



2013

# OUR CITY

*A Peg report on Winnipeg's well-being*

3

Letter from  
Susan Lewis and  
Scott Vaughan

4

Winnipeg Well-being:  
An Overview

5

Introduction

6

**BASIC NEEDS**

Children in Care  
Core Housing Need

8

**BUILT ENVIRONMENT**

Dwelling Condition  
Public Transit Use

10

**ECONOMY**

Gross Domestic Product  
Personal Disposable Income

12

**EDUCATION AND LEARNING**

High School Graduation Rate  
Readiness to Learn

14

**GOVERNANCE**

Voter Turnout  
Volunteerism

16

**HEALTH**

Diabetes Prevalence  
Premature Mortality Rate

18

**NATURAL ENVIRONMENT**

Waste Diversion Rate  
Water Use

20

**SOCIAL VITALITY**

Quality of Life  
Personal Safety

22

So What?

23

Winnipeg's 12  
Community Areas



*The Peg icon resembles either a snowflake or the sun—both easily associated with Winnipeg. The eight arrows represent the eight themes of well-being. The pointing of the arrows toward each other suggests a focus and interconnectedness. The white space in the icon is a hub with spokes, a sunburst, and to some, a measurement gauge. The colours represent all colours of the spectrum—indicative of inclusion and diversity. The font is commonly used in road signage and, as such, is associated with finding our way.*

On behalf of the International Institute for Sustainable Development (IISD) and United Way of Winnipeg, we are proud to present this first Peg report on well-being in Winnipeg.



While caring is important, it's not enough. It is also important to measure and report on how we are doing. Measuring and reporting on economic, social and environmental issues can help us rally and work together toward an even stronger Winnipeg. Measurement encourages us to ask questions, to seek innovation, to drive results, and to celebrate progress.

Sometimes we hesitate to measure fearing we might not chose the right measure—or concern that some good things simply can't be measured. But if we are going to do the right thing for our city's future, we have to be as clear as possible on the outcomes that are important to us. Measurement helps provide that clarity. While as a community we will learn and improve our measures and reporting in the years ahead, this year we took an important first step by launching Peg.



Peg is a community indicator system, providing Winnipeggers with access to a wide range of information on our city's well-being ([www.mypeg.ca](http://www.mypeg.ca)). Through Peg we will provide both regular updates on individual indicators and periodic well-being reports. This is the first well-being report, highlighting 16 key community indicators covering all areas of quality of life in Winnipeg.

We encourage you to take a look at this report and see how we are doing—to recognize the many places where we are getting stronger as well as those places where we need to work in new ways. More indicators—and the stories that elaborate on them—are available online. We welcome your questions, feedback, or ideas on how to move forward—please send them to us at [mypeg.ca@gmail.com](mailto:mypeg.ca@gmail.com).

**Susan Lewis**

President & CEO  
United Way of Winnipeg

**Scott Vaughan**

President & CEO  
International Institute for Sustainable Development

The City of Winnipeg is pleased to partner with Peg in measuring progress, inspiring action, and celebrating achievements in our city.



In 2008, a group of people passionate about the health of our community visited the Mayor's Office. They had a vision for collecting data and stories on key community indicators and placing that information in the hands of all Winnipeggers, showing us where we are doing well and where we need to work together for change.

Peg is the fulfillment of that early vision. While we may think we know our city, this first Peg report on our city's well-being challenges us to take a closer look. With information to guide us, the next step is to consider what actions we can take as a community.

Working together with all levels of government, the private and non-profit sectors, and community leaders and volunteers, we can create an even stronger Winnipeg for our future.

I applaud the International Institute for Sustainable Development (IISD), United Way Winnipeg and all those involved in developing Peg. Peg will stimulate conversations in our community about things known and understood, things suspected and things new and surprising. These conversations are important. They mean we care about our city and each other.

**Mayor Sam Katz**

City of Winnipeg

# Winnipeg Well-Being

## AN OVERVIEW

The following report outlines how we are doing on 16 key indicators. This table provides an overview of the information to follow. Comparing the earliest data in Peg with the most recent data available, the third column answers the question, "Is our city's well-being improving in this area?"

THEME AREA	INDICATOR (UNIT)	IMPROVING?
Basic Needs	Children in Care	✗
	Core Housing Need	✓
Built Environment	Dwelling Condition	✗
	Public Transit Use	✓
Economy	Personal Disposable Income	✓
	Gross Domestic Product	✓
Education and Learning	High School Graduation	✓
	Readiness to Learn	NO CHANGE
Governance	Voter Turnout	✗
	Volunteerism	✗
Health	Diabetes Prevalence	✗
	Premature Mortality	✓
Natural Environment	Waste Diversion Rate	✓
	Water Use	✓
Social Vitality	Quality of Life	✓
	Personal Safety	✓

**NOTE:** The standard threshold used is 3 percentage points. Where an indicator value has changed by less than the threshold of 3 percentage points the trend is set at **No Change**. The choice of 3 percentage points as the threshold is subjective.

*Peg is like a mirror for our city. We look into it and see things we recognize. And we discover things we don't. We all own the community we are now—and the community we can be.*

László Pintér, Senior Fellow with IISD

We all have hopes for our city and want to see it grow stronger. We also have perceptions of how we are doing, the places where we are strong, and the places where we struggle. Peg, Winnipeg's community indicator system, allows us to move beyond our perceptions and assumptions to see how we are really doing. As Pintér notes, Peg is a mirror that reflects the picture of what is really happening in our city.

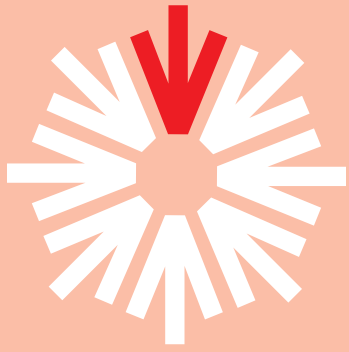
On an ongoing basis, Peg conveys information on approximately 80 different indicators, grouped around eight themes of well-being: basic needs, built environment, economy, education and learning, governance, health, natural environment, and social vitality. This information, all externally sourced from organizations such as the Manitoba Centre for Health Policy, Winnipeg Police Service, and Economic Development Winnipeg, is updated as new data becomes available and is accessible through the Peg website ([www.mypeg.ca](http://www.mypeg.ca)).

*Our City* is Peg's first overall well-being report to the community. It provides an

overview of where we're gaining strength and where we have more work to do, by looking at 16 key indicators of well-being. These key indicators were identified through consulting with experts in the various fields, paying particular attention to those indicators that can best signal the overall status of each of the eight themes of well-being. The Peg team also chose indicators that are compelling and actionable, that can inspire Winnipeggers who want to create positive change in our community.

With each indicator identified in this report, we have provided information on why the indicator is important, the numbers that outline how we are doing, a graph illustrating the trend, and the source of the data. Where available, we also provide a comparison to provincial or national data, as well as a link to a Peg video that puts a human face to the numbers.

As you read through this report, you may find facts that surprise, intrigue, and reassure you. If you want to learn more about these facts, please go to [www.mypeg.ca](http://www.mypeg.ca).



## Basic Needs

Basic Needs are the minimum resources needed for someone to survive, including security, shelter, and food, as well as access to basic services. The two highlighted indicators within the Basic Needs theme area are **Children in Care** and **Core Housing Need**.

## Videos

Learn more on our website:

**Children in care**  
[youtu.be/9-PZGquUiUw](https://youtu.be/9-PZGquUiUw)



### CHILDREN IN CARE ❌

**Children in care** measures the percentage of children (0 to 17 years) who are removed from their families and placed in the care of another adult(s). **The rate of children in care in Winnipeg (in care for at least one day in a three year period) was between 2.2 per cent and 2.6 per cent during the period of 2001/01 to 2008/09**, with most of Winnipeg's community areas having rates between 0.5 per cent and 5.0 per cent during that time period. Downtown and Point Douglas community areas had rates between 12.5 per cent and 17.0 per cent from 2000/01 to 2008/09. Almost all of the

community areas show an increasing rate of children in care within Winnipeg, with the highest increase in Point Douglas. The corresponding rate for Manitoba was nearly 4.0 per cent during the same time period.

Canada has a high rate of children in care compared to other countries, and the 2011 census showed Manitoba with the highest rate in Canada. As of 2011, over 85 per cent of children in care in Manitoba are Aboriginal. By age seven, 7.5 per cent of Manitoba children have been in care at some point in their lives.

