



Ipsos Reid



City of Yellowknife

2014 Citizen Survey

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May 2014



Objectives and Methodology

Objective

- Provide a comprehensive overview of citizens' satisfaction levels, attitudes, needs, and priorities.

Methodology

- Telephone survey with a random and representative sample of 800 adult Yellowknife residents.
- Interviews conducted between April 1 and 13, 2014.
- Final data has been weighted to ensure the gender/age distribution reflects that of the actual Yellowknife population according to the most recent Census data.
- MOE: ± 3.5 percentage points, 19 times out of 20.
- Tracking and normative comparisons have been provided where appropriate.

Key Findings



Key Finding #1

Overall, the results are generally positive.

- Good quality of life.
- Satisfied with services.
- Approve of City Council's performance.
- City is doing a good job in most areas tested.
- Good value for municipal tax dollars.
- Satisfied with City's customer service.
- Significant improvements compared to previous years.



Key Finding #2

Social issues dominate the public issue agenda.

- Social issues have consistently been residents' number one local issue.
- Secondary issues this year include municipal government services, the economy, and transportation.

Key Finding #3

Not all communication channels have been equally effective at reaching residents.

- Of the methods tested, citizens are most likely to have visited the City's website, read a City announcement or advertisement in the newspaper, read the City's Capital Update newsletter, and heard a City announcement or advertisement on the radio.

Key Finding #4

Similarly, some public consultation activities are more appealing than others.

- Of the methods tested, citizens are most interested in surveys, followed by online feedback forms, public open houses, and community workshops.



Key Finding #5

There is support for the City subsidizing 100% of youth fees at City facilities.

- However, opinion is mixed on how this should be financed.
- That said, options involving an increase in adult user fees are clearly preferred over a lone increase in property taxes.



Key Finding #6

Residents are more likely to support helmet bylaws for children than for everyone regardless of age.

- However, support is still above the majority for all four bylaws tested.



Key Finding #7

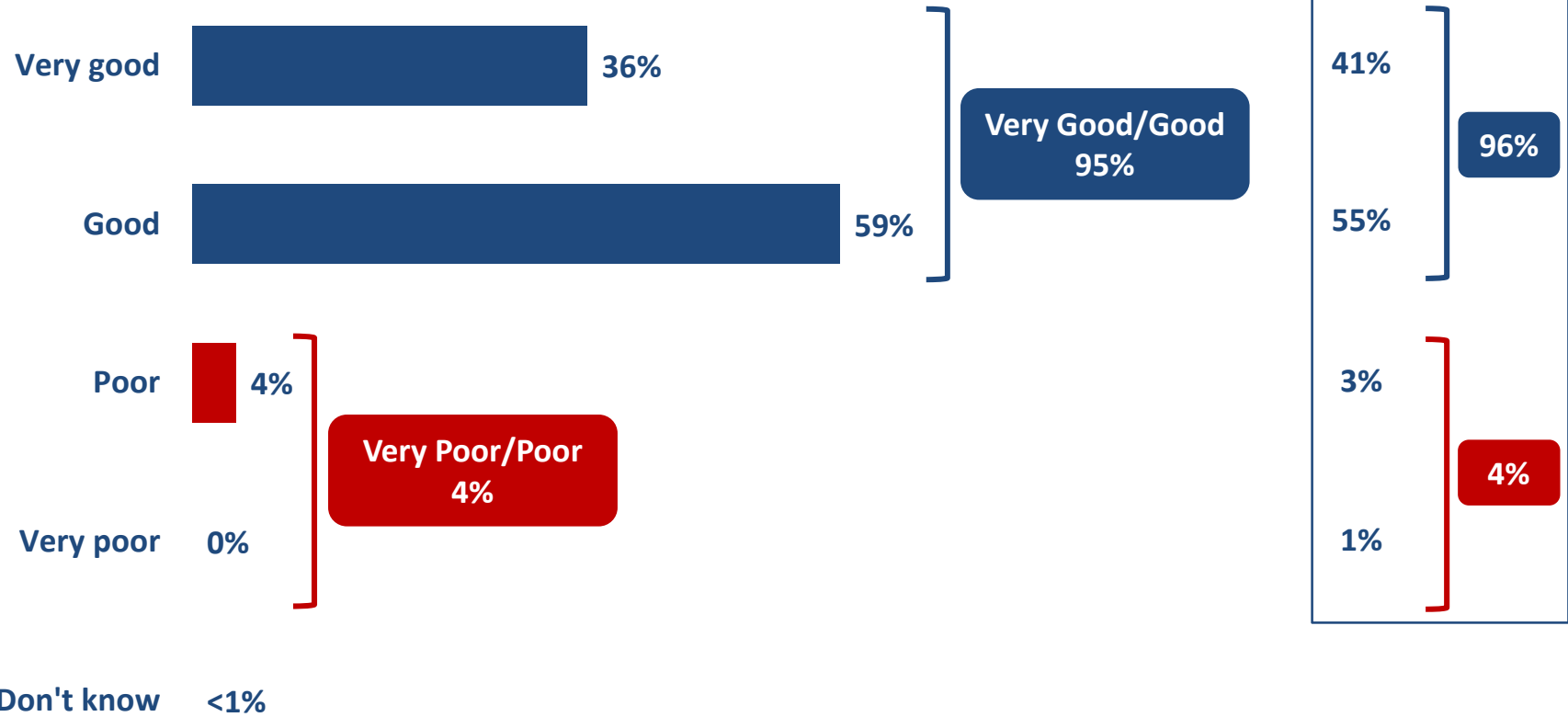
Just less than one-half of those planning on retiring in the next five years anticipate staying in Yellowknife.

- Familiarity and family are the main reasons for staying in Yellowknife upon retirement.
- The cost of living is the primary motivator for moving someplace else.

Detailed Results – Quality of Life



The City of Yellowknife offers citizens a good quality of life



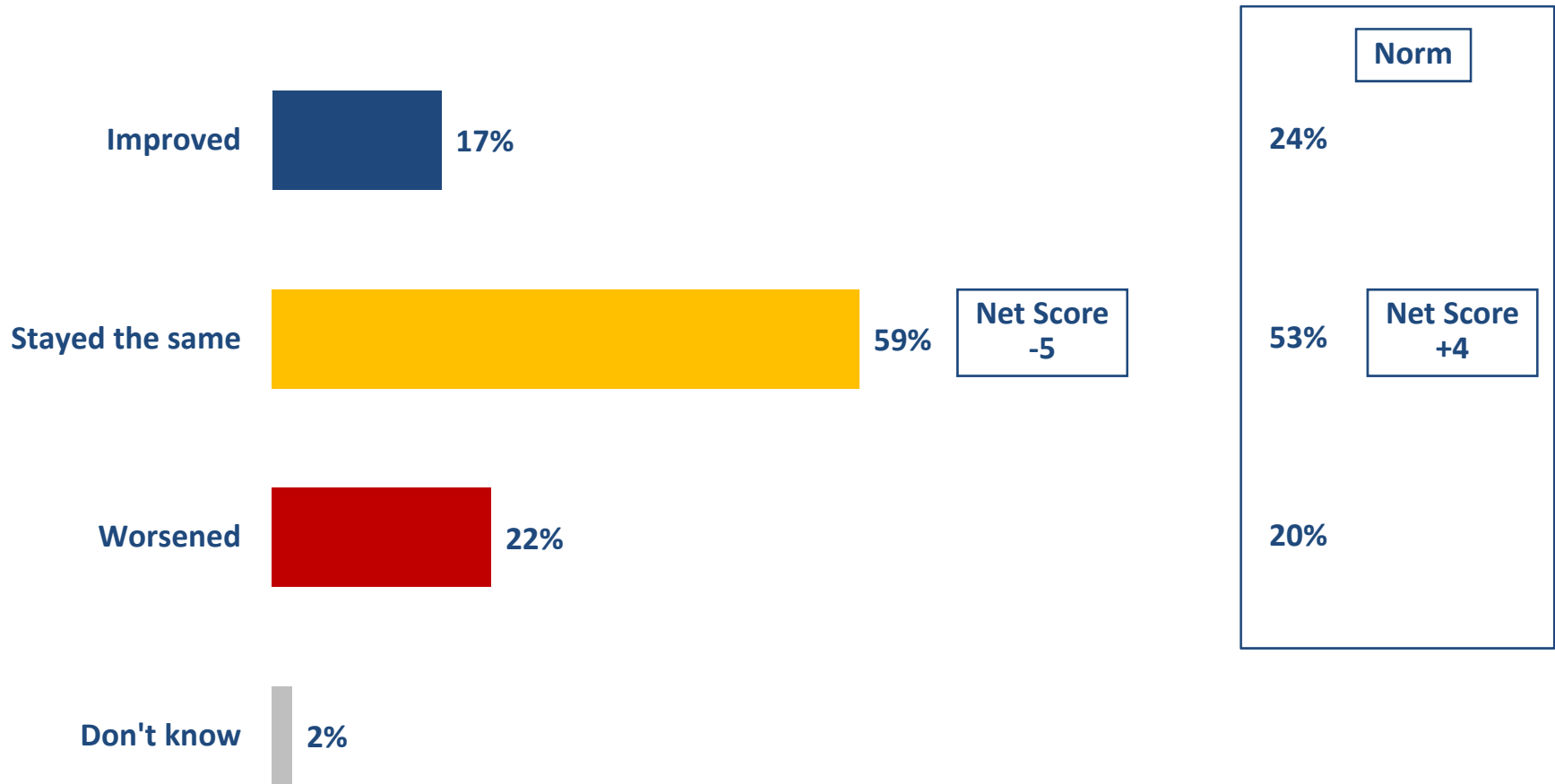
	2004 (n=800)	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Very Good/Good	94%	95%	96%	96%	93%	95%	95%
Very Good	27%	35%	32%	34%	30%	32%	36%

Base: All respondents (n=800)

Q2. How would you rate the overall quality of life in Yellowknife today?



The majority of citizens think the quality of life in Yellowknife has stayed the same over the past three years



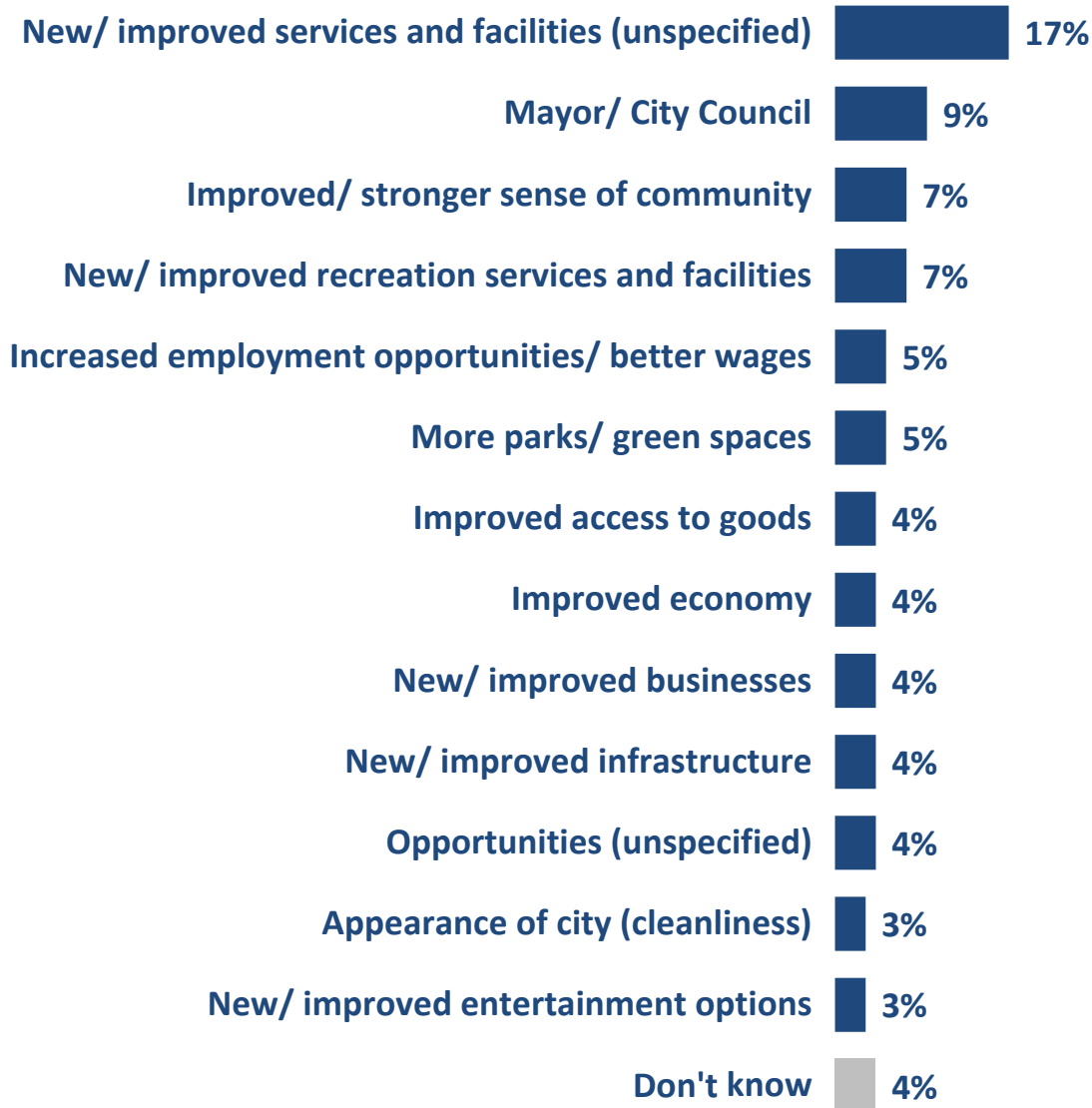
	2004 (n=800)	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Net Score	+16	+7	+3	+2	-4	-5	-5

Base: All respondents (n=800)

Q3. And, do you feel that the quality of life in Yellowknife in the past three years has improved, stayed the same, or worsened?



