



# Ipsos Reid



## City of Saint John Citizen Survey - Fall 2010

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## TABLE OF CONTENTS

	PAGE
<b>TABLE OF CONTENTS.....</b>	<b>1</b>
<b>EXECUTIVE SUMMARY.....</b>	<b>2</b>
<b>BACKGROUND AND INTRODUCTION.....</b>	<b>4</b>
<b>DETAILED STUDY FINDINGS .....</b>	<b>6</b>
RESIDENT VERSUS SAMPLE PROFILE .....	6
CITIZEN SURVEY SAMPLE PROFILE BY WARD .....	7
LOCAL ISSUES OF CONCERN .....	10
QUALITY OF LIFE IN THE CITY OF SAINT JOHN .....	11
CITY OF SAINT JOHN IMAGE ATTRIBUTES .....	13
MUNICIPAL PROGRAMS AND SERVICES .....	16
MUNICIPAL GOVERNMENT PERFORMANCE.....	22
MUNICIPAL STAFF PERFORMANCE .....	23
OVERALL MUNICIPAL PERFORMANCE.....	24
PERCEIVED VALUE OF MUNICIPAL TAX DOLLARS .....	26
PERCEPTIONS OF CITY STAFF .....	27
COMMUNICATION WITH CITIZENS .....	29
SAINT JOHN INSIGHT MAGAZINE .....	31
<b>Appendix A – Survey Questionnaire .....</b>	<b>31</b>
<b>Appendix B – Data Tables .....</b>	<b>41</b>

## EXECUTIVE SUMMARY

Residents of the City of Saint John continue to hold the opinion their overall quality of life in the City is good. There appears to be a consensus among citizens that the quality of life in the City has not changed much over the past few years. While there are certainly areas of concern which require attention, for the most part, residents living in the City appear to be content with the overall quality of their life.

Saint John residents are proud of their City and believe it is a great place to raise a family. They are also of the opinion the City is a place where residents can feel safe and secure in their home and see Saint John as a City which is diverse in culture and rich in arts. Residents clearly take pride in living in the City and believe it has many unique and appealing characteristics to both residents and visitors to the City. Perceptions in these areas are very consistent with those of residents living in other municipalities across Canada. Residents in Saint John are more likely than those living in other municipalities to be of the opinion the City is an attractive destination for tourists.

The condition and maintenance of the roads as well as clean, safe drinking water and wastewater treatment continue to be the leading issues which residents believe need the attention of local leadership. Tax issues, fiscal management and budget are also areas of concern for residents. Primary concerns of residents are generally consistent across all wards and demographic sub-groups indicating these are key issues for all residents.

While overall, citizens tended to have positive perceptions about the City in many areas, the future economic outlook is one area where citizen attitudes appear to have weakened in the past year. “Saint John is a community with a bright future” and “Saint John has a vibrant and healthy economy” were both areas where residents expressed much more optimism in 2009. This year, we see a noticeable decline in the level of agreement with both of these statements. While we can not be certain of what specifically is leading to the weaker outlook in these areas, there are likely a number of factors contributing to this change in perception. There were numerous key economic activities in the private sector planned for Saint John in 2009, some which were cancelled or postponed during the past year and this can certainly change the economic outlook.

Providing recreational activities is another area where the City continues to fall below the Ipsos municipal norm as many citizens indicated they do not agree that “Saint John offers many recreational opportunities”.

The City appears to be improving in the delivery of various municipal programs and services as levels of resident satisfaction for a number of programs and services are increasing. Wastewater treatment, stormwater management, snow removal and sidewalk maintenance were all service areas where satisfaction levels increased when compared to 2009. Emergency services such as Fire and Police and Sanitation Services (Garbage/Compost Collection) are all areas where residents continue to be very satisfied with the City’s performance.

Traffic flow was as an area where satisfaction levels dipped in 2010. This was not surprising given the active road construction season in the City over the summer and through to early fall. This was a concern in particular among residents in Ward 1 (West) who were affected by road/bridge work for an extended period this past year.

Key priorities for residents remain relatively unchanged from 2009. Essential services such as drinking water and emergency services such as Fire and Police typically rank at the top of the list in regards to important municipal services or programs. While there are some relatively minor changes in terms of what residents think are important, overall the areas which residents think are very important to them remain much the same as do those areas which residents tend to rate as being of somewhat less importance.

When looking at the areas which should be priorities for the City, it is important to look at the areas that rank high on importance and where citizens indicated lower levels of satisfaction in the delivery of the service. The programs and services the City should work to build and strengthen in the coming year include sidewalk maintenance, snow removal, wastewater treatment, drinking water and road maintenance.

Residents continue to be more critical of Common Council's performance than others across the country, based on the Ipsos municipal norm. Almost half of all citizens disapprove to some degree with the performance of the current council and very few strongly approve of their performance.

Residents had slightly more positive perceptions in regard to the performance of City staff. Overall three-in-four residents rated the performance of the City staff as good (very or somewhat). Residents in Saint John are more critical of City staff performance compared to residents in other municipalities across Canada.

While perceptions in regards to both Staff and Common Council are weaker among residents compared to other municipalities, the overall performance of the City is strong in terms of promoting tourism, ensuring a safe and caring community, preserving the City's heritage and promoting and supporting arts and culture. Two areas of performance which were notably lacking by residents in Saint John were "supporting a strong economy with different kinds of business" and "providing the best services it can with the money it has".

The Saint John Insight Magazine, a publication of the City distributed three times a year to all residents, is clearly capturing the attention of residents throughout the City. Recall of the magazine is high with six-in-ten residents overall who recall receiving the magazine in the past year. Perceptions of the magazine are strong with 65% of all residents rating it as being a good/very good/excellent source of information about the City of Saint John.

In summary, the 2010 Citizen Survey has once again identified residents' areas of concern and highlighted specific priorities in terms of municipal programs and services. By concentrating on the areas deemed by residents to be priorities and communicating the actions being taken to move forward on these specific items, overall satisfaction levels will continue to improve among residents of the City of Saint John.

## BACKGROUND AND INTRODUCTION

Ipsos Reid is pleased to present the City of Saint John with detailed findings from the Fall Citizen Survey conducted with residents in September 2010. This is the second year the annual Citizen Survey has been conducted and where appropriate, 2010 results will be compared with 2009 to evaluate performance and progress, over the past year.

The Citizen Survey first conducted in the Fall of 2009 provides a benchmark for future annual surveys. The primary purpose of the Citizen Survey for Saint John is to understand the needs and concerns of residents and to support a desire for continuous improvement in service delivery. Ipsos Reid understands the principle objectives of the study to be as follows:

- ◆ To determine the level of resident satisfaction with City of Saint John municipal services including areas such as Community Enrichment, Public Safety, Development and Growth, Environmental and Transportation Programs in support of the accountability framework and related performance measures;
- ◆ To understand the community's needs and identify priorities that Common Council should address to improve municipal service; and
- ◆ To measure the progress the City is making towards achieving its sustainability objectives (where appropriate).

Recognizing the initial Fall 2009 Citizen Survey would serve as baseline measurement for the status of citizen satisfaction and guide future service improvement, Ipsos worked with the City of Saint John in the design of the questionnaire in order to ensure the collection of comparable data to support the desired trend analysis. For the Fall 2010 survey, Ipsos used the questionnaire developed in the Fall of 2009 to measure and evaluate the City of Saint John's performance and progress since first conducted in 2009.

Having made a commitment to demonstrate accountability for decisions made and results achieved, Common Council adopted an Accountability Framework. One component of this framework is that of performance management. The City of Saint John is working to identify measures that will demonstrate value of service delivery to their residents. Other tools have also been identified to help the City meet its accountability objectives and include citizen satisfaction surveys.

The Fall 2010 Citizen Survey included the following topics of current interest to many municipal governments:

- ◆ **Citizen Communications** – Determine how satisfied residents are with the City of Saint John's communication with them? What information are residents interested in receiving from the City?

- ◆ **Perceptions of Local Government** – Explore how citizens rate the performance of City staff and Council, both overall and in specific areas such as accountability, openness, responsiveness, etc. What areas are citizens most satisfied with? What areas need improvement?
- ◆ **Funding and Financing** – Gauge how satisfied residents are with the value of their property tax dollars?

**Municipal Norms** In addition to looking at the Fall 2010 survey results in comparison to the baseline measures established in 2009, we believe another valuable means to assess performance is to compare results from the City of Saint John study with those of other municipalities across Canada. Ipsos Reid’s extensive experience working with municipalities has enabled us to develop a database of municipal norms for key questions such as top-of-mind issues, quality of life, importance and satisfaction ratings for municipal services, value for taxes, and communications. We will utilize our municipal norms as part of this report, thereby providing valuable context, added insight, greater depth of analysis and additional benchmarks against which to evaluate the City of Saint John’s performance.

### **Questionnaire Design**

Based on the objectives of the research as defined at the outset of this research study, Ipsos Reid developed a survey questionnaire which was primarily based on the Ipsos Reid municipal norm database of questions. The 2010 survey involved minor modifications but was primarily based on the survey created in 2009.

The survey questionnaire consisted of a series of forced-choice and open-end questions and averaged 25 minutes in length. As the vast majority of questions were drawn from the Ipsos Reid municipal norm database, the questions were generally standardized in order to provide the basis for comparing results with the municipal norms from across Canada.

### **Data Collection**

For the Fall 2010 Citizen Survey telephone interviews were conducted by Ipsos Reid, from September 20<sup>th</sup> to September 28<sup>th</sup>, 2010 with 800 residents of the City of Saint John. The overall sample was distributed evenly across the City on the basis of ward residency (as determined by self-report). It should be noted that not all survey respondents were willing or able to identify the ward in which they lived, as a result the size of the sample by ward does not add up to the total City of Saint John sample size.

	<b>Sample Size</b>	<b>Margin of Error</b>	<b>Confidence Interval</b>
<b>City of Saint John</b>	<b>800</b>	<b>+3.5%</b>	<b>95% (19 times out of 20)</b>
<b>Ward 1 – West</b>	<b>194</b>	<b>+7.1%</b>	<b>9%</b>
<b>Ward 2 – North</b>	<b>205</b>	<b>+7.1%</b>	<b>16%</b>
<b>Ward 3 – Central/South</b>	<b>197</b>	<b>+7.1%</b>	<b>18%</b>
<b>Ward 4 – East</b>	<b>201</b>	<b>+7.1%</b>	<b>20%</b>

While the overall margin of error is plus or minus 3.5% for the total sample of resident's City wide, it increases to plus or minus 7.1% when results are considered on an individual ward basis.

## DETAILED STUDY FINDINGS

This section of the report will provide an in-depth review of the overall study findings from the 800 telephone interviews conducted with residents of the City of Saint John in September 2010. The findings will also be compared to the baseline study conducted in Fall of 2009, as well as, Ipsos Reid's municipal norms where appropriate.

### ***Resident versus Sample Profile***

Ensuring participants in the Citizen Survey are reflective and representative of the population of the City of Saint John is an important initial step in this research study. By comparing census based statistics for characteristics such as age and gender with participants in this 2010 Fall Citizen Survey, we are able to assess the extent to which the sample is representative of the population under study – that being citizens of the City of Saint John (18 years of age and older)

	<b>Citizen Survey Saint John Residents (n=800)</b>	<b>2006 Census Statistics Canada (City of Saint John)</b>
<b>Age</b>		
<b>18 to 24 years</b>	<b>9%</b>	<b>9%</b>
<b>25 to 34 years</b>	<b>16%</b>	<b>16%</b>
<b>35 to 44 years</b>	<b>19%</b>	<b>18%</b>
<b>45 to 54 years</b>	<b>20%</b>	<b>20%</b>
<b>55 to 64 years</b>	<b>15%</b>	<b>15%</b>
<b>65 years or older</b>	<b>21%</b>	<b>21%</b>
<b>Gender</b>		
<b>Male</b>	<b>45%</b>	<b>45%</b>
<b>Female</b>	<b>55%</b>	<b>55%</b>

Quota sampling is one method often utilized to encourage sample representation in a random telephone survey. As illustrated in the table above, the sample for this study may be considered to be generally reflective of the population of the City of Saint John in terms of both age and gender distributions. While there is a range of variation in some age categories of between 1% and 3%, post hoc weighting has also been used to balance age and gender proportions overall.

