

City of Regina



## Public Perceptions Research

December 2015

# Citizen Satisfaction Survey

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## OVERVIEW

# Methodology

These are the results of The City of Regina's Citizen Satisfaction Research.

A total of 796 telephone interviews have been conducted with a randomly selected representative sample of Regina residents aged 18 years or older.

Interviews were conducted between October 26<sup>th</sup> and November 19<sup>th</sup>, 2015.

The data has been weighted to ensure the age/gender distribution reflects that of the actual population in Regina according to the most recent Census data.



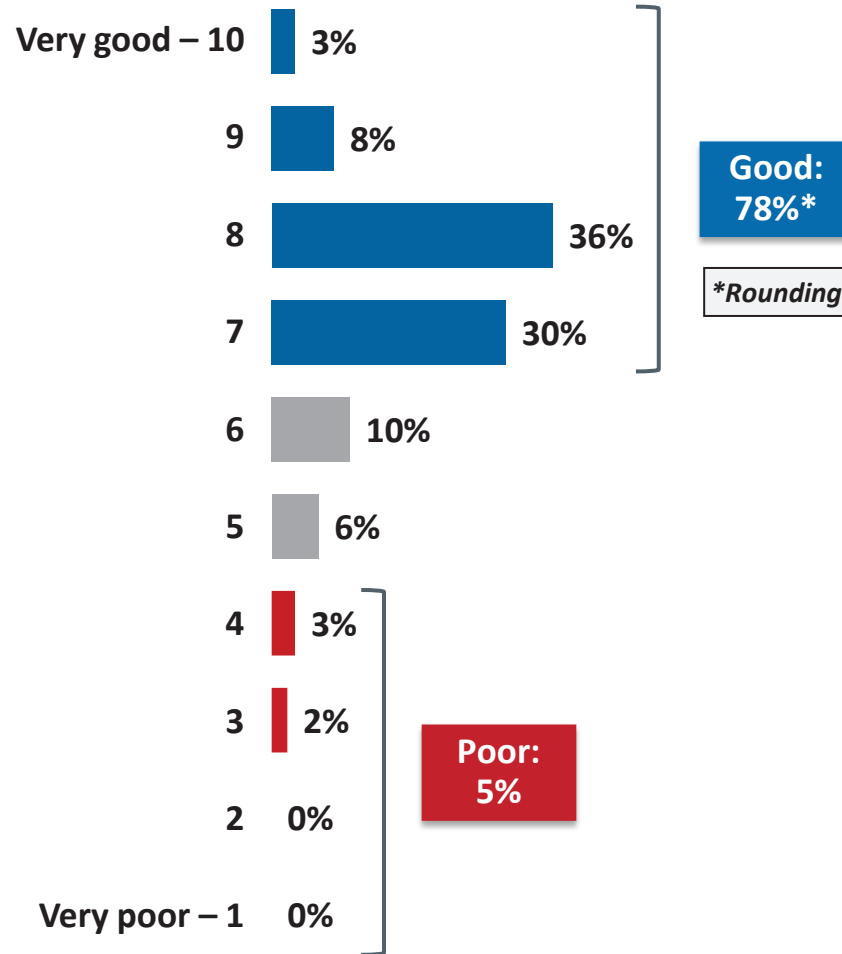


## Quality of Life



## Overall Quality of Life in Regina

Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good”, how would you rate the overall quality of life in the city of Regina today?

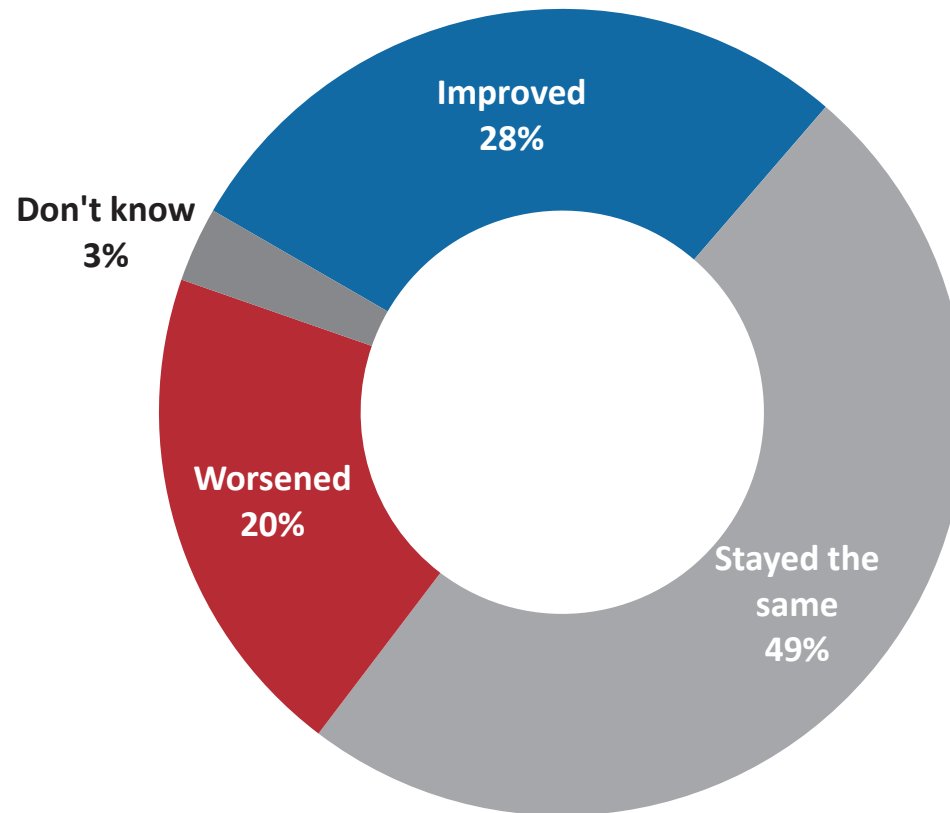


Base: All respondents (n=600)



## Perceived Change in the Quality of Life in Regina

Q3. Do you feel that the quality of life in Regina in the past three years has...?



Base: All respondents (n=600)

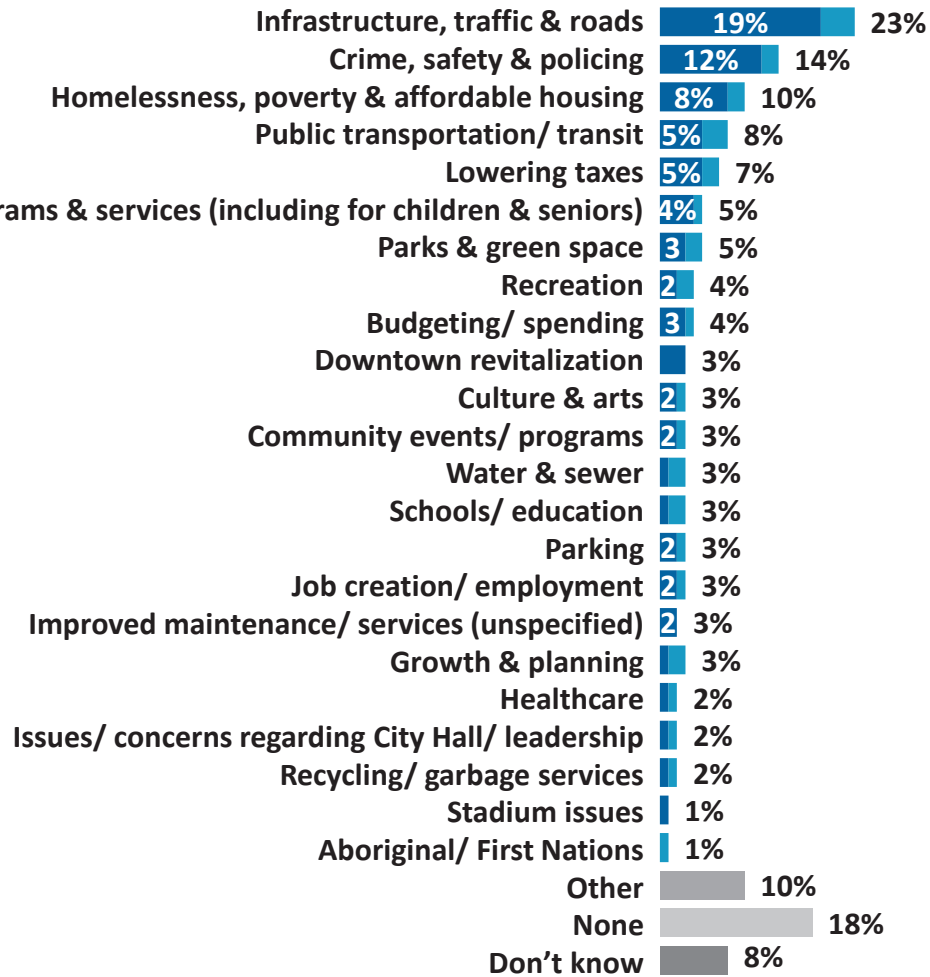


# Actions to Improve the Quality of Life

Q4. Thinking about all of the different factors that contribute to the quality of life in Regina, what specific actions do you think the City of Regina could take to improve the quality of life?

Multiple Responses

■ First Mention ■ Other Mentions

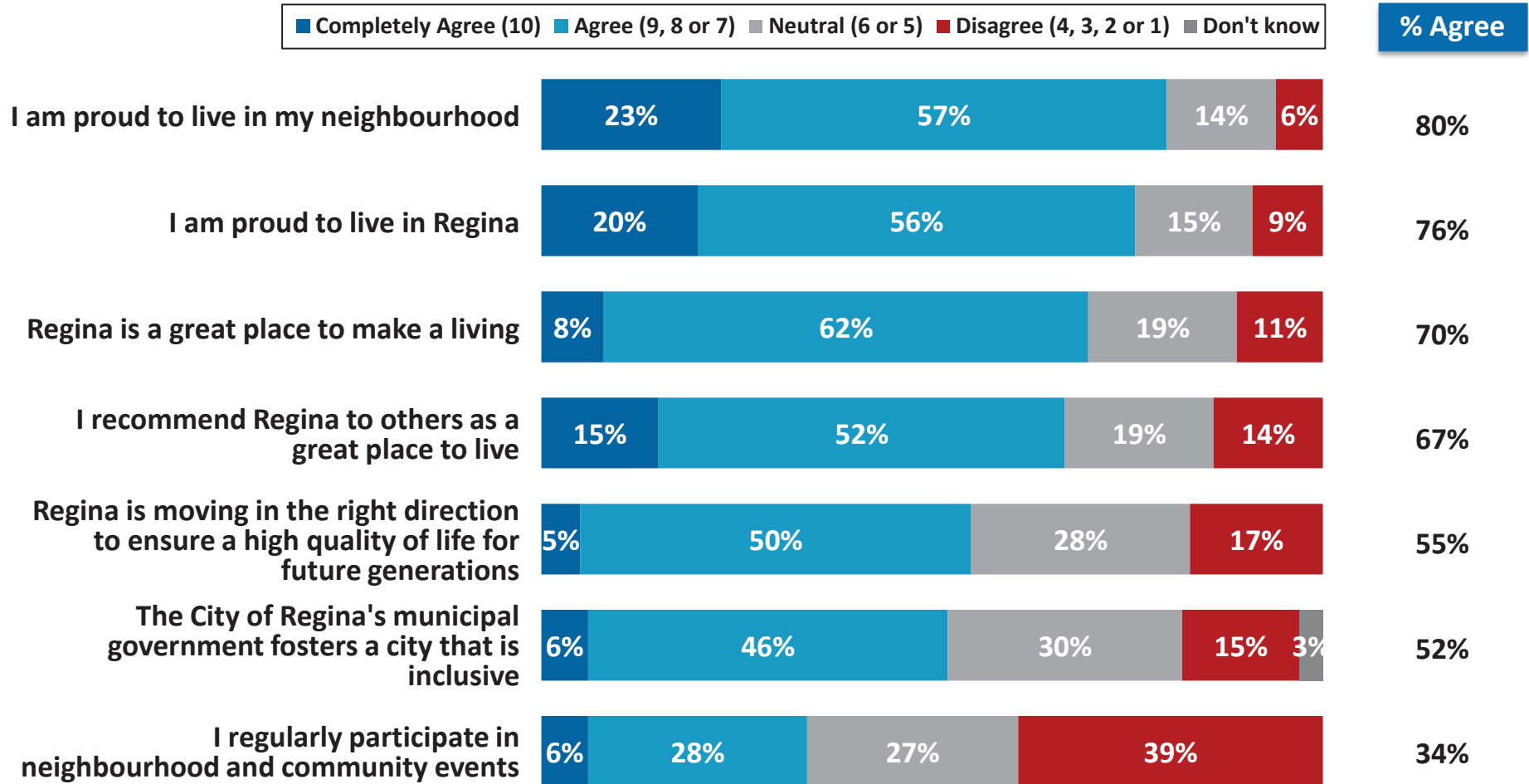


Base: All respondents (n=600)



# Sustainability Metrics

Q5. Next, I'm going to read you a series of statements that some people have made about life in Regina. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".



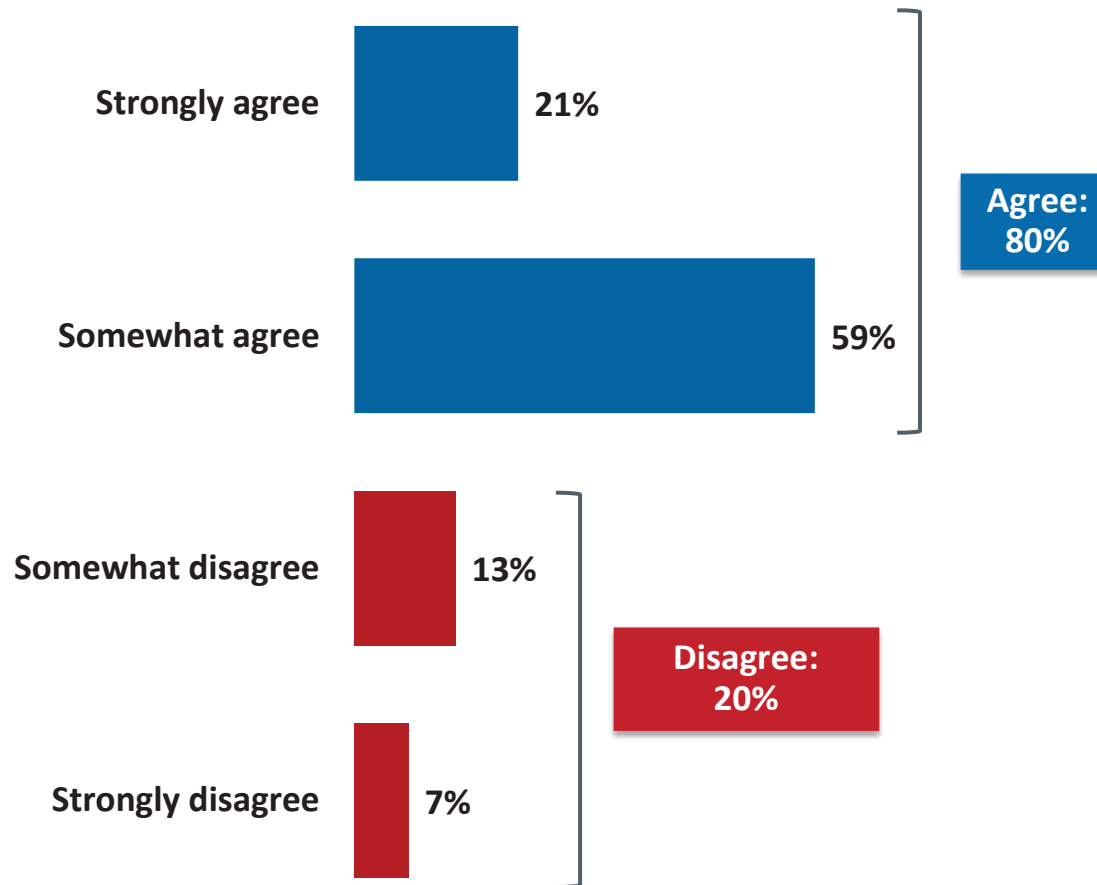
Base: All respondents (n=600)





## Regina: On the Right Track to Being a Better City?

Q6. The City of Regina is facing challenges and experiencing successes. Please indicate whether you agree or disagree with the following statement about Regina's future:  
Regina is on the right track to be a better city 10 years from now.

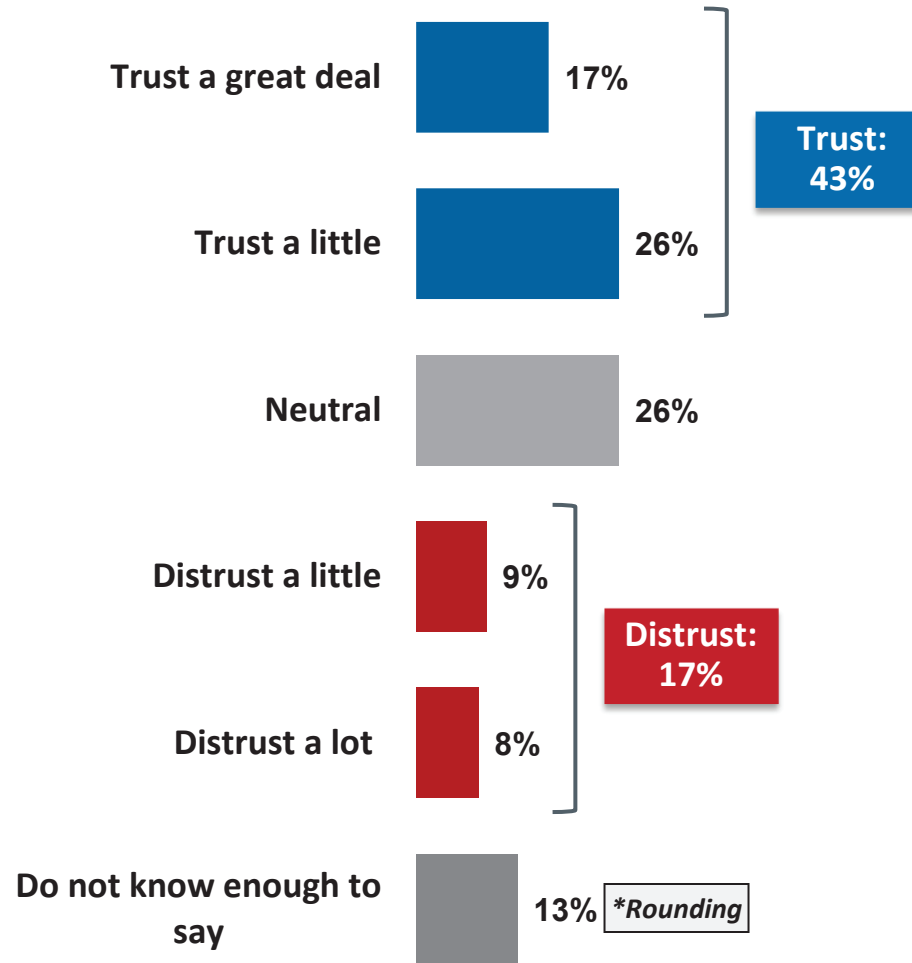


Base: All respondents (n=600)



# Trust for the City of Regina

Q8a. Generally, do you trust or distrust the City of Regina? Would you say you...?