New/improved services and facilities is the main reason behind perceptions of an improved quality of life



Note: Only responses of 3% or more are shown.

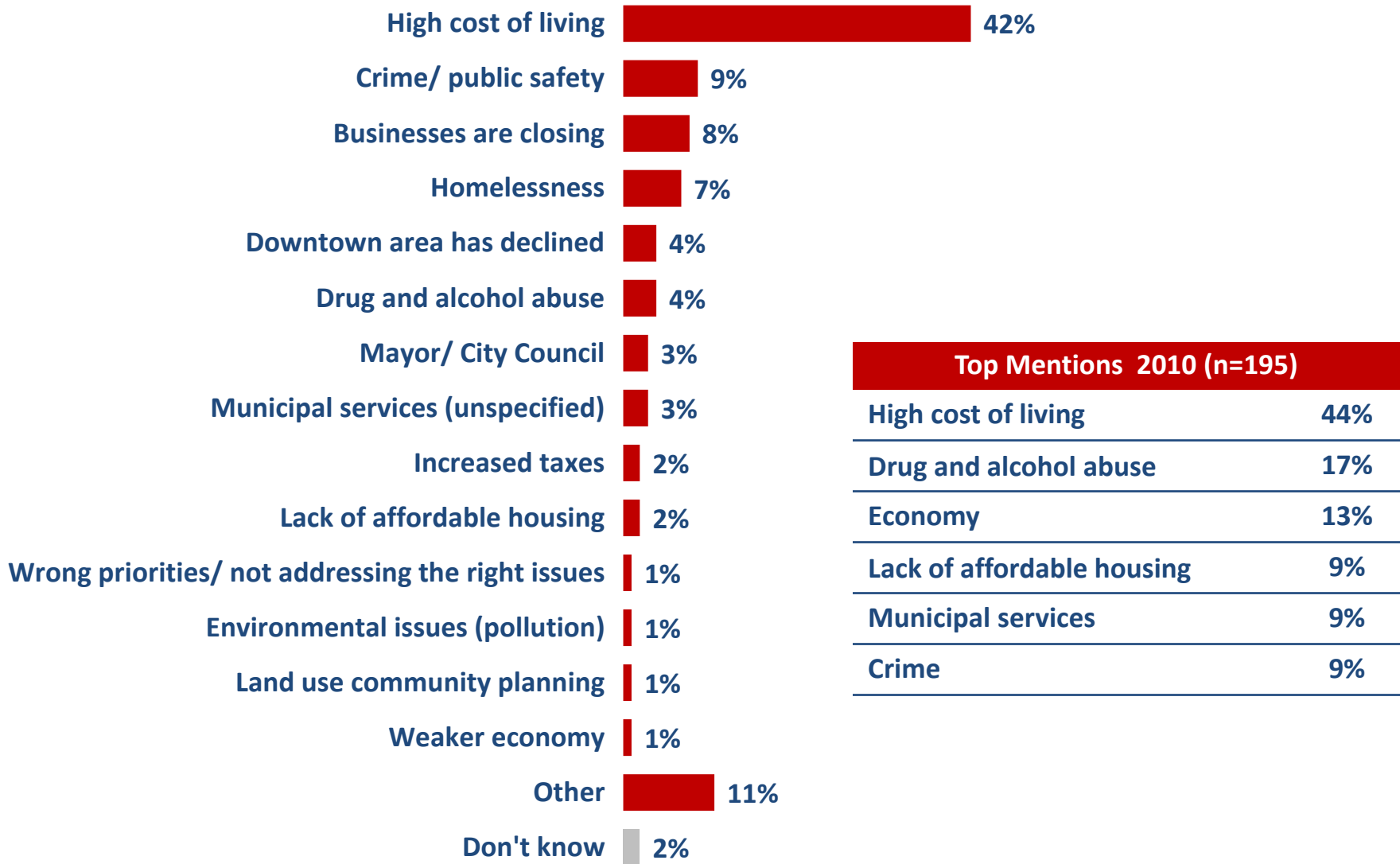
Top Mentions 2010 (n=135)	
Growth	23%
Improved recreation programs/ services	18%
More services/ facilities available	17%
More employment/ jobs/ wages	12%
Improved cleanliness of city/ city beautification	11%

Base: Respondents who think the quality of life has improved (n=124)

Q4. Why do you think the quality of life has improved?



The high cost of living is driving perceptions of a worsening quality of life



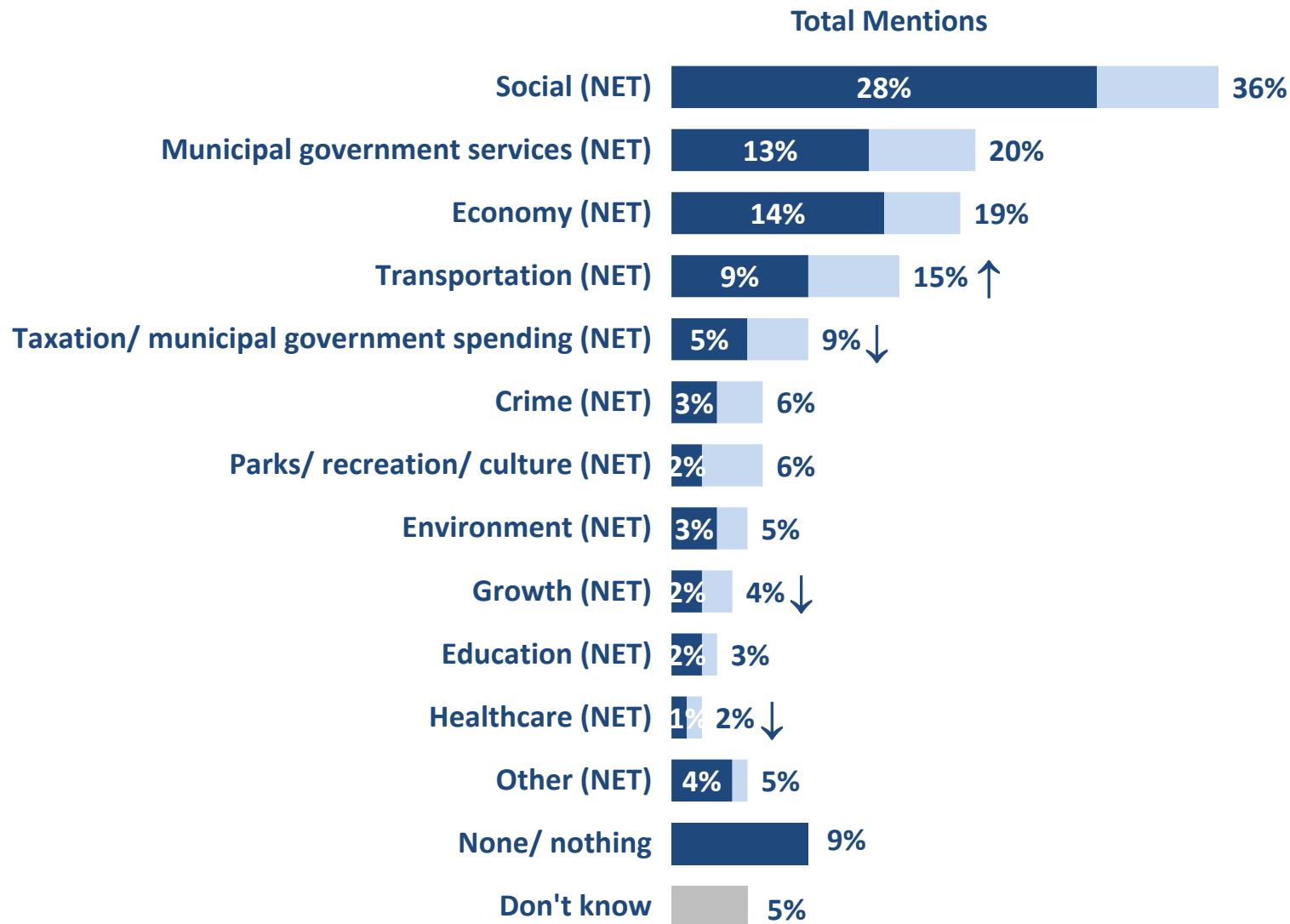
Base: Respondents who think the quality of life has worsened (n=183)

Q5. Why do you think the quality of life has worsened?

Detailed Results – Issue Agenda



Social issues dominate the public issue agenda



	2010	Norm
Social (NET)	35%	14%
Municipal government services (NET)	17%	12%
Economy (NET)	16%	8%
Transportation (NET)	10%	28%
Taxation/ municipal government spending (NET)	20%	11%
Crime (NET)	5%	13%
Parks/ recreation/ culture (NET)	6%	6%
Environment (NET)	6%	7%
Growth (NET)	8%	13%
Education (NET)	2%	8%
Healthcare (NET)	6%	6%
Other (NET)	14%	11%

■ First Mention ■ Second Mention

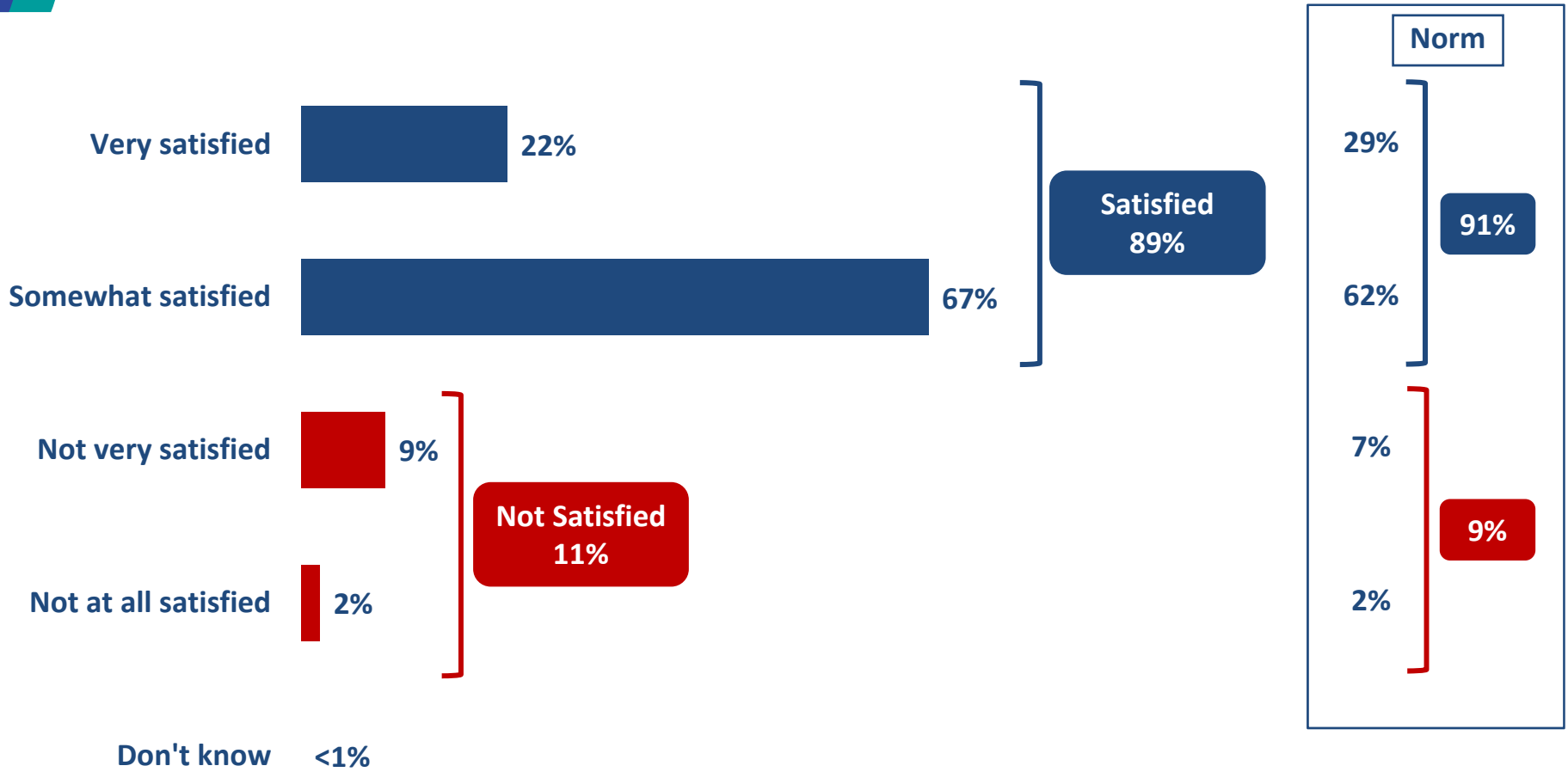
Base: All respondents (n=800)

