



City of Regina



Public Perceptions Research

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Citizen Satisfaction Survey Key Highlights

JAMIE DUNCAN

Vice President, Canada Public Affairs

jamie.duncan@ipsos.com | 403.969.3235

SHEELA DAS

Director, Canada Public Affairs

sheela.das@ipsos.com | 587.952.4874

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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 26th and November 19th, 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.



SUMMARY OF KEY FINDINGS

Quality of Life

Overall perceptions about the quality of life in Regina are strong.

- ◆ Roughly eight-in-ten (78%) citizens say the quality of life is ‘good’, while just 5% say it is ‘poor.’
- ◆ Further, the majority (77%) of Reginans say the quality of life in the past three years has ‘improved’ (28%) or ‘stayed the same’ (49%).
- ◆ When asked what actions The City could take to improve quality of life, a wide range of suggestions are offered.
 - ❖ The top three mentions are improvements to: *“infrastructure, traffic and roads”* (23%), *“crime, safety and policing”* (14%), and *“homelessness, poverty and affordable housing”* (10%).
 - ❖ It is notable that more than one-quarter (26%) say *“none”* (18%) or *“don’t know”* (8%).

Sustainability metrics are varied.

- ◆ Eight-in-ten (80%) agree that *‘Regina is on the right track to be a better city 10 years from now’* while 55% agree that *‘Regina is moving in the right direction to ensure a high quality of life for future generations.’*
- ◆ Just over four-in-ten (43%) residents say they generally ‘trust’ the City of Regina while 17% ‘distrust’ the City, 26% are ‘neutral’ and 13% ‘don’t know’.

SUMMARY OF KEY FINDINGS

Key Issues

“Infrastructure, traffic and roads” dominates the issue agenda, well ahead of “crime, safety and policing” in second place.

- ◆ Fully half (50%) of Regina residents cite *“infrastructure, traffic and roads”* as an important issue facing their community, with 39% saying it is the *most* important issue.
- ◆ Additionally, satisfaction with a number of services related to *“infrastructure, traffic and roads”* fall in the bottom tier of 28 programs and services assessed.
 - ❖ Snow removal (73% satisfied, 26% *very* satisfied); on-street parking (68% satisfied, 15% *very* satisfied); City-operated roads and infrastructure (67% satisfied, 12% *very* satisfied); bike lanes on roads (64% satisfied, 18% *very* satisfied); traffic flow management (61% satisfied, 12% *very* satisfied); and, road maintenance (48% satisfied, 7% *very* satisfied).
- ◆ Further, road maintenance, traffic flow management, City-operated roads and infrastructure and snow removal emerge as ‘primary weaknesses’ in the action grid analysis, and they receive the highest percentage of ‘invest *more*’ ratings.
- ◆ Rounding out the top four issues are *“crime, safety and policing”* (16% important, 9% *most* important), *“homelessness, poverty and affordable housing”* (10% important, 7% *most* important), and *“(property) taxes”* (10% important, 6% *most* important).



SUMMARY OF KEY FINDINGS

City Programs and Services

Satisfaction with City programs and services is generally strong, though it varies considerably by specific program or service.

- ◆ Satisfaction with the overall level and quality of City services and programs is moderate at 62%.
 - ❖ It is notable, however, that dissatisfaction is quite low at 11%.
- ◆ Citizens indicate high levels of satisfaction for many programs and services, though satisfaction is somewhat tempered.
 - ❖ More than eight-in-ten citizens are satisfied (*somewhat* or *very*) with 16 of the 28 programs and services evaluated, and more than six-in-ten are satisfied with another 11 – the only one falling below the fifty percent mark is road maintenance (48%).
 - ❖ That being said, satisfaction is somewhat tempered with *very* satisfied ratings falling below the forty percent mark for most.
 - The five exceptions are: Regina Fire Department (80% *very* satisfied), residential garbage collection service (67% *very* satisfied), Regina Police Service (54% *very* satisfied), residential recycling (49% *very* satisfied) and parks and open spaces (42% *very* satisfied).
- ◆ 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.
 - ❖ In addition to those mentioned previously (i.e. road maintenance, traffic, roads and infrastructure and snow removal), priority areas for improvement for The City include transportation planning, growth management and land use planning.



SUMMARY OF KEY FINDINGS

Taxation

The perceived value of property tax dollars is moderate.

- ◆ Half (50%) of Regina residents give the City a 'good value' rating for the value of their property taxes, while 35% are 'neutral' and 14% offer a 'poor value' rating.
- ◆ Two-thirds (67%) agree that *'the City is a good fiscal steward'* though agreement is tempered, with just 9% giving a *strongly agree* rating.

The majority of citizens support maintaining or expanding services – if necessary, through tax increases, though increasing user fees is strongly preferred over increasing taxes.

- ◆ The majority support maintaining existing services (35%) or expanding services (24%) – if necessary, through increased taxes, while one-third prefer reducing services to maintain (24%) or reduce (10%) taxes.

The vast majority of Reginans are interested in knowing how their property tax dollars are invested, though fewer agree The City is doing a good job of providing this information and current knowledge levels are limited.

- ◆ More than nine-in-ten (92%) citizens agree *'I am interested in knowing how my property tax dollars are invested in various City services,'* with fully half (50%) saying they *strongly agree*.
- ◆ Just 55%, however, agree that *'The City does a good job of informing citizens of how their property tax dollars are invested in various City services'* (10% *strongly agree*).
- ◆ Six-in-ten (62%) citizens say they are 'knowledgeable' about how City tax dollars are spent.



Contacts



Jamie Duncan

Vice President
Ipsos Public Affairs

✉ Jamie.duncan@ipsos.com

📞 587.952.4863

Sheela Das

Director

✉ Sheela.das@ipsos.com

📞 587.952.4874

Ashley Vogeli

Research Assistant

✉ Ashley.vogeli@ipsos.com

📞 587.952.4860

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