

2003

State of the Community Report



Benchmarking Survey  
Results: Advanced  
Analyses

Prepared for:

Corporate Strategy & Policy Analysis  
Section  
Office of the CAO  
The City of Greater Sudbury

*By:*



**December 2002**

# Purpose

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This research was conducted in order to make statistical comparisons between the opinions of the residents of the City of Greater Sudbury<sup>1</sup> and the residents of a) North Bay, b) Timmins, c) Sault Ste. Marie, d) Thunder Bay, e) Toronto, and f) Other areas (this category includes all other regions of Ontario other than those listed above). The opinions measured were a) quality of life, b) satisfaction with the range of city services, and c) confidence in the economic future of the community.

## Procedure

In the context of a random sample public opinion survey of the residents of Ontario, respondents evaluated:

- 1) The quality of life in their community (on a scale anchored at 1-very poor and 5-very good);
- 2) Satisfaction with the range of city services provided in their community (on a scale anchored at 1-very dissatisfied and 5-very satisfied); and
- 3) Degree of agreement that they were confident in the economic future of their community (on a scale anchored at 1-strong disagree and 5-strongly agree).

The data were collected between December 9<sup>th</sup> and December 16<sup>th</sup> 2002. There were a minimum of 75 respondents from each of the comparison cities in Northern Ontario, 73 respondents from Toronto, and 242 respondents from "Other" areas.

## Results

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Advanced analyses were conducted to test for differences on the quality of life, satisfaction with the range of city services, and confidence in the economic future measures as a function of city of residence.<sup>2</sup> For all difference described below, there are less than 5 chances in 100 that a reported difference does not reflect a real difference.

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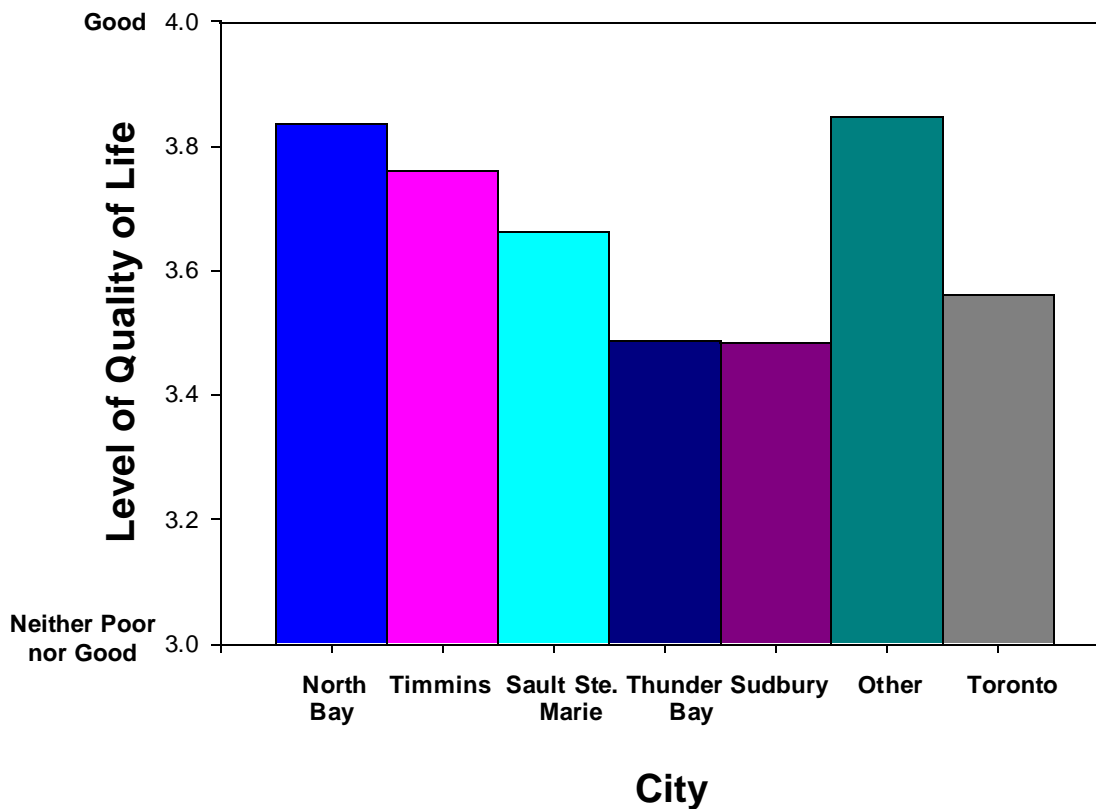
<sup>1</sup>