Q1. In your view, what is the most important LOCAL issue facing the City of Yellowknife today? That is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Detailed Results – City Services



Citizens are satisfied with the overall level and quality of City services



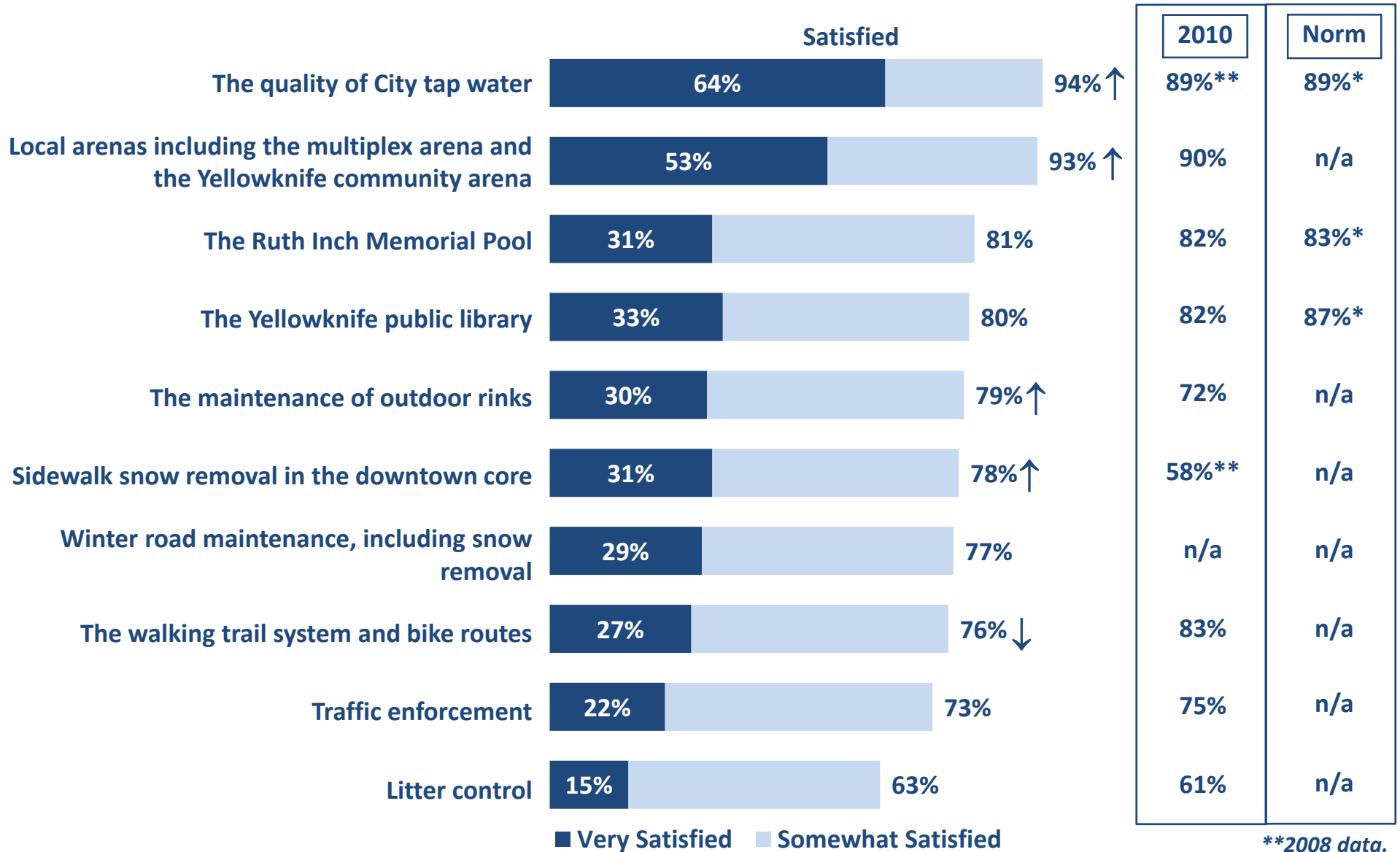
	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Very/Somewhat Satisfied	88%	87%	92%	86%	84%	89% ↑
Very Satisfied	20%	20%	21%	20%	18%	22% ↑

Base: All respondents (n=800)

Q6. How satisfied are you with the overall quality of services provided by the City of Yellowknife?



Satisfaction extends to the delivery of specific services



**2008 data.

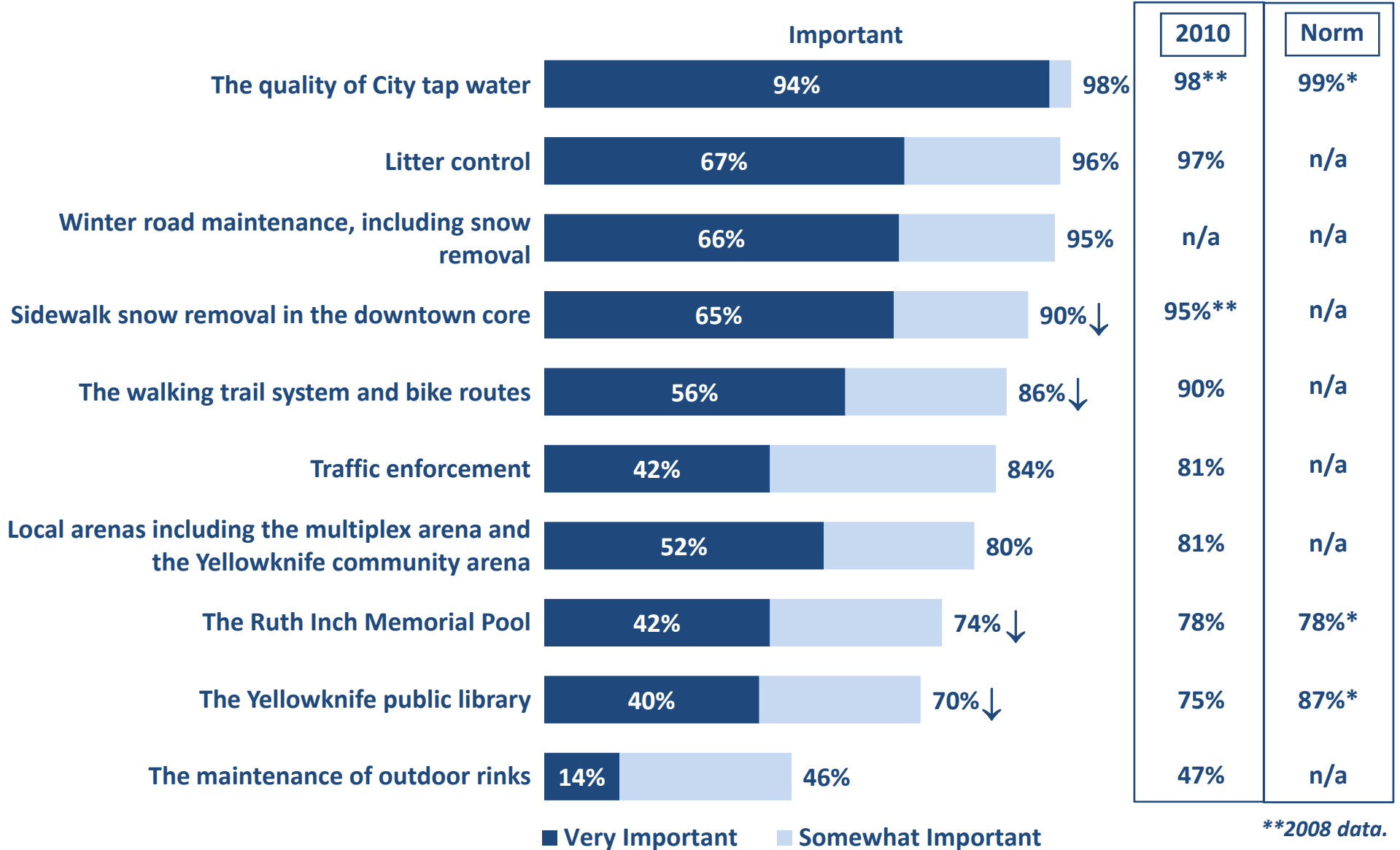
*Not directly comparable due to slightly different question wording.

Base: All respondents (n=800)

Q8. I'm now going to read a list of 10 services provided to you by the City of Yellowknife. Please tell me how satisfied you are with the job the City is doing in providing that service, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.



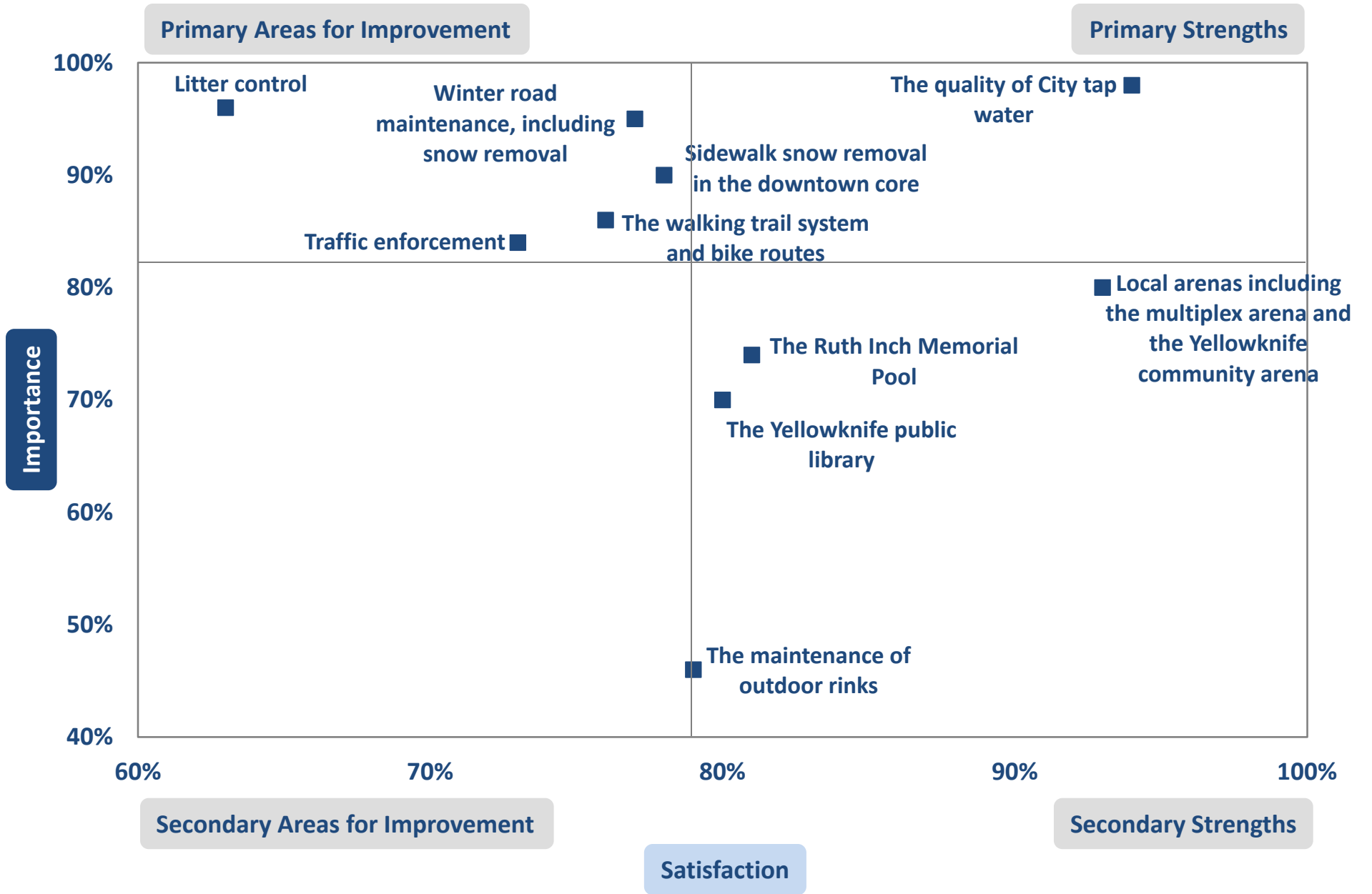
Nine of the ten tested services are important to citizens – the one exception is maintenance of outdoor rinks



