media launch, May 2007 at the Forks Market, Winnipeg.

## Whose Voices Are Reflected in This Report?



Winnipeg is a community populated by many vibrant people groups who are from all over the world. They bring a rich mix of ideas, [products] and perspectives from around the nation. - Urban Exchange Panelist



...I wonder who will respond and what group of people will have the most representation of those who do respond? This will have an impact on the information collected. - Urban Exchange Panelist

**This section describes the 2893 panelists who have had their say so far.** They are people from diverse backgrounds, each of them bringing a unique perspective to the current conversation.

Panelists shared their gender, age, household size and educational information as part of this questionnaire. They offered information on their occupation, workplace type, and household income level. They talked about how long they've lived in Winnipeg and Canada and many of them chose to identify themselves as belonging to a particular nationality or cultural background.

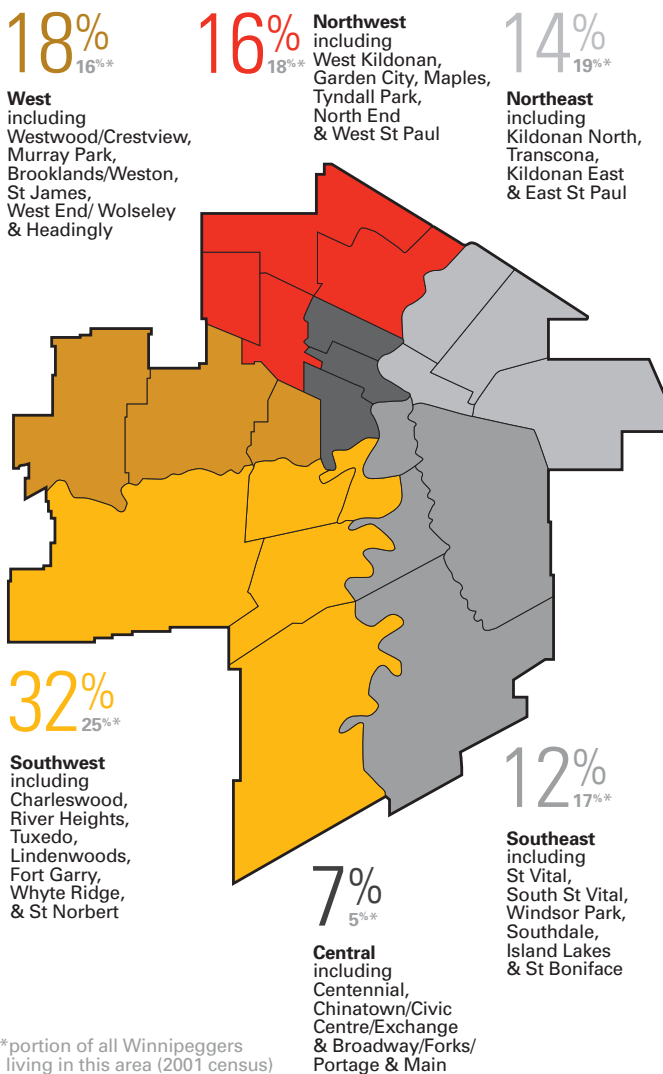
The pages that follow include several charts and graphs that demonstrate who has participated in Urban Exchange to date. From a research perspective, a sample of this magnitude drawn from a city the size of Winnipeg (almost 635 000, according to 2006 Census data) provides a high level of statistical accuracy (95% ±1.8%). Where certain groups are not as well-represented as others – males and people who have not graduated from high school, for example - data has been weighted to reflect their distribution in the general population.

Wherever possible, 2006 Census data has been used for comparison and weighting purposes. However, 2006 Census figures for income, education, and neighbourhood population were not available at the time this report was written, so 2001 data was used.

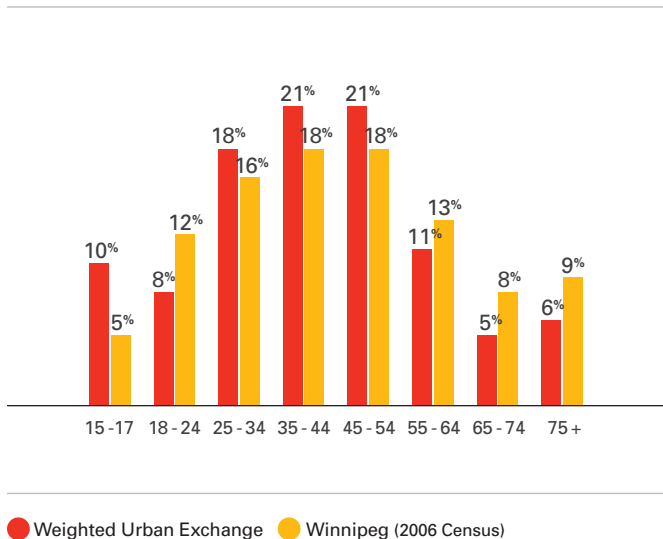
In cases where percentages do not add up to 100%, this is due to rounding unless otherwise noted.

# 3 Whose Voices Are Reflected in This Report?

## Where do panelists live?



## Age

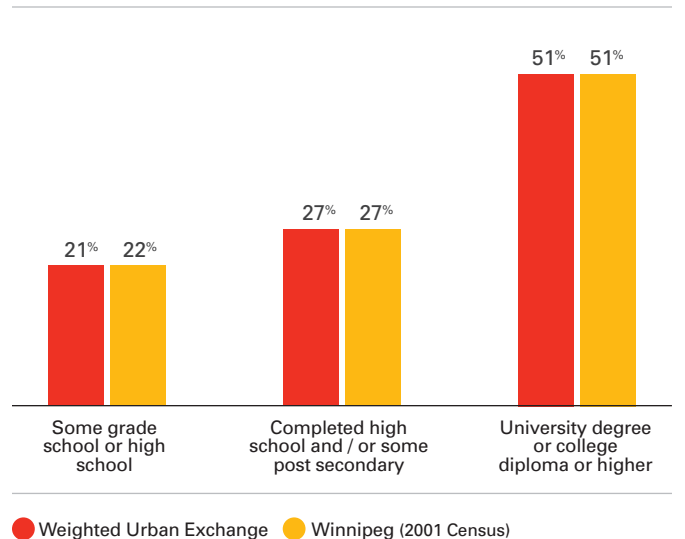


## What gender are the panelists?



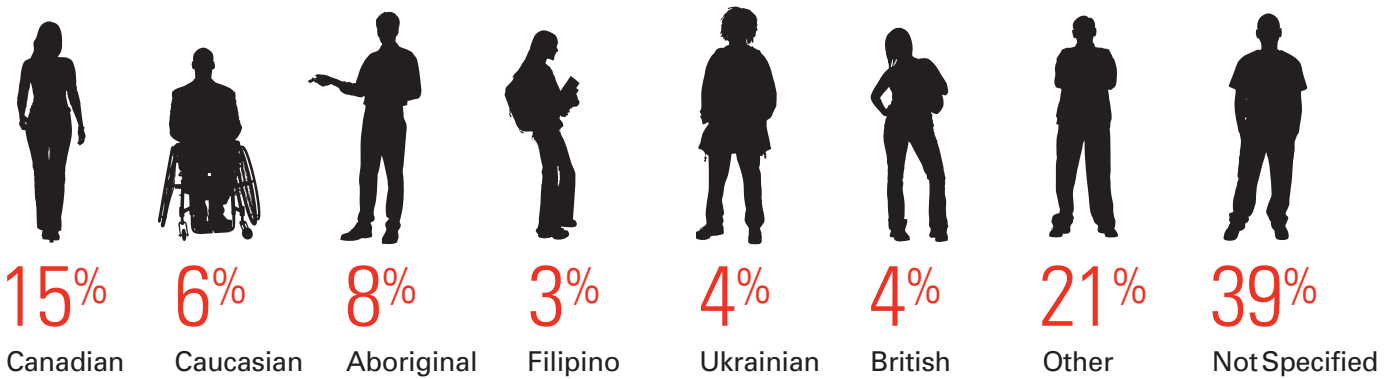
Just over half (51%) of Urban Exchange panelists have obtained a university degree or college diploma, while just over a quarter (27%) have completed high school or have some post-secondary education. About 21% of panelists report having some grade or high school education. These figures are close to those found in the general population, as the panelist data has been weighted to reflect the education and gender of the general population.

## Education Level

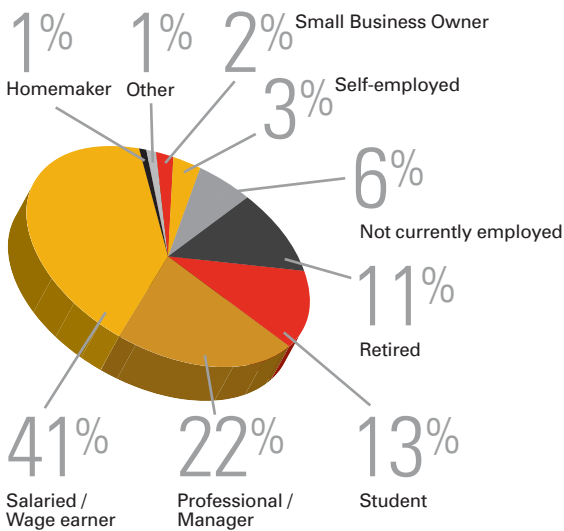


### 3 Whose Voices Are Reflected in This Report?

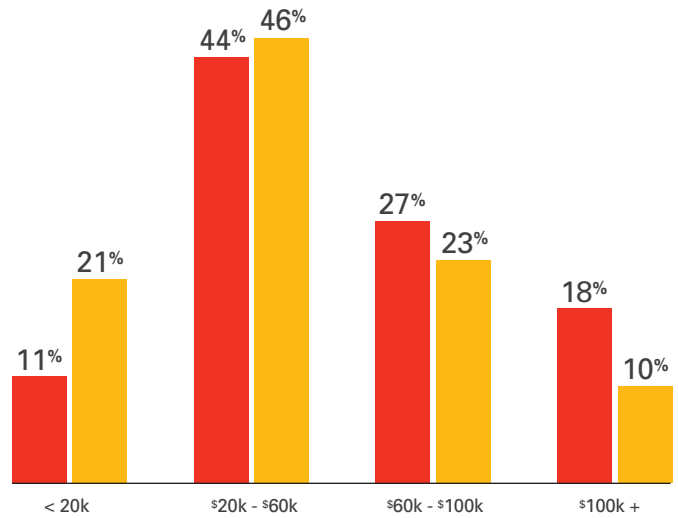
#### How do panelists identify themselves?



