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# 2011 Community Survey Results Presentation



May, 2011

# Introduction & Objectives

- *The following presents the findings from the 2011 Community Survey conducted by Foundation Research Group (FRG) on behalf of the City of Burlington.*
- *This is the sixth wave of the Burlington Quality of Services Survey. The survey was first conducted in 1998 and then repeated in 2001, 2003, 2006, and 2008.*
- *In the 2011 wave, FRG took over the provision of research services for the study and made some adjustments to the survey instrument in consultation with the City.*
- *In 2011, new questions have been added surrounding the City's existing and potential spending priority areas as well as preferred communication methods between the City and residents and feedback methods.*



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# Methodology

- *The survey is based on a random and representative sample of 752 Burlington residents aged 18 or older.*
- *The survey was conducted via telephone between April 4 - 11, 2011. In order to compare results at the ward level, over-sampling was employed to ensure a total of 125 interviews were obtained within each of the 6 city wards.*
- *The overall data has been weighted by ward to be representative of the City and is accurate to within +/-3.6%, 19 times out of 20. The margin of error will be higher at the ward level and among other sub-groups of the population.*



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# Executive Summary

- *Overall, residents remain pleased with life in Burlington and despite some changes from 2008, results overall remain positive. A majority of residents rate Burlington highly as a place to live and are satisfied with services overall.*
- *Residents continue to place high importance on most city services, with snow clearing from roads and road maintenance continuing to top the list. However, more importance is being placed on all services, particularly, parking, community centres and arenas.*
- *Overall, usage has dramatically increased for most services since 2008. Community centres, arenas, and regular and special transit have all seen an increase in usage since 2008.*



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# Executive Summary

- *New to the survey this year was requiring all respondents to answer the satisfaction question, even if they have not used the service. FRG continued to report satisfaction amongst users for historical tracking purposes.*
- *Satisfaction with services varies widely. Satisfaction with clearing of snow from city roads, clearing of snow from city sidewalks and regular transit increased since 2008.*
- *Satisfaction with other services has remained stable.*



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# Executive Summary

- FRG has assessed importance in two ways: **Derived** and **Stated** Importance. Depending on how you determine importance, the gap analysis will reveal different sets of priorities for 2011.
- Assuming that **Derived** Importance is a more reliable measure of Importance, Special Transit, Regular Transit and Clearing Snow from City Sidewalks are the three main priorities areas for improvement for 2011.
- Using **Stated** Importance as the more reliable measure, however, reveals that Maintenance and Condition of City Roads, Clearing Snow for City Sidewalks, and Availability of Public Parking emerge as the three main priorities areas for improvement for 2011.
- FRG would advocate using derived importance as the more reliable measure of importance and would focus on improving Special Transit, Regular Transit and Clearing Snow from city Sidewalks.



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# Executive Summary

- *In terms of satisfaction amongst users and non-users, the purpose of asking non-users the satisfaction questions was to determine if there were any barriers preventing them from using services, such as hours of operation, location, bus routes, fees, or features. There were only three services or programs that had sufficient response for analysis.*
- *Users of Regular Transit were most likely to cite long wait times at bus stops / late buses as a prime reason for service dissatisfaction (37%) whereas those residents who do not use the service were most likely to cite a lack of buses / infrequent services, or a lack of routes / routes don't reach where needed (18% each).*



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# Executive Summary

- *The majority of On-road Bike Lane users cite a lack of bike lanes as their main reason for dissatisfaction with the City of Burlington's provision of On-road Bike Lane services, whereas non-users were more likely to cite a bevy of reasons related to perceived bicycle hazards, nuisances, and traffic law violations as a reason for dissatisfaction with On-road Bike Lanes.*
- *Most users of Off-road Bike Lanes were dissatisfied with the lack of bike paths in their area (41%) while non-users were more concerned with bike paths not being used (11%) or a lack of awareness of bike paths (8%).*



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# Significant Findings by Ward:

## Ward 1

- *Residents in Ward 1 were significantly more likely to consider the maintenance and condition of City roadsides to be important when compared to those from wards 5 & 6 (82%, compared to 72%, 68%).*
- *Residents from Ward 1 were significantly more likely than those from Ward 4 & Ward 6 to consider regular transit services important (56%, compared to 36%, 36%).*
- *Those from Ward 1 were significantly more likely than those from Wards 3 & 6 to place importance on On-road bike lanes (47% compared to 33% and 35%).*
- *Residents living in Wards 1 & 2 were significantly more likely to show increased satisfaction for snow clearing from City roads when compared to those living in Ward 6 (80%, 82%, compared to 65%)*



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# Summary of Significant Findings by Ward, Gender, Age



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- *Residents from Ward 1 were significantly more likely than those from Ward 4 & Ward 6 to consider regular transit services important (56% compared to 36%, 36%).*
- *Those from Ward 1 were significantly more likely than those from Wards 3 & 6 to place importance on On-road bike lanes (47% compared to 33% and 35%).*
- *Residents in Ward 1 were significantly more likely to be satisfied with special transit services when compared to those in Ward 6 (59%, compared to 39%).*
- *Residents of Ward 1 were significantly more satisfied with on-road bike lanes when compared to those living in Ward 3 (58%, compared to 42%).*



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# Significant Findings by Ward:

## Ward 2

- *Residents in Ward 2 were significantly more likely to consider the maintenance and condition of City roadsides to be important when compared to those from wards 5 & 6 (85%, compared to 72%, 68%).*
- *Residents from Ward 2 were significantly more likely than those from Ward 4 & Ward 6 to consider regular transit services important (57%, compared to 36%, 36%).*
- *Those residing in Ward 2 were significantly more likely to consider special transit services important when compared to those in Wards 3, 4, 5 and 6 (59% compared to 42%, 35%, 39%, 39%).*
- *Those residing in Ward 2 were significantly more likely than those in Ward 6 to consider the availability of public parking important (80% compared to 64%).*
- *Those residing in Ward 2 were significantly more likely than those in Wards 1, 3, 5 and 6 to consider the parks, open space and sports fields important (94% compared to 82%, 85%, 82% and 82% respectively).*

# Significant Findings by Ward:

## Ward 2

- *Those from Ward 2 were significantly more likely than those from Wards 3 & 6 to place importance on On-road bike lanes (54% compared to 33% and 35%).*
- *Residents living in Ward 2 were significantly more likely than those in Wards 3, 4, or 6 to make use of regular transit on a regular basis (34%, compared to 15%, 15%, 19% respectively).*
- *Residents in Ward 2 were significantly more likely than those living in Wards 3 & 6 to make use of public parking on a daily basis (72%, compared to 54% each).*
- *Those living in Ward 2 were significantly more likely to make use of on-road bike Lanes when compared to residents of Ward 3 (32%, compared to 17%).*
- *And finally, those living in Ward 2 were significantly more likely than those in Wards 1 & 5 to make use of off-road multi-use Bike Paths (40% compared to 24% each).*



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# Significant Findings by Ward:

## Ward 2

- *Residents living in Ward 2 were significantly more likely to show increased satisfaction for snow clearing from City roads when compared to those living in Ward 6 (82%, compared to 65%).*
- *Those living in Ward 2 were significantly more likely than those living in Ward 6 to show high satisfaction levels for regular transit (62%, compared to 46%).*
- *Residents in Ward 2 were significantly more likely to be satisfied with special transit services when compared to those in Ward 6 (64%, compared to 39%).*
- *Finally, those living in Ward 2 were significantly more satisfied with off-road multi-use bike paths when compared to those in Ward 6 (76%, compared to 60%).*



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# Significant Findings by Ward:

## Ward 3

- *Residents from Ward 3 were significantly more likely than those from Wards 1 & 6 to consider clearing of snow from city roads important (99%, compared to 93% and 91%).*
- *Residents in Ward 3 were significantly more likely to be satisfied with special transit services when compared to those in Ward 6 (58%, compared to 39%).*



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# Significant Findings by Ward:

## Ward 4

- *Residents living in Ward 4 were significantly more likely to consider Burlington to be an excellent or very good place to live when compared to those living in Wards 1 & 2 (92%, compared to 80%, 82% respectively).*
- *Residents from Ward 4 were significantly more likely than those from Wards 1 and 6 to consider clearing of snow from city roads important (99%, compared to 93% and 91%).*
- *Those living in Ward 4 were significantly more likely than those in Wards 1 & 5 to make use of off-road multi-use Bike Paths (42% compared to 24% each),*



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# Significant Findings by Ward:

## Ward 5

- *Residents in Ward 5 were significantly more likely to be satisfied with special transit services when compared to those in Ward 6 (55%, compared to 39%).*
- *Residents living in Ward 5 were significantly more satisfied with City community centres when compared to those from Ward 1 (93%, compared to 80%).*



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# Significant Findings by Ward:

## Ward 6

- *Those residents living in Ward 6 were significantly more likely to make use of city arenas on a regular basis when compared to those living in Wards 1, 3, and 5 (34%, compared to 20%, 17%, 17% respectively).*
- *Residents living in Ward 6 were significantly more likely to make use of community centres on a regular basis when compared to those living in Ward 4 (34%, compared to 28%).*



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# Significant Findings by Gender

## Female

- *Women were significantly more likely than men to consider clearing of snow from city roads important (98%, compared to 93%).*

## Male

- *Men were more likely than women to make use of city arenas on a regular basis (29%, compared to 18%).*
- *Men were also significantly more likely than women to make use of on-road Bike Lanes (29%, compared to 17%).*
- *Men were significantly more satisfied than women with the availability of public parking (63%, compared to 52%).*



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# Significant Findings by Age:

## 18-34

- *Those residents aged 18-34 were significantly more likely than those aged 55+ to rate the importance of City arenas as high (62% compared to 45%).*
- *Residents aged 18-34 were significantly more likely than those aged 35-54 or 55+ to give a high importance rating to off-road bike paths (61%, compared to 47%, 41%).*
- *Residents aged 18-34 or 35-54 were considerably more likely to make use of City arenas when compared to those aged 55+ (32%, 28% compared to 10%).*
- *Those residents aged 18-34 were more likely to make use of parks, open Spaces, and sports fields on a regular basis when compared to those aged 55+ (73%, compared to 49%).*
- *Residents aged 18-34 were significantly more likely than those aged 55+ to make use of off-road multi-use bike paths (42% compared to 20%).*



# Significant Findings by Age:

## 18-34

- *Residents aged 18-34 were significantly more satisfied with on-road bike lanes when compared to those aged 35-54 or 55+ (62%, compared to 47%, 46%).*
- *Those aged 18-34 were significantly more satisfied with off-road multi-use bike paths when compared to those aged 55+ (77% compared to 58%).*



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# Significant Findings by Age:

## 35-54

- *Importance was significantly higher among those aged 35-54 when compared to those aged 55+ when it comes to City community centres (78%, compared to 68%).*
- *Residents aged 35-54 were significantly more likely than those aged 55+ to make use of regular transit (18%, compared to 11%).*
- *Those aged 35-54 were significantly more likely to make use of City arenas when compared to those aged 55+ (28%, compared to 10%).*
- *Residents aged 35-54 were also significantly more likely to make use of community centres on a regular basis when compared to those aged 55+ (39% compared to 25%).*
- *Those aged 35-54 were more likely to make use of parks, open spaces, and sports fields when compared to those aged 55+ (74% compared to 49%).*



# Significant Findings by Age:

## 35-54

- *Residents aged 35-54 were significantly more likely than those aged 55+ to make use of on-road bike lanes (29%, compared to 14%).*
- *Residents aged 35-54 were significantly more likely than those aged 55+ to make use of off-road multi-use bike paths (35%, compared to 20%).*
- *Those aged 35-54 were significantly more likely to show a high level of dissatisfaction with the availability of public parking when compared to those aged 18-34 (13%, compared to 3%).*
- *Those residents aged 35-54 were significantly more satisfied with City arenas when compared to residents aged 55+ (74%, compared to 62%).*
- *Those aged 35-54 were significantly more satisfied with off-road multi-use bike paths when compared to those residents aged 55 or older (70%, compared to 58%).*



# Significant Findings by Age:

## 55+

- *Residents aged 55+ were significantly more likely to rate importance high for special transit services when compared to those aged 35-54 (49%, compared to 34%).*
- *Those aged 55+ were significantly more likely than those age 18-34 to indicate they felt on-road bike lanes were unimportant (39%, compared to 26%).*
- *Those aged 55+ were significantly more likely to show a high level of dissatisfaction with the availability of public parking when compared to those aged 18-34 (16%, compared to 3%).*



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# Key Findings



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# Overall Impression of City of Burlington as Place to Live & Satisfaction with Quality of Services Provided



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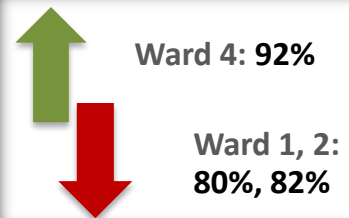
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# Overall Impression of Burlington as Place to Live



## Significant Differences by Ward



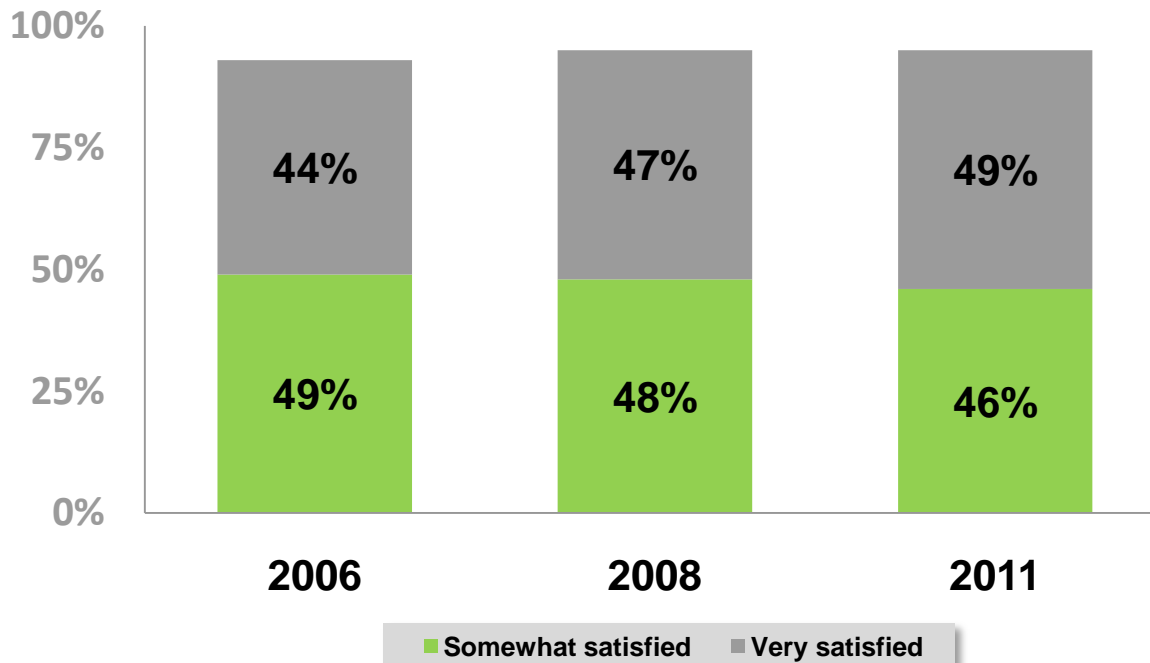
**Q1.** To start off, overall, how would you rate Burlington as a place to live? Would you say it is an excellent, very good, good, fair or poor place to live?

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Sample Size	2006	2008	2011
	750	750	752

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# Overall Satisfaction with Quality of Services Provided by City of Burlington



**Q2.** Again, generally speaking, how satisfied are you with the overall quality of services provided by the City of Burlington? Would you say you are...?

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Sample Size	2006	2008	2011
	750	750	752

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# Service Importance

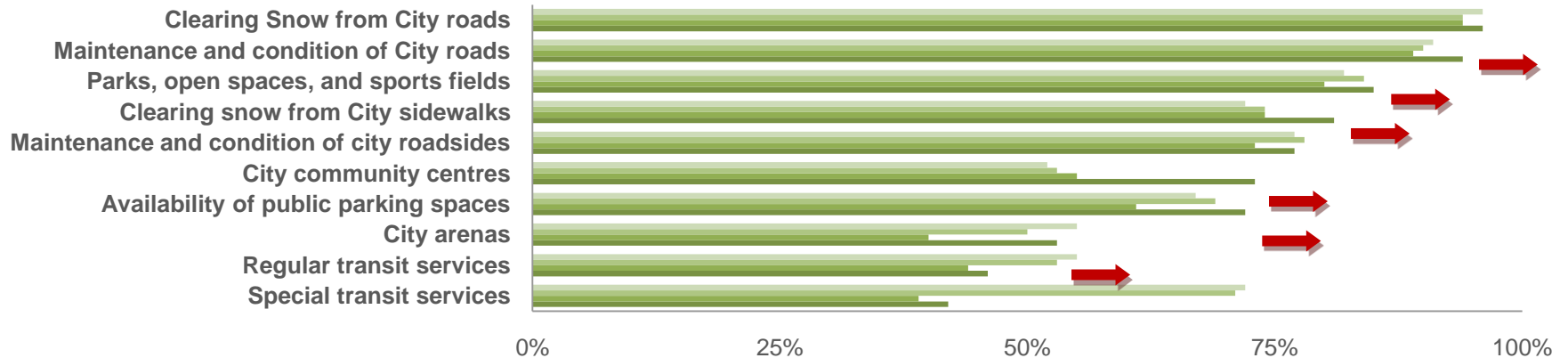


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# Service Importance Summary



	Special transit services	Regular transit services	City arenas	Availability of public parking spaces	City community centres	Maintenance and condition of city roadsides	Clearing snow from City sidewalks	Parks, open spaces, and sports fields	Maintenance and condition of City roads	Clearing Snow from City roads
2003	72%	55%	55%	67%	52%	77%	72%	82%	91%	96%
2006	71%	53%	50%	69%	53%	78%	74%	84%	90%	94%
2008	39%	44%	40%	61%	55%	73%	74%	80%	89%	94%
2011	42%	46%	53%	72%	73%	77%	81%	85%	94%	96%

Top 2 box scores shown (Extremely Important, Very Important)

**Q3.** Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant. \*

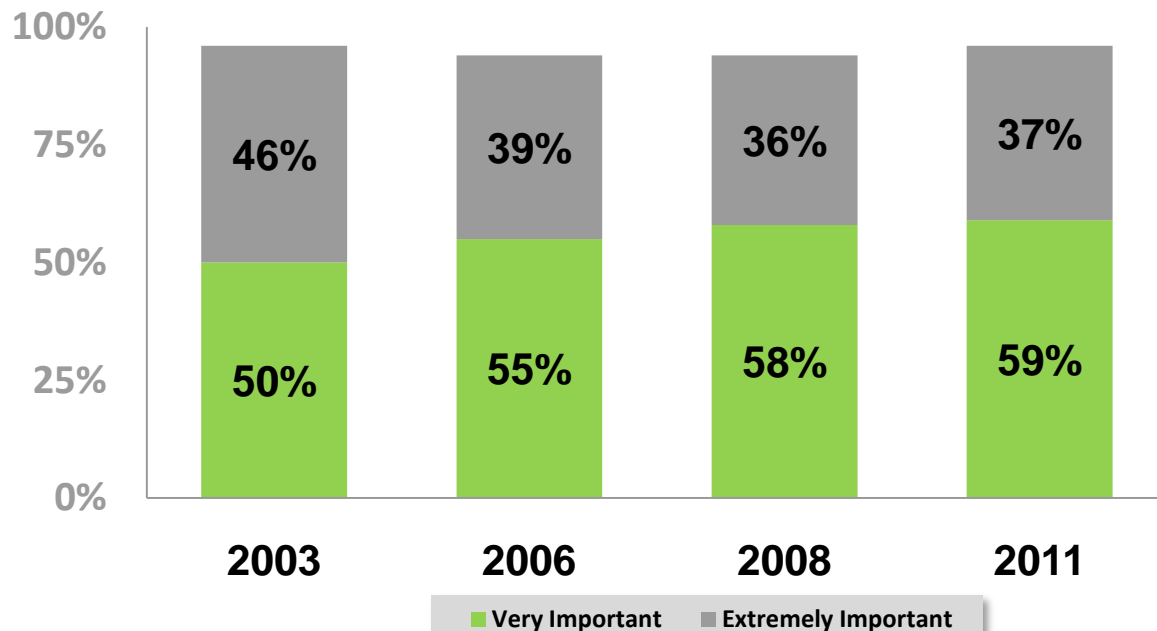
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	750	750	750	752

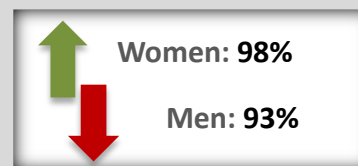
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\*Arrows indicate significant increases compared to 2008 results.

