



Ipsos Reid



City of Saint John 2012 Citizen Survey





2012 marks the 4th “City of Saint John” Citizen Survey

■ City of Saint John Annual Citizen Survey

- Why is it important? How is it conducted? How it can help guide priorities?

■ Key Study Findings:

- **Resident Profile:** Community composition should be considered...one in five residents are now over 65 years of age; 57% are now 45 years of age & older; only one in three households have children under 18 living in the home; two-thirds own their home (which varies greatly by Ward); two-thirds of residents lived in the City for 20 years or more; one in four have a university degree
- **Quality of Life:** Measures remain stable compared to one year ago, both in terms of overall quality of life and the past 3 year trend
- **Satisfaction with Overall Municipal Programs/Service:** 75%, up 5% from one year ago; most significant decrease in resident satisfaction is with public transit (56%, down from 78% in 2011); most significant increase in resident satisfaction is for land use, zoning approvals, community planning



Issues of Local Concern: While roads and water continue to dominate, concern among citizens with matters relating to municipal finances have doubled in the past 4 years

- The state of our roads, there are many potholes destroying our cars.
- Have got to prioritize roads, they are terrible.
- Potholes, drive around the City, you will see them everywhere
- Roads, every road you go down, it's ripped up.

- Water, it has to be cleaned up and the system has to be rebuilt, they have to protect our clean water supply.
- My water has a smell to it when you turn on the tap, I get my water from Sobey's.
- Water quality should be a high priority

- Pension fund, it's in the tank.
- Pension needs to be sorted one way or another and get control of the pension board.
- Pension the City employees get, it is all screwed up, the sooner they get it taken care of, it is bankrupting the City

- Get the debt under control.
- Curb unnecessary spending such as Peel Plaza.
- Budget – far in debt and not providing enough services.
- Reducing City expenditures

TOP 5 LOCAL ISSUES:	2012	2011	2010	2009
City of Saint John	(n=775)	(n=800)	(n=800)	(n=802)
INFRASTRUCTURE (ROADS)	28%	23%	19%	23%
WATER/WASTEWATER	12%	16%	16%	13%
PENSION ISSUES	11%	15%	1%	2%
FISCAL MANAGEMENT/ BUDGET/FINANCES/DEBT	10%	7%	6%	2%
TAX ISSUES	5%	7%	12%	6%

- Property taxes are too high, everyone is moving away.
- Tax rate, too high
- Only issue I have is property taxes are too high

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 is the one issue you feel should receive the greatest attention from Common Council and City Management?





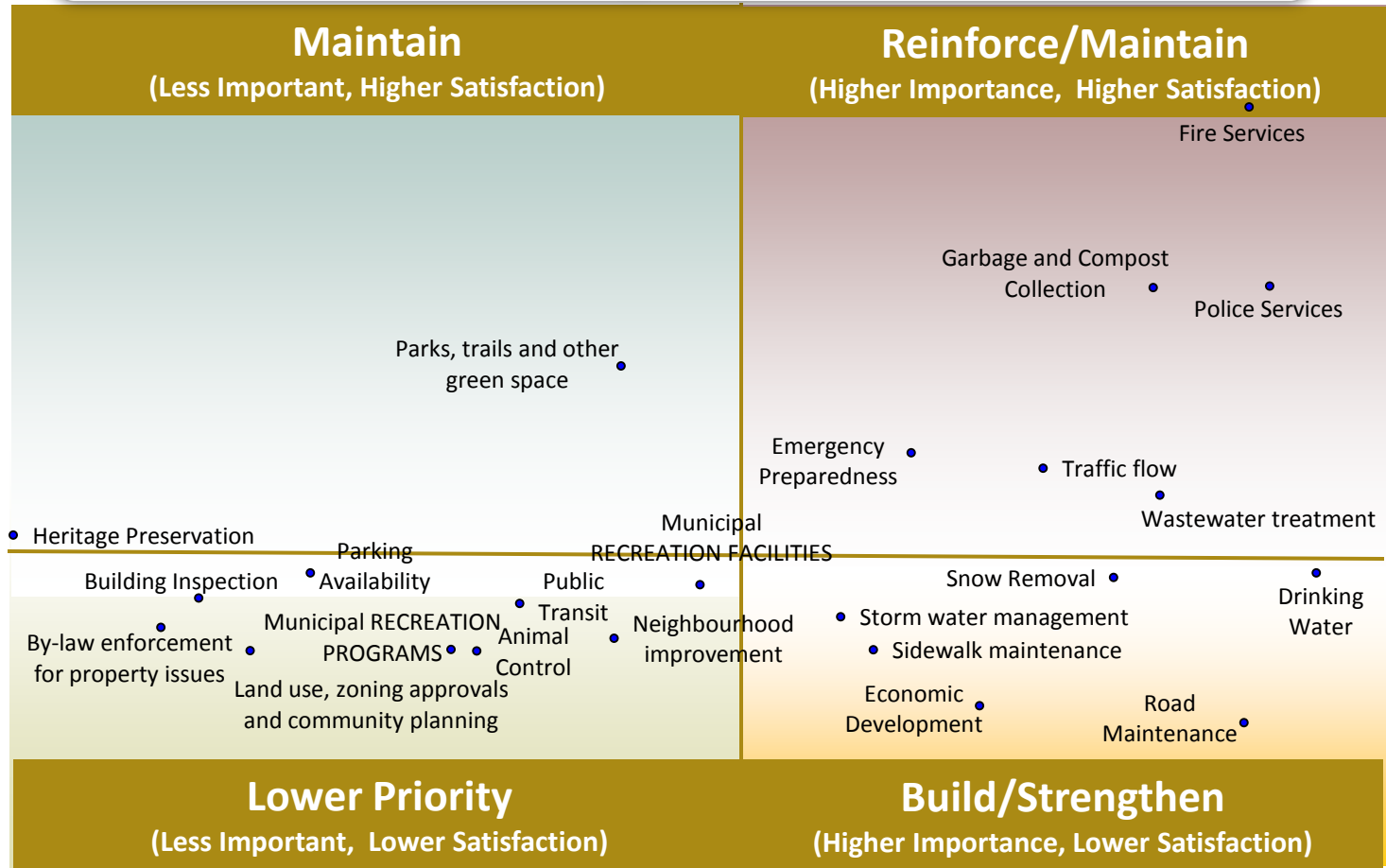
Citizen Priority Items: 2012 citizen priorities relate to key infrastructure (roads/sidewalks, drinking water, storm water management, snow removal) and economic development