#### Occupations & employment

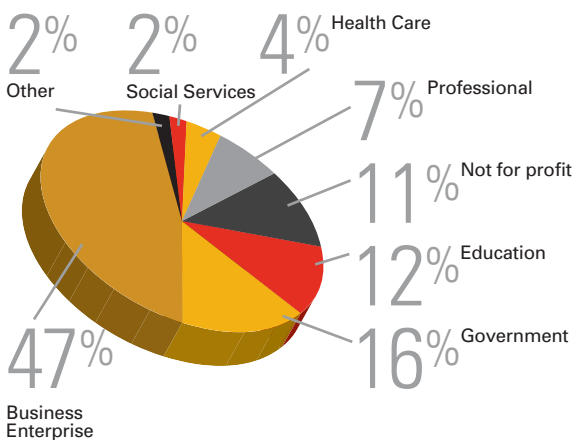


#### Income



● Weighted Urban Exchange ● Winnipeg (2001 Census)

#### Where do panelists work?



👤 About **10%** of Urban Exchange panelists are in single-person households, lower than the Winnipeg average of **31%**. At the same time, Urban Exchange has a representative number of two-person households, and slightly higher than average representation by larger households of three or more persons.

👤 **41%** of panelists report living in households with children, close to the Winnipeg average of **43%**.

👤 Urban Exchange panelists are likely to be long-time Winnipeg residents, with **64%** having lived here for 20 years or longer.



## What Are People Saying About Living in Winnipeg?



Our city is a convenient place to live. We are not too small, we are not too big, we are just right. - Urban Exchange Panelist



I think crime is a serious issue and Winnipeg needs to do more to prevent it. - Urban Exchange Panelist



Winnipeg provides variety in terms of its environment and culture. There is a list of different things going on and there is a history to the place. It is also inexpensive (relatively) to live here. - Urban Exchange Panelist

### ***In Exchange One: Getting Connected* panelists shared their opinions on the overall quality of life in Winnipeg. Are things headed in the right direction, or are we off track?**

While a slight majority (55%) of the 2893 panelists who've participated to date indicated that they feel that we are headed in the right direction, some groups are more satisfied than others with the quality of life in Winnipeg. People in higher income categories, higher age groups and with more education were most likely to rate quality of life as high when compared to the total group of panelists. Aboriginal people and people living in Central and Northwest Winnipeg reported being less satisfied with the quality of life in Winnipeg than others.

What are the best things about living in Winnipeg? In an open-ended question, panelists mentioned "the people" most often, followed by the fact that Winnipeg is a small city with big city advantages. In another open-ended question, panelists identified the things they'd most like to change. They highlighted crime more often than any other concern, with infrastructure, Winnipeg's downtown and poverty coming next on the list.

Panelists' opinions on the quality of life in Winnipeg are represented in the pages that follow. Where certain groups of people have shared views that are significantly different from those of the panel in general, these views have been noted using the icons in the legend on the next page.

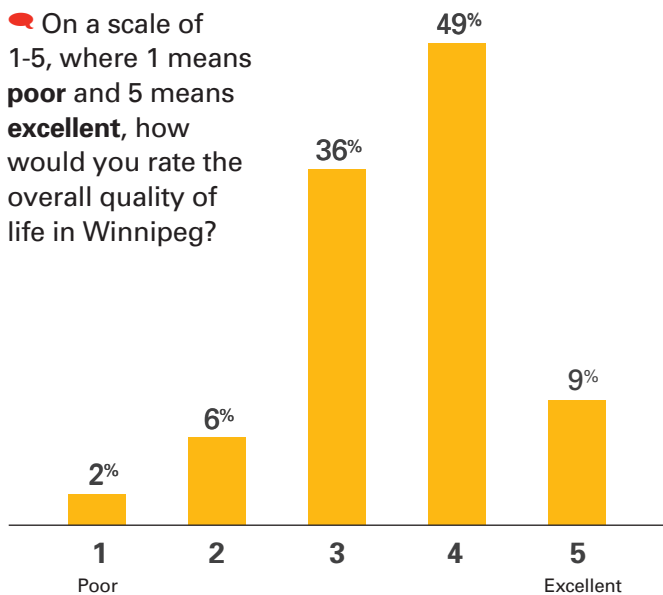
### Winnipeg's Unique Groups

The findings show that some groups of people share views that are significantly different from those of the overall panel. Their unique perspectives are highlighted throughout this report using the icons below.

- Y Youth
- A Aboriginal People
- N Neighbourhood
- S Seniors
- I Income
- E Education

### How would you rate the quality of life in Winnipeg?

On a scale of 1-5, where 1 means **poor** and 5 means **excellent**, how would you rate the overall quality of life in Winnipeg?



Y As age increases, so do panelists' ratings of the quality of life in Winnipeg. Youth (age 15-24) rate the quality of life lower than older age groups.

E People with higher levels of education and higher income levels rate the quality of life as being higher.

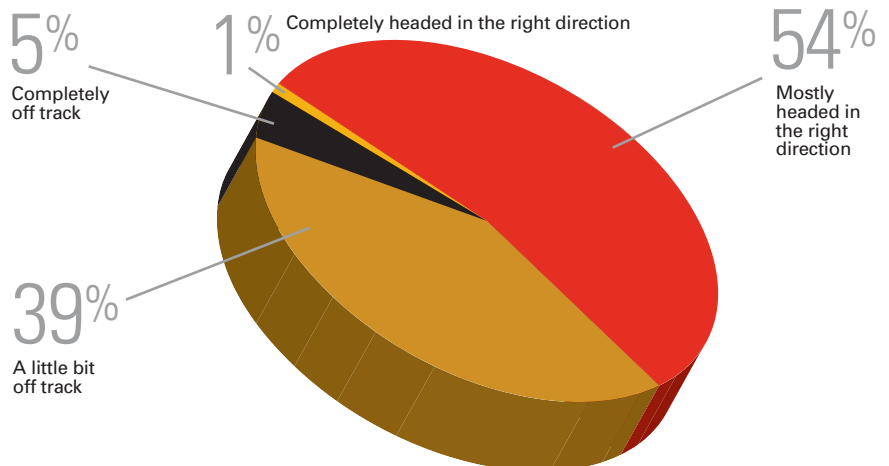
S People with large households (six or more) rate the quality of life as being lower.

A Aboriginal participants report being less satisfied with the overall quality of life in Winnipeg.

N Panelists in Central and Northwest Winnipeg rate the overall quality of life in Winnipeg lower than those in other areas of the city. Panelists in Southwest Winnipeg rate the quality of life higher than do those in other areas.

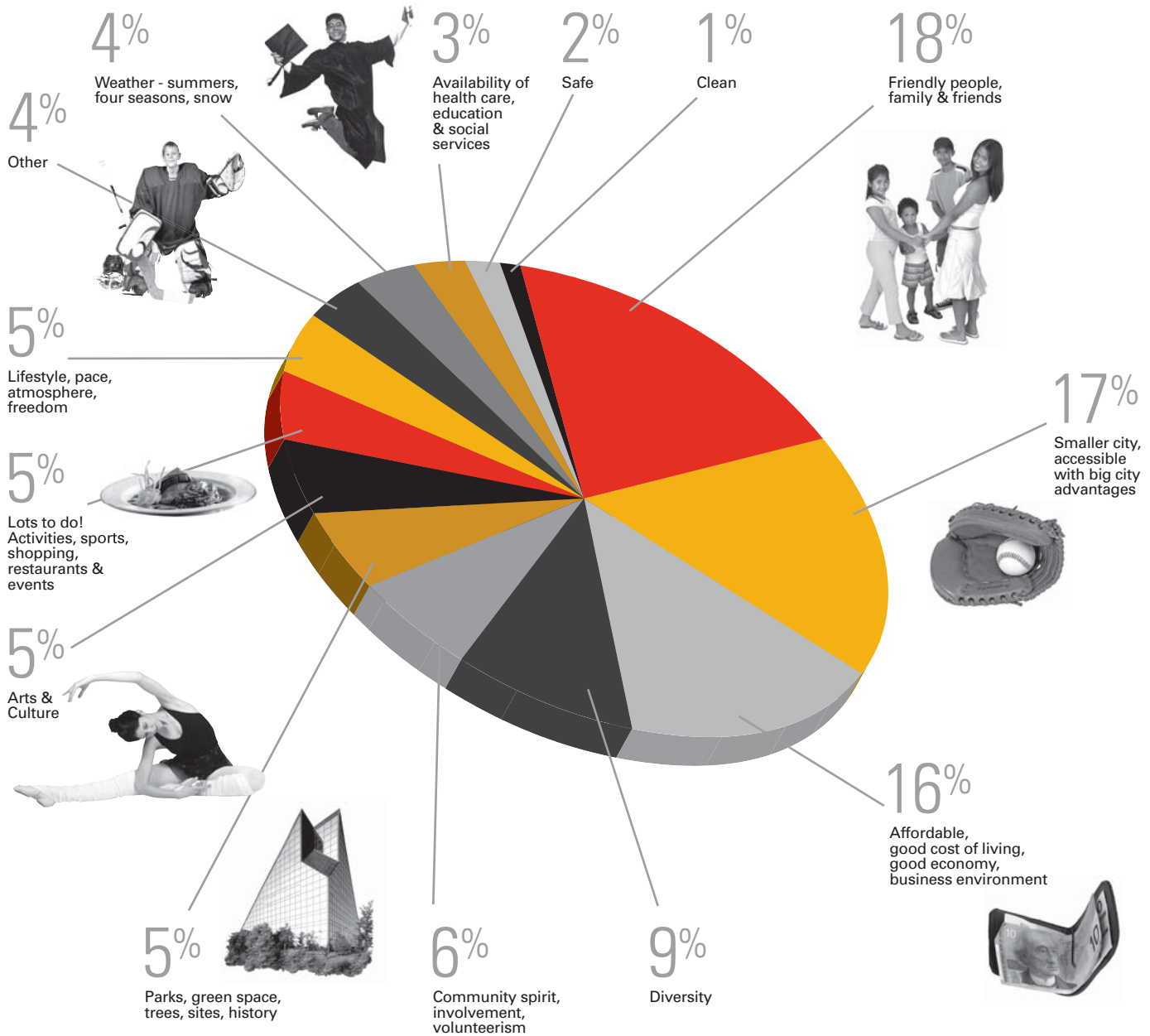
### Quality of life: Is Winnipeg headed in the right direction?

