



Ipsos Reid



2007 Community Survey

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Introduction and Objectives

- ◆ The following report presents the findings from the **2007 Community Survey** conducted by Ipsos Reid on behalf of the Town of Caledon.

- ◆ The overall objectives of the research were:
 - To measure impressions of the overall quality of life in Caledon
 - To identify the top of mind issues of residents
 - To measure the importance & level of satisfaction with Town services
 - To measure perceptions of Town staff
 - To determine communication and information needs
 - To understand attitudes toward financial planning (funding services)
 - To understand attitudes toward future priorities (capital expenditure)

Methodology

- ◆ The survey involved a total of 601 interviews among a randomly selected, representative sample of Caledon residents aged 18 years and older.
- ◆ The overall survey results have been weighted by Ward, age, gender to be representative of the population of Caledon and are considered to be accurate to within +/- 4.0%, nineteen times out of twenty.
- ◆ The margin of error will be larger for subgroups of the data.
- ◆ The survey was conducted by telephone between September 12 and 25, 2007.
- ◆ Any significant differences by Ward have been shown in boxes throughout the report.
- ◆ Where available, we have provided comparisons to Ipsos Reid's municipal norms. The norms have been developed from data collected by Ipsos Reid in over 80 municipalities in Canada.

Executive Summary

- ◆ Residents overall are pleased with the quality of life in Caledon.
- ◆ Satisfaction with municipal services overall is high, but there is room for improvement by shifting opinions from somewhat satisfied to very satisfied.
- ◆ Satisfaction scores are relatively low for:
 - Land use and community planning in comparison to other services
 - Recreation facilities in comparison to municipal norms
- ◆ The key areas of focus for Council and staff include communicating with residents about future development and construction plans so that concerns about the impact on traffic and roads can be addressed proactively.



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Quality of Life in Caledon

Importance and Satisfaction with Town Services

Gap Analysis: Service Priorities

Perceptions of Town Staff

Communication Needs and Sources

Financial Planning

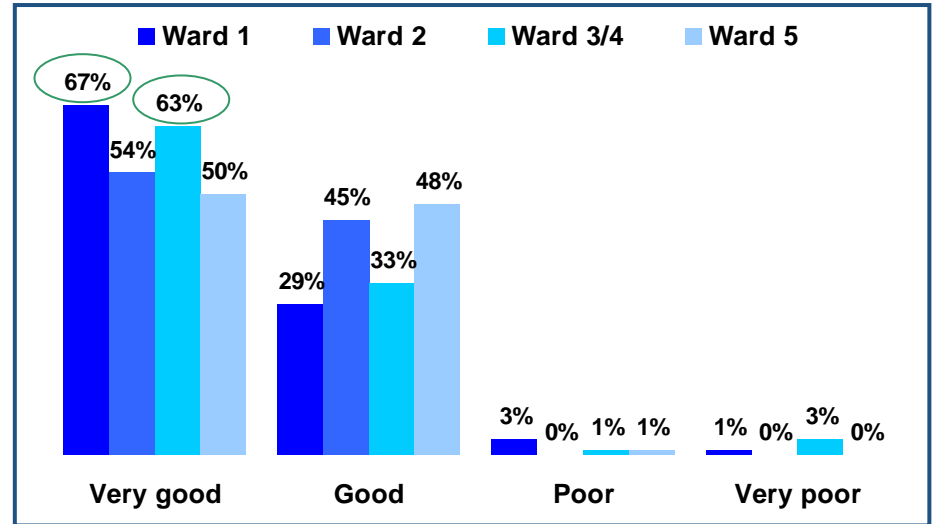
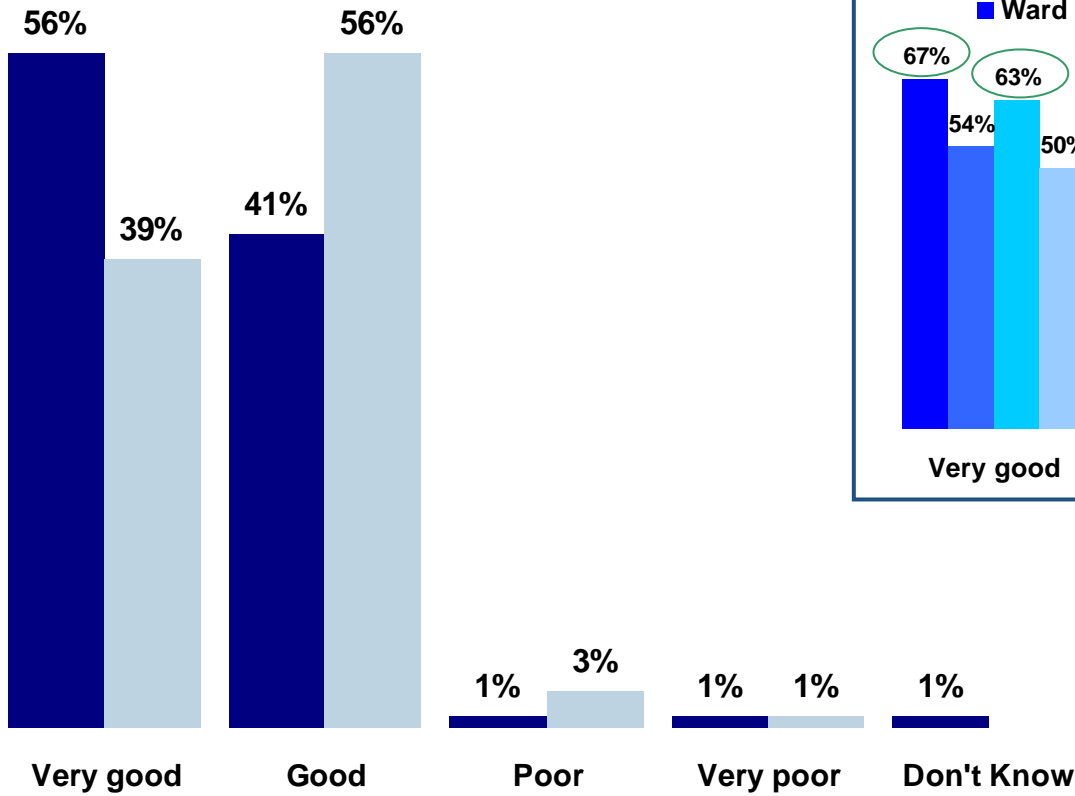
Future Priorities



Above average scores for quality of life in Caledon -- 97% of residents rate their quality of life as good or very good

