

Highlights

(NOTE: For an explanation of the use of five point scales and mean response levels, see the section “Interpreting Results” below.)

Important Issues

Five topics were selected from a range of issues in the previous City Omnibus and were retested with residents in the current survey.

- All five were judged very important. Their ranking importance is: (1) crime; (2) job creation; (3) property taxes; (4) the environment; (5) attracting business.
- Last year’s ranking of these issues was: (1) tax at ion; (2) crime; (3) jobs; (4) attracting business; (5) the environment.
- Streets and roads, which was the top issue in last year’s survey, was surveyed instead as part of the services section in the current survey and it is head and shoulders above any other as the most important service need among Regi nans (see B2-B4 in the Survey Results section below).

Quality of Life

Reginans rate the quality of life in their city highly (mean response level = 3.74), with only 6% on the negative side of the scale. This rating is consistent with the previous survey when the same proportion of negative views was recorded.

Major Services

Satisfaction with major services varies widely.

- Fire service (4.31) and garbage collection (4.09) lead the way, with exceptionally high ratings.
- Snow removal (2.75) and streets and roads (2.24) lag well behind with low and very low ratings respectively.
- In between are water and sewer (3.81), police service (3.71), and recycling (3.48).
- Streets and roads (66%), by far, is the service area judged to be the greatest need of improvement, followed well back by snow removal (16%).
- The basic services judged best are garbage collection (34%) and fire service (29%).

Other Services

Usage

Among nine City services surveyed, several are widely used by residents.

- Majorities report use of City parks (84%), swimming pools (54%), and community centres (53%).
- Public golf courses (40%) and playing fields (37%) are used by more than a third of residents.

Satisfaction

The level of satisfaction reported for the nine services ranges from high to exceptionally high.

- City parks (4.25) enjoy an exceptionally high satisfaction rating.
- Public golf courses (3.92), recreation facilities (3.89), arts and culture (3.80), sports facilities (3.78), and Para Transit (3.73) all receive very high ratings.
- City transit (3.59) heritage (3.52), and community support (3.41) are also highly rated.

Service Levels

Residents generally do not favour a decrease in service levels.

- A substantial majority (63%) would like to keep service at the same level.
- The proportion recommending increased service levels (34%) far outweighs the proportion (3%) that favours a decrease.
- This finding is consistent with the previous survey when one in ten (10%) was not 'supportive' of City services.

Taxation

Taxing Authorities

Substantial proportions of residents were able to identify each of the three authorities that levy taxes on property.

- A majority was able to identify both the City (54%) and school boards (53%), while 41% identified the Library. A large proportion (38%) was able to identify all three, while about the same percentage (38%) was unable to identify any.

- About one-quarter of residents—27% for the City and 25% for the school boards—was able to estimate the City’s proportion (46%) and the tax bill within five percent, while a smaller percentage (15%) was able to estimate the Library’s proportion (5%) within two percent.

Value for the Tax Dollar

Residents rate the value they get for their tax dollar fairly high (3.24), with those on the positive side of the scale (39%) substantially outnumbering those on the negative side (18%).

Communication

Overall Satisfaction

Generally the City receives credit for a good job of communicating its services and programs to Regina citizens, with a mean response level of 3.70 and only 9% of respondents on the negative side of the scale.

Searching for City Information

Electronic technologies dominate the methods of choice to get information from the City.

- The largest proportion (44%) of residents say they would go first to the 777-7000 phone number to get information from the City about services or programs.
- A large proportion (38%) would look on the City web site.

Receiving Information from the City

Paper-based methods dominate what residents consider the best way for the City to get information to them.

- Mailouts and flyers were the top choice (35%), followed by newspapers (25%).

Website Usage

- A large proportion (63%) of Regina residents say they visited the City website in the past year.
- Among website visitors, a majority (51%) was searching for property taxes or assessments.
- Most property searchers (87%) got the information they needed about assessments or taxes.

- There is a high level of willingness among Website visitors to conduct services online – program registration (74%), bus routes and schedule s (69%), program registration payments (64%), bylaw violation payments (62%), and pet licences (55%).

City Transit

City buses were used at least sometimes in the last year by about 29% of residents.

Police Service

The Regina Police Service receives a high satisfaction rating (3.50) from Reginans.

- Those on the positive side of the scale (56%) are more than double those on the negative side (24%).
- However, roughly one in eight (13%) expresses a “very dissatisfied” view.

Generally, citizens did not see a significant increase in police visibility in their neighbourhoods over the past year.

Reginans very strongly agree (4.23) with the policy of responding first to the most serious calls.

Safety/Crime

Almost all Reginans (97%) feel safe walking in their neighbourhood during the day.

About three-quarters of residents (74%) feel safe walking in their neighbourhood at night.

Generally, Reginans consider the city safe overall (3.20), with a relatively small proportion (16%) on the negative side of the scale.

One-quarter (25%) of residents was a victim of crime in the past year, with 79% of these reporting it to the City police.

Fire Department

The job done by the Regina Fire Department receives an unusually high rating of 4.51. Virtually no one chose the negative side of the scale.

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Introduction

Background

The City of Regina conducts an annual omnibus poll that will assist with strategic planning, policy and program development, and provision of service. The use of such research methods extends back to the first “CityScan” conducted in 1988. The use of this omnibus research tool was begun in 1999.

A New Baseline

While the content of the current survey is quite similar to the previous one, some changes have been made. The phrasing or perspective of some questions has been changed to provide new opportunities for comparison. A number of response sets have been changed to better model public opinion and to facilitate new analytical approaches. Thus, a new baseline has been established for the City’s omnibus survey.

Exact comparisons with the previous survey are not possible for some questions. Where such changes have occurred for key indicators, additional commentary will be included to provide continuity to previous work.

Interpreting Results

The use of symmetrical, five-point response scales in this survey offers several advantages for interpreting survey results.

For individual questions they provide:

- A method of determining whether responses are generally “positive” or “negative” by comparing the percentage of responses on either side of the midpoint.
- A direct way of identifying whether the response pattern is skewed or polarized.
- A direct way of identifying whether strongly held opinions occur more frequently than expected.

For more in-depth analysis they provide:

- An opportunity to create a single measure for each response scale question by calculating the average of all number responses. The calculated mean response level can be used to assess whether the response pattern is generally “positive” or “negative”.
- A very useful tool in the form of the mean response level for comparing results between response scale questions.

Since the response scales are made up of the numerical options of 1, 2, 3, 4, or 5, the strongly held opinions are represented by either a 1 on the “negative” side or by a 5 on the “positive” side of the scale. The midpoint of the scale is 3 so, when responses are averaged, an “average” or “neutral” response would be 3.00. Thus, for example, mean response levels above 3.00 suggest a “positive” general response while those below 3.00 suggest a “negative” general response. Mean response levels of, say, 2.50 or 3.50 can be considered representative of substantially “negative” or “positive” opinions. Mean response levels can be considered exceptionally low or high if they approach values of, say, 2.00 or 4.00, respectively.

Mean response levels are not intended for use as exact estimates of population parameters, rather as a guideline to the strength of response to an individual question or as a convenient way of comparing response levels between questions.

Methodology

A telephone survey of a random selection of Regina residents was conducted June 1–7, 2005 from which 526 completions were achieved. This sample size will yield a general margin of error for population proportions of plus or minus 4.4% at the 95% confidence level.

Reported demographic relationships are statistically significant at the 95% confidence level.

Survey Results

SECTION A: General

A1. How important are the following issues to you on a scale where 1 is “Very unimportant” and 5 is “Very

important”.

Last year’s survey gathered open-ended responses to Streets and roads was the top choice, followed by the environment.

the most important issue facing Regina. Taxation, crime, jobs, attracting business, and

The importance of several of the more general political issues was tested with respondents in the current survey. The mean response levels provide a

ranking of these key issues (chart below).

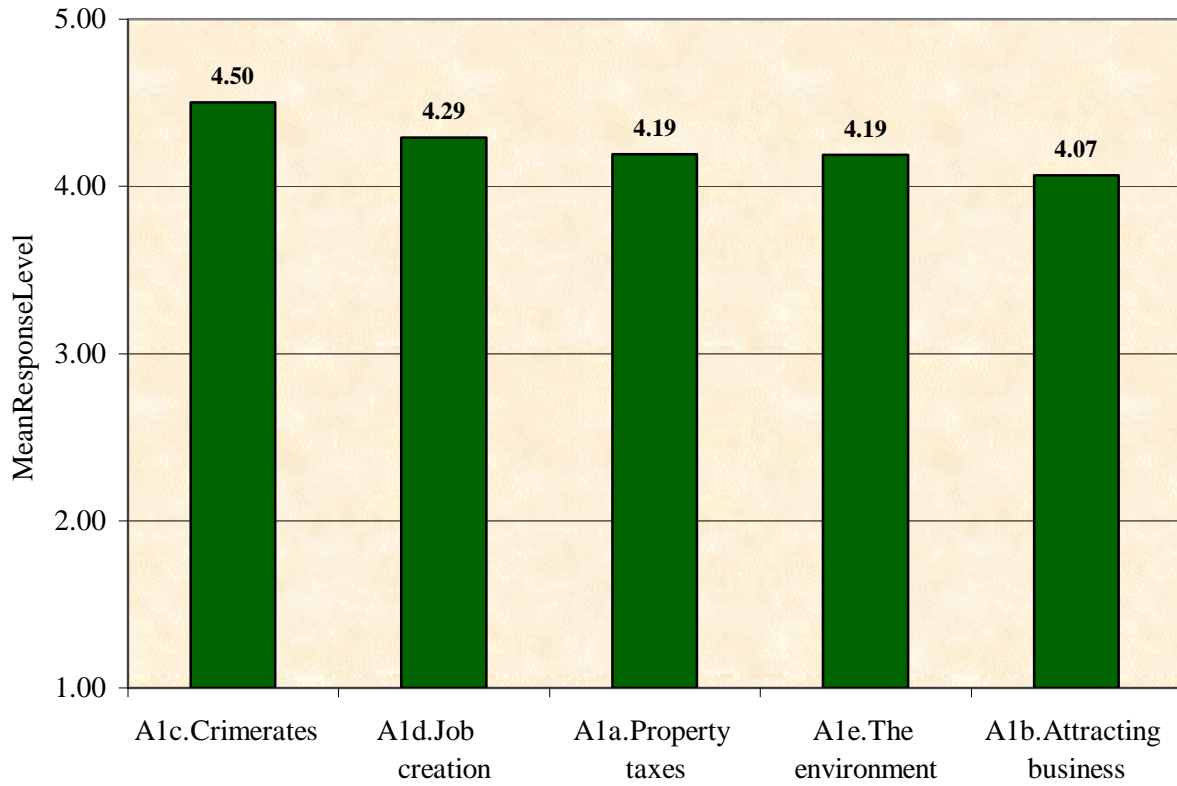
Despite the differing approaches, survey results from the current and previous surveys are quite consistent.

- While all issues raised in the current survey are clearly ranked above the others. It may be that recent reports related to gangs, the dangers of crystal meth, several high profile cases, and increased rates of property crime have brought this issue to the top of people’s minds.
- Property taxes continue to be an important issue with current ranking in the current survey may reflect the fact that the reassessment process has taken hold and that uncertainty over the proper tax structure has been settled for the moment.
- Streets and roads were treated as a service area in the current survey, rather than an issue, and the survey results below show clearly that streets and roads are the top service priority area today.

important to Regina residents, crime reports related to gangs, the dangers of crystal meth, several high profile cases, and increased rates of property crime have

been ranked as the most important issue by Regina residents. It is somewhat lower than in the current survey, rather than an issue, and the survey results below show clearly that streets and roads are the top service

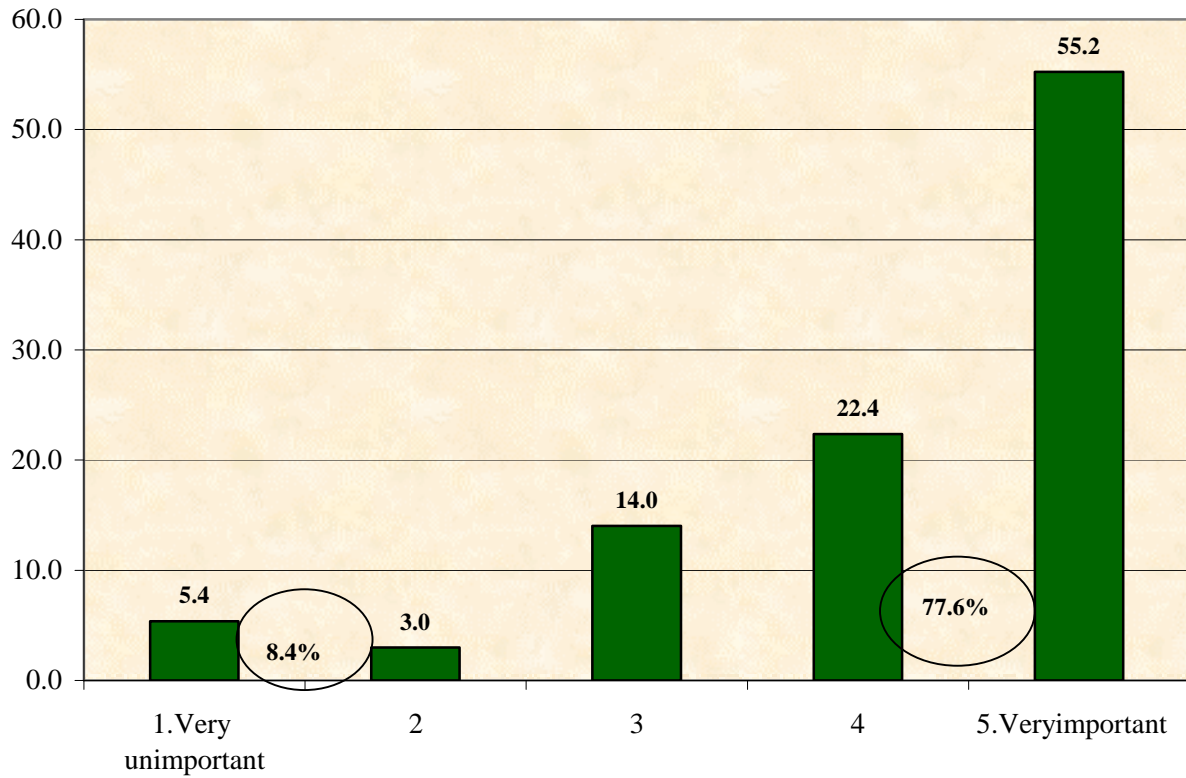
A1. How important are the following issues to you as a resident of Regina? Use a 1 to 5 scale where 1 is “Very unimportant” and 5 is “Very important”.



The chart to follow shows the distribution of response frequency for the individual issues.

A1a. Property taxes

A1a. Property taxes
Mean Response Level = 4.19



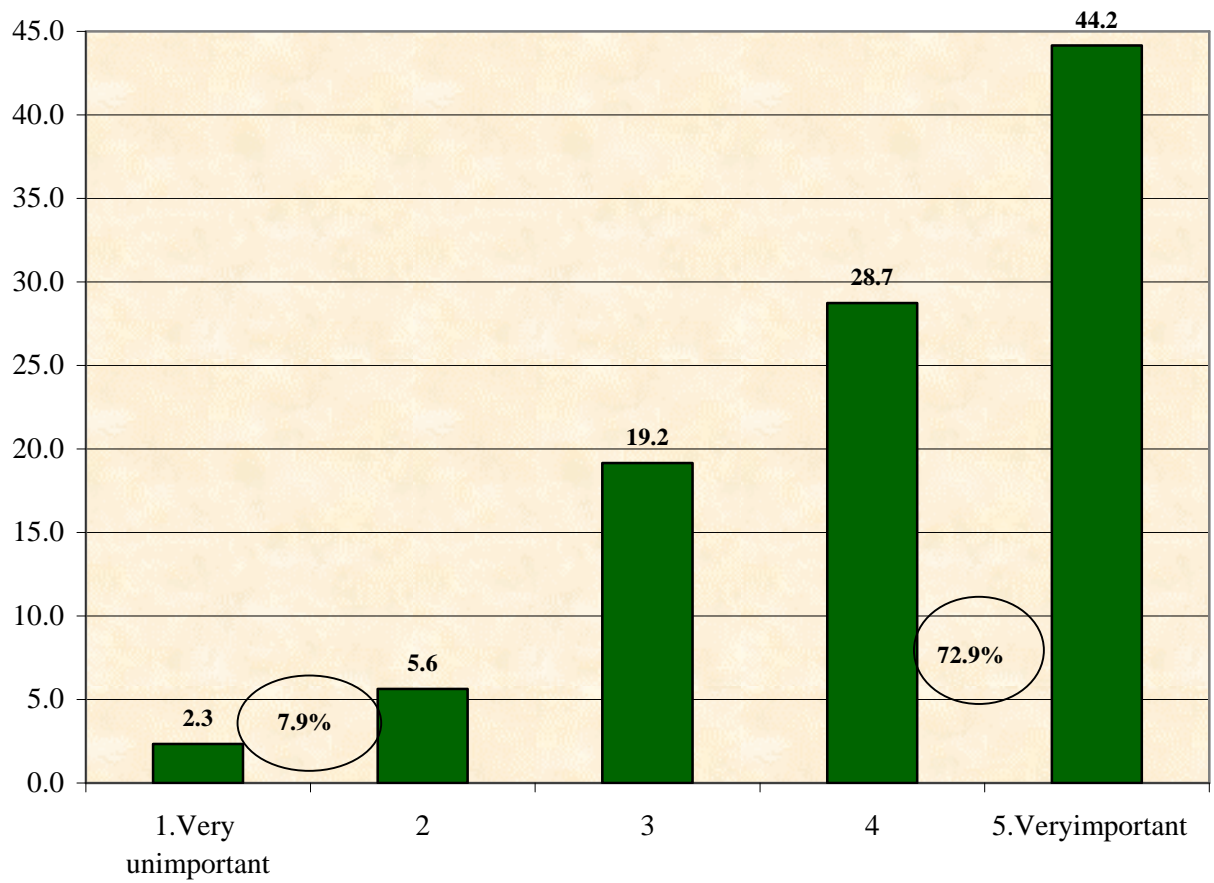
Statistically Significant Demographics

Income and Home Ownership

Not surprisingly, property taxes are more important to those who own their own homes and those with the highest level of income.

A1b.Attractingbusiness

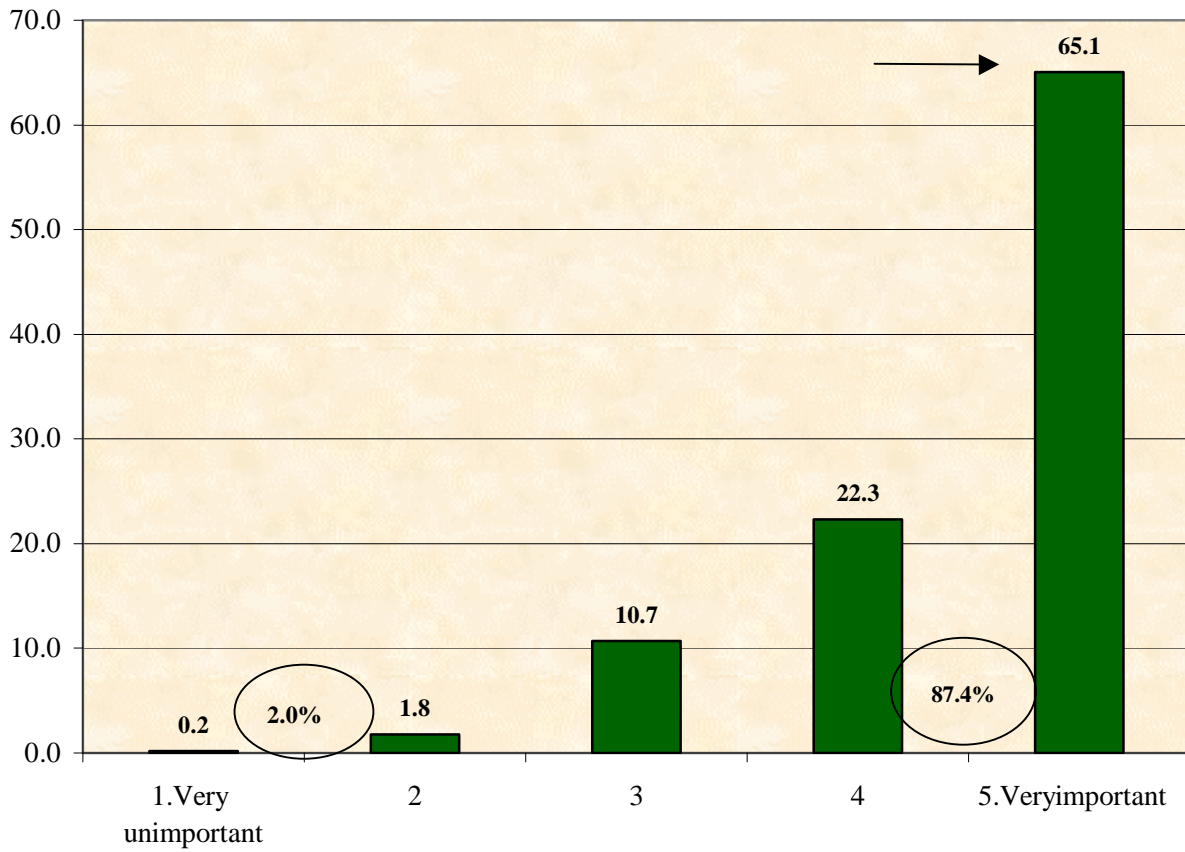
A1b.Attractingbusiness
MeanResponseLevel=4.07



A1c.Crimerates

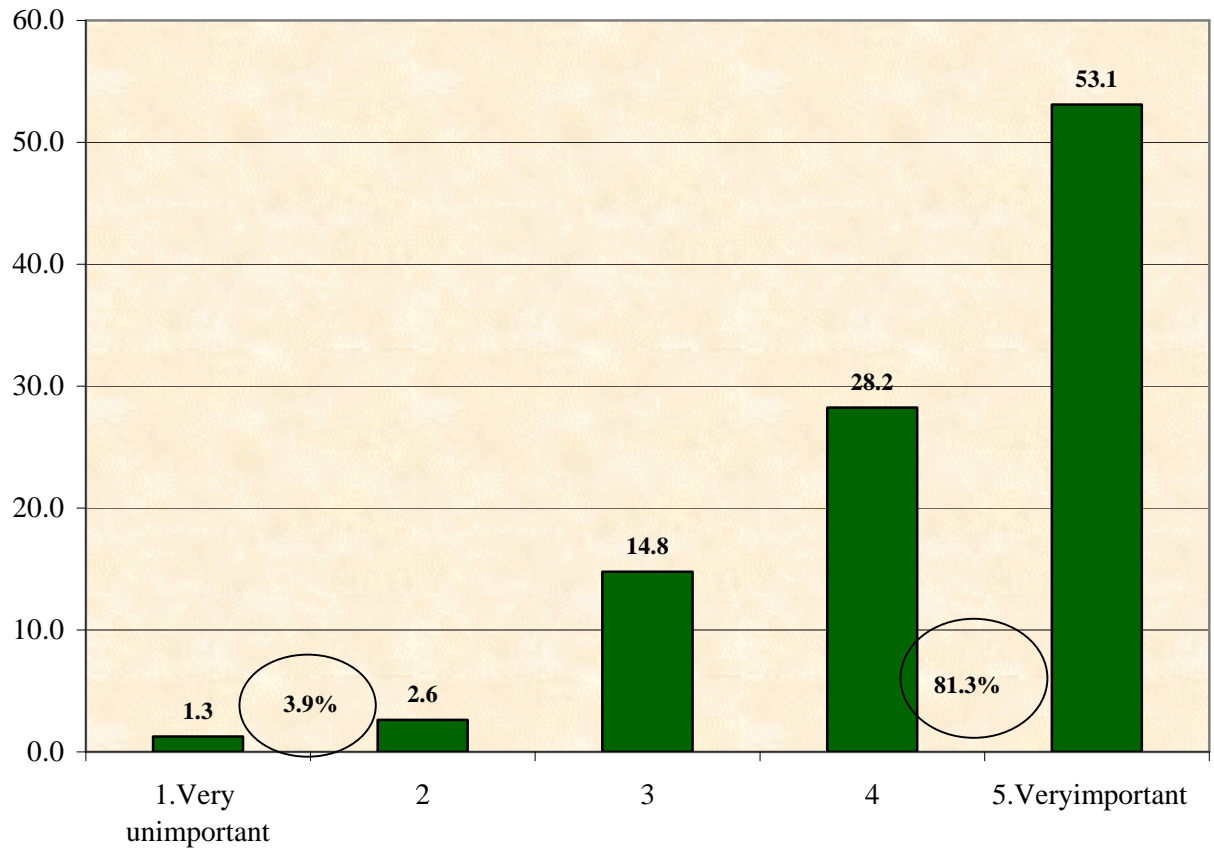
Notethevirtualabsenceofnegativeviewsandthe extraordinarilylargeproportionof respondentsintheveryimportantcategory.

