



Ipsos Reid Public Affairs



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"Togetherness"



John Schnell
"Start Your Engine"



Kayley Allin
"An Autumn Paradise"



David Prichard
"Aboriginal Day"

City of Yellowknife – Citizen Survey 2007

Presented by: Catherine Gunther, Ipsos Reid

May 2007



Presentation Outline

- ◆ Objectives and Methodology
- ◆ Key Findings
- ◆ Detailed Findings
 - Quality of Life
 - Issue Agenda
 - City Services
 - City Performance
 - Financing
 - Housing
- ◆ Questions and Answers



Objectives and Methodology

- ◆ Primary objective was to better understand citizens' satisfaction levels, attitudes, needs, and priorities.
- ◆ Telephone survey conducted with a random selection of Yellowknife residents aged 16 years or older.
- ◆ All interviews were conducted between March 27th and April 7th, 2007.
- ◆ Total of 801 completed interviews.
- ◆ Overall results are accurate to within $\pm 3.5\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.
- ◆ Final data were weighted using the 2001 Census to ensure the sample's age/gender distribution reflects that of the actual City population.
- ◆ Where appropriate, results have been benchmarked to previous City of Yellowknife surveys and Ipsos Reid's Municipal Norms.



Key Findings

- ◆ Overall, the results should be viewed in the context of a positive and satisfied community.
 - Good quality of life;
 - Satisfied with City services and programs;
 - Favourable impressions of City staff and Council; and,
 - Good value for taxes.
- ◆ Social issues once again stand as the most important local issue facing Yellowknife.
- ◆ Housing availability and affordability could be improved.
- ◆ When it comes to service delivery, the City of Yellowknife has four primary strengths and three primary weaknesses.
- ◆ Citizens are split on the idea of a reduced weekly garbage limit; however, the intensity of opposition is much stronger than support.
- ◆ There is strong support for adopting higher energy efficiency requirements.



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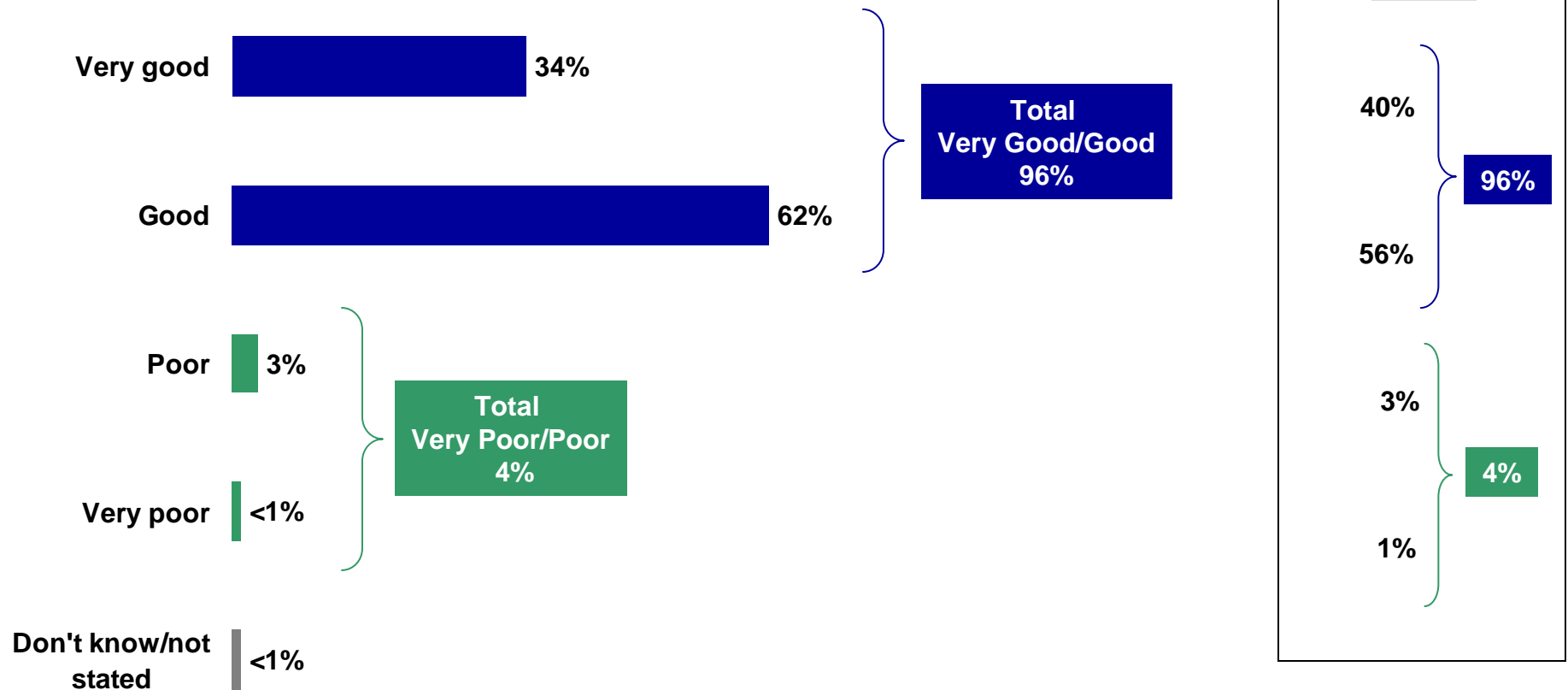


Quality of Life



Citizens are united in their positive outlook for the quality of life in Yellowknife

“How would you rate the overall quality of life in Yellowknife today?”



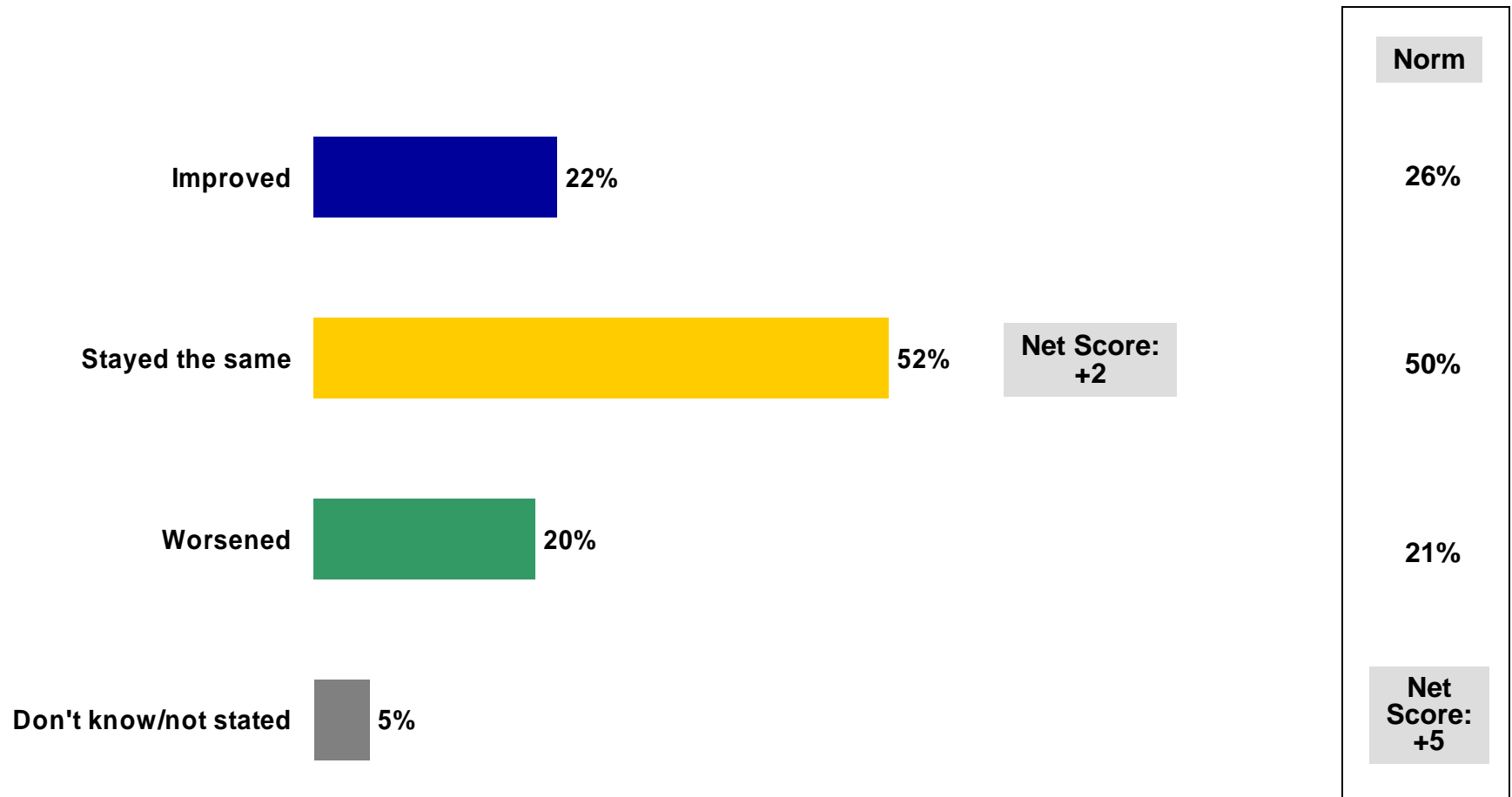
Base: All respondents (n=801)





Citizens say quality of life has remained fairly stable over the past three years

"And, do you feel that the quality of life in Yellowknife in the past three years has ...?"



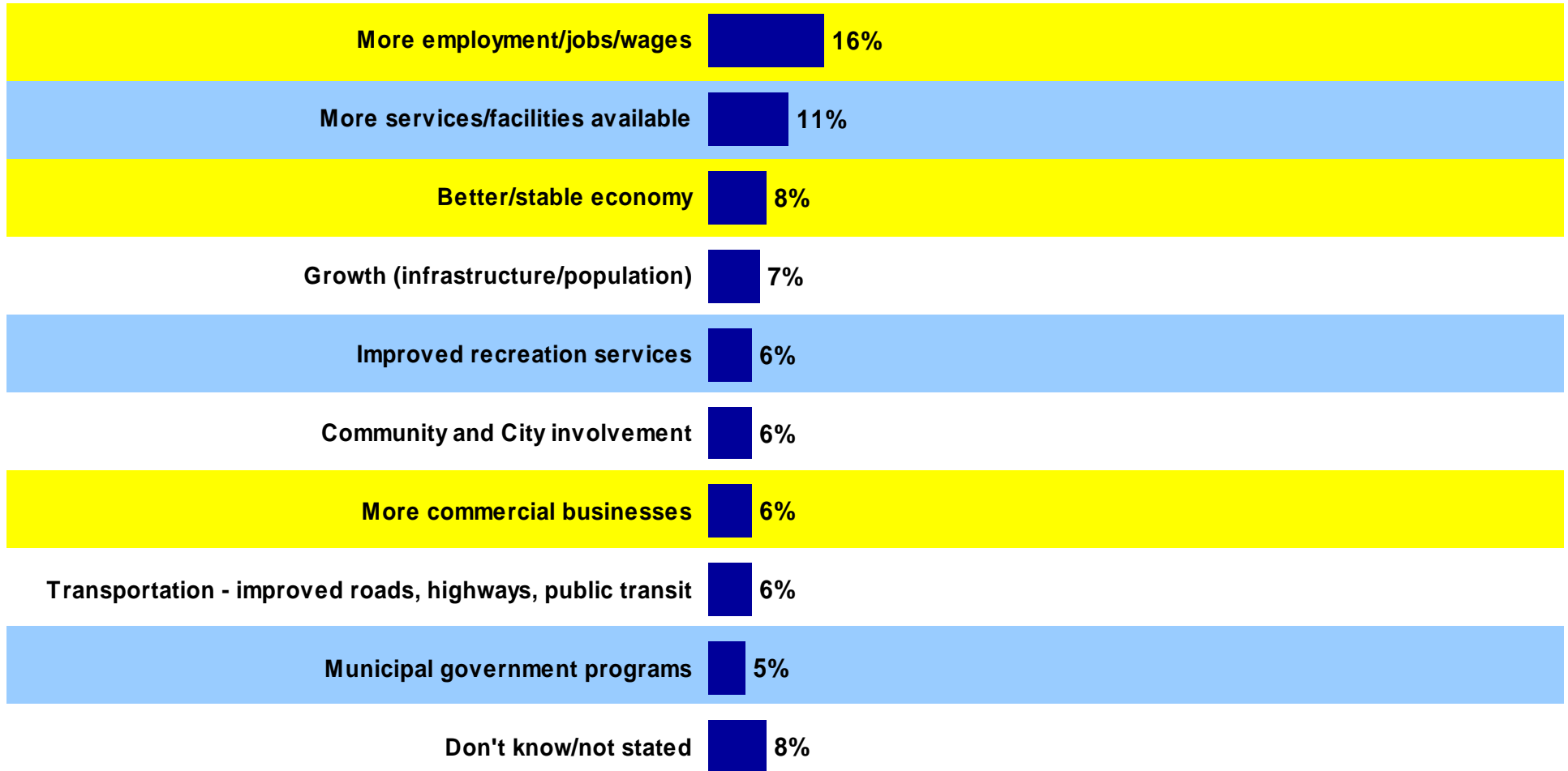
Base: All respondents (n=801)





Economic prospects are driving perceptions of an improved quality of life – improved amenities and services also contribute to positive impressions

“Why do you think the quality of life has improved?”



