



City of Greater Sudbury

2018 Citizen Satisfaction Survey

A quantitative survey with residents of Greater Sudbury



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Our Perspective

By and large, residents of Sudbury are satisfied with the direction of the city and their quality of life. 92% of residents say their quality of life in Sudbury is fairly good to excellent. They appreciate the natural environment in and around Sudbury, the sense of community they feel, and they have plenty to keep them occupied.

- *"It is great to be a northerner. Sudbury has all the good things in life. Clean water, clean air, access to the wilderness, low crime levels. Now being retired, my CPP, OAS and company pension is more than enough to live comfortably in the Great White North..."*
- *"We have more and more diversity in activities and entertainment, lots of opportunity older growth in most sectors and a new wave of community leaders who are helping to change the landscape of our future..."*
- *"Family oriented community. Nice/fairly safe neighborhoods. Access to many lakes and walking trails, cross country skiing trails, snowmobile trails..."*
- *"Éducation, vie des viellards, gouvernement municipal cherche le développement d'entreprise pour donner des emplois aux citoyens de Sudbury..."*

There is a group of residents (8%) who are not happy with their quality of life, who see room for improvement in their lives and their community.

Whether satisfied with their quality of life or not, the most pressing issue in the minds of Sudbury residents for the past two surveys has been the condition of the roads. It ranked in the top three services in terms of importance (beside Fire & Paramedics and Police Services), but while residents are relatively satisfied with the Fire and Police services they receive, by far road conditions rank lowest in satisfaction out of 23 services we talked with residents about. Indeed, those who are not satisfied with the quality of life in Sudbury mention road conditions most often when discussing why they are not satisfied.

Just over a quarter of residents in this survey (28%) are satisfied with the overall level and quality of service they receive from the City, with 5% being 'very' satisfied and 23% being 'somewhat' satisfied. Based on the research and the level of concern about roads, we feel the overall score is impacted significantly because of this.

- *"The road network makes it difficult to get to places. More interconnection of neighborhoods should be planned for future developments to allow for better traffic flow should a major road be closed. In addition, the roads are filled with potholes decreasing ride quality and increasing vehicle maintenance costs..."*
- *"Il serait bien de trouver des solutions plus à long terme pour certaines choses telles les routes. L'utilisation de matériaux recyclables par exemple. La revitalisation du centre-ville..."*
- *"The roads are horrible, which create issues for the drivers who have to pay to fix their vehicles. The bus system is also horrible, which forces people to get vehicles. Before I bought my vehicle, I never travelled on Sundays because of the sad Sunday bus service..."*
- *"Roads and infrastructure are crumbling throughout the city, rising costs of car maintenance with lack of public transportation alternatives for surrounding area (Capreol, Valley East, Lively, etc), overspending on patchwork repairs with little to poor result..."*

Other concerns/issues for residents relate to business diversity to combat losses or changes in the mining industry, then both the appearance and the perceived safety of the downtown.

- *"Relied too much on one or two large employers for too long. Monies from those employers now present a smaller share of local economics, both in terms of profits belonging locally and number of employees. This leaves locals feeling lost and without direction..."*
- *"Sudbury has been deemed the happiest City in Canada before and has an amazing quality of life for those who love the outdoors. However, the roads are known to be horrible year after year and jobs are uncertain, largely based on the mining industry. Also, less important, stores close very early, with only Shoppers Drug Mart open late. This retains quality of life for retail workers, but it would still be beneficial to have a few more stores open late..."*
- *"There is lots to do as a family, but downtown is pretty scary. I know there are issues with mental health and addiction everywhere but downtown is where these people seem to get services and congregate. So, despite having activities to do there, we do not go because of this..."*

A. Summary of Findings

The City of Greater Sudbury had a need to conduct a survey with residents related to their perceptions and attitudes towards the services provided by the City.

Metroline Research Group was chosen as the supplier for the 2016 and 2018 survey, each of 1,200 Greater Sudbury residents, conducted via telephone survey with randomly selected households across all wards.

As added opportunity for public engagement, Metroline prepared and hosted an online survey, made available through the City website for residents not reached for the telephone survey.

The survey was offered in both official languages.

This survey provides feedback to the City of Greater Sudbury about the programs and services they provide and the focus areas/priorities.

Key findings of the 2018 survey include:

Municipal Affairs

- Possibly owing to being closer to the election, slightly more residents in the 2018 survey told us they were “not very” or “not” knowledgeable about municipal affairs (34% in 2018 compared to 29% in 2016).
- This was met by a similar drop in those saying they are “fairly” or “very” knowledgeable (28% in 2018 compared to 35% in 2016).
- We see a slight decline in the likelihood to vote from 82% in 2016 to 77% in 2018
- Those who were not likely to vote indicated there was currently not much that would motivate them – they told us they were simply not interested or they were not informed enough.

Issues/Perceptions

- By a wide margin, the top issue for almost 4 in 5 Sudbury residents are road conditions, expressed in the top three by 78% of residents. This is higher than the 70% who expressed the concern in 2016. This includes current road conditions and construction, new road planning and construction.
- On a somewhat similar track to roads, the second mentioned item is infrastructure (33%).
- Level of taxes, value received for taxes, and what taxes are spent on rounded out the top three items, reported by 30% of residents – the same as 2016.

Future Direction

- 58% of residents feel the quality of life in their community is ‘excellent’ (15%) or ‘very’ good (43%). This is statistically similar to the 60% score obtained in the 2016 survey. 34% of residents scored the quality of life as ‘fair’. Just under 1 in 10 residents (8%) scored their quality of life as ‘fair’ (5%) or ‘poor’ (3%).
- 29% of residents feel the City has been ‘getting better’ over the past two years, compared to 19% who feel it has been getting ‘worse’.

- Residents are about evenly split regarding their feelings about the City moving in the right direction to ensure a high quality of life for future generations. Just over one-third (34%) of residents agree the City is moving in the right direction, a similar number (35%) neither agree or disagree, and 31% disagree. The percentage of residents who agree has improved slightly over the 2016 survey (34% vs. 31%) however as that falls within the margin of error it is still a similar sentiment.
- In total, 23% of residents “strongly” (5%) or “somewhat” (18%) agree they receive good value for their tax dollars. The remaining 77% disagree they receive good value for their tax dollars.

Services

- Just over a quarter of residents in this survey (28%) are satisfied with the level and quality of service they receive, with 5% being ‘very’ satisfied and 23% being ‘somewhat’ satisfied.
- Out of a list of 23 services listed for residents, the ones that scored highest in importance were Fire and Paramedic Services (92%), Road Maintenance (92%), and Police Services (87%).
- Resident satisfaction with Fire and Paramedic Services (83%) and Police Services (73%) shows there is some opportunity to improve satisfaction but fall within a range we expected and have seen before.
- Satisfaction for Road Maintenance (7%) is very low and there is a significant gap in resident perception. Indeed, out of the list of 23 services, although Roads ranked at the top of the list in importance, the satisfaction score was the lowest score received.

Communications

- The City of Greater Sudbury website is often used as a resource for information about Greater Sudbury programs and services. It was the number one mention for both the 2018 and 2016 survey. 41% of residents told us they use it.
- Local television and local newspapers continue to be a resource as well, in particular for residents 55 years and older.
- Social media is mentioned much more often for those under 45 years. As an example, using the City of Greater Sudbury Facebook page is mentioned by 13% of residents overall, but by 21% of those 18-34 years, and 25% of those 35-44 years.
- The primary piece of information that residents want relates to knowing about events happening in the community (36%).
- After that, the information relates to their taxes and what plans the City has for the future.
- Information about Road repair and construction is also important, at 23%.

Customer Service

- Just less than half of residents we spoke with (45%) say they had need of some kind of customer service contact with the City of Greater Sudbury over the past year.
- A significant majority of the Customer Service contact over the past year was via telephone to the 311 Call Centre (60%). Just over one-third (36%) had contact directly with a staff person via telephone or email
- Most residents are satisfied with the customer service they received. Overall 81% of residents who had some kind of Customer Service contact were very (54%) or somewhat (27%) satisfied with the service they received. This is statistically similar to the 2016 survey, where 78% of residents were satisfied. 19% were not satisfied in 2018.

B. Project Background

The City of Greater Sudbury has conducted Citizen Satisfaction surveys in the past, the last one was conducted in 2016 with slightly different objectives and different questions. Metroline Research Group was contracted to conduct the survey in 2018 and 2016.

Metroline worked with the City of Greater Sudbury to design the survey for 2016, and revisions for 2018.

Metroline conducted 1,200 telephone surveys with randomly selected households in Greater Sudbury. This included residential landlines and mobile exchanges. In addition, a further 1,050 surveys were completed using an online survey that residents could access through the City website. (Results of the online survey are detailed in Appendix A).

The primary objective of this research is to measure citizen perceptions and attitudes regarding the services provided by the City of Greater Sudbury.

This report outlines the results for the 2018 Citizen Satisfaction Survey. Respondent opinions may take into consideration not only their own experiences, but also their perceptions or what they may have seen, heard, or read about in terms of the services investigated.

C. Research Methodology

Project Initiation and Questionnaire Design

The Metroline Project Manager discussed revisions of the 2018 survey with the City of Greater Sudbury Project Manager. The objectives and work plan followed a similar path used in 2016.

When the final survey was approved, Metroline conducted a pre-test with 19 residents via telephone to ensure understanding and test the survey length.

Metroline purchased a random sample of directory listed telephone numbers for Greater Sudbury from a professional sample provider. We then supplemented the sample with randomly generated numbers from within cellular exchanges. In the end, 23% of surveys in the telephone sample were completed via mobile devices.

Survey Population and Data Collection

Between April 14 and May 16, 2018, 1,200 telephone surveys were completed.

At the overall level, the results of this survey can be considered accurate to within +/-2.8%, 19 times out of 20 (95% Confidence Interval). It is important to note that within sub-groups, the sample is smaller, and the margin of error will increase accordingly.

After the telephone survey was launched, Metroline prepared a version of the survey for residents to complete online, and provided the link to Greater Sudbury. The City was responsible for promotion of the survey. The survey link was posted on the Greater Sudbury website. In the end, 1,050 residents completed the survey online. Due to the self-

selecting nature of online surveys, the results cannot be combined with the random telephone, statistically representative survey, and as such have been reported separately.

Our sampling software randomly generated households to call from within the sample frame (listed numbers and mobile numbers). Calling took place 7 days a week, between the hours of 1pm and 9pm on weekdays, and between 10am and 3pm on weekends.

After an initial non-contact, we returned to the number at least 3 more times (at various times of day and day of week) before substitution.

To qualify for this study, respondents were:

- Male or female head of household
- 18 years and older
- residents of Greater Sudbury

Before working on this project, interviewers received a thorough briefing including conducting practice interviews with supervisory staff. All calling took place in our supervised, monitored call centre, and at minimum 10% of interviews conducted by an interviewer were validated.

Summary of Call Attempts

This table details the record of call attempts for the study.