A1c.Crimerates
MeanResponseLevel=4.50



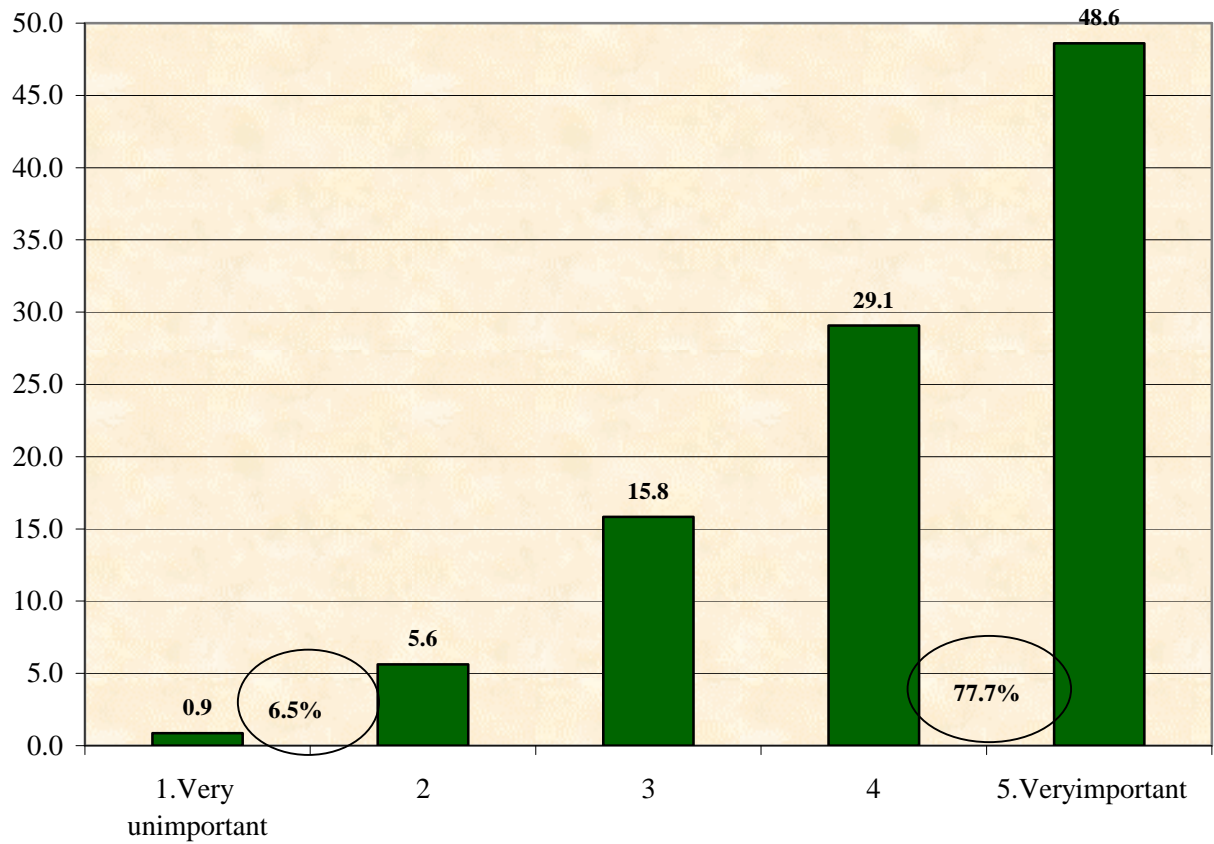
A1d.Jobcreation

A1d.Jobcreation
MeanResponseLevel=4.29



A1e.Theenvironment

A1e.Theenvironment
MeanResponseLevel=4.19



Statistically Significant Demographics

Gender

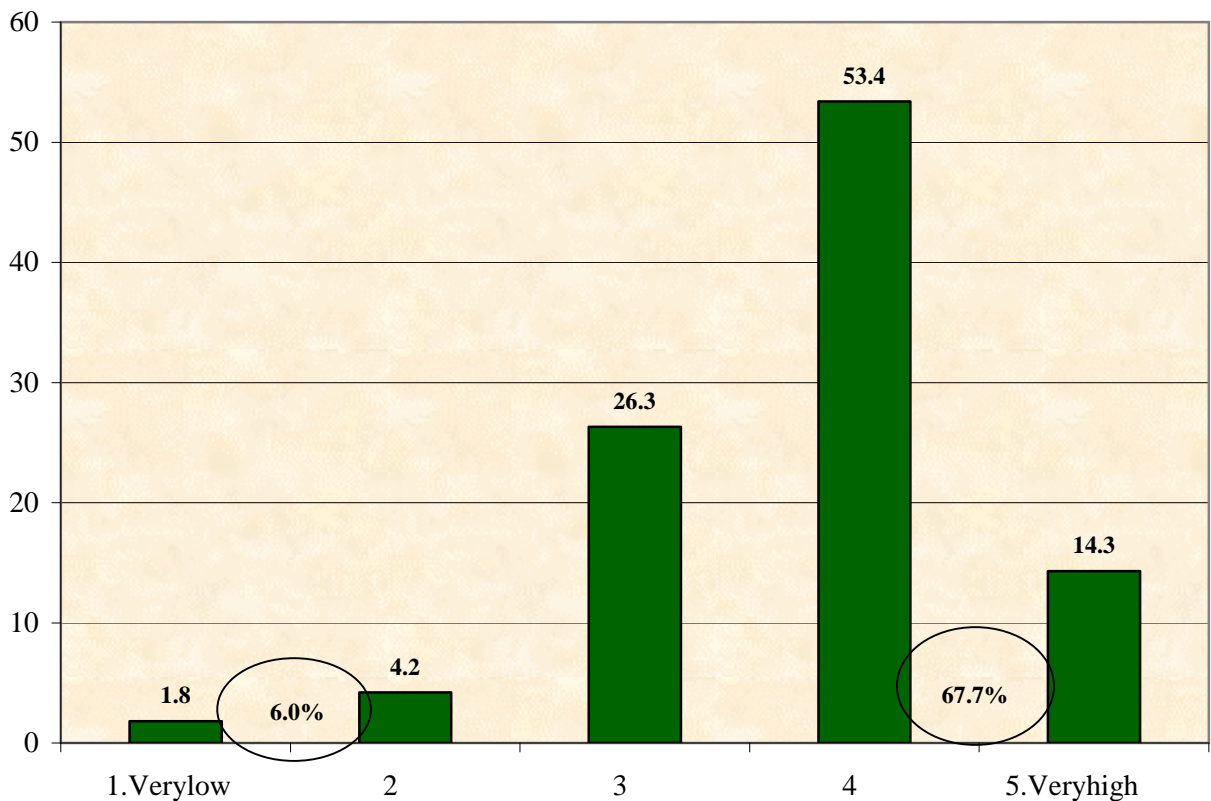
Females place a greater importance on the environment than do males.

A2. All things considered, how would you rate the overall quality of life in Regina? Use a 1 to 5 scale where 1 is "Very low" and 5 is "Very high".

The overall quality of life in Regina is very high (rated 4) (chart below).

- Those on the positive side of the scale outnumbered negative views by more than 11 to one.
- The mean response level of 3.74 is very high.

A2. All things considered, how would you rate the overall quality of life in Regina? Use a 1 to 5 scale where 1 is "Very low" and 5 is "Very high".
Mean Response Level = 3.74



While the responses for this question differ from the previous survey, the results are quite consistent. Using a different scale, last year's survey showed that only 6% of Regina residents were on the negative side of that scale.

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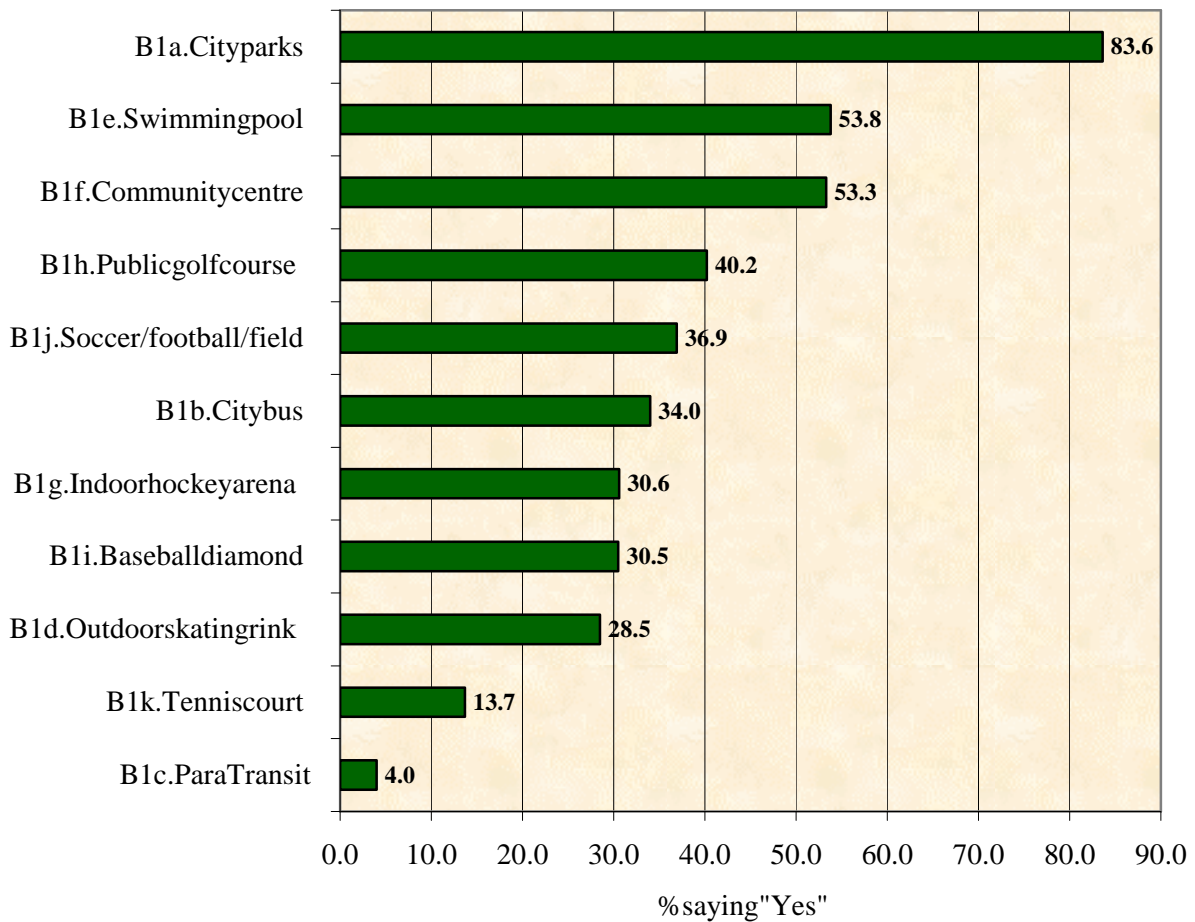
SECTION B: Services

B1. Did you or a member of your household use the following City services in the last year?

The current research measures the relative level of usage among a wider range of City services.

- Parks are a very important recreational resource to the community. It is possible that the exceptionally high proportion of residents reporting its use is partly a function of the importance of Wascona Centre to their recreational activities.
- Another source of recreation, swimming pools, ranks second in level of usage.
- Community centres are also used by a majority of the city population.

B1. Did you or a member of your household use the following City services in the last year?



Statistically Significant Demographics

(Note that there is a high degree of correlation between income and home ownership and between income and residence location.)

City Parks

Age

There is much higher usage level among those under 50 years of age.

Education

Usage increases as education level rises.

Income

Usage increases as income level rises, with much higher usage among those with incomes of \$60,000 and over.

Swimming Pools

Age

Usage is higher among those under 50 years of age.

Education

Usage generally increases as education level rises.

Under 16 in Household

Usage rises as the number of children in the household increases.

Community Centres

Age

There is higher usage among those aged 30 to 49.

Education

Usage generally increases as education level rises.

Aboriginal

Self-identified Aboriginal people, particularly Métis, are more likely to use community centres.

Public Golf Courses

Age

Usage is higher among those under 50 years of age.

Education

Usage generally increases as education level rises.

Income

Usage climbs steadily as income level rises.

Residence Location

Usage appears higher among residents of the northwestern and southwestern parts of Regina.

Playing Fields

Age

Usage is higher among those under 50 years of age.

Education

Usage generally increases as education level rises.

Income

Usage is higher among those with incomes of \$90,000 and over.

City Bus

Age

There is somewhat higher usage level among those aged 18 to 29 and 50 to 59.

Income

Usage declines steadily as income level rises.

Owners/Renters

Renters are more likely than homeowners to use the City bus service.

Residence Location

Usage appears higher among residents in the northwest and central parts of Regina.

Indoor Hockey Arenas

Age

Usage is higher among those under 50 years of age.

Baseball Diamonds

Age

Usage is higher among those under 50 years of age.

Outdoor Skating Rinks

Age

Usage is higher among those under 50 years of age.

Tennis Courts

Age

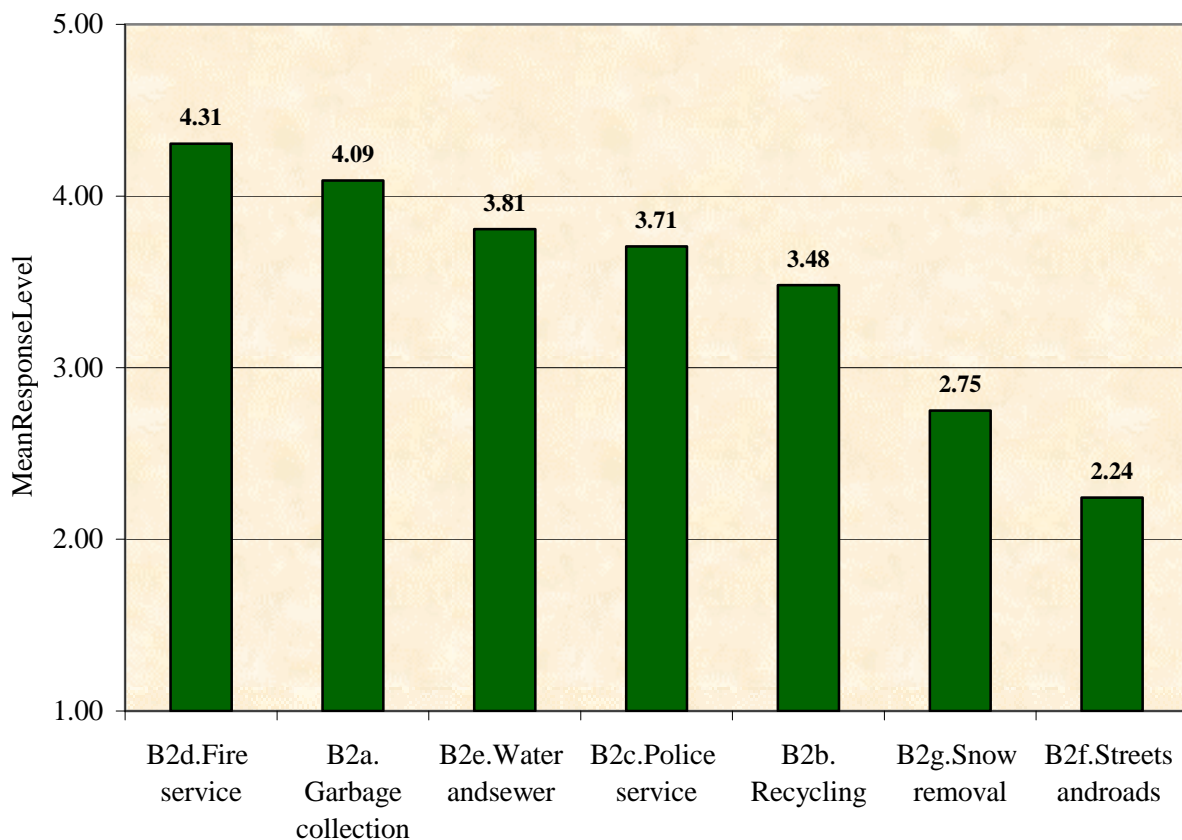
Usage is higher among those under 50 years of age.

B2. Please indicate your level of satisfaction with City services in the following areas. Use a 1 to 5 scale where 1 is “Very dissatisfied” and 5 is “Very satisfied”.

Residents’ ratings of the major City services are summarized in the chart below showing the mean response levels for each.

- Fire service received an exceptionally high rating (mean=4.31), as did garbage collection (4.09).
- Water and sewer (3.81) and police service (3.71) were also very highly rated.
- Snow removal (2.75) was rated below “average”, while streets and roads (2.24) were rated very low.

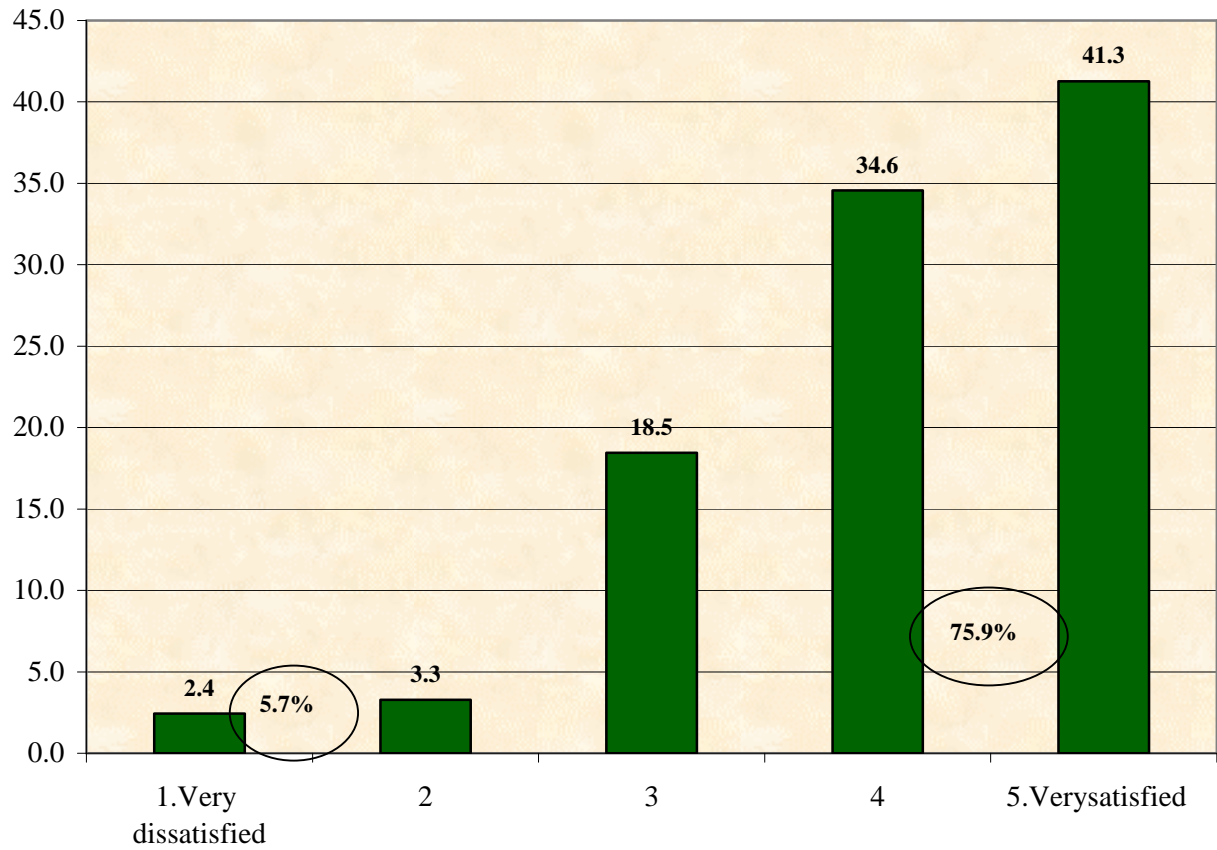
B2. Please indicate your level of satisfaction with City services in the following areas. Use a 1 to 5 scale where 1 is “Very dissatisfied” and 5 is “Very satisfied”.



The chart to follow shows the distribution of frequency response for the individual services.

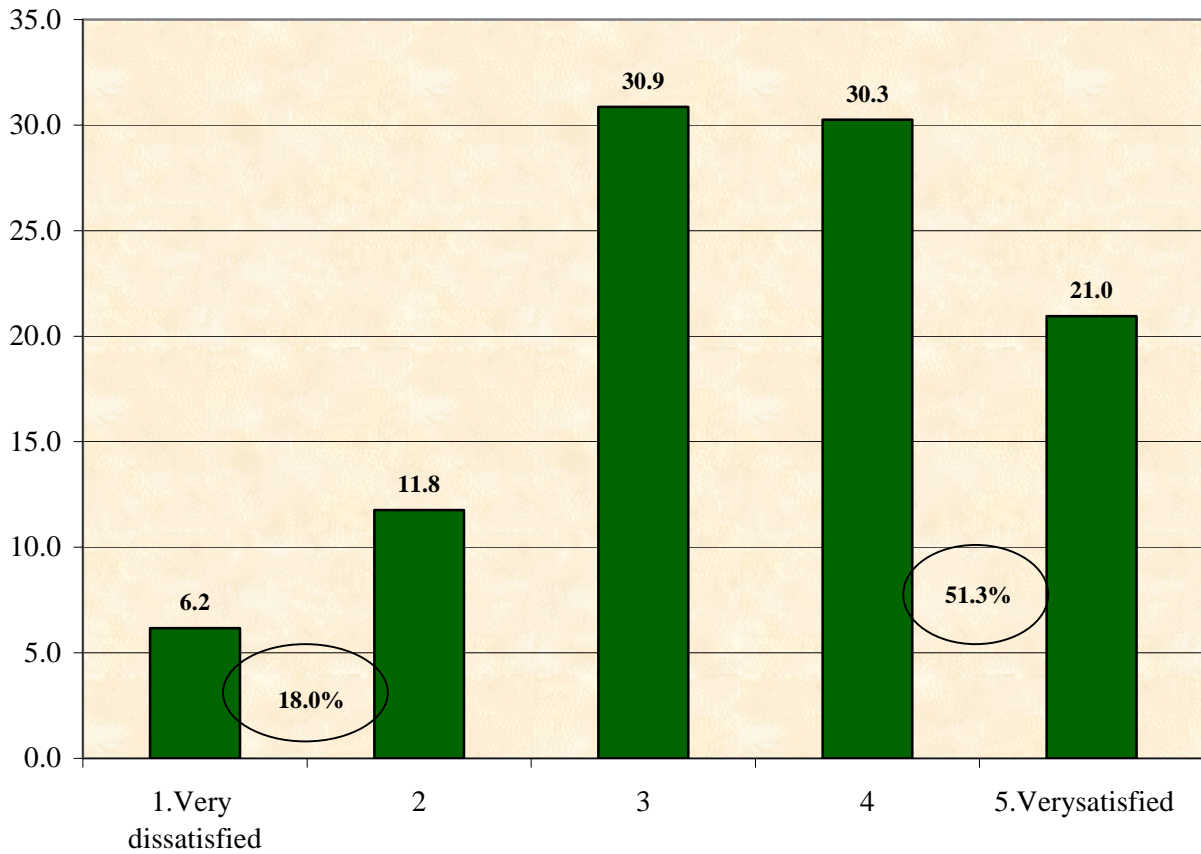
B2a.Garbagecollection

B2a.Garbagecollection
MeanResponseLevel=4.09



B2b.Recycling

B2b.Recycling
MeanResponseLevel=3.48



Statistically Significant Demographics

Age

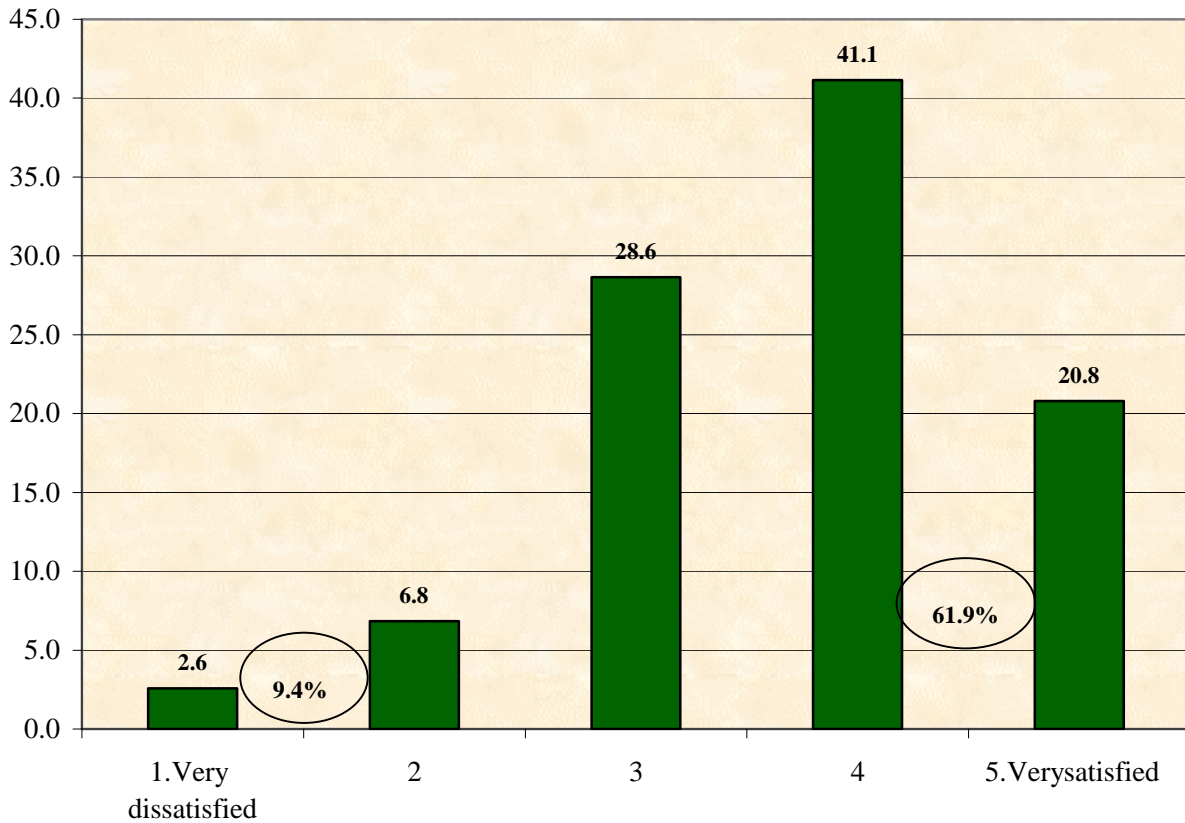
Satisfaction with recycling generally increases as age level rises.

