City of Regina 2009 Summer Survey

Final Report

August 2009

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Background

This document reports the frequency of response, along with any demographic breakouts that proved statistically significant, to the queries used in the 2009 City of Regina summer survey.

Purpose

The City of Regina conducts an annual summer survey as part of its ongoing monitoring of opinion and activity. Information created by the survey is used to assist with strategic planning, policy and program development, and management of service. The practice extends back to the first "CityScan" conducted in 1988.

Methodology

A sample of 608 completed interviews was gathered in a telephone survey of randomly-selected Regina households conducted July 28 – August 1, 2009.

A sample of this size can be projected to the general population within a margin of error of plus or minus 4.0%, at the 95% confidence level.

The questionnaire maximized the use of symmetrical five-point scales with verbally-anchored end-points to capture responses. This method allows:

- Determination of whether responses are "positive" or "negative" by comparing the percentage of responses on either side of the 3 midpoint, and through calculation of a mean that represents the overall average response on the 1-5 scale.
- Ready identification of whether the response pattern is polarized.
- Reliable comparison of response patterns between questions.

Strongly held opinions are represented by either a 1 on the "negative" side or by a 5 on the "positive" side of the scale. The midpoint of the scale is 3 so, when responses are averaged, a mean above 3.00 suggest a "positive" tendency in overall response, while means below 3.00 suggest a "negative" tendency. Means can be considered exceptionally low or high if they approach values of, say, 2.00 or 4.00, respectively.



Highlights

- Crime and policing remains the leading top-of-mind issue: As in 2007 and in 2008, crime and policing is the issue most often mentioned as the single most important. Over a quarter of respondents (27.4%, almost identical to 2008)) identified it as their top concern. It is also the issue top-rated for importance to quality of life, with a very high average rating on the 1-5 scale 4.31.
 - Roads and sidewalks follow closely at second most often mentioned, at 22.9%. This is a rising issue, up from 18.5% in 2008. Its importance to quality of life was rated second, at 4.07.
 - The third tier of issues relates to housing, availability of lots, affordability and growth. This issue has declined in mentions, from 21% in summer 2008 to 15.4% this summer.
- Property taxes rate third in importance: At an average rating of 4.02, the level of property tax is third in importance to quality of life.
 - Environmental quality is a close fourth with a 1-5 scale average of 3.98.
 - The top five (of 10) issues in terms of importance to quality of life are low crime rates, good streets and sidewalks, reasonable taxes, environmental quality, and economic growth (3.89).
 - Good transit service (3.25) and arts and culture options (3.40) rated lowest and second lowest among ten, respectively though with ratings over 3.0, both are nevertheless important in absolute terms.
- Encouraging economic growth given highest performance rating: At 3.74, it rates ahead of providing recreational opportunities (3.55), supporting arts and culture (3.42) and ensuring reasonable travel times (3.40), the other most areas in which the city is deemed to perform best.
 - Providing transit bus service (3.13) also receives a performance rating that averages positive.
 - Planning for neighborhoods and commercial areas, at 3.01 is rated neutral in performance.
- The four areas rated most important to quality of life are the four lowest-rated in performance: Gap analysis shows the widest differences between importance and performance in repairing streets and sidewalks (-1.54), reducing crime rates (-1.46), ensuring reasonable property taxes (-1.08) and improving environmental quality (-1.05).
- Quality of life ratings remain strongly positive: The average response on the 1-5 scale is a high 3.86, a decrease from 4.07 in 2008, but comparable to levels in 2007 (3.89) and 2006 (3.84).



- Three quarters rate Regina's quality of life on the positive side of the scale, compared to less than 5% rating negatively.
- A large majority (73.4%) report their personal quality of life has remained steady in the last year.
 - Respondents indicating that their personal situations have improved exceed the number saying their situations have declined: 16.4% to 10.6% respectively. The ratio is not as large as it was in 2008 (18.7 improved to 9.7 declined).
- Fire protection services tested most positively for satisfaction: Among eleven City services, fire protection rated a very strong 4.19 on the 1-5 scale.
 - City parks and green spaces (3.99) and garbage collection (3.97) were also very highly rated, at second and third highest.
 - Athletic fields and fitness centres are grouped closely in a second tier, at 3.66 and 3.61 respectively. These are strongly positive ratings but not at the level of the three in the top tier.
 - Neighborhood centres and arts/culture support lie in a third tier at the middle of the 11 services that were rated, each at 3.39.
 - Three services rate negatively: snow removal (2.87); recycling options (2.83) and streets and sidewalks (2.66).
 - All ratings are similar to those received in 2008, and in the same order.
- Half of respondents (51.1%) report having had contact with the City in the last year:
 - Of six factors tested, courtesy from City employees rated highest, averaging a very positive 3.96 on the 1-5 scale, on par with the 3.98 rating in 2008.
 - Knowledgeability and helpfulness also rated in the top three among six, though at lower levels than courtesy: 3.67 and 3.57 respectively.
 - Factors testing most positive tend to relate to quality of personal service (above), while the factors that test least positively tend to relate to ease of access or time of response.
 - All areas receive modestly lower ratings than in 2008, though all six show absolute ratings well above the 3.0 mid-point, indicating an overall positive perception of factors affecting contact with the City.
- A majority of respondents (55.8%) have high confidence they could get information on City programs or services easily: The average response on the 1-5 scale is strong, at 3.56.
- Respondents are not well-informed regarding the share of property tax received by the City: Fully 44% indicated they did not know the percentage, and among those who



felt they did know, only a third (36.6%) gave an estimate reasonably close to accurate. The average estimate is 46%.

- Value for tax dollar is perceived as modestly positive: At an average of 3.09, the 2009 rating is just above neutral, up slightly from 3.04 last year, but lower than 3.16 in 2007. Respondents rating value at 3.0 are the largest single group (38%), while those rating it positively make up 36.4%, and those rating value negatively, 25.6%.
- Contact with the Regina Police Service is similar to last year rate: At 36.8%, it is statistically identical to the 36.1% level registered in 2008.
 - Identical numbers in recent years say their contact was to report a crime: 37.7% in 2009, 37.6% in 2008.
 - Satisfaction with the police service received is up to 3.76, the highest rating in the last four years, up from 3.49 in 2008. Four in ten gave the highest possible rating, almost quadruple the one in ten giving the lowest rating.
 - No change occurred in the average response regarding how safe respondents consider Regina overall; it remained steady at 3.26, roughly the same as in all preceding surveys. 15.5% gave a low-side (less than 3.0) rating compared to 42.7% giving a high-side rating.
 - Street prostitution is said by 21% to be less visible, up from 17% in 2008 and 2007. Those perceiving street prostitution as less visible outweigh those seeing it as more visible by 3:2.
 - 17.2% say they see an increase in police visibility in their neighbourhood, negligibly greater than the 15.9% saying the same in 2008.
 - One-quarter (26.8%) say gang-related activities will be Regina's most important issue for policing in the upcoming year.
- Communication about services and programs rates well, though down moderately: The 2009 average response is 3:47, off from 3.59 in 2008 and 3.65 in 2007.
 - The City website is mentioned most often as the first place respondents would go for information, at 46.4% this year, similar to 47.0% last year. The City call line is second at 36.8% of mentions.
 - While mail/flyers remains the most-mentioned preference for receiving information at 26.2%, electronic methods have risen markedly in preference, to 18.9% for website and 17.7% for email, up from 5.9% and 2.5% respectively in 2008.
 - Visitation of the City's website remains steady at 62.4%, compared to 61.1% in 2008.
 - A large majority of respondents (72.8%, identical to 2008) feel they receive about the right amount of information from the City.



- About a quarter (26.1%) feel they receive too little. Among them, the greatest demand for more information is about general events (28.2%), followed closely by information about plans for growth (26.7%).
- The City rates highly for communicating availability of services and programs (3.47 average, only 11.3% negative vs 50.9% positive), and City information is felt to be clear and easy to understand (92.8%).

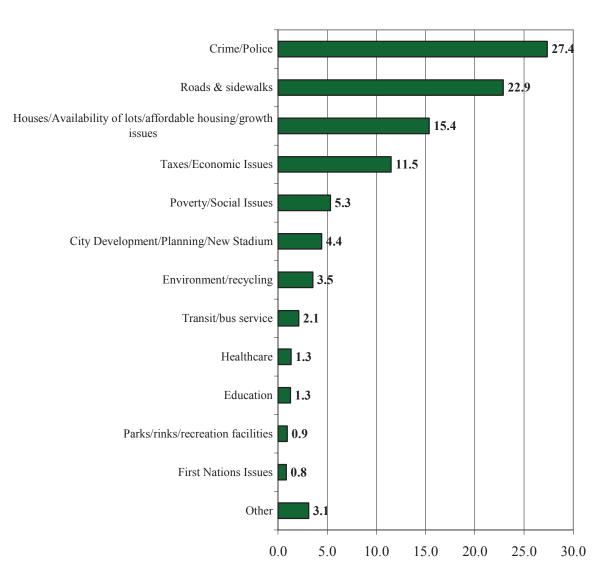


Survey Results

SECTION A: ISSUE RATINGS

A1. In your view, what is the <u>single most important public issue</u> facing Regina as a community?

Among all respondents, 9% did not identify an issue as most important. Of those who provided a response, 'Crime/Police' is selected by the largest single group, more than one-quarter, followed by Roads/Sidewalks and Housing/City growth.



A1. In your view, what is the single most important public issue facing Regina as a community?



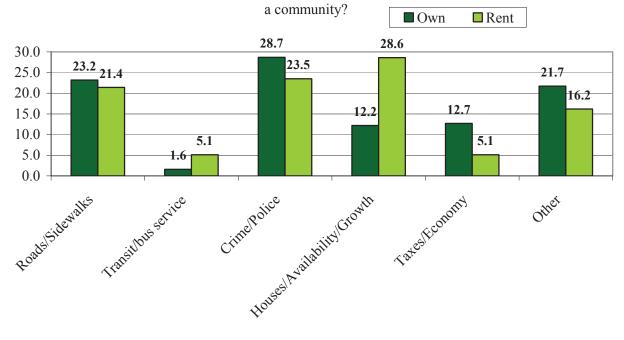
Comparison to previous years

As with 2008, Crime/Police is cited most often as the single most important public issue in Regina. Roads & sidewalks has become the second highest rated issue, replacing housing and affordability issues.

A1. In your view, what is the single most important public		
issue facing Regina as a community?	2009	2008
Crime/Police	27.4	27.5
Roads & sidewalks	22.9	18.5
Houses/Availability of lots/affordable housing/growth issues	15.4	21.0
Taxes/Economic Issues	11.5	11.9
Poverty/Social Issues	5.3	4.8
City Development/Planning/New Stadium	4.4	3.9
Environment/recycling	3.5	3.1
Transit/bus service	2.1	1.4
Healthcare	1.3	1.4
Education	1.3	0.9
Parks/rinks/recreation facilities	0.9	1.0
First Nations Issues	0.8	0.9
Other	3.1	3.7

Statistically Significant

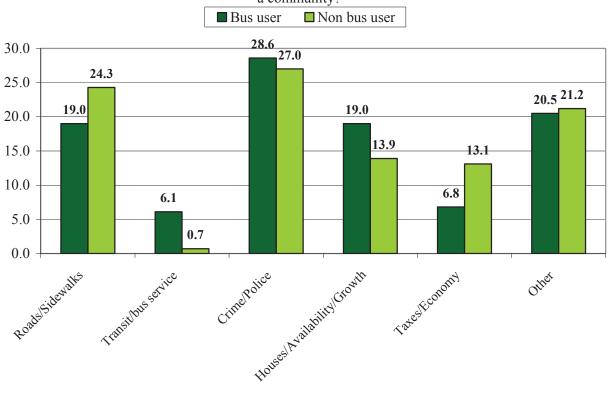
Home Ownership



A1. In your view, what is the single most important public issue facing Regina as



Bus user

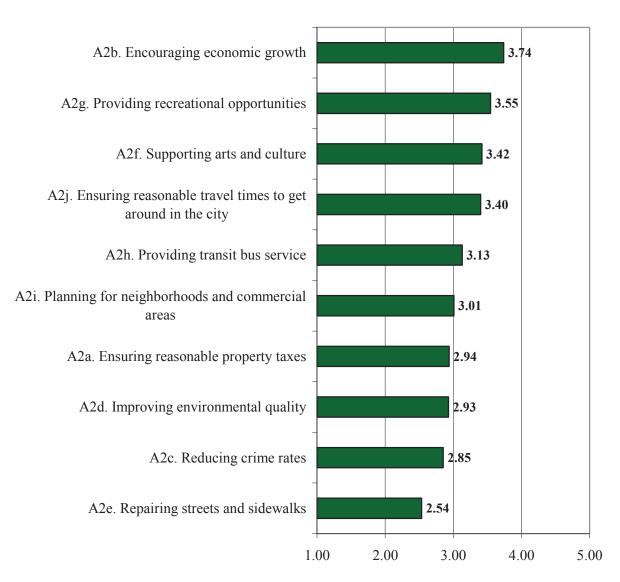


A1. In your view, what is the single most important public issue facing Regina as a community?



A2. How would you rate the <u>performance of the City of Regina</u> in the following areas? I will read a list of activities. Please pick a number from 1-5 to rate the City's performance. 1 indicates very poor performance, and 5 indicates very good performance.

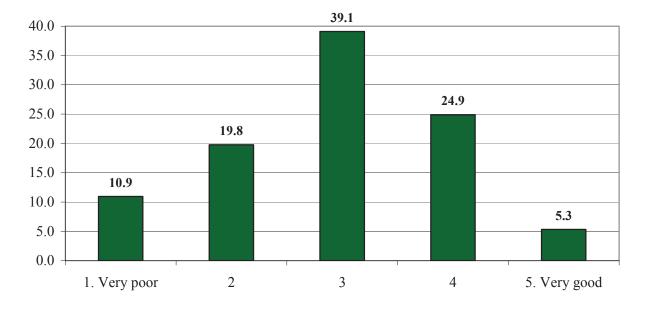
The City receives positive performance ratings in six of the ten listed areas, the highest being for encouraging economic growth (3.74).



A2. How would you rate the peformance of the City of Regina in the following areas?



A2a. Ensuring reasonable property taxes Mean response level = 2.94

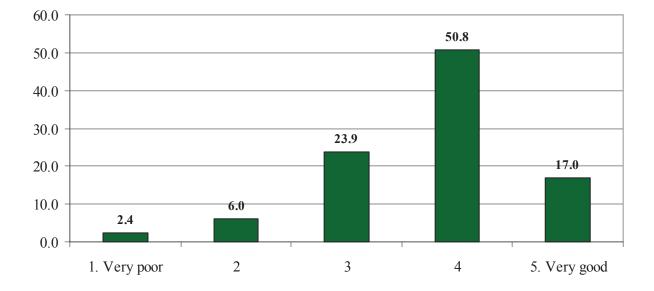


Statistically Significant

Web Access

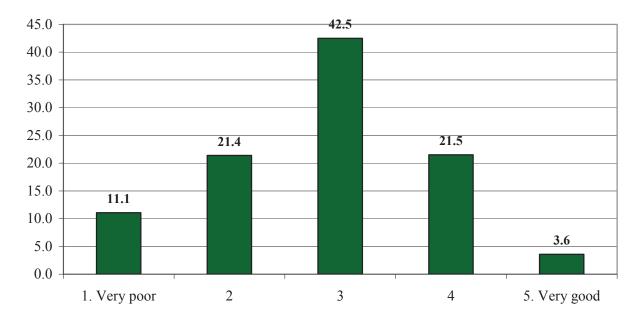
Those without internet access in their homes (2.71) rate the City's performance lower than those with internet (2.97).



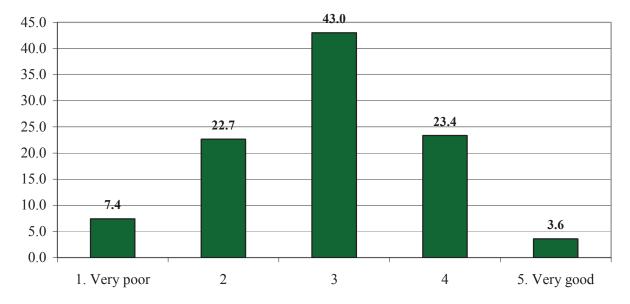


A2b. Encouraging economic growth Mean response level = 3.74

A2c. Reducing crime rates Mean response level = 2.85



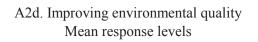


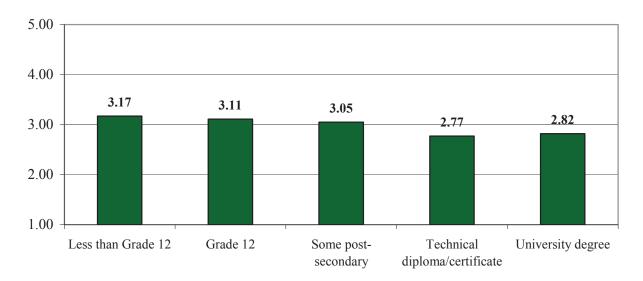


A2d. Improving environmental quality Mean response level = 2.93

Statistically Significant

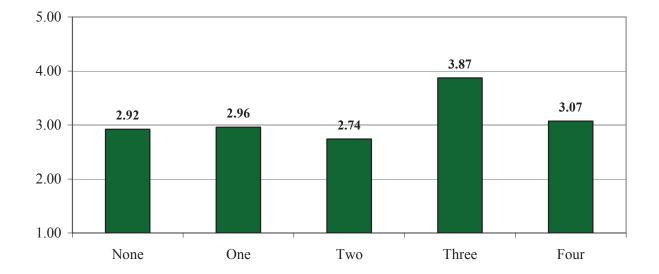
Education Level





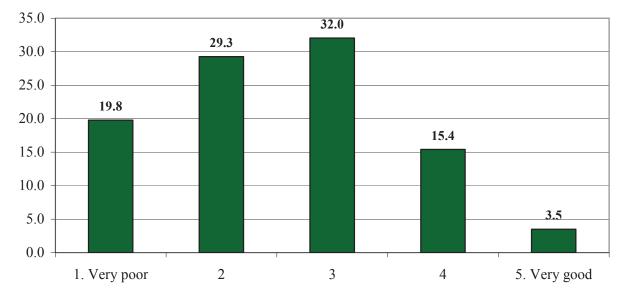


Children in Household



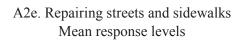
A2d. Improving environmental quality Mean response levels