■ **Town of Caledon** ■ **norm**

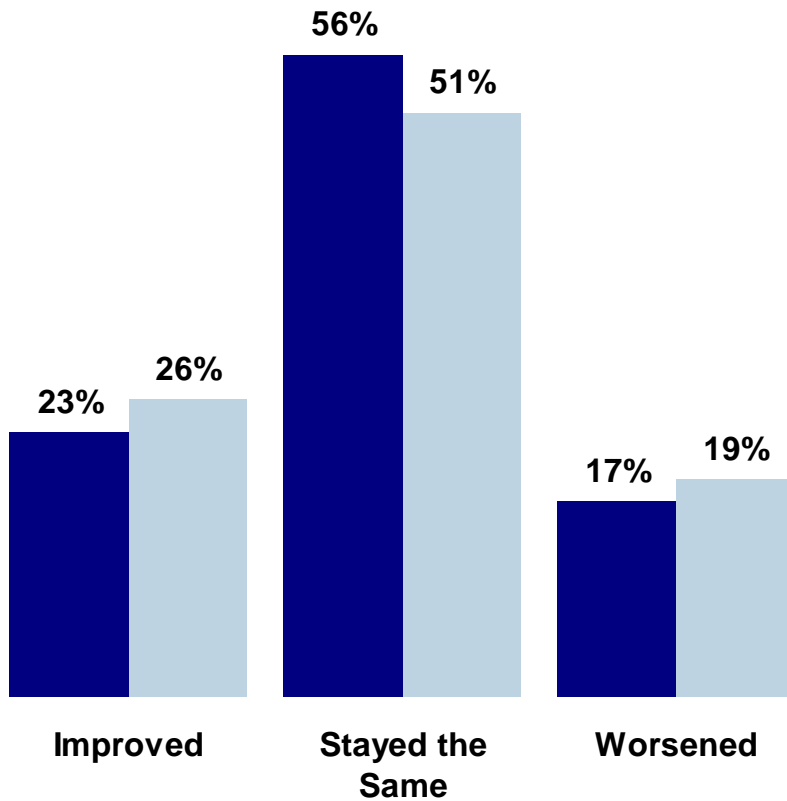
Residents of Wards 1 and 3/4 are significantly more likely to say the quality of life in Caledon is 'very good' than residents in Ward 2 and 5.



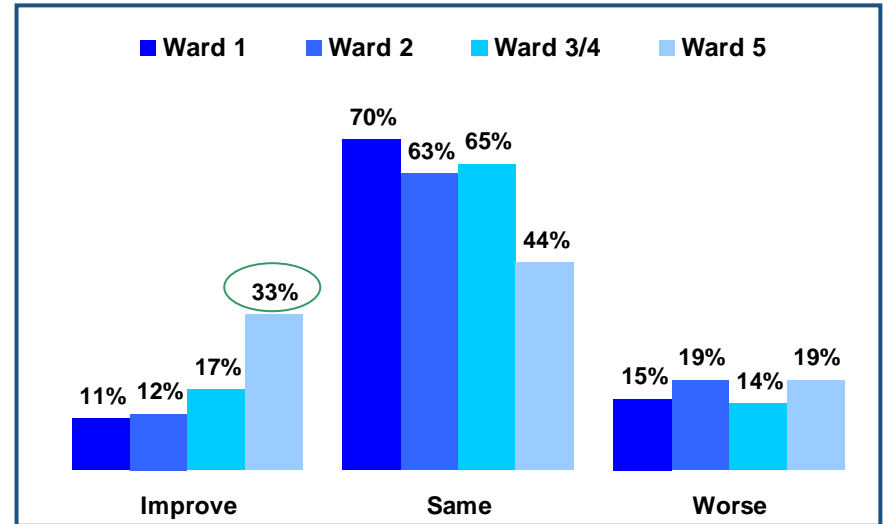


Most residents (79%) feel the quality of life in Caledon is the same or better than it was 3 years ago

■ Town of Caledon ■ norm



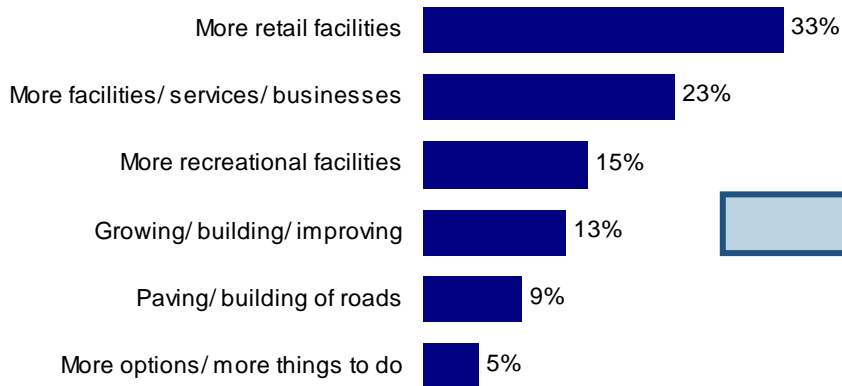
Residents of Ward 5 are significantly more likely than residents in any other Ward to indicate quality of life in Caledon has improved.





The influx of retail and other facilities is credited for improving life in Caledon, while traffic and development issues are blamed for making life worse

Reasons for the Quality of Life Improving



*responses less than 5% are not shown



Significant Differences

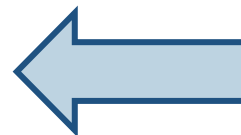
Residents in Ward 5, compared to other Wards, are significantly more likely to say 'more retail facilities' is the reason life has improved.

Wards 2 and 3/4 are more likely to point to 'more recreational facilities' for life improving in Caledon.

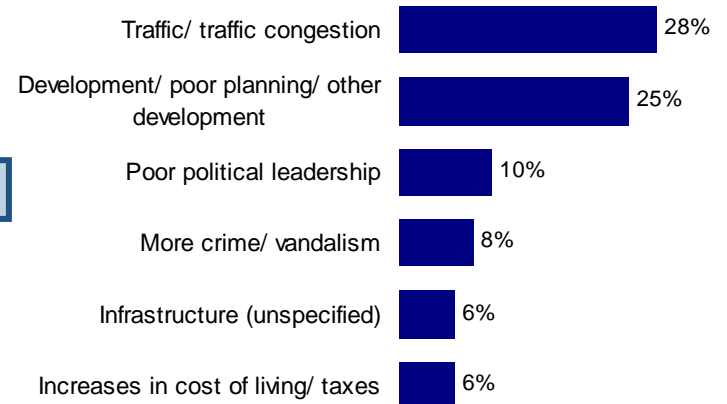
'More retail facilities' is a top reason for an improved quality of life for significantly more residents who have lived in Caledon for less than 20 years.

Significant Differences

Residents in Wards 1 and 3/4, compared to other Wards, are significantly more likely to say 'poor political leadership' is the reason life has worsened.



