

2003  
State of the Community  
Report



*Residential Survey Results*

*Prepared for:*

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

*By:*



**November 2002**



*Objective* 3

*Methodology & Logistics* 3

*Executive Summary*

- *Our Community's Future* 5
- *Healthy Community* 10
- *Participatory Democracy* 11
- *Hi-tech Community* 13
- *Services* 14

- 
- The following represents the results of a public opinion survey conducted for The City of Greater Sudbury.
  - This objective of this survey was to gauge the opinions of residents of The City of Greater Sudbury on a series of issues related to life in community and about services.

---

### *Project Team*

---

- Carlos Salazar, Manager of Corporate Strategy & Policy, City of Greater Sudbury
- Paul Seccaspina PhD, President, Oraclepoll Research Ltd.
- Bob Sinclair PhD, Vice President, Oraclepoll Research Ltd.

---

### *Study Sample*

---

- A total of 1,200 respondents, 18 years of age and older, were interviewed in the survey. The sample was stratified with 200 respondents being randomly selected from each of the City's six Wards.
- The survey screened for the person at the contact residence who was responsible for making buying/payment decisions and other decisions related to areas such as their utility or municipal tax bills. In addition, the study sample was drawn using a modified method of "Random Digit Dialing" (Mitofsky-Waksberg).
- A total of 1,200 residents of the City of Greater Sudbury, 18 years of age and older, were contacted in this survey. Interviews were conducted between October 24<sup>th</sup> and November 7, 2002.

## *Survey Method*

---

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. No pre-imposed demographic quotas were set, as the survey method ensured a representative sample of the general population of the City of Greater Sudbury. Interviews were conducted in English or French, as the respondent preferred.
- Oraclepoll Research adheres to and exceeds the strict standards of practice as outlined by the Professional Marketing Research Society (PMRS) and the Canadian Survey Research Council (CSRC).
- A total of 30% of all interviews were monitored and 100% were supervised by the management of Oraclepoll Research.

## *Logistics*

---

- The survey was conducted between October 24<sup>th</sup> and November 7, 2002.
- Initial calls were made from 5:30 p.m. to 9:00 p.m. with call-backs of no-answers and busy numbers made on a (staggered) daily rotating basis up to 5 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

## *Confidence*

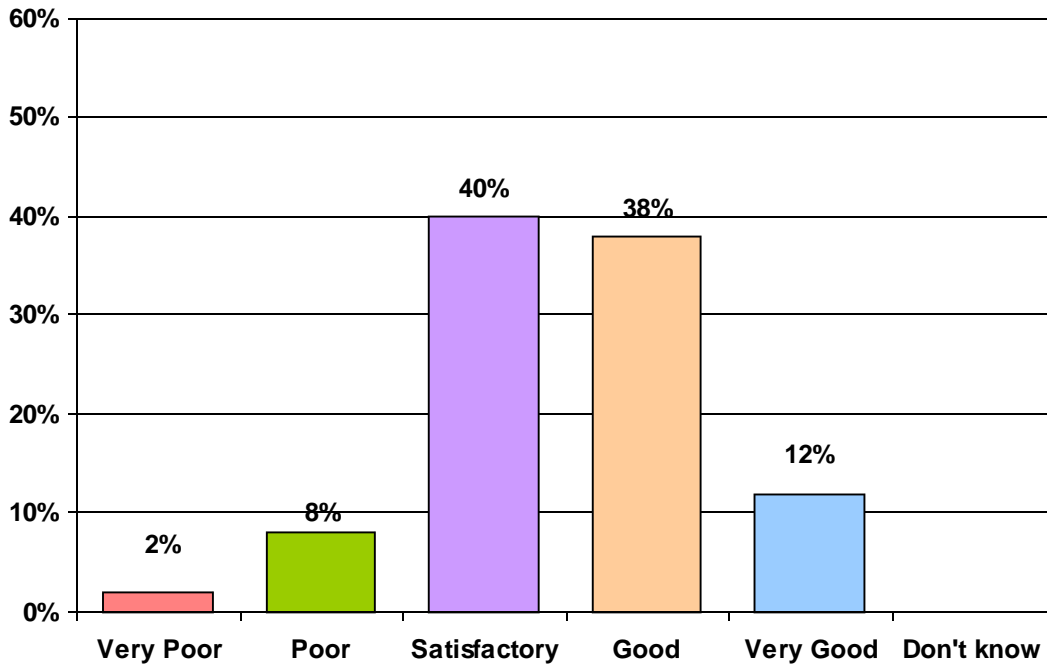
---

- The most conservative margin of error for a survey of this nature is +/- 2.8%, 19/20 times.

