

City of Regina



REGINA
Infinite Horizons

Citizen Survey ***Base Report***

March 2012

Introduction

This document reports the detailed results of a survey of members of the City of Regina, conducted by Praxis Analytics in late February 2012.

Interviews were conducted with a sample of Regina residents contacted by telephone using telephone numbers drawn at random.

This report includes report includes charts showing frequency of response to each query.

Methodology

Fieldwork was done between February 21 and March 2, 2012. Interviews were completed with 604 individuals. Based on city population, a sample of this size yields a general margin of error of plus or minus 3.98% at the 95% confidence level.

Interpreting Results

In many cases data is captured on symmetrical, five-point response scales. This type of scale permits:

- Determining the extent of positive or negative response by comparing the percentage of responses on either side of the 3 midpoint.
- Identifying whether the response pattern is polarized, and whether strongly held opinions at either end of the scale occur more frequently than expected.
- A single measure for each question using the mean (average) of all responses from 1 to 5. The mean response level indicates whether the overall response pattern is positive or negative, and to make simple comparisons between questions.

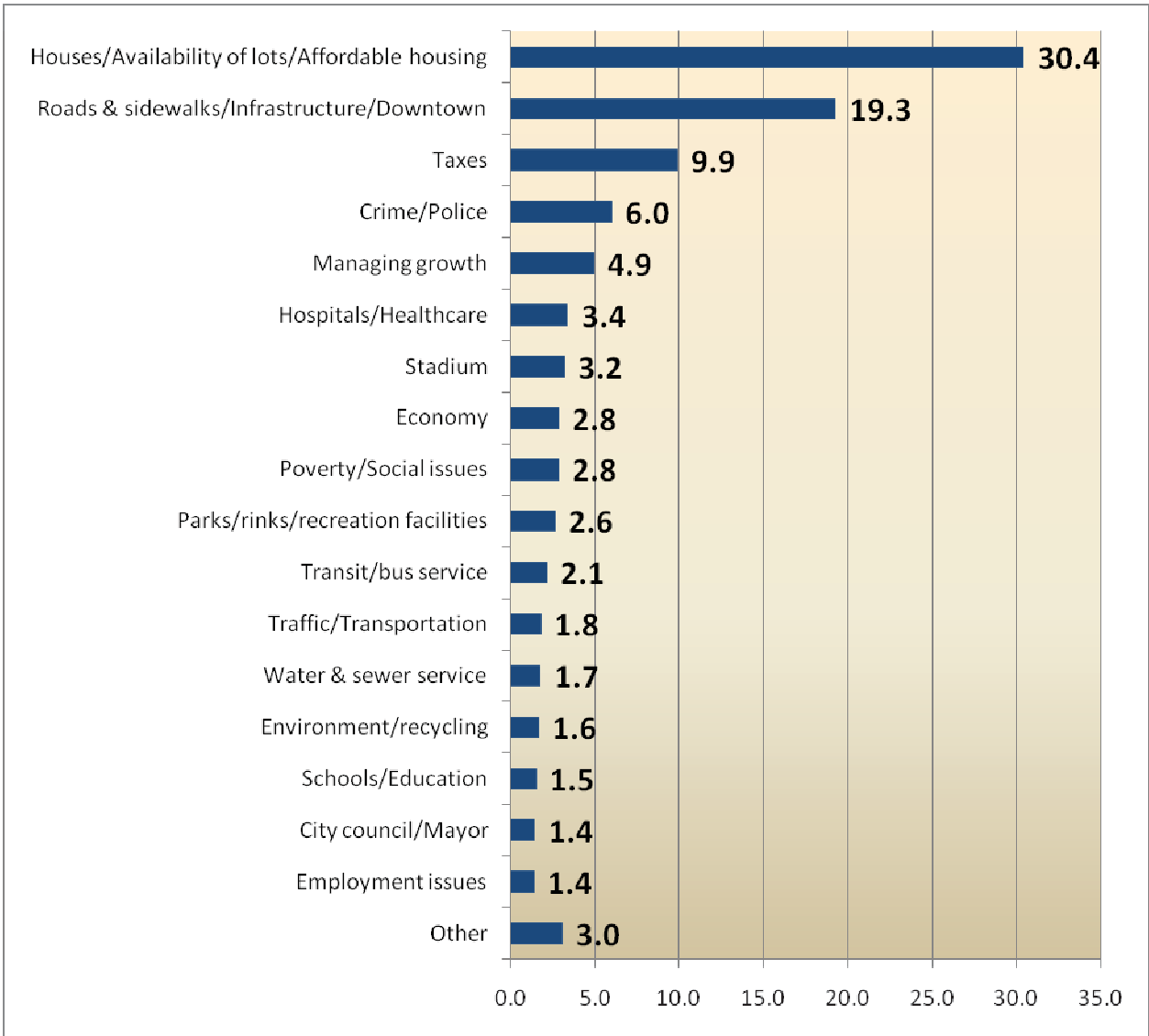
Mean response levels indicate the strength of response to an individual question.

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, an average or neutral response would be 3.00. Mean response levels above 3.00 suggest a positive overall response while those below 3.00 suggest a negative overall response. Mean response levels of, say, 2.50 or 3.50 can be considered substantially negative or positive opinions. Mean response levels can be considered exceptionally low or high if they approach values of, say, 2.00 or 4.00, respectively.

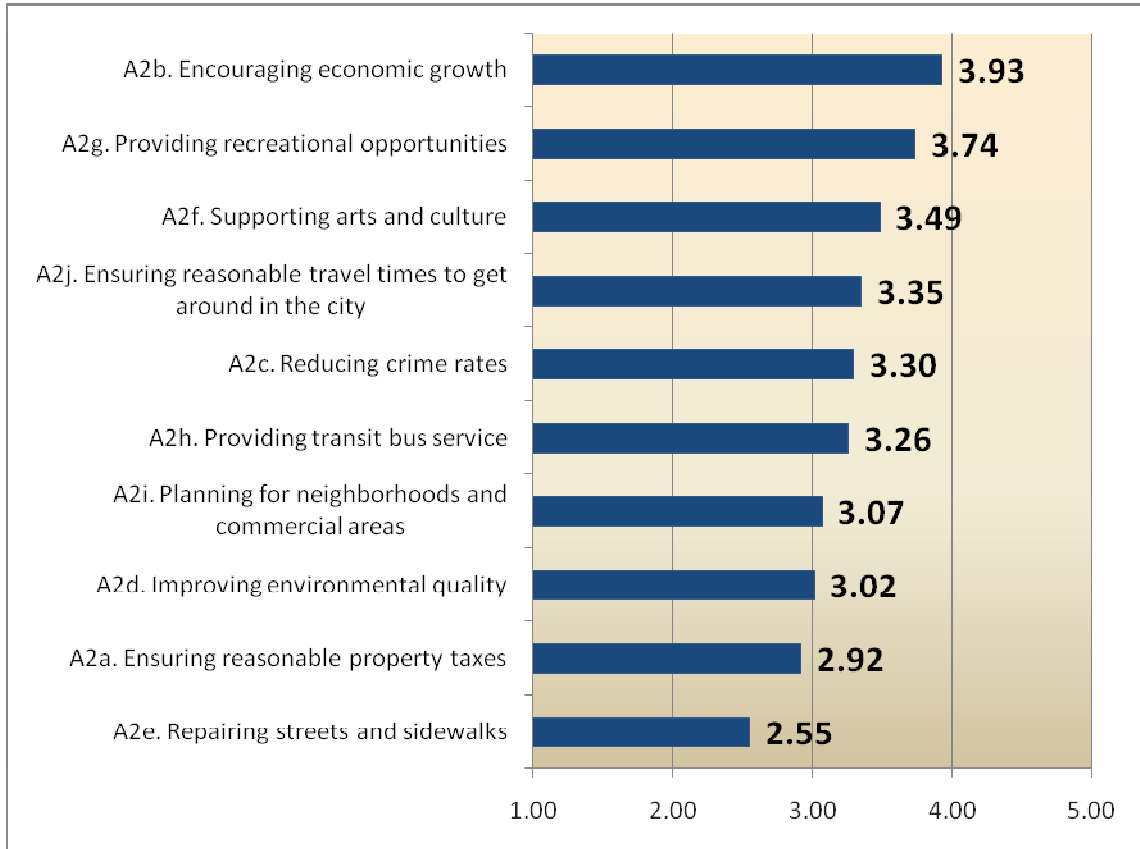
Survey Findings

SECTION A: ISSUE RATINGS

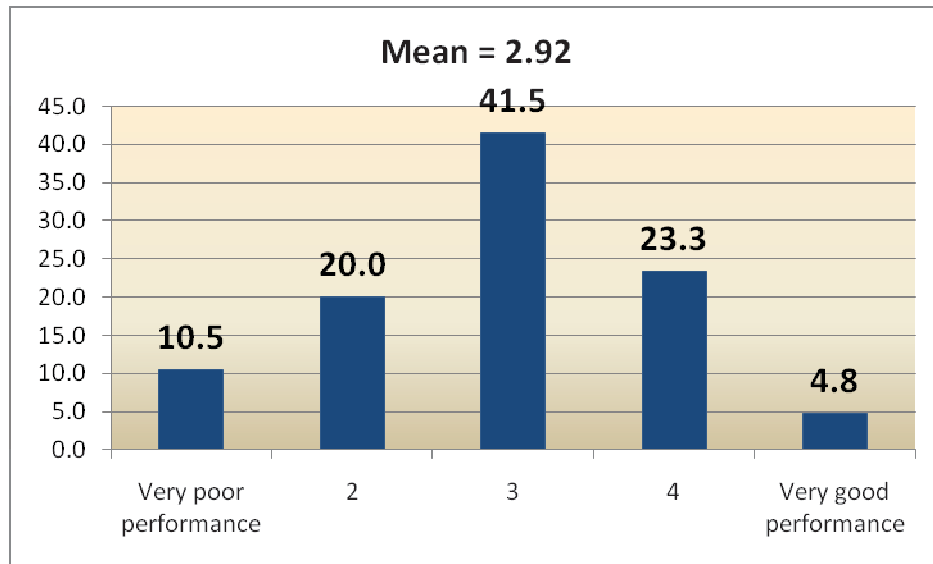
A1. In your view, what is the single most important public issue facing Regina as a community?



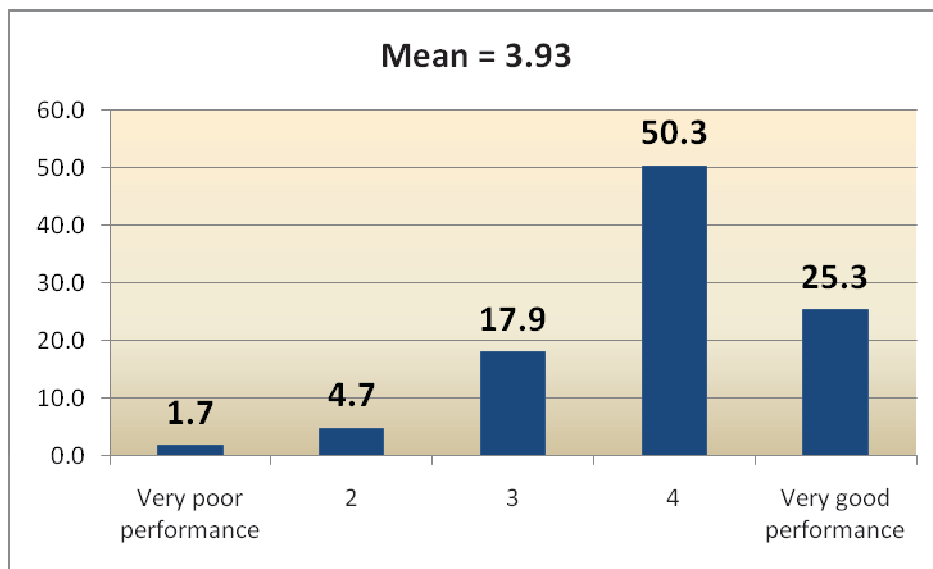
A2. How would you rate the performance of the City of Regina in the following areas? I will read a list of activities. Please pick a number between 1 and 5 to rate the City's performance, from 1 for very poor performance, to 5 for very good performance.