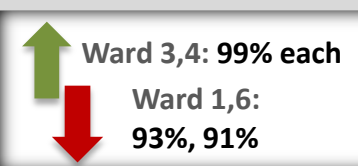
# Service Importance: Clearing Snow from City Roads



## Significant Differences by Gender



## Significant Differences by Ward



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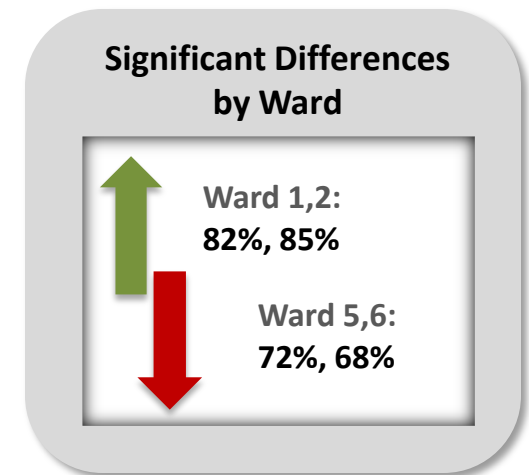
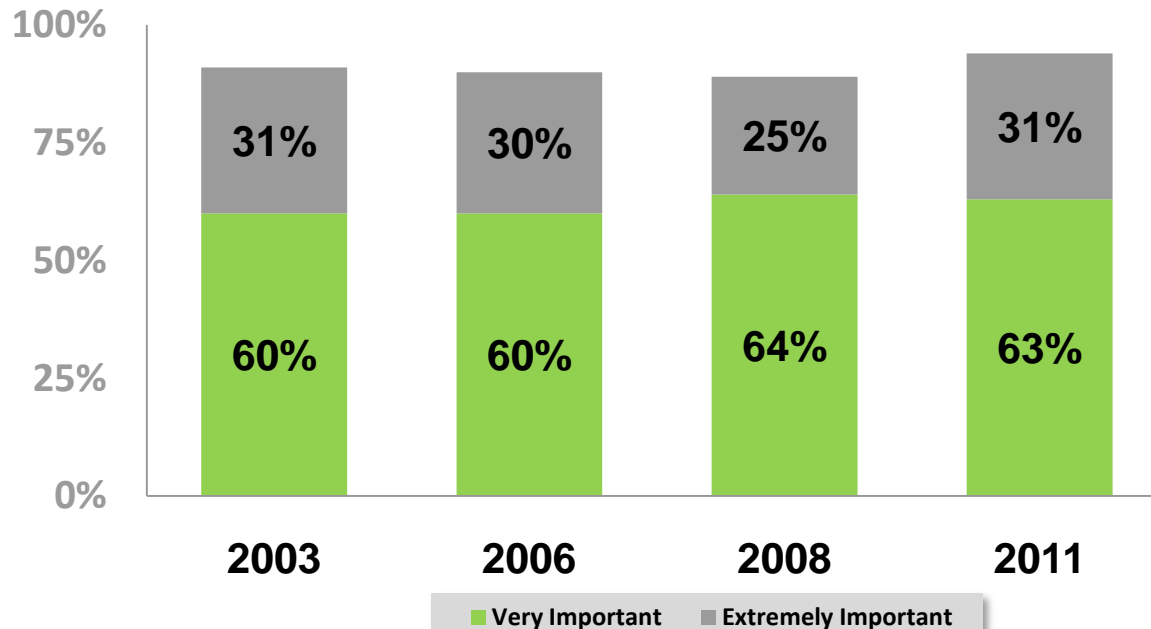
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# Service Importance:

## Maintenance & Condition of City Roads



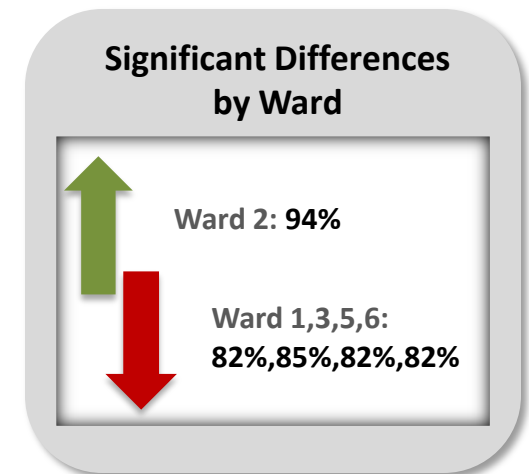
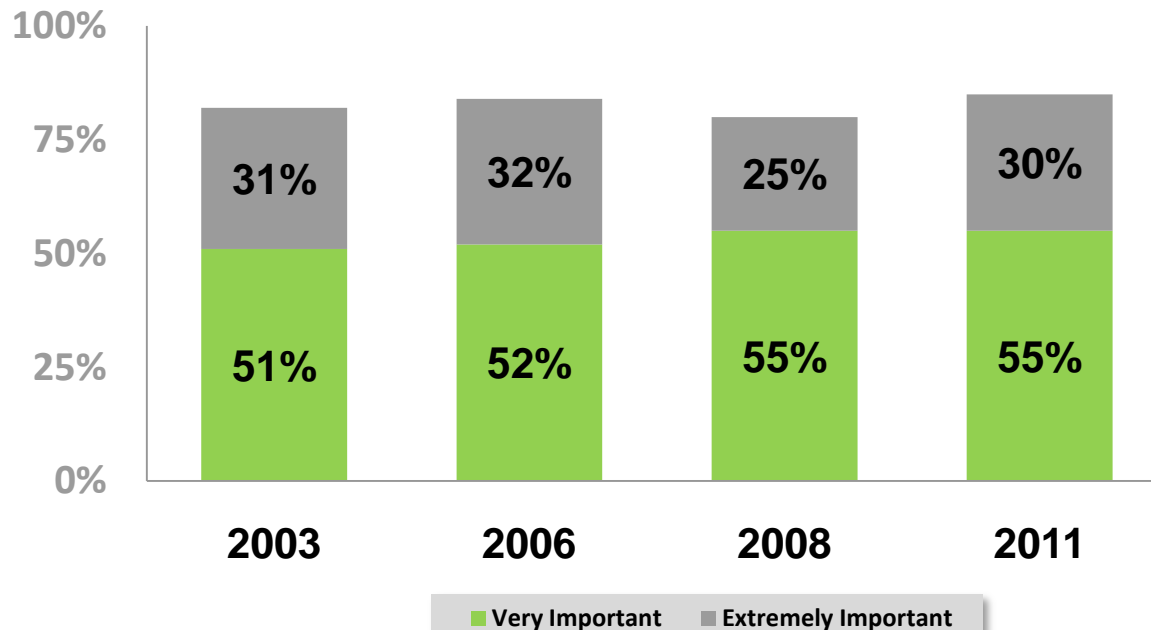
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Sample Size	2003	750	2006	750	2008	750	2011	752
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# Service Importance: Parks, Open Spaces, and Sports Fields



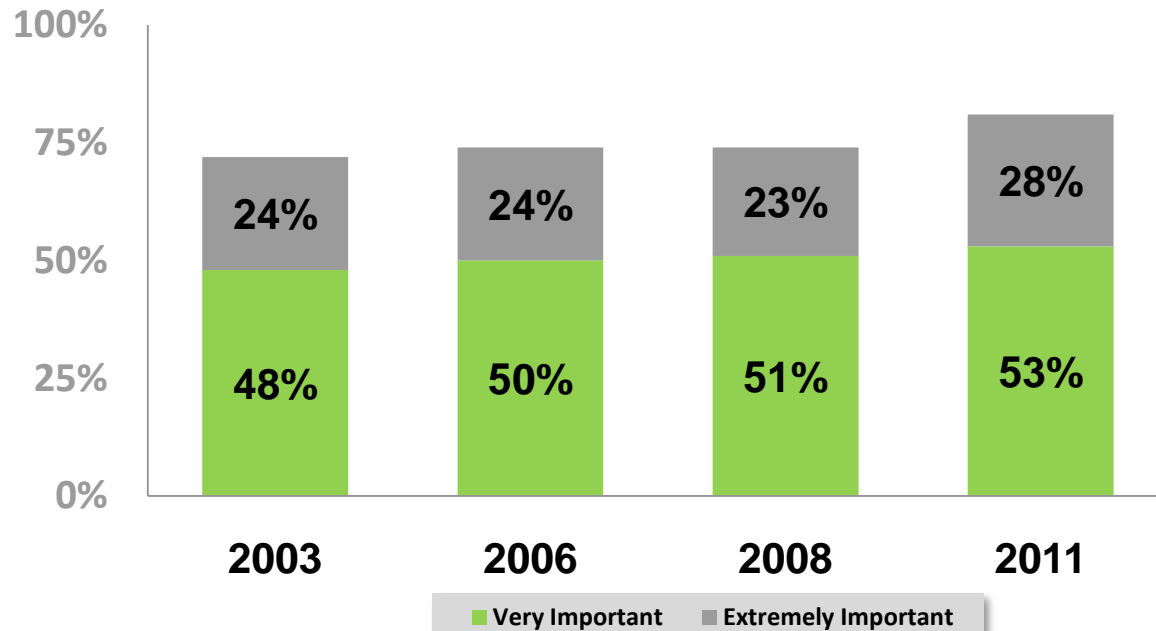
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# Service Importance: Clearing Snow from City Sidewalks



*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

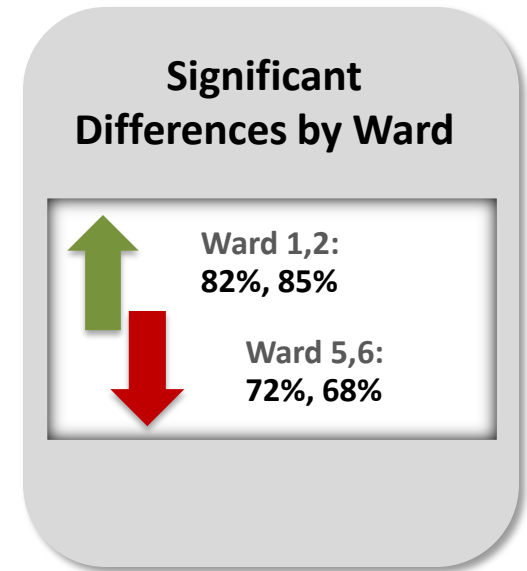
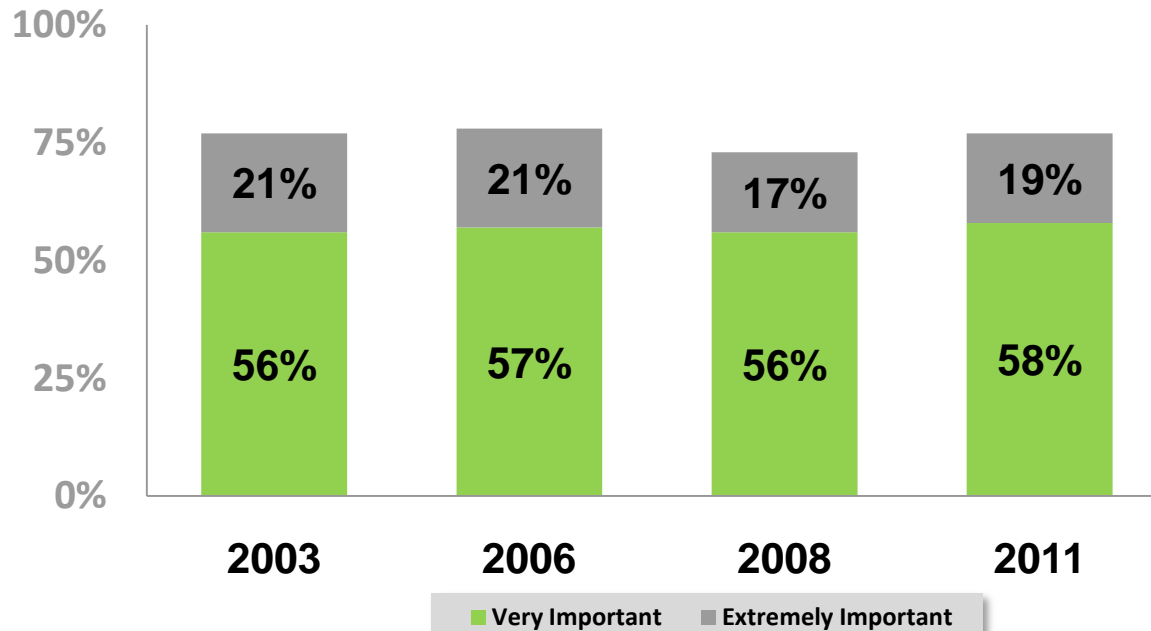
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# Service Importance:

## Maintenance & Condition of City Roadsides

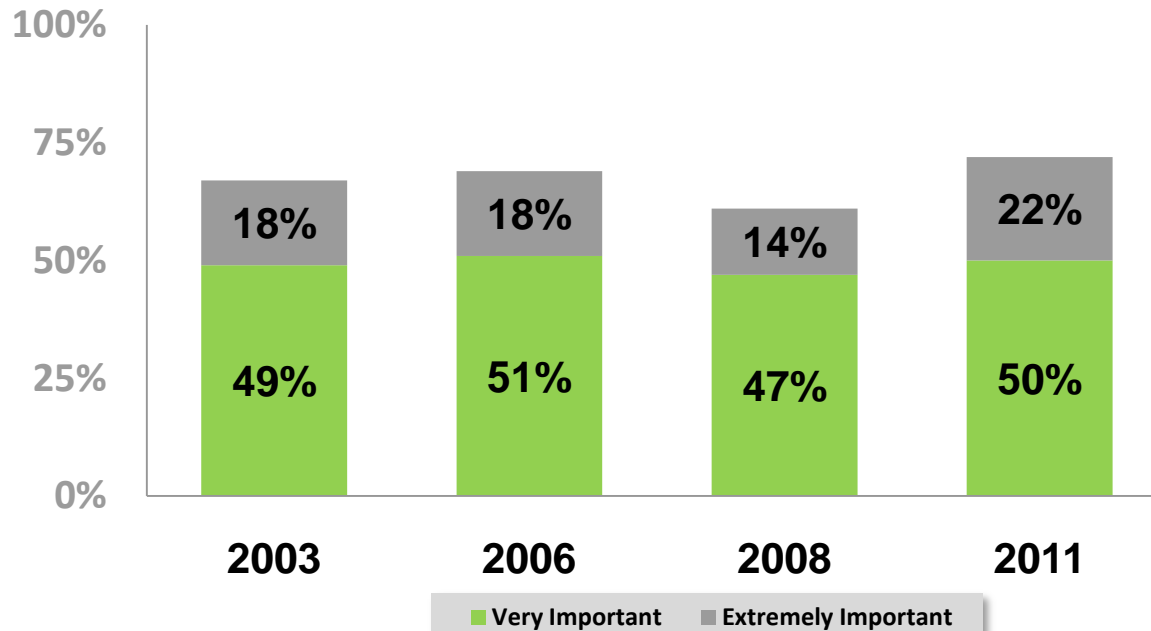


*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

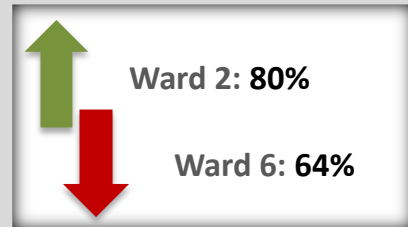
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# Service Importance: Availability of Public Parking



## Significant Differences by Ward



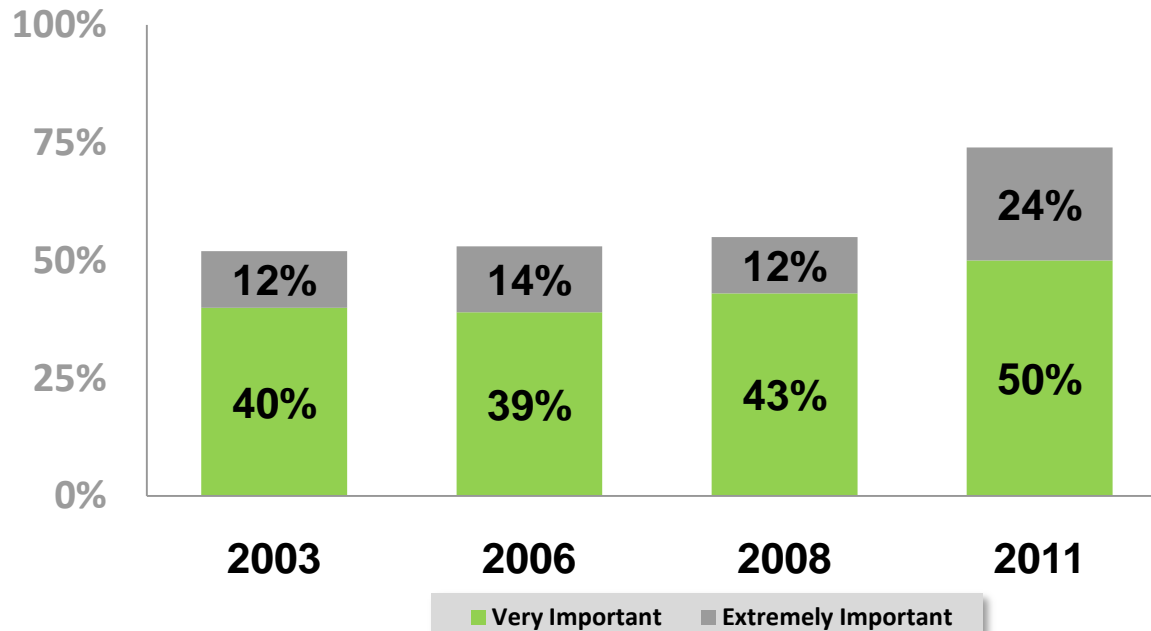
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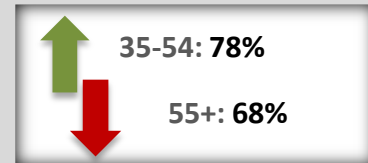
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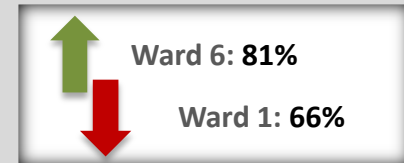
# Service Importance: City Community Centres



## Significant Differences by Age



## Significant Differences by Ward

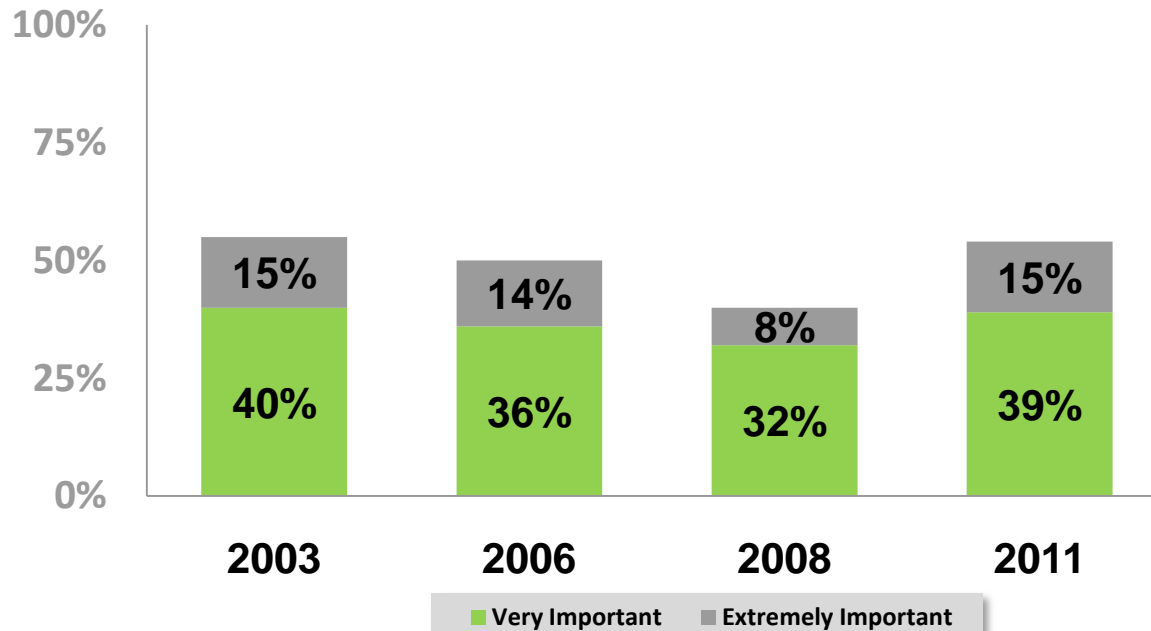


*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

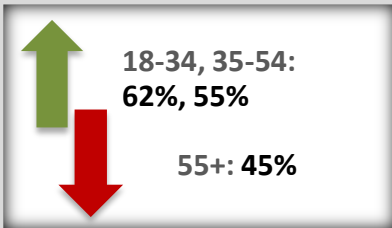
**FOUNDATION  
RESEARCH GROUP INC.**

Sample Size	2003	750	2006	750	2008	750	2011	752
180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V6 T 416.960.9600 F 416.960.6061 foundationresearchgroup.com								

# Service Importance: City Arenas



## Significant Differences by Age

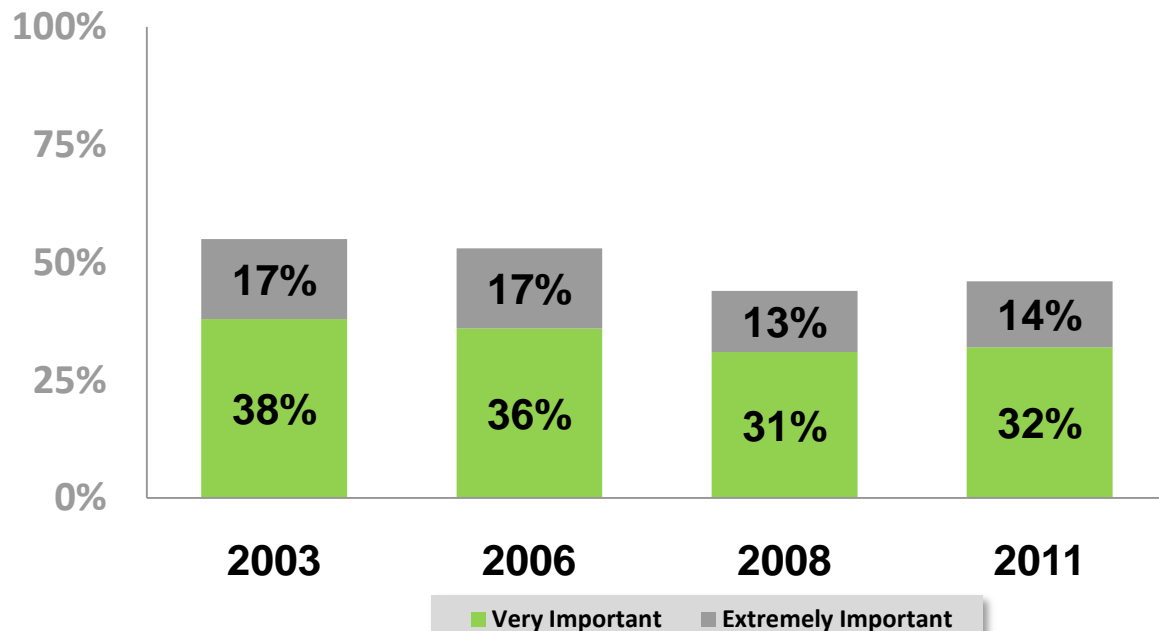


*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

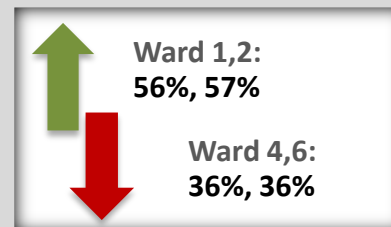
**FOUNDATION**  
RESEARCH GROUP INC.