City of Saint John	Sample	Percent	Population	Percent
	800	100%	66,256	100%
Ward 1 – West	194	24%	16,031	24%
Ward 2 – North	205	26%	16,584	25%
Ward 3 – Central/South	197	25%	16,434	25%
Ward 4 – East	201	25%	17,247	26%

Additionally, based on information provided by the City of Saint John and presented above, the population of the City is fairly evenly spread across each of the four municipal wards. As a result, the distribution of the sample by ward for this Study is also deemed to be generally reflective of the actual distribution of residents on this same basis (i.e. by ward) and no additional weighting was required in this regard (based on ward).

### ***Citizen Survey Sample Profile by Ward***

As part of the survey sample evaluation in 2009, the sample was reviewed on a ward by ward basis and profiles were created to reveal unique characteristics by communities within the City. Similar to the approach adopted in 2009, by breaking down the survey sample by ward and reviewing the age and household characteristics as well as other demographic information such as education and household income provides insight into some of the differentiating characteristics of each ward in the City.

	Total (n=800)	Ward 1 (West) (n=194)	Ward 2 (North) (n=205)	Ward 3 (Central) (n=197)	Ward 4 (East) (n=201)
<b>Age</b>					
18 to 24 years	9%	5%	13%	8%	10%
25 to 34 years	16%	13%	13%	23%	15%
35 to 44 years	19%	23%	19%	17%	18%
45 to 54 years	20%	20%	20%	17%	23%
55 to 64 years	15%	15%	16%	14%	15%
65 to 74 years	12%	14%	10%	13%	12%
75 years or older	9%	10%	8%	10%	7%
<b>Gender</b>					
Male	45%	51%	42%	41%	47%
Female	55%	49%	58%	59%	53%

Results in 2009, were very consistent with results to 2010 in regards to sub-demographic breakdown by ward.

In reviewing the age distribution of residents by ward it appears that Ward 1 (West) continues to have the fewest residents under 35 years of age compared to the other municipal Wards. Ward 1 and Ward 3 appear to have a higher proportion of residents over the age of 65, as well. The proportion of the sample in each ward that is male (or female) remains fairly close to the overall City profile with some minor variances evident. For example, Ward 1 (West) appears to have more males than does Ward 2 (North) and Ward 3 (South/Central) as one notable variation.

	Total (n=800)	Ward 1 (West) (n=194)	Ward 2 (North) (n=205)	Ward 3 (Central) (n=197)	Ward 4 (East) (n=201)
<b>Household Size</b>					
1 Person	18%	16%	22%	25%	11%
2 People	39%	34%	38%	41%	45%
3 People	19%	24%	16%	20%	19%
4 Or More	23%	26%	24%	15%	26%
<b>Have Children in Household (18 Years of age or Younger)</b>					
Yes	39%	43%	40%	37%	37%
No	61%	58%	60%	63%	62%

In reviewing the ward profiles on the basis of household size and presence of children (under 18 years in the home) it appears that there are more single person households in both Ward 2 (North) and Ward 3 (South/Central) than in Ward 1 (West) or most notably Ward 4 (East). These results are very similar to the household size breakdown from 2009. In terms of the presence of children in the home, residents in Ward 3 (South/Central) are the least likely to have children in the home while those living in Ward 2 (West) are most likely to have children at home 18 years of age or younger.

	Total (n=800)	Ward 1 (West) (n=194)	Ward 2 (North) (n=205)	Ward 3 (Central) (n=197)	Ward 4 (East) (n=201)
<b>Homeownership</b>					
Yes	67%	82%	62%	50%	76%
No	30%	15%	32%	50%	21%

As noted in the 2009 Citizen survey results, in terms of home ownership, there is a much wider range of variance noted here than on any other demographic or socio-economic characteristic. With over three-quarters of residents in Ward 1 (West) and almost as many in Ward 4 (East) reporting they own their home compared to only 62% in Ward 2 (North) and just half of those in Ward 3 (South/Central) reporting ownership of their home, it is clear that this continues to be one distinguishing characteristic among wards.

Household income continues to be another area where there are some variances noted among ward residents. Consistent with the higher levels of home ownership, there is also a notably higher level of household income among residents living in Ward 1 (West). Similar to the pattern we saw emerge in 2009, the same can not be said for residents in Ward 4 (East) which also had higher levels of home ownership however household incomes are more moderate. The lowest levels of household income are evident in Ward 3 (South/Central). Residents in Ward 2 (North) have a mix of higher and lower incomes. This may be a result of the varying communities encompassed in Ward 2.

	Total (n=800)	Ward 1 (West) (n=194)	Ward 2 (North) (n=205)	Ward 3 (Central) (n=197)	Ward 4 (East) (n=201)
<b>Income Levels</b>					
Less than \$90,000	64%	55%	60%	76%	67%
\$90,000 and over	20%	29%	26%	11%	17%
Don't Know/Refused	16%	16%	15%	14%	17%

In comparing the educational attainment of residents living in each Ward who participated in the Citizen Survey, we see similar results to 2009 with more university graduates living in both Wards 1 and 2 than there are living in either Wards 3 or 4.

	Total (n=800)	Ward 1 (West) (n=194)	Ward 2 (North) (n=205)	Ward 3 (Central) (n=197)	Ward 4 (East) (n=201)
<b>Educational Attainment</b>					
Completed high school or less	31%	29%	31%	37%	29%
Some post secondary or completed a college diploma	40%	32%	37%	41%	47%
Completed university degree or post-grad degree	28%	38%	32%	21%	22%

While the primary purpose of profiling residents in each Ward is to demonstrate the broad range of people who live in the City that participated in the Citizen Survey, it is also interesting to develop a profile of each Ward to encourage understanding of some of the specific resident needs and concerns which are more unique to those living in specific communities within the City.

For example, one can draw broad conclusions based on the profiles as follows with regard to each municipal ward in the City:

**Ward 1 (West):** Residents tend to be middle-aged and older, living in their own homes with higher levels of household income, higher levels of reported education beyond high school; there are fewer one person households among residents living in Ward 1 and more likely to have children living in the homes.

**Ward 2 (North):** Slightly younger residents living in Ward 2 (one in four under 35 years of age), with a higher proportion living in single-person households, slightly more likely to have children in the home, there are slightly more females as well living in Ward 2 with moderate levels of home ownership; household incomes are varied with a combination of lower and higher incomes and while there is a reasonably high proportion of residents with university education, there are as many with only high school or some post-secondary education; this is truly a diverse ward in terms of demographic characteristics.

**Ward 3 (South/Central):** Residents living in the South/Central Ward are among the City's youngest with three in ten under 35 years of age, the households are smaller and there is a higher proportion of females living in this ward; there is a higher proportion of residents in this ward who rent than in any other part of the City and household incomes and education levels tend to be lower than average for the City overall.

**Ward 4 (East):** Residents in Ward 4 mirror the City closet overall in terms of age distribution however there are definitely fewer single person households in Ward 4 compared to the other wards in the City, there is a higher percentage of residents who own their home in Ward 4 with education being somewhat lower than the City overall and household incomes pretty much on average with the City as a whole.

### Local Issues of Concern

All residents participating in the Citizen survey were asked to offer their opinion as to what they believed to be the **most important local issue** facing the City today, which is the one issue they believe, should receive the greatest attention from their local leaders?

	Total (n=800)	Ward 1 (West) (n=194)	Ward 2 (North) (n=205)	Ward 3 (Central) (n=197)	Ward 4 (East) (n=201)
<b>Most Frequently Mentioned Local Issues (Total Mentions)</b>					
Infrastructure (roads)	19%	20%	20%	19%	17%
Water/ sewer	16%	22%	16%	13%	15%
Tax issues	12%	13%	14%	7%	14%
Fiscal management/ budget	6%	8%	2%	6%	7%
Employment issues (lack of jobs, outside workers)	5%	3%	3%	8%	7%
Education	2%	3%	4%	2%	2%
Harbor/ wharf issues/ cleanup	2%	3%	1%	5%	1%
Poverty issues	2%	1%	4%	5%	0%
Police Department issues (staffing, new station/ Peel Plaza)	2%	3%	2%	3%	3%
Recreation issues/ facilities	2%	1%	2%	3%	4%
Housing/affordable housing	2%	2%	3%	2%	2%

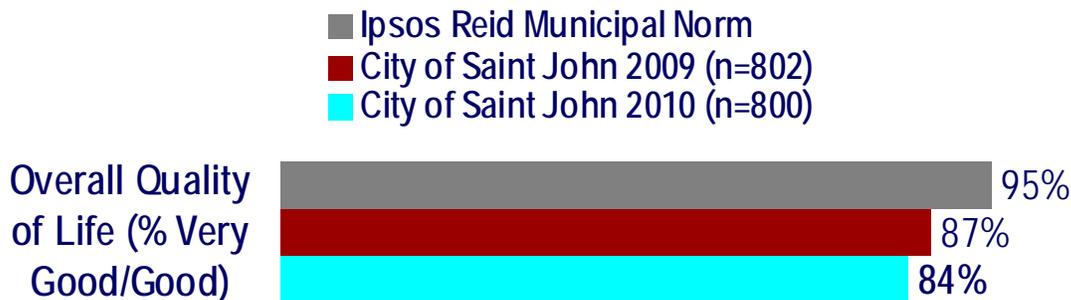
Infrastructure (condition of roads) continued to lead the list in terms of mentions among City residents. However, it was not the leading concern in all Wards, with water/sewage

topping the list of concerns among residents in Ward 1 (West). Water/sewage was also second on the list for all other citizens in all wards. High property taxes ranked third overall, just ahead of fiscal management and budget related issues. While there was some variance in regards to the issues further down the list of priorities, roads, waters and tax issues continue to be the leading concerns among all residents.

### **Quality of Life in the City of Saint John**

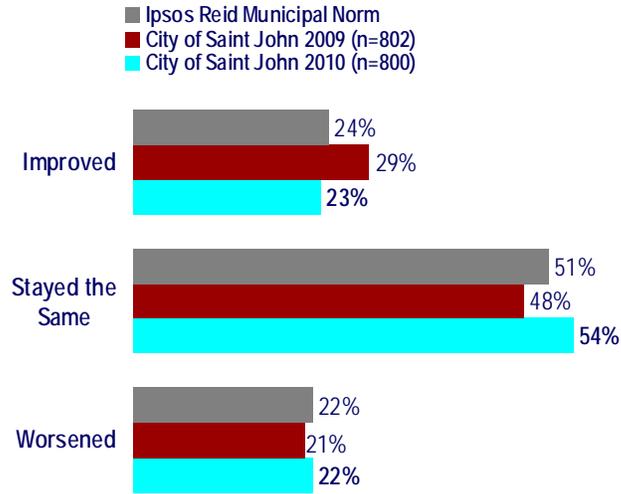
How citizens rate their overall quality of life is one of the areas with which Ipsos Reid is able to provide the City of Saint John with a normative basis of comparison from other Canadian municipalities providing context in which to evaluate or interpret the strength (or weakness) of the City’s own results.

