

EXCHANGES

WELCOME

Welcome to the first issue of *Exchanges*, a newsletter for Urban Exchange panelists. This newsletter will provide you with updates on what you and other panel members tell us through your participation in Urban Exchange. We will also keep you updated about ongoing or new surveys, and other ways to keep involved and provide input. *Exchanges* will be mailed periodically to all people on the panel and will also be available at MyCityMySay.ca.

THANK YOU

We now have over 400 panel members, and we greatly appreciate the step each of you took in becoming a member of Urban Exchange. As founding members of the panel, together you were the first to take steps in forming something truly unique – a diverse group of involved Winnipeggers who are willing to talk to us and each other about their views, values, and hopes for our city.

Here are some statistics about the participants:

Right now, we have **more women than men** on the panel (70% vs 30%)

So far, we have a **good balance of age groups**, although we would like to have more people aged 55 and over (35% are under age 35, 48% are between 35 and 55, and 18% are over age 55)

People from all neighbourhoods are participating, as are **people from a variety of cultural backgrounds**. We are monitoring the make-up of Urban Exchange and striving to include Winnipeggers from all parts of Winnipeg and all types of backgrounds.

Our panelists are mostly long-time residents of Winnipeg (over three-quarters have lived here longer than 20 years).



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United Way of Winnipeg
Advisory Panel
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FOUNDING MEMBERS

What's Best About WINNIPEG

The **people** and **culture!**
Male, age 28

The **passion** that the citizens hold for the revitalization of the city, and the **drive to assist** one another in times of need or crisis.

Female, age 25

Winnipeg has a **strong sense of community**, every one living in Winnipeg is a valuable part of this community. We are all Winnipeggers and belong here.

Male, age 45

The reasonable cost of living and competitive wages. It means I have a higher level of disposable income and a **higher quality of life**.

Female, age 42

A city with **culture, diversity**, a pace of life that is steady and with possibility of positive changes to occur.

Female, age 53



Based on the results thus far, we would like to share some early findings.

We asked panelists about their views of the quality of life in Winnipeg.

Here are some examples of what we learned:

Most of you (55%), would rate the **quality of life in Winnipeg at 4 out of 5** (where 5 means excellent). About 4 in 10 panelists rate the quality of life at 3 or less out of 5. The longer you've lived in Winnipeg, the higher you rate the quality of life.

Thinking about the **quality of life** in Winnipeg, about half believe that we are mostly **headed in the right direction**, while about half believe that we are a little off track.

WHAT NEEDS THE MOST IMPROVEMENT IN WINNIPEG?

You also had a lot to say about **what you would like to see improved** about the quality of life in Winnipeg. Here are your top suggestions:

Address the issue of poverty **18%**

Improve Winnipeg's downtown **13%**

Address the issue of crime **10%**

Infrastructure, traffic, planning **10%**

Public transit, alternative forms of transit **9%**

Foster positive attitudes, pride and optimism **8%**

WHAT IS THE BEST THING ABOUT LIVING IN WINNIPEG?

You told us a lot about **what you like about living in Winnipeg**. We sorted your written comments into some categories so that we could look at common themes. Here are some of these themes:

The people, family, friendly **27%**

Affordable, reasonable cost of living **21%**

Community spirit, involvement **17%**

Easy to get around, accessible **16%**

Arts, culture, entertainment **16%**

Diversity **14%**

PANELISTS' TOP SOCIAL CONCERNS

What are **panelists' top social concerns**? From a list of issues, we asked you to identify your top three concerns.

Winnipeg's TOP 5

Social Concerns Include

- 1 Poverty.
- 2 Youth crime and gang activity.
- 3 Access to affordable housing.
- 4 Neighbourhood decline.
- 5 Crime.

There are varying opinions as to whether our community is on the right track in addressing these issues. Between 2 and 3 people in 10 believe so, while most of the rest think our community is doing little to address these issues.

Most people also think that there is at least **something that individuals can do** to impact these issues. The **exception** is affordable housing, where fewer people see that individuals can do much.

WHAT'S HAPPENING NOW?

We are continuously working to **expand the number of Urban Exchange panelists**. The more people we have involved, the richer the information and the greater the opportunity to combine our energies for positive change. On May 29, we will be launching a campaign to invite all interested Winnipeggers to take part – everyone is welcome to join.

Our **second survey** will soon be sent out. The theme is **"What Winnipeggers Value"** and gives opportunity for panelists to talk about what's important to them.

As more and more people join Urban Exchange and respond to the surveys, we will feed these results into the planning of United Way, and share the results with other decision-makers who could use this information. The information has already begun to influence some of our decisions at United Way of Winnipeg.

FREE

**urba
exchange**

FOUNDING MEMBER

SHIRT



Celebrate your commitment to the future of our city! As a token of our appreciation, we'd like to send you an **Urban Exchange "Founding Member" shirt**, absolutely free! To receive your stylish, limited-edition shirt, simply visit MyCityMySay.ca/tshirt.pdf to choose your style, size and colour. If you'd rather place your order over the phone, just give **Pat Harper** a call at **477-5360**.

YOU ASKED US...

Why are you asking for my name and contact information on a survey?

A panel is quite different from traditional market research. It is an **ongoing exchange** of information. Instead of anonymously phoning you and asking you your opinions just once and with little benefit to you, the goal here is to exchange opinions and information, and provide you with positive benefits for being on the panel. Further, we will ask you for certain information only once (such as your age and gender). Access to your name and contact information is restricted to administrative and contact purposes and is maintained separate from your survey responses.



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We'd Love to Hear from **YOU**

We would like to include your comments and questions in the next newsletter. And, we would value any input at all about any aspect of Urban Exchange. Please feel free to contact Pat Harper at United Way:

477-5360, ext 260

patharper@UnitedWayWinnipeg.mb.ca

Stayed tuned for Survey Two: What Winnipeggers Value, and watch for the media launch of Urban Exchange on May 29.

Thanks again for being a founding member during our first year of Urban Exchange.