Base: All respondents (n=800)

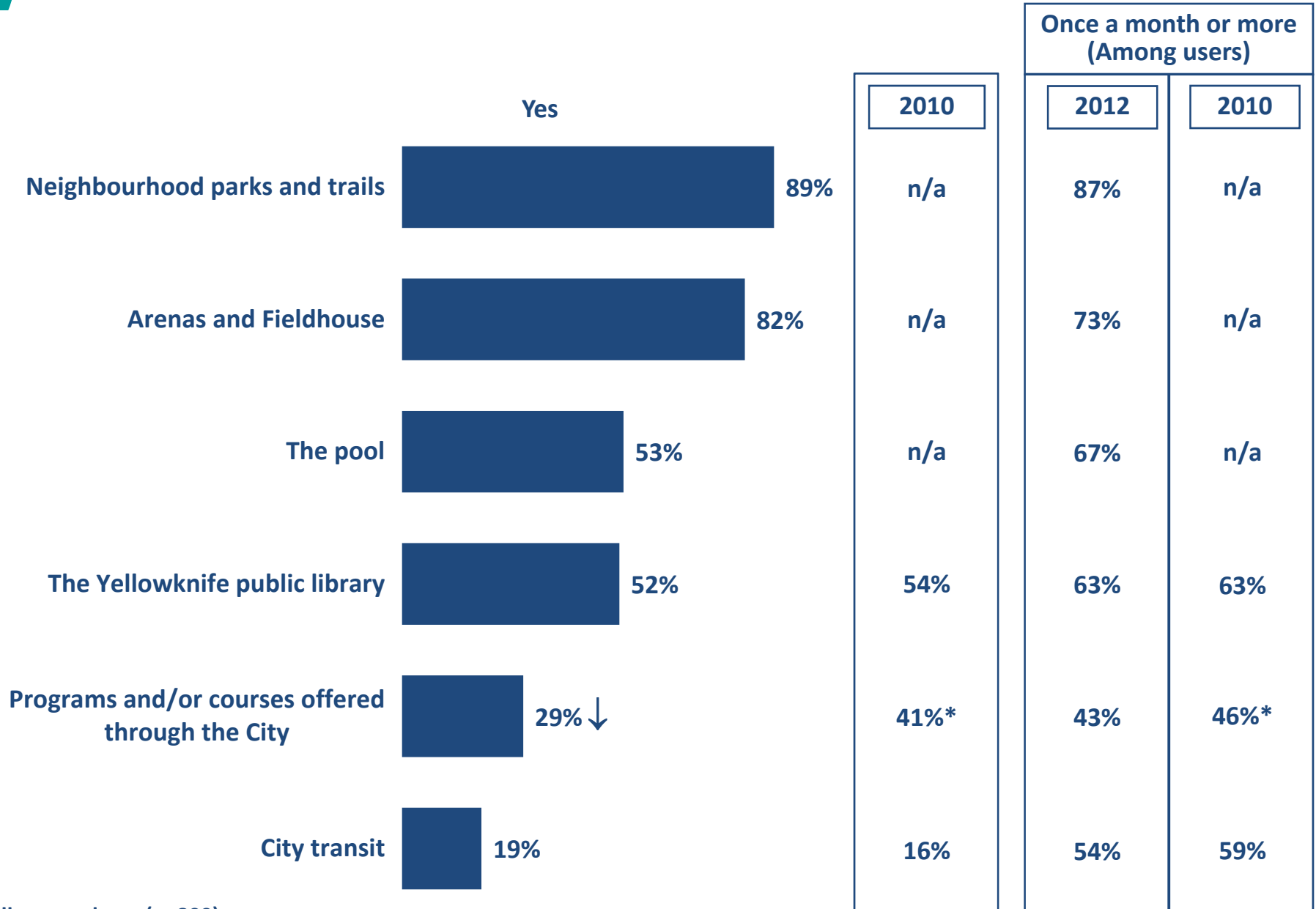
Q7. I'm now going to read a list of 10 services provided to you by the City of Yellowknife. Please tell me how important each one is to you using a scale of very important, somewhat important, not very important, or not at all important.

*Not directly comparable due to slightly different question wording.





The usage of specific City services varies



Base: All respondents (n=800)

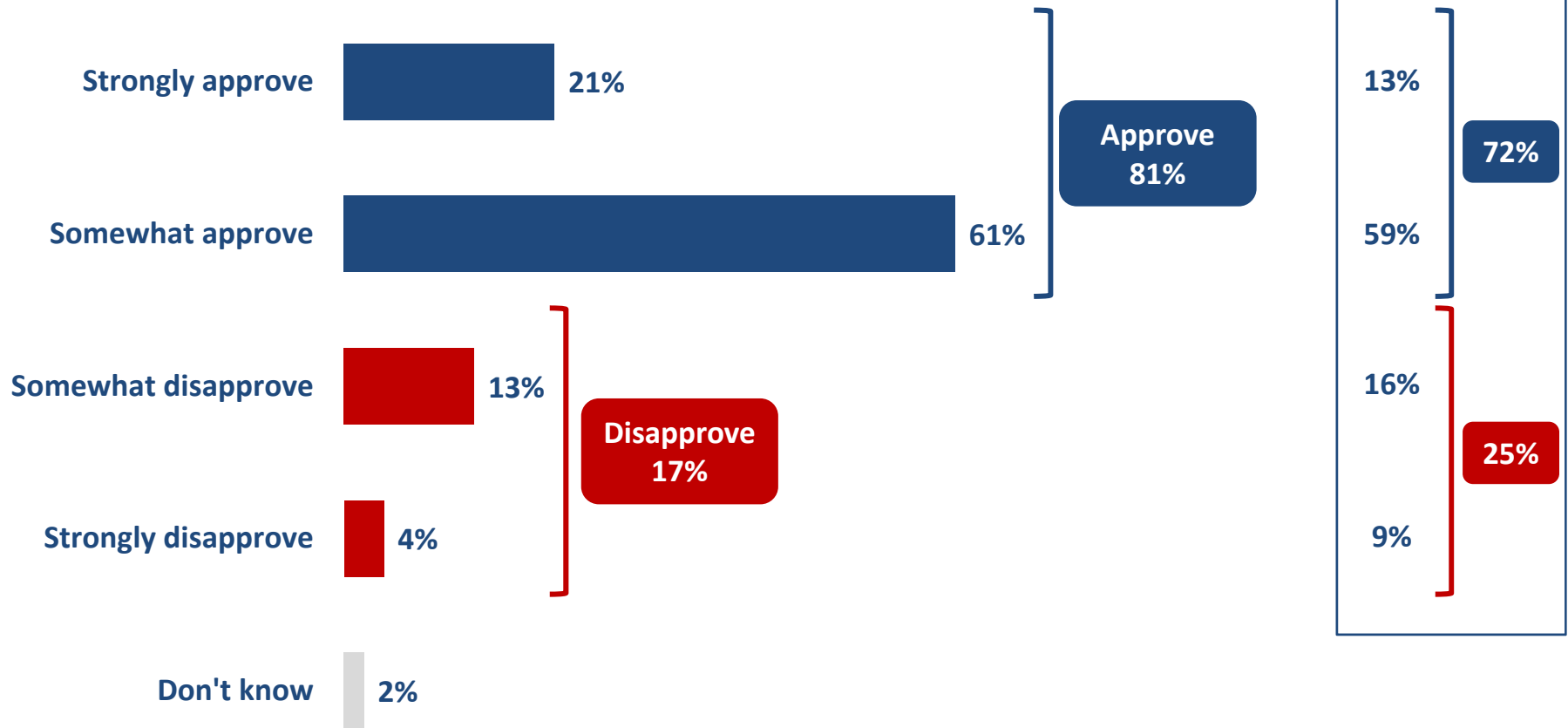
Q18. In the past 12 months, have you used or visited the following City of Yellowknife facilities or services?

*2008 data.

Detailed Results – City Performance



Most citizens approve of City Council's overall performance



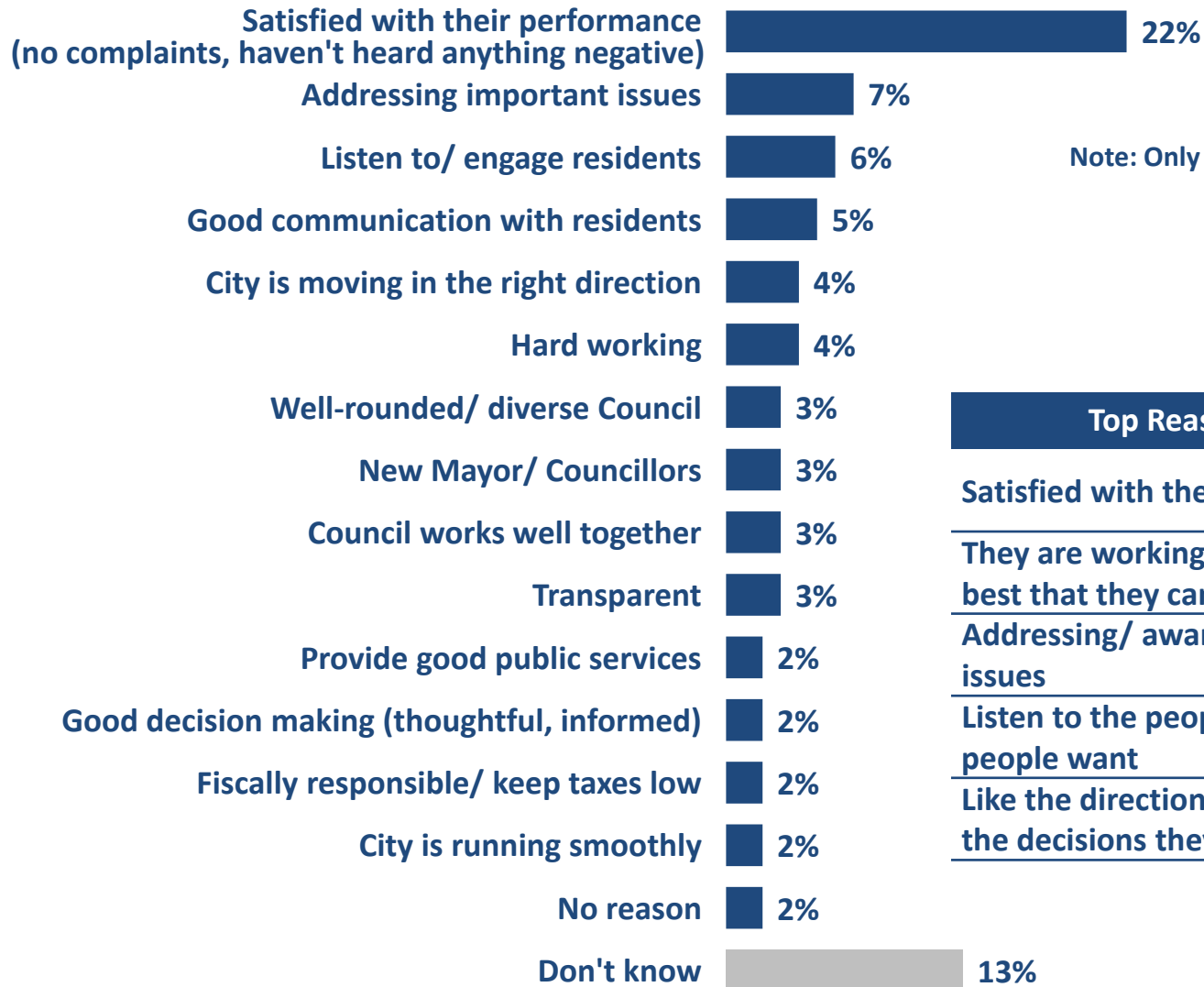
	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Strongly/Somewhat Approve	75%	73%	77%	77%	73%	81% ↑
Strongly Approve	9%	10%	16%	14%	13%	21% ↑

Base: All respondents (n=800)

Q9. Generally speaking would you say you approve or disapprove of the overall performance of Yellowknife's City Council? (Would that be strongly or somewhat approve/disapprove?)