### CORE HOUSING NEED ✅

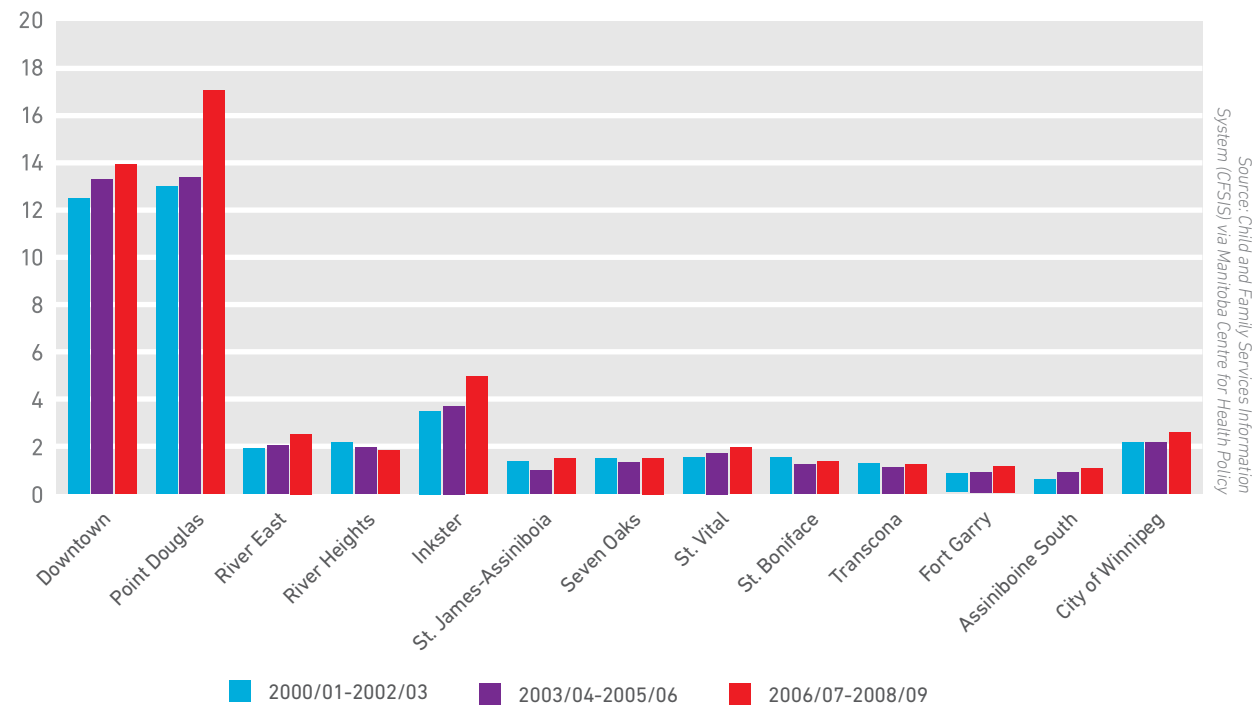
**9.5%**  
of households were in core housing need in 2009

**Core housing need** measures the percentage of households whose housing: i) costs more than 30 per cent of their income, ii) requires major repairs, or iii) is not big enough for their family size. Housing in Winnipeg continues to be very affordable compared to other cities throughout Canada. However, housing continues to be a significant concern within

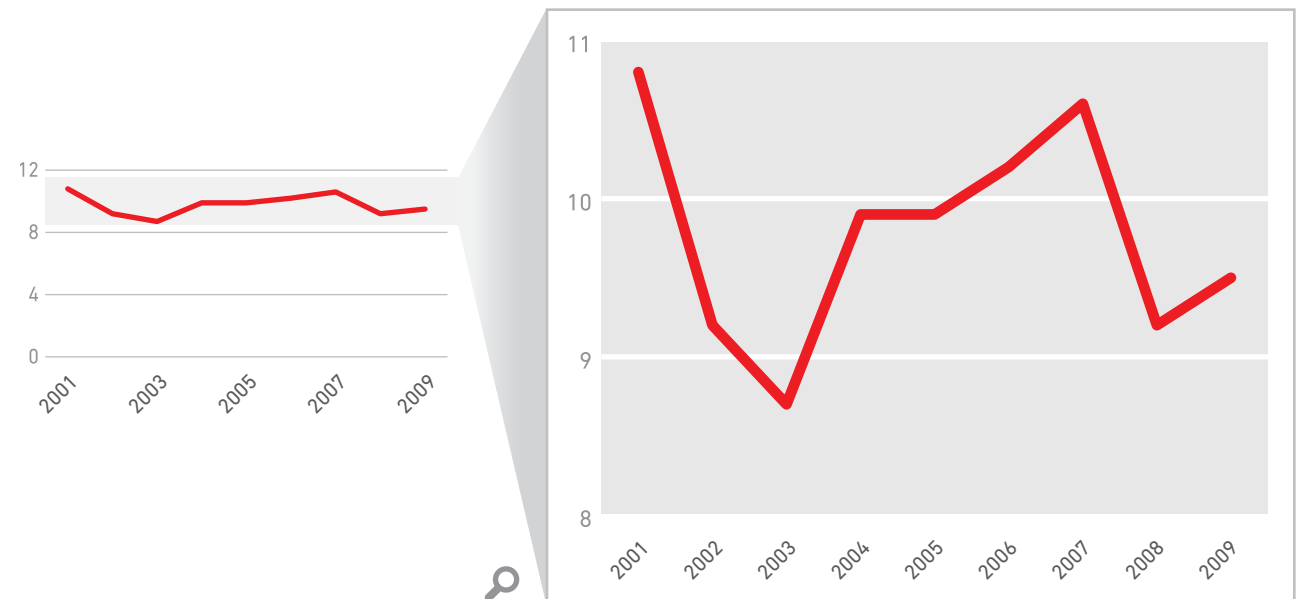
Winnipeg as buildings age, real estate prices and rental rates increase, and vacancy rates remain low. This indicator does not include individuals or families who are homeless.

In 2009, 9.5 per cent of households in Winnipeg were in core housing need. In 2006, 23.9 per cent of Winnipeg renter households were in core housing need.

Winnipeg Children in Care (%)



Households in Core Housing Need (%)





## Built Environment

The Built Environment is all of the human-made (or built) parts of our community. It includes infrastructure such as roads, sewers, buildings, and their uses. The two highlighted indicators within the Built Environment theme area are **Dwelling Condition** and **Public Transit Use**.

### Videos

Learn more on our website:

**Transportation choices**  
[youtu.be/q0sbh-1B6b4](http://youtu.be/q0sbh-1B6b4)



#### DWELLING CONDITION

**9.3%**  
of Winnipeg homes  
were in need of major  
repair in 2011.

**Dwelling Condition** measures the percentage of homes in need of major repair. Dwelling condition is of particular concern given the age of housing in Winnipeg.

Since 1996, dwelling conditions have remained relatively constant across Winnipeg. In 1996 and 2006, there were 8.9 per cent and 8.5 per cent homes in need of major repair, respectively. In 2001 and 2011, there were 9.4 per cent and 9.3 per cent homes in need of major repair, respectively.

Between 2001 and 2006, dwelling conditions in most of Winnipeg's community areas

improved except in Inkster, Downtown, and River East community areas. The largest improvement in dwelling conditions was in the St. Boniface community area, with a decrease from 8.9 per cent in 2001 to 6.4 per cent in 2006. The largest increase in homes needing major repairs was in the Inkster community area, from 7.7 per cent in 2001 to 9.5 per cent in 2006. Looking beyond Winnipeg, 7.5 per cent of homes in Canada and 10.3 per cent of homes in Manitoba were in need of major repairs in 2006.