A review of the 2018 study shows that just under 29,000 call attempts were required, partially this is as a result of the introduction of mobile sample. There is less control over location, respondents can be more likely to refuse if they do not have unlimited minutes or are not in a suitable location, and they can be less likely to answer the call.

23% of the surveys were completed using the mobile sample (approx. 1 in 4 surveys completed).

This table reflects contact attempts for unique households. The actual number of dials (due to repeated no contact) for this study was just over 64,000.

Final Call Attempts	Calls
Completed Interviews	1200
Busy/No Answer	12213
Respondent Unavailable/callback	319
Refusals	4,901
Not In Service	8,577
Language Barrier (not English/French)	211
Not Sudbury resident	162
Disqualified/Quota Full	609
Total Dials	28192

Data Analysis and Project Documentation

After all telephone interviews were completed and verified, and the online survey was closed, the Metroline Project Manager reviewed the results of open-ended questions to develop a code list.

Our internal data processing team worked on preparing data tables and coding the open-ended responses.

Data tables were prepared to a standard set of cross-tabulation banners, and included statistical testing (primarily z-test and u-tests) to understand statistically significant differences between sub-groups.

As with any survey of the general population, not all populations can be reached. The homeless, residents of hospitals, long-term care facilities, and prisons are not represented in the survey sample.

A copy of the survey used in this research can be found as Appendix B.

D. Notes On Reading This Report

This report primarily reports the findings of the statistically valid, random telephone survey.

Due to the self-selected nature of the online survey, the results are not projectable to the population. Where the learning from the online survey differs significantly to the telephone survey, the results have been included. In particular, as we cannot probe or ensure responses to open-ended questions in an online methodology, many residents chose not to provide an answer to these questions unless indicated otherwise. The results of the online survey are detailed in Appendix A.

Where statistically significant and relevant, differences between specific sub-groups in the telephone survey are mentioned in the analysis (for example, gender, age group, perceived knowledge of Municipal Affairs, etc.).

While sophisticated procedures and professional staff have been used to collect and analyze the information presented in this report, it must be remembered that surveys are *not* predictions. They are designed to measure opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time.

2.0 Municipal Affairs

2.1 Perceived Level of Knowledge

How knowledgeable would you say you are about municipal affairs?

(Full sample)

Possibly owing to being closer to the election, slightly more residents in the 2018 survey told us they were “not very” or “not” knowledgeable about municipal affairs (34% in 2018 compared to 29% in 2016).

This was met by a similar drop in those saying they are “fairly” or “very” knowledgeable (28% in 2018 compared to 35% in 2016).

	2018	2016
	Telephone (n=1,200)	Telephone (n=1,200)
Not knowledgeable	16%	11%
Not very knowledgeable	18%	18%
Somewhat knowledgeable	38%	36%
Fairly knowledgeable	18%	24%
Very knowledgeable	10%	11%

Statistical Differences

- *Gender* - Males (37%) more likely to say they are knowledgeable than females (21%).
- *Age* – those 45 years and older are more likely to say they are very knowledgeable (33%) than those 18-44 years (17%)
- *Future Direction* – Those who say Sudbury has gotten worse in the past 2 years (42%) more likely to score 4 or 5 than those who say it has gotten better (26%).
- *Quality of Life* – Those who say the quality of life is poor are more likely to say they are knowledgeable (41%) than those who are neutral (27%) and those who say the quality of life is good (26%)

2.2 Likelihood to Vote

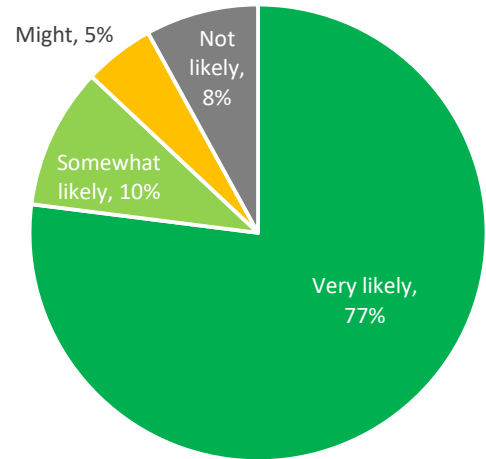
How likely are you to vote in the next municipal election in Greater Sudbury, to be held in 2018?
(Full Sample)

With this type of question, it is typical that we see residents report their likelihood to vote higher than what actually happens.

In the 2014 Greater Sudbury municipal election, voter turnout was just over 51%, significantly lower than the intended behaviour expressed for 2018.

We see a slight decline in the likelihood to vote in 2018, from 82% to 77%. However, this is still considerably higher than the reality in the 2014 election.

Much of the difference can be attributed to those who told us they have little or no knowledge about Municipal Affairs. In 2016, even among that group 86% felt they would be very likely to vote in the next municipal election. In the 2018 survey, while more people told us they are not knowledgeable, only 60% said they would be very likely to vote.



Answered "very" likely	2018	2016
Base	(n=1,200)	(n=1,200)
Overall	77%	82%
18-34	61%	70%
35-44	69%	80%
45-54	83%	83%
55+	82%	88%
Knowledgeable municipal affairs	90%	92%
Not knowledgeable	60%	86%

2.3 Improving Likelihood to Vote

What would make you more likely to vote in the next municipal election in 2018?

(Asked of those who say they may not or are not likely to vote)

Residents who indicated they “may” vote in the next municipal election in 2018, or who are “not” likely to vote, were asked what could be done to make them more likely to vote. This question was open-ended – no response options were provided and responses were self-reported.

This applied to just over 1 in 10 residents (13%).

Among this group, there was currently not much that would motivate them – they told us they were simply not interested or they were not informed enough.

	2018	2016
<i>Rank Order by 2018 Top Mentions (Unaided)</i>	(n=159)	(n=128)
Nothing – not interested	18%	14%
Don’t know	15%	11%
Be more aware/informed	14%	18%
A candidate I like/support	11%	23%
Nothing – not a citizen/not eligible	9%	7%
Candidates I feel I can trust	8%	8%
Nothing – my vote does not matter	5%	6%
Better hours/options for voting	4%	3%
Better hours/options for voting	4%	3%
Other	4%	-
A topic I am interested in or support	3%	6%
Nothing – sick/shut in/old	2%	3%
I always vote	2%	-
Nothing - Won’t be living here by then	2%	3%

3.0 Issues/Perceptions

3.1 Top issues

What do you think are the top three topics or issues affecting Greater Sudbury today?

(Full sample)

By a wide margin, the top issue for almost 4 in 5 Sudbury residents are road conditions, expressed in the top three by 78% of residents. This is higher than the 70% who expressed the concern in 2016.

This includes current road conditions and construction, new road planning and construction.

Roads were ranked as the third most important issue 2009.¹

On a somewhat similar track to roads, the second mentioned item is infrastructure.

Level of taxes, value received for taxes, and what taxes are spent on rounded out the top three items, reported by 30% of residents – the same as 2016.

The topic or issue mentioned by 1 in 5 residents in 2009 was jobs/job creation. It remains a top five concern in 2018.

	2018	2016
<i>Rank Order by 2018 Top Mentions (Unaided, no responses provided)</i>	Telephone (n=1,200)	Telephone (n=1,200)
Roads (maintenance/construction)	78%	70%
Infrastructure (maintenance/construction)	33%	23%
Taxes/high taxes/budget	30%	30%
Healthcare – wait times/lack of doctors/hospital concerns	21%	14%
Job creation/development/unemployment	18%	13%
New arena/Event Centre/Convention Centre/Casino	16%	15%
Council/Leadership concerns (Indecisive, scandals, poor management)	12%	6%
Quality of life	9%	5%
Business development/new businesses	8%	4%
Homelessness/Poverty/Housing	4%	4%
Public transit (coverage, hours, cost)	4%	4%
Leisure/Recreation/Outdoor parks/greenspace	4%	3%
Council – Overspending, wasted dollars, etc.	3%	3%
Downtown revitalization	3%	2%
Education – Schools/school closures	2%	8%
Waste Management/Garbage Collection	2%	5%
Senior Services	2%	-
Social Services	2%	-
Mining Industry	1%	-
Cost of utilities	1%	7%
Snow removal (Time of day, decisions)	1%	5%
Outlying areas being neglected/under-funded	1%	3%
Economy/Economic Diversification	1%	3%
Police enforcement/Presence/Crime	1%	2%
Arts & Culture/Place des Arts	1%	2%
Council – Accountability/Transparency/Communication	1%	2%
Gas Price	1%	-
Drug Use/Safe Injection	1%	-
Childcare/Childcare Expenses	1%	-
Parking	1%	-
Emergency Services	1%	-
Active Transportation (walking/cycling)	-	2%

¹ The 2009 survey asked the question in a different way, asking only for top mention unlike 2016 which asked for top three.

Statistical Differences

- *Roads*
 - *Quality of Life* - Those who said the quality of life is poor are more likely (85%) to mention roads as a top issue than those who score the quality of life as good (74%)
 - *Value for Tax Dollars* - Those who say that they get poor value for their tax dollars more likely (80%) to mention roads than those who say they get good value for their tax dollars (72%)
- *Taxes*
 - Males (34%) more likely to mention than females (27%)
 - *Future Direction* – Those who say Sudbury has changed for the worse in the past two years are more likely to mention (39%) compared to those who say it has gotten better (26%)
 - *Value for Tax Dollars* - Those who disagree they are receiving good value for their tax dollars more likely to mention (35%) than those neutral (23%) and those who agree they are receiving good value (29%)

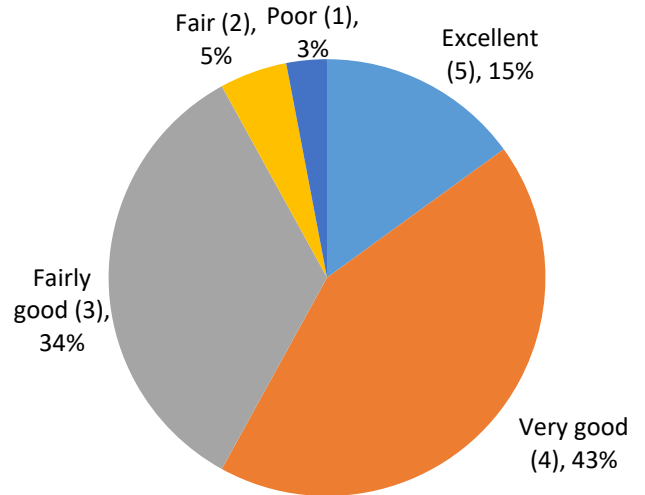
3.2 Quality of Life

How would you rate the overall quality of life in the community?
(Full Sample)

58% of residents feel the quality of life in their community is 'excellent' (15%) or 'very' good (43%). This is statistically similar to the 60% score obtained in the 2016 survey.

34% of residents scored the quality of life as 'fair'.