Overall citizen perception in this area remained stable, although softening just slightly (down to 84% from 87% in 2009). While citizen’s perceptions continue to be somewhat lower than the municipal norm, it remains relatively close to the norm of 95% overall.



While one might expect to see variations in the Quality of Life measure among Wards or demographic sub-groups based on age or gender, similar to results in 2009, there is a consistent perception that the quality of life in the City is very good or good with little variation between wards or across key demographic variables. That said, there are a few more citizens in Ward 1 (West) who rated their quality of life as “very good” (19%) when compared to residents in other Wards throughout the City but overall when combining “very good” and “good” there were no variations in opinion in this regard. Similar to 2009, we see a trend among residents living in households with higher levels of household income and education, to be more inclined to rate their quality of life as “very good” but once again, in total, they were no more likely than any others to rate the City as offering a “very good” or “good” quality of life.

### Past 3 Year Trend – Quality of Life



Opinions as to whether the quality of life has improved, stayed the same or worsened over the past three years, also appears to be fairly consistent with 2009 results and the municipal norms.

Over half (54%) feel the quality of life in Saint John has remained much the same, up slightly from 2009. The number of residents who believe the quality of life has in fact improved over the past three years is about the same as those who are of the opinion it has worsened. Residents most inclined to believe the quality of life has improved include younger residents (35% of those under 35 years of age expressed this opinion), residents with higher levels of household income (29% of those living in Households with \$75,000 or more income) or lower levels of income (29% of those living in Households with less than \$30,000) as well as both those residents who have been living in the City for awhile (40% of those living here 6-10 years). Older citizens were slightly more inclined to believe the quality of life had worsened in recent years (30% - 65 years plus).

Among the 23% of residents overall who expressed the opinion the quality of life in the City has improved over the past few years, the main reasons they cited for this improvement included the following (percent on base of 165 residents):

<b>IMPROVED QUALITY OF LIFE</b>	<b>(Base=165)</b>
◆ Better roads .....	11%
◆ More things to do.....	8%
◆ More business development .....	7%
◆ Improved employment.....	7%
◆ Gov't/Council doing better job .....	7%
◆ City is growing .....	6%
◆ Good/better recreation programs .....	5%
◆ Better/more positive outlook.....	4%
◆ More/better retailers/restaurants .....	4%
◆ More environmentally conscious/improvements .....	4%

- ◆ Good/better services ..... 4%
- ◆ More culture/cultural activities ..... 4%

In contrast, among the 22% of residents overall who believed the quality of life in the City had worsened, the main reasons they cited for their opinion were as follows (percent on base of 194 residents):

<b>WORSENERD QUALITY OF LIFE</b>	<b>(Base=195)</b>
◆ Government/mayor/city council issues (poorly run, no leadership) .....	33%
◆ Infrastructure/poor road conditions.....	11%
◆ Tax issues (high tax) .....	10%
◆ Crime issues (drugs/violence) .....	9%
◆ Employment issues (lack of jobs, outside workers etc.).....	5%
◆ Economy/recession .....	4%
◆ High cost of living .....	4%

Additional response categories to both questions, how the quality of life has improved and worsened may be reviewed in the data tables for all those responses which were provided by fewer than 4% of the residents who were asked the specific question.

### ***City of Saint John Image Attributes***

How residents perceive the City in which they live can be very telling in terms of gaining insight to the strengths and weaknesses of the municipality. Citizen’s perceptions of the City in 2010 are quite similar for many image attributes as citizen’s perceptions were in 2009. Perceptions, as well, were in line with residents who live in other municipalities across Canada.

Saint John residents are much like others across Canada in the pride they express living in their city, believing their community to be a great place to raise a family, is a community diverse in culture and rich in arts, an attractive destination for tourists, and a place where residents feel safe and secure.

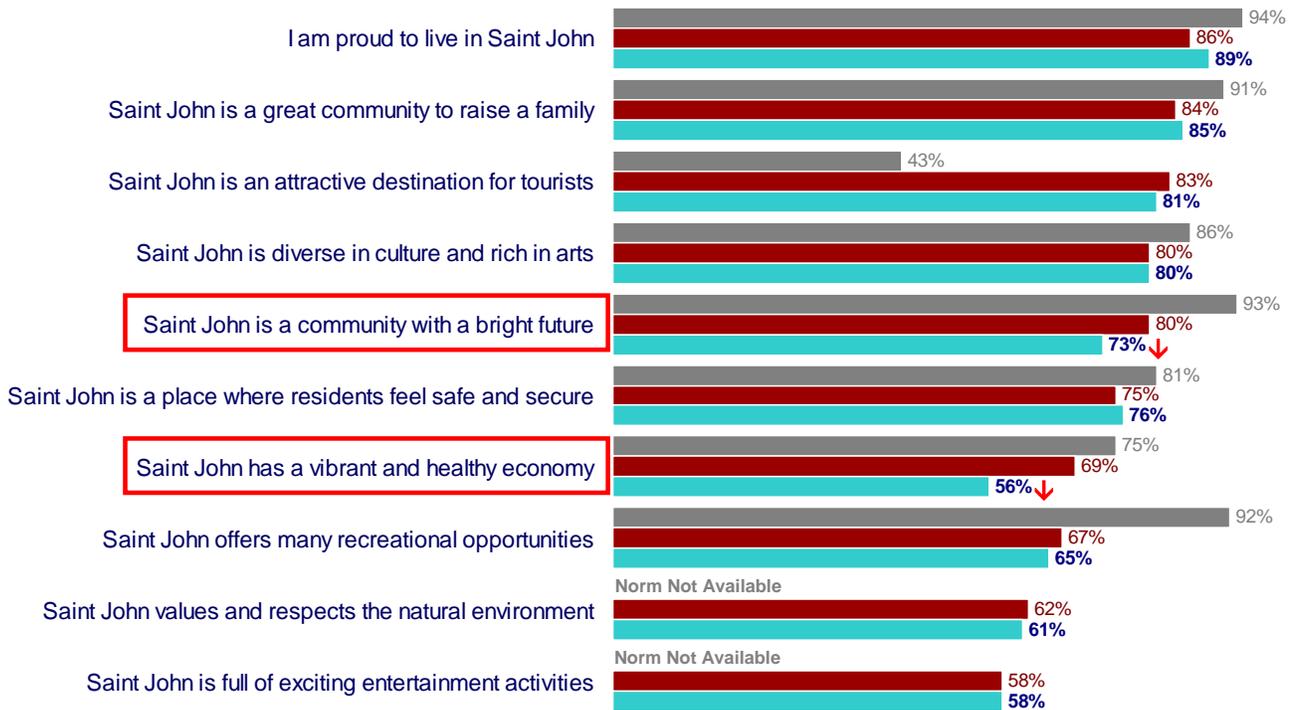
Similar to 2009, the City of Saint John continues to outperform the Ipsos Reid municipal norm in terms of being perceived as an “attractive destination for tourists”. This opinion is consistent among all residents, regardless of their age, tenure in the City, household income, education, home ownership status or where in the City they live.



Arrow indicates a significant difference between 2009 and 2010 Survey Results

**% Agree (Strongly or Somewhat) with Statement**

■ Ipsos Reid Municipal Norm ■ City of Saint John 2009 (n=802) ■ City of Saint John 2010 (n=800)



Two areas where Saint John appears to have lost some earlier strength lie in the perception of citizens related to the outlook for the current and future economy of the City. Perceptions appear to be softening for “Saint John is a community with a bright future” ((73%) down from 80% in 2009) and also for “Saint John has a vibrant and healthy economy” ((56%) down from 69% in 2009). Attitudes in these areas are well below Ipsos norms compared to other municipalities across Canada.

While we can not be sure what specifically is leading to a weakening of attitudes in these areas among residents, there are likely a number of factors contributing to the change in perception. There were numerous key economic activities in the private sector planned for Saint John in 2009, some of which were cancelled or postponed during the past year and this can certainly change opinions on the economic outlook quickly. Uncertainty in the economic recovery from the earlier recession coupled with increasing rates of unemployment across the country are also likely contributing to this weaker outlook.

Residents who are most critical of Saint John in these areas are those who are 65 years or older, have lived in the city longer than 20 years or have higher educational levels.

Another area where Saint John continues to lag well behind the Ipsos norm (92%) is “Saint John offers many recreational opportunities” (65%). Residents most critical of Saint John in terms of offering recreational opportunities include those with larger households (four or more people), under the age of 35 and live in Ward 4 (East).

While Ipsos Reid municipal norms are not available for comparison purposes, there were two additional areas measured in this Citizen Survey in 2009 and again in 2010, both which continue to have lower levels of agreement overall among residents. These two statements included:

- ◆ Saint John values and respects the natural environment; and
- ◆ Saint John is full of exciting entertainment activities.

There was very little change for both of these statements in 2010. While, about six in ten residents expressed agreement with each statement, there were some who were more critical than others in their opinion.

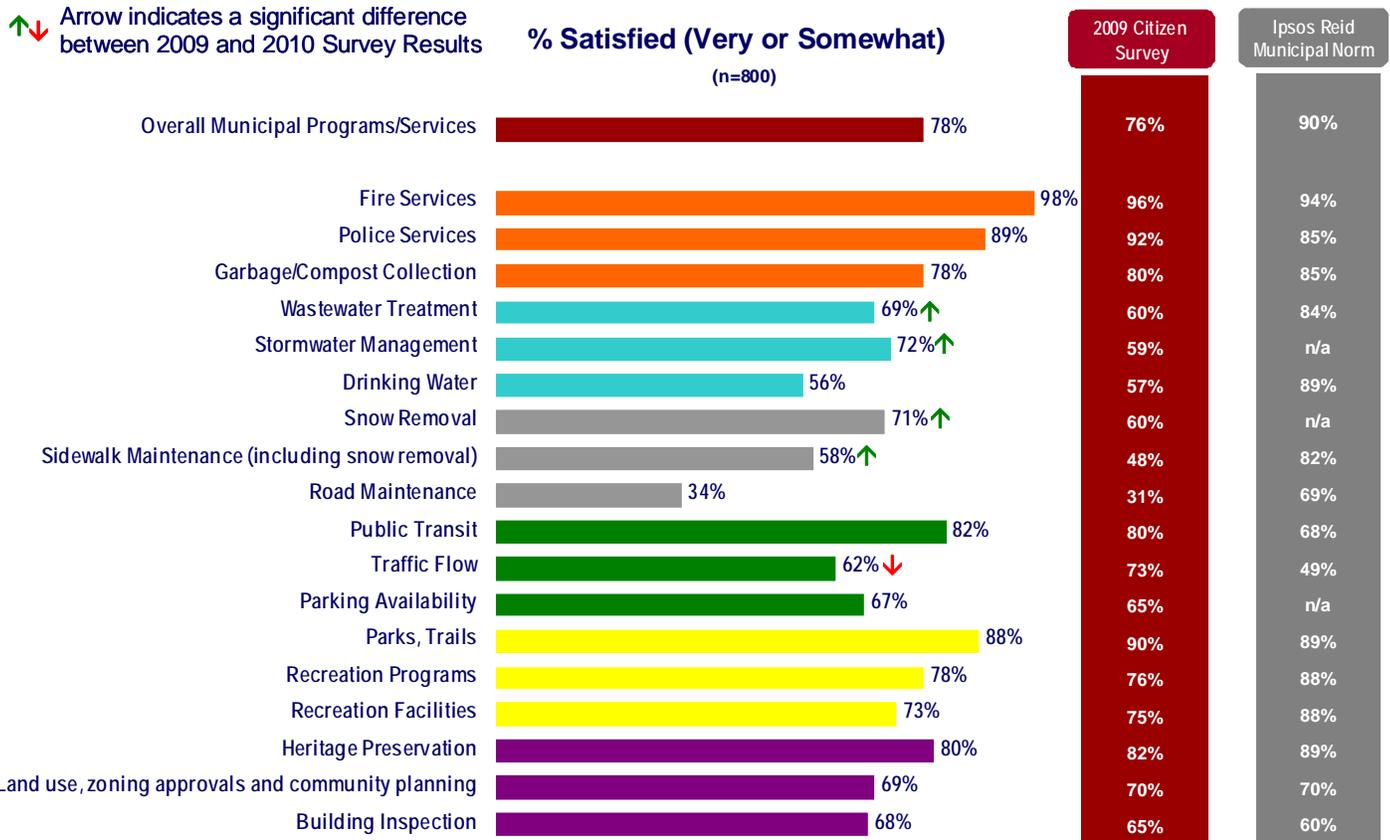
In terms of valuing and respecting the natural environment, residents were most critical (expressing lower levels of agreement) were younger residents - under 35 years of age, lived in moderate to high income households, residents living in the City less than 20 years and better educated residents.