Thinking about the quality of life in Winnipeg overall, would you say that things are completely headed in the right direction, mostly headed in the right direction, a little bit off track, or completely off track?



<b>Y</b> Youth	<b>S</b> Seniors
<b>A</b> Aboriginal People	<b>I</b> Income
<b>N</b> Neighbourhood	<b>E</b> Education

What's the best thing about living in Winnipeg?



**M** Males are more likely to mention that Winnipeg is an affordable city to live in.

**M** Affordability is mentioned more by those aged 35 to 54.

**S** Appreciation that Winnipeg is a smaller city increases with age.

**Y** Diversity is mentioned to a greater extent by those in the younger age categories.

**S** Arts and culture, parks, green space, proximity to lakes and cleanliness are mentioned to a greater extent by those aged 55 and over.

**N** The advantages of Winnipeg being a smaller, more accessible city, and the benefits of the extensive parks and sites are mentioned to a greater extent by those living in Central Winnipeg.

### What's the best thing about living in Winnipeg?

“ One of the best things about living in Winnipeg is the ability to experience all areas of arts, culture and ethnic cuisine of a major urban centre while still feeling the **friendly attitudes** found in smaller communities.

“ The size of the city is very do-able. The city has many vibrant neighbourhoods - new and old.

“ No shortage of people willing to help others out.

“ The people and the connection of Winnipeggers. We **stick together** especially when there are others that need a helping hand in our community.

“ There are an incredible number of **opportunities** in many different fields be it launching innovative businesses, participating in the arts and cultural scene, using educational opportunities.

“ **Diversity of cultures** re: age, race, class, religion, ethnic origin, abilities, sexual orientation, abundance of **creativity** in harsh climate.

“ Winnipeg is one of the most welcoming cities I have ever experienced. It has (or has had) a very grassroots, **down to earth** approach. At the same time there is a vibrancy.

“ I love that Winnipeg has **lots of trees!**

“ Great sense of community where you get to meet and **know many people.**

“ The artist programs. We have the best of the best with the RWB and MTC.

“ Most of the cultural advantages of a big city **without a long commute** to a big rat race.

“ The way diversity of culture is celebrated.

“ The **cost of living is low** so that many can afford homes, to buy nutritious food, etc.

“ A history of community caring and activism.

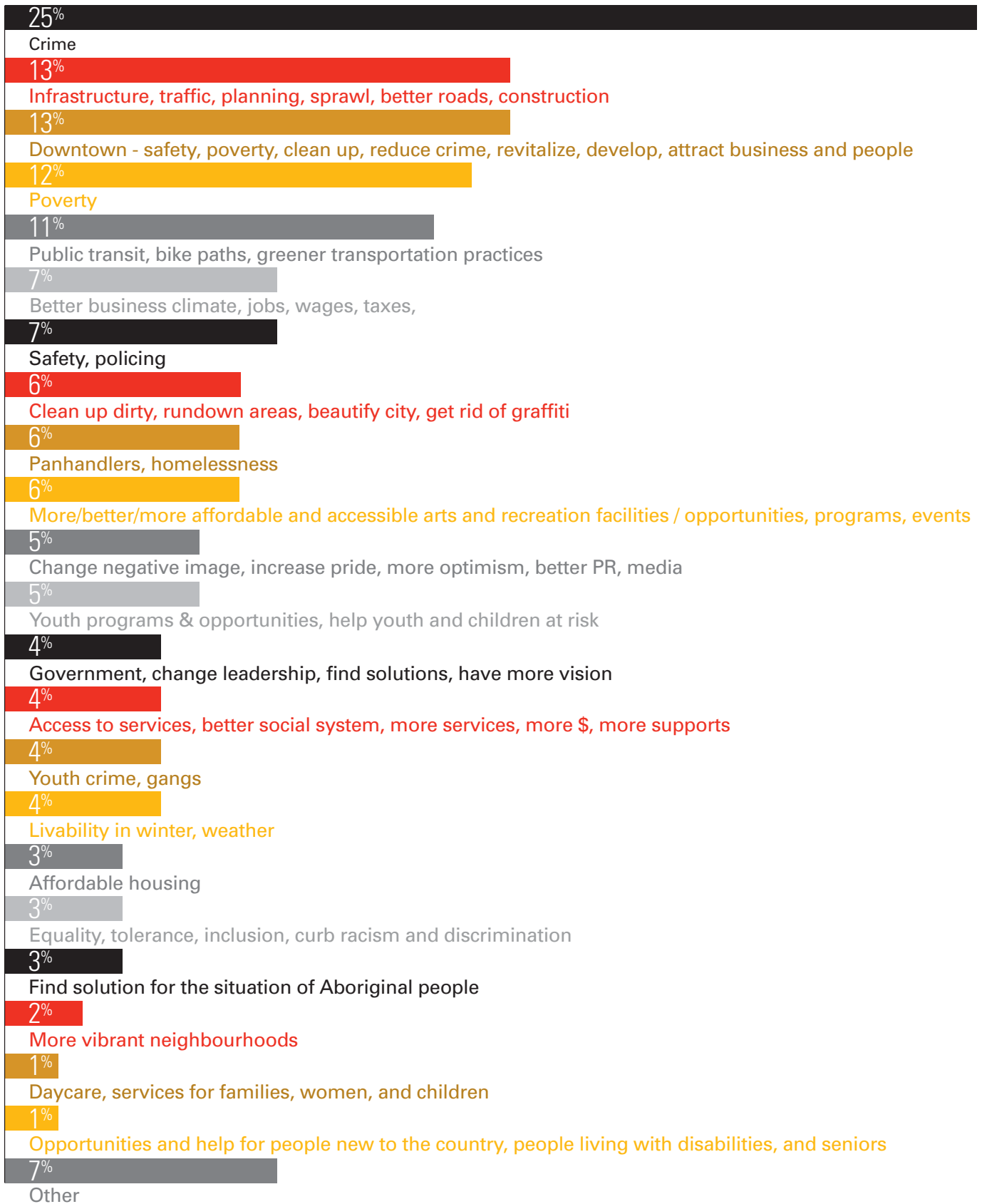
“ Diversity - of people, opportunities for recreation or careers and forms of social engagement.

“ There are a lot of **cultural activities** to choose from such as museums, Fringe Festival, Folklorama, theatre, music, dance.



\*These numbers add up to more than 100% because people often gave more than one answer.

What would you **change** about living in Winnipeg?



- Y** Youth
- A** Aboriginal People
- N** Neighbourhood
- S** Seniors
- I** Income
- E** Education

What would you **change** about living in Winnipeg?

**E** Those with less education are more concerned about crime. They are also more concerned about youth crime/gangs.

**E** There is greater concern about poverty, infrastructure, and public transit among those with higher education levels.

**N** Panelists in NE and NW Winnipeg show more concern about crime than those in other areas.

**A** Aboriginal people have a higher level of concern about crime, poverty, youth crime, equality and tolerance, and having more youth programs and opportunities. They are less likely to be as concerned about downtown and infrastructure issues.

**Y** Young people (under age 24) place higher emphasis than other age groups on cleaning up dirty or rundown areas of the city and increasing the number and quality of recreational opportunities, programs and events.

- A higher portion of men are more concerned with:
  - Infrastructure, traffic, and roads
  - Improving attitudes, increasing pride and optimism
  - Creating a better business climate, improving taxes, costs, etc.
  - Changing leadership, more vision, etc.

- A higher portion of women are concerned about:
  - Safety, policing
  - Panhandlers and homelessness
  - More affordable, better recreational facilities, programs, and events.

“ Children living in poverty and **without adult guidance and supervision**. Children should all have a safe place to go home to.

“ Affordable & frequent transit service. **Safe routes for cyclists**.

“ The Downtown area - if I didn't work there I would never go. It is not safe, and I don't even like walking alone during the day time.

“ **Crime**. It is running rampant in the city. As a senior, I have not seen it this bad.