#### PUBLIC TRANSIT USE

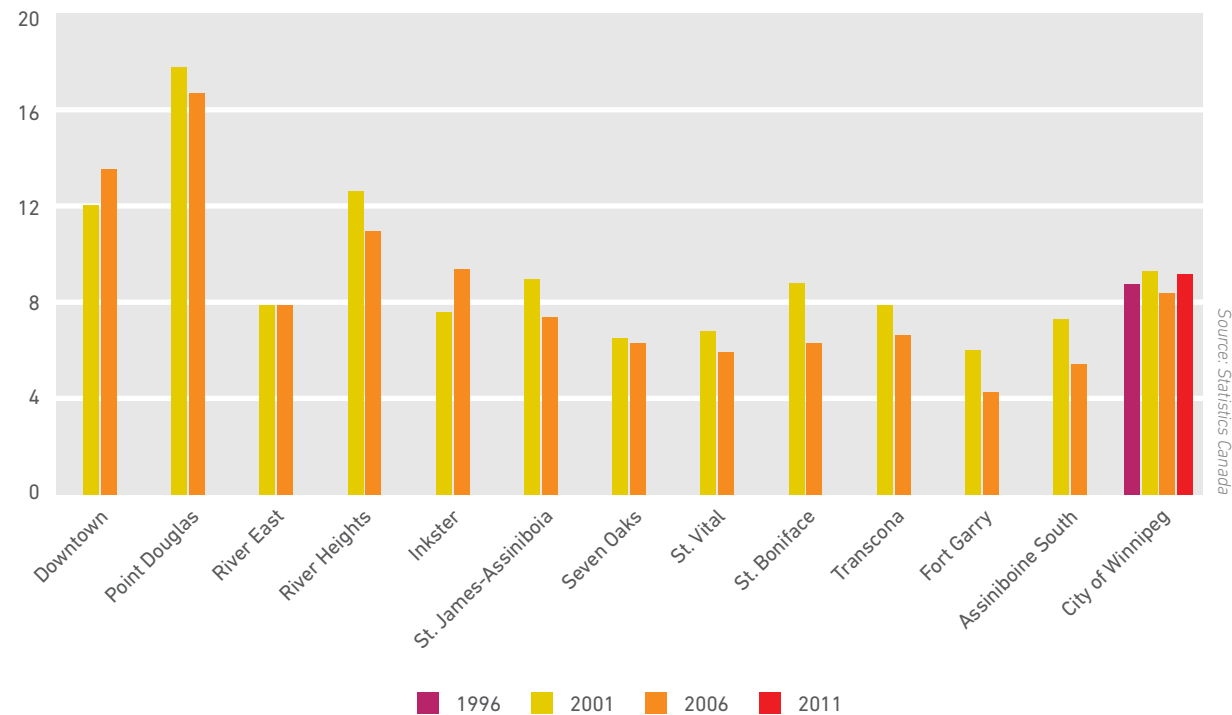
**Public Transit Use** measures how many people take the bus to work. Public Transit Use is a good indication of the state of public transit infrastructure, and thereby a good indication of how confident people are in the transit system to deliver them to their destination in a timely fashion.

Winnipeg transit ridership has been steadily increasing in recent years. **In 2003, transit ridership was estimated at 58.6 trips per person per year and has risen to 68.4 trips per person per year in 2011.** However, we still haven't achieved

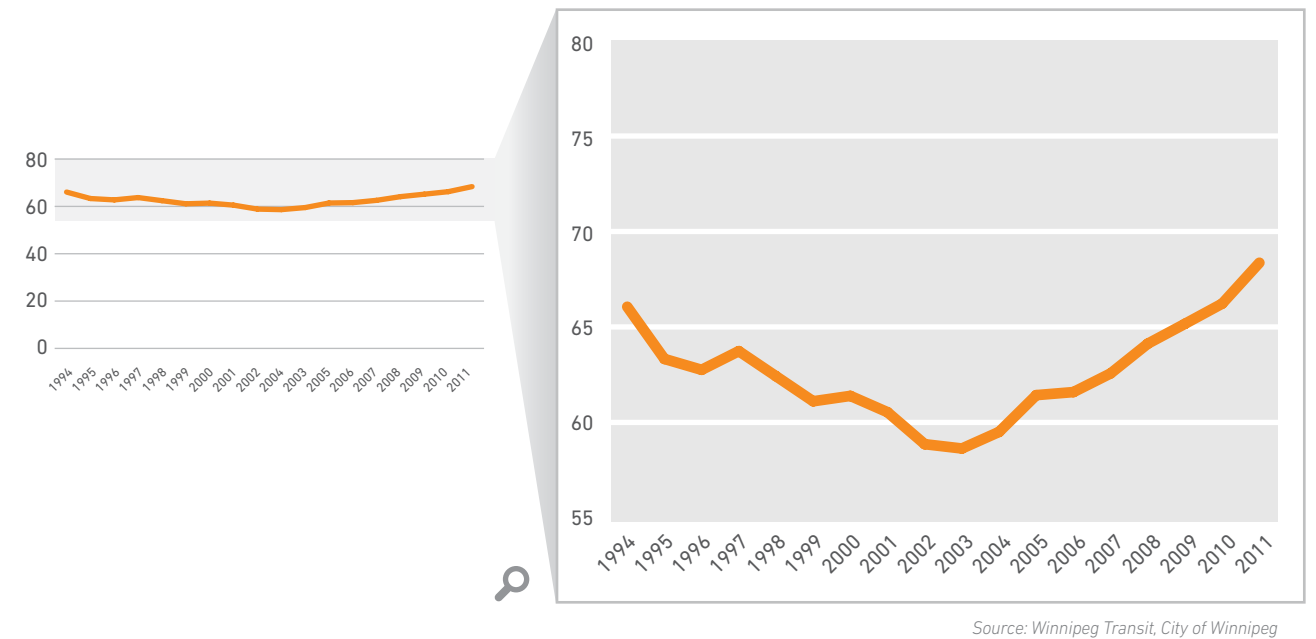
the same level of transit ridership we had 20 years ago, when transit ridership was nearly 80 trips per person per year in 1991 with a total of 49.4 million transit trips recorded.

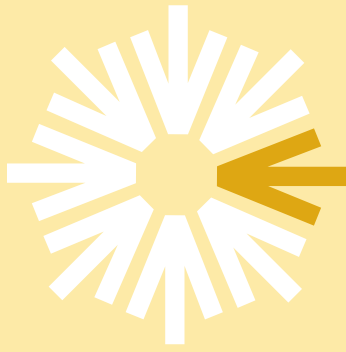
In 2011, 13.4 per cent of Winnipeg workers commuted to work by public transit (Statistics Canada). Winnipeg ranked sixth among all Canadian cities. In comparison, Toronto ranked first, with 23.3 per cent of workers in 2011 commuting to work by public transit.

Winnipeg Homes in Need of Major Repair (%)



Winnipeg Public Transit Use (trips per person)





## Economy

The Economy includes all that people do in our community to produce, exchange, distribute, and consume goods and services. The two highlighted indicators within the Economy theme are **Gross Domestic Product (GDP)** and **Personal Disposable Income (PDI)**.



### GROSS DOMESTIC PRODUCT

**Gross domestic product (GDP)** per capita measures the total value of goods and services produced per resident in Winnipeg with the dollar amounts adjusted to 2002 values. Winnipeg's GDP per capita has been increasing in recent years. **In 2004, Winnipeg's GDP per capita was \$37,100 and in 2012 it had risen to \$39,400.**

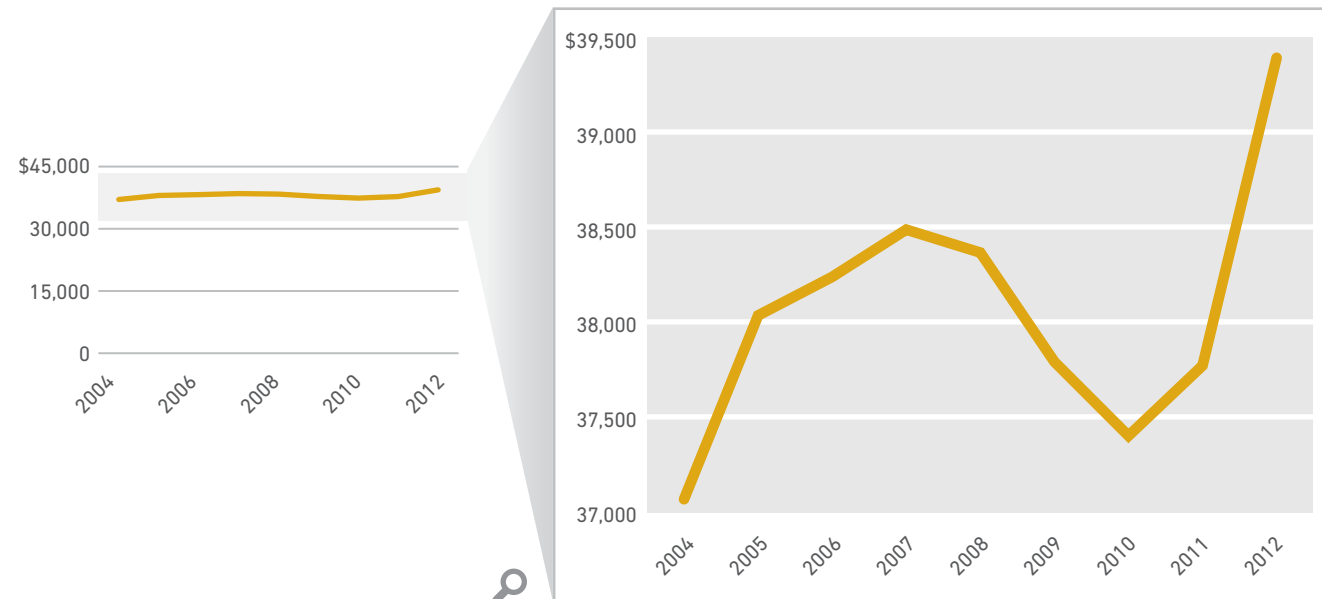
On average,  
Winnipeggers had a  
personal disposable  
income of  
**\$30,900**  
in 2012

