



# Does your municipality really know what the public thinks?

We've helped more than 50 municipalities consult with their residents and other stakeholders over the last year.

## What kinds of research are municipalities doing?

### 3-1-1 Citizen Service Centre Satisfaction Studies

How satisfied are residents with their municipal services? Are services meeting citizens' expectations? How can services be improved? How do citizens perceive municipal staff and Council?

### Citizen Satisfaction and Quality of Life Studies

What do residents think of the quality of life in their community? Is it improving or worsening? What are the top priorities for action? How do citizens' priorities fare against broad municipal priorities?

### Finance and Budget Allocation Studies

How do residents rate their value for municipal tax dollars? What's the preferred balance of taxes and service levels? How should municipalities allocate resources?

### Program Development and Evaluation

What programs do people want? Is a program meeting its objectives? What works; what doesn't work? Should it be renewed?

### Many Other Topics

Ad hoc issues management, land use and community planning, employee satisfaction...

## Municipal Norms

Ipsos Reid maintains a wide variety of municipal norms for key measures. These norms allow municipalities to put the results of their research in context and to benchmark their performance against their peers. This provides added insight and greater depth of analysis to better understand your municipality's key strengths and weaknesses.

## Syndicated Research

Ipsos Reid also offers a variety of syndicated research studies (Citizen Satisfaction, Recreation and Physical Activity, Solutions for a Greener Earth, and 3-1-1 Satisfaction) specifically targeted

to municipalities. This syndicated approach allows municipalities to share the fixed costs of asking key questions but still have their own proprietary results.

## About Ipsos Reid's Municipal Affairs Practice

Ipsos Reid is Canada's leader in municipal affairs research. We provide municipalities with a scientific form of public consultation that ensures you hear from the entire public rather than just a vocal minority. As a full-service research company, we provide expertise in custom, syndicated, omnibus surveys, focus groups, workshop facilitations, and public consultation. Whatever your municipality's research needs, Ipsos Reid has a solution that will work for you.

We help our municipal clients listen to what their citizens are saying, understand what they are thinking, and anticipate their future needs and priorities. We go beyond simply delivering data. We analyze it, put it into context, and then discuss with our clients how they can best translate this understanding into efficient and effective policies, programs, and communications strategies.

To learn more about Ipsos Reid's municipal research solutions, please visit our website at [www.ipsos.ca](http://www.ipsos.ca) or contact:

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