Sample Size	2003	750	2006	750	2008	750	2011	752
180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V6 T 416.960.9600 F 416.960.6061 foundationresearchgroup.com								

# Service Importance: Regular Transit Services



## Significant Differences by Ward

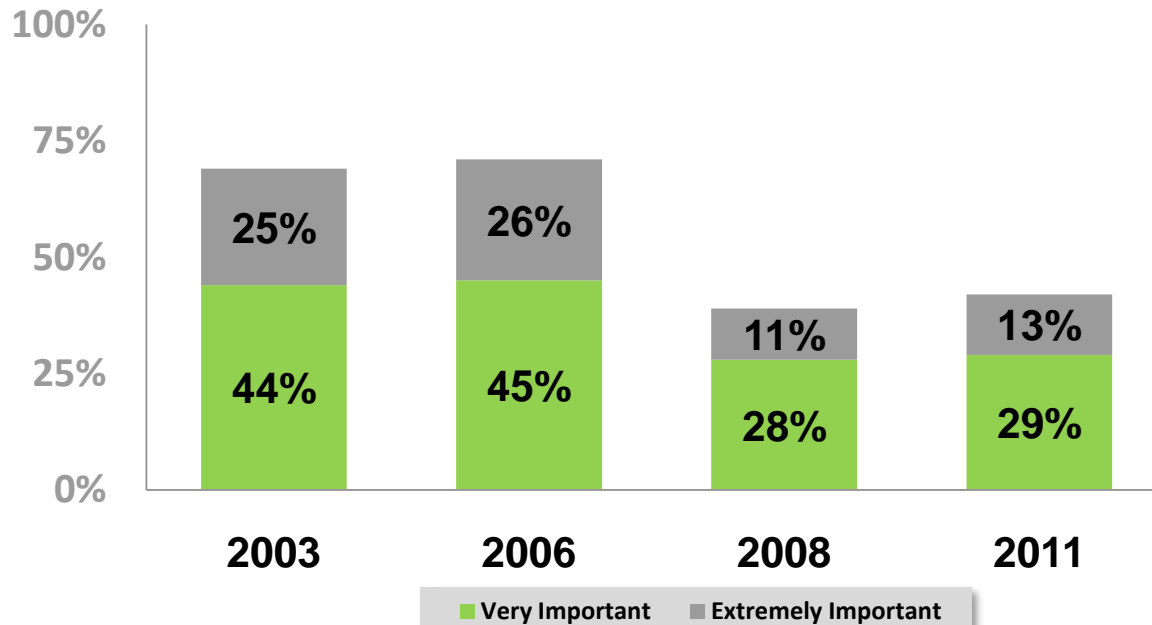


*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

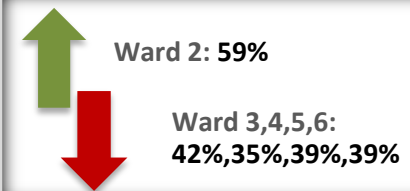
**FOUNDATION**  
RESEARCH GROUP INC.

Sample Size	2003	750	2006	750	2008	750	2011	752
180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V6 T 416.960.9600 F 416.960.6061 foundationresearchgroup.com								

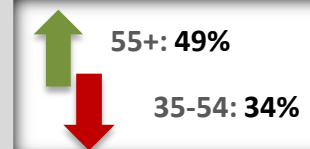
# Service Importance: Special Transit Services



## Significant Differences by Ward



## Significant Differences by Age



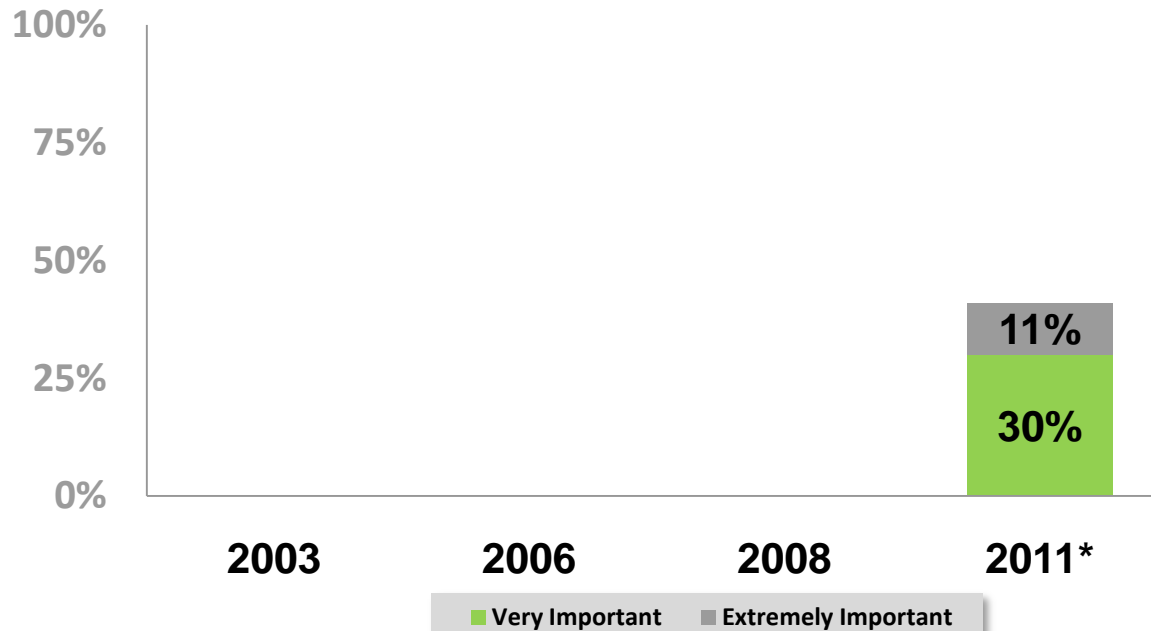
*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

**FOUNDATION**  
RESEARCH GROUP INC.

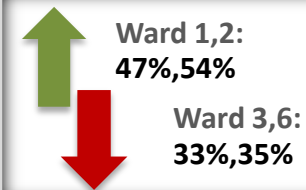
Sample Size	2003	750	2006	750	2008	750	2011	752
180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V6 T 416.960.9600 F 416.960.6061 foundationresearchgroup.com								



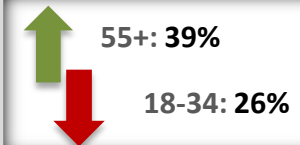
# Service Importance: On-road Bike Lanes



## Significant Differences by Ward



## Significant Differences by Age

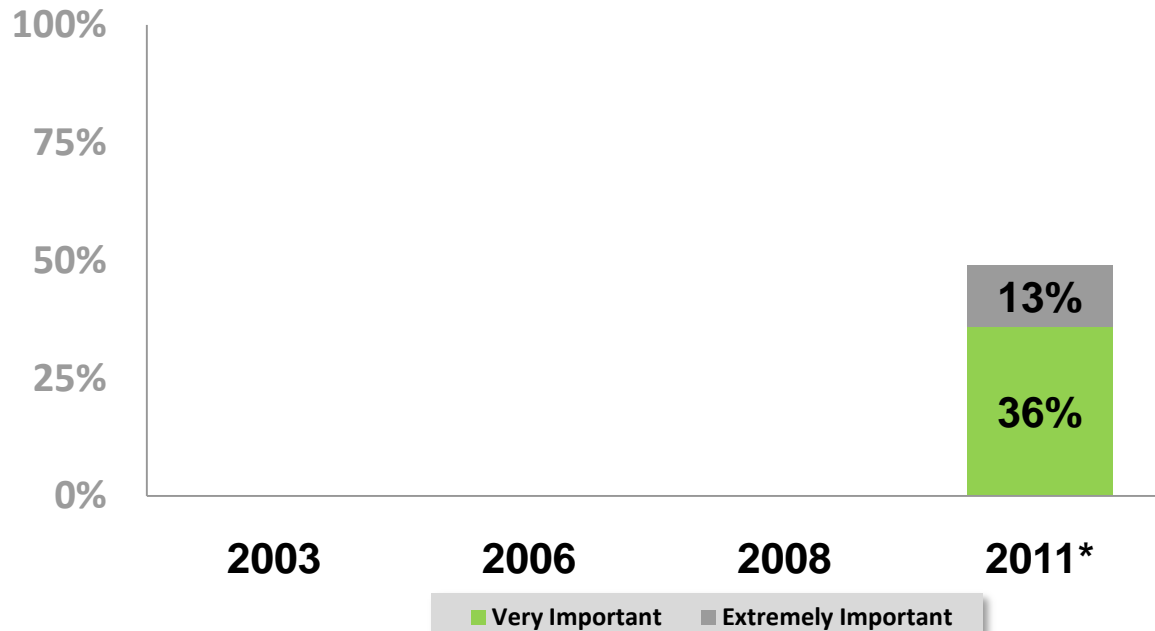


*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

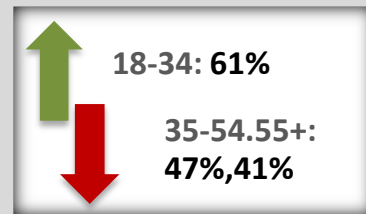
**FOUNDATION**  
RESEARCH GROUP INC.

Sample Size	2003	750	2006	750	2008	750	2011	752
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# Service Importance: Off-road Bike Paths



## Significant Differences by Age



*Q3. Now, I am going to read a number of different services and programs provided by the City of Burlington. For each, I would like you to tell me how important it is to you and your household – that is, is it extremely important, very important, somewhat important, not very important, or completely unimportant.*

**FOUNDATION  
RESEARCH GROUP INC.**

Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Usage

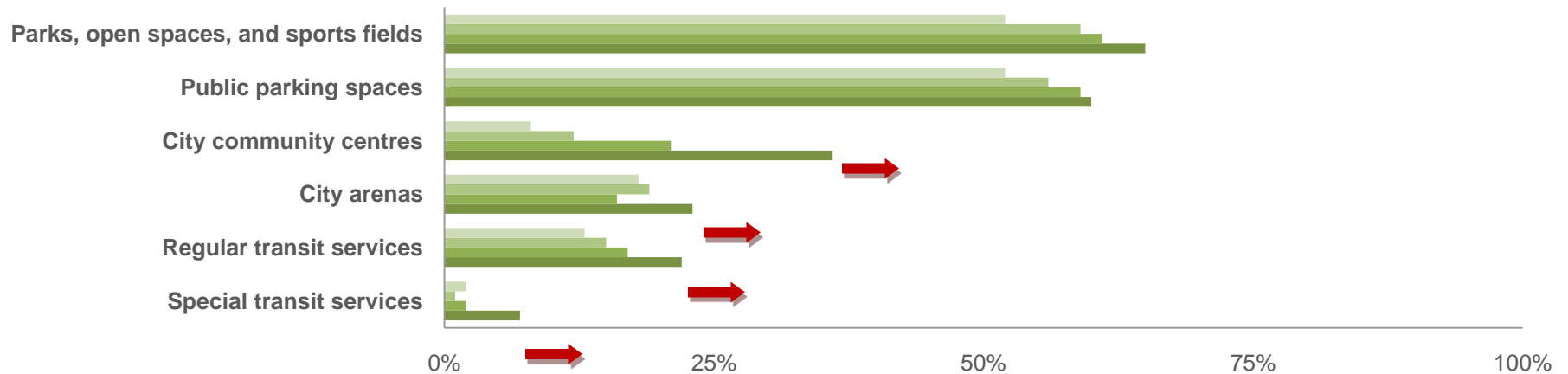


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# Service Usage Summary



	Special transit services	Regular transit services	City arenas	City community centres	Public parking spaces	Parks, open spaces, and sports fields
■ 2003	2%	13%	18%	8%	52%	52%
■ 2006	1%	15%	19%	12%	56%	59%
■ 2008	2%	17%	16%	21%	59%	61%
■ 2011	7%	22%	23%	36%	60%	65%

Top 2 box scores shown (At least once a day, At least once a week)

**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all. \*

**FOUNDATION**  
RESEARCH GROUP INC.

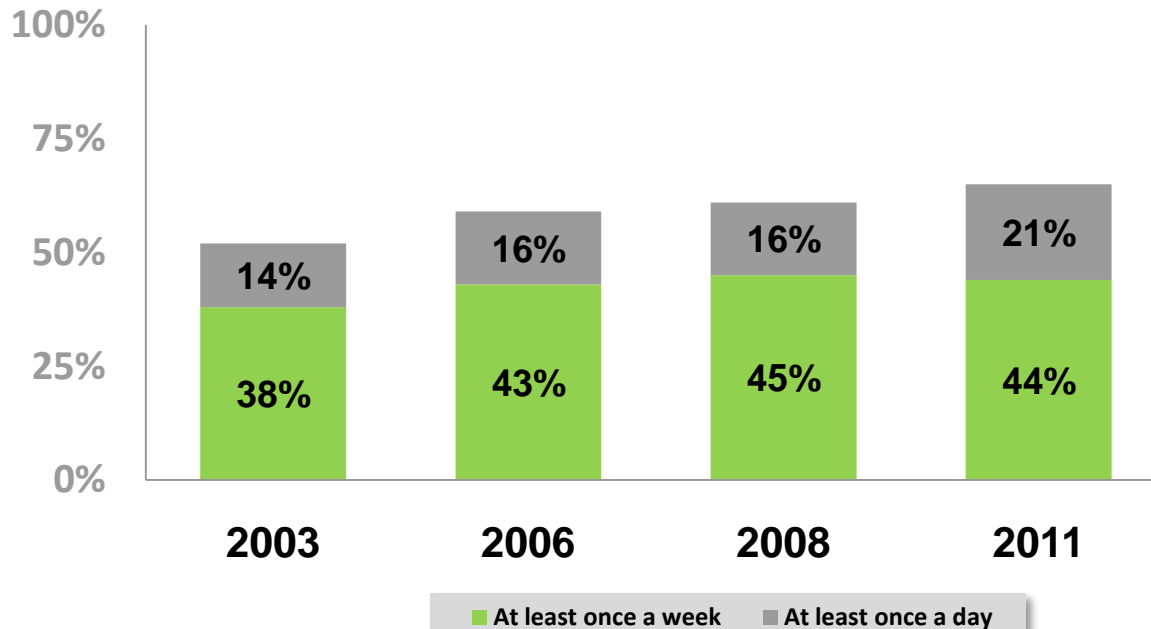
Sample Size   2003   750   2006   750   2008   750   2011   752

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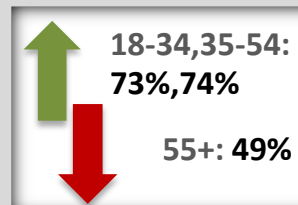
\*Arrows indicate significant increases compared to 2008 results.

# Service Usage:

## Parks, Open Spaces, and Sports Fields



### Significant Differences by Age



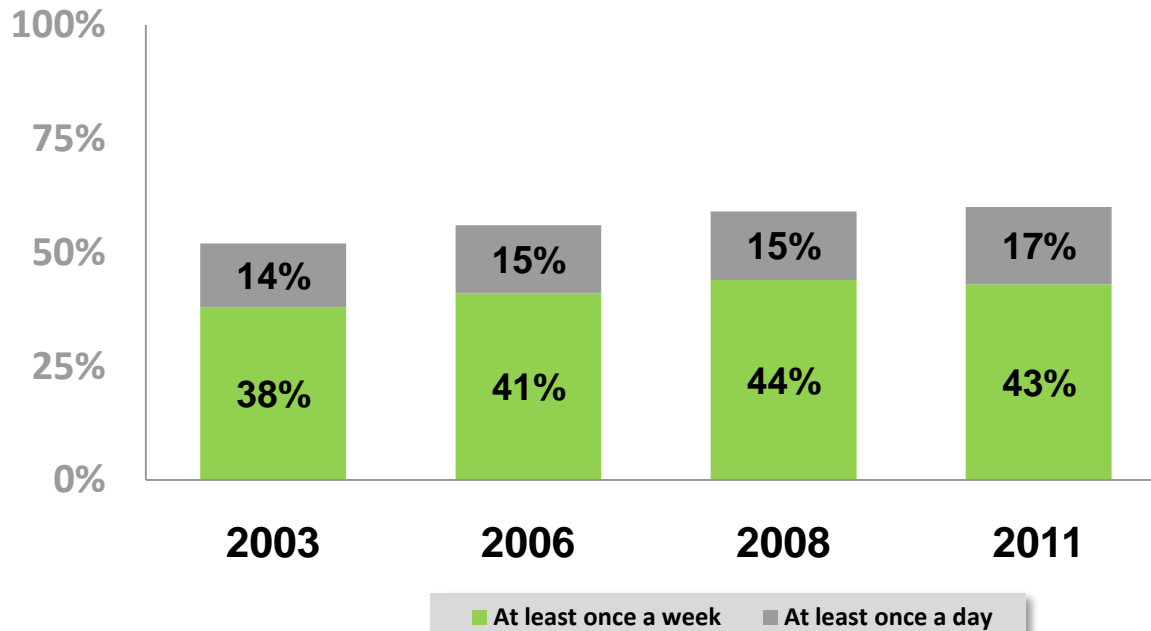
**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all.