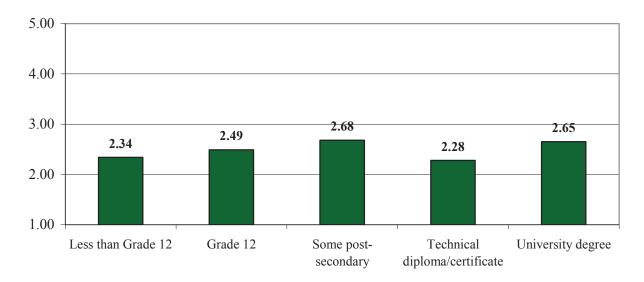




A2e. Repairing streets and sidewalks Mean response level = 2.54

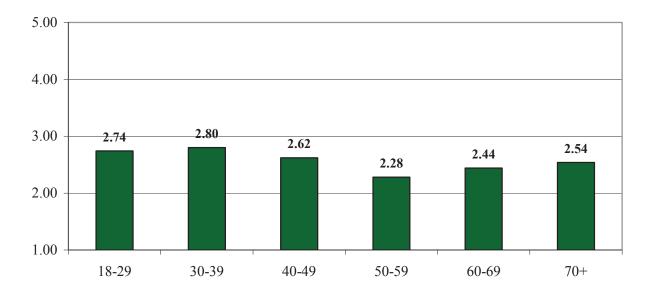
Education Level





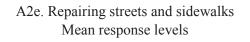


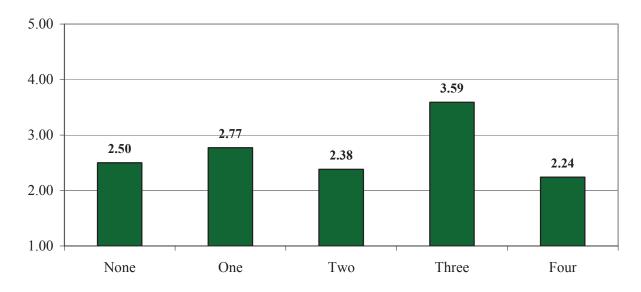
Statistically Significant



A2e. Repairing streets and sidewalks Mean response levels

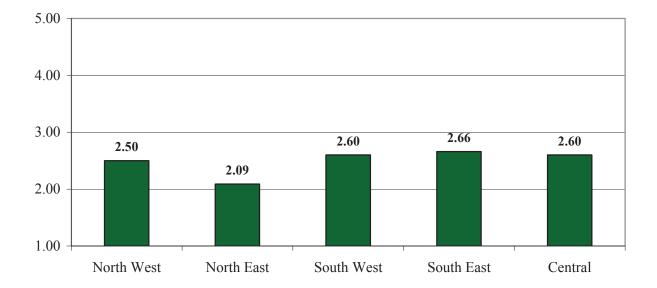
Children in Household





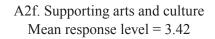


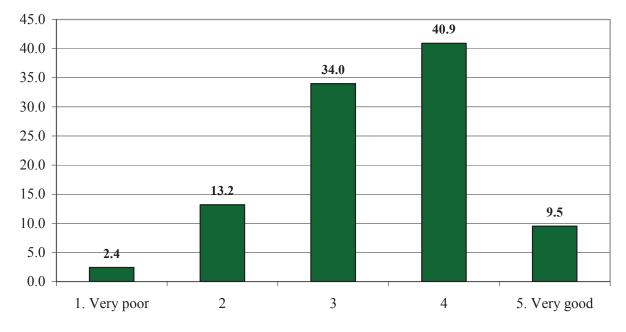
Residence Location



A2e. Repairing streets and sidewalks Mean response levels



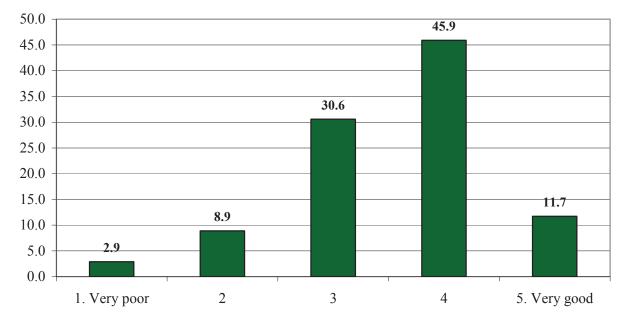




Statistically Significant

Gender Females (3.52) give a higher performance rating than males (3.31).

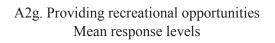


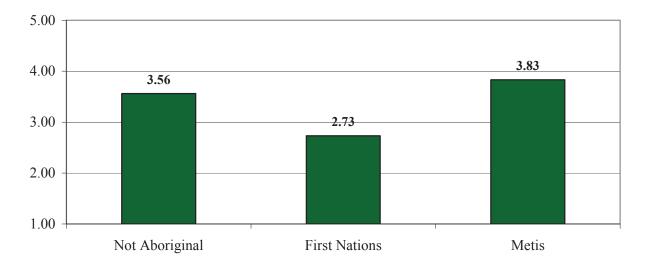


A2g. Providing recreational opportunities Mean response level = 3.55

Statistically Significant

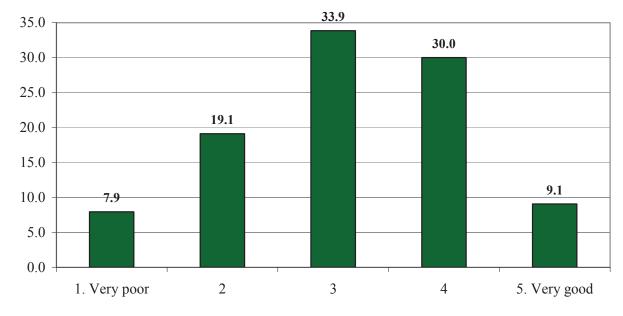
Aboriginal Status





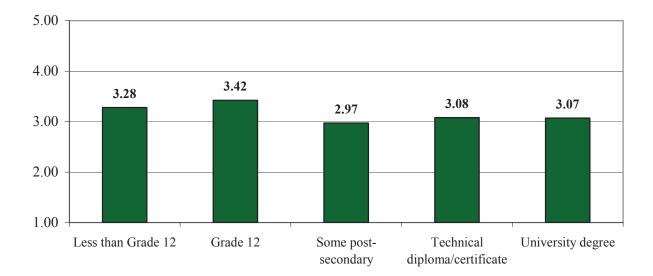


A2h. Providing transit bus service Mean response level = 3.13



Statistically Significant

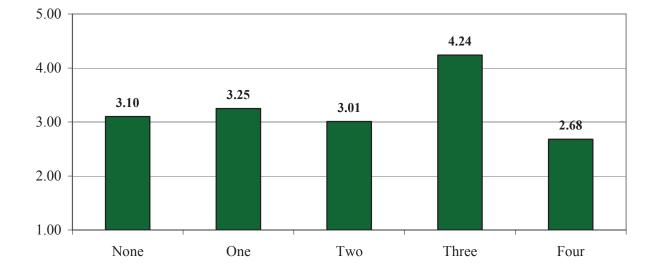
Education Level



A2h. Providing transit bus service Mean response levels



Children in Household

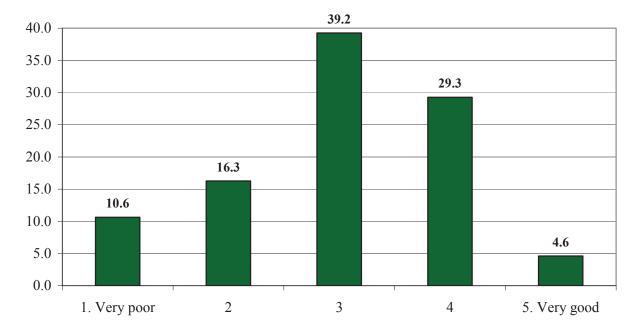


A2h. Providing transit bus service Mean response levels

Bus User

Those who have used transit bus service in the last year (2.90) give an overall negative performance rating, while non-bus users (3.22) give an overall positive performance rating.

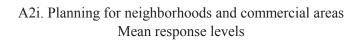


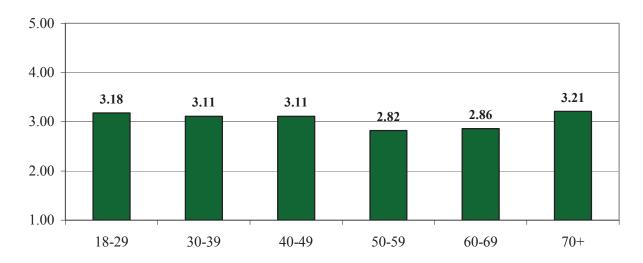


A2i. Planning for neighborhoods and commercial areas Mean response level = 3.01

Statistically Significant

Age







Own Other Property

Those who own property in Regina other than their home (3.33) give a higher rating than others (2.99).

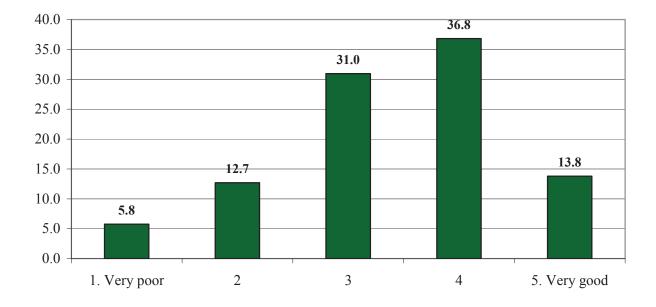
Networking Website

Those on a networking website (3.12) give a higher rating than those not on a site (2.93).

Bus Users

Bus users (2.83) give a lower rating than non-bus users (3.06).

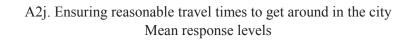


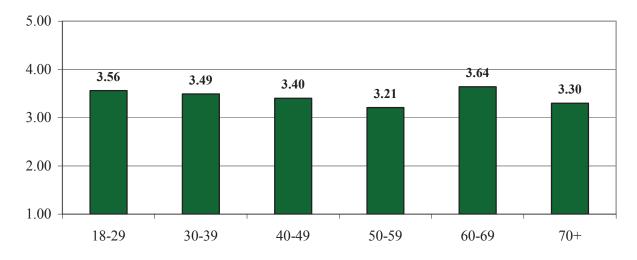


A2j. Ensuring reasonable travel times to get around in the city Mean response level = 3.40

Statistically Significant

Age



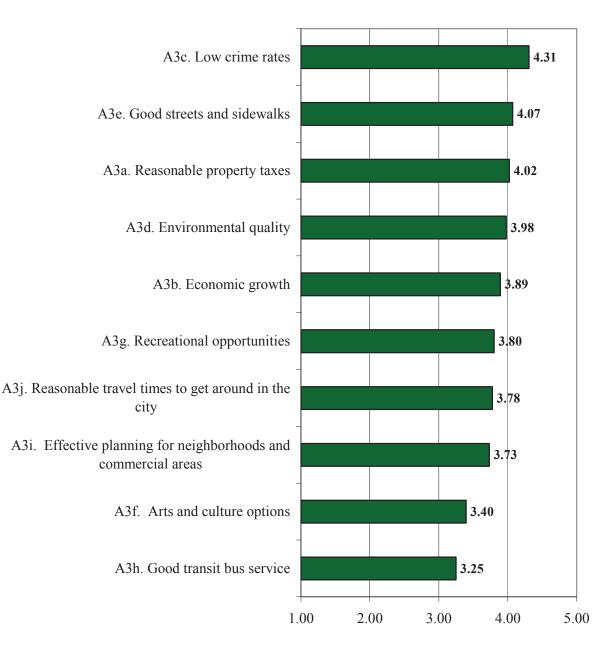


Bus User Non-bus users (3.48) give a higher rating than bus users (3.18).



A3. How <u>important to your quality of life</u> as a Regina resident are the following? Pick a number from 1-5, where 1 indicates "Very low importance" and 5 indicates "Very high importance."

Low crime rate receives an exceptionally high importance rating, supporting its significance as the most-cited top-of-mind issue.



A3. How important to your quality of life as a Regina resident are the following?

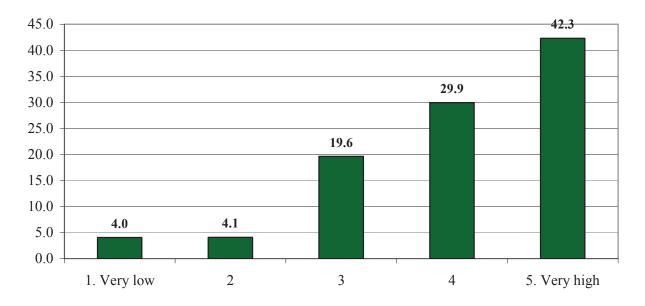


Comparison to previous years

In 2009, the query reads slightly differently from 2008, when the query dealt with priority for action: "How important do you think it is for the city to deal with the following?" Direct comparison isn't possible. Below, a table shows how importance to quality of life compares with need for action, in 2009 and 2008 respectively.

Importance to quality		Importance to deal with	
of life	2009	the following	2008
A3a. Reasonable	4.02	A2a. Reduce property	3.74
property taxes	4.02	taxes	5.74
A3b. Economic growth	3.89	A2b. Encourage economic	4.01
	5.09	growth	4.01
A3c. Low crime rates	4.31	A2c. Reduce crime rates	4.47
A3d. Environmental	3.98	A2d. Improve	3.76
quality	5.90	environmental quality	5.70
A3e. Good streets and	4.07	A2f. Repair streets and	4.30
sidewalks	4.07	sidewalks	4.50
A3f. Arts and culture	3.40	A2g. Support arts and	3.17
options	5.40	culture	3.17
A3g. Recreational	3.80	A2h. Improve recreation	3.44
opportunities	5.80		3.44
A3i. Effective planning		A2e. Increase supply of	
for neighborhoods and	3.73	housing	3.54
commercial areas			





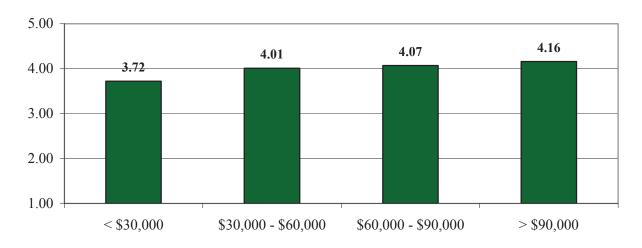
A3a. Reasonable property taxes Mean response level = 4.02

Statistically Significant

Home Ownership

Those who own their homes (4.12) give a higher importance rating than those who rent (3.59).

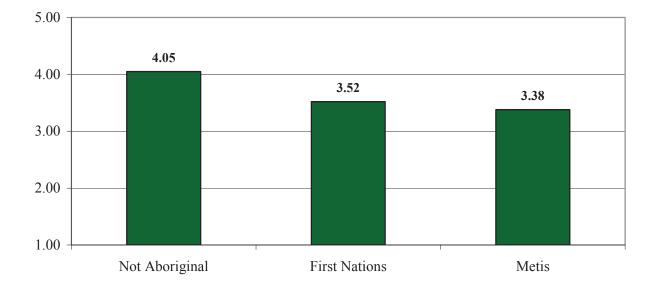
Income Level



A3a. Reasonable property taxes Mean response levels



Aboriginal Status



A3a. Reasonable property taxes Mean response levels

Web Access

Those with internet access at home (4.06) give a higher rating than those without access (3.80).

Bus User

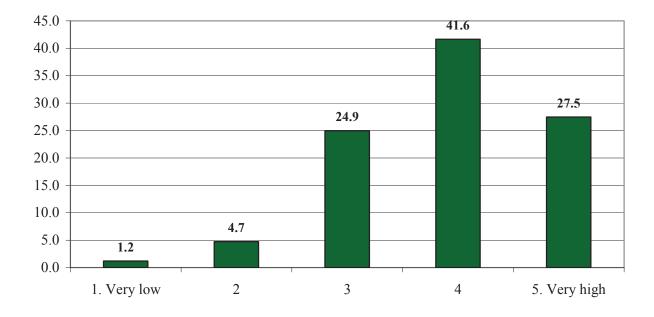
Non-bus users (4.08) give a higher rating than bus users (3.86).

Gender

Females (4.13) give a higher rating than males (3.90).



A3b. Economic growth Mean response level = 3.89

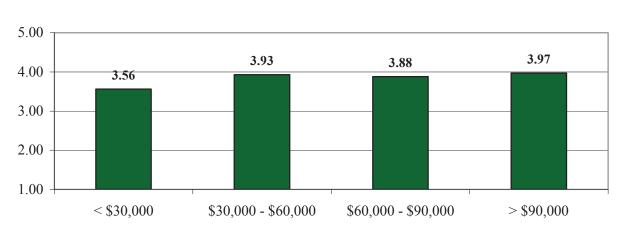


Statistically Significant

Condo Owners vs. Private Dwelling

Those who own a private dwelling (3.94) give a higher rating than condo owners (3.60).

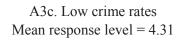
Income Level

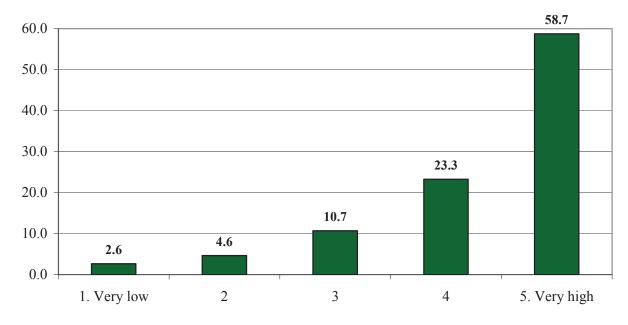


A3b. Economic growth Mean response levels

Bus User Non-bus users (3.96) give a higher rating than bus users (3.69).

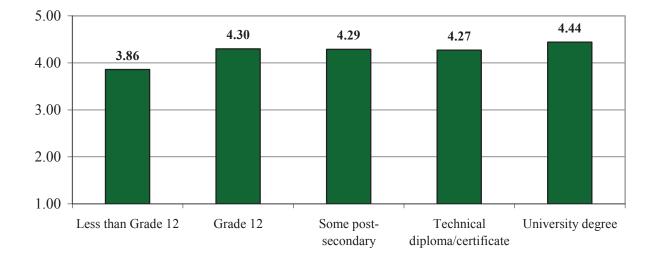






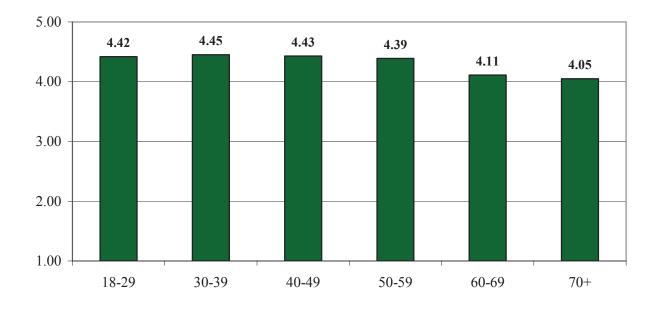
Statistically Significant

Education Level



A3c. Low crime rates Mean response levels





A3c. Low crime rates Mean response levels

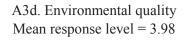
Web Access

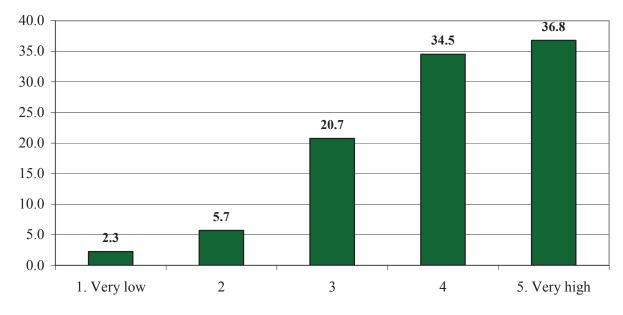
Those with internet in their homes (4.37) give a higher importance rating than those without internet (3.97).