*Includes mentions of 5% or more only.

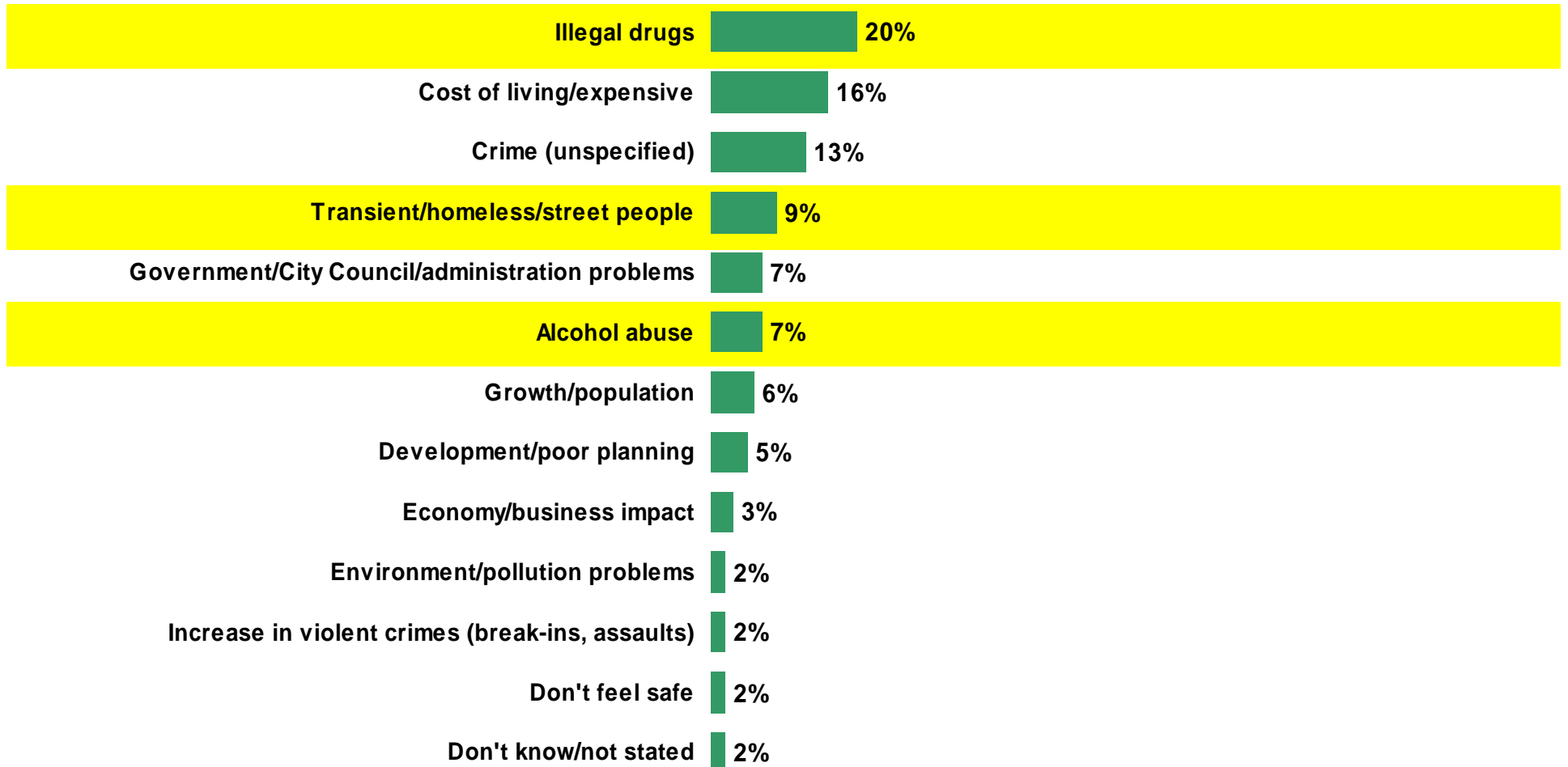
Base: Respondents who feel quality of life has improved (n=170)





Social concerns have led to a decline in quality of life for some citizens

“Why do you think the quality of life has worsened?”



*Includes mentions of 2% or more only.

Base: Respondents who feel quality of life has worsened (n=179)





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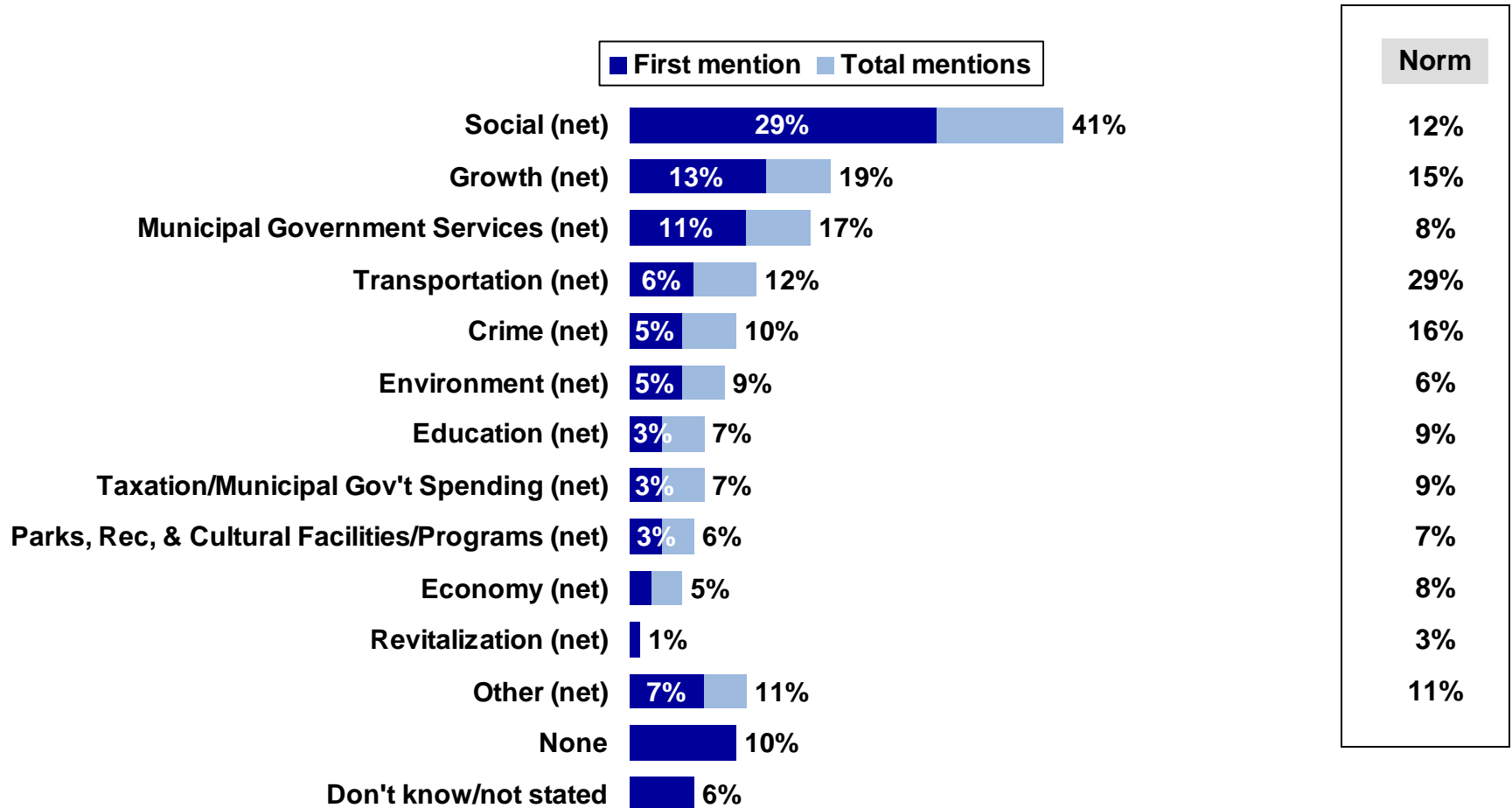


Issue Agenda



Citizens want leaders to focus on social issues most of all

“In your view, what is the most important LOCAL issue facing the City of Yellowknife today? This is the one issue you feel should receive the greatest attention from your local leaders? What is the next most important LOCAL issue facing Yellowknife?”



Base: All respondents (n=801)





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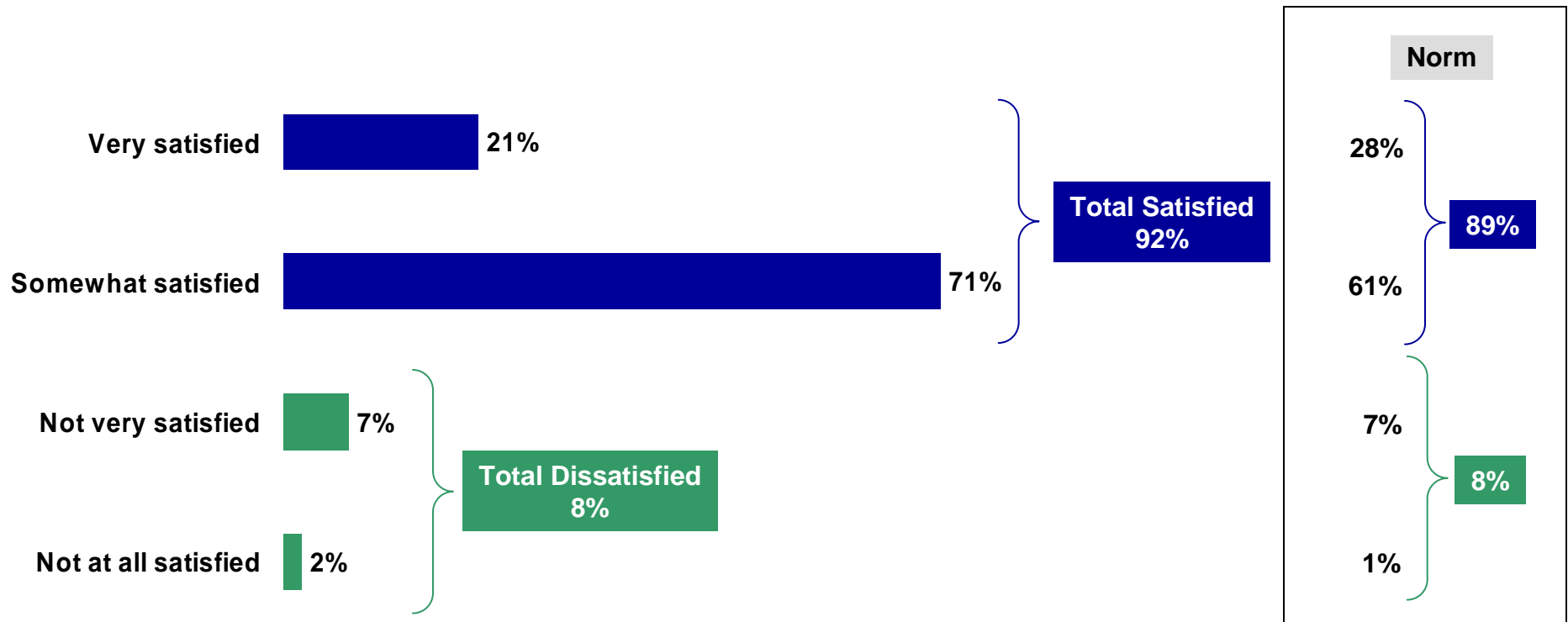


City Services



Most citizens are satisfied with the City's services and programs

"How satisfied are you with the overall quality of services and programs provided by the City of Yellowknife?"