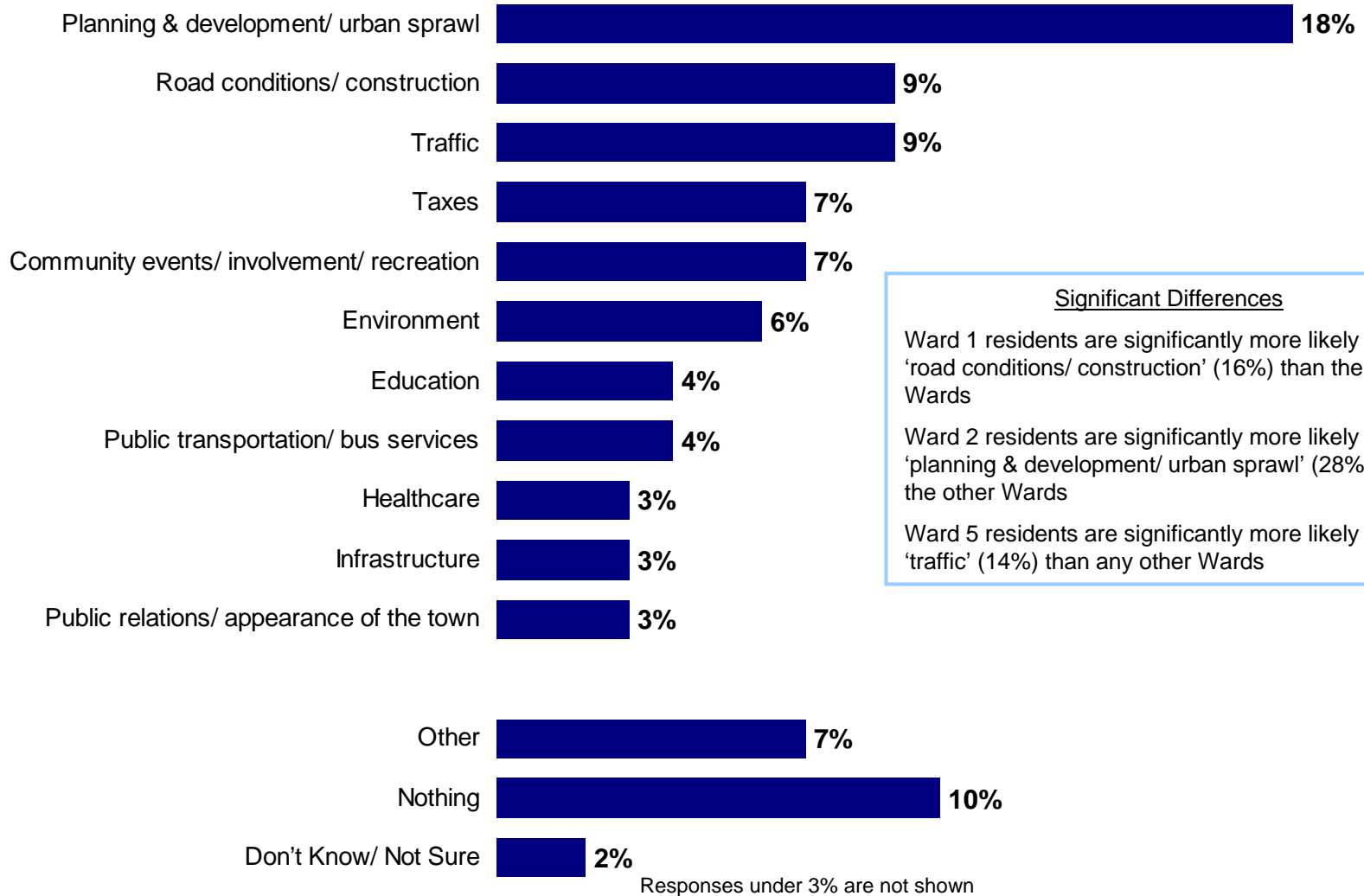
Reasons for the Quality of Life Worsening



*responses less than 5% are not shown



While there is no overwhelming issue concerning residents, the common mentions relate to urban sprawl, including the impact on roads and traffic



Q1. In your view, as a resident of the Town of Caledon, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? First Mention Only. Base: N=601



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Gap Analysis: Service Priorities

Perceptions of Town Staff

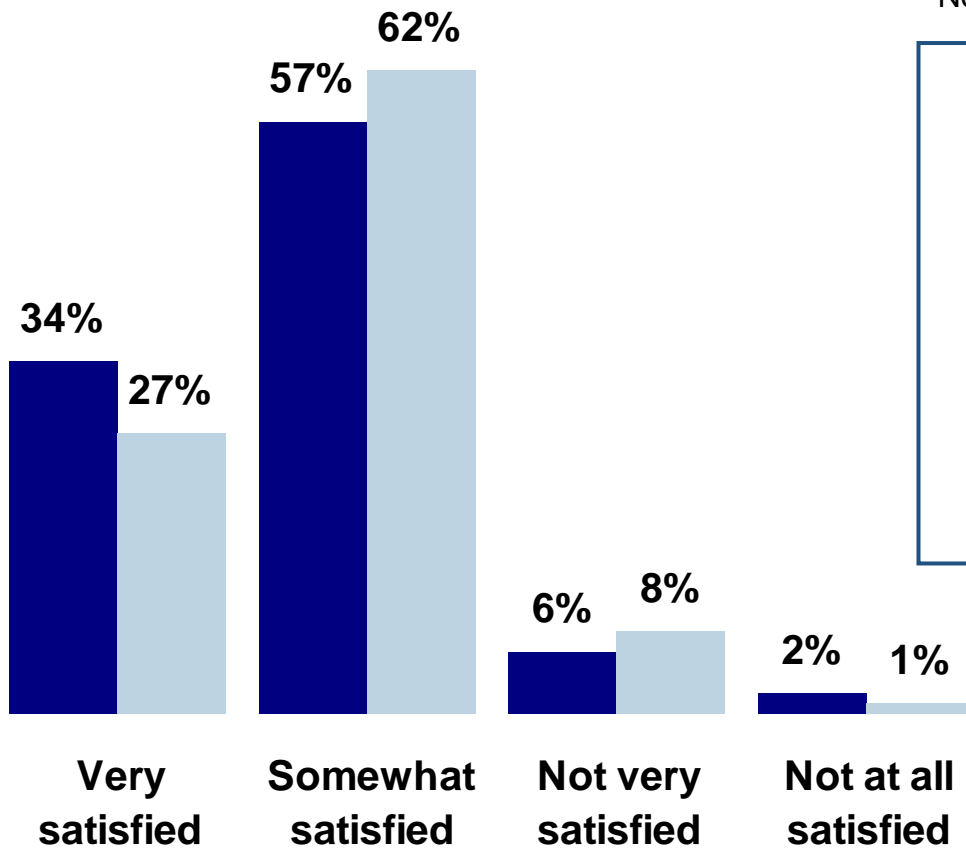
Communication Needs and Sources

Financial Planning

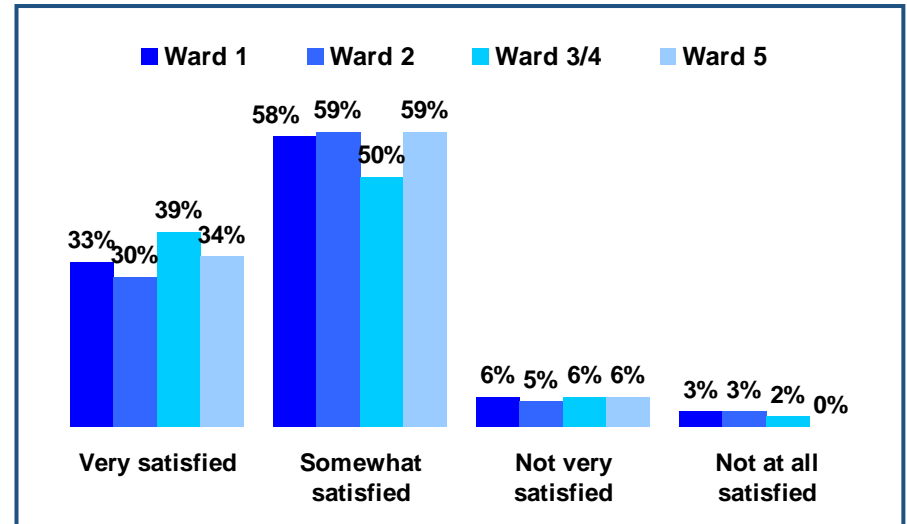
Future Priorities

Overall satisfaction with the Town services is high, but there is room for improvement