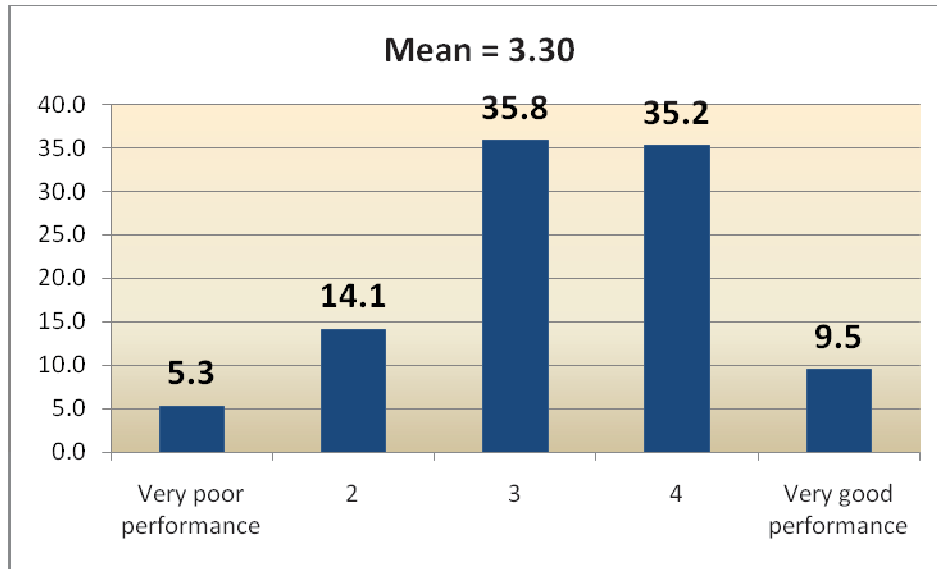
A2a. Ensuring reasonable property taxes



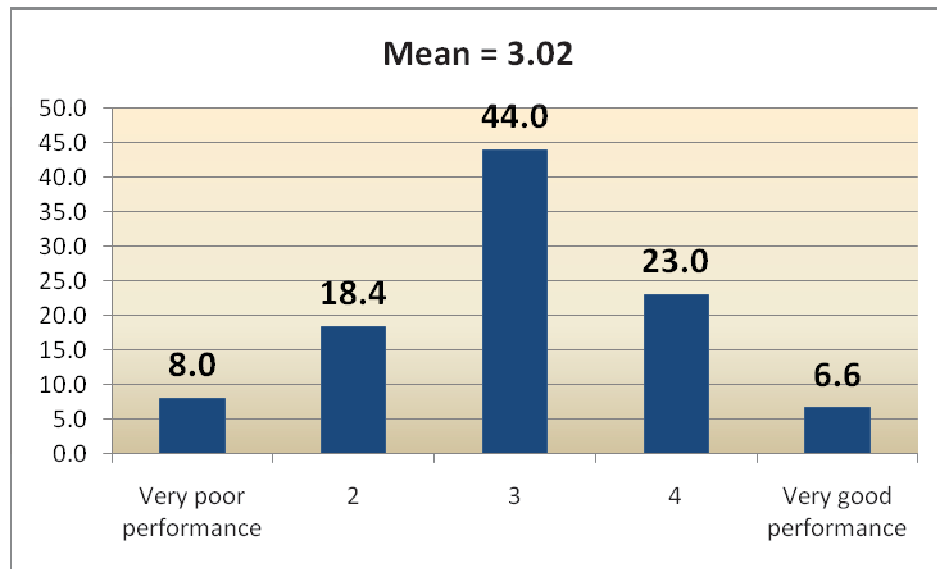
A2b. Encouraging economic growth



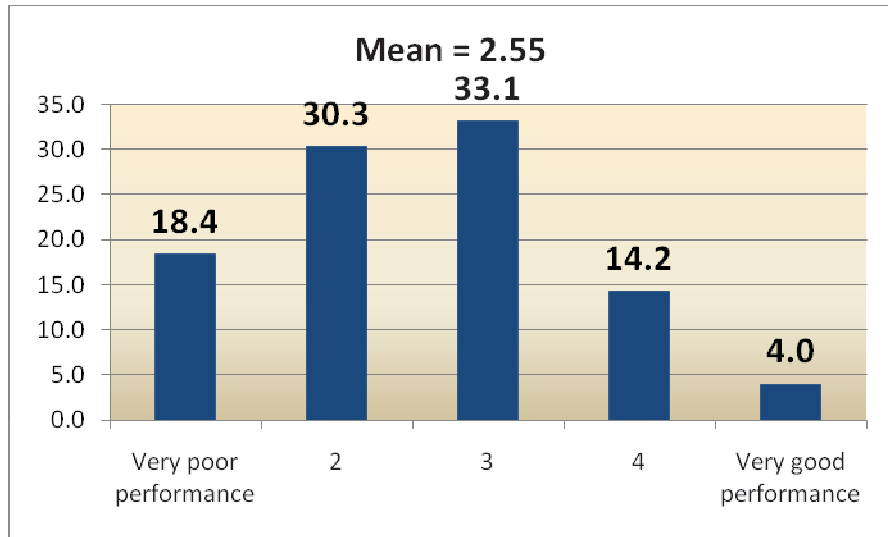
A2c. Reducing crime rates



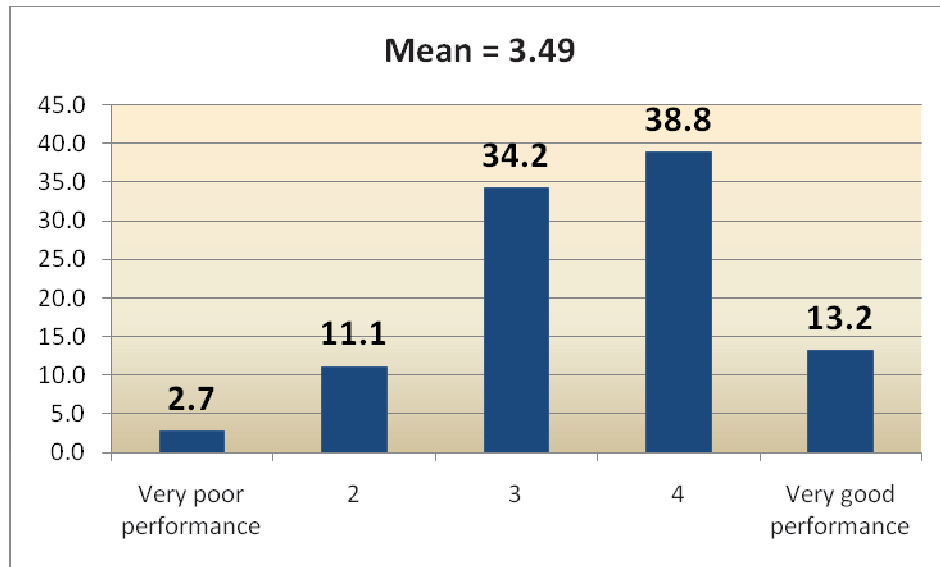
A2d. Improving environmental quality



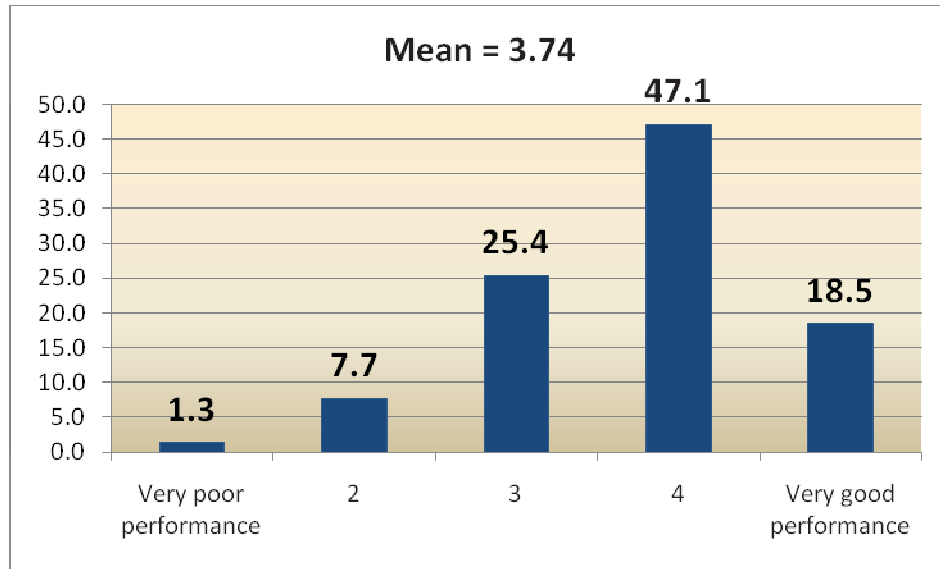
A2e. Repairing streets and sidewalks



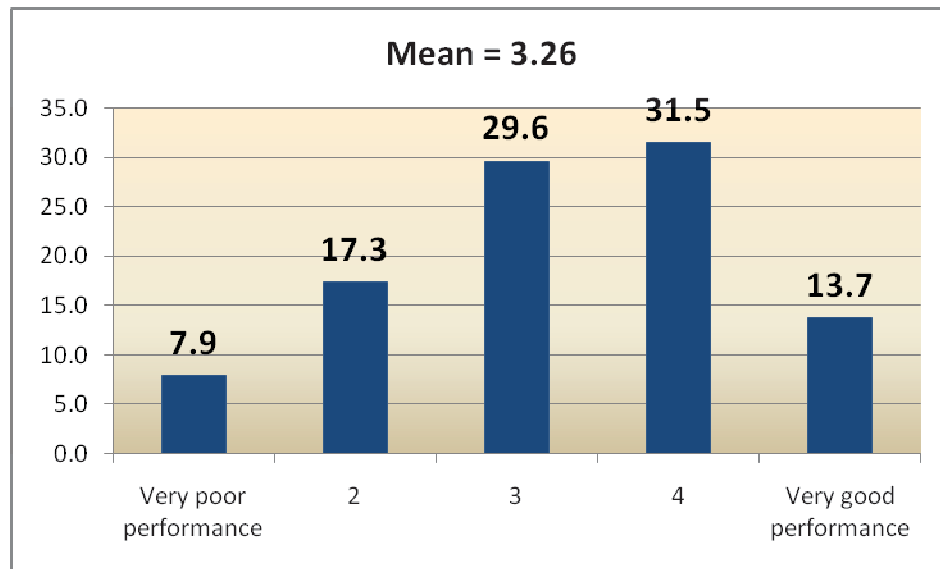
A2f. Supporting arts and culture



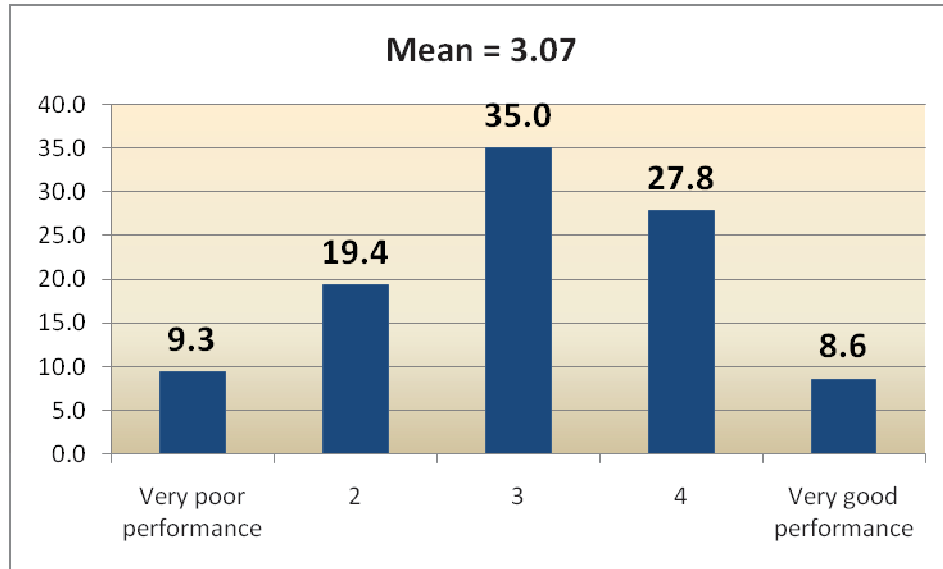
A2g. Providing recreational opportunities



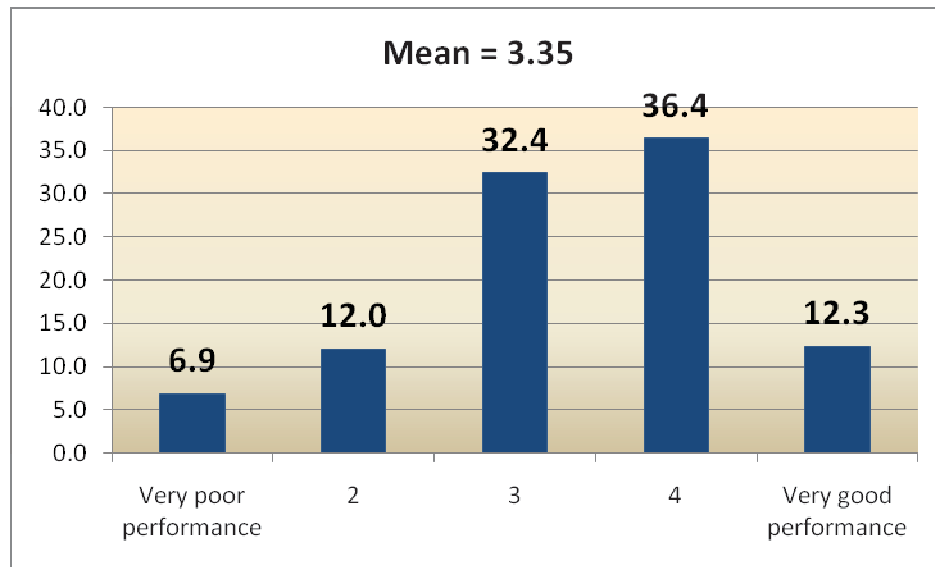
A2h. Providing transit bus service



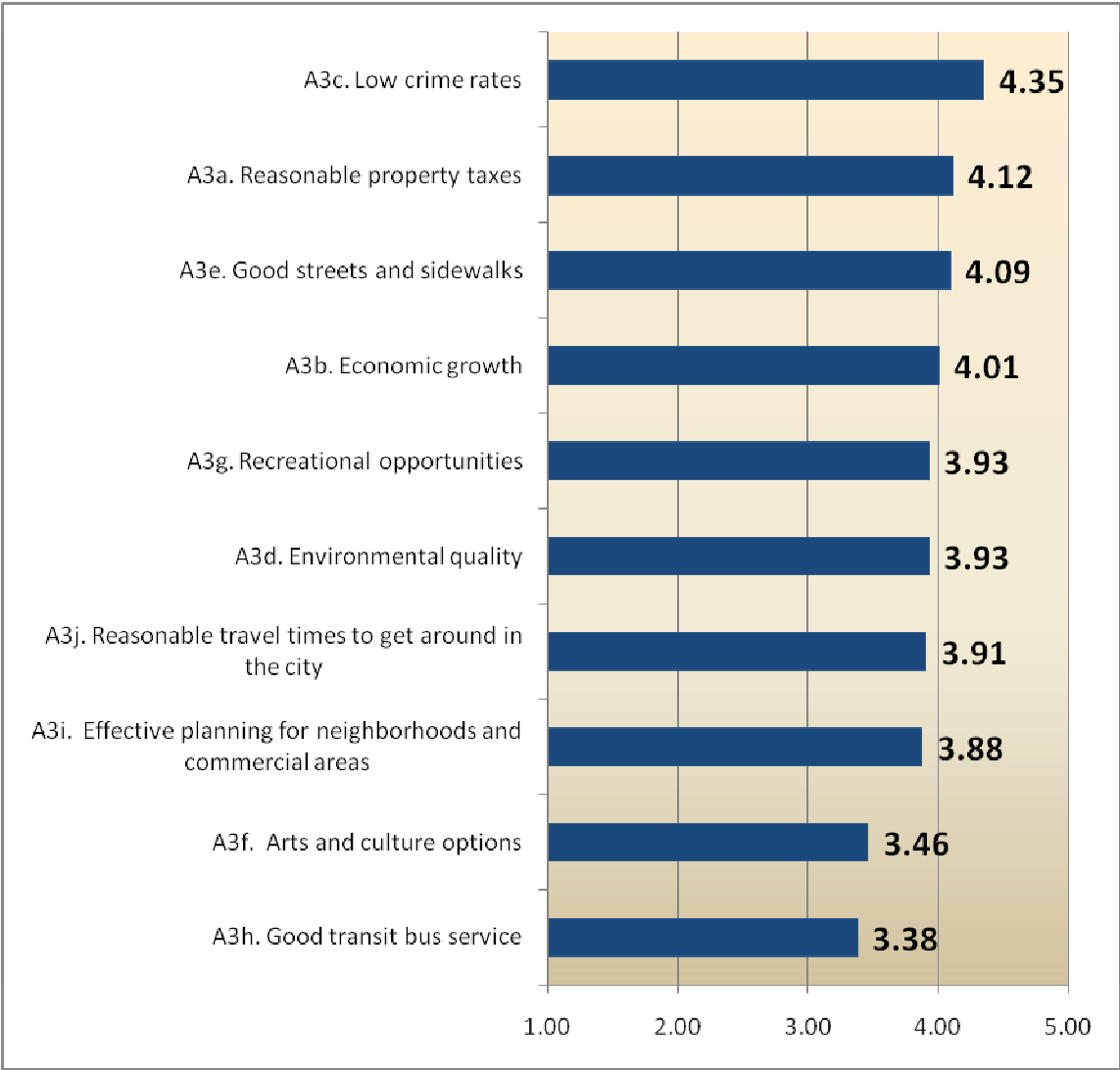
A2i. Planning for neighborhoods and commercial areas



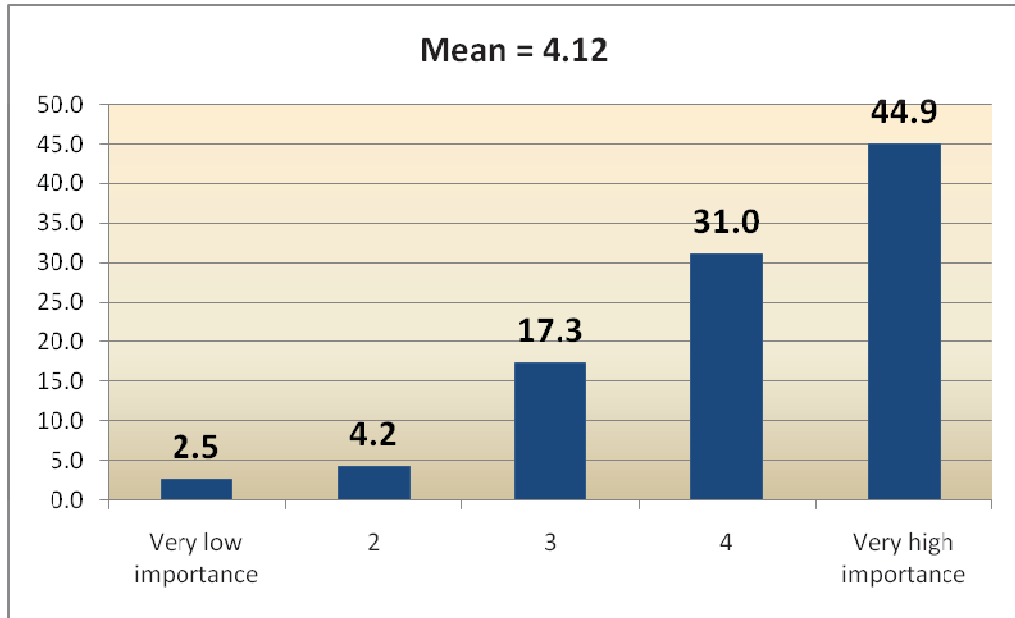
A2j. Ensuring reasonable travel times to get around in the city



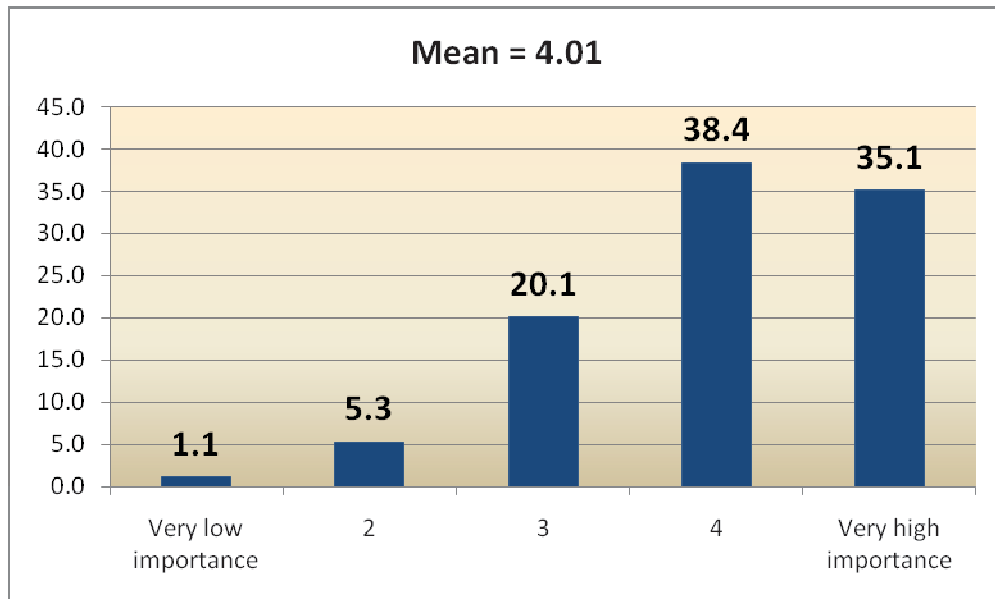
A3. How important to your quality of life as a Regina resident are the following? Pick a number between 1 and 5, from 1 for “Very low importance” to for “Very high importance.”