# Executive Summary

---

## *Quality of life*

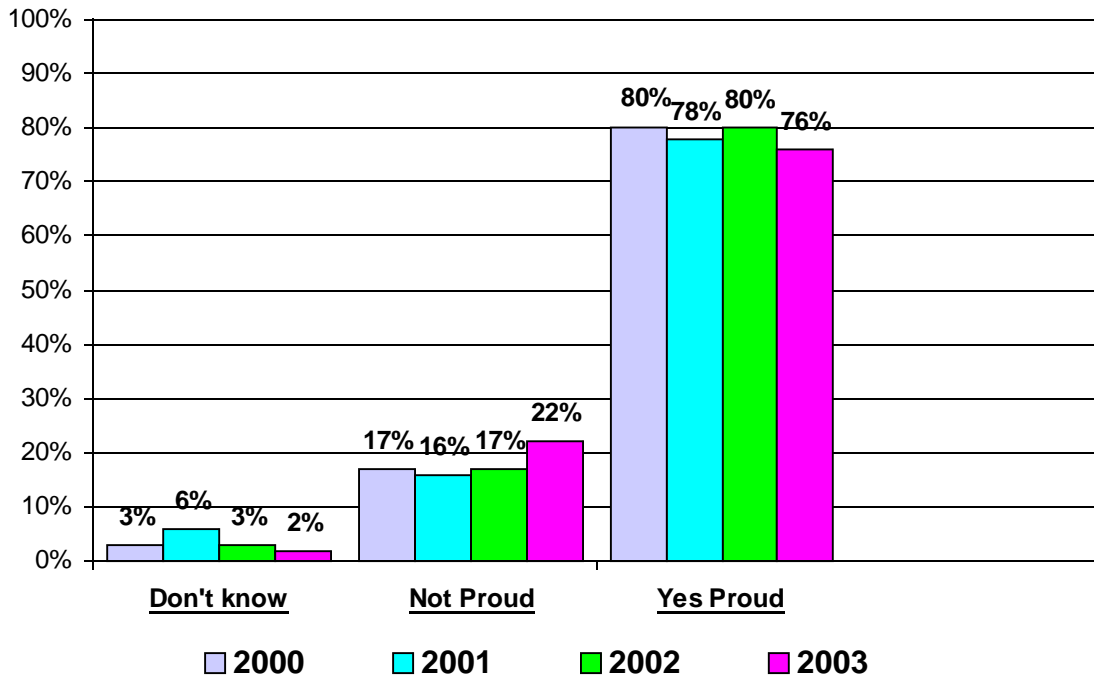


Half (50%) of respondents rated the overall **quality of life** in the community as positive and only 10% rated it as negative, while four in ten respondents (40%) parked their rating in the neutral or satisfactory category.

Results are 11% lower than in 2002 when 61% of respondents rated the overall quality of life in the community as positive, but negative ratings stayed consistent compared to 2002 (7%), while the 2003 satisfactory score increased over last year (40%).

### *Sense of pride in the Community*

---



City residents continue to have a strong **sense of pride in their community** as in the previous three survey periods, but there was a marginal drop in the current year over the last year (-4%). However, there are no significant shifts in opinions on this issue.

## *Most important issues facing the Community*

---

Respondents were asked what they felt were the most important issues facing the community.

### *Most Important Top of Mind Issues*

---

<b>2000</b>		<b>2001</b>		<b>2002</b>		<b>2003</b>	
One tier / Amalgamation / Restructuring	25%	Taxes	16%	Jobs / Employment / Unemployment	15%	Roads	19%
Jobs / Employment / Unemployment	24%	Health care	16%	Roads	11%	Jobs / Employment / Unemployment	15%
Health care	10%	Jobs / Employment / Unemployment	16%	Taxes	10%	Taxes	12%
Taxes	6%	Roads	9%	Health care	9%	Health care	8%
Service levels	6%	Equal service across CGS	5%	Water	8%	Hydro / hydro rates	6%
Economic diversification	5%	Water quality	3%	Economy	7%	Hospital / completion of Infrastructure	4% each