Just under 1 in 10 residents (8%) scored their quality of life as 'fair' (5%) or 'poor' (3%). They were more likely to have indicated other directional variables as well – they feel the City has 'gotten worse' over the past 2 years, are less likely to feel the City is heading in the right direction, and more likely to say they do not receive good value for their tax dollars.



Statistical Differences

- **Age** – The older the resident, the more likely they are to say 'excellent' (5 out of 5). Those 65+ years (21%) were most likely to mention compared to 11% of those 18-34 years.
- **Future Direction** – Those who say Greater Sudbury has gotten better over the past 2 years are more likely to say their quality of life is excellent or very good (scored 4 or 5) at 70%, compared to say Greater Sudbury has gotten worse, where 39% of that group agree the quality of life is excellent or very good.
- **Moving in right direction** – Those who agree are most likely to say their quality of life is excellent or very good (76%) compared to those who say good (59%) and those who say fair or poor (37%).
- **Value for tax dollars** – Those who agree they are getting good value for their tax dollars are most likely to agree (78%) compared to those who are neutral (66%) and those who disagree they are getting good value (42%).

Quality of Life Rating	Excellent/Good (4,5)	Good (3)	Fair/Poor (1,2)	Don't know
2018	58%	34%	8%	--
2016	60%	31%	9%	--
2009	57%	29%	12%	2%
2004	51%	37%	11%	1%

Over the past three surveys where this question has been asked, the proportion of residents scoring the quality of life as "excellent" or "good" has not changed much (between 57% and 60%).

This score is slightly higher than the 2004 study.

3.3 Quality of Life

Why do you think the Quality of Life in Greater Sudbury is...?
(Full Sample)

Rank order by 2018 Top Mentions (Unaided, no responses provided) Telephone sample, n=1,200	2018	2018	2018	2016
	Overall	Quality of Life Excellent/Good	Quality of Life Fair/Poor	Overall
Environment – Nature/Greenspace/Water/Beaches, etc.	23%	31%	10%	14%
Great community/great people	19%	26%	8%	9%
Roads – construction/maintenance	16%	9%	27%	7%
Lots of things to do	15%	23%	4%	11%
It's good/no complaints/like it here (unspecified)	14%	13%	4%	30%
Needs more recreational activities	7%	3%	12%	2%
Safe/Feel safe here	6%	10%	1%	7%
High taxes/budgets	5%	2%	10%	3%
Poor services provided by city	4%	2%	9%	-
Have good community/social services	4%	7%	1%	5%
Unemployment rate	4%	1%	9%	4%
Council – Leadership concerns	4%	1%	9%	2%
Infrastructure – needs maintenance/improving	4%	--	9%	2%
Public transit	4%	2%	7%	2%
Lack of healthcare	4%	2%	8%	-
Poverty/Homelessness	3%	1%	6%	3%
Good amount of jobs	3%	6%	--	2%
Cost of living	3%	1%	7%	2%
Good education	3%	5%	1%	-
Affordable cost of living	3%	4%	--	-
Good healthcare	3%	3%	2%	-
Need more senior services	2%	1%	4%	-
Downtown revitalization	2%	1%	3%	1%
More stores	2%	2%	3%	-
Drug use	2%	--	4%	-
It's not good/unhappy (unspecified)	1%	1%	1%	4%
Outlying areas being neglected/under-funded	1%	--	2%	2%
Active Transportation (walking/cycling)	1%	1%	3%	1%
Crime rate increasing/lack of policing	1%	1%	2%	-
Snow removal needs to be improved	1%	--	2%	-
Poor parking	1%	<1%	<1%	-
New arena/Event Centre/Convention Centre/Casino	-	--	--	2%
Has everything you need	-			5%

Generally speaking, there were some significant differences between those who feel their quality of life in Greater Sudbury is “Excellent” or “Good”, and those who feel it is “fair” or “poor”.

Those who said Excellent or Good described how much they like the natural environment in and around Sudbury – Nature, Greenspace, Parks, Trails, Water, etc. (31%), how much the sense of community/people matter to them (26%) and how they can find plenty of things to do (23%).

A primary concern of those who feel the quality of life is fair or poor is road conditions, mentioned by 16% of residents overall, but more than 1 in 4 (27%) of those who feel the quality of life is fair or poor. Also of concern are wanting more recreational activities (12%) and a concern over high taxes (10%).

Excellent/Good

“The crime rate is low, the climate is beautiful and we have all the facilities we need without going the big city...”

“Access to a lot of things, festivals, jazz, northern lights, arena events, beautiful park downtown...”

“The city has great programs and services and it is a community where people care about one another...”

“A lot of community spirit, geography of our area is very good - ability to enjoy outdoor activities, lakes, fishing, outdoors...”

“City hall has done good job in maintaining the appearance/looks of the city, the surrounding with an excellent health care system it is terrific to live in Sudbury...”

“I live in Lively. It's very child friendly, very community-based. We have a ski hill, arena, playgrounds etc. And it isn't too busy. Safety for the kids...”

“Sudbury initiates and invites investment opportunity for diverse businesses like the film industry, art and clean energy. It is a vibrant city that I am happy to be a part of...”

Fair/Poor

“They've turned the smaller communities around the city of greater Sudbury into nothing. They just call us the City of Greater Sudbury so they can get our tax money but they haven't made anything any better for us. It was a lot better before!”

“The city does not spend tax dollars correctly. The tax dollars need to be used wisely. The quality of roads are poor and then the city spends a lot of money to fix the poor roads. They need to complete task effectively the first time...”

“The roads, downtown and infrastructure need improving. Poor parking facilities downtown. Hard to participate in services with poor infrastructure...”

4.0 Future Direction

4.1 Change in Greater Sudbury

Overall, in the past two years, would you say that the City of Greater Sudbury is getting better, getting worse, or not changing at all?
(Full Sample)

Residents are more optimistic than not about the direction the City of Greater Sudbury is heading in, although they are less optimistic than the survey conducted in 2016.

29% of residents feel the City has been 'getting better' over the past two years, compared to 19% who feel it has been getting 'worse'.

The Future Direction score calculates the difference between these two results, and in the telephone survey the gap is +10.

	2018 (n=1,200)	2016 (n=1,200)
Changed for the better	29%	38%
Changed for the worse	19%	13%
Not changed at all	52%	47%
Refused/Don't know	1%	2%

This is not as strong as the 2016 study, where the gap was +25, but is still more than the 2009 study, where the Future Direction score gap was +6.

The overall scores for the last three times this question was asked is:

- 2018 – gap is +10 (29% better, 19% worse)
- 2016 – gap is +25 (38% better, 13% worse)
- 2009 – gap is +6 (36% better, 30% worse)

Statistical Differences

- *Gender* - Males (22%) more likely than females (16%) to say it is changing for the worse.
- *Time in Sudbury* – Those who have lived their entire life in Sudbury are more likely to say things have changed for the worse (25%) than those who came as a child (17%) or as an adult (10%).
- *Municipal Affairs* - Those who perceive their knowledge about municipal affairs is highest are most likely (28%) to say that Greater Sudbury is changing for the worse, compared to those who have some knowledge (19%) and those who have little to no perceived knowledge (11%).
- *Quality of Life* - As expected, those who say the quality of life in Greater Sudbury is good are most likely to say things are changing for the better (35%). Those who feel quality of life is poor are significantly more likely to say Greater Sudbury is changing for the worse (49%).
- *Moving in the Right Direction* – Also not surprisingly, those who agree that the City of Greater Sudbury is moving in the right direction are most likely to say that things have changed for the better (51%), compared to those who were neutral (24%) and those who disagree (10%).

4.2 The right direction

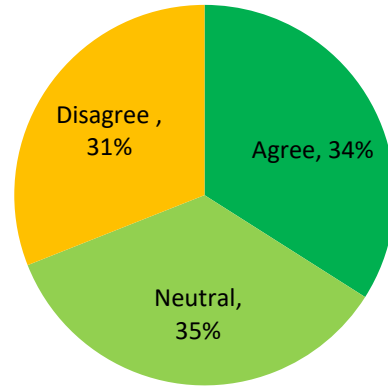
How much do you agree or disagree the City is moving in the right direction to ensure a high quality of life for future generations?

(Full Sample)

Residents are about evenly split regarding their feelings about the City moving in the right direction to ensure a high quality of life for future generations.

Just over one-third (34%) of residents agree the City is moving in the right direction, a similar number (35%) neither agree or disagree, and 31% disagree.

The percentage of residents who agree has improved slightly over the 2016 survey (34% vs. 31%) however as that falls within the margin of error it is still a similar sentiment.



Statistical Differences

- *Age* – Younger residents were more likely to be neutral, with those 18-34 years (46%) and 35-44 years (40%) being more likely to say they didn't agree or disagree than those 45 years and over.
- *Future Direction* - Those who agree the City is getting better (62%) more likely to agree than those who say it is getting worse (8%).
- *Quality of Life* - Those who say the Quality of Life is good are more likely to agree (44%) than those who are neutral (22%) or poor (9%).
- *Value for Tax Dollars* - Those who agree residents get good value for tax dollars are more likely to agree (70%) than those who are neutral (34%) or those who disagree (17%).

4.3 Value for tax dollars

Considering all the services provided by the City, how much do you agree or disagree we receive good value for our tax dollars?

(Full Sample)

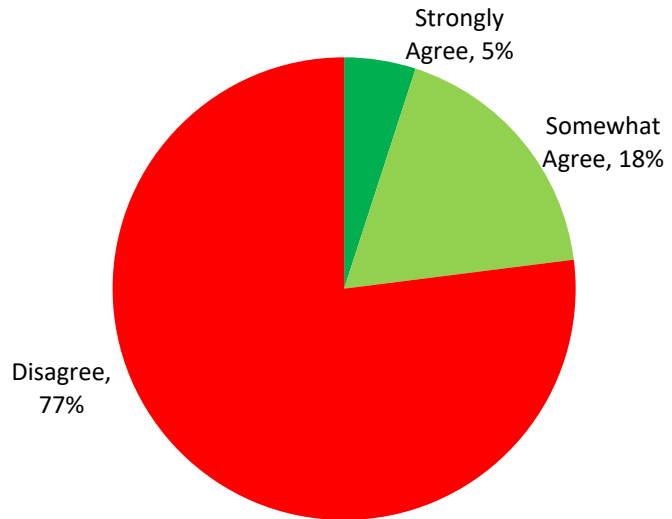
A significant number of residents do not agree they receive good value for their tax dollars.

In total, 23% of residents “strongly” (5%) or “somewhat” (18%) agree they receive good value.

The remaining 77% disagree they receive good value for their tax dollars.

About half (49%) of residents ‘somewhat’ (27%) or ‘strongly’ (22%) disagree with the statement, while 30% are in more of a neutral camp, scoring their agreement as a 3 out of 5.

This score is very similar to the 2016 study, where 21% agreed they are getting good value for their tax dollars.



