



Ipsos Reid

City of Vaughan Citizen Survey Presentation

May 27, 2011





Objectives

- Ipsos Reid is pleased to present to the City of Vaughan the results of the 2011 Citizen Satisfaction Survey.
- Specific areas explored in the research include:
 - Top-of-mind issues in need of attention from local leaders;
 - Overall impressions of the quality of life in the City of Vaughan;
 - Attitudes towards life (arts, lifestyle, physical and natural beauty) in Vaughan;
 - Perceptions of City services, including perceived importance and satisfaction;
 - Perceptions of and satisfaction with the City's customer service;
 - Assessment of tax increases and infrastructure; and
 - Communication and information needs.
- The results in this study build upon and track (where possible) the results of previous research (2009 & 2007).



Methodology

- Respondents drawn at random and in proportion to the distribution of the population across the City of Vaughan (which included: Concord, Kleinburg, Maple, Thornhill and Woodbridge).
- A total of 500 interviews were completed among residents 18 years of age and older.
- The overall survey results have been weighted by age and gender to reflect the population of the City. A sample of 500 interviews produces results which can be considered accurate within + / - 4.4 percentage points, 19 times out of 20.
- The margin of error will be larger for subgroups.
- The survey was conducted by telephone between March 3 and 14, 2011.
- The survey took 11 minutes to complete over the telephone.



Overall Themes

- Residents of Vaughan continue to rate the quality of life in the City highly.
- Satisfaction driven by Vaughan being:
 - Safe
 - Enjoyable
 - Nice community to live in
- Residents rate the physical and natural beauty of the City of Vaughan highly.
- A majority also believes that Vaughan has the arts and lifestyle amenities that they require.
- Transportation remains the top-of-mind issue. Followed at some distance by:
 - Healthcare
 - Taxation / municipal government spending
- Residents are split on what local issues require the most attention:
 - Keeping property taxes low
 - New hospital for Vaughan



Overall Themes

- Satisfaction with City services is very high.
- Satisfaction is linked to the perceptions of value for money:
 - Residents who believe they receive good value for their tax dollars, are more likely to be satisfied with the overall level of City service.
- Residents continue to believe they receive good value for their tax dollars. Support is unchanged across the three waves of interviewing.
- Attitudes towards value for tax dollars and overall service satisfaction are linked.
 - Residents who are very satisfied with City services are more likely to believe they receive good value for their tax dollars.
- Most residents believe the City should hold the line on increased taxes /user fees even if it means reductions in service.



Overall Themes

- These services are important and the City is doing a good job delivering them:
 - fire services
 - garbage
 - recycling and Green Bins
 - parks and green spaces
 - road snow removal; and
 - street repairs, sidewalk and street lighting.
- These services are important, residents are less satisfied with their delivery. Continued efforts at enhancing these services present a real opportunity for the City.
 - hospitals, emergencies and clinics
 - planning for the future / planning the expansion of the City; and
 - end of driveway and sidewalk snow removal.