Gender

Females (4.42) give a higher rating than males (4.19).

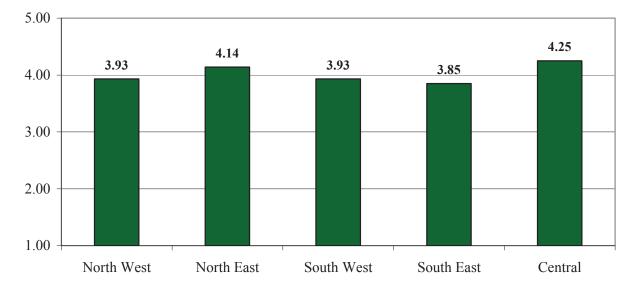






Statistically Significant

Residence Location

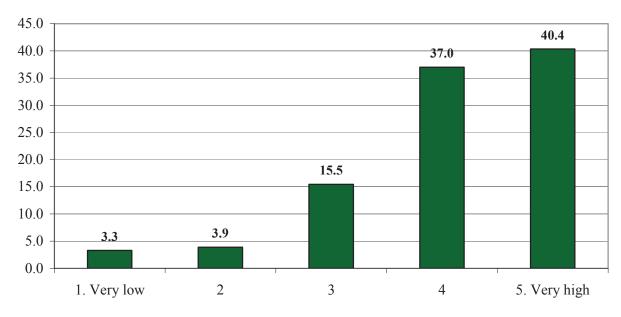


A3d. Environmental quality Mean response levels

Gender

Females (4.09) give a higher rating than males (3.88).





A3e. Good streets and sidewalks Mean response level = 4.07

Statistically Significant

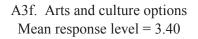
Web Access

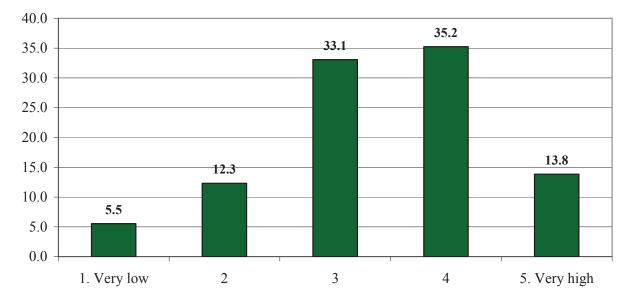
Those with home internet access (4.12) give a higher importance rating than those without access (3.80).

Gender

Females (4.20) give a higher rating than males (3.94).



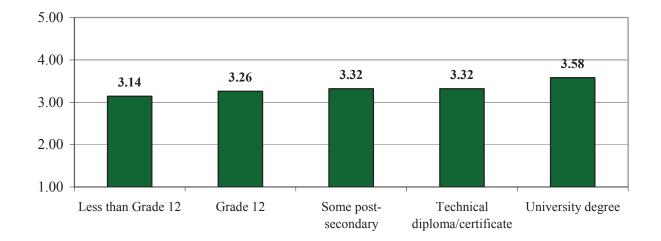


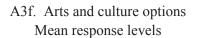


Statistically Significant

Home Ownership Those who rent (3.58) give a higher importance rating than those who own (3.35).

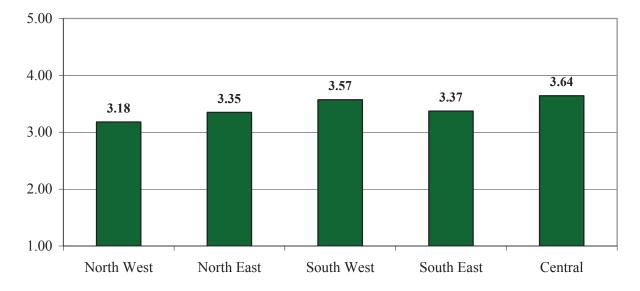
Education Level







Residence Location

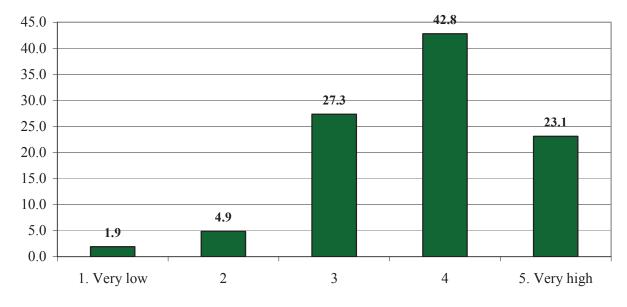


A3f. Arts and culture options Mean response levels

Gender Females (3.53) rate this higher than males (3.25).

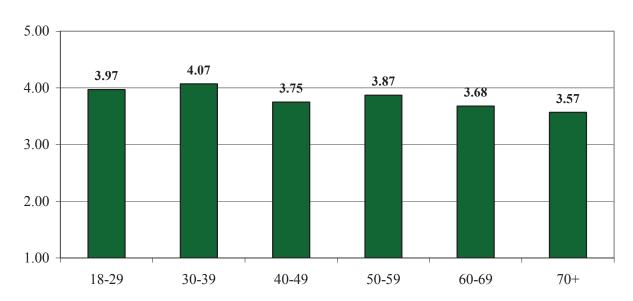


A3g. Recreational opportunities Mean response level = 3.80



Statistically Significant

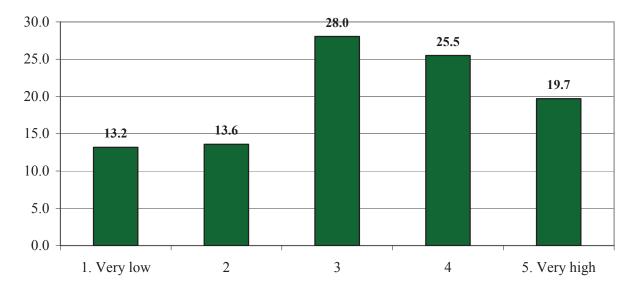
Age



A3g. Recreational opportunities Mean response levels



A3h. Good transit bus service Mean response level = 3.25

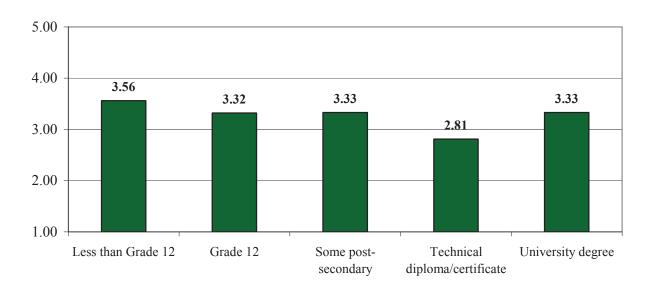


Statistically Significant

Home Ownership

Those who rent (3.69) show a higher average rating than those who own their homes (3.15).

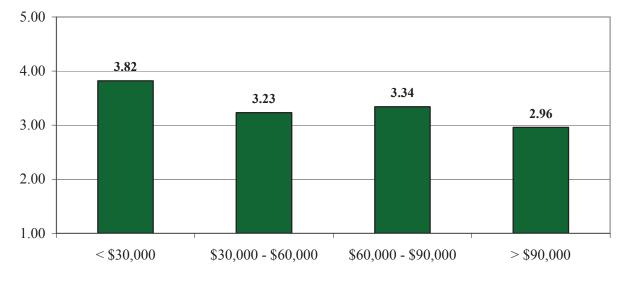
Education Level



A3h. Good transit bus service Mean response levels



Income Level



A3h. Good transit bus service Mean response levels

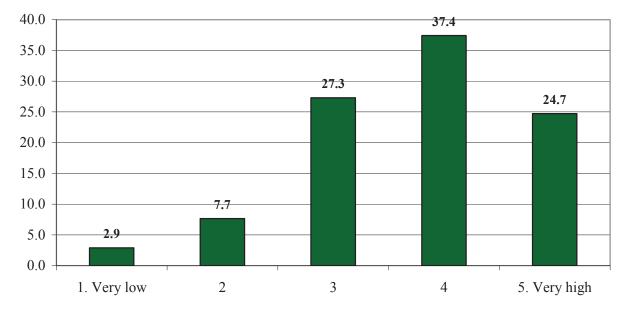
Web Access

Those without internet access in their home (3.54) give a higher rating than those with internet (3.20).

Bus User

Those who have used transit service in the last year (3.77) give a higher importance rating than those who have not used transit (3.05).

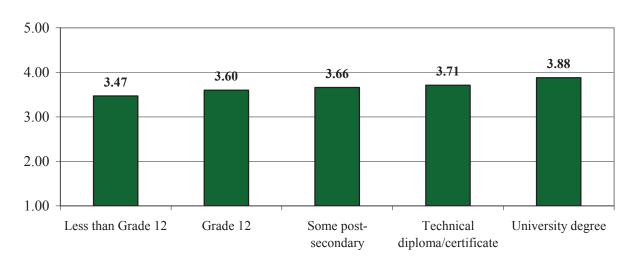




A3i. Effective planning for neighborhoods and commercial areas Mean response level = 3.73

Statistically Significant

Education Level



A3i. Effective planning for neighborhoods and commercial areas Mean response levels

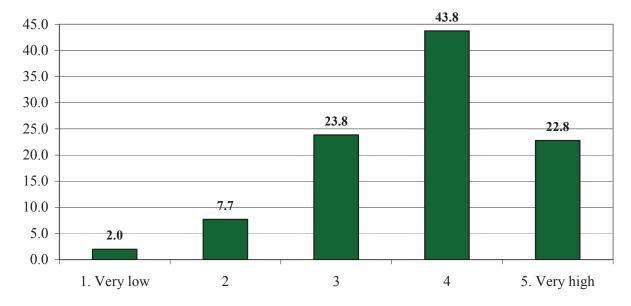
Web Access

Those with internet at home (3.77) give a higher rating than those without internet (3.44).

Bus User

Non-bus users (3.77) give a higher rating than bus users (3.58).

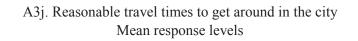


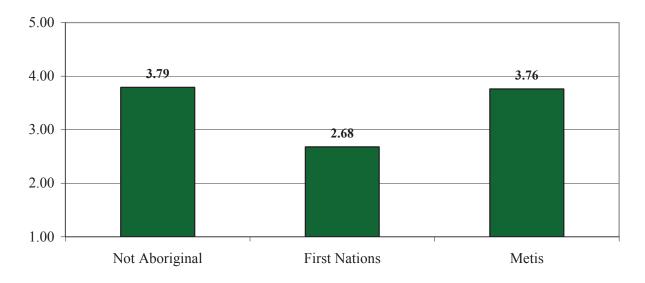


A3j. Reasonable travel times to get around in the city Mean response level = 3.78

Statistically Significant

Aboriginal Status

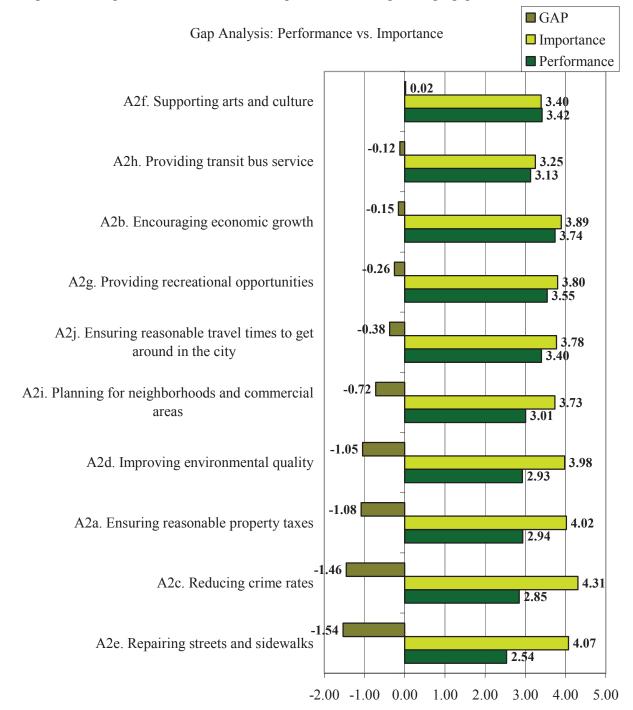






GAP ANALYSIS: IMPORTANCE VS. PERFORMANCE

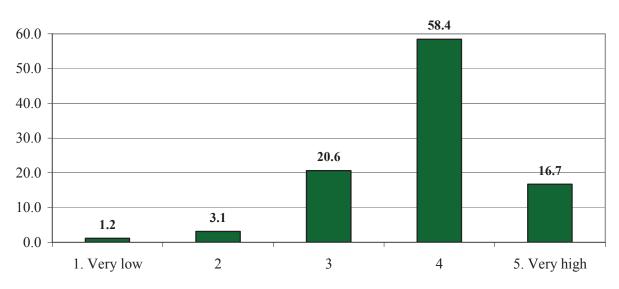
In the 10 listed city services, performance lags importance in all but one area (supporting arts & culture, where ratings are effectively equal). The four areas receiving negative performance ratings are among those rated to be most important, resulting in large gaps above 1.00.





A4. How would you rate the <u>overall quality of life in Regina</u>? Pick a number on the scale from 1-5, scale where 1 means the quality of life is "Very low" and 5 means "Very high".

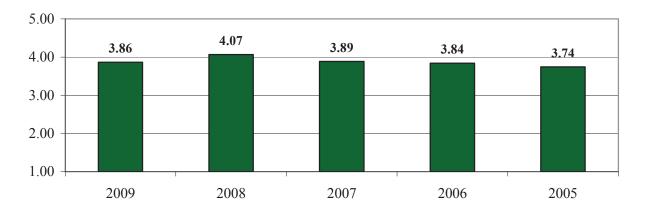
Quality of life in Regina is rated very highly. Three quarters of respondents give positive ratings, while negative ratings total in the low single digits.



A4. How would you rate the overall quality of life in Regina? Mean response level = 3.86

Comparison to previous years

After spiking in 2008, the rating for Regina's quality of life has returned to a level closer to those of previous years.



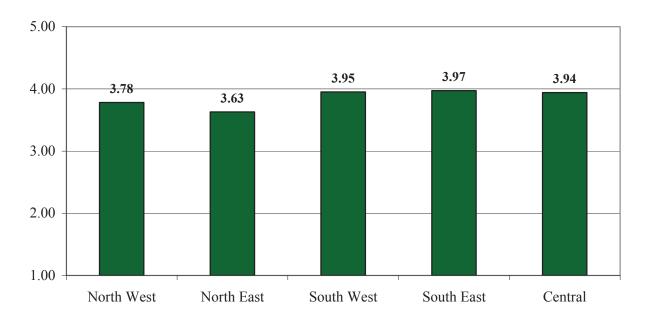
A4. How would you rate the overall quality of life in Regina? Mean response levels



Home Ownership

Those who own their homes (3.90) rate Regina's quality of life higher than those who rent their homes (3.74).

Residence Location



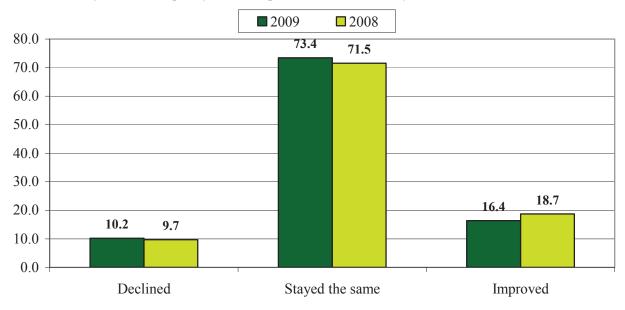
A4. How would you rate the overall quality of life in Regina? Mean response levels

Gender Females (3.95) give a higher rating for Regina's quality of life than males (3.77)



A5. Thinking of your <u>own personal situation</u> here in Regina over the last year, has your overall quality of life improved, declined or stayed about the same?

The bulk of respondents perceive little change. Those who feel their lives have improved is down insignificantly from a year ago. Those saying their life has improved still outnumber those saying it has declined by a ratio of 1.5:1.

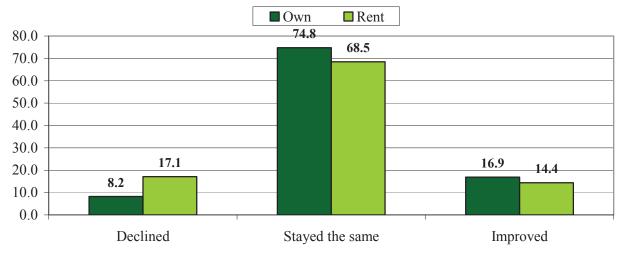


A5. Thinking of your own personal situation here in Regina over the last year, has your overall quality of life improved, declined or stayed about the same?

Statistically Significant

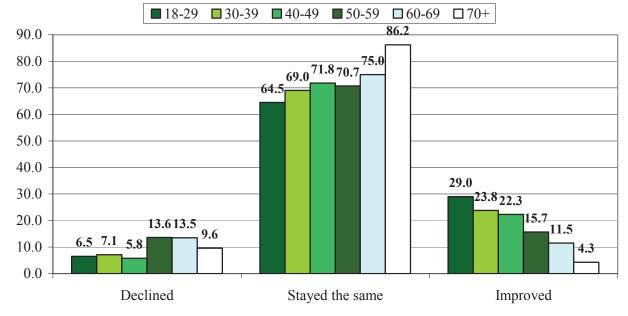
Home Ownership





A5. Thinking of your own personal situation here in Regina over the last year, has your overall quality of life improved, declined or stayed about the same?

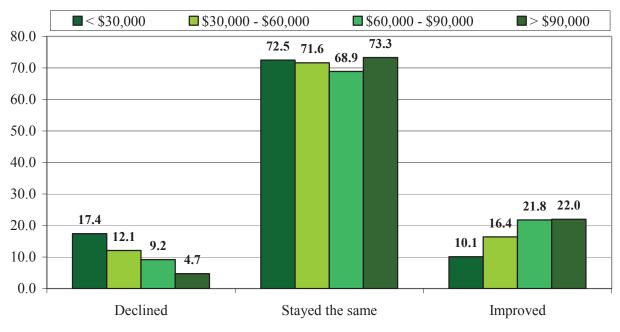




A5. Thinking of your own personal situation here in Regina over the last year, has your overall quality of life improved, declined or stayed about the same?

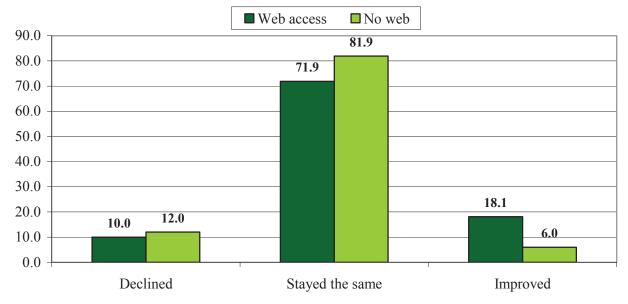
Income Level

A5. Thinking of your own personal situation here in Regina over the last year, has your overall quality of life improved, declined or stayed about the same?