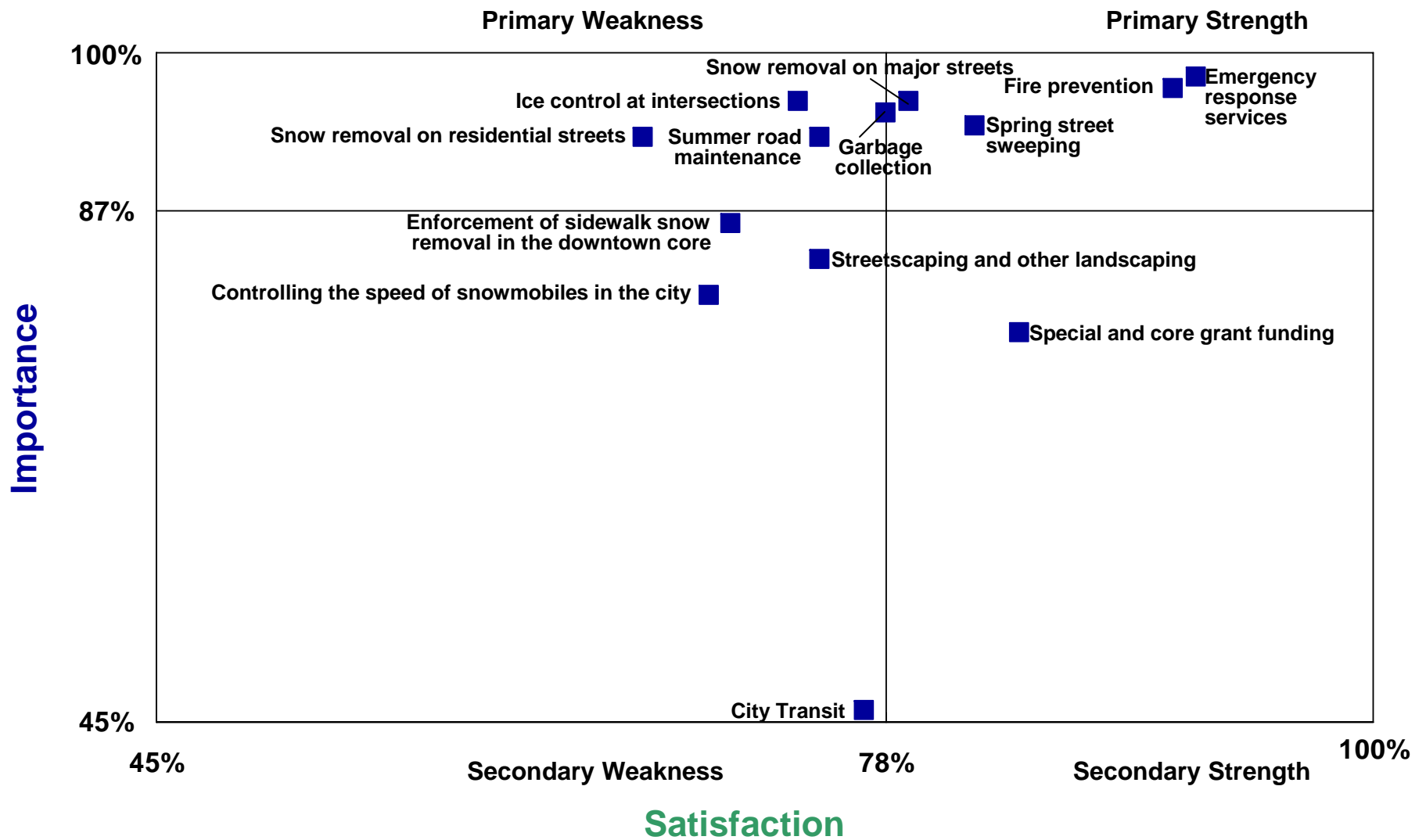


Base: All respondents (n=801)





The City has four primary strengths and three primary weaknesses

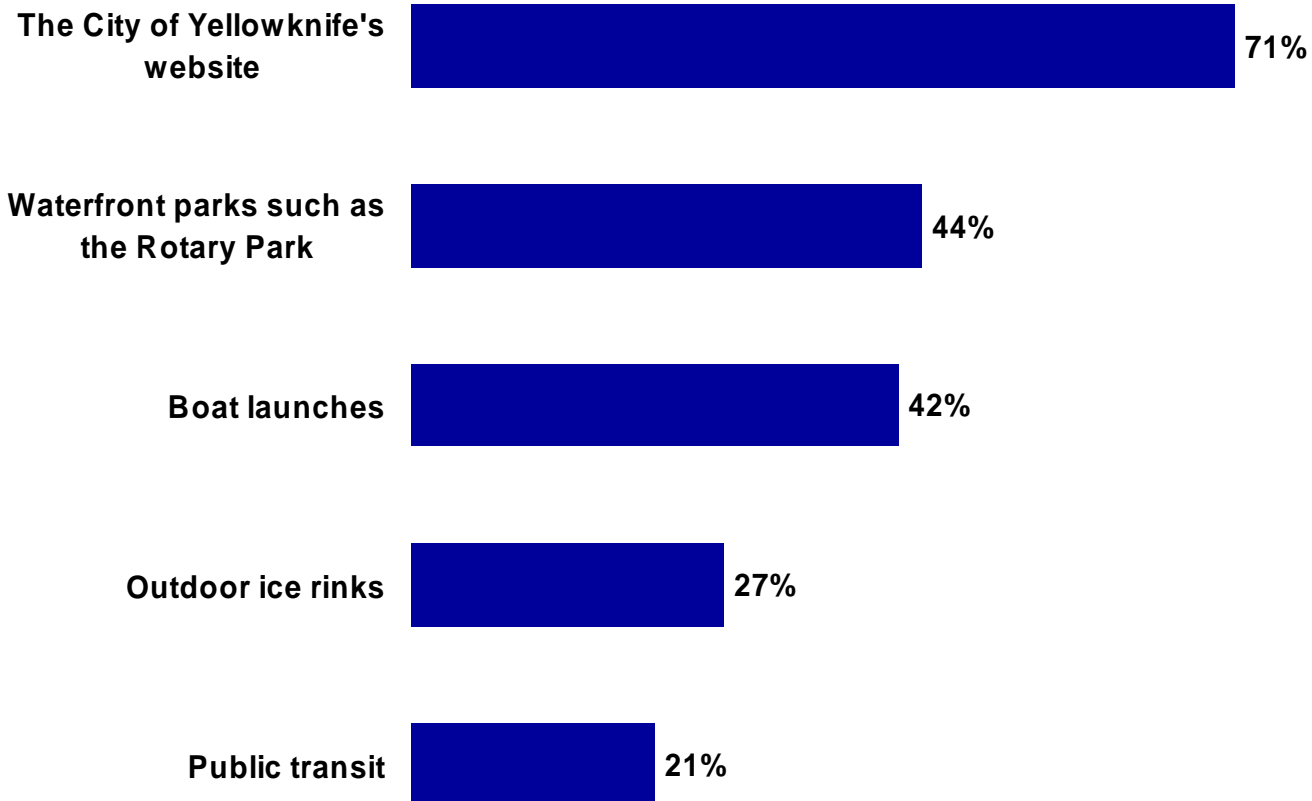




Usage of specific City facilities and services varies

"Have you used or visited the following City of Yellowknife facilities or services in the past twelve months?"

■ % Yes



Base: All respondents (n=801)

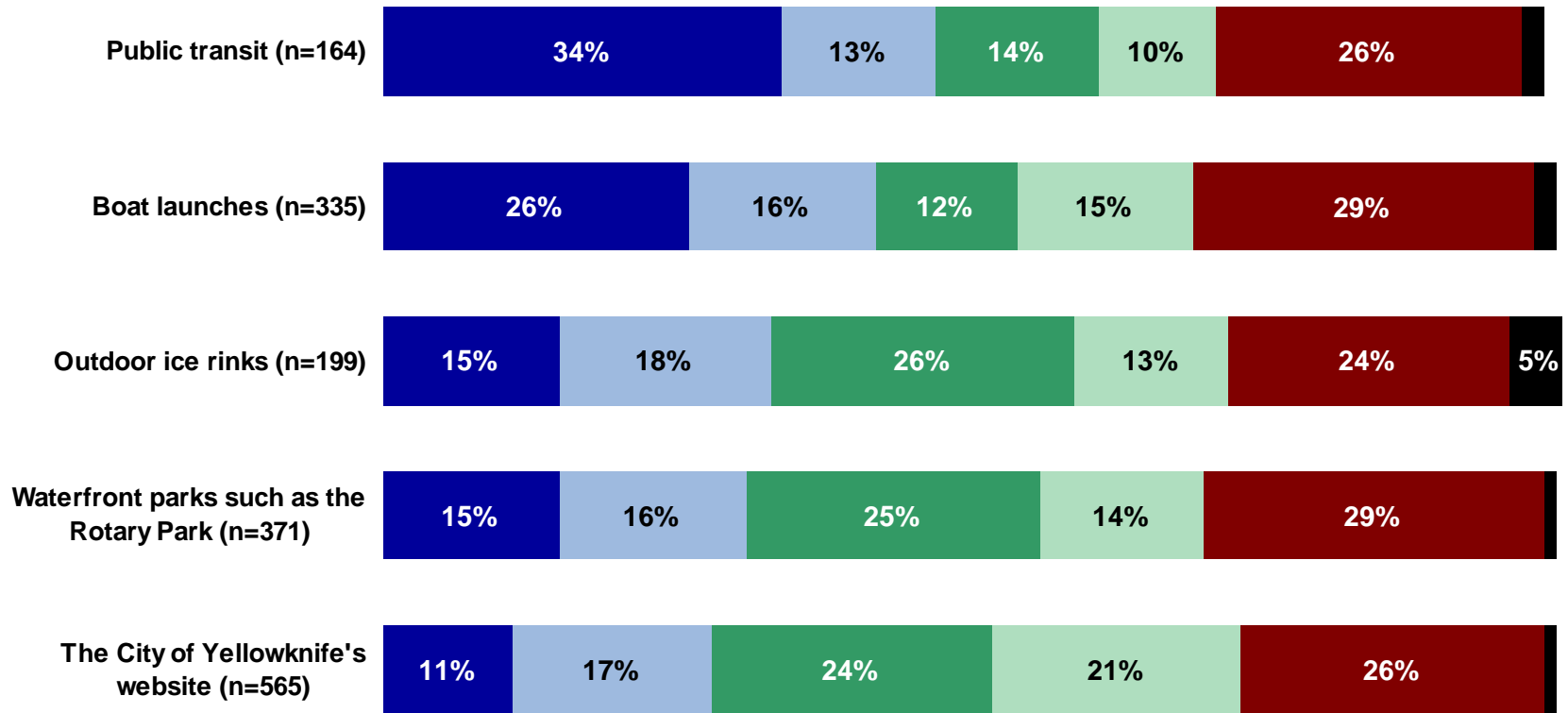




The frequency of using these City facilities and services also varies

"How often would you say you use ...? Do you use it ...?"

■ % At least once a week ■ % Two to three times a month ■ % Once a month
■ % Every other month ■ % Less often than every other month ■ % Not at all



Base: Respondents who visited City of Yellowknife facilities or services (n=varies)

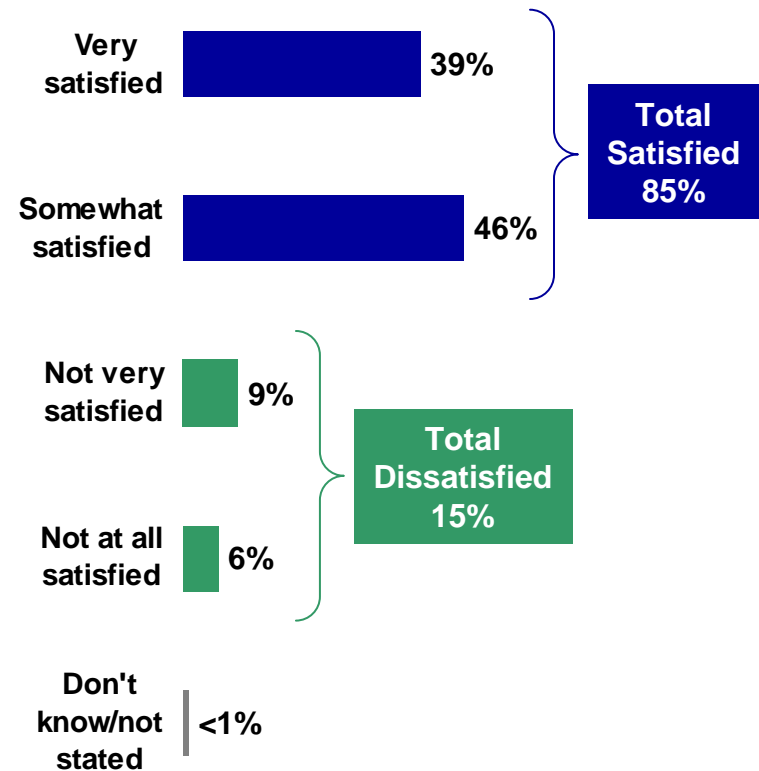
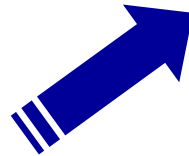
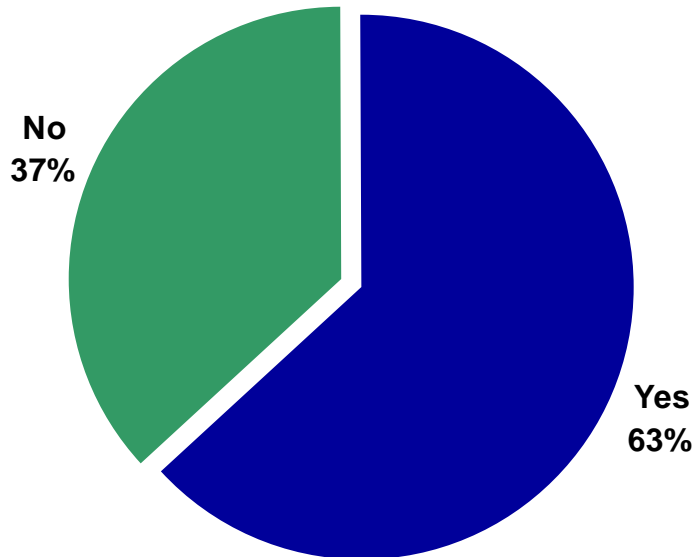




Nearly two-thirds used the City's solid waste facility in the past twelve months – satisfaction with this experience is high

"In the last twelve months, have you been to the City's solid Waste Facility, otherwise know as the dump or landfill?"