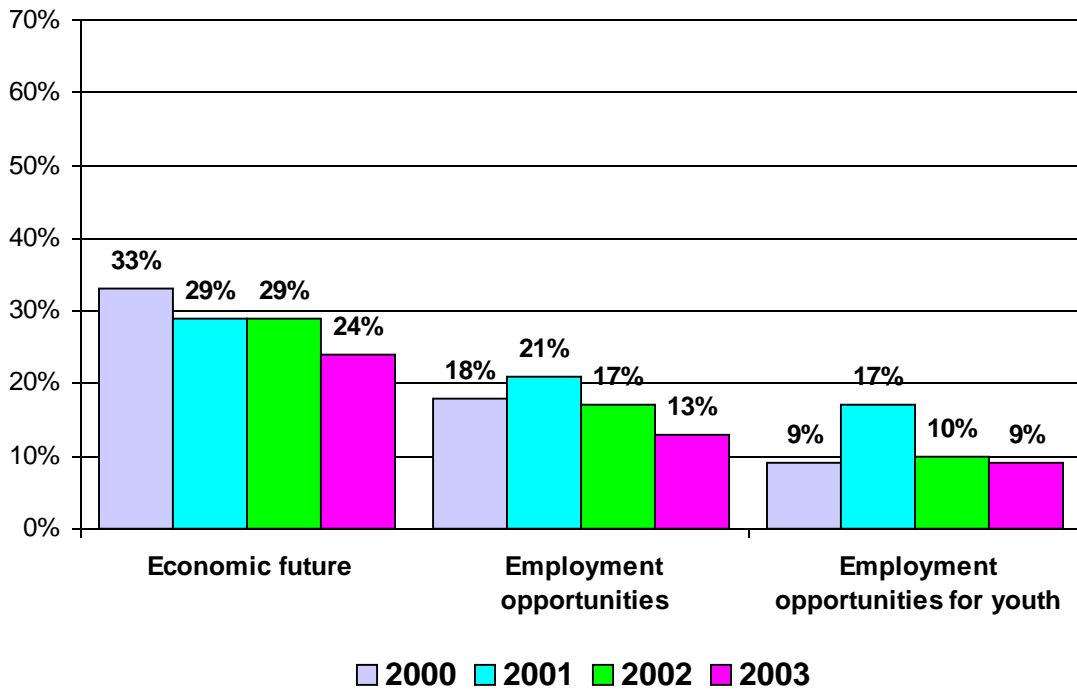
*(Excluding responses of don't know)*

For the first time in four survey periods the issues of roads (19%) was the single most cited **top of mind issue** among the voting age public in the City of Greater Sudbury. Despite roads claiming the top spot, 15% still cited job related issues as being most important, an equal number as last year and taxes remain in third spot with 12%.

Two new top of mind issues have now emerged among the top five range of concerns among the public; one specific to the local community and one that is now of a concerns to a broad range of Ontarians. The first relates to the issue of the completion of the Sudbury Regional Hospital and the second to increasing hydro rates in the province.

## Confidence areas

Respondents were asked to agree or disagree with a series of statements related to the economic confidence of the community.



Confidence statements (total agree)	2000	2001	2002	2003
I am confident about the economic future of our community	33%	29%	29%	24%
I feel that there are employment opportunities in the community	18%	21%	17%	13%
I feel that there is employment for young people in the community	9%	17%	10%	9%

The **confidence indicators** related the economic future of the economy continue to be rated low. While there was no significant downward trend in these areas over last year, there were decreases in public opinion with respect to **overall confidence**, providing **employment opportunities** and **employment opportunities for youth**.