Statistical Differences

- *Municipal Knowledge*- Those who feel they are ‘very’ knowledgeable about municipal affairs are more likely to disagree they receive good value for their tax dollars (50%) compared to those who are ‘somewhat’ (48%) or ‘not’ knowledgeable (43%).
- *Future Direction* - Those who agree the City is getting worse are more likely to disagree (72%) than those who feel the City is getting better (33%).
- *Quality of Life* - Those who feel the quality of life in Greater Sudbury is ‘poor’ are most likely to disagree with this statement (83%) compared to those who feel they are ‘neutral’ (62%) and those who feel the quality of life is good (35%).
- *Right Direction* - Those who do not feel the City is moving in the right direction are also the most likely to disagree with this statement (60%) compared to those who agree the City is moving in the right direction (23%).

5.0 Services

5.1 Overall Satisfaction

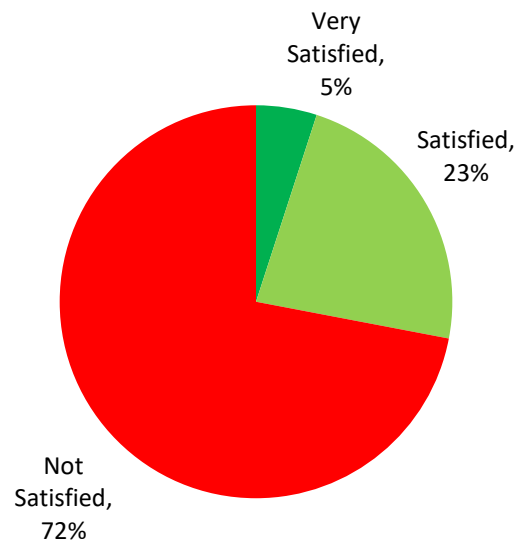
How satisfied are you with the overall level and quality of services provided by the City of Greater Sudbury?

(Full Sample)

Just over a quarter of residents in this survey (28%) are satisfied with the level and quality of service they receive, with 5% being 'very' satisfied and 23% being 'somewhat' satisfied.

Statistically this score is similar to 2016, although the percentage of residents 'not' satisfied has increased a few points to 72% in 2018, from 69% in 2016.

Perhaps not surprisingly, residents who feel the city has gotten 'better' over the past 2 years, is heading in the right direction, and provides value for tax dollars are much more likely to say 'very' or 'somewhat' satisfied.



5.2 Service Importance/Performance

Residents were read an extensive list of services that residents of Greater Sudbury receive. The list of services is almost identical to the 2016 survey, with one small change. The “311 Call Centre” was listed as “Citizen Service Centres and 311” in 2016.

First, residents were asked the importance of each service on a scale of 1-5, where ‘1’ meant “Not Important at all”, and ‘5’ meant “Very Important”. In the table below you can see what percent of residents agreed the service is important (in other words, scored 4 or 5). As an example, Fire and Paramedic Services were ranked most important by residents. 92% of those interviewed agreed the service was important scoring it a 4 or a 5.

Next, residents were read or shown the same list of services a second time and asked to rate their satisfaction with each one. In this case, they were using a 5-point Satisfaction scale, where ‘1’ means they were “Not Satisfied at all” and a ‘5’ if they were “Very Satisfied”. As with the importance, the table below illustrates what percentage of residents were satisfied with each service (Scoring 4 or 5).

To illustrate what areas have the greatest perceived disconnect or need, we have added the gap between importance and satisfaction. Then we created a four quadrant chart that uses the importance and performance scores to create a picture of the gap between importance and satisfaction.

For example 92% of residents say that Fire and Paramedic services are important, and 83% indicate they are satisfied with the service. This is an important service and residents seem to feel that for the most part the City is meeting expectations, with a gap of 9.

This contrasts quite strongly with Road Maintenance. In this case, 92% of residents agree the service is important, however only 7% are satisfied, a gap of 85. Satisfaction with Road Maintenance (7%) is very low. Indeed, out of the list of 23 services, although Roads ranked at the top of the list in importance, the satisfaction score was by a wide margin the lowest score received.

The three other areas with a significant gap between importance and satisfaction is Planning for the Future of Greater Sudbury with a gap of 47, Programs and Services for Seniors with a gap of 43, and Homelessness Initiatives with a gap of 43.

Roads and Planning for the Future had the largest gaps in the 2016 survey as well.

Areas with the smallest gaps tended to score near the bottom of the importance scale. The three lowest gap scores came from Libraries and Museums with a gap of three, Cemeteries with a gap of two, and the 311 Call Centre, which had no gap.

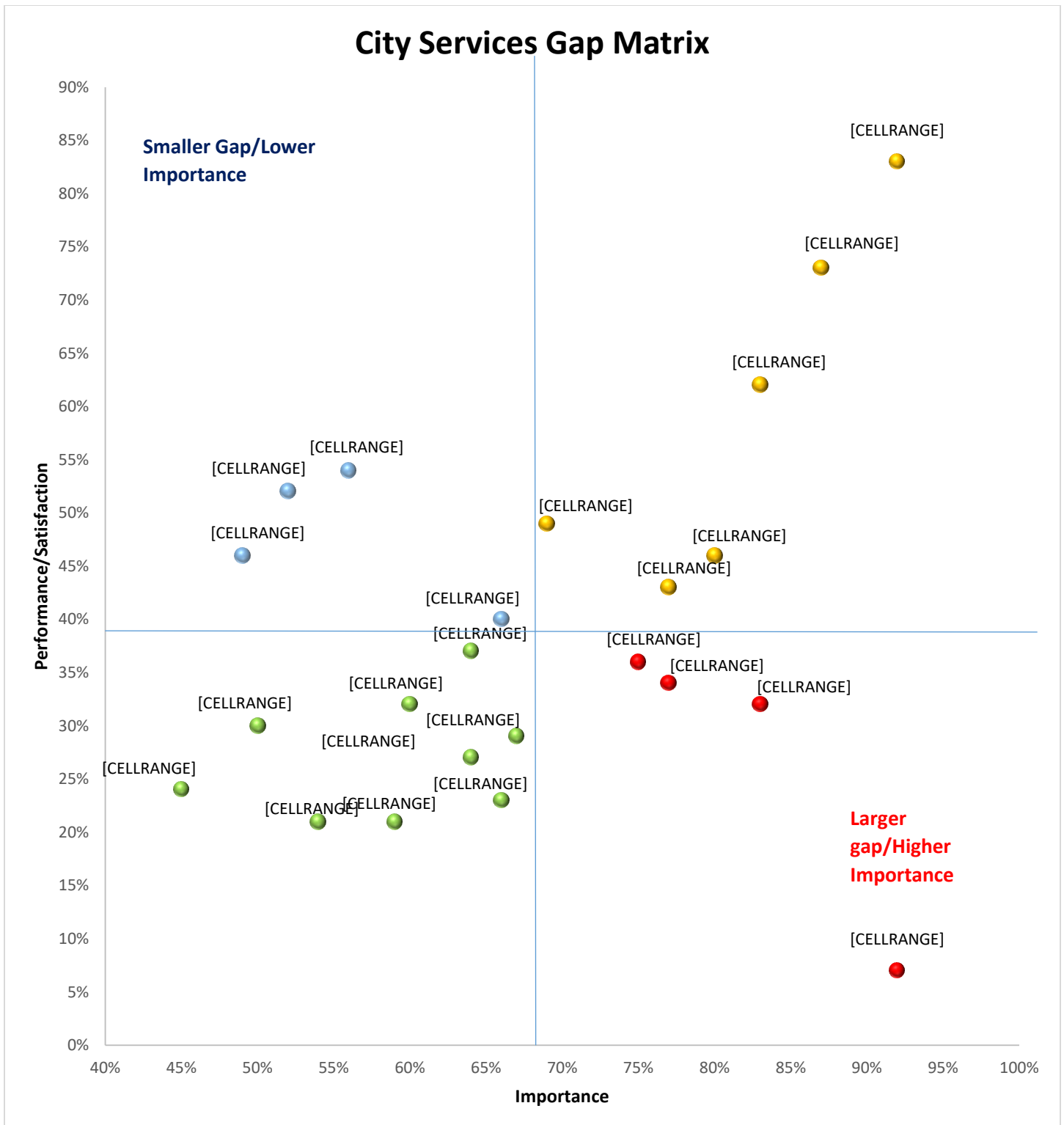
Understanding the gaps is a good tool for staff and council to help quantify and understand what residents are feeling.

Rank order by 2018 importance (scoring 4 or 5)	2018			2016		
	Telephone (n=1,200)			Telephone (n=1,200)		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Fire and Paramedic Services	92%	83%	9	90%	81%	9
Road Maintenance	92%	7%	85	81%	12%	69
Police Services	87%	73%	14	81%	67%	14
Garbage, recycling and organics collection	83%	62%	21	77%	56%	21
Planning for the future of Greater Sudbury	83%	32%	51	76%	29%	47
Water and wastewater services	80%	46%	34	77%	43%	30
Recreation facilities, including parks, pools, playgrounds, arenas, etc.	77%	43%	34	76%	41%	35
Programs and services for seniors	77%	34%	43	68%	38%	30
Children's services	75%	36%	39	70%	37%	33
Quality and quantity of walking, hiking and cycling opportunities	69%	49%	20	67%	46%	21
Economic diversification	67%	29%	38	56%	24%	32
Promoting tourism	66%	40%	26	60%	37%	23
Homelessness Initiatives	66%	23%	43	60%	22%	38
Pioneer Manor (long-term care facility)	64%	37%	27	60%	40%	20
Housing and Social Services	64%	27%	37	56%	26%	30
Public Transit	60%	32%	28	56%	30%	26
Land Use Planning	59%	21%	38	48%	20%	28
Libraries and Museums	56%	54%	2	56%	49%	7
Downtown revitalization	54%	21%	33	47%	26%	21
311 Call Centre ²	52%	52%	0	54%	50%	4
Funding for Arts and Culture	50%	30%	20	45%	27%	18
Cemeteries	49%	46%	3	46%	45%	1
Building permits and inspections	45%	24%	21	41%	22%	19

In virtually all cases, residents who agree with the importance and satisfaction for any/all of these statements were more likely to say they were more satisfied with the various services provided to residents:

- *Future Direction* - Those who agree that the City has gotten 'better' over the past 2 years
- *Quality of Life* - Those who agree their quality of life is 'excellent' or 'good'
- *Moving in the right direction* - Those who agree the City is moving in the right direction
- *Good value for tax dollars* - Those who agree they receive good value for their tax dollars

² In 2016, this service was labelled "Citizen Service Centres and 311".



Quadrants were defined using the average importance and performance scores for the 23 categories under study in this research. Areas to the right of the vertical line are above the average for importance, and above the horizontal line are above the average for performance. Categories in the bottom right quadrant (higher than average importance, lower than average performance) are the areas with the largest gap (between importance and satisfaction) identified by residents.

This question has been asked over the past four studies, in 2018, 2016, 2009 and 2004. Many areas have been asked consistently over the years, while some have been added or removed.