Base: All respondents (n=600)



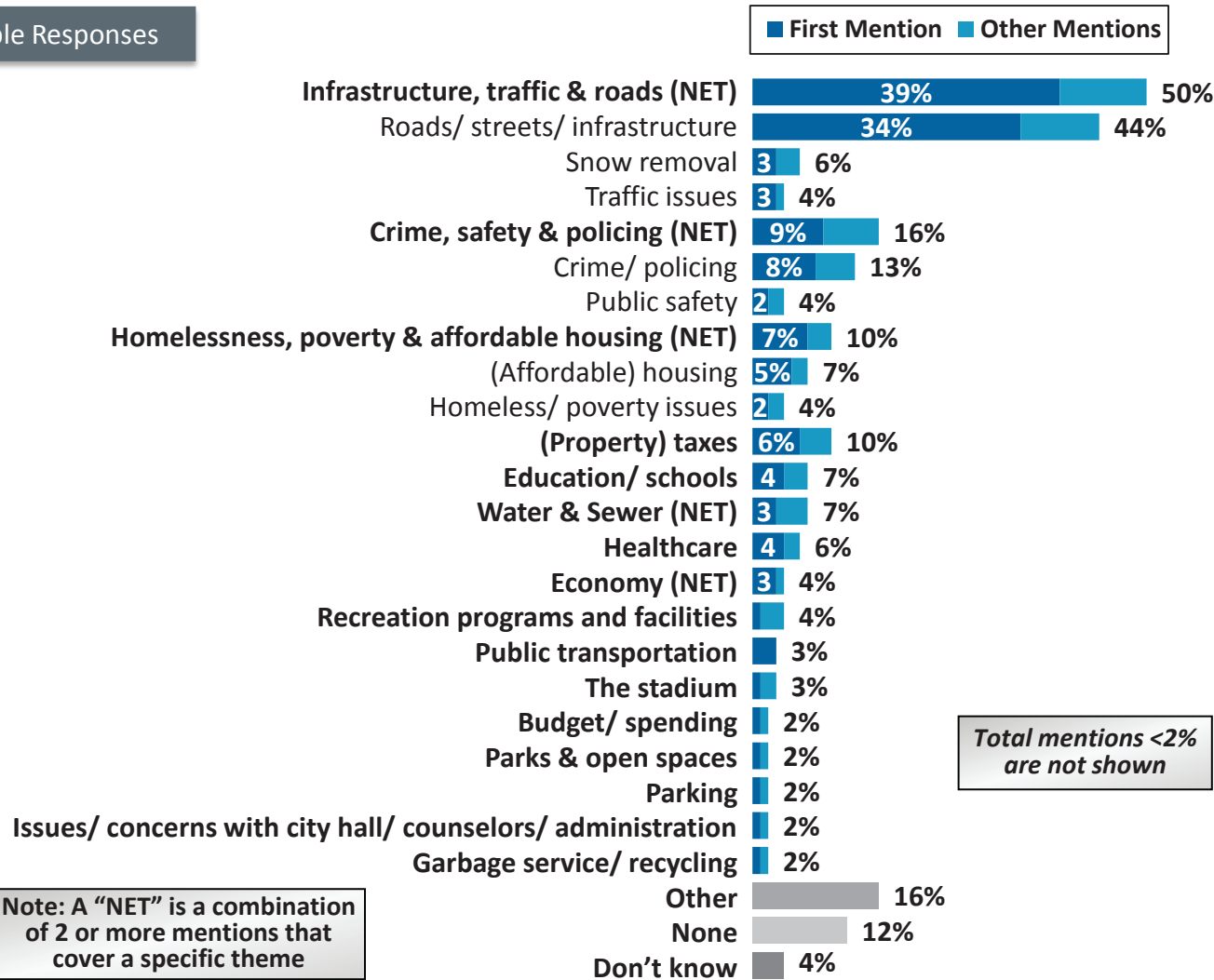
# Issue Agenda



# Issue Agenda

Q1A/1B. In your view, as a resident of Regina, what is the most important issue facing your community? That is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important issues?

Multiple Responses



Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Base: All respondents (n=600)

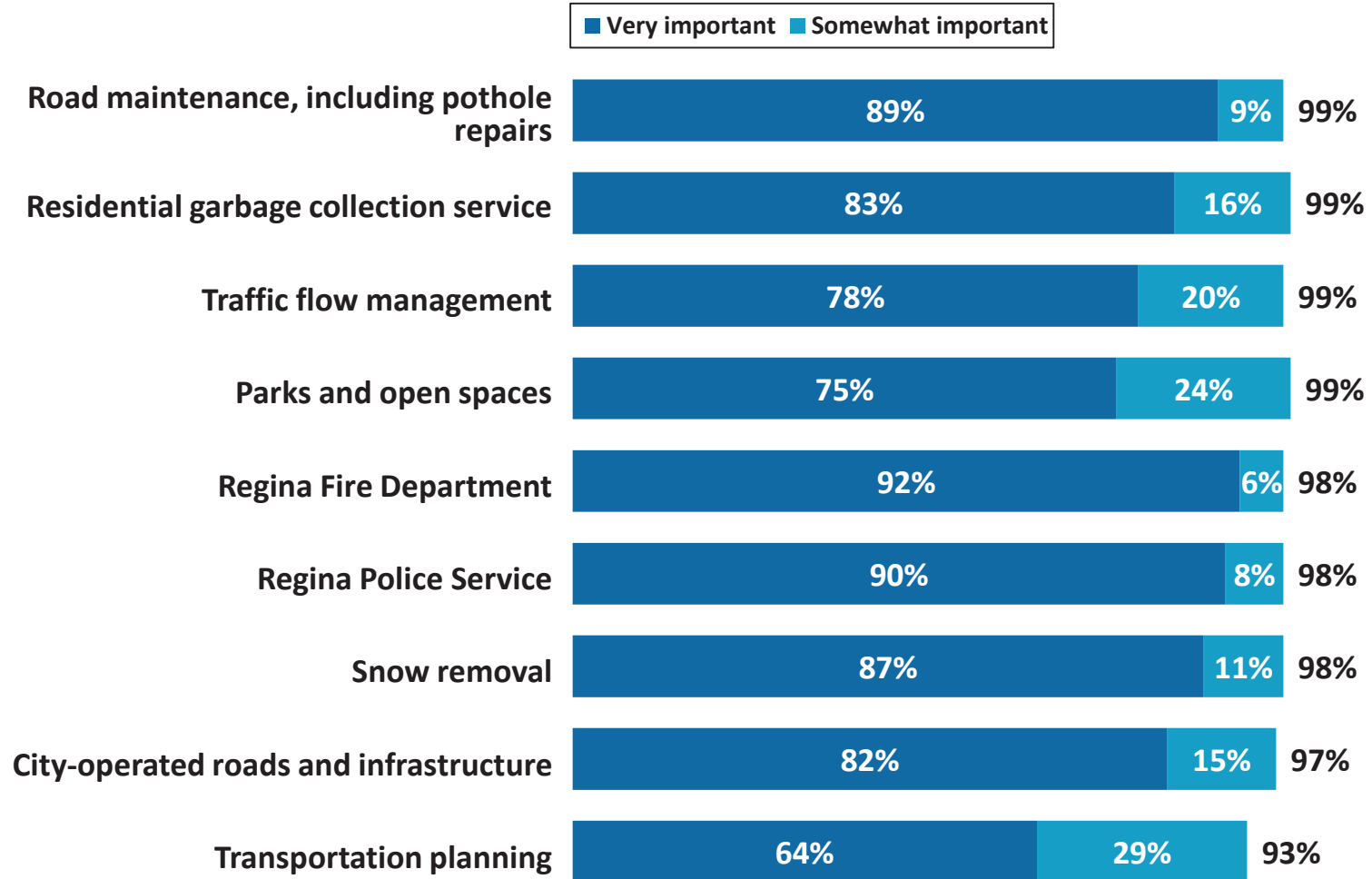


## Programs and Services



## Importance of City Programs and Services

Q9a. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me how important each one is to you.

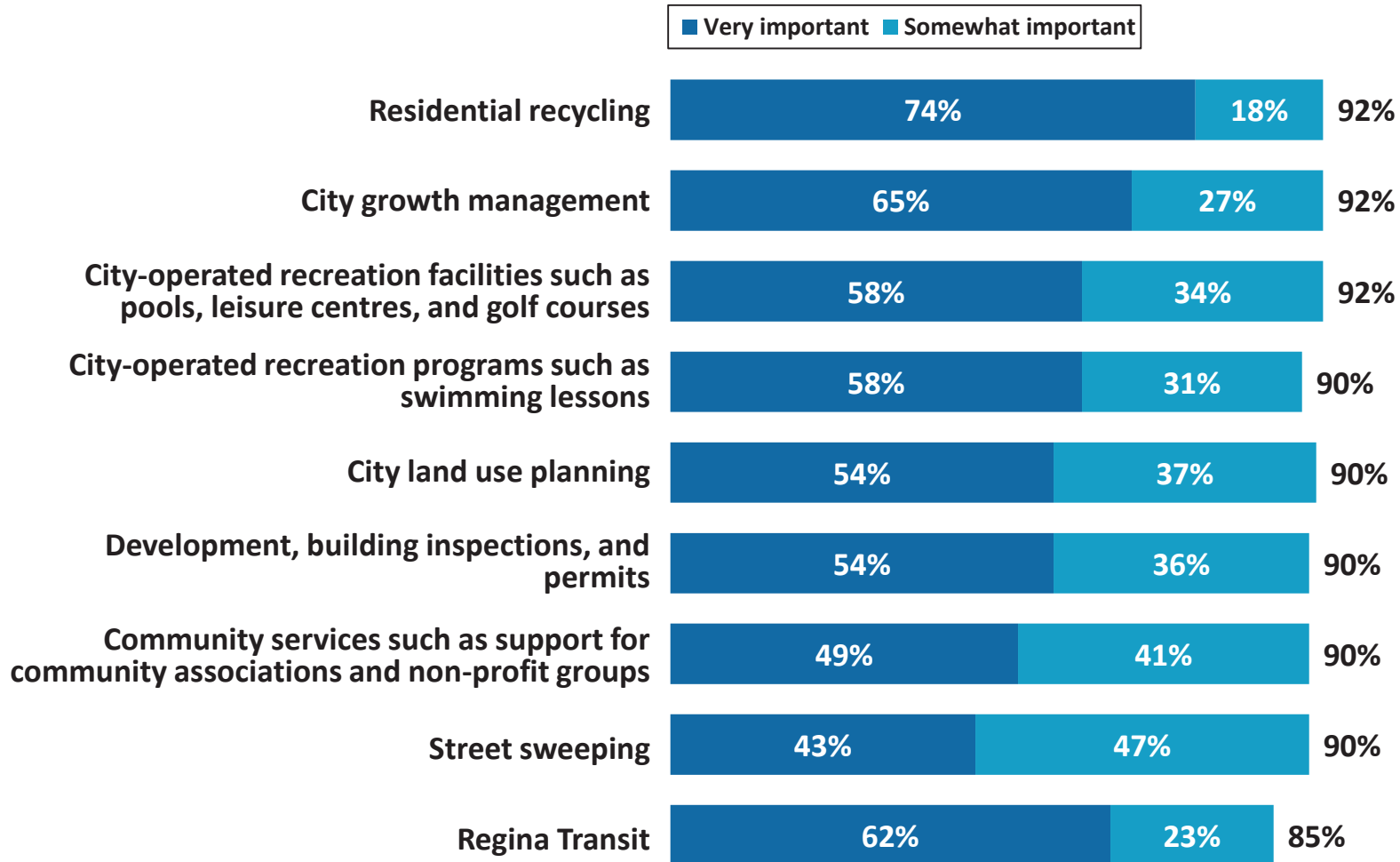


Base: All respondents (n=600)



## Importance of City Programs and Services (continued)

Q9a. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me how important each one is to you.

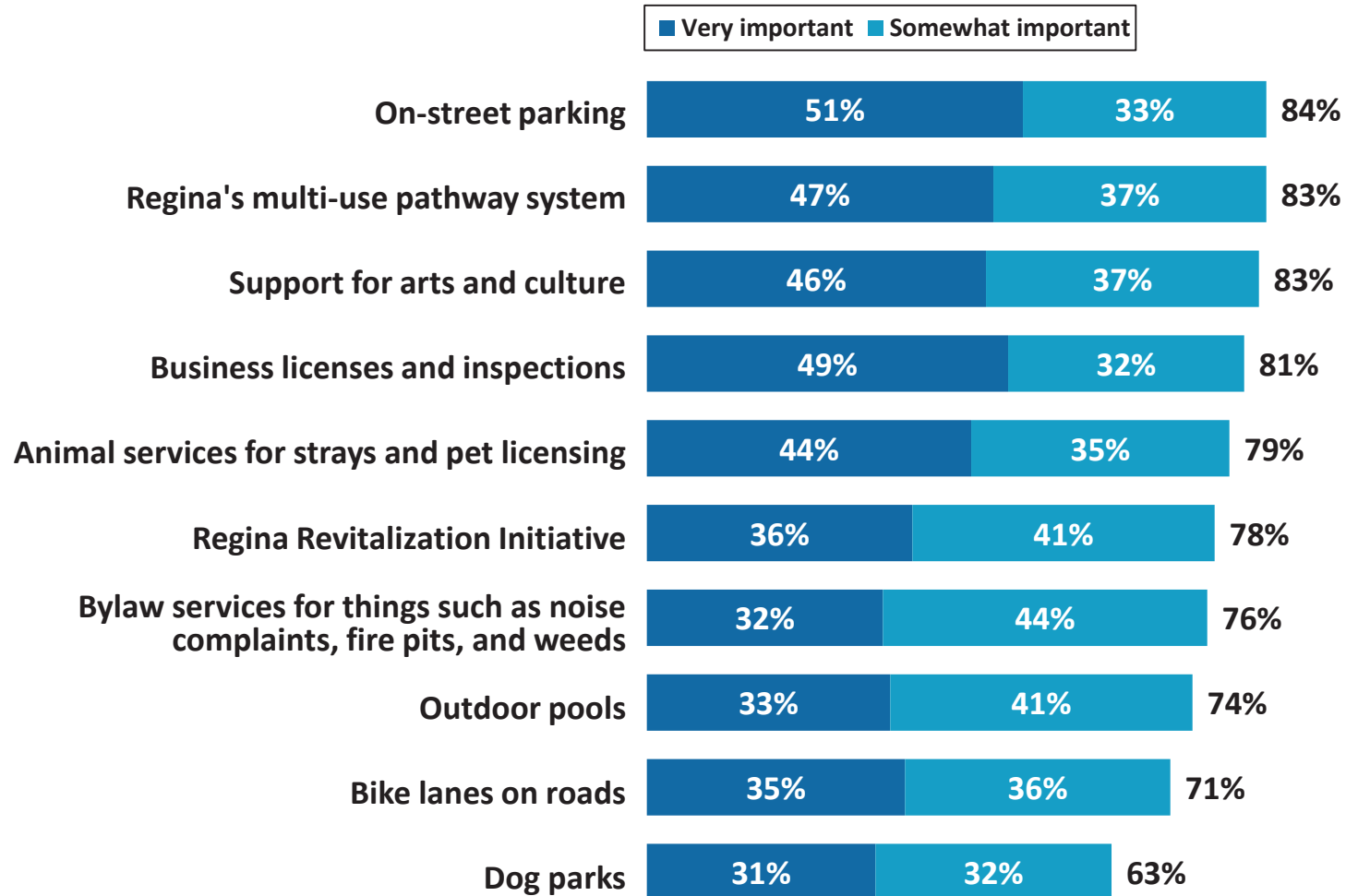


Base: All respondents (n=600)



## Importance of City Programs and Services (continued)

Q9a. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me how important each one is to you.



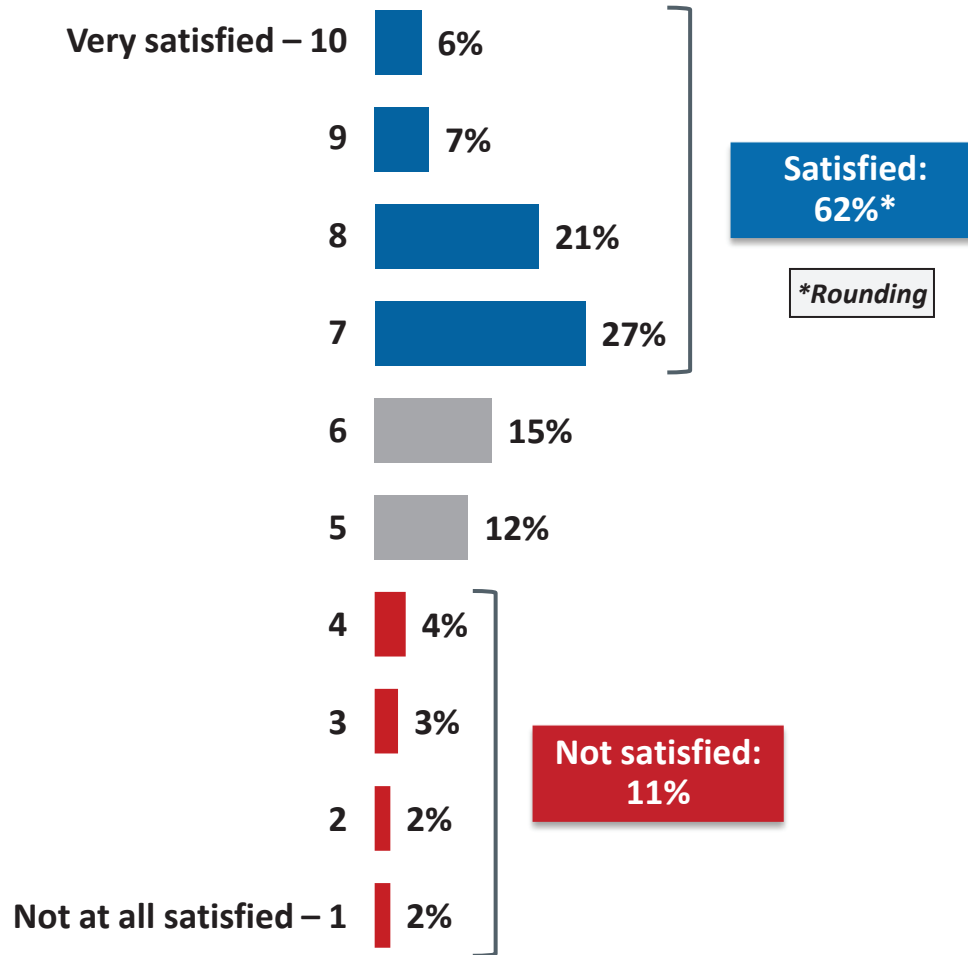
Base: All respondents (n=600)





# Satisfaction with the Overall Level and Quality of City Services and Programs

Q8b. On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of services and programs provided by the City of Regina?

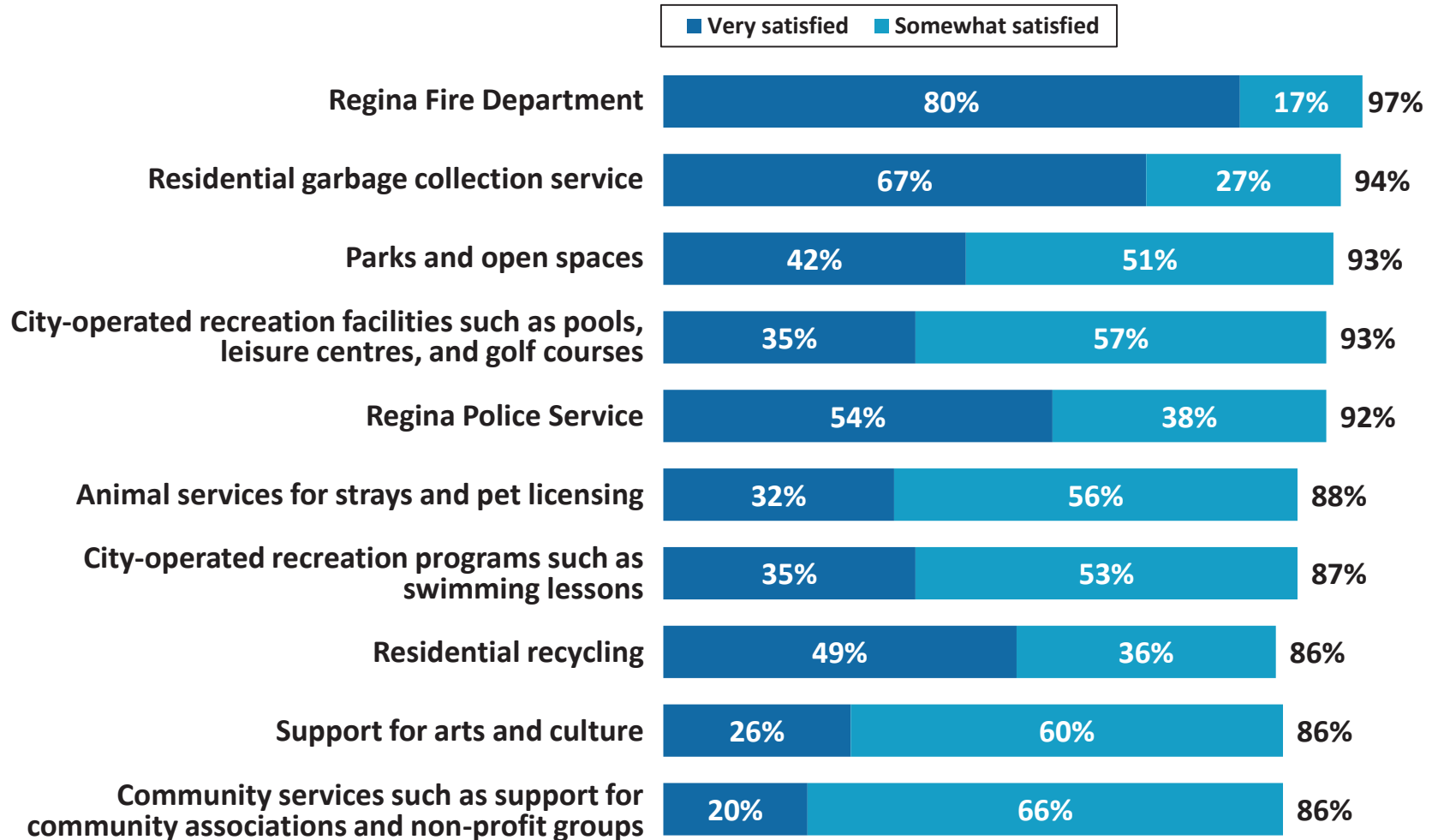


Base: All respondents (n=600)



## Satisfaction with City Programs and Services

Q9b. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me how satisfied you are with the job the City is doing in providing that program or service.