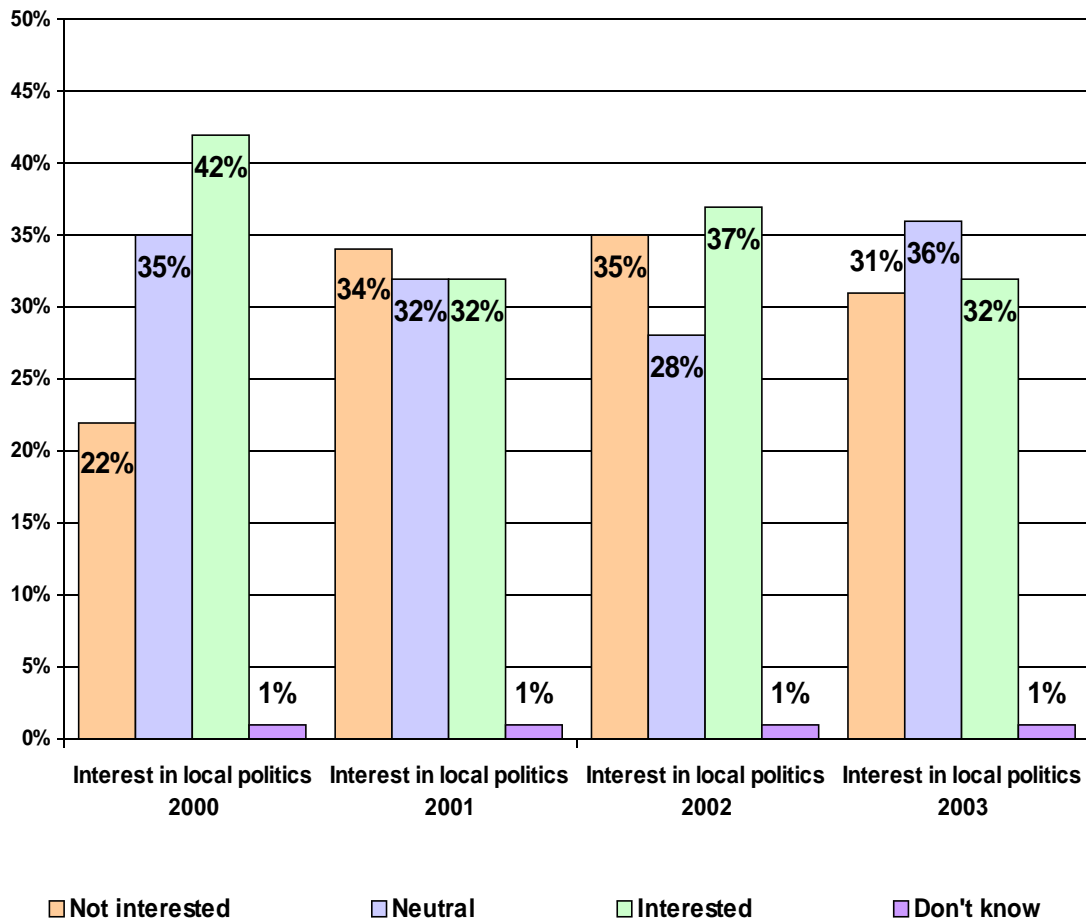
Only slightly more than three in ten respondents (31%) of respondents were of the opinion that the **community is changing** for the better, this is a sharp 18% drop from 2002 when almost half (49%) also agreed the community is changing for the better. While more people feel that there has been no change (43%) than in 2002 (32%), a higher percentage now feel that things have changed for the worse (24%) than in the previous year (14%).

Respondents were read the following six statements after which they were asked to agree or disagree with them

<b>Total Agree</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
The community provides quality post college education	Na	Na	Na	73%
The community provides quality post secondary university education	Na	Na	Na	70%
The community provides opportunities for healthy living	Na	71%	68%	67%
The community offers good cultural institutions	Na	53%	48%	54%
The community has a strong and viable arts and cultural community	44%	42%	43%	44%
The community provides seniors in our areas with quality care	32%	40%	30%	35%
The community provides quality health care services to residents	36%	34%	29%	35%

Ratings were for the most part consistent for the categories that have been tracked since 2000, with slight increases in the areas of senior's care, quality health care and cultural institutions. There were two new categories rated that relate to post secondary education that poll highest among the health community statement areas.

A high total of 79% of those surveyed stated that they had **given their time to a volunteer**, community, religious or charity organization, up from 2002 (56%). This sharp increase may be attributable to the high profile campaigns that are now active in the area.



Overall there remains a consistently low level of interest in politics at the local government level among voters in the City of Greater Sudbury with less than one third (32%) claiming to be either interested or very interested.

This alienation from the political process is further reinforced by the fact that only 12% of voting age respondents surveyed want to be involved in making recommendations with respect to **Municipals issues**. While 43% do want information and an opportunity to be heard, 38% only claim to want information and 7% prefer to be left alone.

A total of 73% of respondents stated that they would vote in future elections using an alternative method, similar to 2002 when 71% stated the same.

42% of residents surveyed felt that City Hall is providing them with enough information and opportunities to have their voice heard and to be involved in the decision making process, down from 54% in 2002. Furthermore, half of residents (50%) were of the opinion that they are not being provided with enough information, up sharply from 2002 when 34% stated the same.

---

---


*Interest in municipal issues*

---

Residential respondents were asked to state which of the following statements best described their interest in municipal issues.

	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
I want information and an opportunity to be heard	47%	40%	50%	43%
I only want information	32%	41%	31%	38%
I want to be involved in making recommendations	12%	11%	14%	12%
I prefer to be left alone	10%	7%	6%	7%

While there continues to be a low level of interest in local politics and Municipal issues, this has been a consistent theme over the past four years.



Respondents were asked if they had access to the Internet at both their residence and their place of work.

<i>Internet access</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>
Home	55%	66%	65%	63%
Business	37%	51%	47%	45%

Results reveal that Internet usage across the general population has remained consistent.

