



# Riverview Citizen Satisfaction Survey

Final Report  
April 2015




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- Ipsos Reid is pleased to present the Town of Riverview with the results of the 2015 Citizen Satisfaction Survey.
  
- Specific areas explored in the research include:
  - Top-of-mind issues in need of attention from local leaders;
  - Overall impressions of the quality of life in the Town of Riverview;
  - Perceptions of Town services, including perceived importance and satisfaction;
  - Preferred communication methods;
  - Financial planning and value for taxes;
  - Perceptions on infrastructure development;
  - Use of recreation facilities; and
  - Support for new indoor recreation and wellness centre.
  
- Where possible, the results in this study build upon and track the results of previous Ipsos research from 2010.

## Methodology

- A total of 300 telephone interviews were completed with a randomly selected representative sample of Riverview residents aged 18 years or older.
- The telephone interviews were completed between March 10 and March 17, 2015.
- Overall results accurate to within  $\pm 5.7$  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 Town of Riverview according to the 2011 Census data.
- Where appropriate, results have been compared to Ipsos Reid's database of municipal norms (Canada-wide) to provide additional context, insight, and benchmarks.
- Throughout the report statistically significant differences are highlighted in green: 

# Key Findings

It bodes well for the Town of Riverview to learn that overall the town's residents are satisfied with the services provided by the Town and perceive there to be a very good quality of life in the Town of Riverview compared to the national norm.

## Perceptions of Staff and Council

Overall satisfaction with local government remains significantly higher than the national norm. Satisfaction with various elements of municipal operations are also higher than the national norm (although not necessarily significantly so). These satisfaction measures like courtesy, accountability and quickly responding to residents' concerns are on par with 2010 results.

## Citizen Priorities and Quality of Life

### New Businesses

Residents who perceive the quality of life to have increased over the past three years attribute this growth to new businesses more than anything else - this is substantially higher than the national norm. While overall residents perceive the Town to be successful in their various municipal offerings, residents perceive the Town to be least successful in attracting and retaining new businesses and as a result, satisfaction levels are lowest for the Town's support of local businesses, relative to other measures. If the Town of Riverview is looking for opportunities to increase satisfaction and perceived quality of life – greater investments in attracting and attaining local businesses could raise these figures.

### Roads

Although the majority of residents are satisfied with the Town's management of roads, on both an aided and unaided basis, residents perceive roads and infrastructure to be the greatest priority for the Town of Riverview. When asked directly whether the Town should invest in repairing and maintaining existing roads versus new roads and infrastructure – the vast majority of residents prefer that the Town repair and maintain existing infrastructure.

### Communications

Three-quarters of residents believe that they get just the right amount of information from the Town. The content of communications has not changed - residents just want to stay well informed about what is happening in the Town. However, there is a growing desire for more information via email or on the Town of Riverview website. This is supported by the fact that since 2010 there is a significant increase in the number of residents who are visiting the Town's website for information.

### Recreational and Wellness Centre

Two-thirds of Riverview residents currently use recreational facilities in the Town of Riverview and over half of residents using these facilities are willing to pay higher user fees to improve the quality of the facilities. Among those residents who are willing to pay a higher fee, all are willing to pay 5% more and nearly half are willing to pay at least 10% more.

Before mentioning a potential property tax increase, the vast majority of residents support a new indoor recreation and wellness facility in the community. However, this support drops substantially once residents are asked about various property tax increases. At most, half of residents support a property tax increase of 5%. Only one-quarter of residents support a 10% increase and there is virtually no support for a 15% increase.

Considering the importance of roads, specifically the maintenance of existing transportation infrastructure, many residents would likely want to see a part of any potential property tax increase covering this area as well, if not perhaps more so than a recreation centre.

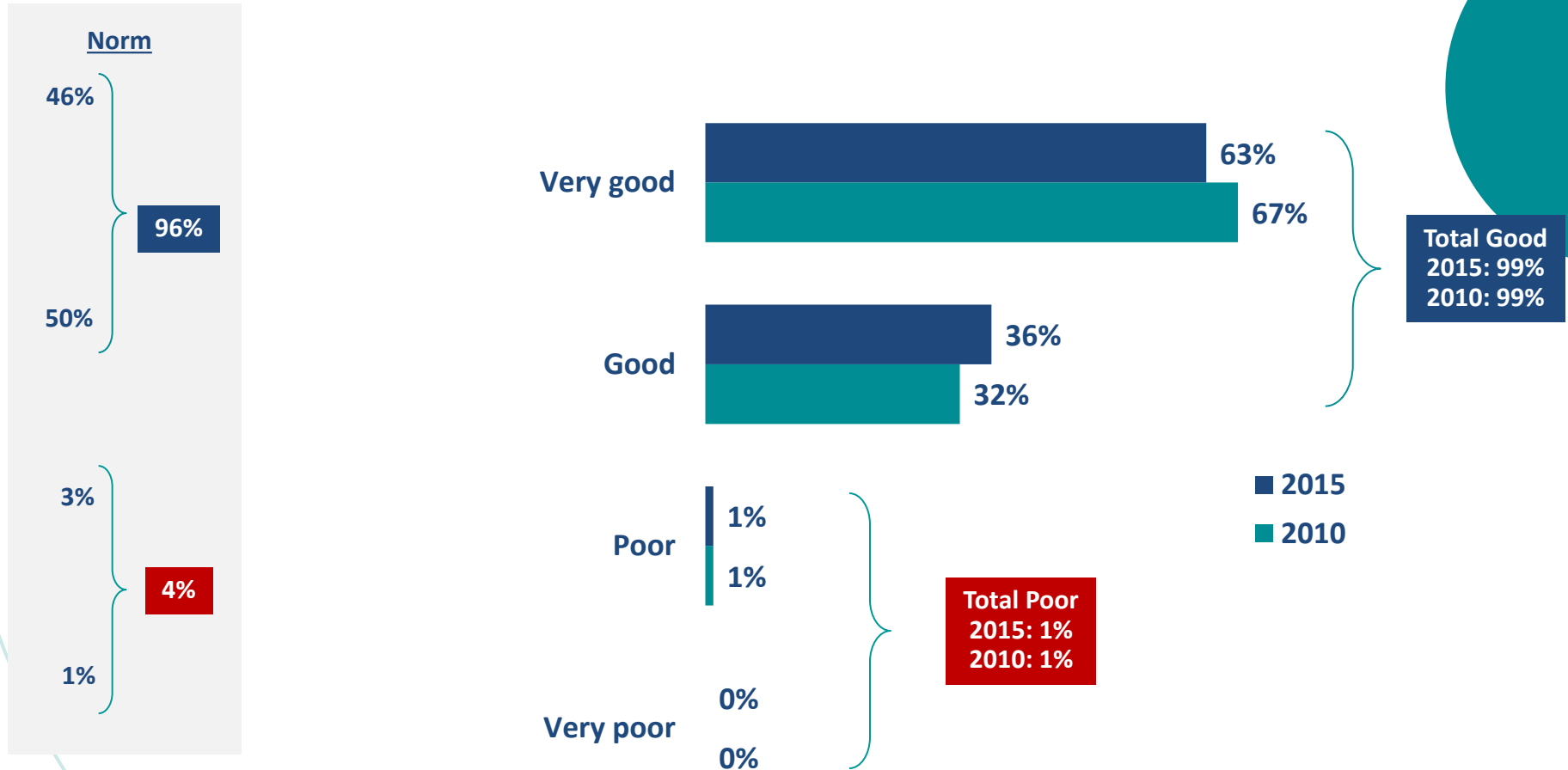
# Detailed Tables



# Quality of Life

# Quality of Life

Two-thirds of Riverview residents (63%) believe that the quality of life is *very good* in the Town of Riverview – this is on par with 2010 and is significantly higher than the national norm (46%). *The overall quality of life among those who said very good or good is 99% - just slightly above the national norm of 96%. It is important to look at the difference between those who say very good and those who say good. Compared to 2010 there are been a directional shift where more residents say the quality of life is good rather than very good.*



Q2. How would you rate the overall quality of life in The Town of Riverview today?

Base: All respondents (n=300)

## Quality of Life - Demographics

Female (69%) residents, those who have been living in the town for over 30 years (74%) and those who have personally contacted the town within the last 12 months are significantly more likely to perceive the quality of life as *very good*.

	Sex		Years in Riverview				Contacted Town (last 12 months)	
	Male	Female	1-10	11-20	21-30	30+	Yes	No
<b>Very Good</b>	55%	69%	64%	50%	61%	74%	70%	53%
<b>Good</b>	45%	29%	37%	45%	39%	26%	30%	45%

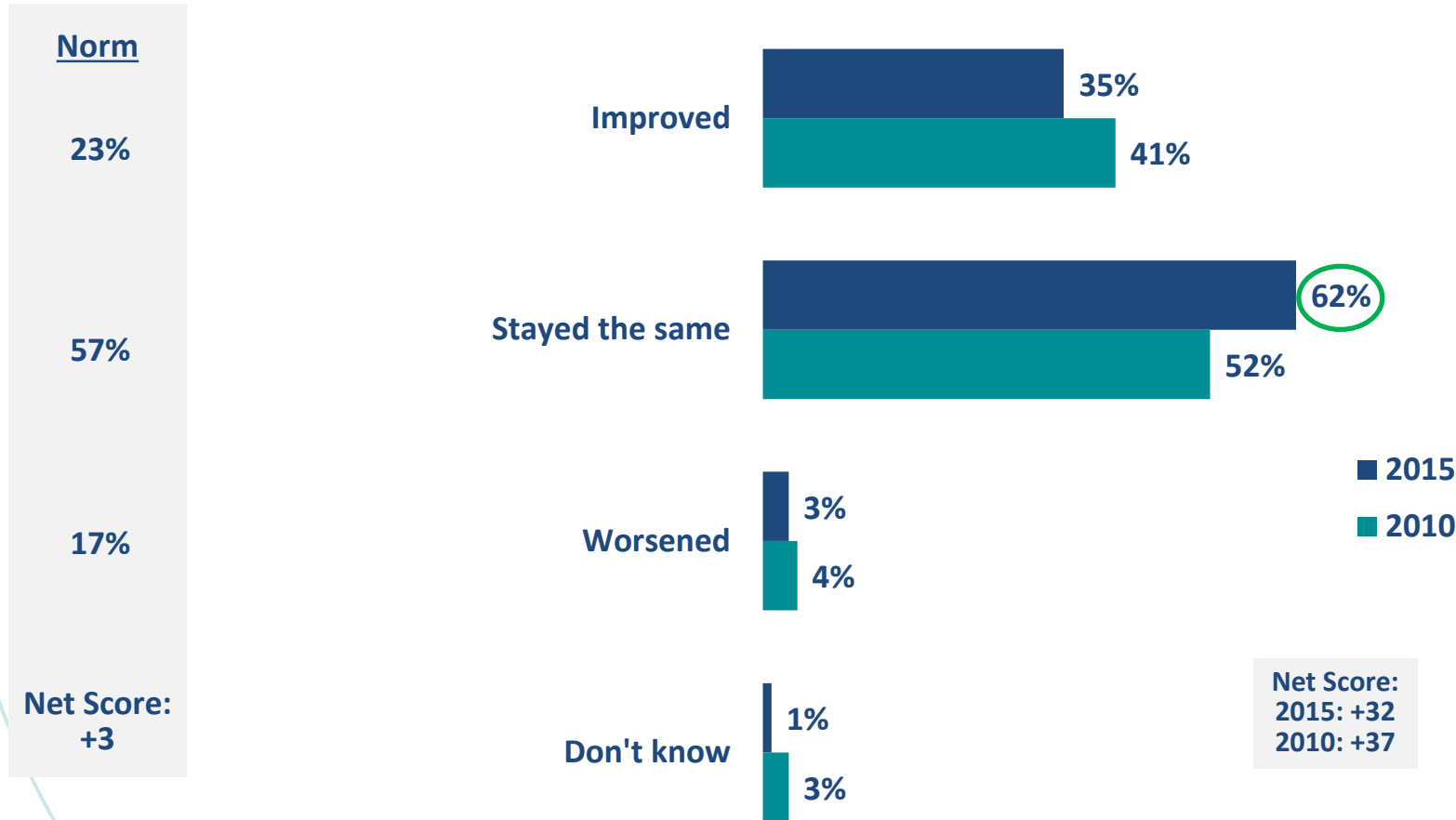
Q2. How would you rate the overall quality of life in The Town of Riverview today?

