



2010 Citizen Satisfaction Syndicated Study City of Abbotsford

June 2010





Methodology

- 300 telephone interviews with a randomly selected representative sample of Abbotsford residents aged 18 years or older.
- Conducted between April 29 and May 9, 2010.
- Overall results accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data was weighted to ensure the age and gender distribution reflects that of the actual population in the City of Abbotsford according to the 2006 Census data.
- Where appropriate, results have been compared to Ipsos Reid's database of municipal norms for British Columbia to provide additional context, insight, and benchmarks.



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Issue Agenda



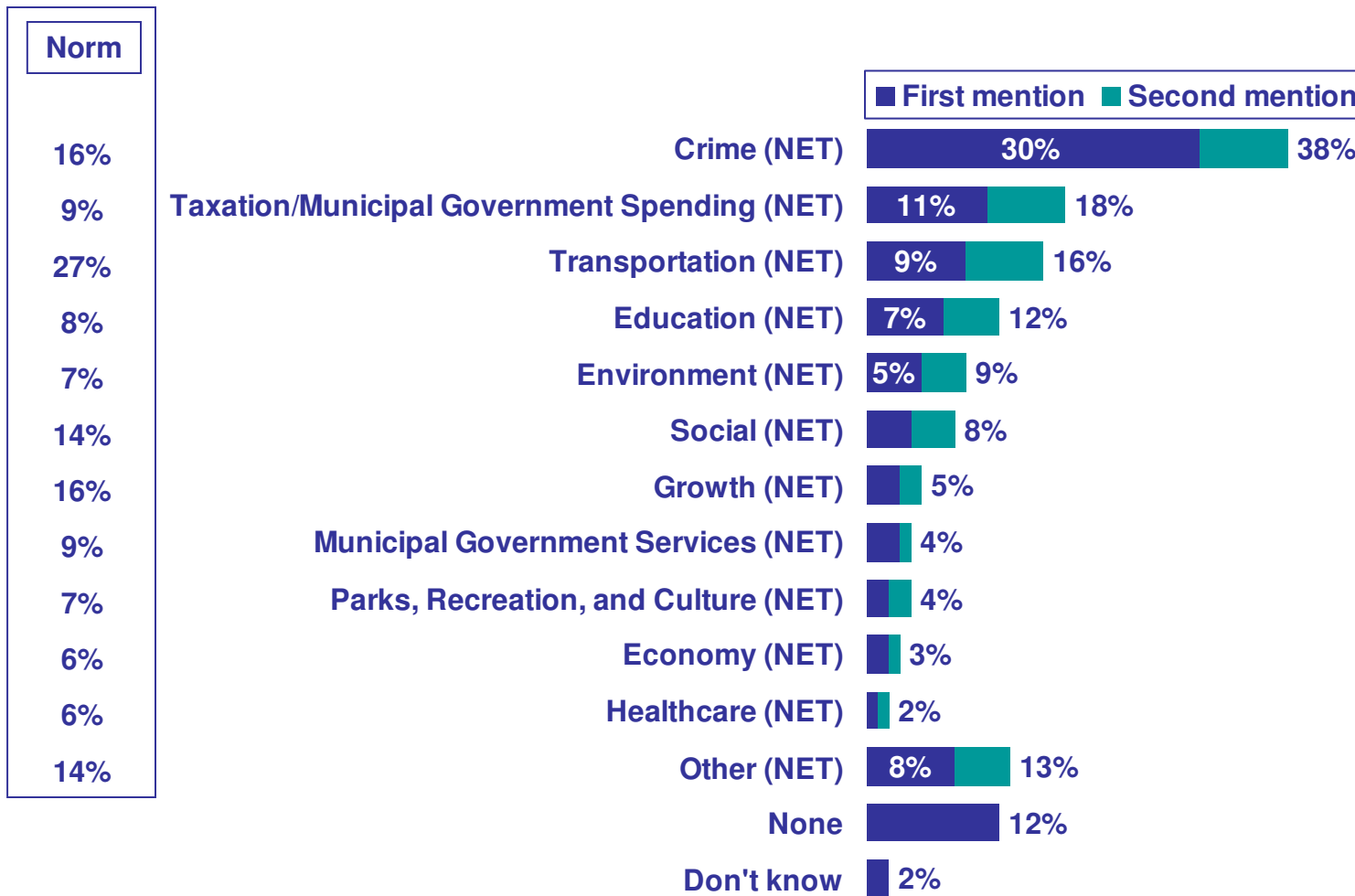
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Top of Mind Issues

In your view, as a resident of the City of Abbotsford, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?



Base: All respondents (n=300)



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Quality of Life



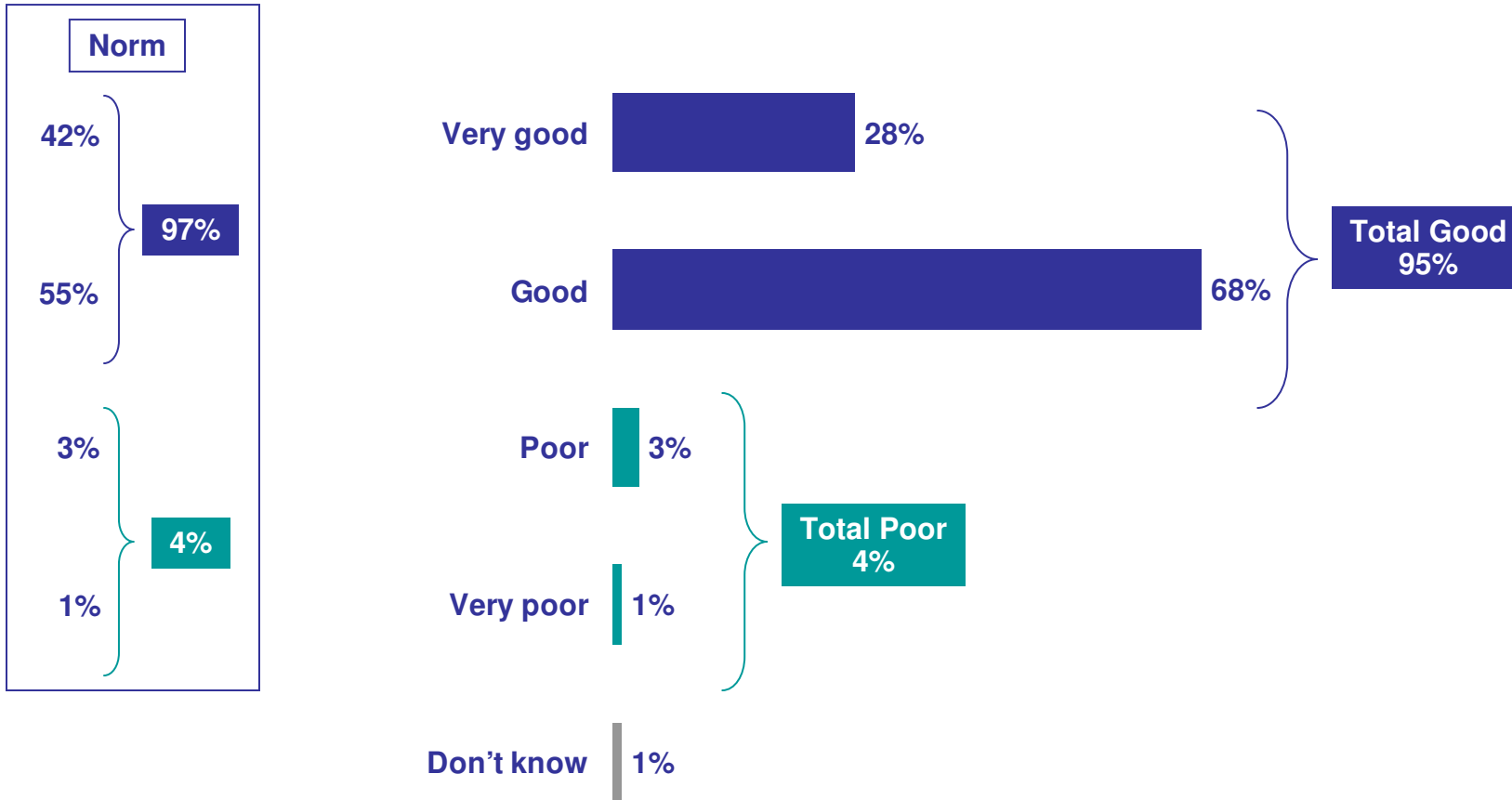
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Quality of Life

How would you rate the overall quality of life in the City of Abbotsford today?