Municipal Services & Programs: 2012 Priorities (n=775)

Higher Resident Satisfaction Levels

City Performance (Delivery)

Lower Resident Satisfaction Levels



Lower Importance to Citizens

Higher Importance to Citizens

Importance (Requirement)

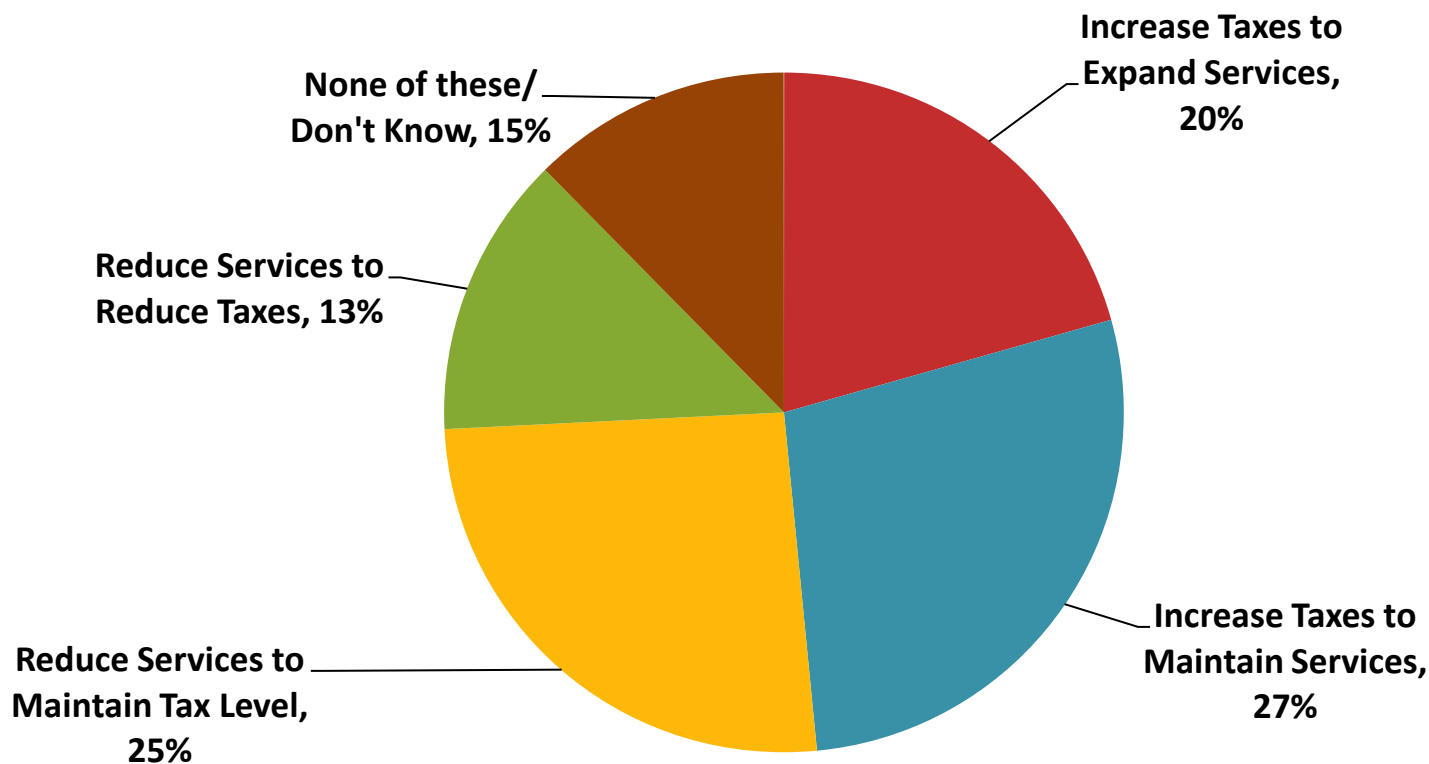




Balancing Service Delivery & Taxation: Slightly more residents now opt to increase taxes (to either improve or maintain services) rather than reduce services (to either reduce or maintain tax levels)

2012 Citizen Survey

(n=775)



14. Municipal property taxes are the primary way to pay for services and programs provided by the City of Saint John. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue?





