

# **Citizen Attitudes Toward City Services and Taxes**

**Research and Working Paper No. 13**

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**by Dan A. Chekki  
1985**

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**The Institute of Urban Studies**





THE UNIVERSITY OF  
WINNIPEG

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CITIZEN ATTITUDES TOWARD  
CITY SERVICES AND TAXES

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## 1.0 INTRODUCTION

A major responsibility of urban governments is to provide public services from tax revenues. Several Canadian cities have been experiencing fiscal strain due to rising expenditures, slowly growing local revenues, and growing dependence on provincial and federal government grants. Taxpayers frequently demand improved services but are reluctant to pay increased taxes. What happens when cities have less to spend? Often it leads to increased taxes and reduced services. In any event, city administrators, planners, and politicians have to decide which public services should be either maintained at current levels or improved, reduced or eliminated.

The limited financial resources of city governments generally do not allow for the maintenance or improvement of all existing public services, let alone the introduction of new services. However, urban governments try to provide the best possible package of services, given this fiscal restraint. The process of budget allocation inevitably involves trade-offs to be made between one service and another.

Despite the recent trend for more citizen involvement in decision-making at the municipal level, the citizen generally has hardly any input into decisions related to urban public service provision and taxes. By and large, urban policymakers have little information on citizen preferences for public services. Citizens on the other hand are becoming increasingly informed about civic affairs and are now more concerned about public service cuts and tax increases. Yet, despite widespread concern with levels of property taxation and the quality of municipal services, and a growing taxpayer demand for input into



decisions on urban government expenditures, adequate effective systems in Canada seldom exist for citizen input into decision-making on tax policy, and the provision of public services. It is in this context that the results of a survey of a representative sample of citizen's attitudes toward city services and taxes could be useful in formulating urban policy.

As a part of the 1984 Winnipeg Area Study (WAS) a few questions were asked with the purpose of probing the attitudes of Winnipeg residents regarding preferences for spending on the major municipal services and for levels of property taxation. The following outlines the sample and method and provides some preliminary findings.

## 2.0. SAMPLE DESIGN

### 2.1. POPULATION

The 1983 WAS population universe was designated as all dwelling units that were listed in the 1982 assessment file for the City of Winnipeg. The 1983 assessment file was not yet available at the time of the field work due to some technical problems at City Hall. However, the estimated size of the universe not available for sampling was less than 1 percent. This discrepancy is low because in 1982 building permits reached their lowest points in recent city history.

### 2.2. SAMPLING

A simple random sample of 750 addresses was selected for personal interviewing from a computerized list of addresses compiled by the City Planning Department, City of Winnipeg, for the 1982 assessment. Nursing

homes and temporary residences were deleted from the sample. The household was the primary sample unit. Addresses were replaced in 78 cases because the households were vacant or ineligible. An additional nine households were not replaced because their ineligibility for selection was discovered too late in the interviewing process. The final sample size was therefore 741. Gender, age and residency were criteria involved in the selection of the respondent in the household. A total of 27 interviewers were trained to conduct the interviewing which began in the first week of March 1984. A total of 573 respondents were interviewed for a response rate of 77.3 percent.

### 2.3. SOCIODEMOGRAPHIC PROFILE OF RESPONDENTS

#### Age and Sex

There were 56 percent female and 44 percent male respondents in the total sample. Close to half of the respondents (48.7 percent) were between 25 and 44 years of age and the median age was 36 years.

#### Marital Status

Single respondents made up 23.4 percent of the sample, while 59.8 percent were married or living in a common-law relationship. The remaining 16.8 percent were either divorced, separated or widowed.

#### Education

Forty-six percent of the respondents had attended or completed high school. Twenty-four percent had obtained, or been exposed to a university education, while 13.9 percent had not gone beyond the junior high school level.

### Employment

Half of the respondents (51 percent) were employed on a full-time basis. The employment status of the others in the survey was: part time - 12.8 percent; unemployed - 5.4 percent; retired - 12.6 percent; in school - 5.4 percent; and keeping house - 11.9 percent.

### Income

A fairly high proportion (82 percent) of the respondents provided their gross household income. The median household income for 1983 was in the \$26,000 to 27,999 range.