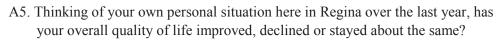


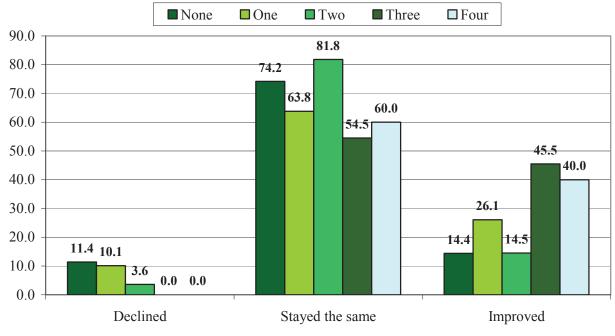
Web Access



A5. Thinking of your own personal situation here in Regina over the last year, has your overall quality of life improved, declined or stayed about the same?

Children in Household

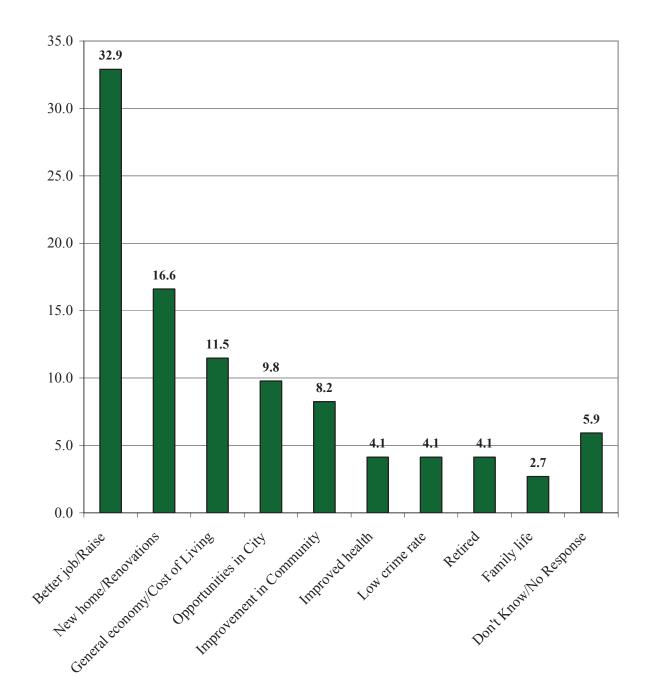






A5a. What is the main reason for saying your quality of life has improved? (Asked of those responding positively at A5)

Economic improvements appear to account for nearly half of responses.



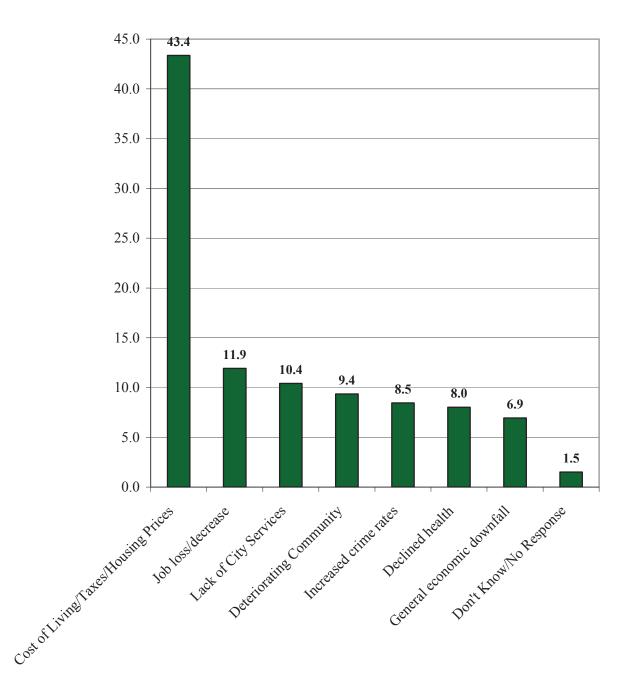
A5a. What is the main reason for saying your quality of life improved?



A5b. What is the main reason for saying your quality of life has declined?

(Asked of those responding negatively at A5)

Economic circumstances appear to have stressed a majority of those who find their lives have declined in the last year.



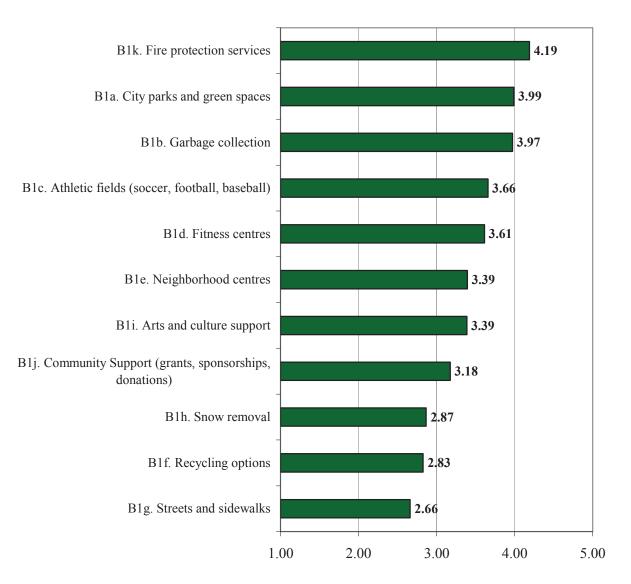
A5b. What is the main reason for saying your quality of life declined?



SECTION B: SERVICES

B1. Using a 1-5 scale where 1 indicates "Very low satisfaction" and 5 indicates "Very high satisfaction", how satisfied are you with the following city facilities and services?

Of ten items tested, seven are rated favourably, three negatively. Some, such as athletic fields and fitness centres, and neighborhood centres and arts/culture, group closely near the middle of the set of ten tested.



B1. How satisfied are you with the following city facilities and services?



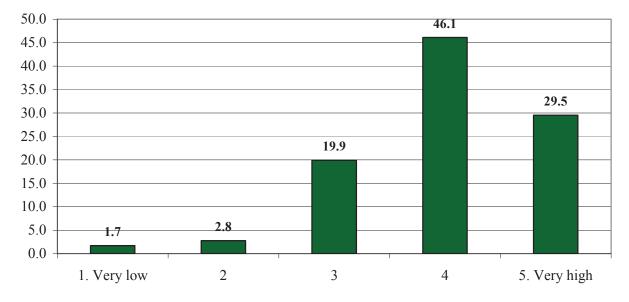
Comparison to previous years

Some wording changes were made in 2008, so items are shown separately from similar issues from years previous (when common phrasing was used).

B1. How satisfied are you with			Please indicate your level of satisfaction with			
the following city facilities and			City services in the			
services?	2009	2008	following areas.	2007	2006	2005
B1k. Fire protection services	4.19	NA	Fire protection services	NA	NA	NA
B1a. City parks and green spaces	3.99	3.98	City parks	4.31	4.29	4.25
B1b. Garbage collection	3.97	3.89	Garbage collection	4.08	3.98	4.09
B1c. Athletic fields (soccer, football, baseball)	3.66	3.66	Sports facilities (rinks, diamonds, fields, courts)	3.88	3.91	3.78
B1d. Fitness centres	3.61	3.64	Fitness centres	NA	NA	NA
B1e. Neighborhood centres	3.39	3.41	Recreation facilities (pools, community centres)	3.99	3.95	3.89
B1j. Arts and culture support	3.39	3.36	Arts and culture	3.75	3.74	3.80
B1j. Community Support (grants, sponsorships, donations)	3.18	3.15	Community Support (e.g. grants, sponsorships, donations)	3.51	3.46	3.41
B1h. Snow removal	2.87	2.95	Snow removal	2.75	2.71	2.75
B1g. Recycling options	2.83	2.86	Recycling	3.31	3.32	3.48
B1g. Streets and sidewalks	2.66	2.67	Streets and roads	2.47	2.21	2.24



B1a. City parks and green spaces Mean response level = 3.99



Statistically Significant

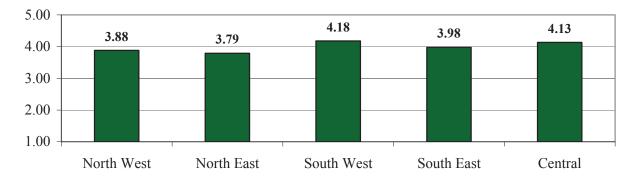
Own Other Property

Those who own property other than their homes (4.26) give a higher rating than those who do not own other property (3.97).

Networking Website

Those on a networking website (4.06) give a higher rating than others (3.90).

Residence Location

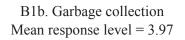


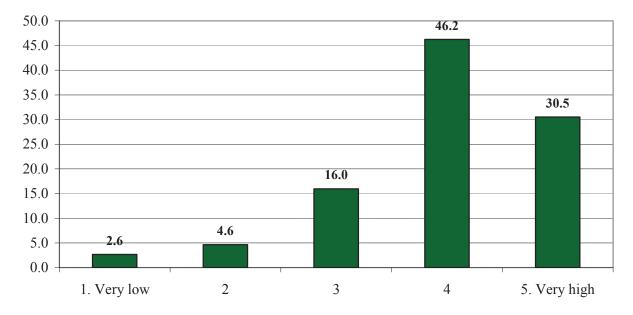
B1a. City parks and green spaces Mean response levels

Gender

Females (4.07) give a higher rating than males (3.90).



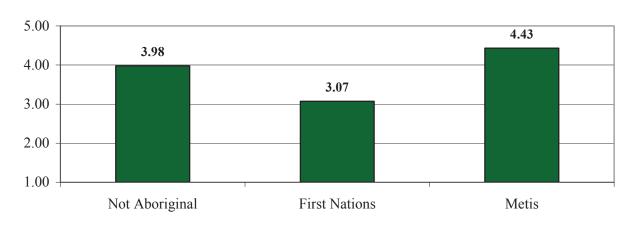




Condo Owner vs. Private Dwelling

Those who own a private dwelling (4.01) give a higher rating than those who own a condo (3.69).

Aboriginal Status

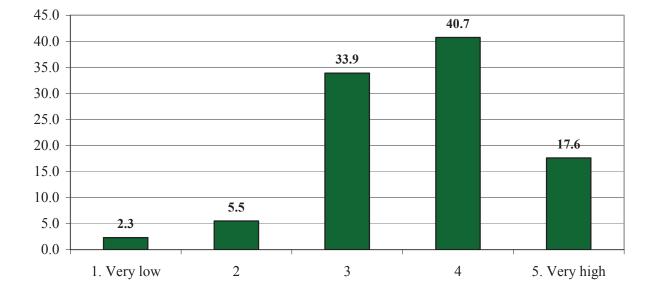


B1b. Garbage collection Mean response levels

Bus User

Those who have not used transit service in the last year (4.03) give a higher rating than bus users (3.84).

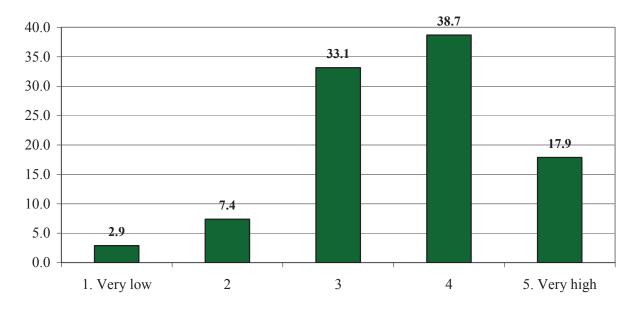




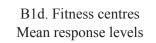
B1c. Athletic fields (soccer, football, baseball) Mean response level = 3.66

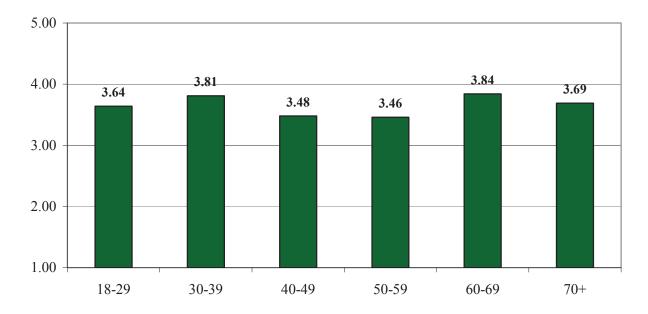


B1d. Fitness centres Mean response level = 3.61



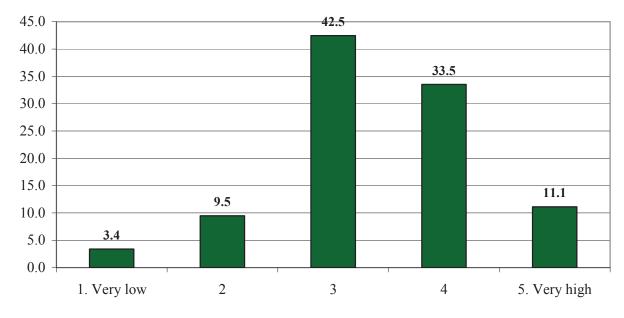
Age



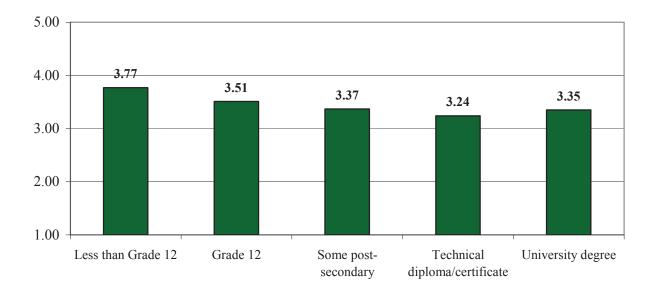




B1e. Neighborhood centres Mean response level = 3.39



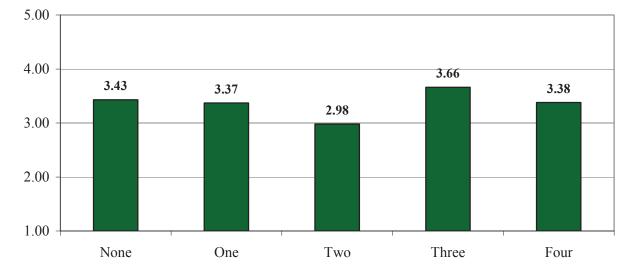
Education Level



B1e. Neighborhood centres Mean response levels



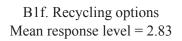
Children in Household

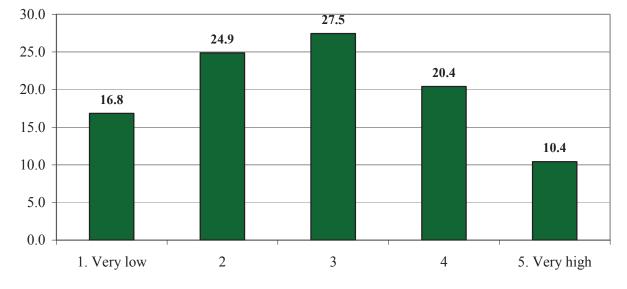


B1e. Neighborhood centres Mean response levels

Gender Females (3.48) give a higher rating than males (3.30).

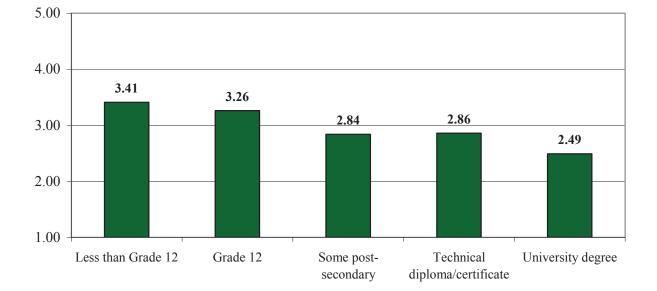






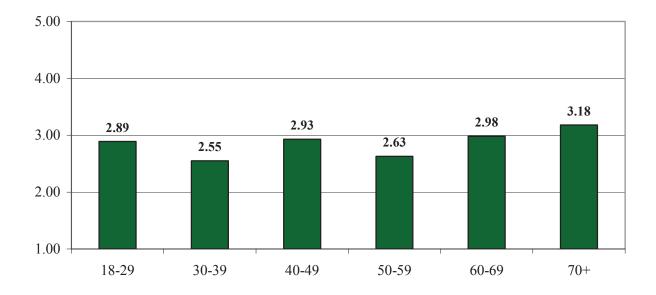
Statistically Significant

Education Level



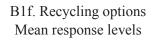
B1f. Recycling options Mean response levels

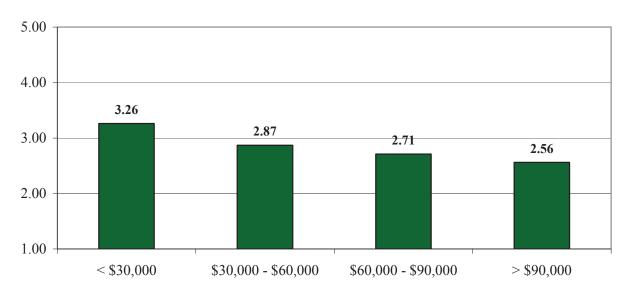






Income Level



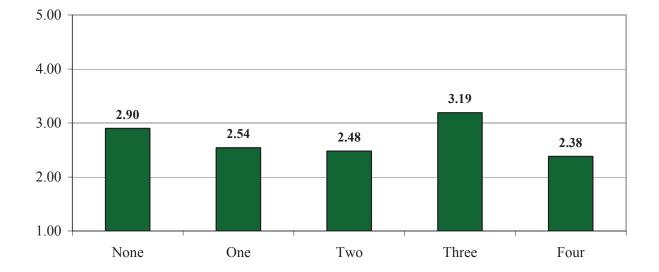


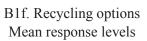
Web Access

Those with internet at home (2.72) give an overall negative rating while those without internet (3.51) give an overall positive rating.