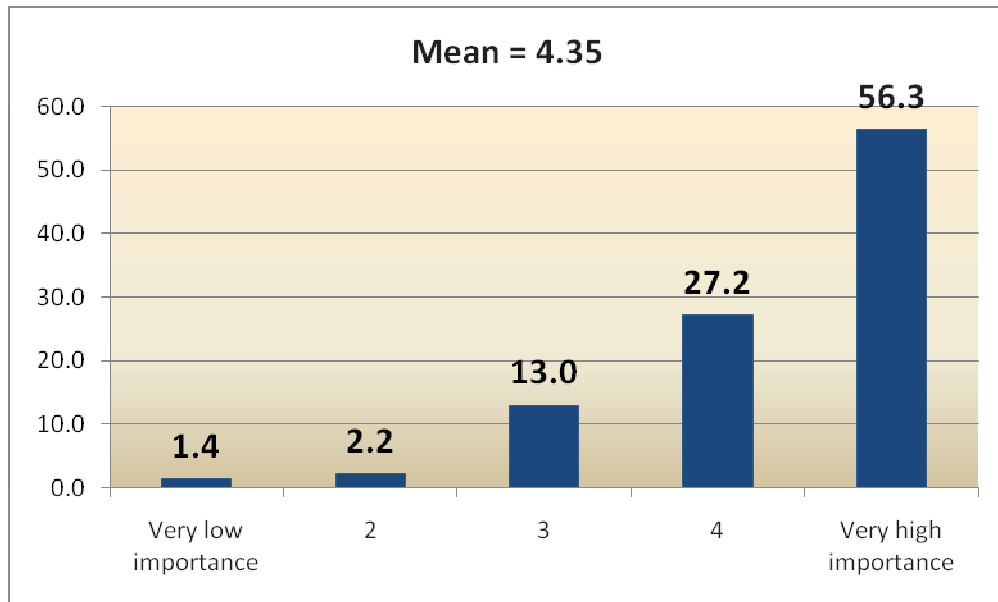
A3a. Reasonable property taxes



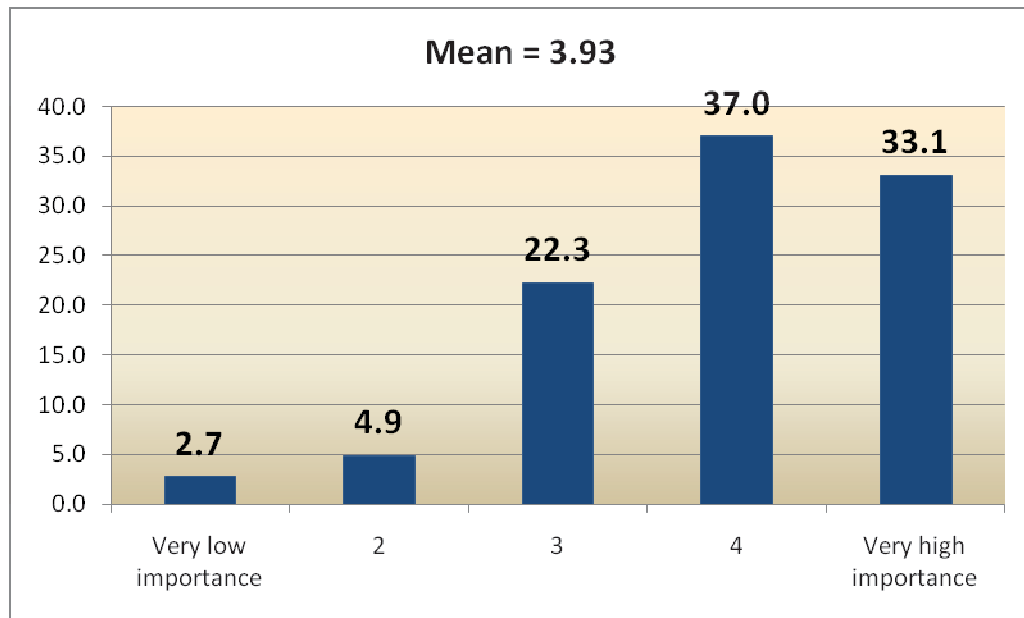
A3b. Economic growth



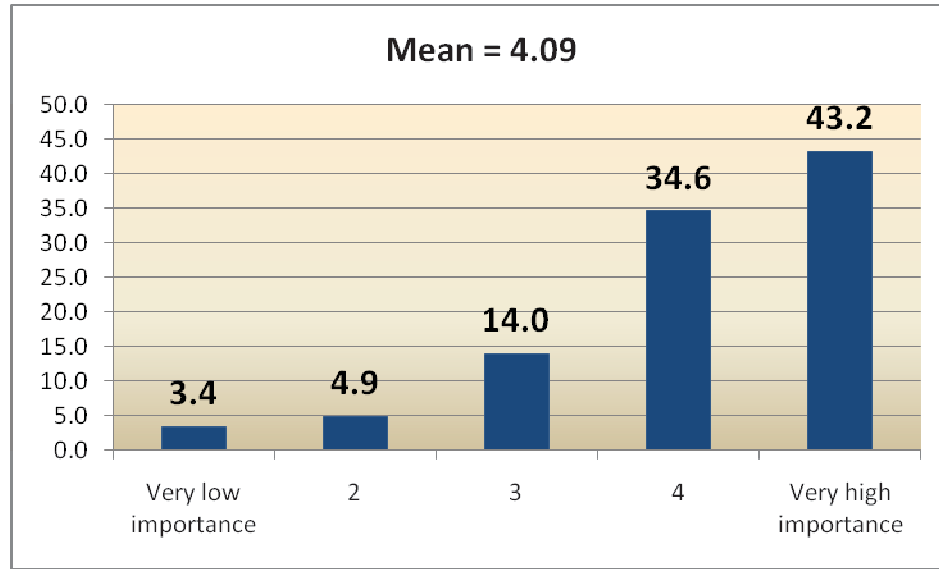
A3c. Low crime rates



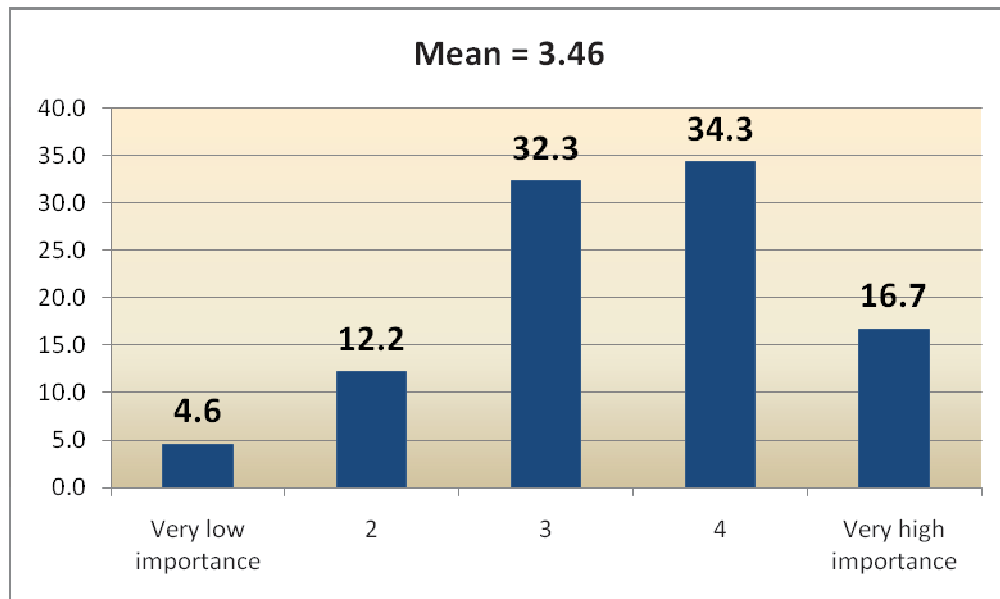
A3d. Environmental quality



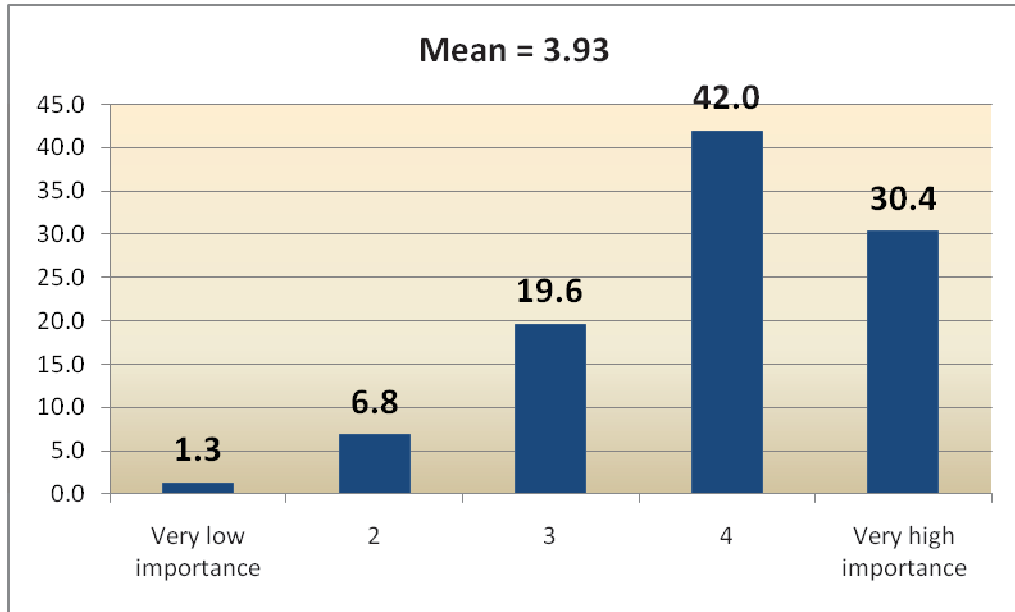
A3e. Good streets and sidewalks



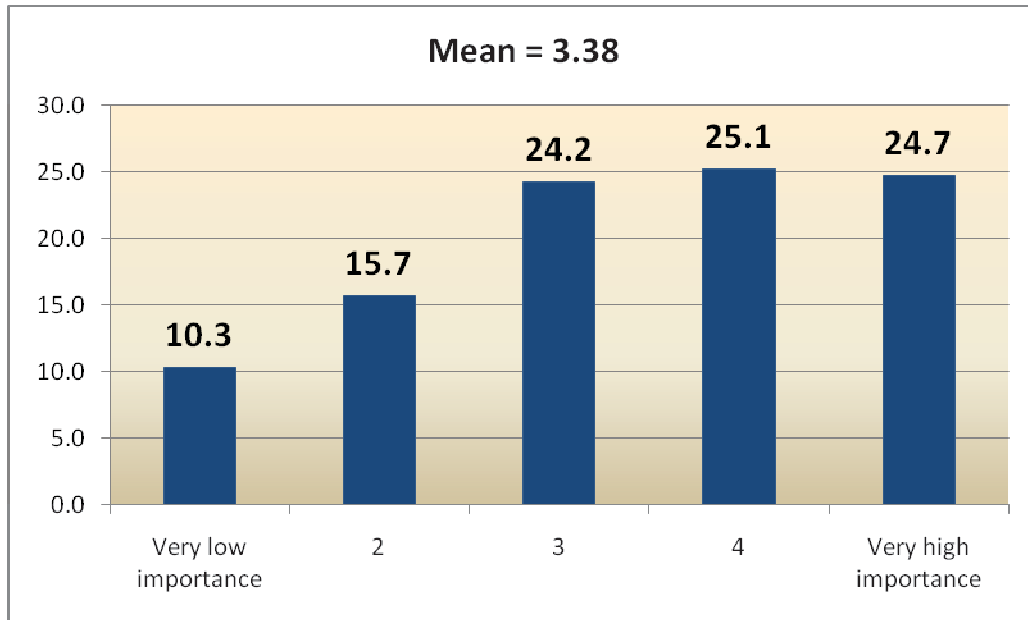
A3f. Arts and culture options



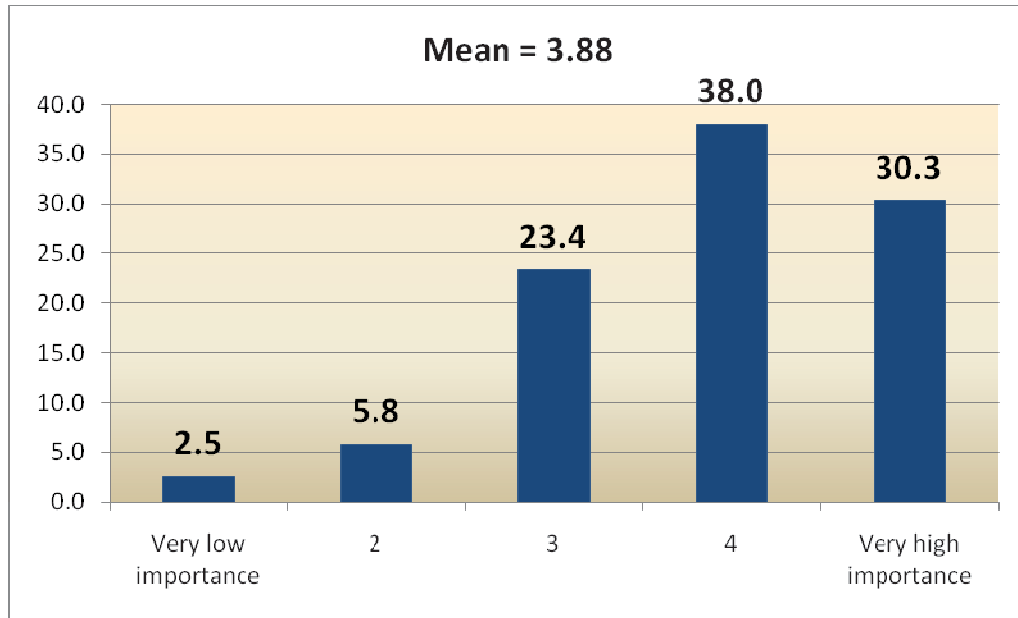
A3g. Recreational opportunities



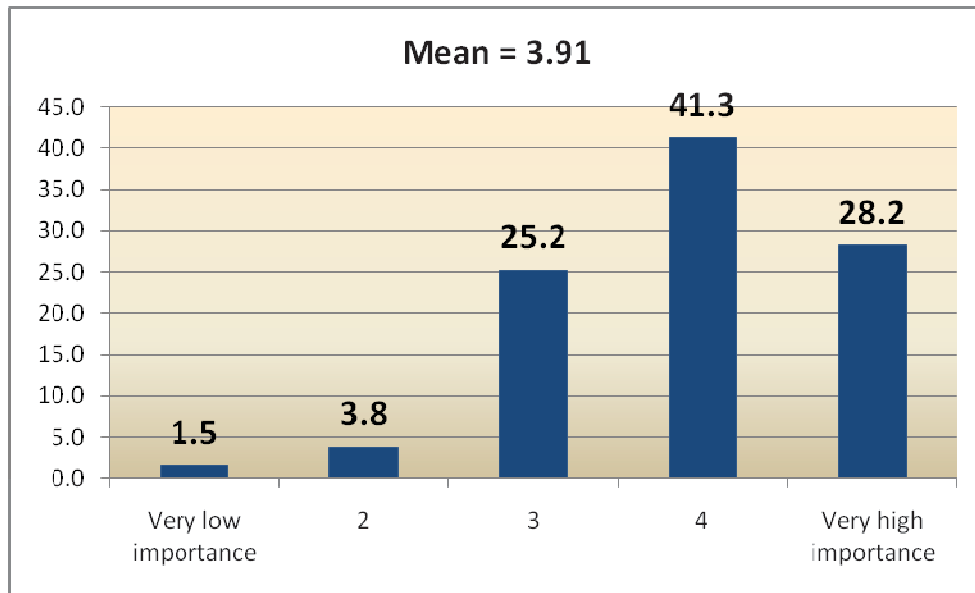
A3h. Good transit bus service

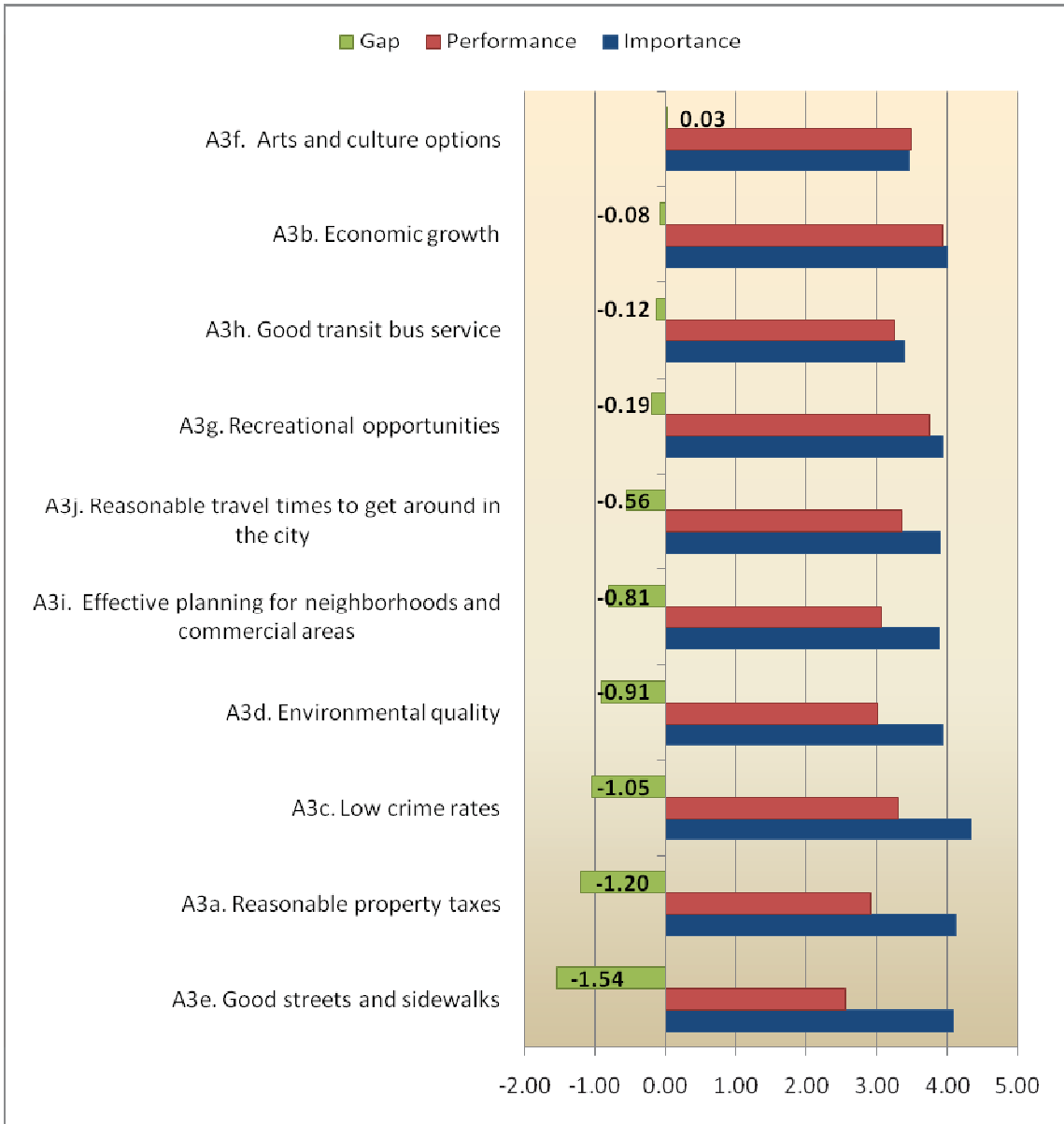


A3i. Effective planning for neighborhoods and commercial areas

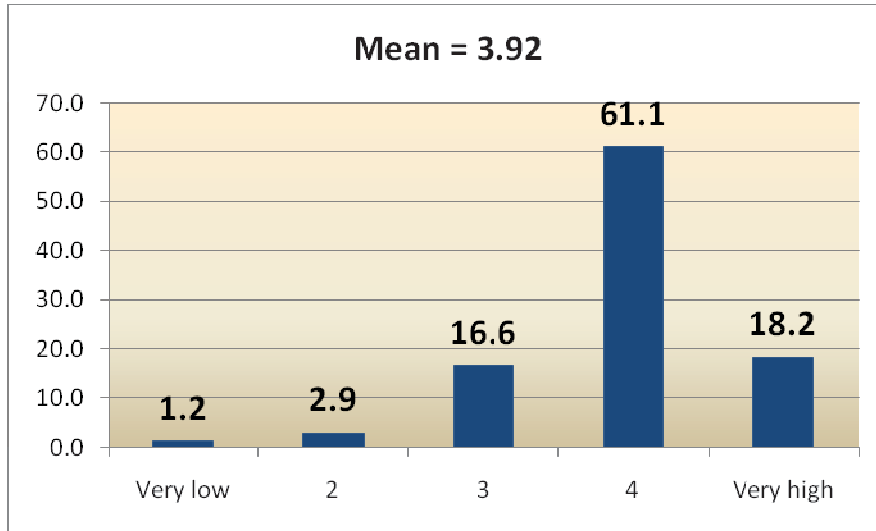


A3j. Reasonable travel times to get around in the city

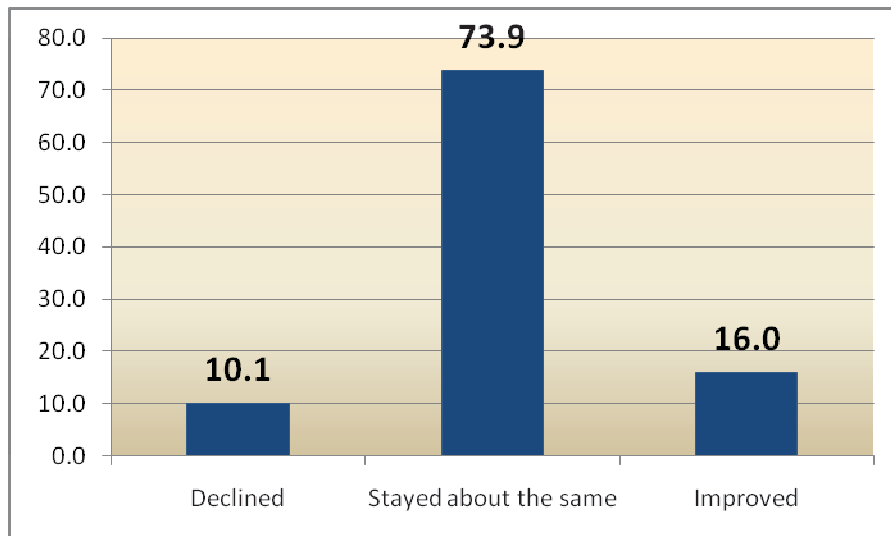




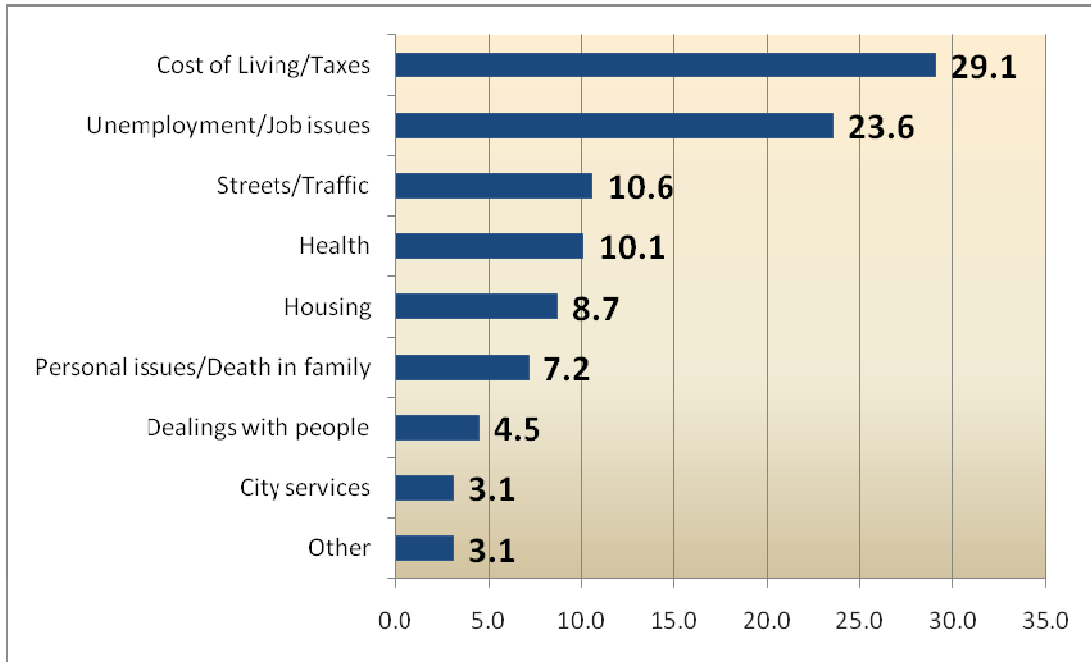
A4. How would you rate the overall quality of life in Regina? Pick a number on the scale from 1-5, scale where 1 means the quality of life is “Very low” and 5 means “Very high”.