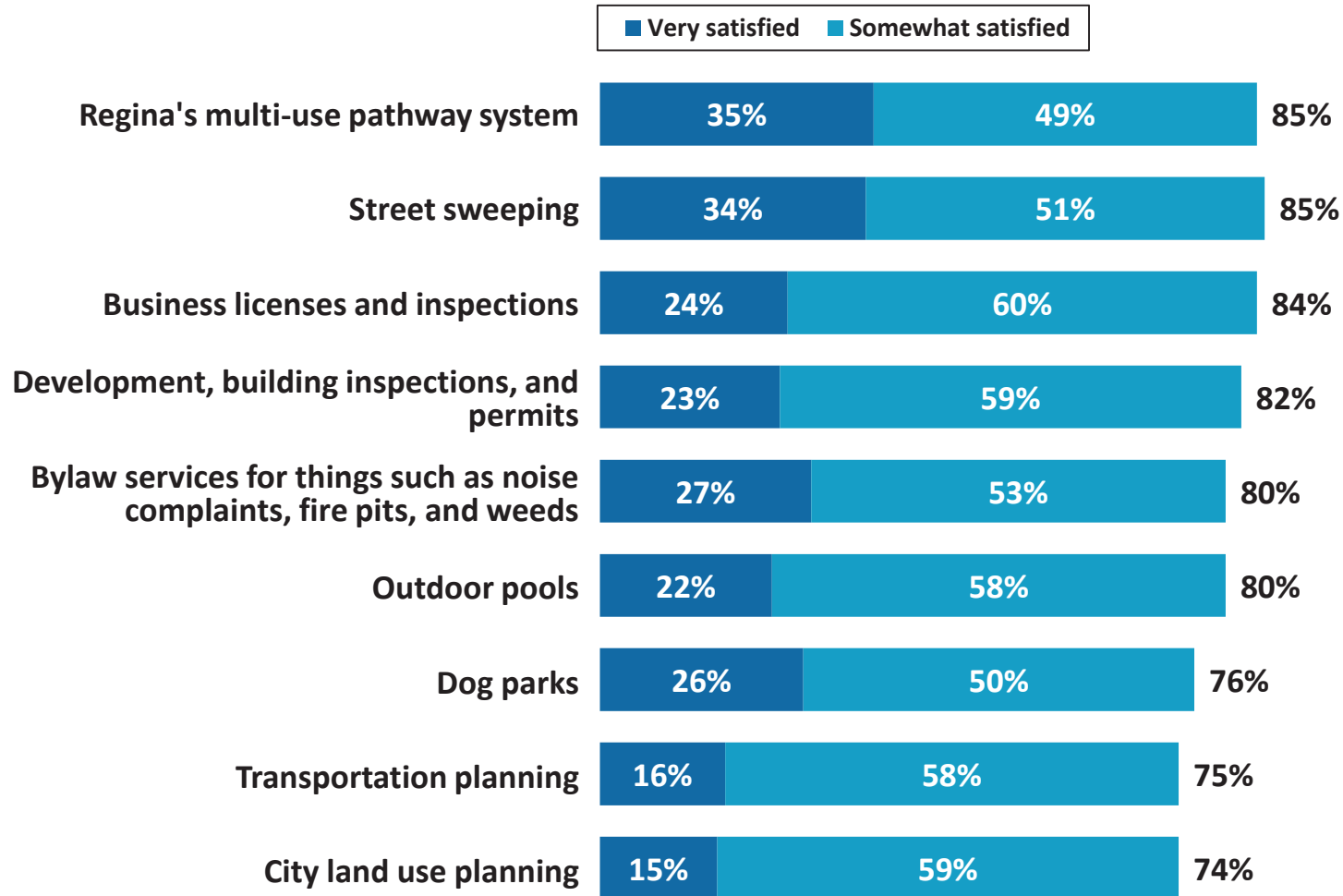


Base: All respondents (n=600)



## Satisfaction with City Programs and Services (continued)

Q9b. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me how satisfied you are with the job the City is doing in providing that program or service.

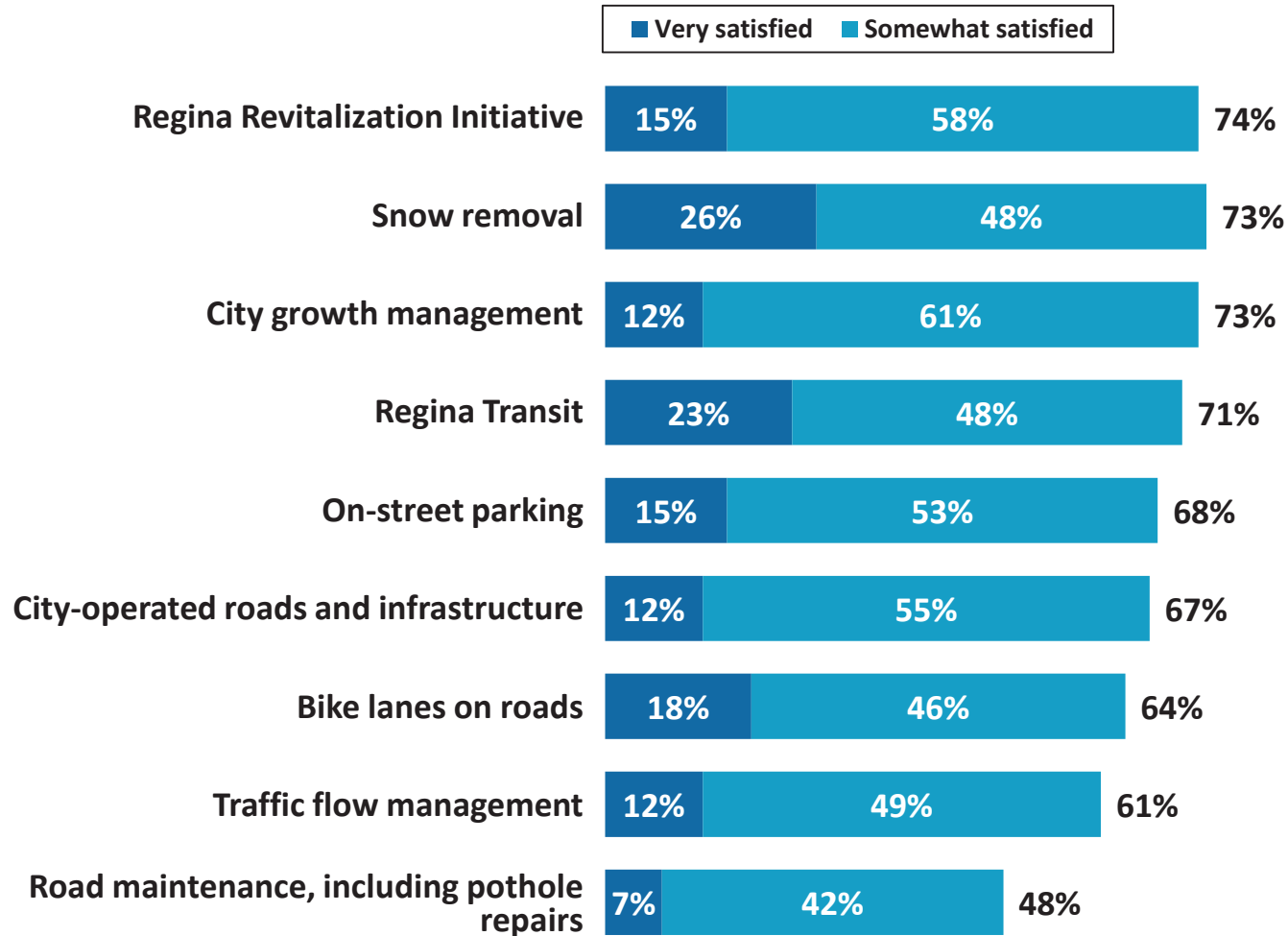


Base: All respondents (n=600)



## Satisfaction with City Programs and Services (continued)

Q9b. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me how satisfied you are with the job the City is doing in providing that program or service.



Base: All respondents (n=600)

# Action Grid Analysis and Investment in City Programs and Services

## Action Grid analysis identifies primary strengths and weaknesses.

- ◆ The City's 'primary strengths' (that is, importance and satisfaction are both high) are: Fire department, Police service, garbage collection, residential recycling, parks and open spaces, recreational facilities, recreation programs, community services, street sweeping, and development, building inspections and permits.
- ◆ The City's 'primary weaknesses' (or 'priority areas for improvement' as they are considered important but satisfaction is relatively lower) are: road maintenance, traffic flow management, City-operated roads and infrastructure, snow removal, transportation planning, City growth management and land use planning.

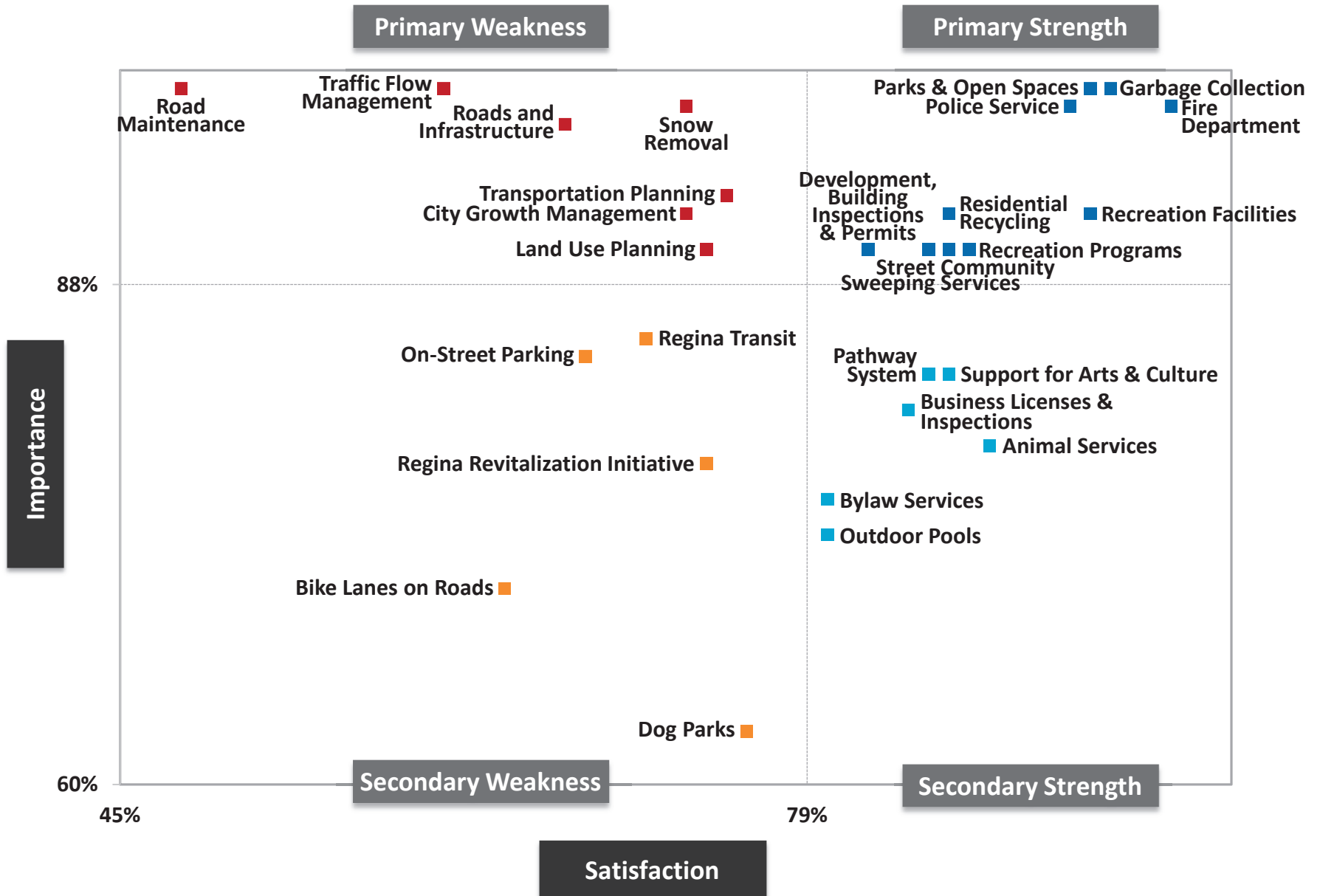
## The appetite for investing 'more' in City programs and services is limited, with 'infrastructure, traffic and roads' emerging as the key area for increased investment.

- ◆ Only five of the 28 programs and services assessed receive invest 'more' ratings from the majority of citizens.
- ◆ Four of these are also 'primary weaknesses' and fall under the 'infrastructure, traffic and roads' umbrella:
  - ❖ Road maintenance including pothole repairs (80% invest 'more'), City-operated roads and infrastructure (67% invest 'more'), traffic flow management (61% invest 'more'), and snow removal (59% invest 'more').
- ◆ The only other service that garners invest 'more' ratings from the majority is the Regina Police Service (52%), while just under half say the City should invest 'more' in Regina Transit (49%) and transportation planning (48%).
- ◆ It is noteworthy that invest 'less' ratings top the ten percent mark for only four programs and services: dog parks (18%), bike lanes on roads (17%), Regina revitalization initiative (13%) and bylaw services (13%).





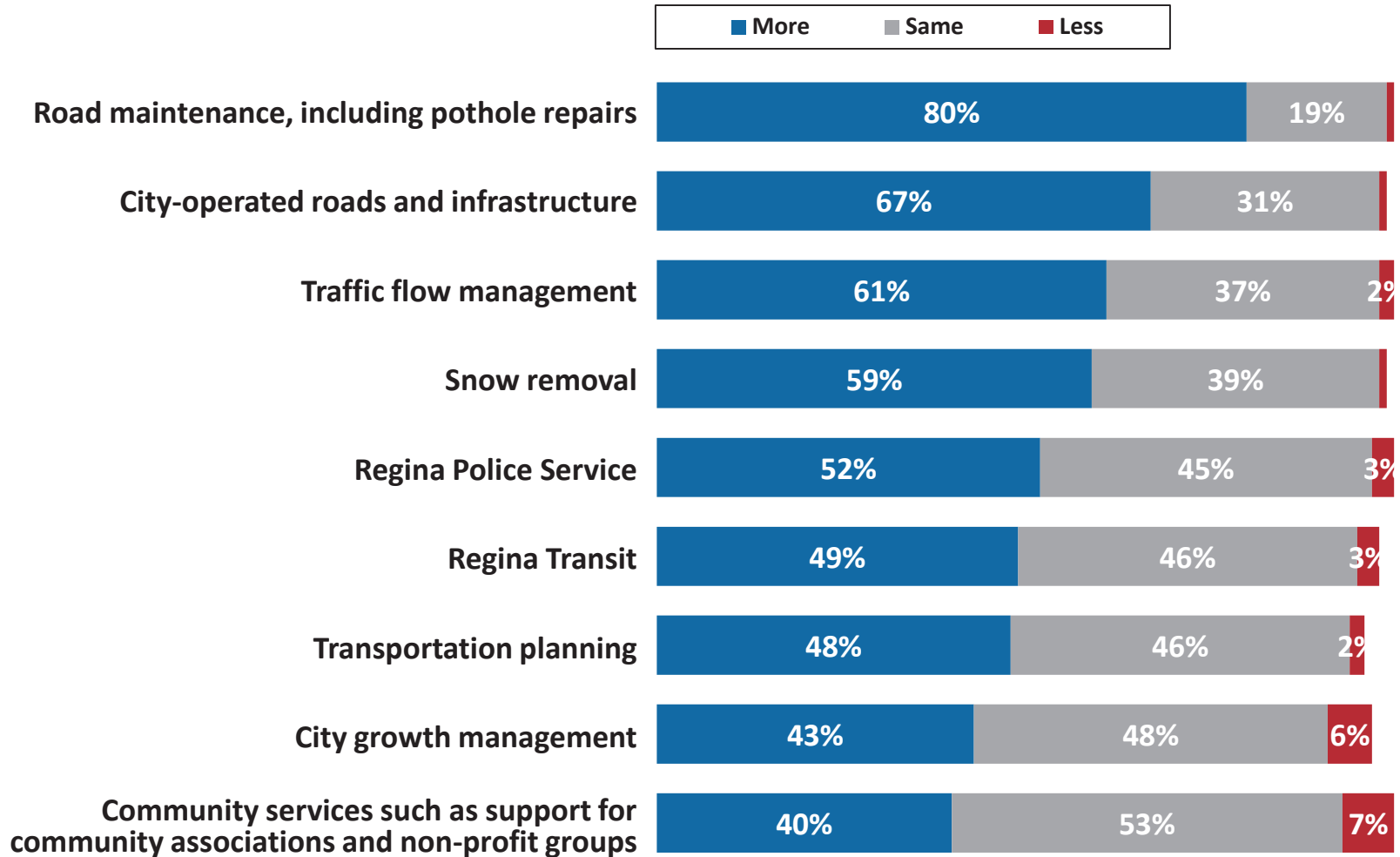
# Importance Versus Satisfaction Analysis





## Investment in City Programs and Services

Q9c. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me if you think the City should invest more, less or the same amount on the program or service.