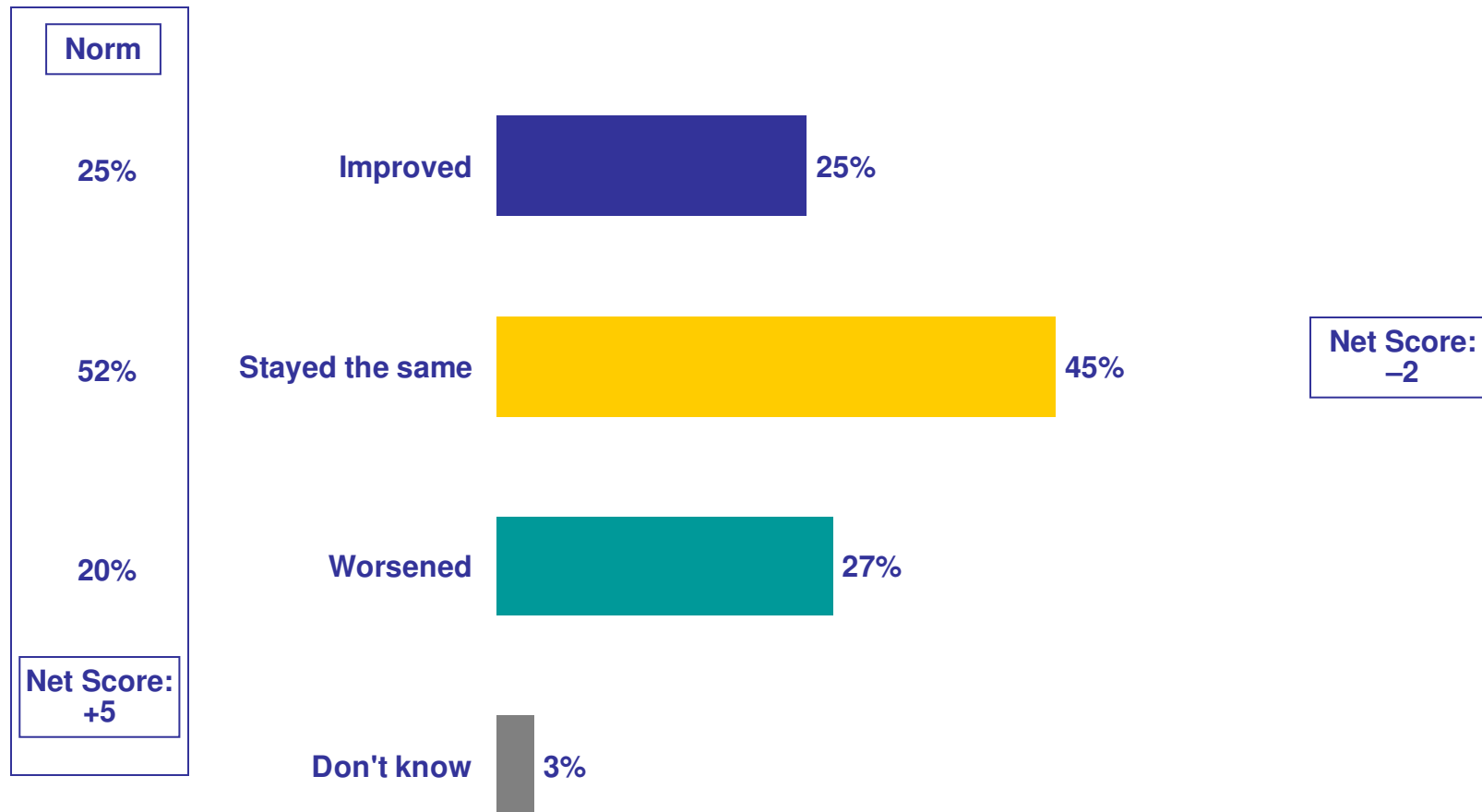


Base: All respondents (n=300)



Change in Quality of Life

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

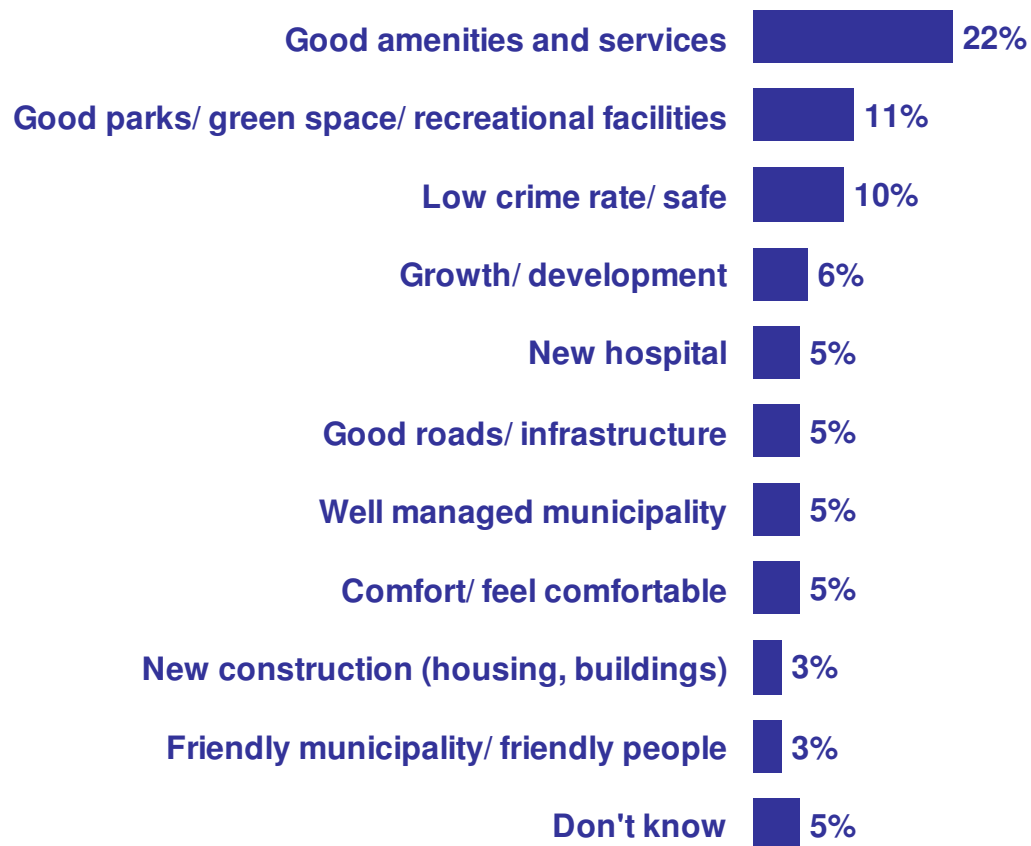


Base: All respondents (n=300)



Reasons why Quality of Life has Improved

Why do you think the quality of life has improved?



Only mentions of 3% or more are shown.

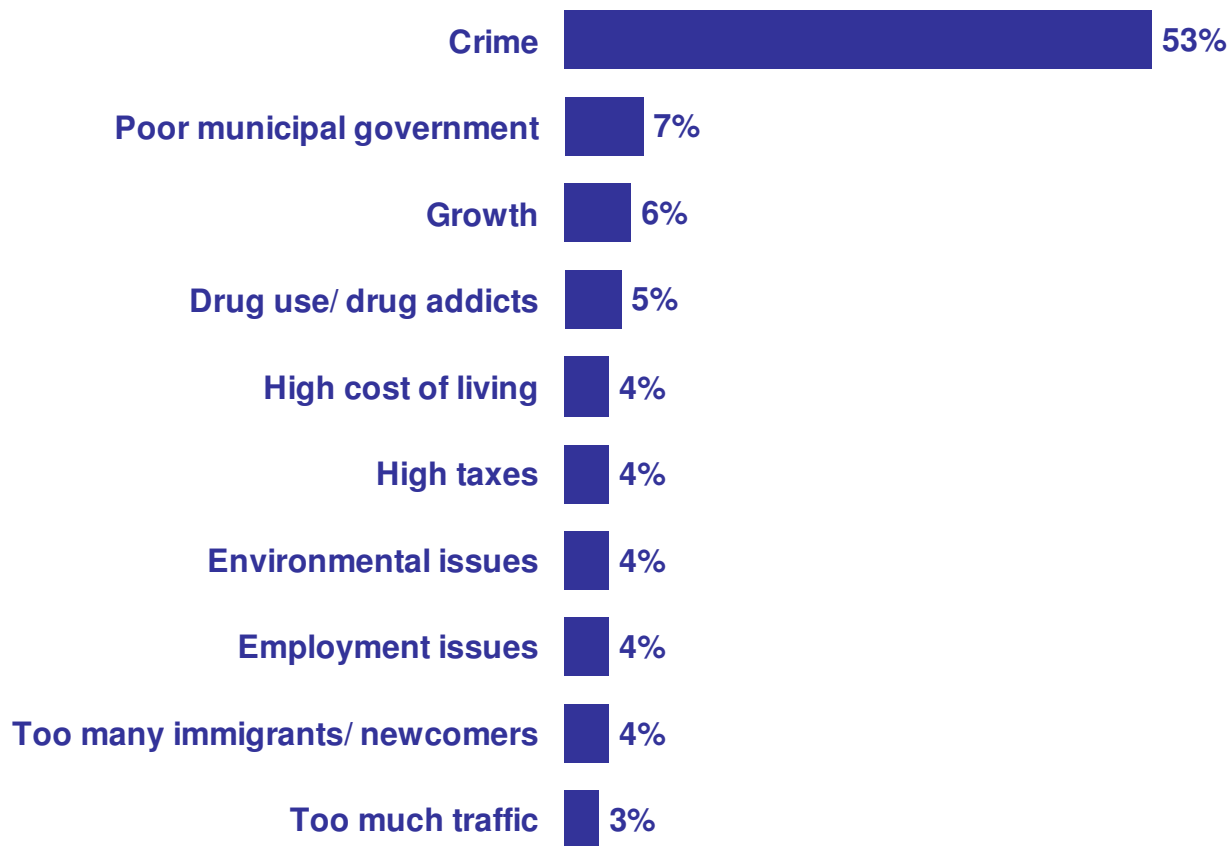
** Small base size, interpret with caution.*

Base: Quality of life has improved in the past three years (n=71)*



Reasons why Quality of Life has Worsened

Why do you think the quality of life has worsened?