**FOUNDATION**  
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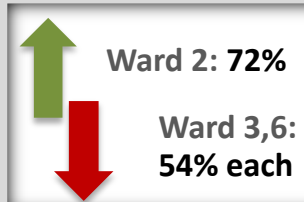
Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Usage: Public Parking Spaces



## Significant Differences by Ward

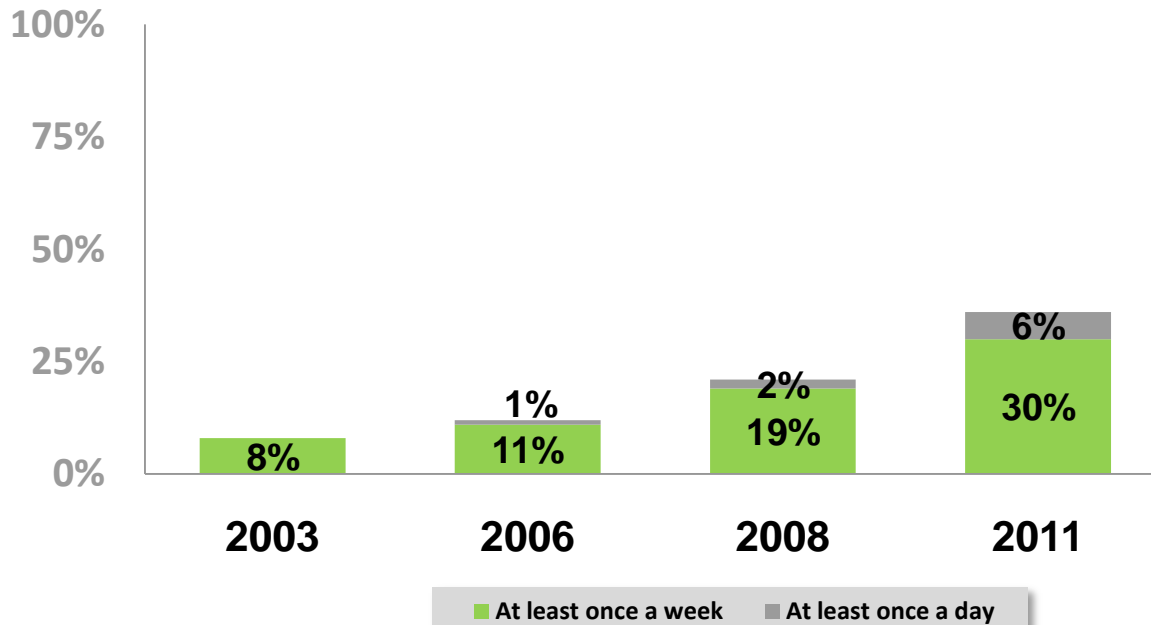


**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all.

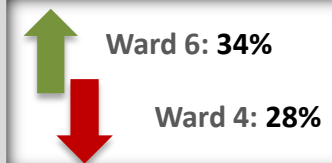
**FOUNDATION  
RESEARCH GROUP INC.**

Sample Size	2003	750	2006	750	2008	750	2011	752
180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V6 T 416.960.9600 F 416.960.6061 foundationresearchgroup.com								

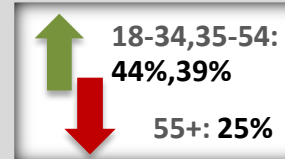
# Service Usage: City Community Centres



## Significant Differences by Ward



## Significant Differences by Age



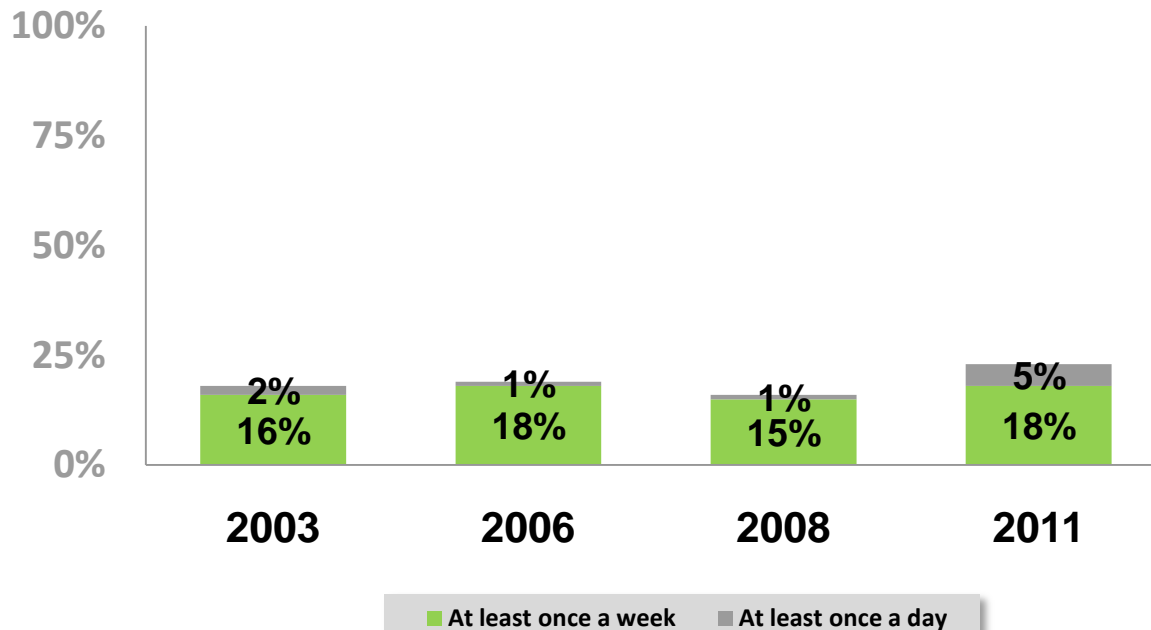
**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all.

**FOUNDATION  
RESEARCH GROUP INC.**

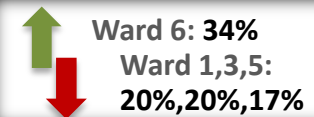
Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Usage: City Arenas



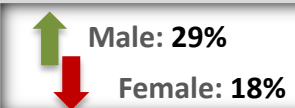
## Significant Differences by Ward



## Significant Differences by Age



## Significant Differences by Gender



**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all.

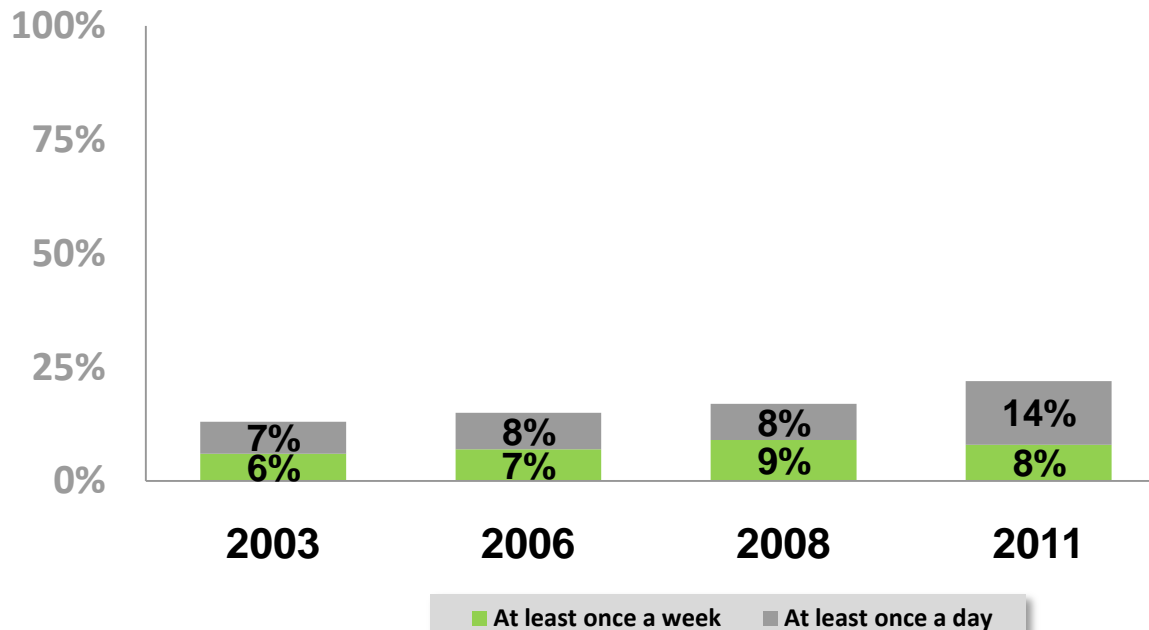
**FOUNDATION  
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Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Usage: Regular Transit



## Significant Differences by Ward



## Significant Differences by Age



## Significant Differences by Age



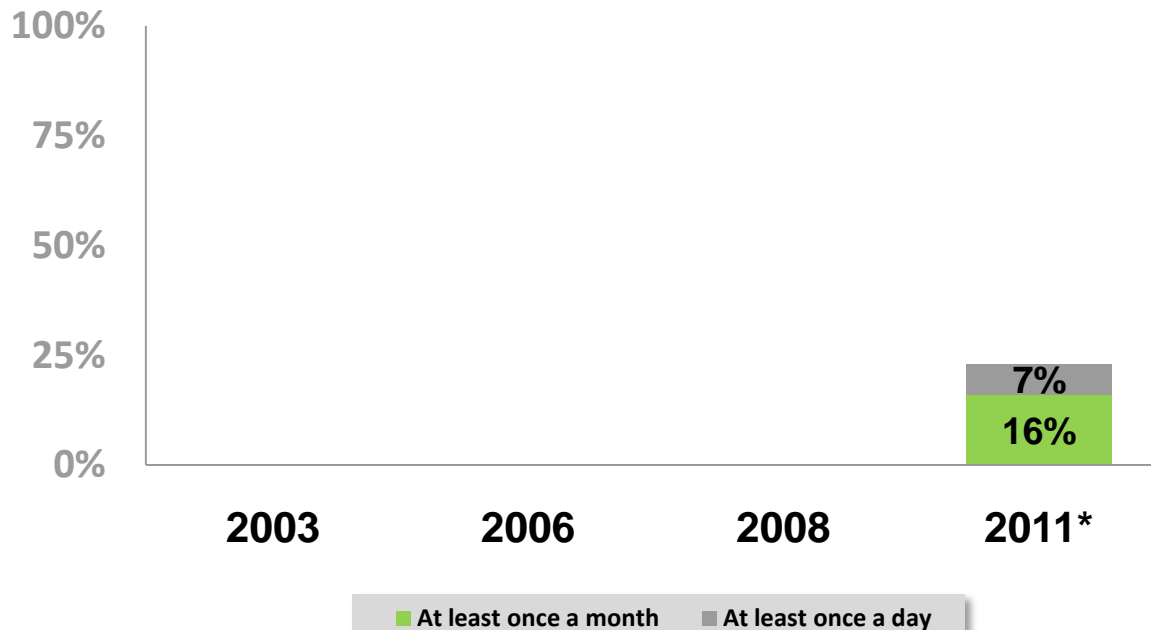
**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all.

**FOUNDATION  
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Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Usage: On-road Bike Lanes



## Significant Differences by Ward



## Significant Differences by Age



## Significant Differences by Gender



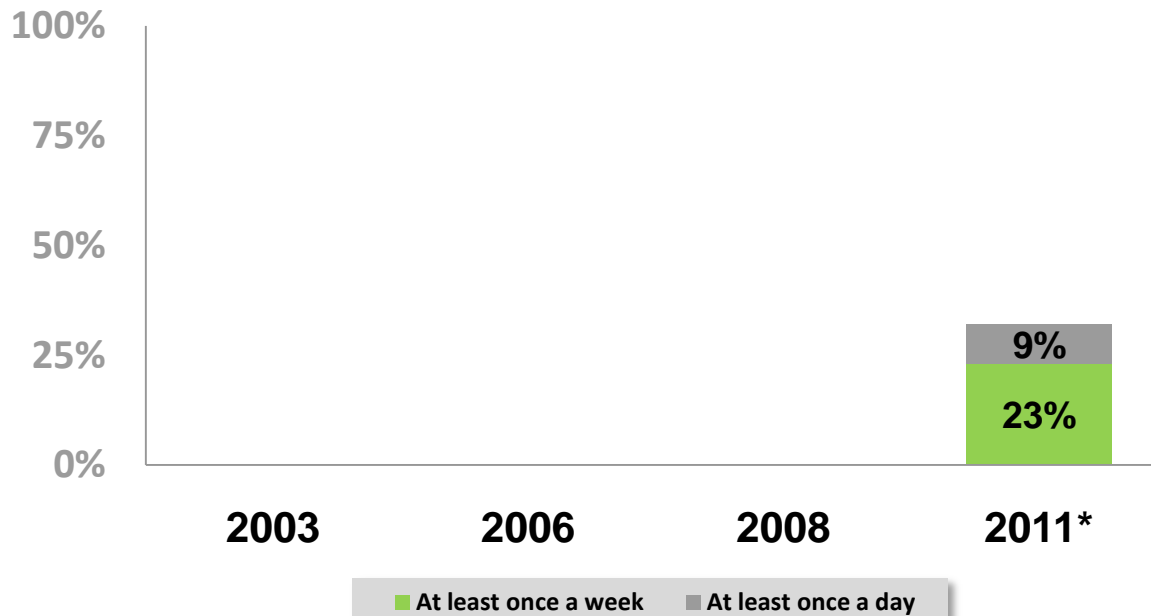
**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all.

**FOUNDATION  
RESEARCH GROUP INC.**

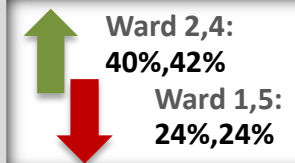
Sample Size	2003	2006	2008	2011
	750	750	750	752

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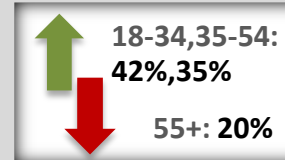
# Service Usage: Off-road Bike Paths



## Significant Differences by Ward



## Significant Differences by Age



**Q4.** And, please tell me what BEST represents how often you and your household use the service or program – that is, if you use it at least once a day, once a week, once a month, once a year, or never use it all.

**FOUNDATION  
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Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Satisfaction

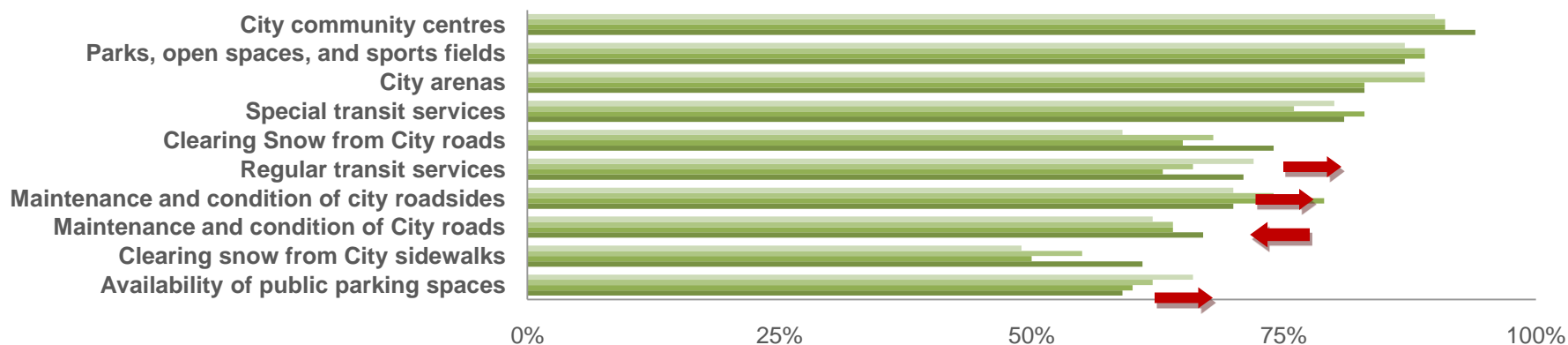


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# Service Satisfaction Summary



	Availability of public parking spaces	Clearing snow from City sidewalks	Maintenance and condition of City roads	Maintenance and condition of city roadsides	Regular transit services	Clearing Snow from City roads	Special transit services	City arenas	Parks, open spaces, and sports fields	City community centres
■ 2003	66%	49%	62%	70%	72%	59%	80%	89%	87%	90%
■ 2006	62%	55%	64%	74%	66%	68%	76%	89%	89%	91%
■ 2008	60%	50%	64%	79%	63%	65%	83%	83%	89%	91%
■ 2011	59%	61%	67%	70%	71%	74%	81%	83%	87%	94%

Top 2 box scores shown (Very Good, Excellent)

**Q5.** And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor? \*

**FOUNDATION**

**RESEARCH GROUP INC.**

Sample Size

2003

750

2006

750

2008

750

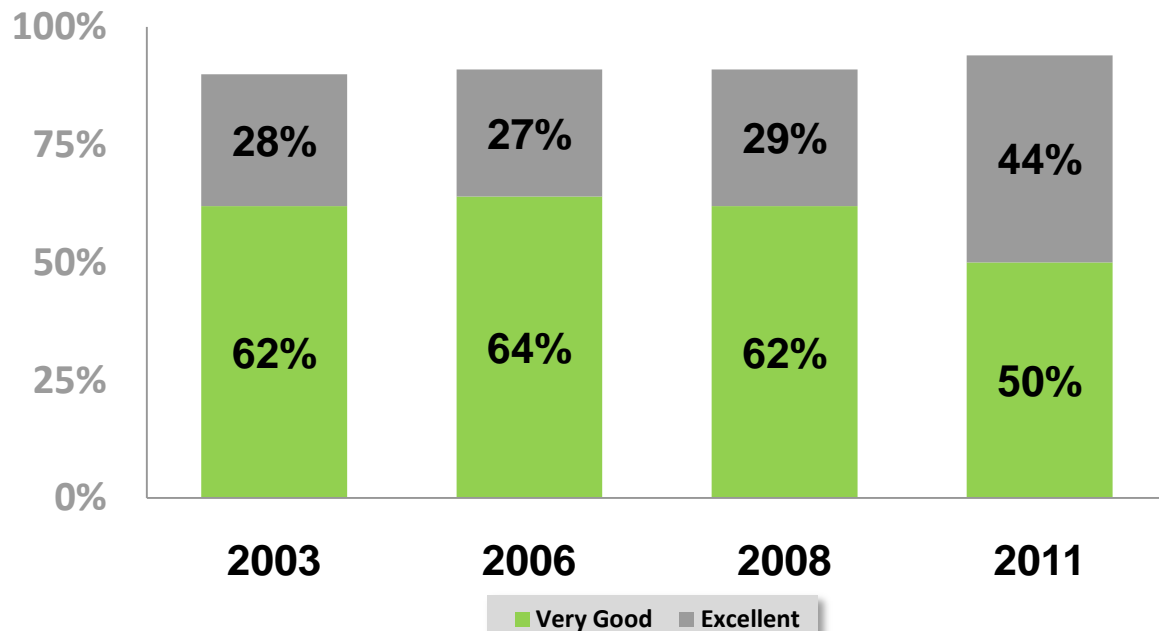
2011

752

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\*Arrows indicate significant increases compared to 2008 results.

# Service Satisfaction: City Community Centres



## Significant Differences by Ward



Ward 5 – 93%

Ward 1 – 80%

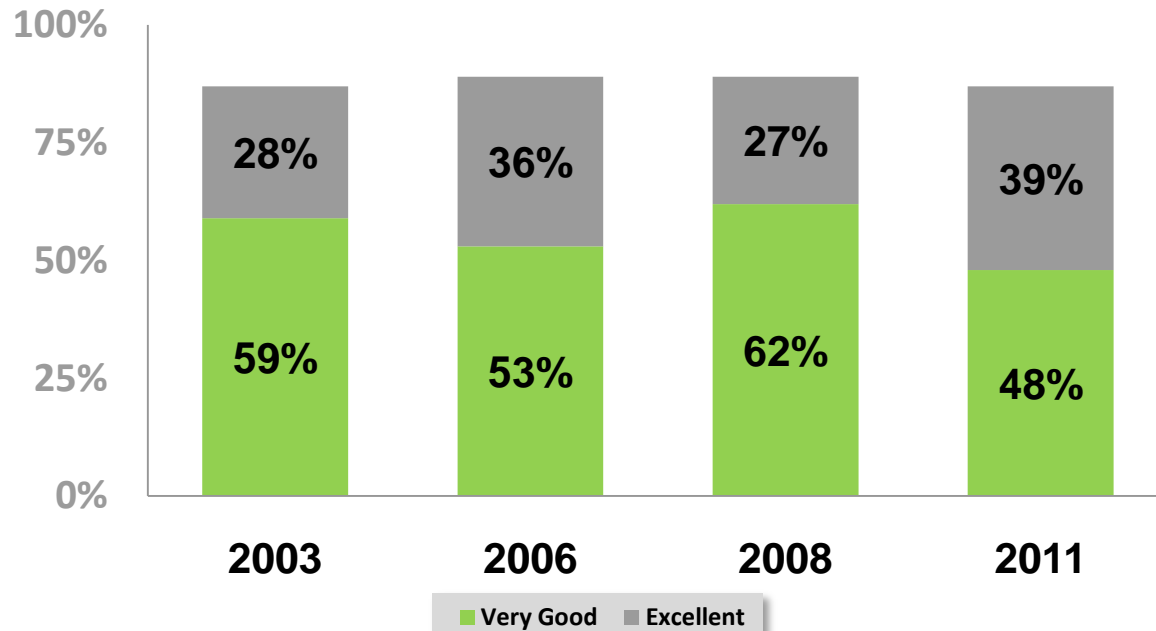
*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

**FOUNDATION  
RESEARCH GROUP INC.**

Sample Size	2003	2006	2008	2011
	429	440	508	592

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# Service Satisfaction: Parks, Open Spaces, and Sports Fields



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

**FOUNDATION**  
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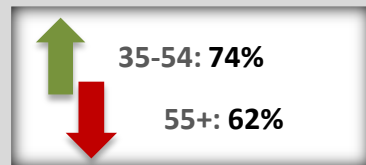
Sample Size	2003	2006	2008	2011
	688	700	688	697

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# Service Satisfaction: City Arenas