Residents who were slightly less inclined to agree the City is full of exciting entertainment activities tended to be younger and living in Ward 2 (Northern area of the City).

## Municipal Programs and Services

Satisfaction with overall municipal programs/services remains solid and consistent with results achieved in 2009. Three-in-four City residents report they were satisfied with overall municipal programs and services. Compared to the Ipsos Reid municipal norm of 90%, this suggests residents in Saint John continue to be somewhat less satisfied than residents in other municipalities across Canada on an overall basis.

While few residents expressed complete satisfaction with the overall level and quality of



services and programs (9%), most were at least somewhat satisfied in this regard (69%). It remains that just less than one-in-four residents were to some extent dissatisfied overall with programs and services offered by the City of Saint John. Residents who were most likely to be the least satisfied overall with programs/services offered by the City include those living in Ward 1 (Western portion of the City), residents who have lived in the City between 11-20 years, with high income levels and higher education levels.

While satisfaction with overall municipal program/services remained unchanged, satisfaction with delivery of many of these specific programs and services showed signs of improvement in some areas, while appeared to be weakening in other areas. Consistent with results in 2009, citizens continue to exhibit strong levels of satisfaction in three key areas of service:

- ◆ Fire Services
- ◆ Police Services
- ◆ Garbage/Compost Collection

In 2009, Police Services was the highest rated service by citizens, in 2010 Fire Services jumped ahead slightly as being the service area in which citizens are the most satisfied. Almost all residents 98% are satisfied (very + somewhat) with the services provided by the Fire department. This is consistent with Ipsos municipal norms in other municipalities across Canada. With more than nine-in-ten residents across all wards in the City and consistently high levels of satisfaction in the range of nine-in-ten among various sub-groups of residents, it is clear there are very few issues of concern in terms of resident satisfaction with the Fire Services in the City.

By focusing on those most satisfied, those that said they were “completely satisfied” with Fire Services in the City, we see that residents over the age of 65, households with no children and those with lower income levels are more inclined to be completely satisfied with their Fire service.

While Police Services remain one of the areas where residents continue to be quite satisfied, when looking at citizens who are most satisfied it is apparent that Police Services have some areas for improvement compared to Fire Service satisfaction levels. There are some notable differences in satisfaction levels throughout the City and among various cohorts of citizens. Seven-in-ten citizens were completely satisfied with Fire Services, while less than half of all citizens report being completely satisfied with Police Services.

In reviewing those most satisfied with Police Services, it appears they tend to be younger (41% completely satisfied) rather than older residents (48% to 56% completely satisfied in those 35 years or older); newer residents who have been here less than 6 years are less satisfied (38%) than residents who have been in the City longer (45% to 53% for residents living in the City longer than 6 years); and among those residents with higher education levels (42%) compared to those with mid (49%) to lower levels (53%) of education.

Citizens acknowledge significant improvement in four areas in 2010, when compared to 2009. The program and service areas in which residents have acknowledged the City's performance has improved are:

- ◆ Stormwater Management
- ◆ Wastewater Treatment
- ◆ Snow Removal
- ◆ Sidewalk Maintenance

In all these areas municipal service areas, satisfaction levels have risen noticeably in 2010. Although, in the areas where norms are available (Wastewater Treatment and Sidewalk Maintenance), the City still falls well below Ipsos municipal norms.

While signs of improvement are evident among residents in regards to Stormwater Management, residents in Ward 4 (Eastern portion of the City) are clearly less satisfied (65% - satisfied) compared to residents in other wards with satisfaction levels slightly higher (71% to 76%). Wastewater Treatment satisfaction levels varied a bit by Ward with overall satisfaction levels (62%) in Ward 2 (North) falling slightly below other Wards (70% - 74%). Generally, satisfaction with Snow Removal was consistent for all citizens with very little difference throughout the city. Satisfaction with Sidewalk Maintenance was similar across all wards, except in Ward 4 (East) where satisfaction levels were much higher (67%) when compared to the other Wards (55%).

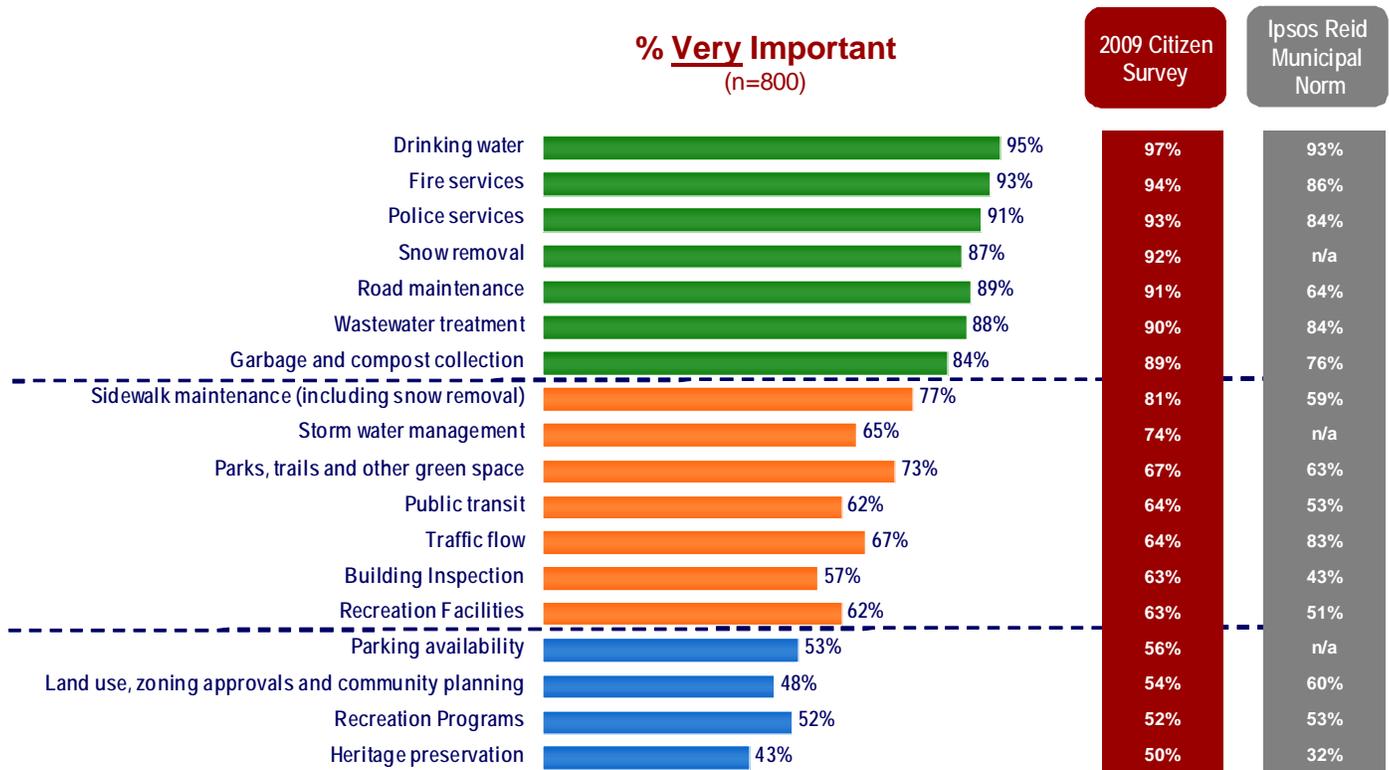
Traffic flow is an area where satisfaction levels dropped significantly, down to 62% in 2010 from 73% in 2009. This result is not surprising given the active road construction season in the City over the summer and through to early fall. Particularly in reviewing the satisfaction levels across Wards we see much lower satisfaction levels (44%) among residents in Ward 1 (West) compared to the other Wards (65% to 69%). Results in the West were likely impacted by Harbour Bridge construction.

Drinking water continues to be an area which is well below the municipal norm in terms of citizen satisfaction. Less than six-in-ten residents are satisfied with the Drinking Water service compared to an expected level of satisfaction in the range of nine-in-ten based on Ipsos Reid norm. This was clearly an area of weakness and concern among residents living in the City in 2009 and continues to be an area of concern in 2010. Residents least satisfied with their drinking water live in Wards 2, and 4 and have been living in the city for 11 years or more.

Others areas which fell somewhat below the expected levels of satisfaction in 2010 were related – recreation programs and recreation facilities. Resident levels of satisfaction were consistent across all sub-groups and regional boundaries and ranged between 70% and 80% in terms of “satisfaction”. Although younger, higher income earners and those living in Ward 4 (East) had slightly lower satisfaction levels for both programs and facilities.

Heritage preservation, Land use/Zoning and Building Inspection continue to be areas where citizens believe the City is doing well and results are consistent with satisfaction levels measured among citizens in other municipalities across Canada.

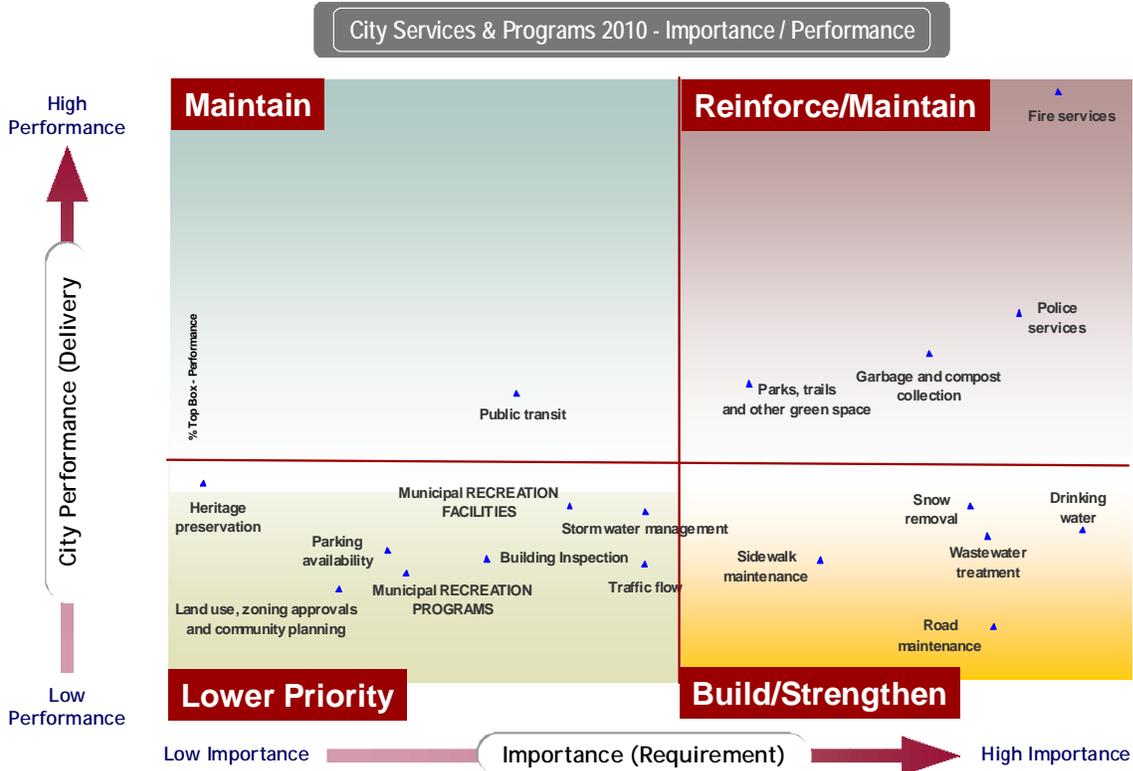
While measures of satisfaction were determined among residents for the full range of program and service areas offered by the municipality, the Citizen Survey also explored the level of importance citizens felt each offered to them personally. By understanding the level of importance resident's place on each municipal program or service, it is possible for the municipality to better prioritize areas in need of improvement that will deliver the most benefit to City residents.



