2003
State of the Community Report

Residential Survey Results: Advanced Analyses

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

By:

oraclepoll RESEARCH LIMITED

November 2002

Table of Contents

Citizen's Perceptions of the Structure of City Services

In order to understand citizens' perceptions of the various services provided by the City of Greater Sudbury and to understand how citizens psychologically view the structure of the services, principal axis factor analyses with oblique rotations were conducted in order to identify the underlying constructs measured through the satisfaction with service items. Five constructs (factors) were identified and this solution accounted for 60% of the systematic variance in responses. The factors were modestly correlated. The factor structure indicated that the general public does perceive services as mapping, roughly, onto the organizational units of the City of Greater Sudbury:

Planning & Development (38% of the variance)

- Providing quality of land development
- Ensuring building safety
- Economic diversification
- Planning for the city's future
- Promoting the reduction of waste (The 3 R's)
- Developing job creation initiatives
- Re-greening of the city
- Landfill sites

The mean of these items formed a measure of satisfaction with Planning & Development (Cronbach's alpha = .86; .79 for importance).

Public Services (7% of the variance)

- Public transit
- Recreational facilities
- Leisure programs
- Libraries

The mean of these items formed a measure of satisfaction with Public Services (Cronbach's alpha = .79; .80 for importance).

Public Maintenance (6% of the variance)

- Maintenance of main roads
- Winter road maintenance including snow plowing, sanding, and salting
- Water & sewer services

The mean of these items formed a measure of satisfaction with Public Maintenance (Cronbach's alpha = .75; 60 for importance).

Public Health & Safety (5% of the variance)

- Policing
- Ambulance services
- Public health services
- Fire protection

The mean of these items formed a measure of satisfaction with Public Health & Safety (Cronbach's alpha = .80; .82 for importance).

Social Programs (4% of the variance)

- Child care funding
- Providing welfare assistance
- Pioneer manor (long term care facility)
- Providing affordable housing

The mean of these items formed a measure of satisfaction with Social Programs (Cronbach's alpha = .80; .71 for importance).

Reliability analyses were conducted on measures comprised of the mean of items forming each factor. All satisfaction measures were reliable (all Cronbach's alpha indices of internal consistency > .75).

These results indicate that the general public does see services as structured in a manner that roughly approximates the city's organizational units. However, it is important to note that there are discrepancies: For example, that the general public sees most health and safety services as forming a single factor; providing affordable housing is seen as part of the "Social Programs" factor (see also, promotion of waste reduction and landfill sites). This might suggest that it would be fruitful to redesign of the organizational units at the city, in order to serve better the city's clients.

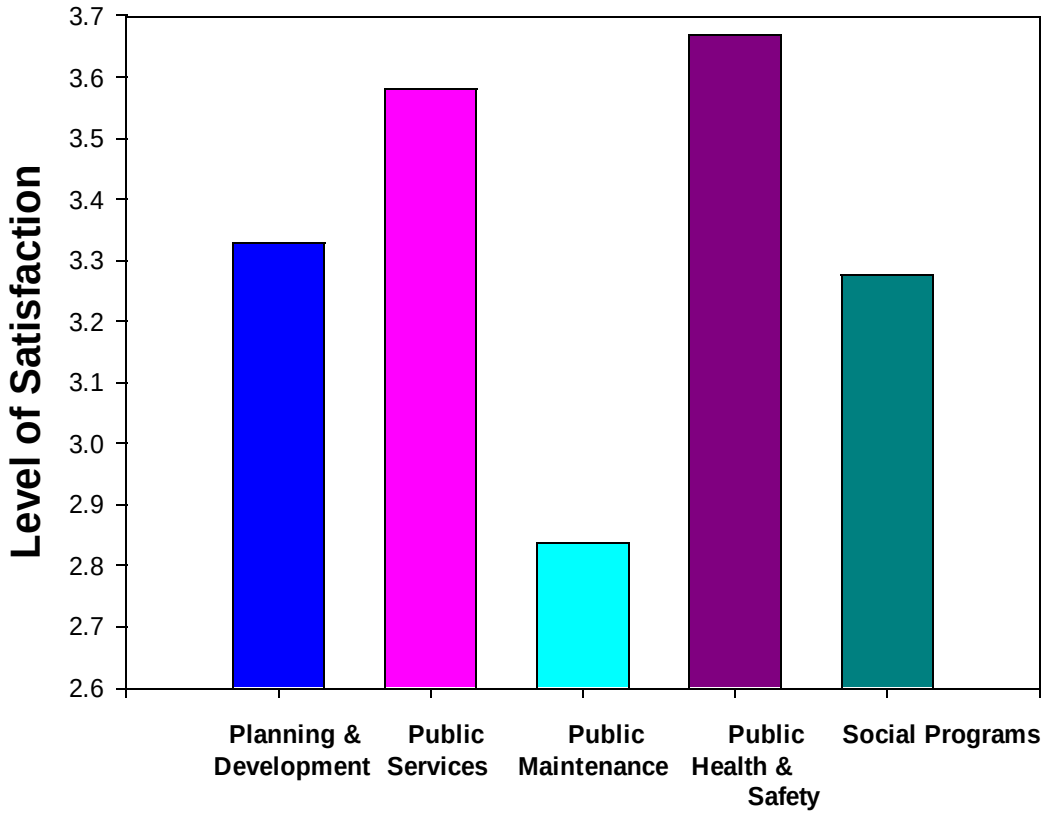
Finally, it suggests caution in the interpretation of the city's usual performance indicators because, for example, an individual who rates Police Services negatively is likely to rate Emergency Services negatively, although there are separate performance indicators for Emergency Services; the same argument applies to the area of Public Health. Similarly, an individual who rates promoting waste reduction negatively is likely to rate all aspects of Economic Development & Planning negatively when, in fact, promoting waste reduction is a performance indicator for Public Works (see also, landfill sites); the same argument applies in the are of providing affordable housing (here, an individual who rates the provision of affordable housing negatively is likely to rate all aspects of Social Services negatively, when providing affordable housing is a performance indicator for Economic Development & Planning).

Satisfaction & Importance as a Function of City Service Factors

In order to assess differences in level of satisfaction among the city services, within-subject analyses of variance were conducted on the satisfaction ratings for the five service factors identified above.

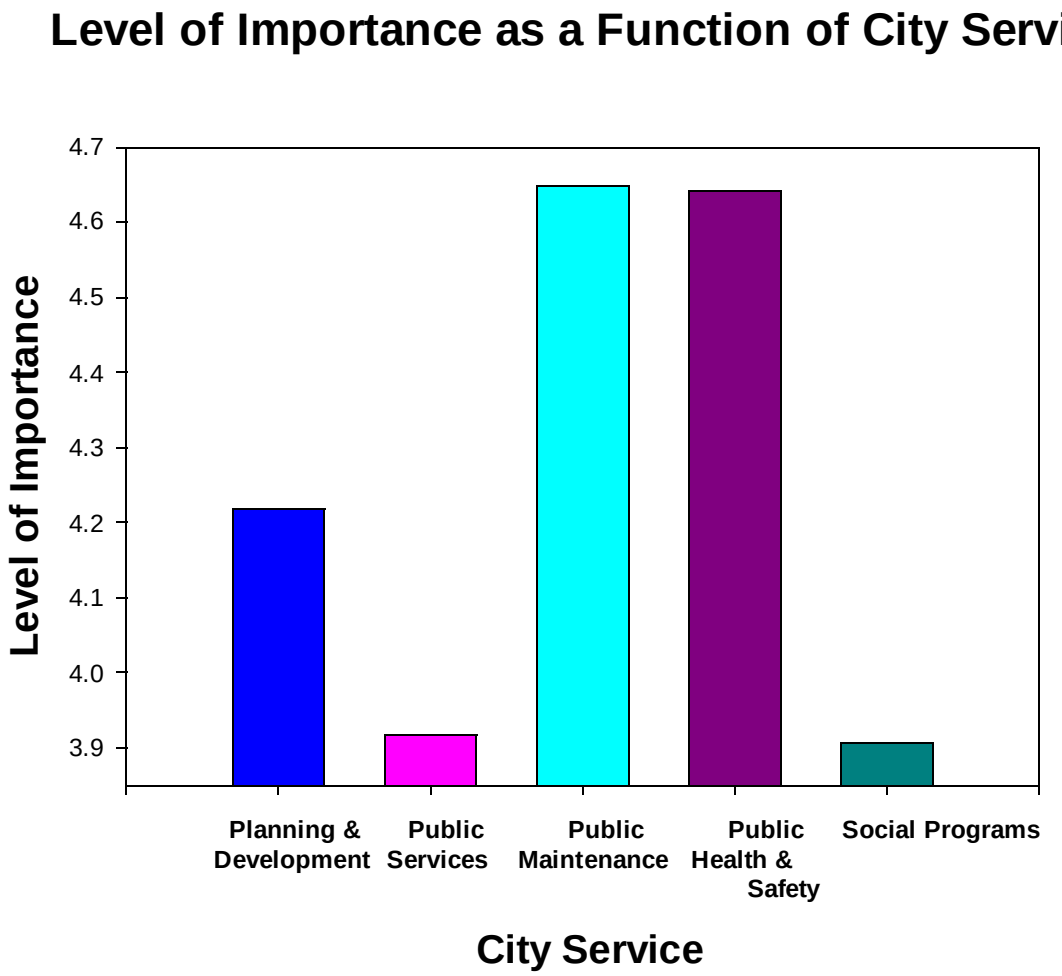
Throughout this report, only statistically significant effects are presented. All effects are significant at the $p < .05$ level (unless otherwise noted). This means that there are less than 5 chances in 100 that a reported effect does not reflect a true effect. In the case of an effect that occurs at the $p < .0001$ level, there is less than 1 chance in 10000 that the reported effect does not reflect a true effect. Fisher's Adjusted Least Significant Difference tests were used to follow up all statistically significant effects, in order to test for statistically significant differences among ratings. All differences were significant at the $p < .05$ level (unless otherwise noted).

Level of Satisfaction as a Function of City Service



There was an effect for City Service ($\underline{p} < .0001$). The general public was most satisfied with Public Health & Safety and least satisfied with Public Maintenance. Satisfaction with Planning & Development did not differ from satisfaction with Social Programs. Satisfaction with Public Services did not differ from Satisfaction with Public Health and Safety. All other comparisons were significant at the $\underline{p} < .05$ level.

A similar analysis was conducted on importance ratings of City Services.



There was an effect for City Service ($p < .0001$). The general public rated Public Maintenance as most important and Social Programs as least important. Ratings of importance of Public Maintenance did not differ from ratings of importance of Public Health & Safety. Ratings of importance of Public Services did not differ from ratings of importance of Social Programs. All other comparisons were significant at the $p < .05$ level.

Assessing Differences Among Wards

City Services

For the remaining analyses, scale scores based on the mean of satisfaction and importance ratings for the items falling into each of the City of Greater Sudbury organizational units were used as indices of satisfaction and importance.