"How satisfied were you with your experience at the City's Solid Waste Facility? Were you ...?"



Base: All respondents (n=801)

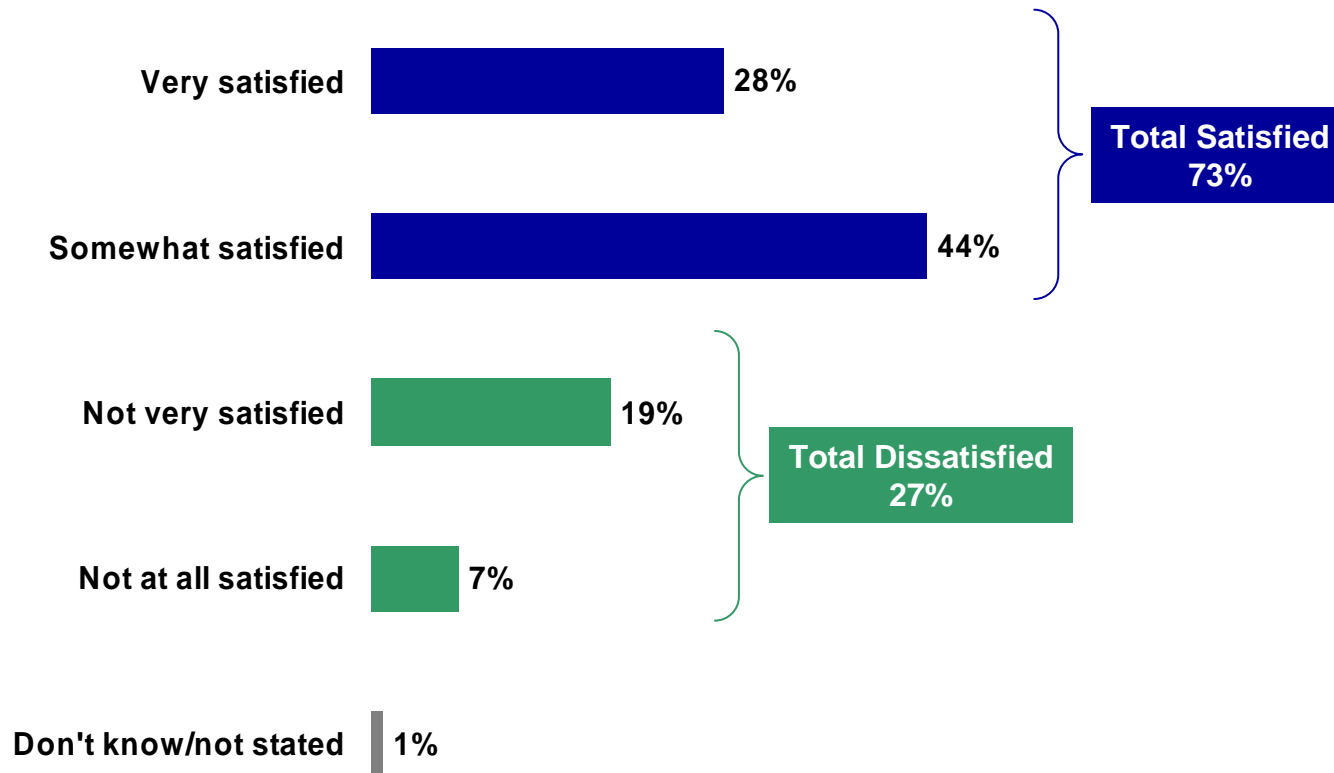
Base: Respondents who visited the City's Solid Waste Facility (n=516)





The majority of residents are satisfied with the City's recycling depot system

"Overall, how satisfied are you with the City's recycling depot system? Are you ...?"



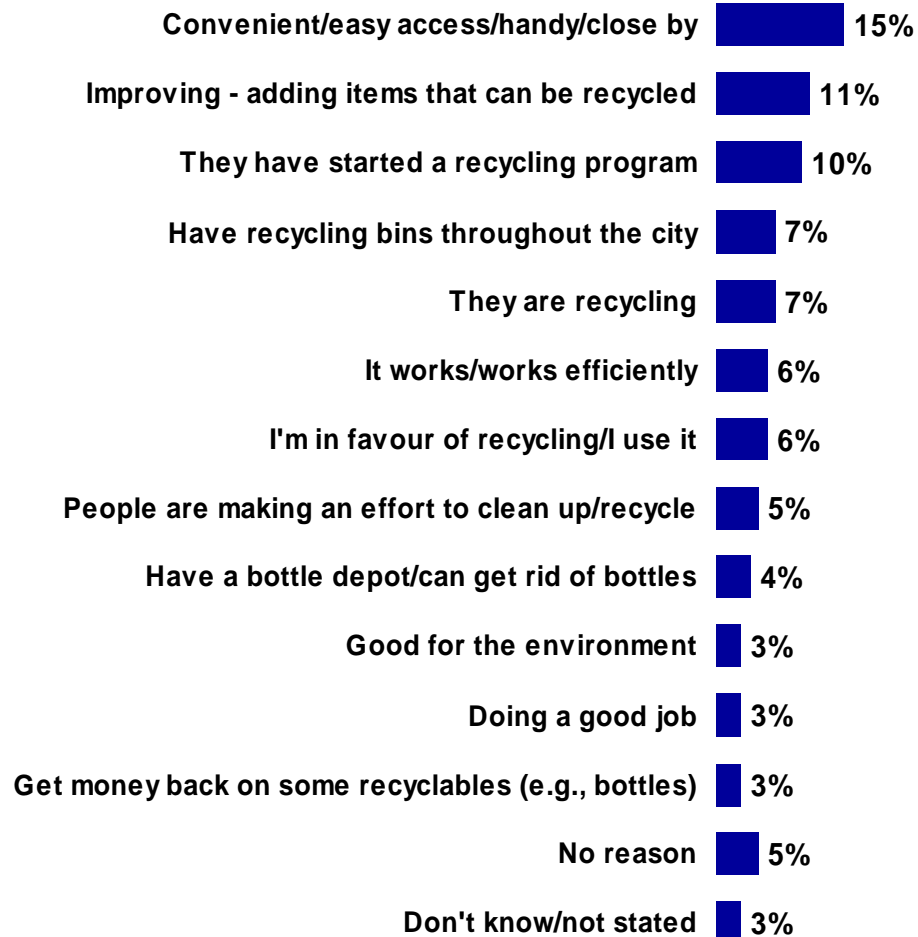
Base: All respondents (n=801)





Convenience is the main reason behind satisfaction – there is also a sense the system is improving and expanding

“What is the main reason you are satisfied with the City’s recycling depot system?”



*Includes mentions of 3% or more only.

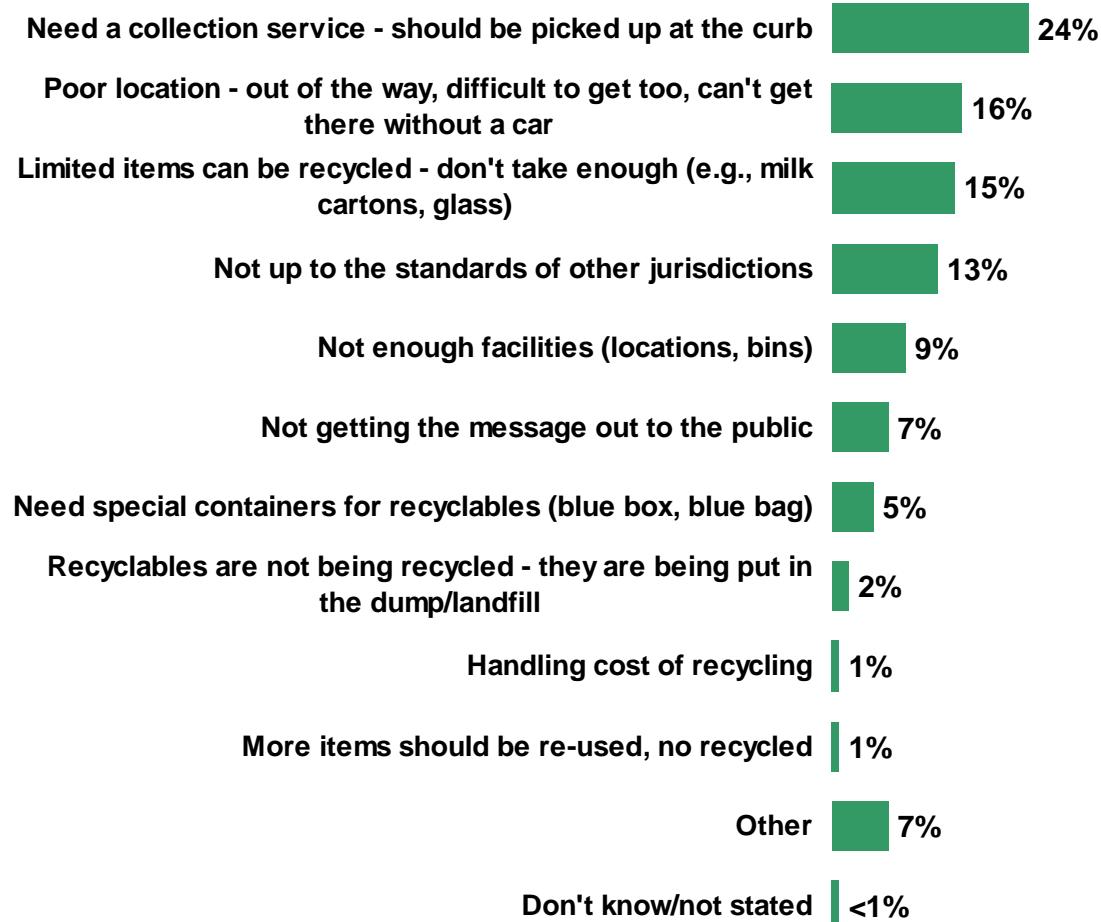
Base: Respondents who are satisfied with the City’s recycling depot system (n=576)





A lack of curb side collection is detracting from satisfaction – other factors include inconvenient location and item restrictions

“What is the main reason you are not satisfied with the City’s recycling depot system?”



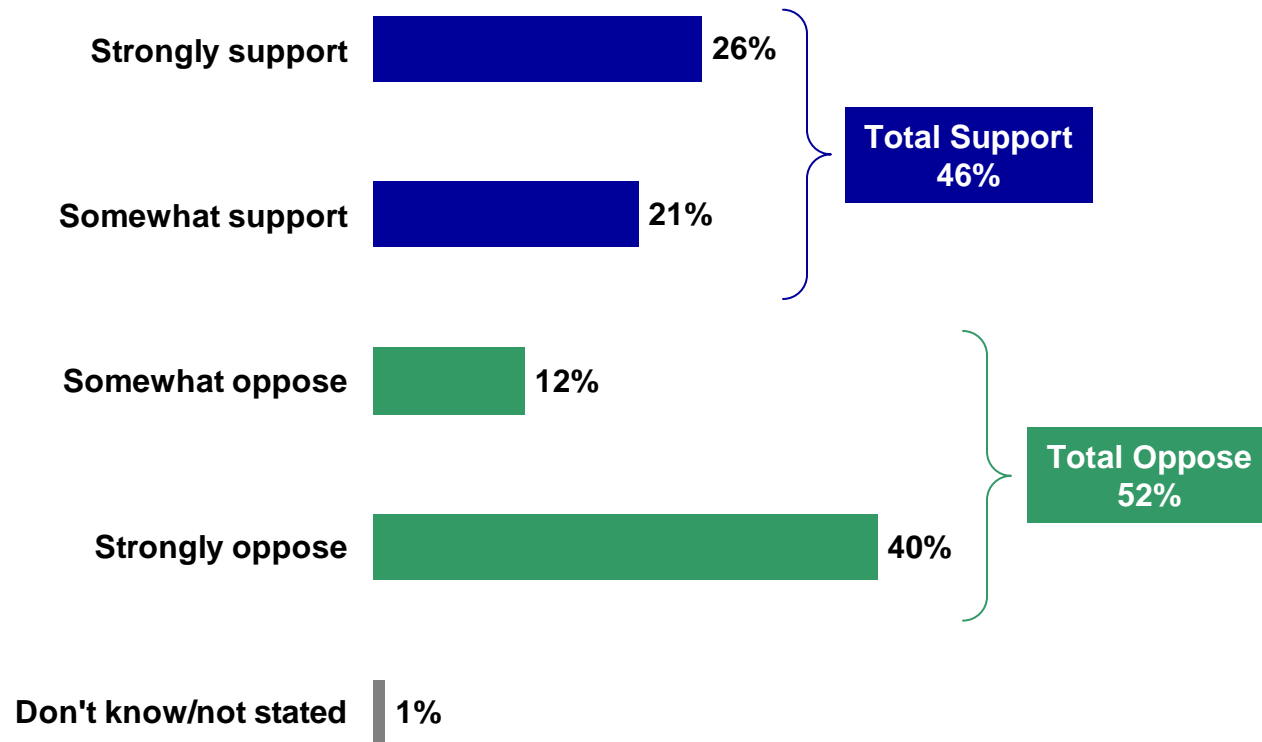
Base: Respondents who are not satisfied with the City’s recycling depot system (n=218)





While residents are split towards the idea of a reduced weekly garbage limit, the intensity of opposition is strong

“The City is considering decreasing residents’ current weekly garbage limit from three bags to two. The City says this is better for the environment and will save money. Do you support or oppose this initiative?”



