



# Focus Ontario Fall 2012



**ENVIRONICS**  
R E S E A R C H G R O U P

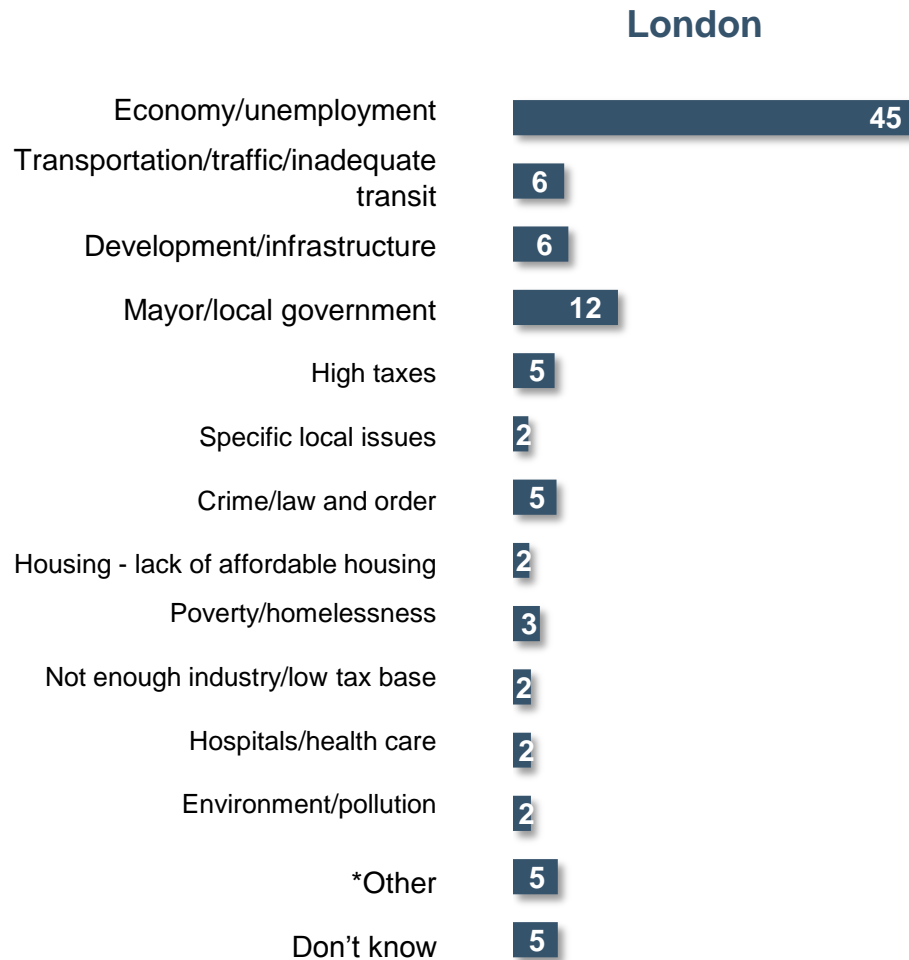
# Key insights: London

- London residents hold similar views as those in other large urban municipalities when it comes to indicators such as:
  - Quality of life
  - Outlook on personal finances
  - Satisfaction with municipal government in general
  - Value for tax dollars for residents.
- London is unique in how local economic challenges appear to dominate the public's agenda.
- London residents believe these local economic challenges will likely continue for some time. Only ongoing tracking will determine if this is an anomaly or an ongoing concern.



