

2017 Citizen Satisfaction Survey - Final Report

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Prepared for:

City of Guelph

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Background and Objectives

The City of Guelph commissioned public opinion research to better understand citizen needs and expectations in order to effectively prioritize and implement improvements with respect to delivery of services and the citizen experience.

The primary objectives of the survey are to gather the following information from the residents of Guelph:

Perception of the community's quality of life

Satisfaction with the current level of the City of Guelph programs and services

Prioritization of issues that the City should address to improve municipal services

Views toward property taxes, investment, and overall decision-making and priority-setting within the City

Perceptions and expectations of municipal customer service delivery, communication, and engagement

The insights gained through the survey will enhance corporate strategic planning, improve program/service design and delivery, and enhance citizen experience. The survey will provide baseline performance data against which the City will be tracking the impact of its efforts at bi-annual intervals.

Methodology

This survey was conducted by telephone and the sample was drawn using random digit dialing (RDD) among City of Guelph residents.

A total of n=600 interviews were completed among residents 18 years of age and older, with n=306 conducted via landline and n=294 by cellphone.

The overall survey results have been weighted by age and gender to reflect the population of the City of Guelph.

A sample of 600 interviews produces results which can be considered accurate within ± 4.0 percentage points, 19 times out of 20. The margin of error will be larger for subgroups. The sample size asked each of the questions is noted after the question wording at the bottom of the graph (denoted by n=).

This survey was conducted between July 8 and 19, 2017.

Reporting Conventions

Throughout the report totals may not add to 100% due to rounding or because the question is a multi-select question, where respondents were permitted to choose more than one response.

Where available tracking data has been included from a 2011 City of Guelph survey.

Where possible throughout the report the City of Guelph’s findings have been compared to the Ipsos National Norm. The Ipsos National Norm is a reliable average that includes all of the Citizen Satisfaction Research Studies that we have conducted across the country within the last 5 years.

Significant differences across sub-groups are noted where they exist.

When numbers are compared in tables, asterisks have been used to indicate whether a number is significantly higher than other numbers. Numbers with two asterisks beside them (**) are significantly higher than numbers with one asterisk (*). For example, in the table below, the numbers for Wards 5 and 6 are significantly higher than those for Wards 1 and 3 and, in contrast, the numbers for Wards 1 and 3 are significantly lower than those for Wards 5 and 6.

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
43%*	48%	46%*	51%*	58%**	61%**

Normative Comparisons and Analysis by Ward

Normative Comparisons

Comparisons have been made between the results of the 2017 City of Guelph Satisfaction Survey to Ipsos' database of municipal normative data where possible.

This normative database is comprised of survey findings for select questions from other municipal governments from across the country.

Ward Comparisons

An analysis of surveys results by Ward within the City of Guelph is included throughout the report where statistically significant differences by Ward exist.

Executive Summary

Overall, the citizen satisfaction survey finds very positive assessments of the City of Guelph among residents.

Positive perceptions of quality of life among Guelph residents are at a very high level (97%). The proportion of residents who perceive it to be “very good” is significantly higher than the National Norm (52% vs. 45%). Moreover, among those who perceive a change in quality of life over the past few years, twice as many think quality of life has improved than declined (28% vs. 14%).

Overwhelming majorities agree that Guelph is welcoming community (95%), are proud to say they are from Guelph (94%), and have a strong sense of belonging to Guelph (88%).

Overall satisfaction with the delivery of all services by the City is strong at 88%, while most residents indicating that they are “somewhat satisfied” (62%), compared to those residents that indicate they are “very satisfied” (26%). Satisfaction with service delivery is slightly lower than the National Norm (88% vs. 92%).

Looking specifically at the various services provided by the City, large majorities of residents are satisfied with all 18 services tested in the survey, with the highest satisfaction found for emergency services (98%), police services (94%), parks and trails (92%), sewers and waste water (92%), library services (91%), water services (91%), and culture and promoting local tourism (91%). The lowest satisfaction ratings are found for road maintenance and parking (65% each); about a third express dissatisfaction with these two services. Satisfaction with bylaw enforcement (83% vs. 74%) and public transportation (71% vs. 64%) are significantly higher than the National Norm.

The results indicate that there are three areas that the City should focus on improving service levels – (1) road maintenance, (2) snow clearing/ removal from sidewalks from roads, and (3) communication with residents, as boosting scores in these areas would have greatest impact on satisfaction with overall level of service.

Executive Summary

The survey finds that those who had contact with City staff or have accessed/ used its services/ programs are satisfied with their experience.

Among those who had contact with City staff or employees, more than eight in ten (85%) are satisfied with overall quality of the service they received. Three-quarters or more are satisfied with other aspects, with residents most satisfied with courteousness (74% very satisfied), followed by being treated fairly (70%), knowledge (63%), being able to complete their transaction and getting what they needed (56%), speed and timeliness of service (55%), ease of reaching staff, and going the extra mile to ensure they got what they needed (37%).

Among those who accessed programs/services, an overwhelming majority (91%) are satisfied with overall quality of the program or service. Nine in ten are satisfied with other aspects, including six in ten who are very satisfied with getting what they needed, accessibility of the program/service, and the amount of time it took to get the program/service.

Findings from the survey indicate that residents believe that they are receiving good value for their tax dollars, but are divided between increasing taxes and cutting services.

Eight in ten (80%) residents believe they are getting good value for their tax dollar, and those who think they are getting “very good” value outweigh those who think they are getting “very poor” value by a margin of four-to-one (21% vs. 5%).

However, residents are divided about increasing taxes, specifically whether they support increasing taxes – to modernize and maintain services, or cutting services, specifically cutting services – to maintain the current tax level (32% vs. 30%). Residents’ preference for tax increases is significantly lower than the National Norm (45% vs. 51%), while preference for cutting services is significantly higher (43% vs. 37%).

Executive Summary

When it comes to the use and perceptions of the City's online platforms, majorities of residents have visited the City's website in the past 12 months, and are satisfied with their experience. Far fewer are interacting with the City via social media or using a City digital app, but those who are accessing these do have positive perceptions.

Two-thirds of residents report visiting the City's website in the past 12 months, and among these eight in ten or more are satisfied with all aspects of the website tested in the survey, with residents most satisfied with the provision of the information they needed (48%).

Two in ten have interacted with the City using social media and one in ten have used a City digital app, and among these, nine in ten or more are satisfied with all aspects of these online platforms, with residents being most satisfied with the provision of the information they needed (56% and 60%, respectively).

Residents are divided about whether they can influence municipal decisions, younger residents are more assured of their ability in this regard. Online channels are their preferred method for engaging with the City, but age is a determining factor, with those under the age of 55 more amenable to online engagement.

A half (51%) of residents think they can influence municipal decisions, but a similar proportion (47%) disagree with this view, and those who "strongly disagree" outweigh those who "strongly agree" by a margin of two-to one (23% vs. 11%). However, those aged 18 to 34 are most likely to think they can influence municipal decisions (62% vs. 39% among those aged 55 and older).