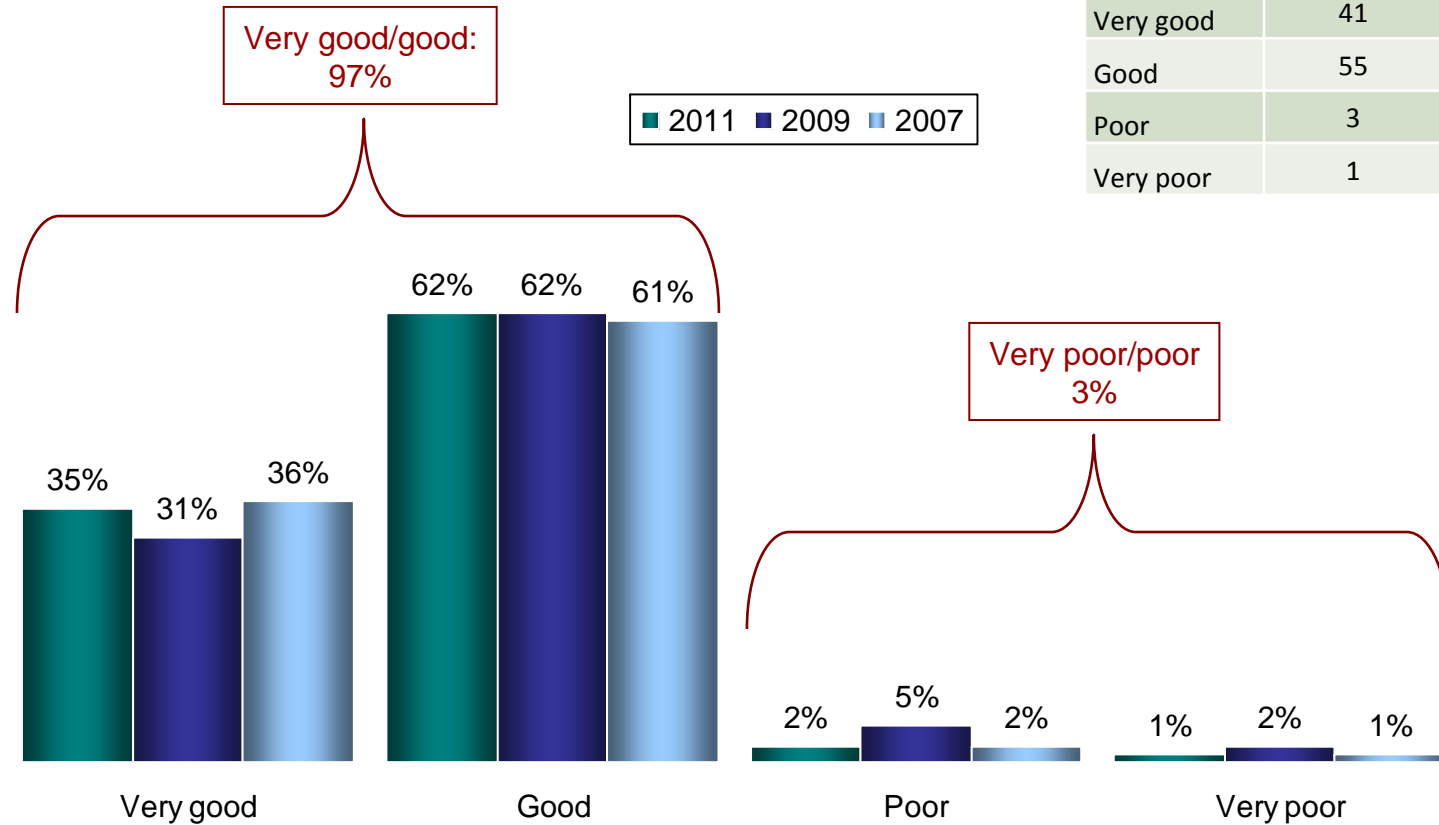


Quality of Life





Overall Quality of Life

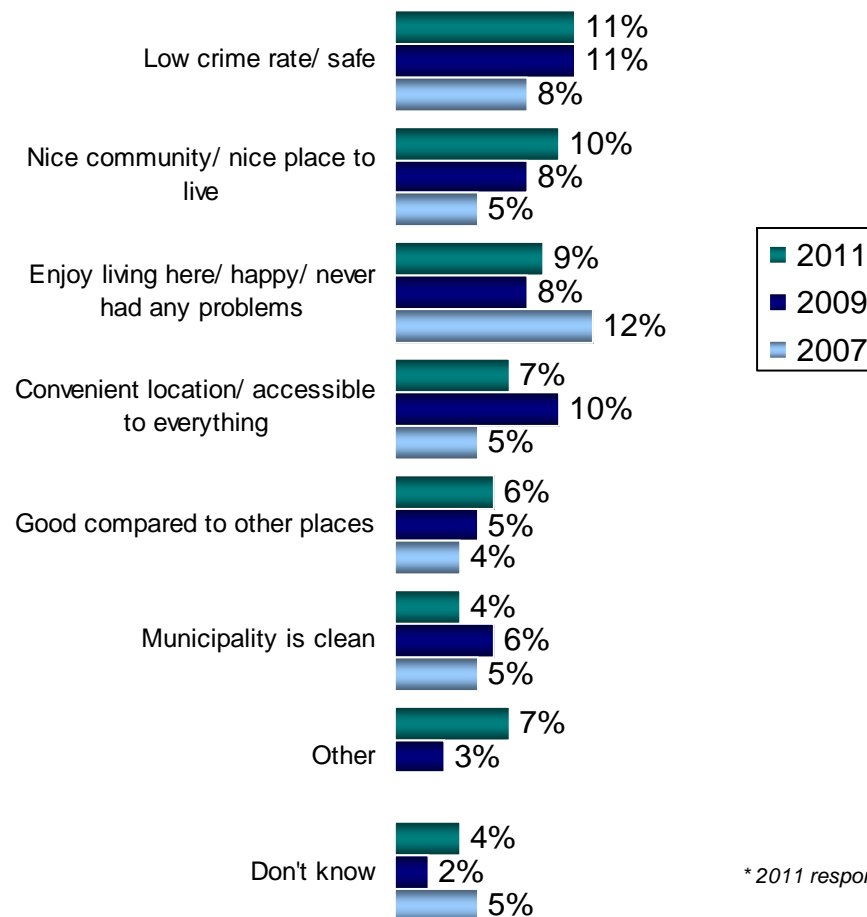


Quality of Life National Norms		
Very good	41	96
Good	55	
Poor	3	4
Very poor	1	



Reasons for Quality of Life Rating

Reasons for the Quality of Life Being Good



* 2011 responses 3% and less are not shown.

Reasons for the Quality of Life Being Poor

Based out of the 500 completes, the top reasons given by the 11 respondents who said quality of life was poor were:

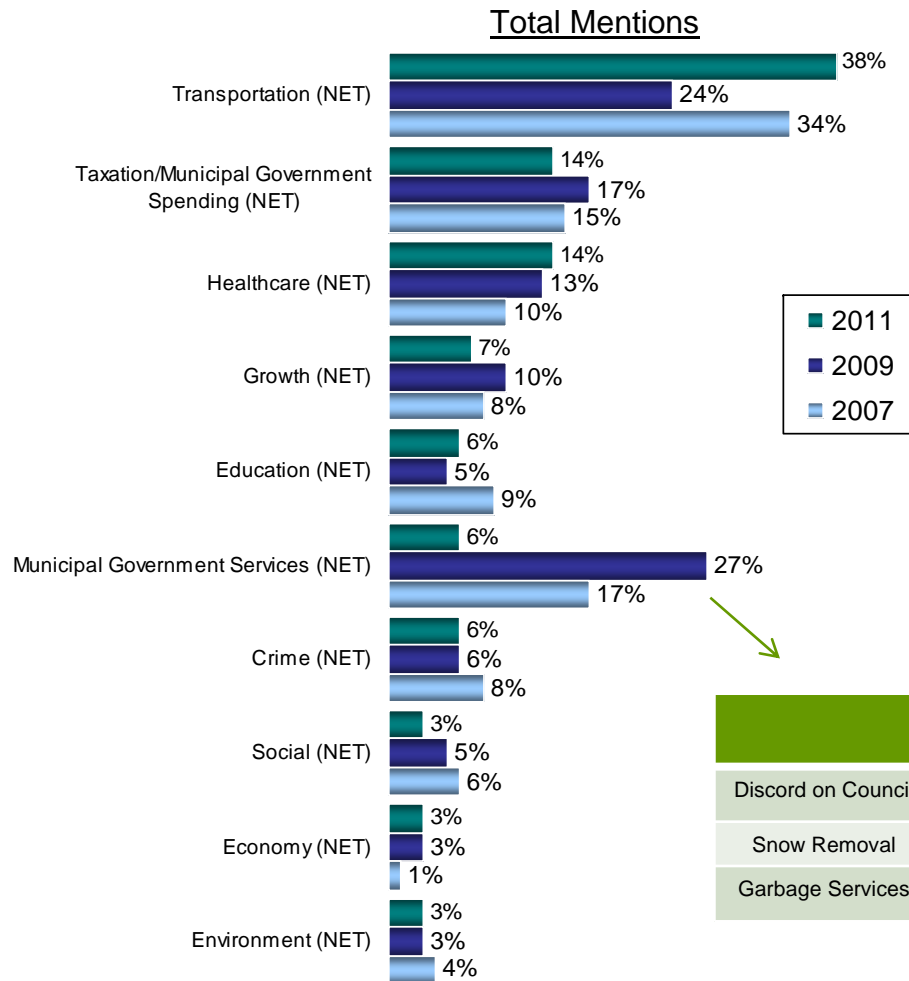
27% stated poor municipal planning

18% said high taxes

9% each said too much growth/development, poor public transit, unemployment/poor job market, poor government and high cost of living



Top-of-Mind Issues



	2011	2009
Discord on Council	0%	10%
Snow Removal	2%	7%
Garbage Services	2%	5%

National Municipal Norms	
Transportation	28%
Crime	15%
Social	14%
Growth	14%
Spending/Taxation	11%
Gov't Services	11%
Education	8%
Environment	8%
Economy	7%
Healthcare	7%
Parks, Rec/Cultural Facilities	6%

* Responses less than 3% (2011) are not shown

Q1. In your view, as a resident of the City of Vaughan, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? [RECORD FIRST MENTION] Are there any others? Base: All respondents 2011 (n=500); 2009 (n=300); 2007 (n=300).



Areas Most in Need of Attention



Q1b. In your opinion, out of the following list of options, which three areas should receive the greatest attention from the City of Vaughan's government?
Base: All respondents (n=500).