Only mentions of 3% or more are shown.

* Small base size, interpret with caution.

Base: Quality of life has worsened in the past three years (n=87)*



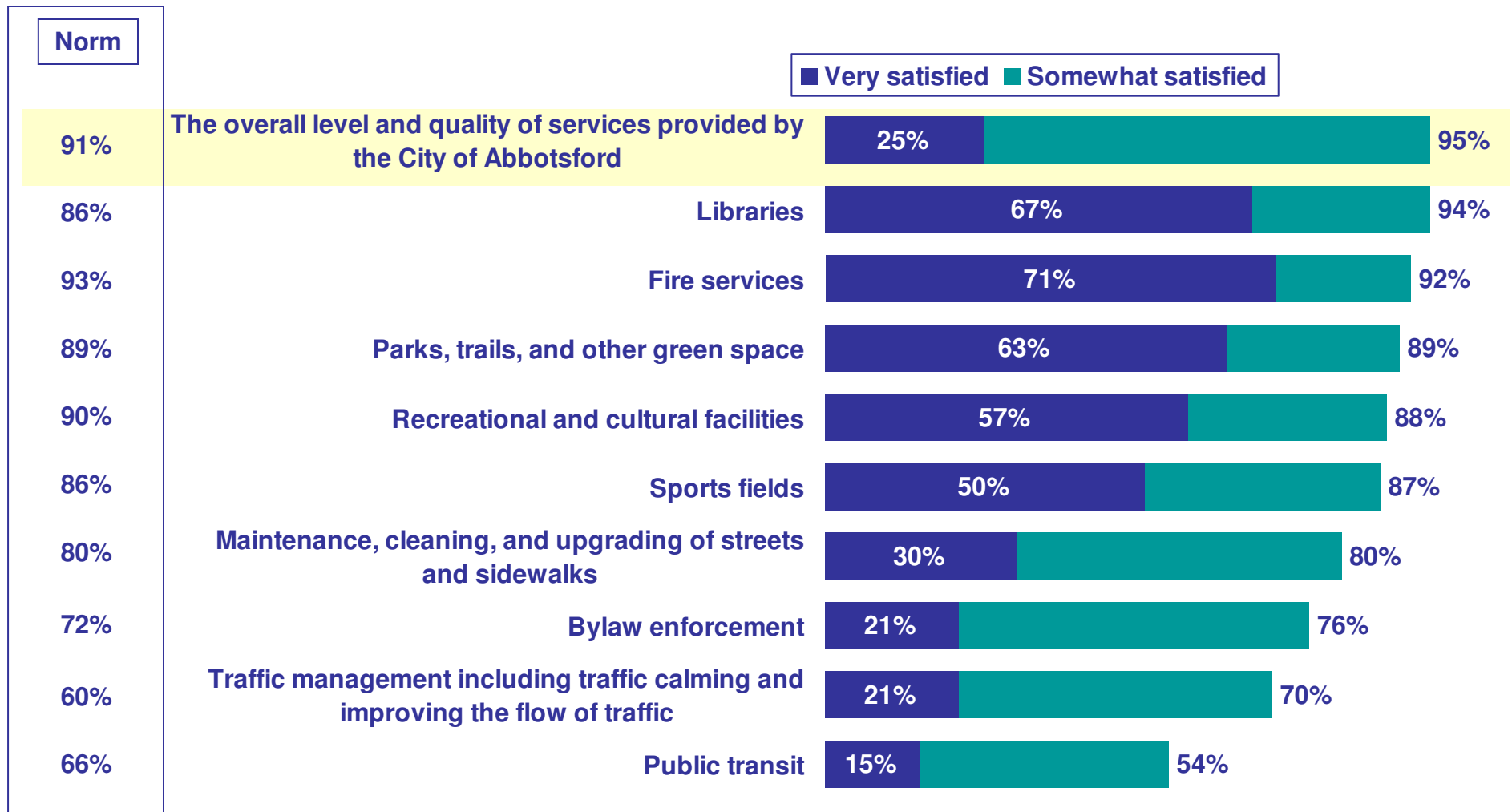
Satisfaction with Services





Satisfaction with Services

Please tell me how satisfied you are with each of the following services provided by the City of Abbotsford. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.



Base: All respondents (n=300)



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Financial Planning



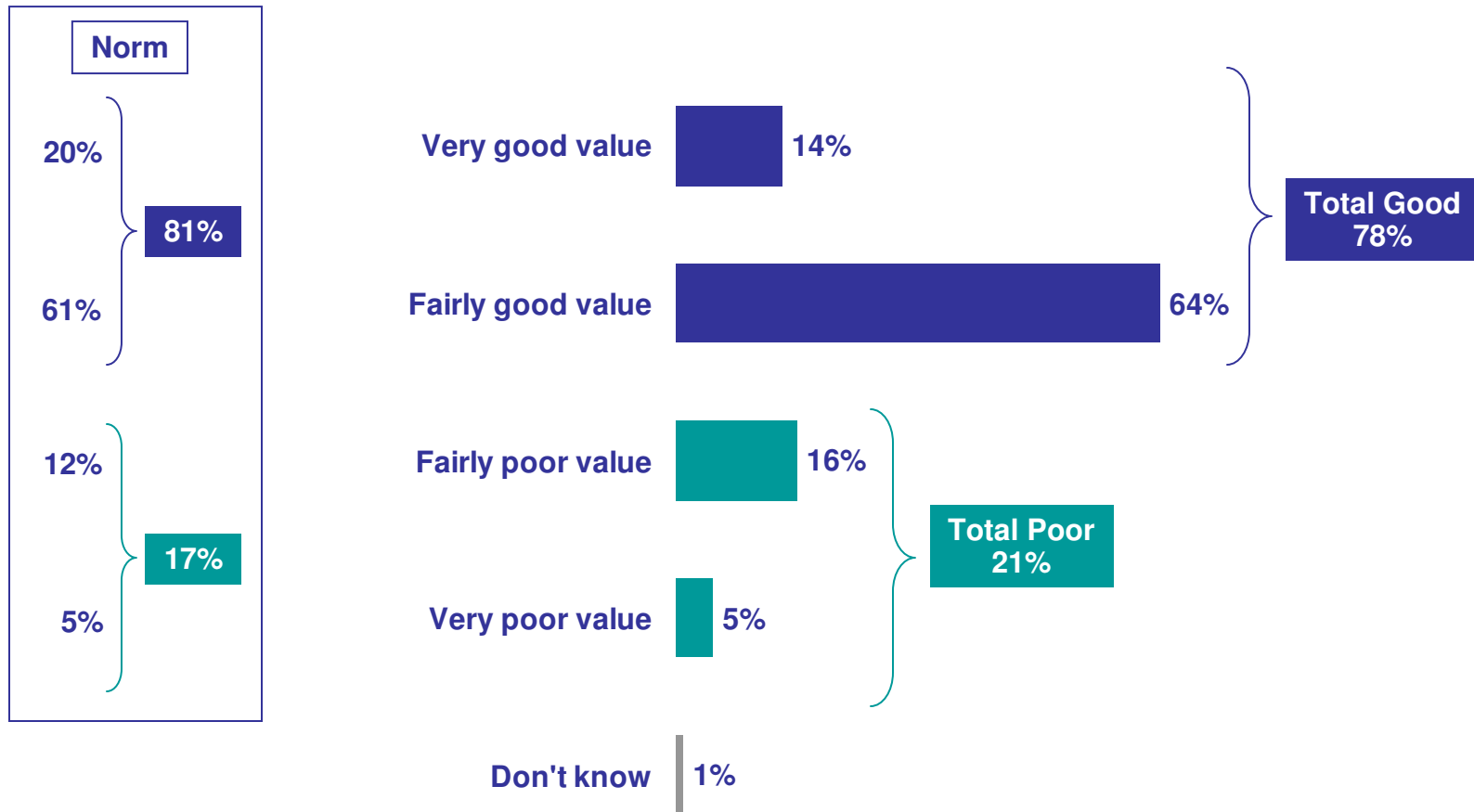
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Value for Taxes

Thinking about all the programs and services you receive from the City of Abbotsford, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