Base: All respondents (n=300)



# Change in Quality of Life

Since 2010 there is a significant increase in the number of Riverview residents who believe that the quality of life has stayed the same over the past three years (62% compared to 52%). Meanwhile one-third (35%) believe the quality of life has improved over the past three years – this is directionally (but not significantly) lower than 2010 but significantly higher than the national norm. Subtracting those who perceive the quality of life as *poor* (-) from those who perceive it to be *good* (+) provides a NET score of +32%.



Q3. Do you feel that the quality of life in The Town of Riverview in the past three years has...

Base: All respondents (n=300)



## Change in Quality of Life – by Demographics

Females (43%) and residents who indicated that they would pay higher recreational fees are significantly more likely to rate the quality of life as having *improved* over the past three years. Males are significantly more likely to perceive the quality of life as having *stayed the same* over the past three years (69%).

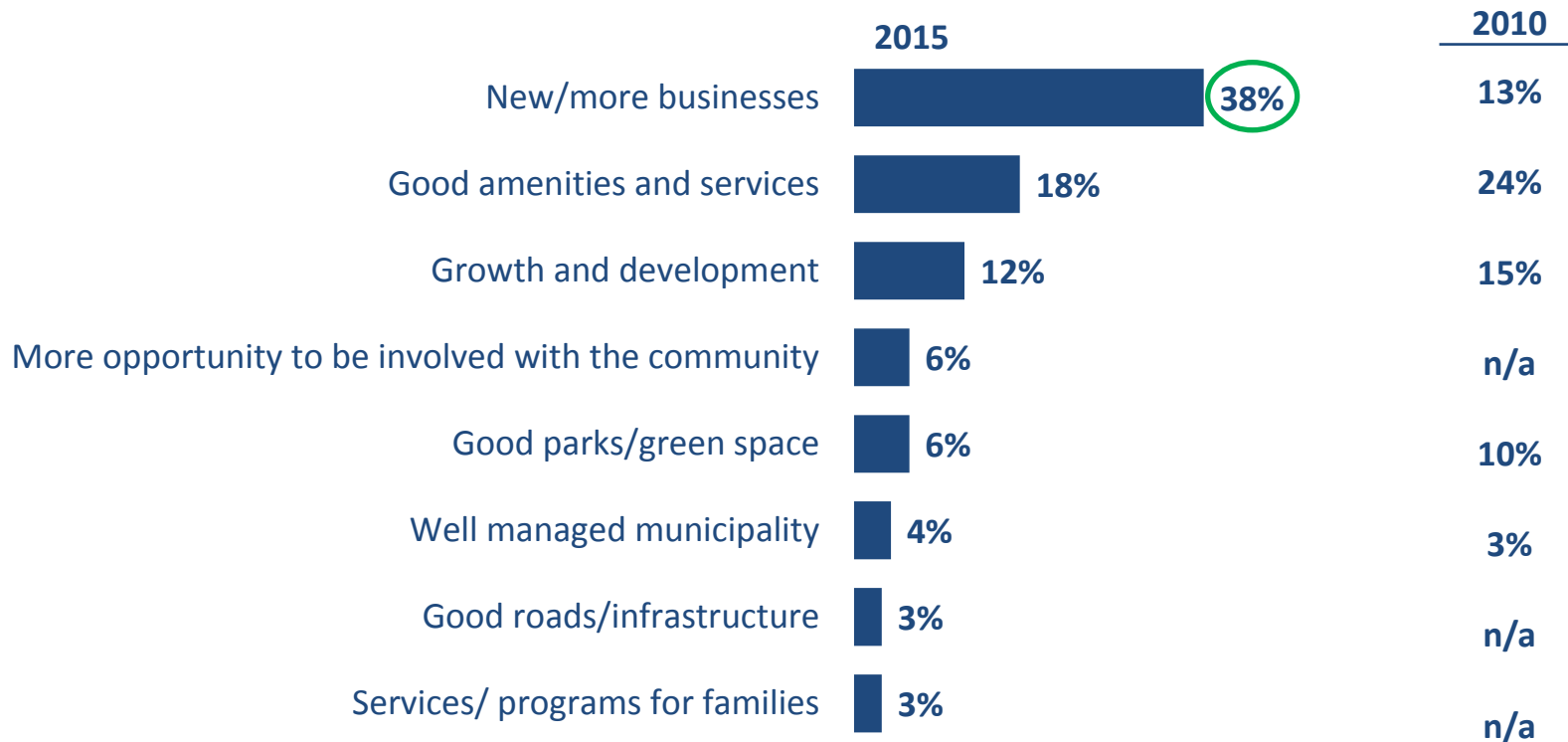
	Gender		Would Pay Higher Rec Fees	
	Male	Female	Yes	No
Improved	27%	43%	42%	29%
Stayed the Same	69%	55%	56%	66%
Worsened	3%	2%	1%	4%

Q3. Do you feel that the quality of life in The Town of Riverview in the past three years has...

Base: All respondents (n=300)

## Reasons why Quality of Life has Improved

New/more businesses (38%) is the primary reason residents gave for why the quality of life in the Town of Riverview has improved over the past three years – this is up significantly from 2010.



*A total of seven (7) respondents indicated that the quality of life has worsened. A sample size this small is considered qualitative in nature and is too small to plot or apply statistical significance testing. Mentions for why the quality of life has worsened were: growth, poor government and community spirit.*

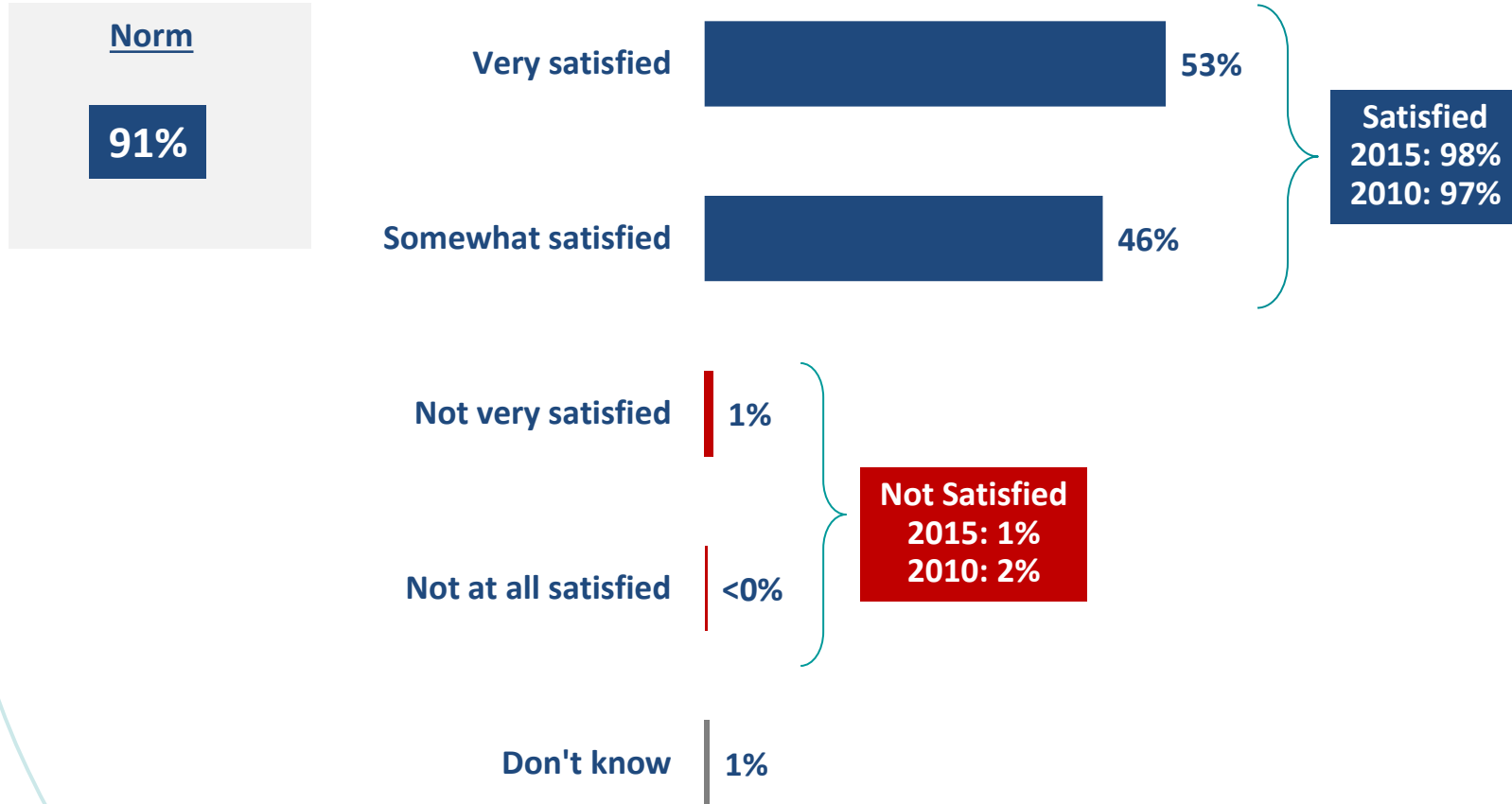
**Q4. Why do you think the quality of life has improved?**

Base: All Improved (n=102)

# Satisfaction with Services

# Satisfaction with Services

Overall satisfaction with the level and quality of services is high and above the national norm when looking at those who are *very* and *somewhat satisfied* (98%). Half of residents (53%) are *very satisfied* with overall service delivery.



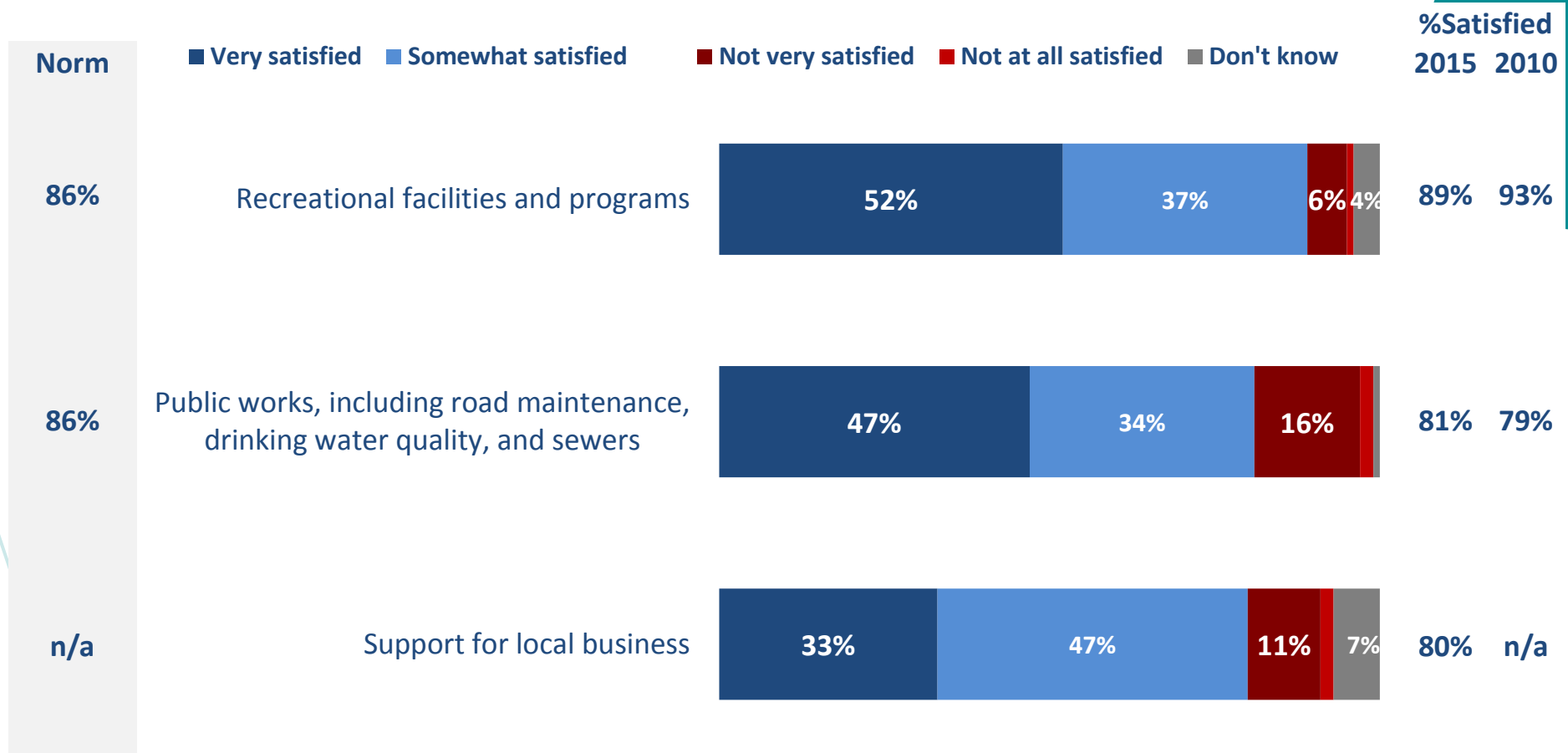
q6\_1. (The overall level and quality of services provided by The Town of Riverview) How satisfied are you with the following services?