# Most important local issue

## London



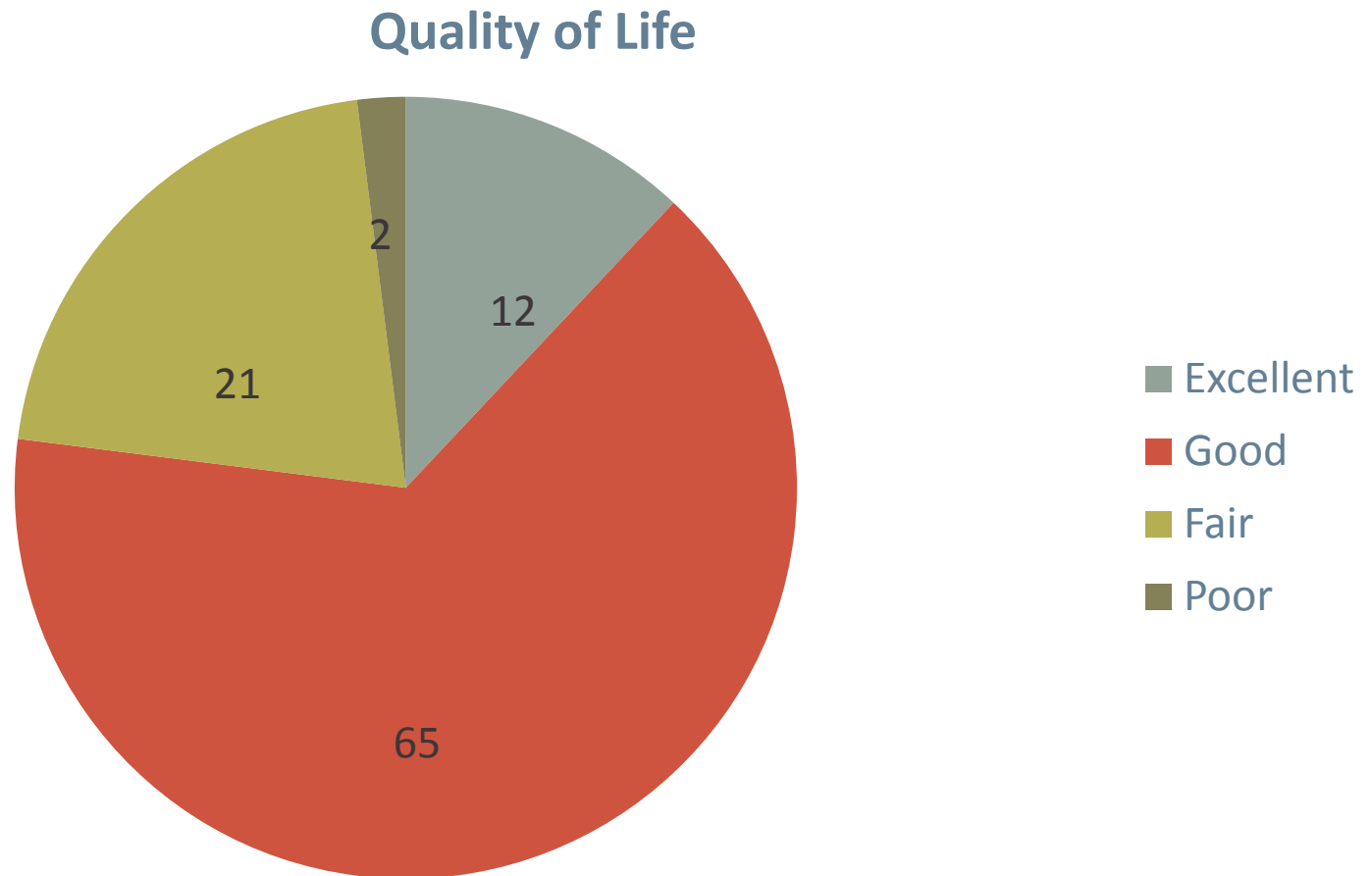
Q1 What, in your opinion, is the single most important local problem facing [INSERT MUNICIPALITY] today?

\*Other contains a number of responses of one percent or less each



# Quality of life rating

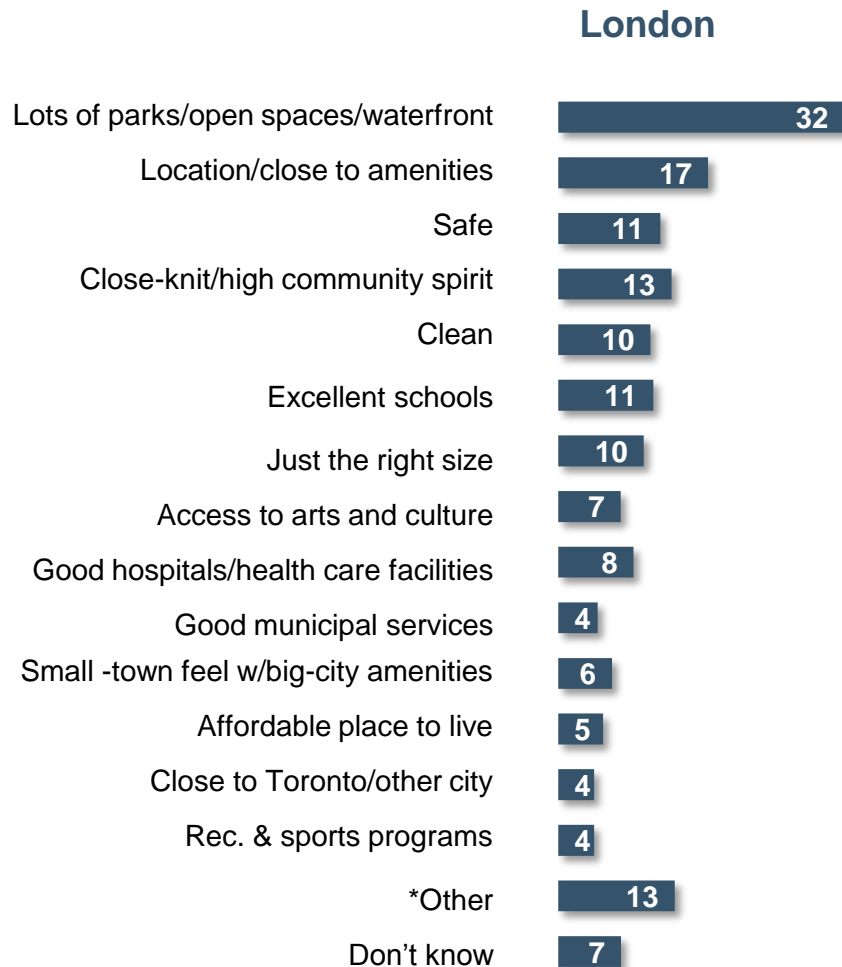
London



Q2 Overall, how would you rate the quality of life in your municipality?



# Most appealing aspect London



Q3 What, in your opinion, would you say are the most appealing things about your municipality?