While the main reason behind approval is general satisfaction, other responses offer specific feedback on things Council is doing well



Note: Only responses of 2% or more are shown.

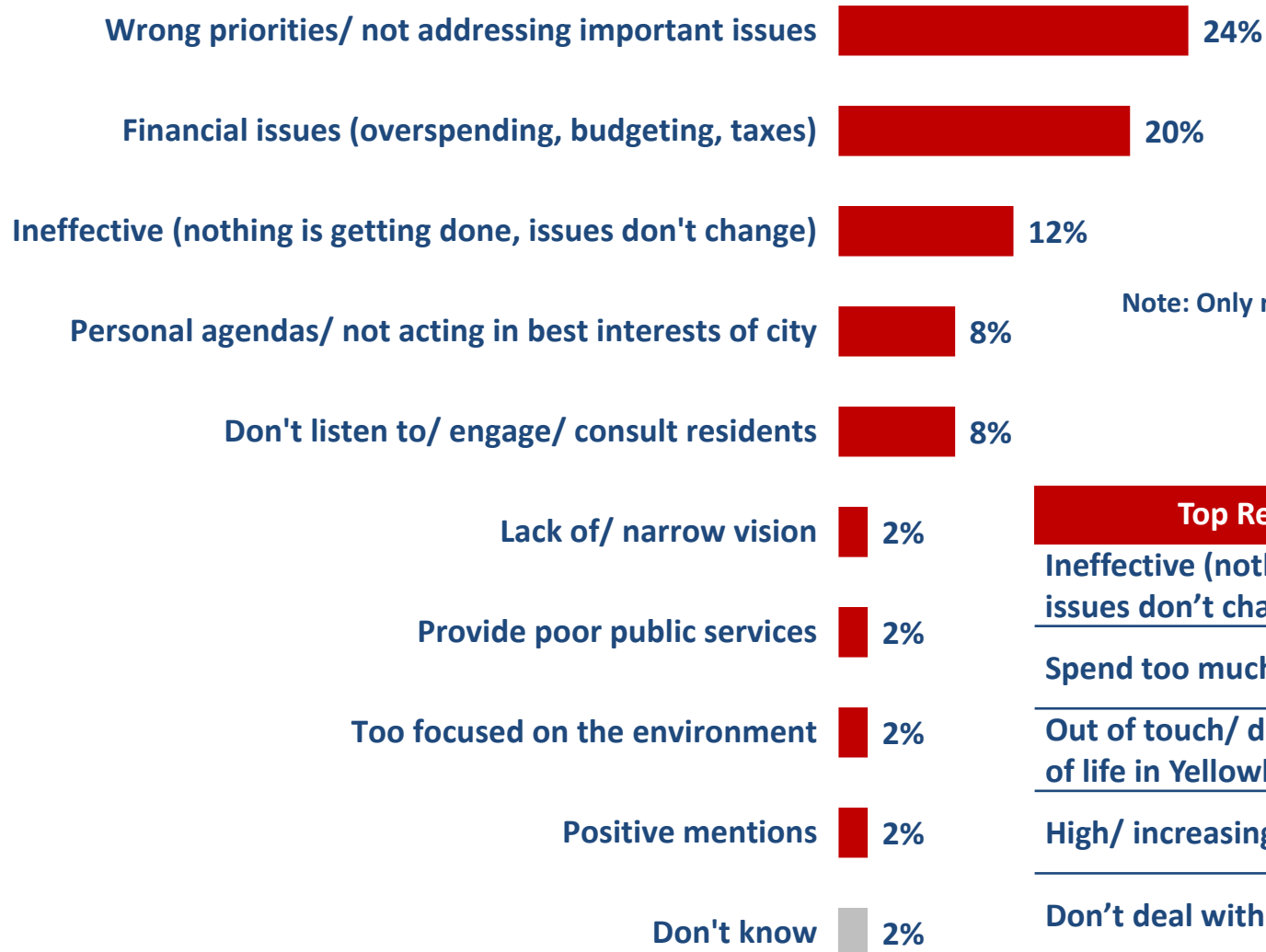
Top Reasons 2010 (n=583)	
Satisfied with their performance	18%
They are working hard/ doing the best that they can	7%
Addressing/ aware of the important issues	6%
Listen to the people/ know what the people want	6%
Like the direction they're taking and the decisions they're making	5%

Base: Respondents who approve of City Council's overall performance (n=659)

Q10. What is the main reason you approve of City Council's overall performance?



Disapproval primarily stems from the feeling that Council is focusing on the wrong issues, as well as concerns over City finances



Note: Only responses of 2% or more are shown.

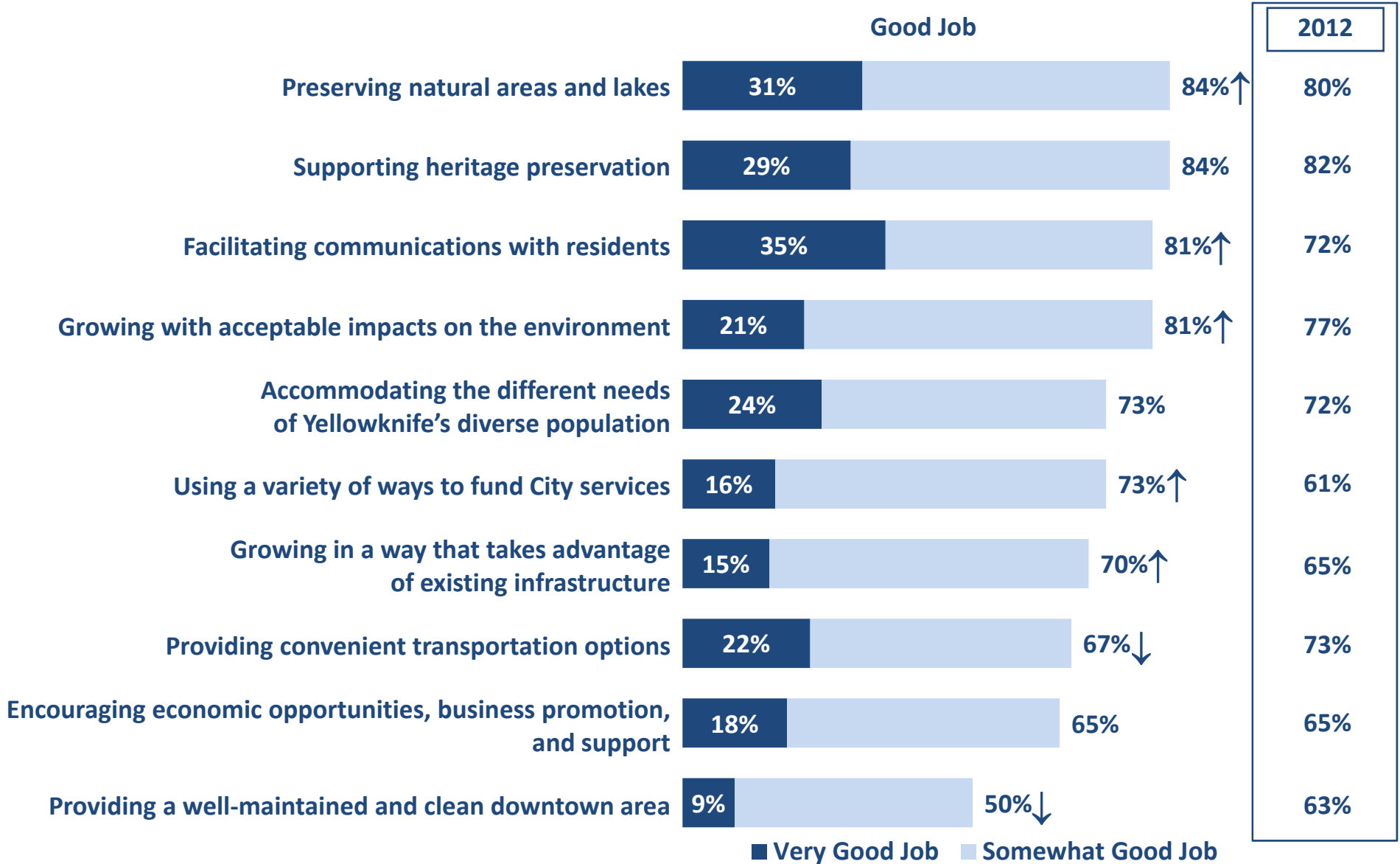
Top Reasons 2010 (n=187)	
Ineffective (nothing is getting done, issues don't change)	14%
Spend too much money	14%
Out of touch/ don't have realistic view of life in Yellowknife	12%
High/ increasing taxes	9%
Don't deal with the important issues	7%

Base: Respondents who disapprove of City Council's overall performance (n=130)

Q11. What is the main reason you disapprove of City Council's overall performance?



Citizens think the City is doing a good job in most areas – the one exception is providing a well-maintained and clean downtown area



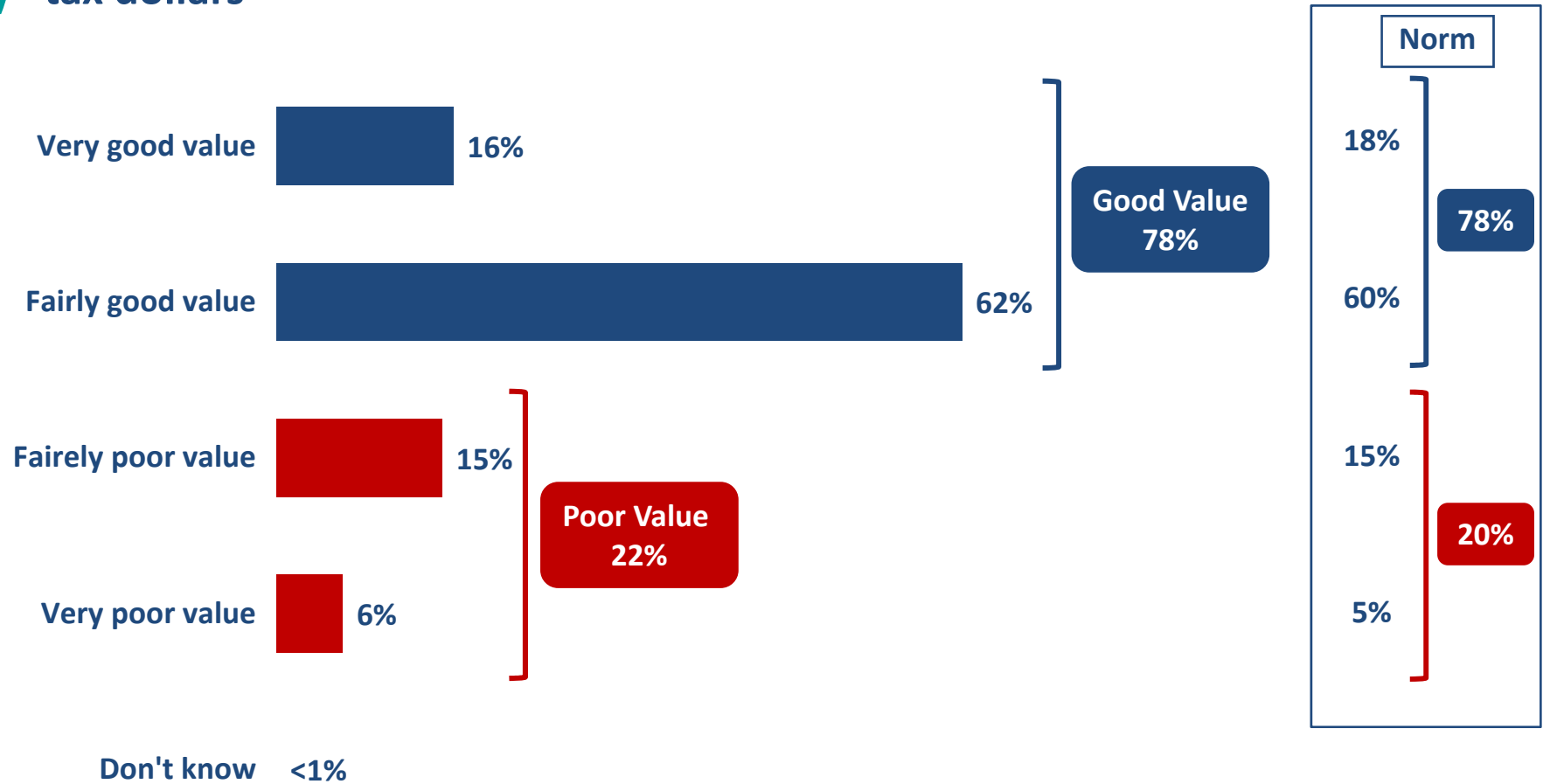
Base: All respondents (n=800)

Q12. Now please tell me whether you think the City of Yellowknife is doing a good job or poor job in each of the following areas. (Is that a very or somewhat good/poor job?)