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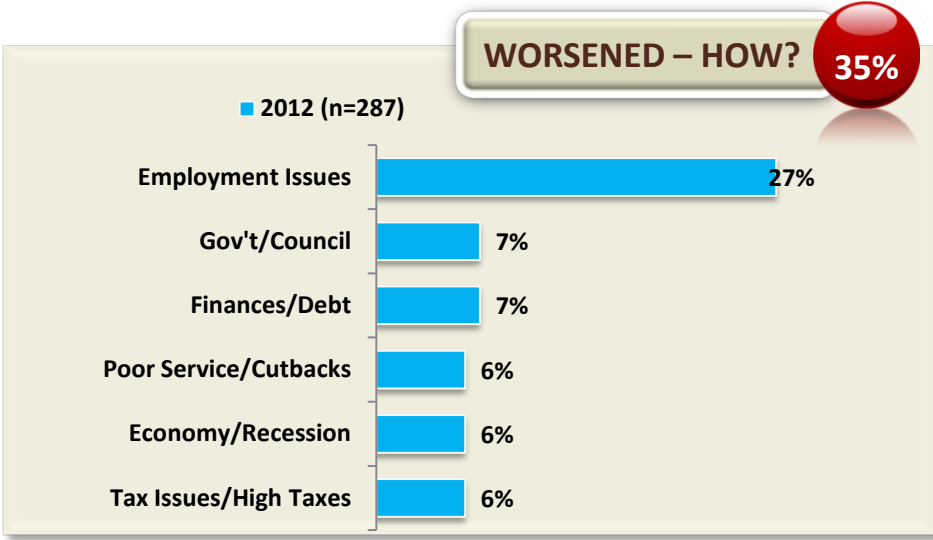
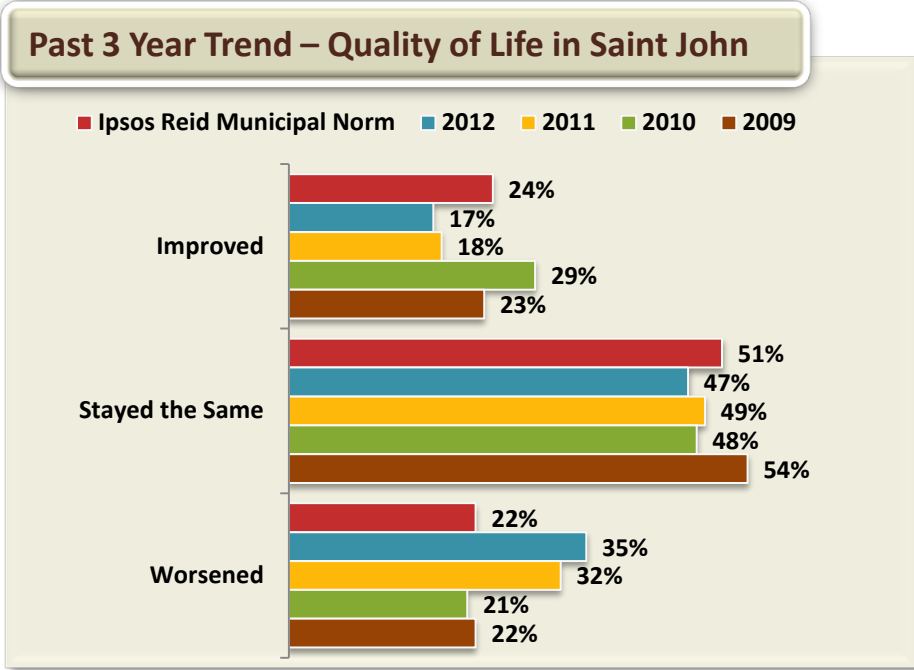
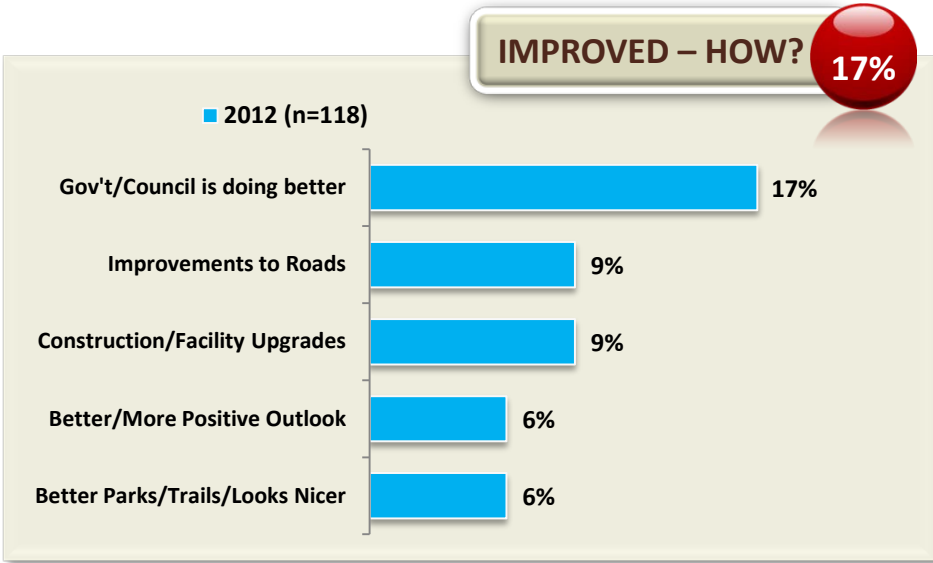
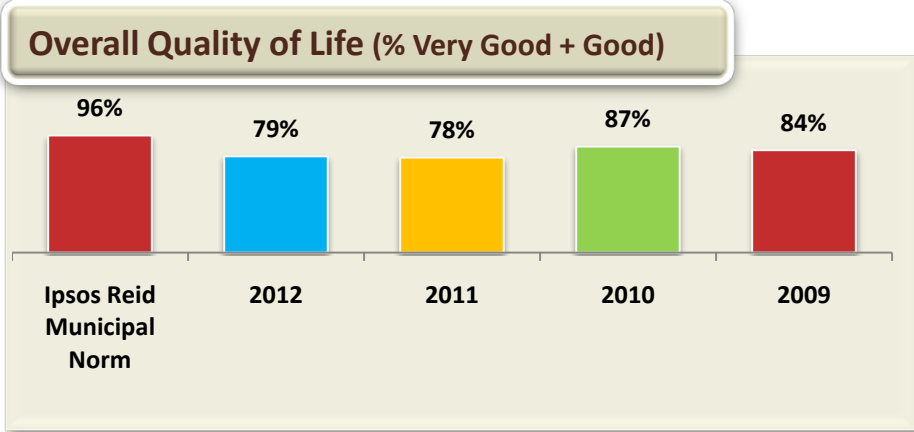