Not surprising and similar to results in 2009, as you would expect, emergency services (fire and police) and essential services such as drinking water, snow removal, road maintenance, wastewater treatment and garbage/compost collection continue to lead the way in terms of the services which virtually all residents consider to be of the utmost importance. Of high to moderate levels of importance are those programs/services that are noted above in orange while lower levels of importance are attached to services such as parking, planning, recreation and heritage preservation. There are minimal changes from the 2009 results when compared to 2010 results.

While there is certainly some range of opinion in terms of how important each of these municipal programs and services are to people depending on where they live and their requirements there is generally consistent high ratings on all the "tier 1" programs/services (the services in green above) among all City residents. There is certainly more variation in opinion evident among residents when it comes to the services/programs which are falling into the lower tier in terms of importance (i.e. services in orange or blue).

By considering both the importance and the performance (as measured by the level of citizen satisfaction) of the municipality in delivering these services to residents, we are able to prioritize those areas of service which require the most immediate attention (based on the level of importance and performance as judged by residents satisfaction).



The areas of service which are most important to residents are further to the right in the above chart. The areas of service which are currently being delivered with the highest levels of citizen satisfaction are closer to the top of the chart. Therefore those areas of service which are most important and which are currently being delivered at the highest performance level are in the upper right hand quadrant of this chart.

**Build/Strengthen**

Similar to 2009, there are a number of important service areas which could benefit from further improvement or additional investment to strengthen the program/service area for residents. In this category we have programs/services which are very important to residents but ones they are currently less satisfied with – drinking water, snow removal, wastewater treatment, as well as both road and sidewalk maintenance. Citizen satisfaction will be positively impacted if the municipality were to make improvements in these specific areas of concern. While stormwater management fell into this category last year it appears improvements have been made in this area and citizens are now more satisfied with this service.

### **Reinforce/Maintain Services**

Fire, police and garbage/compost collection are the services which are really important to residents in Saint John and based on the positive results in terms of resident satisfaction, Ipsos Reid would position these services as critical services which need to be reinforced and/or maintained at this continued high level. While not an area noted in 2009, it appears “parks, trails and other green space” are now also quite important to residents and should also be maintained to foster positive relationships with citizens.

### **Lower Priority**

This lower left quadrant includes programs/services that are of lower levels of importance to residents but with which there are also lower levels of resident satisfaction. These services must be considered lower in terms of priority due to their lower levels of importance. This range of programs/services should fall below the “build/strengthen” quadrant in terms of future action but are in need of some attention in order to improve citizen satisfaction.

### **Maintain**

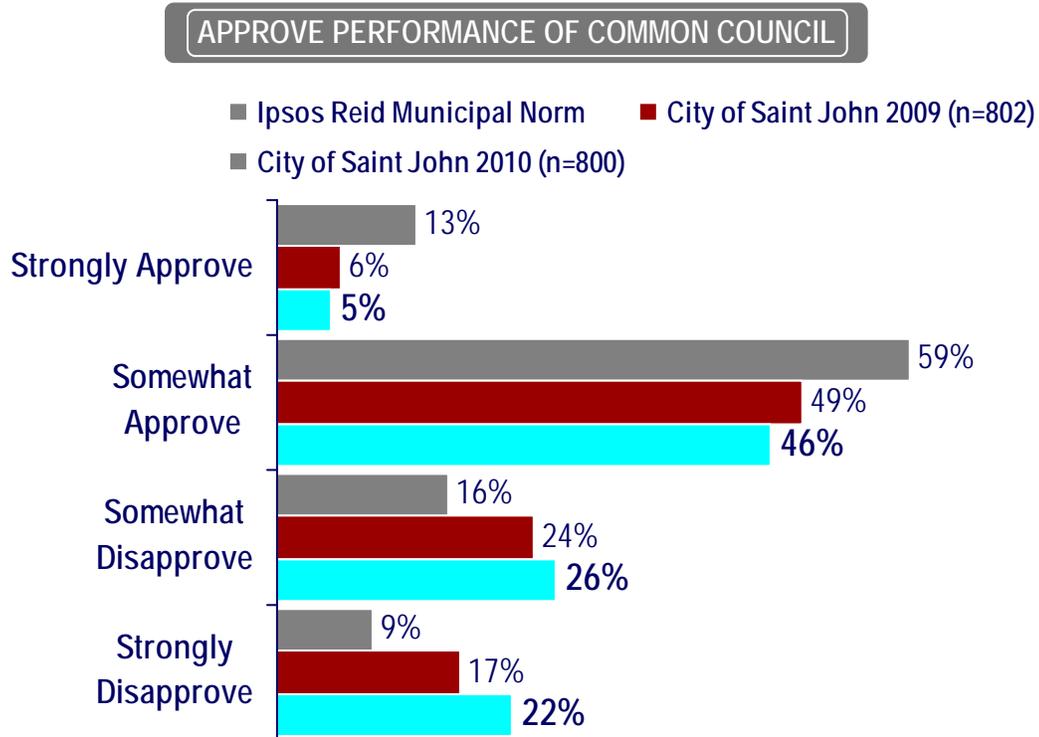
This quadrant of the action grid provides a sense of what programs/services are less important overall to residents but are being well performed for residents by the City. The only service in this quadrant is public transportation. An area that should not be ignored but continued attention to keep citizens satisfied. In 2009, this grid also included Heritage Preservation but this appears to have dropped to the lower priority category and is of less importance or relevance to residents.

## Municipal Government Performance

While the focus of this study is clearly on the delivery of municipal programs and services and not that of the performance among elected officials, there was an opportunity in the survey in 2009 and again in 2010 for citizens to offer their opinion and note their level of approval or disapproval for the performance of Common Council.

Similar to 2009 results, residents of the City of Saint John continue to be more critical in their assessment of Council's performance. Approximately half of Saint John residents approve (51%) of Council's performance, with the other half indicating they somewhat (26%) or completely (22%) disapproved. Approval levels related to the performance of Common Council continue to fall well below Ipsos municipal norm levels.

As was the case in 2009, residents in Ward 3 were the most likely to approve (53%), while residents in Ward 2 and Ward 4 were more critical with levels of disapproval in the range of 44% to 49%, respectively.

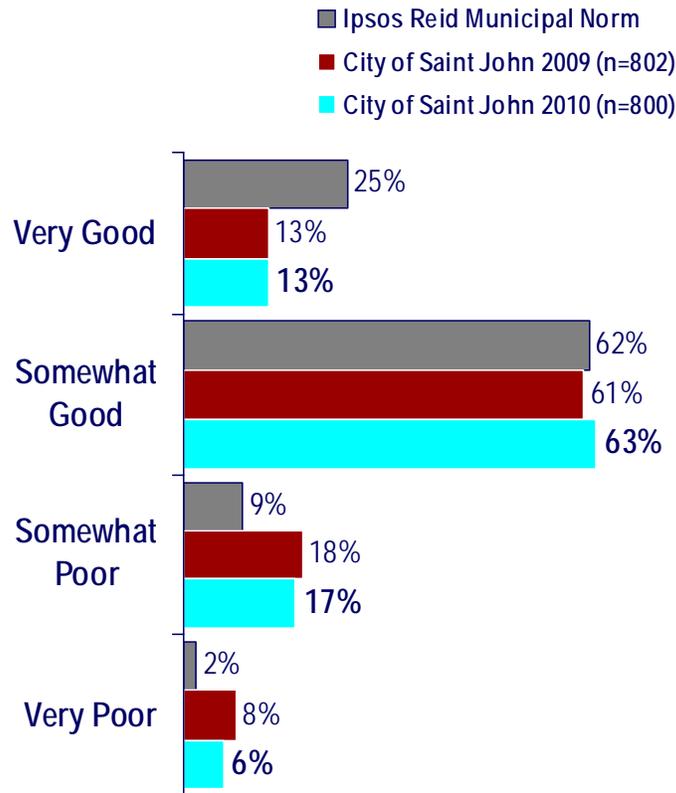


Much like 2009, younger residents (those under 35 years of age), residents living in households with children, those who rent their home, newer residents to the City and those living in lower income households, with lower levels of education were most likely to approve of the overall performance of Common Council. Older residents (65 years & older), homeowners, taxpayers and those with higher household incomes and better levels of education were among those most critical of the performance of Saint John Common Council. Opinions in this regard continue to be consistent with results in 2009.

## Municipal Staff Performance

City residents were also given an opportunity to weigh in on the performance of Municipal staff. In the case of staff performance, residents were asked their opinion as to whether they believed staff were doing a very good, somewhat good, somewhat poor or very poor job overall.

### PERFORMANCE OF CITY STAFF



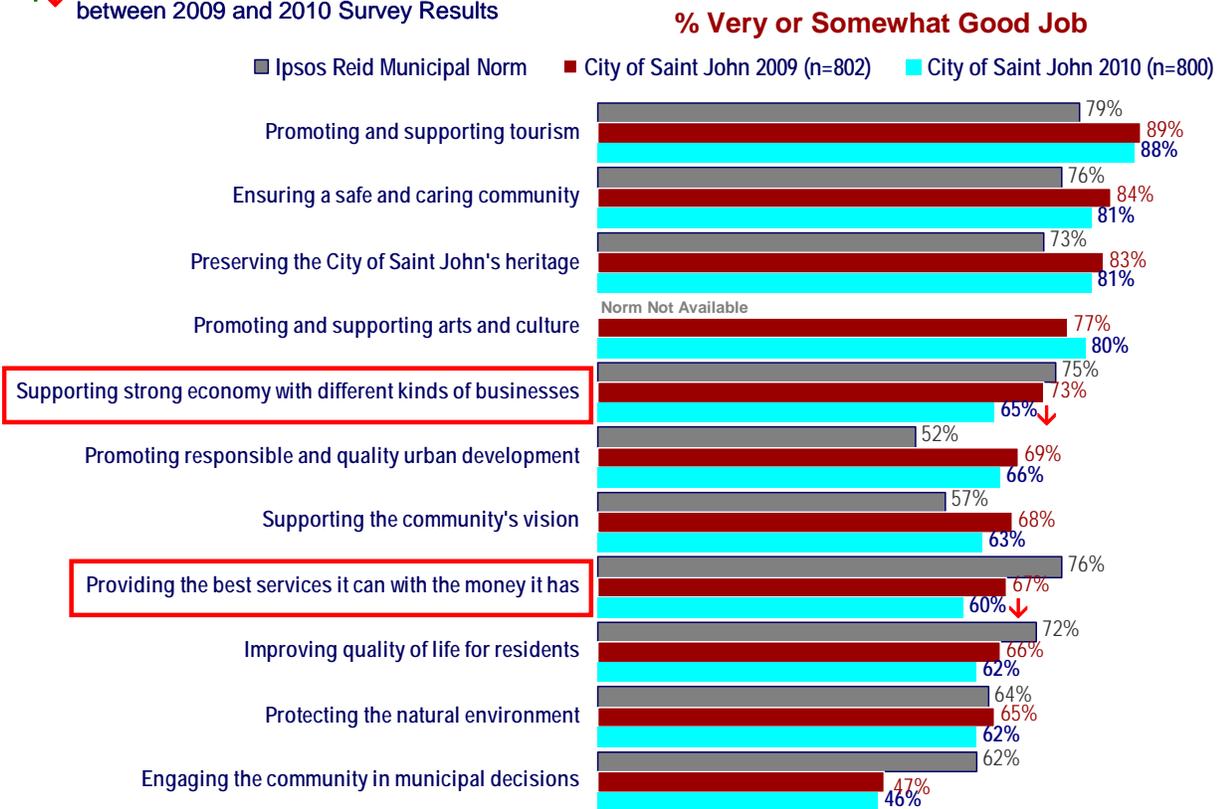
Consistent with last year, Saint John city residents in 2010 were generally of the opinion that City staff were doing a “somewhat good” job. Overall, three in four residents rated the performance of staff as either very or somewhat good.