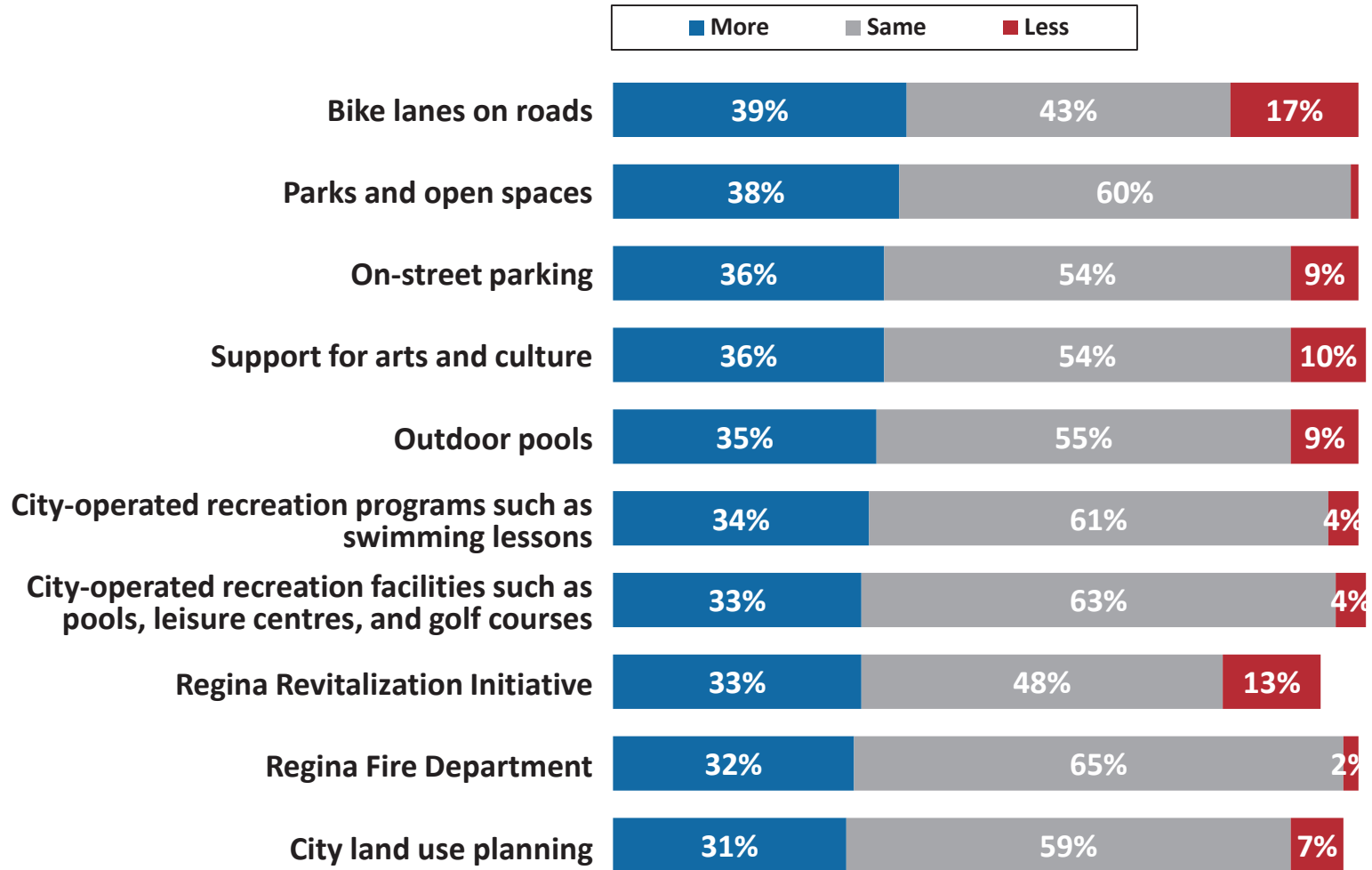


Base: All respondents (n=600)



## Investment in City Programs and Services (continued)

Q9c. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me if you think the City should invest more, less or the same amount on the program or service.



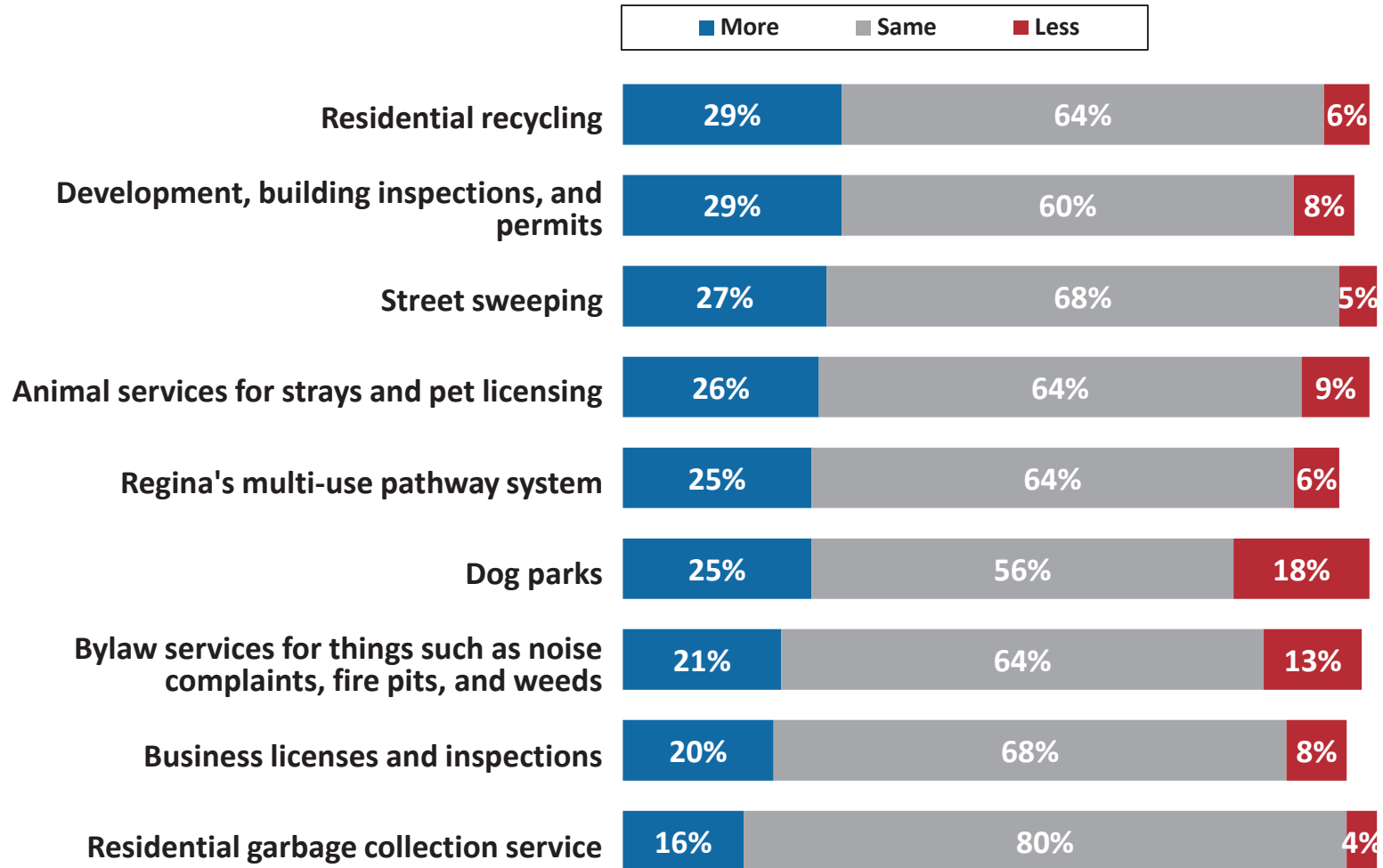
Base: All respondents (n=600)





## Investment in City Programs and Services (continued)

Q9c. I am going to read a list of programs and services provided to you by the City of Regina. Please tell me if you think the City should invest more, less or the same amount on the program or service.



Base: All respondents (n=600)

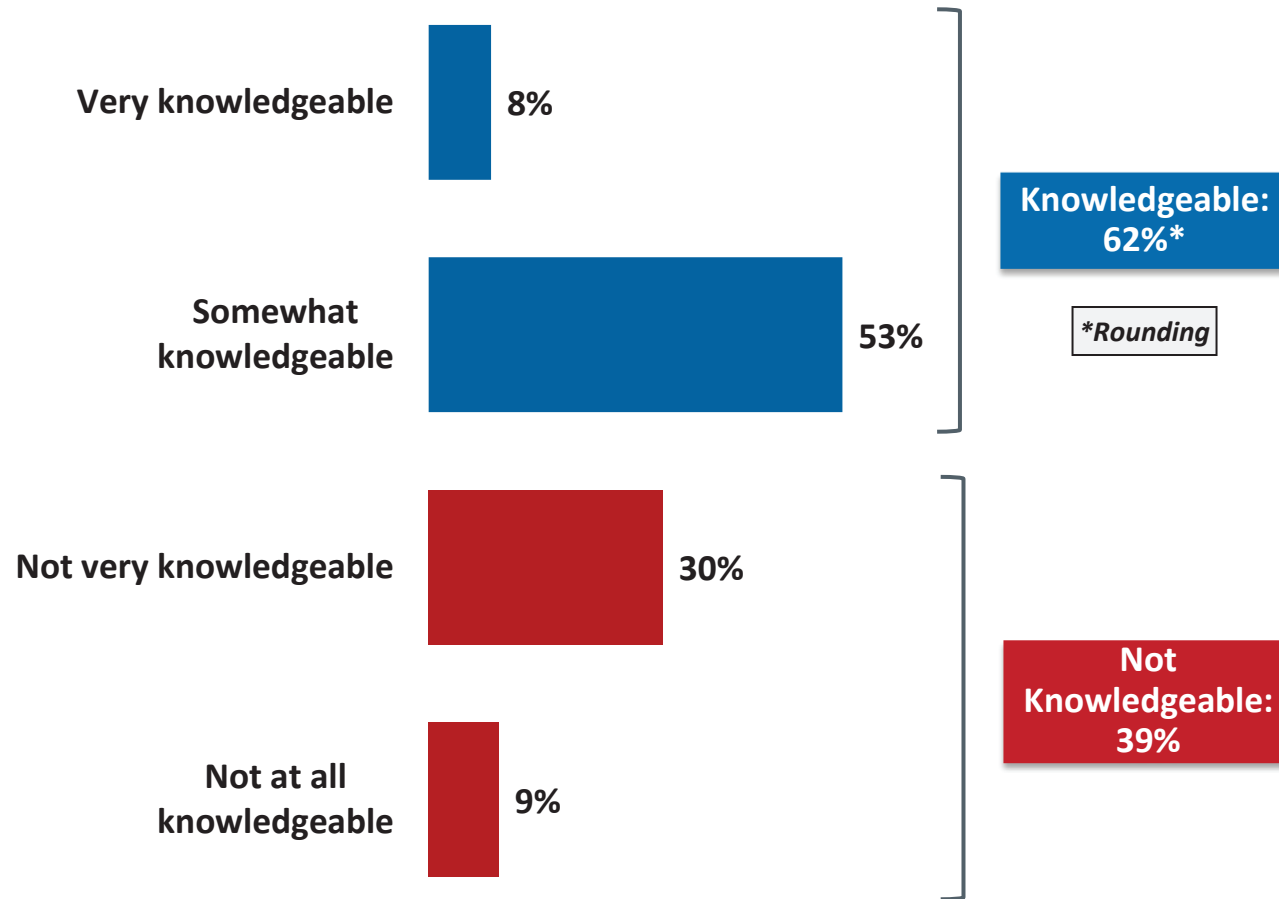


# Taxation



## Knowledge Levels of Tax Dollar Spending

Q10a. Thinking about how the City of Regina government is run and what services it provides, would you say you are very, somewhat, not very or not at all knowledgeable about how City tax dollars are spent?

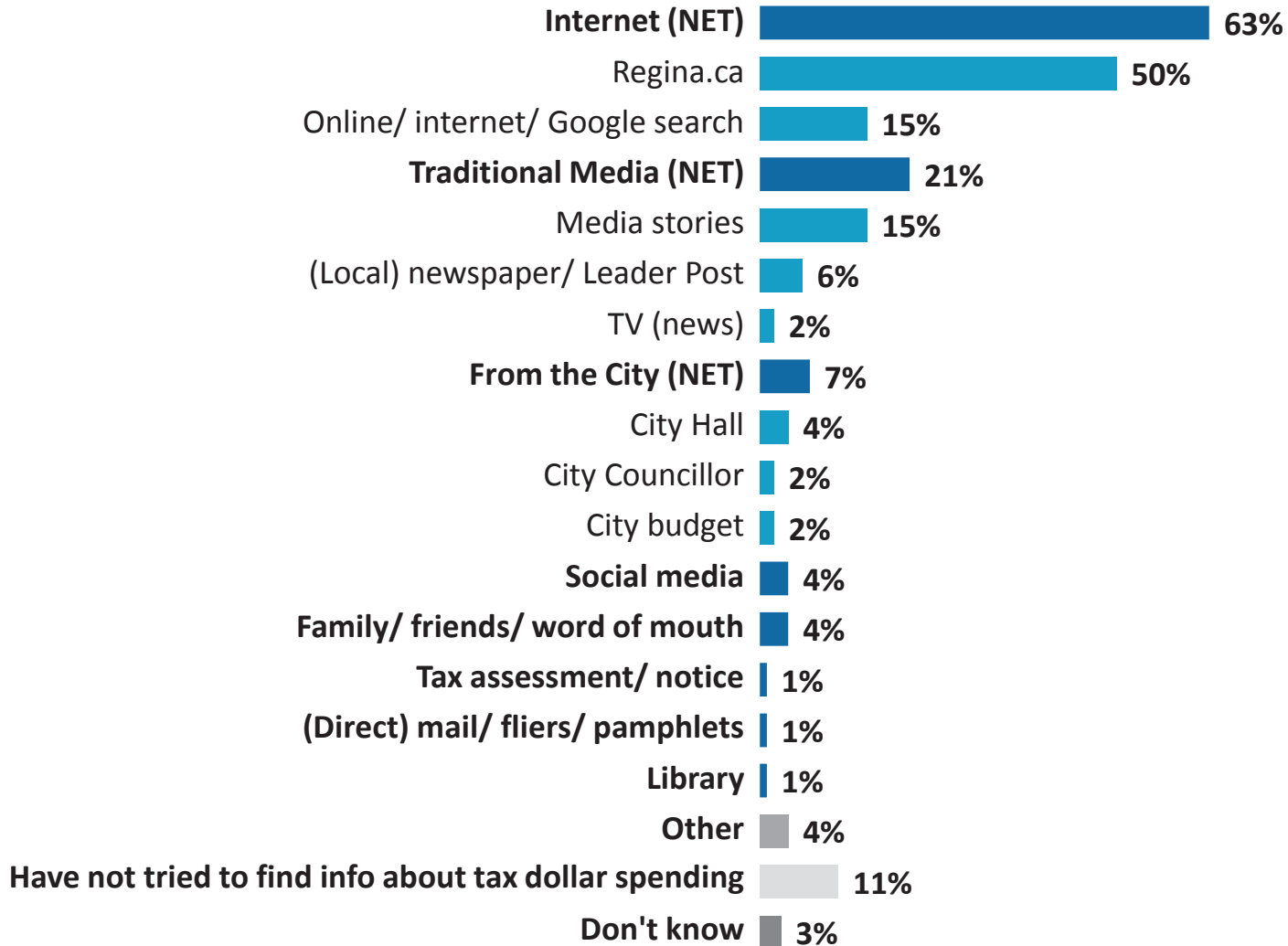


Base: All respondents (n=600)



## Information Sources for Tax Dollar Spending

Q10b. Where do you typically go to find information about how your City tax dollars are spent?

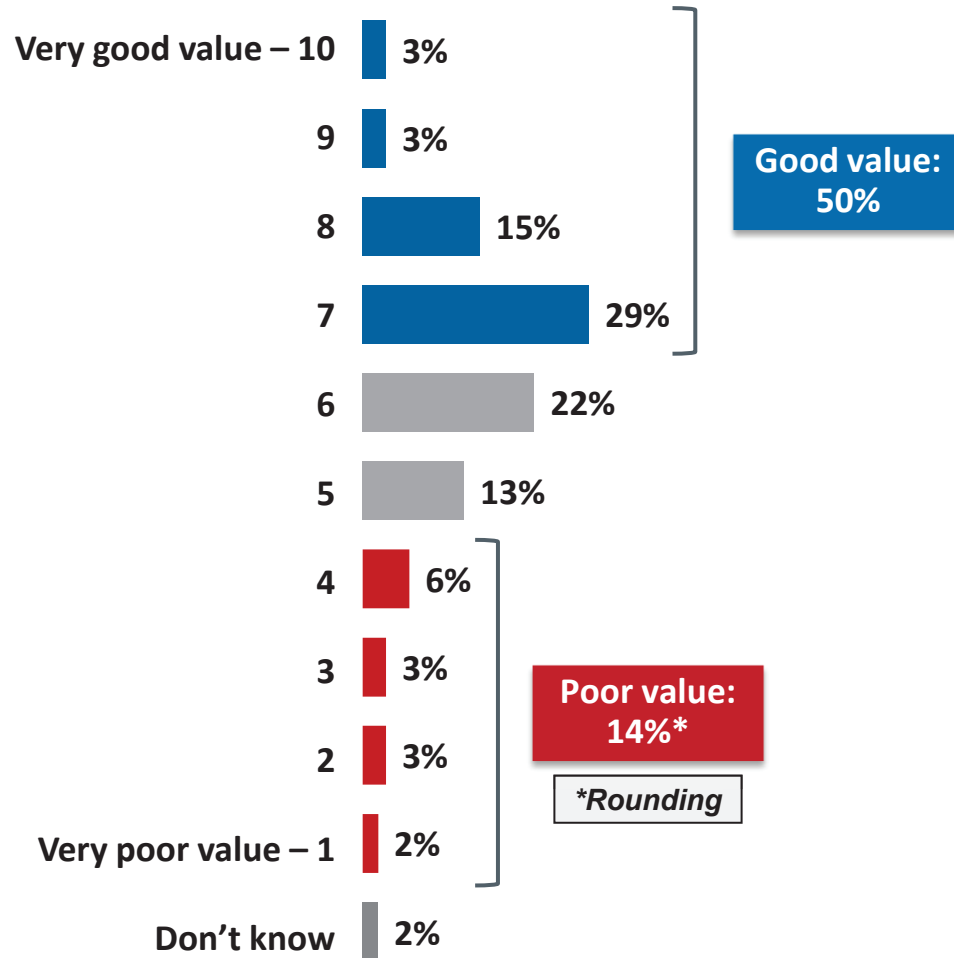


Base: All respondents (n=600)



## Perceived Value of Property Taxes

Q11. In Regina, approximately 56% of your property tax bill goes toward the City to fund municipal services. Considering the services provided by the City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

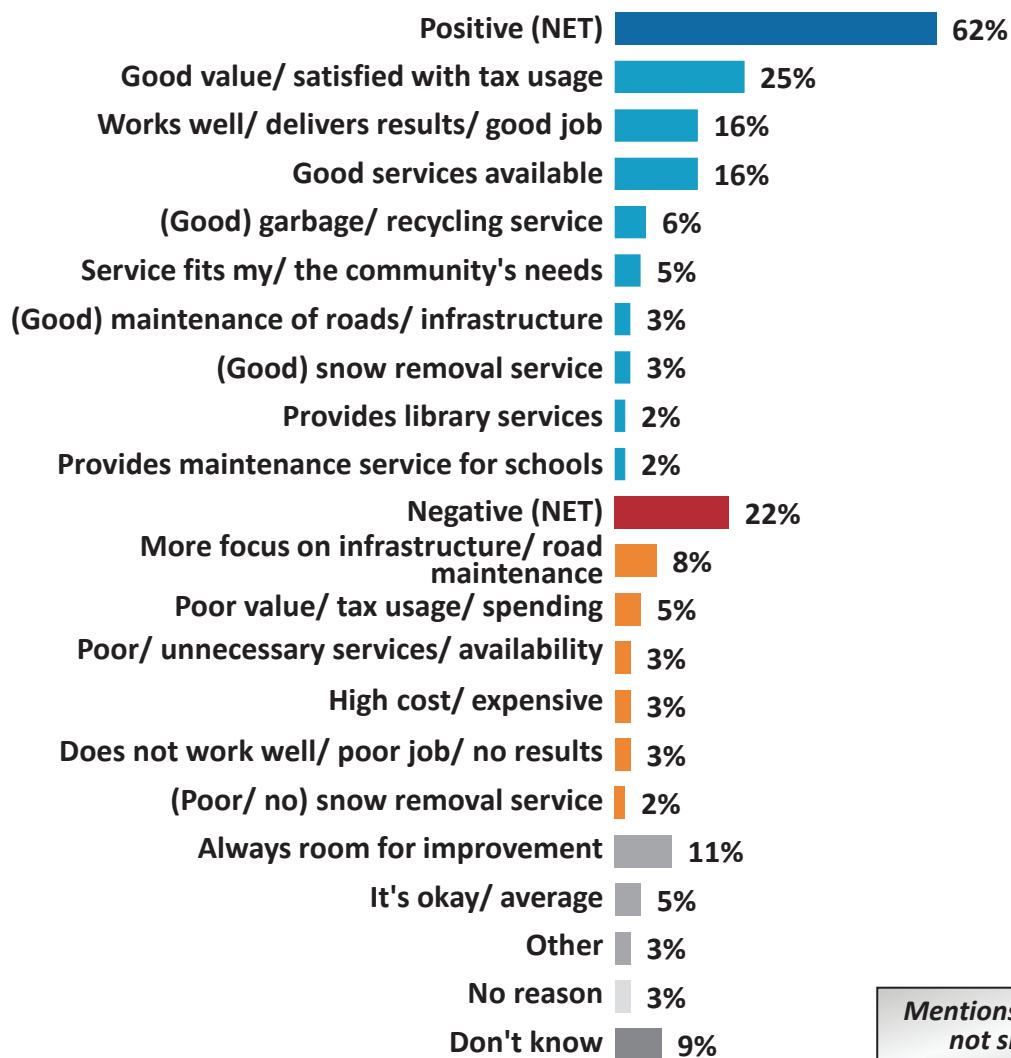


Base: All respondents (n=600)