“ I really would prefer if we could stop our urban sprawl and learn to **improve the existing areas of the city**, rather than moving to the suburbs to escape and ignore problems in the core.

“ Cut down on crime so we can feel safe to walk the streets anytime of day, and not have to worry about **locking our doors** if we go into our backyards.

“ The **revitalization of downtown** needs to happen at a faster pace and more entertainment and retail outlets need to be added in order to attract people downtown at night.

“ Reduce poverty in general. If this occurred then I believe that there would be less crime overall.

“ There has to be a solution to the **poverty in the inner city**. The suburbs are very desirable, but something needs to be done to fix the big problem that is in the middle of our city.

“ Safer neighbourhoods for everyone.



## The Social Issues That Concern Winnipeggers Most



I believe that Winnipeg is a beautiful city but the crime needs to be taken care of a lot more before it can be a truly great city. - Urban Exchange Panelist



...Opportunities for youth and addressing poverty will build this community... - Urban Exchange Panelist

**Many interconnected factors affect the quality of life in a city - economic, cultural, environmental and social.** In this section of *Exchange One: Getting Connected*, panelists considered a list of 19 social issues. They each chose the three issues that they believe need the most work.

Half (50%) of the 2893 people who participated in *Exchange One: Getting Connected* chose youth crime and gang activity as one of the top three issues that concern them most. They ranked crime in general as the second highest concern – 39% of participants included this as one of their top three issues. Poverty rounded out the overall top three social issues, with 28% of individuals adding it to their top three.

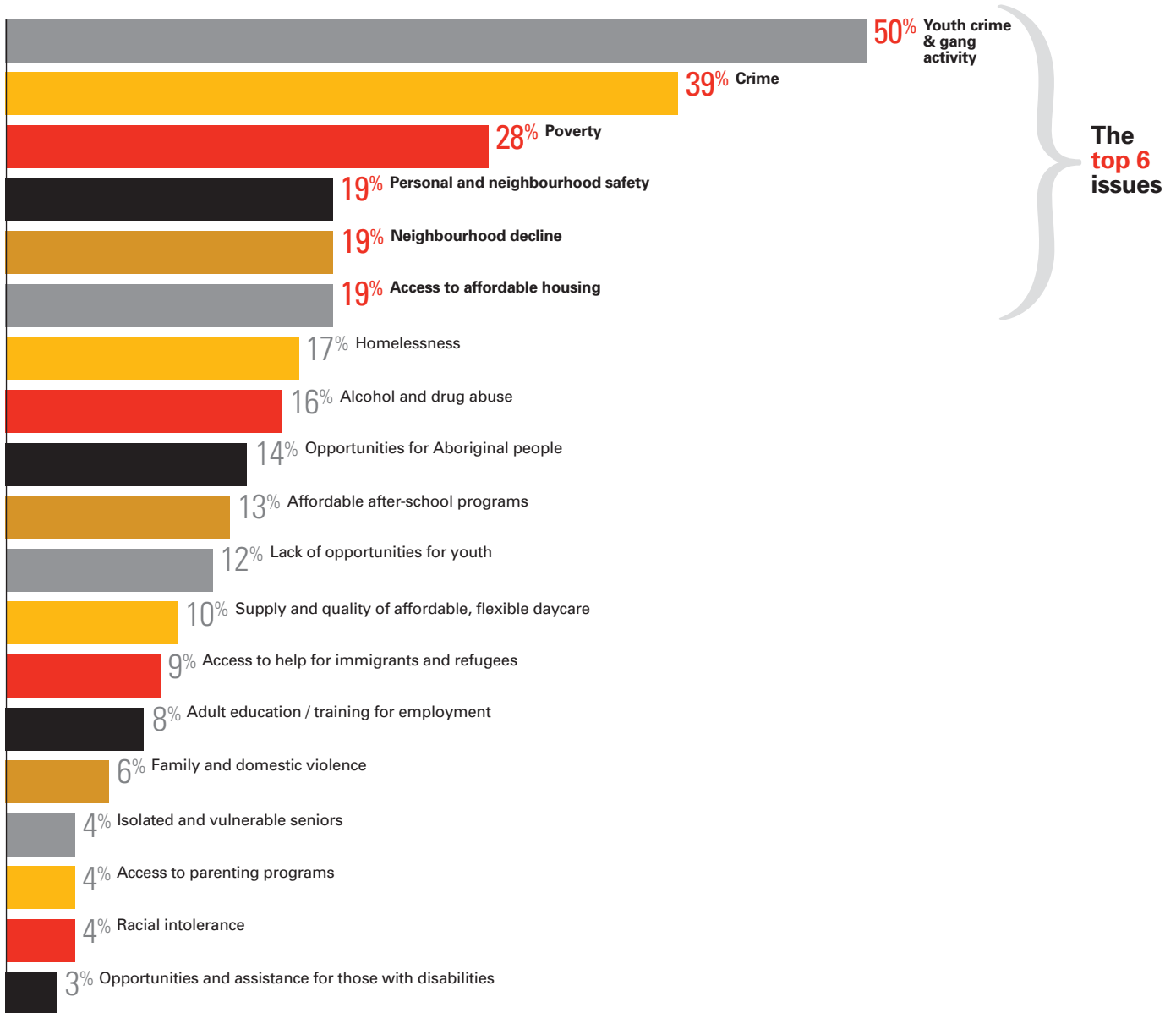
Again, people in certain groups responded differently to this question depending on their age, gender, cultural background and geographic location within the city. They also offered different perspectives when asked if Winnipeg, as a city, is on the right track toward solving their issues of concern.

On the next few pages, you will find a list of the social issues as they were ranked by the entire group along with information that reflects how panelists feel about our collective efforts to address those issues. The perspectives of certain groups with concerns that differed significantly from the overall group are also highlighted.

- Y** Youth
- A** Aboriginal People
- N** Neighbourhood
- S** Seniors
- I** Income
- E** Education

## Which three social issues concern you the most?

From a given list of issues, select the three that concern you the most.



**The top concern of youth crime and gang activity is common to all age groups.**

Those in the lower age groups are more concerned about crime in general.

Those under age 35 are most concerned about homelessness, and alcohol & drug abuse.

Those aged 25 to 34 are more concerned with daycare, neighbourhood decline, and poverty.

We see some differences in gender response, with men selecting youth crime and gang activity, opportunities for Aboriginal people, and opportunities for youth to a greater extent than women.

On the other hand, women identify poverty, homelessness, adequate supply and quality of affordable, flexible daycare, and family and domestic violence to a greater extent than men.

- Y** Youth
- A** Aboriginal People
- N** Neighbourhood
- S** Seniors
- I** Income
- E** Education

**Which three issues concern you the most?**

**N** Those in NE Winnipeg are more concerned than others about crime, and alcohol and drug abuse.

**S** Concern with opportunities for Aboriginal people increases with age.

**I** Concern with youth crime, neighbourhood decline and opportunities for Aboriginal people increases as people's income level increases.

**S** Those age 55+ are more concerned about access to affordable housing.

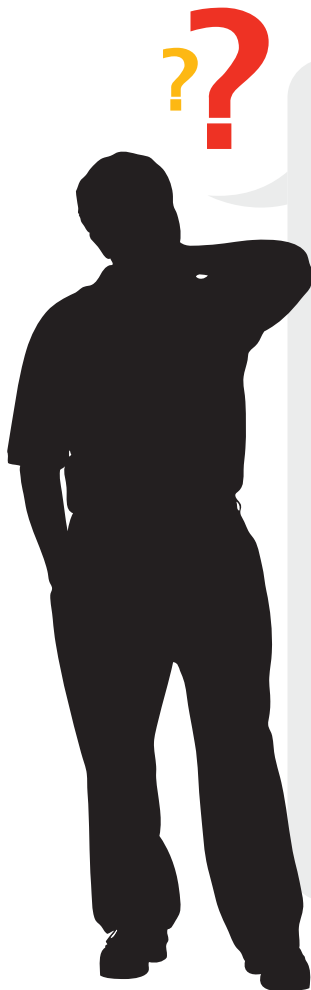
**E** Those with university or college education or post-graduate education are more concerned about the issues of poverty, opportunities for Aboriginal people, and access to help for immigrants and refugees.

**E** People with high school education or less expressed greater concern about youth crime and gang activity, crime in general, alcohol and drug abuse, and homelessness.

**I** People in the lower income categories are more concerned about the issues of poverty, adult education and training, access to affordable housing, and homelessness.

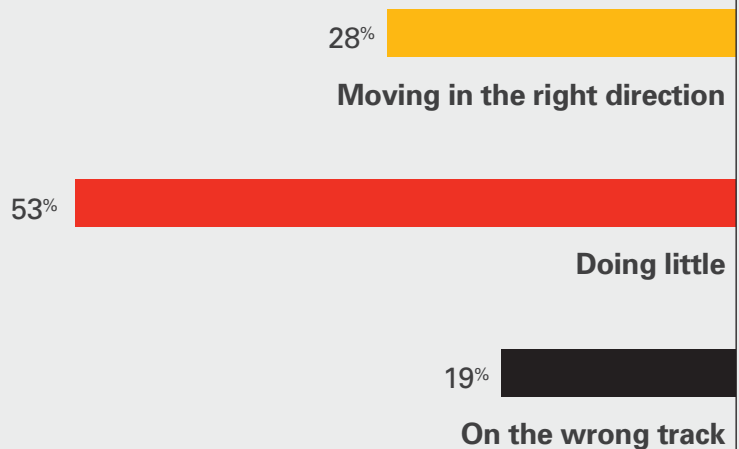
**N** Panelists in Central Winnipeg are more concerned about neighbourhood decline, alcohol and drug abuse, opportunities for Aboriginal people, and lack of opportunities for youth.