### PERSONAL DISPOSABLE INCOME

**Personal disposable income (PDI)** measures how much money is available for personal spending after income tax and other mandatory payments to federal, provincial, and local governments, with the dollar amounts adjusted to 2002 values. Since 2001, Winnipeg residents have been experiencing rising personal disposable income. PDI has risen from \$21,900 in 2001 to \$30,900 in 2012, which represents a 41 per cent increase in the past decade.

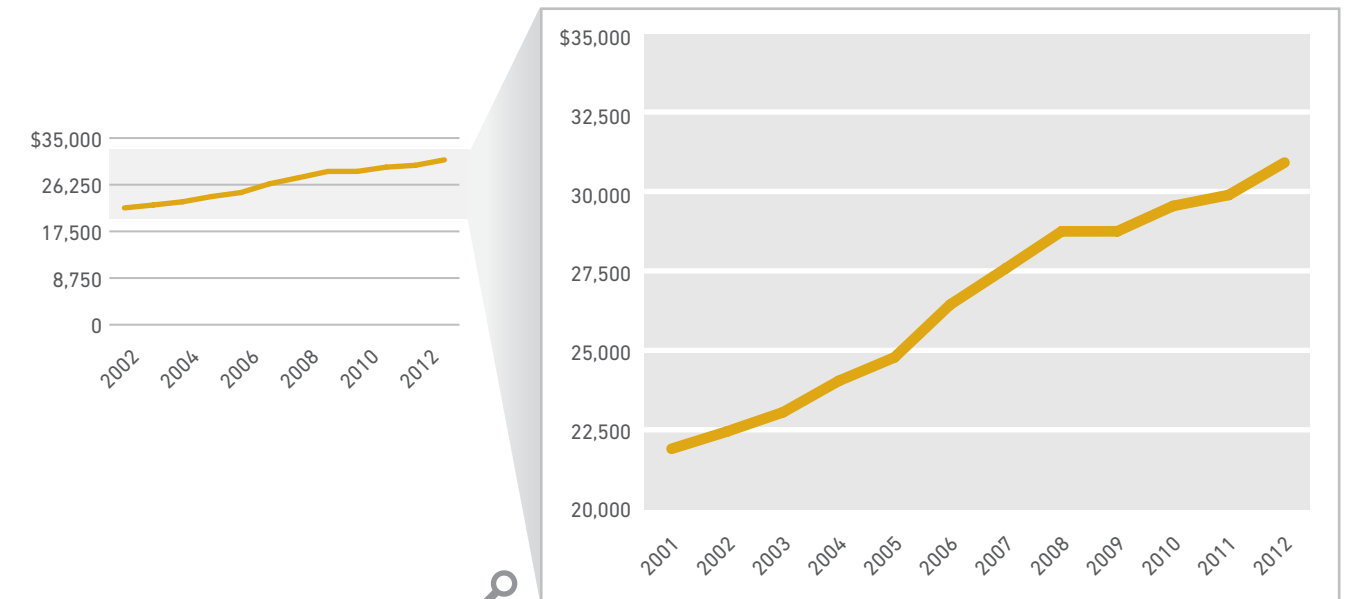
PDI in Manitoba and Canada has increased by 77 per cent and 75 per cent, respectively, in the past three decades. In 2011, PDI was \$28,500 in Manitoba and \$30,300 in Canada.

Gross Domestic Product (\$ per person)



Source: Economic Development Winnipeg

Personal Disposal Income (\$ per person)



Source: Economic Development Winnipeg



## Education and Learning

Education in the broadest sense is any experience that has an effect on the mind, character, or physical ability of an individual. Through life-long learning, new knowledge, behaviours, skills, and values are transferred from one generation to another. The two highlighted indicators within the Education and Learning theme area are **High School Graduation Rate** and **Readiness to Learn**.

### Videos

Learn more on our website:

**Graduation rate**  
youtu.be/SDQsuLkdfvw

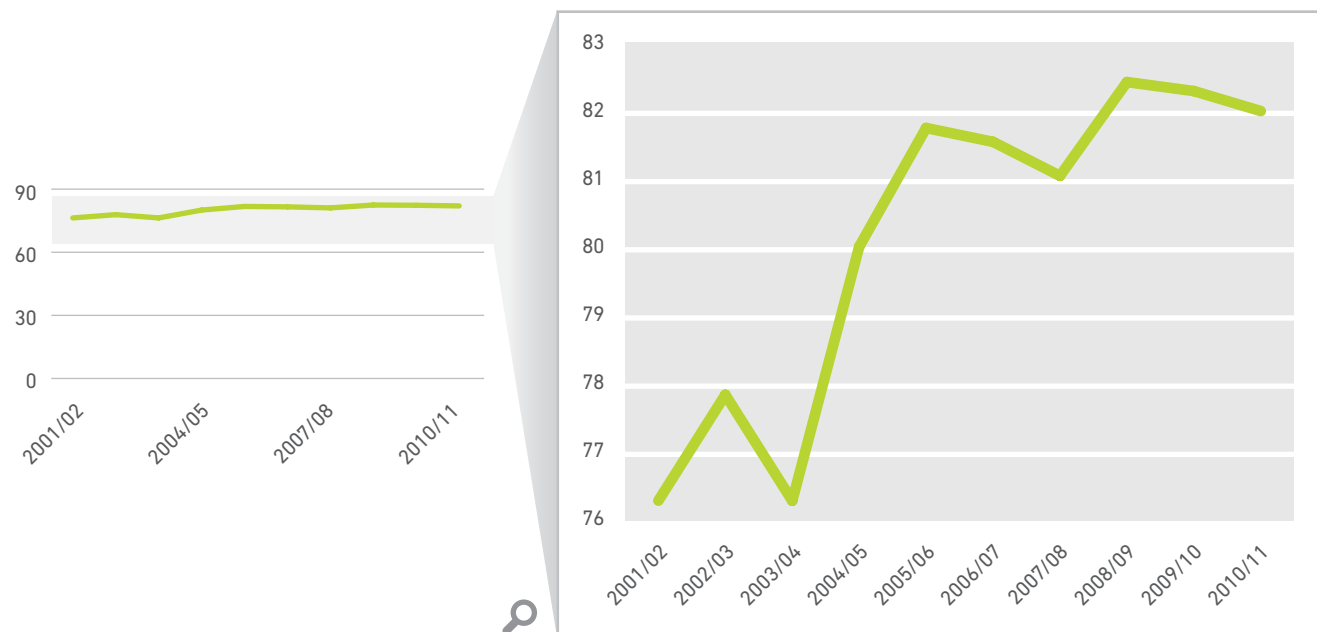
**The importance of educational equity**  
youtu.be/oDHL6sZjbJE

### HIGH SCHOOL GRADUATION RATE

Winnipeg's graduation rate was **82%** in 2010/11

**High school graduation rate** measures how many people are graduating from high school within six years of entering grade nine. Winnipeg's high school graduation rate has increased in the past 10 years from 76.3 per cent in 2001/02 to 82 per cent in 2010/11.