Detailed Results – Finance



The majority of citizens believe they receive good value for their municipal tax dollars 29



	2004* (n=800)	2005 (n=800)	2006 * (n=800)	2007* (n=801)	2008* (n=800)	2010 (n=800)	2014 (n=800)
Very/Fairly Good Value	71%	n/a	75%	76%	72%	n/a	78% ↑
Very Good Value	7%	n/a	8%	8%	8%	n/a	16% ↑

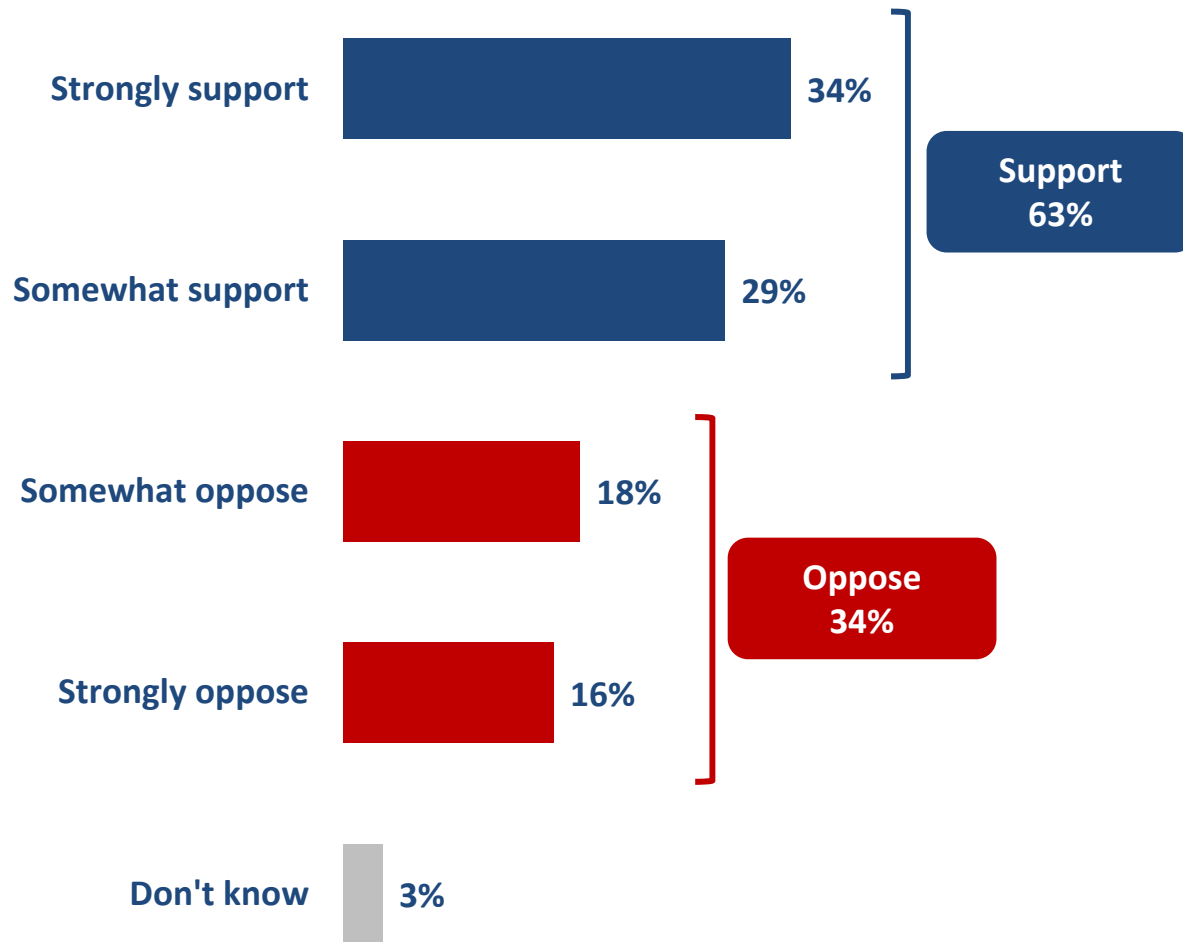
Base: All respondents (n=800)

* Slightly different question wording.

Q13. Thinking about all the programs and services you receive from the City of Yellowknife, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)



There is support for the City subsidizing 100% of youth fees at City facilities ³⁰

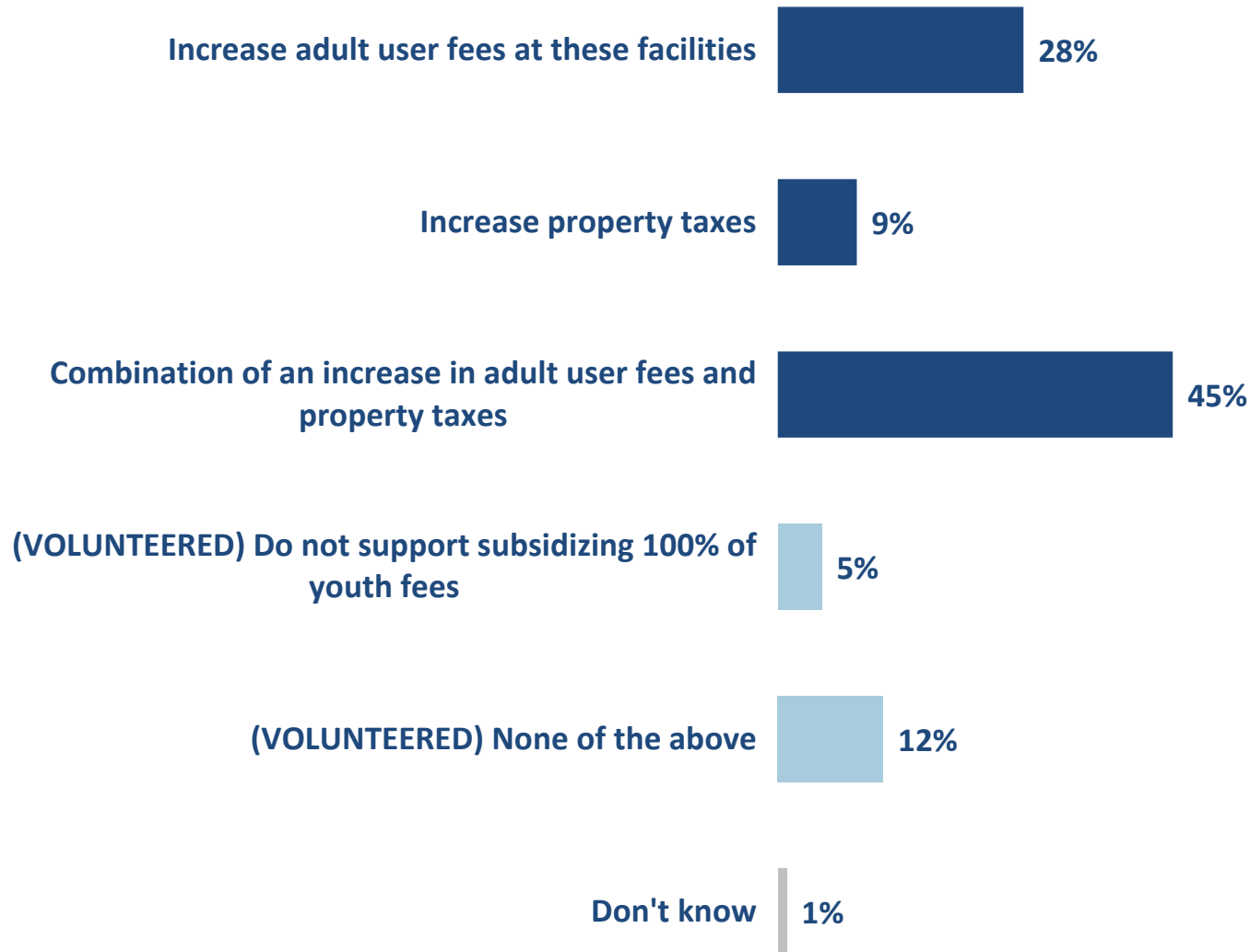


Base: All respondents (n=800)

Q21. As you may know, the City of Yellowknife currently subsidizes youth fees at City facilities at a rate of 50%. Would you support or oppose the City subsidizing 100% of youth fees at City facilities? (Is that strongly or somewhat support/oppose?)



However, opinion is mixed on how an increased youth subsidy should be financed



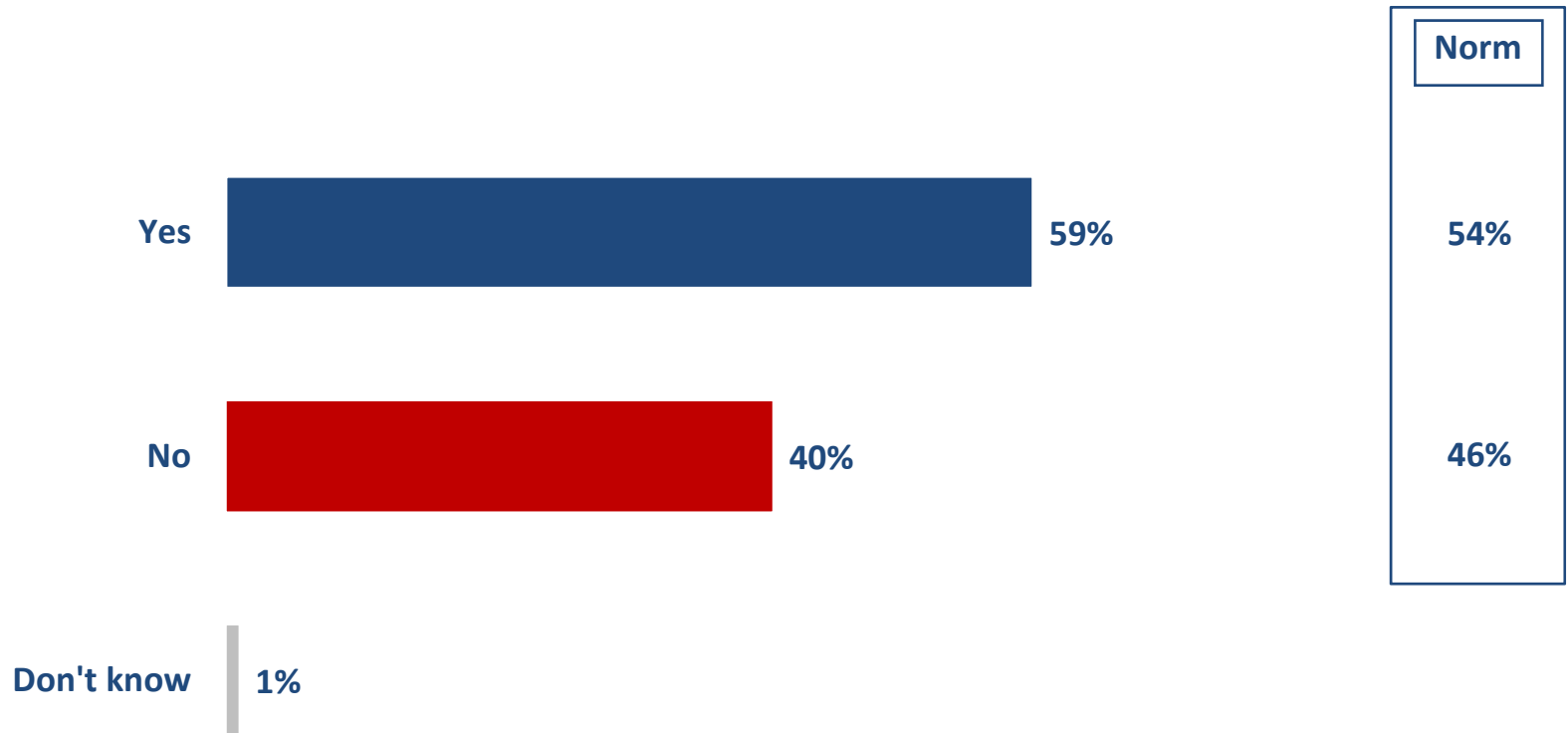
Base: All respondents (n=800)

Q22. If the City were to subsidize 100% of youth fees at City facilities, which one of the following approaches would you prefer the City use to finance this subsidy?