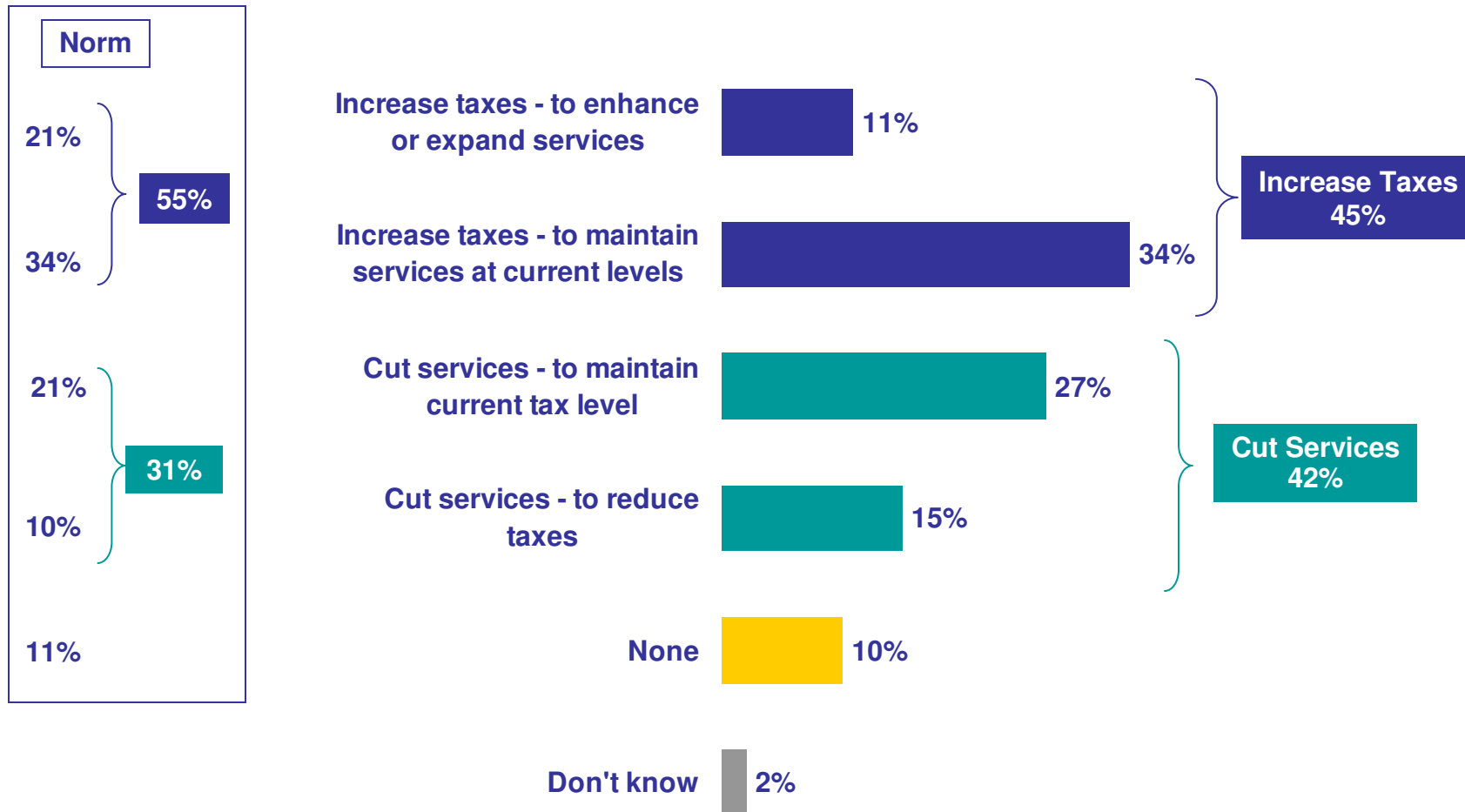


Base: All respondents (n=300)



Balancing Tax Increases and Service Cuts

Municipal property taxes are the primary way to pay for services provided by the City of Abbotsford. Due to the increased cost of maintaining current service levels and infrastructure, the City of Abbotsford must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Abbotsford to pursue?



Base: All respondents (n=300)



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Communication



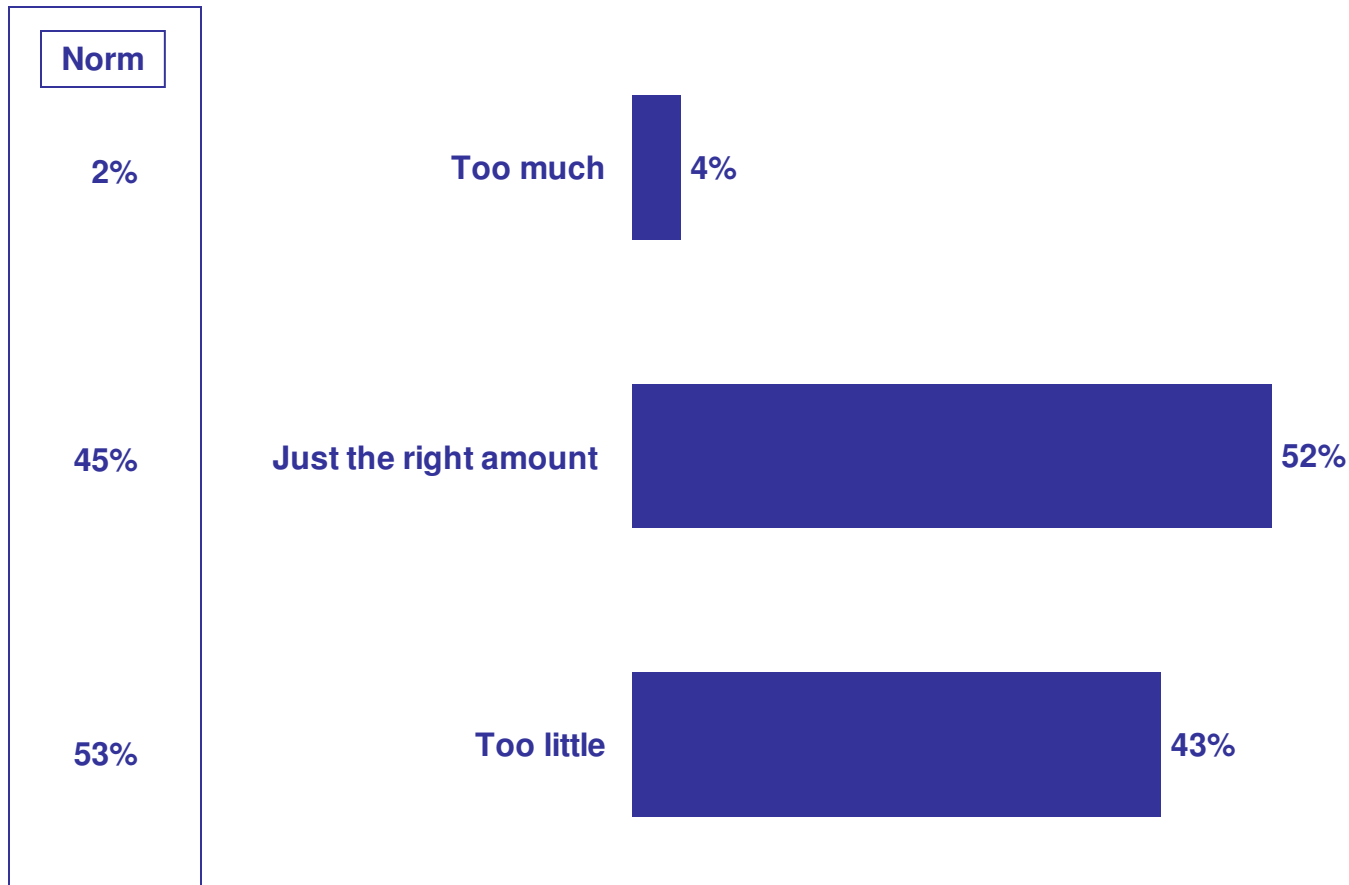
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Level of Information

In your opinion, do you currently receive too much, just the right amount, or too little information from the City of Abbotsford?

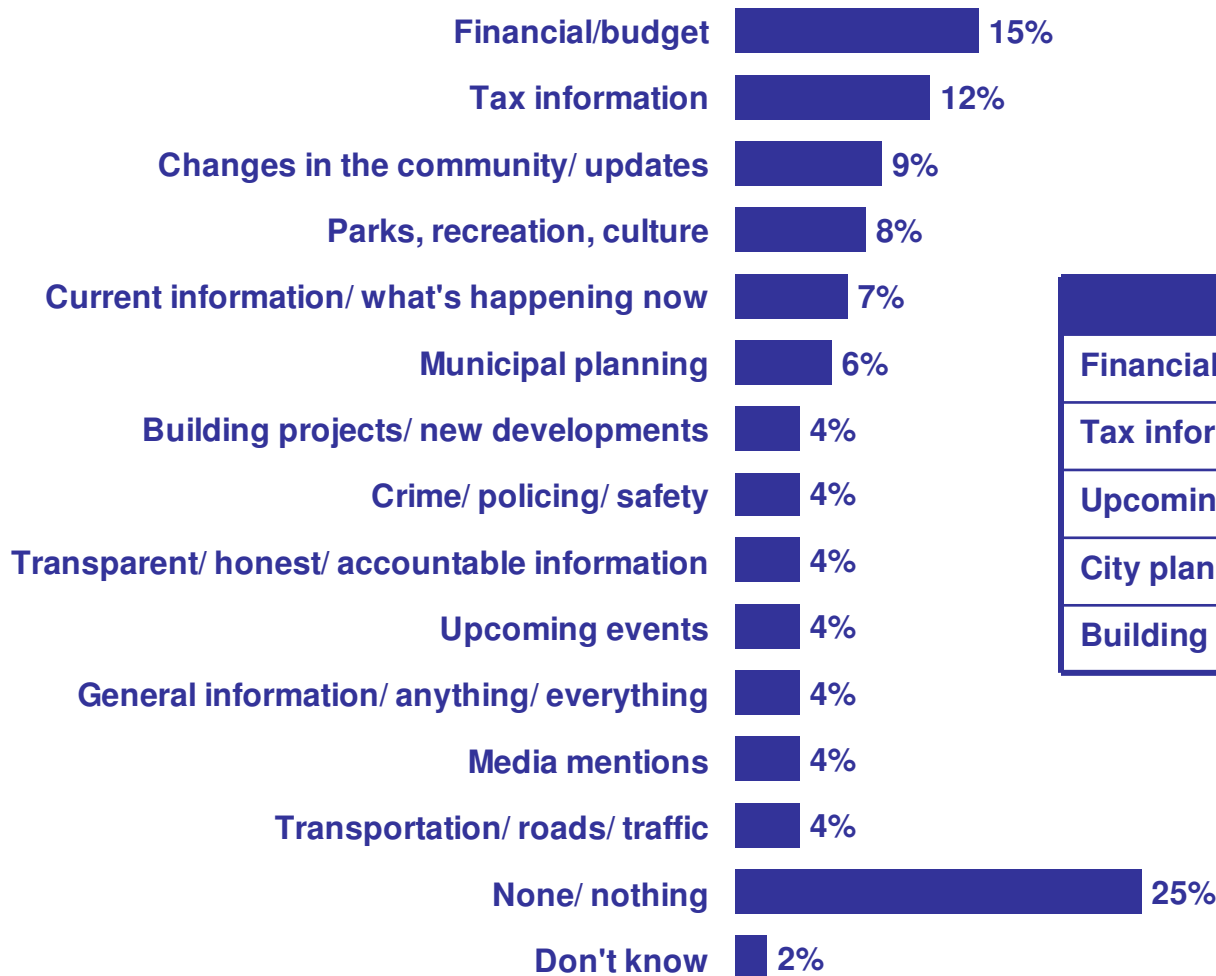


Base: All respondents (n=300)