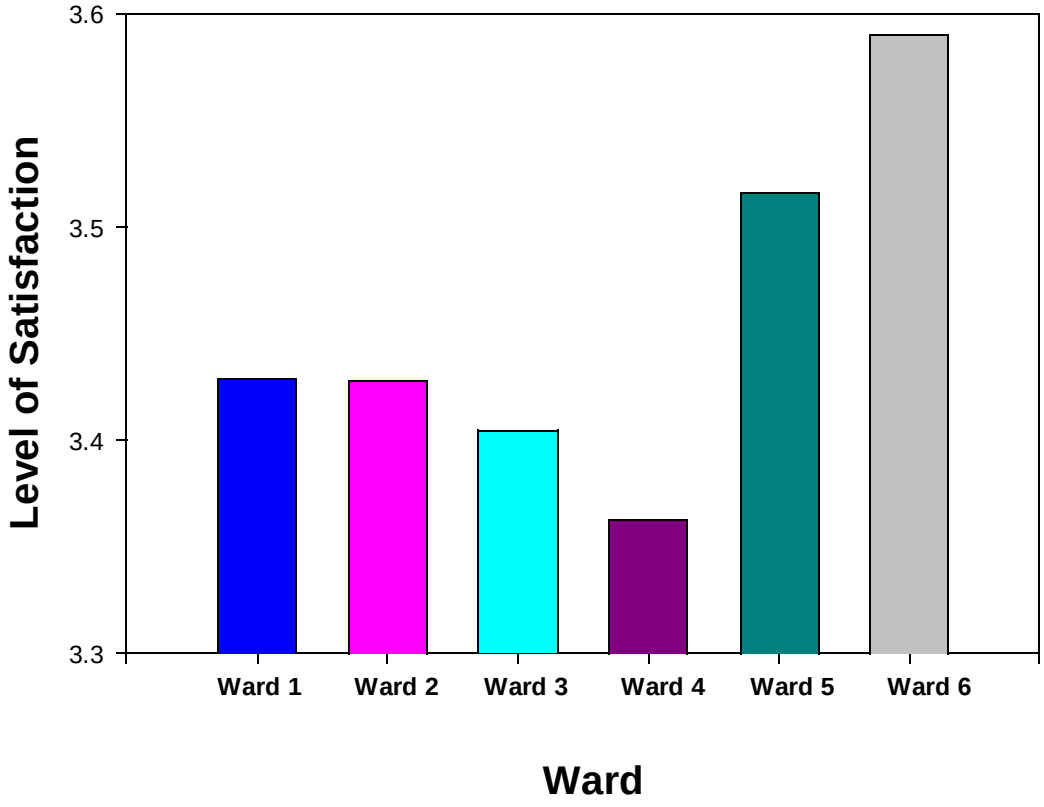
The reliability of the satisfaction scales (based on Cronbach's alpha index of internal consistency) were:
Economic Development & Planning (.84),
Social Services (.67),
Public Works (.77),
Police Services (single item, reliability impossible to compute),
Public Health (single item, reliability impossible to compute),
Emergency Services (.72),
Citizen Services (.79).

The reliability of the importance ratings were:
Economic Development & Planning (.74),
Social Services (.67),
Public Works (.68),
Police Services (see above),
Public Health (see above),
Emergency Services (.77),
Citizen Services (.80).

In order to assess differences among wards as a function of city services, separate 6 (Ward) x 7 (City Service) mixed-model analyses of variance were conducted on the mean satisfaction and importance ratings. These analyses assess: 1) whether there are significant differences among the wards; 2) whether there are significant differences among the various city services; and 3) whether there are Ward X City Service interactions (that is, for example, whether the differences in ratings of satisfaction with the 7 city services vary across wards). On all significant effects, analyses of simple main effects and Fisher's Adjusted Least Significant Difference tests were conducted in order to identify statistically significant differences.

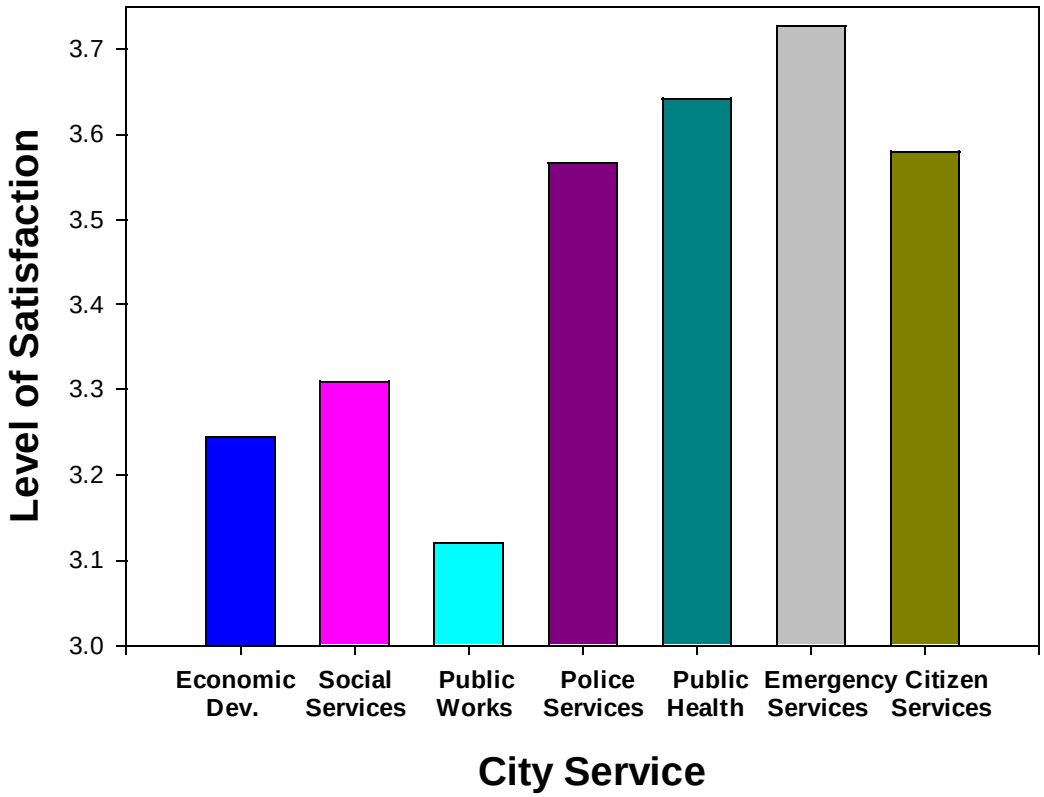
For all measures that are **not** reported below, there were no differences as a function of Ward. Refer to the Executive Summary to gauge the opinions of residents on these measures.

Level of Satisfaction with City Services as a Function of Ward



On level of satisfaction with city services, there was an effect for Ward ($p < .02$). Respondents from Ward 6 were, on average, most satisfied with city services and respondents from Ward 4 were least satisfied. Respondents from Ward 6 were more satisfied than respondents from all wards other than Ward 5 ($p < .05$). Respondents from Ward 3 were also less satisfied than respondents from Ward 5 ($p < .10$). Respondents from Ward 4 were also less satisfied than respondents from Ward 5 ($p < .05$). No other comparisons were significant.

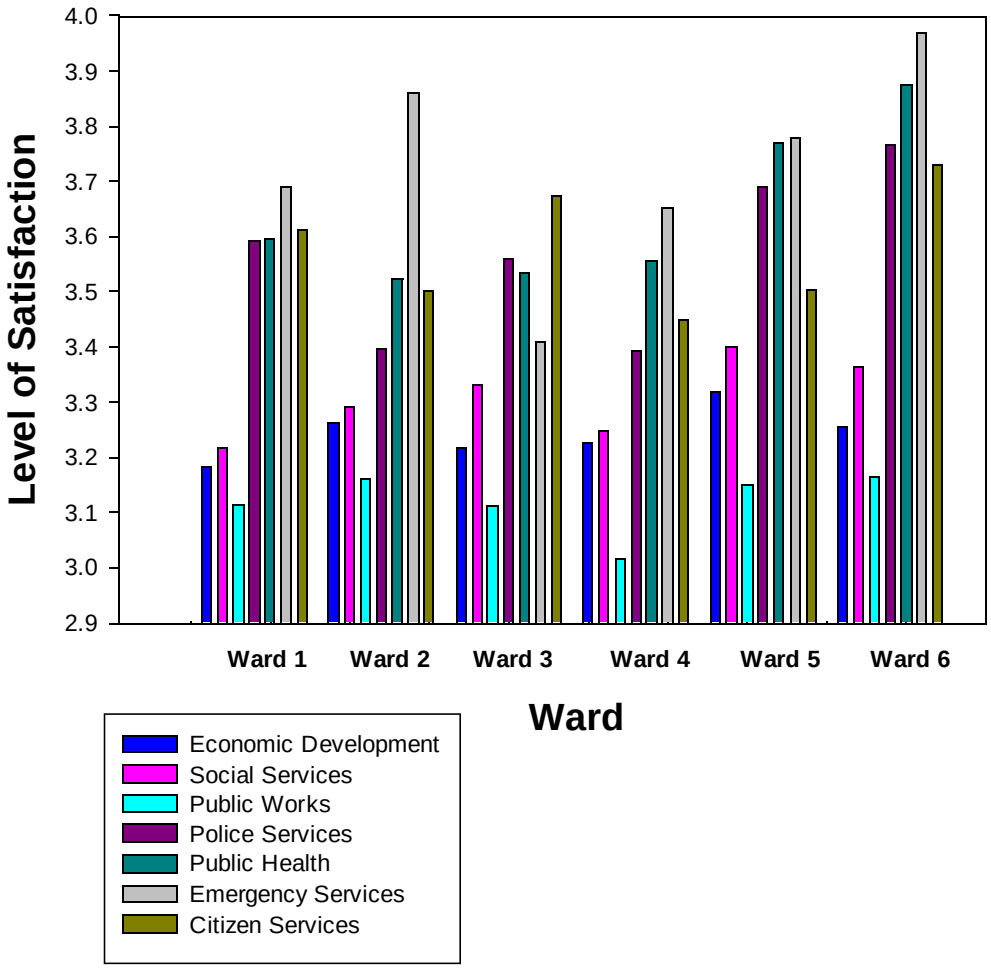
Level of Satisfaction as a Function of City Service



There was an effect for City Service ($p < .0001$). Respondents were most satisfied with Emergency Services and least satisfied with Public Works. All comparisons were significant at the $p < .05$ level, except the comparison between Police Services and Citizen Services.

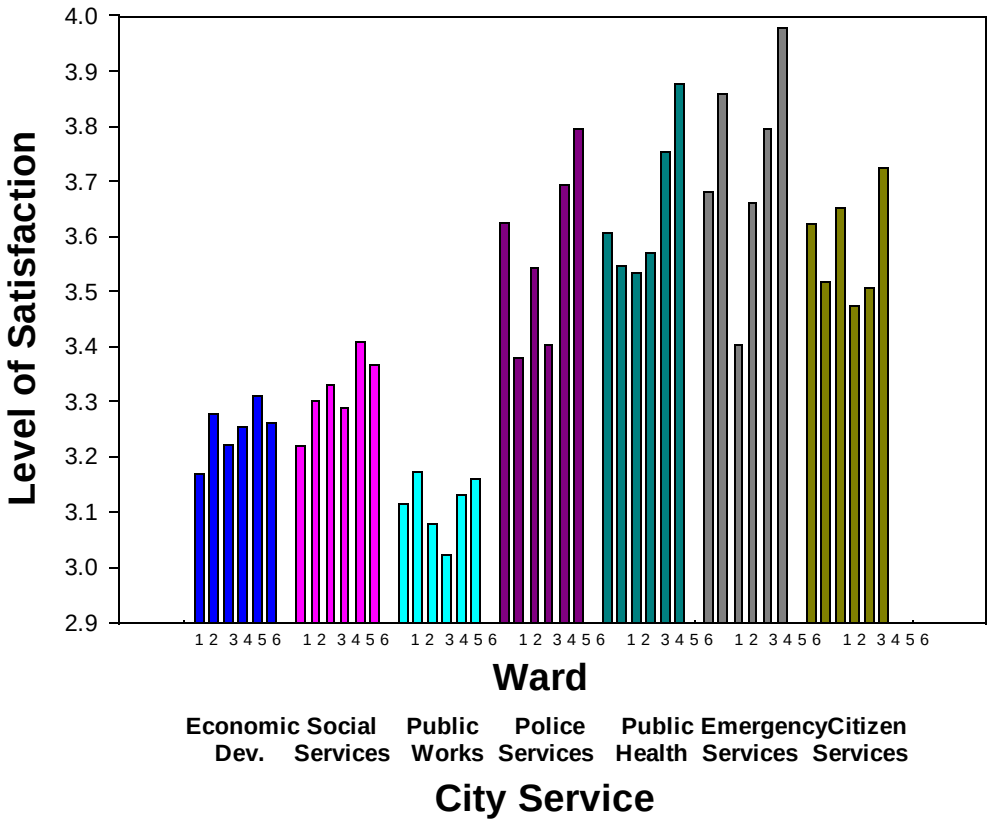
The two effects described above occurred in the context of a Ward X City Service interaction ($p < .0001$). That is, level of satisfaction with city services varied as a function of ward. This effect is described below.