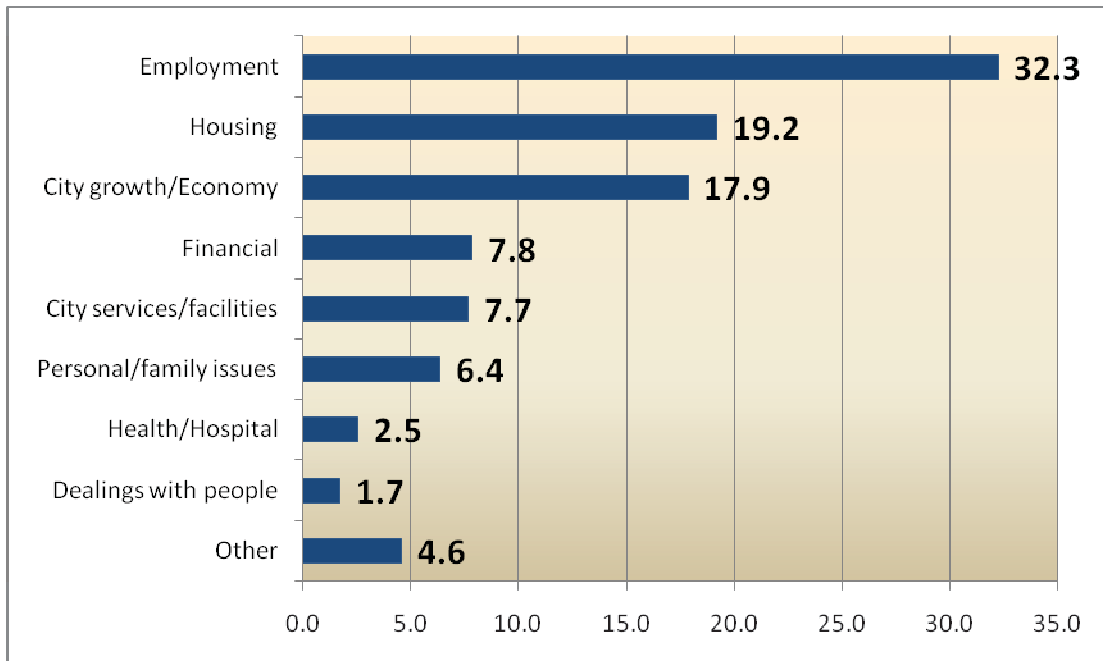
A5. Thinking of your own personal situation here in Regina over the last year, has your overall quality of life improved, declined or stayed about the same?



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

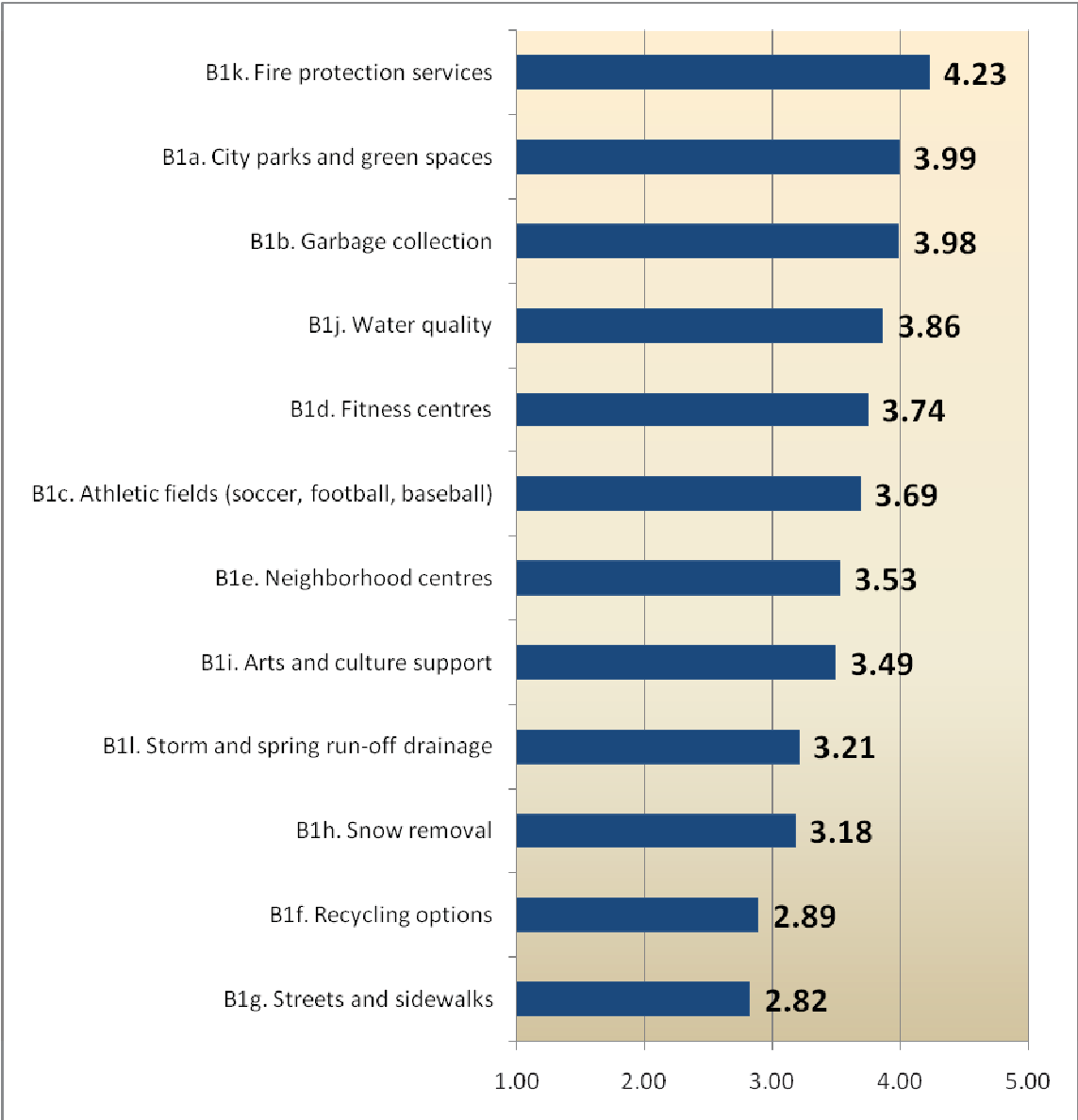


A5b. What is the main reason for saying your quality of life improved?

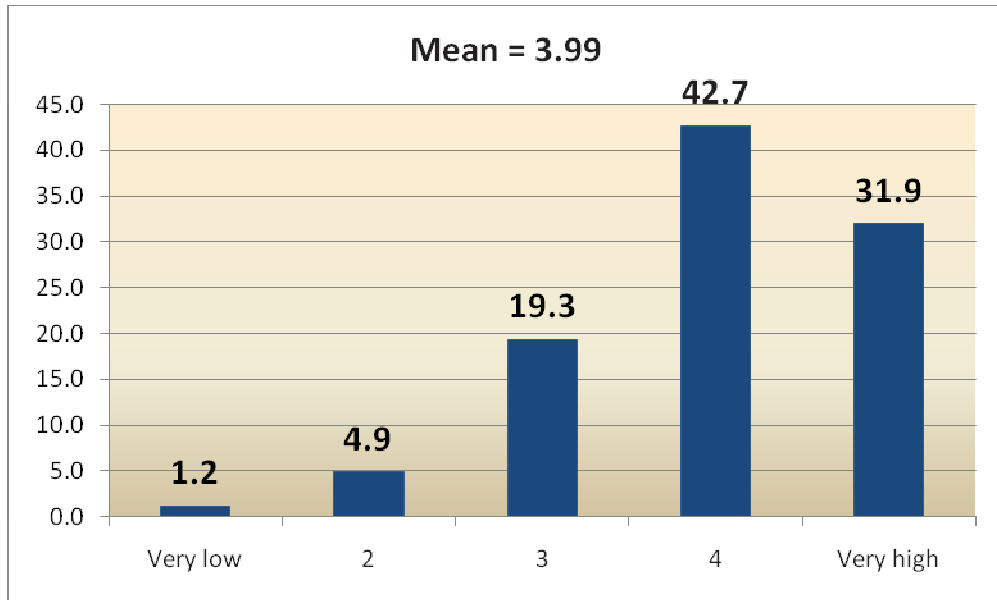


SECTION B: SERVICES

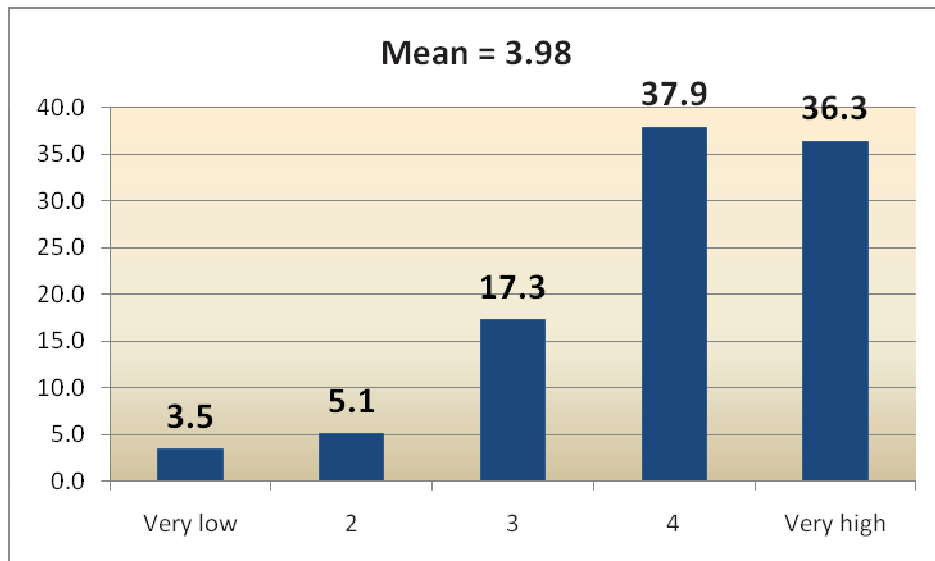
B1. Using the 1-5 scale where 1 indicates “Very low satisfaction” and 5 indicates “Very high satisfaction”, how satisfied are you with the following city facilities and services?



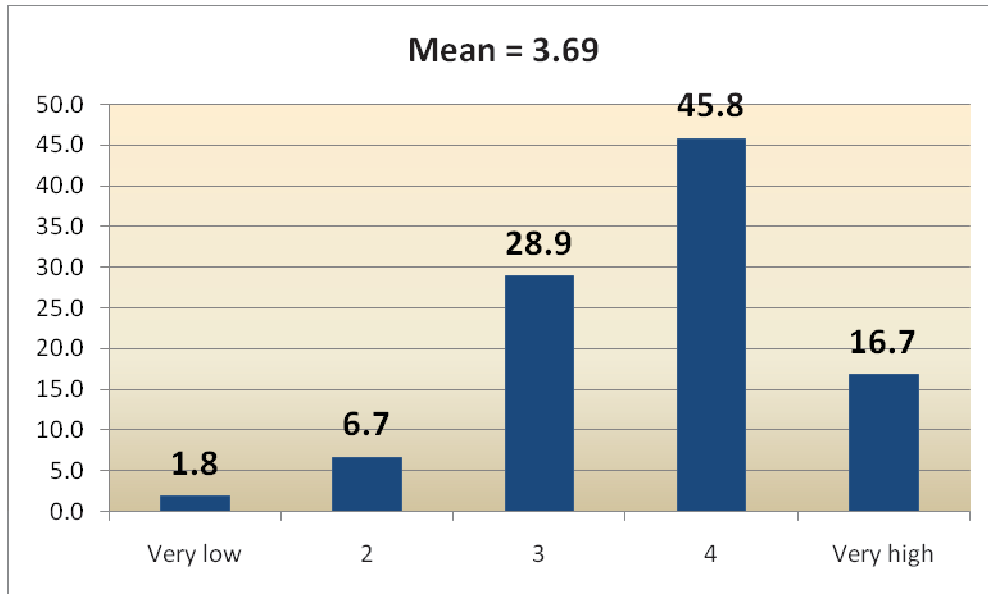
B1a. City parks and green spaces



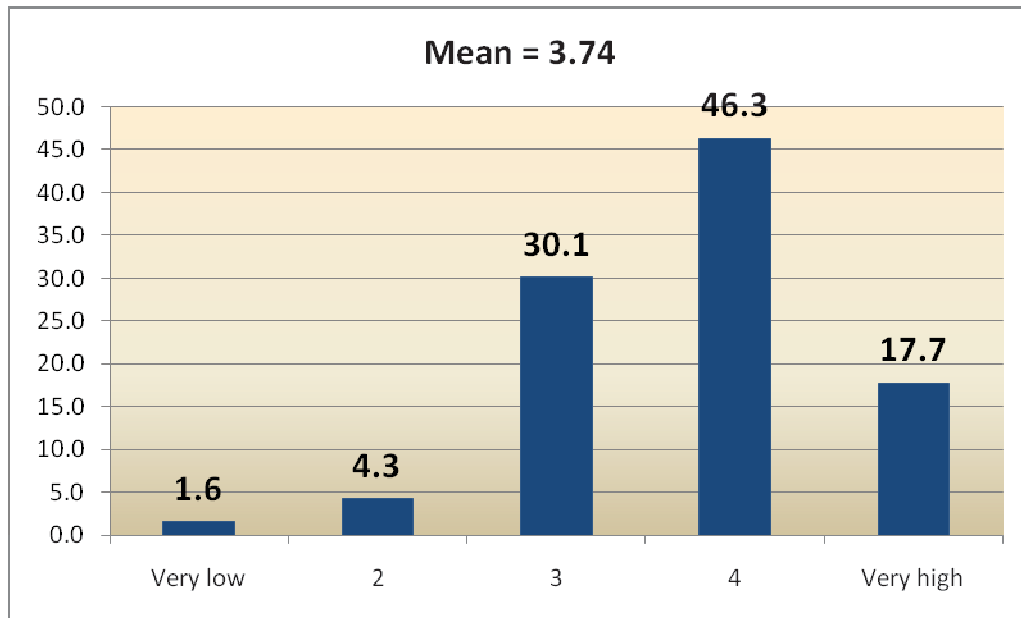
B1b. Garbage collection



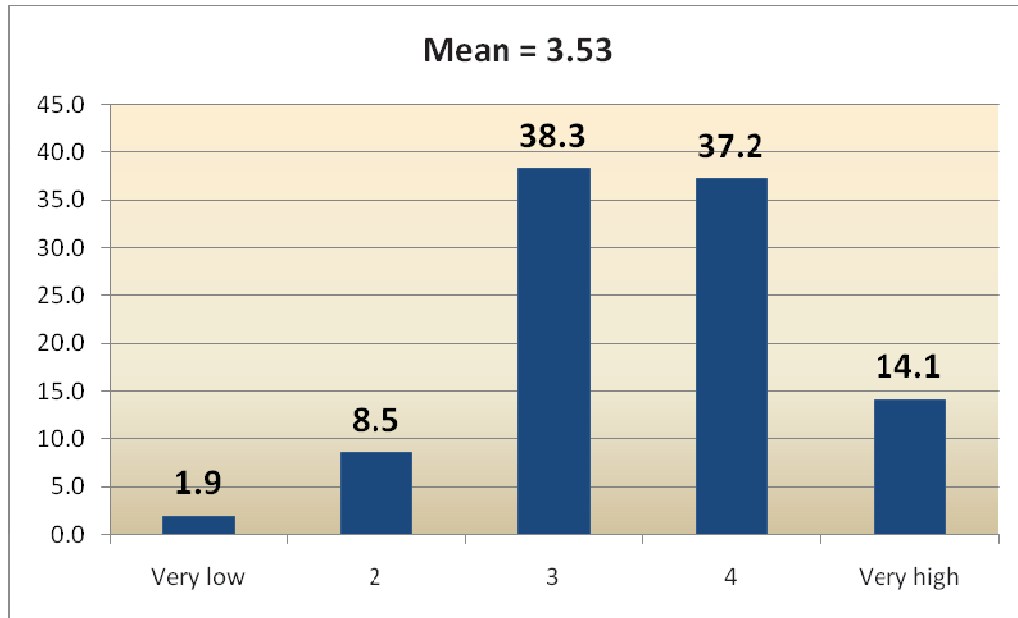
B1c. Athletic fields (soccer, football, baseball)