Information Needs

Thinking about your information needs, what kinds of information do you want the City of Abbotsford to provide you with? Any others?



Top Mentions Norm	
Financial/budget	8%
Tax information	7%
Upcoming & current events	6%
City planning	6%
Building & development projects	6%

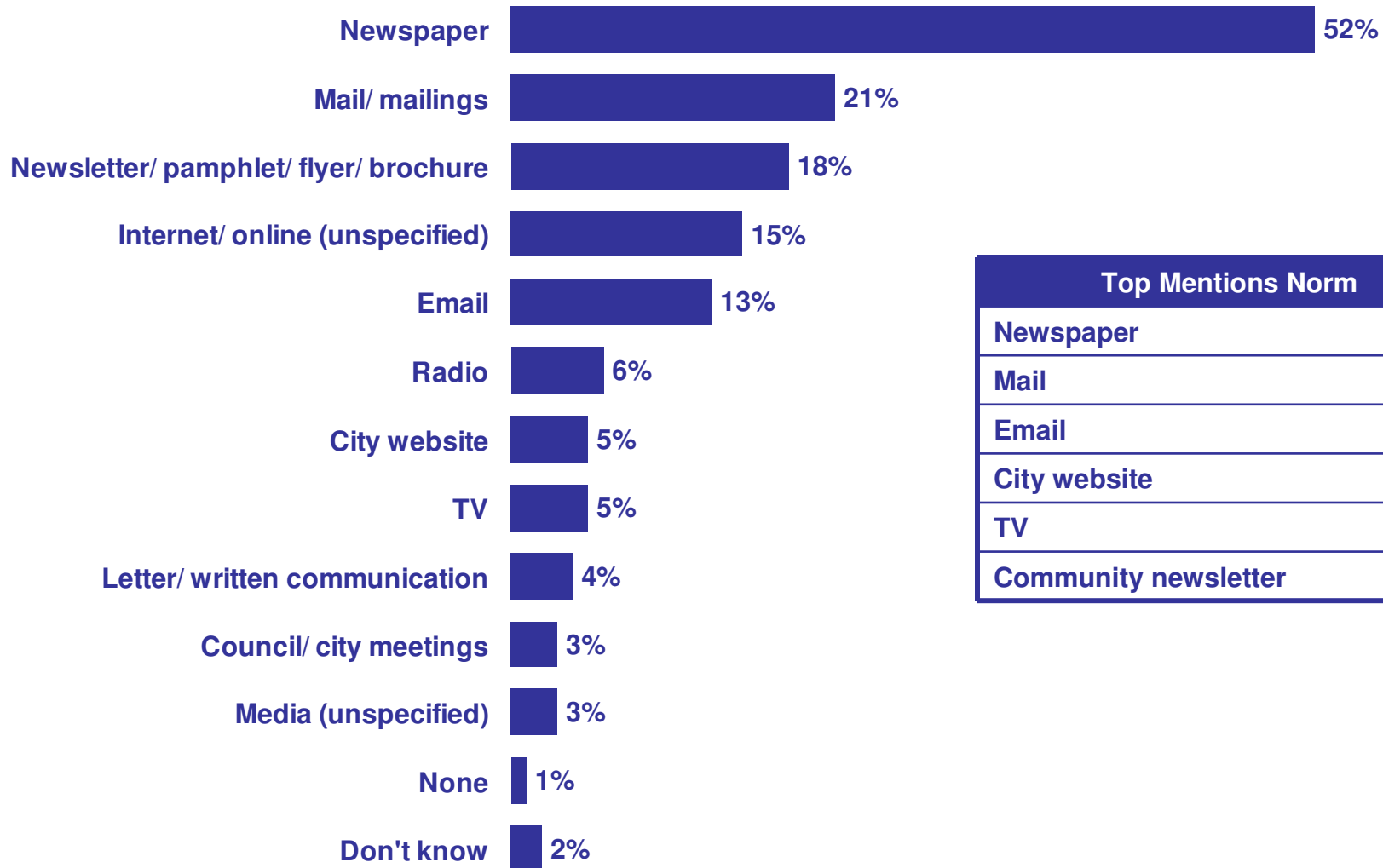
Only mentions of 4% or more are shown.

Base: All respondents (n=300)



Preferred Communication Channels

And what methods would be best for the City of Abbotsford to communicate information to you? Any others?



Top Mentions Norm	
Newspaper	42%
Mail	30%
Email	12%
City website	11%
TV	8%
Community newsletter	8%

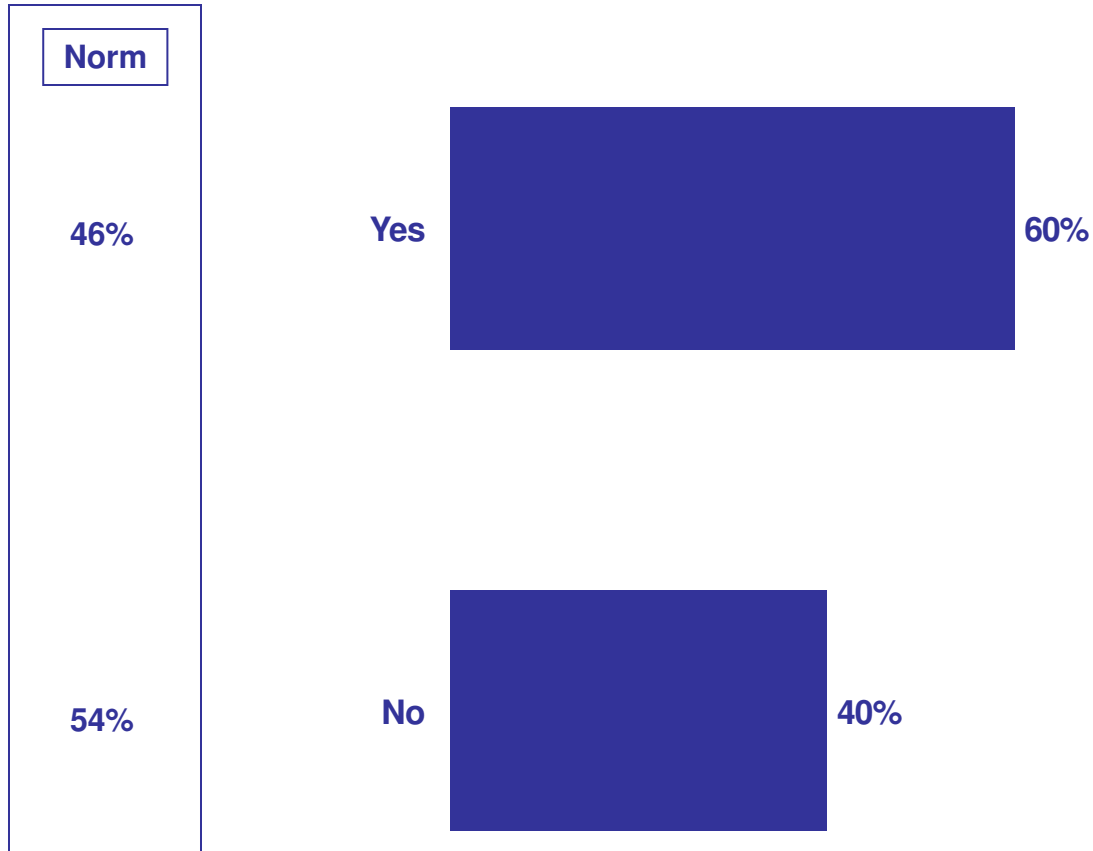
Only mentions of 3% or more are shown.

Base: All respondents (n=300)



Website Visitation

In the last twelve months, have you been to the City of Abbotsford's website?