■ Town of Caledon ■ norm



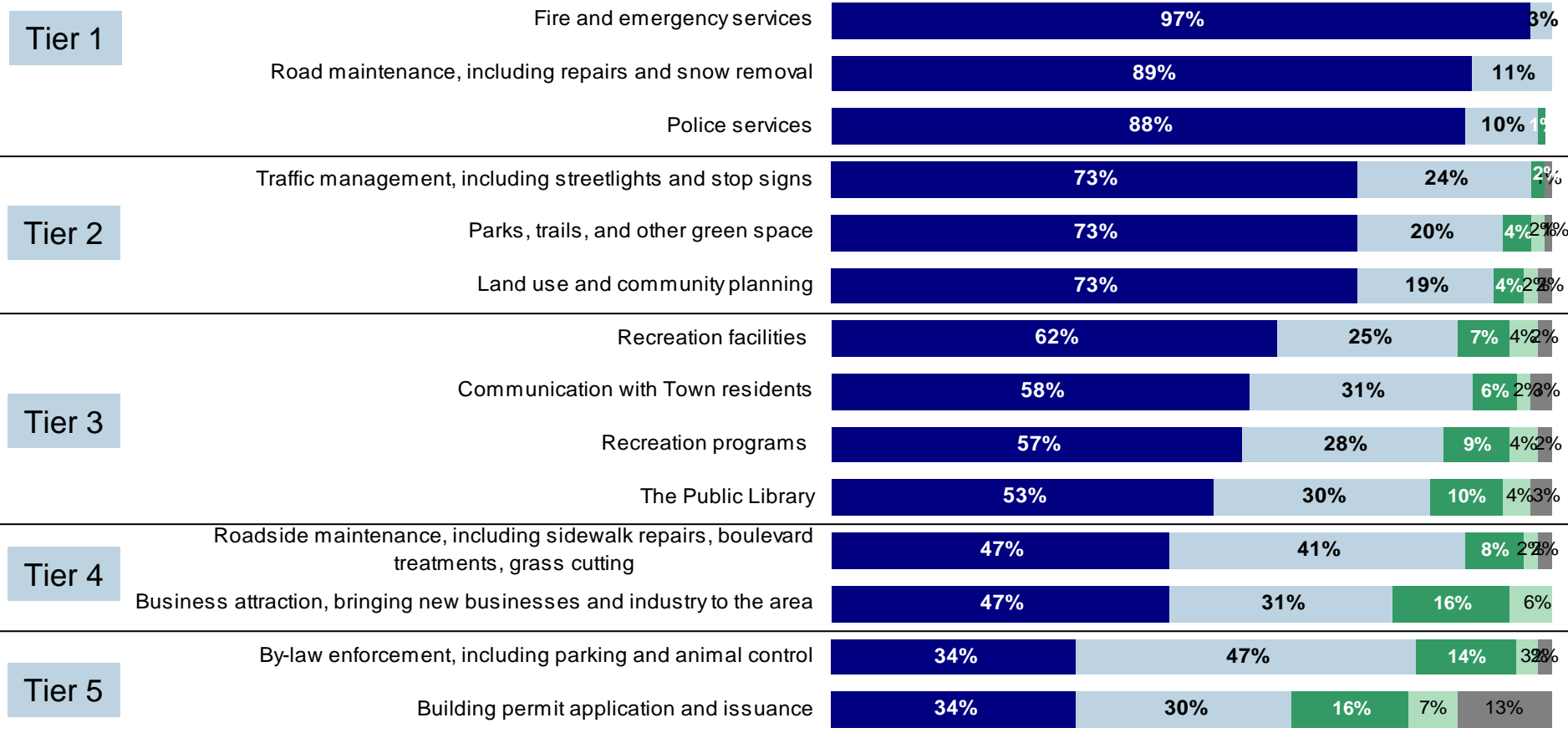
No significant differences across Wards





Residents place the greatest importance on fire, emergency and police services and roads. Other services can be grouped by importance into 4 tiers.

■ Very important
 ■ Somewhat important
 ■ Not very important
 ■ Not at all important
 ■ Don't know



Q7. I am going to read a list of services provided to you by the Town of Caledon. Please tell me how important each one is to you and how satisfied you are with the job the Town is doing in providing that service. The first one is [INSERT ITEM – RANDOMIZE]. How important is this service? Our scale is very important, somewhat important, not very important, or not at all important. Base: N=601

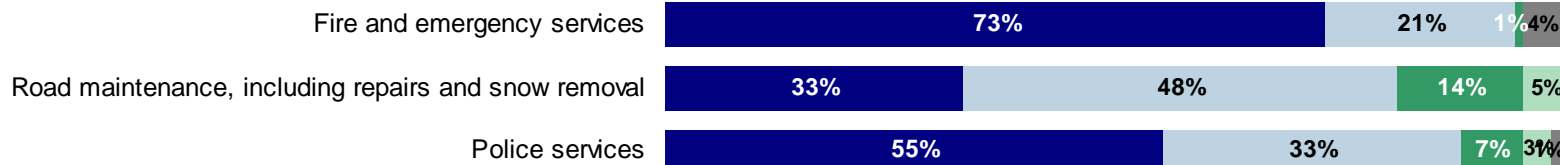


There is significant variation in the degree of satisfaction with various services, but a majority are at least somewhat satisfied with the all services

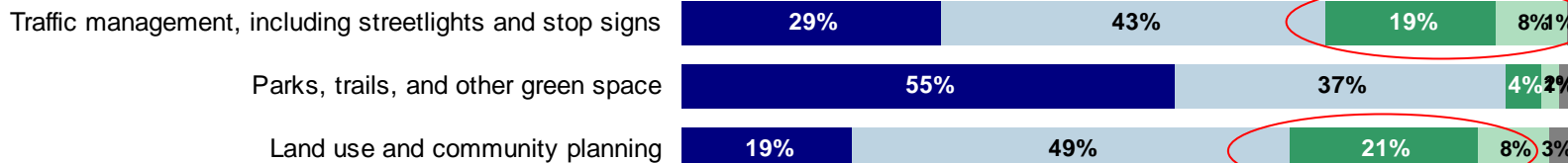
Shown in descending order based on importance to residents

■ Very satisfied ■ Somewhat satisfied ■ Not very satisfied ■ Not at all satisfied ■ Don't know