Detailed Results – Customer Service and Communications



Six-in-ten have contacted the City in the past 12 months



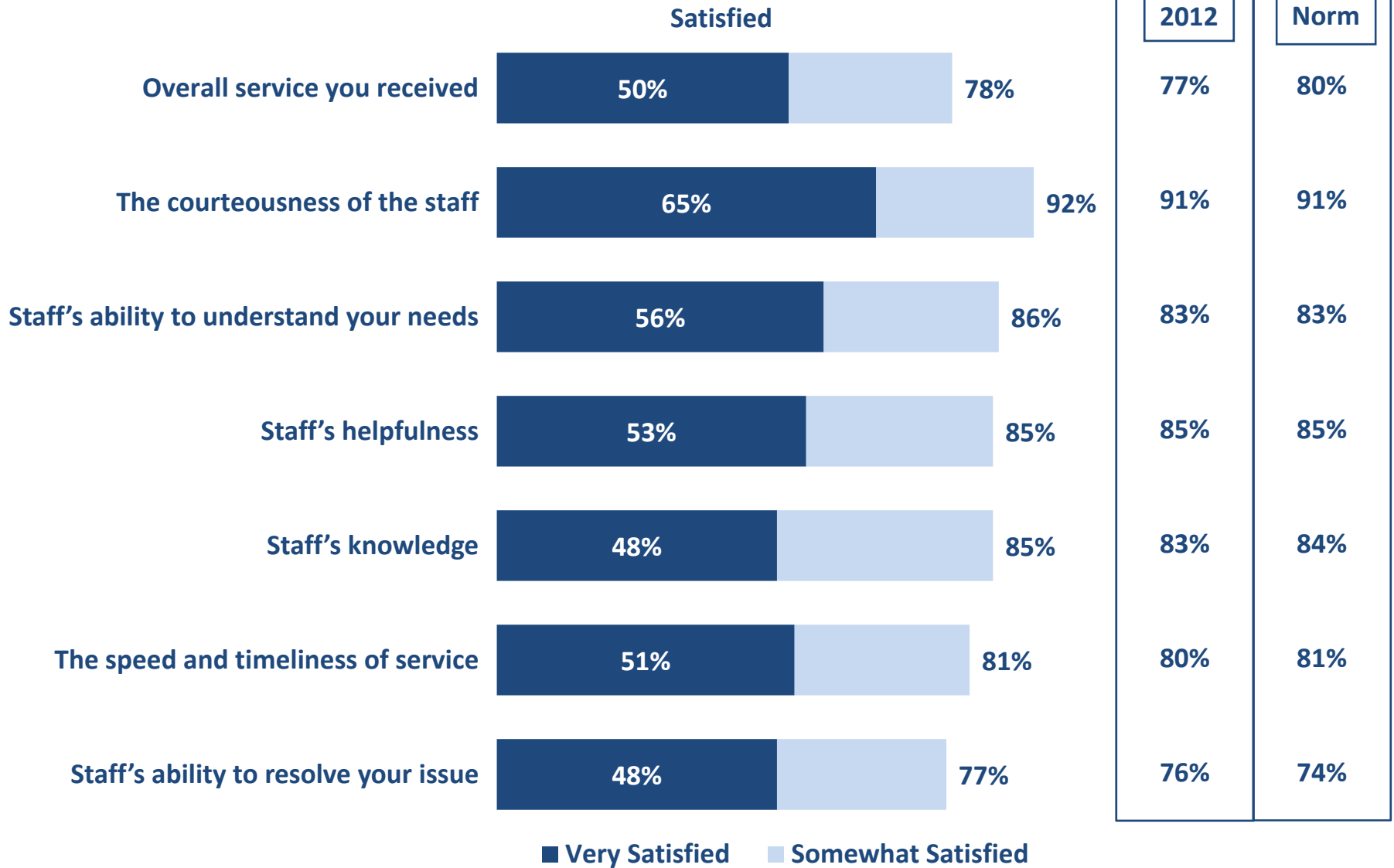
	2010 (n=800)	2014 (n=800)
Yes	61%	59%

Base: All respondents (n=800)

Q14. In the past 12 months, have you personally contacted the City of Yellowknife or one of its employees?



Citizens are generally satisfied with the service they receive when contacting the City

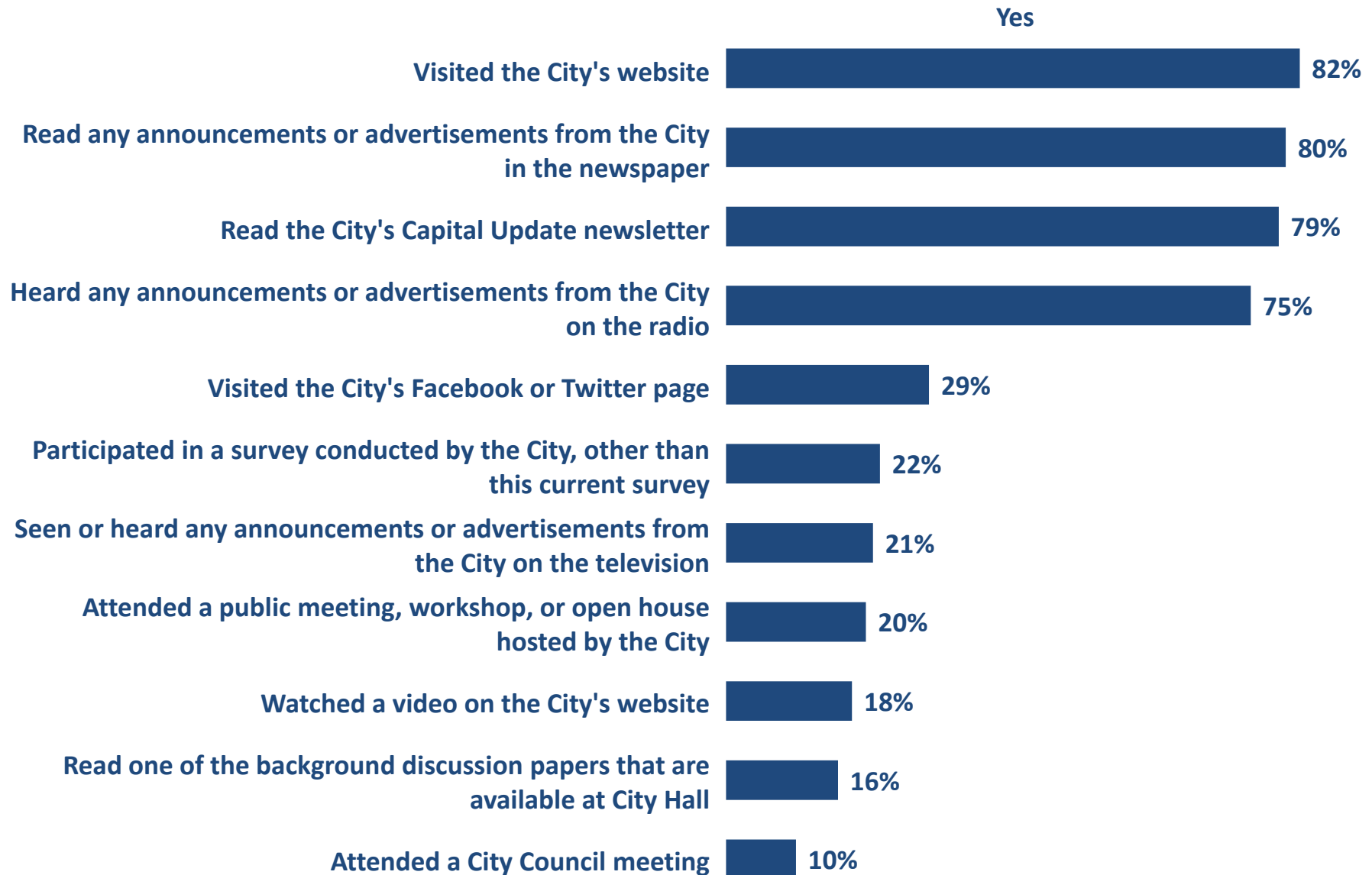


Base: Respondents who contacted the City (n=508)

Q15. And thinking of the last time you contacted the City or one of its employees, how satisfied were you with the...? Would you say you were very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?



Communication channels that have been effective at reaching residents are the website, newspaper, the Capital Update newsletter, and radio

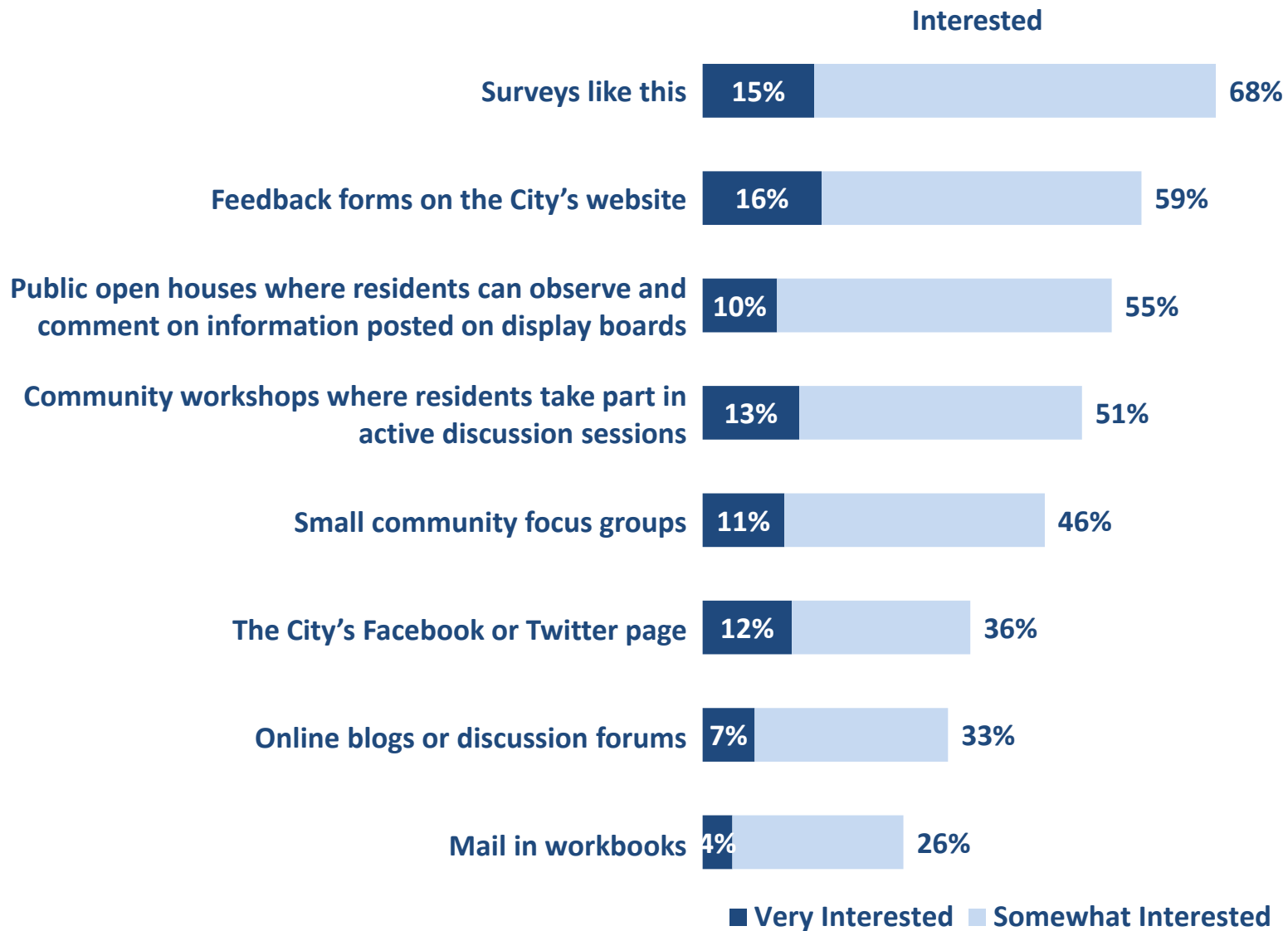


Base: All respondents (n=800)

Q16. In the past 12 months, have you ever...?