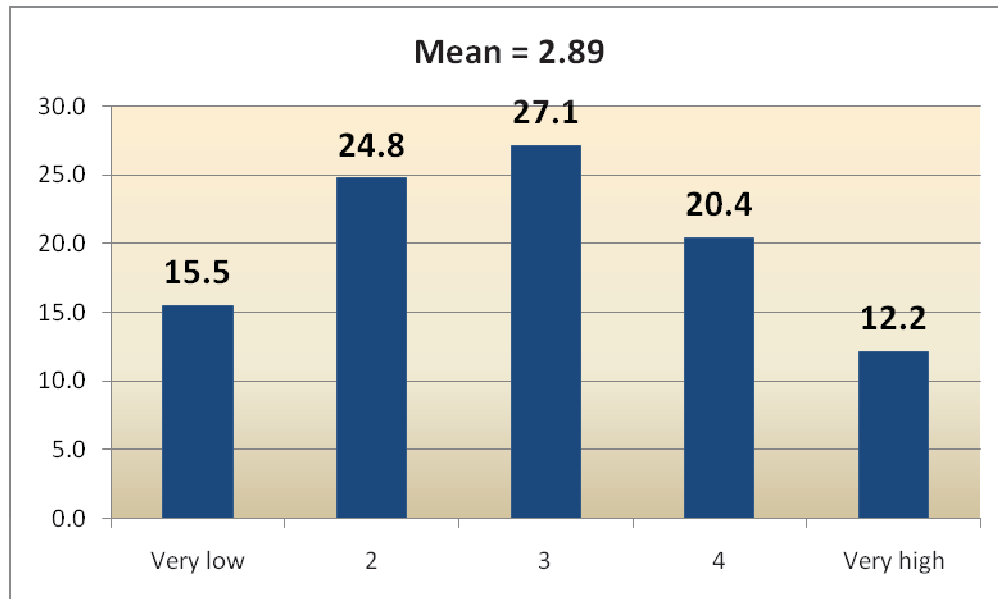
B1d. Fitness centres



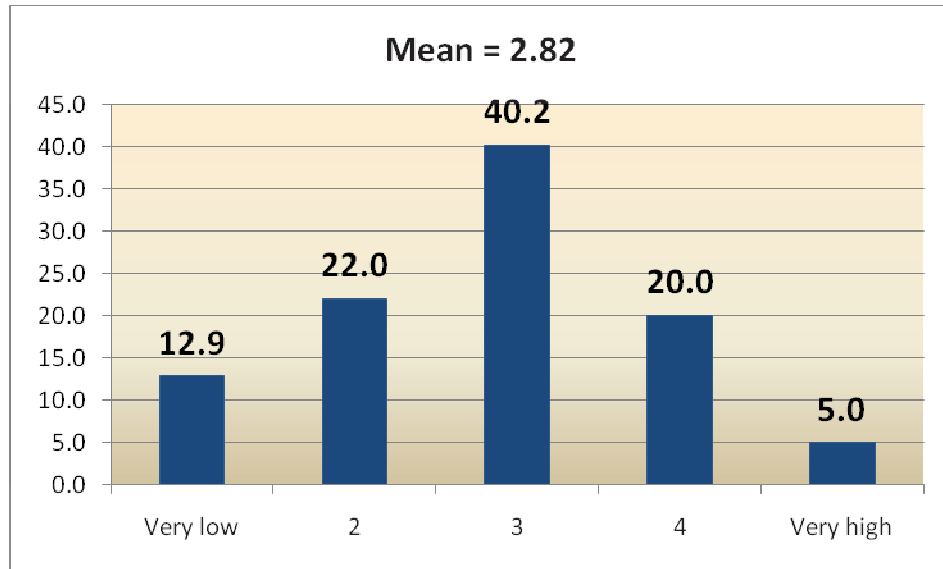
B1e. Neighborhood centres



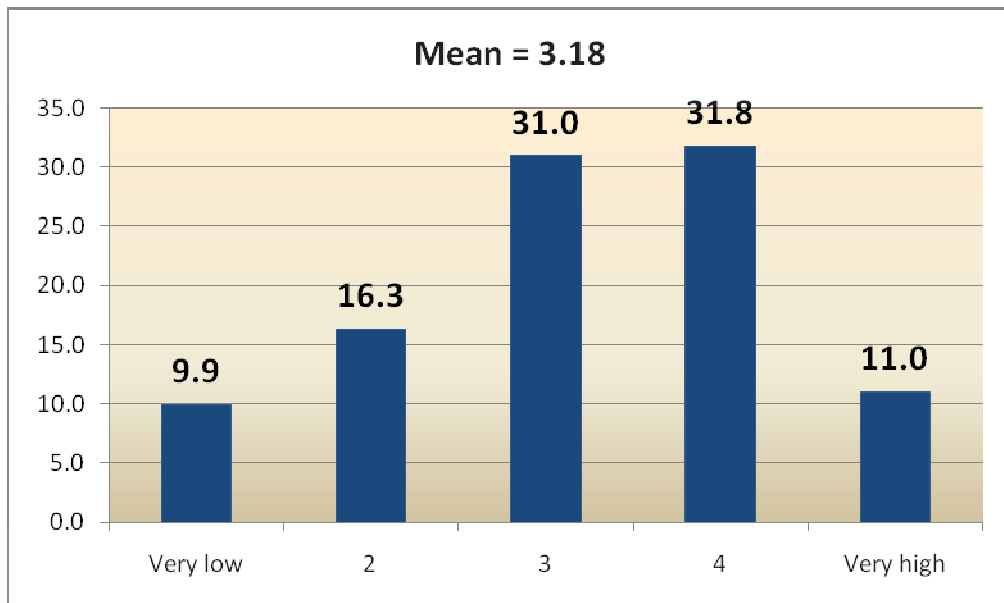
B1f. Recycling options



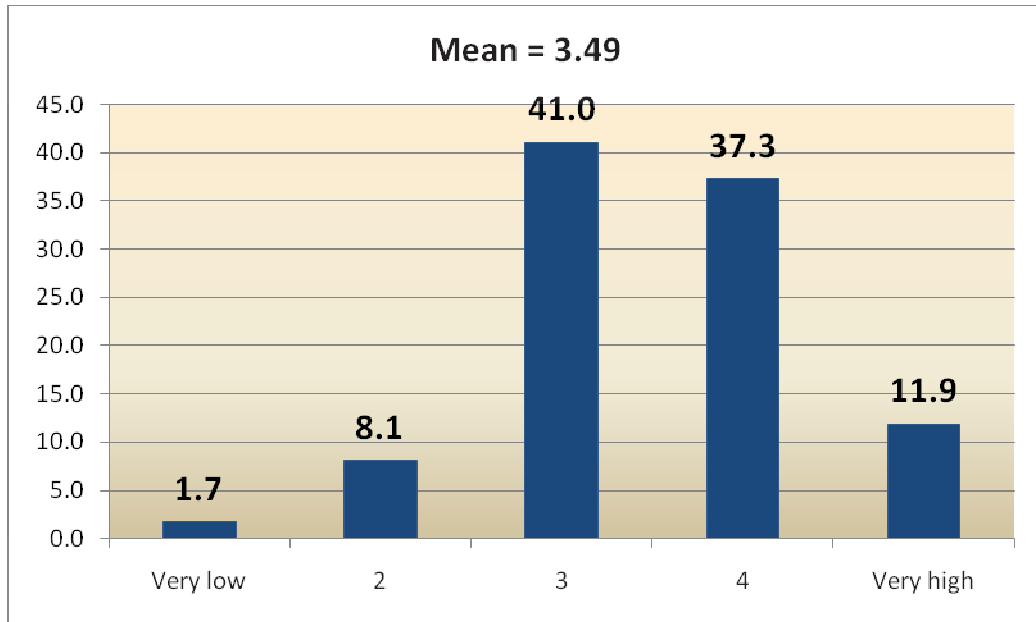
B1g. Streets and sidewalks



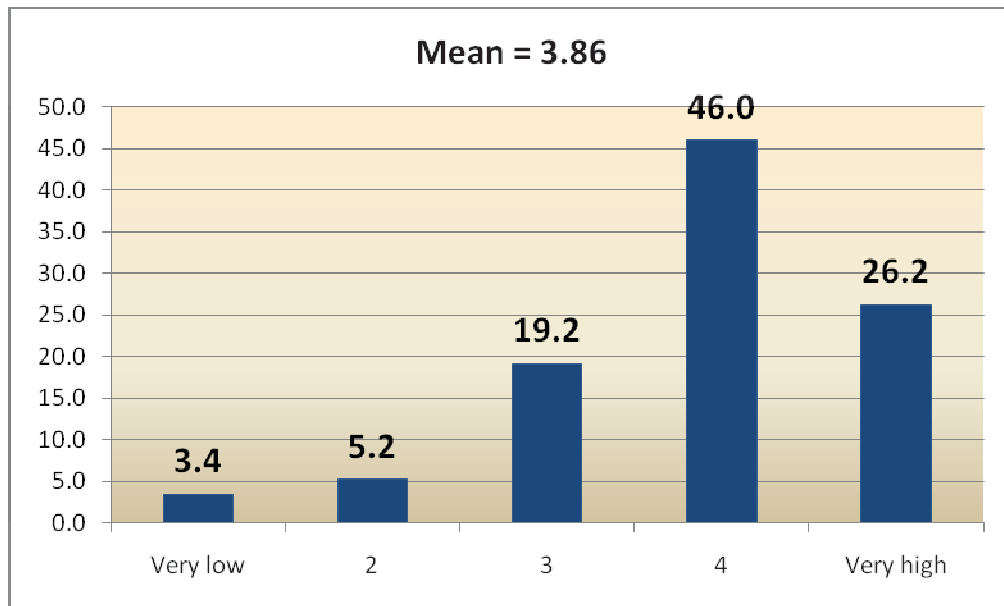
B1h. Snow removal



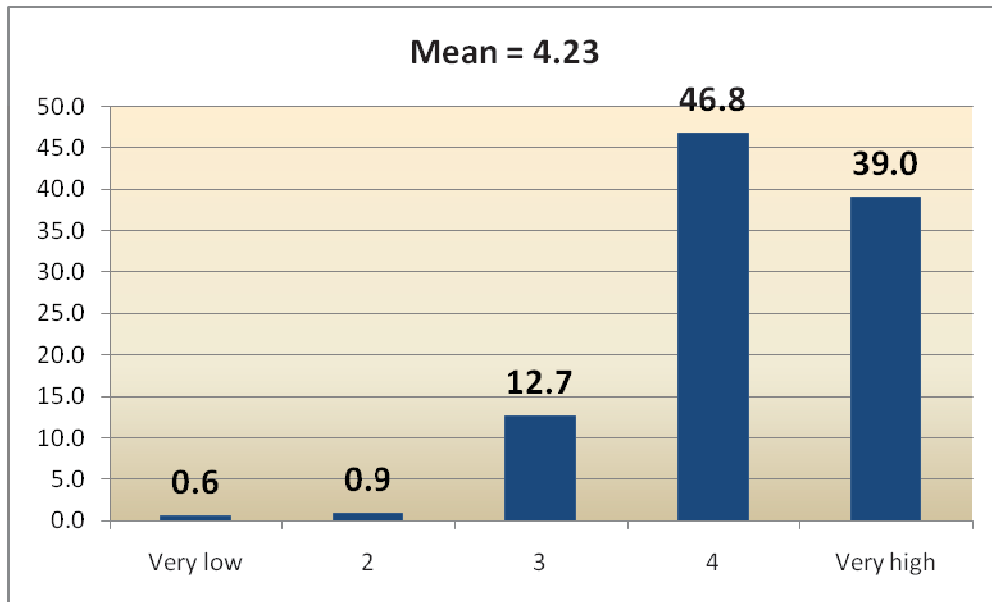
B1i. Arts and culture support



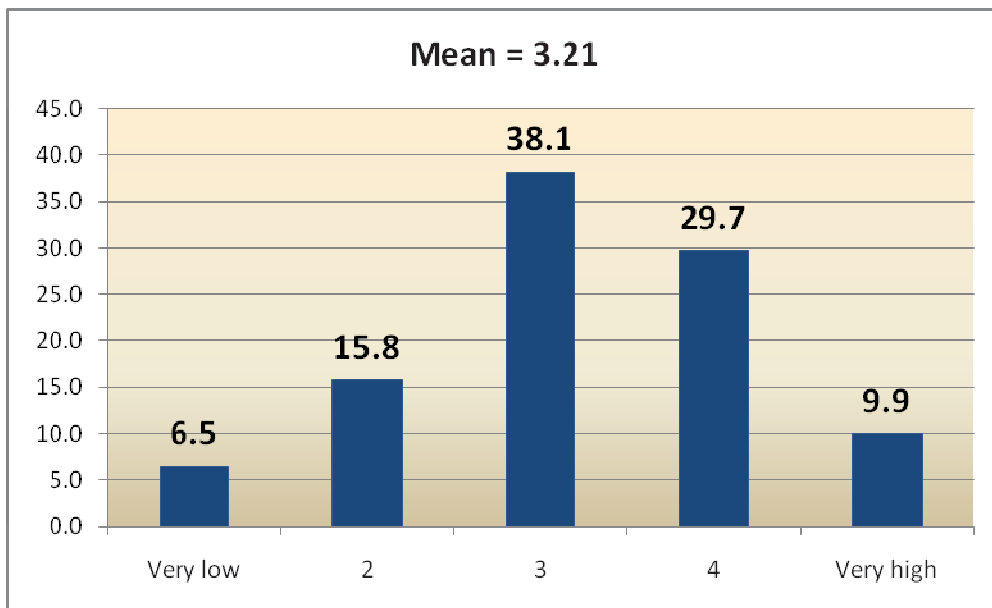
B1j. Water quality



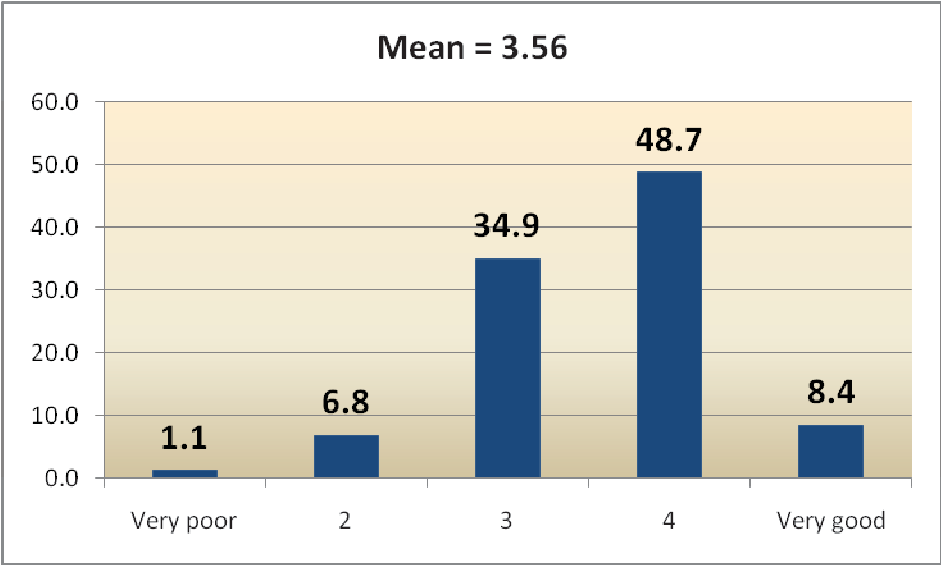
B1k. Fire protection services



B1l. Storm and spring run-off drainage

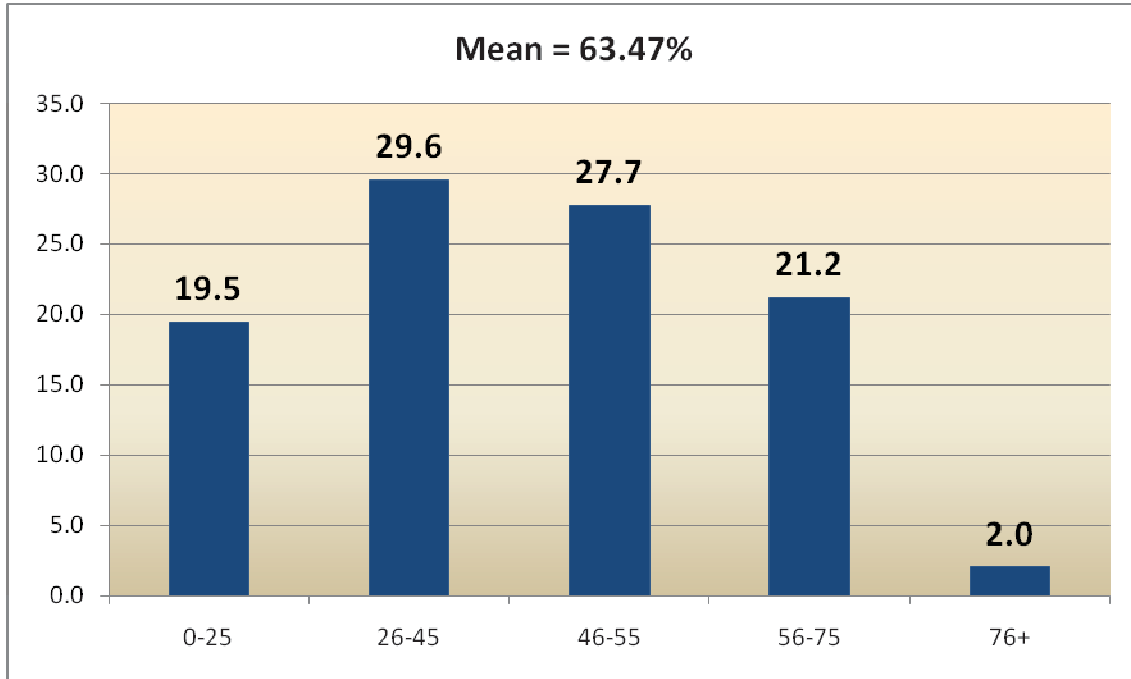


B2. All things considered, how would you rate the job the City of Regina does at delivering the services you think are important? Pick a number between 1 and 5, where 1 means the City does a “Very Poor” job and 5 means it does a “Very Good” job.