Income

Satisfaction with recycling declines steadily as income level rises.

B2c.Policeservice

B2c.Policeservice
MeanResponseLevel=3.71



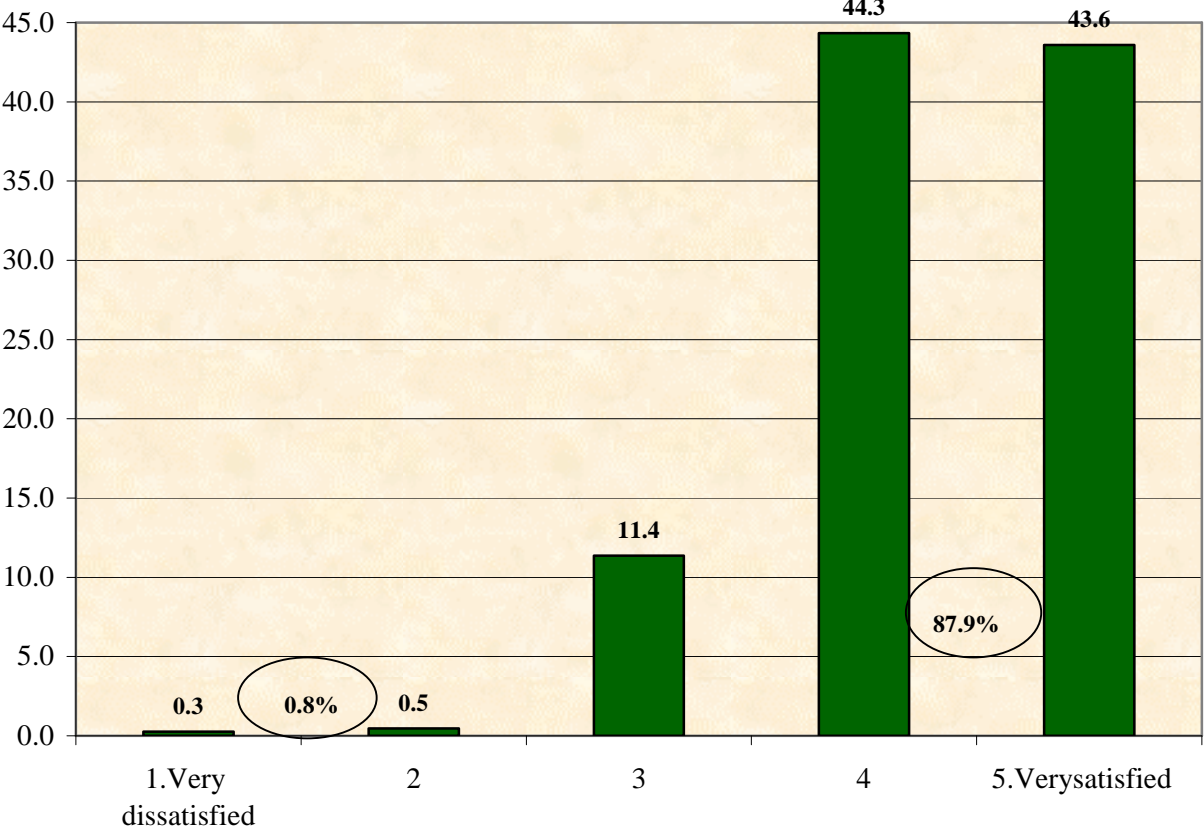
Statistically Significant Demographics

Education

Satisfaction with police service generally declines as respondents' education level rises—those with grade 12 or less are more satisfied than those with post-secondary diplomas or degrees.

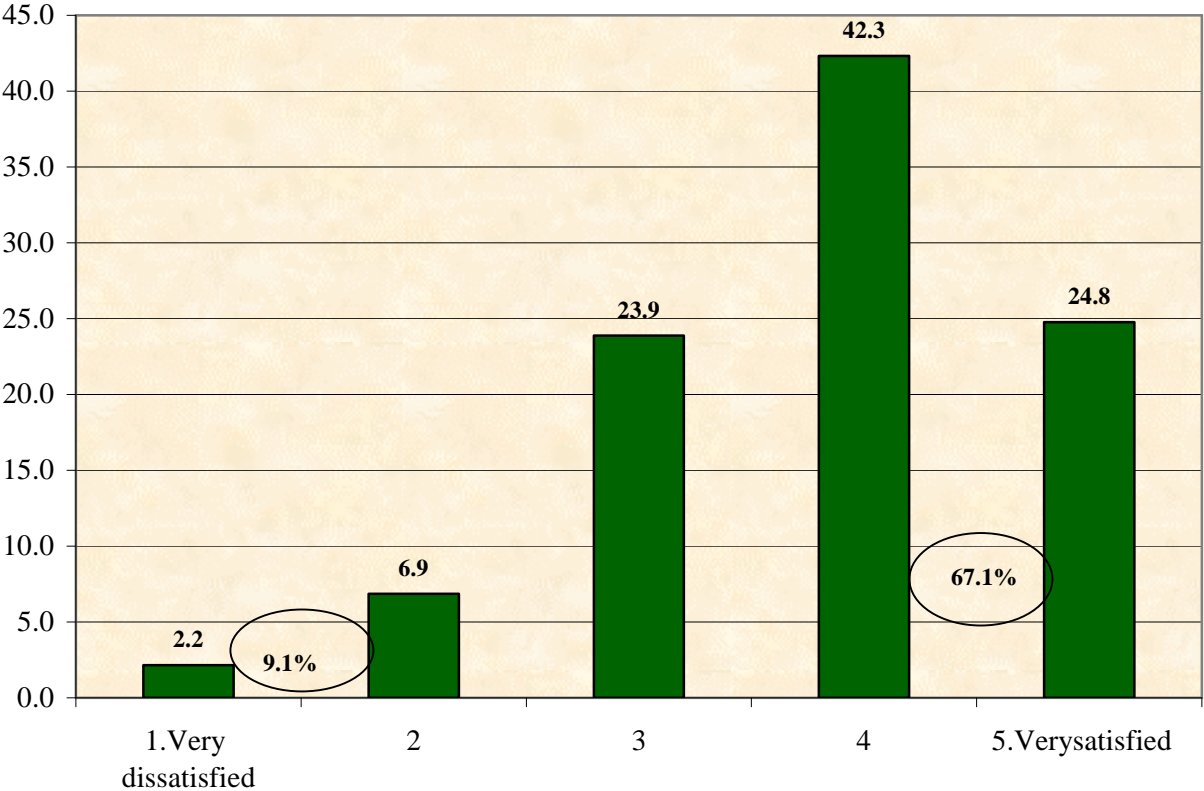
B2d.Fireservice

B2d.Fireservice
MeanResponseLevel=4.31

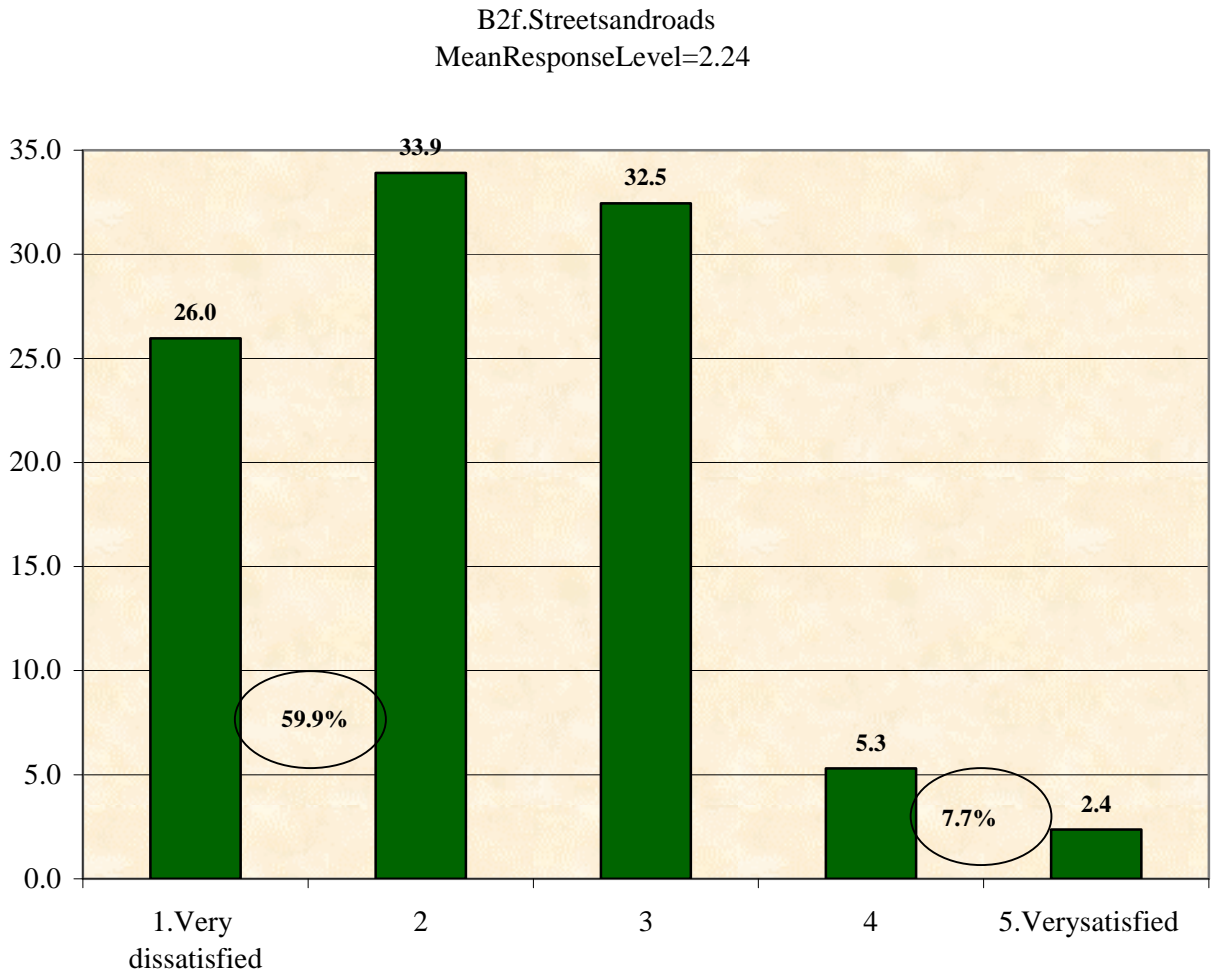


B2e.Waterandsewer

B2e.Waterandsewer
MeanResponseLevel=3.81



B2f.Streetsandroads



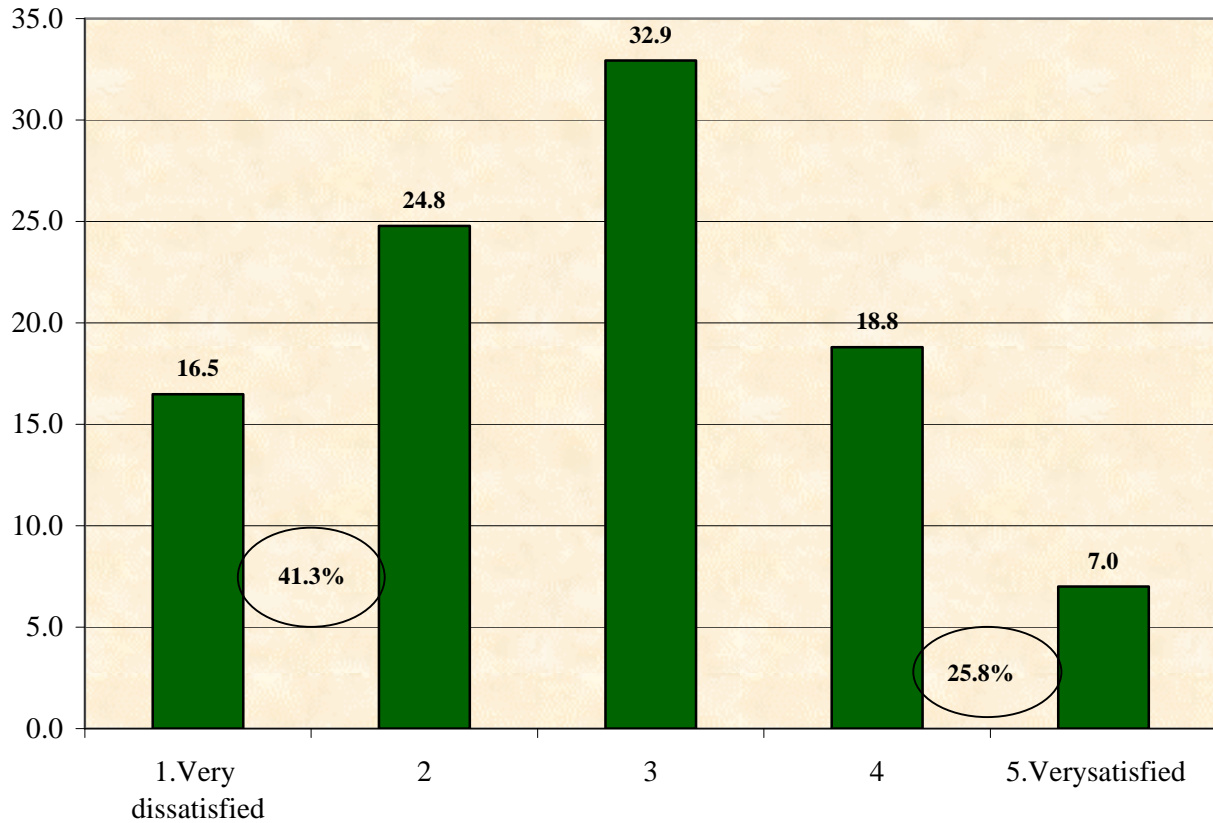
Statistically Significant Demographics

Education

Satisfaction with streets and roads—generally very low—is highest among those with less than grade 12 and those with university degrees.

B2g.Snowremoval

B2g.Snowremoval
MeanResponseLevel=2.75



Statistically Significant Demographics

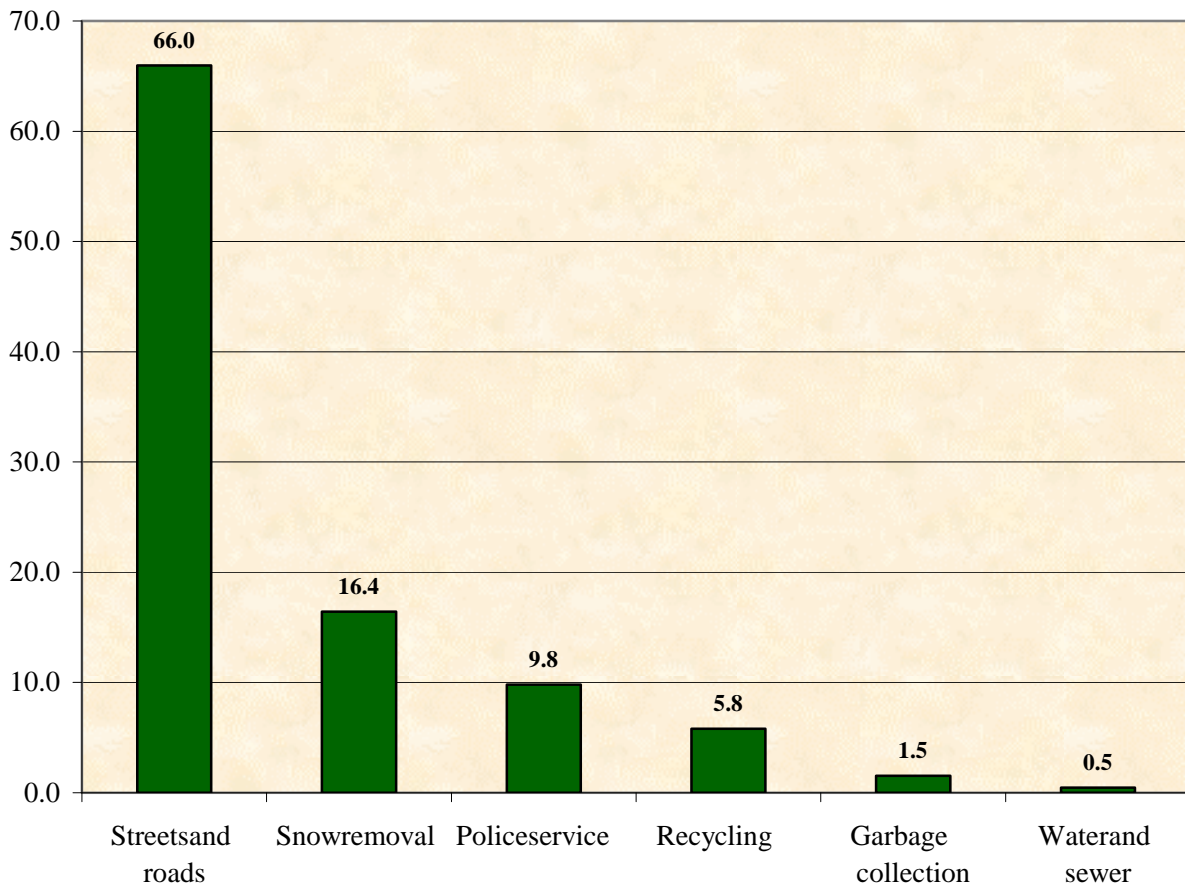
Education

Satisfaction with snow removal is highest among those with less than grade 12 and those with university degrees.

B3. Which one of these basic services does the City need to improve most?

Just as streets and roads received a very low satisfaction rating, it is the area the City most needs to improve, by an overwhelming majority. Similarly, snow removal ranked second as a service improvement need, in line with the low level of satisfaction expressed by residents above.

B3. Which one of these basic services does the City need to improve most?

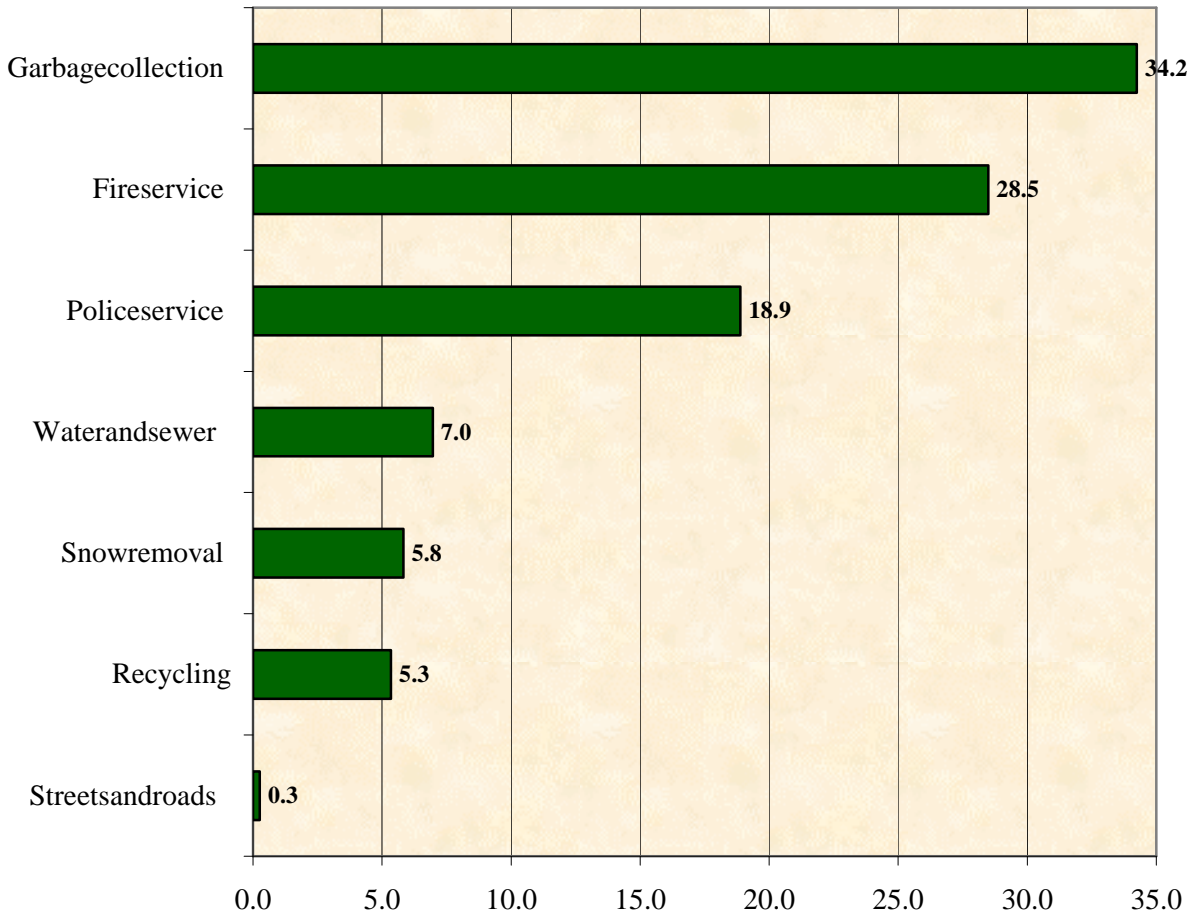


B4. Which one of these basic services does the City do best?

Garbage collection leapt a head of fire service as the choice of which basic service the City does best.

Virtually no one identified streets and roads as the City's best efforts, reinforcing the other survey findings above.

B4. Which one of these basic services does the City do best?