Online channels - through a website or portal (30%), through a survey (27%) or through social media (26%) are the main ways in which residents would prefer to engage with the City, but residents under age 55 are most likely to prefer these methods, while older residents are most likely to prefer in-person, one-on-one (39% vs. 28% among the general population).

Top-Of-Mind Issues

Most Important Issue Facing Guelph Today

City of Guelph residents mention a number of issues as the most important issue facing the City today, with the most mentioning infrastructure/road reconstruction and maintenance, urban development/growth, transit/transportation, housing availability/affordable housing, and property tax rates. Since 2011, there has been a six-point increase in mention of infrastructure and a four-point decline in mention of municipal finances. The most important issues vary significantly by age and ward.

Stacked bar chart showing the percentage of the most important issues cited by residents. The Y-axis represents the issue mentioned and the X-axis represents the percentage. Infrastructure/ road reconstruction and maintenance = 14% Urban development/ growth = 10% Transit/ transportation/ GO Train = 10% Housing availability/ affordable housing = 8% Property tax rates = 7% Municipal finances/ budget/ spending/ deficit = 4% Environmental concerns = 4% Recreation/ parks = 4% Water supply/ wastewater = 3% Poverty/ homelessness/ social issues/ food security = 3% Employment/ job creation/ supporting business = 3% Health concerns/ health care = 3% Traffic = 2% Crime/ law and order/ violence = 2% Garbage collection = 2% Hydro/ hydro cost = 2% (New) library = 1% Parking (lot) = 1% Lack of grocery stores = 1% Taxes = 1% Other = 11%; Nothing = 11% Don't know = 5%.

The proportion who cite urban development/ growth is significantly higher among those age 55+ years or 35-54 years compared to those age 18-34 years (12% and 14% vs. 3%, respectively). The proportion who cite property tax rates is significantly higher among those age 55+ years compared to those age 35-54 years or 18-34 years (12% vs. 7% and 3%, respectively).

Table showing top mentions by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Infrastructure/road reconstruction and maintenance	21%**	15%	14%	8%*	17%	8%*
Urban development/growth	18%**	4%*	9%	8%*	11%	12%
Transit/transportation	9%	9%	10%	10%	13%	8%
Housing availability/affordable housing	4%	10%	8%	7%	12%	7%
Property tax rates	4%*	6%	7%	7%	6%	12%**

Q1T In your view, what is the most important issue facing Guelph today – the one that should receive priority attention from local leaders? Base: All Respondents (n=600).

Quality of Life

Overall Quality of Life in the City of Guelph

City of Guelph residents almost unanimously rate the overall quality of life in the City as good or very good, including a half (52%) of residents who rate the quality of life as “very good.”

The perceived overall quality of life in the City of Guelph is on par with the National Norm, but the proportion who say it is “very good” is seven points higher than the National Norm (52% vs. 45%).

Quality of life ratings are similar across demographic and regional subgroups. However, there are significant differences in “very good” ratings based on age and ward.

Clustered bar chart showing percentages on perceptions of overall quality of life in the City of Guelph. The Y-axis represents the percentage and the X-axis represents the rating. Very good = 52% Good = 46% Poor = 2% Very Poor = 0%. The total good 2017 rating = 97% and the Norm = 97%.

The very good Norm = 45%. Residents who are age 55+ years are significantly more likely to say that the overall quality of life in Guelph is ‘very good’ (55%) compared to those who are under 35 years (44%). More than half (55%) of residents age 35 to 54 years feel that the overall quality of life is ‘very good.’

Table showing responses by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
43%*	48%	46%*	51%	58%**	61%**

Q2 How would you rate the overall quality of life in the City of Guelph Today? Would you say it is... Base: All Respondents (n=600)

Quality of Life in the City Over the Past Few Years

About half (56%) of residents indicate that the quality of life in Guelph has stayed the same over the past few years. Among those who perceive a change, twice as many think quality of life has improved rather than declined (28% vs. 14%).

Since 2011, there has been a six-point increase in the proportion of residents who indicate that the quality of life in Guelph has improved and a six-point drop in the number who think it has declined.

Perceptions of an improved quality of life are higher in Guelph compared to the National Norm of (28% compared to 24%), while perceptions of a decline in quality of life are lower than the National Norm of (14% compared to 18%).

Perceptions of the change in quality of life over the past few years are similar across most subgroups, but does vary by ward.

Clustered bar chart showing the percentages on perceptions of the change in quality of life in the City of Guelph over the past few years. The Y-axis represents the percentage and the X-axis represents the ratings. Improved = 28% Stayed the same = 56% Declined = 14% Don't know = 1%.

Table showing responses by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Change in quality of life	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Improved	33%	26%	22%	29%	24%	33%
Stayed the same	54%	52%	66%**	51%*	66%**	50%*
Declined	13%	22%**	9%*	17%	9%*	16%

3T. Over the past few years, would you say the quality of life in the City of Guelph has...
Base: All Respondents (n=600)

Perceptions of Guelph

Residents have positive perceptions of Guelph as a community.

Overwhelming majorities agree that Guelph is a welcoming community (95%), that they are proud to say they are from Guelph (94%), and that they have a strong sense of belonging (88%).

There is very little variation in perceptions of Guelph across demographic and regional subgroups.

Stacked bar chart showing the percentages of those who agree/disagree with various statements pertaining to their perceptions of Guelph. The Y-axis represents the statements and the X-axis represents the percentage. Guelph is a welcoming community: Strongly agree = 34% Somewhat agree = 61% Disagree = 3% Strongly disagree = 1% Don't know = 1%. I am proud to say I am from Guelph: Strongly agree = 41% Somewhat agree = 53% Disagree = 4% Strongly disagree = 1% Don't know = 1%. I have a strong sense of belonging to Guelph: Strongly agree = 31% Agree = 57% Disagree = 11% Strongly disagree = 1% Don't know = 0%.

To the right of the stacked bar chart there is a top 2 box summary of those who strongly agree or agree with each of the statements. Guelph is a welcoming community: strongly agree + agree = 95%. I am proud to say I am from Guelph: strongly agree + agree = 94%. I have a strong sense of belonging to Guelph: strongly agree + agree = 88%.

The percentages who "strongly agree" with the statement 'I am proud to say I am from Guelph' differs based on age. Those age 35-54 years are significantly more likely to "strongly agree" with this statement (at 46%) than are those age 18-34 years (at 35%). Around four in ten (42%) of those age 55+ years indicate that they "strongly agree" with this statement.

Q3A. Please rate the extent to which you agree or disagree with the following statements. Base: All Respondents (n=600).

City Service Assessment

Overall Satisfaction with Delivery of City Services

An overwhelming majority (88%) of Guelph residents express overall satisfaction with the delivery of services provided by the City of Guelph, most are “somewhat satisfied.”

Overall satisfaction does not vary significantly across all demographic and regional subgroups, but there is some variation by ward in the proportion who are “very satisfied.”

Clustered bar chart showing the percentages on satisfaction with the delivery of City services. The Y-axis represents the percentage and the X-axis represents the satisfaction ratings. Very satisfied = 26% Somewhat satisfied = 62% Not very satisfied = 8% Not at all satisfied = 2% Don’t know = 2%.