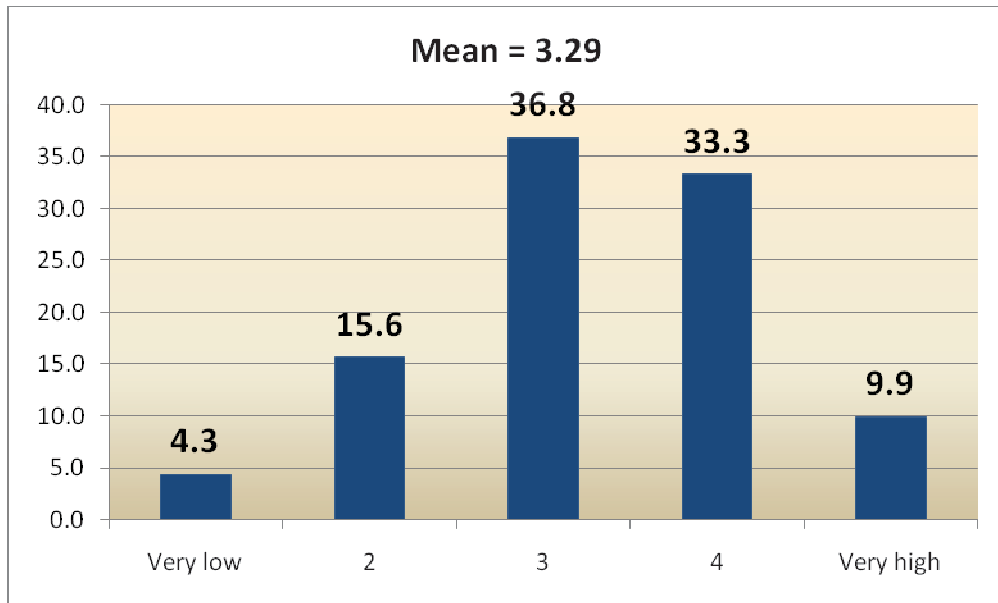


SECTION C: TAXATION

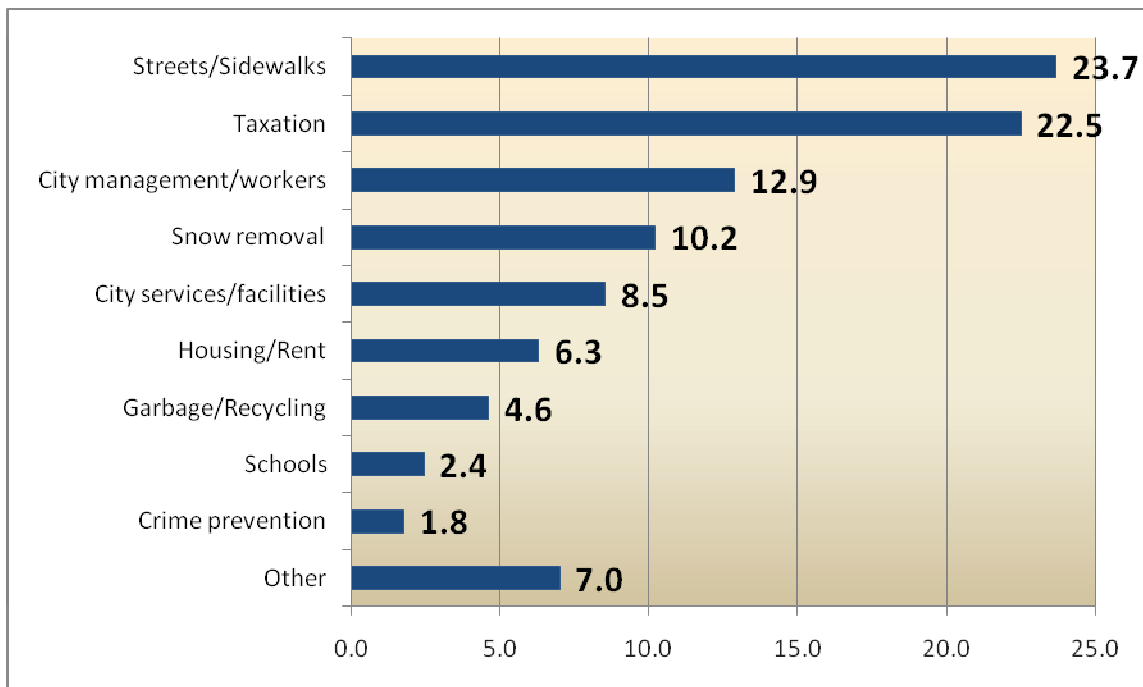
C1. Property taxes in Regina are raised for three purposes: the city, the school systems, and the library. What percentage goes to the City of Regina?



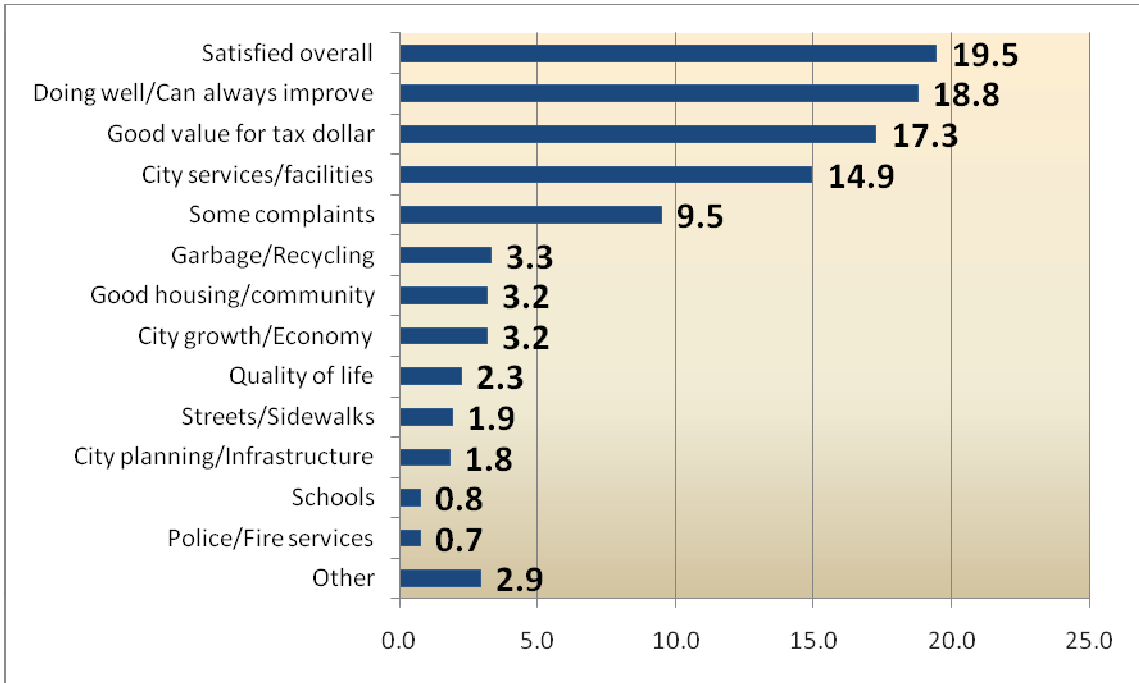
C2. On a scale from 1-5, where 1 is "Very low" and 5 is "Very high", would you say the VALUE you receive for your City tax dollar is low or high?



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



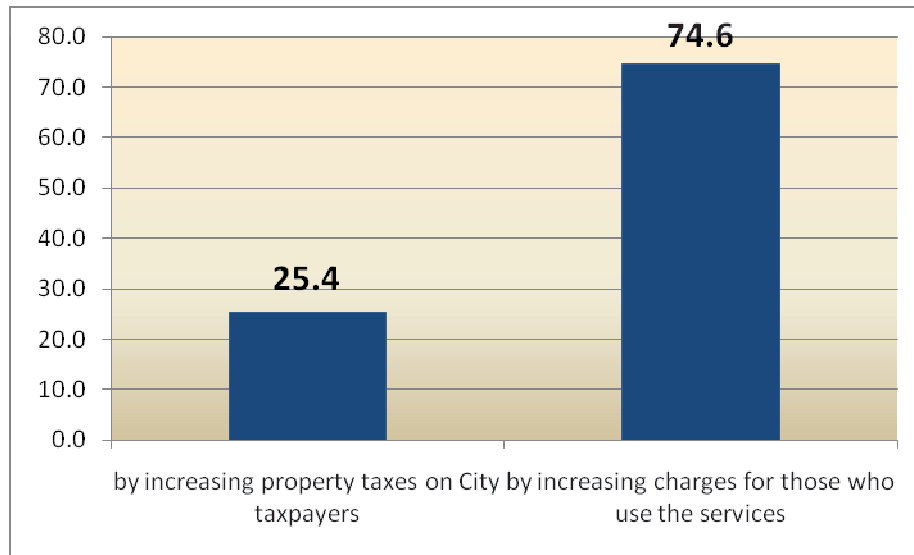
C4. What is the main reason for the rating you gave?



C5. On the whole, do you think the City has enough revenue to pay for the services you think are required?

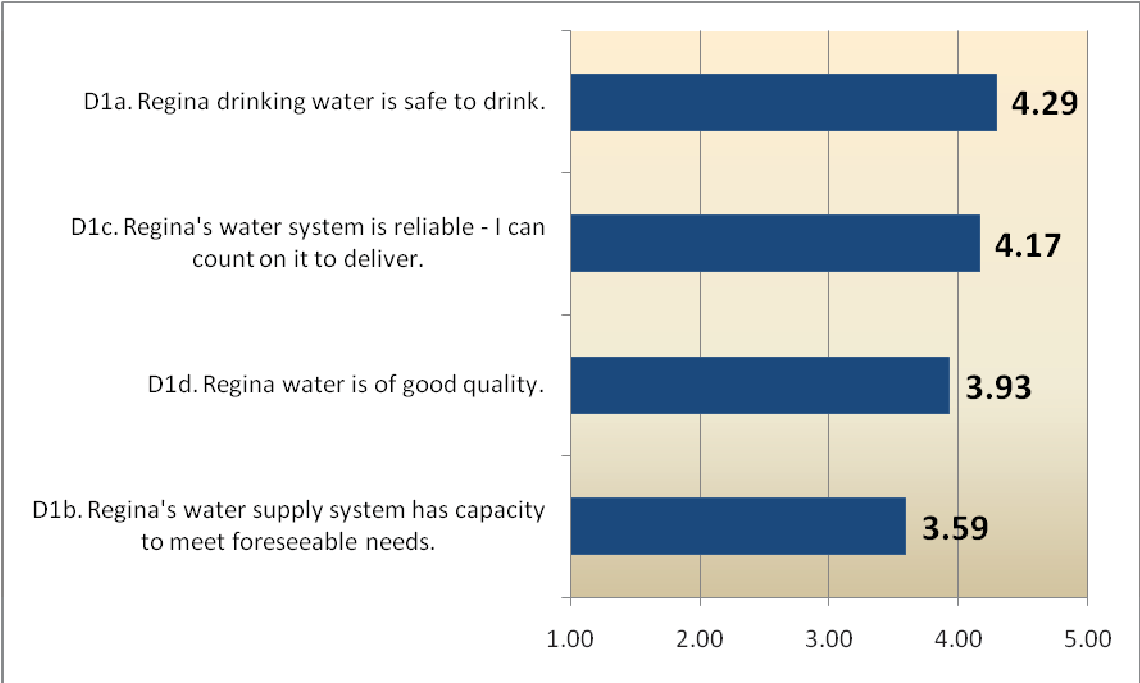
69.4% say the city has enough revenue to pay for required services.

C6. If the City needed more revenue, and had to rely on its existing sources, how would you prefer to see that money raised...

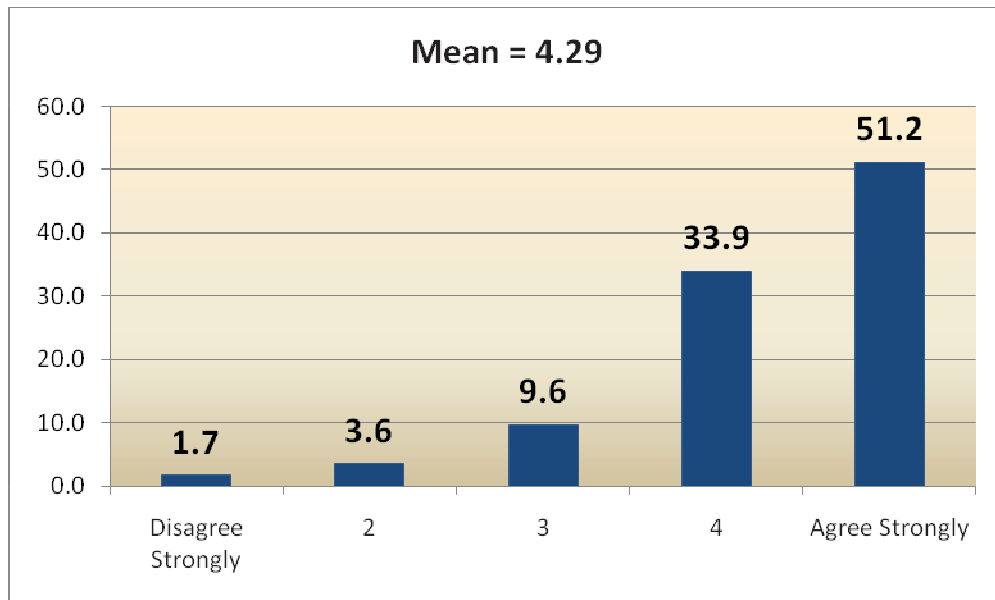


SECTION D: WATER AND SEWER SERVICES

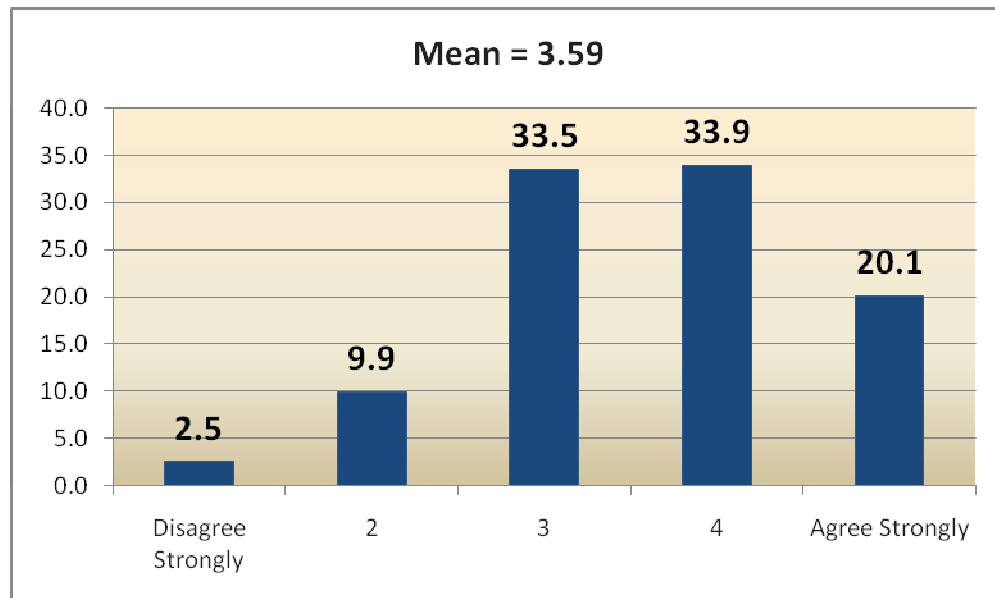
D1. How strongly do you agree or disagree with the following statements? Pick a number between 1 and 5, from 1 for Disagree Strongly, to 5 for Agree Strongly.



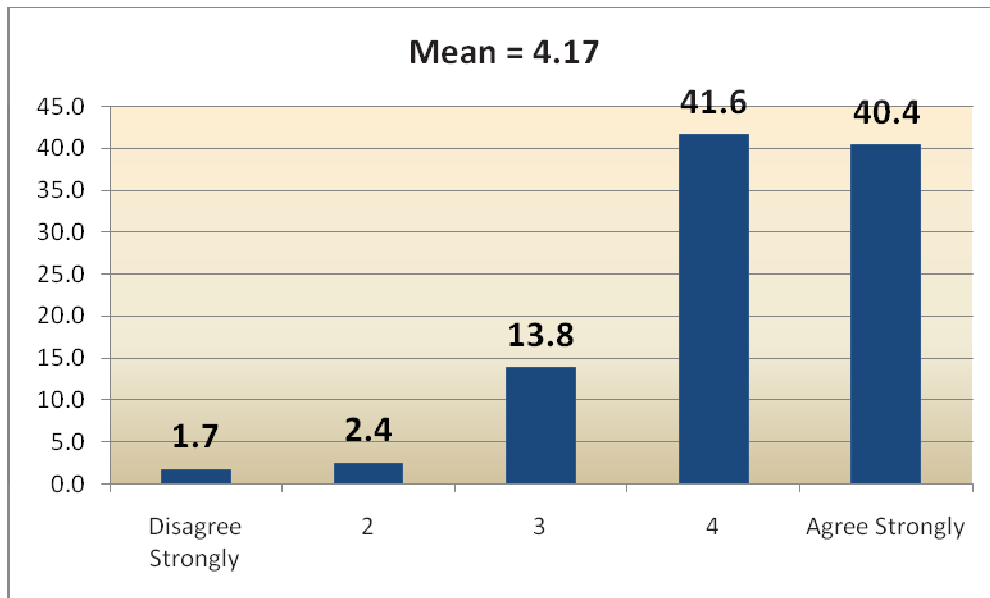
D1a. Regina drinking water is safe to drink.



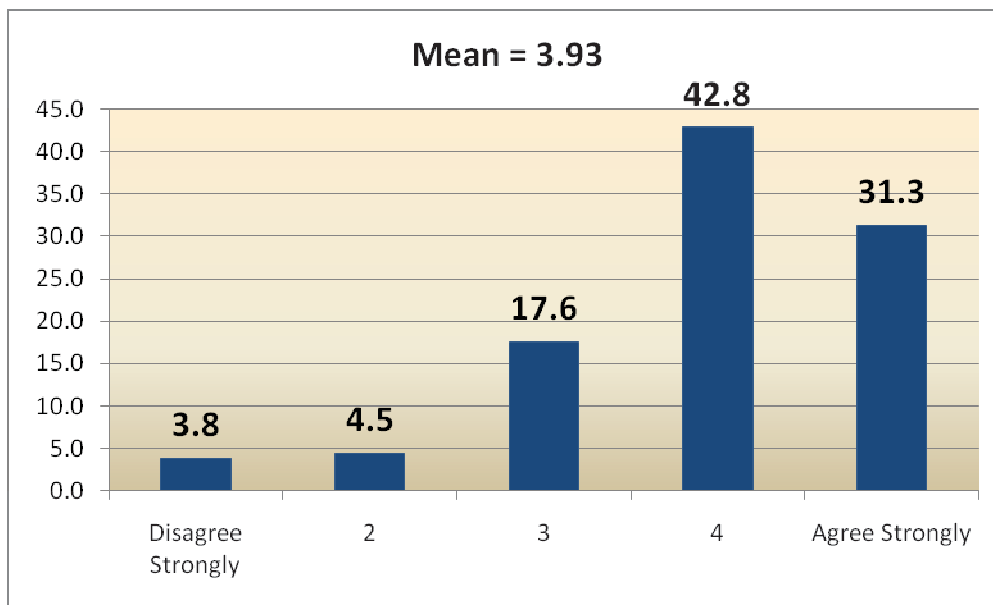
D1b. Regina's water supply system has capacity to meet foreseeable needs.