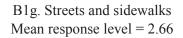


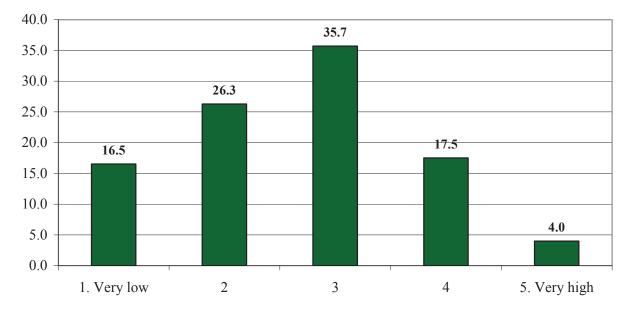
Children in Household

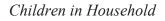


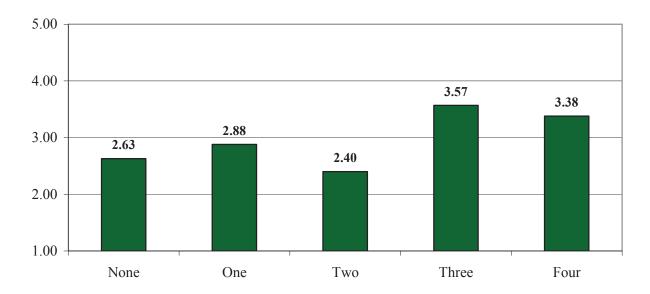








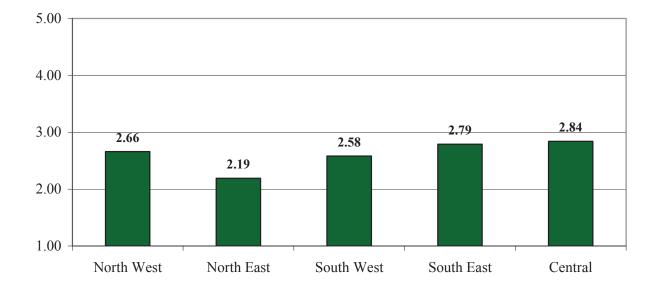




B1g. Streets and sidewalks Mean response levels

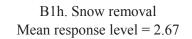


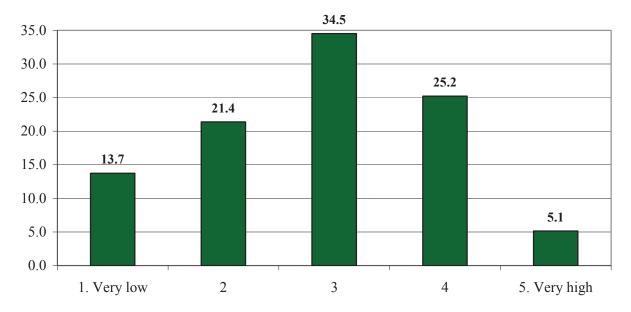
Residence Location



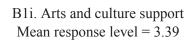
B1g. Streets and sidewalks Mean response levels

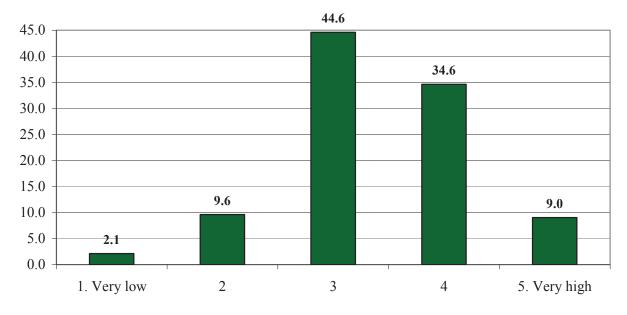






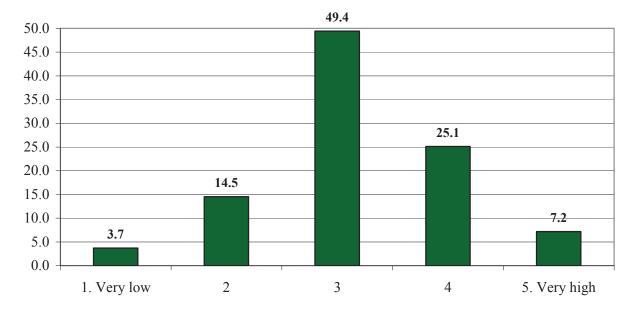






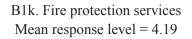
Gender Females (3.48) give a higher rating than males (3.29).

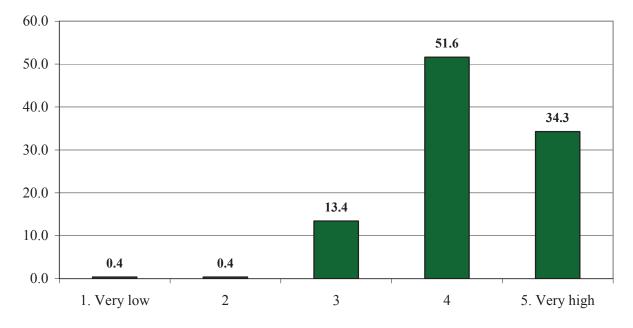




B1j. Community Support (grants, sponsorships, donations) Mean response level = 3.18

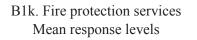


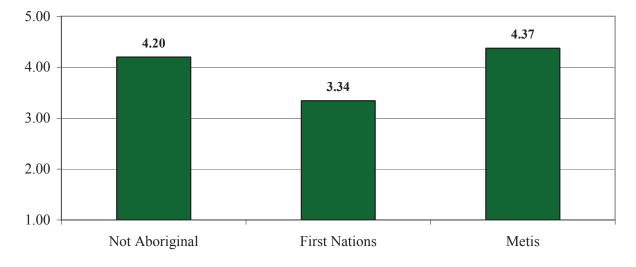


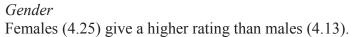


Statistically Significant

Aboriginal Status









B2. Have you had a contact of any kind with the City of Regina or one of its employees in the last 12 months?

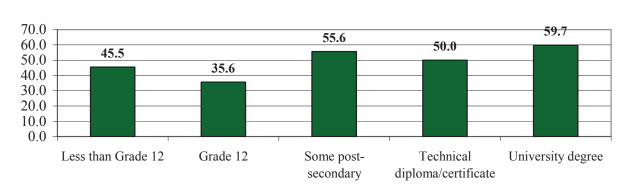
Just over half of respondents (51.1%) say they have had contact with the City of Regina in the year preceding the survey. The number is mostly unchanged from 2008 (51.7%). These respondents were asked to rate City staff in the next set of questions (B3).

Statistically Significant

Home Ownership

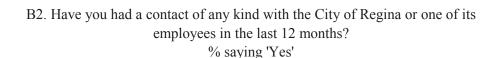
Those who own their home (54.5%) are more likely to have had contact with the City of Regina in the past year than those who rent (36.9%).

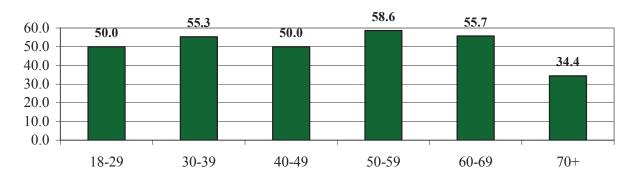
Education Level



B2. Have you had a contact of any kind with the City of Regina or one of its employees in the last 12 months? % saying 'Yes'

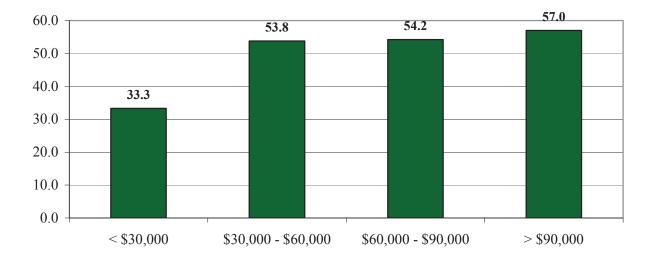
Age







Income Level



B2. Have you had a contact of any kind with the City of Regina or one of its employees in the last 12 months? % saying 'Yes'

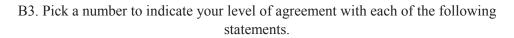
Web Access

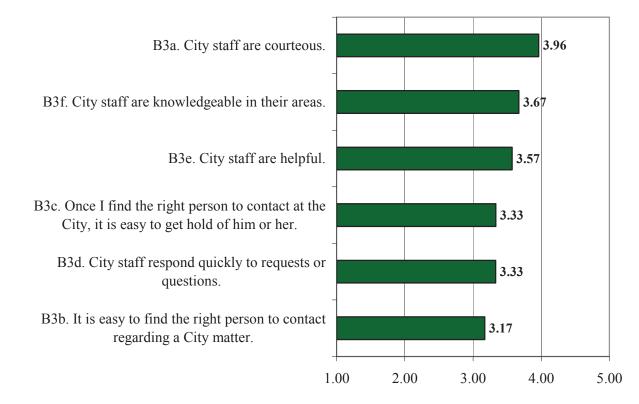
Those with internet at home (53.8%) are more likely to have had contact with the City in the last year than those without internet (35.7%).



B3. On a 1-5 scale where 1 is "Strongly disagree" and 5 is "Strongly agree" what is your level of agreement with each of the following statements?

City staff rate very well for courtesy. Knowledge and helpfulness also rate highly positively. Contact and timeliness issues such as finding the right City staff person, getting hold of that person, and receiving a quick response rate favourably overall, but less so than the personal qualities.



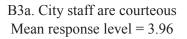


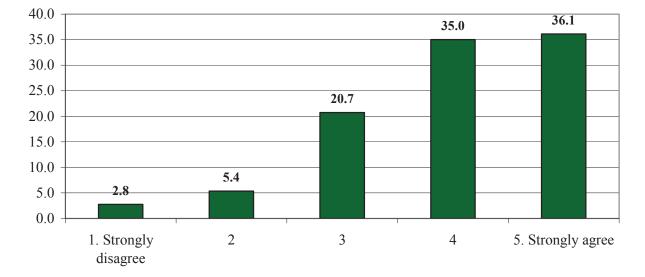
Comparison to previous years

Ratings in all areas have decreased from 2008.

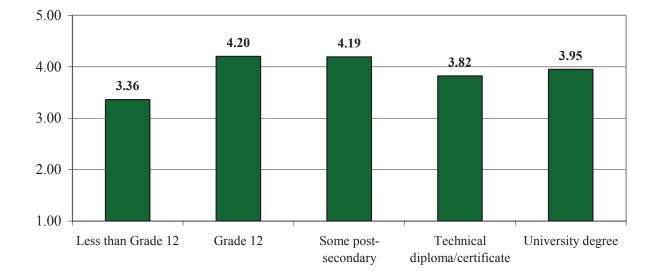
B3. Pick a number from 1-5 to indicate your level of agreement with each of the following statements.	2009	2008
B3a. City staff are courteous.	3.96	3.98
B3f. City staff are knowledgeable in their areas.	3.67	3.77
B3e. City staff are helpful.	3.57	3.68
B3c. Once I find the right person to contact at the City, it is easy to get hold of him or her.	3.33	3.38
B3d. City staff respond quickly to requests or questions.	3.33	3.43
B3b. It is easy to find the right person to contact regarding a City matter.	3.17	3.27





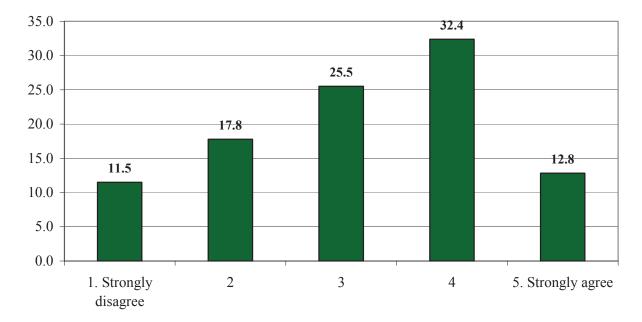


Education Level



B3a. City staff are courteous. Mean response levels





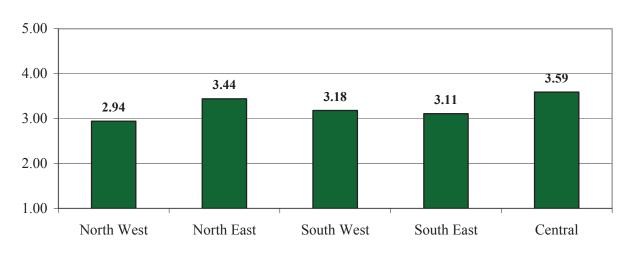
B3b. It is easy to find the right person to contact regarding a City matter Mean response level = 3.17

Statistically Significant

Own Other Property

Those who do not own property other than their home (3.19) are more likely to agree than those who own other property (3.08).

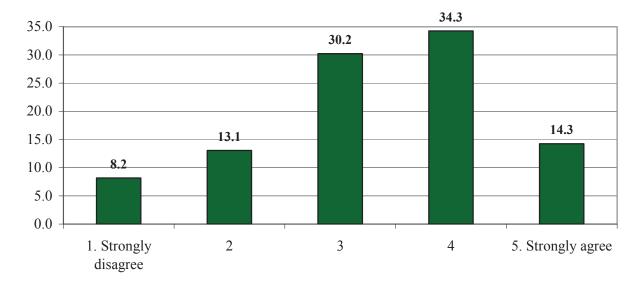
Residence Location



B3b. It is easy to find the right person to contact regarding a City matter. Mean response levels



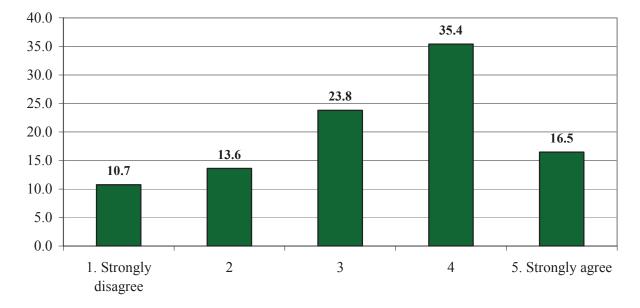
B3c. Once I find the right person to contact at the City, it is easy to get hold of him or her Mean response level = 3.33



Networking Website

Those who are on an internet networking site (3.56) are more likely to agree than those not on a networking site (3.18).

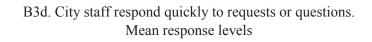


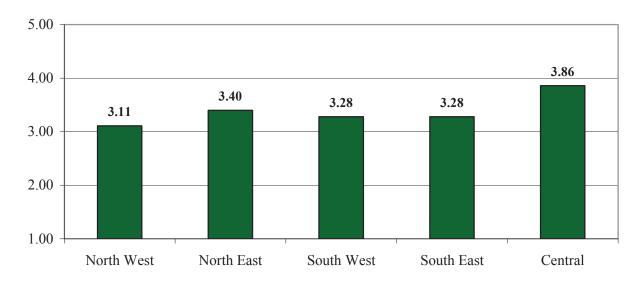


B3d. City staff respond quickly to requests or questions Mean response level = 3.33

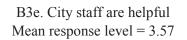
Statistically Significant

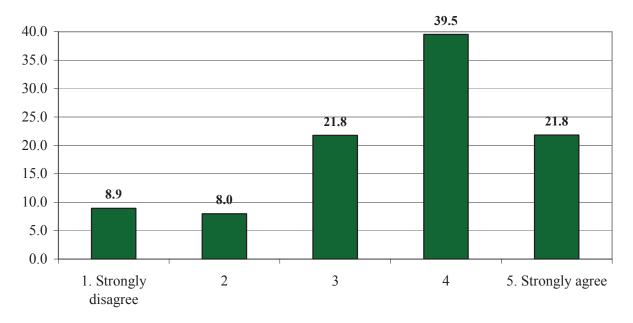
Age











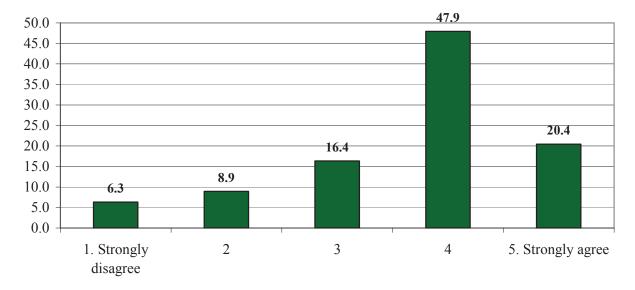
Condo Owner vs. Private Dwelling

Those who own a condo (4.34) are more likely to agree than those who own a private dwelling (3.51).

Bus User

Those who have used City transit in the last year (3.81) give a higher agreement rating than nonbus users (3.49).





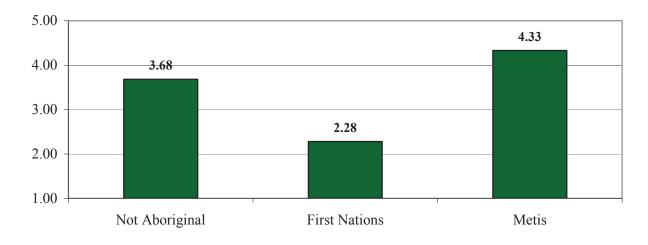
B3f. City staff are knowledgeable in their areas Mean response level = 3.67

Statistically Significant

Condo Owners vs. Private Dwelling

Those who own a condominium (4.22) give a higher agreement level than those who own a private dwelling (3.64).

Aboriginal Status



B3f. City staff are knowledgeable in their areas. Mean response levels

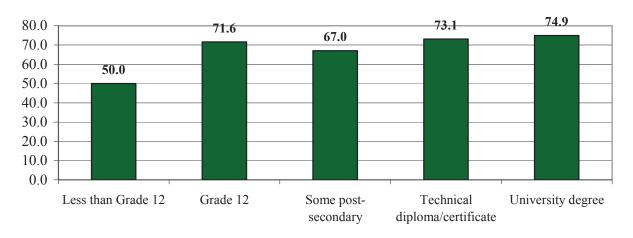


B4. Have you heard about a proposal for a new plan for the downtown area?

Over seven in ten (70.8%) say they have heard of the new downtown plan, up from 61.8% in 2008.

Statistically Significant

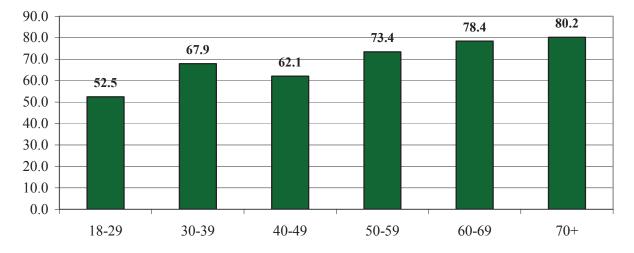
Education Level



B4. Have you heard about a proposal for a new plan for the downtown area? % saying 'Yes'

Age

B4. Have you heard about a proposal for a new plan for the downtown area? % saying 'Yes'



Networking Website

Those who are not on an internet networking site (75.6%) are more likely to have heard of the downtown proposal than those on an internet networking site (63.6%).

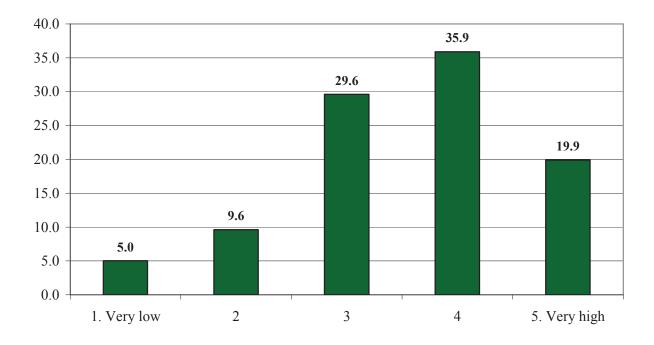


B5. Assume you needed information from the City about a City program, service or other matter. How confident are you that you could get that information fairly easily?

Pick a number to indicate your level of confidence using the scale from 1-5, where 1 means "Very low confidence" and 5 means "Very high confidence."

A majority of respondents (56%) say they have high or very high confidence they could get information on City programs or services fairly easily.