Level of Satisfaction as a Function of Ward and City Service

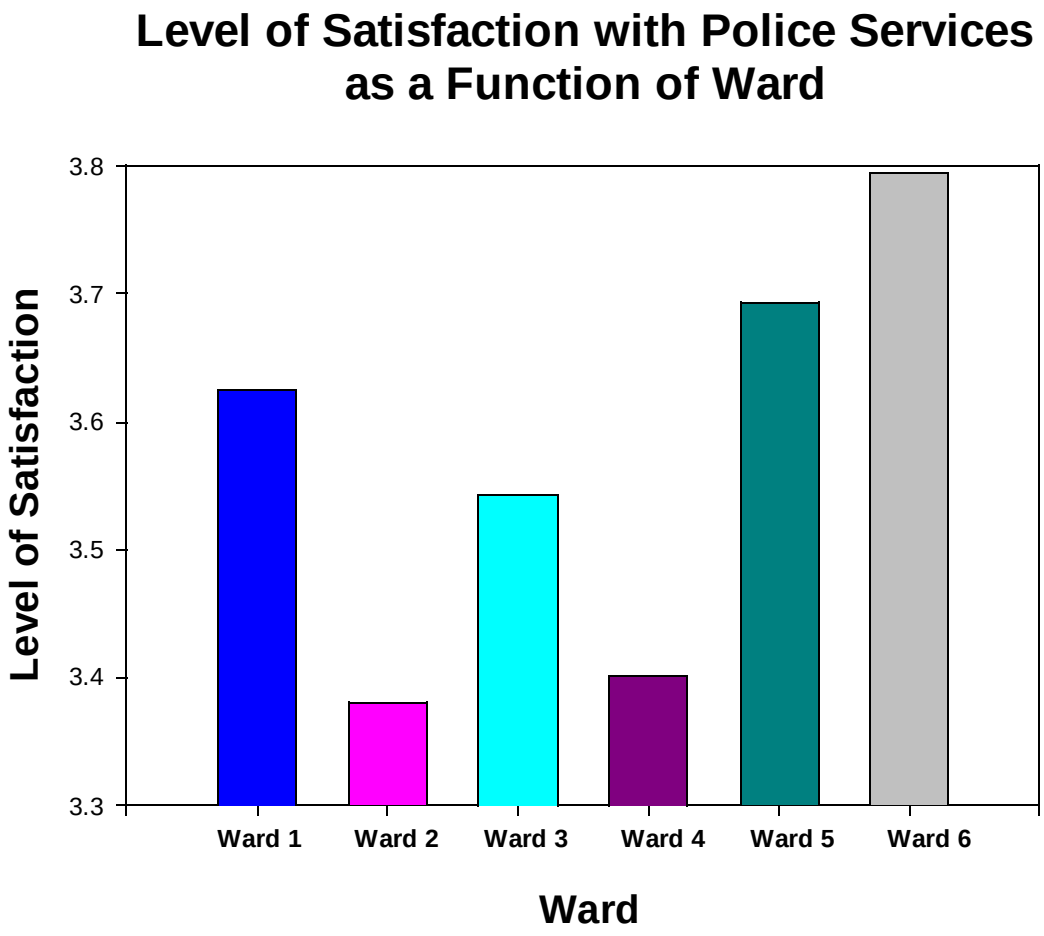


The pattern of this interaction is represented, alternatively, as a function of City Service and Ward, below.

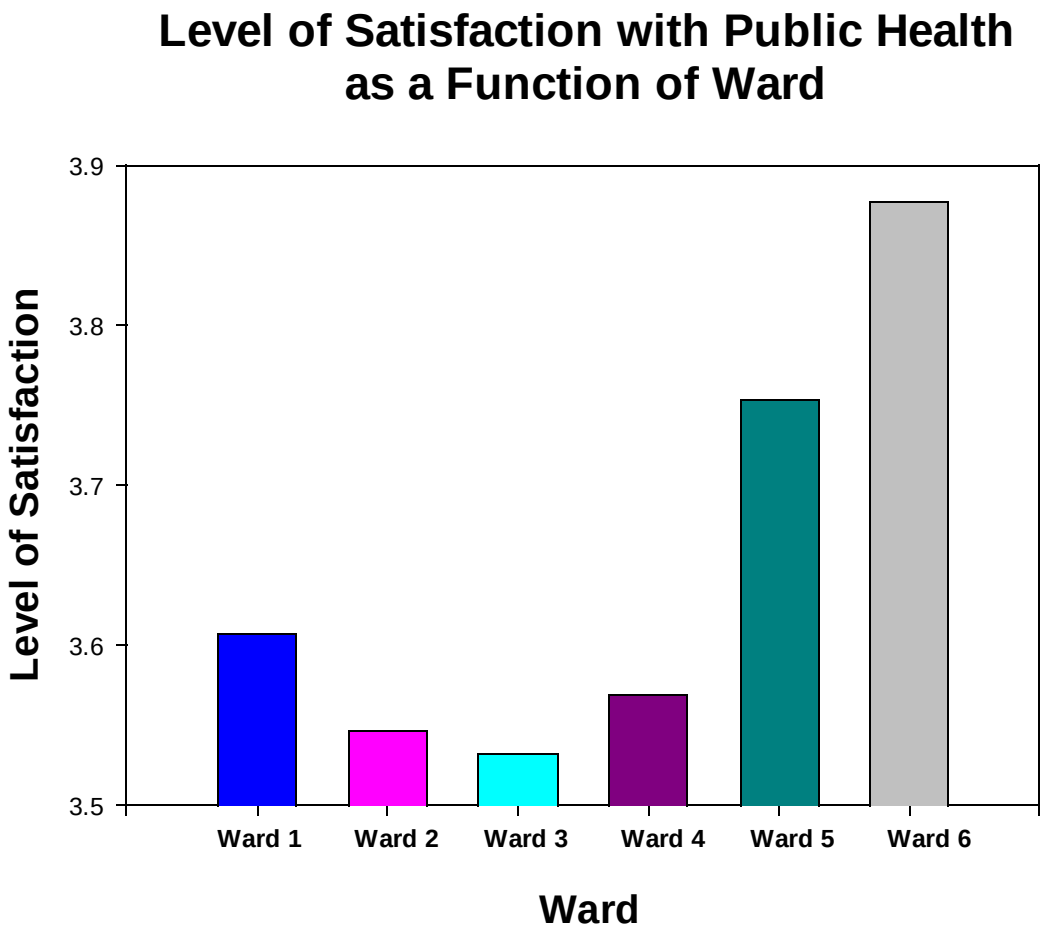
Level of Satisfaction as a Function of City Service and Ward



In order to decompose this interaction, separate analyses testing for differences among wards were conducted for each city service. There were no Ward-related differences in the areas of Economic Development & Planning, Social Services, and Public Works.

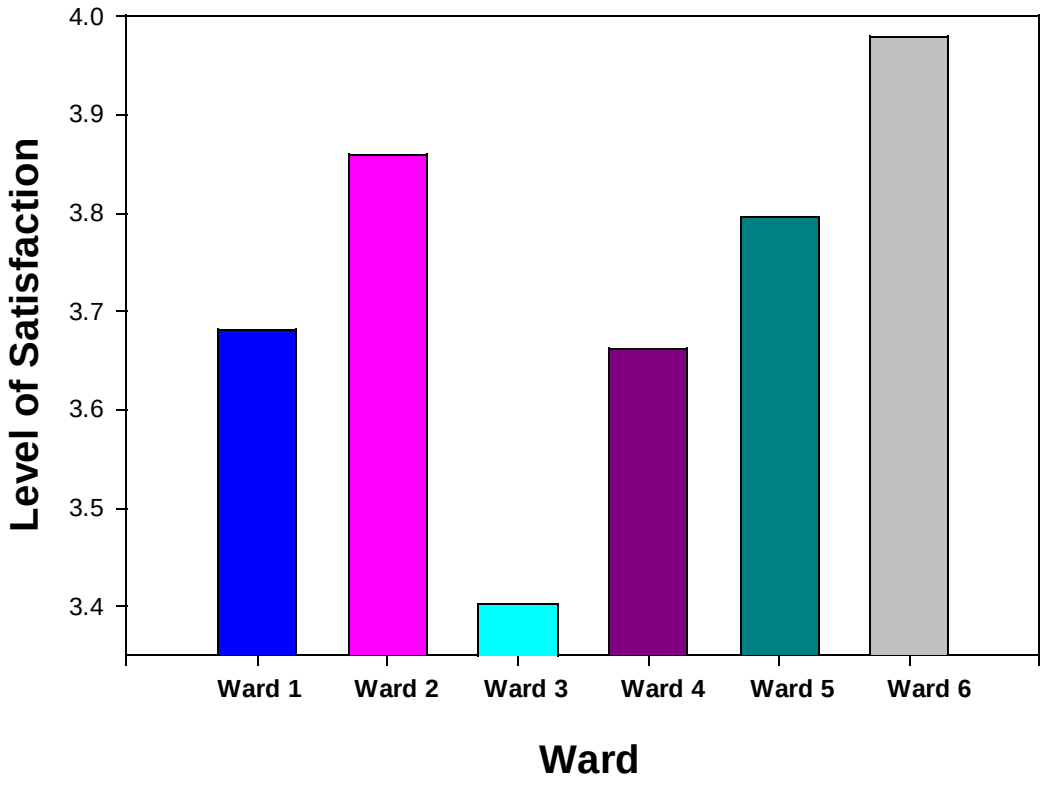


On level of satisfaction with Police Services, there was an effect for Ward ($p < .0001$). Respondents in Ward 6 were most satisfied with Police Services and respondents in Ward 2 were least satisfied. Respondents from Ward 6 were more satisfied than respondents from Wards 2, 3, and 4. Respondents from Ward 5 were more satisfied than respondents from Wards 2 and 4. Respondents from Ward 1 were more satisfied than respondents from Wards 2 and 4. No other comparisons were significant.

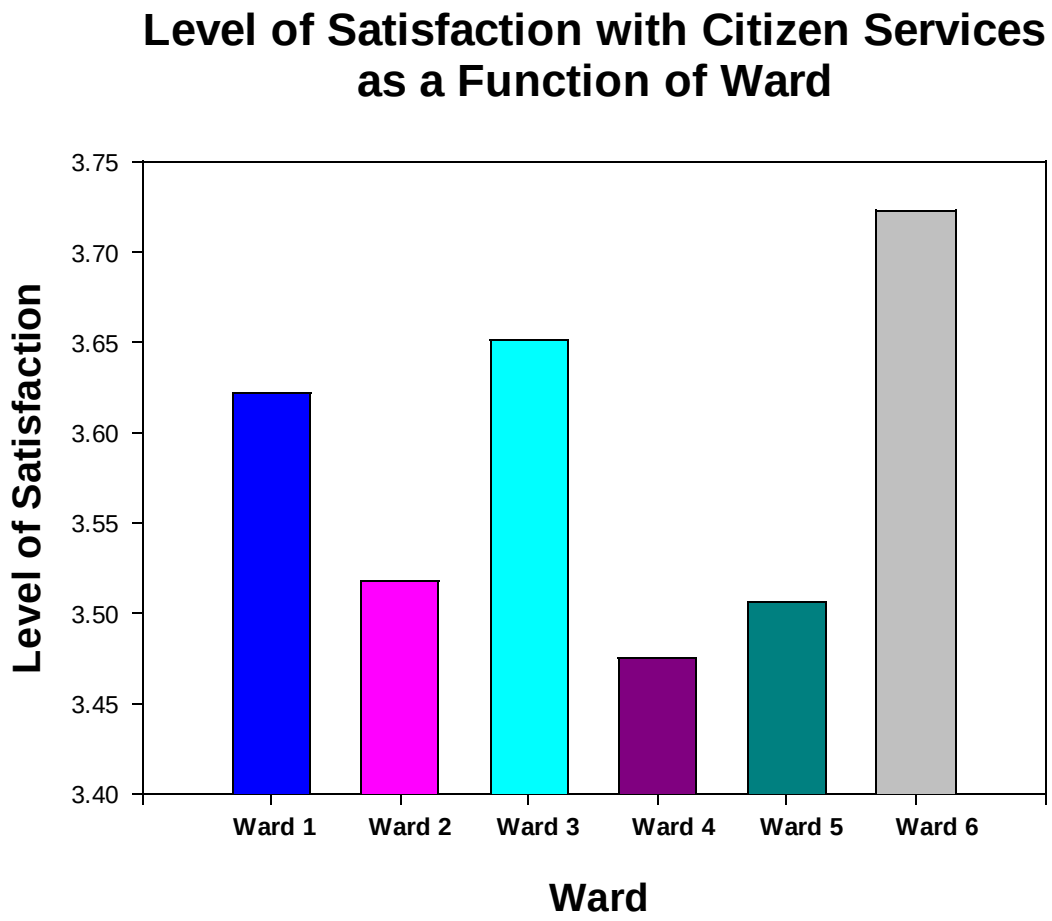


On level of satisfaction with Public Health, there was an effect for Ward ($p < .004$). Respondents in Ward 6 were most satisfied and respondents in Ward 3 were least satisfied. Respondents from Ward 6 were more satisfied than respondents from all other wards, except Ward 5. Respondents from Ward 5 were more satisfied than respondents from Wards 2 and 3 and more satisfied than respondents in Ward 4 ($p < .10$). No other comparisons were significant.