2012 CITIZEN SURVEY DETAILED STUDY FINDINGS



SAINT JOHN

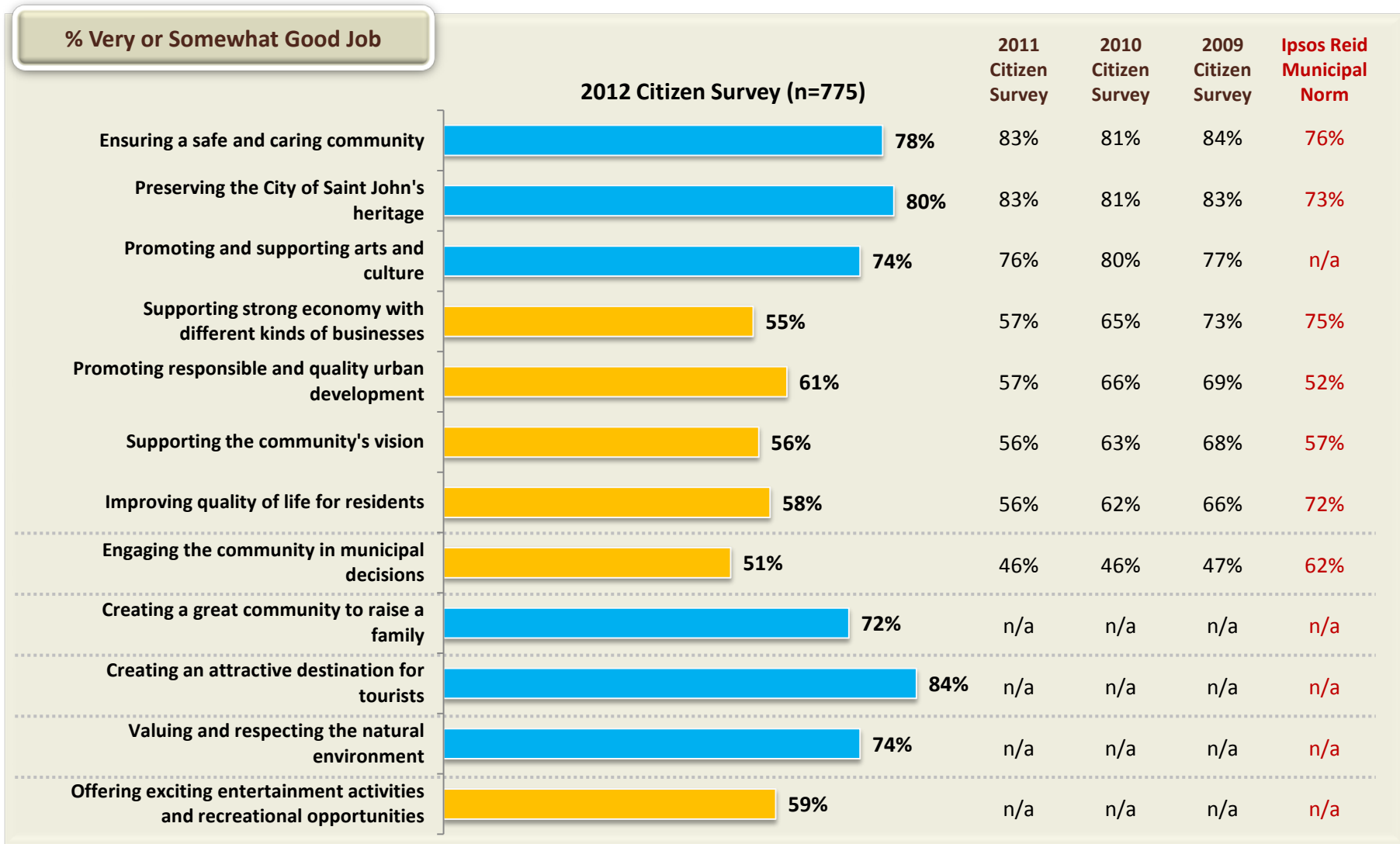
Overall quality of life measures in Saint John remain stable compared to one year ago



2. How would you rate the overall quality of life in the City of Saint John today? 3. And, do you feel that the quality of life in the City of Saint John in the past three years has ...
 4. Why do you think the quality of life has improved? 5. Why do you think the quality of life has worsened?
 ↑↓ Arrow indicates a significant difference between 2011 and 2012 Survey Results



City of Saint John is seen to be doing a good job creating a community that is attractive to both residents and visitors, on a variety of dimensions