## Reasons for Value of Tax Dollar Ratings

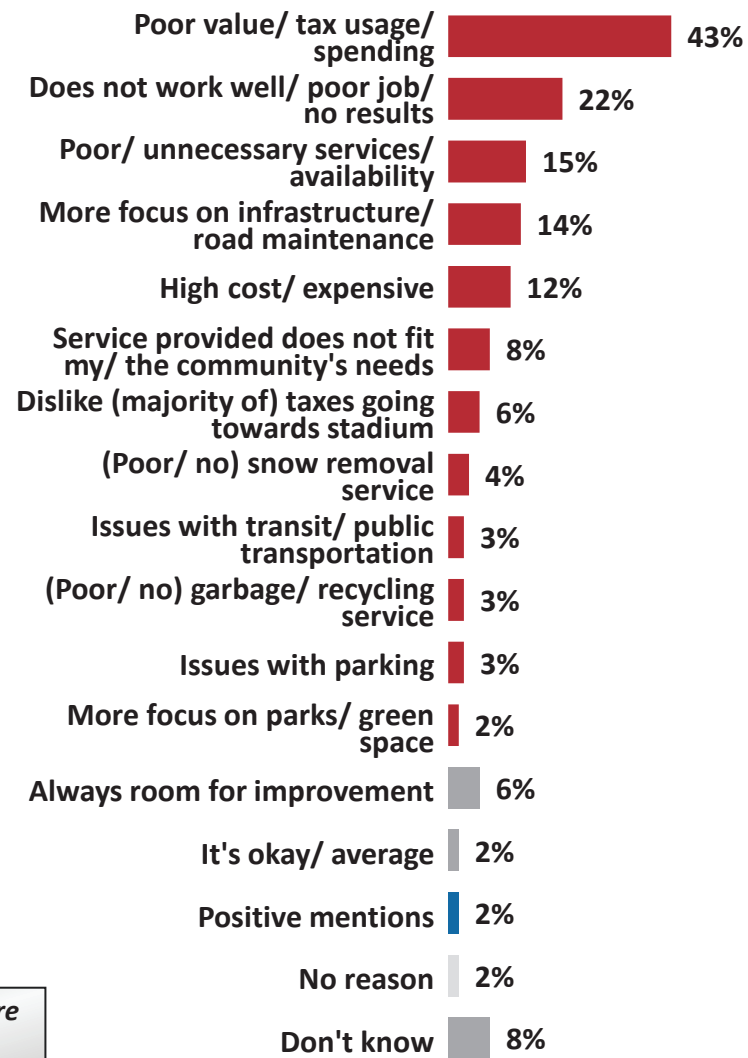
Q11b. Why did you rate the value you receive from your tax dollars as **good**?



Mentions <2% are not shown

Base: Rated value for tax dollars as 6, 7, 8, 9 or 10 (n=432)

Q11b. Why did you rate the value you receive from your tax dollars as **poor**?

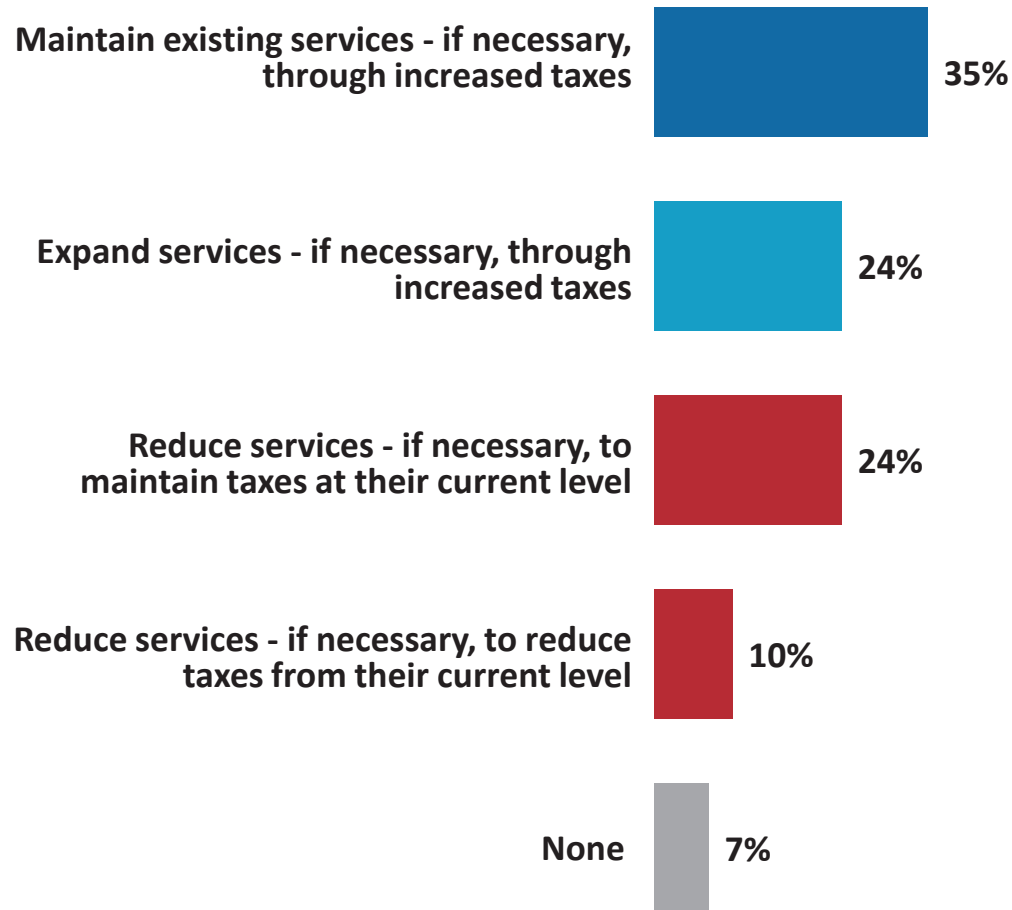


Base: Rated value for tax dollars as 1, 2, 3, 4 or 5 (n=159) 30



## Balancing Taxation and Service Delivery Levels

Q12. Municipal property taxes are the main funding source for services and programs provided by the City. Thinking about the property taxes you pay and the services provided by the City, which of the following four options would you most like the City to pursue?

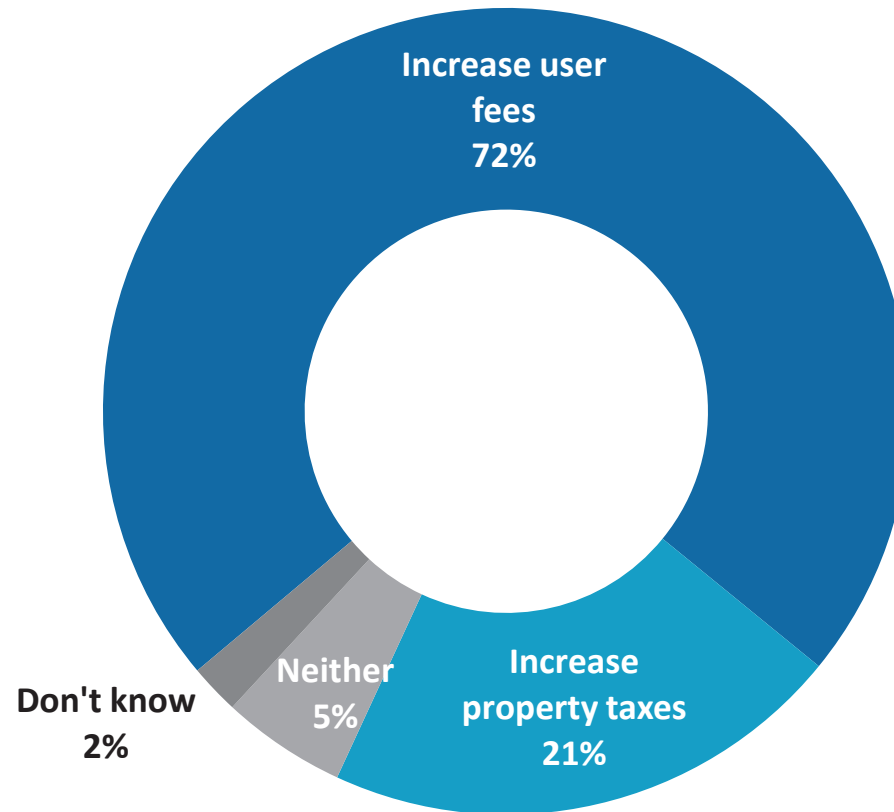


Base: All respondents (n=600)



## Options for Increasing City Revenue

Q12b. To ensure enough revenue to pay for expected levels of services and programs, would your preference be for increasing property taxes or for increasing user fees?



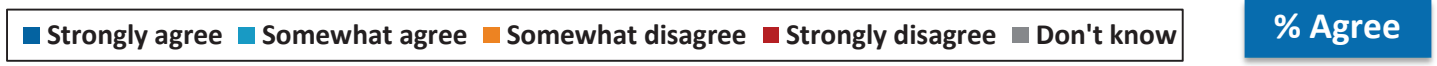
Base: All respondents (n=600)





# Property Tax Dollar Investment

Q13. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

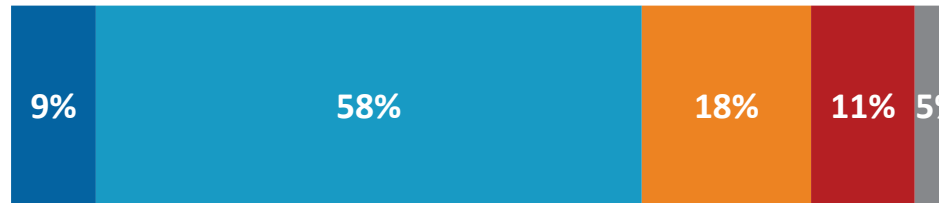


I am interested in knowing how my property tax dollars are invested in various City services



92%

The City is a good fiscal steward



67%\*

The City does a good job of informing citizens of how their property tax dollars are invested in various City services



55%

\*Rounding

Base: All respondents (n=600)

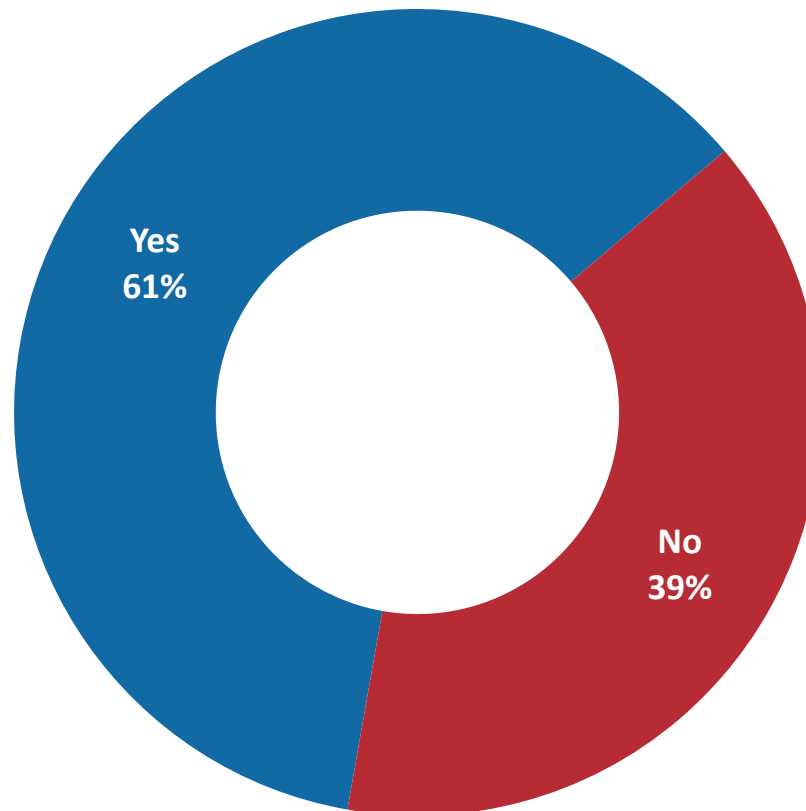


## Customer Service, Communications and Engagement



## Past 12 Months Contact with the City

**Q14. I'd like you to think about contact you've had with the City of Regina in the past year. This includes letters, visits to the Regina.ca website, posts on the City's social media channels, conversations with a City representative, interactions with the Mayor and/or Councillors, and any other ways you may have dealt with the City. Keeping this in mind... Have you contacted or dealt with the City of Regina or one of its employees in the last twelve months?**

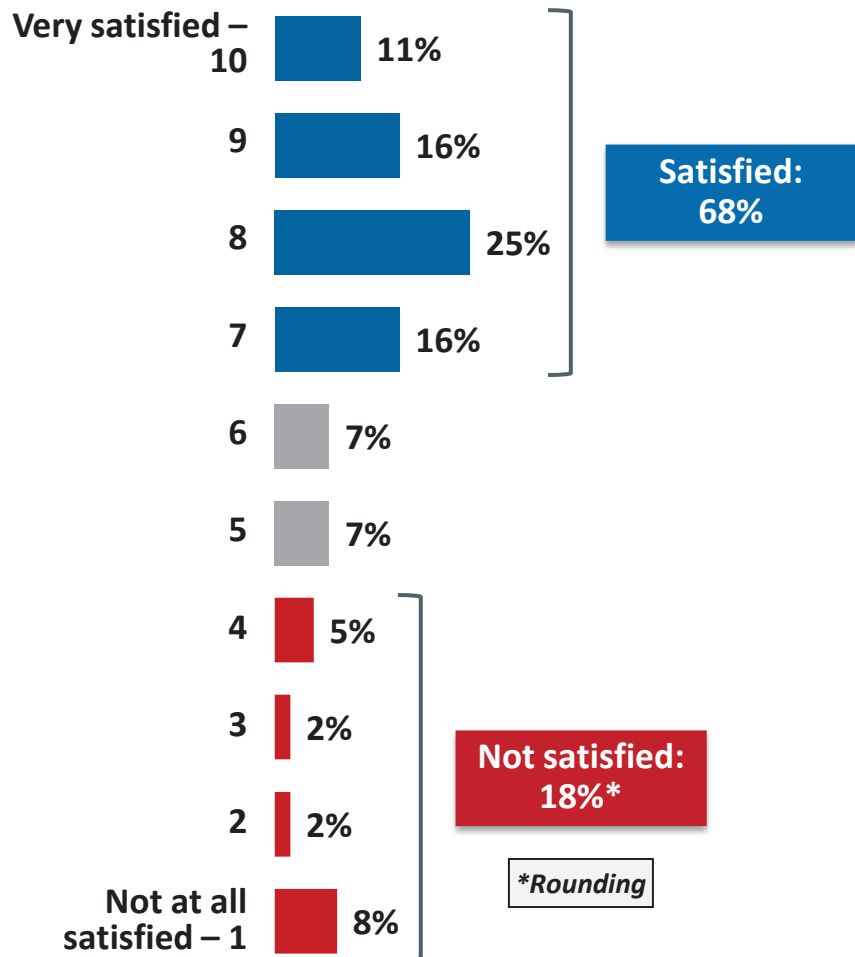


Base: All respondents (n=601)

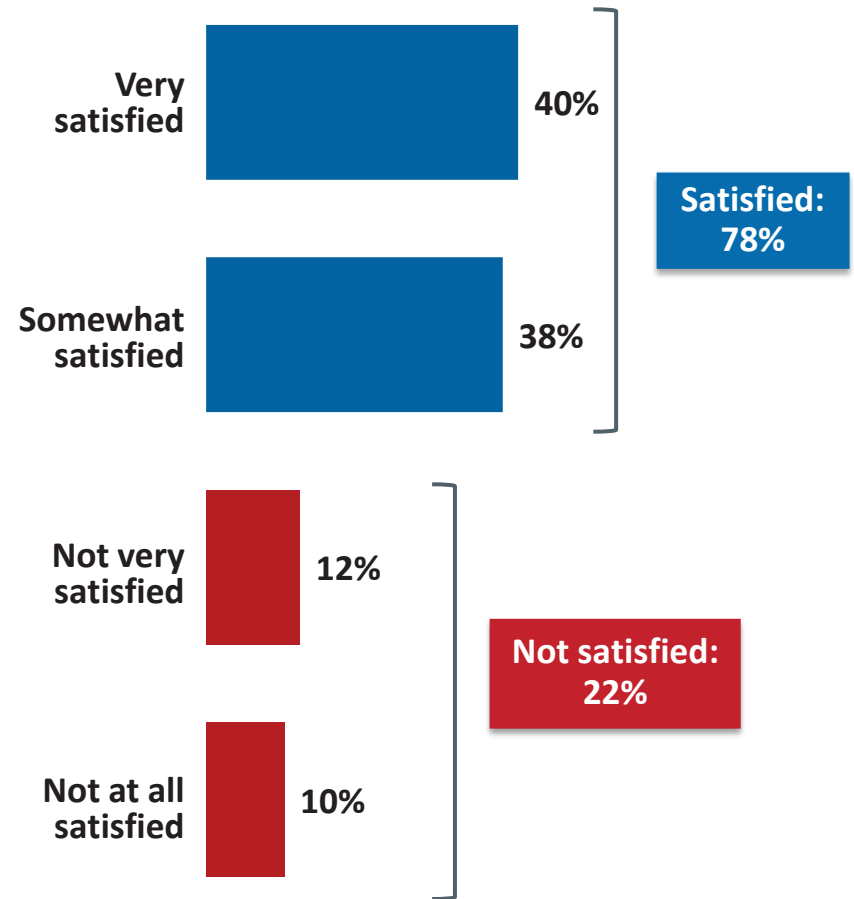


# Satisfaction with the Overall Level and Quality of Customer Service and Satisfaction with Most Recent Contact

Q15. On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the **overall level and quality of customer service** provided by the City of Regina?



Q16. How satisfied were you with your **most recent contact** with the City?