High School Graduation (%)



Source: Manitoba Centre for Health Policy

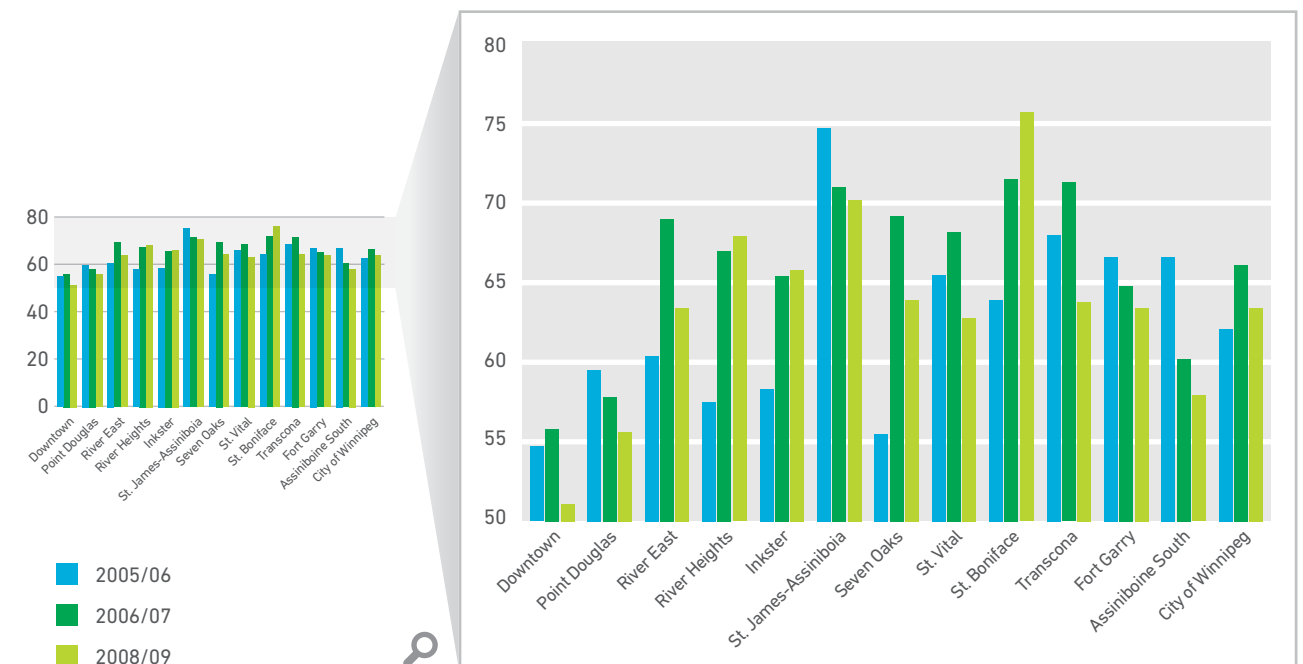
### READINESS TO LEARN

**Readiness to learn** measures the percentage of children that are assessed as ready to learn when they enter kindergarten. Readiness to learn is a measure of how well prepared children are to learn in a school environment in five key areas: physical health and well-being; social competence; emotional maturity; language and cognitive development; and communication skills and general knowledge. The readiness to learn indicator measures the proportion of Winnipeg's children that are very ready to learn in one or more of the five key areas.

**Readiness to learn in Winnipeg was 62.1 per cent in 2005/06, increased to 66.1 per cent in 2006/07, and then decreased to 63.4 per cent in 2008/09.** In 2008/09, readiness to learn was highest in the St. Boniface community area at 75.7 per cent and lowest in the Downtown community area at 51.1 per cent.

In Manitoba, readiness to learn was 62.4 per cent in 2005/06, increased to 64.8 per cent in 2006/07, and then decreased to 63.0 per cent in 2008/09, following a very similar pattern to Winnipeg's readiness to learn. From 2005/06 to 2008/09, readiness to learn was 66.5 per cent for all Canadian children.

Very Ready in One or More Key Areas (%)



Source: Healthy Child Manitoba



## Governance

Governance is how we as a community identify strengths and address gaps in our communities. Good governance strives to ensure that everyone has equal opportunities for engagement and access to decision-making bodies, justice, and representation in government. The two highlighted indicators within the Governance theme area are **Voter Turnout** and **Volunteerism**.

## Videos

Learn more on our website:

**One family's experience in volunteering together**  
[youtu.be/7K4BEXqWwA0](https://youtu.be/7K4BEXqWwA0)

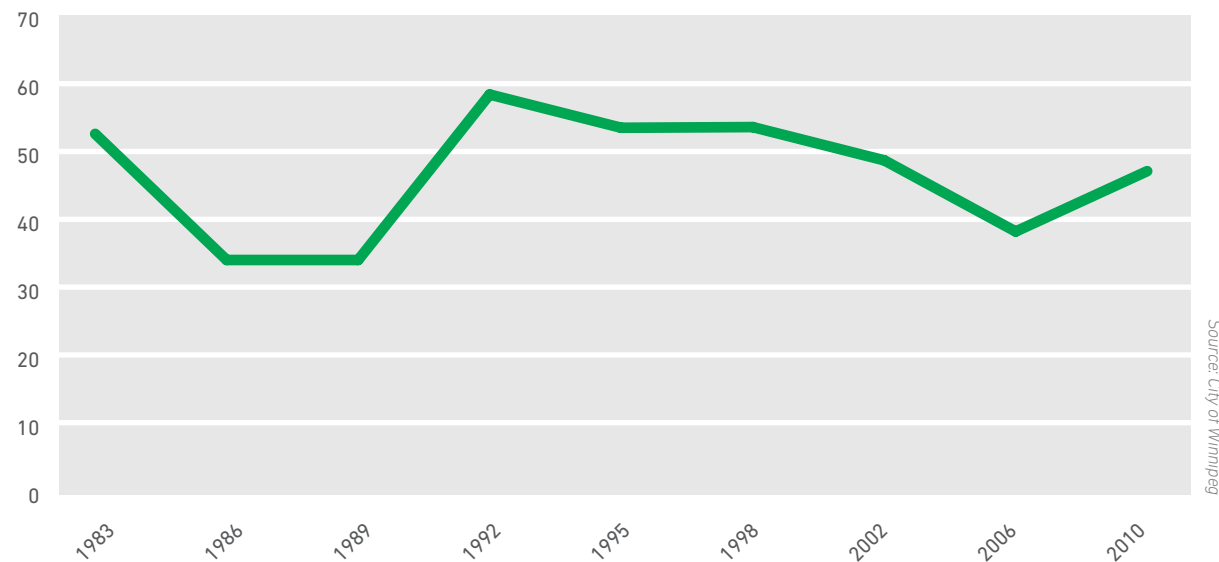
### VOTER TURNOUT

**Voter turnout** measures the percentage of registered voters who vote in elections. Peg reports this indicator for municipal, provincial, and federal elections separately. Since 1983, the City of Winnipeg has had a total of nine municipal elections. In 2010, the most recent municipal election in Winnipeg, voter turnout was 47.1 per cent which indicates that less than half of eligible voters cast a ballot. Average voter turnout for Winnipeg municipal elections is 46.7 per cent, with the highest voter turnout in 1992 at 58.4 per cent and the lowest voter turnout in 1986 and 1989 at 34 per cent.

Manitoba general elections have also seen low voter turnouts in recent years. The most recent Manitoba general election in 2011 had a voter turnout of 55.8 per cent. The two previous Manitoba general elections (in 2007 and 2003) had voter turnouts of 56.8 per cent and 54.2 per cent, respectively. Voter turnout in Manitoba general elections has been declining since 1973, when it was 78.3 per cent.

Average voter turnout for Canadian general elections has been 70.7 per cent since 1867, with the highest voter turnout (79.4 per cent) in 1958 and the lowest voter turnout (58.8 per cent) in 2008. Voter turnout in Canadian general elections has been declining since 1984.