As well, a high 85% of those surveyed stated that **information technology** was important for the future of the community, similar to 2002 (87%) and 2001 (85%).

When asked if they would like to have more government services provided on the Internet, more than half (54%) stated they would, up slightly from 2002 (48%).

---

### *Importance of services*

---

Respondents were asked to rate **the importance of a range of services** that the City currently provides. The following table ranks each category by level of importance to respondents.

<i>Importance of Services</i>	<b>2000 Priority</b>	<b>2001 Priority</b>	<b>2002 Priority</b>	<b>2003 Priority</b>	<b>2002-03 % Change</b>
Maintenance of main roads	94%	79%	91%	96%	+5%
Fire protection	Na	73%	95%	96%	+1%
Winter road maintenance	95%	83%	91%	95%	+4%
Ambulance services	96%	78%	94%	94%	N/C
Policing	95%	77%	89%	93%	+4%
Developing job creation initiatives	88%	77%	90%	92%	+2%
Public health unit services	88%	71%	88%	89%	+1%
Water and sewer services	90%	80%	85%	88%	+3%
Planning for the City's future	88%	72%	85%	88%	+3%
Promoting the reduction of waste (3 R's)	83%	70%	86%	86%	N/C
Ensuring building safety	86%	71%	83%	84%	+1%
Pioneer Manor	84%	71%	81%	83%	+2%
Promoting tourism	87%	71%	82%	81%	-1%
Economic diversification	80%	72%	80%	80%	N/C
Re-greening of the community	82%	70%	81%	78%	-3%
Landfill sites	73%	71%	75%	78%	+3%
Libraries	Na	64%	75%	75%	N/C
Providing affordable housing	75%	65%	68%	72%	+4%
Recreational facilities	Na	66%	69%	70%	+1%
Public transit	Na	63%	70%	66%	-4%
Child care funding	61%	53%	64%	63%	-1%
Leisure programs	Na	63%	58%	59%	+1%
Providing welfare assistance	49%	63%	46%	48%	+2%
Providing quality of land development	56%	46%	47%	42%	-5%

Priority importance ratings were consistent over last year, with road issues maintaining a top spot and also experiencing the largest priority increase. As a result, road infrastructure and maintenance issues remain the most important as are emergency services including ambulance, fire and policing.

<i>Importance of Services by Department</i>	<i>2000 Priority</i>	<i>2001 Priority</i>	<i>2002 Priority</i>	<i>2003 Priority</i>	<i>2002-03 % Change</i>
<b>Emergency Services</b>					
Fire protection	Na	73%	95%	96%	+1%
Ambulance services	96%	78%	94%	94%	N/C
<b>Police Services</b>					
Policing	95%	77%	89%	93%	+4%
<b>Public Health</b>					
Public health unit services	88%	71%	88%	89%	+1%
<b>Public Works</b>					
Maintenance of main roads	94%	79%	91%	96%	+5%
Winter road maintenance	95%	83%	91%	95%	+4%
Promoting the reduction of waste (3 R's)	83%	70%	86%	86%	N/C
Water and sewer services	90%	80%	85%	88%	+3%
Landfill sites	73%	71%	75%	78%	+3%
<b>Economic Development &amp; Planning</b>					
Developing job creation initiatives	88%	77%	90%	92%	+2%
Planning for the City's future	88%	72%	85%	88%	+3%
Ensuring building safety	86%	71%	83%	84%	+1%
Promoting tourism	87%	71%	82%	81%	-1%
Economic diversification	80%	72%	80%	80%	N/C
Re-greening of the community	82%	70%	81%	78%	-3%
Providing affordable housing	75%	65%	68%	72%	+4%
Providing quality of land development	56%	46%	47%	42%	-5%
<b>Citizen Services</b>					
Libraries	Na	64%	75%	75%	N/C
Recreational facilities	Na	66%	69%	70%	+1%
Public transit	Na	63%	70%	66%	-4%
Leisure programs	Na	63%	58%	59%	+1%
<b>Social Services</b>					
Pioneer Manor	84%	71%	81%	83%	+2%
Child care funding	61%	53%	64%	63%	-1%
Providing welfare assistance	49%	63%	46%	48%	+2%

## *Rating services*

---

Respondents were then asked to **rate how the City currently provides a range of services**. The following table highlights the positive ratings accorded to each service in order of priority importance.