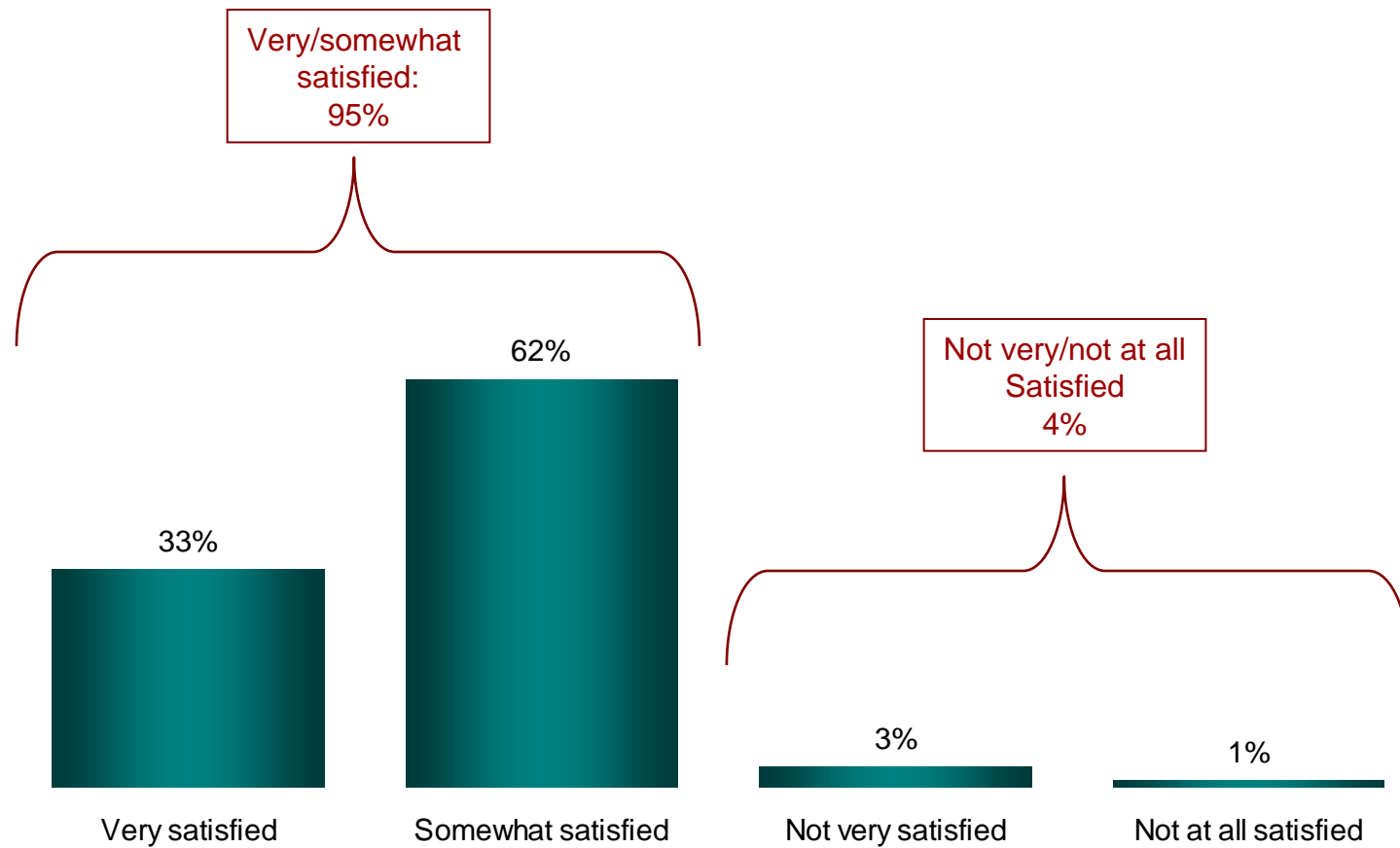


Service Assessment



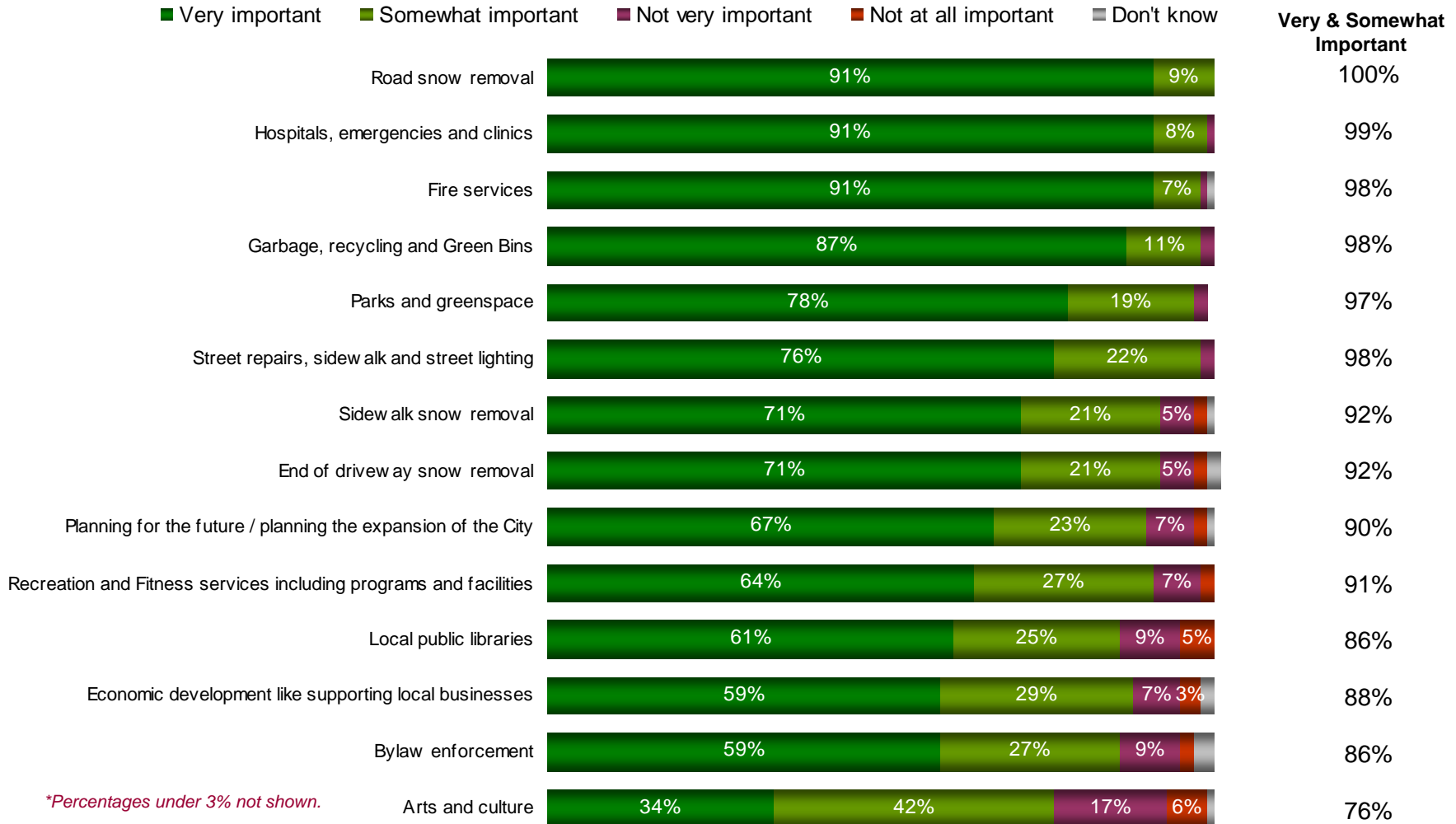


Overall Satisfaction with Services





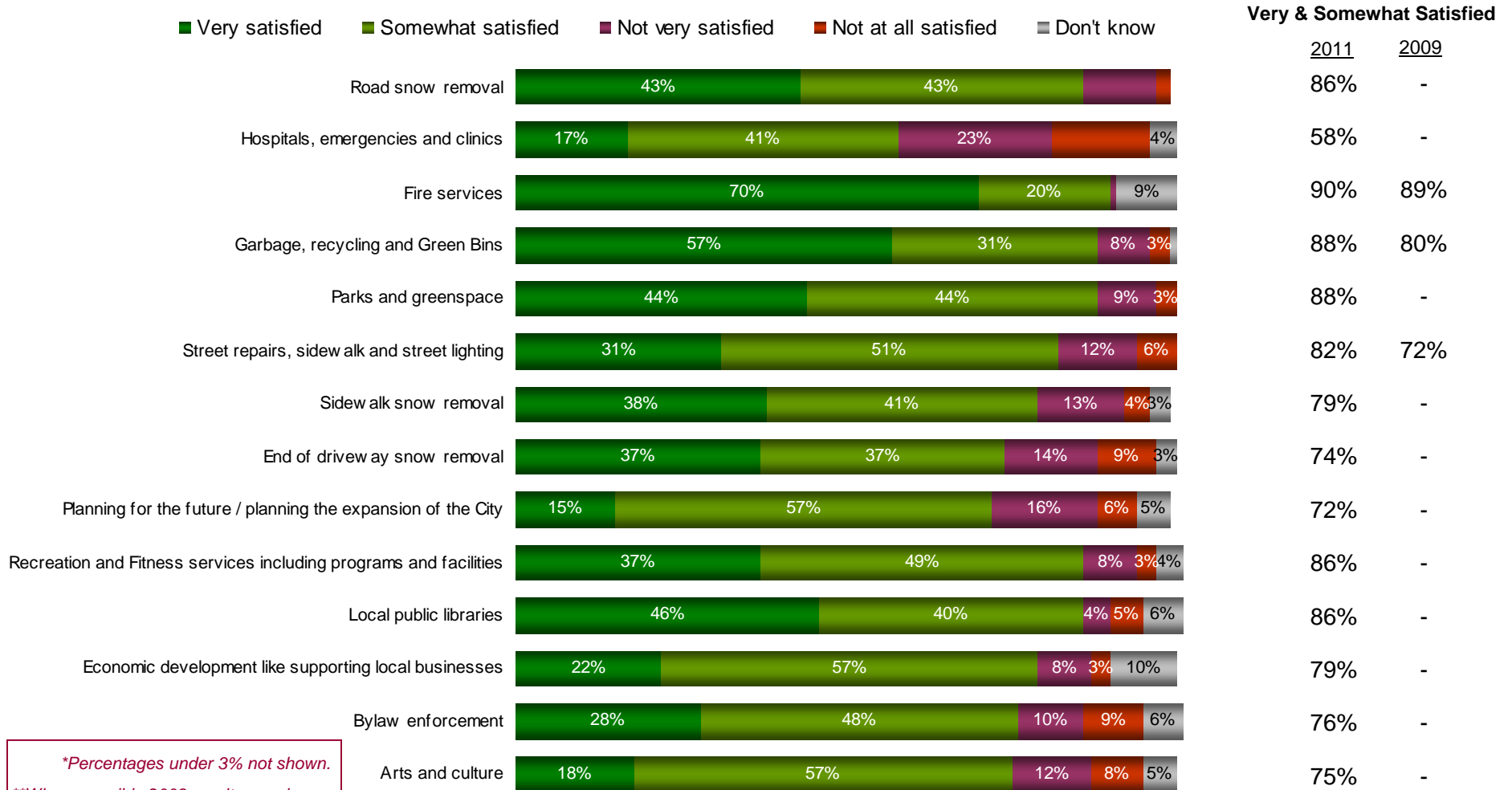
Importance of Individual Services



Q5a. Now I'd like to ask you about your perceptions of the job the City of Vaughan is doing in providing services. I will read you a list of services provided by the City of Vaughan and for each I would like you to tell me how important the service is to you and your household. How important is this service to you? Base: All respondents (n=500).