Base: All respondents (n=300)



# Satisfaction with Services

There is a significant increase in satisfaction (among those who are *very satisfied*) for public works, including road maintenance, drinking water quality and sewers compared to 2010 (47% versus 35% in 2010). Although 80% or more are overall satisfied (*very or somewhat*) looking at those who are *very satisfied* – satisfaction is lowest for supporting new businesses (33% *very satisfied*).



Q6. How satisfied are you with the following services?

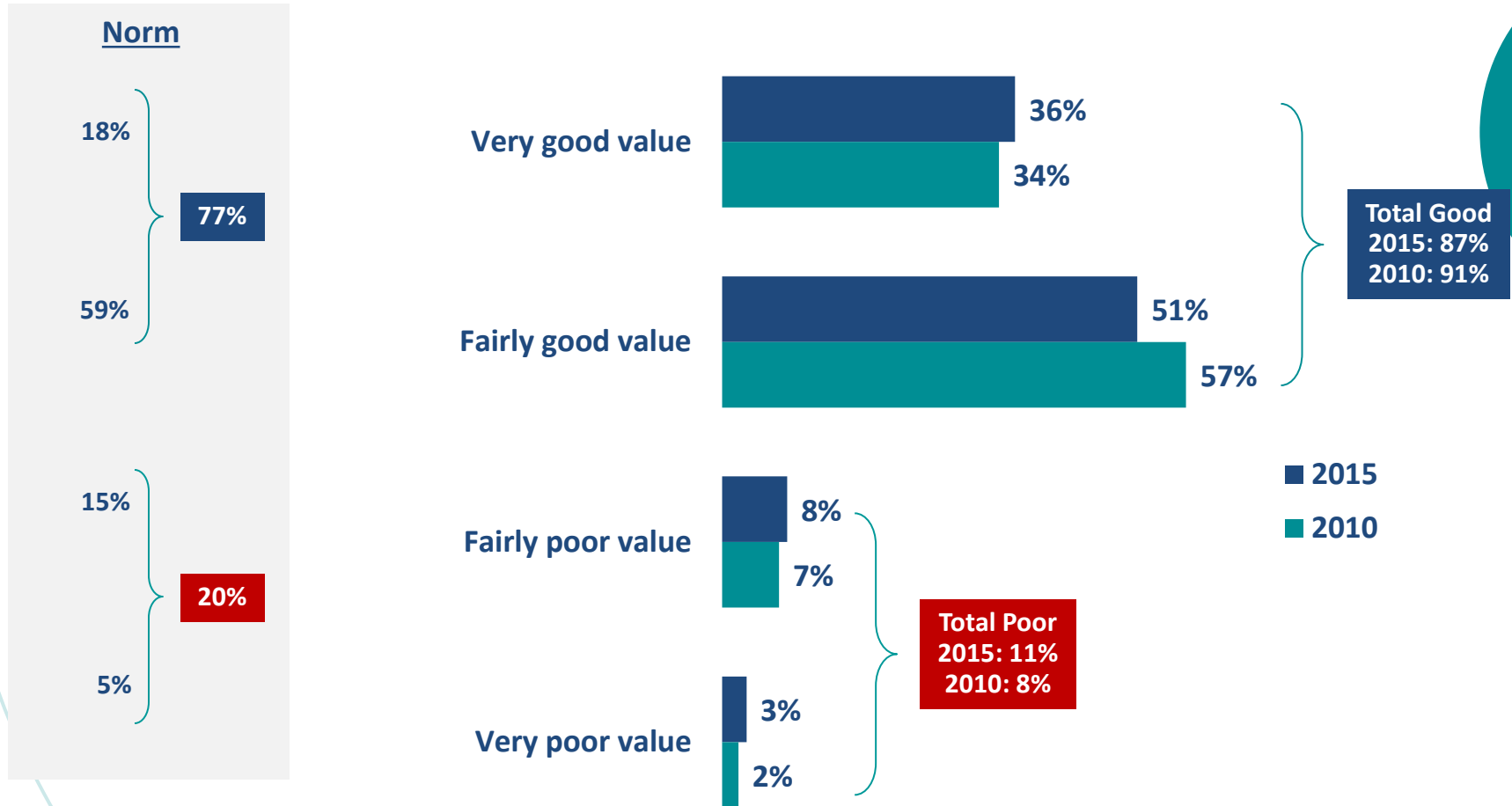
Base: All respondents (n=300)

\*Values less than 3% are not shown.

# Financial Planning

# Value for Taxes

Overall, Town of Riverview residents believe that they receive *good value* from their tax dollars 87% (36% *very good* and 51% *somewhat good*) – this is significantly higher than the national norm of 77%. Overall, half of residents believe that they receive *fairly good value* from the Town. There has been a very small increase among those who believe that they receive *poor value*.



Q7. Thinking about all the programs and services you receive from The Town of Riverview?

Base: All respondents (n=300)

# Value for Taxes

Females (44%) are significantly more likely to believe that they get *very good value* for their tax dollars compared to males. Younger residents (under the age of 55) are more likely to believe that they get *poor value* for their tax dollars.

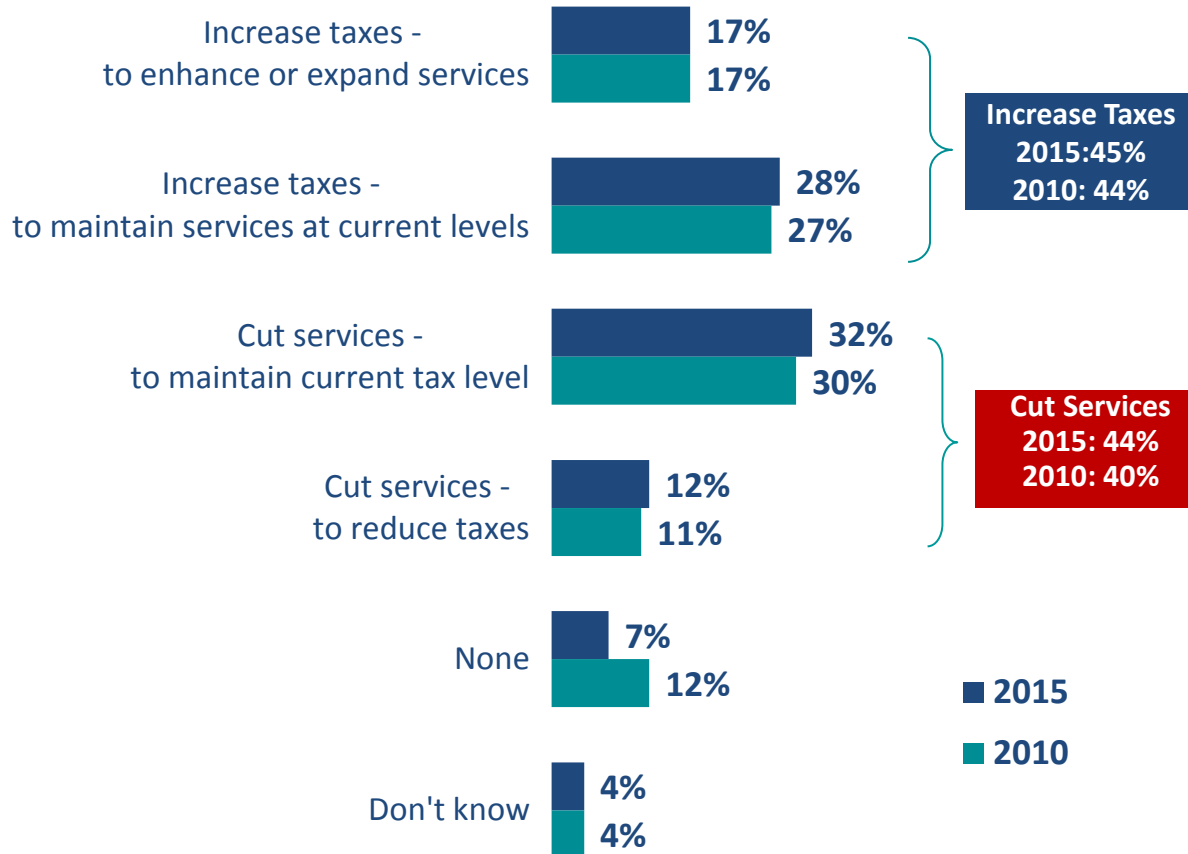
	Sex		Age		
	Male	Female	18-34	35-54	55+
<b>Very Good</b>	26%	44%	17%	35%	49%
<b>Fairly Good</b>	60%	43%	63%	52%	42%
<b>Fairly poor</b>	10%	7%	10%	12%	4%
<b>Very poor</b>	3%	2%	3%	1%	4%

Q7. Thinking about all the programs and services you receive from The Town of Riverview?

Base: All respondents (n=300)

# Balancing Tax Increases and Service Cuts

Riverview residents remain evenly split on whether they want the Town to increase taxes (45%) or cut services (44%). These results are virtually unchanged since 2010. There are very few demographics differences among those who prefer to increase taxes versus cutting services. Residents who are more informed/involved and have visited the Town's website in the past year are more likely to support a tax increase.



Q8. To deal with this situation, which one of the following four options would you most like The Town of Riverview to pursue?

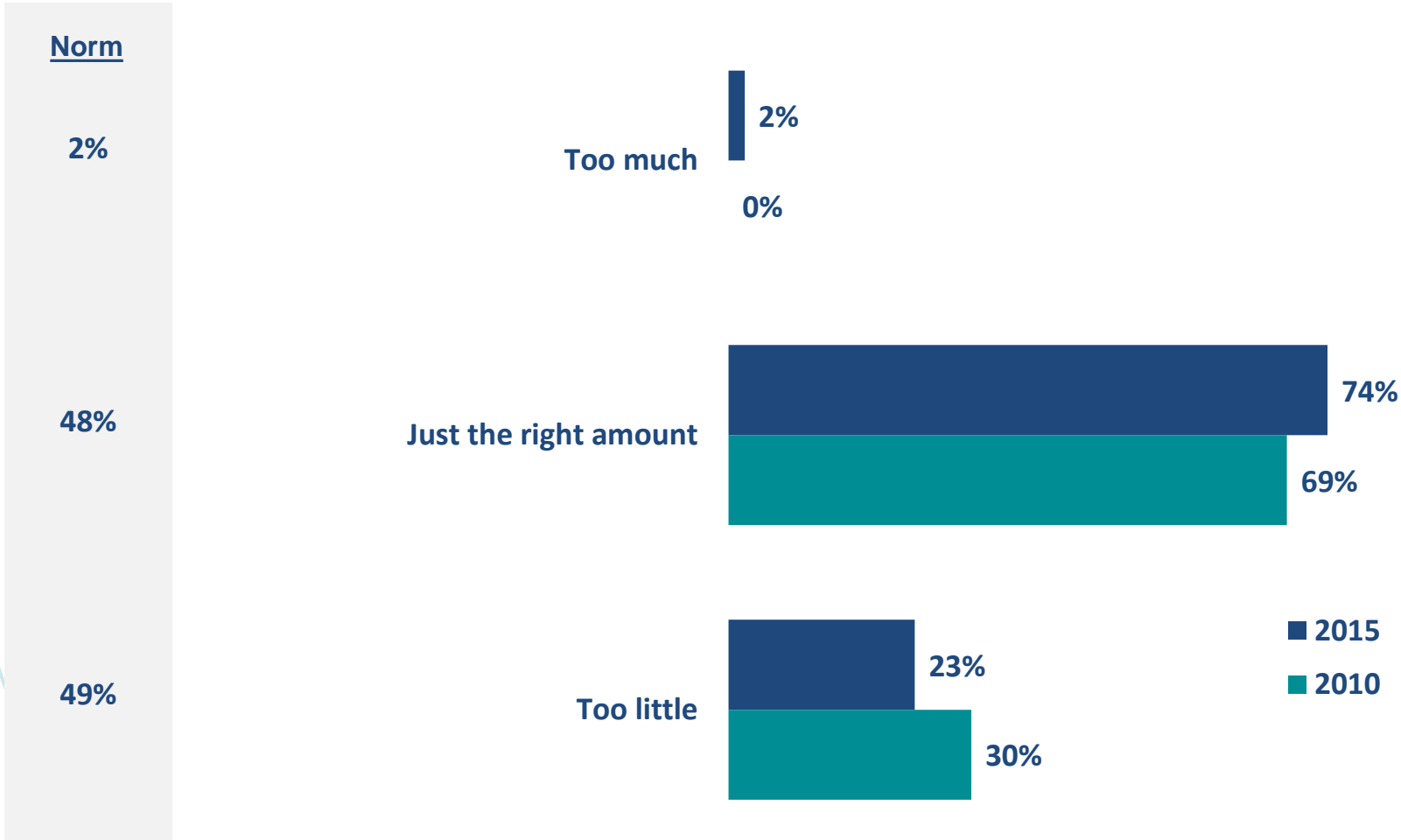
Base: All respondents (n=300)