Statistically Significant Demographics

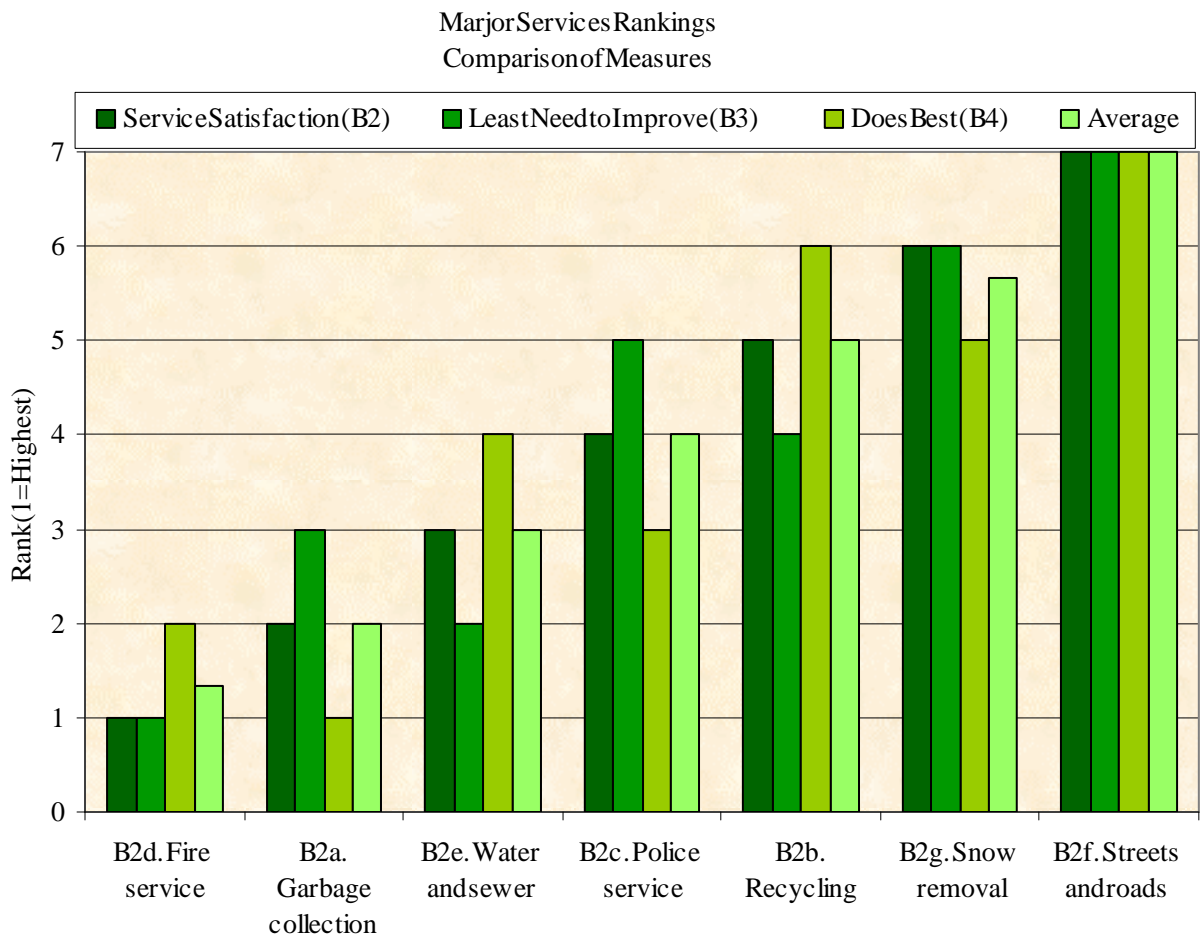
Owners/Renters

The services that renters tend to like the best are recycling, snow removal, and fire service, while the services that home owners tend to like the best are water and sewer, police service, and garbage collection.

Satisfaction with Major Services

The ranking for B3 was reversed to align with the ranking in B2 and B4, thus B3 becomes the service the City **least** needs to improve for purposes of analysis in the chart below. Rankings for these seven major service areas are compared and averaged.

- Streets and roads is the obvious service area where improvements need to be made, ranking last by all measures.
- Conversely, fire service is much appreciated and no top priority for service improvement.



B5. Are you satisfied or dissatisfied with the following City services? Use a 1 to 5 scale where 1 is “Very dissatisfied” and 5 is “Very satisfied”.

Among City services in a range of categories, the one that is most used by far – City parks – is also clearly the highest rated.

Public golf courses, which ranked fourth in level of use, ranks second in client satisfaction.

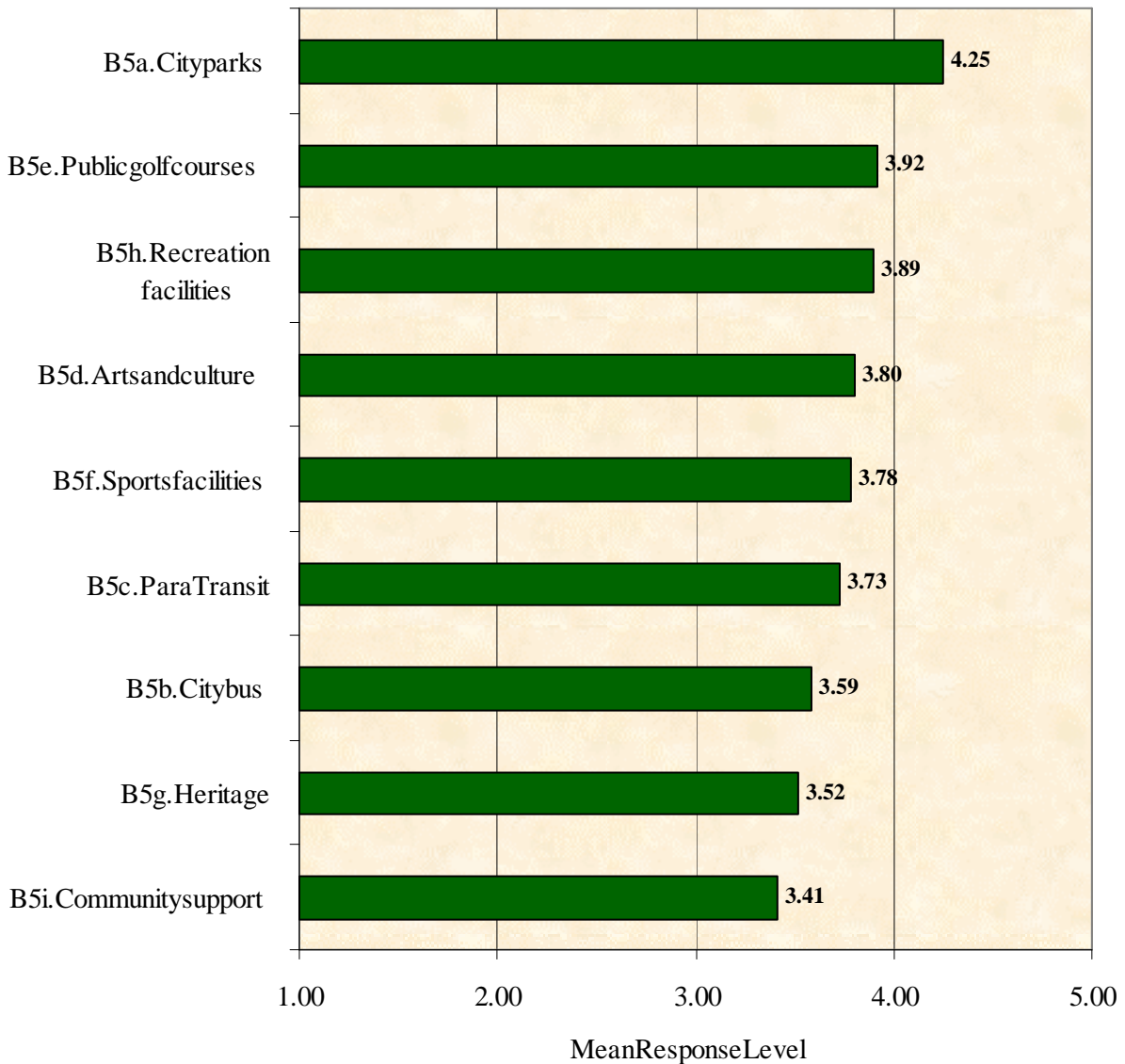
All service areas identified in the survey enjoy a high level of satisfaction among residents.

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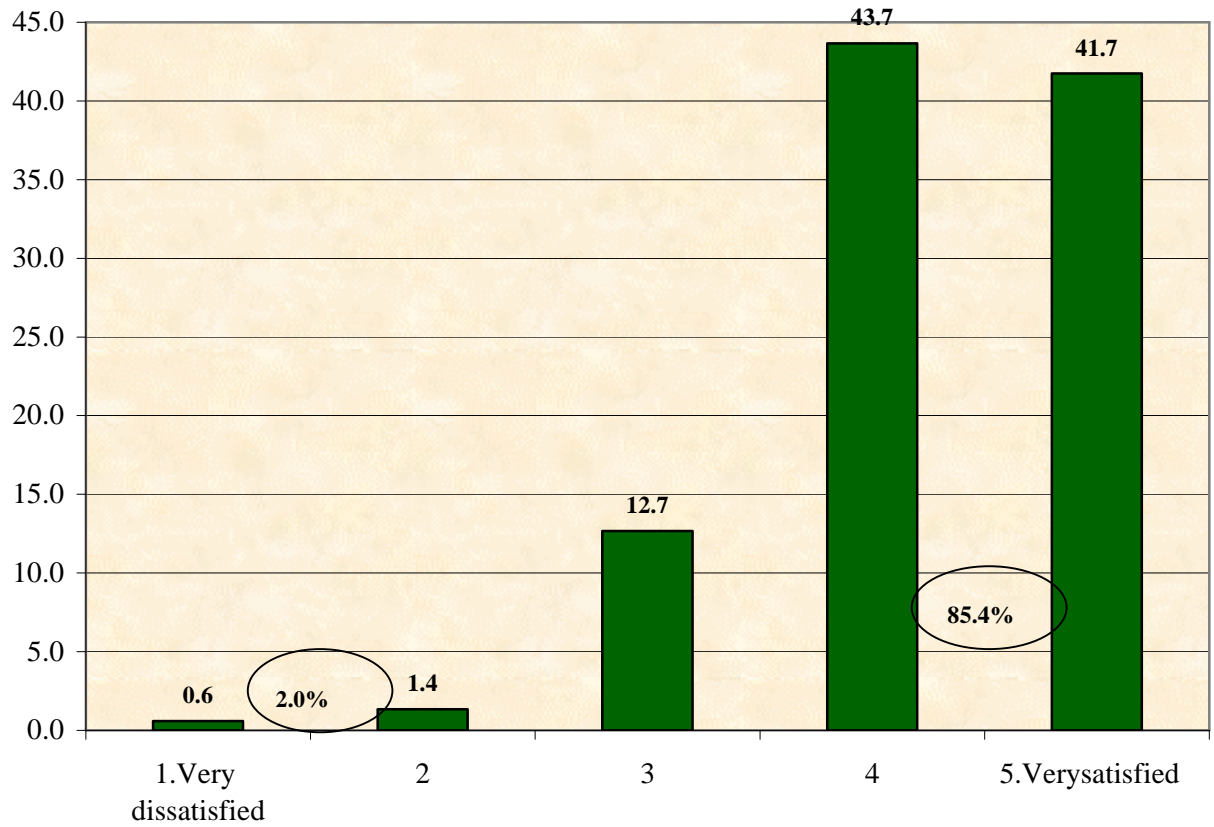
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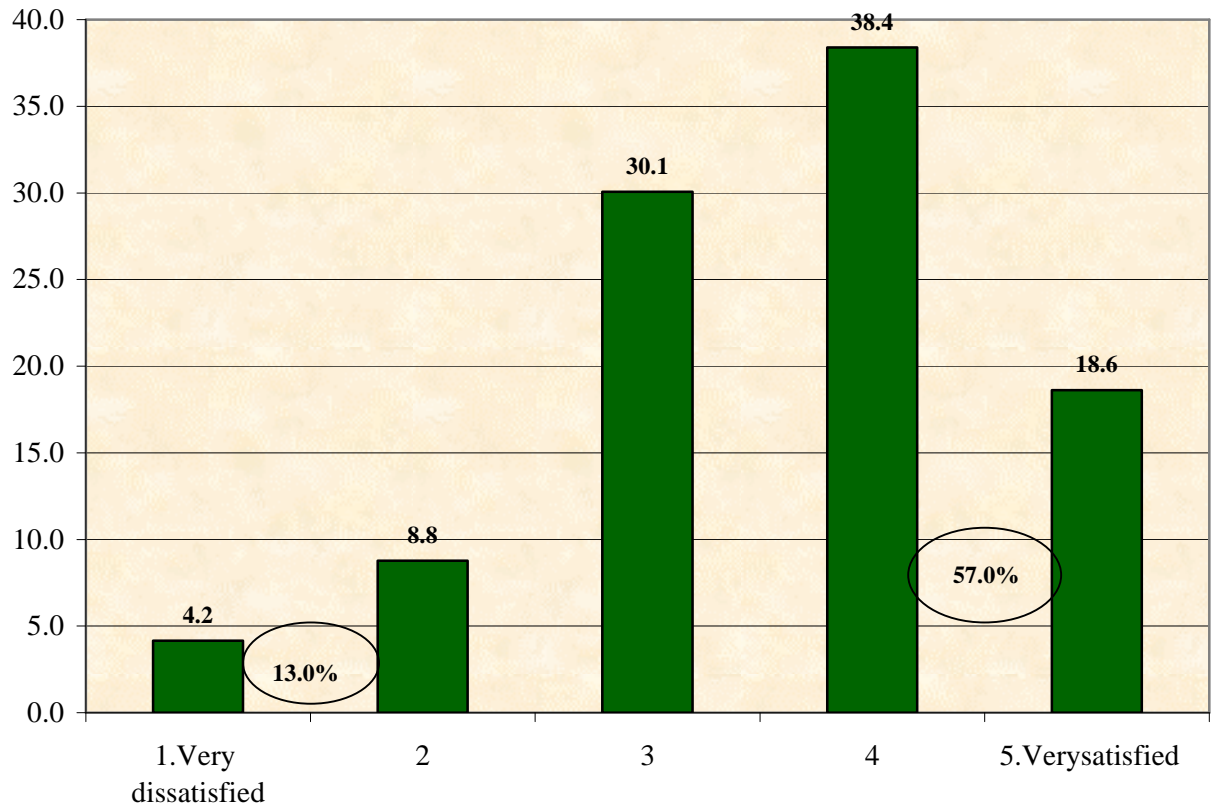
B5a.Cityparks

B5a.Cityparks
MeanResponseLevel=4.25



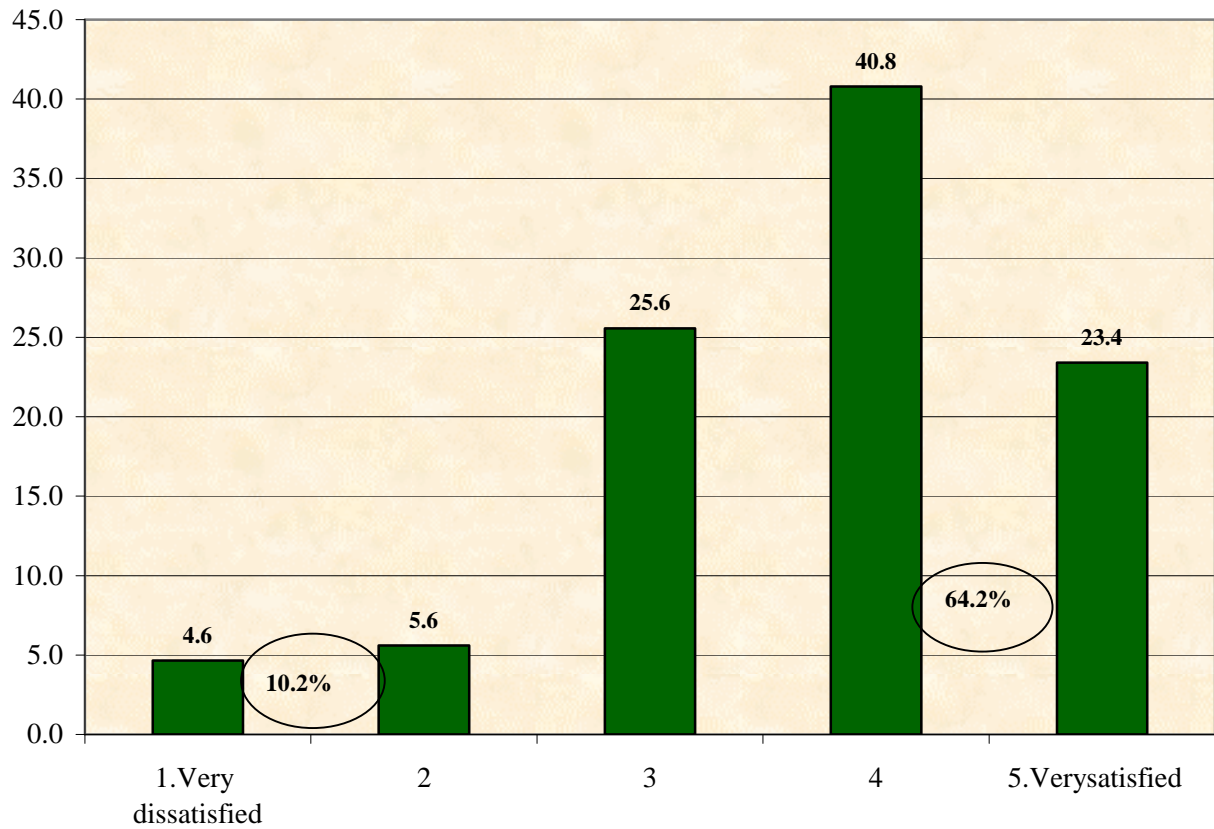
B5b.Citybus

B5b.Citybus
MeanResponseLevel=3.59



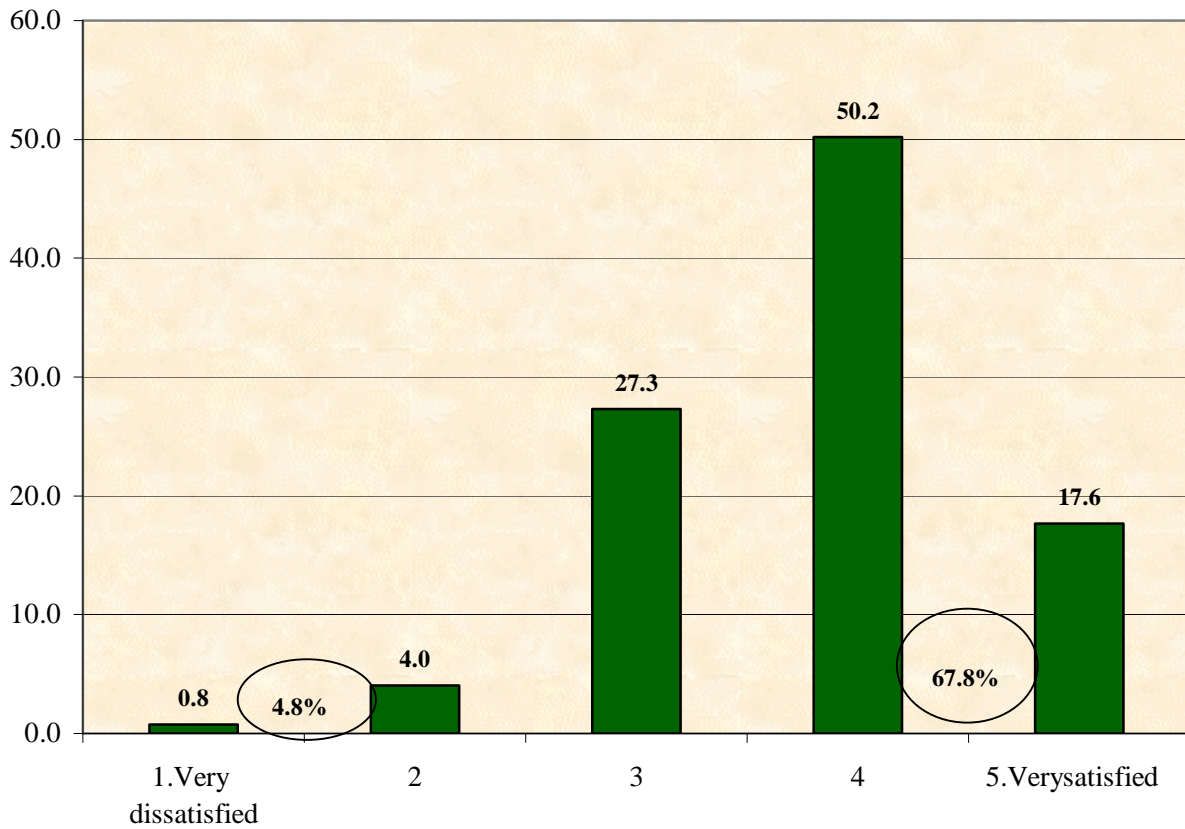
B5c.ParaTransit

B5c.ParaTransit
MeanResponseLevel=3.73



B5d.Artsandculture

B5d.Artsandculture
MeanResponseLevel=3.80

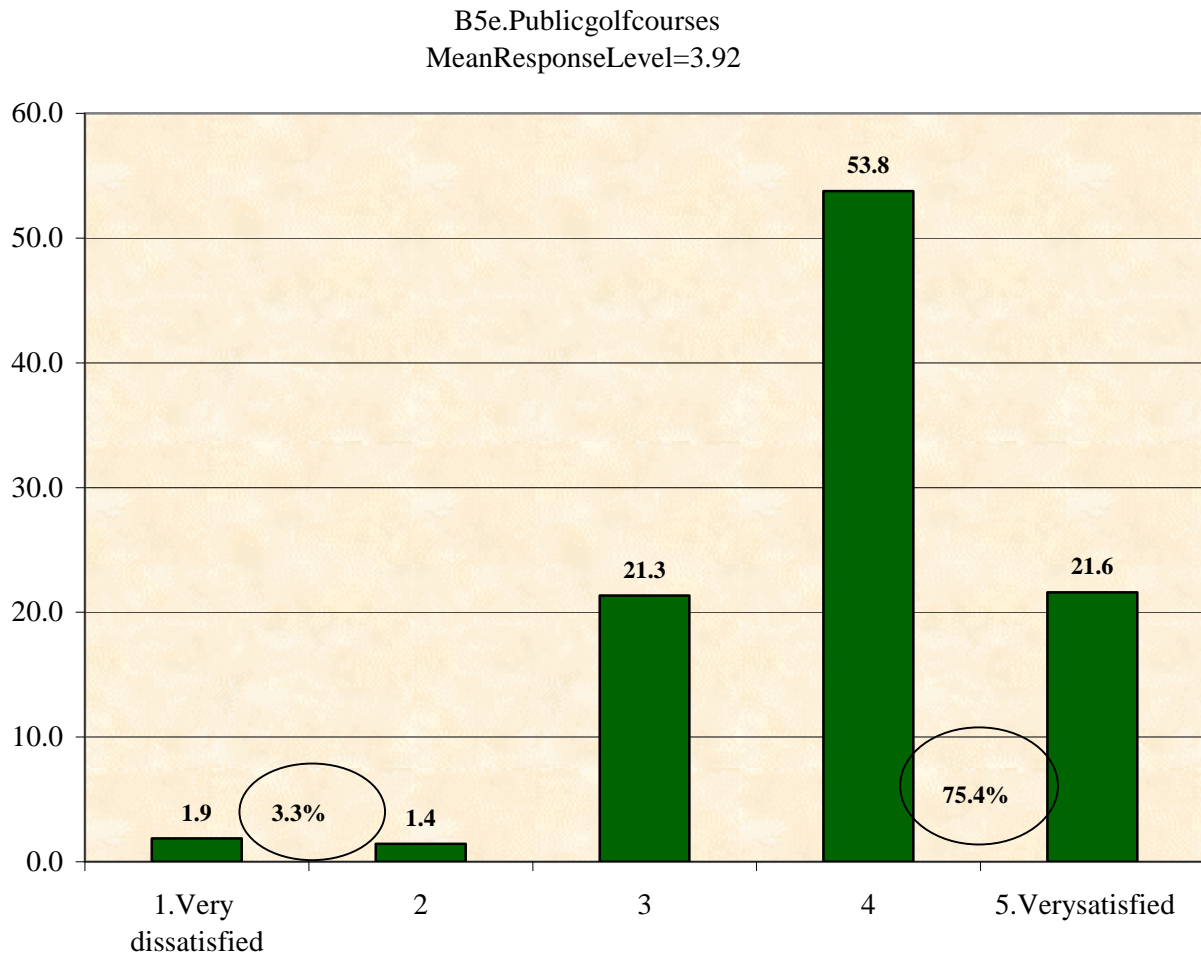


Statistically Significant Demographics

Gender

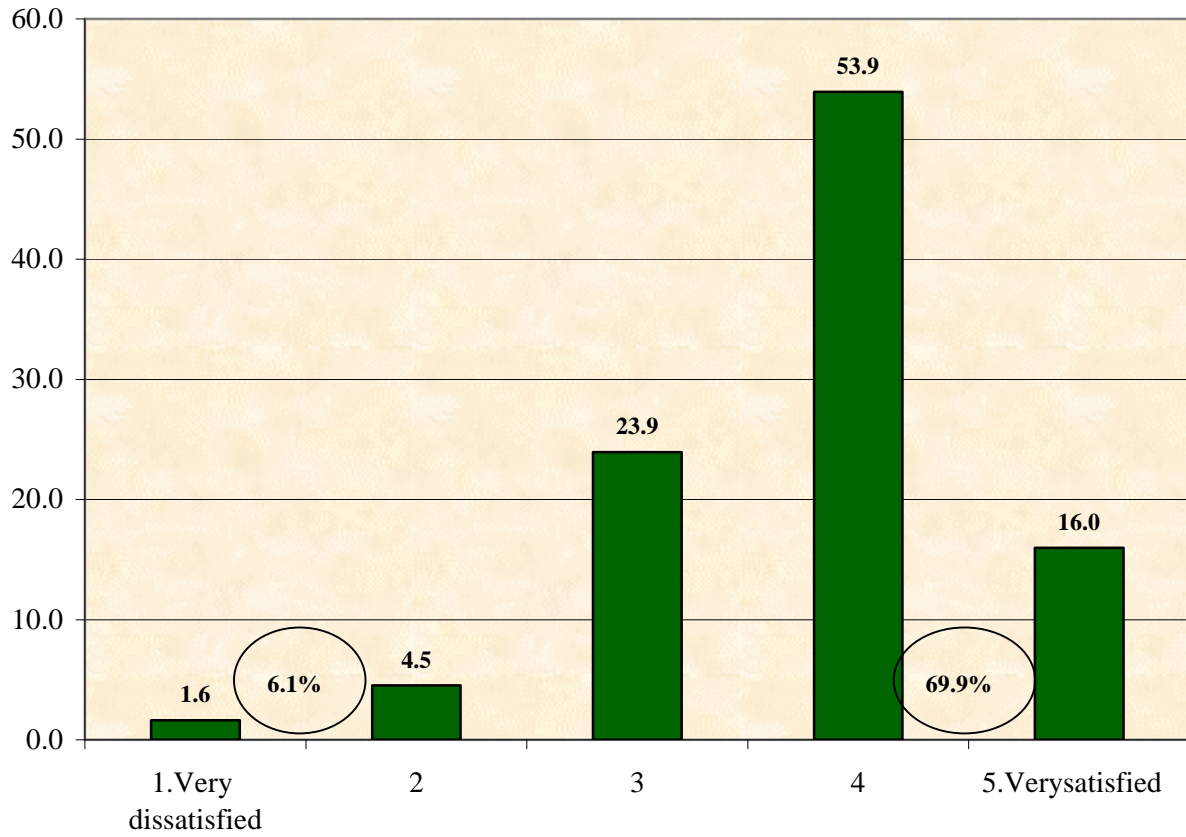
Satisfaction with the City's involvement in arts and culture is higher among females.