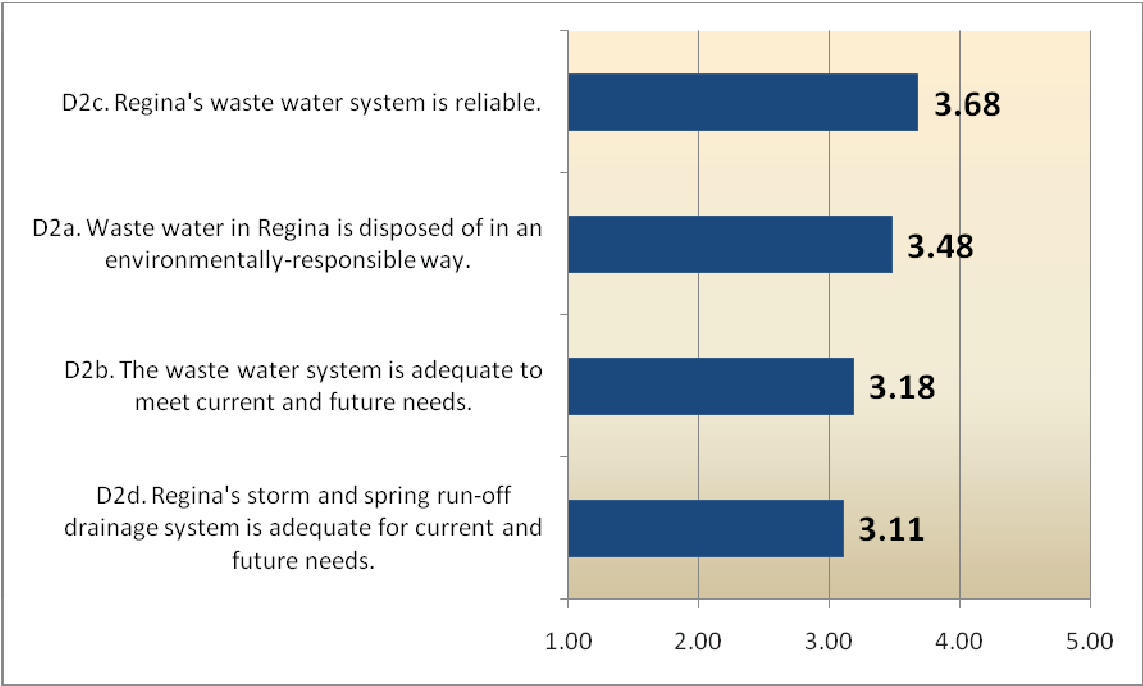
D1c. Regina's water system is reliable – I can count on it to deliver.



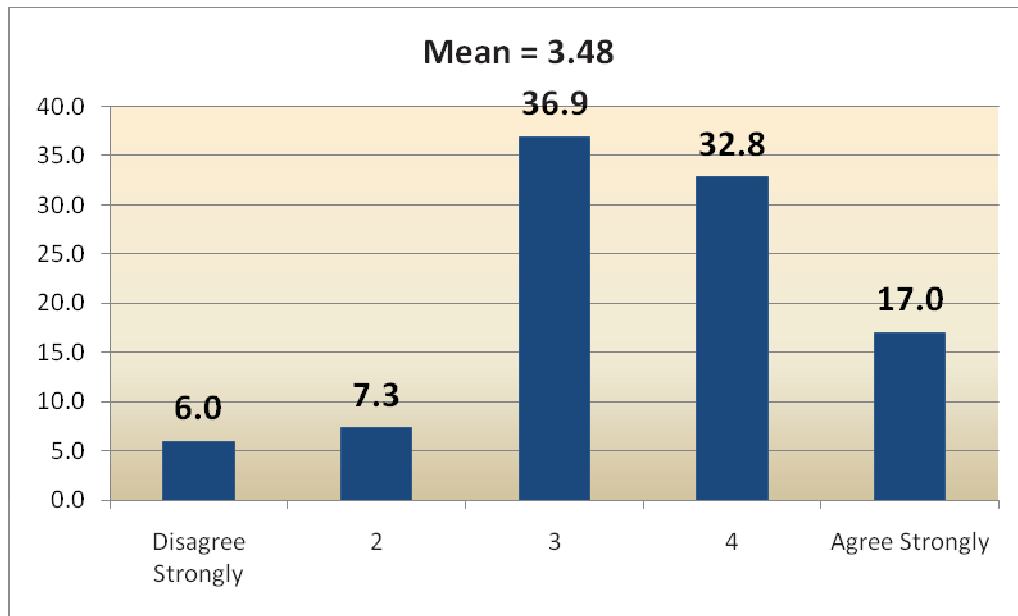
Did. Regina water is of good quality.



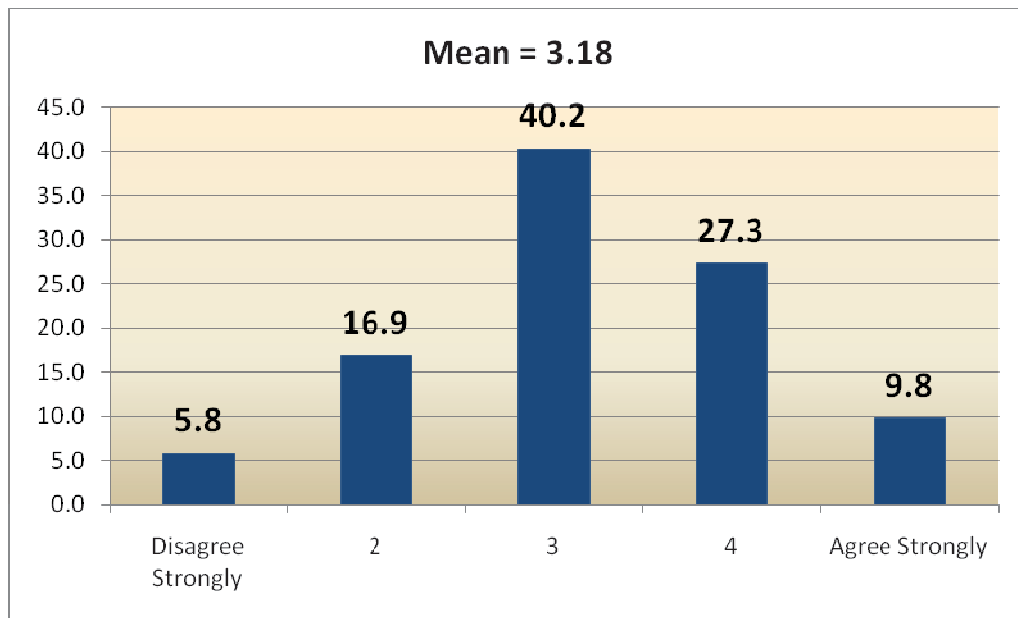
D2. Now think about waste water disposal in Regina – the sewage system. On the same 1-5 scale, pick a number to indicate how strongly you agree or disagree with these statements:



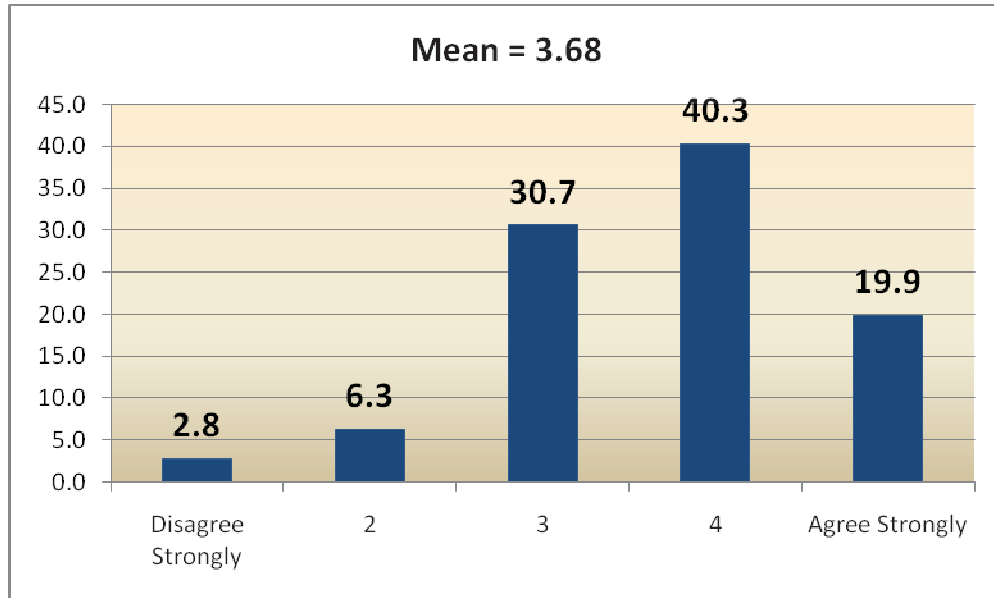
D2a. Waste water in Regina is disposed of in an environmentally-responsible way.



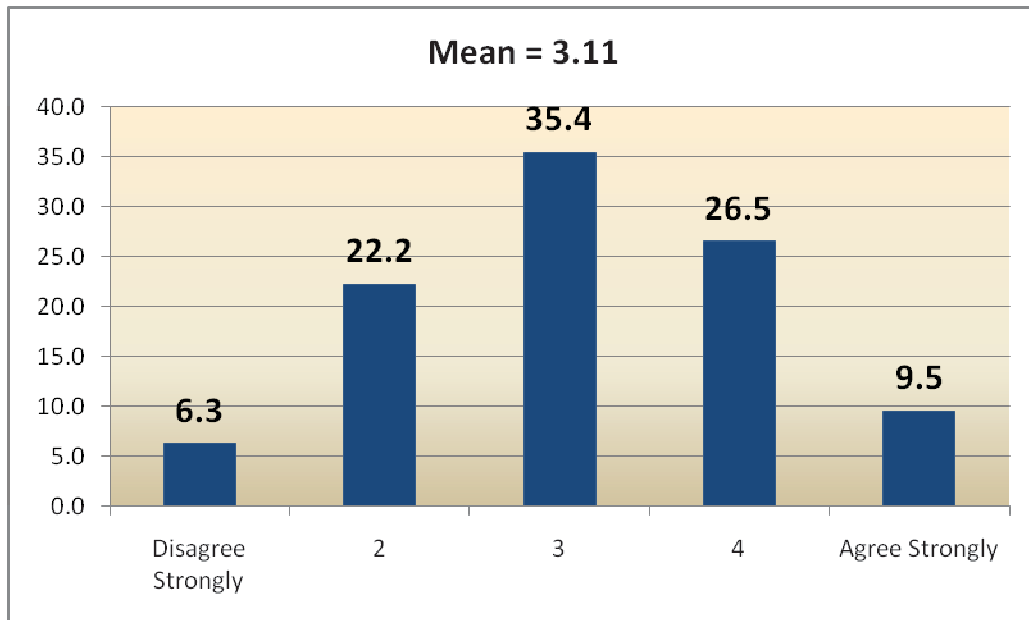
D2b. The waste water system is adequate to meet current and future needs.



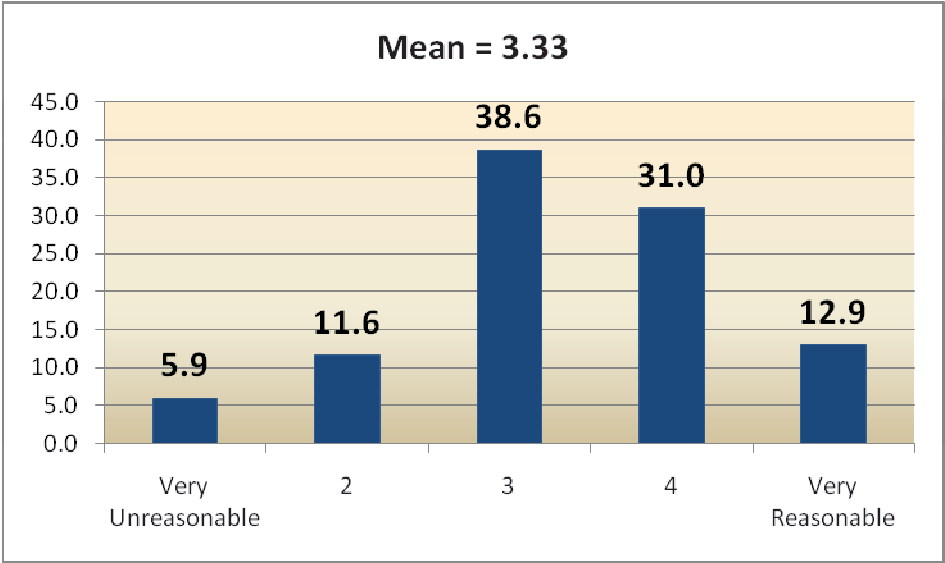
D2c. Regina's waste water system is reliable.



D2d. Regina's storm and spring run-off drainage system is adequate for current and future needs.



D3. In terms of the service provided, how reasonable or unreasonable are the rates the City charges for water and sewer service? Pick a number between 1 and 5, from 1 for “Very Unreasonable” to 5 for “Very Reasonable.”



D4. Do you think the revenue the City collects for water and sewer service is enough to operate and maintain the system?

76.0% say the revenue the City collects for water and sewer service is enough.

D5. Have you heard anything about new environmental rules that could require the City to upgrade its waste treatment systems?

23.9% have heard information about new environmental rules that could require the City to upgrade its water treatment.

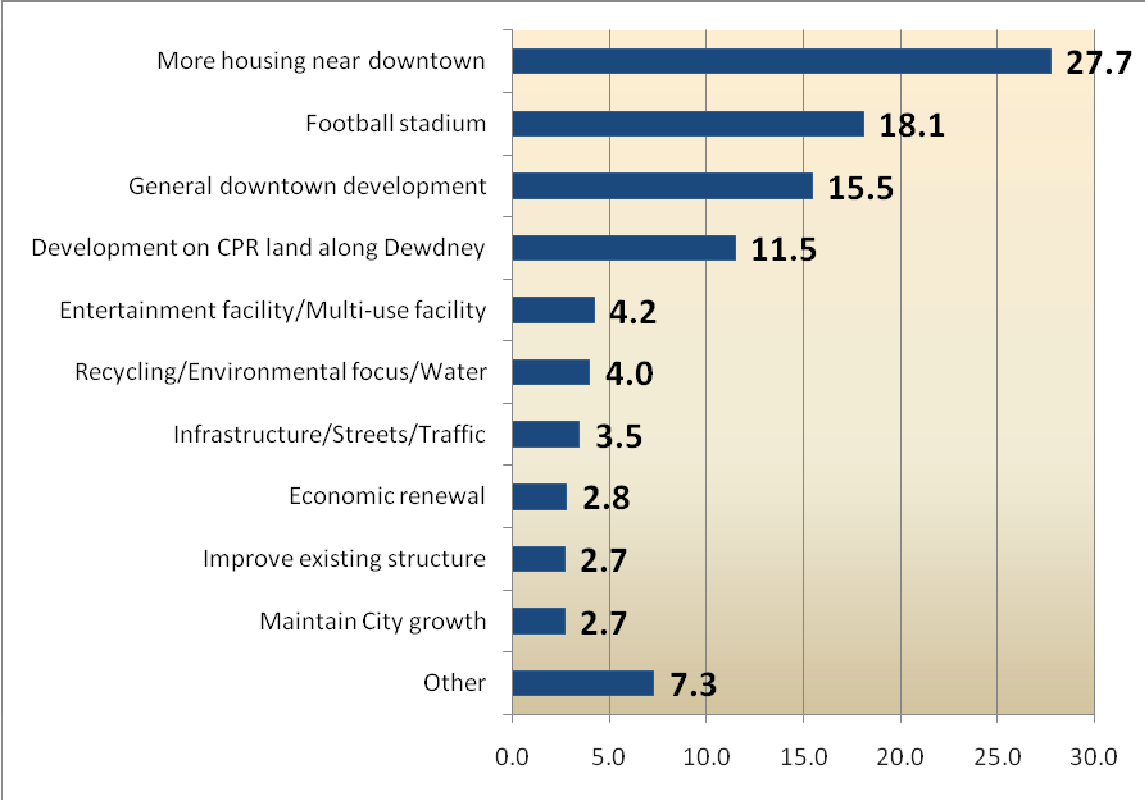
SECTION E: REVITALIZATION PROJECT

E1. Have you heard about a project known as the Regina Revitalization Initiative?

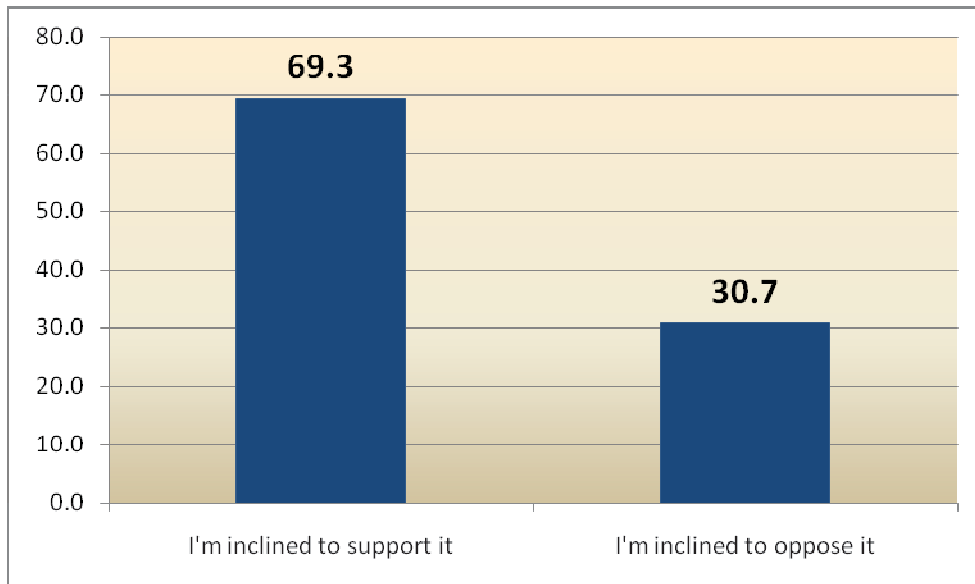
64.8% of respondents have heard of the Regina Revitalization Initiative.

E1a. What would you say is the main component in the Regina Revitalization Initiative?

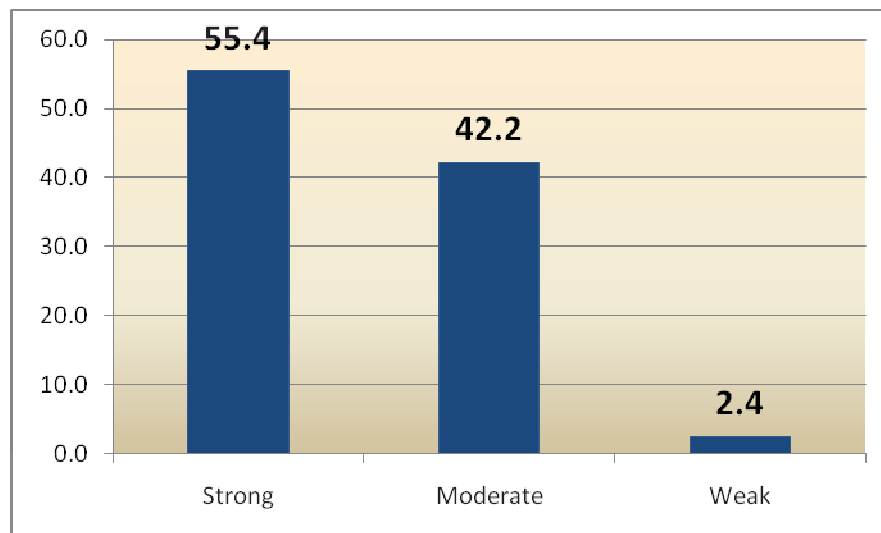
Asked of those who have heard of the Initiative.