Base: All respondents (n=801)

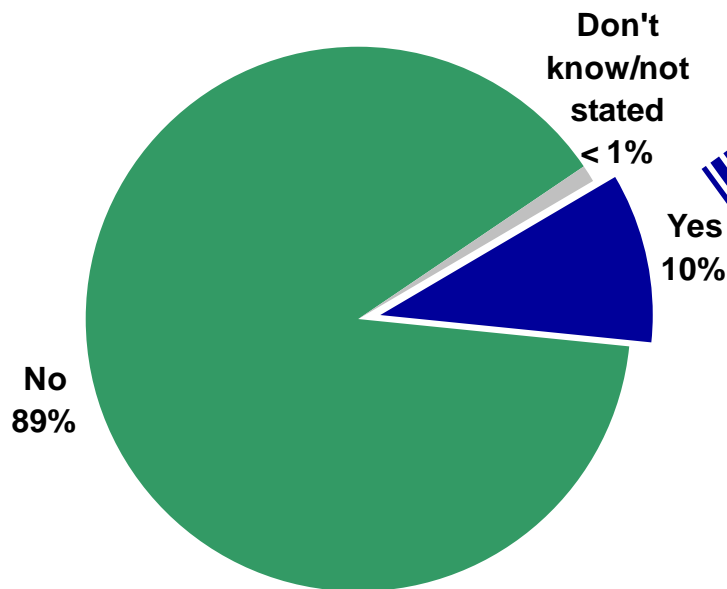




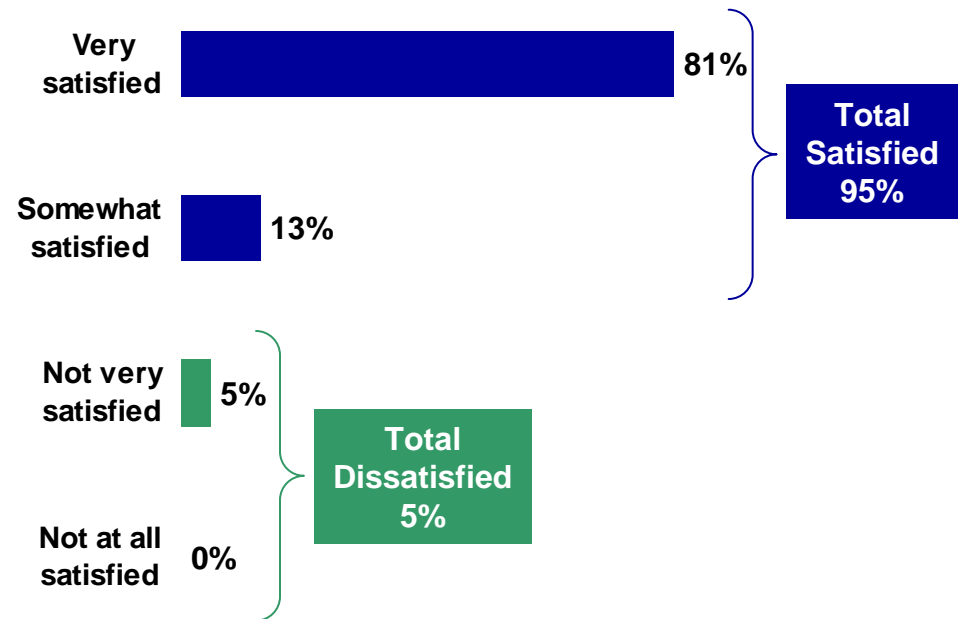
One-in-ten residents currently receive trucked water delivery services from the City – those who do are largely satisfied with the service they receive

“Do you currently receive trucked water delivery services from the City?”

“How satisfied were you with the trucked water delivery services you receive from the City? Are you ...?”



Base: All respondents (n=801)



Base: Respondents who receive trucked water services (n=88*)

* Small base size interpret with caution





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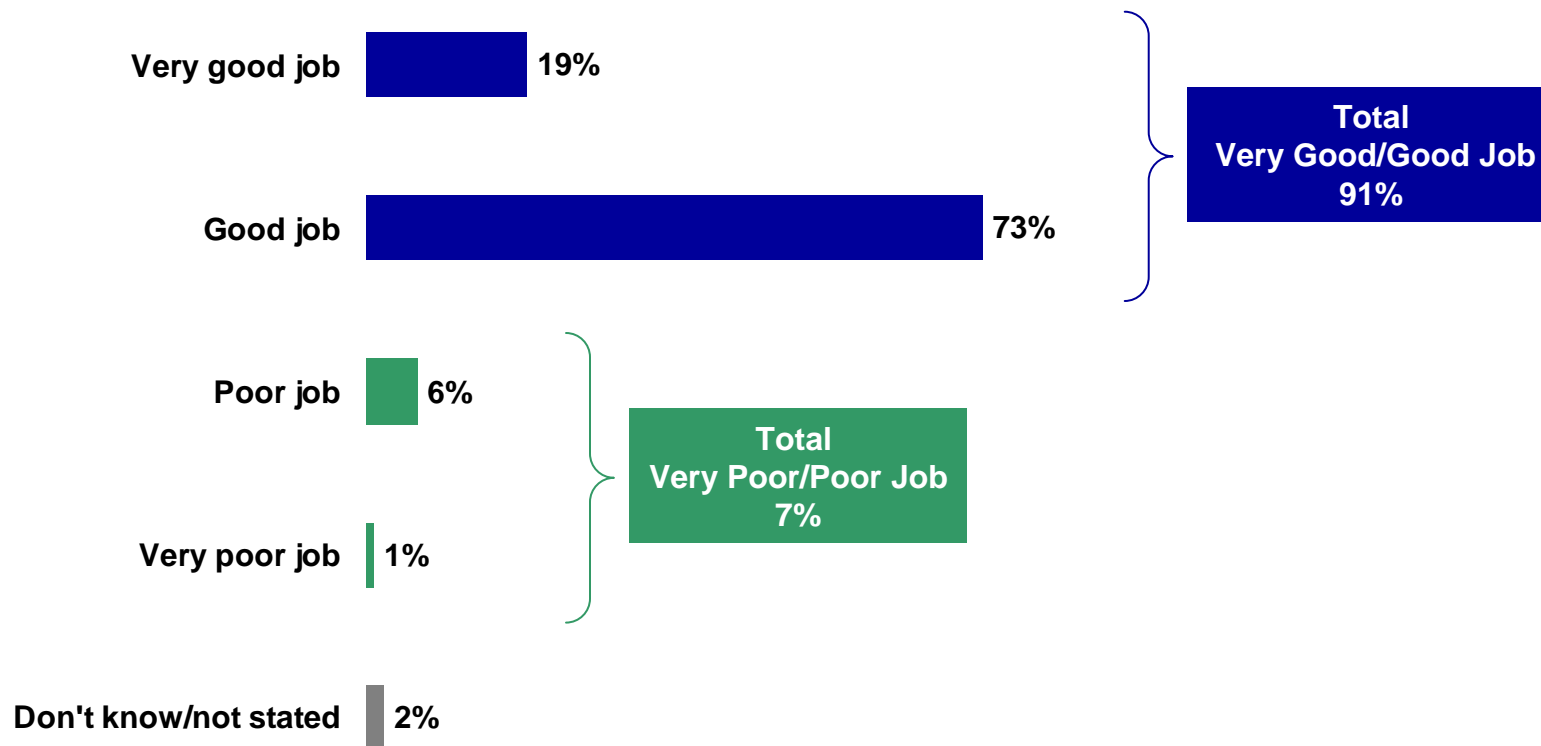


City Performance



City staff receive favourable performance ratings overall

"How would you rate the overall performance of Yellowknife's City staff? Would you say they are doing a ...?"



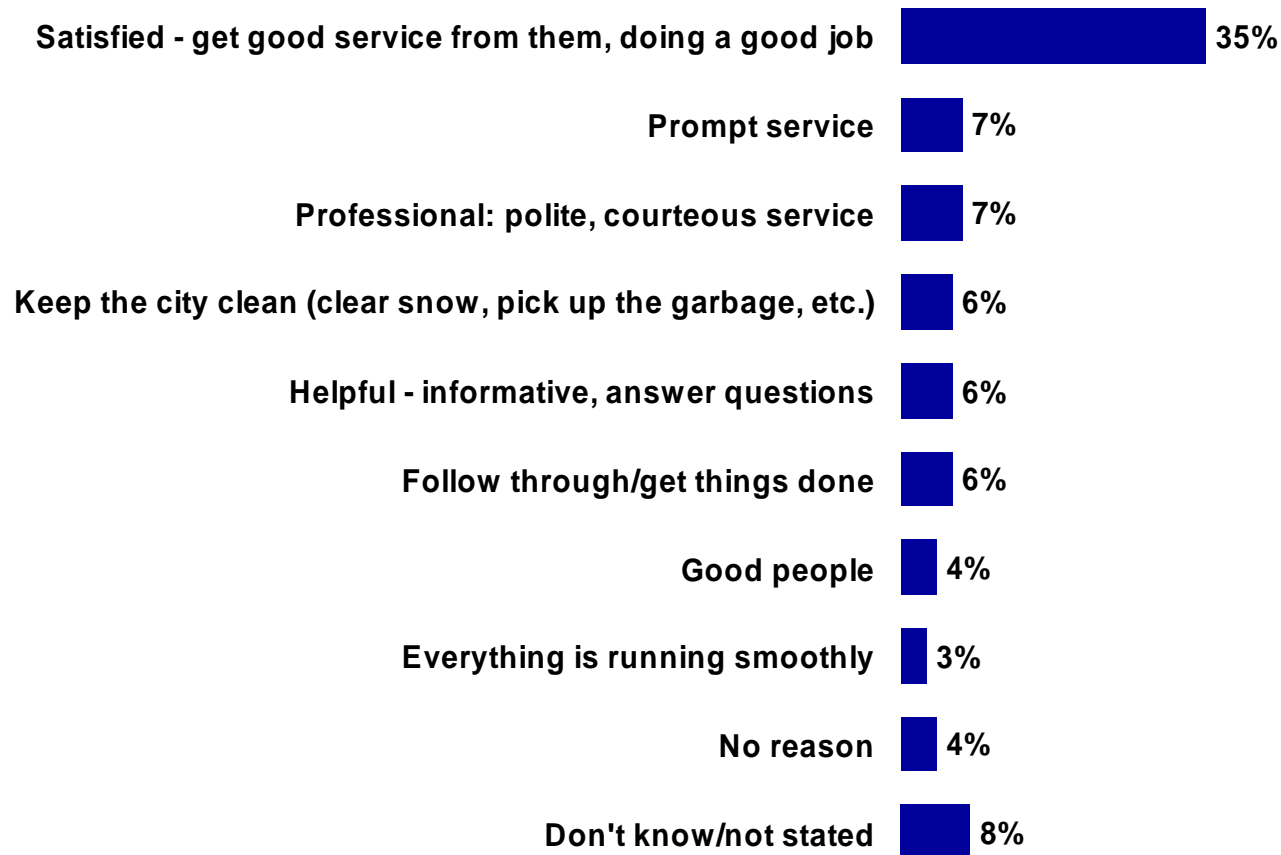
Base: All respondents (n=801)





General satisfaction is the main reason why citizens give City staff a favourable rating overall

“What is the main reason you think City staff are doing a good job?”



*Includes mentions of 3% or more only.