## Significant Differences by Age



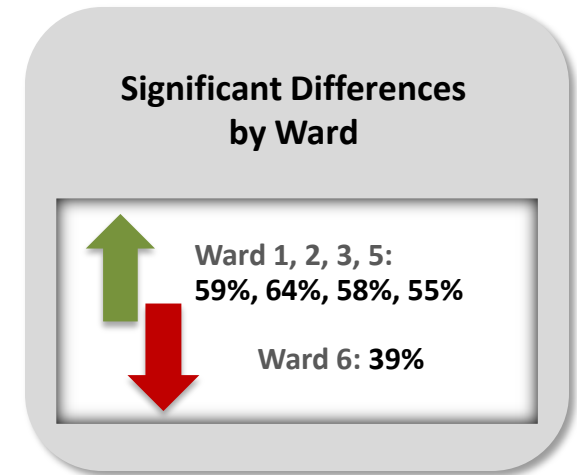
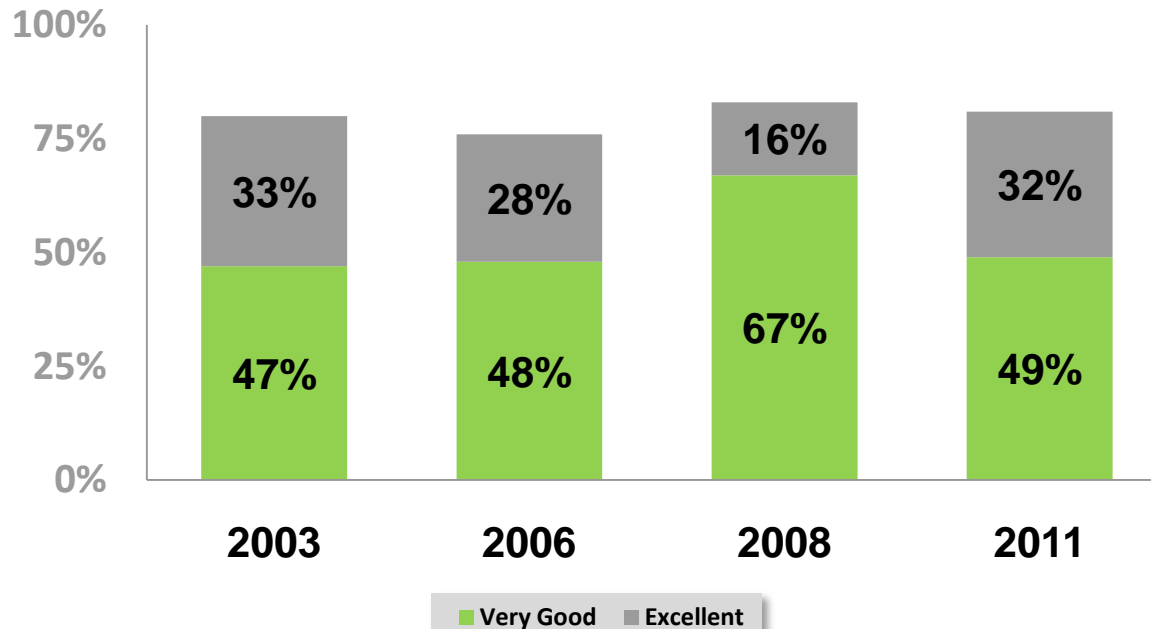
*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

**FOUNDATION  
RESEARCH GROUP INC.**

Sample Size	2003	418	2006	416	2008	386	2011	447
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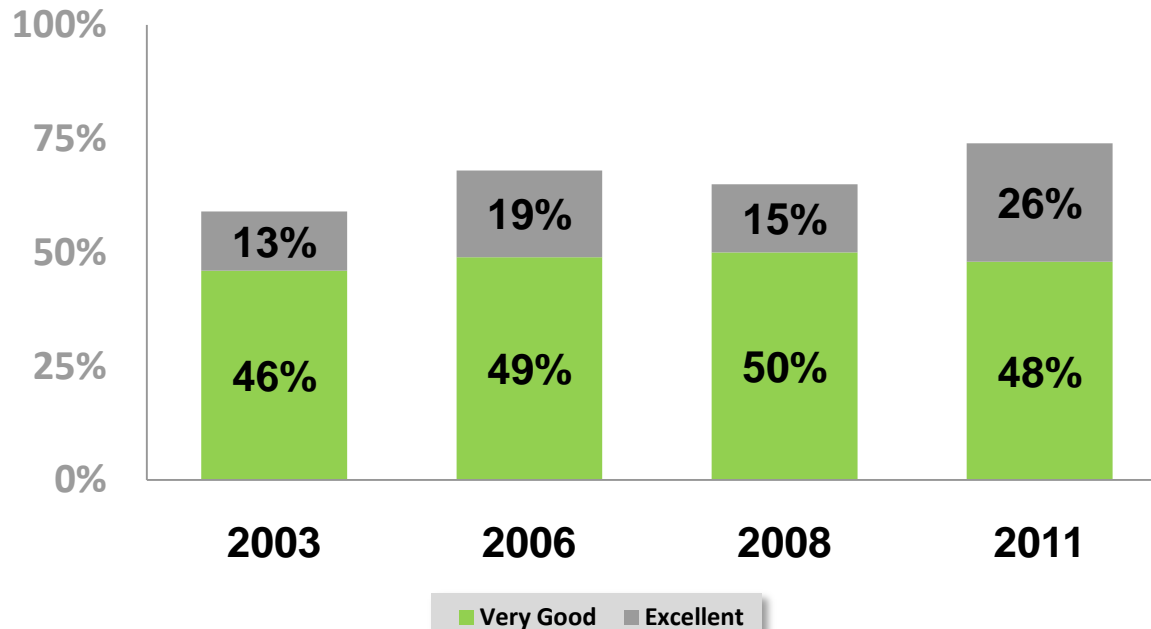
# Service Satisfaction: Special Transit Services



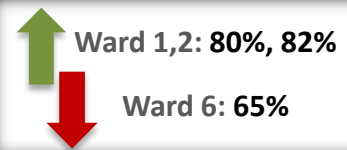
*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

# Service Satisfaction:

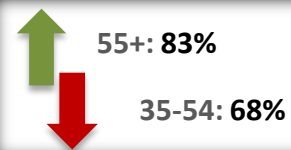
## Clearing Snow from City Roads



### Significant Differences by Ward



### Significant Differences by Age



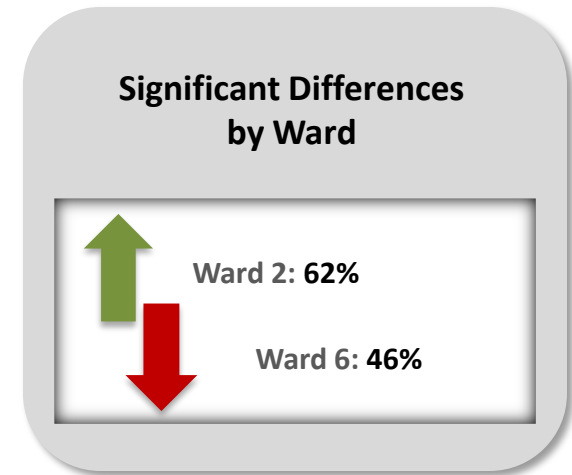
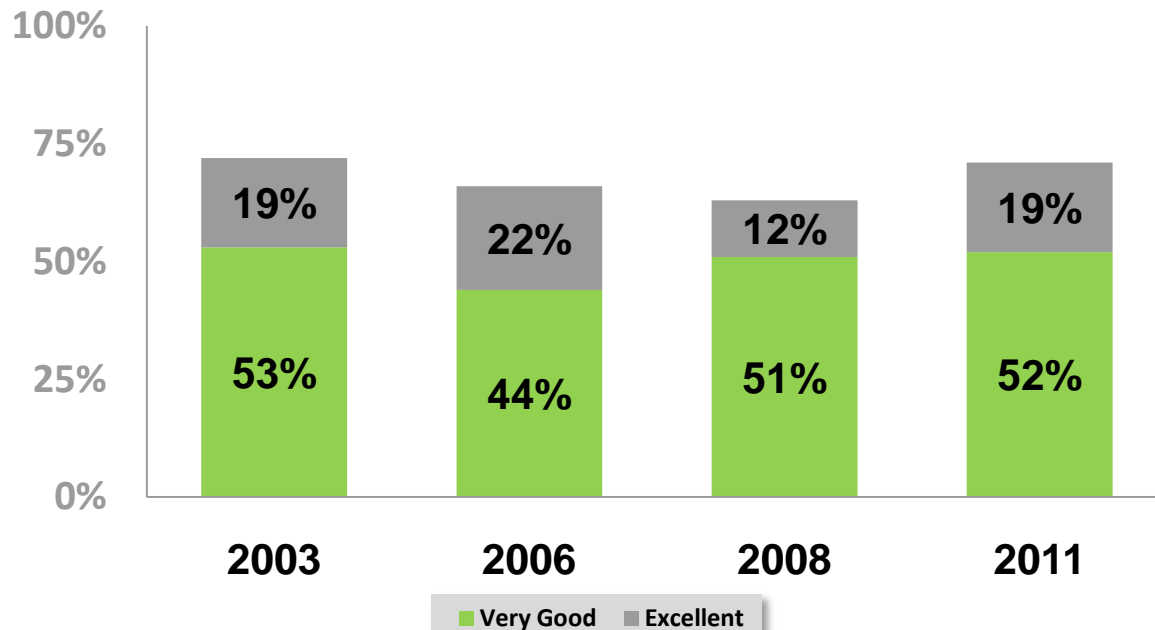
*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

**FOUNDATION**  
RESEARCH GROUP INC.

Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Satisfaction: Regular Transit Services



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

**FOUNDATION  
RESEARCH GROUP INC.**

Sample Size	2003	2006	2008	2011
	246	278	333	333

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# Service Satisfaction:

## Maintenance & Condition of City Roadsides



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

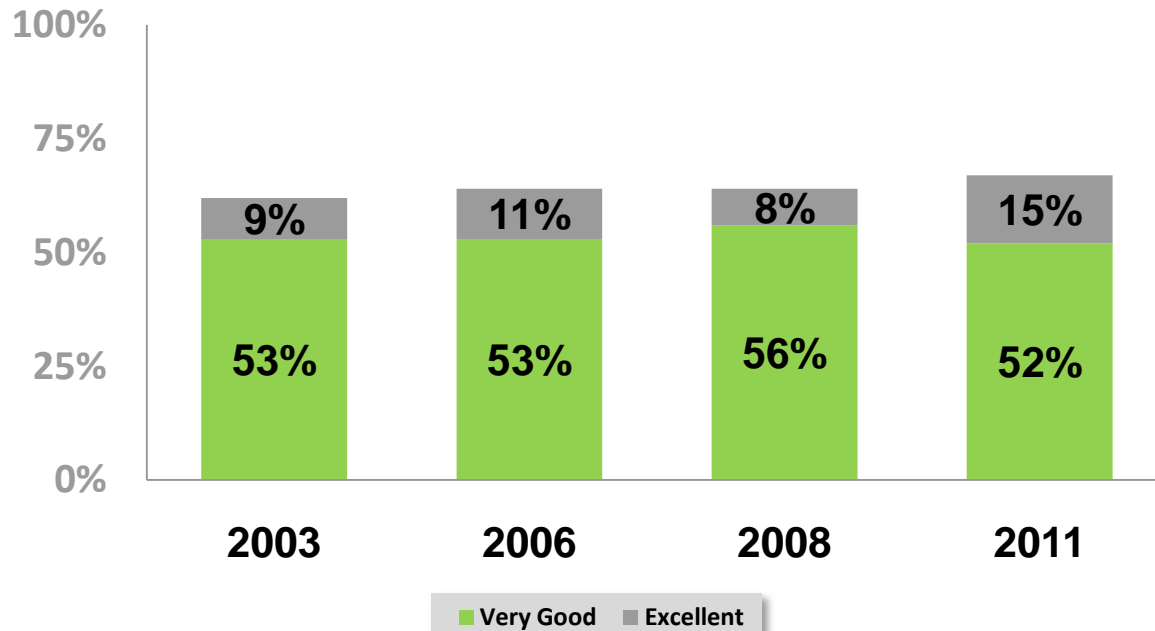
**FOUNDATION**  
RESEARCH GROUP INC.

Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Satisfaction:

## Maintenance & Condition of City Roads



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

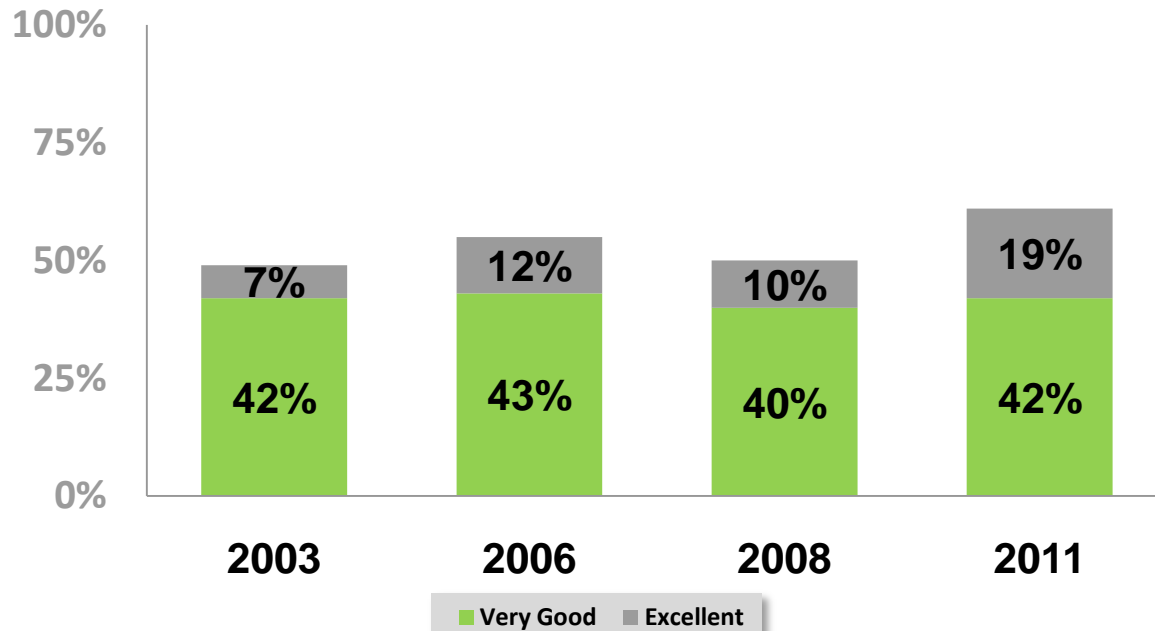
**FOUNDATION**  
RESEARCH GROUP INC.

Sample Size	2003	2006	2008	2011
	750	750	750	752

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# Service Satisfaction:

## Clearing Snow from City Sidewalks



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

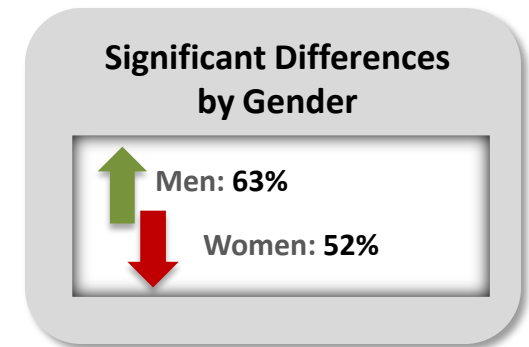
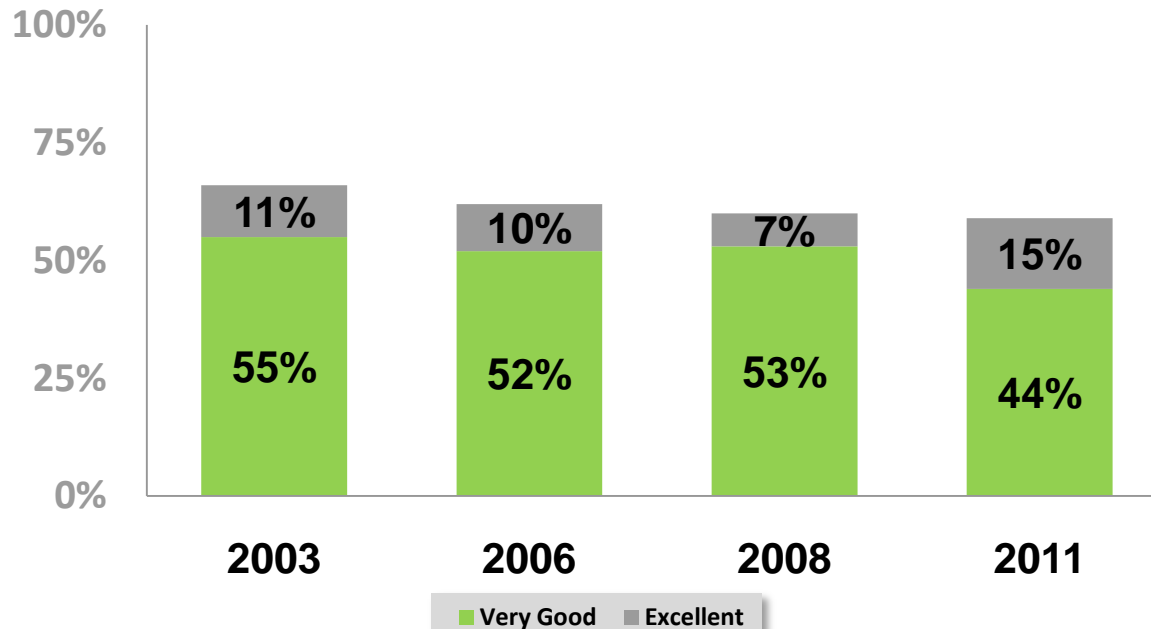
**FOUNDATION**  
RESEARCH GROUP INC.

Sample Size	2003	750	2006	750	2008	750	2011	752
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# Service Satisfaction:

## Availability of Public Parking



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

**FOUNDATION**  
RESEARCH GROUP INC.

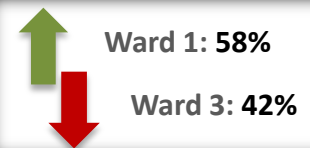
Sample Size	2003	2006	2008	2011
	723	709	710	715

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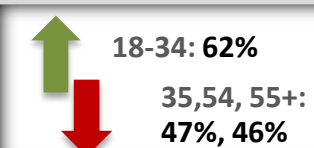
# Service Satisfaction: On-road Bike Lanes



## Significant Differences by Ward



## Significant Differences by Age



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*

**FOUNDATION  
RESEARCH GROUP INC.**

Sample Size 2011 383

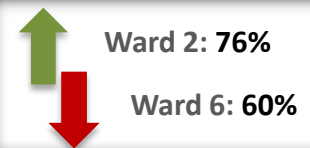
180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V6 T 416.960.9600 F 416.960.6061 foundationresearchgroup.com



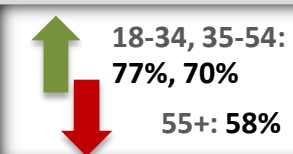
# Service Satisfaction: Off-road Bike Lanes



## Significant Differences by Ward



## Significant Differences by Age



*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor?*



# Reasons for Dissatisfaction

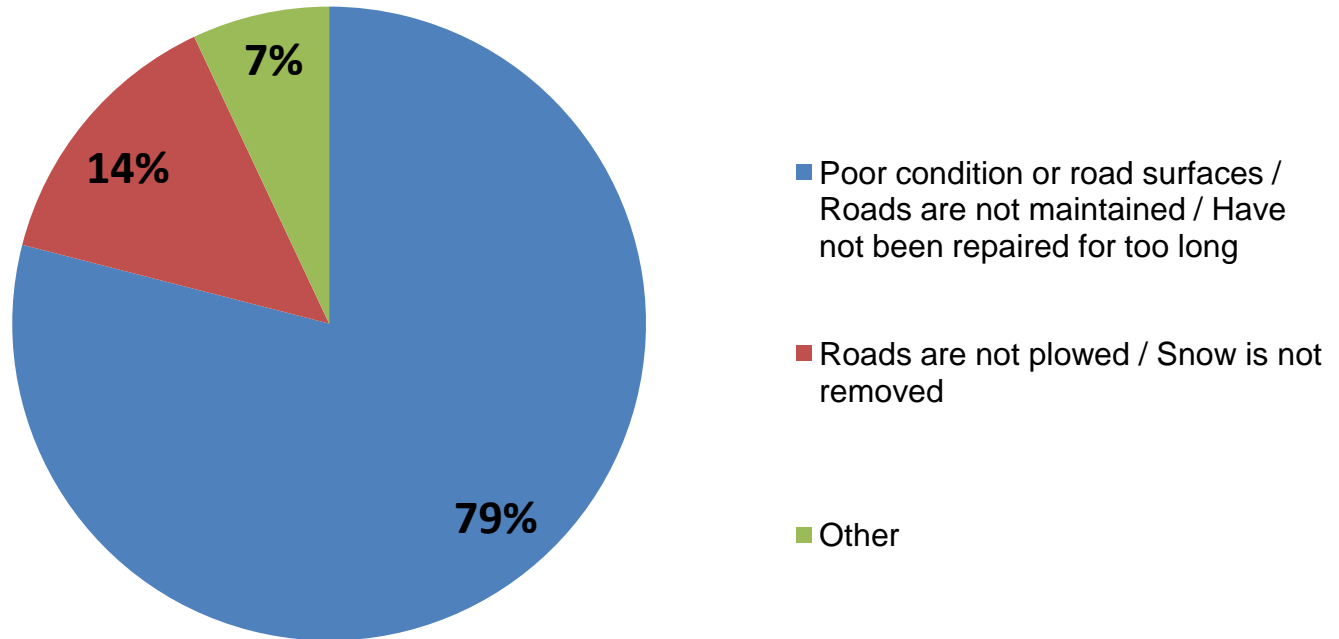


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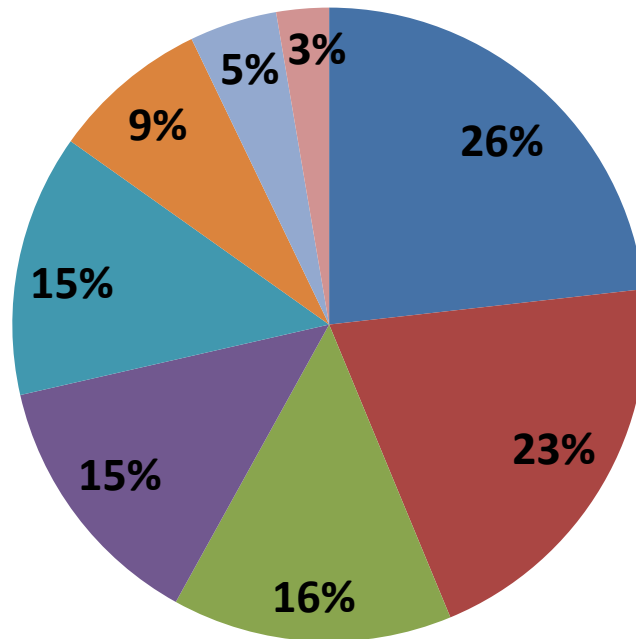
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# Service Dissatisfaction: Maintenance & Condition of City Roads