Base: All respondents (n=300)



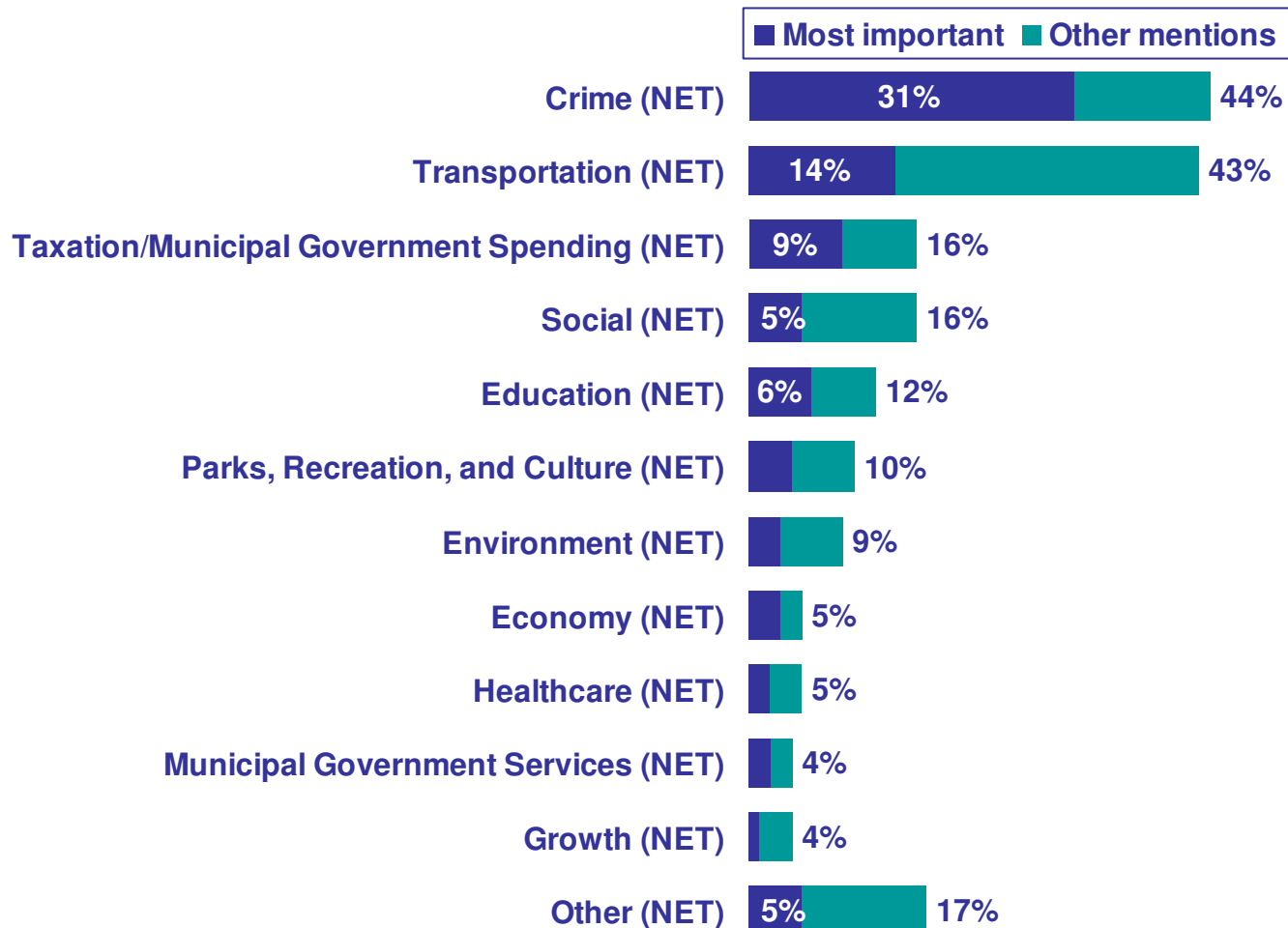
Citizen Priorities and Expectations





Top Three Priorities

Thinking about all of the priorities that exist in the City of Abbotsford today, please tell me the top three priorities that you feel the City of Abbotsford should address over the next 12 months. Next, I'd like you to rate these three priorities from most important to least important. Of these three priorities, which one is most important?

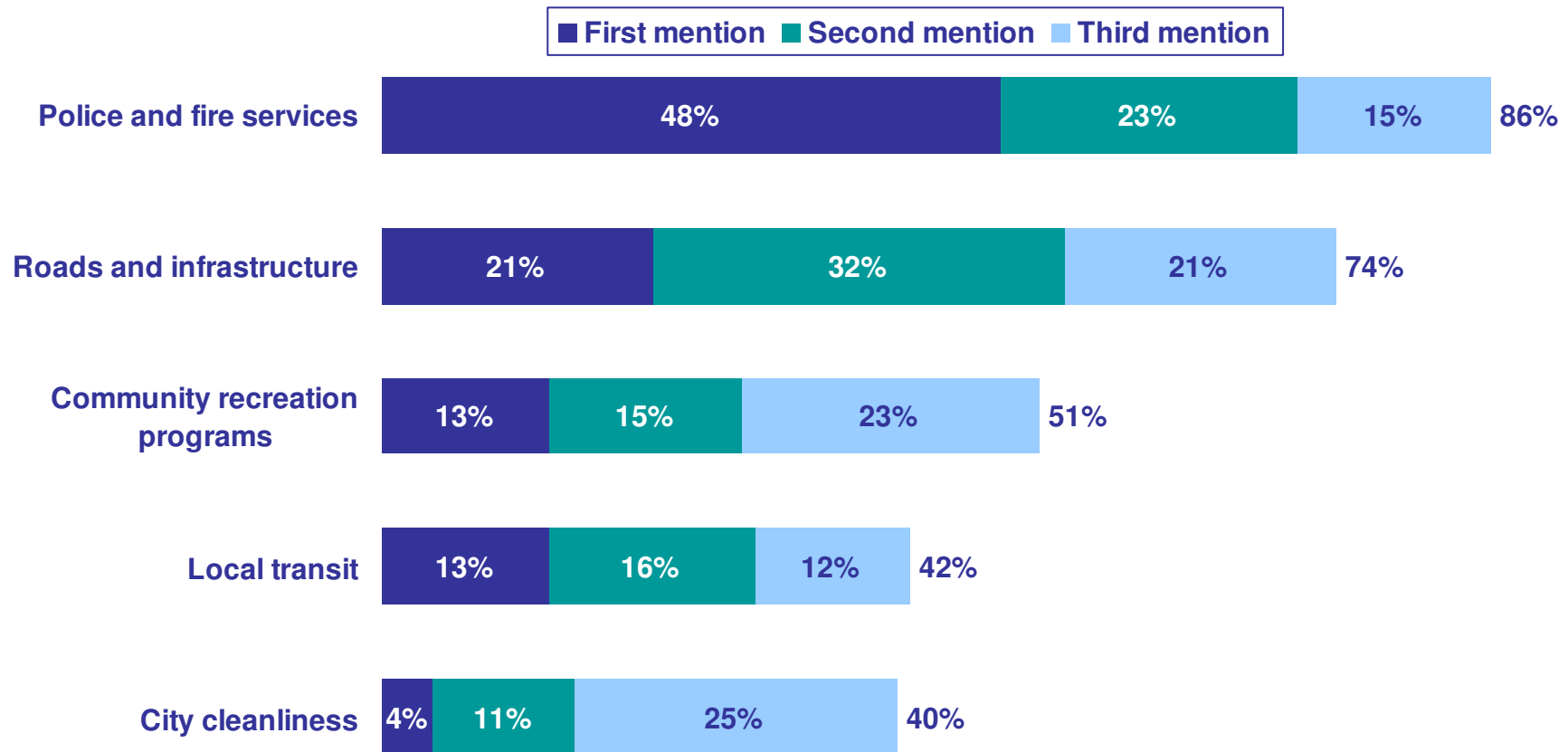


Base: All respondents (n=300)



Ranking Municipal Priorities

Next, I'm going to read you a list of five priorities that the City of Abbotsford might consider addressing over the coming year and would like you to tell me which one of these is most important to you personally. Which one is next most important? Which one is third most important?