B5e.Publicgolfcourses



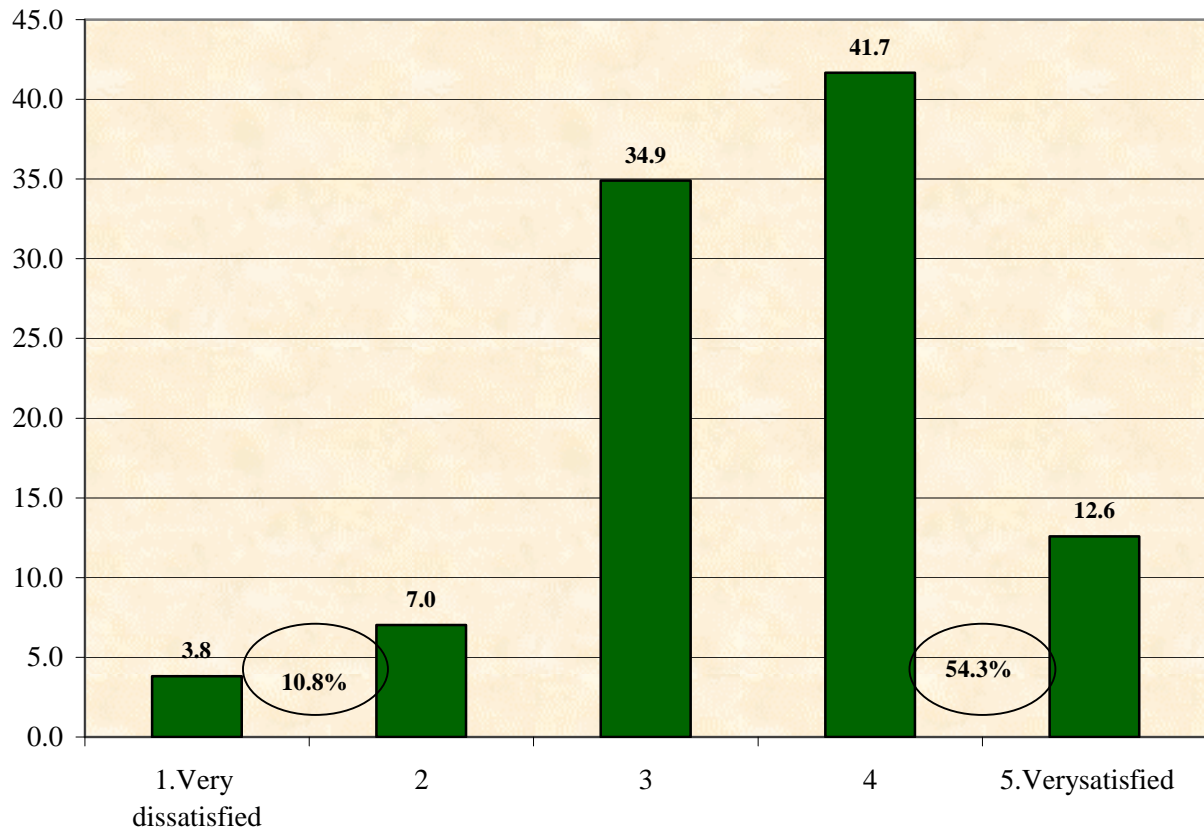
B5f.Sportsfacilities(rinks,diamonds,fields,co urts)

B5f.Sportsfacilities(rinks,diamonds,fields,co urts)
MeanResponseLevel=3.78



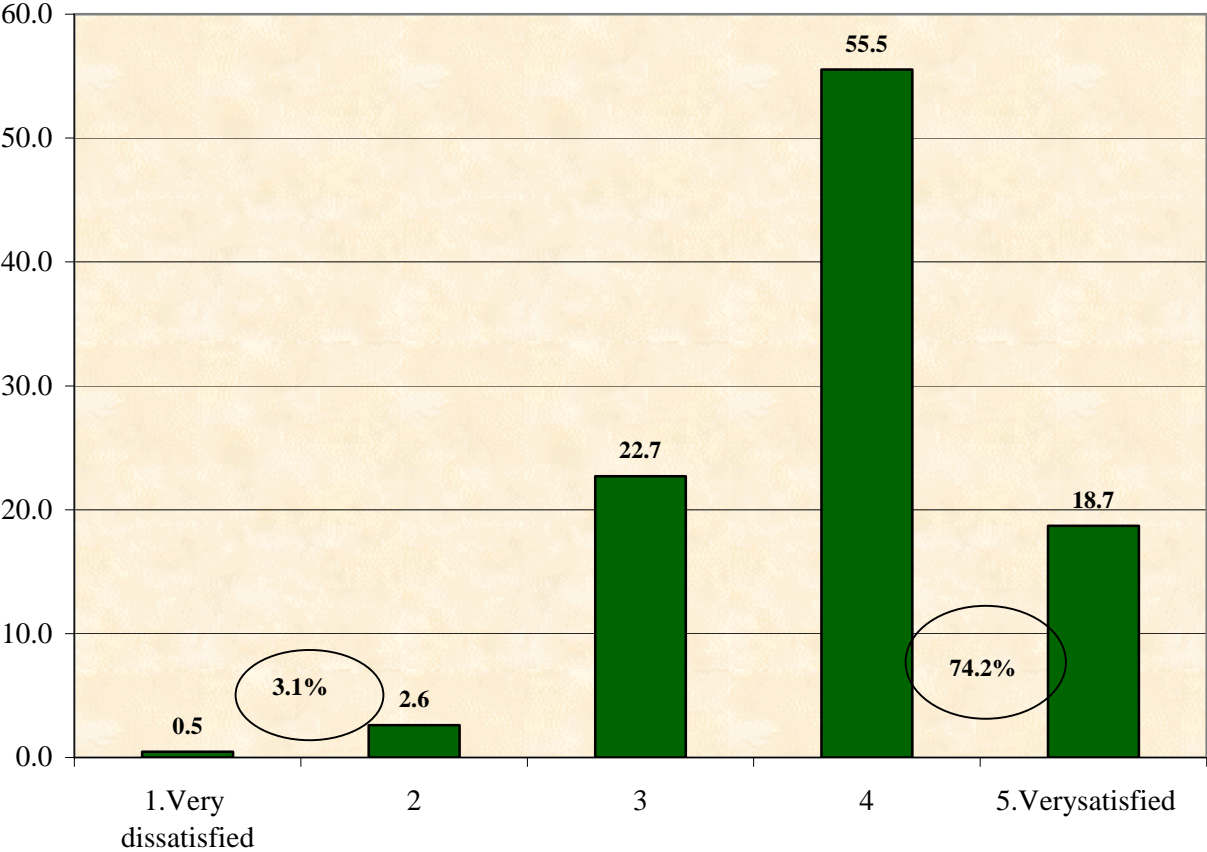
B5g.Heritage

B5g.Heritage
MeanResponseLevel=3.52



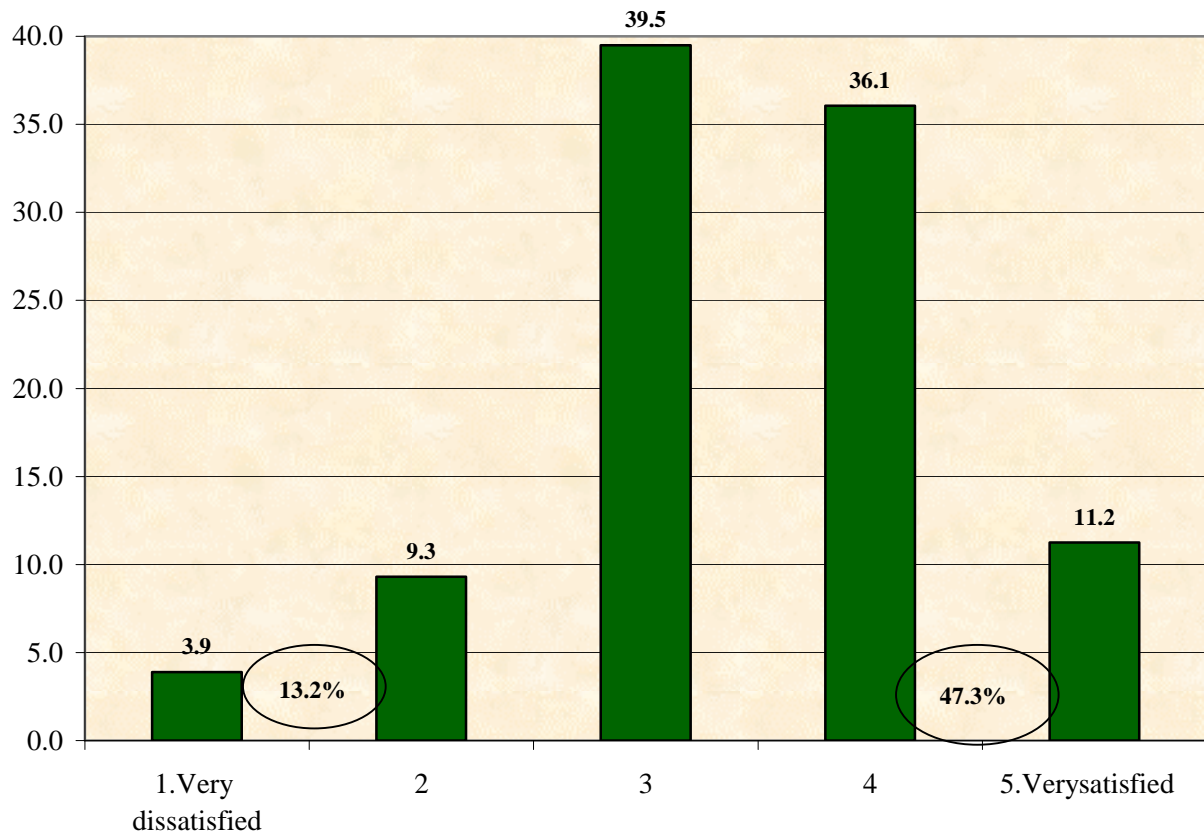
B5h.Recreationfacilities(pools,communitycentre s)

B5h.Recreationfacilities(pools,communitycentre s)
MeanResponseLevel=3.89



B5i.Communitysupport(e.g.grants,sponsorships, donations)

B5i.Communitysupport(e.g.grants,sponsorships, donations)
MeanResponseLevel=3.41

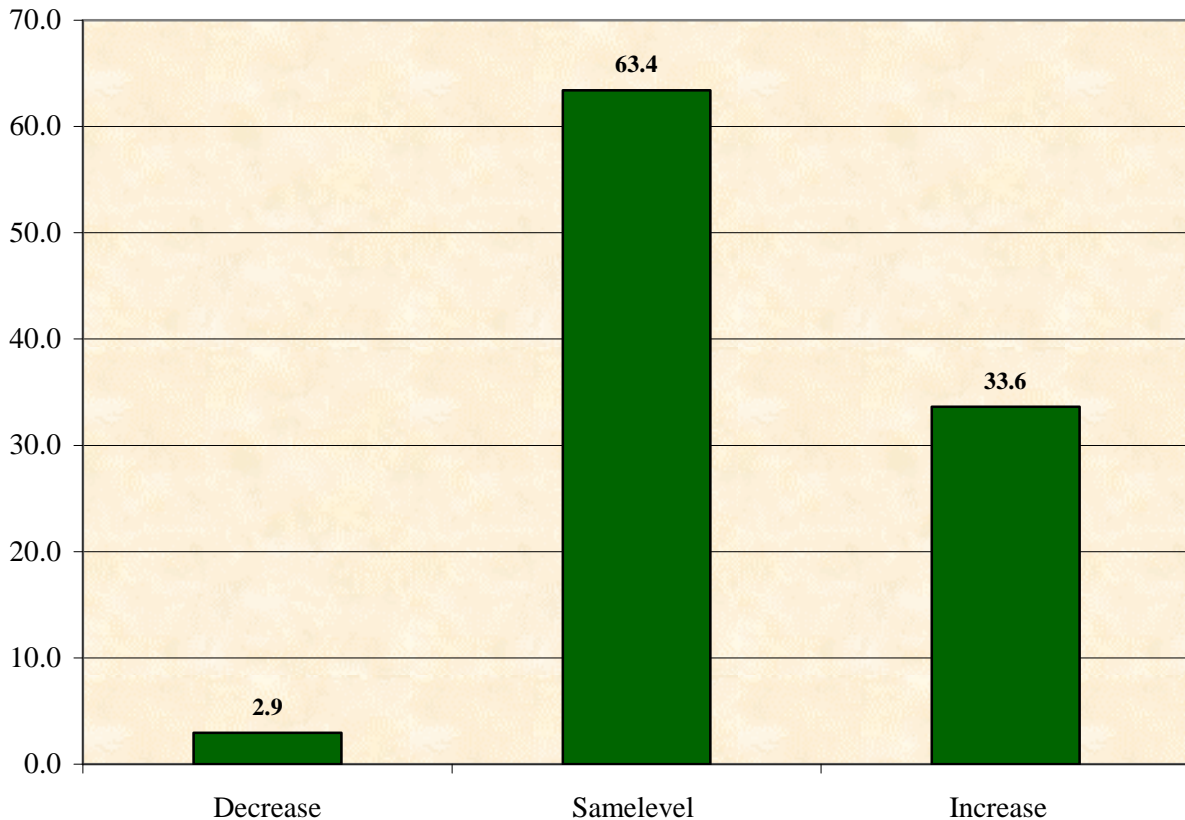


B6. Thinking of the LEVEL of service currently provided by the City of Regina, do you think the City should increase services, decrease services, or keep them at about the same level?

Generally, Regina residents appear content with the level of services provided to them, with nearly two-thirds (63%) suggesting the status quo or service level.

- However, there is an overwhelming bias toward increasing the level of services among the remaining third of the population.
- As a result, almost all respondents (97%) would appear not to be supportive of service cuts, which is consistent with the previous survey that showed 90% of respondents were generally supportive of the existing level of services.

B6. Thinking of the LEVEL of service currently provided by the City of Regina, do you think the City should increase services, decrease services, or keep them at about the same level?



Statistically Significant Demographics

Owners/Renters

Renters are much more likely than homeowners to suggest the need for increased services.

Residence Location

Residents of the northeast, central, and northwest parts of the city lean toward increasing services.

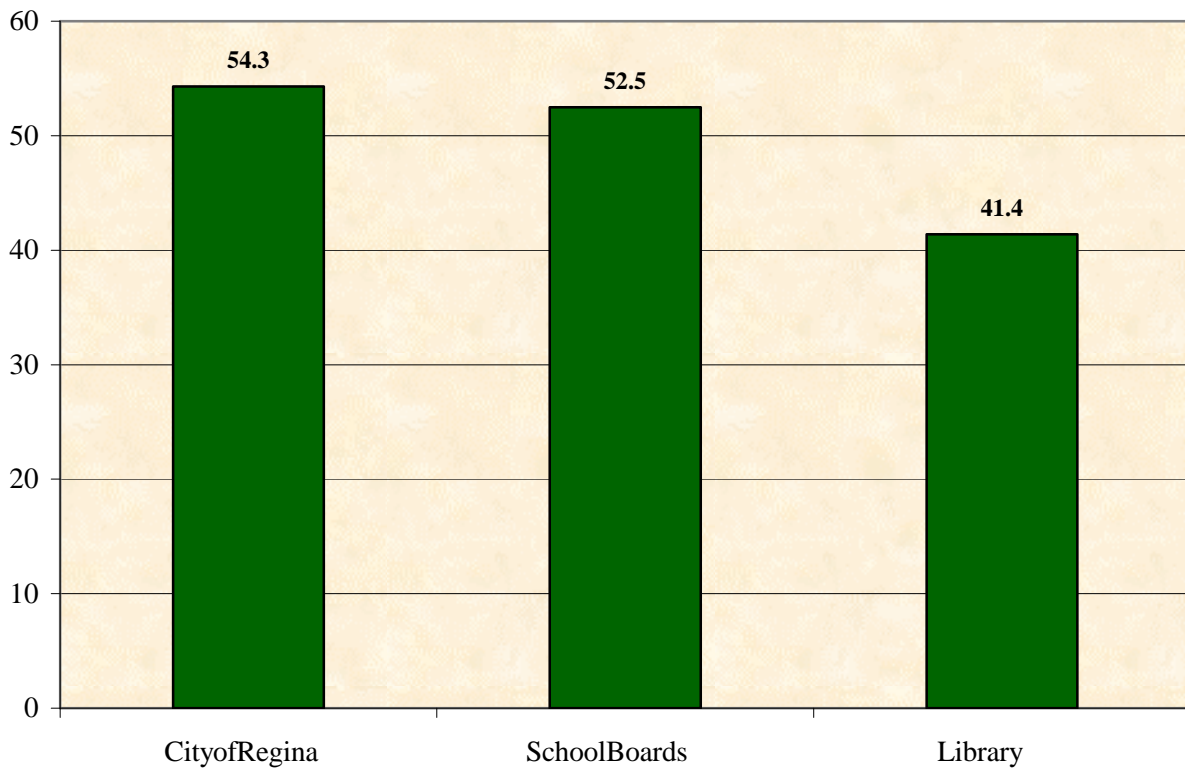
SECTION C: Taxation

C1. Can you name the local authorities that levy taxes on property in Regina?

When asked to name the (three) taxing authorities, a substantial proportion of Regina residents was able to identify each of the three.

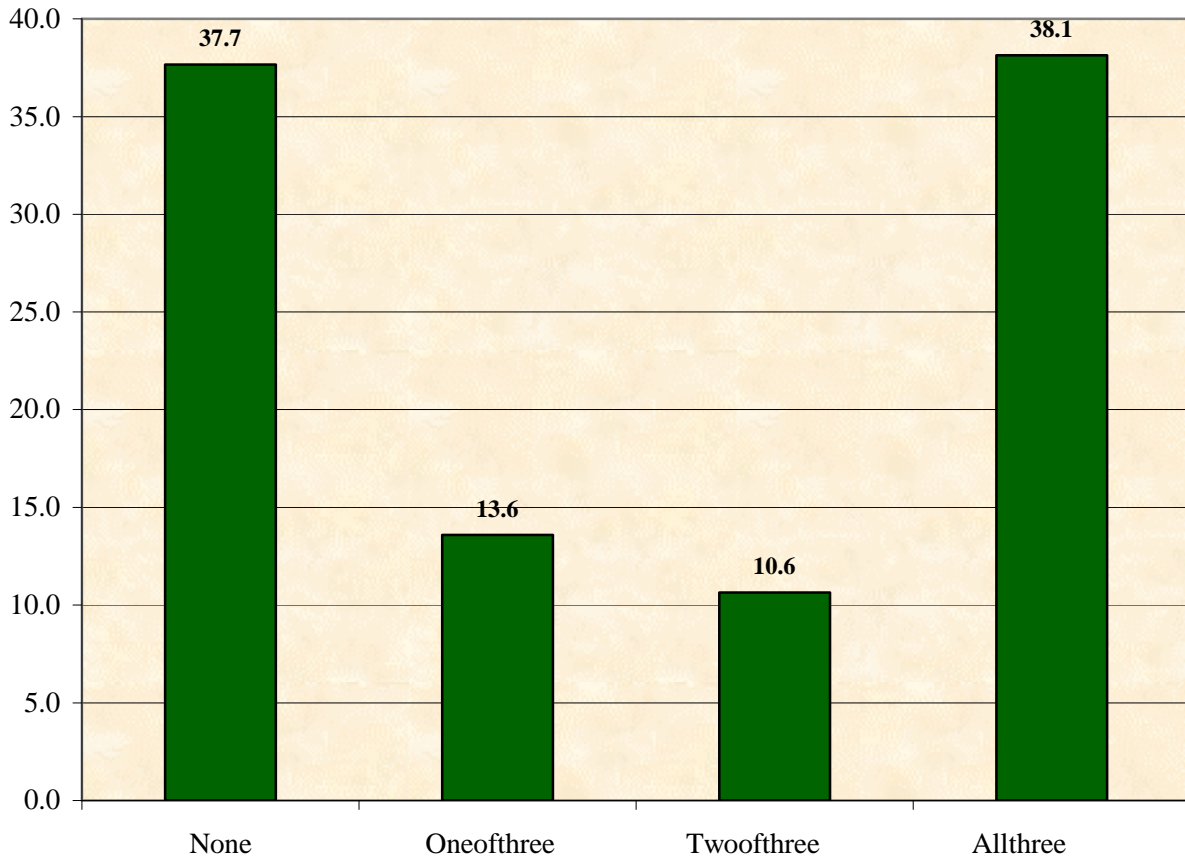
- A majority (54%) identified the City, followed closely by school boards (53%).
- Even the Public Library was identified by a large proportion (41%), perhaps because of its recent public focus on its function and future role.

Identification of Individual Taxing Authorities
% that correctly named each one



A substantial proportion (38%) of Regina was able to correctly identify all three taxing authorities, while a similar proportion could not get any (chart below).

Identification of Taxing Authorities
% that identified proportions of all three



Statistically Significant Demographics

Gender

Males are more likely than females to identify each of the taxing authorities.

Education

The ability to identify the City and school boards as taxing authorities increases as education level rises.

Age

Identification of each of the taxing authorities in declines somewhat. In all cases, those aged 18 to 29 were, by far, the least able to correctly identify taxing authorities.

Increases with age to about age 60, and then declines.

Income

Identification of each of the taxing authorities in

increases as income level rises.

Owners/Renters

Homeowners are far better at identifying each of the

taxing authorities than are renters.