*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

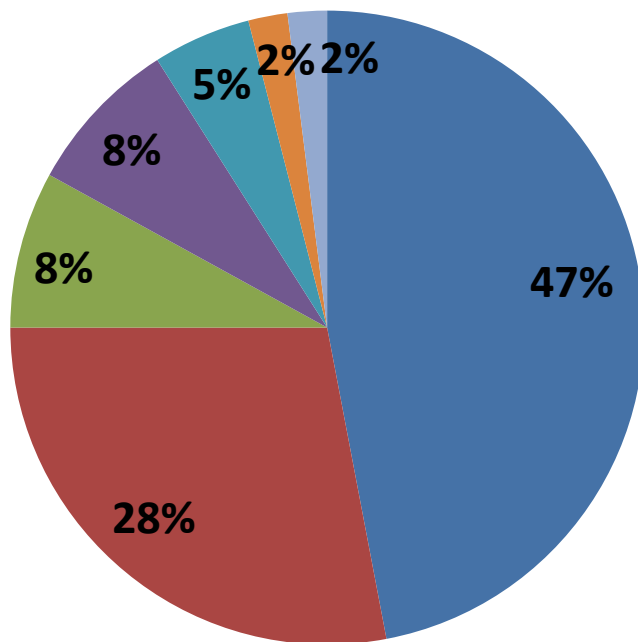
# Service Dissatisfaction: Maintenance & Condition of City Roadsides



- Poor condition of road surfaces (potholes, cracks, bumps)
- Roadsides are covered in litter / garbage / debris
- Roadsides are not salted / cleared of snow
- Roadsides are not maintained / Have not been repaired for too long
- Slow pace of construction
- Roadsides are not weeded
- Poor condition of sidewalks (uneven surfaces, crack)
- Other

*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

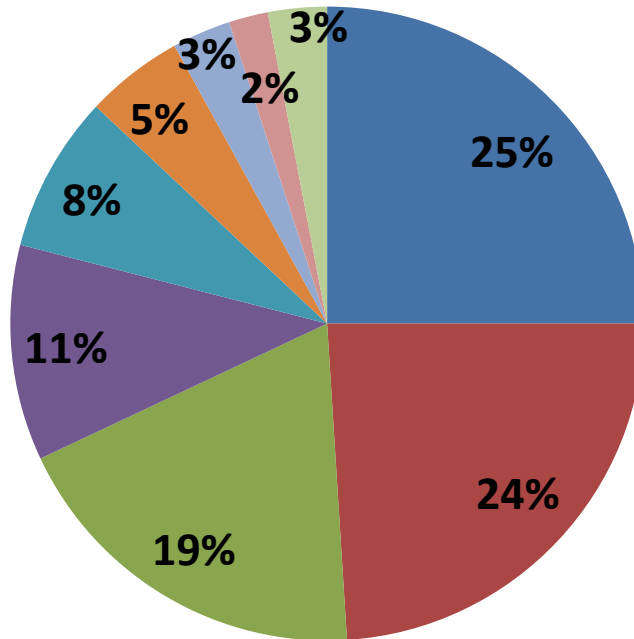
# Service Dissatisfaction: Clearing Snow from City Roads



- It takes several days for my road to be cleared / My road does not get plowed / Snow clearing is too slow / Takes a long time to get it done
- Roads are not fully cleared of snow / not properly cleared
- They aren't well prepared for storms
- Road surfaces are still slippery / dangerous
- They cause property damage (lawn, curbs, etc.)
- There are not enough plows to do the work
- Other

*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

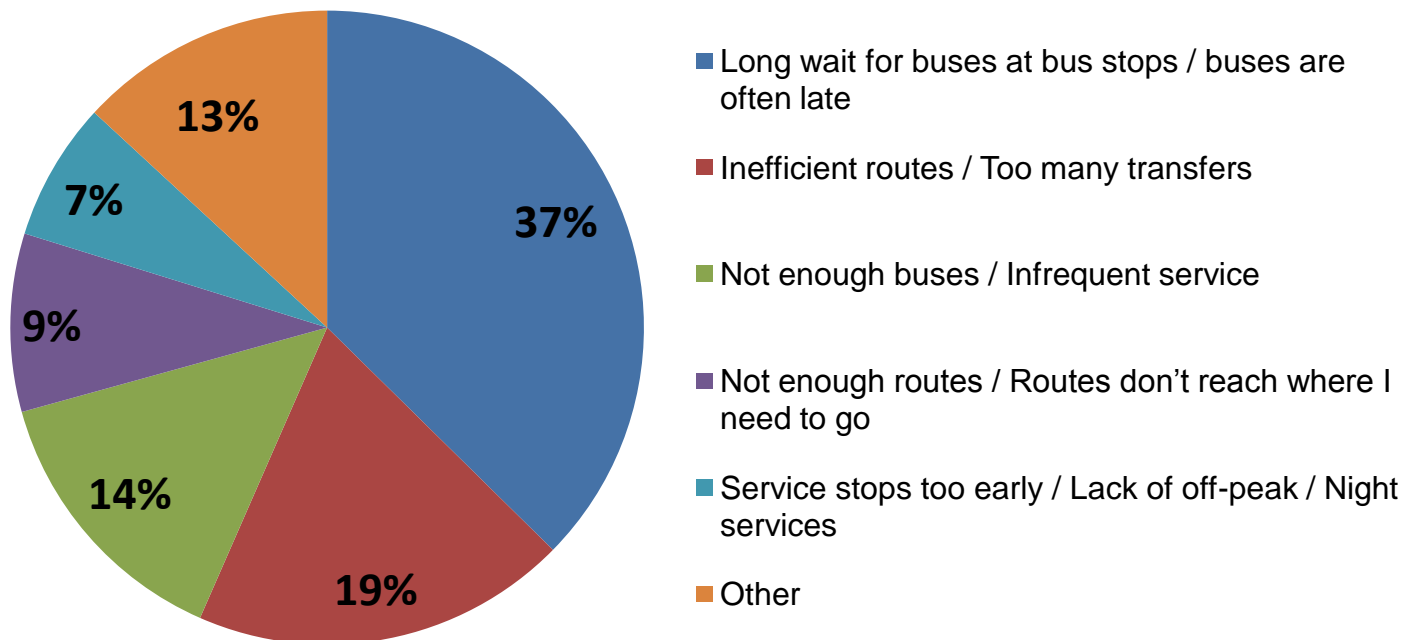
# Service Dissatisfaction: Clearing Snow from City Sidewalks



- They cause property damage (lawn, curb, etc.)
- Sidewalks are left in dangerous condition (snow, ice, slippery)
- Sidewalk clearing is not done in a timely manner / Takes too long
- They don't clear the sidewalks in my area
- Sidewalk clearing is sporadic / inconsistent
- They dump the snow on my property
- I've fallen on unclear / slippery sidewalks
- Plow operator doesn't seem able to find the sidewalk
- Other

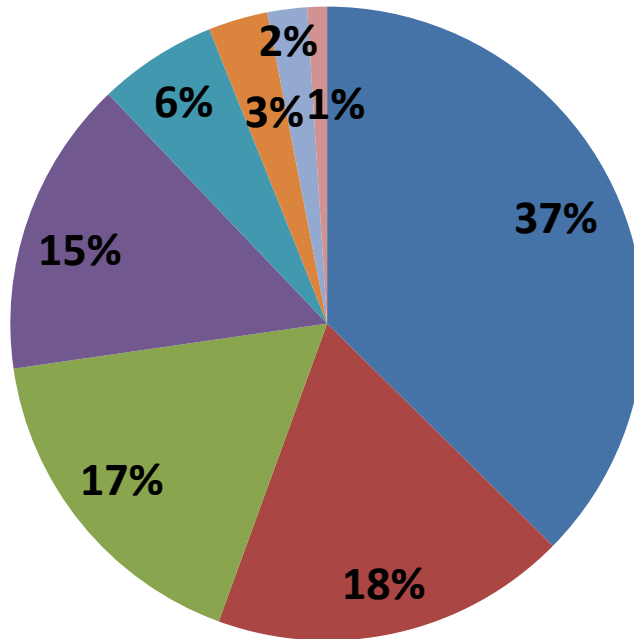
*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

# Service Dissatisfaction: Regular Transit



*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

# Service Dissatisfaction: Availability of Public Parking

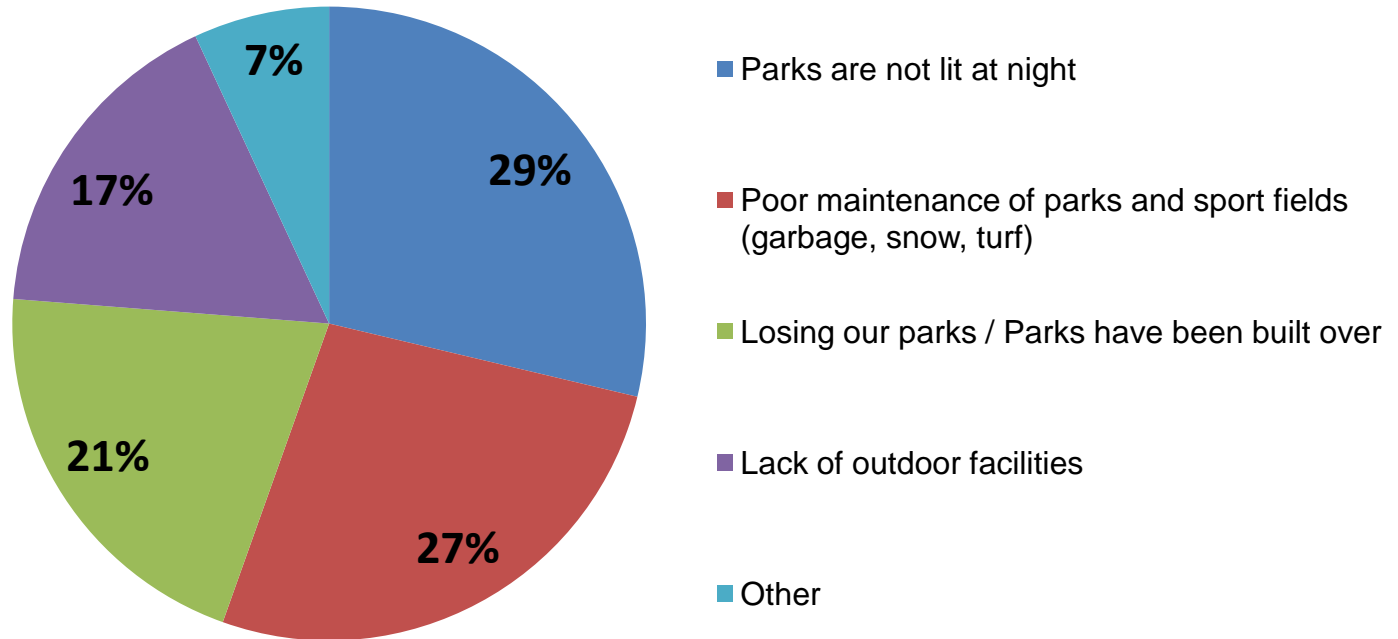


- Difficult to find a parking spot / No parking available
- Lack of parking in the downtown core
- No free public parking
- Cost of parking / Too expensive / Have to pay for parking at city parks
- Not enough parking during festivals / events
- Cannot park longer than 3 hours without being ticketed
- Hard for visitors / tourists to find parking
- Other

*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

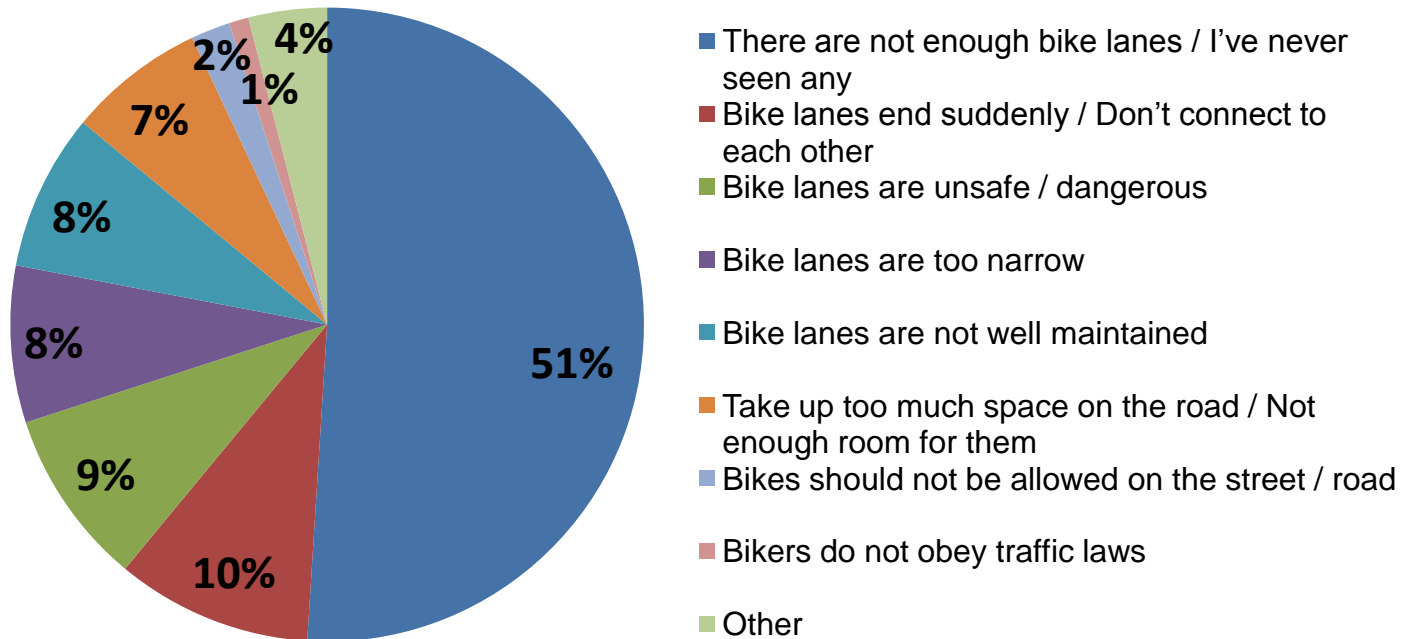


# Service Dissatisfaction: Parks, Open Spaces, and Sports Fields



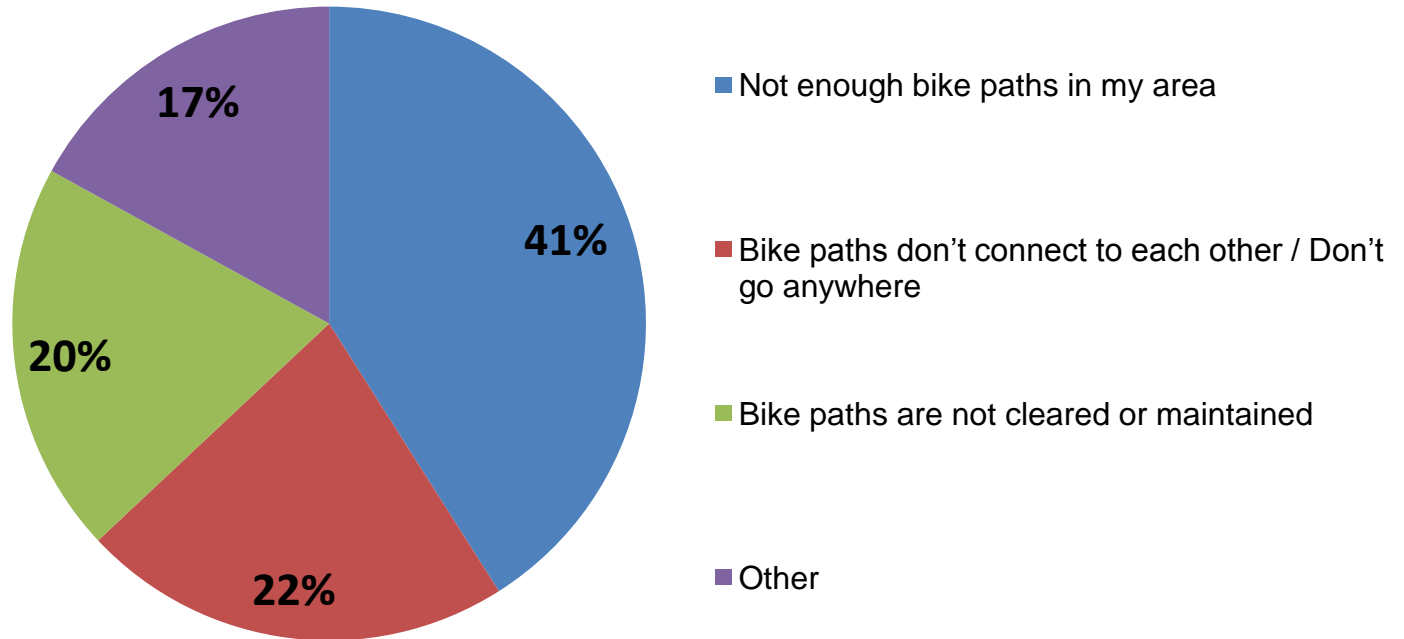
*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

# Service Dissatisfaction: On-road Bike Lanes



*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*

# Service Dissatisfaction: Off-road Bike Paths



*B3. And, what is the ONE MAIN reason why you give this service a poor rating?*



# City of Burlington Information Source Usage & Preference

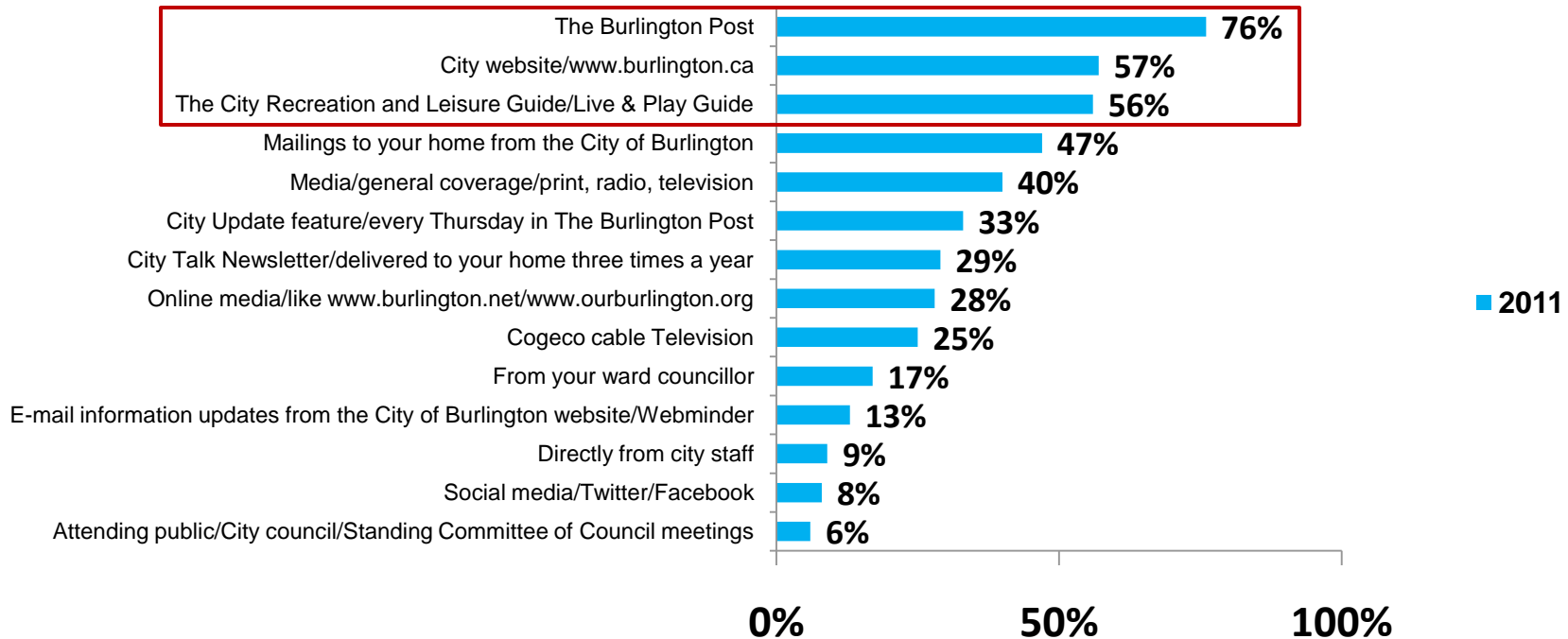


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# Information Source Usage



**Q6.** Thinking now of the information available on the City of Burlington's programs and services, please tell me which of the following sources you currently use to find out about these programs and services?