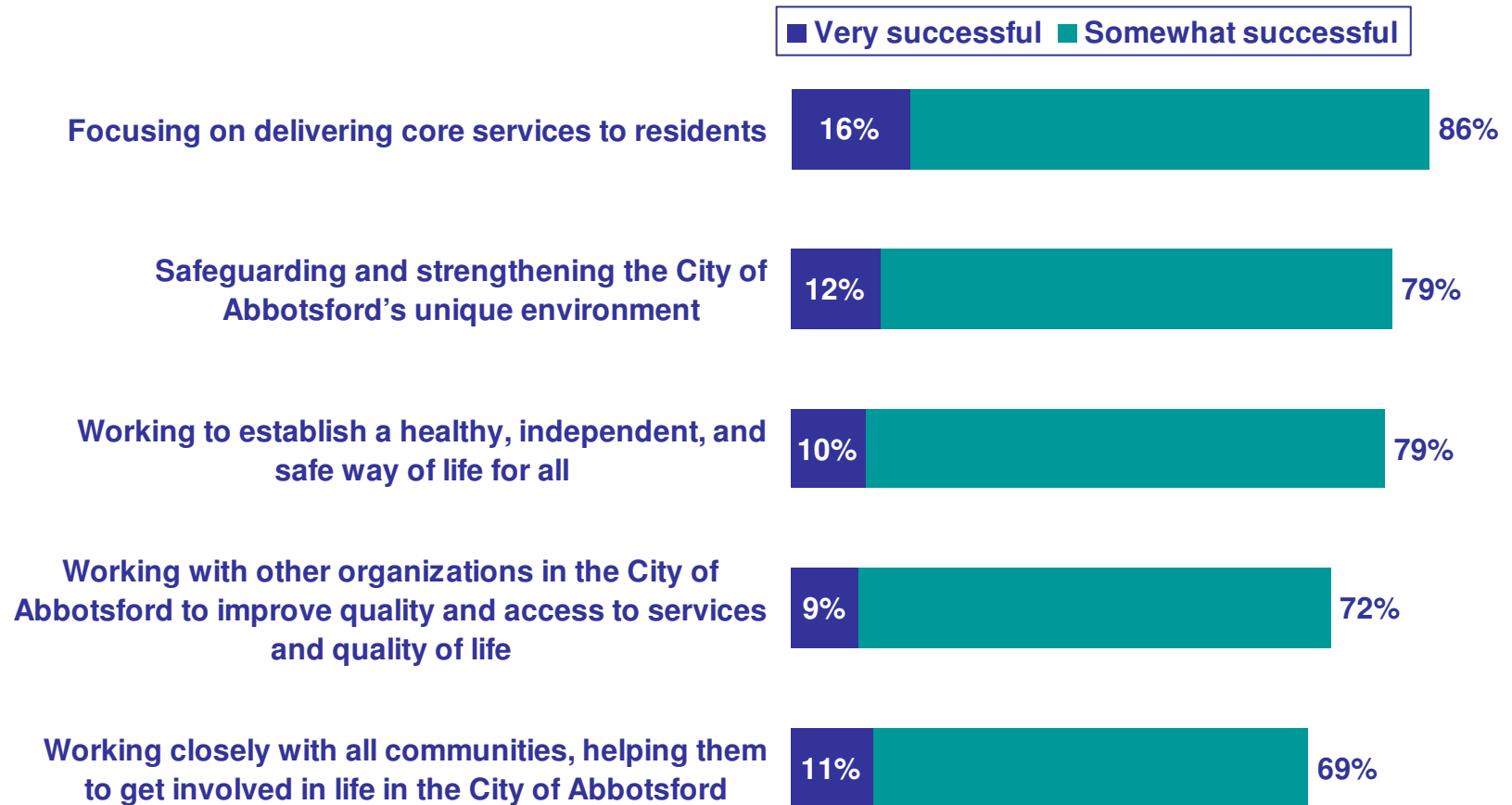


Base: All respondents (n=300)



Municipal Success in Priority Areas

How successful or unsuccessful would you say the City of Abbotsford is in...?



Base: All respondents (n=300)



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Infrastructure



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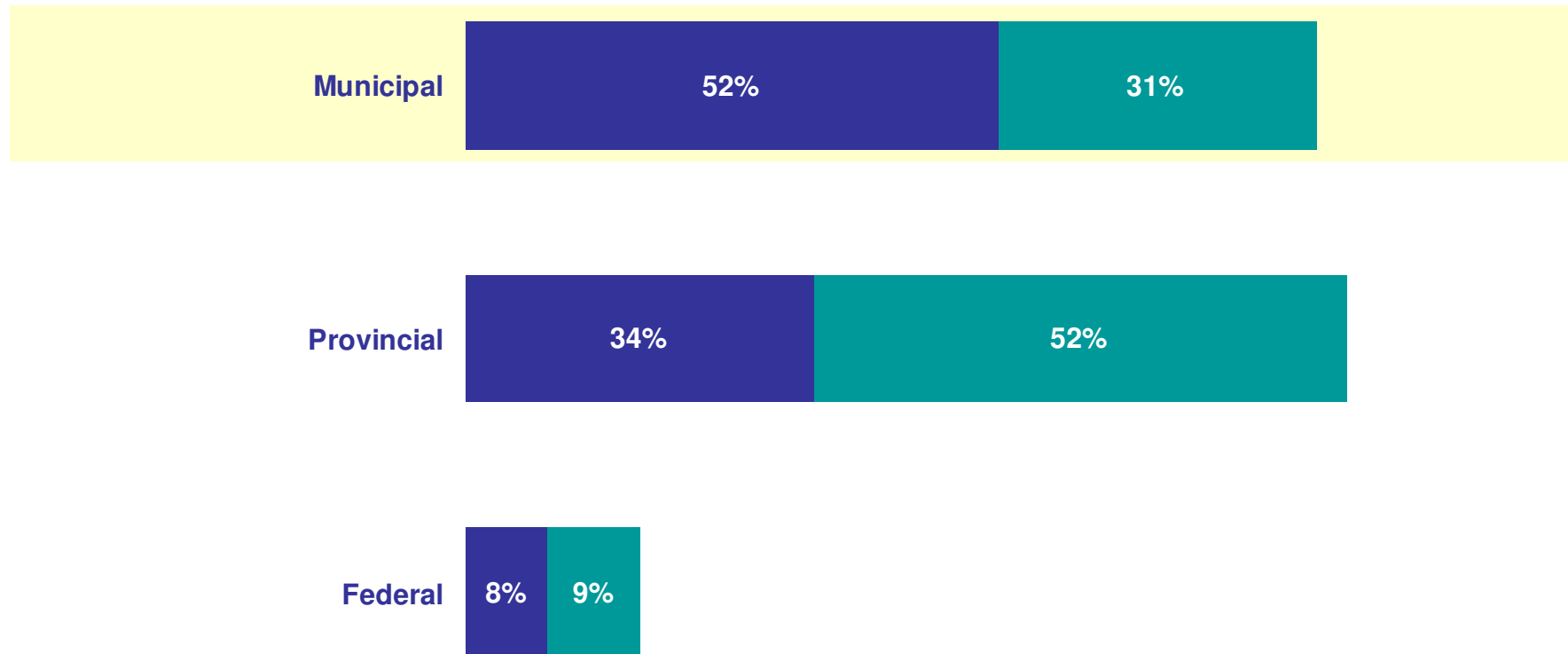
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Level of Government Responsible for Health of Infrastructure in Community

Which level of government do you think is most responsible for the health of the infrastructure in your community? Which one is next most responsible?

■ First mention ■ Second mention

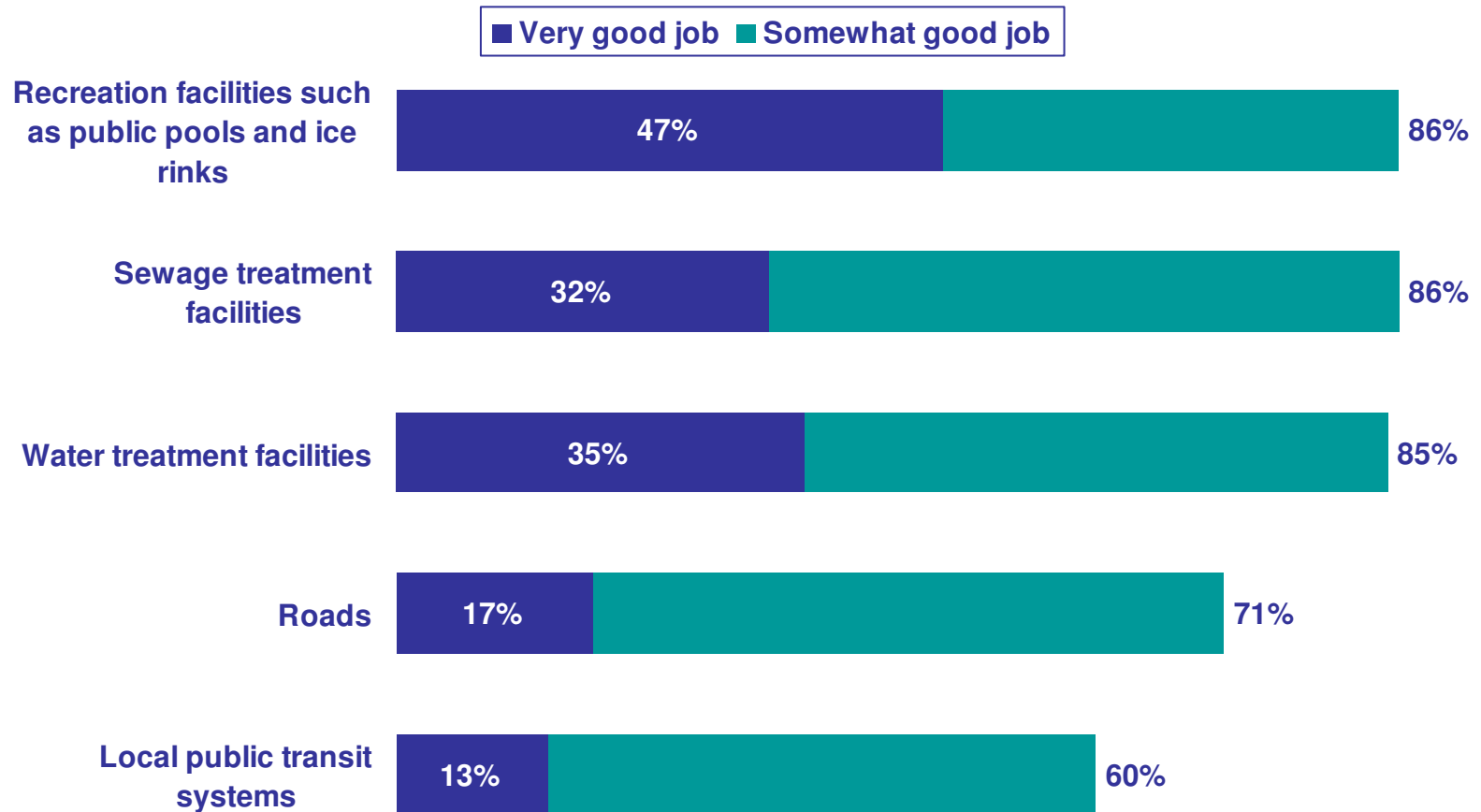


Base: All respondents (n=300)



Municipal Performance in Managing Infrastructure Assets

Please tell me if you think the City of Abbotsford is doing a good job or poor job of managing each of the following infrastructure assets in your community. (Is that a very or somewhat good/poor job?)