Level of Satisfaction with Emergency Services as a Function of Ward

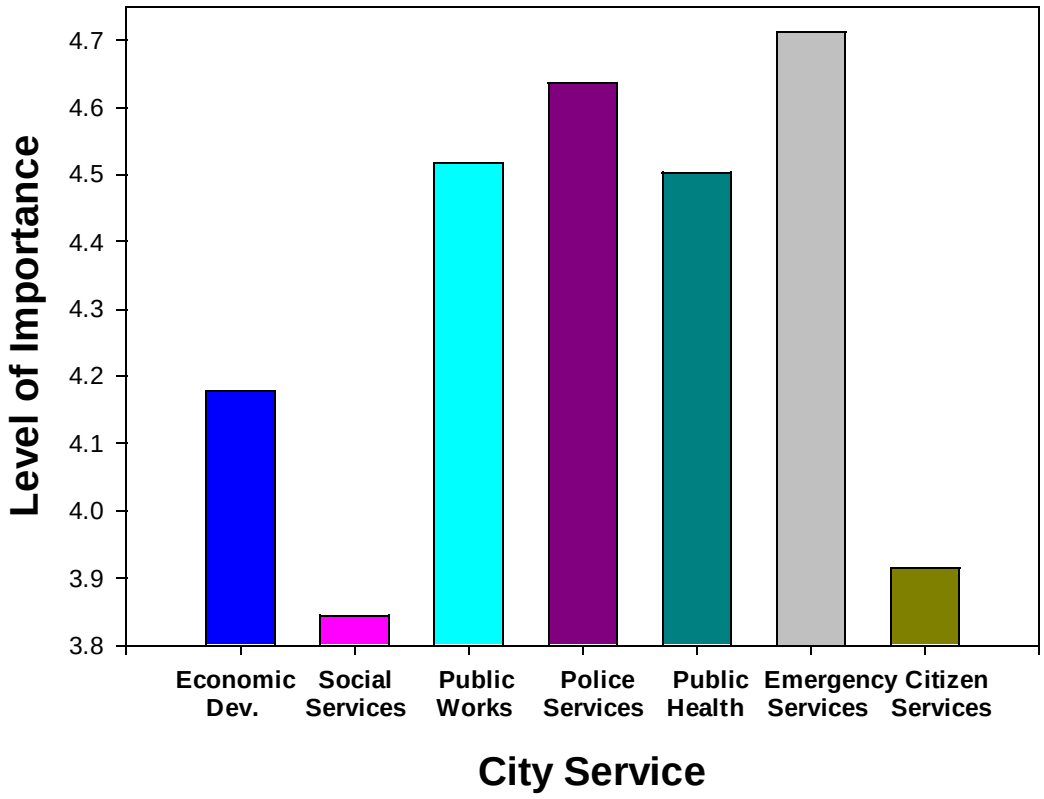


On level of satisfaction with Emergency Services, there was an effect for Ward ($p < .0001$). Respondents in Ward 6 were most satisfied and respondents in Ward 3 were least satisfied. Respondents in Ward 6 were more satisfied than respondents in all other wards, except Ward 2. Respondents in Ward 2 were more satisfied than respondents in Wards 1, 3, and 4. Respondents in Ward 5 were more satisfied than respondents in Ward 3. Respondents in Ward 1 also differed from respondents in Ward 3. Respondents from Ward 3 were less satisfied than respondents in all other wards. No other comparisons were significant.



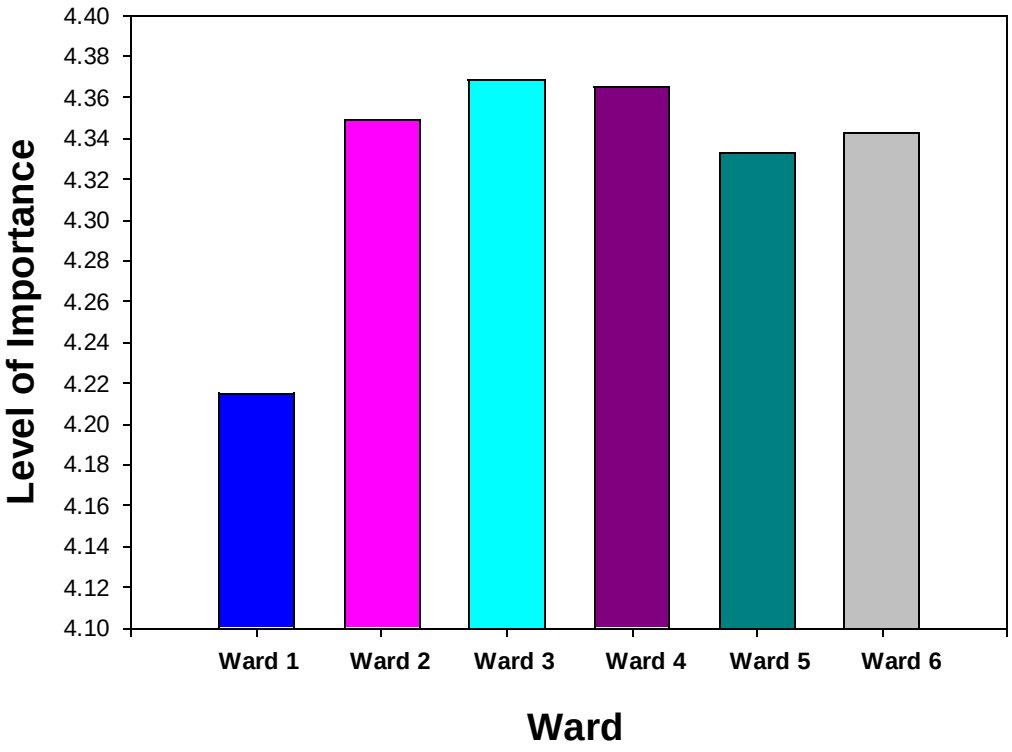
On level of satisfaction with Citizen Services, there was an effect for Ward ($p < .008$). Respondents in Ward 6 were most satisfied and respondents in Ward 4 were least satisfied. Respondents in Ward 6 were more satisfied than respondents in Wards 2, 4, and 5. Respondents in Ward 3 were more satisfied than respondents in Wards 4, 2 ($p < .09$), and 5 ($p < .07$). Respondents in Ward 1 were more satisfied than respondents in Ward 4 ($p < .06$). No other comparisons were significant.

Level of Importance as a Function of City Service



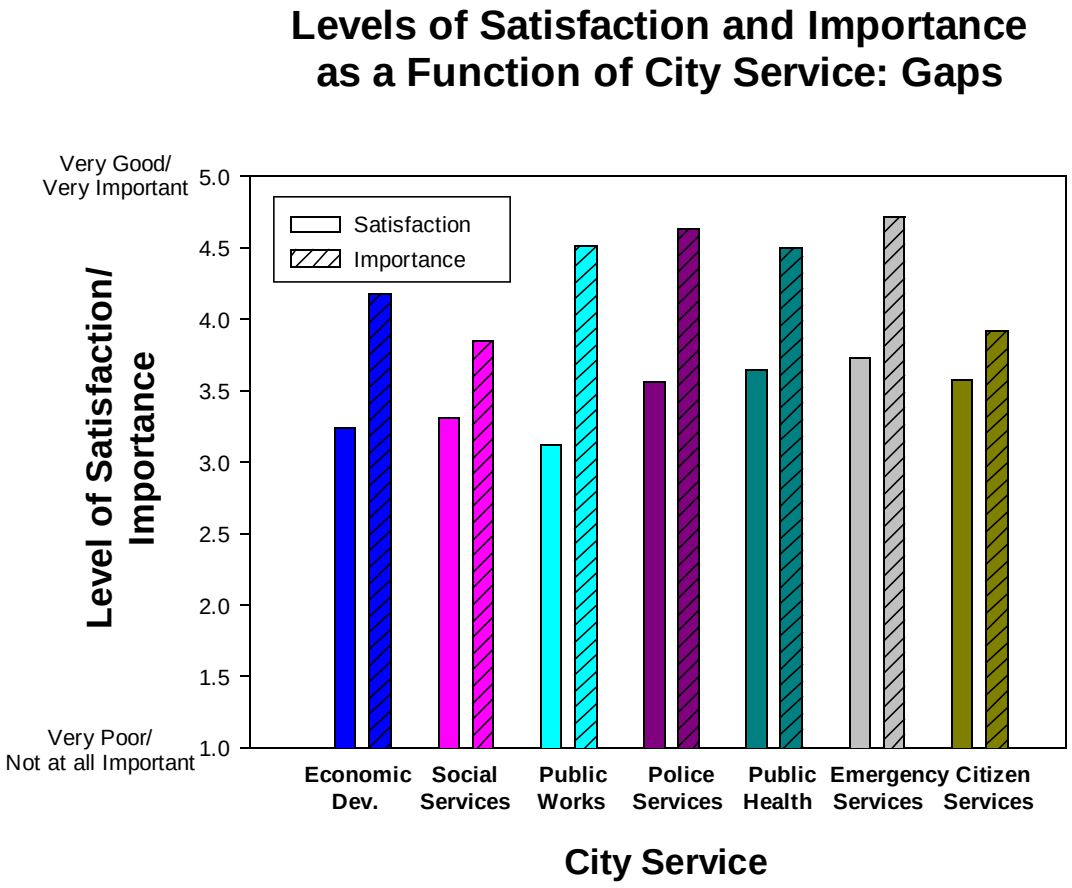
On level of importance, there was an effect for City Service ($p < .0001$). On average, respondents rated Emergency Services as most important and Social Services as least important. The only comparison that was not significant was between Public Works and Public Health.

Level of Importance of City Services as a Function of Ward



On level of importance of city services, there was an effect for Ward ($p < .03$). Respondents from Ward 3 rated all aspects of city services as most important and respondents from Ward 1 rated all aspects as least important. Respondents from Ward 1 rated city services as less important than did respondents from the other wards. No other comparisons were significant.