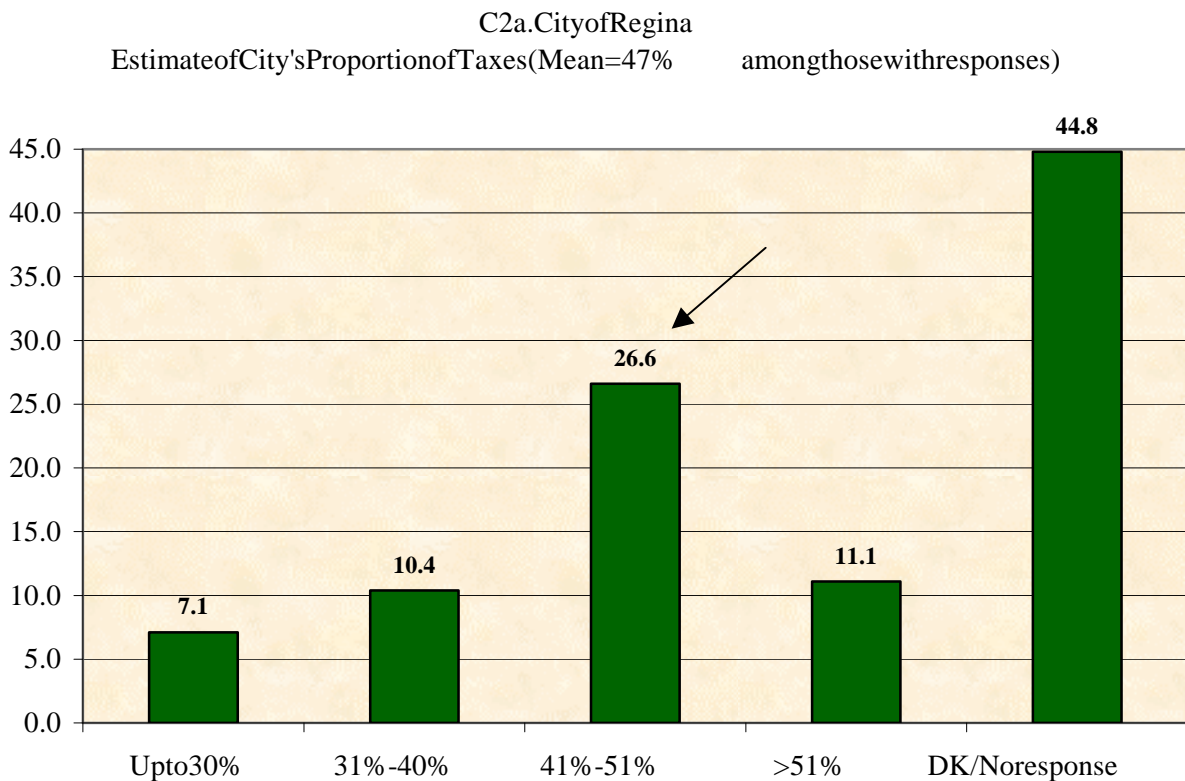
C2. What percentage of total property tax goes to the City, the School Boards, and the Library? the...

What percentage of property tax goes to

C2a. City of Regina

More than half (53%) of respondents ventured a guess as to what percentage of property tax goes to the City.

Since the 'correct' figure is 46%, data were regrouped to capture responses that came **within five percent**. Thus, more than a quarter (27%) of Regina respondents were able to estimate the City's proportion of the tax bill within five percent.



While exact comparisons to last year's survey are not possible, it appears that the level of awareness of the City's portion of the tax bill has increased somewhat. The non-responder rate is virtually the same as last year.

Statistically Significant Demographics

Gender

Males are more likely than females to correctly estimate the City's portion.

Owners/Renters

Homeowners are much better able to correctly estimate the City's portion of the tax bill than are renters.

C2b.SchoolBoards

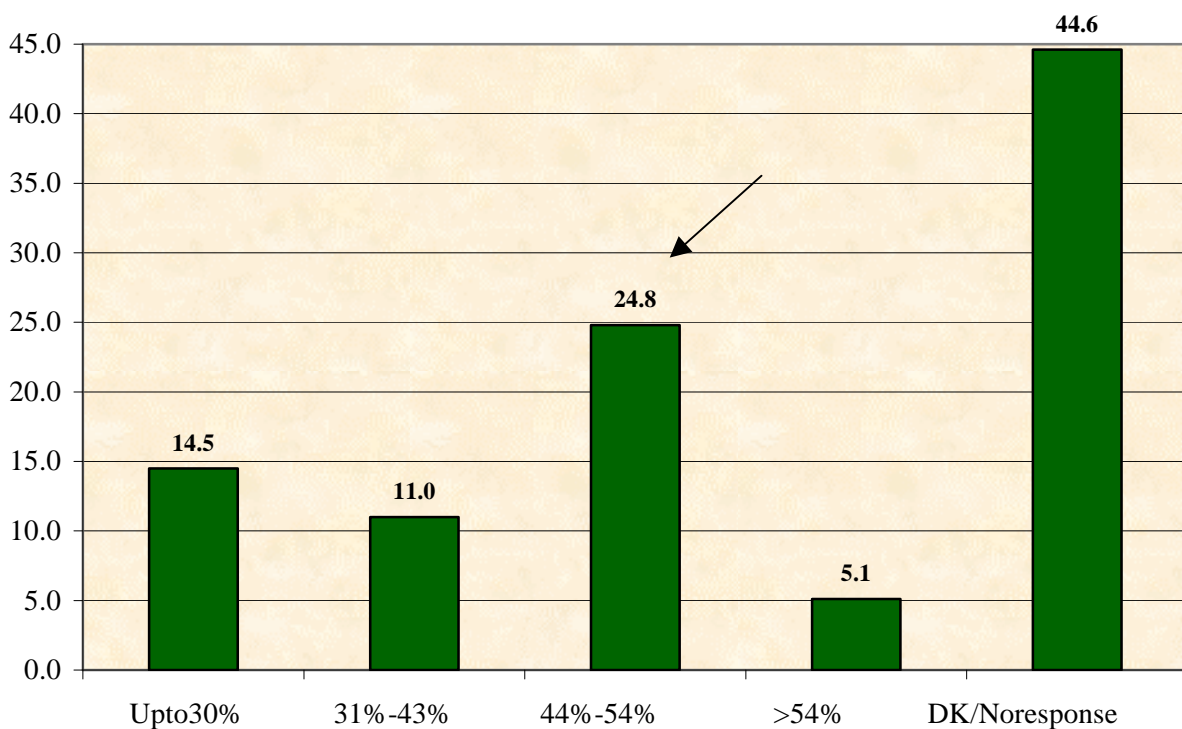
A majority (55%) of respondents tried to estimate

the proportion of taxes going to school boards.

Data were grouped to capture responses that came within five percent. Thus, a quarter (25%) of residents were able to estimate the tax bill within five percent.

within five percent of the 'correct' value of the school boards' proportion of

C2b.SchoolBoards
Estimate of School Boards' Proportion of Taxes (Mean responses) n=41% among those with responses)



Statistically Significant Demographics

Gender

Males are more likely than females to correctly

estimate the school boards' portion.

Owners/Renters

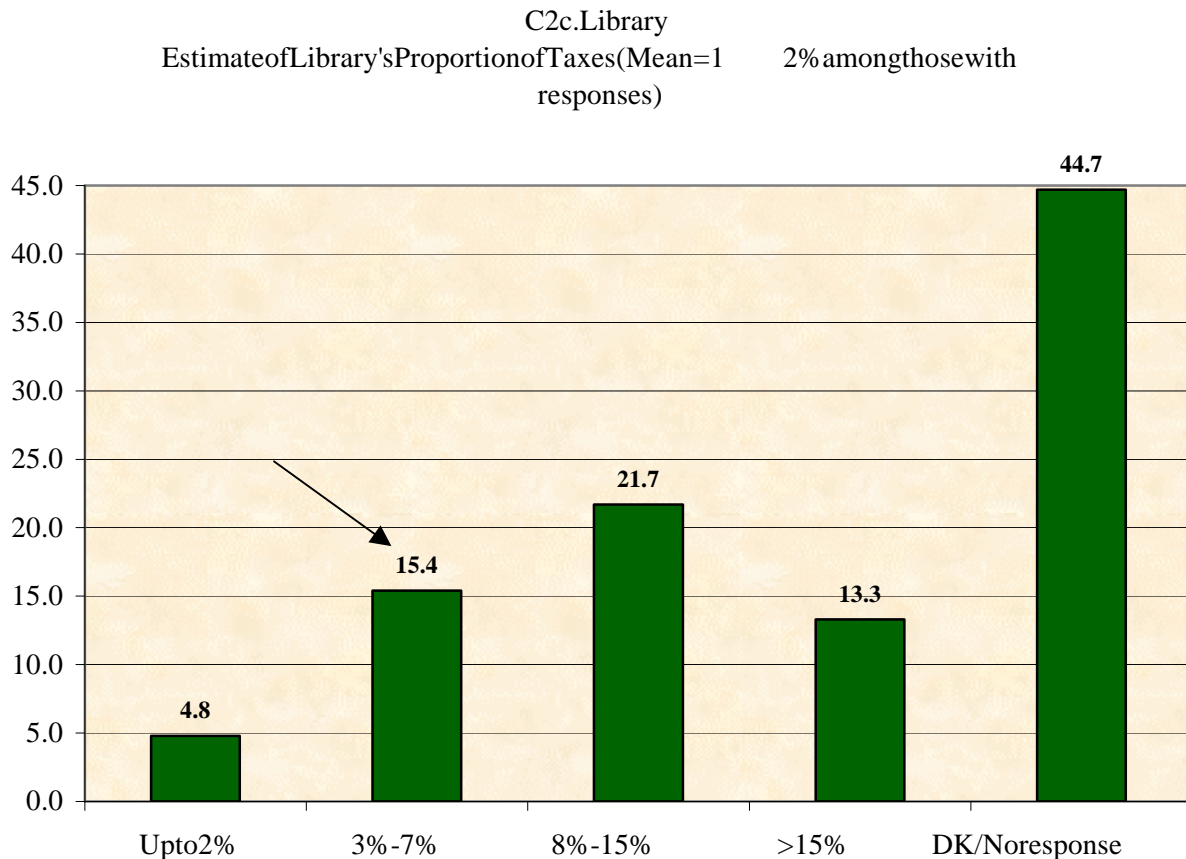
Homeowners are much better able to correctly estimate

the school boards' portion of the tax bill than renters.

C2c.Library

A majority (55%) of respondents guessed at the proportion of the tax bill that goes to the Library.

Data were regrouped to capture responses that came within two percent of the 'correct' value of 15%. Thus, a relatively small proportion (15%) of residents was able to guess the Library's proportion of the tax bill within two percent.



Statistically Significant Demographics

Gender

Males are more likely than females to correctly estimate the Library's portion.

Owners/Renters

Homeowners are much better able to correctly estimate the Library's portion of the tax bill than are renters.

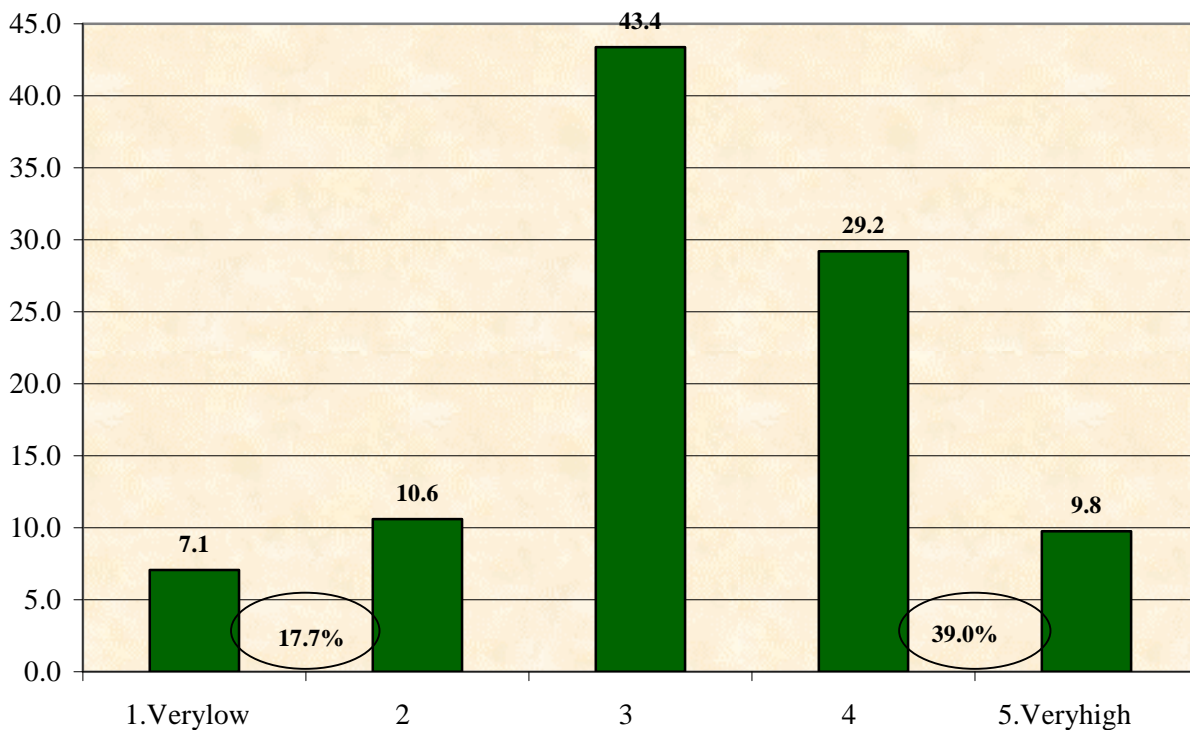
C3. Thinking of the overall level of City service, receive for your City tax dollar is high or low?

would you say the VALUE of service you

Regina residents generally consider they are getting a good value for their tax dollar.

- More than twice as many respondents (39%) are on the positive side of the scale, compared to the negative side (18%), which is reflected in an above “average” mean response level of 3.24.
- The previous survey showed that 69% of Regina residents believe they receive “good” or “very good” value for the property tax dollar. Given the difference in wording, the current results are consistent with the previous survey but likely represent a decline in their rating of service value.

C3. Thinking of the overall level of City service, would you say the VALUE of service you receive for your City tax dollar is high or low? Use a 1 to 5 scale where 1 is "Very low" and 5 is "Very high".
Mean Response Level = 3.24

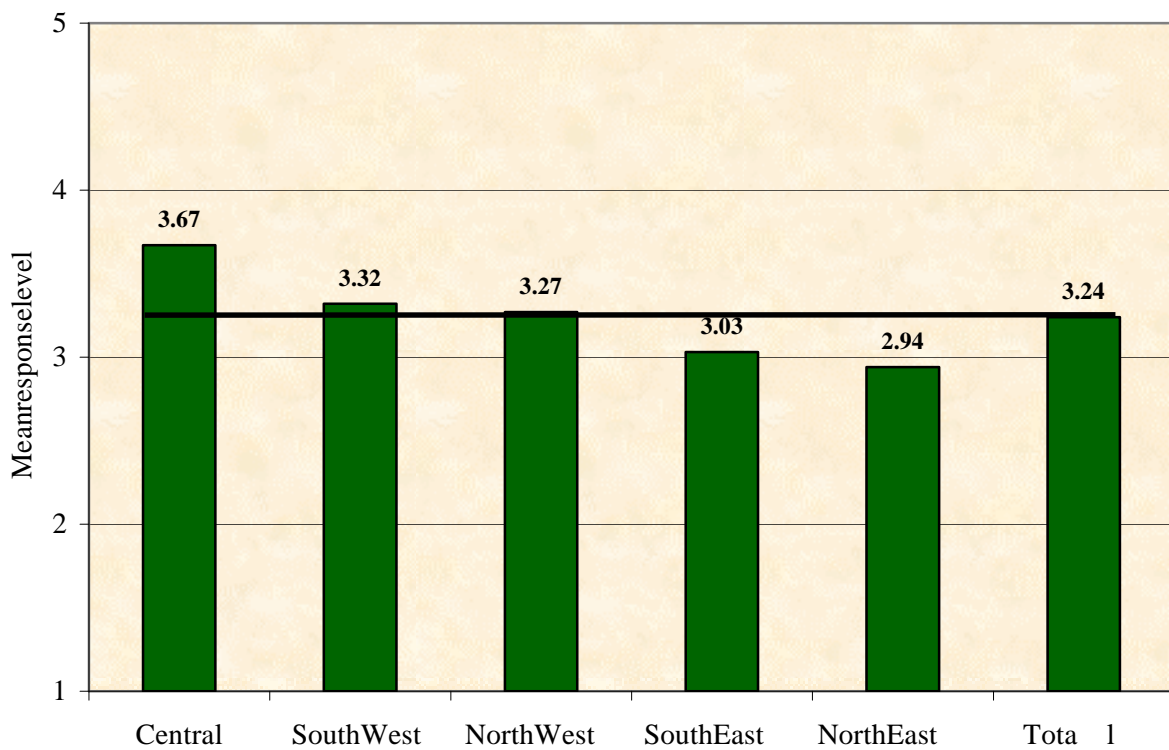


Statistically Significant Demographics

Residence Location

The chart below shows that residents of the central part of Regina have the highest opinion of getting value for their tax dollar. Residents of the northeast have the lowest opinion.

C3. Thinking of the overall level of City service, would you say the VALUE of service you receive for your City tax dollar is high or low? Use a 1 to 5 scale where 1 is "Very low" and 5 is "Very high".

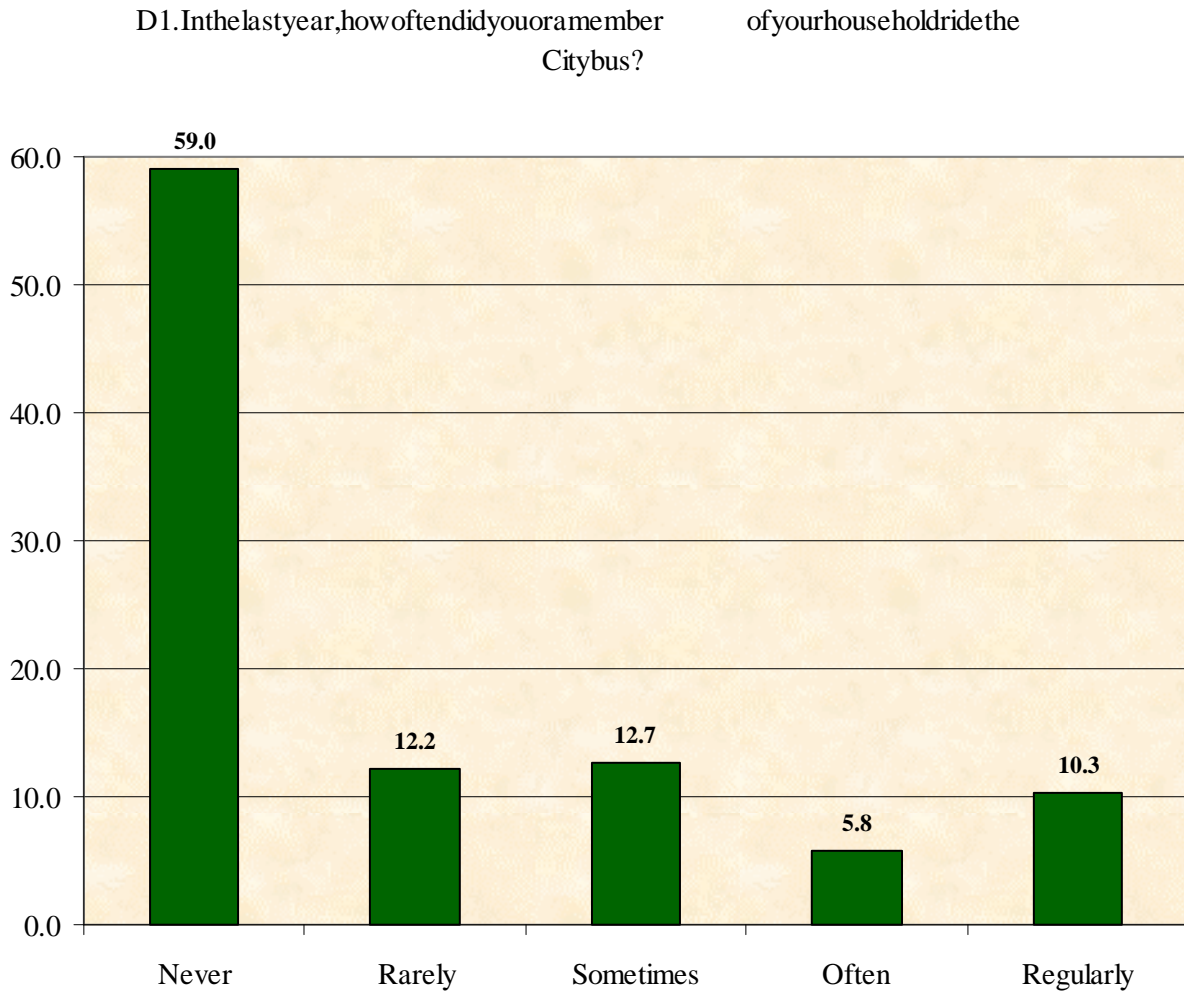


SECTION D: Transit

D1. In the last year, how often did you or a member of your household ride the City bus?

It appears that about two residents in five (41%) used the City Transit service at least once in the last year.

The ridership in the city—those using the bus at least sometimes—appear to represent about one resident in three (29%).



SECTION E: Police Service

E1. Have you had contact with the Regina Police Service over the past year?

A substantial proportion (42%) of Regina residents had contact with the police service last year.

Statistically Significant Demographics

Age

Contact with the police service generally declines as age increases.

Aboriginal

Self-identified Aboriginal people in general, and First Nations people in particular, are more likely than others to have contact with the police service.

Owners/Renters

Renters are more likely than homeowners to have contact with the police service.

Under 16 in Household

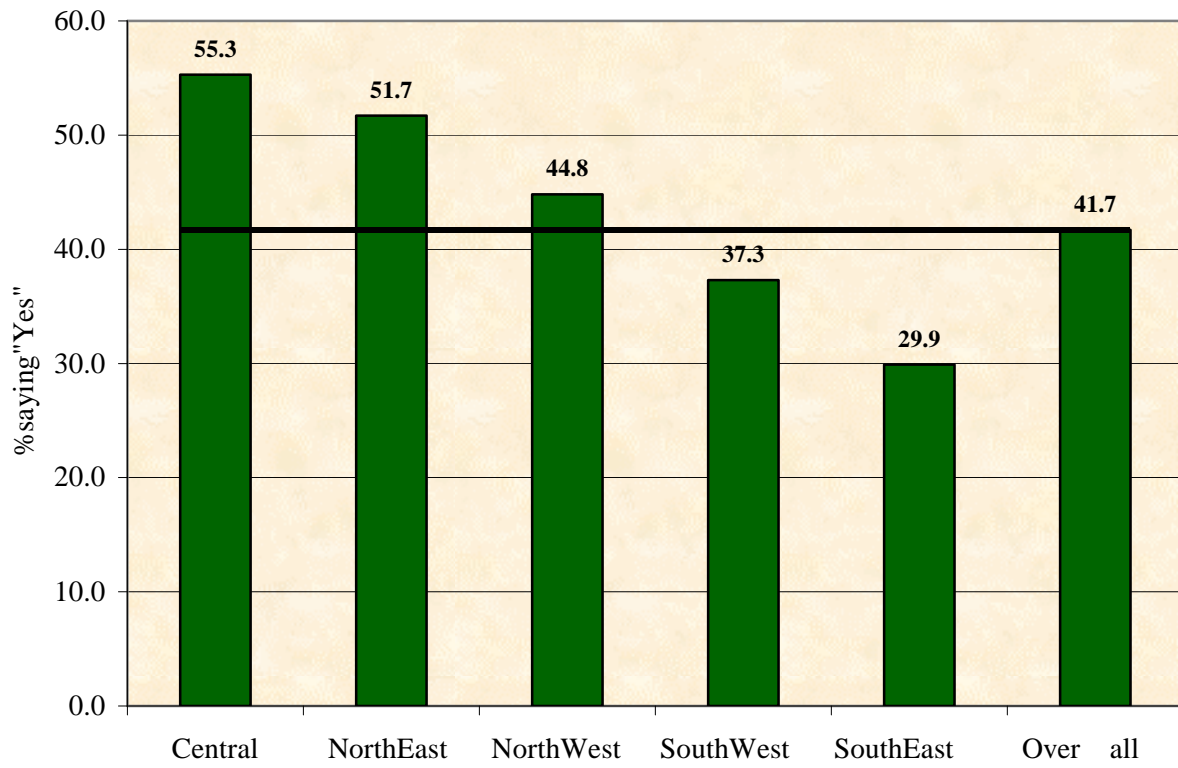
Contact with the police increases as the number of children under 16 in the household increases.

Residence Location

The chart below shows wide discrepancies in the frequency of contact with the police and the area of the city in which people reside.

- Residents of the central part of the city have the highest level of contact with the police.
- Residents of the southeast part of the city have the lowest level of contact with the police.

E1. Have you had contact with the Regina Police Service over the past year?