\*Other contains a number of responses of three percent or less each

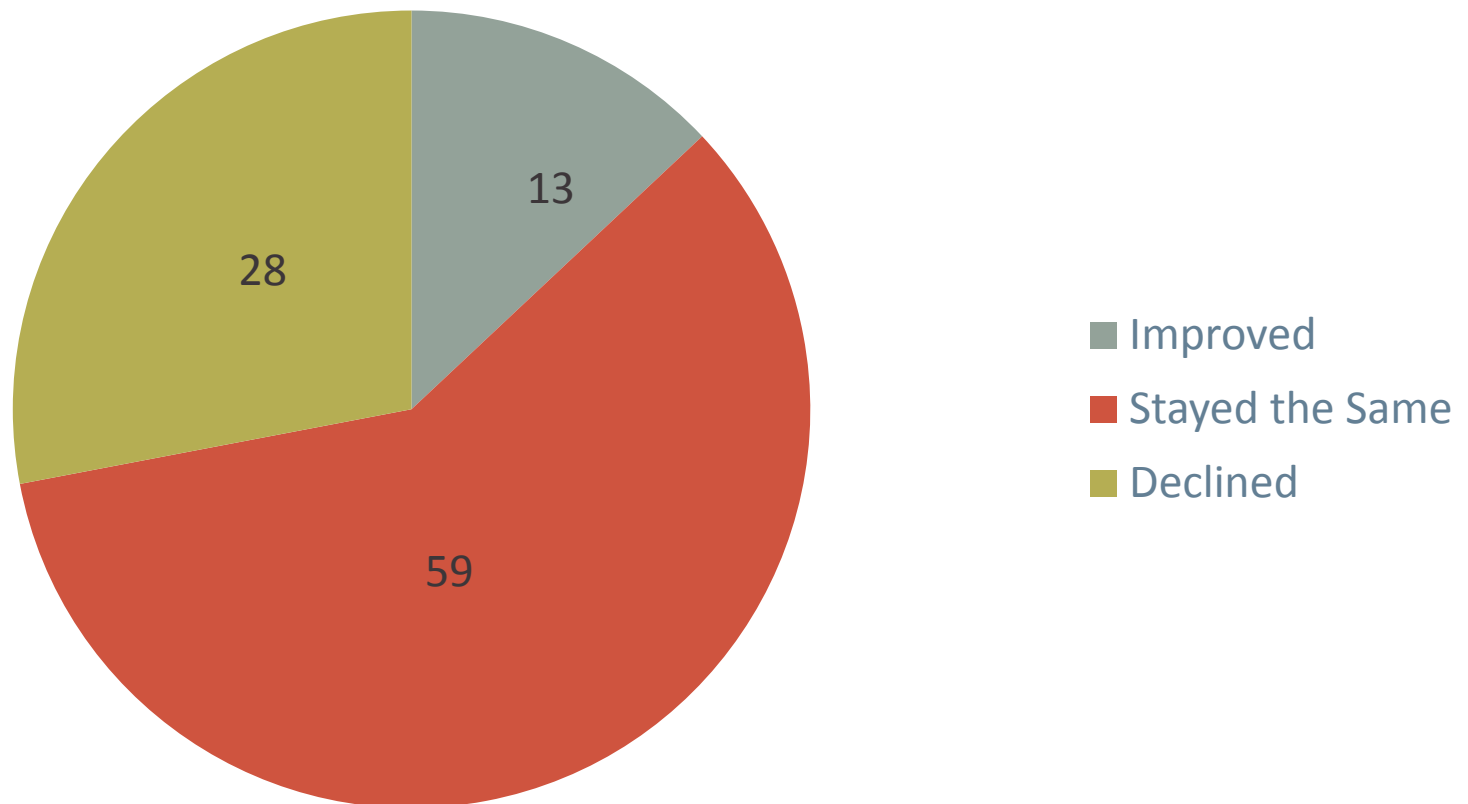


# Changes in quality of life

## London

Changes in quality of life over past 2 years

### Changes in quality of life



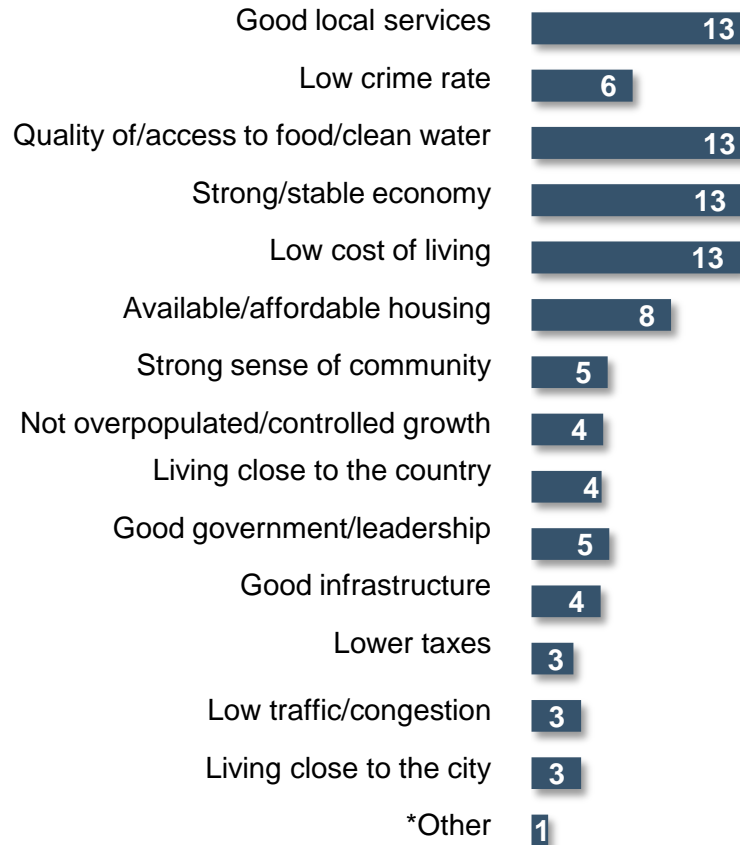
Q4 Do you think the quality of life in your municipality has improved, declined, or stayed the same over the past two years?