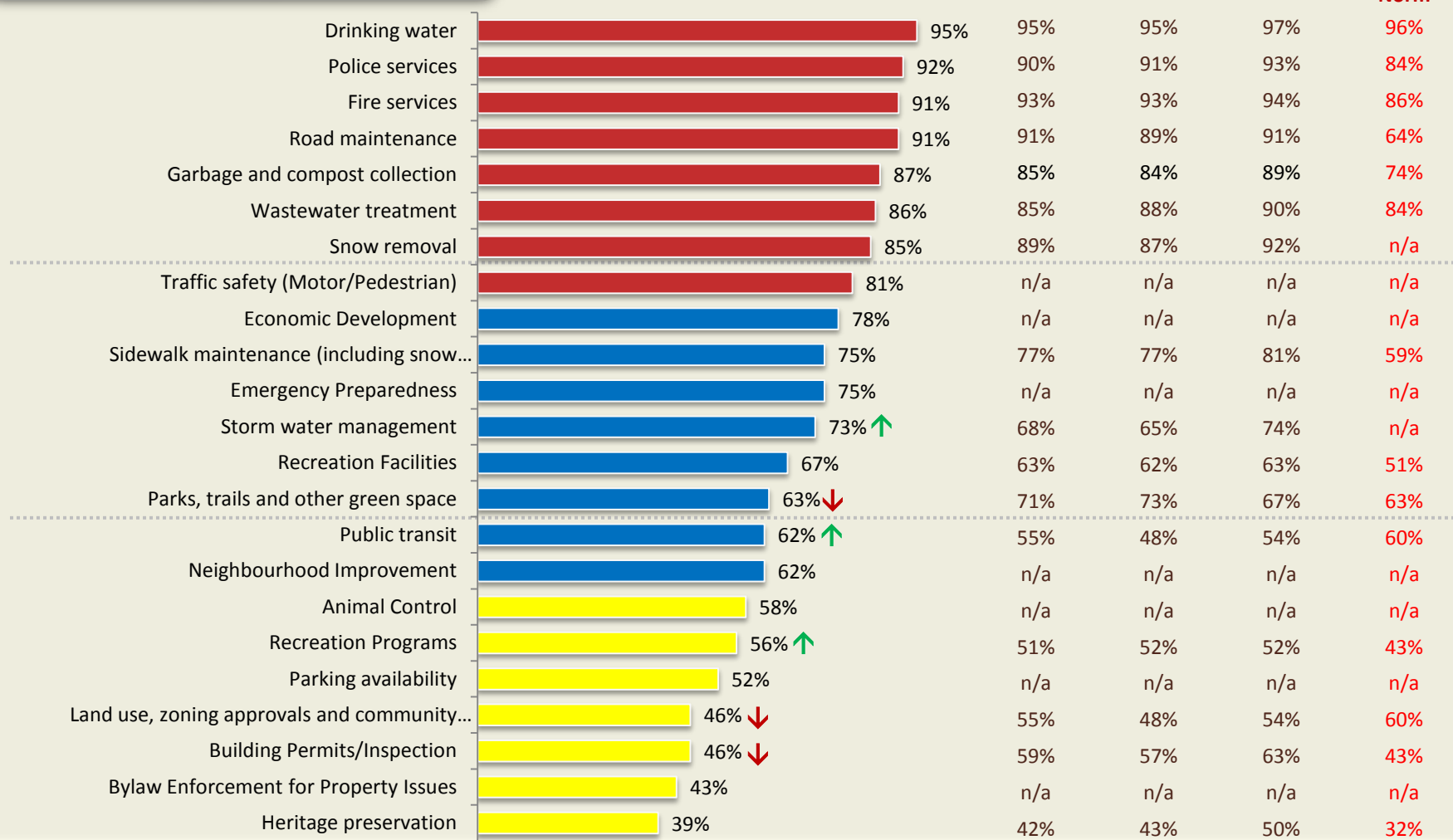
12. Now please tell me whether you think the City of Saint John is doing a good or a poor job in each of the following areas. The first area is...
 ↑↓ Arrow indicates a significant difference between 2011 and 2012 Survey Results



Level of importance of municipal services/programs remains generally consistent with past years; however some slight variances are noted

2012 Citizen Survey - % Very Important (n=775)

2011 Citizen Survey 2010 Citizen Survey 2009 Citizen Survey Ipsos Reid Municipal Norm



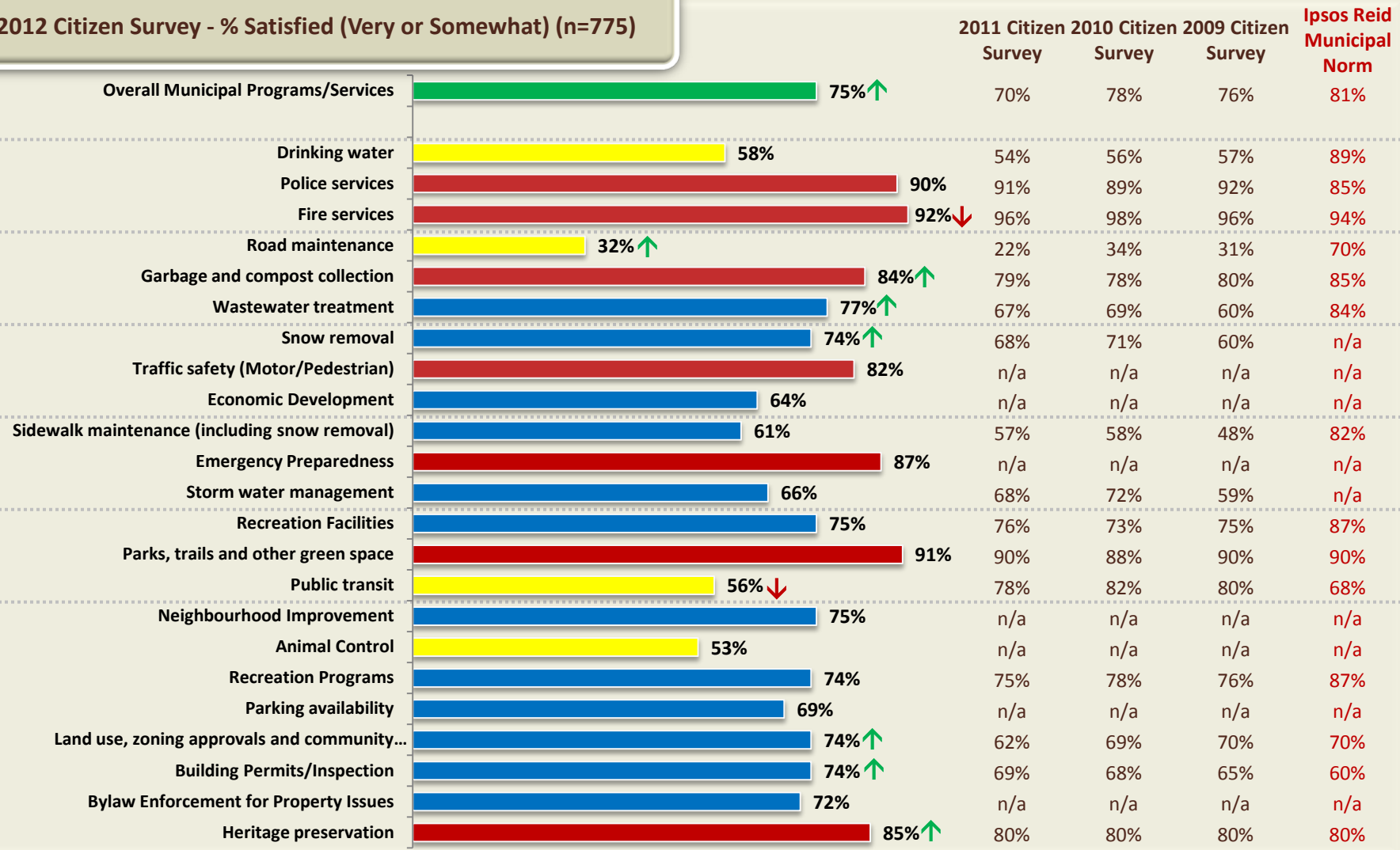
9. I am going to read a list of programs and services provided to you by the City of Saint John. Please tell me how important each one is to you?