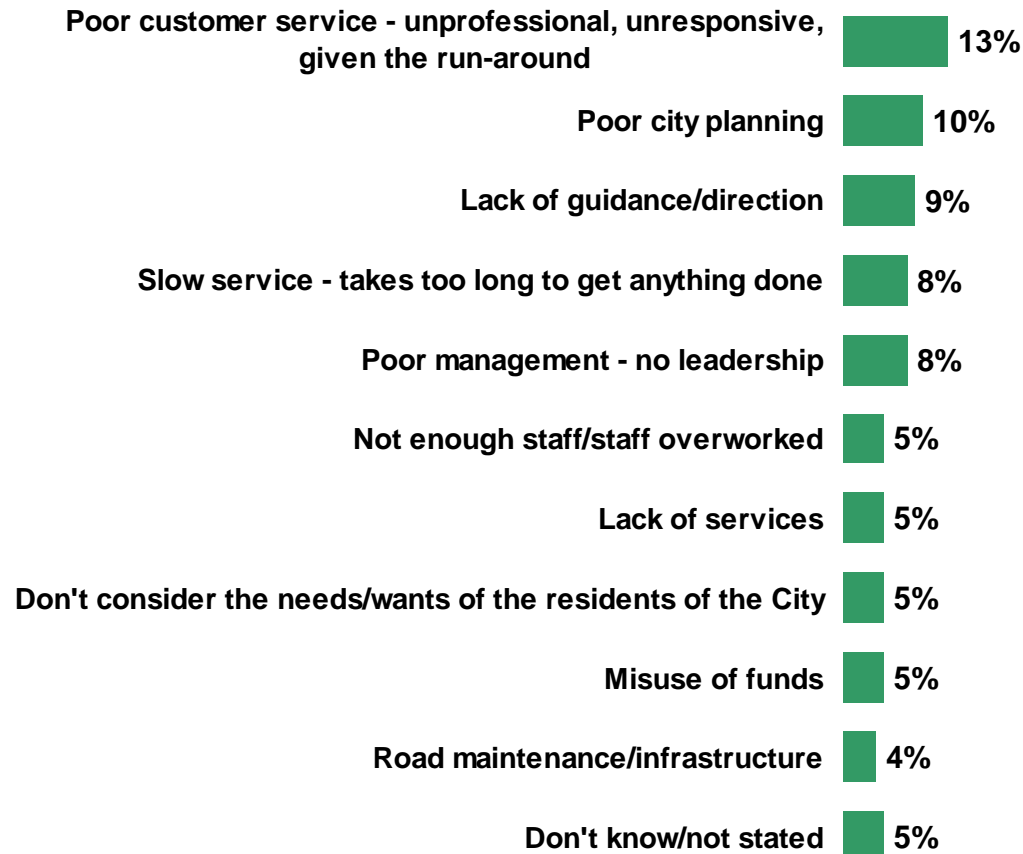
Base: Respondents who say Yellowknife's City staff doing a good job (n=724)





Unfavourable perceptions of City staff are diverse and varied – common answers include customer service and staff’s approach to city planning

“What is the main reason you think City staff are doing a poor job?”



*Includes mentions of 4% or more only.

Base: Respondents who say Yellowknife’s City staff doing a poor job (n=62*)

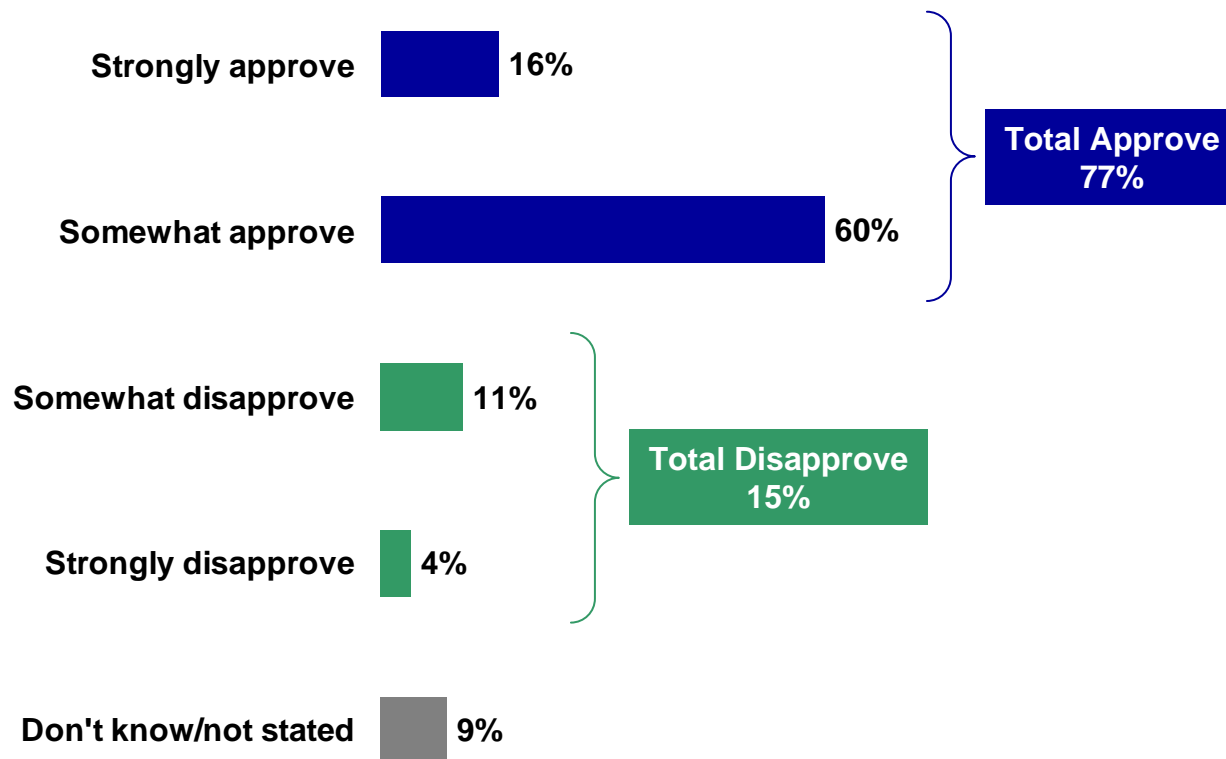
* Small base size interpret with caution





Most residents approve of Council's performance to-date

*"Generally speaking, would you say you approve or disapprove of the overall performance of Yellowknife's City Council?
Would that be strongly or somewhat?"*



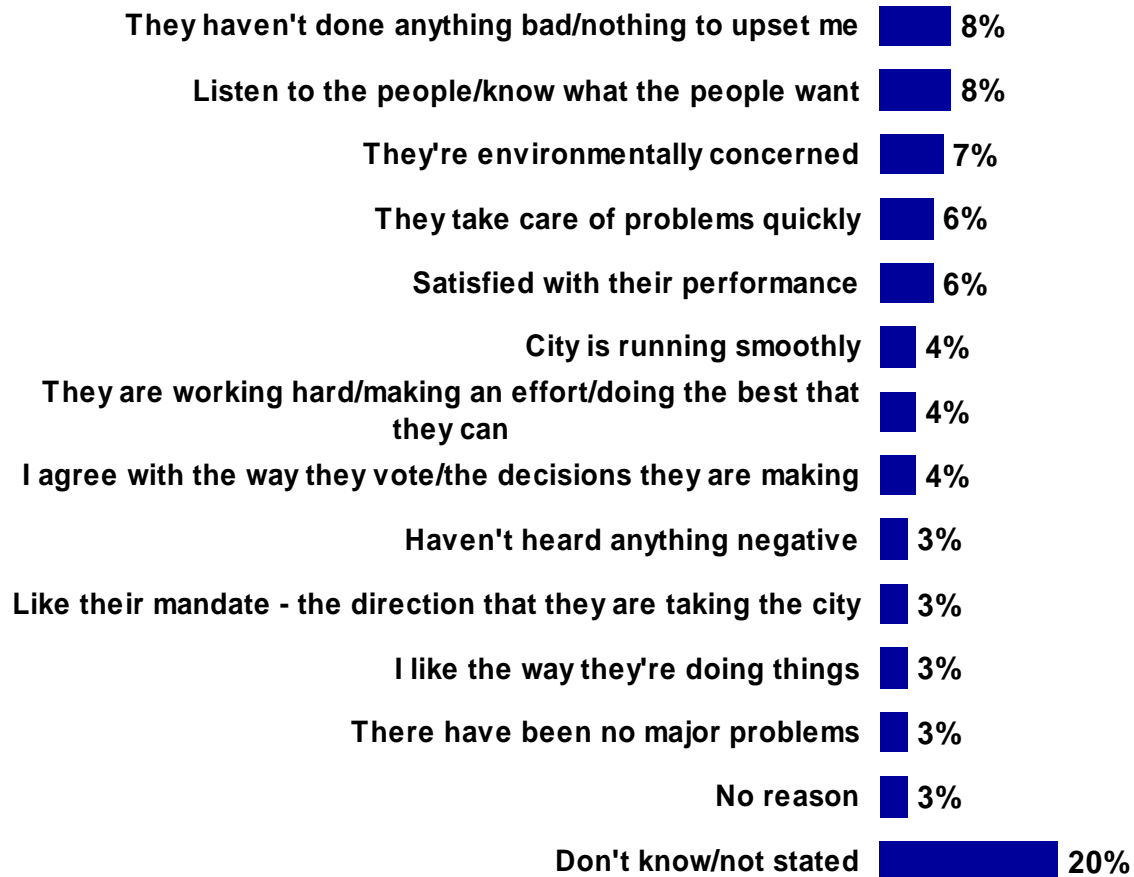
Base: All respondents (n=801)





Reasons for approving of Council's performance to-date are diverse and varied

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



*Includes mentions of 3% or more only.

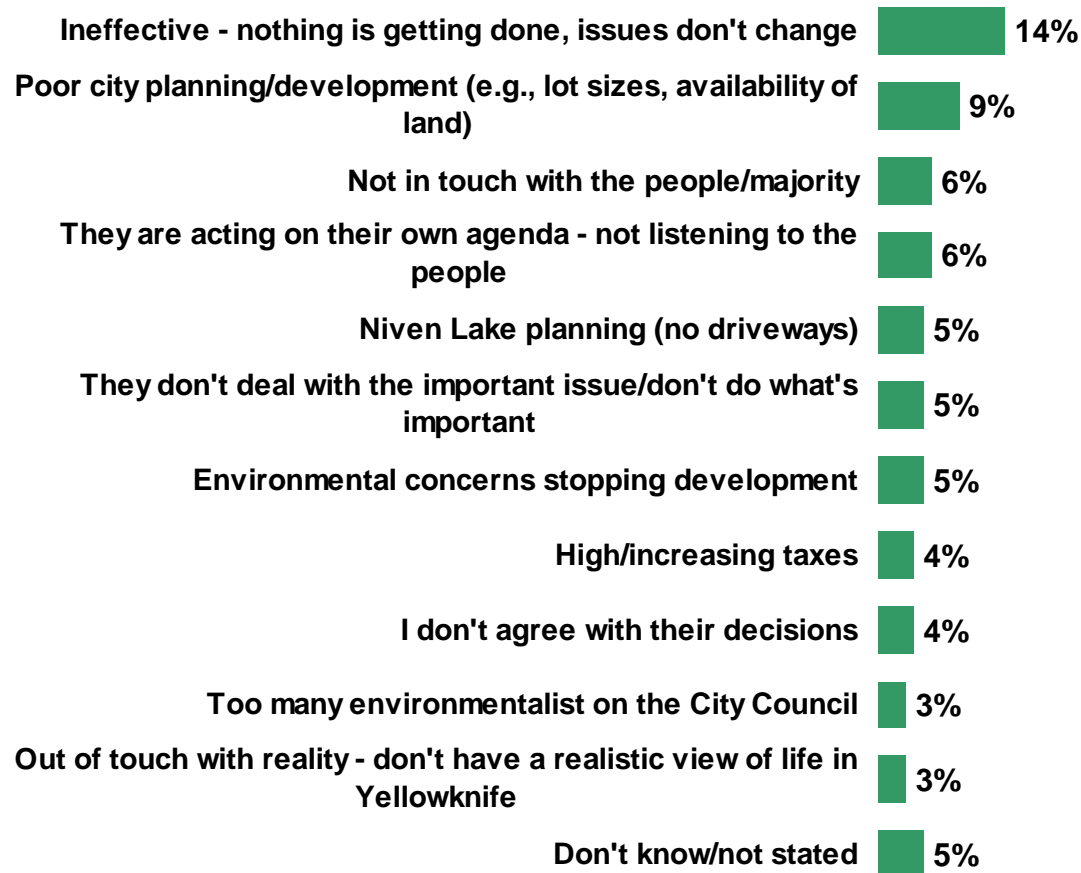
Base: Respondents who approve Yellowknife's City Council (n=611)





Perceived ineffectiveness is the main reason why some residents disapprove of Council's performance to-date

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



*Includes mentions of 3% or more only.