# Greatest impact on quality of life

## London

### London



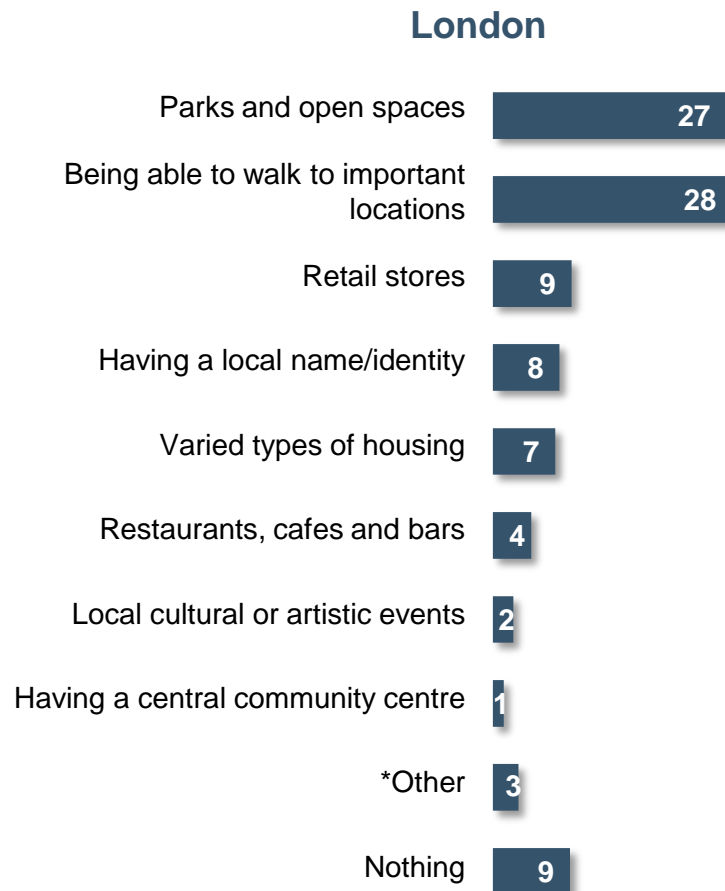
Q5 Which of the following factors has the greatest impact on your quality of life?

\*Other contains a number of responses of three percent or less each



# Greatest impact on vitality of neighbourhood

## London



Q6 Thinking about your own neighbourhood, which of the following contributes most to the vitality of your local neighbourhood?