# Communication

# Level of Information

Three-quarters (74%) of Riverview residents believe that they receive *just the right amount* of information from the Town – up slightly (but not significantly) from 2010. Compared to the national norm (48%), the Town of Riverview is doing a much better job providing information to residents. Females are significantly more likely to believe that they get just the right amount of information from the Town (81%) compared to males (67%).

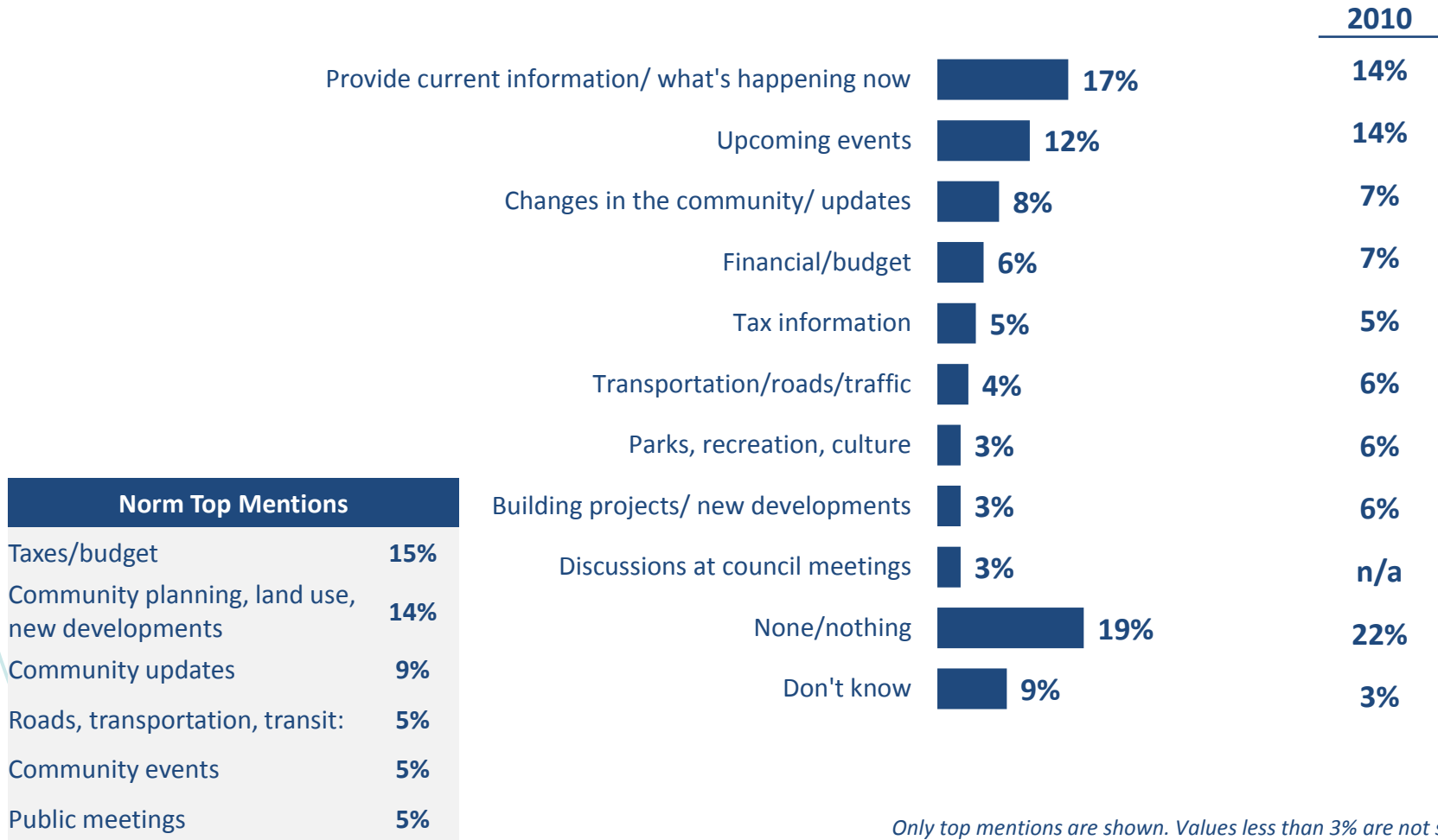


Q9. In your opinion, do you currently receive ... information from The Town of Riverview?

Base: All respondents (n=300)

# Information Needs

Compared to 2010, there is very little change in the specific information needs of residents. Top mentions remain: current/new information as well as information about upcoming events. Nearly three-in-ten residents (28%) say they either nothing or they don't know.



Only top mentions are shown. Values less than 3% are not shown.

Q10. What kinds of information do you want The Town of Riverview to provide you with?

Base: All respondents (n=300)

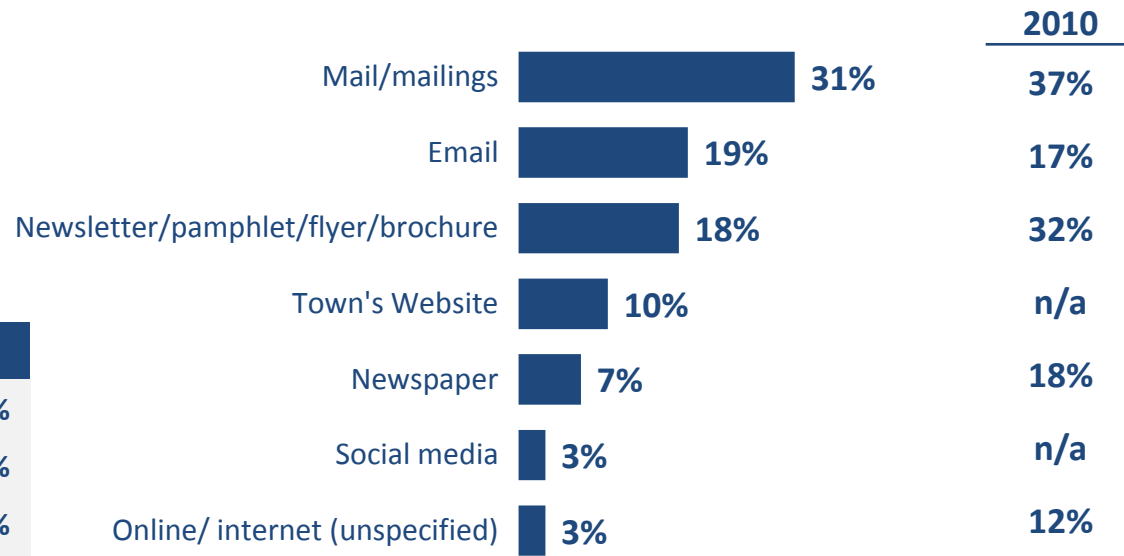




# Preferred Communication Channels

On par with 2010, the preferred communication channel for Riverview residents is by mail (mail/mailings, 31%). However, there is a significant decline in desire for communication via newsletter/pamphlet/flyers (18%) compared to 2010 (32%) and there is growing desire for information on the Town's website (10%) and via email (19%). Males and residents under the age of 55 are significantly more likely to prefer information via email or the Town's website.

Norm Top Mentions	
Newspaper	33%
Mail	21%
Email	21%
Newsletter/flyer/pamphlet	15%
City website	11%
Internet	9%
Radio	6%
TV	6%

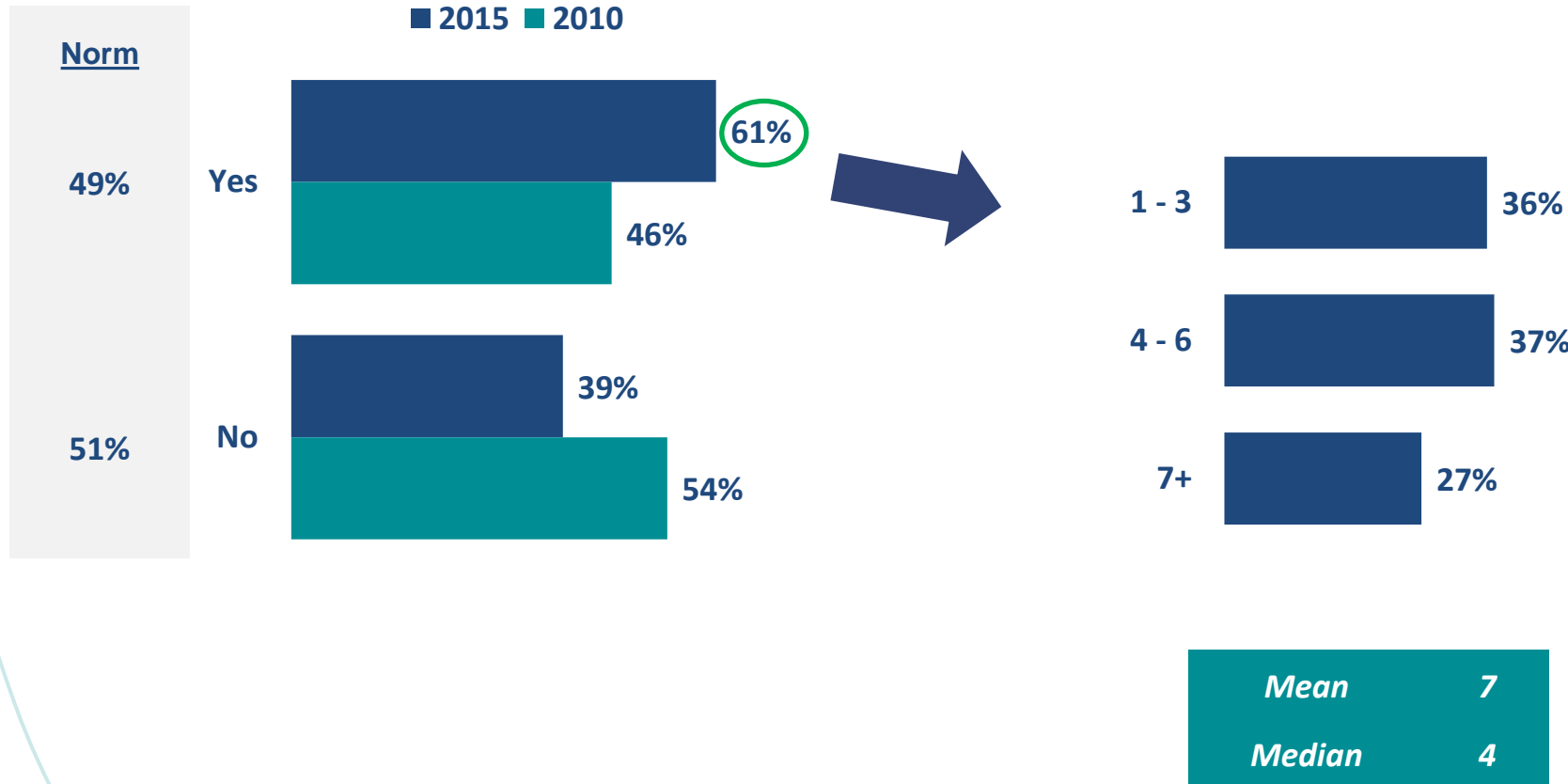


Q11. What method would be best for The Town of Riverview to communicate information to you?