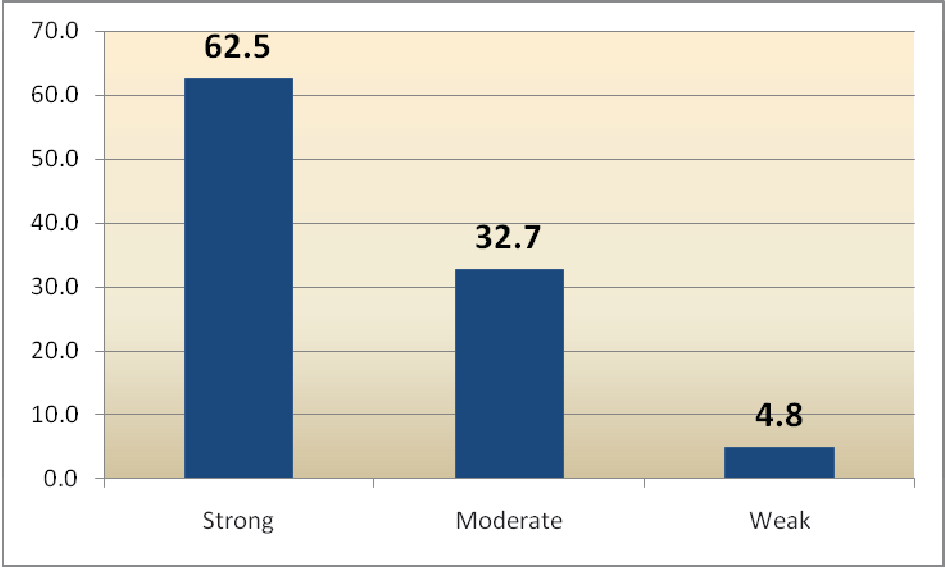
E2. The Regina Revitalization project would seek bids for new housing, commercial and entertainment facilities along the City and CPR land from Mosaic Stadium east to Broad Street. It includes a replacement for Mosaic Stadium. In general, how do you feel about supporting or opposing this idea?



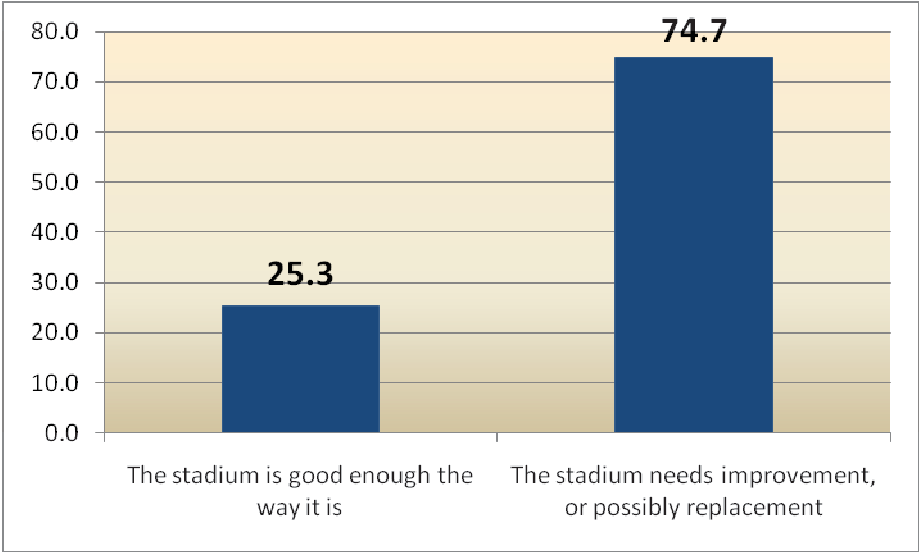
E2a. Would you say your level of support is...
Asked of those inclined to support.



E2b. Would you say your level of opposition is...
Asked of those inclined to oppose.

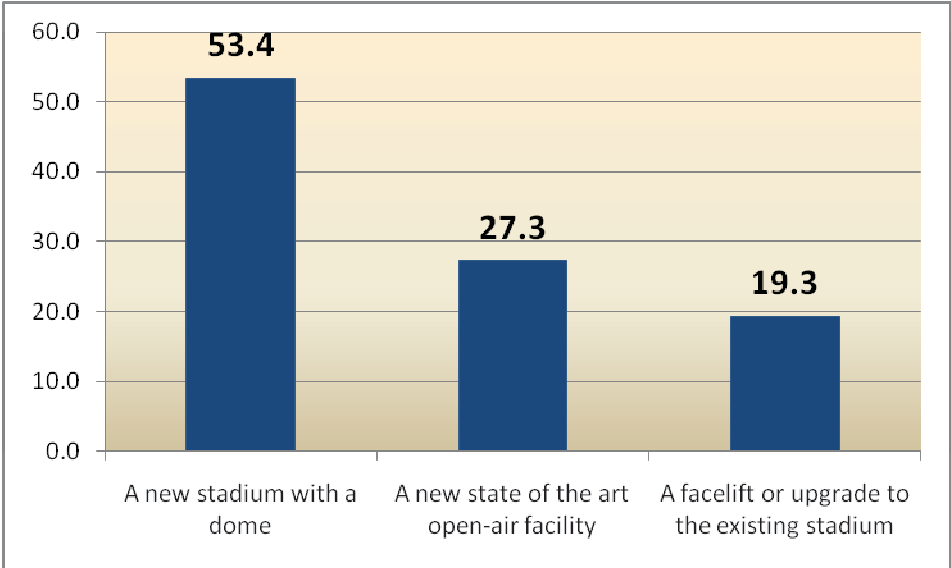


E3. Now – thinking only about the Roughrider football stadium -- it’s been suggested that Mosaic Stadium needs expansion and repairs, or possibly, to be replaced. Others say the stadium is good enough the way it is. Which best expresses your opinion:



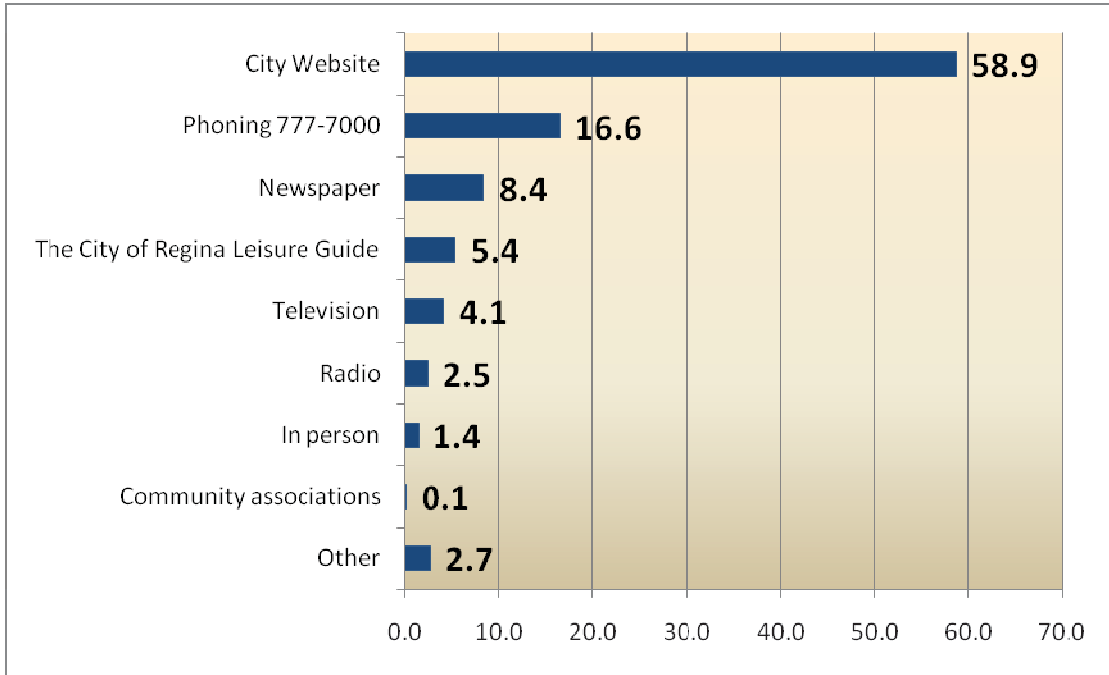
E4. Three broad options are often put forward to improve or replace Mosaic Stadium. Which of them do you prefer? Is it...

Asked of those who feel the stadium needs improvement or replacement.

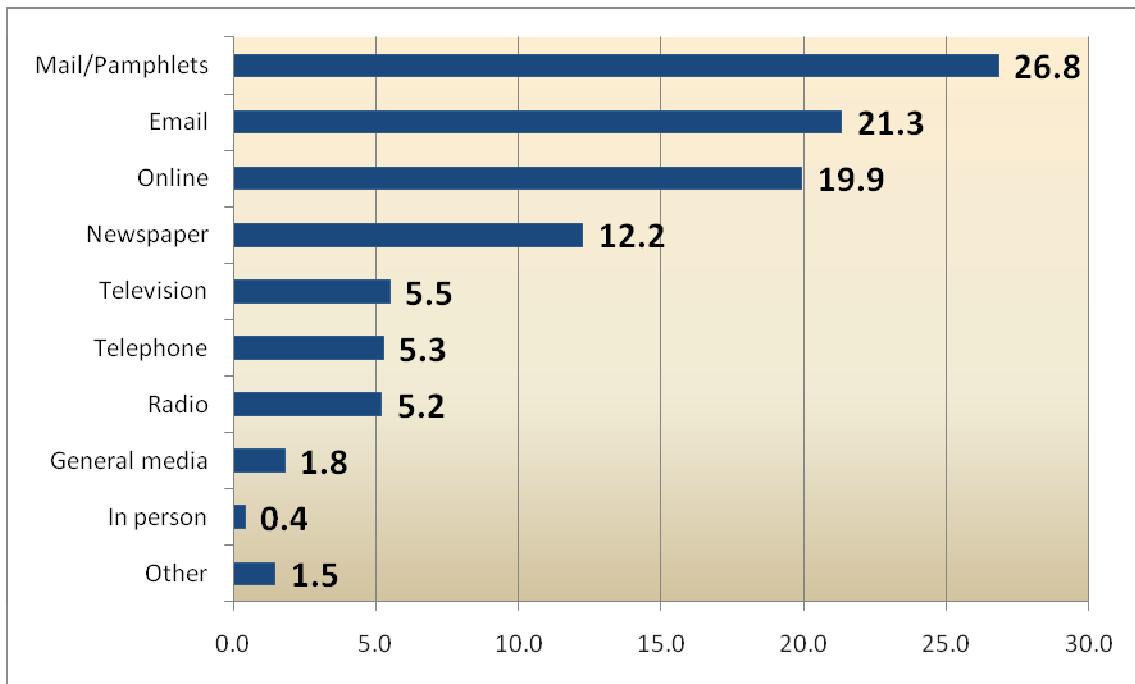


SECTION F: COMMUNICATION

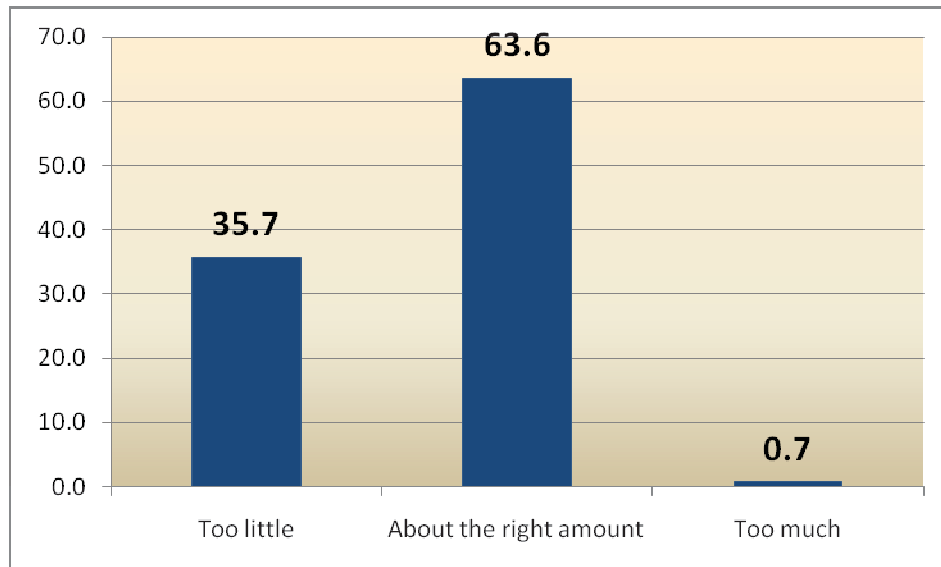
F1. If you wanted to get information from the City about its services or programs, which information source would you use FIRST?



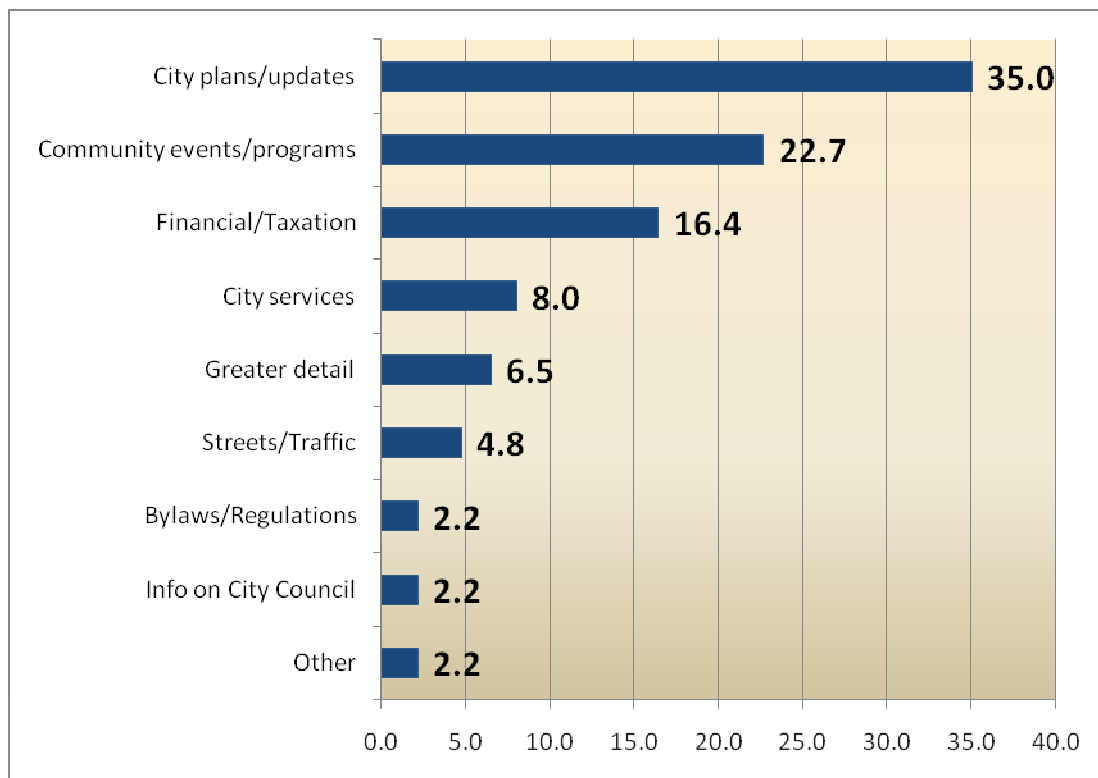
F2. What is the best way to get information to you?



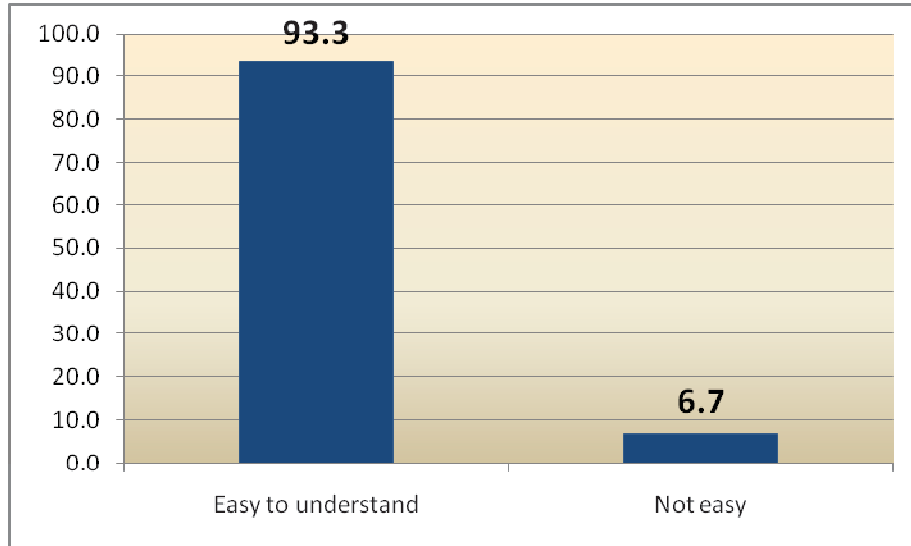
F3. Thinking of information you need from the City from time to time, do you currently receive too little, about the right amount, or too much information from the City?



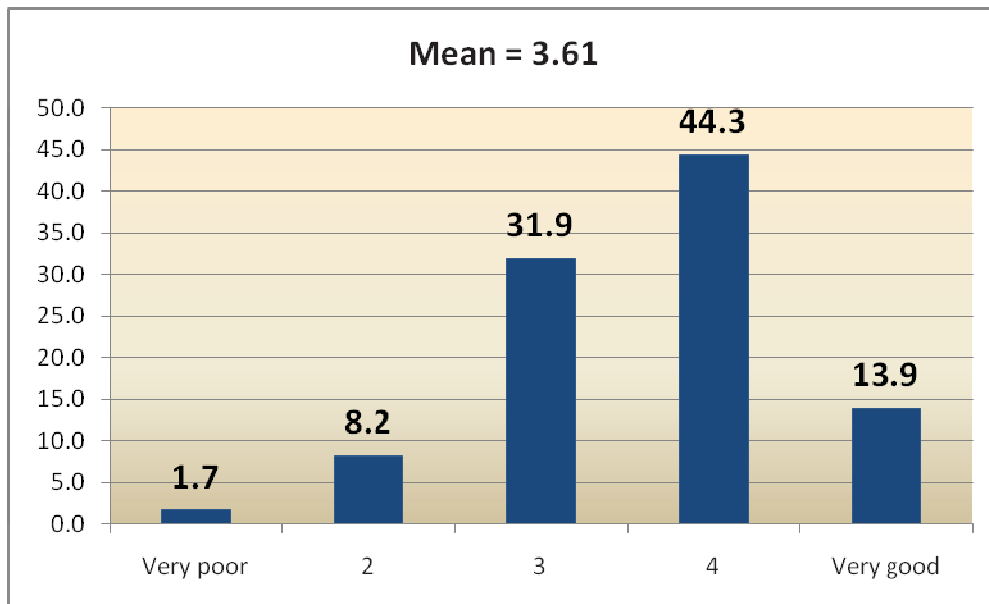
F3a. What kind of information would you like to receive more of?



F4. 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?



F5. 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.



F6. Have you visited the City's Website in the past year?

70.7% have visited the City's website in the last year.

F7. Are there any services you would like the City to provide through the Internet?