Table showing responses by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
24%	24%	26%	22%*	36%**	27%

Q4. Overall, how satisfied are you with the delivery of all services provided by the City of Guelph? Base: All Respondents (n=600).

Satisfaction with Services

Majorities of residents are satisfied with all 18 City of Guelph services tested in the survey. The proportion who are “very satisfied” is highest for emergency services (72%), followed by library services (64%), parks and trails (63%) and garbage collection (61%) and lowest for road maintenance (16%). The City of Guelph rates significantly higher than the National Norm on the services by-law enforcement and public transportation.

Stacked bar chart showing the percentages of those who are satisfied/dissatisfied with various City services. The Y-axis shows the various services being rated and the X-axis represents the percentage. Emergency services – fire & ambulance: very satisfied = 72% Somewhat satisfied = 25% Not very satisfied = 1% Not at all satisfied = 0% Don't know = 1%. Police services: Very satisfied = 56% Somewhat satisfied = 38% Not very satisfied = 3% Not at all satisfied = 2% Don't know = 1%. Parks and trails: Very satisfied = 63% Somewhat satisfied = 30% Not very satisfied = 4% Not at all satisfied = 1% Don't know = 1%. Sewers/ waste water: Very satisfied = 47% Somewhat satisfied = 46% Not very satisfied = 4% Not at all satisfied = 2% Don't know = 2%. Library services: Very satisfied = 64% Somewhat satisfied = 28% Not very satisfied = 4% Not at all satisfied = 1% Don't know = 3%. Water services: Very satisfied = 51% Somewhat satisfied = 40% Not very satisfied = 7% Not at all satisfied = 2% Don't know = 1%. Culture and promoting local tourism: Very satisfied = 41% Somewhat satisfied = 49% Not very satisfied = 5% Not at all satisfied = 2% Don't know = 2%. Garbage collection: Very satisfied = 61% Somewhat satisfied = 28% Not very satisfied = 7% Not at all satisfied = 3% Don't know = 1%. Recreation programs and facilities: Very satisfied = 47% Somewhat satisfied = 41% Not very satisfied = 6% Not at all satisfied = 3% Don't know = 3%. Support to charities and non-profits and community investment: Very satisfied = 29% Somewhat satisfied = 58% Not very satisfied = 4% Not at all satisfied = 2% Don't know = 7%. Support for the local economy: Very satisfied = 25% Somewhat satisfied = 61% Not very satisfied = 8% Not at all satisfied = 2% Don't know = 4%. By-law enforcement: Very satisfied = 31% Somewhat satisfied = 52% Not very satisfied = 10% Not at all satisfied = 5% Don't know = 2%. Snow clearing and removal from roads: Very satisfied = 34% Somewhat satisfied = 46% Not very satisfied = 13% Not at all satisfied = 6% Don't know = 1%. Communication with residents: Very satisfied = 26% Somewhat satisfied = 54% Not very satisfied = 15% Not at all satisfied = 4% Don't know = 1%. Public transportation: Very satisfied = 23% Somewhat satisfied = 48% Not very satisfied = 16% Not at all satisfied = 7% Don't know = 6%. Snow clearing and removal from sidewalks: Very satisfied = 25% Somewhat satisfied = 45% Not very satisfied = 19% Not at all satisfied = 9%; Don't know = 2%. Road maintenance: Very satisfied = 16% Somewhat satisfied = 49% Not very satisfied = 24% Not at all satisfied = 11% Don't know = 0%. Parking: Very satisfied = 22% Somewhat satisfied = 44% Not very satisfied = 24% Not at all satisfied = 9% Don't know = 1%.

The figure also includes a comparison between the percent “very” or “somewhat satisfied” with the service and national norms (where available). For a more detailed description of the national norms, please reference the methodology section of this report. Emergency services – fire and ambulance: very/ somewhat satisfied = 98% vs. national norm = N/A. Police services: very/ somewhat satisfied = 94% vs. national norm = 91%. Parks and trails: very/ somewhat satisfied = 93% vs. national norm = 93%. Sewers/ waste water: very/ somewhat satisfied = 92% vs. national norm = N/A. Library

services: very/ somewhat satisfied = 91% vs. national norm = 87%. Water services: very/ somewhat satisfied = 91% vs. national norm = N/A. Culture and promoting local tourism: very/ somewhat satisfied = 91% vs. national norm = N/A. Garbage collection: very/ somewhat satisfied = 89% vs. national norm = N/A. Recreation programs and facilities = 88% vs. national norm = 84%. Support to charities and non-profits and community investment: very/ somewhat satisfied = 87% vs. national norm = N/A. Support for the local economy: very/ somewhat satisfied = 86% vs. national norm = N/A. By-law enforcement: very/ somewhat satisfied = 83% vs. national norm = 74%. Snow cleaning and removal from roads: very/ somewhat satisfied = 80% vs. national norm = N/A. Communication with residents: very/ somewhat satisfied = 80% vs. national norm = 76%. Public transportation: very/ somewhat satisfied = 71% vs. national norm = 64%. Snow clearing and removal from sidewalks: very/ somewhat satisfied = 70% vs. national norm = N/A. Road maintenance: very/ somewhat satisfied = 65% vs. national norm = 68%. Parking: very/ somewhat satisfied = 65% vs. national norm = N/A.

Residents are significantly more likely to express satisfaction (very/ somewhat satisfied) with By-law enforcement services compared to the national norm (83% vs. 74%). Residents are also significantly more likely to express satisfaction (very/ somewhat satisfied) with public transportation compared to the national norm (71% vs. 64%).

Tables showing responses by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Satisfaction with Public Transportation by Ward (23% Very Satisfied)

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
31%**	24%	16%*	21%	24%	23%

Satisfaction with Police Services by Ward (56% Very Satisfied)

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
57%	56%	44%*	61%**	56%	63%**

Satisfaction with Parks and Trails by Ward (63% Very Satisfied)

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
63%**	68%**	62%**	46%*	73%**	64%**

Satisfaction with Sewers/waste water by Ward (47% Very Satisfied)

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
52%	38%*	45%	47%	53%**	47%

Satisfaction with Parking by Ward (22% Very Satisfied)

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
13%*	19%	22%	23%	27%**	24%

Satisfaction with Culture and Promoting Local Tourism by Ward (41% Very Satisfied)

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
37%	50%**	52%**	34%*	42%	34%*

Millennials are significantly more likely to be “very satisfied” (70%) with parks and trails service than are Baby Boomers (58%). Around six in ten (61%) Gen X’ers say they are “very satisfied” with the parks and trails services.

Women are significantly more likely to be “very satisfied” (70%) with library services than are men (57%). Women are also more likely to be “very satisfied” (51%) with recreation programs and facilities than are men (42%).

Q5. Now please rate how satisfied you are with the services provided by the City of Guelph. Would you say you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with...? Base: All Respondents (n=600).