The Sudbury data were collected in the context of the annual survey of city residents.

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Quality of Life: On average, the residents of Sudbury rated their quality of life as significantly lower than did the residents of North Bay, Timmins, and "Other" areas. The ratings for Sudbury did not differ from the ratings of Sault Ste. Marie, Thunder Bay, and Toronto.

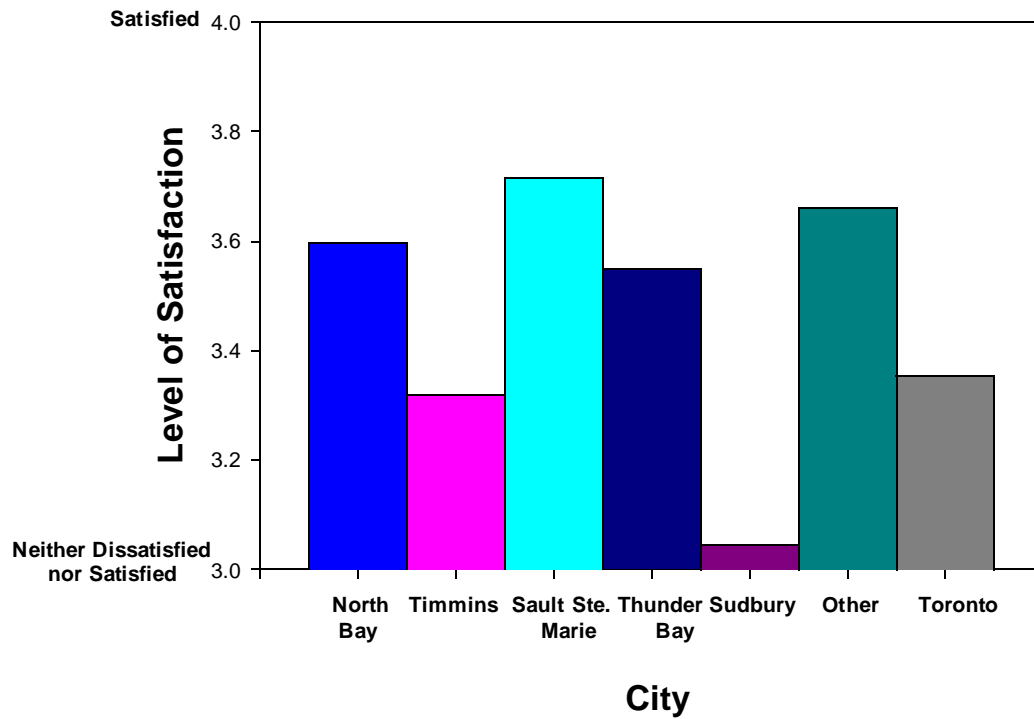
## Level of Quality of Life as a Function of City



<sup>2</sup> Univariate analyses of variance with Fisher's adjusted least significant difference post hoc tests were conducted to test for differences in mean (average) levels of quality of life, satisfaction with the range of city services, and confidence in the economic future between Sudbury and the other cities.