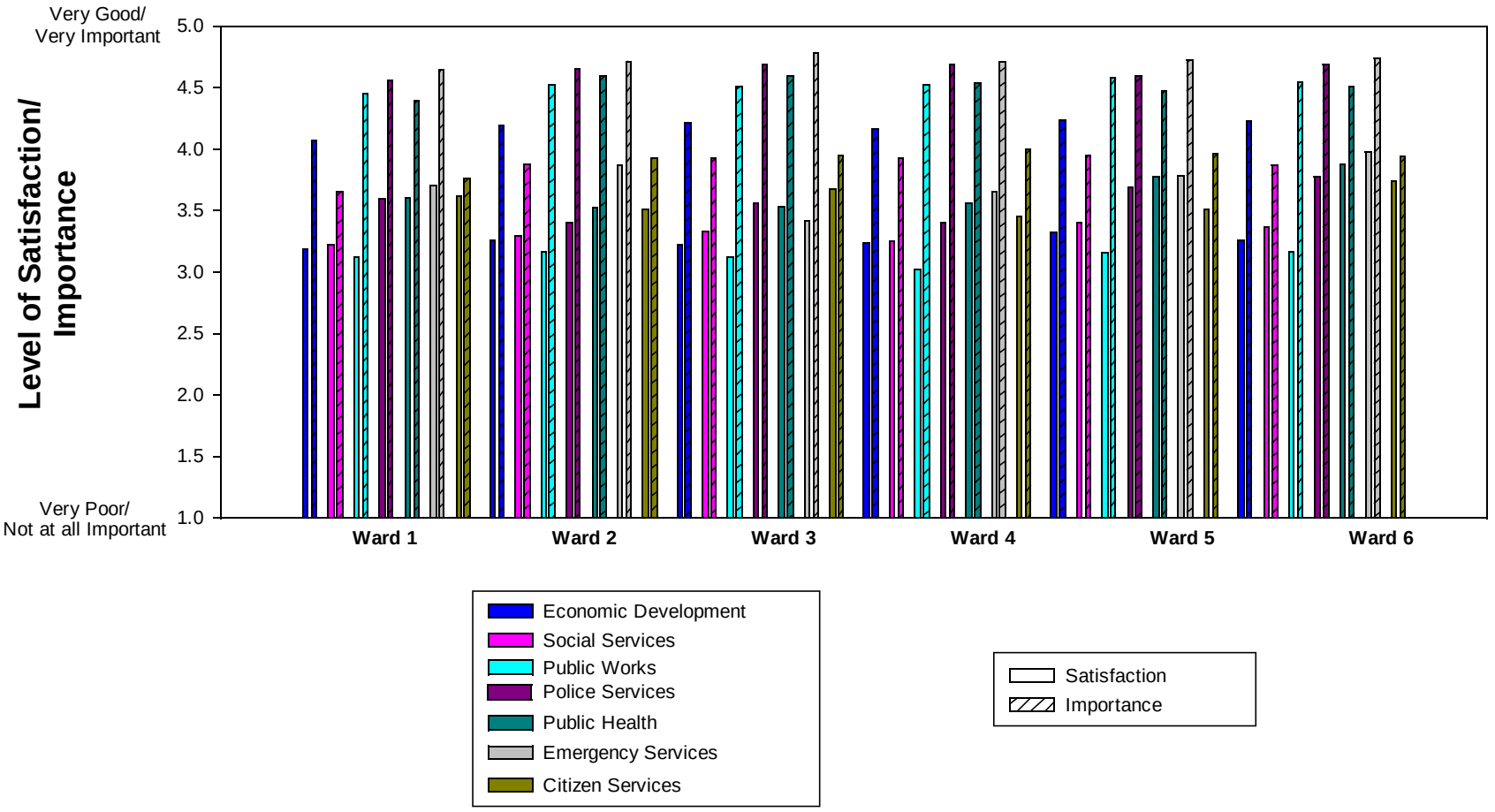
Gap Analysis:



The largest gap between satisfaction and importance ratings was in the area of Public Works.[1] Substantial gaps were seen in the areas of Emergency Services, Police Services, Public Health, and Economic Development & Planning. The smallest gaps were in the areas of Citizen Services and Social Services. All gaps were significant at the $p < .05$ level.

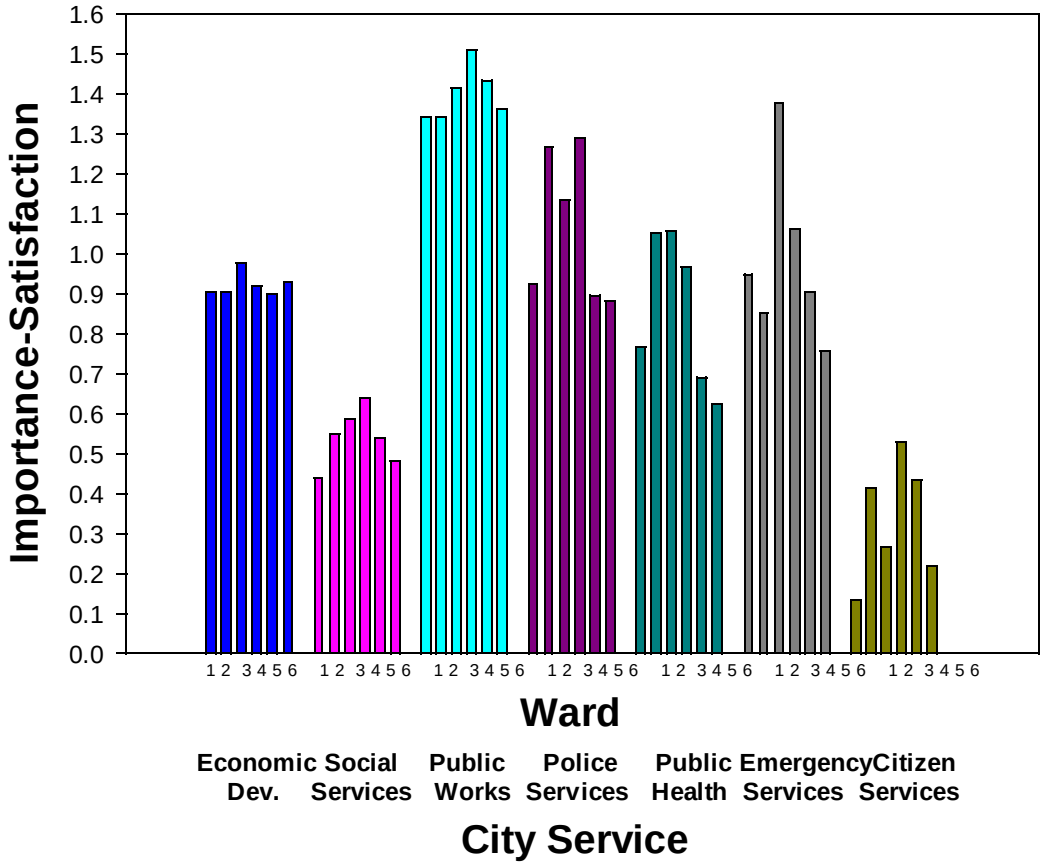
[1] This City Service X Rating (satisfaction versus importance) interaction was significant at the $p < .0001$ level and occurred in the context of a Ward X City Service X Rating (satisfaction versus importance) interaction; that is, the pattern described above differed across wards (see below).

Levels of Satisfaction and Importance as a Function of Ward and City Service: Gaps



The pattern of gaps between satisfaction and importance ratings varied as a function of Ward and City Service ($p < .0001$). This effect is presented in the form of difference scores between importance and satisfaction ratings as a function of City Service and Ward (below).

Gaps Between Satisfaction and Importance as a Function of City Service and Ward



In order to decompose this effect, separate analyses testing for differences as a function of Ward were conducted for each City Service. There were no Ward-related differences in gaps in the areas of Economic Development & Planning, Social Services, and Public Works.

In the area of Police Services, there was an effect for Ward ($p < .0001$). The largest gaps were in Wards 2 and 4 and the smallest gaps were in Wards 5 and 6. Wards 5 and 6 did not differ, but both differed from Wards 2, 3, and 4. Ward 1 also differed from Wards 2, 4, and 3 ($p < .09$). No other comparisons were significant.

In the area of Public Health, there was an effect for Ward ($p < .0001$). The largest gaps were in Wards 2 and 3 and the smallest gaps were in Wards 5 and 6. Wards 5 and 6 did not differ, but both differed from Wards 2, 3, and 4. Ward 1 differed from Wards 2 and 3. No other comparisons were significant.

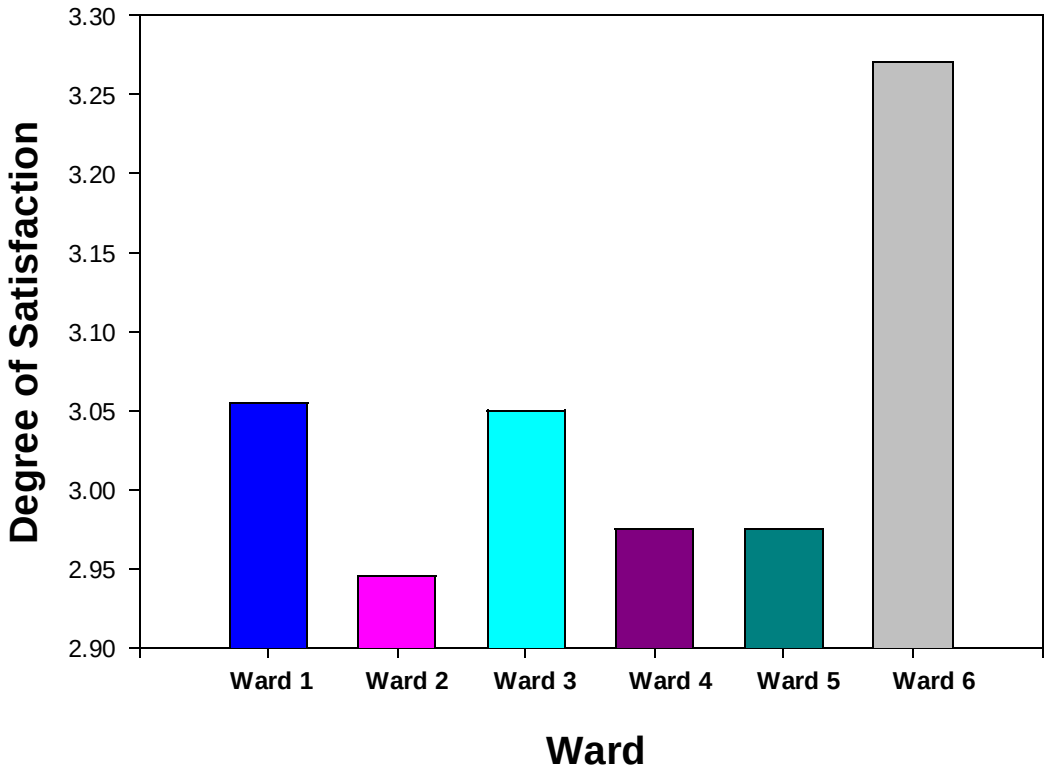
In the area of Emergency Services, there was an effect for Ward ($p < .0001$). The largest gap was in Ward 3 and the smallest gap was in Ward 6. Ward 3 differed from all other wards. Ward 6 also differed from Wards 1 and 4. Ward 2 also differed from Ward 4. No other comparisons were significant.

In the area of Citizen Services, there was an effect for Ward ($p < .0001$). The largest gaps were in Wards 4 and 5 and the smallest gaps were in Wards 1 and 6. Wards 1 and 6 did not differ, but both differed from Wards 2, 4, and 5. Ward 3 differed from Wards 4 and 5 ($p < .09$). Wards 5 and 6 also differed. No other comparisons were significant.

It is important to note that, given that there was no Ward X City Service interaction on importance ratings (that is, ratings of the importance of city services were similar across wards, described above), the gap effects involving Ward (just described) simply reflect the Ward X City Service interaction on satisfaction ratings (that is the differences in satisfaction with city services across wards, described above).

For the remaining analyses, on continuous measures, within-subject analyses of variance followed by Fisher's Adjusted Least Significant Differences tests were conducted to test for differences among wards. X^2 analyses were conducted on all categorical measures.