Of the public consultation activities tested, residents are most interested in surveys, followed by online feedback forms, public open houses, and community workshops



Base: All respondents (n=800)

Q17. How interested are you in participating in each of the following forms of public consultation on a topic that is of interest to you personally?

Detailed Results – Helmet Bylaw



Residents are more likely to support helmet bylaws for children than for everyone regardless of age

Support (Bicycle)

A bylaw making it mandatory for all children under the age of 18 to wear a helmet when riding a bicycle



A bylaw making it mandatory for everyone regardless of age to wear a helmet when riding a bicycle



Support (Any Form of Wheeled Non-Motorized Transportation)

A bylaw making it mandatory for all children under the age of 18 to wear a helmet when using any form of wheeled non-motorized transportation such as rollerblades, skateboards, bikes, etc.



A bylaw making it mandatory for everyone regardless of age to wear a helmet when using any form of wheeled non-motorized transportation such as rollerblades, skateboards, bikes, etc.



■ Strongly Support ■ Somewhat Support

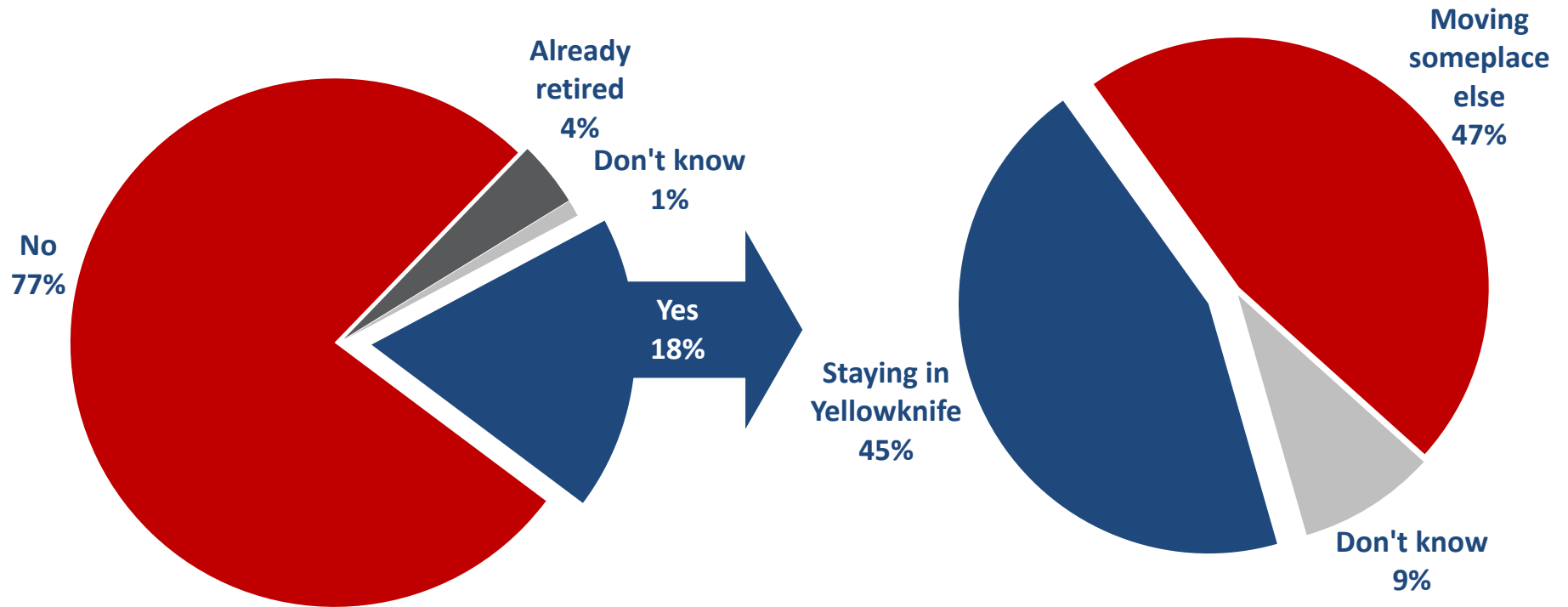
Base: All respondents (n=800)

Q20. Currently, the City of Yellowknife has no bylaw regarding the use of helmets. Please tell me whether you would support or oppose each of the following.

Detailed Results – Retirement



Just less than one-half of those planning on retiring in the next five years anticipate staying in Yellowknife

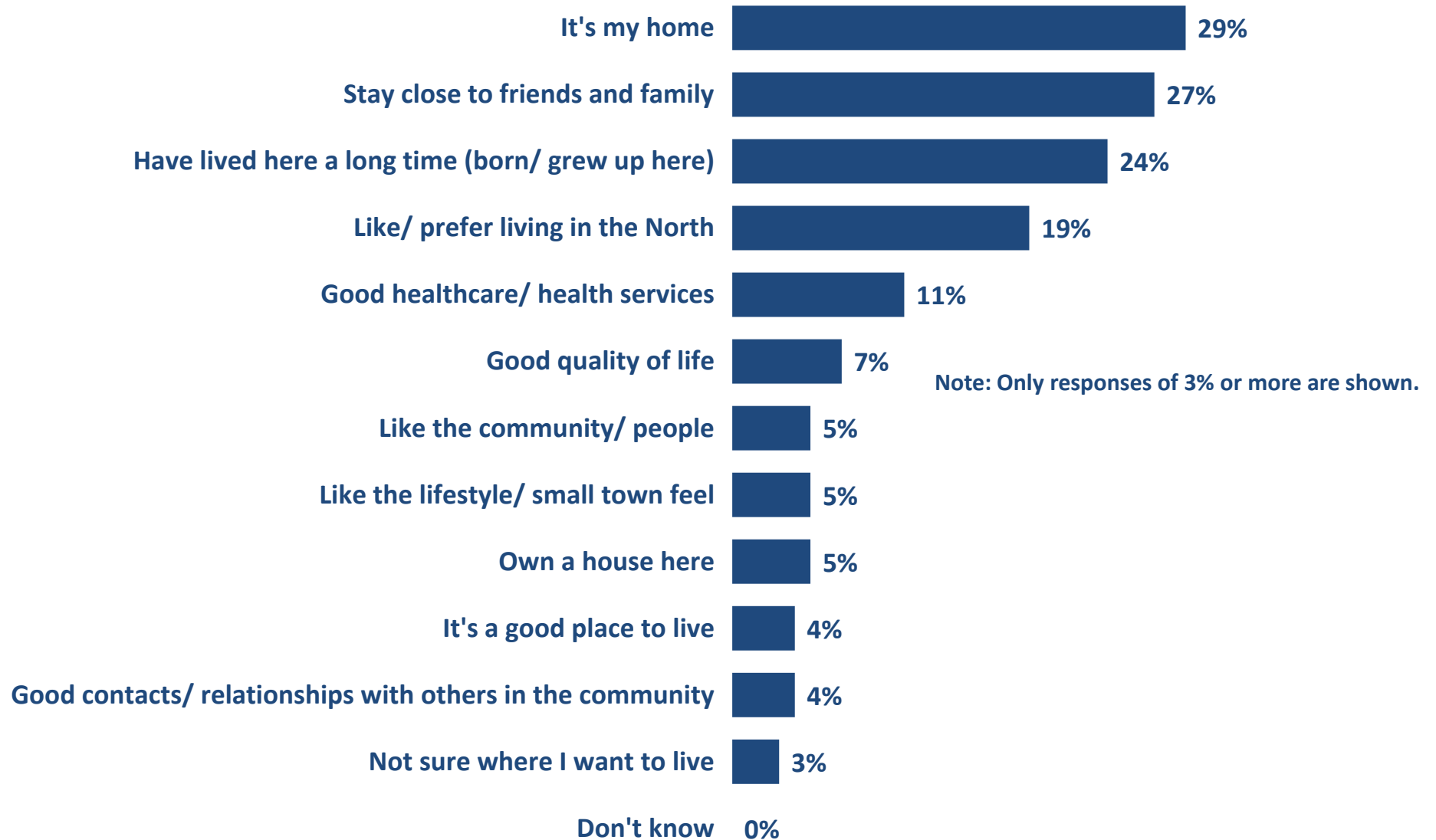


Base: All respondents (n=800)
Q23. Do you plan on retiring in the next five years?

Base: Respondents who are planning on retiring (n=232)
Q24. When you retire, do you plan on staying in Yellowknife or moving someplace else?



Familiarity and family are the main reasons for staying in Yellowknife upon retirement 41

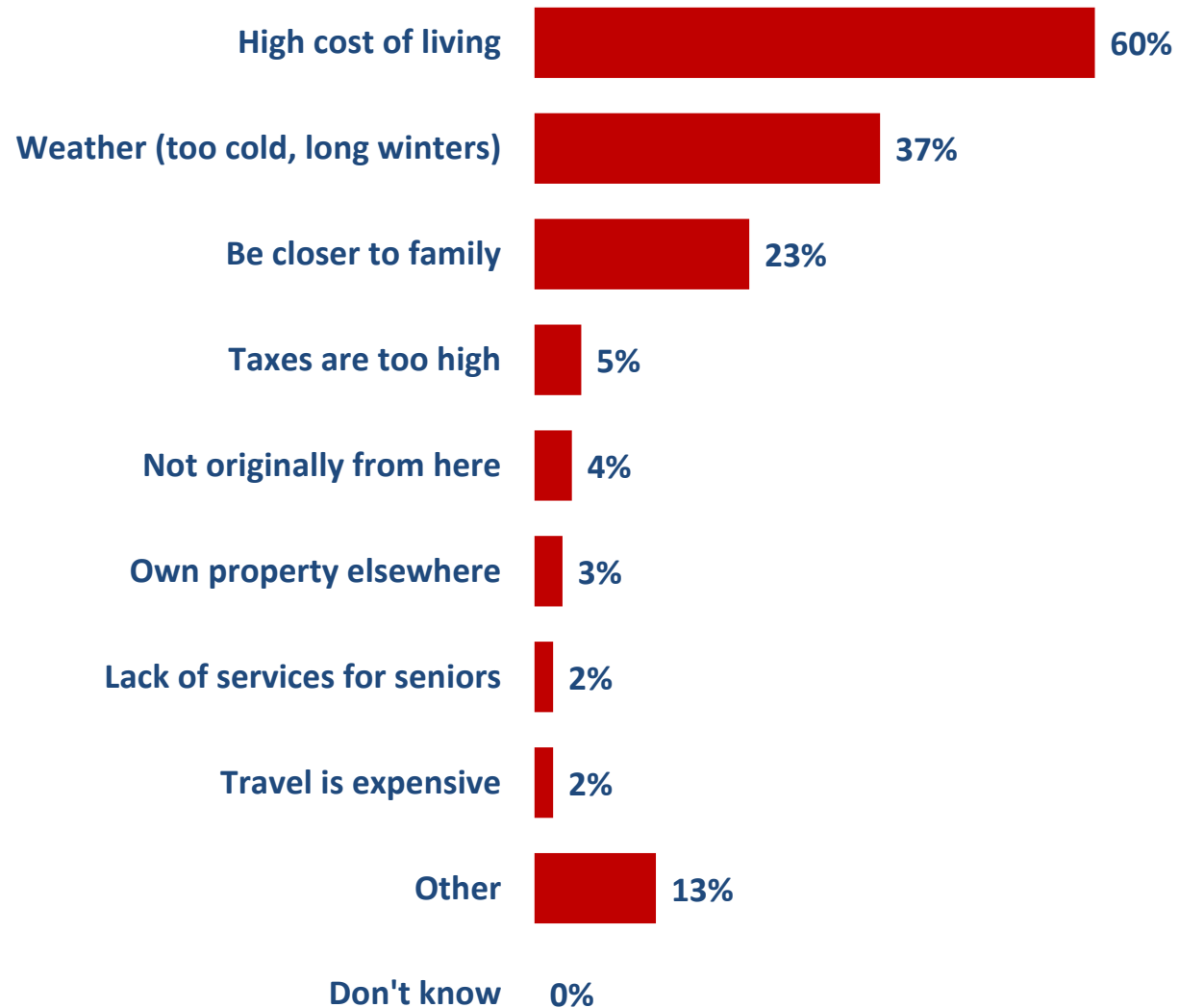


Base: Respondents who are planning on staying in Yellowknife when they retire (n=108)

Q25. Why do you plan on staying in Yellowknife when you retire?



The high cost of living is the primary motivator for moving someplace else



Base: Respondents who are planning on moving someplace else when they retire (n=102)

Q26. Why do you plan on moving someplace else when you retire?



Questions?