Base: Respondents who disapprove Yellowknife's City Council (n=127)





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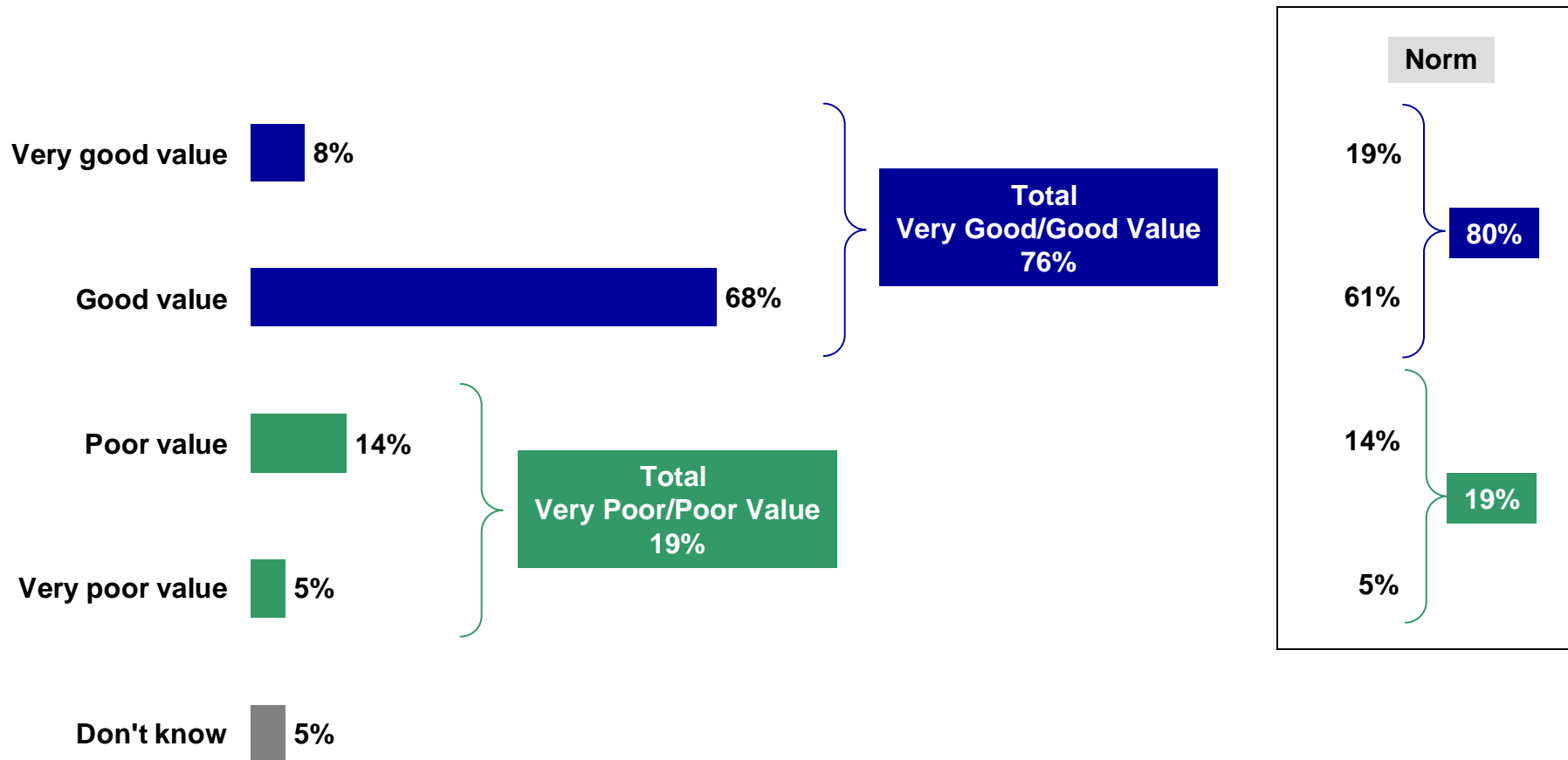


Financing



Three-quarters of citizens say they receive good value for their tax dollars

“Overall, do you think you get good value or poor value for the taxes you pay? Would you say you get ...?”



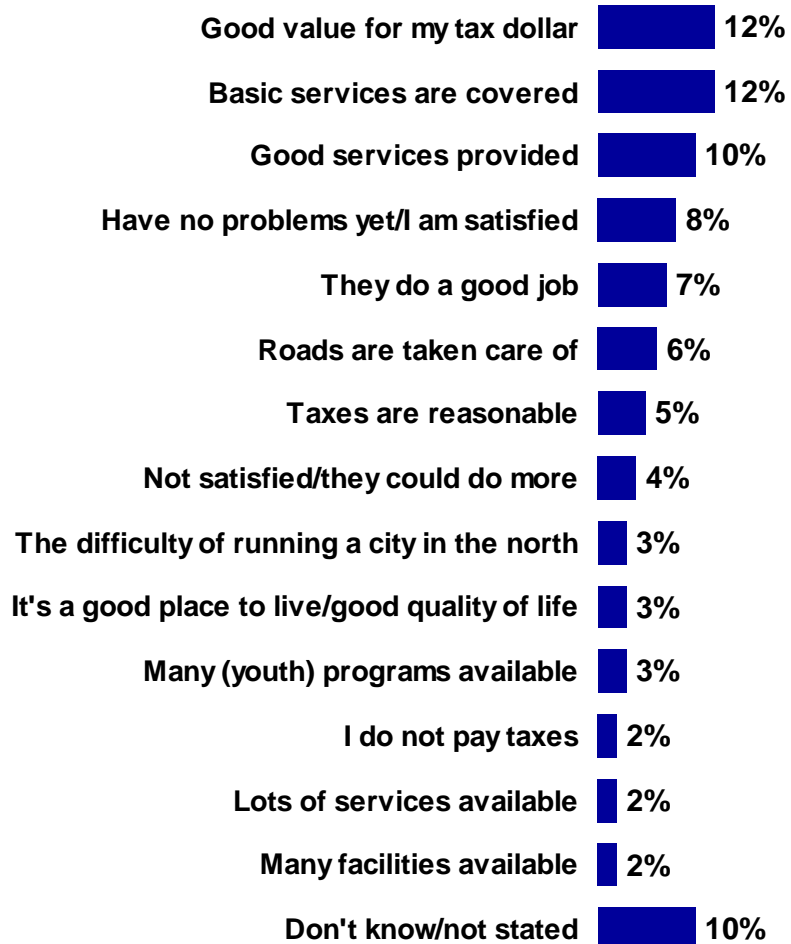
Base: All respondents (n=801)





Perceptions of good value are based on general satisfaction as well as satisfaction with the City's services

"Why do you say that you receive good value for the taxes you pay?"



*Includes mentions of 2% or more only.

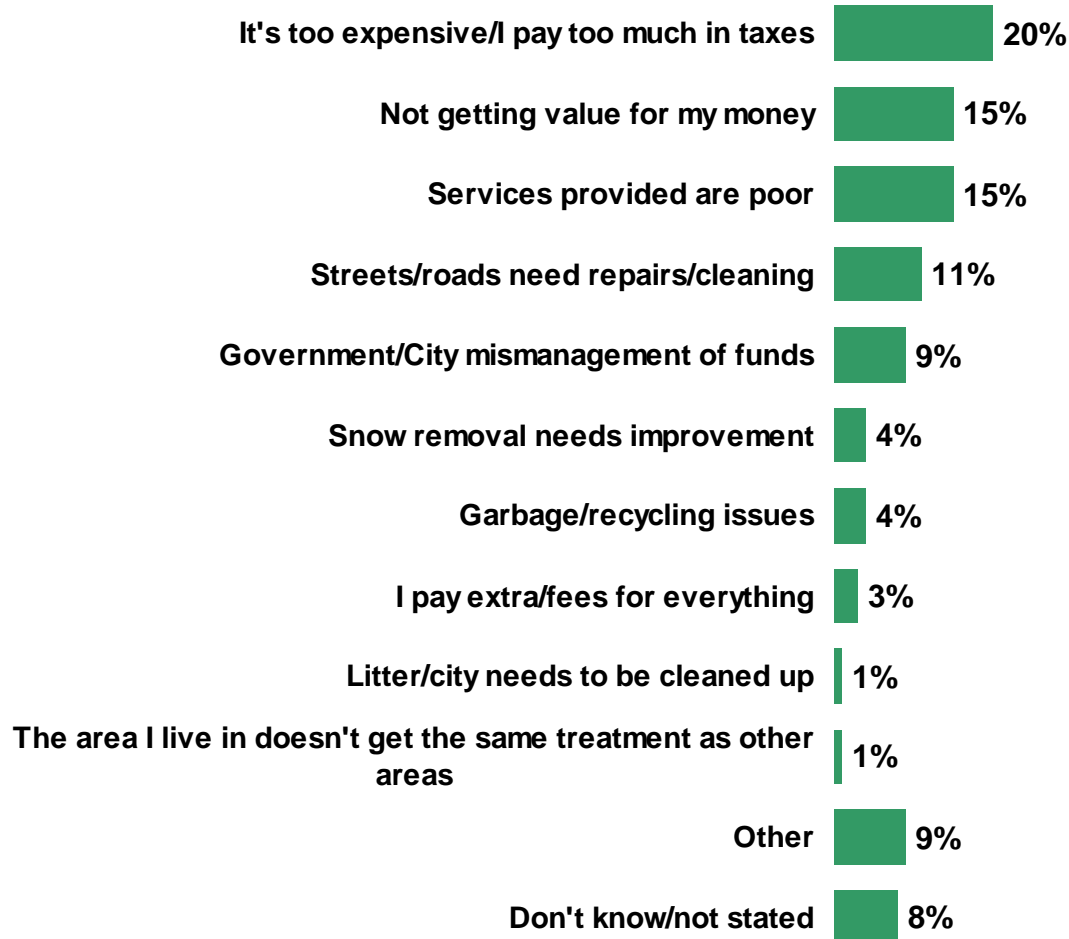
Base: Respondents who feel they receive good value for taxes they pay (n=614)





The amount paid in taxes, as well as dissatisfaction with the services received, are contributing to perceptions of poor tax value

“Why do you say that you receive poor value for the taxes you pay?”



Base: Respondents who feel they receive poor value for taxes they pay (n=153)





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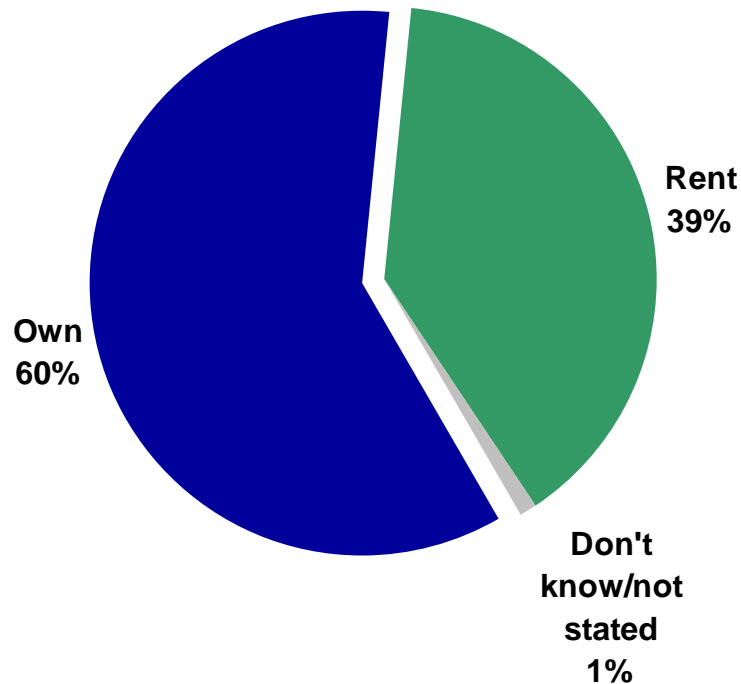
Housing



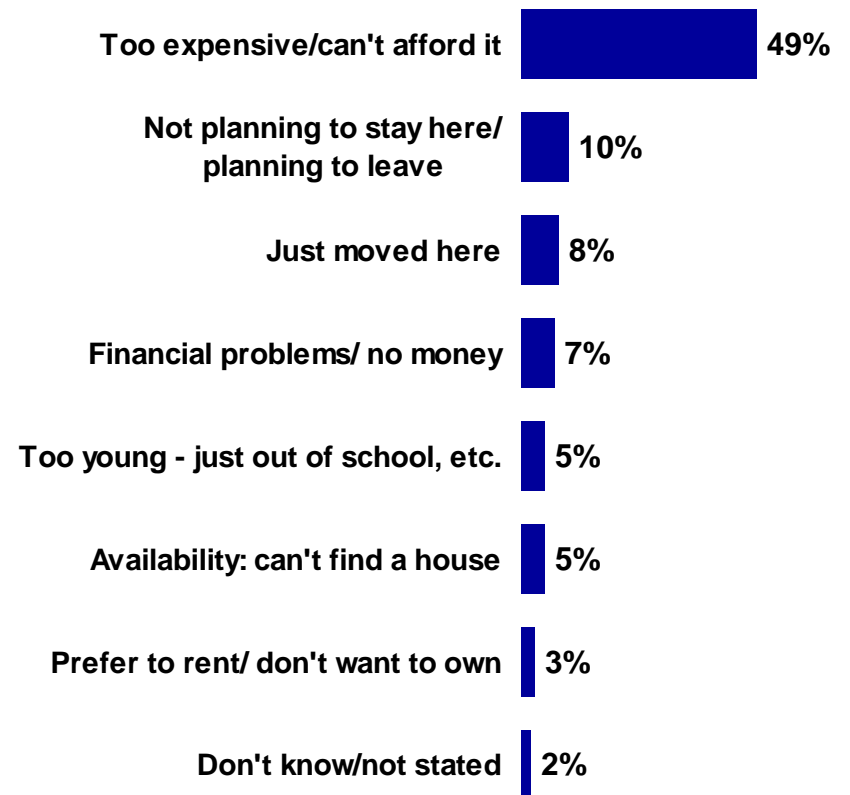
Six-in-ten Yellowknife residents are homeowners – affordability is the number one barrier to homeownership

“Do you own or rent your current place of residence?”