Satisfaction with Individual Services



**Percentages under 3% not shown.*
***Where possible 2009 results are shown.*

Q5b. And based on your personal experience how would you rate the value you and your family receive from each of these services? Are you?
 Base: All respondents (n=500).

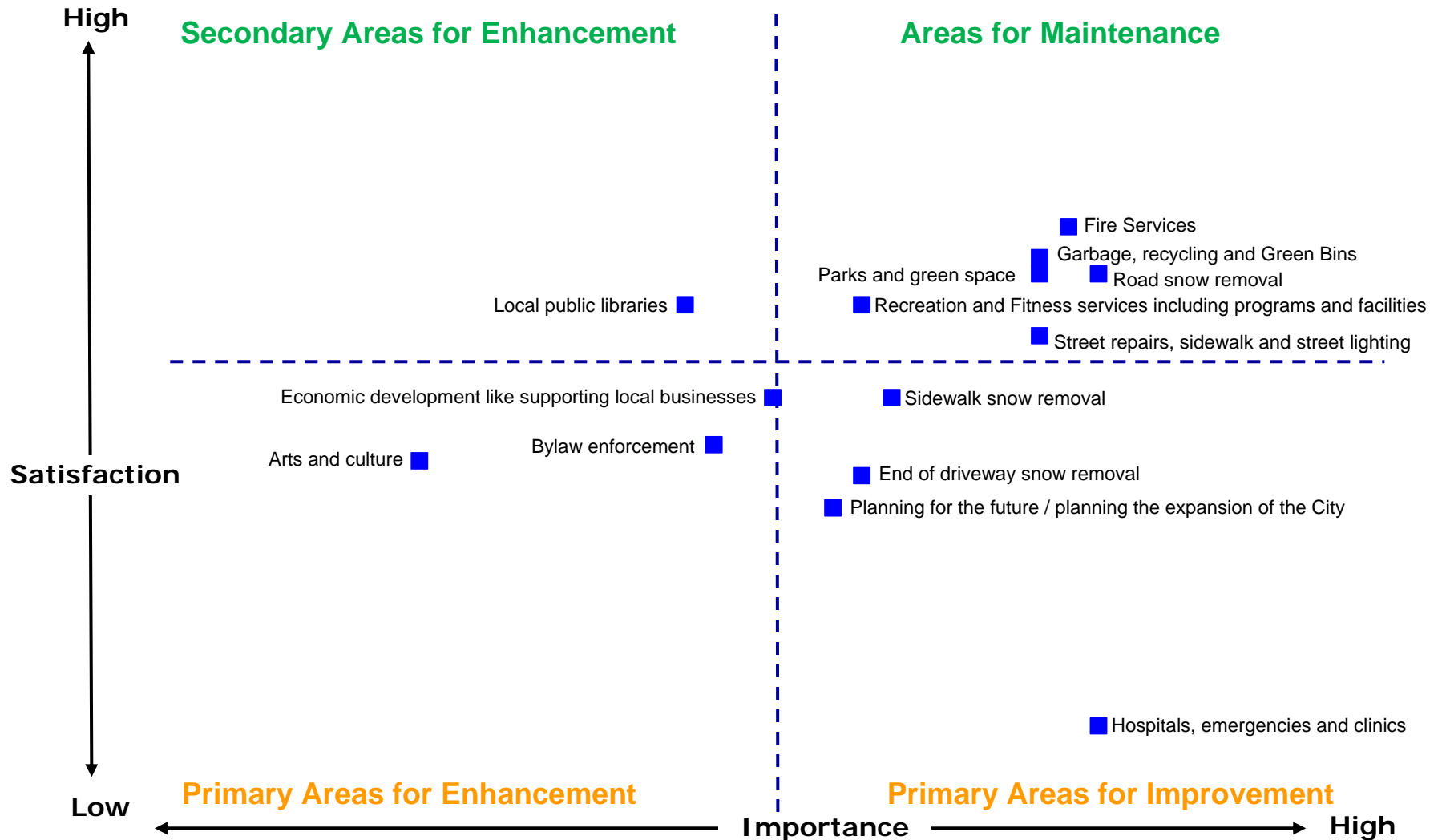


Gap Analysis





Gap Analysis



Please note satisfaction numbers have been recalculated to exclude Don't Know responses



Understanding the Gap Analysis

Areas for maintenance are:

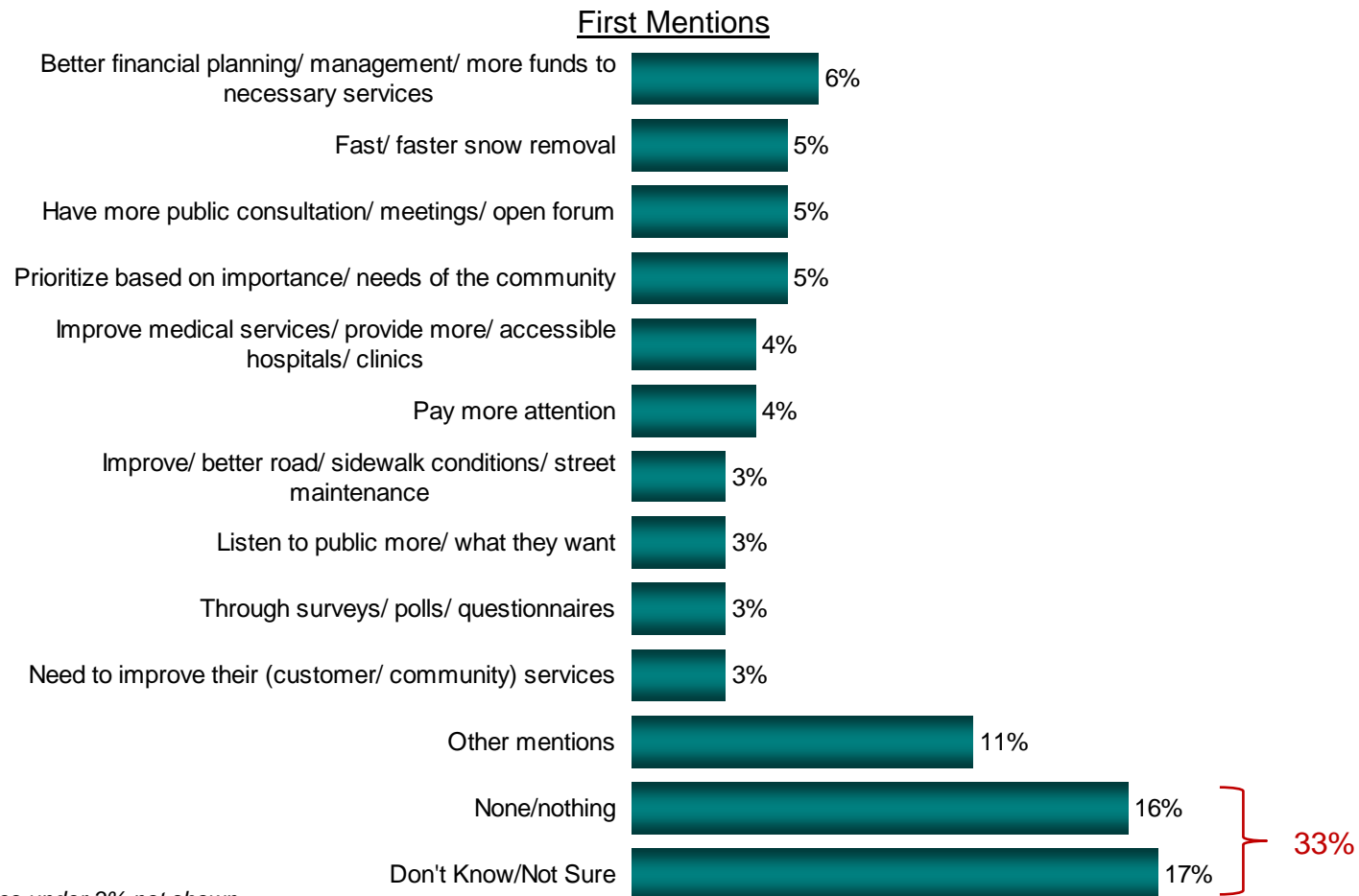
- Fire services
- Garbage, recycling and Green Bins
- Parks and green space
- Road snow removal
- Recreation and Fitness services including programs and facilities
- Street repairs, sidewalk and street lighting

Primary areas for improvement are:

- Hospitals, emergencies and clinics
- Planning for the future / planning the expansion of the City
- End of driveway snow removal
- Sidewalk snow removal



Addressing the Importance and Satisfaction Gap



*Responses under 3% not shown

Q5c. Now thinking about some of the services which you feel are important, but did not give high satisfaction rankings, how should the City most effectively address the difference between importance and satisfaction? Are there any others? Base: All respondents (n=500).

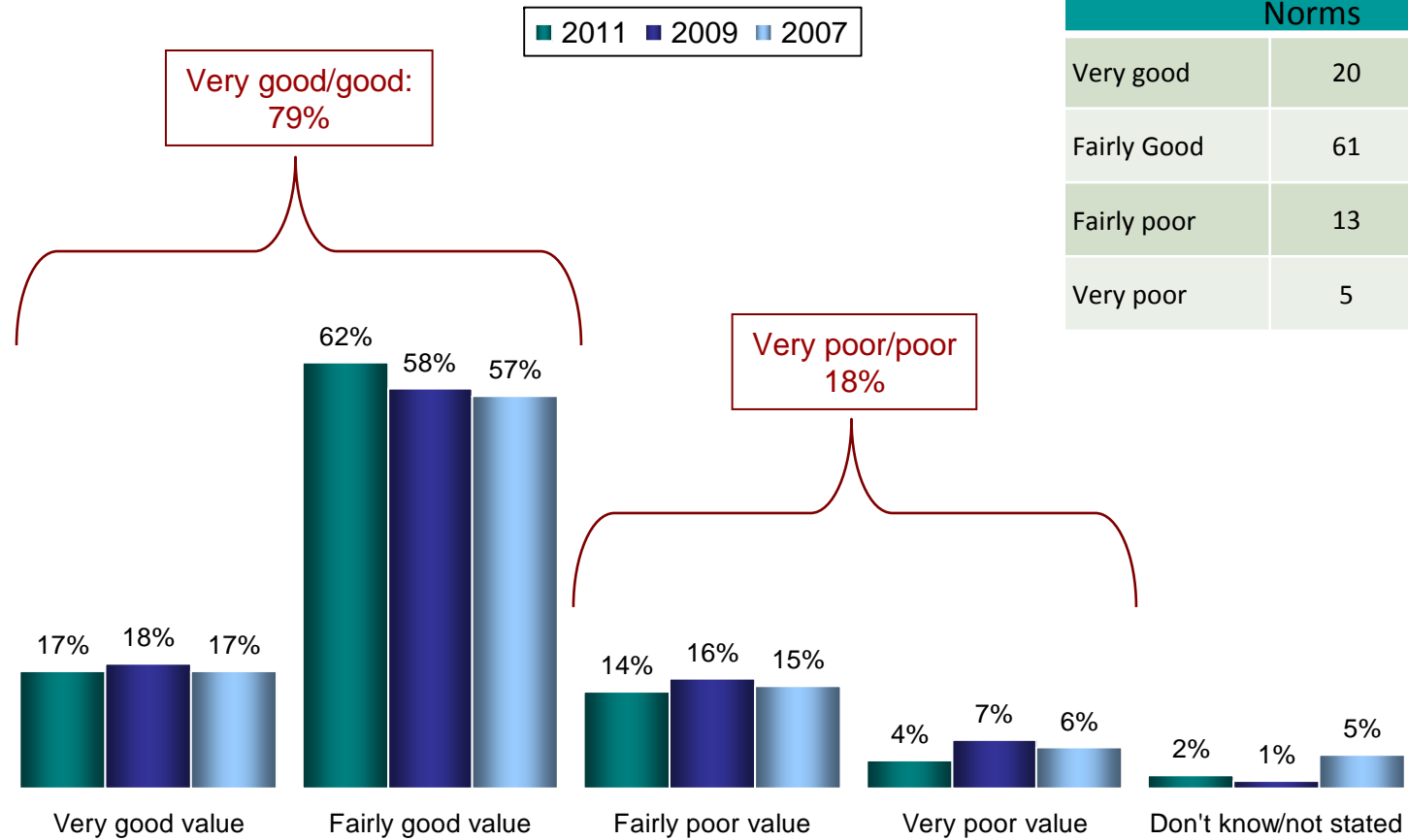


Taxes and Service Costs





Value for Tax Dollars



Value for Tax dollar National Norms		
Very good	20	81
Fairly Good	61	
Fairly poor	13	18
Very poor	5	

Q6. Thinking about all of the programs and services you receive from The City of Vaughan, would you say that overall you get good value or poor value from your tax dollars? Is that very or fairly good/poor value? Base: All respondents 2011 (n=500); 2009 (n=300); 2007 (n=300).