<i>Rating Services</i>	<i>2000 Positive</i>	<i>2001 Positive</i>	<i>2002 Positive</i>	<i>2003 Positive</i>	<i>2002-03 % Change</i>
Ambulance services	66%	49%	64%	66%	+2%
Libraries	Na	58%	66%	64%	-2%
Fire protection	Na	63%	75%	61%	-14%
Re-greening of the community	67%	52%	62%	61%	-1%
Policing	61%	50%	60%	59%	-1%
Promoting the reduction of waste (3 R's)	61%	41%	51%	59%	+8%
Public health unit services	56%	47%	57%	57%	N/C
Recreational facilities	Na	51%	60%	55%	-5%
Public Transit	Na	46%	55%	51%	-4%
Promoting tourism	66%	49%	55%	50%	-5%
Pioneer Manor	43%	36%	39%	47%	+8%
Leisure programs	Na	47%	50%	47%	-3%
Water and sewer services	64%	45%	44%	45%	+1%
Landfill sites	42%	30%	39%	42%	+3%
Ensuring building safety	50%	35%	43%	42%	-1%
Planning for the City's future	53%	32%	47%	41%	-6%
Providing welfare assistance	40%	29%	31%	35%	+4%
Winter road maintenance	46%	40%	40%	33%	-7%
Economic diversification	35%	27%	31%	28%	-3%
Providing affordable housing	31%	34%	30%	28%	-2%
Child care funding	27%	22%	28%	25%	-3%
Providing quality of land development	37%	24%	26%	23%	-3%
Developing job creation initiatives	32%	30%	29%	20%	-9%
Maintenance of main roads	24%	28%	21%	17%	-4%

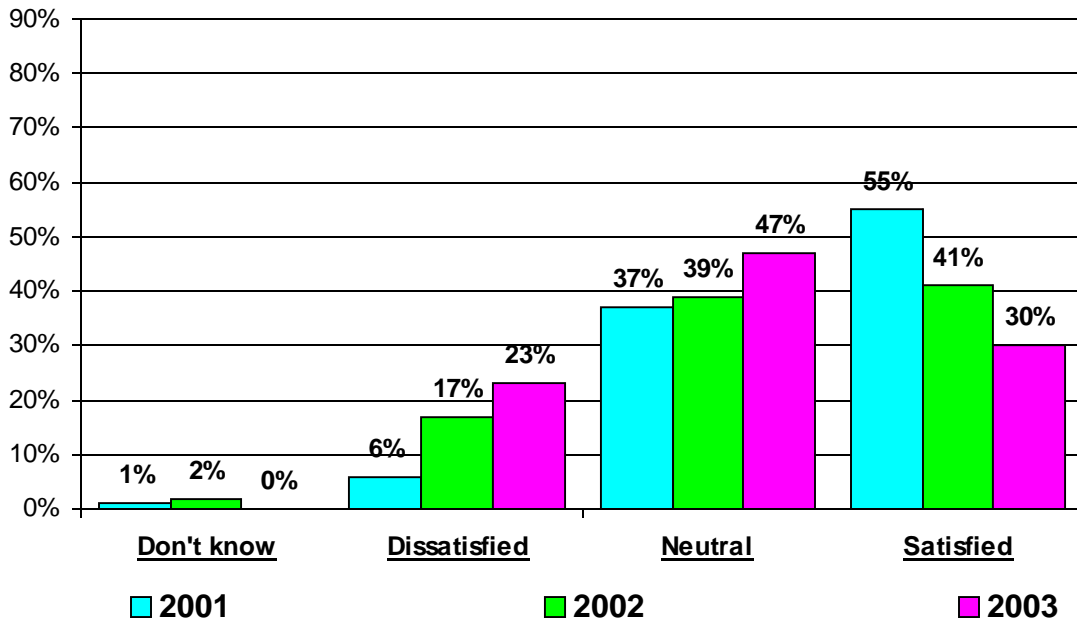
There were positive increases in only six categories in 2003 over the previous survey period. The most significant increases were for promoting the 3r's (+8%) and for Pioneer Manor (+8), while the other four categories saw modest increases, including ambulance services (+2%). On the other hand, the most dramatic drop was for fire protection (-14%), followed by developing job creation initiatives (-9%) and winter road maintenance (-7%).

The lowest positive ratings were provided for the areas of job creation initiatives and the maintenance of main roads.