As we look to compare changes over time with those areas that have remained in the study, it is important we look at relative differences by ranking rather than simply percentage differences. (It is possible that many differences will fall within the margin of error for the question, and can also be influenced by top media stories or events happening at the time of the research fieldwork.) Additionally, if wording changes are made to the survey, the numbers can shift more dramatically (see Building permits and inspections in the table below).

Looking at rankings, we can see that the top three issues in the City of Greater Sudbury have remained the same over the past four surveys (14 years). Fire and Paramedic Services, Road Maintenance, and Police Services are the most important services to residents.

The next three items have remained relatively constant as well (Garbage, Recycling and Organics, Water and Wastewater, and Planning for the Future).

Rank order by importance in 2018 (scoring 4 or 5)	Comparing rankings							
	Rank	2018	Rank	2016	Rank	2009	Rank	2004
Fire and Paramedic Services	1	92%	1	90%	1	92%	1	95%
Road Maintenance	2	92%	2	81%	2	92%	2	95%
Police Services	3	87%	3	81%	3	90%	3	92%
Garbage, recycling and organics collection	4	83%	5	77%	6	81%		--
Planning for the future of Greater Sudbury	5	83%	6	76%	5	85%	4	92%
Water and wastewater services	6	80%	4	77%	4	86%	5	87%
Recreation facilities, including parks, pools, playgrounds, arenas, etc.	7	77%	7	76%	11	72%	9	72%
Programs and services for seniors	8	77%	9	68%	9	75%		--
Children's services (Previously child care funding)	9	75%	8	70%	15	60%	13	59%
Quality and quantity of walking, hiking and cycling opportunities	10	69%	10	67%		--		--
Economic diversification	11	67%	15	56%		--		--
Homelessness Initiatives	12	66%	13	60%		--		--
Promoting tourism	13	66%	11	60%	10	73%	6	81%
Pioneer Manor (long-term care facility)	14	64%	12	60%	8	77%	8	80%
Housing and Social Services (Previously Affordable Housing)	15	64%	16	56%	13	68%	11	67%
Public Transit	16	60%	14	56%	12	72%	12	66%
Land Use Planning	17	59%	19	48%	16	57%	14	44%
Libraries and Museums (Previously Libraries)	18	56%	17	56%	14	67%	10	71%
Downtown revitalization	19	54%	20	47%	17	51%		--
311 Call Centre (Citizen Service Centres and 311)	20	52%	18	54%		--		--
Funding for Arts and Culture	21	50%	22	45%	18	41%		--
Cemeteries	22	49%	21	46%		--		--
Building permits and inspections (Previously Ensuring Building Safety)	23	45%	23	41%	7	79%	7	81%

The table below compares the performance/satisfaction across the three studies, and applies a similar approach to looking at results by rankings.

Residents ranked their performance/satisfaction with the top three items from 2018 similarly to those 2016, 2009 and 2004 (Fire and Paramedic Services, Police Services, Garbage, recycling and organics).

Road Maintenance ranked second in terms of importance. However, on satisfaction with the service it consistently ranks last. The satisfaction score for 2018 is the lowest recorded.

Rank order by performance in 2018 (scoring 4 or 5)	Comparing rankings							
	Rank	2018	Rank	2016	Rank	2009	Rank	2004
Fire and Paramedic Services	1	83%	1	81%	1	75%	1	73%
Police Services	2	73%	2	67%	3	62%	2	64%
Garbage, recycling and organics collection	3	62%	3	56%	2	74%		--
Libraries and Museums (Previously Libraries)	4	54%	6	49%	4	59%	3	63%
311 Call Centre (Citizen Service Centres and 311)	5	52%	5	50%		--		--
Quality and quantity of walking, hiking and cycling opportunities	6	49%	7	46%		--		--
Water and wastewater services	7	46%	4	43%	5	51%	7	50%
Cemeteries	8	46%	8	45%		--		--
Recreation facilities, including parks, pools, playgrounds, arenas, etc.	9	43%	9	41%	9	40%	9	31%
Promoting tourism	10	40%	13	37%	8	42%	6	51%
Pioneer Manor (long-term care facility)	11	37%	10	40%	6	44%	4	63%
Children's services (Previously child care funding)	12	36%	12	37%	14	26%	14	23%
Programs and services for seniors	13	34%	11	38%	10	35%		--
Public Transit	14	32%	14	30%	7	44%	5	53%
Planning for the future of Greater Sudbury	15	32%	15	29%	11	32%	8	39%
Funding for Arts and Culture	16	30%	16	27%	12	31%		--
Housing and Social Services (Previously Affordable Housing)	17	27%	17	26%	17	24%	11	27%
Economic diversification	18	29%	19	24%		--		--
Building permits and inspections (Previously Ensuring Building Safety)	19	24%	21	22%	15	25%	12	24%
Homelessness Initiatives	20	23%	20	22%		--		--
Downtown revitalization	21	21%	18	26%	13	27%		--
Land Use Planning	22	21%	22	20%	16	25%	13	24%
Road Maintenance	23	7%	23	12%	18	17%	10	29%

6.0 Communications

6.1 Information Sources

Where do you usually get your information about the City of Greater Sudbury programs?
(Full Sample)

The City of Greater Sudbury website is often used as a resource for information about Greater Sudbury programs and services. It was the number one mention for both the 2018 and 2016 survey. 41% of residents told us they use it.

Local television and local newspapers continue to be a resource as well, in particular for residents 55 years and older.

Social media is mentioned much more often for those under 45 years. As an example, using the City of Greater Sudbury Facebook page is mentioned by 13% of residents overall, but by 21% of those 18-34 years, and 25% of those 35-44 years.

	2018	2016
<i>Rank order by 2018 Top Mentions (Unaided)</i>	Telephone (n=1,200)	Telephone (n=1,200)
Website – City of Greater Sudbury	41%	37%
Television	37%	30%
Newspaper – Sudbury Star	32%	25%
Newspaper – Northern Life	27%	21%
Word of mouth/friends/neighbours/co-workers	24%	19%
Websites – Other	22%	11%
Radio	21%	15%
Facebook – City of Greater Sudbury	13%	7%
Mailings/flyers delivered to your home	9%	15%
Facebook – Other	8%	4%
At city facilities/centres/rinks	6%	8%
Twitter – City of Greater Sudbury	4%	3%
311 Service	2%	4%
Leisure Guide	1%	2%
Twitter – Other	1%	2%
Newspaper – Le Voyageur	1%	1%
City council meetings	--	1%

This question was asked in 2009, but using a different list and methodology, whereby only the top mention was recorded.

The more detailed results in 2018 and 2016 were collapsed to align with the 2009 categories, so any differences can be seen.

In 2009, Flyers delivered by mail and newspapers were the top two listed items, with websites being ranked fifth. This changed in 2016, and continues to decline into single digits for 2018. Websites (City of Greater Sudbury and others) are used most often, but in addition there were mentions of also using Facebook and Twitter online.

Rank order by 2018 mentions	Comparing Rankings					
	Rank	2018	Rank	2016	Rank	2009 **
Websites (combined)	1	50%	1	43%	5	10%
Newspapers (combined)	2	44%	2	36%	2	21%
Television	3	37%	3	30%	4	14%
Word of mouth	4	24%	4	19%		--
Radio	5	21%	6	15%	6	10%
Facebook (combined)	6	16%	8	10%		--
Flyers/mail	7	9%	5	15%	1	29%
City facilities/centres/rinks	8	6%	7	8%		--
311 Service	9	2%	9	4%		--
Twitter (combined)	10	4%	10	4%		--
Leisure Guide	11	1%	11	2%		--
City Council meetings		--	12	1%		--
Email		--		--	3	15%
All media available		--		--	7	3%
Town hall meetings/forums		--		--	8	1%
Don't know		--		--		3%

*** NOTE: In 2009, the question was asked as first mention only, hence the difference in scores

6.2 Information Needs

What information do you most want to receive from the City?
(Full Sample)

The top three answers from the surveys in 2018 and 2016 are the same.

The primary piece of information that residents want relates to knowing about events happening in the community (36%).

After that, the information relates to their taxes and what plans the City has for the future.

Information about Road repair and construction is also important, at 23%.

A somewhat similar question was asked in 2009. Due to a different methodology we cannot directly

compare the questions, however the top three answers from 2009 share the same sentiment as the 2016 study (Tax spending/financial reports, Budgets/Budgetary reports, and Future plans/goals/capital projects).

<i>Rank order by Top Mentions (Unaided)</i>	2018 (n=1,200)	2016 (n=1,200)
Community events	36%	25%
Future plans/goals/capital projects	27%	25%
Information about taxes	23%	26%
Roads/repair/construction	22%	23%
Budget/budget items	18%	16%
Feedback about city council meetings/decisions	17%	21%
Infrastructure improvements	16%	12%
Information/funding/changes to municipal services	14%	26%
Economic Development	12%	10%
Already informed enough	2%	6%
Progress reports/Updates/Newsletter	2%	2%
Recreation programs	2%	2%
Good news/improvement for a change	1%	5%
Information about environment – water/wildlife	1%	--
City clean up	--	5%
Don't know/None	11%	8%

7.0 Customer Service

7.1 Contact in Past year

Have you had any customer service contact with City staff in the past year?

(Full Sample)

Just less than half of residents interviewed (45%) say they had need of some kind of customer service contact with the City of Greater Sudbury over the past year. This is a little lower than the 2016 study (50%), but comparable.

Reviewing the statistical differences, the group more likely to have contact are those who feel they are more informed about municipal affairs, feel the quality of life in Sudbury is poor, and do not feel the City is moving in the right direction. This could be because they are more engaged citizens who are looking/hoping for things to change, or because their life situation is such they are in need of, or are looking for, more support.

Statistical Differences – Telephone Survey

- *Kids* – Those with kids (53%) more likely than those without (42%)
- *Municipal Affairs Knowledge* – Those who say they are ‘very’ knowledgeable were most likely to have had contact (57%) compared to those with ‘some’ knowledge (45%) and those who feel they are ‘not’ knowledgeable (36%).
- *Quality of Life* – Those who feel that the quality of life in Sudbury is ‘Poor’ are more likely to have had contact (57%) than those who are neutral (45%) or who feel it is good (44%)
- *Moving in right direction* – Those who disagree the City is moving in the right direction are more likely to have had contact in the past year (54%) than those who agree (40%) or who are neutral (43%).