\*Other contains a number of responses of two percent or less each

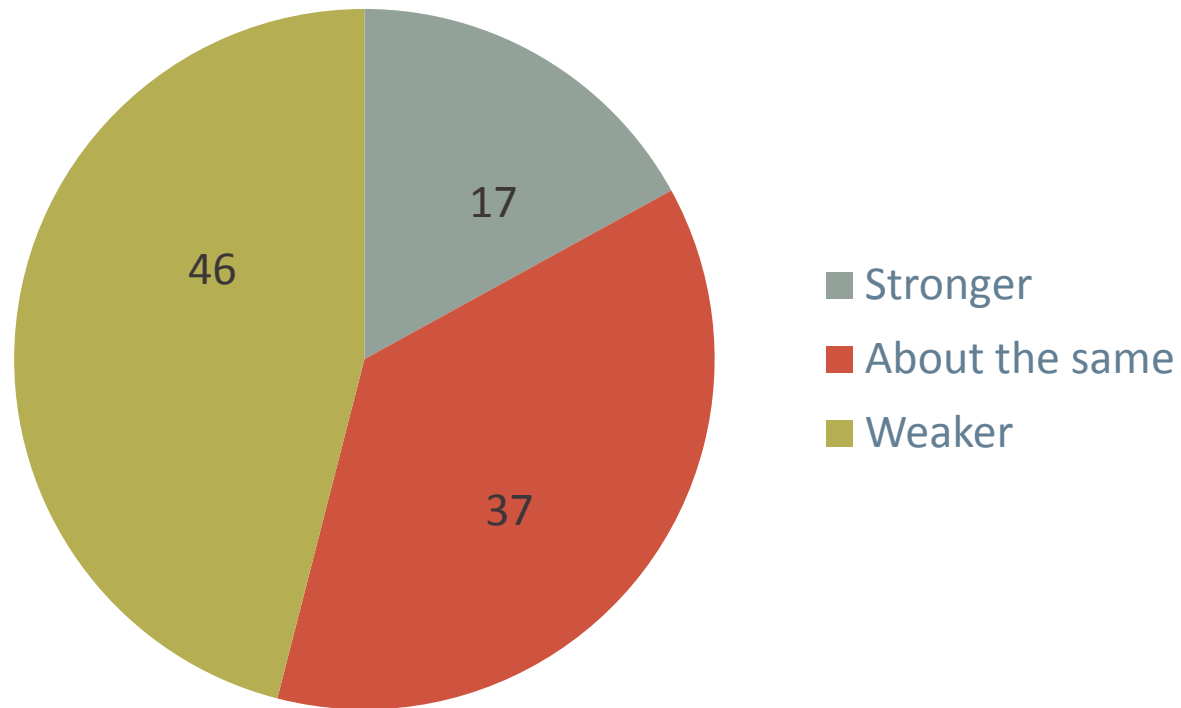




# Local economy

London

## Perceptions of state of local economy



*Q9 In your opinion, is the economy in your region getting stronger, weaker or is it staying about the same?*



# Personal finances

## London

Personal financial situation compared to six months ago

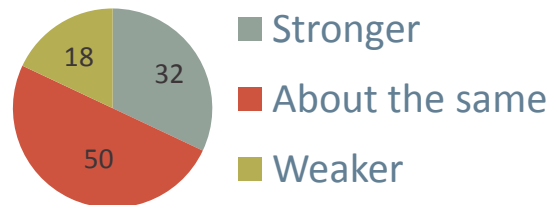
### Personal finances



*Q10 Generally speaking, would you say that your personal financial situation today is better, worse, or about the same as it was six months ago?*

Future expectations for personal financial situation

### Future expectations



*Q11 Do you think your financial situation will improve, decline or stay the same over the next year?*



# Local government

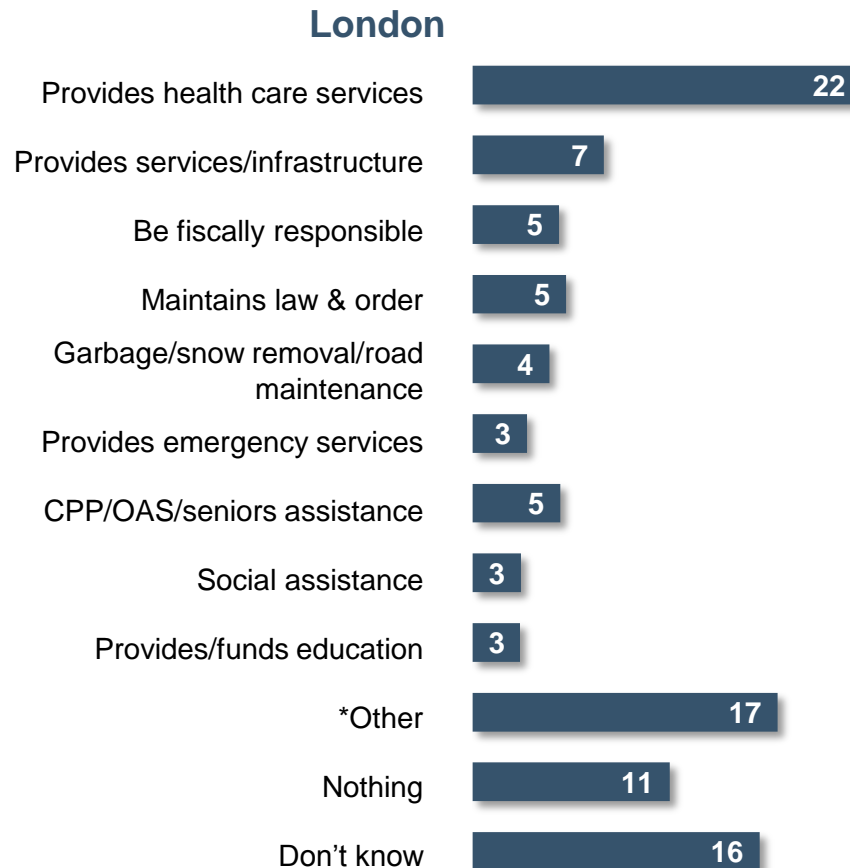
## Key insights

- When it comes to the role of government **in general**, residents of London agree that the delivery of health care is the single most important thing governments do.
- Regarding municipal government specifically, residents agree that traditional, core services such as garbage removal, road maintenance and emergency services are the most important things local governments provide.
- Just under half of all London residents are satisfied with their municipal government.