Municipal Voter Turnout (%)

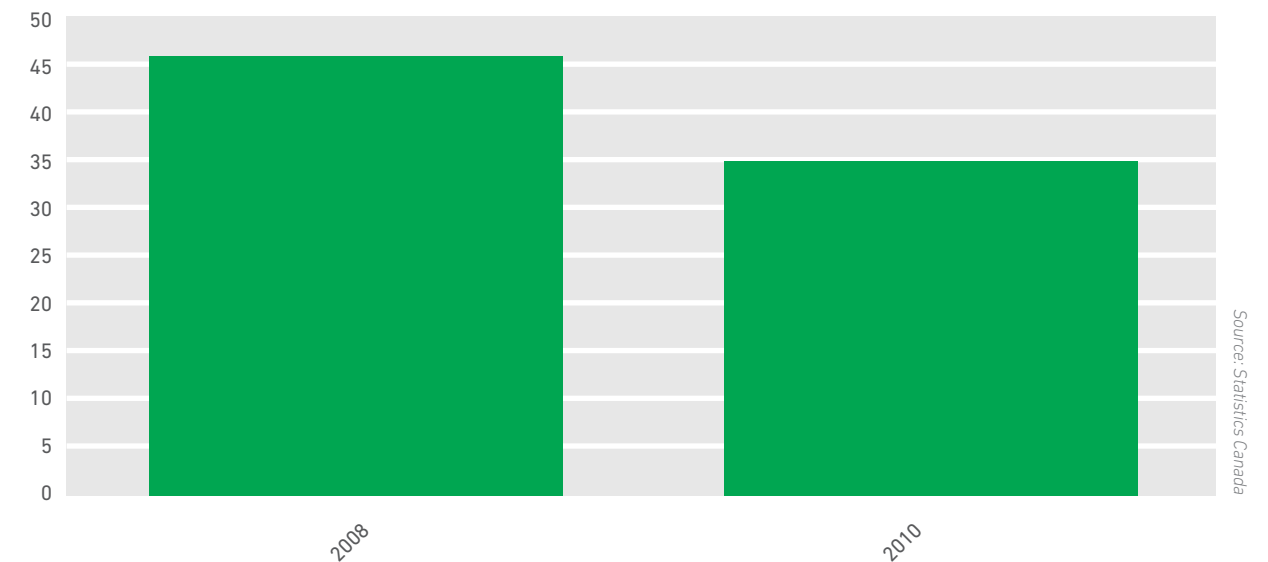


### VOLUNTEERISM

In 2010,  
**35%**  
 of Winnipeggers  
 volunteered during  
 the year

**Volunteerism** is a measure of the proportion of Winnipeggers who have volunteered during a particular year. In 2008, 46 per cent of Winnipeg residents reported that they volunteered within the year. In 2010, the number of Winnipeg residents reporting that they volunteered dropped to 35 per cent. In 2010, 47 per cent of Canadians did volunteer work.

Volunteerism (%)





## Health

Health is a state of complete physical, social, and mental well-being, and not merely the absence of disease or infirmity. The two highlighted indicators within the Health theme area are **Diabetes Prevalence** and **Premature Mortality Rate**.



### DIABETES PREVALENCE

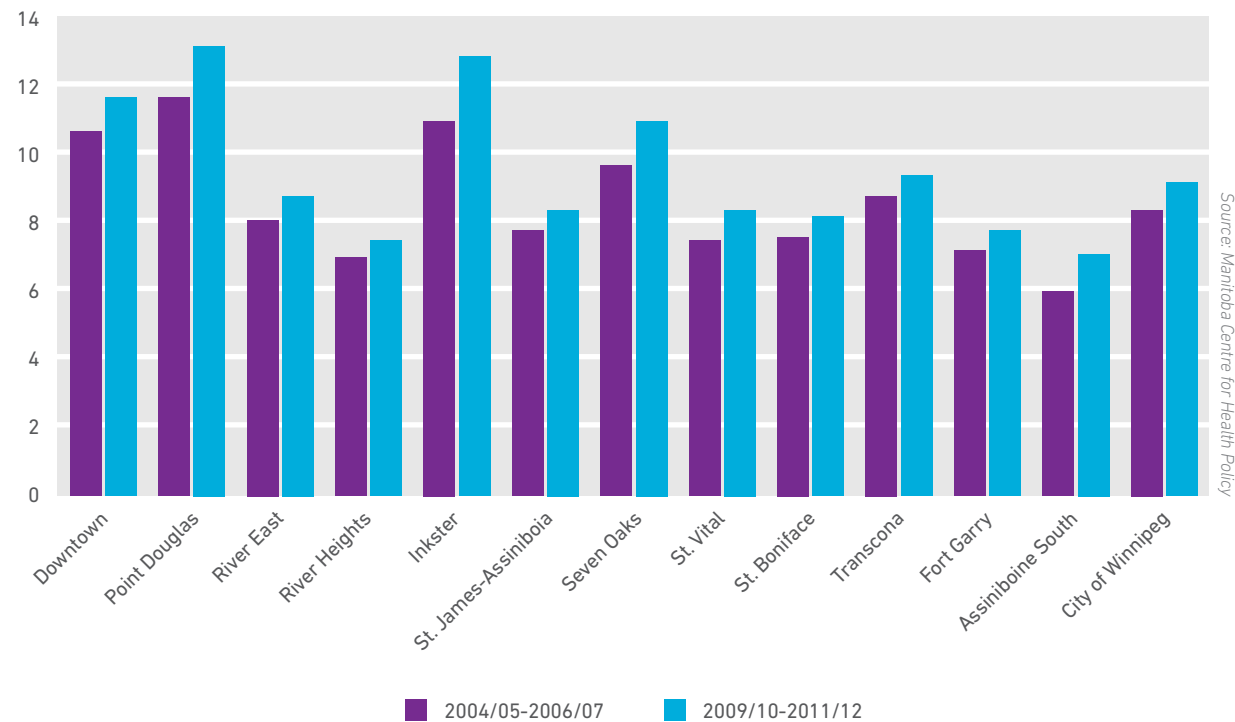
The **diabetes prevalence** indicator measures the percentage of adult Winnipeggers who have received treatment for diabetes. Treatment for diabetes is defined as visiting the doctor at least two times or being hospitalized with a diagnosis of diabetes or being prescribed one or more medications to treat diabetes within the last three years.

The number of Winnipeggers being treated for diabetes has been increasing in recent years. Winnipeg's diabetes rate rose from a three-year average of 8.4 per cent (2004/05 to 2006/07) to 9.2 per cent (2009/10 to 2011/12). Diabetes within every

community area also increased during the same time period, with the highest rate of increase in the Inkster community area (11 per cent to 12.9 per cent), and with River Heights experiencing the lowest increase (7 per cent to 7.5 per cent). The highest rates in Winnipeg are in the Point Douglas community area (13.2 per cent) and lowest rates in Assiniboine South community area (7.1 per cent).

Manitoba's diabetes treatment rate also increased during the same time period from 9.0 per cent (2004/05 to 2006/07) to 10.0 per cent (2009/10 to 2011/12).

Diabetes Prevalence (%)



### PREMATURE MORTALITY RATE

**Premature mortality rate** is a yearly measure of the proportion of people who die before reaching age 75. The premature mortality rate is a very common and important indicator of the general health of a population. Low premature mortality rates indicate a healthy population and high premature mortality rates indicate an unhealthy population.

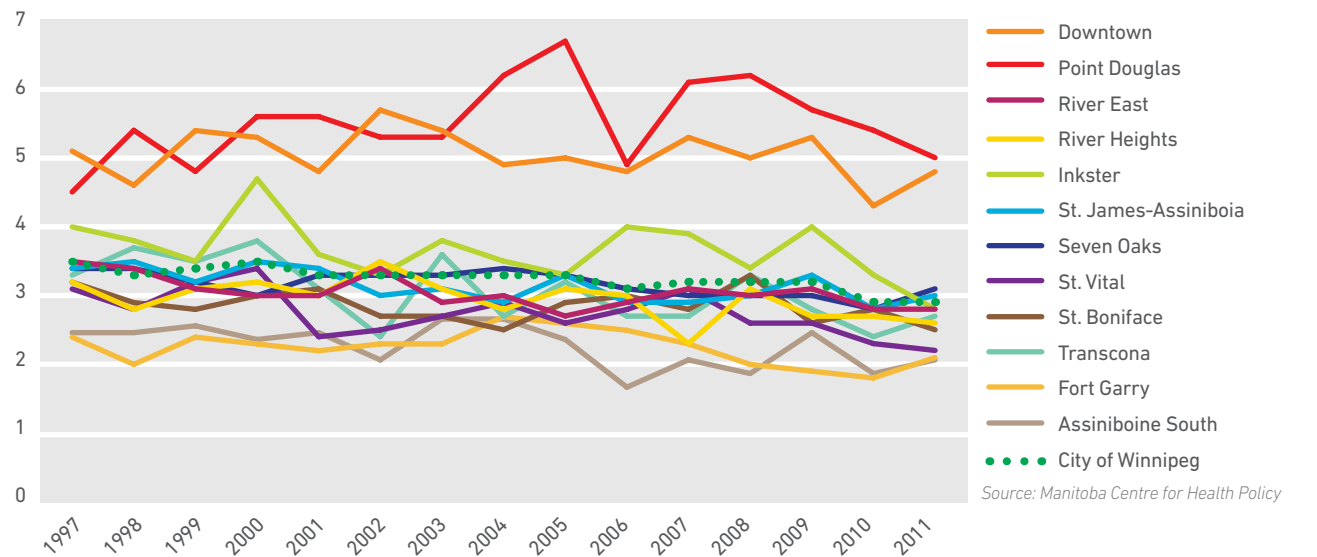
Winnipeg's premature mortality rate decreased from 3.5 per 1,000 in 1997 to 2.9 per 1,000 in 2011. All of Winnipeg's community areas, except Point Douglas, also experienced