GAP ANALYSIS

GAP Analysis

The Gap analysis that follows shows the difference between how important various City services are to residents and how satisfied they are with the 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). Importance scores are derived from correlation analysis with overall City service satisfaction and satisfaction scores represent overall stated satisfaction (very & somewhat) with each of the individual City services.

Typically, it is most advantageous to focus on improving services that are of high importance to residents but where satisfaction is relatively low. However, in some instances it is also strategic to focus on lower importance items if the City can see potential to make a big difference.

On the graph, four areas are identified:

Primary Areas for Improvement – services that are considered very important, but with lower satisfaction scores. The focus here is on improving these services to increase satisfaction. This is slated as the primary area for improvement because the correlation analysis identifies that these services are the strongest drivers of satisfaction. If the City can increase satisfaction in these areas, this will have the largest impact on overall perceptions of City services.

Secondary Areas for Improvement – services that are relatively less important, with the lowest satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

Primary Areas for Maintenance – services of relatively high importance and high satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

Secondary Areas for Maintenance – services with lower importance but high satisfaction scores. The focus here should be to maintain satisfaction levels.

Understanding the GAP Analysis

Primary areas for improvement are:

Road maintenance	Snow clearing/removal from sidewalks	Snow clearing/removal from roads	Communication with residents
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Road maintenance, snow clearing/removal from sidewalks and roads and communication with residents should be the primary areas for improvement for the City of Guelph. These services have relatively higher derived importance scores and are some of the strongest drivers of satisfaction with the City’s overall level of service.

Secondary areas for improvement are:

Parking	Public transportation
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Additional services that fall within the secondary areas for improvement that should be areas of focus include: parking, and public transportation.

It should be noted that although an area receives a large majority score on satisfaction (e.g., Communication with residents receives an 80% satisfaction score), it can still be seen as an area of improvement. The reason for this is that although its satisfaction score is high, it scores lower in relation to most other areas and is a strong driver of overall satisfaction (e.g., Communication with residents is the number one driver of overall satisfaction – farthest on the right in the pink quadrant on the grid chart on p.25). Hence, if this area is not monitored and satisfaction falls notably, it could have a negative impact on overall satisfaction and, in contrast, if more action is taken in this area, and satisfaction goes up notably, it could have a positive impact on overall satisfaction.

GAP Analysis

This section will provide a breakdown of the GAP analysis results for the City of Guelph. Within each section (primary areas for improvement, secondary areas for improvement, primary areas for maintenance, and secondary areas for maintenance). The results will be listed in order of importance scores from most to least important.

Primary Areas for Improvement

- Communication with residents
- Snow clearing/ removal from roads,
- Snow clearing/ removal from sidewalks
- Road maintenance

Secondary Areas for Improvement

- Parking
- Public transportation

Primary Areas for Maintenance

- Support for the local economy
- By-law enforcement
- Culture and promoting local tourism
- Recreation programs/ facilities
- Sewers/ waste water
- Parks and trails
- Water services
- Garbage collection

Secondary Areas for Maintenance

- Police services
- Emergency services - fire and ambulance
- Support to charities/ community investment
- Library services

Taxes & Services

Value for Tax Dollars

Eight in ten (80%) residents believe that they receive good value for their tax dollars. Moreover, the proportion who think they get “very good” value is four times greater than the number who think it is “very poor” (21% vs. 5%).

The perceived value for tax dollars for the City of Guelph is on par with the National Norm, including the proportion who say it is “very good” (21% vs. 20%, respectively).

Large majorities of residents across all demographic and regional subgroups think they receive good value for their tax dollars, but there are significant differences based on gender and ward.

Clustered bar chart showing the percentages on perceptions of value for tax dollars. Y-axis represents the percentage and X-axis represents the value ratings. Very good = 21% Fairly good = 59% Fairly poor = 13% Very poor = 5% Don't know = 1%.

There is a bracket extending below “very good” and “good” which compares top 2 box results against the national norms. For a more detailed description of the national norms, please reference the methodology section of this report. Very good + fairly good = 80% vs. national norm = 81%.

Women (85%) are significantly more likely than men (75%) to think they receive good value for their tax dollars.

Table showing responses by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
82%	77%	86%**	80%	87%**	71%*

Q6. Thinking about all the programs and services you receive from the City of Guelph, would you say that overall you get a good value or poor value for your tax dollars? (Is that very or fairly good/poor value?) Base: All Respondents (n=600).

Balance of Taxation and Services

When asked the best approach from four options to balance taxation and service delivery levels, residents are divided between increasing taxes (45%) or cutting services to maintain or reduce tax levels. Within these groupings, residents tend to more often lean towards maintain existing service levels.

Majorities of those aged 18 to 34 and those in wards 3 and 5 prefer increasing taxes over cutting services (53%, 59% and 58%, respectively).

Guelph residents are significantly less likely than the National Norm to prefer increasing taxes (45% vs. 51%), and significantly more likely to opt for cutting services (43% vs. 37%).

Stacked bar chart showing the percentages of those who favour increasing taxes and cutting services. The Y-axis shows views about increasing taxes/ cutting services and the X-axis represents the percentage. Increase taxes – to enhance or expand services = 13% Increase taxes – to modernize and maintain services = 32% Cut services – to maintain current tax level = 30% Cut services – to reduce taxes = 13% None of the above = 9% Don't know = 2%.

This figure also includes a comparison against the national norms. For a more detailed description of the national norms, please reference the methodology section. Increase taxes (to enhance or expand services + to modernize and maintain services) = 45% vs. national norm = 51%. Cut services (to maintain current tax level + to reduce taxes) = 43% vs. national norm = 37%.

Bubble extending from “increase taxes – to enhance or expand services” showing results by age. Support for this view is significantly higher among those age 18-34 years than among those age 35-54 years and those age 55+ years (22% vs. 10% and 9%, respectively).

Q7. Municipal property taxes are the primary way to pay for services provided by the City of Guelph. That being the case, which of the following four options would you most like the City of Guelph to pursue? Base: All Respondents (n=600).

Interaction with the City

Contact with the City in Past 12 Months

A total of two-thirds of residents have had contact with the City in the past 12 months, including more than half (55%) who have accessed or used a program or service provided by the City of Guelph and about half (46%) who have had contact with City of Guelph staff or employees.

City of Guelph residents are significantly more likely than the National Norm to have contacted their municipality.

Stacked bar chart showing the percentages of those who had contact with the City in the past 12 months. The Y-axis shows the types of contact with the City in the past 12 months and the X-axis represents the percentage. Had contact with any City of Guelph staff or employees = 46% Accessed or used any program or service provided by the City of Guelph = 55% None of the above = 33% Don't know = 1%.

There is a bracket extending to the right of the chart, comparing net contact with national norms. For a more detailed description of the national norms, please reference the methodology section of this report. Yes (Net Contact) = 67% vs. national norm = 52%.

Caution should be used in comparisons with the National Norm as the question was worded differently: In the last 12 months, have you personally contacted or dealt with the [[INSERT MUNICIPALITY] or one of its employees?

Q8. In the past 12 months, have you...? Base: All Respondents (n=600).

Contact with the City in Past 12 Months

Women are significantly more likely than men to have accessed or used a program or service provided by the City (72% vs. 62%).