### Religion

Responses to the question on religious preference show that 30 percent of the respondents were Roman Catholic or Ukrainian Catholic; 17 percent were United Church members; 9.1 percent were Anglican; and 5 percent were Lutheran. A number of other religions were cited by less than 5 percent of the respondents (e.g., Jewish - 3.3 percent; Mennonite - 2.5 percent). Twelve percent stated that they have no religious preference.

### Ethnicity

Respondents who considered their ethnic identity to be Canadian represented 38.5 percent of the sample. This is the largest category and shows an increase when compared to the 1981 WAS (29 percent) and the 1983 study (36 percent). Others identified their ethnicity as English, Scottish or British (9.7 percent), Ukrainian (7.2 percent); French or French-Canadian (5.4 percent); and German (4 percent). No other ethnic group was cited by more than 3 percent of the respondents (e.g., Italian, Native Indian).

## Residence

Respondents living in a single house constituted the largest group (61 percent), followed by 15.3 percent in apartments less than five stories, 11 percent in higher apartments, 6.6 percent in semi-detached and duplex housing, and 4 percent in row-town housing. The length of residence in the surveyed dwelling unit varied from five or more years (52 percent) to less than one year (22.6 percent).

### 2.4. SAMPLE QUALITY

A sample size of 573 for a population of 220,000 households provides an error level of 4.1 percent, 19 times out of 20. This level of precision is comparable to the Gallup Poll, and is the standard of scientific precision in survey research. Refusals were 22.6 percent.\*

The sample was compared to the 1981 Census of Canada for Winnipeg on a number of characteristics.

Table 1 compares the household size distribution. Households consisting of one person are underrepresented in the sample while those consisting of 4-5 persons are overrepresented. It may be, however, that the number of one person households has in fact declined since 1981 due to the economic recession which would lead some young people to delay going out on their own. In fact, the proportion of those living alone has declined in each of the three Winnipeg Area Studies (1981, 23.2 percent; 1983, 21.76 percent; 1984, 20.24 percent). If this is indeed occurring in

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\*For detailed procedures used in sampling and data collection, refer Winnipeg Area Series Report No. 3, Institute for Social and Economic Research, University of Manitoba, 1984.

the population, it would likely increase the proportion of the population in households of 4-5 persons.

The sample is 56 percent female, compared to 53 percent of the city population (over 20 years of age) that is female. Sixty-one percent of the sample live in single dwelling units (59 percent according to the Census) and 57 percent own their own home (59 percent according to the Census). None of these are statistically significant differences.

Table 2 compares the age distributions of the WAS sample with the 1981 Census data. The 18-19 year old and 45-54 year old groups are underrepresented in the sample while the 25-34 year old group is overrepresented. It is difficult to know if this is the effect of a differential refusal rate between the age groups, an artifact of the sampling procedures, or a reflection of an actual change in the age distribution since 1981.

In summary, the sample is a fairly accurate representation of the Winnipeg population. Statistically significant differences can be resolved by weighing the estimates if deemed appropriate.

TABLE 1

Household Size Distribution for the 1984 WAS Sample and for the 1981 Census of Canada for Winnipeg

Household Size	1984 Winnipeg Area Study	1981 Census of Canada for Winnipeg <sup>a</sup>
	%	%
1	20.24*	25.78
2	33.68	30.28
3	15.71	16.21
4-5	27.57*	23.81
6-9	2.79	3.92
TOTAL	100.00	100.00

<sup>a</sup>Statistics Canada, 1981 Census of Canada, 95-940 (Volume 3 - Profile Series A): 1-1.

\*Significantly different from Census proportion at the .01 level.

TABLE 2

Age Distributions for the 1984 WAS Sample and for the 1981 Census of Canada for Winnipeg<sup>a</sup>

Age Group	1984 Winnipeg Area Study	1981 Census of Canada for Winnipeg <sup>b</sup>
	%	%
18-19	2.12*	5.13
20-24	12.97	13.59
25-34	30.34*	23.54
35-44	18.87	15.41
45-54	9.17*	13.57
55-64	13.40	13.17
65-69	6.35	5.45
70-74	4.41	3.98
75+	2.47	5.90
TOTAL	100.00 (N 567)	100.00

<sup>a</sup>Census percentages are based on the population of individuals age 18 years and over. WAS percentages are based on the sample population of individuals age 18-80 years.

<sup>b</sup>Statistics Canada, 1981 Census of Canada, 95-940 (Volume 3 - Profile series A): 1-1.

\*Significantly different from Census proportion at the .01 level.