Tax Value Linked to Service Satisfaction

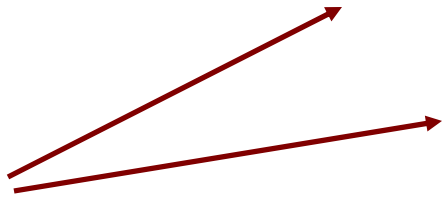
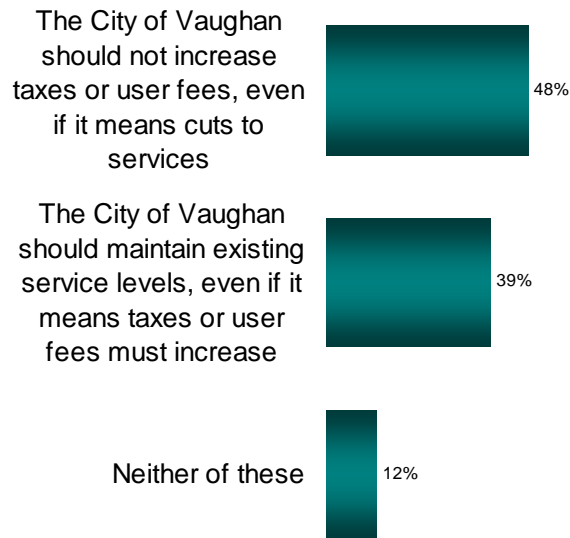
	Total	Satisfaction With City Services			
		Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not at all Satisfied
	n=500	n=167	n=311	n=14**	n=7**
Very good value	20%	40%	6%	-	-
Fairly good value	64%	54%	70%	14%	
Fairly poor value	13%	4%	17%	64%	43%
Very poor value	1%	1%	4%	21%	57%
Don't know	2%	1%	3%	-	-

* Caution should be used when interpreting data with small base sizes.

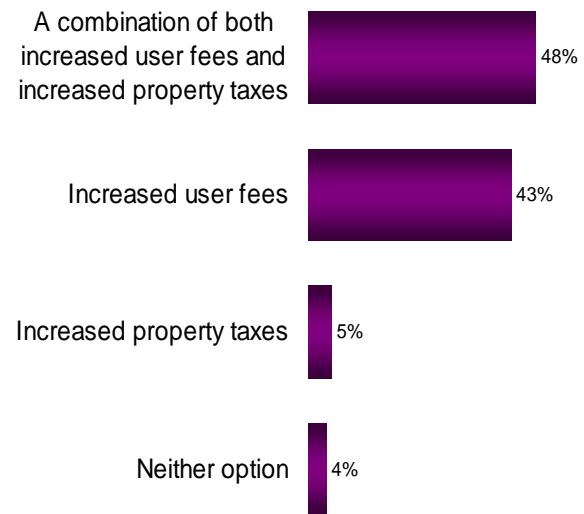
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Balance of Taxation and Services



Preferred Method to Cover Increased Costs



	2009		2007	
Cut services to maintain current tax level	24%	45%	26%	40%
Cut services to reduce taxes	21%		14%	
Increase taxes to enhance or expand services	11%	26%	13%	32%
Increase taxes to maintain services at current level	15%		19%	
None	23%		23%	
Don't know	6%		5%	

National Norms		
Cut Services to maintain current tax level	22	32
Cut services to reduce taxes	10	
Increase taxes to enhance or expand services	21	55
Increase taxes to maintain services at current level	34	

Q16. Which of the following comes closest to your own point of view? Base: All respondents (n=500). (Change in 2011 question wording)

Q17. If maintaining service levels meant an increased cost to provide these services, which of the following options would you most prefer? Base : answered at Q16: The city of Vaughan should maintain existing service levels, even if it means taxes or user fees must increase (n=194).