**I** Those under age 55 are more concerned about personal and neighbourhood safety.

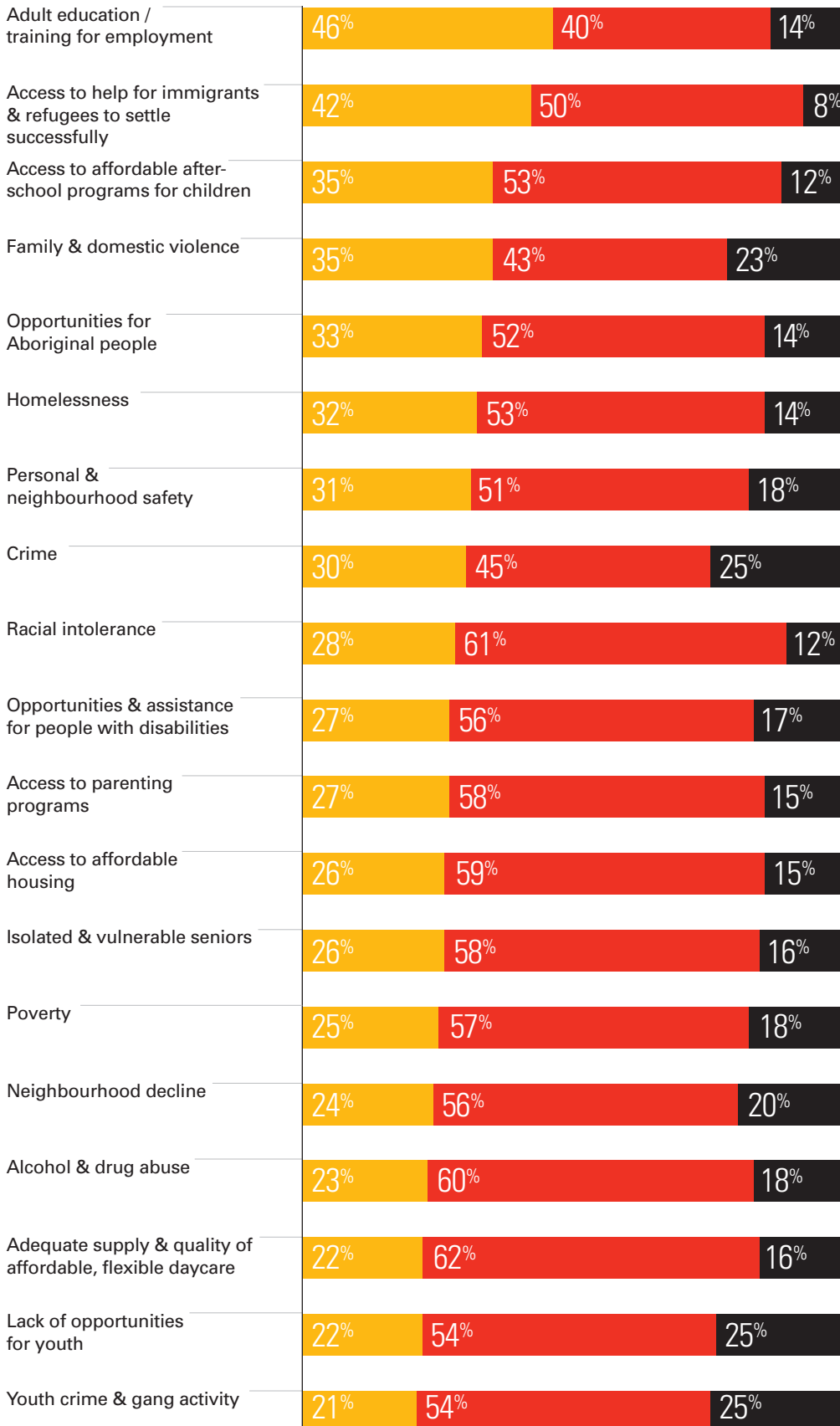


**Is Winnipeg on the right track in solving these issues?**

For each issue that they identified as a concern, panelists were asked if they feel Winnipeg is moving in the right direction, doing little, or on the wrong track in addressing these issues. The following chart shows that in general, **over half of panelists think Winnipeg is doing little** to address its most pressing issues.



## Is Winnipeg on the right track in solving these issues?



- **Moving in the right direction**
- **Doing little**
- **On the wrong track**

👉 Relatively high portions, although less than half of panelists, think we're moving in the right direction on the issues of adult education and training for employment, access to help for immigrants and refugees, access to affordable after school care, family and domestic violence, and opportunities for Aboriginal people.

👉 More Winnipeggers think that Winnipeg is on the wrong track when it comes to addressing crime, youth crime & gang activity, opportunities for youth and family & domestic violence.

## Winnipeggers Talk About Their Involvement in Solutions



As my children grow older, I have found more time to give to my community where they are living and growing in. I care about their surroundings and want to help improve or maintain standards to lead to a better life for them and those in my community. I want to help make Winnipeg beautiful in every way. - Urban Exchange Panelist



There are people with very big hearts in Winnipeg. - Urban Exchange Panelist

**Winnipeg has been described as a place where people come together to accomplish what needs to be done.** The best thing about living in Winnipeg, according to 18% of panelists, is the people. Six percent of them chose to highlight our community spirit. What does this look like? How are panelists involved in the community and what are the issues that they, as individuals, feel they can address?

After panelists identified their top three social issues, they indicated how much they believe individuals can help with those issues. They also shared information about their own efforts to address their top three issues and their general involvement in the community. Most panelists agree that people in Winnipeg are actively involved in improving and contributing to the quality of life in the city. Most feel a strong sense of commitment to participate in their city and that there is a lot or something individuals can do to address their issues of concern.

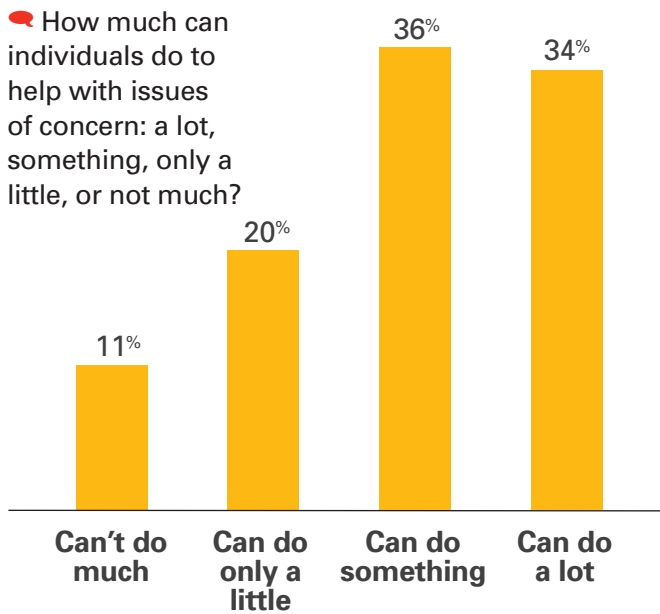
As has already been reflected in previous sections of this report, panelists bring with them a wide range of experiences and perspectives. Depending on a variety of factors – top issue of concern, age, cultural background, income level, geographic neighbourhood – certain groups of people were more or less likely to agree that they are actively involved in doing things to improve the quality of life in the city or that they feel a strong sense of commitment to participate in their city.

This section of the report provides an overview of what panelists said about Winnipeg as a caring community.

- Y** Youth
- A** Aboriginal People
- N** Neighbourhood
- S** Seniors
- I** Income
- E** Education

### Can individuals help?

How much can individuals do to help with issues of concern: a lot, something, only a little, or not much?



In general, most people think that individuals can do a lot or something to help address their issues of concern. At the same time, over 30% feel that there are certain issues about which they can only do a little or not much.

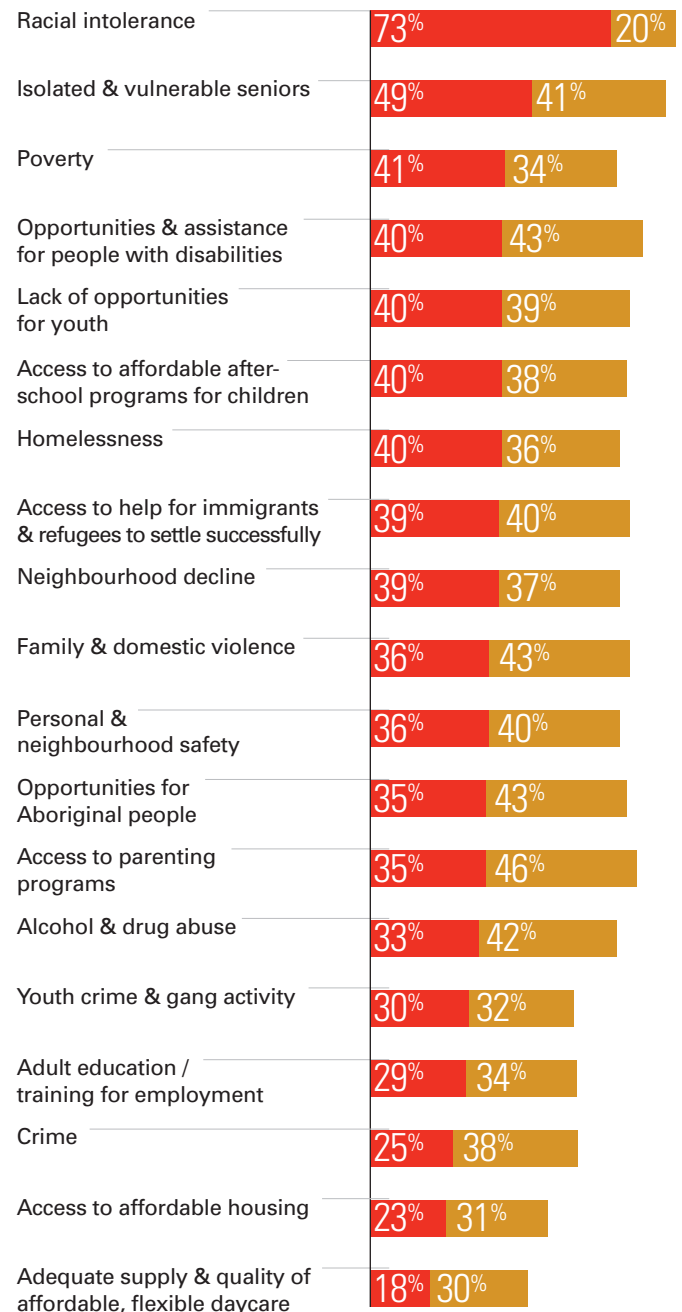
**Y A N** People under age 35, Aboriginal people, and people living in Central and NW Winnipeg are more likely to feel that individuals can do a lot to help.