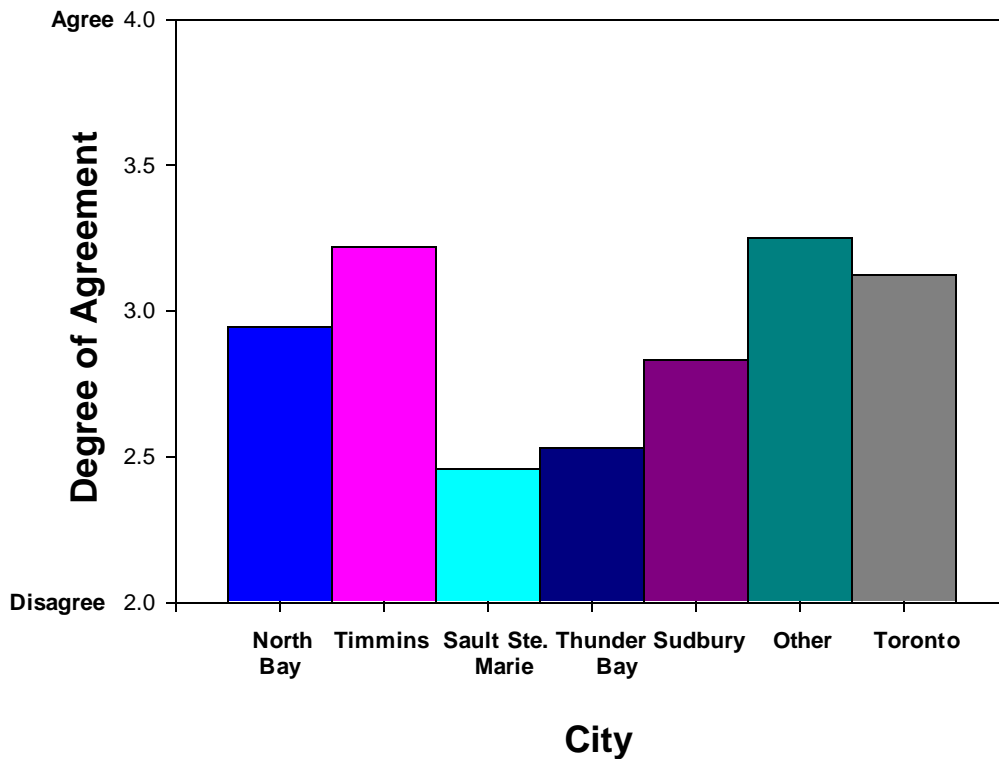
Satisfaction with the Range of City Services: On average, the residents of Sudbury rated their satisfaction with the range of city services as significantly lower than did the residents of all other cities.

### Level of Satisfaction with the Range of City Services as a Function of City



Confidence in the Economic Future of the Community: On average, residents of Sudbury have significantly less confidence in the economic future of the community than do residents of Timmins, Toronto, and "Other" areas. Residents of Sudbury have significantly more confidence in the economic future than do residents of Sault Ste. Marie and Thunder Bay. The residents of Sudbury and the residents of North Bay did not differ in terms of their confidence in the economic future of their communities.

### **Degree of Agreement that the Respondent is Confident in the Economic Future of Their Community as a Function of City**



# Conclusions

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Certainly, the results on satisfaction with the range of city services and quality of life are alarming. Residents of Sudbury are less satisfied with the range of city services than are residents from all other areas. Furthermore, residents of Sudbury rate their quality of life as significantly poorer than do residents of North Bay, Timmins, and "Other" areas. Detailed research should be conducted to address the potential causes of these discrepancies and this research should be used as the foundation for developing an action plan to put Sudbury on top. Finally, further research should address the basis for the reduced economic confidence ratings of the residents of Sudbury relative to the residents of Timmins, Toronto, and "Other" areas. This, too, should be targeted in an action plan.<sup>3</sup>

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<sup>3</sup> Caution should be used when interpreting differences as a function city. Whereas, it is true that these differences might reflect real differences between the cities, it is also possible that the differences reflect differences in the kinds of people who choose to live in the various cities (e.g., blue collar versus white collar, politically liberal versus conservative, etc.).