Degree of Satisfaction with the Range of City Services (Q20) as a Function of Ward

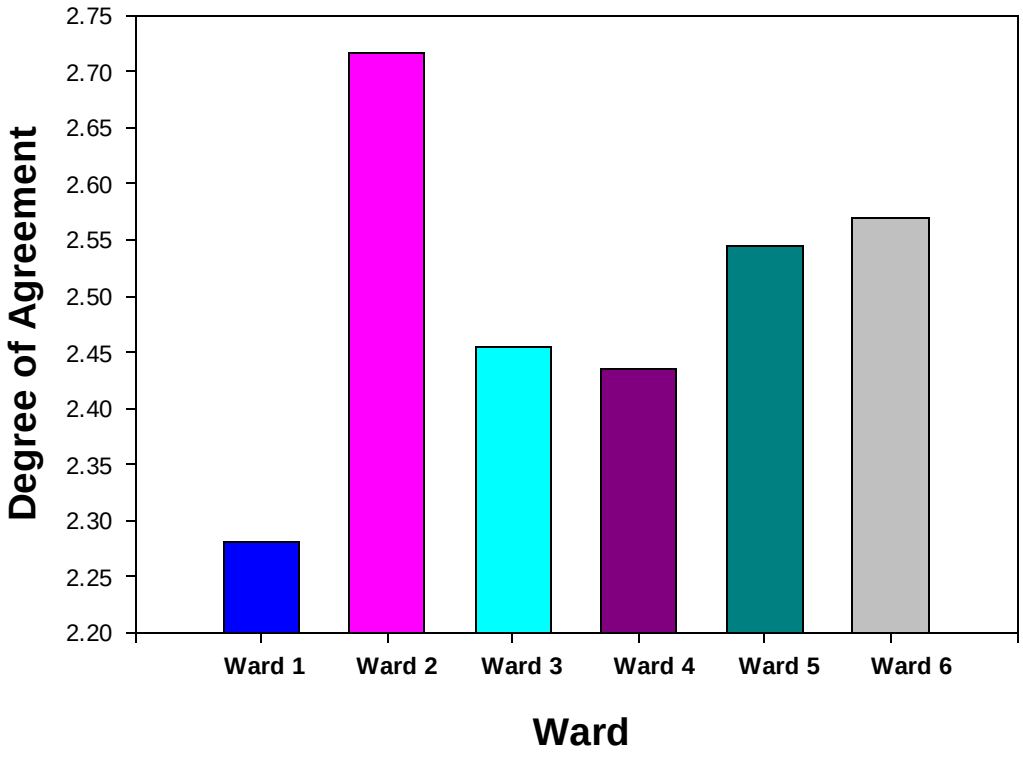


On satisfaction with the range of city services (Q20), there was an effect for Ward ($p < 008$). Respondents in Ward 6 were most satisfied and respondents in Ward 2 were least satisfied. Respondents from Ward 6 were more satisfied than respondents from the other wards. No other comparisons were significant.

Note that the pattern of this effect is somewhat different that the pattern on level of satisfaction as a function of ward, described above (which represents overall satisfaction with city services – not satisfaction with the range of services). The effect on level of satisfaction is based on an extremely reliable measure (Cronbach's alpha = .93), whereas, the effect on Q20 is based on a single measure.

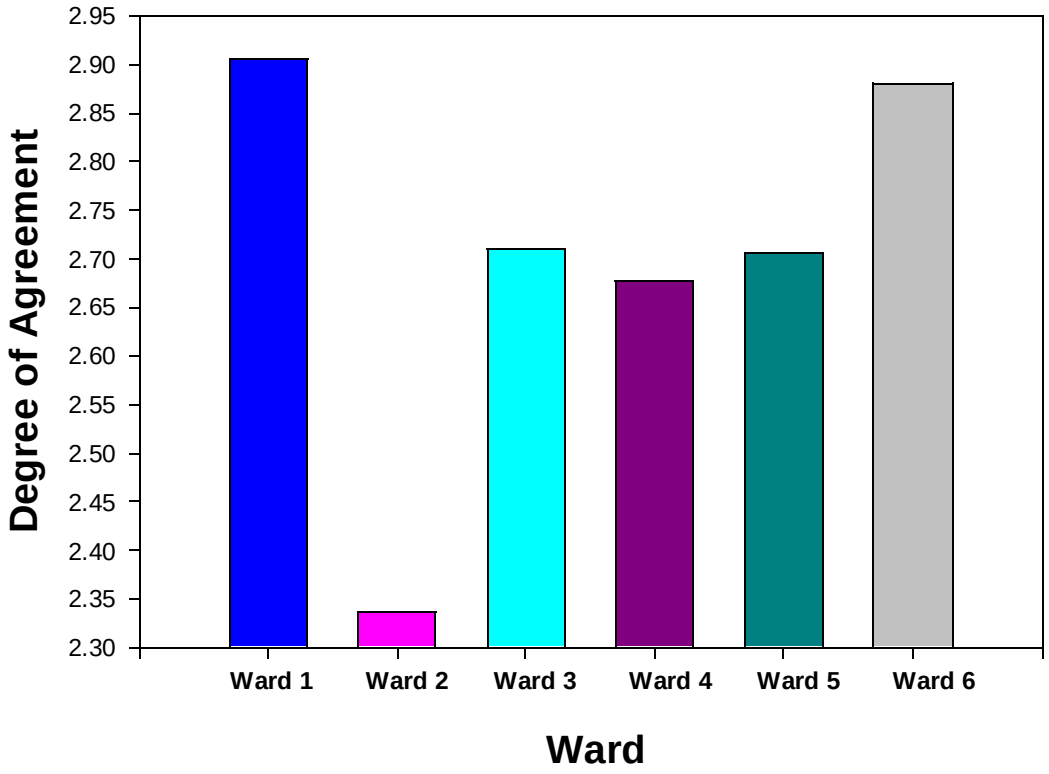
Other Ward-Related Differences

Degree of Agreement that the City Should Reduce Service Levels by Whatever is Needed in order to Hold the Line on Taxes (Q72) as a Function of Ward



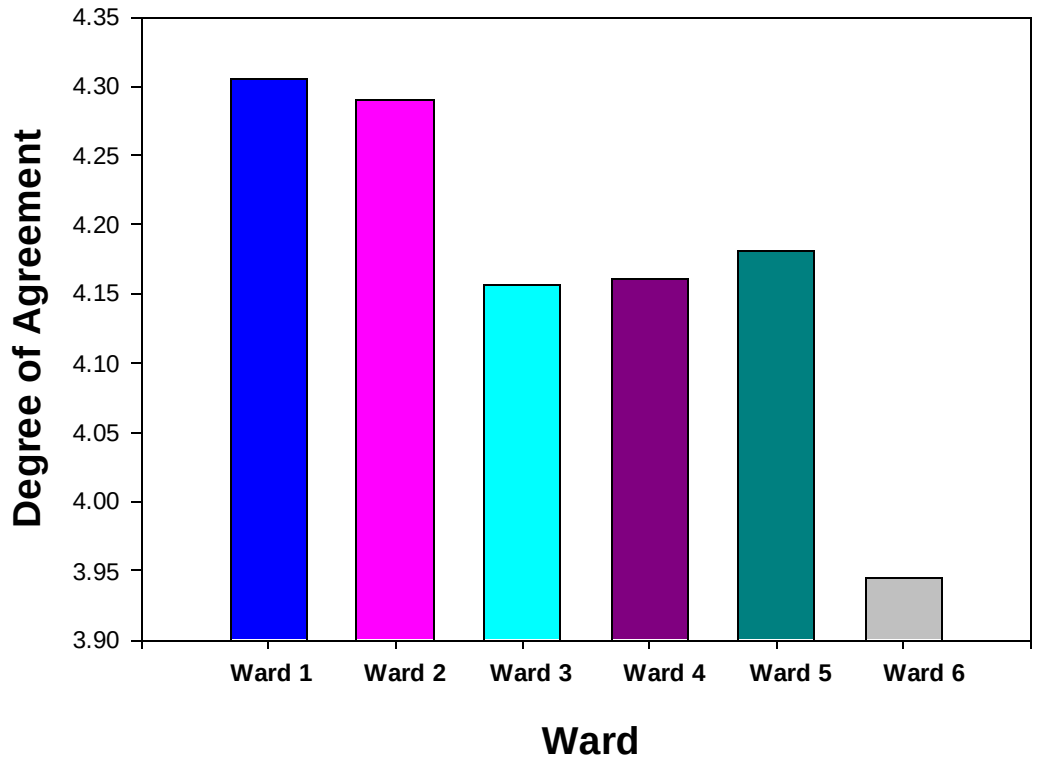
On degree of agreement that the city should reduce service levels by whatever is needed in order to hold the line on taxes (Q72), there was an effect for Ward ($p < .04$). Whereas, on average, everyone disagreed, respondents from Ward 2 disagreed least and respondents from Ward 1 disagreed most. Respondents from Ward 2 disagreed less than respondents from Wards 1, 3, and 4. Respondents from Ward 1 also disagreed more than respondents from Wards 5 and 6. No other comparisons were significant.

Degree of Agreement that the City Should Maintain Current Levels of Service and Increase Taxes by up to 5% if Required (Q74) as a Function of Ward



On degree of agreement that the city should maintain current levels of service and increase taxes by up to 5% if required, there was an effect for Ward ($p < .0001$). Whereas everyone disagreed, respondents from Ward 1 disagree least and respondents from Ward 2 disagreed most. Respondents from Ward 2 disagreed more than respondents from all other wards. No other comparisons were significant.

Degree of Agreement that Rather than Building New Facilities or Roads, the City Should Invest in Maintaining and Improving Existing Facilities and Roads (Q76) as a Function of Ward



On degree of agreement that rather than building new facilities or roads, the city should invest in maintaining and improving existing facilities and roads (Q76), there was an effect for Ward ($p < .02$). Whereas everyone agreed, respondents from Ward 1 agreed most and respondents from Ward 6 agreed least. Respondents from Ward 6 differed from respondents in all other wards, except Ward 3. No other comparisons were significant.

WARDS * Q15. Over the past year, have you supported any volunteer, community, religious or charity organization?

		Q15. Over the past year, have you supported any volunteer, community, religious or charity organization?		
		Yes	No	Total
WARDS	Ward 1	171	29	200
		85.5%	14.5%	100.0%
	Ward 2	150	50	200
		75.0%	25.0%	100.0%
	Ward 3	151	49	200
		75.5%	24.5%	100.0%
	Ward 4	161	39	200
		80.5%	19.5%	100.0%
	Ward 5	155	45	200
		77.5%	22.5%	100.0%
	Ward 6	162	38	200
		81.0%	19.0%	100.0%
Total		950	250	1200
		79.2%	20.8%	100.0%

Supporting a volunteer, community, religious, or charity organization was dependent upon ward ($p < .09$). Respondents in Ward 1 were most likely to have done so and respondents from Ward 2 were least likely to have done so.

WARDS * Q18. Would you vote in future elections using telephone or touch screen voting at kiosks?

		Q18. Would you vote in future elections using telephone or touch screen voting at kiosks?		
		Yes	No	Total
WARDS	Ward 1	146	52	198
		73.7%	26.3%	100.0%
	Ward 2	138	60	198
		69.7%	30.3%	100.0%
	Ward 3	161	36	197
		81.7%	18.3%	100.0%
	Ward 4	148	50	198
		74.7%	25.3%	100.0%
	Ward 5	148	51	199
		74.4%	25.6%	100.0%
	Ward 6	139	58	197
		70.6%	29.4%	100.0%
Total		880	307	1187
		74.1%	25.9%	100.0%

Agreement with using telephone or touch screen voting methods was dependent upon ward ($p < .10$). Respondents in Ward 3 were most likely to agree and respondents from Ward 2 were least likely to agree.