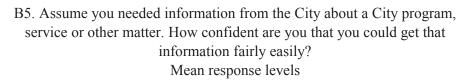
B5. Assume you needed information from the City about a City program, service or other matter. How confident are you that you could get that information fairly easily?

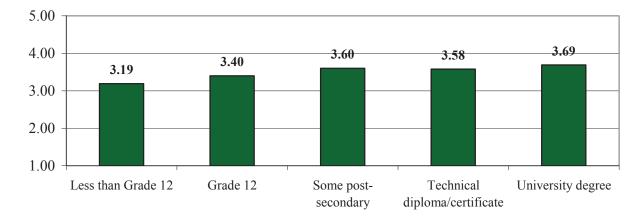


Mean response level = 3.56



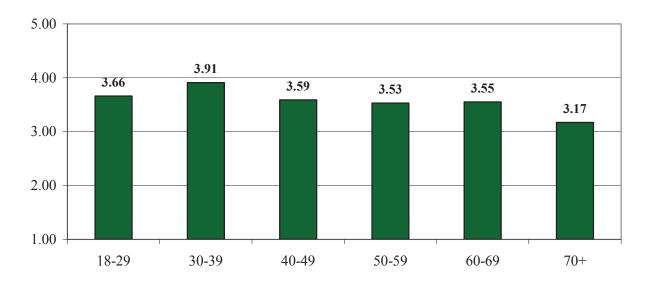
Education Level





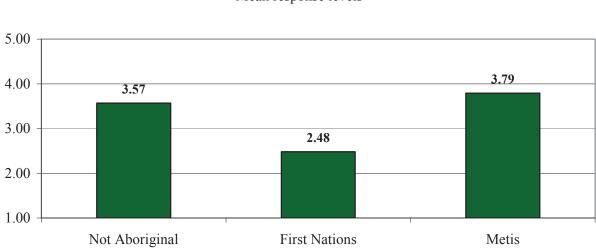
Age

B5. Assume you needed information from the City about a City program, service or other matter. How confident are you that you could get that information fairly easily? Mean response levels





Aboriginal Status



B5. Assume you needed information from the City about a City program, service or other matter. How confident are you that you could get that information fairly easily? Mean response levels

Web Access

Those with internet access in their home (3.6.1) give a higher confidence level than others (3.27).

Networking Website

Those who are on an internet networking website (3.76) are more confident than those not on a networking site (3.48).

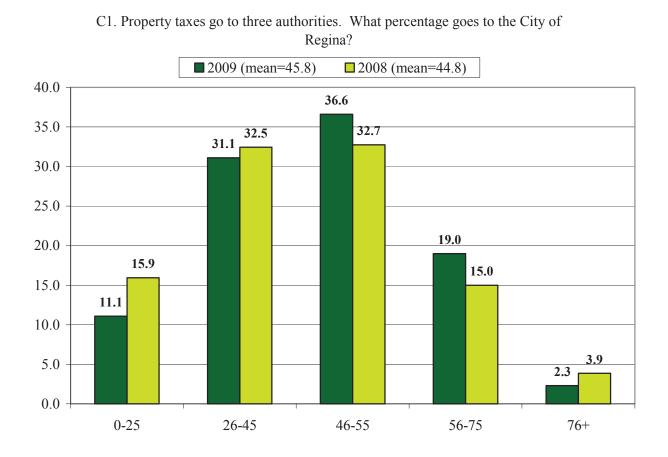


SECTION C: TAXATION

C1. Property taxes in Regina go to three authorities. What percentage goes to the City of Regina?

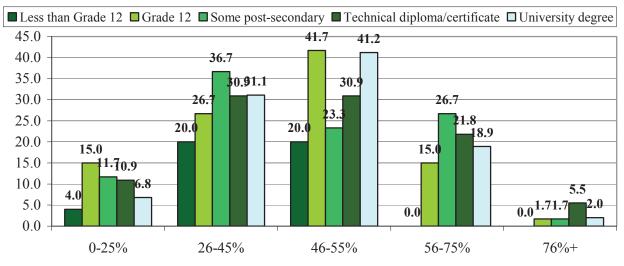
A large minority of respondents (44%) said they did not know the percentage going to the City.

Of those providing a response, over one-third said the City gets 50%, or within plus or minus 5% of 50%. Another three in ten thinks the City receives 26-45% of property taxes, and about one in five believes the City share is over 56%. The average response is 46%, up one percentage point from last year.





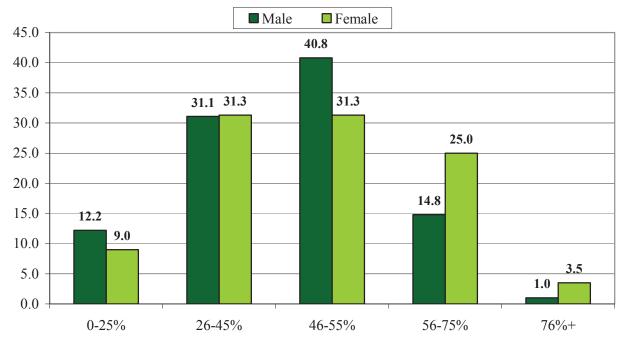
Education Level



C1. Property taxes in Regina go to three authorities. What percentage goes to the City of Regina?

Gender

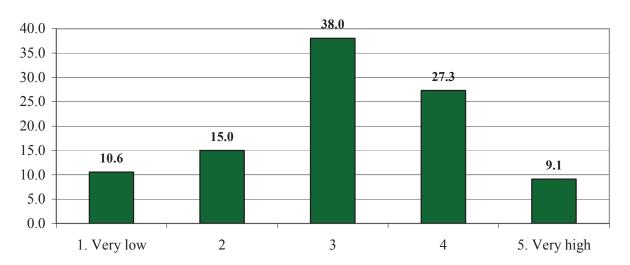
C1. Property taxes in Regina go to three authorities. What percentage goes to the City of Regina?





C2. On a 1-5 scale where 1 is "Very low" and 5 is "Very high" would you say the VALUE you receive for your City tax dollar is low or high?

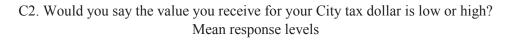
The largest group, almost four in ten, is neutral with respect to receiving value for City tax dollars. 36% rate value positively, and a smaller share (26%) rate it negatively.

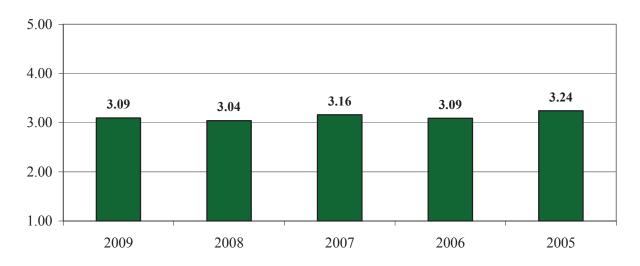


C2. Would you say the value you receive for your City tax dollar is low or high? Mean response level = 3.09

Comparison to previous years

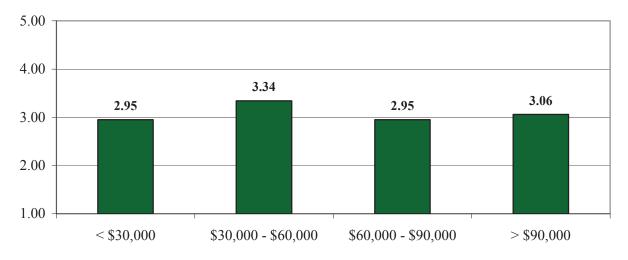
After hitting the lowest point in four years, rating for city tax dollar value is back up in 2009.





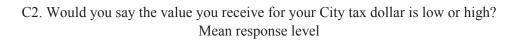


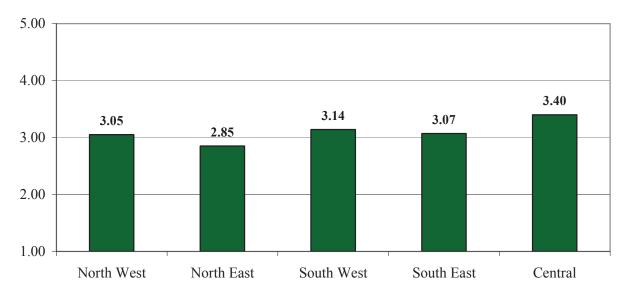
Income Level



C2. Would you say the value you receive for your City tax dollar is low or high? Mean response levels

Residence Location





Bus User

Bus users (3.25) give a higher rating than non-bus users (3.04).

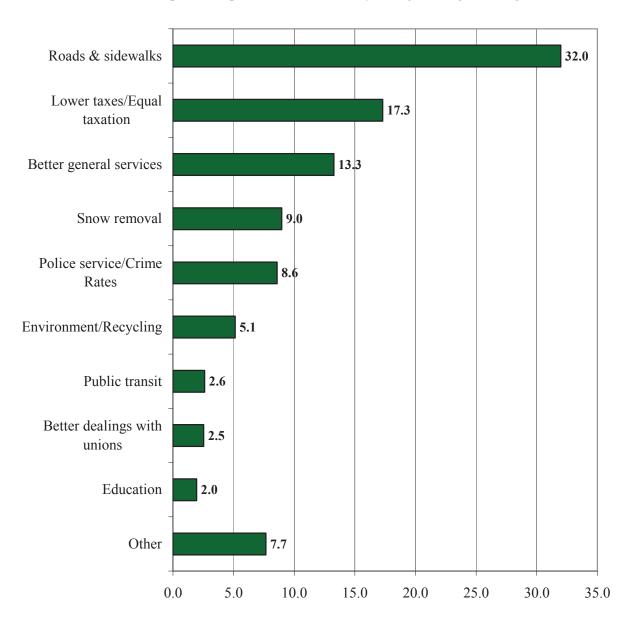
Gender

Females (3.19) give a higher rating than males (3.00).



C3. What specific improvement would lead you to give a higher rating?

Among those rating value for tax dollar negatively, improvements to streets and sidewalks are mentioned by nearly one-third as a factor that would lead to a higher rating. Lower or equal taxes, and better city services are mentioned by greater than one in ten.

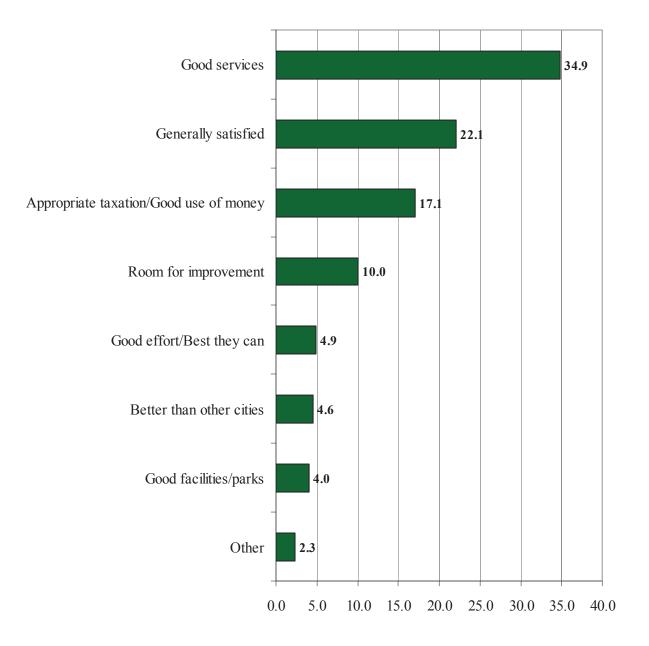


C3. What specific improvement would lead you to give a higher rating?



C4. What is the main reason for the rating you gave?

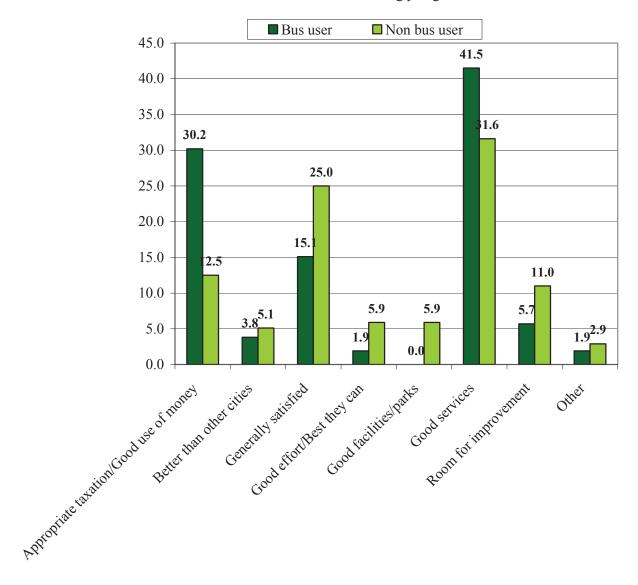
Satisfaction with services is the most popular reason for those giving tax dollar value a positive rating. 22% simply stated they were generally satisfied with the City.



C4. What is the main reason for the rating you gave?



Bus User



C4. What is the main reason for the rating you gave?



SECTION D: POLICE SERVICE

D1. Have you had contact with the Regina Police Service in the last year?

Over a third of respondents (37%) say they have had contact with Regina Police Service in the last year. These respondents were asked about the service they received (D1a-D1b).

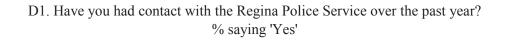
Comparison to previous years

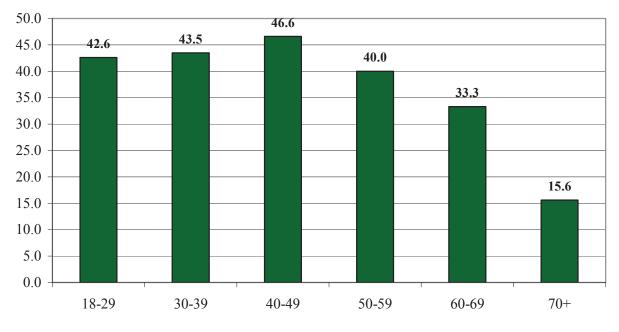
Contact with Regina Police is up from last year.

D1. Have you had contact with the Regina Police Service over					
the past year?	2009	2008	2007	2006	2005
Yes	36.8	36.1	33.8	40.6	41.7

Statistically Significant

Age





Web Access

Those who have internet access at home (38.6%) are more likely to have contact with the Regina Police Service than those who don't have internet (27.4%).

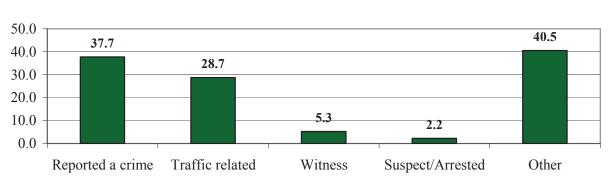
Gender

Males (41.4%) are more likely to have contact than females (32.3%).



D1a. What was the reason for the contact, or contacts?

Of those who had contact with the Police Service in the last year, 38% indicated they reported a crime. 41% indicated they had contact with the Police Service for miscellaneous reasons. Respondents were included in more than one category if applicable.



D1a. What was the reason for the contact, or contacts?

Comparison to previous years

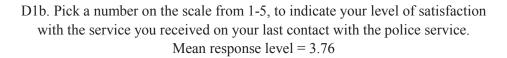
Beginning in 2008, the 'Traffic Stop' category was changed to the broader 'Traffic Related'. Also in 2008, respondents were able to select more than one option.

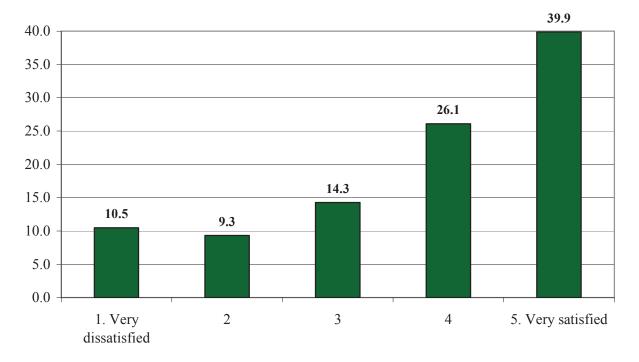
D1a. What type of contact did you have?	2009	2008	2007
Reported a crime	37.7	37.6	45.6
Traffic related/Traffic Stop	28.7	22.3	8.2
Witness	5.3	5.5	7.0
Suspect/Arrested	2.2	3.8	2.9
Other	40.5	38.5	36.3



D1b. Pick a number on the scale from 1-5, where 1 is "Very Unsatisfied" and 5 is "Very Satisfied", to indicate your level of satisfaction with the service you received on your last contact with the police service.

Satisfaction with the Police Service is rated highly. A majority is positive, and the largest single segment is strongly positive, while fewer than one in five is negative.





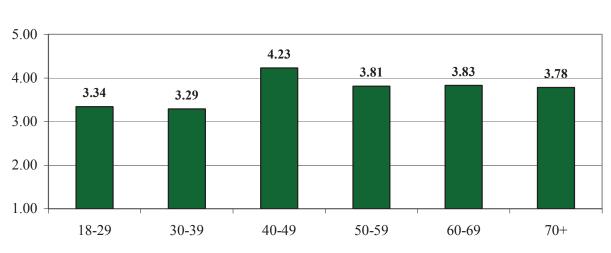
Comparison to previous years

Satisfaction with police contact is at its highest since 2006.

	2009	2008	2007	2006
D1b. How satisfied or dissatisfied were you	3.76	3 / 9	3.62	3 58
with the police service you received?	5.70	5.49	5.02	5.50



Age

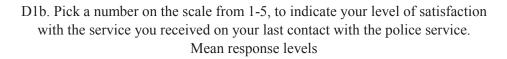


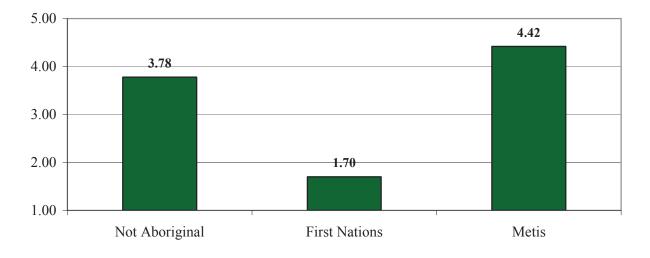
D1b. Pick a number on the scale from 1-5, to indicate your level of satisfaction with the service you received on your last contact with the police service. Mean response levels

Own Other Property

Those who own property other than their homes (3.56) give a higher rating than others (3.24).