## Results by Question

**CGS1. Using a scale from one very poor through to five very good, how would you rate the overall quality of life in your community?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	37	2.0	2.0	2.0
	Poor	131	7.2	7.2	9.2
	Satisfactory	668	36.5	36.8	46.0
	Good	726	39.7	40.0	86.0
	Very good	255	13.9	14.0	100.0
	Total	1817	99.4	100.0	
Missing	Don't know	11	.6		
Total		1828	100.0		

**CGS2. When considering all aspects of the range of services that your municipality provides you with, how would you rate your overall level of satisfaction with these services?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	95	5.2	5.2	5.2
	Dissatisfied	251	13.7	13.8	19.0
	Neither dissatisfied nor satisfied	770	42.1	42.3	61.3
	Satisfied	558	30.5	30.7	92.0
	Very satisfied	146	8.0	8.0	100.0
	Total	1820	99.6	100.0	
Missing	Don't know	8	.4		
Total		1828	100.0		

**CGS3. I am confident about the economic future of my community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	208	11.4	11.5	11.5
	Disagree	405	22.2	22.4	33.9
	Neither disagree nor agree	704	38.5	38.9	72.8
	Agree	361	19.7	20.0	92.8
	Strongly agree	130	7.1	7.2	100.0
	Total	1808	98.9	100.0	
Missing	Don't know	20	1.1		
Total		1828	100.0		

***Descriptive Statistics***

	<b>N</b>	<b>Mean</b>
<b>CGS1. Quality of life in your community?</b>	<b>1817</b>	<b>3.5674</b>
<b>CGS2. Satisfaction with range of services?</b>	<b>1820</b>	<b>3.2247</b>
<b>CGS3. Confidence in economic future of community</b>	<b>1808</b>	<b>2.8894</b>

# Results by Question as a Function of Area

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**CGS1. Using a scale from one very poor through to five very good, how would you rate the overall quality of life in your community?**

NEWAREA			Frequency	Percent	Valid Percent	Cumulative Percent
North Bay	Valid	Very poor	1	1.3	1.4	1.4
		Poor	2	2.6	2.7	4.1
		Satsifactory	20	26.3	27.4	31.5
		Good	35	46.1	47.9	79.5
		Very good	15	19.7	20.5	100.0
		Total	73	96.1	100.0	
	Missing	Don't know	3	3.9		
	Total	76	100.0			
Timmins	Valid	Very poor	8	10.7	10.7	10.7
		Poor	19	25.3	25.3	36.0
		Satsifactory	31	41.3	41.3	77.3
		Good	17	22.7	22.7	100.0
		Very good	75	100.0	100.0	
		Total	75	100.0	100.0	
	Missing	Don't know				
	Total					
Sault Ste. Marie	Valid	Very poor	2	2.4	2.4	2.4
		Poor	5	5.9	6.0	8.4
		Satsifactory	29	34.1	34.9	43.4
		Good	30	35.3	36.1	79.5
		Very good	17	20.0	20.5	100.0
		Total	83	97.6	100.0	
	Missing	Don't know	2	2.4		
	Total	85	100.0			
Thunder Bay	Valid	Very poor	4	5.3	5.3	5.3
		Poor	3	3.9	3.9	9.2
		Satsifactory	32	42.1	42.1	51.3
		Good	26	34.2	34.2	85.5
		Very good	11	14.5	14.5	100.0
		Total	76	100.0	100.0	
	Missing	Don't know				
	Total					
Sudbury	Valid	Very poor	27	2.3	2.3	2.3
		Poor	96	8.0	8.0	10.3
		Satsifactory	485	40.4	40.5	50.8
		Good	451	37.6	37.7	88.5
		Very good	138	11.5	11.5	100.0
		Total	1197	99.8	100.0	
	Missing	Don't know	3	.3		
	Total	1200	100.0			
Other	Valid	Very poor	2	.8	.8	.8
		Poor	9	3.7	3.8	4.6
		Satsifactory	61	25.2	25.4	30.0
		Good	120	49.6	50.0	80.0
		Very good	48	19.8	20.0	100.0
		Total	240	99.2	100.0	
	Missing	Don't know	2	.8		
	Total	242	100.0			
Toronto	Valid	Very poor	1	1.4	1.4	1.4
		Poor	8	10.8	11.0	12.3
		Satsifactory	22	29.7	30.1	42.5
		Good	33	44.6	45.2	87.7
		Very good	9	12.2	12.3	100.0
		Total	73	98.6	100.0	
	Missing	Don't know	1	1.4		
	Total	74	100.0			

Q2. When considering all aspects of the range of services that your municipality provides you with, how would you rate your overall level of satisfaction with these services?