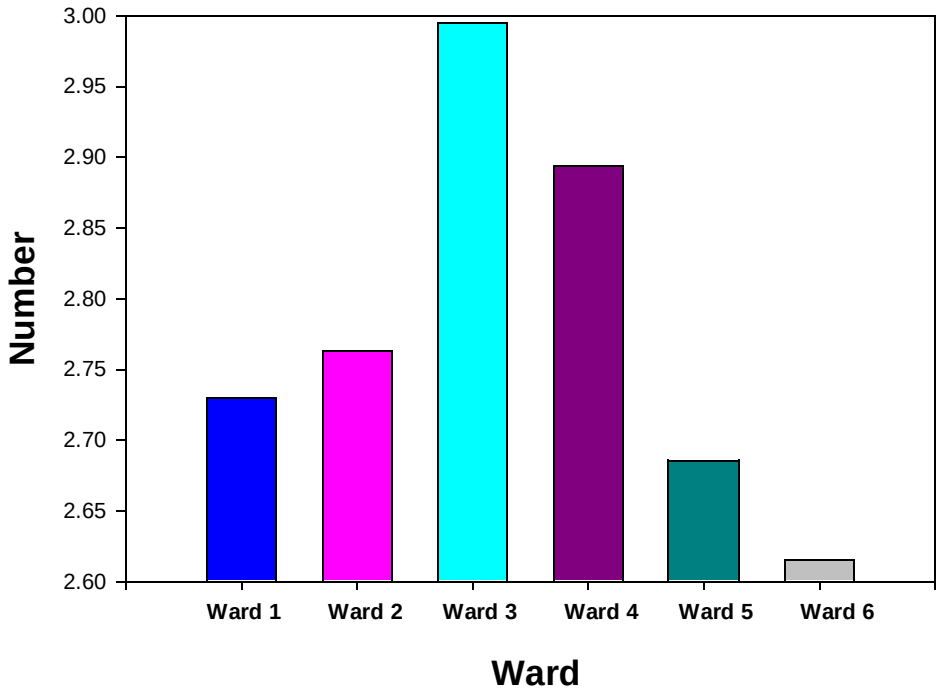
WARDS * Q77.Do you have access to the Internet at any of the following? Public libraries

		Q77.Do you have access to the Internet at any of the following? Public libraries		
		Yes	No	Total
WARDS	Ward 1	152	48	200
		76.0%	24.0%	100.0%
	Ward 2	140	60	200
		70.0%	30.0%	100.0%
	Ward 3	153	47	200
		76.5%	23.5%	100.0%
	Ward 4	147	53	200
		73.5%	26.5%	100.0%
	Ward 5	142	58	200
		71.0%	29.0%	100.0%
	Ward 6	128	72	200
		64.0%	36.0%	100.0%
Total		862	338	1200
		71.8%	28.2%	100.0%

Agreement with having Internet access in public libraries was dependent upon ward ($p < .07$). Respondents from Ward 3 were most likely to agree and respondents from Ward 6 were least likely to agree.

Demographics as a Function of Ward

Number of People Living at the Residence as a Function of Ward



On number of people living at the residence, there was an effect for Ward ($p < 02$). Respondents in Ward 3 reported most people living at their residence and respondents in Ward 6 reported least. Ward 3 differed from Wards 1, 2, 5, and 6. Ward 4 differed from Ward 5 ($p < .09$) and Ward 6. No other comparisons were significant.

WARDS * D2. Do you rent or own?

		D2. Do you rent or own?		
		Rent	Own	Total
WARDS	Ward 1	20	177	197
		10.2%	89.8%	100.0%
	Ward 2	24	176	200
		12.0%	88.0%	100.0%
	Ward 3	17	182	199
		8.5%	91.5%	100.0%
	Ward 4	17	180	197
		8.6%	91.4%	100.0%
	Ward 5	33	165	198
		16.7%	83.3%	100.0%
	Ward 6	40	160	200
		20.0%	80.0%	100.0%
Total		151	1040	1191
		12.7%	87.3%	100.0%

Home ownership was dependent upon ward ($p < .002$). Respondents from Ward 3 were most likely to own their own home and respondents from Ward 6 were least likely to do so.

WARDS * D4. What is the highest level of education that you have achieved?

		D4.What is the highest level of education that you have achieved?							
		Primary school	Secondary school	Vocational school	Some college	Completed college	Some university	Completed university	Total
WARDS	Ward 1	4	65	2	2	64	6	56	199
		2.0%	32.7%	1.0%	1.0%	32.2%	3.0%	28.1%	100.0%
	Ward 2	19	79	5	17	45	7	27	199
		9.5%	39.7%	2.5%	8.5%	22.6%	3.5%	13.6%	100.0%
	Ward 3	11	79	4	15	50	8	31	198
		5.6%	39.9%	2.0%	7.6%	25.3%	4.0%	15.7%	100.0%
	Ward 4	12	80	2	11	54	4	34	197
		6.1%	40.6%	1.0%	5.6%	27.4%	2.0%	17.3%	100.0%
	Ward 5	14	70	6	13	52	8	37	200
		7.0%	35.0%	3.0%	6.5%	26.0%	4.0%	18.5%	100.0%
	Ward 6	11	61	2	10	45	11	60	200
		5.5%	30.5%	1.0%	5.0%	22.5%	5.5%	30.0%	100.0%
Total		71	434	21	68	310	44	245	1193
		6.0%	36.4%	1.8%	5.7%	26.0%	3.7%	20.5%	100.0%

Level of education was dependent upon ward ($p < .0001$). Ward 6 had the highest proportion of university graduates and Ward 2 had the lowest proportion. Ward 2 also had the highest proportion of respondents of respondents who only completed primary school. Ward 4 had the highest proportion of respondents who had only completed high school. Ward 1 had the highest proportion of respondents who had completed college.

WARDS * D5. What is your combined family income?

		D5.What is your combined family income?					
		Under $35,000	Under $50,000	Under $75,000	Under $100,000	Over $100,000	Total
WARDS	Ward 1	31	26	45	35	27	164
		18.9%	15.9%	27.4%	21.3%	16.5%	100.0%
	Ward 2	53	35	54	28	10	180
		29.4%	19.4%	30.0%	15.6%	5.6%	100.0%
	Ward 3	44	21	45	38	22	170
		25.9%	12.4%	26.5%	22.4%	12.9%	100.0%
	Ward 4	32	41	46	26	26	171
		18.7%	24.0%	26.9%	15.2%	15.2%	100.0%
	Ward 5	52	43	46	27	12	180
		28.9%	23.9%	25.6%	15.0%	6.7%	100.0%
	Ward 6	52	32	31	30	28	173
		30.1%	18.5%	17.9%	17.3%	16.2%	100.0%
Total		264	198	267	184	125	1038
		25.4%	19.1%	25.7%	17.7%	12.0%	100.0%

Level of income was dependent upon ward ($p < .0001$). Ward 1 had the highest proportion of high income earners and Ward 2 had the lowest proportion. Ward 6 had the highest proportion of low income earners and Ward 4 had the lowest.

WARDS * D7. Which of the following age groups may I place you in?

		D7.Which of the following age groups may I place you in?						
		18-24	25-34	35-44	45-54	55-64	65 and over	Total
WARDS	Ward 1	3	24	49	48	41	33	198
		1.5%	12.1%	24.7%	24.2%	20.7%	16.7%	100.0%
	Ward 2	1	27	51	45	43	32	199
		.5%	13.6%	25.6%	22.6%	21.6%	16.1%	100.0%
	Ward 3	8	22	70	55	28	14	197
		4.1%	11.2%	35.5%	27.9%	14.2%	7.1%	100.0%
	Ward 4	4	19	57	52	39	26	197
		2.0%	9.6%	28.9%	26.4%	19.8%	13.2%	100.0%
	Ward 5	8	29	43	56	30	34	200
		4.0%	14.5%	21.5%	28.0%	15.0%	17.0%	100.0%
	Ward 6	11	18	35	52	41	43	200
		5.5%	9.0%	17.5%	26.0%	20.5%	21.5%	100.0%
Total		35	139	305	308	222	182	1191
		2.9%	11.7%	25.6%	25.9%	18.6%	15.3%	100.0%

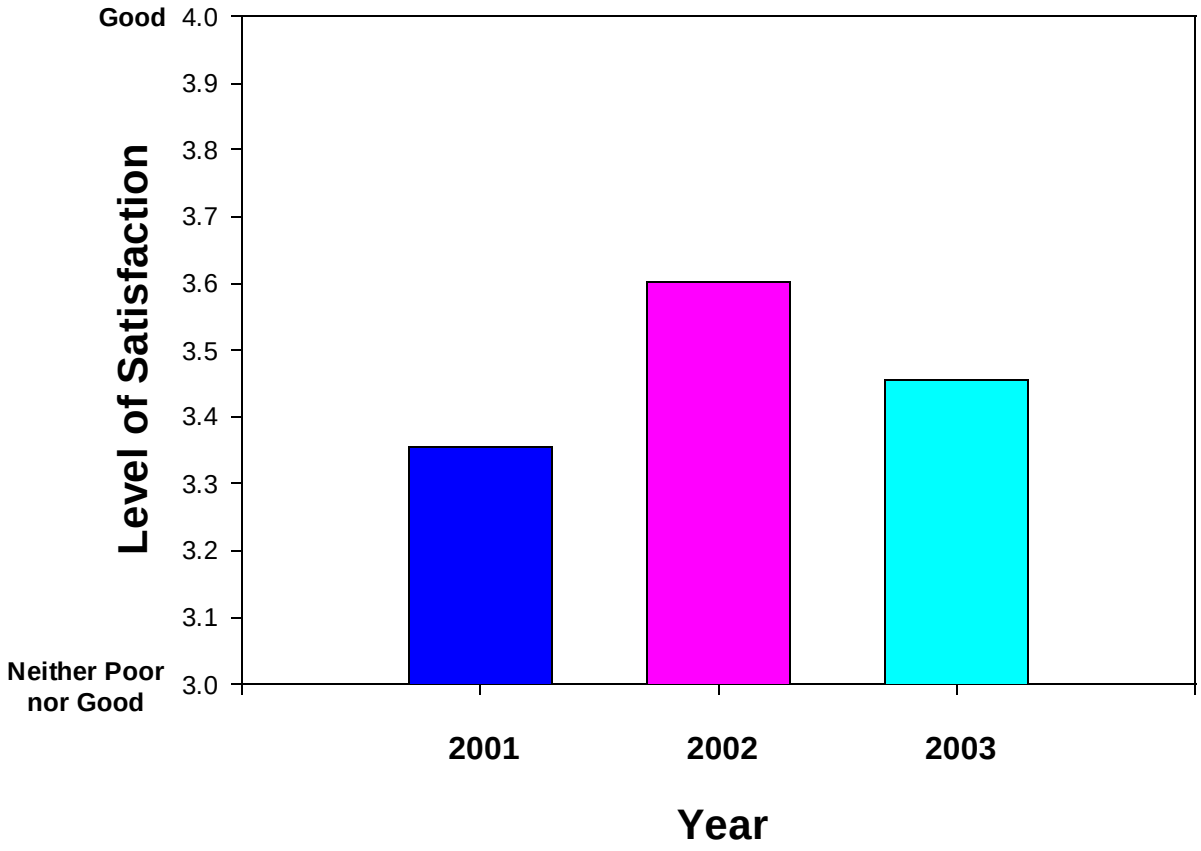
Age of respondent was dependent upon ward ($p < .002$). Ward 6 had the highest proportion of seniors and the highest proportion of young people. Ward 2 had the lowest proportion of young people.

WARDS * D8. What is the primary language spoken at your residence?