Base: All respondents (n=300)

# Website Visitation

Significantly more Riverview residents are visiting the Town's website compared to five years ago. In 2010 half of Riverview residents (46%) indicated that they had visited the Town's website in the last 12 months – this jumped significantly to 61% this year surpassing the national norm. Among those who visit the site 36% visit 1-3 times a year, 37% visit 4-6 times a year and just over one-quarter go to the Town's website more than 7 times a year.



Q12. In the last twelve months, have you been to The Town of Riverview's website?

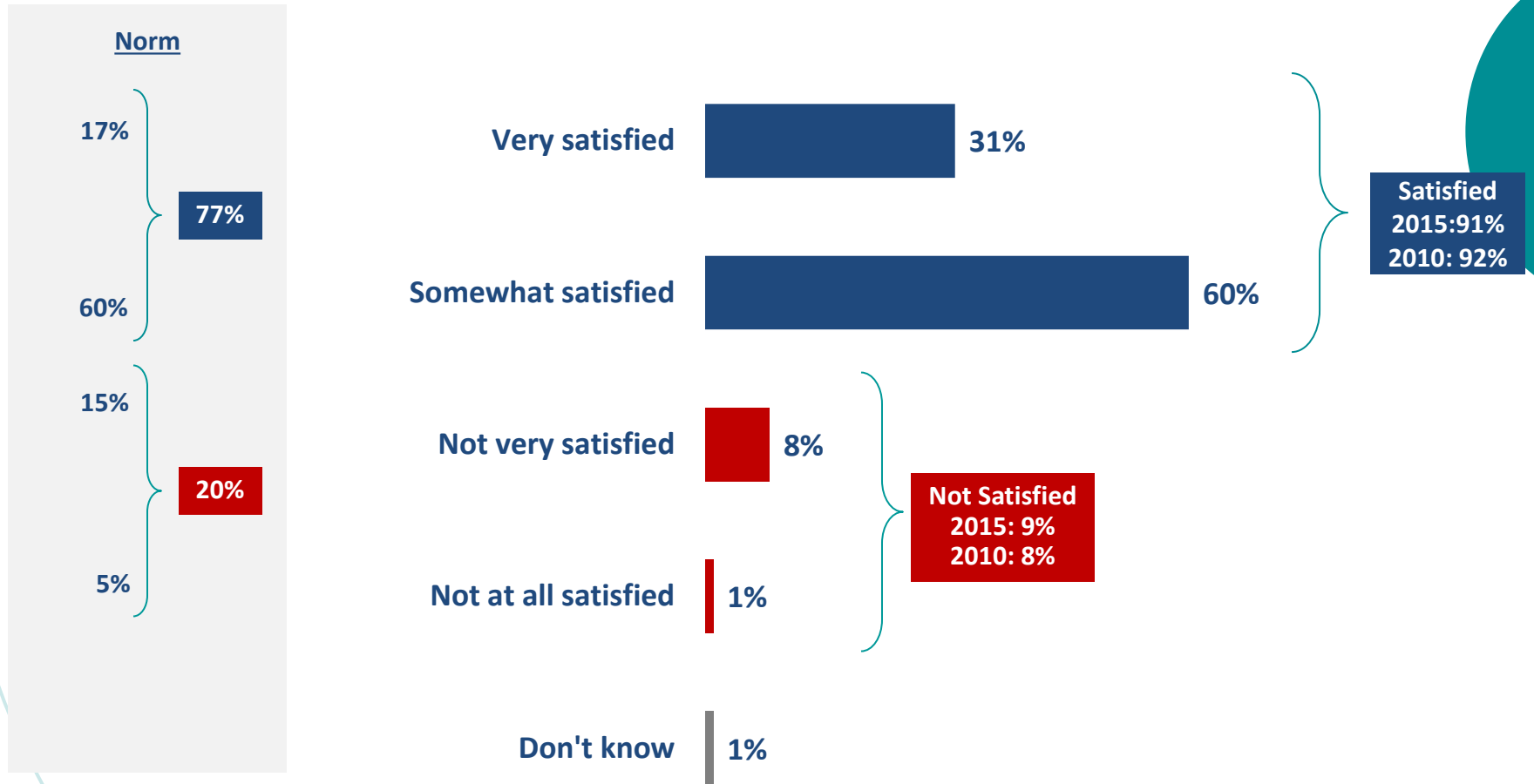
Base: All respondents (n=300) Q12a. How many times in the last twelve months have you visited the website?

Base: All visited website (n=169)

# Perceptions of Staff and Council

# Satisfaction with Local Government

Overall satisfaction with the level of local government (91%) is on par with 2010 (92%) and remains significantly higher than the national norm (77%). With that said, the vast majority of residents are only *somewhat satisfied* with the way the Town's municipal government is going about running the community.



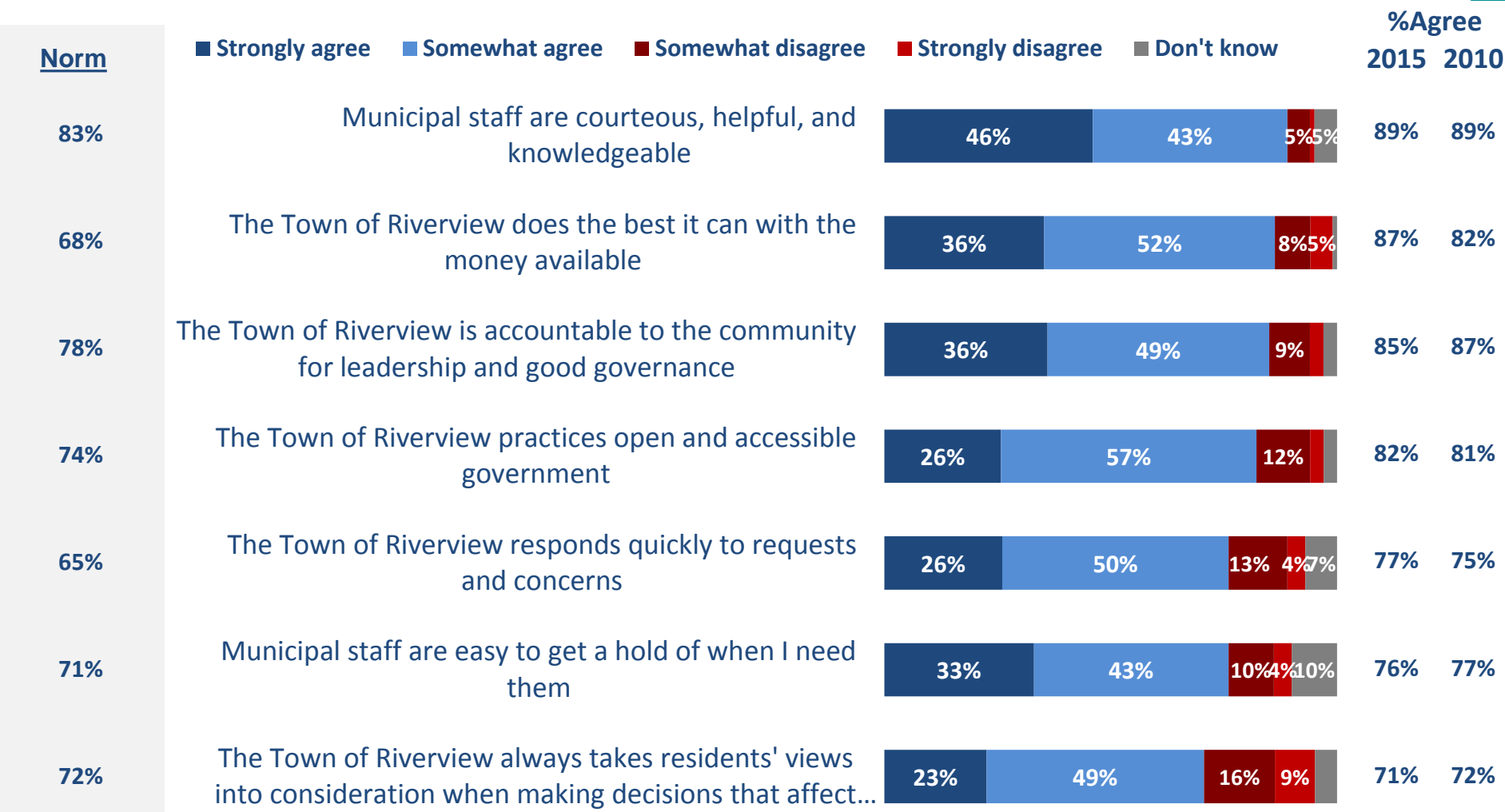
QP1. How satisfied are you with the way The Town of Riverview's Municipal government is going about running the community?

Base: All respondents (n=300)



# Attitudes Towards Municipal Operations

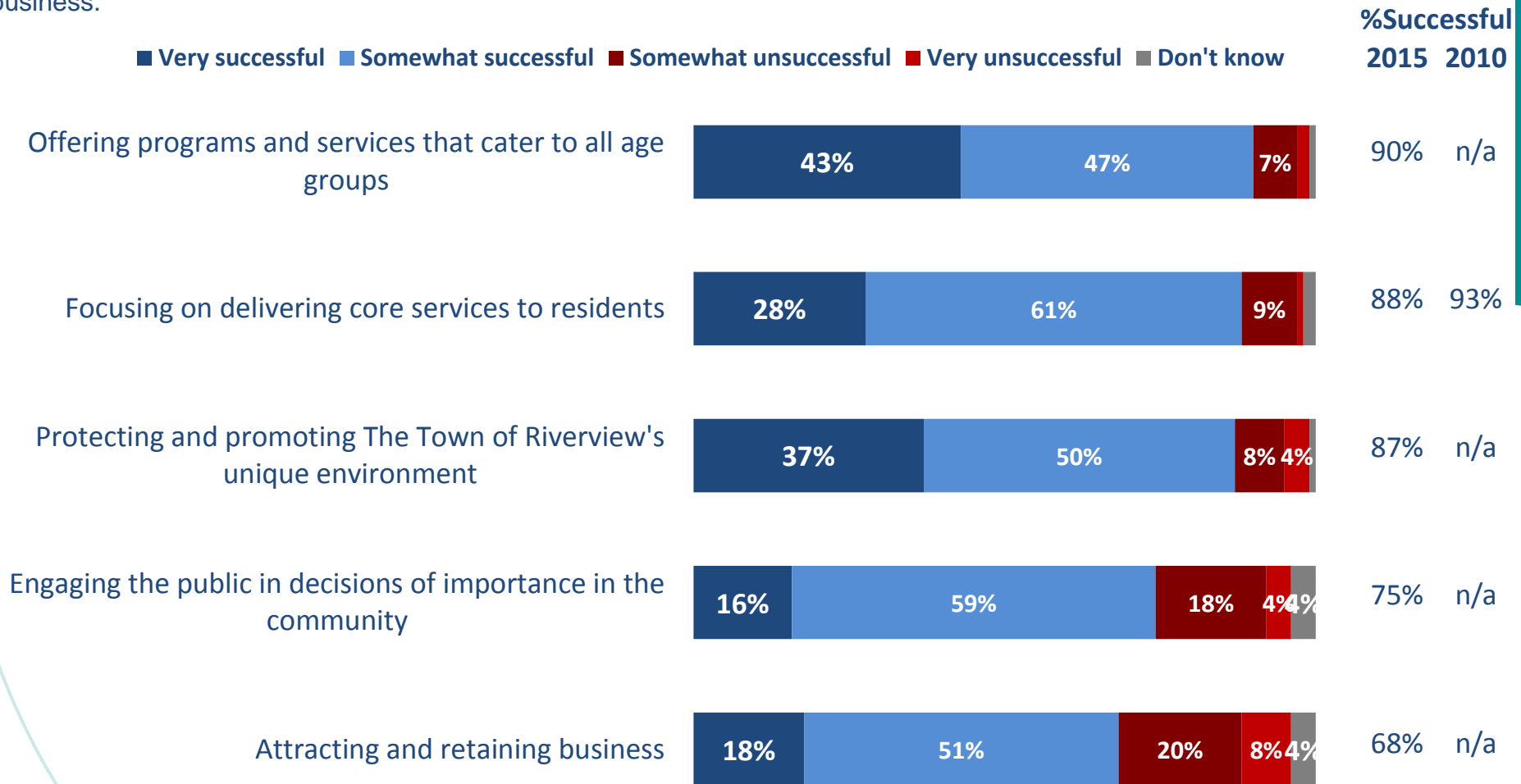
Satisfaction towards various elements of municipal operations are unchanged since 2010 and remain highest for: courtesy and knowledge of municipal staff (89%), does the best it can with money available (87%) and accountability (85%). For nearly every measure tested, Riverview residents are more satisfied than the national norm.