Those aged 35 to 54 are significantly more likely than those aged 18 to 34 and those aged 55 and older to have had contact with staff/employee. Those aged 35 to 54 along with those aged 18 to 34 are more likely than their older counterparts to have accessed or used a program or service.

Residents in wards 2 and 4 are significantly more likely than those in ward 6 to have had some contact with the City in the past 12 months.

Numbers on a slide showing percentage of those who had contact with the City by key groups. Around the same proportion of men (46%) and women (46%) had contact with City staff/ employees. However, significantly more women (61%) than men (48%) accessed or used a program/ service.

In terms of age, significantly more of those age 35-54 years had contact with City staff/ employees compared to those age 55+ years and those age 18-34 years (58% vs. 41% and 38%, respectively). Significantly more residents age 35-54 years and those age 18-34 years have accessed / used a program or service compared to those age 55+ years (63% and 61% vs. 40%).

Table showing responses by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
69%	72%**	65%	70%**	67%	57%*

Q8. In the past 12 months, have you. Base: All Respondents (n=600).

Mode of Contact with City in Past 12 Months

Among residents who had contact with the City in the past 12 months, the most common mode of contact was in-person, followed by online or through the City website. Sizeable proportions have also made contact via telephone or e-mail.

Those who had contact with staff or employees are significantly more likely to have made contact in-person, online or through the City website or by telephone than are those who made contact via accessing or using a program or service

Those aged 35 to 54 are significantly more likely than those aged 18 to 34 and those aged 55 and older to have contacted the City online or through the City website (62% vs. 47% and 40%, respectively). Those aged 35 to 54 are more likely than those aged 55 and older to have made contact in-person (65% vs. 54%) and more likely than those aged 18 to 34 to have made contact via e-mail (43% vs. 26%). Those aged 35 and older are more likely than those aged 18 to 34 to have contacted the City by telephone (45% vs 28%).

Stacked bar chart showing the percentages of the modes of contact with the City in the past 12 months. The Y-axis shows the modes of contact with the City in the past 12 months and the X-axis represents the percentage. In-person = 58% Online or through City website = 51% By telephone = 40% By email = 35% Social media = 2% Other = 5% Nothing = 1% Don't know = 6%.

Table showing responses by the type of contact, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Type of Contact	
Contact with staff/employee	Accessed/used program/service
54%**	31%*
30%	43%
48%**	16%*
30%**	17%*

Q9. In the past 12 months, how have you had contact with the City of Guelph? Base: Had Contact with Guelph in past 12 months (n=395).

Reasons for Contacting the City

Residents who had contact with City of Guelph staff or employees in the past 12 months mention a variety of reasons for contact. The most common reasons for contacting staff are about garbage collection or waste management, obtaining information, recreation centre or programs, parking, library services, infractions or bylaw infractions, or obtaining permits or licenses.

Women are significantly more likely than men to have contacted staff about recreation centre/programs (16% vs. 5%) or taxes/pay bills (10% vs. 3%); while men are more likely to have contacted staff regarding water issues/flooding (7% vs. 2%), inspection (6% vs. 1%), unspecified services (5% vs. 1%), community engagement/activities (5% vs. 0%), or a Council meeting (3% vs. 0%).

Stacked bar chart showing the reasons for contacting the City. The Y-axis shows the reasons for contacting the City and the X-axis represents the percentage. Garbage collection/ waste management = 11% Obtaining information (specified) = 11% Recreation centre/ programs = 11% Parking = 9% Library services = 9% Infractions/ bylaw infractions = 8% Obtaining permits/ licenses = 8% Taxes/ pay bills = 7% City cleanup (i.e., dead trees, branches) = 5% Guelph police = 5% Complaints/ feedback = 4% Water issues/ flooding = 4% Inspection = 4% Transit system = 4% Pool passes = 4% Property taxes = 3% Roads/ sidewalks = 3% Services (unspecified) = 3% Community engagements/ activities = 3% Snow removal = 2% Council meeting = 2% Other = 31% Don't know = 2% No answer = 1%.

Q10. In the past 12 months, why did you contact City of Guelph Staff or employees?
Base: Had contact with City Of Guelph staff or employees (n=280).

Satisfaction with Contact with City Staff

A large majority of those who had contact with City of Guelph staff or employees in the past 12 months, are satisfied with the overall quality of the service they received. Large majorities are also satisfied with specific aspects of staff and service tested in the survey.

Assessments regarding staff are generally on par with the National Norm, but higher for knowledge of staff.

Women are significantly more likely than men to be very satisfied with fair treatment by staff (77% vs. 63%), and those aged 35 to 54 are significantly more likely than those aged 55 and older to be very satisfied with fair treatment by staff (76% vs. 63%).

Stacked bar chart showing the percentages of those who are satisfied/dissatisfied with various elements of contact with City staff. The Y-axis shows the attributes and the X-axis represents the percentage. The overall quality of service you received: Very satisfied = 57% Somewhat satisfied = 28% Somewhat dissatisfied = 9% Very dissatisfied = 6% Don't know = 0%. Staff being courteous: Very satisfied = 74% Somewhat satisfied = 21% Somewhat dissatisfied = 2% Very dissatisfied = 2% Don't know = 1%. Staff were knowledgeable: Very satisfied = 63% Somewhat satisfied = 31% Somewhat dissatisfied = 4% Very dissatisfied = 2% Don't know = 0%. Staff treating you fairly: Very satisfied = 70% Somewhat satisfied = 22% Somewhat dissatisfied = 3% Very dissatisfied = 4% Don't know = 1%. The ease of reaching staff: Very satisfied = 52% Somewhat satisfied = 37% Somewhat dissatisfied = 6% Very dissatisfied = 4% Don't know = 2%. The overall quality of service you received: very satisfied = 57%; somewhat satisfied = 28%; somewhat dissatisfied = 9%; very dissatisfied = 6%; don't know = 0%. The speed and timeliness of service: Very satisfied = 55% Somewhat satisfied = 30% Somewhat dissatisfied = 10% Very dissatisfied = 5% Don't know = 1%. Being able to complete your transaction and getting what you needed: Very satisfied = 56% Somewhat satisfied = 25% Somewhat dissatisfied = 9% Very dissatisfied = 9% Don't know = 1%. Staff going the extra mile to make sure you got what you needed: Very satisfied = 37% Somewhat satisfied = 37% Somewhat dissatisfied = 13% Very dissatisfied = 10% Don't know = 3%.

The figure also includes a comparison between the percent "Very" or "Somewhat" satisfied with the contact they had with the City and the national norms. For a more detailed description of the national norms, please reference the methodology section of this report. The overall quality of service you received: Very/ somewhat satisfied = 85% vs. national norm = 82%. Staff being courteous: Very/ somewhat satisfied = 95% vs. national norm = 93%. Staff were knowledgeable: Very/ somewhat satisfied = 94% vs. national norm = 86%. Staff treating you fairly: Very/ somewhat satisfied = 92% vs. national norm = N/A. The ease of reaching staff: Very/ somewhat satisfied = 88% vs. national norm = 88%. The speed and timeliness of service: Very/ somewhat satisfied = 85% vs. national norm = 83%. Being able to complete your transaction and getting what you needed: Very/ somewhat satisfied = 82% vs. national norm = N/A. Staff going the extra mile to make sure you got what you needed: Very/ somewhat satisfied = 74% vs. national norm = N/A.