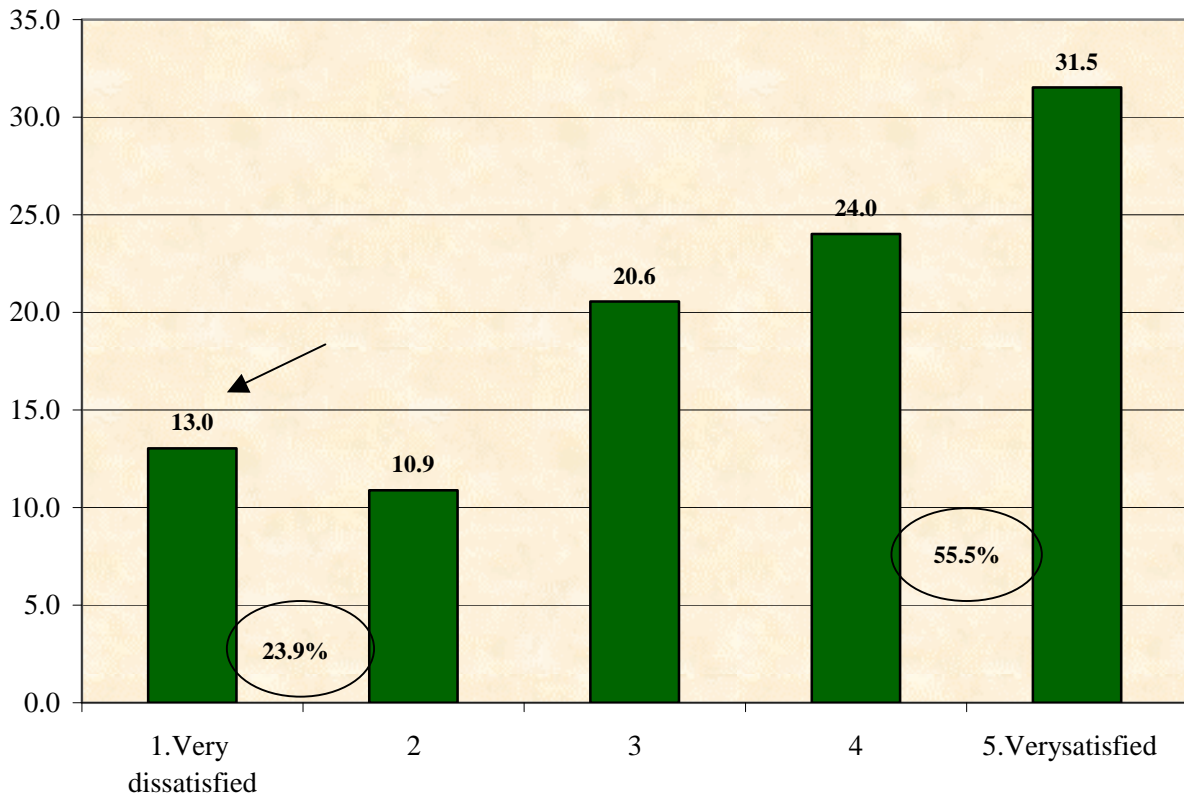


E1a. How satisfied or dissatisfied were you with the police service you received, on a 1 to 5 scale where 1 is "Very dissatisfied" and 5 is "Very satisfied"?

Satisfaction with police service is generally high among those who used it (chart below).

- Those on the positive side of the scale (56%) far outnumber those on the negative side (24%), which is reflected in a relatively high mean response level of 3.50.
- However, there is a significant proportion of respondents (13%) that is very dissatisfied with service.

E1a. How satisfied or dissatisfied were you with the police service you received, on a 1 to 5 scale where 1 is "Very dissatisfied" and 5 is "Very satisfied"?
Mean Response Level = 3.50

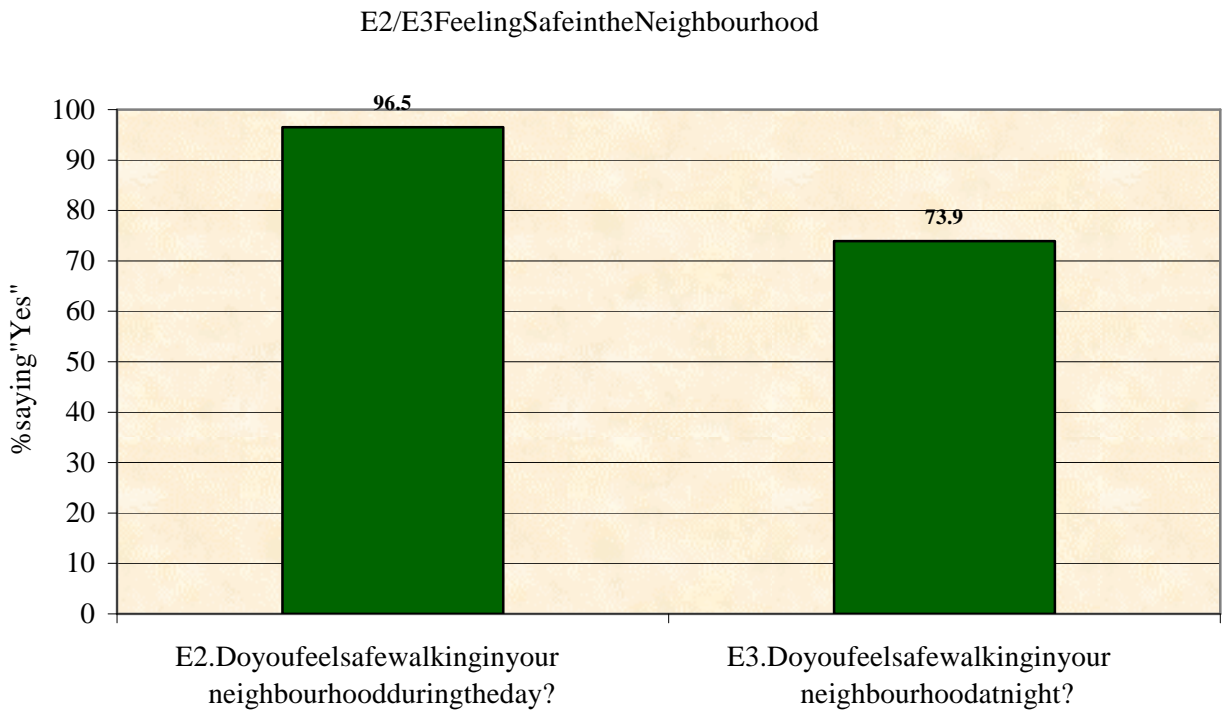


E2. Do you feel safe walking in your neighbourhood during the day?

Almost all residents (97%) feel safe walking in the neighbourhood during the day (chart below). This exceptionally high proportion is the same as last year.

E3. Do you feel safe walking in your neighbourhood at night?

A smaller proportion (74%) feels safe walking in the neighbourhood at night. This value is slightly higher than last year (70%).



Statistically Significant Demographics

Gender

Males are more likely than females to feel safe walking in their neighbourhood at night.

Age

Feeling safe in the neighbourhood at night generally declines as age increases.

Income

Feelingsafeintheneighbourhoodatnightincrease steadilyandsharplyasincomelevelrises.

Owners/Renters

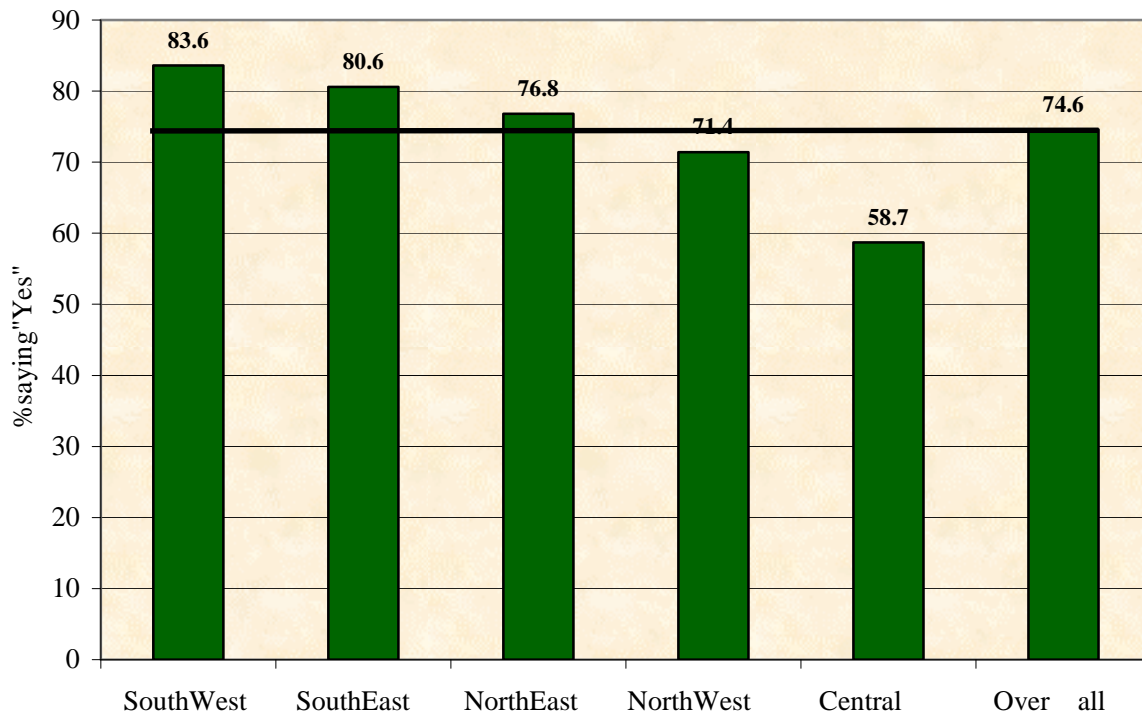
Homeownersaremorelikelythanrenterstofeelsafeintheirneighbourhoodatnight.

ResidenceLocation

Thechartbelowshowsthedifferencesinperception ofsafetyatnightbyareaofthecity.

- Thoselivinginthecentralareaaremuchlesslikelytofeelsafewalkingatnight.
- Residentsofthesouthpartofthecityfeelsafer walkingintheirneighbourhoodsatnight.

E3.Doyoufeelsafewalkinginyourneighbourhood atnight?



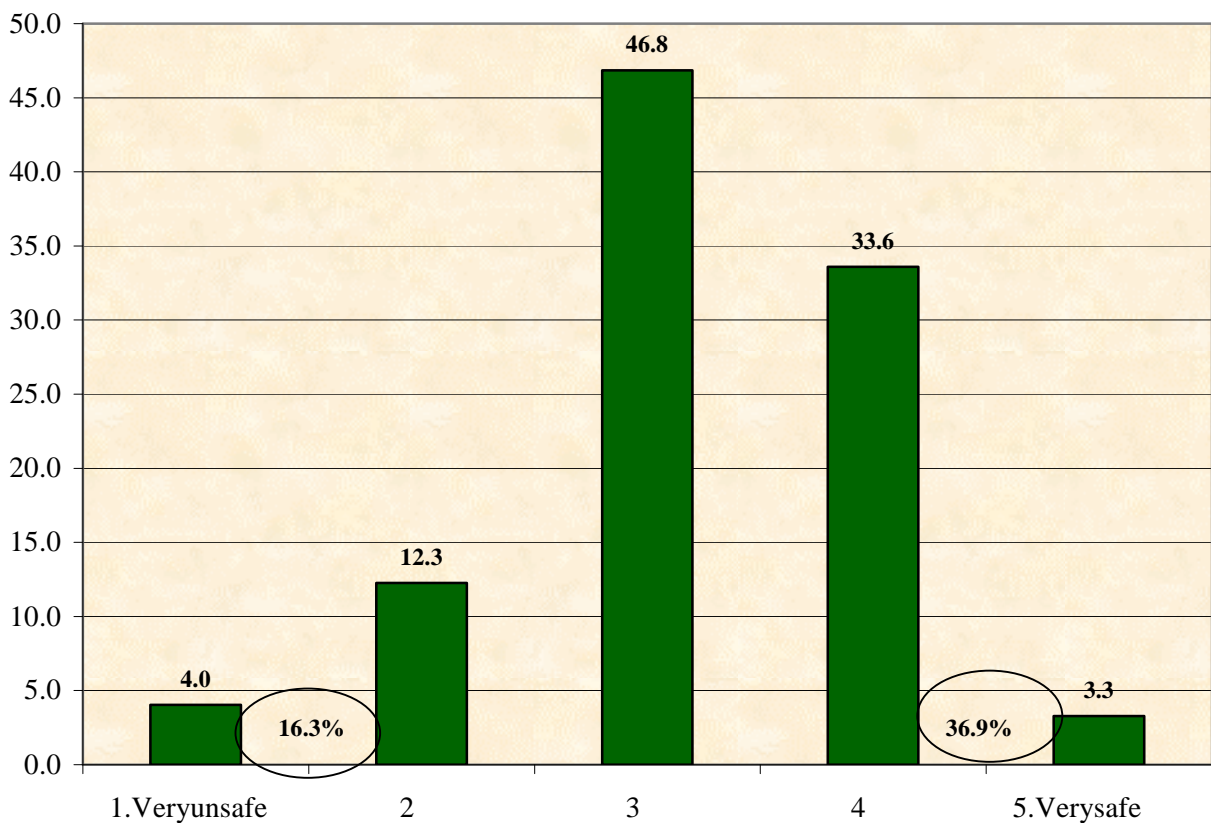
E4. Generally speaking, how safe do you consider Regina to be overall?

Generally, Regina residents consider Regina to be safer overall (chart below).

- Those with a positive view (37%) outnumber the negative views (16%) by a wide margin, which is reflected in an above “average” mean response level of 3.20.
- However, nearly half (47%) of residents are neutral on this question.

Residents consider the city as a whole to be less safe than their own neighbourhoods, perhaps reflecting extensive media coverage of some crimes or high rates in some parts of the city.

E4. Generally speaking, how safe do you consider Regina to be overall? Use a 1 to 5 scale where 1 is “Very unsafe” and 5 is “Very safe”.
Mean Response Level = 3.20



While an exact comparison cannot be made, results here are consistent with last year’s survey when 86% said that they consider Regina to be safer overall.

Statistically Significant Demographics

Gender

Males are more likely than females to view the city as being generally safe.

Age

As age increases, residents generally consider the city to be less safe.

E5. In the past year, have you or a member of your household been a victim of crime in Regina?

A quarter (25.3%) of residents reports being a victim of crime in the past year.

Statistically Significant Demographics

Age

Being a victim of crime generally declines in frequency as age increases. Those aged 50 and over are less likely, compared to those under 50, to be victims of crime.

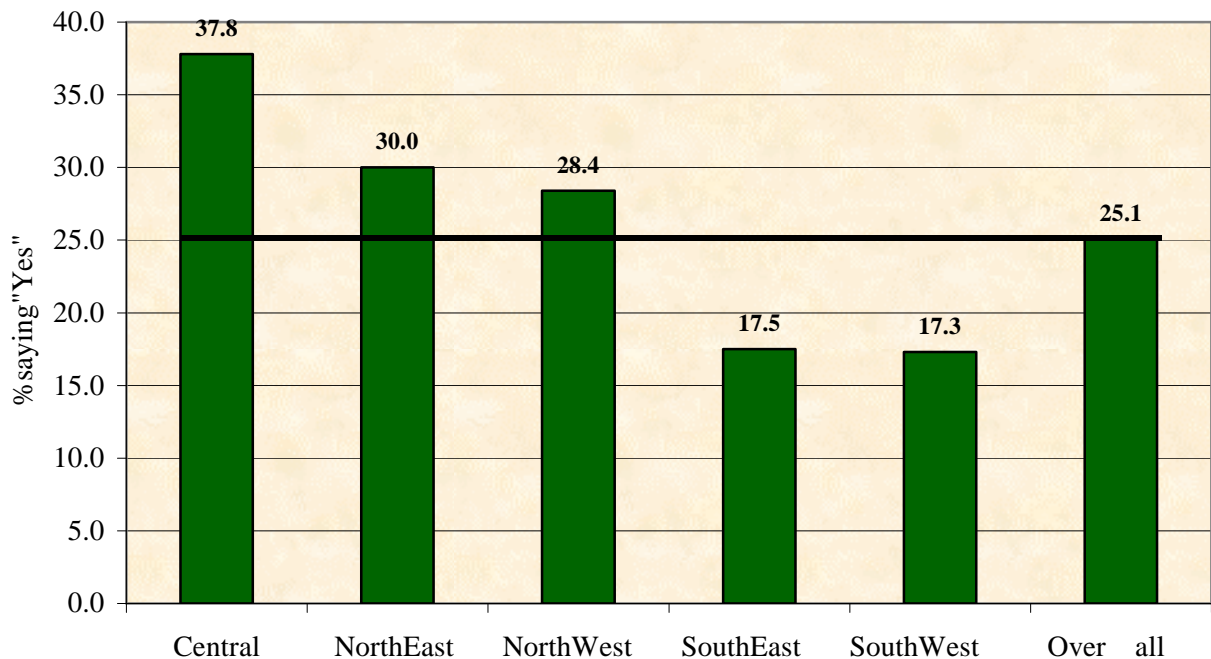
Owners/Renters

Residents that own property other than their home are more likely to be victims of crime.

Under 16 in Household

It appears that households with more children under 16 are more likely to be a victim of crime.

E5. In the past year, have you or a member of your household been a victim of crime in Regina?



E5a. Was the crime reported to the City police?

Four crime victims in five (79.3%) reported the crime to City police.

Statistically Significant Demographics

Income

Residents with incomes of \$60,000 or less are much less likely to report crimes than those with incomes above \$60,000.

Owners/Renters

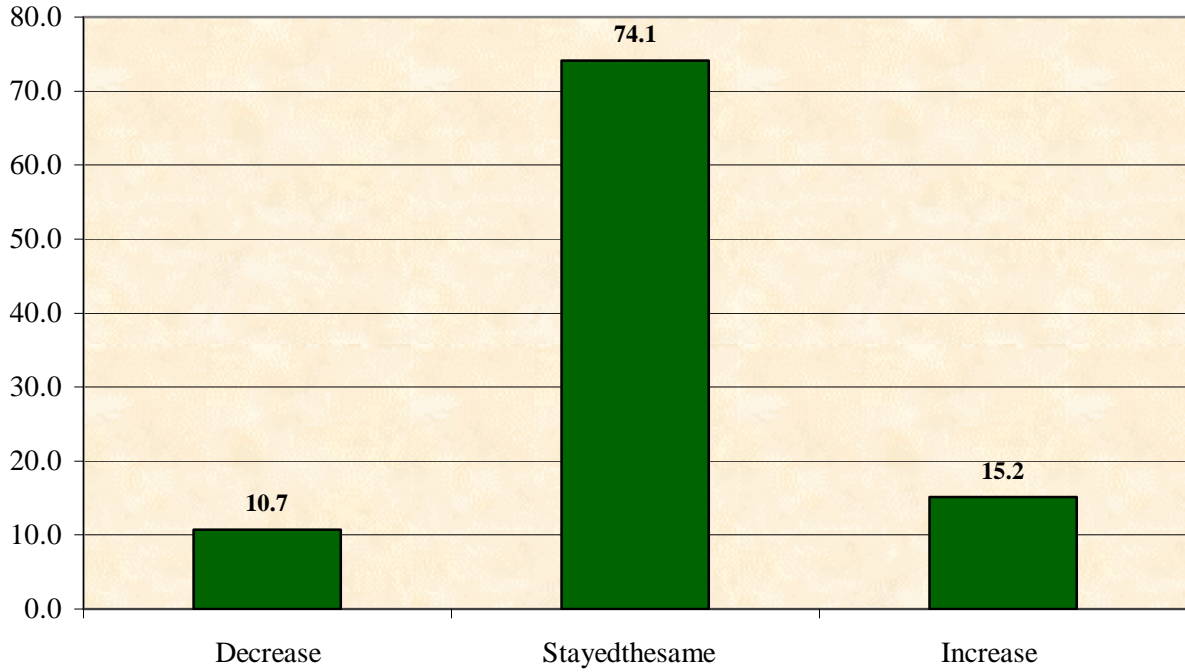
Residents that own property other than their home are more likely than renters to report a crime to the police service.

E6. Over the past year, would you say there has been an increase or decrease in the VISIBILITY of City police in your neighbourhood, or has it stayed the same?

Generally, Regina residents do not perceive a significant change in City police visibility over the past year (chart below).

- Three-quarters of residents (74%) feel that City police visibility has not changed in their neighbourhood.
- Even though more respondents feel visibility has increased rather than decreased, the overall bias toward more visibility is not strong.

E6. Over the past year, would you say there has been an increase or decrease in the VISIBILITY of City police in your neighbourhood, or has it stayed the same?

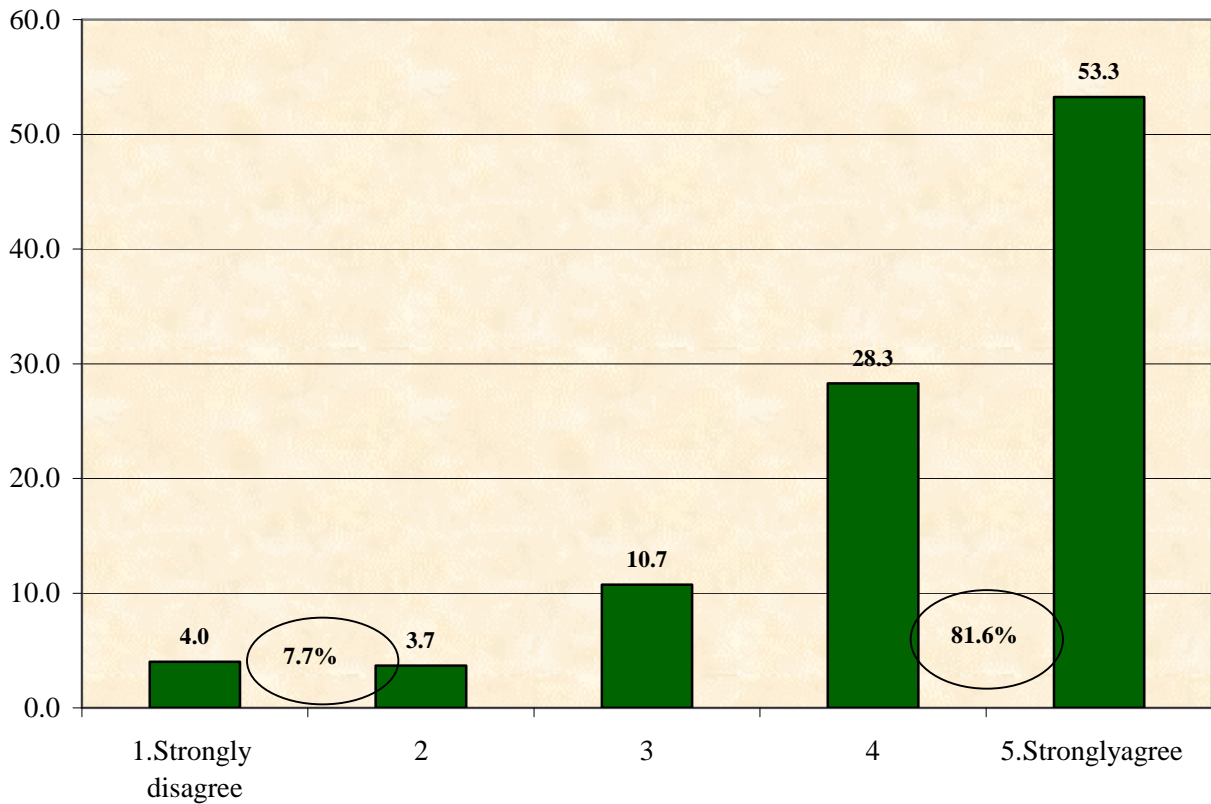


E7. Currently the Regina Police Service responds first to the most serious calls while less serious calls are lower in priority. Do you agree or disagree with this policy?

Reginans strongly endorse the City police policy of handling more serious calls first (chart below).

- Ten times as many respondents (87%) are on the positive side of the scale, compared to the negative (8%).
- The mean response level is exceptionally high at 4.23.