NEWAREA			Frequency	Percent	Valid Percent	Cumulative Percent
North Bay	Valid	Very dissatisfied	3	3.9	4.1	4.1
		Dissatisfied	3	3.9	4.1	8.1
		Neither dissatisfied nor satisfied	27	35.5	36.5	44.6
		Satisfied	29	38.2	39.2	83.8
		Very satisfied	12	15.8	16.2	100.0
		Total	74	97.4	100.0	
	Missing	Don't know	2	2.6		
	Total	76	100.0			
Timmins	Valid	Very dissatisfied	12	16.0	16.0	16.0
		Dissatisfied	33	44.0	44.0	60.0
		Neither dissatisfied nor satisfied	24	32.0	32.0	92.0
		Satisfied	6	8.0	8.0	100.0
		Very satisfied	6	8.0	8.0	100.0
		Total	75	100.0	100.0	
	Missing	Don't know				
	Total					
Sault Ste. Marie	Valid	Very dissatisfied	1	1.2	1.2	1.2
		Dissatisfied	7	8.2	8.3	9.5
		Neither dissatisfied nor satisfied	23	27.1	27.4	36.9
		Satisfied	37	43.5	44.0	81.0
		Very satisfied	16	18.8	19.0	100.0
		Total	84	98.8	100.0	
	Missing	Don't know	1	1.2		
	Total	85	100.0			
Thunder Bay	Valid	Very dissatisfied	4	5.3	5.3	5.3
		Dissatisfied	36	47.4	48.0	53.3
		Neither dissatisfied nor satisfied	25	32.9	33.3	86.7
		Satisfied	10	13.2	13.3	100.0
		Very satisfied	10	13.2	13.3	100.0
		Total	75	98.7	100.0	
	Missing	Don't know	1	1.3		
	Total	76	100.0			
Sudbury	Valid	Very dissatisfied	84	7.0	7.0	7.0
		Dissatisfied	192	16.0	16.0	23.1
		Neither dissatisfied nor satisfied	563	46.9	47.0	70.1
		Satisfied	302	25.2	25.2	95.3
		Very satisfied	56	4.7	4.7	100.0
		Total	1197	99.8	100.0	
	Missing	Don't know	3	.3		
	Total	1200	100.0			
Other	Valid	Very dissatisfied	5	2.1	2.1	2.1
		Dissatisfied	21	8.7	8.7	10.7
		Neither dissatisfied nor satisfied	67	27.7	27.7	38.4
		Satisfied	107	44.2	44.2	82.6
		Very satisfied	42	17.4	17.4	100.0
		Total	242	100.0	100.0	
	Missing	Don't know				
	Total					
Toronto	Valid	Very dissatisfied	2	2.7	2.7	2.7
		Dissatisfied	12	16.2	16.4	19.2
		Neither dissatisfied nor satisfied	21	28.4	28.8	47.9
		Satisfied	34	45.9	46.6	94.5
		Very satisfied	4	5.4	5.5	100.0
		Total	73	98.6	100.0	
	Missing	Don't know	1	1.4		
	Total	74	100.0			

CGS3. I am confident about the economic future of my community.