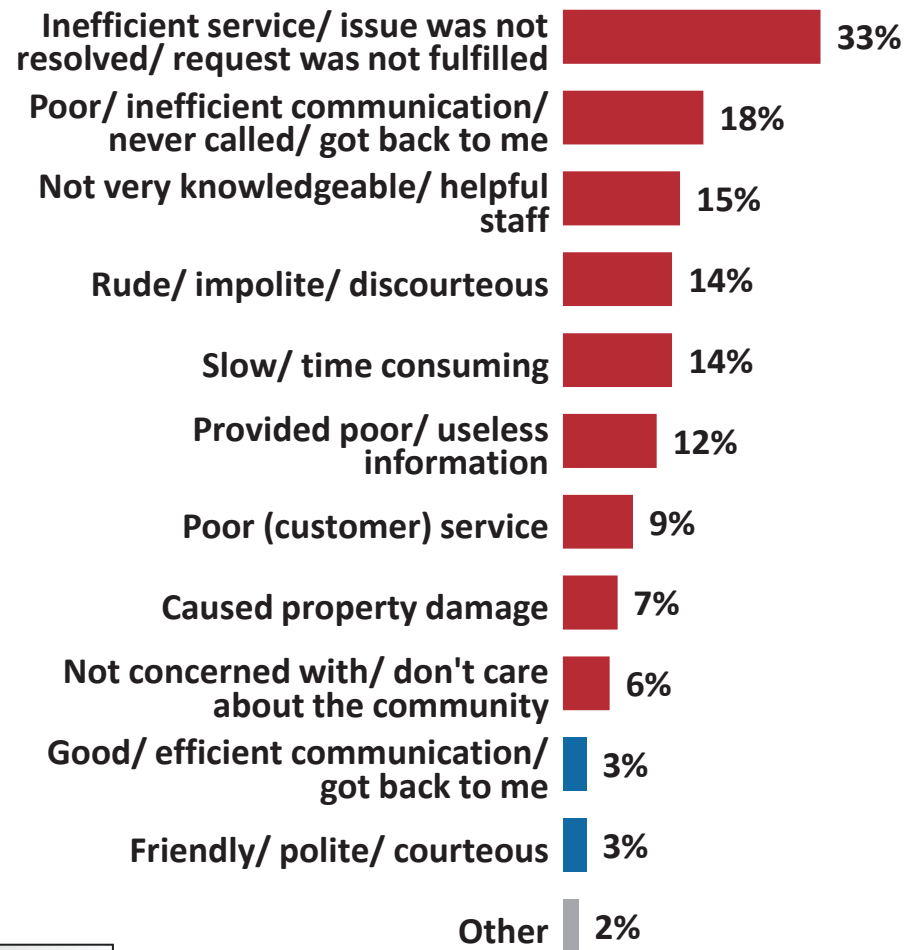
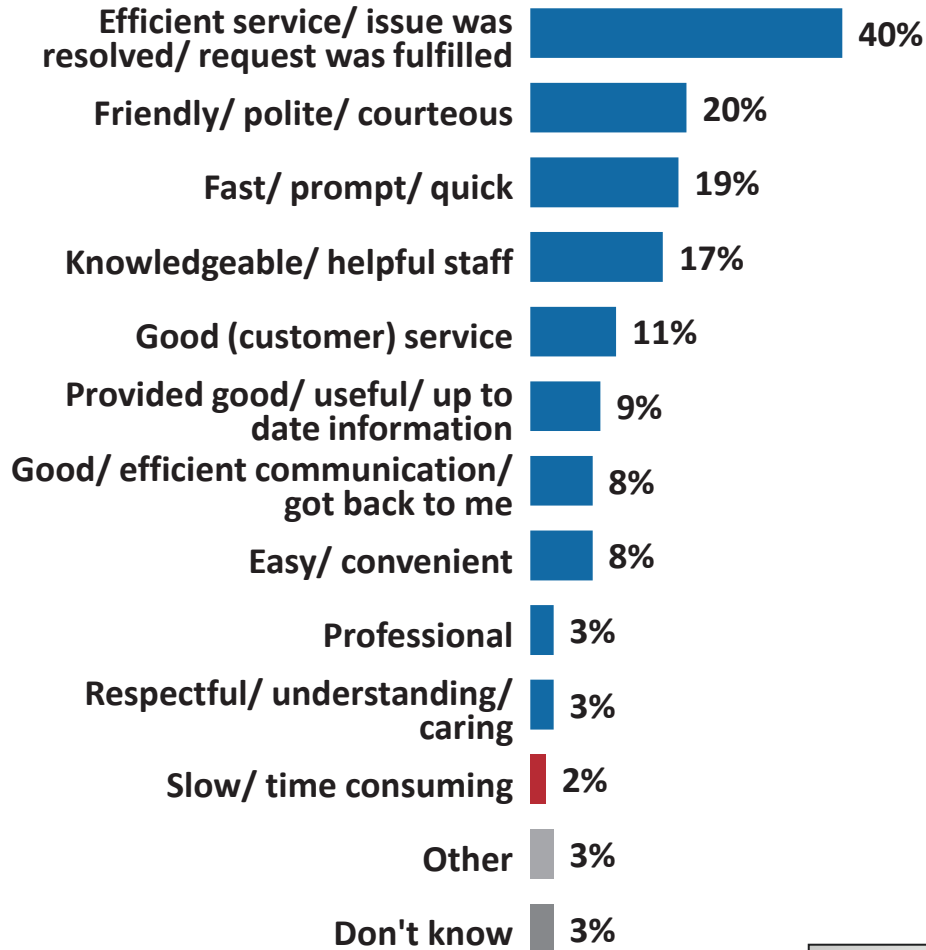
Base: Have contacted or dealt with the City in the last 12 months (n=356)



# Reasons for Satisfaction Ratings with Most Recent City Contact

Q16b. Why are you **satisfied** with your most recent contact with the City?

Q16b. Why are you **not satisfied** with your most recent contact with the City?



Mentions <2% are not shown

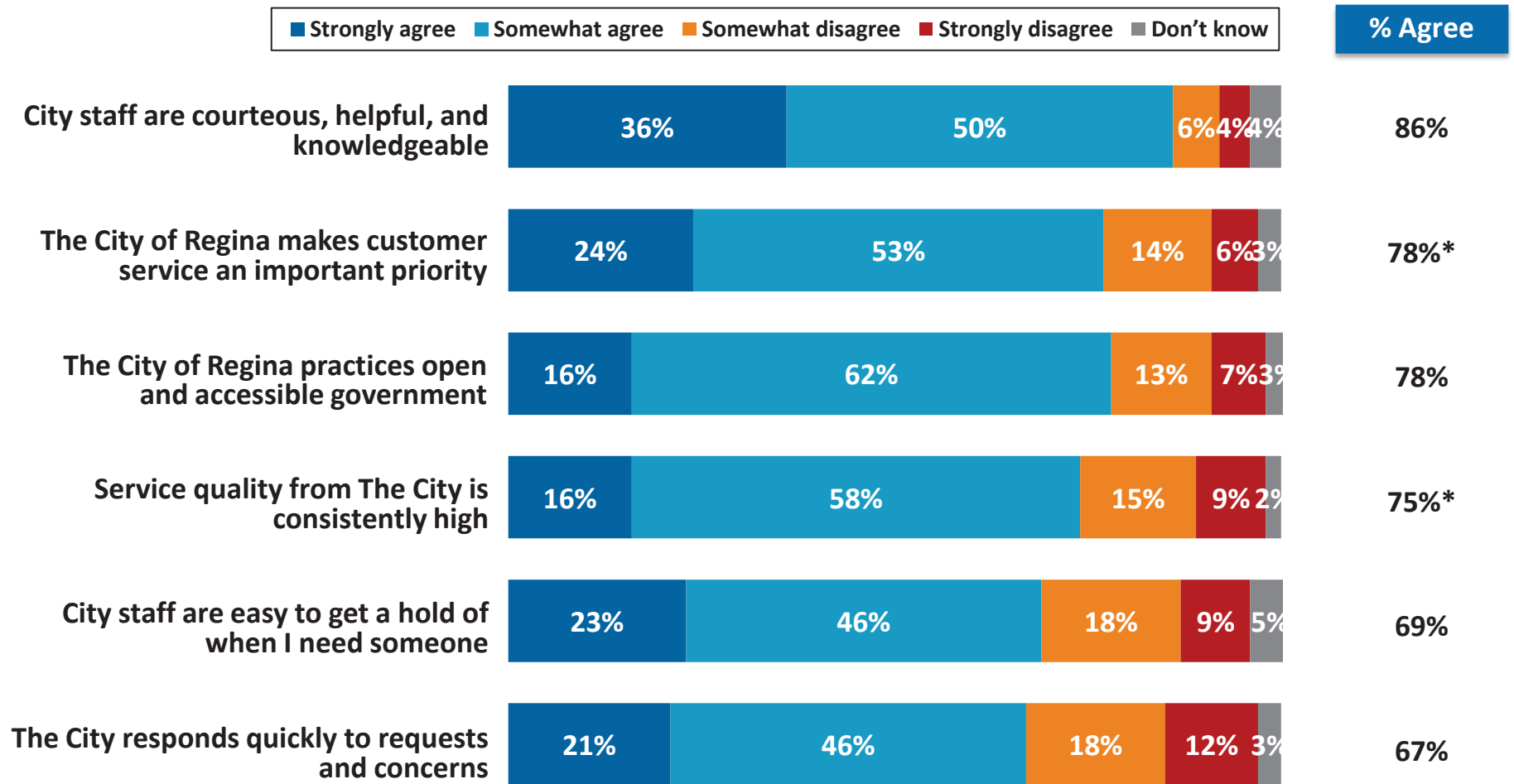
Base: Very or somewhat satisfied with most recent contact (n=276)

Base: Not very or not at all satisfied with most recent contact (n=78)



# Attitudes Regarding Service Delivery and Transparency

Q18. Thinking about your personal dealings with the City of Regina, your general impressions, and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City.



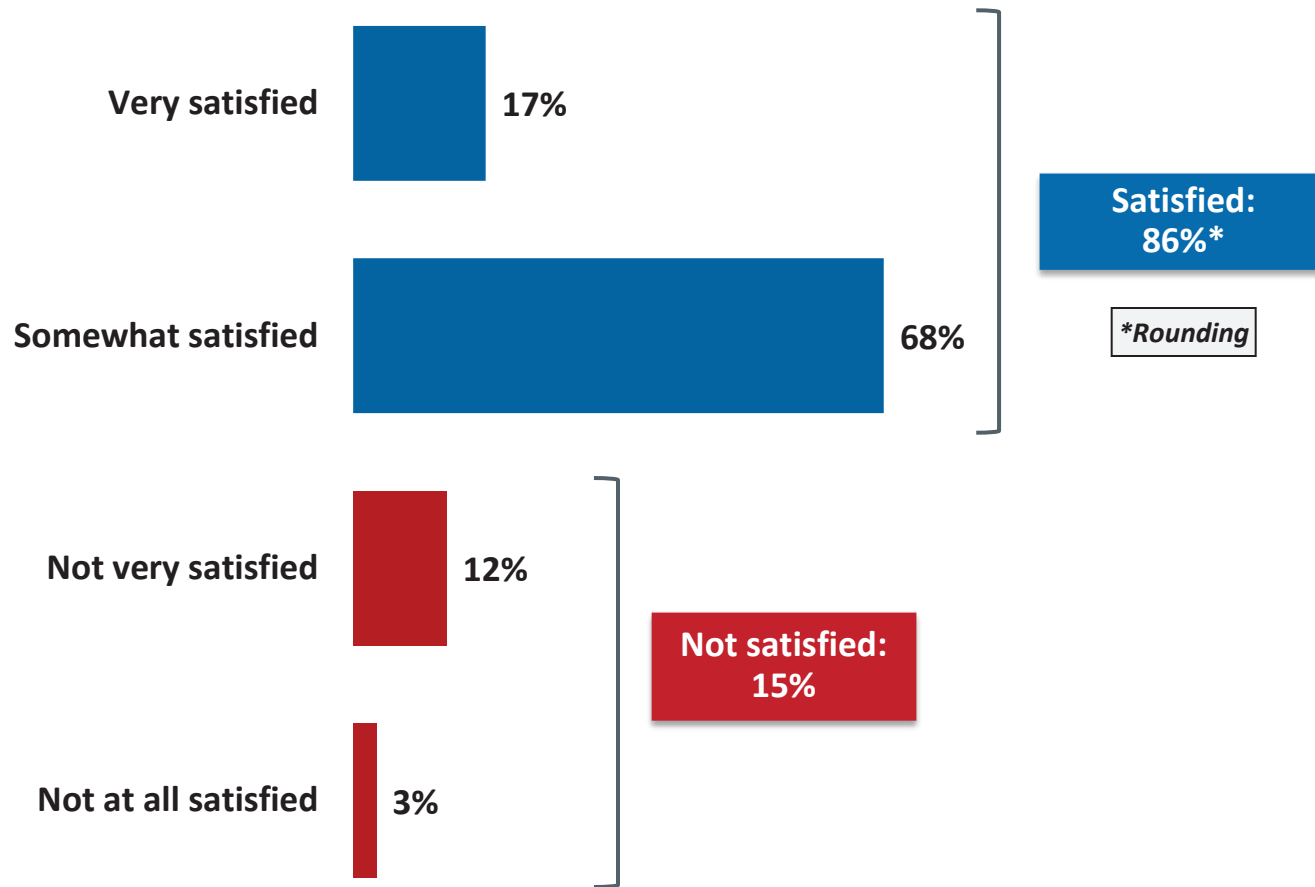
\*Rounding

Base: All respondents (n=601)



# Satisfaction with Overall Quality of General Information and Communication from The City

Q22. How satisfied are you with the overall quality of general information and communication from the City?

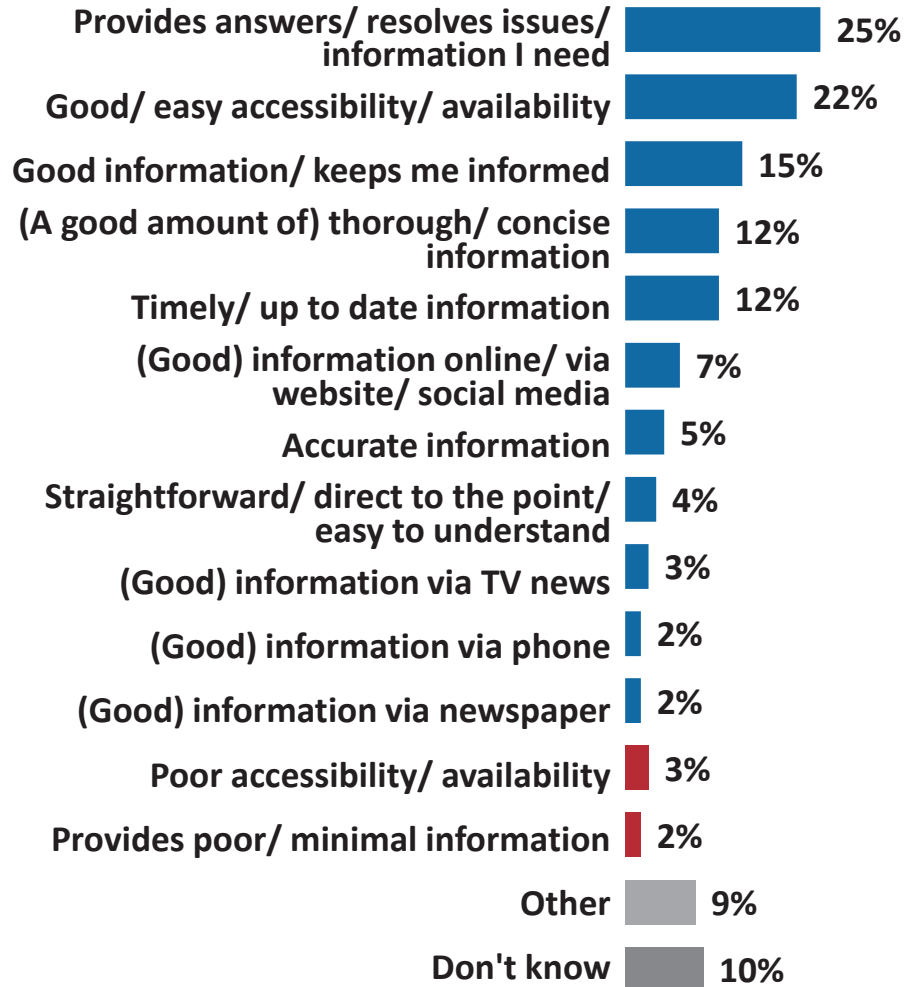


Base: All respondents (n=601)



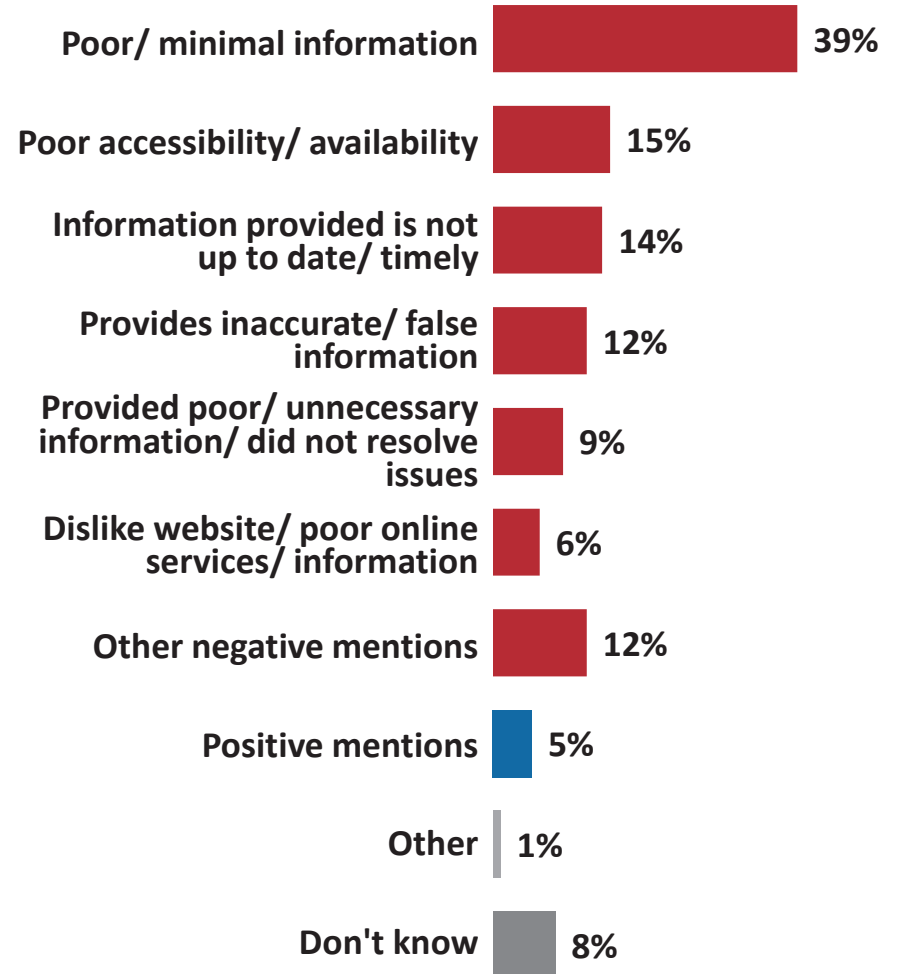
# Reasons for Level of Satisfaction with the Overall Quality of General Information and Communication from The City

Q22b. Why are you **satisfied** with the overall quality of information from the City?



Base: Very or somewhat satisfied with quality of information (n=516)

Q22b. Why are you **not satisfied** with the overall quality of information from the City?



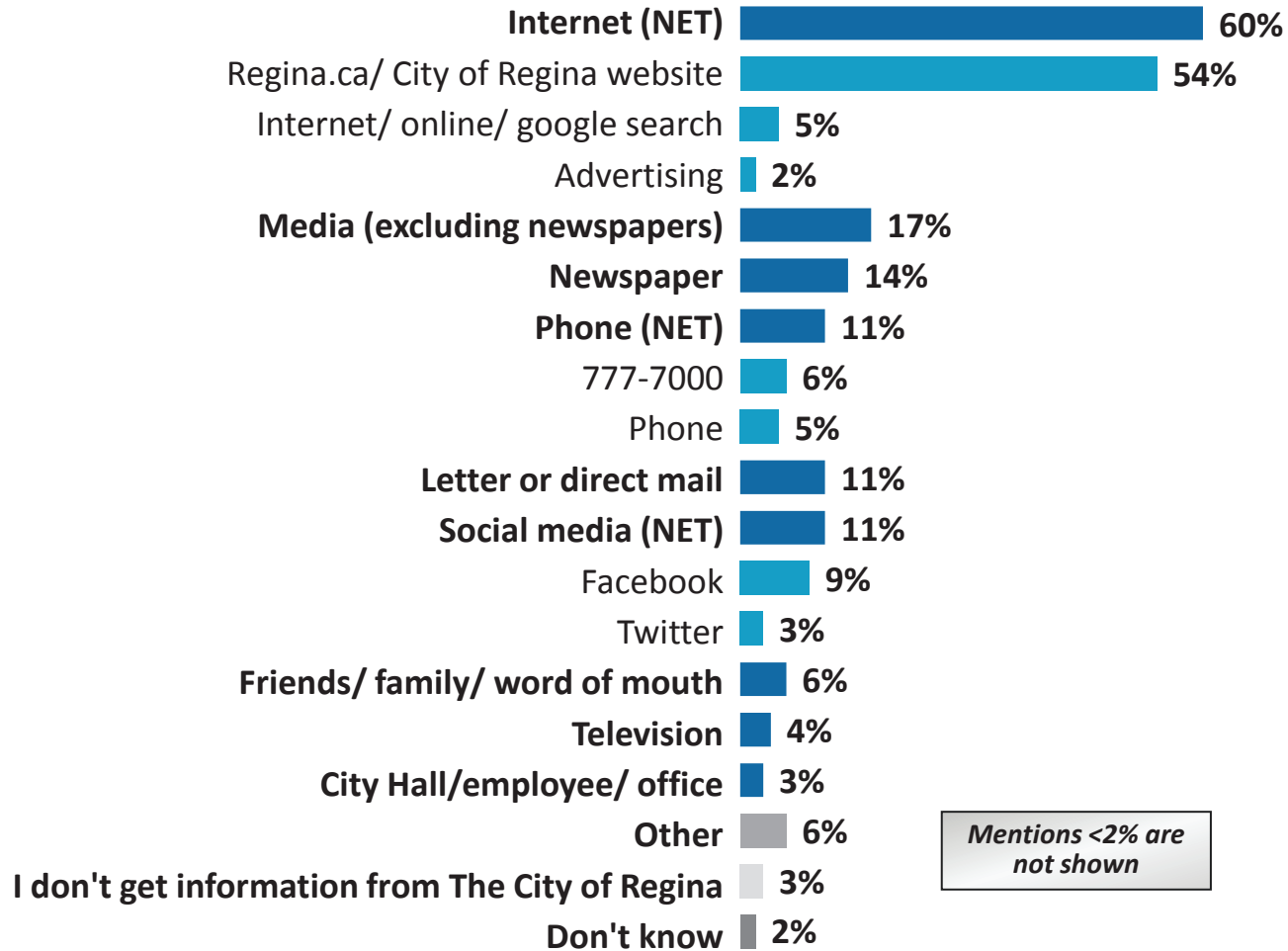
Base: Not very or not at all satisfied with quality of information (n=84)





## Sources of Information from the City

Q17. How do you most frequently get information from the City of Regina?