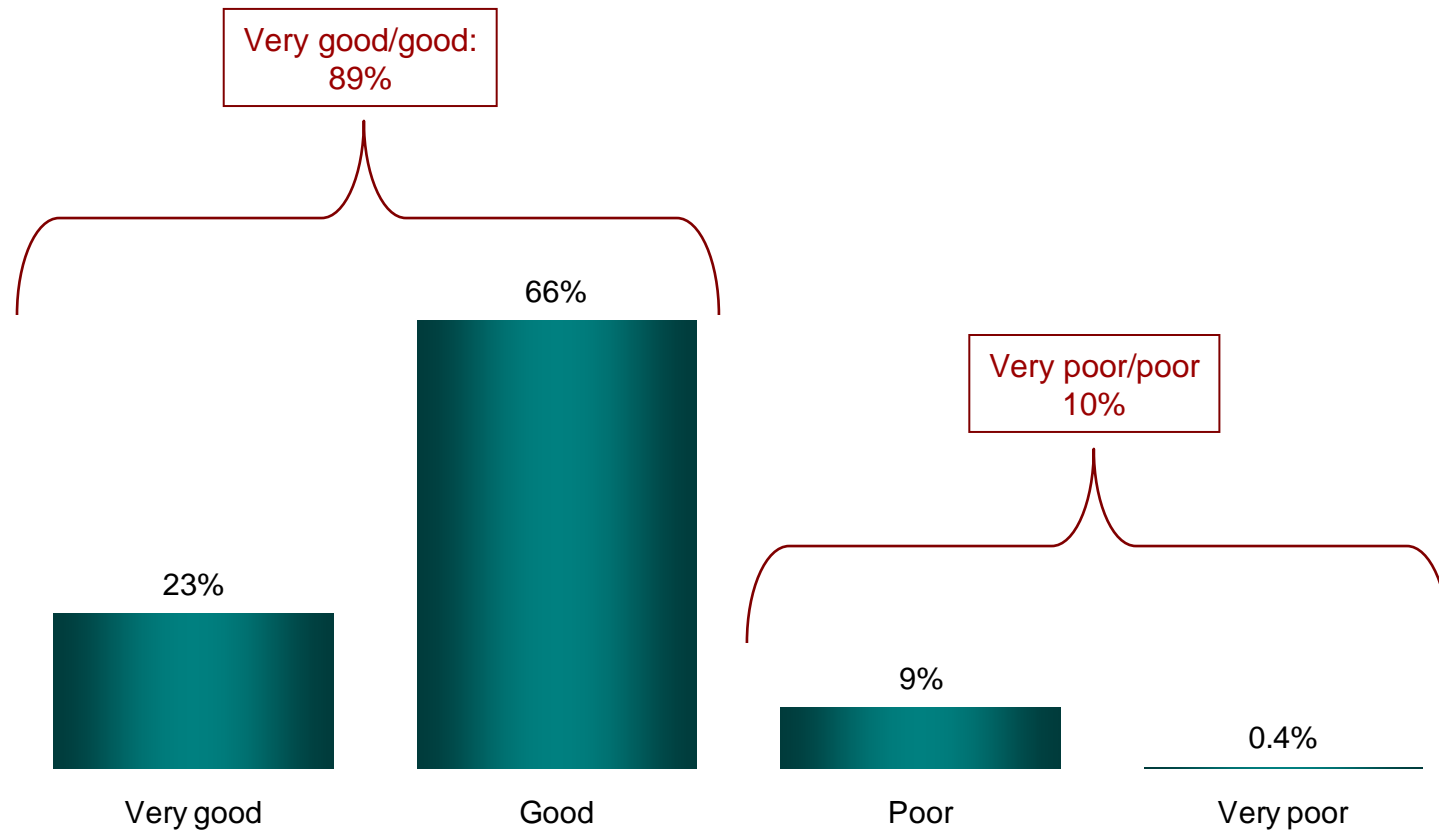


Local Attributes



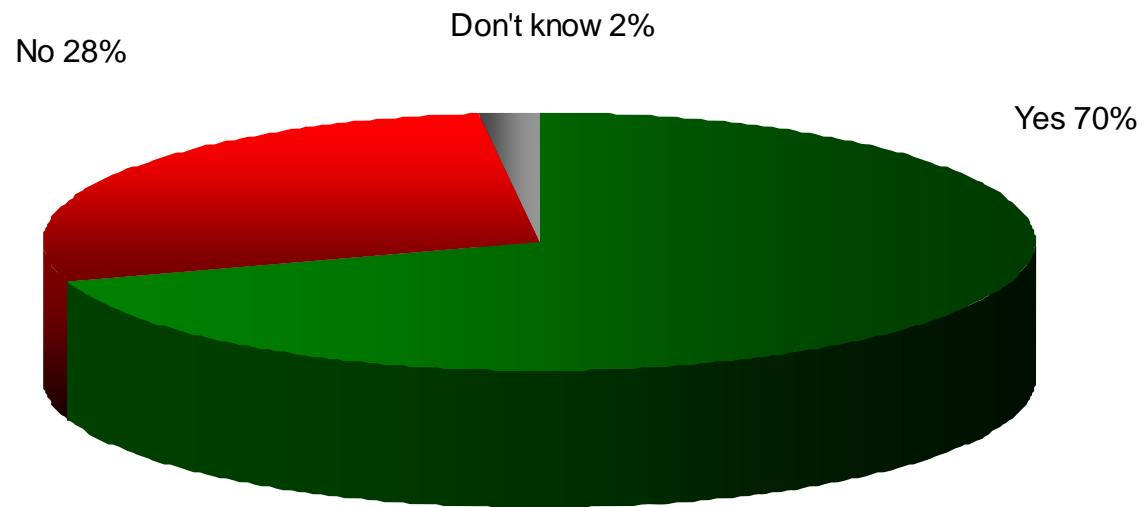


Rating of Physical and Natural Beauty





Arts and Lifestyle Amenities



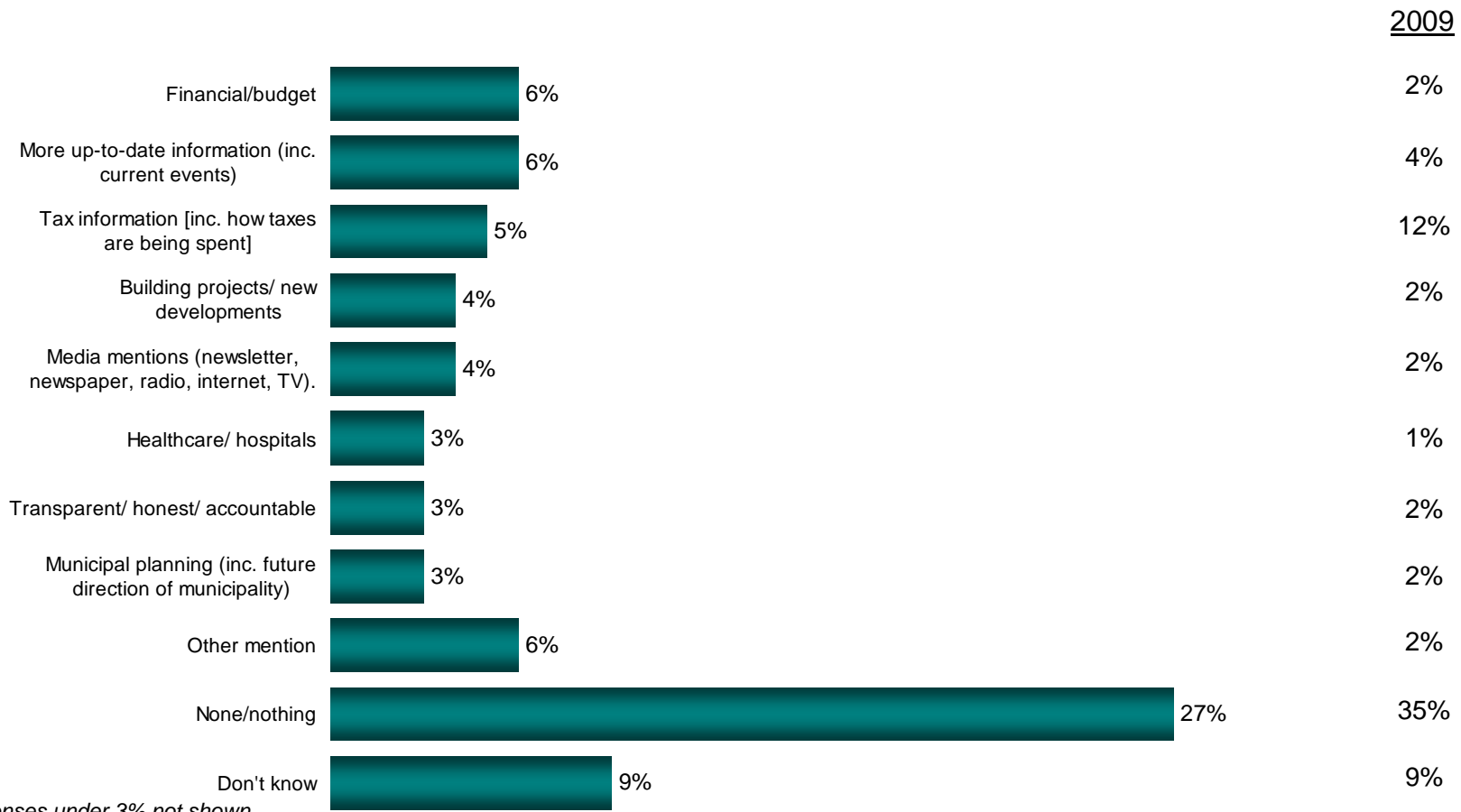


Communications





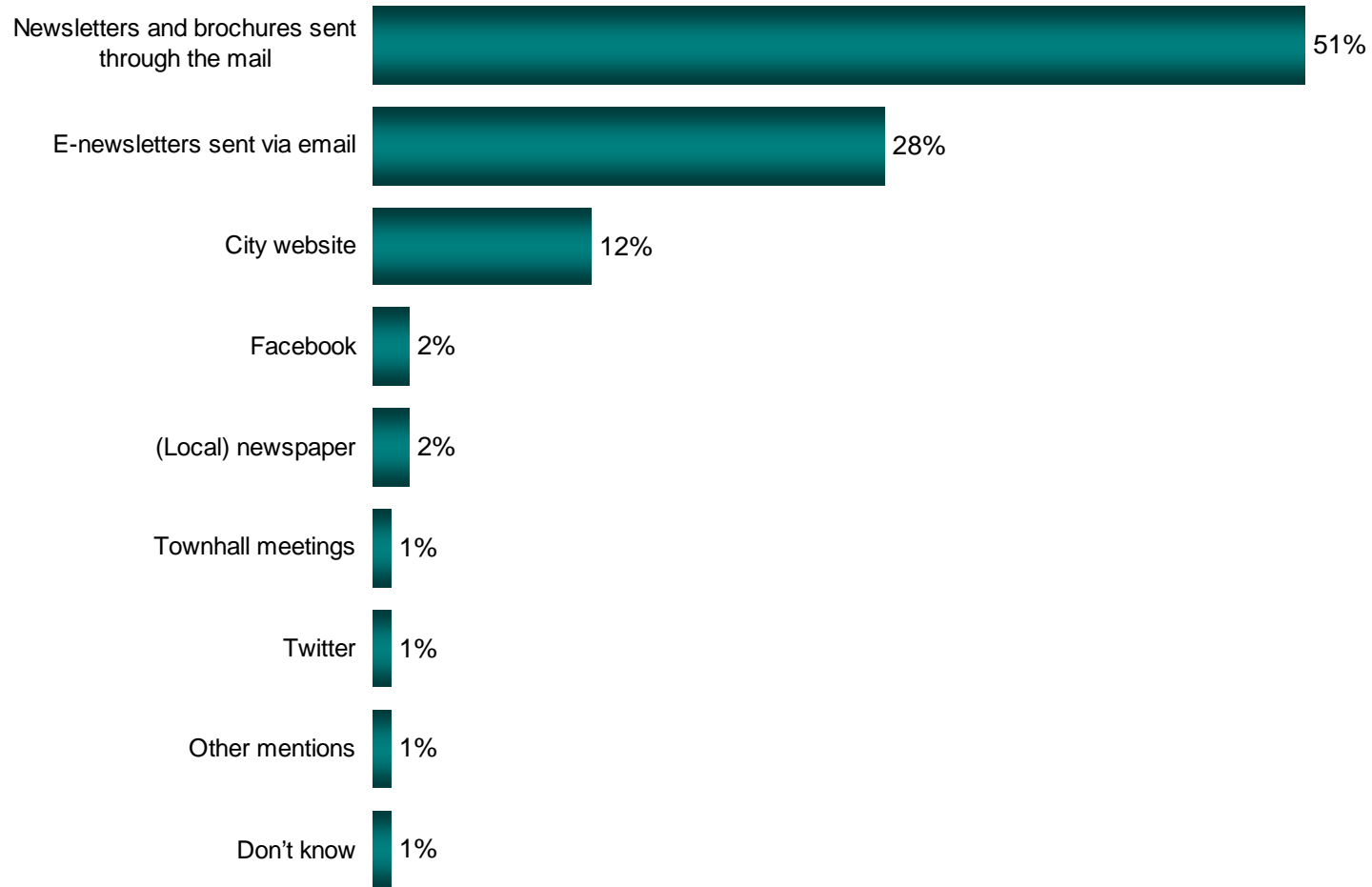
Information Needs



Q9. Thinking about your information needs, what kinds of information do you want The City of Vaughan to provide you with? [RECORD FIRST MENTION] Any others?
 Base: All respondents (n=500).



Preferred Information Source



Q19. How would you most prefer to receive information from The City of Vaughan? Base: All respondents (n=500).



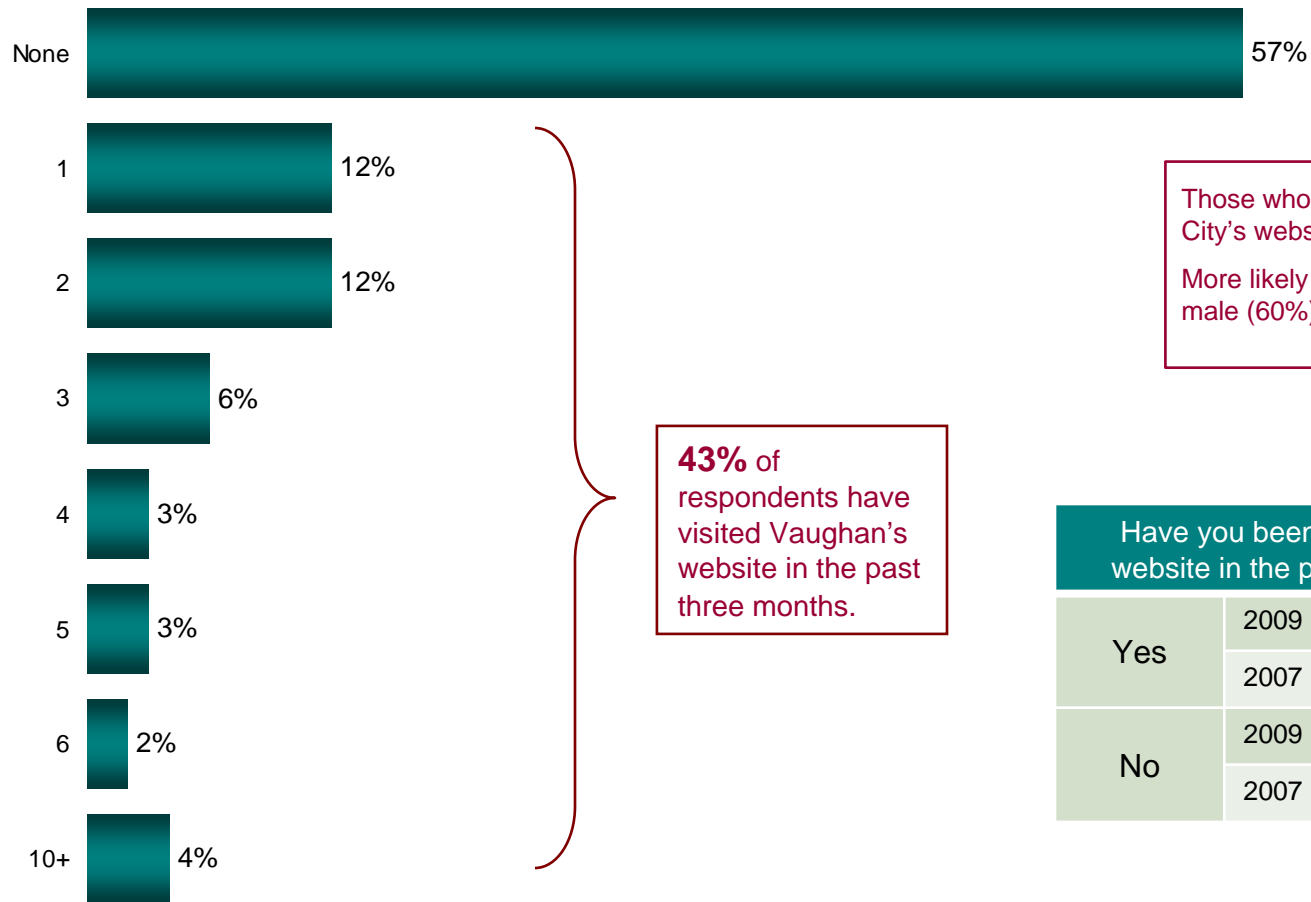
Preferred Information Source by Demographic

	Total	Age			Gender	
		18-34	35-54	55+	Male	Female
	n=500	n=137	n=234	n=129	n=225	n=275
Newsletters and brochures sent through the mail	51%	47%	46%	64%	47%	54%
E newsletters sent via email	28%	30%	33%	17%	27%	30%
City website	12%	12%	15%	9%	16%	10%
Facebook	2%	5%	1%	2%	3%	2%
(Local) newspaper	2%	-	3%	2%	1%	2%
Townhall meetings	1%	1%	1%	1%	1%	1%
Twitter	1%	3%	-	1%	2%	-
Other mentions	1%	2%	1%	1%	1%	2%
Don't know	1%	1%	-	4%	2%	0%

Q19. How would you most prefer to receive information from The City of Vaughan? Base: All respondents (n=500).



Website Traffic



43% of respondents have visited Vaughan's website in the past three months.

Those who have not visited the City's website:
More likely to be 55+ (78%), and male (60%) versus female (55%).

Have you been to Vaughan's website in the past 12 months?		
Yes	2009	48%
	2007	42%
No	2009	52%
	2007	58%



Re-cap

- Residents like living in Vaughan.
- They rate the quality of life and City services highly.
- Managing transportation and growth remains a challenge.
- Residents believe they receive good value for their tax dollars.
- Satisfaction with City services is linked to the perceptions of value for money.
- Residents have clear impressions of what City services need to be maintained, and what need to be enhanced.
- Residents believe the City should hold the line on increased taxes / user fees even if it means service cuts.
- Residents prefer mailed newsletters and brochures, but the desire for web-based communications will only increase.