

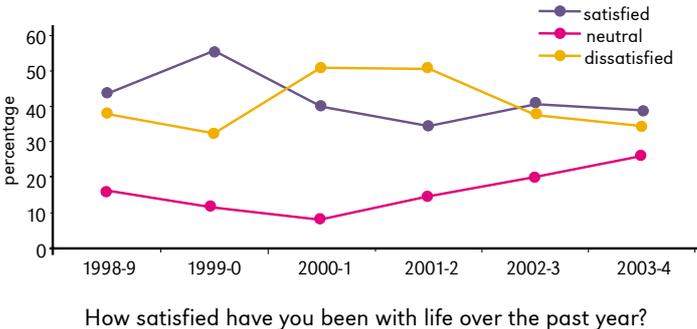
PERCEPTIONS OF THE CITY

LIFE SATISFACTION

Over the years the question “How satisfied have you been over the past year?” has been asked.

- In 2004 39% of residents were satisfied with their life and 35% of residents were dissatisfied.
- In 2003 the levels were much the same, except that there were slightly more citizens who were dissatisfied.

The following graph illustrates differences from 1998 to the present

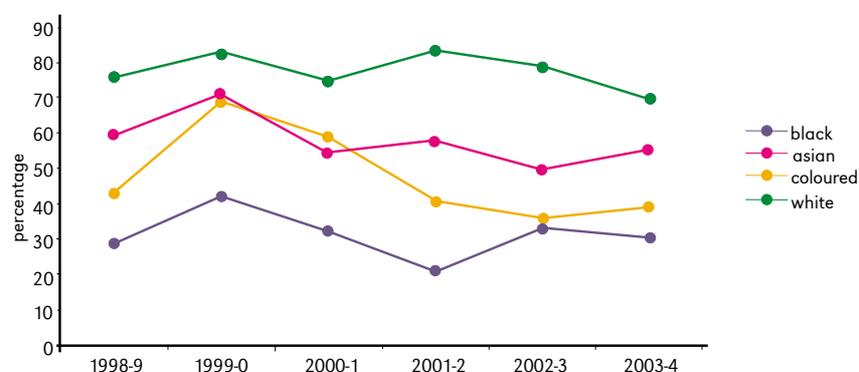


This graph shows that the percentage of residents who are dissatisfied is on the decrease. There appears to have been a decline in satisfaction levels between 1999 and 2001, However the picture seems to be changing quite significantly for the better.

The following trend chart which looks at life satisfaction by race shows that:

- A large majority of the white population experience satisfaction with their lives
- A minority of the black population experiences life satisfaction.
- There are more than half the members of the Asian population experiencing satisfaction with their lives.
- A minority of members of the coloured population are experiencing satisfaction.

However, between 2003 and 2004 it is only the coloured and Asian populations that have a small increase in the proportion of satisfied people, all the other race groups experienced decline.



How satisfied have you been with life over the past year? By Race

WHY ARE WE DISASTISFIED?

The top three reasons for being dissatisfied with life are:

- Financial problems
- Unemployment
- Illness

Residents who were dissatisfied with life say that financial problems, unemployment and illness were the main reasons for unhappiness.

WHAT MAKES US SATISFIED?

The top three reasons for being satisfied with life are:

- Good family life
- Good health
- Financial security

Residents who were satisfied with life say that family life and personal health is of greater importance to the residents of eThekweni than money or family income.

ECONOMIC OUTLOOK

Economics plays a very important role in the lives of the residents of eThekweni as we have seen.

17.5 felt that their economic situation had improved

53% felt that their economic situation had remained the same

38.2 % were optimistic about their future economic situation

23.6% believed that their situation would get worse in the future

WHY WILL THINGS GET BETTER?

There will be more job opportunities

Durban will experience economic growth

WHY WILL THINGS GET WORSE?

Unemployment will continue to be a problem

The cost of living will go up more

HOW DURBAN RESIDENTS SEE THEIR CITY...

In the survey eThekweni residents were asked to rate certain aspects of Durban city that are part of the municipality's vision for 2020

More residents were satisfied with aspects of the vision in 2004 than in 2003. The only exception was the rate of delivery on basic services.