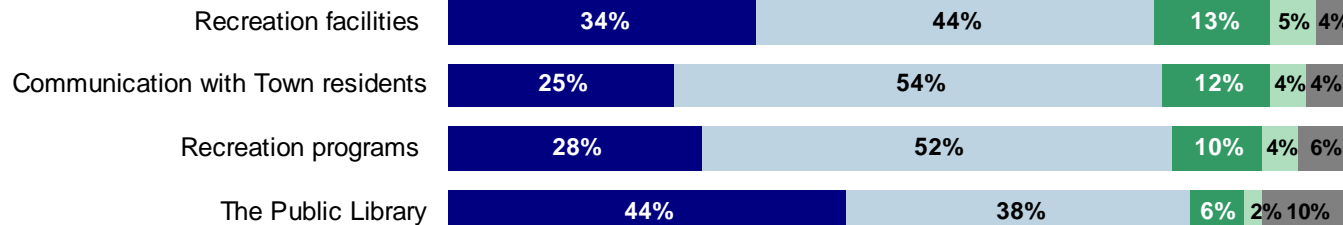
Tier 1



Tier 2



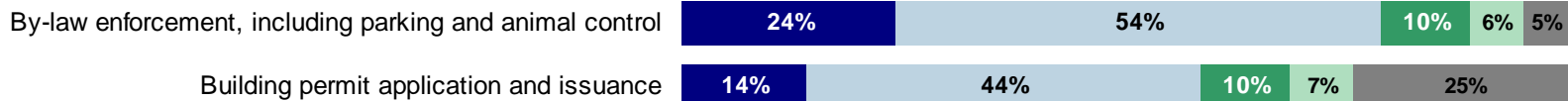
Tier 3



Tier 4



Tier 5



Q8. And how satisfied are you with the job the Town is doing in providing this service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. Base: N= 601 *sorted by importance



Scores for most services are on par with municipal norms, by-law enforcement is higher, while recreation facilities is lower

% Very or Somewhat Satisfied

	Town of Caledon	Norm
Fire and emergency services	94%	NA
Road maintenance including repairs and snow removal	81%	NA
Police services	88%	85%
Traffic management including street lights and stop signs	72%	NA
Parks, trails and other green space	92%	88%
Land use and community planning	68%	68%
Recreation facilities	78%	90%
Communication with Caledon residents	79%	76%
Recreation programs	80%	88%
The public library	82%	86%
Roadside maintenance including sidewalk repairs and boulevard maintenance	78%	NA
Business attraction, bringing new business and industry to the area	76%	NA
By-law enforcement, including parking and animal control	78%	68%
Building permit application and issuance	58%	57%

Q8. And how satisfied are you with the job the Town is doing in providing this service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. Base: N= 601 *sorted by importance. 78% indicate significantly higher, 78% indicate significantly lower scores.



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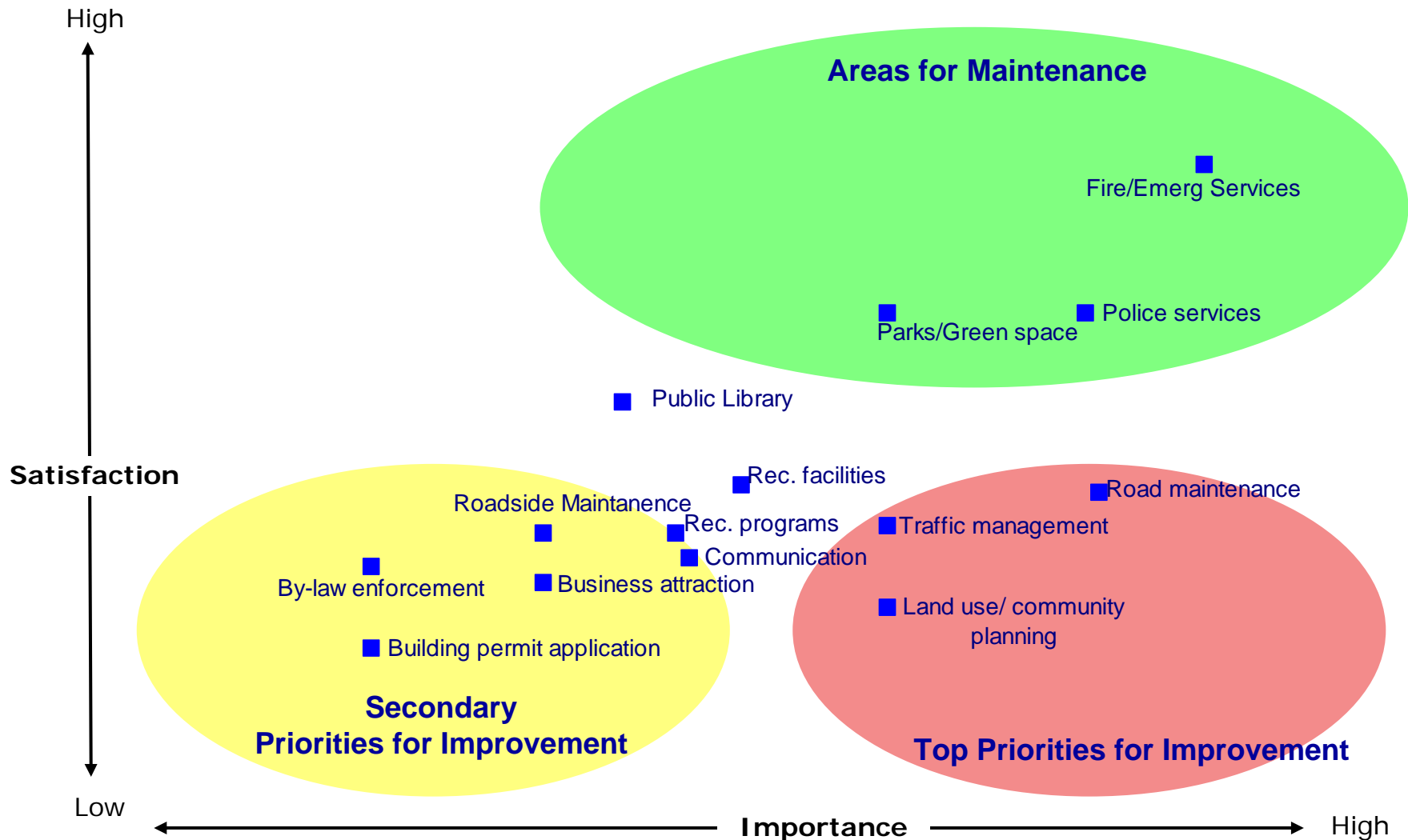
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Gap Analysis: Importance versus Satisfaction

- ◆ To help focus time, effort and resources, it is beneficial to look at how well the Town performs on the most important services (as stated by residents).
- ◆ The graph on the following slide shows the gaps in satisfaction with services. Importance scores are plotted horizontally across the bottom of the chart (along the X-axis). Satisfaction scores are plotted vertically (along the Y-axis).
- ◆ By graphically presenting the scores together, it becomes easier to see where the Town should focus its attention. Typically, it is most advantageous to focus on improving services that are of high importance to residents but where satisfaction is relatively low. However, it can also make sense to focus on lower importance items if you can make a big difference.
- ◆ On the graph, three areas are identified:
 - *Areas for maintenance* – services of relatively high importance and current satisfaction is good. The focus here is on maintaining the current level of service.
 - *Top priorities for improvement* – services that are considered important, but with lower satisfaction scores
 - *Secondary areas for improvement* – services with lower satisfaction scores, but are considered relatively less important to residents



Top priority areas are roads, traffic, land-use and planning and potentially recreation programs and facilities



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Gap Analysis: Results

- ◆ Consider greater communication with citizens about broader development and construction plans and the plans to ensure roads, traffic and other urban sprawl implications are being considered in planning.
- ◆ Specific road maintenance and traffic improvement initiatives should be considered.
- ◆ These are core issues which typically register as priorities for growing municipalities like Caledon. However, what is somewhat atypical is the improvement/satisfaction ratio when it comes to recreation programs and facilities. Understanding the desire for greater services/facilities should be explored and considered.