3.0 PRELIMINARY FINDINGS

3.1. QUESTION A.

Considering that all services cost money, what is your preference about the amount of money to be spent on the following city services? Should the city spend a lot less on this service, somewhat less, the same, somewhat more or a lot more?

	LOT LESS	SOMEWHAT LESS	SAME	SOMEWHAT MORE	LOT MORE
POLICE PROTECTION	1	2	3	4	5
PUBLIC TRANSPORTATION	1	2	3	4	5
LIBRARY, CULTURE/ARTS	1	2	3	4	5
MAINTAINING AND REPAIRING ROADS	1	2	3	4	5
POLLUTION CONTROL	1	2	3	4	5
WELFARE/SOCIAL SERVICES	1	2	3	4	5
PARKS AND RECREATION	1	2	3	4	5

TABLE 3

SPENDING PREFERENCES OF CITIZENS RANKED BY SERVICE TYPE

	LOT LESS	SOMEWHAT LESS	SAME	SOMEWHAT MORE	LOT MORE	AGGREGATED MEAN
MAINTAINING AND REPAIRING ROADS	0.2	2.1	24.7	39.2	33.8	4.04
POLICE PROTECTION	0.2	1.6	29.6	51.5	17.1	3.84
POLLUTION CONTROL	1.1	4.8	38.7	36.5	19.0	3.67
PARKS AND RECREATION	0.7	6.1	58.0	25.8	9.5	3.37
LIBRARY, CULTURE/ARTS	2.0	6.9	53.2	31.0	6.9	3.34
PUBLIC TRANSPORTATION	1.6	6.3	62.0	23.1	6.9	3.27
WELFARE/SOCIAL SERVICES	7.4	16.4	41.3	25.3	9.6	3.13



- 3.1.1. Winnipeg residents preferred to spend more in each of the seven service categories listed.
- 3.1.2. Preferences to increase municipal spending was greatest for the area of road repair and maintenance.
- 3.1.3. Significantly high preferences to spend more were also noted in the areas of police protection and pollution control.
- 3.1.4. A significant percentage of respondents (41.3%) preferred to maintain current levels of spending on welfare and social services even though the mean response indicated a preference to spend slightly more.

3.2. QUESTION B.

Assume that the city is faced with higher costs for services and not enough money. Would you indicate whether you agree or disagree with each of the following options that the city government might allow.

- a. Increase property taxes and increase services. Which number comes closest to your views?

STRONGLY AGREE			NEUTRAL			STRONGLY DISAGREE
1	2	3	4	5	6	7

- b. Increase property taxes only as necessary to provide existing services.

STRONGLY AGREE			NEUTRAL			STRONGLY DISAGREE
1	2	3	4	5	6	7

- c. Keep property taxes the same but cut services.

STRONGLY AGREE			NEUTRAL			STRONGLY DISAGREE
1	2	3	4	5	6	7

d. Decrease property taxes and cut services.

STRONGLY AGREE			NEUTRAL			STRONGLY DISAGREE
1	2	3	4	5	6	7

3.3. QUESTION C.

Which of the options presented is your first choice? (READ  
OPTIONS)

- a .....1
- b .....2
- c .....3
- d .....4

TABLE 4

ATTITUDES TO CHANGES IN LEVELS OF  
PROPERTY TAXES AND CITY SERVICES

	STRONGLY AGREE		NEUTRAL			STRONGLY DISAGREE		MEAN	OPTION OF FIRST CHOICE
	1	2	3	4	5	6	7		
increase taxes maintain services	20.7	21.4	13.9	23.4	10.3	5.1	5.2	3.18	71.9%
increase taxes and services	2.4	4.5	12.7	33.0	14.3	13.4	19.6	4.71	13.1%
maintain taxes decrease services	2.5	4.9	6.5	16.1	13.9	25.0	31.1	5.53	9.6%
decrease taxes and services	3.3	4.0	4.8	19.7	13.0	19.4	35.8	5.36	5.5%

3.3.1. When asked how they felt about changes in the levels of taxation and services, the majority of Winnipeggers preferred to "increase taxes only as necessary to provide existing services."

3.3.2. Significant disagreement occurred in questions advocating service cuts.

3.4. QUESTION D.

Should city council members vote mainly to do what is best for their district or ward or to do what is best for the city as a whole even if it doesn't really help their own district? What is your feeling?