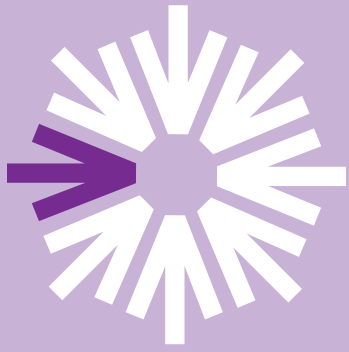
decreased premature mortality rates during the same period. In 2011, the community areas with the lowest premature mortality rate were Assiniboine South and Fort Garry at 2.1 per 1,000, and the community area with the highest premature mortality rate was Point Douglas at 5.0 per 1,000.

Canada's premature mortality rate has decreased from 4.6 per 1,000 in 1979 to 2.6 per 1,000 in 2008. Manitoba's premature mortality rate has also decreased from about 4.4 per 1,000 in 1979 to 3.3 per 1,000 in 2008.

On average, nearly 3 out of every 1,000 Winnipeggers dies before reaching age 75

Premature Mortality Rate (deaths per 1,000 individuals)





## Natural Environment

The Natural Environment encompasses all living and non-living things occurring naturally in our community. The two highlighted indicators within the Natural Environment theme area are **Waste Diversion Rate** and **Water Use**.

## Videos

Learn more on our website:

**Passing on a green lifestyle to the next generation**  
[youtu.be/Y\\_xHWgJV9U8](https://youtu.be/Y_xHWgJV9U8)



### WASTE DIVERSION RATE

Winnipeg's **waste diversion rate** is a measure of how much waste is diverted through recycling programs. Winnipeg's diversion rate is known to be one of the lowest of major Canadian cities.

**In 1997, Winnipeg's waste diversion rate was 10 per cent, rising to 19 per cent in 2012.** Winnipeg has more than doubled the amount of waste going to recycling programs. In 1997, only 23,000 tonnes of

waste was recycled compared to 48,000 tonnes in 2012. Waste transported to landfills peaked in 2005 at 256,000 tonnes and has steadily decreased to 202,000 tonnes in 2012.

In 2006, Canada's diversion rate was about 22 per cent. Nova Scotia had the highest waste diversion rate (41 per cent), while Newfoundland and Labrador had the lowest rate (6.9 per cent).

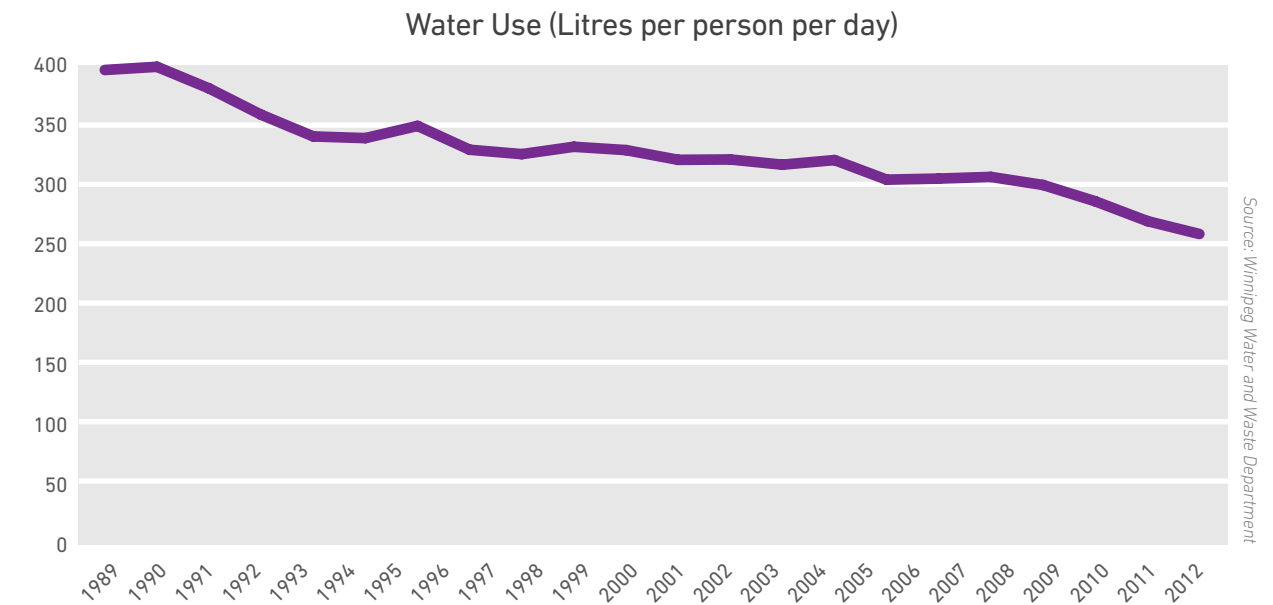
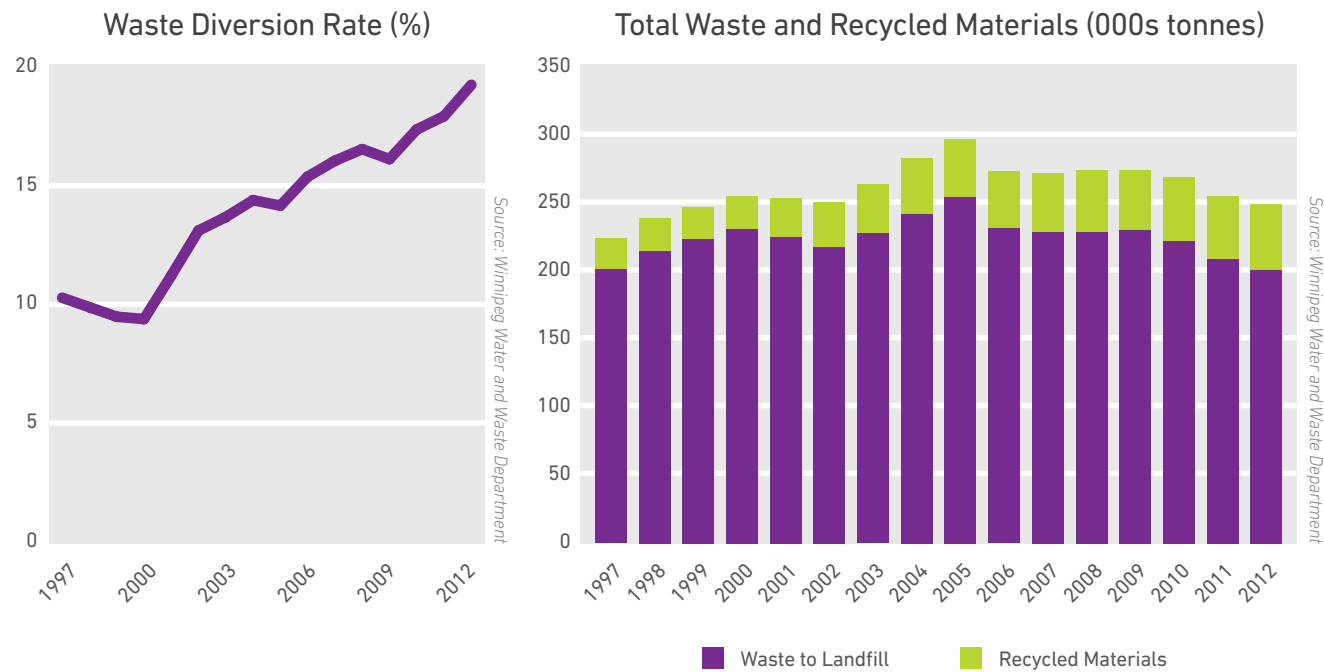
### WATER USE