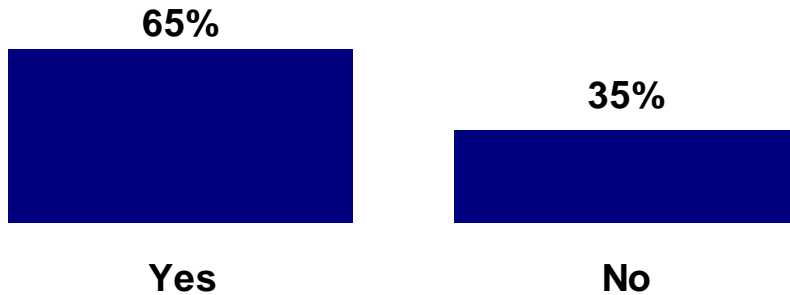


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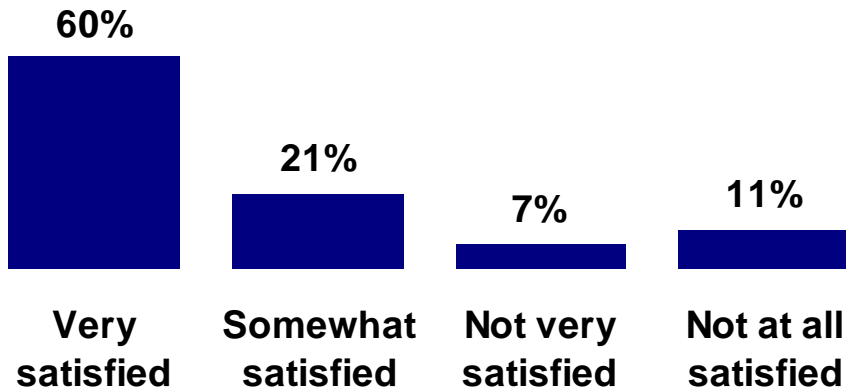


A majority (60%) of those who have contacted the Town were very satisfied– most common reason for contact concerns recreation facilities.

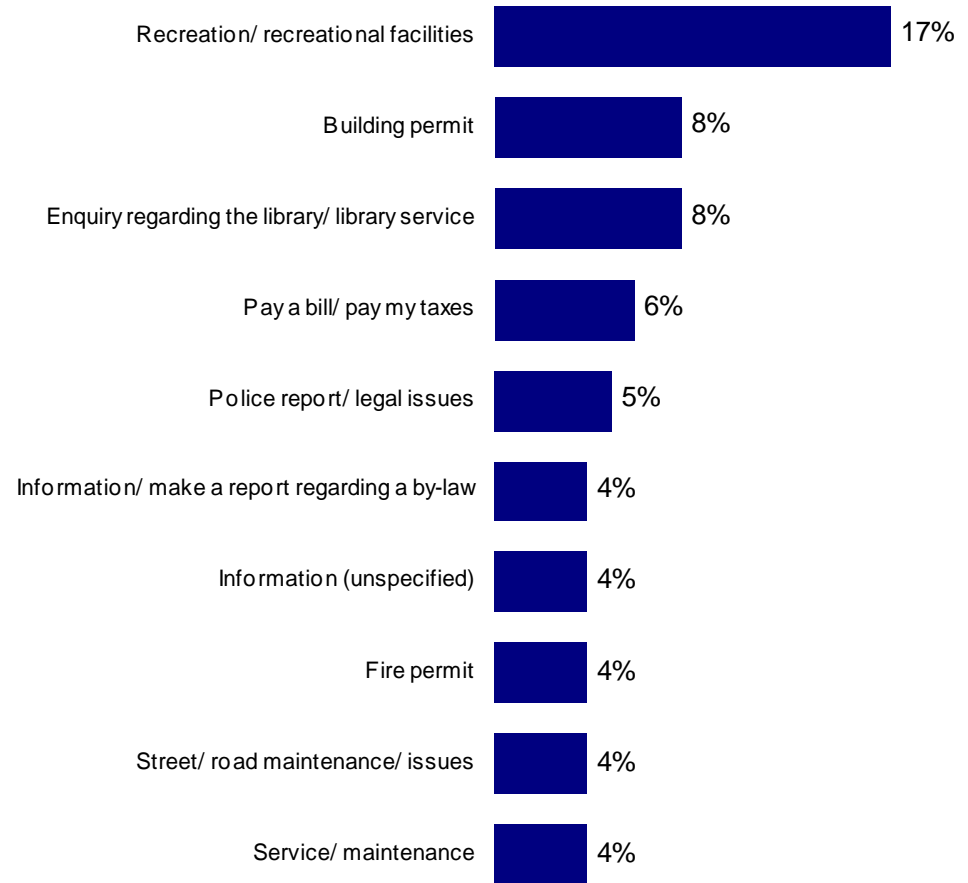
Contacted or Dealt with the Town of Caledon or One of its Employees