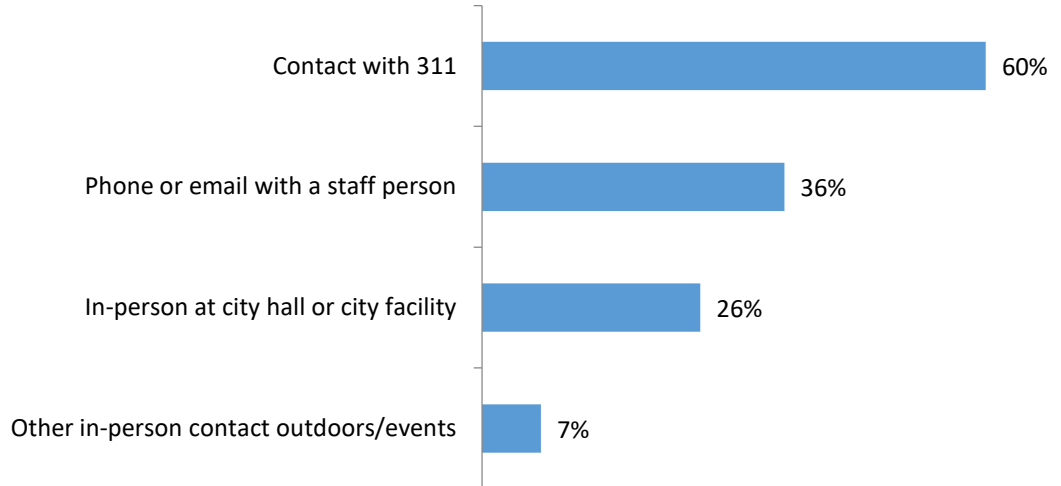
7.2 Type of Customer Service Contact

*What kind of customer service contact did you have?*³
(Asked of those who had contact, n=544)

A significant majority of the Customer Service contact over the past year was via telephone to the 311 Call Centre. (60%).

Just over one-third (36%) had contact directly with a staff person via telephone or email.

This question was modified since the 2016 survey and as a result cannot be directly compared.



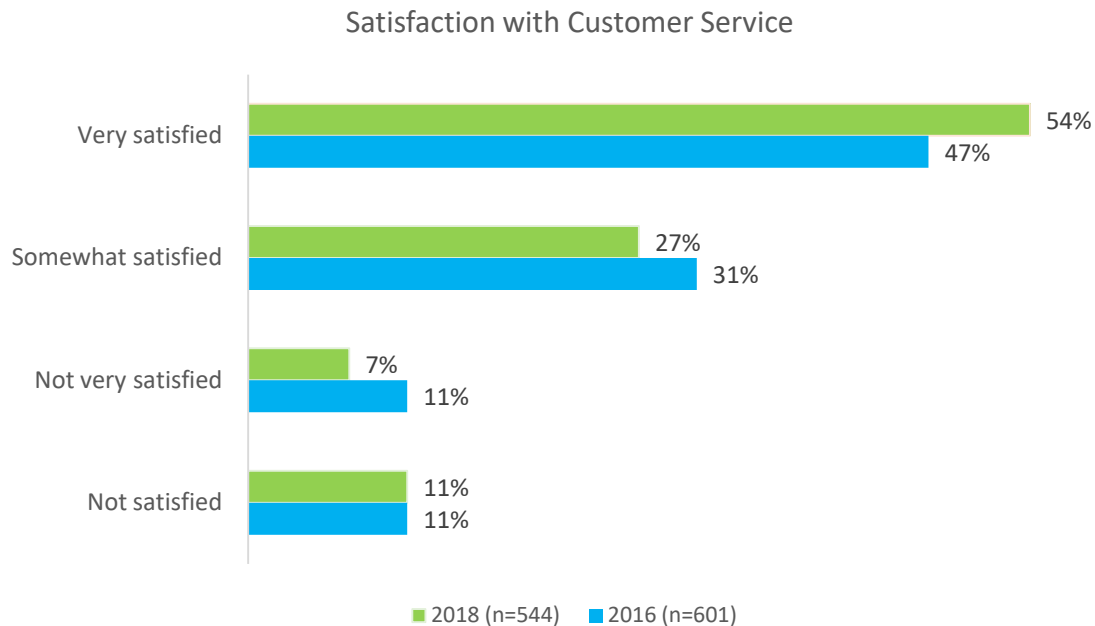
Statistical Differences – Telephone Survey, those who had customer service contact

- 311 service (60% contacted in this manner)
 - Women (65%) were more likely to contact by 311 than men (54%)
 - Those 35-44 years (75%) and 18-34 years (61%) were more likely than those 45 years and older (55%)
 - Those with kids (67%) more likely to contact by 311 than those without (57%)
- By phone or email with a staff person
 - Those 65 years and older (57%) more likely than all other age groups (sliding scale of reduced likelihood by age grouping downwards to those 18-34 years (27%))
 - Those who consider themselves 'very' knowledgeable about municipal affairs (45%) more likely to contact a staff person directly than those who are 'somewhat' knowledgeable (32%) or 'not' knowledgeable (30%)

³ NOTE: Residents may have had more than one type of contact, or multiple contacts for the same issue or reason, so totals do not add to 100%

7.3 Satisfaction with Customer Service

How satisfied are you with the customer service you received?
(Asked of those who had contact)



Most residents are satisfied with the customer service they received. Overall 81% of residents who had some kind of Customer Service contact were very (54%) or somewhat (27%) satisfied with the service they received. This is statistically similar to the 2016 survey, where 78% of residents were satisfied.

19% were not satisfied in 2018.

7.4 Reasons for not being satisfied with Customer Service

Why were you not satisfied with the customer service you received?

(Asked of those who were not satisfied with their customer service contact)

(NOTE: New question added in 2018)

New for this survey, we asked those not very/not satisfied with the service they received why they felt that way.

Primarily the lack of satisfaction seems to have stemmed from not getting the help or resolution they desired when they made the contact.

Secondarily, it was felt the process either took too long (17%) or they didn't get a reply (18%).

<i>Not satisfied with contact (n=102)</i>	2018
Didn't do anything/didn't help	42%
Didn't respond	18%
Process too slow/took too long	17%
Poor attitude/service from CSR	7%
No email response	4%
Didn't know/not qualified to answer my question	4%
Policies/rules are unclear or difficult	4%
Couldn't find the right department to help me	3%
Don't know	3%

Less than 1 in 10 (7%) of those who were not satisfied told us the staff member who took their call or email was to blame, due to their perception of poor service or a poor attitude.

8.0 Sample Description

8.1 Ward

Wards were determined from the postal codes residents provided. The City provided GIS data that determined what ward a postal code was part of.

Ward	Percentage (Rounded)	Ward	Percentage (Rounded)
1	9%	7	7%
2	11%	8	6%
3	5%	9	5%
4	7%	10	16%
5	8%	11	9%
6	12%	12	6%

8.2 Demographics

	Percentage (Rounded)
Gender	
Male	43%
Female	57%
Other	--
Age	
18-34 years	16%
35-44 years	18%
45-54 years	28%
55-64 years	19%
65+ years	20%
Children at home	
Yes	22%
No	78%
Time in Sudbury	
Born here	50%
Moved here as a child	15%
Moved here as an adult	35%

Appendix A – Online survey

APPENDIX A – Results of Online Survey

This appendix outlines the results of the online survey. Please note this survey asked the same questions of residents as the telephone survey. However, because of the methodology, we cannot determine if it is statistically representative of the population.

These results provide further information and resident sentiment for council and staff. The results should not be combined with the random telephone survey, and any policy decisions that are made as a result of this research should be based on the telephone survey.

When doing online surveys, we find that more often the people who complete the survey tend to be the more engaged resident – more interested in municipal affairs or who are more aware in general.

2.0 Municipal Affairs

2.1 Perceived Level of Knowledge

How knowledgeable would you say you are about municipal affairs?

(Full sample)

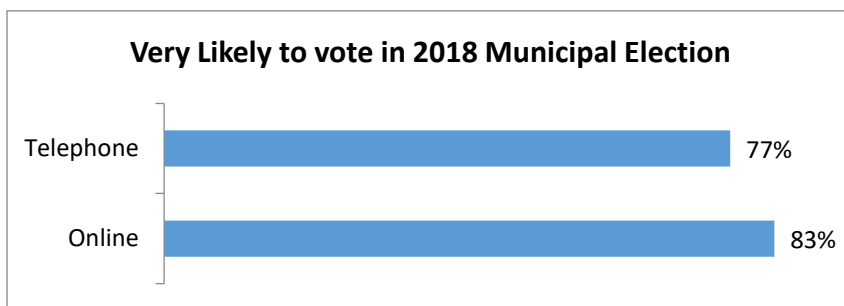
This question illustrates what we have found in the past. In the online survey, significantly more residents indicate they are knowledgeable than the telephone survey (52% online vs. 28% telephone), and a smaller number say they are not knowledgeable (16% online vs. 34% telephone).

	Telephone (n=1,200)	Online (n=1,049)
Not knowledgeable	16%	4%
Not very knowledgeable	18%	12%
Somewhat knowledgeable	38%	32%
Fairly knowledgeable	18%	35%
Very knowledgeable	10%	17%
Don't know/refused	<1%	1%

2.2 Likelihood to Vote

How likely are you to vote in the next municipal election in Greater Sudbury, to be held in 2018?

(Full Sample)



As with the telephone survey, the likelihood to vote is likely higher than reality. 83% of residents in the online survey say they are likely to vote in the next municipal election.

2.3 Improving Likelihood to Vote

What would make you more likely to vote in the next municipal election in 2018?

(Asked of those who say they may not or are not likely to vote)

Residents who indicated they “may” vote in the next municipal election in 2018, or who are “not” likely to vote, were asked what could be done to make them more likely to vote.

This applied to less than 1 in 10 residents in the online survey (8%).

The online respondents who are not likely to vote would need to get more informed, and/or connect with a candidate they like or support.

<i>Rank Order by Telephone Survey</i>	Telephone (n=159)	Online (n=79)
Nothing – not interested	18%	3%
Don’t know	15%	8%
Be more aware/informed	14%	20%
A candidate I like/support	11%	20%
Nothing – not a citizen/not eligible	9%	6%
Candidates I feel I can trust	8%	11%
Nothing – my vote does not matter	5%	3%
Better hours/options for voting	4%	11%
Other	4%	3%
A topic I am interested in or support	3%	8%
Nothing – sick/shut in/old	2%	1%
I always vote	2%	2%
Nothing - Won’t be living here by then	2%	1%

3.0 Issues/Perceptions

3.1 Top issues

What do you think are the top three topics or issues affecting Greater Sudbury today?
(Full sample)

Rank Order by Telephone Survey (Top Mentions)	Telephone (n=1,200)	Online (n=1,049)
Roads (maintenance/construction)	78%	74%
Infrastructure (maintenance/construction)	33%	34%
Taxes/high taxes/budget	30%	36%
Healthcare – wait times/lack of doctors/hospital concerns	21%	38%
Job creation/development/unemployment	18%	31%
New arena/Event Centre/Convention Centre/Casino	16%	1%
Council/Leadership concerns (Indecisive, scandals, poor management)	12%	19%
Quality of life	9%	28%
Business development/new businesses	8%	36%
Homelessness/Poverty/Housing	4%	1%
Public transit (coverage, hours, cost)	4%	--
Leisure/Recreation/Outdoor parks/greenspace	4%	3%
Council – Overspending, wasted dollars, etc.	3%	1%
Downtown revitalization	3%	1%
Education – Schools/school closures	2%	<1%
Waste Management/Garbage Collection	2%	<1%
Senior Services	2%	<1%
Social Services	2%	<1%
Mining Industry	1%	5%
Cost of utilities	1%	<1%
Snow removal (Time of day, decisions)	1%	--
Outlying areas being neglected/under-funded	1%	--
Economy/Economic Diversification	1%	<1%
Police enforcement/Presence/Crime	1%	<1%
Arts & Culture/Place des Arts	1%	--
Council – Accountability/Transparency/Communication	1%	<1%
Gas Price	1%	<1%
Drug Use/Safe Injection	1%	<1%
Childcare/Childcare Expenses	1%	<1%
Parking	1%	--
Emergency Services	1%	<1%
Active Transportation (walking/cycling)	--	--

3.2 Quality of Life

How would you rate the overall quality of life in the community?