		D8. What is the primary language spoken at your residence?				
		English	French	Bilingual	Other	Total
WARDS	Ward 1	191	4	4	1	200
		95.5%	2.0%	2.0%	.5%	100.0%
	Ward 2	129	51	18	2	200
		64.5%	25.5%	9.0%	1.0%	100.0%
	Ward 3	135	43	22		200
		67.5%	21.5%	11.0%		100.0%
	Ward 4	177	14	6	2	199
		88.9%	7.0%	3.0%	1.0%	100.0%
	Ward 5	165	19	10	6	200
		82.5%	9.5%	5.0%	3.0%	100.0%
	Ward 6	160	28	8	4	200
		80.0%	14.0%	4.0%	2.0%	100.0%
Total		957	159	68	15	1199
		79.8%	13.3%	5.7%	1.3%	100.0%

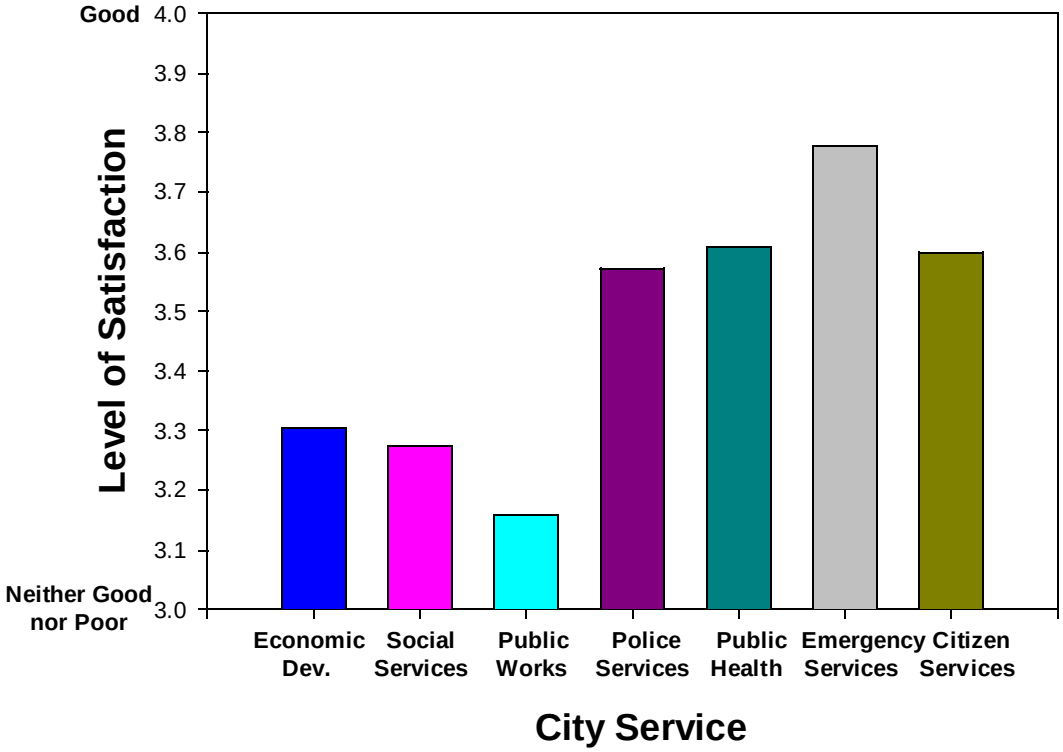
Primary spoken language in the household was dependent upon ward ($p < .0001$). The highest proportion of Anglophones was in Ward 1 and the lowest proportion of Anglophones was in Ward 2. The highest proportion of Francophones was in Ward 2 and the lowest proportion of Francophones was in Ward 1. The highest proportion of bilingual people was in Ward 3 and the lowest proportion was in Ward 1. The highest proportion of speakers of a primary language other than English or French was in Ward 5 and the lowest proportion was in Ward 3.

Overall Level of Satisfaction with City Services as a Function of Year



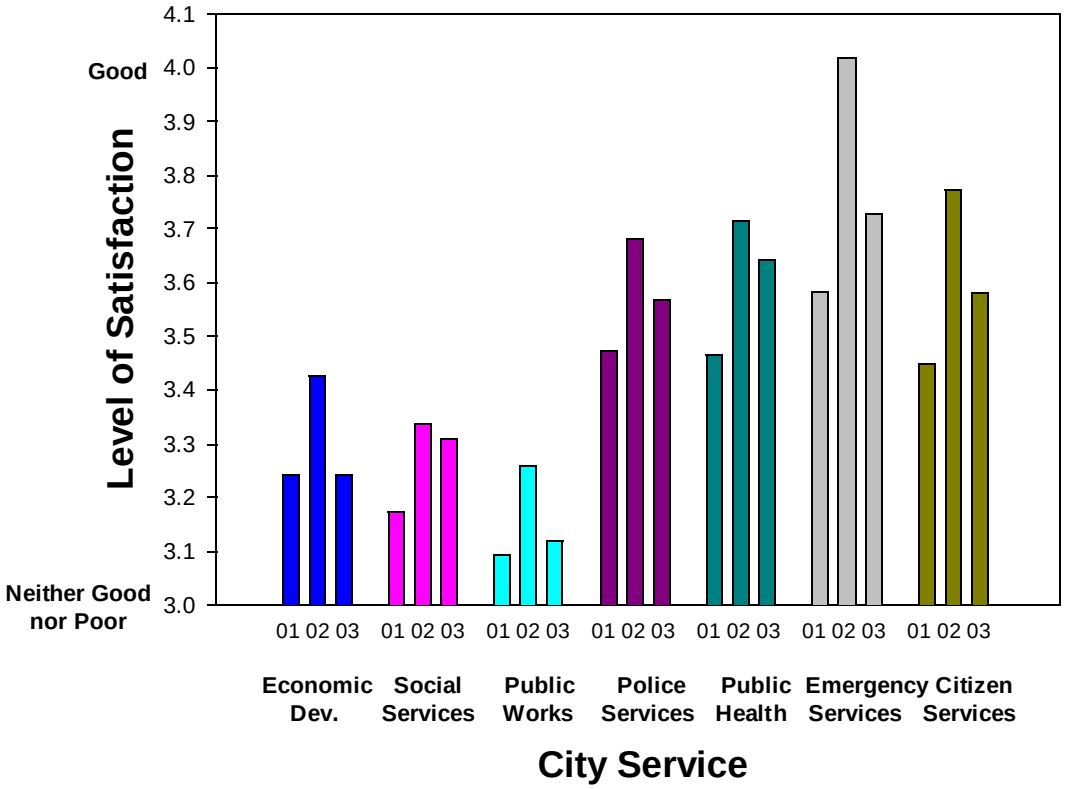
Overall satisfaction with city services is mediocre at best. However, there were significant differences over time ($p < .0001$). From 2001 to 2002 there was a significant increase in satisfaction and a significant decrease and from 2002 to 2003. All years differed significantly from one another.

Level of Satisfaction as a Function of City Service Collapsed Across Year



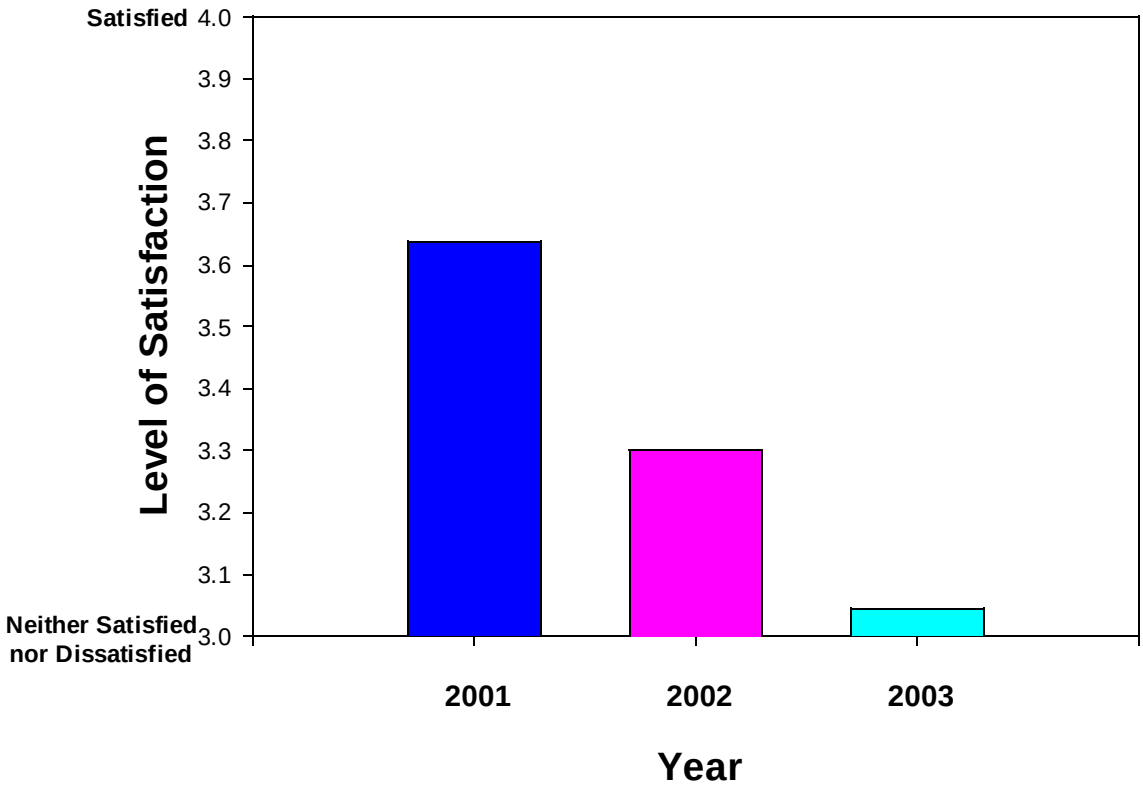
There were differences in satisfaction with city services, collapsed across year ($p < .0001$). The pattern resembles that data for 2003. Although levels of satisfaction are relatively low, in general, people were most satisfied with Emergency Services and least satisfied with Public Works. All satisfaction ratings differed except for the ratings of Public Health and Citizen Services.

Level of Satisfaction as a Function of City Service and Year



The differences in satisfaction ratings were dependent upon year of rating ($p < .0001$). On all services, there was an increase from 2002 to 2002 and a decrease from 2002 to 2003. All changes over time were statistically significant except the 2001-2003 comparisons for Economic Development & Planning and Public Works.

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



There were differences in ratings of satisfaction with the range of city services over time ($p < .0001$). Whereas, satisfaction levels were reasonably low in all years, there were significant decreases from 2001 to 2002 and from 2002 to 2003.

Conclusions & Recommendations

- Satisfaction levels have decreased from 2002 to 2003
  - Act to enhance overall satisfaction
- People in Wards 5 and 6 are most satisfied with city services
- People in Ward 1-4 are least satisfied with city services
  - Target Wards 1-4
- People are most satisfied with Emergency Services and Public Health
- People are least satisfied with Public Works and Economic Development & Planning
  - Target Public Works and Economic Development & Planning
- Level of satisfaction with Economic Development & Planning, Social Services, and Public Works was similar across wards
- People in Wards 5 and 6 were most satisfied with Police Services and people in Wards 2 and 4 were least satisfied
  - Target Police Service interventions in Wards 2 and 4
- People in Wards 5 and 6 were most satisfied with Public Health and people in Wards 1-4 were less satisfied
  - Target Public Health interventions in Wards 1-4
- People in Wards 2 and 6 were most satisfied with Emergency Services and people in Ward 3 were least satisfied
  - Target Emergency Services interventions in Wards 3
- People in Wards 3 and 6 were most satisfied with Citizen Services and people in Wards 4 and 5 were least satisfied
  - Target Citizen Services interventions in Wards 4 and 5
- People in Ward 1 saw city services as less important than did people in all other wards
- Emergency Services and Police Services were seen as most important
- Social Services and Citizen Services were seen as, relatively, least important
- Substantial gaps between importance and satisfaction ratings were seen in the areas of Public Works, Emergency Services, Police Services, Public Health, and Economic Development & Planning
- The smallest gaps were in the areas of Citizen Services and Social Services
  - Target the gaps in Public Works, Emergency Services, Police Services, Public Health, and Economic Development & Planning
  - Infrastructure issues must be aggressively attacked and addressed
  - Attempt to reduce the disparities between the inner city and outlying areas
    - There is considerable repetition across the Residential and Business surveys
      - Consider Combining the Residential and Business Surveys -- identify business respondents in the demographic section of the survey and ask these respondents the additional business-related questions

Problems/Solutions Regarding Performance Indicators

- Halo Issues
- On performance indicators involving multiple measures/categories (e.g., Economic Development & Planning), responses on one measure color responses on other performance indicators within category – addressing individual measures could be misleading – use mean responses
- The general public does not always perceive performance indicators as representing the appropriate organizational unit in the city; thus, responses on one organizational unit can color responses on another (e.g., providing affordable housing can color responses on the Social Services indicators) – increase public awareness regarding the functions of the organizational units – use multiple indicators that map appropriately onto the organizational units – use mean responses
- Single Indicators
- Single indicators (e.g., Police Services, Public Health) are notoriously unreliable and lead to invalid inferences
- Multiple indicators are needed in order to address each aspect of a particular organizational unit (e.g., measures of satisfaction with the various multifaceted aspects of Police Services would increase validity and provide more important information regarding the aspects of Police Services that need to be targeted [cf. On a scale from very poor to very good, please rate the level of Police Service that is currently provided]) – develop multiple indicators and use mean responses
- Need Transactional Data
- Satisfaction measures on performance indicators on which respondents have no experience are extremely problematic (e.g., asking people to evaluate satisfaction with libraries, when they have not used a library can distort the data associated with libraries) – move toward transaction-based (i.e., experience-based) surveys involving multiple indicators and mean responses
- Conduct focus groups