FAVOUR					FAVOUR CITY	
LOCAL WARD		NEUTRAL		AT LARGE		
1	2	3	4	5		

TABLE 5

ATTITUDES TO COUNCIL VOTING

FAVOUR LOCAL WARD		NEUTRAL		FAVOUR CITY AT LARGE		MEAN
1	2	3	4	5		
12.0	8.0	12.6	18.9	48.5	3.84	

3.4.1. Responses to the question asking whether a city councillor should cast his/her council vote with the interests of their local ward or the city-as-a-whole in mind indicated that a significant majority

(48.5%) preferred that the council vote be based on the interests of the city-as-a-whole.

#### 4.0 DETAILED FINDINGS

The following analysis complements the preliminary findings of the Winnipeg Area Study (1984) regarding citizen attitudes to property taxation and city service policy. Various demographic attributes and other citizen characteristics are correlated with city government spending preferences to obtain an in-depth break down of which categories are relevant to either high or low preferences.

4.1 Age

TABLE 6

Mean Scores for each Age Category

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	<24	25-32	33-40	41-48	49-56	57-64	>65
police	3.56	3.79	3.86	3.96	4.15	3.83	3.9
publ. trans.	3.28	3.27	3.3	3.24	3.22	3.25	3.31
libr/cult	3.37	3.46	3.4	3.24	3.26	3.12	3.22
roads	4.14	4.12	4.02	4.07	4.08	3.92	3.9
pollution	3.63	3.85	3.45	3.69	3.86	3.76	3.57
welfare	3.21	3.28	3.06	3.02	3.18	2.87	3.2
parks	3.49	3.45	3.44	3.49	3.28	3.11	3.15
average	3.53	3.60	3.50	3.53	3.58	3.41	3.46

---

- 4.1.1. There was no clear pattern of age group preferences to spend across all service categories.
- 4.1.2. The youngest respondents preferred to spend less on police, and more on roads and parks than other age groups.
- 4.1.3. The oldest respondents preferred to spend more on public transportation and less on roads than any other age grouping.
- 4.1.4. Spending preferences on police protection increased until age 56 after which they declined although not significantly. The late middle age respondent in the category between ages 49 and

56 years preferred the highest level of spending (mean = 4.15).

- 4.1.5. The most senior age group, ie., over 65 years, preferred the highest level of spending for public transportation.
- 4.1.6. Preference to spend on libraries and culture was higher overall for respondents under the age of 40 years after which preferences to spend dropped off significantly.
- 4.1.7. Preference to spend on road maintenance and repair was highest in the two youngest age categories, significantly high among the middle age groupings, and dropped slightly to 3.9 in the most senior age category.
- 4.1.8. Preference to spend on pollution control was highest in the age groupings of 25-31 years and 49-56 years.
- 4.1.9. The age grouping of 25-32 had a higher preference to spend on welfare (mean = 3.28) than any other group. Preferences to spend were low among middle age respondents, ie., 33-48 years, among ages 57-64 years. This latter group was also the only group to indicate a response to spend less than the theoretical mean (mean = 2.87). The age group of 65 years and over was comparatively higher in its preference to spend on welfare and social services than most other age groupings (mean = 3.2).
- 4.1.10. Preferences for spending on parks and recreation were similar for ages under 48 years, and comparatively higher than responses given by those over age 48. The desired level of spending dropped at this point from a range of means of 3.44/3.49 to 3.28/3.11.

4.1.11. The responses for the age categories displayed distinct patterns on the basis of individual service categories but not overall. That is, the conclusion cannot be made that age correlated to aggregated preferences to spend more or less.

4.2 GENDER

TABLE 7

Mean Scores by Gender

	Male	Female
police	3.72	3.93
pub. transport	3.27	3.28
libr./culture	3.3	3.37
roads	4.03	4.05
pollution control	3.64	3.7
welfare	2.97	3.26
parks	3.42	3.34
average	3.48	3.56

- 4.2.1. Over all services, women prefer high levels of spending than men.
- 4.2.2. The only service area in which women preferred lower spending levels was parks and recreation.
- 4.2.3. Levels of spending preferred by women are significantly higher than men in the areas of police protection and welfare and social services. Preferences were only marginally different in the areas of public transportation, library and culture, and road maintenance.