The proportion of residents who are satisfied with the staff's knowledge is significantly higher than the national norm (94% vs. 86%).

Q11. Thinking about your most recent contact with a City of Guelph Staff or employee in the past 12 months, how satisfied were you with...? Base: Had contact with City of Guelph staff or employees in past 12 months (n=280).

Programs Accessed in the Past 12 Months

When residents who in the past 12 months accessed or used a program or service provided by the City are asked which program or service they accessed, they mentioned a wide range of programs or services. The most commonly accessed programs or services are library services or recreation programs/centre.

Women are significantly more likely than men to have accessed camps (6% vs. 1%), while men are more likely than women to have accessed water works (5% vs. 1%). Those aged 18 to 34 are significantly more likely than their older counterparts to have accessed transit/public transportation (34% vs. 10% 35-54 years and 6% 55+ years). Those aged 35 to 54 are more likely than their younger and older counterparts to have accessed pools (21% vs. 10% and 7%, respectively), and are more likely than those aged 55 and older to have accessed recreation programs/centre (35% vs. 21%). Those aged 55 and older are more likely than their younger counterparts to have accessed library services (46% vs. 27% 18-34 years and 32% 35-54 years) and services for seniors (11% vs. 1% 18-54 years).

Stacked bar chart showing the percentages of the programs accessed by residents within the past 12 months. The Y-axis shows the programs accessed and the X-axis represents the percentage. Library services = 34% Recreation programs/ centre = 30% Waste management = 20% Transit/ public transportation = 18% Pool (swimming) = 13% Parks = 12% City services (up keeping) = 5% Parking = 4% Services for seniors = 4% Taxes = 4% Fire & ambulance = 4% Police = 4% Camps/ summer camps = 4% Roads/ trails = 3% Water works = 3% Events (holiday celebrations, cultural events) = 3% Permits/ licenses = 2% City Hall = 2% Nothing = 1% Other = 24% Don't know = 1% No answer = 1%.

Q12. Which City of Guelph program or services have you accessed in the past 12 months? Base: Accessed or used program or service provided by the City Of Guelph in the past 12 months (n=318).

Programs Accessed in the Past 12 Months

Women are significantly more likely than men to have accessed camps, while men are more likely than women to have accessed water works.

Those aged 18 to 34 are significantly more likely than their older counterparts to have accessed transit/public transportation. Those aged 35 to 54 are more likely than their younger and older counterparts to have accessed pools, and are more likely than those aged 55 and older to have accessed recreation programs/centre. Those aged 55 and older are more likely than their younger counterparts to have accessed library services and services for seniors.

There are a number of significant differences across wards.

Table showing programs accessed in past 12 months by key groups (age, gender, ward), with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Programs accessed in the past 12 months	Gender		Age			Ward					
	Men	Women	18-34	35-54	55+	1	2	3	4	5	6
Library services	28%	39%	27%*	32%*	46%**	26%	21%*	39%	45%**	33%	40%**
Recreation programs/centre	24%	35%	32%	35%**	21%*	28%	10%*	43%**	41%**	18%*	47%**
Transit/public transportation	19%	17%	34%**	10%*	6%*	18%	21%	12%	14%*	29%**	10%*
Pool (swimming)	12%	14%	10%*	21%**	7%*	19%	12%	17%	12%	9%	12%
Parks	13%	11%	14%	14%	6%	17%	7%*	16%	23%**	4%*	4%*
Services for seniors	2%	5%	1%*	1%*	11%**	3%	8%	4%	4%	-	2%
Taxes	4%	4%	4%	6%	2%	2%	3%	8%**	-*	8%**	4%
Fire & ambulance						2%	8%**	6%	4%	-*	2%
Police						4%	3%	6%	-*	3%	9%**

Camps/ Summer camps	1%*	6%**	3%	7%**	-*	2%	6%	3%	3%	5%	2%
Water works	5%**	1%*	3%	2%	4%	3%	2%	4%	1%	5%	-

Q12. Which City of Guelph program or services have you accessed in the past 12 months? Base: Accessed or used program or service provided by the City Of Guelph in the past 12 months (n=318).

Satisfaction with Most Recent Program or Service Accessed

An overwhelming majority of those who accessed or used a City of Guelph program or service in the past 12 months, are satisfied with the overall quality of the program or service. Large majorities are also satisfied with specific aspects of the program or service tested in the survey.

Women are significantly more likely than men to be very satisfied with the overall quality of the program or service (65% vs. 53%). Those aged 55 and older are significantly more likely than those aged 18 to 34 to be very satisfied with overall quality (71% vs. 49%) and accessibility of the program or service (71% vs. 51%).

Stacked bar chart showing the percentages of those who are satisfied/dissatisfied with most recent program or City service accessed. the Y-axis shows the attributes and the X-axis represents the percentage. The overall quality of program or service: Very satisfied = 60% Somewhat satisfied = 31% Not very satisfied = 5% Not at all satisfied = 4% Don't know = 1%. Getting what you needed: Very satisfied = 61%; Somewhat satisfied = 31% Not very satisfied = 4% Not at all satisfied = 4% Don't know = 0%. Accessibility of the program or service: Very satisfied = 60% Somewhat satisfied = 31% Not very satisfied = 6% Not at all satisfied = 2% Don't know = 1%. The amount of time it took to get the program or service: Very satisfied = 59%; Somewhat satisfied = 29%; Not very satisfied = 6%; Not at all satisfied = 4%; don't know = 1%.

To the right of the stacked bar chart is a top 2 box summary of those who are Very/ somewhat satisfied. The overall quality of the program or service: Very/ somewhat satisfied = 91%. Getting what you needed: Very/ somewhat satisfied = 92%. Accessibility of the program or service: Very/ somewhat satisfied = 90%. The amount of time it took to get the program or service: Very/ somewhat satisfied = 89%.

Q13. Thinking of the most recent program or services you accessed or used in the past 12 months, how satisfied were you with...? Base: Accessed or used program or service provided by the City Of Guelph in the past 12 months (n=318).

Communication

Use of City's Online Platforms in Past 12 Months

Two-thirds of residents have visited the City's website in the past 12 months, while two in ten have interacted with the City using social media and one in ten have used a City digital app.

The proportion of Guelph residents who have visited their City's website in the past 12 months is higher than the National Norm.

Stacked bar chart showing usage of the City's various online platforms in the past 12 months. The Y-axis shows the City's online platforms and the X-axis represents the percentage. Visited the City's website: Yes = 66% No = 34%. Interacted with the City using social media: Yes = 20% No = 80%. Used a City digital app: Yes = 9% No = 91%.

The figure also includes a comparison between the percent who indicate "yes" for visiting the City's website and the national norm. For a more detailed description of the national norms, please reference the methodology section of this report. Visited the City's website: Yes = 66% vs. national norm = 62%.