↑ ↓ Arrow indicates a significant difference between 2011 and 2012 Survey Results



Citizen satisfaction with municipal program/service performance has improved overall and in a number of key areas with a few declines noted

2012 Citizen Survey - % Satisfied (Very or Somewhat) (n=775)



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?

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 satisfied you are with the job the City is doing in providing that program or service.

↑ ↓ Arrow indicates a significant difference between 2011 and 2012 Survey Results

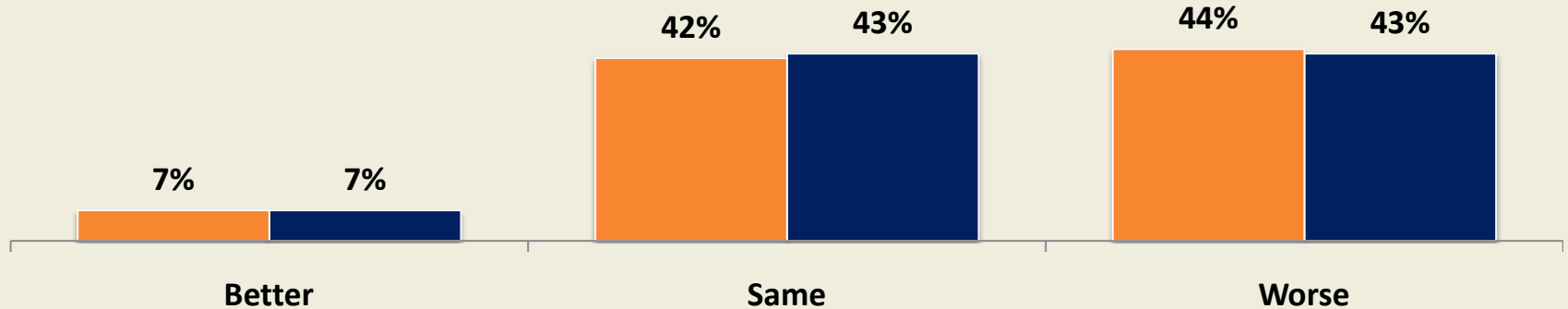




Residents are mixed in their evaluation of City services compared to other similar sized cities in the region, however they are clear, the City should seek to deliver services at the same level of other similarly sized cities in the region

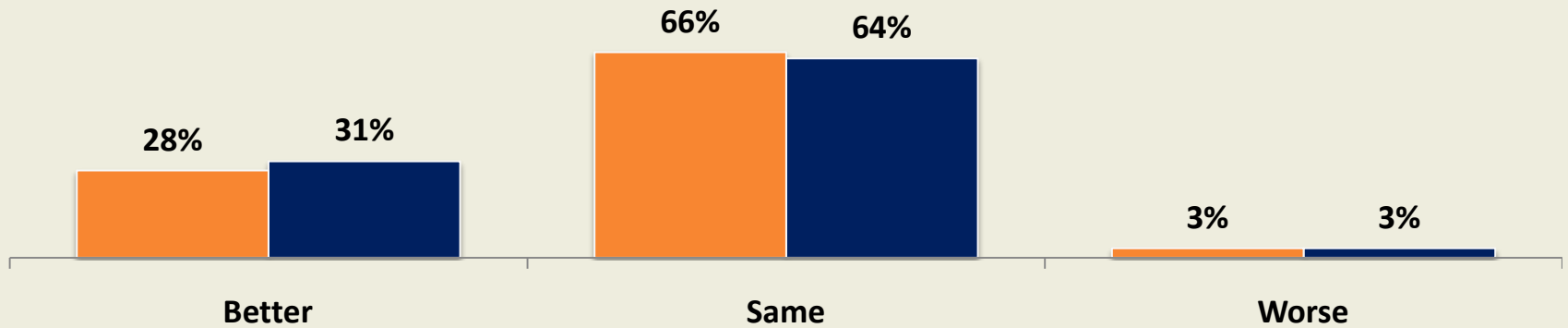
**How Do City of Saint John Service Levels Compare to Other Cities of Similar Size In...
(n=775)**