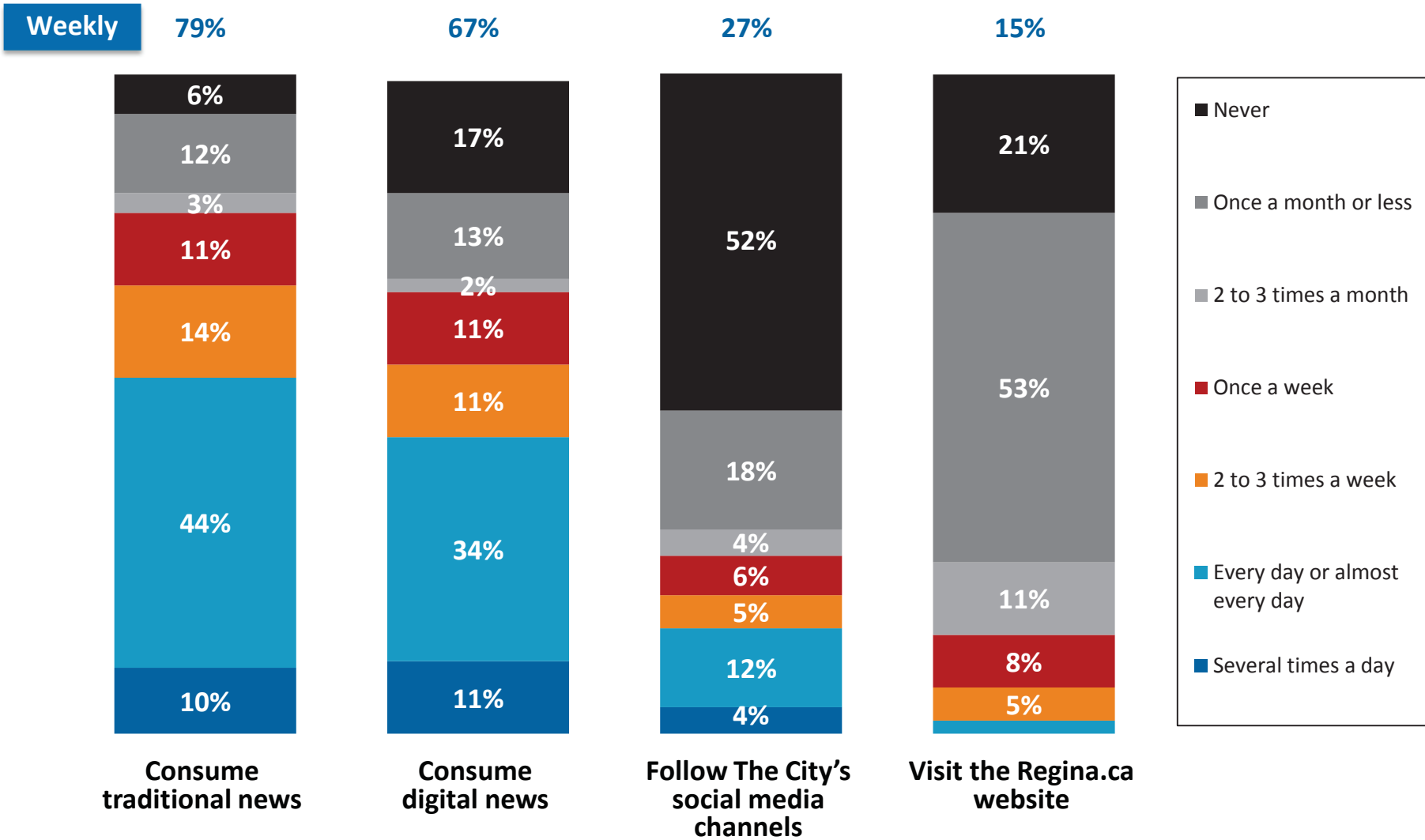


Base: All respondents (n=601)



# Frequency of Using Digital Channels to Monitor Information

Q20. How frequently do you do the following things to monitor information from or about the City of Regina?

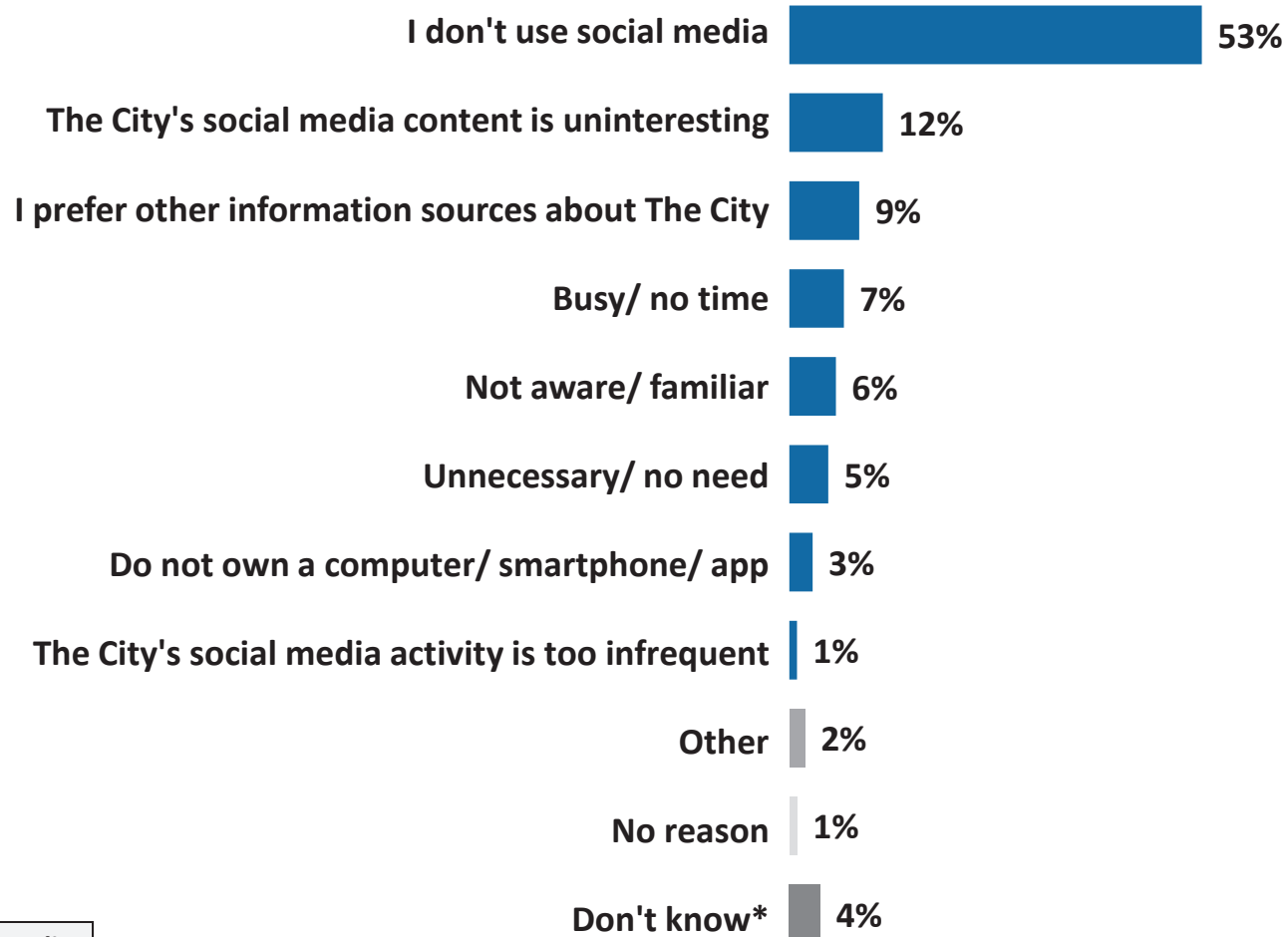


Base: All respondents (n=601)



## Reasons for Not Following The City on Social Media

Q20b. Why do you not follow the City of Regina on social media?



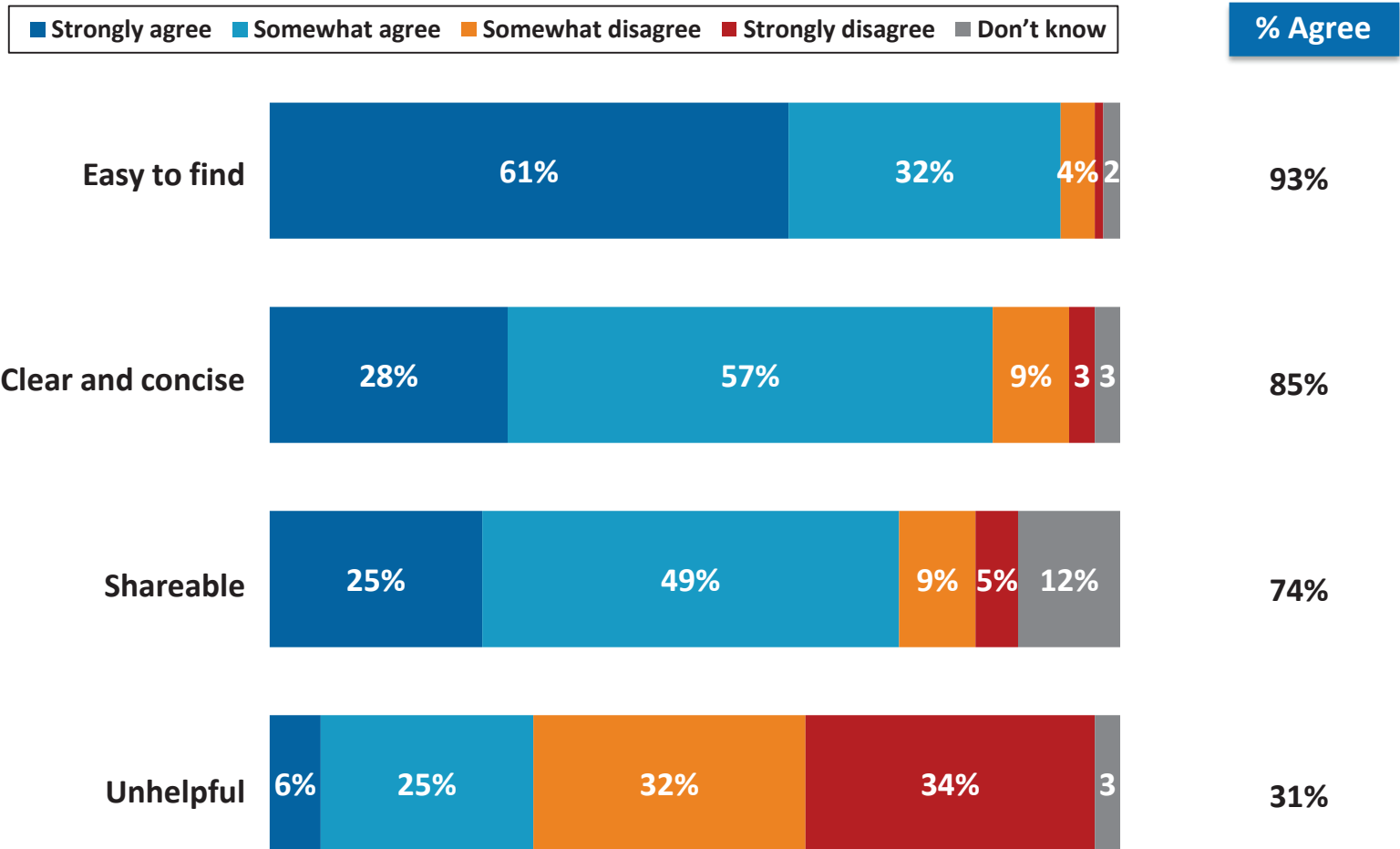
*\*Rounding*

Base: Never follow the City's social media channels (n=349)



# Assessment of Regina.ca

Q21. Thinking specifically about Regina.ca, do you agree or disagree that the website is...?

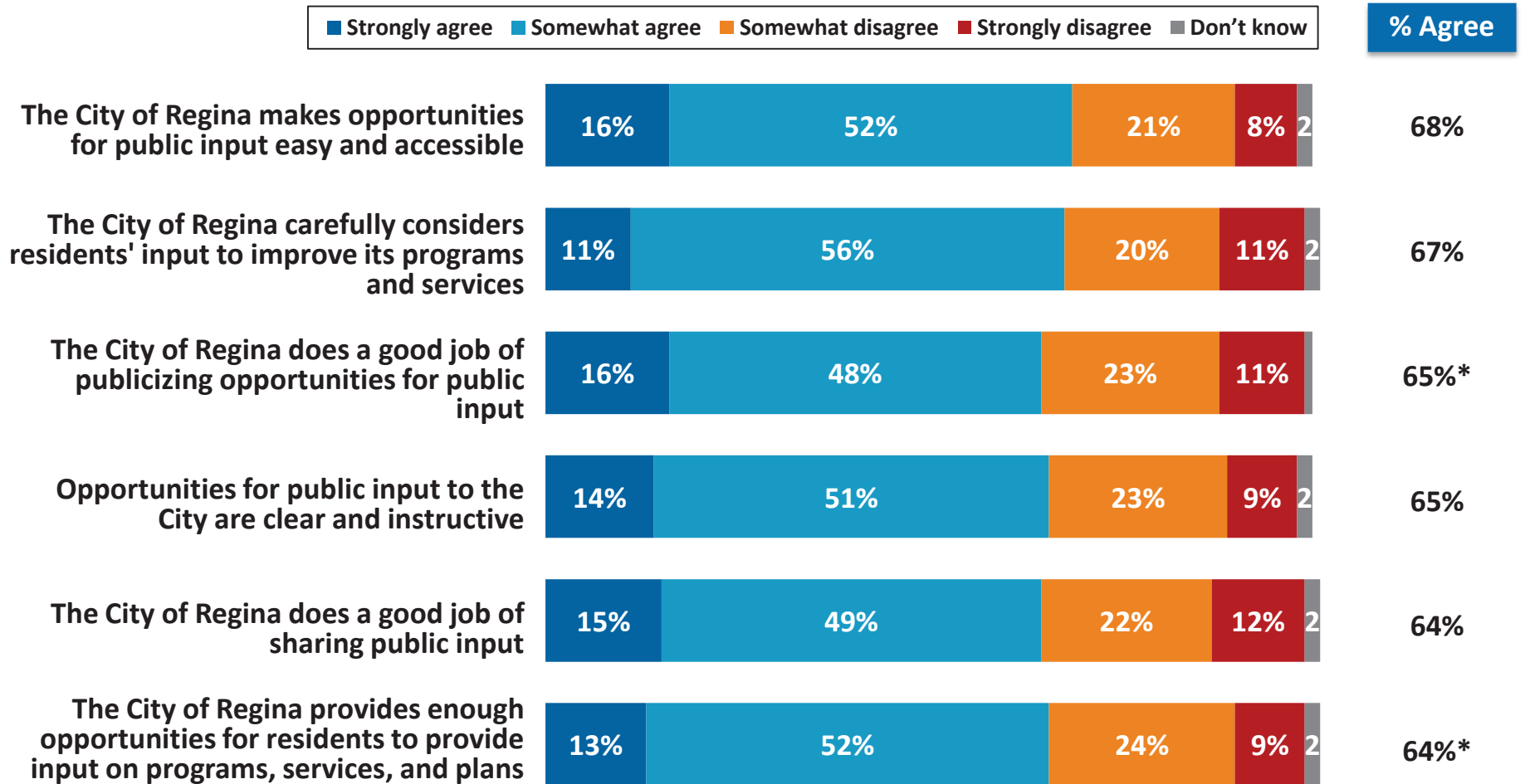


Base: Have visited Regina.ca (n=457)



# Perceptions of The City's Public Engagement Activities

Q23. The City of Regina communicates frequently with residents to seek feedback & input on programs, services, and plans. Please state whether you agree or disagree with each of the following statements regarding the City's public engagement activities.



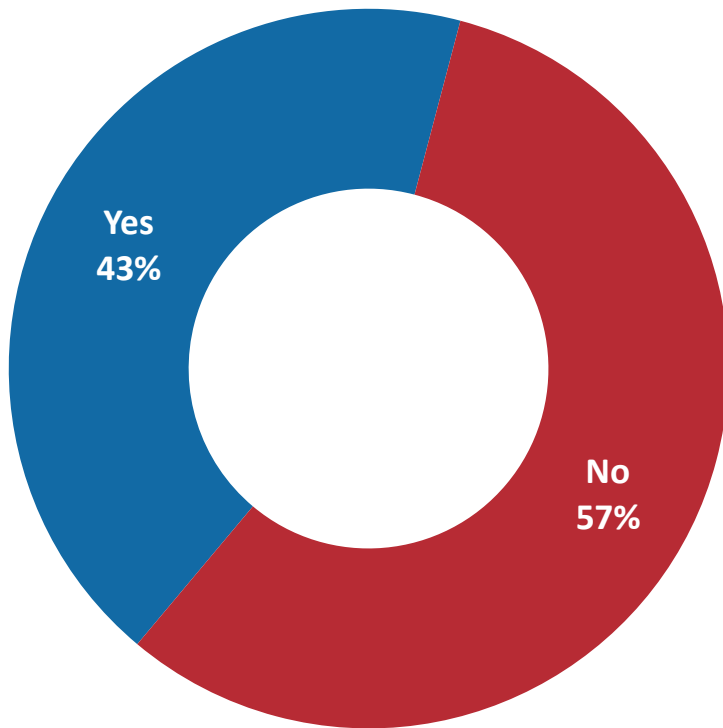
\*Rounding

Base: All respondents (n=601)



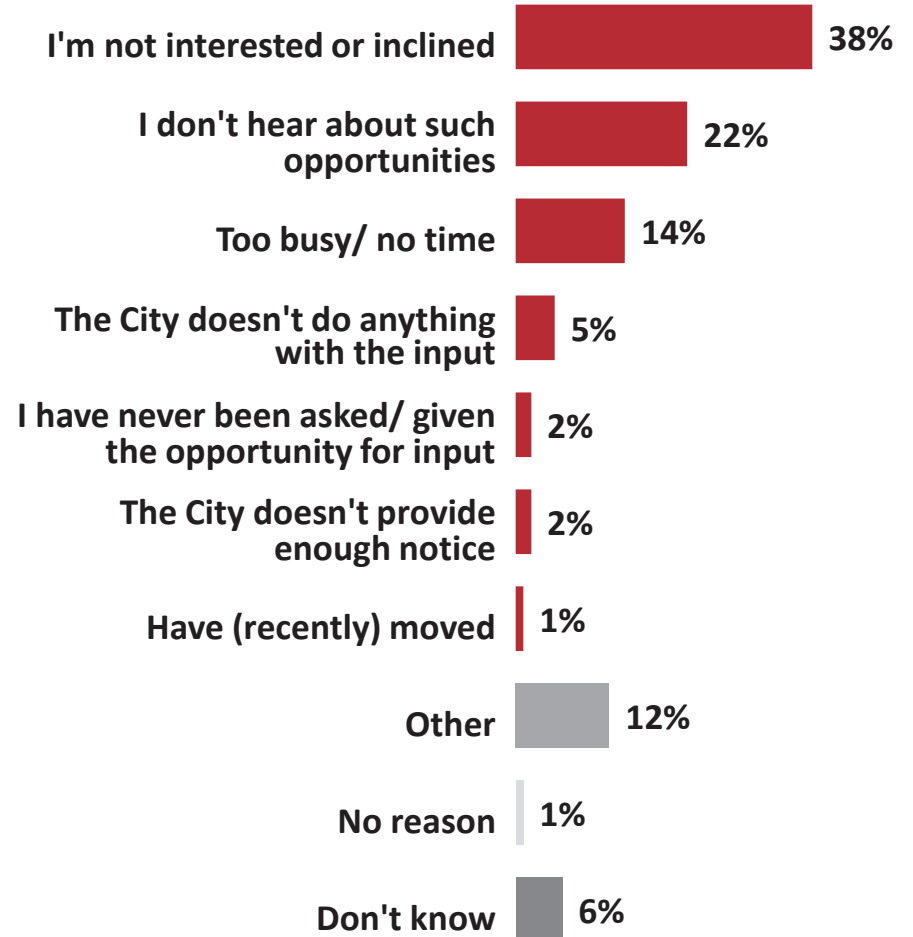
# Incidence of Providing Input to The City through Consultative Activities

Q24. In the last 5 years, have you provided input to the City through any type of consultative activity such as attending an open house or public engagement session, completing a City survey, or other consultation activities in your local community?