City residents continue to be somewhat more critical in their assessment of their City staff compared to residents in other municipalities across Canada. The percent combined who believe staff are doing a “good job” in Saint John (76%) is somewhat below that of other municipalities (87%). There were twice as many residents in Saint John (23%) who rated the performance of City staff as “poor” compared to other Canadian municipalities (11%).

## Overall Municipal Performance

The extent with which residents believe the City of Saint John is doing a good job undertaking a range of activities which are generally considered to be municipal responsibilities have been summarized in the following graph. Resident perceptions are once again compared to residents of other Canadian municipalities who rated their own municipality's performance on many of these same measures, as well as compared to the results realized in 2009.

↑↓ Arrow indicates a significant difference between 2009 and 2010 Survey Results



Consistent with results obtained in 2009, residents continue to be very positive in their assessment of the City of Saint John in terms of promoting and supporting tourism, in fact Saint John residents are more positive in this assessment than are residents living in other municipalities across Canada. Performance ratings in this area are consistent across all wards and among all citizens regardless of age, education, or income.

A strength for the City of Saint John is the perception among residents that they live in a safe and caring community. This finding is consistent with other survey results which demonstrate high levels of satisfaction among residents with Police Services. These results are also consistent with those of a year ago. Clearly, residents are of the opinion, the City is doing a good job to ensure their communities are safe.

Preserving the City's heritage was also well rated in terms of resident satisfaction and once again stands out as a clear strength for the City of Saint John. Younger residents continue to be more positive in their assessment of heritage preservation compared to their older counterparts.

Two areas where the City appears to be facing more challenges with residents are:

- ◆ Supporting a strong economy with different kinds of business
- ◆ Providing the best services it can with the money it has

Performance ratings for both of these municipal responsibilities were for the most part consistent across all wards and among all residents, although there were some citizens more critical of the City in both of these areas. Citizens who have been living in the City between 11-20 years are more critical of the City's ability to support a strong economy with different kinds of businesses. This criticism is also higher among those with higher education and household income levels. Those with higher levels of household income and education were also more critical of the City's ability to provide the best services it can with the money it has.

The City continues to perform well in a couple of areas and Saint John citizens even rated the City's performance in these areas more positively than others across Canada.

One area that was rated more highly by residents of Saint John compared to the Ipsos Reid municipal norm was that of preserving the City of Saint John's heritage. Younger residents, residents living in Ward 4 (East) and with larger households have slightly more favourable perceptions of the City in this area.

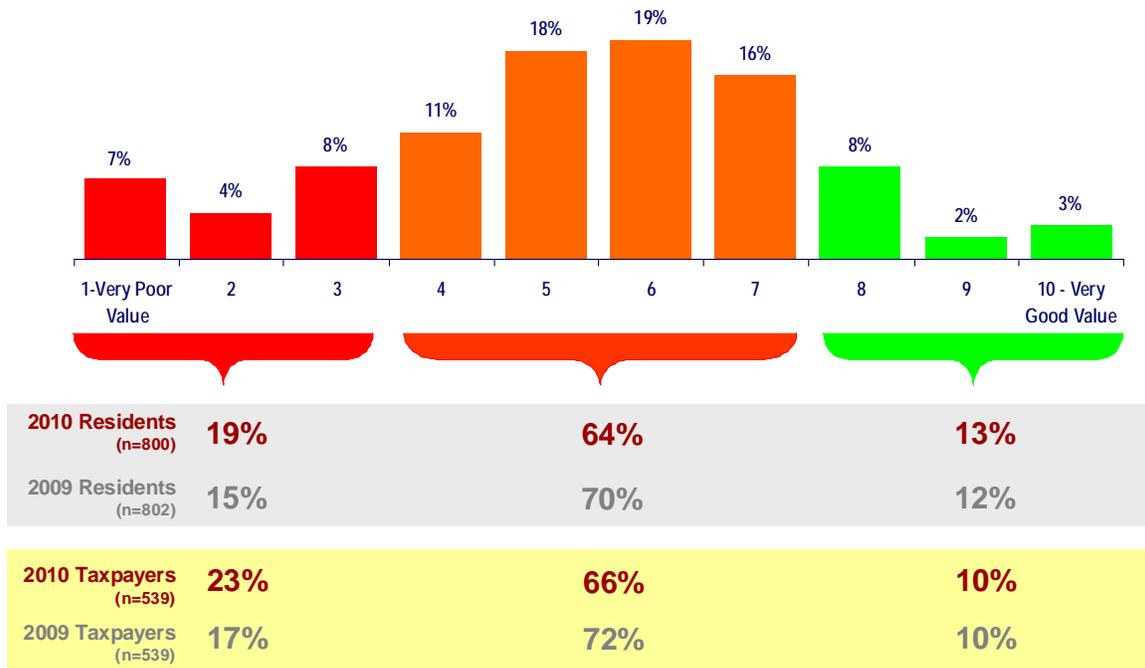
Promoting responsible and quality urban development is another area of study where residents in Saint John were more positive than their counterparts in other Canadian municipalities (scoring above norm). Performance ratings in this area were consistent across all wards and among all residents.

Supporting the community's vision was also an area where citizens credited the City as performing very well and rated the City higher in this area than did citizens in other municipalities across Canada. Older residents (65 +), residents living in the city between 11-15 years and residents with higher levels of income were less inclined to agree with other residents in this particular area and were more critical of the City's performance.

One area where the City continues to fall well below Ipsos municipal norm levels is engaging the community in municipal decisions. Less than half of all citizens feel the City is doing a very good or somewhat good job of keep them involved and engaged with municipal decisions.

## Perceived Value of Municipal Tax Dollars

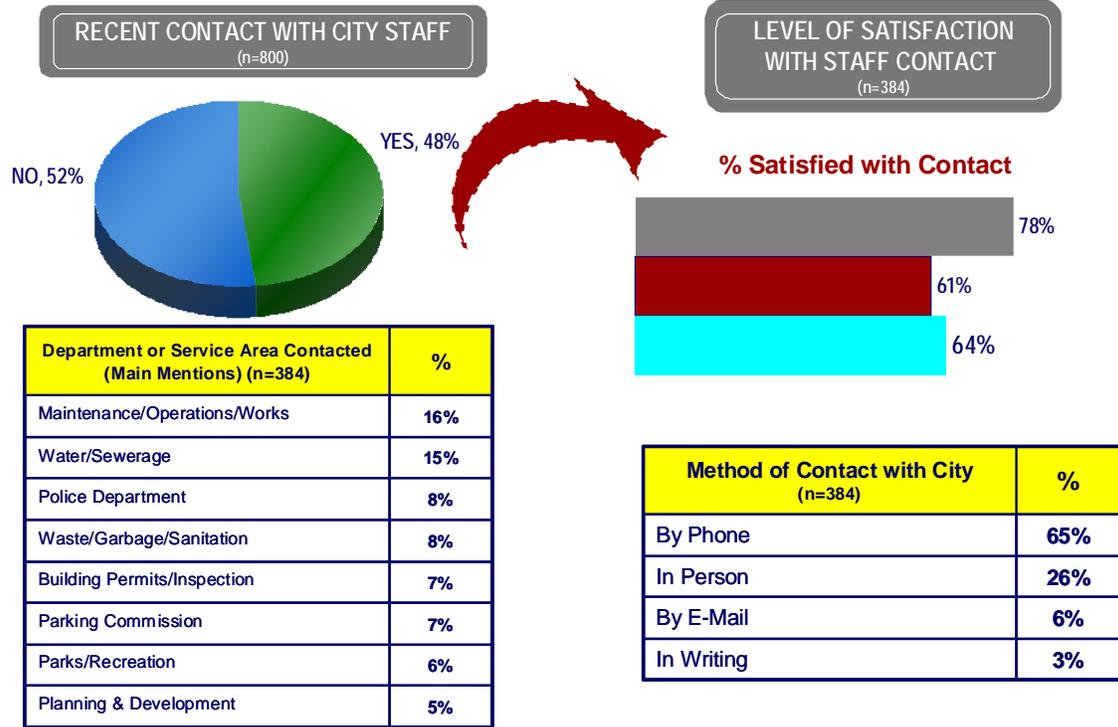
The extent to which residents believe they are receiving good value for their tax dollars was measured in the 2009 survey and once again in the 2010 survey. Similar to results in 2009 and as illustrated in the following graph, the majority of residents perceive the value they receive for their municipal tax dollars to be only in the moderate range. With less than one-in-four residents indicating they receive good value for their dollar it is clear there continues to be room for improvement in this area of “value for money”. While the change from 2009 to 2010 is minimal, there is a notable increase among those who believe they receive poor value for their tax dollars.



The perception of poor value for tax dollars increases among taxpayers and these negative perceptions have grown slightly since 2009.

## Perceptions of City Staff

In 2009 and again in 2010, we also explored in detail the actual customer service experiences of City residents who had personal interactions during the past year with City staff.