■ New Brunswick ■ Atlantic Canada



**City of Saint John Should Provide Service Levels That Are...
(n=775)**

■ New Brunswick ■ Atlantic Canada



40. How do you think City of Saint John service levels compare to other cities of a similar size in ... ?

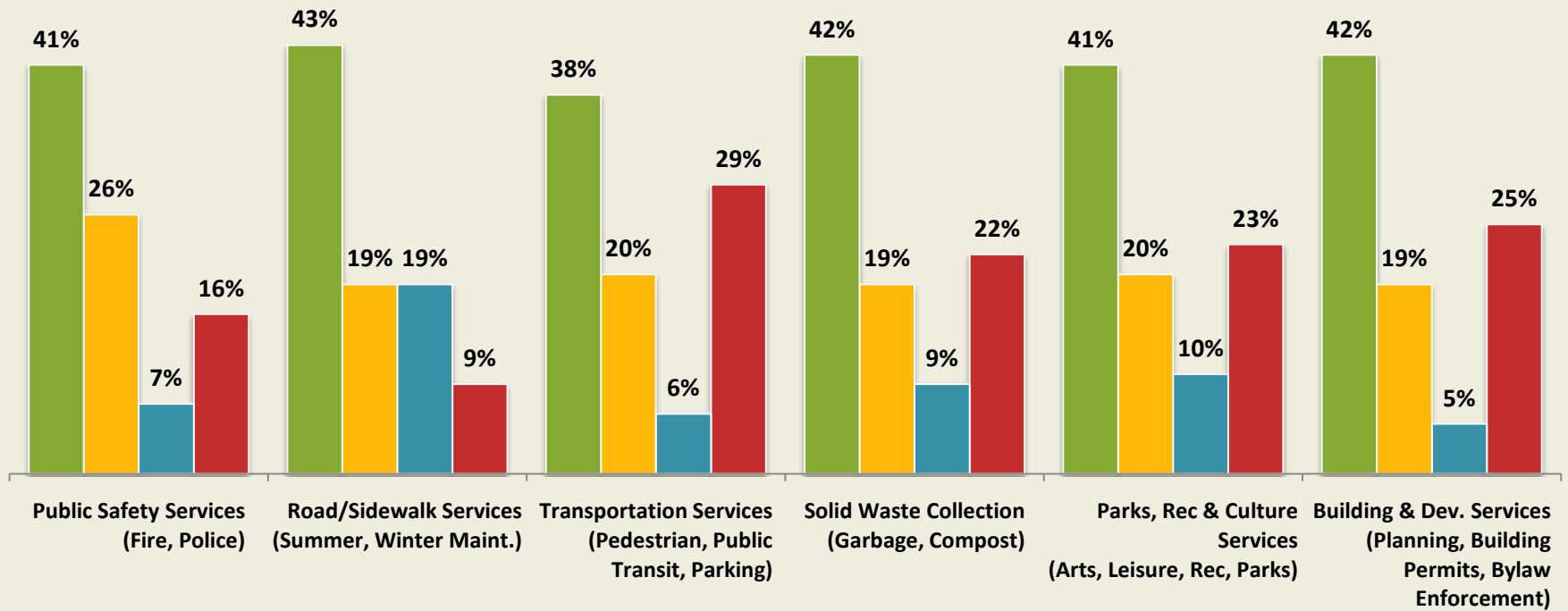
41. And, similarly, do you think the City of Saint John should provide service levels that are the same, better or worse than other cities of a similar size in ...?



Four in ten believe “private-public partnerships” should be pursued if the City has to generate additional revenue to deliver the level of service citizens expect

Means of Generating Additional Revenue to Deliver Municipal Services at Level Expected (n=775)

■ User Fees ■ Property Tax ■ Mix of User Fees & Property Tax ■ Private/Public Partnership



38. If the City had to generate additional revenue to deliver the level of service citizens expect, which of the following options would you most like the City to pursue for each of the following types of municipal services?

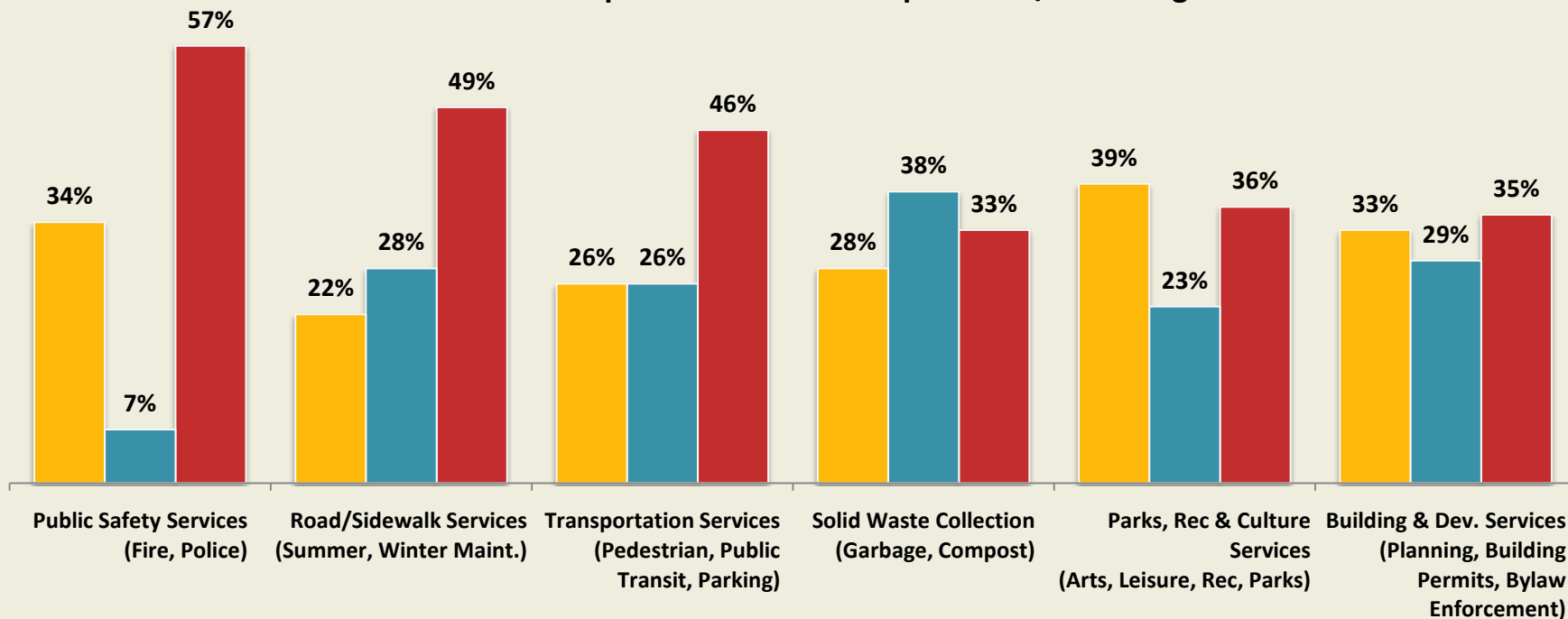




While most City residents believe the municipality should deliver Public Safety Services, Road/Sidewalk Services and Transportation Services directly, they are more mixed in opinion on who should deliver other municipal services