People feel less able to individually affect the issues of access to affordable housing, crime, and youth crime and gang activity. However, over half do feel that there is a lot or something they can do.

More people think that there is a lot or something that individuals can do about racial intolerance, isolated and vulnerable seniors, poverty, opportunities and assistance for people living with disabilities, opportunities for youth, access to after school and parenting programs, and homelessness.

Fewer people think that there is a lot or something that they can do about supply and quality of affordable, flexible daycare, access to affordable housing, crime, adult education and training for employment, and youth crime and gang activity.

### Individuals can do a lot or something about...

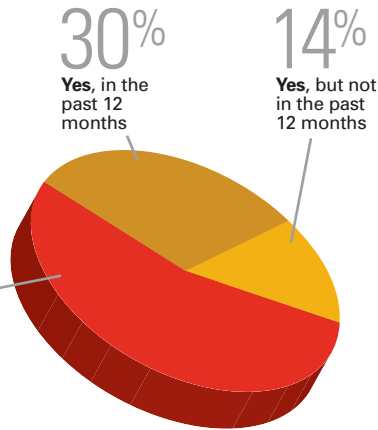


- A lot to help
- Something to help

### Have you personally done something to help?

Personal involvement might be donating time or money, joining a local group, or writing a letter to the editor.

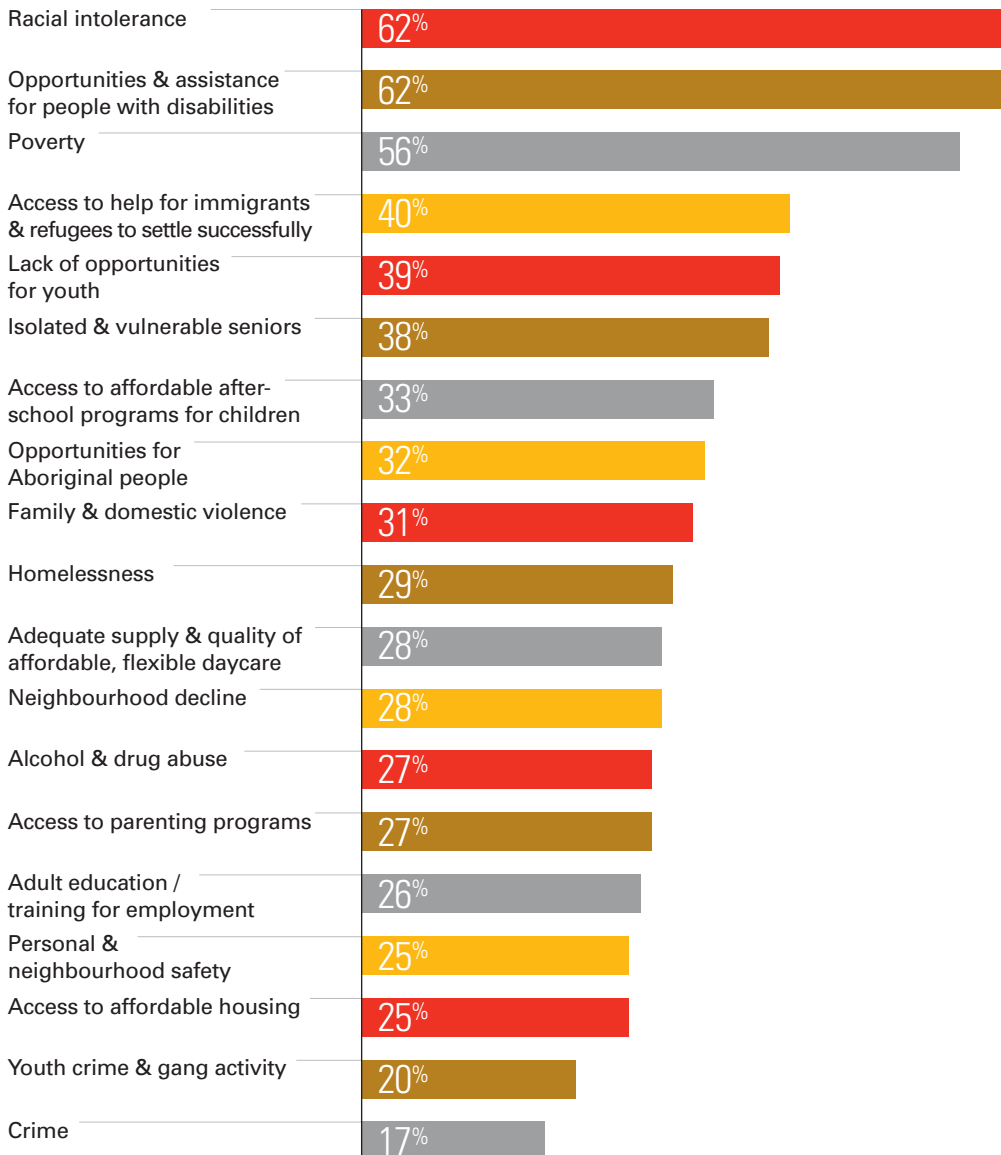
56%  
No



★ 44% have been actively involved in working to change an issue they're concerned about.

- Y** Youth
- A** Aboriginal People
- N** Neighbourhood
- S** Seniors
- I** Income
- E** Education

### What issues have you worked to address?



Percentage of people who have been personally involved in doing something to help with their own issues of concern within the past year.

**E A N** People more likely to have helped with an issue they are concerned about within the past 12 months include those with post-graduate education, Aboriginal people, and people in NW Winnipeg.

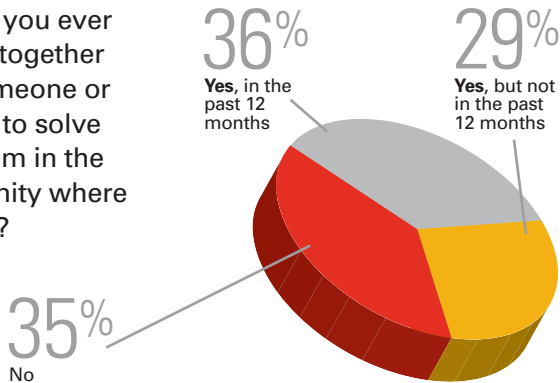
There is higher than average personal involvement in the issues of racial intolerance, opportunities and assistance for people living with disabilities, and poverty.

There is lower than average personal involvement in addressing the issues of crime, youth crime, affordable housing, and personal and neighbourhood safety.

<b>Y</b> Youth	<b>S</b> Seniors
<b>A</b> Aboriginal People	<b>I</b> Income
<b>N</b> Neighbourhood	<b>E</b> Education

### Volunteering

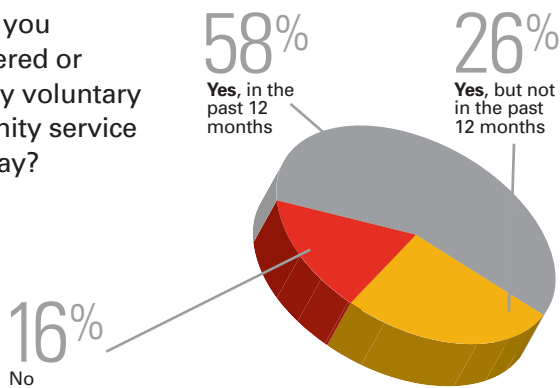
Have you ever worked together with someone or a group to solve a problem in the community where you live?



**E S A N** Those more likely to have worked together to solve a problem in their community in the past 12 months include people who are self-employed, small business owners, professionals / managers, people with post-graduate education, people over 55 years old, those with household size of six or more, Aboriginal people, and people living in NW Winnipeg.

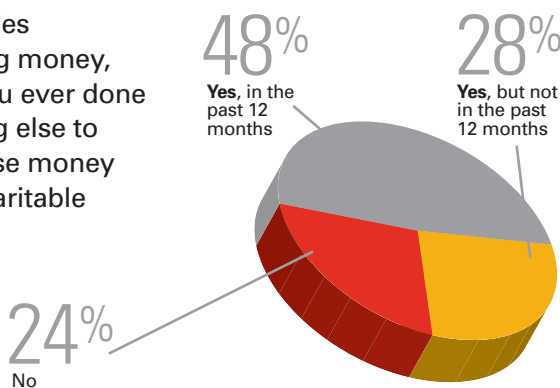


Have you volunteered or done any voluntary community service for no pay?