4.3. EDUCATION

The question asked to determine the highest level of education included a number of categories of response. After initial regrouping, five main categories were selected, namely, elementary school or less, junior high school up to high school graduation, technical school including incomplete university education, completed undergraduate university degrees and diplomas, and advanced degrees.

TABLE 8

	Mean Scores by Education Level				
	ELEM	H.S.	TECH.	UNIV DEGR	ADVANCED DEGREE
police	3.58	3.89	3.84	3.7	3.67
pub. trans.	3.05	3.27	3.24	3.34	3.78
libr/culture	2.84	3.28	3.4	3.55	3.63
roads	4.1	4.12	3.97	3.86	3.79
pollution	3.41	3.71	3.67	3.68	3.43
welf./soc. serv.	3.16	3.10	3.16	3.19	3.21
parks/recreat.	3.25	3.41	3.36	3.3	3.25
average	3.34	3.54	3.52	3.52	3.54



- 4.3.1. Over all services, education was not correlated to levels of spending preference. The exception was present in the category of "elementary school or less" where the preference to spend was noticeably lower.
- 4.3.2. The preference to spend more on police protection decreased in linear progression from the level of high school (mean = 3.89) to the advanced degree (mean = 3.67).
- 4.3.3. The preference to spend more in the area of public transportation was greatest for those with the highest level of education.
- 4.3.4. The preference to spend on library and culture followed a progressive linear pattern going from below the theoretical mean among those with lowest education level (mean = 2.84) to the highest education level (mean = 3.63).
- 4.3.5. A reversed pattern occurred regarding preferences to spend on road maintenance and repair. A linear pattern emerged where those with more education preferred progressively less spending on roads than other categories.
- 4.3.6. Those with the highest level of education were the most sympathetic group towards welfare spending.
- 4.3.7. Those in the "high-school" education category preferred the highest levels of spending for parks and recreation. The preference to spend decreased as education increased.
- 4.3.8. Patterns of preference over individual service categories were generally linear regarding education levels showing that those

with higher levels of education diverged from those with lower levels of education in a consistent manner.

4.4 INCOME

TABLE 9

Mean Scores by Household and Individual Income

	Household Income					Individual Income				
	- 11,999	12,000-21,999	22,000-31,999	32,000-44,999	45,000+	- 6,000	6,000-11,999	12,000-17,999	18,000-29,999	30,000+
police	3.92	3.67	3.87	3.74	3.9	3.78	3.9	3.72	3.83	3.9
pub. trans.	3.48	3.17	3.26	3.16	3.28	3.27	3.38	3.13	3.29	3.28
libr/cult.	3.49	3.27	3.44	3.33	3.24	3.44	3.47	3.09	3.47	3.23
roads	4.16	3.92	4.19	4.06	3.95	4.09	3.13	3.88	4.09	3.98
poll. contr.	3.87	3.68	3.71	3.68	3.55	3.77	3.82	3.52	3.76	3.53
welfare	3.52	3.09	3.12	3.05	3.02	3.38	3.28	3.04	3.09	2.95
parks	3.58	3.35	3.43	3.36	3.25	3.55	3.46	3.3	3.38	3.23
average	3.72	3.45	3.57	3.48	3.46	3.61	3.58	3.38	3.56	3.44

4.4.1. Patterns of preference to spend on individual service categories as well as averaged preferences were not clear across either household or individual incomes. Therefore, income was not a significant variable in determining preferences to spend.

4.4.2. Preference to spend more on welfare and social services was significantly higher for those indicating the lowest income levels. The opposite was true for the highest income respondents.

4.5 LENGTH OF RESIDENCE

TABLE 10

Mean Scores by Length of Residency

	TIME IN RESIDENCE				TIME IN WINNIPEG				NATIVE TO WINNIPEG	
	<2 yrs	3-6	7-15	>16	<2	3-6	7-15	>16	Yes	No
police	3.74	3.88	3.88	3.91	3.55	3.65	3.81	3.89	3.95	3.79
pub. tans.	3.33	3.33	3.27	3.09	3.37	3.69	3.35	3.2	3.22	3.29
libr./culture	3.45	3.34	3.27	3.23	3.42	3.57	3.38	3.29	3.35	3.33
roads	4.12	4.04	3.98	4.0	3.97	4.04	4.01	4.06	4.12	4.01
pollution	3.7	3.7	3.62	3.66	3.35	3.46	3.77	3.69	3.73	3.65
welfare	3.22	3.22	3.07	2.94	2.96	3.34	3.23	3.1	3.18	3.12
parks	3.47	3.44	3.32	3.16	3.48	3.4	3.46	3.34	3.5	3.32
average	3.58	3.56	3.49	3.43	3.44	3.59	3.57	3.51	3.58	3.50

4.5.1. The average preference to spend over all service categories decreases as one's length of residency increases.

4.5.2. A similar pattern is evident for length of time in Winnipeg, yet those having lived less than 2 years in Winnipeg deviated by indicating a significantly lower preference to spend on average.