**Who Should Deliver Municipal Services?
(n=775)**

- City Directly
- Contracting Some to Private Contractors
- Pursue Partnerships with other service providers/levels of gov't

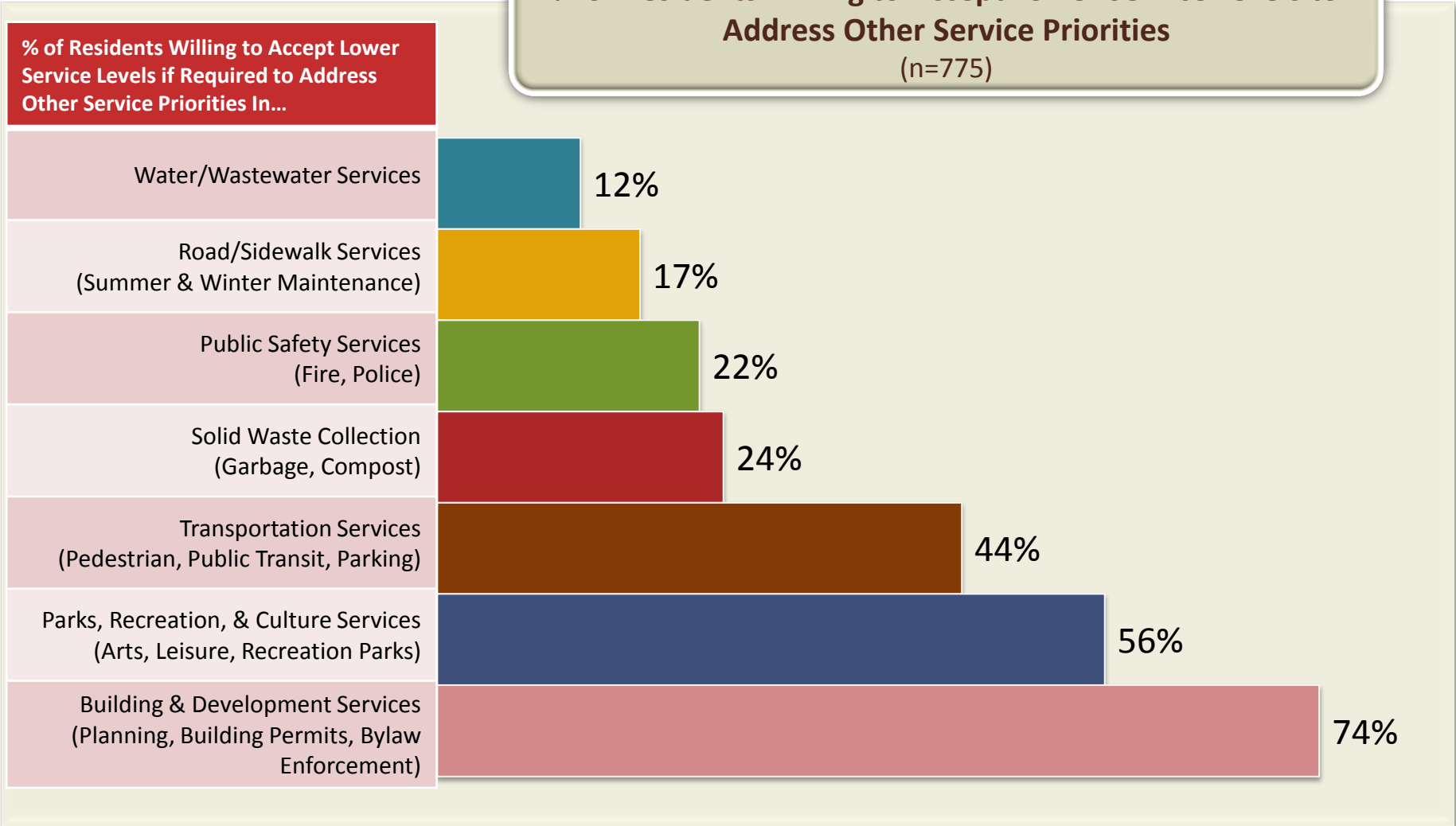


39. There has been some discussion about who should deliver some of the municipal services. Service could be provided by the City directly, contracted out to private operators, or it could be in partnership with other service providers or levels of government. What is your preference for who should deliver each of the following types of municipal services?



Residents identify the areas where they are unwilling to accept lower service levels if required to address other service priority areas.

% of Residents Willing to Accept Lower Service Levels to Address Other Service Priorities
(n=775)



42. If the City had to reduce service levels in one area to address priorities in other service areas, please indicate in which area (s) you would be willing to accept lower service levels? (Must select at least one area)





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2012 CITIZEN SURVEY – APPENDIX



SAINT JOHN

Question:

Is the survey sample similar to the population on key characteristics?
Does the sample “represent” the actual population of the City of Saint John?

Answer:

The sample was selected to reflect the proportion of the population living in each Ward.

Additionally, quota sampling and weighting are used to ensure representation of residents by age and gender groups in levels similar to the actual population of the City of Saint John (based on 2010 census information).

Margin of Error:

The margin of error for a sample of n=775 (assuming a 95% confidence level) is $\pm 3.5\%$

	2012 Citizen Survey Saint John Residents (n=775)	2010 Census Statistics Canada (City of Saint John) Population Aged 18 years +
Age		
18 to 24 years	12%	12%
25 to 34 years	16%	16%
35 to 44 years	15%	15%
45 to 54 years	20%	20%
55 to 64 years	17%	17%
65 years or older	20%	20%
Gender		
Male	48%	46%
Female	52%	54%