# Most important thing government does

## London

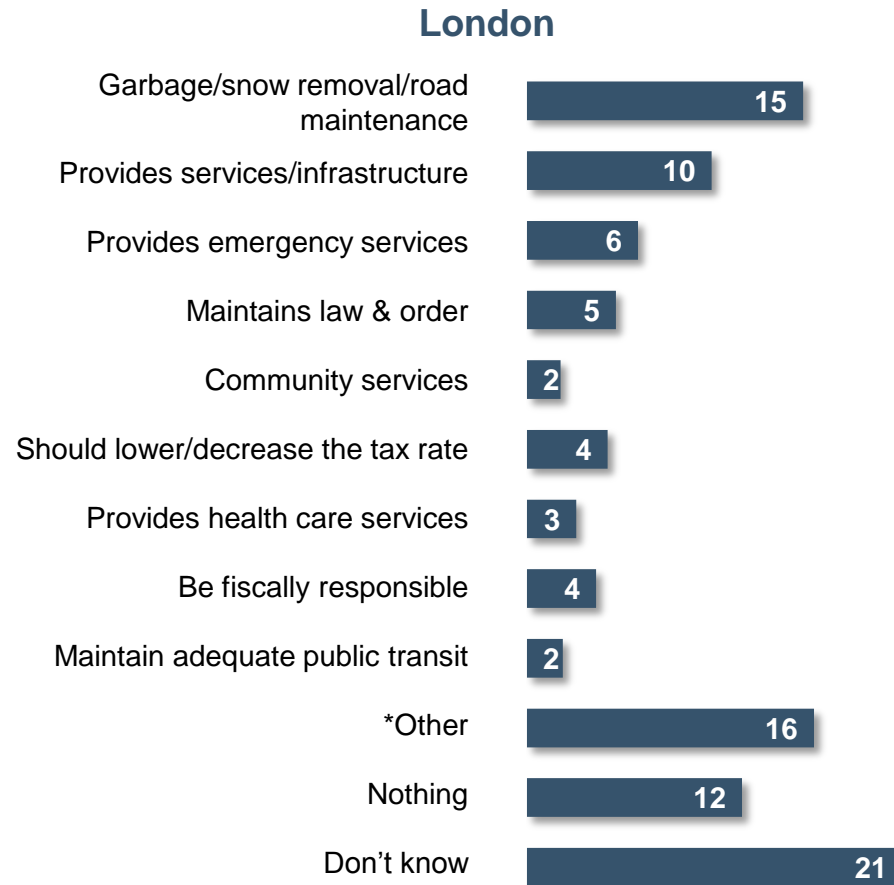


Q12 What, in your opinion, is the most important thing that government does for you?  
\*Other contains a number of responses of three percent or less each each



# Most important thing local government does

## London



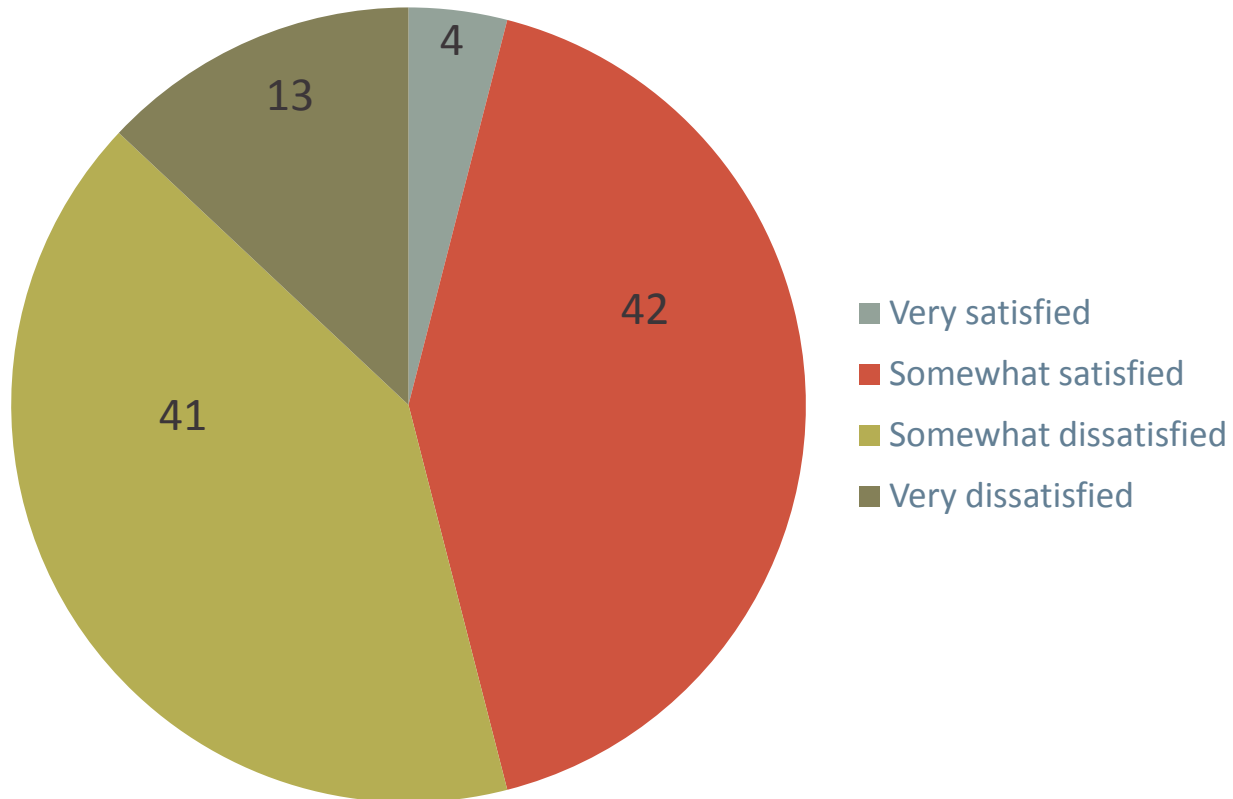
Q13 What, in your opinion, is the most important thing that your municipal or regional government does for you?  
\*Other contains a number of responses of three percent or less each