QP2. Please indicate if you agree or disagree with each statement  
Base: All respondents (n=300)

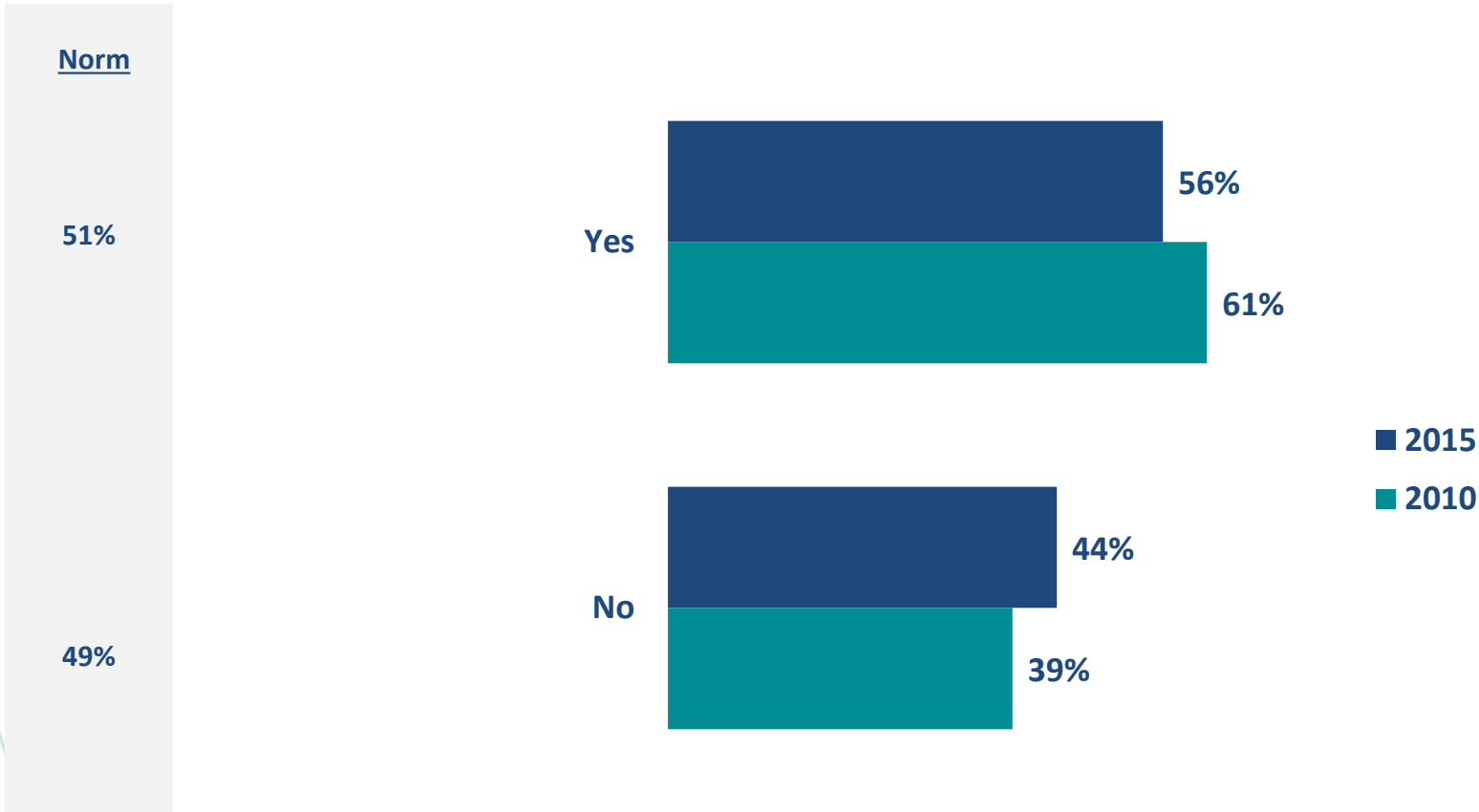
# Municipal Success in Priority Areas

The vast majority of Riverview residents believe the Town is successful in offering programs and services that cater to all age groups (90%), delivering core services (88%) and promoting the Town's unique environment (87%). Three-quarters believe the Town is successful in engaging the community on important issues and 68% believe they are successful attracting/retaining business.



# Contact with Municipality

Just over half (56%) of Riverview residents have personally contacted the municipality and dealt with an employee – this figure is down slightly (but not significantly) from 2010. Residents between the ages of 35-54 and those with children at home are significantly more likely to have contacted the Town.

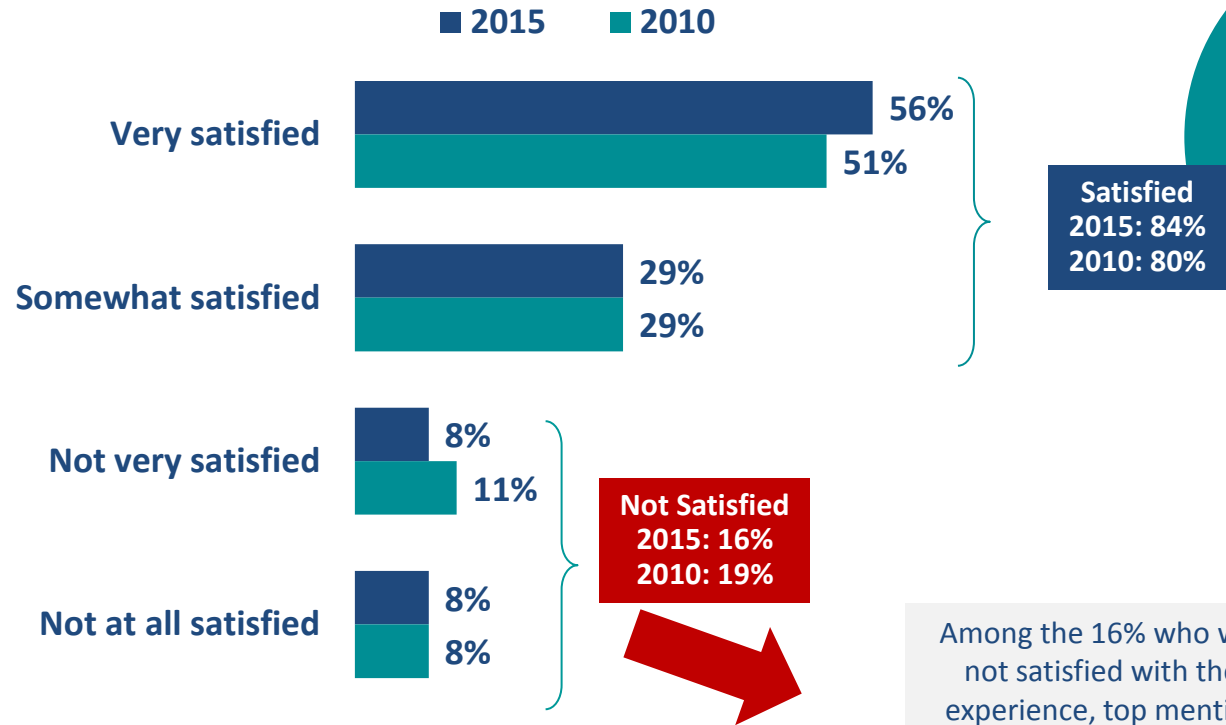
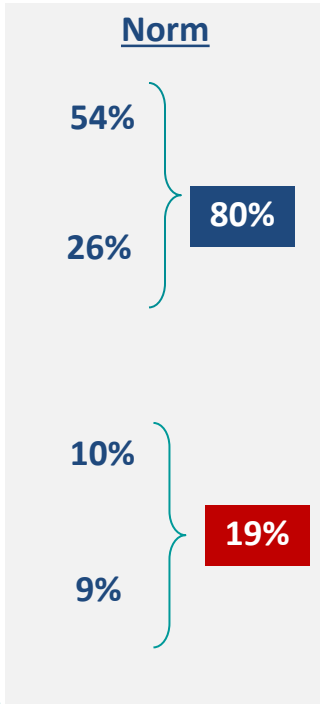


QP3. In the last twelve months, have you personally contacted or dealt with The Town of Riverview or one of its employees?

Base: All respondents (n=300)

# Satisfaction with Contact Experience

Among those residents who contacted the Town, overall satisfaction is high (84%) and up slightly from 2010 satisfaction levels. Contact experience satisfaction is on par with the national norm.



Among the 16% who were not satisfied with their experience, top mentions include: not getting a proper response, being ignored/no call back, that they can't trust the information or that the issue was never resolved.

QP4. How satisfied were you with the overall service you received?  
 Base: Those contacted Town (n=168). QP5. Why were you not satisfied?  
 Base: All not satisfied (n=22)



# Citizen Priorities and Infrastructure

# Top of Mind Issues

The top of mind issues for the Town of Riverview residents is the condition of streets/sidewalks in the town (10%), followed by attracting new business and parks, recreation and cultural facilities or programs (8% respectively). Overall, roughly two-in-ten residents (22%) could not think of an important issue facing the community (17% none and 5% don't know).



Top Mentions	2010
Transportation (NET)	24%
Environment (NET)	13%
Education (NET)	10%
Taxation/Municipal Gov't Spending (NET)	10%
Economy (NET)	9%

Note: this question was asked at the outset of the survey to capture top-of-mind impressions before introducing any specific municipal topics and priorities.

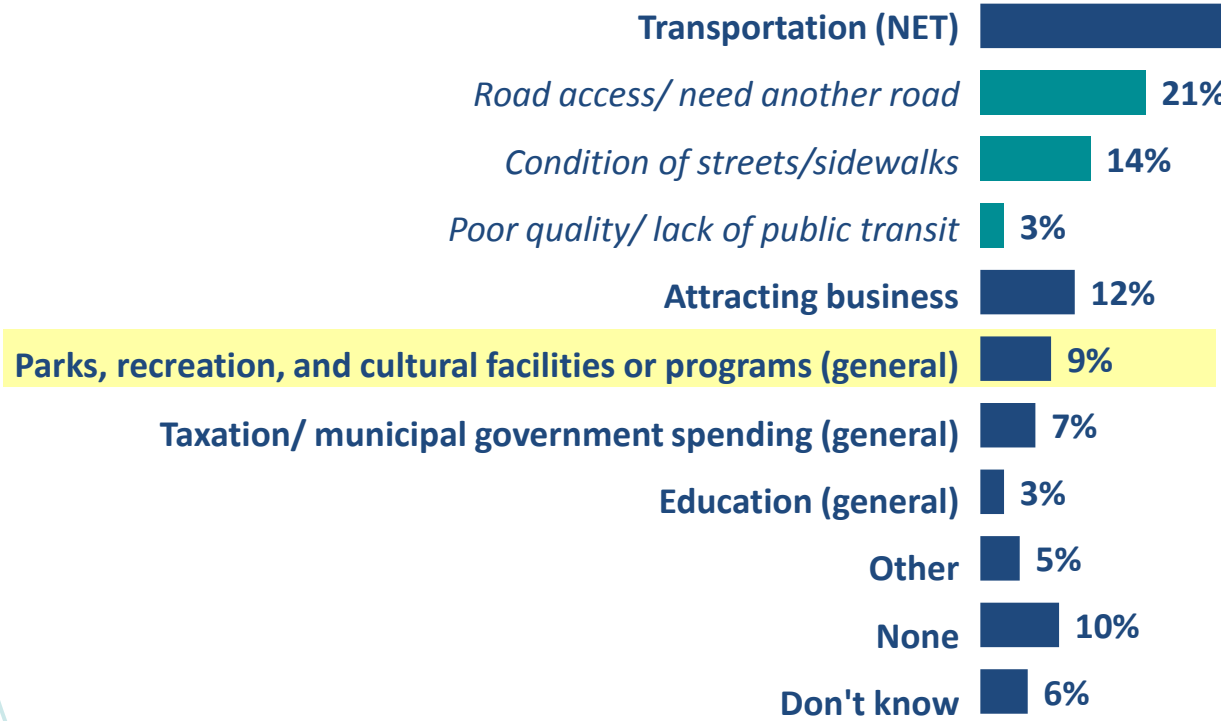
Values less than 3% are not shown.

q1. In your view, as a resident of The Town of Riverview, what is the most important issue facing your community?