“What is the main reason why you have not purchased a home in Yellowknife?”



Base: All respondents (n=801)



*Includes mentions of 3% or more only.

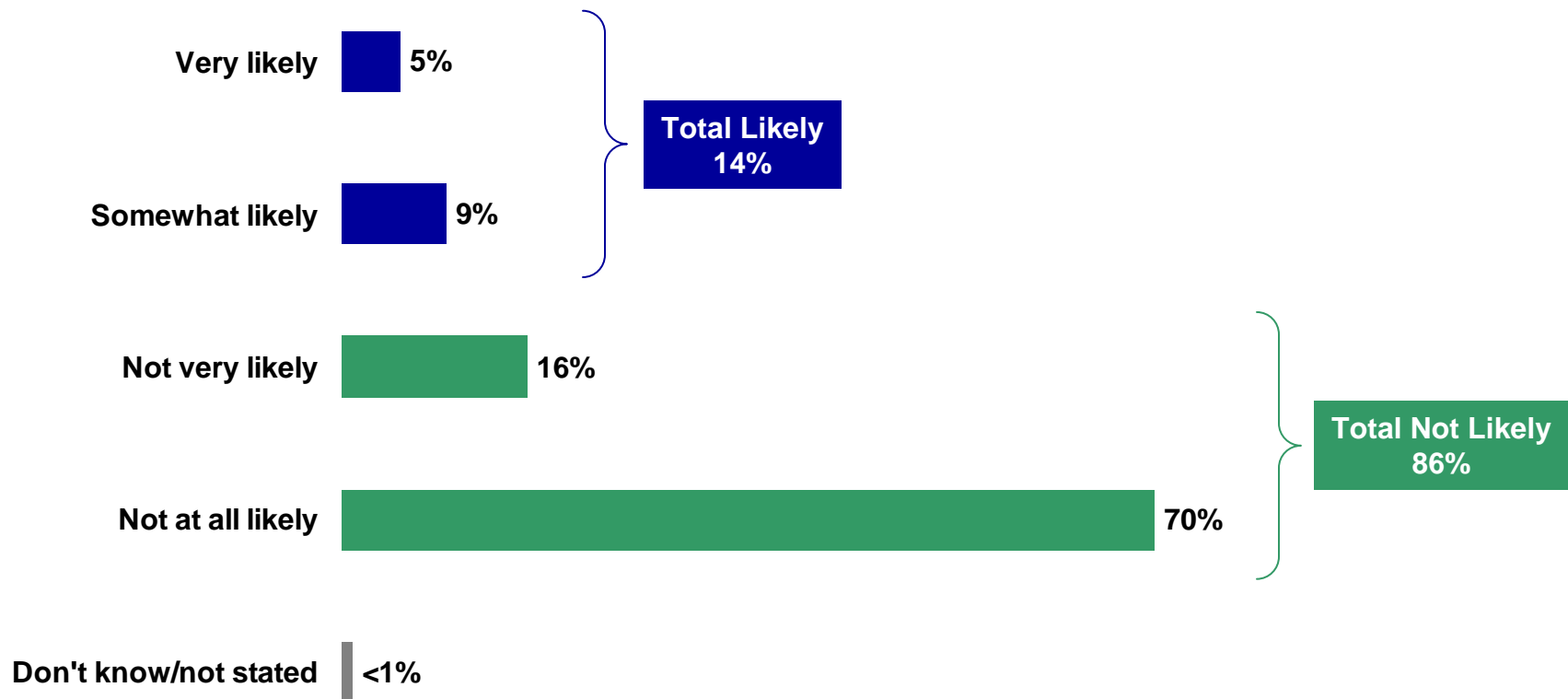
Base: Place of residence is rented (n=286)





Few residents anticipate purchasing a home in Yellowknife within the next twelve months

"Within the next twelve months, how likely are you to purchase a home in Yellowknife? Would you say you are ...?"



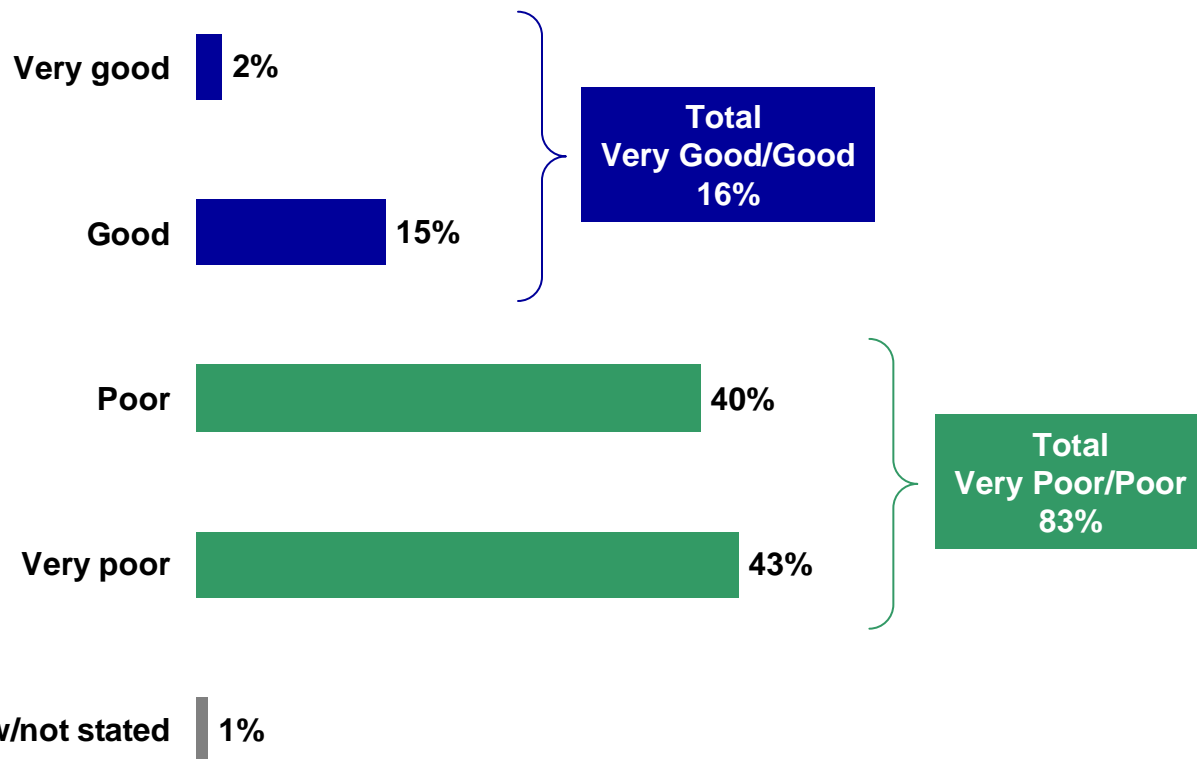
Base: All respondents (n=801)





Most consider Yellowknife's housing supply unaffordable

"Overall, how would you rate the affordability of housing in Yellowknife? Would you say ...?"



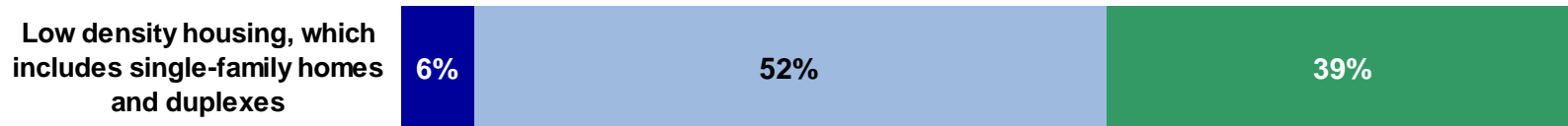
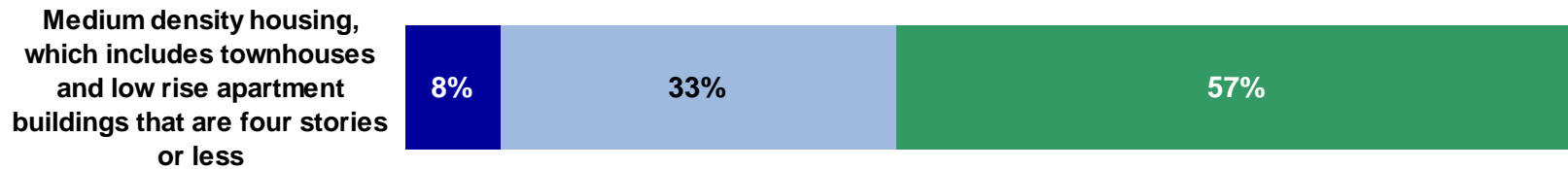
Base: All respondents (n=801)





There is a demand for more low density housing in Yellowknife

“As you may know, there are a number of different types of residential housing in Yellowknife. For each of the following, please tell me if you think there is currently too much, too little, or about the right about of this type of housing in the City.?”



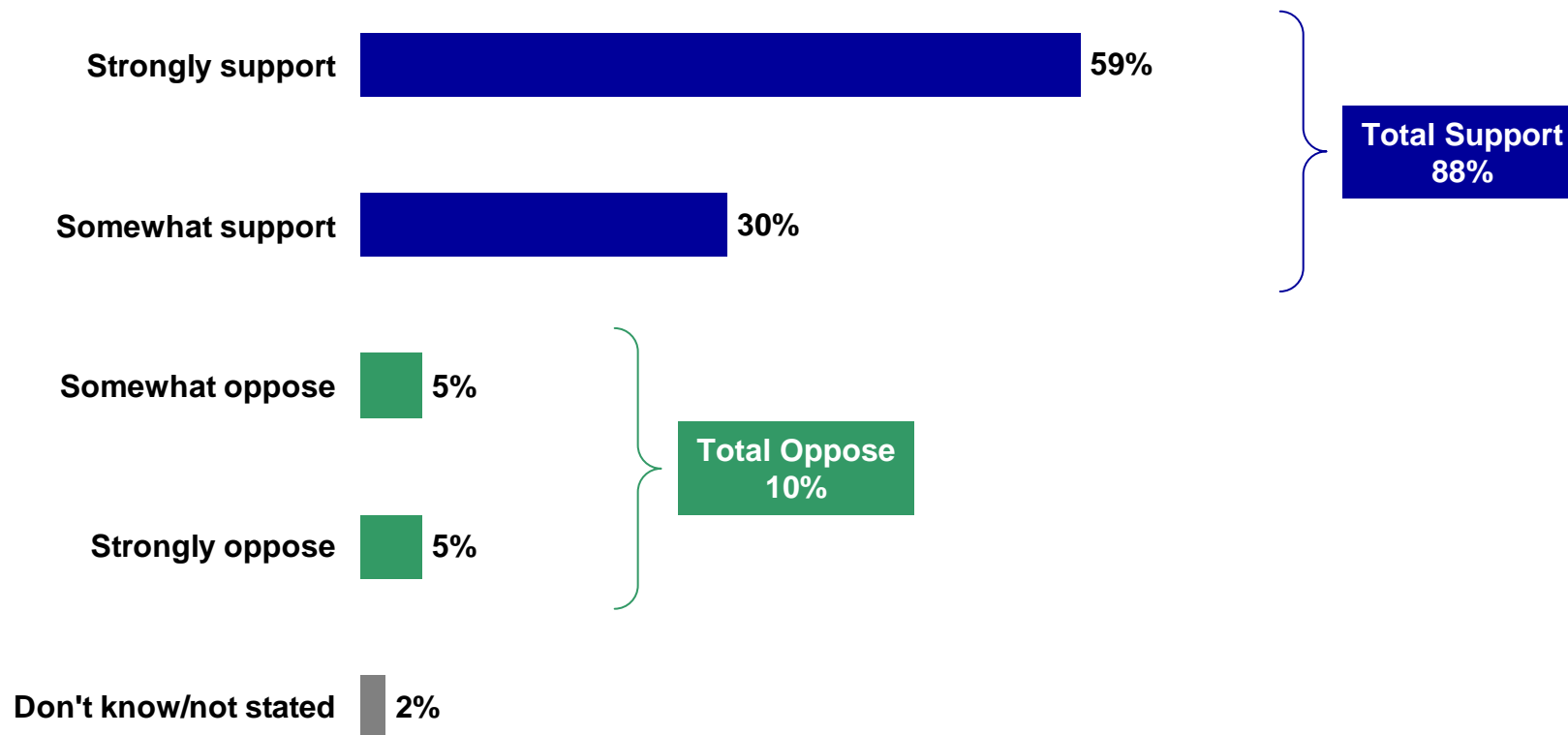
Base: All respondents (n=801)





There is strong support for adopting higher energy efficiency requirements

“Overall, would you support or oppose the City of Yellowknife adopting higher energy efficiency requirements for new residential and commercial developments?”



Base: All respondents (n=801)





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Questions and Answers



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Contact

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