# Satisfaction with local government

## London

### Satisfaction with Municipal government



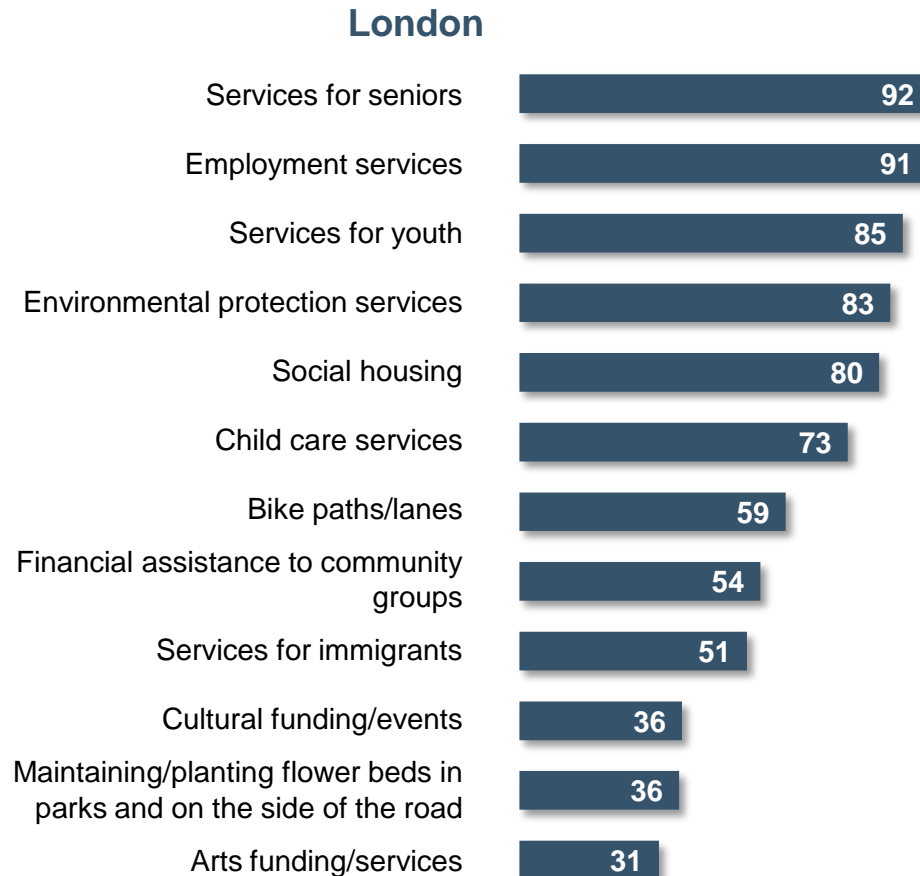
Q14 Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the [INSERT MUNICIPALITY] government?



# Local government services

## London

Services rated as essential



Q7 Please consider the following list of services offered by your local government, and indicate whether you personally view each service as either essential or non-essential.



# Importance of non-essential services

## London

*Among those who said service was non-essential*

### Services for seniors



### Employment services



### Services for youth



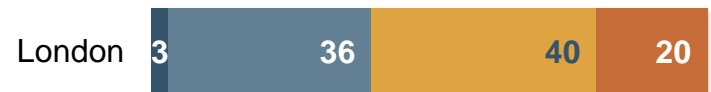
### Environmental protection services



### Social housing



### Child care services



Very important
  Somewhat important
  Not very important
  Not at all important

Q8 Please indicate the extent to which you personally think the following services are important to the vitality of your municipality?





# Importance of non-essential services

## London

Among those who said service was non-essential

### Bike paths/lanes



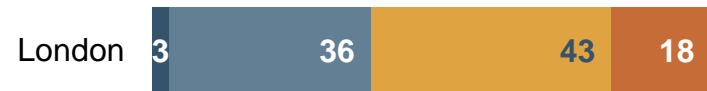
### Financial assistance to community groups



### Services for immigrants



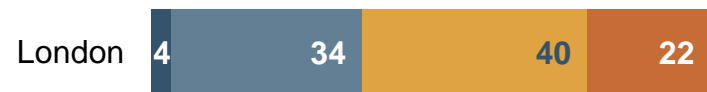
### Cultural funding/events



### Maintaining/planting flower beds



### Arts funding/services



Very important
  Somewhat important
  Not very important
  Not at all important

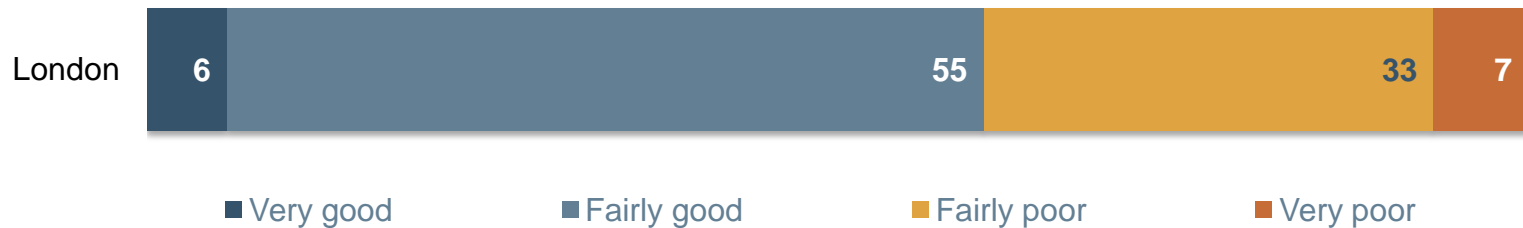
Q8 Please indicate the extent to which you personally think the following services are important to the vitality of your municipality?