- 4.5.3. Those who were native to Winnipeg preferred higher levels of spending for police protection, road works, pollution control, welfare, and parks and comparatively lower levels of spending for public transportation only.
- 4.5.4. Preference to spend on police protection progressively increased with both longer time in the same dwelling and longer time in Winnipeg. The native to Winnipeg preferred a higher level of spending on police than the non-native.
- 4.5.5. Regarding the variable of length of time in the same residence, respondents who had lived longest in the same residence preferred to spend less for the social or public services oriented categories such as library and culture, public transportation, welfare and social services. Across length of time in Winnipeg, those who were recent arrivals gave responses for low spending preferences which were comparable to those who had been in the city for some time, while those who had been here for 3 to 6 years preferred to spend significantly higher levels.

- 4.6.3. Respondents in established neighbourhoods preferred comparatively higher levels of spending only in the areas of pollution control and parks and recreation.
- 4.6.4. Significantly lower levels of spending preference overall were recorded for respondents living in emerging neighbourhoods.
- 4.6.5. Residents of transitional neighbourhoods wanted the highest levels of spending, as compared to the other types of neighbourhoods, in the areas of police protection, public transportation, library and culture, road upgrade, and welfare and social service.
- 4.6.6. The desired level of spending preference for police protection was significantly higher for residents of transitional neighbourhoods than either of the other two. For parks and recreation it was significantly lower.

4.6 NEIGHBOURHOOD TYPE

TABLE 11

Mean Scores by Neighbourhood Type

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	Established	Transitional	Emerging
police	3.83	4.03	3.82
pub. trans.	3.28	3.38	3.25
libr./culture	3.43	3.44	3.26
roads	4.08	4.09	4.01
pollution	3.77	3.49	3.63
welfare	3.28	3.31	3.01
parks	3.44	3.22	3.34
average	3.59	3.57	3.47

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4.6.1. Methodology

Determination of neighbourhood type was based on the number of dwellings built before 1960. Where the clear majority of dwellings was built prior to 1960, the neighbourhood was categorized as established. Where the clear majority of dwellings was built after 1960, the neighbourhood was categorized as emerging. Neighbourhoods without a clear pattern, that is where a comparable number of dwellings were built before and after 1960, the category used was transitional.

4.6.2. Respondents living in established neighbourhoods preferred the highest levels of spending over all service categories.

- 4.6.3. Respondents in established neighbourhoods preferred comparatively higher levels of spending only in the areas of pollution control and parks and recreation.
- 4.6.4. Significantly lower levels of spending preference overall were recorded for respondents living in emerging neighbourhoods.
- 4.6.5. Residents of transitional neighbourhoods wanted the highest levels of spending, as compared to the other types of neighbourhoods, in the areas of police protection, public transportation, library and culture, road upgrade, and welfare and social service.
- 4.6.6. The desired level of spending preference for police protection was significantly higher for residents of transitional neighbourhoods than either of the other two. For parks and recreation it was significantly lower.

4.7 POLITICAL AFFILIATION

TABLE 12

Mean Scores by Political Affiliation

	POLITICAL AFFILIATION									
	PC	LIB	NDP	NON VOTER	FED MEAN	PC	LIB	NDP	NON VOTER	PROV MEAN
police	3.84	3.83	4.06	3.69	3.86	3.84	3.87	3.87	3.69	3.84
pub. trans.	3.24	3.33	3.36	3.37	3.29	3.2	3.3	3.34	3.33	3.28
libr. culture	3.24	3.5	3.62	3.34	3.4	3.22	3.51	3.51	3.38	3.36
roads	4.02	4.0	4.11	4.17	4.06	4.05	4.07	3.96	4.09	4.05
poll. control	3.61	3.84	3.85	3.82	3.74	3.6	3.76	3.81	3.94	3.71
welfare	3.02	3.18	3.44	3.22	3.19	2.96	3.28	3.31	3.12	3.14
parks	3.27	3.38	3.61	3.71	3.41	3.25	3.32	3.59	3.59	3.39
average	3.46	3.58	3.72	3.62	3.56	3.45	3.59	3.63	3.59	3.54

4.7.1. Spending preferences over all services showed that the PC party supporter preferred the lowest levels of spending and the NDP supporter preferred the highest levels. The non-voter compared closely to the Liberal voter's responses for spending preference and both preferred levels between the PC/NDP supporter's responses.