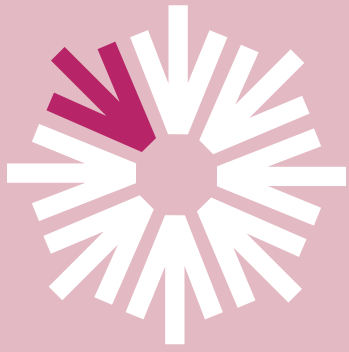
Winnipeggers used  
**258**  
 litres per person  
 per day in 2010

**Water use** measures the average amount of water used per person per day. Winnipeggers have been steadily reducing their water consumption since 1988, when it peaked at nearly 400 litres per person per day. In 2010, water consumption was measured at 258 litres per person per day, a decrease of 46 per cent since 1988. In 2009, Manitoba's total per capita water consumption was 355 litres per person per day.

Water consumption has also decreased throughout Canada in recent years. In 2006, Canadians used 591 litres per person, decreasing to 510 litres per person in 2009. This decrease represents a 14 per cent decrease in water consumption during this time period.

Despite the declining rate of water consumption, Canadians still use more water per capita than many other developed countries.





## Social Vitality

Social Vitality refers to whether the people who live and work in an area feel like they belong to a community. The two highlighted indicators within the Social Vitality theme area are **Quality of Life** and **Personal Safety**.

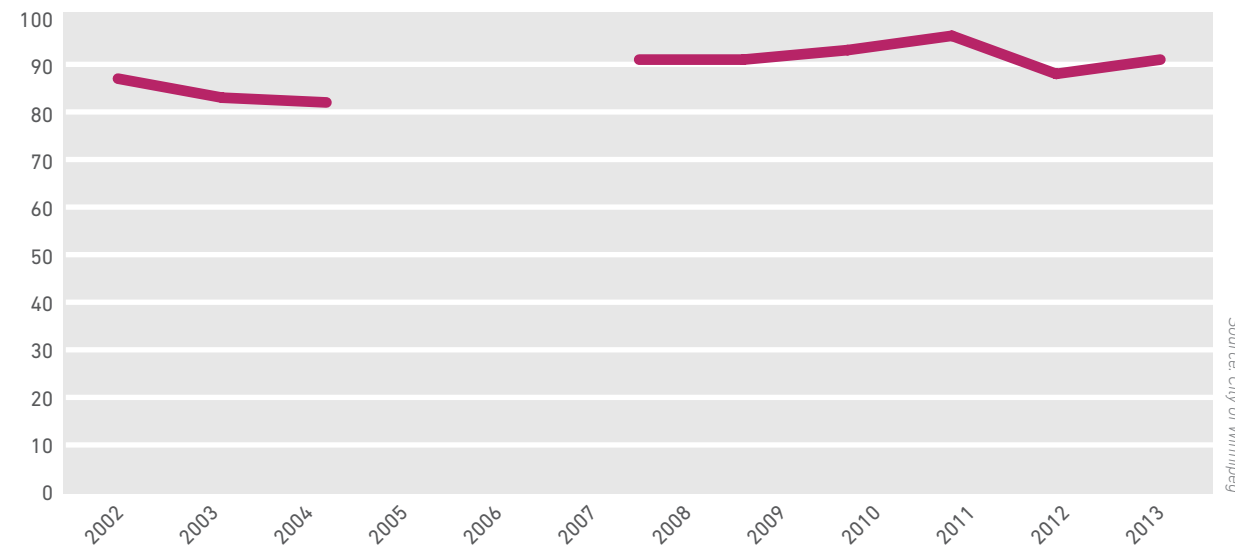


### QUALITY OF LIFE

In 2013,  
**91%**  
of Winnipeggers  
rated their quality  
of life as "good"  
or "very good."

**Quality of life** measures the percentage of Winnipeggers who believe that the quality of life in Winnipeg is good or very good. The data presented is the proportion of residents surveyed who believe the quality of life in Winnipeg is either "good" or "very good." In 2002, 87 per cent of Winnipeg residents felt that their quality of life was either "good" or "very good." This figure decreased to 82 per cent in 2004. In 2011, the quality of life among Winnipeggers peaked at 96 per cent but has since decreased to 91 per cent in 2013.

Quality of Life — Good or Very Good (%)



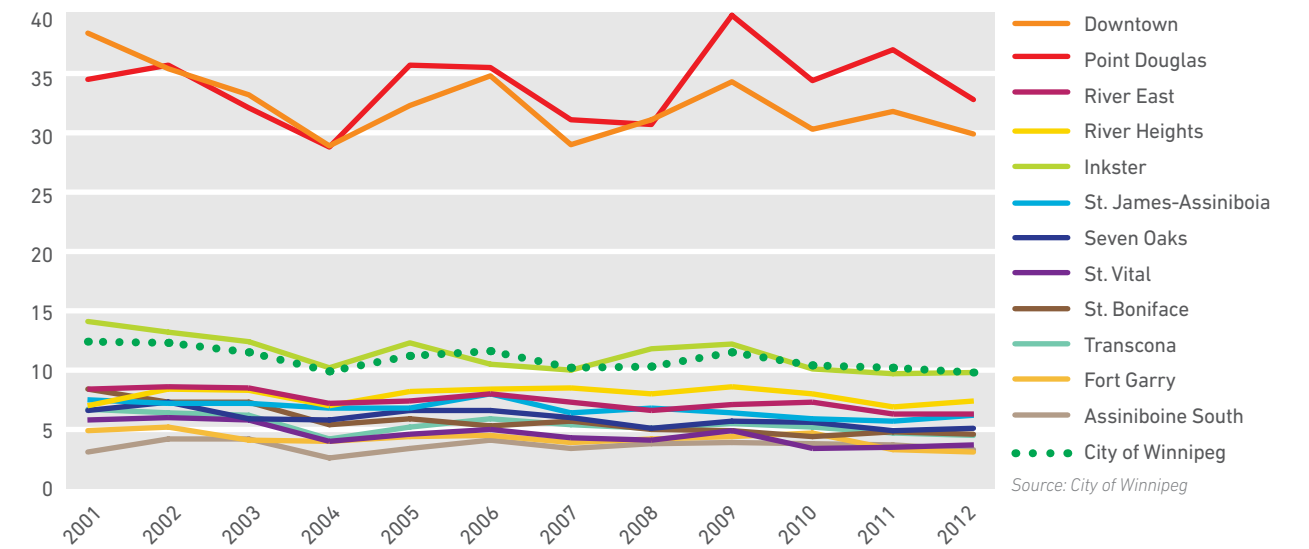
*Note: No survey was carried out in 2005 and 2006.*

### PERSONAL SAFETY

**Personal safety** looks at the number of assaults, homicides, sexual assaults, and robberies per 1,000 people. In 2001, the rates peaked at 12.4 and fell to 9.9 per 1,000 in 2004. **Since 2009, the rate decreased slightly to 9.8 in 2012.** The community areas of Point Douglas and Downtown have

approximately three times more crimes per capita than the entire city. The community area of Inkster mirrors the city crime rate very closely. The remaining community areas have fewer crimes than the city rate.

Personal Safety (crimes per 1,000 individuals)



Source: City of Winnipeg



**iisd** International  
Institute for  
Sustainable  
Development Institut  
international du  
développement  
durable



**Manitoba** 

Winnipeg

 **Investors  
Group**

**THE  
Great-West Life**  
ASSURANCE COMPANY  
STRONGER COMMUNITIES TOGETHER™

 **Winnipeg Regional  
Health Authority** Office régional de la  
santé de Winnipeg  
*Caring for Health À l'écoute de notre santé*

**Assiniboine**  
CREDIT UNION 

**HEALTH  
in COMMON**

Peg is made possible through the generous support of the Province of Manitoba, the City of Winnipeg, Investors Group, Great-West Life Assurance, Winnipeg Regional Health Authority, Assiniboine Credit Union, Health in Common, and many community volunteers.