The Quality of Life Indicators as a Tool for Monitoring and Diagnosing the City Development Strategy.

The Case Study of Poznan’s (PL) Quality of Life Project

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During the presentation on „Indicators of the Quality of Life of Poznań Residents“ the aims of the research program, its theoretical assumptions (including the adopted definition of quality of life), criteria of selection of indicators and methodological assumptions of measurement will be discussed. However, the main focus will be placed on the way of making use of research on quality of life when establishing goals for development strategy for the city of Poznan to 2030. Additionally, the emphasis will be put on discussing experiences of problems with implementation of the results of public opinion research to city management tools.

The program „Indicators of the Quality of Life of Poznań Residents" was initiated in 2001 by the Mayor of the City of Poznań, as one of the elements aimed at streamlining the work of the Town Council, maintaining contact between the authorities and the residents of the city and building up the image of the city and lives of its residents. As a result of an agreement between the city authorities and the University in Poznań research center was established, aimed at conducting quality of life indicators research.

The project is based on an idea of measurement of the most important domains of life, such as life situation of the residents, communal infrastructure, urban structure (place of living), health condition of the residents and health service, standard of living, social security, social exclusion, public security and crime rate, condition and resources of natural environment, leisure, work and income, education and educational institutions and population processes. The essence of the project is simultaneous investigation of the actual situation by means of objective statistical data as well as the level of satisfaction with particular aspects of life. The research involved name listed, random and representative samples and was conducted by means of direct interviews. In 2013 the ninth round of the research was carried out, while earlier rounds took place in 2002, 2003, 2004, 2006, 2008, 2009, 2010, 2011. Two rounds of the project, in 2009 and in 2013, were devoted to the issue of (re)construction of the strategy for city development and measurement of the level of achievement of goals of the strategy.
Key words: the measurement of the quality of life, the city development strategy, the public policy