# Services and taxation

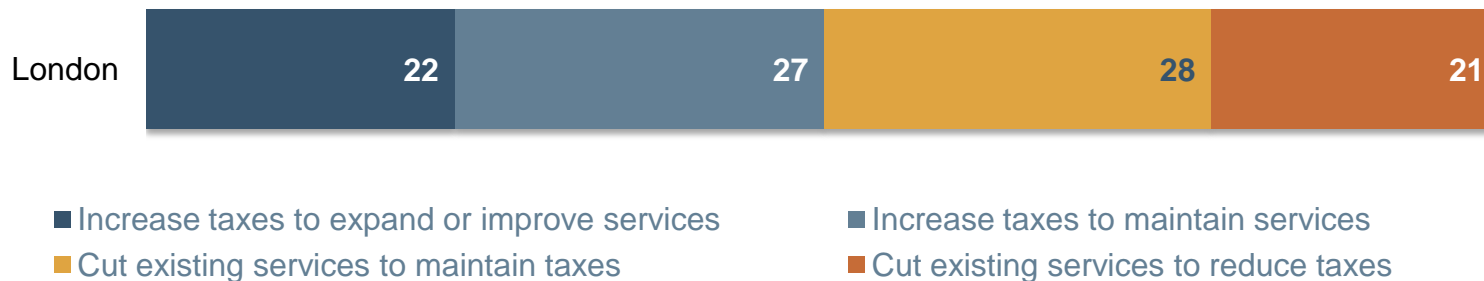
## London

Value received for tax dollars



Q16 Thinking about all the programs and services you receive from your municipal government, would you say that, overall, you receive very good, fairly good, fairly poor or very poor value for your tax dollars?

Increase taxes or cut services?



Q17 Local governments must balance the cost of delivering services with taxation. Which of the following options would you most prefer in your municipality?



# Use of government services

## London

Used local services in past year

London

54

*Q19A Have you used the services of the City of [insert city] in the last 12 months?*

Interacted with city staff in past year

London

33

*Q19B Have you interacted with any service representatives or City of [insert city] staff in the last 12 months?*

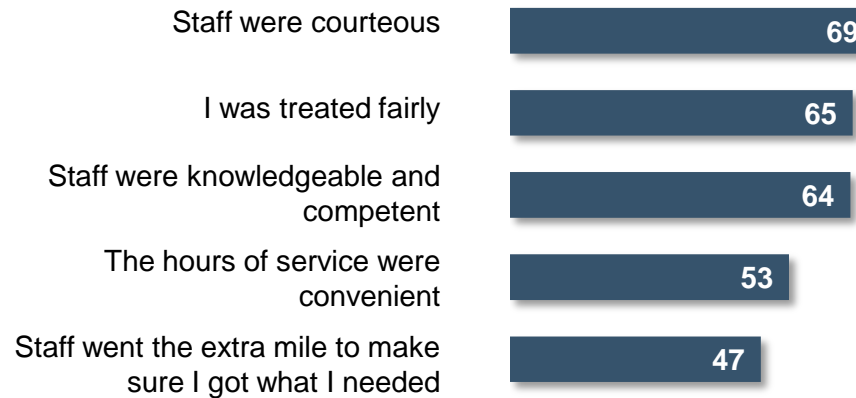


# Experience with region staff

Residents who have interacted with city staff in past year

Agreement with statements about experience

## London



Q20 Please indicate the extent to which you agree with each of the following statements about your experience with the City of [insert city]?

Received the service or support required

London

81

Q21 In the end, did you receive the service or support that you needed?



# Satisfaction with service delivery

Residents who have interacted with city staff in past year

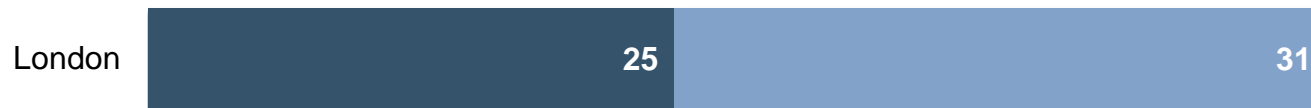
Satisfied with accessibility of services



Satisfied with overall quality of service delivery



Satisfied with the amount of time it took to get service



■ Very satisfied

■ Satisfied

*Q22 Please think about your overall satisfaction with the City of [insert city], please indicate the extent to which you are satisfied with each of the following items.*



# Methodology

## Method

Online study with residents of the London.

## Respondents

Results based on a sample of 502 residents of London. Environics set quotas for age, gender, income and region in order to ensure that the sample would be representative of the general population.

## Timing

October 17 – November 6, 2012

## Topics covered

Most important local issue, quality of life, the local economy, satisfaction with local governments and services, value for tax dollars and service delivery.