NEWAREA			Frequency	Percent	Valid Percent	Cumulative Percent
North Bay	Valid	Strongly disagree	7	9.2	9.3	9.3
		Disagree	18	23.7	24.0	33.3
		Neither disagree nor agree	27	35.5	36.0	69.3
		Agree	18	23.7	24.0	93.3
		Strongly agree	5	6.6	6.7	100.0
		Total	75	98.7	100.0	
		Missing	Don't know	1	1.3	
	Total		76	100.0		
Timmins	Valid	Strongly disagree	4	5.3	5.4	5.4
		Disagree	15	20.0	20.3	25.7
		Neither disagree nor agree	26	34.7	35.1	60.8
		Agree	19	25.3	25.7	86.5
		Strongly agree	10	13.3	13.5	100.0
		Total	74	98.7	100.0	
		Missing	Don't know	1	1.3	
	Total		75	100.0		
Sault Ste. Marie	Valid	Strongly disagree	20	23.5	24.1	24.1
		Disagree	27	31.8	32.5	56.6
		Neither disagree nor agree	21	24.7	25.3	81.9
		Agree	8	9.4	9.6	91.6
		Strongly agree	7	8.2	8.4	100.0
		Total	83	97.6	100.0	
		Missing	Don't know	2	2.4	
	Total		85	100.0		
Thunder Bay	Valid	Strongly disagree	13	17.1	17.6	17.6
		Disagree	26	34.2	35.1	52.7
		Neither disagree nor agree	22	28.9	29.7	82.4
		Agree	9	11.8	12.2	94.6
		Strongly agree	4	5.3	5.4	100.0
		Total	74	97.4	100.0	
		Missing	Don't know	2	2.6	
	Total		76	100.0		
Sudbury	Valid	Strongly disagree	143	11.9	12.0	12.0
		Disagree	277	23.1	23.2	35.2
		Neither disagree nor agree	482	40.2	40.4	75.6
		Agree	219	18.3	18.4	94.0
		Strongly agree	72	6.0	6.0	100.0
		Total	1193	99.4	100.0	
		Missing	Don't know	7	.6	
	Total		1200	100.0		
Other	Valid	Strongly disagree	17	7.0	7.2	7.2
		Disagree	33	13.6	13.9	21.1
		Neither disagree nor agree	87	36.0	36.7	57.8
		Agree	74	30.6	31.2	89.0
		Strongly agree	26	10.7	11.0	100.0
		Total	237	97.9	100.0	
		Missing	Don't know	5	2.1	
	Total		242	100.0		
Toronto	Valid	Strongly disagree	4	5.4	5.6	5.6
		Disagree	9	12.2	12.5	18.1
		Neither disagree nor agree	39	52.7	54.2	72.2
		Agree	14	18.9	19.4	91.7
		Strongly agree	6	8.1	8.3	100.0
		Total	72	97.3	100.0	
		Missing	Don't know	2	2.7	
	Total		74	100.0		

*Descriptive Statistics*

NEWAREA		N	Mean
North Bay	CGS1. Quality of life in your community?	73	3.8356
	CGS2. Satisfaction with range of services?	74	3.5946
	CGS3. Confidence in economic future of community	75	2.9467
Timmins	CGS1. Quality of life in your community?	75	3.7600
	CGS2. Satisfaction with range of services?	75	3.3200
	CGS3. Confidence in economic future of community	74	3.2162
Sault Ste. Marie	CGS1. Quality of life in your community?	83	3.6627
	CGS2. Satisfaction with range of services?	84	3.7143
	CGS3. Confidence in economic future of community	83	2.4578
Thunder Bay	CGS1. Quality of life in your community?	76	3.4868
	CGS2. Satisfaction with range of services?	75	3.5467
	CGS3. Confidence in economic future of community	74	2.5270
Sudbury	CGS1. Quality of life in your community?	1197	3.4820
	CGS2. Satisfaction with range of services?	1197	3.0451
	CGS3. Confidence in economic future of community	1193	2.8324
Other	CGS1. Quality of life in your community?	240	3.8458
	CGS2. Satisfaction with range of services?	242	3.6612
	CGS3. Confidence in economic future of community	237	3.2489
Toronto	CGS1. Quality of life in your community?	73	3.5616
	CGS2. Satisfaction with range of services?	73	3.3562
	CGS3. Confidence in economic future of community	72	3.1250