Base: All respondents (n=300)

# Top Priority Over The Next 12 Months (Unprompted)

Riverview residents believe that the top priority that the Town should address over the next 12 months is transportation (38%) – specifically, the condition of the roads/streets/sidewalks. Unaided, nine percent of residents mentioned parks, recreation and cultural facilities or programs.



First Mentions	2010
Transportation (NET)	27%
Environment (NET)	8%
Education (NET)	11%
Economy (NET)	8%
Taxation/Municipal Gov't Spending	7%

Values less than 3% are not shown.

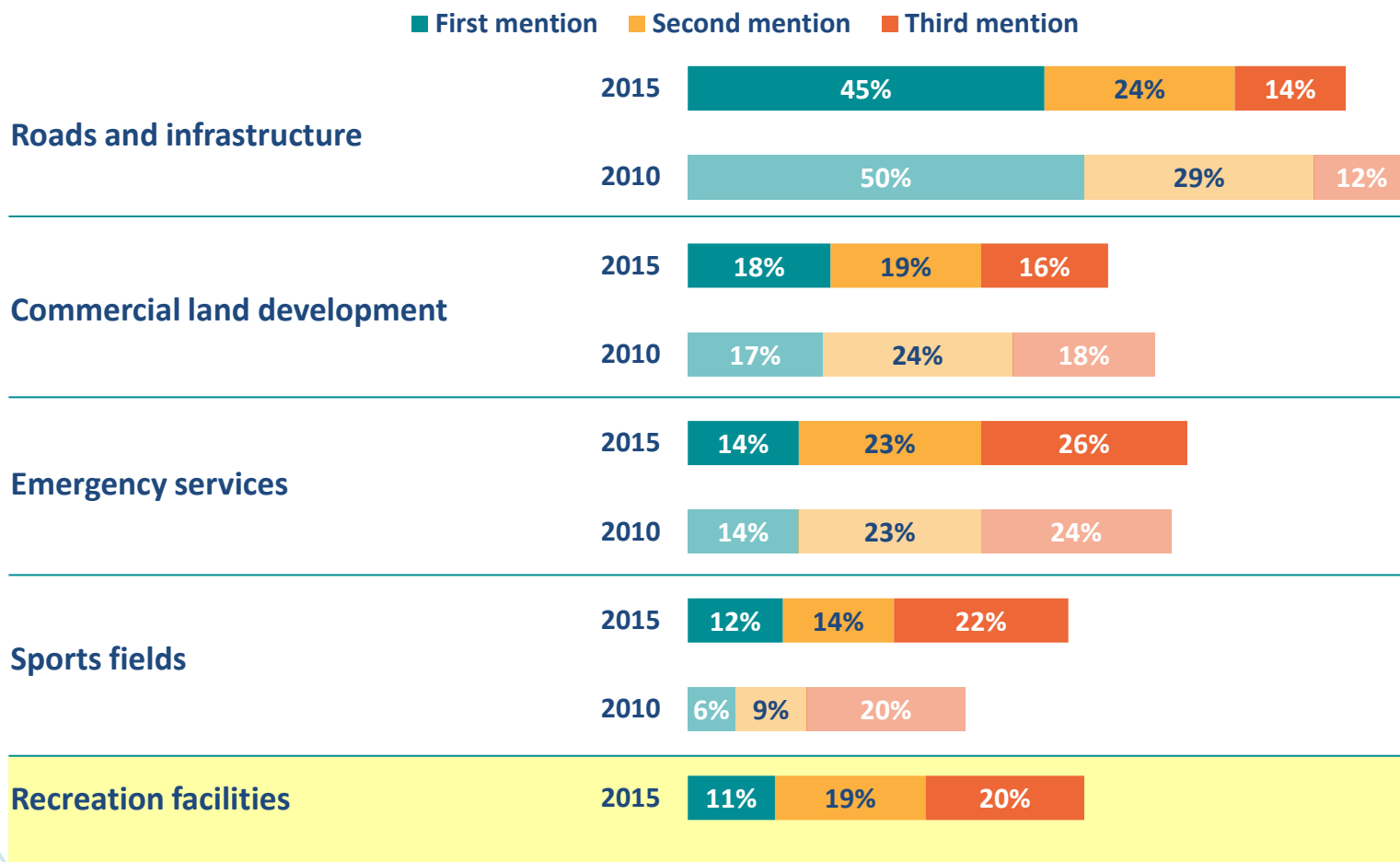
QE1. Please tell me the top priority that you feel The Town of Riverview should address over the next 12 months.

Base: All respondents (n=300)



# Top Three Priorities (Prompted)

On a prompted basis, the top priorities for the Town of Riverview are on par with 2010 results. At the top of the list is road and infrastructure, followed by emergency services are perceived to be a secondary priority and commercial land development, recreation facilities and sports fields have roughly equal support for a third priority.



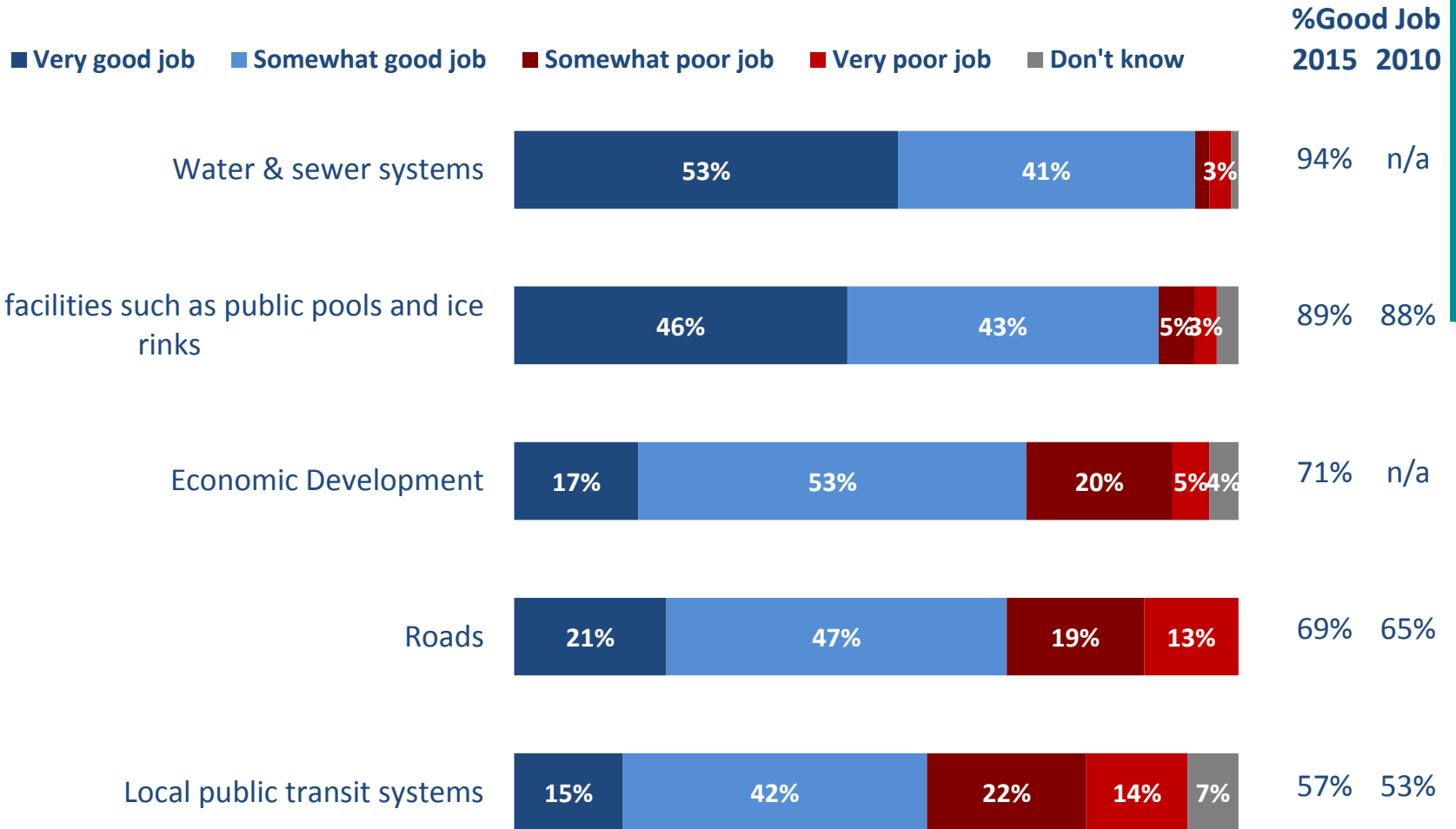
QE3. Next, I'm going to read you a list of five priorities that The Town of Riverview might consider addressing over the coming year and would like you to tell me which one of these is most important to you personally.

Base: All respondents (n=300)



# Municipal Performance in Managing Infrastructure Assets

The vast majority of Riverview residents believe the Town is doing a good job managing the water & sewer systems (94%) and recreation facilities (89%). Satisfaction levels drop for economic development (71%), roads (69%) and public transit (57%).



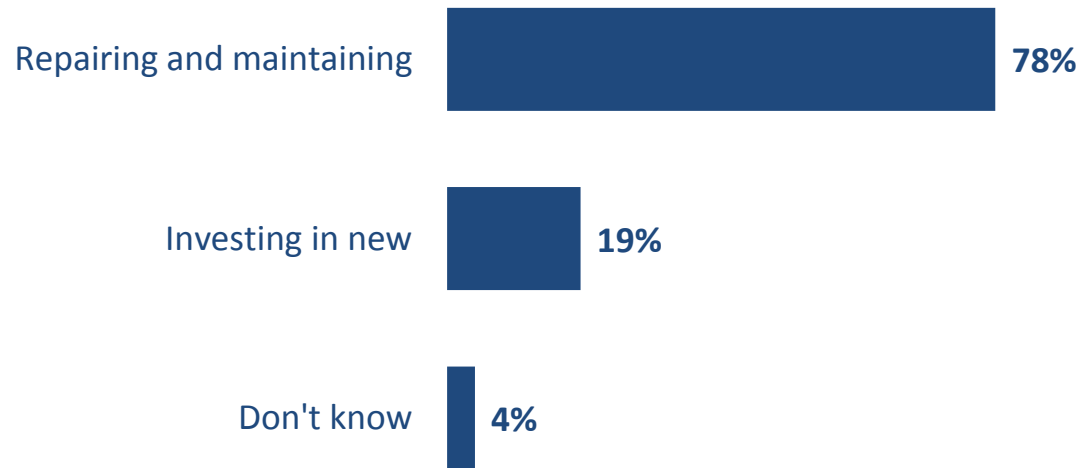
Q12. Is the Town of Riverview doing a good job managing these services?

Base: All respondents (n=300)



## Repairing and Maintaining

When asked directly whether the Town should invest in repairing and maintaining roads and infrastructure *or* invest in new infrastructure – the vast majority 78% support repairing and maintaining existing infrastructure.