(Full Sample)

This is lower in the online survey, where one-third (33%) feel the quality of life is 'excellent' (4%) or 'very good' (29%).

The number of residents who expressed the quality of life in their community being 'fair' or 'poor' is higher than the telephone survey, with 20% in the online survey expressing concern about quality of life with that lower score (1 or 2).

	Telephone (n=1,200)	Online (n=1,049)
Excellent (5)	15%	4%
Very good (4)	43%	29%
Good (3)	34%	47%
Fair (2)	5%	16%
Poor (1)	3%	4%

3.3 Quality of Life

Why do you think the Quality of Life in Greater Sudbury is...?

(Full Sample)

Road conditions was the top mention in the online survey, where about 1 in 5 people (19%).

The natural environment in and around Greater Sudbury (Nature/Greenspace/Water/Beaches) was also a top mention for the online survey (13%).

Third mention, and three times as often as the telephone survey, was concerns over City council/leadership. (13%)

The other top mentions in the online survey include a need for more recreational activities (12%), and high taxes/budgets (10%).

Rank order by Telephone Survey (Top Mentions)	Telephone (n=1,200)	Online (n=1,049)
Environment – Nature/Greenspace/Water/Beaches, etc.	23%	13%
Great community/great people	19%	4%
Roads – construction/maintenance	16%	19%
Lots of things to do	15%	9%
It's good/no complaints/like it here (unspecified)	14%	3%
Needs more recreational activities	7%	12%
Safe/Feel safe here	6%	2%
High taxes/budgets	5%	10%
Poor services provided by city	4%	4%
Have good community/social services	4%	2%
Unemployment rate	4%	6%
Council – Leadership concerns	4%	13%
Infrastructure – needs maintenance/improving	4%	4%
Public transit	4%	8%
Lack of healthcare	4%	9%
Poverty/Homelessness	3%	4%
Good amount of jobs	3%	1%
Cost of living	3%	9%
Good education	3%	2%
Affordable cost of living	3%	2%
Good healthcare	3%	2%
Need more senior services	2%	4%
Downtown revitalization	2%	7%
More stores	2%	3%
Drug use	2%	4%
It's not good/unhappy (unspecified)	1%	1%
Outlying areas being neglected/under-funded	1%	3%
Active Transportation (walking/cycling)	1%	7%
Crime rate increasing/lack of policing	1%	3%
Snow removal needs to be improved	1%	2%
Poor parking	1%	1%
New arena/Event Centre/Convention Centre/Casino	--	--
Has everything you need	--	--

4.0 Future Direction

4.1 Change in Greater Sudbury

Overall, in the past two years, would you say that the City of Greater Sudbury is getting better, getting worse, or not changing at all?

(Full Sample)

Residents who answered the online survey are not quite as happy with the direction as those in the telephone survey. 19% of these residents feel the City has been 'getting better' over the past two years, compared to 35% who feel it has been getting 'worse' – a Future Direction score of -10.

Like the telephone survey, this has dropped since the 2016 survey, where the score was +10.

	Telephone (n=1,200)	Online (n=1,049)
Future Direction (better vs. worse)	+10	-16
Changing for the better	29%	19%
Changing for the worse	19%	35%
Not changing at all	52%	39%
Don't know/refused	1%	7%

4.2 The right direction

How much do you agree or disagree the City is moving in the right direction to ensure a high quality of life for future generations?

(Full Sample)

Residents in the online survey feel about the same about the City heading in the right direction. 34% agree, and 68% disagree.

	Telephone (n=1,200)	Online (n=1,049)
Strongly agree(5)	9%	5%
Somewhat agree (4)	25%	27%
Disagree (1-3)	66%	68%

4.3 Value for tax dollars

Considering all the services provided by the City, how much do you agree or disagree we receive good value for our tax dollars?

(Full Sample)

Residents in the online survey feel similar to the telephone survey on value for tax dollars as well, if not slightly more strongly that they do not get value for their tax dollars. 18% feel they get value, 82% feel they do not.

	Telephone (n=1,200)	Online (n=1,049)
Strongly agree(5)	5%	2%
Somewhat agree (4)	18%	16%
Disagree (1-3)	77%	82%

5.0 Services

5.1 Overall Satisfaction

How satisfied are you with the overall level and quality of services provided by the City of Greater Sudbury?

(Full Sample)

Residents are remarkably consistent on this question regardless how they completed the survey. Overall 25% are satisfied with services (compared with 28% in the telephone survey) and 74% are not, with 1% saying they didn't know.

	Telephone (n=1,200)	Online (n=1,049)
Very satisfied (5)	5%	4%
Somewhat satisfied (4)	23%	21%
Not satisfied (1-3)	72%	74%
Don't know/refused	--	1%

5.2 Service Importance/Performance

Rank order by importance (scoring 4 or 5) for telephone sample	Telephone			Online		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Fire and Paramedic Services	92%	83%	9	82%	68%	14
Road Maintenance	92%	7%	85	84%	11%	73
Police Services	87%	73%	14	75%	59%	16
Garbage, recycling and organics collection	83%	62%	21	76%	52%	24
Planning for the future of Greater Sudbury	83%	32%	51	82%	21%	61
Water and wastewater services	80%	46%	34	77%	45%	32
Recreation facilities, including parks, pools, playgrounds, arenas, etc.	77%	43%	34	76%	38%	38
Programs and services for seniors	77%	34%	43	66%	25%	41
Children's services	75%	36%	39	67%	30%	37
Quality and quantity of walking, hiking and cycling opportunities	69%	49%	20	66%	42%	24
Economic diversification	67%	29%	38	62%	20%	42
Promoting tourism	66%	40%	26	59%	28%	31
Homelessness Initiatives	66%	23%	43	59%	22%	37
Pioneer Manor (long-term care facility)	64%	37%	27	59%	30%	29
Housing and Social Services	64%	27%	37	55%	23%	32
Public Transit	60%	32%	28	63%	25%	38
Land Use Planning	59%	21%	38	52%	17%	35
Libraries and Museums	56%	54%	2	53%	46%	7
Downtown revitalization	54%	21%	33	52%	21%	31
311 Call Centre ⁴	52%	52%	0	42%	44%	2
Funding for Arts and Culture	50%	30%	20	47%	25%	22
Cemeteries	49%	46%	3	35%	40%	5
Building permits and inspections	45%	24%	21	40%	18%	22

⁴ In 2016, this service was labelled "Citizen Service Centres and 311".

6.0 Communications

6.1 Information Sources

Where do you usually get your information about the City of Greater Sudbury programs?

(Full Sample)

In the online survey, residents provided their own answers that could not be probed further.

Additionally, the list of choices was printed on the screen, so it was easier to read that list and select items.

Their answers differ somewhat from the telephone survey as a result, in that a significantly higher percentage are getting information from virtually all sources.

The City website was still the highest mention source.

<i>Rank order by Telephone Survey (Top Mentions)</i>	Telephone (n=1,200)	Online (n=1,049)
Website – City of Greater Sudbury	41%	60%
Television	37%	41%
Newspaper – Sudbury Star	32%	47%
Newspaper – Northern Life	27%	57%
Word of mouth/friends/neighbours/co-workers	24%	57%
Websites – Other	22%	19%
Radio	21%	56%
Facebook – City of Greater Sudbury	13%	46%
Mailings/flyers delivered to your home	9%	18%
Facebook – Other	8%	33%
At city facilities/centres/rinks	6%	18%
Twitter – City of Greater Sudbury	4%	9%
311 Service	2%	--
Leisure Guide	1%	--
Twitter – Other	1%	5%
Newspaper – Le Voyageur	1%	5%

6.2 Information Needs

What information do you most want to receive from the City?

(Full Sample)

Without the ability for our interviewers to probe, residents were less likely to provide an answer.

And, like the previous question the list of items was on the screen that residents could review and check off.

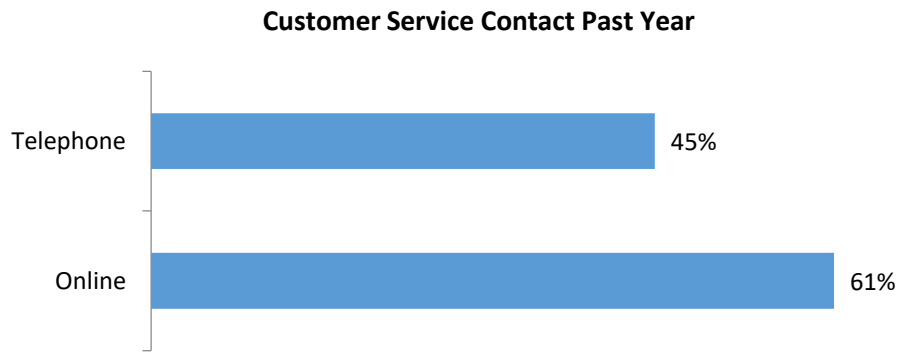
Information about roads was top of the list. 4 out of 5 people mentioned it.