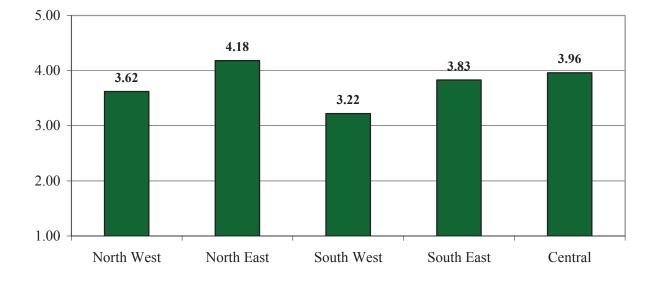
Aboriginal Status







Residence Location



D1b. Pick a number on the scale from 1-5, to indicate your level of satisfaction with the service you received on your last contact with the police service. Mean response levels

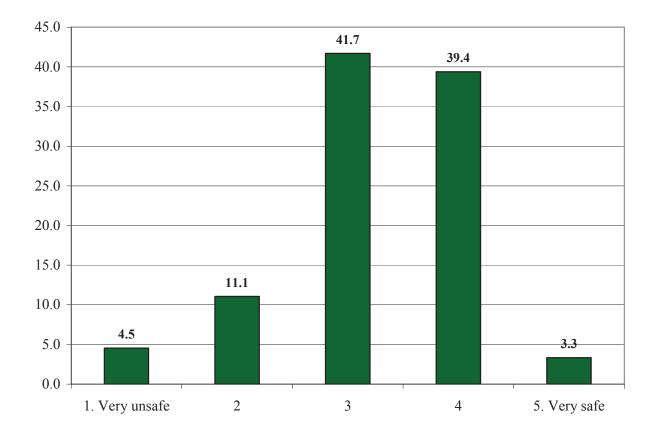
Gender Females (4.08) give a higher satisfaction rating than males (3.48).



D4. Pick a number on the scale from 1-5, where 1 is "Very Unsafe" and 5 is "Very Safe" to indicate how safe you consider Regina to be overall.

The 3.26 average response is moderately strong. Two in five give a mid-range rating, and positives outweigh negatives by a ratio approaching 3:1.

D4. Pick a number on the scale from 1-5, to indicate how safe you consider Regina to be overall. Mean response level = 3.26



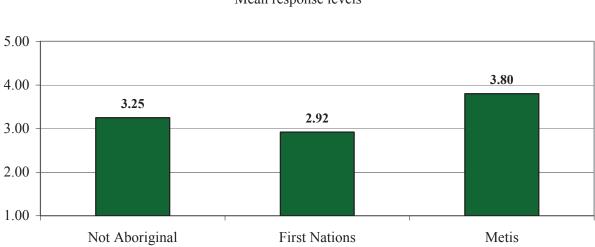
Comparison to previous years

The general feeling of safety in the City has remained steady over the years.

	2009	2008	2007	2006	2005
D4. How safe do you consider Regina to be overall?	3.26	3.26	3.26	3.24	3.20



Aboriginal Status



D4. Pick a number on the scale from 1-5, to indicate how safe you consider Regina to be overall. Mean response levels

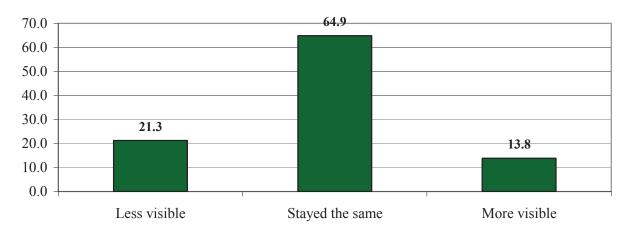
Web Access

Those who have internet access at home (3.29) give a higher safety rating to Regina than those without internet access (3.08).



D5. In the past year, has street prostitution in Regina become more visible, less visible or stayed the same?

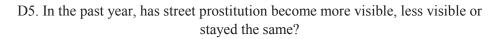
A large majority feel the visibility of street prostitution has remained the same. Among others, the proportion of respondents feeling it has become less visible outweighs the group that feels it has become more visible.

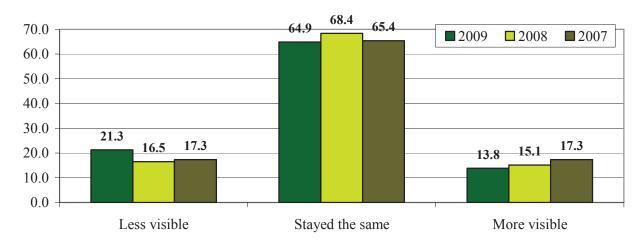


D5. In the past year, has street prostitution in Regina become more visible, less visible or stayed the same?

Comparison to previous years

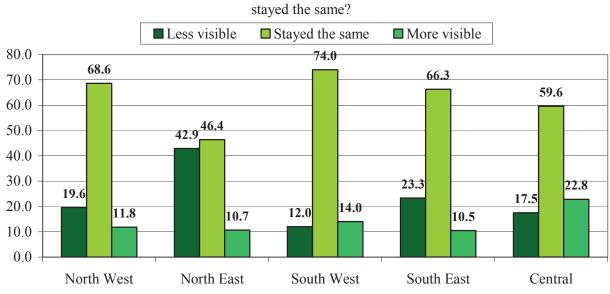
The percentage saying prostitution has become more visible has decreased since 2007.







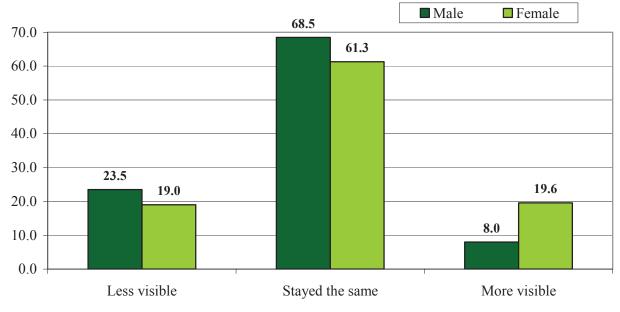
Residence Location



D5. In the past year, has street prostitution become more visible, less visible, or stayed the same?

Gender

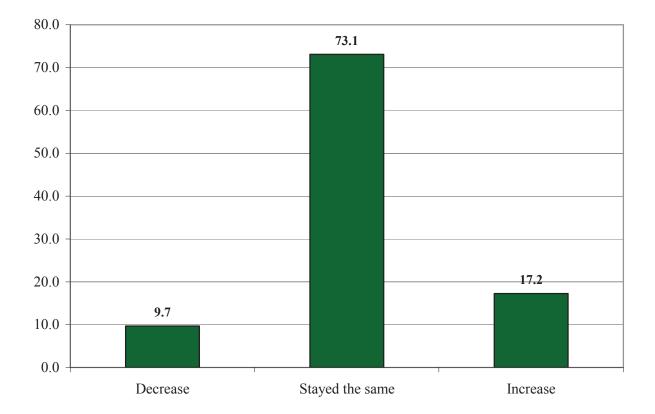
D5. In the past year, has street prostitution become more visible, less visible, or stayed the same?





D6. Over the past year, would you say there has been an increase or decrease in the visibility of City police in your neighbourhood, or has it stayed the same?

While a large majority noted no change in police visibility, those perceiving an increase in visibility heavily outnumber those saying there has been a decrease.



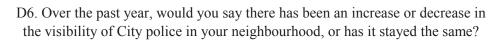
D6. Over the past year, would you say there has been an increase or decrease in the visibility of City police in your neighbourhood, or has it stayed the same?

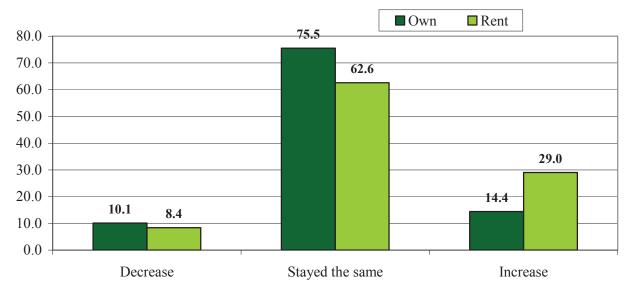
Comparison to previous years

D6. Over the past year, would you say there has been an increase or decrease in the visibility of City police in your neighbourhood, or has it stayed the same?	2009	2008	2007	2006	2005
Decrease	9.7	8.5	11.1	10.5	10.7
Stayed the same	73.1	75.6	72.7	76.2	74.1
Increase	17.2	15.9	16.2	13.3	15.2



Home Ownership

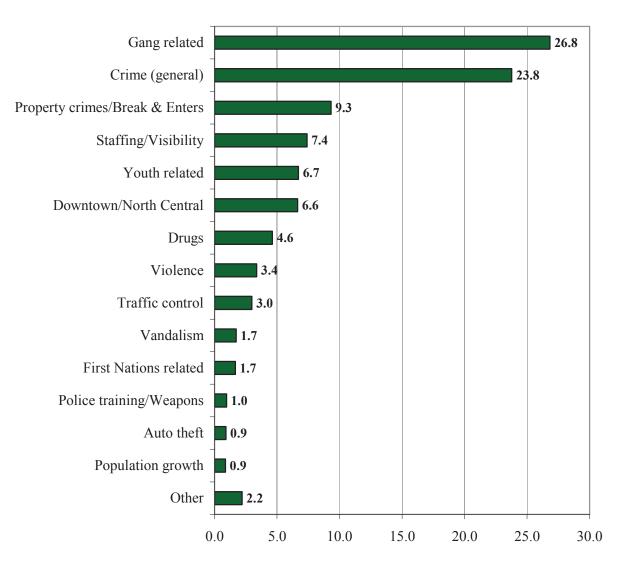


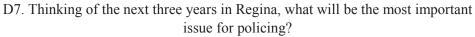




D7. Thinking of the next three years in Regina, what will be the most important issue for policing?

90% offered a response to this open-ended query (the remaining 10% indicated they did not know.) Their responses are summarized below. The largest specific response offered relates to gang offences.



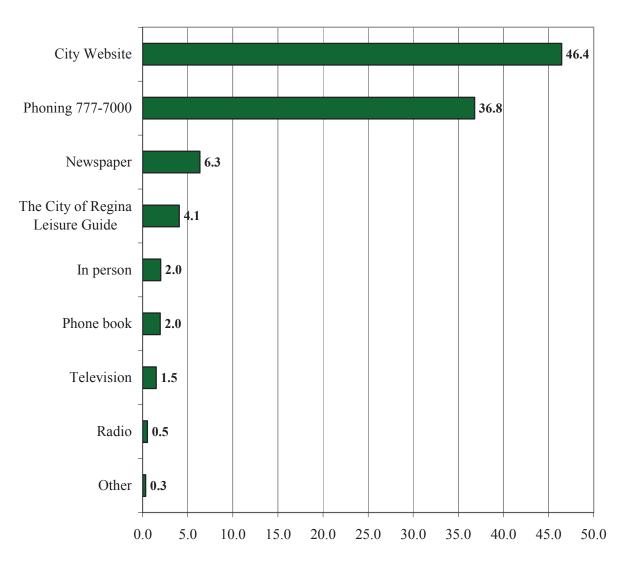




SECTION E: COMMUNICATION

E1. If you wanted to get information from the City about its services or programs, which information source would you use FIRST?

The City website is the first place almost half of respondents would go to get information about City services or programs. Calling the 777-7000 line is second, with nearly four in ten, so that together the two most popular options account for the bulk of inquiries.



E1. If you wanted to get information from the City about its services or programs, which information source would you use first?



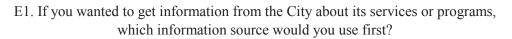
Comparison to previous years

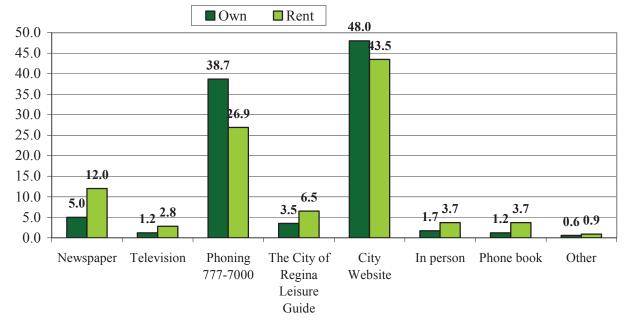
The use of the City website remains first choice for information.

E1. If you wanted to get information from the City about its services or programs, which information source			
would you use first?	2009	2008	2007
City Website	46.4	47.0	40.6
Phoning 777-7000	36.8	39.8	39.7
Newspaper	6.3	4.2	4.7
The City of Regina Leisure Guide	4.1	1.7	3.9
In person	2.0	2.7	5.4
Phone book	2.0	1.9	0.8
Television	1.5	2.0	2.4
Radio	0.5	0.4	0.5
Other	0.3	0.4	2.3

Statistically Significant

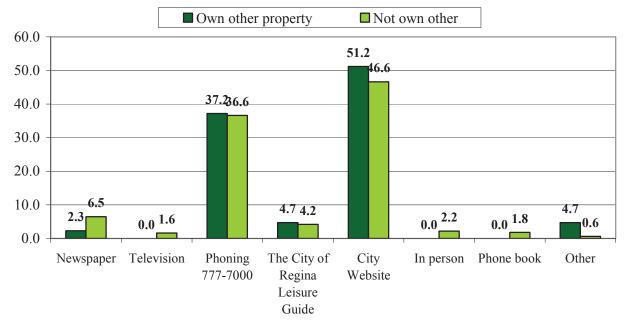
Home Ownership





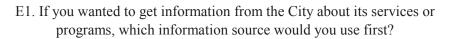


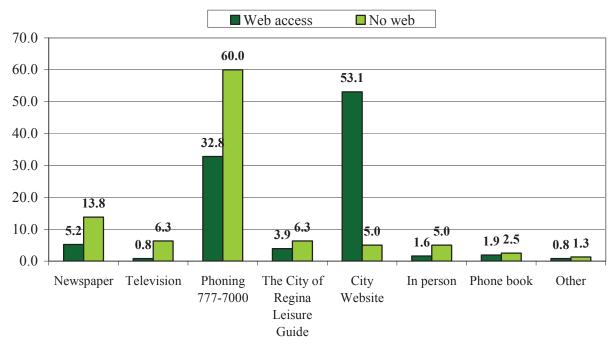
Own Other Property



E1. If you wanted to get information from the City about its services or programs, which information source would you use first?

Web Access

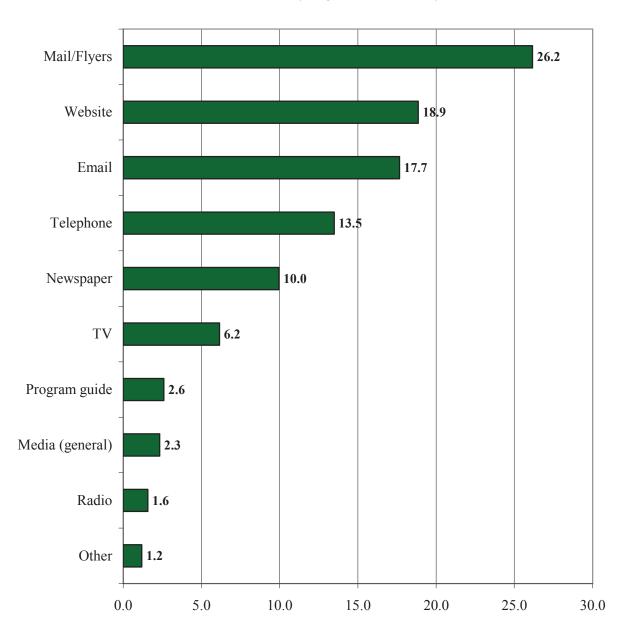


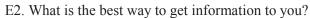




E2. What is the best way to get information to you?

A summary of open-ended responses is included below. Mail/flyers is the most popular choice, followed by electronic sources (website and email) which together outweigh the single largest option mentioned.







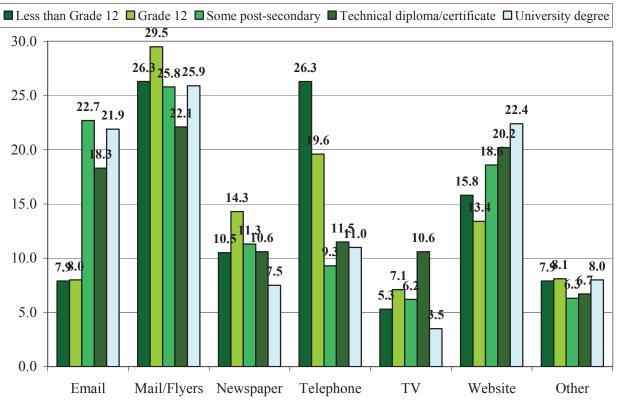
Comparison to previous years

Electronic sources (website and email) show a great increase from previous years.

E2. When the City plans to get information out to the public, what is the best way to get information to you?	2009	2008	2007
Mail/flyers	26.2	27.6	34.5
Website	18.9	5.9	5.7
Email	17.7	2.8	2.1
Telephone	13.5	0.3	2.1
Newspaper	10.0	25.0	20.6
TV	6.2	18.1	16.1
Program guide	2.6	0.9	1.2
Media (general)	2.3	6.9	9.6
Radio	1.6	11.7	7.9
Other	1.2	0.8	0.2

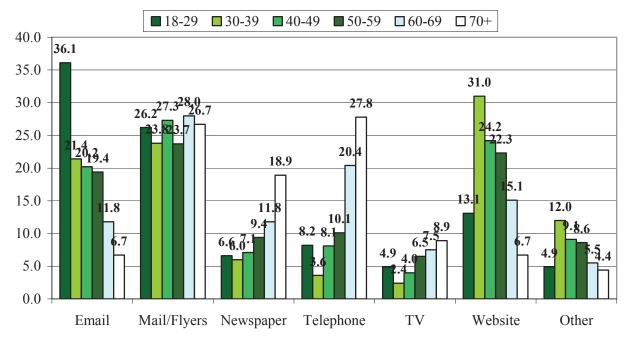
Statistically Significant

Education Level



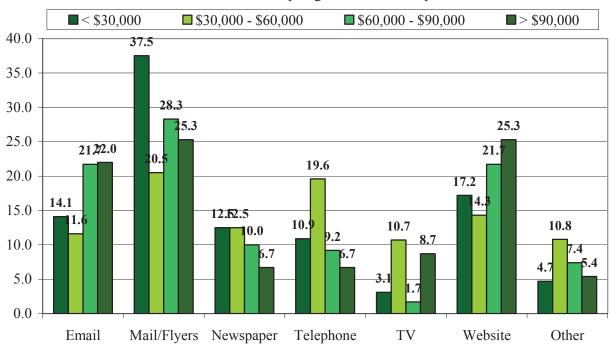
E2. What is the best way to get information to you?





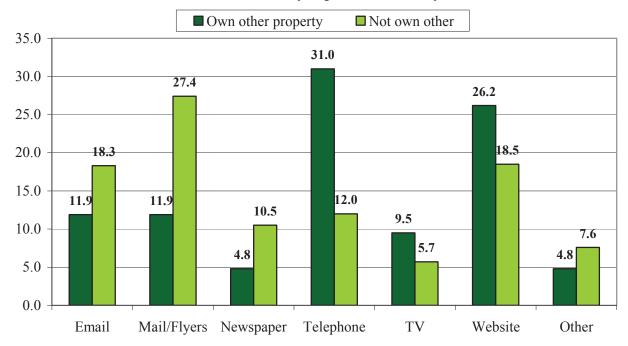
E2. What is the best way to get information to you?