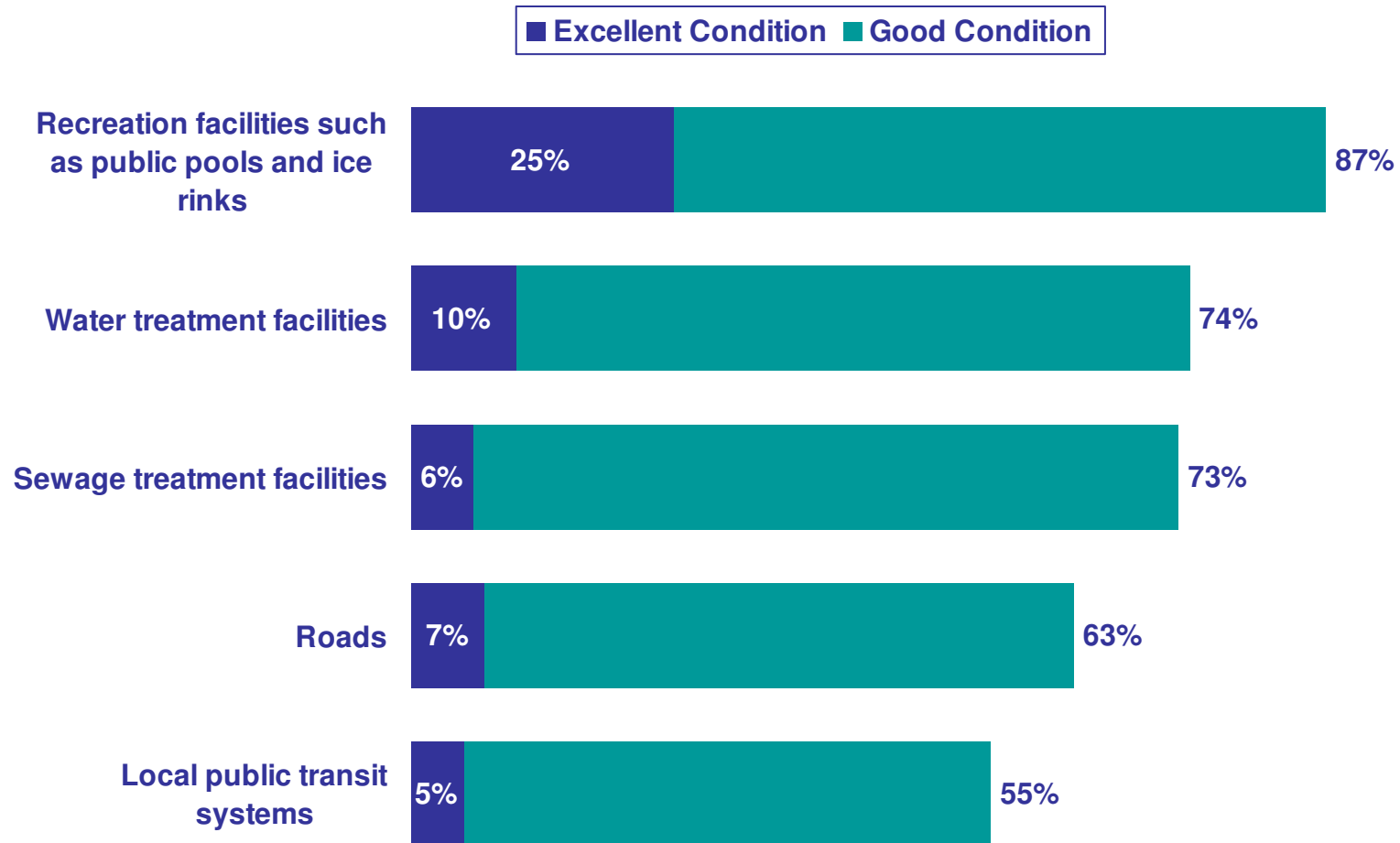


Base: All respondents (n=300)



Condition of Infrastructure Assets

Generally speaking, how would you rate the current condition of each of the following in the City of Abbotsford?

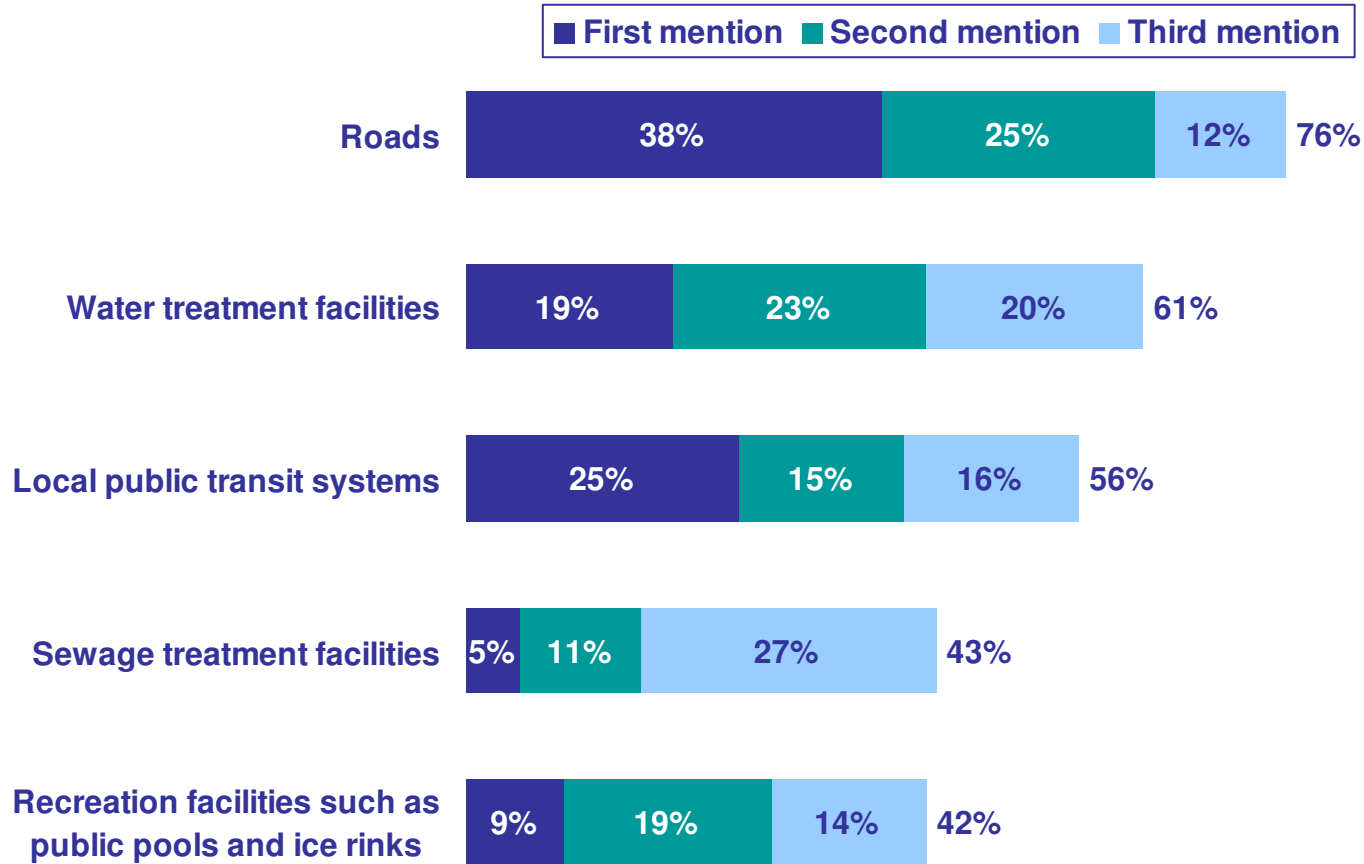


Base: All respondents (n=300)



Infrastructure Priorities

And if you could choose which infrastructure assets should get the highest and immediate priority of government attention for construction or upgrade in your community, which one of the following would you assign the greatest importance? And which one would you assign the second greatest importance? And which one would you assign the third greatest importance?



Base: All respondents (n=300)



Weighted Sample Characteristics





Weighted Sample Characteristics

	Total Respondents (n=300) %
Gender:	
Male	49%
Female	51%
Age:	
18-49	59%
50+	40%
<i>Average Age</i>	<i>49 years</i>
Responsible for property taxes:	
Yes	94%
No	5%

	Total Respondents (n=300) %
Household Composition:	
With children	47%
Without children	53%
Own or Rent:	
Rent	20%
Own	79%
Length of Residency:	
10 years or less	35%
11 to 20 years	34%
More than 20 years	32%
<i>Average Number of Years</i>	<i>19 years</i>



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For more information, please contact:

Catherine Knaus
Associate Vice-President, Ipsos Reid
778-373-5131
catherine.knaus@ipsos.com



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