Satisfaction with the Experience in Contacting the Town of Caledon



Main Reason for Contacting the Town of Caledon

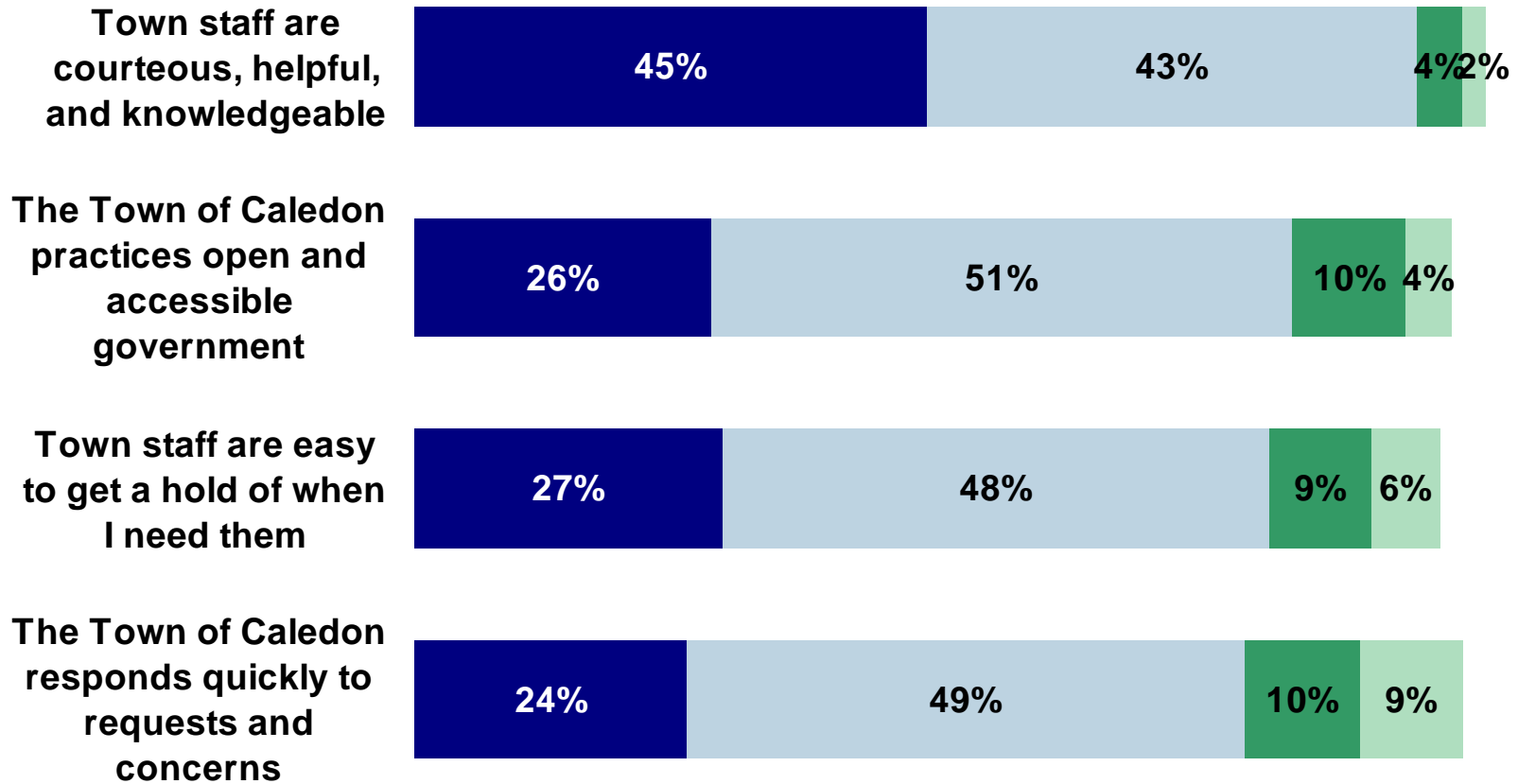


*responses less than 4% are not shown



Good marks for Town staff, but some room for improvement, particularly around timeliness of response

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree



Q12. Thinking about your personal dealings with the Town of Caledon and anything you may have read, seen, or heard, please indicate the extent to which you agree or disagree with each of the following statements. Our scale is strongly agree, somewhat agree, somewhat disagree, and strongly disagree. The first one is . . . How about . . .? Base: N= 601

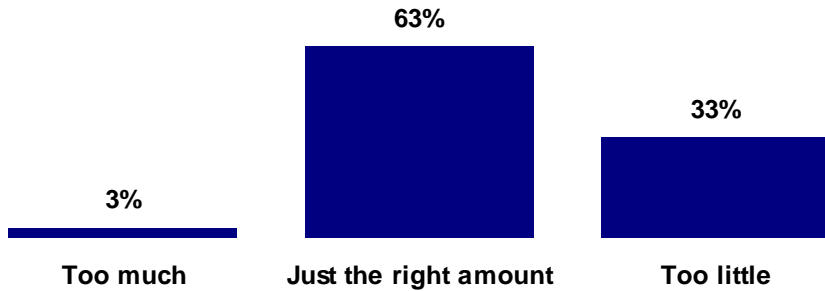


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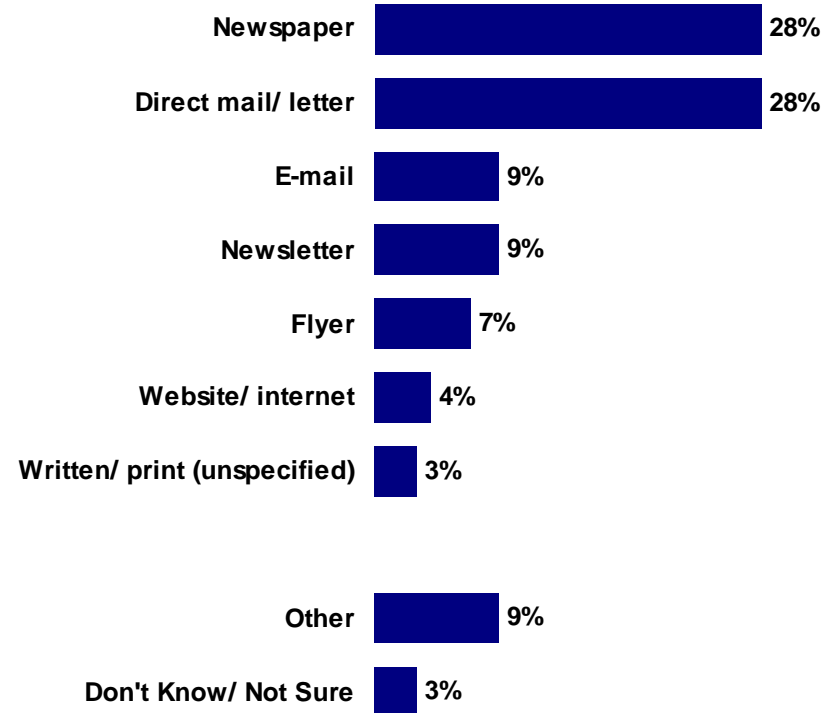


One-third of residents want to receive more information from the Town; preferred methods newspaper and direct mail (letter)

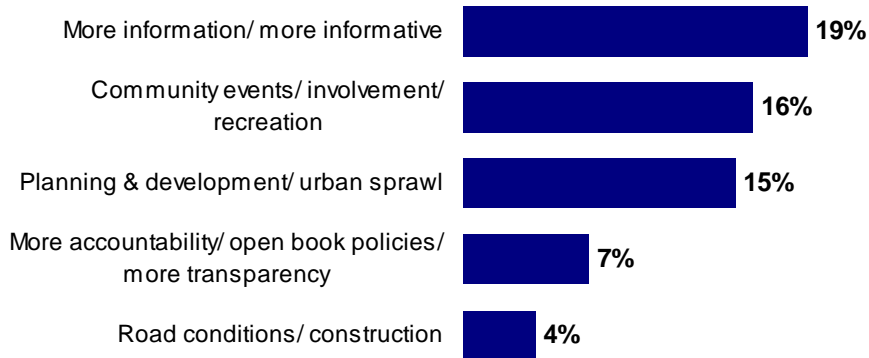
Information Received from the Town of Caledon



