



Ipsos Reid Public Affairs



Municipal Quality of Life and Financial Planning



What Do Citizens in Your Municipality Have to Say?

Municipalities across the country are looking to better understand their citizens' satisfaction levels, attitudes, needs, and priorities. Understanding how citizens think and feel can help guide municipalities in the development of communications strategies, new programs and services, and budgeting plans, as well as serve as a benchmark for tracking how attitudes are changing over time.

To accommodate this need, Ipsos Reid is pleased to offer your municipality the opportunity to participate in our *Municipal Quality of Life and Financial Planning* syndicated research study. This shared-cost vehicle is designed to explore key issues facing local municipalities, including:

- Do citizens feel they get good value or poor value for their municipal tax dollars?
- What are citizens' views about alternative forms of revenue generation?
- Are citizens satisfied with the overall level and quality of service they receive and how do they feel about some specific services?
- How do citizens rate the quality of life in their municipality?
- What are the most important issues facing the community?
- What information are citizens looking for their municipality to provide?
- What is the incidence of visiting a municipality's website?

In addition to these core issues, Ipsos Reid is also pleased to offer two optional modules that target key areas of concern: Economic Confidence and Communications & Engagement.

The Economic Confidence module explores citizens' optimism for the future of their local economy; optimism for their future personal economic situation; their plans for future spending; and their level of concern about job security. Municipal results will be presented in context with provincial and federal economic confidence data, where available.

The Communications & Engagement module explores how citizens currently access information about municipal programs and services; citizen support, interest and likelihood to use various traditional and web-based communication channels for municipal information; and citizens' interest in participating in community meetings, forums, and other municipal engagement initiatives.

How Does Your Municipality Compare to Others in Canada?

In addition to looking at the overall opinions and views of your citizens, we believe that one of the best ways to understand how well your municipality is performing is to compare your results to those of other municipalities in Canada.

Ipsos Reid's depth and breadth of experience in municipal research

has enabled us to develop a series of municipal norms for key questions, including top-of-mind issues, quality of life, website visitation, satisfaction with services, and value for taxes. As part of the final deliverables for participating in this study, Ipsos Reid will compare your results to those of other Canadian municipalities, thereby providing valuable context, added insight, greater depth of analysis, and benchmarks against which to evaluate your performance.

How Does the Survey Work?

We will conduct a telephone survey of 300 citizens aged 18 years or older in each municipality that decides to participate in the research. This will provide a good overall assessment of the opinions of your citizens on the questions outlined above and provide Administration and Council with information as to the direction that citizens would like you to take.

The margin of error on a survey of this size is $\pm 5.7\%$ (19 times out of 20) and the survey is large enough to allow the results to be analyzed according to key demographic variables.

To keep the costs low, the same core questions (outlined above) will be asked in all municipalities. However, municipalities can add custom questions or increase the number of interviews for an additional charge. Your individual results will not be shared with other municipalities.



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What Will I Get?

- Detailed Tables with cross-tabulations of the major demographics such as age, gender, length of residence, own vs. rent, family with children under 18, and primary taxpayer.
- PowerPoint slides of your results and an in-person presentation of the findings to an audience of your choice (travel will be billed extra).
- Access to Ipsos Reid's municipal norms.

Subscription Options and Pricing

Core Subscription

\$5,600 plus GST

Economic Confidence Module

(Only available with core subscription): \$1,500 plus GST

Communications & Engagement Module

(Only available with core subscription): \$1,500 plus GST

Custom Questions

Close-ended questions:
\$900 each

Open-ended questions:
\$1,400 each

Increasing the sample size costs

\$22 per additional interview

Schedule (2009)

This research will be completed in April 2009. Municipalities need to confirm their participation no later than April 8, 2009, with custom questions submitted by April 10, 2009. The survey will be conducted from April 16th to 26th, and results will be available at the end of May.

About Ipsos Reid's Municipal Affairs Practice

Ipsos Reid is Canada's leader in Municipal Affairs research. Our municipal research team has a wealth of experience conducting research on behalf of municipalities across Canada, placing them among Canada's foremost experts in municipal survey research. Our cross-jurisdictional experience provides municipalities with tremendous added value and means that we can help put results in context by offering comparisons to other municipalities. Over the past year alone, our team has designed and overseen municipal projects in more than 50 different municipalities. Our experience is broad-based and includes public policy issues, financial planning, strategic planning, quality of life, and citizen satisfaction surveys.

About Ipsos Reid

Ipsos is Canada's largest marketing and public affairs research company and the country's most trusted research brand.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies.

Visit our website at www.ipsos.ca.

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