4.7.2. Spending preferences for police protection were only marginally deviant from the mean across federal and provincial affiliations.



- 4.7.3. The spending preferences of NDP and Liberal supporters tended to be similar and notably higher than the PC supporter in the areas of public transportation, library and culture, and pollution control.
- 4.7.4. The spending preferences of the PC and Liberal supporter tended to be similar and lower than the NDP supporter in the area of parks and recreation.
- 4.7.5. The non-voter at the federal level preferred the highest level of spending for roads, while the provincial NDP supporter preferred the lowest level.
- 4.7.6. The federal PC supporter preferred the current levels of spending for welfare and social services, while the provincial PC supporter preferred spending at marginally lower than current levels.
- 4.7.7. The NDP supporter preferred notably higher levels of spending for welfare than other affiliations.
- 4.7.8. The non-voter preferred the highest level of spending for parks and recreation.

## 5.0 COUNCIL VOTING:

- 5.1.1. There was a trend among those who indicated greater satisfaction with one's neighbourhood, one's dwelling, one's standard of living, and one's over all life towards a preference for basing the council vote on the city-as-a-whole over the ward interest.

- 5.1.2. The Apartment dweller preferred a council vote based on the city-at-large more so than the house dweller.
- 5.1.3. The most educated respondents were less inclined to base the council vote on the city-at-large than others.
- 5.1.4. Of those indicating political preferences, Liberals were least favourable to city-at-large as a basis for council voting.

6.0 MISCELLANEOUS OBSERVATIONS

- 6.1.1. Those who were most satisfied with their present dwelling preferred the lowest levels of spending on police protection relative to those less satisfied respondents.
- 6.1.2. The most "sociable" respondents, ie., those who knew more of their neighbours, chatted more often with neighbours, and got together more often with friends and relatives, preferred lower levels of spending on public transportation.
- 6.1.3. The least sociable respondents indicated the highest preference for spending on library and culture.
- 6.1.4. Those respondents who gave neutral responses to variables dealing with satisfaction tended to want to spend more in the area of welfare and social services.
- 6.1.5. The Apartment dweller preferred to spend significantly more in the area of welfare than did the home dweller.

## 7.0 SUMMARY

A majority of respondents was in favour of spending a lot more on maintenance and repair of roads. Significantly high preferences to spend more were also noted in the areas of police protection and pollution control. Furthermore, a significant percentage of respondents preferred to maintain current levels of spending on welfare and social services.

The youngest respondents preferred to spend less on police, and more on roads than other age groups. Senior citizens preferred more spending on public transportation. Education was not correlated to levels of spending preferences for all types of services. The exception, however, was the group with elementary education where the preference to spend was noticeably lower.

Those who have lived in Winnipeg all their lives indicated preferences for spending at a higher level than those who have moved to the city from elsewhere. Respondents living in established neighborhoods preferred the overall highest levels of spending and significantly lower levels of spendings were expressed by respondents in emerging neighbourhoods. Residents of transitional neighbourhoods preferred the highest levels of spending.

Those who supported the Progressive Conservative Party preferred the lowest levels of spending and those who supported the New Democratic Party the highest levels of spending. Levels of spending preferred by

women were notably higher than men in the areas of police protection, welfare and social services.

An overwhelming majority of citizens favor a policy of increasing property taxes only when necessary to maintain existing services. A minority, however, favor increasing taxes and services; a small segment of the sample wanted to keep property taxes the same and cut services. It is evident that citizens want existing services to continue even if it involves necessary tax hikes. However, citizens seem to resist significant tax increases to maintain existing services.

A majority of respondents think that city councillors should consider what is best for the city as a whole, rather than just their own wards, when voting on issues.

The findings of this study, hopefully, will aid local government officials set priorities, determine policies, develop plans, and provide better services.