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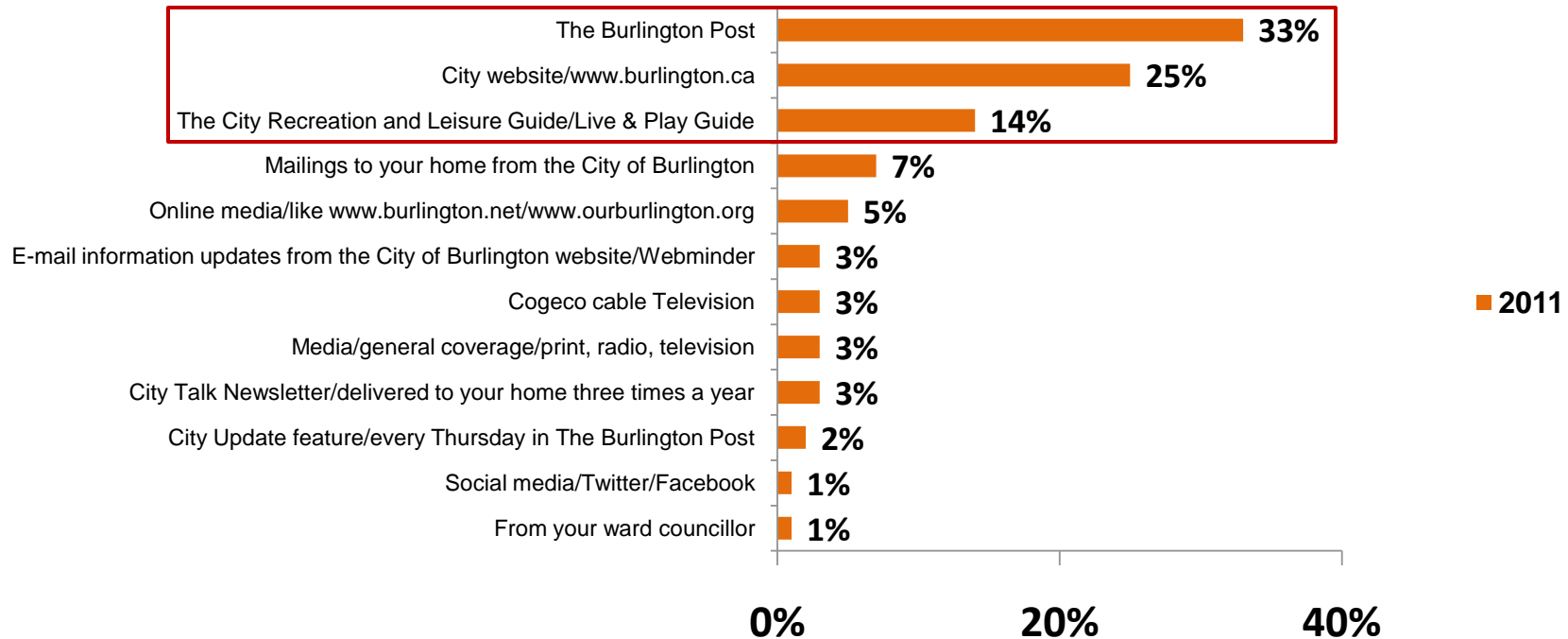
Sample Size

2011

752

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# Information Source Usage



**Q7.** Thinking about the sources of information available on the City of Burlington's programs and services that I just listed please tell me which one you would most prefer on a regular basis?



# City of Burlington Input Method & Engagement Satisfaction

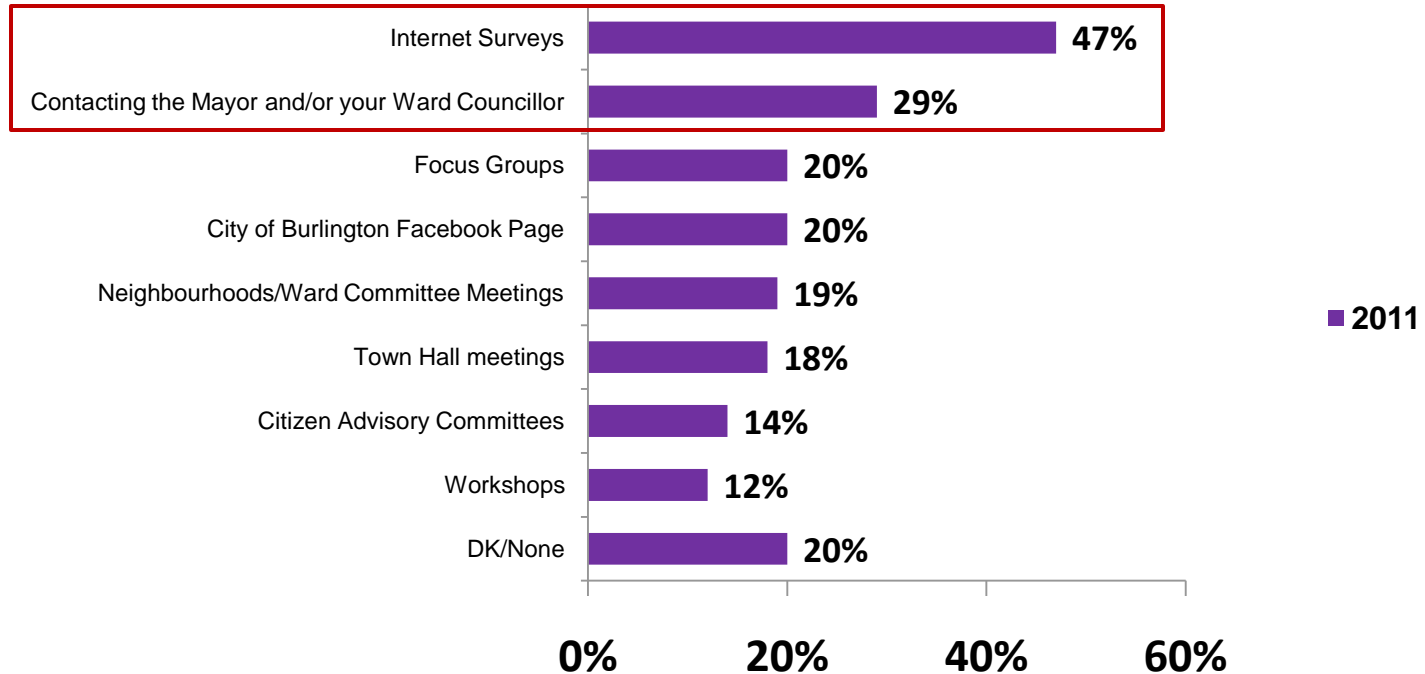


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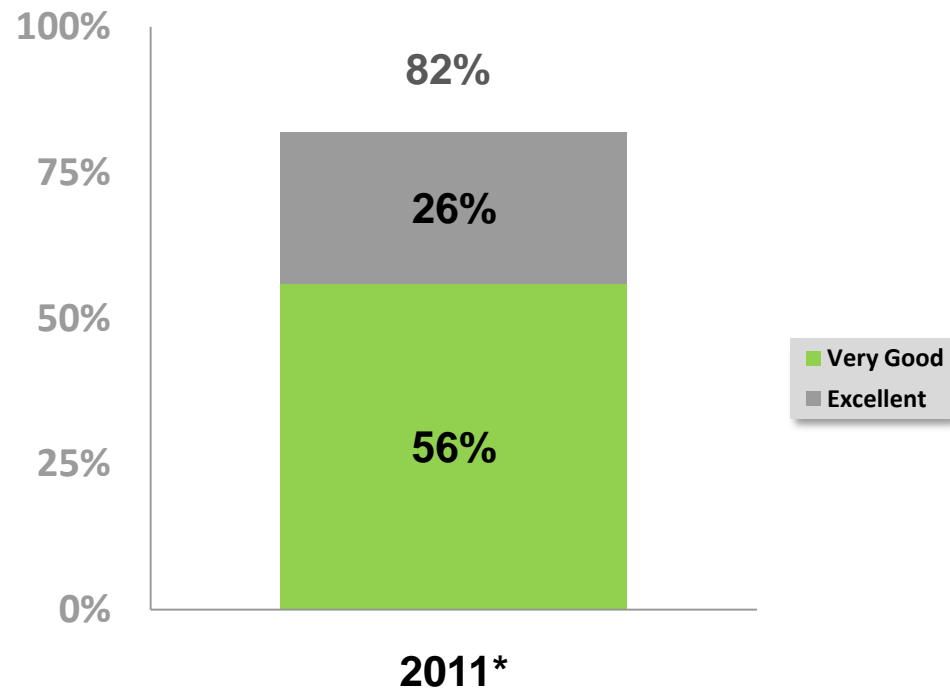
# Input Method Participation Likelihood



**Q8B.** The City of Burlington regularly looks for input from its residents on its programs and services. To this end, the City of Burlington is seeking new methods of public involvement. Which of the following are you likely to participate in?



# Input & Engagement Satisfaction



***Q9.** Based on your personal experience or what you have heard from others, how would you rate your satisfaction with the effort that the City of Burlington is doing currently in seeking input and engaging with residents on its programs and services? Would you say you are...?*



# City of Burlington Aspect Ratings

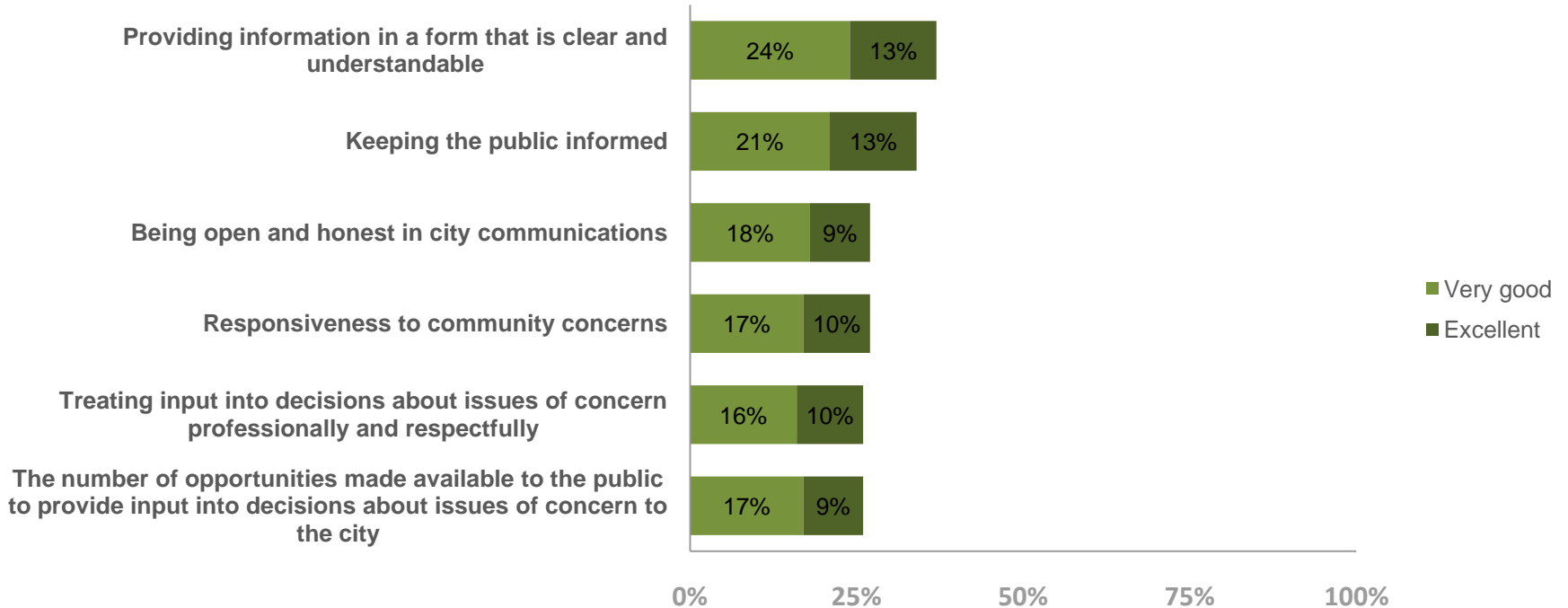


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# Aspect Ratings



**Q10.** For each of the following statements please tell me how would you rate the City of Burlington using the scale: Excellent, Very Good, Good, Fair or Poor...

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# City of Burlington Budget Spending

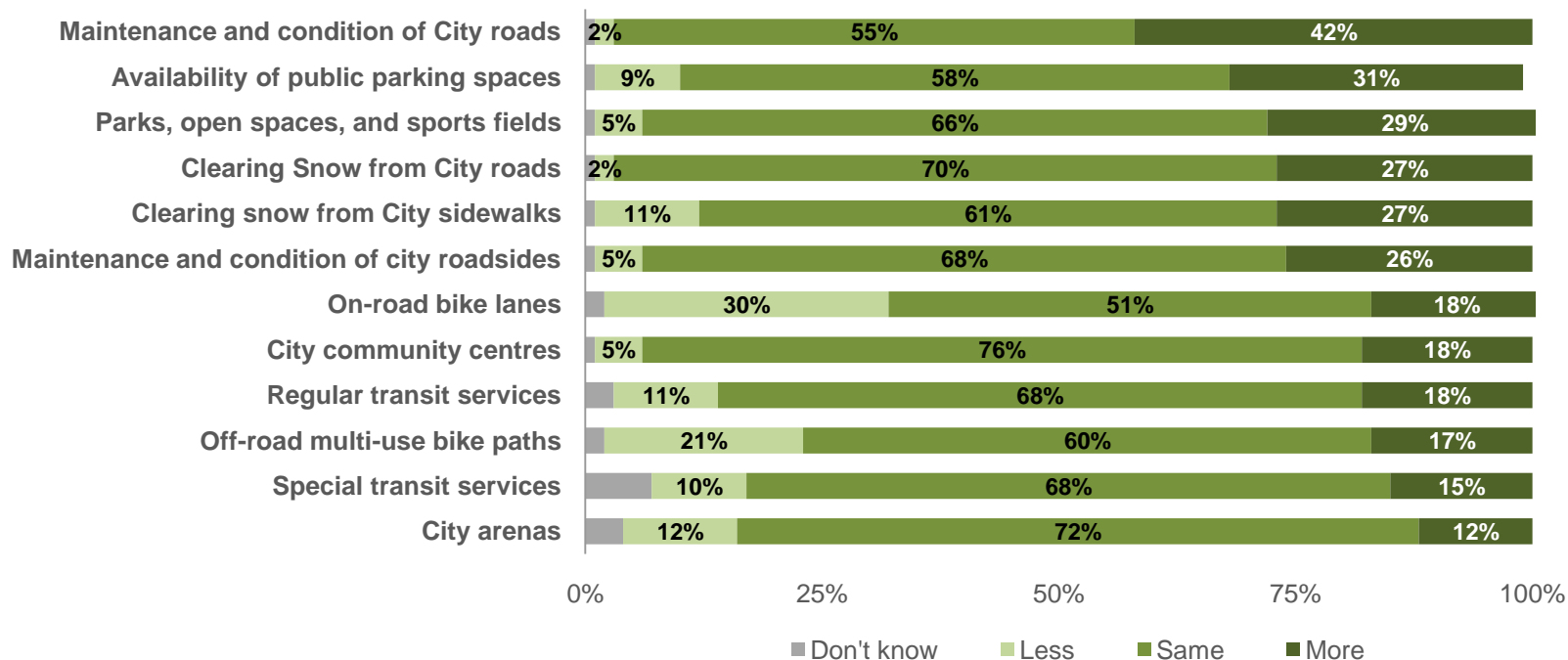


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# Budget Spending



**Q11.** Now thinking about spending of the City budget, do you think the City should be spending more, less or about the same amount on each of the following services and programs?

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# Derived vs. Stated Importance

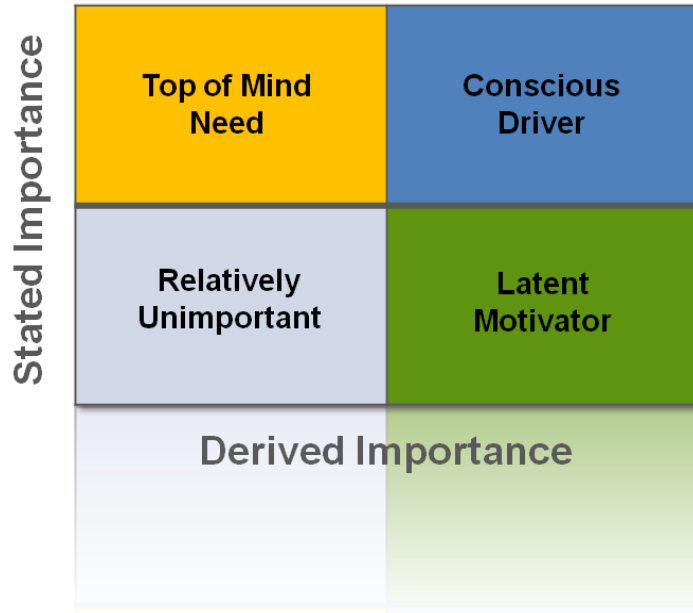


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# Overview of Derived vs. Stated Importance



## Stated Importance

### Advantages

- Very easy to ascertain
- Simple interpretation

### Disadvantages

- Costly and time consuming
- Measures what is philosophically, politically or socially important rather than what is important to bringing about outcomes

## Derived Importance

### Advantages

- Fewer questions need to be asked without losing information
- Improved data quality is associated with the lower likelihood of respondent fatigue
- Determine which attributes contribute significantly to the overall construct, say, satisfaction and which don't
- statistically test the validity of the model

### Disadvantages

- Requires knowledge of statistical modelling

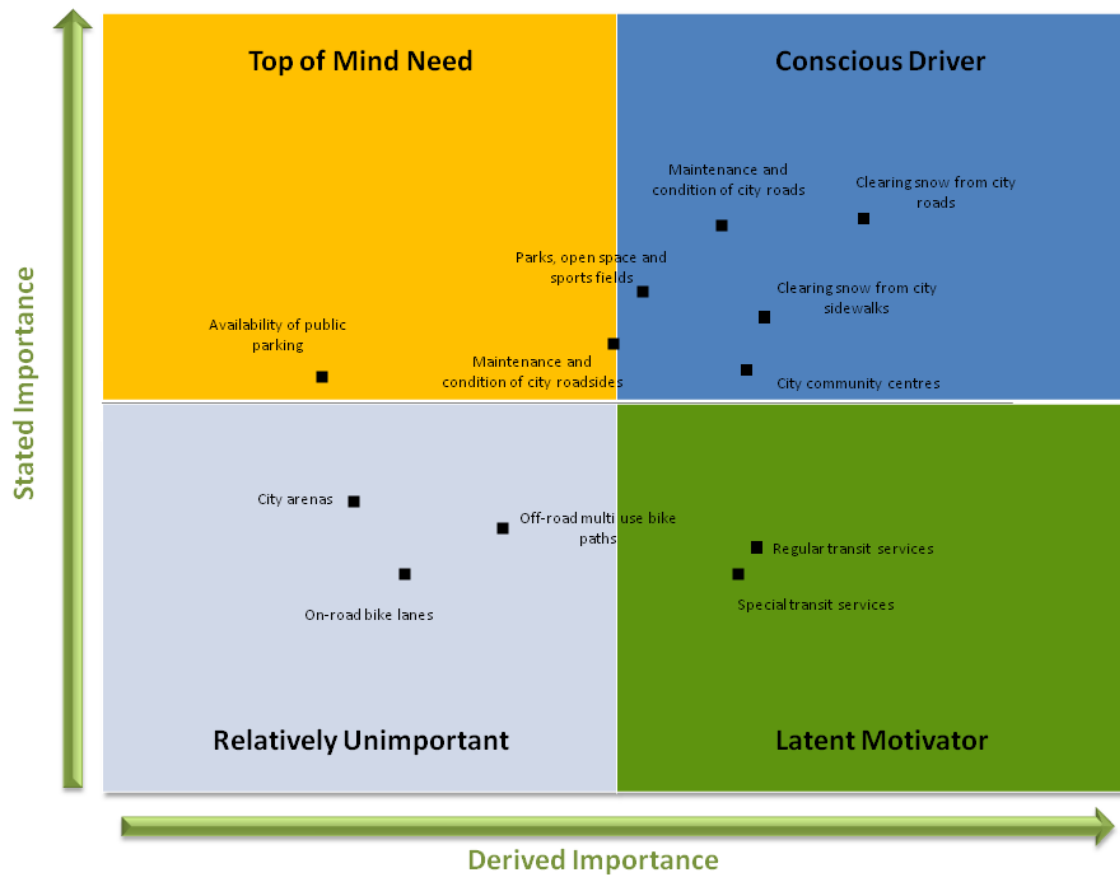


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# Derived vs. Stated Importance