Income Level



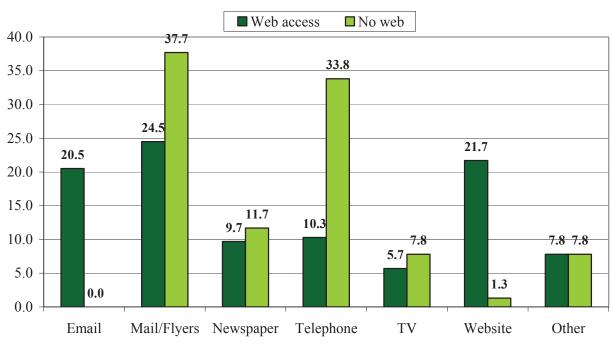
E2. What is the best way to get information to you?





E2. What is the best way to get information to you?

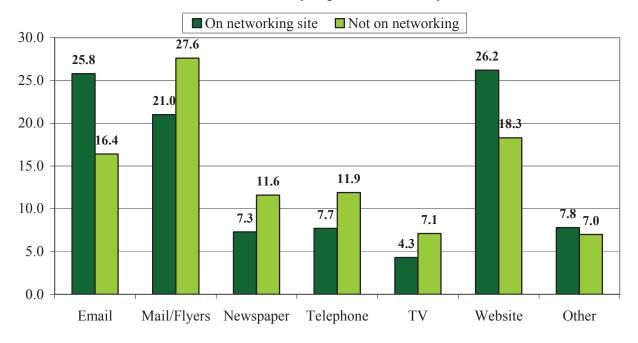
Web Access



E2. What is the best way to get information to you?



Networking Website

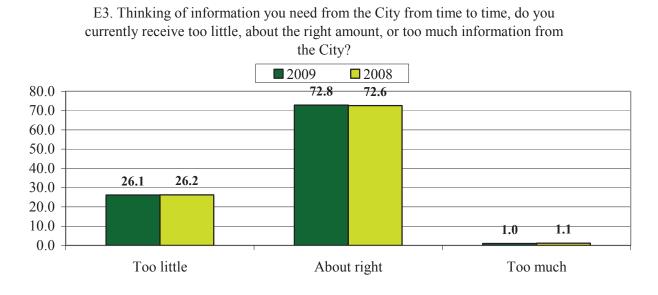


E2. What is the best way to get information to you?



E3. Thinking of information you need from the City from time to time, do you currently receive too much, too little or about the right amount of information from the City?

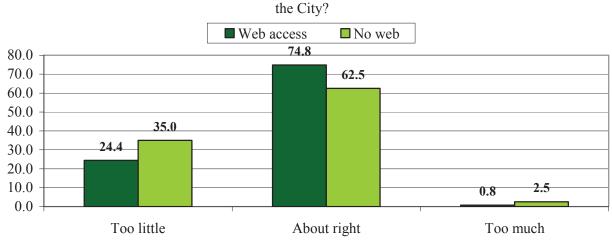
A large majority of more than seven in ten feels the level of information is about right, but those who would like more amount to virtually all the others. This proportion is unchanged from 2008.



Statistically Significant

Web Access

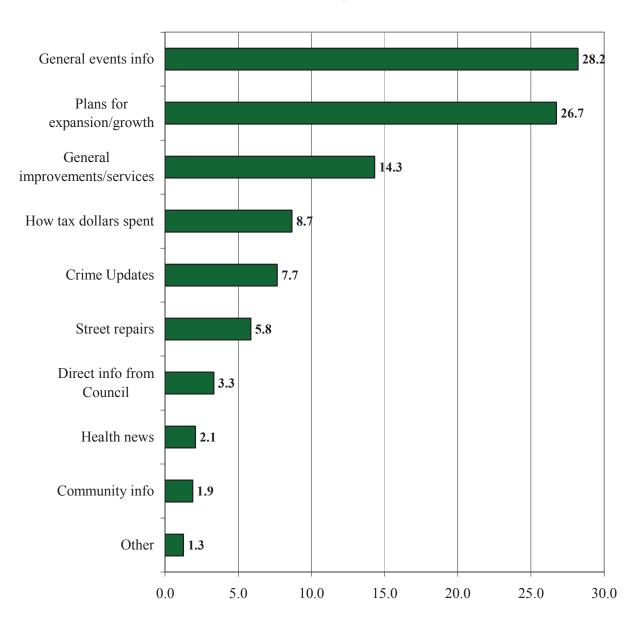
E3. Thinking of information you need from the City from time to time, do you currently receive too little, about the right amount, or too much information from





E3a. What kind of information would you like to receive more of?

Among those who said they receive too little information from the City, 28% said they would like to receive more information about general events within the City. A nearly equal group representing 27% said they would like information on plans for City expansion and growth.



E3a. What kind of information would you like to receive more of?

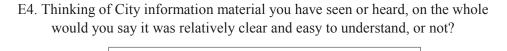


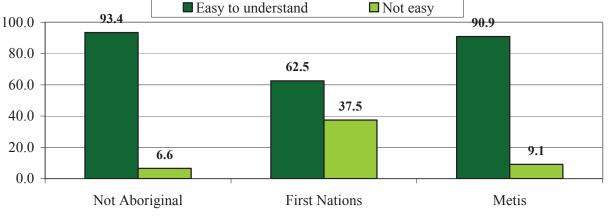
E4. Thinking of City information material you have seen or heard, such as registration forms, brochures or advertising, on the whole would you say it was relatively clear and easy to understand, or not?

A large majority (92.8%) say that the information they have seen or heard is easy to understand.

Statistically Significant

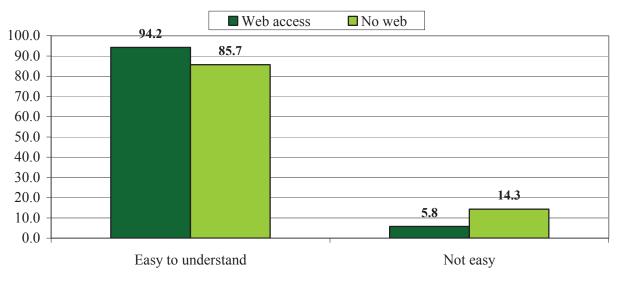
Aboriginal Status





Web Access

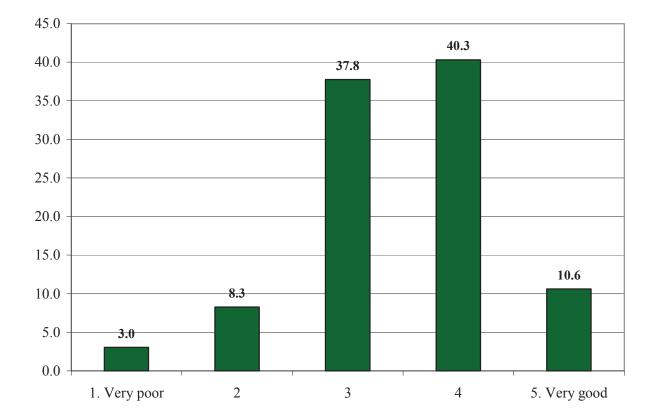
E4. Thinking of City information material you have seen or heard, on the whole would you say it was relatively clear and easy to understand, or not?





E5. On a 1-5 scale where 1 is "Very poor" and 5 is "Very good" how good a job does the City do in communicating what services and programs are available to residents?

The average response of 3.47 is strong, and positives massively outweigh negatives, indicating respondents overall feel the City does a good job of communicating what services and programs are available.

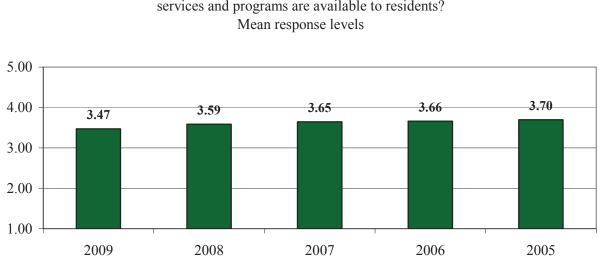


E5. Pick a number on the scale from 1-5 to indicate how well you think the City does in communicating what services and programs are available to residents. Mean response level = 3.47



Comparison to previous years

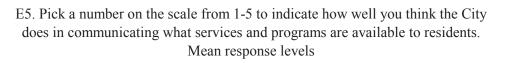
Ratings for City communication have decreased over the past five years.

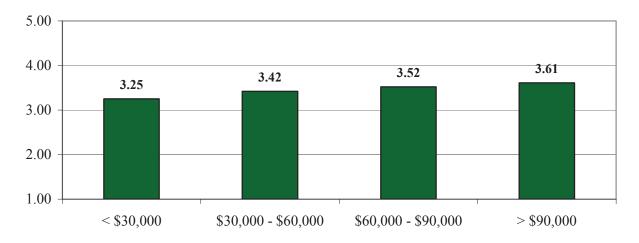


E5. Pick a number on the scale from 1-5, where 1 is "Very poor" and 5 is "Very good" to indicate how well you think the City does in communicating what services and programs are available to residents? Mean response levels

Statistically Significant

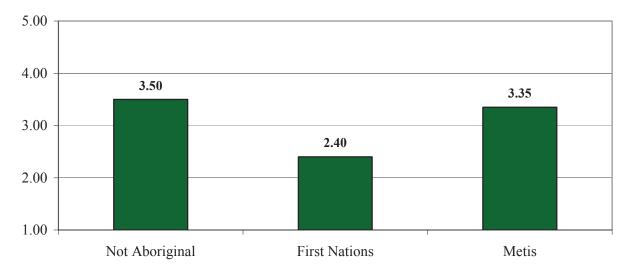
Income Level







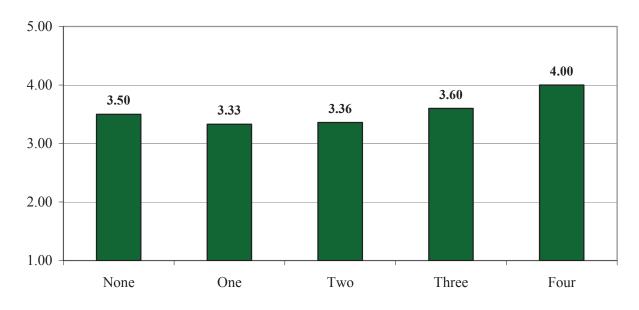
Aboriginal Status



E5. Pick a number on the scale from 1-5 to indicate how well you think the City does in communicating what services and programs are available to residents. Mean response levels

Children in Household

E5. Pick a number on the scale from 1-5 to indicate how well you think the City does in communicating what services and programs are available to residents. Mean response levels



Gender Females (3.54) rate the City's communication higher than males (3.39).



E6. Have you visited the City's website in the past year?

62.4% of respondents indicate they have visited the City's website in the last year.

Comparison to previous years

City website visitation has remained around six in ten over the past five years.

E6. Have you visited the City's Website in the past year?	2009	2008	2007	2006	2005
Yes	62.4	61.1	63.4	57.0	63.0

Statistically Significant

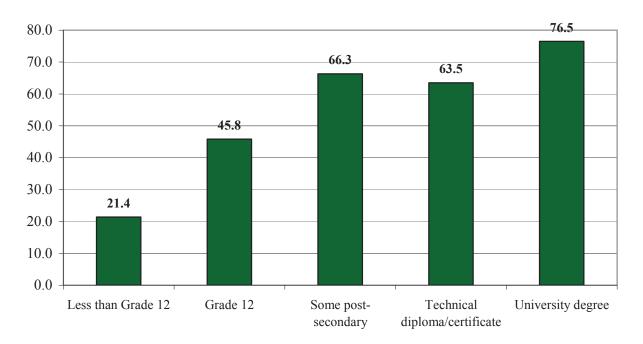
Home Ownership

Those who own their home (65.4%) are more likely than those who rent (51.8%) to have visited the City's website in the last year.

Condo Owner vs. Private Dwelling

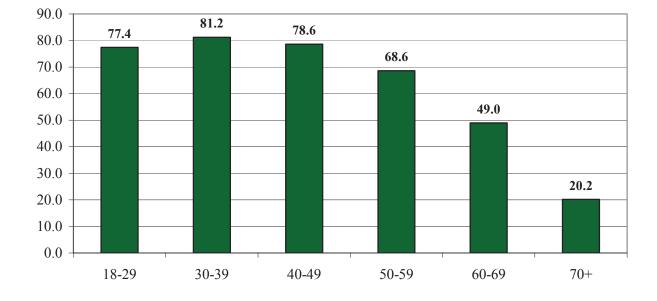
Those who own a private dwelling (67.0%) are more likely to have visited the City's website than those who own a condo (47.4%).

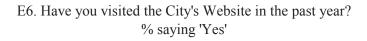
Education Level



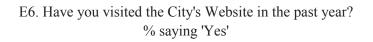
E6. Have you visited the City's Website in the past year?

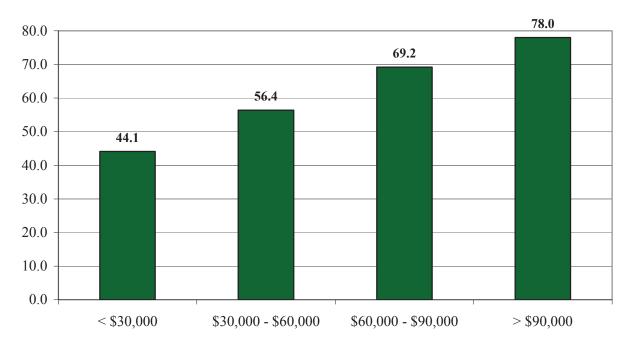






Income Level



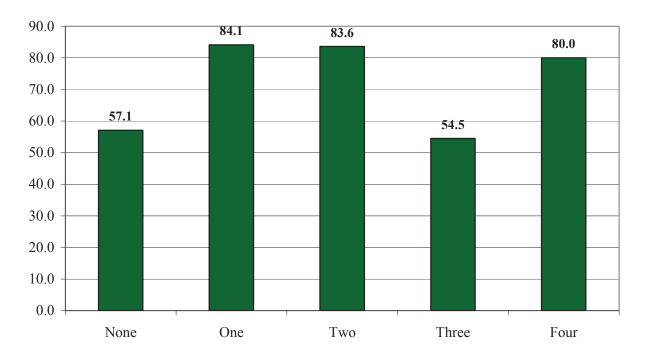




Web Access

Those with internet at home (71.4%) are much more likely to have visited the City's website than those who do not have internet at home (7.2%).

Children in Household



E6. Have you visited the City's Website in the past year? % saying 'Yes'

Gender

Males (67.1%) are more likely than females (58.0%) to have visited the City's website in the last year.



E7. Have you heard that you can register for a City recreation program on the City website?

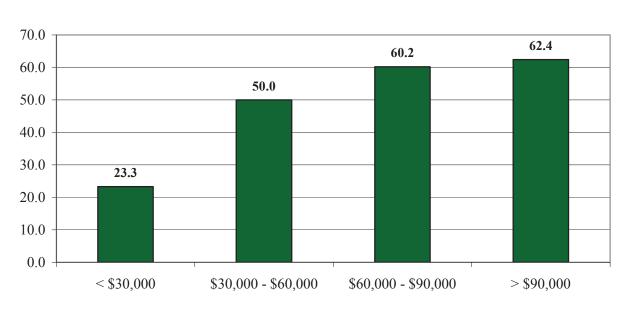
Among website visitors, 55.9% say they have heard they can register for a City program on the City website. This is an increase from the 44.9% in 2008 who said they had heard they can register online.

Statistically Significant

Home Ownership

Those who own their homes (59.0%) are more likely to know they can register for City recreation programs online than those who rent their homes (38.6%).

Income Level



E7. Have you heard that you can register for a City recreation program on the City website? % saying 'Yes'

Web Access

Those with internet at home (56.6%) are more likely to have heard they can register for City recreation programs online than those without internet (14.3%).



E8. In the past year did you visit the City's website to register for a City recreation program?

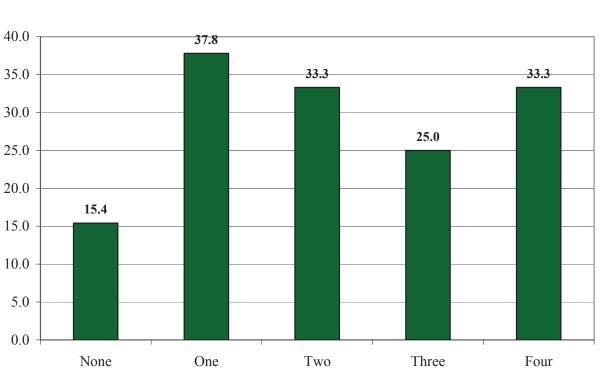
Among website visitors aware they could register for a City recreation program on the website, 22.6% said they had done so. 22.9% said the same in 2008.

Statistically Significant

Networking Website

Those who are on a networking website (29.5%) are more likely than others (16.4%) to have registered for a City recreation program online.

Children in Household

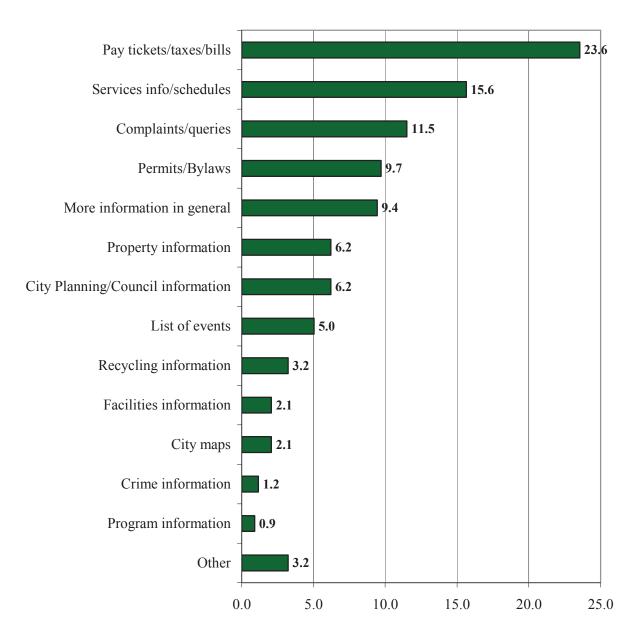


E8. In the past year did you visit the City's website to register for a City recreation program? % saying 'Yes'



E9. Is there some other service the City should provide through the Internet?

16% of respondents indicated an additional service the City should provide through the Internet. Their open-ended responses are summarized below.



E9. Are there any services you would like the City to provide through the Internet?



Comparison to previous years

The ability to pay tickets, taxes or bills online remains the top requested service.

E9. Are there any services you would like the City to provide	2009	2008	2007
through the Internet?			
Pay tickets/taxes/bills	23.6	25.4	26.2
Services info/schedules	15.6	15.1	15.9
Complaints/queries	11.5	11.2	4.8
Permits/Bylaws	9.7	4.4	5.2
More information in general	9.4	12.7	9.6
City Planning/Council information	6.2	2.7	7.4
Property information	6.2	0.0	0.0
List of events	5.0	6.7	5.9
Recycling information	3.2	5.3	2.2
City maps	2.1	2.7	1.8
Facilities information	2.1	5.4	2.2
Crime information	1.2	2.7	4.8
Program information/registration	0.9	1.3	4.4
Other	3.2	4.4	9.6