<i>Rank order by Telephone Survey (Top Mentions)</i>	Telephone (n=1,200)	Online (n=1,049)
Community events	36%	64%
Future plans/goals/capital projects	27%	75%
Information about taxes	23%	60%
Roads/repair/construction	22%	80%
Budget/budget items	18%	45%
Feedback about city council meetings/decisions	17%	51%
Infrastructure improvements	16%	57%
Information/funding/changes to municipal services	14%	53%
Economic Development	12%	42%
Already informed enough	2%	<1%
Progress reports/Updates/Newsletter	2%	1%
Recreation programs	2%	--
Good news/improvement for a change	1%	<1%
Information about environment – water/wildlife	1%	<1%
City clean up	--	--
Don't know/None	11%	4%

7.0 Customer Service

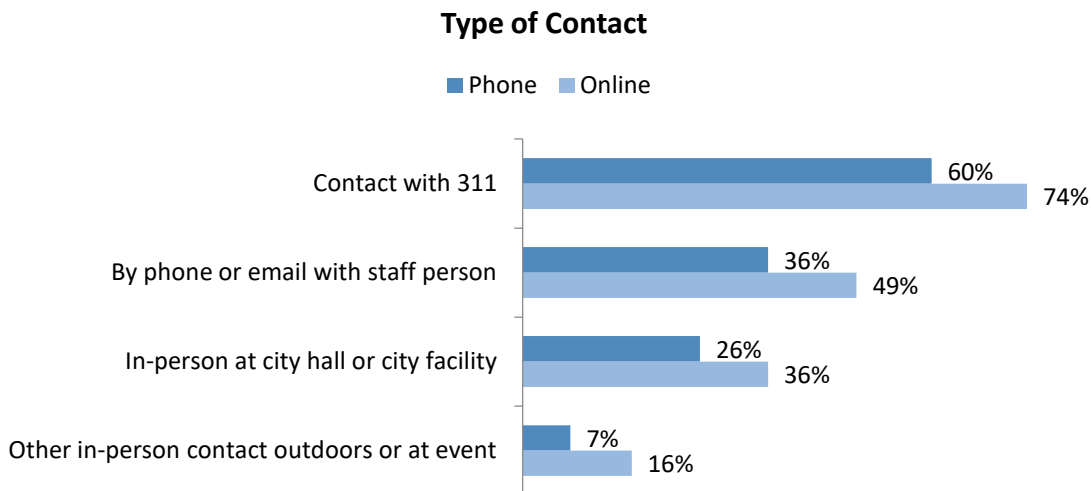
7.1 Contact in Past year

Have you had any customer service contact with City staff in the past year?
(Full Sample)



7.2 Type of Customer Service Contact

What kind of customer service contact did you have?⁵
(Asked of those who had contact)



⁵ NOTE: Residents may have had more than one type of contact, or multiple contacts for the same issue or reason, so totals do not add to 100%

7.3 Satisfaction with Customer Service

How satisfied are you with the customer service you received?

(Asked of those who had contact)

In the online survey, 79% of residents were either 'very' satisfied (42%) or 'somewhat' satisfied (37%). Very similar to the telephone survey.

	Telephone (n=601)	Online (n=639)
Very satisfied	47%	42%
Somewhat satisfied	31%	37%
Not very satisfied	11%	12%
Not satisfied at all	11%	9%

7.4 Reasons for not being satisfied with Customer Service

Why were you not satisfied with the customer service you received?

(Asked of those who were not satisfied with their customer service contact)

(NOTE: New question added in 2018)

<i>Not satisfied with contact (n=132)</i>	Telephone (n=102)	Online (n=132)
Didn't do anything/didn't help	42%	28%
Didn't respond	18%	11%
Process too slow/took too long	17%	9%
Poor attitude/service from CSR	7%	22%
No email response	4%	3%
Didn't know/not qualified to answer my question	4%	17%
Policies/rules are unclear or difficult	4%	4%
Couldn't find the right department to help me	3%	5%
Don't know	3%	4%

8.0 Sample Description

8.1 Demographics

	Telephone	Online
	Percentage (Rounded)	Percentage (Rounded)
Gender		
Male	43%	35%
Female	57%	64%
Other	--	<1%
Age		
18-34 years	16%	24%
35-44 years	18%	20%
45-54 years	28%	20%
55-64 years	19%	21%
65+ years	20%	14%
Children at home		
Yes	22%	31%
No	78%	69%
Time in Sudbury		
Born here	50%	56%
Moved here as a child	15%	14%
Moved here as an adult	35%	30%

[Appendix B – Survey](#)

Greater Sudbury Citizen Satisfaction Survey

What language will be used to complete this survey/Quelle langue voulez-vous utiliser pour compléter cette enquête?

- ☐ English
☐ French

Good..., my name is..., of the Metroline Research Group, a national marketing research company. We are calling today on behalf of the City of Greater Sudbury, to ask an adult in your household to complete a survey about various aspects of living in Greater Sudbury.

Your voice and opinions are important, so that the City can better understand the needs of residents and better meet your expectations in delivering high quality services. We would like to take you through a survey that will last about 10-12 minutes, and I assure you I have nothing to sell.

Do you have the time now, or can I arrange a better time to call you back?
ARRANGE CALLBACK IF NEEDED

INTERVIEWER: If respondent asks to verify the survey, you can tell them to call Eliza Bennett, Manager of Communications at the City of Greater Sudbury, telephone 705-674-4455, ext. 4507.

S1 First, can you confirm that you presently live in the City of Greater Sudbury and that you are 18 years or older?

- ☐ Yes
☐ No

S2 Are you...?

- ☐ Male
☐ Female
☐ Other

S3 Which of the following age groups do you fall into?

- ☐ 17 years or younger
- ☐ 18-19 years
- ☐ 20-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65 years and over
- ☐ DO NOT READ: Refused

Q11 Using a scale of 1-5, where '1' means you are "Not Knowledgeable At All", and '5' means you are "Very knowledgeable", how knowledgeable would you say you are about municipal affairs in the City of Greater Sudbury?

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| 1 - Not | 2 | 3 | 4 | 5 - Very | DO NOT READ:
Don't know |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q12 How likely are you to vote in the 2018 municipal election in Greater Sudbury?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Might or might not
- ☐ Not very likely
- ☐ Not likely at all

Q13 What would make you more likely to vote in this municipal election?

Q14 What do you think are the **top three** topics or issues affecting Greater Sudbury today?
INTERVIEWER: Click up to three responses. DO NOT READ LIST, BUT CLARIFY AS NEEDED, DON'T KNOW IS NOT AN OPTION.

- ☐ Job creation/development
- ☐ Business development/diversity/attracting new businesses
- ☐ Quality of Life
- ☐ Infrastructure
- ☐ Roads (maintenance/construction)
- ☐ Health care
- ☐ Leadership/government
- ☐ Mining industry
- ☐ Taxes/high taxes/tax increases
- ☐ Other (click here then specify below)

Q21 Using a scale where '1' is "Very Poor" and '5' is "Very Good", how would you rate the overall quality of life in the community?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 - Very Poor | 2 | 3 | 4 | 5 - Very Good |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q22 Why do you think the Quality of Life in Greater Sudbury is...? (Answer code from Q21 = {Q21}) ACCEPT FIRST MENTION ONLY.

Q23 Overall, in the past two years, would you say that the City of Greater Sudbury has...?

- ☐ ...changed for the better
- ☐ ...changed for the worse
- ☐ ...not changed at all
- ☐ DO NOT READ: Don't know

Q24 Using a 5-point scale where '1' is "Strongly Disagree", and '5' is "Strongly Agree", how would you rate the following statements?

- | | Strongly Disagree | Somewhat Disagree | Neither agree or disagree | Somewhat Agree | Strongly Agree |
|---|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|
| The City is moving in the right direction to ensure a high quality of life for future generations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Considering all the services provided by the City, we receive good value for our tax dollars | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q31 Please tell me how satisfied you are with the overall level and quality of services provided by the City of Greater Sudbury? Use a scale of 1 to 5, where '1' is "Not Satisfied At All", and '5' is "Very Satisfied".

1 - Not	2	3	4	5 - Very	DO NOT READ: Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32 I'm going to read you a list of several services provided to residents. For each one, please rate their importance to you using a 5-point scale again, where '1' means "Not Important At All", and '5' means "Very Important".

	1 - Not	2	3	4	5 - Very	DO NOT READ: Don't know
Land Use Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building permits and inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic diversification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning for the future of Greater Sudbury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for Arts and Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown revitalization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation facilities, including parks, pools, playgrounds, arenas, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality and quantity of walking, hiking and cycling opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage, recycling and organics collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire and paramedic services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Libraries and Museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cemeteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pioneer Manor (long-term care facility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing and Social Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and wastewater services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
311 call centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homelessness Initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programs and services for seniors ☐ ☐ ☐ ☐ ☐ ☐

Q33 I'm going to read that list again, and you can tell me how satisfied are you with each one. Use a 5-point scale, where '1' means "Not Satisfied At All", and '5' means "Very Satisfied".

	1 - Not	2	3	4	5 - Very	DO NOT READ: Don't know
Land Use Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building permits and inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic diversification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning for the future of Greater Sudbury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding for Arts and Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown revitalization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation facilities, including parks, pools, playgrounds, arenas, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality and quantity of walking, hiking and cycling opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage, recycling and organics collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire and paramedic services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Libraries and Museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cemeteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pioneer Manor (long-term care facility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing and Social Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and wastewater services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
311 call centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homelessness Initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs and services for seniors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q41 Where do you usually get your information about the City of Greater Sudbury programs, services, or initiatives? DO NOT READ LIST. ACCEPT ALL RESPONSES.

- ☐ Newspaper - Northern Life
- ☐ Newspaper - Sudbury Star
- ☐ Newspaper - Le Voyageur
- ☐ Radio
- ☐ Television
- ☐ Website - City of Greater Sudbury
- ☐ Website(s) - Other
- ☐ Facebook - City of Greater Sudbury
- ☐ Facebook - Other
- ☐ Twitter - City of Greater Sudbury
- ☐ Twitter - Other
- ☐ At city facilities/centres/rinks
- ☐ Mailings/flyers delivered to your home
- ☐ Word of mouth
- ☐ Don't know
- ☐ Other (click here then specify)

Q42 What information do you most want to receive from the City? DO NOT READ LIST. ACCEPT ALL RESPONSES.

- ☐ Information about taxes/tax spending/financial reports
- ☐ Community events
- ☐ Budgets/budget items
- ☐ Future plans/goals/capital projects
- ☐ Feedback about city council meetings/decisions
- ☐ Economic development
- ☐ Information/funding/changes to municipal services
- ☐ Tax information/tax changes
- ☐ Infrastructure improvements
- ☐ Roads/repair/construction
- ☐ Infrastructure
- ☐ Don't know
- ☐ Other (click here then specify below)

Q51 Have you had any customer service contact with City staff in the past year?

- ☐ Yes
☐ No/Don't know

Q52 What kind of customer service contact did you have?

- ☐ Contact with 311
☐ By phone or email with a staff person
☐ In person at city hall or city facility
☐ Other in-person contact outdoors or at an event
☐ DO NOT READ: Don't know/don't remember

Q53 How satisfied are you with the customer service you received? Would you say you are...?

- ☐ ...very satisfied
☐ ...somewhat satisfied
☐ ...not very satisfied
☐ ...not satisfied at all

Q54 Why were you not satisfied with the customer service you received?

These last few questions will allow us to classify your answers with others who complete the survey. They will not be used to identify you.

Q61 What is your postal code?

Q62 WARD (From sample platform)

Q63 Do you have any children living at home with you under the age of 18 years?

- ☐ Yes
☐ No

Q64 How long have you lived in Sudbury?

- ☐ I was born here
☐ I moved here as a child
☐ I moved here as an adult

Q71 What other comments, if any, would you like to pass along to the City of Greater Sudbury?

Thank you for taking the time to do this survey. Your responses will be tabulated with others we are speaking with and shared with the City of Greater Sudbury staff and council.