Q14. Have you done the following in the past 12 months? How about...? Base: All Respondents (n=600).

Usage of City’s Online Platforms in Past 12 Months

Residents aged 18 to 54 are significantly more likely than their older counterparts to have visited the City’s website or to have interacted with the City using social media.

Residents residing in wards 5 and 6 are significantly more likely than those in ward 2 to have visited the City’s website, and Ward 6 residents are more likely than those living in Ward 4 to have used a City digital app.

Two tables showing usage of City’s online platforms by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Visited the City’s Website

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
67%	56%*	62%	65%	72%**	72%**

Used a City Digital App

Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
9%	9%	11%	4%*	6%	12%**

There are numbers on the right side of the slide showing percentage of those who have used the City’s online platforms in the past 12 months by age. Visited the City’s website: those age 35-54 years and those age 18-34 years are significantly more likely to have visited the City’s website compared to 35-54 years (77% and 67% vs. 52%, respectively). Interacted with the City using social media: those age 35-54 years and those age 18-34 years are significantly more likely to have interacted with the City using social media (28% and 24% vs. 8%, respectively).

Q8. In the past 12 months, have you. Base: All Respondents (n=600).

Assessment of City's Website

Large majorities who visited the City's website in the past 12 months are satisfied with all aspects of the City's website tested in the survey.

Visitors expressed the strongest levels of satisfaction with the website's ability to provide them with the information they needed (48% very satisfied), but are also most strongly dissatisfied with this aspect of the website (32% very dissatisfied).

Women are significantly more likely than men to be "very satisfied" with all aspects of the City's website.

Those residents residing in ward 2 are significantly more likely than those living in wards 4, 5 and 6 to be very satisfied with getting what they needed from the website (57% vs. 37%, 34% and 37%, respectively), and ward 2 residents are also more likely than those in ward 5 to be very satisfied with the ease of finding what they are looking for (49% vs. 28%).

Stacked bar chart showing the percent satisfied/ dissatisfied with various elements of the City's website. The Y-axis shows the attributes and the X-axis represents the percentage. The visual appeal: Very satisfied = 41% Somewhat satisfied = 53% Somewhat dissatisfied = 5% Very dissatisfied = 0% Don't know = 1%. Providing you with the information you needed: Very satisfied = 48% Somewhat satisfied = 41% Somewhat dissatisfied = 8%; Very dissatisfied = 3% Don't know = 0%. Getting what you needed: Very satisfied = 43% Somewhat satisfied = 44% Somewhat dissatisfied = 10% Very dissatisfied = 2% Don't know = 0%. The ease of finding what you were looking for: Very satisfied = 37% Somewhat satisfied = 42% Somewhat dissatisfied = 14% Very dissatisfied = 5% Don't know = 1%.

To the right of the stacked bar chart is a top 2 box summary of those who are Very/ somewhat satisfied. The visual appeal: Very/ somewhat satisfied = 94%. Providing you with the information you needed: Very/ somewhat satisfied = 89%. Getting what you needed: Very/ somewhat satisfied = 88%. The ease of finding what you were looking for: Very/ somewhat satisfied = 80%.

Q15. When you ... how satisfied were you with? Were you...? Base: Visited the City's website in the past 12 months (n=386).

Assessment of City Digital App

Among the small number of residents who used a City digital app in the past 12 months (n=48), overwhelming majorities are satisfied with all aspects of the digital app they used.

Stacked bar chart showing the percent satisfied/ dissatisfied with various elements of the City's digital app. The Y-axis shows the attributes and the X-axis represents the percentage. Providing you with the information you needed: Very satisfied = 60% Somewhat satisfied = 37% Somewhat dissatisfied = 0% Very dissatisfied = 1% Don't know = 2%. Getting what you needed: Very satisfied = 46% Somewhat satisfied = 51% Somewhat dissatisfied = 3% Very dissatisfied = 0% Don't know = 0%. The visual appeal: Very satisfied = 49% Somewhat satisfied = 45% Somewhat dissatisfied = 2% Very dissatisfied = 0% Don't know = 3%. The ease of finding what you were looking for: Very satisfied = 57% Somewhat satisfied = 34% Somewhat dissatisfied = 10% Very dissatisfied = 0% Don't know = 0%.

To the right of the stacked bar chart is a top 2 box summary of those who are Very/ somewhat satisfied. Providing you with the information you needed: Very/ somewhat satisfied = 97%. Getting what you needed: Very/ somewhat satisfied = 97%. The visual appeal: Very/ somewhat satisfied = 95%. The ease of finding what you were looking for: Very/ somewhat satisfied = 90%.

Q15. When you ... how satisfied were you with? Were you..?. Base: Used a City digital app in the past 12 months (n=48). The sample size for this question is small (under 100 respondents).

Assessment of Interacting with City Using Social Media

Overwhelming majorities of those who interacted with the City using social media are satisfied with all aspects of this interaction tested in the survey.

The strongest satisfaction is found in its providing residents with the information they needed (56% very satisfied).

There is very little variation among subgroups in their satisfaction with aspects of interacting with the City via social media, but women are significantly more likely than men to be very satisfied with the visual appeal of this interaction (60% vs. 34%).

Stacked bar chart showing the percent satisfied/ dissatisfied with various aspects of interacting with the City using social media. The Y-axis shows the attributes and the X-axis represents the percentage. The visual appeal: Very satisfied = 48% Somewhat satisfied = 48% Somewhat dissatisfied = 2% Very dissatisfied = 2% Don't know = 0%. Providing you with the information you needed: Very satisfied = 56% Somewhat satisfied = 38% Somewhat dissatisfied = 5% Very dissatisfied = 1% Don't know = 0%. Getting what you needed: Very satisfied = 51% Somewhat satisfied = 42% Somewhat dissatisfied = 4% Very dissatisfied = 1% Don't know = 2%. The ease of finding what you were looking for: Very satisfied = 47% Somewhat satisfied = 42% Somewhat dissatisfied = 9% Very dissatisfied = 1% Don't know = 1%.

To the right of the stacked bar chart is a top 2 box summary of those who are very/ somewhat satisfied. The visual appeal: Very/ somewhat satisfied = 96%. Providing you with the information you needed: Very/ somewhat satisfied = 94%. Getting what you needed: Very/ somewhat satisfied = 93%. The ease of finding what you were looking for: Very/ somewhat satisfied = 89%.

Q15. When you ... how satisfied were you with? Were you...? Base: Interacted with the City using social media (n=110).

Sources of Information About the City

The Internet, followed by word of mouth, articles in the Guelph Mercury Tribune, or the City News Pages in the Guelph Mercury Tribune are the most common sources of information about the City of Guelph.

Stacked bar chart showing the percentage using different sources of information about the City. The Y-axis shows the sources of information about the City and the X-axis represents the percentage. Internet = 71% Word of mouth = 60% Articles in the Guelph Mercury Tribune = 56% City News Pages in the Guelph Mercury Tribune = 54% The guelph.ca corporate website = 42%; Radio: CJOY/ Magic/ CBC Kitchener = 38% Social media (Facebook, Twitter) = 34% guelphtoday.com = 26% Television = 20% Signs/ posters/ billboards = 2% Telephone = 1% Other = 5% None = 1%.