<i>Rating Services by Department</i>	<i>2000 Positive</i>	<i>2001 Positive</i>	<i>2002 Positive</i>	<i>2003 Positive</i>	<i>2002-03 % Change</i>
<b>Emergency Services</b>					
Ambulance services	66%	49%	64%	66%	+2%
Fire protection	Na	63%	75%	61%	-14%
<b>Police Services</b>					
Policing	61%	50%	60%	59%	-1%
<b>Public Health</b>					
Public health unit services	56%	47%	57%	57%	N/C
<b>Public Works</b>					
Promoting the reduction of waste (3 R's)	61%	41%	51%	59%	+8%
Water and sewer services	64%	45%	44%	45%	+1%
Landfill sites	42%	30%	39%	42%	+3%
Winter road maintenance	46%	40%	40%	33%	-7%
Maintenance of main roads	24%	28%	21%	17%	-4%
<b>Economic Development &amp; Planning</b>					
Re-greening of the community	67%	52%	62%	61%	-1%
Promoting tourism	66%	49%	55%	50%	-5%
Ensuring building safety	50%	35%	43%	42%	-1%
Planning for the City's future	53%	32%	47%	41%	-6%
Providing affordable housing	31%	34%	30%	28%	-2%
Economic diversification	35%	27%	31%	28%	-3%
Providing quality of land development	37%	24%	26%	23%	-3%
Developing job creation initiatives	32%	30%	29%	20%	-9%
<b>Citizen Services</b>					
Libraries	Na	58%	66%	64%	-2%
Recreational facilities	Na	51%	60%	55%	-5%
Public Transit	Na	46%	55%	51%	-4%
Leisure programs	Na	47%	50%	47%	-3%
<b>Social Services</b>					
Pioneer Manor	43%	36%	39%	47%	+8%
Providing welfare assistance	40%	29%	31%	35%	+4%
Child care funding	27%	22%	28%	25%	-3%

*Satisfaction with the Range of Services Provided by the City*

Residents were asked to rate the range of services provided by the City of Greater Sudbury.



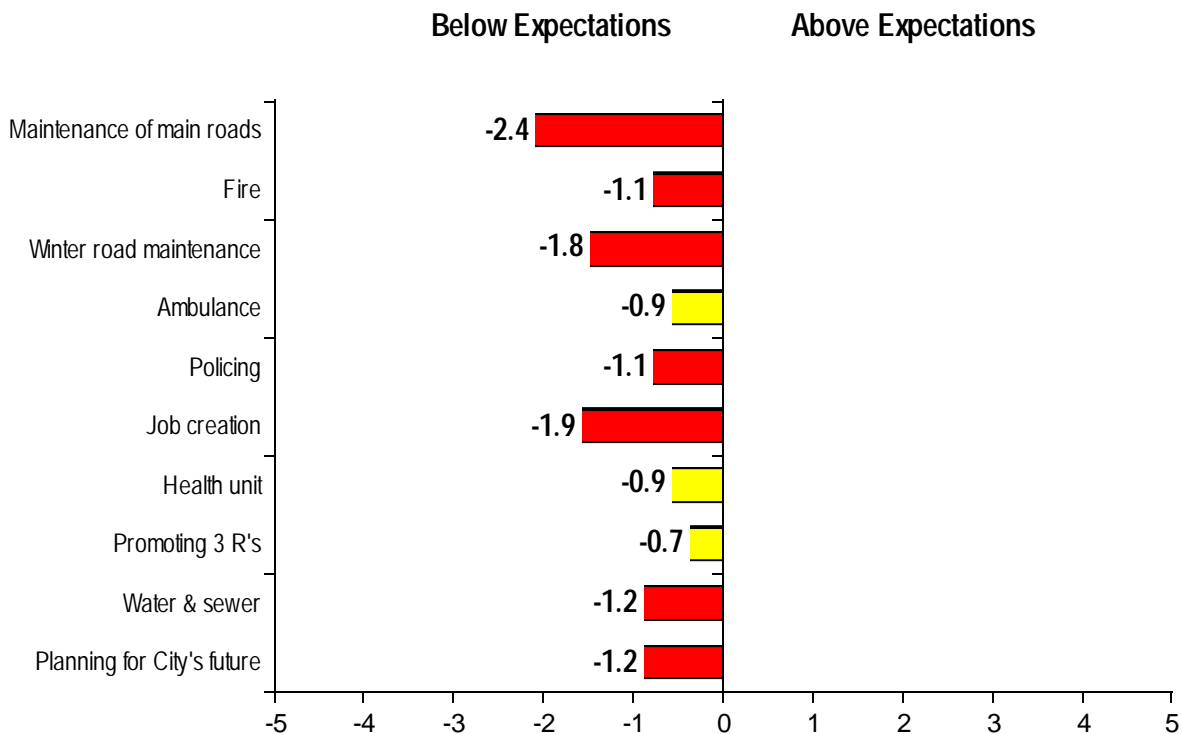
There has been a consistent drop year over year with respect to satisfaction that residents of community have in relation to the **range of services** that are provided in the community.