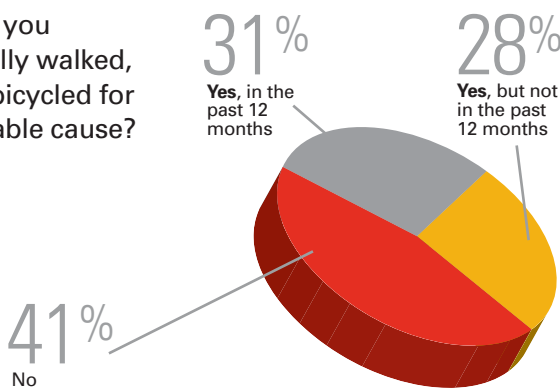
**I Y S N E** Those more likely to have volunteered or done community service for no pay include females, people who are self-employed, small business owners, professionals / managers, those with household income of \$100 000 or more, people aged 15 to 17 and 65 to 74, people with children or larger households, people living in SE and SW Winnipeg, and people with post-graduate education.

Besides donating money, have you ever done anything else to help raise money for a charitable cause?



**I E Y** People more likely to have helped raise money for a charitable cause (besides donating money) include females, people with children in the household, people with higher income and education, students and those aged 15 to 17, and professionals / managers.

Have you personally walked, run, or bicycled for a charitable cause?

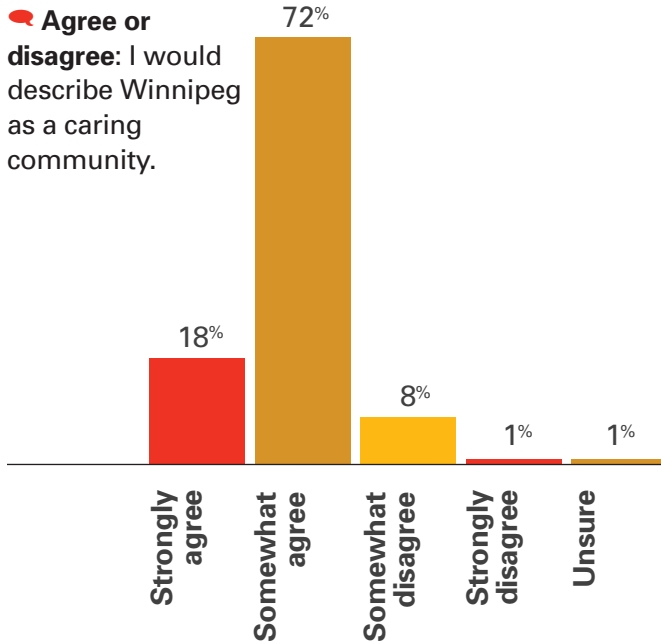


**Y N I** Those most likely to have walked, run or bicycled for a charitable cause include females, students, people aged 15 to 17, people with children in their household or with household size of four or more, people in SW Winnipeg, and those with household income of \$100 000 or over.



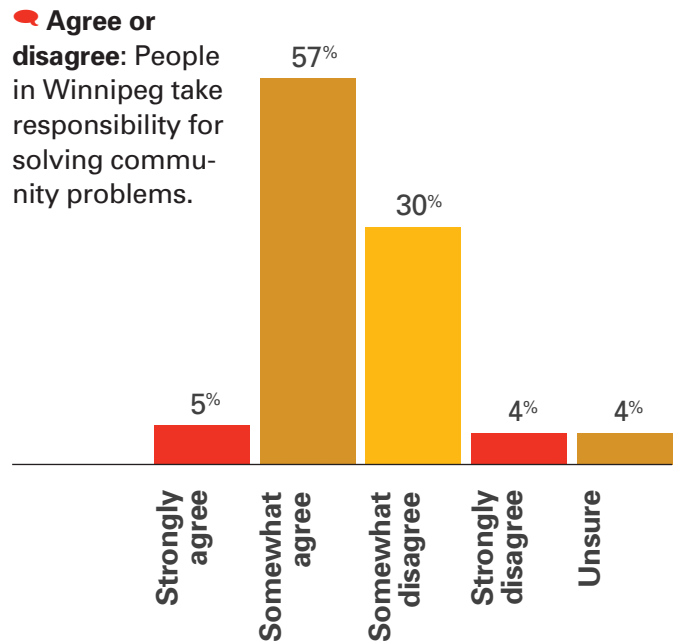
- Y Youth
- A Aboriginal People
- N Neighbourhood
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- E Education

How much are Winnipeggers involved in our community?



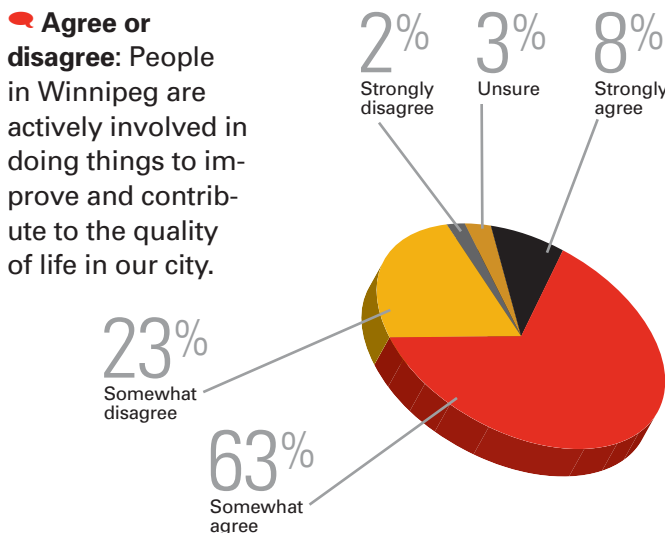
**SENI** The people who are more likely to agree that **Winnipeg is a caring community** include professionals / managers, retired people and those over age 75, people with post-graduate education, people living in SW Winnipeg, and people with incomes of \$100 000 or more.

**AYEI** The people who are **less likely to describe Winnipeg as a caring community** include small business owners, those who identify themselves as Aboriginal people, young people aged 18 to 24, those with high school education or less, and those with household income under \$20 000.



**ENS** Those **more likely to agree that people in Winnipeg take responsibility for solving community problems** include retired people and those not currently employed, those with post-graduate education, people living in SW Winnipeg, and seniors.

**YAN** The people who are **less likely to agree that Winnipeggers take responsibility for community problems** include students and those under the age of 35, those who identify themselves as Aboriginal people, and people living in NW Winnipeg.



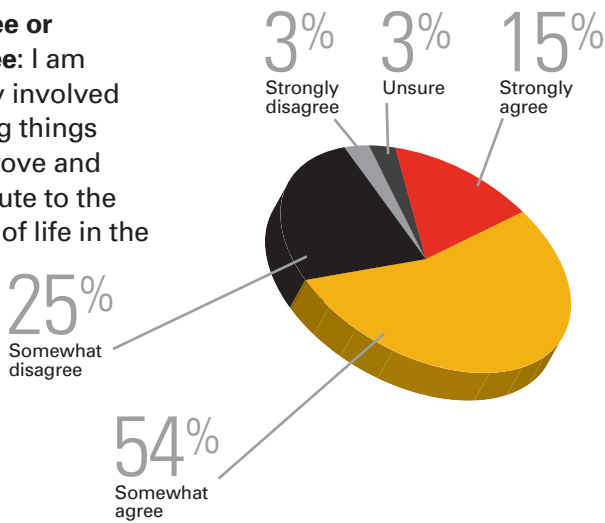
**EANY** Those **less likely to agree that people in Winnipeg are actively involved in doing things to improve and contribute to the quality of life in the city** include those with less than high school education, those who identify themselves as Aboriginal people, people who live in NW Winnipeg, those under age 35, and small business owners.

**ES** Those **more likely to agree that Winnipeggers are actively involved in improving life in the city** include retired people and professionals / managers, those with post-graduate education, and those over age 55.

- Y** Youth
- A** Aboriginal People
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**How much are Winnipeggers involved in our community?**

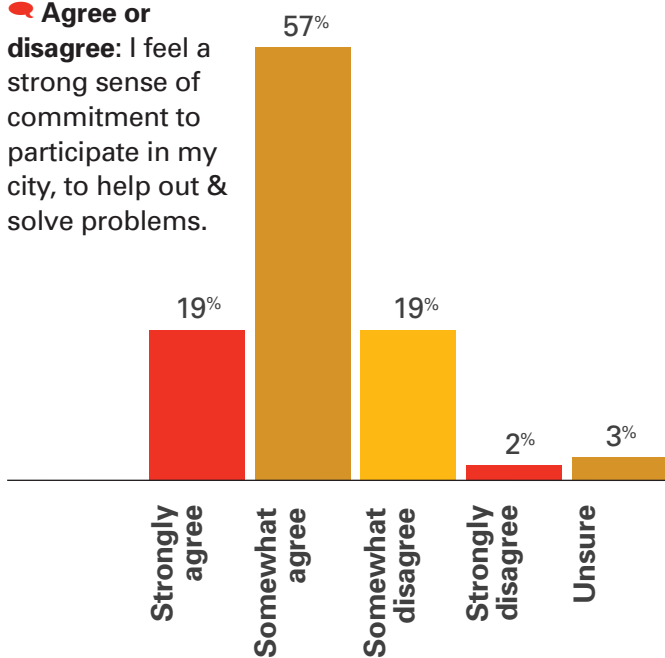
**Agree or disagree:** I am actively involved in doing things to improve and contribute to the quality of life in the city.



**S E** People more likely to agree that they themselves are actively involved in doing things to improve the quality of life in the city include professionals / managers, small business owners, self-employed people, people aged 65 to 74, and those with post-secondary education or higher.