Q16. Where do you look to get information about the City? Base: All Respondents (n=600).

Sources of Information About the City – By Age, Gender and Ward

Women are more likely than men to use online sources, such as social media or guelphtoday.com.

Residents under 55 years old are significantly more likely than their older counterparts to find out information about the City via the Internet or social media, while those aged 35 and older are more likely than those aged 18 to 34 to use newspaper sources, such as articles or the City News Pages in the Guelph Mercury Tribune. Residents aged 55 and older are more likely to have accessed information about the City from television.

There are also a number of differences in sources of information across wards, with ward 6 residents significantly less likely to use most of these sources of information.

Table showing the sources of information about the City by gender and age, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Sources of Information About the City	Gender		Age		
	Men	Women	18-34	35-54	55+
Internet	70%	71%	84%**	75%**	54%*
Word of mouth	55%*	64%**	62%	58%	59%
Articles in the Guelph Mercury Tribune	55%	57%	42%*	55%**	70%**
City News Pages in the Guelph Mercury Tribune	52%	55%	35%*	55%**	70%**
The guelph.ca corporate website	46%	39%	42%	53%**	32%*
Radio: CJOY/Magic/CBC Kitchener	36%	39%	32%	40%	40%
Social media (Facebook, Twitter)	28%*	41%**	46%**	40%**	18%*
guelphtoday.com	20%*	31%**	25%	26%	26%
Television	21%	20%	11%*	16%*	33%**

Table showing the sources of information about the City by ward, with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Sources of Information About the City	Ward					
	1	2	3	4	5	6
Internet	81%**	69%	68%	68%*	73%	66%*
Word of mouth	62%	62%**	70%**	56%	63%**	47%*
Articles in the Guelph Mercury Tribune	51%	58%	57%	57%	60%	53%
City News Pages in the Guelph Mercury Tribune	49%	57%	47%	59%	56%	52%
The guelph.ca corporate website	47%	36%	34%	45%	49%	43%
Radio: CJOY/Magic/CBC Kitchener	34%	42%	34%	47%**	35%	33%*
Social media (Facebook, Twitter)	40%	35%	42%**	40%**	26%*	27%*
guelphtoday.com	20%*	23%	35%**	28%	29%	19%*
Television	25%	21%	12%*	30%**	19%	15%*

Q16. Where do you look to get information about the City? Base: All Respondents (n=600).

Citizen Engagement

Belief That One Can Influence Municipal Decisions

Guelph residents are divided on whether they can influence municipal decisions affecting Guelph, with half (51%) agreeing that they can influence these decisions and half (47%) disagreeing with this view. Moreover, the proportion who “strongly disagree with this view is twice the number who “strongly agree” (23% vs. 11%).

There is little variation across subgroups in their belief regarding their ability to influence municipal decisions affecting Guelph, but overall agreement with this view is higher among those aged 18 to 34 and 35 to 54 than among those aged 55+.

Clustered bar chart showing the percentages of those who agree/ disagree that one can influence municipal decisions affecting Guelph. Y-axis represents the percentage and X-axis represents the agree/ disagree scale. Strongly agree = 11% Somewhat agree = 40% Neither agree nor disagree = 1% Somewhat disagree = 24% Strongly disagree = 23% Don't know = 1%.

There is a bracket extending below ‘strongly agree’ and ‘somewhat agree’ which shows results by age group: those age 18-34 years and those age 35-54 years are significantly more likely to Strongly/ somewhat agree that one can influence municipal decisions affecting Guelph (62% and 53% vs. 39%, respectively).

Q17. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that you can influence municipal decisions affecting Guelph? Base: All Respondents (n=600).

Preferred Way to Participate or Engage with the City

When asked their preferred way to participate or engage with the City, online engagement through a website or portal, through a survey or through social media top the list as the top methods, as well as in-person, one-on-one.

Stacked bar chart showing the preferred ways to participate or engage with the City. the Y-axis shows the ways of participating or engaging with the City and the X-axis represents the percentage. Online, through website or portal = 30% In-person, one-on-one = 28% Online, through a survey = 27% Online, through social media = 26% In-person town hall meeting = 16% By mail = 14% In-person council meeting = 10% Online town hall meeting = 9% Telephone = 4% Email = 4% Voting = 1% Some other way = 2% None of the above = 4%.

Q18. What is your preferred way to participate or engage with the City? Base: All Respondents (n=600).

Preferred Way to Participate or Engage with the City – By Gender and Age

Women are more likely than men to prefer online engagement, while men are more likely than women to prefer in-person engagement, but are also more likely to prefer an online town meeting. Residents aged 18 to 54 are more likely to prefer online engagement, while those aged 55+ prefer in-person engagement or via mail.

Table showing the preferred ways to participate or engage with the City, by demographics (gender, age), with statistical significance identified by asterisks. Cells with two asterisks (**) are significantly higher than cells with one asterisk (*).

Sources of Information About the City	Gender		Age		
	Men	Women	18-34	35-54	55+
Online through website or portal	32%	28%	28%	38%**	23%*
In-person, one-on-one	33%**	22%*	15%*	27%**	39%**
Online through a survey	23%*	31%**	39%**	28%**	16%
Online, through social media	17%*	35%**	42%**	30%**	8%*
In-person town hall meeting	18%	14%	13%	16%	18%
Mail	11%	16%	9%*	11%*	20%**
In-person council meeting	14%**	7%*	11%	7%*	14%**
Online town hall meeting	11%**	6%*	13%**	9%**	4%*

Q18. What is your preferred way to participate or engage with the City? Base: All Respondents (n=600).

Demographics

The page displays a number of stacked bar charts that provide a demographic profile of the sample.

Gender: Male, 49% Female, 51%.

Age: 18-34 years, 31% 35-54 years, 35%; 55+ years, 34%.

Region: Ward 1, 15% Ward 2, 18% Ward 3, 15% Ward 4, 17% Ward 5, 17% Ward 6, 18%.

Number living in household: One, 13% Two, 32% Three, 20% Four: 23% 5 or more: 12%.

Number of children in household: Zero, 54% One, 20% Two, 20% Three, 4%; Four, 2%.

Home ownership: Rent, 25% Own, 74%.

Education: Less than high school graduation, 5% Completed high school, 13%; Some or completed trade or technical school, 4% Some or completed college, 19%; Some or completed university, 32% Graduate or professional studies, 26%.

Income: Less than \$25,000, 8% \$25,000 to less than \$50,000, 19% \$50,000 to less than \$75,000, 19% \$75,000 to less than \$100,000, 17% \$100,000 to less than \$150,000, 16%; \$150,000 or more, 16% Don't know, 6%.

Tenure in Guelph: Less than 1 year, 1% 1 to less than 5 years, 10% 5 to less than 10 years, 14% 10 to less than 20 years, 23% 20 years or more, 51%.

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