Preferred Way that the Town of Caledon Should Communicate Information



Information that One Would Like the Town of Caledon to Provide

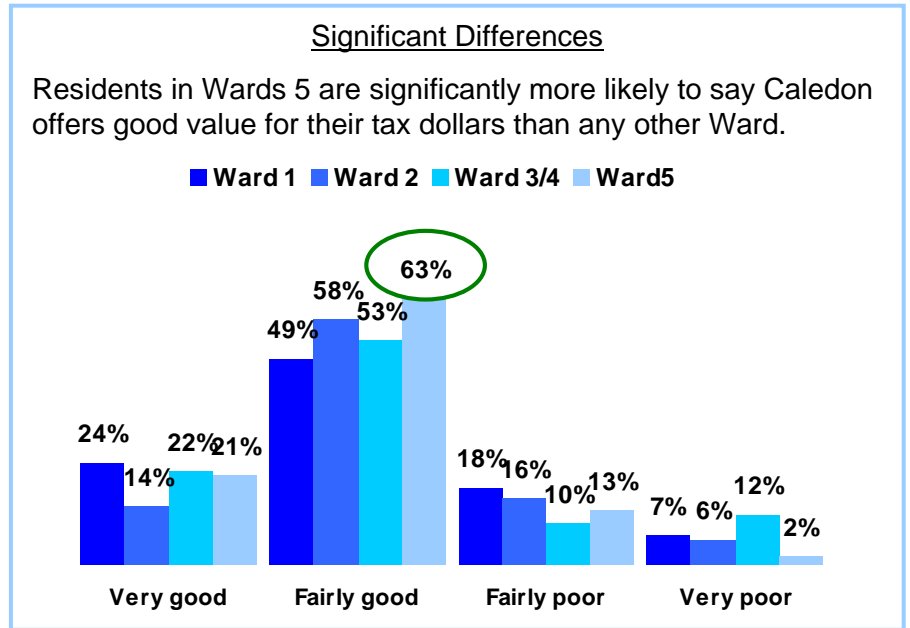
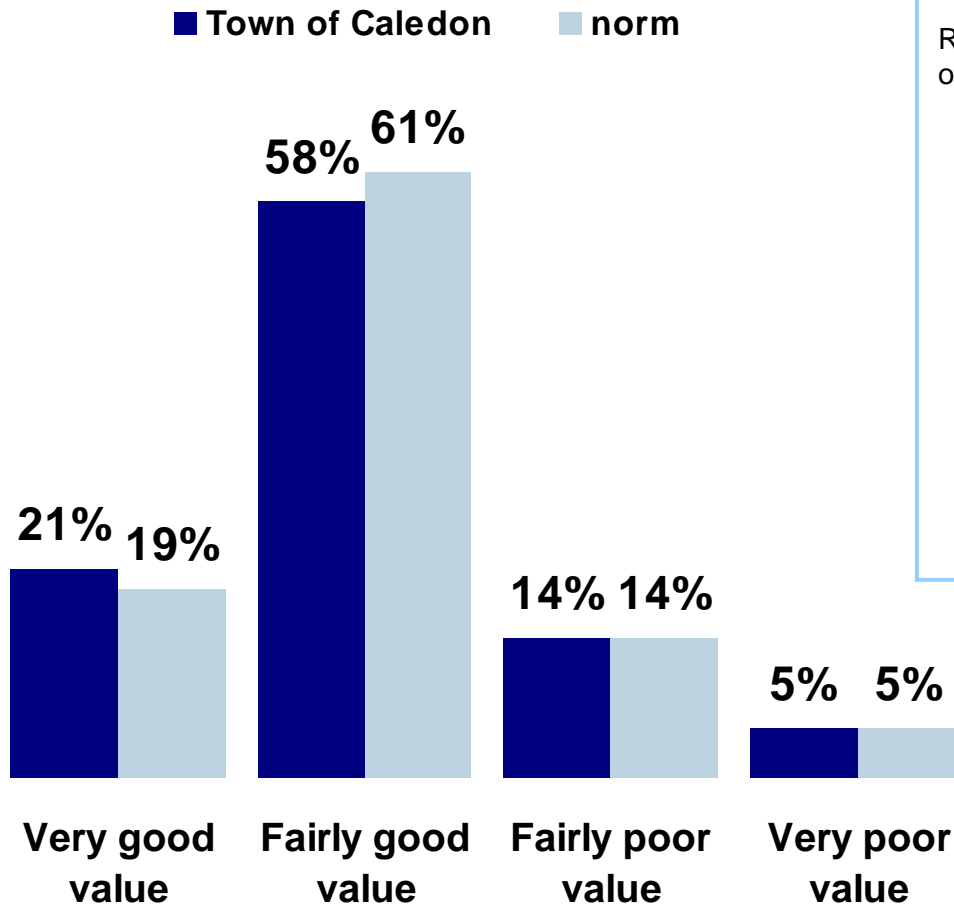


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More than three-quarters of residents say they get a good value for their tax dollars

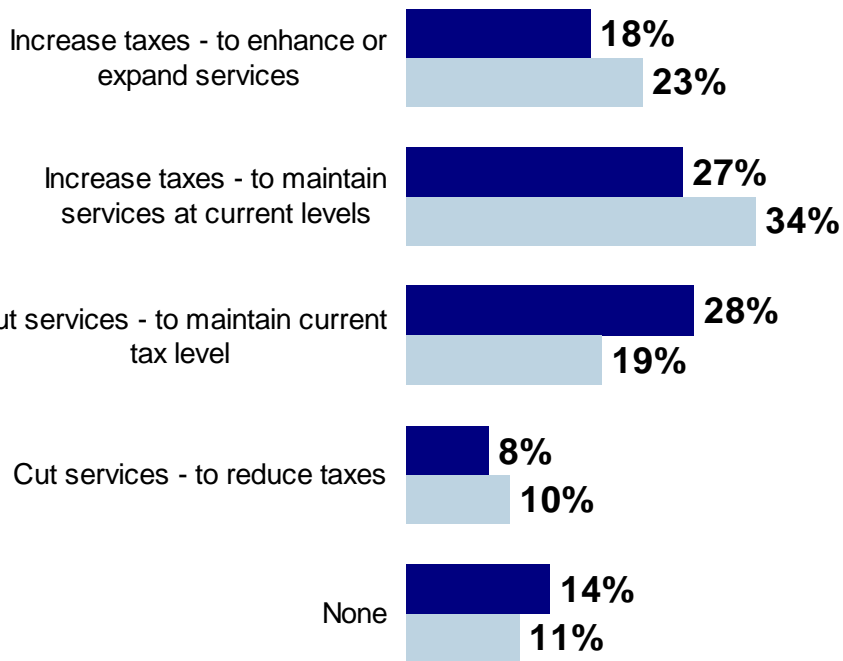




By a slim margin, residents prefer increased taxes over service cuts. However, if necessary there is clear preference for user fees over increased property taxes.

Pursuance of Options in Dealing with the Town of Caledon's Balance of Taxation and Service Delivery Levels

■ **Town of Caledon** ■ **norm**

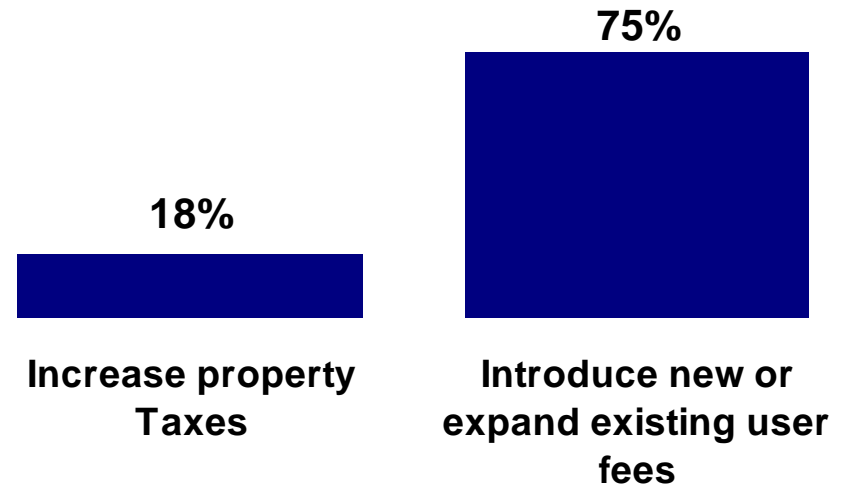


Significant Differences

Residents in Ward 5 are significantly more likely than residents in Wards 1 and 3/4 to prefer increasing taxes to maintain services.

Residents in Ward 5 are significantly more likely than Ward 1 to approve of 'increasing property taxes' to increase revenue

Preferred Method in Increasing Revenue Collected from Citizens





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Infrastructure improvements and recreation facilities are the key capital project preferences





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