Base: All respondents (n=601)

Q24b. Why have you not provided input to the City through a consultative activity?



Base: Have not provided input to the City (n=343)

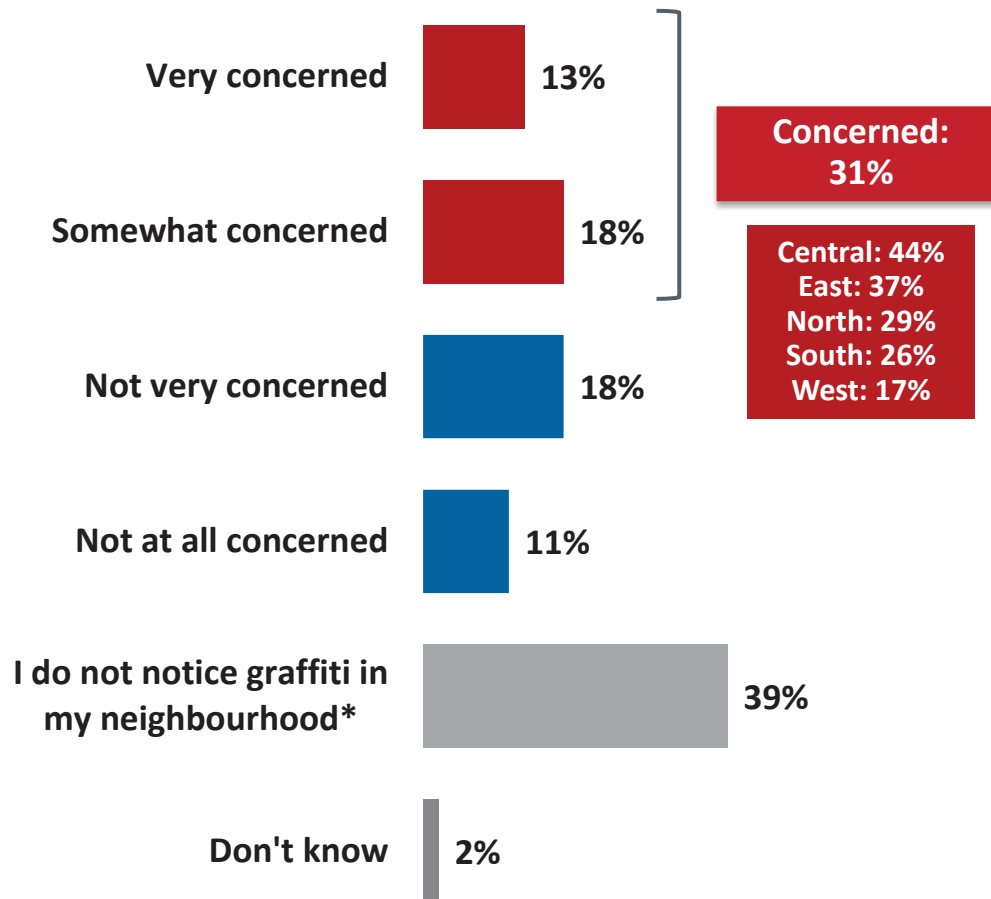


## Additional Topics



# Concern about Graffiti in the Neighbourhood

NC1. How concerned are you about graffiti in your neighbourhood?



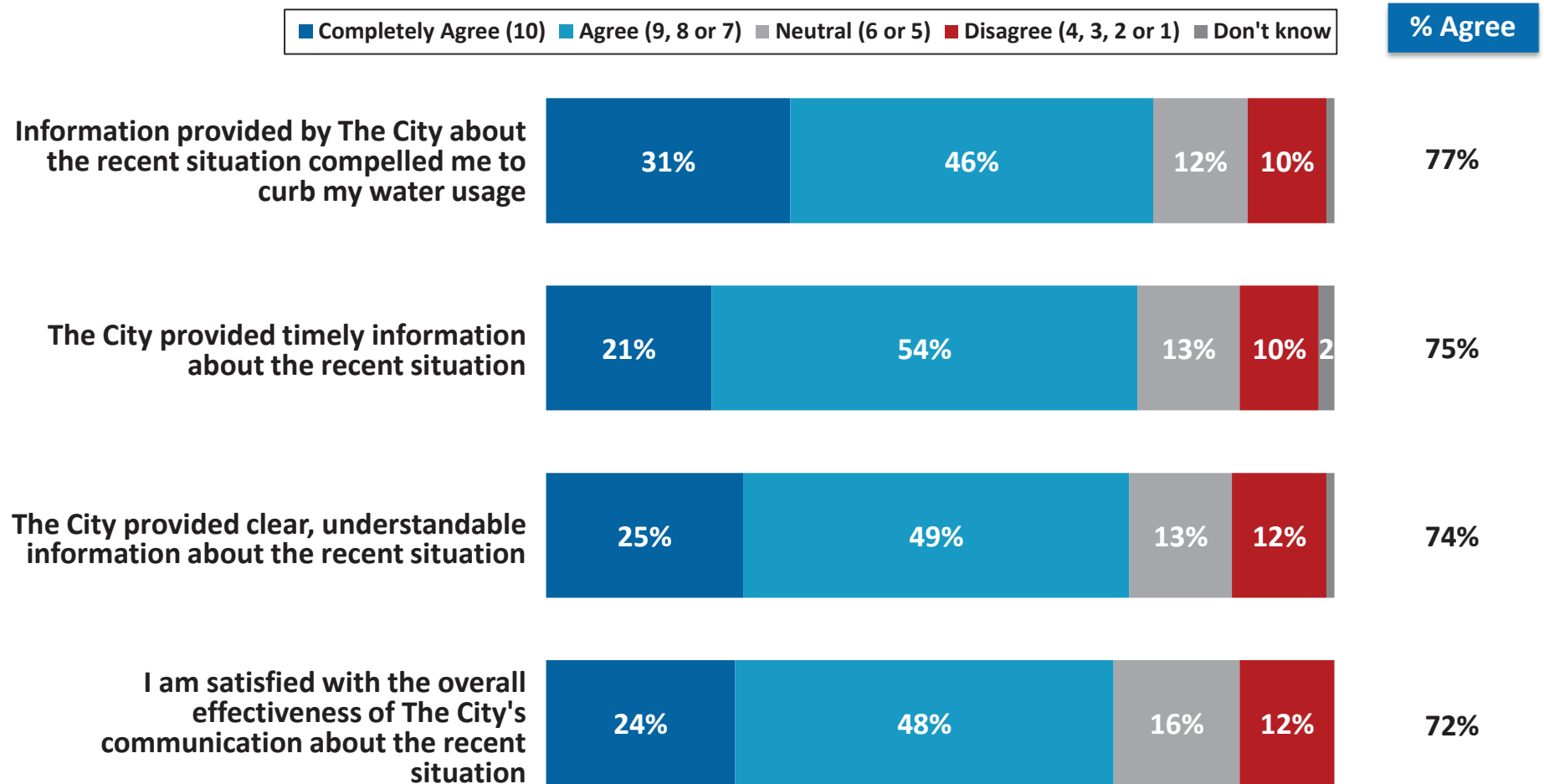
Base: All respondents (n=601)





# Assessment of City Communications During the Situation with the Water Treatment Process

NC2. Earlier this year, Regina residents were asked to conserve water due to a situation with our water treatment process. Please indicate whether you agree or disagree with each of the following statements using a scale from 1 to 10, where “1” is “completely disagree” and “10” is “completely agree”.

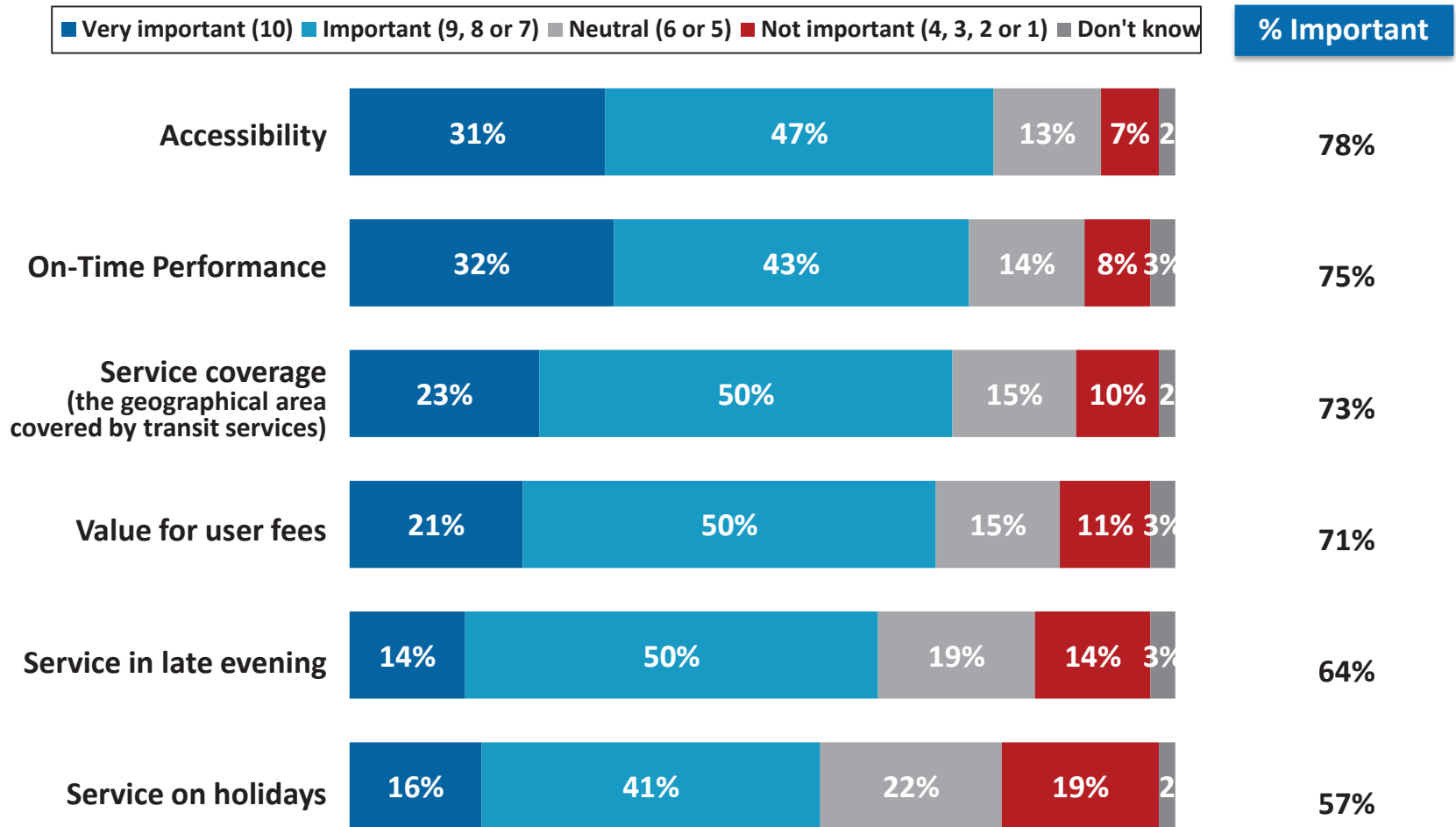


Base: All respondents (n=601)



# Assessment of Priority Areas for Regina's Transit System

NC3. Next, I am going to read a series of priority areas for Regina's Transit System. Please indicate whether you believe each is important or not important using a scale from 1 to 10, where "1" is "not at all important" and "10" is "very important".

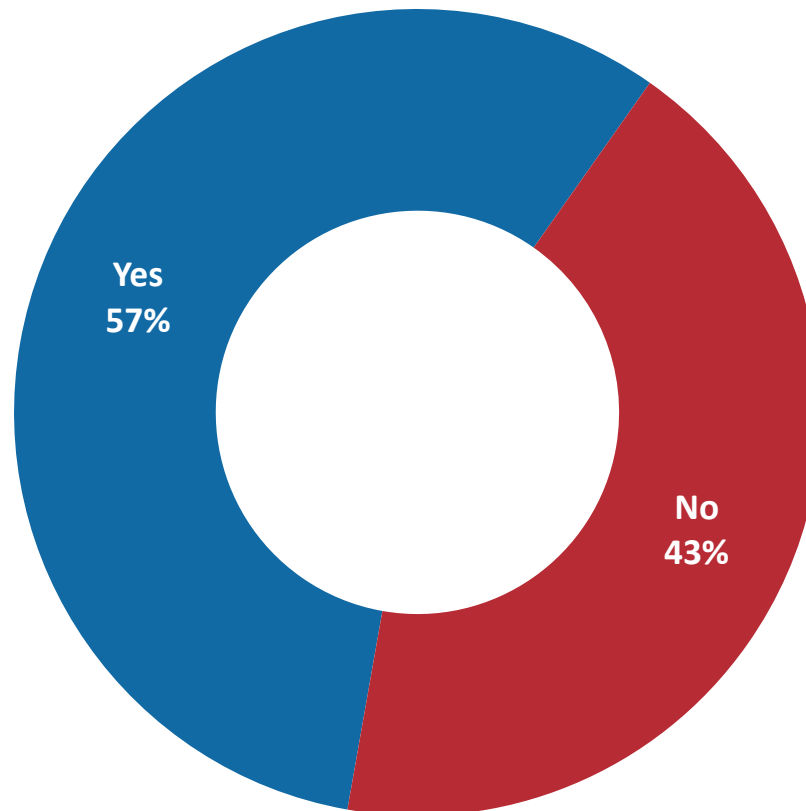


Base: All respondents (n=601)



## Usage of the Printed Leisure Guide

NC4. As you may or may not be aware, the City of Regina currently distributes its Leisure Guide three times a year to households and can be picked up at City of Regina recreation centres, community and neighbourhood facilities, and public libraries. Does your household use the printed version of the Leisure Guide?



Base: All respondents (n=601)



## Respondent Profile



# Demographics

**Area of Regina**

North	34%
Central	10%
East	21%
West	12%
South	23%
No response	1%

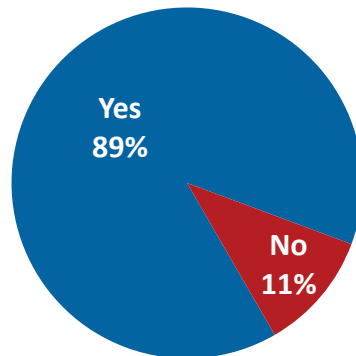
**Tenure in Regina**

5 years or less	15%
6 to 10 years	10%
11 to 20 years	17%
21 to 30 years	17%
31 to 40 years	18%
41 to 50 years	10%
51 years or more	13%

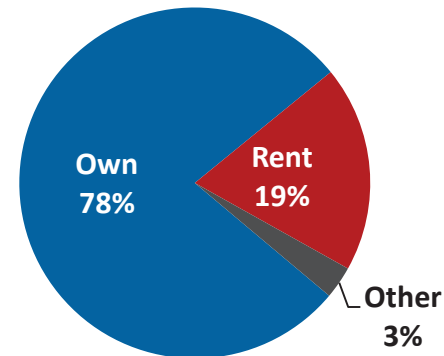
**Type of Home**

Detached house	77%
Multi-unit, apartment or condo	16%
Duplex, triplex or fourplex	3%
Townhouse	3%
Mobile home	1%

**Responsible for Property Taxes**



**Own or Rent**

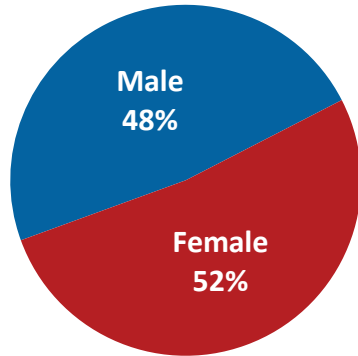


Base: All respondents (n=796)



# Demographics

## Gender



## Age

Age Group	Percentage
18 to 24 years	8%
25 to 34 years	25%
35 to 44 years	14%
45 to 54 years	18%
55 to 64 years	18%
65 years or older	14%
No response	2%
Mean	46 years

## Education

Education Level	Percentage
Completed high school or less	22%
Some post-secondary or completed a college diploma	37%
Completed university degree or post-graduate degree	40%
No response	1%

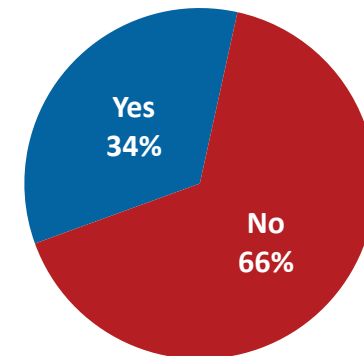
## Income

Income Bracket	Percentage
Less than \$30,000	9%
\$30,000 to \$45,000	7%
\$45,000 to \$60,000	10%
\$60,000 to \$75,000	9%
\$75,000 to \$90,000	10%
\$90,000 to \$105,000	10%
\$105,000 to \$120,000	8%
\$120,000 and over	25%
No response	11%

## Number of People in Household

Number of People	Percentage
1	16%
2	34%
3	17%
4	21%
5	8%
6 or more	3%
No response	1%

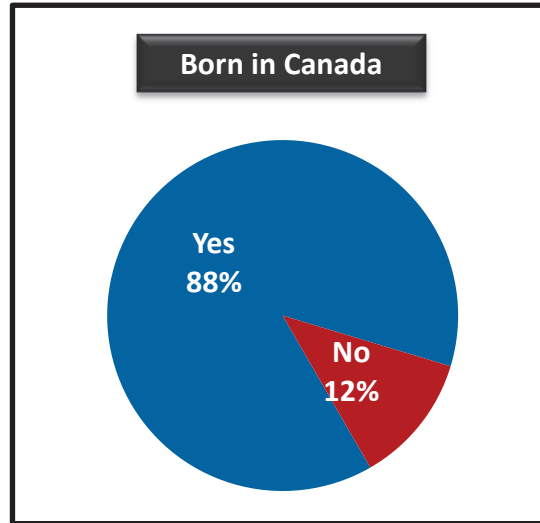
## Children Under 18 in Household



Base: All respondents (n=796)



# Demographics



### Tenure in Canada

Base: Not born in Canada (n=71)

5 years or less	41%
6 to 10 years	29%
11 to 20 years	12%
21 to 30 years	1%
31 to 40 years	5%
41 to 50 years	5%
51 years or more	7%

### Ethnic Background

Canadian/French Canadian	27%
Caucasian/White	22%
Western European	17%
British	15%
Southern or Eastern European	10%
Aboriginal/First Nations/Metis/Inuit	5%
South Asian	3%
African	2%
East or Southeast Asian	1%
Central/South American or Caribbean	1%
Other	1%
No response	4%

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## GAME CHANGERS

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