Residents seem to be quite satisfied that::

- they can live in Durban easily
- their personal well-being is cared for in the city
- Durban is a city to be proud of
- there is a good level of harmony between residents

However, despite more people being satisfied now than before, they are mostly dissatisfied with:

- the rate of economic growth
- the lack of job opportunities
- the supply of their basic services
- the quality of life of Durban citizens
- the level of equal opportunities for all



There has been a drop in satisfaction with the rate of delivery of basic services that the municipality provides.

- In 2003 40.5% of the population were satisfied.
- In 2004 only 29,4% of the population were satisfied.

Satisfaction with PUBLIC AMENITIES

Durban residents are fortunate to have easy access to a number of interesting and relaxing places in the central business district.

BEACHES

Being an east-coast sea-side city, there are wonderful beaches, and swimming is possible all year round. The municipality ensures that the beaches are kept free of litter, life guards take care of the safety of swimmers, and there are lots of restaurants and kiosks. 83% of the people interviewed were satisfied with Durban's beaches.

ART GALLERY & MUSEUM

The Durban Art Gallery and Museum are housed in the same building, a gracious Victorian building. Regular exhibitions are held as well as a resident exhibition of paintings and sculptures bought by the city for the cultural enhancement of the people. Popular multi-arts evenings under the title Red Eye have become a special feature of the Durban Art Gallery, attracting young people and ensuring the continuation of interest in the visual arts in the future. 77.6 % were satisfied with Art Galleries and 72.3% were satisfied with Museums.

OTHER AMENITIES

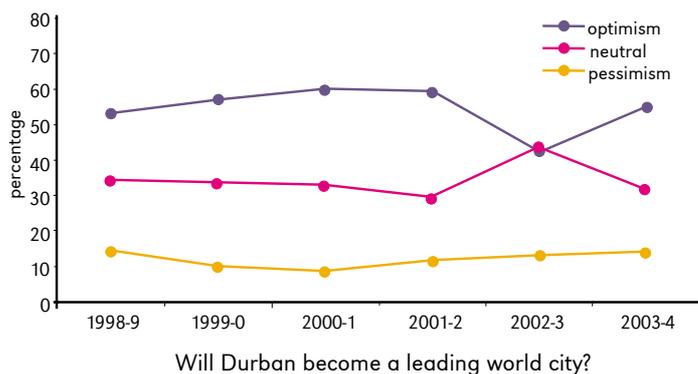
- 86,9% satisfied with the library
- 71,7% satisfied with the parks,
- 70,0% satisfied with sports grounds
- 66,2% satisfied with swimming pools



CAN DURBAN BECOME A LEADING WORLD CITY?

Just over half of the population believe that Durban will become a **leading world city**.

The following graph shows how these perceptions have changed from 1998 to the present:



There has been little change in the number of eThekweni residents who are pessimistic about their city. This has always been the smallest group of people and in 2004 only 14% were pessimistic.

Optimism among residents has increased steadily between 1998 and 2000. After that it declined, but since then it has increased to 54% in 2004

There were more people who felt neutral about the issue, but this seems to have changed in the last two years as people have become more optimistic.

REASONS FOR FEELING GOOD ABOUT OUR CITY!

- The 54% of residents who were optimistic about Durban felt that there was a steady growth and upgrade of the city. They mentioned ICC building, uShaka Marine World, Wilson's Wharf, Gateway Shopping Complex as well the Sibaya and Suncoast Casinos which have opened leisure areas to residents and made them feel as though there is more to do in their city.
- Durban is seen as a beautiful place, with its lovely long beaches, lush vegetation, parks and gardens.
- Many national and international conventions of have taken place in Durban and the city is also hosting more cultural events for the people.

There has been a growth in the tourist industry which is helping Durban gain international recognition as a city to visit and enjoy.

REASON FOR CONCERN ABOUT OUR CITY

- For the 14% who were pessimistic the number one reason was the high crime rate
- People were also concerned about the high number of unemployed residents and the social ills that attend lack of work and money.
- People would have liked to see that Durban was enjoying better economic growth.

*According to residents the two most important aspects of the eThekweni Municipality's vision are, firstly, that there will be **job opportunities** in Durban and, secondly, that the **residents' well being is cared for** in Durban.*

MOST PEOPLE CLAIMED THAT THE SURVEY HAD COVERED ALL OF THE MOST IMPORTANT ISSUES



photo: Peter Bendheim