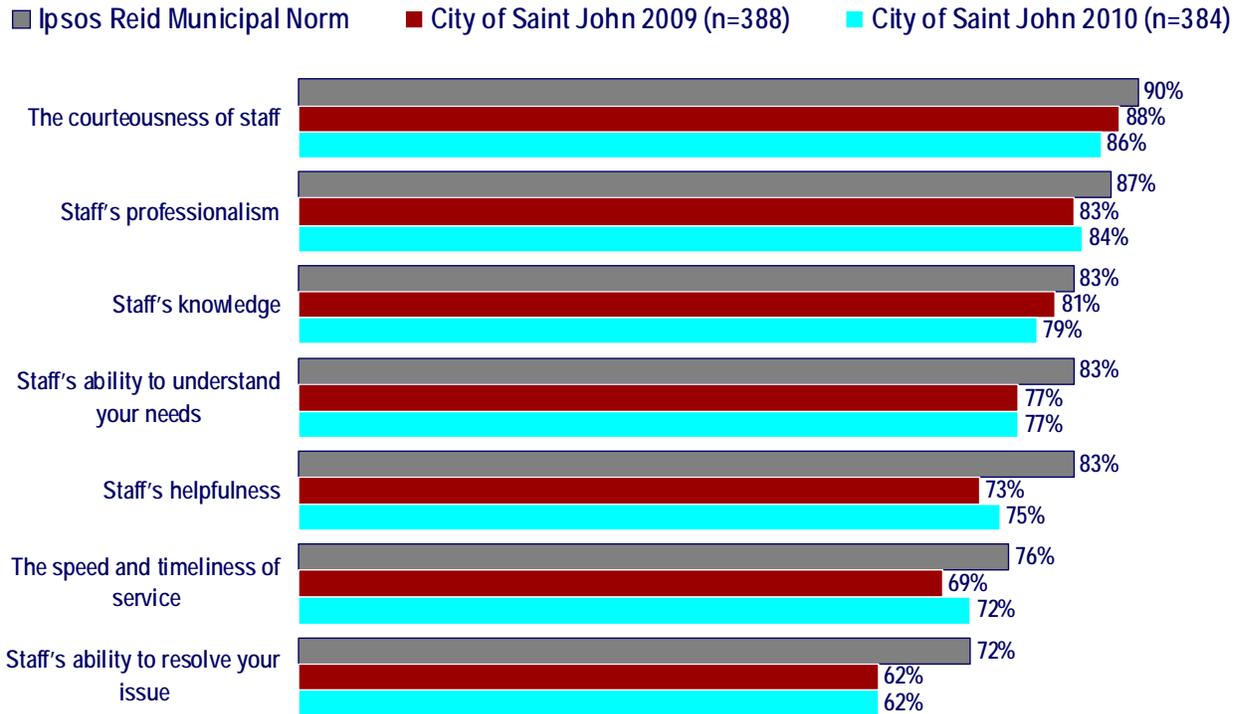
Consistent with 2009, in this year's citizen survey we selected only those City residents who had recent contact with City staff (which includes all municipal employees such as police and fire as well as maintenance, operations, etc.) and measured their level of satisfaction with their overall experience.

By focusing on the 48% of residents in the 2010 Citizen Survey who reported having had a personal interaction in the past 12 months with municipal employees, we were able to target those citizens with actual experience. In 2010, residents in Ward 2 (North) were more likely than others to have had an interaction with City staff as did homeowners and those with lower levels of household incomes. Among those residents who have had interactions with City staff in the past year, over six-in-ten (64%) reported being satisfied with the level of service they have received. This has improved slightly since 2009 (up 3%), and is getting somewhat closer to the Ipsos Municipal norm (78%).

Similar to 2009, the majority of interactions with city staff were by phone. The most common employee groups which people interacted with were maintenance/operations/works (16%), water/sewerage (15%), police department (8%), waste/garbage/sanitation followed by building permit/inspection services, parking commission, recreation and parks staff and planning and development.

Residents in Saint John who had an actual interaction with City staff were asked to evaluate their customer service experience on a variety of dimensions including courteousness, professionalism, knowledge, understanding, helpfulness, timelines and resolution.

### % Satisfied (Very or Somewhat)



Citizen's evaluation of City staff remained consistent in most cases with results in 2009. In comparison to the Ipsos Reid municipal norms, perceptions among residents living in the City of Saint John of City staff and general governance continue to be similar for the most part with a few exceptions.

Although below the Ipsos Reid municipal norm, there is clearly an acknowledgement among residents overall that the City's staff are courteous, professional, knowledgeable, understanding, helpful and providing quick and timely service. Results were consistent across wards and among all residents throughout the City. Consistent with results in 2009, this can be seen as a measure of consistency and equality in service level which is being extended to all residents, regardless of economic status, age or residency.

Residents were the least satisfied with City staff in the area of problem resolution, with only six-in-ten citizens indicating they were satisfied (somewhat or very) with the staff's ability to resolve their issue. This was consistent with results in 2009 and it is an area where the City continues to perform below expected satisfaction levels based on residents in other municipalities throughout Canada.

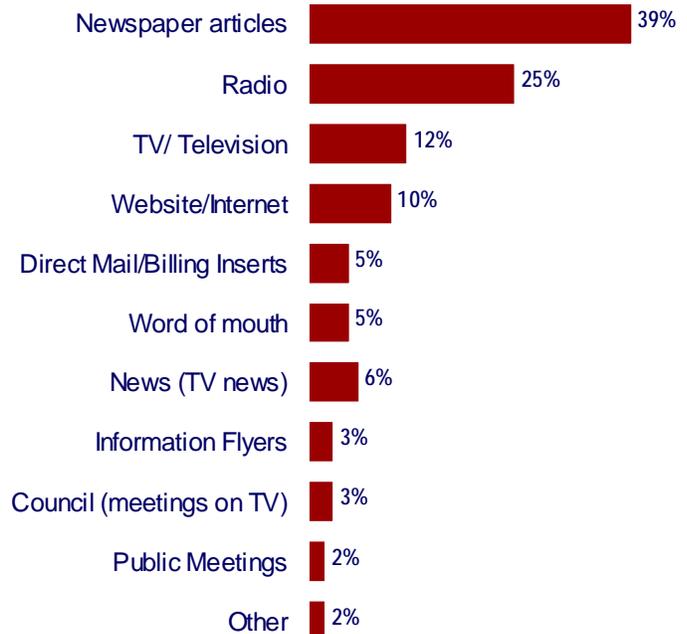
## Communication with Citizens

This section of the report provides information relative to residents needs and wants in terms of information they would like to receive about the City of Saint John. When asked to indicate on a personal level what the main source for receiving information from the City of Saint John is, the most common response received were newspaper articles, followed by radio and then television. The sources were consistent with the survey results in 2009.

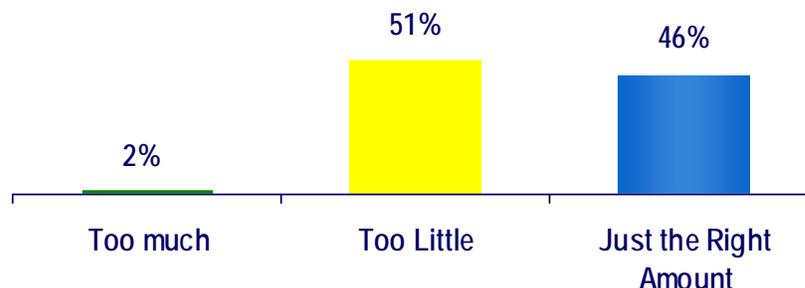
As illustrated there were a variety of information sources where residents currently receive information about the City of Saint John. Older residents, homeowners, those who pay taxes, higher income residents and those with lower and higher levels of education tend to report newspaper articles as their main source of information about the City. While younger residents continue to rely on a broader variety of information sources they were much more likely than others to utilize the City's website for information about the City.

Residents remain divided as to whether they receive too little or just the right amount of information from the City of Saint John. This is very similar to results in 2009, with approximately half indicating they do not receive enough and the other half indicating they receive just enough. What is clear, however is that residents overall, regardless of ward or demographic sub-group do not believe they are being inundated with information from the City of Saint John.

### MAIN SOURCES OF INFORMATION (n=800)



### CURRENT COMMUNICATION LEVEL (n=800)



When asked to think about their community information needs, residents suggested the following types of information about the City of Saint John would be of value and interest to them:

<b>Key Information Needs of Citizens</b>	<b>2009</b> (n=802)	<b>2010</b> (n=800)
Financial information/ disclosure (tax issues, budget, pension)	20%	13%
Planning and development (Police station)	17%	8%
Openness with city council/ decision making process/ honesty	16%	10%
More/ any information (general)	12%	8%
Infrastructure/ road/ maintenance issues (snow removal, parking)	11%	8%
Events/ recreation/ programs (current, community)	11%	12%
Water/ sewer information (quality)	5%	7%

Information needs appear to vary somewhat among residents. For example, while financial information is most requested among tax payers (and home owners) as well as those in the middle-aged group of residents, younger residents and newer city residents are more interested in receiving information about events, recreation programs and activities in the community than any other type of information.

## Saint John Insight Magazine

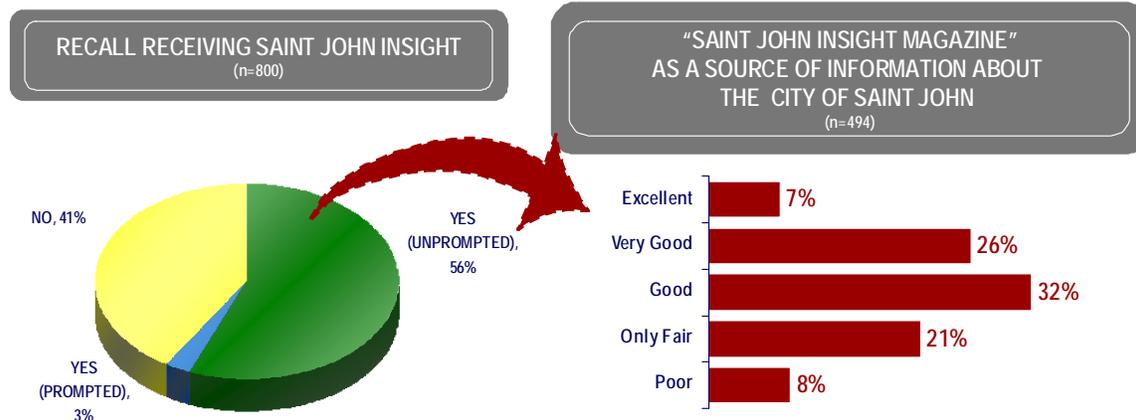
Throughout 2010, The City of Saint John published and distributed three editions of Saint John Insight Magazine.

In an effort to explore residents' exposure to Saint John Insight, citizens were asked if they recalled receiving the booklet or magazine called Saint John Insight in the past year.

Recall of the magazine was quite high with six-in-ten citizens recalling having received the magazine within the past year. While residents in all wards and across demographic subgroups had a high level of recall receiving the magazine, older residents, residents that pay taxes and residents who own their homes were more likely than others to recall reading or seeing the magazine in the past year.



Among those residents who recalled the magazine, Saint John Insight, perceptions of the magazine were generally positive, with 65% giving it a positive rating overall (excellent, very good or good). Very few residents were of the opinion Saint John Insight Magazine was a poor source of information about The City of Saint John.



## Appendix A – Survey Questionnaire

### City of Saint John 2010 Citizen Survey - FINAL

Hello, this is \_\_\_\_\_ calling from Ipsos Reid. We're a public opinion research company calling on behalf of the City of Saint John. Let me assure you that we are not selling anything. The City is looking for your input about the programs and services it provides and the issues you believe to be priorities for the City. Please be assured that this survey is completely confidential.

(IF NECESSARY, ADD: The survey will take about 15 minutes to complete.)

(INTERVIEWER NOTE: If inconvenient timing, schedule a call back.)

(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to the City about this survey, we encourage you to contact Corporate Planning at 648-4660 during regular business hours.

Do you or does anyone else living in your household currently work for the City of Saint John?  
(Read if required: this includes people who work for the Saint John Police Force, the Saint John Fire Department or any other municipal service provider).

Yes

No

[IF YES, GO TO SENSITIVE OCCUPATION "TERMINATE MESSAGE"; IF NO, GO TO CONTINUE SURVEY]

#### SENSITIVE OCCUPATION "TERMINATE MESSAGE"

I'm sorry but as this survey is being conducted on behalf of the City of Saint John we prefer not to speak with residents employed by the municipality due to a potential conflict of interest. Thank you very much for your time. Have a great day!