E7. Currently the Regina Police Service responds first to the most serious calls while less serious calls are lower in priority. Do you agree or disagree with this policy?
 Mean Response Level = 4.23



SECTION F: Fire Department

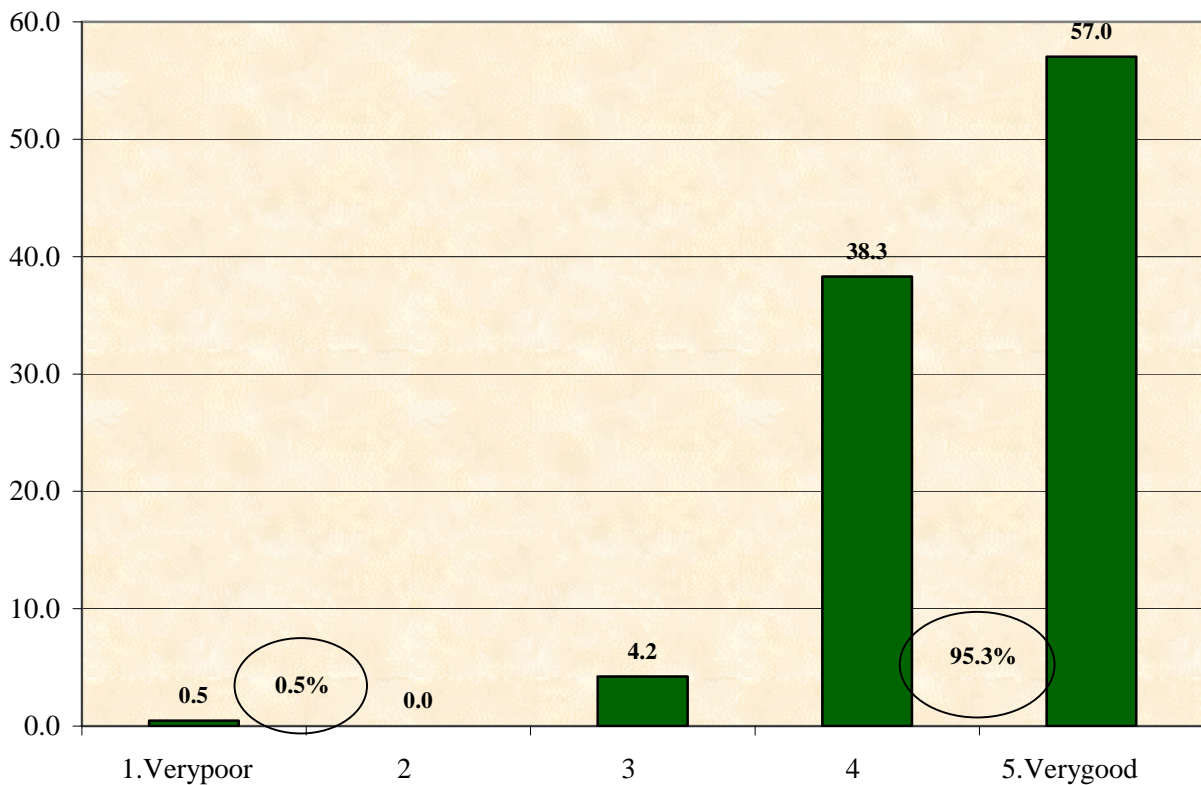
F1. Generally, how would you rate the job done by the Regina Fire Department, on a 1 to 5 scale where 1 is "Very poor" and 5 is "Very good"?

he Regina Fire Department, on a 1 to 5

Consistent with findings above, Regina residents give an overwhelming strong endorsement to the job done by the Fire Department (chart below).

- Virtually all respondents (95%) are on the positive side of the scale.
- The mean response level of 4.51 is extraordinarily high.

F1. Generally, how would you rate the job done by the Regina Fire Department, on a 1 to 5 scale where 1 is "Very poor" and 5 is "Very good"?
Mean Response Level = 4.51

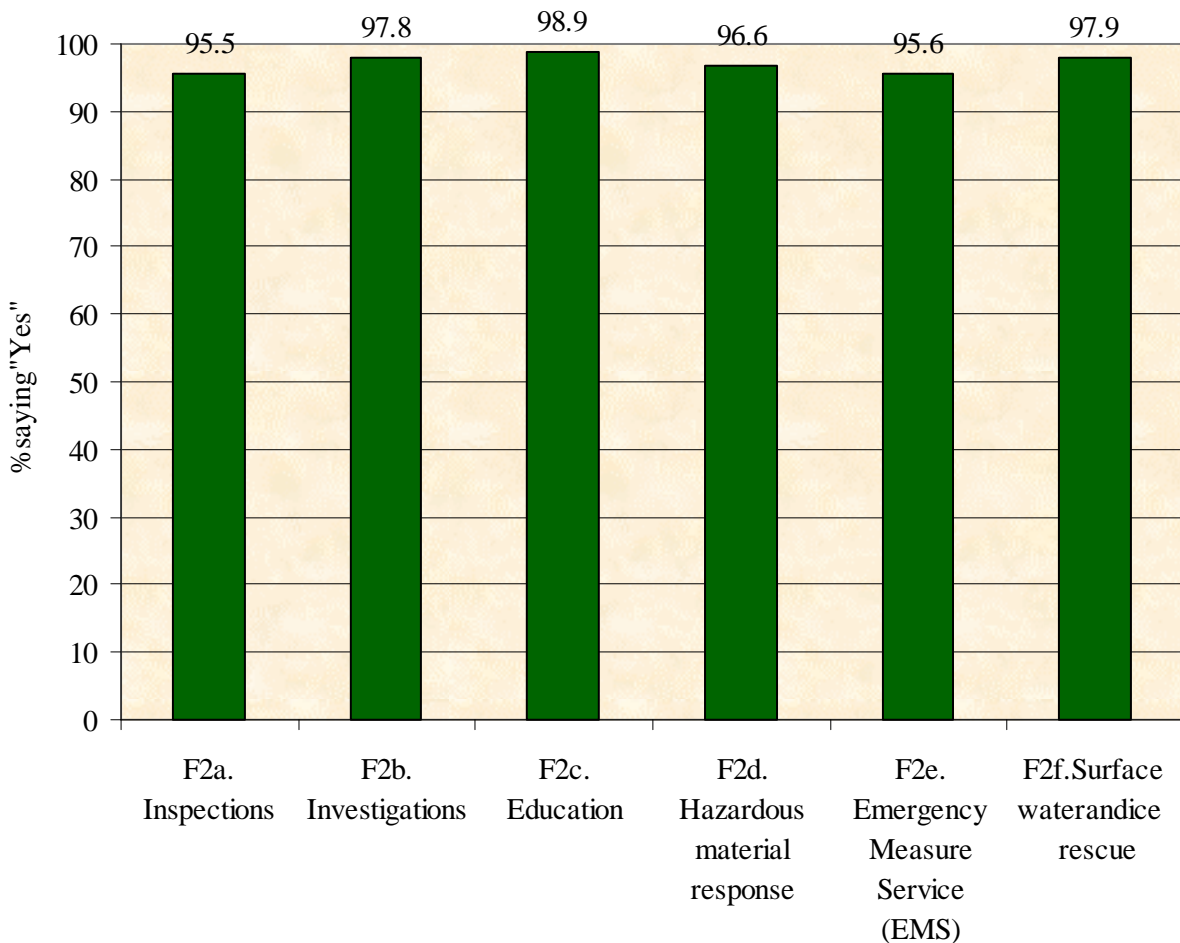


F2. Besides fighting fires, does the Regina Fire Department provide the following services? Does it provide...

When presented with a list of services, almost all respondents (correctly) linked each service with the Fire Department (chart below).

- Since the responses were not top of mind, it is likely that some respondents perceived a logical association between the Fire Department and the individual services mentioned. Thus, the level of awareness among the Regina public may not be as high as these numbers suggest.

F2. Besides fighting fires, does the Regina Fire Department provide the following services? Does it provide...



SECTION G: Communication

G1. If you wanted to get information from the City about its services or programs, which information source would you use first?

Respondents were asked to select from a list of information sources, which source would be their **first choice** when they wanted to get information from the City about its services or programs. The chart below shows two clear choices, both electronically based technologies.

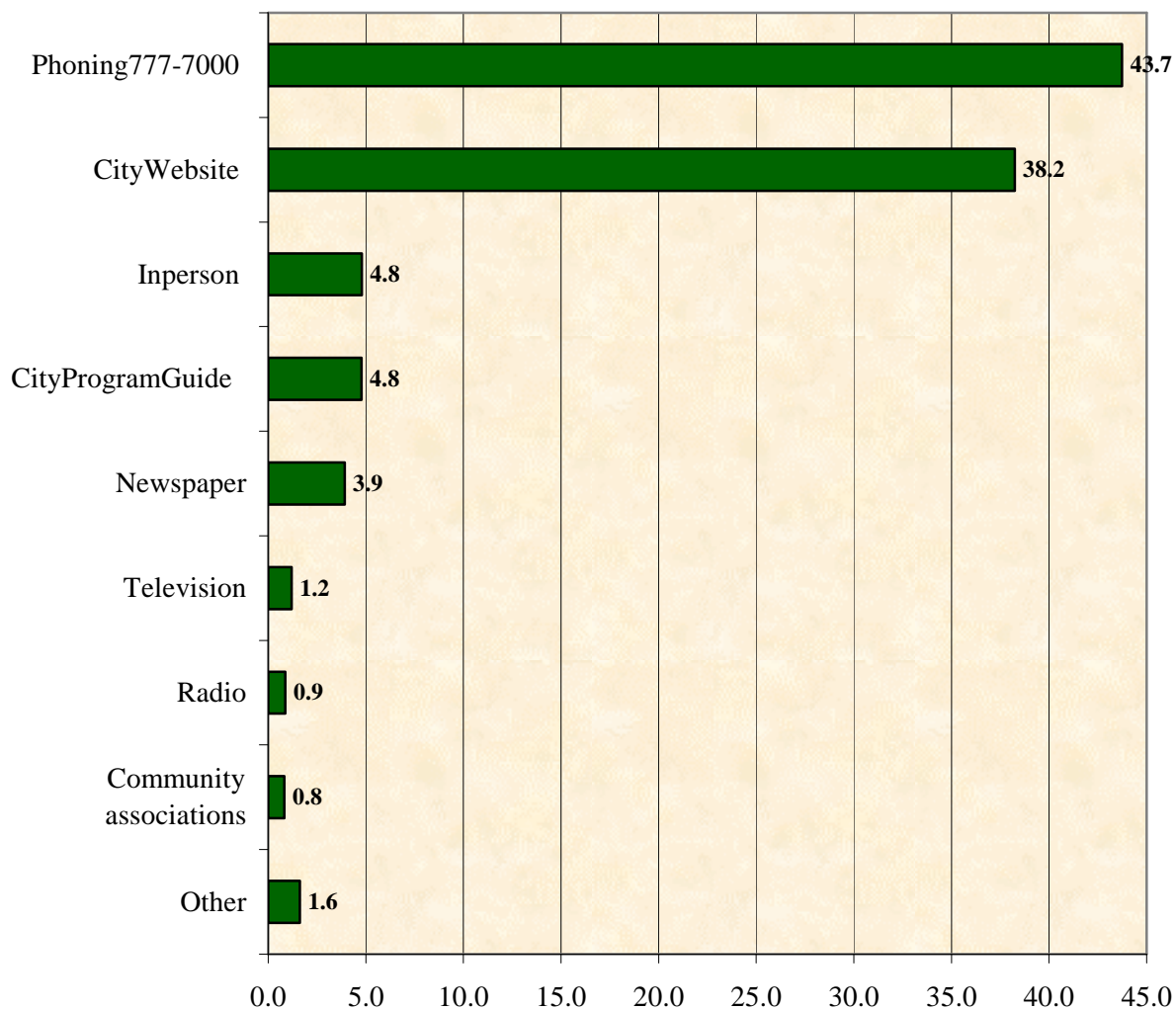
- Reginaans would most likely reach for the phone and dial the City's information line, the first choice option for 44% of respondents.
- A large proportion (38%) would use the City's Website first.

Last year's survey produced different results when a different question was asked. Residents were asked whether they generally used the information sources in a list and all mentions were recorded. At that time, newspapers were most frequently mentioned (33%), followed by the City Website (16%) and phoning City Hall (15%).

It appears that the Regina public gets information about the City in newspapers but would choose the telephone and Internet for searching information about City services and programs.

Other factors likely contribute to the prominence of both electronic information sources in the current survey. The City has been promoting its 777-7000 number as a first choice for self-directed inquiries about services and programs, for which the current survey findings appear to be a strong endorsement. Likewise, the extensive discussions about property tax levels, reassessment, and the tax structure have increased public interest in the use of the City Website to gather information about these issues.

G1.If you wanted to get information from the City about its services or programs, which information source would you use first?



G2. Generally, how good a job does the City do in communicating what services and programs are available to residents, on a 1 to 5 scale where 1 is "Very poor" and 5 is "Very good"?

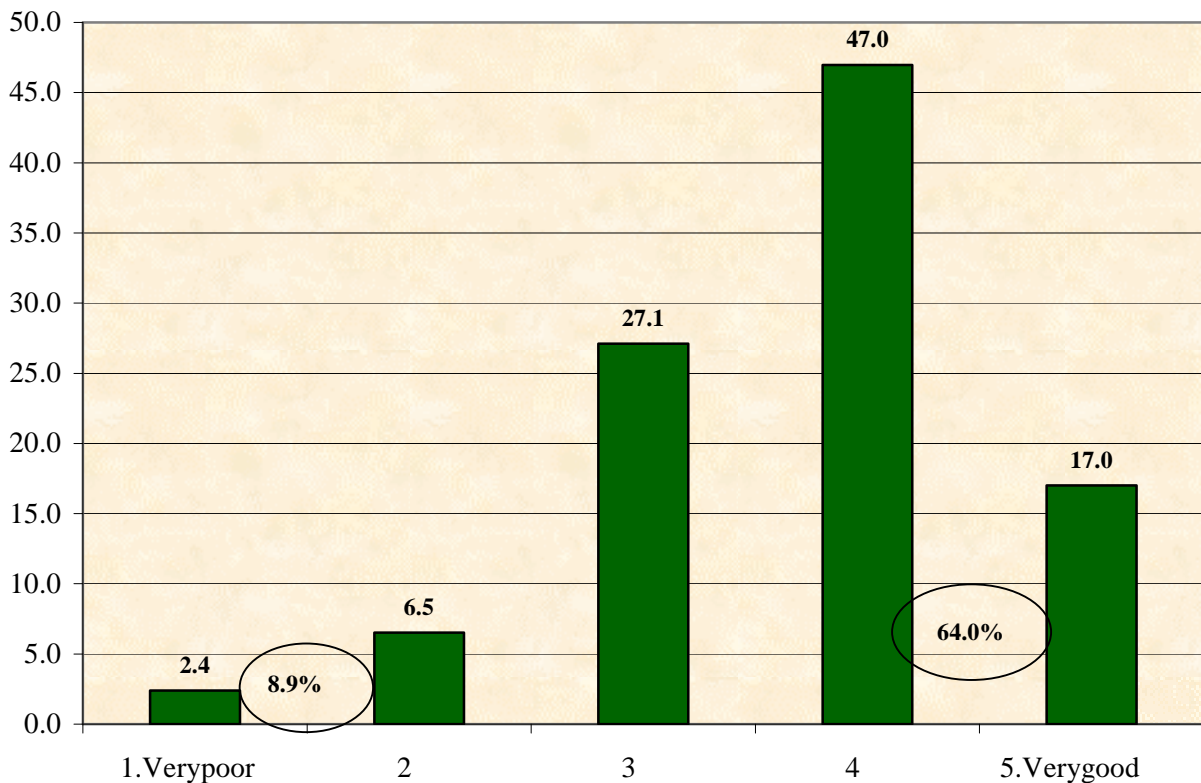
ommunicating what services and programs are available to residents (chart below).

The City does a very good job in communicating its services and programs to residents (chart below).

services and programs to residents (chart below).

- Nearly two-thirds (64%) of respondents are on the positive side of the scale, compared to only 9% on the negative side
- The mean response level of 3.70 is very high.

G2. Generally, how good a job does the City do in communicating what services and programs are available to residents, on a 1 to 5 scale where 1 is "Very poor" and 5 is "Very good"?
 Mean Response Level = 3.70



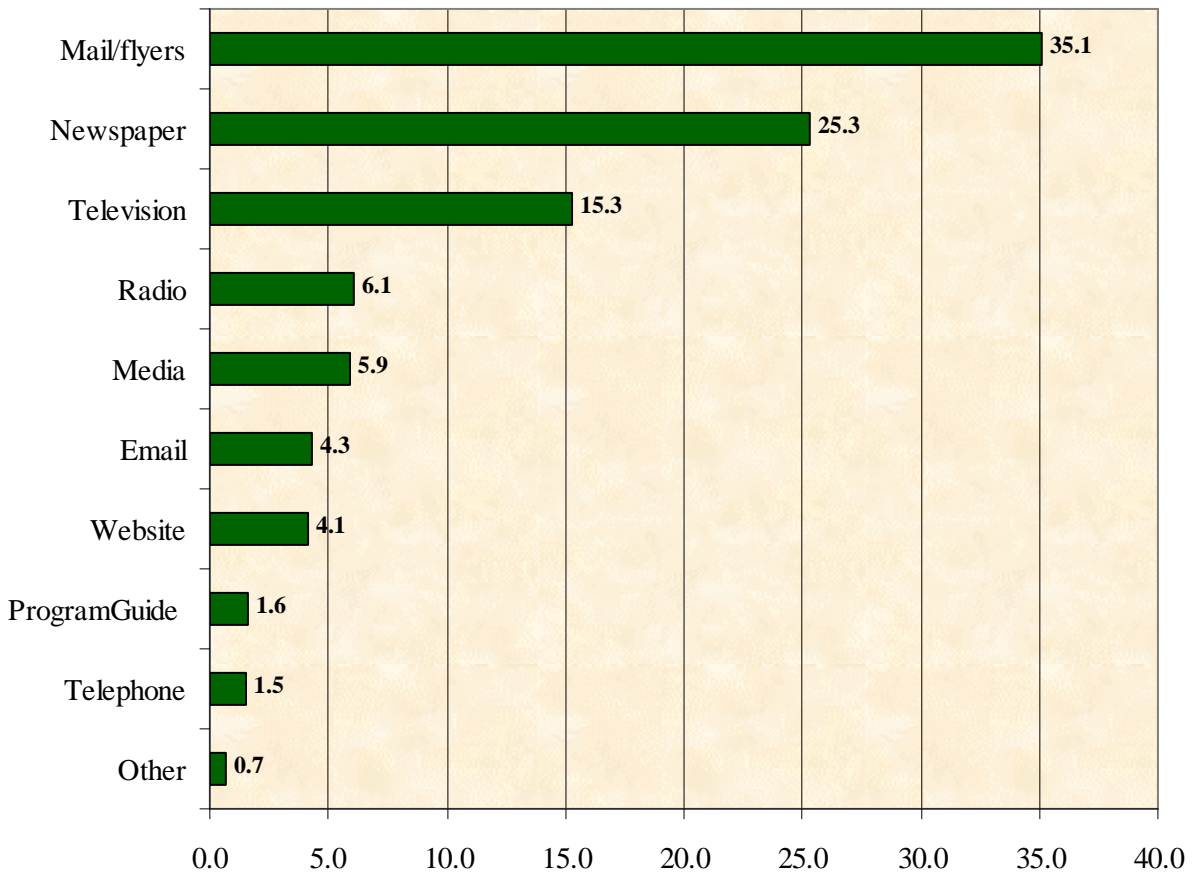
G3. When the City plans to get information out to the public, what is the best way to get information to you?

When questioned about best way to direct information toward the public, respondents focused on two traditional methods usually associated with print (chart below).

When questioned about best way to direct information toward the public, respondents focused on two traditional methods usually associated with print (chart below).

- The mailbox appears to be the preferred pipeline for getting information out to residents, with more than a third (35%) selecting this method.
- Newspapers were also perceived to be an effective method of disseminating City information, according to a quarter (25%) of respondents.

G3. When the City plans to get information out to the public, what is the best way to get information to you?



G4. Have you visited the City's Website in the past year?

A large proportion (63%) of Regina residents visited the City Website in the past year.

Statistically Significant Demographics

Age

Generally, visiting the City Website declines in frequency as age increases.

Income

Frequency of visiting the City Website increases as income level rises.

G4a. In the past year did you visit the City's Website to search property taxes or assessments?

Among those visiting the City Website, a majority (51%) searched property taxes or assessments. This means that about 32% of Regina residents used the City Website to search property taxes or assessments, which is up dramatically from last year's survey (20%).

Statistically Significant Demographics

Age

Generally, the frequency of searching property taxes or assessments on the City Website increases as age increases.

Education

Using the City Website to search property taxes or assessments increases as education level rises.

Income

Using the City Website to search property taxes or assessments increases as income level rises.

Owners/Renters

Not surprisingly, homeowners were more likely than renters to search property online.

G4b. Did the Website give you the information you needed or did you have to get further help about assessments or taxes?

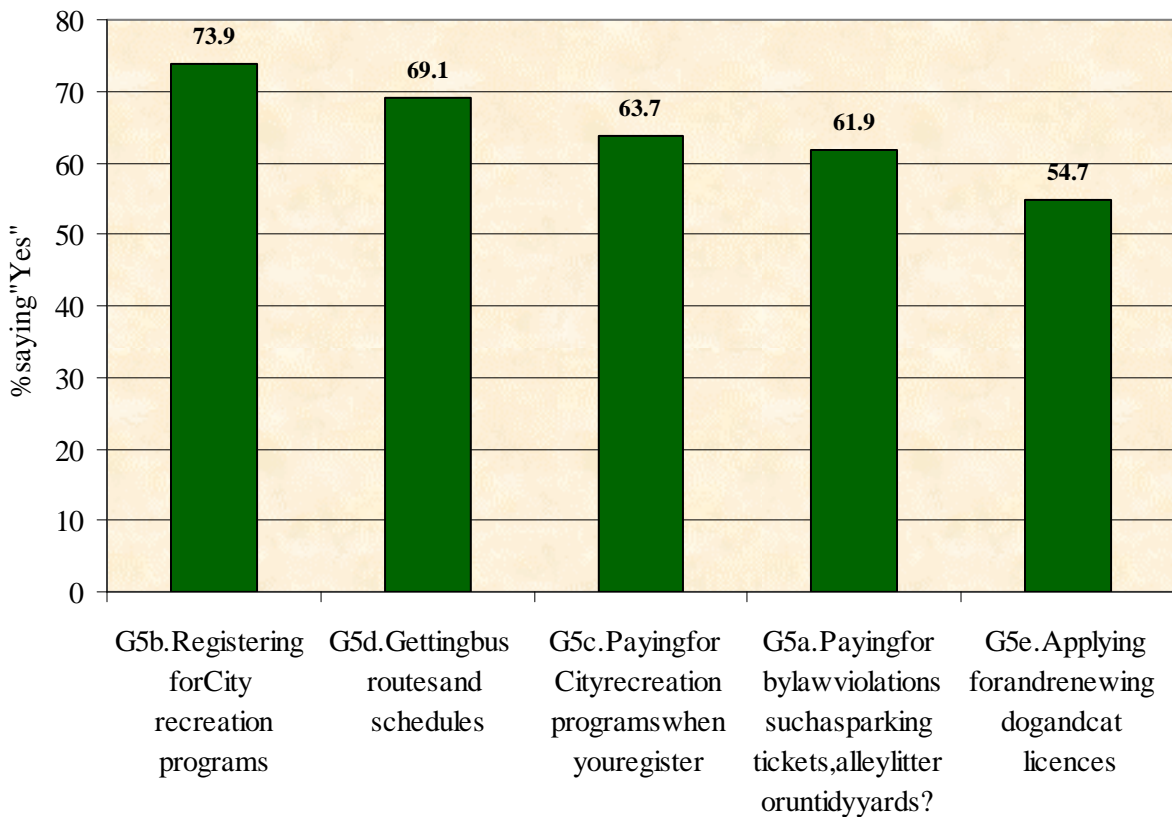
Among those searching taxes or assessments, a very large proportion (87%) got the information they were looking for.

G5. There are other services the City could make available to residents through the Internet. Please indicate whether you would use the following services if they were made available through the Internet.

The Internet appears to be a preferred option for accessing City services (chart below).

- A majority of residents would use all five services mentioned as candidates for Internet service.
- A large majority would use the Internet for accessing recreational programs, getting bus routes and schedules, and for paying bylaw violations.

G5. There are other services the City could make available to residents through the Internet. Please indicate whether you would use the following services if they were made available through the Internet.



Statistically Significant Demographics

Age

Willingness to use the City Website for all purposes surveyed in G5 generally declines as age increases.

Education

Generally, as education level rises, residents are more willing to use the City Website for all the above purposes.

Income

Respondents in the \$30,000 to \$60,000 income range are less interested than those in other income ranges to use the Internet to pay for bylaw violations, to register for programs, or to pay for programs.

Owners/Renters

Renters are more likely than homeowners to be willing to pay violations online and to get schedules online.

Under 16 in Household

Willingness to use all online options tends to increase as the number of children under 16 in the household increases.