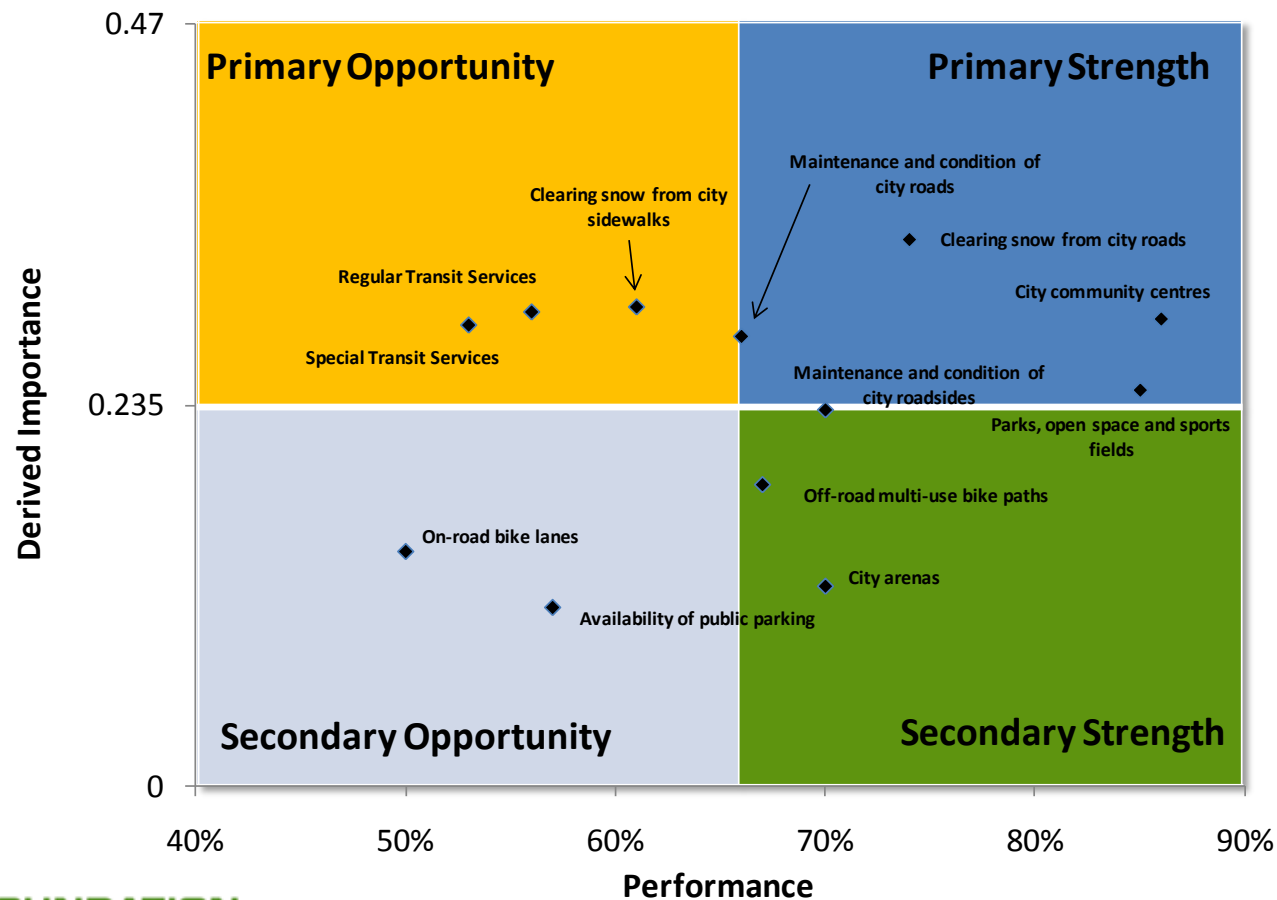
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# Derived Importance by Performance

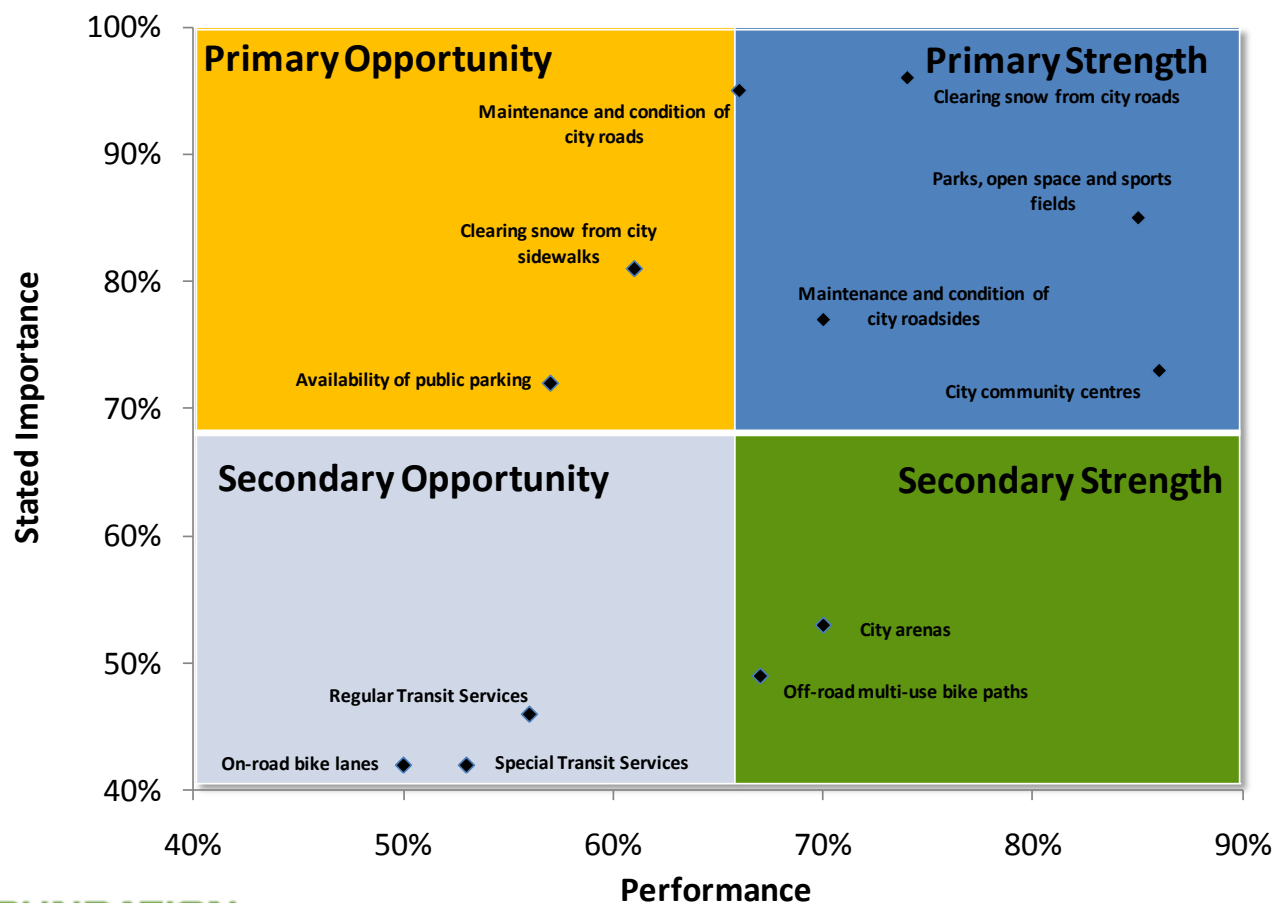


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# Stated Importance by Performance



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# Users vs. Non-users



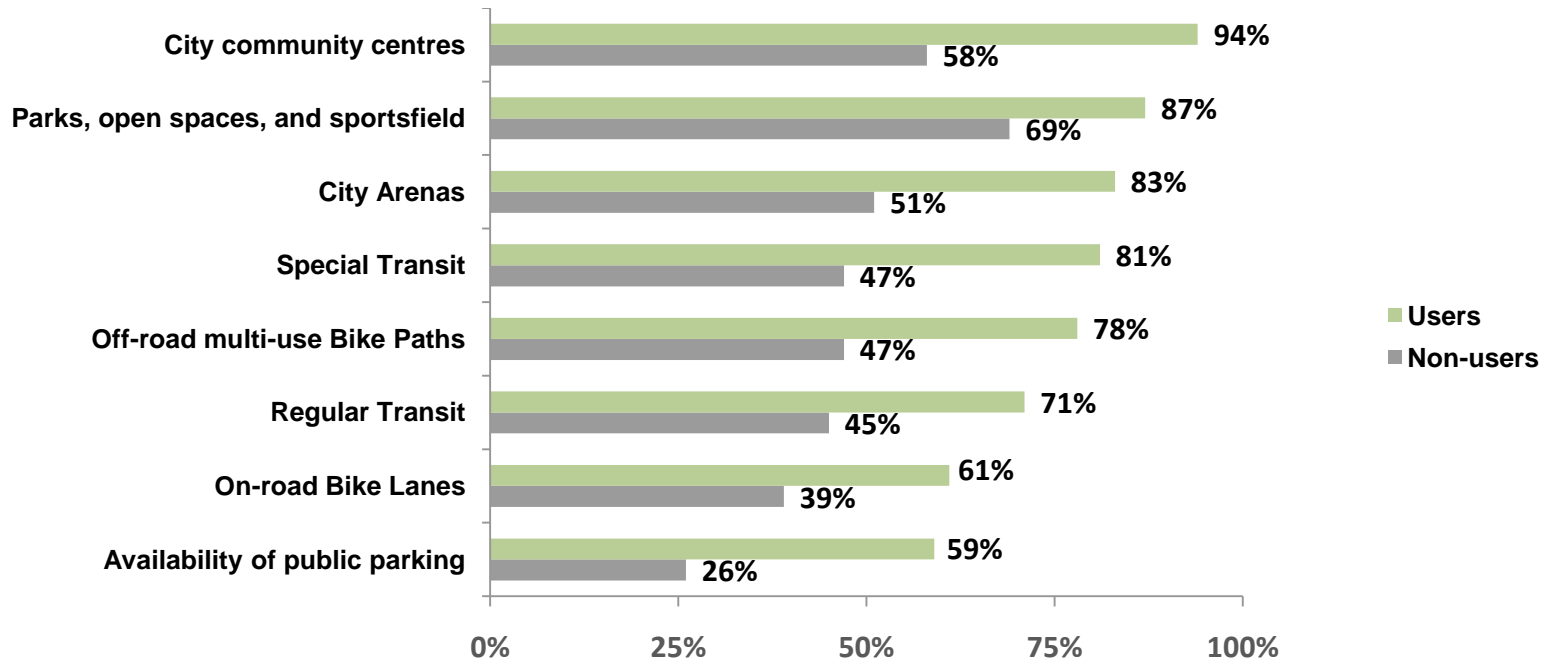
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# Users vs. Non-users

## Service Satisfaction



\*Top 2 box scores shown (Excellent, Good)

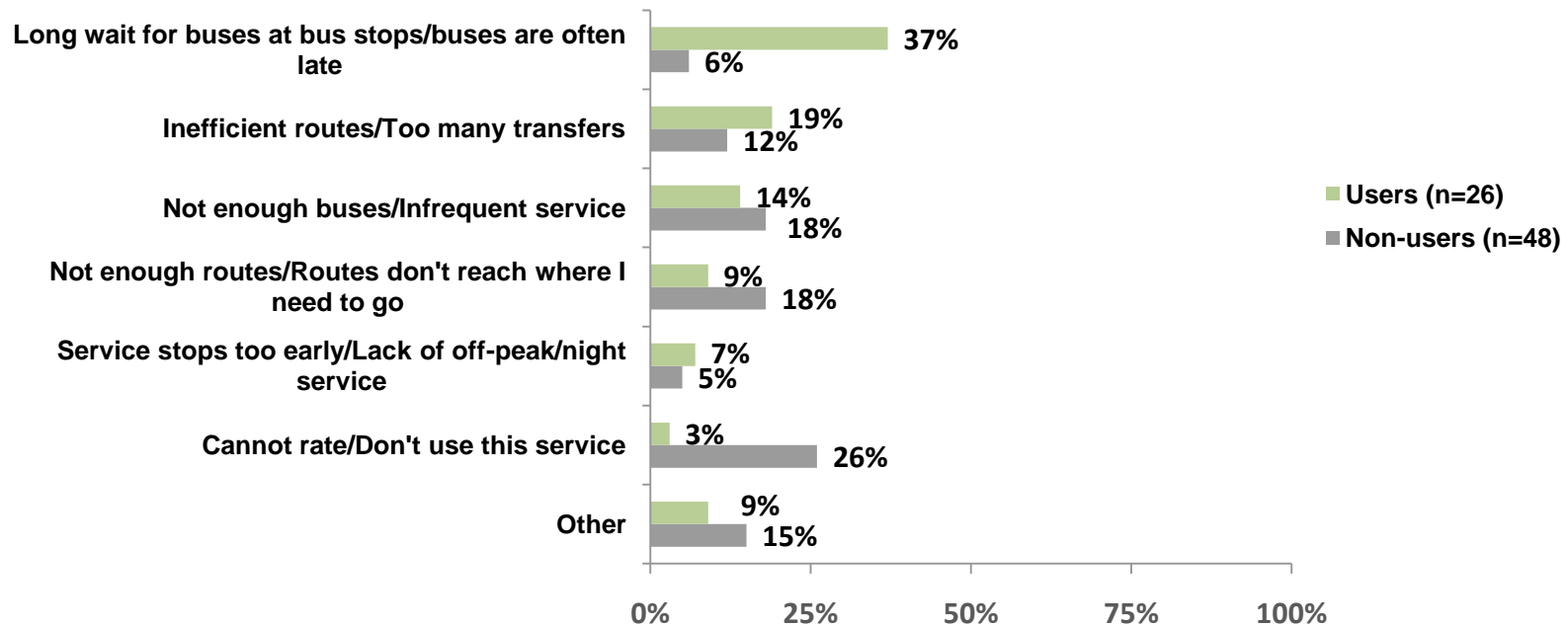
*Q5. And, thinking about your level of satisfaction with this service, how would you rate it – would that be excellent, good, fair, poor, or very poor? \**

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# Users vs. Non-users Reasons for Service Dissatisfaction: Regular Transit

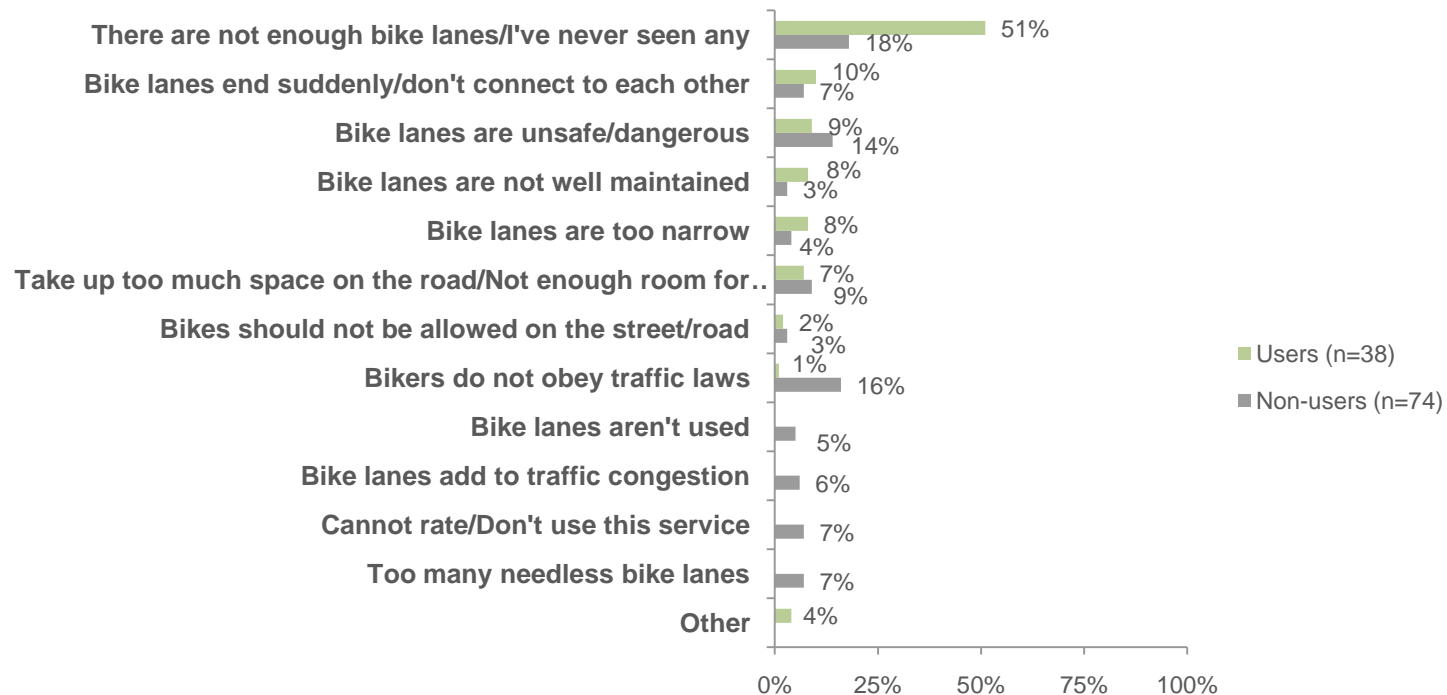


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# Users vs. Non-users Reasons for Service Dissatisfaction: On-road Bike Lanes

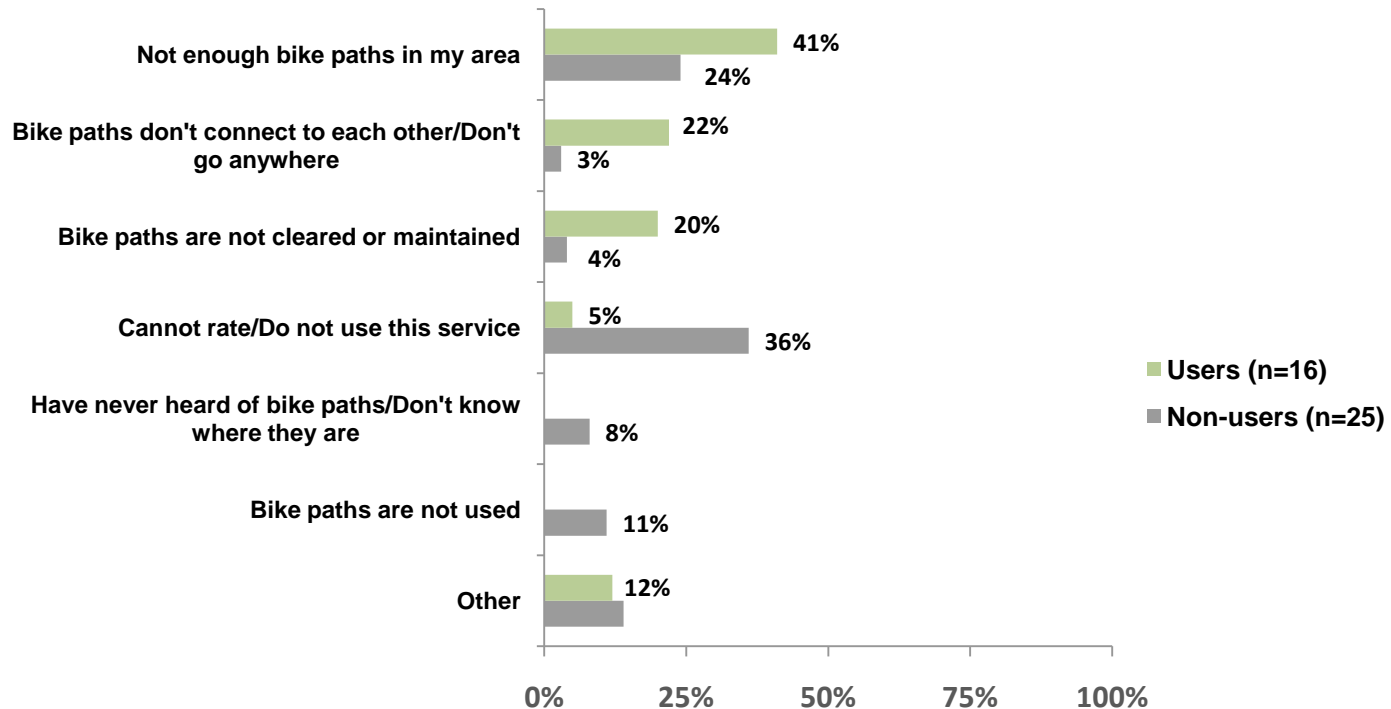


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# Users vs. Non-users Reasons for Service Dissatisfaction: Off-road Bike Lanes



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