#### CONTINUE SURVEY

To ensure we speak with a variety of City residents and not just those who typically answer the phone in the home, may I please speak with the person in your household 18 years of age or older who most recently celebrated their birthday? Is that you?

Yes [CONTINUE]

Don't know (ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE)

No

May I speak to that person? [REPEAT INTRODUCTION]

S1. Do you live in the City of Saint John proper or the surrounding area?

City of Saint John proper (Within city limits)

Surrounding Area

[IF 'CITY OF SAINT JOHN, CONTINUE. OTHERWISE THANK AND TERMINATE]

S2. In which area of Saint John do you live? **(DO NOT READ)**

- North End
- Millidgeville
- East Saint John
- West Saint John
- Fairville
- Lancaster
- South End
- Uptown/Downtown
- OTHER (Please specify: \_\_\_\_\_ )

S3. What is your postal code? **(Interviewer – first three digits are all that is required to determine residency in the City of Saint John)**

Record postal code:

S4. **RECORD GENDER: DO NOT ASK**

- Male
- Female

S5. As you may know, the City of Saint John is currently divided into four electoral wards. Which ward do you currently live in?

(READ IF NECESSARY: Ward 1 is primarily the Western portion of the City, Ward 2 is primarily the Northern portion of the City, Ward 3 is primarily the Central/Southern portion of the City and Ward 4 is primarily the Eastern portion of the City.)

- Ward 1 – Western Portion of the City excluding Lower West.
  - Ward 2 – Northern Portion of the City including Milledgeville
  - Ward 3 – Central/Southern Portion of the City and also includes Lower West Saint John, Old East Saint John, Westmorland Heights, Loch Lomond Villa and the Morland Trailer Park.
  - Ward 4 – Eastern Portion of the City excluding the areas just mentioned in Ward 3 that are East
  - Don't Know
- [IF DON'T KNOW, CONTINUE; OTHERWISE GO TO Q1]**

S6. Would you be willing to provide the name of the street on which you live and we will determine the ward you live in after the interview?

- [RECORD STREET NAME]**
- No Prefer Not To Provide

### TOP OF MIND ISSUES

1. In your view, as a resident of the City of Saint John, what is the one most important LOCAL issue facing the City today that you feel should receive the greatest attention from Common Council and City Management? (RECORD VERBATIM - ACCEPT ONE MENTION)

None/nothing  
Other (specify)

### QUALITY OF LIFE INDEX

2. How would you rate the overall quality of life in the City of Saint John today? Would you say it is (READ LIST)?

Very good  
Good  
Poor  
Very poor

3. And, do you feel that the quality of life in the City of Saint John in the past three years has (READ LIST)?

Improved  
Stayed the same  
Worsened

[IF Q3=IMPROVED, ASK Q4]

4. Why do you think the quality of life has improved? (ACCEPT 1 MENTION)  
(CLARIFY IF NECESSARY)

[SKIP TO Q6]

[IF Q3=WORSENERED, ASK Q5]

5. Why do you think the quality of life has worsened? (ACCEPT 1 MENTION)  
(CLARIFY IF NECESSARY.)

[SKIP TO Q6]

6. I'm going to read you a series of statements about life in the City of Saint John and I'd like you to indicate the degree to which you agree or disagree with each statement. The first one is [INSERT ITEM - RANDOMIZE]. Is that strongly or somewhat agree/disagree? How about [INSERT ITEM - RANDOMIZE]?

I am proud to live in Saint John  
Saint John is a place where residents feel safe and secure  
Saint John is a great community to raise a family  
Saint John is a community with a bright future  
Saint John has a vibrant and healthy economy  
Saint John is diverse in culture and rich in arts  
Saint John is an attractive destination for tourists  
Saint John is full of exciting entertainment activities

Saint John offers many recreational opportunities  
Saint John values and respects the natural environment

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree

### **SATISFACTION AND IMPORTANCE OF CITY SERVICES**

Next I'd like to talk about the services provided by the City of Saint John.

7. Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Saint John. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Very satisfied  
Somewhat satisfied  
Not very satisfied  
Not at all satisfied

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

The first one is [INSERT ITEM – RANDOMIZE]. How important is this program or service? Our scale is very important, somewhat important not very important, or not at all important. And how important is/are [INSERT ITEM – RANDOMIZE]? (READ SCALE AS NEEDED)

Fire services  
Police services  
Public transit  
Road maintenance  
Municipal recreation programs  
Municipal recreation facilities such as community centres, sports fields and ice arenas  
Parks, trails and other green space  
Land use, zoning approvals and community planning  
Garbage and compost collection  
Wastewater treatment  
Drinking water  
Heritage preservation  
Snow removal  
Traffic flow  
Parking availability  
Storm water management  
Building Inspection  
Sidewalk maintenance (including snow removal)

Very important  
Somewhat important

Not very important  
Not at all important

9. And how satisfied are you with the job the City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. And how satisfied are you? **(READ SCALE AS NEEDED)**

Fire services  
Police services  
Public transit  
Road maintenance  
Municipal recreation programs  
Municipal recreation facilities such as community centres, sports fields and ice arenas  
Parks, trails and other green space  
Land use, zoning approvals and community planning  
Garbage and compost collection  
Wastewater treatment  
Drinking water  
Heritage preservation  
Snow removal  
Traffic flow  
Parking availability  
Storm water management  
Building Inspection  
Sidewalk maintenance (including snow removal)

Very satisfied  
Somewhat satisfied  
Not very satisfied  
Not at all satisfied

10. How would you rate the overall performance of City staff? Would you say they are doing a:

Very good job  
Somewhat good job  
Somewhat poor job, or  
Very poor job

11. Generally speaking, would you say you approve or disapprove of the overall performance of Common Council? Would that be strongly or somewhat?

Strongly approve  
Somewhat approve  
Somewhat disapprove  
Strongly disapprove

12. Now please tell me whether you think the City of Saint John is doing a good or a poor job in each of the following areas. The first area is...[INSERT ITEM]. Is the City doing a (READ SCALE)? How about.... (REPEAT SCALE AS NECESSARY)

[RANDOMIZE ORDER]

- Ensuring a safe and caring community
- Improving quality of life for residents
- Protecting the natural environment
- Preserving the City of Saint John's heritage
- Promoting responsible and quality urban development
- Providing the best services it can with the money it has
- Supporting a strong economy that has different kinds of businesses
- Promoting and supporting tourism
- Engaging the community in municipal decisions
- Supporting the community's vision
- Promoting and supporting arts and culture

- Very good job
- Somewhat good job
- Somewhat poor job
- Very poor job

13. Considering the services provided by the City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 represents "very poor value" and 10 represents "very good value"

[Scale 1-10]

### CUSTOMER SERVICE

16. Have you contacted or dealt with the City of Saint John or one of its employees in the last twelve months? (**INTERVIEWER NOTE – READ ONLY IF NECESSARY TO CLARIFY FOR RESPONDENT:** This includes all civic employees including emergency personnel)

- Yes
- No

[IF YES, CONTINUE; OTHERWISE SKIP TO Q22]

17. When you contacted or dealt with the City was it...  
(**READ LIST, DO NOT RANDOMIZE – ACCEPT RESPONSE BEFORE FINISHING LIST**)

- By phone
- In person
- In writing
- By email
- Or some other way [SPECIFY]

18 Specifically, what Department or service area of the City did you have contact with most recently?  
(**ACCEPT 1 MENTION**)

[RECORD VERBATIM]

19. How satisfied were you with this most recent contact with the City? Were you... (READ LIST)

Very satisfied  
Somewhat Satisfied  
Not very satisfied  
Not at all satisfied

20. And thinking of the last time you contacted the City of Saint John or one of its employees, please tell me how satisfied you were with the [INSERT ITEM]. Would you say (READ LIST)? And how satisfied were you with the [INSERT ITEM]? (REPEAT SCALE AS NECESSARY)

[RANDOMIZE]  
Staff's knowledge  
Staff's professionalism  
Staff's helpfulness  
Staff's ability to resolve your issue  
Staff's ability to understand your needs  
The courteousness of staff  
The speed and timeliness of service

### COMMUNICATIONS

22. In your opinion, do you currently receive too much, too little, or just the right amount of information from the City of Saint John?

Too much  
Too little  
Just the right amount

23. Thinking about your information needs, what kind of information do you want the City of Saint John to provide you with most?

**(RECORD 1 MENTION)**

24. What is your main source of information from the City of Saint John. **[RECORD FIRST**

**RESPONSE SEPARATELY, ACCEPT UP TO TWO RESPONSES]**

**(PROBE ONCE ONLY – CLARIFY IF NECESSARY.)**

Radio  
Newspaper articles  
Newspaper advertisements  
Direct Mail/Billing Inserts  
Information Flyer/Booklet  
City of Saint John Website  
Public Open-Houses/Community/Town Hall/Ward Meetings  
Other (please specify)

**Saint John Insight Magazine**

New1 Do you recall receiving a booklet or magazine called Saint John Insight in the mail a few times over the past year from the City of Saint John?

- Yes
- No
- Can't Recall

**[IF NO/CAN'T RECALL/DK/REF, CONTINUE; IF YES SKIP TO NEW3]**

New2 Saint John Insight magazine is published by the City of Saint John three times a year, to provide citizens with in-depth information about City services, policies and initiatives. Do you recall receiving this publication (the most recent one was issued in July 2010)?

- Yes
- No
- Can't Recall

**[IF YES, CONTINUE; IF NO/CAN'T RECALL SKIP TO DEMOGRAPHICS]**

New3 Based on what you can recall about the publication, Saint John Insight, how would you describe this magazine as a source of information for residents about what is going on in their City? Would you say it is an excellent, very good, good, only fair or poor source of information?

- Excellent
- Very Good
- Good
- Only Fair
- Poor
- Don't Know/Can't Recall

**DEMOGRAPHICS**

29. In which of the following age categories do you fall? Are you...

- 18 to 24 years of age
- 25 to 34 years of age
- 35 to 44 years of age
- 45 to 54 years of age
- 55 to 64 years of age
- 65 to 74 years of age
- 75 years of age or older

30. How many people, including yourself, live in your household?

**[RECORD NUMBER (RANGE 1 – 10)]**

**[IF 2 OR MORE IN Q30 ASK Q31, OTHERWISE SKIP to Q32]**

31. Do you have any children under the age of 18 living in your household?

- Yes
- No

32. Are you either primarily or jointly responsible for paying property taxes in your household?

Yes  
No

33. Do you own or rent your current place of residence?

Own  
Rent  
Other (VOLUNTEERED)

34. How many years have you lived in the City of Saint John? (IF LESS THAN 1 YEAR ENTER 0)

**RECORD NUMBER (RANGE 0 TO 100)**

35. What is the highest level of schooling that you have obtained? (READ LIST)

Completed high school or less  
Some post secondary or completed a college diploma  
Completed university degree or post-grad degree

36. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category.

**(READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)**

Less than \$90,000  
\$90,000 and over  
**[DO NOT READ]** Don't Know/Refused

**[IF "Less than \$30,000 to \$90,000" IN Q36 ASK Q37A; IF "\$90,000 and over" IN Q36 ASK Q37B IF DK/REF, GO TO THANK/CLOSE]**

37A. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

Less than \$30,000  
\$30,000 to just under \$45,000  
\$45,000 to just under \$60,000  
\$60,000 to just under \$75,000  
\$75,000 to just under \$90,000

37B. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

\$90,000 to just under \$105,000  
\$105,000 to just under \$120,000  
\$120,000 to just under \$135,000  
\$135,000 to just under \$150,000  
\$150,000 and over

This completes the survey. Thank you very much for taking the time to provide feedback.

## Appendix B – Data Tables

Please see separate document for Banner Data Tables