**N Y E** Those less likely to agree with this include those who have lived in Winnipeg for 5 years or less, people living in SE Winnipeg, those aged 18 to 24, and those with high school education or lower.

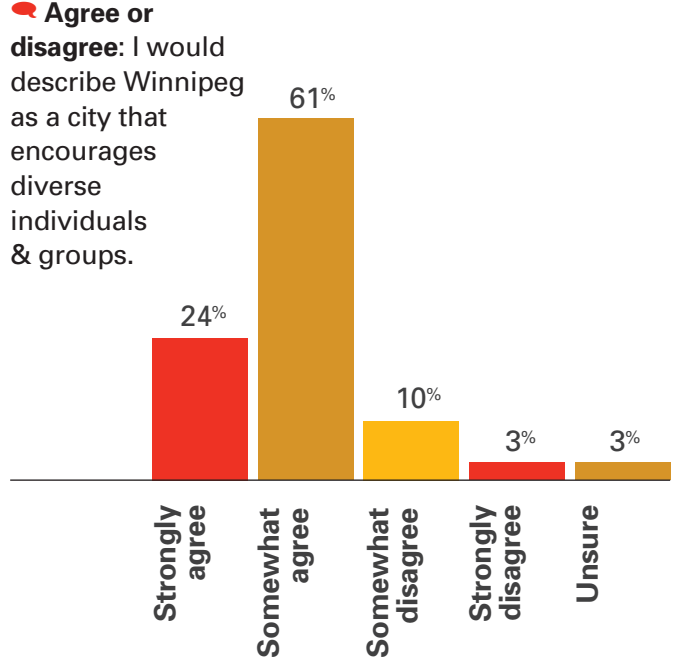
**Agree or disagree:** I feel a strong sense of commitment to participate in my city, to help out & solve problems.



**S E** Those more likely to agree that they feel a strong sense of commitment to participate in their city include retired people and those over age 65, self-employed and professionals / managers, and those with higher levels of education.

**E N Y** The people who are less likely to agree that they feel committed to participate in their city include students and those with high school or less education, those in SE Winnipeg, and those under age 24.

**Agree or disagree:** I would describe Winnipeg as a city that encourages diverse individuals & groups.



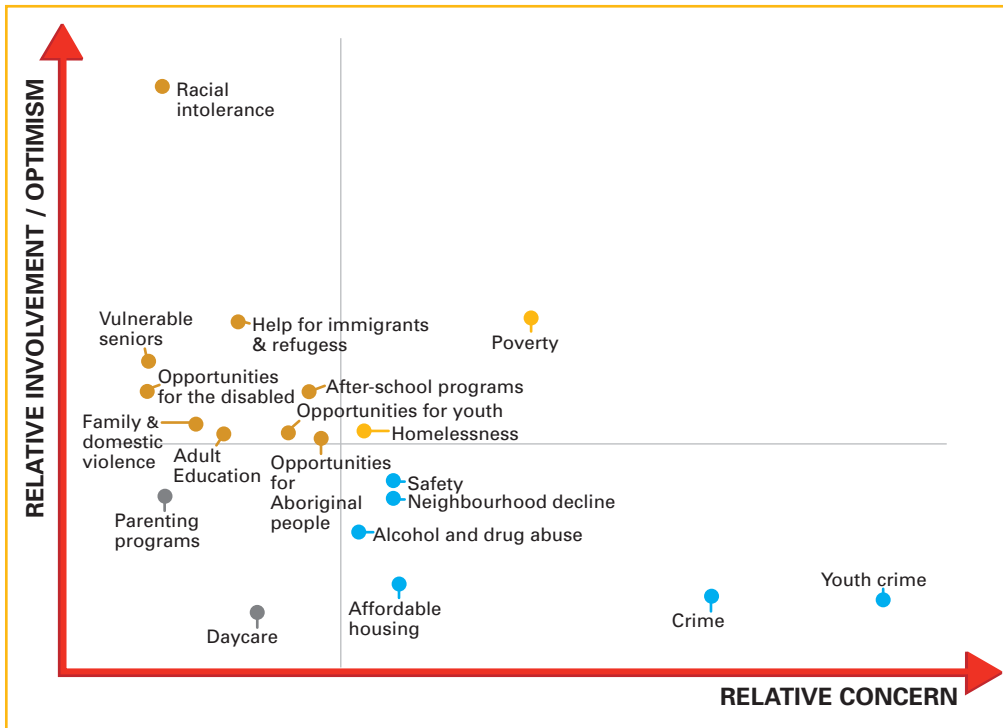
**S** Those more likely to feel that Winnipeg encourages diverse individuals and groups include those not currently employed, and those over age 65.

**Y A I** Those who tend to feel that Winnipeg doesn't encourage diverse individuals and groups include those aged 18 to 24, those who identify themselves as Aboriginal people, and those with income under \$20 000.

**The panelists who have contributed their voices to the Urban Exchange conversation have identified the issues that they're most concerned about in our city.** They've talked about whether they feel like we're on the right track toward addressing those issues of concern. They've helped to paint a picture of personal involvement and volunteerism, and they've offered their opinions about an individual's ability to help with some of the issues that are most important to Winnipeggers.

Sometimes it can be helpful to take pieces of information and look at them side by side. Which issues are of the most concern to Winnipeggers? Of those issues, which ones do they believe an individual has the ability to address? Which issues are they personally involved in addressing?

The grid on the next page visually describes the relationship between the issues people are most concerned about, their opinions about an individual's ability to address them, their personal levels of involvement and their beliefs about whether we're on the right track in addressing them.



This grid helps describe **the relationship between the issues people are most concerned about, their opinions about an individual's ability to address them, their personal levels of involvement, and their beliefs about whether we're on the right track in addressing them.**

The grid shows two measures that we might call panelists' *relative concern* and their *relative involvement/optimism*:

- The horizontal line labeled "Relative Concern" indicates the extent to which people are concerned about these issues (see graph on page 26).
- The vertical line labeled "Relative Involvement / Optimism" is a blended score based on: How much panelists think individuals can do to address their issues of concern (page 30); their own involvement in the past year in addressing these issues (page 31), and whether they think Winnipeg is on the right track in solving these issues (page 28).

Issues located in the upper right quadrant are ones that panelists are relatively more concerned about, and panelists also express either more involvement and/or optimism about solving these issues. Poverty and homelessness appear in this quadrant, meaning that relatively speaking, panelists are very concerned about these issues and are also more involved in helping to solve them.

Youth crime and crime in general are among the issues found in the lower right quadrant. In this quadrant, panelists are more concerned about these issues, but feel less able to influence them or feel less optimistic that we're on the right track in solving them.

Fewer panelists are concerned about the issues located in the lower left quadrant. They are also relatively less involved in or less optimistic about solutions to these issues. Note that these issues were of critical concern to certain groups of participants (see page 26).

Racial intolerance is located near the top of the upper left quadrant, while several other issues are clustered in this quadrant. In this quadrant, fewer people include these issues among their top three concerns, but relatively higher portions feel involved with or optimistic about solving these issues. For example, while a small portion (4%) chose racial intolerance in their top 3 issues of concern, a high portion feel that individuals can make a difference and a high portion say they themselves have worked to address this issue in the past year.

This report reflects both the collective outlook and the unique perspectives of 2893 people who took the time to add their thoughts and ideas to an ongoing, two-way conversation with United Way. Their willingness to share their unique experiences, their interests and concerns and their perception of our city's strengths and challenges is very much appreciated.

Together, Urban Exchange panelists have contributed a wealth of information that is colourful and compelling. Their opinions will generate further thinking and discussion within United Way and among the larger community about social issues and the quality of life in Winnipeg. Panelists have affirmed the perception of Winnipeg as a caring community. At the same time, they have helped to identify areas where more work can be done.

The personal information that participants have shared – demographic information like age, education, income level, cultural background, and gender – will help build a better understanding of the different ideas, concerns and interests that may exist within various groups within the community. It will also help to identify groups who have not yet participated in Urban Exchange, so that they can be invited to have their say.

The information that panelists provide through Urban Exchange will be shared widely with the community, including decision makers, planners, and service providers in government, business, labour, and non-profit organizations. It will help guide United Way's decisions about ongoing priorities as well as new areas and challenges on which to focus. It will contribute to a collective understanding of the vision, concerns, priorities and values of Winnipeggers.

Everyone is welcome to join the conversation. Urban Exchange is open to anyone who wants to be heard and believes that his or her thoughts and ideas, when joined with others, can make a difference.

**To be continued . . .**

Readers of this report who have not yet participated in Urban Exchange are invited to join the advisory panel by visiting [MyCityMySay.ca](http://MyCityMySay.ca), where the *Exchange One: Getting Connected* questionnaire is available in both English and French.

To request a paper version of the questionnaire, or to participate by telephone or in person, please call:

Director of Urban Exchange at 477-5360, or email [Urban.Exchange@UnitedWayWinnipeg.mb.ca](mailto:Urban.Exchange@UnitedWayWinnipeg.mb.ca).

The data from *Exchange One: Getting Connected* can be customized to reflect responses from the perspective of specific groups (e.g. youth ages 18-24, Aboriginal people, people living in SW Winnipeg, etc). To discuss the possibility of a customized report, please call:

Director of Urban Exchange at 477-5360, or email [Urban.Exchange@UnitedWayWinnipeg.mb.ca](mailto:Urban.Exchange@UnitedWayWinnipeg.mb.ca).



“

Thanks for the opportunity to express my thoughts on Winnipeg. I have been looking for a way to get back into giving to the community and I believe a door has just opened. - Urban Exchange Panelist



For more information, please contact the Director of Urban Exchange  
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**Web** [www.MyCityMySay.ca](http://www.MyCityMySay.ca)