A total of 30% of residential respondents claimed they were satisfied with the **range of services** that the City provides, 47% had a neutral/satisfactory response and 23% accorded a negative rating. There was an 11% satisfaction drop over 2002 when 41% claimed that they were satisfied in this area. As well, there was a jump of 6%% in those that were dissatisfied.

### *Gap Analysis (Top 10 areas of importance)*

---

The differences between the **level of importance and the level of satisfaction** are further examined via gap analysis. Here, a positive number indicates that the mean satisfaction rating is *higher* than the mean importance rating (the attribute is exceeding expectations), and a negative number indicates that the mean satisfaction rating is *lower* than the mean importance rating (not meeting expectations). Generally, respondents are cautious with their satisfaction ratings and generous with their importance ratings, which results in most attributes falling "below expectations".



**(-1% or more illustrates a major opportunity area).**

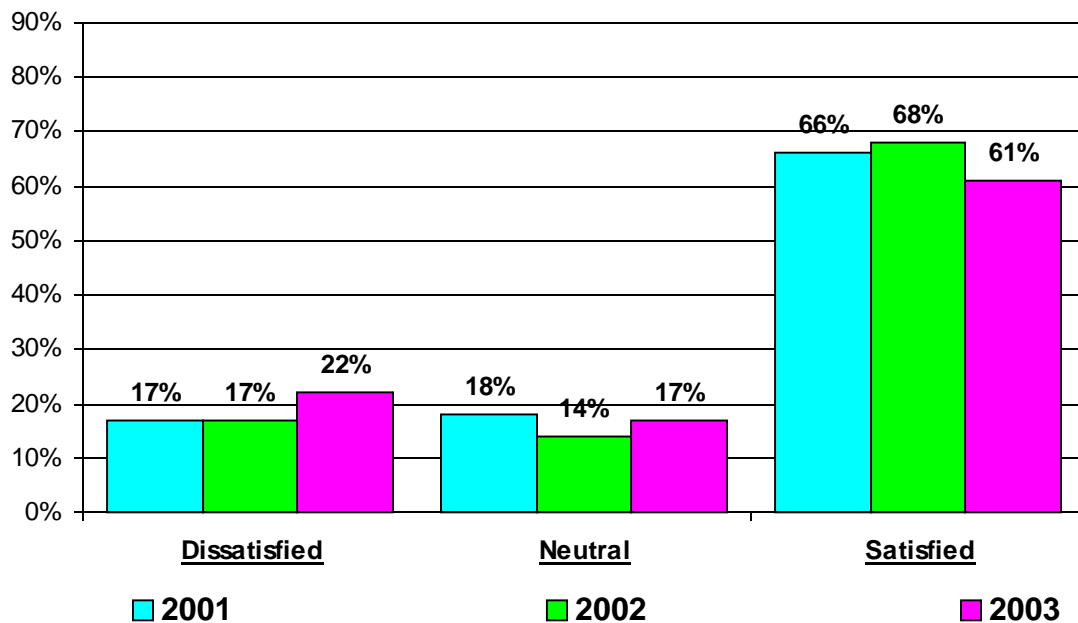
The areas where satisfaction most falls below expectations relates to road maintenance, job creation initiatives and winter road maintenance. No areas exceeded the expectations of residents, but policing, ambulance service and the 3r's are not major areas of concern.

## Contact with a Municipal Staff Member

---

A total of 38% of residents claimed that they had contacted a municipal staff member in the past 12 months, compared to 42% in 2002 and 38% on 2001.

Residents who had contact were then asked to rate their satisfaction with this experience.



**Satisfaction** dropped 7% in 2003 among those who had contact with a municipal staff member. Verbatim follow-up comments reveal that the main concerns among residents related to what they saw as a lack of response to their concerns, a slow process or response and courtesy problems.

## *Budget issues*

---

Respondents were read and asked to agree or disagree with each of the following statements that will be **used by Council to prepare the 2003 Budget**.

	Total Agree			
	2000	2001	2002	2003
Rather than building new facilities or roads, the City should invest in maintaining and improving existing facilities and roads	78%	72%	78%	79%
Where appropriate the direct users of City services should pay for the cost of providing those services	38%	41%	36%	37%
The City should maintain current levels of service and increase taxes up to 5%	22%	37%	37%	32%
The City should reduce service levels by whatever is needed in order to hold the line on taxes	33%	21%	25%	23%

Respondents continue to most agree with the statement that rather than building new facilities or roads, the City should invest in maintaining and improving existing facilities and roads. In addition, there remains a low tolerance for any further reduction in services, taxes increases and also the implementation of user fees.