*QIA. Should the Town of Riverview invest more in repairing and maintaining roads and infrastructure or investing in new roads and infrastructure?*

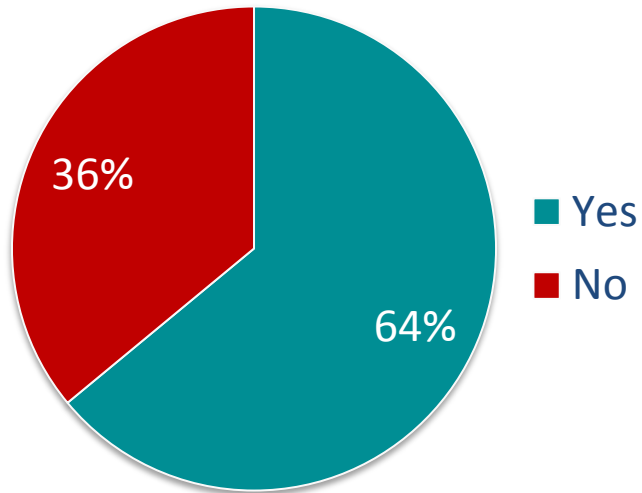
Base: All respondents (n=300)

# Recreation and Wellness Centre

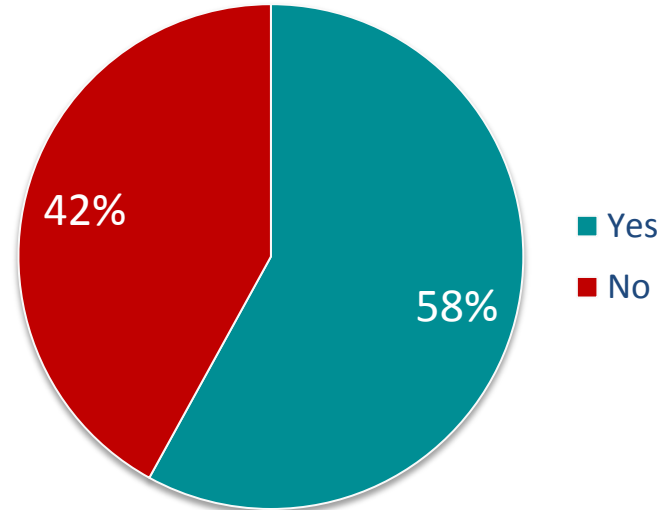
# Recreation Facility Use

Two-thirds (64%) of Riverview residents use recreational facilities in the Town of Riverview. Over half of residents who use recreational facilities are willing to pay higher user fees to improve the quality of the facilities in the community. Among those residents who are willing to pay a higher fee all are willing to pay 5% more and nearly half (45%) are willing to pay at least 10% more.

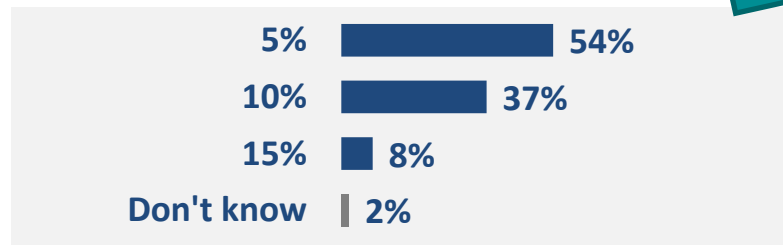
## Use Recreation Facilities



## Pay Higher Fees



## Pay Higher Fees

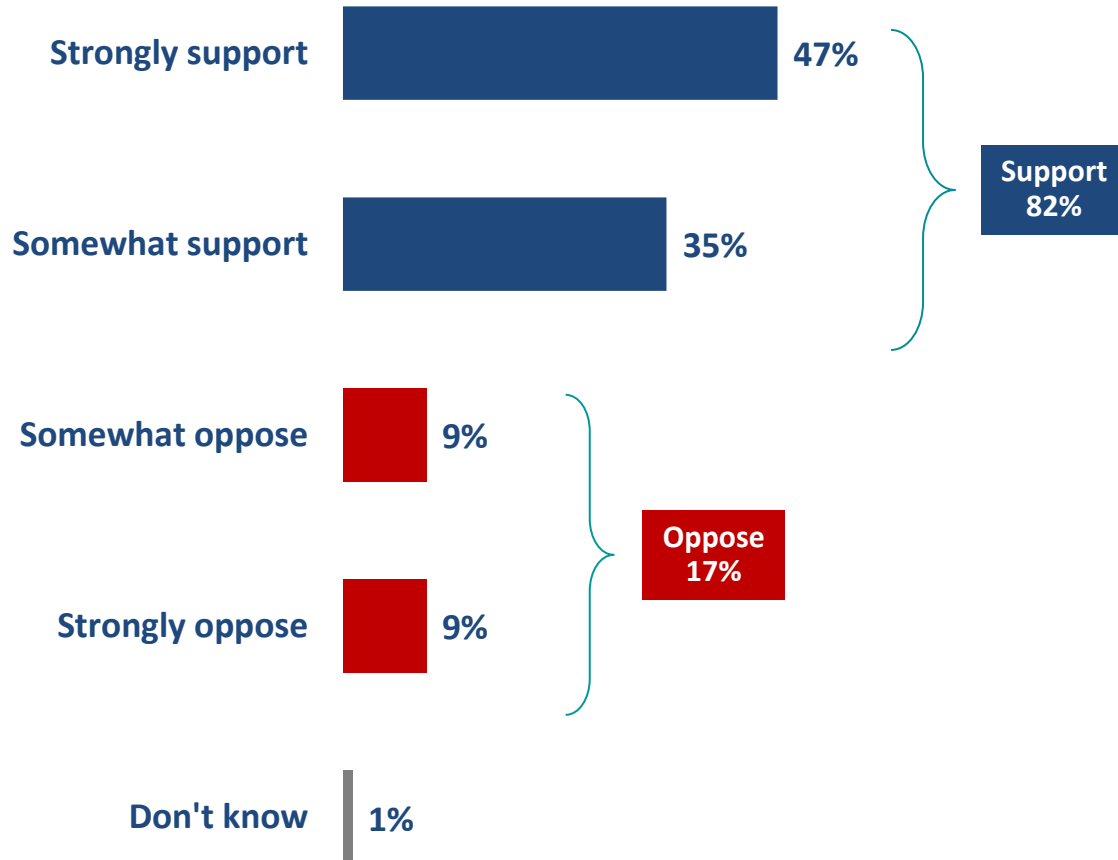


Q1B. Do you or anyone in your family use recreational facilities in the Town of Riverview? Base: All respondents (n=300); Q1C. Would you pay higher user fees to improve the quality of recreation facilities in your community? Base: Residents who use rec facilities (n=182); Q1D. What do you think would be a reasonable increase in recreation facility fees for your family? Base: All would pay higher fees (n=146)



# Recreation and Wellness Centre Initial Support

The vast majority (82%) of Riverview residents support the development of an indoor recreation and wellness centre – half of which strongly support the initiative (47%).



*HW1. The Town of Riverview is considering the development of an indoor recreation and wellness centre to meet the wellness needs of the community. Depending on the needs and desires of residents, the facility may include features like: rinks, pools, an indoor track and a double gym. With this in mind, do you strongly support, somewhat support, somewhat oppose or strongly oppose the development of an indoor recreation and wellness centre?*

*Base: All respondents (n=300)*

# Recreation and Wellness Centre Initial Support

Residents who would pay higher fees, residents 35-54 and those who have been living in the area less than 20 years are most likely to support the new facility.

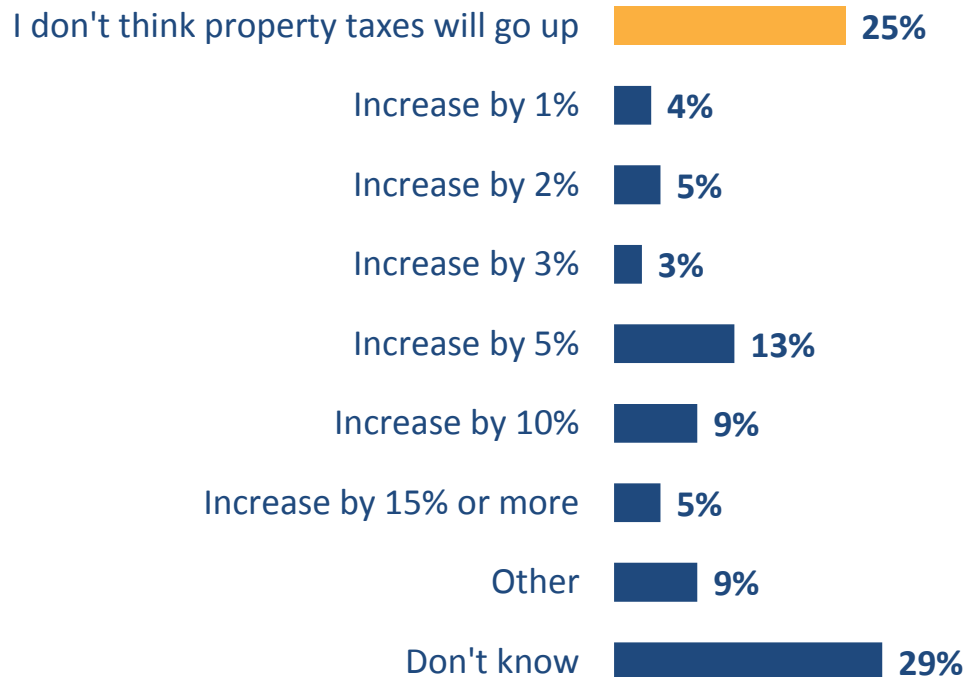
	Total	Sex		Age			Years in Riverview			
		Male	Female	18-34	35-54	55+	1-10 years	11-20 years	21-30 years	30+ years
Strongly support	47%	44%	50%	63%	55%	28%	57%	53%	46%	31%
Somewhat support	35%	34%	35%	27%	29%	46%	28%	34%	40%	40%
Somewhat oppose	9%	8%	9%	3%	9%	12%	8%	6%	10%	12%
Strongly oppose	9%	13%	5%	7%	7%	12%	7%	7%	5%	15%
Strongly & Somewhat Support	82%	78%	85%	90%	84%	74%	85%	87%	86%	71%

*HW1. The Town of Riverview is considering the development of an indoor recreation and wellness centre to meet the wellness needs of the community. Depending on the needs and desires of residents, the facility may include features like: rinks, pools, an indoor track and a double gym. With this in mind, do you strongly support, somewhat support, somewhat oppose or strongly oppose the development of an indoor recreation and wellness centre?*

Base: All respondents (n=300)

## Perceived Property Tax Increase

When thinking about the costs required to build and operate an indoor recreation and wellness centre, one-quarter (25%) of Riverview residents don't think that property taxes will go up and 29% said that they just don't know how much they will increase for the average homeowner. Meanwhile 13% believe that property taxes will increase by 13%.



QHW2. Thinking about the costs required to build and operate an indoor recreation and wellness centre, how much do you expect annual residential property taxes will have to increase, if at all, for the average home?

Base: All respondents (n=300)

# Support for Property Tax Increase

Overall support for a property tax increase to pay for an indoor recreation and wellness centre is much lower than the 82% who support the idea before mentioning the property tax increase. Half of Riverview residents support a 5% property tax increase, only one-quarter support a 10% property tax increase with over half of residents strongly opposing. There is virtually no support for a 15% property tax increase. *There are significant differences in support by demographic.*

■ Strongly support  
 ■ Somewhat support  
 ■ Somewhat oppose  
 ■ Strongly oppose  
 ■ Don't know  
 % Support

5% property tax increase  
(the equivalent of up to \$117 per year for the average homeowner)



10% property tax increase  
(the equivalent of up to \$234 per year for the average homeowner)



15% property tax increase  
(the equivalent of up to \$352 per year for the average homeowner)



*HW3. Should the Town of Riverview pursue the development of an indoor recreation and wellness centre, the cost to construct the centre may be paid for in part by the Federal and Provincial governments, however, some of the construction and operating cost will have to be covered by the City and may result in an increase in property taxes. Do you strongly support, somewhat support, somewhat oppose or strongly oppose up to a [Insert amount] to pay for the indoor recreation and wellness centre?*

# Demographics

# Weighted Sample Characteristics

	Total Respondents (n=300) %
<b>Gender:</b>	
Male	47%
Female	53%
<b>Age:</b>	
18-24	8%
25-34	18%
35-44	15%
45-54	23%
55-64	14%
65 +	23%
<b>Responsible for property taxes or rent:</b>	
Yes	88%
No	12%

	Total Respondents (n=300) %
<b>Household Composition:</b>	
With children	35%
Without children	66%
<b>Own or Rent:</b>	
Own	87%
Rent	10%
<b>Length of Residency:</b>	
1-10	32%
11-20	25%
21-30	17%
30+ years	26%



# Contact Information

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